



Wilmington
46 S South St, Wilmington, OH, 45177
Ring: 10 miles radius

Latitude: 39.44489
Longitude: -83.82858

Demographic Summary	2010	2015
Population	30,490	31,535
Population 18+	23,306	24,147
Households	11,859	12,323
Median Household Income	\$51,382	\$57,941

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	7,536	32.3%	100
HH owns a personal computer	8,477	71.5%	99
Purchased home PC in last 12 months	1,813	15.3%	99
Purchased home PC 1-2 years ago	2,556	21.6%	98
Purchased home PC 3-4 years ago	2,173	18.3%	103
Purchased home PC 5+ years ago	1,215	10.2%	112
Spent <\$500 on home PC	1,134	9.6%	106
Spent \$500-999 on home PC	2,368	20.0%	109
Spent \$1000-1499 on home PC	1,709	14.4%	98
Spent \$1500-1999 on home PC	965	8.1%	98
Spent \$2000-2999 on home PC	781	6.6%	85
Purchased home PC at computer superstore	1,337	11.3%	90
Purchased home PC at department store	602	5.1%	114
Purchased home PC direct from manufacturer	1,726	14.6%	102
Purchased home PC at electronics store	1,249	10.5%	107
Purchased home PC on Internet	776	6.5%	84
Purchased home PC at warehouse discount outlet	235	2.0%	90
HH owns desktop PC	7,179	60.5%	104
HH owns laptop/notebook/tablet PC	2,550	21.5%	83
HH owns any Apple/Apple Mac clone brand PC	405	3.4%	68
HH owns any IBM/IBM compatible brand PC	7,869	66.4%	101
Brand of PC that HH owns: Compaq	1,148	9.7%	110
Brand of PC that HH owns: Dell	3,239	27.3%	95
Brand of PC that HH owns: Gateway	917	7.7%	111
Brand of PC that HH owns: Hewlett Packard	1,735	14.6%	103
Brand of PC that HH owns: Lenovo/IBM	171	1.4%	79
Brand of PC that HH owns: Sony Vaio	220	1.9%	70
Child (under 18) uses home PC	2,592	21.9%	104
HH owns CD burner	4,353	36.7%	101
HH owns CD ROM drive	4,823	40.7%	103
HH owns DVD drive	2,629	22.2%	97
HH owns LAN/network interface card	1,202	10.1%	88
HH owns inkjet printer	5,497	46.4%	105
HH owns laser printer	1,617	13.6%	97
HH owns removable cartridge storage device	753	6.4%	101
HH owns scanner	3,516	29.7%	107
HH owns PC speakers	5,080	42.8%	103
HH owns tape backup	320	2.7%	98
HH owns modem/fax modem	2,808	23.7%	105
HH owns software: accounting	1,125	9.5%	102
HH owns software: communications/fax	946	8.0%	96
HH owns software: database/filing	1,040	8.8%	100
HH owns software: desktop publishing	1,517	12.8%	104

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.

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 2010 and 2015.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,167	9.8%	99
HH owns software: entertainment/games	3,648	30.8%	106
HH owns software: personal finance/tax prep	1,632	13.8%	100
HH owns software: presentation graphics	844	7.1%	87
HH owns software: multimedia	1,790	15.1%	99
HH owns software: networking	1,191	10.0%	92
HH owns software: spreadsheet	2,642	22.3%	97
HH owns software: utility	791	6.7%	93
HH owns software: web authoring	326	2.7%	82
HH owns software: word processing	3,836	32.3%	97
Spent \$500+ on software for home PC in last 12 mo	257	2.2%	85
Purchased computer book in last 12 months	461	3.9%	80
HH owns fax machine	933	7.9%	89
Purchased audio equipment in last 12 months	925	7.8%	94
Purchased headphones in last 12 months	378	3.2%	92
HH owns camcorder	2,422	20.4%	103
Purchased camcorder in last 12 months	219	1.8%	83
HH owns digital camcorder	917	7.7%	88
HH owns CD player	6,098	51.4%	106
Purchased CD player in last 12 months	651	5.5%	104
HH owns DVD player	7,643	64.5%	101
Purchased DVD player in last 12 months	1,230	10.4%	98
HH owns 1 TV	2,107	17.8%	89
HH owns 2 TVs	3,193	26.9%	101
HH owns 3 TVs	2,730	23.0%	103
HH owns 4+ TVs	2,624	22.1%	106
HH owns color floor TV	4,322	36.4%	96
HH owns color portable TV	7,134	60.2%	107
HH owns miniature screen TV (<13 in)	1,132	9.5%	112
Most recent TV purchase: miniature screen (<13 in)	379	3.2%	99
HH owns regular screen TV (13"-26")	5,751	48.5%	106
Most recent TV purchase: regular screen (13"-26")	3,161	26.7%	101
HH owns large screen TV (27"-35")	6,003	50.6%	106
Most recent TV purchase: large screen (27"-35")	4,273	36.0%	107
HH owns big screen TV (36"-42")	1,629	13.7%	90
Most recent TV purchase: big screen (36"-42")	1,197	10.1%	91
HH owns giant screen TV (over 42")	1,387	11.7%	96
Most recent TV purchase: giant screen (over 42")	1,058	8.9%	94
HH owns LCD TV	1,306	11.0%	87
HH owns plasma TV	612	5.2%	88
HH owns projection TV	612	5.2%	92
HH owns VCR	5,979	50.4%	107
HH owns combination TV/VCR	1,841	15.5%	103
HH owns video game system	3,855	32.5%	104
Purchased video game system in last 12 months	1,022	8.6%	99
HH owns video game system: handheld	1,774	15.0%	102
HH owns video game system: attached to TV/computer	3,346	28.2%	104
HH owns video game system: Game Boy	854	7.2%	100
HH owns video game system: Game Boy Advance/SP	953	8.0%	109
HH owns video game system: Nintendo DS	665	5.6%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	629	5.3%	100
HH owns video game system: Sony PlayStation/PS One	622	5.2%	115
HH owns video game system: PlayStation 2	2,185	18.4%	107
HH owns video game system: Sony PSP	240	2.0%	87
HH owns video game system: Xbox	762	6.4%	96
HH owns video game system: Xbox 360	420	3.5%	88
HH purchased 5+ video games in last 12 months	1,294	10.9%	102
HH spent \$101+ on video games in last 12 months	782	6.6%	97
HH owns MP3 player	2,015	17.0%	85
Purchased MP3 player in last 12 months	882	7.4%	85
HH owns Apple iPod	671	5.7%	69
HH purchased Apple iPod in last 12 months	256	2.2%	72
Have any access to the Internet	19,430	83.4%	101
Have access to Internet: at home	15,577	66.8%	99
Have access to Internet: at work	8,289	35.6%	95
Have access to Internet: at school/library	5,453	23.4%	95
Have access to Internet: not hm/work/school/library	4,065	17.4%	93
Use Internet less than once a week	1,261	5.4%	133
Use Internet 1-2 times per week	1,526	6.5%	113
Use Internet 3-6 times per week	2,051	8.8%	105
Use Internet once a day	2,654	11.4%	107
Use Internet 2-4 times per day	3,890	16.7%	98
Use Internet 5 or more times per day	4,260	18.3%	84
Any Internet or online usage in last 30 days	15,642	67.1%	99
Used Internet in last 30 days: at home	13,354	57.3%	98
Used Internet in last 30 days: at work	6,817	29.2%	93
Used Internet in last 30 days: at school/library	1,223	5.2%	74
Used Internet/30 days: not home/work/school/library	1,770	7.6%	89
Internet last 30 days: used email	13,295	57.0%	96
Internet last 30 days: used Instant Messenger	5,066	21.7%	88
Internet last 30 days: paid bills online	5,948	25.5%	89
Internet last 30 days: visited online blog	1,291	5.5%	69
Internet last 30 days: wrote online blog	479	2.1%	62
Internet last 30 days: visited chat room	934	4.0%	89
Internet last 30 days: looked for employment	2,311	9.9%	94
Internet last 30 days: played games online	4,600	19.7%	103
Internet last 30 days: traded/tracked investments	1,813	7.8%	77
Internet last 30 days: downloaded music	3,147	13.5%	84
Internet last 30 days: made phone call	394	1.7%	59
Internet last 30 days: made personal purchase	5,993	25.7%	89
Internet last 30 days: made business purchase	1,816	7.8%	85
Internet last 30 days: made travel plans	3,135	13.5%	81
Internet last 30 days: watched online video	2,897	12.4%	88
Internet last 30 days: obtained new/used car info	1,900	8.2%	93
Internet last 30 days: obtained financial info	4,518	19.4%	90
Internet last 30 days: obtained medical info	3,299	14.2%	93
Internet last 30 days: obtained latest news	7,454	32.0%	92
Internet last 30 days: obtained real estate info	1,910	8.2%	79

