



Retail Market Potential

10987 E Main St, Huntley, Illinois, 60142
 Ring: 1 mile radius

Latitude: 42.16834
 Longitude: -88.40882

Demographic Summary		2013	2018
Population		9,539	9,831
Population 18+		6,352	6,647
Households		2,853	2,941
Median Household Income		\$88,226	\$97,183

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,433	54.1%	109
Bought any women's apparel in last 12 months	3,058	48.1%	106
Bought apparel for child <13 in last 6 months	2,200	34.6%	122
Bought any shoes in last 12 months	3,661	57.6%	111
Bought costume jewelry in last 12 months	1,503	23.7%	113
Bought any fine jewelry in last 12 months	1,358	21.4%	97
Bought a watch in last 12 months	1,217	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	2,657	93.1%	108
HH bought/leased new vehicle last 12 mo	424	14.9%	155
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,913	93.1%	107
Bought/changed motor oil in last 12 months	3,160	49.7%	96
Had tune-up in last 12 months	2,158	34.0%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,327	68.1%	110
Drank regular cola in last 6 months	3,091	48.7%	95
Drank beer/ale in last 6 months	3,055	48.1%	113
Cameras & Film (Adults)			
Bought any camera in last 12 months	947	14.9%	117
Bought film in last 12 months	1,172	18.5%	97
Bought digital camera in last 12 months	620	9.8%	142
Bought memory card for camera in last 12 months	628	9.9%	130
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,373	37.4%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,222	19.2%	90
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,292	36.1%	111
Avg monthly cell/mobile phone/PDA bill: \$100+	1,746	27.5%	130
Computers (Households)			
HH owns a personal computer	2,579	90.4%	122
Spent <\$500 on most recent home PC purchase	240	8.4%	97
Spent \$500-\$999 on most recent home PC purchase	604	21.2%	119
Spent \$1000-\$1499 on most recent home PC purchase	513	18.0%	137
Spent \$1500-\$1999 on most recent home PC purchase	274	9.6%	134
Spent \$2000+ on most recent home PC purchase	259	9.1%	145

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 Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,963	62.4%	104
Bought cigarettes at convenience store in last 30 days	764	12.0%	78
Bought gas at convenience store in last 30 days	2,148	33.8%	101
Spent at convenience store in last 30 days: <\$20	716	11.3%	117
Spent at convenience store in last 30 days: \$20-39	682	10.7%	106
Spent at convenience store in last 30 days: \$40+	2,231	35.1%	98
Entertainment (Adults)			
Attended movies in last 6 months	4,397	69.2%	117
Went to live theater in last 12 months	1,131	17.8%	135
Went to a bar/night club in last 12 months	1,373	21.6%	113
Dined out in last 12 months	3,717	58.5%	119
Gambled at a casino in last 12 months	1,235	19.4%	121
Visited a theme park in last 12 months	1,898	29.9%	139
DVDs rented in last 30 days: 1	225	3.5%	133
DVDs rented in last 30 days: 2	364	5.7%	124
DVDs rented in last 30 days: 3	265	4.2%	130
DVDs rented in last 30 days: 4	317	5.0%	130
DVDs rented in last 30 days: 5+	1,133	17.8%	135
DVDs purchased in last 30 days: 1	444	7.0%	140
DVDs purchased in last 30 days: 2	373	5.9%	124
DVDs purchased in last 30 days: 3-4	287	4.5%	98
DVDs purchased in last 30 days: 5+	305	4.8%	93
Spent on toys/games in last 12 months: <\$50	420	6.6%	109
Spent on toys/games in last 12 months: \$50-\$99	153	2.4%	88
Spent on toys/games in last 12 months: \$100-\$199	525	8.3%	115
Spent on toys/games in last 12 months: \$200-\$499	864	13.6%	126
Spent on toys/games in last 12 months: \$500+	553	8.7%	152
Financial (Adults)			
Have home mortgage (1st)	1,926	30.3%	158
Used ATM/cash machine in last 12 months	4,123	64.9%	128
Own any stock	831	13.1%	142
Own U.S. savings bond	557	8.8%	129
Own shares in mutual fund (stock)	912	14.4%	153
Own shares in mutual fund (bonds)	510	8.0%	136
Used full service brokerage firm in last 12 months	523	8.2%	132
Have savings account	2,826	44.5%	123
Have 401K retirement savings	1,718	27.0%	153
Did banking over the Internet in last 12 months	2,542	40.0%	146
Own any credit/debit card (in own name)	5,337	84.0%	114
Avg monthly credit card expenditures: <\$111	893	14.1%	102
Avg monthly credit card expenditures: \$111-225	566	8.9%	115
Avg monthly credit card expenditures: \$226-450	534	8.4%	112
Avg monthly credit card expenditures: \$451-700	516	8.1%	127
Avg monthly credit card expenditures: \$701+	1,333	21.0%	156

