Demographic Summary	2017	2022
Population	24,317	24,887
Population 18+	19,156	19,546
Households	9,166	9,366
Median Household Income	$40,323	$43,769

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	999	5.2%	63
Participated in archery in last 12 months	703	3.7%	130
Participated in backpacking in last 12 months	440	2.3%	71
Participated in baseball in last 12 months	774	4.0%	89
Participated in basketball in last 12 months	1,301	6.8%	81
Participated in bicycling (mountain) in last 12 months	411	2.1%	52
Participated in bicycling (road) in last 12 months	1,307	6.8%	67
Participated in boating (power) in last 12 months	1,152	6.0%	119
Participated in bowling in last 12 months	1,488	7.8%	81
Participated in canoeing/kayaking in last 12 months	748	3.9%	67
Participated in fishing (fresh water) in last 12 months	3,376	17.6%	147
Participated in fishing (salt water) in last 12 months	776	4.1%	98
Participated in football in last 12 months	932	4.9%	96
Participated in Frisbee in last 12 months	561	2.9%	65
Participated in golf in last 12 months	1,218	6.4%	73
Participated in hiking in last 12 months	1,285	6.7%	65
Participated in horseback riding in last 12 months	518	2.7%	117
Participated in hunting with rifle in last 12 months	1,582	8.3%	186
Participated in hunting with shotgun in last 12 months	1,172	6.1%	166
Participated in ice skating in last 12 months	296	1.5%	56
Participated in jogging/running in last 12 months	1,420	7.4%	55
Participated in motorcycling in last 12 months	710	3.7%	122
Participated in Pilates in last 12 months	315	1.6%	62
Participated in ping pong in last 12 mos	550	2.9%	68
Participated in rock climbing in last 12 mos	225	1.2%	60
Participated in roller skating in last 12 mos	356	1.9%	96
Participated in skiing (downhill) in last 12 months	301	1.6%	58
Participated in soccer in last 12 months	529	2.8%	64
Participated in softball in last 12 months	514	2.7%	82
Participated in swimming in last 12 months	2,627	13.7%	88
Participated in target shooting in last 12 months	1,083	5.7%	122
Participated in tennis in last 12 months	435	2.3%	60
Participated in volleyball in last 12 months	543	2.8%	85
Participated in walking for exercise in last 12 months	4,409	23.0%	85
Participated in weight lifting in last 12 months	1,247	6.5%	64
Participated in yoga in last 12 months	707	3.7%	48
Participated in Zumba in last 12 mos	577	3.0%	70
Spent on sports/rec equip in last 12 months: $1-99	1,204	6.3%	99
Spent on sports/rec equip in last 12 months: $100-$249	1,221	6.4%	101
Spent on sports/rec equip in last 12 months: $250+	1,501	7.8%	101
Attend sports events	3,274	17.1%	86
Attend sports events: baseball game - MLB reg seas	868	4.5%	61
Attend sports events: basketball game (college)	371	1.9%	86
Attend sports events: basketball game-NBA reg seas	181	0.9%	45
Attend sports events: football game (college)	679	3.5%	79
Attend sports events: football game-NFL Mon/Thurs	242	1.3%	64
Attend sports events: football game - NFL weekend	349	1.8%	53
Attend sports events: high school sports	1,145	6.0%	135

