Demographic Summary	2023	2028
Population	201	198
Population 18+	170	168
Households	63	62
Median Household Income	$51,738	$59,793

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	13	7.6%	92
Participated in Archery/12 Mo	3	1.8%	73
Participated in Backpacking/12 Mo	7	4.1%	116
Participated in Baseball/12 Mo	3	1.8%	69
Participated in Basketball/12 Mo	4	2.4%	41
Participated in Bicycling (Mountain)/12 Mo	5	2.9%	82
Participated in Bicycling (Road)/12 Mo	23	13.5%	112
Participated in Boating (Power)/12 Mo	12	7.1%	147
Participated in Bowling/12 Mo	13	7.6%	114
Participated in Canoeing or Kayaking/12 Mo	14	8.2%	110
Participated in Fishing (Fresh Water)/12 Mo	25	14.7%	140
Participated in Fishing (Salt Water)/12 Mo	9	5.3%	154
Participated in Football/12 Mo	4	2.4%	99
Participated in Frisbee/12 Mo	6	3.5%	103
Participated in Golf/12 Mo	15	8.8%	111
Participated in Hiking/12 Mo	28	16.5%	87
Participated in Horseback Riding/12 Mo	3	1.8%	92
Participated in Hunting w/Rifle/12 Mo	7	4.1%	122
Participated in Hunting w/Shotgun/12 Mo	4	2.4%	95
Participated in Ice Skating/12 Mo	2	1.2%	53
Participated in Jogging or Running/12 Mo	11	6.5%	57
Participated in Motorcycling/12 Mo	7	4.1%	156
Participated in Pilates/12 Mo	5	2.9%	105
Participated in Ping Pong/12 Mo	3	1.8%	51
Participated in Rock Climbing/12 Mo	2	1.2%	76
Participated in Roller Skating/12 Mo	1	0.6%	37
Participated in Skiing (Downhill)/12 Mo	4	2.4%	91
Participated in Soccer/12 Mo	3	1.8%	56
Participated in Softball/12 Mo	2	1.2%	72
Participated in Swimming/12 Mo	28	16.5%	109
Participated in Target Shooting/12 Mo	10	5.9%	118
Participated in Tennis/12 Mo	6	3.5%	92
Participated in Volleyball/12 Mo	2	1.2%	50
Participated in Walking for Exercise/12 Mo	57	33.5%	99
Participated in Weight Lifting/12 Mo	21	12.4%	88
Participated in Yoga/12 Mo	14	8.2%	75
Participated in Zumba/12 Mo	4	2.4%	76
Spent $1-99 on Sports/Recreation Equipment/12 Mo	11	6.5%	93
Spent $100-249 on Sports/Recreation Equipment/12 Mo	11	6.5%	103
Spent $250+ on Sports/Recreation Equipment/12 Mo	18	10.6%	104
Attend College Basketball Game/12 Mo	1	0.6%	53
Attend College Football Game/12 Mo	3	1.8%	85
Attend High School Sports Events/12 Mo	3	1.8%	62
Attend MLB Regular Season Baseball Game/12 Mo	3	1.8%	67
Attend Sports Events	9	5.3%	47
Listen to Sports on Radio	10	5.9%	67
Watch Alpine Skiing or Ski Jumping on TV	3	1.8%	60

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	9	5.3%	126
Watch Bicycle Racing on TV	3	1.8%	87
Watch Bowling on TV	3	1.8%	79
Watch Boxing on TV	10	5.9%	94
Watch College Basketball on TV	15	8.8%	73
Watch College Football on TV	43	25.3%	95
Watch Esports on TV	4	2.4%	74
Watch Figure Skating on TV	6	3.5%	69
Watch Fishing on TV	8	4.7%	146
Watch Gymnastics on TV	7	4.1%	85
Watch High School Sports on TV	4	2.4%	52
Watch Horse Racing (at Track or OTB) on TV	7	4.1%	147
Watch International Soccer on TV	6	3.5%	61
Watch LPGA Golf on TV	4	2.4%	80
Watch Marathon/Triathlon/Obstacle Race on TV	2	1.2%	93
Watch Men`s Tennis on TV	9	5.3%	78
Watch MLB Playoffs/World Series Baseball on TV	24	14.1%	88
