

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|------------------------------|------------|
| Apparel (Adults) | | | |
| Bought Men's Clothing/12 Mo | 7,125 | | 101 |
| Bought Women's Clothing/12 Mo | 5,932 | | 102 |
| Bought Shoes/12 Mo | 8,461 | | 100 |
| Bought Fine Jewelry/12 Mo | 2,402 | | 98 |
| Bought Watch/12 Mo | 1,458 | | 102 |
| Automobiles (Households) | | | |
| HH Owns or Leases Any Vehicle | 5,356 | | 102 |
| HH Bought or Leased New Vehicle/12 Mo | 482 | | 97 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline/6 Mo | 10,196 | | 102 |
| Bought or Changed Motor Oil/12 Mo | 6,013 | | 99 |
| Had Vehicle Tune-Up/12 Mo | 2,592 | | 101 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola/6 Mo | 4,057 | | 95 |
| Drank Beer or Ale/6 Mo | 4,230 | | 102 |
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera/Camcorder | 987 | | 104 |
| Own Digital SLR Camera or Camcorder | 1,137 | | 105 |
| Printed Digital Photos/12 Mo | 2,845 | | 102 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone/12 Mo | 3,760 | | 97 |
| Have a Smartphone | 10,617 | | 101 |
| Have Android Phone (Any Brand) Smartphone | 4,031 | | 96 |
| Have Apple iPhone Smartphone | 6,808 | | 104 |
| HH Owns 1 Cell Phone | 1,864 | | 106 |
| HH Owns 2 Cell Phones | 2,324 | | 102 |
| HH Owns 3+ Cell Phones | 1,555 | | 92 |
| HH Has Cell Phone Only (No Landline Telephone) | 4,473 | | 101 |
| Computers (Households) | | | |
| HH Owns Computer | 5,004 | | 103 |
| HH Owns Desktop Computer | 2,266 | | 103 |
| HH Owns Laptop or Notebook | 4,152 | | 103 |
| HH Owns Apple/Mac Brand Computer | 1,501 | | 102 |
| HH Owns PC/Non-Apple Brand Computer | 4,181 | | 103 |
| HH Purchased Most Recent Home Computer at Store | 2,102 | | 102 |
| HH Purchased Most Recent Home Computer Online | 1,621 | | 102 |
| HH Spent \$1-499 on Most Recent Home Computer | 758 | | 99 |
| HH Spent \$500-999 on Most Recent Home Computer | 1,089 | | 105 |
| HH Spent \$1K-1499 on Most Recent Home Computer | 655 | | 100 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 248 | | 103 |
| HH Spent \$2K+ on Most Recent Home Computer | 373 | | 101 |

Convenience Stores (Adults)

| | | |
|---|-------|-----|
| Shopped at C-Store/6 Mo | 7,408 | 101 |
| Bought Brewed Coffee at C-Store/30 Days | 1,434 | 102 |
| Bought Cigarettes at C-Store/30 Days | 600 | 94 |
| Bought Gas at C-Store/30 Days | 4,563 | 100 |
| Spent \$1-19 at C-Store/30 Days | 733 | 104 |
| Spent \$20-39 at C-Store/30 Days | 948 | 105 |
| Spent \$40-50 at C-Store/30 Days | 679 | 96 |
| Spent \$51-99 at C-Store/30 Days | 638 | 107 |
| Spent \$100+ at C-Store/30 Days | 2,607 | 95 |

Entertainment (Adults)

| | | |
|--|-------|-----|
| Attended Movie/6 Mo | 5,981 | 101 |
| Went to Live Theater/12 Mo | 1,419 | 109 |
| Went to Bar or Night Club/12 Mo | 2,243 | 104 |
| Dined Out/12 Mo | 6,319 | 101 |
| Gambled at Casino/12 Mo | 1,447 | 101 |
| Visited Theme Park/12 Mo | 1,985 | 94 |
| Viewed Movie (Video-on-Demand)/30 Days | 1,007 | 110 |
| Viewed TV Show (Video-on-Demand)/30 Days | 693 | 113 |
| Used Internet to Download Movie/30 Days | 803 | 106 |
| Downloaded Individual Song/6 Mo | 1,998 | 98 |
| Used Internet to Watch Movie/30 Days | 4,082 | 104 |
| Used Internet to Watch TV Program/30 Days | 2,750 | 109 |
| Played (Console) Video or Electronic Game/12 Mo | 1,440 | 101 |
| Played (Portable) Video or Electronic Game/12 Mo | 808 | 99 |

Financial (Adults)

| | | |
|--|--------|-----|
| Have 1st Home Mortgage | 3,985 | 101 |
| Used ATM or Cash Machine/12 Mo | 6,903 | 102 |
| Own Any Stock | 1,636 | 107 |
| Own U.S. Savings Bonds | 904 | 108 |
| Own Shares in Mutual Fund (Stocks) | 1,390 | 103 |
| Own Shares in Mutual Fund (Bonds) | 892 | 104 |
| Have Interest Checking Account | 4,362 | 104 |
| Have Non-Interest Checking Account | 4,096 | 101 |
| Have Savings Account | 8,290 | 103 |
| Have 401(k) Retirement Savings Plan | 2,832 | 105 |
| Own or Used Any Credit/Debit Card/12 Mo | 10,425 | 101 |
| Avg \$1-110 Monthly Credit Card Expenditures | 2,251 | 103 |
| Avg \$111-225 Monthly Credit Card Expenditures | 1,411 | 103 |
| Avg \$226-450 Monthly Credit Card Expenditures | 996 | 106 |
| Avg \$451-700 Monthly Credit Card Expenditures | 1,006 | 103 |
| Avg \$701-1000 Monthly Credit Card Expenditures | 895 | 103 |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 1,339 | 104 |
| Avg \$2001+ Monthly Credit Card Expenditures | 1,631 | 109 |
| Did Banking Online/12 Mo | 6,470 | 104 |
| Did Banking by Mobile Device/12 Mo | 5,607 | 103 |

