

Demographic Summary		2012	2017
Population		18,508	19,003
Population 18+		14,502	14,994
Households		7,568	7,778
Median Household Income		\$35,938	\$41,648

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	6,712	46.1%	93
Bought any women's apparel in last 12 months	6,000	41.2%	91
Bought apparel for child <13 in last 6 months	3,462	23.8%	84
Bought any shoes in last 12 months	7,083	48.7%	94
Bought costume jewelry in last 12 months	2,553	17.5%	84
Bought any fine jewelry in last 12 months	2,809	19.3%	88
Bought a watch in last 12 months	2,717	18.7%	97
Automobiles (Households)			
HH owns/leases any vehicle	6,779	89.6%	104
HH bought/leased new vehicle last 12 mo	688	9.1%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,210	90.8%	105
Bought/changed motor oil in last 12 months	8,521	58.5%	113
Had tune-up in last 12 months	4,260	29.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	8,044	55.3%	89
Drank regular cola in last 6 months	7,928	54.5%	107
Drank beer/ale in last 6 months	5,232	35.9%	85
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,013	13.8%	108
Bought film in last 12 months	2,850	19.6%	103
Bought digital camera in last 12 months	771	5.3%	77
Bought memory card for camera in last 12 months	1,021	7.0%	92
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	5,269	36.2%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,315	22.8%	107
Avg monthly cell/mobile phone/PDA bill: \$50-99	4,225	29.0%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	2,739	18.8%	89
Computers (Households)			
HH owns a personal computer	5,250	69.4%	93
Spent <\$500 on most recent home PC purchase	557	7.4%	85
Spent \$500-\$999 on most recent home PC purchase	1,422	18.8%	105
Spent \$1000-\$1499 on most recent home PC purchase	718	9.5%	72
Spent \$1500-\$1999 on most recent home PC purchase	435	5.7%	80
Spent \$2000+ on most recent home PC purchase	329	4.3%	69

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2012 and 2017.

GBC Trade Market Area
 198-334
 Ring: 5 mile radius

Prepared by Jack Thompson
 Latitude: 32.330817
 Longitude: -96.112561

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	8,904	61.2%	102
Bought cigarettes at convenience store in last 30 days	2,758	19.0%	123
Bought gas at convenience store in last 30 days	5,965	41.0%	123
Spent at convenience store in last 30 days: <\$20	1,033	7.1%	74
Spent at convenience store in last 30 days: \$20-39	1,388	9.5%	94
Spent at convenience store in last 30 days: \$40+	5,881	40.4%	113
Entertainment (Adults)			
Attended movies in last 6 months	7,040	48.4%	82
Went to live theater in last 12 months	1,366	9.4%	71
Went to a bar/night club in last 12 months	2,181	15.0%	78
Dined out in last 12 months	6,555	45.0%	92
Gambled at a casino in last 12 months	1,604	11.0%	69
Visited a theme park in last 12 months	2,604	17.9%	83
DVDs rented in last 30 days: 1	445	3.1%	115
DVDs rented in last 30 days: 2	616	4.2%	92
DVDs rented in last 30 days: 3	421	2.9%	90
DVDs rented in last 30 days: 4	391	2.7%	70
DVDs rented in last 30 days: 5+	1,354	9.3%	70
DVDs purchased in last 30 days: 1	688	4.7%	95
DVDs purchased in last 30 days: 2	565	3.9%	82
DVDs purchased in last 30 days: 3-4	695	4.8%	103
DVDs purchased in last 30 days: 5+	897	6.2%	119
Spent on toys/games in last 12 months: <\$50	740	5.1%	84
Spent on toys/games in last 12 months: \$50-\$99	392	2.7%	98
Spent on toys/games in last 12 months: \$100-\$199	1,091	7.5%	105
Spent on toys/games in last 12 months: \$200-\$499	1,556	10.7%	99
Spent on toys/games in last 12 months: \$500+	519	3.6%	62
Financial (Adults)			
Have home mortgage (1st)	2,146	14.7%	77
Used ATM/cash machine in last 12 months	6,152	42.3%	83
Own any stock	918	6.3%	69
Own U.S. savings bond	810	5.6%	82
Own shares in mutual fund (stock)	844	5.8%	62
Own shares in mutual fund (bonds)	497	3.4%	58
Used full service brokerage firm in last 12 months	513	3.5%	57
Have savings account	4,317	29.7%	82
Have 401K retirement savings	1,837	12.6%	71
Did banking over the Internet in last 12 months	2,694	18.5%	68
Own any credit/debit card (in own name)	9,842	67.6%	92
Avg monthly credit card expenditures: <\$111	1,972	13.6%	99
Avg monthly credit card expenditures: \$111-225	1,074	7.4%	95
Avg monthly credit card expenditures: \$226-450	1,021	7.0%	94
Avg monthly credit card expenditures: \$451-700	775	5.3%	84
Avg monthly credit card expenditures: \$701+	1,054	7.2%	54

