Retail MarketPlace Profile

Crystal Lake, Illinois
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 42.24557
Longitude: -88.32396

Summary Demographics	
2020 Population	42,336
2020 Households	15,339
2020 Median Disposable Income	$67,961
2020 Per Capita Income	$41,975

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$715,679,028	$1,029,980,375	-$314,301,347	-18.0	412
Total Retail Trade	44-45	$643,077,386	$938,939,524	-$295,862,138	-18.7	301
Total Food & Drink	722	$72,601,642	$91,040,850	-$18,439,208	-11.3	111

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$133,441,454	$291,150,208	-$157,708,754	-37.1	43
Automobile Dealers	4411	$110,109,233	$255,456,550	-$145,347,317	-39.8	17
Other Motor Vehicle Dealers	4412	$11,178,796	$18,181,750	-$7,002,954	-23.9	7
Auto Parts, Accessories & Tire Stores	4413	$12,153,425	$17,511,908	-$5,358,483	-18.1	18
Furniture & Home Furnishings Stores	442	$21,735,012	$29,988,312	-$8,253,300	-16.0	22
Furniture Stores	4421	$12,432,975	$16,307,096	-$3,874,121	-13.5	8
Home Furnishings Stores	4422	$9,302,036	$13,681,216	-$4,379,180	-19.1	14
Electronics & Appliance Stores	443	$24,884,572	$96,921,025	-$72,036,453	-59.1	17
Bldg Materials, Garden Equip. & Supply Stores	444	$46,857,862	$89,245,239	-$42,387,377	-31.1	33
Bldg Material & Supplies Dealers	4441	$42,446,092	$86,896,781	-$44,450,689	-34.4	29
Lawn & Garden Equip & Supply Stores	4442	$4,411,770	$2,348,458	$2,063,312	30.5	5
Food & Beverage Stores	445	$104,345,107	$84,852,207	$19,492,900	10.3	27
Grocery Stores	4451	$91,373,819	$79,781,177	$11,592,642	6.8	18
Specialty Food Stores	4452	$5,370,388	$3,957,506	$1,412,882	15.1	7
Beer, Wine & Liquor Stores	4453	$7,600,900	$1,113,524	$6,487,376	74.4	2
Health & Personal Care Stores	446,4461	$41,996,563	$31,561,394	$10,435,169	14.2	21
Gasoline Stations	447,4471	$65,336,658	$20,976,535	$44,360,123	51.4	5
Clothing & Clothing Accessories Stores	448	$35,705,484	$16,676,266	$19,029,218	36.3	22
Clothing Stores	4481	$23,892,084	$9,835,789	$14,056,295	41.7	13
Shoe Stores	4482	$5,092,545	$4,318,037	$774,508	8.2	6
Jewelry, Luggage & Leather Goods Stores	4483	$6,720,855	$2,522,440	$4,198,415	45.4	3
Sporting Goods, Hobby, Book & Music Stores	451	$17,122,629	$37,645,606	-$20,522,977	-37.5	27
Sporting Goods/Hobby/Musical Instr Stores	4511	$14,208,507	$31,930,222	-$17,721,715	-38.4	25
Book, Periodical & Music Stores	4512	$2,914,122	$5,715,383	-$2,801,261	-32.5	3
General Merchandise Stores	452	$110,755,184	$194,876,000	-$84,120,816	-27.5	11
Department Stores Excluding Leased Depts.	4521	$79,502,127	$109,150,748	-$29,648,621	-15.7	6
Other General Merchandise Stores	4529	$31,253,057	$85,725,252	-$54,472,195	-46.6	4
Miscellaneous Store Retailers	453	$22,990,886	$41,539,353	-$18,548,467	-28.7	68
Florists	4531	$1,737,036	$3,752,418	-$2,015,382	-36.7	11
Office Supplies, Stationery & Gift Stores	4532	$4,199,174	$7,340,038	-$3,140,864	-27.2	16
Used Merchandise Stores	4533	$2,254,921	$10,744,637	-$8,489,716	-65.3	11
Other Miscellaneous Store Retailers	4539	$14,799,754	$19,702,260	-$4,902,506	-14.2	30
Nonstore Retailers	454	$17,905,975	$3,507,380	$14,398,595	67.2	4
Electronic Shopping & Mail-Order Houses	4541	$14,042,839	$3,019,139	$11,023,700	64.6	2
Vending Machine Operators	4542	$483,625	$0	$483,625	100.0	0
Direct Selling Establishments	4543	$3,379,510	$314,520	$3,064,990	83.0	1
Food Services & Drinking Places	722	$72,601,642	$91,040,850	-$18,439,208	-11.3	111
Special Food Services	7223	$1,781,466	$1,101,367	$680,099	23.6	3
Drinking Places - Alcoholic Beverages	7224	$2,375,680	$2,220,194	$155,486	3.4	5
Restaurants/Other Eating Places	7225	$68,444,495	$87,719,289	-$19,274,794	-12.3	104