| | | |
|--|-------|-----|
| Ordered Home Delivery Fast Food/6 Mo | 1,403 | 102 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 5,448 | 100 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 2,610 | 102 |
| Bought Breakfast at Fast Food Restaurant/6 Mo | 4,005 | 100 |
| Bought Lunch at Fast Food Restaurant/6 Mo | 5,922 | 99 |
| Bought Dinner at Fast Food Restaurant/6 Mo | 6,004 | 100 |
| Bought Snack at Fast Food Restaurant/6 Mo | 1,555 | 100 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 7,383 | 101 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 5,818 | 100 |
| Bought A&W/6 Mo | 209 | 86 |
| Bought Arby's/6 Mo | 1,967 | 98 |
| Bought Baskin-Robbins/6 Mo | 344 | 91 |
| Bought Boston Market/6 Mo | 158 | 101 |
| Bought Burger King/6 Mo | 2,823 | 96 |
| Bought Captain D's/6 Mo | 264 | 85 |
| Bought Carl's Jr./6 Mo | 433 | 88 |
| Bought Checkers/6 Mo | 263 | 98 |
| Bought Chick-Fil-A/6 Mo | 3,994 | 106 |
| Bought Chipotle Mexican Grill/6 Mo | 2,111 | 109 |
| Bought Chuck E. Cheese's/6 Mo | 152 | 79 |
| Bought Church's Fried Chicken/6 Mo | 331 | 100 |
| Bought Cold Stone Creamery/6 Mo | 332 | 103 |
| Bought Dairy Queen/6 Mo | 1,734 | 99 |
| Bought Del Taco/6 Mo | 323 | 80 |
| Bought Domino's Pizza/6 Mo | 1,840 | 97 |
| Bought Dunkin' Donuts/6 Mo | 1,756 | 111 |
| Bought Five Guys/6 Mo | 1,300 | 116 |
| Bought Hardee's/6 Mo | 400 | 76 |
| Bought Jack in the Box/6 Mo | 681 | 89 |
| Bought Jersey Mike's/6 Mo | 1,164 | 110 |
| Bought Jimmy John's/6 Mo | 710 | 106 |
| Bought KFC/6 Mo | 1,686 | 88 |
| Bought Krispy Kreme Doughnuts/6 Mo | 669 | 97 |
| Bought Little Caesars/6 Mo | 1,312 | 92 |
| Bought Long John Silver's/6 Mo | 204 | 74 |
| Bought McDonald's/6 Mo | 5,346 | 96 |
| Bought Panda Express/6 Mo | 1,401 | 93 |
| Bought Panera Bread/6 Mo | 1,628 | 110 |
| Bought Papa John's/6 Mo | 937 | 105 |
| Bought Papa Murphy's/6 Mo | 447 | 124 |
| Bought Pizza Hut/6 Mo | 1,204 | 88 |
| Bought Popeyes Chicken/6 Mo | 1,376 | 97 |
| Bought Sonic Drive-In/6 Mo | 1,051 | 86 |
| Bought Starbucks/6 Mo | 2,504 | 104 |
| Bought Steak 'N Shake/6 Mo | 330 | 103 |
| Bought Subway/6 Mo | 2,443 | 97 |
| Bought Taco Bell/6 Mo | 3,044 | 97 |
| Bought Wendy's/6 Mo | 2,979 | 99 |
| Bought Whataburger/6 Mo | 697 | 101 |
| Bought White Castle/6 Mo | 235 | 84 |
| Bought Wing-Stop/6 Mo | 391 | 91 |

| | | |
|--|-------|-----|
| Went to Fine Dining Restaurant/6 Mo | 1,979 | 107 |
| Went to Fine Dining Restaurant/30 Days | 1,496 | 107 |
| Went to Fine Dining Restaurant 2+ Times/30 Days | 723 | 106 |
| Used DoorDash Site/App for Take-Out/Del/30 Days | 1,490 | 105 |
| Used Grubhub Site/App for Take-Out/Del/30 Days | 512 | 107 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 114 | 118 |
| Used Restrnt Site/App for Take-Out/Del/30 Days | 2,466 | 106 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 880 | 106 |
| Used Yelp Site/App for Take-Out/Del/30 Days | 97 | 85 |
| Used Eyeliner/Eyebrow Pencil/6 Mo | 2,962 | 101 |
| Used Facial Moisturizer/6 Mo | 5,857 | 102 |
| Used Personal Foot Care Prod/6 Mo | 2,040 | 98 |
| Used Hair Coloring Prod at Home/6 Mo | 1,799 | 94 |
| Used Hair Conditioning Treatment at Home/6 Mo | 2,935 | 96 |
| Used Hair Growth Prod/6 Mo | 427 | 94 |
| Used Hair Spray at Home/6 Mo | 2,796 | 98 |
| Used Hair Styling Gel/Lotion/Mousse/6 Mo | 4,239 | 100 |
| Used Mouthwash/6 Mo | 7,274 | 100 |
| Used Mouthwash 8+ Times/7 Days | 1,810 | 95 |
| Used Sensitive Toothpaste/6 Mo | 2,309 | 100 |
| Used Whitening Toothpaste/6 Mo | 4,312 | 100 |
| Used Tooth Whitener (Not Toothpaste)/6 Mo | 1,069 | 94 |
| Used Tooth Whitener (Gel)/6 Mo | 201 | 93 |
| Used Tooth Whitener (Strips)/6 Mo | 575 | 92 |
| Visited Day Spa/6 Mo | 597 | 107 |
| Purchased Prod at Salon or Day Spa/6 Mo | 481 | 114 |
| Used Prof Service for Haircut/6 Mo | 6,888 | 103 |
| Used Prof Svc for Hair Color/Highlights/6 Mo | 1,661 | 103 |
| Used Prof Service for Facial/6 Mo | 355 | 106 |
| Used Prof Service for Massage/6 Mo | 952 | 108 |
| Used Prof Service for Manicure/6 Mo | 1,393 | 106 |
| Used Prof Service for Pedicure/6 Mo | 1,755 | 104 |
| Spent \$1-99 at Barber Shop/6 Mo | 1,569 | 104 |
| Spent \$100+ at Barber Shop/6 Mo | 1,171 | 106 |
| Spent \$1-99 at Beauty Salon/6 Mo | 1,211 | 101 |
| Spent \$100+ at Beauty Salon/6 Mo | 2,475 | 109 |

| | | |
|---|-------|-----|
| Typically Spend 1-3 Hrs Exercising/Wk | 2,923 | 103 |
| Typically Spend 4-6 Hrs Exercising/Wk | 2,547 | 103 |
| Typically Spend 7+ Hrs Exercising/Wk | 2,662 | 102 |
| Exercise at Home 2+ Times/Wk | 5,292 | 103 |
| Exercise at Club 2+ Times/Wk | 1,631 | 110 |
| Exercise at Oth Facility (Not Club) 2+ Times/Wk | 1,113 | 102 |
| Member of LA Fitness Club/Gym | 186 | 98 |
| Member of Planet Fitness Club/Gym | 649 | 114 |
| Member of YMCA Fitness Club/Gym | 319 | 104 |
| Own Elliptical | 651 | 96 |
| Own Stationary Bicycle | 1,353 | 101 |
| Own Treadmill | 1,426 | 101 |
| Own Weight Lifting Equipment | 2,353 | 104 |
| Control Diet for Blood Sugar Level | 1,448 | 96 |
| Control Diet for Cholesterol Level | 1,488 | 96 |
| Control Diet for Food Allergies | 277 | 101 |
| Control Diet to Maintain Weight | 1,285 | 101 |
| Control Diet for Physical Fitness | 1,721 | 101 |
| Control Diet for Salt Restriction | 451 | 95 |
| Control Diet for Weight Loss | 2,377 | 102 |
| Use Doctor's Care/Diet for Diet Method | 513 | 93 |
| Use Exercise Program for Diet Method | 1,200 | 103 |
| Buy Foods Specifically Labeled: Fat-Free | 985 | 96 |
| Buy Foods Specifically Labeled: Gluten-Free | 648 | 96 |
| Buy Foods Specifically Labeled: High Fiber | 888 | 99 |
| Buy Foods Specifically Labeled: High Protein | 1,283 | 102 |
| Buy Foods Specifically Labeled: Hormone-Free | 355 | 106 |
| Buy Foods Specifically Labeled: Lactose-Free | 655 | 97 |
| Buy Foods Specifically Labeled: Low-Calorie | 809 | 100 |
| Buy Foods Specifically Labeled: Low-Carb | 1,095 | 99 |
| Buy Foods Specifically Labeled: Low-Cholesterol | 594 | 97 |
| Buy Foods Specifically Labeled: Low-Fat | 968 | 101 |
| Buy Foods Specifically Labeled: Low-Sodium | 1,390 | 99 |
| Buy Foods Specifically Labeled: Natural/Organic | 1,920 | 106 |
| Buy Foods Specifically Labeled: Probiotic | 601 | 98 |
| Buy Foods Specifically Labeled: Sugar-Free | 1,495 | 98 |
| Consider Self to Be Semi-Vegetarian | 920 | 100 |
| Used Meal/Dietary/Weight Loss Supplement/6 Mo | 1,070 | 92 |
| Used Vitamins or Dietary Supplements/6 Mo | 7,375 | 101 |
| Provide Services as Primary Caregiver/Caretaker | 672 | 92 |
| Assist w/Chores as Caregiver/Caretaker | 441 | 93 |
| Assist w/Personal Care as Caregiver/Caretaker | 349 | 94 |
| Give Medication as Caregiver/Caretaker | 264 | 85 |
| Make Doctor Appointments as Caregiver/Caretaker | 374 | 89 |
| Provide Transportation as Caregiver/Caretaker | 473 | 95 |

