Demographic Summary	2022	2027
Population	873	940
Population 18+	665	719
Households	360	383
Median Household Income	$36,509	$40,853

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	37	5.6%	66
Participated in archery in last 12 months	15	2.3%	92
Participated in backpacking in last 12 months	17	2.6%	71
Participated in baseball in last 12 months	12	1.8%	62
Participated in basketball in last 12 months	33	5.0%	74
Participated in bicycling (mountain) in last 12 months	18	2.7%	72
Participated in bicycling (road) in last 12 months	44	6.6%	59
Participated in boating (power) in last 12 months	27	4.1%	79
Participated in bowling in last 12 months	45	6.8%	84
Participated in canoeing/kayaking in last 12 months	34	5.1%	70
Participated in fishing (fresh water) in last 12 months	64	9.6%	90
Participated in fishing (salt water) in last 12 months	20	3.0%	85
Participated in football in last 12 months	19	2.9%	92
Participated in Frisbee in last 12 months	17	2.6%	70
Participated in golf in last 12 months	25	3.8%	48
Participated in hiking in last 12 months	51	7.7%	48
Participated in horseback riding in last 12 months	14	2.1%	102
Participated in hunting with rifle in last 12 months	25	3.8%	108
Participated in hunting with shotgun in last 12 months	23	3.5%	123
Participated in ice skating in last 12 months	7	1.1%	45
Participated in jogging/running in last 12 months	43	6.5%	58
Participated in motorcycling in last 12 months	18	2.7%	95
Participated in Pilates in last 12 months	11	1.7%	53
Participated in ping pong in last 12 months	20	3.0%	86
Participated in rock climbing in last 12 months	12	1.8%	102
Participated in roller skating in last 12 months	13	2.0%	126
Participated in skiing (downhill) in last 12 months	8	1.2%	43
Participated in soccer in last 12 months	22	3.3%	84
Participated in softball in last 12 months	13	2.0%	103
Participated in swimming in last 12 months	64	9.6%	61
Participated in target shooting in last 12 months	27	4.1%	76
Participated in tennis in last 12 months	17	2.6%	68
Participated in volleyball in last 12 months	11	1.7%	63
Participated in walking for exercise in last 12 months	152	22.9%	73
Participated in weight lifting in last 12 months	57	8.6%	68
Participated in yoga in last 12 months	44	6.6%	64
Participated in Zumba in last 12 months	22	3.3%	101
Spent on sports/recreation equipment in last 12 months: $1-99	35	5.3%	84
Spent on sports/recreation equipment in last 12 months: $100-$249	42	6.3%	109
Spent on sports/recreation equipment in last 12 months: $250+	40	6.0%	70
Attend sports events: basketball game (college)	12	1.8%	112
Attend sports events: football game (college)	17	2.6%	93
Attend sports events: high school sports	19	2.9%	115
Attend sports events: baseball game (MLB regular season)	14	2.1%	64
Attend sports events	64	9.6%	76
Listen to sports on radio	53	8.0%	86
Watch sports on TV	357	53.7%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	13	2.0%	71
Watch on TV: auto racing (NASCAR)	50	7.5%	98
Watch on TV: auto racing (not NASCAR)	27	4.1%	103
Watch on TV: baseball (MLB regular season)	67	10.1%	56
Watch on TV: baseball (MLB playoffs/World Series)	61	9.2%	56
Watch on TV: basketball (college)	79	11.9%	93
Watch on TV: basketball (NCAA tournament)	73	11.0%	119
Watch on TV: basketball (NBA regular season)	111	16.7%	120
Watch on TV: basketball (NBA playoffs/finals)	112	16.8%	120
Watch on TV: basketball (WNBA)	33	5.0%	186
Watch on TV: bicycle racing	13	2.0%	106
Watch on TV: bowling	14	2.1%	95
Watch on TV: boxing	43	6.5%	111
Watch on TV: bull riding (pro)	19	2.9%	117
Watch on TV: esports on TV	21	3.2%	110
Watch on TV: extreme sports (summer)	16	2.4%	132
