

Dubois County Area Developme...
1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 15 Minutes

Demographic Summary	2009	2014
Population	26,101	26,725
Population 18+	19,518	20,076
Households	10,306	10,634
Median Household Income	\$55,210	\$56,308

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	5,848	30.0%	93
HH owns a personal computer	7,009	68.0%	95
Purchased home PC in last 12 months	1,492	14.5%	94
Purchased home PC 1-2 years ago	2,076	20.1%	91
Purchased home PC 3-4 years ago	1,825	17.7%	99
Purchased home PC 5+ years ago	1,001	9.7%	106
Spent <\$500 on home PC	1,031	10.0%	110
Spent \$500-999 on home PC	1,905	18.5%	101
Spent \$1000-1499 on home PC	1,433	13.9%	94
Spent \$1500-1999 on home PC	790	7.7%	92
Spent \$2000-2999 on home PC	600	5.8%	75
Purchased home PC at computer superstore	1,056	10.2%	82
Purchased home PC at department store	513	5.0%	112
Purchased home PC direct from manufacturer	1,423	13.8%	97
Purchased home PC at electronics store	1,021	9.9%	101
Purchased home PC on Internet	588	5.7%	73
Purchased home PC at warehouse discount outlet	203	2.0%	90
HH owns desktop PC	5,930	57.5%	99
HH owns laptop/notebook/tablet PC	2,039	19.8%	77
HH owns any Apple/Apple Mac clone brand PC	327	3.2%	63
HH owns any IBM/IBM compatible brand PC	6,530	63.4%	97
Brand of PC that HH owns: Compaq	969	9.4%	107
Brand of PC that HH owns: Dell	2,696	26.2%	91
Brand of PC that HH owns: Gateway	778	7.5%	108
Brand of PC that HH owns: Hewlett Packard	1,419	13.8%	97
Brand of PC that HH owns: Lenovo/IBM	137	1.3%	73
Brand of PC that HH owns: Sony Vaio	189	1.8%	70
Child (under 18) uses home PC	2,163	21.0%	100
HH owns CD burner	3,601	34.9%	97
HH owns CD ROM drive	3,999	38.8%	99
HH owns DVD drive	2,164	21.0%	92
HH owns LAN/network interface card	959	9.3%	81
HH owns inkjet printer	4,529	43.9%	100
HH owns laser printer	1,261	12.2%	87
HH owns removable cartridge storage device	612	5.9%	94
HH owns scanner	2,915	28.3%	102
HH owns PC speakers	4,198	40.7%	98
HH owns tape backup	250	2.4%	88
HH owns modem/fax modem	2,281	22.1%	98
HH owns software: accounting	890	8.6%	93
HH owns software: communications/fax	750	7.3%	87
HH owns software: database/filing	848	8.2%	94
HH owns software: desktop publishing	1,186	11.5%	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.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	949	9.2%	93
HH owns software: entertainment/games	3,034	29.4%	101
HH owns software: personal finance/tax prep	1,291	12.5%	91
HH owns software: presentation graphics	667	6.5%	79
HH owns software: multimedia	1,424	13.8%	91
HH owns software: networking	949	9.2%	85
HH owns software: spreadsheet	2,115	20.5%	90
HH owns software: utility	638	6.2%	87
HH owns software: web authoring	276	2.7%	80
HH owns software: word processing	3,119	30.3%	91
Spent \$500+ on software for home PC in last 12 mo	216	2.1%	83
Purchased computer book in last 12 months	360	3.5%	72
HH owns fax machine	751	7.3%	82
Purchased audio equipment in last 12 months	804	7.8%	94
Purchased headphones in last 12 months	348	3.4%	97
HH owns camcorder	1,957	19.0%	96
Purchased camcorder in last 12 months	173	1.7%	75
HH owns digital camcorder	723	7.0%	80
HH owns CD player	5,141	49.9%	103
Purchased CD player in last 12 months	602	5.8%	111
HH owns DVD player	6,541	63.5%	99
Purchased DVD player in last 12 months	1,059	10.3%	97
HH owns 1 TV	1,924	18.7%	94
HH owns 2 TVs	2,800	27.2%	102
HH owns 3 TVs	2,261	21.9%	98
HH owns 4+ TVs	2,228	21.6%	103
HH owns color floor TV	3,653	35.4%	93
HH owns color portable TV	6,189	60.1%	107
HH owns miniature screen TV (<13 in)	987	9.6%	112
Most recent TV purchase: miniature screen (<13 in)	354	3.4%	106
HH owns regular screen TV (13"-26")	4,990	48.4%	105
Most recent TV purchase: regular screen (13"-26")	2,826	27.4%	104
HH owns large screen TV (27"-35")	5,063	49.1%	103
Most recent TV purchase: large screen (27"-35")	3,610	35.0%	104
HH owns big screen TV (36"-42")	1,403	13.6%	89
Most recent TV purchase: big screen (36"-42")	1,030	10.0%	90
HH owns giant screen TV (over 42")	1,111	10.8%	89
Most recent TV purchase: giant screen (over 42")	858	8.3%	87
HH owns LCD TV	1,101	10.7%	85
HH owns plasma TV	504	4.9%	83
HH owns projection TV	534	5.2%	93
HH owns VCR	5,154	50.0%	106
HH owns combination TV/VCR	1,546	15.0%	99
HH owns video game system	3,232	31.4%	100
Purchased video game system in last 12 months	838	8.1%	93
HH owns video game system: handheld	1,503	14.6%	100
HH owns video game system: attached to TV/computer	2,780	27.0%	99
HH owns video game system: Game Boy	724	7.0%	97
HH owns video game system: Game Boy Advance/SP	781	7.6%	103
HH owns video game system: Nintendo DS	571	5.5%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	518	5.0%	95
HH owns video game system: Sony PlayStation/PS One	488	4.7%	103
HH owns video game system: PlayStation 2	1,806	17.5%	102
HH owns video game system: Sony PSP	186	1.8%	77
HH owns video game system: Xbox	633	6.1%	92
HH owns video game system: Xbox 360	326	3.2%	78
HH purchased 5+ video games in last 12 months	1,110	10.8%	101
HH spent \$101+ on video games in last 12 months	647	6.3%	93
HH owns MP3 player	1,730	16.8%	84
Purchased MP3 player in last 12 months	741	7.2%	82
HH owns Apple iPod	532	5.2%	63
HH purchased Apple iPod in last 12 months	200	1.9%	65
Have any access to the Internet	15,909	81.5%	99
Have access to Internet: at home	12,417	63.6%	94
Have access to Internet: at work	6,414	32.9%	88
Have access to Internet: at school/library	4,619	23.7%	96
Have access to Internet: not hm/work/school/library	3,475	17.8%	95
Use Internet less than once a week	1,080	5.5%	135
Use Internet 1-2 times per week	1,274	6.5%	113
Use Internet 3-6 times per week	1,671	8.6%	102
Use Internet once a day	2,155	11.0%	104
Use Internet 2-4 times per day	3,054	15.6%	92
Use Internet 5 or more times per day	3,318	17.0%	78
Any Internet or online usage in last 30 days	12,554	64.3%	95
Used Internet in last 30 days: at home	10,582	54.2%	93
Used Internet in last 30 days: at work	5,188	26.6%	85
Used Internet in last 30 days: at school/library	1,003	5.1%	72
Used Internet/30 days: not home/work/school/library	1,510	7.7%	91
Internet last 30 days: used email	10,562	54.1%	92
Internet last 30 days: used Instant Messenger	4,175	21.4%	87
Internet last 30 days: paid bills online	4,604	23.6%	82
Internet last 30 days: visited online blog	1,012	5.2%	64
Internet last 30 days: wrote online blog	409	2.1%	63
Internet last 30 days: visited chat room	756	3.9%	86
Internet last 30 days: looked for employment	1,920	9.8%	93
Internet last 30 days: played games online	3,778	19.4%	101
Internet last 30 days: traded/tracked investments	1,369	7.0%	70
Internet last 30 days: downloaded music	2,551	13.1%	82
Internet last 30 days: made phone call	313	1.6%	56
Internet last 30 days: made personal purchase	4,601	23.6%	81
Internet last 30 days: made business purchase	1,394	7.1%	78
Internet last 30 days: made travel plans	2,418	12.4%	75
Internet last 30 days: watched online video	2,313	11.9%	84
Internet last 30 days: obtained new/used car info	1,529	7.8%	89
Internet last 30 days: obtained financial info	3,479	17.8%	83
Internet last 30 days: obtained medical info	2,600	13.3%	87
Internet last 30 days: obtained latest news	5,878	30.1%	86
Internet last 30 days: obtained real estate info	1,472	7.5%	72

