| Demographic Summary | 2023 | 2028 |
|---|---|---|
| Population | 1,102 | 1,126 |
| Population 18+ | 896 | 915 |
| Households | 350 | 365 |
| Median Household Income | $42,019 | $55,271 |

| Product/Consumer Behavior | Expected Number of Adults or | Percent | MPI |
|---|---|---|---|
| Own Tablet | 466 | 52.0% | 88 |
| Own E-Reader | 114 | 12.7% | 89 |
| Own E-Reader/Tablet: Amazon Fire | 132 | 14.7% | 104 |
| Own E-Reader/Tablet: Amazon Kindle | 208 | 23.2% | 99 |
| Own E-Reader/Tablet: Apple iPad | 253 | 28.2% | 76 |
| Own E-Reader/Tablet: Barnes & Noble Nook | 21 | 2.3% | 105 |
| Own E-Reader/Tablet: Microsoft Surface | 12 | 1.3% | 46 |
| Own E-Reader/Tablet: Samsung Galaxy Tab | 97 | 10.8% | 96 |
| Own Portable MP3 Player | 90 | 10.0% | 90 |
| Own Apple Watch Wearable Technology | 110 | 12.3% | 75 |
| Own Fitbit Wearable Technology | 137 | 15.3% | 100 |
| Own Garmin Wearable Technology | 29 | 3.2% | 97 |
| Own Digital Camcorder | 66 | 7.4% | 91 |
| Own Digital Point and Shoot Camera/Camcorder | 104 | 11.6% | 106 |
| Own Digital SLR Camera or Camcorder | 80 | 8.9% | 83 |
| Own 35mm Camera or Camcorder | 71 | 7.9% | 111 |
| Own Telephoto/Zoom Lens for Camera | 48 | 5.4% | 83 |
| Own Wide Angle Lens for Camera | 38 | 4.2% | 88 |
| Own Selfie Stick for Camera or Phone | 54 | 6.0% | 91 |
| Printed Digital Photos/12 Mo | 241 | 26.9% | 100 |
| Use Computer at Work | 266 | 29.7% | 69 |
| Use Desktop Computer at Work | 134 | 15.0% | 77 |
| Use Laptop or Notebook Computer at Work | 139 | 15.5% | 64 |
| HH Owns Computer | 275 | 78.6% | 92 |
| HH Purchased Most Recent Home Computer/12 Mo | 39 | 11.1% | 79 |
| HH Owns Desktop Computer | 141 | 40.3% | 101 |
| HH Owns Laptop or Notebook | 217 | 62.0% | 88 |
| HH Has Child (<18 Yrs) Using Home Computer | 31 | 8.9% | 75 |
| HH Owns Apple/Mac Brand Computer | 44 | 12.6% | 52 |
| HH Owns PC/Non-Apple Brand Computer | 252 | 72.0% | 101 |
| HH Purchased 1-2 Yrs Ago Most Recent Computer | 61 | 17.4% | 92 |
| HH Purchased 3-4 Yrs Ago Most Recent Computer | 68 | 19.4% | 101 |
| HH Purchased 5+ Yrs Ago Most Recent Computer | 72 | 20.6% | 116 |
| HH Purchased Most Recent Home Computer at Store | 143 | 40.9% | 105 |
| HH Purchased Most Recent Home Computer Online | 81 | 23.1% | 84 |
| HH Spent $1-499 on Most Recent Home Computer | 68 | 19.4% | 123 |
| HH Spent $500-999 on Most Recent Home Computer | 71 | 20.3% | 100 |
| HH Spent $1K-1499 on Most Recent Home Computer | 30 | 8.6% | 71 |
| HH Spent $1500-1999 on Most Recent Home Computer | 10 | 2.9% | 62 |
| HH Spent $2K+ on Most Recent Home Computer | 8 | 2.3% | 42 |
| HH Owns Webcam | 84 | 24.0% | 92 |
| HH Owns Wireless Router | 104 | 29.7% | 83 |
| HH Owns All-In-One Printer (Print Copy Scan) | 201 | 57.4% | 96 |
| HH Owns Accounting Software | 18 | 5.1% | 79 |

**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 Communications or Fax Software | 9 | 2.6% | 64 |
| HH Owns Database or Filing Software | 15 | 4.3% | 79 |
| HH Owns Desktop Publishing Software | 25 | 7.1% | 99 |
