

**Ferdinand Town Hall**  
**2065 Main St**  
**Ferdinand, IN 47532**

**Site Type: Drive Time**

**Latitude: 38.23231**  
**Longitude: -86.86144**  
**Drive Time: 15 Minutes**

Demographic Summary	2009	2014
Population	8,591	8,562
Population 18+	6,306	6,297
Households	3,061	3,072
Median Household Income	\$52,132	\$53,573

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	1,654	26.2%	82
HH owns a personal computer	1,998	65.3%	91
Purchased home PC in last 12 months	400	13.1%	85
Purchased home PC 1-2 years ago	565	18.5%	84
Purchased home PC 3-4 years ago	550	18.0%	101
Purchased home PC 5+ years ago	313	10.2%	112
Spent <\$500 on home PC	286	9.3%	103
Spent \$500-999 on home PC	560	18.3%	100
Spent \$1000-1499 on home PC	391	12.8%	87
Spent \$1500-1999 on home PC	212	6.9%	84
Spent \$2000-2999 on home PC	178	5.8%	75
Purchased home PC at computer superstore	279	9.1%	73
Purchased home PC at department store	179	5.8%	132
Purchased home PC direct from manufacturer	404	13.2%	93
Purchased home PC at electronics store	287	9.4%	96
Purchased home PC on Internet	155	5.1%	65
Purchased home PC at warehouse discount outlet	58	1.9%	86
HH owns desktop PC	1,717	56.1%	97
HH owns laptop/notebook/tablet PC	502	16.4%	64
HH owns any Apple/Apple Mac clone brand PC	71	2.3%	46
HH owns any IBM/IBM compatible brand PC	1,873	61.2%	93
Brand of PC that HH owns: Compaq	280	9.1%	104
Brand of PC that HH owns: Dell	740	24.2%	84
Brand of PC that HH owns: Gateway	238	7.8%	111
Brand of PC that HH owns: Hewlett Packard	418	13.7%	96
Brand of PC that HH owns: Lenovo/IBM	33	1.1%	59
Brand of PC that HH owns: Sony Vaio	44	1.4%	55
Child (under 18) uses home PC	656	21.4%	102
HH owns CD burner	1,008	32.9%	91
HH owns CD ROM drive	1,154	37.7%	96
HH owns DVD drive	607	19.8%	87
HH owns LAN/network interface card	247	8.1%	70
HH owns inkjet printer	1,319	43.1%	98
HH owns laser printer	349	11.4%	81
HH owns removable cartridge storage device	156	5.1%	81
HH owns scanner	881	28.8%	104
HH owns PC speakers	1,221	39.9%	96
HH owns tape backup	69	2.3%	82
HH owns modem/fax modem	656	21.4%	95
HH owns software: accounting	253	8.3%	89
HH owns software: communications/fax	208	6.8%	81
HH owns software: database/filing	226	7.4%	84
HH owns software: desktop publishing	313	10.2%	83

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	278	9.1%	91
HH owns software: entertainment/games	876	28.6%	98
HH owns software: personal finance/tax prep	375	12.3%	89
HH owns software: presentation graphics	164	5.4%	66
HH owns software: multimedia	388	12.7%	84
HH owns software: networking	233	7.6%	70
HH owns software: spreadsheet	571	18.7%	82
HH owns software: utility	166	5.4%	76
HH owns software: web authoring	62	2.0%	60
HH owns software: word processing	846	27.6%	83
Spent \$500+ on software for home PC in last 12 mo	56	1.8%	72
Purchased computer book in last 12 months	88	2.9%	59
HH owns fax machine	214	7.0%	79
Purchased audio equipment in last 12 months	204	6.7%	80
Purchased headphones in last 12 months	88	2.9%	83
HH owns camcorder	598	19.5%	99
Purchased camcorder in last 12 months	45	1.5%	66
HH owns digital camcorder	213	7.0%	79
HH owns CD player	1,463	47.8%	98
Purchased CD player in last 12 months	151	4.9%	94
HH owns DVD player	1,906	62.3%	98
Purchased DVD player in last 12 months	297	9.7%	92
HH owns 1 TV	587	19.2%	96
HH owns 2 TVs	824	26.9%	101
HH owns 3 TVs	695	22.7%	101
HH owns 4+ TVs	662	21.6%	103
HH owns color floor TV	1,096	35.8%	94
HH owns color portable TV	1,912	62.5%	111
HH owns miniature screen TV (<13 in)	297	9.7%	113
Most recent TV purchase: miniature screen (<13 in)	107	3.5%	108
HH owns regular screen TV (13"-26")	1,512	49.4%	108
Most recent TV purchase: regular screen (13"-26")	845	27.6%	105
HH owns large screen TV (27"-35")	1,556	50.8%	107
Most recent TV purchase: large screen (27"-35")	1,128	36.9%	109
HH owns big screen TV (36"-42")	412	13.5%	88
Most recent TV purchase: big screen (36"-42")	302	9.9%	89
HH owns giant screen TV (over 42")	318	10.4%	85
Most recent TV purchase: giant screen (over 42")	242	7.9%	83
HH owns LCD TV	282	9.2%	73
HH owns plasma TV	151	4.9%	84
HH owns projection TV	157	5.1%	92
HH owns VCR	1,508	49.3%	104
HH owns combination TV/VCR	470	15.4%	101
HH owns video game system	946	30.9%	99
Purchased video game system in last 12 months	236	7.7%	89
HH owns video game system: handheld	459	15.0%	103
HH owns video game system: attached to TV/computer	811	26.5%	98
HH owns video game system: Game Boy	227	7.4%	103
HH owns video game system: Game Boy Advance/SP	237	7.7%	105
HH owns video game system: Nintendo DS	169	5.5%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	146	4.8%	90
HH owns video game system: Sony PlayStation/PS One	151	4.9%	108
HH owns video game system: PlayStation 2	536	17.5%	102
HH owns video game system: Sony PSP	53	1.7%	74
HH owns video game system: Xbox	177	5.8%	87
HH owns video game system: Xbox 360	91	3.0%	74
HH purchased 5+ video games in last 12 months	327	10.7%	100
HH spent \$101+ on video games in last 12 months	170	5.6%	82
HH owns MP3 player	422	13.8%	69
Purchased MP3 player in last 12 months	177	5.8%	66
HH owns Apple iPod	124	4.1%	50
HH purchased Apple iPod in last 12 months	49	1.6%	54
Have any access to the Internet	4,915	77.9%	94
Have access to Internet: at home	3,795	60.2%	89
Have access to Internet: at work	1,836	29.1%	78
Have access to Internet: at school/library	1,357	21.5%	88
Have access to Internet: not hm/work/school/library	1,070	17.0%	90
Use Internet less than once a week	393	6.2%	152
Use Internet 1-2 times per week	402	6.4%	110
Use Internet 3-6 times per week	492	7.8%	93
Use Internet once a day	670	10.6%	100
Use Internet 2-4 times per day	858	13.6%	80
Use Internet 5 or more times per day	882	14.0%	64
Any Internet or online usage in last 30 days	3,697	58.6%	87
Used Internet in last 30 days: at home	3,119	49.5%	84
Used Internet in last 30 days: at work	1,464	23.2%	74
Used Internet in last 30 days: at school/library	267	4.2%	59
Used Internet/30 days: not home/work/school/library	438	6.9%	81
Internet last 30 days: used email	3,072	48.7%	82
Internet last 30 days: used Instant Messenger	1,138	18.0%	74
Internet last 30 days: paid bills online	1,218	19.3%	67
Internet last 30 days: visited online blog	303	4.8%	60
Internet last 30 days: wrote online blog	94	1.5%	45
Internet last 30 days: visited chat room	195	3.1%	69
Internet last 30 days: looked for employment	501	7.9%	75
Internet last 30 days: played games online	1,060	16.8%	88
Internet last 30 days: traded/tracked investments	402	6.4%	64
Internet last 30 days: downloaded music	673	10.7%	67
Internet last 30 days: made phone call	83	1.3%	46
Internet last 30 days: made personal purchase	1,340	21.2%	73
Internet last 30 days: made business purchase	397	6.3%	69
Internet last 30 days: made travel plans	665	10.5%	64
Internet last 30 days: watched online video	612	9.7%	69
Internet last 30 days: obtained new/used car info	467	7.4%	84
Internet last 30 days: obtained financial info	958	15.2%	70
Internet last 30 days: obtained medical info	763	12.1%	79
Internet last 30 days: obtained latest news	1,676	26.6%	76
Internet last 30 days: obtained real estate info	364	5.8%	55

