



ESRI
 5th Ave. - Seattle
 610 5th Ave
 Seattle, WA 98104

Electronics & Internet Market Potential

Sample

Latitude: 47.603752
 Longitude: -122.329315
 Radius: 1.0 mile

Site Type: Radius

Demographic Summary	2008	2013
Population	37,935	41,203
Population 18+	35,498	38,583
Households	20,328	22,661
Median Household Income	\$34,379	\$47,913

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	13,716	38.3%	118
HH owns a personal computer	14,256	70.1%	100
Purchased home PC in last 12 months	3,992	19.6%	126
Purchased home PC 1-2 years ago	4,915	24.2%	114
Purchased home PC 3-4 years ago	3,980	19.6%	115
Purchased home PC 5+ years ago	1,453	7.1%	77
Spent <\$500 on home PC	1,971	9.7%	105
Spent \$500-999 on home PC	3,453	17.0%	100
Spent \$1000-1499 on home PC	3,362	16.5%	114
Spent \$1500-1999 on home PC	1,979	9.7%	114
Spent \$2000-2999 on home PC	2,720	13.4%	167
Purchased home PC at computer superstore	2,974	14.6%	121
Purchased home PC at department store	629	3.1%	81
Purchased home PC direct from manufacturer	3,458	17.0%	113
Purchased home PC at electronics store	1,700	8.4%	98
Purchased home PC on Internet	2,794	13.7%	176
HH owns desktop PC	9,008	44.3%	76
HH owns laptop/notebook/tablet PC	6,228	30.6%	158
HH owns any Apple/Apple Mac clone brand PC	2,232	11.0%	264
HH owns any IBM/IBM compatible brand PC	11,964	58.9%	92
Brand of PC that HH owns: Compaq	1,964	9.7%	102
Brand of PC that HH owns: Dell	5,169	25.4%	98
Brand of PC that HH owns: Gateway	1,064	5.2%	67
Brand of PC that HH owns: Hewlett Packard	2,101	10.3%	80
Brand of PC that HH owns: IBM	564	2.8%	102
Child (under 18) uses home PC	1,783	8.8%	42
HH owns CD burner	7,615	37.5%	106
HH owns CD ROM drive	7,989	39.3%	97
HH owns DVD drive	5,474	26.9%	111
HH owns LAN/network interface card	4,062	20.0%	161
HH owns inkjet printer	7,833	38.5%	89
HH owns laser printer	2,723	13.4%	105
HH owns removable cartridge storage device	1,500	7.4%	96
HH owns scanner	4,986	24.5%	91
HH owns PC speakers	7,175	35.3%	86
HH owns tape backup	497	2.4%	75
HH owns modem/fax modem	5,199	25.6%	104
HH owns software: accounting	1,868	9.2%	92
HH owns software: communications/fax	1,864	9.2%	100
HH owns software: database/filing	2,076	10.2%	109
HH owns software: desktop publishing	3,269	16.1%	120
HH owns software: education/training	2,234	11.0%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: entertainment/games	6,123	30.1%	100
HH owns software: personal finance/tax prep	2,929	14.4%	98
HH owns software: presentation graphics	2,781	13.7%	161
HH owns software: multimedia	3,873	19.1%	135
HH owns software: networking	2,751	13.5%	136
HH owns software: spreadsheet	5,145	25.3%	108
HH owns software: utility	2,346	11.5%	142
HH owns software: web authoring	1,534	7.5%	207
HH owns software: word processing	7,339	36.1%	108
Purchased computer book in last 12 months	1,801	8.9%	166
HH owns fax machine	1,256	6.2%	68
Purchased audio equipment in last 12 months	2,042	10.0%	126
Purchased headphones in last 12 months	1,281	6.3%	219
HH owns camcorder	2,246	11.0%	57
HH owns digital camcorder	1,023	5.0%	70
HH owns CD player	9,562	47.0%	98
Purchased CD player in last 12 months	1,159	5.7%	89
HH owns DVD player	10,909	53.7%	91
Purchased DVD player in last 12 months	2,793	13.7%	114
HH owns 1 TV	7,152	35.2%	173
HH owns 2 TVs	6,433	31.6%	121
HH owns 3 TVs	2,773	13.6%	63
HH owns 4+ TVs	2,151	10.6%	51
HH owns color floor TV	7,750	38.1%	104
HH owns color portable TV	9,602	47.2%	82
HH owns miniature screen TV (under 13")	1,616	7.9%	84
HH owns regular screen TV (13"-26")	8,918	43.9%	93
Most recent TV purchase: regular screen (13"-26")	6,224	30.6%	109
HH owns large screen TV (27"-35")	8,727	42.9%	88
Most recent TV purchase: large screen (27"-35")	6,963	34.3%	97
HH owns big screen TV (36"-42")	1,882	9.3%	78
Most recent TV purchase: big screen (36"-42")	1,228	6.0%	71
HH owns giant screen TV (over 42")	1,771	8.7%	91
Most recent TV purchase: giant screen (over 42")	1,552	7.6%	104
HH owns plasma TV	608	3.0%	87
HH owns projection TV	924	4.5%	85
HH owns VCR	9,096	44.7%	86
HH owns combination TV/VCR	2,098	10.3%	67
HH owns video game system	4,376	21.5%	72
Purchased video game system in last 12 months	696	3.4%	53
HH owns video game system: Game Boy	890	4.4%	55
HH owns video game system: Sony PlayStation	758	3.7%	61
HH owns video game system: Game Boy Advance	900	4.4%	54
HH owns video game system: Nintendo GameCube	662	3.3%	60
HH owns video game system: PlayStation 2	2,027	10.0%	59
HH owns video game system: Xbox	1,526	7.5%	95
Purchased 6+ video games in last 12 months	734	3.6%	74
HH owns MP3 player	4,792	23.6%	168
Purchased MP3 player in last 12 months	2,245	11.0%	147

