



Soddy-Daisy, TN  
 Hwy 27 & Harrison Ln.  
 Ring: 1 mile radius

# Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753  
 Longitude: -85.196544

Demographic Summary	2010	2015
Population	2,000	2,140
Total Number of Adults	1,523	1,627
Households	845	908
Median Household Income	\$47,586	\$53,995

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	708	46.5%	92
Bought any women's apparel in last 12 months	708	46.5%	102
Bought apparel for child <13 in last 6 months	487	32.0%	113
Bought any shoes in last 12 months	763	50.1%	96
Bought costume jewelry in last 12 months	309	20.3%	97
Bought any fine jewelry in last 12 months	351	23.1%	101
Bought a watch in last 12 months	335	22.0%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	762	90.2%	103
HH bought new vehicle in last 12 months	53	6.3%	76
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,364	89.6%	103
Bought/changed motor oil in last 12 months	986	64.8%	125
Had tune-up in last 12 months	470	30.9%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	812	53.4%	85
Drank regular cola in last 6 months	880	57.8%	111
Drank beer/ale in last 6 months	520	34.2%	81
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	229	15.0%	101
Bought film in last 12 months	365	24.0%	102
Bought digital camera in last 12 months	70	4.6%	65
Bought memory card for camera in last 12 months	95	6.2%	82
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	439	28.8%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	358	23.5%	91
Avg monthly cell/mobile phone/PDA bill: \$50-99	448	29.4%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	245	16.1%	105
<b>Computers (Households)</b>			
HH owns a personal computer	525	62.1%	86
HH spent <\$500 on home PC	75	8.9%	98
HH spent \$500-\$999 on home PC	152	18.0%	98
HH spent \$1000-\$1499 on home PC	93	11.0%	75
HH spent \$1500-\$1999 on home PC	51	6.0%	73
Spent \$2000+ on home PC	39	4.6%	60

**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 2010 and 2015.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	899	59.1%	99
Bought cigarettes at convenience store in last 30 days	308	20.2%	137
Bought gas at convenience store in last 30 days	620	40.7%	123
Spent at convenience store in last 30 days: <\$20	100	6.6%	68
Spent at convenience store in last 30 days: \$20-39	137	9.0%	90
Spent at convenience store in last 30 days: \$40+	630	41.4%	118
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	680	44.7%	76
Went to live theater in last 6 months	122	8.0%	64
Went to a bar/night club in last 12 months	237	15.6%	85
Dined out in last 12 months	649	42.6%	87
Gambled at a casino in last 12 months	155	10.2%	63
Visited a theme park in last 12 months	264	17.3%	78
DVDs rented in last 30 days: 1	33	2.2%	82
DVDs rented in last 30 days: 2	66	4.3%	93
DVDs rented in last 30 days: 3	39	2.6%	83
DVDs rented in last 30 days: 4	54	3.5%	89
DVDs rented in last 30 days: 5+	175	11.5%	87
DVDs purchased in last 30 days: 1	71	4.7%	87
DVDs purchased in last 30 days: 2	93	6.1%	116
DVDs purchased in last 30 days: 3-4	77	5.1%	103
DVDs purchased in last 30 days: 5+	102	6.7%	124
Spent on toys/games in last 12 months: <\$50	113	7.4%	119
Spent on toys/games in last 12 months: \$50-\$99	44	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	99	6.5%	91
Spent on toys/games in last 12 months: \$200-\$499	174	11.4%	110
Spent on toys/games in last 12 months: \$500+	76	5.0%	91
<b>Financial (Adults)</b>			
Have home mortgage (1st)	209	13.7%	76
Used ATM/cash machine in last 12 months	655	43.0%	85
Own any stock	70	4.6%	51
Own U.S. savings bond	63	4.1%	58
Own shares in mutual fund (stock)	75	4.9%	52
Own shares in mutual fund (bonds)	56	3.7%	64
Used full service brokerage firm in last 12 months	55	3.6%	59
Used discount brokerage firm in last 12 months	17	1.1%	57
Have 401K retirement savings	200	13.1%	80
Own any credit/debit card (in own name)	973	63.9%	87
Avg monthly credit card expenditures: <\$111	219	14.4%	98
Avg monthly credit card expenditures: \$111-225	119	7.8%	87
Avg monthly credit card expenditures: \$226-450	80	5.3%	61
Avg monthly credit card expenditures: \$451-700	80	5.3%	73
Avg monthly credit card expenditures: \$701+	144	9.5%	69

