Retail Market Potential

prepared by Wayne D'Amico CCIM

Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring

Site Type: Ring

Latitude: 42.489776
Longitude: -71.19926
Radius: 1 Miles

Demographic Summary	**2009**	**2014**
Population	4,969	5,210
Total Number of Adults	3,886	4,104
Households	2,024	2,134
Median Household Income	$96,758	$102,591

Product/Consumer Behavior	**Expected Number of Adults/HHs**	**Percent of Adults/HHs**	**MPI**
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,941	50.0%	99
Bought any women's apparel in last 12 months	1,899	48.9%	107
Bought apparel for child <13 in last 6 months	1,021	26.3%	93
Bought any shoes in last 12 months	2,021	52.0%	100
Bought costume jewelry in last 12 months	930	24.0%	115
Bought any fine jewelry in last 12 months	923	23.8%	104
Bought a watch in last 12 months	777	20.0%	97
Automobiles (Households)			
HH owns/leases any vehicle	1,827	90.3%	104
HH bought new vehicle in last 12 months	197	9.7%	118
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,545	91.3%	105
Bought/changed motor oil in last 12 months	1,661	42.8%	83
Had tune-up in last 12 months	1,390	35.8%	114
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,749	70.8%	113
Drank regular cola in last 6 months	1,576	40.6%	78
Drank beer/ale in last 6 months	1,809	46.6%	110
Cameras & Film (Adults)			
Bought any camera in last 12 months	570	14.7%	99
Bought film in last 12 months	834	21.5%	91
Bought digital camera in last 12 months	309	8.0%	113
Bought memory card for camera in last 12 months	324	8.3%	110
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	1,150	29.6%	101
Avg monthly cell/mobile phone/PDA bill: $1-$49	1,134	29.2%	113
Avg monthly cell/mobile phone/PDA bill: $50-99	1,279	32.9%	104
Avg monthly cell/mobile phone/PDA bill: $100+	652	16.8%	109
Computers (Households)			
HH owns a personal computer	1,639	81.0%	113
HH spent <$500 on home PC	158	7.8%	86
HH spent $500-$999 on home PC	361	17.8%	97
HH spent $1000-$1499 on home PC	385	19.0%	129
HH spent $1500-$1999 on home PC	197	9.7%	117
Spent $2000+ on home PC	208	10.3%	133

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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

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1-3-5 Ring

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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	2,170	55.9%	93
Bought cigarettes at convenience store in last 30 days	320	8.2%	56
Bought gas at convenience store in last 30 days	789	20.3%	61
Spent at convenience store in last 30 days: <$20	525	13.5%	139
Spent at convenience store in last 30 days: $20-39	416	10.7%	107
Spent at convenience store in last 30 days: $40+	938	24.2%	69
Entertainment (Adults)			
Attended movies in last 6 months	2,533	65.2%	112
Went to live theater in last 6 months	762	19.6%	156
Went to a bar/night club in last 12 months	788	20.3%	111
Dined out in last 12 months	2,260	58.2%	119
Gambled at a casino in last 12 months	792	20.4%	127
Visited a theme park in last 12 months	987	25.4%	114
DVDs rented in last 30 days: 1	124	3.2%	120
DVDs rented in last 30 days: 2	192	4.9%	106
DVDs rented in last 30 days: 3	142	3.7%	118
DVDs rented in last 30 days: 4	161	4.1%	104
DVDs rented in last 30 days: 5+	506	13.0%	99
DVDs purchased in last 30 days: 1	186	4.8%	89
DVDs purchased in last 30 days: 2	191	4.9%	94
DVDs purchased in last 30 days: 3-4	152	3.9%	80
DVDs purchased in last 30 days: 5+	153	3.9%	73
Spent on toys/games in last 12 months: <$50	217	5.6%	89
Spent on toys/games in last 12 months: $50-$99	90	2.3%	85
Spent on toys/games in last 12 months: $100-$199	310	8.0%	112
Spent on toys/games in last 12 months: $200-$499	416	10.7%	103
Spent on toys/games in last 12 months: $500+	276	7.1%	129
Financial (Adults)			
Have home mortgage (1st)	822	21.2%	117
Used ATM/cash machine in last 12 months	2,192	56.5%	111
Own any stock	572	14.7%	164
Own U.S. savings bond	351	9.0%	128
Own shares in mutual fund (stock)	538	13.9%	147
Own shares in mutual fund (bonds)	362	9.3%	162
Used full service brokerage firm in last 12 months	389	10.0%	165
Used discount brokerage firm in last 12 months	136	3.5%	178
Have 401K retirement savings	795	20.5%	124
Own any credit/debit card (in own name)	3,251	83.7%	114
Avg monthly credit card expenditures: <$111	504	13.0%	89
Avg monthly credit card expenditures: $111-225	342	8.8%	98
Avg monthly credit card expenditures: $226-450	414	10.7%	124
Avg monthly credit card expenditures: $451-700	359	9.2%	129
Avg monthly credit card expenditures: $701+	871	22.4%	164