| HH Owns Education or Training Software | 22 | 6.3% | 69 |
| HH Owns Entertainment or Games Software | 72 | 20.6% | 85 |
| HH Owns Personal Finance or Tax Prep Software | 44 | 12.6% | 78 |
| HH Owns Presentation Graphics Software | 16 | 4.6% | 71 |
| HH Owns Multimedia Software | 25 | 7.1% | 72 |
| HH Owns Networking Software | 24 | 6.9% | 70 |
| HH Owns Online Mtg or Conference Software | 32 | 9.1% | 53 |
| HH Owns Online or Remote Backup Software | 19 | 5.4% | 81 |
| HH Owns Security or Anti-Virus Software | 86 | 24.6% | 96 |
| HH Owns Spreadsheet Software | 74 | 21.1% | 76 |
| HH Owns Touch Screen Monitor | 42 | 12.0% | 95 |
| HH Owns Utility Software | 15 | 4.3% | 80 |
| HH Owns Web Authoring Software | 4 | 1.1% | 70 |
| HH Owns Word Processing Software | 109 | 31.1% | 82 |
| HH Owns CD Player | 54 | 15.4% | 86 |
| HH Owns Portable GPS Device | 91 | 26.0% | 125 |
| HH Owns Ear Buds Headphones | 166 | 47.4% | 88 |
| HH Owns Bluetooth or Wireless Headphones | 120 | 34.3% | 79 |
| HH Owns Noise Reduction Headphones | 43 | 12.3% | 59 |
| HH Owns Headphones w/Microphone | 55 | 15.7% | 67 |
| HH Owns Home Theater or Entertainment System | 41 | 11.7% | 71 |
| HH Owns 1 TV | 53 | 15.1% | 83 |
| HH Owns 2 TVs | 101 | 28.9% | 102 |
| HH Owns 3 TVs | 89 | 25.4% | 111 |
| HH Owns 4+ TVs | 77 | 22.0% | 98 |
| HH Owns LCD TV | 78 | 22.3% | 86 |
| HH Owns LED TV | 168 | 48.0% | 104 |
| HH Owns OLED TV | 17 | 4.9% | 77 |
| HH Owns Plasma TV | 33 | 9.4% | 86 |
| HH Owns HDTV | 146 | 41.7% | 103 |
| HH Owns 4K Ultra HDTV | 76 | 21.7% | 78 |
| HH Owns Internet Connectable TV | 143 | 40.9% | 95 |
| HH Owns <27 in Screen TV (Small) | 48 | 13.7% | 105 |
| HH Owns 27-35 in Screen TV (Medium) | 121 | 34.6% | 119 |
| HH Owns 36-42 in Screen TV (Large) | 122 | 34.9% | 102 |
| HH Owns 43-54 in Screen TV (XL) | 126 | 36.0% | 101 |
| HH Owns 55-69 in Screen TV (XXL) | 129 | 36.9% | 98 |
| HH Owns 70 in+ Screen TV (XXXL) | 18 | 5.1% | 68 |
| HH Most Recent TV Purchase: <27 in (Small) | 18 | 5.1% | 108 |
| HH Most Recent TV Purchase: 27-35 in (Medium) | 50 | 14.3% | 112 |
| HH Most Recent TV Purchase: 36-42 in (Large) | 63 | 18.0% | 107 |
| HH Most Recent TV Purchase: 43-54 in (XL) | 68 | 19.4% | 98 |
| HH Most Recent TV Purchase: 55-69 in (XXL) | 96 | 27.4% | 97 |
| HH Most Recent TV Purchase: 70+ in (XXXL) | 13 | 3.7% | 64 |
| HH Owns Internet Video Device for TV | 163 | 46.6% | 89 |
| HH Owns Amazon Fire Internet Device for TV | 76 | 21.7% | 83 |
| HH Owns Apple TV Internet Device for TV | 21 | 6.0% | 62 |
| HH Owns Google Chromecast Intrnt Device for TV | 19 | 5.4% | 69 |
| HH Owns Roku Internet Device for TV | 98 | 28.0% | 109 |
| HH Owns Handheld Video Game System | 47 | 13.4% | 78 |
| HH Owns Video Game System Attached to TV/Comp | 130 | 37.1% | 90 |
| HH Owns Nintendo DS/2DS/3DS Video Game System | 22 | 6.3% | 94 |

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| Product/Consumer Behavior | Expected Number of Adults or | Percent | MPI |
|---|---|---|---|
| HH Owns Nintendo Switch Video Game System | 36 | 10.3% | 71 |
