

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men's Clothing/12 Mo	3,395	95	
Bought Women's Clothing/12 Mo	3,155	108	
Bought Shoes/12 Mo	4,275	101	
Bought Fine Jewelry/12 Mo	1,080	88	
Bought Watch/12 Mo	823	114	
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,859	104	
HH Bought or Leased New Vehicle/12 Mo	277	106	
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	5,181	104	
Bought or Changed Motor Oil/12 Mo	2,983	98	
Had Vehicle Tune-Up/12 Mo	1,152	89	
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,492	70	
Drank Beer or Ale/6 Mo	1,973	94	
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	631	132	
Own Digital SLR Camera or Camcorder	583	107	
Printed Digital Photos/12 Mo	1,161	83	
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,485	77	
Have a Smartphone	5,293	100	
Have Android Phone (Any Brand) Smartphone	2,317	110	
Have Apple iPhone Smartphone	2,991	91	
HH Owns 1 Cell Phone	1,444	156	
HH Owns 2 Cell Phones	1,327	111	
HH Owns 3+ Cell Phones	254	29	
HH Has Cell Phone Only (No Landline Telephone)	1,991	86	
Computers (Households)			
HH Owns Computer	2,711	106	
HH Owns Desktop Computer	1,391	121	
HH Owns Laptop or Notebook	2,074	98	
HH Owns Apple/Mac Brand Computer	747	97	
HH Owns PC/Non-Apple Brand Computer	2,148	101	
HH Purchased Most Recent Home Computer at Store	1,270	118	
HH Purchased Most Recent Home Computer Online	805	97	
HH Spent \$1-499 on Most Recent Home Computer	340	85	
HH Spent \$500-999 on Most Recent Home Computer	642	118	
HH Spent \$1K-1499 on Most Recent Home Computer	315	92	
HH Spent \$1500-1999 on Most Recent Home Computer	154	123	
HH Spent \$2K+ on Most Recent Home Computer	220	113	

Convenience Stores (Adults)

Shopped at C-Store/6 Mo	3,332	90
Bought Brewed Coffee at C-Store/30 Days	605	86
Bought Cigarettes at C-Store/30 Days	279	87
Bought Gas at C-Store/30 Days	2,149	94
Spent \$1-19 at C-Store/30 Days	308	87
Spent \$20-39 at C-Store/30 Days	409	90
Spent \$40-50 at C-Store/30 Days	339	96
Spent \$51-99 at C-Store/30 Days	407	136
Spent \$100+ at C-Store/30 Days	992	72

Entertainment (Adults)

Attended Movie/6 Mo	2,992	100
Went to Live Theater/12 Mo	915	140
Went to Bar or Night Club/12 Mo	869	80
Dined Out/12 Mo	3,639	115
Gambled at Casino/12 Mo	985	137
Visited Theme Park/12 Mo	622	59
Viewed Movie (Video-on-Demand)/30 Days	751	163
Viewed TV Show (Video-on-Demand)/30 Days	491	159
Used Internet to Download Movie/30 Days	222	59
Downloaded Individual Song/6 Mo	797	78
Used Internet to Watch Movie/30 Days	1,202	61
Used Internet to Watch TV Program/30 Days	776	61
Played (Console) Video or Electronic Game/12 Mo	153	21
Played (Portable) Video or Electronic Game/12 Mo	258	63

Financial (Adults)

Have 1st Home Mortgage	1,648	83
Used ATM or Cash Machine/12 Mo	3,226	95
Own Any Stock	1,195	155
Own U.S. Savings Bonds	495	118
Own Shares in Mutual Fund (Stocks)	1,127	167
Own Shares in Mutual Fund (Bonds)	788	184
Have Interest Checking Account	3,117	148
Have Non-Interest Checking Account	1,941	95
Have Savings Account	4,120	102
Have 401(k) Retirement Savings Plan	991	73
Own or Used Any Credit/Debit Card/12 Mo	5,375	104
Avg \$1-110 Monthly Credit Card Expenditures	1,150	105
Avg \$111-225 Monthly Credit Card Expenditures	868	126
Avg \$226-450 Monthly Credit Card Expenditures	518	110
Avg \$451-700 Monthly Credit Card Expenditures	616	126
Avg \$701-1000 Monthly Credit Card Expenditures	542	124
Avg \$1001-2000 Monthly Credit Card Expenditures	988	153
Avg \$2001+ Monthly Credit Card Expenditures	1,161	154
Did Banking Online/12 Mo	3,369	108
Did Banking by Mobile Device/12 Mo	2,218	81

