



Retail Market Potential

Kamms Corners Development Corporation
 17407 Lorain Ave, Cleveland, OH, 44111, Market Demographics
 Ring: 1 mile radius

Prepared by George Pofok, CCIM, SIOR
 Latitude: 41.450012808
 Longitude: -

Demographic Summary		2011	2016
Population		13,674	13,341
Population 18+		10,921	10,705
Households		6,118	6,013
Median Household Income		\$48,877	\$54,624

Product/Consumer Behavior	Expected Number Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,526	50.6%	102
Bought any women's apparel in last 12 months	5,120	46.9%	103
Bought apparel for child <13 in last 6 months	3,007	27.5%	97
Bought any shoes in last 12 months	5,747	52.6%	101
Bought costume jewelry in last 12 months	2,237	20.5%	98
Bought any fine jewelry in last 12 months	2,383	21.8%	99
Bought a watch in last 12 months	2,043	18.7%	97
Automobiles (Households)			
HH owns/leases any vehicle	5,355	87.5%	102
HH bought/leased new vehicle last 12 mo	463	7.6%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,759	89.4%	103
Bought/changed motor oil in last 12 months	6,227	57.0%	110
Had tune-up in last 12 months	3,330	30.5%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,290	57.6%	93
Drank regular cola in last 6 months	5,435	49.8%	98
Drank beer/ale in last 6 months	4,532	41.5%	98
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,410	12.9%	101
Bought film in last 12 months	2,302	21.1%	111
Bought digital camera in last 12 months	707	6.5%	94
Bought memory card for camera in last 12 months	757	6.9%	91
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,681	33.7%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,456	22.5%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,418	31.3%	96
Avg monthly cell/mobile phone/PDA bill: \$100+	1,992	18.2%	86
Computers (Households)			
HH owns a personal computer	4,256	69.6%	94
Spent <\$500 on most recent home PC purchase	588	9.6%	111
Spent \$500-\$999 on most recent home PC purchase	1,116	18.2%	102
Spent \$1000-\$1499 on most recent home PC purchase	768	12.6%	96
Spent \$1500-\$1999 on most recent home PC purchase	394	6.4%	90
Spent \$2000+ on most recent home PC purchase	282	4.6%	73

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 2011 and 2016.



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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	6,770	62.0%	103
Bought cigarettes at convenience store in last 30 days	2,100	19.2%	125
Bought gas at convenience store in last 30 days	4,094	37.5%	113
Spent at convenience store in last 30 days: <\$20	1,034	9.5%	98
Spent at convenience store in last 30 days: \$20-39	1,053	9.6%	95
Spent at convenience store in last 30 days: \$40+	4,366	40.0%	112
Entertainment (Adults)			
Attended movies in last 6 months	6,155	56.4%	96
Went to live theater in last 12 months	1,328	12.2%	92
Went to a bar/night club in last 12 months	2,213	20.3%	106
Dined out in last 12 months	5,557	50.9%	103
Gambled at a casino in last 12 months	1,721	15.8%	98
Visited a theme park in last 12 months	2,196	20.1%	93
DVDs rented in last 30 days: 1	284	2.6%	98
DVDs rented in last 30 days: 2	612	5.6%	121
DVDs rented in last 30 days: 3	355	3.3%	102
DVDs rented in last 30 days: 4	436	4.0%	104
DVDs rented in last 30 days: 5+	1,500	13.7%	104
DVDs purchased in last 30 days: 1	482	4.4%	89
DVDs purchased in last 30 days: 2	520	4.8%	101
DVDs purchased in last 30 days: 3-4	538	4.9%	107
DVDs purchased in last 30 days: 5+	614	5.6%	109
Spent on toys/games in last 12 months: <\$50	729	6.7%	110
Spent on toys/games in last 12 months: \$50-\$99	349	3.2%	116
Spent on toys/games in last 12 months: \$100-\$199	839	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	1,175	10.8%	100
Spent on toys/games in last 12 months: \$500+	636	5.8%	102
Financial (Adults)			
Have home mortgage (1st)	2,029	18.6%	97
Used ATM/cash machine in last 12 months	5,511	50.5%	99
Own any stock	860	7.9%	86
Own U.S. savings bond	751	6.9%	101
Own shares in mutual fund (stock)	997	9.1%	97
Own shares in mutual fund (bonds)	589	5.4%	91
Used full service brokerage firm in last 12 months	700	6.4%	103
Have savings account	4,144	37.9%	105
Have 401K retirement savings	1,878	17.2%	97
Did banking over the Internet in last 12 months	2,840	26.0%	95
Own any credit/debit card (in own name)	8,204	75.1%	102
Avg monthly credit card expenditures: <\$111	1,739	15.9%	116
Avg monthly credit card expenditures: \$111-225	1,017	9.3%	120
Avg monthly credit card expenditures: \$226-450	765	7.0%	93
Avg monthly credit card expenditures: \$451-700	611	5.6%	88
Avg monthly credit card expenditures: \$701+	1,161	10.6%	79