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Internet last 30 days: obtained sports news/info	4,578	19.6%	93
Ordered anything on Internet in last 12 months	7,396	31.7%	96
Ordered on Internet/12 mo: airline ticket	2,939	12.6%	78
Ordered on Internet/12 mo: CD/tape	940	4.0%	85
Ordered on Internet/12 mo: clothing	2,664	11.4%	89
Ordered on Internet/12 mo: computer	629	2.7%	78
Ordered on Internet/12 mo: computer peripheral	709	3.0%	75
Ordered on Internet/12 mo: DVD	1,404	6.0%	93
Ordered on Internet/12 mo: flowers	646	2.8%	65
Ordered on Internet/12 mo: software	1,042	4.5%	82
Ordered on Internet/12 mo: ticket (concert/sports)	1,605	6.9%	81
Ordered on Internet/12 mo: toy	957	4.1%	88
Purchased item from amazon.com in last 12 months	2,257	9.7%	79
Purchased item from barnes&noble.com in last 12 mo	551	2.4%	73
Purchased item from bestbuy.com in last 12 months	489	2.1%	88
Purchased item from ebay.com in last 12 months	1,988	8.5%	97
Purchased item from walmart.com in last 12 months	817	3.5%	106
Spent on Internet orders last 12 months: <\$200	2,650	11.4%	111
Spent on Internet orders last 12 months: \$200-499	1,778	7.6%	98
Spent on Internet orders last 12 months: \$500+	2,621	11.2%	80
Connection to Internet from home: dial-up modem	3,849	16.5%	133
Connection to Internet from home: cable modem	5,032	21.6%	89
Connection to Internet from home: DSL	5,168	22.2%	94
Connection to Internet from home: wireless	1,723	7.4%	75
Connection to Internet from home: any broadband	11,126	47.7%	91
DVDs rented in last 30 days: 1	602	2.6%	97
DVDs rented in last 30 days: 2	1,123	4.8%	103
DVDs rented in last 30 days: 3	725	3.1%	100
DVDs rented in last 30 days: 4	898	3.9%	96
DVDs rented in last 30 days: 5+	3,230	13.9%	105
Rented video tape/DVD last month: action/adventure	4,888	21.0%	108
Rented video tape/DVD last month: classic	856	3.7%	93
Rented video tape/DVD last month: comedy	5,023	21.6%	107
Rented video tape/DVD last month: drama	3,074	13.2%	100
Rented video tape/DVD last month: family/children	2,290	9.8%	112
Rented video tape/DVD last month: foreign	375	1.6%	86
Rented video tape/DVD last month: horror	1,885	8.1%	108
Rented video tape/DVD last month: romance	1,711	7.3%	106
Rented video tape/DVD last month: science fiction	1,290	5.5%	106
Rented video tape/DVD last mo at Blockbuster Video	2,803	12.0%	93
Rented video tape/DVD last mo at Hollywood Video	874	3.8%	78
Bought video tape/DVD last month: action/adventure	1,942	8.3%	106
Bought video tape/DVD last month: classic	520	2.2%	107
Bought video tape/DVD last month: comedy	2,089	9.0%	110
Bought video tape/DVD last month: drama	966	4.1%	97
Bought video tape/DVD last month: family/children	1,444	6.2%	104
Bought video tape/DVD last month: horror	740	3.2%	102
Bought video tape/DVD last month: romance	604	2.6%	114
Bought video tape/DVD last month: science fiction	590	2.5%	104