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,135	76.5%	108
Used bread in last 6 months	14,081	96.8%	100
Used chicken/turkey (fresh or frozen) in last 6 months	11,450	78.7%	102
Used fish/seafood (fresh or frozen) in last 6 months	7,225	49.6%	94
Used fresh fruit/vegetables in last 6 months	12,457	85.6%	98
Used fresh milk in last 6 months	13,263	91.1%	101
Health (Adults)			
Exercise at home 2+ times per week	3,947	27.1%	90
Exercise at club 2+ times per week	1,022	7.0%	57
Visited a doctor in last 12 months	11,118	76.4%	99
Used vitamin/dietary supplement in last 6 months	6,720	46.2%	95
Home (Households)			
Any home improvement in last 12 months	2,424	32.0%	102
Used housekeeper/maid/prof HH cleaning service in the last 12 months	916	12.1%	77
Purchased any HH furnishing in last 12 months	1,947	25.7%	86
Purchased bedding/bath goods in last 12 months	3,753	49.6%	91
Purchased cooking/serving product in last 12 months	1,854	24.5%	89
Bought any kitchen appliance in last 12 months	1,161	15.3%	88
Insurance (Adults)			
Currently carry any life insurance	6,764	46.5%	98
Have medical/hospital/accident insurance	9,922	68.2%	95
Carry homeowner insurance	8,092	55.6%	106
Carry renter insurance	668	4.6%	74
Have auto/other vehicle insurance	12,520	86.0%	104
Pets (Households)			
HH owns any pet	4,934	65.2%	127
HH owns any cat	2,296	30.3%	127
HH owns any dog	3,910	51.7%	137
Reading Materials (Adults)			
Bought book in last 12 months	6,406	44.0%	88
Read any daily newspaper	5,285	36.3%	88
Heavy magazine reader	2,579	17.7%	89
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	9,955	68.4%	95
Went to family restaurant/steak house last mo: <2 times	3,376	23.2%	90
Went to family restaurant/steak house last mo: 2-4 times	3,643	25.0%	93
Went to family restaurant/steak house last mo: 5+ times	2,935	20.2%	104
Went to fast food/drive-in restaurant in last 6 mo	12,520	86.0%	97
Went to fast food/drive-in restaurant <6 times/mo	4,655	32.0%	91
Went to fast food/drive-in restaurant 6-13 times/mo	4,431	30.4%	106
Went to fast food/drive-in restaurant 14+ times/mo	3,432	23.6%	95
Fast food/drive-in last 6 mo: eat in	5,466	37.6%	100
Fast food/drive-in last 6 mo: home delivery	1,098	7.5%	72
Fast food/drive-in last 6 mo: take-out/drive-thru	7,416	51.0%	98
Fast food/drive-in last 6 mo: take-out/walk-in	2,976	20.4%	83

