

Troy city, MO (2973942) Place

Demographic Summary		2015	2020
Population		10,919	11,333
Population 18+		7,895	8,188
Households		3,995	4,154
Median Household Income		\$52,939	\$58,908
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,939	49.9%	103
Bought any women's clothing in last 12 months	3,625	45.9%	102
Bought clothing for child < 13 years in last 6 months	2,364	29.9%	107
Bought any shoes in last 12 months	4,353	55.1%	101
Bought costume jewelry in last 12 months	1,536	19.5%	97
Bought any fine jewelry in last 12 months	1,504	19.1%	98
Bought a watch in last 12 months	803	10.2%	89
Automobiles (Households)			
HH owns/leases any vehicle	3,633	90.9%	107
HH bought/leased new vehicle last 12 mo	351	8.8%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,199	91.2%	107
Bought/changed motor oil in last 12 months	4,511	57.1%	115
Had tune-up in last 12 months	2,501	31.7%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,016	63.5%	97
Drank regular cola in last 6 months	3,697	46.8%	102
Drank beer/ale in last 6 months	3,184	40.3%	95
Cameras (Adults)			
Own digital point & shoot camera	2,680	33.9%	105
Own digital single-lens reflex (SLR) camera	565	7.2%	83
Bought any camera in last 12 months	566	7.2%	99
Bought memory card for camera in last 12 months	503	6.4%	111
Printed digital photos in last 12 months	271	3.4%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,874	36.4%	100
Have a smartphone	3,554	45.0%	92
Have an iPhone	1,239	15.7%	84
Number of cell phones in household: 1	1,249	31.3%	97
Number of cell phones in household: 2	1,489	37.3%	101
Number of cell phones in household: 3+	954	23.9%	95
HH has cell phone only (no landline telephone)	1,571	39.3%	104
Computers (Households)			
HH owns a computer	3,019	75.6%	99
HH owns desktop computer	2,040	51.1%	105
HH owns laptop/notebook	1,902	47.6%	93
Spent <\$500 on most recent home computer	610	15.3%	108
Spent \$500-\$999 on most recent home computer	821	20.6%	102
Spent \$1,000-\$1,499 on most recent home computer	399	10.0%	100
Spent \$1,500-\$1,999 on most recent home computer	139	3.5%	76
Spent \$2,000+ on most recent home computer	122	3.1%	79

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



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Product/Consumer Behavior Adults/Hits Adults/ Shopped at convenience store in last 6 mos 5,147 65,2% 108 Bought brewed offere at convenience store in last 30 days 1,366 15,5% 126 Bought preventience store in last 30 days 3,486 44,2% 133 Spent at convenience store in last 30 days: 420 573 7,3% 88 Spent at convenience store in last 30 days: 420-339 660 8.7% 99 Spent at convenience store in last 30 days: 420-339 660 8.7% 99 Spent at convenience store in last 30 days: 410-39 415 5.3% 113 Spent at convenience store in last 30 days: 410-49 2.38 30.2% 131 Spent at convenience store in last 30 days: 410-4 2.38 30.2% 131 Spent at convenience store in last 30 days: 410-4 2.38 30.2% 131 Mettodie theater in last 12 months 1,258 15.9% 93 Unet out in last 12 months 1,268 13.1% 89 Viewed movie (ude-on-demand) in last 20 days 1,123 14.2% 91 <t< th=""><th></th><th>Expected Number of</th><th>Percent of</th><th></th></t<>		Expected Number of	Percent of		
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Bought gas at convenience store in last 30 days 3,486 44.2% 133 Spent at convenience store in last 30 days: \$20-339 690 8.7% 96 Spent at convenience store in last 30 days: \$40-550 584 7.4% 97 Spent at convenience store in last 30 days: \$100+ 2,383 30.2% 113 Spent at convenience store in last 30 days: \$100+ 2,383 30.2% 131 Entertainment (Adults)	Bought brewed coffee at convenience store in last 30 days	1,196	15.1%	99	
