2020 Residential Population:	274	2023 Total Sales		$7,440,000
2023 Residential Population:	412	2023 Total Employees		76
2028 Residential Population:	403	Employee/Residential Population Ratio:		0.18:1
Annual Population Growth 2023 - 2028	-0.44%	Total Number of Businesses:		9

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
835101	Kaibab Early Learing Center Pipe Springs Rd Fredonia, AZ 86022	Independent	4.36 W	2	$33,000
919906	Indian Affairs Bureau Pipe Springs Rd Fredonia, AZ 86022	Branch	4.85 SW	9	N/A
472501	Kaibab Band of Pauite Indians Pipe Springs Rd Fredonia, AZ 86022	Independent	4.85 SW	24	N/A
602103	ATM Pipe Springs Rd Fredonia, AZ 86022	Kiosk	4.85 SW	N/A	N/A
411914	Kaibab Band of Paiute Indians Pipe Springs Rd Fredonia, AZ 86022	Independent	4.85 SW	8	N/A
799969	Fredonia Swimming Pool 200 W Fredonia, AZ 86022	Independent	5.15 W	7	$705,000
821113	Fredonia Board of Education 200 W Fredonia, AZ 86022	Independent	5.15 W	5	N/A
738932	Pipe Spring National Monument Pipe Springs Rd Fredonia, AZ 86022	Independent	5.37 SW	13	N/A
554101	Kaibab Redcliff Store Fredonia, AZ 86022	Branch	5.50 SW	8	$6,702,000

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Data for all businesses in area

Total Businesses:	11
Total Employees:	94
Total Residential Population:	412
Employee/Residential Population Ratio (per 100 Residents)	23

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	1	9.1%	3	3.2%
Manufacturing	0	0.0%	0	0.0%
Transportation	2	18.2%	27	28.7%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	1	9.1%	7	7.4%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	0	0.0%	0	0.0%
Auto Dealers & Gas Stations	1	9.1%	7	7.4%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	1	9.1%	2	2.1%
Banks, Savings & Lending Institutions	1	9.1%	2	2.1%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
Services Summary	3	27.3%	19	20.2%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Movies & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	1	9.1%	4	4.3%
Other Services	3	27.3%	14	14.9%
Government	3	27.3%	36	38.3%
Unclassified Establishments	1	9.1%	0	0.0%
Totals	11	100.0%	94	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	9.1%	3	3.2%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	1	9.1%	7	7.4%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations & Fuel Dealers	1	9.1%	7	7.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%
Sporting Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Transportation & Warehousing	1	9.1%	7	7.4%
Information	0	0.0%	0	0.0%
Finance & Insurance	1	9.1%	2	2.1%
Central Bank/Credit Intermediation & Related Activities	1	9.1%	2	2.1%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	2	18.2%	31	33.0%
Educational Services	1	9.1%	4	4.3%
Health Care & Social Assistance	1	9.1%	2	2.1%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	0	0.0%	0	0.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	1	9.1%	2	2.1%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	3	27.3%	36	38.3%
Unclassified Establishments	1	9.1%	0	0.0%
Total	11	100.0%	94	100.0%

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2023 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	227	151	5	3.2%	68.7%	66.5%
16-24	75	45	3	6.2%	64.0%	60.0%
25-54	115	98	1	1.0%	86.1%	85.2%
55-64	16	4	0	0.0%	25.0%	25.0%
65+	20	4	0	0.0%	20.0%	20.0%
Male Age 16+	107	73	1	3.7%	69.2%	68.2%
Female Age 16+	119	78	3	1.4%	68.1%	65.5%

Economic Dependency Ratio

Total	172.2
Child (<16)	122.5
Working-Age (16-64)	39.1
Senior (65+)	10.6

Industry	Employed	Percent	US Percent	Location Quotient
Total	151	100.0%	100.0%	-
Agriculture/Forestry/Fishing	13	8.6%	1.1%	7.82
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	23	15.2%	7.0%	2.17
Manufacturing	23	15.2%	10.0%	1.52
Wholesale Trade	0	0.0%	1.9%	0.00
Retail Trade	12	7.9%	10.4%	0.76
Transportation/Warehousing	4	2.6%	5.5%	0.47
Utilities	0	0.0%	0.8%	0.00
Information	0	0.0%	1.9%	0.00
Finance/Insurance	0	0.0%	5.0%	0.00
Real Estate/Rental/Leasing	1	0.7%	1.8%	0.39
Professional/Scientific/Tech	0	0.0%	8.6%	0.00
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	0	0.0%	4.4%	0.00
Educational Services	13	8.6%	9.2%	0.93
Health Care/Social Assistance	5	3.3%	13.6%	0.24
Arts/Entertainment/Recreation	34	22.5%	2.2%	10.23
Accommodation/Food Services	7	4.6%	6.7%	0.69
Other Services (Excluding Public)	3	2.0%	4.7%	0.43
Public Administration	12	7.9%	4.8%	1.68

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2023 and 2028.

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Occupation	Employed	Percent	US Percent	Location Quotient
Total	151	100.0%	100.0%	-
White Collar	47	31.1%	62.3%	0.50
Management	16	10.6%	12.0%	0.88
Business/Financial	0	0.0%	5.9%	0.00
Computer/Mathematical	0	0.0%	4.0%	0.00
Architecture/Engineering	0	0.0%	2.4%	0.00
Life/Physical/Social Sciences	0	0.0%	1.3%	0.00
Community/Social Service	3	2.0%	1.9%	1.05
Legal	0	0.0%	1.2%	0.00
Education/Training/Library	3	2.0%	6.2%	0.32
Arts/Design/Entertainment	0	0.0%	2.2%	0.00
Healthcare Practitioner	2	1.3%	6.2%	0.21
Sales and Sales Related	13	8.6%	8.6%	1.00
Office/Administrative Support	10	6.6%	10.4%	0.63
Blue Collar	49	32.5%	21.5%	1.51
Farming/Fishing/Forestry	1	0.7%	0.5%	1.40
Construction/Extraction	23	15.2%	5.0%	3.04
Installation/Maintenance/Repair	0	0.0%	2.9%	0.00
Production	23	15.2%	5.4%	2.81
Transportation/Material Moving	2	1.3%	7.8%	0.17
Services	55	36.4%	16.2%	2.25
Healthcare Support	22	14.6%	3.1%	4.71
Protective Service	17	11.3%	2.1%	5.38
Food Preparation/Serving	12	7.9%	5.2%	1.52
Building Maintenance	4	2.6%	3.3%	0.79
Personal Care/Service	0	0.0%	2.5%	0.00

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.
Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.
Source: Esri forecasts for 2023 and 2028.

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Demographic Summary	2023	2028
Population	412	403
Population 18+	207	202
Households	105	104
Median Household Income	$45,276	$53,103

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Own Tablet	106	51.2%	87
Own E-Reader	16	7.7%	54
Own E-Reader/Tablet: Amazon Fire	23	11.1%	78
Own E-Reader/Tablet: Amazon Kindle	32	15.5%	66
Own E-Reader/Tablet: Apple iPad	53	25.6%	69
Own E-Reader/Tablet: Barnes & Noble Nook	3	1.4%	65
Own E-Reader/Tablet: Microsoft Surface	6	2.9%	101
Own E-Reader/Tablet: Samsung Galaxy Tab	25	12.1%	108
Own Portable MP3 Player	19	9.2%	82
Own Apple Watch Wearable Technology	44	21.3%	129
Own Fitbit Wearable Technology	19	9.2%	60
Own Garmin Wearable Technology	2	1.0%	29
Own Digital Camcorder	13	6.3%	77
Own Digital Point and Shoot Camera/Camcorder	13	6.3%	57
Own Digital SLR Camera or Camcorder	14	6.8%	63
Own 35mm Camera or Camcorder	13	6.3%	88
Own Telephoto/Zoom Lens for Camera	8	3.9%	60
Own Wide Angle Lens for Camera	8	3.9%	80
Own Selfie Stick for Camera or Phone	9	4.3%	66
Printed Digital Photos/12 Mo	44	21.3%	79
Use Computer at Work	58	28.0%	65
Use Desktop Computer at Work	25	12.1%	62
Use Laptop or Notebook Computer at Work	28	13.5%	56
HH Owns Computer	73	69.5%	81
HH Purchased Most Recent Home Computer/12 Mo	13	12.4%	87
HH Owns Desktop Computer	31	29.5%	74
HH Owns Laptop or Notebook	60	57.1%	81
HH Has Child (<18 Yrs) Using Home Computer	17	16.2%	138
HH Owns Apple/Mac Brand Computer	20	19.0%	79
HH Owns PC/Non-Apple Brand Computer	60	57.1%	81
HH Purchased 1-2 Yrs Ago Most Recent Computer	17	16.2%	85
HH Purchased 3-4 Yrs Ago Most Recent Computer	14	13.3%	69
HH Purchased 5+ Yrs Ago Most Recent Computer	11	10.5%	59
HH Purchased Most Recent Home Computer at Store	34	32.4%	83
HH Purchased Most Recent Home Computer Online	20	19.0%	69
HH Spent $1-499 on Most Recent Home Computer	18	17.1%	108
HH Spent $500-999 on Most Recent Home Computer	13	12.4%	61
HH Spent $1K-1499 on Most Recent Home Computer	8	7.6%	63
HH Spent $1500-1999 on Most Recent Home Computer	2	1.9%	41
HH Spent $2K+ on Most Recent Home Computer	4	3.8%	71
HH Owns Webcam	22	21.0%	80
HH Owns Wireless Router	21	20.0%	56
HH Owns All-In-One Printer (Print Copy Scan)	49	46.7%	78
HH Owns Accounting Software	4	3.8%	58

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 2023 and 2028.

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Kaibab

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	3	2.9%	71
HH Owns Database or Filing Software	4	3.8%	71
HH Owns Desktop Publishing Software	3	2.9%	40
HH Owns Education or Training Software	9	8.6%	94
HH Owns Entertainment or Games Software	19	18.1%	75
HH Owns Personal Finance or Tax Prep Software	9	8.6%	54
HH Owns Presentation Graphics Software	5	4.8%	74
HH Owns Multimedia Software	7	6.7%	67
HH Owns Networking Software	8	7.6%	78
HH Owns Online Mtg or Conference Software	11	10.5%	61
HH Owns Online or Remote Backup Software	4	3.8%	57
HH Owns Security or Anti-Virus Software	17	16.2%	63
HH Owns Spreadsheet Software	17	16.2%	58
HH Owns Touch Screen Monitor	11	10.5%	83
HH Owns Utility Software	4	3.8%	71
HH Owns Web Authoring Software	2	1.9%	117
HH Owns Word Processing Software	26	24.8%	65
HH Owns CD Player	16	15.2%	85
HH Owns Portable GPS Device	12	11.4%	55
HH Owns Ear Buds Headphones	52	49.5%	92
HH Owns Bluetooth or Wireless Headphones	44	41.9%	97
HH Owns Noise Reduction Headphones	17	16.2%	77
HH Owns Headphones w/Microphone	22	21.0%	89
HH Owns Home Theater or Entertainment System	20	19.0%	115
HH Owns 1 TV	17	16.2%	89
HH Owns 2 TVs	30	28.6%	101
HH Owns 3 TVs	27	25.7%	112
HH Owns 4+ TVs	20	19.0%	85
HH Owns LCD TV	23	21.9%	84
HH Owns LED TV	44	41.9%	91
HH Owns OLED TV	5	4.8%	75
HH Owns Plasma TV	18	17.1%	157
HH Owns HDTV	34	32.4%	80
HH Owns 4K Ultra HDTV	32	30.5%	110
HH Owns Internet Connectable TV	41	39.0%	91
HH Owns <27 in Screen TV (Small)	10	9.5%	73
HH Owns 27-35 in Screen TV (Medium)	31	29.5%	101
HH Owns 36-42 in Screen TV (Large)	31	29.5%	87
HH Owns 43-54 in Screen TV (XL)	32	30.5%	85
HH Owns 55-69 in Screen TV (XXL)	38	36.2%	96
HH Owns 70 in+ Screen TV (XXXL)	8	7.6%	101
HH Most Recent TV Purchase: <27 in (Small)	5	4.8%	100
HH Most Recent TV Purchase: 27-35 in (Medium)	15	14.3%	112
HH Most Recent TV Purchase: 36-42 in (Large)	18	17.1%	102
HH Most Recent TV Purchase: 43-54 in (XL)	17	16.2%	82
HH Most Recent TV Purchase: 55-69 in (XXL)	27	25.7%	91
HH Most Recent TV Purchase: 70+ in (XXXL)	7	6.7%	114
HH Owns Internet Video Device for TV	46	43.8%	83
HH Owns Amazon Fire Internet Device for TV	21	20.0%	76
HH Owns Apple TV Internet Device for TV	8	7.6%	78
HH Owns Google Chromecast Intrnt Device for TV	8	7.6%	97
HH Owns Roku Internet Device for TV	26	24.8%	96
HH Owns Handheld Video Game System	22	21.0%	122
HH Owns Video Game System Attached to TV/Comp	53	50.5%	122
HH Owns Nintendo DS/2DS/3DS Video Game System	10	9.5%	143

