



## Retail Market Potential

616 S Washington St, Owosso, MI, 48867  
 Ring: 1 mile radius

Latitude: 42.99182  
 Longitude: -84.17076

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	4,416	62.3%	104
Bought cigarettes at convenience store in last 30 days	1,560	22.0%	143
Bought gas at convenience store in last 30 days	2,738	38.7%	116
Spent at convenience store in last 30 days: <\$20	579	8.2%	85
Spent at convenience store in last 30 days: \$20-39	726	10.3%	101
Spent at convenience store in last 30 days: \$40+	2,933	41.4%	116
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	3,793	53.6%	91
Went to live theater in last 12 months	689	9.7%	74
Went to a bar/night club in last 12 months	1,305	18.4%	96
Dined out in last 12 months	3,109	43.9%	89
Gambled at a casino in last 12 months	925	13.1%	81
Visited a theme park in last 12 months	1,307	18.5%	86
DVDs rented in last 30 days: 1	181	2.6%	96
DVDs rented in last 30 days: 2	321	4.5%	98
DVDs rented in last 30 days: 3	177	2.5%	78
DVDs rented in last 30 days: 4	236	3.3%	87
DVDs rented in last 30 days: 5+	1,085	15.3%	116
DVDs purchased in last 30 days: 1	324	4.6%	92
DVDs purchased in last 30 days: 2	364	5.1%	109
DVDs purchased in last 30 days: 3-4	380	5.4%	116
DVDs purchased in last 30 days: 5+	405	5.7%	110
Spent on toys/games in last 12 months: <\$50	435	6.1%	101
Spent on toys/games in last 12 months: \$50-\$99	238	3.4%	122
Spent on toys/games in last 12 months: \$100-\$199	515	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	834	11.8%	109
Spent on toys/games in last 12 months: \$500+	374	5.3%	92
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,032	14.6%	76
Used ATM/cash machine in last 12 months	3,307	46.7%	92
Own any stock	401	5.7%	62
Own U.S. savings bond	350	4.9%	73
Own shares in mutual fund (stock)	441	6.2%	66
Own shares in mutual fund (bonds)	285	4.0%	68
Used full service brokerage firm in last 12 months	323	4.6%	73
Have savings account	2,316	32.7%	90
Have 401K retirement savings	939	13.3%	75
Did banking over the Internet in last 12 months	1,620	22.9%	84
Own any credit/debit card (in own name)	4,791	67.6%	92
Avg monthly credit card expenditures: <\$111	1,060	15.0%	109
Avg monthly credit card expenditures: \$111-225	512	7.2%	93
Avg monthly credit card expenditures: \$226-450	463	6.5%	87
Avg monthly credit card expenditures: \$451-700	324	4.6%	72
Avg monthly credit card expenditures: \$701+	587	8.3%	62

**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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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,300	74.8%	106
Used bread in last 6 months	6,899	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	5,498	77.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	3,573	50.4%	96
Used fresh fruit/vegetables in last 6 months	6,129	86.5%	99
Used fresh milk in last 6 months	6,441	90.9%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,853	26.2%	87
Exercise at club 2+ times per week	613	8.7%	70
Visited a doctor in last 12 months	5,220	73.7%	95
Used vitamin/dietary supplement in last 6 months	3,093	43.7%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,037	28.2%	89
Used housekeeper/maid/prof HH cleaning service in the last 12 months	398	10.8%	69
Purchased any HH furnishing in last 12 months	1,067	29.0%	97
Purchased bedding/bath goods in last 12 months	2,016	54.9%	100
Purchased cooking/serving product in last 12 months	1,091	29.7%	108
Bought any kitchen appliance in last 12 months	647	17.6%	101
<b>Insurance (Adults)</b>			
Currently carry any life insurance	3,056	43.1%	91
Have medical/hospital/accident insurance	4,722	66.7%	93
Carry homeowner insurance	3,280	46.3%	88
Carry renter insurance	425	6.0%	97
Have auto/other vehicle insurance	5,794	81.8%	99
<b>Pets (Households)</b>			
HH owns any pet	1,838	50.0%	97
HH owns any cat	865	23.5%	98
HH owns any dog	1,315	35.8%	95
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	3,194	45.1%	90
Read any daily newspaper	2,882	40.7%	99
Heavy magazine reader	1,265	17.9%	90
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	4,868	68.7%	96
Went to family restaurant/steak house last mo: <2 times	1,731	24.4%	95
Went to family restaurant/steak house last mo: 2-4 times	1,753	24.7%	92
Went to family restaurant/steak house last mo: 5+ times	1,383	19.5%	101
Went to fast food/drive-in restaurant in last 6 mo	6,226	87.9%	99
Went to fast food/drive-in restaurant <6 times/mo	2,343	33.1%	95
Went to fast food/drive-in restaurant 6-13 times/mo	2,005	28.3%	98
Went to fast food/drive-in restaurant 14+ times/mo	1,879	26.5%	107
Fast food/drive-in last 6 mo: eat in	2,385	33.7%	90
Fast food/drive-in last 6 mo: home delivery	748	10.6%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	3,946	55.7%	107
Fast food/drive-in last 6 mo: take-out/walk-in	1,517	21.4%	87