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns Apple iPod	1,825	9.0%	171
Own Personal Digital Assistant (PDA)	3,204	8.9%	126
HH purchased Apple iPod in last 12 months	646	3.2%	120
Own Personal Digital Assistant (PDA): Palm	1,416	4.0%	121
Have any access to the Internet	30,757	85.9%	106
Have access to Internet: at home	23,436	65.4%	101
Have access to Internet: at work	16,484	46.0%	125
Have access to Internet: at school/library	11,761	32.8%	139
Have access to Internet: not hm/work/school/library	10,000	27.9%	160
Use Internet less than once a week	1,099	3.1%	67
Use Internet 1-2 times per week	1,502	4.2%	70
Use Internet 3-6 times per week	1,934	5.4%	69
Use Internet once a day	4,763	13.3%	120
Use Internet 2-4 times per day	7,388	20.6%	123
Use Internet 5 or more times per day	12,793	35.7%	182
Any Internet or online usage in last 30 days	26,713	74.6%	114
Used Internet in last 30 days: at home	22,113	61.7%	111
Used Internet in last 30 days: at work	15,378	42.9%	137
Used Internet in last 30 days: at school/library	6,813	19.0%	267
Used Internet/30 days: not home/work/school/library	5,616	15.7%	205
Internet last 30 days: used email	25,308	70.7%	125
Internet last 30 days: looked for employment	6,235	17.4%	170
Internet last 30 days: played games online	6,277	17.5%	97
Internet last 30 days: obtained new/used car info	3,616	10.1%	118
Internet last 30 days: made personal purchase	14,872	41.5%	154
Internet last 30 days: made business purchase	4,243	11.8%	133
Internet last 30 days: obtained real estate info	5,663	15.8%	152
Internet last 30 days: made travel plans	9,784	27.3%	166
Internet last 30 days: visited chat room	2,319	6.5%	133
Internet last 30 days: obtained medical info	7,236	20.2%	144
Internet last 30 days: obtained latest news	17,715	49.5%	151
Internet last 30 days: obtained sports news/info	9,504	26.5%	136
Internet last 30 days: obtained financial info	11,777	32.9%	161
Internet last 30 days: traded/tracked investments	6,290	17.6%	153
Internet last 30 days: downloaded music	9,383	26.2%	210
Internet last 30 days: watched online video	6,178	17.3%	188
Ordered anything on Internet in last 12 months	14,369	40.1%	129
Ordered on Internet/12 mo: airline ticket	8,360	23.3%	153
Ordered on Internet/12 mo: CD/tape	2,692	7.5%	147
Ordered on Internet/12 mo: clothing	6,649	18.6%	157
Ordered on Internet/12 mo: computer	2,041	5.7%	156
Ordered on Internet/12 mo: computer peripheral	2,117	5.9%	148
Ordered on Internet/12 mo: DVD	3,372	9.4%	152
Ordered on Internet/12 mo: flowers	3,031	8.5%	217
Ordered on Internet/12 mo: software	2,774	7.7%	144
Ordered on Internet/12 mo: ticket (concert/sports)	4,202	11.7%	153
Ordered on Internet/12 mo: toy	1,510	4.2%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from amazon.com in last 12 months	6,353	17.7%	158
Purchased item from barnes&noble.com in last 12 mo	1,644	4.6%	154
Purchased item from ebay.com in last 12 months	4,406	12.3%	142
Spent on Internet orders last 12 months: <\$100	1,717	4.8%	91
Spent on Internet orders last 12 months: \$100-199	2,092	5.8%	121
Spent on Internet orders last 12 months: \$200-499	3,045	8.5%	112
Spent on Internet orders last 12 months: \$500+	7,527	21.0%	168
Connection to Internet from home: dial-up modem	4,281	12.0%	59
Connection to Internet from home: cable modem	10,111	28.2%	132
Connection to Internet from home: DSL	7,503	21.0%	110
Connection to Internet from home: wireless	5,140	14.4%	284
Connection to Internet from home: any broadband	18,741	52.3%	124
DVDs rented in last 30 days: 1	1,389	3.9%	123
DVDs rented in last 30 days: 2	2,000	5.6%	106
DVDs rented in last 30 days: 3	1,844	5.1%	145
DVDs rented in last 30 days: 4	2,032	5.7%	134
DVDs rented in last 30 days: 5+	5,562	15.5%	115
Rented video tape/DVD last month: action/adventure	8,496	23.7%	116
Rented video tape/DVD last month: classic	1,708	4.8%	122
Rented video tape/DVD last month: comedy	9,365	26.1%	124
Rented video tape/DVD last month: drama	7,264	20.3%	142
Rented video tape/DVD last month: family/children	2,011	5.6%	66
Rented video tape/DVD last month: foreign	2,122	5.9%	284
Rented video tape/DVD last month: horror	3,108	8.7%	108
Rented video tape/DVD last month: romance	3,869	10.8%	142
Rented video tape/DVD last month: science fiction	2,271	6.3%	105
Bought video tape/DVD last month: action/adventure	2,597	7.3%	85
Bought video tape/DVD last month: comedy	3,061	8.5%	100
Bought video tape/DVD last month: drama	2,256	6.3%	119
Bought video tape/DVD last month: family/children	1,502	4.2%	68
Bought video tape/DVD last month: horror	968	2.7%	85
Bought video tape/DVD last month: romance	1,161	3.2%	125
Bought video tape/DVD last month: science fiction	1,137	3.2%	115
Bought blank video tape in last 6 months	3,072	8.6%	62
Bought 7+ blank video tapes in last 6 months	1,014	2.8%	80
DVDs purchased in last 30 days: 1	2,020	5.6%	106
DVDs purchased in last 30 days: 2	1,686	4.7%	87
DVDs purchased in last 30 days: 3-4	1,985	5.5%	101
DVDs purchased in last 30 days: 5+	1,803	5.0%	86