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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	4,732	74.5%	105
Used bread in last 6 months	6,158	97.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	5,142	81.0%	105
Used fish/seafood (fresh or frozen) in last 6 months	3,615	56.9%	108
Used fresh fruit/vegetables in last 6 months	5,755	90.6%	104
Used fresh milk in last 6 months	5,923	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	2,204	34.7%	116
Exercise at club 2+ times per week	1,243	19.6%	158
Visited a doctor in last 12 months	5,199	81.9%	106
Used vitamin/dietary supplement in last 6 months	3,380	53.2%	110
Home (Households)			
Any home improvement in last 12 months	1,131	39.6%	126
Used housekeeper/maid/prof HH cleaning service in the last 12 months	623	21.8%	139
Purchased any HH furnishing in last 12 months	1,026	36.0%	120
Purchased bedding/bath goods in last 12 months	1,613	56.5%	103
Purchased cooking/serving product in last 12 months	856	30.0%	109
Bought any kitchen appliance in last 12 months	576	20.2%	116
Insurance (Adults)			
Currently carry any life insurance	3,589	56.5%	119
Have medical/hospital/accident insurance	5,048	79.5%	111
Carry homeowner insurance	4,134	65.1%	124
Carry renter insurance	356	5.6%	91
Have auto/other vehicle insurance	5,746	90.5%	109
Pets (Households)			
HH owns any pet	1,625	57.0%	111
HH owns any cat	656	23.0%	96
HH owns any dog	1,210	42.4%	113
Reading Materials (Adults)			
Bought book in last 12 months	3,750	59.0%	118
Read any daily newspaper	2,592	40.8%	99
Heavy magazine reader	1,407	22.1%	111
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	5,225	82.3%	114
Went to family restaurant/steak house last mo: <2 times	1,711	26.9%	105
Went to family restaurant/steak house last mo: 2-4 times	1,990	31.3%	116
Went to family restaurant/steak house last mo: 5+ times	1,524	24.0%	124
Went to fast food/drive-in restaurant in last 6 mo	5,876	92.5%	104
Went to fast food/drive-in restaurant <6 times/mo	2,048	32.2%	92
Went to fast food/drive-in restaurant 6-13 times/mo	2,067	32.5%	113
Went to fast food/drive-in restaurant 14+ times/mo	1,762	27.7%	112
Fast food/drive-in last 6 mo: eat in	2,570	40.5%	108
Fast food/drive-in last 6 mo: home delivery	797	12.5%	120
Fast food/drive-in last 6 mo: take-out/drive-thru	3,865	60.8%	117
Fast food/drive-in last 6 mo: take-out/walk-in	1,700	26.8%	109