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 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	17	16.2%	111
HH Owns Nintendo Wii/Wii U Video Game System	7	6.7%	69
HH Owns PlayStation 2/3 Video Game System	7	6.7%	81
HH Owns PlayStation 4 Video Game System	24	22.9%	134
HH Owns Xbox 360 Video Game System	11	10.5%	109
HH Owns Xbox One Video Game System	19	18.1%	139
HH Purchased Video Game System/12 Mo	12	11.4%	143
HH Purchased 1 Video Game/12 Mo	4	3.8%	164
HH Purchased 2 Video Games/12 Mo	3	2.9%	93
HH Purchased 3 Video Games/12 Mo	3	2.9%	121
HH Purchased 4 Video Games/12 Mo	2	1.9%	98
HH Purchased 5+ Video Games/12 Mo	7	6.7%	108
HH Spent $1-100 on Video Games/12 Mo	10	9.5%	107
HH Spent $101-200 on Video Games/12 Mo	5	4.8%	97
HH Spent $201+ on Video Games/12 Mo	6	5.7%	154
HH Purchased Video Game from Disc Dept Store/12 Mo	3	2.9%	116
HH Purchased Video Game from Electronics Store/12 Mo	4	3.8%	119
HH Purchased Video Games from Game Console/12 Mo	5	4.8%	93
HH Purchased Video Game from GameStop/12 Mo	8	7.6%	116
HH Purchased Video Game from Steam/12 Mo	2	1.9%	76
HH Purchased Video Game from Oth Online/12 Mo	9	8.6%	111
HH Purchased Video Game System/Disc Dept Store/12 Mo	1	1.0%	72
HH Purchased Video Game System/Electr Store/12 Mo	4	3.8%	208
HH Purchased Video Game System/GameStop/12 Mo	2	1.9%	99
HH Purchased Video Game System/Other Online/12 Mo	3	2.9%	98
Have Internet Access at Home	194	93.7%	97
Broadband/High Speed Internet Connection at Home	184	88.9%	96
Cable Modem Internet Connection at Home	78	37.7%	89
DSL Internet Connection at Home	14	6.8%	65
Fiber Optic Internet Connection at Home	25	12.1%	69
Satellite Service Internet Connection at Home	11	5.3%	152
Spend <0.5 Hrs Online (Excluding Email) Daily	6	2.9%	63
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	14	6.8%	87
Spend 1-1.9 Hrs Online (Excluding Email) Daily	27	13.0%	77
Spend 2-4.9 Hrs Online (Excluding Email) Daily	62	30.0%	98
Spend 5-9.9 Hrs Online (Excluding Email) Daily	54	26.1%	116
Spend 10+ Hrs Online (Excluding Email) Daily	23	11.1%	99
Used Internet/30 Days	196	94.7%	98
Used Internet at Home/30 Days	178	86.0%	92
Used Internet at Work/30 Days	55	26.6%	71
Used Internet at School or Library/30 Days	18	8.7%	130
Used Internet Not Home/Work/School/Library/30 Days	47	22.7%	65
Used Computer to Access Internet/30 Days	123	59.4%	75
Used Cell Phone to Access Internet/30 Days	173	83.6%	98
Used Tablet to Access Internet/30 Days	57	27.5%	75
Used Vid Game Console to Access Internet/30 Days	22	10.6%	104
Used TV to Access Internet/30 Days	65	31.4%	115
Used Internet for Email/30 Days	147	71.0%	84
Used Internet for IM/30 Days	164	79.2%	98
Used Internet for Phone Call/30 Days	78	37.7%	104
Used Internet for Video Chat/30 Days	69	33.3%	92

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 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	111	53.6%	74
Used Internet for Business Purchase/30 Days	17	8.2%	62
Used Internet for Latest News/30 Days	64	30.9%	59
Used Internet for Sports News or Info/30 Days	33	15.9%	58
Used Internet for Financial Info/30 Days	30	14.5%	46
Used Internet for Medical Info/30 Days	39	18.8%	58
Used Internet for Movie Listings/Times/30 Days	22	10.6%	100
Used Internet for Parenting Info/30 Days	7	3.4%	77
Used Internet for Real Estate Info/30 Days	16	7.7%	51
Used Internet for Recipes/30 Days	90	43.5%	82
Used Internet to Add Video to Website/30 Days	15	7.2%	100
Used Internet to Download Movie/30 Days	12	5.8%	96
Used Internet to Download Music/30 Days	25	12.1%	78
Used Internet to Download TV Program/30 Days	7	3.4%	107
Used Internet to Download Video Game/30 Days	37	17.9%	131
Used Internet to Look for Employment/30 Days	21	10.1%	79
Used Internet for Online Dating/30 Days	10	4.8%	141
Used Internet to Pay Bills/30 Days	103	49.8%	79
Used Internet to Play Games/30 Days	66	31.9%	86
Used Internet to Research Vehicle Purch/30 Days	20	9.7%	97
Used Internet to Send Greeting Card/30 Days	7	3.4%	75
Used Internet to Share Photos on Website/30 Days	43	20.8%	76
Used Internet to Take Online Class/30 Days	21	10.1%	79
Used Internet to Trade/Track Investments/30 Days	12	5.8%	31
Used Internet for Travel Plans/30 Days	15	7.2%	41
Used Internet to Visit Blogs/30 Days	16	7.7%	67
Used Internet to Write Blogs/30 Days	2	1.0%	78
Used Internet to Visit Chat Room/30 Days	15	7.2%	121
Used Internet to Watch Movie/30 Days	69	33.3%	98
Used Internet to Watch TV Program/30 Days	36	17.4%	78
Used Nintendo Switch Online Gaming Svc/30 Days	10	4.8%	122
Used PlayStation Network Gaming Svc/30 Days	25	12.1%	175
Used Xbox Network Gaming Svc/30 Days	17	8.2%	135
Played Massive Multi-Player Online Game/30 Days	9	4.3%	134
Used Spanish Language Website or App/30 Days	42	20.3%	427
Social Media: Used Facebook/30 Days	127	61.4%	95
Social Media: Used Instagram/30 Days	81	39.1%	104
Social Media: Used LinkedIn/30 Days	8	3.9%	27
Social Media: Used Reddit/30 Days	13	6.3%	61
Social Media: Used Shutterfly/30 Days	3	1.4%	56
Social Media: Used Snapchat/30 Days	53	25.6%	124
Social Media: Used TikTok/30 Days	56	27.1%	149
Social Media: Used Tumblr/30 Days	4	1.9%	102
Social Media: Used Twitch/30 Days	10	4.8%	122
Social Media: Used Twitter/30 Days	35	16.9%	95
Social Media: Used Yelp/30 Days	5	2.4%	41
Social Media: Used YouTube/30 Days	110	53.1%	99
Social Media: Used Pinterest/30 Days	30	14.5%	77

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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 2023 and 2028.

July 26, 2023

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	26	12.6%	121
Social Media: Clicked on Ad/30 Days	21	10.1%	68
Social Media: Commented on Friend's Post/30 Days	69	33.3%	79
Social Media: Communicated Via IM/30 Days	35	16.9%	69
Social Media: Followed/Became Fan/30 Days	42	20.3%	86
Social Media: Invited People to Event/30 Days	7	3.4%	80
Social Media: Liked Something/30 Days	56	27.1%	77
Social Media: Played Game/30 Days	35	16.9%	99
Social Media: Posted Blog/30 Days	4	1.9%	118
Social Media: Posted/Shared Video/30 Days	34	16.4%	100
Social Media: Posted Picture/30 Days	75	36.2%	91
Social Media: Posted Update/30 Days	41	19.8%	79
Social Media: Posted Website Link/30 Days	10	4.8%	52
Social Media: Posted/Shared My Location/30 Days	10	4.8%	96
Social Media: Rated Product or Service/30 Days	14	6.8%	88
Social Media: Saw Friend`s Profile/30 Days	66	31.9%	73
Social Media: Sent Email/Text Message/30 Days	73	35.3%	78
Social Media: Sent Real/Virtual Gift/30 Days	4	1.9%	90
Social Media: Updated My Profile/30 Days	39	18.8%	113
Social Media: Watched Video/30 Days	89	43.0%	97
IM/Video Chat: Used Facebook Messenger/30 Days	105	50.7%	105
IM/Video Chat: Used FaceTime/30 Days	57	27.5%	88
IM/Video Chat: Used Google Duo/30 Days	12	5.8%	103
IM/Video Chat: Used Google Hangouts/30 Days	6	2.9%	81
IM/Video Chat: Used Google Meet/30 Days	13	6.3%	122
IM/Video Chat: Used Microsoft Teams/30 Days	13	6.3%	58
IM/Video Chat: Used Skype/30 Days	9	4.3%	78
IM/Video Chat: Used Slack/30 Days	1	0.5%	16
IM/Video Chat: Used Snapchat/30 Days	41	19.8%	138
IM/Video Chat: Used WhatsApp/30 Days	70	33.8%	197
IM/Video Chat: Used Zoom/30 Days	43	20.8%	62
Social Media: Follow Friends/Family Very Important	46	22.2%	96
Social Media: Meet New Friends Very Important	17	8.2%	129
Social Media: Keep in Touch Very Important	94	45.4%	106
Social Media: Reconnect w/People Very Important	38	18.4%	108
Social Media: Ntwrk w/Prof Contacts Very Important	16	7.7%	120
Social Media: Find Mutual Interests Very Important	16	7.7%	127
Social Media: Learn About Prods/Svcs Very Important	17	8.2%	140
Social Media: Rate/Review Prods/Svcs Very Important	17	8.2%	177
Social Media: Find Local Info Very Important	25	12.1%	108
Social Media: Find TV/Movie Info Very Important	20	9.7%	141
Social Media: Access to VIP Events Very Important	9	4.3%	122
Social Media: Get Exclusive Offers Very Important	17	8.2%	132
Social Media: Play Games Very Important	17	8.2%	126
Social Media: Support Fav Co/Brands Very Important	14	6.8%	165
Social Media: Track News/Events Very Important	31	15.0%	126
Used Bing Website or Search Engine/30 Days	13	6.3%	67
Used Google Website or Search Engine/30 Days	168	81.2%	94
Used Yahoo Website or Search Engine/30 Days	28	13.5%	82

