



N Summit Ave AT Pabst Rd  
Oconomowoc, WI 53066

Site Type: Radius

Latitude: 43.08725  
Longitude: -88.4712  
Radius: 4.0 miles

Demographic Summary	2005	2010
Population	29,164	31,207
Total Number of Adults	21,969	23,758
Households	11,513	12,497
Median Household Income	\$69,739	\$82,796

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel	12,283	55.9%	110
Bought any women's apparel	10,566	48.1%	106
Bought apparel for child <13 in last 6 months	6,245	28.4%	101
Bought any shoes	11,503	52.4%	103
Bought any costume jewelry	4,925	22.4%	118
Bought any fine jewelry	5,100	23.2%	100
Bought a watch	5,323	24.2%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,623	92.3%	107
HH bought new vehicle	1,720	14.9%	131
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	20,288	92.3%	107
Bought/changed motor oil	11,284	51.4%	98
Had tune-up	7,715	35.1%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	12,379	56.3%	107
Drank regular cola in last 6 months	11,325	51.5%	90
Drank beer/ale in last 6 months	10,327	47.0%	110
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera	4,161	18.9%	111
Bought film	10,621	48.3%	117
<b>Computers (Households)</b>			
HH owns a personal computer	8,972	77.9%	120
HH spent <\$500 on home PC	695	6.0%	97
HH spent \$500-\$999 on home PC	1,760	15.3%	110
HH spent \$1000-\$1499 on home PC	2,320	20.2%	120
HH spent \$1500-\$1999 on home PC	1,490	12.9%	127
HH spent \$2000-\$2999 on home PC	1,314	11.4%	141
HH spent \$3000+ on home PC	435	3.8%	123
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	12,846	58.5%	104
Bought cigarettes at convenience store in last 30 days	2,592	11.8%	81
Bought gas at convenience store in last 30 days	6,268	28.5%	100
Spent at convenience store in last 30 days: <\$20	2,814	12.8%	122
Spent at convenience store in last 30 days: \$20-39	2,768	12.6%	105
Spent at convenience store in last 30 days: \$40+	6,094	27.7%	95