Spent at convenience store in last 30 days: \$420-39 573 7.3% 88 Spent at convenience store in last 30 days: \$40-350 584 7.4% 97 Spent at convenience store in last 30 days: \$51-999 415 5.3% 115 Spent at convenience store in last 30 days: \$10-99 2,831 30.2% 131 Entertainment (Adults)	Bought cigarettes at convenience store in last 30 days	1,306	16.5%	126	
Spent at convenience store in last 30 days: \$20-339 690 8.7% 96 Spent at convenience store in last 30 days: \$51-99 415 5.3% 115 Spent at convenience store in last 30 days: \$100+ 2,883 30.2% 131 Entertainment (Adults) 75.6% 96 Ment to convenience store in last 30 days: \$100+ 2,883 30.2% 93 Attended a movie in last 50 months 75.6% 96 Went to live theater in last 12 months 1,258 15.9% 93 Dined out in last 12 months 1,267 16.0% 89 Viseed a theme park in last 12 months 1,267 16.0% 89 Viewed To Yobw (video-on-demandy in last 30 days 1,123 14.2% 91 Viewed To Yobw (video-on-demandy in last 30 days 355 4.6% 70 Downloaded any individual song in last 30 days 1,582 20.0% 98 Watched a movie online in the last 30 days 808 10.2% 76 Downloaded any individual song in last 12 months 979 37.5% 118 Used ATW (cas	Bought gas at convenience store in last 30 days	3,486	44.2%	133	
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Spent at convenience store in last 30 days: \$100+ 2,383 30.2% 131 Entertainment (Adults)	Spent at convenience store in last 30 days: \$40-\$50	584	7.4%	97	
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Gambled at a casino in last 12 months 1,038 13.1% 99 Visited a theme park in last 12 months 1,267 16.0% 89 Viewed TV show (video-on-demand) in last 30 days 1,123 14.2% 91 Viewed TV show (video-on-demand) in last 30 days 735 9.3% 76 Watched any pay-per-view TV in last 12 months 949 12.0% 92 Downloaded any individual song in last 6 months 1,582 20.0% 98 Watched a movie over the Internet in last 30 days 825 10.4% 77 Downloaded a movie over the Internet in last 30 days 808 10.2% 76 Played a video/electronic game (console) in last 12 months 978 12.4% 109 Played a video/electronic game (console) in last 12 months 381 4.8% 108 Own any stock 359 3.901 49.4% 101 Own any stock 529 6.7% 86 Own los. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (stock) 249 3.7% 75 H	Went to a bar/night club in last 12 months	1,258	15.9%	93	
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Watched any pay-per-view TV in last 12 months 949 12.0% 92 Downloaded an movie over the Internet in last 30 days 365 4.6% 70 Downloaded any individual song in last 6 months 1,582 20.0% 98 Watched a movie online in the last 30 days 825 10.4% 77 Watched a TV program online in last 30 days 808 10.2% 76 Played a video/electronic game (console) in last 12 months 978 12.4% 109 Played a video/electronic game (portable) in last 12 months 381 4.8% 108 Financial (Adults) 75 Have home mortgage (1st) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have savings account 2,449 31.7% 112 <	Viewed movie (video-on-demand) in last 30 days	1,123	14.2%	91	
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Downloaded any individual song in last 6 months 1,582 20.0% 98 Watched a movie online in the last 30 days 825 10.4% 77 Watched a TV program online in last 30 days 808 10.2% 76 Played a video/electronic game (console) in last 12 months 978 12.4% 109 Played a video/electronic game (portable) in last 12 months 381 4.8% 108 Financial (Adults) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own lobes song bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (stock) 2435 30.8% 107 Have non-interest checking account 2,435 30.8% 107 Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have non-interest checking account 2,499 31.7%	Watched any pay-per-view TV in last 12 months	949	12.0%	92	
