



big lots

Retail Market Potential

BIG LOTS PLAZA

Latitude: 26.208398

Longitude: -80.252293

Radius: 1 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	19,486	19,496
Total Number of Adults	16,236	16,310
Households	8,631	8,613
Median Household Income	\$45,472	\$49,481

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	7,668	47.2%	94
Bought any women's apparel in last 12 months	7,453	45.9%	101
Bought apparel for child <13 in last 6 months	4,283	26.4%	93
Bought any shoes in last 12 months	8,058	49.6%	95
Bought costume jewelry in last 12 months	3,586	22.1%	106
Bought any fine jewelry in last 12 months	4,052	25.0%	109
Bought a watch in last 12 months	3,300	20.3%	98
Automobiles (Households)			
HH owns/leases any vehicle	7,475	86.6%	99
HH bought new vehicle in last 12 months	616	7.1%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,452	89.0%	102
Bought/changed motor oil in last 12 months	8,765	54.0%	104
Had tune-up in last 12 months	4,999	30.8%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,845	60.6%	96
Drank regular cola in last 6 months	8,238	50.7%	97
Drank beer/ale in last 6 months	6,715	41.4%	98
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,343	14.4%	97
Bought film in last 12 months	3,898	24.0%	102
Bought digital camera in last 12 months	1,095	6.7%	96
Bought memory card for camera in last 12 months	1,186	7.3%	96
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	4,411	27.2%	92
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,275	26.3%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	4,967	30.6%	96
Avg monthly cell/mobile phone/PDA bill: \$100+	2,253	13.9%	90
Computers (Households)			
HH owns a personal computer	5,797	67.2%	93
HH spent <\$500 on home PC	821	9.5%	105
HH spent \$500-\$999 on home PC	1,559	18.1%	99
HH spent \$1000-\$1499 on home PC	1,137	13.2%	89
HH spent \$1500-\$1999 on home PC	619	7.2%	87
Spent \$2000+ on home PC	472	5.5%	71

