

Gila River

Prepared by Esri

Population 18+ 9,168 Households 3,356 Median Household Income \$31,504 \$ Product/Consumer Behavior Expected Percent Participated in Archers/12 Mo 656 7.2% Participated in Archers/12 Mo 248 2.7% Participated in Backpacking/12 Mo 285 3.1% Participated in Baseball/12 Mo 307 3.3% Participated in Baseball/12 Mo 600 6.5% Participated in Baseball/12 Mo 600 6.5% Participated in Baseball/12 Mo 600 6.5% Participated in Bicycling (Mountain)/12 Mo 200 2.8% Participated in Bicycling (Road)/12 Mo 663 7.6% Participated in Bowling/12 Mo 663 7.6% Participated in Fishing (Fresh Water)/12 Mo 308 3.4% Participated in Fishing (Sait Water)/12 Mo 308 3.4% Participated in Fishing (Sait Water)/12 Mo 259 2.8% Participated in Fishing (Sait Water)/12 Mo 308 3.4% Participated in Fishing (Sait Water)/12 Mo	13,087 8,813 3,229 38,062 MPI 86 111 87 130 114 79 63 47 111 75 90 121 119 98 64 53 99 105 109
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Participated in Ping Pong/12 Mo3343.6%Participated in Rock Climbing/12 Mo1912.1%	112
Participated in Rock Climbing/12 Mo 191 2.1%	110
	106
Darticipated in Bollor Skating/12 Ma	135
Participated in Roller Skating/12 Mo 210 2.3%	144
Participated in Skiing (Downhill)/12 Mo 191 2.1%	81
Participated in Soccer/12 Mo 340 3.7%	118
Participated in Softball/12 Mo 196 2.1%	131
Participated in Swimming/12 Mo 971 10.6%	70
Participated in Target Shooting/12 Mo 303 3.3%	66
Participated in Tennis/12 Mo2893.2%	83
Participated in Volleyball/12 Mo 238 2.6%	110
Participated in Walking for Exercise/12 Mo2,15923.5%	69
Participated in Weight Lifting/12 Mo 1,064 11.6%	82
Participated in Yoga/12 Mo 738 8.0%	74
Participated in Zumba/12 Mo 372 4.1%	131
Spent \$1-99 on Sports/Recreation Equipment/12 Mo7458.1%Spent \$100, 240 on Sports (Barnetic Springerst) (12 Mo4005.4%	116
Spent \$100-249 on Sports/Recreation Equipment/12 Mo4995.4%Spent \$250 + on Sports (Decreation Equipment/12 Mo7127.8%	87
Spent \$250+ on Sports/Recreation Equipment/12 Mo7137.8%Attend College Basketball Game/12 Mo830.9%	76
Attend College Basketball Game/12 Mo830.9%Attend College Football Game/12 Mo1361.5%	82 72
Attend High School Sports Events/12 Mo 218 2.4%	83
Attend High School Sports Events/12 Mo2182.4%Attend MLB Regular Season Baseball Game/12 Mo1962.1%	83
Attend Sports Events 737 8.0%	71
Listen to Sports on Radio 600 6.5%	74
Watch Alpine Skiing or Ski Jumping on TV2602.8%	96

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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oduct/Consumer Behavior	Expected Number of Adults/HHs	Percent	м
Watch Auto Racing (Not NASCAR) on TV	457	5.0%	1
Vatch Bicycle Racing on TV	310	3.4%	1
Vatch Bowling on TV	335	3.7%	1
Vatch Boxing on TV	917	10.0%	1
Vatch College Basketball on TV	1,032	11.3%	
Natch College Football on TV	2,219	24.2%	
Natch Esports on TV	464	5.1%	1
Watch Figure Skating on TV	481	5.2%	1
Watch Fishing on TV	372	4.1%	1
Watch Gymnastics on TV	560	6.1%	1
Watch High School Sports on TV	509	5.6%	1
Watch Horse Racing (at Track or OTB) on TV	202	2.2%	
Watch International Soccer on TV	589	6.4%	1
Watch LPGA Golf on TV	203	2.2%	
Watch Marathon/Triathlon/Obstacle Race on TV	216	2.4%	1
Watch Men's Tennis on TV	599	6.5%	
Watch MLB Playoffs/World Series Baseball on TV	1,107	12.1%	
Watch MLB Regular Season Baseball on TV	1,263	13.8%	