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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	2,130	74.7%	116
HH average monthly long distance phone bill: <\$16	869	30.4%	110
HH average monthly long distance phone bill: \$16-25	347	12.2%	106
HH average monthly long distance phone bill: \$26-59	330	11.6%	126
HH average monthly long distance phone bill: \$60+	145	5.1%	114
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	345	12.1%	61
HH owns 2 TVs	670	23.5%	89
HH owns 3 TVs	756	26.5%	118
HH owns 4+ TVs	840	29.5%	141
HH subscribes to cable TV	1,883	66.0%	114
HH Purchased audio equipment in last 12 months	312	10.9%	112
HH Purchased CD player in last 12 months	117	4.1%	106
HH Purchased DVD player in last 12 months	308	10.8%	111
HH Purchased MP3 player in last 12 months	882	13.9%	136
HH Purchased video game system in last 12 months	437	15.3%	142
Travel (Adults)			
Domestic travel in last 12 months	4,179	65.8%	126
Took 3+ domestic trips in last 12 months	1,343	21.1%	142
Spent on domestic vacations last 12 mo: <\$1000	842	13.3%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	546	8.6%	128
Spent on domestic vacations last 12 mo: \$1500-\$1999	397	6.2%	153
Spent on domestic vacations last 12 mo: \$2000-\$2999	396	6.2%	150
Spent on domestic vacations last 12 mo: \$3000+	521	8.2%	162
Foreign travel in last 3 years	2,278	35.9%	138
Took 3+ foreign trips by plane in last 3 years	437	6.9%	143
Spent on foreign vacations last 12 mo: <\$1000	535	8.4%	140
Spent on foreign vacations last 12 mo: \$1000-\$2999	300	4.7%	115
Spent on foreign vacations last 12 mo: \$3000+	493	7.8%	156
Stayed 1+ nights at hotel/motel in last 12 months	3,464	54.5%	135

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Retail Market Potential

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Demographic Summary		2013	2018
Population		44,698	45,786
Population 18+		30,895	32,016
Households		14,892	15,326
Median Household Income		\$84,986	\$93,725

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	16,641	53.9%	108
Bought any women's apparel in last 12 months	15,042	48.7%	107
Bought apparel for child <13 in last 6 months	9,884	32.0%	113
Bought any shoes in last 12 months	18,021	58.3%	112
Bought costume jewelry in last 12 months	7,525	24.4%	117
Bought any fine jewelry in last 12 months	6,797	22.0%	100
Bought a watch in last 12 months	5,940	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	14,120	94.8%	110
HH bought/leased new vehicle last 12 mo	2,337	15.7%	163
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,126	94.3%	109
Bought/changed motor oil in last 12 months	15,007	48.6%	94
Had tune-up in last 12 months	10,438	33.8%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,695	67.0%	108
Drank regular cola in last 6 months	13,804	44.7%	88
Drank beer/ale in last 6 months	14,821	48.0%	113
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,690	15.2%	119
Bought film in last 12 months	5,290	17.1%	90
Bought digital camera in last 12 months	3,168	10.3%	150
Bought memory card for camera in last 12 months	3,046	9.9%	129
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	11,162	36.1%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,432	20.8%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	11,052	35.8%	110
Avg monthly cell/mobile phone/PDA bill: \$100+	8,362	27.1%	128
Computers (Households)			
HH owns a personal computer	13,679	91.9%	124
Spent <\$500 on most recent home PC purchase	1,152	7.7%	89
Spent \$500-\$999 on most recent home PC purchase	3,086	20.7%	116
Spent \$1000-\$1499 on most recent home PC purchase	2,790	18.7%	143
Spent \$1500-\$1999 on most recent home PC purchase	1,529	10.3%	143
Spent \$2000+ on most recent home PC purchase	1,523	10.2%	163