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

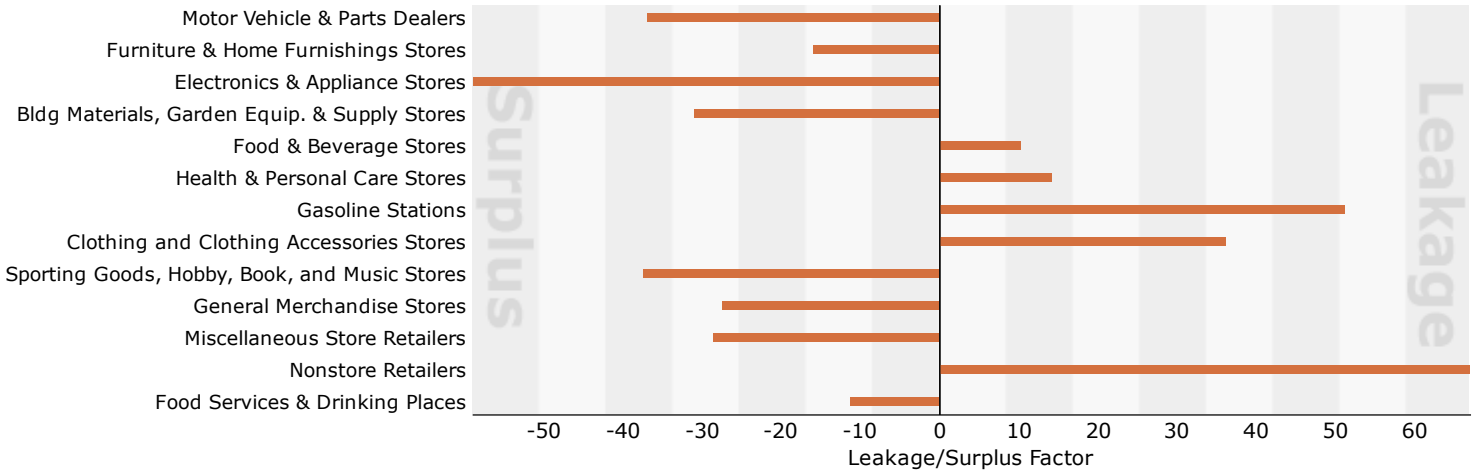
Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

