

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
Drive Time: 5.0 minutes

Site Type: Drive Time

Demographic Summary	2008	2013
Population	40,398	50,272
Total Number of Adults	30,382	37,912
Households	15,763	19,581
Median Household Income	\$78,063	\$87,347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	16,508	43.6%	87
Bought any women's apparel in last 12 months	14,718	38.9%	87
Bought apparel for child <13 in last 6 months	8,994	23.8%	89
Bought any shoes in last 12 months	16,896	44.7%	87
Bought costume jewelry in last 12 months	7,184	19.0%	92
Bought any fine jewelry in last 12 months	7,699	20.4%	88
Bought a watch in last 12 months	6,744	17.8%	77
Automobiles (Households)			
HH owns/leases any vehicle	14,957	94.9%	109
HH bought new vehicle in last 12 months	2,444	15.5%	144
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	28,326	74.9%	86
Bought/changed motor oil	14,639	38.7%	76
Had tune-up	11,068	29.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,270	53.6%	87
Drank regular cola in last 6 months	15,427	40.8%	76
Drank beer/ale in last 6 months	14,616	38.6%	91
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,969	15.8%	89
Bought film in last 12 months	8,908	23.6%	87
Bought digital camera in last 12 months	3,048	8.1%	104
Bought memory card for camera in last 12 months	2,508	6.6%	96
Computers (Households)			
HH owns a personal computer	13,471	85.5%	122
HH spent <\$500 on home PC	1,523	9.7%	105
HH spent \$500-\$999 on home PC	3,431	21.8%	128
HH spent \$1000-\$1499 on home PC	3,172	20.1%	138
HH spent \$1500-\$1999 on home PC	1,810	11.5%	134
Spent \$2000+ on home PC	1,717	10.9%	136
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	19,375	51.2%	87
Bought cigarettes at convenience store in last 30 days	3,722	9.8%	71
Bought gas at convenience store in last 30 days	10,901	28.8%	90
Spent at convenience store in last 30 days: <\$20	3,493	9.2%	92
Spent at convenience store in last 30 days: \$20-39	3,335	8.8%	85
Spent at convenience store in last 30 days: \$40+	10,342	27.3%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	20,151	53.3%	94
Went to live theater in last 6 months	4,952	13.1%	103
Went to a bar/night club in last 12 months	6,919	18.3%	100
Dined out in last 12 months	17,560	46.4%	96
Gambled at a casino in last 12 months	5,866	15.5%	93
Visited a theme park in last 12 months	8,497	22.5%	102
Rented 1 DVD in last 30 days	1,137	3.0%	96
Purchased 1 DVD in last 30 days	2,009	5.3%	99
Spent on toys/games in last 12 months: <\$50	1,707	4.5%	78
Spent on toys/games in last 12 months: \$50-\$99	882	2.3%	82
Spent on toys/games in last 12 months: \$100-\$199	2,250	5.9%	90
Spent on toys/games in last 12 months: \$200-\$499	3,334	8.8%	95
Spent on toys/games in last 12 months: \$500+	2,129	5.6%	106
Financial (Adults)			
Have home mortgage (1st)	6,780	17.9%	112
Used ATM/cash machine in last 12 months	18,417	48.7%	102
Own any stock	3,445	9.1%	103
Own shares in mutual fund (stock)	3,677	9.7%	106
Own shares in mutual fund (bonds)	2,097	5.5%	101
Own any credit/debit card (in own name)	24,524	64.8%	92
Used full service brokerage firm in last 12 months	2,036	5.4%	89