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Bought video tape/DVD last mo at Blockbuster Video	538	2.3%	94
Bought blank video tape in last 6 months	2,321	10.0%	104
Bought 7+ blank video tapes in last 6 months	510	2.2%	106
DVDs purchased in last 30 days: 1	1,317	5.7%	105
DVDs purchased in last 30 days: 2	1,374	5.9%	112
DVDs purchased in last 30 days: 3-4	1,151	4.9%	101
DVDs purchased in last 30 days: 5+	1,295	5.6%	103
Bought any camera in last 12 months	3,510	15.1%	101
Spent on cameras in last 12 months: <\$100	1,447	6.2%	110
Spent on cameras in last 12 months: \$100-199	733	3.1%	112
Spent on cameras in last 12 months: \$200+	883	3.8%	82
Own APS (point & shoot or SLR) camera	584	2.5%	89
Own digital camera	7,573	32.5%	105
Bought digital camera in last 12 months	1,627	7.0%	99
Own digital point & shoot camera	5,600	24.0%	104
Bought digital point & shoot camera in last 12 mo	1,137	4.9%	96
Own digital SLR camera	2,175	9.3%	103
Bought digital SLR camera in last 12 months	524	2.2%	92
Own instant developing camera	539	2.3%	111
Own 35mm auto focus point & shoot camera	1,414	6.1%	114
Own 35mm auto focus single lens reflex camera	543	2.3%	88
Own 35mm auto focus zoom camera	1,591	6.8%	109
Own 35mm single lens reflex camera	835	3.6%	104
Own Canon camera	3,211	13.8%	93
Bought Canon camera in last 12 months	391	1.7%	72
Own Fuji camera	1,052	4.5%	97
Bought Fuji camera in last 12 months	397	1.7%	91
Own Kodak camera	3,395	14.6%	117
Bought Kodak camera in last 12 months	825	3.5%	98
Own Nikon camera	1,126	4.8%	97
Own Olympus camera	1,097	4.7%	96
Own Polaroid camera	705	3.0%	118
Bought any camera accessory in last 12 months	4,400	18.9%	99
Bought film in last 12 months	5,828	25.0%	106
Bought film in last 12 months: <3 rolls	2,357	10.1%	101
Bought film in last 12 months: 3-6 rolls	2,051	8.8%	110
Bought film in last 12 months: 7+ rolls	1,420	6.1%	104
Bought film in last 12 mo: APS (color prints)	634	2.7%	95
Bought film in last 12 mo: instant developing	551	2.4%	102
Bought film in last 12 mo: 35mm (black & white)	232	1.0%	85
Bought film in last 12 mo: 35mm (color prints)	3,854	16.5%	110
Bought Fuji film in last 12 months	1,584	6.8%	101
Bought Kodak film in last 12 months	3,678	15.8%	104
Bought store-brand film in last 12 months	559	2.4%	107
Purchased film in last 12 mo: department store	1,169	5.0%	117
Purchased film in last 12 mo: discount store	1,977	8.5%	127

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Purchased film in last 12 mo: drug store	1,167	5.0%	87
Purchased film in last 12 mo: grocery store	720	3.1%	108
Purchased film in last 12 mo: 1 hour service store	534	2.3%	89
Had film processed at department store	664	2.8%	109
Had film processed at discount store	1,269	5.4%	125
Had film processed at drug store	1,207	5.2%	97
Had film processed at grocery store	426	1.8%	107
Had film processed at 1 hour service store	652	2.8%	95
Bought memory card for camera in last 12 months	1,674	7.2%	94
Own memory card for camera	5,529	23.7%	104

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Demographic Summary	2010	2015
Population	177,233	184,642
Population 18+	133,406	139,351
Households	66,130	69,276
Median Household Income	\$58,266	\$64,104

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	45,154	33.8%	105
HH owns a personal computer	48,810	73.8%	103
Purchased home PC in last 12 months	10,415	15.7%	102
Purchased home PC 1-2 years ago	14,892	22.5%	102
Purchased home PC 3-4 years ago	12,800	19.4%	108
Purchased home PC 5+ years ago	6,935	10.5%	115
Spent <\$500 on home PC	6,261	9.5%	105
Spent \$500-999 on home PC	13,235	20.0%	109
Spent \$1000-1499 on home PC	10,314	15.6%	106
Spent \$1500-1999 on home PC	5,774	8.7%	105
Spent \$2000-2999 on home PC	4,907	7.4%	96
Purchased home PC at computer superstore	8,086	12.2%	98
Purchased home PC at department store	3,182	4.8%	108
Purchased home PC direct from manufacturer	10,480	15.8%	112
Purchased home PC at electronics store	7,052	10.7%	109
Purchased home PC on Internet	4,688	7.1%	91
Purchased home PC at warehouse discount outlet	1,438	2.2%	99
HH owns desktop PC	41,262	62.4%	107
HH owns laptop/notebook/tablet PC	15,629	23.6%	92
HH owns any Apple/Apple Mac clone brand PC	2,529	3.8%	76
HH owns any IBM/IBM compatible brand PC	45,291	68.5%	104
Brand of PC that HH owns: Compaq	6,306	9.5%	108
Brand of PC that HH owns: Dell	19,338	29.2%	102
Brand of PC that HH owns: Gateway	5,104	7.7%	111
Brand of PC that HH owns: Hewlett Packard	10,031	15.2%	107
Brand of PC that HH owns: Lenovo/IBM	1,039	1.6%	86
Brand of PC that HH owns: Sony Vaio	1,442	2.2%	83
Child (under 18) uses home PC	15,712	23.8%	113
HH owns CD burner	25,457	38.5%	106
HH owns CD ROM drive	27,572	41.7%	106
HH owns DVD drive	15,555	23.5%	103
HH owns LAN/network interface card	7,542	11.4%	99
HH owns inkjet printer	31,846	48.2%	109
HH owns laser printer	9,764	14.8%	105
HH owns removable cartridge storage device	4,365	6.6%	105
HH owns scanner	20,497	31.0%	112
HH owns PC speakers	29,602	44.8%	108
HH owns tape backup	1,929	2.9%	106
HH owns modem/fax modem	16,245	24.6%	109
HH owns software: accounting	6,728	10.2%	109
HH owns software: communications/fax	5,828	8.8%	106
HH owns software: database/filing	6,065	9.2%	105
HH owns software: desktop publishing	8,763	13.3%	108