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	2,152	58.6%	91
HH average monthly long distance phone bill: <\$16	948	25.8%	93
HH average monthly long distance phone bill: \$16-25	334	9.1%	80
HH average monthly long distance phone bill: \$26-59	246	6.7%	73
HH average monthly long distance phone bill: \$60+	150	4.1%	91
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	718	19.5%	99
HH owns 2 TVs	1,001	27.2%	104
HH owns 3 TVs	838	22.8%	102
HH owns 4+ TVs	666	18.1%	87
HH subscribes to cable TV	2,144	58.3%	100
HH Purchased audio equipment in last 12 months	395	10.7%	110
HH Purchased CD player in last 12 months	178	4.8%	125
HH Purchased DVD player in last 12 months	408	11.1%	114
HH Purchased MP3 player in last 12 months	663	9.4%	91
HH Purchased video game system in last 12 months	340	9.3%	86
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,025	42.7%	82
Took 3+ domestic trips in last 12 months	759	10.7%	72
Spent on domestic vacations last 12 mo: <\$1000	792	11.2%	89
Spent on domestic vacations last 12 mo: \$1000-\$1499	316	4.5%	66
Spent on domestic vacations last 12 mo: \$1500-\$1999	213	3.0%	73
Spent on domestic vacations last 12 mo: \$2000-\$2999	240	3.4%	82
Spent on domestic vacations last 12 mo: \$3000+	203	2.9%	57
Foreign travel in last 3 years	1,233	17.4%	67
Took 3+ foreign trips by plane in last 3 years	177	2.5%	52
Spent on foreign vacations last 12 mo: <\$1000	295	4.2%	69
Spent on foreign vacations last 12 mo: \$1000-\$2999	194	2.7%	67
Spent on foreign vacations last 12 mo: \$3000+	189	2.7%	54
Stayed 1+ nights at hotel/motel in last 12 months	2,302	32.5%	80

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<b>Demographic Summary</b>	<b>2011</b>	<b>2016</b>
Population	23,542	22,705
Population 18+	17,893	17,316
Households	9,577	9,289
Median Household Income	\$38,069	\$43,496

  

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	8,836	49.4%	99
Bought any women's apparel in last 12 months	8,260	46.2%	101
Bought apparel for child <13 in last 6 months	4,966	27.8%	98
Bought any shoes in last 12 months	9,191	51.4%	99
Bought costume jewelry in last 12 months	3,545	19.8%	95
Bought any fine jewelry in last 12 months	3,945	22.0%	100
Bought a watch in last 12 months	3,406	19.0%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,426	88.0%	102
HH bought/leased new vehicle last 12 mo	717	7.5%	78
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,950	89.1%	103
Bought/changed motor oil in last 12 months	10,499	58.7%	113
Had tune-up in last 12 months	5,313	29.7%	95
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	9,900	55.3%	89
Drank regular cola in last 6 months	9,412	52.6%	103
Drank beer/ale in last 6 months	7,109	39.7%	93
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	2,336	13.1%	102
Bought film in last 12 months	3,688	20.6%	108
Bought digital camera in last 12 months	1,113	6.2%	91
Bought memory card for camera in last 12 months	1,215	6.8%	89
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	6,065	33.9%	96
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,933	22.0%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,500	30.7%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	3,439	19.2%	91
<b>Computers (Households)</b>			
HH owns a personal computer	6,513	68.0%	92
Spent <\$500 on most recent home PC purchase	874	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	1,713	17.9%	100
Spent \$1000-\$1499 on most recent home PC purchase	1,103	11.5%	88
Spent \$1500-\$1999 on most recent home PC purchase	575	6.0%	84
Spent \$2000+ on most recent home PC purchase	446	4.7%	74

