

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	Percent	MPI
Participated in aerobics	384	6.1%	65
Participated in archery	261	4.1%	181
Participated in auto racing	168	2.7%	128
Participated in backpacking/hiking	443	7.0%	90
Participated in baseball	271	4.3%	86
Participated in basketball	470	7.5%	85
Participated in bicycling (mountain)	222	3.5%	92
Participated in bicycling (road)	440	7.0%	77
Participated in boating (power)	454	7.2%	124
Participated in bowling	606	9.6%	89
Participated in canoeing/kayaking	261	4.1%	97
Participated in downhill skiing	112	1.8%	61
Participated in fishing (fresh water)	1,288	20.4%	152
Participated in fishing (salt water)	222	3.5%	84
Participated in football	337	5.3%	92
Participated in Frisbee	276	4.4%	92
Participated in golf	560	8.9%	87
Play golf < once a month	212	3.4%	91
Play golf 1+ times a month	281	4.5%	83
Participated in horseback riding	218	3.5%	123
Participated in hunting with rifle	569	9.0%	187
Participated in hunting with shotgun	507	8.0%	198
Participated in ice skating	103	1.6%	63
Participated in jogging/running	330	5.2%	57
Participated in martial art	60	1.0%	70
Participated in motorcycling	279	4.4%	123
Participated in Pilates	151	2.4%	70
Participated in roller blading/in-line skating	101	1.6%	66
Participated in snorkeling/skin diving	72	1.1%	51
Participated in snowboarding	69	1.1%	67
Participated in soccer	175	2.8%	70
Participated in softball	229	3.6%	98
Participated in swimming	1,078	17.1%	96
Participated in target shooting	332	5.3%	134
Participated in tennis	156	2.5%	60
Participated in volleyball	218	3.5%	107
Participated in walking for exercise	1,685	26.7%	97
Participated in weight lifting	607	9.6%	78
Participated in yoga	210	3.3%	66
Spent on high end sports/recreation equipment/12 mo: <\$250	246	3.9%	98
Spent on high end sports/recreation equipment/12 mo: \$250+	229	3.6%	96
Attend sports event: auto racing (NASCAR)	441	7.0%	112
Attend sports event: auto racing (not NASCAR)	349	5.5%	109
Attend sports event: baseball game	636	10.1%	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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

Ferdinand Town Hall  
2065 Main St  
Ferdinand, IN 47532

Site Type: Drive Time

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

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	380	6.0%	88
Attend sports event: basketball game (pro)	282	4.5%	63
Attend sports event: football game (college)	472	7.5%	84
Attend sports event: football-Monday night game (pro)	223	3.5%	74
Attend sports event: football-weekend game (pro)	363	5.8%	73
Attend sports event: golf tournament	231	3.7%	86
Attend sports event: ice hockey game	256	4.1%	75
Attend sports event: soccer game	233	3.7%	73
Attend sports event: tennis match	185	2.9%	81
Attended adult education course in last 12 months	324	5.1%	79
Attended auto show in last 12 months	549	8.7%	106
Went to bar/night club in last 12 months	945	15.0%	82
Went to beach in last 12 months	1,169	18.5%	78
Attended dance performance in last 12 months	180	2.9%	68
Danced/went dancing in last 12 months	394	6.2%	68
Dined out in last 12 months	3,036	48.1%	99
Dine out < once a month	241	3.8%	88
Dine out once a month	454	7.2%	116
Dine out 2-3 times a month	712	11.3%	101
Dine out once a week	702	11.1%	97
Dine out 2+ times per week	589	9.3%	92
Gambled at casino in last 12 months	799	12.7%	79
Gambled at casino 6+ times in last 12 months	153	2.4%	91
Gambled in Atlantic City in last 12 months	97	1.5%	56
Gambled in Las Vegas in last 12 months	127	2.0%	44
Attended horse races in last 12 months	125	2.0%	71
Attended movies in last 6 months	3,214	51.0%	87
Attended movies in last 90 days: < once a month	1,844	29.2%	93
Attended movies in last 90 days: once a month	475	7.5%	75
Attended movies in last 90 days: 2-3 times a month	258	4.1%	62
Attended movies in last 90 days: once/week or more	108	1.7%	63
Prefer to see movie after second week of release	1,350	21.4%	90
Went to museum in last 12 months	443	7.0%	58
Attended country music performance in last 12 mo	394	6.2%	122
Attended rock music performance in last 12 months	418	6.6%	67
Attended classical music/opera performance/12 mo	202	3.2%	66
Went to live theater in last 12 months	528	8.4%	67
Visited a theme park in last 12 months	1,074	17.0%	77
Visited Disneyland (CA) in last 12 months	47	0.7%	24
Visited Disney World (FL)/12 mo: Animal Kingdom	112	1.8%	73
Visited Disney World (FL)/12 mo: Epcot Center	137	2.2%	76
Visited Disney World (FL)/12 mo: Magic Kingdom	148	2.3%	67
Visited any Sea World in last 12 months	89	1.4%	43
Visited any Six Flags in last 12 months	200	3.2%	51
Went to zoo in last 12 months	636	10.1%	82
Played backgammon in last 12 months	50	0.8%	45
Participated in book club in last 12 months	144	2.3%	76
Played billiards/pool in last 12 months	486	7.7%	81
Played bingo in last 12 months	296	4.7%	106

