



Retail Market Potential

Prepared by George Alexander

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 10 minutes

Latitude: 30.147184
Longitude: -96.396612

Demographic Summary	2010	2015
Population	17,099	17,444
Total Number of Adults	13,356	13,589
Households	6,225	6,364
Median Household Income	\$43,469	\$48,829

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	6,371	47.7%	95
Bought any women's apparel in last 12 months	6,137	45.9%	101
Bought apparel for child <13 in last 6 months	3,614	27.0%	96
Bought any shoes in last 12 months	6,698	50.1%	96
Bought costume jewelry in last 12 months	2,752	20.6%	99
Bought any fine jewelry in last 12 months	3,261	24.4%	106
Bought a watch in last 12 months	2,942	22.0%	106
Automobiles (Households)			
HH owns/leases any vehicle	5,430	87.2%	100
HH bought new vehicle in last 12 months	416	6.7%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,848	88.7%	102
Bought/changed motor oil in last 12 months	7,944	59.5%	115
Had tune-up in last 12 months	3,840	28.7%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,741	57.9%	92
Drank regular cola in last 6 months	7,179	53.7%	103
Drank beer/ale in last 6 months	5,414	40.5%	96
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,076	15.5%	105
Bought film in last 12 months	3,299	24.7%	105
Bought digital camera in last 12 months	996	7.5%	106
Bought memory card for camera in last 12 months	998	7.5%	98
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	3,789	28.4%	96
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,503	26.2%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,759	28.1%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	1,851	13.9%	90
Computers (Households)			
HH owns a personal computer	3,930	63.1%	88
HH spent <\$500 on home PC	633	10.2%	112
HH spent \$500-\$999 on home PC	1,088	17.5%	95
HH spent \$1000-\$1499 on home PC	803	12.9%	88
HH spent \$1500-\$1999 on home PC	441	7.1%	85
Spent \$2000+ on home PC	304	4.9%	63

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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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	8,298	62.1%	104
Bought cigarettes at convenience store in last 30 days	2,495	18.7%	126
Bought gas at convenience store in last 30 days	5,372	40.2%	121
Spent at convenience store in last 30 days: <\$20	1,127	8.4%	87
Spent at convenience store in last 30 days: \$20-39	1,345	10.1%	101
Spent at convenience store in last 30 days: \$40+	5,215	39.0%	111
Entertainment (Adults)			
Attended movies in last 6 months	7,192	53.8%	92
Went to live theater in last 6 months	1,271	9.5%	76
Went to a bar/night club in last 12 months	2,362	17.7%	96
Dined out in last 12 months	6,070	45.4%	93
Gambled at a casino in last 12 months	2,098	15.7%	98
Visited a theme park in last 12 months	2,398	17.9%	81
DVDs rented in last 30 days: 1	353	2.6%	100
DVDs rented in last 30 days: 2	587	4.4%	94
DVDs rented in last 30 days: 3	362	2.7%	87
DVDs rented in last 30 days: 4	512	3.8%	96
DVDs rented in last 30 days: 5+	1,925	14.4%	110
DVDs purchased in last 30 days: 1	688	5.1%	96
DVDs purchased in last 30 days: 2	747	5.6%	106
DVDs purchased in last 30 days: 3-4	666	5.0%	102
DVDs purchased in last 30 days: 5+	657	4.9%	91
Spent on toys/games in last 12 months: <\$50	1,001	7.5%	120
Spent on toys/games in last 12 months: \$50-\$99	345	2.6%	94
Spent on toys/games in last 12 months: \$100-\$199	840	6.3%	88
Spent on toys/games in last 12 months: \$200-\$499	1,384	10.4%	100
Spent on toys/games in last 12 months: \$500+	559	4.2%	76
Financial (Adults)			
Have home mortgage (1st)	2,155	16.1%	89
Used ATM/cash machine in last 12 months	6,171	46.2%	91
Own any stock	913	6.8%	76
Own U.S. savings bond	914	6.8%	97
Own shares in mutual fund (stock)	993	7.4%	79
Own shares in mutual fund (bonds)	681	5.1%	88
Used full service brokerage firm in last 12 months	661	4.9%	81
Used discount brokerage firm in last 12 months	169	1.3%	64
Have 401K retirement savings	1,839	13.8%	83
Own any credit/debit card (in own name)	9,253	69.3%	95
Avg monthly credit card expenditures: <\$111	2,012	15.1%	103
Avg monthly credit card expenditures: \$111-225	1,388	10.4%	115
Avg monthly credit card expenditures: \$226-450	1,029	7.7%	90
Avg monthly credit card expenditures: \$451-700	743	5.6%	78
Avg monthly credit card expenditures: \$701+	1,280	9.6%	70