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,015	16.1%	77
Ordered anything on Internet in last 12 months	1,740	27.6%	83
Ordered on Internet/12 mo: airline ticket	566	9.0%	56
Ordered on Internet/12 mo: CD/tape	201	3.2%	67
Ordered on Internet/12 mo: clothing	623	9.9%	77
Ordered on Internet/12 mo: computer	149	2.4%	68
Ordered on Internet/12 mo: computer peripheral	152	2.4%	60
Ordered on Internet/12 mo: DVD	267	4.2%	66
Ordered on Internet/12 mo: flowers	114	1.8%	43
Ordered on Internet/12 mo: software	238	3.8%	69
Ordered on Internet/12 mo: ticket (concert/sports)	336	5.3%	62
Ordered on Internet/12 mo: toy	205	3.3%	70
Purchased item from amazon.com in last 12 months	476	7.5%	62
Purchased item from barnes&noble.com in last 12 mo	113	1.8%	56
Purchased item from bestbuy.com in last 12 months	99	1.6%	66
Purchased item from ebay.com in last 12 months	470	7.5%	85
Purchased item from walmart.com in last 12 months	183	2.9%	88
Spent on Internet orders last 12 months: <\$200	668	10.6%	103
Spent on Internet orders last 12 months: \$200-499	429	6.8%	87
Spent on Internet orders last 12 months: \$500+	560	8.9%	64
Connection to Internet from home: dial-up modem	1,251	19.8%	160
Connection to Internet from home: cable modem	999	15.8%	65
Connection to Internet from home: DSL	1,165	18.5%	79
Connection to Internet from home: wireless	330	5.2%	53
Connection to Internet from home: any broadband	2,365	37.5%	72
DVDs rented in last 30 days: 1	142	2.3%	85
DVDs rented in last 30 days: 2	257	4.1%	87
DVDs rented in last 30 days: 3	174	2.8%	89
DVDs rented in last 30 days: 4	227	3.6%	90
DVDs rented in last 30 days: 5+	772	12.2%	93
Rented video tape/DVD last month: action/adventure	1,223	19.4%	100
Rented video tape/DVD last month: classic	184	2.9%	74
Rented video tape/DVD last month: comedy	1,217	19.3%	96
Rented video tape/DVD last month: drama	702	11.1%	84
Rented video tape/DVD last month: family/children	563	8.9%	102
Rented video tape/DVD last month: foreign	95	1.5%	81
Rented video tape/DVD last month: horror	492	7.8%	104
Rented video tape/DVD last month: romance	453	7.2%	104
Rented video tape/DVD last month: science fiction	293	4.6%	89
Rented video tape/DVD last mo at Blockbuster Video	558	8.8%	69
Rented video tape/DVD last mo at Hollywood Video	177	2.8%	58
Bought video tape/DVD last month: action/adventure	528	8.4%	106
Bought video tape/DVD last month: classic	127	2.0%	97
Bought video tape/DVD last month: comedy	491	7.8%	96
Bought video tape/DVD last month: drama	257	4.1%	95
Bought video tape/DVD last month: family/children	384	6.1%	103
Bought video tape/DVD last month: horror	208	3.3%	106
Bought video tape/DVD last month: romance	156	2.5%	109
Bought video tape/DVD last month: science fiction	154	2.4%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	132	2.1%	85
Bought blank video tape in last 6 months	610	9.7%	101
Bought 7+ blank video tapes in last 6 months	130	2.1%	100
DVDs purchased in last 30 days: 1	368	5.8%	109
DVDs purchased in last 30 days: 2	355	5.6%	107
DVDs purchased in last 30 days: 3-4	313	5.0%	101
DVDs purchased in last 30 days: 5+	323	5.1%	95
Bought any camera in last 12 months	921	14.6%	98
Spent on cameras in last 12 months: <\$100	434	6.9%	122
Spent on cameras in last 12 months: \$100-199	178	2.8%	101
Spent on cameras in last 12 months: \$200+	199	3.2%	68
Own APS (point & shoot or SLR) camera	137	2.2%	77
Own digital camera	1,827	29.0%	93
Bought digital camera in last 12 months	356	5.6%	80
Own digital point & shoot camera	1,348	21.4%	93
Bought digital point & shoot camera in last 12 mo	239	3.8%	75
Own digital SLR camera	527	8.4%	93
Bought digital SLR camera in last 12 months	135	2.1%	88
Own instant developing camera	167	2.6%	127
Own 35mm auto focus point & shoot camera	395	6.3%	118
Own 35mm auto focus single lens reflex camera	135	2.1%	81
Own 35mm auto focus zoom camera	470	7.5%	119
Own 35mm single lens reflex camera	232	3.7%	107
Own Canon camera	771	12.2%	83
Bought Canon camera in last 12 months	98	1.6%	67
Own Fuji camera	287	4.6%	98
Bought Fuji camera in last 12 months	144	2.3%	121
Own Kodak camera	869	13.8%	111
Bought Kodak camera in last 12 months	198	3.1%	87
Own Nikon camera	261	4.1%	83
Own Olympus camera	258	4.1%	83
Own Polaroid camera	209	3.3%	129
Bought any camera accessory in last 12 months	1,051	16.7%	87
Bought film in last 12 months	1,565	24.8%	105
Bought film in last 12 months: <3 rolls	634	10.1%	100
Bought film in last 12 months: 3-6 rolls	575	9.1%	114
Bought film in last 12 months: 7+ rolls	356	5.6%	96
Bought film in last 12 mo: APS (color prints)	167	2.6%	93
Bought film in last 12 mo: instant developing	141	2.2%	97
Bought film in last 12 mo: 35mm (black & white)	56	0.9%	75
Bought film in last 12 mo: 35mm (color prints)	1,047	16.6%	111
Bought Fuji film in last 12 months	482	7.6%	113
Bought Kodak film in last 12 months	971	15.4%	102
Bought store-brand film in last 12 months	132	2.1%	94
Purchased film in last 12 mo: department store	405	6.4%	150
Purchased film in last 12 mo: discount store	565	9.0%	134

