



State St. - Chicago
1050 N State St
Chicago, IL 60610

Site Type: Radius

Latitude: 41.901638
Longitude: -87.628351
Radius: 1.0 mile

Demographic Summary	2008	2013
Population	82,996	86,890
Total Number of Adults	74,136	77,618
Households	51,847	54,036
Median Household Income	\$79,712	\$88,481

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	37,327	50.2%	100
Bought any women's apparel in last 12 months	31,216	42.0%	94
Bought apparel for child <13 in last 6 months	10,560	14.2%	53
Bought any shoes in last 12 months	41,334	55.6%	109
Bought costume jewelry in last 12 months	16,975	22.9%	111
Bought any fine jewelry in last 12 months	17,572	23.7%	103
Bought a watch in last 12 months	15,178	20.4%	89
Automobiles (Households)			
HH owns/leases any vehicle	33,833	65.3%	75
HH bought new vehicle in last 12 months	3,170	6.1%	57
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	53,575	72.1%	83
Bought/changed motor oil	23,291	31.4%	61
Had tune-up	20,907	28.1%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	53,955	72.6%	118
Drank regular cola in last 6 months	35,516	47.8%	90
Drank beer/ale in last 6 months	39,581	53.3%	125
Cameras & Film (Adults)			
Bought any camera in last 12 months	16,482	22.2%	124
Bought film in last 12 months	17,634	23.7%	87
Bought digital camera in last 12 months	10,310	13.9%	179
Bought memory card for camera in last 12 months	8,435	11.4%	165
Computers (Households)			
HH owns a personal computer	41,284	79.6%	114
HH spent <\$500 on home PC	4,110	7.9%	86
HH spent \$500-\$999 on home PC	7,983	15.4%	90
HH spent \$1000-\$1499 on home PC	9,281	17.9%	123
HH spent \$1500-\$1999 on home PC	6,387	12.3%	144
Spent \$2000+ on home PC	8,858	17.1%	213
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	42,792	57.6%	98
Bought cigarettes at convenience store in last 30 days	7,372	9.9%	72
Bought gas at convenience store in last 30 days	14,354	19.3%	60
Spent at convenience store in last 30 days: <\$20	8,963	12.1%	120
Spent at convenience store in last 30 days: \$20-39	9,491	12.8%	123
Spent at convenience store in last 30 days: \$40+	18,630	25.1%	78

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. ESRI forecasts for 2008 and 2013.



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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	51,424	69.2%	122
Went to live theater in last 6 months	14,562	19.6%	155
Went to a bar/night club in last 12 months	24,940	33.6%	184
Dined out in last 12 months	41,638	56.0%	116
Gambled at a casino in last 12 months	14,291	19.2%	116
Visited a theme park in last 12 months	15,594	21.0%	96
Rented 1 DVD in last 30 days	2,926	3.9%	125
Purchased 1 DVD in last 30 days	3,984	5.4%	100
Spent on toys/games in last 12 months: <\$50	3,842	5.2%	90
Spent on toys/games in last 12 months: \$50-\$99	1,595	2.1%	75
Spent on toys/games in last 12 months: \$100-\$199	4,643	6.3%	95
Spent on toys/games in last 12 months: \$200-\$499	5,088	6.8%	74
Spent on toys/games in last 12 months: \$500+	4,044	5.4%	102
Financial (Adults)			
Have home mortgage (1st)	11,431	15.4%	96
Used ATM/cash machine in last 12 months	47,515	64.0%	134
Own any stock	8,775	11.8%	133
Own shares in mutual fund (stock)	8,301	11.2%	122
Own shares in mutual fund (bonds)	4,961	6.7%	122
Own any credit/debit card (in own name)	59,246	79.8%	113
Used full service brokerage firm in last 12 months	6,798	9.2%	152
Have 401K retirement savings	14,936	20.1%	130
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	40,816	54.9%	80
Used bread in last 6 months	68,733	92.5%	96
Used chicken/turkey (fresh or frozen) in last 6 months	48,113	64.8%	88
Used fish/seafood (fresh or frozen) in last 6 months	34,199	46.0%	94
Used fresh fruit/vegetables in last 6 months	63,953	86.1%	101
Used fresh milk in last 6 months	63,355	85.3%	95
Health (Adults)			
Exercise at home 2+ times per week	23,566	31.7%	110
Exercise at club 2+ times per week	17,704	23.8%	215
Visited a doctor in last 12 months	60,191	81.0%	104
Home (Households)			
Any home improvement in last 12 months	9,757	18.8%	59
Used housekeeper/maid/professional cleaning service in last 12 months	10,669	20.6%	131
Purchased any HH furnishing in last 12 months	15,706	30.3%	104
Purchased bedding/bath goods in last 12 months	29,029	56.0%	107
Purchased cooking/serving product in last 12 months	16,157	31.2%	120
Bought any kitchen appliance in last 12 months	7,544	14.6%	81
Insurance (Adults)			
Currently carry any life insurance	29,149	39.2%	79
Have medical/hospital/accident insurance	53,799	72.4%	106
Carry homeowner insurance	25,022	33.7%	64
Carry renter insurance	7,757	10.4%	181