Have 401K retirement savings	6,811	18.0%	117
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,353	56.5%	82
Used bread in last 6 months	29,446	77.8%	81
Used chicken/turkey (fresh or frozen) in last 6 months	22,882	60.5%	82
Used fish/seafood (fresh or frozen) in last 6 months	15,225	40.3%	82
Used fresh fruit/vegetables in last 6 months	26,295	69.5%	82
Used fresh milk in last 6 months	27,680	73.2%	81
Health (Adults)			
Exercise at home 2+ times per week	10,462	27.7%	96
Exercise at club 2+ times per week	4,743	12.5%	113
Visited a doctor in last 12 months	24,474	64.7%	83
Home (Households)			
Any home improvement in last 12 months	5,593	35.5%	112
Used housekeeper/maid/professional cleaning service in last 12 months	2,902	18.4%	117
Purchased any HH furnishing in last 12 months	5,780	36.7%	125
Purchased bedding/bath goods in last 12 months	8,749	55.5%	106
Purchased cooking/serving product in last 12 months	4,904	31.1%	119
Bought any kitchen appliance in last 12 months	3,108	19.7%	110
Insurance (Adults)			
Currently carry any life insurance	17,233	45.6%	92
Have medical/hospital/accident insurance	22,700	60.0%	88
Carry homeowner insurance	18,022	47.6%	90
Carry renter insurance	2,061	5.4%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	7,460	47.3%	113
HH owns any cat	3,439	21.8%	100
HH owns any dog	5,519	35.0%	114
Reading Materials (Adults)			
Bought book in last 12 months	17,250	45.6%	94
Read any daily newspaper	13,159	34.8%	78
Heavy magazine reader	7,095	18.8%	94
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	8,305	22.0%	82
Went to family restaurant/steak house last mo: 2-4 times	9,359	24.7%	93
Went to family restaurant/steak house last mo: 5+ times	6,950	18.4%	97
Went to fast food/drive-in restaurant in last 6 mo	28,077	74.2%	83
Fast food/drive-in last 6 mo: eat in	12,304	32.5%	87
Fast food/drive-in last 6 mo: home delivery	3,908	10.3%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	18,288	48.3%	93
Fast food/drive-in last 6 mo: take-out/walk-in	7,575	20.0%	83
Telephones & Service (Households)			
HH owns in-home cordless telephone	10,811	68.6%	108
HH owns cellular phone	14,211	90.2%	115
HH average monthly long distance phone bill: <\$16	4,699	29.8%	105
HH average monthly long distance phone bill: \$16-25	2,112	13.4%	109
HH average monthly long distance phone bill: \$26-59	1,751	11.1%	109
HH average monthly long distance phone bill: \$60+	804	5.1%	110
HH average monthly cell/digital phone bill: <\$25	1,038	6.6%	95
HH average monthly cell/digital phone bill: \$25-\$49	3,659	23.2%	118
HH average monthly cell/digital phone bill: \$50-\$74	3,568	22.6%	122
HH average monthly cell/digital phone bill: \$75-\$99	2,018	12.8%	128
HH average monthly cell/digital phone bill: \$100+	2,006	12.7%	130
Television & Sound Equipment (Households)			
HH owns 1 TV	2,742	17.4%	86
HH owns 2 TVs	3,971	25.2%	96
HH owns 3 TVs	3,734	23.7%	109
HH owns 4+ TVs	3,850	24.4%	117
HH subscribes to cable TV	10,761	68.3%	116
Purchased audio equipment in last 12 months	1,467	9.3%	117
Purchased CD player in last 12 months	1,134	7.2%	113
Purchased MP3 player in last 12 months	1,597	10.1%	134