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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	2,547	65.6%	94
Used bread in last 6 months	3,750	96.6%	100
Used chicken/turkey (fresh or frozen) in last 6 months	2,918	75.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	2,038	52.5%	103
Used fresh fruit/vegetables in last 6 months	3,454	89.0%	103
Used fresh milk in last 6 months	3,522	90.7%	100
Health (Adults)			
Exercise at home 2+ times per week	1,296	33.4%	113
Exercise at club 2+ times per week	646	16.6%	144
Visited a doctor in last 12 months	3,267	84.1%	107
Used vitamin/dietary supplement in last 6 months	2,132	54.9%	115
Home (Households)			
Any home improvement in last 12 months	717	35.4%	113
Used housekeeper/maid/professional cleaning service in last 12 months	537	26.5%	169
Purchased any HH furnishing in last 12 months	219	10.8%	102
Purchased bedding/bath goods in last 12 months	1,143	56.5%	103
Purchased cooking/serving product in last 12 months	540	26.7%	98
Bought any kitchen appliance in last 12 months	389	19.2%	108
Insurance (Adults)			
Currently carry any life insurance	2,008	51.7%	107
Have medical/hospital/accident insurance	3,138	80.8%	111
Carry homeowner insurance	2,435	62.7%	118
Carry renter insurance	220	5.7%	94
Have auto/other vehicle insurance	3,513	90.5%	107
Pets (Households)			
HH owns any pet	883	43.6%	92
HH owns any cat	408	20.2%	86
HH owns any dog	593	29.3%	85
Reading Materials (Adults)			
Bought book in last 12 months	2,283	58.8%	119
Read any daily newspaper	2,153	55.4%	129
Heavy magazine reader	974	25.1%	126
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	3,013	77.6%	106
Went to family restaurant/steak house last mo: <2 times	1,096	28.2%	108
Went to family restaurant/steak house last mo: 2-4 times	1,142	29.4%	107
Went to family restaurant/steak house last mo: 5+ times	775	20.0%	102
Went to fast food/drive-in restaurant in last 6 mo	3,440	88.6%	99
Went to fast food/drive-in restaurant <5 times/mo	1,353	34.8%	114
Went to fast food/drive-in 5-12 times/mo	1,182	30.4%	97
Went to fast food/drive-in restaurant 13+ times/mo	904	23.3%	84
Fast food/drive-in last 6 mo: eat in	1,351	34.8%	90
Fast food/drive-in last 6 mo: home delivery	314	8.1%	73
Fast food/drive-in last 6 mo: take-out/drive-thru	1,752	45.1%	86
Fast food/drive-in last 6 mo: take-out/walk-in	1,168	30.1%	123

