



Retail Market Potential

Los Alamos MainStreet

Los Alamos, NM
190 Central Park Sq
Los Alamos, NM 87544-4001

Site Type: Rings

Latitude: 35.88304
Longitude: -106.30041
Radius: 10 Miles

Demographic Summary	2009	2014
Population	19,510	19,899
Total Number of Adults	15,145	15,554
Households	8,177	8,391
Median Household Income	\$104,813	\$105,391

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	8,268	54.6%	108
Bought any women's apparel in last 12 months	7,330	48.4%	106
Bought apparel for child <13 in last 6 months	4,198	27.7%	98
Bought any shoes in last 12 months	8,455	55.8%	107
Bought costume jewelry in last 12 months	3,494	23.1%	111
Bought any fine jewelry in last 12 months	3,723	24.6%	107
Bought a watch in last 12 months	2,960	19.5%	95
Automobiles (Households)			
HH owns/leases any vehicle	7,689	94.0%	108
HH bought new vehicle in last 12 months	929	11.4%	138
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,117	93.2%	107
Bought/changed motor oil in last 12 months	7,299	48.2%	93
Had tune-up in last 12 months	5,341	35.3%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,462	69.1%	110
Drank regular cola in last 6 months	6,733	44.5%	85
Drank beer/ale in last 6 months	7,137	47.1%	111
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,380	15.7%	106
Bought film in last 12 months	3,828	25.3%	107
Bought digital camera in last 12 months	1,374	9.1%	129
Bought memory card for camera in last 12 months	1,486	9.8%	129
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	4,799	31.7%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,388	29.0%	112
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,223	34.5%	109
Avg monthly cell/mobile phone/PDA bill: \$100+	2,716	17.9%	117
Computers (Households)			
HH owns a personal computer	7,066	86.4%	120
HH spent <\$500 on home PC	769	9.4%	104
HH spent \$500-\$999 on home PC	1,675	20.5%	112
HH spent \$1000-\$1499 on home PC	1,582	19.3%	131
HH spent \$1500-\$1999 on home PC	930	11.4%	137
Spent \$2000+ on home PC	930	11.4%	147

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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,214	60.8%	102
Bought cigarettes at convenience store in last 30 days	1,631	10.8%	73
Bought gas at convenience store in last 30 days	4,441	29.3%	88
Spent at convenience store in last 30 days: <\$20	1,864	12.3%	127
Spent at convenience store in last 30 days: \$20-39	1,728	11.4%	114
Spent at convenience store in last 30 days: \$40+	4,648	30.7%	87
Entertainment (Adults)			
Attended movies in last 6 months	10,037	66.3%	113
Went to live theater in last 6 months	2,862	18.9%	150
Went to a bar/night club in last 12 months	3,247	21.4%	117
Dined out in last 12 months	9,256	61.1%	125
Gambled at a casino in last 12 months	2,831	18.7%	116
Visited a theme park in last 12 months	3,990	26.3%	119
DVDs rented in last 30 days: 1	460	3.0%	114
DVDs rented in last 30 days: 2	884	5.8%	125
DVDs rented in last 30 days: 3	572	3.8%	122
DVDs rented in last 30 days: 4	656	4.3%	109
DVDs rented in last 30 days: 5+	2,235	14.8%	112
DVDs purchased in last 30 days: 1	888	5.9%	109
DVDs purchased in last 30 days: 2	871	5.8%	109
DVDs purchased in last 30 days: 3-4	746	4.9%	100
DVDs purchased in last 30 days: 5+	646	4.3%	79
Spent on toys/games in last 12 months: <\$50	864	5.7%	91
Spent on toys/games in last 12 months: \$50-\$99	376	2.5%	91
Spent on toys/games in last 12 months: \$100-\$199	1,178	7.8%	109
Spent on toys/games in last 12 months: \$200-\$499	1,729	11.4%	110
Spent on toys/games in last 12 months: \$500+	1,136	7.5%	136
Financial (Adults)			
Have home mortgage (1st)	3,913	25.8%	142
Used ATM/cash machine in last 12 months	9,112	60.2%	119
Own any stock	2,182	14.4%	160
Own U.S. savings bond	1,538	10.2%	143
Own shares in mutual fund (stock)	2,361	15.6%	166
Own shares in mutual fund (bonds)	1,453	9.6%	166
Used full service brokerage firm in last 12 months	1,384	9.1%	150
Used discount brokerage firm in last 12 months	413	2.7%	138
Have 401K retirement savings	3,617	23.9%	145
Own any credit/debit card (in own name)	12,768	84.3%	115
Avg monthly credit card expenditures: <\$111	2,135	14.1%	96
Avg monthly credit card expenditures: \$111-225	1,425	9.4%	104
Avg monthly credit card expenditures: \$226-450	1,566	10.3%	120
Avg monthly credit card expenditures: \$451-700	1,356	9.0%	125
Avg monthly credit card expenditures: \$701+	3,423	22.6%	165

