

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
Total Number of Adults	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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,275	51.9%	103
Bought any women's apparel in last 12 months	2,880	45.7%	100
Bought apparel for child <13 in last 6 months	1,815	28.8%	102
Bought any shoes in last 12 months	3,279	52.0%	100
Bought costume jewelry in last 12 months	1,225	19.4%	93
Bought any fine jewelry in last 12 months	1,254	19.9%	87
Bought a watch in last 12 months	1,358	21.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	2,798	91.4%	105
HH bought new vehicle in last 12 months	233	7.6%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,775	91.6%	105
Bought/changed motor oil in last 12 months	4,007	63.5%	123
Had tune-up in last 12 months	1,906	30.2%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,452	54.7%	87
Drank regular cola in last 6 months	3,426	54.3%	104
Drank beer/ale in last 6 months	2,296	36.4%	86
Cameras & Film (Adults)			
Bought any camera in last 12 months	921	14.6%	98
Bought film in last 12 months	1,565	24.8%	105
Bought digital camera in last 12 months	356	5.6%	80
Bought memory card for camera in last 12 months	376	6.0%	78
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	1,812	28.7%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,737	27.5%	107
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,819	28.8%	91
Avg monthly cell/mobile phone/PDA bill: \$100+	879	13.9%	91
Computers (Households)			
HH owns a personal computer	1,998	65.3%	91
HH spent <\$500 on home PC	286	9.3%	103
HH spent \$500-\$999 on home PC	560	18.3%	100
HH spent \$1000-\$1499 on home PC	391	12.8%	87
HH spent \$1500-\$1999 on home PC	212	6.9%	84
Spent \$2000+ on home PC	178	5.8%	75

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 of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,816	60.5%	101
Bought cigarettes at convenience store in last 30 days	1,156	18.3%	124
Bought gas at convenience store in last 30 days	2,681	42.5%	128
Spent at convenience store in last 30 days: <\$20	500	7.9%	82
Spent at convenience store in last 30 days: \$20-39	611	9.7%	97
Spent at convenience store in last 30 days: \$40+	2,602	41.3%	117
Entertainment (Adults)			
Attended movies in last 6 months	3,214	51.0%	87
Went to live theater in last 6 months	528	8.4%	67
Went to a bar/night club in last 12 months	945	15.0%	82
Dined out in last 12 months	3,036	48.1%	99
Gambled at a casino in last 12 months	799	12.7%	79
Visited a theme park in last 12 months	1,074	17.0%	77
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
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
Spent on toys/games in last 12 months: <\$50	468	7.4%	119
Spent on toys/games in last 12 months: \$50-\$99	198	3.1%	115
Spent on toys/games in last 12 months: \$100-\$199	431	6.8%	96
Spent on toys/games in last 12 months: \$200-\$499	616	9.8%	94
Spent on toys/games in last 12 months: \$500+	316	5.0%	91
Financial (Adults)			
Have home mortgage (1st)	1,085	17.2%	95
Used ATM/cash machine in last 12 months	2,701	42.8%	84
Own any stock	458	7.3%	81
Own U.S. savings bond	439	7.0%	98
Own shares in mutual fund (stock)	487	7.7%	82
Own shares in mutual fund (bonds)	301	4.8%	83
Used full service brokerage firm in last 12 months	341	5.4%	89
Used discount brokerage firm in last 12 months	98	1.6%	79
Have 401K retirement savings	989	15.7%	95
Own any credit/debit card (in own name)	4,318	68.5%	94
Avg monthly credit card expenditures: <\$111	1,015	16.1%	110
Avg monthly credit card expenditures: \$111-225	573	9.1%	101
Avg monthly credit card expenditures: \$226-450	495	7.8%	91
Avg monthly credit card expenditures: \$451-700	369	5.9%	82
Avg monthly credit card expenditures: \$701+	542	8.6%	63