Watch on TV: extreme sports (winter)	17	2.6%	122
Watch on TV: figure skating	33	5.0%	98
Watch on TV: fishing	25	3.8%	109
Watch on TV: football (college)	185	27.8%	109
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	184	27.7%	88
Watch on TV: football (NFL weekend games)	169	25.4%	86
Watch on TV: football (NFL playoffs/Super Bowl)	175	26.3%	83
Watch on TV: golf (PGA)	53	8.0%	67
Watch on TV: golf (LPGA)	14	2.1%	74
Watch on TV: gymnastics	27	4.1%	99
Watch on TV: high school sports	29	4.4%	108
Watch on TV: horse racing (at track or OTB)	17	2.6%	100
Watch on TV: ice hockey (NHL regular season)	33	5.0%	63
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	33	5.0%	66
Watch on TV: mixed martial arts (MMA)	17	2.6%	103
Watch on TV: motorcycle racing	10	1.5%	97
Watch on TV: Olympics (summer)	37	5.6%	69
Watch on TV: Olympics (winter)	35	5.3%	67
Watch on TV: international soccer	24	3.6%	68
Watch on TV: rodeo	12	1.8%	102
Watch on TV: soccer (MLS)	25	3.8%	78
Watch on TV: U.S. men`s soccer national team	22	3.3%	95
Watch on TV: U.S. women`s soccer national team	29	4.4%	102
Watch on TV: soccer (World Cup)	34	5.1%	86
Watch on TV: tennis (men`s)	32	4.8%	71
Watch on TV: tennis (women`s)	36	5.4%	82
Watch on TV: track & field	30	4.5%	162
Watch on TV: volleyball (pro beach)	8	1.2%	66
Watch on TV: ultimate fighting championship (UFC)	35	5.3%	128
Watch on TV: other mixed martial arts (MMA)	17	2.6%	103
Watch on TV: wrestling (WWE)	34	5.1%	130
Interest in sports: college basketball super fan	27	4.1%	135
Interest in sports: college football super fan	54	8.1%	135
Interest in sports: golf super fan	9	1.4%	80
Interest in sports: high school sports super fan	15	2.3%	106
Interest in sports: International soccer super fan	19	2.9%	59
Interest in sports: MLB super fan	23	3.5%	79
Interest in sports: MLS soccer super fan	21	3.2%	107
Interest in sports: NASCAR super fan	11	1.7%	92
Interest in sports: NBA super fan	50	7.5%	161
Interest in sports: NFL super fan	77	11.6%	112
Interest in sports: NHL super fan	14	2.1%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	80	12.0%	79
Member of church board	20	3.0%	107
Member of fraternal order	14	2.1%	83
Member of religious club	20	3.0%	91
Member of union	15	2.3%	55
Member of veterans club	14	2.1%	88
Participate in indoor gardening or plant care	66	9.9%	74
Attended adult education course in last 12 months	49	7.4%	75
Visited an aquarium in last 12 months	22	3.3%	62
Went to art gallery in last 12 months	16	2.4%	36
Attended auto show in last 12 months	20	3.0%	61
Did baking in last 12 months	142	21.4%	73
Barbecued in last 12 months	166	25.0%	82
Went to bar/night club in last 12 months	93	14.0%	82
Went to beach in last 12 months	155	23.3%	78
Played billiards/pool in last 12 months	37	5.6%	111
Played bingo in last 12 months	31	4.7%	113
Did birdwatching in last 12 months	31	4.7%	80
Played board game in last 12 months	92	13.8%	63
Read book in last 12 months	209	31.4%	84
Participated in book club in last 12 months	14	2.1%	59
Went on overnight camping trip in last 12 months	60	9.0%	69
Played cards in last 12 months	111	16.7%	90
Played chess in last 12 months	20	3.0%	80
Played computer game (offline w/software)/12 months	52	7.8%	96
Played computer game (online w/o software)/12 months	94	14.1%	95
Cooked for fun in last 12 months	133	20.0%	81
Did crossword puzzle in last 12 months	67	10.1%	79
Danced/went dancing in last 12 months	54	8.1%	101
Attended dance performance in last 12 months	11	1.7%	53
Dined out in last 12 months	256	38.5%	76
Flew a drone in last 12 months	17	2.6%	95
Attended state/county fair in last 12 months	60	9.0%	88