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	19,924	52.7%	99
Took 3+ domestic trips by plane in last 12 months	3,791	10.0%	126
Spent on domestic vacations last 12 mo: <\$1000	4,746	12.5%	96
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,715	7.2%	100
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,653	4.4%	110
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,741	4.6%	114
Spent on domestic vacations last 12 mo: \$3000+	1,670	4.4%	96
Foreign travel in last 3 years	9,754	25.8%	105
Took 3+ foreign trips by plane in last 3 years	1,894	5.0%	114
Spent on foreign vacations last 12 mo: <\$1000	2,218	5.9%	114
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,519	4.0%	98
Spent on foreign vacations: \$3000+	1,995	5.3%	115

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Demographic Summary	2008	2013
Population	236,642	293,546
Total Number of Adults	181,285	226,111
Households	92,233	114,215
Median Household Income	\$73,784	\$82,465

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	97,489	49.5%	99
Bought any women's apparel in last 12 months	86,921	44.1%	99
Bought apparel for child <13 in last 6 months	51,507	26.2%	98
Bought any shoes in last 12 months	98,825	50.2%	98
Bought costume jewelry in last 12 months	41,726	21.2%	103
Bought any fine jewelry in last 12 months	45,433	23.1%	100
Bought a watch in last 12 months	40,462	20.5%	89
Automobiles (Households)			
HH owns/leases any vehicle	86,628	93.9%	107
HH bought new vehicle in last 12 months	13,390	14.5%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	167,484	85.0%	98
Bought/changed motor oil	88,340	44.9%	88
Had tune-up	63,897	32.4%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	120,876	61.4%	99
Drank regular cola in last 6 months	91,516	46.5%	87
Drank beer/ale in last 6 months	84,933	43.1%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	34,600	17.6%	99
Bought film in last 12 months	53,229	27.0%	99
Bought digital camera in last 12 months	17,282	8.8%	113
Bought memory card for camera in last 12 months	14,725	7.5%	109
Computers (Households)			
HH owns a personal computer	76,153	82.6%	118
HH spent <\$500 on home PC	8,841	9.6%	104
HH spent \$500-\$999 on home PC	18,863	20.5%	120
HH spent \$1000-\$1499 on home PC	17,226	18.7%	128
HH spent \$1500-\$1999 on home PC	10,187	11.0%	129
Spent \$2000+ on home PC	9,593	10.4%	130
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	113,523	57.6%	98
Bought cigarettes at convenience store in last 30 days	21,900	11.1%	81
Bought gas at convenience store in last 30 days	61,768	31.4%	98
Spent at convenience store in last 30 days: <\$20	20,754	10.5%	105
Spent at convenience store in last 30 days: \$20-39	19,835	10.1%	97
Spent at convenience store in last 30 days: \$40+	59,720	30.3%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	116,698	59.3%	104
Went to live theater in last 6 months	29,393	14.9%	118
Went to a bar/night club in last 12 months	38,281	19.4%	106
Dined out in last 12 months	103,461	52.5%	109
Gambled at a casino in last 12 months	34,711	17.6%	106
Visited a theme park in last 12 months	47,971	24.4%	111
Rented 1 DVD in last 30 days	6,755	3.4%	109
Purchased 1 DVD in last 30 days	11,100	5.6%	106
Spent on toys/games in last 12 months: <\$50	10,052	5.1%	89
Spent on toys/games in last 12 months: \$50-\$99	4,909	2.5%	87
Spent on toys/games in last 12 months: \$100-\$199	13,199	6.7%	102
Spent on toys/games in last 12 months: \$200-\$499	18,686	9.5%	102
Spent on toys/games in last 12 months: \$500+	12,295	6.2%	117
Financial (Adults)			