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	15,052	68.5%	113
Went to live theater	4,444	20.2%	141
Attended a music performance	6,573	29.9%	128
Went to a bar/night club	4,981	22.7%	113
Gambled at a casino	4,666	21.2%	115
Rented 1 pre-recorded video tapes in last 30 days	877	4.0%	117
Rented 1 DVD in last 30 days	803	3.7%	119
Purchased 1 DVD in last 30 days	1,305	5.9%	121
Spent <\$50 on toys/games	1,396	6.4%	99
Spent \$50-\$99 on toys/games	657	3.0%	104
Spent \$100-\$199 on toys/games	1,745	7.9%	111
Spent \$200-\$499 on toys/games	2,860	13.0%	118
Spent \$500+ on toys/games	1,224	5.6%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,955	22.6%	133
Used ATM/cash machine	12,097	55.1%	119
Own any stock	3,454	15.7%	151
Own shares in mutual fund (stock)	3,448	15.7%	159
Own shares in mutual fund (bond)	1,791	8.2%	156
Own any credit/debit card (in own name)	17,196	78.3%	120
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	15,432	70.2%	103
Used bread in last 6 months	21,426	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	16,302	74.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	11,195	51.0%	106
Used fresh fruit/vegetables in last 6 months	19,209	87.4%	103
Used fresh milk in last 6 months	20,315	92.5%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,396	33.7%	119
Exercise at club 2+ times per week	3,069	14.0%	132
Visited a doctor	18,417	83.8%	106
<b>Home (Households)</b>			
HH had any home improvement	4,521	39.3%	124
HH used housekeeper/maid/professional cleaning service	2,228	19.4%	129
HH purchased any HH furnishing	3,076	26.7%	120
HH purchased bedding/bath goods	6,321	54.9%	105
HH purchased cooking/serving product	3,238	28.1%	111
HH bought any kitchen appliance	2,298	20.0%	110
<b>Insurance (Adults)</b>			
Currently carry any life insurance	12,829	58.4%	116
Have medical/hospital/accident insurance	16,933	77.1%	111
Carry homeowner insurance	14,181	64.5%	122
Carry renter insurance	1,131	5.1%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Pets (Households)</b>			
HH owns any pet	5,130	44.6%	112
HH owns any cat	2,663	23.1%	110
HH owns any dog	3,578	31.1%	108
<b>Reading Materials (Adults)</b>			
Bought book	13,111	59.7%	117
Read any daily newspaper	12,121	55.2%	116
Heavy magazine reader	7,054	32.1%	110
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house last mo: <2 times	2,932	13.3%	100
Went to family restaurant/steak house last mo: 2-3 times	4,734	21.5%	108
Went to family restaurant/steak house last mo: 4+ times	6,500	29.6%	119
Went to fast food/drive-in restaurant in last 6 mo	19,640	89.4%	101
Fast food/drive-in last 6 mo: eat in	8,524	38.8%	105
Fast food/drive-in last 6 mo: home delivery	2,547	11.6%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	12,089	55.0%	107
Fast food/drive-in last 6 mo: take-out/walk-in	5,179	23.6%	108
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	8,586	74.6%	111
HH owns cellular phone	8,785	76.3%	115
HH average monthly long distance phone bill: <\$16	3,800	33.0%	109
HH average monthly long distance phone bill: \$16-25	2,155	18.7%	112
HH average monthly long distance phone bill: \$26-59	1,722	15.0%	107
HH average monthly long distance phone bill: \$60-99	639	5.6%	114
HH average monthly long distance phone bill: \$100+	292	2.5%	103
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	2,028	17.6%	80
HH owns 2 TVs	3,142	27.3%	98
HH owns 3 TVs	2,712	23.6%	109
HH owns 4+ TVs	2,740	23.8%	125
HH subscribes to cable TV	8,185	71.1%	116
HH purchased audio equipment	1,032	9.0%	105
HH purchased camcorder	317	2.8%	113
HH purchased CD player	1,170	10.2%	113
<b>Travel (Adults)</b>			
Domestic travel	14,667	66.8%	124
Took 3+ domestic trips by plane	2,496	11.4%	155
Spent on domestic vacations: \$3000+	1,559	7.1%	179
Foreign travel in last 3 years	7,031	32.0%	135
Took 3+ foreign trips by plane in last 3 years	1,219	5.5%	132
Spent on foreign vacations: \$3000+	1,153	5.2%	143

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Demographic Summary	2005	2010
Population	44,848	48,007
Total Number of Adults	33,465	36,315
Households	17,274	18,781
Median Household Income	\$72,961	\$86,226

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel	18,763	56.1%	110
Bought any women's apparel	16,222	48.5%	107
Bought apparel for child <13 in last 6 months	9,712	29.0%	103
Bought any shoes	17,602	52.6%	103
Bought any costume jewelry	7,508	22.4%	118
Bought any fine jewelry	7,795	23.3%	101
Bought a watch	8,106	24.2%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	15,986	92.5%	107
HH bought new vehicle	2,654	15.4%	135
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	31,006	92.7%	107
Bought/changed motor oil	17,072	51.0%	97
Had tune-up	11,953	35.7%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	18,962	56.7%	108
Drank regular cola in last 6 months	17,233	51.5%	90
Drank beer/ale in last 6 months	15,885	47.5%	111
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera	6,402	19.1%	112
Bought film	16,288	48.7%	117
<b>Computers (Households)</b>			
HH owns a personal computer	13,626	78.9%	121
HH spent <\$500 on home PC	1,025	5.9%	95
HH spent \$500-\$999 on home PC	2,642	15.3%	110
HH spent \$1000-\$1499 on home PC	3,529	20.4%	122
HH spent \$1500-\$1999 on home PC	2,277	13.2%	129
HH spent \$2000-\$2999 on home PC	2,030	11.8%	146
HH spent \$3000+ on home PC	681	3.9%	128
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	19,388	57.9%	103
Bought cigarettes at convenience store in last 30 days	3,859	11.5%	79
Bought gas at convenience store in last 30 days	9,295	27.8%	97
Spent at convenience store in last 30 days: <\$20	4,213	12.6%	120
Spent at convenience store in last 30 days: \$20-39	4,160	12.4%	104
Spent at convenience store in last 30 days: \$40+	9,161	27.4%	94