Watch MLS Soccer on TV	431	4.7%	
Watch Motorcycle Racing on TV	195	2.1%	
Natch NASCAR Auto Racing on TV	482	5.3%	-
Natch NBA Playoffs or Finals Basketball on TV	1,855	20.2%	
Natch NBA Regular Season Basketball on TV			
5	1,771	19.3%	
Watch NCAA Tournament Basketball on TV	1,019	11.1%	
Watch NFL Playoffs or Super Bowl Football on TV	2,588	28.2%	
Watch NFL Sun/Mon/Thu Night Football Games on TV	2,897	31.6%	
Watch NFL Weekend Football Games on TV	2,542	27.7%	
Natch NHL Playoffs/Stanley Cup Ice Hockey on TV	454	5.0%	
Watch NHL Regular Season Ice Hockey on TV	541	5.9%	
Natch Oth Mixed Martial Arts (MMA) on TV	404	4.4%	
Watch PGA Golf on TV	708	7.7%	
Watch Pro Beach Volleyball on TV	285	3.1%	
Watch Pro Bull Riding on TV	247	2.7%	:
Watch Rodeo on TV	222	2.4%	
Watch Sports on TV	5,169	56.4%	
Watch Summer Extreme Sports on TV	388	4.2%	
Natch Summer Olympics on TV	1,067	11.6%	
Watch Track & Field on TV	531	5.8%	
Watch U.S. Men's Soccer National Team on TV	499	5.4%	
Watch U.S. Women's Soccer National Team on TV	407	4.4%	
Watch Ultimate Fighting Championship (UFC) on TV	648	7.1%	
Watch Winter Extreme Sports on TV	320	3.5%	•
Watch Winter Olympics on TV	734	8.0%	
Natch WNBA Basketball on TV	597	6.5%	-
Watch Women's Tennis on TV	703	7.7%	
Watch World Cup Soccer on TV	703	7.9%	
•			
Natch Wrestling (WWE) on TV	681	7.4%	
College Basketball Super Fan (10-10 on 10 Scale)	344	3.8%	
College Football Super Fan (10-10 on 10 Scale)	552	6.0%	:
Golf Super Fan (10-10 on 10 Scale)	131	1.4%	
High School Sports Super Fan (10-10 on 10 Scale)	231	2.5%	
Intl Soccer Super Fan (10-10 on 10 Scale)	259	2.8%	
MLB Super Fan (10-10 on 10 Scale)	383	4.2%	
MLS Soccer Super Fan (10-10 on 10 Scale)	160	1.7%	
NASCAR Super Fan (10-10 on 10 Scale)	175	1.9%	
NBA Super Fan (10-10 on 10 Scale)	658	7.2%	1
NFL Super Fan (10-10 on 10 Scale)	1,076	11.7%	
NHL Super Fan (10-10 on 10 Scale)	212	2.3%	
Pro Wrestling Super Fan (10-10 on 10 Scale)	216	2.4%	1

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.



Gila River

Prepared by Esri

	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Member of AARP	1,076	11.7%	70
Member of Church Board	374	4.1%	154
Member of Fraternal Order	257	2.8%	114
Member of Religious Club	324	3.5%	128
Member of Union	406	4.4%	96
Member of Veterans Club	150	1.6%	65
Participate in Indoor Gardening or Plant Care	1,226	13.4%	83
Attended Adult Education Course/12 Mo	965	10.5%	95
Visited Aquarium/12 Mo	462	5.0%	90
Went to Art Gallery/12 Mo	489	5.3%	74
Attended Auto Show/12 Mo	426	4.6%	103
Did Baking/12 Mo	2,435	26.6%	84
Barbecued/12 Mo	2,537	27.7%	87
Went to Bar or Night Club/12 Mo	1,469	16.0%	99
Went to Beach/12 Mo	1,989	21.7%	78
Played Billiards or Pool/12 Mo	387	4.2%	98
Played Bingo/12 Mo	412	4.5%	129
Did Birdwatching/12 Mo	472	5.1%	70
Played Board Game/12 Mo	1,516	16.5%	73
Read Book/12 Mo	2,676	29.2%	74
Participated in Book Club/12 Mo	328	3.6%	90
Went on Overnight Camping Trip/12 Mo	871	9.5%	71
Played Cards/12 Mo	1,433	15.6%	86
Played Chess/12 Mo	384	4.2%	106
Played Computer Game Offline (w/Software)/12 Mo	824	9.0%	103
Played Computer Game Online/12 Mo	1,332	14.5%	94
Cooked for Fun/12 Mo	2,438	26.6%	96
Did Crossword Puzzle/12 Mo	1,007	11.0%	83
Danced or Went Dancing/12 Mo	781	8.5%	132
Attended Dance Performance/12 Mo	223	2.4%	94
Dined Out/12 Mo	3,753	40.9%	78
