



Rincon, Georgia

Site Type: Drive Time

Latitude: 32.2956
Longitude: -81.2355
Drive Time: 10 Minutes

Demographic Summary	2009	2014
Population	13,643	16,456
Total Number of Adults	9,821	11,831
Households	4,916	5,964
Median Household Income	\$66,552	\$70,742

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,326	54.2%	108
Bought any women's apparel in last 12 months	4,673	47.6%	104
Bought apparel for child <13 in last 6 months	3,279	33.4%	118
Bought any shoes in last 12 months	5,366	54.6%	105
Bought costume jewelry in last 12 months	2,164	22.0%	106
Bought any fine jewelry in last 12 months	2,220	22.6%	99
Bought a watch in last 12 months	2,251	22.9%	111
Automobiles (Households)			
HH owns/leases any vehicle	4,614	93.9%	108
HH bought new vehicle in last 12 months	534	10.9%	132
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,201	93.6%	108
Bought/changed motor oil in last 12 months	5,630	57.3%	111
Had tune-up in last 12 months	3,126	31.8%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,267	63.8%	101
Drank regular cola in last 6 months	5,274	53.7%	103
Drank beer/ale in last 6 months	4,153	42.3%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,641	16.7%	112
Bought film in last 12 months	2,438	24.8%	105
Bought digital camera in last 12 months	897	9.1%	130
Bought memory card for camera in last 12 months	871	8.9%	117
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	3,185	32.4%	110
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,559	26.0%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,426	34.9%	110
Avg monthly cell/mobile phone/PDA bill: \$100+	1,817	18.5%	121
Computers (Households)			
HH owns a personal computer	3,994	81.2%	113
HH spent <\$500 on home PC	459	9.3%	103
HH spent \$500-\$999 on home PC	1,124	22.9%	125
HH spent \$1000-\$1499 on home PC	857	17.4%	118
HH spent \$1500-\$1999 on home PC	456	9.3%	112
Spent \$2000+ on home PC	424	8.6%	112

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	6,375	64.9%	109
Bought cigarettes at convenience store in last 30 days	1,560	15.9%	108
Bought gas at convenience store in last 30 days	3,895	39.6%	119
Spent at convenience store in last 30 days: <\$20	1,072	10.9%	112
Spent at convenience store in last 30 days: \$20-39	1,031	10.5%	105
Spent at convenience store in last 30 days: \$40+	3,781	38.5%	110
Entertainment (Adults)			
Attended movies in last 6 months	6,123	62.3%	107
Went to live theater in last 6 months	1,135	11.6%	92
Went to a bar/night club in last 12 months	1,720	17.5%	96
Dined out in last 12 months	5,045	51.3%	105
Gambled at a casino in last 12 months	1,504	15.3%	95
Visited a theme park in last 12 months	2,456	25.0%	113
DVDs rented in last 30 days: 1	244	2.5%	94
DVDs rented in last 30 days: 2	478	4.9%	104
DVDs rented in last 30 days: 3	310	3.2%	102
DVDs rented in last 30 days: 4	450	4.6%	115
DVDs rented in last 30 days: 5+	1,568	16.0%	121
DVDs purchased in last 30 days: 1	618	6.3%	117
DVDs purchased in last 30 days: 2	588	6.0%	114
DVDs purchased in last 30 days: 3-4	490	5.0%	102
DVDs purchased in last 30 days: 5+	583	5.9%	110
Spent on toys/games in last 12 months: <\$50	575	5.9%	93
Spent on toys/games in last 12 months: \$50-\$99	302	3.1%	112
Spent on toys/games in last 12 months: \$100-\$199	698	7.1%	100
Spent on toys/games in last 12 months: \$200-\$499	1,334	13.6%	131
Spent on toys/games in last 12 months: \$500+	716	7.3%	132
Financial (Adults)			
Have home mortgage (1st)	2,430	24.7%	136
Used ATM/cash machine in last 12 months	5,628	57.3%	113
Own any stock	887	9.0%	100
Own U.S. savings bond	746	7.6%	107
Own shares in mutual fund (stock)	938	9.5%	102
Own shares in mutual fund (bonds)	552	5.6%	97
Used full service brokerage firm in last 12 months	559	5.7%	94
Used discount brokerage firm in last 12 months	166	1.7%	86
Have 401K retirement savings	2,096	21.3%	129
Own any credit/debit card (in own name)	7,654	77.9%	106
Avg monthly credit card expenditures: <\$111	1,581	16.1%	110
Avg monthly credit card expenditures: \$111-225	972	9.9%	110
Avg monthly credit card expenditures: \$226-450	923	9.4%	109
Avg monthly credit card expenditures: \$451-700	777	7.9%	110
Avg monthly credit card expenditures: \$701+	1,403	14.3%	104

