



Electronics & Internet Market Potential

Prepared by Carol Campbell

8975 Three Chopt Rd
Richmond, VA 23229

Site Type: Donut

Latitude: 37.607698
Longitude: -77.561729
Donut: 0-1.0 mile

Demographic Summary	2007	2012
Population	9,983	10,263
Population 18+	8,076	8,383
Households	4,533	4,692
Median Household Income	\$58,364	\$66,966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	3,163	39.2%	122
HH owns a personal computer	3,376	74.5%	110
Purchased home PC in last 12 months	750	16.5%	110
Purchased home PC 1-2 years ago	1,130	24.9%	115
Purchased home PC 3-4 years ago	934	20.6%	113
Purchased home PC 5+ years ago	398	8.8%	111
Spent <\$500 on home PC	348	7.7%	107
Spent \$500-999 on home PC	734	16.2%	104
Spent \$1000-1499 on home PC	922	20.3%	119
Spent \$1500-1999 on home PC	503	11.1%	107
Spent \$2000-2999 on home PC	389	8.6%	115
Spent \$3000+ on home PC	137	3.0%	97
Purchased home PC at computer superstore	737	16.3%	114
Purchased home PC at department store	156	3.4%	91
Purchased home PC direct from manufacturer	714	15.8%	116
Purchased home PC at electronics store	419	9.2%	111
Purchased home PC on Internet	295	6.5%	101
Purchased home PC at warehouse discount outlet	123	2.7%	106
HH owns desktop PC	2,980	65.7%	113
HH owns laptop/notebook/tablet PC	670	14.8%	100
HH owns any Apple/Apple Mac clone brand PC	177	3.9%	100
HH owns any IBM/IBM compatible brand PC	3,083	68.0%	111
Brand of PC that HH owns: Compaq	540	11.9%	111
Brand of PC that HH owns: Dell	880	19.4%	107
Brand of PC that HH owns: Gateway	461	10.2%	115
Brand of PC that HH owns: Hewlett Packard	638	14.1%	115
Brand of PC that HH owns: IBM	140	3.1%	97
Child (under 18) uses home PC	962	21.2%	103
HH owns CD burner	1,454	32.1%	110
HH owns CD ROM drive	2,222	49.0%	112
HH owns DVD drive	1,048	23.1%	111
HH owns LAN/network interface card	540	11.9%	111
HH owns inkjet printer	2,123	46.8%	113
HH owns laser printer	529	11.7%	108
HH owns removable cartridge storage device	315	6.9%	105
HH owns scanner	1,238	27.3%	110
HH owns PC speakers	2,035	44.9%	112
HH owns tape backup	138	3.0%	85
HH owns software: accounting	504	11.1%	103
HH owns software: communications/fax	508	11.2%	110
HH owns software: database/filing	498	11.0%	115
HH owns software: desktop publishing	728	16.1%	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. average. A 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 Inc. in a nationally representative survey of U.S. households.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	547	12.1%	110
HH owns software: entertainment/games	1,566	34.5%	112
HH owns software: personal finance/tax prep	740	16.3%	114
HH owns software: presentation graphics	415	9.2%	104
HH owns software: multimedia	673	14.8%	109
HH owns software: home networking	396	8.7%	110
HH owns software: spreadsheet	1,107	24.4%	114
HH owns software: utility	360	7.9%	116
HH owns software: web authoring	169	3.7%	95
HH owns software: word processing	1,669	36.8%	115
Spent \$500+ on software for home PC in last 12 mo	108	2.4%	92
Purchased computer book in last 12 months	301	6.6%	109
HH owns fax machine	799	17.6%	102
Purchased audio equipment in last 12 months	371	8.2%	99
Purchased cassette recorder/player in last 12 mo	53	1.2%	106
Purchased headphones in last 12 months	121	2.7%	114
HH owns camcorder	1,010	22.3%	106
Purchased camcorder in last 12 months	86	1.9%	77
HH owns digital camcorder	261	5.8%	103
HH owns CD player	2,441	53.8%	107
Purchased CD player in last 12 months	397	8.8%	102
HH owns DVD player	2,348	51.8%	105
Purchased DVD player in last 12 months	696	15.4%	106
HH owns 1 TV	880	19.4%	90
HH owns 2 TVs	1,220	26.9%	100
HH owns 3 TVs	1,044	23.0%	106
HH owns 4+ TVs	951	21.0%	108
HH owns color floor TV	1,708	37.7%	105
HH owns color portable TV	2,779	61.3%	103
HH owns miniature screen TV (under 13")	488	10.8%	104
HH owns regular screen TV (13"-26")	2,376	52.4%	104
Most recent TV purchase: regular screen (13"-26")	1,311	28.9%	98
HH owns large screen TV (27"-35")	2,374	52.4%	109
Most recent TV purchase: large screen (27"-35")	1,720	37.9%	109
HH owns VCR	2,839	62.6%	103
HH owns combination TV/VCR	760	16.8%	99
HH owns video game system	1,342	29.6%	101
Purchased video game system in last 12 months	300	6.6%	92
HH owns video game system: Game Boy	379	8.4%	98
HH owns video game system: Sony PlayStation	349	7.7%	90
Purchased 6+ video games in last 12 months	220	4.9%	91
HH owns modem/fax modem	1,365	30.1%	112
