



1,3,5

Latitude: 35.865474
Longitude: -101.973448

Ring: 1 mile radius

Demographic Summary	2010	2015
Population	9,213	9,349
Total Number of Adults	6,283	6,371
Households	3,041	3,078
Median Household Income	\$43,180	\$48,946

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,955	47.0%	93
Bought any women's apparel in last 12 months	2,654	42.3%	93
Bought apparel for child <13 in last 6 months	1,932	30.8%	109
Bought any shoes in last 12 months	3,156	50.2%	96
Bought costume jewelry in last 12 months	1,133	18.0%	87
Bought any fine jewelry in last 12 months	1,420	22.6%	99
Bought a watch in last 12 months	1,322	21.0%	102
Automobiles (Households)			
HH owns/leases any vehicle	2,617	86.1%	99
HH bought new vehicle in last 12 months	172	5.7%	69
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,405	86.1%	99
Bought/changed motor oil in last 12 months	3,551	56.5%	109
Had tune-up in last 12 months	1,921	30.6%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,592	57.2%	91
Drank regular cola in last 6 months	3,790	60.3%	115
Drank beer/ale in last 6 months	2,374	37.8%	89
Cameras & Film (Adults)			
Bought any camera in last 12 months	866	13.8%	93
Bought film in last 12 months	1,497	23.8%	101
Bought digital camera in last 12 months	245	3.9%	55
Bought memory card for camera in last 12 months	304	4.8%	64
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	1,696	27.0%	92
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,443	23.0%	89
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,701	27.1%	85
Avg monthly cell/mobile phone/PDA bill: \$100+	852	13.6%	88
Computers (Households)			
HH owns a personal computer	1,712	56.3%	78
HH spent <\$500 on home PC	250	8.2%	91
HH spent \$500-\$999 on home PC	478	15.7%	86
HH spent \$1000-\$1499 on home PC	309	10.2%	69
HH spent \$1500-\$1999 on home PC	159	5.2%	63
Spent \$2000+ on home PC	182	6.0%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,630	57.8%	97
Bought cigarettes at convenience store in last 30 days	1,191	19.0%	128
Bought gas at convenience store in last 30 days	2,461	39.2%	118
Spent at convenience store in last 30 days: <\$20	428	6.8%	70
Spent at convenience store in last 30 days: \$20-39	544	8.7%	87
Spent at convenience store in last 30 days: \$40+	2,430	38.7%	110
Entertainment (Adults)			
Attended movies in last 6 months	3,273	52.1%	89
Went to live theater in last 6 months	488	7.8%	62
Went to a bar/night club in last 12 months	948	15.1%	82
Dined out in last 12 months	2,376	37.8%	77
Gambled at a casino in last 12 months	725	11.5%	72
Visited a theme park in last 12 months	1,070	17.0%	77
DVDs rented in last 30 days: 1	133	2.1%	80
DVDs rented in last 30 days: 2	275	4.4%	93
DVDs rented in last 30 days: 3	185	2.9%	95
DVDs rented in last 30 days: 4	247	3.9%	98
DVDs rented in last 30 days: 5+	805	12.8%	97
DVDs purchased in last 30 days: 1	322	5.1%	96
DVDs purchased in last 30 days: 2	320	5.1%	97
DVDs purchased in last 30 days: 3-4	312	5.0%	101
DVDs purchased in last 30 days: 5+	366	5.8%	108
Spent on toys/games in last 12 months: <\$50	452	7.2%	115
Spent on toys/games in last 12 months: \$50-\$99	197	3.1%	114
Spent on toys/games in last 12 months: \$100-\$199	403	6.4%	90
Spent on toys/games in last 12 months: \$200-\$499	632	10.1%	97
Spent on toys/games in last 12 months: \$500+	261	4.2%	75
Financial (Adults)			
Have home mortgage (1st)	1,001	15.9%	88
Used ATM/cash machine in last 12 months	2,537	40.4%	80
Own any stock	358	5.7%	63
Own U.S. savings bond	334	5.3%	75
Own shares in mutual fund (stock)	367	5.8%	62
Own shares in mutual fund (bonds)	257	4.1%	71
Used full service brokerage firm in last 12 months	270	4.3%	71
Used discount brokerage firm in last 12 months	84	1.3%	68
Have 401K retirement savings	664	10.6%	64
Own any credit/debit card (in own name)	3,795	60.4%	83
Avg monthly credit card expenditures: <\$111	884	14.1%	96
Avg monthly credit card expenditures: \$111-225	440	7.0%	78
Avg monthly credit card expenditures: \$226-450	441	7.0%	82
Avg monthly credit card expenditures: \$451-700	342	5.4%	76
Avg monthly credit card expenditures: \$701+	489	7.8%	57

