

Osceola Trade Area 2 Area: 239.03 square miles Prepared by Esri

Demographic Summary		2022	2027
Population		9,963	9,575
Population 18+		7,392	7,114
Households		3,920	3,802
Median Household Income		\$35,070	\$39,49
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MP
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,737	50.6%	9:
Bought any women's clothing in last 12 months	3,522	47.6%	9
Bought any shoes in last 12 months	5,062	68.5%	9
Bought any fine jewelry in last 12 months	1 468	19 9%	10

1,468	19.9%	104
954	12.9%	90
3,414	87.1%	97
276	7.0%	73
6,419	86.8%	98
3,852	52.1%	109
1,772	24.0%	98
3,435	46.5%	118
	3,414 276 6,419 3,852 1,772	954 12.9% 3,414 87.1% 276 7.0% 6,419 86.8% 3,852 52.1% 1,772 24.0%

Drank beer/ale in last 6 months	2,590	35.0%	86
Cameras (Adults)			
Own digital point & shoot camera/camcorder	637	8.6%	88
Own digital SLR camera/camcorder	520	7.0%	72
Printed digital photos in last 12 months	1,524	20.6%	81
Call Phones (Adults/Households)			

Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,805	37.9%	116
Have a smartphone	6,621	89.6%	97
Have a smartphone: Android phone (any brand)	3,655	49.4%	124
Have a smartphone: Apple iPhone	2,923	39.5%	75
Number of cell phones in household: 1	1,416	36.1%	118
Number of cell phones in household: 2	1,362	34.7%	90
Number of cell phones in household: 3+	1,063	27.1%	93
HH has cell phone only (no landline telephone)	2,745	70.0%	105

Number of cell phones in household: 3+	1,063	27.1%	93
HH has cell phone only (no landline telephone)	2,745	70.0%	105
Computers (Households)			
HH owns a computer	2,701	68.9%	85
HH owns desktop computer	1,173	29.9%	79
HH owns laptop/notebook	2,106	53.7%	82
HH owns any Apple/Mac brand computer	486	12.4%	56
HH owns any PC/non-Apple brand computer	2,391	61.0%	92
HH purchased most recent computer in a store	1,200	30.6%	83
HH purchased most recent computer online	698	17.8%	79
HH spent \$1-\$499 on most recent home computer	672	17.1%	111

HH spent \$1,000-\$1,499 on most recent home computer 329 8.4% 70
HH spent \$1,500-\$1,999 on most recent home computer 109 2.8% 53
HH spent \$2,000+ on most recent home computer 96 2.4% 52

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

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15.2%

597

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HH spent \$500-\$999 on most recent home computer

80



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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	M
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,982	67.4%	1
Bought brewed coffee at convenience store in last 30 days	945	12.8%	1
Bought cigarettes at convenience store in last 30 days	932	12.6%	1
Bought gas at convenience store in last 30 days	3,473	47.0%	1
Spent at convenience store in last 30 days: \$1-19	495	6.7%	
Spent at convenience store in last 30 days: \$20-\$39	750	10.1%	
Spent at convenience store in last 30 days: \$40-\$50	751	10.2%	:
Spent at convenience store in last 30 days: \$51-\$99	562	7.6%	
Spent at convenience store in last 30 days: \$100+	1,868	25.3%	
Entertainment (Adults)			
Attended a movie in last 6 months	2,990	40.4%	
Went to live theater in last 12 months	433	5.9%	
Went to a bar/night club in last 12 months	876	11.9%	
Dined out in last 12 months	3,190	43.2%	
Gambled at a casino in last 12 months	798	10.8%	
Visited a theme park in last 12 months	892	12.1%	
Viewed movie (video-on-demand) in last 30 days	669	9.1%	
Viewed TV show (video-on-demand) in last 30 days	439	5.9%	
Watched any pay-per-view TV in last 12 months	326	4.4%	
Downloaded a movie over the Internet in last 30 days	436	5.9%	
Downloaded any individual song in last 6 months	1,348	18.2%	
Used internet to watch a movie online in the last 30 days	2,022	27.4%	
Used internet to watch a TV program online in last 30 days	1,330	18.0%	
Played a video/electronic game (console) in last 12 months	938	12.7%	
Played a video/electronic game (portable) in last 12 months	442	6.0%	
Financial (Adults)			
Have home mortgage (1st)	1,992	26.9%	
Used ATM/cash machine in last 12 months	4,077	55.2%	
Own any stock	540	7.3%	
Own U.S. savings bond	345	4.7%	
Own shares in mutual fund (stock)	384	5.2%	
Own shares in mutual fund (bonds)	272	3.7%	
Have interest checking account	2,078	28.1%	
Have non-interest checking account	2,507	33.9%	
Have savings account	4,136	56.0%	
Have 401K retirement savings plan	1,248	16.9%	
Own/used any credit/debit card in last 12 months	6,125	82.9%	
Avg monthly credit card expenditures: \$1-110	979	13.2%	
Avg monthly credit card expenditures: \$111-\$225	529	7.2%	
Avg monthly credit card expenditures: \$226-\$450	557	7.5%	
Avg monthly credit card expenditures: \$451-\$700	475	6.4%	
Avg monthly credit card expenditures: \$701-\$1,000	338	4.6%	
Avg monthly credit card expenditures: \$1001-2000	439	5.9%	
Avg monthly credit card expenditures: \$2001+	307	4.2%	
Did banking online in last 12 months	3,049	41.2%	
	2,388	32.3%	