HH owns big screen TV (36"-42")	552	12.2%	109
Most recent TV purchase: big screen (36"-42")	410	9.0%	113
HH owns giant screen TV (over 42")	350	7.7%	92
Most recent TV purchase: giant screen (over 42")	268	5.9%	92
HH owns flat screen/plasma TV	423	9.3%	102
HH owns projection TV	251	5.5%	108
HH owns video game system: Game Boy Advance	301	6.6%	88
HH owns video game system: Nintendo GameCube	213	4.7%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: PlayStation 2	695	15.3%	101
Bought video game system/12 mo: PlayStation 2	110	2.4%	82
HH owns video game system: Xbox	279	6.2%	106
Bought video game system/12 mo: Xbox	67	1.5%	93
HH owns MP3 player	259	5.7%	113
Purchased MP3 player in last 12 months	112	2.5%	114
HH owns Apple iPod	67	1.5%	98
Own Personal Digital Assistant (PDA)	595	7.4%	101
Bought PDA in last 12 months	176	2.2%	123
Have any access to the Internet	7,023	86.9%	110
Have access to Internet: at home	5,727	70.9%	113
Have access to Internet: at work	3,448	42.7%	122
Have access to Internet: at school/library	2,275	28.2%	114
Have access to Internet: not hm/work/school/library	1,658	20.5%	112
Use Internet less than once a week	377	4.7%	95
Use Internet 1-2 times per week	572	7.1%	103
Use Internet 3-6 times per week	958	11.9%	111
Use Internet once a day	1,806	22.4%	118
Use Internet more than once a day	2,139	26.5%	124
Any Internet or online usage in last 30 days	5,960	73.8%	115
Looked at/used any online service in last 30 days	5,208	64.5%	114
Looked at/used America Online (AOL) last 30 days	1,826	22.6%	111
Looked at/used Microsoft Network in last 30 days	1,419	17.6%	115
Used Internet in last 30 days: at home	4,995	61.8%	117
Used Internet in last 30 days: at work	2,928	36.2%	123
Used Internet in last 30 days: at school/library	614	7.6%	118
Used Internet/30 days: not home/work/school/library	548	6.8%	109
Internet last 30 days: used email	5,118	63.4%	118
Internet last 30 days: looked for employment	948	11.7%	121
Internet last 30 days: played games online	1,497	18.5%	113
Internet last 30 days: obtained new/used car info	776	9.6%	112
Internet last 30 days: made personal purchase	2,239	27.7%	121
Internet last 30 days: made business purchase	655	8.1%	110
Internet last 30 days: obtained real estate info	835	10.3%	111
Internet last 30 days: tracked investments	1,041	12.9%	119
Internet last 30 days: traded stocks/bonds/funds	280	3.5%	110
Internet last 30 days: made travel plans	1,442	17.9%	118
Internet last 30 days: visited chat room	412	5.1%	101
Ordered anything on Internet in last 12 months	2,705	33.5%	119
Ordered on Internet/12 mo: airline ticket	1,324	16.4%	119
Ordered on Internet/12 mo: CD/tape	355	4.4%	104
Ordered on Internet/12 mo: clothing	867	10.7%	111
Ordered on Internet/12 mo: computer	305	3.8%	122
Ordered on Internet/12 mo: computer peripheral	291	3.6%	105
Ordered on Internet/12 mo: flowers	254	3.1%	102
Ordered on Internet/12 mo: software	467	5.8%	122
Ordered on Internet/12 mo: ticket (concert/sports)	544	6.7%	105
Ordered on Internet/12 mo: toy	256	3.2%	98
Ordered on Internet/12 mo: video	276	3.4%	129
Purchased item from amazon.com in last 12 months	928	11.5%	111
Purchased item from barnes&noble.com in last 12 mo	314	3.9%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from ebay.com in last 12 months	776	9.6%	118
Spent on Internet orders last 12 months: <\$100	489	6.1%	111
Spent on Internet orders last 12 months: \$100-199	388	4.8%	112
Spent on Internet orders last 12 months: \$200-499	631	7.8%	119
Spent on Internet orders last 12 months: \$500+	1,018	12.6%	116
Internet last 30 days: obtained medical info	1,195	14.8%	119
Internet last 30 days: obtained latest news	3,056	37.8%	120
Internet last 30 days: obtained sports news/info	1,833	22.7%	123
Purchased item from bestbuy.com in last 12 months	164	2.0%	102
Purchased item from walmart.com in last 12 months	132	1.6%	97
Pre-recorded video tapes rented/30 days: 1	285	3.5%	107
Pre-recorded video tapes rented/30 days: 2	420	5.2%	109
Pre-recorded video tapes rented/30 days: 3	183	2.3%	93
Pre-recorded video tapes rented/30 days: 4	246	3.0%	100
Pre-recorded video tapes rented/30 days: 5+	697	8.6%	99
DVDs rented in last 30 days: 1	265	3.3%	99
DVDs rented in last 30 days: 2	506	6.3%	118
DVDs rented in last 30 days: 3	234	2.9%	95
DVDs rented in last 30 days: 4	265	3.3%	100
DVDs rented in last 30 days: 5+	903	11.2%	104
