



Retail Market Potential

104 Switcher St, Wildwood, Florida, 34785 2
104 Switcher St, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85534
Longitude: -82.04403

Demographic Summary		2019	2024
Population		3,290	4,037
Population 18+		2,699	3,365
Households		1,553	1,920
Median Household Income		\$36,405	\$43,353

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,094	40.5%	86
Bought any women's clothing in last 12 months	988	36.6%	85
Bought clothing for child <13 years in last 6 months	597	22.1%	83
Bought any shoes in last 12 months	1,165	43.2%	82
Bought costume jewelry in last 12 months	419	15.5%	89
Bought any fine jewelry in last 12 months	433	16.0%	90
Bought a watch in last 12 months	414	15.3%	99
Automobiles (Households)			
HH owns/leases any vehicle	1,226	78.9%	92
HH bought/leased new vehicle last 12 months	109	7.0%	72
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,158	80.0%	94
Bought/changed motor oil in last 12 months	1,194	44.2%	93
Had tune-up in last 12 months	645	23.9%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,846	68.4%	95
Drank regular cola in last 6 months	1,289	47.8%	108
Drank beer/ale in last 6 months	968	35.9%	85
Cameras (Adults)			
Own digital point & shoot camera/camcorder	229	8.5%	85
Own digital SLR camera/camcorder	133	4.9%	62
Printed digital photos in last 12 months	415	15.4%	67
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	812	30.1%	87
Have a smartphone	1,988	73.7%	88
Have a smartphone: Android phone (any brand)	1,298	48.1%	119
Have a smartphone: Apple iPhone	615	22.8%	54
Number of cell phones in household: 1	656	42.2%	139
Number of cell phones in household: 2	556	35.8%	93
Number of cell phones in household: 3+	294	18.9%	67
HH has cell phone only (no landline telephone)	838	54.0%	96
Computers (Households)			
HH owns a computer	953	61.4%	83
HH owns desktop computer	474	30.5%	83
HH owns laptop/notebook	671	43.2%	76
HH owns any Apple/Mac brand computer	153	9.9%	54
HH owns any PC/non-Apple brand computer	845	54.4%	89
HH purchased most recent computer in a store	460	29.6%	82
HH purchased most recent computer online	118	7.6%	56
Spent <\$1-499 on most recent home computer	224	14.4%	98
Spent \$500-\$999 on most recent home computer	201	12.9%	77
Spent \$1,000-\$1,499 on most recent home computer	108	7.0%	73
Spent \$1,500-\$1,999 on most recent home computer	64	4.1%	93
Spent \$2,000+ on most recent home computer	40	2.6%	65

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2019 and 2024.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,724	63.9%	101
Bought brewed coffee at convenience store in last 30 days	331	12.3%	88
Bought cigarettes at convenience store in last 30 days	475	17.6%	163
Bought gas at convenience store in last 30 days	1,097	40.6%	109
Spent at convenience store in last 30 days: <\$1-19	168	6.2%	90
Spent at convenience store in last 30 days: \$20-\$39	205	7.6%	80
Spent at convenience store in last 30 days: \$40-\$50	241	8.9%	108
Spent at convenience store in last 30 days: \$51-\$99	160	5.9%	107
Spent at convenience store in last 30 days: \$100+	609	22.6%	101
Entertainment (Adults)			
Attended a movie in last 6 months	1,274	47.2%	81
Went to live theater in last 12 months	301	11.2%	101
Went to a bar/night club in last 12 months	277	10.3%	60
Dined out in last 12 months	1,132	41.9%	81
Gambled at a casino in last 12 months	332	12.3%	93
Visited a theme park in last 12 months	315	11.7%	62
Viewed movie (video-on-demand) in last 30 days	355	13.2%	75
Viewed TV show (video-on-demand) in last 30 days	263	9.7%	77
Watched any pay-per-view TV in last 12 months	179	6.6%	68
Downloaded a movie over the Internet in last 30 days	185	6.9%	72
Downloaded any individual song in last 6 months	347	12.9%	67
Watched a movie online in the last 30 days	491	18.2%	67
Watched a TV program online in last 30 days	354	13.1%	69
Played a video/electronic game (console) in last 12 months	214	7.9%	90
Played a video/electronic game (portable) in last 12 months	134	5.0%	106
Financial (Adults)			
Have home mortgage (1st)	533	19.7%	64
Used ATM/cash machine in last 12 months	1,149	42.6%	80
Own any stock	202	7.5%	104
Own U.S. savings bond	112	4.1%	95
Own shares in mutual fund (stock)	171	6.3%	89
Own shares in mutual fund (bonds)	110	4.1%	85
Have interest checking account	610	22.6%	79
Have non-interest checking account	661	24.5%	84
Have savings account	1,245	46.1%	81
Have 401K retirement savings plan	230	8.5%	53
Own/used any credit/debit card in last 12 months	1,875	69.5%	88
Avg monthly credit card expenditures: <\$1-110	262	9.7%	84
Avg monthly credit card expenditures: \$111-\$225	199	7.4%	100
Avg monthly credit card expenditures: \$226-\$450	177	6.6%	96
Avg monthly credit card expenditures: \$451-\$700	123	4.6%	74
Avg monthly credit card expenditures: \$701-\$1,000	120	4.4%	79
Avg monthly credit card expenditures: \$1,001+	178	6.6%	57
Did banking online in last 12 months	701	26.0%	67
Did banking on mobile device in last 12 months	405	15.0%	58
Paid bills online in last 12 months	955	35.4%	71

