

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
Participated in aerobics	1,243	7.5%	79
Participated in archery	621	3.7%	164
Participated in auto racing	418	2.5%	121
Participated in backpacking/hiking	1,292	7.8%	100
Participated in baseball	730	4.4%	88
Participated in basketball	1,363	8.2%	93
Participated in bicycling (mountain)	658	4.0%	103
Participated in bicycling (road)	1,374	8.3%	91
Participated in boating (power)	1,210	7.3%	126
Participated in bowling	1,801	10.8%	101
Participated in canoeing/kayaking	768	4.6%	108
Participated in downhill skiing	395	2.4%	82
Participated in fishing (fresh water)	3,058	18.4%	137
Participated in fishing (salt water)	624	3.8%	90
Participated in football	944	5.7%	98
Participated in Frisbee	820	4.9%	104
Participated in golf	1,667	10.0%	99
Play golf < once a month	607	3.7%	99
Play golf 1+ times a month	853	5.1%	96
Participated in horseback riding	541	3.3%	116
Participated in hunting with rifle	1,305	7.9%	162
Participated in hunting with shotgun	1,109	6.7%	164
Participated in ice skating	352	2.1%	81
Participated in jogging/running	1,112	6.7%	73
Participated in martial art	158	1.0%	70
Participated in motorcycling	771	4.6%	129
Participated in Pilates	473	2.8%	83
Participated in roller blading/in-line skating	360	2.2%	89
Participated in snorkeling/skin diving	274	1.6%	74
Participated in snowboarding	236	1.4%	87
Participated in soccer	554	3.3%	85
Participated in softball	641	3.9%	104
Participated in swimming	3,055	18.4%	103
Participated in target shooting	854	5.1%	131
Participated in tennis	507	3.1%	74
Participated in volleyball	570	3.4%	106
Participated in walking for exercise	4,633	27.9%	101
Participated in weight lifting	1,725	10.4%	84
Participated in yoga	600	3.6%	71
Spent on high end sports/recreation equipment/12 mo: <\$250	682	4.1%	103
Spent on high end sports/recreation equipment/12 mo: \$250+	635	3.8%	101
Attend sports event: auto racing (NASCAR)	1,179	7.1%	114
Attend sports event: auto racing (not NASCAR)	919	5.5%	109
Attend sports event: baseball game	1,927	11.6%	88

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. ESRI forecasts for 2009 and 2014.

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	1,029	6.2%	91
Attend sports event: basketball game (pro)	869	5.2%	73
Attend sports event: football game (college)	1,343	8.1%	91
Attend sports event: football-Monday night game (pro)	657	4.0%	83
Attend sports event: football-weekend game (pro)	1,113	6.7%	85
Attend sports event: golf tournament	657	4.0%	93
Attend sports event: ice hockey game	801	4.8%	89
Attend sports event: soccer game	692	4.2%	82
Attend sports event: tennis match	519	3.1%	86
Attended adult education course in last 12 months	944	5.7%	87
Attended auto show in last 12 months	1,519	9.1%	111
Went to bar/night club in last 12 months	2,892	17.4%	95
Went to beach in last 12 months	3,410	20.5%	87
Attended dance performance in last 12 months	514	3.1%	74
Danced/went dancing in last 12 months	1,226	7.4%	80
Dined out in last 12 months	8,242	49.6%	101
Dine out < once a month	715	4.3%	99
Dine out once a month	1,165	7.0%	113
Dine out 2-3 times a month	1,999	12.0%	107
Dine out once a week	1,833	11.0%	96
Dine out 2+ times per week	1,571	9.5%	93
Gambled at casino in last 12 months	2,493	15.0%	93
Gambled at casino 6+ times in last 12 months	470	2.8%	106
Gambled in Atlantic City in last 12 months	308	1.9%	68
Gambled in Las Vegas in last 12 months	450	2.7%	59
Attended horse races in last 12 months	381	2.3%	82
Attended movies in last 6 months	8,794	52.9%	90
Attended movies in last 90 days: < once a month	4,996	30.1%	96
Attended movies in last 90 days: once a month	1,418	8.5%	85
Attended movies in last 90 days: 2-3 times a month	772	4.6%	70
Attended movies in last 90 days: once/week or more	327	2.0%	72
Prefer to see movie after second week of release	3,711	22.3%	94
Went to museum in last 12 months	1,461	8.8%	73
Attended country music performance in last 12 mo	999	6.0%	117
Attended rock music performance in last 12 months	1,410	8.5%	86
Attended classical music/opera performance/12 mo	611	3.7%	76
Went to live theater in last 12 months	1,645	9.9%	79
Visited a theme park in last 12 months	3,122	18.8%	85
Visited Disneyland (CA) in last 12 months	235	1.4%	45
Visited Disney World (FL)/12 mo: Animal Kingdom	315	1.9%	78
Visited Disney World (FL)/12 mo: Epcot Center	389	2.3%	82
Visited Disney World (FL)/12 mo: Magic Kingdom	456	2.7%	79
Visited any Sea World in last 12 months	326	2.0%	60
Visited any Six Flags in last 12 months	642	3.9%	63
Went to zoo in last 12 months	1,902	11.4%	93
Played backgammon in last 12 months	174	1.0%	60
Participated in book club in last 12 months	453	2.7%	91
Played billiards/pool in last 12 months	1,474	8.9%	93
Played bingo in last 12 months	739	4.4%	101