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,648	70.3%	101
Used bread in last 6 months	14,681	96.9%	101
Used chicken/turkey (fresh or frozen) in last 6 months	11,635	76.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	8,230	54.3%	107
Used fresh fruit/vegetables in last 6 months	13,597	89.8%	104
Used fresh milk in last 6 months	13,898	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	5,278	34.8%	118
Exercise at club 2+ times per week	2,672	17.6%	153
Visited a doctor in last 12 months	12,756	84.2%	108
Used vitamin/dietary supplement in last 6 months	8,213	54.2%	114
Home (Households)			
Any home improvement in last 12 months	3,183	38.9%	125
Used housekeeper/maid/professional cleaning service in last 12 months	1,825	22.3%	142
Purchased any HH furnishing in last 12 months	1,014	12.4%	117
Purchased bedding/bath goods in last 12 months	4,619	56.5%	104
Purchased cooking/serving product in last 12 months	2,360	28.9%	106
Bought any kitchen appliance in last 12 months	1,654	20.2%	114
Insurance (Adults)			
Currently carry any life insurance	8,428	55.6%	115
Have medical/hospital/accident insurance	12,322	81.4%	112
Carry homeowner insurance	10,061	66.4%	125
Carry renter insurance	824	5.4%	90
Have auto/other vehicle insurance	13,862	91.5%	109
Pets (Households)			
HH owns any pet	4,369	53.4%	112
HH owns any cat	2,049	25.1%	108
HH owns any dog	3,089	37.8%	109
Reading Materials (Adults)			
Bought book in last 12 months	9,026	59.6%	120
Read any daily newspaper	7,548	49.8%	116
Heavy magazine reader	3,368	22.2%	112
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	12,124	80.1%	110
Went to family restaurant/steak house last mo: <2 times	4,232	27.9%	107
Went to family restaurant/steak house last mo: 2-4 times	4,597	30.4%	111
Went to family restaurant/steak house last mo: 5+ times	3,294	21.7%	111
Went to fast food/drive-in restaurant in last 6 mo	13,801	91.1%	102
Went to fast food/drive-in restaurant <5 times/mo	4,721	31.2%	102
Went to fast food/drive-in 5-12 times/mo	5,107	33.7%	107
Went to fast food/drive-in restaurant 13+ times/mo	3,973	26.2%	95
Fast food/drive-in last 6 mo: eat in	5,976	39.5%	103
Fast food/drive-in last 6 mo: home delivery	1,571	10.4%	93
Fast food/drive-in last 6 mo: take-out/drive-thru	8,127	53.7%	103
Fast food/drive-in last 6 mo: take-out/walk-in	4,355	28.8%	117

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,009	73.5%	114
HH average monthly long distance phone bill: <\$16	2,429	29.7%	107
HH average monthly long distance phone bill: \$16-25	1,129	13.8%	118
HH average monthly long distance phone bill: \$26-59	1,015	12.4%	128
HH average monthly long distance phone bill: \$60+	389	4.8%	108
Television & Sound Equipment (Households)			
HH owns 1 TV	1,259	15.4%	77
HH owns 2 TVs	2,072	25.3%	95
HH owns 3 TVs	1,944	23.8%	106
HH owns 4+ TVs	2,226	27.2%	130
HH subscribes to cable TV	5,730	70.1%	121
HH watched 15+ hours of cable TV last week	5,050	61.8%	103
Purchased audio equipment in last 12 months	689	8.4%	102
Purchased CD player in last 12 months	383	4.7%	89
Purchased DVD player in last 12 months	840	10.3%	97
Purchased MP3 player in last 12 months	989	12.1%	139
Purchased video game system in last 12 months	751	9.2%	106
Travel (Adults)			
Domestic travel in last 12 months	10,237	67.6%	128
Took 3+ domestic trips in last 12 months	4,296	28.4%	137
Spent on domestic vacations last 12 mo: <\$1000	2,213	14.6%	116
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,439	9.5%	137
Spent on domestic vacations last 12 mo: \$1500-\$1999	955	6.3%	157
Spent on domestic vacations last 12 mo: \$2000-\$2999	939	6.2%	151
Spent on domestic vacations last 12 mo: \$3000+	1,261	8.3%	172
Foreign travel in last 3 years	5,555	36.7%	146
Took 3+ foreign trips by plane in last 3 years	1,188	7.8%	173
Spent on foreign vacations last 12 mo: <\$1000	1,117	7.4%	134
Spent on foreign vacations last 12 mo: \$1000-\$2999	916	6.0%	152
Spent on foreign vacations: \$3000+	1,262	8.3%	179
Stayed 1+ nights at hotel/motel in last 12 months	8,075	53.3%	129