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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	4,639	73.6%	106
Used bread in last 6 months	6,193	98.2%	102
Used chicken/turkey (fresh or frozen) in last 6 months	4,736	75.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	3,212	50.9%	100
Used fresh fruit/vegetables in last 6 months	5,539	87.8%	102
Used fresh milk in last 6 months	5,931	94.1%	104
Health (Adults)			
Exercise at home 2+ times per week	1,660	26.3%	89
Exercise at club 2+ times per week	398	6.3%	55
Visited a doctor in last 12 months	5,014	79.5%	102
Used vitamin/dietary supplement in last 6 months	2,875	45.6%	96
Home (Households)			
Any home improvement in last 12 months	1,039	33.9%	109
Used housekeeper/maid/professional cleaning service in last 12 months	349	11.4%	73
Purchased any HH furnishing in last 12 months	278	9.1%	86
Purchased bedding/bath goods in last 12 months	1,607	52.5%	96
Purchased cooking/serving product in last 12 months	763	24.9%	92
Bought any kitchen appliance in last 12 months	565	18.5%	104
Insurance (Adults)			
Currently carry any life insurance	3,358	53.3%	110
Have medical/hospital/accident insurance	4,651	73.8%	102
Carry homeowner insurance	3,832	60.8%	115
Carry renter insurance	245	3.9%	65
Have auto/other vehicle insurance	5,558	88.1%	105
Pets (Households)			
HH owns any pet	1,839	60.1%	126
HH owns any cat	970	31.7%	136
HH owns any dog	1,451	47.4%	137
Reading Materials (Adults)			
Bought book in last 12 months	2,841	45.1%	91
Read any daily newspaper	2,831	44.9%	105
Heavy magazine reader	892	14.1%	71
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,422	70.1%	96
Went to family restaurant/steak house last mo: <2 times	1,665	26.4%	101
Went to family restaurant/steak house last mo: 2-4 times	1,624	25.8%	94
Went to family restaurant/steak house last mo: 5+ times	1,133	18.0%	92
Went to fast food/drive-in restaurant in last 6 mo	5,725	90.8%	101
Went to fast food/drive-in restaurant <5 times/mo	1,931	30.6%	100
Went to fast food/drive-in 5-12 times/mo	2,084	33.0%	105
Went to fast food/drive-in restaurant 13+ times/mo	1,710	27.1%	98
Fast food/drive-in last 6 mo: eat in	2,688	42.6%	111
Fast food/drive-in last 6 mo: home delivery	531	8.4%	76
Fast food/drive-in last 6 mo: take-out/drive-thru	3,586	56.9%	109
Fast food/drive-in last 6 mo: take-out/walk-in	1,314	20.8%	85

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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	2,077	67.9%	106
HH average monthly long distance phone bill: <\$16	933	30.5%	109
HH average monthly long distance phone bill: \$16-25	351	11.5%	98
HH average monthly long distance phone bill: \$26-59	262	8.6%	88
HH average monthly long distance phone bill: \$60+	123	4.0%	92
Television & Sound Equipment (Households)			
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 subscribes to cable TV	1,233	40.3%	70
HH watched 15+ hours of cable TV last week	1,781	58.2%	97
Purchased audio equipment in last 12 months	204	6.7%	80
Purchased CD player in last 12 months	151	4.9%	94
Purchased DVD player in last 12 months	297	9.7%	92
Purchased MP3 player in last 12 months	177	5.8%	66
Purchased video game system in last 12 months	236	7.7%	89
Travel (Adults)			
Domestic travel in last 12 months	2,975	47.2%	89
Took 3+ domestic trips in last 12 months	1,111	17.6%	85
Spent on domestic vacations last 12 mo: <\$1000	731	11.6%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	474	7.5%	109
Spent on domestic vacations last 12 mo: \$1500-\$1999	189	3.0%	75
Spent on domestic vacations last 12 mo: \$2000-\$2999	210	3.3%	81
Spent on domestic vacations last 12 mo: \$3000+	179	2.8%	59
Foreign travel in last 3 years	911	14.4%	58
Took 3+ foreign trips by plane in last 3 years	111	1.8%	39
Spent on foreign vacations last 12 mo: <\$1000	206	3.3%	59
Spent on foreign vacations last 12 mo: \$1000-\$2999	130	2.1%	52
Spent on foreign vacations: \$3000+	153	2.4%	52
Stayed 1+ nights at hotel/motel in last 12 months	2,412	38.2%	93