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	5,008	66.2%	103
HH average monthly long distance phone bill: <\$16	2,066	27.3%	99
HH average monthly long distance phone bill: \$16-25	976	12.9%	113
HH average monthly long distance phone bill: \$26-59	676	8.9%	97
HH average monthly long distance phone bill: \$60+	358	4.7%	106
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,605	21.2%	107
HH owns 2 TVs	1,950	25.8%	98
HH owns 3 TVs	1,687	22.3%	100
HH owns 4+ TVs	1,353	17.9%	86
HH subscribes to cable TV	3,238	42.8%	74
HH Purchased audio equipment in last 12 months	505	6.7%	68
HH Purchased CD player in last 12 months	246	3.3%	84
HH Purchased DVD player in last 12 months	787	10.4%	107
HH Purchased MP3 player in last 12 months	1,126	7.7%	76
HH Purchased video game system in last 12 months	728	9.6%	89
Travel (Adults)			
Domestic travel in last 12 months	6,315	43.4%	83
Took 3+ domestic trips in last 12 months	1,521	10.5%	70
Spent on domestic vacations last 12 mo: <\$1000	1,664	11.4%	91
Spent on domestic vacations last 12 mo: \$1000-\$1499	782	5.4%	80
Spent on domestic vacations last 12 mo: \$1500-\$1999	410	2.8%	69
Spent on domestic vacations last 12 mo: \$2000-\$2999	560	3.8%	93
Spent on domestic vacations last 12 mo: \$3000+	534	3.7%	73
Foreign travel in last 3 years	2,343	16.1%	62
Took 3+ foreign trips by plane in last 3 years	383	2.6%	55
Spent on foreign vacations last 12 mo: <\$1000	660	4.5%	76
Spent on foreign vacations last 12 mo: \$1000-\$2999	404	2.8%	67
Spent on foreign vacations last 12 mo: \$3000+	519	3.6%	72
Stayed 1+ nights at hotel/motel in last 12 months	4,636	31.9%	79

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GBC Trade Market Area
198-334
Ring: 10 mile radius

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Latitude: 32.330817
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Demographic Summary		2012	2017
Population		38,173	39,206
Population 18+		30,264	31,285
Households		15,531	15,958
Median Household Income		\$37,249	\$43,462

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	14,270	47.1%	95
Bought any women's apparel in last 12 months	12,881	42.6%	94
Bought apparel for child <13 in last 6 months	7,396	24.4%	86
Bought any shoes in last 12 months	14,788	48.9%	94
Bought costume jewelry in last 12 months	5,357	17.7%	85
Bought any fine jewelry in last 12 months	5,827	19.3%	88
Bought a watch in last 12 months	5,714	18.9%	98
Automobiles (Households)			
HH owns/leases any vehicle	13,976	90.0%	105
HH bought/leased new vehicle last 12 mo	1,388	8.9%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,597	91.2%	105
Bought/changed motor oil in last 12 months	18,133	59.9%	116
Had tune-up in last 12 months	9,024	29.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	16,674	55.1%	89
Drank regular cola in last 6 months	16,181	53.5%	105
Drank beer/ale in last 6 months	10,990	36.3%	85
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,157	13.7%	107
Bought film in last 12 months	5,999	19.8%	104
Bought digital camera in last 12 months	1,653	5.5%	80
Bought memory card for camera in last 12 months	2,088	6.9%	90
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	10,811	35.7%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,847	22.6%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	8,729	28.8%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	5,732	18.9%	89
Computers (Households)			
HH owns a personal computer	10,693	68.8%	93
Spent <\$500 on most recent home PC purchase	1,155	7.4%	86
Spent \$500-\$999 on most recent home PC purchase	2,850	18.4%	103
Spent \$1000-\$1499 on most recent home PC purchase	1,526	9.8%	75
Spent \$1500-\$1999 on most recent home PC purchase	890	5.7%	80
Spent \$2000+ on most recent home PC purchase	697	4.5%	71

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GBC Trade Market Area
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Ring: 10 mile radius