Watched a movie online in the last 30 days 825 10.4% 77 Watched a TV program online in last 30 days 808 10.2% 76 Played a video/electronic game (console) in last 12 months 978 12.4% 109 Played a video/electronic game (portable) in last 12 months 381 4.8% 109 Financial (Aduits)Financial (Aduits)Bave home mortgage (1st) $2,959$ 37.5% 118 Used ATM/cash machine in last 12 months $3,901$ 49.4% 101 Own any stock 529 6.7% 86 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (stock) 290 3.7% 75 Have interest checking account $2,435$ 30.8% 107 Have avings account $2,4499$ 31.7% 112 Have avings account $4,464$ 56.5% 106 Have avings account $4,464$ 56.5% 106 Have avings account $1,240$ 15.7% 106 Own/used any credit/debit card in last 12 months $6,053$ 76.7% 104 Ayg monthly credit card expenditures: $$111$ $1,105$ 14.0% 118 Avg monthly credit card expenditures: $$111.9225$ 561 7.1% 110 Avg monthly credit card expenditures: $$225.9450$ 488 6.2% 98 <td co<="" td=""><td>Downloaded a movie over the Internet in last 30 days</td><td>365</td><td>4.6%</td><td>70</td></td>	<td>Downloaded a movie over the Internet in last 30 days</td> <td>365</td> <td>4.6%</td> <td>70</td>	Downloaded a movie over the Internet in last 30 days	365	4.6%	70
Watched a TV program online in last 30 days 808 10.2% 76 Played a video/electronic game (console) in last 12 months 978 12.4% 109 Played a video/electronic game (portable) in last 12 months 381 4.8% 108 Financial (Adults) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own LS. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have savings account 4,464 56.5% 106 Have avings account 4,464 56.5% 106 Have avings account 1,240 15.7% 104 Avg monthly credit card expenditures: <\$111.\$225	Downloaded any individual song in last 6 months	1,582	20.0%	98	
Played a video/electronic game (console) in last 12 months 978 12.4% 109 Played a video/electronic game (portable) in last 12 months 381 4.8% 108 Financial (Adults) Financial (Adults) Have home mortgage (1st) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have asings account 2,449 31.7% 112 Have savings account 4,464 56.5% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: \$111-\$225 561 7.1% 110 Avg monthly credit card expenditures: \$206-\$450 488 6.2% 98 Avg monthly credit card expenditures: \$201-\$1,000 253	Watched a movie online in the last 30 days	825	10.4%	77	
Played a video/electronic game (portable) in last 12 months 381 4.8% 108 Financial (Adults) Have home mortgage (1st) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have non-interest checking account 2,435 30.8% 107 Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have d01K retirement savings plan 1,240 15.7% 104 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: \$111-\$225 551 7.1% 110 Avg monthly credit card expenditures: \$451-\$700 388 4.9% 90 Avg monthly credit card expenditures: \$10.01+ 492 6.2% 68 Avg monthl	Watched a TV program online in last 30 days	808	10.2%	76	
Financial (Adults) Have home mortgage (1st) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have inor-interest checking account 2,435 30.8% 107 Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have of IK retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: \$111-\$225 561 7.1% 110 Avg monthly credit card expenditures: \$126-\$450 488 6.2% 98 Avg monthly credit card expenditures: \$111-\$225 561 7.1% 100 Avg monthly credit card expenditures: \$10.61 3	Played a video/electronic game (console) in last 12 months	978	12.4%	109	
