



# Retail Market Potential Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 1 Miles

Demographic Summary	2009	2014
Population	13,772	14,622
Total Number of Adults	12,271	13,032
Households	5,974	6,404
Median Household Income	\$35,871	\$36,380

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	5,813	47.4%	94
Bought any women's apparel in last 12 months	5,428	44.2%	97
Bought apparel for child <13 in last 6 months	2,329	19.0%	67
Bought any shoes in last 12 months	6,350	51.7%	99
Bought costume jewelry in last 12 months	2,066	16.8%	81
Bought any fine jewelry in last 12 months	2,579	21.0%	92
Bought a watch in last 12 months	2,228	18.2%	88
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,944	82.7%	95
HH bought new vehicle in last 12 months	312	5.2%	63
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	10,371	84.5%	97
Bought/changed motor oil in last 12 months	6,155	50.2%	97
Had tune-up in last 12 months	3,893	31.7%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,117	58.0%	92
Drank regular cola in last 6 months	6,629	54.0%	103
Drank beer/ale in last 6 months	5,478	44.6%	105
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,920	15.6%	105
Bought film in last 12 months	2,964	24.2%	102
Bought digital camera in last 12 months	753	6.1%	87
Bought memory card for camera in last 12 months	968	7.9%	104
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	4,348	35.4%	120
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,459	28.2%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,768	30.7%	97
Avg monthly cell/mobile phone/PDA bill: \$100+	1,797	14.6%	95
<b>Computers (Households)</b>			
HH owns a personal computer	4,150	69.5%	97
HH spent <\$500 on home PC	752	12.6%	139
HH spent \$500-\$999 on home PC	988	16.5%	90
HH spent \$1000-\$1499 on home PC	862	14.4%	98
HH spent \$1500-\$1999 on home PC	460	7.7%	93
Spent \$2000+ on home PC	421	7.0%	91