| HH Owns Nintendo Wii/Wii U Video Game System | 30 | 8.6% | 89 |
| HH Owns PlayStation 2/3 Video Game System | 32 | 9.1% | 111 |
| HH Owns PlayStation 4 Video Game System | 55 | 15.7% | 92 |
| HH Owns Xbox 360 Video Game System | 34 | 9.7% | 101 |
| HH Owns Xbox One Video Game System | 40 | 11.4% | 88 |
| HH Purchased Video Game System/12 Mo | 15 | 4.3% | 54 |
| HH Purchased 1 Video Game/12 Mo | 8 | 2.3% | 98 |
| HH Purchased 2 Video Games/12 Mo | 7 | 2.0% | 65 |
| HH Purchased 3 Video Games/12 Mo | 6 | 1.7% | 72 |
| HH Purchased 4 Video Games/12 Mo | 8 | 2.3% | 118 |
| HH Purchased 5+ Video Games/12 Mo | 20 | 5.7% | 93 |
| HH Spent $1-100 on Video Games/12 Mo | 26 | 7.4% | 83 |
| HH Spent $101-200 on Video Games/12 Mo | 13 | 3.7% | 76 |
| HH Spent $201+ on Video Games/12 Mo | 12 | 3.4% | 92 |
| HH Purchased Video Game from Disc Dept Store/12 Mo | 10 | 2.9% | 116 |
| HH Purchased Video Game from Electronics Store/12 Mo | 9 | 2.6% | 80 |
| HH Purchased Video Games from Game Console/12 Mo | 16 | 4.6% | 90 |
| HH Purchased Video Game from GameStop/12 Mo | 19 | 5.4% | 83 |
| HH Purchased Video Game from Steam/12 Mo | 7 | 2.0% | 80 |
| HH Purchased Video Game from Oth Online/12 Mo | 23 | 6.6% | 85 |
| HH Purchased Video Game System/Disc Dept Store/12 Mo | 5 | 1.4% | 109 |
| HH Purchased Video Game System/Electr Store/12 Mo | 3 | 0.9% | 47 |
| HH Purchased Video Game System/GameStop/12 Mo | 6 | 1.7% | 90 |
| HH Purchased Video Game System/Other Online/12 Mo | 9 | 2.6% | 88 |
| Have Internet Access at Home | 836 | 93.3% | 97 |
| Broadband/High Speed Internet Connection at Home | 788 | 87.9% | 95 |
| Cable Modem Internet Connection at Home | 182 | 20.3% | 48 |
| DSL Internet Connection at Home | 177 | 19.8% | 191 |
| Fiber Optic Internet Connection at Home | 85 | 9.5% | 55 |
| Satellite Service Internet Connection at Home | 94 | 10.5% | 299 |
| Spend <0.5 Hrs Online (Excluding Email) Daily | 59 | 6.6% | 142 |
| Spend 0.5-0.9 Hrs Online (Excluding Email) Daily | 85 | 9.5% | 123 |
| Spend 1-1.9 Hrs Online (Excluding Email) Daily | 163 | 18.2% | 107 |
| Spend 2-4.9 Hrs Online (Excluding Email) Daily | 267 | 29.8% | 97 |
| Spend 5-9.9 Hrs Online (Excluding Email) Daily | 174 | 19.4% | 86 |
| Spend 10+ Hrs Online (Excluding Email) Daily | 63 | 7.0% | 63 |
| Used Internet/30 Days | 844 | 94.2% | 97 |
| Used Internet at Home/30 Days | 787 | 87.8% | 94 |
| Used Internet at Work/30 Days | 270 | 30.1% | 81 |
| Used Internet at School or Library/30 Days | 52 | 5.8% | 87 |
| Used Internet Not Home/Work/School/Library/30 Days | 274 | 30.6% | 87 |
| Used Computer to Access Internet/30 Days | 601 | 67.1% | 84 |
| Used Cell Phone to Access Internet/30 Days | 733 | 81.8% | 96 |
| Used Tablet to Access Internet/30 Days | 280 | 31.2% | 85 |
| Used Vid Game Console to Access Internet/30 Days | 67 | 7.5% | 73 |
| Used TV to Access Internet/30 Days | 178 | 19.9% | 72 |
| Used Internet for Email/30 Days | 705 | 78.7% | 93 |
| Used Internet for IM/30 Days | 663 | 74.0% | 91 |