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

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,814	60.4%	101
Bought cigarettes at convenience store in last 30 days	2,540	15.6%	106
Bought gas at convenience store in last 30 days	5,806	35.8%	108
Spent at convenience store in last 30 days: <\$20	1,323	8.1%	84
Spent at convenience store in last 30 days: \$20-39	1,759	10.8%	108
Spent at convenience store in last 30 days: \$40+	5,959	36.7%	105
Entertainment (Adults)			
Attended movies in last 6 months	9,055	55.8%	95
Went to live theater in last 6 months	1,995	12.3%	98
Went to a bar/night club in last 12 months	3,013	18.6%	101
Dined out in last 12 months	8,063	49.7%	102
Gambled at a casino in last 12 months	2,623	16.2%	100
Visited a theme park in last 12 months	3,443	21.2%	95
DVDs rented in last 30 days: 1	430	2.6%	100
DVDs rented in last 30 days: 2	741	4.6%	97
DVDs rented in last 30 days: 3	544	3.4%	108
DVDs rented in last 30 days: 4	688	4.2%	106
DVDs rented in last 30 days: 5+	2,188	13.5%	102
DVDs purchased in last 30 days: 1	798	4.9%	92
DVDs purchased in last 30 days: 2	847	5.2%	99
DVDs purchased in last 30 days: 3-4	751	4.6%	94
DVDs purchased in last 30 days: 5+	712	4.4%	81
Spent on toys/games in last 12 months: <\$50	1,083	6.7%	107
Spent on toys/games in last 12 months: \$50-\$99	338	2.1%	76
Spent on toys/games in last 12 months: \$100-\$199	1,020	6.3%	88
Spent on toys/games in last 12 months: \$200-\$499	1,732	10.7%	103
Spent on toys/games in last 12 months: \$500+	870	5.4%	97
Financial (Adults)			
Have home mortgage (1st)	2,650	16.3%	90
Used ATM/cash machine in last 12 months	8,062	49.7%	98
Own any stock	1,505	9.3%	103
Own U.S. savings bond	1,010	6.2%	88
Own shares in mutual fund (stock)	1,425	8.8%	93
Own shares in mutual fund (bonds)	889	5.5%	95
Used full service brokerage firm in last 12 months	1,098	6.8%	111
Used discount brokerage firm in last 12 months	356	2.2%	111
Have 401K retirement savings	2,237	13.8%	83
Own any credit/debit card (in own name)	12,123	74.7%	102
Avg monthly credit card expenditures: <\$111	2,491	15.3%	105
Avg monthly credit card expenditures: \$111-225	1,512	9.3%	103
Avg monthly credit card expenditures: \$226-450	1,472	9.1%	106
Avg monthly credit card expenditures: \$451-700	1,061	6.5%	91
Avg monthly credit card expenditures: \$701+	2,086	12.8%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,516	70.9%	102
Used bread in last 6 months	15,771	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	12,197	75.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	8,479	52.2%	102
Used fresh fruit/vegetables in last 6 months	14,111	86.9%	101
Used fresh milk in last 6 months	14,800	91.1%	100
Health (Adults)			
Exercise at home 2+ times per week	4,682	28.8%	98
Exercise at club 2+ times per week	1,672	10.3%	89
Visited a doctor in last 12 months	12,929	79.6%	102
Used vitamin/dietary supplement in last 6 months	8,018	49.4%	103
Home (Households)			
Any home improvement in last 12 months	2,576	29.8%	96
Used housekeeper/maid/professional cleaning service in last 12 months	1,421	16.5%	105
Purchased any HH furnishing in last 12 months	870	10.1%	95
Purchased bedding/bath goods in last 12 months	4,669	54.1%	99
Purchased cooking/serving product in last 12 months	2,200	25.5%	94
Bought any kitchen appliance in last 12 months	1,470	17.0%	96
Insurance (Adults)			
Currently carry any life insurance	8,032	49.5%	102
Have medical/hospital/accident insurance	12,190	75.1%	103
Carry homeowner insurance	8,571	52.8%	100
Carry renter insurance	1,091	6.7%	112
Have auto/other vehicle insurance	13,962	86.0%	102
Pets (Households)			
HH owns any pet	3,785	43.9%	92
HH owns any cat	1,967	22.8%	98
HH owns any dog	2,566	29.7%	86
Reading Materials (Adults)			
Bought book in last 12 months	7,911	48.7%	98
Read any daily newspaper	7,443	45.8%	107
Heavy magazine reader	3,293	20.3%	102
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	11,993	73.9%	101
Went to family restaurant/steak house last mo: <2 times	4,077	25.1%	96
Went to family restaurant/steak house last mo: 2-4 times	4,518	27.8%	101
Went to family restaurant/steak house last mo: 5+ times	3,399	20.9%	107
Went to fast food/drive-in restaurant in last 6 mo	14,542	89.6%	100
Went to fast food/drive-in restaurant <5 times/mo	4,798	29.5%	97
Went to fast food/drive-in 5-12 times/mo	5,179	31.9%	101
Went to fast food/drive-in restaurant 13+ times/mo	4,564	28.1%	101
Fast food/drive-in last 6 mo: eat in	6,074	37.4%	97
Fast food/drive-in last 6 mo: home delivery	1,870	11.5%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	8,679	53.5%	102
Fast food/drive-in last 6 mo: take-out/walk-in	3,798	23.4%	95

