

Place: Eastland city, TX

Demographic Summary	2003	2008
Population	3,733	3,722
Total Number of Adults	2,813	2,831
Households	1,455	1,450
Median Household Income	\$30,348	\$35,000

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Any Men's Apparel	1,542	54.8%	101
Bought Any Women's Apparel	1,387	49.3%	104
Bought Any Children's Apparel in Last 6 Months	927	33.0%	113
Bought Any Shoes	1,498	53.3%	100
Bought Any Costume Jewelry	578	20.5%	103
Bought Any Fine Jewelry	773	27.5%	103
Bought Any Watch	839	29.8%	107
<b>Automobiles (Households)</b>			
HH Owns Any Vehicle	1,281	88.0%	103
HH Bought New Vehicle	120	8.2%	71
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline in Last 6 Months	2,491	88.6%	104
Bought/Changed Motor Oil	1,821	64.7%	114
Had Car Tune-up	1,054	37.5%	95
<b>Beverages (Adults)</b>			
Drank Bottled Water/Seltzer in Last 6 Months	874	31.1%	79
Drank Regular Cola in Last 6 Months	1,679	59.7%	100
Drank Beer in Last 6 Months	1,056	37.5%	89
<b>Camera &amp; Film (Adults)</b>			
Bought Any Camera	335	11.9%	94
Bought Film	1,405	49.9%	97
<b>Computers (Households)</b>			
HH Owns a Personal Computer	484	33.3%	73
HH Spent <\$500 for Home PC	31	2.1%	77
HH Spent \$3000-4999 for Home PC	27	1.9%	52
<b>Convenience Stores (Adults)</b>			
Shopped at Convenience Store in Last 30 Days	1,397	49.7%	106
Purchased Cigarettes at a Convenience Store	536	19.1%	120
Purchased Gas at a Convenience Store	940	33.4%	131

**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.

Place: Eastland city, TX

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Entertainment (Adults)</b>			
Went to the Movies in the Last 6 Months	1,535	54.6%	88
Went to Live Theatre	299	10.6%	71
Attended a Musical Performance	547	19.4%	86
Went to a Bar/Night Club	510	18.1%	94
Gambled at a Casino	546	19.4%	92
Rented One Video Tape in the Last 30 Days	92	3.3%	86
Spent <\$100 on Toys/Games for Children	349	12.4%	113
Spent \$100-199 on Toys/Games for Children	174	6.2%	105
Spent \$200+ on Toys/Games for Children	184	6.5%	88
<b>Financial (Adults)</b>			
Have Home Mortgage (1st)	445	15.8%	87
Used ATM/Cash Machine	993	35.3%	80
Own Common Stock	178	6.3%	82
Own Mutual Fund	345	12.3%	95
Own Any Credit Card	1,689	60.0%	95
<b>Food (Adults)</b>			
Used Beef in Last 6 Months	1,976	70.2%	106
Used Bread in Last 6 Months	2,738	97.3%	103
Used Chicken/Turkey in Last 6 Months	1,922	68.3%	99
Used Fish/Seafood in Last 6 Months	1,181	42.0%	91
Used Fresh Fruit/Vegetables in Last 6 Months	2,458	87.4%	105
Used Fresh Milk in Last 6 Months	2,616	93.0%	103
Went to Family Restaurant <2 Times in Last Month	710	25.2%	105
Went to Family Restaurant 2-3 Times in Last Month	486	17.3%	83
Went to Family Restaurant 4+ Times in Last Month	668	23.7%	94
Went to Fast Food Restaurant in Last 6 Months	2,481	88.2%	100
<b>Health (Adults)</b>			
Exercised at Home 2+ Times/Week	796	28.3%	93
Exercised at Club 2+ Times/Week	194	6.9%	73
Visited Doctor	2,189	77.8%	100
<b>Home (Households)</b>			
HH Had Any Home Improvements Done	466	32.0%	104
HH Used Housekeeping Service	224	15.4%	90
HH Purchased Any HH Furnishings	442	30.4%	95
HH Purchased Bedding/Bath Goods	785	54.0%	101
HH Purchased Kitchen Cooking/Serving Product	315	21.6%	86
HH Bought Any Small Electric Kitchen Appliance	245	16.8%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Insurance (Adults)</b>			
Currently Carry Life Insurance	1,751	62.2%	111
Have Any Medical Insurance	2,118	75.3%	106
Carry Homeowners Insurance	1,877	66.7%	108
Carry Renters Insurance	164	5.8%	99
<b>Pets (Households)</b>			
HH Owns Any Pet	611	42.0%	106
HH Owns Any Cat	325	22.3%	111
HH Owns Any Dog	442	30.4%	110
<b>Reading Materials (Adults)</b>			
Bought Any Book	1,385	49.2%	94
Read Any Daily Newspaper	1,386	49.3%	100
Heavy Magazine Reader	476	16.9%	85
<b>Telephones &amp; Service (Households)</b>			
HH Owns In-home Cordless Telephone	954	65.6%	102
HH Owns Cellular/Digital Telephone	342	23.5%	83
HH Monthly Long Distance Phone Bill <\$16	414	28.5%	106
HH Monthly Long Distance Phone Bill: \$16-25	302	20.8%	112
HH Monthly Long Distance Phone Bill: \$26-59	254	17.5%	95
HH Monthly Long Distance Phone Bill: \$60-99	116	8.0%	94
HH Monthly Long Distance Phone Bill: 100+	57	3.9%	76
<b>Television &amp; Sound Equipment (Households)</b>			
HH Owns 1 TV Set	253	17.4%	101
HH Owns 2 TV Sets	160	11.0%	113
HH Owns 3 TV Sets	68	4.7%	83
HH Owns 4+ TV Sets	48	3.3%	107
HH Subscribes to Cable TV	905	62.2%	99
HH Purchased Audio Equipment	123	8.5%	94
HH Purchased Camcorder	23	1.6%	75
HH Purchased CD Player	44	3.0%	109
<b>Travel (Adults)</b>			
Any Domestic Travel	1,469	52.2%	95
Took 3+ Domestic Trips by Plane	91	3.2%	42
Spent \$3000+ on a Domestic Vacation	78	2.8%	73
Traveled to Foreign Country in Last 3 Years	388	13.8%	61
Took 3+ Foreign Trips by Plane	43	1.5%	40
Spent \$3000+ on a Foreign Vacation	35	1.2%	38

