

Simmons Entertainment, Leisure, Dining Summary Report



Date: July 31, 2021

Alpena (Place)

2020 Demographic Overview

Total Households	4,582
% Owner Occupied Housing Units	67.7%
% Renter Occupied Housing Units	32.3%
Population Density	1,117.1
Average Household Size	2.2
% Male Population	48.1%
% Female Population	51.9%
Median Age	43.4
Total Housing Units	5,346
% Occupied Housing Units	85.7%
% Vacant Housing Units	14.3%

2020 Entertainment, Leisure, Dining - Household Index

Family Restaurants - Visit Any Other Family Restaurants	96
Fast Food Restaurants - Visit Any Other Fast Food Restaurants	101
Casino Gambling - #Visits Last 12 Month More Than 10 Times	144
Casino Gambling - Where Last 12 Months Atlantic City	97
Casino Gambling - Where Last 12 Months Cruise Ships	54
Casino Gambling - Where Last 12 Months Indian Reservation	147
Casino Gambling - Where Last 12 Months Las Vegas	38
Casino Gambling - Where Last 12 Months Laughlin	64
Casino Gambling - Where Last 12 Months Mississippi's Gulf Coast (Gulfport/Biloxi)	37
Casino Gambling - Where Last 12 Months Other	121
Casino Gambling - Where Last 12 Months Reno/Lake Tahoe	223
Casino Gambling - Where Last 12 Months Riverboat	183
Casino Gambling - Where Last 12 Months The Caribbean Islands	58
Casino Gambling - Where Last 12 Months Tunica (Ms)	114
Casino Gambling - Visited In Last 12 Mo	108
Collct/Collctbls-personally Bght Lst 12 Any	108
Collct/Collctbls-personally Bght Lst 12 None Of These	94
Collct/Collctbls-personally Bght Lst 12 Other	95
Leisure Activities/Hobbies-last 12 Mos None Of These	94
Live Thtr/Conc/Dnce-attnd Lst 12 Mo Ye Comedy Club	76
Movie Attendance-how Often Last 90 Days 6 Or More	67
Movie Genre - Type Of Movie Seen Action/Adventure	79
Movie Genre - Type Of Movie Seen Comedy	82
Movie Genre - Type Of Movie Seen Documentary	70
Movie Genre - Type Of Movie Seen Drama	76
Movie Genre - Type Of Movie Seen Family	91

Movie Genre - Type Of Movie Seen Foreign Language/Independent	43
Movie Genre - Type Of Movie Seen Horror	90
Movie Genre - Type Of Movie Seen Mystery/Suspense/Thriller	85
Movie Genre - Type Of Movie Seen Other	90
Movie Genre - Type Of Movie Seen Romantic Comedy	80
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Sports-played/Participated Last 12 Mos Don't Know/No Answer	137
Sports-played/Participated Last 12 Mos Downhill/Cross Country Snow Skiing	74
Sports-played/Participated Last 12 Mos None Of These	121
Sports-played/Participated Last 12 Mos Other Sports	79
Sports-played/Participated Last 12 Mos Salt Water Fishing	110
Sports-played/Participated Last 12 Mos Snowboarding	92
Sports-played/Participated Last 12 Mos Snowmobiling	116
State Lot-#Times Bght Tickets Lst 12 Mo More Than Once A Week	92
State Lottery - Types Played Lst 12 Mos Daily Drawing	95
State Lottery - Types Played Lst 12 Mos Instant Game	117
State Lottery - Types Played Lst 30 Dys Daily Drawing	74
State Lottery - Types Played Lst 30 Dys Instant Game	119
State Lottery State Lottery-bought Tickets Last 12 Mo	104
Theme Parks -Attended Summary Busch Gardens	85
Theme Parks -Attended Summary Disney (Any Fl)	42
Theme Parks -Attended Summary Universal Studios	48
Theme Parks Theme Parks - Visit Any Last 12 Months	78

All values are displayed as indexed numbers (Base Average = 100) given the Index Base File: Entire US

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