Watch MLB Regular Season Baseball on TV	31	18.2%	98
Watch MLS Soccer on TV	6	3.5%	73
Watch Motorcycle Racing on TV	3	1.8%	109
Watch NASCAR Auto Racing on TV	24	14.1%	181
Watch NBA Playoffs or Finals Basketball on TV	18	10.6%	74
Watch NBA Regular Season Basketball on TV	15	8.8%	64
Watch NCAA Tournament Basketball on TV	12	7.1%	68
Watch NFL Playoffs or Super Bowl Football on TV	60	35.3%	108
Watch NFL Sun/Mon/Thu Night Football Games on TV	57	33.5%	104
Watch NFL Weekend Football Games on TV	53	31.2%	103
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	14	8.2%	115
Watch NHL Regular Season Ice Hockey on TV	13	7.6%	99
Watch Oth Mixed Martial Arts (MMA) on TV	6	3.5%	123
Watch PGA Golf on TV	28	16.5%	131
Watch Pro Beach Volleyball on TV	2	1.2%	64
Watch Pro Bull Riding on TV	7	4.1%	164
Watch Rodeo on TV	4	2.4%	134
Watch Sports on TV	107	62.9%	102
Watch Summer Extreme Sports on TV	7	4.1%	235
Watch Summer Olympics on TV	16	9.4%	84
Watch Track & Field on TV	4	2.4%	73
Watch U.S. Men's Soccer National Team on TV	4	2.4%	66
Watch U.S. Women's Soccer National Team on TV	3	1.8%	52
Watch Ultimate Fighting Championship (UFC) on TV	8	4.7%	107
Watch Winter Extreme Sports on TV	7	4.1%	214
Watch Winter Olympics on TV	10	5.9%	77
Watch WNBA Basketball on TV	4	2.4%	87
Watch Women's Tennis on TV	11	6.5%	97
Watch World Cup Soccer on TV	6	3.5%	66
Watch Wrestling (WWE) on TV	6	3.5%	91
College Basketball Super Fan (10-10 on 10 Scale)	3	1.8%	63
College Football Super Fan (10-10 on 10 Scale)	10	5.9%	106
Golf Super Fan (10-10 on 10 Scale)	3	1.8%	111
High School Sports Super Fan (10-10 on 10 Scale)	3	1.8%	86
Intl Soccer Super Fan (10-10 on 10 Scale)	2	1.2%	52
MLB Super Fan (10-10 on 10 Scale)	7	4.1%	99
MLS Soccer Super Fan (10-10 on 10 Scale)	1	0.6%	50
NASCAR Super Fan (10-10 on 10 Scale)	4	2.4%	148
NBA Super Fan (10-10 on 10 Scale)	5	2.9%	76
NFL Super Fan (10-10 on 10 Scale)	18	10.6%	113
NHL Super Fan (10-10 on 10 Scale)	5	2.9%	132
Pro Wrestling Super Fan (10-10 on 10 Scale)	1	0.6%	49

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	41	24.1%	144
Member of Church Board	4	2.4%	89
Member of Fraternal Order	8	4.7%	192
Member of Religious Club	3	1.8%	64
Member of Union	6	3.5%	76
Member of Veterans Club	10	5.9%	232
Participate in Indoor Gardening or Plant Care	26	15.3%	95
Attended Adult Education Course/12 Mo	15	8.8%	80
Visited Aquarium/12 Mo	8	4.7%	84
Went to Art Gallery/12 Mo	14	8.2%	115
Attended Auto Show/12 Mo	11	6.5%	143
Did Baking/12 Mo	55	32.4%	102
Barbecued/12 Mo	56	32.9%	104
Went to Bar or Night Club/12 Mo	24	14.1%	87
Went to Beach/12 Mo	39	22.9%	82
Played Billiards or Pool/12 Mo	3	1.8%	41
Played Bingo/12 Mo	6	3.5%	101
Did Birdwatching/12 Mo	15	8.8%	121
Played Board Game/12 Mo	24	14.1%	62
Read Book/12 Mo	66	38.8%	99
Participated in Book Club/12 Mo	6	3.5%	89
Went on Overnight Camping Trip/12 Mo	25	14.7%	109
Played Cards/12 Mo	21	12.4%	68
Played Chess/12 Mo	3	1.8%	45
Played Computer Game Offline (w/Software)/12 Mo	16	9.4%	108
Played Computer Game Online/12 Mo	29	17.1%	110
Cooked for Fun/12 Mo	41	24.1%	87