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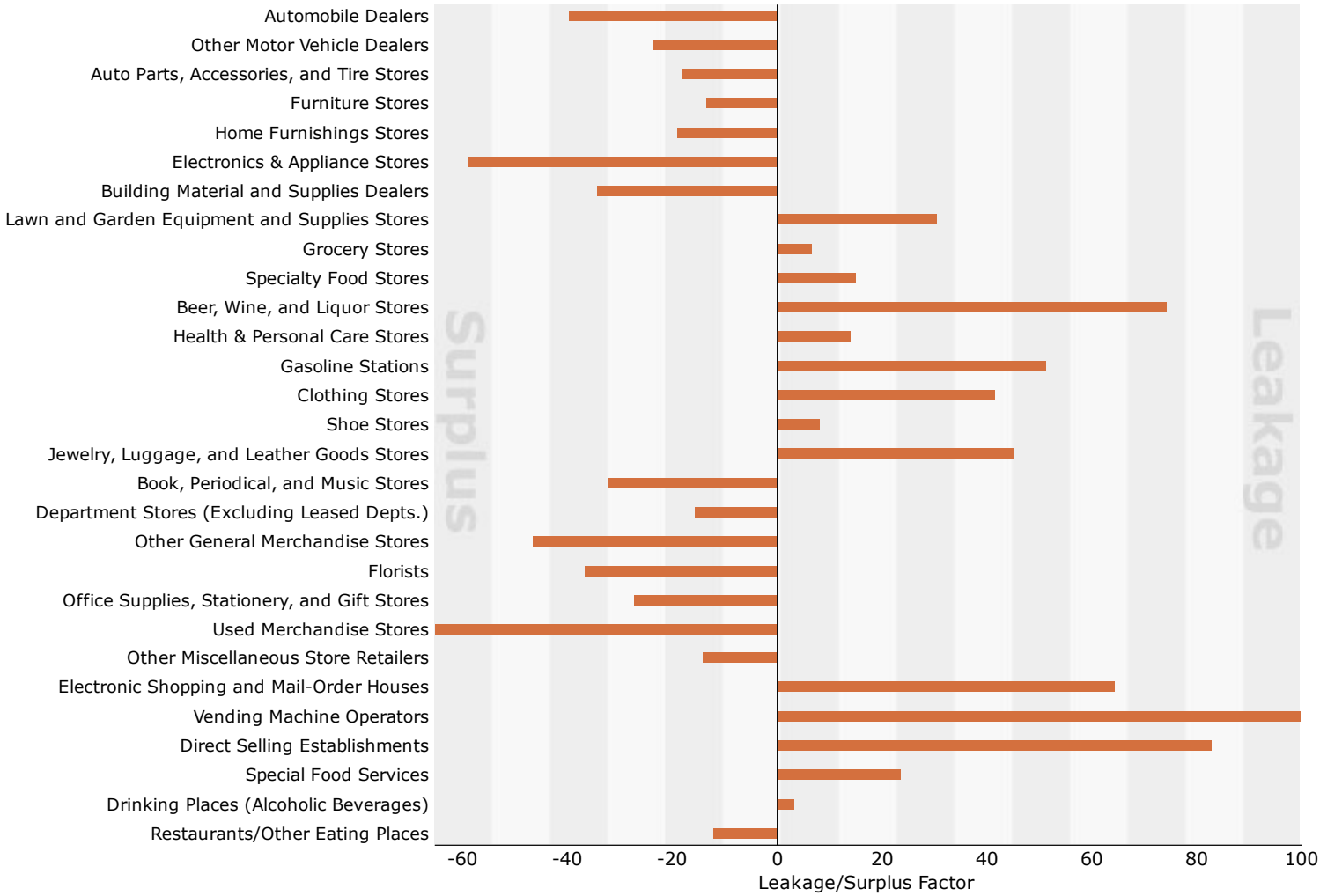
Crystal Lake, Illinois
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Goods and Services Expenditures

Crystal Lake, Illinois
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Top Tapestry Segments	Percent
Savvy Suburbanites (1D)	25.1%
Soccer Moms (4A)	22.0%
Home Improvement (4B)	14.3%
Parks and Rec (5C)	10.3%
In Style (5B)	6.4%

Demographic Summary	2020	2025
Population	42,336	42,836
Households	15,339	15,621
Families	11,356	11,519
Median Age	40.5	41.4
Median Household Income	$91,098	$98,548