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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	1,080	69.5%	101
Used bread in last 6 months	1,466	94.4%	101
Used chicken (fresh or frozen) in last 6 months	995	64.1%	92
Used turkey (fresh or frozen) in last 6 months	238	15.3%	102
Used fish/seafood (fresh or frozen) in last 6 months	901	58.0%	105
Used fresh fruit/vegetables in last 6 months	1,294	83.3%	97
Used fresh milk in last 6 months	1,323	85.2%	99
Used organic food in last 6 months	288	18.5%	78
Health (Adults)			
Exercise at home 2+ times per week	503	18.6%	68
Exercise at club 2+ times per week	244	9.0%	63
Visited a doctor in last 12 months	2,080	77.1%	100
Used vitamin/dietary supplement in last 6 months	1,354	50.2%	93
Home (Households)			
Did any home improvement in last 12 months	353	22.7%	82
Used any housekeeper/professional cleaning service in last 12 months	216	13.9%	95
Purchased low ticket HH furnishings in last 12 months	238	15.3%	90
Purchased big ticket HH furnishings in last 12 months	292	18.8%	85
Bought any small kitchen appliance in last 12 months	299	19.3%	86
Bought any large kitchen appliance in last 12 months	192	12.4%	89
Insurance (Adults/Households)			
Currently carry life insurance	955	35.4%	80
Carry medical/hospital/accident insurance	1,814	67.2%	90
Carry homeowner insurance	1,121	41.5%	88
Carry renter's insurance	224	8.3%	98
Have auto insurance: 1 vehicle in household covered	673	43.3%	140
Have auto insurance: 2 vehicles in household covered	341	22.0%	77
Have auto insurance: 3+ vehicles in household covered	177	11.4%	50
Pets (Households)			
Household owns any pet	732	47.1%	86
Household owns any cat	295	19.0%	83
Household owns any dog	558	35.9%	86
Psychographics (Adults)			
Buying American is important to me	1,240	45.9%	117
Usually buy items on credit rather than wait	430	15.9%	121
Usually buy based on quality - not price	567	21.0%	111
Price is usually more important than brand name	817	30.3%	110
Usually use coupons for brands I buy often	546	20.2%	117
Am interested in how to help the environment	476	17.6%	91
Usually pay more for environ safe product	453	16.8%	118
Usually value green products over convenience	345	12.8%	113
Likely to buy a brand that supports a charity	943	34.9%	99
Reading (Adults)			
Bought digital book in last 12 months	225	8.3%	64
Bought hardcover book in last 12 months	384	14.2%	71
Bought paperback book in last 12 month	526	19.5%	68
Read any daily newspaper (paper version)	541	20.0%	109
Read any digital newspaper in last 30 days	694	25.7%	65
Read any magazine (paper/electronic version) in last 6 months	2,306	85.4%	94