Restaurants (Adults)

| | | |
|--|--------|-----|
| Went to Family Restrnt/SteakHse/6 Mo | 8,234 | 101 |
| Went to Family Restrnt/SteakHse 4+ Times/30 Days | 2,736 | 100 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | 10,225 | 100 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | 4,332 | 98 |
| Ordered Eat-In Fast Food/6 Mo | 3,604 | 97 |
| Ordered Home Delivery Fast Food/6 Mo | 1,403 | 102 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 5,448 | 100 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 2,610 | 102 |

Television & Electronics (Adults/Households)

| | | |
|--------------------------------------|-------|-----|
| Own Tablet | 6,298 | 100 |
| Own E-Reader | 2,018 | 110 |
| Own E-Reader/Tablet: Apple iPad | 4,211 | 104 |
| HH Owns Internet Connectable TV | 2,429 | 100 |
| Own Portable MP3 Player | 889 | 104 |
| HH Owns 1 TV | 1,197 | 103 |
| HH Owns 2 TVs | 1,694 | 104 |
| HH Owns 3 TVs | 1,276 | 99 |
| HH Owns 4+ TVs | 1,199 | 93 |
| HH Subscribes to Cable TV | 1,805 | 109 |
| HH Subscribes to Fiber Optic TV | 210 | 110 |
| HH Owns Portable GPS Device | 955 | 98 |
| HH Purchased Video Game System/12 Mo | 406 | 98 |
| HH Owns Internet Video Device for TV | 3,099 | 100 |

Travel (Adults)

| | | |
|---|-------|-----|
| Took Domestic Trip in Continental U.S./12 Mo | 7,264 | 105 |
| Took 3+ Domestic Non-Business Trips/12 Mo | 2,114 | 104 |
| Spent \$1-999 on Domestic Vacations/12 Mo | 1,258 | 102 |
| Spent \$1K-1499 on Domestic Vacations/12 Mo | 810 | 105 |
| Spent \$1500-1999 on Domestic Vacations/12 Mo | 551 | 103 |
| Spent \$2K-2999 on Domestic Vacations/12 Mo | 675 | 108 |
| Spent \$3K+ on Domestic Vacations/12 Mo | 1,409 | 106 |
| Used Intrnt Travel Site for Domestic Trip/12 Mo | 742 | 103 |
| Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs | 3,502 | 103 |
| Took 3+ Foreign Trips by Plane/3 Yrs | 613 | 99 |
| Spent \$1-999 on Foreign Vacations/12 Mo | 456 | 96 |
| Index: Spent \$1K-2999 on Foreign Vacations/12 Mo | 511 | 106 |
| Spent \$3K+ on Foreign Vacations/12 Mo | 1,112 | 103 |
| Used General Travel Site: Foreign Trip/3 Yrs | 618 | 103 |
| Spent Night at Hotel or Motel/12 Mo | 6,349 | 104 |
| Took Cruise of More Than One Day/3 Yrs | 1,038 | 105 |
| Member of Frequent Flyer Program | 3,318 | 108 |
| Member of Hotel Rewards Program | 3,459 | 105 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|------------------------------|------------|
| Apparel (Adults) | | | |
| Bought Men's Clothing/12 Mo | 52,821 | | 100 |
| Bought Women's Clothing/12 Mo | 43,247 | | 100 |
| Bought Shoes/12 Mo | 62,605 | | 100 |
| Bought Fine Jewelry/12 Mo | 17,959 | | 99 |
| Bought Watch/12 Mo | 10,627 | | 100 |
| Automobiles (Households) | | | |
| HH Owns or Leases Any Vehicle | 38,690 | | 101 |
| HH Bought or Leased New Vehicle/12 Mo | 3,384 | | 93 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline/6 Mo | 74,916 | | 101 |
| Bought or Changed Motor Oil/12 Mo | 44,200 | | 98 |
| Had Vehicle Tune-Up/12 Mo | 19,473 | | 102 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola/6 Mo | 30,558 | | 97 |
| Drank Beer or Ale/6 Mo | 31,582 | | 102 |
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera/Camcorder | 7,150 | | 101 |
| Own Digital SLR Camera or Camcorder | 8,347 | | 104 |
| Printed Digital Photos/12 Mo | 20,896 | | 101 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone/12 Mo | 28,490 | | 99 |
| Have a Smartphone | 78,684 | | 101 |
| Have Android Phone (Any Brand) Smartphone | 30,678 | | 98 |
| Have Apple iPhone Smartphone | 49,703 | | 102 |
| HH Owns 1 Cell Phone | 14,401 | | 112 |
| HH Owns 2 Cell Phones | 16,574 | | 100 |
| HH Owns 3+ Cell Phones | 10,880 | | 88 |
| HH Has Cell Phone Only (No Landline Telephone) | 33,149 | | 103 |
| Computers (Households) | | | |
| HH Owns Computer | 36,279 | | 102 |
| HH Owns Desktop Computer | 16,045 | | 100 |
| HH Owns Laptop or Notebook | 30,212 | | 102 |
| HH Owns Apple/Mac Brand Computer | 10,933 | | 102 |
| HH Owns PC/Non-Apple Brand Computer | 30,203 | | 102 |
| HH Purchased Most Recent Home Computer at Store | 15,154 | | 101 |
| HH Purchased Most Recent Home Computer Online | 12,026 | | 104 |
| HH Spent \$1-499 on Most Recent Home Computer | 5,605 | | 101 |
| HH Spent \$500-999 on Most Recent Home Computer | 7,877 | | 104 |
| HH Spent \$1K-1499 on Most Recent Home Computer | 4,788 | | 100 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 1,887 | | 108 |
| HH Spent \$2K+ on Most Recent Home Computer | 2,776 | | 103 |