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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	8,079	74.0%	105
Used bread in last 6 months	10,607	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	8,428	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	5,734	52.5%	100
Used fresh fruit/vegetables in last 6 months	9,512	87.1%	100
Used fresh milk in last 6 months	10,055	92.1%	102
Health (Adults)			
Exercise at home 2+ times per week	3,229	29.6%	99
Exercise at club 2+ times per week	1,128	10.3%	83
Visited a doctor in last 12 months	8,624	79.0%	102
Used vitamin/dietary supplement in last 6 months	5,233	47.9%	99
Home (Households)			
Any home improvement in last 12 months	1,996	32.6%	103
Used housekeeper/maid/prof HH cleaning service in the last 12 months	810	13.2%	84
Purchased any HH furnishing in last 12 months	1,812	29.6%	99
Purchased bedding/bath goods in last 12 months	3,418	55.9%	102
Purchased cooking/serving product in last 12 months	1,773	29.0%	106
Bought any kitchen appliance in last 12 months	1,138	18.6%	107
Insurance (Adults)			
Currently carry any life insurance	5,522	50.6%	106
Have medical/hospital/accident insurance	8,020	73.4%	103
Carry homeowner insurance	6,115	56.0%	107
Carry renter insurance	655	6.0%	97
Have auto/other vehicle insurance	9,246	84.7%	102
Pets (Households)			
HH owns any pet	3,159	51.6%	100
HH owns any cat	1,433	23.4%	98
HH owns any dog	2,254	36.8%	98
Reading Materials (Adults)			
Bought book in last 12 months	5,405	49.5%	99
Read any daily newspaper	5,133	47.0%	114
Heavy magazine reader	2,048	18.8%	94
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	8,075	73.9%	103
Went to family restaurant/steak house last mo: <2 times	2,882	26.4%	103
Went to family restaurant/steak house last mo: 2-4 times	2,934	26.9%	100
Went to family restaurant/steak house last mo: 5+ times	2,259	20.7%	107
Went to fast food/drive-in restaurant in last 6 mo	9,907	90.7%	102
Went to fast food/drive-in restaurant <6 times/mo	3,753	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/mo	3,315	30.4%	105
Went to fast food/drive-in restaurant 14+ times/mo	2,838	26.0%	105
Fast food/drive-in last 6 mo: eat in	4,055	37.1%	99
Fast food/drive-in last 6 mo: home delivery	1,165	10.7%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	6,341	58.1%	111
Fast food/drive-in last 6 mo: take-out/walk-in	2,435	22.3%	91