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	N
Grocery (Adults)	•	•	
, (,			
HH used bread in last 6 months	3,694	94.2%	
HH used chicken (fresh or frozen) in last 6 months	2,525	64.4%	
HH used turkey (fresh or frozen) in last 6 months	578	14.7%	
HH used fish/seafood (fresh or frozen) in last 6 months	2,109	53.8%	
HH used fresh fruit/vegetables in last 6 months	3,239	82.6%	
HH used fresh milk in last 6 months	3,251	82.9%	
HH used organic food in last 6 months	704	18.0%	
Health (Adults)			
Exercise at home 2+ times per week	2,394	32.4%	
Exercise at club 2+ times per week	524	7.1%	
Visited a doctor in last 12 months	5,564	75.3%	
Used vitamin/dietary supplement in last 6 months	4,062	55.0%	
Home (Households)			
HH did any home improvement in last 12 months	1,167	29.8%	
HH used any maid/professional cleaning service in last 12 months	590	15.1%	
HH purchased low ticket HH furnishings in last 12 months	783	20.0%	
HH purchased big ticket HH furnishings in last 12 months	861	22.0%	
HH bought any small kitchen appliance in last 12 months	924	23.6%	
HH bought any large kitchen appliance in last 12 months	619	15.8%	
Insurance (Adults/Households)			
Currently carry life insurance	3,520	47.6%	
Carry medical/hospital/accident insurance	5,661	76.6%	
Carry homeowner/personal property insurance	3,807	51.5%	
Carry renter's insurance	700	9.5%	
HH has auto insurance: 1 vehicle in household covered	1,180	30.1%	
HH has auto insurance: 2 vehicles in household covered	1,062	27.1%	
HH has auto insurance: 3+ vehicles in household covered	909	23.2%	
Till lias auto ilisulance. 3+ venicies ili liousenoiu covereu	909	23.270	
Pets (Households)			
Household owns any pet	2,081	53.1%	
Household owns any cat	1,020	26.0%	
Household owns any dog	1,634	41.7%	
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:	2.050	40.007	
Buying American is important	2,959	40.0%	
Buy based on quality not price	1,127	15.2%	
Buy on credit rather than wait	878	11.9%	
Only use coupons brands: usually buy	1,140	15.4%	
Will pay more for environmentally safe products	868	11.7%	
Buy based on price not brands	2,290	31.0%	
Am interested in how to help the environment	1,350	18.3%	
Reading (Adults)			
Bought digital book in last 12 months	1,053	14.2%	
Bought hardcover book in last 12 months	1,422	19.2%	
Bought paperback book in last 12 month	1,871	25.3%	
Read any daily newspaper (paper version)	1,193	16.1%	
Read any digital newspaper in last 30 days	2,921	39.5%	
	-11	331370	