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	3,601	18.5%	88
Ordered anything on Internet in last 12 months	5,879	30.1%	91
Ordered on Internet/12 mo: airline ticket	2,297	11.8%	73
Ordered on Internet/12 mo: CD/tape	725	3.7%	78
Ordered on Internet/12 mo: clothing	2,061	10.6%	82
Ordered on Internet/12 mo: computer	504	2.6%	75
Ordered on Internet/12 mo: computer peripheral	550	2.8%	70
Ordered on Internet/12 mo: DVD	1,116	5.7%	89
Ordered on Internet/12 mo: flowers	473	2.4%	57
Ordered on Internet/12 mo: software	831	4.3%	78
Ordered on Internet/12 mo: ticket (concert/sports)	1,216	6.2%	73
Ordered on Internet/12 mo: toy	727	3.7%	80
Purchased item from amazon.com in last 12 months	1,722	8.8%	72
Purchased item from barnes&noble.com in last 12 mo	433	2.2%	69
Purchased item from bestbuy.com in last 12 months	371	1.9%	80
Purchased item from ebay.com in last 12 months	1,554	8.0%	91
Purchased item from walmart.com in last 12 months	645	3.3%	100
Spent on Internet orders last 12 months: <\$200	2,155	11.0%	108
Spent on Internet orders last 12 months: \$200-499	1,419	7.3%	93
Spent on Internet orders last 12 months: \$500+	2,012	10.3%	74
Connection to Internet from home: dial-up modem	3,027	15.5%	125
Connection to Internet from home: cable modem	4,026	20.6%	85
Connection to Internet from home: DSL	4,151	21.3%	91
Connection to Internet from home: wireless	1,303	6.7%	68
Connection to Internet from home: any broadband	8,898	45.6%	87
DVDs rented in last 30 days: 1	507	2.6%	98
DVDs rented in last 30 days: 2	936	4.8%	102
DVDs rented in last 30 days: 3	559	2.9%	92
DVDs rented in last 30 days: 4	771	4.0%	99
DVDs rented in last 30 days: 5+	2,637	13.5%	103
Rented video tape/DVD last month: action/adventure	4,026	20.6%	107
Rented video tape/DVD last month: classic	697	3.6%	91
Rented video tape/DVD last month: comedy	4,080	20.9%	104
Rented video tape/DVD last month: drama	2,558	13.1%	99
Rented video tape/DVD last month: family/children	1,949	10.0%	114
Rented video tape/DVD last month: foreign	304	1.6%	83
Rented video tape/DVD last month: horror	1,644	8.4%	113
Rented video tape/DVD last month: romance	1,453	7.4%	107
Rented video tape/DVD last month: science fiction	1,014	5.2%	99
Rented video tape/DVD last mo at Blockbuster Video	2,139	11.0%	85
Rented video tape/DVD last mo at Hollywood Video	707	3.6%	75
Bought video tape/DVD last month: action/adventure	1,604	8.2%	104
Bought video tape/DVD last month: classic	453	2.3%	112
Bought video tape/DVD last month: comedy	1,687	8.6%	107
Bought video tape/DVD last month: drama	793	4.1%	95
Bought video tape/DVD last month: family/children	1,223	6.3%	106
Bought video tape/DVD last month: horror	644	3.3%	106
Bought video tape/DVD last month: romance	483	2.5%	109
Bought video tape/DVD last month: science fiction	475	2.4%	100

