



Retail Marketplace Potential

Former ABJ's Restaurant Cherryvale, KS
 Drive Time: 5 minute radius

Latitude: 37.2703
 Longitude: -95.5557

Demographic Summary		2018	2023
Population		2,370	2,258
Population 18+		1,811	1,735
Households		921	872
Median Household Income		\$35,539	\$36,256

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	820	45.3%	96
Bought any women's clothing in last 12 months	735	40.6%	94
Bought clothing for child <13 years in last 6 months	503	27.8%	103
Bought any shoes in last 12 months	891	49.2%	92
Bought costume jewelry in last 12 months	285	15.7%	87
Bought any fine jewelry in last 12 months	313	17.3%	97
Bought a watch in last 12 months	282	15.6%	98
Automobiles (Households)			
HH owns/leases any vehicle	792	86.0%	100
HH bought/leased new vehicle last 12 mo	64	6.9%	72
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,536	84.8%	99
Bought/changed motor oil in last 12 months	969	53.5%	112
Had tune-up in last 12 months	418	23.1%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,171	64.7%	93
Drank regular cola in last 6 months	1,012	55.9%	126
Drank beer/ale in last 6 months	687	37.9%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	196	10.8%	93
Own digital SLR camera/camcorder	110	6.1%	78
Printed digital photos in last 12 months	384	21.2%	91
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	656	36.2%	100
Have a smartphone	1,250	69.0%	87
Have a smartphone: Android phone (any brand)	694	38.3%	99
Have a smartphone: Apple iPhone	461	25.5%	66
Number of cell phones in household: 1	322	35.0%	113
Number of cell phones in household: 2	352	38.2%	99
Number of cell phones in household: 3+	185	20.1%	73
HH has cell phone only (no landline telephone)	457	49.6%	94
Computers (Households)			
HH owns a computer	582	63.2%	85
HH owns desktop computer	337	36.6%	95
HH owns laptop/notebook	417	45.3%	80
HH owns any Apple/Mac brand computer	70	7.6%	43
HH owns any PC/non-Apple brand computer	549	59.6%	95
HH purchased most recent computer in a store	321	34.9%	94
HH purchased most recent computer online	87	9.4%	70
Spent <\$500 on most recent home computer	179	19.4%	128
Spent \$500-\$999 on most recent home computer	148	16.1%	91
Spent \$1,000-\$1,499 on most recent home computer	59	6.4%	67
Spent \$1,500-\$1,999 on most recent home computer	23	2.5%	54
Spent \$2,000+ on most recent home computer	17	1.8%	46

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 2018 and 2023.



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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 mos	1,183	65.3%	104
Bought brewed coffee at convenience store in last 30 days	242	13.4%	99
Bought cigarettes at convenience store in last 30 days	281	15.5%	142
Bought gas at convenience store in last 30 days	809	44.7%	121
Spent at convenience store in last 30 days: <\$20	103	5.7%	79
Spent at convenience store in last 30 days: \$20-\$39	163	9.0%	94
Spent at convenience store in last 30 days: \$40-\$50	181	10.0%	121
Spent at convenience store in last 30 days: \$51-\$99	106	5.9%	105
Spent at convenience store in last 30 days: \$100+	478	26.4%	119
Entertainment (Adults)			
Attended a movie in last 6 months	886	48.9%	82
Went to live theater in last 12 months	120	6.6%	57
Went to a bar/night club in last 12 months	263	14.5%	83
Dined out in last 12 months	771	42.6%	83
Gambled at a casino in last 12 months	220	12.1%	94
Visited a theme park in last 12 months	219	12.1%	64
Viewed movie (video-on-demand) in last 30 days	248	13.7%	75
Viewed TV show (video-on-demand) in last 30 days	171	9.4%	68
Watched any pay-per-view TV in last 12 months	109	6.0%	55
Downloaded a movie over the Internet in last 30 days	105	5.8%	64
Downloaded any individual song in last 6 months	285	15.7%	78
Watched a movie online in the last 30 days	312	17.2%	72
Watched a TV program online in last 30 days	253	14.0%	78
Played a video/electronic game (console) in last 12 months	165	9.1%	100
Played a video/electronic game (portable) in last 12 months	66	3.6%	70
Financial (Adults)			
Have home mortgage (1st)	459	25.3%	80
Used ATM/cash machine in last 12 months	798	44.1%	83
Own any stock	72	4.0%	55
Own U.S. savings bond	53	2.9%	61
Own shares in mutual fund (stock)	80	4.4%	64
Own shares in mutual fund (bonds)	51	2.8%	59
Have interest checking account	499	27.6%	93
Have non-interest checking account	534	29.5%	100
Have savings account	951	52.5%	90
Have 401K retirement savings plan	210	11.6%	75
Own/used any credit/debit card in last 12 months	1,275	70.4%	88
Avg monthly credit card expenditures: <\$111	255	14.1%	117
Avg monthly credit card expenditures: \$111-\$225	133	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	129	7.1%	106
Avg monthly credit card expenditures: \$451-\$700	60	3.3%	53
Avg monthly credit card expenditures: \$701-\$1,000	76	4.2%	72
Avg monthly credit card expenditures: \$1,001+	98	5.4%	50
Did banking online in last 12 months	544	30.0%	76
Did banking on mobile device in last 12 months	342	18.9%	80
Paid bills online in last 12 months	719	39.7%	81