Ordered Home Delivery Fast Food/6 Mo	413	60
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,456	90
Ordered Take-Out/Walk-In Fast Food/6 Mo	995	77
Bought Breakfast at Fast Food Restaurant/6 Mo	1,805	90
Bought Lunch at Fast Food Restaurant/6 Mo	2,866	96
Bought Dinner at Fast Food Restaurant/6 Mo	2,400	80
Bought Snack at Fast Food Restaurant/6 Mo	607	78
Bought from Fast Food Restaurant on Weekday/6 Mo	3,786	103
Bought from Fast Food Restaurant on Weekend/6 Mo	2,078	71
Bought A&W/6 Mo	71	58
Bought Arby's/6 Mo	933	93
Bought Baskin-Robbins/6 Mo	153	80
Bought Boston Market/6 Mo	69	88
Bought Burger King/6 Mo	1,199	81
Bought Captain D's/6 Mo	83	53
Bought Carl's Jr./6 Mo	256	103
Bought Checkers/6 Mo	83	61
Bought Chick-Fil-A/6 Mo	1,437	76
Bought Chipotle Mexican Grill/6 Mo	473	49
Bought Chuck E. Cheese's/6 Mo	44	45
Bought Church's Fried Chicken/6 Mo	91	55
Bought Cold Stone Creamery/6 Mo	101	63
Bought Dairy Queen/6 Mo	769	87
Bought Del Taco/6 Mo	215	106
Bought Domino's Pizza/6 Mo	665	70
Bought Dunkin' Donuts/6 Mo	859	108
Bought Five Guys/6 Mo	344	61
Bought Hardee's/6 Mo	146	55
Bought Jack in the Box/6 Mo	326	85
Bought Jersey Mike's/6 Mo	694	131
Bought Jimmy John's/6 Mo	381	114
Bought KFC/6 Mo	956	99
Bought Krispy Kreme Doughnuts/6 Mo	243	70
Bought Little Caesars/6 Mo	356	49
Bought Long John Silver's/6 Mo	94	68
Bought McDonald's/6 Mo	2,501	89
Bought Panda Express/6 Mo	561	75
Bought Panera Bread/6 Mo	748	100
Bought Papa John's/6 Mo	367	82
Bought Papa Murphy's/6 Mo	287	159
Bought Pizza Hut/6 Mo	500	73
Bought Popeyes Chicken/6 Mo	623	88
Bought Sonic Drive-In/6 Mo	470	77
Bought Starbucks/6 Mo	1,040	86
Bought Steak 'N Shake/6 Mo	119	74
Bought Subway/6 Mo	946	75
Bought Taco Bell/6 Mo	1,045	66
Bought Wendy's/6 Mo	1,064	71
Bought Whataburger/6 Mo	350	101
Bought White Castle/6 Mo	75	53
Bought Wing-Stop/6 Mo	85	39

Went to Fine Dining Restaurant/6 Mo	1,178	127
Went to Fine Dining Restaurant/30 Days	957	137
Went to Fine Dining Restaurant 2+ Times/30 Days	463	136
Used DoorDash Site/App for Take-Out/Del/30 Days	177	25
Used Grubhub Site/App for Take-Out/Del/30 Days	83	35
Used Postmates Site/App for Take-Out/Del/30 Days	17	35
Used Restrnt Site/App for Take-Out/Del/30 Days	867	74
Used Uber Eats Site/App for Take-Out/Del/30 Days	129	31
Used Yelp Site/App for Take-Out/Del/30 Days	44	77
Used Eyeliner/Eyebrow Pencil/6 Mo	1,565	107
Used Facial Moisturizer/6 Mo	2,984	103
Used Personal Foot Care Prod/6 Mo	1,199	115
Used Hair Coloring Prod at Home/6 Mo	817	85
Used Hair Conditioning Treatment at Home/6 Mo	1,413	92
Used Hair Growth Prod/6 Mo	166	73
Used Hair Spray at Home/6 Mo	2,070	144
Used Hair Styling Gel/Lotion/Mousse/6 Mo	2,111	100
Used Mouthwash/6 Mo	3,641	99
Used Mouthwash 8+ Times/7 Days	1,065	112
Used Sensitive Toothpaste/6 Mo	1,146	99
Used Whitening Toothpaste/6 Mo	2,210	102
Used Tooth Whitener (Not Toothpaste)/6 Mo	463	81
Used Tooth Whitener (Gel)/6 Mo	77	71
Used Tooth Whitener (Strips)/6 Mo	242	77
Visited Day Spa/6 Mo	212	76
Purchased Prod at Salon or Day Spa/6 Mo	152	72
Used Prof Service for Haircut/6 Mo	4,025	119
Used Prof Svc for Hair Color/Highlights/6 Mo	1,004	124
Used Prof Service for Facial/6 Mo	150	90
Used Prof Service for Massage/6 Mo	366	83
Used Prof Service for Manicure/6 Mo	630	96
Used Prof Service for Pedicure/6 Mo	1,087	129
Spent \$1-99 at Barber Shop/6 Mo	1,099	145
Spent \$100+ at Barber Shop/6 Mo	515	93
Spent \$1-99 at Beauty Salon/6 Mo	837	140
Spent \$100+ at Beauty Salon/6 Mo	1,663	145

Typically Spend 1-3 Hrs Exercising/Wk	1,184	83
Typically Spend 4-6 Hrs Exercising/Wk	1,169	94
Typically Spend 7+ Hrs Exercising/Wk	1,861	142
Exercise at Home 2+ Times/Wk	2,659	103
Exercise at Club 2+ Times/Wk	830	111
Exercise at Oth Facility (Not Club) 2+ Times/Wk	674	123
Member of LA Fitness Club/Gym	149	156
Member of Planet Fitness Club/Gym	114	40
Member of YMCA Fitness Club/Gym	163	106
Own Elliptical	267	78
Own Stationary Bicycle	543	81
Own Treadmill	455	64
Own Weight Lifting Equipment	842	74
Control Diet for Blood Sugar Level	817	108
Control Diet for Cholesterol Level	1,435	184
Control Diet for Food Allergies	128	93
Control Diet to Maintain Weight	1,032	162
Control Diet for Physical Fitness	1,094	128
Control Diet for Salt Restriction	399	167
Control Diet for Weight Loss	1,193	102
Use Doctor's Care/Diet for Diet Method	267	96
Use Exercise Program for Diet Method	669	115
Buy Foods Specifically Labeled: Fat-Free	886	173
Buy Foods Specifically Labeled: Gluten-Free	242	72
Buy Foods Specifically Labeled: High Fiber	533	119
Buy Foods Specifically Labeled: High Protein	651	104
Buy Foods Specifically Labeled: Hormone-Free	139	82
Buy Foods Specifically Labeled: Lactose-Free	428	127
Buy Foods Specifically Labeled: Low-Calorie	427	106
Buy Foods Specifically Labeled: Low-Carb	667	120
Buy Foods Specifically Labeled: Low-Cholesterol	370	120
Buy Foods Specifically Labeled: Low-Fat	669	139
Buy Foods Specifically Labeled: Low-Sodium	948	135
Buy Foods Specifically Labeled: Natural/Organic	647	71
Buy Foods Specifically Labeled: Probiotic	330	107
Buy Foods Specifically Labeled: Sugar-Free	766	100
Consider Self to Be Semi-Vegetarian	416	90
Used Meal/Dietary/Weight Loss Supplement/6 Mo	550	94
Used Vitamins or Dietary Supplements/6 Mo	4,579	125
Provide Services as Primary Caregiver/Caretaker	387	106
Assist w/Chores as Caregiver/Caretaker	187	79
Assist w/Personal Care as Caregiver/Caretaker	121	65
Give Medication as Caregiver/Caretaker	119	76
Make Doctor Appointments as Caregiver/Caretaker	250	119
Provide Transportation as Caregiver/Caretaker	264	106