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1-3-5 Ring

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Radius: 1 Miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,466	72.4%	113
HH average monthly long distance phone bill: <$16	616	30.4%	109
HH average monthly long distance phone bill: $16-25	267	13.2%	112
HH average monthly long distance phone bill: $26-59	250	12.4%	127
HH average monthly long distance phone bill: $60+	110	5.4%	124
Television & Sound Equipment (Households)			
HH owns 1 TV	368	18.2%	91
HH owns 2 TVs	543	26.8%	101
HH owns 3 TVs	455	22.5%	100
HH owns 4+ TVs	486	24.0%	115
HH subscribes to cable TV	1,553	76.7%	133
HH watched 15+ hours of cable TV last week	1,296	64.0%	107
Purchased audio equipment in last 12 months	156	7.7%	93
Purchased CD player in last 12 months	84	4.2%	79
Purchased DVD player in last 12 months	206	10.2%	96
Purchased MP3 player in last 12 months	207	10.2%	117
Purchased video game system in last 12 months	157	7.8%	89
Travel (Adults)			
Domestic travel in last 12 months	2,478	63.8%	121
Took 3+ domestic trips in last 12 months	977	25.2%	121
Spent on domestic vacations last 12 mo: <$1000	490	12.6%	100
Spent on domestic vacations last 12 mo: $1000-$1499	299	7.7%	111
Spent on domestic vacations last 12 mo: $1500-$1999	222	5.7%	142
Spent on domestic vacations last 12 mo: $2000-$2999	257	6.6%	161
Spent on domestic vacations last 12 mo: $3000+	329	8.5%	175
Foreign travel in last 3 years	1,488	38.3%	153
Took 3+ foreign trips by plane in last 3 years	347	8.9%	198
Spent on foreign vacations last 12 mo: <$1000	293	7.5%	137
Spent on foreign vacations last 12 mo: $1000-$2999	240	6.2%	155
Spent on foreign vacations: $3000+	388	10.0%	215
Stayed 1+ nights at hotel/motel in last 12 months	1,914	49.3%	119

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Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring

Site Type: Ring

Latitude: 42.489776
Longitude: -71.19926
Radius: 3 Miles

Demographic Summary	**2009**	**2014**
Population	64,644	65,215
Total Number of Adults	50,077	50,931
Households	25,128	25,440
Median Household Income	$91,232	$97,086

Product/Consumer Behavior	**Expected Number of Adults/HHs**	**Percent of Adults/HHs**	**MPI**
Apparel (Adults)			
Bought any men's apparel in last 12 months	25,828	51.6%	102
Bought any women's apparel in last 12 months	24,348	48.6%	107
Bought apparel for child <13 in last 6 months	13,853	27.7%	98
Bought any shoes in last 12 months	26,772	53.5%	102
Bought costume jewelry in last 12 months	11,717	23.4%	112
Bought any fine jewelry in last 12 months	11,620	23.2%	101
Bought a watch in last 12 months	9,454	18.9%	91
Automobiles (Households)			
HH owns/leases any vehicle	22,691	90.3%	104
HH bought new vehicle in last 12 months	2,583	10.3%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	45,244	90.3%	104
Bought/changed motor oil in last 12 months	21,972	43.9%	85
Had tune-up in last 12 months	17,718	35.4%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	35,432	70.8%	112
Drank regular cola in last 6 months	22,431	44.8%	86
Drank beer/ale in last 6 months	23,774	47.5%	112
Cameras & Film (Adults)			
Bought any camera in last 12 months	7,214	14.4%	97
Bought film in last 12 months	11,154	22.3%	94
Bought digital camera in last 12 months	4,172	8.3%	118
Bought memory card for camera in last 12 months	4,248	8.5%	112
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	15,017	30.0%	102
Avg monthly cell/mobile phone/PDA bill: $1-$49	13,889	27.7%	107
Avg monthly cell/mobile phone/PDA bill: $50-99	16,984	33.9%	107
Avg monthly cell/mobile phone/PDA bill: $100+	8,559	17.1%	111
Computers (Households)			
HH owns a personal computer	20,740	82.5%	115
HH spent <$500 on home PC	2,025	8.1%	89
HH spent $500-$999 on home PC	4,586	18.3%	100
HH spent $1000-$1499 on home PC	4,518	18.0%	122
HH spent $1500-$1999 on home PC	2,678	10.7%	129
Spent $2000+ on home PC	2,622	10.4%	135

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Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring

