



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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|---|-------------------------------|---------|-----|
| 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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| 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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Longitude: -83.82858

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent | MPI |
|--|-------------------------------|---------|-----|
| 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 |

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.



Wilmington
46 S South St, Wilmington, OH, 45177
Ring: 20 miles radius

Latitude: 39.44489
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 |

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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Wilmington
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Ring: 20 miles radius

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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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Wilmington
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Ring: 20 miles radius

Latitude: 39.44489
Longitude: -83.82858

| 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 |

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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Wilmington
46 S South St, Wilmington, OH, 45177
Ring: 20 miles radius

Latitude: 39.44489
Longitude: -83.82858

| 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 |

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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Wilmington
46 S South St, Wilmington, OH, 45177
Ring: 30 miles radius

Latitude: 39.44489
Longitude: -83.82858

| 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 |

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 | 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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Wilmington
46 S South St, Wilmington, OH, 45177
Ring: 30 miles radius

Latitude: 39.44489
Longitude: -83.82858

| 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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| 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 |

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| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent | MPI |
|--|-------------------------------|---------|-----|
| 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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