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	257	4.1%	71
Purchased film in last 12 mo: grocery store	151	2.4%	84
Purchased film in last 12 mo: 1 hour service store	159	2.5%	98
Had film processed at department store	217	3.4%	132
Had film processed at discount store	365	5.8%	133
Had film processed at drug store	269	4.3%	80
Had film processed at grocery store	84	1.3%	78
Had film processed at 1 hour service store	193	3.1%	103
Bought memory card for camera in last 12 months	376	6.0%	78
Own memory card for camera	1,382	21.9%	97

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Demographic Summary	2009	2014
Population	52,529	53,477
Population 18+	39,702	40,594
Households	19,743	20,291
Median Household Income	\$52,948	\$54,235

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	10,972	27.6%	86
HH owns a personal computer	13,174	66.7%	93
Purchased home PC in last 12 months	2,715	13.8%	89
Purchased home PC 1-2 years ago	3,812	19.3%	88
Purchased home PC 3-4 years ago	3,507	17.8%	100
Purchased home PC 5+ years ago	1,971	10.0%	109
Spent <\$500 on home PC	1,903	9.6%	106
Spent \$500-999 on home PC	3,651	18.5%	101
Spent \$1000-1499 on home PC	2,617	13.3%	90
Spent \$1500-1999 on home PC	1,463	7.4%	89
Spent \$2000-2999 on home PC	1,159	5.9%	76
Purchased home PC at computer superstore	1,896	9.6%	77
Purchased home PC at department store	1,089	5.5%	124
Purchased home PC direct from manufacturer	2,658	13.5%	95
Purchased home PC at electronics store	1,880	9.5%	97
Purchased home PC on Internet	1,079	5.5%	70
Purchased home PC at warehouse discount outlet	393	2.0%	91
HH owns desktop PC	11,258	57.0%	98
HH owns laptop/notebook/tablet PC	3,550	18.0%	70
HH owns any Apple/Apple Mac clone brand PC	554	2.8%	56
HH owns any IBM/IBM compatible brand PC	12,298	62.3%	95
Brand of PC that HH owns: Compaq	1,860	9.4%	107
Brand of PC that HH owns: Dell	4,960	25.1%	88
Brand of PC that HH owns: Gateway	1,507	7.6%	109
Brand of PC that HH owns: Hewlett Packard	2,693	13.6%	96
Brand of PC that HH owns: Lenovo/IBM	237	1.2%	66
Brand of PC that HH owns: Sony Vaio	327	1.7%	63
Child (under 18) uses home PC	4,203	21.3%	102
HH owns CD burner	6,647	33.7%	93
HH owns CD ROM drive	7,554	38.3%	97
HH owns DVD drive	3,970	20.1%	88
HH owns LAN/network interface card	1,679	8.5%	74
HH owns inkjet printer	8,630	43.7%	99
HH owns laser printer	2,289	11.6%	82
HH owns removable cartridge storage device	1,093	5.5%	88
HH owns scanner	5,616	28.4%	103
HH owns PC speakers	7,962	40.3%	97
HH owns tape backup	464	2.4%	85
HH owns modem/fax modem	4,339	22.0%	98
HH owns software: accounting	1,656	8.4%	90
HH owns software: communications/fax	1,407	7.1%	85
HH owns software: database/filing	1,509	7.6%	87
HH owns software: desktop publishing	2,161	10.9%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,819	9.2%	93
HH owns software: entertainment/games	5,747	29.1%	100
HH owns software: personal finance/tax prep	2,453	12.4%	90
HH owns software: presentation graphics	1,160	5.9%	72
HH owns software: multimedia	2,614	13.2%	87
HH owns software: networking	1,679	8.5%	78
HH owns software: spreadsheet	3,850	19.5%	85
HH owns software: utility	1,134	5.7%	81
HH owns software: web authoring	469	2.4%	71
HH owns software: word processing	5,731	29.0%	87
Spent \$500+ on software for home PC in last 12 mo	392	2.0%	78
Purchased computer book in last 12 months	629	3.2%	66
HH owns fax machine	1,428	7.2%	81
Purchased audio equipment in last 12 months	1,404	7.1%	86
Purchased headphones in last 12 months	587	3.0%	86
HH owns camcorder	3,834	19.4%	98
Purchased camcorder in last 12 months	315	1.6%	72
HH owns digital camcorder	1,365	6.9%	79
HH owns CD player	9,635	48.8%	100
Purchased CD player in last 12 months	1,088	5.5%	105
HH owns DVD player	12,395	62.8%	98
Purchased DVD player in last 12 months	1,963	9.9%	94
HH owns 1 TV	3,777	19.1%	96
HH owns 2 TVs	5,374	27.2%	103
HH owns 3 TVs	4,414	22.4%	100
HH owns 4+ TVs	4,191	21.2%	101
HH owns color floor TV	7,033	35.6%	94
HH owns color portable TV	12,132	61.4%	109
