

Retail Market Potential




Driving Time : 15 Minutes radii

Demographic Summary	2025	2030
Population	29,153	28,866
Population 18+	23,140	23,223
Households	11,765	11,691
Median Household Income	\$56,943	\$62,406


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	14,141	61.1%	96
Bought Women`s Clothing Last 12 Mo	12,126	52.4%	100
Bought Shoes Last 12 Mo	17,031	73.6%	97
Bought Fine Jewelry Last 12 Mo	5,029	21.7%	99
Bought Watch Last 12 Mo	3,075	13.3%	104
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	10,497	89.2%	100
HH Bought or Leased New Vehicle Last 12 Mo	787	6.7%	79
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	20,887	90.3%	101
Bought or Changed Motor Oil Last 12 Mo	13,739	59.4%	110
Had Vehicle Tune-Up Last 12 Mo	4,856	21.0%	91
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	10,162	43.9%	115
Drank Beer or Ale Last 6 Mo	7,531	32.5%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	1,738	7.5%	88
Own Digital SLR Camera or Camcorder	1,631	7.0%	73
Printed Digital Photos Last 12 Mo	5,324	23.0%	92
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	8,213	35.5%	103
Have a Smartphone	21,597	93.3%	99
Have Android Phone (Any Brand) Smartphone	10,838	46.8%	125
Have Apple iPhone Smartphone	11,283	48.8%	83
HH Owns 1 Cell Phone	3,750	31.9%	106
HH Owns 2 Cell Phones	4,365	37.1%	96
HH Owns 3+ Cell Phones	3,333	28.3%	98
HH Has Cell Phone Only (No Landline Telephone)	8,948	76.1%	101
Computers (Households)			
HH Owns Computer	9,005	76.5%	92
HH Owns Desktop Computer	4,111	34.9%	94
HH Owns Laptop or Notebook	7,314	62.2%	90
HH Owns Apple or Mac Brand Computer	1,983	16.9%	68
HH Owns PC or Non-Apple Brand Computer	7,982	67.8%	98
HH Purchased Most Recent Home Computer at Store	3,911	33.2%	95
HH Purchased Most Recent Home Computer Online	2,685	22.8%	85
HH Spent \$1-499 on Most Recent Home Computer	1,738	14.8%	114
HH Spent \$500-999 on Most Recent Home Computer	1,917	16.3%	92
HH Spent \$1K-1499 on Most Recent Home Computer	949	8.1%	73
HH Spent \$1500-1999 on Most Recent Home Computer	318	2.7%	66
HH Spent \$2000+ on Most Recent Home Computer	499	4.2%	67

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	16,411	70.9%	108
Bought Brewed Coffee at Convenience Store Last 30 Days	2,845	12.3%	98
Bought Cigarettes at Convenience Store Last 30 Days	2,207	9.5%	167
Bought Gas at Convenience Store Last 30 Days	11,390	49.2%	120
Spent \$1-19 at Convenience Store Last 30 Days	1,251	5.4%	86
Spent \$20-39 at Convenience Store Last 30 Days	1,665	7.2%	89
Spent \$40-50 at Convenience Store Last 30 Days	1,632	7.0%	111
Spent \$51-99 at Convenience Store Last 30 Days	1,429	6.2%	116
Spent \$100+ at Convenience Store Last 30 Days	7,184	31.1%	126
Entertainment (Adults)			
Attended Movie Last 6 Mo	11,245	48.6%	91
Went to Live Theater Last 12 Mo	2,036	8.8%	76
Went to Bar or Night Club Last 12 Mo	3,920	16.9%	87
Dined Out Last 12 Mo	11,773	50.9%	91
Gambled at Casino Last 12 Mo	2,712	11.7%	91
Visited Theme Park Last 12 Mo	3,737	16.1%	86
Viewed Movie (Video-on-Demand) Last 30 Days	1,498	6.5%	79
Viewed TV Show (Video-on-Demand) Last 30 Days	983	4.3%	77
Used Internet to Download Movie Last 30 Days	1,289	5.6%	82
Downloaded Individual Song Last 6 Mo	4,093	17.7%	97
Used Internet to Watch Movie Last 30 Days	7,339	31.7%	90
Used Internet to Watch TV Program Last 30 Days	4,777	20.6%	91
Played (Console) Video or Electronic Game Last 12 Mo	3,016	13.0%	102
Played (Portable) Video or Electronic Game Last 12 Mo	1,669	7.2%	99