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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	7,220	73.5%	106
Used bread in last 6 months	9,534	97.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	7,598	77.3%	104
Used fish/seafood (fresh or frozen) in last 6 months	5,097	51.9%	102
Used fresh fruit/vegetables in last 6 months	8,518	86.7%	100
Used fresh milk in last 6 months	9,041	92.0%	101
Health (Adults)			
Exercise at home 2+ times per week	3,078	31.3%	106
Exercise at club 2+ times per week	1,165	11.9%	103
Visited a doctor in last 12 months	7,760	79.0%	101
Used vitamin/dietary supplement in last 6 months	4,647	47.3%	99
Home (Households)			
Any home improvement in last 12 months	1,725	35.1%	112
Used housekeeper/maid/professional cleaning service in last 12 months	700	14.2%	91
Purchased any HH furnishing in last 12 months	576	11.7%	111
Purchased bedding/bath goods in last 12 months	2,776	56.5%	103
Purchased cooking/serving product in last 12 months	1,429	29.1%	107
Bought any kitchen appliance in last 12 months	997	20.3%	114
Insurance (Adults)			
Currently carry any life insurance	5,621	57.2%	118
Have medical/hospital/accident insurance	7,684	78.2%	108
Carry homeowner insurance	6,328	64.4%	121
Carry renter insurance	487	5.0%	82
Have auto/other vehicle insurance	8,956	91.2%	108
Pets (Households)			
HH owns any pet	2,819	57.3%	120
HH owns any cat	1,280	26.0%	112
HH owns any dog	2,218	45.1%	130
Reading Materials (Adults)			
Bought book in last 12 months	4,939	50.3%	102
Read any daily newspaper	3,888	39.6%	92
Heavy magazine reader	2,006	20.4%	103
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	7,723	78.6%	108
Went to family restaurant/steak house last mo: <2 times	2,412	24.5%	94
Went to family restaurant/steak house last mo: 2-4 times	3,049	31.0%	113
Went to family restaurant/steak house last mo: 5+ times	2,263	23.0%	118
Went to fast food/drive-in restaurant in last 6 mo	9,179	93.4%	104
Went to fast food/drive-in restaurant <5 times/mo	2,623	26.7%	87
Went to fast food/drive-in 5-12 times/mo	3,399	34.6%	110
Went to fast food/drive-in restaurant 13+ times/mo	3,157	32.1%	116
Fast food/drive-in last 6 mo: eat in	4,113	41.9%	109
Fast food/drive-in last 6 mo: home delivery	1,477	15.0%	135
Fast food/drive-in last 6 mo: take-out/drive-thru	6,065	61.7%	118
Fast food/drive-in last 6 mo: take-out/walk-in	2,311	23.5%	96