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Restaurants (Adults) Went to family restaurant/steak house in last 6 months 4,776 64.6% 9 Went to family restaurant/steak house: 4+ times a month 1,569 21.2% 10.5 Went to fast food/drive-in restaurant in last 6 months 6,664 90.2% 10.5 Went to fast food/drive-in restaurant 1 in last 6 months 6,664 90.2% 10.5 Went to fast food/drive-in restaurant 9+ times/month 3,065 41.5% 11.5 Fast food restaurant last 6 months: eat in 1,555 21.0% 9.7 Fast food restaurant last 6 months: stake-out/drive-thru 4,357 55.9% 10.5 Fast food restaurant last 6 months: take-out/drive-thru 4,357 55.9% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 10.5 Fast food restaurant last 6 months: fast 9 1.5 Fast food restaurant last 6 months: fast 9 1.5 Fast food restaurant last 6 months: fast 9 1.5 Fast food restaurant last 1 months: fast 9 1.5 Fast food restaurant last 1 months 1,252 1.3 Fast food fast 9 1.5 1.5 Fast 9 1.5 1.5	Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Went to family restaurant/steak house: 14 times a month 4,776 64.6% 9 Went to family restaurant/steak house: 4+ times a month 1,569 21.2% 10 Went to fast food/drive-in restaurant in last 6 months: 6,664 90.2% 10 Went to fast food/drive-in restaurant 9+ times/month 3,065 41.5% 11 Fast food restaurant last 6 months: sic months: take-out/drive-thru 4,357 58.9% 7 Fast food restaurant last 6 months: take-out/drive-thru 4,357 58.9% 10 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81 Television & Electronics (Adults/Households) Own any tablet 3,569 48.3% 8 Television & Electronics (Adults/Households) Own any table to read the months: take-out/walk-in 3,569 48.3% 8 Television & Electronics (Adults/Households)	Restaurants (Adults)		,	
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Went to fast food/drive-in restaurant 19 times/month 3,665 41.5% 1.01 Went to fast food/drive-in restaurant 9+ times/month 3,065 41.5% 1.11 Fast food restaurant last 6 months: seed times with search of the staurant last 6 months: seed to months: see	Went to family restaurant/steak house: 4+ times a month	1,569	21.2%	102
Fast food restaurant last 6 months: home delivery 652 8.8% 7? Fast food restaurant last 6 months: home delivery 652 8.8% 7? Fast food restaurant last 6 months: take-out/drive-thru 4,357 59.9% 100 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 8! **Television & Electronics (Adults/Households)** Own any tablet 3,569 48.3% 8! Own any e-reader 556 7.3% 55 Own e-reader/tablet: iPad 1,741 23.6% 6! Hit has Internet connectable TV 1,521 38.8% 9! Own any portable MP3 player 885 12.0% 8! Hit owns 1 TV 7,19 18.3% 9! Hit owns 2 TVs 1,050 26.8% 9! Hit owns 2 TVs 933 23.8% 10! Hit owns 3 TVs 933 23.8% 10! Hit owns 3 TVs 933 23.8% 10! Hit owns 4 T TVs 768 19.6% 9.9 Hit subscribes to cable TV 1,234 31.5% 8! Hit owns 4 T TVs 768 19.6% 9.9 Hit owns 2 Protable GPS navigation device 787 20.1% 9! Hit owns any Internet video device for TV 1,586 40.5% 8! Hit owns any Internet video device for TV 1,586 40.5% 8! Took 3 H ownestic trip in continental US last 12 months 557 7.5% 6! Spent on domestic vacations in last 12 months: \$1,000-\$1,499 218 2.9% 77.5% 9.9 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3	Went to fast food/drive-in restaurant in last 6 months		90.2%	100
Fast food restaurant last 6 months: home delivery 652 8.8% 7? Fast food restaurant last 6 months: home delivery 652 8.8% 7? Fast food restaurant last 6 months: take-out/drive-thru 4,357 59.9% 100 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 8! **Television & Electronics (Adults/Households)** Own any tablet 3,569 48.3% 8! Own any e-reader 556 7.3% 55 Own e-reader/tablet: iPad 1,741 23.6% 6! Hit has Internet connectable TV 1,521 38.8% 9! Own any portable MP3 player 885 12.0% 8! Hit owns 1 TV 7,19 18.3% 9! Hit owns 2 TVs 1,050 26.8% 9! Hit owns 2 TVs 933 23.8% 10! Hit owns 3 TVs 933 23.8% 10! Hit owns 3 TVs 933 23.8% 10! Hit owns 4 T TVs 768 19.6% 9.9 Hit subscribes to cable TV 1,234 31.5% 8! Hit owns 4 T TVs 768 19.6% 9.9 Hit owns 2 Protable GPS navigation device 787 20.1% 9! Hit owns any Internet video device for TV 1,586 40.5% 8! Hit owns any Internet video device for TV 1,586 40.5% 8! Took 3 H ownestic trip in continental US last 12 months 557 7.5% 6! Spent on domestic vacations in last 12 months: \$1,000-\$1,499 218 2.9% 77.5% 9.9 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3 1,4% 8.8 10.00-\$1,499 2.2% 9.3		·	41.5%	110