Flew a Drone/12 Mo	296	3.2%	128
Attended State or County Fair/12 Mo	682	7.4%	103
Participated in Fantasy Sports League/12 Mo	419	4.6%	97
Did Furniture Refinishing/12 Mo	405	4.4%	93
Gambled at Casino/12 Mo	1,016	11.1%	103
Gambled in Las Vegas/12 Mo	338	3.7%	115
Participated in Genealogy/12 Mo	367	4.0%	79
Attended Horse Races/12 Mo	182	2.0%	124
Participated in Karaoke/12 Mo	465	5.1%	157
Bought Lottery Ticket/12 Mo	3,307	36.1%	114
Played Lottery 6+ Times/30 Days	1,193	13.0%	133
Bought Daily Drawing Lottery Ticket/12 Mo	562	6.1%	194
Bought Instant Game Lottery Ticket/12 Mo	2,204	24.0%	131
Bought Mega Millions Lottery Ticket/12 Mo	1,486	16.2%	99
Bought Powerball Lottery Ticket/12 Mo	1,400	17.4%	100
Attended Movie/6 Mo	3,249	35.4%	96
Attended Movie 1+ Times Wk/90 Days	171	1.9%	224
Attended Movie 1+ Times Wk/90 Days Attended Movie 2-3 Times Month/90 Days	171	1.9%	149
Attended Movie 1 Time Month/90 Days	256	2.8%	149
Attended Movie 1 Time Month/90 Days Attended Movie < 1 Time Month/90 Days		23.5%	86
	2,151	13.0%	
Saw Action Genre Movie at Theater/6 Mo Saw Adventure Genre Movie at Theater/6 Mo	1,192		126
Saw Auventure Genre MOVIE at Theater/O MO	1,135	12.4%	120

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Gila River

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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	639	7.0%	143
Saw Biography Genre Movie at Theater/6 Mo	257	2.8%	114
Saw Comedy Genre Movie at Theater/6 Mo	1,014	11.1%	117
Saw Crime Genre Movie at Theater/6 Mo	793	8.6%	156
Saw Drama Genre Movie at Theater/6 Mo	891	9.7%	109
Saw Family Genre Movie at Theater/6 Mo	369	4.0%	137
Saw Fantasy Genre Movie at Theater/6 Mo	526	5.7%	116
Saw Horror Genre Movie at Theater/6 Mo	465	5.1%	139
Saw Romance Genre Movie at Theater/6 Mo	270	2.9%	132
Saw Science Fiction Genre Movie at Theater/6 Mo	599	6.5%	138
Saw Thriller Genre Movie at Theater/6 Mo	572	6.2%	126
Went to Museum/12 Mo	750	8.2%	77
Attended Classical Music/Opera Performance/12 Mo	240	2.6%	100
Attended Country Music Performance/12 Mo	228	2.5%	73
Attended Rock Music Performance/12 Mo	437	4.8%	81
Played Musical Instrument/12 Mo	643	7.0%	83
Did Painting/Drawing/Sculpting/12 Mo	874	9.5%	91
Did Photo Album or Scrapbooking/12 Mo	307	3.3%	75
Did Photography/12 Mo	742	8.1%	71
Did Sudoku Puzzle/12 Mo	618	6.7%	70
Participated in Tailgating/12 Mo	303	3.3%	125
Went to Live Theater/12 Mo	418	4.6%	67
Visited Theme Park/12 Mo	1,063	11.6%	100
Visited Theme Park 5+ Days/12 Mo	204	2.2%	88
Participated in Trivia Games/12 Mo	533	5.8%	76
Played (Console) Video or Electronic Game/12 Mo	1,387	15.1%	118
Played (Portable) Video or Electronic Game/12 Mo	651	7.1%	107
Visited Indoor Water Park/12 Mo	189	2.1%	119
Did Woodworking/12 Mo	345	3.8%	66
Went to Zoo/12 Mo	796	8.7%	82
Bought 1-2 DVDs/30 Days	306	3.3%	131
Bought 3+ DVDs/30 Days	159	1.7%	83
Rented 1 DVD (Movie or Other Video)/30 Days	151	1.6%	83
Rented 2 DVDs (Movie or Other Video)/30 Days	139	1.5%	95
Rented 3+ DVDs (Movie or Other Video)/30 Days	295	3.2%	117
Rented Action or Adventure Movie/30 Days	1,358	14.8%	89
Rented Classic Movie/30 Days	382	4.2%	96
Rented Comedy Movie/30 Days	984	10.7%	82
Rented Drama Movie/30 Days	926	10.1%	93
Rented Family or Children's Movie/30 Days	455	5.0%	92
Rented Foreign Movie/30 Days	181	2.0%	100
Rented Horror Movie/30 Days	522	5.7%	118