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,835	68.0%	91
Went to family restaurant/steak house: 4+ times a month	674	25.0%	94
Went to fast food/drive-in restaurant in last 6 months	2,351	87.1%	96
Went to fast food/drive-in restaurant 9+ times/month	960	35.6%	91
Fast food restaurant last 6 months: eat in	909	33.7%	91
Fast food restaurant last 6 months: home delivery	189	7.0%	81
Fast food restaurant last 6 months: take-out/drive-thru	1,120	41.5%	88
Fast food restaurant last 6 months: take-out/walk-in	434	16.1%	77
Television & Electronics (Adults/Households)			
Own any tablet	1,054	39.1%	81
Own any e-reader	183	6.8%	81
Own e-reader/tablet: iPad	465	17.2%	61
HH has Internet connectable TV	307	19.8%	69
Own any portable MP3 player	346	12.8%	69
HH owns 1 TV	329	21.2%	101
HH owns 2 TVs	399	25.7%	96
HH owns 3 TVs	343	22.1%	105
HH owns 4+ TVs	227	14.6%	84
HH subscribes to cable TV	743	47.8%	110
HH subscribes to fiber optic	78	5.0%	71
HH owns portable GPS navigation device	285	18.4%	80
HH purchased video game system in last 12 months	90	5.8%	70
HH owns any Internet video device for TV	239	15.4%	64
Travel (Adults)			
Took domestic trip in continental US last 12 months	987	36.6%	70
Took 3+ domestic non-business trips in last 12 months	211	7.8%	66
Spent on domestic vacations in last 12 months: <\$1-999	218	8.1%	75
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	121	4.5%	72
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	63	2.3%	58
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	91	3.4%	81
Spent on domestic vacations in last 12 months: \$3,000+	132	4.9%	76
Domestic travel in last 12 months: used general travel website	147	5.4%	80
Took foreign trip (including Alaska and Hawaii) in last 3 years	373	13.8%	50
Took 3+ foreign trips by plane in last 3 years	87	3.2%	59
Spent on foreign vacations in last 12 months: <\$1-999	77	2.9%	61
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	59	2.2%	55
Spent on foreign vacations in last 12 months: \$3,000+	119	4.4%	70
Foreign travel in last 3 years: used general travel website	100	3.7%	65
Nights spent in hotel/motel in last 12 months: any	838	31.0%	70
Took cruise of more than one day in last 3 years	229	8.5%	95
Member of any frequent flyer program	361	13.4%	74
Member of any hotel rewards program	255	9.4%	52

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Demographic Summary		2019	2024
Population		17,651	22,505
Population 18+		14,988	19,057
Households		8,167	10,420
Median Household Income		\$56,243	\$63,057

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,137	40.9%	87
Bought any women's clothing in last 12 months	6,244	41.7%	97
Bought clothing for child <13 years in last 6 months	2,713	18.1%	68
Bought any shoes in last 12 months	6,710	44.8%	86
Bought costume jewelry in last 12 months	2,610	17.4%	100
Bought any fine jewelry in last 12 months	2,348	15.7%	88
Bought a watch in last 12 months	2,252	15.0%	97
Automobiles (Households)			
HH owns/leases any vehicle	6,842	83.8%	98
HH bought/leased new vehicle last 12 months	677	8.3%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	12,373	82.6%	97
Bought/changed motor oil in last 12 months	6,547	43.7%	92
Had tune-up in last 12 months	3,485	23.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,061	67.1%	94
Drank regular cola in last 6 months	6,476	43.2%	97
Drank beer/ale in last 6 months	5,262	35.1%	83
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,520	10.1%	101
Own digital SLR camera/camcorder	768	5.1%	65
Printed digital photos in last 12 months	2,930	19.5%	85
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,569	30.5%	88
Have a smartphone	10,622	70.9%	85
Have a smartphone: Android phone (any brand)	6,548	43.7%	108
Have a smartphone: Apple iPhone	3,784	25.2%	60
Number of cell phones in household: 1	3,863	47.3%	155
Number of cell phones in household: 2	2,858	35.0%	90
Number of cell phones in household: 3+	1,473	18.0%	64
HH has cell phone only (no landline telephone)	4,067	49.8%	89
Computers (Households)			
HH owns a computer	5,569	68.2%	93
HH owns desktop computer	2,849	34.9%	94
HH owns laptop/notebook	3,915	47.9%	85
HH owns any Apple/Mac brand computer	1,046	12.8%	71
HH owns any PC/non-Apple brand computer	4,883	59.8%	97
HH purchased most recent computer in a store	2,857	35.0%	97
HH purchased most recent computer online	822	10.1%	74
Spent <\$1-499 on most recent home computer	1,452	17.8%	121
Spent \$500-\$999 on most recent home computer	1,208	14.8%	88
Spent \$1,000-\$1,499 on most recent home computer	659	8.1%	84
Spent \$1,500-\$1,999 on most recent home computer	407	5.0%	112
Spent \$2,000+ on most recent home computer	224	2.7%	69