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	14,047	27.1%	64
HH owns any cat	8,334	16.1%	74
HH owns any dog	8,456	16.3%	53
Reading Materials (Adults)			
Bought book in last 12 months	45,774	61.6%	127
Read any daily newspaper	38,377	51.7%	115
Heavy magazine reader	23,633	31.8%	159
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	22,819	30.7%	115
Went to family restaurant/steak house last mo: 2-4 times	16,807	22.6%	85
Went to family restaurant/steak house last mo: 5+ times	11,951	16.1%	85
Went to fast food/drive-in restaurant in last 6 mo	64,407	86.7%	97
Fast food/drive-in last 6 mo: eat in	27,009	36.4%	98
Fast food/drive-in last 6 mo: home delivery	8,696	11.7%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	30,830	41.5%	80
Fast food/drive-in last 6 mo: take-out/walk-in	23,224	31.3%	129
Telephones & Service (Households)			
HH owns in-home cordless telephone	28,561	55.1%	87
HH owns cellular phone	41,691	80.4%	103
HH average monthly long distance phone bill: <\$16	14,876	28.7%	101
HH average monthly long distance phone bill: \$16-25	7,061	13.6%	111
HH average monthly long distance phone bill: \$26-59	5,651	10.9%	107
HH average monthly long distance phone bill: \$60+	2,901	5.6%	121
HH average monthly cell/digital phone bill: <\$25	3,567	6.9%	99
HH average monthly cell/digital phone bill: \$25-\$49	10,747	20.7%	105
HH average monthly cell/digital phone bill: \$50-\$74	10,747	20.7%	112
HH average monthly cell/digital phone bill: \$75-\$99	6,219	12.0%	120
HH average monthly cell/digital phone bill: \$100+	6,047	11.7%	119
Television & Sound Equipment (Households)			
HH owns 1 TV	18,130	35.0%	172
HH owns 2 TVs	15,860	30.6%	117
HH owns 3 TVs	7,805	15.1%	70
HH owns 4+ TVs	4,599	8.9%	43
HH subscribes to cable TV	35,220	67.9%	115
HH purchased audio equipment in last 12 months	5,157	9.9%	125
HH purchased CD player in last 12 months	2,765	5.3%	84
HH purchased MP3 player in last 12 months	6,573	12.7%	168

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Travel (Adults)			
Domestic travel in last 12 months	47,229	63.6%	120
Took 3+ domestic trips by plane in last 12 months	14,657	19.7%	249
Spent on domestic vacations last 12 mo: <\$1000	12,339	16.6%	127
Spent on domestic vacations last 12 mo: \$1000-\$1499	7,912	10.7%	149
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,326	4.5%	113
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,403	4.6%	113
Spent on domestic vacations last 12 mo: \$3000+	4,427	6.0%	129
Foreign travel in last 3 years	34,867	46.9%	191
Took 3+ foreign trips by plane in last 3 years	10,184	13.7%	312
Spent on foreign vacations last 12 mo: <\$1000	7,894	10.6%	206
Spent on foreign vacations last 12 mo: \$1000-\$2999	6,935	9.3%	227
Spent on foreign vacations: \$3000+	7,425	10.0%	217