HH owns miniature screen TV (<13 in)	1,897	9.6%	112
Most recent TV purchase: miniature screen (<13 in)	673	3.4%	106
HH owns regular screen TV (13"-26")	9,724	49.3%	107
Most recent TV purchase: regular screen (13"-26")	5,516	27.9%	106
HH owns large screen TV (27"-35")	9,824	49.8%	104
Most recent TV purchase: large screen (27"-35")	7,049	35.7%	106
HH owns big screen TV (36"-42")	2,653	13.4%	88
Most recent TV purchase: big screen (36"-42")	1,952	9.9%	89
HH owns giant screen TV (over 42")	2,109	10.7%	88
Most recent TV purchase: giant screen (over 42")	1,626	8.2%	86
HH owns LCD TV	1,918	9.7%	77
HH owns plasma TV	964	4.9%	83
HH owns projection TV	995	5.0%	90
HH owns VCR	9,803	49.7%	105
HH owns combination TV/VCR	3,013	15.3%	101
HH owns video game system	6,052	30.7%	98
Purchased video game system in last 12 months	1,539	7.8%	90
HH owns video game system: handheld	2,855	14.5%	99
HH owns video game system: attached to TV/computer	5,195	26.3%	97
HH owns video game system: Game Boy	1,388	7.0%	97
HH owns video game system: Game Boy Advance/SP	1,485	7.5%	102
HH owns video game system: Nintendo DS	1,078	5.5%	97

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**Ferdinand Town Hall**  
2065 Main St  
Ferdinand, IN 47532

**Site Type: Drive Time**

Latitude: 38.23231  
Longitude: -86.86144  
Drive Time: 30 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	967	4.9%	93
HH owns video game system: Sony PlayStation/PS One	945	4.8%	105
HH owns video game system: PlayStation 2	3,416	17.3%	100
HH owns video game system: Sony PSP	349	1.8%	76
HH owns video game system: Xbox	1,155	5.9%	88
HH owns video game system: Xbox 360	597	3.0%	75
HH purchased 5+ video games in last 12 months	2,068	10.5%	98
HH spent \$101+ on video games in last 12 months	1,140	5.8%	85
HH owns MP3 player	2,939	14.9%	75
Purchased MP3 player in last 12 months	1,252	6.3%	73
HH owns Apple iPod	886	4.5%	55
HH purchased Apple iPod in last 12 months	347	1.8%	59
Have any access to the Internet	31,309	78.9%	95
Have access to Internet: at home	24,310	61.2%	91
Have access to Internet: at work	12,119	30.5%	82
Have access to Internet: at school/library	8,689	21.9%	89
Have access to Internet: not hm/work/school/library	6,923	17.4%	93
Use Internet less than once a week	2,338	5.9%	144
Use Internet 1-2 times per week	2,526	6.4%	110
Use Internet 3-6 times per week	3,230	8.1%	97
Use Internet once a day	4,240	10.7%	100
Use Internet 2-4 times per day	5,704	14.4%	84
Use Internet 5 or more times per day	5,954	15.0%	69
Any Internet or online usage in last 30 days	23,993	60.4%	90
Used Internet in last 30 days: at home	20,257	51.0%	87
Used Internet in last 30 days: at work	9,696	24.4%	78
Used Internet in last 30 days: at school/library	1,807	4.6%	64
Used Internet/30 days: not home/work/school/library	2,802	7.1%	83
Internet last 30 days: used email	20,096	50.6%	86
Internet last 30 days: used Instant Messenger	7,580	19.1%	78
Internet last 30 days: paid bills online	8,306	20.9%	73
Internet last 30 days: visited online blog	1,934	4.9%	60
Internet last 30 days: wrote online blog	709	1.8%	54
Internet last 30 days: visited chat room	1,341	3.4%	75
Internet last 30 days: looked for employment	3,302	8.3%	79
Internet last 30 days: played games online	6,997	17.6%	92
Internet last 30 days: traded/tracked investments	2,636	6.6%	66
Internet last 30 days: downloaded music	4,529	11.4%	71
Internet last 30 days: made phone call	570	1.4%	50
Internet last 30 days: made personal purchase	8,755	22.1%	76
Internet last 30 days: made business purchase	2,641	6.7%	73
Internet last 30 days: made travel plans	4,477	11.3%	68
Internet last 30 days: watched online video	4,186	10.5%	75
Internet last 30 days: obtained new/used car info	2,910	7.3%	84
Internet last 30 days: obtained financial info	6,410	16.1%	75
Internet last 30 days: obtained medical info	4,998	12.6%	83
Internet last 30 days: obtained latest news	11,111	28.0%	80
Internet last 30 days: obtained real estate info	2,524	6.4%	61