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	18,662	61.7%	103
Bought cigarettes at convenience store in last 30 days	5,583	18.4%	120
Bought gas at convenience store in last 30 days	12,644	41.8%	125
Spent at convenience store in last 30 days: <\$20	2,149	7.1%	74
Spent at convenience store in last 30 days: \$20-39	2,888	9.5%	94
Spent at convenience store in last 30 days: \$40+	12,328	40.7%	114
Entertainment (Adults)			
Attended movies in last 6 months	14,663	48.4%	82
Went to live theater in last 12 months	2,869	9.5%	72
Went to a bar/night club in last 12 months	4,233	14.0%	73
Dined out in last 12 months	13,695	45.2%	92
Gambled at a casino in last 12 months	3,506	11.6%	72
Visited a theme park in last 12 months	5,118	16.9%	78
DVDs rented in last 30 days: 1	922	3.0%	115
DVDs rented in last 30 days: 2	1,129	3.7%	81
DVDs rented in last 30 days: 3	862	2.8%	89
DVDs rented in last 30 days: 4	920	3.0%	79
DVDs rented in last 30 days: 5+	2,761	9.1%	69
DVDs purchased in last 30 days: 1	1,480	4.9%	98
DVDs purchased in last 30 days: 2	1,157	3.8%	81
DVDs purchased in last 30 days: 3-4	1,421	4.7%	102
DVDs purchased in last 30 days: 5+	1,815	6.0%	116
Spent on toys/games in last 12 months: <\$50	1,535	5.1%	84
Spent on toys/games in last 12 months: \$50-\$99	799	2.6%	96
Spent on toys/games in last 12 months: \$100-\$199	2,320	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	3,178	10.5%	97
Spent on toys/games in last 12 months: \$500+	1,253	4.1%	72
Financial (Adults)			
Have home mortgage (1st)	4,697	15.5%	81
Used ATM/cash machine in last 12 months	12,698	42.0%	83
Own any stock	1,990	6.6%	72
Own U.S. savings bond	1,676	5.5%	81
Own shares in mutual fund (stock)	1,917	6.3%	68
Own shares in mutual fund (bonds)	1,117	3.7%	62
Used full service brokerage firm in last 12 months	1,164	3.8%	62
Have savings account	9,481	31.3%	86
Have 401K retirement savings	4,045	13.4%	76
Did banking over the Internet in last 12 months	5,872	19.4%	71
Own any credit/debit card (in own name)	20,808	68.7%	93
Avg monthly credit card expenditures: <\$111	4,184	13.8%	101
Avg monthly credit card expenditures: \$111-225	2,390	7.9%	102
Avg monthly credit card expenditures: \$226-450	2,130	7.0%	94
Avg monthly credit card expenditures: \$451-700	1,683	5.6%	87
Avg monthly credit card expenditures: \$701+	2,363	7.8%	58

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	23,186	76.6%	108
Used bread in last 6 months	29,404	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	23,923	79.0%	102
Used fish/seafood (fresh or frozen) in last 6 months	15,282	50.5%	96
Used fresh fruit/vegetables in last 6 months	26,195	86.5%	99
Used fresh milk in last 6 months	27,786	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	8,346	27.6%	92
Exercise at club 2+ times per week	2,046	6.8%	54
Visited a doctor in last 12 months	23,305	77.0%	99
Used vitamin/dietary supplement in last 6 months	14,352	47.4%	98
Home (Households)			
Any home improvement in last 12 months	5,023	32.3%	102
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,870	12.0%	77
Purchased any HH furnishing in last 12 months	4,018	25.9%	86
Purchased bedding/bath goods in last 12 months	7,725	49.7%	91
Purchased cooking/serving product in last 12 months	3,808	24.5%	89
Bought any kitchen appliance in last 12 months	2,390	15.4%	88
Insurance (Adults)			
Currently carry any life insurance	14,459	47.8%	101
Have medical/hospital/accident insurance	20,910	69.1%	97
Carry homeowner insurance	17,492	57.8%	110
Carry renter insurance	1,332	4.4%	71
Have auto/other vehicle insurance	26,340	87.0%	105
Pets (Households)			
HH owns any pet	10,396	66.9%	130
HH owns any cat	5,041	32.5%	135
HH owns any dog	8,281	53.3%	142
Reading Materials (Adults)			
Bought book in last 12 months	13,437	44.4%	88
Read any daily newspaper	10,954	36.2%	88
Heavy magazine reader	5,203	17.2%	86
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	20,427	67.5%	94
Went to family restaurant/steak house last mo: <2 times	7,138	23.6%	92
Went to family restaurant/steak house last mo: 2-4 times	7,628	25.2%	94
Went to family restaurant/steak house last mo: 5+ times	5,660	18.7%	97
Went to fast food/drive-in restaurant in last 6 mo	26,312	86.9%	98
Went to fast food/drive-in restaurant <6 times/mo	10,270	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/mo	9,170	30.3%	105
Went to fast food/drive-in restaurant 14+ times/mo	6,869	22.7%	91
Fast food/drive-in last 6 mo: eat in	11,617	38.4%	102
Fast food/drive-in last 6 mo: home delivery	2,232	7.4%	71
Fast food/drive-in last 6 mo: take-out/drive-thru	15,429	51.0%	98
Fast food/drive-in last 6 mo: take-out/walk-in	6,181	20.4%	83