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	18,434	59.7%	99
Bought cigarettes at convenience store in last 30 days	2,817	9.1%	59
Bought gas at convenience store in last 30 days	9,918	32.1%	96
Spent at convenience store in last 30 days: <\$20	3,667	11.9%	123
Spent at convenience store in last 30 days: \$20-39	3,029	9.8%	96
Spent at convenience store in last 30 days: \$40+	10,049	32.5%	91
Entertainment (Adults)			
Attended movies in last 6 months	21,584	69.9%	119
Went to live theater in last 12 months	6,032	19.5%	148
Went to a bar/night club in last 12 months	6,181	20.0%	105
Dined out in last 12 months	18,955	61.4%	125
Gambled at a casino in last 12 months	5,962	19.3%	120
Visited a theme park in last 12 months	8,985	29.1%	135
DVDs rented in last 30 days: 1	1,063	3.4%	130
DVDs rented in last 30 days: 2	1,728	5.6%	121
DVDs rented in last 30 days: 3	1,325	4.3%	134
DVDs rented in last 30 days: 4	1,526	4.9%	129
DVDs rented in last 30 days: 5+	5,247	17.0%	129
DVDs purchased in last 30 days: 1	2,161	7.0%	141
DVDs purchased in last 30 days: 2	1,835	5.9%	126
DVDs purchased in last 30 days: 3-4	1,421	4.6%	100
DVDs purchased in last 30 days: 5+	1,365	4.4%	85
Spent on toys/games in last 12 months: <\$50	1,923	6.2%	103
Spent on toys/games in last 12 months: \$50-\$99	690	2.2%	81
Spent on toys/games in last 12 months: \$100-\$199	2,461	8.0%	111
Spent on toys/games in last 12 months: \$200-\$499	3,892	12.6%	117
Spent on toys/games in last 12 months: \$500+	2,677	8.7%	151
Financial (Adults)			
Have home mortgage (1st)	9,845	31.9%	166
Used ATM/cash machine in last 12 months	20,157	65.2%	128
Own any stock	4,920	15.9%	173
Own U.S. savings bond	2,918	9.4%	139
Own shares in mutual fund (stock)	5,193	16.8%	179
Own shares in mutual fund (bonds)	2,988	9.7%	164
Used full service brokerage firm in last 12 months	3,236	10.5%	168
Have savings account	14,143	45.8%	126
Have 401K retirement savings	8,340	27.0%	153
Did banking over the Internet in last 12 months	12,820	41.5%	152
Own any credit/debit card (in own name)	26,868	87.0%	118
Avg monthly credit card expenditures: <\$111	4,139	13.4%	97
Avg monthly credit card expenditures: \$111-225	2,638	8.5%	110
Avg monthly credit card expenditures: \$226-450	2,705	8.8%	117
Avg monthly credit card expenditures: \$451-700	2,563	8.3%	130
Avg monthly credit card expenditures: \$701+	7,867	25.5%	189

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	22,884	74.1%	105
Used bread in last 6 months	29,983	97.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	24,897	80.6%	104
Used fish/seafood (fresh or frozen) in last 6 months	17,921	58.0%	110
Used fresh fruit/vegetables in last 6 months	28,176	91.2%	105
Used fresh milk in last 6 months	28,505	92.3%	102
Health (Adults)			
Exercise at home 2+ times per week	11,333	36.7%	122
Exercise at club 2+ times per week	6,483	21.0%	169
Visited a doctor in last 12 months	25,976	84.1%	109
Used vitamin/dietary supplement in last 6 months	17,193	55.6%	115
Home (Households)			
Any home improvement in last 12 months	6,229	41.8%	133
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,917	26.3%	167
Purchased any HH furnishing in last 12 months	5,382	36.1%	120
Purchased bedding/bath goods in last 12 months	8,306	55.8%	102
Purchased cooking/serving product in last 12 months	4,146	27.8%	101
Bought any kitchen appliance in last 12 months	3,074	20.6%	118
Insurance (Adults)			
Currently carry any life insurance	17,810	57.6%	121
Have medical/hospital/accident insurance	25,228	81.7%	114
Carry homeowner insurance	21,662	70.1%	134
Carry renter insurance	1,530	5.0%	80
Have auto/other vehicle insurance	28,285	91.6%	111
Pets (Households)			
HH owns any pet	8,269	55.5%	108
HH owns any cat	3,244	21.8%	91
HH owns any dog	6,189	41.6%	110
Reading Materials (Adults)			
Bought book in last 12 months	19,223	62.2%	124
Read any daily newspaper	14,065	45.5%	110
Heavy magazine reader	6,737	21.8%	110
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	25,655	83.0%	116
Went to family restaurant/steak house last mo: <2 times	8,345	27.0%	105
Went to family restaurant/steak house last mo: 2-4 times	9,776	31.6%	118
Went to family restaurant/steak house last mo: 5+ times	7,537	24.4%	126
Went to fast food/drive-in restaurant in last 6 mo	28,445	92.1%	104
Went to fast food/drive-in restaurant <6 times/mo	10,326	33.4%	96
Went to fast food/drive-in restaurant 6-13 times/mo	10,109	32.7%	114
Went to fast food/drive-in restaurant 14+ times/mo	8,010	25.9%	104
Fast food/drive-in last 6 mo: eat in	13,040	42.2%	112
Fast food/drive-in last 6 mo: home delivery	3,516	11.4%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	18,000	58.3%	112
Fast food/drive-in last 6 mo: take-out/walk-in	8,249	26.7%	109