Rented video tape/DVD last month: action/adventure	1,924	23.8%	104
Rented video tape/DVD last month: classic	421	5.2%	110
Rented video tape/DVD last month: comedy	1,992	24.7%	107
Rented video tape/DVD last month: drama	1,394	17.3%	109
Rented video tape/DVD last month: family/children	701	8.7%	97
Rented video tape/DVD last month: foreign	135	1.7%	98
Rented video tape/DVD last month: horror	577	7.1%	96
Rented video tape/DVD last month: science fiction	407	5.0%	97
Rented video tape/DVD last mo at Blockbuster Video	1,627	20.1%	120
Rented video tape/DVD last mo at Hollywood Video	610	7.6%	112
Pre-recorded video tapes purchased/30 days: 1	227	2.8%	93
Pre-recorded video tapes purchased/30 days: 2	218	2.7%	88
Pre-recorded video tapes purchased/30 days: 3-4	244	3.0%	110
Pre-recorded video tapes purchased/30 days: 5+	237	2.9%	111
Bought video tape/DVD last month: action/adventure	774	9.6%	103
Bought video tape/DVD last month: classic	202	2.5%	98
Bought video tape/DVD last month: comedy	727	9.0%	98
Bought video tape/DVD last month: drama	428	5.3%	101
Bought video tape/DVD last month: family/children	544	6.7%	99
Bought video tape/DVD last month: horror	200	2.5%	105
Bought video tape/DVD last month: science fiction	166	2.1%	90
Bought video tape/DVD last mo at Blockbuster Video	197	2.4%	94
Bought blank video tape in last 6 months	1,831	22.7%	101
Bought 7+ blank video tapes in last 6 months	548	6.8%	107
DVDs purchased in last 30 days: 1	426	5.3%	98
DVDs purchased in last 30 days: 2	422	5.2%	105
DVDs purchased in last 30 days: 3-4	323	4.0%	87
DVDs purchased in last 30 days: 5+	410	5.1%	102
Bought any camera in last 12 months	1,551	19.2%	105
Spent on cameras in last 12 months: <\$100	715	8.9%	108
Spent on cameras in last 12 months: \$100-199	182	2.3%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Spent on cameras in last 12 months: \$200+	442	5.5%	110
Own APS (point & shoot or SLR) camera	462	5.7%	114
Own digital camera	1,833	22.7%	112
Bought digital camera in last 12 months	570	7.1%	112
Own instant developing camera	286	3.5%	97
Own 35mm auto focus point & shoot camera	852	10.5%	103
Own 35mm auto focus single lens reflex camera	300	3.7%	105
Own 35mm auto focus zoom camera	993	12.3%	111
Own 35mm single lens reflex camera	459	5.7%	120
Own Canon camera	1,116	13.8%	108
Own Fuji camera	500	6.2%	103
Bought Fuji camera in last 12 months	205	2.5%	96
Own Kodak camera	1,071	13.3%	108
Bought Kodak camera in last 12 months	407	5.0%	105
Own Minolta camera	460	5.7%	110
Own Nikon camera	400	5.0%	111
Own Olympus camera	605	7.5%	119
Own Pentax camera	305	3.8%	130
Own Polaroid camera	281	3.5%	106
Own Vivitar camera	173	2.1%	109
Bought disposable camera in last 12 months	792	9.8%	102
Bought APS disposable camera in last 12 months	312	3.9%	110
Bought 35mm disposable camera in last 12 months	504	6.2%	94
Bought any camera accessory in last 12 months	1,593	19.7%	110
Bought film in last 12 months	3,240	40.1%	110
Bought film in last 12 months: <3 rolls	856	10.6%	100
Bought film in last 12 months: 3-6 rolls	1,208	15.0%	113
Bought film in last 12 months: 7+ rolls	1,178	14.6%	114
Bought film in last 12 mo: APS (color prints)	323	4.0%	119
Bought film in last 12 mo: cartridge (color)	184	2.3%	123
Bought film in last 12 mo: instant developing	115	1.4%	81
Bought film in last 12 mo: 35mm (black & white)	188	2.3%	106
Bought film in last 12 mo: 35mm (color prints)	2,444	30.3%	115
Bought film in last 12 mo: 35mm (color slides)	159	2.0%	83
Bought Fuji film in last 12 months	1,056	13.1%	115
Bought Kodak film in last 12 months	2,201	27.2%	113
Bought store-brand film in last 12 months	226	2.8%	103
Purchased film in last 12 mo: camera store	203	2.5%	126
Purchased film in last 12 mo: department store	520	6.4%	103
Purchased film in last 12 mo: discount store	1,304	16.1%	119
Purchased film in last 12 mo: drug store	770	9.5%	106
Purchased film in last 12 mo: grocery store	545	6.7%	117
Purchased film in last 12 mo: 1 hour service store	181	2.2%	108
Purchased film in last 12 mo: warehouse/club store	263	3.3%	110
Had film processed at department store	291	3.6%	96
Had film processed at discount store	783	9.7%	116
Had film processed at drug store	702	8.7%	107
Had film processed at grocery store	351	4.3%	116
Had film processed at 1 hour service store	251	3.1%	91
Own cartridge camera	134	1.7%	94
Bought memory card for camera in last 12 months	402	5.0%	109
Own memory card for camera	1,057	13.1%	117