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,095	71.9%	104
Used bread in last 6 months	1,483	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,102	72.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	739	48.6%	95
Used fresh fruit/vegetables in last 6 months	1,336	87.8%	102
Used fresh milk in last 6 months	1,423	93.5%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	365	24.0%	81
Exercise at club 2+ times per week	72	4.7%	41
Visited a doctor in last 12 months	1,181	77.6%	99
Used vitamin/dietary supplement in last 6 months	672	44.2%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	265	31.4%	100
Used housekeeper/maid/professional cleaning service in last 12 months	102	12.1%	77
Purchased any HH furnishing in last 12 months	82	9.7%	92
Purchased bedding/bath goods in last 12 months	427	50.5%	93
Purchased cooking/serving product in last 12 months	205	24.3%	89
Bought any kitchen appliance in last 12 months	146	17.3%	97
<b>Insurance (Adults)</b>			
Currently carry any life insurance	741	48.7%	101
Have medical/hospital/accident insurance	1,043	68.5%	94
Carry homeowner insurance	809	53.2%	100
Carry renter insurance	51	3.4%	56
Have auto/other vehicle insurance	1,324	87.0%	103
<b>Pets (Households)</b>			
HH owns any pet	484	57.3%	120
HH owns any cat	223	26.4%	113
HH owns any dog	388	45.9%	132
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	657	43.2%	87
Read any daily newspaper	527	34.6%	81
Heavy magazine reader	222	14.6%	73
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	1,046	68.7%	94
Went to family restaurant/steak house last mo: <2 times	365	24.0%	92
Went to family restaurant/steak house last mo: 2-4 times	392	25.8%	94
Went to family restaurant/steak house last mo: 5+ times	289	19.0%	97
Went to fast food/drive-in restaurant in last 6 mo	1,370	90.0%	100
Went to fast food/drive-in restaurant <5 times/mo	446	29.3%	96
Went to fast food/drive-in 5-12 times/mo	447	29.4%	93
Went to fast food/drive-in restaurant 13+ times/mo	477	31.3%	113
Fast food/drive-in last 6 mo: eat in	593	39.0%	101
Fast food/drive-in last 6 mo: home delivery	145	9.5%	86
Fast food/drive-in last 6 mo: take-out/drive-thru	856	56.2%	108
Fast food/drive-in last 6 mo: take-out/walk-in	310	20.4%	83

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<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	534	63.2%	98
HH average monthly long distance phone bill: <\$16	230	27.2%	98
HH average monthly long distance phone bill: \$16-25	84	9.9%	85
HH average monthly long distance phone bill: \$26-59	62	7.3%	75
HH average monthly long distance phone bill: \$60+	41	4.9%	111
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	170	20.1%	101
HH owns 2 TVs	230	27.2%	103
HH owns 3 TVs	196	23.2%	103
HH owns 4+ TVs	165	19.5%	93
HH subscribes to cable TV	339	40.1%	69
HH watched 15+ hours of cable TV last week	487	57.6%	96
Purchased audio equipment in last 12 months	57	6.7%	81
Purchased CD player in last 12 months	42	5.0%	94
Purchased DVD player in last 12 months	91	10.8%	102
Purchased MP3 player in last 12 months	42	5.0%	57
Purchased video game system in last 12 months	53	6.3%	72
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	627	41.2%	78
Took 3+ domestic trips in last 12 months	192	12.6%	61
Spent on domestic vacations last 12 mo: <\$1000	164	10.8%	85
Spent on domestic vacations last 12 mo: \$1000-\$1499	88	5.8%	84
Spent on domestic vacations last 12 mo: \$1500-\$1999	39	2.6%	64
Spent on domestic vacations last 12 mo: \$2000-\$2999	43	2.8%	69
Spent on domestic vacations last 12 mo: \$3000+	34	2.2%	46
Foreign travel in last 3 years	199	13.1%	52
Took 3+ foreign trips by plane in last 3 years	19	1.2%	28
Spent on foreign vacations last 12 mo: <\$1000	52	3.4%	62
Spent on foreign vacations last 12 mo: \$1000-\$2999	37	2.4%	61
Spent on foreign vacations: \$3000+	34	2.2%	48
Stayed 1+ nights at hotel/motel in last 12 months	501	32.9%	80