**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 Mediarmark 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: 15 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	523	8.3%	137
Played board game in last 12 months	1,041	16.5%	97
Played cards in last 12 months	1,379	21.9%	100
Played chess in last 12 months	168	2.7%	76
Cooked for fun in last 12 months	1,110	17.6%	89
Did crossword puzzle in last 12 months	814	12.9%	91
Participated in fantasy sports league last 12 mo	110	1.7%	60
Flew a kite in last 12 months	153	2.4%	92
Did furniture refinishing in last 12 months	196	3.1%	97
Did indoor gardening/plant care in last 12 months	632	10.0%	99
Participated in karaoke in last 12 months	217	3.4%	84
Bought lottery ticket in last 12 months	2,195	34.8%	100
Bought lottery ticket in last 12 mo: Daily Drawing	233	3.7%	73
Bought lottery ticket in last 12 mo: Instant Game	1,231	19.5%	118
Bought lottery ticket in last 12 mo: Lotto Drawing	1,346	21.3%	98
Played lottery: <2 times in last 30 days	709	11.2%	96
Played lottery: 2-5 times in last 30 days	744	11.8%	101
Played lottery: 6+ times in last 30 days	741	11.8%	102
Played musical instrument in last 12 months	411	6.5%	85
Did painting/drawing in last 12 months	339	5.4%	81
Did photography in last 12 months	747	11.8%	92
Read book in last 12 months	2,379	37.7%	97
Participated in trivia games in last 12 months	286	4.5%	76
Played video game in last 12 months	733	11.6%	100
Did woodworking in last 12 months	356	5.6%	121
Participated in word games in last 12 months	567	9.0%	95
Member of AARP	1,018	16.1%	104
Member of business club	83	1.3%	61
Member of charitable organization	332	5.3%	83
Member of church board	348	5.5%	127
Member of fraternal order	255	4.0%	106
Member of religious club	438	6.9%	104
Member of school or college board	86	1.4%	79
Member of union	393	6.2%	114
Member of veterans club	308	4.9%	136
Bought any children's toy/game in last 12 months	2,194	34.8%	101
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
Bought infant toy in last 12 months	514	8.2%	99
Bought pre-school toy in last 12 months	522	8.3%	99
Spent on toys/games (for child <6)/12 mo: <\$100	794	12.6%	113
Spent on toys/games (for child <6)/12 mo: \$100-199	381	6.0%	91
Spent on toys/games (for child <6)/12 mo: \$200+	363	5.8%	77
Bought for child in last 12 mo: boy action figure	508	8.1%	102
Bought for child in last 12 mo: girl action figure	179	2.8%	90
Bought for child in last 12 mo: bicycle	366	5.8%	89
Bought for child in last 12 mo: board game	786	12.5%	103
Bought for child in last 12 mo: builder set	238	3.8%	107