Participated in fantasy sports league last 12 months	16	2.4%	52
Did furniture refinishing in last 12 months	25	3.8%	83
Gambled at casino in last 12 months	74	11.1%	98
Gambled in Las Vegas in last 12 months	20	3.0%	88
Participate in indoor gardening/plant care	66	9.9%	74
Participated in genealogy in last 12 months	24	3.6%	73
Attended horse races in last 12 months	9	1.4%	68
Participated in karaoke in last 12 months	22	3.3%	94
Bought lottery ticket in last 12 months	212	31.9%	98
Played lottery 6+ times in last 30 days	78	11.7%	114
Bought lottery ticket in last 12 months: Daily Drawing	28	4.2%	123
Bought lottery ticket in last 12 months: Instant Game	139	20.9%	113
Bought lottery ticket in last 12 months: Mega Millions	91	13.7%	80
Bought lottery ticket in last 12 months: Powerball	110	16.5%	90
Attended a movie in last 6 months	286	43.0%	90
Attended movie in last 90 days: once/week or more	14	2.1%	148
Attended movie in last 90 days: 2-3 times a month	17	2.6%	108
Attended movie in last 90 days: once a month	20	3.0%	63
Attended movie in last 90 days: < once a month	184	27.7%	84
Movie genre seen at theater/6 months: action	108	16.2%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	122	18.3%	97
Movie genre seen at theater/6 months: animation genre	69	10.4%	99
Movie genre seen at theater/6 months: biography genre	31	4.7%	59
Movie genre seen at theater/6 months: comedy	99	14.9%	88
Movie genre seen at theater/6 months: crime	64	9.6%	113
Movie genre seen at theater/6 months: drama	100	15.0%	84
Movie genre seen at theater/6 months: family	48	7.2%	90
Movie genre seen at theater/6 months: fantasy	60	9.0%	83
Movie genre seen at theater/6 months: horror	40	6.0%	106
Movie genre seen at theater/6 months: romance	43	6.5%	92
Movie genre seen at theater/6 months: science fiction	58	8.7%	98
Movie genre seen at theater/6 months: thriller	55	8.3%	90
Went to museum in last 12 months	49	7.4%	58
Attended classical music/opera performance/12 months	19	2.9%	86
Attended country music performance in last 12 months	27	4.1%	83
Attended rock music performance in last 12 months	28	4.2%	53
Played musical instrument in last 12 months	44	6.6%	81
Did painting/drawing in last 12 months	54	8.1%	80
Did photo album/scrapbooking in last 12 months	21	3.2%	72
Did photography in last 12 months	47	7.1%	67
Did Sudoku puzzle in last 12 months	46	6.9%	75
Participated in tailgating in last 12 months	19	2.9%	89
Went to live theater in last 12 months	39	5.9%	58
Visited a theme park in last 12 months	84	12.6%	88
Visited a theme park 5+ times in last 12 months	19	2.9%	88
Participated in trivia games in last 12 months	47	7.1%	90
Played video/electronic game (console) last 12 months	83	12.5%	106
Played video/electronic game (portable) last 12 months	31	4.7%	78
Visited an indoor water park in last 12 months	14	2.1%	87
Did woodworking in last 12 months	27	4.1%	73
Went to zoo in last 12 months	44	6.6%	58
Bought 1-2 DVDs/30 Days	23	3.5%	115
Bought 3+ DVDs/30 Days	19	2.9%	121
Rented DVDs (movie or other video) in last 30 days: 1	13	2.0%	84
Rented DVDs (movie or other video) in last 30 days: 2	16	2.4%	108
Rented DVDs (movie or other video) in last 30 days: 3+	22	3.3%	88
Rented movie or other video/30 days: action/adventure	103	15.5%	81
Rented movie or other video/30 days: classics	26	3.9%	73
Rented movie or other video/30 days: comedy	88	13.2%	83
Rented movie or other video/30 days: drama	69	10.4%	85
Rented movie or other video/30 days: family/children	38	5.7%	77
Rented movie or other video/30 days: foreign	11	1.7%	79
Rented movie or other video/30 days: horror	42	6.3%	111
Rented movie or other video/30 days: musical	14	2.1%	86