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	1,387	8.3%	138
Played board game in last 12 months	2,858	17.2%	101
Played cards in last 12 months	3,791	22.8%	104
Played chess in last 12 months	476	2.9%	82
Cooked for fun in last 12 months	3,222	19.4%	98
Did crossword puzzle in last 12 months	2,296	13.8%	97
Participated in fantasy sports league last 12 mo	390	2.3%	80
Flew a kite in last 12 months	416	2.5%	95
Did furniture refinishing in last 12 months	536	3.2%	101
Did indoor gardening/plant care in last 12 months	1,764	10.6%	105
Participated in karaoke in last 12 months	660	4.0%	97
Bought lottery ticket in last 12 months	5,958	35.9%	103
Bought lottery ticket in last 12 mo: Daily Drawing	644	3.9%	77
Bought lottery ticket in last 12 mo: Instant Game	3,216	19.4%	117
Bought lottery ticket in last 12 mo: Lotto Drawing	3,709	22.3%	102
Played lottery: <2 times in last 30 days	1,894	11.4%	97
Played lottery: 2-5 times in last 30 days	1,978	11.9%	102
Played lottery: 6+ times in last 30 days	2,085	12.5%	109
Played musical instrument in last 12 months	1,152	6.9%	90
Did painting/drawing in last 12 months	1,012	6.1%	91
Did photography in last 12 months	2,135	12.8%	100
Read book in last 12 months	6,466	38.9%	100
Participated in trivia games in last 12 months	853	5.1%	86
Played video game in last 12 months	1,986	12.0%	103
Did woodworking in last 12 months	947	5.7%	122
Participated in word games in last 12 months	1,564	9.4%	100
Member of AARP	2,782	16.7%	108
Member of business club	266	1.6%	74
Member of charitable organization	1,006	6.1%	95
Member of church board	811	4.9%	113
Member of fraternal order	725	4.4%	114
Member of religious club	1,164	7.0%	105
Member of school or college board	228	1.4%	80
Member of union	1,097	6.6%	121
Member of veterans club	802	4.8%	134
Bought any children's toy/game in last 12 months	5,852	35.2%	102
Spent on toys/games in last 12 months: <\$50	1,188	7.1%	114
Spent on toys/games in last 12 months: \$50-99	496	3.0%	109
Spent on toys/games in last 12 months: \$100-199	1,149	6.9%	97
Spent on toys/games in last 12 months: \$200-499	1,721	10.4%	100
Spent on toys/games in last 12 months: \$500+	851	5.1%	93
Bought infant toy in last 12 months	1,340	8.1%	98
Bought pre-school toy in last 12 months	1,378	8.3%	99
Spent on toys/games (for child <6)/12 mo: <\$100	2,052	12.3%	111
Spent on toys/games (for child <6)/12 mo: \$100-199	1,043	6.3%	94
Spent on toys/games (for child <6)/12 mo: \$200+	1,078	6.5%	86
Bought for child in last 12 mo: boy action figure	1,360	8.2%	103
Bought for child in last 12 mo: girl action figure	468	2.8%	90
Bought for child in last 12 mo: bicycle	1,000	6.0%	93
Bought for child in last 12 mo: board game	2,118	12.7%	106
Bought for child in last 12 mo: builder set	600	3.6%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	1,661	10.0%	109
Bought for child in last 12 mo: construction toy	849	5.1%	100
Bought for child in last 12 mo: large/baby doll	1,022	6.1%	92
Bought for child in last 12 mo: fashion doll	930	5.6%	103
Bought for child in last 12 mo: plush doll/animal	1,295	7.8%	95
Bought for child in last 12 mo: doll accessories	642	3.9%	95
Bought for child in last 12 mo: doll clothing	656	3.9%	94
Bought for child in last 12 mo: educational toy	2,163	13.0%	93
Bought for child in last 12 mo: electronic game	1,535	9.2%	100
Bought for child in last 12 mo: mechanical toy	701	4.2%	105
Bought for child in last 12 mo: model kit/set	476	2.9%	108
Bought for child in last 12 mo: sound game	417	2.5%	89
Bought for child in last 12 mo: water toy	1,629	9.8%	105
Bought for child in last 12 mo: word game	529	3.2%	85
Bought book in last 12 months	7,831	47.1%	95
Bought 1-3 books in last 12 months	3,203	19.3%	100
Bought 4-9 books in last 12 months	2,375	14.3%	92
Bought 10+ books in last 12 months	2,254	13.6%	93
Bought paperback book in last 12 months	5,902	35.5%	95
Bought <3 paperback books in last 12 months	2,109	12.7%	100
Bought 3-6 paperback books in last 12 months	2,053	12.4%	94
Bought 7+ paperback books in last 12 months	1,741	10.5%	90
Bought hardcover book in last 12 months	4,133	24.9%	90
Bought <3 hardcover books in last 12 months	1,884	11.3%	94
Bought 3-5 hardcover books in last 12 months	1,110	6.7%	84
Bought 6+ hardcover books in last 12 months	1,140	6.9%	87
Bought book (fiction) in last 12 months	4,388	26.4%	95
Bought book (non-fiction) in last 12 months	3,783	22.8%	89
Bought biography in last 12 months	833	5.0%	71
Bought children's book in last 12 months	1,956	11.8%	93
Bought cookbook in last 12 months	1,763	10.6%	97
Bought desk dictionary in last 12 months	284	1.7%	76
Bought history book in last 12 months	1,039	6.3%	81
Bought mystery book in last 12 months	1,876	11.3%	98
Bought personal/business self-help book last 12 mo	1,009	6.1%	84
Bought religious book (not bible) last 12 months	1,438	8.7%	108
Bought romance book in last 12 months	1,069	6.4%	101
Bought science fiction book in last 12 months	665	4.0%	97
Bought book through book club in last 12 months	789	4.7%	98
Bought book at book store in last 12 months	4,773	28.7%	87
Bought book at Barnes & Noble in last 12 months	2,454	14.8%	77
Bought book at Borders in last 12 months	1,298	7.8%	73
Bought book at convenience store in last 12 months	308	1.9%	87
Bought book at department store in last 12 months	1,566	9.4%	122
Bought book at drug store in last 12 months	285	1.7%	78
Bought book through Internet in last 12 mo	1,093	6.6%	72
Bought book through mail order in last 12 months	751	4.5%	127
Bought book at supermarket in last 12 months	908	5.5%	110
Bought book at warehouse store in last 12 months	861	5.2%	87