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	8,892	59.3%	94
Bought brewed coffee at convenience store in last 30 days	2,107	14.1%	101
Bought cigarettes at convenience store in last 30 days	2,389	15.9%	147
Bought gas at convenience store in last 30 days	5,682	37.9%	102
Spent at convenience store in last 30 days: <\$1-19	752	5.0%	73
Spent at convenience store in last 30 days: \$20-\$39	1,129	7.5%	79
Spent at convenience store in last 30 days: \$40-\$50	1,314	8.8%	106
Spent at convenience store in last 30 days: \$51-\$99	878	5.9%	106
Spent at convenience store in last 30 days: \$100+	3,180	21.2%	95
Entertainment (Adults)			
Attended a movie in last 6 months	7,766	51.8%	89
Went to live theater in last 12 months	1,933	12.9%	117
Went to a bar/night club in last 12 months	1,537	10.3%	59
Dined out in last 12 months	7,924	52.9%	101
Gambled at a casino in last 12 months	2,301	15.4%	116
Visited a theme park in last 12 months	1,640	10.9%	58
Viewed movie (video-on-demand) in last 30 days	2,127	14.2%	81
Viewed TV show (video-on-demand) in last 30 days	1,412	9.4%	75
Watched any pay-per-view TV in last 12 months	738	4.9%	50
Downloaded a movie over the Internet in last 30 days	1,089	7.3%	76
Downloaded any individual song in last 6 months	1,850	12.3%	65
Watched a movie online in the last 30 days	2,951	19.7%	73
Watched a TV program online in last 30 days	1,893	12.6%	66
Played a video/electronic game (console) in last 12 months	1,117	7.5%	84
Played a video/electronic game (portable) in last 12 months	758	5.1%	108
Financial (Adults)			
Have home mortgage (1st)	3,510	23.4%	75
Used ATM/cash machine in last 12 months	6,841	45.6%	86
Own any stock	1,421	9.5%	132
Own U.S. savings bond	747	5.0%	114
Own shares in mutual fund (stock)	1,146	7.6%	107
Own shares in mutual fund (bonds)	711	4.7%	99
Have interest checking account	4,714	31.5%	110
Have non-interest checking account	3,707	24.7%	84
Have savings account	8,146	54.4%	95
Have 401K retirement savings plan	1,670	11.1%	69
Own/used any credit/debit card in last 12 months	11,706	78.1%	98
Avg monthly credit card expenditures: <\$1-110	1,702	11.4%	99
Avg monthly credit card expenditures: \$111-\$225	1,065	7.1%	96
Avg monthly credit card expenditures: \$226-\$450	1,127	7.5%	110
Avg monthly credit card expenditures: \$451-\$700	806	5.4%	88
Avg monthly credit card expenditures: \$701-\$1,000	869	5.8%	104
Avg monthly credit card expenditures: \$1,001+	1,291	8.6%	74
Did banking online in last 12 months	4,748	31.7%	81
Did banking on mobile device in last 12 months	2,459	16.4%	63
Paid bills online in last 12 months	6,254	41.7%	83