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	6,695	16.9%	80
Ordered anything on Internet in last 12 months	11,225	28.3%	85
Ordered on Internet/12 mo: airline ticket	3,947	9.9%	62
Ordered on Internet/12 mo: CD/tape	1,392	3.5%	74
Ordered on Internet/12 mo: clothing	3,928	9.9%	77
Ordered on Internet/12 mo: computer	986	2.5%	72
Ordered on Internet/12 mo: computer peripheral	1,008	2.5%	63
Ordered on Internet/12 mo: DVD	1,944	4.9%	76
Ordered on Internet/12 mo: flowers	840	2.1%	50
Ordered on Internet/12 mo: software	1,550	3.9%	72
Ordered on Internet/12 mo: ticket (concert/sports)	2,213	5.6%	65
Ordered on Internet/12 mo: toy	1,350	3.4%	73
Purchased item from amazon.com in last 12 months	3,170	8.0%	65
Purchased item from barnes&noble.com in last 12 mo	782	2.0%	61
Purchased item from bestbuy.com in last 12 months	682	1.7%	72
Purchased item from ebay.com in last 12 months	3,062	7.7%	88
Purchased item from walmart.com in last 12 months	1,229	3.1%	93
Spent on Internet orders last 12 months: <\$200	4,165	10.5%	102
Spent on Internet orders last 12 months: \$200-499	2,741	6.9%	89
Spent on Internet orders last 12 months: \$500+	3,755	9.5%	68
Connection to Internet from home: dial-up modem	7,444	18.7%	151
Connection to Internet from home: cable modem	6,815	17.2%	71
Connection to Internet from home: DSL	7,639	19.2%	82
Connection to Internet from home: wireless	2,271	5.7%	58
Connection to Internet from home: any broadband	15,773	39.7%	76
DVDs rented in last 30 days: 1	993	2.5%	94
DVDs rented in last 30 days: 2	1,658	4.2%	89
DVDs rented in last 30 days: 3	1,112	2.8%	90
DVDs rented in last 30 days: 4	1,467	3.7%	93
DVDs rented in last 30 days: 5+	4,911	12.4%	94
Rented video tape/DVD last month: action/adventure	7,772	19.6%	101
Rented video tape/DVD last month: classic	1,201	3.0%	77
Rented video tape/DVD last month: comedy	7,804	19.7%	98
Rented video tape/DVD last month: drama	4,617	11.6%	88
Rented video tape/DVD last month: family/children	3,634	9.2%	104
Rented video tape/DVD last month: foreign	594	1.5%	80
Rented video tape/DVD last month: horror	3,137	7.9%	106
Rented video tape/DVD last month: romance	2,867	7.2%	104
Rented video tape/DVD last month: science fiction	1,949	4.9%	94
Rented video tape/DVD last mo at Blockbuster Video	3,753	9.5%	73
Rented video tape/DVD last mo at Hollywood Video	1,187	3.0%	62
Bought video tape/DVD last month: action/adventure	3,221	8.1%	103
Bought video tape/DVD last month: classic	821	2.1%	99
Bought video tape/DVD last month: comedy	3,272	8.2%	102
Bought video tape/DVD last month: drama	1,605	4.0%	95
Bought video tape/DVD last month: family/children	2,458	6.2%	104
Bought video tape/DVD last month: horror	1,246	3.1%	101
Bought video tape/DVD last month: romance	969	2.4%	107
Bought video tape/DVD last month: science fiction	963	2.4%	100

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**Drive Time: 30 Minutes**

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	792	2.0%	81
Bought blank video tape in last 6 months	3,880	9.8%	102
Bought 7+ blank video tapes in last 6 months	872	2.2%	106
DVDs purchased in last 30 days: 1	2,309	5.8%	109
DVDs purchased in last 30 days: 2	2,227	5.6%	107
DVDs purchased in last 30 days: 3-4	1,900	4.8%	98
DVDs purchased in last 30 days: 5+	2,027	5.1%	95
Bought any camera in last 12 months	5,931	14.9%	101
Spent on cameras in last 12 months: <\$100	2,757	6.9%	123
Spent on cameras in last 12 months: \$100-199	1,179	3.0%	106
Spent on cameras in last 12 months: \$200+	1,273	3.2%	70
Own APS (point & shoot or SLR) camera	903	2.3%	81
Own digital camera	11,815	29.8%	96
Bought digital camera in last 12 months	2,460	6.2%	88
Own digital point & shoot camera	8,757	22.1%	96
Bought digital point & shoot camera in last 12 mo	1,717	4.3%	85
Own digital SLR camera	3,357	8.5%	94
Bought digital SLR camera in last 12 months	853	2.1%	88
Own instant developing camera	955	2.4%	115
Own 35mm auto focus point & shoot camera	2,453	6.2%	116
Own 35mm auto focus single lens reflex camera	873	2.2%	83
Own 35mm auto focus zoom camera	2,872	7.2%	115
Own 35mm single lens reflex camera	1,412	3.6%	104
Own Canon camera	5,029	12.7%	86
Bought Canon camera in last 12 months	634	1.6%	68
Own Fuji camera	1,907	4.8%	103
Bought Fuji camera in last 12 months	886	2.2%	119
Own Kodak camera	5,602	14.1%	114
Bought Kodak camera in last 12 months	1,328	3.3%	93
Own Nikon camera	1,694	4.3%	86
Own Olympus camera	1,658	4.2%	85
Own Polaroid camera	1,298	3.3%	127
Bought any camera accessory in last 12 months	6,923	17.4%	91
Bought film in last 12 months	9,843	24.8%	105
Bought film in last 12 months: <3 rolls	4,000	10.1%	101
Bought film in last 12 months: 3-6 rolls	3,559	9.0%	112
Bought film in last 12 months: 7+ rolls	2,283	5.8%	98
Bought film in last 12 mo: APS (color prints)	1,068	2.7%	94
Bought film in last 12 mo: instant developing	904	2.3%	99
Bought film in last 12 mo: 35mm (black & white)	370	0.9%	79
Bought film in last 12 mo: 35mm (color prints)	6,671	16.8%	112
Bought Fuji film in last 12 months	2,977	7.5%	111
Bought Kodak film in last 12 months	6,162	15.5%	103
Bought store-brand film in last 12 months	869	2.2%	98
Purchased film in last 12 mo: department store	2,347	5.9%	138
Purchased film in last 12 mo: discount store	3,489	8.8%	132