Convenience Stores (Adults)

| | | |
|---|--------|-----|
| Shopped at C-Store/6 Mo | 55,068 | 101 |
| Bought Brewed Coffee at C-Store/30 Days | 10,543 | 101 |
| Bought Cigarettes at C-Store/30 Days | 4,559 | 96 |
| Bought Gas at C-Store/30 Days | 33,525 | 99 |
| Spent \$1-19 at C-Store/30 Days | 5,386 | 103 |
| Spent \$20-39 at C-Store/30 Days | 6,965 | 104 |
| Spent \$40-50 at C-Store/30 Days | 5,015 | 95 |
| Spent \$51-99 at C-Store/30 Days | 4,842 | 109 |
| Spent \$100+ at C-Store/30 Days | 19,345 | 94 |

Entertainment (Adults)

| | | |
|--|--------|-----|
| Attended Movie/6 Mo | 44,909 | 102 |
| Went to Live Theater/12 Mo | 10,300 | 107 |
| Went to Bar or Night Club/12 Mo | 16,973 | 105 |
| Dined Out/12 Mo | 46,698 | 100 |
| Gambled at Casino/12 Mo | 10,778 | 101 |
| Visited Theme Park/12 Mo | 15,322 | 98 |
| Viewed Movie (Video-on-Demand)/30 Days | 7,043 | 103 |
| Viewed TV Show (Video-on-Demand)/30 Days | 4,924 | 108 |
| Used Internet to Download Movie/30 Days | 6,027 | 107 |
| Downloaded Individual Song/6 Mo | 15,056 | 100 |
| Used Internet to Watch Movie/30 Days | 31,020 | 106 |
| Used Internet to Watch TV Program/30 Days | 20,529 | 109 |
| Played (Console) Video or Electronic Game/12 Mo | 11,667 | 110 |
| Played (Portable) Video or Electronic Game/12 Mo | 6,478 | 107 |

Financial (Adults)

| | | |
|--|--------|-----|
| Have 1st Home Mortgage | 29,092 | 99 |
| Used ATM or Cash Machine/12 Mo | 50,886 | 101 |
| Own Any Stock | 11,675 | 102 |
| Own U.S. Savings Bonds | 6,578 | 106 |
| Own Shares in Mutual Fund (Stocks) | 9,881 | 99 |
| Own Shares in Mutual Fund (Bonds) | 6,358 | 100 |
| Have Interest Checking Account | 31,545 | 101 |
| Have Non-Interest Checking Account | 30,594 | 102 |
| Have Savings Account | 61,114 | 103 |
| Have 401(k) Retirement Savings Plan | 20,682 | 103 |
| Own or Used Any Credit/Debit Card/12 Mo | 77,227 | 101 |
| Avg \$1-110 Monthly Credit Card Expenditures | 16,606 | 102 |
| Avg \$111-225 Monthly Credit Card Expenditures | 10,610 | 104 |
| Avg \$226-450 Monthly Credit Card Expenditures | 7,280 | 104 |
| Avg \$451-700 Monthly Credit Card Expenditures | 7,532 | 104 |
| Avg \$701-1000 Monthly Credit Card Expenditures | 6,842 | 106 |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 9,769 | 102 |
| Avg \$2001+ Monthly Credit Card Expenditures | 11,247 | 101 |
| Did Banking Online/12 Mo | 47,527 | 103 |
| Did Banking by Mobile Device/12 Mo | 41,837 | 103 |

| | | |
|--|--------|-----|
| Ordered Home Delivery Fast Food/6 Mo | 10,883 | 107 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 40,241 | 99 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 19,549 | 103 |
| Bought Breakfast at Fast Food Restaurant/6 Mo | 29,427 | 99 |
| Bought Lunch at Fast Food Restaurant/6 Mo | 43,284 | 98 |
| Bought Dinner at Fast Food Restaurant/6 Mo | 45,438 | 102 |
| Bought Snack at Fast Food Restaurant/6 Mo | 11,713 | 101 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 54,697 | 101 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 43,525 | 100 |
| Bought A&W/6 Mo | 1,778 | 98 |
| Bought Arby's/6 Mo | 14,470 | 98 |
| Bought Baskin-Robbins/6 Mo | 2,588 | 92 |
| Bought Boston Market/6 Mo | 1,206 | 104 |
| Bought Burger King/6 Mo | 21,326 | 97 |
| Bought Captain D's/6 Mo | 1,866 | 81 |
| Bought Carl's Jr./6 Mo | 3,282 | 90 |
| Bought Checkers/6 Mo | 2,067 | 103 |
| Bought Chick-Fil-A/6 Mo | 28,937 | 103 |
| Bought Chipotle Mexican Grill/6 Mo | 15,707 | 109 |
| Bought Chuck E. Cheese's/6 Mo | 1,287 | 90 |
| Bought Church's Fried Chicken/6 Mo | 2,440 | 99 |
| Bought Cold Stone Creamery/6 Mo | 2,511 | 105 |
| Bought Dairy Queen/6 Mo | 12,857 | 98 |
| Bought Del Taco/6 Mo | 2,521 | 84 |
| Bought Domino's Pizza/6 Mo | 13,920 | 99 |
| Bought Dunkin' Donuts/6 Mo | 12,970 | 110 |
| Bought Five Guys/6 Mo | 9,518 | 114 |
| Bought Hardee's/6 Mo | 2,990 | 76 |
| Bought Jack in the Box/6 Mo | 5,193 | 92 |
| Bought Jersey Mike's/6 Mo | 8,297 | 106 |
| Bought Jimmy John's/6 Mo | 5,335 | 108 |
| Bought KFC/6 Mo | 12,776 | 90 |
| Bought Krispy Kreme Doughnuts/6 Mo | 4,969 | 97 |
| Bought Little Caesars/6 Mo | 9,906 | 93 |
| Bought Long John Silver's/6 Mo | 1,545 | 75 |
| Bought McDonald's/6 Mo | 40,163 | 97 |
| Bought Panda Express/6 Mo | 10,706 | 96 |
| Bought Panera Bread/6 Mo | 12,174 | 110 |
| Bought Papa John's/6 Mo | 6,908 | 105 |
| Bought Papa Murphy's/6 Mo | 3,138 | 117 |
| Bought Pizza Hut/6 Mo | 9,214 | 90 |
| Bought Popeyes Chicken/6 Mo | 10,248 | 97 |
| Bought Sonic Drive-In/6 Mo | 7,696 | 85 |
| Bought Starbucks/6 Mo | 18,531 | 104 |
| Bought Steak 'N Shake/6 Mo | 2,474 | 104 |
| Bought Subway/6 Mo | 17,966 | 96 |
| Bought Taco Bell/6 Mo | 23,066 | 99 |
| Bought Wendy's/6 Mo | 22,213 | 100 |
| Bought Whataburger/6 Mo | 4,777 | 93 |
| Bought White Castle/6 Mo | 1,876 | 90 |
| Bought Wing-Stop/6 Mo | 2,913 | 91 |