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Demographic Summary	2009	2014
Population	52,529	53,477
Total Number of Adults	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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	20,515	51.7%	103
Bought any women's apparel in last 12 months	18,263	46.0%	101
Bought apparel for child <13 in last 6 months	11,341	28.6%	101
Bought any shoes in last 12 months	20,713	52.2%	100
Bought costume jewelry in last 12 months	7,782	19.6%	94
Bought any fine jewelry in last 12 months	8,239	20.8%	90
Bought a watch in last 12 months	8,486	21.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	17,950	90.9%	104
HH bought new vehicle in last 12 months	1,490	7.5%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	36,233	91.3%	105
Bought/changed motor oil in last 12 months	24,680	62.2%	120
Had tune-up in last 12 months	12,040	30.3%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,229	56.0%	89
Drank regular cola in last 6 months	21,339	53.7%	103
Drank beer/ale in last 6 months	14,916	37.6%	89
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,931	14.9%	101
Bought film in last 12 months	9,843	24.8%	105
Bought digital camera in last 12 months	2,460	6.2%	88
Bought memory card for camera in last 12 months	2,514	6.3%	83
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	11,458	28.9%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	10,709	27.0%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	11,631	29.3%	92
Avg monthly cell/mobile phone/PDA bill: \$100+	5,568	14.0%	91
Computers (Households)			
HH owns a personal computer	13,174	66.7%	93
HH spent <\$500 on home PC	1,903	9.6%	106
HH spent \$500-\$999 on home PC	3,651	18.5%	101
HH spent \$1000-\$1499 on home PC	2,617	13.3%	90
HH spent \$1500-\$1999 on home PC	1,463	7.4%	89
Spent \$2000+ on home PC	1,159	5.9%	76

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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	24,277	61.1%	102
Bought cigarettes at convenience store in last 30 days	7,060	17.8%	120
Bought gas at convenience store in last 30 days	16,638	41.9%	126
Spent at convenience store in last 30 days: <\$20	3,203	8.1%	83
Spent at convenience store in last 30 days: \$20-39	3,873	9.8%	98
Spent at convenience store in last 30 days: \$40+	16,270	41.0%	117
Entertainment (Adults)			
Attended movies in last 6 months	20,336	51.2%	88
Went to live theater in last 6 months	3,546	8.9%	71
Went to a bar/night club in last 12 months	6,340	16.0%	87
Dined out in last 12 months	19,202	48.4%	99
Gambled at a casino in last 12 months	5,406	13.6%	85
Visited a theme park in last 12 months	7,177	18.1%	81
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
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
Spent on toys/games in last 12 months: <\$50	2,877	7.2%	116
Spent on toys/games in last 12 months: \$50-\$99	1,170	2.9%	108
Spent on toys/games in last 12 months: \$100-\$199	2,779	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	3,959	10.0%	96
Spent on toys/games in last 12 months: \$500+	2,020	5.1%	92
Financial (Adults)			
Have home mortgage (1st)	6,789	17.1%	94
Used ATM/cash machine in last 12 months	17,482	44.0%	87
Own any stock	3,004	7.6%	84
Own U.S. savings bond	2,702	6.8%	96
Own shares in mutual fund (stock)	3,129	7.9%	84
Own shares in mutual fund (bonds)	1,910	4.8%	83
Used full service brokerage firm in last 12 months	2,090	5.3%	87
Used discount brokerage firm in last 12 months	615	1.5%	79
Have 401K retirement savings	6,138	15.5%	94
Own any credit/debit card (in own name)	27,723	69.8%	95
Avg monthly credit card expenditures: <\$111	6,268	15.8%	108
Avg monthly credit card expenditures: \$111-225	3,764	9.5%	105
Avg monthly credit card expenditures: \$226-450	3,205	8.1%	94
Avg monthly credit card expenditures: \$451-700	2,363	6.0%	83
Avg monthly credit card expenditures: \$701+	3,582	9.0%	66