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,462	71.0%	102
Used bread in last 6 months	6,031	96.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	4,485	71.4%	96
Used fish/seafood (fresh or frozen) in last 6 months	3,177	50.6%	99
Used fresh fruit/vegetables in last 6 months	5,379	85.6%	99
Used fresh milk in last 6 months	5,793	92.2%	102
Health (Adults)			
Exercise at home 2+ times per week	1,559	24.8%	84
Exercise at club 2+ times per week	354	5.6%	49
Visited a doctor in last 12 months	4,428	70.5%	90
Used vitamin/dietary supplement in last 6 months	2,691	42.8%	90
Home (Households)			
Any home improvement in last 12 months	900	29.6%	95
Used housekeeper/maid/professional cleaning service in last 12 months	354	11.6%	74
Purchased any HH furnishing in last 12 months	277	9.1%	86
Purchased bedding/bath goods in last 12 months	1,582	52.0%	95
Purchased cooking/serving product in last 12 months	760	25.0%	92
Bought any kitchen appliance in last 12 months	543	17.9%	101
Insurance (Adults)			
Currently carry any life insurance	2,416	38.5%	79
Have medical/hospital/accident insurance	3,864	61.5%	85
Carry homeowner insurance	2,711	43.2%	81
Carry renter insurance	278	4.4%	73
Have auto/other vehicle insurance	5,084	80.9%	96
Pets (Households)			
HH owns any pet	1,435	47.2%	99
HH owns any cat	664	21.8%	94
HH owns any dog	1,102	36.2%	105
Reading Materials (Adults)			
Bought book in last 12 months	2,492	39.7%	80
Read any daily newspaper	2,237	35.6%	83
Heavy magazine reader	1,046	16.7%	84
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,101	65.3%	89
Went to family restaurant/steak house last mo: <2 times	1,600	25.5%	98
Went to family restaurant/steak house last mo: 2-4 times	1,447	23.0%	84
Went to family restaurant/steak house last mo: 5+ times	1,053	16.8%	86
Went to fast food/drive-in restaurant in last 6 mo	5,481	87.3%	97
Went to fast food/drive-in restaurant <5 times/mo	1,801	28.7%	94
Went to fast food/drive-in 5-12 times/mo	1,933	30.8%	98
Went to fast food/drive-in restaurant 13+ times/mo	1,747	27.8%	100
Fast food/drive-in last 6 mo: eat in	2,359	37.6%	98
Fast food/drive-in last 6 mo: home delivery	701	11.2%	100
Fast food/drive-in last 6 mo: take-out/drive-thru	3,301	52.6%	101
Fast food/drive-in last 6 mo: take-out/walk-in	1,244	19.8%	81