| | | |
|--|--------|-----|
| Went to Fine Dining Restaurant/6 Mo | 14,521 | 106 |
| Went to Fine Dining Restaurant/30 Days | 10,976 | 106 |
| Went to Fine Dining Restaurant 2+ Times/30 Days | 5,094 | 101 |
| Used DoorDash Site/App for Take-Out/Del/30 Days | 11,266 | 107 |
| Used Grubhub Site/App for Take-Out/Del/30 Days | 3,829 | 108 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 758 | 106 |
| Used Restrnt Site/App for Take-Out/Del/30 Days | 18,242 | 105 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 6,915 | 112 |
| Used Yelp Site/App for Take-Out/Del/30 Days | 775 | 91 |
| Used Eyeliner/Eyebrow Pencil/6 Mo | 21,516 | 99 |
| Used Facial Moisturizer/6 Mo | 43,103 | 101 |
| Used Personal Foot Care Prod/6 Mo | 15,055 | 97 |
| Used Hair Coloring Prod at Home/6 Mo | 13,509 | 95 |
| Used Hair Conditioning Treatment at Home/6 Mo | 22,102 | 98 |
| Used Hair Growth Prod/6 Mo | 3,267 | 97 |
| Used Hair Spray at Home/6 Mo | 20,286 | 96 |
| Used Hair Styling Gel/Lotion/Mousse/6 Mo | 31,478 | 100 |
| Used Mouthwash/6 Mo | 54,462 | 101 |
| Used Mouthwash 8+ Times/7 Days | 13,746 | 97 |
| Used Sensitive Toothpaste/6 Mo | 17,084 | 100 |
| Used Whitening Toothpaste/6 Mo | 32,359 | 101 |
| Used Tooth Whitener (Not Toothpaste)/6 Mo | 8,097 | 96 |
| Used Tooth Whitener (Gel)/6 Mo | 1,540 | 96 |
| Used Tooth Whitener (Strips)/6 Mo | 4,462 | 96 |
| Visited Day Spa/6 Mo | 4,250 | 102 |
| Purchased Prod at Salon or Day Spa/6 Mo | 3,509 | 112 |
| Used Prof Service for Haircut/6 Mo | 50,620 | 102 |
| Used Prof Svc for Hair Color/Highlights/6 Mo | 12,097 | 101 |
| Used Prof Service for Facial/6 Mo | 2,639 | 106 |
| Used Prof Service for Massage/6 Mo | 6,960 | 107 |
| Used Prof Service for Manicure/6 Mo | 10,066 | 103 |
| Used Prof Service for Pedicure/6 Mo | 12,685 | 101 |
| Spent \$1-99 at Barber Shop/6 Mo | 11,680 | 104 |
| Spent \$100+ at Barber Shop/6 Mo | 8,605 | 105 |
| Spent \$1-99 at Beauty Salon/6 Mo | 8,860 | 100 |
| Spent \$100+ at Beauty Salon/6 Mo | 17,585 | 104 |

| | | |
|---|--------|-----|
| Typically Spend 1-3 Hrs Exercising/Wk | 21,532 | 102 |
| Typically Spend 4-6 Hrs Exercising/Wk | 18,698 | 102 |
| Typically Spend 7+ Hrs Exercising/Wk | 19,736 | 102 |
| Exercise at Home 2+ Times/Wk | 39,087 | 103 |
| Exercise at Club 2+ Times/Wk | 12,061 | 109 |
| Exercise at Oth Facility (Not Club) 2+ Times/Wk | 8,405 | 103 |
| Member of LA Fitness Club/Gym | 1,347 | 95 |
| Member of Planet Fitness Club/Gym | 4,762 | 113 |
| Member of YMCA Fitness Club/Gym | 2,401 | 105 |
| Own Elliptical | 4,835 | 96 |
| Own Stationary Bicycle | 9,956 | 100 |
| Own Treadmill | 10,310 | 98 |
| Own Weight Lifting Equipment | 17,340 | 103 |
| Control Diet for Blood Sugar Level | 10,609 | 95 |
| Control Diet for Cholesterol Level | 10,818 | 94 |
| Control Diet for Food Allergies | 2,120 | 104 |
| Control Diet to Maintain Weight | 9,383 | 100 |
| Control Diet for Physical Fitness | 12,874 | 102 |
| Control Diet for Salt Restriction | 3,288 | 93 |
| Control Diet for Weight Loss | 17,440 | 101 |
| Use Doctor's Care/Diet for Diet Method | 3,734 | 91 |
| Use Exercise Program for Diet Method | 9,013 | 104 |
| Buy Foods Specifically Labeled: Fat-Free | 7,514 | 99 |
| Buy Foods Specifically Labeled: Gluten-Free | 5,089 | 102 |
| Buy Foods Specifically Labeled: High Fiber | 6,777 | 102 |
| Buy Foods Specifically Labeled: High Protein | 9,722 | 105 |
| Buy Foods Specifically Labeled: Hormone-Free | 2,728 | 109 |
| Buy Foods Specifically Labeled: Lactose-Free | 5,004 | 100 |
| Buy Foods Specifically Labeled: Low-Calorie | 5,897 | 99 |
| Buy Foods Specifically Labeled: Low-Carb | 8,010 | 98 |
| Buy Foods Specifically Labeled: Low-Cholesterol | 4,275 | 94 |
| Buy Foods Specifically Labeled: Low-Fat | 7,004 | 99 |
| Buy Foods Specifically Labeled: Low-Sodium | 10,342 | 100 |
| Buy Foods Specifically Labeled: Natural/Organic | 14,285 | 106 |
| Buy Foods Specifically Labeled: Probiotic | 4,670 | 102 |
| Buy Foods Specifically Labeled: Sugar-Free | 11,195 | 98 |
| Consider Self to Be Semi-Vegetarian | 6,848 | 100 |
| Used Meal/Dietary/Weight Loss Supplement/6 Mo | 8,343 | 96 |
| Used Vitamins or Dietary Supplements/6 Mo | 54,080 | 100 |
| Provide Services as Primary Caregiver/Caretaker | 5,064 | 93 |
| Assist w/Chores as Caregiver/Caretaker | 3,403 | 97 |
| Assist w/Personal Care as Caregiver/Caretaker | 2,618 | 95 |
| Give Medication as Caregiver/Caretaker | 2,028 | 88 |
| Make Doctor Appointments as Caregiver/Caretaker | 2,848 | 92 |
| Provide Transportation as Caregiver/Caretaker | 3,537 | 96 |

Restaurants (Adults)

| | | |
|--|--------|-----|
| Went to Family Restrnt/SteakHse/6 Mo | 60,909 | 101 |
| Went to Family Restrnt/SteakHse 4+ Times/30 Days | 20,095 | 99 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | 75,986 | 100 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | 31,963 | 97 |
| Ordered Eat-In Fast Food/6 Mo | 26,578 | 96 |
| Ordered Home Delivery Fast Food/6 Mo | 10,883 | 107 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 40,241 | 99 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 19,549 | 103 |

