



Retail Market Potential

Prepared by Carol Campbell

North Dallas Tollway and 635
Dallas, TX 75201

Site Type: Radius

Latitude: 32.95395
Longitude: -96.8041
Radius: 3.0 mile

Demographic Summary	2007	2012
Population	133,165	136,566
Total Number of Adults	105,861	109,704
Households	59,777	61,227
Median Household Income	\$68,659	\$83,696

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	52,984	50.0%	100
Bought any women's apparel in last 12 months	46,112	43.6%	97
Bought apparel for child <13 in last 6 months	27,057	25.6%	93
Bought any shoes in last 12 months	53,110	50.2%	100
Bought costume jewelry in last 12 months	20,756	19.6%	101
Bought any fine jewelry in last 12 months	25,430	24.0%	103
Bought a watch in last 12 months	24,588	23.2%	98
Automobiles (Households)			
HH owns/leases any vehicle	51,510	86.2%	99
HH bought new vehicle in last 12 months	6,838	11.4%	106
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	91,080	86.0%	99
Bought/changed motor oil	47,181	44.6%	88
Had tune-up	33,953	32.1%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	63,081	59.6%	108
Drank regular cola in last 6 months	57,180	54.0%	97
Drank beer/ale in last 6 months	49,589	46.8%	109
Cameras & Film (Adults)			
Bought any camera in last 12 months	20,453	19.3%	106
Bought film in last 12 months	37,421	35.3%	97
Bought digital camera in last 12 months	7,521	7.1%	113
Bought memory card for camera in last 12 months	5,028	4.7%	104
Computers (Households)			
HH owns a personal computer	44,658	74.7%	110
HH spent <\$500 on home PC	5,088	8.5%	119
HH spent \$500-\$999 on home PC	9,258	15.5%	100
HH spent \$1000-\$1499 on home PC	10,785	18.0%	106
HH spent \$1500-\$1999 on home PC	7,007	11.7%	113
HH spent \$2000-\$2999 on home PC	2,507	4.2%	134
HH spent \$3000+ on home PC	2,507	4.2%	134
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	62,954	59.5%	103
Bought cigarettes at convenience store in last 30 days	14,559	13.8%	95
Bought gas at convenience store in last 30 days	31,902	30.1%	94
Spent at convenience store in last 30 days: <\$20	11,771	11.1%	117
Spent at convenience store in last 30 days: \$20-39	11,618	11.0%	101
Spent at convenience store in last 30 days: \$40+	31,116	29.4%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	71,922	67.9%	113
Went to live theater in last 6 months	18,276	17.3%	126
Attended a music performance in last 12 months	29,241	27.6%	119
Went to a bar/night club in last 12 months	23,932	22.6%	117
Gambled at a casino in last 12 months	20,251	19.1%	107
Rented 1 pre-recorded video tapes in last 30 days	3,695	3.5%	105
Rented 1 DVD in last 30 days	3,897	3.7%	112
Purchased 1 DVD in last 30 days	5,600	5.3%	99
Spent on toys/games in last 12 months: <\$50	6,188	5.8%	97
Spent on toys/games in last 12 months: \$50-\$99	2,257	2.1%	76
Spent on toys/games in last 12 months: \$100-\$199	7,228	6.8%	93
Spent on toys/games in last 12 months: \$200-\$499	11,518	10.9%	107
Spent on toys/games in last 12 months: \$500+	5,244	5.0%	90
Financial (Adults)			
Have home mortgage (1st)	15,762	14.9%	97
Used ATM/cash machine in last 12 months	55,508	52.4%	116
Own any stock	11,925	11.3%	118
Own shares in mutual fund (stock)	11,945	11.3%	120
Own shares in mutual fund (bonds)	6,350	6.0%	114
Own any credit/debit card (in own name)	76,711	72.5%	106
Used discount brokerage firm in last 12 months	2,567	2.4%	118
Used full service brokerage firm in last 12 months	7,636	7.2%	115
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	67,636	63.9%	93
Used bread in last 6 months	102,058	96.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	75,144	71.0%	98
Used fish/seafood (fresh or frozen) in last 6 months	51,151	48.3%	98
Used fresh fruit/vegetables in last 6 months	88,286	83.4%	98
Used fresh milk in last 6 months	94,074	88.9%	98
Health (Adults)			
Exercise at home 2+ times per week	30,923	29.2%	106
Exercise at club 2+ times per week	15,595	14.7%	139
Visited a doctor in last 12 months	82,196	77.6%	98
Home (Households)			
Any home improvement in last 12 months	15,678	26.2%	82
Used housekeeper/maid/professional cleaning service in last 12 months	10,065	16.8%	113
Purchased any HH furnishing in last 12 months	18,106	30.3%	104
Purchased bedding/bath goods in last 12 months	31,069	52.0%	101
Purchased cooking/serving product in last 12 months	15,930	26.6%	107
Bought any kitchen appliance in last 12 months	10,020	16.8%	96
Insurance (Adults)			
Currently carry any life insurance	48,635	45.9%	93
Have medical/hospital/accident insurance	71,474	67.5%	99
Carry homeowner insurance	47,796	45.1%	85
Carry renter insurance	7,711	7.3%	140