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	11,081	61.9%	103
Bought cigarettes at convenience store in last 30 days	3,537	19.8%	128
Bought gas at convenience store in last 30 days	7,006	39.2%	118
Spent at convenience store in last 30 days: <\$20	1,486	8.3%	86
Spent at convenience store in last 30 days: \$20-39	1,717	9.6%	94
Spent at convenience store in last 30 days: \$40+	7,371	41.2%	115
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	9,528	53.3%	90
Went to live theater in last 12 months	1,796	10.0%	76
Went to a bar/night club in last 12 months	3,350	18.7%	98
Dined out in last 12 months	8,515	47.6%	97
Gambled at a casino in last 12 months	2,481	13.9%	86
Visited a theme park in last 12 months	3,280	18.3%	85
DVDs rented in last 30 days: 1	466	2.6%	98
DVDs rented in last 30 days: 2	848	4.7%	103
DVDs rented in last 30 days: 3	511	2.9%	89
DVDs rented in last 30 days: 4	585	3.3%	85
DVDs rented in last 30 days: 5+	2,440	13.6%	103
DVDs purchased in last 30 days: 1	840	4.7%	94
DVDs purchased in last 30 days: 2	873	4.9%	103
DVDs purchased in last 30 days: 3-4	882	4.9%	107
DVDs purchased in last 30 days: 5+	989	5.5%	107
Spent on toys/games in last 12 months: <\$50	1,155	6.5%	106
Spent on toys/games in last 12 months: \$50-\$99	577	3.2%	117
Spent on toys/games in last 12 months: \$100-\$199	1,369	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	1,954	10.9%	101
Spent on toys/games in last 12 months: \$500+	962	5.4%	94
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,017	16.9%	88
Used ATM/cash machine in last 12 months	8,414	47.0%	93
Own any stock	1,262	7.1%	77
Own U.S. savings bond	1,118	6.2%	92
Own shares in mutual fund (stock)	1,394	7.8%	83
Own shares in mutual fund (bonds)	840	4.7%	79
Used full service brokerage firm in last 12 months	974	5.4%	88
Have savings account	6,357	35.5%	98
Have 401K retirement savings	2,813	15.7%	89
Did banking over the Internet in last 12 months	4,259	23.8%	87
Own any credit/debit card (in own name)	12,761	71.3%	97
Avg monthly credit card expenditures: <\$111	2,854	16.0%	116
Avg monthly credit card expenditures: \$111-225	1,399	7.8%	101
Avg monthly credit card expenditures: \$226-450	1,201	6.7%	90
Avg monthly credit card expenditures: \$451-700	926	5.2%	81
Avg monthly credit card expenditures: \$701+	1,631	9.1%	68