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,792	4.5%	78
Purchased film in last 12 mo: grocery store	1,074	2.7%	94
Purchased film in last 12 mo: 1 hour service store	956	2.4%	93
Had film processed at department store	1,327	3.3%	128
Had film processed at discount store	2,234	5.6%	130
Had film processed at drug store	1,790	4.5%	85
Had film processed at grocery store	632	1.6%	93
Had film processed at 1 hour service store	1,173	3.0%	100
Bought memory card for camera in last 12 months	2,514	6.3%	83
Own memory card for camera	8,721	22.0%	97

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**Site Type: Drive Time**

**Latitude: 38.23231**  
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**Drive Time: 45 Minutes**

Demographic Summary	2009	2014
Population	111,741	113,337
Population 18+	84,881	86,530
Households	43,415	44,412
Median Household Income	\$50,309	\$51,961

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	21,643	25.5%	79
HH owns a personal computer	27,848	64.1%	89
Purchased home PC in last 12 months	5,537	12.8%	83
Purchased home PC 1-2 years ago	8,009	18.4%	84
Purchased home PC 3-4 years ago	7,437	17.1%	96
Purchased home PC 5+ years ago	4,261	9.8%	107
Spent <\$500 on home PC	4,129	9.5%	105
Spent \$500-999 on home PC	7,824	18.0%	98
Spent \$1000-1499 on home PC	5,359	12.3%	84
Spent \$1500-1999 on home PC	2,854	6.6%	79
Spent \$2000-2999 on home PC	2,411	5.6%	72
Purchased home PC at computer superstore	3,823	8.8%	71
Purchased home PC at department store	2,521	5.8%	131
Purchased home PC direct from manufacturer	5,440	12.5%	88
Purchased home PC at electronics store	3,835	8.8%	90
Purchased home PC on Internet	2,224	5.1%	66
Purchased home PC at warehouse discount outlet	840	1.9%	88
HH owns desktop PC	23,847	54.9%	95
HH owns laptop/notebook/tablet PC	7,144	16.5%	64
HH owns any Apple/Apple Mac clone brand PC	1,083	2.5%	49
HH owns any IBM/IBM compatible brand PC	25,994	59.9%	91
Brand of PC that HH owns: Compaq	3,921	9.0%	102
Brand of PC that HH owns: Dell	10,336	23.8%	83
Brand of PC that HH owns: Gateway	3,239	7.5%	107
Brand of PC that HH owns: Hewlett Packard	5,786	13.3%	94
Brand of PC that HH owns: Lenovo/IBM	501	1.2%	63
Brand of PC that HH owns: Sony Vaio	672	1.5%	59
Child (under 18) uses home PC	8,900	20.5%	98
HH owns CD burner	13,837	31.9%	88
HH owns CD ROM drive	15,909	36.6%	93
HH owns DVD drive	8,206	18.9%	83
HH owns LAN/network interface card	3,422	7.9%	69
HH owns inkjet printer	18,137	41.8%	95
HH owns laser printer	4,701	10.8%	77
HH owns removable cartridge storage device	2,196	5.1%	80
HH owns scanner	11,853	27.3%	99
HH owns PC speakers	16,785	38.7%	93
HH owns tape backup	1,010	2.3%	84
HH owns modem/fax modem	9,083	20.9%	93
HH owns software: accounting	3,362	7.7%	83
HH owns software: communications/fax	2,852	6.6%	79
HH owns software: database/filing	3,069	7.1%	81
HH owns software: desktop publishing	4,315	9.9%	81