Restaurants (Adults)

Went to Family Restrnt/SteakHse/6 Mo	4,133	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,775	130
Went to Fast Food/Drive-In Restaurant/6 Mo	5,009	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,843	83
Ordered Eat-In Fast Food/6 Mo	1,933	104
Ordered Home Delivery Fast Food/6 Mo	413	60
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,456	90
Ordered Take-Out/Walk-In Fast Food/6 Mo	995	77

Television & Electronics (Adults/Households)

Own Tablet	3,713	118
Own E-Reader	1,343	146
Own E-Reader/Tablet: Apple iPad	2,481	122
HH Owns Internet Connectable TV	1,325	104
Own Portable MP3 Player	241	56
HH Owns 1 TV	481	79
HH Owns 2 TVs	1,131	132
HH Owns 3 TVs	808	119
HH Owns 4+ TVs	524	78
HH Subscribes to Cable TV	1,772	204
HH Subscribes to Fiber Optic TV	77	77
HH Owns Portable GPS Device	646	126
HH Purchased Video Game System/12 Mo	46	21
HH Owns Internet Video Device for TV	1,455	90

Travel (Adults)

Took Domestic Trip in Continental U.S./12 Mo	3,719	107
Took 3+ Domestic Non-Business Trips/12 Mo	1,496	146
Spent \$1-999 on Domestic Vacations/12 Mo	447	72
Spent \$1K-1499 on Domestic Vacations/12 Mo	352	91
Spent \$1500-1999 on Domestic Vacations/12 Mo	302	113
Spent \$2K-2999 on Domestic Vacations/12 Mo	367	117
Spent \$3K+ on Domestic Vacations/12 Mo	815	122
Used Intrnt Travel Site for Domestic Trip/12 Mo	326	91
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,712	100
Took 3+ Foreign Trips by Plane/3 Yrs	326	105
Spent \$1-999 on Foreign Vacations/12 Mo	119	50
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	128	53
Spent \$3K+ on Foreign Vacations/12 Mo	707	130
Used General Travel Site: Foreign Trip/3 Yrs	310	103
Spent Night at Hotel or Motel/12 Mo	3,002	98
Took Cruise of More Than One Day/3 Yrs	978	198
Member of Frequent Flyer Program	2,085	135
Member of Hotel Rewards Program	2,140	130

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men's Clothing/12 Mo	24,173	96	
Bought Women's Clothing/12 Mo	22,383	108	
Bought Shoes/12 Mo	30,415	101	
Bought Fine Jewelry/12 Mo	7,700	88	
Bought Watch/12 Mo	5,857	115	
Automobiles (Households)			
HH Owns or Leases Any Vehicle	22,062	104	
HH Bought or Leased New Vehicle/12 Mo	2,137	106	
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	36,574	103	
Bought or Changed Motor Oil/12 Mo	21,211	99	
Had Vehicle Tune-Up/12 Mo	8,144	89	
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	10,534	70	
Drank Beer or Ale/6 Mo	14,078	95	
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,490	133	
Own Digital SLR Camera or Camcorder	4,159	108	
Printed Digital Photos/12 Mo	8,308	84	
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	10,769	78	
Have a Smartphone	37,559	100	
Have Android Phone (Any Brand) Smartphone	16,180	109	
Have Apple iPhone Smartphone	21,470	92	
HH Owns 1 Cell Phone	10,806	152	
HH Owns 2 Cell Phones	10,212	111	
HH Owns 3+ Cell Phones	2,264	33	
HH Has Cell Phone Only (No Landline Telephone)	15,259	86	
Computers (Households)			
HH Owns Computer	20,928	107	
HH Owns Desktop Computer	10,699	121	
HH Owns Laptop or Notebook	16,094	99	
HH Owns Apple/Mac Brand Computer	5,704	97	
HH Owns PC/Non-Apple Brand Computer	16,667	102	
HH Purchased Most Recent Home Computer at Store	9,833	118	
HH Purchased Most Recent Home Computer Online	6,177	97	
HH Spent \$1-499 on Most Recent Home Computer	2,643	86	
HH Spent \$500-999 on Most Recent Home Computer	4,992	119	
HH Spent \$1K-1499 on Most Recent Home Computer	2,416	92	
HH Spent \$1500-1999 on Most Recent Home Computer	1,179	122	
HH Spent \$2K+ on Most Recent Home Computer	1,682	113	

Convenience Stores (Adults)