Have home mortgage (1st)	37,963	19.3%	120
Used ATM/cash machine in last 12 months	105,287	53.5%	112
Own any stock	21,228	10.8%	122
Own shares in mutual fund (stock)	22,110	11.2%	122
Own shares in mutual fund (bonds)	13,354	6.8%	123
Own any credit/debit card (in own name)	145,441	73.8%	104
Used full service brokerage firm in last 12 months	13,342	6.8%	112
Have 401K retirement savings	38,269	19.4%	126
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	126,556	64.3%	94
Used bread in last 6 months	175,285	89.0%	92
Used chicken/turkey (fresh or frozen) in last 6 months	135,914	69.0%	94
Used fish/seafood (fresh or frozen) in last 6 months	91,586	46.5%	95
Used fresh fruit/vegetables in last 6 months	157,351	79.9%	94
Used fresh milk in last 6 months	164,744	83.7%	93
Health (Adults)			
Exercise at home 2+ times per week	60,686	30.8%	107
Exercise at club 2+ times per week	27,285	13.9%	125
Visited a doctor in last 12 months	147,125	74.7%	95
Home (Households)			
Any home improvement in last 12 months	32,443	35.2%	111
Used housekeeper/maid/professional cleaning service in last 12 months	17,559	19.0%	121
Purchased any HH furnishing in last 12 months	32,439	35.2%	120
Purchased bedding/bath goods in last 12 months	50,879	55.2%	105
Purchased cooking/serving product in last 12 months	27,571	29.9%	115
Bought any kitchen appliance in last 12 months	17,985	19.5%	109
Insurance (Adults)			
Currently carry any life insurance	101,157	51.4%	104
Have medical/hospital/accident insurance	135,452	68.8%	101
Carry homeowner insurance	107,758	54.7%	104
Carry renter insurance	11,685	5.9%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	41,943	45.5%	108
HH owns any cat	19,874	21.5%	99
HH owns any dog	30,538	33.1%	107
Reading Materials (Adults)			
Bought book in last 12 months	100,382	51.0%	105
Read any daily newspaper	81,210	41.2%	92
Heavy magazine reader	40,208	20.4%	102
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	49,382	25.1%	94
Went to family restaurant/steak house last mo: 2-4 times	54,682	27.8%	105
Went to family restaurant/steak house last mo: 5+ times	40,978	20.8%	109
Went to fast food/drive-in restaurant in last 6 mo	166,262	84.4%	95
Fast food/drive-in last 6 mo: eat in	71,417	36.3%	97
Fast food/drive-in last 6 mo: home delivery	21,735	11.0%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	105,063	53.3%	103
Fast food/drive-in last 6 mo: take-out/walk-in	45,168	22.9%	95
Telephones & Service (Households)			
HH owns in-home cordless telephone	62,846	68.1%	107
HH owns cellular phone	81,423	88.3%	113
HH average monthly long distance phone bill: <\$16	27,671	30.0%	106
HH average monthly long distance phone bill: \$16-25	12,170	13.2%	107
HH average monthly long distance phone bill: \$26-59	10,229	11.1%	109
HH average monthly long distance phone bill: \$60+	4,593	5.0%	108
HH average monthly cell/digital phone bill: <\$25	6,423	7.0%	100
HH average monthly cell/digital phone bill: \$25-\$49	21,040	22.8%	116
HH average monthly cell/digital phone bill: \$50-\$74	19,931	21.6%	117
HH average monthly cell/digital phone bill: \$75-\$99	11,138	12.1%	121
HH average monthly cell/digital phone bill: \$100+	11,307	12.3%	125
Television & Sound Equipment (Households)			
HH owns 1 TV	15,928	17.3%	85
HH owns 2 TVs	23,465	25.4%	97
HH owns 3 TVs	21,527	23.3%	108
HH owns 4+ TVs	22,532	24.4%	117
HH subscribes to cable TV	63,716	69.1%	117
Purchased audio equipment in last 12 months	8,382	9.1%	114
Purchased CD player in last 12 months	6,567	7.1%	112
Purchased MP3 player in last 12 months	8,866	9.6%	128