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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	5,492	67.2%	98
Used bread in last 6 months	7,673	94.0%	101
Used chicken (fresh or frozen) in last 6 months	5,420	66.4%	96
Used turkey (fresh or frozen) in last 6 months	1,302	15.9%	106
Used fish/seafood (fresh or frozen) in last 6 months	4,701	57.6%	104
Used fresh fruit/vegetables in last 6 months	6,882	84.3%	98
Used fresh milk in last 6 months	6,846	83.8%	97
Used organic food in last 6 months	1,660	20.3%	85
Health (Adults)			
Exercise at home 2+ times per week	3,057	20.4%	74
Exercise at club 2+ times per week	1,467	9.8%	68
Visited a doctor in last 12 months	11,922	79.5%	103
Used vitamin/dietary supplement in last 6 months	8,878	59.2%	110
Home (Households)			
Did any home improvement in last 12 months	2,050	25.1%	91
Used any housekeeper/professional cleaning service in last 12 months	1,511	18.5%	127
Purchased low ticket HH furnishings in last 12 months	1,181	14.5%	84
Purchased big ticket HH furnishings in last 12 months	1,376	16.8%	76
Bought any small kitchen appliance in last 12 months	1,611	19.7%	89
Bought any large kitchen appliance in last 12 months	1,035	12.7%	91
Insurance (Adults/Households)			
Currently carry life insurance	5,837	38.9%	88
Carry medical/hospital/accident insurance	11,295	75.4%	101
Carry homeowner insurance	7,490	50.0%	106
Carry renter's insurance	1,176	7.8%	92
Have auto insurance: 1 vehicle in household covered	3,682	45.1%	145
Have auto insurance: 2 vehicles in household covered	2,006	24.6%	86
Have auto insurance: 3+ vehicles in household covered	1,034	12.7%	55
Pets (Households)			
Household owns any pet	3,738	45.8%	84
Household owns any cat	1,470	18.0%	79
Household owns any dog	2,831	34.7%	83
Psychographics (Adults)			
Buying American is important to me	7,248	48.4%	123
Usually buy items on credit rather than wait	2,449	16.3%	124
Usually buy based on quality - not price	3,352	22.4%	118
Price is usually more important than brand name	4,591	30.6%	112
Usually use coupons for brands I buy often	3,044	20.3%	118
Am interested in how to help the environment	2,582	17.2%	89
Usually pay more for environ safe product	2,721	18.2%	128
Usually value green products over convenience	1,834	12.2%	108
Likely to buy a brand that supports a charity	4,926	32.9%	93
Reading (Adults)			
Bought digital book in last 12 months	1,398	9.3%	72
Bought hardcover book in last 12 months	2,595	17.3%	87
Bought paperback book in last 12 month	3,528	23.5%	83
Read any daily newspaper (paper version)	3,806	25.4%	138
Read any digital newspaper in last 30 days	4,340	29.0%	73
Read any magazine (paper/electronic version) in last 6 months	13,279	88.6%	97

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August 29, 2019



Retail Market Potential

104 Switcher St, Wildwood, Florida, 34785 2
104 Switcher St, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85534
Longitude: -82.04403

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	10,780	71.9%	96
Went to family restaurant/steak house: 4+ times a month	3,862	25.8%	97
Went to fast food/drive-in restaurant in last 6 months	13,085	87.3%	96
Went to fast food/drive-in restaurant 9+ times/month	4,781	31.9%	81
Fast food restaurant last 6 months: eat in	5,892	39.3%	106
Fast food restaurant last 6 months: home delivery	1,125	7.5%	87
Fast food restaurant last 6 months: take-out/drive-thru	6,198	41.4%	88
Fast food restaurant last 6 months: take-out/walk-in	2,205	14.7%	71
Television & Electronics (Adults/Households)			
Own any tablet	6,112	40.8%	85
Own any e-reader	1,290	8.6%	103
Own e-reader/tablet: iPad	2,885	19.2%	68
HH has Internet connectable TV	1,646	20.2%	70
Own any portable MP3 player	2,117	14.1%	76
HH owns 1 TV	1,756	21.5%	102
HH owns 2 TVs	2,223	27.2%	101
HH owns 3 TVs	1,971	24.1%	115
HH owns 4+ TVs	1,038	12.7%	73
HH subscribes to cable TV	4,240	51.9%	119
HH subscribes to fiber optic	434	5.3%	75
HH owns portable GPS navigation device	1,762	21.6%	94
HH purchased video game system in last 12 months	495	6.1%	74
HH owns any Internet video device for TV	1,221	15.0%	62
Travel (Adults)			
Took domestic trip in continental US last 12 months	6,919	46.2%	88
Took 3+ domestic non-business trips in last 12 months	1,352	9.0%	76
Spent on domestic vacations in last 12 months: <\$1-999	1,314	8.8%	81
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	707	4.7%	75
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	356	2.4%	59
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	512	3.4%	82
Spent on domestic vacations in last 12 months: \$3,000+	771	5.1%	80
Domestic travel in last 12 months: used general travel website	1,056	7.0%	103
Took foreign trip (including Alaska and Hawaii) in last 3 years	3,214	21.4%	78
Took 3+ foreign trips by plane in last 3 years	534	3.6%	65
Spent on foreign vacations in last 12 months: <\$1-999	501	3.3%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	366	2.4%	61
Spent on foreign vacations in last 12 months: \$3,000+	744	5.0%	79
Foreign travel in last 3 years: used general travel website	718	4.8%	84
Nights spent in hotel/motel in last 12 months: any	5,564	37.1%	83
Took cruise of more than one day in last 3 years	1,727	11.5%	130
Member of any frequent flyer program	2,466	16.5%	91
Member of any hotel rewards program	1,911	12.8%	71

