

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

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

Site Type: Drive Time

Demographic Summary	2009	2014
Population	26,101	26,725
Total Number of Adults	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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	10,006	51.3%	102
Bought any women's apparel in last 12 months	9,023	46.2%	101
Bought apparel for child <13 in last 6 months	5,619	28.8%	102
Bought any shoes in last 12 months	10,204	52.3%	100
Bought costume jewelry in last 12 months	3,854	19.7%	95
Bought any fine jewelry in last 12 months	4,328	22.2%	97
Bought a watch in last 12 months	3,992	20.5%	99
Automobiles (Households)			
HH owns/leases any vehicle	9,257	89.8%	103
HH bought new vehicle in last 12 months	746	7.2%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	17,730	90.9%	105
Bought/changed motor oil in last 12 months	11,596	59.4%	115
Had tune-up in last 12 months	6,012	30.8%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,312	58.0%	92
Drank regular cola in last 6 months	10,319	52.9%	101
Drank beer/ale in last 6 months	7,951	40.7%	96
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,866	14.7%	99
Bought film in last 12 months	4,846	24.8%	105
Bought digital camera in last 12 months	1,275	6.5%	93
Bought memory card for camera in last 12 months	1,261	6.5%	85
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	5,560	28.5%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,220	26.7%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,853	30.0%	94
Avg monthly cell/mobile phone/PDA bill: \$100+	2,747	14.1%	92
Computers (Households)			
HH owns a personal computer	7,009	68.0%	95
HH spent <\$500 on home PC	1,031	10.0%	110
HH spent \$500-\$999 on home PC	1,905	18.5%	101
HH spent \$1000-\$1499 on home PC	1,433	13.9%	94
HH spent \$1500-\$1999 on home PC	790	7.7%	92
Spent \$2000+ on home PC	600	5.8%	75

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	12,085	61.9%	104
Bought cigarettes at convenience store in last 30 days	3,454	17.7%	120
Bought gas at convenience store in last 30 days	7,867	40.3%	121
Spent at convenience store in last 30 days: <\$20	1,657	8.5%	88
Spent at convenience store in last 30 days: \$20-39	1,981	10.2%	102
Spent at convenience store in last 30 days: \$40+	7,773	39.8%	113
Entertainment (Adults)			
Attended movies in last 6 months	10,528	53.9%	92
Went to live theater in last 6 months	1,997	10.2%	81
Went to a bar/night club in last 12 months	3,615	18.5%	101
Dined out in last 12 months	9,735	49.9%	102
Gambled at a casino in last 12 months	2,981	15.3%	95
Visited a theme park in last 12 months	3,831	19.6%	88
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
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
Spent on toys/games in last 12 months: <\$50	1,439	7.4%	118
Spent on toys/games in last 12 months: \$50-\$99	541	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	1,324	6.8%	95
Spent on toys/games in last 12 months: \$200-\$499	2,088	10.7%	103
Spent on toys/games in last 12 months: \$500+	1,003	5.1%	93
Financial (Adults)			
Have home mortgage (1st)	3,470	17.8%	98
Used ATM/cash machine in last 12 months	9,245	47.4%	93
Own any stock	1,565	8.0%	89
Own U.S. savings bond	1,405	7.2%	102
Own shares in mutual fund (stock)	1,610	8.3%	88
Own shares in mutual fund (bonds)	1,011	5.2%	90
Used full service brokerage firm in last 12 months	1,072	5.5%	90
Used discount brokerage firm in last 12 months	313	1.6%	81
Have 401K retirement savings	3,100	15.9%	96
Own any credit/debit card (in own name)	14,100	72.3%	99
Avg monthly credit card expenditures: <\$111	3,123	16.0%	109
Avg monthly credit card expenditures: \$111-225	1,959	10.0%	111
Avg monthly credit card expenditures: \$226-450	1,678	8.6%	100
Avg monthly credit card expenditures: \$451-700	1,229	6.3%	88
Avg monthly credit card expenditures: \$701+	1,915	9.8%	72