Shopped at C-Store/6 Mo	23,812	91
Bought Brewed Coffee at C-Store/30 Days	4,400	88
Bought Cigarettes at C-Store/30 Days	1,948	86
Bought Gas at C-Store/30 Days	15,420	95
Spent \$1-19 at C-Store/30 Days	2,112	84
Spent \$20-39 at C-Store/30 Days	2,826	88
Spent \$40-50 at C-Store/30 Days	2,504	100
Spent \$51-99 at C-Store/30 Days	2,820	133
Spent \$100+ at C-Store/30 Days	7,240	74

Entertainment (Adults)

Attended Movie/6 Mo	21,442	101
Went to Live Theater/12 Mo	6,511	141
Went to Bar or Night Club/12 Mo	6,286	82
Dined Out/12 Mo	25,646	115
Gambled at Casino/12 Mo	6,917	136
Visited Theme Park/12 Mo	4,504	60
Viewed Movie (Video-on-Demand)/30 Days	5,182	159
Viewed TV Show (Video-on-Demand)/30 Days	3,391	155
Used Internet to Download Movie/30 Days	1,511	56
Downloaded Individual Song/6 Mo	5,628	78
Used Internet to Watch Movie/30 Days	8,622	62
Used Internet to Watch TV Program/30 Days	5,647	63
Played (Console) Video or Electronic Game/12 Mo	1,270	25
Played (Portable) Video or Electronic Game/12 Mo	1,878	65

Financial (Adults)

Have 1st Home Mortgage	12,028	86
Used ATM or Cash Machine/12 Mo	22,814	95
Own Any Stock	8,519	156
Own U.S. Savings Bonds	3,519	118
Own Shares in Mutual Fund (Stocks)	8,000	167
Own Shares in Mutual Fund (Bonds)	5,573	183
Have Interest Checking Account	22,002	147
Have Non-Interest Checking Account	13,736	95
Have Savings Account	29,226	103
Have 401(k) Retirement Savings Plan	7,357	77
Own or Used Any Credit/Debit Card/12 Mo	37,967	104
Avg \$1-110 Monthly Credit Card Expenditures	8,143	105
Avg \$111-225 Monthly Credit Card Expenditures	5,971	123
Avg \$226-450 Monthly Credit Card Expenditures	3,612	108
Avg \$451-700 Monthly Credit Card Expenditures	4,268	123
Avg \$701-1000 Monthly Credit Card Expenditures	3,856	124
Avg \$1001-2000 Monthly Credit Card Expenditures	6,966	152
Avg \$2001+ Monthly Credit Card Expenditures	8,186	154
Did Banking Online/12 Mo	23,762	108
Did Banking by Mobile Device/12 Mo	15,876	82

Ordered Home Delivery Fast Food/6 Mo	2,963	61
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	17,876	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,123	78
Bought Breakfast at Fast Food Restaurant/6 Mo	12,994	91
Bought Lunch at Fast Food Restaurant/6 Mo	20,464	97
Bought Dinner at Fast Food Restaurant/6 Mo	17,477	82
Bought Snack at Fast Food Restaurant/6 Mo	4,343	79
Bought from Fast Food Restaurant on Weekday/6 Mo	27,041	104
Bought from Fast Food Restaurant on Weekend/6 Mo	15,110	73
Bought A&W/6 Mo	558	64
Bought Arby's/6 Mo	6,866	97
Bought Baskin-Robbins/6 Mo	1,059	79
Bought Boston Market/6 Mo	474	85
Bought Burger King/6 Mo	8,688	83
Bought Captain D's/6 Mo	654	59
Bought Carl's Jr./6 Mo	1,629	93
Bought Checkers/6 Mo	555	58
Bought Chick-Fil-A/6 Mo	10,514	78
Bought Chipotle Mexican Grill/6 Mo	3,517	51
Bought Chuck E. Cheese's/6 Mo	338	49
Bought Church's Fried Chicken/6 Mo	671	57
Bought Cold Stone Creamery/6 Mo	736	64
Bought Dairy Queen/6 Mo	5,699	91
Bought Del Taco/6 Mo	1,346	94
Bought Domino's Pizza/6 Mo	4,721	70
Bought Dunkin' Donuts/6 Mo	6,059	108
Bought Five Guys/6 Mo	2,554	64
Bought Hardee's/6 Mo	1,196	64
Bought Jack in the Box/6 Mo	2,203	81
Bought Jersey Mike's/6 Mo	4,913	131
Bought Jimmy John's/6 Mo	2,765	117
Bought KFC/6 Mo	6,889	101
Bought Krispy Kreme Doughnuts/6 Mo	1,684	69
Bought Little Caesars/6 Mo	2,801	55
Bought Long John Silver's/6 Mo	661	67
Bought McDonald's/6 Mo	17,875	90
Bought Panda Express/6 Mo	3,851	72
Bought Panera Bread/6 Mo	5,130	97
Bought Papa John's/6 Mo	2,602	82
Bought Papa Murphy's/6 Mo	1,989	156
Bought Pizza Hut/6 Mo	3,790	78
Bought Popeyes Chicken/6 Mo	4,498	89
Bought Sonic Drive-In/6 Mo	3,494	81
Bought Starbucks/6 Mo	7,387	87
Bought Steak 'N Shake/6 Mo	830	73
Bought Subway/6 Mo	6,808	76
Bought Taco Bell/6 Mo	7,487	67
Bought Wendy's/6 Mo	7,640	72
Bought Whataburger/6 Mo	2,583	105
Bought White Castle/6 Mo	564	57
Bought Wing-Stop/6 Mo	620	41