**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.

Ferdinand Town Hall  
2065 Main St  
Ferdinand, IN 47532

Site Type: Drive Time

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

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	648	10.3%	113
Bought for child in last 12 mo: construction toy	323	5.1%	101
Bought for child in last 12 mo: large/baby doll	389	6.2%	92
Bought for child in last 12 mo: fashion doll	360	5.7%	105
Bought for child in last 12 mo: plush doll/animal	481	7.6%	93
Bought for child in last 12 mo: doll accessories	239	3.8%	94
Bought for child in last 12 mo: doll clothing	251	4.0%	94
Bought for child in last 12 mo: educational toy	775	12.3%	87
Bought for child in last 12 mo: electronic game	584	9.3%	100
Bought for child in last 12 mo: mechanical toy	274	4.3%	108
Bought for child in last 12 mo: model kit/set	181	2.9%	108
Bought for child in last 12 mo: sound game	158	2.5%	88
Bought for child in last 12 mo: water toy	590	9.4%	100
Bought for child in last 12 mo: word game	198	3.1%	84
Bought book in last 12 months	2,841	45.1%	91
Bought 1-3 books in last 12 months	1,201	19.0%	99
Bought 4-9 books in last 12 months	876	13.9%	89
Bought 10+ books in last 12 months	764	12.1%	83
Bought paperback book in last 12 months	2,162	34.3%	92
Bought <3 paperback books in last 12 months	824	13.1%	103
Bought 3-6 paperback books in last 12 months	708	11.2%	86
Bought 7+ paperback books in last 12 months	630	10.0%	86
Bought hardcover book in last 12 months	1,457	23.1%	84
Bought <3 hardcover books in last 12 months	675	10.7%	89
Bought 3-5 hardcover books in last 12 months	382	6.1%	76
Bought 6+ hardcover books in last 12 months	400	6.3%	80
Bought book (fiction) in last 12 months	1,585	25.1%	91
Bought book (non-fiction) in last 12 months	1,343	21.3%	83
Bought biography in last 12 months	260	4.1%	59
Bought children's book in last 12 months	682	10.8%	85
Bought cookbook in last 12 months	659	10.5%	95
Bought desk dictionary in last 12 months	102	1.6%	72
Bought history book in last 12 months	371	5.9%	76
Bought mystery book in last 12 months	663	10.5%	91
Bought personal/business self-help book last 12 mo	327	5.2%	71
Bought religious book (not bible) last 12 months	572	9.1%	114
Bought romance book in last 12 months	384	6.1%	96
Bought science fiction book in last 12 months	224	3.6%	86
Bought book through book club in last 12 months	292	4.6%	95
Bought book at book store in last 12 months	1,640	26.0%	79
Bought book at Barnes & Noble in last 12 months	759	12.0%	63
Bought book at Borders in last 12 months	402	6.4%	59
Bought book at convenience store in last 12 months	114	1.8%	85
Bought book at department store in last 12 months	639	10.1%	132
Bought book at drug store in last 12 months	93	1.5%	67
Bought book through Internet in last 12 mo	377	6.0%	65
Bought book through mail order in last 12 months	299	4.7%	133
Bought book at supermarket in last 12 months	323	5.1%	103
Bought book at warehouse store in last 12 months	291	4.6%	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 Mediamark 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: 30 Minutes

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	Percent	MPI
Participated in aerobics	2,605	6.6%	70
Participated in archery	1,480	3.7%	163
Participated in auto racing	1,011	2.5%	122
Participated in backpacking/hiking	2,897	7.3%	94
Participated in baseball	1,694	4.3%	86
Participated in basketball	3,042	7.7%	87
Participated in bicycling (mountain)	1,394	3.5%	91
Participated in bicycling (road)	2,919	7.4%	81
Participated in boating (power)	2,760	7.0%	120
Participated in bowling	3,896	9.8%	91
Participated in canoeing/kayaking	1,700	4.3%	100
Participated in downhill skiing	814	2.1%	71
Participated in fishing (fresh water)	7,659	19.3%	143
Participated in fishing (salt water)	1,395	3.5%	84
Participated in football	2,174	5.5%	94
Participated in Frisbee	1,770	4.5%	94
Participated in golf	3,646	9.2%	90
Play golf < once a month	1,319	3.3%	90
Play golf 1+ times a month	1,837	4.6%	86
Participated in horseback riding	1,331	3.4%	119
Participated in hunting with rifle	3,338	8.4%	174
Participated in hunting with shotgun	2,920	7.4%	181
Participated in ice skating	747	1.9%	72
Participated in jogging/running	2,313	5.8%	63
Participated in martial art	391	1.0%	72
Participated in motorcycling	1,719	4.3%	120
Participated in Pilates	1,046	2.6%	77
Participated in roller blading/in-line skating	755	1.9%	78
Participated in snorkeling/skin diving	594	1.5%	67
Participated in snowboarding	480	1.2%	74
Participated in soccer	1,205	3.0%	77
Participated in softball	1,479	3.7%	100
Participated in swimming	6,937	17.5%	98
Participated in target shooting	2,039	5.1%	131
Participated in tennis	1,071	2.7%	65
Participated in volleyball	1,320	3.3%	103
Participated in walking for exercise	10,841	27.3%	99
Participated in weight lifting	3,794	9.6%	77
Participated in yoga	1,343	3.4%	67
Spent on high end sports/recreation equipment/12 mo: <\$250	1,524	3.8%	97
Spent on high end sports/recreation equipment/12 mo: \$250+	1,432	3.6%	95
Attend sports event: auto racing (NASCAR)	2,652	6.7%	107
Attend sports event: auto racing (not NASCAR)	2,086	5.3%	104
Attend sports event: baseball game	4,018	10.1%	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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