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,758	57.8%	90
HH average monthly long distance phone bill: <\$16	761	25.0%	90
HH average monthly long distance phone bill: \$16-25	247	8.1%	69
HH average monthly long distance phone bill: \$26-59	199	6.5%	67
HH average monthly long distance phone bill: \$60+	164	5.4%	123
Television & Sound Equipment (Households)			
HH owns 1 TV	584	19.2%	97
HH owns 2 TVs	795	26.1%	99
HH owns 3 TVs	697	22.9%	102
HH owns 4+ TVs	575	18.9%	90
HH subscribes to cable TV	1,388	45.6%	79
HH watched 15+ hours of cable TV last week	1,614	53.1%	88
Purchased audio equipment in last 12 months	243	8.0%	96
Purchased CD player in last 12 months	165	5.4%	103
Purchased DVD player in last 12 months	351	11.5%	109
Purchased MP3 player in last 12 months	185	6.1%	70
Purchased video game system in last 12 months	230	7.6%	87
Travel (Adults)			
Domestic travel in last 12 months	2,301	36.6%	69
Took 3+ domestic trips in last 12 months	768	12.2%	59
Spent on domestic vacations last 12 mo: <\$1000	626	10.0%	79
Spent on domestic vacations last 12 mo: \$1000-\$1499	362	5.8%	83
Spent on domestic vacations last 12 mo: \$1500-\$1999	198	3.2%	78
Spent on domestic vacations last 12 mo: \$2000-\$2999	202	3.2%	78
Spent on domestic vacations last 12 mo: \$3000+	172	2.7%	57
Foreign travel in last 3 years	904	14.4%	57
Took 3+ foreign trips by plane in last 3 years	140	2.2%	49
Spent on foreign vacations last 12 mo: <\$1000	264	4.2%	76
Spent on foreign vacations last 12 mo: \$1000-\$2999	186	3.0%	74
Spent on foreign vacations: \$3000+	154	2.5%	53
Stayed 1+ nights at hotel/motel in last 12 months	1,846	29.4%	71

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Ring: 3 miles radius

Demographic Summary	2010	2015
Population	14,742	15,095
Total Number of Adults	10,222	10,469
Households	5,088	5,202
Median Household Income	\$44,951	\$50,612

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	4,995	48.9%	97
Bought any women's apparel in last 12 months	4,417	43.2%	95
Bought apparel for child <13 in last 6 months	3,105	30.4%	107
Bought any shoes in last 12 months	5,185	50.7%	97
Bought costume jewelry in last 12 months	1,873	18.3%	88
Bought any fine jewelry in last 12 months	2,250	22.0%	96
Bought a watch in last 12 months	2,166	21.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	4,474	87.9%	101
HH bought new vehicle in last 12 months	344	6.8%	82
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,982	87.9%	101
Bought/changed motor oil in last 12 months	5,862	57.3%	111
Had tune-up in last 12 months	3,149	30.8%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,890	57.6%	92
Drank regular cola in last 6 months	5,956	58.3%	112
Drank beer/ale in last 6 months	3,916	38.3%	90
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,480	14.5%	97
Bought film in last 12 months	2,497	24.4%	103
Bought digital camera in last 12 months	494	4.8%	69
Bought memory card for camera in last 12 months	581	5.7%	75
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	2,831	27.7%	94
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,469	24.1%	94
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,879	28.2%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	1,429	14.0%	91
Computers (Households)			
HH owns a personal computer	3,084	60.6%	84
HH spent <\$500 on home PC	422	8.3%	92
HH spent \$500-\$999 on home PC	868	17.1%	93
HH spent \$1000-\$1499 on home PC	579	11.4%	77
HH spent \$1500-\$1999 on home PC	308	6.1%	73
Spent \$2000+ on home PC	324	6.4%	82