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	13,348	74.6%	106
Used bread in last 6 months	17,415	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	13,818	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	9,122	51.0%	97
Used fresh fruit/vegetables in last 6 months	15,618	87.3%	100
Used fresh milk in last 6 months	16,475	92.1%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,902	27.4%	91
Exercise at club 2+ times per week	1,595	8.9%	72
Visited a doctor in last 12 months	13,777	77.0%	99
Used vitamin/dietary supplement in last 6 months	8,246	46.1%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,042	31.8%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,131	11.8%	75
Purchased any HH furnishing in last 12 months	2,732	28.5%	95
Purchased bedding/bath goods in last 12 months	5,172	54.0%	99
Purchased cooking/serving product in last 12 months	2,652	27.7%	101
Bought any kitchen appliance in last 12 months	1,688	17.6%	101
<b>Insurance (Adults)</b>			
Currently carry any life insurance	8,626	48.2%	102
Have medical/hospital/accident insurance	12,647	70.7%	99
Carry homeowner insurance	9,716	54.3%	104
Carry renter insurance	999	5.6%	90
Have auto/other vehicle insurance	15,156	84.7%	102
<b>Pets (Households)</b>			
HH owns any pet	5,279	55.1%	107
HH owns any cat	2,493	26.0%	109
HH owns any dog	3,917	40.9%	109
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	8,372	46.8%	93
Read any daily newspaper	7,790	43.5%	106
Heavy magazine reader	3,096	17.3%	87
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	12,626	70.6%	98
Went to family restaurant/steak house last mo: <2 times	4,576	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	4,575	25.6%	95
Went to family restaurant/steak house last mo: 5+ times	3,474	19.4%	100
Went to fast food/drive-in restaurant in last 6 mo	15,965	89.2%	101
Went to fast food/drive-in restaurant <6 times/mo	6,130	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/mo	5,314	29.7%	103
Went to fast food/drive-in restaurant 14+ times/mo	4,521	25.3%	102
Fast food/drive-in last 6 mo: eat in	6,698	37.4%	100
Fast food/drive-in last 6 mo: home delivery	1,765	9.9%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	10,076	56.3%	108
Fast food/drive-in last 6 mo: take-out/walk-in	3,849	21.5%	88

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<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	6,109	63.8%	99
HH average monthly long distance phone bill: <\$16	2,731	28.5%	103
HH average monthly long distance phone bill: \$16-25	1,017	10.6%	93
HH average monthly long distance phone bill: \$26-59	764	8.0%	87
HH average monthly long distance phone bill: \$60+	372	3.9%	87
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,775	18.5%	94
HH owns 2 TVs	2,581	27.0%	102
HH owns 3 TVs	2,185	22.8%	102
HH owns 4+ TVs	1,958	20.4%	98
HH subscribes to cable TV	5,354	55.9%	96
HH Purchased audio equipment in last 12 months	900	9.4%	96
HH Purchased CD player in last 12 months	418	4.4%	113
HH Purchased DVD player in last 12 months	967	10.1%	104
HH Purchased MP3 player in last 12 months	1,572	8.8%	86
HH Purchased video game system in last 12 months	898	9.4%	87
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	8,440	47.2%	90
Took 3+ domestic trips in last 12 months	2,209	12.3%	83
Spent on domestic vacations last 12 mo: <\$1000	2,226	12.4%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,094	6.1%	91
Spent on domestic vacations last 12 mo: \$1500-\$1999	541	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	624	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	621	3.5%	69
Foreign travel in last 3 years	3,237	18.1%	69
Took 3+ foreign trips by plane in last 3 years	473	2.6%	55
Spent on foreign vacations last 12 mo: <\$1000	755	4.2%	70
Spent on foreign vacations last 12 mo: \$1000-\$2999	491	2.7%	67
Spent on foreign vacations last 12 mo: \$3000+	519	2.9%	58
Stayed 1+ nights at hotel/motel in last 12 months	6,650	37.2%	92

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## Retail Market Potential

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Demographic Summary	2011	2016
Population	28,322	27,567
Population 18+	21,614	21,126
Households	11,473	11,240
Median Household Income	\$38,619	\$44,388

  

