### Demographic Summary

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2027</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>8,313</td>
<td>8,056</td>
</tr>
<tr>
<td>Population 18+</td>
<td>6,346</td>
<td>6,114</td>
</tr>
<tr>
<td>Households</td>
<td>2,956</td>
<td>2,875</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$41,658</td>
<td>$43,645</td>
</tr>
</tbody>
</table>

### Product/Consumer Behavior

<table>
<thead>
<tr>
<th>Product/Consumer Behavior</th>
<th>Expected Number of Adults/HHs</th>
<th>Percent</th>
<th>MPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participated in aerobics in last 12 months</td>
<td>387</td>
<td>6.1%</td>
<td>73</td>
</tr>
<tr>
<td>Participated in archery in last 12 months</td>
<td>182</td>
<td>2.9%</td>
<td>117</td>
</tr>
<tr>
<td>Participated in backpacking in last 12 months</td>
<td>202</td>
<td>3.2%</td>
<td>88</td>
</tr>
<tr>
<td>Participated in baseball in last 12 months</td>
<td>189</td>
<td>3.0%</td>
<td>102</td>
</tr>
<tr>
<td>Participated in basketball in last 12 months</td>
<td>366</td>
<td>5.8%</td>
<td>85</td>
</tr>
<tr>
<td>Participated in bicycling (mountain) in last 12 months</td>
<td>209</td>
<td>3.3%</td>
<td>87</td>
</tr>
<tr>
<td>Participated in bicycling (road) in last 12 months</td>
<td>656</td>
<td>10.3%</td>
<td>91</td>
</tr>
<tr>
<td>Participated in boating (power) in last 12 months</td>
<td>386</td>
<td>6.1%</td>
<td>119</td>
</tr>
<tr>
<td>Participated in bowling in last 12 months</td>
<td>437</td>
<td>6.9%</td>
<td>85</td>
</tr>
<tr>
<td>Participated in canoeing/kayaking in last 12 months</td>
<td>365</td>
<td>5.8%</td>
<td>79</td>
</tr>
<tr>
<td>Participated in fishing (fresh water) in last 12 months</td>
<td>803</td>
<td>12.7%</td>
<td>119</td>
</tr>
<tr>
<td>Participated in fishing (salt water) in last 12 months</td>
<td>335</td>
<td>5.3%</td>
<td>150</td>
</tr>
<tr>
<td>Participated in football in last 12 months</td>
<td>192</td>
<td>3.0%</td>
<td>98</td>
</tr>
<tr>
<td>Participated in Frisbee in last 12 months</td>
<td>190</td>
<td>3.0%</td>
<td>82</td>
</tr>
<tr>
<td>Participated in golf in last 12 months</td>
<td>566</td>
<td>8.9%</td>
<td>113</td>
</tr>
<tr>
<td>Participated in hiking in last 12 months</td>
<td>962</td>
<td>15.2%</td>
<td>95</td>
</tr>
<tr>
<td>Participated in horseback riding in last 12 months</td>
<td>135</td>
<td>2.1%</td>
<td>103</td>
</tr>
<tr>
<td>Participated in hunting with rifle in last 12 months</td>
<td>271</td>
<td>4.3%</td>
<td>123</td>
</tr>
<tr>
<td>Participated in hunting with shotgun in last 12 months</td>
<td>186</td>
<td>2.9%</td>
<td>105</td>
</tr>
<tr>
<td>Participated in ice skating in last 12 months</td>
<td>104</td>
<td>1.6%</td>
<td>70</td>
</tr>
<tr>
<td>Participated in jogging/running in last 12 months</td>
<td>582</td>
<td>9.2%</td>
<td>82</td>
</tr>
<tr>
<td>Participated in motorcycling in last 12 months</td>
<td>185</td>
<td>2.9%</td>
<td>102</td>
</tr>
<tr>
<td>Participated in Pilates in last 12 months</td>
<td>184</td>
<td>2.9%</td>
<td>93</td>
</tr>
<tr>
<td>Participated in ping pong in last 12 months</td>
<td>206</td>
<td>3.2%</td>
<td>93</td>
</tr>
<tr>
<td>Participated in rock climbing in last 12 months</td>
<td>94</td>
<td>1.5%</td>
<td>84</td>
</tr>
<tr>
<td>Participated in roller skating in last 12 months</td>
<td>104</td>
<td>1.6%</td>
<td>106</td>
</tr>
<tr>
<td>Participated in skiing (downhill) in last 12 months</td>
<td>155</td>
<td>2.4%</td>
<td>88</td>
</tr>
<tr>
<td>Participated in soccer in last 12 months</td>