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	126	$2,695.91	$41,352,622
Men's	126	$526.84	$8,081,265
Women's	127	$956.41	$14,670,431
Children's	126	$399.43	$6,126,857
Footwear	125	$597.14	$9,159,503
Watches & Jewelry	122	$142.52	$2,186,126
Apparel Products and Services (1)	127	$73.57	$1,128,440
Computer			
Computers and Hardware for Home Use	127	$207.28	$3,179,500
Portable Memory	122	$4.72	$72,435
Computer Software	125	$12.12	$185,892
Computer Accessories	136	$23.93	$367,063
Entertainment & Recreation	127	$4,139.04	$63,488,749
Fees and Admissions	137	$982.81	$15,075,370
Membership Fees for Clubs (2)	136	$326.80	$5,012,848
Fees for Participant Sports, excl. Trips	140	$137.27	$2,105,630
Tickets to Theatre/Operas/Concerts	137	$110.68	$1,697,774
Tickets to Movies	128	$73.50	$1,127,428
Tickets to Parks or Museums	126	$41.55	$637,271
Admission to Sporting Events, excl. Trips	135	$84.57	$1,297,245
Fees for Recreational Lessons	143	$207.43	$3,181,750
Dating Services	125	$1.01	$15,424
TV/Video/Audio	123	$1,438.56	$22,066,090
Cable and Satellite Television Services	122	$989.64	$15,180,021
Televisions	125	$134.32	$2,060,398
Satellite Dishes	138	$1.61	$24,765
VCRs, Video Cameras, and DVD Players	126	$6.56	$100,615
Miscellaneous Video Equipment	129	$32.28	$495,198
Video Cassettes and DVDs	125	$12.54	$192,313
Video Game Hardware/Accessories	119	$33.70	$516,978
Video Game Software	122	$20.06	$307,658
Rental/Streaming/Downloaded Video	124	$67.12	$1,029,481
Installation of Televisions	143	$1.54	$23,676
Audio (3)	128	$136.49	$2,093,557
Rental and Repair of TV/Radio/Sound Equipment	111	$2.70	$41,431
Pets	121	$842.48	$12,922,745
Toys/Games/Crafts/Hobbies (4)	126	$153.37	$2,352,619
Recreational Vehicles and Fees (5)	136	$212.56	$3,260,386
Sports/Recreation/Exercise Equipment (6)	131	$264.89	$4,063,102
Photo Equipment and Supplies (7)	128	$65.59	$1,006,121
Reading (8)	130	$140.05	$2,148,166
Catered Affairs (9)	130	$38.73	$594,150
Food	124	$11,255.38	$172,646,258
Food at Home	123	$6,577.19	$100,887,544
Bakery and Cereal Products	124	$859.66	$13,186,337
Meats, Poultry, Fish, and Eggs	122	$1,428.28	$21,908,446
Dairy Products	124	$680.43	$10,437,148
Fruits and Vegetables	125	$1,304.22	$20,005,375
Snacks and Other Food at Home (10)	122	$2,304.60	$35,350,237
Food Away from Home	124	$4,678.19	$71,758,714
Alcoholic Beverages	130	$807.02	$12,378,897

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 01, 2020

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Retail Goods and Services Expenditures

Crystal Lake, Illinois
Ring Band: 0 - 3 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	141	$34,480.39	$528,894,637
Value of Retirement Plans	144	$137,361.72	$2,106,991,414
Value of Other Financial Assets	135	$11,012.77	$168,924,852
Vehicle Loan Amount excluding Interest	125	$3,646.45	$55,932,947
Value of Credit Card Debt	129	$3,361.55	$51,562,885
Health			
Nonprescription Drugs	121	$179.20	$2,748,822
Prescription Drugs	124	$435.12	$6,674,382
Eyeglasses and Contact Lenses	127	$119.14	$1,827,465
Home			
Mortgage Payment and Basics (11)	141	$14,825.07	$227,401,802
Maintenance and Remodeling Services	141	$3,623.69	$55,583,758
Maintenance and Remodeling Materials (12)	131	$723.34	$11,095,318
Utilities, Fuel, and Public Services	123	$5,998.75	$92,014,855
Household Furnishings and Equipment			
Household Textiles (13)	127	$128.21	$1,966,679
Furniture	131	$837.96	$12,853,477
Rugs	143	$50.28	$771,207
Major Appliances (14)	133	$476.72	$7,312,368
Housewares (15)	125	$121.09	$1,857,440
Small Appliances	123	$60.81	$932,827
Luggage	132	$19.41	$297,712
Telephones and Accessories	132	$117.02	$1,794,938
Household Operations			
Child Care	134	$691.53	$10,607,379
Lawn and Garden (16)	132	$647.46	$9,931,348
Moving/Storage/Freight Express	118	$71.00	$1,089,145
Housekeeping Supplies (17)	124	$959.15	$14,712,351
Insurance			
Owners and Renters Insurance	131	$782.04	$11,995,738
Vehicle Insurance	121	$2,186.77	$33,542,792
Life/Other Insurance	133	$720.03	$11,044,549
Health Insurance	128	$4,731.99	$72,584,044
Personal Care Products (18)	123	$615.66	$9,443,634
School Books and Supplies (19)	124	$183.44	$2,813,745
Smoking Products	109	$437.84	$6,716,064
Transportation			
Payments on Vehicles excluding Leases	124	$3,200.06	$49,085,708
Gasoline and Motor Oil	121	$2,854.37	$43,783,152
Vehicle Maintenance and Repairs	125	$1,452.59	$22,281,230
Travel			
Airline Fares	134	$801.04	$12,287,103
Lodging on Trips	135	$877.59	$13,461,386
Auto/Truck Rental on Trips	134	$38.60	$592,158
Food and Drink on Trips	132	$758.39	$11,632,889