Television & Electronics (Adults/Households)

| | | |
|--------------------------------------|--------|-----|
| Own Tablet | 46,206 | 99 |
| Own E-Reader | 14,182 | 104 |
| Own E-Reader/Tablet: Apple iPad | 30,349 | 101 |
| HH Owns Internet Connectable TV | 17,809 | 100 |
| Own Portable MP3 Player | 6,789 | 107 |
| HH Owns 1 TV | 9,253 | 109 |
| HH Owns 2 TVs | 12,485 | 105 |
| HH Owns 3 TVs | 8,975 | 95 |
| HH Owns 4+ TVs | 8,341 | 89 |
| HH Subscribes to Cable TV | 12,436 | 103 |
| HH Subscribes to Fiber Optic TV | 1,446 | 104 |
| HH Owns Portable GPS Device | 6,856 | 96 |
| HH Purchased Video Game System/12 Mo | 2,921 | 96 |
| HH Owns Internet Video Device for TV | 22,396 | 99 |

Travel (Adults)

| | | |
|---|--------|-----|
| Took Domestic Trip in Continental U.S./12 Mo | 53,281 | 104 |
| Took 3+ Domestic Non-Business Trips/12 Mo | 15,593 | 103 |
| Spent \$1-999 on Domestic Vacations/12 Mo | 9,454 | 103 |
| Spent \$1K-1499 on Domestic Vacations/12 Mo | 6,011 | 104 |
| Spent \$1500-1999 on Domestic Vacations/12 Mo | 4,029 | 102 |
| Spent \$2K-2999 on Domestic Vacations/12 Mo | 4,895 | 105 |
| Spent \$3K+ on Domestic Vacations/12 Mo | 10,152 | 103 |
| Used Intrnt Travel Site for Domestic Trip/12 Mo | 5,411 | 102 |
| Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs | 26,090 | 103 |
| Took 3+ Foreign Trips by Plane/3 Yrs | 4,649 | 101 |
| Spent \$1-999 on Foreign Vacations/12 Mo | 3,451 | 98 |
| Index: Spent \$1K-2999 on Foreign Vacations/12 Mo | 3,872 | 108 |
| Spent \$3K+ on Foreign Vacations/12 Mo | 8,258 | 103 |
| Used General Travel Site: Foreign Trip/3 Yrs | 4,477 | 101 |
| Spent Night at Hotel or Motel/12 Mo | 46,832 | 103 |
| Took Cruise of More Than One Day/3 Yrs | 7,643 | 104 |
| Member of Frequent Flyer Program | 24,145 | 106 |
| Member of Hotel Rewards Program | 25,056 | 103 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|------------------------------|------------|
| Apparel (Adults) | | | |
| Bought Men's Clothing/12 Mo | 161,938 | | 100 |
| Bought Women's Clothing/12 Mo | 133,069 | | 100 |
| Bought Shoes/12 Mo | 193,180 | | 100 |
| Bought Fine Jewelry/12 Mo | 55,898 | | 100 |
| Bought Watch/12 Mo | 32,582 | | 99 |
| Automobiles (Households) | | | |
| HH Owns or Leases Any Vehicle | 119,660 | | 100 |
| HH Bought or Leased New Vehicle/12 Mo | 10,655 | | 94 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline/6 Mo | 228,125 | | 100 |
| Bought or Changed Motor Oil/12 Mo | 133,760 | | 97 |
| Had Vehicle Tune-Up/12 Mo | 59,663 | | 102 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola/6 Mo | 93,901 | | 96 |
| Drank Beer or Ale/6 Mo | 97,379 | | 102 |
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera/Camcorder | 22,022 | | 101 |
| Own Digital SLR Camera or Camcorder | 25,942 | | 105 |
| Printed Digital Photos/12 Mo | 64,443 | | 101 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone/12 Mo | 87,704 | | 99 |
| Have a Smartphone | 242,117 | | 101 |
| Have Android Phone (Any Brand) Smartphone | 92,062 | | 96 |
| Have Apple iPhone Smartphone | 155,576 | | 104 |
| HH Owns 1 Cell Phone | 44,317 | | 110 |
| HH Owns 2 Cell Phones | 51,374 | | 99 |
| HH Owns 3+ Cell Phones | 35,065 | | 91 |
| HH Has Cell Phone Only (No Landline Telephone) | 103,257 | | 102 |
| Computers (Households) | | | |
| HH Owns Computer | 113,638 | | 102 |
| HH Owns Desktop Computer | 49,692 | | 99 |
| HH Owns Laptop or Notebook | 94,845 | | 103 |
| HH Owns Apple/Mac Brand Computer | 35,782 | | 107 |
| HH Owns PC/Non-Apple Brand Computer | 93,656 | | 101 |
| HH Purchased Most Recent Home Computer at Store | 46,909 | | 100 |
| HH Purchased Most Recent Home Computer Online | 38,102 | | 105 |
| HH Spent \$1-499 on Most Recent Home Computer | 17,088 | | 98 |
| HH Spent \$500-999 on Most Recent Home Computer | 24,273 | | 102 |
| HH Spent \$1K-1499 on Most Recent Home Computer | 15,472 | | 104 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 6,132 | | 112 |
| HH Spent \$2K+ on Most Recent Home Computer | 9,007 | | 107 |

Convenience Stores (Adults)

| | | |
|---|---------|-----|
| Shopped at C-Store/6 Mo | 167,123 | 99 |
| Bought Brewed Coffee at C-Store/30 Days | 31,799 | 99 |
| Bought Cigarettes at C-Store/30 Days | 13,345 | 91 |
| Bought Gas at C-Store/30 Days | 100,435 | 96 |
| Spent \$1-19 at C-Store/30 Days | 16,776 | 104 |
| Spent \$20-39 at C-Store/30 Days | 21,259 | 103 |
| Spent \$40-50 at C-Store/30 Days | 15,700 | 97 |
| Spent \$51-99 at C-Store/30 Days | 14,552 | 107 |
| Spent \$100+ at C-Store/30 Days | 57,841 | 92 |

Entertainment (Adults)

| | | |
|--|---------|-----|
| Attended Movie/6 Mo | 140,052 | 103 |
| Went to Live Theater/12 Mo | 32,023 | 108 |
| Went to Bar or Night Club/12 Mo | 52,738 | 106 |
| Dined Out/12 Mo | 144,385 | 101 |
| Gambled at Casino/12 Mo | 32,925 | 100 |
| Visited Theme Park/12 Mo | 49,050 | 102 |
| Viewed Movie (Video-on-Demand)/30 Days | 22,007 | 105 |
| Viewed TV Show (Video-on-Demand)/30 Days | 15,258 | 109 |
| Used Internet to Download Movie/30 Days | 18,614 | 108 |
| Downloaded Individual Song/6 Mo | 46,572 | 100 |
| Used Internet to Watch Movie/30 Days | 96,169 | 107 |
| Used Internet to Watch TV Program/30 Days | 63,288 | 109 |
| Played (Console) Video or Electronic Game/12 Mo | 36,153 | 111 |
| Played (Portable) Video or Electronic Game/12 Mo | 20,051 | 108 |