**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		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	2,368	6.0%	87
Attend sports event: basketball game (pro)	1,819	4.6%	64
Attend sports event: football game (college)	2,996	7.5%	85
Attend sports event: football-Monday night game (pro)	1,443	3.6%	76
Attend sports event: football-weekend game (pro)	2,375	6.0%	76
Attend sports event: golf tournament	1,453	3.7%	86
Attend sports event: ice hockey game	1,684	4.2%	78
Attend sports event: soccer game	1,478	3.7%	74
Attend sports event: tennis match	1,124	2.8%	78
Attended adult education course in last 12 months	2,129	5.4%	82
Attended auto show in last 12 months	3,426	8.6%	105
Went to bar/night club in last 12 months	6,340	16.0%	87
Went to beach in last 12 months	7,658	19.3%	82
Attended dance performance in last 12 months	1,164	2.9%	70
Danced/went dancing in last 12 months	2,679	6.7%	73
Dined out in last 12 months	19,202	48.4%	99
Dine out < once a month	1,597	4.0%	92
Dine out once a month	2,708	6.8%	110
Dine out 2-3 times a month	4,607	11.6%	104
Dine out once a week	4,321	10.9%	95
Dine out 2+ times per week	3,696	9.3%	92
Gambled at casino in last 12 months	5,406	13.6%	85
Gambled at casino 6+ times in last 12 months	1,050	2.6%	99
Gambled in Atlantic City in last 12 months	648	1.6%	60
Gambled in Las Vegas in last 12 months	910	2.3%	50
Attended horse races in last 12 months	824	2.1%	74
Attended movies in last 6 months	20,336	51.2%	88
Attended movies in last 90 days: < once a month	11,683	29.4%	94
Attended movies in last 90 days: once a month	3,063	7.7%	77
Attended movies in last 90 days: 2-3 times a month	1,751	4.4%	67
Attended movies in last 90 days: once/week or more	715	1.8%	66
Prefer to see movie after second week of release	8,413	21.2%	89
Went to museum in last 12 months	3,136	7.9%	65
Attended country music performance in last 12 mo	2,388	6.0%	117
Attended rock music performance in last 12 months	2,979	7.5%	76
Attended classical music/opera performance/12 mo	1,331	3.4%	69
Went to live theater in last 12 months	3,546	8.9%	71
Visited a theme park in last 12 months	7,177	18.1%	81
Visited Disneyland (CA) in last 12 months	437	1.1%	35
Visited Disney World (FL)/12 mo: Animal Kingdom	726	1.8%	75
Visited Disney World (FL)/12 mo: Epcot Center	886	2.2%	78
Visited Disney World (FL)/12 mo: Magic Kingdom	977	2.5%	71
Visited any Sea World in last 12 months	715	1.8%	55
Visited any Six Flags in last 12 months	1,384	3.5%	57
Went to zoo in last 12 months	4,265	10.7%	88
Played backgammon in last 12 months	412	1.0%	59
Participated in book club in last 12 months	953	2.4%	80
Played billiards/pool in last 12 months	3,323	8.4%	88
Played bingo in last 12 months	1,809	4.6%	103