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. average. A MPI of 100 represents the U.S. average.

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Demographic Summary	2007	2012
Population	78,198	81,383
Population 18+	62,637	65,963
Households	33,380	34,968
Median Household Income	\$62,841	\$73,315

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	24,246	38.7%	121
HH owns a personal computer	25,090	75.2%	111
Purchased home PC in last 12 months	5,792	17.4%	116
Purchased home PC 1-2 years ago	8,335	25.0%	115
Purchased home PC 3-4 years ago	6,734	20.2%	111
Purchased home PC 5+ years ago	2,829	8.5%	108
Spent <\$500 on home PC	2,699	8.1%	113
Spent \$500-999 on home PC	5,498	16.5%	106
Spent \$1000-1499 on home PC	6,322	18.9%	111
Spent \$1500-1999 on home PC	3,997	12.0%	115
Spent \$2000-2999 on home PC	2,939	8.8%	118
Spent \$3000+ on home PC	1,289	3.9%	124
Purchased home PC at computer superstore	5,700	17.1%	119
Purchased home PC at department store	1,032	3.1%	82
Purchased home PC direct from manufacturer	5,255	15.7%	116
Purchased home PC at electronics store	3,021	9.1%	109
Purchased home PC on Internet	2,454	7.4%	115
Purchased home PC at warehouse discount outlet	898	2.7%	105
HH owns desktop PC	21,685	65.0%	112
HH owns laptop/notebook/tablet PC	5,785	17.3%	118
HH owns any Apple/Apple Mac clone brand PC	1,542	4.6%	119
HH owns any IBM/IBM compatible brand PC	22,695	68.0%	111
Brand of PC that HH owns: Compaq	3,779	11.3%	106
Brand of PC that HH owns: Dell	6,924	20.7%	115
Brand of PC that HH owns: Gateway	3,386	10.1%	114
Brand of PC that HH owns: Hewlett Packard	4,304	12.9%	106
Brand of PC that HH owns: IBM	1,166	3.5%	110
Child (under 18) uses home PC	6,843	20.5%	100
HH owns CD burner	11,123	33.3%	114
HH owns CD ROM drive	16,477	49.4%	112
HH owns DVD drive	7,999	24.0%	115
HH owns LAN/network interface card	4,416	13.2%	123
HH owns inkjet printer	15,465	46.3%	111
HH owns laser printer	4,241	12.7%	117
HH owns removable cartridge storage device	2,499	7.5%	113
HH owns scanner	9,087	27.2%	109
HH owns PC speakers	15,171	45.4%	113
HH owns tape backup	1,137	3.4%	95
HH owns software: accounting	4,050	12.1%	112
HH owns software: communications/fax	3,853	11.5%	114
HH owns software: database/filing	3,718	11.1%	117
HH owns software: desktop publishing	5,364	16.1%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	4,077	12.2%	112
HH owns software: entertainment/games	11,459	34.3%	111
HH owns software: personal finance/tax prep	5,620	16.8%	117
HH owns software: presentation graphics	3,382	10.1%	115
HH owns software: multimedia	5,208	15.6%	114
HH owns software: home networking	3,124	9.4%	118
HH owns software: spreadsheet	8,514	25.5%	119
HH owns software: utility	2,787	8.3%	122
HH owns software: web authoring	1,487	4.5%	114
HH owns software: word processing	12,654	37.9%	119
Spent \$500+ on software for home PC in last 12 mo	1,015	3.0%	118
Purchased computer book in last 12 months	2,399	7.2%	118
HH owns fax machine	6,415	19.2%	111
Purchased audio equipment in last 12 months	2,811	8.4%	102
Purchased cassette recorder/player in last 12 mo	368	1.1%	100
Purchased headphones in last 12 months	856	2.6%	110
HH owns camcorder	7,161	21.5%	102
Purchased camcorder in last 12 months	732	2.2%	89
HH owns digital camcorder	2,031	6.1%	109
HH owns CD player	18,063	54.1%	108
Purchased CD player in last 12 months	2,993	9.0%	105
HH owns DVD player	17,532	52.5%	107
Purchased DVD player in last 12 months	5,113	15.3%	106
HH owns 1 TV	7,330	22.0%	102
HH owns 2 TVs	9,133	27.4%	102
HH owns 3 TVs	7,115	21.3%	98
HH owns 4+ TVs	6,486	19.4%	100
HH owns color floor TV	12,646	37.9%	106
HH owns color portable TV	19,795	59.3%	99
HH owns miniature screen TV (under 13")	3,691	11.1%	106
HH owns regular screen TV (13"-26")	17,171	51.4%	102
Most recent TV purchase: regular screen (13"-26")	9,819	29.4%	100
HH owns large screen TV (27"-35")	16,876	50.6%	105
Most recent TV purchase: large screen (27"-35")	12,130	36.3%	104
HH owns VCR	20,618	61.8%	102
HH owns combination TV/VCR	5,722	17.1%	101
HH owns video game system	9,772	29.3%	100
Purchased video game system in last 12 months	2,288	6.9%	95
HH owns video game system: Game Boy	2,703	8.1%	94
HH owns video game system: Sony PlayStation	2,583	7.7%	91
Purchased 6+ video games in last 12 months	1,745	5.2%	98
HH owns modem/fax modem	10,220	30.6%	113
HH owns big screen TV (36"-42")	3,908	11.7%	105
Most recent TV purchase: big screen (36"-42")	2,824	8.5%	106
HH owns giant screen TV (over 42")	2,764	8.3%	98
Most recent TV purchase: giant screen (over 42")	2,094	6.3%	97
HH owns flat screen/plasma TV	3,341	10.0%	110
HH owns projection TV	1,835	5.5%	107
HH owns video game system: Game Boy Advance	2,325	7.0%	93
HH owns video game system: Nintendo GameCube	1,553	4.7%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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Electronics & Internet Market Potential

Prepared by Carol Campbell

8975 Three Chopt Rd
Richmond, VA 23229

Site Type: Donut

Latitude: 37.607698
Longitude: -77.561729
Donut: 1.0-3.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: PlayStation 2	5,152	15.4%	102
Bought video game system/12 mo: PlayStation 2	908	2.7%	92
HH owns video game system: Xbox	2,011	6.0%	104
Bought video game system/12 mo: Xbox	497	1.5%	93
HH owns MP3 player	1,984	5.9%	117
Purchased MP3 player in last 12 months	885	2.7%	123
HH owns Apple iPod	580	1.7%	115
Own Personal Digital Assistant (PDA)	5,369	8.6%	117
Bought PDA in last 12 months	1,329	2.1%	120
Have any access to the Internet	54,005	86.2%	109
Have access to Internet: at home	44,605	71.2%	114
Have access to Internet: at work	26,943	43.0%	123
Have access to Internet: at school/library	16,646	26.6%	107
Have access to Internet: not hm/work/school/library	12,611	20.1%	110
Use Internet less than once a week	2,583	4.1%	84
Use Internet 1-2 times per week	4,206	6.7%	97
Use Internet 3-6 times per week	7,154	11.4%	107
Use Internet once a day	14,260	22.8%	121
Use Internet more than once a day	17,378	27.7%	130
Any Internet or online usage in last 30 days	46,427	74.1%	116
Looked at/used any online service in last 30 days	40,695	65.0%	115
Looked at/used America Online (AOL) last 30 days	14,958	23.9%	117
Looked at/used Microsoft Network in last 30 days	11,368	18.1%	119
Used Internet in last 30 days: at home	39,316	62.8%	119
Used Internet in last 30 days: at work	23,489	37.5%	127
Used Internet in last 30 days: at school/library	4,683	7.5%	116
Used Internet/30 days: not home/work/school/library	4,750	7.6%	121
Internet last 30 days: used email	40,738	65.0%	121
Internet last 30 days: looked for employment	7,362	11.8%	122
Internet last 30 days: played games online	11,357	18.1%	110
Internet last 30 days: obtained new/used car info	6,346	10.1%	118
Internet last 30 days: made personal purchase	18,516	29.6%	129
Internet last 30 days: made business purchase	5,727	9.1%	124
Internet last 30 days: obtained real estate info	7,452	11.9%	128
Internet last 30 days: tracked investments	9,158	14.6%	135
Internet last 30 days: traded stocks/bonds/funds	2,626	4.2%	133
Internet last 30 days: made travel plans	12,716	20.3%	134
Internet last 30 days: visited chat room	3,526	5.6%	112
Ordered anything on Internet in last 12 months	21,671	34.6%	123
Ordered on Internet/12 mo: airline ticket	11,233	17.9%	131
Ordered on Internet/12 mo: CD/tape	3,219	5.1%	122
Ordered on Internet/12 mo: clothing	7,134	11.4%	118
Ordered on Internet/12 mo: computer	2,266	3.6%	117
Ordered on Internet/12 mo: computer peripheral	2,617	4.2%	122
Ordered on Internet/12 mo: flowers	2,236	3.6%	115
Ordered on Internet/12 mo: software	3,691	5.9%	124
Ordered on Internet/12 mo: ticket (concert/sports)	4,888	7.8%	122
Ordered on Internet/12 mo: toy	2,244	3.6%	110
Ordered on Internet/12 mo: video	1,982	3.2%	120
Purchased item from amazon.com in last 12 months	7,856	12.5%	121
Purchased item from barnes&noble.com in last 12 mo	2,479	4.0%	125

