



Electronics & Internet Market Potential

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 5.0 miles

Demographic Summary	2005	2010
Population	1,390	1,322
Population 18+	1,019	959
Households	523	498
Median Household Income	\$46,130	\$52,277

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	239	23.4%	75
HH owns a personal computer	255	48.8%	75
Purchased home PC in last 12 months	49	9.4%	67
Purchased home PC 1-2 years ago	86	16.4%	77
Purchased home PC 3-4 years ago	71	13.6%	76
Purchased home PC 5+ years ago	31	5.9%	89
Spent <\$500 on home PC	28	5.4%	86
Spent \$500-999 on home PC	59	11.3%	81
Spent \$1000-1499 on home PC	64	12.2%	73
Spent \$1500-1999 on home PC	43	8.2%	81
Spent \$2000-2999 on home PC	24	4.6%	57
Spent \$3000+ on home PC	8	1.5%	50
Purchased home PC at computer superstore	39	7.5%	53
Purchased home PC at department store	21	4.0%	110
Purchased home PC direct from manufacturer	46	8.8%	73
Purchased home PC at electronics store	29	5.5%	66
Purchased home PC on Internet	15	2.9%	56
Purchased home PC at warehouse discount outlet	11	2.1%	84
HH owns desktop PC	233	44.6%	78
HH owns laptop/notebook/tablet PC	29	5.5%	44
HH owns any Apple/Mac clone brand PC	10	1.9%	47
Brand of PC that HH owns: Apple iMac	6	1.1%	74
HH owns any IBM/IBM compatible brand PC	230	44.0%	75
Brand of PC that HH owns: Compaq	46	8.8%	79
Brand of PC that HH owns: Dell	45	8.6%	62
Brand of PC that HH owns: Gateway	48	9.2%	95
Brand of PC that HH owns: Hewlett Packard	53	10.1%	89
Brand of PC that HH owns: IBM	9	1.7%	50
Child (under 18) uses home PC	94	18.0%	86
HH owns CD burner	82	15.7%	66
HH owns CD ROM drive	174	33.3%	73
HH owns DVD drive	61	11.7%	61
HH owns LAN/network interface card	20	3.8%	41
HH owns inkjet printer	175	33.5%	80
HH owns laser printer	31	5.9%	54
HH owns removable cartridge storage device	18	3.4%	55
HH owns scanner	96	18.4%	77
HH owns PC speakers	165	31.5%	77
HH owns tape backup	18	3.4%	88
HH owns software: accounting	40	7.6%	69
HH owns software: communications/fax	29	5.5%	56
HH owns software: database/filing	28	5.4%	56
HH owns software: desktop publishing	54	10.3%	73

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. average. A 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 Mediemark Research Inc. in a nationally representative survey of U.S. households.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	39	7.5%	64
HH owns software: entertainment/games	120	22.9%	77
HH owns software: personal finance/tax prep	44	8.4%	58
HH owns software: presentation graphics	23	4.4%	50
HH owns software: multimedia	44	8.4%	64
HH owns software: home networking	22	4.2%	61
HH owns software: spreadsheet	67	12.8%	59
HH owns software: utility	17	3.3%	50
HH owns software: web authoring	12	2.3%	50
HH owns software: word processing	120	22.9%	69
Spent \$500+ on software for home PC in last 12 mo	7	1.3%	61
Purchased computer book in last 12 months	15	2.9%	46
HH owns fax machine	50	9.6%	56
Purchased audio equipment in last 12 months	30	5.7%	67
Purchased cassette recorder/player in last 12 mo	6	1.1%	82
Purchased headphones in last 12 months	8	1.5%	66
HH owns camcorder	84	16.1%	77
Purchased camcorder in last 12 months	10	1.9%	78
HH owns digital camcorder	10	1.9%	42
HH owns CD player	200	38.2%	76
Purchased CD player in last 12 months	36	6.9%	76
HH owns DVD player	128	24.5%	63
Purchased DVD player in last 12 months	49	9.4%	66
HH owns 1 TV	139	26.6%	121
HH owns 2 TVs	162	31.0%	111
HH owns 3 TVs	96	18.4%	85
HH owns 4+ TVs	76	14.5%	76
HH owns color floor TV	173	33.1%	93
HH owns color portable TV	329	62.9%	101
HH owns miniature screen TV (under 13")	49	9.4%	86
HH owns regular screen TV (13"-26")	293	56.0%	104
Most recent TV purchase: regular screen (13"-26")	198	37.9%	113
HH owns large screen TV (27"-35")	235	44.9%	95
Most recent TV purchase: large screen (27"-35")	180	34.4%	101
HH owns VCR	288	55.1%	87
HH owns combination TV/VCR	87	16.6%	94
HH owns video game system	130	24.9%	88
Purchased video game system in last 12 months	38	7.3%	91
HH owns video game system: Game Boy	45	8.6%	98
HH owns video game system: Sony PlayStation	47	9.0%	100
Purchased 6+ video games in last 12 months	21	4.0%	81
HH owns modem/fax modem	125	23.9%	71
HH owns big screen TV (36"-42")	33	6.3%	63
Most recent TV purchase: big screen (36"-42")	25	4.8%	66
HH owns giant screen TV (over 42")	18	3.4%	49
Most recent TV purchase: giant screen (over 42")	13	2.5%	47
HH owns flat screen/plasma TV	19	3.6%	58
HH owns projection TV	12	2.3%	51
HH owns video game system: Game Boy Advance	25	4.8%	80
HH owns video game system: Nintendo GameCube	15	2.9%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: PlayStation 2	49	9.4%	79
Bought video game system/12 mo: PlayStation 2	16	3.1%	89
HH owns video game system: Xbox	12	2.3%	63
Bought video game system/12 mo: Xbox	5	1.0%	64
HH owns MP3 player	12	2.3%	62
Purchased MP3 player in last 12 months	4	0.8%	59
Have any access to the Internet	695	68.0%	87
Have access to Internet: at home	466	45.6%	76
Have access to Internet: at work	232	22.7%	67
Have access to Internet: at school/library	199	19.5%	76
Have access to Internet: not hm/work/school/library	201	19.7%	99
Use Internet less than once a week	51	5.0%	95
Use Internet 1-2 times per week	63	6.2%	86
Use Internet 3-6 times per week	81	7.9%	73
Use Internet daily	165	16.1%	81
Use Internet more than once a day	91	8.9%	51
Any Internet or online usage in last 30 days	451	44.1%	74
Looked at/used any online service in last 30 days	417	40.8%	74
Looked at/used America Online (AOL) last 30 days	105	10.3%	45
Looked at/used Microsoft Network in last 30 days	113	11.1%	78
Used Internet in last 30 days: at home	360	35.2%	71
Used Internet in last 30 days: at work	174	17.0%	59
Used Internet in last 30 days: at school/library	30	2.9%	46
Used Internet/30 days: not home/work/school/library	46	4.5%	68
Internet last 30 days: used email	359	35.1%	69
Internet last 30 days: looked for employment	55	5.4%	57
Internet last 30 days: played games online	135	13.2%	85
Internet last 30 days: obtained new/used car info	45	4.4%	56
Internet last 30 days: made personal purchase	121	11.8%	61
Internet last 30 days: made business purchase	37	3.6%	60
Internet last 30 days: obtained real estate info	35	3.4%	44
Internet last 30 days: tracked investments	42	4.1%	40
Internet last 30 days: traded stocks/bonds/funds	19	1.9%	59
Internet last 30 days: made travel plans	67	6.6%	49
Internet last 30 days: visited chat room	30	2.9%	60
Ordered anything on Internet in last 12 months	157	15.4%	57
Ordered on Internet/12 mo: airline ticket	37	3.6%	29
Ordered on Internet/12 mo: CD/tape	25	2.4%	61
Ordered on Internet/12 mo: clothing	57	5.6%	65
Ordered on Internet/12 mo: computer	18	1.8%	66
Ordered on Internet/12 mo: computer peripheral	22	2.2%	71
Ordered on Internet/12 mo: flowers	15	1.5%	52
Ordered on Internet/12 mo: software	25	2.4%	54
Ordered on Internet/12 mo: ticket (concert/sports)	17	1.7%	30
Ordered on Internet/12 mo: toy	22	2.2%	67
Ordered on Internet/12 mo: video	28	2.7%	85
Purchased item from amazon.com in last 12 months	39	3.8%	40
Purchased item from barnes&noble.com in last 12 mo	21	2.1%	62
Purchased item from ebay.com in last 12 months	52	5.1%	72
Spent on Internet orders last 12 months: <\$100	41	4.0%	72