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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	660	71.7%	104
Used bread in last 6 months	869	94.4%	101
Used chicken (fresh or frozen) in last 6 months	614	66.7%	97
Used turkey (fresh or frozen) in last 6 months	155	16.8%	110
Used fish/seafood (fresh or frozen) in last 6 months	445	48.3%	88
Used fresh fruit/vegetables in last 6 months	782	84.9%	97
Used fresh milk in last 6 months	816	88.6%	103
Used organic food in last 6 months	118	12.8%	54
Health (Adults)			
Exercise at home 2+ times per week	413	22.8%	82
Exercise at club 2+ times per week	138	7.6%	53
Visited a doctor in last 12 months	1,437	79.3%	103
Used vitamin/dietary supplement in last 6 months	927	51.2%	95
Home (Households)			
Any home improvement in last 12 months	257	27.9%	100
Used housekeeper/maid/professional HH cleaning service in last 12	83	9.0%	64
Purchased low ticket HH furnishings in last 12 months	118	12.8%	76
Purchased big ticket HH furnishings in last 12 months	164	17.8%	81
Bought any small kitchen appliance in last 12 months	193	21.0%	93
Bought any large kitchen appliance in last 12 months	123	13.4%	95
Insurance (Adults/Households)			
Currently carry life insurance	833	46.0%	103
Carry medical/hospital/accident insurance	1,329	73.4%	98
Carry homeowner insurance	895	49.4%	104
Carry renter's insurance	142	7.8%	91
Have auto insurance: 1 vehicle in household covered	318	34.5%	113
Have auto insurance: 2 vehicles in household covered	252	27.4%	95
Have auto insurance: 3+ vehicles in household covered	182	19.8%	87
Pets (Households)			
Household owns any pet	523	56.8%	104
Household owns any cat	246	26.7%	116
Household owns any dog	402	43.6%	105
Psychographics (Adults)			
Buying American is important to me	888	49.0%	121
Usually buy items on credit rather than wait	221	12.2%	93
Usually buy based on quality - not price	327	18.1%	93
Price is usually more important than brand name	614	33.9%	121
Usually use coupons for brands I buy often	375	20.7%	116
Am interested in how to help the environment	265	14.6%	80
Usually pay more for environ safe product	200	11.0%	78
Usually value green products over convenience	185	10.2%	90
Likely to buy a brand that supports a charity	675	37.3%	108
Reading (Adults)			
Bought digital book in last 12 months	173	9.6%	72
Bought hardcover book in last 12 months	289	16.0%	80
Bought paperback book in last 12 month	459	25.3%	87
Read any daily newspaper (paper version)	458	25.3%	123
Read any digital newspaper in last 30 days	451	24.9%	66
Read any magazine (paper/electronic version) in last 6 months	1,609	88.8%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,296	71.6%	95
Went to family restaurant/steak house: 4+ times a month	410	22.6%	84
Went to fast food/drive-in restaurant in last 6 months	1,675	92.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	704	38.9%	98
Fast food/drive-in last 6 months: eat in	668	36.9%	100
Fast food/drive-in last 6 months: home delivery	147	8.1%	97
Fast food/drive-in last 6 months: take-out/drive-thru	896	49.5%	105
Fast food/drive-in last 6 months: take-out/walk-in	329	18.2%	86
Television & Electronics (Adults/Households)			
Own any tablet	678	37.4%	82
Own any e-reader	102	5.6%	76
Own e-reader/tablet: iPad	336	18.6%	70
HH has Internet connectable TV	197	21.4%	83
Own any portable MP3 player	321	17.7%	82
HH owns 1 TV	183	19.9%	95
HH owns 2 TVs	255	27.7%	103
HH owns 3 TVs	203	22.0%	105
HH owns 4+ TVs	162	17.6%	99
HH subscribes to cable TV	396	43.0%	96
HH subscribes to fiber optic	22	2.4%	30
HH owns portable GPS navigation device	218	23.7%	95
HH purchased video game system in last 12 mos	51	5.5%	65
HH owns any Internet video device for TV	125	13.6%	66
Travel (Adults)			
Domestic travel in last 12 months	761	42.0%	81
Took 3+ domestic non-business trips in last 12 months	136	7.5%	63
Spent on domestic vacations in last 12 months: <\$1,000	175	9.7%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	83	4.6%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	23	1.3%	32
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	53	2.9%	77
Spent on domestic vacations in last 12 months: \$3,000+	66	3.6%	58
Domestic travel in the 12 months: used general travel website	72	4.0%	57
Foreign travel in last 3 years	220	12.1%	46
Took 3+ foreign trips by plane in last 3 years	32	1.8%	37
Spent on foreign vacations in last 12 months: <\$1,000	38	2.1%	45
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	33	1.8%	48
Spent on foreign vacations in last 12 months: \$3,000+	34	1.9%	32
Foreign travel in last 3 years: used general travel website	41	2.3%	38
Nights spent in hotel/motel in last 12 months: any	623	34.4%	79
Took cruise of more than one day in last 3 years	80	4.4%	52
Member of any frequent flyer program	99	5.5%	31
Member of any hotel rewards program	192	10.6%	63

