

Tracts: 48031950100, 48031950200, et. al.

Demographic Summary	2003	2008	
Population	53,088	67,062	
Total Number of Adults	39,676	50,838	
Households	19,345	24,567	
Median Household Income	\$72,050	\$83,205	

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	23,321	58.8%	108
Bought Any Women's Apparel	20,188	50.9%	107
Bought Any Children's Apparel in Last 6 Months	12,764	32.2%	111
Bought Any Shoes	22,233	56.0%	105
Bought Any Costume Jewelry	8,228	20.7%	104
Bought Any Fine Jewelry	11,628	29.3%	110
Bought Any Watch	11,483	28.9%	104
Automobiles (Households)			
HH Owns Any Vehicle	17,855	92.3%	108
HH Bought New Vehicle	3,090	16.0%	138
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	36,110	91.0%	107
Bought/Changed Motor Oil	22,769	57.4%	101
Had Car Tune-up	17,512	44.1%	112
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	16,362	41.2%	106
Drank Regular Cola in Last 6 Months	22,326	56.3%	94
Drank Beer in Last 6 Months	18,025	45.4%	107
Camera & Film (Adults)			
Bought Any Camera	6,225	15.7%	124
Bought Film	23,736	59.8%	116
Computers (Households)			
HH Owns a Personal Computer	11,962	61.8%	137
HH Spent <\$500 for Home PC	602	3.1%	112
HH Spent \$3000-4999 for Home PC	991	5.1%	144
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 30 Days	19,249	48.5%	104
Purchased Cigarettes at a Convenience Store	5,612	14.1%	89
Purchased Gas at a Convenience Store	10,796	27.2%	106

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)			
Went to the Movies in the Last 6 Months	26,169	66.0%	106
Went to Live Theatre	7,629	19.2%	128
Attended a Musical Performance	11,098	28.0%	124
Went to a Bar/Night Club	8,707	21.9%	114
Gambled at a Casino	9,465	23.9%	113
Rented One Video Tape in the Last 30 Days	1,775	4.5%	117
Spent <\$100 on Toys/Games for Children	4,844	12.2%	111
Spent \$100-199 on Toys/Games for Children	2,641	6.7%	113
Spent \$200+ on Toys/Games for Children	3,356	8.5%	114
Financial (Adults)			
Have Home Mortgage (1st)	10,250	25.8%	142
Used ATM/Cash Machine	20,897	52.7%	119
Own Common Stock	4,642	11.7%	151
Own Mutual Fund	7,247	18.3%	142
Own Any Credit Card	29,195	73.6%	116
Food (Adults)			
Used Beef in Last 6 Months	27,404	69.1%	104
Used Bread in Last 6 Months	38,358	96.7%	102
Used Chicken/Turkey in Last 6 Months	29,014	73.1%	106
Used Fish/Seafood in Last 6 Months	19,515	49.2%	107
Used Fresh Fruit/Vegetables in Last 6 Months	34,999	88.2%	106
Used Fresh Milk in Last 6 Months	37,073	93.4%	103
Went to Family Restaurant <2 Times in Last Month	9,696	24.4%	102
Went to Family Restaurant 2-3 Times in Last Month	9,275	23.4%	112
Went to Family Restaurant 4+ Times in Last Month	11,557	29.1%	115
Went to Fast Food Restaurant in Last 6 Months	36,241	91.3%	104
Health (Adults)			
Exercised at Home 2+ Times/Week	13,533	34.1%	112
Exercised at Club 2+ Times/Week	4,952	12.5%	131
Visited Doctor	32,354	81.5%	105
Home (Households)			
HH Had Any Home Improvements Done	7,314	37.8%	122
HH Used Housekeeping Service	4,338	22.4%	131
HH Purchased Any HH Furnishings	7,213	37.3%	116
HH Purchased Bedding/Bath Goods	10,600	54.8%	102
HH Purchased Kitchen Cooking/Serving Product	5,311	27.5%	109
HH Bought Any Small Electric Kitchen Appliance	3,879	20.1%	112

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Insurance (Adults)			
Currently Carry Life Insurance	25,727	64.8%	115
Have Any Medical Insurance	30,749	77.5%	109
Carry Homeowners Insurance	28,672	72.3%	116
Carry Renters Insurance	2,032	5.1%	87
Pets (Households)			
HH Owns Any Pet	9,133	47.2%	119
HH Owns Any Cat	4,584	23.7%	118
HH Owns Any Dog	6,755	34.9%	126
Reading Materials (Adults)			
Bought Any Book	23,159	58.4%	111
Read Any Daily Newspaper	21,583	54.4%	111
Heavy Magazine Reader	7,924	20.0%	101
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	13,908	71.9%	112
HH Owns Cellular/Digital Telephone	7,410	38.3%	136
HH Monthly Long Distance Phone Bill <\$16	4,434	22.9%	85
HH Monthly Long Distance Phone Bill: \$16-25	3,997	20.7%	112
HH Monthly Long Distance Phone Bill: \$26-59	4,284	22.1%	121
HH Monthly Long Distance Phone Bill: \$60-99	2,263	11.7%	138
HH Monthly Long Distance Phone Bill: 100+	1,193	6.2%	119
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	3,975	20.5%	120
HH Owns 2 TV Sets	2,338	12.1%	125
HH Owns 3 TV Sets	1,424	7.4%	130
HH Owns 4+ TV Sets	820	4.2%	138
HH Subscribes to Cable TV	13,570	70.1%	112
HH Purchased Audio Equipment	1,950	10.1%	112
HH Purchased Camcorder	539	2.8%	132
HH Purchased CD Player	553	2.9%	103
Travel (Adults)			
Any Domestic Travel	27,387	69.0%	125
Took 3+ Domestic Trips by Plane	5,068	12.8%	167
Spent \$3000+ on a Domestic Vacation	2,382	6.0%	158
Traveled to Foreign Country in Last 3 Years	11,460	28.9%	127
Took 3+ Foreign Trips by Plane	2,433	6.1%	159
Spent \$3000+ on a Foreign Vacation	1,959	4.9%	149

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