

San Carlos

Prepared by Esri

Demographic Summary		2022	202
Population		10,271	10,18
Population 18+		6,507	6,4
Households		2,389	2,3
Median Household Income		\$37,875	\$38,89
	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	M
Participated in aerobics in last 12 months	468	7.2%	
Participated in archery in last 12 months	156	2.4%	
Participated in backpacking in last 12 months	165	2.5%	
Participated in baseball in last 12 months	174	2.7%	
Participated in basketball in last 12 months	358	5.5%	
Participated in bicycling (mountain) in last 12 months	200	3.1%	
Participated in bicycling (road) in last 12 months	387	5.9%	
Participated in boating (power) in last 12 months	253	3.9%	
Participated in bowling in last 12 months	367	5.6%	
Participated in canoeing/kayaking in last 12 months	356	5.5%	
Participated in fishing (fresh water) in last 12 months	846	13.0%	1
Participated in fishing (salt water) in last 12 months	160	2.5%	
Participated in football in last 12 months	154	2.4%	
Participated in Frisbee in last 12 months	157	2.4%	
Participated in golf in last 12 months	209	3.2%	
Participated in hiking in last 12 months	562	8.6%	
Participated in horseback riding in last 12 months	122	1.9%	
Participated in hunting with rifle in last 12 months	349	5.4%	:
Participated in hunting with shotgun in last 12 months	258	4.0%	:
Participated in ice skating in last 12 months	83	1.3%	
Participated in jogging/running in last 12 months	345	5.3%	
Participated in motorcycling in last 12 months	162	2.5%	
Participated in Pilates in last 12 months	114	1.8%	
Participated in ping pong in last 12 months	180	2.8%	
Participated in rock climbing in last 12 months	92	1.4%	
Participated in roller skating in last 12 months	104	1.6%	
Participated in skiing (downhill) in last 12 months	76	1.2%	
Participated in soccer in last 12 months	192	3.0%	
Participated in softball in last 12 months	126	1.9%	
Participated in swimming in last 12 months	674	10.4%	
Participated in target shooting in last 12 months	378	5.8%	
Participated in tennis in last 12 months	187	2.9%	
Participated in volleyball in last 12 months	121	1.9%	
Participated in walking for exercise in last 12 months	1,509	23.2%	
Participated in weight lifting in last 12 months	542	8.3%	
Participated in yoga in last 12 months	309	4.7%	
Participated in Zumba in last 12 months	177	2.7%	
Spent on sports/recreation equipment in last 12 months: \$1-99	445	6.8%	1
Spent on sports/recreation equipment in last 12 months: \$100-\$249	409	6.3%	1
Spent on sports/recreation equipment in last 12 months: \$250+	324	5.0%	-
Attend sports events: basketball game (college)	109	1.7%	1
Attend sports events: football game (college)	150	2.3%	-
Attend sports events: high school sports	263	4.0%	1
Attend sports events: baseball game (MLB regular season)	115	1.8%	-
Attend sports events	633	9.7%	
Listen to sports on radio	557	8.6%	
Watch sports on TV	3,371	51.8%	

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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	149	2.3%	83
Watch on TV: auto racing (NASCAR)	448	6.9%	90
Watch on TV: auto racing (not NASCAR)	212	3.3%	82
Watch on TV: baseball (MLB regular season)	505	7.8%	43
Watch on TV: baseball (MLB playoffs/World Series)	539	8.3%	51
Watch on TV: basketball (college)	654	10.1%	78
Watch on TV: basketball (NCAA tournament)	535	8.2%	89
Watch on TV: basketball (NBA regular season)	951	14.6%	105
Watch on TV: basketball (NBA playoffs/finals)	888	13.6%	97
Watch on TV: basketball (WNBA)	304	4.7%	175
Watch on TV: bicycle racing	97	1.5%	81
Watch on TV: bowling	174	2.7%	121
Watch on TV: boxing	436	6.7%	115
Watch on TV: bull riding (pro)	157	2.4%	99
Watch on TV: esports on TV	314	4.8%	168
Watch on TV: extreme sports (summer)	139	2.1%	117
Watch on TV: extreme sports (winter)	151	2.3%	110
Watch on TV: figure skating	344	5.3%	104
Watch on TV: fishing	188	2.9%	84
Watch on TV: football (college)	1,583	24.3%	96
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	1,733	26.6%	85
Watch on TV: football (NFL weekend games)	1,500	23.1%	78
Watch on TV: football (NFL playoffs/Super Bowl)	1,550	23.8%	75
Watch on TV: golf (PGA)	402	6.2%	52
Watch on TV: golf (LPGA)	137	2.1%	74