Retail Market Potential Sample

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Demographic Summary	2008	2013
Population	313,760	326,681
Total Number of Adults	275,326	287,413
Households	171,547	178,628
Median Household Income	\$75,547	\$84,099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	139,396	50.8%	101
Bought any women's apparel in last 12 months	113,844	41.5%	93
Bought apparel for child <13 in last 6 months	40,826	14.9%	56
Bought any shoes in last 12 months	147,834	53.9%	105
Bought costume jewelry in last 12 months	59,966	21.9%	106
Bought any fine jewelry in last 12 months	63,598	23.2%	101
Bought a watch in last 12 months	55,410	20.2%	88
Automobiles (Households)			
HH owns/leases any vehicle	116,129	67.7%	77
HH bought new vehicle in last 12 months	10,734	6.3%	58
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	203,297	74.1%	85
Bought/changed motor oil	91,060	33.2%	65
Had tune-up	80,725	29.4%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	198,537	72.3%	117
Drank regular cola in last 6 months	132,340	48.2%	90
Drank beer/ale in last 6 months	141,661	51.6%	121
Cameras & Film (Adults)			
Bought any camera in last 12 months	56,085	20.4%	115
Bought film in last 12 months	65,208	23.8%	87
Bought digital camera in last 12 months	33,906	12.4%	159
Bought memory card for camera in last 12 months	27,369	10.0%	145
Computers (Households)			
HH owns a personal computer	134,992	78.7%	113
HH spent <\$500 on home PC	14,242	8.3%	90
HH spent \$500-\$999 on home PC	26,658	15.5%	91
HH spent \$1000-\$1499 on home PC	29,442	17.2%	118
HH spent \$1500-\$1999 on home PC	19,746	11.5%	135
Spent \$2000+ on home PC	26,125	15.2%	190
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	159,347	58.1%	98
Bought cigarettes at convenience store in last 30 days	26,580	9.7%	70
Bought gas at convenience store in last 30 days	52,736	19.2%	60
Spent at convenience store in last 30 days: <\$20	33,128	12.1%	120
Spent at convenience store in last 30 days: \$20-39	35,102	12.8%	123
Spent at convenience store in last 30 days: \$40+	66,591	24.3%	75

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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	185,786	67.7%	119
Went to live theater in last 6 months	49,661	18.1%	143
Went to a bar/night club in last 12 months	86,002	31.3%	172
Dined out in last 12 months	151,052	55.0%	114
Gambled at a casino in last 12 months	52,503	19.1%	115
Visited a theme park in last 12 months	58,042	21.1%	96
Rented 1 DVD in last 30 days	10,056	3.7%	117
Purchased 1 DVD in last 30 days	14,273	5.2%	97
Spent on toys/games in last 12 months: <\$50	13,812	5.0%	87
Spent on toys/games in last 12 months: \$50-\$99	5,954	2.2%	76
Spent on toys/games in last 12 months: \$100-\$199	16,273	5.9%	90
Spent on toys/games in last 12 months: \$200-\$499	18,563	6.8%	73
Spent on toys/games in last 12 months: \$500+	13,523	4.9%	93
Financial (Adults)			
Have home mortgage (1st)	39,098	14.2%	89
Used ATM/cash machine in last 12 months	169,404	61.7%	129
Own any stock	28,949	10.5%	119
Own shares in mutual fund (stock)	28,421	10.4%	113
Own shares in mutual fund (bonds)	17,891	6.5%	119
Own any credit/debit card (in own name)	215,070	78.4%	111
Used full service brokerage firm in last 12 months	22,133	8.1%	134
Have 401K retirement savings	51,015	18.6%	120
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	147,962	53.9%	79
Used bread in last 6 months	256,700	93.5%	97
Used chicken/turkey (fresh or frozen) in last 6 months	178,557	65.1%	88
Used fish/seafood (fresh or frozen) in last 6 months	122,710	44.7%	91
Used fresh fruit/vegetables in last 6 months	233,958	85.2%	100
Used fresh milk in last 6 months	233,062	84.9%	94
Health (Adults)			
Exercise at home 2+ times per week	83,893	30.6%	106
Exercise at club 2+ times per week	59,575	21.7%	196
Visited a doctor in last 12 months	216,403	78.9%	101
Home (Households)			
Any home improvement in last 12 months	31,074	18.1%	57
Used housekeeper/maid/professional cleaning service in last 12 months	32,009	18.7%	119
Purchased any HH furnishing in last 12 months	50,757	29.6%	101
Purchased bedding/bath goods in last 12 months	93,121	54.3%	104
Purchased cooking/serving product in last 12 months	51,694	30.1%	116
Bought any kitchen appliance in last 12 months	24,174	14.1%	79
Insurance (Adults)			
Currently carry any life insurance	107,018	39.0%	79
Have medical/hospital/accident insurance	194,984	71.0%	104
Carry homeowner insurance	89,718	32.7%	62
Carry renter insurance	27,503	10.0%	174