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Demographic Summary	2009	2014
Population	215,631	227,413
Total Number of Adults	165,777	175,487
Households	84,832	89,740
Median Household Income	\$55,110	\$56,498

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	83,205	50.2%	100
Bought any women's apparel in last 12 months	76,210	46.0%	101
Bought apparel for child <13 in last 6 months	46,648	28.1%	100
Bought any shoes in last 12 months	85,963	51.9%	99
Bought costume jewelry in last 12 months	33,791	20.4%	98
Bought any fine jewelry in last 12 months	38,461	23.2%	101
Bought a watch in last 12 months	33,078	20.0%	96
Automobiles (Households)			
HH owns/leases any vehicle	76,216	89.8%	103
HH bought new vehicle in last 12 months	7,246	8.5%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	147,950	89.2%	103
Bought/changed motor oil in last 12 months	86,865	52.4%	101
Had tune-up in last 12 months	54,937	33.1%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	103,974	62.7%	100
Drank regular cola in last 6 months	84,131	50.7%	97
Drank beer/ale in last 6 months	70,443	42.5%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	24,369	14.7%	99
Bought film in last 12 months	40,183	24.2%	103
Bought digital camera in last 12 months	11,076	6.7%	95
Bought memory card for camera in last 12 months	12,496	7.5%	99
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	48,388	29.2%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	42,779	25.8%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	52,800	31.9%	100
Avg monthly cell/mobile phone/PDA bill: \$100+	26,666	16.1%	105
Computers (Households)			
HH owns a personal computer	62,223	73.3%	102
HH spent <\$500 on home PC	7,411	8.7%	96
HH spent \$500-\$999 on home PC	15,894	18.7%	102
HH spent \$1000-\$1499 on home PC	12,667	14.9%	101
HH spent \$1500-\$1999 on home PC	7,060	8.3%	100
Spent \$2000+ on home PC	7,084	8.4%	108

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	98,180	59.2%	99
Bought cigarettes at convenience store in last 30 days	23,587	14.2%	96
Bought gas at convenience store in last 30 days	53,955	32.5%	98
Spent at convenience store in last 30 days: <\$20	16,597	10.0%	103
Spent at convenience store in last 30 days: \$20-39	16,335	9.9%	99
Spent at convenience store in last 30 days: \$40+	56,024	33.8%	96
Entertainment (Adults)			
Attended movies in last 6 months	96,959	58.5%	100
Went to live theater in last 6 months	23,113	13.9%	111
Went to a bar/night club in last 12 months	29,890	18.0%	98
Dined out in last 12 months	82,753	49.9%	102
Gambled at a casino in last 12 months	26,471	16.0%	99
Visited a theme park in last 12 months	36,557	22.1%	99
DVDs rented in last 30 days: 1	4,737	2.9%	108
DVDs rented in last 30 days: 2	7,936	4.8%	102
DVDs rented in last 30 days: 3	5,229	3.2%	102
DVDs rented in last 30 days: 4	6,884	4.2%	104
DVDs rented in last 30 days: 5+	22,142	13.4%	102
DVDs purchased in last 30 days: 1	8,656	5.2%	97
DVDs purchased in last 30 days: 2	8,424	5.1%	97
DVDs purchased in last 30 days: 3-4	7,670	4.6%	94
DVDs purchased in last 30 days: 5+	8,806	5.3%	98
Spent on toys/games in last 12 months: <\$50	10,022	6.0%	97
Spent on toys/games in last 12 months: \$50-\$99	4,168	2.5%	92
Spent on toys/games in last 12 months: \$100-\$199	12,487	7.5%	106
Spent on toys/games in last 12 months: \$200-\$499	17,833	10.8%	104
Spent on toys/games in last 12 months: \$500+	8,777	5.3%	96
Financial (Adults)			
Have home mortgage (1st)	32,246	19.5%	107
Used ATM/cash machine in last 12 months	86,065	51.9%	102
Own any stock	16,394	9.9%	110
Own U.S. savings bond	11,601	7.0%	99
Own shares in mutual fund (stock)	17,417	10.5%	112
Own shares in mutual fund (bonds)	10,684	6.4%	112
Used full service brokerage firm in last 12 months	10,937	6.6%	109
Used discount brokerage firm in last 12 months	3,389	2.0%	104
Have 401K retirement savings	28,042	16.9%	102
Own any credit/debit card (in own name)	123,534	74.5%	102
Avg monthly credit card expenditures: <\$111	23,283	14.0%	96
Avg monthly credit card expenditures: \$111-225	14,233	8.6%	95
Avg monthly credit card expenditures: \$226-450	13,783	8.3%	97
Avg monthly credit card expenditures: \$451-700	12,369	7.5%	104
Avg monthly credit card expenditures: \$701+	26,293	15.9%	116