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	115,579	58.7%	111
Took 3+ domestic trips by plane in last 12 months	21,177	10.8%	136
Spent on domestic vacations last 12 mo: <\$1000	27,197	13.8%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	15,510	7.9%	110
Spent on domestic vacations last 12 mo: \$1500-\$1999	9,752	5.0%	124
Spent on domestic vacations last 12 mo: \$2000-\$2999	9,657	4.9%	121
Spent on domestic vacations last 12 mo: \$3000+	10,706	5.4%	118
Foreign travel in last 3 years	57,169	29.0%	118
Took 3+ foreign trips by plane in last 3 years	11,161	5.7%	129
Spent on foreign vacations last 12 mo: <\$1000	12,512	6.4%	123
Spent on foreign vacations last 12 mo: \$1000-\$2999	9,080	4.6%	112
Spent on foreign vacations: \$3000+	11,585	5.9%	128

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Site Type: Drive Time

Demographic Summary	2008	2013
Population	541,246	670,406
Total Number of Adults	418,342	521,555
Households	215,523	267,242
Median Household Income	\$60,291	\$68,486

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	216,826	50.1%	100
Bought any women's apparel in last 12 months	192,344	44.5%	100
Bought apparel for child <13 in last 6 months	112,939	26.1%	98
Bought any shoes in last 12 months	225,905	52.2%	102
Bought costume jewelry in last 12 months	95,055	22.0%	107
Bought any fine jewelry in last 12 months	101,944	23.6%	102
Bought a watch in last 12 months	95,633	22.1%	96
Automobiles (Households)			
HH owns/leases any vehicle	192,496	89.3%	102
HH bought new vehicle in last 12 months	26,239	12.2%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	371,817	85.9%	99
Bought/changed motor oil	208,202	48.1%	94
Had tune-up	140,105	32.4%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	272,508	63.0%	102
Drank regular cola in last 6 months	221,227	51.1%	96
Drank beer/ale in last 6 months	189,199	43.7%	103
Cameras & Film (Adults)			
Bought any camera in last 12 months	76,499	17.7%	99
Bought film in last 12 months	115,332	26.7%	98
Bought digital camera in last 12 months	37,603	8.7%	112
Bought memory card for camera in last 12 months	31,881	7.4%	107
Computers (Households)			
HH owns a personal computer	161,905	75.1%	108
HH spent <\$500 on home PC	20,877	9.7%	105
HH spent \$500-\$999 on home PC	40,514	18.8%	110
HH spent \$1000-\$1499 on home PC	35,881	16.6%	114
HH spent \$1500-\$1999 on home PC	21,005	9.7%	114
Spent \$2000+ on home PC	19,002	8.8%	110
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	258,807	59.8%	101
Bought cigarettes at convenience store in last 30 days	53,890	12.5%	90
Bought gas at convenience store in last 30 days	141,009	32.6%	102
Spent at convenience store in last 30 days: <\$20	44,149	10.2%	102
Spent at convenience store in last 30 days: \$20-39	45,202	10.4%	100
Spent at convenience store in last 30 days: \$40+	138,071	31.9%	99

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Drive Time: 15.0 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	258,428	59.7%	105
Went to live theater in last 6 months	60,074	13.9%	109
Went to a bar/night club in last 12 months	85,739	19.8%	109
Dined out in last 12 months	219,358	50.7%	105
Gambled at a casino in last 12 months	74,403	17.2%	103
Visited a theme park in last 12 months	100,297	23.2%	106
Rented 1 DVD in last 30 days	15,925	3.7%	117
Purchased 1 DVD in last 30 days	23,150	5.4%	100
Spent on toys/games in last 12 months: <\$50	23,653	5.5%	95
Spent on toys/games in last 12 months: \$50-\$99	11,091	2.6%	90
Spent on toys/games in last 12 months: \$100-\$199	30,114	7.0%	106
Spent on toys/games in last 12 months: \$200-\$499	40,251	9.3%	100
Spent on toys/games in last 12 months: \$500+	25,306	5.8%	110
Financial (Adults)			
Have home mortgage (1st)	73,559	17.0%	106
Used ATM/cash machine in last 12 months	228,506	52.8%	111
Own any stock	42,527	9.8%	111
Own shares in mutual fund (stock)	44,493	10.3%	112
Own shares in mutual fund (bonds)	26,810	6.2%	113
Own any credit/debit card (in own name)	315,169	72.9%	103
Used full service brokerage firm in last 12 months	28,921	6.7%	111
Have 401K retirement savings	75,384	17.4%	113
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	286,128	66.1%	97
Used bread in last 6 months	401,989	92.9%	96
Used chicken/turkey (fresh or frozen) in last 6 months	308,429	71.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	206,315	47.7%	97
Used fresh fruit/vegetables in last 6 months	357,134	82.6%	97
Used fresh milk in last 6 months	377,312	87.2%	97
Health (Adults)			
Exercise at home 2+ times per week	132,408	30.6%	106
Exercise at club 2+ times per week	56,628	13.1%	118
Visited a doctor in last 12 months	333,774	77.2%	99
Home (Households)			
Any home improvement in last 12 months	67,025	31.1%	98
Used housekeeper/maid/professional cleaning service in last 12 months	36,134	16.8%	107
Purchased any HH furnishing in last 12 months	69,531	32.3%	110
Purchased bedding/bath goods in last 12 months	117,326	54.4%	104
Purchased cooking/serving product in last 12 months	60,630	28.1%	108
Bought any kitchen appliance in last 12 months	40,162	18.6%	104
Insurance (Adults)			
Currently carry any life insurance	216,184	50.0%	101
Have medical/hospital/accident insurance	293,877	67.9%	100
Carry homeowner insurance	217,123	50.2%	95
Carry renter insurance	28,386	6.6%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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 Mediarmark Research Inc. in a nationally representative survey of U.S. households.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
 Drive Time: 15.0 minutes