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Retail Marketplace Potential

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Latitude: 37.2703
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Demographic Summary		2018	2023
Population		8,371	7,956
Population 18+		6,406	6,118
Households		3,320	3,136
Median Household Income		\$41,509	\$42,885

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,964	46.3%	98
Bought any women's clothing in last 12 months	2,678	41.8%	97
Bought clothing for child <13 years in last 6 months	1,768	27.6%	103
Bought any shoes in last 12 months	3,201	50.0%	94
Bought costume jewelry in last 12 months	998	15.6%	86
Bought any fine jewelry in last 12 months	1,050	16.4%	92
Bought a watch in last 12 months	947	14.8%	93
Automobiles (Households)			
HH owns/leases any vehicle	2,864	86.3%	101
HH bought/leased new vehicle last 12 mo	248	7.5%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,502	85.9%	101
Bought/changed motor oil in last 12 months	3,383	52.8%	111
Had tune-up in last 12 months	1,484	23.2%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,176	65.2%	94
Drank regular cola in last 6 months	3,350	52.3%	118
Drank beer/ale in last 6 months	2,418	37.7%	89
Cameras (Adults)			
Own digital point & shoot camera/camcorder	665	10.4%	89
Own digital SLR camera/camcorder	386	6.0%	77
Printed digital photos in last 12 months	1,321	20.6%	89
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,311	36.1%	100
Have a smartphone	4,517	70.5%	88
Have a smartphone: Android phone (any brand)	2,614	40.8%	105
Have a smartphone: Apple iPhone	1,634	25.5%	67
Number of cell phones in household: 1	1,144	34.5%	112
Number of cell phones in household: 2	1,298	39.1%	102
Number of cell phones in household: 3+	710	21.4%	78
HH has cell phone only (no landline telephone)	1,822	54.9%	104
Computers (Households)			
HH owns a computer	2,167	65.3%	88
HH owns desktop computer	1,168	35.2%	92
HH owns laptop/notebook	1,584	47.7%	84
HH owns any Apple/Mac brand computer	307	9.2%	52
HH owns any PC/non-Apple brand computer	1,979	59.6%	95
HH purchased most recent computer in a store	1,169	35.2%	95
HH purchased most recent computer online	318	9.6%	71
Spent <\$500 on most recent home computer	606	18.3%	120
Spent \$500-\$999 on most recent home computer	539	16.2%	92
Spent \$1,000-\$1,499 on most recent home computer	226	6.8%	72
Spent \$1,500-\$1,999 on most recent home computer	94	2.8%	61
Spent \$2,000+ on most recent home computer	62	1.9%	46