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HH owns software: education/training	6,714	10.2%	102
HH owns software: entertainment/games	20,828	31.5%	108
HH owns software: personal finance/tax prep	10,083	15.2%	110
HH owns software: presentation graphics	5,293	8.0%	98
HH owns software: multimedia	10,355	15.7%	103
HH owns software: networking	7,145	10.8%	99
HH owns software: spreadsheet	16,014	24.2%	106
HH owns software: utility	4,816	7.3%	102
HH owns software: web authoring	1,945	2.9%	87
HH owns software: word processing	22,926	34.7%	104
Spent \$500+ on software for home PC in last 12 mo	1,528	2.3%	91
Purchased computer book in last 12 months	2,800	4.2%	87
HH owns fax machine	5,871	8.9%	100
Purchased audio equipment in last 12 months	5,277	8.0%	96
Purchased headphones in last 12 months	2,211	3.3%	96
HH owns camcorder	14,665	22.2%	112
Purchased camcorder in last 12 months	1,307	2.0%	89
HH owns digital camcorder	5,954	9.0%	102
HH owns CD player	34,401	52.0%	107
Purchased CD player in last 12 months	3,555	5.4%	102
HH owns DVD player	43,517	65.8%	103
Purchased DVD player in last 12 months	7,012	10.6%	100
HH owns 1 TV	11,098	16.8%	84
HH owns 2 TVs	17,169	26.0%	98
HH owns 3 TVs	15,320	23.2%	103
HH owns 4+ TVs	16,044	24.3%	116
HH owns color floor TV	25,541	38.6%	101
HH owns color portable TV	39,288	59.4%	106
HH owns miniature screen TV (<13 in)	6,401	9.7%	113
Most recent TV purchase: miniature screen (<13 in)	2,207	3.3%	103
HH owns regular screen TV (13"-26")	31,919	48.3%	105
Most recent TV purchase: regular screen (13"-26")	17,121	25.9%	98
HH owns large screen TV (27"-35")	33,559	50.7%	106
Most recent TV purchase: large screen (27"-35")	23,190	35.1%	104
HH owns big screen TV (36"-42")	10,220	15.5%	101
Most recent TV purchase: big screen (36"-42")	7,413	11.2%	101
HH owns giant screen TV (over 42")	8,503	12.9%	106
Most recent TV purchase: giant screen (over 42")	6,498	9.8%	103
HH owns LCD TV	8,126	12.3%	98
HH owns plasma TV	3,791	5.7%	98
HH owns projection TV	3,936	6.0%	106
HH owns VCR	33,771	51.1%	108
HH owns combination TV/VCR	10,701	16.2%	107
HH owns video game system	21,659	32.8%	105
Purchased video game system in last 12 months	5,875	8.9%	102
HH owns video game system: handheld	10,310	15.6%	107
HH owns video game system: attached to TV/computer	18,813	28.4%	105
HH owns video game system: Game Boy	5,023	7.6%	105
HH owns video game system: Game Boy Advance/SP	5,483	8.3%	112
HH owns video game system: Nintendo DS	3,949	6.0%	106

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Wilmington
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Longitude: -83.82858