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	7,580	32.8%	93
Used ATM or Cash Machine Last 12 Mo	13,470	58.2%	96
Own Any Stock	2,061	8.9%	65
Own U.S. Savings Bonds	1,410	6.1%	81
Own Shares in Mutual Fund (Stocks)	1,885	8.2%	68
Own Shares in Mutual Fund (Bonds)	1,159	5.0%	65
Have Interest Checking Account	7,666	33.1%	88
Have Non-Interest Checking Account	8,528	36.9%	102
Have Savings Account	15,514	67.0%	93
Have 401(k) Retirement Savings Plan	4,771	20.6%	85
Own or Used Any Credit or Debit Card Last 12 Mo	20,797	89.9%	98
Avg \$1-110 Monthly Credit Card Expenditures	4,786	20.7%	106
Avg \$111-225 Monthly Credit Card Expenditures	2,749	11.9%	97
Avg \$226-450 Monthly Credit Card Expenditures	1,992	8.6%	102
Avg \$451-700 Monthly Credit Card Expenditures	1,692	7.3%	84
Avg \$701-1000 Monthly Credit Card Expenditures	1,429	6.2%	79
Avg \$1001-2000 Monthly Credit Card Expenditures	1,820	7.9%	68
Avg \$2001+ Monthly Credit Card Expenditures	1,643	7.1%	53
Did Online Banking Last 12 Mo	11,642	50.3%	90
Did Mobile Device Banking Last 12 Mo	10,496	45.4%	93
Grocery (Adults)			
HH Used Bread Last 6 Mo	11,211	95.3%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	8,859	75.3%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	2,324	19.8%	99
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	6,435	54.7%	96
HH Used Fresh Fruit or Vegetables Last 6 Mo	10,523	89.4%	99
HH Used Fresh Milk Last 6 Mo	9,783	83.2%	102
HH Used Organic Food Last 6 Mo	2,287	19.4%	78

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	9,296	40.2%	88
Exercise at Club 2+ Times Per Week	2,258	9.8%	73
Visited Doctor Last 12 Mo	18,098	78.2%	98
Used Vitamins or Dietary Supplements Last 6 Mo	14,416	62.3%	95
Home (Households)			
HH Did Home Improvement Last 12 Mo	3,846	32.7%	96
HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo	3,258	27.7%	81
HH Purchased Low Ticket HH Furnishing Last 12 Mo	2,360	20.1%	96
HH Purchased Big Ticket HH Furnishing Last 12 Mo	2,673	22.7%	95
HH Bought Small Kitchen Appliance Last 12 Mo	2,595	22.1%	96
HH Purchased Large Appliance/12 Mo	2,128	18.1%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	12,302	53.2%	105
Personally Carry Any Medical or Hospital or Accident Insurance	19,232	83.1%	98
Homeowner Carries Insurance on Home/Personal Property	13,539	58.5%	100
Renter Carries Insurance on Home/Personal Property	2,848	12.3%	92
HH Has 1 Vehicle Covered with Auto Insurance	4,056	34.5%	107
HH Has 2 Vehicles Covered with Auto Insurance	3,331	28.3%	92
HH Has 3+ Vehicles Covered with Auto Insurance	2,985	25.4%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	6,473	55.0%	107
HH Owns 1+ Cats	3,265	27.8%	116
HH Owns 1+ Dogs	5,000	42.5%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	3,162	13.7%	85
Buying American Is Important: 4-Agr Cmpl	7,291	31.5%	115
Buy Based on Quality Not Price: 4-Agr Cmpl	3,140	13.6%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,782	12.0%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	2,368	10.2%	103
Will Pay More for Environ Safe Products: 4-Agr Cmpl	2,285	9.9%	90
Buy Based on Price Not Brands: 4-Agr Cmpl	7,117	30.8%	113
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,052	4.5%	116
Reading (Adults)			
Bought Digital Book Last 12 Mo	3,468	15.0%	85
Bought Hardcover Book Last 12 Mo	5,368	23.2%	90
Bought Paperback Book Last 12 Mo	6,903	29.8%	88
Read Daily Newspaper (Paper Version)	1,666	7.2%	103
Read Digital Newspaper Last 30 Days	11,233	48.5%	89
Read Magazine (Paper or Electronic Version) Last 6 Mo	19,367	83.7%	96