Rented Musical Movie/30 Days	286	3.1%	145
Rented News or Documentary Movie/30 Days	320	3.5%	95
Rented Romance Movie/30 Days	452	4.9%	115
Rented Science Fiction Movie/30 Days	506	5.5%	102
Rented TV Show Movie/30 Days	430	4.7%	76
Rented Western Movie/30 Days	199	2.2%	117
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	878	9.6%	81
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	292	3.2%	80
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	690	7.5%	119

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Gila River

Prepared by Esri

Product/Consumer Behavior Number of Adults/Htts Percent MPI Bought Children 's for or Game/12 Mo 3.275 35.7% 94 Spent 31-04 on Toy or Games for Child/12 Mo 264 2.7% 88 Spent 31-04 on Toy or Games for Child/12 Mo 264 2.7% 88 Spent 3200+ on Toys or Games for Child/12 Mo 264 2.7% 88 Spent 3200+ on Toys or Games for Child/12 Mo 484 9.2% 129 Bought Inform Toy/12 Mo 844 9.2% 129 Bought Environ Game for Child/12 Mo 864 9.2% 129 Bought Environ Game for Child/12 Mo 864 9.2% 129 Bought Environ Game for Child/12 Mo 330 3.6% 116 Bought Environ Game for Child/12 Mo 4.10 7.6% 118 Bought Environ Game for Child/12 Mo 4.10 7.6% 110 Bought Environ Game for Child/12 Mo 4.26 7.6% 121 Bought Environ Soure for Child/12 Mo 4.26 7.6% 122 Bought Environ Soure for Child/12 Mo 4.27 124 </th <th></th> <th>Evenanted</th> <th></th> <th></th>		Evenanted		
Bought Children's Try or Game/12 No 3,775 35.7% 94 Spent 3:0-90 notys or Games for Child/12 No 249 2.7% 855 Spent 3:00-499 on Toys or Games for Child/12 No 958 10.4% 955 Spent 3:00-499 on Toys or Games for Child/12 No 958 10.4% 955 Spent 3:00-490 on Toys or Games for Child/12 No 928 8.6% 119 Bought Pro-School Toy/12 No 92 8.6% 119 Bought Action Figure for Child/12 No 30 3.6% 116 Bought Action Figure for Child/12 No 310 3.6% 116 Bought Action Game for Child/12 No 310 3.6% 118 Bought Bought Action Game for Child/12 No 310 3.6% 118 Bought Bought Carly for Child/12 No 51 5.6% 98 Bought Carly for Child/12 No 310 3.6% 116 Bought Carly for Child/12 No 529 5.8% 102 Bought Carly for Child/12 No 634 7.6% 116 Bought Carly for Child/12 No 529 5.8% 102	Product/Consumer Behavior	Expected Number of Adults / HHs	Dercent	MDT
Sperit \$1-49 on Toys or Games for Child/12 Mo 701 7.6% 107 Spert \$100-199 on Toys or Games for Child/12 Mo 554 6.0% 78 Spert \$100-199 on Toys or Games for Child/12 Mo 958 10.4% 955 Spert \$200-40 Toys or Games for Child/12 Mo 954 6.0% 78 Bought Fries Games for Child/12 Mo 844 9.2% 129 Bought Fries Spert \$200-40 Toys or Games for Child/12 Mo 865 9.3% 128 Bought Kin Action Figure for Child/12 Mo 330 3.6% 112 Bought Kin Game for Child/12 Mo 101 12.1% 81 Bought Kin Game for Child/12 Mo 101 12.1% 81 Bought King Game for Child/12 Mo 101 101 101 Bought Construction Toy for Child/12 Mo 695 7.6% 101 Bought Construction Toy for Child/12 Mo 429 4.7% 120 Bought Large/Baby Doll for Child/12 Mo 423 4.6% 120 Bought Large/Baby Doll for Child/12 Mo 423 4.6% 120 Bought Large/Baby				