Went to Fine Dining Restaurant/6 Mo	8,445	128
Went to Fine Dining Restaurant/30 Days	6,855	138
Went to Fine Dining Restaurant 2+ Times/30 Days	3,368	139
Used DoorDash Site/App for Take-Out/Del/30 Days	1,358	27
Used Grubhub Site/App for Take-Out/Del/30 Days	606	36
Used Postmates Site/App for Take-Out/Del/30 Days	113	33
Used Restrnt Site/App for Take-Out/Del/30 Days	6,376	77
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,008	34
Used Yelp Site/App for Take-Out/Del/30 Days	299	74
Used Eyeliner/Eyebrow Pencil/6 Mo	11,032	106
Used Facial Moisturizer/6 Mo	21,182	104
Used Personal Foot Care Prod/6 Mo	8,084	109
Used Hair Coloring Prod at Home/6 Mo	5,700	84
Used Hair Conditioning Treatment at Home/6 Mo	10,020	92
Used Hair Growth Prod/6 Mo	1,233	77
Used Hair Spray at Home/6 Mo	14,513	143
Used Hair Styling Gel/Lotion/Mousse/6 Mo	15,100	101
Used Mouthwash/6 Mo	25,823	100
Used Mouthwash 8+ Times/7 Days	7,331	108
Used Sensitive Toothpaste/6 Mo	8,150	99
Used Whitening Toothpaste/6 Mo	15,615	102
Used Tooth Whitener (Not Toothpaste)/6 Mo	3,337	83
Used Tooth Whitener (Gel)/6 Mo	564	73
Used Tooth Whitener (Strips)/6 Mo	1,764	79
Visited Day Spa/6 Mo	1,538	77
Purchased Prod at Salon or Day Spa/6 Mo	1,054	70
Used Prof Service for Haircut/6 Mo	28,248	118
Used Prof Svc for Hair Color/Highlights/6 Mo	7,145	125
Used Prof Service for Facial/6 Mo	1,015	86
Used Prof Service for Massage/6 Mo	2,550	82
Used Prof Service for Manicure/6 Mo	4,441	95
Used Prof Service for Pedicure/6 Mo	7,557	126
Spent \$1-99 at Barber Shop/6 Mo	7,563	141
Spent \$100+ at Barber Shop/6 Mo	3,548	90
Spent \$1-99 at Beauty Salon/6 Mo	5,753	135
Spent \$100+ at Beauty Salon/6 Mo	11,804	146

Typically Spend 1-3 Hrs Exercising/Wk	8,349	83
Typically Spend 4-6 Hrs Exercising/Wk	8,266	94
Typically Spend 7+ Hrs Exercising/Wk	13,128	142
Exercise at Home 2+ Times/Wk	19,080	105
Exercise at Club 2+ Times/Wk	5,725	108
Exercise at Oth Facility (Not Club) 2+ Times/Wk	4,713	121
Member of LA Fitness Club/Gym	1,019	151
Member of Planet Fitness Club/Gym	785	39
Member of YMCA Fitness Club/Gym	1,143	105
Own Elliptical	1,995	83
Own Stationary Bicycle	3,905	82
Own Treadmill	3,459	69
Own Weight Lifting Equipment	6,271	78
Control Diet for Blood Sugar Level	5,669	106
Control Diet for Cholesterol Level	9,958	180
Control Diet for Food Allergies	904	92
Control Diet to Maintain Weight	7,173	159
Control Diet for Physical Fitness	7,748	128
Control Diet for Salt Restriction	2,742	162
Control Diet for Weight Loss	8,455	102
Use Doctor's Care/Diet for Diet Method	1,925	98
Use Exercise Program for Diet Method	4,659	113
Buy Foods Specifically Labeled: Fat-Free	6,133	169
Buy Foods Specifically Labeled: Gluten-Free	1,711	72
Buy Foods Specifically Labeled: High Fiber	3,780	119
Buy Foods Specifically Labeled: High Protein	4,633	104
Buy Foods Specifically Labeled: Hormone-Free	975	82
Buy Foods Specifically Labeled: Lactose-Free	3,017	126
Buy Foods Specifically Labeled: Low-Calorie	2,943	103
Buy Foods Specifically Labeled: Low-Carb	4,573	116
Buy Foods Specifically Labeled: Low-Cholesterol	2,536	116
Buy Foods Specifically Labeled: Low-Fat	4,521	133
Buy Foods Specifically Labeled: Low-Sodium	6,596	133
Buy Foods Specifically Labeled: Natural/Organic	4,595	71
Buy Foods Specifically Labeled: Probiotic	2,260	103
Buy Foods Specifically Labeled: Sugar-Free	5,505	101
Consider Self to Be Semi-Vegetarian	2,928	90
Used Meal/Dietary/Weight Loss Supplement/6 Mo	3,961	96
Used Vitamins or Dietary Supplements/6 Mo	32,082	124
Provide Services as Primary Caregiver/Caretaker	2,813	109
Assist w/Chores as Caregiver/Caretaker	1,362	81
Assist w/Personal Care as Caregiver/Caretaker	911	69
Give Medication as Caregiver/Caretaker	889	81
Make Doctor Appointments as Caregiver/Caretaker	1,815	122
Provide Transportation as Caregiver/Caretaker	1,914	108

Restaurants (Adults)

Went to Family Restrnt/SteakHse/6 Mo	29,379	102
Went to Family Restrnt/SteakHse 4+ Times/30 Days	12,582	130
Went to Fast Food/Drive-In Restaurant/6 Mo	35,517	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	13,105	83
Ordered Eat-In Fast Food/6 Mo	13,631	103
Ordered Home Delivery Fast Food/6 Mo	2,963	61
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	17,876	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,123	78

Television & Electronics (Adults/Households)