Fast food restaurant last 6 months: home delivery Fast food restaurant last 6 months: take-out/drive-thru Fast food restaurant last 6 months: take-out/walk-in Fast food restaurant last 6 months: take-out/walk-in Fast food restaurant last 6 months: take-out/walk-in Television & Electronics (Adults/Households) Own any tablet Own any tablet Own any e-reader 536 7,3% 56 61 HH has Internet connectable TV 1,521 38.8% 99 Own any portable MP3 player 885 12.0% HH owns 1TV 719 18.3% 99 HH owns 2 TVS 1,050 26.8% 99 HH owns 3 TVS 933 23.8% 100 HH owns 4+ TVS 768 19.6% 933 23.8% 100 HH owns 4+ TVS 768 19.6% 99 HH subscribes to cable TV 1,234 31.5% 418 HH owns portable GPS navigation device HH owns portable GPS navigation device 787 20.1% HH owns portable GPS navigation device 787 20.1% 90 HH owns portable GPS navigation device 787 20.1% 918 HH owns portable GPS navigation in last 12 months 191 4.9% 68 Travel (Adults) Took domestic trip in continental US last 12 months 557 7,5% 58 Spent on domestic vacations in last 12 months: \$1,909 723 9,8% 77 Spent on domestic vacations in last 12 months: \$1,909 723 9,8% 77 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77 Spent on domestic vacations in last 12 months: \$1,000-\$1,999 352 4.8% 77 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$2,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$2,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$2,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 31,4% 88 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 31,4% 88 Spent on foreig	·			93
Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 6 months: take-out/walk-in 1,258 17.0% 81.00 Fast food restaurant last 1,20% 81.00 F	Fast food restaurant last 6 months: home delivery		8.8%	76
Fast food restaurant last 6 months: take-out/walk-in	•	4,357	58.9%	105
Own any tablet 3,569 48.3% 88 Own any e-reader 536 7.3% 55 Own e-reader/tablet: iPad 1,741 23.6% 66 HH has Internet connectable TV 1,521 38.8% 9.9 Own any portable MP3 player 885 12.0% 81 HH owns 1 TV 719 18.3% 99 HH owns 2 TVs 1,050 26.8% 99 HH owns 2 TVs 1,050 26.8% 99 HH owns 2 TVs 768 19.6% 99 HH owns 2 TVs 1,234 31.5% 80 HH owns 2 TVs 1,234 31.5% 80 HH owns 2 TVs 1,234 31.5% 42.5% 80 HH owns 2 TVs 1,234 31.5% 42.5% 80 </td <td>Fast food restaurant last 6 months: take-out/walk-in</td> <td>1,258</td> <td>17.0%</td> <td>80</td>	Fast food restaurant last 6 months: take-out/walk-in	1,258	17.0%	80
Own any e-reader 536 7.3% 55 Own e-reader/tablet: iPad 1,741 23.6% 65 IH Ha has Internet connectable TV 1,521 38.8% 99 Own any portable MP3 player 885 12.0% 88 HH owns 1 TV 79 18.3% 99 HH owns 2 TVs 1,050 26.8% 99 HH owns 3 TVs 933 23.8% 100 HH owns 2 TVs 768 19.6% 99 HH owns 2 TVs 787 20.1% 99 HH subscribes to cable TV 1,234 31.5% 48 HH owns portable GPS navigation device 787 20.1% 99 HH owns portable GPS navigation device 787 20.1% 66 HH owns portable GPS navigation device 787 20.1%	Television & Electronics (Adults/Households)			
Own e-reader/tablets: iPad HH has Internet connectable TV 1,521 38.8% 99. What any optrable MP3 player 1,521 38.8% 99. HH owns 1 TV 719 18.3% 99. HH owns 2 TVs 1,050 26.8% 99. HH owns 2 TVs 1,050 26.8% 99. HH owns 3 TVs 1,050 26.8% 99. HH owns 4 TVs 768 19.6% 99. HH owns 4 TVs 768 19.6% 99. HH subscribes to clable TV 1,234 31.5% 81. HH owns portable GPS navigation device 787 20.1% 91. HH owns any Internet video device for TV 1,586 40.5% 81. Travel (Adults) Took domestic trip in continental US last 12 months 15 Spent on domestic vacations in last 12 months: \$1.999 723 9.8% 77 Spent on domestic vacations in last 12 months: \$1,500-\$1,499 35pent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 70 Spent on domestic vacations in last 12 months: \$2,900-\$2,999 219 229 3.1.% 88 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 210 229 3.1.% 88 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 210 229 3.1.% 88 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 210 229 3.1.% 88 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 210 229 3.1.% 88 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 210 229 3.1.% 88 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 210 229 3.1.% 328 328 328 328 328 328 328 328 328 328	Own any tablet	3,569	48.3%	86
HH has Internet connectable TV 1,521 38.8% 9.0 Own any portable MP3 player 885 12.0% 881 HH owns 1 TV 719 18.3% 9.9 HH owns 2 TVs 1,050 26.8% 9.9 HH owns 3 TVS 9.33 23.8% 100 HH subscribes to cable TV 1,234 31.5% 881 HH subscribes to cable TV 1,234 31.5% 881 HH subscribes to fiber optic 96 2.4% 441 HH owns portable GPS navigation device 787 20.1% 9.9 HH purchased video game system in last 12 months 191 4.9% 66 HH owns any Internet video device for TV 1,586 40.5% 881 **Travel (Adults)** Travel (Adults)** Took domestic trip in continental US last 12 months 557 7.5% 66 Spent on domestic vacations in last 12 months: \$1,909 723 9.8% 77 Spent on domestic vacations in last 12 months: \$1,900 \$1,499 352 4.8% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$1,500 \$1,999 218 2.9% 44 Took foreign trip (including Alaska and Hawaii) in last 3 years 12,63 17.1% 55 Took 3+ foreign trips by plane in last 3 years 187 2.5% 33 Spent on foreign vacations in last 12 months: \$3,000+ 2.999 2.9 2.9 3.1% 64 Spent on foreign vacations in last 12 months: \$3,000+ 2.999 2.9 2.9 3.9% 44 Spent on foreign vacations in last 12 months: \$3,000+ 2.999 2.9 2.9% 3.9% 44 Spent on foreign vacations in last 12 months: \$3,000+ 2.999 2.9% 3.9% 3.2% 44 Spent on foreign vacations in last 12 months: \$3,000+ 2.999 2.9% 3.9% 3.2% 44 Spent on foreign vacations in last 12 months: \$3,000+ 3.999 3.99 3.99 3.99 3.99 3.99 3.99 3.	Own any e-reader	536	7.3%	59