Financial (Adults)

| | | |
|--|---------|-----|
| Have 1st Home Mortgage | 90,139 | 100 |
| Used ATM or Cash Machine/12 Mo | 157,420 | 102 |
| Own Any Stock | 37,045 | 106 |
| Own U.S. Savings Bonds | 20,353 | 106 |
| Own Shares in Mutual Fund (Stocks) | 31,400 | 102 |
| Own Shares in Mutual Fund (Bonds) | 19,756 | 101 |
| Have Interest Checking Account | 97,306 | 101 |
| Have Non-Interest Checking Account | 92,932 | 100 |
| Have Savings Account | 187,464 | 102 |
| Have 401(k) Retirement Savings Plan | 64,653 | 105 |
| Own or Used Any Credit/Debit Card/12 Mo | 237,331 | 101 |
| Avg \$1-110 Monthly Credit Card Expenditures | 50,541 | 101 |
| Avg \$111-225 Monthly Credit Card Expenditures | 32,399 | 103 |
| Avg \$226-450 Monthly Credit Card Expenditures | 22,349 | 104 |
| Avg \$451-700 Monthly Credit Card Expenditures | 22,982 | 103 |
| Avg \$701-1000 Monthly Credit Card Expenditures | 21,004 | 105 |
| Avg \$1001-2000 Monthly Credit Card Expenditures | 30,972 | 105 |
| Avg \$2001+ Monthly Credit Card Expenditures | 36,007 | 105 |
| Did Banking Online/12 Mo | 146,469 | 103 |
| Did Banking by Mobile Device/12 Mo | 129,645 | 104 |

| | | |
|--|---------|-----|
| Ordered Home Delivery Fast Food/6 Mo | 34,106 | 109 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 122,385 | 98 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 60,586 | 104 |
| Bought Breakfast at Fast Food Restaurant/6 Mo | 89,953 | 98 |
| Bought Lunch at Fast Food Restaurant/6 Mo | 133,242 | 98 |
| Bought Dinner at Fast Food Restaurant/6 Mo | 138,852 | 101 |
| Bought Snack at Fast Food Restaurant/6 Mo | 36,523 | 103 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 166,023 | 99 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 133,928 | 100 |
| Bought A&W/6 Mo | 5,065 | 91 |
| Bought Arby's/6 Mo | 41,807 | 92 |
| Bought Baskin-Robbins/6 Mo | 8,373 | 97 |
| Bought Boston Market/6 Mo | 3,798 | 106 |
| Bought Burger King/6 Mo | 64,350 | 95 |
| Bought Captain D's/6 Mo | 5,529 | 77 |
| Bought Carl's Jr./6 Mo | 10,492 | 93 |
| Bought Checkers/6 Mo | 6,395 | 104 |
| Bought Chick-Fil-A/6 Mo | 89,155 | 103 |
| Bought Chipotle Mexican Grill/6 Mo | 49,636 | 112 |
| Bought Chuck E. Cheese's/6 Mo | 4,117 | 93 |
| Bought Church's Fried Chicken/6 Mo | 7,604 | 101 |
| Bought Cold Stone Creamery/6 Mo | 7,807 | 106 |
| Bought Dairy Queen/6 Mo | 38,032 | 95 |
| Bought Del Taco/6 Mo | 8,297 | 90 |
| Bought Domino's Pizza/6 Mo | 43,023 | 99 |
| Bought Dunkin' Donuts/6 Mo | 40,302 | 111 |
| Bought Five Guys/6 Mo | 28,896 | 113 |
| Bought Hardee's/6 Mo | 8,318 | 69 |
| Bought Jack in the Box/6 Mo | 16,422 | 94 |
| Bought Jersey Mike's/6 Mo | 25,457 | 105 |
| Bought Jimmy John's/6 Mo | 16,067 | 105 |
| Bought KFC/6 Mo | 39,361 | 90 |
| Bought Krispy Kreme Doughnuts/6 Mo | 15,345 | 97 |
| Bought Little Caesars/6 Mo | 29,989 | 92 |
| Bought Long John Silver's/6 Mo | 4,743 | 75 |
| Bought McDonald's/6 Mo | 122,706 | 96 |
| Bought Panda Express/6 Mo | 34,273 | 100 |
| Bought Panera Bread/6 Mo | 37,165 | 109 |
| Bought Papa John's/6 Mo | 20,959 | 103 |
| Bought Papa Murphy's/6 Mo | 9,205 | 112 |
| Bought Pizza Hut/6 Mo | 28,016 | 89 |
| Bought Popeyes Chicken/6 Mo | 32,256 | 99 |
| Bought Sonic Drive-In/6 Mo | 23,865 | 86 |
| Bought Starbucks/6 Mo | 58,223 | 106 |
| Bought Steak 'N Shake/6 Mo | 7,243 | 99 |
| Bought Subway/6 Mo | 54,377 | 94 |
| Bought Taco Bell/6 Mo | 69,474 | 97 |
| Bought Wendy's/6 Mo | 67,055 | 98 |
| Bought Whataburger/6 Mo | 15,075 | 95 |
| Bought White Castle/6 Mo | 5,841 | 91 |
| Bought Wing-Stop/6 Mo | 9,758 | 99 |

| | | |
|--|---------|-----|
| Went to Fine Dining Restaurant/6 Mo | 45,495 | 107 |
| Went to Fine Dining Restaurant/30 Days | 34,666 | 109 |
| Went to Fine Dining Restaurant 2+ Times/30 Days | 16,544 | 106 |
| Used DoorDash Site/App for Take-Out/Del/30 Days | 35,783 | 110 |
| Used Grubhub Site/App for Take-Out/Del/30 Days | 12,331 | 113 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 2,345 | 106 |
| Used Restrnt Site/App for Take-Out/Del/30 Days | 56,296 | 105 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 22,252 | 118 |
| Used Yelp Site/App for Take-Out/Del/30 Days | 2,659 | 102 |
| Used Eyeliner/Eyebrow Pencil/6 Mo | 67,009 | 100 |
| Used Facial Moisturizer/6 Mo | 133,968 | 102 |
| Used Personal Foot Care Prod/6 Mo | 46,697 | 98 |
| Used Hair Coloring Prod at Home/6 Mo | 41,802 | 95 |
| Used Hair Conditioning Treatment at Home/6 Mo | 68,633 | 98 |
| Used Hair Growth Prod/6 Mo | 10,510 | 101 |
| Used Hair Spray at Home/6 Mo | 61,718 | 94 |
| Used Hair Styling Gel/Lotion/Mousse/6 Mo | 96,890 | 100 |
| Used Mouthwash/6 Mo | 167,741 | 101 |
| Used Mouthwash 8+ Times/7 Days | 42,611 | 98 |
| Used Sensitive Toothpaste/6 Mo | 53,175 | 101 |
| Used Whitening Toothpaste/6 Mo | 100,004 | 101 |
| Used Tooth Whitener (Not Toothpaste)/6 Mo | 25,485 | 98 |
| Used Tooth Whitener (Gel)/6 Mo | 4,809 | 97 |
| Used Tooth Whitener (Strips)/6 Mo | 14,049 | 98 |
| Visited Day Spa/6 Mo | 13,589 | 106 |
| Purchased Prod at Salon or Day Spa/6 Mo | 10,580 | 110 |
| Used Prof Service for Haircut/6 Mo | 155,588 | 101 |
| Used Prof Svc for Hair Color/Highlights/6 Mo | 36,568 | 99 |
| Used Prof Service for Facial/6 Mo | 8,455 | 111 |
| Used Prof Service for Massage/6 Mo | 21,846 | 109 |
| Used Prof Service for Manicure/6 Mo | 31,636 | 105 |
| Used Prof Service for Pedicure/6 Mo | 39,883 | 104 |
| Spent \$1-99 at Barber Shop/6 Mo | 36,085 | 105 |
| Spent \$100+ at Barber Shop/6 Mo | 26,894 | 106 |
| Spent \$1-99 at Beauty Salon/6 Mo | 26,308 | 96 |
| Spent \$100+ at Beauty Salon/6 Mo | 53,966 | 104 |