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	9,817	73.5%	106
Used bread in last 6 months	12,983	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	10,029	75.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	6,746	50.5%	99
Used fresh fruit/vegetables in last 6 months	11,588	86.7%	100
Used fresh milk in last 6 months	12,241	91.6%	101
Health (Adults)			
Exercise at home 2+ times per week	3,560	26.6%	91
Exercise at club 2+ times per week	1,254	9.4%	81
Visited a doctor in last 12 months	10,473	78.4%	100
Used vitamin/dietary supplement in last 6 months	6,219	46.5%	98
Home (Households)			
Any home improvement in last 12 months	1,743	28.0%	90
Used housekeeper/maid/professional cleaning service in last 12 months	774	12.4%	79
Purchased any HH furnishing in last 12 months	617	9.9%	94
Purchased bedding/bath goods in last 12 months	3,302	53.1%	97
Purchased cooking/serving product in last 12 months	1,655	26.6%	98
Bought any kitchen appliance in last 12 months	1,065	17.1%	96
Insurance (Adults)			
Currently carry any life insurance	6,371	47.7%	99
Have medical/hospital/accident insurance	9,547	71.5%	98
Carry homeowner insurance	6,814	51.0%	96
Carry renter insurance	794	5.9%	99
Have auto/other vehicle insurance	11,453	85.7%	102
Pets (Households)			
HH owns any pet	3,041	48.9%	103
HH owns any cat	1,585	25.5%	109
HH owns any dog	2,228	35.8%	103
Reading Materials (Adults)			
Bought book in last 12 months	6,093	45.6%	92
Read any daily newspaper	5,655	42.3%	99
Heavy magazine reader	2,480	18.6%	93
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	9,382	70.2%	96
Went to family restaurant/steak house last mo: <2 times	3,400	25.4%	98
Went to family restaurant/steak house last mo: 2-4 times	3,428	25.7%	93
Went to family restaurant/steak house last mo: 5+ times	2,554	19.1%	98
Went to fast food/drive-in restaurant in last 6 mo	12,053	90.2%	101
Went to fast food/drive-in restaurant <5 times/mo	3,923	29.4%	96
Went to fast food/drive-in 5-12 times/mo	4,351	32.6%	104
Went to fast food/drive-in restaurant 13+ times/mo	3,780	28.3%	102
Fast food/drive-in last 6 mo: eat in	5,210	39.0%	101
Fast food/drive-in last 6 mo: home delivery	1,558	11.7%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	7,393	55.3%	106
Fast food/drive-in last 6 mo: take-out/walk-in	3,060	22.9%	93

