



Retail Market Potential

Prepared by George Alexander

TXDallas2ndAVE51015
5311 2nd Ave, Dallas, TX, 75210
Drive Time: 1 minute

Latitude: 32.757641
Longitude: -96.740707

Demographic Summary	2010	2015
Population	0	0
Total Number of Adults	0	0
Households	0	0
Median Household Income	\$0	\$0

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	0	0.0%	0
Bought any women's apparel in last 12 months	0	0.0%	0
Bought apparel for child <13 in last 6 months	0	0.0%	0
Bought any shoes in last 12 months	0	0.0%	0
Bought costume jewelry in last 12 months	0	0.0%	0
Bought any fine jewelry in last 12 months	0	0.0%	0
Bought a watch in last 12 months	0	0.0%	0
Automobiles (Households)			
HH owns/leases any vehicle	0	0.0%	0
HH bought new vehicle in last 12 months	0	0.0%	0
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	0	0.0%	0
Bought/changed motor oil in last 12 months	0	0.0%	0
Had tune-up in last 12 months	0	0.0%	0
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	0	0.0%	0
Drank regular cola in last 6 months	0	0.0%	0
Drank beer/ale in last 6 months	0	0.0%	0
Cameras & Film (Adults)			
Bought any camera in last 12 months	0	0.0%	0
Bought film in last 12 months	0	0.0%	0
Bought digital camera in last 12 months	0	0.0%	0
Bought memory card for camera in last 12 months	0	0.0%	0
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	0	0.0%	0
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	0	0.0%	0
Avg monthly cell/mobile phone/PDA bill: \$50-99	0	0.0%	0
Avg monthly cell/mobile phone/PDA bill: \$100+	0	0.0%	0
Computers (Households)			
HH owns a personal computer	0	0.0%	0
HH spent <\$500 on home PC	0	0.0%	0
HH spent \$500-\$999 on home PC	0	0.0%	0
HH spent \$1000-\$1499 on home PC	0	0.0%	0
HH spent \$1500-\$1999 on home PC	0	0.0%	0
Spent \$2000+ on home PC	0	0.0%	0

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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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	0	0.0%	0
Bought cigarettes at convenience store in last 30 days	0	0.0%	0
Bought gas at convenience store in last 30 days	0	0.0%	0
Spent at convenience store in last 30 days: <\$20	0	0.0%	0
Spent at convenience store in last 30 days: \$20-39	0	0.0%	0
Spent at convenience store in last 30 days: \$40+	0	0.0%	0
Entertainment (Adults)			
Attended movies in last 6 months	0	0.0%	0
Went to live theater in last 6 months	0	0.0%	0
Went to a bar/night club in last 12 months	0	0.0%	0
Dined out in last 12 months	0	0.0%	0
Gambled at a casino in last 12 months	0	0.0%	0
Visited a theme park in last 12 months	0	0.0%	0
DVDs rented in last 30 days: 1	0	0.0%	0
DVDs rented in last 30 days: 2	0	0.0%	0
DVDs rented in last 30 days: 3	0	0.0%	0
DVDs rented in last 30 days: 4	0	0.0%	0
DVDs rented in last 30 days: 5+	0	0.0%	0
DVDs purchased in last 30 days: 1	0	0.0%	0
DVDs purchased in last 30 days: 2	0	0.0%	0
DVDs purchased in last 30 days: 3-4	0	0.0%	0
DVDs purchased in last 30 days: 5+	0	0.0%	0
Spent on toys/games in last 12 months: <\$50	0	0.0%	0
Spent on toys/games in last 12 months: \$50-\$99	0	0.0%	0
Spent on toys/games in last 12 months: \$100-\$199	0	0.0%	0
Spent on toys/games in last 12 months: \$200-\$499	0	0.0%	0
Spent on toys/games in last 12 months: \$500+	0	0.0%	0
Financial (Adults)			
Have home mortgage (1st)	0	0.0%	0
Used ATM/cash machine in last 12 months	0	0.0%	0
Own any stock	0	0.0%	0
Own U.S. savings bond	0	0.0%	0
Own shares in mutual fund (stock)	0	0.0%	0
Own shares in mutual fund (bonds)	0	0.0%	0
Used full service brokerage firm in last 12 months	0	0.0%	0
Used discount brokerage firm in last 12 months	0	0.0%	0
Have 401K retirement savings	0	0.0%	0
Own any credit/debit card (in own name)	0	0.0%	0
Avg monthly credit card expenditures: <\$111	0	0.0%	0
Avg monthly credit card expenditures: \$111-225	0	0.0%	0
Avg monthly credit card expenditures: \$226-450	0	0.0%	0
Avg monthly credit card expenditures: \$451-700	0	0.0%	0
Avg monthly credit card expenditures: \$701+	0	0.0%	0