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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
Participated in aerobics	2,577	6.7%	71
Participated in archery	1,471	3.8%	167
Participated in auto racing	994	2.6%	124
Participated in backpacking/hiking	2,765	7.2%	92
Participated in baseball	1,695	4.4%	88
Participated in basketball	3,008	7.8%	88
Participated in bicycling (mountain)	1,341	3.5%	91
Participated in bicycling (road)	2,923	7.6%	83
Participated in boating (power)	2,680	6.9%	120
Participated in bowling	3,798	9.8%	92
Participated in canoeing/kayaking	1,659	4.3%	101
Participated in downhill skiing	774	2.0%	69
Participated in fishing (fresh water)	7,478	19.4%	144
Participated in fishing (salt water)	1,384	3.6%	86
Participated in football	2,139	5.5%	95
Participated in Frisbee	1,744	4.5%	96
Participated in golf	3,581	9.3%	91
Play golf < once a month	1,315	3.4%	92
Play golf 1+ times a month	1,799	4.7%	87
Participated in horseback riding	1,298	3.4%	120
Participated in hunting with rifle	3,291	8.5%	177
Participated in hunting with shotgun	2,878	7.5%	183
Participated in ice skating	725	1.9%	72
Participated in jogging/running	2,237	5.8%	63
Participated in martial art	377	1.0%	71
Participated in motorcycling	1,670	4.3%	120
Participated in Pilates	1,015	2.6%	77
Participated in roller blading/in-line skating	734	1.9%	78
Participated in snorkeling/skin diving	572	1.5%	67
Participated in snowboarding	461	1.2%	73
Participated in soccer	1,174	3.0%	77
Participated in softball	1,455	3.8%	101
Participated in swimming	6,742	17.5%	98
Participated in target shooting	1,984	5.1%	131
Participated in tennis	1,027	2.7%	64
Participated in volleyball	1,302	3.4%	105
Participated in walking for exercise	10,542	27.3%	99
Participated in weight lifting	3,695	9.6%	77
Participated in yoga	1,314	3.4%	67
Spent on high end sports/recreation equipment/12 mo: <\$250	1,465	3.8%	96
Spent on high end sports/recreation equipment/12 mo: \$250+	1,445	3.7%	99
Attend sports event: auto racing (NASCAR)	2,588	6.7%	108
Attend sports event: auto racing (not NASCAR)	2,045	5.3%	105
Attend sports event: baseball game	3,947	10.2%	78