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Spent on Internet orders last 12 months: \$100-199	30	2.9%	68
Spent on Internet orders last 12 months: \$200-499	41	4.0%	64
Spent on Internet orders last 12 months: \$500+	36	3.5%	37
Internet last 30 days: obtained medical info	76	7.4%	66
Internet last 30 days: obtained latest news	190	18.6%	65
Internet last 30 days: obtained sports news/info	109	10.7%	65
Pre-recorded video tapes rented/30 days: 1	29	2.8%	83
Pre-recorded video tapes rented/30 days: 2	46	4.5%	84
Pre-recorded video tapes rented/30 days: 3	27	2.6%	89
Pre-recorded video tapes rented/30 days: 4	29	2.8%	78
Pre-recorded video tapes rented/30 days: 5+	113	11.1%	100
DVDs rented in last 30 days: 1	20	2.0%	64
DVDs rented in last 30 days: 2	28	2.7%	57
DVDs rented in last 30 days: 3	19	1.9%	65
DVDs rented in last 30 days: 4	18	1.8%	63
DVDs rented in last 30 days: 5+	59	5.8%	68
Rented video tape/DVD last month: action/adventure	181	17.7%	76
Rented video tape/DVD last month: classic	32	3.1%	64
Rented video tape/DVD last month: comedy	199	19.5%	85
Rented video tape/DVD last month: drama	127	12.4%	77
Rented video tape/DVD last month: family/children	84	8.2%	90
Rented video tape/DVD last month: foreign	10	1.0%	60
Rented video tape/DVD last month: horror	75	7.3%	111
Rented video tape/DVD last month: science fiction	43	4.2%	85
Rented video tape/DVD last mo at Blockbuster Video	78	7.6%	43
Rented video tape/DVD last mo at Hollywood Video	22	2.2%	32
Pre-recorded video tapes purchased/30 days: 1	33	3.2%	84
Pre-recorded video tapes purchased/30 days: 2	40	3.9%	117
Pre-recorded video tapes purchased/30 days: 3-4	25	2.4%	88
Pre-recorded video tapes purchased/30 days: 5+	24	2.3%	88
Bought video tape/DVD last month: action/adventure	67	6.6%	75
Bought video tape/DVD last month: classic	18	1.8%	79
Bought video tape/DVD last month: comedy	65	6.4%	81
Bought video tape/DVD last month: drama	35	3.4%	73
Bought video tape/DVD last month: family/children	55	5.4%	83
Bought video tape/DVD last month: horror	25	2.4%	123
Bought video tape/DVD last month: science fiction	20	2.0%	88
Bought video tape/DVD last mo at Blockbuster Video	13	1.3%	47
Bought blank video tape in last 6 months	216	21.1%	85
Bought 7+ blank video tapes in last 6 months	62	6.1%	81
DVDs purchased in last 30 days: 1	38	3.7%	76
DVDs purchased in last 30 days: 2	34	3.3%	77
DVDs purchased in last 30 days: 3-4	22	2.2%	54
DVDs purchased in last 30 days: 5+	28	2.7%	70
Bought any camera in last 12 months	135	13.2%	77
Spent on cameras in last 12 months: <\$100	74	7.2%	87
Spent on cameras in last 12 months: \$100-199	19	1.9%	88
Spent on cameras in last 12 months: \$200+	18	1.8%	39
Own APS (point & shoot or SLR) camera	27	2.6%	49
Own digital camera	98	9.6%	64