Have home mortgage (1st) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have non-interest checking account 2,435 30.8% 107 Have avings account 4,464 56.5% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: \$111-\$225 561 7.1% 110 Avg monthly credit card expenditures: \$126-\$450 488 6.2% 98 Avg monthly credit card expenditures: \$451-\$700 38 4.9% 90 Avg monthly credit card expenditures: \$470.1*\$1,001+ 492 6.2% 68 Avg monthly credit card expenditures: \$470.1*\$1,001+ 492 6.2% <td< td=""><td>Played a video/electronic game (portable) in last 12 months</td><td>381</td><td>4.8%</td><td>108</td></td<>	Played a video/electronic game (portable) in last 12 months	381	4.8%	108	
Have home mortgage (1st) 2,959 37.5% 118 Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have non-interest checking account 2,435 30.8% 107 Have avings account 4,464 56.5% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: \$111-\$225 561 7.1% 110 Avg monthly credit card expenditures: \$126-\$450 488 6.2% 98 Avg monthly credit card expenditures: \$451-\$700 38 4.9% 90 Avg monthly credit card expenditures: \$470.1*\$1,001+ 492 6.2% 68 Avg monthly credit card expenditures: \$470.1*\$1,001+ 492 6.2% <td< td=""><td></td><td></td><td></td><td></td></td<>					
Used ATM/cash machine in last 12 months 3,901 49.4% 101 Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have 401K retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: <\$111	Financial (Adults)				
Own any stock 529 6.7% 86 Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have 401K retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: \$111-\$225 561 7.1% 110 Avg monthly credit card expenditures: \$226-\$450 488 6.2% 98 Avg monthly credit card expenditures: \$701-\$1,000 253 3.2% 74 Avg monthly credit card expenditures: \$1,001+ 492 6.2% 68 Did banking online in last 12 months 2,888 36.6% 104	Have home mortgage (1st)	2,959	37.5%	118	
Own U.S. savings bond 359 4.5% 79 Own shares in mutual fund (stock) 481 6.1% 81 Own shares in mutual fund (bonds) 290 3.7% 75 Have interest checking account 2,435 30.8% 107 Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have 401K retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: <\$111	Used ATM/cash machine in last 12 months	3,901	49.4%	101	
Own shares in mutual fund (stock)4816.1%81Own shares in mutual fund (bonds)2903.7%75Have interest checking account2,43530.8%107Have non-interest checking account2,49931.7%112Have savings account4,46456.5%106Have 401K retirement savings plan1,24015.7%106Own/used any credit/debit card in last 12 months6,05376.7%104Avg monthly credit card expenditures: <\$111	Own any stock	529	6.7%	86	
Own shares in mutual fund (bonds)2903.7%75Have interest checking account2,43530.8%107Have non-interest checking account2,49931.7%112Have savings account4,46456.5%106Have 401K retirement savings plan1,24015.7%106Own/used any credit/debit card in last 12 months6,05376.7%104Avg monthly credit card expenditures: <\$111	Own U.S. savings bond	359	4.5%	79	
Have interest checking account 2,435 30.8% 107 Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have 401K retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: <\$111	Own shares in mutual fund (stock)	481	6.1%	81	
Have non-interest checking account 2,499 31.7% 112 Have savings account 4,464 56.5% 106 Have 401K retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: <\$111	Own shares in mutual fund (bonds)	290	3.7%	75	
Have savings account 4,464 56.5% 106 Have 401K retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: <\$111	Have interest checking account	2,435	30.8%	107	
Have 401K retirement savings plan 1,240 15.7% 106 Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: <\$111	Have non-interest checking account				
Own/used any credit/debit card in last 12 months 6,053 76.7% 104 Avg monthly credit card expenditures: <\$111	Have savings account	4,464	56.5%	106	