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Used Indeed Job/Careers Website or App/30 Days	25	12.1%	89
Used Zillow Website or App/30 Days	22	10.6%	53
Used BuzzFeed Entertainment Website/App/30 Days	13	6.3%	111
Used Fandango Entertainment Website/App/30 Days	1	0.5%	40
Used ABC News Website or App/30 Days	13	6.3%	74
Used BBC News Website or App/30 Days	6	2.9%	49
Used CBS News Website or App/30 Days	10	4.8%	81
Used CNN Website or App/30 Days	21	10.1%	58
Used Fox News Website or App/30 Days	18	8.7%	58
Used HuffPost News Website or App/30 Days	5	2.4%	47
Used NBC News Website or App/30 Days	5	2.4%	37
Used Yahoo! News Website or App/30 Days	12	5.8%	68
Used ESPN Sports Website or App/30 Days	18	8.7%	56
Used Fox Sports Website or App/30 Days	10	4.8%	85
Used MLB Sports Website or App/30 Days	5	2.4%	68
Used NBA Sports Website or App/30 Days	5	2.4%	71
Used NFL Sports Website or App/30 Days	10	4.8%	71
Used PBS Website or App/30 Days	4	1.9%	64
Used Telemundo Website or App/30 Days	27	13.0%	509
Social Media: Follow Actors/Comedians	61	29.5%	115
Social Media: Follow Artists/Photographers	41	19.8%	111
Social Media: Follow Charitable Groups	30	14.5%	90
Social Media: Follow Chefs/Restaurants	40	19.3%	94
Social Media: Follow Companies/Brands	47	22.7%	98
Social Media: Follow Gamers	17	8.2%	110
Social Media: Follow Hobby-Related Groups	64	30.9%	105
Social Media: Follow Local Groups	36	17.4%	70
Social Media: Follow Magazines	23	11.1%	116
Social Media: Follow Medical/Ailment Groups	20	9.7%	123
Social Media: Follow Music Groups	58	28.0%	112
Social Media: Follow Newspapers	23	11.1%	84
Social Media: Follow Oth Celebrities	44	21.3%	140
Social Media: Follow Political Groups	23	11.1%	73
Social Media: Follow Politicians	27	13.0%	88
Social Media: Follow Religious Groups	32	15.5%	101
Social Media: Follow School Groups	31	15.0%	83
Social Media: Follow Sports/Athletes	46	22.2%	105
Social Media: Follow Travel-Related Groups	26	12.6%	90
Social Media: Follow TV Programs/Networks	49	23.7%	114

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July 26, 2023

Demographic Summary	2023	2028
Population	412	403
Population 18+	207	202
Households	105	104
Median Household Income	$45,276	$53,103

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Did Banking in Person/12 Mo	97	46.9%	90
Used Bank of America Bank/12 Mo	36	17.4%	113
Used Capital One Bank/12 Mo	26	12.6%	125
Used Chase Bank/12 Mo	53	25.6%	131
Used Citizens Bank/12 Mo	1	0.5%	26
Used Citibank Bank/12 Mo	13	6.3%	109
Used PNC Bank/12 Mo	2	1.0%	24
Used U.S. Bank/12 Mo	7	3.4%	82
Used Wells Fargo Bank/12 Mo	35	16.9%	118
Used Credit Union/12 Mo	38	18.4%	71
Used Local/Community Bank/12 Mo	14	6.8%	58
Did Banking by Mail/12 Mo	6	2.9%	90
Did Banking by Phone/12 Mo	20	9.7%	89
Did Banking Online/12 Mo	96	46.4%	79
Did Banking by Mobile Device/12 Mo	78	37.7%	78
Used ATM or Cash Machine/12 Mo	129	62.3%	99
Used Direct Deposit of Paycheck/12 Mo	89	43.0%	73
Did Banking w/Paperless Statements/12 Mo	63	30.4%	72
Have Interest Checking Account	39	18.8%	48
Have Non-Interest Checking Account	72	34.8%	92
Have Savings Account	127	61.4%	83
Have Overdraft Protection	51	24.6%	74
Have Auto Loan	42	20.3%	82
Have Education Personal Loan (Student Loan)	12	5.8%	62
Have Personal Loan (Not for Education)	7	3.4%	79
Have 1st Home Mortgage	60	29.0%	76
Have 2nd Mortgage (Home Equity Loan)	5	2.4%	55
Have Home Equity Line of Credit	5	2.4%	65
Have Personal Line of Credit	9	4.3%	79
Have 401(k) Retirement Savings Plan	32	15.5%	63
Have 403(b) Retirement Savings Plan	9	4.3%	81
Have Roth IRA Retirement Savings Plan	11	5.3%	34
Have Traditional IRA Retirement Savings Plan	15	7.2%	38
Own Any Securities Investment	69	33.3%	62
Own Any Annuity	3	1.4%	33
Own Certificate of Deposit (More Than 6 Mo)	2	1.0%	20
Own Shares in Money Market Fund	4	1.9%	23
Own Shares in Mutual Fund (Bonds)	5	2.4%	28
Own Shares in Mutual Fund (Stocks)	8	3.9%	28
Own Any Stock	14	6.8%	45
Own Common Stock in Company You Don`t Work For	10	4.8%	41
Own U.S. Savings Bonds	7	3.4%	48
Own Investment Real Estate	6	2.9%	58
Own Vacation or Wknd Home	7	3.4%	76
Used Lawyer/12 Mo	18	8.7%	80
Used Real Estate Agent/12 Mo	18	8.7%	108
Used Financial Planner/12 Mo	6	2.9%	27
Own 1 Credit Card	40	19.3%	106
Own 2 Credit Cards	26	12.6%	67
Own 3 Credit Cards	19	9.2%	70
Own 4 Credit Cards	14	6.8%	76
Own 5 Credit Cards	7	3.4%	60
Own 6+ Credit Cards	18	8.7%	83

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Carry Credit Card Balance: 1-Never/Rarely	40	19.3%	46
Carry Credit Card Balance: 2-Sometimes	40	19.3%	104
Carry Credit Card Balance: 3-Usually/Always	49	23.7%	129
Avg $1-110 Monthly Credit Card Expenditures	23	11.1%	97
Avg $111-225 Monthly Credit Card Expenditures	15	7.2%	95
Avg $226-450 Monthly Credit Card Expenditures	26	12.6%	136
Avg $451-700 Monthly Credit Card Expenditures	10	4.8%	53
Avg $701-1000 Monthly Credit Card Expenditures	12	5.8%	71
Avg $1001-2000 Monthly Credit Card Expenditures	14	6.8%	58
Avg $2001+ Monthly Credit Card Expenditures	7	3.4%	31
Own 1 Debit Card	104	50.2%	93
Own 2 Debit Cards	38	18.4%	108
Own 3+ Debit Cards	11	5.3%	102
Avg $1-90 Debit Card Monthly Expenditures	12	5.8%	97
Avg $91-180 Debit Card Monthly Expenditures	13	6.3%	98
Avg $181-225 Debit Card Monthly Expenditures	12	5.8%	107
Avg $226-450 Debit Card Monthly Expenditures	19	9.2%	95
Avg $451-700 Debit Card Monthly Expenditures	19	9.2%	98
Avg $701-1000 Debit Card Monthly Expenditures	23	11.1%	142
Avg $1001-2000 Debit Card Monthly Expenditures	16	7.7%	118
Avg $2001+ Debit Card Monthly Expenditures	11	5.3%	197
Own or Used Any Credit/Debit Card/12 Mo	180	87.0%	94
Own or Used Any Major Credit/Debit Card/12 Mo	173	83.6%	94
Own or Used Any Store Credit Card/12 Mo	54	26.1%	82
Have Credit/Debit Card w/Airline Miles Rewards	15	7.2%	53
Have Credit/Debit Card w/Cash Back Rewards	69	33.3%	72
Have Credit/Debit Card w/Hotel/Car Rental Rewards	3	1.4%	33
Have American Express Green Card in Own Name	7	3.4%	160
Have American Express Blue Card in Own Name	10	4.8%	83
Have American Express Gold Card in Own Name	5	2.4%	73
Have American Express Platinum Card in Own Name	4	1.9%	58
Have Discover Card in Own Name	23	11.1%	62
Have MasterCard Standard Card in Own Name	33	15.9%	75
Have MasterCard Gold Card in Own Name	3	1.4%	54
Have MasterCard Platinum Card in Own Name	11	5.3%	90
Have MasterCard Debit Card in Own Name	41	19.8%	92
Have Visa Standard or Classic Card in Own Name	57	27.5%	88
Have Visa Gold Card in Own Name	5	2.4%	104
Have Visa Platinum Card in Own Name	15	7.2%	74
Have Visa Signature Card in Own Name	9	4.3%	42
Have Visa Debit Card in Own Name	120	58.0%	115
Paid Bills by Mail/12 Mo	33	15.9%	51
Paid Bills in Person/12 Mo	41	19.8%	137
Paid Bills by Phone Using Credit Card/12 Mo	42	20.3%	118
Paid Bills by Auto Charge to Credit Card/12 Mo	43	20.8%	72
Paid Bills by Auto Deduct from Bank Acct/12 Mo	60	29.0%	68
Wired or Sent Money/6 Mo	64	30.9%	156
Wired or Sent Money w/Bank Wire Transfer/6 Mo	17	8.2%	139
Wired or Sent Money w/MoneyGram/6 Mo	14	6.8%	354
Wired or Sent Money w/Money Order/6 Mo	17	8.2%	159
Wired or Sent Money w/Western Union/6 Mo	19	9.2%	260
Wired or Sent Money w/USPS/6 Mo	5	2.4%	62

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Apple Pay Digital Payment Svc/30 Days	35	16.9%	121
Used Cash App Digital Payment Svc/30 Days	21	10.1%	151
Used Google Pay Digital Payment Svc/30 Days	15	7.2%	113
Used PayPal Digital Payment Svc/30 Days	57	27.5%	85
Used Samsung Pay Digital Payment Svc/30 Days	3	1.4%	88
Used Venmo Digital Payment Svc/30 Days	30	14.5%	69
Used Visa Checkout Digital Payment Svc/30 Days	6	2.9%	76
Used Zelle Digital Payment Svc/30 Days	55	26.6%	159
Used Oth Digital Payment Svc/30 Days	7	3.4%	134
Did Manual Tax Preparation	27	13.0%	71
Used H&R Block Software to Prepare Taxes	22	10.6%	153
Used TurboTax Software Program to Prepare Taxes	29	14.0%	75
Used Online Program/Service to Prepare Taxes	34	16.4%	80
Used H&R Block Online to Prepare Taxes	7	3.4%	97
Used TurboTax Online to Prepare Taxes	19	9.2%	82
Used H&R Block On-Site Tax Svc to Prepare Taxes	13	6.3%	184
Used CPA or Oth Tax Prof to Prepare Taxes	23	11.1%	61
Personally/Jointly Acq 401(k)/403(b) Loan/12 Mo	3	1.4%	65

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July 26, 2023

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Households		105	104
Median Household Income		$45,276	$53,103