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# Retail Market Potential

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Demographic Summary	2010	2015
Population	16,656	17,648
Total Number of Adults	12,681	13,433
Households	6,388	6,794
Median Household Income	\$53,320	\$59,234

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	6,509	51.3%	102
Bought any women's apparel in last 12 months	5,834	46.0%	101
Bought apparel for child <13 in last 6 months	3,720	29.3%	104
Bought any shoes in last 12 months	6,613	52.1%	100
Bought costume jewelry in last 12 months	2,506	19.8%	95
Bought any fine jewelry in last 12 months	2,701	21.3%	93
Bought a watch in last 12 months	2,839	22.4%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,881	92.0%	106
HH bought new vehicle in last 12 months	537	8.4%	102
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	11,620	91.6%	105
Bought/changed motor oil in last 12 months	7,835	61.8%	119
Had tune-up in last 12 months	3,900	30.8%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,227	57.0%	91
Drank regular cola in last 6 months	7,060	55.7%	107
Drank beer/ale in last 6 months	4,675	36.9%	87
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	2,068	16.3%	110
Bought film in last 12 months	3,187	25.1%	106
Bought digital camera in last 12 months	861	6.8%	96
Bought memory card for camera in last 12 months	951	7.5%	99
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	3,873	30.5%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,288	25.9%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,844	30.3%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	1,990	15.7%	102
<b>Computers (Households)</b>			
HH owns a personal computer	4,397	68.8%	96
HH spent <\$500 on home PC	566	8.9%	98
HH spent \$500-\$999 on home PC	1,266	19.8%	108
HH spent \$1000-\$1499 on home PC	839	13.1%	89
HH spent \$1500-\$1999 on home PC	467	7.3%	88
Spent \$2000+ on home PC	398	6.2%	80

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	7,948	62.7%	105
Bought cigarettes at convenience store in last 30 days	2,285	18.0%	122
Bought gas at convenience store in last 30 days	5,350	42.2%	127
Spent at convenience store in last 30 days: <\$20	1,047	8.3%	85
Spent at convenience store in last 30 days: \$20-39	1,196	9.4%	94
Spent at convenience store in last 30 days: \$40+	5,239	41.3%	118
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	6,547	51.6%	88
Went to live theater in last 6 months	1,133	8.9%	71
Went to a bar/night club in last 12 months	1,855	14.6%	80
Dined out in last 12 months	5,847	46.1%	94
Gambled at a casino in last 12 months	1,659	13.1%	81
Visited a theme park in last 12 months	2,403	18.9%	85
DVDs rented in last 30 days: 1	310	2.4%	92
DVDs rented in last 30 days: 2	470	3.7%	79
DVDs rented in last 30 days: 3	348	2.7%	88
DVDs rented in last 30 days: 4	473	3.7%	93
DVDs rented in last 30 days: 5+	1,570	12.4%	94
DVDs purchased in last 30 days: 1	694	5.5%	102
DVDs purchased in last 30 days: 2	729	5.7%	109
DVDs purchased in last 30 days: 3-4	625	4.9%	100
DVDs purchased in last 30 days: 5+	722	5.7%	106
Spent on toys/games in last 12 months: <\$50	858	6.8%	108
Spent on toys/games in last 12 months: \$50-\$99	375	3.0%	108
Spent on toys/games in last 12 months: \$100-\$199	911	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	1,322	10.4%	100
Spent on toys/games in last 12 months: \$500+	683	5.4%	98
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,321	18.3%	101
Used ATM/cash machine in last 12 months	5,858	46.2%	91
Own any stock	885	7.0%	78
Own U.S. savings bond	784	6.2%	87
Own shares in mutual fund (stock)	930	7.3%	78
Own shares in mutual fund (bonds)	602	4.7%	82
Used full service brokerage firm in last 12 months	597	4.7%	77
Used discount brokerage firm in last 12 months	184	1.5%	74
Have 401K retirement savings	2,033	16.0%	97
Own any credit/debit card (in own name)	8,924	70.4%	96
Avg monthly credit card expenditures: <\$111	1,994	15.7%	107
Avg monthly credit card expenditures: \$111-225	1,131	8.9%	99
Avg monthly credit card expenditures: \$226-450	966	7.6%	89
Avg monthly credit card expenditures: \$451-700	787	6.2%	87
Avg monthly credit card expenditures: \$701+	1,311	10.3%	75