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital camera in last 12 months	26	2.5%	52
Own instant developing camera	47	4.6%	116
Own movie camera (excl camcorder/video camera)	26	2.5%	125
Own 35mm auto focus point & shoot camera	99	9.7%	84
Own 35mm auto focus single lens reflex camera	34	3.3%	83
Own 35mm auto focus zoom camera	128	12.5%	96
Own 35mm single lens reflex camera	32	3.1%	64
Own Canon camera	107	10.5%	82
Own Fuji camera	43	4.2%	76
Bought Fuji camera in last 12 months	26	2.5%	105
Own Kodak camera	106	10.4%	86
Bought Kodak camera in last 12 months	35	3.4%	74
Own Minolta camera	37	3.6%	64
Own Nikon camera	35	3.4%	75
Own Olympus camera	40	3.9%	63
Own Pentax camera	21	2.1%	60
Own Polaroid camera	53	5.2%	143
Own Vivitar camera	30	2.9%	137
Bought disposable camera in last 12 months	82	8.0%	86
Bought APS disposable camera in last 12 months	28	2.7%	76
Bought 35mm disposable camera in last 12 months	61	6.0%	93
Bought any camera accessory in last 12 months	130	12.7%	77
Bought film in last 12 months	399	39.0%	94
Bought film in last 12 months: <3 rolls	131	12.8%	115
Bought film in last 12 months: 3-6 rolls	147	14.4%	94
Bought film in last 12 months: 7+ rolls	120	11.7%	76
Bought film in last 12 mo: APS (color prints)	20	2.0%	50
Bought film in last 12 mo: cartridge (color)	24	2.3%	115
Bought film in last 12 mo: instant developing	21	2.1%	108
Bought film in last 12 mo: 35mm (black & white)	19	1.9%	76
Bought film in last 12 mo: 35mm (color prints)	289	28.3%	96
Bought film in last 12 mo: 35mm (color slides)	20	2.0%	60
Bought Fuji film in last 12 months	116	11.4%	88
Bought Kodak film in last 12 months	256	25.0%	88
Bought Polaroid instant developing film last 12 mo	24	2.3%	130
Bought store-brand film in last 12 months	26	2.5%	90
Purchased film in last 12 mo: camera store	15	1.5%	61
Purchased film in last 12 mo: department store	110	10.8%	145
Purchased film in last 12 mo: discount store	184	18.0%	117
Purchased film in last 12 mo: drug store	57	5.6%	56
Purchased film in last 12 mo: grocery store	33	3.2%	45
Purchased film in last 12 mo: 1 hour service store	22	2.2%	92
Purchased film in last 12 mo: warehouse/club store	18	1.8%	53
Had film processed at camera store	15	1.5%	65
Had film processed at department store	65	6.4%	146
Had film processed at discount store	111	10.9%	113
Had film processed at drug store	58	5.7%	62
Had film processed at grocery store	25	2.4%	52
Had film processed at 1 hour service store	30	2.9%	76
Had film processed at warehouse/club store	13	1.3%	47
Own cartridge camera	24	2.3%	95
Bought memory card for camera in last 12 months	25	2.4%	80

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

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Demographic Summary	2005	2010
Population	8,680	8,356
Population 18+	6,475	6,238
Households	3,344	3,228
Median Household Income	\$45,043	\$51,210

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	1,489	23.0%	74
HH owns a personal computer	1,773	53.0%	82
Purchased home PC in last 12 months	338	10.1%	73
Purchased home PC 1-2 years ago	618	18.5%	86
Purchased home PC 3-4 years ago	493	14.7%	83
Purchased home PC 5+ years ago	198	5.9%	89
Spent <\$500 on home PC	222	6.6%	106
Spent \$500-999 on home PC	433	12.9%	93
Spent \$1000-1499 on home PC	449	13.4%	80
Spent \$1500-1999 on home PC	276	8.3%	81
Spent \$2000-2999 on home PC	169	5.1%	63
Spent \$3000+ on home PC	58	1.7%	56
Purchased home PC at computer superstore	307	9.2%	66
Purchased home PC at department store	150	4.5%	123
Purchased home PC direct from manufacturer	301	9.0%	74
Purchased home PC at electronics store	206	6.2%	74
Purchased home PC on Internet	110	3.3%	65
Purchased home PC at warehouse discount outlet	60	1.8%	71
HH owns desktop PC	1,593	47.6%	84
HH owns laptop/notebook/tablet PC	226	6.8%	54
HH owns any Apple/Mac clone brand PC	75	2.2%	56
Brand of PC that HH owns: Apple iMac	35	1.0%	67
HH owns any IBM/IBM compatible brand PC	1,602	47.9%	82
Brand of PC that HH owns: Compaq	305	9.1%	82
Brand of PC that HH owns: Dell	302	9.0%	65
Brand of PC that HH owns: Gateway	318	9.5%	99
Brand of PC that HH owns: Hewlett Packard	362	10.8%	95
Brand of PC that HH owns: IBM	70	2.1%	61
Child (under 18) uses home PC	661	19.8%	95
HH owns CD burner	611	18.3%	77
HH owns CD ROM drive	1,224	36.6%	80
HH owns DVD drive	421	12.6%	66
HH owns LAN/network interface card	160	4.8%	51
HH owns inkjet printer	1,203	36.0%	86
HH owns laser printer	215	6.4%	59
HH owns removable cartridge storage device	133	4.0%	63
HH owns scanner	668	20.0%	84
HH owns PC speakers	1,118	33.4%	82
HH owns tape backup	93	2.8%	71
HH owns software: accounting	276	8.3%	75
HH owns software: communications/fax	221	6.6%	67
HH owns software: database/filing	223	6.7%	70
HH owns software: desktop publishing	379	11.3%	80