Spert \$50-99 on Toys or Games for Child/12 Mo 249 2.7% 85 Spert \$200-499 on Toys or Games for Child/12 Mo 958 10.4% 95 Spert \$200-499 on Toys or Games for Child/12 Mo 482 5.3% 859 Bought Hors-School Toy/12 Mo 484 9.2% 129 Bought Hors-School Toy/12 Mo 30 3.4% 119 Bought Action Figure for Child/12 Mo 30 3.4% 116 Bought Action Games for Child/12 Mo 515 5.6% 98 Bought Carloc for Child/12 Mo 515 5.6% 98 Bought Carloc for Child/12 Mo 1,107 12.1% 81 Bought Carloc for Child/12 Mo 694 7.6% 101 Bought Carloc for Child/12 Mo 695 7.6% 116 Bought Carloc for Child/12 Mo 695 7.6% 116 Bought Carloc for Child/12 Mo 622 4.9% 122 Bought Carloc for Child/12 Mo 623 4.9% 125 Bought Carloc for Child/12 Mo 624 4.9% 126 Bought Horean	5 , ,			
Spent \$100-199 on Toys or Games for Child/12 Mo 554 6.0% 78 Spent \$500- on Toys or Games for Child/12 Mo 442 5.3% 89 Bought Innar Toy/12 Mo 444 9.2% 129 Bought Pre-School Toy/12 Mo 856 9.3% 128 Bought Spect Informer Child/12 Mo 856 9.3% 128 Bought Boyk Action Figure for Child/12 Mo 330 3.6% 116 Bought Boyk Child/12 Mo 248 2.7% 112 Bought Boyce For Child/12 Mo 515 5.6% 98 Boyle Nord Game for Child/12 Mo 515 5.6% 98 Boyle Nord Game for Child/12 Mo 516 7.6% 101 Bought End for Child/12 Mo 529 5.6% 180 Bought End for Child/12 Mo 529 5.6% 127 Bought End Incessonies for Child/12 Mo 409 7.6% 110 Bought End Incessonies for Child/12 Mo 423 4.0% 127 Bought End Incessonies for Child/12 Mo 423 4.0% 128 Bought End Incesson				
Spert \$20-499 on Toys or Cames for Child/12 Mo 958 10.4% 959 Spert \$200-479 on Toys or Games for Child/12 Mo 842 5.3% 889 Bought Pros School Toy/12 Mo 974 8.6% 119 Bought Pros School Toy/12 Mo 974 8.6% 119 Bought Ariton Figure for Child/12 Mo 330 3.6% 118 Bought Ariton Child/12 Mo 248 2.7% 112 Bought Explore for Child/12 Mo 1,107 11.2.1% 81 Bought Construction Toy for Child/12 Mo 377 4.1% 73 Bought Construction Toy for Child/12 Mo 293 5.4% 78 Bought Construction Toy for Child/12 Mo 293 5.4% 78 Bought Construction Toy for Child/12 Mo 293 5.4% 78 Bought Construction Toy for Child/12 Mo 293 4.4% 79 Bought Construction Toy for Child/12 Mo 123 3.3.7% 95 Bought Construction Toy for Child/12 Mo 123 3.3.7% 95 Bought Construction Toy for Child/12 Mo 22 6.8%				
Spert \$504+ on Toys or Games for Child/12 Mo 482 5.3% 89 Bought Intera Toy/12 Mo 972 8.6% 119 Bought Pre-School Toy/12 Mo 972 8.6% 119 Bought Boy Action Figure for Child/12 Mo 330 3.6% 116 Bought Boy Action Figure for Child/12 Mo 330 3.6% 118 Bought Boy Action Game for Child/12 Mo 1107 12.1% 81 Bought Boy Tor Child/12 Mo 515 5.6% 98 Bought Boy Tor Child/12 Mo 107 12.1% 81 Bought Construction Toy for Child/12 Mo 694 7.6% 101 Bought Construction Toy for Child/12 Mo 529 5.8% 127 Bought Construction Toy for Child/12 Mo 429 4.7% 120 Bought Construction Toy for Child/12 Mo 423 4.6% 127 Bought Construction Toy for Child/12 Mo 423 4.6% 127 Bought Educational Toy for Child/12 Mo 123 13.7% 95 Bought Educational Toy for Child/12 Mo 324 4.6% 120 <	· · · · · · · · · · · · · · · · · · ·			
Bought First Toy'z Mo 844 9.2% 129 Bought Boy Action Figure for Child/12 Mo 856 9.3% 128 Bought Boy Action Figure for Child/12 Mo 330 3.6% 116 Bought Action Figure for Child/12 Mo 515 5.6% 98 Bought Action Game for Child/12 Mo 515 5.6% 98 Bought Builder Set for Child/12 Mo 1,107 12.1% 81 Bought Construction Toy for Child/12 Mo 694 7.6% 101 Bought Toxin Toy for Child/12 Mo 292 5.8% 127 Bought Construction Toy for Child/12 Mo 695 7.6% 116 Bought Construction Toy for Child/12 Mo 292 5.8% 127 Bought Construction Toy for Child/12 Mo 293 4.6% 122 Bought Electronic Come for Child/12 Mo 293 4.6% 120 Bought Electronic Come for Child/12 Mo 223 5.8% 120 Bought Electronic Come for Child/12 Mo 303 3.9% 151 Bought Plash Dol or Animal for Child/12 Mo 298 2.5% <td< td=""><td></td><td></td><td></td><td></td></td<>				