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	21,220	35.5%	87
HH owns any cat	10,861	18.2%	86
HH owns any dog	14,329	24.0%	80
Reading Materials (Adults)			
Bought book in last 12 months	56,854	53.7%	106
Read any daily newspaper	50,705	47.9%	101
Heavy magazine reader	25,760	24.3%	122
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	27,416	25.9%	98
Went to family restaurant/steak house last mo: 2-3 times	21,572	20.4%	102
Went to family restaurant/steak house last mo: 4+ times	27,457	25.9%	105
Went to fast food/drive-in restaurant in last 6 mo	93,481	88.3%	99
Fast food/drive-in last 6 mo: eat in	37,334	35.3%	96
Fast food/drive-in last 6 mo: home delivery	13,088	12.4%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	55,055	52.0%	100
Fast food/drive-in last 6 mo: take-out/walk-in	25,078	23.7%	105
Telephones & Service (Households)			
HH owns in-home cordless telephone	36,949	61.8%	96
HH owns cellular phone	46,348	77.5%	109
HH average monthly long distance phone bill: <\$16	16,573	27.7%	91
HH average monthly long distance phone bill: \$16-25	8,763	14.7%	102
HH average monthly long distance phone bill: \$26-59	7,542	12.6%	106
HH average monthly long distance phone bill: \$60-99	2,636	4.4%	112
HH average monthly long distance phone bill: \$100+	1,115	1.9%	109
HH average monthly cell/digital phone bill: <\$25	3,678	6.2%	89
HH average monthly cell/digital phone bill: \$25-\$49	14,041	23.5%	100
HH average monthly cell/digital phone bill: \$50-\$74	11,539	19.3%	121
HH average monthly cell/digital phone bill: \$75-\$99	4,716	7.9%	118
HH average monthly cell/digital phone bill: \$100+	4,476	7.5%	116
Television & Sound Equipment (Households)			
HH owns 1 TV	15,751	26.3%	122
HH owns 2 TVs	16,740	28.0%	104
HH owns 3 TVs	11,577	19.4%	89
HH owns 4+ TVs	9,546	16.0%	82
HH subscribes to cable TV	40,892	68.4%	112
HH purchased audio equipment in last 12 months	5,083	8.5%	103
HH purchased camcorder in last 12 months	1,171	2.0%	80
HH purchased CD player in last 12 months	5,159	8.6%	101
HH purchased MP3 player in last 12 months	1,830	3.1%	142

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	61,852	58.4%	108
Took 3+ domestic trips by plane in last 12 months	12,314	11.6%	157
Spent on domestic vacations last 12 mo: <\$1000	15,979	15.1%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	7,563	7.1%	98
Spent on domestic vacations last 12 mo: \$1500-\$1999	5,107	4.8%	113
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,420	4.2%	105
Spent on domestic vacations last 12 mo: \$3000+	5,434	5.1%	123
Foreign travel in last 3 years	32,902	31.1%	131
Took 3+ foreign trips by plane in last 3 years	7,187	6.8%	153
Spent on foreign vacations last 12 mo: <\$1000	6,637	6.3%	126
Spent on foreign vacations last 12 mo: \$1000-\$2999	6,095	5.8%	143
Spent on foreign vacations: \$3000+	5,765	5.4%	144