Site Type: Ring

Latitude: 42.489776
Longitude: -71.19926
Radius: 3 Miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	27,983	55.9%	93
Bought cigarettes at convenience store in last 30 days	4,806	9.6%	65
Bought gas at convenience store in last 30 days	10,340	20.6%	62
Spent at convenience store in last 30 days: <$20	6,276	12.5%	129
Spent at convenience store in last 30 days: $20-39	5,651	11.3%	113
Spent at convenience store in last 30 days: $40+	12,855	25.7%	73
Entertainment (Adults)			
Attended movies in last 6 months	32,380	64.7%	111
Went to live theater in last 6 months	9,549	19.1%	152
Went to a bar/night club in last 12 months	10,189	20.3%	111
Dined out in last 12 months	28,700	57.3%	117
Gambled at a casino in last 12 months	10,008	20.0%	124
Visited a theme park in last 12 months	12,945	25.9%	116
DVDs rented in last 30 days: 1	1,443	2.9%	109
DVDs rented in last 30 days: 2	2,576	5.1%	110
DVDs rented in last 30 days: 3	1,677	3.3%	108
DVDs rented in last 30 days: 4	1,973	3.9%	99
DVDs rented in last 30 days: 5+	6,686	13.4%	102
DVDs purchased in last 30 days: 1	2,524	5.0%	94
DVDs purchased in last 30 days: 2	2,517	5.0%	96
DVDs purchased in last 30 days: 3-4	2,331	4.7%	95
DVDs purchased in last 30 days: 5+	2,159	4.3%	80
Spent on toys/games in last 12 months: <$50	2,640	5.3%	84
Spent on toys/games in last 12 months: $50-$99	1,307	2.6%	95
Spent on toys/games in last 12 months: $100-$199	3,593	7.2%	101
Spent on toys/games in last 12 months: $200-$499	5,245	10.5%	101
Spent on toys/games in last 12 months: $500+	3,844	7.7%	139
Financial (Adults)			
Have home mortgage (1st)	11,066	22.1%	122
Used ATM/cash machine in last 12 months	28,670	57.3%	113
Own any stock	6,727	13.4%	149
Own U.S. savings bond	4,689	9.4%	132
Own shares in mutual fund (stock)	6,654	13.3%	141
Own shares in mutual fund (bonds)	4,226	8.4%	146
Used full service brokerage firm in last 12 months	4,291	8.6%	141
Used discount brokerage firm in last 12 months	1,611	3.2%	163
Have 401K retirement savings	10,438	20.8%	126
Own any credit/debit card (in own name)	41,722	83.3%	114
Avg monthly credit card expenditures: <$111	6,508	13.0%	89
Avg monthly credit card expenditures: $111-225	4,526	9.0%	100
Avg monthly credit card expenditures: $226-450	5,199	10.4%	121
Avg monthly credit card expenditures: $451-700	4,780	9.5%	133
Avg monthly credit card expenditures: $701+	10,787	21.5%	157

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Radius: 3 Miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	33,685	67.3%	97
Used bread in last 6 months	48,441	96.7%	100
Used chicken/turkey (fresh or frozen) in last 6 months	37,800	75.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	26,392	52.7%	103
Used fresh fruit/vegetables in last 6 months	44,469	88.8%	103
Used fresh milk in last 6 months	45,414	90.7%	100
Health (Adults)			
Exercise at home 2+ times per week	16,652	33.3%	113
Exercise at club 2+ times per week	8,580	17.1%	148
Visited a doctor in last 12 months	41,957	83.8%	107
Used vitamin/dietary supplement in last 6 months	26,300	52.5%	110
Home (Households)			
Any home improvement in last 12 months	9,006	35.8%	115
Used housekeeper/maid/professional cleaning service in last 12 months	5,910	23.5%	150
Purchased any HH furnishing in last 12 months	2,870	11.4%	108
Purchased bedding/bath goods in last 12 months	14,281	56.8%	104
Purchased cooking/serving product in last 12 months	6,918	27.5%	102
Bought any kitchen appliance in last 12 months	4,671	18.6%	105
Insurance (Adults)			
Currently carry any life insurance	25,890	51.7%	107
Have medical/hospital/accident insurance	40,134	80.1%	110
Carry homeowner insurance	30,522	61.0%	115
Carry renter insurance	2,827	5.6%	94
Have auto/other vehicle insurance	44,516	88.9%	106
Pets (Households)			
HH owns any pet	11,330	45.1%	95
HH owns any cat	5,152	20.5%	88
HH owns any dog	7,680	30.6%	88
Reading Materials (Adults)			
Bought book in last 12 months	29,094	58.1%	117
Read any daily newspaper	25,995	51.9%	121
Heavy magazine reader	11,813	23.6%	118
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	38,779	77.4%	106
Went to family restaurant/steak house last mo: <2 times	14,173	28.3%	109
Went to family restaurant/steak house last mo: 2-4 times	14,817	29.6%	108
Went to family restaurant/steak house last mo: 5+ times	9,783	19.5%	100
Went to fast food/drive-in restaurant in last 6 mo	44,406	88.7%	99
Went to fast food/drive-in restaurant <5 times/mo	16,649	33.2%	109
Went to fast food/drive-in 5-12 times/mo	15,581	31.1%	99
Went to fast food/drive-in restaurant 13+ times/mo	12,172	24.3%	88
Fast food/drive-in last 6 mo: eat in	17,948	35.8%	93
Fast food/drive-in last 6 mo: home delivery	4,543	9.1%	82
Fast food/drive-in last 6 mo: take-out/drive-thru	23,474	46.9%	90
Fast food/drive-in last 6 mo: take-out/walk-in	14,560	29.1%	118