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	5,572	64.6%	100
HH average monthly long distance phone bill: <\$16	2,518	29.2%	105
HH average monthly long distance phone bill: \$16-25	904	10.5%	89
HH average monthly long distance phone bill: \$26-59	801	9.3%	95
HH average monthly long distance phone bill: \$60+	336	3.9%	89
Television & Sound Equipment (Households)			
HH owns 1 TV	1,825	21.1%	106
HH owns 2 TVs	2,464	28.5%	108
HH owns 3 TVs	1,807	20.9%	93
HH owns 4+ TVs	1,604	18.6%	89
HH subscribes to cable TV	5,815	67.4%	116
HH watched 15+ hours of cable TV last week	5,690	65.9%	110
Purchased audio equipment in last 12 months	690	8.0%	96
Purchased CD player in last 12 months	500	5.8%	110
Purchased DVD player in last 12 months	864	10.0%	95
Purchased MP3 player in last 12 months	600	7.0%	80
Purchased video game system in last 12 months	593	6.9%	79
Travel (Adults)			
Domestic travel in last 12 months	8,369	51.5%	97
Took 3+ domestic trips in last 12 months	3,288	20.3%	98
Spent on domestic vacations last 12 mo: <\$1000	1,993	12.3%	97
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,001	6.2%	89
Spent on domestic vacations last 12 mo: \$1500-\$1999	643	4.0%	99
Spent on domestic vacations last 12 mo: \$2000-\$2999	618	3.8%	92
Spent on domestic vacations last 12 mo: \$3000+	789	4.9%	101
Foreign travel in last 3 years	3,947	24.3%	97
Took 3+ foreign trips by plane in last 3 years	665	4.1%	91
Spent on foreign vacations last 12 mo: <\$1000	874	5.4%	98
Spent on foreign vacations last 12 mo: \$1000-\$2999	626	3.9%	97
Spent on foreign vacations: \$3000+	699	4.3%	93
Stayed 1+ nights at hotel/motel in last 12 months	6,319	38.9%	94

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Retail Market Potential

BIG LOTS PLAZA

Latitude: 26.208398

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Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	167,483	169,198
Total Number of Adults	133,838	136,122
Households	67,429	68,029
Median Household Income	\$51,209	\$54,335

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	64,708	48.3%	96
Bought any women's apparel in last 12 months	63,595	47.5%	104
Bought apparel for child <13 in last 6 months	38,195	28.5%	101
Bought any shoes in last 12 months	67,834	50.7%	97
Bought costume jewelry in last 12 months	29,981	22.4%	108
Bought any fine jewelry in last 12 months	32,160	24.0%	105
Bought a watch in last 12 months	29,457	22.0%	106
Automobiles (Households)			
HH owns/leases any vehicle	59,516	88.3%	101
HH bought new vehicle in last 12 months	5,800	8.6%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	119,550	89.3%	103
Bought/changed motor oil in last 12 months	70,151	52.4%	101
Had tune-up in last 12 months	43,629	32.6%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	82,987	62.0%	99
Drank regular cola in last 6 months	66,893	50.0%	96
Drank beer/ale in last 6 months	56,748	42.4%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	18,964	14.2%	95
Bought film in last 12 months	32,891	24.6%	104
Bought digital camera in last 12 months	9,511	7.1%	101
Bought memory card for camera in last 12 months	10,979	8.2%	108
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	40,167	30.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	37,503	28.0%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	42,149	31.5%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	21,167	15.8%	103
Computers (Households)			
HH owns a personal computer	48,513	71.9%	100
HH spent <\$500 on home PC	5,996	8.9%	98
HH spent \$500-\$999 on home PC	12,752	18.9%	103
HH spent \$1000-\$1499 on home PC	10,072	14.9%	101
HH spent \$1500-\$1999 on home PC	5,567	8.3%	100
Spent \$2000+ on home PC	4,784	7.1%	92