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June 25, 2018

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	2,475	12.9%	96
Watch sports on TV	11,355	59.3%	98
Watch on TV: alpine skiing/ski jumping	951	5.0%	86
Watch on TV: auto racing (NASCAR)	3,575	18.7%	152
Watch on TV: auto racing (not NASCAR)	1,138	5.9%	118
Watch on TV: baseball (MLB regular season)	3,556	18.6%	86
Watch on TV: baseball (MLB playoffs/World Series)	3,421	17.9%	90
Watch on TV: basketball (college)	2,972	15.5%	108
Watch on TV: basketball (NCAA tournament)	2,714	14.2%	101
Watch on TV: basketball (NBA regular season)	2,435	12.7%	80
Watch on TV: basketball (NBA playoffs/finals)	2,899	15.1%	85
Watch on TV: basketball (WNBA)	801	4.2%	112
Watch on TV: bicycle racing	367	1.9%	63
Watch on TV: bowling	568	3.0%	111
Watch on TV: boxing	1,219	6.4%	88
Watch on TV: bull riding (pro)	1,227	6.4%	165
Watch on TV: Equestrian events	629	3.3%	117
Watch on TV: extreme sports (summer)	772	4.0%	81
Watch on TV: extreme sports (winter)	909	4.7%	82
Watch on TV: figure skating	1,771	9.2%	104
Watch on TV: fishing	1,678	8.8%	156
Watch on TV: football (college)	5,224	27.3%	109
Watch on TV: football (NFL Mon/Thurs night games)	6,119	31.9%	96
Watch on TV: football (NFL weekend games)	6,518	34.0%	96
Watch on TV: football (NFL playoffs/Super Bowl)	6,779	35.4%	97
Watch on TV: golf (PGA)	2,442	12.7%	97
Watch on TV: golf (LPGA)	824	4.3%	102
Watch on TV: gymnastics	1,060	5.5%	91
Watch on TV: high school sports	1,343	7.0%	132
Watch on TV: horse racing (at track or OTB)	744	3.9%	118
Watch on TV: ice hockey (NHL regular season)	1,105	5.8%	61
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	1,081	5.6%	60
Watch on TV: marathon/road running/triathlon	306	1.6%	74
Watch on TV: mixed martial arts (MMA)	898	4.7%	101
Watch on TV: motorcycle racing	798	4.2%	120
Watch on TV: Olympics (summer)	3,193	16.7%	84
Watch on TV: Olympics (winter)	3,535	18.5%	86
Watch on TV: rodeo	1,122	5.9%	166
Watch on TV: soccer (MLS)	626	3.3%	62
Watch on TV: soccer (World Cup)	945	4.9%	47
Watch on TV: tennis (men`s)	1,041	5.4%	74
Watch on TV: tennis (women`s)	1,083	5.7%	79
Watch on TV: track & field	766	4.0%	82
Watch on TV: volleyball (pro beach)	623	3.3%	95
Watch on TV: wrestling (WWE)	1,485	7.8%	138
Interest in sports: college basketball Super Fan	594	3.1%	83
Interest in sports: college football Super Fan	1,436	7.5%	108
Interest in sports: golf Super Fan	267	1.4%	76
Interest in sports: high school sports Super Fan	613	3.2%	94
Interest in sports: MLB Super Fan	707	3.7%	69
Interest in sports: NASCAR Super Fan	813	4.2%	131
Interest in sports: NBA Super Fan	625	3.3%	58
Interest in sports: NFL Super Fan	2,325	12.1%	86
Interest in sports: NHL Super Fan	346	1.8%	50
Interest in sports: soccer Super Fan	206	1.1%	34

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June 25, 2018

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	2,450	12.8%	107
Member of charitable organization	565	2.9%	69
Member of church board	830	4.3%	137
Member of fraternal order	640	3.3%	132
Member of religious club	858	4.5%	116
Member of union	497	2.6%	73
Member of veterans club	569	3.0%	127
Attended adult education course in last 12 months	1,026	5.4%	72
Went to art gallery in last 12 months	788	4.1%	55
Attended auto show in last 12 months	1,204	6.3%	97
Did baking in last 12 months	4,387	22.9%	97
Went to bar/night club in last 12 months	2,231	11.6%	69
Went to beach in last 12 months	3,347	17.5%	69
Played billiards/pool in last 12 months	1,252	6.5%	84
Played bingo in last 12 months	714	3.7%	93
Did birdwatching in last 12 months	901	4.7%	104
Played board game in last 12 months	1,924	10.0%	75
Read book in last 12 months	5,617	29.3%	87
Participated in book club in last 12 months	384	2.0%	70
Went on overnight camping trip in last 12 months	2,055	10.7%	88
Played cards in last 12 months	2,606	13.6%	90
Played chess in last 12 months	463	2.4%	76
Played computer game (offline w/software)/12 months	1,394	7.3%	113
Played computer game (online w/software)/12 months	1,342	7.0%	97
Played computer game (online w/o software)/12 months	1,905	9.9%	109
Cooked for fun in last 12 months	3,849	20.1%	85
Did crossword puzzle in last 12 months	1,497	7.8%	78
Danced/went dancing in last 12 months	932	4.9%	64
Attended dance performance in last 12 months	497	2.6%	58
Dined out in last 12 months	7,394	38.6%	85
Participated in fantasy sports league last 12 months	511	2.7%	59
Did furniture refinishing in last 12 months	656	3.4%	95
Gambled at casino in last 12 months	1,989	10.4%	75
Gambled in Atlantic City in last 12 months	150	0.8%	34
Gambled in Las Vegas in last 12 months	322	1.7%	42
Participate in indoor gardening/plant care	1,686	8.8%	95
Attended horse races in last 12 months	503	2.6%	99
Participated in karaoke in last 12 months	465	2.4%	70
Bought lottery ticket in last 12 months	6,977	36.4%	102
Played lottery 6+ times in last 30 days	2,270	11.9%	103
Bought lottery ticket in last 12 months: Daily Drawing	559	2.9%	81
Bought lottery ticket in last 12 months: Instant Game	4,123	21.5%	117
Bought lottery ticket in last 12 months: Mega Millions	2,860	14.9%	87
Bought lottery ticket in last 12 months: Powerball	4,008	20.9%	103
Attended a movie in last 6 months	9,153	47.8%	81
Attended movie in last 90 days: once/week or more	350	1.8%	76
Attended movie in last 90 days: 2-3 times a month	651	3.4%	60
Attended movie in last 90 days: once a month	1,279	6.7%	67
Attended movie in last 90 days: < once a month	5,719	29.9%	85
Movie genre seen at theater/6 months: action	3,229	16.9%	67