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	55	26.6%	106
Typically Spend 4-6 Hrs Exercising/Wk	34	16.4%	74
Typically Spend 7+ Hrs Exercising/Wk	44	21.3%	87
Exercise at Home 2+ Times/Wk	87	42.0%	85
Exercise at Club 2+ Times/Wk	14	6.8%	58
Exercise at Oth Facility (Not Club) 2+ Times/Wk	20	9.7%	125
Member of LA Fitness Club/Gym	4	1.9%	115
Member of Planet Fitness Club/Gym	8	3.9%	87
Member of YMCA Fitness Club/Gym	2	1.0%	35
Own Elliptical	9	4.3%	80
Own Stationary Bicycle	17	8.2%	77
Own Treadmill	23	11.1%	94
Own Weight Lifting Equipment	32	15.5%	81
Control Diet for Blood Sugar Level	20	9.7%	80
Control Diet for Cholesterol Level	23	11.1%	86
Control Diet for Food Allergies	3	1.4%	62
Control Diet to Maintain Weight	25	12.1%	104
Control Diet for Physical Fitness	29	14.0%	98
Control Diet for Salt Restriction	8	3.9%	92
Control Diet for Weight Loss	36	17.4%	83
Use Doctor`s Care/Diet for Diet Method	8	3.9%	88
Use Exercise Program for Diet Method	23	11.1%	111
Buy Foods Specifically Labeled: Fat-Free	19	9.2%	99
Buy Foods Specifically Labeled: Gluten-Free	17	8.2%	146
Buy Foods Specifically Labeled: High Fiber	12	5.8%	73
Buy Foods Specifically Labeled: High Protein	17	8.2%	83
Buy Foods Specifically Labeled: Hormone-Free	3	1.4%	44
Buy Foods Specifically Labeled: Lactose-Free	17	8.2%	148
Buy Foods Specifically Labeled: Low-Calorie	14	6.8%	90
Buy Foods Specifically Labeled: Low-Carb	14	6.8%	66
Buy Foods Specifically Labeled: Low-Cholesterol	10	4.8%	93
Buy Foods Specifically Labeled: Low-Fat	14	6.8%	74
Buy Foods Specifically Labeled: Low-Sodium	19	9.2%	72
Buy Foods Specifically Labeled: Natural/Organic	24	11.6%	67
Buy Foods Specifically Labeled: Probiotic	10	4.8%	101
Buy Foods Specifically Labeled: Sugar-Free	32	15.5%	120
Consider Self to Be Semi-Vegetarian	16	7.7%	90
Used Meal/Dietary/Weight Loss Supplement/6 Mo	17	8.2%	82
Used Vitamins or Dietary Supplements/6 Mo	127	61.4%	93
Provide Services as Primary Caregiver/Caretaker	11	5.3%	88
Assist w/Chores as Caregiver/Caretaker	7	3.4%	86
Assist w/Personal Care as Caregiver/Caretaker	6	2.9%	96
Give Medication as Caregiver/Caretaker	4	1.9%	72
Make Doctor Appointments as Caregiver/Caretaker	5	2.4%	67
Provide Transportation as Caregiver/Caretaker	7	3.4%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	148	71.5%	89
Visited Doctor 1-2 Times/12 Mo	62	30.0%	133
Visited Doctor 3-5 Times/12 Mo	36	17.4%	75
Visited Doctor 6+ Times/12 Mo	50	24.2%	71
Visited Acupuncturist Doctor/12 Mo	3	1.4%	87
Visited Allergist Doctor/12 Mo	4	1.9%	94
Visited Cardiologist Doctor/12 Mo	8	3.9%	46
Visited Chiropractor/12 Mo	12	5.8%	69
Visited Dentist/12 Mo	56	27.1%	65
Visited Dermatologist Doctor/12 Mo	17	8.2%	71
Visited Ear or Nose or Throat Doctor/12 Mo	5	2.4%	53
Visited Eye Doctor/12 Mo	28	13.5%	63
Visited Gastroenterologist Doctor/12 Mo	14	6.8%	125
Visited General or Family Doctor/12 Mo	68	32.9%	77
Visited Internist Doctor/12 Mo	4	1.9%	36
Visited Physical Therapist Doctor/12 Mo	4	1.9%	34
Visited Podiatrist Doctor/12 Mo	7	3.4%	99
Visited Psychiatrist/Psychologist Doctor/12 Mo	8	3.9%	86
Visited Urologist Doctor/12 Mo	6	2.9%	62
Visited Nurse Practitioner/12 Mo	11	5.3%	73
Wear Regular/Sun/Tinted Prescription Eyeglasses	68	32.9%	71
Wear Bi-Focal/Multi-Focal/Progressive Glasses	20	9.7%	47
Wear Soft Contact Lenses	23	11.1%	75
Spent $1-99 on Eyeglasses/12 Mo	9	4.3%	120
Spent $100-199 on Eyeglasses/12 Mo	11	5.3%	98
Spent $200-249 on Eyeglasses/12 Mo	7	3.4%	101
Spent $250+ on Eyeglasses/12 Mo	12	5.8%	52
Spent $1-199 on Contact Lenses/12 Mo	12	5.8%	100
Spent $200+ on Contact Lenses/12 Mo	5	2.4%	44
Bought Prescrp Eyewear at Discount Optical Ctr	13	6.3%	91
Bought Prescrp Eyewear at Private Eye Doctor	31	15.0%	58
Bought Prescrp Eyewear at Retail Optical Chain	25	12.1%	80
Bought Prescrp Eyewear Online	8	3.9%	60
Used Acne Prescription Drug	6	2.9%	101
Used Allergy or Hay Fever Prescription Drug	10	4.8%	73
Used Anxiety or Panic Prescription Drug	9	4.3%	55
Used Arthritis/Osteoarthritis Prescription Drug	4	1.9%	55
Used Rheumatoid Arthritis Prescription Drug	6	2.9%	122
Used Asthma Prescription Drug	10	4.8%	100
Used Backache or Back Pain Prescription Drug	16	7.7%	105
Used Depression Prescription Drug	8	3.9%	52
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	11	5.3%	87
Used Heartburn or Acid Reflux Prescription Drug	11	5.3%	77
Used High Blood Pressure Prescription Drug	21	10.1%	65
Used High Cholesterol Prescription Drug	13	6.3%	54
Used Insomnia Prescription Drug	3	1.4%	56
Used Migraine Headache Prescription Drug	5	2.4%	80
Used Sinus Congestion/Headache Prescription Drug	5	2.4%	79
Used Urinary Tract Infection Prescription Drug	5	2.4%	73
Filled Prescription at Discount/Dept Store/12 Mo	6	2.9%	64
Filled Prescription at Drug Store/Pharmacy/12 Mo	52	25.1%	70
Filled Prescription at Supermarket/12 Mo	16	7.7%	73
Filled Prescription by Mail Order/12 Mo	8	3.9%	35
Filled Prescription Online/12 Mo	7	3.4%	46
Spent $1-9 Out of Pocket Prescrp Drugs/30 Days	8	3.9%	49
Spent $10-19 Out of Pocket Prescrp Drugs/30 Days	12	5.8%	56
Spent $20-29 Out of Pocket Prescrp Drugs/30 Days	10	4.8%	67
Spent $30-49 Out of Pocket Prescrp Drugs/30 Days	13	6.3%	83
Spent $50-99 Out of Pocket Prescrp Drugs/30 Days	15	7.2%	102
Spent $100-149 Out of Pocket Prescrp Drugs/30 Days	3	1.4%	45
Spent $150+ Out of Pocket Prescrp Drugs/30 Days	3	1.4%	42

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	93	44.9%	99
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	71	34.3%	152
Used Medicated Skin Cream/Lotion/Spray/6 Mo	50	24.2%	83
Used Non-Medicated Nasal Spray/6 Mo	21	10.1%	91
Used Pain Relieving Rub or Liquid or Patch/6 Mo	61	29.5%	107
Used Sleeping Aid or Snore Relief/6 Mo	29	14.0%	100
Used Sore Throat Remedy or Cough Drops/6 Mo	83	40.1%	111
Used Sunburn Remedy/12 Mo	23	11.1%	96
Used Suntan or Sunscreen Prod/12 Mo	59	28.5%	72
Used Toothache/Gum/Canker Sore Remedy/6 Mo	21	10.1%	139
HH Used Children`s Cold Tablets/Liquids/6 Mo	16	15.2%	191
HH Used Children`s Cough Syrup/6 Mo	15	14.3%	231
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	27	25.7%	175
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	20	19.0%	166
Used Body Wash or Shower Gel/6 Mo	145	70.0%	109
Used Breath Freshener/6 Mo	84	40.6%	124
Used Gum Breath Freshener/6 Mo	56	27.1%	138
Used Mints Breath Freshener/6 Mo	31	15.0%	102
Used Thin Film Breath Freshener/6 Mo	6	2.9%	129
Used Complexion Care Prod/6 Mo	114	55.1%	104
Used Denture Adhesive or Fixative/6 Mo	6	2.9%	75
Used Denture Cleaner/6 Mo	13	6.3%	84
Used Eyeliner/Eyebrow Pencil/6 Mo	56	27.1%	112
Used Facial Moisturizer/6 Mo	103	49.8%	101
Used Personal Foot Care Prod/6 Mo	49	23.7%	130
Used Hair Coloring Prod at Home/6 Mo	38	18.4%	109
Used Hair Conditioning Treatment at Home/6 Mo	60	29.0%	112
Used Hair Growth Prod/6 Mo	11	5.3%	132
Used Hair Spray at Home/6 Mo	50	24.2%	98
Used Hair Styling Gel/Lotion/Mousse/6 Mo	92	44.4%	125
Used Mouthwash/6 Mo	152	73.4%	112
Used Mouthwash 8+ Times/7 Days	46	22.2%	137
Used Sensitive Toothpaste/6 Mo	39	18.8%	94
Used Whitening Toothpaste/6 Mo	80	38.6%	98
Used Tooth Whitener (Not Toothpaste)/6 Mo	27	13.0%	140
Used Tooth Whitener (Gel)/6 Mo	6	2.9%	172
Used Tooth Whitener (Strips)/6 Mo	14	6.8%	129
Visited Day Spa/6 Mo	5	2.4%	63
Purchased Prod at Salon or Day Spa/6 Mo	7	3.4%	90
Used Prof Service for Haircut/6 Mo	106	51.2%	88
Used Prof Svc for Hair Color/Highlights/6 Mo	20	9.7%	69
Used Prof Service for Facial/6 Mo	6	2.9%	124
Used Prof Service for Massage/6 Mo	7	3.4%	52
Used Prof Service for Manicure/6 Mo	18	8.7%	85
Used Prof Service for Pedicure/6 Mo	23	11.1%	83
Spent $1-99 at Barber Shop/6 Mo	25	12.1%	83
Spent $100+ at Barber Shop/6 Mo	18	8.7%	108
Spent $1-99 at Beauty Salon/6 Mo	27	13.0%	104
Spent $100+ at Beauty Salon/6 Mo	21	10.1%	53

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

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Population Summary	
2010 Total Population	290
2020 Total Population	274
2020 Group Quarters	0
2023 Total Population	412
2023 Group Quarters	0
2028 Total Population	403
2023-2028 Annual Rate	-0.44%
2023 Total Daytime Population	351
Workers	89
Residents	262

Household Summary	
2010 Households	100
2010 Average Household Size	2.90
2020 Total Households	94
2020 Average Household Size	2.91
2023 Households	105
2023 Average Household Size	3.92
2028 Households	104
2028 Average Household Size	3.88
2023-2028 Annual Rate	-0.19%
2010 Families	73
2010 Average Family Size	3.45
2023 Families	74
2023 Average Family Size	4.86
2028 Families	73
2028 Average Family Size	4.81
2023-2028 Annual Rate	-0.27%

Housing Unit Summary	
2000 Housing Units	74
Owner Occupied Housing Units	43.2%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	25.7%
2010 Housing Units	132
Owner Occupied Housing Units	50.0%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	24.2%
2020 Housing Units	127
Vacant Housing Units	26.0%
2023 Housing Units	127
Owner Occupied Housing Units	44.9%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	17.3%
2028 Housing Units	127
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	18.1%

Median Household Income	
2023	$45,276
2028	$53,103

Median Home Value	
2023	$105,769
2028	$110,714

Per Capita Income	
2023	$17,953
2028	$21,836

Median Age	
2010	29.2
2023	18.1
2028	18.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income