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Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	78,874	58.9%	99
Bought cigarettes at convenience store in last 30 days	19,516	14.6%	99
Bought gas at convenience store in last 30 days	44,360	33.1%	100
Spent at convenience store in last 30 days: <\$20	11,921	8.9%	92
Spent at convenience store in last 30 days: \$20-39	13,949	10.4%	104
Spent at convenience store in last 30 days: \$40+	46,061	34.4%	98
Entertainment (Adults)			
Attended movies in last 6 months	80,943	60.5%	103
Went to live theater in last 6 months	20,771	15.5%	123
Went to a bar/night club in last 12 months	24,628	18.4%	100
Dined out in last 12 months	67,906	50.7%	104
Gambled at a casino in last 12 months	23,840	17.8%	111
Visited a theme park in last 12 months	30,775	23.0%	104
DVDs rented in last 30 days: 1	3,534	2.6%	100
DVDs rented in last 30 days: 2	6,066	4.5%	97
DVDs rented in last 30 days: 3	4,584	3.4%	110
DVDs rented in last 30 days: 4	5,849	4.4%	109
DVDs rented in last 30 days: 5+	19,205	14.3%	109
DVDs purchased in last 30 days: 1	6,773	5.1%	94
DVDs purchased in last 30 days: 2	7,250	5.4%	103
DVDs purchased in last 30 days: 3-4	6,272	4.7%	96
DVDs purchased in last 30 days: 5+	6,914	5.2%	96
Spent on toys/games in last 12 months: <\$50	9,146	6.8%	109
Spent on toys/games in last 12 months: \$50-\$99	3,199	2.4%	87
Spent on toys/games in last 12 months: \$100-\$199	9,290	6.9%	97
Spent on toys/games in last 12 months: \$200-\$499	14,605	10.9%	105
Spent on toys/games in last 12 months: \$500+	7,508	5.6%	102
Financial (Adults)			
Have home mortgage (1st)	23,549	17.6%	97
Used ATM/cash machine in last 12 months	70,594	52.7%	104
Own any stock	14,852	11.1%	123
Own U.S. savings bond	9,319	7.0%	98
Own shares in mutual fund (stock)	14,076	10.5%	112
Own shares in mutual fund (bonds)	8,999	6.7%	117
Used full service brokerage firm in last 12 months	10,156	7.6%	125
Used discount brokerage firm in last 12 months	3,422	2.6%	130
Have 401K retirement savings	21,411	16.0%	97
Own any credit/debit card (in own name)	104,882	78.4%	107
Avg monthly credit card expenditures: <\$111	20,501	15.3%	104
Avg monthly credit card expenditures: \$111-225	12,420	9.3%	103
Avg monthly credit card expenditures: \$226-450	12,422	9.3%	108
Avg monthly credit card expenditures: \$451-700	9,452	7.1%	99
Avg monthly credit card expenditures: \$701+	21,333	15.9%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	94,485	70.6%	102
Used bread in last 6 months	129,159	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	99,730	74.5%	100
Used fish/seafood (fresh or frozen) in last 6 months	72,820	54.4%	107
Used fresh fruit/vegetables in last 6 months	117,529	87.8%	102
Used fresh milk in last 6 months	122,060	91.2%	100
Health (Adults)			
Exercise at home 2+ times per week	41,026	30.7%	104
Exercise at club 2+ times per week	16,489	12.3%	107
Visited a doctor in last 12 months	107,364	80.2%	102
Used vitamin/dietary supplement in last 6 months	68,811	51.4%	108
Home (Households)			
Any home improvement in last 12 months	21,919	32.5%	104
Used housekeeper/maid/professional cleaning service in last 12 months	13,158	19.5%	124
Purchased any HH furnishing in last 12 months	7,247	10.7%	102
Purchased bedding/bath goods in last 12 months	37,157	55.1%	101
Purchased cooking/serving product in last 12 months	18,498	27.4%	101
Bought any kitchen appliance in last 12 months	12,056	17.9%	101
Insurance (Adults)			
Currently carry any life insurance	67,517	50.4%	104
Have medical/hospital/accident insurance	101,782	76.0%	105
Carry homeowner insurance	74,117	55.4%	104
Carry renter insurance	9,422	7.0%	117
Have auto/other vehicle insurance	116,841	87.3%	104
Pets (Households)			
HH owns any pet	28,471	42.2%	89
HH owns any cat	14,203	21.1%	90
HH owns any dog	19,653	29.1%	84
Reading Materials (Adults)			
Bought book in last 12 months	70,576	52.7%	107
Read any daily newspaper	60,416	45.1%	105
Heavy magazine reader	28,630	21.4%	107
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	102,130	76.3%	105
Went to family restaurant/steak house last mo: <2 times	32,672	24.4%	94
Went to family restaurant/steak house last mo: 2-4 times	39,130	29.2%	107
Went to family restaurant/steak house last mo: 5+ times	30,332	22.7%	116
Went to fast food/drive-in restaurant in last 6 mo	120,201	89.8%	100
Went to fast food/drive-in restaurant <5 times/mo	41,014	30.6%	100
Went to fast food/drive-in 5-12 times/mo	41,341	30.9%	98
Went to fast food/drive-in restaurant 13+ times/mo	37,864	28.3%	102
Fast food/drive-in last 6 mo: eat in	50,578	37.8%	98
Fast food/drive-in last 6 mo: home delivery	16,409	12.3%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	68,702	51.3%	98
Fast food/drive-in last 6 mo: take-out/walk-in	33,757	25.2%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	44,134	65.5%	102
HH average monthly long distance phone bill: <\$16	19,444	28.8%	104
HH average monthly long distance phone bill: \$16-25	7,249	10.8%	92
HH average monthly long distance phone bill: \$26-59	7,286	10.8%	111
HH average monthly long distance phone bill: \$60+	2,978	4.4%	101
Television & Sound Equipment (Households)			
HH owns 1 TV	13,322	19.8%	99
HH owns 2 TVs	19,174	28.4%	107
HH owns 3 TVs	14,680	21.8%	97
HH owns 4+ TVs	13,431	19.9%	95
HH subscribes to cable TV	46,887	69.5%	120
HH watched 15+ hours of cable TV last week	44,441	65.9%	110
Purchased audio equipment in last 12 months	5,496	8.2%	98
Purchased CD player in last 12 months	3,825	5.7%	108
Purchased DVD player in last 12 months	6,917	10.3%	97
Purchased MP3 player in last 12 months	5,537	8.2%	94
Purchased video game system in last 12 months	5,593	8.3%	95
Travel (Adults)			
Domestic travel in last 12 months	76,041	56.8%	107
Took 3+ domestic trips in last 12 months	30,718	23.0%	111
Spent on domestic vacations last 12 mo: <\$1000	16,146	12.1%	95
Spent on domestic vacations last 12 mo: \$1000-\$1499	9,797	7.3%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	6,075	4.5%	113
Spent on domestic vacations last 12 mo: \$2000-\$2999	6,122	4.6%	111
Spent on domestic vacations last 12 mo: \$3000+	6,953	5.2%	108
Foreign travel in last 3 years	37,685	28.2%	112
Took 3+ foreign trips by plane in last 3 years	6,385	4.8%	105
Spent on foreign vacations last 12 mo: <\$1000	7,946	5.9%	108
Spent on foreign vacations last 12 mo: \$1000-\$2999	5,832	4.4%	109
Spent on foreign vacations: \$3000+	6,685	5.0%	107
Stayed 1+ nights at hotel/motel in last 12 months	59,018	44.1%	107