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	3,804	8.8%	88
HH owns software: entertainment/games	12,075	27.8%	96
HH owns software: personal finance/tax prep	4,993	11.5%	83
HH owns software: presentation graphics	2,305	5.3%	65
HH owns software: multimedia	5,344	12.3%	81
HH owns software: networking	3,394	7.8%	72
HH owns software: spreadsheet	7,816	18.0%	79
HH owns software: utility	2,326	5.4%	75
HH owns software: web authoring	947	2.2%	65
HH owns software: word processing	11,819	27.2%	82
Spent \$500+ on software for home PC in last 12 mo	807	1.9%	73
Purchased computer book in last 12 months	1,264	2.9%	60
HH owns fax machine	2,967	6.8%	77
Purchased audio equipment in last 12 months	2,910	6.7%	81
Purchased headphones in last 12 months	1,216	2.8%	81
HH owns camcorder	8,145	18.8%	95
Purchased camcorder in last 12 months	653	1.5%	68
HH owns digital camcorder	2,855	6.6%	75
HH owns CD player	20,554	47.3%	97
Purchased CD player in last 12 months	2,237	5.2%	98
HH owns DVD player	26,691	61.5%	96
Purchased DVD player in last 12 months	4,210	9.7%	92
HH owns 1 TV	8,628	19.9%	100
HH owns 2 TVs	11,899	27.4%	103
HH owns 3 TVs	9,814	22.6%	101
HH owns 4+ TVs	8,863	20.4%	98
HH owns color floor TV	15,362	35.4%	93
HH owns color portable TV	26,977	62.1%	111
HH owns miniature screen TV (<13 in)	4,139	9.5%	111
Most recent TV purchase: miniature screen (<13 in)	1,521	3.5%	108
HH owns regular screen TV (13"-26")	21,517	49.6%	108
Most recent TV purchase: regular screen (13"-26")	12,437	28.6%	109
HH owns large screen TV (27"-35")	21,473	49.5%	104
Most recent TV purchase: large screen (27"-35")	15,543	35.8%	106
HH owns big screen TV (36"-42")	5,706	13.1%	86
Most recent TV purchase: big screen (36"-42")	4,191	9.7%	87
HH owns giant screen TV (over 42")	4,489	10.3%	85
Most recent TV purchase: giant screen (over 42")	3,424	7.9%	83
HH owns LCD TV	3,985	9.2%	73
HH owns plasma TV	2,002	4.6%	78
HH owns projection TV	2,202	5.1%	91
HH owns VCR	21,110	48.6%	103
HH owns combination TV/VCR	6,658	15.3%	101
HH owns video game system	13,101	30.2%	97
Purchased video game system in last 12 months	3,261	7.5%	86
HH owns video game system: handheld	6,139	14.1%	97
HH owns video game system: attached to TV/computer	11,228	25.9%	95
HH owns video game system: Game Boy	2,967	6.8%	95
HH owns video game system: Game Boy Advance/SP	3,144	7.2%	98
HH owns video game system: Nintendo DS	2,304	5.3%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	2,087	4.8%	91
HH owns video game system: Sony PlayStation/PS One	2,097	4.8%	106
HH owns video game system: PlayStation 2	7,437	17.1%	99
HH owns video game system: Sony PSP	741	1.7%	73
HH owns video game system: Xbox	2,450	5.6%	84
HH owns video game system: Xbox 360	1,218	2.8%	70
HH purchased 5+ video games in last 12 months	4,491	10.3%	97
HH spent \$101+ on video games in last 12 months	2,344	5.4%	80
HH owns MP3 player	5,919	13.6%	69
Purchased MP3 player in last 12 months	2,475	5.7%	65
HH owns Apple iPod	1,716	4.0%	49
HH purchased Apple iPod in last 12 months	697	1.6%	54
Have any access to the Internet	65,697	77.4%	94
Have access to Internet: at home	49,901	58.8%	87
Have access to Internet: at work	24,138	28.4%	76
Have access to Internet: at school/library	18,576	21.9%	89
Have access to Internet: not hm/work/school/library	14,726	17.3%	92
Use Internet less than once a week	5,144	6.1%	148
Use Internet 1-2 times per week	5,205	6.1%	106
Use Internet 3-6 times per week	6,696	7.9%	94
Use Internet once a day	8,703	10.3%	96
Use Internet 2-4 times per day	11,562	13.6%	80
Use Internet 5 or more times per day	11,598	13.7%	63
Any Internet or online usage in last 30 days	48,892	57.6%	85
Used Internet in last 30 days: at home	40,862	48.1%	82
Used Internet in last 30 days: at work	19,106	22.5%	72
Used Internet in last 30 days: at school/library	3,717	4.4%	62
Used Internet/30 days: not home/work/school/library	5,715	6.7%	79
Internet last 30 days: used email	40,588	47.8%	81
Internet last 30 days: used Instant Messenger	15,356	18.1%	74
Internet last 30 days: paid bills online	16,423	19.3%	67
Internet last 30 days: visited online blog	4,006	4.7%	59
Internet last 30 days: wrote online blog	1,452	1.7%	51
Internet last 30 days: visited chat room	2,673	3.1%	70
Internet last 30 days: looked for employment	6,674	7.9%	75
Internet last 30 days: played games online	14,597	17.2%	90
Internet last 30 days: traded/tracked investments	5,161	6.1%	61
Internet last 30 days: downloaded music	9,014	10.6%	67
Internet last 30 days: made phone call	1,156	1.4%	47
Internet last 30 days: made personal purchase	17,503	20.6%	71
Internet last 30 days: made business purchase	5,428	6.4%	70
Internet last 30 days: made travel plans	8,560	10.1%	61
Internet last 30 days: watched online video	8,334	9.8%	70
Internet last 30 days: obtained new/used car info	6,064	7.1%	81
Internet last 30 days: obtained financial info	12,516	14.7%	68
Internet last 30 days: obtained medical info	10,249	12.1%	79
Internet last 30 days: obtained latest news	22,240	26.2%	75
Internet last 30 days: obtained real estate info	4,793	5.6%	54

