

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 <b>MPI</b> 86 111 87 130 114 79 63 47 111 75 90 121 119 98 64 53 99 105 109
Population 18+       9,168         Households       3,356         Median Household Income       \$31,504       \$         Product/Consumer Behavior       Expected       Percent         Participated in Archery/12 Mo       656       7.2%         Participated in Archery/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 Bicycling (Rountain)/12 Mo       260       2.8%         Participated in Bicycling (Rountain)/12 Mo       207       2.3%         Participated in Bowling/12 Mo       663       7.4%         Participated in Bowling/12 Mo       663       7.4%         Participated in Fishing (Fresh Water)/12 Mo       308       3.4%         Participated in Fishing (Sait Water)/12 Mo       259       2.8%         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	8,813 3,229 38,062 <b>MPI</b> 86 111 87 130 114 79 63 47 111 75 90 121 119 98 64 53 99 105 109
Median Household Income       \$31,504       \$         Product/Consumer Behavior       Expected         Participated in Aerobics/12 Mo       656       7.2%         Participated in Archery/12 Mo       248       2.7%         Participated in Backpacking/12 Mo       285       3.1%         Participated in Backpacking/12 Mo       307       3.3%         Participated in Backpacking/12 Mo       600       6.5%         Participated in Backpacking/12 Mo       600       6.5%         Participated in Backpacking/12 Mo       600       6.5%         Participated in Bicycling (Mountain)/12 Mo       600       6.5%         Participated in Bowling/12 Mo       683       7.4%         Participated in Canoeing or Kayaking/12 Mo       683       7.4%         Participated in Fishing (Fresh Water)/12 Mo       308       3.4%         Participated in Fishing (Sait Water)/12 Mo       308       3.	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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ExpectedProduct/Consumer BehaviorNumber of Adults/HHsPercentParticipated in Acrobics/12 Mo6567.2%Participated in Archery/12 Mo2482.7%Participated in Backpacking/12 Mo2853.1%Participated in Baseball/12 Mo3073.3%Participated in Baskpall/12 Mo6006.5%Participated in Baskpall/12 Mo6006.5%Participated in Bicycling (Mountain)/12 Mo6037.6%Participated in Bicycling (Road)/12 Mo6037.6%Participated in Boating (Power)/12 Mo6037.4%Participated in Football/12 Mo6837.4%Participated in Fishing (Salt Water)/12 Mo88669.4%Participated in Fishing (Fresh Water)/12 Mo3844.2%Participated in Fishing (Salt Water)/12 Mo3083.4%Participated in Football/12 Mo3083.4%Participated in Fishes/12 Mo3083.4%Participated in Hiking/12 Mo92610.1%Participated in Hiking/12 Mo2273.6%Participated in Hiking/12 Mo2482.7%Participated in Hunting w/Shotgun/12 Mo2483.1%Participated in Notorcycling/12 Mo272 <td>MPI 86 111 87 130 114 79 63 47 111 75 90 121 119 98 64 53 99 105 109</td>	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

Prepared by Esri

	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

**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

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				
Bought Doll Accessories for Child/12 Mo       429       4.7%       120         Bought Doll Accessories for Child/12 Mo       423       4.6%       127         Bought Educational Toy for Child/12 Mo       523       3.3%       151         Bought Electronic Doll or Animal for Child/12 Mo       622       6.6%       120         Bought Mechanical Toy for Child/12 Mo       622       6.6%       126         Bought Mechanical Toy for Child/12 Mo       360       3.9%       126         Bought Duis Doll or Animal for Child/12 Mo       360       3.9%       687         Bought Sound Game for Child/12 Mo       229       2.5%       200         Bought Water Toy for Child/12 Mo       815       8.9%       126         Bought Water Toy for Child/12 Mo       263       2.9%       126         Bought Hardcover Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,071       22.6%       105         Bought Paperback Book/12 Mo       2,071       22.6%       66         Bought Paperback Book/12 Mo       2,492       2.7.3%       86    <		695		