<td>222</td>
<td>3.5%</td>
<td>89</td>
</tr>
<tr>
<td>Participated in softball in last 12 months</td>
<td>111</td>
<td>1.7%</td>
<td>92</td>
</tr>
<tr>
<td>Participated in swimming in last 12 months</td>
<td>938</td>
<td>14.8%</td>
<td>94</td>
</tr>
<tr>
<td>Participated in target shooting in last 12 months</td>
<td>418</td>
<td>6.6%</td>
<td>122</td>
</tr>
<tr>
<td>Participated in tennis in last 12 months</td>
<td>177</td>
<td>2.8%</td>
<td>74</td>
</tr>
<tr>
<td>Participated in volleyball in last 12 months</td>
<td>128</td>
<td>2.0%</td>
<td>77</td>
</tr>
<tr>
<td>Participated in walking for exercise in last 12 months</td>
<td>1,777</td>
<td>28.0%</td>
<td>90</td>
</tr>
<tr>
<td>Participated in weight lifting in last 12 months</td>
<td>716</td>
<td>11.3%</td>
<td>89</td>
</tr>
<tr>
<td>Participated in yoga in last 12 months</td>
<td>479</td>
<td>7.5%</td>
<td>73</td>
</tr>
<tr>
<td>Participated in Zumba in last 12 months</td>
<td>168</td>
<td>2.6%</td>
<td>81</td>
</tr>
<tr>
<td>Spent on sports/recreation equipment in last 12 months: $1-99</td>
<td>312</td>
<td>4.9%</td>
<td>78</td>
</tr>
<tr>
<td>Spent on sports/recreation equipment in last 12 months: $100-$249</td>
<td>326</td>
<td>5.1%</td>
<td>89</td>
</tr>
<tr>
<td>Spent on sports/recreation equipment in last 12 months: $250+</td>
<td>537</td>
<td>8.5%</td>
<td>99</td>
</tr>
<tr>
<td>Attend sports events: basketball game (college)</td>
<td>88</td>
<td>1.4%</td>
<td>86</td>
</tr>
<tr>
<td>Attend sports events: football game (college)</td>
<td>136</td>
<td>2.1%</td>
<td>78</td>
</tr>
<tr>
<td>Attend sports events: high school sports</td>
<td>134</td>
<td>2.1%</td>
<td>85</td>
</tr>
<tr>
<td>Attend sports events: baseball game (MLB regular season)</td>
<td>147</td>
<td>2.3%</td>
<td>70</td>
</tr>
<tr>
<td>Attend sports events</td>
<td>596</td>
<td>9.4%</td>
<td>74</td>
</tr>
<tr>
<td>Listen to sports on radio</td>
<td>436</td>
<td>6.9%</td>
<td>74</td>
</tr>
<tr>
<td>Watch sports on TV</td>
<td>3,519</td>
<td>55.5%</td>
<td>95</td>
</tr>
</tbody>
</table>

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

April 06, 2023
<table>
<thead>
<tr>
<th>Product/Consumer Behavior</th>
<th>Expected Number of Adults/HHs</th>
<th>Percent</th>
<th>MPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch on TV: alpine skiing/ski jumping</td>
<td>176</td>
<td>2.8%</td>
<td>101</td>
</tr>
<tr>
<td>Watch on TV: auto racing (NASCAR)</td>
<td>618</td>
<td>9.7%</td>
<td>127</td>
</tr>
<tr>
<td>Watch on TV: auto racing (not NASCAR)</td>
<td>319</td>
<td>5.0%</td>
<td>127</td>
</tr>
<tr>
<td>Watch on TV: baseball (MLB regular season)</td>
<td>1,080</td>
<td>16.5%</td>
<td>88</td>
</tr>
<tr>
<td>Watch on TV: baseball (MLB playoffs/World Series)</td>
<td>917</td>
<td>14.5%</td>
<td>88</td>
</tr>
<tr>
<td>Watch on TV: basketball (college)</td>
<td>655</td>
<td>10.3%</td>
<td>81</td>
</tr>
<tr>
<td>Watch on TV: basketball (NCAA tournament)</td>
<td>461</td>
<td>7.3%</td>
<td>79</td>
</tr>
<tr>
<td>Watch on TV: basketball (NBA regular season)</td>
<td>708</td>
<td>11.2%</td>
<td>80</td>
</tr>
<tr>
<td>Watch on TV: basketball (NBA playoffsinals)</td>
<td>770</td>
<td>12.1%</td>
<td>86</td>
</tr>
<tr>
<td>Watch on TV: basketball (WNBA)</td>
<td>163</td>
<td>2.6%</td>
<td>96</td>
</tr>
<tr>
<td>Watch on TV: boxing</td>
<td>388</td>
<td>6.1%</td>
<td>105</td>
</tr>
<tr>
<td>Watch on TV: bull riding (pro)</td>
<td>201</td>
<td>3.2%</td>
<td>113</td>
</tr>
<tr>
<td>Watch on TV: extreme sports (summer)</td>
<td>140</td>
<td>2.2%</td>
<td>77</td>