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	10,452	67.3%	104
HH average monthly long distance phone bill: <\$16	4,297	27.7%	100
HH average monthly long distance phone bill: \$16-25	1,999	12.9%	113
HH average monthly long distance phone bill: \$26-59	1,530	9.9%	107
HH average monthly long distance phone bill: \$60+	725	4.7%	105
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,229	20.8%	105
HH owns 2 TVs	4,081	26.3%	100
HH owns 3 TVs	3,409	22.0%	98
HH owns 4+ TVs	2,799	18.0%	86
HH subscribes to cable TV	6,092	39.2%	67
HH Purchased audio equipment in last 12 months	1,013	6.5%	67
HH Purchased CD player in last 12 months	491	3.2%	82
HH Purchased DVD player in last 12 months	1,522	9.8%	101
HH Purchased MP3 player in last 12 months	2,311	7.6%	75
HH Purchased video game system in last 12 months	1,497	9.6%	89
Travel (Adults)			
Domestic travel in last 12 months	13,767	45.5%	87
Took 3+ domestic trips in last 12 months	3,469	11.5%	77
Spent on domestic vacations last 12 mo: <\$1000	3,516	11.6%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,633	5.4%	80
Spent on domestic vacations last 12 mo: \$1500-\$1999	837	2.8%	67
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,199	4.0%	96
Spent on domestic vacations last 12 mo: \$3000+	1,276	4.2%	83
Foreign travel in last 3 years	4,807	15.9%	61
Took 3+ foreign trips by plane in last 3 years	792	2.6%	54
Spent on foreign vacations last 12 mo: <\$1000	1,362	4.5%	75
Spent on foreign vacations last 12 mo: \$1000-\$2999	765	2.5%	61
Spent on foreign vacations last 12 mo: \$3000+	1,040	3.4%	69
Stayed 1+ nights at hotel/motel in last 12 months	10,112	33.4%	82

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GBC Trade Market Area
 198-334
 Ring: 15 mile radius

Prepared by Jack Thompson
 Latitude: 32.330817
 Longitude: -96.112561

Demographic Summary	2012	2017
Population	52,641	54,069
Population 18+	41,414	42,811
Households	21,009	21,590
Median Household Income	\$38,034	\$44,854