Avg monthly credit card expenditures: <\$111	Have 401K retirement savings plan			106	
Avg monthly credit card expenditures: \$111-\$225 561 7.1% 110 Avg monthly credit card expenditures: \$226-\$450 488 6.2% 98 Avg monthly credit card expenditures: \$226-\$450 388 4.9% 90 Avg monthly credit card expenditures: \$451-\$700 388 4.9% 90 Avg monthly credit card expenditures: \$701-\$1,000 253 3.2% 74 Avg monthly credit card expenditures: \$1,01+ 492 6.2% 68 Did banking online in last 12 months 2,888 36.6% 104 Did banking on mobile device in last 12 months 835 10.6% 102		6,053	76.7%	104	
Avg monthly credit card expenditures: \$226-\$450 488 6.2% 98 Avg monthly credit card expenditures: \$451-\$700 388 4.9% 90 Avg monthly credit card expenditures: \$701-\$1,000 253 3.2% 74 Avg monthly credit card expenditures: \$701-\$1,000 253 3.2% 68 Did banking online in last 12 months 2,888 36.6% 104 Did banking on mobile device in last 12 months 835 10.6% 102	Avg monthly credit card expenditures: <\$111	1,105	14.0%	118	
Avg monthly credit card expenditures: \$451-\$700 388 4.9% 90 Avg monthly credit card expenditures: \$701-\$1,000 253 3.2% 74 Avg monthly credit card expenditures: \$701-\$1,000 253 3.2% 68 Did banking online in last 12 months 2,888 36.6% 104 Did banking on mobile device in last 12 months 835 10.6% 102	Avg monthly credit card expenditures: \$111-\$225	561	7.1%	110	
Avg monthly credit card expenditures: \$701-\$1,000 253 3.2% 74 Avg monthly credit card expenditures: \$1,001+ 492 6.2% 68 Did banking online in last 12 months 2,888 36.6% 104 Did banking on mobile device in last 12 months 835 10.6% 102	Avg monthly credit card expenditures: \$226-\$450	488	6.2%	98	
Avg monthly credit card expenditures: \$1,001+ 492 6.2% 68 Did banking online in last 12 months 2,888 36.6% 104 Did banking on mobile device in last 12 months 835 10.6% 102		388	4.9%	90	
Did banking online in last 12 months 2,888 36.6% 104 Did banking on mobile device in last 12 months 835 10.6% 102				74	
Did banking on mobile device in last 12 months83510.6%102					
Paid bills online in last 12 months 3,343 42.3% 101	Paid bills online in last 12 months	3,343	42.3%	101	

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



Troy city, MO (2973942) Place

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,958	75.5%	106
Used bread in last 6 months	7,619	96.5%	102
Used chicken (fresh or frozen) in last 6 mos	5,821	73.7%	103
Used turkey (fresh or frozen) in last 6 mos	1,546	19.6%	107
Used fish/seafood (fresh or frozen) in last 6 months	4,408	55.8%	100
Used fresh fruit/vegetables in last 6 months	6,951	88.0%	101
Used fresh milk in last 6 months	7,310	92.6%	103
Used organic food in last 6 months	1,091	13.8%	70
Health (Adults)			
Exercise at home 2+ times per week	2,238	28.3%	99
Exercise at club 2+ times per week	808	10.2%	79
Visited a doctor in last 12 months	6,154	77.9%	103
Used vitamin/dietary supplement in last 6 months	4,055	51.4%	96
Home (Households)	1.100	20.2%	100
Any home improvement in last 12 months	1,166	29.2%	106
Used housekeeper/maid/professional HH cleaning service in last 12	389	9.7%	74
Purchased low ticket HH furnishings in last 12 months	634	15.9%	102
Purchased big ticket HH furnishings in last 12 months	862	21.6%	102
Purchased bedding/bath goods in last 12 months	2,171	54.3%	102
Purchased cooking/serving product in last 12 months	945	23.7%	97
Bought any small kitchen appliance in last 12 months	894	22.4%	100
Bought any large kitchen appliance in last 12 months	529	13.2%	103
Insurance (Adults/Households)			
Currently carry life insurance	3,970	50.3%	116
Carry medical/hospital/accident insurance	5,251	66.5%	103
Carry homeowner insurance	4,578	58.0%	103
Carry renter's insurance	539	6.8%	92