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25 Mall Rd, Burlington, MA, ...
1-3-5 Ring **Site Type: Ring**

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Longitude: -71.19926
Radius: 3 Miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	17,691	70.4%	109
HH average monthly long distance phone bill: <$16	7,167	28.5%	102
HH average monthly long distance phone bill: $16-25	3,289	13.1%	112
HH average monthly long distance phone bill: $26-59	3,020	12.0%	124
HH average monthly long distance phone bill: $60+	1,240	4.9%	112
Television & Sound Equipment (Households)			
HH owns 1 TV	4,311	17.2%	86
HH owns 2 TVs	6,496	25.9%	97
HH owns 3 TVs	5,868	23.4%	104
HH owns 4+ TVs	6,080	24.2%	116
HH subscribes to cable TV	18,330	72.9%	126
HH watched 15+ hours of cable TV last week	15,676	62.4%	104
Purchased audio equipment in last 12 months	2,021	8.0%	97
Purchased CD player in last 12 months	1,032	4.1%	78
Purchased DVD player in last 12 months	2,513	10.0%	95
Purchased MP3 player in last 12 months	3,027	12.0%	138
Purchased video game system in last 12 months	2,180	8.7%	100
Travel (Adults)			
Domestic travel in last 12 months	31,578	63.1%	119
Took 3+ domestic trips in last 12 months	12,614	25.2%	121
Spent on domestic vacations last 12 mo: <$1000	6,669	13.3%	105
Spent on domestic vacations last 12 mo: $1000-$1499	3,946	7.9%	114
Spent on domestic vacations last 12 mo: $1500-$1999	2,715	5.4%	135
Spent on domestic vacations last 12 mo: $2000-$2999	3,008	6.0%	146
Spent on domestic vacations last 12 mo: $3000+	4,114	8.2%	170
Foreign travel in last 3 years	18,849	37.6%	150
Took 3+ foreign trips by plane in last 3 years	4,425	8.8%	195
Spent on foreign vacations last 12 mo: <$1000	3,662	7.3%	133
Spent on foreign vacations last 12 mo: $1000-$2999	3,065	6.1%	154
Spent on foreign vacations: $3000+	4,702	9.4%	202
Stayed 1+ nights at hotel/motel in last 12 months	23,801	47.5%	115

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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Retail Market Potential

prepared by Wayne D'Amico CCIM

Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring

Site Type: Ring

Latitude: 42.489776
Longitude: -71.19926
Radius: 5 Miles

Demographic Summary	**2009**	**2014**
Population	173,173	173,835
Total Number of Adults	131,253	133,224
Households	65,228	65,704
Median Household Income	$98,278	$103,544

Product/Consumer Behavior	**Expected Number of Adults/HHs**	**Percent of Adults/HHs**	**MPI**
Apparel (Adults)			
Bought any men's apparel in last 12 months	67,995	51.8%	103
Bought any women's apparel in last 12 months	64,222	48.9%	107
Bought apparel for child <13 in last 6 months	36,355	27.7%	98
Bought any shoes in last 12 months	70,134	53.4%	102
Bought costume jewelry in last 12 months	30,686	23.4%	112
Bought any fine jewelry in last 12 months	31,112	23.7%	103
Bought a watch in last 12 months	24,563	18.7%	90
Automobiles (Households)			
HH owns/leases any vehicle	59,304	90.9%	104
HH bought new vehicle in last 12 months	6,950	10.7%	129
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	119,117	90.8%	104
Bought/changed motor oil in last 12 months	56,741	43.2%	83
Had tune-up in last 12 months	46,581	35.5%	113
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	93,271	71.1%	113
Drank regular cola in last 6 months	57,475	43.8%	84
Drank beer/ale in last 6 months	62,867	47.9%	113
Cameras & Film (Adults)			
Bought any camera in last 12 months	19,175	14.6%	98
Bought film in last 12 months	29,482	22.5%	95
Bought digital camera in last 12 months	11,531	8.8%	125
Bought memory card for camera in last 12 months	11,685	8.9%	117
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	39,982	30.5%	103
Avg monthly cell/mobile phone/PDA bill: $1-$49	36,599	27.9%	108
Avg monthly cell/mobile phone/PDA bill: $50-99	44,658	34.0%	107
Avg monthly cell/mobile phone/PDA bill: $100+	23,121	17.6%	115
Computers (Households)			
HH owns a personal computer	55,039	84.4%	117
HH spent <$500 on home PC	5,308	8.1%	90
HH spent $500-$999 on home PC	12,060	18.5%	101
HH spent $1000-$1499 on home PC	11,825	18.1%	123
HH spent $1500-$1999 on home PC	7,227	11.1%	134
Spent $2000+ on home PC	7,366	11.3%	146