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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	3,411	69.4%	108
HH average monthly long distance phone bill: <\$16	1,402	28.5%	102
HH average monthly long distance phone bill: \$16-25	644	13.1%	112
HH average monthly long distance phone bill: \$26-59	446	9.1%	93
HH average monthly long distance phone bill: \$60+	219	4.5%	102
Television & Sound Equipment (Households)			
HH owns 1 TV	814	16.6%	83
HH owns 2 TVs	1,200	24.4%	92
HH owns 3 TVs	1,222	24.9%	111
HH owns 4+ TVs	1,238	25.2%	120
HH subscribes to cable TV	2,671	54.3%	94
HH watched 15+ hours of cable TV last week	3,229	65.7%	109
Purchased audio equipment in last 12 months	462	9.4%	113
Purchased CD player in last 12 months	263	5.3%	102
Purchased DVD player in last 12 months	577	11.7%	111
Purchased MP3 player in last 12 months	585	11.9%	137
Purchased video game system in last 12 months	545	11.1%	127
Travel (Adults)			
Domestic travel in last 12 months	5,815	59.2%	112
Took 3+ domestic trips in last 12 months	2,326	23.7%	114
Spent on domestic vacations last 12 mo: <\$1000	1,418	14.4%	114
Spent on domestic vacations last 12 mo: \$1000-\$1499	763	7.8%	112
Spent on domestic vacations last 12 mo: \$1500-\$1999	417	4.2%	106
Spent on domestic vacations last 12 mo: \$2000-\$2999	456	4.6%	113
Spent on domestic vacations last 12 mo: \$3000+	484	4.9%	102
Foreign travel in last 3 years	2,351	23.9%	96
Took 3+ foreign trips by plane in last 3 years	362	3.7%	81
Spent on foreign vacations last 12 mo: <\$1000	490	5.0%	91
Spent on foreign vacations last 12 mo: \$1000-\$2999	306	3.1%	78
Spent on foreign vacations: \$3000+	421	4.3%	92
Stayed 1+ nights at hotel/motel in last 12 months	4,625	47.1%	114

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Demographic Summary	2009	2014
Population	29,453	35,274
Total Number of Adults	21,157	25,349
Households	10,317	12,421
Median Household Income	\$65,034	\$68,535

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	11,348	53.6%	106
Bought any women's apparel in last 12 months	10,013	47.3%	104
Bought apparel for child <13 in last 6 months	6,832	32.3%	114
Bought any shoes in last 12 months	11,435	54.0%	103
Bought costume jewelry in last 12 months	4,496	21.3%	102
Bought any fine jewelry in last 12 months	4,671	22.1%	96
Bought a watch in last 12 months	4,795	22.7%	110
Automobiles (Households)			
HH owns/leases any vehicle	9,622	93.3%	107
HH bought new vehicle in last 12 months	1,076	10.4%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,744	93.3%	107
Bought/changed motor oil in last 12 months	12,212	57.7%	111
Had tune-up in last 12 months	6,666	31.5%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,195	62.4%	99
Drank regular cola in last 6 months	11,358	53.7%	103
Drank beer/ale in last 6 months	8,714	41.2%	97
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,554	16.8%	113
Bought film in last 12 months	5,288	25.0%	106
Bought digital camera in last 12 months	1,843	8.7%	124
Bought memory card for camera in last 12 months	1,847	8.7%	115
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	6,733	31.8%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,552	26.2%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	7,168	33.9%	107
Avg monthly cell/mobile phone/PDA bill: \$100+	3,753	17.7%	116
Computers (Households)			
HH owns a personal computer	8,074	78.3%	109
HH spent <\$500 on home PC	936	9.1%	100
HH spent \$500-\$999 on home PC	2,302	22.3%	122
HH spent \$1000-\$1499 on home PC	1,714	16.6%	113
HH spent \$1500-\$1999 on home PC	901	8.7%	105
Spent \$2000+ on home PC	824	8.0%	103