</tr>
<tr>
<td>Watch on TV: extreme sports (winter)</td>
<td>157</td>
<td>2.5%</td>
<td>135</td>
</tr>
<tr>
<td>Watch on TV: figure skating</td>
<td>295</td>
<td>4.6%</td>
<td>92</td>
</tr>
<tr>
<td>Watch on TV: fishing</td>
<td>255</td>
<td>4.0%</td>
<td>117</td>
</tr>
<tr>
<td>Watch on TV: football (college)</td>
<td>1,433</td>
<td>23.6%</td>
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<tr>
<td>Watch on TV: football (NFL Sunday/Monday/Thursday night games)</td>
<td>1,845</td>
<td>29.1%</td>
<td>93</td>
</tr>
<tr>
<td>Watch on TV: football (NFL weekend games)</td>
<td>1,760</td>
<td>27.7%</td>
<td>94</td>
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<tr>
<td>Watch on TV: football (NFL playoffs/Super Bowl)</td>
<td>1,887</td>
<td>29.7%</td>
<td>94</td>
</tr>
<tr>
<td>Watch on TV: golf (PGA)</td>
<td>820</td>
<td>12.9%</td>
<td>108</td>
</tr>
<tr>
<td>Watch on TV: golf (LPGA)</td>
<td>205</td>
<td>3.2%</td>
<td>114</td>
</tr>
<tr>
<td>Watch on TV: gymnastics</td>
<td>212</td>
<td>3.3%</td>
<td>81</td>
</tr>
<tr>
<td>Watch on TV: high school sports</td>
<td>167</td>
<td>2.6%</td>
<td>65</td>
</tr>
<tr>
<td>Watch on TV: horse racing (at track or OTB)</td>
<td>137</td>
<td>2.2%</td>
<td>85</td>
</tr>
<tr>
<td>Watch on TV: ice hockey (NHL regular season)</td>
<td>365</td>
<td>5.8%</td>
<td>73</td>
</tr>
<tr>
<td>Watch on TV: ice hockey (NHL playoffs/Stanley Cup)</td>
<td>365</td>
<td>5.8%</td>
<td>76</td>
</tr>
<tr>
<td>Watch on TV: mixed martial arts (MMA)</td>
<td>212</td>
<td>3.3%</td>
<td>135</td>
</tr>
<tr>
<td>Watch on TV: motorcycle racing</td>
<td>106</td>
<td>1.7%</td>
<td>108</td>
</tr>
<tr>
<td>Watch on TV: Olympics (summer)</td>
<td>558</td>
<td>8.8%</td>
<td>108</td>
</tr>
<tr>
<td>Watch on TV: Olympics (winter)</td>
<td>533</td>
<td>8.4%</td>
<td>106</td>
</tr>
<tr>
<td>Watch on TV: international soccer</td>
<td>329</td>
<td>5.2%</td>
<td>98</td>
</tr>
<tr>
<td>Watch on TV: rodeo</td>
<td>151</td>
<td>2.4%</td>
<td>135</td>
</tr>
<tr>
<td>Watch on TV: soccer (MLS)</td>
<td>320</td>
<td>5.0%</td>
<td>104</td>
</tr>
<tr>
<td>Watch on TV: U.S. men’s soccer national team</td>
<td>185</td>
<td>2.9%</td>
<td>83</td>
</tr>
<tr>
<td>Watch on TV: U.S. women’s soccer national team</td>
<td>230</td>
<td>3.6%</td>
<td>84</td>
</tr>
<tr>
<td>Watch on TV: soccer (World Cup)</td>
<td>331</td>
<td>5.2%</td>
<td>88</td>
</tr>
<tr>
<td>Watch on TV: tennis (men’s)</td>
<td>336</td>
<td>5.3%</td>
<td>78</td>
</tr>
<tr>
<td>Watch on TV: tennis (women’s)</td>
<td>356</td>
<td>5.6%</td>
<td>85</td>
</tr>
<tr>
<td>Watch on TV: track &amp; field</td>
<td>149</td>
<td>2.3%</td>
<td>85</td>
</tr>
<tr>
<td>Watch on TV: volleyball (pro beach)</td>
<td>94</td>
<td>1.5%</td>
<td>81</td>
</tr>
<tr>
<td>Watch on TV: ultimate fighting championship (UFC)</td>
<td>326</td>
<td>5.1%</td>
<td>125</td>
</tr>
<tr>
<td>Watch on TV: other mixed martial arts (MMA)</td>
<td>212</td>
<td>3.3%</td>
<td>135</td>
</tr>
<tr>
<td>Watch on TV: wrestling (WWE)</td>
<td>225</td>
<td>3.5%</td>
<td>90</td>
</tr>
<tr>
<td>Interest in sports: college basketball super fan</td>
<td>175</td>
<td>2.8%</td>
<td>92</td>
</tr>
<tr>
<td>Interest in sports: college football super fan</td>
<td>346</td>
<td>5.5%</td>
<td>90</td>
</tr>
<tr>
<td>Interest in sports: golf super fan</td>
<td>137</td>
<td>2.2%</td>
<td>128</td>
</tr>
<tr>
<td>Interest in sports: high school sports super fan</td>
<td>84</td>
<td>1.3%</td>
<td>62</td>
</tr>
<tr>
<td>Interest in sports: International soccer super fan</td>