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	3,846	61.8%	96
HH average monthly long distance phone bill: <\$16	1,745	28.0%	101
HH average monthly long distance phone bill: \$16-25	664	10.7%	91
HH average monthly long distance phone bill: \$26-59	576	9.3%	95
HH average monthly long distance phone bill: \$60+	223	3.6%	82
Television & Sound Equipment (Households)			
HH owns 1 TV	1,336	21.5%	108
HH owns 2 TVs	1,706	27.4%	103
HH owns 3 TVs	1,271	20.4%	91
HH owns 4+ TVs	1,161	18.7%	89
HH subscribes to cable TV	3,432	55.1%	95
HH watched 15+ hours of cable TV last week	3,825	61.5%	102
Purchased audio equipment in last 12 months	481	7.7%	93
Purchased CD player in last 12 months	332	5.3%	101
Purchased DVD player in last 12 months	642	10.3%	98
Purchased MP3 player in last 12 months	438	7.0%	81
Purchased video game system in last 12 months	519	8.3%	96
Travel (Adults)			
Domestic travel in last 12 months	6,487	48.6%	92
Took 3+ domestic trips in last 12 months	2,378	17.8%	86
Spent on domestic vacations last 12 mo: <\$1000	1,552	11.6%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	991	7.4%	107
Spent on domestic vacations last 12 mo: \$1500-\$1999	392	2.9%	73
Spent on domestic vacations last 12 mo: \$2000-\$2999	399	3.0%	72
Spent on domestic vacations last 12 mo: \$3000+	439	3.3%	68
Foreign travel in last 3 years	2,505	18.7%	75
Took 3+ foreign trips by plane in last 3 years	332	2.5%	55
Spent on foreign vacations last 12 mo: <\$1000	580	4.3%	79
Spent on foreign vacations last 12 mo: \$1000-\$2999	350	2.6%	66
Spent on foreign vacations: \$3000+	382	2.9%	61
Stayed 1+ nights at hotel/motel in last 12 months	5,040	37.7%	91

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Demographic Summary	2010	2015
Population	24,654	25,316
Total Number of Adults	19,194	19,665
Households	9,041	9,305
Median Household Income	\$44,785	\$49,641

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	9,374	48.8%	97
Bought any women's apparel in last 12 months	8,768	45.7%	100
Bought apparel for child <13 in last 6 months	5,063	26.4%	93
Bought any shoes in last 12 months	9,634	50.2%	96
Bought costume jewelry in last 12 months	3,791	19.8%	95
Bought any fine jewelry in last 12 months	4,362	22.7%	99
Bought a watch in last 12 months	4,172	21.7%	105
Automobiles (Households)			
HH owns/leases any vehicle	8,027	88.8%	102
HH bought new vehicle in last 12 months	658	7.3%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	17,219	89.7%	103
Bought/changed motor oil in last 12 months	11,663	60.8%	117
Had tune-up in last 12 months	5,558	29.0%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,854	56.5%	90
Drank regular cola in last 6 months	10,347	53.9%	103
Drank beer/ale in last 6 months	7,534	39.3%	93
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,009	15.7%	106
Bought film in last 12 months	4,817	25.1%	106
Bought digital camera in last 12 months	1,372	7.1%	101
Bought memory card for camera in last 12 months	1,416	7.4%	97
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	5,513	28.7%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,133	26.7%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,442	28.4%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	2,736	14.3%	93
Computers (Households)			
HH owns a personal computer	5,822	64.4%	90
HH spent <\$500 on home PC	875	9.7%	107
HH spent \$500-\$999 on home PC	1,638	18.1%	99
HH spent \$1000-\$1499 on home PC	1,171	13.0%	88
HH spent \$1500-\$1999 on home PC	634	7.0%	84
Spent \$2000+ on home PC	473	5.2%	68