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Telephones & Service (Households)			
HH owns in-home cordless telephone	11,535	77.5%	120
HH average monthly long distance phone bill: <\$16	4,640	31.2%	113
HH average monthly long distance phone bill: \$16-25	2,000	13.4%	118
HH average monthly long distance phone bill: \$26-59	2,003	13.5%	146
HH average monthly long distance phone bill: \$60+	860	5.8%	129
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,780	11.9%	60
HH owns 2 TVs	3,278	22.0%	84
HH owns 3 TVs	3,955	26.6%	119
HH owns 4+ TVs	4,743	31.8%	152
HH subscribes to cable TV	10,389	69.8%	120
HH Purchased audio equipment in last 12 months	1,479	9.9%	102
HH Purchased CD player in last 12 months	537	3.6%	93
HH Purchased DVD player in last 12 months	1,505	10.1%	104
HH Purchased MP3 player in last 12 months	4,071	13.2%	129
HH Purchased video game system in last 12 months	2,039	13.7%	127
Travel (Adults)			
Domestic travel in last 12 months	21,742	70.4%	135
Took 3+ domestic trips in last 12 months	7,022	22.7%	153
Spent on domestic vacations last 12 mo: <\$1000	3,836	12.4%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,809	9.1%	135
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,075	6.7%	164
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,272	7.4%	177
Spent on domestic vacations last 12 mo: \$3000+	2,918	9.4%	187
Foreign travel in last 3 years	12,305	39.8%	153
Took 3+ foreign trips by plane in last 3 years	2,539	8.2%	170
Spent on foreign vacations last 12 mo: <\$1000	2,742	8.9%	148
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,770	5.7%	139
Spent on foreign vacations last 12 mo: \$3000+	2,809	9.1%	183
Stayed 1+ nights at hotel/motel in last 12 months	18,116	58.6%	145

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Retail Market Potential

10987 E Main St, Huntley, Illinois, 60142
 Ring: 5 mile radius

Latitude: 42.16834
 Longitude: -88.40882

Demographic Summary	2013	2018
Population	98,354	100,478
Population 18+	70,949	73,050
Households	34,423	35,319
Median Household Income	\$83,853	\$93,281

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	38,618	54.4%	109
Bought any women's apparel in last 12 months	34,629	48.8%	107
Bought apparel for child <13 in last 6 months	22,875	32.2%	114
Bought any shoes in last 12 months	41,514	58.5%	113
Bought costume jewelry in last 12 months	17,213	24.3%	116
Bought any fine jewelry in last 12 months	15,665	22.1%	100
Bought a watch in last 12 months	13,732	19.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	32,657	94.9%	110
HH bought/leased new vehicle last 12 mo	5,310	15.4%	161
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	67,003	94.4%	109
Bought/changed motor oil in last 12 months	35,047	49.4%	95
Had tune-up in last 12 months	24,056	33.9%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	47,776	67.3%	109
Drank regular cola in last 6 months	32,209	45.4%	89
Drank beer/ale in last 6 months	34,109	48.1%	113
Cameras & Film (Adults)			
Bought any camera in last 12 months	10,793	15.2%	119
Bought film in last 12 months	12,449	17.5%	92
Bought digital camera in last 12 months	7,200	10.1%	148
Bought memory card for camera in last 12 months	7,150	10.1%	132
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	26,242	37.0%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	14,697	20.7%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	25,451	35.9%	111
Avg monthly cell/mobile phone/PDA bill: \$100+	19,389	27.3%	129
Computers (Households)			
HH owns a personal computer	31,628	91.9%	124
Spent <\$500 on most recent home PC purchase	2,731	7.9%	92
Spent \$500-\$999 on most recent home PC purchase	7,236	21.0%	118
Spent \$1000-\$1499 on most recent home PC purchase	6,348	18.4%	141
Spent \$1500-\$1999 on most recent home PC purchase	3,523	10.2%	143
Spent \$2000+ on most recent home PC purchase	3,440	10.0%	159