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from ebay.com in last 12 months	5,962	9.5%	116
Spent on Internet orders last 12 months: <\$100	3,655	5.8%	107
Spent on Internet orders last 12 months: \$100-199	2,986	4.8%	112
Spent on Internet orders last 12 months: \$200-499	4,937	7.9%	120
Spent on Internet orders last 12 months: \$500+	8,556	13.7%	125
Internet last 30 days: obtained medical info	9,460	15.1%	122
Internet last 30 days: obtained latest news	24,722	39.5%	125
Internet last 30 days: obtained sports news/info	14,642	23.4%	127
Purchased item from bestbuy.com in last 12 months	1,382	2.2%	111
Purchased item from walmart.com in last 12 months	1,077	1.7%	102
Pre-recorded video tapes rented/30 days: 1	2,133	3.4%	103
Pre-recorded video tapes rented/30 days: 2	3,116	5.0%	105
Pre-recorded video tapes rented/30 days: 3	1,556	2.5%	102
Pre-recorded video tapes rented/30 days: 4	2,045	3.3%	107
Pre-recorded video tapes rented/30 days: 5+	5,419	8.7%	99
DVDs rented in last 30 days: 1	2,304	3.7%	112
DVDs rented in last 30 days: 2	3,784	6.0%	113
DVDs rented in last 30 days: 3	1,948	3.1%	102
DVDs rented in last 30 days: 4	2,218	3.5%	108
DVDs rented in last 30 days: 5+	7,236	11.6%	107
Rented video tape/DVD last month: action/adventure	15,358	24.5%	107
Rented video tape/DVD last month: classic	3,375	5.4%	114
Rented video tape/DVD last month: comedy	15,826	25.3%	109
Rented video tape/DVD last month: drama	11,341	18.1%	115
Rented video tape/DVD last month: family/children	5,425	8.7%	97
Rented video tape/DVD last month: foreign	1,230	2.0%	115
Rented video tape/DVD last month: horror	4,523	7.2%	97
Rented video tape/DVD last month: science fiction	3,416	5.5%	105
Rented video tape/DVD last mo at Blockbuster Video	12,933	20.6%	123
Rented video tape/DVD last mo at Hollywood Video	4,761	7.6%	112
Pre-recorded video tapes purchased/30 days: 1	1,844	2.9%	98
Pre-recorded video tapes purchased/30 days: 2	1,773	2.8%	92
Pre-recorded video tapes purchased/30 days: 3-4	1,602	2.6%	93
Pre-recorded video tapes purchased/30 days: 5+	1,601	2.6%	97
Bought video tape/DVD last month: action/adventure	6,136	9.8%	106
Bought video tape/DVD last month: classic	1,610	2.6%	101
Bought video tape/DVD last month: comedy	5,915	9.4%	103
Bought video tape/DVD last month: drama	3,521	5.6%	108
Bought video tape/DVD last month: family/children	3,949	6.3%	93
Bought video tape/DVD last month: horror	1,383	2.2%	94
Bought video tape/DVD last month: science fiction	1,451	2.3%	102
Bought video tape/DVD last mo at Blockbuster Video	1,709	2.7%	106
Bought blank video tape in last 6 months	13,847	22.1%	99
Bought 7+ blank video tapes in last 6 months	3,974	6.3%	100
DVDs purchased in last 30 days: 1	3,409	5.4%	101
DVDs purchased in last 30 days: 2	3,235	5.2%	103
DVDs purchased in last 30 days: 3-4	2,768	4.4%	96
DVDs purchased in last 30 days: 5+	3,130	5.0%	100
Bought any camera in last 12 months	12,173	19.4%	106
Spent on cameras in last 12 months: <\$100	5,389	8.6%	105
Spent on cameras in last 12 months: \$100-199	1,529	2.4%	101

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Site Type: Donut

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Donut: 1.0-3.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Spent on cameras in last 12 months: \$200+	3,602	5.8%	115
Own APS (point & shoot or SLR) camera	3,775	6.0%	120
Own digital camera	14,581	23.3%	115
Bought digital camera in last 12 months	4,530	7.2%	115
Own instant developing camera	2,289	3.7%	100
Own 35mm auto focus point & shoot camera	6,645	10.6%	103
Own 35mm auto focus single lens reflex camera	2,398	3.8%	108
Own 35mm auto focus zoom camera	7,266	11.6%	105
Own 35mm single lens reflex camera	3,169	5.1%	107
Own Canon camera	8,925	14.2%	111
Own Fuji camera	3,758	6.0%	100
Bought Fuji camera in last 12 months	1,573	2.5%	95
Own Kodak camera	7,491	12.0%	97
Bought Kodak camera in last 12 months	2,901	4.6%	97
Own Minolta camera	3,396	5.4%	104
Own Nikon camera	3,274	5.2%	117
Own Olympus camera	4,668	7.5%	118
Own Pentax camera	2,071	3.3%	114
Own Polaroid camera	1,940	3.1%	95
Own Vivitar camera	1,184	1.9%	96
Bought disposable camera in last 12 months	5,937	9.5%	99
Bought APS disposable camera in last 12 months	2,352	3.8%	107
Bought 35mm disposable camera in last 12 months	3,806	6.1%	91
Bought any camera accessory in last 12 months	12,312	19.7%	110
Bought film in last 12 months	23,752	37.9%	104
Bought film in last 12 months: <3 rolls	6,417	10.2%	97
Bought film in last 12 months: 3-6 rolls	8,622	13.8%	104
Bought film in last 12 months: 7+ rolls	8,716	13.9%	109
Bought film in last 12 mo: APS (color prints)	2,488	4.0%	118
Bought film in last 12 mo: cartridge (color)	1,144	1.8%	99
Bought film in last 12 mo: instant developing	1,061	1.7%	97
Bought film in last 12 mo: 35mm (black & white)	1,529	2.4%	111
Bought film in last 12 mo: 35mm (color prints)	17,490	27.9%	106
Bought film in last 12 mo: 35mm (color slides)	1,439	2.3%	96
Bought Fuji film in last 12 months	7,593	12.1%	107
Bought Kodak film in last 12 months	16,091	25.7%	106
Bought store-brand film in last 12 months	1,576	2.5%	93
Purchased film in last 12 mo: camera store	1,567	2.5%	125
Purchased film in last 12 mo: department store	3,337	5.3%	85
Purchased film in last 12 mo: discount store	8,563	13.7%	101
Purchased film in last 12 mo: drug store	6,309	10.1%	112
Purchased film in last 12 mo: grocery store	4,170	6.7%	116
Purchased film in last 12 mo: 1 hour service store	1,288	2.1%	99
Purchased film in last 12 mo: warehouse/club store	1,981	3.2%	107
Had film processed at department store	1,949	3.1%	83
Had film processed at discount store	5,303	8.5%	101
Had film processed at drug store	5,673	9.1%	111
Had film processed at grocery store	2,622	4.2%	112
Had film processed at 1 hour service store	2,119	3.4%	100
Own cartridge camera	1,130	1.8%	102
Bought memory card for camera in last 12 months	3,301	5.3%	115
Own memory card for camera	8,029	12.8%	115