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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	3,884	63.5%	99
HH average monthly long distance phone bill: <\$16	1,836	30.0%	109
HH average monthly long distance phone bill: \$16-25	645	10.5%	92
HH average monthly long distance phone bill: \$26-59	477	7.8%	85
HH average monthly long distance phone bill: \$60+	195	3.2%	71
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,154	18.9%	95
HH owns 2 TVs	1,644	26.9%	102
HH owns 3 TVs	1,328	21.7%	97
HH owns 4+ TVs	1,306	21.3%	102
HH subscribes to cable TV	3,977	65.0%	112
HH Purchased audio equipment in last 12 months	583	9.5%	98
HH Purchased CD player in last 12 months	292	4.8%	123
HH Purchased DVD player in last 12 months	614	10.0%	103
HH Purchased MP3 player in last 12 months	1,051	9.6%	94
HH Purchased video game system in last 12 months	562	9.2%	85
Travel (Adults)			
Domestic travel in last 12 months	5,618	51.4%	99
Took 3+ domestic trips in last 12 months	1,547	14.2%	95
Spent on domestic vacations last 12 mo: <\$1000	1,559	14.3%	113
Spent on domestic vacations last 12 mo: \$1000-\$1499	692	6.3%	94
Spent on domestic vacations last 12 mo: \$1500-\$1999	361	3.3%	81
Spent on domestic vacations last 12 mo: \$2000-\$2999	418	3.8%	92
Spent on domestic vacations last 12 mo: \$3000+	405	3.7%	73
Foreign travel in last 3 years	2,317	21.2%	81
Took 3+ foreign trips by plane in last 3 years	317	2.9%	60
Spent on foreign vacations last 12 mo: <\$1000	514	4.7%	79
Spent on foreign vacations last 12 mo: \$1000-\$2999	341	3.1%	76
Spent on foreign vacations last 12 mo: \$3000+	358	3.3%	66
Stayed 1+ nights at hotel/motel in last 12 months	4,501	41.2%	102

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Demographic Summary	2011	2016
Population	132,426	127,910
Population 18+	103,066	99,968
Households	58,646	57,051
Median Household Income	\$44,044	\$52,110

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	50,616	49.1%	99
Bought any women's apparel in last 12 months	47,298	45.9%	101
Bought apparel for child <13 in last 6 months	28,710	27.9%	98
Bought any shoes in last 12 months	53,856	52.3%	101
Bought costume jewelry in last 12 months	21,491	20.9%	100
Bought any fine jewelry in last 12 months	22,946	22.3%	101
Bought a watch in last 12 months	19,995	19.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	49,926	85.1%	99
HH bought/leased new vehicle last 12 mo	4,536	7.7%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	90,038	87.4%	101
Bought/changed motor oil in last 12 months	56,498	54.8%	106
Had tune-up in last 12 months	31,783	30.8%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	60,531	58.7%	95
Drank regular cola in last 6 months	53,115	51.5%	101
Drank beer/ale in last 6 months	42,746	41.5%	98
Cameras & Film (Adults)			
Bought any camera in last 12 months	12,961	12.6%	98
Bought film in last 12 months	20,680	20.1%	105
Bought digital camera in last 12 months	6,620	6.4%	94
Bought memory card for camera in last 12 months	6,906	6.7%	88
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	35,940	34.9%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	21,823	21.2%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	33,103	32.1%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	19,395	18.8%	89
Computers (Households)			
HH owns a personal computer	40,255	68.6%	93
Spent <\$500 on most recent home PC purchase	5,352	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	10,216	17.4%	98
Spent \$1000-\$1499 on most recent home PC purchase	7,064	12.0%	92
Spent \$1500-\$1999 on most recent home PC purchase	3,813	6.5%	91
Spent \$2000+ on most recent home PC purchase	2,889	4.9%	78