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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	13,771	65.1%	109
Bought cigarettes at convenience store in last 30 days	3,535	16.7%	113
Bought gas at convenience store in last 30 days	8,429	39.8%	120
Spent at convenience store in last 30 days: <\$20	2,278	10.8%	111
Spent at convenience store in last 30 days: \$20-39	2,227	10.5%	105
Spent at convenience store in last 30 days: \$40+	8,178	38.7%	110
Entertainment (Adults)			
Attended movies in last 6 months	12,828	60.6%	104
Went to live theater in last 6 months	2,374	11.2%	89
Went to a bar/night club in last 12 months	3,576	16.9%	92
Dined out in last 12 months	10,661	50.4%	103
Gambled at a casino in last 12 months	3,137	14.8%	92
Visited a theme park in last 12 months	4,995	23.6%	106
DVDs rented in last 30 days: 1	536	2.5%	95
DVDs rented in last 30 days: 2	988	4.7%	100
DVDs rented in last 30 days: 3	656	3.1%	100
DVDs rented in last 30 days: 4	955	4.5%	113
DVDs rented in last 30 days: 5+	3,216	15.2%	116
DVDs purchased in last 30 days: 1	1,276	6.0%	113
DVDs purchased in last 30 days: 2	1,213	5.7%	109
DVDs purchased in last 30 days: 3-4	1,053	5.0%	101
DVDs purchased in last 30 days: 5+	1,252	5.9%	110
Spent on toys/games in last 12 months: <\$50	1,259	6.0%	95
Spent on toys/games in last 12 months: \$50-\$99	642	3.0%	111
Spent on toys/games in last 12 months: \$100-\$199	1,501	7.1%	99
Spent on toys/games in last 12 months: \$200-\$499	2,723	12.9%	124
Spent on toys/games in last 12 months: \$500+	1,445	6.8%	124
Financial (Adults)			
Have home mortgage (1st)	5,068	24.0%	132
Used ATM/cash machine in last 12 months	11,688	55.2%	109
Own any stock	1,824	8.6%	96
Own U.S. savings bond	1,606	7.6%	107
Own shares in mutual fund (stock)	1,958	9.3%	98
Own shares in mutual fund (bonds)	1,171	5.5%	96
Used full service brokerage firm in last 12 months	1,168	5.5%	91
Used discount brokerage firm in last 12 months	341	1.6%	82
Have 401K retirement savings	4,302	20.3%	123
Own any credit/debit card (in own name)	16,240	76.8%	105
Avg monthly credit card expenditures: <\$111	3,459	16.3%	111
Avg monthly credit card expenditures: \$111-225	2,085	9.9%	109
Avg monthly credit card expenditures: \$226-450	1,895	9.0%	104
Avg monthly credit card expenditures: \$451-700	1,621	7.7%	107
Avg monthly credit card expenditures: \$701+	2,869	13.6%	99

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	15,606	73.8%	106
Used bread in last 6 months	20,529	97.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	16,284	77.0%	103
Used fish/seafood (fresh or frozen) in last 6 months	10,935	51.7%	101
Used fresh fruit/vegetables in last 6 months	18,319	86.6%	100
Used fresh milk in last 6 months	19,533	92.3%	102
Health (Adults)			
Exercise at home 2+ times per week	6,487	30.7%	104
Exercise at club 2+ times per week	2,294	10.8%	94
Visited a doctor in last 12 months	16,671	78.8%	101
Used vitamin/dietary supplement in last 6 months	9,922	46.9%	98
Home (Households)			
Any home improvement in last 12 months	3,577	34.7%	111
Used housekeeper/maid/professional cleaning service in last 12 months	1,399	13.6%	86
Purchased any HH furnishing in last 12 months	1,148	11.1%	105
Purchased bedding/bath goods in last 12 months	5,756	55.8%	102
Purchased cooking/serving product in last 12 months	2,933	28.4%	105
Bought any kitchen appliance in last 12 months	2,051	19.9%	112
Insurance (Adults)			
Currently carry any life insurance	12,019	56.8%	117
Have medical/hospital/accident insurance	16,446	77.7%	107
Carry homeowner insurance	13,485	63.7%	120
Carry renter insurance	1,054	5.0%	83
Have auto/other vehicle insurance	19,164	90.6%	108
Pets (Households)			
HH owns any pet	5,918	57.4%	120
HH owns any cat	2,729	26.5%	113
HH owns any dog	4,665	45.2%	130
Reading Materials (Adults)			
Bought book in last 12 months	10,410	49.2%	99
Read any daily newspaper	8,660	40.9%	95
Heavy magazine reader	4,194	19.8%	100
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	16,384	77.4%	106
Went to family restaurant/steak house last mo: <2 times	5,194	24.5%	94
Went to family restaurant/steak house last mo: 2-4 times	6,501	30.7%	112
Went to family restaurant/steak house last mo: 5+ times	4,690	22.2%	113
Went to fast food/drive-in restaurant in last 6 mo	19,698	93.1%	104
Went to fast food/drive-in restaurant <5 times/mo	5,615	26.5%	87
Went to fast food/drive-in 5-12 times/mo	7,375	34.9%	111
Went to fast food/drive-in restaurant 13+ times/mo	6,707	31.7%	114
Fast food/drive-in last 6 mo: eat in	8,875	41.9%	109
Fast food/drive-in last 6 mo: home delivery	3,080	14.6%	131
Fast food/drive-in last 6 mo: take-out/drive-thru	12,887	60.9%	117
Fast food/drive-in last 6 mo: take-out/walk-in	4,923	23.3%	95