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Pets (Households)			
HH owns any pet	45,789	26.7%	63
HH owns any cat	27,369	16.0%	73
HH owns any dog	26,458	15.4%	50
Reading Materials (Adults)			
Bought book in last 12 months	163,334	59.5%	123
Read any daily newspaper	134,511	49.0%	109
Heavy magazine reader	83,689	30.5%	152
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	81,976	29.9%	112
Went to family restaurant/steak house last mo: 2-4 times	64,532	23.5%	89
Went to family restaurant/steak house last mo: 5+ times	43,829	16.0%	84
Went to fast food/drive-in restaurant in last 6 mo	240,338	87.6%	98
Fast food/drive-in last 6 mo: eat in	100,743	36.7%	99
Fast food/drive-in last 6 mo: home delivery	31,340	11.4%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	112,581	41.0%	79
Fast food/drive-in last 6 mo: take-out/walk-in	82,763	30.2%	125
Telephones & Service (Households)			
HH owns in-home cordless telephone	92,139	53.7%	85
HH owns cellular phone	138,356	80.7%	103
HH average monthly long distance phone bill: <\$16	47,589	27.7%	98
HH average monthly long distance phone bill: \$16-25	22,741	13.3%	108
HH average monthly long distance phone bill: \$26-59	17,860	10.4%	102
HH average monthly long distance phone bill: \$60+	8,930	5.2%	113
HH average monthly cell/digital phone bill: <\$25	11,007	6.4%	92
HH average monthly cell/digital phone bill: \$25-\$49	34,872	20.3%	103
HH average monthly cell/digital phone bill: \$50-\$74	36,785	21.4%	116
HH average monthly cell/digital phone bill: \$75-\$99	20,275	11.8%	118
HH average monthly cell/digital phone bill: \$100+	18,910	11.0%	113
Television & Sound Equipment (Households)			
HH owns 1 TV	60,476	35.3%	173
HH owns 2 TVs	51,537	30.0%	115
HH owns 3 TVs	25,755	15.0%	69
HH owns 4+ TVs	15,511	9.0%	43
HH subscribes to cable TV	114,259	66.6%	113
HH purchased audio equipment in last 12 months	16,241	9.5%	119
HH purchased CD player in last 12 months	9,184	5.4%	84
HH purchased MP3 player in last 12 months	20,329	11.9%	157

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Travel (Adults)			
Domestic travel in last 12 months	171,389	62.5%	118
Took 3+ domestic trips by plane in last 12 months	49,432	18.0%	227
Spent on domestic vacations last 12 mo: <\$1000	43,871	16.0%	122
Spent on domestic vacations last 12 mo: \$1000-\$1499	27,533	10.0%	140
Spent on domestic vacations last 12 mo: \$1500-\$1999	12,867	4.7%	118
Spent on domestic vacations last 12 mo: \$2000-\$2999	12,099	4.4%	109
Spent on domestic vacations last 12 mo: \$3000+	14,384	5.2%	114
Foreign travel in last 3 years	123,532	45.0%	183
Took 3+ foreign trips by plane in last 3 years	34,057	12.4%	283
Spent on foreign vacations last 12 mo: <\$1000	26,665	9.7%	188
Spent on foreign vacations last 12 mo: \$1000-\$2999	23,061	8.4%	205
Spent on foreign vacations: \$3000+	26,029	9.5%	206