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HH owns software: education/training	293	8.8%	75
HH owns software: entertainment/games	868	26.0%	87
HH owns software: personal finance/tax prep	316	9.4%	65
HH owns software: presentation graphics	169	5.1%	58
HH owns software: multimedia	318	9.5%	72
HH owns software: home networking	144	4.3%	62
HH owns software: spreadsheet	513	15.3%	71
HH owns software: utility	123	3.7%	56
HH owns software: web authoring	95	2.8%	61
HH owns software: word processing	835	25.0%	75
Spent \$500+ on software for home PC in last 12 mo	40	1.2%	55
Purchased computer book in last 12 months	104	3.1%	50
HH owns fax machine	379	11.3%	66
Purchased audio equipment in last 12 months	206	6.2%	72
Purchased cassette recorder/player in last 12 mo	40	1.2%	85
Purchased headphones in last 12 months	61	1.8%	78
HH owns camcorder	615	18.4%	88
Purchased camcorder in last 12 months	63	1.9%	77
HH owns digital camcorder	78	2.3%	52
HH owns CD player	1,436	42.9%	86
Purchased CD player in last 12 months	251	7.5%	83
HH owns DVD player	1,014	30.3%	79
Purchased DVD player in last 12 months	384	11.5%	81
HH owns 1 TV	783	23.4%	106
HH owns 2 TVs	1,016	30.4%	109
HH owns 3 TVs	705	21.1%	97
HH owns 4+ TVs	533	15.9%	84
HH owns color floor TV	1,121	33.5%	94
HH owns color portable TV	2,171	64.9%	105
HH owns miniature screen TV (under 13")	333	10.0%	91
HH owns regular screen TV (13"-26")	1,959	58.6%	108
Most recent TV purchase: regular screen (13"-26")	1,262	37.7%	113
HH owns large screen TV (27"-35")	1,538	46.0%	97
Most recent TV purchase: large screen (27"-35")	1,141	34.1%	100
HH owns VCR	1,971	58.9%	93
HH owns combination TV/VCR	594	17.8%	100
HH owns video game system	913	27.3%	96
Purchased video game system in last 12 months	251	7.5%	94
HH owns video game system: Game Boy	275	8.2%	94
HH owns video game system: Sony PlayStation	315	9.4%	105
Purchased 6+ video games in last 12 months	134	4.0%	81
HH owns modem/fax modem	867	25.9%	77
HH owns big screen TV (36"-42")	261	7.8%	78
Most recent TV purchase: big screen (36"-42")	188	5.6%	77
HH owns giant screen TV (over 42")	148	4.4%	64
Most recent TV purchase: giant screen (over 42")	112	3.3%	63
HH owns flat screen/plasma TV	160	4.8%	76
HH owns projection TV	100	3.0%	67
HH owns video game system: Game Boy Advance	172	5.1%	86
HH owns video game system: Nintendo GameCube	100	3.0%	91

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Radius: 10.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: PlayStation 2	351	10.5%	89
Bought video game system/12 mo: PlayStation 2	105	3.1%	91
HH owns video game system: Xbox	83	2.5%	69
Bought video game system/12 mo: Xbox	37	1.1%	74
HH owns MP3 player	68	2.0%	55
Purchased MP3 player in last 12 months	21	0.6%	49
Have any access to the Internet	4,672	72.2%	93
Have access to Internet: at home	3,111	48.1%	81
Have access to Internet: at work	1,527	23.6%	70
Have access to Internet: at school/library	1,520	23.5%	92
Have access to Internet: not hm/work/school/library	1,441	22.3%	112
Use Internet less than once a week	397	6.1%	117
Use Internet 1-2 times per week	455	7.0%	98
Use Internet 3-6 times per week	522	8.1%	74
Use Internet daily	1,007	15.6%	78
Use Internet more than once a day	665	10.3%	59
Any Internet or online usage in last 30 days	3,046	47.1%	79
Looked at/used any online service in last 30 days	2,810	43.4%	79
Looked at/used America Online (AOL) last 30 days	771	11.9%	53
Looked at/used Microsoft Network in last 30 days	815	12.6%	89
Used Internet in last 30 days: at home	2,410	37.2%	75
Used Internet in last 30 days: at work	1,101	17.0%	59
Used Internet in last 30 days: at school/library	238	3.7%	57
Used Internet/30 days: not home/work/school/library	352	5.4%	82
Internet last 30 days: used email	2,355	36.4%	71
Internet last 30 days: looked for employment	388	6.0%	64
Internet last 30 days: played games online	876	13.5%	87
Internet last 30 days: obtained new/used car info	320	4.9%	62
Internet last 30 days: made personal purchase	804	12.4%	64
Internet last 30 days: made business purchase	232	3.6%	59
Internet last 30 days: obtained real estate info	236	3.6%	47
Internet last 30 days: tracked investments	308	4.8%	47
Internet last 30 days: traded stocks/bonds/funds	120	1.9%	59
Internet last 30 days: made travel plans	438	6.8%	51
Internet last 30 days: visited chat room	225	3.5%	71
Ordered anything on Internet in last 12 months	1,142	17.6%	66
Ordered on Internet/12 mo: airline ticket	303	4.7%	38
Ordered on Internet/12 mo: CD/tape	156	2.4%	60
Ordered on Internet/12 mo: clothing	383	5.9%	69
Ordered on Internet/12 mo: computer	84	1.3%	48
Ordered on Internet/12 mo: computer peripheral	120	1.9%	61
Ordered on Internet/12 mo: flowers	82	1.3%	45
Ordered on Internet/12 mo: software	160	2.5%	55
Ordered on Internet/12 mo: ticket (concert/sports)	131	2.0%	36
Ordered on Internet/12 mo: toy	133	2.1%	64
Ordered on Internet/12 mo: video	156	2.4%	75
Purchased item from amazon.com in last 12 months	319	4.9%	51
Purchased item from barnes&noble.com in last 12 mo	133	2.1%	62
Purchased item from ebay.com in last 12 months	359	5.5%	78
Spent on Internet orders last 12 months: <\$100	331	5.1%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