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**County: Eastland County, TX**

<b>Demographic Summary</b>	<b>2003</b>	<b>2008</b>
Population	18,233	18,216
Total Number of Adults	14,089	14,205
Households	7,267	7,267
Median Household Income	\$28,940	\$32,683

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought Any Men's Apparel	7,814	55.5%	102
Bought Any Women's Apparel	6,961	49.4%	104
Bought Any Children's Apparel in Last 6 Months	4,256	30.2%	104
Bought Any Shoes	7,266	51.6%	97
Bought Any Costume Jewelry	2,677	19.0%	95
Bought Any Fine Jewelry	3,508	24.9%	93
Bought Any Watch	4,034	28.6%	103
<b>Automobiles (Households)</b>			
HH Owns Any Vehicle	6,451	88.8%	104
HH Bought New Vehicle	721	9.9%	86
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline in Last 6 Months	12,379	87.9%	103
Bought/Changed Motor Oil	9,047	64.2%	113
Had Car Tune-up	5,227	37.1%	94
<b>Beverages (Adults)</b>			
Drank Bottled Water/Seltzer in Last 6 Months	3,881	27.5%	70
Drank Regular Cola in Last 6 Months	8,224	58.4%	97
Drank Beer in Last 6 Months	5,286	37.5%	89
<b>Camera &amp; Film (Adults)</b>			
Bought Any Camera	1,743	12.4%	97
Bought Film	7,436	52.8%	102
<b>Computers (Households)</b>			
HH Owns a Personal Computer	2,510	34.5%	76
HH Spent <\$500 for Home PC	196	2.7%	97
HH Spent \$3000-4999 for Home PC	139	1.9%	54
<b>Convenience Stores (Adults)</b>			
Shopped at Convenience Store in Last 30 Days	6,581	46.7%	100
Purchased Cigarettes at a Convenience Store	2,480	17.6%	111
Purchased Gas at a Convenience Store	4,649	33.0%	129