Own any portable MP3 player 885 12.0% 88 HH owns 1 TV 719 18.3% 99 HH owns 2 TVs 1,050 26.8% 96 HH owns 3 TVs 933 23.8% 100 HH owns 4+ TVs 768 19.6% 99 HH subscribes to cable TV 1,234 31.5% 88 HH subscribes to fiber optic 96 2.4% 44 HH owns aprotable GPS navigation device 787 20.1% 96 HH purchased video game system in last 12 months 191 4.9% 66 HH owns any Internet video device for TV 1,586 40.5% 88 Travel (Adults) Travel (Adults) Took domestic trip in continental US last 12 months 3,145 42.5% 80 Took domestic trip in continental US last 12 months: \$1,900-\$1,499 723 9.8% 77 Spent on domestic vacations in last 12 months: \$1,900-\$1,499 352 4.8% 77 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% <td>Own e-reader/tablet: iPad</td> <td>1,741</td> <td>23.6%</td> <td>68</td>	Own e-reader/tablet: iPad	1,741	23.6%	68
HH owns 1 TV 1,050 26.8% 99. HH owns 2 TVs 1,050 26.8% 99. HH owns 3 TVs 933 23.8% 100. HH owns 3 TVs 933 23.8% 100. HH owns 4+ TVs 768 19.6% 99. HH subscribes to cable TV 1,234 31.5% 88. HH subscribes to cable TV 1,234 31.5% 88. HH subscribes to fiber optic 96 2.4% 49. HH purchased video game system in last 12 months 191 4.9% 66. HH owns any Internet video device for TV 1,586 40.5% 88. HH owns any Internet video device for TV 1,586 40.5% 88. HW owns any Internet video device for TV 1,586 40.5% 88. Travel (Adults) Travel (Adults) Took domestic trip in continental US last 12 months 557 7.5% 66. Spent on domestic vacations in last 12 months: \$1-999 723 9.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 77. Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% 8. Spent on domestic vacations in last 12 months: \$3,000+ 22,999 229 3.1% 8. Spent on domestic vacations in last 12 months: \$1,500-\$1,999 320 3.1% 8. Spent on domestic vacations in last 12 months: \$1,500-\$1,999 320 3.1% 8. Spent on foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 5. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,900-\$2,999 317 4 2.4% 66. Spent on foreign vacations in last 12 months: \$1,900-\$2,999 317 4 3.8% 38. Spent on foreign v	HH has Internet connectable TV	1,521	38.8%	91
HH owns 1 TV 1,050 26.8% 99. HH owns 2 TVs 1,050 26.8% 99. HH owns 3 TVs 933 23.8% 100. HH owns 3 TVs 933 23.8% 100. HH owns 4+ TVs 768 19.6% 99. HH subscribes to cable TV 1,234 31.5% 88. HH subscribes to cable TV 1,234 31.5% 88. HH subscribes to fiber optic 96 2.4% 49. HH purchased video game system in last 12 months 191 4.9% 66. HH owns any Internet video device for TV 1,586 40.5% 88. HH owns any Internet video device for TV 1,586 40.5% 88. HW owns any Internet video device for TV 1,586 40.5% 88. Travel (Adults) Travel (Adults) Took domestic trip in continental US last 12 months 557 7.5% 66. Spent on domestic vacations in last 12 months: \$1-999 723 9.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77. Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 77. Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% 8. Spent on domestic vacations in last 12 months: \$3,000+ 22,999 229 3.1% 8. Spent on domestic vacations in last 12 months: \$1,500-\$1,999 320 3.1% 8. Spent on domestic vacations in last 12 months: \$1,500-\$1,999 320 3.1% 8. Spent on foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 5. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,999 327 3.2% 44. Spent on foreign vacations in last 12 months: \$1,900-\$2,999 317 4 2.4% 66. Spent on foreign vacations in last 12 months: \$1,900-\$2,999 317 4 3.8% 38. Spent on foreign v	Own any portable MP3 player	885	12.0%	88
HH owns 3 TVs		719	18.3%	93
HH owns 4+ TVs 768 19.6% 99.6	HH owns 2 TVs	1,050	26.8%	98