Watch on TV: gymnastics	256	3.9%	96
Watch on TV: high school sports	274	4.2%	104
Watch on TV: horse racing (at track or OTB)	168	2.6%	101
Watch on TV: ice hockey (NHL regular season)	275	4.2%	54
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	298	4.6%	60
Watch on TV: mixed martial arts (MMA)	206	3.2%	128
Watch on TV: motorcycle racing	101	1.6%	100
Watch on TV: Olympics (summer)	415	6.4%	79
Watch on TV: Olympics (winter)	436	6.7%	85
Watch on TV: international soccer	288	4.4%	83
Watch on TV: rodeo	133	2.0%	116
Watch on TV: soccer (MLS)	272	4.2%	86
Watch on TV: U.S. men's soccer national team	260	4.0%	114
Watch on TV: U.S. women's soccer national team	288	4.4%	103
Watch on TV: soccer (World Cup)	292	4.5%	76
Watch on TV: tennis (men`s)	343	5.3%	78
Watch on TV: tennis (women's)	291	4.5%	68
Watch on TV: track & field	257	3.9%	142
Watch on TV: volleyball (pro beach)	134	2.1%	112
Watch on TV: ultimate fighting championship (UFC)	289	4.4%	108
Watch on TV: other mixed martial arts (MMA)	206	3.2%	128
Watch on TV: wrestling (WWE)	351	5.4%	137
Interest in sports: college basketball super fan	239	3.7%	122
Interest in sports: college football super fan	454	7.0%	116
Interest in sports: college football super fan	82	1.3%	74
Interest in sports: high school sports super fan	144	2.2%	104
Interest in sports: International soccer super fan	200	3.1%	63
Interest in sports: MLB super fan	189	2.9%	67
Interest in sports: MLB super fan	158	2.9%	82
Interest in sports: MLS soccer super ran	127	2.0%	108
Interest in sports: NBA super fan	379	5.8%	105
Interest in sports: NFL super fan	578	8.9%	86
Interest in sports: NHL super fan	124	1.9%	69
	124	1.270	09

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	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Member of AARP	586	9.0%	59
Member of church board	194	3.0%	106
Member of fraternal order	174	2.7%	105
Member of religious club	251	3.9%	117
Member of union	219	3.4%	82
Member of veterans club	115	1.8%	74
Participate in indoor gardening or plant care	683	10.5%	79
Attended adult education course in last 12 months	555	8.5%	87
Visited an aquarium in last 12 months	240	3.7%	69
Went to art gallery in last 12 months	236	3.6%	54
Attended auto show in last 12 months	212	3.3%	66
Did baking in last 12 months	1,557	23.9%	82
Barbecued in last 12 months	1,584	24.3%	80
Went to bar/night club in last 12 months	681	10.5%	62
Went to beach in last 12 months	1,475	22.7%	76
Played billiards/pool in last 12 months	525	8.1%	160
Played bingo in last 12 months	228	3.5%	85
Did birdwatching in last 12 months	310	4.8%	81
Played board game in last 12 months	1,031	15.8%	73
Read book in last 12 months	1,958	30.1%	80
Participated in book club in last 12 months	135	2.1%	58
Went on overnight camping trip in last 12 months	595	9.1%	70
Played cards in last 12 months	1,169	18.0%	97
Played chess in last 12 months	203	3.1%	83
Played computer game (offline w/software)/12 months	546	8.4%	103
Played computer game (online w/o software)/12 months	1,049	16.1%	108
Cooked for fun in last 12 months	1,352	20.8%	84
Did crossword puzzle in last 12 months	903	13.9%	108
Danced/went dancing in last 12 months	459	7.1%	87
Attended dance performance in last 12 months	127	2.0%	62
Dined out in last 12 months	2,575	39.6%	78
Flew a drone in last 12 months	156	2.4%	89
Attended state/county fair in last 12 months	621	9.5%	93
Participated in fantasy sports league last 12 months	160	2.5%	54
Did furniture refinishing in last 12 months	231	3.6%	79
Gambled at casino in last 12 months	749	11.5%	101
Gambled in Las Vegas in last 12 months	203	3.1%	91
Participate in indoor gardening/plant care	683	10.5%	79
Participated in genealogy in last 12 months	257	3.9%	80
Attended horse races in last 12 months	121	1.9%	94
Participated in karaoke in last 12 months	238	3.7%	104
Bought lottery ticket in last 12 months	2,044	31.4%	96
Played lottery 6+ times in last 30 days	761	11.7%	114
Bought lottery ticket in last 12 months: Daily Drawing	300	4.6%	134
Bought lottery ticket in last 12 months: Instant Game	1,384	21.3%	115
Bought lottery ticket in last 12 months: Mistant Gume	815	12.5%	73
Bought lottery ticket in last 12 months: Powerball	1,030	15.8%	86