<td>247</td>
<td>3.9%</td>
<td>80</td>
</tr>
<tr>
<td>Interest in sports: MLB super fan</td>
<td>218</td>
<td>3.4%</td>
<td>79</td>
</tr>
<tr>
<td>Interest in sports: MLS soccer super fan</td>
<td>167</td>
<td>2.6%</td>
<td>89</td>
</tr>
<tr>
<td>Interest in sports: NASCAR super fan</td>
<td>133</td>
<td>2.1%</td>
<td>116</td>
</tr>
<tr>
<td>Interest in sports: NBA super fan</td>
<td>235</td>
<td>3.7%</td>
<td>80</td>
</tr>
<tr>
<td>Interest in sports: NFL super fan</td>
<td>601</td>
<td>9.5%</td>
<td>92</td>
</tr>
<tr>
<td>Interest in sports: NHL super fan</td>
<td>126</td>
<td>2.0%</td>
<td>72</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Product/Consumer Behavior</th>
<th>Expected Number of Adults/HHs</th>
<th>Percent</th>
<th>MPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member of AARP</td>
<td>1,124</td>
<td>17.7%</td>
<td>117</td>
</tr>
<tr>
<td>Member of church board</td>
<td>205</td>
<td>3.2%</td>
<td>114</td>
</tr>
<tr>
<td>Member of fraternal order</td>
<td>163</td>
<td>2.6%</td>
<td>101</td>
</tr>
<tr>
<td>Member of religious club</td>
<td>156</td>
<td>2.5%</td>
<td>74</td>
</tr>
<tr>
<td>Member of union</td>
<td>200</td>
<td>3.2%</td>
<td>77</td>
</tr>
<tr>
<td>Member of veterans club</td>
<td>208</td>
<td>3.3%</td>
<td>137</td>
</tr>
<tr>
<td>Participate in indoor gardening or plant care</td>
<td>861</td>
<td>13.6%</td>
<td>102</td>
</tr>
<tr>
<td>Attended an aquarium in last 12 months</td>
<td>456</td>
<td>7.2%</td>
<td>73</td>
</tr>
<tr>
<td>Went to art gallery in last 12 months</td>
<td>324</td>
<td>5.1%</td>
<td>76</td>
</tr>
<tr>
<td>Attended auto show in last 12 months</td>
<td>355</td>
<td>5.6%</td>
<td>114</td>
</tr>
<tr>
<td>Did baking in last 12 months</td>
<td>1,766</td>
<td>27.8%</td>
<td>95</td>
</tr>
<tr>
<td>Barbecued in last 12 months</td>
<td>1,789</td>
<td>28.2%</td>
<td>92</td>
</tr>
<tr>
<td>Went to bar/night club in last 12 months</td>
<td>914</td>
<td>14.4%</td>
<td>85</td>
</tr>
<tr>
<td>Went to beach in last 12 months</td>
<td>1,640</td>
<td>25.8%</td>
<td>87</td>
</tr>
<tr>
<td>Played billiards/pool in last 12 months</td>
<td>251</td>
<td>4.0%</td>
<td>79</td>
</tr>
<tr>
<td>Played bingo in last 12 months</td>
<td>297</td>
<td>4.7%</td>
<td>114</td>
</tr>
<tr>
<td>Did birdwatching in last 12 months</td>
<td>356</td>
<td>5.6%</td>
<td>96</td>
</tr>
<tr>
<td>Played board game in last 12 months</td>
<td>1,088</td>
<td>17.1%</td>
<td>79</td>
</tr>
<tr>
<td>Read book in last 12 months</td>
<td>2,221</td>
<td>35.0%</td>
<td>93</td>
</tr>
<tr>
<td>Participated in book club in last 12 months</td>
<td>222</td>
<td>3.5%</td>
<td>98</td>
</tr>
<tr>
<td>Went on overnight camping trip in last 12 months</td>
<td>923</td>
<td>14.5%</td>
<td>112</td>
</tr>
<tr>
<td>Played cards in last 12 months</td>
<td>967</td>
<td>15.2%</td>
<td>82</td>
</tr>
<tr>
<td>Played chess in last 12 months</td>
<td>190</td>
<td>3.0%</td>
<td>79</td>
</tr>
<tr>
<td>Played computer game (offline w/software)/12 months</td>
<td>481</td>
<td>7.6%</td>
<td>93</td>
</tr>
<tr>
<td>Played computer game (online w/o software)/12 months</td>
<td>929</td>
<td>14.6%</td>
<td>98</td>
</tr>
<tr>
<td>Cooked for fun in last 12 months</td>
<td>1,370</td>
<td>21.6%</td>
<td>88</td>
</tr>
<tr>
<td>Did crossword puzzle in last 12 months</td>
<td>778</td>
<td>12.3%</td>
<td>96</td>
</tr>
<tr>
<td>Danced/went dancing in last 12 months</td>
<td>459</td>
<td>7.2%</td>
<td>90</td>
</tr>
<tr>
<td>Attended dance performance in last 12 months</td>
<td>207</td>
<td>3.3%</td>
<td>104</td>