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	3,624	5.5%	104
HH owns video game system: Sony PlayStation/PS One	3,329	5.0%	110
HH owns video game system: PlayStation 2	11,983	18.1%	105
HH owns video game system: Sony PSP	1,369	2.1%	89
HH owns video game system: Xbox	4,395	6.6%	99
HH owns video game system: Xbox 360	2,532	3.8%	95
HH purchased 5+ video games in last 12 months	7,377	11.2%	104
HH spent \$101+ on video games in last 12 months	4,398	6.7%	98
HH owns MP3 player	12,589	19.0%	96
Purchased MP3 player in last 12 months	5,589	8.5%	97
HH owns Apple iPod	4,497	6.8%	83
HH purchased Apple iPod in last 12 months	1,680	2.5%	85
Have any access to the Internet	113,426	85.0%	103
Have access to Internet: at home	93,812	70.3%	104
Have access to Internet: at work	50,428	37.8%	101
Have access to Internet: at school/library	32,198	24.1%	98
Have access to Internet: not hm/work/school/library	24,733	18.5%	99
Use Internet less than once a week	6,651	5.0%	122
Use Internet 1-2 times per week	8,337	6.2%	108
Use Internet 3-6 times per week	11,754	8.8%	105
Use Internet once a day	15,519	11.6%	109
Use Internet 2-4 times per day	23,267	17.4%	102
Use Internet 5 or more times per day	27,145	20.3%	93
Any Internet or online usage in last 30 days	92,656	69.5%	103
Used Internet in last 30 days: at home	80,892	60.6%	103
Used Internet in last 30 days: at work	42,119	31.6%	100
Used Internet in last 30 days: at school/library	7,482	5.6%	79
Used Internet/30 days: not home/work/school/library	10,491	7.9%	92
Internet last 30 days: used email	80,158	60.1%	102
Internet last 30 days: used Instant Messenger	30,078	22.5%	92
Internet last 30 days: paid bills online	36,333	27.2%	95
Internet last 30 days: visited online blog	8,348	6.3%	78
Internet last 30 days: wrote online blog	3,129	2.3%	71
Internet last 30 days: visited chat room	4,915	3.7%	82
Internet last 30 days: looked for employment	13,118	9.8%	93
Internet last 30 days: played games online	25,415	19.1%	100
Internet last 30 days: traded/tracked investments	12,845	9.6%	96
Internet last 30 days: downloaded music	18,672	14.0%	88
Internet last 30 days: made phone call	2,706	2.0%	71
Internet last 30 days: made personal purchase	37,963	28.5%	98
Internet last 30 days: made business purchase	11,769	8.8%	97
Internet last 30 days: made travel plans	21,076	15.8%	96
Internet last 30 days: watched online video	17,022	12.8%	90
Internet last 30 days: obtained new/used car info	11,743	8.8%	100
Internet last 30 days: obtained financial info	28,401	21.3%	99
Internet last 30 days: obtained medical info	19,985	15.0%	98
Internet last 30 days: obtained latest news	46,158	34.6%	99
Internet last 30 days: obtained real estate info	12,578	9.4%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	28,520	21.4%	102
Ordered anything on Internet in last 12 months	46,530	34.9%	105
Ordered on Internet/12 mo: airline ticket	20,232	15.2%	94
Ordered on Internet/12 mo: CD/tape	5,932	4.4%	94
Ordered on Internet/12 mo: clothing	17,347	13.0%	101
Ordered on Internet/12 mo: computer	4,343	3.3%	94
Ordered on Internet/12 mo: computer peripheral	4,880	3.7%	90
Ordered on Internet/12 mo: DVD	8,443	6.3%	98
Ordered on Internet/12 mo: flowers	4,878	3.7%	86
Ordered on Internet/12 mo: software	7,026	5.3%	96
Ordered on Internet/12 mo: ticket (concert/sports)	10,655	8.0%	93
Ordered on Internet/12 mo: toy	6,264	4.7%	100
Purchased item from amazon.com in last 12 months	14,802	11.1%	90
Purchased item from barnes&noble.com in last 12 mo	3,743	2.8%	87
Purchased item from bestbuy.com in last 12 months	2,877	2.2%	91
Purchased item from ebay.com in last 12 months	11,999	9.0%	102
Purchased item from walmart.com in last 12 months	4,857	3.6%	110
Spent on Internet orders last 12 months: <\$200	15,315	11.5%	112
Spent on Internet orders last 12 months: \$200-499	11,006	8.3%	106
Spent on Internet orders last 12 months: \$500+	17,968	13.5%	96
Connection to Internet from home: dial-up modem	21,215	15.9%	128
Connection to Internet from home: cable modem	31,485	23.6%	97
Connection to Internet from home: DSL	31,727	23.8%	101
Connection to Internet from home: wireless	11,533	8.6%	87
Connection to Internet from home: any broadband	68,877	51.6%	99
DVDs rented in last 30 days: 1	3,565	2.7%	101
DVDs rented in last 30 days: 2	6,699	5.0%	107