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought any camera in last 12 months	6,287	17.6%	98
Spent on cameras in last 12 months: \$200+	3,116	8.7%	150
Own APS (point & shoot or SLR) camera	1,466	4.1%	116
Own digital camera	10,513	29.4%	105
Bought digital camera in last 12 months	3,773	10.5%	136
Own instant developing camera	980	2.7%	90
Own 35mm auto focus point & shoot camera	2,003	5.6%	83
Own 35mm auto focus single lens reflex camera	856	2.4%	79
Own 35mm auto focus zoom camera	2,127	5.9%	72
Own 35mm single lens reflex camera	2,193	6.1%	145
Own Canon camera	5,022	14.0%	109
Own Fuji camera	1,853	5.2%	86
Own Kodak camera	4,556	12.7%	97
Bought Kodak camera in last 12 months	1,687	4.7%	101
Own Konica Minolta/Minolta camera	1,869	5.2%	138
Own Nikon camera	2,089	5.8%	118
Own Olympus camera	1,938	5.4%	94
Own Polaroid camera	927	2.6%	97
Bought any camera accessory in last 12 months	7,759	21.7%	112
Bought film in last 12 months	8,465	23.6%	87
Bought film in last 12 months: <3 rolls	2,500	7.0%	70
Bought film in last 12 months: 3-6 rolls	3,361	9.4%	95
Bought film in last 12 months: 7+ rolls	3,124	8.7%	116
Bought film in last 12 mo: APS (color prints)	1,532	4.3%	150
Bought film in last 12 mo: instant developing	806	2.3%	93
Bought film in last 12 mo: 35mm (color prints)	5,438	15.2%	79
Bought Fuji film in last 12 months	2,179	6.1%	71
Bought Kodak film in last 12 months	5,094	14.2%	79
Purchased film in last 12 mo: department store	1,293	3.6%	70
Purchased film in last 12 mo: discount store	2,817	7.9%	89
Purchased film in last 12 mo: drug store	2,275	6.4%	94
Purchased film in last 12 mo: grocery store	1,498	4.2%	96
Had film processed at department store	974	2.7%	87
Had film processed at discount store	1,748	4.9%	87
Had film processed at drug store	1,896	5.3%	87
Had film processed at grocery store	908	2.5%	89
Had film processed at 1 hour service store	844	2.4%	89
Bought memory card for camera in last 12 months	3,463	9.7%	141
Own memory card for camera	7,735	21.6%	115

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Demographic Summary

	2008	2013
Population	161,756	172,509
Population 18+	144,096	154,469
Households	87,217	94,334
Median Household Income	\$59,395	\$76,780

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	63,343	44.1%	136
HH owns a personal computer	68,121	78.1%	112
Purchased home PC in last 12 months	17,648	20.2%	130
Purchased home PC 1-2 years ago	21,927	25.1%	118
Purchased home PC 3-4 years ago	17,478	20.0%	118
Purchased home PC 5+ years ago	6,487	7.4%	80
Spent <\$500 on home PC	7,989	9.2%	100
Spent \$500-999 on home PC	15,065	17.3%	101
Spent \$1000-1499 on home PC	14,894	17.1%	117
Spent \$1500-1999 on home PC	9,191	10.5%	123
Spent \$2000-2999 on home PC	12,263	14.1%	175
Purchased home PC at computer superstore	13,156	15.1%	125
Purchased home PC at department store	2,376	2.7%	71
Purchased home PC direct from manufacturer	15,384	17.6%	117
Purchased home PC at electronics store	7,424	8.5%	100
Purchased home PC on Internet	12,007	13.8%	177
HH owns desktop PC	46,285	53.1%	91
HH owns laptop/notebook/tablet PC	28,255	32.4%	167
HH owns any Apple/Apple Mac clone brand PC	9,818	11.3%	271
HH owns any IBM/IBM compatible brand PC	57,519	65.9%	103
Brand of PC that HH owns: Compaq	7,984	9.2%	97
Brand of PC that HH owns: Dell	25,978	29.8%	115
Brand of PC that HH owns: Gateway	4,636	5.3%	68
Brand of PC that HH owns: Hewlett Packard	8,894	10.2%	79
Brand of PC that HH owns: IBM	2,664	3.1%	113
Child (under 18) uses home PC	9,790	11.2%	54
HH owns CD burner	35,352	40.5%	114
HH owns CD ROM drive	37,925	43.5%	107
HH owns DVD drive	26,076	29.9%	124
HH owns LAN/network interface card	16,772	19.2%	155
HH owns inkjet printer	37,572	43.1%	99
HH owns laser printer	12,380	14.2%	111
HH owns removable cartridge storage device	6,784	7.8%	102
HH owns scanner	22,136	25.4%	95
HH owns PC speakers	35,206	40.4%	99
HH owns tape backup	2,215	2.5%	78
HH owns modem/fax modem	22,747	26.1%	106
HH owns software: accounting	8,586	9.8%	99
HH owns software: communications/fax	8,624	9.9%	108
HH owns software: database/filing	8,897	10.2%	109
HH owns software: desktop publishing	13,983	16.0%	119
HH owns software: education/training	9,607	11.0%	106