</tr>
<tr>
<td>Dined out in last 12 months</td>
<td>2,953</td>
<td>46.5%</td>
<td>92</td>
</tr>
<tr>
<td>Flew a drone in last 12 months</td>
<td>131</td>
<td>2.1%</td>
<td>77</td>
</tr>
<tr>
<td>Attended state/county fair in last 12 months</td>
<td>574</td>
<td>9.0%</td>
<td>88</td>
</tr>
<tr>
<td>Participated in fantasy sports league last 12 months</td>
<td>235</td>
<td>3.7%</td>
<td>81</td>
</tr>
<tr>
<td>Did furniture refinishing in last 12 months</td>
<td>291</td>
<td>4.6%</td>
<td>102</td>
</tr>
<tr>
<td>Gambled at casino in last 12 months</td>
<td>637</td>
<td>10.0%</td>
<td>88</td>
</tr>
<tr>
<td>Gambled in Las Vegas in last 12 months</td>
<td>194</td>
<td>3.1%</td>
<td>89</td>
</tr>
<tr>
<td>Participate in indoor gardening/plant care</td>
<td>861</td>
<td>13.6%</td>
<td>102</td>
</tr>
<tr>
<td>Participated in genealogy in last 12 months</td>
<td>297</td>
<td>4.7%</td>
<td>94</td>
</tr>
<tr>
<td>Attended horse races in last 12 months</td>
<td>120</td>
<td>1.9%</td>
<td>96</td>
</tr>
<tr>
<td>Participated in karaoke in last 12 months</td>
<td>172</td>
<td>2.7%</td>
<td>77</td>
</tr>
<tr>
<td>Bought lottery ticket in last 12 months</td>
<td>2,152</td>
<td>33.9%</td>
<td>104</td>
</tr>
<tr>
<td>Played lottery 6+ times in last 30 days</td>
<td>813</td>
<td>12.8%</td>
<td>125</td>
</tr>
<tr>
<td>Bought lottery ticket in last 12 months: Daily Drawing</td>
<td>202</td>
<td>3.2%</td>
<td>93</td>
</tr>
<tr>
<td>Bought lottery ticket in last 12 months: Instant Game</td>
<td>1,155</td>
<td>18.2%</td>
<td>98</td>
</tr>
<tr>
<td>Bought lottery ticket in last 12 months: Mega Millions</td>
<td>1,140</td>
<td>18.0%</td>
<td>105</td>
</tr>
<tr>
<td>Bought lottery ticket in last 12 months: Powerball</td>
<td>1,234</td>
<td>19.4%</td>
<td>106</td>
</tr>
<tr>
<td>Attended a movie in last 6 months</td>
<td>2,800</td>
<td>44.1%</td>
<td>92</td>
</tr>
<tr>
<td>Attended movie in last 90 days: once/week or more</td>
<td>77</td>
<td>1.2%</td>
<td>85</td>
</tr>
<tr>
<td>Attended movie in last 90 days: 2-3 times a month</td>
<td>135</td>
<td>2.1%</td>
<td>90</td>
</tr>
<tr>
<td>Attended movie in last 90 days: once a month</td>
<td>195</td>
<td>3.1%</td>
<td>64</td>
</tr>
<tr>
<td>Attended movie in last 90 days: &lt; once a month</td>
<td>1,922</td>
<td>30.3%</td>
<td>92</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: action</td>
<td>967</td>
<td>15.2%</td>
<td>89</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Product/Consumer Behavior</th>
<th>Expected Number of Adults/HHs</th>
<th>Percent</th>
<th>MPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie genre seen at theater/6 months: adventure</td>
<td>1,053</td>
<td>16.6%</td>
<td>88</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: animation genre</td>
<td>598</td>
<td>9.4%</td>
<td>90</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: biography genre</td>
<td>357</td>
<td>5.6%</td>
<td>71</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: comedy</td>
<td>895</td>
<td>14.1%</td>
<td>84</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: crime</td>
<td>420</td>
<td>6.6%</td>
<td>78</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: drama</td>
<td>958</td>
<td>15.1%</td>
<td>84</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: family</td>
<td>428</td>
<td>6.7%</td>
<td>84</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: fantasy</td>
<td>560</td>
<td>8.8%</td>
<td>81</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: horror</td>
<td>256</td>
<td>4.0%</td>