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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	0	0.0%	0
Used bread in last 6 months	0	0.0%	0
Used chicken/turkey (fresh or frozen) in last 6 months	0	0.0%	0
Used fish/seafood (fresh or frozen) in last 6 months	0	0.0%	0
Used fresh fruit/vegetables in last 6 months	0	0.0%	0
Used fresh milk in last 6 months	0	0.0%	0
Health (Adults)			
Exercise at home 2+ times per week	0	0.0%	0
Exercise at club 2+ times per week	0	0.0%	0
Visited a doctor in last 12 months	0	0.0%	0
Used vitamin/dietary supplement in last 6 months	0	0.0%	0
Home (Households)			
Any home improvement in last 12 months	0	0.0%	0
Used housekeeper/maid/professional cleaning service in last 12 months	0	0.0%	0
Purchased any HH furnishing in last 12 months	0	0.0%	0
Purchased bedding/bath goods in last 12 months	0	0.0%	0
Purchased cooking/serving product in last 12 months	0	0.0%	0
Bought any kitchen appliance in last 12 months	0	0.0%	0
Insurance (Adults)			
Currently carry any life insurance	0	0.0%	0
Have medical/hospital/accident insurance	0	0.0%	0
Carry homeowner insurance	0	0.0%	0
Carry renter insurance	0	0.0%	0
Have auto/other vehicle insurance	0	0.0%	0
Pets (Households)			
HH owns any pet	0	0.0%	0
HH owns any cat	0	0.0%	0
HH owns any dog	0	0.0%	0
Reading Materials (Adults)			
Bought book in last 12 months	0	0.0%	0
Read any daily newspaper	0	0.0%	0
Heavy magazine reader	0	0.0%	0
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	0	0.0%	0
Went to family restaurant/steak house last mo: <2 times	0	0.0%	0
Went to family restaurant/steak house last mo: 2-4 times	0	0.0%	0
Went to family restaurant/steak house last mo: 5+ times	0	0.0%	0
Went to fast food/drive-in restaurant in last 6 mo	0	0.0%	0
Went to fast food/drive-in restaurant <5 times/mo	0	0.0%	0
Went to fast food/drive-in 5-12 times/mo	0	0.0%	0
Went to fast food/drive-in restaurant 13+ times/mo	0	0.0%	0
Fast food/drive-in last 6 mo: eat in	0	0.0%	0
Fast food/drive-in last 6 mo: home delivery	0	0.0%	0
Fast food/drive-in last 6 mo: take-out/drive-thru	0	0.0%	0
Fast food/drive-in last 6 mo: take-out/walk-in	0	0.0%	0