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HH owns software: entertainment/games	27,847	31.9%	105
HH owns software: personal finance/tax prep	13,202	15.1%	103
HH owns software: presentation graphics	11,471	13.2%	155
HH owns software: multimedia	16,535	19.0%	134
HH owns software: networking	11,690	13.4%	135
HH owns software: spreadsheet	24,413	28.0%	120
HH owns software: utility	9,681	11.1%	137
HH owns software: web authoring	6,114	7.0%	192
HH owns software: word processing	34,398	39.4%	117
Purchased computer book in last 12 months	7,569	8.7%	162
HH owns fax machine	6,785	7.8%	86
Purchased audio equipment in last 12 months	8,260	9.5%	119
Purchased headphones in last 12 months	4,816	5.5%	192
HH owns camcorder	12,000	13.8%	70
HH owns digital camcorder	5,190	6.0%	83
HH owns CD player	43,138	49.5%	103
Purchased CD player in last 12 months	4,689	5.4%	84
HH owns DVD player	50,996	58.5%	99
Purchased DVD player in last 12 months	11,239	12.9%	107
HH owns 1 TV	28,328	32.5%	160
HH owns 2 TVs	27,091	31.1%	119
HH owns 3 TVs	13,489	15.5%	71
HH owns 4+ TVs	9,180	10.5%	50
HH owns color floor TV	34,462	39.5%	108
HH owns color portable TV	42,635	48.9%	85
HH owns miniature screen TV (under 13")	7,178	8.2%	86
HH owns regular screen TV (13"-26")	40,357	46.3%	98
Most recent TV purchase: regular screen (13"-26")	27,080	31.0%	111
HH owns large screen TV (27"-35")	38,352	44.0%	90
Most recent TV purchase: large screen (27"-35")	29,784	34.1%	97
HH owns big screen TV (36"-42")	9,079	10.4%	87
Most recent TV purchase: big screen (36"-42")	6,181	7.1%	83
HH owns giant screen TV (over 42")	7,709	8.8%	93
Most recent TV purchase: giant screen (over 42")	6,598	7.6%	103
HH owns plasma TV	3,012	3.5%	101
HH owns projection TV	4,137	4.7%	89
HH owns VCR	41,921	48.1%	92
HH owns combination TV/VCR	10,035	11.5%	75
HH owns video game system	20,423	23.4%	78
Purchased video game system in last 12 months	3,347	3.8%	59
HH owns video game system: Game Boy	4,441	5.1%	64
HH owns video game system: Sony PlayStation	3,274	3.8%	62
HH owns video game system: Game Boy Advance	4,223	4.8%	59
HH owns video game system: Nintendo GameCube	3,008	3.4%	64
HH owns video game system: PlayStation 2	9,772	11.2%	66
HH owns video game system: Xbox	6,489	7.4%	94
Purchased 6+ video games in last 12 months	3,275	3.8%	77
HH owns MP3 player	20,810	23.9%	170
Purchased MP3 player in last 12 months	10,027	11.5%	153

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns Apple iPod	8,319	9.5%	181
Own Personal Digital Assistant (PDA)	14,649	10.2%	144
HH purchased Apple iPod in last 12 months	3,105	3.6%	134
Own Personal Digital Assistant (PDA): Palm	6,705	4.7%	142
Have any access to the Internet	128,239	89.2%	110
Have access to Internet: at home	107,472	74.8%	116
Have access to Internet: at work	72,551	50.5%	137
Have access to Internet: at school/library	41,165	28.6%	121
Have access to Internet: not hm/work/school/library	33,464	23.3%	134
Use Internet less than once a week	4,133	2.9%	63
Use Internet 1-2 times per week	6,234	4.3%	72
Use Internet 3-6 times per week	8,017	5.6%	71
Use Internet once a day	18,003	12.5%	113
Use Internet 2-4 times per day	30,680	21.3%	128
Use Internet 5 or more times per day	51,014	35.5%	181
Any Internet or online usage in last 30 days	114,428	79.6%	122
Used Internet in last 30 days: at home	100,476	69.9%	125
Used Internet in last 30 days: at work	67,852	47.2%	151
Used Internet in last 30 days: at school/library	19,914	13.9%	194
Used Internet/30 days: not home/work/school/library	19,440	13.5%	177
Internet last 30 days: used email	107,191	74.6%	132
Internet last 30 days: looked for employment	23,784	16.5%	161
Internet last 30 days: played games online	25,301	17.6%	98
Internet last 30 days: obtained new/used car info	14,798	10.3%	121
Internet last 30 days: made personal purchase	62,292	43.3%	161
Internet last 30 days: made business purchase	19,585	13.6%	153
Internet last 30 days: obtained real estate info	23,410	16.3%	156
Internet last 30 days: made travel plans	44,080	30.7%	186
Internet last 30 days: visited chat room	9,472	6.6%	136
Internet last 30 days: obtained medical info	27,761	19.3%	138
Internet last 30 days: obtained latest news	74,353	51.7%	158
Internet last 30 days: obtained sports news/info	40,351	28.1%	144
Internet last 30 days: obtained financial info	47,843	33.3%	163
Internet last 30 days: traded/tracked investments	26,197	18.2%	159
Internet last 30 days: downloaded music	35,348	24.6%	197
Internet last 30 days: watched online video	24,739	17.2%	188
Ordered anything on Internet in last 12 months	62,350	43.4%	140
Ordered on Internet/12 mo: airline ticket	38,265	26.6%	174
Ordered on Internet/12 mo: CD/tape	11,477	8.0%	156
Ordered on Internet/12 mo: clothing	26,634	18.5%	157
Ordered on Internet/12 mo: computer	8,299	5.8%	158
Ordered on Internet/12 mo: computer peripheral	9,444	6.6%	164
Ordered on Internet/12 mo: DVD	14,287	9.9%	160
Ordered on Internet/12 mo: flowers	11,227	7.8%	201
Ordered on Internet/12 mo: software	12,220	8.5%	158
Ordered on Internet/12 mo: ticket (concert/sports)	18,490	12.9%	168
Ordered on Internet/12 mo: toy	7,393	5.1%	124