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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	4,186	65.3%	104
Bought brewed coffee at convenience store in last 30 days	911	14.2%	105
Bought cigarettes at convenience store in last 30 days	980	15.3%	140
Bought gas at convenience store in last 30 days	2,772	43.3%	117
Spent at convenience store in last 30 days: <\$20	356	5.6%	77
Spent at convenience store in last 30 days: \$20-\$39	645	10.1%	105
Spent at convenience store in last 30 days: \$40-\$50	589	9.2%	111
Spent at convenience store in last 30 days: \$51-\$99	395	6.2%	110
Spent at convenience store in last 30 days: \$100+	1,655	25.8%	116
Entertainment (Adults)			
Attended a movie in last 6 months	3,212	50.1%	84
Went to live theater in last 12 months	479	7.5%	64
Went to a bar/night club in last 12 months	997	15.6%	89
Dined out in last 12 months	2,929	45.7%	90
Gambled at a casino in last 12 months	770	12.0%	93
Visited a theme park in last 12 months	837	13.1%	69
Viewed movie (video-on-demand) in last 30 days	849	13.3%	73
Viewed TV show (video-on-demand) in last 30 days	609	9.5%	68
Watched any pay-per-view TV in last 12 months	449	7.0%	64
Downloaded a movie over the Internet in last 30 days	407	6.4%	70
Downloaded any individual song in last 6 months	1,048	16.4%	81
Watched a movie online in the last 30 days	1,140	17.8%	74
Watched a TV program online in last 30 days	836	13.1%	73
Played a video/electronic game (console) in last 12 months	655	10.2%	112
Played a video/electronic game (portable) in last 12 months	317	4.9%	95
Financial (Adults)			
Have home mortgage (1st)	1,659	25.9%	82
Used ATM/cash machine in last 12 months	2,905	45.3%	85
Own any stock	280	4.4%	60
Own U.S. savings bond	243	3.8%	79
Own shares in mutual fund (stock)	284	4.4%	64
Own shares in mutual fund (bonds)	185	2.9%	60
Have interest checking account	1,727	27.0%	91
Have non-interest checking account	1,951	30.5%	103
Have savings account	3,438	53.7%	92
Have 401K retirement savings plan	808	12.6%	81
Own/used any credit/debit card in last 12 months	4,654	72.7%	91
Avg monthly credit card expenditures: <\$111	876	13.7%	114
Avg monthly credit card expenditures: \$111-\$225	468	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	408	6.4%	94
Avg monthly credit card expenditures: \$451-\$700	252	3.9%	63
Avg monthly credit card expenditures: \$701-\$1,000	243	3.8%	65
Avg monthly credit card expenditures: \$1,001+	342	5.3%	49
Did banking online in last 12 months	1,969	30.7%	78
Did banking on mobile device in last 12 months	1,179	18.4%	78
Paid bills online in last 12 months	2,565	40.0%	81