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	13,402	15.8%	75
Ordered anything on Internet in last 12 months	22,310	26.3%	79
Ordered on Internet/12 mo: airline ticket	7,224	8.5%	53
Ordered on Internet/12 mo: CD/tape	2,722	3.2%	68
Ordered on Internet/12 mo: clothing	7,784	9.2%	71
Ordered on Internet/12 mo: computer	2,005	2.4%	68
Ordered on Internet/12 mo: computer peripheral	2,011	2.4%	59
Ordered on Internet/12 mo: DVD	3,673	4.3%	67
Ordered on Internet/12 mo: flowers	1,677	2.0%	47
Ordered on Internet/12 mo: software	3,079	3.6%	67
Ordered on Internet/12 mo: ticket (concert/sports)	4,187	4.9%	58
Ordered on Internet/12 mo: toy	2,624	3.1%	66
Purchased item from amazon.com in last 12 months	6,240	7.4%	60
Purchased item from barnes&noble.com in last 12 mo	1,577	1.9%	58
Purchased item from bestbuy.com in last 12 months	1,415	1.7%	70
Purchased item from ebay.com in last 12 months	6,336	7.5%	85
Purchased item from walmart.com in last 12 months	2,495	2.9%	89
Spent on Internet orders last 12 months: <\$200	8,386	9.9%	96
Spent on Internet orders last 12 months: \$200-499	5,558	6.5%	84
Spent on Internet orders last 12 months: \$500+	7,255	8.5%	61
Connection to Internet from home: dial-up modem	16,181	19.1%	154
Connection to Internet from home: cable modem	13,101	15.4%	64
Connection to Internet from home: DSL	15,628	18.4%	78
Connection to Internet from home: wireless	4,231	5.0%	50
Connection to Internet from home: any broadband	31,251	36.8%	71
DVDs rented in last 30 days: 1	2,024	2.4%	90
DVDs rented in last 30 days: 2	3,320	3.9%	84
DVDs rented in last 30 days: 3	2,273	2.7%	86
DVDs rented in last 30 days: 4	3,050	3.6%	90
DVDs rented in last 30 days: 5+	9,924	11.7%	89
Rented video tape/DVD last month: action/adventure	15,965	18.8%	97
Rented video tape/DVD last month: classic	2,326	2.7%	70
Rented video tape/DVD last month: comedy	16,026	18.9%	94
Rented video tape/DVD last month: drama	9,164	10.8%	82
Rented video tape/DVD last month: family/children	7,315	8.6%	98
Rented video tape/DVD last month: foreign	1,249	1.5%	79
Rented video tape/DVD last month: horror	6,710	7.9%	106
Rented video tape/DVD last month: romance	5,951	7.0%	101
Rented video tape/DVD last month: science fiction	3,980	4.7%	90
Rented video tape/DVD last mo at Blockbuster Video	7,172	8.4%	65
Rented video tape/DVD last mo at Hollywood Video	2,357	2.8%	58
Bought video tape/DVD last month: action/adventure	6,936	8.2%	104
Bought video tape/DVD last month: classic	1,685	2.0%	96
Bought video tape/DVD last month: comedy	6,856	8.1%	100
Bought video tape/DVD last month: drama	3,501	4.1%	97
Bought video tape/DVD last month: family/children	5,236	6.2%	104
Bought video tape/DVD last month: horror	2,727	3.2%	104
Bought video tape/DVD last month: romance	2,116	2.5%	110
Bought video tape/DVD last month: science fiction	2,091	2.5%	102

**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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households.

**Ferdinand Town Hall**  
**2065 Main St**  
**Ferdinand, IN 47532**

**Site Type: Drive Time**

**Latitude: 38.23231**  
**Longitude: -86.86144**  
**Drive Time: 45 Minutes**

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,654	1.9%	79
Bought blank video tape in last 6 months	8,343	9.8%	103
Bought 7+ blank video tapes in last 6 months	1,877	2.2%	107
DVDs purchased in last 30 days: 1	4,761	5.6%	105
DVDs purchased in last 30 days: 2	4,632	5.5%	104
DVDs purchased in last 30 days: 3-4	4,056	4.8%	97
DVDs purchased in last 30 days: 5+	4,366	5.1%	95
Bought any camera in last 12 months	12,752	15.0%	101
Spent on cameras in last 12 months: <\$100	6,175	7.3%	129
Spent on cameras in last 12 months: \$100-199	2,474	2.9%	104
Spent on cameras in last 12 months: \$200+	2,556	3.0%	65
Own APS (point & shoot or SLR) camera	1,886	2.2%	79
Own digital camera	23,994	28.3%	91
Bought digital camera in last 12 months	5,005	5.9%	84
Own digital point & shoot camera	17,823	21.0%	91
Bought digital point & shoot camera in last 12 mo	3,523	4.2%	82
Own digital SLR camera	6,725	7.9%	88
Bought digital SLR camera in last 12 months	1,774	2.1%	86
Own instant developing camera	2,193	2.6%	123
Own 35mm auto focus point & shoot camera	5,136	6.1%	114
Own 35mm auto focus single lens reflex camera	1,830	2.2%	82
Own 35mm auto focus zoom camera	6,264	7.4%	118
Own 35mm single lens reflex camera	2,921	3.4%	100
Own Canon camera	10,107	11.9%	81
Bought Canon camera in last 12 months	1,357	1.6%	69
Own Fuji camera	4,096	4.8%	104
Bought Fuji camera in last 12 months	2,040	2.4%	128
Own Kodak camera	11,979	14.1%	114
Bought Kodak camera in last 12 months	2,942	3.5%	96
Own Nikon camera	3,299	3.9%	78
Own Olympus camera	3,209	3.8%	77
Own Polaroid camera	2,922	3.4%	134
Bought any camera accessory in last 12 months	14,258	16.8%	88
Bought film in last 12 months	21,061	24.8%	105
Bought film in last 12 months: <3 rolls	8,684	10.2%	102
Bought film in last 12 months: 3-6 rolls	7,690	9.1%	113
Bought film in last 12 months: 7+ rolls	4,690	5.5%	94
Bought film in last 12 mo: APS (color prints)	2,208	2.6%	91
Bought film in last 12 mo: instant developing	2,005	2.4%	102
Bought film in last 12 mo: 35mm (black & white)	789	0.9%	79
Bought film in last 12 mo: 35mm (color prints)	14,267	16.8%	112
Bought Fuji film in last 12 months	6,569	7.7%	115
Bought Kodak film in last 12 months	13,100	15.4%	102
Bought store-brand film in last 12 months	1,831	2.2%	97
Purchased film in last 12 mo: department store	5,427	6.4%	149
Purchased film in last 12 mo: discount store	7,596	8.9%	134

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Ferdinand, IN 47532

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	3,658	4.3%	75
Purchased film in last 12 mo: grocery store	2,092	2.5%	86
Purchased film in last 12 mo: 1 hour service store	2,090	2.5%	95
Had film processed at department store	3,020	3.6%	136
Had film processed at discount store	4,879	5.7%	132
Had film processed at drug store	3,686	4.3%	82
Had film processed at grocery store	1,207	1.4%	83
Had film processed at 1 hour service store	2,602	3.1%	104
Bought memory card for camera in last 12 months	5,084	6.0%	79
Own memory card for camera	17,769	20.9%	92

**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.

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