Site Type: Drive Time

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	90,435	42.0%	100
HH owns any cat	44,700	20.7%	95
HH owns any dog	65,108	30.2%	98
Reading Materials (Adults)			
Bought book in last 12 months	217,672	50.3%	104
Read any daily newspaper	182,192	42.1%	94
Heavy magazine reader	95,432	22.1%	110
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	113,120	26.1%	98
Went to family restaurant/steak house last mo: 2-4 times	118,906	27.5%	104
Went to family restaurant/steak house last mo: 5+ times	88,101	20.4%	107
Went to fast food/drive-in restaurant in last 6 mo	379,336	87.7%	98
Fast food/drive-in last 6 mo: eat in	160,976	37.2%	100
Fast food/drive-in last 6 mo: home delivery	51,538	11.9%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	233,498	54.0%	104
Fast food/drive-in last 6 mo: take-out/walk-in	102,746	23.8%	98
Telephones & Service (Households)			
HH owns in-home cordless telephone	136,803	63.5%	100
HH owns cellular phone	179,162	83.1%	106
HH average monthly long distance phone bill: <\$16	60,670	28.2%	100
HH average monthly long distance phone bill: \$16-25	26,425	12.3%	100
HH average monthly long distance phone bill: \$26-59	21,645	10.0%	98
HH average monthly long distance phone bill: \$60+	10,440	4.8%	105
HH average monthly cell/digital phone bill: <\$25	14,446	6.7%	96
HH average monthly cell/digital phone bill: \$25-\$49	44,890	20.8%	106
HH average monthly cell/digital phone bill: \$50-\$74	45,382	21.1%	114
HH average monthly cell/digital phone bill: \$75-\$99	24,242	11.2%	112
HH average monthly cell/digital phone bill: \$100+	23,876	11.1%	113
Television & Sound Equipment (Households)			
HH owns 1 TV	43,096	20.0%	98
HH owns 2 TVs	56,772	26.3%	101
HH owns 3 TVs	46,695	21.7%	100
HH owns 4+ TVs	47,024	21.8%	105
HH subscribes to cable TV	144,213	66.9%	114
Purchased audio equipment in last 12 months	18,993	8.8%	110
Purchased CD player in last 12 months	15,192	7.0%	110
Purchased MP3 player in last 12 months	18,076	8.4%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 15.0 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	244,355	56.5%	107
Took 3+ domestic trips by plane in last 12 months	40,326	9.3%	118
Spent on domestic vacations last 12 mo: <\$1000	59,374	13.7%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	32,486	7.5%	105
Spent on domestic vacations last 12 mo: \$1500-\$1999	19,933	4.6%	116
Spent on domestic vacations last 12 mo: \$2000-\$2999	19,210	4.4%	110
Spent on domestic vacations last 12 mo: \$3000+	21,118	4.9%	106
Foreign travel in last 3 years	115,741	26.8%	109
Took 3+ foreign trips by plane in last 3 years	21,214	4.9%	112
Spent on foreign vacations last 12 mo: <\$1000	24,763	5.7%	111
Spent on foreign vacations last 12 mo: \$1000-\$2999	18,468	4.3%	104
Spent on foreign vacations: \$3000+	22,074	5.1%	111