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Bought video tape/DVD last mo at Blockbuster Video	427	2.2%	89
Bought blank video tape in last 6 months	1,929	9.9%	103
Bought 7+ blank video tapes in last 6 months	431	2.2%	107
DVDs purchased in last 30 days: 1	1,093	5.6%	105
DVDs purchased in last 30 days: 2	1,078	5.5%	105
DVDs purchased in last 30 days: 3-4	954	4.9%	100
DVDs purchased in last 30 days: 5+	1,031	5.3%	98
Bought any camera in last 12 months	2,866	14.7%	99
Spent on cameras in last 12 months: <\$100	1,222	6.3%	111
Spent on cameras in last 12 months: \$100-199	597	3.1%	109
Spent on cameras in last 12 months: \$200+	686	3.5%	76
Own APS (point & shoot or SLR) camera	461	2.4%	84
Own digital camera	6,069	31.1%	100
Bought digital camera in last 12 months	1,275	6.5%	93
Own digital point & shoot camera	4,512	23.1%	100
Bought digital point & shoot camera in last 12 mo	911	4.7%	92
Own digital SLR camera	1,706	8.7%	97
Bought digital SLR camera in last 12 months	421	2.2%	88
Own instant developing camera	441	2.3%	108
Own 35mm auto focus point & shoot camera	1,183	6.1%	114
Own 35mm auto focus single lens reflex camera	444	2.3%	86
Own 35mm auto focus zoom camera	1,287	6.6%	105
Own 35mm single lens reflex camera	687	3.5%	102
Own Canon camera	2,555	13.1%	89
Bought Canon camera in last 12 months	320	1.6%	70
Own Fuji camera	874	4.5%	96
Bought Fuji camera in last 12 months	359	1.8%	98
Own Kodak camera	2,750	14.1%	114
Bought Kodak camera in last 12 months	668	3.4%	95
Own Nikon camera	838	4.3%	86
Own Olympus camera	876	4.5%	92
Own Polaroid camera	602	3.1%	120
Bought any camera accessory in last 12 months	3,504	18.0%	94
Bought film in last 12 months	4,846	24.8%	105
Bought film in last 12 months: <3 rolls	2,014	10.3%	103
Bought film in last 12 months: 3-6 rolls	1,679	8.6%	107
Bought film in last 12 months: 7+ rolls	1,153	5.9%	101
Bought film in last 12 mo: APS (color prints)	552	2.8%	99
Bought film in last 12 mo: instant developing	443	2.3%	98
Bought film in last 12 mo: 35mm (black & white)	198	1.0%	86
Bought film in last 12 mo: 35mm (color prints)	3,191	16.4%	109
Bought Fuji film in last 12 months	1,364	7.0%	104
Bought Kodak film in last 12 months	3,017	15.5%	102
Bought store-brand film in last 12 months	442	2.3%	101
Purchased film in last 12 mo: department store	995	5.1%	119
Purchased film in last 12 mo: discount store	1,594	8.2%	122

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Purchased film in last 12 mo: drug store	967	5.0%	86
Purchased film in last 12 mo: grocery store	647	3.3%	116
Purchased film in last 12 mo: 1 hour service store	457	2.3%	91
Had film processed at department store	589	3.0%	115
Had film processed at discount store	1,009	5.2%	119
Had film processed at drug store	956	4.9%	92
Had film processed at grocery store	380	1.9%	114
Had film processed at 1 hour service store	559	2.9%	97
Bought memory card for camera in last 12 months	1,261	6.5%	85
Own memory card for camera	4,355	22.3%	98

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Demographic Summary	2009	2014
Population	49,379	50,062
Population 18+	36,813	37,522
Households	19,097	19,513
Median Household Income	\$53,200	\$54,554

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	10,157	27.6%	86
HH owns a personal computer	12,610	66.0%	92
Purchased home PC in last 12 months	2,584	13.5%	88
Purchased home PC 1-2 years ago	3,653	19.1%	87
Purchased home PC 3-4 years ago	3,377	17.7%	99
Purchased home PC 5+ years ago	1,873	9.8%	107
Spent <\$500 on home PC	1,866	9.8%	108
Spent \$500-999 on home PC	3,499	18.3%	100
Spent \$1000-1499 on home PC	2,499	13.1%	89
Spent \$1500-1999 on home PC	1,360	7.1%	86
Spent \$2000-2999 on home PC	1,093	5.7%	74
Purchased home PC at computer superstore	1,813	9.5%	76
Purchased home PC at department store	1,042	5.5%	123
Purchased home PC direct from manufacturer	2,518	13.2%	93
Purchased home PC at electronics store	1,802	9.4%	96
Purchased home PC on Internet	1,017	5.3%	68
Purchased home PC at warehouse discount outlet	369	1.9%	88
HH owns desktop PC	10,783	56.5%	97
HH owns laptop/notebook/tablet PC	3,396	17.8%	69
HH owns any Apple/Apple Mac clone brand PC	522	2.7%	54
HH owns any IBM/IBM compatible brand PC	11,776	61.7%	94
Brand of PC that HH owns: Compaq	1,762	9.2%	105
Brand of PC that HH owns: Dell	4,734	24.8%	86
Brand of PC that HH owns: Gateway	1,444	7.6%	108
Brand of PC that HH owns: Hewlett Packard	2,604	13.6%	96
Brand of PC that HH owns: Lenovo/IBM	230	1.2%	66
Brand of PC that HH owns: Sony Vaio	313	1.6%	62
Child (under 18) uses home PC	4,003	21.0%	100
HH owns CD burner	6,364	33.3%	92
HH owns CD ROM drive	7,247	37.9%	96
HH owns DVD drive	3,799	19.9%	87
HH owns LAN/network interface card	1,610	8.4%	73
HH owns inkjet printer	8,215	43.0%	98
HH owns laser printer	2,202	11.5%	82
HH owns removable cartridge storage device	1,021	5.3%	85
HH owns scanner	5,357	28.1%	101
HH owns PC speakers	7,605	39.8%	96
HH owns tape backup	446	2.3%	85
HH owns modem/fax modem	4,108	21.5%	96
HH owns software: accounting	1,569	8.2%	88
HH owns software: communications/fax	1,306	6.8%	82
HH owns software: database/filing	1,449	7.6%	87
HH owns software: desktop publishing	2,027	10.6%	86