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Demographic Summary	2007	2012
Population	345,533	360,640
Total Number of Adults	272,488	287,804
Households	154,762	162,040
Median Household Income	\$66,814	\$81,207

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	137,826	50.6%	102
Bought any women's apparel in last 12 months	120,688	44.3%	98
Bought apparel for child <13 in last 6 months	69,704	25.6%	93
Bought any shoes in last 12 months	137,312	50.4%	100
Bought costume jewelry in last 12 months	54,293	19.9%	103
Bought any fine jewelry in last 12 months	66,223	24.3%	104
Bought a watch in last 12 months	63,207	23.2%	98
Automobiles (Households)			
HH owns/leases any vehicle	135,255	87.4%	101
HH bought new vehicle in last 12 months	18,037	11.7%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	237,146	87.0%	100
Bought/changed motor oil	124,102	45.5%	90
Had tune-up	87,946	32.3%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	161,614	59.3%	108
Drank regular cola in last 6 months	147,752	54.2%	97
Drank beer/ale in last 6 months	127,336	46.7%	109
Cameras & Film (Adults)			
Bought any camera in last 12 months	53,124	19.5%	107
Bought film in last 12 months	98,024	36.0%	99
Bought digital camera in last 12 months	19,391	7.1%	113
Bought memory card for camera in last 12 months	13,447	4.9%	108
Computers (Households)			
HH owns a personal computer	116,493	75.3%	111
HH spent <\$500 on home PC	12,867	8.3%	116
HH spent \$500-\$999 on home PC	24,554	15.9%	102
HH spent \$1000-\$1499 on home PC	28,593	18.5%	108
HH spent \$1500-\$1999 on home PC	18,114	11.7%	113
HH spent \$2000-\$2999 on home PC	6,405	4.1%	133
HH spent \$3000+ on home PC	6,405	4.1%	133
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	162,152	59.5%	103
Bought cigarettes at convenience store in last 30 days	37,807	13.9%	96
Bought gas at convenience store in last 30 days	83,233	30.5%	95
Spent at convenience store in last 30 days: <\$20	30,670	11.3%	118
Spent at convenience store in last 30 days: \$20-39	30,252	11.1%	102
Spent at convenience store in last 30 days: \$40+	80,638	29.6%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	184,701	67.8%	113
Went to live theater in last 6 months	46,722	17.1%	125
Attended a music performance in last 12 months	75,215	27.6%	119
Went to a bar/night club in last 12 months	62,147	22.8%	118
Gambled at a casino in last 12 months	52,403	19.2%	107
Rented 1 pre-recorded video tapes in last 30 days	9,675	3.6%	107
Rented 1 DVD in last 30 days	10,617	3.9%	118
Purchased 1 DVD in last 30 days	14,798	5.4%	101
Spent on toys/games in last 12 months: <\$50	15,966	5.9%	97
Spent on toys/games in last 12 months: \$50-\$99	6,286	2.3%	82
Spent on toys/games in last 12 months: \$100-\$199	18,972	7.0%	95
Spent on toys/games in last 12 months: \$200-\$499	29,629	10.9%	107
Spent on toys/games in last 12 months: \$500+	13,889	5.1%	93
Financial (Adults)			
Have home mortgage (1st)	42,209	15.5%	101
Used ATM/cash machine in last 12 months	144,221	52.9%	117
Own any stock	30,595	11.2%	118
Own shares in mutual fund (stock)	30,868	11.3%	120
Own shares in mutual fund (bonds)	16,420	6.0%	115
Own any credit/debit card (in own name)	199,258	73.1%	107
Used discount brokerage firm in last 12 months	6,465	2.4%	116
Used full service brokerage firm in last 12 months	19,650	7.2%	115
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	177,331	65.1%	95
Used bread in last 6 months	262,851	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	194,169	71.3%	98
Used fish/seafood (fresh or frozen) in last 6 months	132,607	48.7%	99
Used fresh fruit/vegetables in last 6 months	228,463	83.8%	99
Used fresh milk in last 6 months	243,484	89.4%	99
Health (Adults)			
Exercise at home 2+ times per week	81,294	29.8%	108
Exercise at club 2+ times per week	39,197	14.4%	135
Visited a doctor in last 12 months	213,185	78.2%	99
Home (Households)			
Any home improvement in last 12 months	42,794	27.7%	86
Used housekeeper/maid/professional cleaning service in last 12 months	26,168	16.9%	114
Purchased any HH furnishing in last 12 months	47,361	30.6%	105
Purchased bedding/bath goods in last 12 months	81,263	52.5%	102
Purchased cooking/serving product in last 12 months	41,077	26.5%	106
Bought any kitchen appliance in last 12 months	26,450	17.1%	98
Insurance (Adults)			
Currently carry any life insurance	128,671	47.2%	96
Have medical/hospital/accident insurance	185,647	68.1%	100
Carry homeowner insurance	128,327	47.1%	89
Carry renter insurance	19,199	7.0%	136