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	9,325	73.5%	106
Used bread in last 6 months	12,365	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	9,507	75.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	6,448	50.8%	100
Used fresh fruit/vegetables in last 6 months	11,049	87.1%	101
Used fresh milk in last 6 months	11,805	93.1%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,499	27.6%	94
Exercise at club 2+ times per week	897	7.1%	61
Visited a doctor in last 12 months	9,946	78.4%	100
Used vitamin/dietary supplement in last 6 months	5,827	46.0%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,166	33.9%	109
Used housekeeper/maid/professional cleaning service in last 12 months	774	12.1%	77
Purchased any HH furnishing in last 12 months	598	9.4%	89
Purchased bedding/bath goods in last 12 months	3,340	52.3%	96
Purchased cooking/serving product in last 12 months	1,657	25.9%	96
Bought any kitchen appliance in last 12 months	1,149	18.0%	101
<b>Insurance (Adults)</b>			
Currently carry any life insurance	6,853	54.0%	112
Have medical/hospital/accident insurance	9,411	74.2%	102
Carry homeowner insurance	7,724	60.9%	115
Carry renter insurance	529	4.2%	69
Have auto/other vehicle insurance	11,267	88.8%	106
<b>Pets (Households)</b>			
HH owns any pet	3,789	59.3%	124
HH owns any cat	1,868	29.2%	125
HH owns any dog	3,008	47.1%	136
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	5,754	45.4%	92
Read any daily newspaper	5,134	40.5%	94
Heavy magazine reader	2,019	15.9%	80
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	9,075	71.6%	98
Went to family restaurant/steak house last mo: <2 times	3,153	24.9%	96
Went to family restaurant/steak house last mo: 2-4 times	3,475	27.4%	100
Went to family restaurant/steak house last mo: 5+ times	2,448	19.3%	99
Went to fast food/drive-in restaurant in last 6 mo	11,584	91.3%	102
Went to fast food/drive-in restaurant <5 times/mo	3,682	29.0%	95
Went to fast food/drive-in 5-12 times/mo	4,206	33.2%	105
Went to fast food/drive-in restaurant 13+ times/mo	3,696	29.1%	105
Fast food/drive-in last 6 mo: eat in	5,325	42.0%	109
Fast food/drive-in last 6 mo: home delivery	1,352	10.7%	96
Fast food/drive-in last 6 mo: take-out/drive-thru	7,186	56.7%	108
Fast food/drive-in last 6 mo: take-out/walk-in	2,752	21.7%	88

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	4,337	67.9%	106
HH average monthly long distance phone bill: <\$16	1,865	29.2%	105
HH average monthly long distance phone bill: \$16-25	790	12.4%	105
HH average monthly long distance phone bill: \$26-59	554	8.7%	89
HH average monthly long distance phone bill: \$60+	271	4.2%	97
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	1,197	18.7%	94
HH owns 2 TVs	1,675	26.2%	99
HH owns 3 TVs	1,494	23.4%	104
HH owns 4+ TVs	1,390	21.8%	104
HH subscribes to cable TV	2,659	41.6%	72
HH watched 15+ hours of cable TV last week	3,894	60.9%	101
Purchased audio equipment in last 12 months	464	7.3%	87
Purchased CD player in last 12 months	333	5.2%	99
Purchased DVD player in last 12 months	658	10.3%	98
Purchased MP3 player in last 12 months	433	6.8%	78
Purchased video game system in last 12 months	532	8.3%	96
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,250	49.3%	93
Took 3+ domestic trips in last 12 months	2,338	18.4%	89
Spent on domestic vacations last 12 mo: <\$1000	1,512	11.9%	94
Spent on domestic vacations last 12 mo: \$1000-\$1499	825	6.5%	94
Spent on domestic vacations last 12 mo: \$1500-\$1999	382	3.0%	75
Spent on domestic vacations last 12 mo: \$2000-\$2999	441	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	421	3.3%	69
Foreign travel in last 3 years	2,088	16.5%	66
Took 3+ foreign trips by plane in last 3 years	267	2.1%	46
Spent on foreign vacations last 12 mo: <\$1000	482	3.8%	69
Spent on foreign vacations last 12 mo: \$1000-\$2999	285	2.2%	56
Spent on foreign vacations: \$3000+	356	2.8%	60
Stayed 1+ nights at hotel/motel in last 12 months	4,918	38.8%	94

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Soddy-Daisy, TN  
Hwy 27 & Harrison Ln.  
Ring: 5 miles radius