HH subscribes to cable TV HH subscribes to fiber optic 96 2.4% 49 HH owns portable GPS navigation device 787 20.1% 98 HH purchased video game system in last 12 months 191 4.9% 89 HH purchased video device for TV 1,586 40.5% 89 Travel (Adults) Travel (Adults) Took domestic rip in continental US last 12 months 557 7.5% 66 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 5pent on domestic vacations in last 12 months: \$1,500-\$1,499 5pent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 70 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% Spent on domestic vacations in last 12 months: \$3,000+ 2.14 2.9% 49 Domestic travel in last 12 months: \$3,000+ 2.14 2.9% 49 Domestic travel in last 12 months: \$3,000+ 2.14 2.9% 49 Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 5 Spent on foreign vacations in last 12 months: \$1-999 3.37 3.29% 49 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 5pent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 5pent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 5pent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 5pent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 5pent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 5pent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 5pent on foreign vacations in last 12 months: \$3,000+ 187 Spent on foreign vacations in last 12 months: \$3,000+ 188 Spent on foreign vacations in last 12 months: \$3,000+ 187 Spent on foreign vacations in last 12 months: \$3,000+ 187 Spent on foreign vacations in last 12 months: \$3,000+ 188 Spent on foreign vacations in last 12 months: \$3,000+ 187 Spent on foreign vacations in last 12 months: \$3,000+ 187 Spent on foreign vacations in last 12 months: \$3,000+ 188 Spent on foreign vacations in last 12 months: \$3,000+ 189 Spent on foreign vacations in last 12 months: \$3,000+ 189 Spent on foreign vacations in last 12 months: \$3,000+ 189 Spent on f	HH owns 3 TVs		23.8%	108
HH subscribes to fiber optic 96 2.4% 48 HH owns portable GPS navigation device 787 20.1% 96 HH purchased video game system in last 12 months 191 4.9% 66 HH owns any Internet video device for TV 1,586 40.5% 86 Travel (Adults) Travel (Adults) Took domestic trip in continental US last 12 months 3,145 42.5% 86 Took 3+ domestic non-business trips in last 12 months 557 7.5% 66 Spent on domestic vacations in last 12 months: \$1,999 723 9.8% 77 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$3,000+ 214 2.9% 44 Domestic travel in last 12 months: \$3,000+ 214 2.9% 44 Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 5 Took 3+ foreign trips by plane in last 3 years 187 2.5% 3 Spent on foreign vacations in last 12 mo	HH owns 4+ TVs	768	19.6%	94
HH owns portable GPS navigation device HH purchased video game system in last 12 months HI owns any Internet video device for TV 1,586 40.5% 87 Travel (Adults) Took domestic trip in continental US last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: \$1-999 723 9.8% 77 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 85 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 85 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 85 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 85 Spent on domestic vacations in last 12 months: \$1,000-\$2,999 218 82.9% 77 Spent on domestic vacations in last 12 months: \$3,000+ 214 2.9% 47 Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 17.00 17.10 17.10 17.10 18.	HH subscribes to cable TV	1,234	31.5%	85
HH purchased video game system in last 12 months 1,586 40.5% 88 Travel (Adults) Took domestic trip in continental US last 12 months 557 7.5% 66 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 75 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% 85 Spent on domestic vacations in last 12 months: \$3,000+ 22,999 229 3.1% 85 Spent on domestic vacations in last 12 months: \$3,000+ 22,999 229 3.1% 85 Spent on domestic vacations in last 12 months: \$3,000+ 214 2.9% 45 Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 55 Took 3+ foreign trips by plane in last 3 years 1,263 17.1% 55 Took 3+ foreign vacations in last 12 months: \$1-999 237 3.2% 44 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 32 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 22,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 22,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on fore	HH subscribes to fiber optic	96	2.4%	45
HH purchased video game system in last 12 months 1,586 40.5% 88 Travel (Adults) Took domestic trip in continental US last 12 months 557 7.5% 66 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 75 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 77 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% 85 Spent on domestic vacations in last 12 months: \$3,000+ 22,999 229 3.1% 85 Spent on domestic vacations in last 12 months: \$3,000+ 22,999 229 3.1% 85 Spent on domestic vacations in last 12 months: \$3,000+ 214 2.9% 45 Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 55 Took 3+ foreign trips by plane in last 3 years 1,263 17.1% 55 Took 3+ foreign vacations in last 12 months: \$1-999 237 3.2% 44 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 32 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 22,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 22,999 174 2.4% 66 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 44 Spent on fore	HH owns portable GPS navigation device	787	20.1%	98