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,368	71.3%	104
Used bread in last 6 months	3,129	94.2%	101
Used chicken (fresh or frozen) in last 6 months	2,221	66.9%	97
Used turkey (fresh or frozen) in last 6 months	568	17.1%	112
Used fish/seafood (fresh or frozen) in last 6 months	1,644	49.5%	90
Used fresh fruit/vegetables in last 6 months	2,827	85.2%	98
Used fresh milk in last 6 months	2,896	87.2%	101
Used organic food in last 6 months	479	14.4%	61
Health (Adults)			
Exercise at home 2+ times per week	1,480	23.1%	83
Exercise at club 2+ times per week	552	8.6%	60
Visited a doctor in last 12 months	4,930	77.0%	100
Used vitamin/dietary supplement in last 6 months	3,251	50.7%	94
Home (Households)			
Any home improvement in last 12 months	915	27.6%	99
Used housekeeper/maid/professional HH cleaning service in last 12	290	8.7%	62
Purchased low ticket HH furnishings in last 12 months	485	14.6%	87
Purchased big ticket HH furnishings in last 12 months	638	19.2%	88
Bought any small kitchen appliance in last 12 months	708	21.3%	95
Bought any large kitchen appliance in last 12 months	473	14.2%	101
Insurance (Adults/Households)			
Currently carry life insurance	2,887	45.1%	101
Carry medical/hospital/accident insurance	4,738	74.0%	99
Carry homeowner insurance	3,063	47.8%	101
Carry renter's insurance	493	7.7%	89
Have auto insurance: 1 vehicle in household covered	1,100	33.1%	108
Have auto insurance: 2 vehicles in household covered	911	27.4%	95
Have auto insurance: 3+ vehicles in household covered	711	21.4%	94
Pets (Households)			
Household owns any pet	2,021	60.9%	112
Household owns any cat	959	28.9%	126
Household owns any dog	1,567	47.2%	113
Psychographics (Adults)			
Buying American is important to me	3,119	48.7%	120
Usually buy items on credit rather than wait	754	11.8%	90
Usually buy based on quality - not price	1,164	18.2%	94
Price is usually more important than brand name	2,010	31.4%	112
Usually use coupons for brands I buy often	1,287	20.1%	112
Am interested in how to help the environment	948	14.8%	81
Usually pay more for environ safe product	749	11.7%	82
Usually value green products over convenience	613	9.6%	84
Likely to buy a brand that supports a charity	2,224	34.7%	100
Reading (Adults)			
Bought digital book in last 12 months	593	9.3%	69
Bought hardcover book in last 12 months	1,056	16.5%	83
Bought paperback book in last 12 month	1,613	25.2%	87
Read any daily newspaper (paper version)	1,456	22.7%	110
Read any digital newspaper in last 30 days	1,830	28.6%	76
Read any magazine (paper/electronic version) in last 6 months	5,727	89.4%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,683	73.1%	97
Went to family restaurant/steak house: 4+ times a month	1,563	24.4%	91
Went to fast food/drive-in restaurant in last 6 months	5,865	91.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,611	40.8%	103
Fast food/drive-in last 6 months: eat in	2,407	37.6%	102
Fast food/drive-in last 6 months: home delivery	505	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	3,277	51.2%	108
Fast food/drive-in last 6 months: take-out/walk-in	1,221	19.1%	90
Television & Electronics (Adults/Households)			
Own any tablet	2,438	38.1%	83
Own any e-reader	316	4.9%	67
Own e-reader/tablet: iPad	1,155	18.0%	68
HH has Internet connectable TV	749	22.6%	87
Own any portable MP3 player	1,165	18.2%	85
HH owns 1 TV	662	19.9%	95
HH owns 2 TVs	946	28.5%	106
HH owns 3 TVs	714	21.5%	102
HH owns 4+ TVs	552	16.6%	93
HH subscribes to cable TV	1,286	38.7%	87
HH subscribes to fiber optic	126	3.8%	48
HH owns portable GPS navigation device	817	24.6%	99
HH purchased video game system in last 12 mos	219	6.6%	77
HH owns any Internet video device for TV	480	14.5%	71
Travel (Adults)			
Domestic travel in last 12 months	2,696	42.1%	81
Took 3+ domestic non-business trips in last 12 months	519	8.1%	68
Spent on domestic vacations in last 12 months: <\$1,000	654	10.2%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	291	4.5%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	145	2.3%	57
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	159	2.5%	65
Spent on domestic vacations in last 12 months: \$3,000+	208	3.2%	52
Domestic travel in the 12 months: used general travel website	247	3.9%	56
Foreign travel in last 3 years	858	13.4%	51
Took 3+ foreign trips by plane in last 3 years	84	1.3%	27
Spent on foreign vacations in last 12 months: <\$1,000	143	2.2%	48
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	112	1.7%	46
Spent on foreign vacations in last 12 months: \$3,000+	135	2.1%	36
Foreign travel in last 3 years: used general travel website	157	2.5%	41
Nights spent in hotel/motel in last 12 months: any	2,234	34.9%	80
Took cruise of more than one day in last 3 years	306	4.8%	56
Member of any frequent flyer program	439	6.9%	39
Member of any hotel rewards program	656	10.2%	61