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	16,739	72.3%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	5,765	24.9%	102
Went to Fast Food or Drive-In Restaurant Last 6 Mo	21,318	92.1%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	9,925	42.9%	108
Ordered Eat-In Fast Food Last 6 Mo	7,499	32.4%	97
Ordered Home Delivery Fast Food Last 6 Mo	2,753	11.9%	97
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	12,075	52.2%	107
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	4,952	21.4%	94
Television & Electronics (Adults/Households)			
Own Tablet	12,339	53.3%	95
Own E-Reader	2,863	12.4%	76
Own E-Reader or Tablet: Apple iPad	6,587	28.5%	78
HH Owns Internet Connectable TV	4,721	40.1%	97
Own Portable MP3 Player	1,695	7.3%	95
HH Owns 1 TV	2,026	17.2%	87
HH Owns 2 TVs	3,144	26.7%	96
HH Owns 3 TVs	2,822	24.0%	109
HH Owns 4+ TVs	2,781	23.6%	108
HH Subscribes to Cable TV	2,925	24.9%	88
HH Subscribes to Fiber Optic TV	221	1.9%	58
HH Owns Portable GPS Device	2,035	17.3%	104
HH Purchased Video Game System Last 12 Mo	663	5.6%	80
HH Owns Internet Video Device for TV	6,014	51.1%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	12,680	54.8%	89
Took 3+ Domestic Non-Business Trips Last 12 Mo	3,407	14.7%	81
Spent \$1-999 on Domestic Vacations Last 12 Mo	2,660	11.5%	104
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	1,515	6.5%	94
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	843	3.6%	76
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	1,036	4.5%	80
Spent \$3K+ on Domestic Vacations Last 12 Mo	1,900	8.2%	69
Used Internet Travel Site for Domestic Trip Last 12 Mo	1,354	5.8%	91
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	4,684	20.2%	66
Took 3+ Foreign Trips by Plane Last 3 Yrs	669	2.9%	52
Spent \$1-999 on Foreign Vacations Last 12 Mo	649	2.8%	66
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	718	3.1%	72
Spent \$3K+ on Foreign Vacations Last 12 Mo	1,232	5.3%	55
Used General Travel Site: Foreign Trip Last 3 Yrs	748	3.2%	60
Spent Night at Hotel or Motel Last 12 Mo	11,223	48.5%	89
Took Cruise of More Than One Day Last 3 Yrs	1,731	7.5%	85
Member of Frequent Flyer Program	3,869	16.7%	61
Member of Hotel Rewards Program	5,646	24.4%	83

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Retail Market Potential




Driving Time : 30 Minutes radii

Demographic Summary	2025	2030
Population	161,706	168,216
Population 18+	126,374	133,149
Households	64,561	67,623
Median Household Income	\$63,964	\$72,328


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	78,609	62.2%	98
Bought Women`s Clothing Last 12 Mo	66,262	52.4%	100
Bought Shoes Last 12 Mo	94,581	74.8%	99
Bought Fine Jewelry Last 12 Mo	27,976	22.1%	101
Bought Watch Last 12 Mo	16,434	13.0%	101
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	57,415	88.9%	99
HH Bought or Leased New Vehicle Last 12 Mo	4,722	7.3%	86
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	113,691	90.0%	101
Bought or Changed Motor Oil Last 12 Mo	72,083	57.0%	105
Had Vehicle Tune-Up Last 12 Mo	27,659	21.9%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	52,586	41.6%	109
Drank Beer or Ale Last 6 Mo	43,100	34.1%	92

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	9,918	7.8%	92
Own Digital SLR Camera or Camcorder	10,266	8.1%	84
Printed Digital Photos Last 12 Mo	30,165	23.9%	96
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	45,098	35.7%	103
Have a Smartphone	118,574	93.8%	100
Have Android Phone (Any Brand) Smartphone	54,999	43.5%	116
Have Apple iPhone Smartphone	66,313	52.5%	89
HH Owns 1 Cell Phone	20,094	31.1%	104
HH Owns 2 Cell Phones	24,504	38.0%	98
HH Owns 3+ Cell Phones	18,219	28.2%	98
HH Has Cell Phone Only (No Landline Telephone)	49,520	76.7%	102
Computers (Households)			
HH Owns Computer	50,720	78.6%	95
HH Owns Desktop Computer	22,930	35.5%	95
HH Owns Laptop or Notebook	41,769	64.7%	94
HH Owns Apple or Mac Brand Computer	12,541	19.4%	78
HH Owns PC or Non-Apple Brand Computer	44,174	68.4%	99
HH Purchased Most Recent Home Computer at Store	21,497	33.3%	95
HH Purchased Most Recent Home Computer Online	15,864	24.6%	91
HH Spent \$1-499 on Most Recent Home Computer	9,317	14.4%	111
HH Spent \$500-999 on Most Recent Home Computer	10,669	16.5%	93
HH Spent \$1K-1499 on Most Recent Home Computer	5,964	9.2%	83
HH Spent \$1500-1999 on Most Recent Home Computer	2,083	3.2%	79
HH Spent \$2000+ on Most Recent Home Computer	3,101	4.8%	76