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June 25, 2018

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	4,009	20.9%	71
Movie genre seen at theater/6 months: comedy	3,773	19.7%	74
Movie genre seen at theater/6 months: crime	1,794	9.4%	62
Movie genre seen at theater/6 months: drama	3,064	16.0%	67
Movie genre seen at theater/6 months: family	1,116	5.8%	63
Movie genre seen at theater/6 months: fantasy	2,231	11.6%	71
Movie genre seen at theater/6 months: horror	1,105	5.8%	71
Movie genre seen at theater/6 months: romance	1,034	5.4%	57
Movie genre seen at theater/6 months: science fiction	2,164	11.3%	62
Movie genre seen at theater/6 months: thriller	2,083	10.9%	64
Went to museum in last 12 months	1,239	6.5%	52
Attended classical music/opera performance/12 months	389	2.0%	51
Attended country music performance in last 12 months	1,217	6.4%	108
Attended rock music performance in last 12 months	1,047	5.5%	58
Played musical instrument in last 12 months	969	5.1%	79
Did painting/drawing in last 12 months	923	4.8%	77
Did photo album/scrapbooking in last 12 months	955	5.0%	92
Did photography in last 12 months	1,491	7.8%	75
Did Sudoku puzzle in last 12 months	1,364	7.1%	78
Went to live theater in last 12 months	1,541	8.0%	62
Visited a theme park in last 12 months	2,595	13.5%	76
Visited a theme park 5+ times in last 12 months	643	3.4%	82
Participated in trivia games in last 12 months	807	4.2%	80
Played video/electronic game (console) last 12 months	1,641	8.6%	86
Played video/electronic game (portable) last 12 months	757	4.0%	88
Visited an indoor water park in last 12 months	404	2.1%	73
Did woodworking in last 12 months	1,119	5.8%	130
Participated in word games in last 12 months	1,667	8.7%	87
Went to zoo in last 12 months	1,659	8.7%	76
Purchased DVDs in last 30 days: 1	521	2.7%	90
Purchased DVDs in last 30 days: 2	468	2.4%	103
Purchased DVDs in last 30 days: 3+	1,115	5.8%	114
Purchased DVD/Blu-ray disc online in last 12 months	951	5.0%	79
Rented DVDs in last 30 days: 1	519	2.7%	77
Rented DVDs in last 30 days: 2	832	4.3%	94
Rented DVDs in last 30 days: 3+	2,323	12.1%	98
Rented movie/oth video/30 days: action/adventure	4,037	21.1%	90
Rented movie/oth video/30 days: classics	879	4.6%	72
Rented movie/oth video/30 days: comedy	3,983	20.8%	89
Rented movie/oth video/30 days: drama	2,515	13.1%	83
Rented movie/oth video/30 days: family/children	1,874	9.8%	92
Rented movie/oth video/30 days: foreign	245	1.3%	54
Rented movie/oth video/30 days: horror	1,652	8.6%	105
Rented movie/oth video/30 days: musical	538	2.8%	97
Rented movie/oth video/30 days: news/documentary	541	2.8%	78
Rented movie/oth video/30 days: romance	1,388	7.2%	86
Rented movie/oth video/30 days: science fiction	1,418	7.4%	94
Rented movie/oth video/30 days: TV show	1,192	6.2%	76
Rented movie/oth video/30 days: western	668	3.5%	138