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,176	72.6%	105
Used bread in last 6 months	19,082	97.8%	101
Used chicken/turkey (fresh or frozen) in last 6 months	14,804	75.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	10,037	51.4%	101
Used fresh fruit/vegetables in last 6 months	17,015	87.2%	101
Used fresh milk in last 6 months	18,070	92.6%	102
Health (Adults)			
Exercise at home 2+ times per week	5,459	28.0%	95
Exercise at club 2+ times per week	1,733	8.9%	77
Visited a doctor in last 12 months	15,458	79.2%	101
Used vitamin/dietary supplement in last 6 months	9,206	47.2%	99
Home (Households)			
Any home improvement in last 12 months	3,386	32.9%	105
Used housekeeper/maid/professional cleaning service in last 12 months	1,257	12.2%	78
Purchased any HH furnishing in last 12 months	1,061	10.3%	97
Purchased bedding/bath goods in last 12 months	5,655	54.9%	101
Purchased cooking/serving product in last 12 months	2,739	26.6%	98
Bought any kitchen appliance in last 12 months	1,906	18.5%	104
Insurance (Adults)			
Currently carry any life insurance	10,077	51.6%	107
Have medical/hospital/accident insurance	14,426	73.9%	102
Carry homeowner insurance	11,037	56.6%	107
Carry renter insurance	1,018	5.2%	87
Have auto/other vehicle insurance	16,959	86.9%	103
Pets (Households)			
HH owns any pet	5,577	54.1%	114
HH owns any cat	2,890	28.0%	120
HH owns any dog	4,191	40.7%	117
Reading Materials (Adults)			
Bought book in last 12 months	9,202	47.2%	95
Read any daily newspaper	8,893	45.6%	106
Heavy magazine reader	3,216	16.5%	83
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	14,103	72.3%	99
Went to family restaurant/steak house last mo: <2 times	5,076	26.0%	100
Went to family restaurant/steak house last mo: 2-4 times	5,143	26.4%	96
Went to family restaurant/steak house last mo: 5+ times	3,885	19.9%	102
Went to fast food/drive-in restaurant in last 6 mo	17,758	91.0%	101
Went to fast food/drive-in restaurant <5 times/mo	5,794	29.7%	97
Went to fast food/drive-in 5-12 times/mo	6,484	33.2%	106
Went to fast food/drive-in restaurant 13+ times/mo	5,481	28.1%	101
Fast food/drive-in last 6 mo: eat in	7,883	40.4%	105
Fast food/drive-in last 6 mo: home delivery	2,019	10.3%	93
Fast food/drive-in last 6 mo: take-out/drive-thru	11,222	57.5%	110
Fast food/drive-in last 6 mo: take-out/walk-in	4,355	22.3%	91

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,825	66.2%	103
HH average monthly long distance phone bill: <\$16	3,048	29.6%	106
HH average monthly long distance phone bill: \$16-25	1,133	11.0%	94
HH average monthly long distance phone bill: \$26-59	914	8.9%	91
HH average monthly long distance phone bill: \$60+	351	3.4%	78
Television & Sound Equipment (Households)			
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 subscribes to cable TV	5,315	51.6%	89
HH watched 15+ hours of cable TV last week	6,180	60.0%	100
Purchased audio equipment in last 12 months	804	7.8%	94
Purchased CD player in last 12 months	602	5.8%	111
Purchased DVD player in last 12 months	1,059	10.3%	97
Purchased MP3 player in last 12 months	741	7.2%	82
Purchased video game system in last 12 months	838	8.1%	93
Travel (Adults)			
Domestic travel in last 12 months	9,743	49.9%	94
Took 3+ domestic trips in last 12 months	3,731	19.1%	92
Spent on domestic vacations last 12 mo: <\$1000	2,429	12.4%	98
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,477	7.6%	109
Spent on domestic vacations last 12 mo: \$1500-\$1999	661	3.4%	84
Spent on domestic vacations last 12 mo: \$2000-\$2999	647	3.3%	81
Spent on domestic vacations last 12 mo: \$3000+	675	3.5%	72
Foreign travel in last 3 years	3,648	18.7%	75
Took 3+ foreign trips by plane in last 3 years	475	2.4%	54
Spent on foreign vacations last 12 mo: <\$1000	838	4.3%	78
Spent on foreign vacations last 12 mo: \$1000-\$2999	507	2.6%	65
Spent on foreign vacations: \$3000+	547	2.8%	60
Stayed 1+ nights at hotel/motel in last 12 months	7,692	39.4%	95