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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	0	0.0%	0
HH average monthly long distance phone bill: <\$16	0	0.0%	0
HH average monthly long distance phone bill: \$16-25	0	0.0%	0
HH average monthly long distance phone bill: \$26-59	0	0.0%	0
HH average monthly long distance phone bill: \$60+	0	0.0%	0
Television & Sound Equipment (Households)			
HH owns 1 TV	0	0.0%	0
HH owns 2 TVs	0	0.0%	0
HH owns 3 TVs	0	0.0%	0
HH owns 4+ TVs	0	0.0%	0
HH subscribes to cable TV	0	0.0%	0
HH watched 15+ hours of cable TV last week	0	0.0%	0
Purchased audio equipment in last 12 months	0	0.0%	0
Purchased CD player in last 12 months	0	0.0%	0
Purchased DVD player in last 12 months	0	0.0%	0
Purchased MP3 player in last 12 months	0	0.0%	0
Purchased video game system in last 12 months	0	0.0%	0
Travel (Adults)			
Domestic travel in last 12 months	0	0.0%	0
Took 3+ domestic trips in last 12 months	0	0.0%	0
Spent on domestic vacations last 12 mo: <\$1000	0	0.0%	0
Spent on domestic vacations last 12 mo: \$1000-\$1499	0	0.0%	0
Spent on domestic vacations last 12 mo: \$1500-\$1999	0	0.0%	0
Spent on domestic vacations last 12 mo: \$2000-\$2999	0	0.0%	0
Spent on domestic vacations last 12 mo: \$3000+	0	0.0%	0
Foreign travel in last 3 years	0	0.0%	0
Took 3+ foreign trips by plane in last 3 years	0	0.0%	0
Spent on foreign vacations last 12 mo: <\$1000	0	0.0%	0
Spent on foreign vacations last 12 mo: \$1000-\$2999	0	0.0%	0
Spent on foreign vacations: \$3000+	0	0.0%	0
Stayed 1+ nights at hotel/motel in last 12 months	0	0.0%	0

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Demographic Summary	2010	2015
Population	5,950	6,013
Total Number of Adults	4,242	4,292
Households	2,168	2,177
Median Household Income	\$21,884	\$24,110

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,498	35.3%	70
Bought any women's apparel in last 12 months	1,683	39.7%	87
Bought apparel for child <13 in last 6 months	1,266	29.8%	106
Bought any shoes in last 12 months	1,801	42.5%	81
Bought costume jewelry in last 12 months	1,016	24.0%	115
Bought any fine jewelry in last 12 months	979	23.1%	101
Bought a watch in last 12 months	1,078	25.4%	123
Automobiles (Households)			
HH owns/leases any vehicle	1,434	66.1%	76
HH bought new vehicle in last 12 months	71	3.3%	40
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,812	66.3%	76
Bought/changed motor oil in last 12 months	1,754	41.3%	80
Had tune-up in last 12 months	1,063	25.1%	80
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,426	57.2%	91
Drank regular cola in last 6 months	2,730	64.4%	123
Drank beer/ale in last 6 months	1,457	34.3%	81
Cameras & Film (Adults)			
Bought any camera in last 12 months	561	13.2%	89
Bought film in last 12 months	736	17.4%	73
Bought digital camera in last 12 months	228	5.4%	76
Bought memory card for camera in last 12 months	247	5.8%	77
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	879	20.7%	70
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	859	20.2%	78
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,211	28.5%	90
Avg monthly cell/mobile phone/PDA bill: \$100+	338	8.0%	52
Computers (Households)			
HH owns a personal computer	952	43.9%	61
HH spent <\$500 on home PC	159	7.3%	81
HH spent \$500-\$999 on home PC	204	9.4%	51
HH spent \$1000-\$1499 on home PC	107	4.9%	33
HH spent \$1500-\$1999 on home PC	121	5.6%	67
Spent \$2000+ on home PC	130	6.0%	77