Bought Doll Clothing for Child/12 Mo       423       4.6%       127         Bought Educational Toy for Child/12 Mo       1,253       13.7%       95         Bought Electronic Oir Animal for Child/12 Mo       354       3.9%       151         Bought Electronic Game for Child/12 Mo       622       6.8%       120         Bought Machanical Toy for Child/12 Mo       452       4.9%       126         Bought Sound Game 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       219       2.5%       200         Bought Water Toy for Child/12 Mo       263       2.9%       126         Bought Water Toy for Child/12 Mo       2,38       13.2%       81         Bought Digital Book/12 Mo       2,445       23.4%       86         Bought Hardcover Book/12 Mo       2,793       30.5%       90         Bought 7-3 Books/12 Mo       2,071       2.6%       105         Bought 7-1 Book/12 Mo       2,745       23.4%       86         Bought Fiction Book/12 Mo       2,749       27.2%       86         Bought Fiction Book/1		429		
Bought Eductional Toy for Child/12 Mo       1,253       13.7%       95         Bought Electronic Doll or Animal for Child/12 Mo       354       3.9%       151         Bought Electronic Game for Child/12 Mo       452       4.9%       120         Bought Mechanical Toy for Child/12 Mo       360       3.9%       106         Bought Model Kit or Set for Child/12 Mo       360       3.9%       106         Bought Sund Game for Child/12 Mo       209       2.5%       200         Bought Ward Toy for Child/12 Mo       263       2.9%       108         Bought Ward Game for Child/12 Mo       263       2.9%       108         Bought Ward Toy for Child/12 Mo       263       2.9%       108         Bought Ward Game for Child/12 Mo       2,33       30.5%       90         Bought Hardcover Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,071       22.6%       105         Bought Tohos/12 Mo       1,009       11.0%       93         Bought Paperback Book/12 Mo       2,283       24.9%       84         Bought Biographyl1/2 Mo       714       7.8%       85         Bought Non -Fictio				
Bought Electronic Coll or Animal for Child/12 Mo       354       3.9%       151         Bought Electronic Game for Child/12 Mo       622       6.8%       120         Bought Mechanical Toy for Child/12 Mo       360       3.9%       106         Bought Mudel Kit or Set for Child/12 Mo       360       3.9%       106         Bought Sound Game for Child/12 Mo       29       2.5%       200         Bought Water Toy for Child/12 Mo       815       8.9%       108         Bought Word Game for Child/12 Mo       263       2.9%       126         Bought Word Game for Child/12 Mo       2,145       2.3.4%       86         Bought Paperback Book/12 Mo       2,145       2.3.4%       86         Bought Hardcover Book/12 Mo       2,071       22.6%       105         Bought 7-Books/12 Mo       1,041       15.7%       75         Bought Fiction Book/12 Mo       2,492       27.2%       86         Bought Fiction Book/12 Mo       2,492       27.2%       86         Bought Fiction Book/12 Mo       1,134       12.4%       118         Bought Fiction Book/12 Mo       570       6.2%       60         Bought History Book/12 Mo </td <td></td> <td></td> <td></td> <td></td>				
Bought Electronic Game 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       360       3.9%       106         Bought Plush Doll or Animal for Child/12 Mo       799       8.7%       87         Bought Sound Game for Child/12 Mo       219       2.5%       200         Bought Water Toy for Child/12 Mo       263       2.9%       126         Bought Word Game for Child/12 Mo       2,145       2.34%       86         Bought Machanizal Book/12 Mo       2,145       2.34%       86         Bought Paperback Book/12 Mo       2,071       2.26%       105         Bought Paperback Book/12 Mo       2,071       2.26%       105         Bought 4-6 Books/12 Mo       2,071       2.26%       105         Bought 7-Books/12 Mo       1,441       15.7%       75         Bought Biography/12 Mo       2,483       24.9%       84         Bought Biography/12 Mo       1,134       1.24%       118         Bought Non-Fiction Book/12 Mo       570       6.2%       60         Bought Machause       574 <td></td> <td></td> <td></td> <td></td>				
Bought Model Kit or Set for Child/12 Mo       360       3.9%       106         Bought Plush Doll or Animal for Child/12 Mo       729       8.7%       800         Bought Water Toy for Child/12 Mo       229       2.5%       200         Bought Water Toy for Child/12 Mo       815       8.9%       108         Bought Word Game for Child/12 Mo       263       2.9%       815         Bought Word Game for Child/12 Mo       2,135       23.4%       86         Bought Digital Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,703       30.5%       90         Bought Paperback Book/12 Mo       2,701       22.6%       105         Bought 1-3 Books/12 Mo       1,009       11.0%       93         Bought Traboks/12 Mo       1,441       15.7%       75         Bought Non-Fiction Book/12 Mo       2,492       27.2%       86         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Children's Book/12 Mo       714       7.8%       85         Bought Mystery Book/12 Mo       570       6.2%       60         Bought Mystery Book/12 Mo       1,154 <td></td> <td>622</td> <td></td> <td>120</td>		622		120