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HH owns software: education/training	1,737	9.1%	91
HH owns software: entertainment/games	5,465	28.6%	98
HH owns software: personal finance/tax prep	2,325	12.2%	88
HH owns software: presentation graphics	1,104	5.8%	71
HH owns software: multimedia	2,478	13.0%	85
HH owns software: networking	1,575	8.2%	76
HH owns software: spreadsheet	3,659	19.2%	84
HH owns software: utility	1,088	5.7%	80
HH owns software: web authoring	449	2.4%	70
HH owns software: word processing	5,464	28.6%	86
Spent \$500+ on software for home PC in last 12 mo	374	2.0%	77
Purchased computer book in last 12 months	599	3.1%	65
HH owns fax machine	1,356	7.1%	80
Purchased audio equipment in last 12 months	1,359	7.1%	86
Purchased headphones in last 12 months	578	3.0%	87
HH owns camcorder	3,651	19.1%	97
Purchased camcorder in last 12 months	300	1.6%	71
HH owns digital camcorder	1,297	6.8%	77
HH owns CD player	9,260	48.5%	100
Purchased CD player in last 12 months	1,031	5.4%	103
HH owns DVD player	11,914	62.4%	98
Purchased DVD player in last 12 months	1,866	9.8%	93
HH owns 1 TV	3,690	19.3%	97
HH owns 2 TVs	5,220	27.3%	103
HH owns 3 TVs	4,268	22.3%	100
HH owns 4+ TVs	4,018	21.0%	101
HH owns color floor TV	6,822	35.7%	94
HH owns color portable TV	11,721	61.4%	109
HH owns miniature screen TV (<13 in)	1,840	9.6%	113
Most recent TV purchase: miniature screen (<13 in)	663	3.5%	107
HH owns regular screen TV (13"-26")	9,403	49.2%	107
Most recent TV purchase: regular screen (13"-26")	5,373	28.1%	107
HH owns large screen TV (27"-35")	9,439	49.4%	104
Most recent TV purchase: large screen (27"-35")	6,777	35.5%	105
HH owns big screen TV (36"-42")	2,570	13.5%	88
Most recent TV purchase: big screen (36"-42")	1,896	9.9%	89
HH owns giant screen TV (over 42")	2,029	10.6%	87
Most recent TV purchase: giant screen (over 42")	1,551	8.1%	85
HH owns LCD TV	1,868	9.8%	78
HH owns plasma TV	908	4.8%	81
HH owns projection TV	981	5.1%	92
HH owns VCR	9,412	49.3%	104
HH owns combination TV/VCR	2,927	15.3%	101
HH owns video game system	5,887	30.8%	99
Purchased video game system in last 12 months	1,490	7.8%	90
HH owns video game system: handheld	2,753	14.4%	99
HH owns video game system: attached to TV/computer	5,052	26.5%	98
HH owns video game system: Game Boy	1,329	7.0%	96
HH owns video game system: Game Boy Advance/SP	1,416	7.4%	100
HH owns video game system: Nintendo DS	1,035	5.4%	96

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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Dubois County Area Developme...
1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 30 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	935	4.9%	93
HH owns video game system: Sony PlayStation/PS One	920	4.8%	105
HH owns video game system: PlayStation 2	3,314	17.4%	101
HH owns video game system: Sony PSP	334	1.7%	75
HH owns video game system: Xbox	1,121	5.9%	88
HH owns video game system: Xbox 360	564	3.0%	73
HH purchased 5+ video games in last 12 months	2,033	10.6%	100
HH spent \$101+ on video games in last 12 months	1,106	5.8%	85
HH owns MP3 player	2,840	14.9%	75
Purchased MP3 player in last 12 months	1,198	6.3%	72
HH owns Apple iPod	845	4.4%	54
HH purchased Apple iPod in last 12 months	330	1.7%	58
Have any access to the Internet	29,158	79.2%	96
Have access to Internet: at home	22,527	61.2%	91
Have access to Internet: at work	11,238	30.5%	82
Have access to Internet: at school/library	8,271	22.5%	92
Have access to Internet: not hm/work/school/library	6,451	17.5%	93
Use Internet less than once a week	2,175	5.9%	145
Use Internet 1-2 times per week	2,316	6.3%	109
Use Internet 3-6 times per week	2,988	8.1%	97
Use Internet once a day	3,933	10.7%	100
Use Internet 2-4 times per day	5,324	14.5%	85
Use Internet 5 or more times per day	5,582	15.2%	69
Any Internet or online usage in last 30 days	22,318	60.6%	90
Used Internet in last 30 days: at home	18,799	51.1%	87
Used Internet in last 30 days: at work	9,013	24.5%	78
Used Internet in last 30 days: at school/library	1,686	4.6%	64
Used Internet/30 days: not home/work/school/library	2,638	7.2%	84
Internet last 30 days: used email	18,671	50.7%	86
Internet last 30 days: used Instant Messenger	7,111	19.3%	79
Internet last 30 days: paid bills online	7,785	21.1%	74
Internet last 30 days: visited online blog	1,814	4.9%	61
Internet last 30 days: wrote online blog	665	1.8%	54
Internet last 30 days: visited chat room	1,256	3.4%	76
Internet last 30 days: looked for employment	3,188	8.7%	82
Internet last 30 days: played games online	6,628	18.0%	94
Internet last 30 days: traded/tracked investments	2,440	6.6%	66
Internet last 30 days: downloaded music	4,257	11.6%	72
Internet last 30 days: made phone call	530	1.4%	50
Internet last 30 days: made personal purchase	8,093	22.0%	76
Internet last 30 days: made business purchase	2,485	6.8%	74
Internet last 30 days: made travel plans	4,137	11.2%	68
Internet last 30 days: watched online video	3,933	10.7%	76
Internet last 30 days: obtained new/used car info	2,762	7.5%	86
Internet last 30 days: obtained financial info	5,992	16.3%	75
Internet last 30 days: obtained medical info	4,702	12.8%	84
Internet last 30 days: obtained latest news	10,330	28.1%	81
Internet last 30 days: obtained real estate info	2,381	6.5%	62