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	2,354	6.1%	89
Attend sports event: basketball game (pro)	1,783	4.6%	65
Attend sports event: football game (college)	2,952	7.7%	86
Attend sports event: football-Monday night game (pro)	1,455	3.8%	79
Attend sports event: football-weekend game (pro)	2,383	6.2%	79
Attend sports event: golf tournament	1,467	3.8%	89
Attend sports event: ice hockey game	1,653	4.3%	79
Attend sports event: soccer game	1,479	3.8%	76
Attend sports event: tennis match	1,110	2.9%	80
Attended adult education course in last 12 months	2,063	5.3%	82
Attended auto show in last 12 months	3,354	8.7%	106
Went to bar/night club in last 12 months	6,311	16.4%	89
Went to beach in last 12 months	7,364	19.1%	81
Attended dance performance in last 12 months	1,157	3.0%	72
Danced/went dancing in last 12 months	2,647	6.9%	74
Dined out in last 12 months	18,752	48.6%	99
Dine out < once a month	1,571	4.1%	94
Dine out once a month	2,669	6.9%	111
Dine out 2-3 times a month	4,464	11.6%	103
Dine out once a week	4,284	11.1%	97
Dine out 2+ times per week	3,583	9.3%	92
Gambled at casino in last 12 months	5,364	13.9%	86
Gambled at casino 6+ times in last 12 months	1,024	2.7%	100
Gambled in Atlantic City in last 12 months	652	1.7%	62
Gambled in Las Vegas in last 12 months	865	2.2%	49
Attended horse races in last 12 months	807	2.1%	75
Attended movies in last 6 months	19,883	51.5%	88
Attended movies in last 90 days: < once a month	11,439	29.7%	94
Attended movies in last 90 days: once a month	3,006	7.8%	78
Attended movies in last 90 days: 2-3 times a month	1,733	4.5%	68
Attended movies in last 90 days: once/week or more	690	1.8%	66
Prefer to see movie after second week of release	8,200	21.3%	89
Went to museum in last 12 months	3,053	7.9%	65
Attended country music performance in last 12 mo	2,325	6.0%	117
Attended rock music performance in last 12 months	2,953	7.7%	77
Attended classical music/opera performance/12 mo	1,306	3.4%	70
Went to live theater in last 12 months	3,501	9.1%	72
Visited a theme park in last 12 months	6,993	18.1%	82
Visited Disneyland (CA) in last 12 months	421	1.1%	35
Visited Disney World (FL)/12 mo: Animal Kingdom	709	1.8%	75
Visited Disney World (FL)/12 mo: Epcot Center	860	2.2%	78
Visited Disney World (FL)/12 mo: Magic Kingdom	964	2.5%	72
Visited any Sea World in last 12 months	701	1.8%	55
Visited any Six Flags in last 12 months	1,359	3.5%	57
Went to zoo in last 12 months	4,146	10.7%	88
Played backgammon in last 12 months	406	1.1%	60
Participated in book club in last 12 months	930	2.4%	80
Played billiards/pool in last 12 months	3,243	8.4%	88
Played bingo in last 12 months	1,792	4.6%	105

