

**Huntingburg Town Hall**  
508 E 4th St  
Huntingburg, IN 47542-1319

**Site Type: Drive Time**

Latitude: 38.29619  
Longitude: -86.95348  
Drive Time: 15 Minutes

Demographic Summary	2009	2014
Population	22,240	22,564
Population 18+	16,619	16,973
Households	8,585	8,770
Median Household Income	\$55,063	\$56,274

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	8,875	53.4%	107
Bank/financial institution: use savings & loan	1,781	10.7%	96
Bank/financial institution: use credit union	4,143	24.9%	110
Bank/financial institution: use fed savings bank	354	2.1%	87
Banking/financial institution: use mutual funds co	442	2.7%	76
Bank/financial institution: use Internet Bank	386	2.3%	62
Used ATM/cash machine in last 12 months	7,695	46.3%	91
Banked in person in last 12 months	9,265	55.7%	105
Banked by mail in last 12 months	785	4.7%	89
Banked by phone in last 12 months	2,470	14.9%	97
Did banking over the Internet in last 12 months	3,536	21.3%	84
Used direct deposit of paycheck in last 12 months	6,443	38.8%	101
Have interest checking account	5,193	31.2%	98
Have non-interest checking account	5,026	30.2%	109
Have money market account	1,622	9.8%	81
Have special Seniors Club account	318	1.9%	118
Have savings account	6,370	38.3%	103
Have 401K retirement savings	2,703	16.3%	99
Have IRA retirement savings	2,233	13.4%	93
Have college savings plan (529 plan)	304	1.8%	67
Have auto loan for new car	2,034	12.2%	106
Have personal loan for education only	536	3.2%	86
Have personal loan - not for education	601	3.6%	132
Have home mortgage (1st)	3,060	18.4%	101
Have 2nd mortgage (equity loan)	1,038	6.2%	102
Have mortgage refinance/consolidation loan	357	2.1%	91
Have home equity line of credit	892	5.4%	95
Have personal line of credit	769	4.6%	105
Have overdraft protection	1,970	11.9%	101
Own any securities investment	4,112	24.7%	102
Own annuities	566	3.4%	103
Own certificate of deposit (6 months or less)	538	3.2%	98
Own certificate of deposit (more than 6 months)	892	5.4%	96
Own common/preferred stock in company you work for	449	2.7%	86
Own common stock in company you don't work for	939	5.7%	90
Own insured money market account (bank)	311	1.9%	86
Own shares in money market fund	951	5.7%	90
Own shares in mutual fund (bonds)	876	5.3%	91
Own shares in mutual fund (stock)	1,425	8.6%	91
Own any stock	1,350	8.1%	90
Own stock with market value <\$10000	503	3.0%	105
Own stock with market value \$10000-49999	365	2.2%	92
Own stock with market value \$50000+	349	2.1%	80

**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		MPI
	Number of Adults	Percent	
Own U.S. savings bond	1,232	7.4%	105
Used stock rating service in last 12 months	215	1.3%	79
Used financial planning counsel in last 12 months	1,117	6.7%	91
Used discount brokerage firm in last 12 months	268	1.6%	82
Used full service brokerage firm in last 12 months	950	5.7%	94
Own any credit/debit card (in own name)	11,938	71.8%	98
Own American Express card (in own name)	1,285	7.7%	64
Own Discover card (in own name)	2,054	12.4%	102
Own MasterCard (in own name)	5,617	33.8%	97
Own Visa (in own name)	7,874	47.4%	97
Own any department store credit card (in own name)	5,310	32.0%	98
Avg monthly credit card expenditures: <\$111	2,677	16.1%	110
Avg monthly credit card expenditures: \$111-225	1,616	9.7%	108
Avg monthly credit card expenditures: \$226-450	1,400	8.4%	98
Avg monthly credit card expenditures: \$451-700	1,090	6.6%	92
Avg monthly credit card expenditures: \$701+	1,604	9.7%	70

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Site Type: Drive Time

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Demographic Summary	2009	2014
Population	51,584	52,410
Population 18+	38,574	39,369
Households	19,851	20,337
Median Household Income	\$52,945	\$54,376

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	20,483	53.1%	106
Bank/financial institution: use savings & loan	4,121	10.7%	96
Bank/financial institution: use credit union	9,323	24.2%	106
Bank/financial institution: use fed savings bank	755	2.0%	80
Banking/financial institution: use mutual funds co	981	2.5%	72
Bank/financial institution: use Internet Bank	831	2.2%	58
Used ATM/cash machine in last 12 months	17,050	44.2%	87
Banked in person in last 12 months	21,298	55.2%	104
Banked by mail in last 12 months	1,805	4.7%	88
Banked by phone in last 12 months	5,569	14.4%	94
Did banking over the Internet in last 12 months	7,747	20.1%	79
Used direct deposit of paycheck in last 12 months	14,613	37.9%	99
Have interest checking account	11,606	30.1%	94
Have non-interest checking account	11,714	30.4%	110
Have money market account	3,467	9.0%	75
Have special Seniors Club account	768	2.0%	123
Have savings account	14,360	37.2%	100
Have 401K retirement savings	6,011	15.6%	94
Have IRA retirement savings	4,769	12.4%	86
Have college savings plan (529 plan)	619	1.6%	59
Have auto loan for new car	4,742	12.3%	106
Have personal loan for education only	1,194	3.1%	82
Have personal loan - not for education	1,518	3.9%	144
Have home mortgage (1st)	6,626	17.2%	95
Have 2nd mortgage (equity loan)	2,307	6.0%	98
Have mortgage refinance/consolidation loan	771	2.0%	84
Have home equity line of credit	1,846	4.8%	85
Have personal line of credit	1,673	4.3%	99
Have overdraft protection	4,623	12.0%	102
Own any securities investment	9,082	23.5%	97
Own annuities	1,190	3.1%	93
Own certificate of deposit (6 months or less)	1,213	3.1%	95
Own certificate of deposit (more than 6 months)	1,974	5.1%	92
Own common/preferred stock in company you work for	1,051	2.7%	87
Own common stock in company you don't work for	2,013	5.2%	83
Own insured money market account (bank)	677	1.8%	80
Own shares in money market fund	2,083	5.4%	85
Own shares in mutual fund (bonds)	1,886	4.9%	85
Own shares in mutual fund (stock)	3,081	8.0%	85
Own any stock	2,952	7.7%	85
Own stock with market value <\$10000	1,084	2.8%	97
Own stock with market value \$10000-49999	809	2.1%	88
Own stock with market value \$50000+	757	2.0%	75