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1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 30 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	6,248	17.0%	81
Ordered anything on Internet in last 12 months	10,386	28.2%	85
Ordered on Internet/12 mo: airline ticket	3,671	10.0%	62
Ordered on Internet/12 mo: CD/tape	1,254	3.4%	72
Ordered on Internet/12 mo: clothing	3,646	9.9%	77
Ordered on Internet/12 mo: computer	903	2.5%	71
Ordered on Internet/12 mo: computer peripheral	951	2.6%	64
Ordered on Internet/12 mo: DVD	1,797	4.9%	76
Ordered on Internet/12 mo: flowers	781	2.1%	50
Ordered on Internet/12 mo: software	1,442	3.9%	72
Ordered on Internet/12 mo: ticket (concert/sports)	2,047	5.6%	65
Ordered on Internet/12 mo: toy	1,253	3.4%	73
Purchased item from amazon.com in last 12 months	2,962	8.0%	66
Purchased item from barnes&noble.com in last 12 mo	732	2.0%	62
Purchased item from bestbuy.com in last 12 months	646	1.8%	74
Purchased item from ebay.com in last 12 months	2,862	7.8%	89
Purchased item from walmart.com in last 12 months	1,139	3.1%	93
Spent on Internet orders last 12 months: <\$200	3,841	10.4%	102
Spent on Internet orders last 12 months: \$200-499	2,556	6.9%	89
Spent on Internet orders last 12 months: \$500+	3,470	9.4%	67
Connection to Internet from home: dial-up modem	6,558	17.8%	144
Connection to Internet from home: cable modem	6,538	17.8%	73
Connection to Internet from home: DSL	7,221	19.6%	84
Connection to Internet from home: wireless	2,101	5.7%	58
Connection to Internet from home: any broadband	14,960	40.6%	78
DVDs rented in last 30 days: 1	898	2.4%	92
DVDs rented in last 30 days: 2	1,576	4.3%	91
DVDs rented in last 30 days: 3	1,018	2.8%	89
DVDs rented in last 30 days: 4	1,383	3.8%	94
DVDs rented in last 30 days: 5+	4,589	12.5%	95
Rented video tape/DVD last month: action/adventure	7,232	19.6%	102
Rented video tape/DVD last month: classic	1,114	3.0%	77
Rented video tape/DVD last month: comedy	7,282	19.8%	99
Rented video tape/DVD last month: drama	4,326	11.8%	89
Rented video tape/DVD last month: family/children	3,374	9.2%	105
Rented video tape/DVD last month: foreign	563	1.5%	82
Rented video tape/DVD last month: horror	2,920	7.9%	106
Rented video tape/DVD last month: romance	2,654	7.2%	104
Rented video tape/DVD last month: science fiction	1,793	4.9%	93
Rented video tape/DVD last mo at Blockbuster Video	3,502	9.5%	74
Rented video tape/DVD last mo at Hollywood Video	1,129	3.1%	64
Bought video tape/DVD last month: action/adventure	3,001	8.2%	104
Bought video tape/DVD last month: classic	776	2.1%	101
Bought video tape/DVD last month: comedy	3,040	8.3%	102
Bought video tape/DVD last month: drama	1,522	4.1%	97
Bought video tape/DVD last month: family/children	2,280	6.2%	104
Bought video tape/DVD last month: horror	1,153	3.1%	101
Bought video tape/DVD last month: romance	919	2.5%	110
Bought video tape/DVD last month: science fiction	904	2.5%	101

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Dubois County Area Developme...
1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 30 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	746	2.0%	82
Bought blank video tape in last 6 months	3,636	9.9%	103
Bought 7+ blank video tapes in last 6 months	811	2.2%	107
DVDs purchased in last 30 days: 1	2,091	5.7%	106
DVDs purchased in last 30 days: 2	2,051	5.6%	106
DVDs purchased in last 30 days: 3-4	1,746	4.7%	97
DVDs purchased in last 30 days: 5+	1,911	5.2%	96
Bought any camera in last 12 months	5,468	14.9%	100
Spent on cameras in last 12 months: <\$100	2,519	6.8%	121
Spent on cameras in last 12 months: \$100-199	1,093	3.0%	106
Spent on cameras in last 12 months: \$200+	1,191	3.2%	70
Own APS (point & shoot or SLR) camera	844	2.3%	81
Own digital camera	10,955	29.8%	96
Bought digital camera in last 12 months	2,284	6.2%	88
Own digital point & shoot camera	8,144	22.1%	96
Bought digital point & shoot camera in last 12 mo	1,601	4.3%	86
Own digital SLR camera	3,083	8.4%	93
Bought digital SLR camera in last 12 months	786	2.1%	87
Own instant developing camera	909	2.5%	118
Own 35mm auto focus point & shoot camera	2,270	6.2%	116
Own 35mm auto focus single lens reflex camera	808	2.2%	83
Own 35mm auto focus zoom camera	2,640	7.2%	114
Own 35mm single lens reflex camera	1,313	3.6%	104
Own Canon camera	4,633	12.6%	85
Bought Canon camera in last 12 months	592	1.6%	69
Own Fuji camera	1,717	4.7%	100
Bought Fuji camera in last 12 months	799	2.2%	115
Own Kodak camera	5,183	14.1%	113
Bought Kodak camera in last 12 months	1,242	3.4%	93
Own Nikon camera	1,516	4.1%	83
Own Olympus camera	1,523	4.1%	84
Own Polaroid camera	1,225	3.3%	130
Bought any camera accessory in last 12 months	6,416	17.4%	91
Bought film in last 12 months	9,155	24.9%	105
Bought film in last 12 months: <3 rolls	3,771	10.2%	102
Bought film in last 12 months: 3-6 rolls	3,277	8.9%	111
Bought film in last 12 months: 7+ rolls	2,106	5.7%	97
Bought film in last 12 mo: APS (color prints)	1,003	2.7%	95
Bought film in last 12 mo: instant developing	852	2.3%	100
Bought film in last 12 mo: 35mm (black & white)	354	1.0%	82
Bought film in last 12 mo: 35mm (color prints)	6,123	16.6%	111
Bought Fuji film in last 12 months	2,757	7.5%	111
Bought Kodak film in last 12 months	5,712	15.5%	103
Bought store-brand film in last 12 months	815	2.2%	99
Purchased film in last 12 mo: department store	2,160	5.9%	137
Purchased film in last 12 mo: discount store	3,223	8.8%	131