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.



ESRI
 5th Ave. - Seattle
 610 5th Ave
 Seattle, WA 98104

Electronics & Internet Market Potential

Sample

Latitude: 47.603752
 Longitude: -122.329315
 Radius: 3.0 mile

Site Type: Radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from amazon.com in last 12 months	28,828	20.1%	179
Purchased item from barnes&noble.com in last 12 mo	7,450	5.2%	174
Purchased item from ebay.com in last 12 months	17,581	12.2%	141
Spent on Internet orders last 12 months: <\$100	7,129	5.0%	94
Spent on Internet orders last 12 months: \$100-199	7,932	5.5%	115
Spent on Internet orders last 12 months: \$200-499	12,922	9.0%	118
Spent on Internet orders last 12 months: \$500+	31,983	22.3%	177
Connection to Internet from home: dial-up modem	19,626	13.7%	68
Connection to Internet from home: cable modem	41,514	28.9%	135
Connection to Internet from home: DSL	35,941	25.0%	131
Connection to Internet from home: wireless	18,166	12.6%	250
Connection to Internet from home: any broadband	86,242	60.0%	142
DVDs rented in last 30 days: 1	5,480	3.8%	121
DVDs rented in last 30 days: 2	7,258	5.0%	96
DVDs rented in last 30 days: 3	5,855	4.1%	115
DVDs rented in last 30 days: 4	7,222	5.0%	119
DVDs rented in last 30 days: 5+	22,608	15.7%	116
Rented video tape/DVD last month: action/adventure	32,021	22.3%	109
Rented video tape/DVD last month: classic	7,528	5.2%	134
Rented video tape/DVD last month: comedy	35,435	24.7%	117
Rented video tape/DVD last month: drama	29,220	20.3%	143
Rented video tape/DVD last month: family/children	8,731	6.1%	71
Rented video tape/DVD last month: foreign	8,239	5.7%	275
Rented video tape/DVD last month: horror	11,437	8.0%	99
Rented video tape/DVD last month: romance	14,990	10.4%	137
Rented video tape/DVD last month: science fiction	8,074	5.6%	93
Bought video tape/DVD last month: action/adventure	9,277	6.5%	76
Bought video tape/DVD last month: comedy	11,403	7.9%	93
Bought video tape/DVD last month: drama	7,886	5.5%	104
Bought video tape/DVD last month: family/children	5,866	4.1%	66
Bought video tape/DVD last month: horror	3,730	2.6%	82
Bought video tape/DVD last month: romance	4,010	2.8%	108
Bought video tape/DVD last month: science fiction	4,151	2.9%	105
Bought blank video tape in last 6 months	14,138	9.8%	71
Bought 7+ blank video tapes in last 6 months	3,851	2.7%	76
DVDs purchased in last 30 days: 1	7,587	5.3%	99
DVDs purchased in last 30 days: 2	6,694	4.7%	86
DVDs purchased in last 30 days: 3-4	7,106	4.9%	90
DVDs purchased in last 30 days: 5+	6,896	4.8%	82

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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5th Ave. - Seattle
610 5th Ave
Seattle, WA 98104