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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	63,139	61.3%	102
Bought cigarettes at convenience store in last 30 days	19,671	19.1%	124
Bought gas at convenience store in last 30 days	37,643	36.5%	110
Spent at convenience store in last 30 days: <\$20	9,301	9.0%	94
Spent at convenience store in last 30 days: \$20-39	10,110	9.8%	97
Spent at convenience store in last 30 days: \$40+	39,987	38.8%	109
Entertainment (Adults)			
Attended movies in last 6 months	58,846	57.1%	97
Went to live theater in last 12 months	12,834	12.5%	94
Went to a bar/night club in last 12 months	20,722	20.1%	105
Dined out in last 12 months	50,183	48.7%	99
Gambled at a casino in last 12 months	15,610	15.1%	94
Visited a theme park in last 12 months	20,465	19.9%	92
DVDs rented in last 30 days: 1	2,727	2.6%	100
DVDs rented in last 30 days: 2	5,264	5.1%	110
DVDs rented in last 30 days: 3	3,163	3.1%	96
DVDs rented in last 30 days: 4	3,941	3.8%	100
DVDs rented in last 30 days: 5+	14,667	14.2%	108
DVDs purchased in last 30 days: 1	4,667	4.5%	91
DVDs purchased in last 30 days: 2	5,058	4.9%	104
DVDs purchased in last 30 days: 3-4	4,945	4.8%	104
DVDs purchased in last 30 days: 5+	5,618	5.5%	105
Spent on toys/games in last 12 months: <\$50	6,601	6.4%	106
Spent on toys/games in last 12 months: \$50-\$99	3,183	3.1%	112
Spent on toys/games in last 12 months: \$100-\$199	7,522	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	11,191	10.9%	101
Spent on toys/games in last 12 months: \$500+	5,800	5.6%	98
Financial (Adults)			
Have home mortgage (1st)	17,995	17.5%	91
Used ATM/cash machine in last 12 months	51,698	50.2%	99
Own any stock	8,204	8.0%	87
Own U.S. savings bond	6,380	6.2%	91
Own shares in mutual fund (stock)	8,932	8.7%	92
Own shares in mutual fund (bonds)	5,611	5.4%	92
Used full service brokerage firm in last 12 months	6,175	6.0%	96
Have savings account	37,771	36.6%	101
Have 401K retirement savings	16,581	16.1%	91
Did banking over the Internet in last 12 months	26,885	26.1%	95
Own any credit/debit card (in own name)	75,207	73.0%	99
Avg monthly credit card expenditures: <\$111	15,568	15.1%	110
Avg monthly credit card expenditures: \$111-225	8,502	8.2%	106
Avg monthly credit card expenditures: \$226-450	7,329	7.1%	95
Avg monthly credit card expenditures: \$451-700	5,573	5.4%	85
Avg monthly credit card expenditures: \$701+	11,111	10.8%	80

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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	74,942	72.7%	103
Used bread in last 6 months	100,033	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	79,451	77.1%	100
Used fish/seafood (fresh or frozen) in last 6 months	53,897	52.3%	99
Used fresh fruit/vegetables in last 6 months	89,735	87.1%	100
Used fresh milk in last 6 months	94,267	91.5%	101
Health (Adults)			
Exercise at home 2+ times per week	30,184	29.3%	98
Exercise at club 2+ times per week	11,297	11.0%	88
Visited a doctor in last 12 months	80,244	77.9%	101
Used vitamin/dietary supplement in last 6 months	48,927	47.5%	98
Home (Households)			
Any home improvement in last 12 months	17,741	30.3%	96
Used housekeeper/maid/prof HH cleaning service in the last 12 months	7,940	13.5%	86
Purchased any HH furnishing in last 12 months	17,499	29.8%	99
Purchased bedding/bath goods in last 12 months	32,581	55.6%	102
Purchased cooking/serving product in last 12 months	16,849	28.7%	105
Bought any kitchen appliance in last 12 months	10,610	18.1%	104
Insurance (Adults)			
Currently carry any life insurance	49,426	48.0%	101
Have medical/hospital/accident insurance	73,609	71.4%	100
Carry homeowner insurance	52,332	50.8%	97
Carry renter insurance	6,992	6.8%	110
Have auto/other vehicle insurance	85,231	82.7%	100
Pets (Households)			
HH owns any pet	28,369	48.4%	94
HH owns any cat	13,176	22.5%	94
HH owns any dog	20,114	34.3%	91
Reading Materials (Adults)			
Bought book in last 12 months	50,251	48.8%	97
Read any daily newspaper	45,923	44.6%	108
Heavy magazine reader	20,258	19.7%	99
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	74,647	72.4%	101
Went to family restaurant/steak house last mo: <2 times	26,489	25.7%	100
Went to family restaurant/steak house last mo: 2-4 times	27,284	26.5%	98
Went to family restaurant/steak house last mo: 5+ times	20,880	20.3%	105
Went to fast food/drive-in restaurant in last 6 mo	92,184	89.4%	101
Went to fast food/drive-in restaurant <6 times/mo	35,574	34.5%	99
Went to fast food/drive-in restaurant 6-13 times/mo	30,103	29.2%	101
Went to fast food/drive-in restaurant 14+ times/mo	26,509	25.7%	103
Fast food/drive-in last 6 mo: eat in	36,886	35.8%	95
Fast food/drive-in last 6 mo: home delivery	10,999	10.7%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	57,324	55.6%	107
Fast food/drive-in last 6 mo: take-out/walk-in	23,953	23.2%	95