Household Income Base	105
<$15,000	10.5%
$15,000 - $24,999	6.7%
$25,000 - $34,999	21.0%
$35,000 - $49,999	15.2%
$50,000 - $74,999	19.0%
$75,000 - $99,999	10.5%
$100,000 - $149,999	5.7%
$150,000 - $199,999	0.0%
$200,000+	10.5%
Average Household Income	$79,880

2028 Households by Income

Household Income Base	104
<$15,000	8.7%
$15,000 - $24,999	5.8%
$25,000 - $34,999	16.3%
$35,000 - $49,999	15.4%
$50,000 - $74,999	21.2%
$75,000 - $99,999	12.5%
$100,000 - $149,999	6.7%
$150,000 - $199,999	0.0%
$200,000+	13.5%
Average Household Income	$95,948

2023 Owner Occupied Housing Units by Value

Total	57
<$50,000	35.1%
$50,000 - $99,999	12.3%
$100,000 - $149,999	22.8%
$150,000 - $199,999	8.8%
$200,000 - $249,999	1.8%
$250,000 - $299,999	3.5%
$300,000 - $399,999	0.0%
$400,000 - $499,999	0.0%
$500,000 - $749,999	15.8%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$174,123

2028 Owner Occupied Housing Units by Value

Total	58
<$50,000	25.9%
$50,000 - $99,999	20.7%
$100,000 - $149,999	12.1%
$150,000 - $199,999	17.2%
$200,000 - $249,999	1.7%
$250,000 - $299,999	3.4%
$300,000 - $399,999	0.0%
$400,000 - $499,999	0.0%
$500,000 - $749,999	17.2%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$191,667

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2010 Population by Age

Total	288
0 - 4	11.5%
5 - 9	10.4%
10 - 14	9.4%
15 - 24	14.9%
25 - 34	10.4%
35 - 44	10.4%
45 - 54	11.8%
55 - 64	9.0%
65 - 74	10.4%
75 - 84	2.4%
85 +	0.3%
18 +	65.3%

2023 Population by Age

Total	411
0 - 4	16.3%
5 - 9	14.4%
10 - 14	11.9%
15 - 24	20.7%
25 - 34	13.4%
35 - 44	8.5%
45 - 54	6.1%
55 - 64	3.9%
65 - 74	2.9%
75 - 84	1.7%
85 +	0.2%
18 +	50.4%

2028 Population by Age

Total	402
0 - 4	15.9%
5 - 9	15.2%
10 - 14	12.9%
15 - 24	19.4%
25 - 34	13.7%
35 - 44	8.5%
45 - 54	6.7%
55 - 64	3.7%
65 - 74	2.5%
75 - 84	1.2%
85 +	0.2%
18 +	50.2%

2010 Population by Sex

Males	142
Females	147

2023 Population by Sex

Males	198
Females	214

2028 Population by Sex

Males	194
Females	209

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity	
Total	288
White Alone	69.8%
Black Alone	0.7%
American Indian Alone	26.7%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.7%
Hispanic Origin	2.8%
Diversity Index	47.8
2020 Population by Race/Ethnicity	
Total	274
White Alone	68.2%
Black Alone	1.1%
American Indian Alone	24.8%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	5.5%
Hispanic Origin	2.6%
Diversity Index	49.6
2023 Population by Race/Ethnicity	
Total	413
White Alone	65.9%
Black Alone	0.7%
American Indian Alone	26.6%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	5.8%
Hispanic Origin	2.4%
Diversity Index	51.4
2028 Population by Race/Ethnicity	
Total	403
White Alone	66.0%
Black Alone	0.7%
American Indian Alone	26.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	6.2%
Hispanic Origin	2.7%
Diversity Index	51.9
2010 Population by Relationship and Household Type	
Total	290
In Households	100.0%
In Family Households	89.3%
Householder	23.4%
Spouse	15.5%
Child	43.1%
Other relative	4.5%
Nonrelative	2.8%
In Nonfamily Households	10.3%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Population 25+ by Educational Attainment

Total	150
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	10.7%
High School Graduate	27.3%
GED/Alternative Credential	6.7%
Some College, No Degree	34.7%
Associate Degree	10.0%
Bachelor's Degree	10.7%
Graduate/Professional Degree	0.0%

2023 Population 15+ by Marital Status

Total	235
Never Married	47.2%
Married	39.6%
Widowed	6.4%
Divorced	6.8%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	156
Population 16+ Employed	96.8%
Population 16+ Unemployment rate	3.2%
Population 16-24 Employed	29.8%
Population 16-24 Unemployment rate	6.2%
Population 25-54 Employed	64.9%
Population 25-54 Unemployment rate	1.0%
Population 55-64 Employed	2.6%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	2.6%
Population 65+ Unemployment rate	0.0%

2023 Employed Population 16+ by Industry

Total	151
Agriculture/Mining	8.6%
Construction	15.2%
Manufacturing	15.2%
Wholesale Trade	0.0%
Retail Trade	7.9%
Transportation/Utilities	2.6%
Information	0.0%
Finance/Insurance/Real Estate	0.7%
Services	41.1%
Public Administration	7.9%

2023 Employed Population 16+ by Occupation

Total	151
White Collar	31.1%
Management/Business/Financial	10.6%
Professional	5.3%
Sales	8.6%
Administrative Support	6.6%
Services	36.4%
Blue Collar	32.5%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	15.2%
Installation/Maintenance/Repair	0.0%
Production	15.2%
Transportation/Material Moving	1.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Households by Type	
Total	100
Households with 1 Person	22.0%
Households with 2+ People	78.0%
Family Households	73.0%
Husband-wife Families	48.0%
With Related Children	25.0%
Other Family (No Spouse Present)	24.0%
Other Family with Male Householder	8.0%
With Related Children	4.0%
Other Family with Female Householder	16.0%
With Related Children	12.0%
Nonfamily Households	5.0%
All Households with Children	41.0%
Multigenerational Households	6.0%
Unmarried Partner Households	8.0%
Male-female	7.0%
Same-sex	1.0%

2010 Households by Size	
Total	99
1 Person Household	22.2%
2 Person Household	30.3%
3 Person Household	11.1%
4 Person Household	12.1%
5 Person Household	12.1%
6 Person Household	6.1%
7 + Person Household	6.1%

2010 Households by Tenure and Mortgage Status	
Total	100
Owner Occupied	66.0%
Owned with a Mortgage/Loan	28.0%
Owned Free and Clear	38.0%
Renter Occupied	34.0%

2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	190
Percent of Income for Mortgage	14.0%
Wealth Index	63

2010 Housing Units By Urban/ Rural Status	
Total Housing Units	132
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

2010 Population By Urban/ Rural Status	
Total Population	290
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments	
1.	Forging Opportunity (7D)
2.	
3.	
2023 Consumer Spending	
Apparel & Services: Total $	$183,951
Average Spent	$1,751.91
Spending Potential Index	80
Education: Total $	$117,232
Average Spent	$1,116.50
Spending Potential Index	62
Entertainment/Recreation: Total $	$292,198
Average Spent	$2,782.84
Spending Potential Index	74
Food at Home: Total $	$544,004
Average Spent	$5,180.99
Spending Potential Index	76
Food Away from Home: Total $	$334,344
Average Spent	$3,184.23
Spending Potential Index	86
Health Care: Total $	$599,817
Average Spent	$5,712.54
Spending Potential Index	78
HH Furnishings & Equipment: Total $	$233,134
Average Spent	$2,220.32
Spending Potential Index	75
Personal Care Products & Services: Total $	$78,507
Average Spent	$747.69
Spending Potential Index	78
Shelter: Total $	$1,992,225
Average Spent	$18,973.57
Spending Potential Index	77
Support Payments/Cash Contributions/Gifts in Kind: Total $	$242,584
Average Spent	$2,310.32
Spending Potential Index	74
Travel: Total $	$171,063
Average Spent	$1,629.17
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total $	$115,326
Average Spent	$1,098.34
Spending Potential Index	84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 26, 2023

Demographic Summary	2023	2028
Population	412	403
Population 18+	207	202
Households	105	104
Median Household Income	$45,276	$53,103

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH Owns Cat	17	16.2%	70
HH Owns Dog	46	43.8%	111
HH Owns 1 Cat	10	9.5%	80
HH Owns 2+ Cats	7	6.7%	60
HH Owns 1 Dog	20	19.0%	80
HH Owns 2+ Dogs	26	24.8%	159
HH Used Canned or Wet Cat Food/6 Mo	8	7.6%	54
HH Used Packaged Dry Cat Food/6 Mo	16	15.2%	69
HH Used Cat Treats/6 Mo	9	8.6%	59
HH Used Cat Litter/6 Mo	14	13.3%	63
HH Used Canned or Wet Dog Food/6 Mo	17	16.2%	100
HH Used Packaged Dry Dog Food/6 Mo	44	41.9%	111
HH Used Dog Biscuits or Treats/6 Mo	32	30.5%	98
HH Used Flea/Tick/Parasite Prod for Cat/Dog	34	32.4%	93
HH Purchased Pet Food/12 Mo	4	3.8%	85
HH Purchased Pet Food from Grocery Store/12 Mo	25	23.8%	105
HH Purchased Pet Food from Petco/12 Mo	7	6.7%	99
HH Purchased Pet Food from PetSmart/12 Mo	9	8.6%	93
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	5	4.8%	90
HH Purchased Pet Food from Wholesale Club/12 Mo	7	6.7%	132
HH Purchased Pet Food Online/12 Mo	9	8.6%	74
HH Purchased Pet Food from Vet/12 Mo	3	2.9%	87
HH Spent $1-99 on Pet Food/12 Mo	7	6.7%	113
HH Spent $100 -199 on Pet Food/12 Mo	10	9.5%	115
HH Spent $200-499 on Pet Food/12 Mo	15	14.3%	94
HH Spent $500+ on Pet Food/12 Mo	11	10.5%	75
HH Purchased Flea Control Online/12 Mo	6	5.7%	87
HH Purchased Flea Control from Vet/12 Mo	9	8.6%	67
HH Took Pet 1 Time to Veterinarian/12 Mo	11	10.5%	85
HH Took Pet 2 Times to Veterinarian/12 Mo	11	10.5%	91
HH Took Pet 3 Times to Veterinarian/12 Mo	6	5.7%	91
HH Took Pet 4 Times to Veterinarian/12 Mo	5	4.8%	105
HH Took Pet 5+ Times to Veterinarian/12 Mo	6	5.7%	79
HH Spent $1-99 on Veterinarian Care/12 Mo	2	1.9%	85
HH Spent $100-199 on Veterinarian Care/12 Mo	4	3.8%	76
HH Spent $200-499 on Veterinarian Care/12 Mo	10	9.5%	76
HH Spent $500-799 on Veterinarian Care/12 Mo	6	5.7%	89
HH Spent $800+ on Veterinarian Care/12 Mo	8	7.6%	82
HH Used Professional Pet Service/12 Mo	15	14.3%	81
HH Used Professional Pet Service 3+ Times/12 Mo	9	8.6%	77
HH Used Professional Boarding or Kennel Pet Service/12 Mo	2	1.9%	47
HH Used Professional Grooming Pet Service/12 Mo	14	13.3%	95
HH Has Pet Insurance	3	2.9%	61

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or Purchasedasing 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 2023 and 2028.