**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 Mediarmark 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: 30 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	3,202	8.1%	133
Played board game in last 12 months	6,643	16.7%	98
Played cards in last 12 months	8,789	22.1%	101
Played chess in last 12 months	1,115	2.8%	81
Cooked for fun in last 12 months	7,380	18.6%	94
Did crossword puzzle in last 12 months	5,336	13.4%	94
Participated in fantasy sports league last 12 mo	872	2.2%	75
Flew a kite in last 12 months	992	2.5%	95
Did furniture refinishing in last 12 months	1,273	3.2%	100
Did indoor gardening/plant care in last 12 months	4,068	10.2%	101
Participated in karaoke in last 12 months	1,368	3.4%	84
Bought lottery ticket in last 12 months	13,791	34.7%	100
Bought lottery ticket in last 12 mo: Daily Drawing	1,506	3.8%	75
Bought lottery ticket in last 12 mo: Instant Game	7,520	18.9%	114
Bought lottery ticket in last 12 mo: Lotto Drawing	8,437	21.3%	97
Played lottery: <2 times in last 30 days	4,404	11.1%	94
Played lottery: 2-5 times in last 30 days	4,633	11.7%	100
Played lottery: 6+ times in last 30 days	4,754	12.0%	104
Played musical instrument in last 12 months	2,719	6.8%	89
Did painting/drawing in last 12 months	2,370	6.0%	89
Did photography in last 12 months	4,913	12.4%	96
Read book in last 12 months	15,100	38.0%	98
Participated in trivia games in last 12 months	1,953	4.9%	82
Played video game in last 12 months	4,614	11.6%	100
Did woodworking in last 12 months	2,338	5.9%	126
Participated in word games in last 12 months	3,586	9.0%	96
Member of AARP	6,421	16.2%	104
Member of business club	584	1.5%	68
Member of charitable organization	2,219	5.6%	88
Member of church board	2,067	5.2%	120
Member of fraternal order	1,680	4.2%	111
Member of religious club	2,771	7.0%	105
Member of school or college board	552	1.4%	81
Member of union	2,443	6.2%	113
Member of veterans club	1,848	4.7%	130
Bought any children's toy/game in last 12 months	13,785	34.7%	101
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
Bought infant toy in last 12 months	3,253	8.2%	100
Bought pre-school toy in last 12 months	3,266	8.2%	98
Spent on toys/games (for child <6)/12 mo: <\$100	4,855	12.2%	110
Spent on toys/games (for child <6)/12 mo: \$100-199	2,456	6.2%	93
Spent on toys/games (for child <6)/12 mo: \$200+	2,443	6.2%	82
Bought for child in last 12 mo: boy action figure	3,197	8.1%	102
Bought for child in last 12 mo: girl action figure	1,106	2.8%	89
Bought for child in last 12 mo: bicycle	2,351	5.9%	91
Bought for child in last 12 mo: board game	4,978	12.5%	104
Bought for child in last 12 mo: builder set	1,476	3.7%	105

**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.

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		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	3,982	10.0%	110
Bought for child in last 12 mo: construction toy	2,089	5.3%	103
Bought for child in last 12 mo: large/baby doll	2,467	6.2%	93
Bought for child in last 12 mo: fashion doll	2,185	5.5%	101
Bought for child in last 12 mo: plush doll/animal	3,061	7.7%	94
Bought for child in last 12 mo: doll accessories	1,527	3.8%	95
Bought for child in last 12 mo: doll clothing	1,584	4.0%	95
Bought for child in last 12 mo: educational toy	5,170	13.0%	93
Bought for child in last 12 mo: electronic game	3,709	9.3%	101
Bought for child in last 12 mo: mechanical toy	1,763	4.4%	110
Bought for child in last 12 mo: model kit/set	1,094	2.8%	104
Bought for child in last 12 mo: sound game	981	2.5%	87
Bought for child in last 12 mo: water toy	3,847	9.7%	104
Bought for child in last 12 mo: word game	1,289	3.2%	87
Bought book in last 12 months	18,166	45.8%	92
Bought 1-3 books in last 12 months	7,509	18.9%	98
Bought 4-9 books in last 12 months	5,617	14.1%	91
Bought 10+ books in last 12 months	5,043	12.7%	87
Bought paperback book in last 12 months	13,707	34.5%	93
Bought <3 paperback books in last 12 months	4,976	12.5%	99
Bought 3-6 paperback books in last 12 months	4,704	11.8%	90
Bought 7+ paperback books in last 12 months	4,030	10.2%	88
Bought hardcover book in last 12 months	9,551	24.1%	87
Bought <3 hardcover books in last 12 months	4,337	10.9%	91
Bought 3-5 hardcover books in last 12 months	2,586	6.5%	82
Bought 6+ hardcover books in last 12 months	2,630	6.6%	84
Bought book (fiction) in last 12 months	10,164	25.6%	92
Bought book (non-fiction) in last 12 months	8,736	22.0%	86
Bought biography in last 12 months	1,775	4.5%	64
Bought children's book in last 12 months	4,455	11.2%	89
Bought cookbook in last 12 months	4,221	10.6%	97
Bought desk dictionary in last 12 months	701	1.8%	79
Bought history book in last 12 months	2,363	6.0%	77
Bought mystery book in last 12 months	4,308	10.9%	94
Bought personal/business self-help book last 12 mo	2,143	5.4%	74
Bought religious book (not bible) last 12 months	3,462	8.7%	109
Bought romance book in last 12 months	2,457	6.2%	98
Bought science fiction book in last 12 months	1,464	3.7%	89
Bought book through book club in last 12 months	1,842	4.6%	96
Bought book at book store in last 12 months	10,735	27.0%	82
Bought book at Barnes & Noble in last 12 months	5,218	13.1%	69
Bought book at Borders in last 12 months	2,693	6.8%	63
Bought book at convenience store in last 12 months	735	1.9%	87
Bought book at department store in last 12 months	3,893	9.8%	127
Bought book at drug store in last 12 months	623	1.6%	72
Bought book through Internet in last 12 mo	2,464	6.2%	68
Bought book through mail order in last 12 months	1,709	4.3%	121
Bought book at supermarket in last 12 months	2,021	5.1%	103
Bought book at warehouse store in last 12 months	1,933	4.9%	81