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June 25, 2018

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	599	3.1%	61
Rented DVD/Blu-ray/30 days: from netflix.com	1,518	7.9%	64
Rented/purch DVD/Blu-ray/30 days: from Redbox	3,241	16.9%	89
HH owns ATV/UTV	842	9.2%	192
Bought any children`s toy/game in last 12 months	6,357	33.2%	102
Spent on toys/games for child last 12 months: <$50	1,362	7.1%	121
Spent on toys/games for child last 12 months: $50-99	538	2.8%	107
Spent on toys/games for child last 12 months: $100-199	1,305	6.8%	105
Spent on toys/games for child last 12 months: $200-499	1,700	8.9%	100
Spent on toys/games for child last 12 months: $500+	828	4.3%	90
Bought any toys/games online in last 12 months	1,080	5.6%	74
Bought infant toy in last 12 months	1,183	6.2%	90
Bought pre-school toy in last 12 months	1,022	5.3%	80
Bought for child last 12 months: boy action figure	1,661	8.7%	110
Bought for child last 12 months: girl action figure	655	3.4%	100
Bought for child last 12 months: action game	589	3.1%	117
Bought for child last 12 months: bicycle	1,260	6.6%	100
Bought for child last 12 months: board game	1,869	9.8%	95
Bought for child last 12 months: builder set	965	5.0%	101
Bought for child last 12 months: car	1,865	9.7%	109
Bought for child last 12 months: construction toy	1,193	6.2%	113
Bought for child last 12 months: fashion doll	774	4.0%	90
Bought for child last 12 months: large/baby doll	1,149	6.0%	92
Bought for child last 12 months: doll accessories	658	3.4%	87
Bought for child last 12 months: doll clothing	732	3.8%	95
Bought for child last 12 months: educational toy	2,024	10.6%	93
Bought for child last 12 months: electronic doll/animal	536	2.8%	110
Bought for child last 12 months: electronic game	1,420	7.4%	101
Bought for child last 12 months: mechanical toy	761	4.0%	114
Bought for child last 12 months: model kit/set	484	2.5%	93
Bought for child last 12 months: plush doll/animal	1,604	8.4%	108
Bought for child last 12 months: sound game	301	1.6%	83
Bought for child last 12 months: water toy	1,823	9.5%	104
Bought for child last 12 months: word game	544	2.8%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	1,975	10.3%	73
Bought hardcover book in last 12 months	3,020	15.8%	77
Bought paperback book in last 12 months	4,775	24.9%	84
Bought 1-3 books in last 12 months	3,134	16.4%	86
Bought 4-6 books in last 12 months	1,411	7.4%	71
Bought 7+ books in last 12 months	2,892	15.1%	89
Bought book (fiction) in last 12 months	4,332	22.6%	83
Bought book (non-fiction) in last 12 months	3,459	18.1%	78
Bought biography in last 12 months	1,028	5.4%	75
Bought children`s book in last 12 months	1,434	7.5%	82
Bought cookbook in last 12 months	1,371	7.2%	96
Bought history book in last 12 months	995	5.2%	66
Bought mystery book in last 12 months	1,930	10.1%	89
Bought novel in last 12 months	2,204	11.5%	75
Bought religious book (not bible) in last 12 mo	1,318	6.9%	108
Bought romance book in last 12 months	1,348	7.0%	104
Bought science fiction book in last 12 months	909	4.7%	82
Bought personal/business self-help book last 12 months	661	3.5%	58
Bought travel book in last 12 months	196	1.0%	50
Bought book online in last 12 months	2,597	13.6%	70
Bought book last 12 months: amazon.com	2,368	12.4%	68
Bought book last 12 months: barnes&noble.com	342	1.8%	67
Bought book last 12 months: Barnes & Noble book store	1,465	7.6%	56
Bought book last 12 months: other book store (not B&N)	1,817	9.5%	85
Bought book last 12 months: mail order	557	2.9%	131
Listened to/purchased audiobook in last 6 months	559	2.9%	64

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