# Retail Market Potential

Prepared by Lacy Beasley, The Shopping Center Group

Latitude: 35.234753  
Longitude: -85.196544

Demographic Summary	2010	2015
Population	38,795	41,378
Total Number of Adults	29,772	31,792
Households	14,659	15,688
Median Household Income	\$57,166	\$61,477

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	15,649	52.6%	104
Bought any women's apparel in last 12 months	13,871	46.6%	102
Bought apparel for child <13 in last 6 months	8,876	29.8%	106
Bought any shoes in last 12 months	15,863	53.3%	102
Bought costume jewelry in last 12 months	6,130	20.6%	99
Bought any fine jewelry in last 12 months	6,525	21.9%	96
Bought a watch in last 12 months	6,609	22.2%	107
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	13,601	92.8%	106
HH bought new vehicle in last 12 months	1,307	8.9%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	27,464	92.2%	106
Bought/changed motor oil in last 12 months	17,967	60.3%	117
Had tune-up in last 12 months	9,289	31.2%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	17,600	59.1%	94
Drank regular cola in last 6 months	16,179	54.3%	104
Drank beer/ale in last 6 months	11,618	39.0%	92
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	4,809	16.2%	109
Bought film in last 12 months	7,582	25.5%	108
Bought digital camera in last 12 months	2,146	7.2%	102
Bought memory card for camera in last 12 months	2,339	7.9%	103
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	9,264	31.1%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	7,854	26.4%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	9,362	31.4%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	4,772	16.0%	104
<b>Computers (Households)</b>			
HH owns a personal computer	10,611	72.4%	101
HH spent <\$500 on home PC	1,358	9.3%	102
HH spent \$500-\$999 on home PC	2,965	20.2%	110
HH spent \$1000-\$1499 on home PC	2,117	14.4%	98
HH spent \$1500-\$1999 on home PC	1,192	8.1%	98
Spent \$2000+ on home PC	1,041	7.1%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	18,717	62.9%	105
Bought cigarettes at convenience store in last 30 days	5,038	16.9%	115
Bought gas at convenience store in last 30 days	12,298	41.3%	125
Spent at convenience store in last 30 days: <\$20	2,588	8.7%	90
Spent at convenience store in last 30 days: \$20-39	2,938	9.9%	99
Spent at convenience store in last 30 days: \$40+	12,093	40.6%	116
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	16,180	54.3%	93
Went to live theater in last 6 months	3,017	10.1%	81
Went to a bar/night club in last 12 months	4,854	16.3%	89
Dined out in last 12 months	14,655	49.2%	101
Gambled at a casino in last 12 months	4,333	14.6%	90
Visited a theme park in last 12 months	6,208	20.9%	94
DVDs rented in last 30 days: 1	722	2.4%	91
DVDs rented in last 30 days: 2	1,232	4.1%	88
DVDs rented in last 30 days: 3	865	2.9%	94
DVDs rented in last 30 days: 4	1,130	3.8%	95
DVDs rented in last 30 days: 5+	3,934	13.2%	100
DVDs purchased in last 30 days: 1	1,706	5.7%	107
DVDs purchased in last 30 days: 2	1,757	5.9%	112
DVDs purchased in last 30 days: 3-4	1,476	5.0%	101
DVDs purchased in last 30 days: 5+	1,651	5.5%	103
Spent on toys/games in last 12 months: <\$50	2,082	7.0%	112
Spent on toys/games in last 12 months: \$50-\$99	901	3.0%	110
Spent on toys/games in last 12 months: \$100-\$199	2,148	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	3,185	10.7%	103
Spent on toys/games in last 12 months: \$500+	1,749	5.9%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,938	19.9%	110
Used ATM/cash machine in last 12 months	14,526	48.8%	96
Own any stock	2,459	8.3%	92
Own U.S. savings bond	2,088	7.0%	99
Own shares in mutual fund (stock)	2,580	8.7%	92
Own shares in mutual fund (bonds)	1,625	5.5%	95
Used full service brokerage firm in last 12 months	1,639	5.5%	91
Used discount brokerage firm in last 12 months	501	1.7%	85
Have 401K retirement savings	5,337	17.9%	108
Own any credit/debit card (in own name)	21,788	73.2%	100
Avg monthly credit card expenditures: <\$111	4,693	15.8%	108
Avg monthly credit card expenditures: \$111-225	2,750	9.2%	102
Avg monthly credit card expenditures: \$226-450	2,530	8.5%	99
Avg monthly credit card expenditures: \$451-700	2,021	6.8%	95
Avg monthly credit card expenditures: \$701+	3,415	11.5%	84