<td>71</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: romance</td>
<td>318</td>
<td>5.0%</td>
<td>72</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: science fiction</td>
<td>489</td>
<td>7.7%</td>
<td>87</td>
</tr>
<tr>
<td>Movie genre seen at theater/6 months: thriller</td>
<td>498</td>
<td>7.8%</td>
<td>85</td>
</tr>
<tr>
<td>Went to museum in last 12 months</td>
<td>513</td>
<td>8.1%</td>
<td>64</td>
</tr>
<tr>
<td>Attended classical music/opera performance/12 months</td>
<td>204</td>
<td>3.2%</td>
<td>97</td>
</tr>
<tr>
<td>Attended country music performance in last 12 months</td>
<td>287</td>
<td>4.5%</td>
<td>93</td>
</tr>
<tr>
<td>Attended rock music performance in last 12 months</td>
<td>432</td>
<td>6.8%</td>
<td>86</td>
</tr>
<tr>
<td>Played musical instrument in last 12 months</td>
<td>512</td>
<td>8.1%</td>
<td>99</td>
</tr>
<tr>
<td>Did painting/drawing in last 12 months</td>
<td>555</td>
<td>8.7%</td>
<td>87</td>
</tr>
<tr>
<td>Did photo album/scrapbooking in last 12 months</td>
<td>276</td>
<td>4.3%</td>
<td>99</td>
</tr>
<tr>
<td>Did photography in last 12 months</td>
<td>635</td>
<td>10.0%</td>
<td>95</td>
</tr>
<tr>
<td>Did Sudoku puzzle in last 12 months</td>
<td>459</td>
<td>7.2%</td>
<td>78</td>
</tr>
<tr>
<td>Participated in tailgating in last 12 months</td>
<td>168</td>
<td>2.6%</td>
<td>83</td>
</tr>
<tr>
<td>Went to live theater in last 12 months</td>
<td>422</td>
<td>6.6%</td>
<td>66</td>
</tr>
<tr>
<td>Visited a theme park in last 12 months</td>
<td>749</td>
<td>11.8%</td>
<td>82</td>
</tr>
<tr>
<td>Visited a theme park 5+ times in last 12 months</td>
<td>215</td>
<td>3.4%</td>
<td>105</td>
</tr>
<tr>
<td>Participated in trivia games in last 12 months</td>
<td>421</td>
<td>6.6%</td>
<td>85</td>
</tr>
<tr>
<td>Played video/electronic game (console) last 12 months</td>
<td>576</td>
<td>9.1%</td>
<td>77</td>
</tr>
<tr>
<td>Played video/electronic game (portable) last 12 months</td>
<td>298</td>
<td>4.7%</td>
<td>79</td>
</tr>
<tr>
<td>Visited an indoor water park in last 12 months</td>
<td>95</td>
<td>1.5%</td>
<td>62</td>
</tr>
<tr>
<td>Did woodwork in last 12 months</td>
<td>386</td>
<td>6.1%</td>
<td>109</td>
</tr>
<tr>
<td>Went to zoo in last 12 months</td>
<td>548</td>
<td>8.6%</td>
<td>76</td>
</tr>
<tr>
<td>Bought 1-2 DVDs/30 Days</td>
<td>169</td>
<td>2.7%</td>
<td>88</td>
</tr>
<tr>
<td>Bought 3+ DVDs/30 Days</td>
<td>109</td>
<td>1.7%</td>
<td>73</td>
</tr>
<tr>
<td>Rented DVDs (movie or other video) in last 30 days: 1</td>
<td>128</td>
<td>2.0%</td>
<td>86</td>
</tr>
<tr>
<td>Rented DVDs (movie or other video) in last 30 days: 2</td>
<td>158</td>
<td>2.5%</td>
<td>112</td>
</tr>
<tr>
<td>Rented DVDs (movie or other video) in last 30 days: 3+</td>
<td>348</td>
<td>5.5%</td>
<td>145</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: action/adventure</td>
<td>1,238</td>
<td>19.5%</td>
<td>102</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: classics</td>
<td>368</td>
<td>5.8%</td>
<td>108</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: comedy</td>
<td>1,022</td>
<td>16.1%</td>
<td>101</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: drama</td>
<td>790</td>
<td>12.4%</td>
<td>103</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: family/children</td>
<td>382</td>
<td>6.0%</td>
<td>81</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: foreign</td>
<td>115</td>
<td>1.8%</td>
<td>87</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: horror</td>
<td>448</td>
<td>7.1%</td>