DVDs rented in last 30 days: 3	4,162	3.1%	100
DVDs rented in last 30 days: 4	5,422	4.1%	102
DVDs rented in last 30 days: 5+	18,801	14.1%	107
Rented video tape/DVD last month: action/adventure	28,246	21.2%	109
Rented video tape/DVD last month: classic	4,997	3.7%	95
Rented video tape/DVD last month: comedy	29,009	21.7%	108
Rented video tape/DVD last month: drama	18,097	13.6%	103
Rented video tape/DVD last month: family/children	13,375	10.0%	114
Rented video tape/DVD last month: foreign	2,097	1.6%	84
Rented video tape/DVD last month: horror	10,216	7.7%	102
Rented video tape/DVD last month: romance	9,968	7.5%	108
Rented video tape/DVD last month: science fiction	7,192	5.4%	103
Rented video tape/DVD last mo at Blockbuster Video	16,903	12.7%	98
Rented video tape/DVD last mo at Hollywood Video	5,706	4.3%	89
Bought video tape/DVD last month: action/adventure	11,285	8.5%	107
Bought video tape/DVD last month: classic	3,027	2.3%	109
Bought video tape/DVD last month: comedy	11,683	8.8%	108
Bought video tape/DVD last month: drama	5,819	4.4%	102
Bought video tape/DVD last month: family/children	8,690	6.5%	110
Bought video tape/DVD last month: horror	4,021	3.0%	97
Bought video tape/DVD last month: romance	3,485	2.6%	115
Bought video tape/DVD last month: science fiction	3,275	2.5%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	3,128	2.3%	95
Bought blank video tape in last 6 months	13,424	10.1%	105
Bought 7+ blank video tapes in last 6 months	2,779	2.1%	101
DVDs purchased in last 30 days: 1	7,700	5.8%	108
DVDs purchased in last 30 days: 2	7,637	5.7%	109
DVDs purchased in last 30 days: 3-4	6,775	5.1%	104
DVDs purchased in last 30 days: 5+	7,414	5.6%	103
Bought any camera in last 12 months	20,687	15.5%	104
Spent on cameras in last 12 months: <\$100	8,044	6.0%	107
Spent on cameras in last 12 months: \$100-199	4,129	3.1%	110
Spent on cameras in last 12 months: \$200+	5,906	4.4%	96
Own APS (point & shoot or SLR) camera	3,790	2.8%	101
Own digital camera	45,640	34.2%	110
Bought digital camera in last 12 months	9,751	7.3%	104
Own digital point & shoot camera	34,049	25.5%	111
Bought digital point & shoot camera in last 12 mo	6,886	5.2%	101
Own digital SLR camera	12,870	9.6%	107
Bought digital SLR camera in last 12 months	3,103	2.3%	95
Own instant developing camera	3,006	2.3%	108
Own 35mm auto focus point & shoot camera	8,580	6.4%	121
Own 35mm auto focus single lens reflex camera	3,543	2.7%	100
Own 35mm auto focus zoom camera	9,353	7.0%	112
Own 35mm single lens reflex camera	5,132	3.8%	112
Own Canon camera	20,193	15.1%	102
Bought Canon camera in last 12 months	2,630	2.0%	84
Own Fuji camera	6,094	4.6%	98
Bought Fuji camera in last 12 months	2,247	1.7%	90
Own Kodak camera	18,800	14.1%	114
Bought Kodak camera in last 12 months	4,715	3.5%	98
Own Nikon camera	6,818	5.1%	102
Own Olympus camera	7,012	5.3%	107
Own Polaroid camera	3,608	2.7%	105
Bought any camera accessory in last 12 months	26,383	19.8%	104
Bought film in last 12 months	33,740	25.3%	107
Bought film in last 12 months: <3 rolls	13,861	10.4%	104
Bought film in last 12 months: 3-6 rolls	11,543	8.7%	108
Bought film in last 12 months: 7+ rolls	8,397	6.3%	107
Bought film in last 12 mo: APS (color prints)	3,858	2.9%	101
Bought film in last 12 mo: instant developing	2,870	2.2%	93
Bought film in last 12 mo: 35mm (black & white)	1,321	1.0%	84
Bought film in last 12 mo: 35mm (color prints)	22,345	16.7%	112
Bought Fuji film in last 12 months	9,525	7.1%	106
Bought Kodak film in last 12 months	21,327	16.0%	106
Bought store-brand film in last 12 months	3,009	2.3%	101
Purchased film in last 12 mo: department store	6,541	4.9%	115
Purchased film in last 12 mo: discount store	10,743	8.1%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	6,974	5.2%	91
Purchased film in last 12 mo: grocery store	4,219	3.2%	110
Purchased film in last 12 mo: 1 hour service store	3,074	2.3%	89
Had film processed at department store	3,801	2.8%	109
Had film processed at discount store	7,005	5.3%	121
Had film processed at drug store	7,127	5.3%	100
Had film processed at grocery store	2,513	1.9%	111
Had film processed at 1 hour service store	3,922	2.9%	99
Bought memory card for camera in last 12 months	10,228	7.7%	101
Own memory card for camera	33,521	25.1%	111