### HH owns any Internet video device for TV 1,586 40.5% 887 **Travel (Adults) Took domestic trip in continental US last 12 months 3,145 42.5% 807 508 3+ domestic non-business trips in last 12 months 557 7.5% 608 Spent on domestic vacations in last 12 months: \$1-999 723 9.8% 775 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 775 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 229 3.1% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 12 months: used general travel website 1006 1006 1006 1007 1008 1008 1009 10		191	4.9%	63
Took domestic trip in continental US last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: \$1-999 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 12 months: used general travel website Took foreign trip (including Alaska and Hawaii) in last 3 years Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1-999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Took or		1,586	40.5%	89
Took domestic trip in continental US last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: \$1-999 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 12 months: used general travel website Took foreign trip (including Alaska and Hawaii) in last 3 years Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1-999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Took 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Took 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Took 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Took or of oreign vacations in last 12 months: \$1,000-\$2,999 Took or of oreign vacations in last 12 months: \$1,000-\$2,999 Nights spent in hotel/motel in last 12 months: any Took cruise of more than one day in last 3 years Member of any frequent flyer program Sent on foreign vacations in last 12 months: any Took cruise of more than one day in last 3 years Took or of any frequent flyer program	Travel (Adults)			
Took 3+ domestic non-business trips in last 12 months 557 7.5% 66 Spent on domestic vacations in last 12 months: \$1-999 723 9.8% 78 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 352 4.8% 77 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 78 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% 80 Spent on domestic vacations in last 12 months: \$3,000+ 214 2.9% 48 Domestic travel in last 12 months: used general travel website 214 2.9% 49 Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 50 Took 3+ foreign trips by plane in last 3 years 187 2.5% 33 Spent on foreign vacations in last 12 months: \$1-999 237 3.2% 44 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 60 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 43 Foreign travel in last 3 years: used general travel website 209 2.8% 43 Nights spent in hotel/motel in last 12 months: any 2,837		3,145	42.5%	80
Spent on domestic vacations in last 12 months: \$1,000-\$1,4993524.8%77Spent on domestic vacations in last 12 months: \$1,500-\$1,9992182.9%76Spent on domestic vacations in last 12 months: \$2,000-\$2,9992293.1%81Spent on domestic vacations in last 12 months: \$3,000+2142.9%44Domestic travel in last 12 months: used general travel website2142.9%45Took foreign trip (including Alaska and Hawaii) in last 3 years1,26317.1%55Took 3+ foreign trips by plane in last 3 years1872.5%33Spent on foreign vacations in last 12 months: \$1-9992373.2%46Spent on foreign vacations in last 12 months: \$1,000-\$2,9991742.4%66Spent on foreign vacations in last 12 months: \$3,000+1872.5%43Foreign travel in last 3 years: used general travel website2092.8%43Nights spent in hotel/motel in last 12 months: any2,83738.4%88Took cruise of more than one day in last 3 years5797.8%73Member of any frequent flyer program86811.7%43	Took 3+ domestic non-business trips in last 12 months		7.5%	60
Spent on domestic vacations in last 12 months: \$1,500-\$1,999 218 2.9% 76 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 229 3.1% 88 Spent on domestic vacations in last 12 months: \$3,000+ 214 2.9% 45 Domestic travel in last 12 months: used general travel website 214 2.9% 45 Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 55 Took 3+ foreign trips by plane in last 3 years 187 2.5% 32 Spent on foreign vacations in last 12 months: \$1-999 237 3.2% 44 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 65 Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 42 Foreign travel in last 3 years: used general travel website 209 2.8% 42 Nights spent in hotel/motel in last 12 months: any 2,837 38.4% 89 Took cruise of more than one day in last 3 years 579 7.8% 73 Member of any frequent flyer program 868 11.7% 47	Spent on domestic vacations in last 12 months: \$1-999	723	9.8%	78
