



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		MPI
	Number of Adults	Percent	
Participated in Aerobics	5,083	12.8%	123
Participated in Auto Racing	979	2.5%	99
Participated in Backpacking/Hiking	3,996	10.1%	129
Participated in Baseball	2,457	6.2%	107
Participated in Basketball	4,244	10.7%	107
Participated in Mountain Bicycling	1,931	4.9%	122
Participated in Road Bicycling	4,835	12.2%	118
Participated in Bowling	5,500	13.9%	113
Participated in Downhill Skiing	1,950	4.9%	138
Participated in Fresh Water Fishing	6,183	15.6%	105
Participated in Salt Water Fishing	2,164	5.5%	108
Participated in Football	2,285	5.8%	102
Participated in Frisbee	2,062	5.2%	120
Participated in Golf	6,153	15.5%	141
Participated in Horseback Riding	1,821	4.6%	125
Participated in Hunting With a Rifle	1,868	4.7%	97
Participated in Hunting With a Shotgun	2,023	5.1%	116
Participated in Ice Skating	1,754	4.4%	130
Participated in Jogging/Running	5,031	12.7%	125
Participated in Motorcycling	1,212	3.1%	98
Participated in Racquetball	926	2.3%	133
Participated in Roller Blading	2,176	5.5%	124
Participated in Soccer	1,292	3.3%	111
Participated in Softball	2,208	5.6%	115
Participated in Swimming	10,287	25.9%	122
Participated in Tennis	2,566	6.5%	147
Participated in Volleyball	1,658	4.2%	109
Participated in Walking for Exercise	16,751	42.2%	123
Participated in Weight Lifting	4,791	12.1%	122
Exercised at Home 2+ Times/Week	13,533	34.1%	112
Exercised at Club 2+ Times/Week	4,952	12.5%	131
Used Stair Stepper	1,712	4.3%	125
Used Stationary Bicycle	4,188	10.6%	129
Used Treadmill	4,748	12.0%	142

**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. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to participate in sports/leisure activities, 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		MPI
	Number of Adults	Percent	
Bought Athletic Apparel	5,048	12.7%	120
Bought Bicycle Apparel	586	1.5%	104
Bought Golf Apparel	1,977	5.0%	145
Bought Backpacking/Hiking Apparel	685	1.7%	112
Spent \$100+ on Athletic Apparel	1,053	2.7%	125
Spent \$100+ on Team Sports Apparel	408	1.0%	108
Played a Board Game	6,602	16.6%	121
Cooked for Fun	9,068	22.9%	113
Danced/Went Dancing	4,921	12.4%	104
Dined Out	23,772	59.9%	121
Went to Live Theatre	7,629	19.2%	128
Went to Museum	8,090	20.4%	131
Did Photography	5,695	14.4%	125
Played Cards	11,483	28.9%	110
Played a Musical Instrument	3,649	9.2%	120
Read a Book	18,890	47.6%	122
Visited a Theme Park	12,128	30.6%	115
Attended a Zoo	6,410	16.2%	122
Attended a Movie	26,169	66.0%	106
Took an Adult Education Class	3,540	8.9%	119
Attended an Auto Show	3,572	9.0%	118
Attended a Dance Performance	2,669	6.7%	119
Attended a Music Performance	11,098	28.0%	124
Went to a Bar/Night Club	8,707	21.9%	114
Went on Domestic Trip for Vacation	18,841	47.5%	128
Went on Foreign Trip for Vacation	8,086	20.4%	132
Went to the Beach	12,239	30.8%	119
Played the Lottery in the Last 30 Days	15,753	39.7%	97
Gambled at a Casino	9,465	23.9%	113
Worked as a Volunteer (Non-Political)	9,021	22.7%	133
Member of a Church Board	2,244	5.7%	113
Member of a Country Club	1,670	4.2%	168
Heavy Magazine Reader	7,924	20.0%	101
Read Any Daily Newspaper	21,583	54.4%	111
Heavy Radio Listener	7,895	19.9%	100
Played Games Online in Last 30 Days	3,449	8.7%	122

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