Bought Model Kit or Set for Child/12 Mo       360       3.9%       106         Bought Plush Doll or Animal for Child/12 Mo       799       8.7%       870         Bought Sound Game for Child/12 Mo       229       2.5%       200         Bought Water Toy for Child/12 Mo       815       8.9%       108         Bought Word Game for Child/12 Mo       263       2.9%       811         Bought Digital Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,703       30.5%       90         Bought Paperback Book/12 Mo       2,703       30.5%       90         Bought 1-3 Books/12 Mo       2,071       22.6%       105         Bought 1-5 Books/12 Mo       1,009       11.0%       93         Bought Thiction Book/12 Mo       2,492       27.2%       86         Bought Non-Fiction Book/12 Mo       2,492       27.2%       86         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Children's Book/12 Mo       714       7.8%       65         Bought History Book/12 Mo       570       6.2%       60         Bought Nystery Book/12 Mo       1,154	Bought Mechanical Toy for Child/12 Mo	452	4.9%	126
Bought Plush Doll or Animal for Child/12 Mo       799       8.7%       87         Bought Sound Game for Child/12 Mo       219       2.5%       200         Bought Water Toy for Child/12 Mo       815       8.9%       108         Bought Water Toy for Child/12 Mo       263       2.9%       126         Bought Digital Book/12 Mo       1,398       15.2%       81         Bought Hardcover Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,793       30.5%       90         Bought 1-3 Books/12 Mo       2,071       22.6%       105         Bought 7+ Books/12 Mo       1,009       11.0%       93         Bought Fiction Book/12 Mo       2,492       27.2%       86         Bought Fiction Book/12 Mo       2,483       24.9%       84         Bought Biography/12 Mo       714       7.8%       85         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought History Book/12 Mo       570       6.2%       60         Bought Children's Book/12 Mo       1,154       12.6%       74         Bought Novel/12 Mo       570       6.2%       <		360	3.9%	
Bought Sound Game for Child/12 Mo       229       2.5%       200         Bought Wart Game for Child/12 Mo       815       8.9%       108         Bought Wort Game for Child/12 Mo       263       2.9%       126         Bought Digital Book/12 Mo       1,398       15.2%       81         Bought Hardcover Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,071       22.6%       105         Bought 4-6 Books/12 Mo       1,009       11.0%       93         Bought 7-1 Books/12 Mo       2,492       27.2%       86         Bought Non-Fiction Book/12 Mo       2,492       27.2%       86         Bought Non-Fiction Book/12 Mo       2,492       27.2%       86         Bought Cokbook/12 Mo       1,134       12.4%       118         Bought Cokbook/12 Mo       1,134       12.4%       118         Bought Novel,Tiz Mo       1,154       12.6%       76         Bought Novel/12 Mo       594       6.5%       107         Bought Reigous Book/12 Mo       594       6.5%       108         Bought Reigous Book/12 Mo       1,154       12.6%       76 <td>-</td> <td>799</td> <td>8.7%</td> <td>87</td>	-	799	8.7%	87
Bought Water Toy for Child/12 Mo       815       8.9%       108         Bought Word Game for Child/12 Mo       263       2.9%       126         Bought Digital Book/12 Mo       1,398       15.2%       81         Bought Paperback Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,071       22.6%       105         Bought 4-6 Books/12 Mo       1,009       11.0%       93         Bought 7-F Books/12 Mo       1,441       15.7%       75         Bought Non-Fiction Book/12 Mo       2,492       27.2%       86         Bought Non-Fiction Book/12 Mo       2,492       27.2%       86         Bought Non-Fiction Book/12 Mo       2,283       24.9%       84         Bought Children 's Book/12 Mo       1,134       12.4%       118         Bought Chowbock/12 Mo       609       7.5%       107         Bought History Book/12 Mo       609       7.5%       107         Bought Mystery Book/12 Mo       600       7.5%       107         Bought History Book/12 Mo       617       76       600         Bought Mystery Book/12 Mo       704       7.7%       125 </td <td></td> <td>229</td> <td>2.5%</td> <td></td>		229	2.5%	