Own Tablet	26,100	117
Own E-Reader	9,498	146
Own E-Reader/Tablet: Apple iPad	17,565	122
HH Owns Internet Connectable TV	10,318	105
Own Portable MP3 Player	1,786	59
HH Owns 1 TV	3,614	77
HH Owns 2 TVs	8,692	132
HH Owns 3 TVs	6,262	120
HH Owns 4+ TVs	4,163	80
HH Subscribes to Cable TV	13,253	198
HH Subscribes to Fiber Optic TV	577	75
HH Owns Portable GPS Device	4,995	127
HH Purchased Video Game System/12 Mo	384	23
HH Owns Internet Video Device for TV	11,295	91

Travel (Adults)

Took Domestic Trip in Continental U.S./12 Mo	26,530	108
Took 3+ Domestic Non-Business Trips/12 Mo	10,593	146
Spent \$1-999 on Domestic Vacations/12 Mo	3,286	75
Spent \$1K-1499 on Domestic Vacations/12 Mo	2,590	94
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,049	108
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,524	113
Spent \$3K+ on Domestic Vacations/12 Mo	5,901	125
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,265	89
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	12,086	100
Took 3+ Foreign Trips by Plane/3 Yrs	2,339	106
Spent \$1-999 on Foreign Vacations/12 Mo	880	52
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	943	55
Spent \$3K+ on Foreign Vacations/12 Mo	4,939	129
Used General Travel Site: Foreign Trip/3 Yrs	2,115	99
Spent Night at Hotel or Motel/12 Mo	21,623	100
Took Cruise of More Than One Day/3 Yrs	6,812	194
Member of Frequent Flyer Program	14,527	133
Member of Hotel Rewards Program	15,056	129

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men's Clothing/12 Mo	47,868	96	
Bought Women's Clothing/12 Mo	43,693	107	
Bought Shoes/12 Mo	59,583	101	
Bought Fine Jewelry/12 Mo	15,203	89	
Bought Watch/12 Mo	11,331	113	
Automobiles (Households)			
HH Owns or Leases Any Vehicle	42,637	104	
HH Bought or Leased New Vehicle/12 Mo	4,097	105	
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	72,133	103	
Bought or Changed Motor Oil/12 Mo	42,183	100	
Had Vehicle Tune-Up/12 Mo	16,294	91	
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	21,747	73	
Drank Beer or Ale/6 Mo	27,789	95	
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	8,653	130	
Own Digital SLR Camera or Camcorder	8,094	107	
Printed Digital Photos/12 Mo	16,705	86	
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	21,634	80	
Have a Smartphone	73,812	100	
Have Android Phone (Any Brand) Smartphone	31,937	109	
Have Apple iPhone Smartphone	42,192	92	
HH Owns 1 Cell Phone	20,320	148	
HH Owns 2 Cell Phones	19,775	111	
HH Owns 3+ Cell Phones	4,937	37	
HH Has Cell Phone Only (No Landline Telephone)	30,108	87	
Computers (Households)			
HH Owns Computer	40,161	106	
HH Owns Desktop Computer	20,391	119	
HH Owns Laptop or Notebook	31,031	98	
HH Owns Apple/Mac Brand Computer	10,868	95	
HH Owns PC/Non-Apple Brand Computer	32,235	102	
HH Purchased Most Recent Home Computer at Store	18,685	116	
HH Purchased Most Recent Home Computer Online	11,990	97	
HH Spent \$1-499 on Most Recent Home Computer	5,279	89	
HH Spent \$500-999 on Most Recent Home Computer	9,495	117	
HH Spent \$1K-1499 on Most Recent Home Computer	4,727	93	
HH Spent \$1500-1999 on Most Recent Home Computer	2,202	118	
HH Spent \$2K+ on Most Recent Home Computer	3,160	109	

Convenience Stores (Adults)

Shopped at C-Store/6 Mo	47,392	92
Bought Brewed Coffee at C-Store/30 Days	8,752	89
Bought Cigarettes at C-Store/30 Days	4,023	90
Bought Gas at C-Store/30 Days	30,870	96
Spent \$1-19 at C-Store/30 Days	4,240	86
Spent \$20-39 at C-Store/30 Days	5,629	89
Spent \$40-50 at C-Store/30 Days	4,867	98
Spent \$51-99 at C-Store/30 Days	5,415	130
Spent \$100+ at C-Store/30 Days	15,051	78

Entertainment (Adults)

Attended Movie/6 Mo	41,534	100
Went to Live Theater/12 Mo	12,253	135
Went to Bar or Night Club/12 Mo	12,467	82
Dined Out/12 Mo	49,989	114
Gambled at Casino/12 Mo	13,208	132
Visited Theme Park/12 Mo	9,169	62
Viewed Movie (Video-on-Demand)/30 Days	9,792	153
Viewed TV Show (Video-on-Demand)/30 Days	6,408	149
Used Internet to Download Movie/30 Days	3,246	61
Downloaded Individual Song/6 Mo	11,381	80
Used Internet to Watch Movie/30 Days	17,757	64
Used Internet to Watch TV Program/30 Days	11,666	66
Played (Console) Video or Electronic Game/12 Mo	3,117	31
Played (Portable) Video or Electronic Game/12 Mo	3,824	67

Financial (Adults)