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	56,355	36.4%	90
HH owns any cat	29,034	18.8%	88
HH owns any dog	38,599	24.9%	84
Reading Materials (Adults)			
Bought book in last 12 months	147,957	54.3%	108
Read any daily newspaper	131,994	48.4%	102
Heavy magazine reader	65,341	24.0%	120
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	71,107	26.1%	99
Went to family restaurant/steak house last mo: 2-3 times	56,394	20.7%	104
Went to family restaurant/steak house last mo: 4+ times	72,105	26.5%	107
Went to fast food/drive-in restaurant in last 6 mo	242,041	88.8%	100
Fast food/drive-in last 6 mo: eat in	97,737	35.9%	98
Fast food/drive-in last 6 mo: home delivery	35,189	12.9%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	144,627	53.1%	102
Fast food/drive-in last 6 mo: take-out/walk-in	65,499	24.0%	107
Telephones & Service (Households)			
HH owns in-home cordless telephone	97,521	63.0%	98
HH owns cellular phone	120,544	77.9%	110
HH average monthly long distance phone bill: <\$16	44,033	28.5%	94
HH average monthly long distance phone bill: \$16-25	22,818	14.7%	102
HH average monthly long distance phone bill: \$26-59	19,517	12.6%	106
HH average monthly long distance phone bill: \$60-99	6,556	4.2%	108
HH average monthly long distance phone bill: \$100+	2,739	1.8%	104
HH average monthly cell/digital phone bill: <\$25	9,738	6.3%	91
HH average monthly cell/digital phone bill: \$25-\$49	37,163	24.0%	103
HH average monthly cell/digital phone bill: \$50-\$74	29,559	19.1%	119
HH average monthly cell/digital phone bill: \$75-\$99	12,055	7.8%	117
HH average monthly cell/digital phone bill: \$100+	11,511	7.4%	115
Television & Sound Equipment (Households)			
HH owns 1 TV	38,730	25.0%	116
HH owns 2 TVs	42,860	27.7%	103
HH owns 3 TVs	30,672	19.8%	91
HH owns 4+ TVs	26,725	17.3%	89
HH subscribes to cable TV	106,748	69.0%	113
HH purchased audio equipment in last 12 months	13,341	8.6%	104
HH purchased camcorder in last 12 months	3,191	2.1%	84
HH purchased CD player in last 12 months	13,656	8.8%	103
HH purchased MP3 player in last 12 months	4,657	3.0%	139

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Travel (Adults)			
Domestic travel in last 12 months	161,423	59.2%	109
Took 3+ domestic trips by plane in last 12 months	30,546	11.2%	151
Spent on domestic vacations last 12 mo: <\$1000	41,861	15.4%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	20,037	7.4%	101
Spent on domestic vacations last 12 mo: \$1500-\$1999	12,844	4.7%	111
Spent on domestic vacations last 12 mo: \$2000-\$2999	11,760	4.3%	108
Spent on domestic vacations last 12 mo: \$3000+	13,995	5.1%	123
Foreign travel in last 3 years	82,566	30.3%	128
Took 3+ foreign trips by plane in last 3 years	17,522	6.4%	145
Spent on foreign vacations last 12 mo: <\$1000	16,752	6.1%	124
Spent on foreign vacations last 12 mo: \$1000-\$2999	14,930	5.5%	136
Spent on foreign vacations: \$3000+	14,688	5.4%	143



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Demographic Summary	2007	2012
Population	706,142	743,877
Total Number of Adults	536,291	570,694
Households	290,432	305,611
Median Household Income	\$67,485	\$82,299