Bought Digital Book/12 Mo       1,398       15.2%       81         Bought Hardcover Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,793       30.5%       90         Bought 1-3 Books/12 Mo       2,071       22.6%       105         Bought 4-6 Books/12 Mo       1,009       11.0%       93         Bought 7+ Books/12 Mo       1,441       15.7%       75         Bought Fiction Book/12 Mo       2,492       27.2%       86         Bought Digraphy/12 Mo       2,492       27.2%       86         Bought Children's Book/12 Mo       2,283       24.9%       84         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Coxbook/12 Mo       690       7.5%       107         Bought Hystery Book/12 Mo       690       7.5%       107         Bought Mystery Book/12 Mo       847       9.2%       74         Bought Novel/12 Mo       1,154       12.6%       76         Bought Religious Book (Not Bible)/12 Mo       704       7.7%       125         Bought Religious Book (Not Bible)/12 Mo       665       6.6%       96	-	815	8.9%	108
Bought Digital Book/12 Mo       1,398       15.2%       81         Bought Hardcover Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,793       30.5%       90         Bought Paperback Book/12 Mo       2,071       22.6%       105         Bought 1-3 Books/12 Mo       1,009       11.0%       93         Bought 7+ Books/12 Mo       1,441       15.7%       75         Bought Fiction Book/12 Mo       2,492       27.2%       86         Bought Thors Book/12 Mo       2,492       27.2%       86         Bought Children's Book/12 Mo       2,492       27.2%       86         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Children's Book/12 Mo       690       7.5%       107         Bought Mystery Book/12 Mo       690       7.5%       107         Bought Mystery Book/12 Mo       690       7.5%       107         Bought Mystery Book/12 Mo       570       6.2%       60         Bought Mystery Book/12 Mo       1,154       12.6%       76         Bought Mystery Book/12 Mo       6.5%       108 <td< td=""><td>Bought Word Game for Child/12 Mo</td><td>263</td><td>2.9%</td><td>126</td></td<>	Bought Word Game for Child/12 Mo	263	2.9%	126
Bought Hardcover Book/12 Mo       2,145       23.4%       86         Bought Paperback Book/12 Mo       2,793       30.5%       90         Bought 1-3 Books/12 Mo       2,071       22.6%       105         Bought 4-6 Books/12 Mo       1,009       11.0%       93         Bought 7+ Books/12 Mo       1,441       15.7%       75         Bought Non-Fiction Book/12 Mo       2,492       27.2%       86         Bought Biography/12 Mo       2,483       24.9%       84         Bought Biography/12 Mo       714       7.8%       85         Bought Biography/12 Mo       1,134       12.4%       118         Bought History Book/12 Mo       690       7.5%       107         Bought Mystery Book/12 Mo       570       6.2%       60         Bought Novel/12 Mo       847       9.2%       74         Bought Romance Book/12 Mo       1,154       12.6%       76         Bought Romance Book/12 Mo       1,154       12.6%       76         Bought Romance Book/12 Mo       108       96       108         Bought Romance Book/12 Mo       606       6.6%       96         Bought Ro	Bought Digital Book/12 Mo		15.2%	
Bought Paperback Book/12 Mo       2,793       30.5%       90         Bought 1-3 Books/12 Mo       2,071       22.6%       105         Bought 4-6 Books/12 Mo       1,009       11.0%       93         Bought 7+ Books/12 Mo       1,441       15.7%       75         Bought Fiction Book/12 Mo       2,492       27.2%       86         Bought Booght Non-Fiction Book/12 Mo       2,283       24.9%       84         Bought Children's Book/12 Mo       714       7.8%       85         Bought Cookbook/12 Mo       690       7.5%       107         Bought Cookbook/12 Mo       690       7.5%       107         Bought Novel/12 Mo       690       7.5%       60         Bought Novel/12 Mo       570       6.2%       60         Bought Novel/12 Mo       1,154       12.6%       76         Bought Romance Book/12 Mo       704       7.7%       125         Bought Romance Book/12 Mo       606       6.6%       96         Bought Romance Book/12 Mo       6161       1.8%       97         Purchased Greeting Card/6 Mo       4084       44.5%       82         Bought Book fro	Bought Hardcover Book/12 Mo		23.4%	86