**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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	7,738	63.1%	105
Bought cigarettes at convenience store in last 30 days	2,169	17.7%	120
Bought gas at convenience store in last 30 days	4,647	37.9%	114
Spent at convenience store in last 30 days: <\$20	1,184	9.6%	99
Spent at convenience store in last 30 days: \$20-39	1,073	8.7%	88
Spent at convenience store in last 30 days: \$40+	4,888	39.8%	113
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	7,617	62.1%	106
Went to live theater in last 6 months	1,612	13.1%	105
Went to a bar/night club in last 12 months	3,184	25.9%	142
Dined out in last 12 months	5,635	45.9%	94
Gambled at a casino in last 12 months	1,897	15.5%	96
Visited a theme park in last 12 months	2,519	20.5%	92
DVDs rented in last 30 days: 1	340	2.8%	104
DVDs rented in last 30 days: 2	703	5.7%	122
DVDs rented in last 30 days: 3	407	3.3%	107
DVDs rented in last 30 days: 4	652	5.3%	133
DVDs rented in last 30 days: 5+	1,427	11.6%	88
DVDs purchased in last 30 days: 1	860	7.0%	131
DVDs purchased in last 30 days: 2	713	5.8%	111
DVDs purchased in last 30 days: 3-4	399	3.3%	66
DVDs purchased in last 30 days: 5+	694	5.7%	105
Spent on toys/games in last 12 months: <\$50	726	5.9%	94
Spent on toys/games in last 12 months: \$50-\$99	316	2.6%	94
Spent on toys/games in last 12 months: \$100-\$199	839	6.8%	96
Spent on toys/games in last 12 months: \$200-\$499	994	8.1%	78
Spent on toys/games in last 12 months: \$500+	469	3.8%	69
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,597	13.0%	72
Used ATM/cash machine in last 12 months	6,554	53.4%	105
Own any stock	910	7.4%	82
Own U.S. savings bond	896	7.3%	103
Own shares in mutual fund (stock)	913	7.4%	79
Own shares in mutual fund (bonds)	553	4.5%	78
Used full service brokerage firm in last 12 months	534	4.4%	72
Used discount brokerage firm in last 12 months	297	2.4%	123
Have 401K retirement savings	1,426	11.6%	70
Own any credit/debit card (in own name)	8,862	72.2%	99
Avg monthly credit card expenditures: <\$111	2,243	18.3%	125
Avg monthly credit card expenditures: \$111-225	1,150	9.4%	104
Avg monthly credit card expenditures: \$226-450	955	7.8%	91
Avg monthly credit card expenditures: \$451-700	871	7.1%	99
Avg monthly credit card expenditures: \$701+	1,223	10.0%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	7,505	61.2%	88
Used bread in last 6 months	11,621	94.7%	98
Used chicken/turkey (fresh or frozen) in last 6 months	8,508	69.3%	93
Used fish/seafood (fresh or frozen) in last 6 months	5,300	43.2%	85
Used fresh fruit/vegetables in last 6 months	10,129	82.5%	96
Used fresh milk in last 6 months	10,934	89.1%	98
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,974	32.4%	110
Exercise at club 2+ times per week	1,580	12.9%	111
Visited a doctor in last 12 months	8,855	72.2%	92
Used vitamin/dietary supplement in last 6 months	5,640	46.0%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,308	21.9%	70
Used housekeeper/maid/professional cleaning service in last 12 months	663	11.1%	71
Purchased any HH furnishing in last 12 months	886	14.8%	140
Purchased bedding/bath goods in last 12 months	3,480	58.2%	107
Purchased cooking/serving product in last 12 months	1,897	31.7%	117
Bought any kitchen appliance in last 12 months	1,108	18.5%	105
<b>Insurance (Adults)</b>			
Currently carry any life insurance	4,413	36.0%	74
Have medical/hospital/accident insurance	7,368	60.0%	83
Carry homeowner insurance	3,716	30.3%	57
Carry renter insurance	995	8.1%	135
Have auto/other vehicle insurance	9,751	79.5%	94
<b>Pets (Households)</b>			
HH owns any pet	2,481	41.5%	87
HH owns any cat	1,410	23.6%	101
HH owns any dog	1,490	24.9%	72
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	6,303	51.4%	104
Read any daily newspaper	5,239	42.7%	100
Heavy magazine reader	2,793	22.8%	114
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	8,410	68.5%	94
Went to family restaurant/steak house last mo: <2 times	3,070	25.0%	96
Went to family restaurant/steak house last mo: 2-4 times	3,227	26.3%	96
Went to family restaurant/steak house last mo: 5+ times	2,110	17.2%	88
Went to fast food/drive-in restaurant in last 6 mo	10,967	89.4%	100
Went to fast food/drive-in restaurant <5 times/mo	3,705	30.2%	99
Went to fast food/drive-in 5-12 times/mo	3,299	26.9%	85
Went to fast food/drive-in restaurant 13+ times/mo	3,966	32.3%	117
Fast food/drive-in last 6 mo: eat in	4,945	40.3%	105
Fast food/drive-in last 6 mo: home delivery	1,373	11.2%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	6,470	52.7%	101
Fast food/drive-in last 6 mo: take-out/walk-in	3,185	26.0%	106

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	3,029	50.7%	79
HH average monthly long distance phone bill: <\$16	1,566	26.2%	94
HH average monthly long distance phone bill: \$16-25	569	9.5%	81
HH average monthly long distance phone bill: \$26-59	409	6.8%	70
HH average monthly long distance phone bill: \$60+	191	3.2%	73
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	1,906	31.9%	161
HH owns 2 TVs	1,690	28.3%	107
HH owns 3 TVs	1,071	17.9%	80
HH owns 4+ TVs	689	11.5%	55
HH subscribes to cable TV	3,510	58.7%	102
HH watched 15+ hours of cable TV last week	3,241	54.2%	90
Purchased audio equipment in last 12 months	619	10.4%	125
Purchased CD player in last 12 months	375	6.3%	119
Purchased DVD player in last 12 months	657	11.0%	104
Purchased MP3 player in last 12 months	588	9.8%	113
Purchased video game system in last 12 months	461	7.7%	89
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,186	50.4%	95
Took 3+ domestic trips in last 12 months	2,372	19.3%	93
Spent on domestic vacations last 12 mo: <\$1000	1,814	14.8%	117
Spent on domestic vacations last 12 mo: \$1000-\$1499	902	7.4%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	351	2.9%	71
Spent on domestic vacations last 12 mo: \$2000-\$2999	262	2.1%	52
Spent on domestic vacations last 12 mo: \$3000+	386	3.1%	65
Foreign travel in last 3 years	3,359	27.4%	109
Took 3+ foreign trips by plane in last 3 years	491	4.0%	88
Spent on foreign vacations last 12 mo: <\$1000	795	6.5%	118
Spent on foreign vacations last 12 mo: \$1000-\$2999	479	3.9%	98
Spent on foreign vacations: \$3000+	459	3.7%	80
Stayed 1+ nights at hotel/motel in last 12 months	4,968	40.5%	98