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	11,818	61.6%	103
Bought cigarettes at convenience store in last 30 days	3,475	18.1%	123
Bought gas at convenience store in last 30 days	7,944	41.4%	125
Spent at convenience store in last 30 days: <\$20	1,585	8.3%	85
Spent at convenience store in last 30 days: \$20-39	1,843	9.6%	96
Spent at convenience store in last 30 days: \$40+	7,647	39.8%	113
Entertainment (Adults)			
Attended movies in last 6 months	10,161	52.9%	90
Went to live theater in last 6 months	1,756	9.1%	73
Went to a bar/night club in last 12 months	3,201	16.7%	91
Dined out in last 12 months	8,818	45.9%	94
Gambled at a casino in last 12 months	2,864	14.9%	93
Visited a theme park in last 12 months	3,396	17.7%	80
DVDs rented in last 30 days: 1	470	2.4%	92
DVDs rented in last 30 days: 2	767	4.0%	85
DVDs rented in last 30 days: 3	500	2.6%	84
DVDs rented in last 30 days: 4	681	3.5%	89
DVDs rented in last 30 days: 5+	2,647	13.8%	105
DVDs purchased in last 30 days: 1	993	5.2%	97
DVDs purchased in last 30 days: 2	1,096	5.7%	109
DVDs purchased in last 30 days: 3-4	945	4.9%	100
DVDs purchased in last 30 days: 5+	1,001	5.2%	97
Spent on toys/games in last 12 months: <\$50	1,422	7.4%	118
Spent on toys/games in last 12 months: \$50-\$99	523	2.7%	99
Spent on toys/games in last 12 months: \$100-\$199	1,260	6.6%	92
Spent on toys/games in last 12 months: \$200-\$499	1,896	9.9%	95
Spent on toys/games in last 12 months: \$500+	834	4.3%	79
Financial (Adults)			
Have home mortgage (1st)	3,191	16.6%	92
Used ATM/cash machine in last 12 months	8,621	44.9%	88
Own any stock	1,348	7.0%	78
Own U.S. savings bond	1,296	6.8%	95
Own shares in mutual fund (stock)	1,458	7.6%	81
Own shares in mutual fund (bonds)	965	5.0%	87
Used full service brokerage firm in last 12 months	933	4.9%	80
Used discount brokerage firm in last 12 months	259	1.3%	68
Have 401K retirement savings	2,770	14.4%	87
Own any credit/debit card (in own name)	13,323	69.4%	95
Avg monthly credit card expenditures: <\$111	2,959	15.4%	105
Avg monthly credit card expenditures: \$111-225	1,948	10.1%	112
Avg monthly credit card expenditures: \$226-450	1,475	7.7%	89
Avg monthly credit card expenditures: \$451-700	1,093	5.7%	80
Avg monthly credit card expenditures: \$701+	1,780	9.3%	68

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,024	73.1%	105
Used bread in last 6 months	18,688	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	14,351	74.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	9,646	50.3%	99
Used fresh fruit/vegetables in last 6 months	16,671	86.9%	101
Used fresh milk in last 6 months	17,694	92.2%	102
Health (Adults)			
Exercise at home 2+ times per week	5,202	27.1%	92
Exercise at club 2+ times per week	1,576	8.2%	71
Visited a doctor in last 12 months	15,098	78.7%	100
Used vitamin/dietary supplement in last 6 months	8,925	46.5%	97
Home (Households)			
Any home improvement in last 12 months	2,701	29.9%	96
Used housekeeper/maid/professional cleaning service in last 12 months	1,086	12.0%	76
Purchased any HH furnishing in last 12 months	850	9.4%	89
Purchased bedding/bath goods in last 12 months	4,752	52.6%	96
Purchased cooking/serving product in last 12 months	2,350	26.0%	96
Bought any kitchen appliance in last 12 months	1,575	17.4%	98
Insurance (Adults)			
Currently carry any life insurance	9,622	50.1%	104
Have medical/hospital/accident insurance	13,911	72.5%	100
Carry homeowner insurance	10,512	54.8%	103
Carry renter insurance	1,010	5.3%	87
Have auto/other vehicle insurance	16,662	86.8%	103
Pets (Households)			
HH owns any pet	4,790	53.0%	111
HH owns any cat	2,533	28.0%	120
HH owns any dog	3,590	39.7%	115
Reading Materials (Adults)			
Bought book in last 12 months	8,722	45.4%	92
Read any daily newspaper	8,234	42.9%	100
Heavy magazine reader	3,274	17.1%	86
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	13,488	70.3%	96
Went to family restaurant/steak house last mo: <2 times	4,907	25.6%	98
Went to family restaurant/steak house last mo: 2-4 times	4,981	26.0%	95
Went to family restaurant/steak house last mo: 5+ times	3,601	18.8%	96
Went to fast food/drive-in restaurant in last 6 mo	17,358	90.4%	101
Went to fast food/drive-in restaurant <5 times/mo	5,755	30.0%	98
Went to fast food/drive-in 5-12 times/mo	6,333	33.0%	105
Went to fast food/drive-in restaurant 13+ times/mo	5,272	27.5%	99
Fast food/drive-in last 6 mo: eat in	7,771	40.5%	105
Fast food/drive-in last 6 mo: home delivery	2,080	10.8%	97
Fast food/drive-in last 6 mo: take-out/drive-thru	10,665	55.6%	106
Fast food/drive-in last 6 mo: take-out/walk-in	4,273	22.3%	91