Bought 1-3 Books/12 Mo       2,071       22.6%       105         Bought 4-6 Books/12 Mo       1,009       11.0%       93         Bought 7+ Books/12 Mo       1,441       15.7%       75         Bought Fiction Book/12 Mo       2,492       27.2%       86         Bought Non-Fiction Book/12 Mo       2,483       24.9%       84         Bought Children's Book/12 Mo       714       7.8%       85         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Cokbook/12 Mo       650       7.5%       60         Bought History Book/12 Mo       650       7.5%       60         Bought Mystery Book/12 Mo       650       6.2%       60         Bought Religious Book (Not Bible)/12 Mo       847       9.2%       74         Bought Religious Book (Not Bible)/12 Mo       594       6.5%       108         Bought Reversional/Business Self-Help Book/12 Mo       594       6.5%       108         Bought Travel Book/12 Mo       161       1.8%       97         Purchased Greeting Card/6 Mo       4,084       44.5%       82         Bought Book from Barnes & Noble Store/12 Mo       876	Bought Paperback Book/12 Mo			90
Bought 7+ Books/12 Mo     1,441     15.7%     75       Bought Fiction Book/12 Mo     2,492     27.2%     86       Bought Non-Fiction Book/12 Mo     2,283     24.9%     85       Bought Biography/12 Mo     714     7.8%     85       Bought Children's Book/12 Mo     1,134     12.4%     118       Bought Cookbook/12 Mo     690     7.5%     107       Bought Mystery Book/12 Mo     690     7.5%     60       Bought Mystery Book/12 Mo     870     6.2%     60       Bought Novel/12 Mo     76     76     76       Bought Religious Book (Not Bible)/12 Mo     704     7.7%     125       Bought Religious Book (Not Bible)/12 Mo     594     6.5%     108       Bought Personal/Business Self-Help Book/12 Mo     841     9.2%     109       Bought Presonal/Business Self-Help Book/12 Mo     841     9.2%     109       Bought Book from Barnes & Noble Store/12 Mo     876     9.6%     92       Bought Book from Barnes & Noble Store/12 Mo     871     8.5%     88       Bought Book from Amazon Online/12 Mo     781     8.5%     88       Bought Book from Barnes	Bought 1-3 Books/12 Mo		22.6%	105
Bought 7+ Books/12 Mo     1,441     15.7%     75       Bought Fiction Book/12 Mo     2,492     27.2%     86       Bought Non-Fiction Book/12 Mo     2,283     24.9%     84       Bought Biography/12 Mo     714     7.8%     85       Bought Children's Book/12 Mo     1,134     12.4%     118       Bought Cookbook/12 Mo     690     7.5%     107       Bought Mystery Book/12 Mo     690     7.5%     60       Bought Mystery Book/12 Mo     870     6.2%     60       Bought Novel/12 Mo     76     76     76       Bought Religious Book (Not Bible)/12 Mo     704     7.7%     125       Bought Religious Book (Not Bible)/12 Mo     594     6.5%     108       Bought Personal/Business Self-Help Book/12 Mo     841     9.2%     109       Bought Personal/Business Self-Help Book/12 Mo     161     1.8%     97       Purchased Greeting Card/6 Mo     4,084     44.5%     82       Bought Book from Barnes & Noble Store/12 Mo     876     9.6%     92       Bought Book from Amazon Online/12 Mo     781     8.5%     88       Bought Book from Amazon Online/12 Mo<	Bought 4-6 Books/12 Mo	1,009	11.0%	93
Bought Non-Fiction Book/12 Mo       2,283       24.9%       84         Bought Biography/12 Mo       714       7.8%       85         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Cookbook/12 Mo       690       7.5%       107         Bought History Book/12 Mo       690       7.5%       60         Bought Mystery Book/12 Mo       570       6.2%       60         Bought Novel/12 Mo       847       9.2%       74         Bought Novel/12 Mo       1,154       12.6%       76         Bought Religious Book (Not Bible)/12 Mo       704       7.7%       125         Bought Personal/Business Self-Help Book/12 Mo       594       6.5%       108         Bought Travel Book/12 Mo       606       6.6%       96         Bought Personal/Business Self-Help Book/12 Mo       841       9.2%       109         Bought Travel Book/12 Mo       161       1.8%       97         Bought Book from Barnes & Noble Store/12 Mo       876       9.6%       92         Bought Book from Amazon Online/12 Mo       781       8.5%       88         Bought Book from Amazon Online/12 Mo       2,683	Bought 7+ Books/12 Mo	1,441	15.7%	75