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	273,706	51.0%	102
Bought any women's apparel in last 12 months	237,565	44.3%	98
Bought apparel for child <13 in last 6 months	147,998	27.6%	100
Bought any shoes in last 12 months	271,096	50.6%	101
Bought costume jewelry in last 12 months	107,296	20.0%	103
Bought any fine jewelry in last 12 months	129,797	24.2%	103
Bought a watch in last 12 months	127,429	23.8%	101
Automobiles (Households)			
HH owns/leases any vehicle	256,115	88.2%	101
HH bought new vehicle in last 12 months	34,329	11.8%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	469,473	87.5%	101
Bought/changed motor oil	249,036	46.4%	92
Had tune-up	173,909	32.4%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	316,901	59.1%	107
Drank regular cola in last 6 months	293,776	54.8%	98
Drank beer/ale in last 6 months	247,884	46.2%	108
Cameras & Film (Adults)			
Bought any camera in last 12 months	104,769	19.5%	107
Bought film in last 12 months	195,316	36.4%	100
Bought digital camera in last 12 months	38,538	7.2%	114
Bought memory card for camera in last 12 months	26,542	4.9%	108
Computers (Households)			
HH owns a personal computer	218,041	75.1%	111
HH spent <\$500 on home PC	23,338	8.0%	112
HH spent \$500-\$999 on home PC	46,349	16.0%	103
HH spent \$1000-\$1499 on home PC	54,621	18.8%	110
HH spent \$1500-\$1999 on home PC	34,180	11.8%	113
HH spent \$2000-\$2999 on home PC	11,606	4.0%	128
HH spent \$3000+ on home PC	11,606	4.0%	128
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	317,827	59.3%	102
Bought cigarettes at convenience store in last 30 days	73,288	13.7%	94
Bought gas at convenience store in last 30 days	166,084	31.0%	97
Spent at convenience store in last 30 days: <\$20	59,369	11.1%	116
Spent at convenience store in last 30 days: \$20-39	59,511	11.1%	102
Spent at convenience store in last 30 days: \$40+	158,835	29.6%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.



Retail Market Potential

Prepared by Carol Campbell

North Dallas Tollway and 635
Dallas, TX 75201

Site Type: Radius

Latitude: 32.95395
Longitude: -96.8041
Radius: 7.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	359,580	67.0%	112
Went to live theater in last 6 months	87,644	16.3%	119
Attended a music performance in last 12 months	141,723	26.4%	114
Went to a bar/night club in last 12 months	116,293	21.7%	112
Gambled at a casino in last 12 months	103,251	19.3%	107
Rented 1 pre-recorded video tapes in last 30 days	19,303	3.6%	109
Rented 1 DVD in last 30 days	20,622	3.8%	117
Purchased 1 DVD in last 30 days	30,190	5.6%	105
Spent on toys/games in last 12 months: <\$50	31,570	5.9%	98
Spent on toys/games in last 12 months: \$50-\$99	12,570	2.3%	83
Spent on toys/games in last 12 months: \$100-\$199	37,804	7.0%	96
Spent on toys/games in last 12 months: \$200-\$499	60,869	11.3%	111
Spent on toys/games in last 12 months: \$500+	28,791	5.4%	98
Financial (Adults)			
Have home mortgage (1st)	86,803	16.2%	106
Used ATM/cash machine in last 12 months	277,666	51.8%	114
Own any stock	60,595	11.3%	119
Own shares in mutual fund (stock)	60,345	11.3%	119
Own shares in mutual fund (bonds)	32,500	6.1%	116
Own any credit/debit card (in own name)	388,702	72.5%	106
Used discount brokerage firm in last 12 months	12,899	2.4%	117
Used full service brokerage firm in last 12 months	37,844	7.1%	113
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	354,982	66.2%	97
Used bread in last 6 months	518,062	96.6%	100
Used chicken/turkey (fresh or frozen) in last 6 months	386,458	72.1%	99
Used fish/seafood (fresh or frozen) in last 6 months	263,551	49.1%	100
Used fresh fruit/vegetables in last 6 months	451,330	84.2%	99
Used fresh milk in last 6 months	481,685	89.8%	99
Health (Adults)			
Exercise at home 2+ times per week	158,687	29.6%	107
Exercise at club 2+ times per week	75,133	14.0%	132
Visited a doctor in last 12 months	418,243	78.0%	98
Home (Households)			
Any home improvement in last 12 months	84,853	29.2%	91
Used housekeeper/maid/professional cleaning service in last 12 months	49,273	17.0%	114
Purchased any HH furnishing in last 12 months	89,182	30.7%	105
Purchased bedding/bath goods in last 12 months	152,436	52.5%	102
Purchased cooking/serving product in last 12 months	76,834	26.5%	106
Bought any kitchen appliance in last 12 months	50,707	17.5%	100
Insurance (Adults)			
Currently carry any life insurance	256,143	47.8%	97
Have medical/hospital/accident insurance	362,819	67.7%	99
Carry homeowner insurance	261,414	48.7%	92
Carry renter insurance	33,850	6.3%	122