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,072	59.4%	99
Bought cigarettes at convenience store in last 30 days	1,862	18.2%	123
Bought gas at convenience store in last 30 days	4,040	39.5%	119
Spent at convenience store in last 30 days: <\$20	776	7.6%	78
Spent at convenience store in last 30 days: \$20-39	941	9.2%	92
Spent at convenience store in last 30 days: \$40+	3,958	38.7%	110
Entertainment (Adults)			
Attended movies in last 6 months	5,437	53.2%	91
Went to live theater in last 6 months	858	8.4%	67
Went to a bar/night club in last 12 months	1,539	15.1%	82
Dined out in last 12 months	4,174	40.8%	84
Gambled at a casino in last 12 months	1,250	12.2%	76
Visited a theme park in last 12 months	1,814	17.7%	80
DVDs rented in last 30 days: 1	234	2.3%	86
DVDs rented in last 30 days: 2	444	4.3%	93
DVDs rented in last 30 days: 3	307	3.0%	97
DVDs rented in last 30 days: 4	405	4.0%	99
DVDs rented in last 30 days: 5+	1,332	13.0%	99
DVDs purchased in last 30 days: 1	544	5.3%	99
DVDs purchased in last 30 days: 2	527	5.2%	98
DVDs purchased in last 30 days: 3-4	494	4.8%	99
DVDs purchased in last 30 days: 5+	581	5.7%	105
Spent on toys/games in last 12 months: <\$50	722	7.1%	113
Spent on toys/games in last 12 months: \$50-\$99	318	3.1%	114
Spent on toys/games in last 12 months: \$100-\$199	693	6.8%	95
Spent on toys/games in last 12 months: \$200-\$499	1,025	10.0%	97
Spent on toys/games in last 12 months: \$500+	452	4.4%	80
Financial (Adults)			
Have home mortgage (1st)	1,801	17.6%	97
Used ATM/cash machine in last 12 months	4,332	42.4%	83
Own any stock	676	6.6%	73
Own U.S. savings bond	634	6.2%	88
Own shares in mutual fund (stock)	699	6.8%	73
Own shares in mutual fund (bonds)	469	4.6%	79
Used full service brokerage firm in last 12 months	494	4.8%	79
Used discount brokerage firm in last 12 months	146	1.4%	72
Have 401K retirement savings	1,292	12.6%	76
Own any credit/debit card (in own name)	6,553	64.1%	88
Avg monthly credit card expenditures: <\$111	1,485	14.5%	99
Avg monthly credit card expenditures: \$111-225	805	7.9%	87
Avg monthly credit card expenditures: \$226-450	761	7.4%	87
Avg monthly credit card expenditures: \$451-700	605	5.9%	83
Avg monthly credit card expenditures: \$701+	902	8.8%	64

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	7,350	71.9%	104
Used bread in last 6 months	9,860	96.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	7,423	72.6%	97
Used fish/seafood (fresh or frozen) in last 6 months	5,235	51.2%	100
Used fresh fruit/vegetables in last 6 months	8,798	86.1%	100
Used fresh milk in last 6 months	9,474	92.7%	102
Health (Adults)			
Exercise at home 2+ times per week	2,662	26.0%	88
Exercise at club 2+ times per week	654	6.4%	55
Visited a doctor in last 12 months	7,408	72.5%	92
Used vitamin/dietary supplement in last 6 months	4,497	44.0%	92
Home (Households)			
Any home improvement in last 12 months	1,602	31.5%	101
Used housekeeper/maid/professional cleaning service in last 12 months	609	12.0%	76
Purchased any HH furnishing in last 12 months	470	9.2%	87
Purchased bedding/bath goods in last 12 months	2,687	52.8%	97
Purchased cooking/serving product in last 12 months	1,295	25.5%	94
Bought any kitchen appliance in last 12 months	928	18.2%	103
Insurance (Adults)			
Currently carry any life insurance	4,406	43.1%	89
Have medical/hospital/accident insurance	6,670	65.2%	90
Carry homeowner insurance	4,951	48.4%	91
Carry renter insurance	460	4.5%	75
Have auto/other vehicle insurance	8,492	83.1%	99
Pets (Households)			
HH owns any pet	2,597	51.0%	107
HH owns any cat	1,246	24.5%	105
HH owns any dog	2,015	39.6%	114
Reading Materials (Adults)			
Bought book in last 12 months	4,251	41.6%	84
Read any daily newspaper	3,908	38.2%	89
Heavy magazine reader	1,684	16.5%	83
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	6,879	67.3%	92
Went to family restaurant/steak house last mo: <2 times	2,594	25.4%	97
Went to family restaurant/steak house last mo: 2-4 times	2,518	24.6%	90
Went to family restaurant/steak house last mo: 5+ times	1,766	17.3%	88
Went to fast food/drive-in restaurant in last 6 mo	9,048	88.5%	99
Went to fast food/drive-in restaurant <5 times/mo	2,935	28.7%	94
Went to fast food/drive-in 5-12 times/mo	3,264	31.9%	101
Went to fast food/drive-in restaurant 13+ times/mo	2,849	27.9%	100
Fast food/drive-in last 6 mo: eat in	4,021	39.3%	102
Fast food/drive-in last 6 mo: home delivery	1,143	11.2%	100
Fast food/drive-in last 6 mo: take-out/drive-thru	5,488	53.7%	103
Fast food/drive-in last 6 mo: take-out/walk-in	2,102	20.6%	84