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Own U.S. savings bond	2,654	6.9%	97
Used stock rating service in last 12 months	487	1.3%	77
Used financial planning counsel in last 12 months	2,401	6.2%	84
Used discount brokerage firm in last 12 months	611	1.6%	80
Used full service brokerage firm in last 12 months	2,021	5.2%	86
Own any credit/debit card (in own name)	27,090	70.2%	96
Own American Express card (in own name)	2,731	7.1%	59
Own Discover card (in own name)	4,700	12.2%	100
Own MasterCard (in own name)	12,777	33.1%	95
Own Visa (in own name)	17,585	45.6%	93
Own any department store credit card (in own name)	11,832	30.7%	94
Avg monthly credit card expenditures: <\$111	6,144	15.9%	109
Avg monthly credit card expenditures: \$111-225	3,696	9.6%	106
Avg monthly credit card expenditures: \$226-450	3,133	8.1%	95
Avg monthly credit card expenditures: \$451-700	2,321	6.0%	84
Avg monthly credit card expenditures: \$701+	3,469	9.0%	66

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Demographic Summary	2009	2014
Population	101,537	103,494
Population 18+	77,008	78,901
Households	38,961	40,028
Median Household Income	\$50,807	\$52,366

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	41,128	53.4%	107
Bank/financial institution: use savings & loan	8,209	10.7%	96
Bank/financial institution: use credit union	17,545	22.8%	100
Bank/financial institution: use fed savings bank	1,485	1.9%	79
Banking/financial institution: use mutual funds co	1,847	2.4%	68
Bank/financial institution: use Internet Bank	1,562	2.0%	54
Used ATM/cash machine in last 12 months	32,498	42.2%	83
Banked in person in last 12 months	42,062	54.6%	103
Banked by mail in last 12 months	3,350	4.4%	82
Banked by phone in last 12 months	10,620	13.8%	90
Did banking over the Internet in last 12 months	14,050	18.2%	72
Used direct deposit of paycheck in last 12 months	28,752	37.3%	97
Have interest checking account	22,546	29.3%	92
Have non-interest checking account	23,395	30.4%	110
Have money market account	6,397	8.3%	69
Have special Seniors Club account	1,651	2.1%	132
Have savings account	27,441	35.6%	96
Have 401K retirement savings	11,397	14.8%	90
Have IRA retirement savings	8,881	11.5%	80
Have college savings plan (529 plan)	1,124	1.5%	53
Have auto loan for new car	9,258	12.0%	104
Have personal loan for education only	2,304	3.0%	80
Have personal loan - not for education	3,119	4.1%	148
Have home mortgage (1st)	12,479	16.2%	89
Have 2nd mortgage (equity loan)	4,349	5.6%	93
Have mortgage refinance/consolidation loan	1,484	1.9%	81
Have home equity line of credit	3,362	4.4%	77
Have personal line of credit	3,114	4.0%	92
Have overdraft protection	8,903	11.6%	99
Own any securities investment	17,183	22.3%	92
Own annuities	2,284	3.0%	89
Own certificate of deposit (6 months or less)	2,302	3.0%	90
Own certificate of deposit (more than 6 months)	3,982	5.2%	93
Own common/preferred stock in company you work for	2,012	2.6%	83
Own common stock in company you don't work for	3,674	4.8%	76
Own insured money market account (bank)	1,305	1.7%	78
Own shares in money market fund	3,809	4.9%	78
Own shares in mutual fund (bonds)	3,485	4.5%	78
Own shares in mutual fund (stock)	5,794	7.5%	80
Own any stock	5,456	7.1%	79
Own stock with market value <\$10000	1,972	2.6%	89
Own stock with market value \$10000-49999	1,518	2.0%	82
Own stock with market value \$50000+	1,494	1.9%	74

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Own U.S. savings bond	5,079	6.6%	93
Used stock rating service in last 12 months	943	1.2%	75
Used financial planning counsel in last 12 months	4,480	5.8%	79
Used discount brokerage firm in last 12 months	1,199	1.6%	79
Used full service brokerage firm in last 12 months	3,804	4.9%	81
Own any credit/debit card (in own name)	52,784	68.5%	94
Own American Express card (in own name)	4,879	6.3%	53
Own Discover card (in own name)	9,217	12.0%	99
Own MasterCard (in own name)	24,830	32.2%	92
Own Visa (in own name)	33,828	43.9%	90
Own any department store credit card (in own name)	23,277	30.2%	93
Avg monthly credit card expenditures: <\$111	12,298	16.0%	109
Avg monthly credit card expenditures: \$111-225	6,953	9.0%	100
Avg monthly credit card expenditures: \$226-450	5,961	7.7%	90
Avg monthly credit card expenditures: \$451-700	4,448	5.8%	81
Avg monthly credit card expenditures: \$701+	6,350	8.2%	60

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