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big lots

Retail Market Potential

BIG LOTS PLAZA

Latitude: 26.208398

Longitude: -80.252293

Radius: 5 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	427,787	430,938
Total Number of Adults	334,753	339,509
Households	168,573	169,309
Median Household Income	\$50,486	\$53,646

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	161,734	48.3%	96
Bought any women's apparel in last 12 months	157,661	47.1%	103
Bought apparel for child <13 in last 6 months	94,709	28.3%	100
Bought any shoes in last 12 months	169,491	50.6%	97
Bought costume jewelry in last 12 months	73,095	21.8%	105
Bought any fine jewelry in last 12 months	79,661	23.8%	104
Bought a watch in last 12 months	72,513	21.7%	105
Automobiles (Households)			
HH owns/leases any vehicle	145,565	86.4%	99
HH bought new vehicle in last 12 months	14,181	8.4%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	291,314	87.0%	100
Bought/changed motor oil in last 12 months	170,426	50.9%	98
Had tune-up in last 12 months	107,883	32.2%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	209,917	62.7%	100
Drank regular cola in last 6 months	172,165	51.4%	98
Drank beer/ale in last 6 months	142,457	42.6%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	47,302	14.1%	95
Bought film in last 12 months	80,727	24.1%	102
Bought digital camera in last 12 months	23,514	7.0%	100
Bought memory card for camera in last 12 months	27,378	8.2%	108
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	99,278	29.7%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	91,287	27.3%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	105,141	31.4%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	52,107	15.6%	101
Computers (Households)			
HH owns a personal computer	120,041	71.2%	99
HH spent <\$500 on home PC	14,775	8.8%	97
HH spent \$500-\$999 on home PC	31,184	18.5%	101
HH spent \$1000-\$1499 on home PC	24,866	14.8%	100
HH spent \$1500-\$1999 on home PC	13,780	8.2%	99
Spent \$2000+ on home PC	12,352	7.3%	95