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Retail Market Potential

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Ring: 5 mile radius

Prepared by Esri
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Longitude: -82.04403

Demographic Summary		2019	2024
Population		61,733	78,331
Population 18+		53,661	67,686
Households		30,108	38,259
Median Household Income		\$59,776	\$67,186

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	21,855	40.7%	86
Bought any women's clothing in last 12 months	23,262	43.3%	101
Bought clothing for child <13 years in last 6 months	8,394	15.6%	59
Bought any shoes in last 12 months	24,113	44.9%	86
Bought costume jewelry in last 12 months	9,942	18.5%	106
Bought any fine jewelry in last 12 months	8,319	15.5%	87
Bought a watch in last 12 months	7,922	14.8%	95
Automobiles (Households)			
HH owns/leases any vehicle	25,599	85.0%	99
HH bought/leased new vehicle last 12 months	2,626	8.7%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	44,740	83.4%	98
Bought/changed motor oil in last 12 months	23,193	43.2%	91
Had tune-up in last 12 months	12,566	23.4%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	36,046	67.2%	94
Drank regular cola in last 6 months	22,117	41.2%	93
Drank beer/ale in last 6 months	18,758	35.0%	83
Cameras (Adults)			
Own digital point & shoot camera/camcorder	6,000	11.2%	112
Own digital SLR camera/camcorder	2,777	5.2%	66
Printed digital photos in last 12 months	11,171	20.8%	91
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	16,008	29.8%	86
Have a smartphone	36,961	68.9%	82
Have a smartphone: Android phone (any brand)	22,159	41.3%	102
Have a smartphone: Apple iPhone	13,898	25.9%	62
Number of cell phones in household: 1	14,898	49.5%	162
Number of cell phones in household: 2	10,518	34.9%	90
Number of cell phones in household: 3+	5,184	17.2%	61
HH has cell phone only (no landline telephone)	14,228	47.3%	84
Computers (Households)			
HH owns a computer	21,194	70.4%	96
HH owns desktop computer	10,928	36.3%	98
HH owns laptop/notebook	14,860	49.4%	87
HH owns any Apple/Mac brand computer	4,140	13.8%	76
HH owns any PC/non-Apple brand computer	18,540	61.6%	100
HH purchased most recent computer in a store	11,053	36.7%	101
HH purchased most recent computer online	3,186	10.6%	78
Spent <\$1-499 on most recent home computer	5,726	19.0%	129
Spent \$500-\$999 on most recent home computer	4,583	15.2%	91
Spent \$1,000-\$1,499 on most recent home computer	2,538	8.4%	88
Spent \$1,500-\$1,999 on most recent home computer	1,604	5.3%	120
Spent \$2,000+ on most recent home computer	844	2.8%	71