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	3,140	8.1%	134
Played board game in last 12 months	6,445	16.7%	98
Played cards in last 12 months	8,605	22.3%	102
Played chess in last 12 months	1,080	2.8%	80
Cooked for fun in last 12 months	7,153	18.5%	94
Did crossword puzzle in last 12 months	5,260	13.6%	96
Participated in fantasy sports league last 12 mo	837	2.2%	74
Flew a kite in last 12 months	949	2.5%	94
Did furniture refinishing in last 12 months	1,273	3.3%	103
Did indoor gardening/plant care in last 12 months	3,912	10.1%	100
Participated in karaoke in last 12 months	1,357	3.5%	86
Bought lottery ticket in last 12 months	13,576	35.2%	101
Bought lottery ticket in last 12 mo: Daily Drawing	1,509	3.9%	78
Bought lottery ticket in last 12 mo: Instant Game	7,494	19.4%	117
Bought lottery ticket in last 12 mo: Lotto Drawing	8,264	21.4%	98
Played lottery: <2 times in last 30 days	4,258	11.0%	94
Played lottery: 2-5 times in last 30 days	4,552	11.8%	101
Played lottery: 6+ times in last 30 days	4,767	12.4%	108
Played musical instrument in last 12 months	2,609	6.8%	88
Did painting/drawing in last 12 months	2,373	6.2%	92
Did photography in last 12 months	4,855	12.6%	98
Read book in last 12 months	14,732	38.2%	98
Participated in trivia games in last 12 months	1,921	5.0%	83
Played video game in last 12 months	4,538	11.8%	101
Did woodworking in last 12 months	2,317	6.0%	128
Participated in word games in last 12 months	3,529	9.1%	97
Member of AARP	6,344	16.4%	106
Member of business club	564	1.5%	68
Member of charitable organization	2,213	5.7%	90
Member of church board	2,057	5.3%	123
Member of fraternal order	1,723	4.5%	117
Member of religious club	2,694	7.0%	105
Member of school or college board	540	1.4%	81
Member of union	2,445	6.3%	116
Member of veterans club	1,842	4.8%	133
Bought any children's toy/game in last 12 months	13,400	34.7%	101
Spent on toys/games in last 12 months: <\$50	2,811	7.3%	116
Spent on toys/games in last 12 months: \$50-99	1,135	2.9%	107
Spent on toys/games in last 12 months: \$100-199	2,698	7.0%	98
Spent on toys/games in last 12 months: \$200-499	3,830	9.9%	96
Spent on toys/games in last 12 months: \$500+	1,931	5.0%	91
Bought infant toy in last 12 months	3,182	8.2%	101
Bought pre-school toy in last 12 months	3,142	8.1%	97
Spent on toys/games (for child <6)/12 mo: <\$100	4,755	12.3%	110
Spent on toys/games (for child <6)/12 mo: \$100-199	2,420	6.3%	94
Spent on toys/games (for child <6)/12 mo: \$200+	2,338	6.1%	81
Bought for child in last 12 mo: boy action figure	3,092	8.0%	101
Bought for child in last 12 mo: girl action figure	1,046	2.7%	86
Bought for child in last 12 mo: bicycle	2,321	6.0%	93
Bought for child in last 12 mo: board game	4,808	12.5%	103
Bought for child in last 12 mo: builder set	1,431	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.

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

Site Type: Drive Time

Latitude: 38.29619
Longitude: -86.95348
Drive Time: 30 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	3,857	10.0%	109
Bought for child in last 12 mo: construction toy	2,015	5.2%	103
Bought for child in last 12 mo: large/baby doll	2,359	6.1%	91
Bought for child in last 12 mo: fashion doll	2,125	5.5%	101
Bought for child in last 12 mo: plush doll/animal	2,992	7.8%	94
Bought for child in last 12 mo: doll accessories	1,486	3.9%	95
Bought for child in last 12 mo: doll clothing	1,526	4.0%	94
Bought for child in last 12 mo: educational toy	4,987	12.9%	92
Bought for child in last 12 mo: electronic game	3,583	9.3%	101
Bought for child in last 12 mo: mechanical toy	1,675	4.3%	108
Bought for child in last 12 mo: model kit/set	1,087	2.8%	106
Bought for child in last 12 mo: sound game	927	2.4%	85
Bought for child in last 12 mo: water toy	3,728	9.7%	103
Bought for child in last 12 mo: word game	1,248	3.2%	86
Bought book in last 12 months	17,719	45.9%	93
Bought 1-3 books in last 12 months	7,345	19.0%	99
Bought 4-9 books in last 12 months	5,484	14.2%	91
Bought 10+ books in last 12 months	4,894	12.7%	87
Bought paperback book in last 12 months	13,376	34.7%	93
Bought <3 paperback books in last 12 months	4,882	12.7%	100
Bought 3-6 paperback books in last 12 months	4,584	11.9%	91
Bought 7+ paperback books in last 12 months	3,912	10.1%	88
Bought hardcover book in last 12 months	9,315	24.1%	87
Bought <3 hardcover books in last 12 months	4,226	11.0%	91
Bought 3-5 hardcover books in last 12 months	2,497	6.5%	81
Bought 6+ hardcover books in last 12 months	2,595	6.7%	85
Bought book (fiction) in last 12 months	9,884	25.6%	92
Bought book (non-fiction) in last 12 months	8,469	22.0%	86
Bought biography in last 12 months	1,750	4.5%	65
Bought children's book in last 12 months	4,280	11.1%	88
Bought cookbook in last 12 months	4,118	10.7%	97
Bought desk dictionary in last 12 months	692	1.8%	80
Bought history book in last 12 months	2,256	5.8%	76
Bought mystery book in last 12 months	4,184	10.8%	94
Bought personal/business self-help book last 12 mo	2,068	5.4%	74
Bought religious book (not bible) last 12 months	3,400	8.8%	110
Bought romance book in last 12 months	2,436	6.3%	100
Bought science fiction book in last 12 months	1,457	3.8%	92
Bought book through book club in last 12 months	1,821	4.7%	97
Bought book at book store in last 12 months	10,500	27.2%	83
Bought book at Barnes & Noble in last 12 months	5,100	13.2%	69
Bought book at Borders in last 12 months	2,690	7.0%	65
Bought book at convenience store in last 12 months	731	1.9%	89
Bought book at department store in last 12 months	3,790	9.8%	128
Bought book at drug store in last 12 months	613	1.6%	72
Bought book through Internet in last 12 mo	2,416	6.3%	68
Bought book through mail order in last 12 months	1,679	4.4%	122
Bought book at supermarket in last 12 months	1,947	5.0%	102
Bought book at warehouse store in last 12 months	1,855	4.8%	80