Bought Pre-School Toy/12 Mo 792 8.6% 119 Bought Bought Boy Action Figure for Child/12 Mo 385 9.3% 118 Bought Action Game for Child/12 Mo 380 3.6% 111 Bought Action Game for Child/12 Mo 248 2.7% 112 Bought Bicycle for Child/12 Mo 515 5.6% 98 Bought Bicycle for Child/12 Mo 377 4.1% 73 Bought Car for Child/12 Mo 694 7.6% 101 Bought Diduéer Satt for Child/12 Mo 695 7.6% 116 Bought Car for Child/12 Mo 429 4.7% 120 Bought Did I Cotting for Child/12 Mo 423 4.6% 127 Bought Educational Toy for Child/12 Mo 1.253 13.7% 95 Bought Educational Toy for Child/12 Mo 1.253 13.7% 95 Bought Educational Toy for Child/12 Mo 1.263 13.7% 95 Bought Model Kit or Set for Child/12 Mo 422 4.6% 120 Bought Model Kit or Set for Child/12 Mo 22 6.8% 120				
Bought Boy Action Part for Child/12 Mo 856 9.3% 128 Bought Action Game for Child/12 Mo 330 3.6% 118 Bought Action Game for Child/12 Mo 515 5.6% 989 Bought Barde Game for Child/12 Mo 317 4.1% 73 Bought Bought Boulder Set for Child/12 Mo 377 4.1% 73 Bought Construction Toy for Child/12 Mo 377 4.1% 73 Bought Construction Toy for Child/12 Mo 499 5.4% 78 Bought Explore for Child/12 Mo 529 5.8% 112 Bought Explore for Child/12 Mo 429 4.4% 122 Bought Explore for Child/12 Mo 433 4.6% 122 Bought Explore for Child/12 Mo 433 4.6% 122 Bought Electronic Game for Child/12 Mo 31.7% 95 5 Bought Electronic Game for Child/12 Mo 32 4.9% 126 Bought Model Kit or Set for Child/12 Mo 32 4.9% 126 Bought Model Kit or Set for Child/12 Mo 22 8.9% 106 <t< td=""><td></td><td></td><td></td><td></td></t<>				
Bought Girl Action Figure for Child/12 Mo 33 3.6% 115 Bought Action Game for Child/12 Mo 515 5.6% 98 Bought Baryche Tor Child/12 Mo 517 5.6% 98 Bought Barder Game for Child/12 Mo 377 4.1% 73 Bought Barder for Child/12 Mo 377 4.1% 73 Bought Carlo Child/12 Mo 694 7.6% 101 Bought Carlo Child/12 Mo 695 7.6% 116 Bought Carlo Child/12 Mo 695 7.6% 120 Bought Carlo Child/12 Mo 423 4.7% 120 Bought Educational Toy for Child/12 Mo 1,253 13.7% 95 Bought Educational Toy for Child/12 Mo 364 3.9% 120 Bought Educational Toy for Child/12 Mo 622 6.8% 120 Bought Model Kit or Set for Child/12 Mo 360 3.9% 126 Bought Model Kit or Set for Child/12 Mo 263 2.9% 200 Bought Model Kit or Set for Child/12 Mo 213 8.9% 106 Bought Model Kit				
Bought Action Game for Child/12 Mo 248 2.7% 112 Bought Board Game for Child/12 Mo 1,107 12.1% 81 Bought Board Game for Child/12 Mo 377 4.1% 73 Bought Boulder Set for Child/12 Mo 694 7.6% 101 Bought Car for Child/12 Mo 694 7.6% 101 Bought Stahion Dolf for Child/12 Mo 695 7.6% 116 Bought Experiment Stahion Dolf for Child/12 Mo 695 7.6% 112 Bought Experiment Stahion Dolf for Child/12 Mo 423 4.6% 127 Bought Experiment Stahion Dolf for Child/12 Mo 423 4.6% 120 Bought Electronic Came for Child/12 Mo 423 4.6% 120 Bought Electronic Came for Child/12 Mo 522 5.8% 120 Bought Mechanical Toy for Child/12 Mo 522 6.8% 120 Bought Mechanical Toy for Child/12 Mo 523 8.9% 185 Bought Mechanical Toy for Child/12 Mo 299 8.7% 106 Bought Mechanical Toy for Child/12 Mo 219 8.7%				