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Latitude: 45.68032  
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Radius: 3 Miles

Demographic Summary	2009	2014
Population	39,239	44,532
Total Number of Adults	32,689	37,008
Households	15,742	18,033
Median Household Income	\$43,553	\$45,839

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	16,533	50.6%	100
Bought any women's apparel in last 12 months	14,577	44.6%	98
Bought apparel for child <13 in last 6 months	7,198	22.0%	78
Bought any shoes in last 12 months	17,279	52.9%	101
Bought costume jewelry in last 12 months	6,077	18.6%	89
Bought any fine jewelry in last 12 months	7,186	22.0%	96
Bought a watch in last 12 months	6,271	19.2%	93
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	13,608	86.4%	99
HH bought new vehicle in last 12 months	1,088	6.9%	84
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	28,339	86.7%	100
Bought/changed motor oil in last 12 months	16,754	51.3%	99
Had tune-up in last 12 months	10,800	33.0%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	19,848	60.7%	97
Drank regular cola in last 6 months	16,810	51.4%	98
Drank beer/ale in last 6 months	14,661	44.9%	106
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	5,071	15.5%	104
Bought film in last 12 months	8,003	24.5%	104
Bought digital camera in last 12 months	2,247	6.9%	98
Bought memory card for camera in last 12 months	2,618	8.0%	105
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	11,044	33.8%	115
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,153	28.0%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	10,466	32.0%	101
Avg monthly cell/mobile phone/PDA bill: \$100+	5,064	15.5%	101
<b>Computers (Households)</b>			
HH owns a personal computer	11,614	73.8%	103
HH spent <\$500 on home PC	1,704	10.8%	120
HH spent \$500-\$999 on home PC	2,956	18.8%	102
HH spent \$1000-\$1499 on home PC	2,464	15.7%	106
HH spent \$1500-\$1999 on home PC	1,332	8.5%	102
Spent \$2000+ on home PC	1,232	7.8%	101

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	20,336	62.2%	104
Bought cigarettes at convenience store in last 30 days	5,128	15.7%	106
Bought gas at convenience store in last 30 days	12,079	37.0%	111
Spent at convenience store in last 30 days: <\$20	3,174	9.7%	100
Spent at convenience store in last 30 days: \$20-39	3,091	9.5%	95
Spent at convenience store in last 30 days: \$40+	12,375	37.9%	108
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	20,631	63.1%	108
Went to live theater in last 6 months	4,621	14.1%	112
Went to a bar/night club in last 12 months	7,915	24.2%	132
Dined out in last 12 months	16,269	49.8%	102
Gambled at a casino in last 12 months	5,214	16.0%	99
Visited a theme park in last 12 months	7,063	21.6%	97
DVDs rented in last 30 days: 1	981	3.0%	113
DVDs rented in last 30 days: 2	1,813	5.5%	118
DVDs rented in last 30 days: 3	1,106	3.4%	109
DVDs rented in last 30 days: 4	1,625	5.0%	125
DVDs rented in last 30 days: 5+	4,068	12.4%	95
DVDs purchased in last 30 days: 1	2,062	6.3%	118
DVDs purchased in last 30 days: 2	1,812	5.5%	105
DVDs purchased in last 30 days: 3-4	1,374	4.2%	86
DVDs purchased in last 30 days: 5+	1,782	5.5%	101
Spent on toys/games in last 12 months: <\$50	1,964	6.0%	96
Spent on toys/games in last 12 months: \$50-\$99	848	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	2,372	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	2,937	9.0%	87
Spent on toys/games in last 12 months: \$500+	1,441	4.4%	80
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,453	16.7%	92
Used ATM/cash machine in last 12 months	18,016	55.1%	109
Own any stock	3,019	9.2%	103
Own U.S. savings bond	2,504	7.7%	108
Own shares in mutual fund (stock)	3,259	10.0%	106
Own shares in mutual fund (bonds)	1,888	5.8%	100
Used full service brokerage firm in last 12 months	1,924	5.9%	97
Used discount brokerage firm in last 12 months	723	2.2%	112
Have 401K retirement savings	4,915	15.0%	91
Own any credit/debit card (in own name)	24,882	76.1%	104
Avg monthly credit card expenditures: <\$111	5,562	17.0%	116
Avg monthly credit card expenditures: \$111-225	3,140	9.6%	106
Avg monthly credit card expenditures: \$226-450	2,924	8.9%	104
Avg monthly credit card expenditures: \$451-700	2,276	7.0%	97
Avg monthly credit card expenditures: \$701+	4,205	12.9%	94