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Demographic Summary	2009	2014
Population	49,379	50,062
Total Number of Adults	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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	18,916	51.4%	102
Bought any women's apparel in last 12 months	17,030	46.3%	102
Bought apparel for child <13 in last 6 months	10,593	28.8%	102
Bought any shoes in last 12 months	19,186	52.1%	100
Bought costume jewelry in last 12 months	7,253	19.7%	95
Bought any fine jewelry in last 12 months	7,655	20.8%	91
Bought a watch in last 12 months	7,878	21.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	17,298	90.6%	104
HH bought new vehicle in last 12 months	1,415	7.4%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	33,562	91.2%	105
Bought/changed motor oil in last 12 months	22,805	61.9%	120
Had tune-up in last 12 months	11,077	30.1%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,626	56.0%	89
Drank regular cola in last 6 months	19,748	53.6%	103
Drank beer/ale in last 6 months	13,939	37.9%	89
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,468	14.9%	100
Bought film in last 12 months	9,155	24.9%	105
Bought digital camera in last 12 months	2,284	6.2%	88
Bought memory card for camera in last 12 months	2,296	6.2%	82
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	10,589	28.8%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,880	26.8%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	10,823	29.4%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	5,126	13.9%	91
Computers (Households)			
HH owns a personal computer	12,610	66.0%	92
HH spent <\$500 on home PC	1,866	9.8%	108
HH spent \$500-\$999 on home PC	3,499	18.3%	100
HH spent \$1000-\$1499 on home PC	2,499	13.1%	89
HH spent \$1500-\$1999 on home PC	1,360	7.1%	86
Spent \$2000+ on home PC	1,093	5.7%	74

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	22,546	61.2%	102
Bought cigarettes at convenience store in last 30 days	6,597	17.9%	121
Bought gas at convenience store in last 30 days	15,328	41.6%	125
Spent at convenience store in last 30 days: <\$20	3,016	8.2%	84
Spent at convenience store in last 30 days: \$20-39	3,637	9.9%	99
Spent at convenience store in last 30 days: \$40+	15,003	40.8%	116
Entertainment (Adults)			
Attended movies in last 6 months	18,985	51.6%	88
Went to live theater in last 6 months	3,349	9.1%	72
Went to a bar/night club in last 12 months	6,074	16.5%	90
Dined out in last 12 months	17,915	48.7%	100
Gambled at a casino in last 12 months	5,069	13.8%	86
Visited a theme park in last 12 months	6,719	18.3%	82
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
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
Spent on toys/games in last 12 months: <\$50	2,713	7.4%	118
Spent on toys/games in last 12 months: \$50-\$99	1,078	2.9%	107
Spent on toys/games in last 12 months: \$100-\$199	2,560	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	3,721	10.1%	97
Spent on toys/games in last 12 months: \$500+	1,868	5.1%	92
Financial (Adults)			
Have home mortgage (1st)	6,282	17.1%	94
Used ATM/cash machine in last 12 months	16,317	44.3%	87
Own any stock	2,786	7.6%	84
Own U.S. savings bond	2,542	6.9%	98
Own shares in mutual fund (stock)	2,928	8.0%	85
Own shares in mutual fund (bonds)	1,779	4.8%	84
Used full service brokerage firm in last 12 months	1,953	5.3%	87
Used discount brokerage firm in last 12 months	580	1.6%	80
Have 401K retirement savings	5,723	15.5%	94
Own any credit/debit card (in own name)	25,785	70.0%	96
Avg monthly credit card expenditures: <\$111	5,851	15.9%	108
Avg monthly credit card expenditures: \$111-225	3,498	9.5%	105
Avg monthly credit card expenditures: \$226-450	2,978	8.1%	94
Avg monthly credit card expenditures: \$451-700	2,215	6.0%	84
Avg monthly credit card expenditures: \$701+	3,321	9.0%	66