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Dubois County Area Developme...
1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 30 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,680	4.6%	79
Purchased film in last 12 mo: grocery store	1,028	2.8%	98
Purchased film in last 12 mo: 1 hour service store	884	2.4%	93
Had film processed at department store	1,216	3.3%	126
Had film processed at discount store	2,060	5.6%	129
Had film processed at drug store	1,695	4.6%	87
Had film processed at grocery store	596	1.6%	95
Had film processed at 1 hour service store	1,100	3.0%	101
Bought memory card for camera in last 12 months	2,296	6.2%	82
Own memory card for camera	8,041	21.8%	96

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Dubois County Area Developme...
1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 45 Minutes

Demographic Summary	2009	2014
Population	90,784	91,653
Population 18+	68,432	69,424
Households	35,378	35,979
Median Household Income	\$50,091	\$51,773

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	17,296	25.3%	79
HH owns a personal computer	22,547	63.7%	89
Purchased home PC in last 12 months	4,439	12.5%	82
Purchased home PC 1-2 years ago	6,509	18.4%	83
Purchased home PC 3-4 years ago	5,934	16.8%	94
Purchased home PC 5+ years ago	3,464	9.8%	107
Spent <\$500 on home PC	3,381	9.6%	106
Spent \$500-999 on home PC	6,330	17.9%	98
Spent \$1000-1499 on home PC	4,265	12.1%	82
Spent \$1500-1999 on home PC	2,281	6.4%	78
Spent \$2000-2999 on home PC	1,954	5.5%	71
Purchased home PC at computer superstore	3,059	8.6%	69
Purchased home PC at department store	2,086	5.9%	133
Purchased home PC direct from manufacturer	4,330	12.2%	86
Purchased home PC at electronics store	3,032	8.6%	87
Purchased home PC on Internet	1,836	5.2%	67
Purchased home PC at warehouse discount outlet	695	2.0%	90
HH owns desktop PC	19,282	54.5%	94
HH owns laptop/notebook/tablet PC	5,761	16.3%	63
HH owns any Apple/Apple Mac clone brand PC	885	2.5%	50
HH owns any IBM/IBM compatible brand PC	21,012	59.4%	91
Brand of PC that HH owns: Compaq	3,184	9.0%	102
Brand of PC that HH owns: Dell	8,390	23.7%	83
Brand of PC that HH owns: Gateway	2,601	7.4%	105
Brand of PC that HH owns: Hewlett Packard	4,658	13.2%	93
Brand of PC that HH owns: Lenovo/IBM	415	1.2%	64
Brand of PC that HH owns: Sony Vaio	556	1.6%	60
Child (under 18) uses home PC	7,116	20.1%	96
HH owns CD burner	11,073	31.3%	87
HH owns CD ROM drive	12,764	36.1%	92
HH owns DVD drive	6,499	18.4%	80
HH owns LAN/network interface card	2,758	7.8%	68
HH owns inkjet printer	14,603	41.3%	94
HH owns laser printer	3,736	10.6%	75
HH owns removable cartridge storage device	1,806	5.1%	81
HH owns scanner	9,493	26.8%	97
HH owns PC speakers	13,511	38.2%	92
HH owns tape backup	830	2.3%	85
HH owns modem/fax modem	7,346	20.8%	92
HH owns software: accounting	2,696	7.6%	82
HH owns software: communications/fax	2,330	6.6%	79
HH owns software: database/filing	2,430	6.9%	79
HH owns software: desktop publishing	3,517	9.9%	81