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Market Potential

Crystal Lake, Illinois
Ring Band: 0 - 3 mile radius

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Latitude: 42.24557
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Demographic Summary	2020	2025
Population	42,336	42,836
Population 18+	32,719	33,466
Households	15,339	15,621
Median Household Income	$91,098	$98,548

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,844	51.5%	107
Bought any women's clothing in last 12 months	15,298	46.8%	106
Bought clothing for child <13 years in last 6 months	8,943	27.3%	104
Bought any shoes in last 12 months	18,218	55.7%	106
Bought costume jewelry in last 12 months	5,908	18.1%	106
Bought any fine jewelry in last 12 months	6,082	18.6%	103
Bought a watch in last 12 months	4,998	15.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	14,148	92.2%	108
HH bought/leased new vehicle last 12 months	1,909	12.4%	131
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,760	91.0%	107
Bought/changed motor oil in last 12 months	15,528	47.5%	102
Had tune-up in last 12 months	8,817	26.9%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	24,149	73.8%	103
Drank regular cola in last 6 months	12,845	39.3%	90
Drank beer/ale in last 6 months	14,492	44.3%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,513	10.7%	127
Own digital SLR camera/camcorder	3,168	9.7%	127
Printed digital photos in last 12 months	8,896	27.2%	124
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,162	34.1%	102
Have a smartphone	29,739	90.9%	104
Have a smartphone: Android phone (any brand)	13,031	39.8%	97
Have a smartphone: Apple iPhone	16,608	50.8%	113
Number of cell phones in household: 1	3,429	22.4%	74
Number of cell phones in household: 2	6,268	40.9%	106
Number of cell phones in household: 3+	5,429	35.4%	122
HH has cell phone only (no landline telephone)	8,356	54.5%	90
Computers (Households)			
HH owns a computer	12,851	83.8%	114
HH owns desktop computer	6,701	43.7%	124
HH owns laptop/notebook	10,130	66.0%	115
HH owns any Apple/Mac brand computer	3,569	23.3%	122
HH owns any PC/non-Apple brand computer	10,633	69.3%	115
HH purchased most recent computer in a store	6,282	41.0%	116
HH purchased most recent computer online	2,668	17.4%	123
HH spent $1-$499 on most recent home computer	2,365	15.4%	105
HH spent $500-$999 on most recent home computer	3,001	19.6%	122
HH spent $1,000-$1,499 on most recent home computer	1,766	11.5%	119
HH spent $1,500-$1,999 on most recent home computer	843	5.5%	123
HH spent $2,000+ on most recent home computer	750	4.9%	120