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Pets (Households)			
HH owns any pet	108,940	37.5%	92
HH owns any cat	55,040	19.0%	89
HH owns any dog	76,405	26.3%	88
Reading Materials (Adults)			
Bought book in last 12 months	287,532	53.6%	106
Read any daily newspaper	254,665	47.5%	100
Heavy magazine reader	124,750	23.3%	117
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	139,271	26.0%	99
Went to family restaurant/steak house last mo: 2-3 times	111,144	20.7%	104
Went to family restaurant/steak house last mo: 4+ times	141,914	26.5%	107
Went to fast food/drive-in restaurant in last 6 mo	477,059	89.0%	100
Fast food/drive-in last 6 mo: eat in	191,085	35.6%	97
Fast food/drive-in last 6 mo: home delivery	69,203	12.9%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	287,755	53.7%	103
Fast food/drive-in last 6 mo: take-out/walk-in	126,453	23.6%	105
Telephones & Service (Households)			
HH owns in-home cordless telephone	184,418	63.5%	99
HH owns cellular phone	226,857	78.1%	110
HH average monthly long distance phone bill: <\$16	82,997	28.6%	94
HH average monthly long distance phone bill: \$16-25	42,482	14.6%	102
HH average monthly long distance phone bill: \$26-59	36,517	12.6%	106
HH average monthly long distance phone bill: \$60-99	12,686	4.4%	111
HH average monthly long distance phone bill: \$100+	5,256	1.8%	106
HH average monthly cell/digital phone bill: <\$25	18,353	6.3%	91
HH average monthly cell/digital phone bill: \$25-\$49	70,617	24.3%	104
HH average monthly cell/digital phone bill: \$50-\$74	54,913	18.9%	118
HH average monthly cell/digital phone bill: \$75-\$99	22,782	7.8%	117
HH average monthly cell/digital phone bill: \$100+	22,113	7.6%	118
Television & Sound Equipment (Households)			
HH owns 1 TV	67,640	23.3%	108
HH owns 2 TVs	78,605	27.1%	101
HH owns 3 TVs	60,120	20.7%	95
HH owns 4+ TVs	53,918	18.6%	96
HH subscribes to cable TV	195,913	67.5%	111
HH purchased audio equipment in last 12 months	25,175	8.7%	104
HH purchased camcorder in last 12 months	6,506	2.2%	91
HH purchased CD player in last 12 months	26,198	9.0%	105
HH purchased MP3 player in last 12 months	8,380	2.9%	133

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	311,974	58.2%	107
Took 3+ domestic trips by plane in last 12 months	57,358	10.7%	144
Spent on domestic vacations last 12 mo: <\$1000	79,122	14.8%	104
Spent on domestic vacations last 12 mo: \$1000-\$1499	39,723	7.4%	102
Spent on domestic vacations last 12 mo: \$1500-\$1999	25,094	4.7%	110
Spent on domestic vacations last 12 mo: \$2000-\$2999	23,278	4.3%	109
Spent on domestic vacations last 12 mo: \$3000+	27,905	5.2%	125
Foreign travel in last 3 years	158,443	29.5%	125
Took 3+ foreign trips by plane in last 3 years	32,314	6.0%	136
Spent on foreign vacations last 12 mo: <\$1000	32,488	6.1%	122
Spent on foreign vacations last 12 mo: \$1000-\$2999	27,419	5.1%	127
Spent on foreign vacations: \$3000+	27,709	5.2%	137