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1-3-5 Ring

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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	73,197	55.8%	93
Bought cigarettes at convenience store in last 30 days	12,084	9.2%	62
Bought gas at convenience store in last 30 days	27,253	20.8%	63
Spent at convenience store in last 30 days: <$20	16,691	12.7%	131
Spent at convenience store in last 30 days: $20-39	14,790	11.3%	113
Spent at convenience store in last 30 days: $40+	33,408	25.5%	72
Entertainment (Adults)			
Attended movies in last 6 months	85,763	65.3%	112
Went to live theater in last 6 months	26,045	19.8%	158
Went to a bar/night club in last 12 months	26,769	20.4%	111
Dined out in last 12 months	76,984	58.7%	120
Gambled at a casino in last 12 months	26,045	19.8%	123
Visited a theme park in last 12 months	34,217	26.1%	117
DVDs rented in last 30 days: 1	3,718	2.8%	107
DVDs rented in last 30 days: 2	6,828	5.2%	111
DVDs rented in last 30 days: 3	4,546	3.5%	112
DVDs rented in last 30 days: 4	5,084	3.9%	97
DVDs rented in last 30 days: 5+	17,957	13.7%	104
DVDs purchased in last 30 days: 1	6,869	5.2%	98
DVDs purchased in last 30 days: 2	6,621	5.0%	96
DVDs purchased in last 30 days: 3-4	6,350	4.8%	99
DVDs purchased in last 30 days: 5+	5,544	4.2%	78
Spent on toys/games in last 12 months: <$50	6,936	5.3%	84
Spent on toys/games in last 12 months: $50-$99	3,405	2.6%	95
Spent on toys/games in last 12 months: $100-$199	9,518	7.3%	102
Spent on toys/games in last 12 months: $200-$499	13,895	10.6%	102
Spent on toys/games in last 12 months: $500+	10,299	7.8%	142
Financial (Adults)			
Have home mortgage (1st)	30,182	23.0%	127
Used ATM/cash machine in last 12 months	76,295	58.1%	115
Own any stock	18,508	14.1%	157
Own U.S. savings bond	12,466	9.5%	134
Own shares in mutual fund (stock)	18,601	14.2%	151
Own shares in mutual fund (bonds)	11,661	8.9%	154
Used full service brokerage firm in last 12 months	11,780	9.0%	148
Used discount brokerage firm in last 12 months	4,462	3.4%	173
Have 401K retirement savings	27,945	21.3%	129
Own any credit/debit card (in own name)	109,824	83.7%	114
Avg monthly credit card expenditures: <$111	16,489	12.6%	86
Avg monthly credit card expenditures: $111-225	11,998	9.1%	101
Avg monthly credit card expenditures: $226-450	13,385	10.2%	119
Avg monthly credit card expenditures: $451-700	12,535	9.6%	133
Avg monthly credit card expenditures: $701+	30,194	23.0%	168