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Telephones & Service (Households)			
HH owns in-home cordless telephone	5,804	64.2%	100
HH average monthly long distance phone bill: <\$16	2,613	28.9%	104
HH average monthly long distance phone bill: \$16-25	1,033	11.4%	97
HH average monthly long distance phone bill: \$26-59	853	9.4%	97
HH average monthly long distance phone bill: \$60+	344	3.8%	87
Television & Sound Equipment (Households)			
HH owns 1 TV	1,822	20.2%	101
HH owns 2 TVs	2,497	27.6%	104
HH owns 3 TVs	1,926	21.3%	95
HH owns 4+ TVs	1,774	19.6%	94
HH subscribes to cable TV	4,417	48.9%	84
HH watched 15+ hours of cable TV last week	5,487	60.7%	101
Purchased audio equipment in last 12 months	657	7.3%	88
Purchased CD player in last 12 months	451	5.0%	95
Purchased DVD player in last 12 months	940	10.4%	98
Purchased MP3 player in last 12 months	597	6.6%	76
Purchased video game system in last 12 months	753	8.3%	96
Travel (Adults)			
Domestic travel in last 12 months	9,379	48.9%	92
Took 3+ domestic trips in last 12 months	3,434	17.9%	86
Spent on domestic vacations last 12 mo: <\$1000	2,216	11.5%	91
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,469	7.7%	111
Spent on domestic vacations last 12 mo: \$1500-\$1999	537	2.8%	70
Spent on domestic vacations last 12 mo: \$2000-\$2999	582	3.0%	74
Spent on domestic vacations last 12 mo: \$3000+	600	3.1%	65
Foreign travel in last 3 years	3,397	17.7%	71
Took 3+ foreign trips by plane in last 3 years	426	2.2%	49
Spent on foreign vacations last 12 mo: <\$1000	774	4.0%	73
Spent on foreign vacations last 12 mo: \$1000-\$2999	466	2.4%	61
Spent on foreign vacations: \$3000+	539	2.8%	60
Stayed 1+ nights at hotel/motel in last 12 months	7,240	37.7%	91

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Retail Market Potential

Prepared by George Alexander

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 30 minutes

Latitude: 30.147184
Longitude: -96.396612

Demographic Summary	2010	2015
Population	44,077	45,121
Total Number of Adults	34,006	34,823
Households	16,369	16,772
Median Household Income	\$42,849	\$48,739

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	16,666	49.0%	97
Bought any women's apparel in last 12 months	15,437	45.4%	100
Bought apparel for child <13 in last 6 months	9,194	27.0%	96
Bought any shoes in last 12 months	17,237	50.7%	97
Bought costume jewelry in last 12 months	6,756	19.9%	95
Bought any fine jewelry in last 12 months	7,628	22.4%	98
Bought a watch in last 12 months	7,282	21.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	14,608	89.2%	102
HH bought new vehicle in last 12 months	1,124	6.9%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	30,317	89.2%	103
Bought/changed motor oil in last 12 months	20,765	61.1%	118
Had tune-up in last 12 months	10,109	29.7%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	19,231	56.6%	90
Drank regular cola in last 6 months	18,470	54.3%	104
Drank beer/ale in last 6 months	13,167	38.7%	91
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,234	15.4%	104
Bought film in last 12 months	8,371	24.6%	104
Bought digital camera in last 12 months	2,234	6.6%	93
Bought memory card for camera in last 12 months	2,361	6.9%	91
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	9,486	27.9%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,011	26.5%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	9,645	28.4%	89
Avg monthly cell/mobile phone/PDA bill: \$100+	4,568	13.4%	88
Computers (Households)			
HH owns a personal computer	10,401	63.5%	88
HH spent <\$500 on home PC	1,552	9.5%	105
HH spent \$500-\$999 on home PC	2,938	17.9%	98
HH spent \$1000-\$1499 on home PC	2,003	12.2%	83
HH spent \$1500-\$1999 on home PC	1,147	7.0%	84
Spent \$2000+ on home PC	914	5.6%	72