Rented movie or other video/30 days: news/documentary	17	2.6%	65
Rented movie or other video/30 days: romance	33	5.0%	87
Rented movie or other video/30 days: science fiction	30	4.5%	70
Rented movie or other video/30 days: TV show	38	5.7%	84
Rented movie or other video/30 days: western	15	2.3%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	49	7.4%	62
Rented DVD/Blu-ray/30 days: from netflix.com	38	5.7%	73
Rented/purchased DVD/Blu-ray/30 days: from Redbox	50	7.5%	85
Bought any children`s toy/game in last 12 months	219	32.9%	91
Spent on toys/games for child last 12 months: $1-49	50	7.5%	110
Spent on toys/games for child last 12 months: $50-99	18	2.7%	87
Spent on toys/games for child last 12 months: $100-199	35	5.3%	72
Spent on toys/games for child last 12 months: $200-499	59	8.9%	88
Spent on toys/games for child last 12 months: $500+	28	4.2%	77
Bought infant toy in last 12 months	48	7.2%	107
Bought pre-school toy in last 12 months	42	6.3%	92
Bought for child last 12 months: boy action figure	53	8.0%	108
Bought for child last 12 months: girl action figure	26	3.9%	123
Bought for child last 12 months: action game	16	2.4%	95
Bought for child last 12 months: bicycle	43	6.5%	105
Bought for child last 12 months: board game	79	11.9%	82
Bought for child last 12 months: builder set	25	3.8%	69
Bought for child last 12 months: car	39	5.9%	76
Bought for child last 12 months: construction toy	33	5.0%	80
Bought for child last 12 months: fashion doll	41	6.2%	144
Bought for child last 12 months: large/baby doll	46	6.9%	105
Bought for child last 12 months: doll accessories	30	4.5%	112
Bought for child last 12 months: doll clothing	27	4.1%	109
Bought for child last 12 months: educational toy	70	10.5%	79
Bought for child last 12 months: electronic doll/animal	24	3.6%	138
Bought for child last 12 months: electronic game	36	5.4%	97
Bought for child last 12 months: mechanical toy	29	4.4%	108
Bought for child last 12 months: model kit/set	21	3.2%	88
Bought for child last 12 months: plush doll/animal	53	8.0%	86
Bought for child last 12 months: water toy	48	7.2%	84
Bought for child last 12 months: word game	21	3.2%	131

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	99	14.9%	86
Bought hardcover book in last 12 months	149	22.4%	92
Bought paperback book in last 12 months	169	25.4%	81
Bought 1-3 books in last 12 months	130	19.5%	96
Bought 4-6 books in last 12 months	68	10.2%	96
Bought 7+ books in last 12 months	95	14.3%	75
Bought book (fiction) in last 12 months	163	24.5%	86
Bought book (non-fiction) in last 12 months	156	23.5%	87
Bought biography in last 12 months	47	7.1%	85
Bought children`s book in last 12 months	53	8.0%	80
Bought cookbook in last 12 months	40	6.0%	89
Bought history book in last 12 months	40	6.0%	63
Bought mystery book in last 12 months	62	9.3%	81
Bought novel in last 12 months	77	11.6%	78
Bought religious book (Not Bible) in last 12 months	41	6.2%	104
Bought romance book in last 12 months	38	5.7%	104
Bought science fiction book in last 12 months	37	5.6%	90
Bought personal/business self-help book last 12 months	54	8.1%	104
Bought travel book in last 12 months	8	1.2%	62
Purchased greeting card in last 12 months	308	46.3%	85
Bought book from Barnes & Noble store in last 12 months	56	8.4%	78
Bought book from other book store in last 12 months	42	6.3%	71
Bought book from Amazon Online in last 12 months	168	25.3%	82
Bought book from Barnes & Noble Online in last 12 months	16	2.4%	100
Bought book from iTunes/Apple Books in last 12 months	8	1.2%	70
Listened to Audiobook in last 6 months	36	5.4%	68

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