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Telephones & Service (Households)			
HH owns in-home cordless telephone	7,117	69.0%	107
HH average monthly long distance phone bill: <\$16	2,976	28.8%	104
HH average monthly long distance phone bill: \$16-25	1,343	13.0%	111
HH average monthly long distance phone bill: \$26-59	888	8.6%	89
HH average monthly long distance phone bill: \$60+	443	4.3%	98
Television & Sound Equipment (Households)			
HH owns 1 TV	1,770	17.2%	86
HH owns 2 TVs	2,555	24.8%	93
HH owns 3 TVs	2,501	24.2%	108
HH owns 4+ TVs	2,527	24.5%	117
HH subscribes to cable TV	5,409	52.4%	91
HH watched 15+ hours of cable TV last week	6,713	65.1%	108
Purchased audio equipment in last 12 months	939	9.1%	110
Purchased CD player in last 12 months	544	5.3%	100
Purchased DVD player in last 12 months	1,154	11.2%	106
Purchased MP3 player in last 12 months	1,116	10.8%	124
Purchased video game system in last 12 months	1,086	10.5%	121
Travel (Adults)			
Domestic travel in last 12 months	12,141	57.4%	109
Took 3+ domestic trips in last 12 months	4,789	22.6%	109
Spent on domestic vacations last 12 mo: <\$1000	2,947	13.9%	110
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,583	7.5%	108
Spent on domestic vacations last 12 mo: \$1500-\$1999	820	3.9%	97
Spent on domestic vacations last 12 mo: \$2000-\$2999	940	4.4%	108
Spent on domestic vacations last 12 mo: \$3000+	995	4.7%	97
Foreign travel in last 3 years	4,709	22.3%	89
Took 3+ foreign trips by plane in last 3 years	684	3.2%	71
Spent on foreign vacations last 12 mo: <\$1000	995	4.7%	86
Spent on foreign vacations last 12 mo: \$1000-\$2999	590	2.8%	70
Spent on foreign vacations: \$3000+	820	3.9%	83
Stayed 1+ nights at hotel/motel in last 12 months	9,622	45.5%	110

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Longitude: -81.2355
Drive Time: 30 Minutes

Demographic Summary	2009	2014
Population	83,976	94,934
Total Number of Adults	61,485	69,637
Households	30,216	34,384
Median Household Income	\$52,585	\$56,366

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	30,876	50.2%	100
Bought any women's apparel in last 12 months	28,004	45.5%	100
Bought apparel for child <13 in last 6 months	18,740	30.5%	108
Bought any shoes in last 12 months	31,619	51.4%	98
Bought costume jewelry in last 12 months	12,819	20.8%	100
Bought any fine jewelry in last 12 months	13,788	22.4%	98
Bought a watch in last 12 months	14,004	22.8%	110
Automobiles (Households)			
HH owns/leases any vehicle	26,798	88.7%	102
HH bought new vehicle in last 12 months	2,609	8.6%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	54,768	89.1%	102
Bought/changed motor oil in last 12 months	34,936	56.8%	110
Had tune-up in last 12 months	18,688	30.4%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	36,911	60.0%	95
Drank regular cola in last 6 months	34,239	55.7%	107
Drank beer/ale in last 6 months	23,933	38.9%	92
Cameras & Film (Adults)			
Bought any camera in last 12 months	10,038	16.3%	110
Bought film in last 12 months	14,854	24.2%	102
Bought digital camera in last 12 months	4,551	7.4%	105
Bought memory card for camera in last 12 months	4,880	7.9%	104
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	18,048	29.4%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	15,694	25.5%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	19,387	31.5%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	9,656	15.7%	102
Computers (Households)			
HH owns a personal computer	21,004	69.5%	97
HH spent <\$500 on home PC	2,667	8.8%	97
HH spent \$500-\$999 on home PC	5,878	19.5%	106
HH spent \$1000-\$1499 on home PC	4,205	13.9%	95
HH spent \$1500-\$1999 on home PC	2,308	7.6%	92
Spent \$2000+ on home PC	2,053	6.8%	88