<td>124</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: musical</td>
<td>135</td>
<td>2.1%</td>
<td>87</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: news/documentary</td>
<td>281</td>
<td>4.4%</td>
<td>112</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: romance</td>
<td>464</td>
<td>7.3%</td>
<td>129</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: science fiction</td>
<td>382</td>
<td>6.0%</td>
<td>94</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: TV show</td>
<td>398</td>
<td>6.3%</td>
<td>92</td>
</tr>
<tr>
<td>Rented movie or other video/30 days: western</td>
<td>142</td>
<td>2.2%</td>
<td>103</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Product/Consumer Behavior</th>
<th>Expected Number of Adults/HHs</th>
<th>Percent</th>
<th>MPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rented/purchased DVD/Blu-ray/30 days: from amazon.com</td>
<td>566</td>
<td>8.9%</td>
<td>75</td>
</tr>
<tr>
<td>Rented DVD/Blu-ray/30 days: from netflix.com</td>
<td>443</td>
<td>7.0%</td>
<td>89</td>
</tr>
<tr>
<td>Rented/purchased DVD/Blu-ray/30 days: from Redbox</td>
<td>639</td>
<td>10.1%</td>
<td>114</td>
</tr>
<tr>
<td>Bought any children`s toy/game in last 12 months</td>
<td>2,177</td>
<td>34.3%</td>
<td>94</td>
</tr>
<tr>
<td>Spent on toys/games for child last 12 months: $1-49</td>
<td>369</td>
<td>5.8%</td>
<td>85</td>
</tr>
<tr>
<td>Spent on toys/games for child last 12 months: $50-99</td>
<td>239</td>
<td>3.8%</td>
<td>121</td>
</tr>
<tr>
<td>Spent on toys/games for child last 12 months: $100-199</td>
<td>431</td>
<td>6.8%</td>
<td>93</td>
</tr>
<tr>
<td>Spent on toys/games for child last 12 months: $200-499</td>
<td>655</td>
<td>10.3%</td>
<td>102</td>
</tr>
<tr>
<td>Spent on toys/games for child last 12 months: $500+</td>
<td>305</td>
<td>4.8%</td>
<td>88</td>
</tr>
<tr>
<td>Bought infant toy in last 12 months</td>
<td>452</td>
<td>7.1%</td>
<td>105</td>
</tr>
<tr>
<td>Bought pre-school toy in last 12 months</td>
<td>421</td>
<td>6.6%</td>
<td>96</td>
</tr>
<tr>
<td>Bought for child last 12 months: boy action figure</td>
<td>444</td>
<td>7.0%</td>
<td>95</td>
</tr>
<tr>
<td>Bought for child last 12 months: girl action figure</td>
<td>191</td>
<td>3.0%</td>
<td>95</td>
</tr>
<tr>
<td>Bought for child last 12 months: action game</td>
<td>169</td>
<td>2.7%</td>
<td>105</td>
</tr>
<tr>
<td>Bought for child last 12 months: bicycle</td>
<td>358</td>
<td>5.6%</td>
<td>92</td>
</tr>
<tr>
<td>Bought for child last 12 months: board game</td>
<td>844</td>
<td>13.3%</td>
<td>92</td>
</tr>
<tr>
<td>Bought for child last 12 months: builder set</td>
<td>320</td>
<td>5.0%</td>
<td>93</td>
</tr>
<tr>
<td>Bought for child last 12 months: car</td>
<td>475</td>
<td>7.5%</td>
<td>98</td>
</tr>
<tr>
<td>Bought for child last 12 months: construction toy</td>
<td>372</td>
<td>5.9%</td>
<td>94</td>
</tr>
<tr>
<td>Bought for child last 12 months: fashion doll</td>
<td>249</td>
<td>3.9%</td>
<td>92</td>
</tr>
<tr>
<td>Bought for child last 12 months: large/baby doll</td>
<td>424</td>
<td>6.7%</td>
<td>102</td>
</tr>
<tr>
<td>Bought for child last 12 months: doll accessories</td>
<td>228</td>
<td>3.6%</td>
<td>89</td>
</tr>
<tr>
<td>Bought for child last 12 months: doll clothing</td>
<td>235</td>
<td>3.7%</td>
<td>99</td>
</tr>
<tr>
<td>Bought for child last 12 months: educational toy</td>
<td>798</td>
<td>12.6%</td>
<td>95</td>
</tr>
<tr>
<td>Bought for child last 12 months: electronic doll/animal</td>
<td>138</td>
<td>2.2%</td>
<td>83</td>
</tr>
<tr>