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Huntingburg Town Hall
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Site Type: Drive Time

Latitude: 38.29619
Longitude: -86.95348
Drive Time: 45 Minutes

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
Participated in aerobics	4,511	5.9%	62
Participated in archery	2,865	3.7%	163
Participated in auto racing	2,094	2.7%	130
Participated in backpacking/hiking	5,030	6.5%	84
Participated in baseball	3,284	4.3%	86
Participated in basketball	5,601	7.3%	83
Participated in bicycling (mountain)	2,318	3.0%	78
Participated in bicycling (road)	5,307	6.9%	76
Participated in boating (power)	4,890	6.3%	110
Participated in bowling	6,907	9.0%	83
Participated in canoeing/kayaking	2,863	3.7%	87
Participated in downhill skiing	1,308	1.7%	58
Participated in fishing (fresh water)	15,078	19.6%	145
Participated in fishing (salt water)	2,620	3.4%	81
Participated in football	3,958	5.1%	88
Participated in Frisbee	3,068	4.0%	84
Participated in golf	6,656	8.6%	85
Play golf < once a month	2,375	3.1%	83
Play golf 1+ times a month	3,285	4.3%	80
Participated in horseback riding	2,399	3.1%	111
Participated in hunting with rifle	6,666	8.7%	179
Participated in hunting with shotgun	5,867	7.6%	187
Participated in ice skating	1,401	1.8%	70
Participated in jogging/running	3,987	5.2%	56
Participated in martial art	764	1.0%	73
Participated in motorcycling	3,195	4.1%	115
Participated in Pilates	1,888	2.5%	71
Participated in roller blading/in-line skating	1,355	1.8%	72
Participated in snorkeling/skin diving	991	1.3%	58
Participated in snowboarding	820	1.1%	65
Participated in soccer	2,088	2.7%	69
Participated in softball	2,757	3.6%	96
Participated in swimming	12,616	16.4%	92
Participated in target shooting	3,809	4.9%	126
Participated in tennis	1,931	2.5%	60
Participated in volleyball	2,503	3.3%	101
Participated in walking for exercise	20,241	26.3%	95
Participated in weight lifting	6,629	8.6%	69
Participated in yoga	2,411	3.1%	62
Spent on high end sports/recreation equipment/12 mo: <\$250	2,743	3.6%	90
Spent on high end sports/recreation equipment/12 mo: \$250+	2,629	3.4%	90
Attend sports event: auto racing (NASCAR)	5,134	6.7%	107
Attend sports event: auto racing (not NASCAR)	4,156	5.4%	107
Attend sports event: baseball game	7,360	9.6%	73