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	29,079	73.2%	105
Used bread in last 6 months	38,952	98.1%	102
Used chicken/turkey (fresh or frozen) in last 6 months	29,918	75.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	20,299	51.1%	100
Used fresh fruit/vegetables in last 6 months	34,788	87.6%	102
Used fresh milk in last 6 months	37,024	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	10,663	26.9%	91
Exercise at club 2+ times per week	2,861	7.2%	62
Visited a doctor in last 12 months	31,535	79.4%	101
Used vitamin/dietary supplement in last 6 months	18,375	46.3%	97
Home (Households)			
Any home improvement in last 12 months	6,634	33.6%	108
Used housekeeper/maid/professional cleaning service in last 12 months	2,362	12.0%	76
Purchased any HH furnishing in last 12 months	1,904	9.6%	91
Purchased bedding/bath goods in last 12 months	10,568	53.5%	98
Purchased cooking/serving product in last 12 months	5,100	25.8%	95
Bought any kitchen appliance in last 12 months	3,612	18.3%	103
Insurance (Adults)			
Currently carry any life insurance	20,910	52.7%	109
Have medical/hospital/accident insurance	29,446	74.2%	102
Carry homeowner insurance	23,555	59.3%	112
Carry renter insurance	1,719	4.3%	72
Have auto/other vehicle insurance	34,823	87.7%	104
Pets (Households)			
HH owns any pet	11,459	58.0%	122
HH owns any cat	5,974	30.3%	130
HH owns any dog	8,902	45.1%	130
Reading Materials (Adults)			
Bought book in last 12 months	18,166	45.8%	92
Read any daily newspaper	17,575	44.3%	103
Heavy magazine reader	5,840	14.7%	74
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	28,062	70.7%	97
Went to family restaurant/steak house last mo: <2 times	10,318	26.0%	100
Went to family restaurant/steak house last mo: 2-4 times	10,299	25.9%	95
Went to family restaurant/steak house last mo: 5+ times	7,447	18.8%	96
Went to fast food/drive-in restaurant in last 6 mo	36,080	90.9%	101
Went to fast food/drive-in restaurant <5 times/mo	12,008	30.2%	99
Went to fast food/drive-in 5-12 times/mo	13,217	33.3%	106
Went to fast food/drive-in restaurant 13+ times/mo	10,857	27.3%	99
Fast food/drive-in last 6 mo: eat in	16,736	42.2%	110
Fast food/drive-in last 6 mo: home delivery	3,574	9.0%	81
Fast food/drive-in last 6 mo: take-out/drive-thru	22,527	56.7%	109
Fast food/drive-in last 6 mo: take-out/walk-in	8,377	21.1%	86

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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	13,352	67.6%	105
HH average monthly long distance phone bill: <\$16	5,947	30.1%	108
HH average monthly long distance phone bill: \$16-25	2,274	11.5%	98
HH average monthly long distance phone bill: \$26-59	1,780	9.0%	93
HH average monthly long distance phone bill: \$60+	736	3.7%	85
Television & Sound Equipment (Households)			
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 subscribes to cable TV	8,650	43.8%	76
HH watched 15+ hours of cable TV last week	11,632	58.9%	98
Purchased audio equipment in last 12 months	1,404	7.1%	86
Purchased CD player in last 12 months	1,088	5.5%	105
Purchased DVD player in last 12 months	1,963	9.9%	94
Purchased MP3 player in last 12 months	1,252	6.3%	73
Purchased video game system in last 12 months	1,539	7.8%	90
Travel (Adults)			
Domestic travel in last 12 months	19,161	48.3%	91
Took 3+ domestic trips in last 12 months	7,248	18.3%	88
Spent on domestic vacations last 12 mo: <\$1000	4,782	12.0%	95
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,945	7.4%	107
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,247	3.1%	78
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,279	3.2%	78
Spent on domestic vacations last 12 mo: \$3000+	1,219	3.1%	64
Foreign travel in last 3 years	6,374	16.1%	64
Took 3+ foreign trips by plane in last 3 years	822	2.1%	46
Spent on foreign vacations last 12 mo: <\$1000	1,450	3.7%	67
Spent on foreign vacations last 12 mo: \$1000-\$2999	910	2.3%	58
Spent on foreign vacations: \$3000+	1,039	2.6%	56
Stayed 1+ nights at hotel/motel in last 12 months	15,313	38.6%	93

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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Ferdinand Town Hall
 2065 Main St
 Ferdinand, IN 47532