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	26,895	73.1%	105
Used bread in last 6 months	36,097	98.1%	102
Used chicken/turkey (fresh or frozen) in last 6 months	27,713	75.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	18,756	50.9%	100
Used fresh fruit/vegetables in last 6 months	32,264	87.6%	102
Used fresh milk in last 6 months	34,326	93.2%	103
Health (Adults)			
Exercise at home 2+ times per week	9,900	26.9%	91
Exercise at club 2+ times per week	2,704	7.3%	64
Visited a doctor in last 12 months	29,233	79.4%	101
Used vitamin/dietary supplement in last 6 months	16,976	46.1%	97
Home (Households)			
Any home improvement in last 12 months	6,343	33.2%	106
Used housekeeper/maid/professional cleaning service in last 12 months	2,272	11.9%	76
Purchased any HH furnishing in last 12 months	1,859	9.7%	92
Purchased bedding/bath goods in last 12 months	10,227	53.6%	98
Purchased cooking/serving product in last 12 months	4,916	25.7%	95
Bought any kitchen appliance in last 12 months	3,470	18.2%	102
Insurance (Adults)			
Currently carry any life insurance	19,382	52.6%	109
Have medical/hospital/accident insurance	27,289	74.1%	102
Carry homeowner insurance	21,657	58.8%	111
Carry renter insurance	1,632	4.4%	74
Have auto/other vehicle insurance	32,223	87.5%	104
Pets (Households)			
HH owns any pet	10,876	57.0%	120
HH owns any cat	5,625	29.5%	126
HH owns any dog	8,427	44.1%	127
Reading Materials (Adults)			
Bought book in last 12 months	16,890	45.9%	93
Read any daily newspaper	16,417	44.6%	104
Heavy magazine reader	5,557	15.1%	76
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	26,100	70.9%	97
Went to family restaurant/steak house last mo: <2 times	9,605	26.1%	100
Went to family restaurant/steak house last mo: 2-4 times	9,534	25.9%	94
Went to family restaurant/steak house last mo: 5+ times	6,964	18.9%	97
Went to fast food/drive-in restaurant in last 6 mo	33,453	90.9%	101
Went to fast food/drive-in restaurant <5 times/mo	11,072	30.1%	98
Went to fast food/drive-in 5-12 times/mo	12,224	33.2%	106
Went to fast food/drive-in restaurant 13+ times/mo	10,160	27.6%	100
Fast food/drive-in last 6 mo: eat in	15,407	41.9%	109
Fast food/drive-in last 6 mo: home delivery	3,415	9.3%	83
Fast food/drive-in last 6 mo: take-out/drive-thru	20,944	56.9%	109
Fast food/drive-in last 6 mo: take-out/walk-in	7,799	21.2%	86

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	12,806	67.1%	104
HH average monthly long distance phone bill: <\$16	5,759	30.2%	108
HH average monthly long distance phone bill: \$16-25	2,141	11.2%	96
HH average monthly long distance phone bill: \$26-59	1,681	8.8%	91
HH average monthly long distance phone bill: \$60+	726	3.8%	87
Television & Sound Equipment (Households)			
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 subscribes to cable TV	8,682	45.5%	79
HH watched 15+ hours of cable TV last week	11,320	59.3%	99
Purchased audio equipment in last 12 months	1,359	7.1%	86
Purchased CD player in last 12 months	1,031	5.4%	103
Purchased DVD player in last 12 months	1,866	9.8%	93
Purchased MP3 player in last 12 months	1,198	6.3%	72
Purchased video game system in last 12 months	1,490	7.8%	90
Travel (Adults)			
Domestic travel in last 12 months	17,756	48.2%	91
Took 3+ domestic trips in last 12 months	6,643	18.0%	87
Spent on domestic vacations last 12 mo: <\$1000	4,461	12.1%	96
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,735	7.4%	107
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,177	3.2%	80
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,204	3.3%	79
Spent on domestic vacations last 12 mo: \$3000+	1,124	3.1%	63
Foreign travel in last 3 years	5,990	16.3%	65
Took 3+ foreign trips by plane in last 3 years	772	2.1%	46
Spent on foreign vacations last 12 mo: <\$1000	1,324	3.6%	65
Spent on foreign vacations last 12 mo: \$1000-\$2999	845	2.3%	58
Spent on foreign vacations: \$3000+	933	2.5%	55
Stayed 1+ nights at hotel/motel in last 12 months	14,217	38.6%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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