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	19,698	47.5%	95
Bought any women's apparel in last 12 months	17,725	42.7%	94
Bought apparel for child <13 in last 6 months	10,336	24.9%	88
Bought any shoes in last 12 months	20,260	48.8%	94
Bought costume jewelry in last 12 months	7,312	17.6%	85
Bought any fine jewelry in last 12 months	7,943	19.2%	87
Bought a watch in last 12 months	7,956	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	18,862	89.8%	105
HH bought/leased new vehicle last 12 mo	1,816	8.6%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	37,613	90.7%	105
Bought/changed motor oil in last 12 months	25,057	60.4%	117
Had tune-up in last 12 months	12,310	29.7%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,681	54.7%	88
Drank regular cola in last 6 months	22,281	53.7%	105
Drank beer/ale in last 6 months	14,960	36.1%	85
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,659	13.6%	107
Bought film in last 12 months	8,173	19.7%	104
Bought digital camera in last 12 months	2,290	5.5%	81
Bought memory card for camera in last 12 months	2,806	6.8%	89
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	14,729	35.5%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,314	22.5%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	11,853	28.6%	88
Avg monthly cell/mobile phone/PDA bill: \$100+	7,865	19.0%	90
Computers (Households)			
HH owns a personal computer	14,223	67.7%	91
Spent <\$500 on most recent home PC purchase	1,600	7.6%	88
Spent \$500-\$999 on most recent home PC purchase	3,758	17.9%	100
Spent \$1000-\$1499 on most recent home PC purchase	2,037	9.7%	74
Spent \$1500-\$1999 on most recent home PC purchase	1,176	5.6%	78
Spent \$2000+ on most recent home PC purchase	918	4.4%	70

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	25,674	61.9%	103
Bought cigarettes at convenience store in last 30 days	7,771	18.7%	121
Bought gas at convenience store in last 30 days	17,623	42.5%	128
Spent at convenience store in last 30 days: <\$20	2,914	7.0%	73
Spent at convenience store in last 30 days: \$20-39	3,879	9.4%	92
Spent at convenience store in last 30 days: \$40+	17,138	41.3%	116
Entertainment (Adults)			
Attended movies in last 6 months	19,962	48.1%	82
Went to live theater in last 12 months	3,744	9.0%	68
Went to a bar/night club in last 12 months	5,590	13.5%	71
Dined out in last 12 months	18,523	44.7%	91
Gambled at a casino in last 12 months	4,803	11.6%	72
Visited a theme park in last 12 months	6,599	15.9%	74
DVDs rented in last 30 days: 1	1,240	3.0%	113
DVDs rented in last 30 days: 2	1,425	3.4%	74
DVDs rented in last 30 days: 3	1,168	2.8%	88
DVDs rented in last 30 days: 4	1,251	3.0%	79
DVDs rented in last 30 days: 5+	3,872	9.3%	71
DVDs purchased in last 30 days: 1	1,995	4.8%	97
DVDs purchased in last 30 days: 2	1,570	3.8%	80
DVDs purchased in last 30 days: 3-4	1,924	4.6%	101
DVDs purchased in last 30 days: 5+	2,405	5.8%	112
Spent on toys/games in last 12 months: <\$50	2,098	5.1%	83
Spent on toys/games in last 12 months: \$50-\$99	1,078	2.6%	94
Spent on toys/games in last 12 months: \$100-\$199	3,146	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	4,335	10.5%	97
Spent on toys/games in last 12 months: \$500+	1,764	4.3%	74
Financial (Adults)			
Have home mortgage (1st)	6,381	15.4%	80
Used ATM/cash machine in last 12 months	17,122	41.3%	81
Own any stock	2,730	6.6%	72
Own U.S. savings bond	2,276	5.5%	81
Own shares in mutual fund (stock)	2,670	6.4%	69
Own shares in mutual fund (bonds)	1,528	3.7%	62
Used full service brokerage firm in last 12 months	1,569	3.8%	61
Have savings account	13,155	31.7%	88
Have 401K retirement savings	5,637	13.6%	77
Did banking over the Internet in last 12 months	8,084	19.5%	71
Own any credit/debit card (in own name)	28,350	68.4%	93
Avg monthly credit card expenditures: <\$111	5,845	14.1%	102
Avg monthly credit card expenditures: \$111-225	3,271	7.9%	102
Avg monthly credit card expenditures: \$226-450	2,787	6.7%	90
Avg monthly credit card expenditures: \$451-700	2,266	5.5%	86
Avg monthly credit card expenditures: \$701+	3,167	7.6%	57