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	20,657	60.7%	102
Bought cigarettes at convenience store in last 30 days	6,061	17.8%	121
Bought gas at convenience store in last 30 days	13,846	40.7%	123
Spent at convenience store in last 30 days: <\$20	2,751	8.1%	83
Spent at convenience store in last 30 days: \$20-39	3,090	9.1%	91
Spent at convenience store in last 30 days: \$40+	13,501	39.7%	113
Entertainment (Adults)			
Attended movies in last 6 months	17,499	51.5%	88
Went to live theater in last 6 months	3,074	9.0%	72
Went to a bar/night club in last 12 months	5,556	16.3%	89
Dined out in last 12 months	15,285	44.9%	92
Gambled at a casino in last 12 months	4,954	14.6%	91
Visited a theme park in last 12 months	5,874	17.3%	78
DVDs rented in last 30 days: 1	864	2.5%	96
DVDs rented in last 30 days: 2	1,445	4.2%	91
DVDs rented in last 30 days: 3	942	2.8%	89
DVDs rented in last 30 days: 4	1,201	3.5%	88
DVDs rented in last 30 days: 5+	4,342	12.8%	97
DVDs purchased in last 30 days: 1	1,827	5.4%	100
DVDs purchased in last 30 days: 2	1,828	5.4%	102
DVDs purchased in last 30 days: 3-4	1,734	5.1%	104
DVDs purchased in last 30 days: 5+	1,795	5.3%	98
Spent on toys/games in last 12 months: <\$50	2,391	7.0%	112
Spent on toys/games in last 12 months: \$50-\$99	954	2.8%	102
Spent on toys/games in last 12 months: \$100-\$199	2,260	6.6%	93
Spent on toys/games in last 12 months: \$200-\$499	3,338	9.8%	95
Spent on toys/games in last 12 months: \$500+	1,524	4.5%	81
Financial (Adults)			
Have home mortgage (1st)	5,575	16.4%	90
Used ATM/cash machine in last 12 months	14,930	43.9%	86
Own any stock	2,313	6.8%	76
Own U.S. savings bond	2,236	6.6%	93
Own shares in mutual fund (stock)	2,500	7.4%	78
Own shares in mutual fund (bonds)	1,648	4.8%	84
Used full service brokerage firm in last 12 months	1,616	4.8%	78
Used discount brokerage firm in last 12 months	450	1.3%	67
Have 401K retirement savings	4,656	13.7%	83
Own any credit/debit card (in own name)	23,480	69.0%	94
Avg monthly credit card expenditures: <\$111	5,378	15.8%	108
Avg monthly credit card expenditures: \$111-225	3,331	9.8%	109
Avg monthly credit card expenditures: \$226-450	2,570	7.6%	88
Avg monthly credit card expenditures: \$451-700	1,998	5.9%	82
Avg monthly credit card expenditures: \$701+	3,189	9.4%	68