<td>Bought for child last 12 months: electronic game</td>
<td>351</td>
<td>5.5%</td>
<td>99</td>
</tr>
<tr>
<td>Bought for child last 12 months: mechanical toy</td>
<td>261</td>
<td>4.1%</td>
<td>102</td>
</tr>
<tr>
<td>Bought for child last 12 months: model kit/set</td>
<td>242</td>
<td>3.8%</td>
<td>106</td>
</tr>
<tr>
<td>Bought for child last 12 months: plush doll/animal</td>
<td>489</td>
<td>7.7%</td>
<td>83</td>
</tr>
<tr>
<td>Bought for child last 12 months: water toy</td>
<td>526</td>
<td>8.3%</td>
<td>96</td>
</tr>
<tr>
<td>Bought for child last 12 months: word game</td>
<td>138</td>
<td>2.2%</td>
<td>90</td>
</tr>
</tbody>
</table>

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<th>Expected Number of Adults/HHs</th>
<th>Percent</th>
<th>MPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought digital book in last 12 months</td>
<td>948</td>
<td>14.9%</td>
<td>86</td>
</tr>
<tr>
<td>Bought hardcover book in last 12 months</td>
<td>1,356</td>
<td>21.4%</td>
<td>88</td>
</tr>
<tr>
<td>Bought paperback book in last 12 months</td>
<td>1,781</td>
<td>28.1%</td>
<td>90</td>
</tr>
<tr>
<td>Bought 1-3 books in last 12 months</td>
<td>1,172</td>
<td>18.5%</td>
<td>90</td>
</tr>
<tr>
<td>Bought 4-6 books in last 12 months</td>
<td>512</td>
<td>8.1%</td>
<td>75</td>
</tr>
<tr>
<td>Bought 7+ books in last 12 months</td>
<td>1,150</td>
<td>18.1%</td>
<td>95</td>
</tr>
<tr>
<td>Bought book (fiction) in last 12 months</td>
<td>1,622</td>
<td>25.6%</td>
<td>89</td>
</tr>
<tr>
<td>Bought book (non-fiction) in last 12 months</td>
<td>1,455</td>
<td>22.9%</td>
<td>85</td>
</tr>
<tr>
<td>Bought biography in last 12 months</td>
<td>382</td>
<td>6.0%</td>
<td>73</td>
</tr>
<tr>
<td>Bought children’s book in last 12 months</td>
<td>640</td>
<td>10.1%</td>
<td>101</td>
</tr>
<tr>
<td>Bought cookbook in last 12 months</td>
<td>442</td>
<td>7.0%</td>
<td>103</td>
</tr>
<tr>
<td>Bought history book in last 12 months</td>
<td>433</td>
<td>6.8%</td>
<td>71</td>
</tr>
<tr>
<td>Bought mystery book in last 12 months</td>
<td>708</td>
<td>11.2%</td>
<td>97</td>
</tr>
<tr>
<td>Bought novel in last 12 months</td>
<td>785</td>
<td>12.4%</td>
<td>83</td>
</tr>
<tr>
<td>Bought religious book (Not Bible) in last 12 months</td>
<td>321</td>
<td>5.1%</td>
<td>85</td>
</tr>
<tr>
<td>Bought romance book in last 12 months</td>
<td>320</td>
<td>5.0%</td>
<td>92</td>
</tr>
<tr>
<td>Bought science fiction book in last 12 months</td>
<td>341</td>
<td>5.4%</td>
<td>87</td>
</tr>
<tr>
<td>Bought personal/business self-help book last 12 months</td>
<td>385</td>
<td>6.1%</td>
<td>78</td>
</tr>
<tr>
<td>Bought travel book in last 12 months</td>
<td>130</td>
<td>2.0%</td>
<td>106</td>
</tr>
<tr>
<td>Purchased greeting card in last 12 months</td>
<td>3,217</td>
<td>50.7%</td>
<td>93</td>
</tr>
<tr>
<td>Bought book from Barnes &amp; Noble store in last 12 months</td>
<td>530</td>
<td>8.4%</td>
<td>78</td>
</tr>
<tr>
<td>Bought book from other book store in last 12 months</td>
<td>532</td>
<td>8.4%</td>
<td>95</td>
</tr>
<tr>
<td>Bought book from Amazon Online in last 12 months</td>
<td>1,661</td>
<td>26.2%</td>
<td>85</td>
</tr>
<tr>
<td>Bought book from Barnes &amp; Noble Online in last 12 months</td>
<td>135</td>
<td>2.1%</td>
<td>88</td>
</tr>
<tr>
<td>Bought book from iTunes/Apple Books in last 12 months</td>
<td>82</td>
<td>1.3%</td>
<td>75</td>
</tr>
<tr>
<td>Listened to Audiobook in last 6 months</td>
<td>380</td>
<td>6.0%</td>
<td>75</td>
</tr>
</tbody>
</table>

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.