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big lots

Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	196,257	58.6%	98
Bought cigarettes at convenience store in last 30 days	50,348	15.0%	102
Bought gas at convenience store in last 30 days	105,730	31.6%	95
Spent at convenience store in last 30 days: <\$20	30,526	9.1%	94
Spent at convenience store in last 30 days: \$20-39	35,121	10.5%	105
Spent at convenience store in last 30 days: \$40+	113,546	33.9%	97
Entertainment (Adults)			
Attended movies in last 6 months	202,168	60.4%	103
Went to live theater in last 6 months	50,338	15.0%	120
Went to a bar/night club in last 12 months	60,768	18.2%	99
Dined out in last 12 months	165,058	49.3%	101
Gambled at a casino in last 12 months	57,577	17.2%	107
Visited a theme park in last 12 months	76,603	22.9%	103
DVDs rented in last 30 days: 1	9,012	2.7%	101
DVDs rented in last 30 days: 2	15,937	4.8%	102
DVDs rented in last 30 days: 3	11,654	3.5%	112
DVDs rented in last 30 days: 4	14,312	4.3%	107
DVDs rented in last 30 days: 5+	48,026	14.3%	109
DVDs purchased in last 30 days: 1	17,454	5.2%	97
DVDs purchased in last 30 days: 2	18,236	5.4%	104
DVDs purchased in last 30 days: 3-4	16,719	5.0%	102
DVDs purchased in last 30 days: 5+	18,383	5.5%	102
Spent on toys/games in last 12 months: <\$50	21,790	6.5%	104
Spent on toys/games in last 12 months: \$50-\$99	8,467	2.5%	92
Spent on toys/games in last 12 months: \$100-\$199	23,560	7.0%	99
Spent on toys/games in last 12 months: \$200-\$499	35,558	10.6%	102
Spent on toys/games in last 12 months: \$500+	18,736	5.6%	102
Financial (Adults)			
Have home mortgage (1st)	57,991	17.3%	95
Used ATM/cash machine in last 12 months	175,371	52.4%	103
Own any stock	34,946	10.4%	116
Own U.S. savings bond	23,624	7.1%	100
Own shares in mutual fund (stock)	34,218	10.2%	109
Own shares in mutual fund (bonds)	21,418	6.4%	111
Used full service brokerage firm in last 12 months	23,393	7.0%	115
Used discount brokerage firm in last 12 months	7,962	2.4%	121
Have 401K retirement savings	53,692	16.0%	97
Own any credit/debit card (in own name)	256,205	76.5%	105
Avg monthly credit card expenditures: <\$111	49,873	14.9%	102
Avg monthly credit card expenditures: \$111-225	31,199	9.3%	103
Avg monthly credit card expenditures: \$226-450	29,838	8.9%	104
Avg monthly credit card expenditures: \$451-700	23,790	7.1%	99
Avg monthly credit card expenditures: \$701+	50,040	14.9%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	234,601	70.1%	101
Used bread in last 6 months	322,962	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	250,508	74.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	180,751	54.0%	106
Used fresh fruit/vegetables in last 6 months	292,299	87.3%	101
Used fresh milk in last 6 months	304,045	90.8%	100
Health (Adults)			
Exercise at home 2+ times per week	99,567	29.7%	101
Exercise at club 2+ times per week	41,338	12.3%	107
Visited a doctor in last 12 months	266,482	79.6%	102
Used vitamin/dietary supplement in last 6 months	167,238	50.0%	105
Home (Households)			
Any home improvement in last 12 months	53,212	31.6%	101
Used housekeeper/maid/professional cleaning service in last 12 months	30,628	18.2%	116
Purchased any HH furnishing in last 12 months	18,414	10.9%	103
Purchased bedding/bath goods in last 12 months	93,051	55.2%	101
Purchased cooking/serving product in last 12 months	46,389	27.5%	102
Bought any kitchen appliance in last 12 months	29,408	17.4%	98
Insurance (Adults)			
Currently carry any life insurance	163,600	48.9%	101
Have medical/hospital/accident insurance	249,220	74.4%	102
Carry homeowner insurance	173,308	51.8%	98
Carry renter insurance	25,127	7.5%	125
Have auto/other vehicle insurance	283,602	84.7%	101
Pets (Households)			
HH owns any pet	68,698	40.8%	86
HH owns any cat	34,534	20.5%	88
HH owns any dog	47,883	28.4%	82
Reading Materials (Adults)			
Bought book in last 12 months	174,864	52.2%	106
Read any daily newspaper	149,418	44.6%	104
Heavy magazine reader	73,489	22.0%	110
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	252,652	75.5%	103
Went to family restaurant/steak house last mo: <2 times	82,731	24.7%	95
Went to family restaurant/steak house last mo: 2-4 times	97,175	29.0%	106
Went to family restaurant/steak house last mo: 5+ times	72,744	21.7%	111
Went to fast food/drive-in restaurant in last 6 mo	299,231	89.4%	100
Went to fast food/drive-in restaurant <5 times/mo	102,266	30.5%	100
Went to fast food/drive-in 5-12 times/mo	103,699	31.0%	98
Went to fast food/drive-in restaurant 13+ times/mo	93,306	27.9%	101
Fast food/drive-in last 6 mo: eat in	123,258	36.8%	96
Fast food/drive-in last 6 mo: home delivery	40,960	12.2%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	171,649	51.3%	98
Fast food/drive-in last 6 mo: take-out/walk-in	85,463	25.5%	104