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Site Type: Drive Time

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Drive Time: 45 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	4,656	6.0%	88
Attend sports event: basketball game (pro)	3,391	4.4%	62
Attend sports event: football game (college)	5,728	7.4%	84
Attend sports event: football-Monday night game (pro)	2,862	3.7%	78
Attend sports event: football-weekend game (pro)	4,444	5.8%	74
Attend sports event: golf tournament	2,807	3.6%	86
Attend sports event: ice hockey game	3,106	4.0%	74
Attend sports event: soccer game	2,836	3.7%	73
Attend sports event: tennis match	2,192	2.8%	79
Attended adult education course in last 12 months	3,932	5.1%	78
Attended auto show in last 12 months	6,537	8.5%	104
Went to bar/night club in last 12 months	11,715	15.2%	83
Went to beach in last 12 months	13,768	17.9%	76
Attended dance performance in last 12 months	2,257	2.9%	70
Danced/went dancing in last 12 months	4,909	6.4%	69
Dined out in last 12 months	36,405	47.3%	97
Dine out < once a month	2,980	3.9%	89
Dine out once a month	5,344	6.9%	112
Dine out 2-3 times a month	8,311	10.8%	96
Dine out once a week	8,356	10.9%	94
Dine out 2+ times per week	7,146	9.3%	91
Gambled at casino in last 12 months	10,045	13.0%	81
Gambled at casino 6+ times in last 12 months	1,882	2.4%	92
Gambled in Atlantic City in last 12 months	1,268	1.6%	60
Gambled in Las Vegas in last 12 months	1,534	2.0%	43
Attended horse races in last 12 months	1,498	1.9%	69
Attended movies in last 6 months	38,298	49.7%	85
Attended movies in last 90 days: < once a month	22,001	28.6%	91
Attended movies in last 90 days: once a month	5,676	7.4%	73
Attended movies in last 90 days: 2-3 times a month	3,249	4.2%	64
Attended movies in last 90 days: once/week or more	1,337	1.7%	64
Prefer to see movie after second week of release	15,760	20.5%	86
Went to museum in last 12 months	5,439	7.1%	58
Attended country music performance in last 12 mo	4,618	6.0%	117
Attended rock music performance in last 12 months	5,267	6.8%	69
Attended classical music/opera performance/12 mo	2,399	3.1%	64
Went to live theater in last 12 months	6,442	8.4%	67
Visited a theme park in last 12 months	13,248	17.2%	77
Visited Disneyland (CA) in last 12 months	700	0.9%	29
Visited Disney World (FL)/12 mo: Animal Kingdom	1,413	1.8%	75
Visited Disney World (FL)/12 mo: Epcot Center	1,669	2.2%	76
Visited Disney World (FL)/12 mo: Magic Kingdom	1,814	2.4%	68
Visited any Sea World in last 12 months	1,312	1.7%	52
Visited any Six Flags in last 12 months	2,602	3.4%	55
Went to zoo in last 12 months	7,737	10.0%	82
Played backgammon in last 12 months	746	1.0%	55
Participated in book club in last 12 months	1,771	2.3%	77
Played billiards/pool in last 12 months	6,010	7.8%	82
Played bingo in last 12 months	3,595	4.7%	106

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Site Type: Drive Time

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Longitude: -86.95348
Drive Time: 45 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	6,007	7.8%	129
Played board game in last 12 months	12,399	16.1%	94
Played cards in last 12 months	16,795	21.8%	100
Played chess in last 12 months	2,013	2.6%	75
Cooked for fun in last 12 months	13,525	17.6%	89
Did crossword puzzle in last 12 months	10,286	13.4%	94
Participated in fantasy sports league last 12 mo	1,482	1.9%	66
Flew a kite in last 12 months	1,829	2.4%	90
Did furniture refinishing in last 12 months	2,550	3.3%	104
Did indoor gardening/plant care in last 12 months	7,535	9.8%	97
Participated in karaoke in last 12 months	2,397	3.1%	76
Bought lottery ticket in last 12 months	26,401	34.3%	98
Bought lottery ticket in last 12 mo: Daily Drawing	2,984	3.9%	77
Bought lottery ticket in last 12 mo: Instant Game	14,900	19.3%	117
Bought lottery ticket in last 12 mo: Lotto Drawing	15,895	20.6%	95
Played lottery: <2 times in last 30 days	8,103	10.5%	90
Played lottery: 2-5 times in last 30 days	9,034	11.7%	100
Played lottery: 6+ times in last 30 days	9,268	12.0%	105
Played musical instrument in last 12 months	5,089	6.6%	86
Did painting/drawing in last 12 months	4,423	5.7%	86
Did photography in last 12 months	9,015	11.7%	91
Read book in last 12 months	28,521	37.0%	95
Participated in trivia games in last 12 months	3,673	4.8%	80
Played video game in last 12 months	8,875	11.5%	99
Did woodworking in last 12 months	4,466	5.8%	124
Participated in word games in last 12 months	6,845	8.9%	94
Member of AARP	12,708	16.5%	107
Member of business club	1,056	1.4%	63
Member of charitable organization	4,153	5.4%	85
Member of church board	4,329	5.6%	130
Member of fraternal order	3,366	4.4%	114
Member of religious club	5,548	7.2%	108
Member of school or college board	1,090	1.4%	82
Member of union	4,581	5.9%	109
Member of veterans club	3,734	4.8%	135
Bought any children's toy/game in last 12 months	26,408	34.3%	99
Spent on toys/games in last 12 months: <\$50	5,484	7.1%	114
Spent on toys/games in last 12 months: \$50-99	2,307	3.0%	109
Spent on toys/games in last 12 months: \$100-199	5,481	7.1%	100
Spent on toys/games in last 12 months: \$200-499	7,461	9.7%	93
Spent on toys/games in last 12 months: \$500+	3,756	4.9%	89
Bought infant toy in last 12 months	6,346	8.2%	100
Bought pre-school toy in last 12 months	6,377	8.3%	99
Spent on toys/games (for child <6)/12 mo: <\$100	9,474	12.3%	110
Spent on toys/games (for child <6)/12 mo: \$100-199	4,646	6.0%	90
Spent on toys/games (for child <6)/12 mo: \$200+	4,582	6.0%	79
Bought for child in last 12 mo: boy action figure	6,244	8.1%	102
Bought for child in last 12 mo: girl action figure	2,169	2.8%	90
Bought for child in last 12 mo: bicycle	4,637	6.0%	93
Bought for child in last 12 mo: board game	9,457	12.3%	102
Bought for child in last 12 mo: builder set	3,086	4.0%	113