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Dubois County Area Developme...
1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 45 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	3,037	8.6%	86
HH owns software: entertainment/games	9,758	27.6%	95
HH owns software: personal finance/tax prep	3,937	11.1%	81
HH owns software: presentation graphics	1,860	5.3%	65
HH owns software: multimedia	4,339	12.3%	81
HH owns software: networking	2,811	7.9%	73
HH owns software: spreadsheet	6,257	17.7%	77
HH owns software: utility	1,869	5.3%	74
HH owns software: web authoring	785	2.2%	66
HH owns software: word processing	9,514	26.9%	81
Spent \$500+ on software for home PC in last 12 mo	661	1.9%	74
Purchased computer book in last 12 months	1,044	3.0%	61
HH owns fax machine	2,422	6.8%	77
Purchased audio equipment in last 12 months	2,341	6.6%	80
Purchased headphones in last 12 months	954	2.7%	78
HH owns camcorder	6,566	18.6%	94
Purchased camcorder in last 12 months	535	1.5%	68
HH owns digital camcorder	2,281	6.4%	73
HH owns CD player	16,640	47.0%	97
Purchased CD player in last 12 months	1,827	5.2%	98
HH owns DVD player	21,603	61.1%	96
Purchased DVD player in last 12 months	3,462	9.8%	93
HH owns 1 TV	7,116	20.1%	101
HH owns 2 TVs	9,745	27.5%	104
HH owns 3 TVs	8,051	22.8%	101
HH owns 4+ TVs	7,060	20.0%	95
HH owns color floor TV	12,391	35.0%	92
HH owns color portable TV	22,106	62.5%	111
HH owns miniature screen TV (<13 in)	3,328	9.4%	110
Most recent TV purchase: miniature screen (<13 in)	1,227	3.5%	107
HH owns regular screen TV (13"-26")	17,610	49.8%	108
Most recent TV purchase: regular screen (13"-26")	10,281	29.1%	110
HH owns large screen TV (27"-35")	17,441	49.3%	103
Most recent TV purchase: large screen (27"-35")	12,616	35.7%	106
HH owns big screen TV (36"-42")	4,587	13.0%	85
Most recent TV purchase: big screen (36"-42")	3,359	9.5%	85
HH owns giant screen TV (over 42")	3,638	10.3%	85
Most recent TV purchase: giant screen (over 42")	2,792	7.9%	83
HH owns LCD TV	3,188	9.0%	72
HH owns plasma TV	1,593	4.5%	77
HH owns projection TV	1,750	4.9%	89
HH owns VCR	17,133	48.4%	102
HH owns combination TV/VCR	5,427	15.3%	101
HH owns video game system	10,578	29.9%	96
Purchased video game system in last 12 months	2,662	7.5%	86
HH owns video game system: handheld	4,930	13.9%	96
HH owns video game system: attached to TV/computer	9,058	25.6%	94
HH owns video game system: Game Boy	2,388	6.7%	94
HH owns video game system: Game Boy Advance/SP	2,530	7.2%	97
HH owns video game system: Nintendo DS	1,848	5.2%	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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Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 45 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,710	4.8%	91
HH owns video game system: Sony PlayStation/PS One	1,719	4.9%	106
HH owns video game system: PlayStation 2	5,998	17.0%	98
HH owns video game system: Sony PSP	597	1.7%	72
HH owns video game system: Xbox	1,962	5.5%	83
HH owns video game system: Xbox 360	971	2.7%	68
HH purchased 5+ video games in last 12 months	3,580	10.1%	95
HH spent \$101+ on video games in last 12 months	1,866	5.3%	78
HH owns MP3 player	4,704	13.3%	67
Purchased MP3 player in last 12 months	1,978	5.6%	64
HH owns Apple iPod	1,367	3.9%	47
HH purchased Apple iPod in last 12 months	569	1.6%	54
Have any access to the Internet	52,788	77.1%	93
Have access to Internet: at home	39,852	58.2%	86
Have access to Internet: at work	19,383	28.3%	76
Have access to Internet: at school/library	15,117	22.1%	90
Have access to Internet: not hm/work/school/library	11,946	17.5%	93
Use Internet less than once a week	4,065	5.9%	145
Use Internet 1-2 times per week	4,107	6.0%	104
Use Internet 3-6 times per week	5,386	7.9%	94
Use Internet once a day	6,891	10.1%	94
Use Internet 2-4 times per day	9,358	13.7%	80
Use Internet 5 or more times per day	9,273	13.6%	62
Any Internet or online usage in last 30 days	39,055	57.1%	85
Used Internet in last 30 days: at home	32,500	47.5%	81
Used Internet in last 30 days: at work	15,255	22.3%	71
Used Internet in last 30 days: at school/library	3,043	4.4%	62
Used Internet/30 days: not home/work/school/library	4,521	6.6%	77
Internet last 30 days: used email	32,447	47.4%	80
Internet last 30 days: used Instant Messenger	12,198	17.8%	73
Internet last 30 days: paid bills online	13,014	19.0%	66
Internet last 30 days: visited online blog	3,164	4.6%	57
Internet last 30 days: wrote online blog	1,176	1.7%	52
Internet last 30 days: visited chat room	2,150	3.1%	70
Internet last 30 days: looked for employment	5,296	7.7%	74
Internet last 30 days: played games online	11,659	17.0%	89
Internet last 30 days: traded/tracked investments	4,048	5.9%	59
Internet last 30 days: downloaded music	7,153	10.5%	65
Internet last 30 days: made phone call	966	1.4%	49
Internet last 30 days: made personal purchase	14,030	20.5%	71
Internet last 30 days: made business purchase	4,464	6.5%	72
Internet last 30 days: made travel plans	6,754	9.9%	60
Internet last 30 days: watched online video	6,678	9.8%	69
Internet last 30 days: obtained new/used car info	4,783	7.0%	80
Internet last 30 days: obtained financial info	9,763	14.3%	66
Internet last 30 days: obtained medical info	8,186	12.0%	79
Internet last 30 days: obtained latest news	17,706	25.9%	74
Internet last 30 days: obtained real estate info	3,806	5.6%	53

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1103 Main St
Jasper, IN 47546-2833