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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	2,188	51.6%	86
Bought cigarettes at convenience store in last 30 days	761	17.9%	122
Bought gas at convenience store in last 30 days	1,109	26.1%	79
Spent at convenience store in last 30 days: <\$20	259	6.1%	63
Spent at convenience store in last 30 days: \$20-39	280	6.6%	66
Spent at convenience store in last 30 days: \$40+	1,236	29.1%	83
Entertainment (Adults)			
Attended movies in last 6 months	2,233	52.6%	90
Went to live theater in last 6 months	370	8.7%	69
Went to a bar/night club in last 12 months	563	13.3%	72
Dined out in last 12 months	1,123	26.5%	54
Gambled at a casino in last 12 months	424	10.0%	62
Visited a theme park in last 12 months	652	15.4%	69
DVDs rented in last 30 days: 1	86	2.0%	76
DVDs rented in last 30 days: 2	138	3.3%	69
DVDs rented in last 30 days: 3	104	2.5%	79
DVDs rented in last 30 days: 4	130	3.1%	77
DVDs rented in last 30 days: 5+	322	7.6%	58
DVDs purchased in last 30 days: 1	172	4.1%	76
DVDs purchased in last 30 days: 2	151	3.6%	68
DVDs purchased in last 30 days: 3-4	155	3.7%	74
DVDs purchased in last 30 days: 5+	336	7.9%	147
Spent on toys/games in last 12 months: <\$50	237	5.6%	89
Spent on toys/games in last 12 months: \$50-\$99	102	2.4%	88
Spent on toys/games in last 12 months: \$100-\$199	267	6.3%	88
Spent on toys/games in last 12 months: \$200-\$499	293	6.9%	66
Spent on toys/games in last 12 months: \$500+	178	4.2%	76
Financial (Adults)			
Have home mortgage (1st)	171	4.0%	22
Used ATM/cash machine in last 12 months	1,247	29.4%	58
Own any stock	251	5.9%	66
Own U.S. savings bond	179	4.2%	60
Own shares in mutual fund (stock)	280	6.6%	70
Own shares in mutual fund (bonds)	161	3.8%	66
Used full service brokerage firm in last 12 months	160	3.8%	62
Used discount brokerage firm in last 12 months	64	1.5%	77
Have 401K retirement savings	372	8.8%	53
Own any credit/debit card (in own name)	1,912	45.1%	62
Avg monthly credit card expenditures: <\$111	434	10.2%	70
Avg monthly credit card expenditures: \$111-225	329	7.8%	86
Avg monthly credit card expenditures: \$226-450	172	4.1%	47
Avg monthly credit card expenditures: \$451-700	243	5.7%	80
Avg monthly credit card expenditures: \$701+	397	9.4%	68

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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	2,659	62.7%	90
Used bread in last 6 months	4,028	95.0%	98
Used chicken/turkey (fresh or frozen) in last 6 months	3,083	72.7%	97
Used fish/seafood (fresh or frozen) in last 6 months	2,204	52.0%	102
Used fresh fruit/vegetables in last 6 months	3,424	80.7%	94
Used fresh milk in last 6 months	3,745	88.3%	97
Health (Adults)			
Exercise at home 2+ times per week	972	22.9%	78
Exercise at club 2+ times per week	385	9.1%	78
Visited a doctor in last 12 months	3,116	73.5%	94
Used vitamin/dietary supplement in last 6 months	1,591	37.5%	79
Home (Households)			
Any home improvement in last 12 months	379	17.5%	56
Used housekeeper/maid/professional cleaning service in last 12 months	186	8.6%	55
Purchased any HH furnishing in last 12 months	100	4.6%	44
Purchased bedding/bath goods in last 12 months	1,081	49.9%	91
Purchased cooking/serving product in last 12 months	430	19.8%	73
Bought any kitchen appliance in last 12 months	244	11.3%	63
Insurance (Adults)			
Currently carry any life insurance	1,522	35.9%	74
Have medical/hospital/accident insurance	2,304	54.3%	75
Carry homeowner insurance	1,236	29.1%	55
Carry renter insurance	256	6.0%	100
Have auto/other vehicle insurance	2,658	62.7%	74
Pets (Households)			
HH owns any pet	584	26.9%	57
HH owns any cat	229	10.6%	45
HH owns any dog	447	20.6%	59
Reading Materials (Adults)			
Bought book in last 12 months	1,422	33.5%	68
Read any daily newspaper	1,665	39.3%	92
Heavy magazine reader	1,014	23.9%	120
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	2,682	63.2%	87
Went to family restaurant/steak house last mo: <2 times	1,057	24.9%	96
Went to family restaurant/steak house last mo: 2-4 times	902	21.3%	77
Went to family restaurant/steak house last mo: 5+ times	723	17.0%	87
Went to fast food/drive-in restaurant in last 6 mo	3,637	85.7%	96
Went to fast food/drive-in restaurant <5 times/mo	1,243	29.3%	96
Went to fast food/drive-in 5-12 times/mo	1,051	24.8%	79
Went to fast food/drive-in restaurant 13+ times/mo	1,341	31.6%	114
Fast food/drive-in last 6 mo: eat in	958	22.6%	59
Fast food/drive-in last 6 mo: home delivery	389	9.2%	82
Fast food/drive-in last 6 mo: take-out/drive-thru	1,856	43.8%	84
Fast food/drive-in last 6 mo: take-out/walk-in	1,230	29.0%	118