Electronics & Internet Market Potential

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 10.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Spent on Internet orders last 12 months: \$100-199	191	3.0%	68
Spent on Internet orders last 12 months: \$200-499	272	4.2%	67
Spent on Internet orders last 12 months: \$500+	280	4.3%	46
Internet last 30 days: obtained medical info	462	7.1%	64
Internet last 30 days: obtained latest news	1,158	17.9%	63
Internet last 30 days: obtained sports news/info	655	10.1%	61
Pre-recorded video tapes rented/30 days: 1	199	3.1%	90
Pre-recorded video tapes rented/30 days: 2	295	4.6%	85
Pre-recorded video tapes rented/30 days: 3	191	3.0%	99
Pre-recorded video tapes rented/30 days: 4	202	3.1%	86
Pre-recorded video tapes rented/30 days: 5+	731	11.3%	102
DVDs rented in last 30 days: 1	164	2.5%	82
DVDs rented in last 30 days: 2	201	3.1%	65
DVDs rented in last 30 days: 3	143	2.2%	78
DVDs rented in last 30 days: 4	136	2.1%	75
DVDs rented in last 30 days: 5+	401	6.2%	73
Rented video tape/DVD last month: action/adventure	1,276	19.7%	85
Rented video tape/DVD last month: classic	234	3.6%	74
Rented video tape/DVD last month: comedy	1,389	21.5%	94
Rented video tape/DVD last month: drama	830	12.8%	79
Rented video tape/DVD last month: family/children	572	8.8%	96
Rented video tape/DVD last month: foreign	68	1.1%	65
Rented video tape/DVD last month: horror	486	7.5%	114
Rented video tape/DVD last month: science fiction	285	4.4%	89
Rented video tape/DVD last mo at Blockbuster Video	546	8.4%	47
Rented video tape/DVD last mo at Hollywood Video	175	2.7%	40
Pre-recorded video tapes purchased/30 days: 1	213	3.3%	85
Pre-recorded video tapes purchased/30 days: 2	280	4.3%	129
Pre-recorded video tapes purchased/30 days: 3-4	193	3.0%	107
Pre-recorded video tapes purchased/30 days: 5+	149	2.3%	86
Bought video tape/DVD last month: action/adventure	471	7.3%	83
Bought video tape/DVD last month: classic	109	1.7%	75
Bought video tape/DVD last month: comedy	437	6.8%	86
Bought video tape/DVD last month: drama	216	3.3%	71
Bought video tape/DVD last month: family/children	427	6.6%	102
Bought video tape/DVD last month: horror	152	2.3%	118
Bought video tape/DVD last month: science fiction	112	1.7%	78
Bought video tape/DVD last mo at Blockbuster Video	73	1.1%	42
Bought blank video tape in last 6 months	1,554	24.0%	97
Bought 7+ blank video tapes in last 6 months	459	7.1%	94
DVDs purchased in last 30 days: 1	292	4.5%	92
DVDs purchased in last 30 days: 2	220	3.4%	79
DVDs purchased in last 30 days: 3-4	183	2.8%	71
DVDs purchased in last 30 days: 5+	194	3.0%	77
Bought any camera in last 12 months	1,053	16.3%	95
Spent on cameras in last 12 months: <\$100	597	9.2%	111
Spent on cameras in last 12 months: \$100-199	149	2.3%	109
Spent on cameras in last 12 months: \$200+	151	2.3%	52
Own APS (point & shoot or SLR) camera	218	3.4%	63
Own digital camera	707	10.9%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 10.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital camera in last 12 months	212	3.3%	66
Own instant developing camera	294	4.5%	115
Own movie camera (excl camcorder/video camera)	168	2.6%	128
Own 35mm auto focus point & shoot camera	734	11.3%	98
Own 35mm auto focus single lens reflex camera	223	3.4%	86
Own 35mm auto focus zoom camera	829	12.8%	99
Own 35mm single lens reflex camera	286	4.4%	90
Own Canon camera	769	11.9%	93
Own Fuji camera	323	5.0%	90
Bought Fuji camera in last 12 months	175	2.7%	112
Own Kodak camera	825	12.7%	105
Bought Kodak camera in last 12 months	289	4.5%	96
Own Minolta camera	261	4.0%	71
Own Nikon camera	229	3.5%	78
Own Olympus camera	260	4.0%	65
Own Pentax camera	172	2.7%	77
Own Polaroid camera	327	5.1%	139
Own Vivitar camera	179	2.8%	129
Bought disposable camera in last 12 months	619	9.6%	102
Bought APS disposable camera in last 12 months	228	3.5%	97
Bought 35mm disposable camera in last 12 months	436	6.7%	105
Bought any camera accessory in last 12 months	903	14.0%	84
Bought film in last 12 months	2,606	40.3%	97
Bought film in last 12 months: <3 rolls	736	11.4%	102
Bought film in last 12 months: 3-6 rolls	998	15.4%	101
Bought film in last 12 months: 7+ rolls	872	13.5%	87
Bought film in last 12 mo: APS (color prints)	129	2.0%	51
Bought film in last 12 mo: cartridge (color)	137	2.1%	104
Bought film in last 12 mo: instant developing	128	2.0%	103
Bought film in last 12 mo: 35mm (black & white)	116	1.8%	73
Bought film in last 12 mo: 35mm (color prints)	1,946	30.1%	102
Bought film in last 12 mo: 35mm (color slides)	153	2.4%	72
Bought Fuji film in last 12 months	786	12.1%	94
Bought Kodak film in last 12 months	1,692	26.1%	92
Bought Polaroid instant developing film last 12 mo	139	2.1%	119
Bought store-brand film in last 12 months	181	2.8%	99
Purchased film in last 12 mo: camera store	80	1.2%	52
Purchased film in last 12 mo: department store	679	10.5%	141
Purchased film in last 12 mo: discount store	1,239	19.1%	124
Purchased film in last 12 mo: drug store	335	5.2%	52
Purchased film in last 12 mo: grocery store	266	4.1%	57
Purchased film in last 12 mo: 1 hour service store	131	2.0%	86
Purchased film in last 12 mo: warehouse/club store	86	1.3%	40
Had film processed at camera store	77	1.2%	53
Had film processed at department store	420	6.5%	149
Had film processed at discount store	763	11.8%	123
Had film processed at drug store	374	5.8%	63
Had film processed at grocery store	193	3.0%	63
Had film processed at 1 hour service store	214	3.3%	86
Had film processed at warehouse/club store	63	1.0%	36
Own cartridge camera	146	2.3%	92
Bought memory card for camera in last 12 months	148	2.3%	75