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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	43,051	60.7%	101
Bought cigarettes at convenience store in last 30 days	6,946	9.8%	63
Bought gas at convenience store in last 30 days	23,185	32.7%	98
Spent at convenience store in last 30 days: <\$20	8,311	11.7%	122
Spent at convenience store in last 30 days: \$20-39	7,189	10.1%	100
Spent at convenience store in last 30 days: \$40+	23,542	33.2%	93
Entertainment (Adults)			
Attended movies in last 6 months	49,406	69.6%	118
Went to live theater in last 12 months	13,464	19.0%	144
Went to a bar/night club in last 12 months	14,809	20.9%	109
Dined out in last 12 months	43,280	61.0%	124
Gambled at a casino in last 12 months	13,701	19.3%	120
Visited a theme park in last 12 months	20,847	29.4%	136
DVDs rented in last 30 days: 1	2,403	3.4%	128
DVDs rented in last 30 days: 2	4,047	5.7%	123
DVDs rented in last 30 days: 3	3,051	4.3%	134
DVDs rented in last 30 days: 4	3,504	4.9%	129
DVDs rented in last 30 days: 5+	12,062	17.0%	129
DVDs purchased in last 30 days: 1	4,935	7.0%	140
DVDs purchased in last 30 days: 2	4,170	5.9%	124
DVDs purchased in last 30 days: 3-4	3,335	4.7%	102
DVDs purchased in last 30 days: 5+	3,148	4.4%	86
Spent on toys/games in last 12 months: <\$50	4,487	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	1,661	2.3%	85
Spent on toys/games in last 12 months: \$100-\$199	5,557	7.8%	109
Spent on toys/games in last 12 months: \$200-\$499	8,974	12.6%	117
Spent on toys/games in last 12 months: \$500+	6,154	8.7%	152
Financial (Adults)			
Have home mortgage (1st)	22,474	31.7%	165
Used ATM/cash machine in last 12 months	46,321	65.3%	128
Own any stock	10,910	15.4%	167
Own U.S. savings bond	6,684	9.4%	138
Own shares in mutual fund (stock)	11,655	16.4%	175
Own shares in mutual fund (bonds)	6,694	9.4%	160
Used full service brokerage firm in last 12 months	7,117	10.0%	161
Have savings account	32,533	45.9%	127
Have 401K retirement savings	19,388	27.3%	154
Did banking over the Internet in last 12 months	29,455	41.5%	152
Own any credit/debit card (in own name)	61,467	86.6%	117
Avg monthly credit card expenditures: <\$111	9,668	13.6%	99
Avg monthly credit card expenditures: \$111-225	6,107	8.6%	111
Avg monthly credit card expenditures: \$226-450	6,244	8.8%	117
Avg monthly credit card expenditures: \$451-700	5,893	8.3%	130
Avg monthly credit card expenditures: \$701+	17,471	24.6%	183