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	31,712	76.5%	108
Used bread in last 6 months	40,259	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	32,536	78.4%	102
Used fish/seafood (fresh or frozen) in last 6 months	20,825	50.2%	95
Used fresh fruit/vegetables in last 6 months	35,779	86.3%	99
Used fresh milk in last 6 months	38,064	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	11,249	27.1%	90
Exercise at club 2+ times per week	2,667	6.4%	52
Visited a doctor in last 12 months	31,770	76.6%	99
Used vitamin/dietary supplement in last 6 months	19,498	47.0%	97
Home (Households)			
Any home improvement in last 12 months	6,707	31.9%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,487	11.8%	75
Purchased any HH furnishing in last 12 months	5,427	25.8%	86
Purchased bedding/bath goods in last 12 months	10,424	49.6%	91
Purchased cooking/serving product in last 12 months	5,144	24.5%	89
Bought any kitchen appliance in last 12 months	3,243	15.4%	89
Insurance (Adults)			
Currently carry any life insurance	20,115	48.5%	102
Have medical/hospital/accident insurance	28,659	69.1%	97
Carry homeowner insurance	24,072	58.0%	111
Carry renter insurance	1,773	4.3%	69
Have auto/other vehicle insurance	36,017	86.8%	105
Pets (Households)			
HH owns any pet	13,945	66.4%	129
HH owns any cat	6,796	32.3%	135
HH owns any dog	11,107	52.9%	141
Reading Materials (Adults)			
Bought book in last 12 months	18,117	43.7%	87
Read any daily newspaper	15,093	36.4%	88
Heavy magazine reader	7,039	17.0%	85
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	27,811	67.1%	93
Went to family restaurant/steak house last mo: <2 times	9,937	24.0%	93
Went to family restaurant/steak house last mo: 2-4 times	10,392	25.1%	93
Went to family restaurant/steak house last mo: 5+ times	7,483	18.0%	93
Went to fast food/drive-in restaurant in last 6 mo	36,226	87.3%	99
Went to fast food/drive-in restaurant <6 times/mo	14,176	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/mo	12,615	30.4%	106
Went to fast food/drive-in restaurant 14+ times/mo	9,431	22.7%	91
Fast food/drive-in last 6 mo: eat in	15,931	38.4%	102
Fast food/drive-in last 6 mo: home delivery	3,148	7.6%	73
Fast food/drive-in last 6 mo: take-out/drive-thru	21,436	51.7%	99
Fast food/drive-in last 6 mo: take-out/walk-in	8,366	20.2%	82

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	14,119	67.2%	104
HH average monthly long distance phone bill: <\$16	5,811	27.7%	100
HH average monthly long distance phone bill: \$16-25	2,631	12.5%	110
HH average monthly long distance phone bill: \$26-59	2,051	9.8%	106
HH average monthly long distance phone bill: \$60+	969	4.6%	103
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	4,383	20.9%	105
HH owns 2 TVs	5,556	26.4%	101
HH owns 3 TVs	4,586	21.8%	98
HH owns 4+ TVs	3,792	18.0%	86
HH subscribes to cable TV	8,077	38.4%	66
HH Purchased audio equipment in last 12 months	1,402	6.7%	68
HH Purchased CD player in last 12 months	645	3.1%	79
HH Purchased DVD player in last 12 months	1,978	9.4%	97
HH Purchased MP3 player in last 12 months	3,096	7.5%	73
HH Purchased video game system in last 12 months	2,024	9.6%	89
Travel (Adults)			
Domestic travel in last 12 months	18,931	45.6%	87
Took 3+ domestic trips in last 12 months	4,780	11.5%	77
Spent on domestic vacations last 12 mo: <\$1000	4,816	11.6%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,109	5.1%	76
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,112	2.7%	65
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,603	3.9%	93
Spent on domestic vacations last 12 mo: \$3000+	1,741	4.2%	83
Foreign travel in last 3 years	6,211	15.0%	57
Took 3+ foreign trips by plane in last 3 years	1,028	2.5%	51
Spent on foreign vacations last 12 mo: <\$1000	1,821	4.4%	73
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,011	2.4%	59
Spent on foreign vacations last 12 mo: \$3000+	1,339	3.2%	65
Stayed 1+ nights at hotel/motel in last 12 months	13,933	33.6%	83

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