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Demographic Summary	2010	2015
Population	985,370	1,018,059
Population 18+	747,368	773,362
Households	384,010	397,517
Median Household Income	\$60,372	\$67,861

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	266,986	35.7%	111
HH owns a personal computer	288,545	75.1%	104
Purchased home PC in last 12 months	62,632	16.3%	106
Purchased home PC 1-2 years ago	90,838	23.7%	107
Purchased home PC 3-4 years ago	74,090	19.3%	108
Purchased home PC 5+ years ago	38,072	9.9%	108
Spent <\$500 on home PC	36,890	9.6%	106
Spent \$500-999 on home PC	74,889	19.5%	106
Spent \$1000-1499 on home PC	63,036	16.4%	111
Spent \$1500-1999 on home PC	34,604	9.0%	109
Spent \$2000-2999 on home PC	30,454	7.9%	102
Purchased home PC at computer superstore	49,980	13.0%	104
Purchased home PC at department store	17,245	4.5%	101
Purchased home PC direct from manufacturer	60,883	15.9%	112
Purchased home PC at electronics store	41,629	10.8%	110
Purchased home PC on Internet	30,690	8.0%	103
Purchased home PC at warehouse discount outlet	8,163	2.1%	97
HH owns desktop PC	237,578	61.9%	106
HH owns laptop/notebook/tablet PC	102,961	26.8%	104
HH owns any Apple/Apple Mac clone brand PC	17,338	4.5%	89
HH owns any IBM/IBM compatible brand PC	266,626	69.4%	106
Brand of PC that HH owns: Compaq	36,018	9.4%	106
Brand of PC that HH owns: Dell	116,860	30.4%	106
Brand of PC that HH owns: Gateway	29,104	7.6%	109
Brand of PC that HH owns: Hewlett Packard	59,470	15.5%	109
Brand of PC that HH owns: Lenovo/IBM	7,126	1.9%	102
Brand of PC that HH owns: Sony Vaio	9,533	2.5%	94
Child (under 18) uses home PC	88,987	23.2%	110
HH owns CD burner	150,971	39.3%	109
HH owns CD ROM drive	161,514	42.1%	107
HH owns DVD drive	95,332	24.8%	109
HH owns LAN/network interface card	49,038	12.8%	111
HH owns inkjet printer	183,049	47.7%	108
HH owns laser printer	58,087	15.1%	107
HH owns removable cartridge storage device	25,480	6.6%	105
HH owns scanner	117,486	30.6%	110
HH owns PC speakers	172,689	45.0%	108
HH owns tape backup	10,943	2.8%	103
HH owns modem/fax modem	93,183	24.3%	108
HH owns software: accounting	39,136	10.2%	110
HH owns software: communications/fax	34,733	9.0%	108
HH owns software: database/filing	36,367	9.5%	108
HH owns software: desktop publishing	51,241	13.3%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	40,421	10.5%	106
HH owns software: entertainment/games	122,091	31.8%	109
HH owns software: personal finance/tax prep	60,372	15.7%	114
HH owns software: presentation graphics	34,029	8.9%	109
HH owns software: multimedia	63,143	16.4%	108
HH owns software: networking	44,626	11.6%	107
HH owns software: spreadsheet	97,317	25.3%	111
HH owns software: utility	29,764	7.8%	109
HH owns software: web authoring	13,057	3.4%	101
HH owns software: word processing	138,948	36.2%	109
Spent \$500+ on software for home PC in last 12 mo	9,483	2.5%	97
Purchased computer book in last 12 months	18,209	4.7%	98
HH owns fax machine	35,302	9.2%	104
Purchased audio equipment in last 12 months	33,062	8.6%	104
Purchased headphones in last 12 months	14,084	3.7%	106
HH owns camcorder	83,899	21.8%	110
Purchased camcorder in last 12 months	8,120	2.1%	95
HH owns digital camcorder	36,133	9.4%	107
HH owns CD player	199,732	52.0%	107
Purchased CD player in last 12 months	21,088	5.5%	104
HH owns DVD player	253,991	66.1%	104
Purchased DVD player in last 12 months	41,612	10.8%	103
HH owns 1 TV	67,492	17.6%	88
HH owns 2 TVs	100,795	26.2%	99
HH owns 3 TVs	88,552	23.1%	103
HH owns 4+ TVs	90,216	23.5%	112
HH owns color floor TV	151,980	39.6%	104
HH owns color portable TV	221,788	57.8%	103
HH owns miniature screen TV (<13 in)	35,574	9.3%	108
Most recent TV purchase: miniature screen (<13 in)	12,496	3.3%	101
HH owns regular screen TV (13"-26")	183,268	47.7%	104
Most recent TV purchase: regular screen (13"-26")	100,855	26.3%	100
HH owns large screen TV (27"-35")	190,512	49.6%	104
Most recent TV purchase: large screen (27"-35")	130,547	34.0%	101
HH owns big screen TV (36"-42")	61,214	15.9%	105
Most recent TV purchase: big screen (36"-42")	43,969	11.4%	103
HH owns giant screen TV (over 42")	50,478	13.1%	108
Most recent TV purchase: giant screen (over 42")	39,087	10.2%	107
HH owns LCD TV	51,198	13.3%	106
HH owns plasma TV	22,558	5.9%	100
HH owns projection TV	23,651	6.2%	110
HH owns VCR	192,637	50.2%	106
HH owns combination TV/VCR	59,582	15.5%	102
HH owns video game system	126,718	33.0%	105
Purchased video game system in last 12 months	35,034	9.1%	105
HH owns video game system: handheld	59,572	15.5%	106
HH owns video game system: attached to TV/computer	110,410	28.8%	106
HH owns video game system: Game Boy	29,272	7.6%	106
HH owns video game system: Game Boy Advance/SP	30,975	8.1%	109
HH owns video game system: Nintendo DS	23,114	6.0%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	21,068	5.5%	104
HH owns video game system: Sony PlayStation/PS One	18,345	4.8%	104
HH owns video game system: PlayStation 2	69,805	18.2%	105
HH owns video game system: Sony PSP	8,424	2.2%	94
HH owns video game system: Xbox	26,807	7.0%	104
HH owns video game system: Xbox 360	16,162	4.2%	104
HH purchased 5+ video games in last 12 months	44,503	11.6%	109
HH spent \$101+ on video games in last 12 months	27,448	7.1%	105
HH owns MP3 player	81,196	21.1%	106
Purchased MP3 player in last 12 months	35,794	9.3%	107
HH owns Apple iPod	30,832	8.0%	98
HH purchased Apple iPod in last 12 months	11,359	3.0%	99
Have any access to the Internet	643,818	86.1%	104
Have access to Internet: at home	537,799	72.0%	107
Have access to Internet: at work	301,647	40.4%	108
Have access to Internet: at school/library	194,648	26.0%	106
Have access to Internet: not hm/work/school/library	146,260	19.6%	104
Use Internet less than once a week	30,933	4.1%	101
Use Internet 1-2 times per week	42,846	5.7%	99
Use Internet 3-6 times per week	64,293	8.6%	103
Use Internet once a day	85,133	11.4%	107
Use Internet 2-4 times per day	137,083	18.3%	108
Use Internet 5 or more times per day	179,068	24.0%	110
Any Internet or online usage in last 30 days	537,177	71.9%	107
Used Internet in last 30 days: at home	472,506	63.2%	108
Used Internet in last 30 days: at work	256,138	34.3%	109
Used Internet in last 30 days: at school/library	55,996	7.5%	105
Used Internet/30 days: not home/work/school/library	65,948	8.8%	103
Internet last 30 days: used email	475,713	63.7%	108
Internet last 30 days: used Instant Messenger	190,504	25.5%	104
Internet last 30 days: paid bills online	233,045	31.2%	109
Internet last 30 days: visited online blog	61,332	8.2%	102
Internet last 30 days: wrote online blog	24,161	3.2%	97
Internet last 30 days: visited chat room	31,438	4.2%	93
Internet last 30 days: looked for employment	80,659	10.8%	102
Internet last 30 days: played games online	148,658	19.9%	104
Internet last 30 days: traded/tracked investments	80,761	10.8%	108
Internet last 30 days: downloaded music	123,106	16.5%	103
Internet last 30 days: made phone call	21,407	2.9%	100
Internet last 30 days: made personal purchase	232,839	31.2%	108
Internet last 30 days: made business purchase	71,998	9.6%	105
Internet last 30 days: made travel plans	133,521	17.9%	108
Internet last 30 days: watched online video	110,694	14.8%	105
Internet last 30 days: obtained new/used car info	70,218	9.4%	107
Internet last 30 days: obtained financial info	176,699	23.6%	109
Internet last 30 days: obtained medical info	117,696	15.7%	103
Internet last 30 days: obtained latest news	284,318	38.0%	109
Internet last 30 days: obtained real estate info	81,368	10.9%	104

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Wilmington
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Ring: 30 miles radius