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	88,056	69.7%	106
Bought Brewed Coffee at Convenience Store Last 30 Days	15,831	12.5%	100
Bought Cigarettes at Convenience Store Last 30 Days	10,345	8.2%	143
Bought Gas at Convenience Store Last 30 Days	59,341	47.0%	115
Spent \$1-19 at Convenience Store Last 30 Days	7,230	5.7%	91
Spent \$20-39 at Convenience Store Last 30 Days	9,787	7.7%	96
Spent \$40-50 at Convenience Store Last 30 Days	8,739	6.9%	109
Spent \$51-99 at Convenience Store Last 30 Days	7,492	5.9%	111
Spent \$100+ at Convenience Store Last 30 Days	36,304	28.7%	116
Entertainment (Adults)			
Attended Movie Last 6 Mo	63,037	49.9%	94
Went to Live Theater Last 12 Mo	12,421	9.8%	85
Went to Bar or Night Club Last 12 Mo	22,787	18.0%	93
Dined Out Last 12 Mo	67,229	53.2%	95
Gambled at Casino Last 12 Mo	15,459	12.2%	95
Visited Theme Park Last 12 Mo	21,131	16.7%	89
Viewed Movie (Video-on-Demand) Last 30 Days	8,672	6.9%	84
Viewed TV Show (Video-on-Demand) Last 30 Days	5,792	4.6%	83
Used Internet to Download Movie Last 30 Days	7,868	6.2%	92
Downloaded Individual Song Last 6 Mo	22,843	18.1%	100
Used Internet to Watch Movie Last 30 Days	41,848	33.1%	94
Used Internet to Watch TV Program Last 30 Days	27,354	21.6%	95
Played (Console) Video or Electronic Game Last 12 Mo	16,704	13.2%	103
Played (Portable) Video or Electronic Game Last 12 Mo	9,230	7.3%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	42,310	33.5%	95
Used ATM or Cash Machine Last 12 Mo	74,258	58.8%	97
Own Any Stock	13,661	10.8%	79
Own U.S. Savings Bonds	8,235	6.5%	87
Own Shares in Mutual Fund (Stocks)	12,207	9.7%	80
Own Shares in Mutual Fund (Bonds)	7,892	6.2%	82
Have Interest Checking Account	44,094	34.9%	93
Have Non-Interest Checking Account	46,092	36.5%	101
Have Savings Account	86,578	68.5%	96
Have 401(k) Retirement Savings Plan	27,939	22.1%	91
Own or Used Any Credit or Debit Card Last 12 Mo	114,605	90.7%	98
Avg \$1-110 Monthly Credit Card Expenditures	25,274	20.0%	102
Avg \$111-225 Monthly Credit Card Expenditures	14,960	11.8%	96
Avg \$226-450 Monthly Credit Card Expenditures	10,756	8.5%	101
Avg \$451-700 Monthly Credit Card Expenditures	10,083	8.0%	91
Avg \$701-1000 Monthly Credit Card Expenditures	8,533	6.8%	87
Avg \$1001-2000 Monthly Credit Card Expenditures	11,612	9.2%	80
Avg \$2001+ Monthly Credit Card Expenditures	12,021	9.5%	71
Did Online Banking Last 12 Mo	65,972	52.2%	94
Did Mobile Device Banking Last 12 Mo	59,720	47.3%	97
Grocery (Adults)			
HH Used Bread Last 6 Mo	61,206	94.8%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	49,037	76.0%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	13,030	20.2%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	36,055	55.9%	98
HH Used Fresh Fruit or Vegetables Last 6 Mo	57,630	89.3%	99
HH Used Fresh Milk Last 6 Mo	53,334	82.6%	101
HH Used Organic Food Last 6 Mo	13,543	21.0%	84