Attended a movie in last 6 months	2,649	40.7%	85
Attended movie in last 90 days: once/week or more	132	2.0%	143
Attended movie in last 90 days: 0.102/week of more	152	2.3%	98
Attended movie in last 90 days: 2-5 times a month	256	3.9%	82
Attended movie in last 90 days: < once a month	1,672	25.7%	78
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Product/Consumer BehaviorNumber of Aduits/HitsPercentMPIMovie genre seen at theaker/6 months: adventure1,17318.0%95Movie genre seen at theaker/6 months: indigraphy genre4677.2%90Movie genre seen at theaker/6 months: cimendy93114.3%88Movie genre seen at theaker/6 months: cimendy93114.3%88Movie genre seen at theaker/6 months: infama1,06016.3%91Movie genre seen at theaker/6 months: infama0,006.3%88Movie genre seen at theaker/6 months: infanay6019.2%85Movie genre seen at theaker/6 months: infanay6019.2%85Movie genre seen at theaker/6 months: infanay6019.2%85Movie genre seen at theaker/6 months: infanay6109.2%85Movie genre seen at theaker/6 months: infanay6109.2%85Movie genre seen at theaker/6 months: infanay6102.6%93Went to museum in lat 12 months2423.7%76Attended country music performance in last 12 months3305.1%64Played music/instrument in last 12 months3558.5%93Uid photography in last 12 months3645.6%73Did photography in last 12 months3645.6%74Paved music/instrument in last 12 months3645.6%74Did photography in last 12 months3645.6%74Visited a theme park 5 thitmes in last 12 months3645.6%		Expected		
Movie genre seen at theater/6 months: adventure     1,173     18.0%     95       Movie genre seen at theater/6 months: inigraphy genre     667     7.2%     90       Movie genre seen at theater/6 months: inigraphy genre     664     10.2%     120       Movie genre seen at theater/6 months: inigraphy genre     664     10.2%     120       Movie genre seen at theater/6 months: inigraphy genre     664     10.2%     88       Movie genre seen at theater/6 months: inigraphy     601     9.2%     88       Movie genre seen at theater/6 months: innor     433     6.7%     111       Movie genre seen at theater/6 months: innor     452     6.9%     99       Movie genre seen at theater/6 months: innor     452     6.4%     51       Attended classical music/opera performance (12 months     169     2.6%     78       Attended country music performance in last 12 months     330     5.1%     64       Played musical instrument in last 12 months     316     4.2%     7.7%       Attended country music performance in last 12 months     364     5.6%     74       Did patining/arwing in last 12 months     316     4	Product/Consumer Behavior	-	Percent	MPI
Movie genre seen at theater/6 months: inimation genre     602     9.3%     88       Movie genre seen at theater/6 months: incredy     931     14.3%     85       Movie genre seen at theater/6 months: incredy     931     14.3%     85       Movie genre seen at theater/6 months: incrine     664     10.2%     100       Movie genre seen at theater/6 months: infantsy     601     9.2%     85       Movie genre seen at theater/6 months: infantsy     601     9.2%     85       Movie genre seen at theater/6 months: infantsy     601     9.2%     85       Movie genre seen at theater/6 months: infantsy     601     9.2%     85       Movie genre seen at theater/6 months: infantsy     605     9.3%     105       Movie genre seen at theater/6 months: infantsy     169     2.6%     78       Attended country music/performance/12 months     159     2.6%     78       Attended country music performance in last 12 months     316     4.9%     111       Did photography in last 12 months     325     5.0%     64       Did photography in last 12 months     316     1.9%     73	-	•		