| Used Internet for Phone Call/30 Days | 297 | 33.1% | 91 |
| Used Internet for Video Chat/30 Days | 227 | 25.3% | 70 |

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| Product/Consumer Behavior | Expected Number of Adults or | Percent | MPI |
|---|---|---|---|
| Used Internet for Personal Purchase/30 Days | 619 | 69.1% | 95 |
| Used Internet for Business Purchase/30 Days | 96 | 10.7% | 81 |
| Used Internet for Latest News/30 Days | 385 | 43.0% | 82 |
| Used Internet for Sports News or Info/30 Days | 180 | 20.1% | 74 |
| Used Internet for Financial Info/30 Days | 232 | 25.9% | 83 |
| Used Internet for Medical Info/30 Days | 244 | 27.2% | 84 |
| Used Internet for Movie Listings/Times/30 Days | 71 | 7.9% | 74 |
| Used Internet for Parenting Info/30 Days | 25 | 2.8% | 64 |
| Used Internet for Real Estate Info/30 Days | 100 | 11.2% | 73 |
| Used Internet for Recipes/30 Days | 467 | 52.1% | 98 |
| Used Internet to Add Video to Website/30 Days | 58 | 6.5% | 89 |
| Used Internet to Download Movie/30 Days | 48 | 5.4% | 89 |
| Used Internet to Download Music/30 Days | 123 | 13.7% | 89 |
| Used Internet to Download TV Program/30 Days | 21 | 2.3% | 74 |
| Used Internet to Download Video Game/30 Days | 89 | 9.9% | 73 |
| Used Internet to Look for Employment/30 Days | 77 | 8.6% | 67 |
| Used Internet for Online Dating/30 Days | 11 | 1.2% | 36 |
| Used Internet to Pay Bills/30 Days | 507 | 56.6% | 90 |
| Used Internet to Play Games/30 Days | 339 | 37.8% | 102 |
| Used Internet to Research Vehicle Purch/30 Days | 81 | 9.0% | 90 |
| Used Internet to Send Greeting Card/30 Days | 33 | 3.7% | 82 |
| Used Internet to Share Photos on Website/30 Days | 234 | 26.1% | 96 |
| Used Internet to Take Online Class/30 Days | 50 | 5.6% | 43 |
| Used Internet to Trade/Track Investments/30 Days | 92 | 10.3% | 55 |
| Used Internet for Travel Plans/30 Days | 88 | 9.8% | 55 |
| Used Internet to Visit Blogs/30 Days | 53 | 5.9% | 51 |
| Used Internet to Write Blogs/30 Days | 7 | 0.8% | 63 |
| Used Internet to Visit Chat Room/30 Days | 32 | 3.6% | 60 |
| Used Internet to Watch Movie/30 Days | 210 | 23.4% | 69 |
| Used Internet to Watch TV Program/30 Days | 130 | 14.5% | 65 |
| Used Nintendo Switch Online Gaming Svc/30 Days | 20 | 2.2% | 56 |
| Used PlayStation Network Gaming Svc/30 Days | 45 | 5.0% | 73 |
| Used Xbox Network Gaming Svc/30 Days | 41 | 4.6% | 75 |
| Played Massive Multi-Player Online Game/30 Days | 15 | 1.7% | 51 |
| Used Spanish Language Website or App/30 Days | 12 | 1.3% | 28 |
| Social Media: Used Facebook/30 Days | 626 | 69.9% | 109 |
| Social Media: Used Instagram/30 Days | 207 | 23.1% | 61 |
| Social Media: Used LinkedIn/30 Days | 41 | 4.6% | 32 |
| Social Media: Used Reddit/30 Days | 38 | 4.2% | 41 |
| Social Media: Used Shutterfly/30 Days | 18 | 2.0% | 77 |
| Social Media: Used Snapchat/30 Days | 164 | 18.3% | 89 |
| Social Media: Used TikTok/30 Days | 134 | 15.0% | 82 |
| Social Media: Used Tumblr/30 Days | 14 | 1.6% | 83 |
| Social Media: Used Twitch/30 Days | 10 | 1.1% | 28 |