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

Site Type: Drive Time

Demographic Summary	2009	2014
Population	111,741	113,337
Total Number of Adults	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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	43,378	51.1%	101
Bought any women's apparel in last 12 months	38,998	45.9%	101
Bought apparel for child <13 in last 6 months	23,897	28.2%	100
Bought any shoes in last 12 months	44,053	51.9%	99
Bought costume jewelry in last 12 months	16,431	19.4%	93
Bought any fine jewelry in last 12 months	17,049	20.1%	88
Bought a watch in last 12 months	18,530	21.8%	106
Automobiles (Households)			
HH owns/leases any vehicle	39,380	90.7%	104
HH bought new vehicle in last 12 months	3,169	7.3%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	77,239	91.0%	105
Bought/changed motor oil in last 12 months	53,690	63.3%	122
Had tune-up in last 12 months	25,035	29.5%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	46,464	54.7%	87
Drank regular cola in last 6 months	46,280	54.5%	104
Drank beer/ale in last 6 months	30,431	35.9%	85
Cameras & Film (Adults)			
Bought any camera in last 12 months	12,752	15.0%	101
Bought film in last 12 months	21,061	24.8%	105
Bought digital camera in last 12 months	5,005	5.9%	84
Bought memory card for camera in last 12 months	5,084	6.0%	79
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	24,468	28.8%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	22,742	26.8%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	24,295	28.6%	90
Avg monthly cell/mobile phone/PDA bill: \$100+	11,602	13.7%	89
Computers (Households)			
HH owns a personal computer	27,848	64.1%	89
HH spent <\$500 on home PC	4,129	9.5%	105
HH spent \$500-\$999 on home PC	7,824	18.0%	98
HH spent \$1000-\$1499 on home PC	5,359	12.3%	84
HH spent \$1500-\$1999 on home PC	2,854	6.6%	79
Spent \$2000+ on home PC	2,411	5.6%	72

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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	51,642	60.8%	102
Bought cigarettes at convenience store in last 30 days	15,562	18.3%	124
Bought gas at convenience store in last 30 days	36,146	42.6%	128
Spent at convenience store in last 30 days: <\$20	6,699	7.9%	81
Spent at convenience store in last 30 days: \$20-39	8,012	9.4%	95
Spent at convenience store in last 30 days: \$40+	35,241	41.5%	118
Entertainment (Adults)			
Attended movies in last 6 months	42,215	49.7%	85
Went to live theater in last 6 months	7,041	8.3%	66
Went to a bar/night club in last 12 months	12,799	15.1%	82
Dined out in last 12 months	40,012	47.1%	96
Gambled at a casino in last 12 months	10,913	12.9%	80
Visited a theme park in last 12 months	14,471	17.0%	77
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
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
Spent on toys/games in last 12 months: <\$50	6,067	7.1%	114
Spent on toys/games in last 12 months: \$50-\$99	2,552	3.0%	110
Spent on toys/games in last 12 months: \$100-\$199	5,924	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	8,276	9.8%	94
Spent on toys/games in last 12 months: \$500+	4,171	4.9%	89
Financial (Adults)			
Have home mortgage (1st)	13,736	16.2%	89
Used ATM/cash machine in last 12 months	35,771	42.1%	83
Own any stock	5,931	7.0%	78
Own U.S. savings bond	5,555	6.5%	92
Own shares in mutual fund (stock)	6,309	7.4%	79
Own shares in mutual fund (bonds)	3,809	4.5%	78
Used full service brokerage firm in last 12 months	4,204	5.0%	81
Used discount brokerage firm in last 12 months	1,304	1.5%	78
Have 401K retirement savings	12,454	14.7%	89
Own any credit/debit card (in own name)	57,854	68.2%	93
Avg monthly credit card expenditures: <\$111	13,552	16.0%	109
Avg monthly credit card expenditures: \$111-225	7,615	9.0%	99
Avg monthly credit card expenditures: \$226-450	6,530	7.7%	90
Avg monthly credit card expenditures: \$451-700	4,854	5.7%	80
Avg monthly credit card expenditures: \$701+	7,008	8.3%	60