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 2020 and 2025.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	21,271	65.0%	104
Bought brewed coffee at convenience store in last 30 days	4,537	13.9%	105
Bought cigarettes at convenience store in last 30 days	2,765	8.5%	81
Bought gas at convenience store in last 30 days	12,854	39.3%	106
Spent at convenience store in last 30 days: $1-19	2,653	8.1%	120
Spent at convenience store in last 30 days: $20-$39	3,212	9.8%	106
Spent at convenience store in last 30 days: $40-$50	2,857	8.7%	109
Spent at convenience store in last 30 days: $51-$99	1,681	5.1%	95
Spent at convenience store in last 30 days: $100+	7,593	23.2%	102
Entertainment (Adults)			
Attended a movie in last 6 months	20,846	63.7%	109
Went to live theater in last 12 months	4,620	14.1%	124
Went to a bar/night club in last 12 months	6,452	19.7%	116
Dined out in last 12 months	19,517	59.7%	117
Gambled at a casino in last 12 months	4,959	15.2%	111
Visited a theme park in last 12 months	6,932	21.2%	113
Viewed movie (video-on-demand) in last 30 days	7,698	23.5%	142
Viewed TV show (video-on-demand) in last 30 days	5,467	16.7%	144
Watched any pay-per-view TV in last 12 months	3,697	11.3%	128
Downloaded a movie over the Internet in last 30 days	3,450	10.5%	105
Downloaded any individual song in last 6 months	7,246	22.1%	118
Watched a movie online in the last 30 days	9,726	29.7%	99
Watched a TV program online in last 30 days	7,199	22.0%	109
Played a video/electronic game (console) in last 12 months	3,149	9.6%	106
Played a video/electronic game (portable) in last 12 months	1,360	4.2%	97
Financial (Adults)			
Have home mortgage (1st)	13,932	42.6%	139
Used ATM/cash machine in last 12 months	19,475	59.5%	113
Own any stock	2,700	8.3%	118
Own U.S. savings bond	1,625	5.0%	118
Own shares in mutual fund (stock)	3,085	9.4%	132
Own shares in mutual fund (bonds)	2,032	6.2%	131
Have interest checking account	11,456	35.0%	123
Have non-interest checking account	10,173	31.1%	107
Have savings account	21,658	66.2%	116
Have 401K retirement savings plan	6,881	21.0%	131
Own/used any credit/debit card in last 12 months	28,188	86.2%	107
Avg monthly credit card expenditures: $1-110	3,995	12.2%	108
Avg monthly credit card expenditures: $111-$225	2,622	8.0%	111
Avg monthly credit card expenditures: $226-$450	2,561	7.8%	114
Avg monthly credit card expenditures: $451-$700	2,321	7.1%	114
Avg monthly credit card expenditures: $701-$1,000	2,257	6.9%	118
Avg monthly credit card expenditures: $1,001+	5,155	15.8%	129
Did banking online in last 12 months	15,731	48.1%	123
Did banking on mobile device in last 12 months	11,050	33.8%	119
Paid bills online in last 12 months	19,290	59.0%	115

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September 01, 2020

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McHENRY COUNTY • EDC

Retail Market Potential

Crystal Lake, Illinois
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 42.24557
Longitude: -88.32396

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	10,926	71.2%	104
HH used bread in last 6 months	14,378	93.7%	101
HH used chicken (fresh or frozen) in last 6 months	11,034	71.9%	106
HH used turkey (fresh or frozen) in last 6 months	2,446	15.9%	107
HH used fish/seafood (fresh or frozen) in last 6 months	8,767	57.2%	104
HH used fresh fruit/vegetables in last 6 months	13,330	86.9%	103
HH used fresh milk in last 6 months	13,270	86.5%	102
HH used organic food in last 6 months	3,919	25.5%	106
Health (Adults)			
Exercise at home 2+ times per week	10,474	32.0%	117
Exercise at club 2+ times per week	5,565	17.0%	120
Visited a doctor in last 12 months	26,252	80.2%	105
Used vitamin/dietary supplement in last 6 months	18,511	56.6%	105
Home (Households)			
HH did any home improvement in last 12 months	5,382	35.1%	129
HH used any maid/professional cleaning service in last 12 months	2,702	17.6%	118
HH purchased low ticket HH furnishings in last 12 months	2,901	18.9%	109
HH purchased big ticket HH furnishings in last 12 months	3,870	25.2%	111
HH bought any small kitchen appliance in last 12 months	3,619	23.6%	104
HH bought any large kitchen appliance in last 12 months	2,320	15.1%	115
Insurance (Adults/Households)			
Currently carry life insurance	16,786	51.3%	118
Carry medical/hospital/accident insurance	26,137	79.9%	108
Carry homeowner insurance	19,096	58.4%	126
Carry renter's insurance	2,412	7.4%	85
HH has auto insurance: 1 vehicle in household covered	3,838	25.0%	82
HH has auto insurance: 2 vehicles in household covered	5,118	33.4%	120
HH has auto insurance: 3+ vehicles in household covered	4,531	29.5%	131
Pets (Households)			
Household owns any pet	9,442	61.6%	114
Household owns any cat	3,816	24.9%	109
Household owns any dog	7,304	47.6%	116
Psychographics (Adults)			
Buying American is important to me	12,162	37.2%	101
Usually buy items on credit rather than wait	4,894	15.0%	111
Usually buy based on quality - not price	5,957	18.2%	99
Price is usually more important than brand name	8,694	26.6%	95
Usually use coupons for brands I buy often	5,490	16.8%	105
Am interested in how to help the environment	6,163	18.8%	95
Usually pay more for environ safe product	4,551	13.9%	94
Usually value green products over convenience	3,414	10.4%	92
Likely to buy a brand that supports a charity	11,813	36.1%	101
Reading (Adults)			
Bought digital book in last 12 months	4,840	14.8%	113
Bought hardcover book in last 12 months	7,461	22.8%	114
Bought paperback book in last 12 month	10,406	31.8%	113
Read any daily newspaper (paper version)	5,513	16.8%	106
Read any digital newspaper in last 30 days	14,825	45.3%	110
Read any magazine (paper/electronic version) in last 6 months	30,884	94.4%	104