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<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	23,181	69.3%	114
Went to live theater	6,877	20.6%	143
Attended a music performance	10,115	30.2%	129
Went to a bar/night club	7,638	22.8%	114
Gambled at a casino	7,214	21.6%	117
Rented 1 pre-recorded video tapes in last 30 days	1,362	4.1%	119
Rented 1 DVD in last 30 days	1,233	3.7%	120
Purchased 1 DVD in last 30 days	1,991	5.9%	121
Spent <\$50 on toys/games	2,114	6.3%	98
Spent \$50-\$99 on toys/games	999	3.0%	104
Spent \$100-\$199 on toys/games	2,668	8.0%	112
Spent \$200-\$499 on toys/games	4,357	13.0%	118
Spent \$500+ on toys/games	1,965	5.9%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,865	23.5%	138
Used ATM/cash machine	18,601	55.6%	120
Own any stock	5,365	16.0%	154
Own shares in mutual fund (stock)	5,275	15.8%	160
Own shares in mutual fund (bond)	2,743	8.2%	157
Own any credit/debit card (in own name)	26,182	78.2%	120
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	23,735	70.9%	104
Used bread in last 6 months	32,660	97.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	25,107	75.0%	104
Used fish/seafood (fresh or frozen) in last 6 months	17,194	51.4%	107
Used fresh fruit/vegetables in last 6 months	29,351	87.7%	103
Used fresh milk in last 6 months	31,037	92.8%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	11,410	34.1%	121
Exercise at club 2+ times per week	4,828	14.4%	136
Visited a doctor	28,065	83.9%	106
<b>Home (Households)</b>			
HH had any home improvement	6,893	39.9%	126
HH used housekeeper/maid/professional cleaning service	3,430	19.9%	132
HH purchased any HH furnishing	4,692	27.2%	122
HH purchased bedding/bath goods	9,559	55.3%	106
HH purchased cooking/serving product	4,879	28.2%	111
HH bought any kitchen appliance	3,478	20.1%	111
<b>Insurance (Adults)</b>			
Currently carry any life insurance	19,608	58.6%	116
Have medical/hospital/accident insurance	25,879	77.3%	112
Carry homeowner insurance	21,813	65.2%	123
Carry renter insurance	1,697	5.1%	94

