



**Harrison Metro**

**Study Area: Custom Shapes**

<b>Demographic Summary</b>	<b>2008</b>	<b>2013</b>
Population	16,118	16,798
Total Number of Adults	12,596	13,200
Households	7,035	7,387
Median Household Income	\$37,889	\$45,159

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	6,019	47.8%	95
Bought any women's apparel in last 12 months	5,667	45.0%	101
Bought apparel for child <13 in last 6 months	3,198	25.4%	95
Bought any shoes in last 12 months	6,078	48.3%	94
Bought costume jewelry in last 12 months	2,420	19.2%	93
Bought any fine jewelry in last 12 months	2,699	21.4%	93
Bought a watch in last 12 months	2,802	22.2%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,929	84.3%	96
HH bought new vehicle in last 12 months	623	8.9%	82
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	10,808	85.8%	99
Bought/changed motor oil	6,726	53.4%	105
Had tune-up	3,620	28.7%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	6,758	53.6%	87
Drank regular cola in last 6 months	6,817	54.1%	101
Drank beer/ale in last 6 months	5,163	41.0%	96
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	2,214	17.6%	99
Bought film in last 12 months	3,414	27.1%	100
Bought digital camera in last 12 months	693	5.5%	71
Bought memory card for camera in last 12 months	707	5.6%	82
<b>Computers (Households)</b>			
HH owns a personal computer	4,351	61.8%	89
HH spent <\$500 on home PC	607	8.6%	94
HH spent \$500-\$999 on home PC	1,107	15.7%	92
HH spent \$1000-\$1499 on home PC	977	13.9%	95
HH spent \$1500-\$1999 on home PC	419	6.0%	70
Spent \$2000+ on home PC	392	5.6%	69
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	7,368	58.5%	99
Bought cigarettes at convenience store in last 30 days	2,167	17.2%	125
Bought gas at convenience store in last 30 days	4,471	35.5%	111
Spent at convenience store in last 30 days: <\$20	1,135	9.0%	90
Spent at convenience store in last 30 days: \$20-39	1,164	9.2%	89
Spent at convenience store in last 30 days: \$40+	4,376	34.7%	108

**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.



Harrison Metro

Study Area: Custom Shapes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	6,647	52.8%	93
Went to live theater in last 6 months	1,492	11.8%	93
Went to a bar/night club in last 12 months	2,378	18.9%	103
Dined out in last 12 months	5,785	45.9%	95
Gambled at a casino in last 12 months	1,871	14.9%	89
Visited a theme park in last 12 months	2,296	18.2%	83
Rented 1 DVD in last 30 days	376	3.0%	95
Purchased 1 DVD in last 30 days	602	4.8%	89
Spent on toys/games in last 12 months: <\$50	916	7.3%	126
Spent on toys/games in last 12 months: \$50-\$99	346	2.7%	96
Spent on toys/games in last 12 months: \$100-\$199	780	6.2%	94
Spent on toys/games in last 12 months: \$200-\$499	1,145	9.1%	98
Spent on toys/games in last 12 months: \$500+	574	4.6%	86
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,722	13.7%	85
Used ATM/cash machine in last 12 months	5,119	40.6%	85
Own any stock	1,005	8.0%	90
Own shares in mutual fund (stock)	1,023	8.1%	89
Own shares in mutual fund (bonds)	581	4.6%	84
Own any credit/debit card (in own name)	8,160	64.8%	92
Used full service brokerage firm in last 12 months	626	5.0%	82
Have 401K retirement savings	1,618	12.8%	83
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	8,831	70.1%	102
Used bread in last 6 months	12,151	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	9,174	72.8%	99
Used fish/seafood (fresh or frozen) in last 6 months	5,994	47.6%	97
Used fresh fruit/vegetables in last 6 months	10,628	84.4%	99
Used fresh milk in last 6 months	11,556	91.7%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,441	27.3%	95
Exercise at club 2+ times per week	967	7.7%	69
Visited a doctor in last 12 months	9,925	78.8%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,202	31.3%	99
Used housekeeper/maid/professional cleaning service in last 12 months	923	13.1%	83
Purchased any HH furnishing in last 12 months	1,992	28.3%	97
Purchased bedding/bath goods in last 12 months	3,470	49.3%	94
Purchased cooking/serving product in last 12 months	1,748	24.8%	95
Bought any kitchen appliance in last 12 months	1,216	17.3%	96
<b>Insurance (Adults)</b>			
Currently carry any life insurance	6,114	48.5%	98
Have medical/hospital/accident insurance	8,548	67.9%	100
Carry homeowner insurance	6,506	51.6%	98
Carry renter insurance	660	5.2%	91