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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	1,100	50.7%	79
HH average monthly long distance phone bill: <\$16	390	18.0%	65
HH average monthly long distance phone bill: \$16-25	164	7.6%	64
HH average monthly long distance phone bill: \$26-59	136	6.3%	65
HH average monthly long distance phone bill: \$60+	143	6.6%	150
Television & Sound Equipment (Households)			
HH owns 1 TV	502	23.2%	117
HH owns 2 TVs	480	22.1%	83
HH owns 3 TVs	469	21.6%	96
HH owns 4+ TVs	417	19.2%	92
HH subscribes to cable TV	1,127	52.0%	90
HH watched 15+ hours of cable TV last week	1,174	54.2%	90
Purchased audio equipment in last 12 months	129	6.0%	72
Purchased CD player in last 12 months	111	5.1%	97
Purchased DVD player in last 12 months	236	10.9%	103
Purchased MP3 player in last 12 months	85	3.9%	45
Purchased video game system in last 12 months	163	7.5%	86
Travel (Adults)			
Domestic travel in last 12 months	1,097	25.9%	49
Took 3+ domestic trips in last 12 months	336	7.9%	38
Spent on domestic vacations last 12 mo: <\$1000	330	7.8%	62
Spent on domestic vacations last 12 mo: \$1000-\$1499	211	5.0%	72
Spent on domestic vacations last 12 mo: \$1500-\$1999	120	2.8%	70
Spent on domestic vacations last 12 mo: \$2000-\$2999	113	2.7%	65
Spent on domestic vacations last 12 mo: \$3000+	136	3.2%	66
Foreign travel in last 3 years	542	12.8%	51
Took 3+ foreign trips by plane in last 3 years	142	3.3%	74
Spent on foreign vacations last 12 mo: <\$1000	198	4.7%	85
Spent on foreign vacations last 12 mo: \$1000-\$2999	155	3.7%	92
Spent on foreign vacations: \$3000+	143	3.4%	72
Stayed 1+ nights at hotel/motel in last 12 months	937	22.1%	53

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Demographic Summary	2010	2015
Population	26,550	27,041
Total Number of Adults	19,053	19,465
Households	9,621	9,744
Median Household Income	\$21,114	\$23,440

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	6,686	35.1%	70
Bought any women's apparel in last 12 months	7,622	40.0%	88
Bought apparel for child <13 in last 6 months	5,549	29.1%	103
Bought any shoes in last 12 months	8,130	42.7%	82
Bought costume jewelry in last 12 months	4,431	23.3%	112
Bought any fine jewelry in last 12 months	4,364	22.9%	100
Bought a watch in last 12 months	4,799	25.2%	122
Automobiles (Households)			
HH owns/leases any vehicle	6,405	66.6%	76
HH bought new vehicle in last 12 months	331	3.4%	42
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	12,810	67.2%	77
Bought/changed motor oil in last 12 months	7,979	41.9%	81
Had tune-up in last 12 months	4,800	25.2%	80
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,820	56.8%	90
Drank regular cola in last 6 months	12,359	64.9%	124
Drank beer/ale in last 6 months	6,586	34.6%	82
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,550	13.4%	90
Bought film in last 12 months	3,495	18.3%	78
Bought digital camera in last 12 months	1,020	5.4%	76
Bought memory card for camera in last 12 months	1,108	5.8%	76
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	3,931	20.6%	70
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,875	20.3%	79
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,193	27.3%	86
Avg monthly cell/mobile phone/PDA bill: \$100+	1,465	7.7%	50
Computers (Households)			
HH owns a personal computer	4,257	44.3%	62
HH spent <\$500 on home PC	710	7.4%	81
HH spent \$500-\$999 on home PC	943	9.8%	53
HH spent \$1000-\$1499 on home PC	487	5.1%	34
HH spent \$1500-\$1999 on home PC	541	5.6%	68
Spent \$2000+ on home PC	609	6.3%	82