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<b>Pets (Households)</b>			
HH owns any pet	7,771	45.0%	113
HH owns any cat	4,048	23.4%	112
HH owns any dog	5,408	31.3%	109
<b>Reading Materials (Adults)</b>			
Bought book	20,248	60.5%	118
Read any daily newspaper	18,614	55.6%	117
Heavy magazine reader	10,935	32.7%	112
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house last mo: <2 times	4,578	13.7%	102
Went to family restaurant/steak house last mo: 2-3 times	7,231	21.6%	108
Went to family restaurant/steak house last mo: 4+ times	9,811	29.3%	118
Went to fast food/drive-in restaurant in last 6 mo	29,960	89.5%	101
Fast food/drive-in last 6 mo: eat in	13,033	38.9%	105
Fast food/drive-in last 6 mo: home delivery	3,907	11.7%	96
Fast food/drive-in last 6 mo: take-out/drive-thru	18,349	54.8%	107
Fast food/drive-in last 6 mo: take-out/walk-in	8,048	24.1%	110
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	12,985	75.2%	111
HH owns cellular phone	13,352	77.3%	117
HH average monthly long distance phone bill: <\$16	5,670	32.8%	108
HH average monthly long distance phone bill: \$16-25	3,229	18.7%	112
HH average monthly long distance phone bill: \$26-59	2,652	15.4%	110
HH average monthly long distance phone bill: \$60-99	986	5.7%	117
HH average monthly long distance phone bill: \$100+	474	2.7%	111
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	2,895	16.8%	76
HH owns 2 TVs	4,662	27.0%	96
HH owns 3 TVs	4,113	23.8%	110
HH owns 4+ TVs	4,282	24.8%	130
HH subscribes to cable TV	12,267	71.0%	115
HH purchased audio equipment	1,613	9.3%	109
HH purchased camcorder	472	2.7%	112
HH purchased CD player	1,813	10.5%	117
<b>Travel (Adults)</b>			
Domestic travel	22,425	67.0%	124
Took 3+ domestic trips by plane	3,920	11.7%	160
Spent on domestic vacations: \$3000+	2,379	7.1%	179
Foreign travel in last 3 years	10,920	32.6%	137
Took 3+ foreign trips by plane in last 3 years	1,992	6.0%	142
Spent on foreign vacations: \$3000+	1,867	5.6%	152

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Demographic Summary	2005	2010
Population	71,007	75,966
Total Number of Adults	52,703	57,319
Households	26,959	29,295
Median Household Income	\$75,590	\$89,013

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel	29,913	56.8%	111
Bought any women's apparel	25,713	48.8%	107
Bought apparel for child <13 in last 6 months	15,975	30.3%	107
Bought any shoes	28,156	53.4%	105
Bought any costume jewelry	11,773	22.3%	117
Bought any fine jewelry	12,408	23.5%	102
Bought a watch	12,787	24.3%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	25,112	93.1%	108
HH bought new vehicle	4,265	15.8%	139
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	49,112	93.2%	108
Bought/changed motor oil	26,887	51.0%	97
Had tune-up	19,050	36.1%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	30,182	57.3%	109
Drank regular cola in last 6 months	27,427	52.0%	91
Drank beer/ale in last 6 months	25,292	48.0%	112
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera	10,282	19.5%	114
Bought film	25,965	49.3%	119
<b>Computers (Households)</b>			
HH owns a personal computer	21,713	80.5%	124
HH spent <\$500 on home PC	1,601	5.9%	95
HH spent \$500-\$999 on home PC	4,237	15.7%	113
HH spent \$1000-\$1499 on home PC	5,681	21.1%	125
HH spent \$1500-\$1999 on home PC	3,640	13.5%	132
HH spent \$2000-\$2999 on home PC	3,208	11.9%	147
HH spent \$3000+ on home PC	1,093	4.1%	132
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	30,721	58.3%	103
Bought cigarettes at convenience store in last 30 days	5,999	11.4%	78
Bought gas at convenience store in last 30 days	14,783	28.1%	98
Spent at convenience store in last 30 days: <\$20	6,497	12.3%	117
Spent at convenience store in last 30 days: \$20-39	6,611	12.5%	105
Spent at convenience store in last 30 days: \$40+	14,520	27.6%	95