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Site Type: Donut

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Donut: 3.0-5.0 mile

Demographic Summary	2007	2012
Population	95,957	100,307
Population 18+	73,195	77,259
Households	40,177	41,966
Median Household Income	\$70,734	\$83,567

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	30,587	41.8%	131
HH owns a personal computer	31,233	77.7%	115
Purchased home PC in last 12 months	7,298	18.2%	121
Purchased home PC 1-2 years ago	10,229	25.5%	117
Purchased home PC 3-4 years ago	8,685	21.6%	118
Purchased home PC 5+ years ago	3,502	8.7%	111
Spent <\$500 on home PC	3,009	7.5%	105
Spent \$500-999 on home PC	6,983	17.4%	112
Spent \$1000-1499 on home PC	8,093	20.1%	118
Spent \$1500-1999 on home PC	5,100	12.7%	122
Spent \$2000-2999 on home PC	3,845	9.6%	128
Spent \$3000+ on home PC	1,559	3.9%	124
Purchased home PC at computer superstore	7,212	18.0%	126
Purchased home PC at department store	1,269	3.2%	84
Purchased home PC direct from manufacturer	6,801	16.9%	125
Purchased home PC at electronics store	3,799	9.5%	113
Purchased home PC on Internet	3,130	7.8%	121
Purchased home PC at warehouse discount outlet	1,119	2.8%	109
HH owns desktop PC	27,310	68.0%	117
HH owns laptop/notebook/tablet PC	7,405	18.4%	125
HH owns any Apple/Apple Mac clone brand PC	1,849	4.6%	118
HH owns any IBM/IBM compatible brand PC	28,305	70.5%	115
Brand of PC that HH owns: Compaq	4,475	11.1%	104
Brand of PC that HH owns: Dell	9,141	22.8%	126
Brand of PC that HH owns: Gateway	4,188	10.4%	118
Brand of PC that HH owns: Hewlett Packard	5,323	13.2%	108
Brand of PC that HH owns: IBM	1,550	3.9%	121
Child (under 18) uses home PC	9,694	24.1%	117
HH owns CD burner	14,388	35.8%	122
HH owns CD ROM drive	20,656	51.4%	117
HH owns DVD drive	10,286	25.6%	122
HH owns LAN/network interface card	5,560	13.8%	129
HH owns inkjet printer	19,495	48.5%	117
HH owns laser printer	5,644	14.0%	130
HH owns removable cartridge storage device	3,176	7.9%	119
HH owns scanner	11,931	29.7%	119
HH owns PC speakers	19,248	47.9%	119
HH owns tape backup	1,501	3.7%	105
HH owns software: accounting	5,251	13.1%	121
HH owns software: communications/fax	4,883	12.2%	120
HH owns software: database/filing	4,709	11.7%	123
HH owns software: desktop publishing	6,770	16.9%	121