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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Retail Market Potential

Prepared by George Alexander

TXDallas2ndAVE51015
5311 2nd Ave, Dallas, TX, 75210
Drive Time: 5 minutes

Latitude: 32.757641
Longitude: -96.740707

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,909	52.0%	87
Bought cigarettes at convenience store in last 30 days	3,492	18.3%	124
Bought gas at convenience store in last 30 days	5,233	27.5%	83
Spent at convenience store in last 30 days: <\$20	1,146	6.0%	62
Spent at convenience store in last 30 days: \$20-39	1,288	6.8%	68
Spent at convenience store in last 30 days: \$40+	5,769	30.3%	86
Entertainment (Adults)			
Attended movies in last 6 months	9,943	52.2%	89
Went to live theater in last 6 months	1,600	8.4%	67
Went to a bar/night club in last 12 months	2,649	13.9%	76
Dined out in last 12 months	5,114	26.8%	55
Gambled at a casino in last 12 months	1,984	10.4%	65
Visited a theme park in last 12 months	2,921	15.3%	69
DVDs rented in last 30 days: 1	397	2.1%	79
DVDs rented in last 30 days: 2	627	3.3%	70
DVDs rented in last 30 days: 3	484	2.5%	82
DVDs rented in last 30 days: 4	607	3.2%	80
DVDs rented in last 30 days: 5+	1,525	8.0%	61
DVDs purchased in last 30 days: 1	815	4.3%	80
DVDs purchased in last 30 days: 2	684	3.6%	68
DVDs purchased in last 30 days: 3-4	652	3.4%	70
DVDs purchased in last 30 days: 5+	1,529	8.0%	149
Spent on toys/games in last 12 months: <\$50	1,122	5.9%	94
Spent on toys/games in last 12 months: \$50-\$99	477	2.5%	91
Spent on toys/games in last 12 months: \$100-\$199	1,252	6.6%	92
Spent on toys/games in last 12 months: \$200-\$499	1,339	7.0%	68
Spent on toys/games in last 12 months: \$500+	816	4.3%	78
Financial (Adults)			
Have home mortgage (1st)	1,005	5.3%	29
Used ATM/cash machine in last 12 months	5,806	30.5%	60
Own any stock	1,223	6.4%	71
Own U.S. savings bond	851	4.5%	63
Own shares in mutual fund (stock)	1,318	6.9%	74
Own shares in mutual fund (bonds)	754	4.0%	69
Used full service brokerage firm in last 12 months	772	4.1%	67
Used discount brokerage firm in last 12 months	274	1.4%	73
Have 401K retirement savings	1,662	8.7%	53
Own any credit/debit card (in own name)	8,933	46.9%	64
Avg monthly credit card expenditures: <\$111	1,990	10.4%	71
Avg monthly credit card expenditures: \$111-225	1,459	7.7%	85
Avg monthly credit card expenditures: \$226-450	870	4.6%	53
Avg monthly credit card expenditures: \$451-700	1,120	5.9%	82
Avg monthly credit card expenditures: \$701+	1,813	9.5%	69