| | | |
|---|---------|-----|
| Typically Spend 1-3 Hrs Exercising/Wk | 66,618 | 103 |
| Typically Spend 4-6 Hrs Exercising/Wk | 58,004 | 103 |
| Typically Spend 7+ Hrs Exercising/Wk | 61,076 | 103 |
| Exercise at Home 2+ Times/Wk | 120,495 | 103 |
| Exercise at Club 2+ Times/Wk | 37,411 | 110 |
| Exercise at Oth Facility (Not Club) 2+ Times/Wk | 26,389 | 105 |
| Member of LA Fitness Club/Gym | 4,544 | 104 |
| Member of Planet Fitness Club/Gym | 14,466 | 111 |
| Member of YMCA Fitness Club/Gym | 7,099 | 101 |
| Own Elliptical | 14,894 | 96 |
| Own Stationary Bicycle | 30,761 | 100 |
| Own Treadmill | 31,853 | 98 |
| Own Weight Lifting Equipment | 53,513 | 103 |
| Control Diet for Blood Sugar Level | 32,427 | 94 |
| Control Diet for Cholesterol Level | 33,435 | 94 |
| Control Diet for Food Allergies | 6,609 | 105 |
| Control Diet to Maintain Weight | 28,781 | 99 |
| Control Diet for Physical Fitness | 40,023 | 103 |
| Control Diet for Salt Restriction | 10,313 | 95 |
| Control Diet for Weight Loss | 53,864 | 101 |
| Use Doctor's Care/Diet for Diet Method | 11,542 | 91 |
| Use Exercise Program for Diet Method | 27,947 | 105 |
| Buy Foods Specifically Labeled: Fat-Free | 23,141 | 99 |
| Buy Foods Specifically Labeled: Gluten-Free | 15,988 | 104 |
| Buy Foods Specifically Labeled: High Fiber | 20,833 | 102 |
| Buy Foods Specifically Labeled: High Protein | 29,855 | 104 |
| Buy Foods Specifically Labeled: Hormone-Free | 8,380 | 109 |
| Buy Foods Specifically Labeled: Lactose-Free | 15,684 | 102 |
| Buy Foods Specifically Labeled: Low-Calorie | 18,625 | 101 |
| Buy Foods Specifically Labeled: Low-Carb | 24,644 | 98 |
| Buy Foods Specifically Labeled: Low-Cholesterol | 13,759 | 98 |
| Buy Foods Specifically Labeled: Low-Fat | 21,751 | 99 |
| Buy Foods Specifically Labeled: Low-Sodium | 32,058 | 100 |
| Buy Foods Specifically Labeled: Natural/Organic | 44,360 | 107 |
| Buy Foods Specifically Labeled: Probiotic | 14,524 | 103 |
| Buy Foods Specifically Labeled: Sugar-Free | 34,359 | 98 |
| Consider Self to Be Semi-Vegetarian | 21,321 | 101 |
| Used Meal/Dietary/Weight Loss Supplement/6 Mo | 25,928 | 97 |
| Used Vitamins or Dietary Supplements/6 Mo | 167,360 | 100 |
| Provide Services as Primary Caregiver/Caretaker | 15,267 | 92 |
| Assist w/Chores as Caregiver/Caretaker | 10,018 | 92 |
| Assist w/Personal Care as Caregiver/Caretaker | 7,730 | 91 |
| Give Medication as Caregiver/Caretaker | 6,074 | 86 |
| Make Doctor Appointments as Caregiver/Caretaker | 8,622 | 90 |
| Provide Transportation as Caregiver/Caretaker | 10,564 | 93 |

Restaurants (Adults)

| | | |
|--|---------|-----|
| Went to Family Restrnt/SteakHse/6 Mo | 186,609 | 101 |
| Went to Family Restrnt/SteakHse 4+ Times/30 Days | 61,140 | 98 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | 233,024 | 100 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | 98,205 | 97 |
| Ordered Eat-In Fast Food/6 Mo | 81,790 | 96 |
| Ordered Home Delivery Fast Food/6 Mo | 34,106 | 109 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 122,385 | 98 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 60,586 | 104 |

Television & Electronics (Adults/Households)

| | | |
|--------------------------------------|---------|-----|
| Own Tablet | 143,181 | 100 |
| Own E-Reader | 44,033 | 105 |
| Own E-Reader/Tablet: Apple iPad | 94,797 | 102 |
| HH Owns Internet Connectable TV | 55,459 | 100 |
| Own Portable MP3 Player | 20,338 | 104 |
| HH Owns 1 TV | 29,479 | 111 |
| HH Owns 2 TVs | 39,039 | 105 |
| HH Owns 3 TVs | 27,752 | 94 |
| HH Owns 4+ TVs | 25,683 | 87 |
| HH Subscribes to Cable TV | 38,950 | 103 |
| HH Subscribes to Fiber Optic TV | 4,845 | 112 |
| HH Owns Portable GPS Device | 21,049 | 95 |
| HH Purchased Video Game System/12 Mo | 9,608 | 101 |
| HH Owns Internet Video Device for TV | 70,218 | 100 |

Travel (Adults)

| | | |
|---|---------|-----|
| Took Domestic Trip in Continental U.S./12 Mo | 164,800 | 104 |
| Took 3+ Domestic Non-Business Trips/12 Mo | 48,503 | 104 |
| Spent \$1-999 on Domestic Vacations/12 Mo | 29,054 | 103 |
| Spent \$1K-1499 on Domestic Vacations/12 Mo | 18,318 | 103 |
| Spent \$1500-1999 on Domestic Vacations/12 Mo | 12,812 | 105 |
| Spent \$2K-2999 on Domestic Vacations/12 Mo | 15,254 | 106 |
| Spent \$3K+ on Domestic Vacations/12 Mo | 31,972 | 105 |
| Used Intrnt Travel Site for Domestic Trip/12 Mo | 17,288 | 105 |
| Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs | 83,627 | 107 |
| Took 3+ Foreign Trips by Plane/3 Yrs | 15,431 | 109 |
| Spent \$1-999 on Foreign Vacations/12 Mo | 11,301 | 104 |
| Index: Spent \$1K-2999 on Foreign Vacations/12 Mo | 12,290 | 112 |
| Spent \$3K+ on Foreign Vacations/12 Mo | 26,602 | 108 |
| Used General Travel Site: Foreign Trip/3 Yrs | 14,599 | 107 |
| Spent Night at Hotel or Motel/12 Mo | 144,820 | 104 |
| Took Cruise of More Than One Day/3 Yrs | 23,501 | 104 |
| Member of Frequent Flyer Program | 77,720 | 110 |
| Member of Hotel Rewards Program | 77,990 | 104 |