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

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Electronics & Internet Market Potential

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

Demographic Summary	2005	2010
Population	19,576	19,017
Population 18+	14,549	14,203
Households	7,532	7,342
Median Household Income	\$46,349	\$52,885

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	3,529	24.3%	78
HH owns a personal computer	4,267	56.7%	87
Purchased home PC in last 12 months	834	11.1%	80
Purchased home PC 1-2 years ago	1,469	19.5%	91
Purchased home PC 3-4 years ago	1,192	15.8%	89
Purchased home PC 5+ years ago	473	6.3%	94
Spent <\$500 on home PC	533	7.1%	113
Spent \$500-999 on home PC	1,051	14.0%	101
Spent \$1000-1499 on home PC	1,087	14.4%	86
Spent \$1500-1999 on home PC	634	8.4%	82
Spent \$2000-2999 on home PC	424	5.6%	70
Spent \$3000+ on home PC	144	1.9%	62
Purchased home PC at computer superstore	801	10.6%	76
Purchased home PC at department store	342	4.5%	125
Purchased home PC direct from manufacturer	711	9.4%	78
Purchased home PC at electronics store	518	6.9%	82
Purchased home PC on Internet	264	3.5%	69
Purchased home PC at warehouse discount outlet	139	1.8%	74
HH owns desktop PC	3,805	50.5%	89
HH owns laptop/notebook/tablet PC	590	7.8%	63
HH owns any Apple/Mac clone brand PC	176	2.3%	58
Brand of PC that HH owns: Apple iMac	78	1.0%	67
HH owns any IBM/IBM compatible brand PC	3,878	51.5%	88
Brand of PC that HH owns: Compaq	729	9.7%	87
Brand of PC that HH owns: Dell	750	10.0%	72
Brand of PC that HH owns: Gateway	740	9.8%	102
Brand of PC that HH owns: Hewlett Packard	845	11.2%	99
Brand of PC that HH owns: IBM	185	2.5%	72
Child (under 18) uses home PC	1,565	20.8%	100
HH owns CD burner	1,503	20.0%	84
HH owns CD ROM drive	2,960	39.3%	86
HH owns DVD drive	1,048	13.9%	73
HH owns LAN/network interface card	443	5.9%	63
HH owns inkjet printer	2,874	38.2%	91
HH owns laser printer	550	7.3%	67
HH owns removable cartridge storage device	357	4.7%	75
HH owns scanner	1,624	21.6%	91
HH owns PC speakers	2,668	35.4%	87
HH owns tape backup	213	2.8%	72
HH owns software: accounting	662	8.8%	80
HH owns software: communications/fax	567	7.5%	76
HH owns software: database/filing	575	7.6%	80
HH owns software: desktop publishing	918	12.2%	86

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. average. A 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 Mediemark Research Inc. in a nationally representative survey of U.S. households.