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<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	36,904	70.0%	115
Went to live theater	10,693	20.3%	142
Attended a music performance	15,916	30.2%	129
Went to a bar/night club	12,156	23.1%	115
Gambled at a casino	11,423	21.7%	117
Rented 1 pre-recorded video tapes in last 30 days	2,234	4.2%	124
Rented 1 DVD in last 30 days	2,009	3.8%	124
Purchased 1 DVD in last 30 days	3,213	6.1%	124
Spent <\$50 on toys/games	3,338	6.3%	99
Spent \$50-\$99 on toys/games	1,549	2.9%	102
Spent \$100-\$199 on toys/games	4,181	7.9%	111
Spent \$200-\$499 on toys/games	7,020	13.3%	121
Spent \$500+ on toys/games	3,389	6.4%	116
<b>Financial (Adults)</b>			
Have home mortgage (1st)	12,976	24.6%	145
Used ATM/cash machine	29,920	56.8%	122
Own any stock	8,517	16.2%	155
Own shares in mutual fund (stock)	8,338	15.8%	160
Own shares in mutual fund (bond)	4,269	8.1%	155
Own any credit/debit card (in own name)	41,261	78.3%	120
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	37,605	71.4%	105
Used bread in last 6 months	51,481	97.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	39,917	75.7%	105
Used fish/seafood (fresh or frozen) in last 6 months	27,168	51.6%	107
Used fresh fruit/vegetables in last 6 months	46,258	87.8%	103
Used fresh milk in last 6 months	48,946	92.9%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	18,105	34.4%	122
Exercise at club 2+ times per week	7,823	14.8%	140
Visited a doctor	44,172	83.8%	106
<b>Home (Households)</b>			
HH had any home improvement	11,065	41.0%	130
HH used housekeeper/maid/professional cleaning service	5,444	20.2%	134
HH purchased any HH furnishing	7,442	27.6%	124
HH purchased bedding/bath goods	15,067	55.9%	107
HH purchased cooking/serving product	7,681	28.5%	112
HH bought any kitchen appliance	5,533	20.5%	113
<b>Insurance (Adults)</b>			
Currently carry any life insurance	31,268	59.3%	117
Have medical/hospital/accident insurance	40,876	77.6%	112
Carry homeowner insurance	34,797	66.0%	125
Carry renter insurance	2,593	4.9%	91

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



N Summit Ave AT Pabst Rd  
Oconomowoc, WI 53066

Site Type: Radius

Latitude: 43.08725  
Longitude: -88.4712  
Radius: 8.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Pets (Households)</b>			
HH owns any pet	12,369	45.9%	115
HH owns any cat	6,402	23.7%	113
HH owns any dog	8,732	32.4%	113
<b>Reading Materials (Adults)</b>			
Bought book	32,167	61.0%	119
Read any daily newspaper	29,121	55.3%	117
Heavy magazine reader	17,511	33.2%	114
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house last mo: <2 times	7,321	13.9%	104
Went to family restaurant/steak house last mo: 2-3 times	11,464	21.8%	109
Went to family restaurant/steak house last mo: 4+ times	15,558	29.5%	119
Went to fast food/drive-in restaurant in last 6 mo	47,457	90.0%	102
Fast food/drive-in last 6 mo: eat in	20,783	39.4%	106
Fast food/drive-in last 6 mo: home delivery	6,449	12.2%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	29,271	55.5%	108
Fast food/drive-in last 6 mo: take-out/walk-in	12,637	24.0%	110
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	20,409	75.7%	112
HH owns cellular phone	21,287	79.0%	120
HH average monthly long distance phone bill: <\$16	8,786	32.6%	108
HH average monthly long distance phone bill: \$16-25	5,031	18.7%	112
HH average monthly long distance phone bill: \$26-59	4,205	15.6%	112
HH average monthly long distance phone bill: \$60-99	1,603	5.9%	122
HH average monthly long distance phone bill: \$100+	783	2.9%	118
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	4,226	15.7%	71
HH owns 2 TVs	7,150	26.5%	95
HH owns 3 TVs	6,519	24.2%	112
HH owns 4+ TVs	7,034	26.1%	137
HH subscribes to cable TV	18,920	70.2%	114
HH purchased audio equipment	2,651	9.8%	115
HH purchased camcorder	768	2.8%	117
HH purchased CD player	2,888	10.7%	119
<b>Travel (Adults)</b>			
Domestic travel	35,571	67.5%	125
Took 3+ domestic trips by plane	6,382	12.1%	165
Spent on domestic vacations: \$3000+	3,705	7.0%	177
Foreign travel in last 3 years	17,347	32.9%	139
Took 3+ foreign trips by plane in last 3 years	3,228	6.1%	146
Spent on foreign vacations: \$3000+	3,018	5.7%	156

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