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Demographic Summary	2008	2013
Population	779,061	793,837
Total Number of Adults	624,679	642,825
Households	350,873	358,746
Median Household Income	\$60,093	\$73,534

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	302,907	48.5%	96
Bought any women's apparel in last 12 months	250,635	40.1%	90
Bought apparel for child <13 in last 6 months	126,793	20.3%	76
Bought any shoes in last 12 months	312,139	50.0%	98
Bought costume jewelry in last 12 months	128,591	20.6%	100
Bought any fine jewelry in last 12 months	142,159	22.8%	99
Bought a watch in last 12 months	129,407	20.7%	90
Automobiles (Households)			
HH owns/leases any vehicle	236,750	67.5%	77
HH bought new vehicle in last 12 months	23,685	6.8%	63
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	443,484	71.0%	82
Bought/changed motor oil	212,968	34.1%	67
Had tune-up	176,817	28.3%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	436,123	69.8%	113
Drank regular cola in last 6 months	321,822	51.5%	97
Drank beer/ale in last 6 months	292,943	46.9%	110
Cameras & Film (Adults)			
Bought any camera in last 12 months	111,296	17.8%	100
Bought film in last 12 months	141,835	22.7%	84
Bought digital camera in last 12 months	59,346	9.5%	122
Bought memory card for camera in last 12 months	47,745	7.6%	111
Computers (Households)			
HH owns a personal computer	251,661	71.7%	103
HH spent <\$500 on home PC	29,149	8.3%	90
HH spent \$500-\$999 on home PC	49,889	14.2%	83
HH spent \$1000-\$1499 on home PC	50,836	14.5%	99
HH spent \$1500-\$1999 on home PC	34,680	9.9%	116
Spent \$2000+ on home PC	42,041	12.0%	149
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	349,710	56.0%	95
Bought cigarettes at convenience store in last 30 days	61,583	9.9%	72
Bought gas at convenience store in last 30 days	116,369	18.6%	58
Spent at convenience store in last 30 days: <\$20	72,023	11.5%	115
Spent at convenience store in last 30 days: \$20-39	72,903	11.7%	112
Spent at convenience store in last 30 days: \$40+	147,217	23.6%	73

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Latitude: 41.901638
Longitude: -87.628351
Radius: 5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	395,486	63.3%	112
Went to live theater in last 6 months	87,566	14.0%	110
Went to a bar/night club in last 12 months	154,753	24.8%	136
Dined out in last 12 months	294,138	47.1%	97
Gambled at a casino in last 12 months	113,315	18.1%	109
Visited a theme park in last 12 months	132,993	21.3%	97
Rented 1 DVD in last 30 days	20,166	3.2%	103
Purchased 1 DVD in last 30 days	28,121	4.5%	84
Spent on toys/games in last 12 months: <\$50	31,680	5.1%	88
Spent on toys/games in last 12 months: \$50-\$99	14,639	2.3%	82
Spent on toys/games in last 12 months: \$100-\$199	37,376	6.0%	91
Spent on toys/games in last 12 months: \$200-\$499	43,402	6.9%	75
Spent on toys/games in last 12 months: \$500+	28,087	4.5%	84
Financial (Adults)			
Have home mortgage (1st)	74,412	11.9%	74
Used ATM/cash machine in last 12 months	324,456	51.9%	109
Own any stock	50,413	8.1%	91
Own shares in mutual fund (stock)	52,078	8.3%	91
Own shares in mutual fund (bonds)	33,086	5.3%	96
Own any credit/debit card (in own name)	428,797	68.6%	97
Used full service brokerage firm in last 12 months	38,085	6.1%	101
Have 401K retirement savings	94,305	15.1%	98
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	342,583	54.8%	80
Used bread in last 6 months	586,511	93.9%	97
Used chicken/turkey (fresh or frozen) in last 6 months	413,994	66.3%	90
Used fish/seafood (fresh or frozen) in last 6 months	281,864	45.1%	92
Used fresh fruit/vegetables in last 6 months	520,827	83.4%	98
Used fresh milk in last 6 months	531,258	85.0%	95
Health (Adults)			
Exercise at home 2+ times per week	175,750	28.1%	98
Exercise at club 2+ times per week	103,456	16.6%	149
Visited a doctor in last 12 months	466,160	74.6%	95
Home (Households)			
Any home improvement in last 12 months	61,015	17.4%	55
Used housekeeper/maid/professional cleaning service in last 12 months	56,527	16.1%	102
Purchased any HH furnishing in last 12 months	95,594	27.2%	93
Purchased bedding/bath goods in last 12 months	181,631	51.8%	99
Purchased cooking/serving product in last 12 months	97,161	27.7%	106
Bought any kitchen appliance in last 12 months	48,171	13.7%	76
Insurance (Adults)			
Currently carry any life insurance	223,681	35.8%	72
Have medical/hospital/accident insurance	400,878	64.2%	94
Carry homeowner insurance	182,621	29.2%	55
Carry renter insurance	53,853	8.6%	150