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	21,784	73.2%	105
Used bread in last 6 months	29,057	97.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	22,585	75.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	15,458	51.9%	102
Used fresh fruit/vegetables in last 6 months	26,106	87.7%	102
Used fresh milk in last 6 months	27,712	93.1%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	8,643	29.0%	99
Exercise at club 2+ times per week	2,631	8.8%	76
Visited a doctor in last 12 months	23,728	79.7%	102
Used vitamin/dietary supplement in last 6 months	14,038	47.2%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,228	35.7%	114
Used housekeeper/maid/professional cleaning service in last 12 months	1,926	13.1%	84
Purchased any HH furnishing in last 12 months	1,456	9.9%	94
Purchased bedding/bath goods in last 12 months	7,843	53.5%	98
Purchased cooking/serving product in last 12 months	3,873	26.4%	97
Bought any kitchen appliance in last 12 months	2,727	18.6%	105
<b>Insurance (Adults)</b>			
Currently carry any life insurance	16,506	55.4%	115
Have medical/hospital/accident insurance	22,554	75.8%	104
Carry homeowner insurance	18,717	62.9%	119
Carry renter insurance	1,263	4.2%	70
Have auto/other vehicle insurance	26,630	89.4%	106
<b>Pets (Households)</b>			
HH owns any pet	8,713	59.4%	125
HH owns any cat	4,304	29.4%	126
HH owns any dog	6,842	46.7%	135
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	14,221	47.8%	96
Read any daily newspaper	12,559	42.2%	98
Heavy magazine reader	4,896	16.4%	83
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	21,866	73.4%	101
Went to family restaurant/steak house last mo: <2 times	7,574	25.4%	98
Went to family restaurant/steak house last mo: 2-4 times	8,238	27.7%	101
Went to family restaurant/steak house last mo: 5+ times	6,056	20.3%	104
Went to fast food/drive-in restaurant in last 6 mo	27,285	91.6%	102
Went to fast food/drive-in restaurant <5 times/mo	8,802	29.6%	97
Went to fast food/drive-in 5-12 times/mo	9,875	33.2%	105
Went to fast food/drive-in restaurant 13+ times/mo	8,609	28.9%	104
Fast food/drive-in last 6 mo: eat in	12,489	41.9%	109
Fast food/drive-in last 6 mo: home delivery	3,164	10.6%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	16,972	57.0%	109
Fast food/drive-in last 6 mo: take-out/walk-in	6,788	22.8%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	10,194	69.5%	108
HH average monthly long distance phone bill: <\$16	4,385	29.9%	107
HH average monthly long distance phone bill: \$16-25	1,817	12.4%	106
HH average monthly long distance phone bill: \$26-59	1,374	9.4%	96
HH average monthly long distance phone bill: \$60+	616	4.2%	96
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	2,524	17.2%	87
HH owns 2 TVs	3,778	25.8%	97
HH owns 3 TVs	3,498	23.9%	106
HH owns 4+ TVs	3,470	23.7%	113
HH subscribes to cable TV	6,717	45.8%	79
HH watched 15+ hours of cable TV last week	8,963	61.1%	102
Purchased audio equipment in last 12 months	1,084	7.4%	89
Purchased CD player in last 12 months	773	5.3%	100
Purchased DVD player in last 12 months	1,514	10.3%	98
Purchased MP3 player in last 12 months	1,150	7.8%	90
Purchased video game system in last 12 months	1,301	8.9%	102
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	15,666	52.6%	99
Took 3+ domestic trips in last 12 months	6,028	20.2%	97
Spent on domestic vacations last 12 mo: <\$1000	3,748	12.6%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,178	7.3%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,077	3.6%	90
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,172	3.9%	96
Spent on domestic vacations last 12 mo: \$3000+	1,186	4.0%	82
Foreign travel in last 3 years	5,762	19.4%	77
Took 3+ foreign trips by plane in last 3 years	817	2.7%	61
Spent on foreign vacations last 12 mo: <\$1000	1,276	4.3%	78
Spent on foreign vacations last 12 mo: \$1000-\$2999	809	2.7%	68
Spent on foreign vacations: \$3000+	957	3.2%	69
Stayed 1+ nights at hotel/motel in last 12 months	12,443	41.8%	101

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