**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.



Harrison Metro

Study Area: Custom Shapes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Pets (Households)</b>			
HH owns any pet	2,976	42.3%	101
HH owns any cat	1,661	23.6%	109
HH owns any dog	2,085	29.6%	96
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	5,877	46.7%	96
Read any daily newspaper	6,203	49.2%	110
Heavy magazine reader	2,389	19.0%	95
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house last mo: <2 times	3,143	25.0%	93
Went to family restaurant/steak house last mo: 2-4 times	3,446	27.4%	103
Went to family restaurant/steak house last mo: 5+ times	2,253	17.9%	94
Went to fast food/drive-in restaurant in last 6 mo	11,275	89.5%	100
Fast food/drive-in last 6 mo: eat in	4,478	35.5%	95
Fast food/drive-in last 6 mo: home delivery	1,407	11.2%	103
Fast food/drive-in last 6 mo: take-out/drive-thru	6,492	51.5%	99
Fast food/drive-in last 6 mo: take-out/walk-in	2,963	23.5%	97
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	4,259	60.5%	95
HH owns cellular phone	4,822	68.5%	88
HH average monthly long distance phone bill: <\$16	2,128	30.2%	107
HH average monthly long distance phone bill: \$16-25	747	10.6%	86
HH average monthly long distance phone bill: \$26-59	637	9.1%	89
HH average monthly long distance phone bill: \$60+	284	4.0%	87
HH average monthly cell/digital phone bill: <\$25	452	6.4%	92
HH average monthly cell/digital phone bill: \$25-\$49	1,325	18.8%	96
HH average monthly cell/digital phone bill: \$50-\$74	998	14.2%	77
HH average monthly cell/digital phone bill: \$75-\$99	574	8.2%	82
HH average monthly cell/digital phone bill: \$100+	498	7.1%	72
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	1,662	23.6%	116
HH owns 2 TVs	1,799	25.6%	98
HH owns 3 TVs	1,414	20.1%	93
HH owns 4+ TVs	1,265	18.0%	86
HH subscribes to cable TV	4,203	59.7%	101
Purchased audio equipment in last 12 months	493	7.0%	88
Purchased CD player in last 12 months	406	5.8%	90
Purchased MP3 player in last 12 months	331	4.7%	62

**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.



Harrison Metro

Study Area: Custom Shapes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,062	48.1%	91
Took 3+ domestic trips by plane in last 12 months	704	5.6%	70
Spent on domestic vacations last 12 mo: <\$1000	1,628	12.9%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	750	6.0%	83
Spent on domestic vacations last 12 mo: \$1500-\$1999	514	4.1%	103
Spent on domestic vacations last 12 mo: \$2000-\$2999	493	3.9%	97
Spent on domestic vacations last 12 mo: \$3000+	386	3.1%	66
Foreign travel in last 3 years	2,395	19.0%	77
Took 3+ foreign trips by plane in last 3 years	291	2.3%	53
Spent on foreign vacations last 12 mo: <\$1000	433	3.4%	67
Spent on foreign vacations last 12 mo: \$1000-\$2999	489	3.9%	94
Spent on foreign vacations: \$3000+	357	2.8%	62