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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	35,630	60.8%	94
HH average monthly long distance phone bill: <\$16	16,389	27.9%	101
HH average monthly long distance phone bill: \$16-25	6,120	10.4%	91
HH average monthly long distance phone bill: \$26-59	4,412	7.5%	82
HH average monthly long distance phone bill: \$60+	2,063	3.5%	79
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	11,800	20.1%	102
HH owns 2 TVs	16,113	27.5%	104
HH owns 3 TVs	12,633	21.5%	96
HH owns 4+ TVs	11,499	19.6%	94
HH subscribes to cable TV	37,469	63.9%	110
HH Purchased audio equipment in last 12 months	5,845	10.0%	102
HH Purchased CD player in last 12 months	2,599	4.4%	115
HH Purchased DVD player in last 12 months	5,942	10.1%	104
HH Purchased MP3 player in last 12 months	10,145	9.8%	96
HH Purchased video game system in last 12 months	5,529	9.4%	87
Travel (Adults)			
Domestic travel in last 12 months	51,230	49.7%	95
Took 3+ domestic trips in last 12 months	13,938	13.5%	91
Spent on domestic vacations last 12 mo: <\$1000	13,540	13.1%	104
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,958	5.8%	86
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,604	3.5%	85
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,007	3.9%	94
Spent on domestic vacations last 12 mo: \$3000+	3,959	3.8%	76
Foreign travel in last 3 years	22,412	21.7%	83
Took 3+ foreign trips by plane in last 3 years	3,362	3.3%	68
Spent on foreign vacations last 12 mo: <\$1000	5,145	5.0%	83
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,448	3.3%	81
Spent on foreign vacations last 12 mo: \$3000+	3,600	3.5%	70
Stayed 1+ nights at hotel/motel in last 12 months	39,925	38.7%	96

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Retail Market Potential

Kamms Corners Development Corporation
 17407 Lorain Ave, Cleveland, OH, 44111, Market Demographics
 Ring: 5 mile radius

Prepared by George Pofok, CCIM, SIOR
 Latitude: 41.450012808
 Longitude: -

Demographic Summary	2011	2016
Population	273,009	264,601
Population 18+	213,382	207,703
Households	120,458	117,563
Median Household Income	\$42,192	\$50,965

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	104,065	48.8%	98
Bought any women's apparel in last 12 months	97,710	45.8%	101
Bought apparel for child <13 in last 6 months	58,514	27.4%	97
Bought any shoes in last 12 months	109,808	51.5%	99
Bought costume jewelry in last 12 months	45,024	21.1%	101
Bought any fine jewelry in last 12 months	48,492	22.7%	103
Bought a watch in last 12 months	41,879	19.6%	101
Automobiles (Households)			
HH owns/leases any vehicle	101,336	84.1%	98
HH bought/leased new vehicle last 12 mo	9,678	8.0%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	184,040	86.2%	99
Bought/changed motor oil in last 12 months	116,961	54.8%	106
Had tune-up in last 12 months	64,919	30.4%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	124,784	58.5%	95
Drank regular cola in last 6 months	110,585	51.8%	102
Drank beer/ale in last 6 months	88,357	41.4%	97
Cameras & Film (Adults)			
Bought any camera in last 12 months	26,694	12.5%	98
Bought film in last 12 months	43,810	20.5%	108
Bought digital camera in last 12 months	13,785	6.5%	94
Bought memory card for camera in last 12 months	14,740	6.9%	91
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	72,444	34.0%	96
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	45,347	21.3%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	68,477	32.1%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	39,079	18.3%	87
Computers (Households)			
HH owns a personal computer	81,596	67.7%	91
Spent <\$500 on most recent home PC purchase	10,972	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	20,097	16.7%	93
Spent \$1000-\$1499 on most recent home PC purchase	14,648	12.2%	93
Spent \$1500-\$1999 on most recent home PC purchase	7,916	6.6%	92
Spent \$2000+ on most recent home PC purchase	6,188	5.1%	82