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,141	63.7%	92
Used bread in last 6 months	18,124	95.1%	99
Used chicken/turkey (fresh or frozen) in last 6 months	13,619	71.5%	96
Used fish/seafood (fresh or frozen) in last 6 months	9,861	51.8%	101
Used fresh fruit/vegetables in last 6 months	15,472	81.2%	94
Used fresh milk in last 6 months	16,859	88.5%	97
Health (Adults)			
Exercise at home 2+ times per week	4,418	23.2%	79
Exercise at club 2+ times per week	1,723	9.0%	78
Visited a doctor in last 12 months	14,125	74.1%	95
Used vitamin/dietary supplement in last 6 months	7,284	38.2%	80
Home (Households)			
Any home improvement in last 12 months	1,859	19.3%	62
Used housekeeper/maid/professional cleaning service in last 12 months	822	8.5%	54
Purchased any HH furnishing in last 12 months	495	5.1%	49
Purchased bedding/bath goods in last 12 months	4,814	50.0%	92
Purchased cooking/serving product in last 12 months	1,953	20.3%	75
Bought any kitchen appliance in last 12 months	1,110	11.5%	65
Insurance (Adults)			
Currently carry any life insurance	6,779	35.6%	74
Have medical/hospital/accident insurance	10,548	55.4%	76
Carry homeowner insurance	5,564	29.2%	55
Carry renter insurance	1,173	6.2%	102
Have auto/other vehicle insurance	12,082	63.4%	75
Pets (Households)			
HH owns any pet	2,715	28.2%	59
HH owns any cat	1,080	11.2%	48
HH owns any dog	2,180	22.7%	65
Reading Materials (Adults)			
Bought book in last 12 months	6,487	34.0%	69
Read any daily newspaper	7,443	39.1%	91
Heavy magazine reader	4,439	23.3%	117
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	12,174	63.9%	88
Went to family restaurant/steak house last mo: <2 times	4,839	25.4%	98
Went to family restaurant/steak house last mo: 2-4 times	4,049	21.3%	77
Went to family restaurant/steak house last mo: 5+ times	3,285	17.2%	88
Went to fast food/drive-in restaurant in last 6 mo	16,327	85.7%	96
Went to fast food/drive-in restaurant <5 times/mo	5,647	29.6%	97
Went to fast food/drive-in 5-12 times/mo	4,765	25.0%	79
Went to fast food/drive-in restaurant 13+ times/mo	5,909	31.0%	112
Fast food/drive-in last 6 mo: eat in	4,464	23.4%	61
Fast food/drive-in last 6 mo: home delivery	1,870	9.8%	88
Fast food/drive-in last 6 mo: take-out/drive-thru	8,440	44.3%	85
Fast food/drive-in last 6 mo: take-out/walk-in	5,470	28.7%	117

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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	4,947	51.4%	80
HH average monthly long distance phone bill: <\$16	1,826	19.0%	68
HH average monthly long distance phone bill: \$16-25	713	7.4%	63
HH average monthly long distance phone bill: \$26-59	623	6.5%	67
HH average monthly long distance phone bill: \$60+	639	6.6%	151
Television & Sound Equipment (Households)			
HH owns 1 TV	2,196	22.8%	115
HH owns 2 TVs	2,234	23.2%	88
HH owns 3 TVs	2,102	21.9%	97
HH owns 4+ TVs	1,825	19.0%	91
HH subscribes to cable TV	5,051	52.5%	91
HH watched 15+ hours of cable TV last week	5,211	54.2%	90
Purchased audio equipment in last 12 months	587	6.1%	73
Purchased CD player in last 12 months	497	5.2%	98
Purchased DVD player in last 12 months	1,090	11.3%	107
Purchased MP3 player in last 12 months	384	4.0%	46
Purchased video game system in last 12 months	725	7.5%	87
Travel (Adults)			
Domestic travel in last 12 months	5,116	26.9%	51
Took 3+ domestic trips in last 12 months	1,603	8.4%	41
Spent on domestic vacations last 12 mo: <\$1000	1,572	8.3%	65
Spent on domestic vacations last 12 mo: \$1000-\$1499	996	5.2%	76
Spent on domestic vacations last 12 mo: \$1500-\$1999	573	3.0%	75
Spent on domestic vacations last 12 mo: \$2000-\$2999	542	2.8%	69
Spent on domestic vacations last 12 mo: \$3000+	638	3.3%	69
Foreign travel in last 3 years	2,475	13.0%	52
Took 3+ foreign trips by plane in last 3 years	657	3.4%	76
Spent on foreign vacations last 12 mo: <\$1000	923	4.8%	88
Spent on foreign vacations last 12 mo: \$1000-\$2999	731	3.8%	96
Spent on foreign vacations: \$3000+	654	3.4%	74
Stayed 1+ nights at hotel/motel in last 12 months	4,341	22.8%	55

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