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	3,112	61.2%	95
HH average monthly long distance phone bill: <\$16	1,336	26.3%	94
HH average monthly long distance phone bill: \$16-25	487	9.6%	82
HH average monthly long distance phone bill: \$26-59	353	6.9%	71
HH average monthly long distance phone bill: \$60+	257	5.1%	115
Television & Sound Equipment (Households)			
HH owns 1 TV	950	18.7%	94
HH owns 2 TVs	1,320	25.9%	98
HH owns 3 TVs	1,173	23.1%	103
HH owns 4+ TVs	1,029	20.2%	97
HH subscribes to cable TV	2,261	44.4%	77
HH watched 15+ hours of cable TV last week	2,786	54.8%	91
Purchased audio equipment in last 12 months	405	8.0%	96
Purchased CD player in last 12 months	272	5.3%	102
Purchased DVD player in last 12 months	563	11.1%	105
Purchased MP3 player in last 12 months	330	6.5%	74
Purchased video game system in last 12 months	412	8.1%	93
Travel (Adults)			
Domestic travel in last 12 months	4,199	41.1%	78
Took 3+ domestic trips in last 12 months	1,498	14.7%	71
Spent on domestic vacations last 12 mo: <\$1000	1,089	10.7%	84
Spent on domestic vacations last 12 mo: \$1000-\$1499	650	6.4%	92
Spent on domestic vacations last 12 mo: \$1500-\$1999	325	3.2%	79
Spent on domestic vacations last 12 mo: \$2000-\$2999	352	3.4%	84
Spent on domestic vacations last 12 mo: \$3000+	328	3.2%	66
Foreign travel in last 3 years	1,591	15.6%	62
Took 3+ foreign trips by plane in last 3 years	238	2.3%	51
Spent on foreign vacations last 12 mo: <\$1000	436	4.3%	78
Spent on foreign vacations last 12 mo: \$1000-\$2999	285	2.8%	70
Spent on foreign vacations: \$3000+	273	2.7%	57
Stayed 1+ nights at hotel/motel in last 12 months	3,352	32.8%	79

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Ring: 5 miles radius

Demographic Summary	2010	2015
Population	15,135	15,524
Total Number of Adults	10,523	10,797
Households	5,231	5,357
Median Household Income	\$45,043	\$50,748

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,150	48.9%	97
Bought any women's apparel in last 12 months	4,555	43.3%	95
Bought apparel for child <13 in last 6 months	3,190	30.3%	107
Bought any shoes in last 12 months	5,337	50.7%	97
Bought costume jewelry in last 12 months	1,929	18.3%	88
Bought any fine jewelry in last 12 months	2,310	22.0%	96
Bought a watch in last 12 months	2,233	21.2%	103
Automobiles (Households)			
HH owns/leases any vehicle	4,606	88.1%	101
HH bought new vehicle in last 12 months	359	6.9%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,258	88.0%	101
Bought/changed motor oil in last 12 months	6,040	57.4%	111
Had tune-up in last 12 months	3,239	30.8%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,062	57.6%	92
Drank regular cola in last 6 months	6,116	58.1%	111
Drank beer/ale in last 6 months	4,027	38.3%	90
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,532	14.6%	98
Bought film in last 12 months	2,574	24.5%	104
Bought digital camera in last 12 months	518	4.9%	70
Bought memory card for camera in last 12 months	609	5.8%	76
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	2,921	27.8%	94
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,548	24.2%	94
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,971	28.2%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	1,476	14.0%	91
Computers (Households)			
HH owns a personal computer	3,185	60.9%	85
HH spent <\$500 on home PC	434	8.3%	92
HH spent \$500-\$999 on home PC	899	17.2%	94
HH spent \$1000-\$1499 on home PC	599	11.5%	78
HH spent \$1500-\$1999 on home PC	319	6.1%	73
Spent \$2000+ on home PC	333	6.4%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