Have 1st Home Mortgage	23,970	87
Used ATM or Cash Machine/12 Mo	45,081	95
Own Any Stock	15,951	149
Own U.S. Savings Bonds	6,747	115
Own Shares in Mutual Fund (Stocks)	15,091	160
Own Shares in Mutual Fund (Bonds)	10,453	175
Have Interest Checking Account	41,935	143
Have Non-Interest Checking Account	27,401	97
Have Savings Account	57,314	102
Have 401(k) Retirement Savings Plan	14,646	77
Own or Used Any Credit/Debit Card/12 Mo	74,560	103
Avg \$1-110 Monthly Credit Card Expenditures	16,038	105
Avg \$111-225 Monthly Credit Card Expenditures	11,578	121
Avg \$226-450 Monthly Credit Card Expenditures	7,098	108
Avg \$451-700 Monthly Credit Card Expenditures	8,266	121
Avg \$701-1000 Monthly Credit Card Expenditures	7,384	121
Avg \$1001-2000 Monthly Credit Card Expenditures	13,188	146
Avg \$2001+ Monthly Credit Card Expenditures	15,431	147
Did Banking Online/12 Mo	46,419	107
Did Banking by Mobile Device/12 Mo	31,648	83

Ordered Home Delivery Fast Food/6 Mo	5,995	62
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	35,309	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	14,329	80
Bought Breakfast at Fast Food Restaurant/6 Mo	25,816	92
Bought Lunch at Fast Food Restaurant/6 Mo	40,557	97
Bought Dinner at Fast Food Restaurant/6 Mo	34,826	83
Bought Snack at Fast Food Restaurant/6 Mo	8,683	80
Bought from Fast Food Restaurant on Weekday/6 Mo	53,042	104
Bought from Fast Food Restaurant on Weekend/6 Mo	30,580	75
Bought A&W/6 Mo	1,149	67
Bought Arby's/6 Mo	13,791	99
Bought Baskin-Robbins/6 Mo	2,062	78
Bought Boston Market/6 Mo	920	84
Bought Burger King/6 Mo	17,496	85
Bought Captain D's/6 Mo	1,439	66
Bought Carl's Jr./6 Mo	3,237	94
Bought Checkers/6 Mo	1,183	63
Bought Chick-Fil-A/6 Mo	21,037	79
Bought Chipotle Mexican Grill/6 Mo	7,214	53
Bought Chuck E. Cheese's/6 Mo	684	51
Bought Church's Fried Chicken/6 Mo	1,390	60
Bought Cold Stone Creamery/6 Mo	1,446	64
Bought Dairy Queen/6 Mo	11,462	93
Bought Del Taco/6 Mo	2,653	94
Bought Domino's Pizza/6 Mo	9,649	73
Bought Dunkin' Donuts/6 Mo	11,619	105
Bought Five Guys/6 Mo	5,154	66
Bought Hardee's/6 Mo	2,647	72
Bought Jack in the Box/6 Mo	4,339	81
Bought Jersey Mike's/6 Mo	9,320	126
Bought Jimmy John's/6 Mo	5,233	112
Bought KFC/6 Mo	13,507	101
Bought Krispy Kreme Doughnuts/6 Mo	3,473	72
Bought Little Caesars/6 Mo	5,802	58
Bought Long John Silver's/6 Mo	1,410	73
Bought McDonald's/6 Mo	35,539	91
Bought Panda Express/6 Mo	7,677	73
Bought Panera Bread/6 Mo	10,163	98
Bought Papa John's/6 Mo	5,224	84
Bought Papa Murphy's/6 Mo	3,783	150
Bought Pizza Hut/6 Mo	7,606	79
Bought Popeyes Chicken/6 Mo	8,735	88
Bought Sonic Drive-In/6 Mo	7,181	84
Bought Starbucks/6 Mo	14,448	86
Bought Steak 'N Shake/6 Mo	1,738	78
Bought Subway/6 Mo	13,974	79
Bought Taco Bell/6 Mo	15,660	71
Bought Wendy's/6 Mo	15,866	76
Bought Whataburger/6 Mo	4,952	102
Bought White Castle/6 Mo	1,121	57
Bought Wing-Stop/6 Mo	1,265	42

Went to Fine Dining Restaurant/6 Mo	16,043	124
Went to Fine Dining Restaurant/30 Days	12,958	133
Went to Fine Dining Restaurant 2+ Times/30 Days	6,319	133
Used DoorDash Site/App for Take-Out/Del/30 Days	3,182	32
Used Grubhub Site/App for Take-Out/Del/30 Days	1,289	38
Used Postmates Site/App for Take-Out/Del/30 Days	230	34
Used Restrnt Site/App for Take-Out/Del/30 Days	12,687	78
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,076	36
Used Yelp Site/App for Take-Out/Del/30 Days	579	72
Used Eyeliner/Eyebrow Pencil/6 Mo	21,512	105
Used Facial Moisturizer/6 Mo	41,268	103
Used Personal Foot Care Prod/6 Mo	15,970	110
Used Hair Coloring Prod at Home/6 Mo	11,451	85
Used Hair Conditioning Treatment at Home/6 Mo	19,702	92
Used Hair Growth Prod/6 Mo	2,466	78
Used Hair Spray at Home/6 Mo	27,784	139
Used Hair Styling Gel/Lotion/Mousse/6 Mo	29,261	99
Used Mouthwash/6 Mo	50,484	99
Used Mouthwash 8+ Times/7 Days	14,256	107
Used Sensitive Toothpaste/6 Mo	16,098	100
Used Whitening Toothpaste/6 Mo	30,610	101
Used Tooth Whitener (Not Toothpaste)/6 Mo	6,626	83
Used Tooth Whitener (Gel)/6 Mo	1,128	74
Used Tooth Whitener (Strips)/6 Mo	3,521	80
Visited Day Spa/6 Mo	3,018	77
Purchased Prod at Salon or Day Spa/6 Mo	2,203	75
Used Prof Service for Haircut/6 Mo	54,796	117
Used Prof Svc for Hair Color/Highlights/6 Mo	13,694	122
Used Prof Service for Facial/6 Mo	2,014	86
Used Prof Service for Massage/6 Mo	5,099	83
Used Prof Service for Manicure/6 Mo	8,696	95
Used Prof Service for Pedicure/6 Mo	14,461	123
Spent \$1-99 at Barber Shop/6 Mo	14,520	137
Spent \$100+ at Barber Shop/6 Mo	6,921	89
Spent \$1-99 at Beauty Salon/6 Mo	11,330	135
Spent \$100+ at Beauty Salon/6 Mo	22,341	140