Spent on domestic vacations in last 12 months: \$2,000-\$2,999 Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 12 months: used general travel website Took foreign trip (including Alaska and Hawaii) in last 3 years Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1-999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign vacations in last 12 months: \$3,000+ Toek 3+ foreign vacations in last 12 mo	Spent on domestic vacations in last 12 months: \$1,000-\$1,499	352	4.8%	77
Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 12 months: used general travel website Took foreign trip (including Alaska and Hawaii) in last 3 years Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1-999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Toek 3+ foreign va	Spent on domestic vacations in last 12 months: \$1,500-\$1,999	218	2.9%	78
Domestic travel in last 12 months: used general travel website Took foreign trip (including Alaska and Hawaii) in last 3 years Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1-999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Toe in foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website Nights spent in hotel/motel in last 12 months: any Took cruise of more than one day in last 3 years Member of any frequent flyer program 214 2.9% 42 43 44 2.9% 44 2.5% 44 65 65 67 78 78 79 70 70 70 70 70 70 70 70 70	Spent on domestic vacations in last 12 months: \$2,000-\$2,999	229	3.1%	82
Took foreign trip (including Alaska and Hawaii) in last 3 years 1,263 17.1% 55. Took 3+ foreign trips by plane in last 3 years 187 2.5% 35. Spent on foreign vacations in last 12 months: \$1-999 237 3.2% 45. Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 2.4% 65. Spent on foreign vacations in last 12 months: \$3,000+ 187 2.5% 45. Foreign travel in last 3 years: used general travel website 209 2.8% 45. Nights spent in hotel/motel in last 12 months: any 2,837 38.4% 85. Took cruise of more than one day in last 3 years 579 7.8% 75. Member of any frequent flyer program 868 11.7% 45.	Spent on domestic vacations in last 12 months: \$3,000+	214	2.9%	45
Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1-999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website Nights spent in hotel/motel in last 12 months: any 7. Took cruise of more than one day in last 3 years Member of any frequent flyer program 187 2.5% 3.2% 4.4 2.4% 5.5% 4.7 4.7 5.7 6.8 7.8 7.9 7.8 7.9 7.8 7.9 7.8 7.9 7.9	Domestic travel in last 12 months: used general travel website	214	2.9%	49
Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1-999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 174 Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website Nights spent in hotel/motel in last 12 months: any 7. Took cruise of more than one day in last 3 years Member of any frequent flyer program 187 2.5% 3.2% 4.4 2.4% 5.5% 4.7 4.7 5.7 6.8 7.8 7.9 7.8 7.9 7.8 7.9 7.8 7.9 7.9	Took foreign trip (including Alaska and Hawaii) in last 3 years	1,263	17.1%	51
Spent on foreign vacations in last 12 months: \$1,000-\$2,9991742.4%6.Spent on foreign vacations in last 12 months: \$3,000+1872.5%4.Foreign travel in last 3 years: used general travel website2092.8%4.Nights spent in hotel/motel in last 12 months: any2,83738.4%8.Took cruise of more than one day in last 3 years5797.8%7.Member of any frequent flyer program86811.7%4.			2.5%	32
Spent on foreign vacations in last 12 months: \$1,000-\$2,9991742.4%6.Spent on foreign vacations in last 12 months: \$3,000+1872.5%4.Foreign travel in last 3 years: used general travel website2092.8%4.Nights spent in hotel/motel in last 12 months: any2,83738.4%8.Took cruise of more than one day in last 3 years5797.8%7.Member of any frequent flyer program86811.7%4.	Spent on foreign vacations in last 12 months: \$1-999	237	3.2%	44
Spent on foreign vacations in last 12 months: \$3,000+1872.5%4.Foreign travel in last 3 years: used general travel website2092.8%4.Nights spent in hotel/motel in last 12 months: any2,83738.4%8.Took cruise of more than one day in last 3 years5797.8%7.Member of any frequent flyer program86811.7%4.				61
Foreign travel in last 3 years: used general travel website 209 2.8% 4. Nights spent in hotel/motel in last 12 months: any 2,837 38.4% 8! Took cruise of more than one day in last 3 years 579 7.8% 7. Member of any frequent flyer program 868 11.7% 4.	- · · · · · · · · · · · · · · · · · · ·			42
Nights spent in hotel/motel in last 12 months: any2,83738.4%8!Took cruise of more than one day in last 3 years5797.8%7.9%Member of any frequent flyer program86811.7%4.9%	· · · · · · · · · · · · · · · · · · ·			43
Took cruise of more than one day in last 3 years5797.8%7.3Member of any frequent flyer program86811.7%4.3	, ,			85
Member of any frequent flyer program 868 11.7% 43				73
				47
	Member of any hotel rewards program	1,358		71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

October 05, 2022

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