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.



Rincon, Georgia

Site Type: Drive Time

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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	38,585	62.8%	105
Bought cigarettes at convenience store in last 30 days	10,883	17.7%	120
Bought gas at convenience store in last 30 days	23,727	38.6%	116
Spent at convenience store in last 30 days: <\$20	5,775	9.4%	97
Spent at convenience store in last 30 days: \$20-39	6,026	9.8%	98
Spent at convenience store in last 30 days: \$40+	23,598	38.4%	109
Entertainment (Adults)			
Attended movies in last 6 months	34,626	56.3%	96
Went to live theater in last 6 months	6,228	10.1%	81
Went to a bar/night club in last 12 months	9,508	15.5%	84
Dined out in last 12 months	27,742	45.1%	92
Gambled at a casino in last 12 months	8,400	13.7%	85
Visited a theme park in last 12 months	12,635	20.5%	93
DVDs rented in last 30 days: 1	1,597	2.6%	98
DVDs rented in last 30 days: 2	2,565	4.2%	89
DVDs rented in last 30 days: 3	1,853	3.0%	97
DVDs rented in last 30 days: 4	2,457	4.0%	100
DVDs rented in last 30 days: 5+	8,128	13.2%	101
DVDs purchased in last 30 days: 1	3,326	5.4%	101
DVDs purchased in last 30 days: 2	3,311	5.4%	102
DVDs purchased in last 30 days: 3-4	3,072	5.0%	102
DVDs purchased in last 30 days: 5+	3,780	6.1%	114
Spent on toys/games in last 12 months: <\$50	3,759	6.1%	98
Spent on toys/games in last 12 months: \$50-\$99	1,784	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	4,300	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	6,764	11.0%	106
Spent on toys/games in last 12 months: \$500+	3,496	5.7%	103
Financial (Adults)			
Have home mortgage (1st)	11,606	18.9%	104
Used ATM/cash machine in last 12 months	29,849	48.5%	96
Own any stock	4,505	7.3%	81
Own U.S. savings bond	4,095	6.7%	94
Own shares in mutual fund (stock)	4,909	8.0%	85
Own shares in mutual fund (bonds)	3,011	4.9%	85
Used full service brokerage firm in last 12 months	3,060	5.0%	82
Used discount brokerage firm in last 12 months	929	1.5%	77
Have 401K retirement savings	10,242	16.7%	101
Own any credit/debit card (in own name)	43,106	70.1%	96
Avg monthly credit card expenditures: <\$111	9,452	15.4%	105
Avg monthly credit card expenditures: \$111-225	5,760	9.4%	104
Avg monthly credit card expenditures: \$226-450	4,698	7.6%	89
Avg monthly credit card expenditures: \$451-700	4,106	6.7%	93
Avg monthly credit card expenditures: \$701+	6,931	11.3%	82