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Retail Marketplace Potential

Former ABJ's Restaurant Cherryvale, KS
 Drive Time: 30 minute radius

Latitude: 37.2703
 Longitude: -95.5557

Demographic Summary	2018	2023
Population	52,557	50,367
Population 18+	40,726	38,901
Households	21,120	20,144
Median Household Income	\$42,773	\$44,259

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,185	47.1%	100
Bought any women's clothing in last 12 months	17,295	42.5%	98
Bought clothing for child <13 years in last 6 months	10,752	26.4%	98
Bought any shoes in last 12 months	20,785	51.0%	96
Bought costume jewelry in last 12 months	6,428	15.8%	87
Bought any fine jewelry in last 12 months	6,510	16.0%	89
Bought a watch in last 12 months	6,306	15.5%	98
Automobiles (Households)			
HH owns/leases any vehicle	18,465	87.4%	102
HH bought/leased new vehicle last 12 mo	1,680	8.0%	82
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	35,602	87.4%	102
Bought/changed motor oil in last 12 months	21,550	52.9%	111
Had tune-up in last 12 months	9,581	23.5%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	26,483	65.0%	93
Drank regular cola in last 6 months	20,083	49.3%	111
Drank beer/ale in last 6 months	16,083	39.5%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,670	11.5%	98
Own digital SLR camera/camcorder	2,521	6.2%	79
Printed digital photos in last 12 months	9,157	22.5%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	14,602	35.9%	99
Have a smartphone	29,541	72.5%	91
Have a smartphone: Android phone (any brand)	16,701	41.0%	106
Have a smartphone: Apple iPhone	11,230	27.6%	72
Number of cell phones in household: 1	7,172	34.0%	110
Number of cell phones in household: 2	8,516	40.3%	105
Number of cell phones in household: 3+	4,441	21.0%	76
HH has cell phone only (no landline telephone)	11,254	53.3%	101
Computers (Households)			
HH owns a computer	14,331	67.9%	91
HH owns desktop computer	7,569	35.8%	93
HH owns laptop/notebook	10,562	50.0%	88
HH owns any Apple/Mac brand computer	2,218	10.5%	59
HH owns any PC/non-Apple brand computer	12,928	61.2%	97
HH purchased most recent computer in a store	7,465	35.3%	96
HH purchased most recent computer online	2,181	10.3%	77
Spent <\$500 on most recent home computer	3,783	17.9%	118
Spent \$500-\$999 on most recent home computer	3,585	17.0%	96
Spent \$1,000-\$1,499 on most recent home computer	1,532	7.3%	76
Spent \$1,500-\$1,999 on most recent home computer	665	3.1%	68
Spent \$2,000+ on most recent home computer	481	2.3%	56