Bought Bicycle for Child/12 Mo 515 5.6% 98 Bought Bauidler Set for Child/12 Mo 1,107 12.1% 81 Bought Bauidler Set for Child/12 Mo 377 4.1% 73 Bought Car for Child/12 Mo 694 7.6% 101 Bought Construction Toy for Child/12 Mo 699 5.4% 78 Bought Eastion Doll for Child/12 Mo 695 7.6% 116 Bought Doll Cothin for Child/12 Mo 423 4.6% 127 Bought Doll Cothin for Child/12 Mo 423 4.6% 127 Bought Electronic Coll or Animal for Child/12 Mo 1,253 13.7% 95 Bought Electronic Game for Child/12 Mo 425 4.9% 120 Bought Mechanical Toy for Child/12 Mo 452 4.9% 126 Bought Mechanical Toy for Child/12 Mo 360 3.9% 106 Bought Nodel Kit or Set for Child/12 Mo 229 2.5% 200 Bought Word Game for Child/12 Mo 13.98 15.2% 80 Bought Model Kit or Set for Child/12 Mo 2.145 8.9% 126 </td <td></td> <td></td> <td></td> <td></td>				
Bought Board Game for Child/12 Mo 1,107 12.1% 81 Bought Buidler Set for Child/12 Mo 694 7.6% 101 Bought Car for Child/12 Mo 694 7.6% 101 Bought Car for Child/12 Mo 693 5.8% 727 Bought Eastion Doll for Child/12 Mo 695 7.6% 116 Bought Eastion Doll for Child/12 Mo 429 4.7% 120 Bought Eastion Doll for Child/12 Mo 423 4.6% 127 Bought Eastion Doll for Child/12 Mo 423 4.6% 120 Bought Eastion Doll for Child/12 Mo 423 4.6% 121 Bought Eastion Doll for Child/12 Mo 354 3.9% 151 Bought Model Kit or Set for Child/12 Mo 622 6.8% 120 Bought Model Kit or Set for Child/12 Mo 360 3.9% 106 Bought Model Kit or Set for Child/12 Mo 203 2.5% 200 Bought Model Kit or Set for Child/12 Mo 203 2.9% 126 Bought Model Kit or Set for Child/12 Mo 2,93 3.5% 108				
Bought Builder Set for Child/12 Mo 377 4.1% 78 Bought Construction Toy for Child/12 Mo 694 7.6% 101 Bought Construction Toy for Child/12 Mo 529 5.8% 127 Bought Large/Baby Doll for Child/12 Mo 695 7.6% 116 Bought Doll Cothing for Child/12 Mo 695 7.6% 127 Bought Doll Cothing for Child/12 Mo 423 4.6% 127 Bought Boll Clothing for Child/12 Mo 1,233 13.7% 95 Bought Educational Toy for Child/12 Mo 1,233 13.7% 95 Bought Electronic Game for Child/12 Mo 622 6.8% 120 Bought Mechanical Toy for Child/12 Mo 364 3.9% 131 Bought Model Kit or Set for Child/12 Mo 360 3.9% 106 Bought Water Toy for Child/12 Mo 229 2.5% 2000 Bought Water Toy for Child/12 Mo 233 2.9% 126 Bought Water Toy for Child/12 Mo 233 2.9% 126 Bought Hardcover Book/12 Mo 2,133 3.9% 106				
Bought Car for Child/12 Mo 694 7.6% 101 Bought Car for Child/12 Mo 699 5.4% 78 Bought Fashion Doll for Child/12 Mo 529 5.8% 127 Bought Large/Baby Doll for Child/12 Mo 695 7.6% 116 Bought Doll Accessories for Child/12 Mo 429 4.7% 120 Bought Doll Accessories for Child/12 Mo 433 4.6% 127 Bought Electronic Doll or Animal for Child/12 Mo 354 3.9% 151 Bought Electronic Game for Child/12 Mo 452 4.9% 126 Bought Web Anincia Toy for Child/12 Mo 452 4.9% 126 Bought Web Moll of Animal for Child/12 Mo 360 3.9% 166 Bought Web Moll of Animal for Child/12 Mo 299 2.5% 200 Bought Ware Toy for Child/12 Mo 215 8.9% 108 Bought Vari Game for Child/12 Mo 263 2.9% 106 Bought Vari Game for Child/12 Mo 2,145 23.4% 66 Bought Hardrover Book/12 Mo 1,398 15.2% 118				
Bought Construction Toy for Child/12 Mo 499 5.4% 78 Bought Large/Baby Doll for Child/12 Mo 529 5.8% 127 Bought Large/Baby Doll for Child/12 Mo 695 7.6% 116 Bought Doll Cothing for Child/12 Mo 423 4.6% 127 Bought Doll Cothing for Child/12 Mo 423 4.6% 127 Bought Educational Toy for Child/12 Mo 1,253 13.7% 95 Bought Educational Toy for Child/12 Mo 354 3.9% 151 Bought Mechanical Toy for Child/12 Mo 622 6.8% 120 Bought Mechanical Toy for Child/12 Mo 360 3.9% 106 Bought Model Kit or Set for Child/12 Mo 799 8.7% 87 Bought Sound Game for Child/12 Mo 229 2.5% 200 Bought Water Toy for Child/12 Mo 815 8.9% 108 Bought Digital Book/12 Mo 2,145 2.34% 86 Bought Water Toy for Child/12 Mo 2,145 2.34% 86 Bought Digital Book/12 Mo 1,398 15.2% 81	-			