| Social Media: Used Twitter/30 Days | 75 | 8.4% | 47 |
| Social Media: Used Yelp/30 Days | 9 | 1.0% | 17 |
| Social Media: Used YouTube/30 Days | 389 | 43.4% | 81 |
| Social Media: Used Pinterest/30 Days | 194 | 21.7% | 114 |

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| Product/Consumer Behavior | Expected Number of Adults or | Percent | MPI |
|---|---|---|---|
| Social Media: Applied Filter to Picture/30 Days | 67 | 7.5% | 72 |
| Social Media: Clicked on Ad/30 Days | 133 | 14.8% | 100 |
| Social Media: Commented on Friend's Post/30 Days | 411 | 45.9% | 108 |
| Social Media: Communicated Via IM/30 Days | 227 | 25.3% | 104 |
| Social Media: Followed/Became Fan/30 Days | 186 | 20.8% | 88 |
| Social Media: Invited People to Event/30 Days | 40 | 4.5% | 106 |
| Social Media: Liked Something/30 Days | 341 | 38.1% | 109 |
| Social Media: Played Game/30 Days | 175 | 19.5% | 114 |
| Social Media: Posted Blog/30 Days | 9 | 1.0% | 61 |
| Social Media: Posted/Shared Video/30 Days | 118 | 13.2% | 80 |
| Social Media: Posted Picture/30 Days | 355 | 39.6% | 99 |
| Social Media: Posted Update/30 Days | 242 | 27.0% | 108 |
| Social Media: Posted Website Link/30 Days | 74 | 8.3% | 89 |
| Social Media: Posted/Shared My Location/30 Days | 39 | 4.4% | 87 |
| Social Media: Rated Product or Service/30 Days | 57 | 6.4% | 83 |
| Social Media: Saw Friend`s Profile/30 Days | 394 | 44.0% | 101 |
| Social Media: Sent Email/Text Message/30 Days | 429 | 47.9% | 105 |
| Social Media: Sent Real/Virtual Gift/30 Days | 13 | 1.5% | 67 |
| Social Media: Updated My Profile/30 Days | 147 | 16.4% | 98 |
| Social Media: Watched Video/30 Days | 337 | 37.6% | 85 |
| IM/Video Chat: Used Facebook Messenger/30 Days | 510 | 56.9% | 118 |
| IM/Video Chat: Used FaceTime/30 Days | 200 | 22.3% | 71 |
| IM/Video Chat: Used Google Duo/30 Days | 33 | 3.7% | 65 |
| IM/Video Chat: Used Google Hangouts/30 Days | 22 | 2.5% | 69 |
| IM/Video Chat: Used Google Meet/30 Days | 17 | 1.9% | 37 |
| IM/Video Chat: Used Microsoft Teams/30 Days | 33 | 3.7% | 34 |
| IM/Video Chat: Used Skype/30 Days | 22 | 2.5% | 44 |
| IM/Video Chat: Used Slack/30 Days | 11 | 1.2% | 40 |
| IM/Video Chat: Used Snapchat/30 Days | 106 | 11.8% | 82 |
| IM/Video Chat: Used WhatsApp/30 Days | 35 | 3.9% | 23 |
| IM/Video Chat: Used Zoom/30 Days | 129 | 14.4% | 43 |
| Social Media: Follow Friends/Family Very Important | 219 | 24.4% | 106 |
| Social Media: Meet New Friends Very Important | 63 | 7.0% | 110 |
| Social Media: Keep in Touch Very Important | 381 | 42.5% | 100 |
| Social Media: Reconnect w/People Very Important | 159 | 17.7% | 104 |
| Social Media: Ntwrk w/Prof Contacts Very Important | 47 | 5.2% | 81 |
| Social Media: Find Mutual Interests Very Important | 54 | 6.0% | 99 |
| Social Media: Learn About Prods/Svcs Very Important | 52 | 5.8% | 99 |
| Social Media: Rate/Review Prods/Svcs Very Important | 47 | 5.2% | 113 |
| Social Media: Find Local Info Very Important | 101 | 11.3% | 101 |
| Social Media: Find TV/Movie Info Very Important | 54 | 6.0% | 88 |