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	115,729	69.8%	101
Used bread in last 6 months	159,743	96.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	122,700	74.0%	99
Used fish/seafood (fresh or frozen) in last 6 months	85,548	51.6%	101
Used fresh fruit/vegetables in last 6 months	144,578	87.2%	101
Used fresh milk in last 6 months	151,289	91.3%	101
Health (Adults)			
Exercise at home 2+ times per week	49,697	30.0%	102
Exercise at club 2+ times per week	20,256	12.2%	106
Visited a doctor in last 12 months	129,950	78.4%	100
Used vitamin/dietary supplement in last 6 months	81,680	49.3%	103
Home (Households)			
Any home improvement in last 12 months	27,529	32.5%	104
Used housekeeper/maid/professional cleaning service in last 12 months	14,943	17.6%	112
Purchased any HH furnishing in last 12 months	9,071	10.7%	101
Purchased bedding/bath goods in last 12 months	45,769	54.0%	99
Purchased cooking/serving product in last 12 months	23,045	27.2%	100
Bought any kitchen appliance in last 12 months	15,324	18.1%	102
Insurance (Adults)			
Currently carry any life insurance	80,196	48.4%	100
Have medical/hospital/accident insurance	120,758	72.8%	100
Carry homeowner insurance	91,135	55.0%	104
Carry renter insurance	9,987	6.0%	100
Have auto/other vehicle insurance	143,662	86.7%	103
Pets (Households)			
HH owns any pet	42,312	49.9%	105
HH owns any cat	20,408	24.1%	103
HH owns any dog	30,585	36.1%	104
Reading Materials (Adults)			
Bought book in last 12 months	84,429	50.9%	103
Read any daily newspaper	69,697	42.0%	98
Heavy magazine reader	31,785	19.2%	96
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	121,511	73.3%	100
Went to family restaurant/steak house last mo: <2 times	42,752	25.8%	99
Went to family restaurant/steak house last mo: 2-4 times	46,533	28.1%	102
Went to family restaurant/steak house last mo: 5+ times	32,228	19.4%	100
Went to fast food/drive-in restaurant in last 6 mo	148,933	89.8%	100
Went to fast food/drive-in restaurant <5 times/mo	51,097	30.8%	101
Went to fast food/drive-in 5-12 times/mo	52,381	31.6%	100
Went to fast food/drive-in restaurant 13+ times/mo	45,452	27.4%	99
Fast food/drive-in last 6 mo: eat in	62,998	38.0%	99
Fast food/drive-in last 6 mo: home delivery	17,611	10.6%	96
Fast food/drive-in last 6 mo: take-out/drive-thru	87,019	52.5%	100
Fast food/drive-in last 6 mo: take-out/walk-in	40,864	24.6%	100

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	55,822	65.8%	102
HH average monthly long distance phone bill: <\$16	23,605	27.8%	100
HH average monthly long distance phone bill: \$16-25	10,422	12.3%	105
HH average monthly long distance phone bill: \$26-59	8,358	9.9%	101
HH average monthly long distance phone bill: \$60+	3,826	4.5%	103
Television & Sound Equipment (Households)			
HH owns 1 TV	16,232	19.1%	96
HH owns 2 TVs	22,421	26.4%	100
HH owns 3 TVs	19,133	22.6%	101
HH owns 4+ TVs	18,191	21.4%	102
HH subscribes to cable TV	48,608	57.3%	99
HH watched 15+ hours of cable TV last week	50,098	59.1%	98
Purchased audio equipment in last 12 months	6,698	7.9%	95
Purchased CD player in last 12 months	4,314	5.1%	97
Purchased DVD player in last 12 months	8,887	10.5%	99
Purchased MP3 player in last 12 months	7,228	8.5%	98
Purchased video game system in last 12 months	6,922	8.2%	94
Travel (Adults)			
Domestic travel in last 12 months	91,294	55.1%	104
Took 3+ domestic trips in last 12 months	36,742	22.2%	107
Spent on domestic vacations last 12 mo: <\$1000	20,709	12.5%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	11,939	7.2%	104
Spent on domestic vacations last 12 mo: \$1500-\$1999	7,185	4.3%	108
Spent on domestic vacations last 12 mo: \$2000-\$2999	6,872	4.1%	101
Spent on domestic vacations last 12 mo: \$3000+	8,885	5.4%	111
Foreign travel in last 3 years	44,076	26.6%	106
Took 3+ foreign trips by plane in last 3 years	8,278	5.0%	110
Spent on foreign vacations last 12 mo: <\$1000	9,872	6.0%	108
Spent on foreign vacations last 12 mo: \$1000-\$2999	7,216	4.4%	109
Spent on foreign vacations: \$3000+	8,789	5.3%	114
Stayed 1+ nights at hotel/motel in last 12 months	71,180	42.9%	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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.