Bought Fashion Doll for Child/12 Mo 529 5.8% 127 Bought Large/Baby Doll for Child/12 Mo 499 4.7% 120 Bought Doll Accessories for Child/12 Mo 423 4.6% 127 Bought Educational Toy for Child/12 Mo 1.253 13.7% 95 Bought Electronic Doll or Animal for Child/12 Mo 354 3.9% 151 Bought Mechanical Toy for Child/12 Mo 452 4.9% 120 Bought Mechanical Toy for Child/12 Mo 360 3.9% 106 Bought Mechanical Toy for Child/12 Mo 229 2.5% 200 Bought Wadel Kit or Set for Child/12 Mo 263 2.9% 108 Bought Hackbowt Child/12 Mo 263 2.9% 108 Bought Word Game for Child/12 Mo 2.145 2.3.4% 66 Bought Paperback Book/12 Mo 2.071 2.6% 100 Bought Paperback Book/12 Mo 2.071 2.6% 105 Bought Paperback Book/12 Mo 2.043 2.49 66 Bought Ace Book/12 Mo 1.134 12.4% 118 <tr< td=""><td></td><td>499</td><td>5.4%</td><td></td></tr<>		499	5.4%	
Bought Large/Raby Doll for Child/12 Mo 695 7.6% 116 Bought Doll Accessories for Child/12 Mo 429 4.7% 120 Bought Doll Clothing for Child/12 Mo 423 4.6% 127 Bought Educational Toy for Child/12 Mo 354 3.9% 151 Bought Electronic Game for Child/12 Mo 652 6.8% 120 Bought Mechanical Toy for Child/12 Mo 652 4.9% 126 Bought Mechanical Toy for Child/12 Mo 652 4.9% 126 Bought Model Kit or Set for Child/12 Mo 360 3.9% 106 Bought Water Toy for Child/12 Mo 229 2.5% 200 Bought Water Toy for Child/12 Mo 263 2.9% 126 Bought Vater Toy for Child/12 Mo 2,033 30.5% 90 Bought Hardcover Book/12 Mo 1,398 15.2% 81 Bought Paperback Book/12 Mo 2,071 2.6% 105 Bought T-Books/12 Mo 1,009 11.0% 93 Bought T-Books/12 Mo 1,134 12.4% 86 Bought				
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Bought Science Fiction Book/12 Mo6066.6%96Bought Personal/Business Self-Help Book/12 Mo8419.2%109Bought Travel Book/12 Mo1611.8%97Purchased Greeting Card/6 Mo4,08444.5%82Bought Book from Barnes & Noble Store/12 Mo8769.6%92Bought Book from Oth Book Store/12 Mo7818.5%88Bought Book from Amazon Online/12 Mo2,68329.3%82Bought Book from Barnes & Noble Online/12 Mo1751.9%74Bought Book from iTunes/Apple Books/12 Mo1221.3%82	Bought Religious Book (Not Bible)/12 Mo	704	7.7%	125
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Bought Travel Book/12 Mo1611.8%97Purchased Greeting Card/6 Mo4,08444.5%82Bought Book from Barnes & Noble Store/12 Mo8769.6%92Bought Book from Oth Book Store/12 Mo7818.5%88Bought Book from Amazon Online/12 Mo2,68329.3%82Bought Book from Barnes & Noble Online/12 Mo1751.9%74Bought Book from iTunes/Apple Books/12 Mo1221.3%82	Bought Science Fiction Book/12 Mo	606	6.6%	96
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Bought Book from Amazon Online/12 Mo2,68329.3%82Bought Book from Barnes & Noble Online/12 Mo1751.9%74Bought Book from iTunes/Apple Books/12 Mo1221.3%82	Bought Book from Barnes & Noble Store/12 Mo	876	9.6%	92
Bought Book from Barnes & Noble Online/12 Mo1751.9%74Bought Book from iTunes/Apple Books/12 Mo1221.3%82	Bought Book from Oth Book Store/12 Mo	781	8.5%	88
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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.