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	24,883	73.2%	105
Used bread in last 6 months	33,097	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	25,594	75.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	17,272	50.8%	100
Used fresh fruit/vegetables in last 6 months	29,598	87.0%	101
Used fresh milk in last 6 months	31,293	92.0%	101
Health (Adults)			
Exercise at home 2+ times per week	9,230	27.1%	92
Exercise at club 2+ times per week	2,649	7.8%	67
Visited a doctor in last 12 months	26,791	78.8%	101
Used vitamin/dietary supplement in last 6 months	15,929	46.8%	98
Home (Households)			
Any home improvement in last 12 months	4,932	30.1%	96
Used housekeeper/maid/professional cleaning service in last 12 months	2,023	12.4%	79
Purchased any HH furnishing in last 12 months	1,484	9.1%	86
Purchased bedding/bath goods in last 12 months	8,590	52.5%	96
Purchased cooking/serving product in last 12 months	4,281	26.2%	96
Bought any kitchen appliance in last 12 months	2,876	17.6%	99
Insurance (Adults)			
Currently carry any life insurance	16,996	50.0%	103
Have medical/hospital/accident insurance	24,485	72.0%	99
Carry homeowner insurance	18,920	55.6%	105
Carry renter insurance	1,834	5.4%	90
Have auto/other vehicle insurance	29,574	87.0%	103
Pets (Households)			
HH owns any pet	8,866	54.2%	114
HH owns any cat	4,602	28.1%	121
HH owns any dog	6,784	41.4%	120
Reading Materials (Adults)			
Bought book in last 12 months	15,267	44.9%	91
Read any daily newspaper	14,029	41.3%	96
Heavy magazine reader	5,700	16.8%	84
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	23,712	69.7%	96
Went to family restaurant/steak house last mo: <2 times	8,632	25.4%	98
Went to family restaurant/steak house last mo: 2-4 times	8,802	25.9%	94
Went to family restaurant/steak house last mo: 5+ times	6,280	18.5%	95
Went to fast food/drive-in restaurant in last 6 mo	30,703	90.3%	101
Went to fast food/drive-in restaurant <5 times/mo	10,384	30.5%	100
Went to fast food/drive-in 5-12 times/mo	10,928	32.1%	102
Went to fast food/drive-in restaurant 13+ times/mo	9,391	27.6%	100
Fast food/drive-in last 6 mo: eat in	13,426	39.5%	103
Fast food/drive-in last 6 mo: home delivery	3,371	9.9%	89
Fast food/drive-in last 6 mo: take-out/drive-thru	18,534	54.5%	104
Fast food/drive-in last 6 mo: take-out/walk-in	7,499	22.1%	90

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	10,585	64.7%	101
HH average monthly long distance phone bill: <\$16	4,682	28.6%	103
HH average monthly long distance phone bill: \$16-25	1,926	11.8%	100
HH average monthly long distance phone bill: \$26-59	1,626	9.9%	102
HH average monthly long distance phone bill: \$60+	664	4.1%	92
Television & Sound Equipment (Households)			
HH owns 1 TV	3,247	19.8%	100
HH owns 2 TVs	4,495	27.5%	103
HH owns 3 TVs	3,534	21.6%	96
HH owns 4+ TVs	3,271	20.0%	95
HH subscribes to cable TV	7,376	45.1%	78
HH watched 15+ hours of cable TV last week	9,795	59.8%	100
Purchased audio equipment in last 12 months	1,123	6.9%	83
Purchased CD player in last 12 months	834	5.1%	97
Purchased DVD player in last 12 months	1,717	10.5%	99
Purchased MP3 player in last 12 months	1,036	6.3%	72
Purchased video game system in last 12 months	1,314	8.0%	92
Travel (Adults)			
Domestic travel in last 12 months	16,466	48.4%	92
Took 3+ domestic trips in last 12 months	6,249	18.4%	88
Spent on domestic vacations last 12 mo: <\$1000	3,763	11.1%	87
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,406	7.1%	102
Spent on domestic vacations last 12 mo: \$1500-\$1999	961	2.8%	70
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,049	3.1%	75
Spent on domestic vacations last 12 mo: \$3000+	1,101	3.2%	67
Foreign travel in last 3 years	5,683	16.7%	67
Took 3+ foreign trips by plane in last 3 years	720	2.1%	47
Spent on foreign vacations last 12 mo: <\$1000	1,378	4.1%	74
Spent on foreign vacations last 12 mo: \$1000-\$2999	800	2.4%	59
Spent on foreign vacations: \$3000+	944	2.8%	60
Stayed 1+ nights at hotel/motel in last 12 months	12,939	38.0%	92

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