**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.

Ferdinand Town Hall  
2065 Main St  
Ferdinand, IN 47532

Site Type: Drive Time

Latitude: 38.23231  
Longitude: -86.86144  
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	Percent	MPI
Participated in aerobics	4,945	5.8%	62
Participated in archery	3,163	3.7%	163
Participated in auto racing	2,285	2.7%	129
Participated in backpacking/hiking	5,597	6.6%	85
Participated in baseball	3,543	4.2%	84
Participated in basketball	6,158	7.3%	82
Participated in bicycling (mountain)	2,611	3.1%	80
Participated in bicycling (road)	5,756	6.8%	75
Participated in boating (power)	5,455	6.4%	111
Participated in bowling	7,659	9.0%	84
Participated in canoeing/kayaking	3,174	3.7%	87
Participated in downhill skiing	1,450	1.7%	59
Participated in fishing (fresh water)	16,558	19.5%	145
Participated in fishing (salt water)	2,874	3.4%	81
Participated in football	4,355	5.1%	88
Participated in Frisbee	3,420	4.0%	85
Participated in golf	7,237	8.5%	84
Play golf < once a month	2,602	3.1%	83
Play golf 1+ times a month	3,587	4.2%	79
Participated in horseback riding	2,665	3.1%	112
Participated in hunting with rifle	7,268	8.6%	177
Participated in hunting with shotgun	6,396	7.5%	185
Participated in ice skating	1,501	1.8%	68
Participated in jogging/running	4,410	5.2%	56
Participated in martial art	841	1.0%	72
Participated in motorcycling	3,545	4.2%	116
Participated in Pilates	2,068	2.4%	71
Participated in roller blading/in-line skating	1,461	1.7%	71
Participated in snorkeling/skin diving	1,065	1.3%	57
Participated in snowboarding	920	1.1%	66
Participated in soccer	2,311	2.7%	69
Participated in softball	3,038	3.6%	96
Participated in swimming	13,907	16.4%	92
Participated in target shooting	4,208	5.0%	126
Participated in tennis	2,125	2.5%	60
Participated in volleyball	2,772	3.3%	101
Participated in walking for exercise	22,237	26.2%	95
Participated in weight lifting	7,362	8.7%	70
Participated in yoga	2,660	3.1%	62
Spent on high end sports/recreation equipment/12 mo: <\$250	3,071	3.6%	91
Spent on high end sports/recreation equipment/12 mo: \$250+	2,871	3.4%	89
Attend sports event: auto racing (NASCAR)	5,702	6.7%	108
Attend sports event: auto racing (not NASCAR)	4,562	5.4%	106
Attend sports event: baseball game	8,129	9.6%	73