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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 mos	26,978	66.2%	106
Bought brewed coffee at convenience store in last 30 days	5,989	14.7%	109
Bought cigarettes at convenience store in last 30 days	5,942	14.6%	134
Bought gas at convenience store in last 30 days	17,907	44.0%	119
Spent at convenience store in last 30 days: <\$20	2,662	6.5%	91
Spent at convenience store in last 30 days: \$20-\$39	4,036	9.9%	104
Spent at convenience store in last 30 days: \$40-\$50	3,621	8.9%	107
Spent at convenience store in last 30 days: \$51-\$99	2,499	6.1%	110
Spent at convenience store in last 30 days: \$100+	10,763	26.4%	119
Entertainment (Adults)			
Attended a movie in last 6 months	21,456	52.7%	89
Went to live theater in last 12 months	3,589	8.8%	76
Went to a bar/night club in last 12 months	6,785	16.7%	95
Dined out in last 12 months	19,812	48.6%	95
Gambled at a casino in last 12 months	4,788	11.8%	91
Visited a theme park in last 12 months	5,408	13.3%	70
Viewed movie (video-on-demand) in last 30 days	5,649	13.9%	76
Viewed TV show (video-on-demand) in last 30 days	4,382	10.8%	77
Watched any pay-per-view TV in last 12 months	3,291	8.1%	73
Downloaded a movie over the Internet in last 30 days	2,844	7.0%	77
Downloaded any individual song in last 6 months	6,672	16.4%	81
Watched a movie online in the last 30 days	7,599	18.7%	78
Watched a TV program online in last 30 days	5,304	13.0%	73
Played a video/electronic game (console) in last 12 months	4,054	10.0%	109
Played a video/electronic game (portable) in last 12 months	2,071	5.1%	98
Financial (Adults)			
Have home mortgage (1st)	11,766	28.9%	91
Used ATM/cash machine in last 12 months	19,566	48.0%	90
Own any stock	2,078	5.1%	71
Own U.S. savings bond	2,026	5.0%	103
Own shares in mutual fund (stock)	2,267	5.6%	81
Own shares in mutual fund (bonds)	1,436	3.5%	74
Have interest checking account	11,689	28.7%	97
Have non-interest checking account	12,910	31.7%	108
Have savings account	23,048	56.6%	97
Have 401K retirement savings plan	5,712	14.0%	90
Own/used any credit/debit card in last 12 months	30,956	76.0%	95
Avg monthly credit card expenditures: <\$111	5,668	13.9%	116
Avg monthly credit card expenditures: \$111-\$225	3,303	8.1%	113
Avg monthly credit card expenditures: \$226-\$450	2,845	7.0%	104
Avg monthly credit card expenditures: \$451-\$700	1,958	4.8%	77
Avg monthly credit card expenditures: \$701-\$1,000	1,710	4.2%	72
Avg monthly credit card expenditures: \$1,001+	2,721	6.7%	61
Did banking online in last 12 months	13,356	32.8%	83
Did banking on mobile device in last 12 months	7,712	18.9%	80
Paid bills online in last 12 months	17,499	43.0%	87