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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	52,584	74.1%	105
Used bread in last 6 months	68,893	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	57,288	80.7%	105
Used fish/seafood (fresh or frozen) in last 6 months	41,086	57.9%	110
Used fresh fruit/vegetables in last 6 months	64,610	91.1%	105
Used fresh milk in last 6 months	65,567	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	25,644	36.1%	120
Exercise at club 2+ times per week	14,640	20.6%	166
Visited a doctor in last 12 months	59,394	83.7%	108
Used vitamin/dietary supplement in last 6 months	39,130	55.2%	114
Home (Households)			
Any home improvement in last 12 months	14,269	41.5%	131
Used housekeeper/maid/prof HH cleaning service in the last 12 months	8,670	25.2%	160
Purchased any HH furnishing in last 12 months	12,422	36.1%	120
Purchased bedding/bath goods in last 12 months	19,325	56.1%	103
Purchased cooking/serving product in last 12 months	9,811	28.5%	104
Bought any kitchen appliance in last 12 months	7,052	20.5%	118
Insurance (Adults)			
Currently carry any life insurance	41,128	58.0%	122
Have medical/hospital/accident insurance	57,704	81.3%	114
Carry homeowner insurance	49,276	69.5%	133
Carry renter insurance	3,584	5.1%	82
Have auto/other vehicle insurance	65,004	91.6%	111
Pets (Households)			
HH owns any pet	19,492	56.6%	110
HH owns any cat	7,809	22.7%	95
HH owns any dog	14,602	42.4%	113
Reading Materials (Adults)			
Bought book in last 12 months	43,900	61.9%	123
Read any daily newspaper	31,710	44.7%	108
Heavy magazine reader	15,659	22.1%	111
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	58,967	83.1%	116
Went to family restaurant/steak house last mo: <2 times	19,254	27.1%	106
Went to family restaurant/steak house last mo: 2-4 times	22,265	31.4%	117
Went to family restaurant/steak house last mo: 5+ times	17,455	24.6%	127
Went to fast food/drive-in restaurant in last 6 mo	65,448	92.2%	104
Went to fast food/drive-in restaurant <6 times/mo	23,583	33.2%	95
Went to fast food/drive-in restaurant 6-13 times/mo	23,154	32.6%	113
Went to fast food/drive-in restaurant 14+ times/mo	18,710	26.4%	106
Fast food/drive-in last 6 mo: eat in	29,805	42.0%	112
Fast food/drive-in last 6 mo: home delivery	8,160	11.5%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	41,714	58.8%	113
Fast food/drive-in last 6 mo: take-out/walk-in	19,011	26.8%	109

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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	26,455	76.9%	119
HH average monthly long distance phone bill: <\$16	10,663	31.0%	112
HH average monthly long distance phone bill: \$16-25	4,534	13.2%	115
HH average monthly long distance phone bill: \$26-59	4,479	13.0%	141
HH average monthly long distance phone bill: \$60+	1,958	5.7%	127
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	4,094	11.9%	60
HH owns 2 TVs	7,767	22.6%	86
HH owns 3 TVs	9,056	26.3%	118
HH owns 4+ TVs	10,850	31.5%	151
HH subscribes to cable TV	23,813	69.2%	119
HH Purchased audio equipment in last 12 months	3,483	10.1%	104
HH Purchased CD player in last 12 months	1,259	3.7%	95
HH Purchased DVD player in last 12 months	3,545	10.3%	106
HH Purchased MP3 player in last 12 months	9,627	13.6%	133
HH Purchased video game system in last 12 months	4,813	14.0%	130
Travel (Adults)			
Domestic travel in last 12 months	49,644	70.0%	134
Took 3+ domestic trips in last 12 months	15,763	22.2%	149
Spent on domestic vacations last 12 mo: <\$1000	9,204	13.0%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	6,495	9.2%	136
Spent on domestic vacations last 12 mo: \$1500-\$1999	4,719	6.7%	162
Spent on domestic vacations last 12 mo: \$2000-\$2999	5,045	7.1%	171
Spent on domestic vacations last 12 mo: \$3000+	6,467	9.1%	180
Foreign travel in last 3 years	27,873	39.3%	151
Took 3+ foreign trips by plane in last 3 years	5,659	8.0%	165
Spent on foreign vacations last 12 mo: <\$1000	6,219	8.8%	146
Spent on foreign vacations last 12 mo: \$1000-\$2999	4,050	5.7%	139
Spent on foreign vacations last 12 mo: \$3000+	6,083	8.6%	172
Stayed 1+ nights at hotel/motel in last 12 months	41,148	58.0%	143

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