Site Type: Drive Time

Latitude: 38.39519
Longitude: -86.93101
Drive Time: 45 Minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	10,560	15.4%	73
Ordered anything on Internet in last 12 months	17,673	25.8%	78
Ordered on Internet/12 mo: airline ticket	5,656	8.3%	51
Ordered on Internet/12 mo: CD/tape	2,193	3.2%	67
Ordered on Internet/12 mo: clothing	6,157	9.0%	70
Ordered on Internet/12 mo: computer	1,620	2.4%	69
Ordered on Internet/12 mo: computer peripheral	1,634	2.4%	59
Ordered on Internet/12 mo: DVD	2,941	4.3%	67
Ordered on Internet/12 mo: flowers	1,426	2.1%	49
Ordered on Internet/12 mo: software	2,483	3.6%	67
Ordered on Internet/12 mo: ticket (concert/sports)	3,282	4.8%	56
Ordered on Internet/12 mo: toy	2,085	3.0%	65
Purchased item from amazon.com in last 12 months	5,014	7.3%	60
Purchased item from barnes&noble.com in last 12 mo	1,309	1.9%	59
Purchased item from bestbuy.com in last 12 months	1,165	1.7%	72
Purchased item from ebay.com in last 12 months	5,084	7.4%	85
Purchased item from walmart.com in last 12 months	2,024	3.0%	89
Spent on Internet orders last 12 months: <\$200	6,627	9.7%	94
Spent on Internet orders last 12 months: \$200-499	4,427	6.5%	83
Spent on Internet orders last 12 months: \$500+	5,759	8.4%	60
Connection to Internet from home: dial-up modem	13,038	19.1%	154
Connection to Internet from home: cable modem	10,162	14.8%	61
Connection to Internet from home: DSL	12,611	18.4%	79
Connection to Internet from home: wireless	3,346	4.9%	49
Connection to Internet from home: any broadband	24,784	36.2%	69
DVDs rented in last 30 days: 1	1,683	2.5%	93
DVDs rented in last 30 days: 2	2,638	3.9%	82
DVDs rented in last 30 days: 3	1,819	2.7%	86
DVDs rented in last 30 days: 4	2,396	3.5%	88
DVDs rented in last 30 days: 5+	7,916	11.6%	88
Rented video tape/DVD last month: action/adventure	12,702	18.6%	96
Rented video tape/DVD last month: classic	1,876	2.7%	70
Rented video tape/DVD last month: comedy	12,808	18.7%	93
Rented video tape/DVD last month: drama	7,327	10.7%	81
Rented video tape/DVD last month: family/children	5,795	8.5%	97
Rented video tape/DVD last month: foreign	990	1.4%	77
Rented video tape/DVD last month: horror	5,514	8.1%	108
Rented video tape/DVD last month: romance	4,734	6.9%	100
Rented video tape/DVD last month: science fiction	3,228	4.7%	90
Rented video tape/DVD last mo at Blockbuster Video	5,500	8.0%	62
Rented video tape/DVD last mo at Hollywood Video	1,865	2.7%	57
Bought video tape/DVD last month: action/adventure	5,533	8.1%	103
Bought video tape/DVD last month: classic	1,343	2.0%	94
Bought video tape/DVD last month: comedy	5,540	8.1%	100
Bought video tape/DVD last month: drama	2,817	4.1%	96
Bought video tape/DVD last month: family/children	4,172	6.1%	103
Bought video tape/DVD last month: horror	2,220	3.2%	105
Bought video tape/DVD last month: romance	1,702	2.5%	109
Bought video tape/DVD last month: science fiction	1,668	2.4%	100

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.

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Bought video tape/DVD last mo at Blockbuster Video	1,300	1.9%	77
Bought blank video tape in last 6 months	6,793	9.9%	104
Bought 7+ blank video tapes in last 6 months	1,558	2.3%	110
DVDs purchased in last 30 days: 1	3,755	5.5%	102
DVDs purchased in last 30 days: 2	3,682	5.4%	102
DVDs purchased in last 30 days: 3-4	3,227	4.7%	96
DVDs purchased in last 30 days: 5+	3,498	5.1%	95
Bought any camera in last 12 months	10,388	15.2%	102
Spent on cameras in last 12 months: <\$100	5,073	7.4%	132
Spent on cameras in last 12 months: \$100-199	1,979	2.9%	103
Spent on cameras in last 12 months: \$200+	2,069	3.0%	66
Own APS (point & shoot or SLR) camera	1,502	2.2%	78
Own digital camera	19,257	28.1%	91
Bought digital camera in last 12 months	4,095	6.0%	85
Own digital point & shoot camera	14,295	20.9%	91
Bought digital point & shoot camera in last 12 mo	2,938	4.3%	84
Own digital SLR camera	5,410	7.9%	88
Bought digital SLR camera in last 12 months	1,437	2.1%	86
Own instant developing camera	1,790	2.6%	125
Own 35mm auto focus point & shoot camera	4,111	6.0%	113
Own 35mm auto focus single lens reflex camera	1,513	2.2%	84
Own 35mm auto focus zoom camera	5,056	7.4%	118
Own 35mm single lens reflex camera	2,311	3.4%	98
Own Canon camera	8,081	11.8%	80
Bought Canon camera in last 12 months	1,103	1.6%	69
Own Fuji camera	3,305	4.8%	104
Bought Fuji camera in last 12 months	1,606	2.3%	125
Own Kodak camera	9,844	14.4%	116
Bought Kodak camera in last 12 months	2,455	3.6%	99
Own Nikon camera	2,666	3.9%	78
Own Olympus camera	2,543	3.7%	76
Own Polaroid camera	2,418	3.5%	138
Bought any camera accessory in last 12 months	11,440	16.7%	88
Bought film in last 12 months	17,043	24.9%	105
Bought film in last 12 months: <3 rolls	7,040	10.3%	103
Bought film in last 12 months: 3-6 rolls	6,251	9.1%	114
Bought film in last 12 months: 7+ rolls	3,758	5.5%	94
Bought film in last 12 mo: APS (color prints)	1,733	2.5%	89
Bought film in last 12 mo: instant developing	1,632	2.4%	103
Bought film in last 12 mo: 35mm (black & white)	631	0.9%	78
Bought film in last 12 mo: 35mm (color prints)	11,653	17.0%	114
Bought Fuji film in last 12 months	5,237	7.7%	114
Bought Kodak film in last 12 months	10,597	15.5%	102
Bought store-brand film in last 12 months	1,497	2.2%	98
Purchased film in last 12 mo: department store	4,431	6.5%	151
Purchased film in last 12 mo: discount store	6,168	9.0%	135

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,974	4.3%	75
Purchased film in last 12 mo: grocery store	1,667	2.4%	85
Purchased film in last 12 mo: 1 hour service store	1,705	2.5%	97
Had film processed at department store	2,491	3.6%	139
Had film processed at discount store	4,002	5.8%	135
Had film processed at drug store	2,965	4.3%	82
Had film processed at grocery store	972	1.4%	83
Had film processed at 1 hour service store	2,121	3.1%	105
Bought memory card for camera in last 12 months	4,064	5.9%	78
Own memory card for camera	14,135	20.7%	91

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