Latitude: 39.44489
Longitude: -83.82858

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	176,760	23.7%	112
Ordered anything on Internet in last 12 months	274,469	36.7%	111
Ordered on Internet/12 mo: airline ticket	130,308	17.4%	108
Ordered on Internet/12 mo: CD/tape	37,696	5.0%	106
Ordered on Internet/12 mo: clothing	104,594	14.0%	109
Ordered on Internet/12 mo: computer	26,645	3.6%	103
Ordered on Internet/12 mo: computer peripheral	32,080	4.3%	106
Ordered on Internet/12 mo: DVD	52,210	7.0%	108
Ordered on Internet/12 mo: flowers	33,098	4.4%	105
Ordered on Internet/12 mo: software	44,018	5.9%	108
Ordered on Internet/12 mo: ticket (concert/sports)	68,235	9.1%	107
Ordered on Internet/12 mo: toy	36,033	4.8%	103
Purchased item from amazon.com in last 12 months	95,796	12.8%	104
Purchased item from barnes&noble.com in last 12 mo	24,617	3.3%	102
Purchased item from bestbuy.com in last 12 months	18,650	2.5%	105
Purchased item from ebay.com in last 12 months	70,907	9.5%	108
Purchased item from walmart.com in last 12 months	26,710	3.6%	108
Spent on Internet orders last 12 months: <\$200	86,225	11.5%	112
Spent on Internet orders last 12 months: \$200-499	62,932	8.4%	108
Spent on Internet orders last 12 months: \$500+	111,459	14.9%	107
Connection to Internet from home: dial-up modem	95,812	12.8%	103
Connection to Internet from home: cable modem	202,459	27.1%	112
Connection to Internet from home: DSL	184,360	24.7%	105
Connection to Internet from home: wireless	78,468	10.5%	106
Connection to Internet from home: any broadband	422,903	56.6%	108
DVDs rented in last 30 days: 1	20,816	2.8%	105
DVDs rented in last 30 days: 2	39,207	5.2%	112
DVDs rented in last 30 days: 3	24,185	3.2%	104
DVDs rented in last 30 days: 4	32,737	4.4%	110
DVDs rented in last 30 days: 5+	104,055	13.9%	106
Rented video tape/DVD last month: action/adventure	157,456	21.1%	109
Rented video tape/DVD last month: classic	29,810	4.0%	101
Rented video tape/DVD last month: comedy	163,265	21.8%	109
Rented video tape/DVD last month: drama	105,170	14.1%	107
Rented video tape/DVD last month: family/children	73,805	9.9%	113
Rented video tape/DVD last month: foreign	13,127	1.8%	94
Rented video tape/DVD last month: horror	57,619	7.7%	103
Rented video tape/DVD last month: romance	55,292	7.4%	107
Rented video tape/DVD last month: science fiction	39,318	5.3%	101
Rented video tape/DVD last mo at Blockbuster Video	103,997	13.9%	108
Rented video tape/DVD last mo at Hollywood Video	37,737	5.0%	105
Bought video tape/DVD last month: action/adventure	62,448	8.4%	106
Bought video tape/DVD last month: classic	15,981	2.1%	103
Bought video tape/DVD last month: comedy	65,482	8.8%	108
Bought video tape/DVD last month: drama	32,215	4.3%	101
Bought video tape/DVD last month: family/children	48,612	6.5%	109
Bought video tape/DVD last month: horror	22,968	3.1%	99
Bought video tape/DVD last month: romance	18,456	2.5%	109
Bought video tape/DVD last month: science fiction	18,199	2.4%	100

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.

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 2010 and 2015.



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Bought video tape/DVD last mo at Blockbuster Video	18,911	2.5%	103
Bought blank video tape in last 6 months	71,703	9.6%	100
Bought 7+ blank video tapes in last 6 months	14,897	2.0%	96
DVDs purchased in last 30 days: 1	42,317	5.7%	106
DVDs purchased in last 30 days: 2	42,411	5.7%	108
DVDs purchased in last 30 days: 3-4	38,424	5.1%	105
DVDs purchased in last 30 days: 5+	40,955	5.5%	102
Bought any camera in last 12 months	114,899	15.4%	104
Spent on cameras in last 12 months: <\$100	42,191	5.6%	100
Spent on cameras in last 12 months: \$100-199	22,439	3.0%	107
Spent on cameras in last 12 months: \$200+	35,505	4.8%	103
Own APS (point & shoot or SLR) camera	21,744	2.9%	103
Own digital camera	257,900	34.5%	111
Bought digital camera in last 12 months	56,867	7.6%	108
Own digital point & shoot camera	193,777	25.9%	112
Bought digital point & shoot camera in last 12 mo	40,745	5.5%	107
Own digital SLR camera	71,854	9.6%	107
Bought digital SLR camera in last 12 months	18,562	2.5%	102
Own instant developing camera	15,091	2.0%	97
Own 35mm auto focus point & shoot camera	44,083	5.9%	111
Own 35mm auto focus single lens reflex camera	20,421	2.7%	103
Own 35mm auto focus zoom camera	50,131	6.7%	107
Own 35mm single lens reflex camera	26,630	3.6%	104
Own Canon camera	118,601	15.9%	107
Bought Canon camera in last 12 months	18,368	2.5%	105
Own Fuji camera	34,523	4.6%	99
Bought Fuji camera in last 12 months	13,028	1.7%	93
Own Kodak camera	99,288	13.3%	107
Bought Kodak camera in last 12 months	26,787	3.6%	99
Own Nikon camera	39,064	5.2%	105
Own Olympus camera	39,851	5.3%	109
Own Polaroid camera	18,505	2.5%	97
Bought any camera accessory in last 12 months	153,343	20.5%	108
Bought film in last 12 months	182,991	24.5%	104
Bought film in last 12 months: <3 rolls	75,410	10.1%	101
Bought film in last 12 months: 3-6 rolls	62,846	8.4%	105
Bought film in last 12 months: 7+ rolls	46,571	6.2%	106
Bought film in last 12 mo: APS (color prints)	21,868	2.9%	102
Bought film in last 12 mo: instant developing	16,180	2.2%	94
Bought film in last 12 mo: 35mm (black & white)	8,322	1.1%	95
Bought film in last 12 mo: 35mm (color prints)	120,145	16.1%	107
Bought Fuji film in last 12 months	52,578	7.0%	104
Bought Kodak film in last 12 months	115,820	15.5%	102
Bought store-brand film in last 12 months	17,189	2.3%	103
Purchased film in last 12 mo: department store	31,641	4.2%	99
Purchased film in last 12 mo: discount store	54,897	7.3%	110

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Purchased film in last 12 mo: drug store	42,691	5.7%	99
Purchased film in last 12 mo: grocery store	24,561	3.3%	115
Purchased film in last 12 mo: 1 hour service store	18,400	2.5%	95
Had film processed at department store	18,630	2.5%	95
Had film processed at discount store	34,902	4.7%	108
Had film processed at drug store	42,315	5.7%	107
Had film processed at grocery store	14,871	2.0%	117
Had film processed at 1 hour service store	22,014	2.9%	100
Bought memory card for camera in last 12 months	60,516	8.1%	107
Own memory card for camera	187,594	25.1%	111

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