Have auto insurance: 1 vehicle in household covered		30.9%	92
Have auto insurance: 2 vehicles in household covered	1,236	29.9%	107
Have auto insurance: 3+ vehicles in household covered	1,196 1,045	29.9%	107
	1,045	20.2%	119
Pets (Households)			
Household owns any pet	2,359	59.0%	111
Household owns any cat	1,026	25.7%	113
Household owns any dog	1.867	46.7%	117
Psychographics (Adults)			
Buying American is important to me	3,897	49.4%	115
Usually buy items on credit rather than wait	771	9.8%	86
Usually buy based on quality - not price	1,273	16.1%	90
Price is usually more important than brand name	2,270	28.8%	105
Usually use coupons for brands I buy often	1,629	20.6%	109
Am interested in how to help the environment	1,267	16.0%	96
Usually pay more for environ safe product	805	10.2%	81
Usually value green products over convenience	689	8.7%	86
Likely to buy a brand that supports a charity	2,812	35.6%	104
Deading (Adulta)			
Reading (Adults)	000	10.00/	00
Bought digital book in last 12 months	808	10.2%	92
Bought hardcover book in last 12 months	1,755	22.2%	99
Bought paperback book in last 12 month	2,565	32.5%	96
Read any daily newspaper (paper version)	2,209	28.0%	99
Read any digital newspaper in last 30 days	2,218	28.1%	90
Read any magazine (paper/electronic version) in last 6 months	7,118	90.2%	99

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Troy city, MO (2973942) Place

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	6,192	78.4%	104
Went to family restaurant/steak house: 4+ times a month	2,486	31.5%	110
Went to fast food/drive-in restaurant in last 6 months	7,271	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	3,470	44.0%	109
Fast food/drive-in last 6 months: eat in	3,236	41.0%	113
Fast food/drive-in last 6 months: home delivery	668	8.5%	108
Fast food/drive-in last 6 months: take-out/drive-thru	4,304	54.5%	116
Fast food/drive-in last 6 months: take-out/walk-in	1,535	19.4%	99
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,371	17.4%	82
Own any portable MP3 player	2,668	33.8%	101
HH owns 1 TV	686	17.2%	85
HH owns 2 TVs	1,136	28.4%	108
HH owns 3 TVs	888	22.2%	104
HH owns 4+ TVs	832	20.8%	106
HH subscribes to cable TV	1,995	49.9%	98
HH subscribes to fiber optic	121	3.0%	45
HH has satellite dish	1,220	30.5%	120
HH owns DVD/Blu-ray player	2,533	63.4%	103
HH owns camcorder	627	15.7%	101
HH owns portable GPS navigation device	1,138	28.5%	103
HH purchased video game system in last 12 mos	295	7.4%	80
HH owns Internet video device for TV	107	2.7%	61
Travel (Adults)			
Domestic travel in last 12 months	3,972	50.3%	100
Took 3+ domestic non-business trips in last 12 months	1,008	12.8%	103
Spent on domestic vacations in last 12 months: <\$1,000	847	10.7%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	378	4.8%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	324	4.1%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	287	3.6%	95
Spent on domestic vacations in last 12 months: \$3,000+	462	5.9%	107
Domestic travel in the 12 months: used general travel website	459	5.8%	83
Foreign travel in last 3 years	1,329	16.8%	71
Took 3+ foreign trips by plane in last 3 years	173	2.2%	50
Spent on foreign vacations in last 12 months: <\$1,000	237	3.0%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	208	2.6%	87
Spent on foreign vacations in last 12 months: \$3,000+	232	2.9%	60
Foreign travel in last 3 years: used general travel website	260	3.3%	60
Nights spent in hotel/motel in last 12 months: any	3,361	42.6%	103
Took cruise of more than one day in last 3 years	595	7.5%	86
Member of any frequent flyer program	896	11.3%	68
Member of any hotel rewards program	935	11.8%	84

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