Site Type: Radius

Electronics & Internet Market Potential

Sample

Latitude: 47.603752
Longitude: -122.329315
Radius: 3.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought any camera in last 12 months	26,997	18.8%	105
Spent on cameras in last 12 months: \$200+	12,554	8.7%	151
Own APS (point & shoot or SLR) camera	6,175	4.3%	122
Own digital camera	49,113	34.2%	122
Bought digital camera in last 12 months	15,557	10.8%	139
Own instant developing camera	4,022	2.8%	92
Own 35mm auto focus point & shoot camera	8,335	5.8%	86
Own 35mm auto focus single lens reflex camera	4,231	2.9%	97
Own 35mm auto focus zoom camera	9,065	6.3%	76
Own 35mm single lens reflex camera	8,669	6.0%	143
Own Canon camera	23,580	16.4%	127
Own Fuji camera	6,788	4.7%	79
Own Kodak camera	16,280	11.3%	87
Bought Kodak camera in last 12 months	6,149	4.3%	92
Own Konica Minolta/Minolta camera	7,521	5.2%	138
Own Nikon camera	9,650	6.7%	135
Own Olympus camera	9,237	6.4%	112
Own Polaroid camera	3,328	2.3%	87
Bought any camera accessory in last 12 months	33,054	23.0%	119
Bought film in last 12 months	35,488	24.7%	91
Bought film in last 12 months: <3 rolls	10,771	7.5%	75
Bought film in last 12 months: 3-6 rolls	13,589	9.5%	95
Bought film in last 12 months: 7+ rolls	11,675	8.1%	108
Bought film in last 12 mo: APS (color prints)	4,499	3.1%	110
Bought film in last 12 mo: instant developing	2,966	2.1%	85
Bought film in last 12 mo: 35mm (color prints)	24,890	17.3%	90
Bought Fuji film in last 12 months	9,564	6.7%	78
Bought Kodak film in last 12 months	23,712	16.5%	91
Purchased film in last 12 mo: department store	4,451	3.1%	60
Purchased film in last 12 mo: discount store	9,816	6.8%	77
Purchased film in last 12 mo: drug store	10,095	7.0%	104
Purchased film in last 12 mo: grocery store	5,198	3.6%	83
Had film processed at department store	3,226	2.2%	72
Had film processed at discount store	6,135	4.3%	76
Had film processed at drug store	8,495	5.9%	98
Had film processed at grocery store	3,339	2.3%	82
Had film processed at 1 hour service store	3,095	2.2%	81
Bought memory card for camera in last 12 months	12,936	9.0%	131
Own memory card for camera	33,469	23.3%	124

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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



ESRI
 5th Ave. - Seattle
 610 5th Ave
 Seattle, WA 98104

Electronics & Internet Market Potential

Sample

Latitude: 47.603752
 Longitude: -122.329315
 Radius: 5.0 mile

Site Type: Radius

Demographic Summary	2008	2013
Population	362,138	380,991
Population 18+	312,085	330,419
Households	172,963	183,784
Median Household Income	\$65,639	\$80,976

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	132,945	42.6%	131
HH owns a personal computer	136,262	78.8%	113
Purchased home PC in last 12 months	33,887	19.6%	126
Purchased home PC 1-2 years ago	43,275	25.0%	118
Purchased home PC 3-4 years ago	34,759	20.1%	118
Purchased home PC 5+ years ago	13,344	7.7%	83
Spent <\$500 on home PC	15,555	9.0%	98
Spent \$500-999 on home PC	29,540	17.1%	100
Spent \$1000-1499 on home PC	29,889	17.3%	119
Spent \$1500-1999 on home PC	18,497	10.7%	125
Spent \$2000-2999 on home PC	22,713	13.1%	164
Purchased home PC at computer superstore	26,430	15.3%	126
Purchased home PC at department store	4,518	2.6%	69
Purchased home PC direct from manufacturer	29,886	17.3%	114
Purchased home PC at electronics store	15,252	8.8%	104
Purchased home PC on Internet	22,013	12.7%	163
HH owns desktop PC	97,436	56.3%	96
HH owns laptop/notebook/tablet PC	54,419	31.5%	162
HH owns any Apple/Apple Mac clone brand PC	18,228	10.5%	254
HH owns any IBM/IBM compatible brand PC	116,735	67.5%	106
Brand of PC that HH owns: Compaq	15,764	9.1%	96
Brand of PC that HH owns: Dell	52,943	30.6%	118
Brand of PC that HH owns: Gateway	10,278	5.9%	76
Brand of PC that HH owns: Hewlett Packard	18,516	10.7%	83
Brand of PC that HH owns: IBM	5,885	3.4%	125
Child (under 18) uses home PC	23,816	13.8%	66
HH owns CD burner	70,681	40.9%	115
HH owns CD ROM drive	76,461	44.2%	109
HH owns DVD drive	52,183	30.2%	125
HH owns LAN/network interface card	30,770	17.8%	144
HH owns inkjet printer	77,315	44.7%	103
HH owns laser printer	25,271	14.6%	114
HH owns removable cartridge storage device	14,013	8.1%	106
HH owns scanner	46,720	27.0%	101
HH owns PC speakers	73,118	42.3%	103
HH owns tape backup	4,965	2.9%	89
HH owns modem/fax modem	45,758	26.5%	108
HH owns software: accounting	17,480	10.1%	102
HH owns software: communications/fax	17,503	10.1%	111
HH owns software: database/filing	18,021	10.4%	112
HH owns software: desktop publishing	26,777	15.5%	115
HH owns software: education/training	18,331	10.6%	102

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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



5th Ave. - Seattle
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Seattle, WA 98104