**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. ESRI forecasts for 2009 and 2014.

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		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	5,044	5.9%	87
Attend sports event: basketball game (pro)	3,719	4.4%	61
Attend sports event: football game (college)	6,283	7.4%	83
Attend sports event: football-Monday night game (pro)	3,100	3.7%	77
Attend sports event: football-weekend game (pro)	4,819	5.7%	72
Attend sports event: golf tournament	3,042	3.6%	84
Attend sports event: ice hockey game	3,393	4.0%	74
Attend sports event: soccer game	3,096	3.6%	72
Attend sports event: tennis match	2,424	2.9%	79
Attended adult education course in last 12 months	4,299	5.1%	78
Attended auto show in last 12 months	7,179	8.5%	103
Went to bar/night club in last 12 months	12,799	15.1%	82
Went to beach in last 12 months	15,178	17.9%	76
Attended dance performance in last 12 months	2,447	2.9%	69
Danced/went dancing in last 12 months	5,385	6.3%	69
Dined out in last 12 months	40,012	47.1%	96
Dine out < once a month	3,236	3.8%	88
Dine out once a month	5,873	6.9%	111
Dine out 2-3 times a month	9,186	10.8%	97
Dine out once a week	9,089	10.7%	93
Dine out 2+ times per week	7,892	9.3%	92
Gambled at casino in last 12 months	10,913	12.9%	80
Gambled at casino 6+ times in last 12 months	2,079	2.4%	92
Gambled in Atlantic City in last 12 months	1,355	1.6%	59
Gambled in Las Vegas in last 12 months	1,688	2.0%	43
Attended horse races in last 12 months	1,654	1.9%	70
Attended movies in last 6 months	42,215	49.7%	85
Attended movies in last 90 days: < once a month	24,161	28.5%	91
Attended movies in last 90 days: once a month	6,257	7.4%	73
Attended movies in last 90 days: 2-3 times a month	3,547	4.2%	63
Attended movies in last 90 days: once/week or more	1,494	1.8%	65
Prefer to see movie after second week of release	17,403	20.5%	86
Went to museum in last 12 months	5,958	7.0%	58
Attended country music performance in last 12 mo	5,100	6.0%	117
Attended rock music performance in last 12 months	5,740	6.8%	68
Attended classical music/opera performance/12 mo	2,636	3.1%	64
Went to live theater in last 12 months	7,041	8.3%	66
Visited a theme park in last 12 months	14,471	17.0%	77
Visited Disneyland (CA) in last 12 months	778	0.9%	29
Visited Disney World (FL)/12 mo: Animal Kingdom	1,539	1.8%	74
Visited Disney World (FL)/12 mo: Epcot Center	1,810	2.1%	74
Visited Disney World (FL)/12 mo: Magic Kingdom	1,981	2.3%	67
Visited any Sea World in last 12 months	1,399	1.6%	50
Visited any Six Flags in last 12 months	2,826	3.3%	54
Went to zoo in last 12 months	8,494	10.0%	82
Played backgammon in last 12 months	794	0.9%	53
Participated in book club in last 12 months	1,953	2.3%	77
Played billiards/pool in last 12 months	6,636	7.8%	82
Played bingo in last 12 months	3,944	4.6%	105

**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 Mediarmark 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		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	6,604	7.8%	129
Played board game in last 12 months	13,626	16.1%	94
Played cards in last 12 months	18,392	21.7%	99
Played chess in last 12 months	2,211	2.6%	75
Cooked for fun in last 12 months	14,908	17.6%	89
Did crossword puzzle in last 12 months	11,206	13.2%	93
Participated in fantasy sports league last 12 mo	1,609	1.9%	65
Flew a kite in last 12 months	2,007	2.4%	90
Did furniture refinishing in last 12 months	2,742	3.2%	101
Did indoor gardening/plant care in last 12 months	8,347	9.8%	97
Participated in karaoke in last 12 months	2,687	3.2%	77
Bought lottery ticket in last 12 months	29,009	34.2%	98
Bought lottery ticket in last 12 mo: Daily Drawing	3,227	3.8%	76
Bought lottery ticket in last 12 mo: Instant Game	16,324	19.2%	116
Bought lottery ticket in last 12 mo: Lotto Drawing	17,496	20.6%	95
Played lottery: <2 times in last 30 days	9,006	10.6%	90
Played lottery: 2-5 times in last 30 days	9,922	11.7%	100
Played lottery: 6+ times in last 30 days	10,084	11.9%	104
Played musical instrument in last 12 months	5,600	6.6%	86
Did painting/drawing in last 12 months	4,797	5.7%	85
Did photography in last 12 months	9,835	11.6%	90
Read book in last 12 months	31,362	36.9%	95
Participated in trivia games in last 12 months	3,995	4.7%	79
Played video game in last 12 months	9,771	11.5%	99
Did woodworking in last 12 months	4,835	5.7%	122
Participated in word games in last 12 months	7,558	8.9%	94
Member of AARP	13,830	16.3%	105
Member of business club	1,144	1.3%	62
Member of charitable organization	4,496	5.3%	83
Member of church board	4,676	5.5%	127
Member of fraternal order	3,582	4.2%	111
Member of religious club	6,069	7.2%	107
Member of school or college board	1,193	1.4%	82
Member of union	4,977	5.9%	108
Member of veterans club	4,080	4.8%	134
Bought any children's toy/game in last 12 months	29,102	34.3%	99
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
Bought infant toy in last 12 months	6,931	8.2%	100
Bought pre-school toy in last 12 months	7,027	8.3%	99
Spent on toys/games (for child <6)/12 mo: <\$100	10,387	12.2%	110
Spent on toys/games (for child <6)/12 mo: \$100-199	5,051	6.0%	89
Spent on toys/games (for child <6)/12 mo: \$200+	5,084	6.0%	80
Bought for child in last 12 mo: boy action figure	6,861	8.1%	102
Bought for child in last 12 mo: girl action figure	2,430	2.9%	91
Bought for child in last 12 mo: bicycle	5,063	6.0%	92
Bought for child in last 12 mo: board game	10,436	12.3%	102
Bought for child in last 12 mo: builder set	3,373	4.0%	112