Typically Spend 1-3 Hrs Exercising/Wk	16,787	85
Typically Spend 4-6 Hrs Exercising/Wk	16,293	94
Typically Spend 7+ Hrs Exercising/Wk	24,925	137
Exercise at Home 2+ Times/Wk	37,171	104
Exercise at Club 2+ Times/Wk	11,111	107
Exercise at Oth Facility (Not Club) 2+ Times/Wk	9,006	118
Member of LA Fitness Club/Gym	1,885	141
Member of Planet Fitness Club/Gym	1,762	44
Member of YMCA Fitness Club/Gym	2,228	104
Own Elliptical	3,966	83
Own Stationary Bicycle	7,818	83
Own Treadmill	7,134	72
Own Weight Lifting Equipment	12,520	79
Control Diet for Blood Sugar Level	11,265	107
Control Diet for Cholesterol Level	18,691	172
Control Diet for Food Allergies	1,813	94
Control Diet to Maintain Weight	13,547	153
Control Diet for Physical Fitness	14,677	123
Control Diet for Salt Restriction	5,201	156
Control Diet for Weight Loss	16,661	102
Use Doctor's Care/Diet for Diet Method	3,771	97
Use Exercise Program for Diet Method	9,035	111
Buy Foods Specifically Labeled: Fat-Free	11,468	160
Buy Foods Specifically Labeled: Gluten-Free	3,480	74
Buy Foods Specifically Labeled: High Fiber	7,328	117
Buy Foods Specifically Labeled: High Protein	9,004	103
Buy Foods Specifically Labeled: Hormone-Free	1,982	84
Buy Foods Specifically Labeled: Lactose-Free	5,719	122
Buy Foods Specifically Labeled: Low-Calorie	5,789	103
Buy Foods Specifically Labeled: Low-Carb	8,964	116
Buy Foods Specifically Labeled: Low-Cholesterol	4,922	114
Buy Foods Specifically Labeled: Low-Fat	8,748	131
Buy Foods Specifically Labeled: Low-Sodium	12,666	129
Buy Foods Specifically Labeled: Natural/Organic	9,444	74
Buy Foods Specifically Labeled: Probiotic	4,409	102
Buy Foods Specifically Labeled: Sugar-Free	10,867	101
Consider Self to Be Semi-Vegetarian	5,816	90
Used Meal/Dietary/Weight Loss Supplement/6 Mo	7,823	96
Used Vitamins or Dietary Supplements/6 Mo	62,021	122
Provide Services as Primary Caregiver/Caretaker	5,523	108
Assist w/Chores as Caregiver/Caretaker	2,820	85
Assist w/Personal Care as Caregiver/Caretaker	1,944	75
Give Medication as Caregiver/Caretaker	1,844	85
Make Doctor Appointments as Caregiver/Caretaker	3,557	121
Provide Transportation as Caregiver/Caretaker	3,817	110

Restaurants (Adults)

Went to Family Restrnt/SteakHse/6 Mo	57,656	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	24,048	126
Went to Fast Food/Drive-In Restaurant/6 Mo	70,030	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	26,218	84
Ordered Eat-In Fast Food/6 Mo	26,875	103
Ordered Home Delivery Fast Food/6 Mo	5,995	62
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	35,309	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	14,329	80

Television & Electronics (Adults/Households)

Own Tablet	50,616	115
Own E-Reader	18,028	141
Own E-Reader/Tablet: Apple iPad	33,622	118
HH Owns Internet Connectable TV	19,759	104
Own Portable MP3 Player	3,866	64
HH Owns 1 TV	7,277	80
HH Owns 2 TVs	16,366	129
HH Owns 3 TVs	11,892	118
HH Owns 4+ TVs	8,226	82
HH Subscribes to Cable TV	24,344	188
HH Subscribes to Fiber Optic TV	1,109	75
HH Owns Portable GPS Device	9,582	126
HH Purchased Video Game System/12 Mo	875	27
HH Owns Internet Video Device for TV	21,991	91

Travel (Adults)

Took Domestic Trip in Continental U.S./12 Mo	51,577	107
Took 3+ Domestic Non-Business Trips/12 Mo	20,052	140
Spent \$1-999 on Domestic Vacations/12 Mo	6,680	78
Spent \$1K-1499 on Domestic Vacations/12 Mo	5,080	94
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,075	109
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,960	113
Spent \$3K+ on Domestic Vacations/12 Mo	11,136	120
Used Intrnt Travel Site for Domestic Trip/12 Mo	4,515	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	23,350	98
Took 3+ Foreign Trips by Plane/3 Yrs	4,408	102
Spent \$1-999 on Foreign Vacations/12 Mo	1,893	57
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,951	58
Spent \$3K+ on Foreign Vacations/12 Mo	9,355	124
Used General Travel Site: Foreign Trip/3 Yrs	4,138	99
Spent Night at Hotel or Motel/12 Mo	42,306	99
Took Cruise of More Than One Day/3 Yrs	12,688	184
Member of Frequent Flyer Program	27,632	128
Member of Hotel Rewards Program	28,914	126