July 26, 2023

Demographic Summary	2023	2028
Population	412	403
Population 18+	207	202
Households	105	104
Median Household Income	$45,276	$53,103

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	139	67.1%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days	39	18.8%	92
Spent $1-30 at Family Restaurant/Steak House/30 Days	10	4.8%	72
Spent $31-50 at Family Restaurant/Steak House/30 Days	18	8.7%	101
Spent $51-100 at Family Restaurant/Steak House/30 Days	29	14.0%	94
Spent $101-200 at Family Restaurant/Steak House/30 Days	22	10.6%	109
Spent $201+ at Family Restaurant/Steak House/30 Days	10	4.8%	98
Spent $1-100 at Fine Dining Restaurants/30 Days	5	2.4%	80
Spent $101-200 at Fine Dining Restaurants/30 Days	1	0.5%	21
Spent $201+ at Fine Dining Restaurants/30 Days	1	0.5%	24
Went for Breakfast at Family Restaurant/Steak House/6 Mo	20	9.7%	95
Went for Lunch at Family Restaurant/Steak House/6 Mo	34	16.4%	101
Went for Dinner at Family Restaurant/Steak House/6 Mo	85	41.1%	94
Went for Snacks at Family Restaurant/Steak House/6 Mo	5	2.4%	172
Went on Workday to Family Restaurant/Steak House/6 Mo	47	22.7%	76
Went on Weekend to Family Restaurant/Steak House/6 Mo	83	40.1%	109
Went to Applebee`s/6 Mo	24	11.6%	87
Went to Bob Evans/6 Mo	2	1.0%	43
Went to Buffalo Wild Wings/6 Mo	23	11.1%	137
Went to California Pizza Kitchen/6 Mo	4	1.9%	138
Went to Carrabba`s/6 Mo	3	1.4%	74
Went to The Cheesecake Factory/6 Mo	12	5.8%	94
Went to Chili`s Grill & Bar/6 Mo	26	12.6%	139
Went to Cracker Barrel/6 Mo	17	8.2%	84
Went to Denny`s/6 Mo	21	10.1%	179
Went to Golden Corral/6 Mo	11	5.3%	181
Went to IHOP/6 Mo	17	8.2%	115
Went to Logan`s Roadhouse/6 Mo	2	1.0%	56
Went to Longhorn Steakhouse/6 Mo	10	4.8%	87
Went to Olive Garden/6 Mo	29	14.0%	103
Went to Outback Steakhouse/6 Mo	12	5.8%	82
Went to Red Lobster/6 Mo	16	7.7%	125
Went to Red Robin/6 Mo	11	5.3%	105
Went to Ruby Tuesday/6 Mo	2	1.0%	58
Went to Texas Roadhouse/6 Mo	26	12.6%	118
Went to T.G.I. Friday`s/6 Mo	2	1.0%	44
Went to Waffle House/6 Mo	8	3.9%	88
Went to Fast Food/Drive-In Restaurant/6 Mo	192	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	98	47.3%	122
Spent $1-10 at Fast Food Restaurant/30 Days	4	1.9%	47
Spent $11-20 at Fast Food Restaurant/30 Days	15	7.2%	86
Spent $21-40 at Fast Food Restaurant/30 Days	32	15.5%	93
Spent $41-50 at Fast Food Restaurant/30 Days	16	7.7%	83
Spent $51-100 at Fast Food Restaurant/30 Days	45	21.7%	106
Spent $101-200 at Fast Food Restaurant/30 Days	32	15.5%	125
Spent $201+ at Fast Food Restaurant/30 Days	17	8.2%	158
Ordered Eat-In Fast Food/6 Mo	51	24.6%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	43	20.8%	155
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	117	56.5%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	33	15.9%	71
Bought Breakfast at Fast Food Restaurant/6 Mo	68	32.9%	94
Bought Lunch at Fast Food Restaurant/6 Mo	110	53.1%	99
Bought Dinner at Fast Food Restaurant/6 Mo	102	49.3%	91
Bought Snack at Fast Food Restaurant/6 Mo	22	10.6%	80
Bought from Fast Food Restaurant on Weekday/6 Mo	108	52.2%	80
Bought from Fast Food Restaurant on Weekend/6 Mo	136	65.7%	125
Bought A&W/6 Mo	1	0.5%	23
Bought Arby`s/6 Mo	20	9.7%	54
Bought Baskin-Robbins/6 Mo	10	4.8%	155
Bought Boston Market/6 Mo	1	0.5%	25
Bought Burger King/6 Mo	68	32.9%	118
Bought Captain D`s/6 Mo	4	1.9%	69
Bought Carl`s Jr./6 Mo	15	7.2%	154
Bought Checkers/6 Mo	3	1.4%	59
Bought Chick-Fil-A/6 Mo	77	37.2%	114
Bought Chipotle Mexican Grill/6 Mo	37	17.9%	111
Bought Chuck E. Cheese`s/6 Mo	4	1.9%	185
Bought Church`s Fried Chicken/6 Mo	19	9.2%	284
Bought Cold Stone Creamery/6 Mo	5	2.4%	86
Bought Dairy Queen/6 Mo	30	14.5%	95
Bought Del Taco/6 Mo	9	4.3%	132
Bought Domino`s Pizza/6 Mo	45	21.7%	135
Bought Dunkin` Donuts/6 Mo	14	6.8%	46
Bought Five Guys/6 Mo	12	5.8%	60
Bought Hardee`s/6 Mo	5	2.4%	47
Bought Jack in the Box/6 Mo	36	17.4%	258
Bought Jersey Mike`s/6 Mo	6	2.9%	40
Bought Jimmy John`s/6 Mo	6	2.9%	49
Bought KFC/6 Mo	39	18.8%	109
Bought Krispy Kreme Doughnuts/6 Mo	15	7.2%	105
Bought Little Caesars/6 Mo	48	23.2%	198
Bought Long John Silver`s/6 Mo	6	2.9%	123
Bought McDonald`s/6 Mo	112	54.1%	107
Bought Panda Express/6 Mo	48	23.2%	191
Bought Panera Bread/6 Mo	18	8.7%	68
Bought Papa John`s/6 Mo	13	6.3%	77
Bought Papa Murphy`s/6 Mo	6	2.9%	81
Bought Pizza Hut/6 Mo	43	20.8%	169
Bought Popeyes Chicken/6 Mo	26	12.6%	90
Bought Sonic Drive-In/6 Mo	33	15.9%	135
Bought Starbucks/6 Mo	54	26.1%	127
Bought Steak `N Shake/6 Mo	3	1.4%	49
Bought Subway/6 Mo	47	22.7%	105
Bought Taco Bell/6 Mo	53	25.6%	94
Bought Wendy`s/6 Mo	39	18.8%	72
Bought Whataburger/6 Mo	36	17.4%	294
Bought White Castle/6 Mo	1	0.5%	19
Bought Wing-Stop/6 Mo	17	8.2%	243

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

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Went to Fine Dining Restaurant/6 Mo	12	5.8%	48
Went to Fine Dining Restaurant/30 Days	10	4.8%	53
Went to Fine Dining Restaurant 2+ Times/30 Days	4	1.9%	47
Used DoorDash Site/App for Take-Out/Del/30 Days	25	12.1%	104
Used Grubhub Site/App for Take-Out/Del/30 Days	10	4.8%	88
Used Postmates Site/App for Take-Out/Del/30 Days	6	2.9%	170
Used Restrnt Site/App for Take-Out/Del/30 Days	41	19.8%	89
Used Uber Eats Site/App for Take-Out/Del/30 Days	19	9.2%	142
Used Yelp Site/App for Take-Out/Del/30 Days	4	1.9%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2023 and 2028.

July 26, 2023

Demographic Summary	2023	2028
Population	412	403
Population 18+	207	202
Households	105	104
Median Household Income	$45,276	$53,103

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	140	67.6%	110
Bought Women`s Clothing/12 Mo	113	54.6%	105
Bought Shoes/12 Mo	163	78.7%	106
Bought Fine Jewelry/12 Mo	46	22.2%	108
Bought Watch/12 Mo	30	14.5%	105
Automobiles (Households)			
HH Owns or Leases Any Vehicle	97	92.4%	101
HH Bought or Leased New Vehicle/12 Mo	10	9.5%	94
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	190	91.8%	101
Bought or Changed Motor Oil/12 Mo	129	62.3%	121
Had Vehicle Tune-Up/12 Mo	54	26.1%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	110	53.1%	144
Drank Beer or Ale/6 Mo	71	34.3%	86
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	13	6.3%	57
Own Digital SLR Camera or Camcorder	14	6.8%	63
Printed Digital Photos/12 Mo	44	21.3%	79
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	84	40.6%	116
Have a Smartphone	193	93.2%	100
Have Android Phone (Any Brand) Smartphone	94	45.4%	117
Have Apple iPhone Smartphone	104	50.2%	89
HH Owns 1 Cell Phone	25	23.8%	78
HH Owns 2 Cell Phones	29	27.6%	71
HH Owns 3+ Cell Phones	47	44.8%	156
HH Has Cell Phone Only (No Landline Telephone)	69	65.7%	96
Computers (Households)			
HH Owns Computer	73	69.5%	81
HH Owns Desktop Computer	31	29.5%	74
HH Owns Laptop or Notebook	60	57.1%	81
HH Owns Apple/Mac Brand Computer	20	19.0%	79
HH Owns PC/Non-Apple Brand Computer	60	57.1%	81
HH Purchased Most Recent Home Computer at Store	34	32.4%	83
HH Purchased Most Recent Home Computer Online	20	19.0%	69
HH Spent $1-499 on Most Recent Home Computer	18	17.1%	108
HH Spent $500-999 on Most Recent Home Computer	13	12.4%	61
HH Spent $1K-1499 on Most Recent Home Computer	8	7.6%	63
HH Spent $1500-1999 on Most Recent Home Computer	2	1.9%	41
HH Spent $2K+ on Most Recent Home Computer	4	3.8%	71