Did Crossword Puzzle/12 Mo	32	18.8%	142
Danced or Went Dancing/12 Mo	9	5.3%	82
Attended Dance Performance/12 Mo	5	2.9%	113
Dined Out/12 Mo	89	52.4%	100
Flew a Drone/12 Mo	4	2.4%	93
Attended State or County Fair/12 Mo	12	7.1%	98
Participated in Fantasy Sports League/12 Mo	7	4.1%	88
Did Furniture Refinishing/12 Mo	7	4.1%	87
Gambled at Casino/12 Mo	15	8.8%	82
Gambled in Las Vegas/12 Mo	4	2.4%	74
Participated in Genealogy/12 Mo	8	4.7%	93
Attended Horse Races/12 Mo	3	1.8%	110
Participated in Karaoke/12 Mo	4	2.4%	73
Bought Lottery Ticket/12 Mo	60	35.3%	112
Played Lottery 6+ Times/30 Days	22	12.9%	132
Bought Daily Drawing Lottery Ticket/12 Mo	5	2.9%	93
Bought Instant Game Lottery Ticket/12 Mo	31	18.2%	100
Bought Mega Millions Lottery Ticket/12 Mo	29	17.1%	105
Bought Powerball Lottery Ticket/12 Mo	32	18.8%	107
Attended Movie/6 Mo	58	34.1%	92
Attended Movie 1+ Times Wk/90 Days	1	0.6%	71
Attended Movie 2-3 Times Month/90 Days	1	0.6%	47
Attended Movie 1 Time Month/90 Days	3	1.8%	67
Attended Movie < 1 Time Month/90 Days	43	25.3%	93
Saw Action Genre Movie at Theater/6 Mo	14	8.2%	80
Saw Adventure Genre Movie at Theater/6 Mo	15	8.8%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	8	4.7%	96
Saw Biography Genre Movie at Theater/6 Mo	2	1.2%	48
Saw Comedy Genre Movie at Theater/6 Mo	12	7.1%	74
Saw Crime Genre Movie at Theater/6 Mo	8	4.7%	85
Saw Drama Genre Movie at Theater/6 Mo	11	6.5%	73
Saw Family Genre Movie at Theater/6 Mo	6	3.5%	120
Saw Fantasy Genre Movie at Theater/6 Mo	6	3.5%	71
Saw Horror Genre Movie at Theater/6 Mo	3	1.8%	48
Saw Romance Genre Movie at Theater/6 Mo	3	1.8%	79
Saw Science Fiction Genre Movie at Theater/6 Mo	5	2.9%	62
Saw Thriller Genre Movie at Theater/6 Mo	8	4.7%	95
Went to Museum/12 Mo	13	7.6%	72
Attended Classical Music/Opera Performance/12 Mo	5	2.9%	113
Attended Country Music Performance/12 Mo	7	4.1%	121
Attended Rock Music Performance/12 Mo	7	4.1%	70
Played Musical Instrument/12 Mo	11	6.5%	76
Did Painting/Drawing/Sculpting/12 Mo	13	7.6%	73
Did Photo Album or Scrapbooking/12 Mo	5	2.9%	66
Did Photography/12 Mo	17	10.0%	88
Did Sudoku Puzzle/12 Mo	15	8.8%	92
Participated in Tailgating/12 Mo	3	1.8%	67
Went to Live Theater/12 Mo	6	3.5%	52
Visited Theme Park/12 Mo	14	8.2%	71
Visited Theme Park 5+ Days/12 Mo	3	1.8%	70
Participated in Trivia Games/12 Mo	11	6.5%	84
Played (Console) Video or Electronic Game/12 Mo	11	6.5%	50
Played (Portable) Video or Electronic Game/12 Mo	4	2.4%	35
Visited Indoor Water Park/12 Mo	2	1.2%	68
Did Woodworking/12 Mo	18	10.6%	187
Went to Zoo/12 Mo	11	6.5%	61
Bought 1-2 DVDs/30 Days	6	3.5%	138
Bought 3+ DVDs/30 Days	7	4.1%	197
Rented 1 DVD (Movie or Other Video)/30 Days	3	1.8%	89
Rented 2 DVDs (Movie or Other Video)/30 Days	5	2.9%	184
Rented 3+ DVDs (Movie or Other Video)/30 Days	7	4.1%	150
Rented Action or Adventure Movie/30 Days	34	20.0%	120
Rented Classic Movie/30 Days	11	6.5%	149
Rented Comedy Movie/30 Days	26	15.3%	116
Rented Drama Movie/30 Days	25	14.7%	136
Rented Family or Children`s Movie/30 Days	9	5.3%	98
Rented Foreign Movie/30 Days	3	1.8%	90
Rented Horror Movie/30 Days	8	4.7%	97