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Rincon, Georgia

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Site Type: Drive Time

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	44,659	72.6%	105
Used bread in last 6 months	59,697	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	46,525	75.7%	102
Used fish/seafood (fresh or frozen) in last 6 months	31,572	51.3%	101
Used fresh fruit/vegetables in last 6 months	52,795	85.9%	99
Used fresh milk in last 6 months	56,635	92.1%	101
Health (Adults)			
Exercise at home 2+ times per week	17,310	28.2%	96
Exercise at club 2+ times per week	5,397	8.8%	76
Visited a doctor in last 12 months	47,756	77.7%	99
Used vitamin/dietary supplement in last 6 months	27,903	45.4%	95
Home (Households)			
Any home improvement in last 12 months	9,522	31.5%	101
Used housekeeper/maid/professional cleaning service in last 12 months	3,813	12.6%	80
Purchased any HH furnishing in last 12 months	2,912	9.6%	91
Purchased bedding/bath goods in last 12 months	16,333	54.1%	99
Purchased cooking/serving product in last 12 months	7,997	26.5%	98
Bought any kitchen appliance in last 12 months	5,430	18.0%	101
Insurance (Adults)			
Currently carry any life insurance	32,357	52.6%	109
Have medical/hospital/accident insurance	44,983	73.2%	101
Carry homeowner insurance	35,322	57.4%	108
Carry renter insurance	3,058	5.0%	83
Have auto/other vehicle insurance	52,909	86.1%	102
Pets (Households)			
HH owns any pet	15,947	52.8%	111
HH owns any cat	7,512	24.9%	107
HH owns any dog	12,466	41.3%	119
Reading Materials (Adults)			
Bought book in last 12 months	28,145	45.8%	92
Read any daily newspaper	25,393	41.3%	96
Heavy magazine reader	12,142	19.7%	99
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	45,102	73.4%	101
Went to family restaurant/steak house last mo: <2 times	15,082	24.5%	94
Went to family restaurant/steak house last mo: 2-4 times	17,545	28.5%	104
Went to family restaurant/steak house last mo: 5+ times	12,478	20.3%	104
Went to fast food/drive-in restaurant in last 6 mo	56,182	91.4%	102
Went to fast food/drive-in restaurant <5 times/mo	16,975	27.6%	90
Went to fast food/drive-in 5-12 times/mo	20,413	33.2%	106
Went to fast food/drive-in restaurant 13+ times/mo	18,792	30.6%	110
Fast food/drive-in last 6 mo: eat in	24,328	39.6%	103
Fast food/drive-in last 6 mo: home delivery	7,738	12.6%	113
Fast food/drive-in last 6 mo: take-out/drive-thru	35,133	57.1%	109
Fast food/drive-in last 6 mo: take-out/walk-in	14,461	23.5%	96

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Rincon, Georgia

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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	19,834	65.6%	102
HH average monthly long distance phone bill: <\$16	8,259	27.3%	98
HH average monthly long distance phone bill: \$16-25	3,641	12.0%	103
HH average monthly long distance phone bill: \$26-59	2,444	8.1%	83
HH average monthly long distance phone bill: \$60+	1,307	4.3%	99
Television & Sound Equipment (Households)			
HH owns 1 TV	5,587	18.5%	93
HH owns 2 TVs	7,496	24.8%	93
HH owns 3 TVs	7,081	23.4%	104
HH owns 4+ TVs	6,882	22.8%	109
HH subscribes to cable TV	15,092	49.9%	86
HH watched 15+ hours of cable TV last week	18,884	62.5%	104
Purchased audio equipment in last 12 months	2,514	8.3%	100
Purchased CD player in last 12 months	1,630	5.4%	102
Purchased DVD player in last 12 months	3,278	10.8%	103
Purchased MP3 player in last 12 months	2,502	8.3%	95
Purchased video game system in last 12 months	2,734	9.0%	104
Travel (Adults)			
Domestic travel in last 12 months	30,834	50.1%	95
Took 3+ domestic trips in last 12 months	11,629	18.9%	91
Spent on domestic vacations last 12 mo: <\$1000	7,702	12.5%	99
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,010	6.5%	94
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,989	3.2%	81
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,250	3.7%	89
Spent on domestic vacations last 12 mo: \$3000+	2,432	4.0%	82
Foreign travel in last 3 years	11,410	18.6%	74
Took 3+ foreign trips by plane in last 3 years	1,663	2.7%	60
Spent on foreign vacations last 12 mo: <\$1000	2,629	4.3%	78
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,630	2.7%	67
Spent on foreign vacations: \$3000+	2,029	3.3%	71
Stayed 1+ nights at hotel/motel in last 12 months	24,313	39.5%	96

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