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	21,047	64.4%	93
Used bread in last 6 months	31,198	95.4%	99
Used chicken/turkey (fresh or frozen) in last 6 months	23,366	71.5%	96
Used fish/seafood (fresh or frozen) in last 6 months	15,207	46.5%	91
Used fresh fruit/vegetables in last 6 months	27,517	84.2%	98
Used fresh milk in last 6 months	29,447	90.1%	99
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,611	32.5%	110
Exercise at club 2+ times per week	4,557	13.9%	121
Visited a doctor in last 12 months	24,687	75.5%	96
Used vitamin/dietary supplement in last 6 months	15,763	48.2%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,147	26.3%	84
Used housekeeper/maid/professional cleaning service in last 12 months	2,070	13.2%	84
Purchased any HH furnishing in last 12 months	2,167	13.8%	130
Purchased bedding/bath goods in last 12 months	9,169	58.2%	107
Purchased cooking/serving product in last 12 months	4,790	30.4%	112
Bought any kitchen appliance in last 12 months	2,939	18.7%	105
<b>Insurance (Adults)</b>			
Currently carry any life insurance	13,961	42.7%	88
Have medical/hospital/accident insurance	21,782	66.6%	92
Carry homeowner insurance	13,507	41.3%	78
Carry renter insurance	2,599	8.0%	132
Have auto/other vehicle insurance	27,068	82.8%	98
<b>Pets (Households)</b>			
HH owns any pet	7,167	45.5%	96
HH owns any cat	3,911	24.8%	107
HH owns any dog	4,641	29.5%	85
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	17,174	52.5%	106
Read any daily newspaper	14,516	44.4%	104
Heavy magazine reader	6,979	21.4%	107
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	23,554	72.1%	99
Went to family restaurant/steak house last mo: <2 times	8,458	25.9%	99
Went to family restaurant/steak house last mo: 2-4 times	8,999	27.5%	100
Went to family restaurant/steak house last mo: 5+ times	6,092	18.6%	95
Went to fast food/drive-in restaurant in last 6 mo	29,580	90.5%	101
Went to fast food/drive-in restaurant <5 times/mo	9,961	30.5%	100
Went to fast food/drive-in 5-12 times/mo	9,587	29.3%	93
Went to fast food/drive-in restaurant 13+ times/mo	10,039	30.7%	111
Fast food/drive-in last 6 mo: eat in	13,195	40.4%	105
Fast food/drive-in last 6 mo: home delivery	3,819	11.7%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	17,671	54.1%	103
Fast food/drive-in last 6 mo: take-out/walk-in	8,637	26.4%	108

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	8,881	56.4%	88
HH average monthly long distance phone bill: <\$16	4,314	27.4%	98
HH average monthly long distance phone bill: \$16-25	1,650	10.5%	89
HH average monthly long distance phone bill: \$26-59	1,352	8.6%	88
HH average monthly long distance phone bill: \$60+	539	3.4%	78
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	4,196	26.7%	134
HH owns 2 TVs	4,397	27.9%	105
HH owns 3 TVs	3,167	20.1%	90
HH owns 4+ TVs	2,333	14.8%	71
HH subscribes to cable TV	9,321	59.2%	102
HH watched 15+ hours of cable TV last week	8,785	55.8%	93
Purchased audio equipment in last 12 months	1,519	9.6%	116
Purchased CD player in last 12 months	880	5.6%	106
Purchased DVD player in last 12 months	1,720	10.9%	104
Purchased MP3 player in last 12 months	1,541	9.8%	112
Purchased video game system in last 12 months	1,280	8.1%	93
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	17,921	54.8%	104
Took 3+ domestic trips in last 12 months	7,264	22.2%	107
Spent on domestic vacations last 12 mo: <\$1000	4,747	14.5%	115
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,592	7.9%	115
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,189	3.6%	91
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,059	3.2%	79
Spent on domestic vacations last 12 mo: \$3000+	1,426	4.4%	90
Foreign travel in last 3 years	9,017	27.6%	110
Took 3+ foreign trips by plane in last 3 years	1,380	4.2%	93
Spent on foreign vacations last 12 mo: <\$1000	2,033	6.2%	113
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,318	4.0%	101
Spent on foreign vacations: \$3000+	1,447	4.4%	95
Stayed 1+ nights at hotel/motel in last 12 months	14,260	43.6%	106