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	107,119	63.5%	99
HH average monthly long distance phone bill: <\$16	46,769	27.7%	100
HH average monthly long distance phone bill: \$16-25	18,378	10.9%	93
HH average monthly long distance phone bill: \$26-59	17,400	10.3%	106
HH average monthly long distance phone bill: \$60+	7,503	4.5%	101
Television & Sound Equipment (Households)			
HH owns 1 TV	33,648	20.0%	100
HH owns 2 TVs	47,081	27.9%	105
HH owns 3 TVs	37,155	22.0%	98
HH owns 4+ TVs	33,549	19.9%	95
HH subscribes to cable TV	114,771	68.1%	118
HH watched 15+ hours of cable TV last week	107,944	64.0%	107
Purchased audio equipment in last 12 months	14,260	8.5%	102
Purchased CD player in last 12 months	9,240	5.5%	104
Purchased DVD player in last 12 months	17,622	10.5%	99
Purchased MP3 player in last 12 months	14,293	8.5%	97
Purchased video game system in last 12 months	14,431	8.6%	98
Travel (Adults)			
Domestic travel in last 12 months	184,918	55.2%	104
Took 3+ domestic trips in last 12 months	73,126	21.8%	105
Spent on domestic vacations last 12 mo: <\$1000	41,547	12.4%	98
Spent on domestic vacations last 12 mo: \$1000-\$1499	24,412	7.3%	105
Spent on domestic vacations last 12 mo: \$1500-\$1999	14,956	4.5%	111
Spent on domestic vacations last 12 mo: \$2000-\$2999	14,358	4.3%	104
Spent on domestic vacations last 12 mo: \$3000+	16,994	5.1%	105
Foreign travel in last 3 years	89,425	26.7%	107
Took 3+ foreign trips by plane in last 3 years	15,276	4.6%	101
Spent on foreign vacations last 12 mo: <\$1000	19,348	5.8%	105
Spent on foreign vacations last 12 mo: \$1000-\$2999	14,382	4.3%	108
Spent on foreign vacations: \$3000+	15,825	4.7%	102
Stayed 1+ nights at hotel/motel in last 12 months	142,423	42.5%	103

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