**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.

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		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	8,460	10.0%	109
Bought for child in last 12 mo: construction toy	4,482	5.3%	104
Bought for child in last 12 mo: large/baby doll	5,297	6.2%	93
Bought for child in last 12 mo: fashion doll	4,708	5.5%	102
Bought for child in last 12 mo: plush doll/animal	6,564	7.7%	94
Bought for child in last 12 mo: doll accessories	3,308	3.9%	96
Bought for child in last 12 mo: doll clothing	3,480	4.1%	97
Bought for child in last 12 mo: educational toy	10,691	12.6%	90
Bought for child in last 12 mo: electronic game	7,823	9.2%	100
Bought for child in last 12 mo: mechanical toy	3,740	4.4%	109
Bought for child in last 12 mo: model kit/set	2,291	2.7%	102
Bought for child in last 12 mo: sound game	2,113	2.5%	88
Bought for child in last 12 mo: water toy	7,762	9.1%	98
Bought for child in last 12 mo: word game	2,726	3.2%	86
Bought book in last 12 months	37,839	44.6%	90
Bought 1-3 books in last 12 months	15,948	18.8%	97
Bought 4-9 books in last 12 months	11,771	13.9%	89
Bought 10+ books in last 12 months	10,125	11.9%	81
Bought paperback book in last 12 months	28,418	33.5%	90
Bought <3 paperback books in last 12 months	10,659	12.6%	99
Bought 3-6 paperback books in last 12 months	9,508	11.2%	85
Bought 7+ paperback books in last 12 months	8,256	9.7%	84
Bought hardcover book in last 12 months	19,752	23.3%	84
Bought <3 hardcover books in last 12 months	8,981	10.6%	88
Bought 3-5 hardcover books in last 12 months	5,314	6.3%	79
Bought 6+ hardcover books in last 12 months	5,464	6.4%	82
Bought book (fiction) in last 12 months	21,138	24.9%	90
Bought book (non-fiction) in last 12 months	17,870	21.1%	82
Bought biography in last 12 months	3,467	4.1%	58
Bought children's book in last 12 months	9,113	10.7%	85
Bought cookbook in last 12 months	8,952	10.5%	96
Bought desk dictionary in last 12 months	1,501	1.8%	79
Bought history book in last 12 months	4,779	5.6%	73
Bought mystery book in last 12 months	8,860	10.4%	90
Bought personal/business self-help book last 12 mo	4,085	4.8%	66
Bought religious book (not bible) last 12 months	7,376	8.7%	109
Bought romance book in last 12 months	5,121	6.0%	95
Bought science fiction book in last 12 months	2,948	3.5%	84
Bought book through book club in last 12 months	3,956	4.7%	96
Bought book at book store in last 12 months	21,590	25.4%	77
Bought book at Barnes & Noble in last 12 months	9,992	11.8%	62
Bought book at Borders in last 12 months	5,029	5.9%	55
Bought book at convenience store in last 12 months	1,585	1.9%	87
Bought book at department store in last 12 months	8,498	10.0%	130
Bought book at drug store in last 12 months	1,310	1.5%	70
Bought book through Internet in last 12 mo	4,873	5.7%	63
Bought book through mail order in last 12 months	3,611	4.3%	119
Bought book at supermarket in last 12 months	4,193	4.9%	100
Bought book at warehouse store in last 12 months	3,796	4.5%	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.