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	30,486	56.8%	90
Bought brewed coffee at convenience store in last 30 days	7,823	14.6%	105
Bought cigarettes at convenience store in last 30 days	8,052	15.0%	139
Bought gas at convenience store in last 30 days	19,762	36.8%	99
Spent at convenience store in last 30 days: <\$1-19	2,459	4.6%	67
Spent at convenience store in last 30 days: \$20-\$39	3,868	7.2%	76
Spent at convenience store in last 30 days: \$40-\$50	4,592	8.6%	104
Spent at convenience store in last 30 days: \$51-\$99	3,120	5.8%	105
Spent at convenience store in last 30 days: \$100+	11,051	20.6%	92
Entertainment (Adults)			
Attended a movie in last 6 months	28,478	53.1%	91
Went to live theater in last 12 months	7,672	14.3%	130
Went to a bar/night club in last 12 months	5,396	10.1%	58
Dined out in last 12 months	30,534	56.9%	109
Gambled at a casino in last 12 months	8,946	16.7%	126
Visited a theme park in last 12 months	5,499	10.2%	54
Viewed movie (video-on-demand) in last 30 days	7,809	14.6%	83
Viewed TV show (video-on-demand) in last 30 days	5,171	9.6%	76
Watched any pay-per-view TV in last 12 months	2,510	4.7%	48
Downloaded a movie over the Internet in last 30 days	3,788	7.1%	74
Downloaded any individual song in last 6 months	6,118	11.4%	60
Watched a movie online in the last 30 days	10,129	18.9%	70
Watched a TV program online in last 30 days	6,451	12.0%	63
Played a video/electronic game (console) in last 12 months	3,787	7.1%	80
Played a video/electronic game (portable) in last 12 months	2,617	4.9%	104
Financial (Adults)			
Have home mortgage (1st)	13,148	24.5%	79
Used ATM/cash machine in last 12 months	24,779	46.2%	87
Own any stock	5,770	10.8%	150
Own U.S. savings bond	2,930	5.5%	125
Own shares in mutual fund (stock)	4,554	8.5%	119
Own shares in mutual fund (bonds)	2,834	5.3%	111
Have interest checking account	18,603	34.7%	121
Have non-interest checking account	13,326	24.8%	85
Have savings account	30,706	57.2%	100
Have 401K retirement savings plan	6,201	11.6%	72
Own/used any credit/debit card in last 12 months	43,383	80.8%	102
Avg monthly credit card expenditures: <\$1-110	6,174	11.5%	100
Avg monthly credit card expenditures: \$111-\$225	3,714	6.9%	94
Avg monthly credit card expenditures: \$226-\$450	4,283	8.0%	117
Avg monthly credit card expenditures: \$451-\$700	3,130	5.8%	95
Avg monthly credit card expenditures: \$701-\$1,000	3,539	6.6%	118
Avg monthly credit card expenditures: \$1,001+	5,226	9.7%	84
Did banking online in last 12 months	18,201	33.9%	87
Did banking on mobile device in last 12 months	8,771	16.3%	63
Paid bills online in last 12 months	23,220	43.3%	86