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	53,764	42.5%	93
Exercise at Club 2+ Times Per Week	13,930	11.0%	83
Visited Doctor Last 12 Mo	99,802	79.0%	99
Used Vitamins or Dietary Supplements Last 6 Mo	79,472	62.9%	96
Home (Households)			
HH Did Home Improvement Last 12 Mo	20,911	32.4%	95
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	19,143	29.6%	87
HH Purchased Low Ticket HH Furnishing Last 12 Mo	13,279	20.6%	98
HH Purchased Big Ticket HH Furnishing Last 12 Mo	14,930	23.1%	97
HH Bought Small Kitchen Appliance Last 12 Mo	14,593	22.6%	99
HH Purchased Large Appliance/12 Mo	11,683	18.1%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	65,786	52.1%	103
Personally Carry Any Medical or Hospital or Accident Insurance	106,036	83.9%	99
Homeowner Carries Insurance on Home/Personal Property	73,867	58.5%	99
Renter Carries Insurance on Home/Personal Property	16,111	12.8%	96
HH Has 1 Vehicle Covered with Auto Insurance	21,464	33.3%	103
HH Has 2 Vehicles Covered with Auto Insurance	19,099	29.6%	96
HH Has 3+ Vehicles Covered with Auto Insurance	16,175	25.1%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	34,827	53.9%	105
HH Owns 1+ Cats	17,203	26.6%	111
HH Owns 1+ Dogs	26,523	41.1%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	18,166	14.4%	90
Buying American Is Important: 4-Agr Cmpl	38,282	30.3%	111
Buy Based on Quality Not Price: 4-Agr Cmpl	17,486	13.8%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	15,025	11.9%	97
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	12,835	10.2%	102
Will Pay More for Environ Safe Products: 4-Agr Cmpl	12,911	10.2%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	36,999	29.3%	107
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	5,584	4.4%	112
Reading (Adults)			
Bought Digital Book Last 12 Mo	20,635	16.3%	92
Bought Hardcover Book Last 12 Mo	31,006	24.5%	95
Bought Paperback Book Last 12 Mo	40,149	31.8%	94
Read Daily Newspaper (Paper Version)	8,629	6.8%	98
Read Digital Newspaper Last 30 Days	64,407	51.0%	94
Read Magazine (Paper or Electronic Version) Last 6 Mo	107,755	85.3%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	92,461	73.2%	101
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	31,705	25.1%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	116,200	92.0%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	53,690	42.5%	107
Ordered Eat-In Fast Food Last 6 Mo	41,752	33.0%	99
Ordered Home Delivery Fast Food Last 6 Mo	15,274	12.1%	98
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	65,378	51.7%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	27,658	21.9%	96
Television & Electronics (Adults/Households)			
Own Tablet	68,474	54.2%	96
Own E-Reader	17,952	14.2%	87
Own E-Reader or Tablet: Apple iPad	38,747	30.7%	84
HH Owns Internet Connectable TV	26,070	40.4%	97
Own Portable MP3 Player	9,407	7.4%	97
HH Owns 1 TV	11,696	18.1%	92
HH Owns 2 TVs	17,685	27.4%	99
HH Owns 3 TVs	14,788	22.9%	104
HH Owns 4+ TVs	14,749	22.9%	104
HH Subscribes to Cable TV	16,285	25.2%	89
HH Subscribes to Fiber Optic TV	1,273	2.0%	61
HH Owns Portable GPS Device	10,935	16.9%	102
HH Purchased Video Game System Last 12 Mo	3,782	5.9%	83
HH Owns Internet Video Device for TV	33,596	52.0%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	72,677	57.5%	93
Took 3+ Domestic Non-Business Trips Last 12 Mo	21,101	16.7%	91
Spent \$1-999 on Domestic Vacations Last 12 Mo	14,101	11.2%	101
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	8,320	6.6%	95
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	5,144	4.1%	85
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	6,331	5.0%	89
Spent \$3K+ on Domestic Vacations Last 12 Mo	12,354	9.8%	82
Used Internet Travel Site for Domestic Trip Last 12 Mo	6,929	5.5%	85
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	29,091	23.0%	76
Took 3+ Foreign Trips by Plane Last 3 Yrs	4,394	3.5%	63
Spent \$1-999 on Foreign Vacations Last 12 Mo	4,337	3.4%	81
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	4,230	3.4%	78
Spent \$3K+ on Foreign Vacations Last 12 Mo	8,306	6.6%	68
Used General Travel Site: Foreign Trip Last 3 Yrs	4,447	3.5%	66
Spent Night at Hotel or Motel Last 12 Mo	64,358	50.9%	93
Took Cruise of More Than One Day Last 3 Yrs	10,124	8.0%	91
Member of Frequent Flyer Program	25,626	20.3%	74
Member of Hotel Rewards Program	33,452	26.5%	90

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