Bought Non-Fiction Book/12 Mo       2,283       24.9%       84         Bought Biography/12 Mo       714       7.8%       85         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Cookbook/12 Mo       690       7.5%       107         Bought History Book/12 Mo       690       7.5%       60         Bought Mystery Book/12 Mo       570       6.2%       60         Bought Novel/12 Mo       847       9.2%       74         Bought Novel/12 Mo       1,154       12.6%       76         Bought Religious Book (Not Bible)/12 Mo       704       7.7%       125         Bought Personal/Business Self-Help Book/12 Mo       594       6.5%       108         Bought Travel Book/12 Mo       606       6.6%       96         Bought Personal/Business Self-Help Book/12 Mo       841       9.2%       109         Bought Travel Book/12 Mo       161       1.8%       97         Bought Book from Barnes & Noble Store/12 Mo       876       9.6%       92         Bought Book from Amazon Online/12 Mo       781       8.5%       88         Bought Book from Amazon Online/12 Mo       2,683	Bought Fiction Book/12 Mo	2,492	27.2%	86
Bought Biography/12 Mo       714       7.8%       85         Bought Children's Book/12 Mo       1,134       12.4%       118         Bought Cookbook/12 Mo       690       7.5%       107         Bought History Book/12 Mo       690       7.5%       107         Bought Mystery Book/12 Mo       570       6.2%       60         Bought Novel/12 Mo       847       9.2%       74         Bought Rowel/12 Mo       1,154       12.6%       76         Bought Romance Book/12 Mo       704       7.7%       125         Bought Science Fiction Book/12 Mo       594       6.5%       108         Bought Personal/Business Self-Help Book/12 Mo       606       6.6%       96         Bought Travel Book/12 Mo       161       1.8%       97         Purchased Greeting Card/6 Mo       4,084       44.5%       82         Bought Book from Barnes & Noble Store/12 Mo       876       9.6%       92         Bought Book from Amazon Online/12 Mo       781       8.5%       88         Bought Book from Barnes & Noble Online/12 Mo       175       1.9%       74         Bought Book from Barnes & Noble Online/12 Mo       175	Bought Non-Fiction Book/12 Mo	2,283	24.9%	84
Bought Cookbook/12 Mo       690       7.5%       107         Bought History Book/12 Mo       570       6.2%       60         Bought Mystery Book/12 Mo       847       9.2%       74         Bought Novel/12 Mo       1,154       12.6%       76         Bought Religious Book (Not Bible)/12 Mo       704       7.7%       125         Bought Romance Book/12 Mo       594       6.5%       108         Bought Science Fiction Book/12 Mo       606       6.6%       96         Bought Travel Book/12 Mo       161       1.8%       97         Bought Book from Barnes & Noble Store/12 Mo       876       9.6%       92         Bought Book from Oth Book Store/12 Mo       876       9.6%       92         Bought Book from Barnes & Noble Store/12 Mo       781       8.5%       88         Bought Book from Amazon Online/12 Mo       2,683       29.3%       82         Bought Book from Barnes & Noble Online/12 Mo       175       1.9%       74         Bought Book from Amazon Online/12 Mo       175       1.9%       74         Bought Book from Barnes & Noble Online/12 Mo       175       1.9%       74         Bought Book from Amaz	Bought Biography/12 Mo		7.8%	85
Bought History Book/12 Mo     570     6.2%     60       Bought Mystery Book/12 Mo     847     9.2%     74       Bought Novel/12 Mo     1,154     12.6%     76       Bought Religious Book (Not Bible)/12 Mo     704     7.7%     125       Bought Romance Book/12 Mo     594     6.5%     108       Bought Romance Book/12 Mo     606     6.6%     96       Bought Personal/Business Self-Help Book/12 Mo     841     9.2%     109       Bought Travel Book/12 Mo     161     1.8%     97       Bought Personal/Business Self-Help Book/12 Mo     161     1.8%     97       Bought Travel Book/12 Mo     161     1.8%     97       Bought Book from Barnes & Noble Store/12 Mo     876     9.6%     92       Bought Book from Oth Book Store/12 Mo     781     8.5%     88       Bought Book from Amazon Online/12 Mo     2,683     29.3%     82       Bought Book from Barnes & Noble Online/12 Mo     175     1.9%     74       Bought Book from Tunes/Apple Books/12 Mo     175     1.3%     82	Bought Children`s Book/12 Mo	1,134	12.4%	118
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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 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	Purchased Greeting Card/6 Mo	4,084	44.5%	82
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Bought Book from iTunes/Apple Books/12 Mo1221.3%82	Bought Book from Amazon Online/12 Mo	2,683	29.3%	82
	Bought Book from Barnes & Noble Online/12 Mo	175	1.9%	74
Listened to Audiobook/6 Mo 599 6.5% 79	Bought Book from iTunes/Apple Books/12 Mo	122	1.3%	82
	Listened to Audiobook/6 Mo	599	6.5%	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.