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Site Type: Drive Time

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Longitude: -86.95348
Drive Time: 45 Minutes

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	7,607	9.9%	108
Bought for child in last 12 mo: construction toy	4,096	5.3%	105
Bought for child in last 12 mo: large/baby doll	4,772	6.2%	92
Bought for child in last 12 mo: fashion doll	4,220	5.5%	101
Bought for child in last 12 mo: plush doll/animal	6,006	7.8%	95
Bought for child in last 12 mo: doll accessories	3,006	3.9%	96
Bought for child in last 12 mo: doll clothing	3,142	4.1%	97
Bought for child in last 12 mo: educational toy	9,736	12.6%	90
Bought for child in last 12 mo: electronic game	7,130	9.3%	100
Bought for child in last 12 mo: mechanical toy	3,399	4.4%	109
Bought for child in last 12 mo: model kit/set	2,092	2.7%	102
Bought for child in last 12 mo: sound game	1,879	2.4%	86
Bought for child in last 12 mo: water toy	7,027	9.1%	98
Bought for child in last 12 mo: word game	2,494	3.2%	87
Bought book in last 12 months	34,457	44.7%	90
Bought 1-3 books in last 12 months	14,540	18.9%	98
Bought 4-9 books in last 12 months	10,756	14.0%	90
Bought 10+ books in last 12 months	9,166	11.9%	81
Bought paperback book in last 12 months	25,856	33.6%	90
Bought <3 paperback books in last 12 months	9,665	12.6%	99
Bought 3-6 paperback books in last 12 months	8,676	11.3%	86
Bought 7+ paperback books in last 12 months	7,520	9.8%	84
Bought hardcover book in last 12 months	18,084	23.5%	85
Bought <3 hardcover books in last 12 months	8,226	10.7%	89
Bought 3-5 hardcover books in last 12 months	4,869	6.3%	79
Bought 6+ hardcover books in last 12 months	4,995	6.5%	82
Bought book (fiction) in last 12 months	19,245	25.0%	90
Bought book (non-fiction) in last 12 months	16,242	21.1%	82
Bought biography in last 12 months	3,150	4.1%	58
Bought children's book in last 12 months	8,211	10.7%	84
Bought cookbook in last 12 months	8,186	10.6%	97
Bought desk dictionary in last 12 months	1,377	1.8%	80
Bought history book in last 12 months	4,307	5.6%	73
Bought mystery book in last 12 months	8,049	10.5%	90
Bought personal/business self-help book last 12 mo	3,675	4.8%	66
Bought religious book (not bible) last 12 months	6,698	8.7%	109
Bought romance book in last 12 months	4,683	6.1%	96
Bought science fiction book in last 12 months	2,694	3.5%	85
Bought book through book club in last 12 months	3,620	4.7%	97
Bought book at book store in last 12 months	19,715	25.6%	78
Bought book at Barnes & Noble in last 12 months	9,100	11.8%	62
Bought book at Borders in last 12 months	4,661	6.1%	56
Bought book at convenience store in last 12 months	1,462	1.9%	89
Bought book at department store in last 12 months	7,738	10.0%	131
Bought book at drug store in last 12 months	1,194	1.6%	71
Bought book through Internet in last 12 mo	4,435	5.8%	63
Bought book through mail order in last 12 months	3,214	4.2%	117
Bought book at supermarket in last 12 months	3,755	4.9%	98
Bought book at warehouse store in last 12 months	3,433	4.5%	74

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