



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

Ordered Home Delivery Fast Food/6 Mo	10,883	107
Take-Out/Drive-Thru/Curbide 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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 15 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 15 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 15 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 15 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 15 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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



market (Esri 2025)

1185 Spring Centre South Blvd, Altamonte Springs, Florida, 32714
Drive time: 15 minute radius

Prepared by Esri
Latitude: 28.68758
Longitude: -81.39215

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