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Site Type: Donut

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Donut: 3.0-5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	5,194	12.9%	118
HH owns software: entertainment/games	14,541	36.2%	117
HH owns software: personal finance/tax prep	7,607	18.9%	132
HH owns software: presentation graphics	4,421	11.0%	125
HH owns software: multimedia	6,396	15.9%	117
HH owns software: home networking	4,085	10.2%	128
HH owns software: spreadsheet	11,027	27.4%	128
HH owns software: utility	3,500	8.7%	127
HH owns software: web authoring	1,919	4.8%	122
HH owns software: word processing	15,823	39.4%	123
Spent \$500+ on software for home PC in last 12 mo	1,262	3.1%	122
Purchased computer book in last 12 months	2,915	7.3%	119
HH owns fax machine	8,488	21.1%	122
Purchased audio equipment in last 12 months	3,562	8.9%	107
Purchased cassette recorder/player in last 12 mo	374	0.9%	84
Purchased headphones in last 12 months	1,018	2.5%	108
HH owns camcorder	10,191	25.4%	121
Purchased camcorder in last 12 months	1,114	2.8%	113
HH owns digital camcorder	3,040	7.6%	135
HH owns CD player	22,619	56.3%	112
Purchased CD player in last 12 months	3,632	9.0%	105
HH owns DVD player	22,256	55.4%	113
Purchased DVD player in last 12 months	6,294	15.7%	108
HH owns 1 TV	7,213	18.0%	83
HH owns 2 TVs	10,943	27.2%	102
HH owns 3 TVs	9,297	23.1%	107
HH owns 4+ TVs	9,037	22.5%	116
HH owns color floor TV	15,971	39.8%	111
HH owns color portable TV	24,373	60.7%	102
HH owns miniature screen TV (under 13")	4,758	11.8%	114
HH owns regular screen TV (13"-26")	20,987	52.2%	103
Most recent TV purchase: regular screen (13"-26")	11,298	28.1%	95
HH owns large screen TV (27"-35")	21,006	52.3%	108
Most recent TV purchase: large screen (27"-35")	14,628	36.4%	104
HH owns VCR	25,737	64.1%	106
HH owns combination TV/VCR	7,229	18.0%	106
HH owns video game system	12,587	31.3%	107
Purchased video game system in last 12 months	3,001	7.5%	104
HH owns video game system: Game Boy	3,698	9.2%	107
HH owns video game system: Sony PlayStation	3,325	8.3%	97
Purchased 6+ video games in last 12 months	2,273	5.7%	106
HH owns modem/fax modem	13,264	33.0%	122
HH owns big screen TV (36"-42")	5,254	13.1%	117
Most recent TV purchase: big screen (36"-42")	3,685	9.2%	115
HH owns giant screen TV (over 42")	3,881	9.7%	115
Most recent TV purchase: giant screen (over 42")	2,927	7.3%	113
HH owns flat screen/plasma TV	4,281	10.7%	117
HH owns projection TV	2,445	6.1%	118
HH owns video game system: Game Boy Advance	3,451	8.6%	114
HH owns video game system: Nintendo GameCube	2,191	5.5%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: PlayStation 2	6,672	16.6%	110
Bought video game system/12 mo: PlayStation 2	1,163	2.9%	98
HH owns video game system: Xbox	2,589	6.4%	111
Bought video game system/12 mo: Xbox	647	1.6%	101
HH owns MP3 player	2,436	6.1%	119
Purchased MP3 player in last 12 months	1,107	2.8%	127
HH owns Apple iPod	624	1.6%	103
Own Personal Digital Assistant (PDA)	7,227	9.9%	135
Bought PDA in last 12 months	1,600	2.2%	123
Have any access to the Internet	64,245	87.8%	111
Have access to Internet: at home	54,734	74.8%	120
Have access to Internet: at work	33,367	45.6%	130
Have access to Internet: at school/library	19,938	27.2%	110
Have access to Internet: not hm/work/school/library	15,131	20.7%	113
Use Internet less than once a week	2,768	3.8%	77
Use Internet 1-2 times per week	4,933	6.7%	98
Use Internet 3-6 times per week	8,451	11.5%	108
Use Internet once a day	17,532	24.0%	127
Use Internet more than once a day	21,139	28.9%	135
Any Internet or online usage in last 30 days	55,713	76.1%	119
Looked at/used any online service in last 30 days	49,028	67.0%	119
Looked at/used America Online (AOL) last 30 days	17,849	24.4%	119
Looked at/used Microsoft Network in last 30 days	13,430	18.3%	120
Used Internet in last 30 days: at home	48,761	66.6%	126
Used Internet in last 30 days: at work	29,383	40.1%	136
Used Internet in last 30 days: at school/library	4,881	6.7%	104
Used Internet/30 days: not home/work/school/library	4,982	6.8%	109
Internet last 30 days: used email	49,702	67.9%	126
Internet last 30 days: looked for employment	8,416	11.5%	119
Internet last 30 days: played games online	12,984	17.7%	108
Internet last 30 days: obtained new/used car info	7,717	10.5%	123
Internet last 30 days: made personal purchase	22,462	30.7%	134
Internet last 30 days: made business purchase	7,153	9.8%	132
Internet last 30 days: obtained real estate info	9,275	12.7%	137
Internet last 30 days: tracked investments	11,416	15.6%	144
Internet last 30 days: traded stocks/bonds/funds	3,364	4.6%	146
Internet last 30 days: made travel plans	15,515	21.2%	140
Internet last 30 days: visited chat room	3,537	4.8%	96
Ordered anything on Internet in last 12 months	26,913	36.8%	131
Ordered on Internet/12 mo: airline ticket	13,875	19.0%	138
Ordered on Internet/12 mo: CD/tape	4,088	5.6%	132
Ordered on Internet/12 mo: clothing	9,313	12.7%	132
Ordered on Internet/12 mo: computer	2,829	3.9%	125
Ordered on Internet/12 mo: computer peripheral	3,132	4.3%	125
Ordered on Internet/12 mo: flowers	3,132	4.3%	138
Ordered on Internet/12 mo: software	4,655	6.4%	134
Ordered on Internet/12 mo: ticket (concert/sports)	6,352	8.7%	136
Ordered on Internet/12 mo: toy	2,988	4.1%	126
Ordered on Internet/12 mo: video	2,479	3.4%	128
Purchased item from amazon.com in last 12 months	9,986	13.6%	132
Purchased item from barnes&noble.com in last 12 mo	3,090	4.2%	133