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Latitude: 35.865474
Longitude: -101.973448

Ring: 5 miles radius

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,269	59.6%	100
Bought cigarettes at convenience store in last 30 days	1,917	18.2%	123
Bought gas at convenience store in last 30 days	4,163	39.6%	119
Spent at convenience store in last 30 days: <\$20	806	7.7%	79
Spent at convenience store in last 30 days: \$20-39	972	9.2%	92
Spent at convenience store in last 30 days: \$40+	4,076	38.7%	110
Entertainment (Adults)			
Attended movies in last 6 months	5,601	53.2%	91
Went to live theater in last 6 months	887	8.4%	67
Went to a bar/night club in last 12 months	1,578	15.0%	82
Dined out in last 12 months	4,313	41.0%	84
Gambled at a casino in last 12 months	1,289	12.3%	76
Visited a theme park in last 12 months	1,872	17.8%	80
DVDs rented in last 30 days: 1	242	2.3%	87
DVDs rented in last 30 days: 2	454	4.3%	92
DVDs rented in last 30 days: 3	315	3.0%	96
DVDs rented in last 30 days: 4	417	4.0%	99
DVDs rented in last 30 days: 5+	1,371	13.0%	99
DVDs purchased in last 30 days: 1	560	5.3%	99
DVDs purchased in last 30 days: 2	543	5.2%	98
DVDs purchased in last 30 days: 3-4	508	4.8%	98
DVDs purchased in last 30 days: 5+	598	5.7%	105
Spent on toys/games in last 12 months: <\$50	741	7.0%	113
Spent on toys/games in last 12 months: \$50-\$99	326	3.1%	113
Spent on toys/games in last 12 months: \$100-\$199	716	6.8%	95
Spent on toys/games in last 12 months: \$200-\$499	1,055	10.0%	97
Spent on toys/games in last 12 months: \$500+	468	4.4%	81
Financial (Adults)			
Have home mortgage (1st)	1,866	17.7%	98
Used ATM/cash machine in last 12 months	4,475	42.5%	84
Own any stock	699	6.6%	74
Own U.S. savings bond	657	6.2%	88
Own shares in mutual fund (stock)	723	6.9%	73
Own shares in mutual fund (bonds)	485	4.6%	80
Used full service brokerage firm in last 12 months	510	4.8%	80
Used discount brokerage firm in last 12 months	150	1.4%	72
Have 401K retirement savings	1,345	12.8%	77
Own any credit/debit card (in own name)	6,773	64.4%	88
Avg monthly credit card expenditures: <\$111	1,534	14.6%	99
Avg monthly credit card expenditures: \$111-225	834	7.9%	88
Avg monthly credit card expenditures: \$226-450	783	7.4%	87
Avg monthly credit card expenditures: \$451-700	625	5.9%	83
Avg monthly credit card expenditures: \$701+	939	8.9%	65