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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	20,016	66.5%	96
Used bread in last 6 months	28,247	93.8%	101
Used chicken (fresh or frozen) in last 6 months	20,129	66.9%	96
Used turkey (fresh or frozen) in last 6 months	4,892	16.2%	108
Used fish/seafood (fresh or frozen) in last 6 months	17,453	58.0%	105
Used fresh fruit/vegetables in last 6 months	25,524	84.8%	99
Used fresh milk in last 6 months	25,101	83.4%	97
Used organic food in last 6 months	6,252	20.8%	87
Health (Adults)			
Exercise at home 2+ times per week	11,371	21.2%	77
Exercise at club 2+ times per week	5,274	9.8%	68
Visited a doctor in last 12 months	43,428	80.9%	105
Used vitamin/dietary supplement in last 6 months	33,958	63.3%	117
Home (Households)			
Did any home improvement in last 12 months	7,783	25.9%	93
Used any housekeeper/professional cleaning service in last 12 months	6,213	20.6%	142
Purchased low ticket HH furnishings in last 12 months	4,186	13.9%	81
Purchased big ticket HH furnishings in last 12 months	4,848	16.1%	72
Bought any small kitchen appliance in last 12 months	5,940	19.7%	89
Bought any large kitchen appliance in last 12 months	3,841	12.8%	92
Insurance (Adults/Households)			
Currently carry life insurance	21,440	40.0%	90
Carry medical/hospital/accident insurance	42,130	78.5%	105
Carry homeowner insurance	28,697	53.5%	113
Carry renter's insurance	4,081	7.6%	89
Have auto insurance: 1 vehicle in household covered	13,865	46.1%	149
Have auto insurance: 2 vehicles in household covered	7,567	25.1%	88
Have auto insurance: 3+ vehicles in household covered	3,903	13.0%	57
Pets (Households)			
Household owns any pet	13,352	44.3%	81
Household owns any cat	5,151	17.1%	75
Household owns any dog	10,127	33.6%	81
Psychographics (Adults)			
Buying American is important to me	26,788	49.9%	127
Usually buy items on credit rather than wait	8,974	16.7%	127
Usually buy based on quality - not price	12,368	23.0%	121
Price is usually more important than brand name	16,522	30.8%	112
Usually use coupons for brands I buy often	11,081	20.7%	120
Am interested in how to help the environment	9,157	17.1%	88
Usually pay more for environ safe product	9,977	18.6%	131
Usually value green products over convenience	6,514	12.1%	108
Likely to buy a brand that supports a charity	17,305	32.2%	92
Reading (Adults)			
Bought digital book in last 12 months	5,084	9.5%	73
Bought hardcover book in last 12 months	9,981	18.6%	93
Bought paperback book in last 12 month	13,384	24.9%	87
Read any daily newspaper (paper version)	14,972	27.9%	152
Read any digital newspaper in last 30 days	15,542	29.0%	73
Read any magazine (paper/electronic version) in last 6 months	48,088	89.6%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	39,418	73.5%	98
Went to family restaurant/steak house: 4+ times a month	13,927	26.0%	98
Went to fast food/drive-in restaurant in last 6 months	46,736	87.1%	96
Went to fast food/drive-in restaurant 9+ times/month	16,012	29.8%	76
Fast food restaurant last 6 months: eat in	22,027	41.0%	110
Fast food restaurant last 6 months: home delivery	3,909	7.3%	84
Fast food restaurant last 6 months: take-out/drive-thru	21,652	40.3%	86
Fast food restaurant last 6 months: take-out/walk-in	7,433	13.9%	67
Television & Electronics (Adults/Households)			
Own any tablet	22,350	41.7%	86
Own any e-reader	5,050	9.4%	113
Own e-reader/tablet: iPad	10,839	20.2%	72
HH has Internet connectable TV	6,039	20.1%	70
Own any portable MP3 player	7,711	14.4%	77
HH owns 1 TV	6,552	21.8%	104
HH owns 2 TVs	8,252	27.4%	102
HH owns 3 TVs	7,540	25.0%	119
HH owns 4+ TVs	3,678	12.2%	70
HH subscribes to cable TV	16,166	53.7%	123
HH subscribes to fiber optic	1,664	5.5%	78
HH owns portable GPS navigation device	6,955	23.1%	101
HH purchased video game system in last 12 months	1,736	5.8%	70
HH owns any Internet video device for TV	4,409	14.6%	61
Travel (Adults)			
Took domestic trip in continental US last 12 months	26,900	50.1%	95
Took 3+ domestic non-business trips in last 12 months	5,163	9.6%	81
Spent on domestic vacations in last 12 months: <\$1-999	4,852	9.0%	84
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,668	5.0%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,360	2.5%	63
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,886	3.5%	84
Spent on domestic vacations in last 12 months: \$3,000+	3,019	5.6%	87
Domestic travel in last 12 months: used general travel website	4,192	7.8%	114
Took foreign trip (including Alaska and Hawaii) in last 3 years	13,046	24.3%	88
Took 3+ foreign trips by plane in last 3 years	2,116	3.9%	72
Spent on foreign vacations in last 12 months: <\$1-999	1,956	3.6%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,353	2.5%	63
Spent on foreign vacations in last 12 months: \$3,000+	2,937	5.5%	87
Foreign travel in last 3 years: used general travel website	2,925	5.5%	95
Nights spent in hotel/motel in last 12 months: any	21,311	39.7%	89
Took cruise of more than one day in last 3 years	7,036	13.1%	148
Member of any frequent flyer program	10,036	18.7%	104
Member of any hotel rewards program	7,834	14.6%	81

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