Electronics & Internet Market Potential

Sample

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Radius: 5.0 mile

Site Type: Radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: entertainment/games	55,432	32.0%	106
HH owns software: personal finance/tax prep	26,698	15.4%	105
HH owns software: presentation graphics	21,299	12.3%	145
HH owns software: multimedia	31,310	18.1%	128
HH owns software: networking	22,187	12.8%	129
HH owns software: spreadsheet	48,770	28.2%	121
HH owns software: utility	17,685	10.2%	126
HH owns software: web authoring	10,511	6.1%	166
HH owns software: word processing	69,256	40.0%	119
Purchased computer book in last 12 months	13,567	7.8%	147
HH owns fax machine	15,077	8.7%	96
Purchased audio equipment in last 12 months	16,452	9.5%	119
Purchased headphones in last 12 months	8,543	4.9%	172
HH owns camcorder	26,341	15.2%	78
HH owns digital camcorder	11,206	6.5%	91
HH owns CD player	86,736	50.1%	104
Purchased CD player in last 12 months	9,355	5.4%	85
HH owns DVD player	103,938	60.1%	102
Purchased DVD player in last 12 months	22,042	12.7%	106
HH owns 1 TV	52,408	30.3%	149
HH owns 2 TVs	51,532	29.8%	114
HH owns 3 TVs	28,963	16.7%	77
HH owns 4+ TVs	22,088	12.8%	61
HH owns color floor TV	68,697	39.7%	108
HH owns color portable TV	86,963	50.3%	87
HH owns miniature screen TV (under 13")	14,666	8.5%	89
HH owns regular screen TV (13"-26")	80,723	46.7%	99
Most recent TV purchase: regular screen (13"-26")	53,189	30.8%	110
HH owns large screen TV (27"-35")	78,239	45.2%	93
Most recent TV purchase: large screen (27"-35")	60,164	34.8%	99
HH owns big screen TV (36"-42")	19,243	11.1%	93
Most recent TV purchase: big screen (36"-42")	13,451	7.8%	91
HH owns giant screen TV (over 42")	14,950	8.6%	91
Most recent TV purchase: giant screen (over 42")	12,531	7.2%	98
HH owns plasma TV	6,457	3.7%	109
HH owns projection TV	8,268	4.8%	90
HH owns VCR	85,809	49.6%	95
HH owns combination TV/VCR	22,005	12.7%	82
HH owns video game system	43,112	24.9%	83
Purchased video game system in last 12 months	7,785	4.5%	69
HH owns video game system: Game Boy	10,332	6.0%	75
HH owns video game system: Sony PlayStation	7,046	4.1%	67
HH owns video game system: Game Boy Advance	9,387	5.4%	67
HH owns video game system: Nintendo GameCube	6,731	3.9%	72
HH owns video game system: PlayStation 2	21,842	12.6%	75
HH owns video game system: Xbox	13,033	7.5%	95
Purchased 6+ video games in last 12 months	6,769	3.9%	80
HH owns MP3 player	40,096	23.2%	165
Purchased MP3 player in last 12 months	19,961	11.5%	153

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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5th Ave. - Seattle
610 5th Ave
Seattle, WA 98104

Electronics & Internet Market Potential

Sample

Latitude: 47.603752
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Radius: 5.0 mile

Site Type: Radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns Apple iPod	16,768	9.7%	184
Own Personal Digital Assistant (PDA)	32,176	10.3%	145
HH purchased Apple iPod in last 12 months	6,904	4.0%	150
Own Personal Digital Assistant (PDA): Palm	15,641	5.0%	153
Have any access to the Internet	278,383	89.2%	110
Have access to Internet: at home	237,808	76.2%	118
Have access to Internet: at work	153,322	49.1%	134
Have access to Internet: at school/library	95,093	30.5%	129
Have access to Internet: not hm/work/school/library	71,793	23.0%	132
Use Internet less than once a week	9,096	2.9%	64
Use Internet 1-2 times per week	14,616	4.7%	78
Use Internet 3-6 times per week	19,852	6.4%	81
Use Internet once a day	37,248	11.9%	107
Use Internet 2-4 times per day	65,756	21.1%	126
Use Internet 5 or more times per day	107,733	34.5%	176
Any Internet or online usage in last 30 days	248,907	79.8%	122
Used Internet in last 30 days: at home	219,833	70.4%	126
Used Internet in last 30 days: at work	140,266	44.9%	144
Used Internet in last 30 days: at school/library	46,349	14.9%	208
Used Internet/30 days: not home/work/school/library	42,517	13.6%	178
Internet last 30 days: used email	231,356	74.1%	131
Internet last 30 days: looked for employment	48,269	15.5%	151
Internet last 30 days: played games online	59,224	19.0%	105
Internet last 30 days: obtained new/used car info	31,248	10.0%	117
Internet last 30 days: made personal purchase	132,423	42.4%	158
Internet last 30 days: made business purchase	41,925	13.4%	151
Internet last 30 days: obtained real estate info	48,186	15.4%	148
Internet last 30 days: made travel plans	86,800	27.8%	169
Internet last 30 days: visited chat room	19,368	6.2%	128
Internet last 30 days: obtained medical info	57,202	18.3%	131
Internet last 30 days: obtained latest news	153,644	49.2%	150
Internet last 30 days: obtained sports news/info	86,501	27.7%	142
Internet last 30 days: obtained financial info	98,267	31.5%	154
Internet last 30 days: traded/tracked investments	53,621	17.2%	150
Internet last 30 days: downloaded music	73,145	23.4%	188
Internet last 30 days: watched online video	51,680	16.6%	181
Ordered anything on Internet in last 12 months	131,730	42.2%	136
Ordered on Internet/12 mo: airline ticket	77,099	24.7%	161
Ordered on Internet/12 mo: CD/tape	24,513	7.9%	154
Ordered on Internet/12 mo: clothing	54,279	17.4%	147
Ordered on Internet/12 mo: computer	16,369	5.2%	144
Ordered on Internet/12 mo: computer peripheral	19,623	6.3%	157
Ordered on Internet/12 mo: DVD	29,561	9.5%	152
Ordered on Internet/12 mo: flowers	20,991	6.7%	173
Ordered on Internet/12 mo: software	25,109	8.0%	149
Ordered on Internet/12 mo: ticket (concert/sports)	39,010	12.5%	163
Ordered on Internet/12 mo: toy	16,093	5.2%	125