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 Mediarmark Research Inc. in a nationally representative survey of U.S. households.



State St. - Chicago
1050 N State St
Chicago, IL 60610

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	88,164	25.1%	60
HH owns any cat	51,467	14.7%	67
HH owns any dog	50,777	14.5%	47
Reading Materials (Adults)			
Bought book in last 12 months	327,880	52.5%	108
Read any daily newspaper	266,336	42.6%	95
Heavy magazine reader	164,529	26.3%	132
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	172,597	27.6%	104
Went to family restaurant/steak house last mo: 2-4 times	136,149	21.8%	82
Went to family restaurant/steak house last mo: 5+ times	98,351	15.7%	83
Went to fast food/drive-in restaurant in last 6 mo	536,804	85.9%	96
Fast food/drive-in last 6 mo: eat in	219,755	35.2%	94
Fast food/drive-in last 6 mo: home delivery	73,314	11.7%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	244,967	39.2%	75
Fast food/drive-in last 6 mo: take-out/walk-in	174,884	28.0%	116
Telephones & Service (Households)			
HH owns in-home cordless telephone	180,731	51.5%	81
HH owns cellular phone	274,858	78.3%	100
HH average monthly long distance phone bill: <\$16	89,763	25.6%	90
HH average monthly long distance phone bill: \$16-25	44,815	12.8%	104
HH average monthly long distance phone bill: \$26-59	33,019	9.4%	92
HH average monthly long distance phone bill: \$60+	17,017	4.8%	105
HH average monthly cell/digital phone bill: <\$25	20,403	5.8%	84
HH average monthly cell/digital phone bill: \$25-\$49	64,506	18.4%	93
HH average monthly cell/digital phone bill: \$50-\$74	73,894	21.1%	114
HH average monthly cell/digital phone bill: \$75-\$99	40,670	11.6%	116
HH average monthly cell/digital phone bill: \$100+	35,803	10.2%	104
Television & Sound Equipment (Households)			
HH owns 1 TV	115,911	33.0%	163
HH owns 2 TVs	102,939	29.3%	112
HH owns 3 TVs	55,894	15.9%	74
HH owns 4+ TVs	34,173	9.7%	47
HH subscribes to cable TV	217,775	62.1%	105
HH purchased audio equipment in last 12 months	31,488	9.0%	113
HH purchased CD player in last 12 months	20,257	5.8%	90
HH purchased MP3 player in last 12 months	35,898	10.2%	136

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Travel (Adults)			
Domestic travel in last 12 months	336,771	53.9%	102
Took 3+ domestic trips by plane in last 12 months	84,186	13.5%	170
Spent on domestic vacations last 12 mo: <\$1000	83,166	13.3%	102
Spent on domestic vacations last 12 mo: \$1000-\$1499	51,111	8.2%	114
Spent on domestic vacations last 12 mo: \$1500-\$1999	24,934	4.0%	100
Spent on domestic vacations last 12 mo: \$2000-\$2999	24,846	4.0%	98
Spent on domestic vacations last 12 mo: \$3000+	25,600	4.1%	89
Foreign travel in last 3 years	235,263	37.7%	153
Took 3+ foreign trips by plane in last 3 years	57,282	9.2%	209
Spent on foreign vacations last 12 mo: <\$1000	48,808	7.8%	151
Spent on foreign vacations last 12 mo: \$1000-\$2999	42,350	6.8%	165
Spent on foreign vacations: \$3000+	45,719	7.3%	159