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Retail Market Potential

Prepared by STDBonline

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Ring: 5 miles radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	7,573	72.0%	104
Used bread in last 6 months	10,149	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	7,648	72.7%	98
Used fish/seafood (fresh or frozen) in last 6 months	5,388	51.2%	100
Used fresh fruit/vegetables in last 6 months	9,054	86.1%	100
Used fresh milk in last 6 months	9,752	92.7%	102
Health (Adults)			
Exercise at home 2+ times per week	2,746	26.1%	89
Exercise at club 2+ times per week	676	6.4%	56
Visited a doctor in last 12 months	7,639	72.6%	93
Used vitamin/dietary supplement in last 6 months	4,633	44.0%	92
Home (Households)			
Any home improvement in last 12 months	1,651	31.6%	101
Used housekeeper/maid/professional cleaning service in last 12 months	626	12.0%	76
Purchased any HH furnishing in last 12 months	483	9.2%	87
Purchased bedding/bath goods in last 12 months	2,763	52.8%	97
Purchased cooking/serving product in last 12 months	1,333	25.5%	94
Bought any kitchen appliance in last 12 months	954	18.2%	103
Insurance (Adults)			
Currently carry any life insurance	4,577	43.5%	90
Have medical/hospital/accident insurance	6,897	65.6%	90
Carry homeowner insurance	5,137	48.8%	92
Carry renter insurance	474	4.5%	75
Have auto/other vehicle insurance	8,757	83.2%	99
Pets (Households)			
HH owns any pet	2,683	51.3%	108
HH owns any cat	1,289	24.6%	106
HH owns any dog	2,084	39.8%	115
Reading Materials (Adults)			
Bought book in last 12 months	4,385	41.7%	84
Read any daily newspaper	4,040	38.4%	90
Heavy magazine reader	1,736	16.5%	83
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	7,097	67.5%	92
Went to family restaurant/steak house last mo: <2 times	2,665	25.3%	97
Went to family restaurant/steak house last mo: 2-4 times	2,610	24.8%	90
Went to family restaurant/steak house last mo: 5+ times	1,821	17.3%	89
Went to fast food/drive-in restaurant in last 6 mo	9,323	88.6%	99
Went to fast food/drive-in restaurant <5 times/mo	3,012	28.6%	94
Went to fast food/drive-in 5-12 times/mo	3,371	32.0%	102
Went to fast food/drive-in restaurant 13+ times/mo	2,939	27.9%	101
Fast food/drive-in last 6 mo: eat in	4,150	39.4%	103
Fast food/drive-in last 6 mo: home delivery	1,183	11.2%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	5,661	53.8%	103
Fast food/drive-in last 6 mo: take-out/walk-in	2,170	20.6%	84

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1,3,5

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	3,211	61.4%	95
HH average monthly long distance phone bill: <\$16	1,378	26.3%	95
HH average monthly long distance phone bill: \$16-25	507	9.7%	83
HH average monthly long distance phone bill: \$26-59	363	6.9%	71
HH average monthly long distance phone bill: \$60+	263	5.0%	115
Television & Sound Equipment (Households)			
HH owns 1 TV	977	18.7%	94
HH owns 2 TVs	1,356	25.9%	98
HH owns 3 TVs	1,207	23.1%	103
HH owns 4+ TVs	1,061	20.3%	97
HH subscribes to cable TV	2,322	44.4%	77
HH watched 15+ hours of cable TV last week	2,877	55.0%	92
Purchased audio equipment in last 12 months	417	8.0%	96
Purchased CD player in last 12 months	279	5.3%	101
Purchased DVD player in last 12 months	576	11.0%	104
Purchased MP3 player in last 12 months	341	6.5%	75
Purchased video game system in last 12 months	426	8.1%	94
Travel (Adults)			
Domestic travel in last 12 months	4,356	41.4%	78
Took 3+ domestic trips in last 12 months	1,558	14.8%	71
Spent on domestic vacations last 12 mo: <\$1000	1,124	10.7%	84
Spent on domestic vacations last 12 mo: \$1000-\$1499	670	6.4%	92
Spent on domestic vacations last 12 mo: \$1500-\$1999	333	3.2%	79
Spent on domestic vacations last 12 mo: \$2000-\$2999	363	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	341	3.2%	67
Foreign travel in last 3 years	1,642	15.6%	62
Took 3+ foreign trips by plane in last 3 years	244	2.3%	51
Spent on foreign vacations last 12 mo: <\$1000	448	4.3%	77
Spent on foreign vacations last 12 mo: \$1000-\$2999	290	2.8%	69
Spent on foreign vacations: \$3000+	281	2.7%	57
Stayed 1+ nights at hotel/motel in last 12 months	3,473	33.0%	80

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