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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	129,086	60.5%	101
Bought cigarettes at convenience store in last 30 days	40,273	18.9%	122
Bought gas at convenience store in last 30 days	76,649	35.9%	108
Spent at convenience store in last 30 days: <\$20	18,989	8.9%	92
Spent at convenience store in last 30 days: \$20-39	21,152	9.9%	98
Spent at convenience store in last 30 days: \$40+	81,780	38.3%	107
Entertainment (Adults)			
Attended movies in last 6 months	120,707	56.6%	96
Went to live theater in last 12 months	25,596	12.0%	91
Went to a bar/night club in last 12 months	41,990	19.7%	103
Dined out in last 12 months	102,213	47.9%	97
Gambled at a casino in last 12 months	32,476	15.2%	95
Visited a theme park in last 12 months	41,014	19.2%	89
DVDs rented in last 30 days: 1	5,818	2.7%	103
DVDs rented in last 30 days: 2	10,451	4.9%	106
DVDs rented in last 30 days: 3	6,901	3.2%	101
DVDs rented in last 30 days: 4	7,706	3.6%	94
DVDs rented in last 30 days: 5+	30,335	14.2%	108
DVDs purchased in last 30 days: 1	10,174	4.8%	96
DVDs purchased in last 30 days: 2	10,881	5.1%	108
DVDs purchased in last 30 days: 3-4	9,757	4.6%	99
DVDs purchased in last 30 days: 5+	11,941	5.6%	108
Spent on toys/games in last 12 months: <\$50	13,568	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	6,933	3.2%	118
Spent on toys/games in last 12 months: \$100-\$199	16,406	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	22,833	10.7%	99
Spent on toys/games in last 12 months: \$500+	11,821	5.5%	97
Financial (Adults)			
Have home mortgage (1st)	36,019	16.9%	88
Used ATM/cash machine in last 12 months	105,280	49.3%	97
Own any stock	17,359	8.1%	89
Own U.S. savings bond	13,294	6.2%	91
Own shares in mutual fund (stock)	18,738	8.8%	94
Own shares in mutual fund (bonds)	11,872	5.6%	94
Used full service brokerage firm in last 12 months	13,175	6.2%	99
Have savings account	76,803	36.0%	99
Have 401K retirement savings	33,867	15.9%	90
Did banking over the Internet in last 12 months	54,512	25.5%	93
Own any credit/debit card (in own name)	154,279	72.3%	98
Avg monthly credit card expenditures: <\$111	32,241	15.1%	110
Avg monthly credit card expenditures: \$111-225	16,738	7.8%	101
Avg monthly credit card expenditures: \$226-450	15,490	7.3%	97
Avg monthly credit card expenditures: \$451-700	11,782	5.5%	87
Avg monthly credit card expenditures: \$701+	22,682	10.6%	79