| Social Media: Access to VIP Events Very Important | 36 | 4.0% | 113 |
| Social Media: Get Exclusive Offers Very Important | 52 | 5.8% | 94 |
| Social Media: Play Games Very Important | 74 | 8.3% | 127 |
| Social Media: Support Fav Co/Brands Very Important | 38 | 4.2% | 104 |
| Social Media: Track News/Events Very Important | 103 | 11.5% | 97 |
| Used Bing Website or Search Engine/30 Days | 94 | 10.5% | 111 |
| Used Google Website or Search Engine/30 Days | 730 | 81.5% | 95 |
| Used Yahoo Website or Search Engine/30 Days | 161 | 18.0% | 109 |

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| | | | |
|---|---|---|---|
| Used Indeed Job/Careers Website or App/30 Days | 93 | 10.4% | 77 |
| Used Zillow Website or App/30 Days | 115 | 12.8% | 64 |
| Used BuzzFeed Entertainment Website/App/30 Days | 19 | 2.1% | 38 |
| Used Fandango Entertainment Website/App/30 Days | 7 | 0.8% | 65 |
| Used ABC News Website or App/30 Days | 62 | 6.9% | 81 |
| Used BBC News Website or App/30 Days | 31 | 3.5% | 58 |
| Used CBS News Website or App/30 Days | 47 | 5.2% | 88 |
| Used CNN Website or App/30 Days | 66 | 7.4% | 42 |
| Used Fox News Website or App/30 Days | 148 | 16.5% | 111 |
| Used HuffPost News Website or App/30 Days | 20 | 2.2% | 43 |
| Used NBC News Website or App/30 Days | 35 | 3.9% | 60 |
| Used Yahoo! News Website or App/30 Days | 57 | 6.4% | 75 |
| Used ESPN Sports Website or App/30 Days | 92 | 10.3% | 66 |
| Used Fox Sports Website or App/30 Days | 51 | 5.7% | 101 |
| Used MLB Sports Website or App/30 Days | 15 | 1.7% | 47 |
| Used NBA Sports Website or App/30 Days | 8 | 0.9% | 26 |
| Used NFL Sports Website or App/30 Days | 38 | 4.2% | 62 |
| Used PBS Website or App/30 Days | 17 | 1.9% | 62 |
| Used Telemundo Website or App/30 Days | 12 | 1.3% | 52 |
| Social Media: Follow Actors/Comedians | 159 | 17.7% | 69 |
| Social Media: Follow Artists/Photographers | 126 | 14.1% | 79 |
| Social Media: Follow Charitable Groups | 126 | 14.1% | 87 |
| Social Media: Follow Chefs/Restaurants | 167 | 18.6% | 91 |
| Social Media: Follow Companies/Brands | 143 | 16.0% | 69 |
| Social Media: Follow Gamers | 74 | 8.3% | 111 |
| Social Media: Follow Hobby-Related Groups | 277 | 30.9% | 105 |
| Social Media: Follow Local Groups | 238 | 26.6% | 107 |
| Social Media: Follow Magazines | 74 | 8.3% | 86 |
| Social Media: Follow Medical/Ailment Groups | 73 | 8.1% | 104 |
| Social Media: Follow Music Groups | 194 | 21.7% | 86 |
| Social Media: Follow Newspapers | 108 | 12.1% | 91 |
| Social Media: Follow Oth Celebrities | 83 | 9.3% | 61 |
| Social Media: Follow Political Groups | 132 | 14.7% | 97 |
| Social Media: Follow Politicians | 119 | 13.3% | 89 |
| Social Media: Follow Religious Groups | 178 | 19.9% | 130 |
| Social Media: Follow School Groups | 168 | 18.8% | 104 |
| Social Media: Follow Sports/Athletes | 167 | 18.6% | 88 |
| Social Media: Follow Travel-Related Groups | 109 | 12.2% | 87 |
| Social Media: Follow TV Programs/Networks | 176 | 19.6% | 95 |

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