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	141	68.1%	107
Bought Brewed Coffee at C-Store/30 Days	32	15.5%	128
Bought Cigarettes at C-Store/30 Days	15	7.2%	119
Bought Gas at C-Store/30 Days	97	46.9%	119
Spent $1-19 at C-Store/30 Days	12	5.8%	79
Spent $20-39 at C-Store/30 Days	21	10.1%	103
Spent $40-50 at C-Store/30 Days	13	6.3%	81
Spent $51-99 at C-Store/30 Days	12	5.8%	95
Spent $100+ at C-Store/30 Days	59	28.5%	136
Entertainment (Adults)			
Attended Movie/6 Mo	79	38.2%	103
Went to Live Theater/12 Mo	7	3.4%	50
Went to Bar or Night Club/12 Mo	25	12.1%	74
Dined Out/12 Mo	84	40.6%	78
Gambled at Casino/12 Mo	17	8.2%	77
Visited Theme Park/12 Mo	27	13.0%	112
Viewed Movie (Video-on-Demand)/30 Days	12	5.8%	52
Viewed TV Show (Video-on-Demand)/30 Days	12	5.8%	76
Used Internet to Download Movie/30 Days	12	5.8%	96
Downloaded Individual Song/6 Mo	42	20.3%	101
Used Internet to Watch Movie/30 Days	69	33.3%	98
Used Internet to Watch TV Program/30 Days	36	17.4%	78
Played (Console) Video or Electronic Game/12 Mo	28	13.5%	105
Played (Portable) Video or Electronic Game/12 Mo	13	6.3%	95
Financial (Adults)			
Have 1st Home Mortgage	60	29.0%	76
Used ATM or Cash Machine/12 Mo	129	62.3%	99
Own Any Stock	14	6.8%	45
Own U.S. Savings Bonds	7	3.4%	48
Own Shares in Mutual Fund (Stocks)	8	3.9%	28
Own Shares in Mutual Fund (Bonds)	5	2.4%	28
Have Interest Checking Account	39	18.8%	48
Have Non-Interest Checking Account	72	34.8%	92
Have Savings Account	127	61.4%	83
Have 401(k) Retirement Savings Plan	32	15.5%	63
Own or Used Any Credit/Debit Card/12 Mo	180	87.0%	94
Avg $1-110 Monthly Credit Card Expenditures	23	11.1%	97
Avg $111-225 Monthly Credit Card Expenditures	15	7.2%	95
Avg $226-450 Monthly Credit Card Expenditures	26	12.6%	136
Avg $451-700 Monthly Credit Card Expenditures	10	4.8%	53
Avg $701-1000 Monthly Credit Card Expenditures	12	5.8%	71
Avg $1001-2000 Monthly Credit Card Expenditures	14	6.8%	58
Avg $2001+ Monthly Credit Card Expenditures	7	3.4%	31
Did Banking Online/12 Mo	96	46.4%	79
Did Banking by Mobile Device/12 Mo	78	37.7%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	101	96.2%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	77	73.3%	105
HH Used Turkey (Fresh or Frozen)/6 Mo	10	9.5%	64
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	69	65.7%	109
HH Used Fresh Fruit or Vegetables/6 Mo	89	84.8%	96
HH Used Fresh Milk/6 Mo	91	86.7%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	69	65.7%	85
Health (Adults)			
Exercise at Home 2+ Times/Wk	87	42.0%	85
Exercise at Club 2+ Times/Wk	14	6.8%	58
Visited Doctor/12 Mo	148	71.5%	89
Used Vitamins or Dietary Supplements/6 Mo	127	61.4%	93
Home (Households)			
HH Did Home Improvement/12 Mo	37	35.2%	89
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	25	23.8%	78
HH Purchased Low Ticket HH Furnishing/12 Mo	22	21.0%	85
HH Purchased Big Ticket HH Furnishing/12 Mo	27	25.7%	90
HH Bought Small Kitchen Appliance/12 Mo	30	28.6%	109
HH Bought Large Kitchen Appliance/12 Mo	20	19.0%	117
Insurance (Adults/Households)			
Currently Carry Life Insurance	71	34.3%	67
Personally Carry Any Med/Hosp/Accident Insur	139	67.1%	79
Homeowner Carries Home/Personal Property Insurance	97	46.9%	76
Renter Carries Home/Pers Property Insurance	26	12.6%	105
HH Has 1 Vehicle Covered w/Auto Insurance	30	28.6%	93
HH Has 2 Vehicles Covered w/Auto Insurance	38	36.2%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	26	24.8%	94
Pets (Households)			
HH Owns Cat	17	16.2%	70
HH Owns Dog	46	43.8%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	41	19.8%	106
Buying American Is Important: 4-Agr Cmpl	49	23.7%	74
Buy Based on Quality Not Price: 4-Agr Cmpl	36	17.4%	116
Buy on Credit Rather Than Wait: 4-Agr Cmpl	29	14.0%	110
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	20	9.7%	88
Will Pay More for Env Safe Prods: 4-Agr Cmpl	28	13.5%	111
Buy Based on Price Not Brands: 4-Agr Cmpl	71	34.3%	126
Am Interested in How to Help Env: 4-Agr Cmpl	41	19.8%	106
Reading (Adults)			
Bought Digital Book/12 Mo	28	13.5%	72
Bought Hardcover Book/12 Mo	33	15.9%	59
Bought Paperback Book/12 Mo	50	24.2%	71
Read Daily Newspaper (Paper Version)	31	15.0%	98
Read Digital Newspaper/30 Days	91	44.0%	87
Read Magazine (Paper/Electronic Vers)/6 Mo	179	86.5%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	139	67.1%	102
Went to Family Restrnt/SteakHse 4+ Times/30 Days	39	18.8%	92
Spent $101-200 at Family Restrnt/SteakHse/30 Days	22	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	98	47.3%	122
Ordered Eat-In Fast Food/6 Mo	51	24.6%	120
Ordered Home Delivery Fast Food/6 Mo	43	20.8%	155
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	117	56.5%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	33	15.9%	71
Television & Electronics (Adults/Households)			
Own Tablet	106	51.2%	87
Own E-Reader	16	7.7%	54
Own E-Reader/Tablet: Apple iPad	53	25.6%	69
HH Owns Internet Connectable TV	41	39.0%	91
Own Portable MP3 Player	19	9.2%	82
HH Owns 1 TV	17	16.2%	89
HH Owns 2 TVs	30	28.6%	101
HH Owns 3 TVs	27	25.7%	112
HH Owns 4+ TVs	20	19.0%	85
HH Subscribes to Cable TV	25	23.8%	70
HH Subscribes to Fiber Optic TV	4	3.8%	72
HH Owns Portable GPS Device	12	11.4%	55
HH Purchased Video Game System/12 Mo	12	11.4%	143
HH Owns Internet Video Device for TV	46	43.8%	83
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	84	40.6%	75
Took 3+ Domestic Non-Business Trips/12 Mo	22	10.6%	76
Spent $1-999 on Domestic Vacations/12 Mo	23	11.1%	81
Spent $1K-1499 on Domestic Vacations/12 Mo	6	2.9%	45
Spent $1500-1999 on Domestic Vacations/12 Mo	4	1.9%	51
Spent $2K-2999 on Domestic Vacations/12 Mo	5	2.4%	61
Spent $3K+ on Domestic Vacations/12 Mo	9	4.3%	66
Used Intrnt Travel Site for Domestic Trip/12 Mo	9	4.3%	78
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	59	28.5%	86
Took 3+ Foreign Trips by Plane/3 Yrs	9	4.3%	60
Spent $1-999 on Foreign Vacations/12 Mo	10	4.8%	62
Index: Spent $1K-2999 on Foreign Vacations/12 Mo	6	2.9%	95
Spent $3K+ on Foreign Vacations/12 Mo	11	5.3%	125
Used General Travel Site: Foreign Trip/3 Yrs	9	4.3%	69
Spent Night at Hotel or Motel/12 Mo	73	35.3%	78
Took Cruise of More Than One Day/3 Yrs	11	5.3%	53
Member of Frequent Flyer Program	37	17.9%	65
Member of Hotel Rewards Program	32	15.5%	54

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July 26, 2023

Demographic Summary	2023	2028
Population	412	403
Population 18+	207	202
Households	105	104
Median Household Income	$45,276	$53,103

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	16	7.7%	93
Participated in Archery/12 Mo	5	2.4%	99
Participated in Backpacking/12 Mo	8	3.9%	109
Participated in Baseball/12 Mo	8	3.9%	150
Participated in Basketball/12 Mo	11	5.3%	93
Participated in Bicycling (Mountain)/12 Mo	7	3.4%	94
Participated in Bicycling (Road)/12 Mo	16	7.7%	64
Participated in Boating (Power)/12 Mo	6	2.9%	60
Participated in Bowling/12 Mo	15	7.2%	108
Participated in Canoeing or Kayaking/12 Mo	11	5.3%	71
Participated in Fishing (Fresh Water)/12 Mo	15	7.2%	69
Participated in Fishing (Salt Water)/12 Mo	9	4.3%	126
Participated in Football/12 Mo	4	1.9%	81
Participated in Frisbee/12 Mo	6	2.9%	84
Participated in Golf/12 Mo	7	3.4%	43
Participated in Hiking/12 Mo	23	11.1%	59
Participated in Horseback Riding/12 Mo	4	1.9%	100
Participated in Hunting w/Rifle/12 Mo	6	2.9%	86
Participated in Hunting w/Shotgun/12 Mo	4	1.9%	78
Participated in Ice Skating/12 Mo	4	1.9%	87
Participated in Jogging or Running/12 Mo	18	8.7%	77
Participated in Motorcycling/12 Mo	4	1.9%	73
Participated in Pilates/12 Mo	7	3.4%	121
Participated in Ping Pong/12 Mo	6	2.9%	84
Participated in Rock Climbing/12 Mo	6	2.9%	187
Participated in Roller Skating/12 Mo	7	3.4%	212
Participated in Skiing (Downhill)/12 Mo	4	1.9%	75
Participated in Soccer/12 Mo	13	6.3%	200
Participated in Softball/12 Mo	3	1.4%	89
Participated in Swimming/12 Mo	17	8.2%	55
Participated in Target Shooting/12 Mo	11	5.3%	107
Participated in Tennis/12 Mo	7	3.4%	89
Participated in Volleyball/12 Mo	6	2.9%	123
Participated in Walking for Exercise/12 Mo	42	20.3%	60
Participated in Weight Lifting/12 Mo	27	13.0%	92
Participated in Yoga/12 Mo	16	7.7%	71
Participated in Zumba/12 Mo	13	6.3%	203
Spent $1-99 on Sports/Recreation Equipment/12 Mo	16	7.7%	111
Spent $100-249 on Sports/Recreation Equipment/12 Mo	10	4.8%	77
Spent $250+ on Sports/Recreation Equipment/12 Mo	16	7.7%	76
Attend College Basketball Game/12 Mo	2	1.0%	88
Attend College Football Game/12 Mo	3	1.4%	70
Attend High School Sports Events/12 Mo	4	1.9%	68
Attend MLB Regular Season Baseball Game/12 Mo	6	2.9%	109
Attend Sports Events	14	6.8%	60
Listen to Sports on Radio	9	4.3%	49
Watch Alpine Skiing or Ski Jumping on TV	4	1.9%	65

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	10	4.8%	115
Watch Bicycle Racing on TV	5	2.4%	119
Watch Bowling on TV	5	2.4%	107
Watch Boxing on TV	23	11.1%	177
Watch College Basketball on TV	10	4.8%	40
Watch College Football on TV	30	14.5%	55
Watch Esports on TV	9	4.3%	136
Watch Figure Skating on TV	5	2.4%	47
Watch Fishing on TV	5	2.4%	75
Watch Gymnastics on TV	7	3.4%	70
Watch High School Sports on TV	7	3.4%	74
Watch Horse Racing (at Track or OTB) on TV	7	3.4%	121
Watch International Soccer on TV	26	12.6%	216
Watch LPGA Golf on TV	4	1.9%	66
Watch Marathon/Triathlon/Obstacle Race on TV	4	1.9%	153
Watch Men`s Tennis on TV	8	3.9%	57
Watch MLB Playoffs/World Series Baseball on TV	24	11.6%	72
Watch MLB Regular Season Baseball on TV	26	12.6%	68
Watch MLS Soccer on TV	18	8.7%	179
Watch Motorcycle Racing on TV	4	1.9%	120
Watch NASCAR Auto Racing on TV	12	5.8%	74
Watch NBA Playoffs or Finals Basketball on TV	26	12.6%	87
Watch NBA Regular Season Basketball on TV	23	11.1%	80
Watch NCAA Tournament Basketball on TV	9	4.3%	42
Watch NFL Playoffs or Super Bowl Football on TV	44	21.3%	65
Watch NFL Sun/Mon/Thu Night Football Games on TV	44	21.3%	66
Watch NFL Weekend Football Games on TV	41	19.8%	65
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	7	3.4%	47
Watch NHL Regular Season Ice Hockey on TV	5	2.4%	31
Watch Oth Mixed Martial Arts (MMA) on TV	7	3.4%	118
Watch PGA Golf on TV	11	5.3%	42
Watch Pro Beach Volleyball on TV	4	1.9%	105
Watch Pro Bull Riding on TV	6	2.9%	115
Watch Rodeo on TV	4	1.9%	110
Watch Sports on TV	109	52.7%	86
Watch Summer Extreme Sports on TV	4	1.9%	110
Watch Summer Olympics on TV	14	6.8%	60
Watch Track & Field on TV	5	2.4%	75
Watch U.S. Men's Soccer National Team on TV	11	5.3%	149
Watch U.S. Women's Soccer National Team on TV	8	3.9%	113
Watch Ultimate Fighting Championship (UFC) on TV	11	5.3%	121
Watch Winter Extreme Sports on TV	3	1.4%	75
Watch Winter Olympics on TV	12	5.8%	75
Watch WNBA Basketball on TV	7	3.4%	125
Watch Women's Tennis on TV	8	3.9%	58
Watch World Cup Soccer on TV	17	8.2%	153
Watch Wrestling (WWE) on TV	11	5.3%	137
College Basketball Super Fan (10-10 on 10 Scale)	2	1.0%	35
College Football Super Fan (10-10 on 10 Scale)	5	2.4%	44
Golf Super Fan (10-10 on 10 Scale)	1	0.5%	30
High School Sports Super Fan (10-10 on 10 Scale)	2	1.0%	47
Intl Soccer Super Fan (10-10 on 10 Scale)	13	6.3%	276
MLB Super Fan (10-10 on 10 Scale)	8	3.9%	93
MLS Soccer Super Fan (10-10 on 10 Scale)	9	4.3%	370
NASCAR Super Fan (10-10 on 10 Scale)	2	1.0%	61
NBA Super Fan (10-10 on 10 Scale)	5	2.4%	62
NFL Super Fan (10-10 on 10 Scale)	18	8.7%	93
NHL Super Fan (10-10 on 10 Scale)	2	1.0%	43
Pro Wrestling Super Fan (10-10 on 10 Scale)	4	1.9%	163