Rented Musical Movie/30 Days	4	2.4%	109
Rented News or Documentary Movie/30 Days	10	5.9%	160
Rented Romance Movie/30 Days	12	7.1%	165
Rented Science Fiction Movie/30 Days	11	6.5%	120
Rented TV Show Movie/30 Days	15	8.8%	144
Rented Western Movie/30 Days	7	4.1%	222
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	19	11.2%	95
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	9	5.3%	132
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	12	7.1%	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	56	32.9%	86
Spent $1-49 on Toys or Games for Child/12 Mo	8	4.7%	66
Spent $50-99 on Toys or Games for Child/12 Mo	4	2.4%	74
Spent $100-199 on Toys or Games for Child/12 Mo	13	7.6%	99
Spent $200-499 on Toys or Games for Child/12 Mo	19	11.2%	102
Spent $500+ on Toys or Games for Child/12 Mo	9	5.3%	90
Bought Infant Toy/12 Mo	12	7.1%	99
Bought Pre-School Toy/12 Mo	10	5.9%	81
Bought Boy Action Figure for Child/12 Mo	9	5.3%	72
Bought Girl Action Figure for Child/12 Mo	7	4.1%	133
Bought Action Game for Child/12 Mo	5	2.9%	122
Bought Bicycle for Child/12 Mo	6	3.5%	62
Bought Board Game for Child/12 Mo	23	13.5%	90
Bought Builder Set for Child/12 Mo	5	2.9%	52
Bought Car for Child/12 Mo	9	5.3%	71
Bought Construction Toy for Child/12 Mo	12	7.1%	101
Bought Fashion Doll for Child/12 Mo	5	2.9%	65
Bought Large/Baby Doll for Child/12 Mo	11	6.5%	99
Bought Doll Accessories for Child/12 Mo	9	5.3%	136
Bought Doll Clothing for Child/12 Mo	5	2.9%	81
Bought Educational Toy for Child/12 Mo	19	11.2%	78
Bought Electronic Doll or Animal for Child/12 Mo	3	1.8%	69
Bought Electronic Game for Child/12 Mo	7	4.1%	73
Bought Mechanical Toy for Child/12 Mo	4	2.4%	60
Bought Model Kit or Set for Child/12 Mo	4	2.4%	64
Bought Plush Doll or Animal for Child/12 Mo	16	9.4%	94
Bought Sound Game for Child/12 Mo	2	1.2%	94
Bought Water Toy for Child/12 Mo	12	7.1%	86
Bought Word Game for Child/12 Mo	4	2.4%	103
Bought Digital Book/12 Mo	25	14.7%	78
Bought Hardcover Book/12 Mo	42	24.7%	91
Bought Paperback Book/12 Mo	52	30.6%	90
Bought 1-3 Books/12 Mo	40	23.5%	110
Bought 4-6 Books/12 Mo	12	7.1%	59
Bought 7+ Books/12 Mo	33	19.4%	93
Bought Fiction Book/12 Mo	50	29.4%	93
Bought Non-Fiction Book/12 Mo	42	24.7%	83
Bought Biography/12 Mo	16	9.4%	102
Bought Children`s Book/12 Mo	15	8.8%	85
Bought Cookbook/12 Mo	16	9.4%	134
Bought History Book/12 Mo	13	7.6%	74
Bought Mystery Book/12 Mo	27	15.9%	128
Bought Novel/12 Mo	25	14.7%	89
Bought Religious Book (Not Bible)/12 Mo	9	5.3%	86
Bought Romance Book/12 Mo	11	6.5%	108
Bought Science Fiction Book/12 Mo	7	4.1%	60
Bought Personal/Business Self-Help Book/12 Mo	12	7.1%	84
Bought Travel Book/12 Mo	4	2.4%	130
Purchased Greeting Card/6 Mo	90	52.9%	98
Bought Book from Barnes & Noble Store/12 Mo	15	8.8%	85
Bought Book from Oth Book Store/12 Mo	13	7.6%	79
Bought Book from Amazon Online/12 Mo	50	29.4%	82
Bought Book from Barnes & Noble Online/12 Mo	5	2.9%	114
Bought Book from iTunes/Apple Books/12 Mo	3	1.8%	108
Listened to Audiobook/6 Mo	9	5.3%	64

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