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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	62,282	73.4%	106
Used bread in last 6 months	83,298	98.1%	102
Used chicken/turkey (fresh or frozen) in last 6 months	63,536	74.9%	100
Used fish/seafood (fresh or frozen) in last 6 months	42,721	50.3%	99
Used fresh fruit/vegetables in last 6 months	74,377	87.6%	102
Used fresh milk in last 6 months	79,262	93.4%	103
Health (Adults)			
Exercise at home 2+ times per week	22,182	26.1%	89
Exercise at club 2+ times per week	5,275	6.2%	54
Visited a doctor in last 12 months	67,222	79.2%	101
Used vitamin/dietary supplement in last 6 months	38,443	45.3%	95
Home (Households)			
Any home improvement in last 12 months	14,305	32.9%	106
Used housekeeper/maid/professional cleaning service in last 12 months	5,038	11.6%	74
Purchased any HH furnishing in last 12 months	3,986	9.2%	87
Purchased bedding/bath goods in last 12 months	22,720	52.3%	96
Purchased cooking/serving product in last 12 months	10,980	25.3%	93
Bought any kitchen appliance in last 12 months	7,709	17.8%	100
Insurance (Adults)			
Currently carry any life insurance	44,649	52.6%	109
Have medical/hospital/accident insurance	62,694	73.9%	102
Carry homeowner insurance	50,634	59.7%	112
Carry renter insurance	3,412	4.0%	67
Have auto/other vehicle insurance	74,480	87.7%	104
Pets (Households)			
HH owns any pet	25,089	57.8%	121
HH owns any cat	12,938	29.8%	128
HH owns any dog	19,718	45.4%	131
Reading Materials (Adults)			
Bought book in last 12 months	37,839	44.6%	90
Read any daily newspaper	37,005	43.6%	102
Heavy magazine reader	12,409	14.6%	73
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	59,270	69.8%	96
Went to family restaurant/steak house last mo: <2 times	22,296	26.3%	101
Went to family restaurant/steak house last mo: 2-4 times	21,600	25.4%	93
Went to family restaurant/steak house last mo: 5+ times	15,379	18.1%	93
Went to fast food/drive-in restaurant in last 6 mo	76,946	90.7%	101
Went to fast food/drive-in restaurant <5 times/mo	25,710	30.3%	99
Went to fast food/drive-in 5-12 times/mo	28,260	33.3%	106
Went to fast food/drive-in restaurant 13+ times/mo	22,981	27.1%	98
Fast food/drive-in last 6 mo: eat in	35,902	42.3%	110
Fast food/drive-in last 6 mo: home delivery	7,335	8.6%	78
Fast food/drive-in last 6 mo: take-out/drive-thru	47,686	56.2%	107
Fast food/drive-in last 6 mo: take-out/walk-in	17,242	20.3%	83

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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	29,174	67.2%	104
HH average monthly long distance phone bill: <\$16	13,121	30.2%	108
HH average monthly long distance phone bill: \$16-25	4,957	11.4%	97
HH average monthly long distance phone bill: \$26-59	3,852	8.9%	91
HH average monthly long distance phone bill: \$60+	1,752	4.0%	92
Television & Sound Equipment (Households)			
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 subscribes to cable TV	18,374	42.3%	73
HH watched 15+ hours of cable TV last week	25,759	59.3%	99
Purchased audio equipment in last 12 months	2,910	6.7%	81
Purchased CD player in last 12 months	2,237	5.2%	98
Purchased DVD player in last 12 months	4,210	9.7%	92
Purchased MP3 player in last 12 months	2,475	5.7%	65
Purchased video game system in last 12 months	3,261	7.5%	86
Travel (Adults)			
Domestic travel in last 12 months	39,547	46.6%	88
Took 3+ domestic trips in last 12 months	14,544	17.1%	83
Spent on domestic vacations last 12 mo: <\$1000	9,955	11.7%	93
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,901	7.0%	101
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,552	3.0%	75
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,677	3.2%	77
Spent on domestic vacations last 12 mo: \$3000+	2,292	2.7%	56
Foreign travel in last 3 years	12,204	14.4%	57
Took 3+ foreign trips by plane in last 3 years	1,579	1.9%	41
Spent on foreign vacations last 12 mo: <\$1000	2,644	3.1%	57
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,762	2.1%	52
Spent on foreign vacations: \$3000+	1,965	2.3%	50
Stayed 1+ nights at hotel/motel in last 12 months	31,821	37.5%	91

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