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	11	5.3%	32
Member of Church Board	4	1.9%	73
Member of Fraternal Order	2	1.0%	39
Member of Religious Club	7	3.4%	123
Member of Union	4	1.9%	42
Member of Veterans Club	2	1.0%	38
Participate in Indoor Gardening or Plant Care	33	15.9%	99
Attended Adult Education Course/12 Mo	16	7.7%	70
Visited Aquarium/12 Mo	14	6.8%	121
Went to Art Gallery/12 Mo	12	5.8%	81
Attended Auto Show/12 Mo	8	3.9%	86
Did Baking/12 Mo	43	20.8%	66
Barbecued/12 Mo	56	27.1%	85
Went to Bar or Night Club/12 Mo	25	12.1%	74
Went to Beach/12 Mo	42	20.3%	73
Played Billiards or Pool/12 Mo	9	4.3%	101
Played Bingo/12 Mo	8	3.9%	111
Did Birdwatching/12 Mo	8	3.9%	53
Played Board Game/12 Mo	32	15.5%	68
Read Book/12 Mo	49	23.7%	60
Participated in Book Club/12 Mo	8	3.9%	97
Went on Overnight Camping Trip/12 Mo	27	13.0%	97
Played Cards/12 Mo	27	13.0%	72
Played Chess/12 Mo	8	3.9%	98
Played Computer Game Offline (w/Software)/12 Mo	14	6.8%	77
Played Computer Game Online/12 Mo	20	9.7%	62
Cooked for Fun/12 Mo	47	22.7%	82
Did Crossword Puzzle/12 Mo	12	5.8%	44
Danced or Went Dancing/12 Mo	14	6.8%	105
Attended Dance Performance/12 Mo	7	3.4%	130
Dined Out/12 Mo	84	40.6%	78
Flew a Drone/12 Mo	6	2.9%	115
Attended State or County Fair/12 Mo	19	9.2%	127
Participated in Fantasy Sports League/12 Mo	8	3.9%	82
Did Furniture Refinishing/12 Mo	8	3.9%	81
Gambled at Casino/12 Mo	17	8.2%	77
Gambled in Las Vegas/12 Mo	8	3.9%	121
Participated in Genealogy/12 Mo	5	2.4%	48
Attended Horse Races/12 Mo	3	1.4%	90
Participated in Karaoke/12 Mo	8	3.9%	119
Bought Lottery Ticket/12 Mo	55	26.6%	84
Played Lottery 6+ Times/30 Days	14	6.8%	69
Bought Daily Drawing Lottery Ticket/12 Mo	1	0.5%	15
Bought Instant Game Lottery Ticket/12 Mo	28	13.5%	74
Bought Mega Millions Lottery Ticket/12 Mo	28	13.5%	83
Bought Powerball Lottery Ticket/12 Mo	29	14.0%	80
Attended Movie/6 Mo	79	38.2%	103
Attended Movie 1+ Times Wk/90 Days	2	1.0%	116
Attended Movie 2-3 Times Month/90 Days	6	2.9%	231
Attended Movie 1 Time Month/90 Days	8	3.9%	147
Attended Movie < 1 Time Month/90 Days	47	22.7%	83
Saw Action Genre Movie at Theater/6 Mo	36	17.4%	169
Saw Adventure Genre Movie at Theater/6 Mo	37	17.9%	173

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 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	18	8.7%	178
Saw Biography Genre Movie at Theater/6 Mo	3	1.4%	59
Saw Comedy Genre Movie at Theater/6 Mo	34	16.4%	173
Saw Crime Genre Movie at Theater/6 Mo	14	6.8%	122
Saw Drama Genre Movie at Theater/6 Mo	25	12.1%	136
Saw Family Genre Movie at Theater/6 Mo	11	5.3%	181
Saw Fantasy Genre Movie at Theater/6 Mo	19	9.2%	186
Saw Horror Genre Movie at Theater/6 Mo	15	7.2%	198
Saw Romance Genre Movie at Theater/6 Mo	8	3.9%	173
Saw Science Fiction Genre Movie at Theater/6 Mo	19	9.2%	195
Saw Thriller Genre Movie at Theater/6 Mo	26	12.6%	253
Went to Museum/12 Mo	15	7.2%	69
Attended Classical Music/Opera Performance/12 Mo	4	1.9%	74
Attended Country Music Performance/12 Mo	4	1.9%	57
Attended Rock Music Performance/12 Mo	7	3.4%	58
Played Musical Instrument/12 Mo	12	5.8%	68
Did Painting/Drawing/Sculpting/12 Mo	23	11.1%	106
Did Photo Album or Scrapbooking/12 Mo	8	3.9%	87
Did Photography/12 Mo	21	10.1%	90
Did Sudoku Puzzle/12 Mo	10	4.8%	50
Participated in Tailgating/12 Mo	4	1.9%	73
Went to Live Theater/12 Mo	7	3.4%	50
Visited Theme Park/12 Mo	27	13.0%	112
Visited Theme Park 5+ Days/12 Mo	7	3.4%	134
Participated in Trivia Games/12 Mo	10	4.8%	63
Played (Console) Video or Electronic Game/12 Mo	28	13.5%	105
Played (Portable) Video or Electronic Game/12 Mo	13	6.3%	95
Visited Indoor Water Park/12 Mo	4	1.9%	112
Did Woodworking/12 Mo	10	4.8%	85
Went to Zoo/12 Mo	21	10.1%	96
Bought 1-2 DVDs/30 Days	4	1.9%	76
Bought 3+ DVDs/30 Days	6	2.9%	138
Rented 1 DVD (Movie or Other Video)/30 Days	8	3.9%	194
Rented 2 DVDs (Movie or Other Video)/30 Days	4	1.9%	121
Rented 3+ DVDs (Movie or Other Video)/30 Days	10	4.8%	176
Rented Action or Adventure Movie/30 Days	42	20.3%	121
Rented Classic Movie/30 Days	12	5.8%	133
Rented Comedy Movie/30 Days	28	13.5%	103
Rented Drama Movie/30 Days	20	9.7%	89
Rented Family or Children`s Movie/30 Days	14	6.8%	125
Rented Foreign Movie/30 Days	7	3.4%	172
Rented Horror Movie/30 Days	13	6.3%	130
Rented Musical Movie/30 Days	5	2.4%	112
Rented News or Documentary Movie/30 Days	6	2.9%	79
Rented Romance Movie/30 Days	12	5.8%	136
Rented Science Fiction Movie/30 Days	11	5.3%	98
Rented TV Show Movie/30 Days	14	6.8%	110
Rented Western Movie/30 Days	2	1.0%	52
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	23	11.1%	94
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	9	4.3%	109
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	22	10.6%	168

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	83	40.1%	105
Spent $1-49 on Toys or Games for Child/12 Mo	18	8.7%	122
Spent $50-99 on Toys or Games for Child/12 Mo	6	2.9%	91
Spent $100-199 on Toys or Games for Child/12 Mo	18	8.7%	113
Spent $200-499 on Toys or Games for Child/12 Mo	21	10.1%	92
Spent $500+ on Toys or Games for Child/12 Mo	12	5.8%	98
Bought Infant Toy/12 Mo	17	8.2%	115
Bought Pre-School Toy/12 Mo	14	6.8%	94
Bought Boy Action Figure for Child/12 Mo	20	9.7%	132
Bought Girl Action Figure for Child/12 Mo	9	4.3%	140
Bought Action Game for Child/12 Mo	4	1.9%	80
Bought Bicycle for Child/12 Mo	16	7.7%	135
Bought Board Game for Child/12 Mo	26	12.6%	84
Bought Builder Set for Child/12 Mo	10	4.8%	85
Bought Car for Child/12 Mo	20	9.7%	129
Bought Construction Toy for Child/12 Mo	17	8.2%	118
Bought Fashion Doll for Child/12 Mo	11	5.3%	117
Bought Large/Baby Doll for Child/12 Mo	17	8.2%	126
Bought Doll Accessories for Child/12 Mo	9	4.3%	112
Bought Doll Clothing for Child/12 Mo	9	4.3%	120
Bought Educational Toy for Child/12 Mo	28	13.5%	94
Bought Electronic Doll or Animal for Child/12 Mo	5	2.4%	94
Bought Electronic Game for Child/12 Mo	8	3.9%	69
Bought Mechanical Toy for Child/12 Mo	10	4.8%	124
Bought Model Kit or Set for Child/12 Mo	6	2.9%	79
Bought Plush Doll or Animal for Child/12 Mo	20	9.7%	96
Bought Sound Game for Child/12 Mo	3	1.4%	116
Bought Water Toy for Child/12 Mo	19	9.2%	112
Bought Word Game for Child/12 Mo	5	2.4%	106
Bought Digital Book/12 Mo	28	13.5%	72
Bought Hardcover Book/12 Mo	33	15.9%	59
Bought Paperback Book/12 Mo	50	24.2%	71
Bought 1-3 Books/12 Mo	32	15.5%	72
Bought 4-6 Books/12 Mo	19	9.2%	77
Bought 7+ Books/12 Mo	27	13.0%	62
Bought Fiction Book/12 Mo	38	18.4%	58
Bought Non-Fiction Book/12 Mo	40	19.3%	65
Bought Biography/12 Mo	9	4.3%	47
Bought Children`s Book/12 Mo	20	9.7%	93
Bought Cookbook/12 Mo	14	6.8%	97
Bought History Book/12 Mo	11	5.3%	51
Bought Mystery Book/12 Mo	16	7.7%	62
Bought Novel/12 Mo	16	7.7%	47
Bought Religious Book (Not Bible)/12 Mo	9	4.3%	71
Bought Romance Book/12 Mo	10	4.8%	81
Bought Science Fiction Book/12 Mo	8	3.9%	56
Bought Personal/Business Self-Help Book/12 Mo	18	8.7%	104
Bought Travel Book/12 Mo	3	1.4%	80
Purchased Greeting Card/6 Mo	66	31.9%	59
Bought Book from Barnes & Noble Store/12 Mo	11	5.3%	51
Bought Book from Oth Book Store/12 Mo	17	8.2%	85
Bought Book from Amazon Online/12 Mo	48	23.2%	65
Bought Book from Barnes & Noble Online/12 Mo	3	1.4%	56
Bought Book from iTunes/Apple Books/12 Mo	4	1.9%	119
Listened to Audiobook/6 Mo	11	5.3%	64

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