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	25,906	79.2%	108
Went to family restaurant/steak house: 4+ times a month	9,902	30.3%	116
Went to fast food/drive-in restaurant in last 6 months	30,154	92.2%	102
Went to fast food/drive-in restaurant 9+ times/month	13,330	40.7%	105
Fast food restaurant last 6 months: eat in	12,611	38.5%	108
Fast food restaurant last 6 months: home delivery	2,857	8.7%	103
Fast food restaurant last 6 months: take-out/drive-thru	16,172	49.4%	108
Fast food restaurant last 6 months: take-out/walk-in	7,761	23.7%	114
Television & Electronics (Adults/Households)			
Own any tablet	19,290	59.0%	118
Own any e-reader	4,028	12.3%	127
Own e-reader/tablet: iPad	11,837	36.2%	123
HH has Internet connectable TV	5,892	38.4%	121
Own any portable MP3 player	6,138	18.8%	118
HH owns 1 TV	2,503	16.3%	76
HH owns 2 TVs	4,071	26.5%	101
HH owns 3 TVs	3,683	24.0%	114
HH owns 4+ TVs	3,487	22.7%	135
HH subscribes to cable TV	7,200	46.9%	113
HH subscribes to fiber optic	1,354	8.8%	138
HH owns portable GPS navigation device	4,043	26.4%	129
HH purchased video game system in last 12 months	1,446	9.4%	111
HH owns any Internet video device for TV	5,109	33.3%	120
Travel (Adults)			
Took domestic trip in continental US last 12 months	20,335	62.2%	118
Took 3+ domestic non-business trips in last 12 months	4,697	14.4%	120
Spent on domestic vacations in last 12 months: $1-999	3,730	11.4%	106
Spent on domestic vacations in last 12 months: $1,000-$1,499	2,693	8.2%	132
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,547	4.7%	122
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,992	6.1%	138
Spent on domestic vacations in last 12 months: $3,000+	2,642	8.1%	126
Domestic travel in last 12 months: used general travel website	2,678	8.2%	124
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,814	33.1%	114
Took 3+ foreign trips by plane in last 3 years	2,103	6.4%	110
Spent on foreign vacations in last 12 months: $1-999	1,823	5.6%	112
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,468	4.5%	104
Spent on foreign vacations in last 12 months: $3,000+	2,627	8.0%	120
Foreign travel in last 3 years: used general travel website	2,331	7.1%	122
Nights spent in hotel/motel in last 12 months: any	17,870	54.6%	121
Took cruise of more than one day in last 3 years	3,811	11.6%	126
Member of any frequent flyer program	7,854	24.0%	130
Member of any hotel rewards program	8,275	25.3%	133

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