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	10,831	50.1%	101
Bought any women's apparel in last 12 months	9,964	46.1%	101
Bought apparel for child <13 in last 6 months	5,930	27.4%	97
Bought any shoes in last 12 months	11,102	51.4%	99
Bought costume jewelry in last 12 months	4,247	19.6%	94
Bought any fine jewelry in last 12 months	4,651	21.5%	98
Bought a watch in last 12 months	4,087	18.9%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,171	88.7%	103
HH bought/leased new vehicle last 12 mo	886	7.7%	80
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	19,411	89.8%	104
Bought/changed motor oil in last 12 months	12,857	59.5%	115
Had tune-up in last 12 months	6,437	29.8%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,937	55.2%	89
Drank regular cola in last 6 months	11,276	52.2%	102
Drank beer/ale in last 6 months	8,603	39.8%	94
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	2,843	13.2%	103
Bought film in last 12 months	4,502	20.8%	109
Bought digital camera in last 12 months	1,363	6.3%	92
Bought memory card for camera in last 12 months	1,474	6.8%	89
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	7,297	33.8%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,847	22.4%	105
Avg monthly cell/mobile phone/PDA bill: \$50-99	6,647	30.8%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	4,147	19.2%	91
<b>Computers (Households)</b>			
HH owns a personal computer	7,861	68.5%	92
Spent <\$500 on most recent home PC purchase	1,037	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	2,075	18.1%	101
Spent \$1000-\$1499 on most recent home PC purchase	1,350	11.8%	90
Spent \$1500-\$1999 on most recent home PC purchase	693	6.0%	84
Spent \$2000+ on most recent home PC purchase	552	4.8%	77

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March 26, 2013



## Retail Market Potential

616 S Washington St, Owosso, MI, 48867  
 Ring: 5 mile radius

Latitude: 42.99182  
 Longitude: -84.17076

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	13,395	62.0%	103
Bought cigarettes at convenience store in last 30 days	4,115	19.0%	123
Bought gas at convenience store in last 30 days	8,566	39.6%	119
Spent at convenience store in last 30 days: <\$20	1,814	8.4%	87
Spent at convenience store in last 30 days: \$20-39	2,063	9.5%	94
Spent at convenience store in last 30 days: \$40+	8,906	41.2%	115
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	11,459	53.0%	90
Went to live theater in last 12 months	2,182	10.1%	76
Went to a bar/night club in last 12 months	4,066	18.8%	98
Dined out in last 12 months	10,465	48.4%	98
Gambled at a casino in last 12 months	3,036	14.0%	88
Visited a theme park in last 12 months	3,922	18.1%	84
DVDs rented in last 30 days: 1	546	2.5%	95
DVDs rented in last 30 days: 2	1,004	4.6%	100
DVDs rented in last 30 days: 3	609	2.8%	88
DVDs rented in last 30 days: 4	696	3.2%	84
DVDs rented in last 30 days: 5+	2,922	13.5%	102
DVDs purchased in last 30 days: 1	1,010	4.7%	94
DVDs purchased in last 30 days: 2	1,053	4.9%	103
DVDs purchased in last 30 days: 3-4	1,042	4.8%	104
DVDs purchased in last 30 days: 5+	1,189	5.5%	106
Spent on toys/games in last 12 months: <\$50	1,422	6.6%	108
Spent on toys/games in last 12 months: \$50-\$99	705	3.3%	119
Spent on toys/games in last 12 months: \$100-\$199	1,633	7.6%	105
Spent on toys/games in last 12 months: \$200-\$499	2,346	10.9%	101
Spent on toys/games in last 12 months: \$500+	1,163	5.4%	94
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,787	17.5%	91
Used ATM/cash machine in last 12 months	10,114	46.8%	92
Own any stock	1,600	7.4%	81
Own U.S. savings bond	1,444	6.7%	98
Own shares in mutual fund (stock)	1,738	8.0%	86
Own shares in mutual fund (bonds)	1,047	4.8%	82
Used full service brokerage firm in last 12 months	1,196	5.5%	89
Have savings account	7,867	36.4%	100
Have 401K retirement savings	3,543	16.4%	93
Did banking over the Internet in last 12 months	5,216	24.1%	88
Own any credit/debit card (in own name)	15,588	72.1%	98
Avg monthly credit card expenditures: <\$111	3,501	16.2%	118
Avg monthly credit card expenditures: \$111-225	1,711	7.9%	102
Avg monthly credit card expenditures: \$226-450	1,491	6.9%	92
Avg monthly credit card expenditures: \$451-700	1,148	5.3%	83
Avg monthly credit card expenditures: \$701+	2,011	9.3%	69