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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	154,804	72.5%	103
Used bread in last 6 months	206,960	97.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	164,694	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	111,405	52.2%	99
Used fresh fruit/vegetables in last 6 months	186,303	87.3%	100
Used fresh milk in last 6 months	194,171	91.0%	100
Health (Adults)			
Exercise at home 2+ times per week	60,880	28.5%	95
Exercise at club 2+ times per week	24,114	11.3%	91
Visited a doctor in last 12 months	165,469	77.5%	100
Used vitamin/dietary supplement in last 6 months	101,886	47.7%	98
Home (Households)			
Any home improvement in last 12 months	36,360	30.2%	96
Used housekeeper/maid/prof HH cleaning service in the last 12 months	16,184	13.4%	85
Purchased any HH furnishing in last 12 months	36,427	30.2%	101
Purchased bedding/bath goods in last 12 months	66,786	55.4%	101
Purchased cooking/serving product in last 12 months	34,435	28.6%	104
Bought any kitchen appliance in last 12 months	21,814	18.1%	104
Insurance (Adults)			
Currently carry any life insurance	101,324	47.5%	100
Have medical/hospital/accident insurance	151,250	70.9%	99
Carry homeowner insurance	106,978	50.1%	96
Carry renter insurance	14,534	6.8%	110
Have auto/other vehicle insurance	174,644	81.8%	99
Pets (Households)			
HH owns any pet	56,687	47.1%	92
HH owns any cat	26,929	22.4%	93
HH owns any dog	39,962	33.2%	88
Reading Materials (Adults)			
Bought book in last 12 months	102,344	48.0%	96
Read any daily newspaper	94,906	44.5%	108
Heavy magazine reader	41,230	19.3%	97
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	152,950	71.7%	100
Went to family restaurant/steak house last mo: <2 times	53,907	25.3%	99
Went to family restaurant/steak house last mo: 2-4 times	56,191	26.3%	98
Went to family restaurant/steak house last mo: 5+ times	42,860	20.1%	104
Went to fast food/drive-in restaurant in last 6 mo	189,470	88.8%	100
Went to fast food/drive-in restaurant <6 times/mo	74,051	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/mo	61,973	29.0%	101
Went to fast food/drive-in restaurant 14+ times/mo	53,447	25.0%	101
Fast food/drive-in last 6 mo: eat in	76,968	36.1%	96
Fast food/drive-in last 6 mo: home delivery	22,593	10.6%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	116,081	54.4%	104
Fast food/drive-in last 6 mo: take-out/walk-in	50,995	23.9%	97

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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	73,107	60.7%	94
HH average monthly long distance phone bill: <\$16	33,420	27.7%	100
HH average monthly long distance phone bill: \$16-25	13,055	10.8%	95
HH average monthly long distance phone bill: \$26-59	9,310	7.7%	84
HH average monthly long distance phone bill: \$60+	4,293	3.6%	80
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	24,159	20.1%	101
HH owns 2 TVs	32,835	27.3%	104
HH owns 3 TVs	26,257	21.8%	97
HH owns 4+ TVs	23,753	19.7%	94
HH subscribes to cable TV	77,080	64.0%	110
HH Purchased audio equipment in last 12 months	12,063	10.0%	103
HH Purchased CD player in last 12 months	5,204	4.3%	112
HH Purchased DVD player in last 12 months	12,495	10.4%	107
HH Purchased MP3 player in last 12 months	20,506	9.6%	94
HH Purchased video game system in last 12 months	11,099	9.2%	85
Travel (Adults)			
Domestic travel in last 12 months	105,438	49.4%	95
Took 3+ domestic trips in last 12 months	28,842	13.5%	91
Spent on domestic vacations last 12 mo: <\$1000	27,077	12.7%	101
Spent on domestic vacations last 12 mo: \$1000-\$1499	12,610	5.9%	88
Spent on domestic vacations last 12 mo: \$1500-\$1999	7,819	3.7%	89
Spent on domestic vacations last 12 mo: \$2000-\$2999	8,054	3.8%	91
Spent on domestic vacations last 12 mo: \$3000+	8,252	3.9%	76
Foreign travel in last 3 years	45,179	21.2%	81
Took 3+ foreign trips by plane in last 3 years	7,398	3.5%	72
Spent on foreign vacations last 12 mo: <\$1000	10,652	5.0%	83
Spent on foreign vacations last 12 mo: \$1000-\$2999	6,925	3.2%	79
Spent on foreign vacations last 12 mo: \$3000+	7,565	3.5%	71
Stayed 1+ nights at hotel/motel in last 12 months	82,113	38.5%	95

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