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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	88,320	67.3%	97
Used bread in last 6 months	127,027	96.8%	100
Used chicken/turkey (fresh or frozen) in last 6 months	99,057	75.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	69,251	52.8%	103
Used fresh fruit/vegetables in last 6 months	117,181	89.3%	103
Used fresh milk in last 6 months	118,997	90.7%	100
Health (Adults)			
Exercise at home 2+ times per week	44,122	33.6%	114
Exercise at club 2+ times per week	23,501	17.9%	155
Visited a doctor in last 12 months	110,416	84.1%	107
Used vitamin/dietary supplement in last 6 months	70,102	53.4%	112
Home (Households)			
Any home improvement in last 12 months	23,906	36.6%	117
Used housekeeper/maid/professional cleaning service in last 12 months	16,059	24.6%	157
Purchased any HH furnishing in last 12 months	7,442	11.4%	108
Purchased bedding/bath goods in last 12 months	37,003	56.7%	104
Purchased cooking/serving product in last 12 months	18,030	27.6%	102
Bought any kitchen appliance in last 12 months	12,418	19.0%	107
Insurance (Adults)			
Currently carry any life insurance	68,067	51.9%	107
Have medical/hospital/accident insurance	105,976	80.7%	111
Carry homeowner insurance	81,232	61.9%	117
Carry renter insurance	7,185	5.5%	91
Have auto/other vehicle insurance	116,741	88.9%	106
Pets (Households)			
HH owns any pet	30,427	46.6%	98
HH owns any cat	13,844	21.2%	91
HH owns any dog	20,687	31.7%	92
Reading Materials (Adults)			
Bought book in last 12 months	77,462	59.0%	119
Read any daily newspaper	68,830	52.4%	122
Heavy magazine reader	30,962	23.6%	118
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	101,240	77.1%	106
Went to family restaurant/steak house last mo: <2 times	37,238	28.4%	109
Went to family restaurant/steak house last mo: 2-4 times	38,878	29.6%	108
Went to family restaurant/steak house last mo: 5+ times	25,334	19.3%	99
Went to fast food/drive-in restaurant in last 6 mo	116,033	88.4%	99
Went to fast food/drive-in restaurant <5 times/mo	43,616	33.2%	109
Went to fast food/drive-in 5-12 times/mo	40,963	31.2%	99
Went to fast food/drive-in restaurant 13+ times/mo	31,665	24.1%	87
Fast food/drive-in last 6 mo: eat in	47,484	36.2%	94
Fast food/drive-in last 6 mo: home delivery	11,931	9.1%	82
Fast food/drive-in last 6 mo: take-out/drive-thru	62,022	47.3%	90
Fast food/drive-in last 6 mo: take-out/walk-in	38,192	29.1%	119

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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	46,821	71.8%	112
HH average monthly long distance phone bill: <$16	18,503	28.4%	102
HH average monthly long distance phone bill: $16-25	8,837	13.5%	115
HH average monthly long distance phone bill: $26-59	8,291	12.7%	131
HH average monthly long distance phone bill: $60+	3,400	5.2%	119
Television & Sound Equipment (Households)			
HH owns 1 TV	11,017	16.9%	85
HH owns 2 TVs	16,504	25.3%	95
HH owns 3 TVs	15,349	23.5%	105
HH owns 4+ TVs	16,504	25.3%	121
HH subscribes to cable TV	47,349	72.6%	126
HH watched 15+ hours of cable TV last week	40,026	61.4%	102
Purchased audio equipment in last 12 months	5,315	8.1%	98
Purchased CD player in last 12 months	2,701	4.1%	79
Purchased DVD player in last 12 months	6,435	9.9%	93
Purchased MP3 player in last 12 months	8,071	12.4%	142
Purchased video game system in last 12 months	5,835	8.9%	103
Travel (Adults)			
Domestic travel in last 12 months	84,433	64.3%	122
Took 3+ domestic trips in last 12 months	34,575	26.3%	127
Spent on domestic vacations last 12 mo: <$1000	17,485	13.3%	105
Spent on domestic vacations last 12 mo: $1000-$1499	11,168	8.5%	123
Spent on domestic vacations last 12 mo: $1500-$1999	7,321	5.6%	139
Spent on domestic vacations last 12 mo: $2000-$2999	7,944	6.1%	147
Spent on domestic vacations last 12 mo: $3000+	11,594	8.8%	183
Foreign travel in last 3 years	51,420	39.2%	156
Took 3+ foreign trips by plane in last 3 years	12,794	9.7%	216
Spent on foreign vacations last 12 mo: <$1000	10,010	7.6%	139
Spent on foreign vacations last 12 mo: $1000-$2999	8,296	6.3%	159
Spent on foreign vacations: $3000+	13,369	10.2%	219
Stayed 1+ nights at hotel/motel in last 12 months	64,347	49.0%	119

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