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	16,072	74.4%	105
Used bread in last 6 months	21,066	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	16,694	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	11,061	51.2%	97
Used fresh fruit/vegetables in last 6 months	18,930	87.6%	101
Used fresh milk in last 6 months	19,943	92.3%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,982	27.7%	92
Exercise at club 2+ times per week	1,899	8.8%	71
Visited a doctor in last 12 months	16,751	77.5%	100
Used vitamin/dietary supplement in last 6 months	10,027	46.4%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,742	32.6%	103
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,354	11.8%	75
Purchased any HH furnishing in last 12 months	3,283	28.6%	95
Purchased bedding/bath goods in last 12 months	6,173	53.8%	98
Purchased cooking/serving product in last 12 months	3,149	27.4%	100
Bought any kitchen appliance in last 12 months	2,038	17.8%	102
<b>Insurance (Adults)</b>			
Currently carry any life insurance	10,660	49.3%	104
Have medical/hospital/accident insurance	15,497	71.7%	100
Carry homeowner insurance	12,150	56.2%	107
Carry renter insurance	1,199	5.5%	90
Have auto/other vehicle insurance	18,479	85.5%	103
<b>Pets (Households)</b>			
HH owns any pet	6,500	56.7%	110
HH owns any cat	3,151	27.5%	115
HH owns any dog	4,855	42.3%	112
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	10,146	46.9%	94
Read any daily newspaper	9,524	44.1%	107
Heavy magazine reader	3,664	17.0%	85
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	15,277	70.7%	98
Went to family restaurant/steak house last mo: <2 times	5,550	25.7%	100
Went to family restaurant/steak house last mo: 2-4 times	5,556	25.7%	95
Went to family restaurant/steak house last mo: 5+ times	4,169	19.3%	100
Went to fast food/drive-in restaurant in last 6 mo	19,304	89.3%	101
Went to fast food/drive-in restaurant <6 times/mo	7,505	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/mo	6,464	29.9%	104
Went to fast food/drive-in restaurant 14+ times/mo	5,334	24.7%	99
Fast food/drive-in last 6 mo: eat in	8,309	38.4%	102
Fast food/drive-in last 6 mo: home delivery	2,045	9.5%	91
Fast food/drive-in last 6 mo: take-out/drive-thru	12,163	56.3%	108
Fast food/drive-in last 6 mo: take-out/walk-in	4,648	21.5%	88

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<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	7,440	64.8%	101
HH average monthly long distance phone bill: <\$16	3,327	29.0%	105
HH average monthly long distance phone bill: \$16-25	1,256	10.9%	96
HH average monthly long distance phone bill: \$26-59	942	8.2%	89
HH average monthly long distance phone bill: \$60+	443	3.9%	87
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	2,088	18.2%	92
HH owns 2 TVs	3,090	26.9%	102
HH owns 3 TVs	2,646	23.1%	103
HH owns 4+ TVs	2,375	20.7%	99
HH subscribes to cable TV	6,068	52.9%	91
HH Purchased audio equipment in last 12 months	1,060	9.2%	95
HH Purchased CD player in last 12 months	487	4.2%	110
HH Purchased DVD player in last 12 months	1,151	10.0%	103
HH Purchased MP3 player in last 12 months	1,874	8.7%	85
HH Purchased video game system in last 12 months	1,088	9.5%	88
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	10,404	48.1%	92
Took 3+ domestic trips in last 12 months	2,756	12.8%	86
Spent on domestic vacations last 12 mo: <\$1000	2,712	12.5%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,416	6.6%	98
Spent on domestic vacations last 12 mo: \$1500-\$1999	649	3.0%	73
Spent on domestic vacations last 12 mo: \$2000-\$2999	745	3.4%	83
Spent on domestic vacations last 12 mo: \$3000+	778	3.6%	71
Foreign travel in last 3 years	3,888	18.0%	69
Took 3+ foreign trips by plane in last 3 years	564	2.6%	54
Spent on foreign vacations last 12 mo: <\$1000	887	4.1%	68
Spent on foreign vacations last 12 mo: \$1000-\$2999	579	2.7%	65
Spent on foreign vacations last 12 mo: \$3000+	621	2.9%	58
Stayed 1+ nights at hotel/motel in last 12 months	8,201	37.9%	94

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