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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Latitude: 47.603752
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 Radius: 5.0 mile

Site Type: Radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased item from amazon.com in last 12 months	58,141	18.6%	166
Purchased item from barnes&noble.com in last 12 mo	14,993	4.8%	161
Purchased item from ebay.com in last 12 months	36,314	11.6%	134
Spent on Internet orders last 12 months: <\$100	15,116	4.8%	92
Spent on Internet orders last 12 months: \$100-199	16,722	5.4%	111
Spent on Internet orders last 12 months: \$200-499	29,659	9.5%	125
Spent on Internet orders last 12 months: \$500+	62,254	19.9%	159
Connection to Internet from home: dial-up modem	42,870	13.7%	68
Connection to Internet from home: cable modem	91,289	29.3%	137
Connection to Internet from home: DSL	79,599	25.5%	134
Connection to Internet from home: wireless	38,632	12.4%	245
Connection to Internet from home: any broadband	190,154	60.9%	145
DVDs rented in last 30 days: 1	11,048	3.5%	113
DVDs rented in last 30 days: 2	15,821	5.1%	97
DVDs rented in last 30 days: 3	14,439	4.6%	130
DVDs rented in last 30 days: 4	15,315	4.9%	116
DVDs rented in last 30 days: 5+	47,024	15.1%	111
Rented video tape/DVD last month: action/adventure	67,176	21.5%	106
Rented video tape/DVD last month: classic	16,023	5.1%	132
Rented video tape/DVD last month: comedy	75,573	24.2%	114
Rented video tape/DVD last month: drama	58,544	18.8%	132
Rented video tape/DVD last month: family/children	19,866	6.4%	75
Rented video tape/DVD last month: foreign	16,354	5.2%	251
Rented video tape/DVD last month: horror	24,721	7.9%	99
Rented video tape/DVD last month: romance	28,771	9.2%	121
Rented video tape/DVD last month: science fiction	17,130	5.5%	91
Bought video tape/DVD last month: action/adventure	21,729	7.0%	82
Bought video tape/DVD last month: comedy	24,126	7.7%	90
Bought video tape/DVD last month: drama	17,298	5.5%	105
Bought video tape/DVD last month: family/children	13,335	4.3%	69
Bought video tape/DVD last month: horror	7,958	2.5%	80
Bought video tape/DVD last month: romance	9,112	2.9%	113
Bought video tape/DVD last month: science fiction	8,005	2.6%	93
Bought blank video tape in last 6 months	33,975	10.9%	78
Bought 7+ blank video tapes in last 6 months	8,591	2.8%	78
DVDs purchased in last 30 days: 1	17,262	5.5%	104
DVDs purchased in last 30 days: 2	15,446	4.9%	92
DVDs purchased in last 30 days: 3-4	15,627	5.0%	91
DVDs purchased in last 30 days: 5+	14,572	4.7%	80

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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Site Type: Radius

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Sample

Latitude: 47.603752
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Radius: 5.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought any camera in last 12 months	58,589	18.8%	105
Spent on cameras in last 12 months: \$200+	25,290	8.1%	140
Own APS (point & shoot or SLR) camera	12,982	4.2%	118
Own digital camera	104,597	33.5%	120
Bought digital camera in last 12 months	31,664	10.1%	131
Own instant developing camera	8,780	2.8%	93
Own 35mm auto focus point & shoot camera	18,944	6.1%	90
Own 35mm auto focus single lens reflex camera	9,402	3.0%	99
Own 35mm auto focus zoom camera	21,212	6.8%	82
Own 35mm single lens reflex camera	17,005	5.4%	129
Own Canon camera	50,169	16.1%	125
Own Fuji camera	15,001	4.8%	80
Own Kodak camera	34,752	11.1%	85
Bought Kodak camera in last 12 months	13,382	4.3%	92
Own Konica Minolta/Minolta camera	14,475	4.6%	122
Own Nikon camera	20,148	6.5%	130
Own Olympus camera	19,830	6.4%	110
Own Polaroid camera	7,766	2.5%	93
Bought any camera accessory in last 12 months	70,545	22.6%	117
Bought film in last 12 months	78,078	25.0%	92
Bought film in last 12 months: <3 rolls	26,542	8.5%	85
Bought film in last 12 months: 3-6 rolls	28,592	9.2%	92
Bought film in last 12 months: 7+ rolls	23,883	7.7%	102
Bought film in last 12 mo: APS (color prints)	9,168	2.9%	103
Bought film in last 12 mo: instant developing	6,525	2.1%	87
Bought film in last 12 mo: 35mm (color prints)	55,072	17.6%	91
Bought Fuji film in last 12 months	22,511	7.2%	85
Bought Kodak film in last 12 months	53,163	17.0%	94
Purchased film in last 12 mo: department store	9,912	3.2%	62
Purchased film in last 12 mo: discount store	22,182	7.1%	81
Purchased film in last 12 mo: drug store	22,525	7.2%	106
Purchased film in last 12 mo: grocery store	11,650	3.7%	86
Had film processed at department store	7,224	2.3%	74
Had film processed at discount store	13,662	4.4%	78
Had film processed at drug store	18,908	6.1%	100
Had film processed at grocery store	7,635	2.4%	86
Had film processed at 1 hour service store	6,662	2.1%	80
Bought memory card for camera in last 12 months	25,603	8.2%	119
Own memory card for camera	67,542	21.6%	115

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 Mediamark Research Inc. in a nationally representative survey of U.S. households.