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from ebay.com in last 12 months	7,489	10.2%	125
Spent on Internet orders last 12 months: <\$100	4,266	5.8%	106
Spent on Internet orders last 12 months: \$100-199	3,883	5.3%	124
Spent on Internet orders last 12 months: \$200-499	5,888	8.0%	122
Spent on Internet orders last 12 months: \$500+	10,992	15.0%	138
Internet last 30 days: obtained medical info	11,668	15.9%	128
Internet last 30 days: obtained latest news	30,159	41.2%	130
Internet last 30 days: obtained sports news/info	17,714	24.2%	131
Purchased item from bestbuy.com in last 12 months	1,724	2.4%	119
Purchased item from walmart.com in last 12 months	1,201	1.6%	97
Pre-recorded video tapes rented/30 days: 1	2,607	3.6%	108
Pre-recorded video tapes rented/30 days: 2	3,838	5.2%	110
Pre-recorded video tapes rented/30 days: 3	1,809	2.5%	101
Pre-recorded video tapes rented/30 days: 4	2,429	3.3%	109
Pre-recorded video tapes rented/30 days: 5+	6,588	9.0%	103
DVDs rented in last 30 days: 1	3,197	4.4%	132
DVDs rented in last 30 days: 2	4,572	6.2%	117
DVDs rented in last 30 days: 3	2,355	3.2%	105
DVDs rented in last 30 days: 4	2,983	4.1%	124
DVDs rented in last 30 days: 5+	9,001	12.3%	114
Rented video tape/DVD last month: action/adventure	19,388	26.5%	115
Rented video tape/DVD last month: classic	3,873	5.3%	112
Rented video tape/DVD last month: comedy	19,762	27.0%	117
Rented video tape/DVD last month: drama	13,742	18.8%	119
Rented video tape/DVD last month: family/children	7,410	10.1%	113
Rented video tape/DVD last month: foreign	1,260	1.7%	101
Rented video tape/DVD last month: horror	5,186	7.1%	95
Rented video tape/DVD last month: science fiction	4,324	5.9%	114
Rented video tape/DVD last mo at Blockbuster Video	16,511	22.6%	134
Rented video tape/DVD last mo at Hollywood Video	5,931	8.1%	120
Pre-recorded video tapes purchased/30 days: 1	2,431	3.3%	110
Pre-recorded video tapes purchased/30 days: 2	2,186	3.0%	97
Pre-recorded video tapes purchased/30 days: 3-4	1,887	2.6%	94
Pre-recorded video tapes purchased/30 days: 5+	1,693	2.3%	87
Bought video tape/DVD last month: action/adventure	7,549	10.3%	111
Bought video tape/DVD last month: classic	1,976	2.7%	106
Bought video tape/DVD last month: comedy	7,329	10.0%	109
Bought video tape/DVD last month: drama	4,259	5.8%	111
Bought video tape/DVD last month: family/children	5,427	7.4%	109
Bought video tape/DVD last month: horror	1,697	2.3%	98
Bought video tape/DVD last month: science fiction	1,912	2.6%	115
Bought video tape/DVD last mo at Blockbuster Video	2,196	3.0%	116
Bought blank video tape in last 6 months	16,952	23.2%	103
Bought 7+ blank video tapes in last 6 months	4,650	6.4%	101
DVDs purchased in last 30 days: 1	4,795	6.6%	122
DVDs purchased in last 30 days: 2	4,038	5.5%	110
DVDs purchased in last 30 days: 3-4	3,548	4.8%	106
DVDs purchased in last 30 days: 5+	3,752	5.1%	103
Bought any camera in last 12 months	14,668	20.0%	110
Spent on cameras in last 12 months: <\$100	6,043	8.3%	100
Spent on cameras in last 12 months: \$100-199	1,807	2.5%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Inc. in a nationally representative survey of U.S. households.



Electronics & Internet Market Potential

Prepared by Carol Campbell

8975 Three Chopt Rd
Richmond, VA 23229

Site Type: Donut

Latitude: 37.607698
Longitude: -77.561729
Donut: 3.0-5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Spent on cameras in last 12 months: \$200+	4,783	6.5%	131
Own APS (point & shoot or SLR) camera	4,649	6.4%	127
Own digital camera	18,798	25.7%	127
Bought digital camera in last 12 months	5,762	7.9%	125
Own instant developing camera	2,710	3.7%	101
Own 35mm auto focus point & shoot camera	8,281	11.3%	110
Own 35mm auto focus single lens reflex camera	2,945	4.0%	114
Own 35mm auto focus zoom camera	8,932	12.2%	110
Own 35mm single lens reflex camera	3,985	5.4%	115
Own Canon camera	11,418	15.6%	122
Own Fuji camera	4,548	6.2%	104
Bought Fuji camera in last 12 months	1,743	2.4%	90
Own Kodak camera	8,926	12.2%	99
Bought Kodak camera in last 12 months	3,504	4.8%	100
Own Minolta camera	4,284	5.9%	113
Own Nikon camera	4,033	5.5%	124
Own Olympus camera	5,763	7.9%	125
Own Pentax camera	2,635	3.6%	124
Own Polaroid camera	2,105	2.9%	88
Own Vivitar camera	1,316	1.8%	92
Bought disposable camera in last 12 months	6,921	9.5%	98
Bought APS disposable camera in last 12 months	2,711	3.7%	105
Bought 35mm disposable camera in last 12 months	4,396	6.0%	90
Bought any camera accessory in last 12 months	15,261	20.8%	117
Bought film in last 12 months	28,701	39.2%	108
Bought film in last 12 months: <3 rolls	7,511	10.3%	97
Bought film in last 12 months: 3-6 rolls	10,250	14.0%	106
Bought film in last 12 months: 7+ rolls	10,939	14.9%	117
Bought film in last 12 mo: APS (color prints)	2,974	4.1%	121
Bought film in last 12 mo: cartridge (color)	1,312	1.8%	97
Bought film in last 12 mo: instant developing	1,137	1.6%	89
Bought film in last 12 mo: 35mm (black & white)	1,889	2.6%	118
Bought film in last 12 mo: 35mm (color prints)	21,271	29.1%	110
Bought film in last 12 mo: 35mm (color slides)	1,696	2.3%	97
Bought Fuji film in last 12 months	9,538	13.0%	115
Bought Kodak film in last 12 months	19,345	26.4%	110
Bought store-brand film in last 12 months	1,798	2.5%	91
Purchased film in last 12 mo: camera store	1,830	2.5%	125
Purchased film in last 12 mo: department store	4,027	5.5%	88
Purchased film in last 12 mo: discount store	10,711	14.6%	108
Purchased film in last 12 mo: drug store	7,327	10.0%	112
Purchased film in last 12 mo: grocery store	5,121	7.0%	121
Purchased film in last 12 mo: 1 hour service store	1,457	2.0%	96
Purchased film in last 12 mo: warehouse/club store	2,734	3.7%	127
Had film processed at department store	2,263	3.1%	83
Had film processed at discount store	6,773	9.3%	110
Had film processed at drug store	6,661	9.1%	112
Had film processed at grocery store	3,220	4.4%	118
Had film processed at 1 hour service store	2,540	3.5%	102
Own cartridge camera	1,312	1.8%	101
Bought memory card for camera in last 12 months	4,161	5.7%	124
Own memory card for camera	10,551	14.4%	129

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. average. A 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 Inc. in a nationally representative survey of U.S. households.