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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	15,133	71.7%	104
Used bread in last 6 months	19,951	94.5%	101
Used chicken (fresh or frozen) in last 6 months	14,309	67.8%	98
Used turkey (fresh or frozen) in last 6 months	3,415	16.2%	106
Used fish/seafood (fresh or frozen) in last 6 months	10,601	50.2%	92
Used fresh fruit/vegetables in last 6 months	18,205	86.2%	99
Used fresh milk in last 6 months	18,434	87.3%	101
Used organic food in last 6 months	3,321	15.7%	66
Health (Adults)			
Exercise at home 2+ times per week	9,774	24.0%	86
Exercise at club 2+ times per week	4,098	10.1%	70
Visited a doctor in last 12 months	31,527	77.4%	101
Used vitamin/dietary supplement in last 6 months	20,827	51.1%	94
Home (Households)			
Any home improvement in last 12 months	6,159	29.2%	105
Used housekeeper/maid/professional HH cleaning service in last 12	1,962	9.3%	66
Purchased low ticket HH furnishings in last 12 months	3,292	15.6%	93
Purchased big ticket HH furnishings in last 12 months	4,216	20.0%	91
Bought any small kitchen appliance in last 12 months	4,623	21.9%	98
Bought any large kitchen appliance in last 12 months	3,073	14.6%	103
Insurance (Adults/Households)			
Currently carry life insurance	19,169	47.1%	106
Carry medical/hospital/accident insurance	30,621	75.2%	101
Carry homeowner insurance	20,965	51.5%	109
Carry renter's insurance	3,145	7.7%	90
Have auto insurance: 1 vehicle in household covered	6,864	32.5%	106
Have auto insurance: 2 vehicles in household covered	5,814	27.5%	96
Have auto insurance: 3+ vehicles in household covered	5,005	23.7%	104
Pets (Households)			
Household owns any pet	13,106	62.1%	114
Household owns any cat	6,360	30.1%	131
Household owns any dog	10,019	47.4%	114
Psychographics (Adults)			
Buying American is important to me	19,758	48.5%	120
Usually buy items on credit rather than wait	4,786	11.8%	90
Usually buy based on quality - not price	7,833	19.2%	99
Price is usually more important than brand name	12,709	31.2%	112
Usually use coupons for brands I buy often	8,393	20.6%	115
Am interested in how to help the environment	6,012	14.8%	81
Usually pay more for environ safe product	5,036	12.4%	87
Usually value green products over convenience	4,244	10.4%	92
Likely to buy a brand that supports a charity	13,670	33.6%	97
Reading (Adults)			
Bought digital book in last 12 months	3,697	9.1%	68
Bought hardcover book in last 12 months	7,158	17.6%	88
Bought paperback book in last 12 month	10,990	27.0%	93
Read any daily newspaper (paper version)	10,073	24.7%	120
Read any digital newspaper in last 30 days	12,681	31.1%	83
Read any magazine (paper/electronic version) in last 6 months	36,524	89.7%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	30,528	75.0%	99
Went to family restaurant/steak house: 4+ times a month	10,085	24.8%	92
Went to fast food/drive-in restaurant in last 6 months	37,162	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	15,470	38.0%	96
Fast food/drive-in last 6 months: eat in	15,752	38.7%	105
Fast food/drive-in last 6 months: home delivery	3,114	7.6%	91
Fast food/drive-in last 6 months: take-out/drive-thru	20,628	50.7%	107
Fast food/drive-in last 6 months: take-out/walk-in	7,821	19.2%	91
Television & Electronics (Adults/Households)			
Own any tablet	16,108	39.6%	87
Own any e-reader	2,498	6.1%	83
Own e-reader/tablet: iPad	7,899	19.4%	73
HH has Internet connectable TV	4,861	23.0%	89
Own any portable MP3 player	7,516	18.5%	86
HH owns 1 TV	4,103	19.4%	93
HH owns 2 TVs	5,887	27.9%	103
HH owns 3 TVs	4,576	21.7%	103
HH owns 4+ TVs	3,792	18.0%	101
HH subscribes to cable TV	8,108	38.4%	86
HH subscribes to fiber optic	913	4.3%	54
HH owns portable GPS navigation device	5,472	25.9%	104
HH purchased video game system in last 12 mos	1,351	6.4%	75
HH owns any Internet video device for TV	3,306	15.7%	77
Travel (Adults)			
Domestic travel in last 12 months	18,013	44.2%	85
Took 3+ domestic non-business trips in last 12 months	3,714	9.1%	77
Spent on domestic vacations in last 12 months: <\$1,000	4,322	10.6%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,027	5.0%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,143	2.8%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,139	2.8%	73
Spent on domestic vacations in last 12 months: \$3,000+	1,551	3.8%	61
Domestic travel in the 12 months: used general travel website	1,908	4.7%	68
Foreign travel in last 3 years	6,402	15.7%	59
Took 3+ foreign trips by plane in last 3 years	773	1.9%	39
Spent on foreign vacations in last 12 months: <\$1,000	1,260	3.1%	66
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	825	2.0%	54
Spent on foreign vacations in last 12 months: \$3,000+	1,115	2.7%	46
Foreign travel in last 3 years: used general travel website	1,327	3.3%	54
Nights spent in hotel/motel in last 12 months: any	15,262	37.5%	86
Took cruise of more than one day in last 3 years	2,118	5.2%	61
Member of any frequent flyer program	3,359	8.2%	47
Member of any hotel rewards program	5,002	12.3%	73

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