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# Retail Market Potential Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 5 Miles

Demographic Summary	2009	2014
Population	46,698	53,506
Total Number of Adults	38,374	43,874
Households	18,533	21,406
Median Household Income	\$45,702	\$47,293

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	19,624	51.1%	101
Bought any women's apparel in last 12 months	17,217	44.9%	98
Bought apparel for child <13 in last 6 months	8,777	22.9%	81
Bought any shoes in last 12 months	20,361	53.1%	102
Bought costume jewelry in last 12 months	7,235	18.9%	91
Bought any fine jewelry in last 12 months	8,480	22.1%	96
Bought a watch in last 12 months	7,435	19.4%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	16,209	87.5%	100
HH bought new vehicle in last 12 months	1,372	7.4%	90
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	33,616	87.6%	101
Bought/changed motor oil in last 12 months	19,993	52.1%	101
Had tune-up in last 12 months	12,709	33.1%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	23,356	60.9%	97
Drank regular cola in last 6 months	19,655	51.2%	98
Drank beer/ale in last 6 months	17,102	44.6%	105
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	5,983	15.6%	105
Bought film in last 12 months	9,469	24.7%	104
Bought digital camera in last 12 months	2,694	7.0%	100
Bought memory card for camera in last 12 months	3,105	8.1%	106
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	12,781	33.3%	113
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	10,698	27.9%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	12,354	32.2%	101
Avg monthly cell/mobile phone/PDA bill: \$100+	5,994	15.6%	102
<b>Computers (Households)</b>			
HH owns a personal computer	13,799	74.5%	104
HH spent <\$500 on home PC	1,950	10.5%	116
HH spent \$500-\$999 on home PC	3,573	19.3%	105
HH spent \$1000-\$1499 on home PC	2,929	15.8%	107
HH spent \$1500-\$1999 on home PC	1,579	8.5%	103
Spent \$2000+ on home PC	1,470	7.9%	103

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# Retail Market Potential Sample