Electronics & Internet Market Potential

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	721	9.6%	82
HH owns software: entertainment/games	2,099	27.9%	93
HH owns software: personal finance/tax prep	772	10.2%	71
HH owns software: presentation graphics	428	5.7%	65
HH owns software: multimedia	779	10.3%	79
HH owns software: home networking	364	4.8%	70
HH owns software: spreadsheet	1,255	16.7%	77
HH owns software: utility	314	4.2%	63
HH owns software: web authoring	257	3.4%	74
HH owns software: word processing	2,016	26.8%	80
Spent \$500+ on software for home PC in last 12 mo	97	1.3%	59
Purchased computer book in last 12 months	276	3.7%	58
HH owns fax machine	968	12.9%	75
Purchased audio equipment in last 12 months	519	6.9%	81
Purchased cassette recorder/player in last 12 mo	89	1.2%	84
Purchased headphones in last 12 months	150	2.0%	86
HH owns camcorder	1,492	19.8%	94
Purchased camcorder in last 12 months	150	2.0%	81
HH owns digital camcorder	209	2.8%	61
HH owns CD player	3,407	45.2%	90
Purchased CD player in last 12 months	589	7.8%	87
HH owns DVD player	2,505	33.3%	86
Purchased DVD player in last 12 months	949	12.6%	89
HH owns 1 TV	1,640	21.8%	99
HH owns 2 TVs	2,207	29.3%	105
HH owns 3 TVs	1,674	22.2%	102
HH owns 4+ TVs	1,331	17.7%	93
HH owns color floor TV	2,550	33.9%	95
HH owns color portable TV	4,956	65.8%	106
HH owns miniature screen TV (under 13")	789	10.5%	96
HH owns regular screen TV (13"-26")	4,447	59.0%	109
Most recent TV purchase: regular screen (13"-26")	2,765	36.7%	110
HH owns large screen TV (27"-35")	3,523	46.8%	99
Most recent TV purchase: large screen (27"-35")	2,558	34.0%	99
HH owns VCR	4,589	60.9%	96
HH owns combination TV/VCR	1,369	18.2%	102
HH owns video game system	2,136	28.4%	100
Purchased video game system in last 12 months	578	7.7%	96
HH owns video game system: Game Boy	626	8.3%	95
HH owns video game system: Sony PlayStation	727	9.7%	107
Purchased 6+ video games in last 12 months	314	4.2%	84
HH owns modem/fax modem	2,117	28.1%	83
HH owns big screen TV (36"-42")	654	8.7%	86
Most recent TV purchase: big screen (36"-42")	465	6.2%	85
HH owns giant screen TV (over 42")	410	5.4%	78
Most recent TV purchase: giant screen (over 42")	317	4.2%	80
HH owns flat screen/plasma TV	417	5.5%	88
HH owns projection TV	260	3.5%	77
HH owns video game system: Game Boy Advance	398	5.3%	89
HH owns video game system: Nintendo GameCube	227	3.0%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediemark Research Inc. in a nationally representative survey of U.S. households.



Electronics & Internet Market Potential

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: PlayStation 2	868	11.5%	97
Bought video game system/12 mo: PlayStation 2	259	3.4%	100
HH owns video game system: Xbox	192	2.5%	71
Bought video game system/12 mo: Xbox	81	1.1%	72
HH owns MP3 player	162	2.2%	58
Purchased MP3 player in last 12 months	50	0.7%	52
Have any access to the Internet	10,839	74.5%	96
Have access to Internet: at home	7,467	51.3%	86
Have access to Internet: at work	3,691	25.4%	75
Have access to Internet: at school/library	3,563	24.5%	96
Have access to Internet: not hm/work/school/library	3,233	22.2%	112
Use Internet less than once a week	903	6.2%	118
Use Internet 1-2 times per week	1,093	7.5%	104
Use Internet 3-6 times per week	1,285	8.8%	82
Use Internet daily	2,328	16.0%	80
Use Internet more than once a day	1,678	11.5%	66
Any Internet or online usage in last 30 days	7,287	50.1%	84
Looked at/used any online service in last 30 days	6,738	46.3%	84
Looked at/used America Online (AOL) last 30 days	2,007	13.8%	61
Looked at/used Microsoft Network in last 30 days	2,005	13.8%	98
Used Internet in last 30 days: at home	5,823	40.0%	80
Used Internet in last 30 days: at work	2,687	18.5%	64
Used Internet in last 30 days: at school/library	584	4.0%	62
Used Internet/30 days: not home/work/school/library	803	5.5%	83
Internet last 30 days: used email	5,693	39.1%	77
Internet last 30 days: looked for employment	935	6.4%	68
Internet last 30 days: played games online	2,060	14.2%	91
Internet last 30 days: obtained new/used car info	777	5.3%	67
Internet last 30 days: made personal purchase	1,925	13.2%	69
Internet last 30 days: made business purchase	533	3.7%	61
Internet last 30 days: obtained real estate info	577	4.0%	51
Internet last 30 days: tracked investments	785	5.4%	53
Internet last 30 days: traded stocks/bonds/funds	264	1.8%	57
Internet last 30 days: made travel plans	1,041	7.2%	54
Internet last 30 days: visited chat room	536	3.7%	75
Ordered anything on Internet in last 12 months	2,894	19.9%	74
Ordered on Internet/12 mo: airline ticket	841	5.8%	46
Ordered on Internet/12 mo: CD/tape	365	2.5%	62
Ordered on Internet/12 mo: clothing	932	6.4%	75
Ordered on Internet/12 mo: computer	194	1.3%	50
Ordered on Internet/12 mo: computer peripheral	281	1.9%	63
Ordered on Internet/12 mo: flowers	200	1.4%	49
Ordered on Internet/12 mo: software	422	2.9%	64
Ordered on Internet/12 mo: ticket (concert/sports)	391	2.7%	48
Ordered on Internet/12 mo: toy	314	2.2%	67
Ordered on Internet/12 mo: video	337	2.3%	72
Purchased item from amazon.com in last 12 months	821	5.6%	58
Purchased item from barnes&noble.com in last 12 mo	289	2.0%	60
Purchased item from ebay.com in last 12 months	843	5.8%	82
Spent on Internet orders last 12 months: <\$100	832	5.7%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