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

Site Type: Drive Time

Demographic Summary	2009	2014
Population	90,784	91,653
Total Number of Adults	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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	34,899	51.0%	101
Bought any women's apparel in last 12 months	31,322	45.8%	100
Bought apparel for child <13 in last 6 months	18,862	27.6%	98
Bought any shoes in last 12 months	35,412	51.7%	99
Bought costume jewelry in last 12 months	13,105	19.2%	92
Bought any fine jewelry in last 12 months	13,758	20.1%	88
Bought a watch in last 12 months	14,961	21.9%	106
Automobiles (Households)			
HH owns/leases any vehicle	32,072	90.7%	104
HH bought new vehicle in last 12 months	2,553	7.2%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	62,186	90.9%	105
Bought/changed motor oil in last 12 months	43,410	63.4%	122
Had tune-up in last 12 months	20,020	29.3%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,400	54.7%	87
Drank regular cola in last 6 months	37,366	54.6%	105
Drank beer/ale in last 6 months	24,458	35.7%	84
Cameras & Film (Adults)			
Bought any camera in last 12 months	10,388	15.2%	102
Bought film in last 12 months	17,043	24.9%	105
Bought digital camera in last 12 months	4,095	6.0%	85
Bought memory card for camera in last 12 months	4,064	5.9%	78
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	19,711	28.8%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	18,245	26.7%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	19,440	28.4%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	9,229	13.5%	88
Computers (Households)			
HH owns a personal computer	22,547	63.7%	89
HH spent <\$500 on home PC	3,381	9.6%	106
HH spent \$500-\$999 on home PC	6,330	17.9%	98
HH spent \$1000-\$1499 on home PC	4,265	12.1%	82
HH spent \$1500-\$1999 on home PC	2,281	6.4%	78
Spent \$2000+ on home PC	1,954	5.5%	71

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	41,640	60.8%	102
Bought cigarettes at convenience store in last 30 days	12,382	18.1%	123
Bought gas at convenience store in last 30 days	29,336	42.9%	129
Spent at convenience store in last 30 days: <\$20	5,322	7.8%	80
Spent at convenience store in last 30 days: \$20-39	6,284	9.2%	92
Spent at convenience store in last 30 days: \$40+	28,586	41.8%	119
Entertainment (Adults)			
Attended movies in last 6 months	33,716	49.3%	84
Went to live theater in last 6 months	5,612	8.2%	65
Went to a bar/night club in last 12 months	10,222	14.9%	82
Dined out in last 12 months	31,995	46.8%	96
Gambled at a casino in last 12 months	8,885	13.0%	81
Visited a theme park in last 12 months	11,504	16.8%	76
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
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
Spent on toys/games in last 12 months: <\$50	4,786	7.0%	112
Spent on toys/games in last 12 months: \$50-\$99	2,029	3.0%	108
Spent on toys/games in last 12 months: \$100-\$199	4,861	7.1%	100
Spent on toys/games in last 12 months: \$200-\$499	6,621	9.7%	93
Spent on toys/games in last 12 months: \$500+	3,238	4.7%	86
Financial (Adults)			
Have home mortgage (1st)	10,776	15.7%	87
Used ATM/cash machine in last 12 months	28,541	41.7%	82
Own any stock	4,743	6.9%	77
Own U.S. savings bond	4,472	6.5%	92
Own shares in mutual fund (stock)	4,990	7.3%	78
Own shares in mutual fund (bonds)	3,041	4.4%	77
Used full service brokerage firm in last 12 months	3,322	4.9%	80
Used discount brokerage firm in last 12 months	1,071	1.6%	79
Have 401K retirement savings	9,755	14.3%	86
Own any credit/debit card (in own name)	46,574	68.1%	93
Avg monthly credit card expenditures: <\$111	10,884	15.9%	108
Avg monthly credit card expenditures: \$111-225	6,118	8.9%	99
Avg monthly credit card expenditures: \$226-450	5,257	7.7%	89
Avg monthly credit card expenditures: \$451-700	3,854	5.6%	79
Avg monthly credit card expenditures: \$701+	5,562	8.1%	59