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BOZEMAN, MT 59715

Site Type: Rings

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Radius: 5 Miles

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	23,856	62.2%	104
Bought cigarettes at convenience store in last 30 days	5,932	15.5%	105
Bought gas at convenience store in last 30 days	14,151	36.9%	111
Spent at convenience store in last 30 days: <\$20	3,713	9.7%	100
Spent at convenience store in last 30 days: \$20-39	3,688	9.6%	96
Spent at convenience store in last 30 days: \$40+	14,476	37.7%	107
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	23,985	62.5%	107
Went to live theater in last 6 months	5,383	14.0%	112
Went to a bar/night club in last 12 months	8,873	23.1%	126
Dined out in last 12 months	19,310	50.3%	103
Gambled at a casino in last 12 months	6,130	16.0%	99
Visited a theme park in last 12 months	8,322	21.7%	98
DVDs rented in last 30 days: 1	1,133	3.0%	111
DVDs rented in last 30 days: 2	2,116	5.5%	118
DVDs rented in last 30 days: 3	1,294	3.4%	109
DVDs rented in last 30 days: 4	1,880	4.9%	123
DVDs rented in last 30 days: 5+	4,820	12.6%	96
DVDs purchased in last 30 days: 1	2,397	6.2%	117
DVDs purchased in last 30 days: 2	2,110	5.5%	105
DVDs purchased in last 30 days: 3-4	1,671	4.4%	89
DVDs purchased in last 30 days: 5+	2,096	5.5%	101
Spent on toys/games in last 12 months: <\$50	2,309	6.0%	96
Spent on toys/games in last 12 months: \$50-\$99	994	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	2,790	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	3,522	9.2%	88
Spent on toys/games in last 12 months: \$500+	1,763	4.6%	83
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,722	17.5%	96
Used ATM/cash machine in last 12 months	21,085	54.9%	108
Own any stock	3,626	9.4%	105
Own U.S. savings bond	3,009	7.8%	111
Own shares in mutual fund (stock)	3,922	10.2%	109
Own shares in mutual fund (bonds)	2,288	6.0%	103
Used full service brokerage firm in last 12 months	2,364	6.2%	101
Used discount brokerage firm in last 12 months	827	2.2%	109
Have 401K retirement savings	5,995	15.6%	95
Own any credit/debit card (in own name)	29,419	76.7%	105
Avg monthly credit card expenditures: <\$111	6,447	16.8%	115
Avg monthly credit card expenditures: \$111-225	3,724	9.7%	108
Avg monthly credit card expenditures: \$226-450	3,469	9.0%	105
Avg monthly credit card expenditures: \$451-700	2,702	7.0%	98
Avg monthly credit card expenditures: \$701+	5,092	13.3%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	25,234	65.8%	95
Used bread in last 6 months	36,705	95.7%	99
Used chicken/turkey (fresh or frozen) in last 6 months	27,731	72.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	18,184	47.4%	93
Used fresh fruit/vegetables in last 6 months	32,514	84.7%	98
Used fresh milk in last 6 months	34,684	90.4%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	12,381	32.3%	110
Exercise at club 2+ times per week	5,195	13.5%	117
Visited a doctor in last 12 months	29,307	76.4%	97
Used vitamin/dietary supplement in last 6 months	18,637	48.6%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,171	27.9%	89
Used housekeeper/maid/professional cleaning service in last 12 months	2,539	13.7%	87
Purchased any HH furnishing in last 12 months	2,484	13.4%	127
Purchased bedding/bath goods in last 12 months	10,709	57.8%	106
Purchased cooking/serving product in last 12 months	5,546	29.9%	110
Bought any kitchen appliance in last 12 months	3,482	18.8%	106
<b>Insurance (Adults)</b>			
Currently carry any life insurance	17,140	44.7%	92
Have medical/hospital/accident insurance	26,173	68.2%	94
Carry homeowner insurance	17,125	44.6%	84
Carry renter insurance	2,936	7.7%	127
Have auto/other vehicle insurance	32,207	83.9%	100
<b>Pets (Households)</b>			
HH owns any pet	8,786	47.4%	100
HH owns any cat	4,735	25.5%	110
HH owns any dog	5,861	31.6%	91
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	20,128	52.5%	106
Read any daily newspaper	17,103	44.6%	104
Heavy magazine reader	7,995	20.8%	105
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	27,870	72.6%	100
Went to family restaurant/steak house last mo: <2 times	9,882	25.8%	99
Went to family restaurant/steak house last mo: 2-4 times	10,735	28.0%	102
Went to family restaurant/steak house last mo: 5+ times	7,248	18.9%	97
Went to fast food/drive-in restaurant in last 6 mo	34,781	90.6%	101
Went to fast food/drive-in restaurant <5 times/mo	11,593	30.2%	99
Went to fast food/drive-in 5-12 times/mo	11,501	30.0%	95
Went to fast food/drive-in restaurant 13+ times/mo	11,693	30.5%	110
Fast food/drive-in last 6 mo: eat in	15,524	40.5%	105
Fast food/drive-in last 6 mo: home delivery	4,469	11.6%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	20,885	54.4%	104
Fast food/drive-in last 6 mo: take-out/walk-in	10,022	26.1%	106

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	10,830	58.4%	91
HH average monthly long distance phone bill: <\$16	5,155	27.8%	100
HH average monthly long distance phone bill: \$16-25	2,023	10.9%	93
HH average monthly long distance phone bill: \$26-59	1,636	8.8%	91
HH average monthly long distance phone bill: \$60+	660	3.6%	81
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	4,649	25.1%	126
HH owns 2 TVs	5,147	27.8%	105
HH owns 3 TVs	3,842	20.7%	92
HH owns 4+ TVs	2,972	16.0%	77
HH subscribes to cable TV	10,807	58.3%	101
HH watched 15+ hours of cable TV last week	10,503	56.7%	94
Purchased audio equipment in last 12 months	1,748	9.4%	114
Purchased CD player in last 12 months	1,019	5.5%	104
Purchased DVD player in last 12 months	1,999	10.8%	102
Purchased MP3 player in last 12 months	1,784	9.6%	110
Purchased video game system in last 12 months	1,538	8.3%	95
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	21,276	55.4%	105
Took 3+ domestic trips in last 12 months	8,682	22.6%	109
Spent on domestic vacations last 12 mo: <\$1000	5,441	14.2%	112
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,016	7.9%	114
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,450	3.8%	94
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,326	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	1,782	4.6%	96
Foreign travel in last 3 years	10,370	27.0%	108
Took 3+ foreign trips by plane in last 3 years	1,582	4.1%	91
Spent on foreign vacations last 12 mo: <\$1000	2,329	6.1%	111
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,493	3.9%	98
Spent on foreign vacations: \$3000+	1,679	4.4%	94
Stayed 1+ nights at hotel/motel in last 12 months	16,908	44.1%	107

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