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Entertainment (Adults)</b>			
Went to the Movies in the Last 6 Months	7,437	52.8%	85
Went to Live Theatre	1,481	10.5%	70
Attended a Musical Performance	2,745	19.5%	86
Went to a Bar/Night Club	2,404	17.1%	89
Gambled at a Casino	2,819	20.0%	95
Rented One Video Tape in the Last 30 Days	496	3.5%	92
Spent <\$100 on Toys/Games for Children	1,860	13.2%	120
Spent \$100-199 on Toys/Games for Children	870	6.2%	105
Spent \$200+ on Toys/Games for Children	908	6.4%	87
<b>Financial (Adults)</b>			
Have Home Mortgage (1st)	2,238	15.9%	87
Used ATM/Cash Machine	4,602	32.7%	74
Own Common Stock	788	5.6%	72
Own Mutual Fund	1,676	11.9%	92
Own Any Credit Card	8,681	61.6%	97
<b>Food (Adults)</b>			
Used Beef in Last 6 Months	9,622	68.3%	103
Used Bread in Last 6 Months	13,673	97.0%	102
Used Chicken/Turkey in Last 6 Months	9,739	69.1%	100
Used Fish/Seafood in Last 6 Months	6,032	42.8%	93
Used Fresh Fruit/Vegetables in Last 6 Months	12,462	88.5%	106
Used Fresh Milk in Last 6 Months	13,195	93.7%	104
Went to Family Restaurant <2 Times in Last Month	3,398	24.1%	101
Went to Family Restaurant 2-3 Times in Last Month	2,756	19.6%	94
Went to Family Restaurant 4+ Times in Last Month	3,140	22.3%	88
Went to Fast Food Restaurant in Last 6 Months	12,375	87.8%	100
<b>Health (Adults)</b>			
Exercised at Home 2+ Times/Week	3,973	28.2%	93
Exercised at Club 2+ Times/Week	819	5.8%	61
Visited Doctor	11,172	79.3%	102
<b>Home (Households)</b>			
HH Had Any Home Improvements Done	2,317	31.9%	103
HH Used Housekeeping Service	1,139	15.7%	92
HH Purchased Any HH Furnishings	2,188	30.1%	94
HH Purchased Bedding/Bath Goods	3,718	51.2%	96
HH Purchased Kitchen Cooking/Serving Product	1,686	23.2%	92
HH Bought Any Small Electric Kitchen Appliance	1,316	18.1%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Insurance (Adults)</b>			
Currently Carry Life Insurance	8,809	62.5%	111
Have Any Medical Insurance	10,518	74.7%	105
Carry Homeowners Insurance	9,715	69.0%	111
Carry Renters Insurance	806	5.7%	97
<b>Pets (Households)</b>			
HH Owns Any Pet	3,123	43.0%	108
HH Owns Any Cat	1,687	23.2%	115
HH Owns Any Dog	2,296	31.6%	114
<b>Reading Materials (Adults)</b>			
Bought Any Book	6,785	48.2%	92
Read Any Daily Newspaper	6,938	49.2%	100
Heavy Magazine Reader	2,247	15.9%	80
<b>Telephones &amp; Service (Households)</b>			
HH Owns In-home Cordless Telephone	4,592	63.2%	99
HH Owns Cellular/Digital Telephone	1,593	21.9%	78
HH Monthly Long Distance Phone Bill <\$16	2,007	27.6%	103
HH Monthly Long Distance Phone Bill: \$16-25	1,558	21.4%	116
HH Monthly Long Distance Phone Bill: \$26-59	1,439	19.8%	108
HH Monthly Long Distance Phone Bill: \$60-99	664	9.1%	108
HH Monthly Long Distance Phone Bill: 100+	266	3.7%	71
<b>Television &amp; Sound Equipment (Households)</b>			
HH Owns 1 TV Set	1,232	17.0%	99
HH Owns 2 TV Sets	751	10.3%	107
HH Owns 3 TV Sets	455	6.3%	111
HH Owns 4+ TV Sets	245	3.4%	109
HH Subscribes to Cable TV	4,334	59.6%	95
HH Purchased Audio Equipment	610	8.4%	93
HH Purchased Camcorder	125	1.7%	82
HH Purchased CD Player	186	2.6%	92
<b>Travel (Adults)</b>			
Any Domestic Travel	7,710	54.7%	99
Took 3+ Domestic Trips by Plane	466	3.3%	43
Spent \$3000+ on a Domestic Vacation	360	2.6%	67
Traveled to Foreign Country in Last 3 Years	1,930	13.7%	60
Took 3+ Foreign Trips by Plane	313	2.2%	58
Spent \$3000+ on a Foreign Vacation	247	1.8%	53

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