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	50,273	73.5%	106
Used bread in last 6 months	67,179	98.2%	102
Used chicken/turkey (fresh or frozen) in last 6 months	51,153	74.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	34,277	50.1%	98
Used fresh fruit/vegetables in last 6 months	59,888	87.5%	101
Used fresh milk in last 6 months	63,778	93.2%	103
Health (Adults)			
Exercise at home 2+ times per week	17,943	26.2%	89
Exercise at club 2+ times per week	4,202	6.1%	53
Visited a doctor in last 12 months	53,975	78.9%	101
Used vitamin/dietary supplement in last 6 months	31,002	45.3%	95
Home (Households)			
Any home improvement in last 12 months	11,567	32.7%	105
Used housekeeper/maid/professional cleaning service in last 12 months	4,127	11.7%	74
Purchased any HH furnishing in last 12 months	3,224	9.1%	86
Purchased bedding/bath goods in last 12 months	18,405	52.0%	95
Purchased cooking/serving product in last 12 months	9,022	25.5%	94
Bought any kitchen appliance in last 12 months	6,166	17.4%	98
Insurance (Adults)			
Currently carry any life insurance	35,939	52.5%	109
Have medical/hospital/accident insurance	50,427	73.7%	101
Carry homeowner insurance	40,777	59.6%	112
Carry renter insurance	2,749	4.0%	67
Have auto/other vehicle insurance	60,097	87.8%	104
Pets (Households)			
HH owns any pet	20,357	57.5%	121
HH owns any cat	10,472	29.6%	127
HH owns any dog	16,023	45.3%	131
Reading Materials (Adults)			
Bought book in last 12 months	30,293	44.3%	89
Read any daily newspaper	29,404	43.0%	100
Heavy magazine reader	10,133	14.8%	74
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	47,591	69.5%	95
Went to family restaurant/steak house last mo: <2 times	18,075	26.4%	102
Went to family restaurant/steak house last mo: 2-4 times	17,318	25.3%	92
Went to family restaurant/steak house last mo: 5+ times	12,202	17.8%	91
Went to fast food/drive-in restaurant in last 6 mo	62,047	90.7%	101
Went to fast food/drive-in restaurant <5 times/mo	20,917	30.6%	100
Went to fast food/drive-in 5-12 times/mo	22,887	33.4%	106
Went to fast food/drive-in restaurant 13+ times/mo	18,245	26.7%	96
Fast food/drive-in last 6 mo: eat in	29,038	42.4%	110
Fast food/drive-in last 6 mo: home delivery	5,836	8.5%	77
Fast food/drive-in last 6 mo: take-out/drive-thru	38,126	55.7%	107
Fast food/drive-in last 6 mo: take-out/walk-in	13,761	20.1%	82

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	23,771	67.2%	104
HH average monthly long distance phone bill: <\$16	10,601	30.0%	108
HH average monthly long distance phone bill: \$16-25	4,117	11.6%	99
HH average monthly long distance phone bill: \$26-59	3,238	9.2%	94
HH average monthly long distance phone bill: \$60+	1,453	4.1%	94
Television & Sound Equipment (Households)			
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 subscribes to cable TV	14,800	41.8%	72
HH watched 15+ hours of cable TV last week	21,095	59.6%	99
Purchased audio equipment in last 12 months	2,341	6.6%	80
Purchased CD player in last 12 months	1,827	5.2%	98
Purchased DVD player in last 12 months	3,462	9.8%	93
Purchased MP3 player in last 12 months	1,978	5.6%	64
Purchased video game system in last 12 months	2,662	7.5%	86
Travel (Adults)			
Domestic travel in last 12 months	31,841	46.5%	88
Took 3+ domestic trips in last 12 months	11,770	17.2%	83
Spent on domestic vacations last 12 mo: <\$1000	8,006	11.7%	93
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,604	6.7%	97
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,044	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,105	3.1%	75
Spent on domestic vacations last 12 mo: \$3000+	1,809	2.6%	55
Foreign travel in last 3 years	9,760	14.3%	57
Took 3+ foreign trips by plane in last 3 years	1,356	2.0%	44
Spent on foreign vacations last 12 mo: <\$1000	2,106	3.1%	56
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,418	2.1%	52
Spent on foreign vacations: \$3000+	1,584	2.3%	50
Stayed 1+ nights at hotel/motel in last 12 months	25,579	37.4%	90

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