Electronics & Internet Market Potential

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Spent on Internet orders last 12 months: \$100-199	459	3.2%	73
Spent on Internet orders last 12 months: \$200-499	704	4.8%	77
Spent on Internet orders last 12 months: \$500+	730	5.0%	53
Internet last 30 days: obtained medical info	1,108	7.6%	68
Internet last 30 days: obtained latest news	2,841	19.5%	68
Internet last 30 days: obtained sports news/info	1,573	10.8%	65
Pre-recorded video tapes rented/30 days: 1	468	3.2%	94
Pre-recorded video tapes rented/30 days: 2	671	4.6%	86
Pre-recorded video tapes rented/30 days: 3	434	3.0%	100
Pre-recorded video tapes rented/30 days: 4	495	3.4%	94
Pre-recorded video tapes rented/30 days: 5+	1,659	11.4%	103
DVDs rented in last 30 days: 1	398	2.7%	89
DVDs rented in last 30 days: 2	516	3.5%	74
DVDs rented in last 30 days: 3	341	2.3%	82
DVDs rented in last 30 days: 4	315	2.2%	77
DVDs rented in last 30 days: 5+	988	6.8%	80
Rented video tape/DVD last month: action/adventure	3,049	21.0%	90
Rented video tape/DVD last month: classic	550	3.8%	78
Rented video tape/DVD last month: comedy	3,253	22.4%	98
Rented video tape/DVD last month: drama	1,999	13.7%	85
Rented video tape/DVD last month: family/children	1,379	9.5%	103
Rented video tape/DVD last month: foreign	150	1.0%	63
Rented video tape/DVD last month: horror	1,121	7.7%	117
Rented video tape/DVD last month: science fiction	674	4.6%	93
Rented video tape/DVD last mo at Blockbuster Video	1,459	10.0%	56
Rented video tape/DVD last mo at Hollywood Video	499	3.4%	51
Pre-recorded video tapes purchased/30 days: 1	516	3.5%	92
Pre-recorded video tapes purchased/30 days: 2	624	4.3%	128
Pre-recorded video tapes purchased/30 days: 3-4	429	2.9%	106
Pre-recorded video tapes purchased/30 days: 5+	366	2.5%	94
Bought video tape/DVD last month: action/adventure	1,139	7.8%	89
Bought video tape/DVD last month: classic	269	1.8%	83
Bought video tape/DVD last month: comedy	1,080	7.4%	94
Bought video tape/DVD last month: drama	496	3.4%	72
Bought video tape/DVD last month: family/children	997	6.9%	106
Bought video tape/DVD last month: horror	330	2.3%	114
Bought video tape/DVD last month: science fiction	258	1.8%	80
Bought video tape/DVD last mo at Blockbuster Video	194	1.3%	50
Bought blank video tape in last 6 months	3,608	24.8%	100
Bought 7+ blank video tapes in last 6 months	1,068	7.3%	98
DVDs purchased in last 30 days: 1	716	4.9%	100
DVDs purchased in last 30 days: 2	524	3.6%	84
DVDs purchased in last 30 days: 3-4	473	3.3%	82
DVDs purchased in last 30 days: 5+	481	3.3%	85
Bought any camera in last 12 months	2,501	17.2%	101
Spent on cameras in last 12 months: <\$100	1,400	9.6%	116
Spent on cameras in last 12 months: \$100-199	353	2.4%	115
Spent on cameras in last 12 months: \$200+	393	2.7%	60
Own APS (point & shoot or SLR) camera	576	4.0%	74
Own digital camera	1,754	12.1%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediemark Research Inc. in a nationally representative survey of U.S. households.



PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital camera in last 12 months	540	3.7%	75
Own instant developing camera	678	4.7%	118
Own movie camera (excl camcorder/video camera)	361	2.5%	122
Own 35mm auto focus point & shoot camera	1,694	11.6%	100
Own 35mm auto focus single lens reflex camera	504	3.5%	86
Own 35mm auto focus zoom camera	1,932	13.3%	102
Own 35mm single lens reflex camera	686	4.7%	96
Own Canon camera	1,791	12.3%	96
Own Fuji camera	762	5.2%	94
Bought Fuji camera in last 12 months	379	2.6%	108
Own Kodak camera	1,986	13.7%	113
Bought Kodak camera in last 12 months	690	4.7%	102
Own Minolta camera	627	4.3%	76
Own Nikon camera	529	3.6%	80
Own Olympus camera	658	4.5%	73
Own Pentax camera	414	2.8%	83
Own Polaroid camera	720	4.9%	136
Own Vivitar camera	368	2.5%	118
Bought disposable camera in last 12 months	1,437	9.9%	105
Bought APS disposable camera in last 12 months	541	3.7%	103
Bought 35mm disposable camera in last 12 months	995	6.8%	106
Bought any camera accessory in last 12 months	2,213	15.2%	92
Bought film in last 12 months	6,067	41.7%	101
Bought film in last 12 months: <3 rolls	1,648	11.3%	102
Bought film in last 12 months: 3-6 rolls	2,312	15.9%	104
Bought film in last 12 months: 7+ rolls	2,108	14.5%	93
Bought film in last 12 mo: APS (color prints)	333	2.3%	59
Bought film in last 12 mo: cartridge (color)	308	2.1%	104
Bought film in last 12 mo: instant developing	295	2.0%	106
Bought film in last 12 mo: 35mm (black & white)	243	1.7%	68
Bought film in last 12 mo: 35mm (color prints)	4,556	31.3%	106
Bought film in last 12 mo: 35mm (color slides)	397	2.7%	84
Bought Fuji film in last 12 months	1,788	12.3%	96
Bought Kodak film in last 12 months	3,947	27.1%	96
Bought Polaroid instant developing film last 12 mo	315	2.2%	120
Bought store-brand film in last 12 months	431	3.0%	105
Purchased film in last 12 mo: camera store	194	1.3%	56
Purchased film in last 12 mo: department store	1,506	10.4%	139
Purchased film in last 12 mo: discount store	2,822	19.4%	126
Purchased film in last 12 mo: drug store	877	6.0%	60
Purchased film in last 12 mo: grocery store	691	4.7%	66
Purchased film in last 12 mo: 1 hour service store	298	2.0%	87
Purchased film in last 12 mo: warehouse/club store	194	1.3%	40
Had film processed at camera store	180	1.2%	55
Had film processed at department store	926	6.4%	146
Had film processed at discount store	1,728	11.9%	124
Had film processed at drug store	931	6.4%	69
Had film processed at grocery store	494	3.4%	72
Had film processed at 1 hour service store	526	3.6%	94
Had film processed at warehouse/club store	153	1.1%	39
Own cartridge camera	351	2.4%	98
Bought memory card for camera in last 12 months	339	2.3%	76

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmark Research Inc. in a nationally representative survey of U.S. households.