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Movie genre seen at theater/6 months: horror     433     6.7%     117       Movie genre seen at theater/6 months: science fiction     605     9.3%     105       Movie genre seen at theater/6 months: science fiction     605     9.3%     105       Worte genre seen at theater/6 months: science fiction     605     9.3%     105       Went to museum in last 12 months     169     2.4%     7.8       Attended classical music/opera performance in last 12 months     242     3.7%     76       Attended rock music performance in last 12 months     330     5.1%     64       Played musical instrument in last 12 months     325     5.0%     61       Did photod album/scrapbooking in last 12 months     316     4.9%     111       Did photography in last 12 months     364     5.6%     53       Did Sudku puzzle in last 12 months     466     6.9%     74       Participated in taigating in last 12 months     467     7.5%     74       Visited a theme park in last 12 months     159     2.4%     76       Participated in trivia games in last 12 months     159     2.4%     76		601	9.2%	
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Movie genre seen at theater/6 months: science fiction     605     9.3%     105       Movie genre seen at theater/6 months: thriller     554     8.5%     93       Went to ruseum in last 12 months     115     6.4%     51       Attended classical music/opera performance/12 months     129     2.6%     78       Attended country music performance in last 12 months     320     5.1%     64       Played musical instrument in last 12 months     325     5.0%     61       Did painting/drawing in last 12 months     316     4.9%     111       Did potto album/scrapbooking in last 12 months     364     5.6%     83       Did Sudoku puzzle in last 12 months     364     5.6%     84       Participated in taligating in last 12 months     846     6.9%     74       Visited a theme park in last 12 months     847     7.5%     74       Visited a theme park in last 12 months     159     2.4%     75       Participated in trivia games in last 12 months     159     2.4%     75       Participated in trivia game (orusole) last 12 months     159     8.1%     111       Playe	-	452	6.9%	
Movie genre seen at theater/6 months: thriller     554     8.5%     93       Went to museum in last 12 months     415     6.4%     51       Attended classical music/pear performance/12 months     169     2.6%     78       Attended country music performance in last 12 months     330     5.1%     64       Played musical instrument in last 12 months     330     5.1%     64       Did photo ablum/scrapbooking in last 12 months     336     5.5%     84       Did photo ablum/scrapbooking in last 12 months     364     5.6%     53       Did budo ablum/scrapbooking in last 12 months     364     5.6%     53       Did budo ablum/scrapbooking in last 12 months     186     2.9%     89       Went to live theater in last 12 months     186     2.9%     89       Went to live theater in last 12 months     186     12.5%     74       Participated in trivia games in last 12 months     159     2.4%     76       Participated in trivia games in last 12 months     159     2.4%     76       Participated in trivia game (console) last 12 months     190     14.3%     122	•	605		105
Went to museum in last 12 months     415     6.4%     51       Attended classical music/oper performance in last 12 months     169     2.6%     78       Attended country music performance in last 12 months     330     5.1%     64       Played musical instrument in last 12 months     325     5.0%     61       Did painting/drawing in last 12 months     316     4.9%     111       Did potto album/scrapbooking in last 12 months     316     4.9%     111       Did potto album/scrapbooking in last 12 months     316     4.9%     111       Did potto album/scrapbooking in last 12 months     446     6.9%     74       Participated in taligating in last 12 months     487     7.5%     74       Visited a theme park in last 12 months     816     12.5%     87       Visited a theme park in last 12 months     55     8.7%     111       Played video/electronic game (console) last 12 months     447     6.9%     115       Visited an indoor water park in last 12 months     447     6.9%     115       Visited an indoor water park in last 12 months     447     6.9%     115	-			
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Rented DVDs (movie or other video) in last 30 days: 3+2944.5%120Rented movie or other video/30 days: action/adventure92714.2%75Rented movie or other video/30 days: classics2964.5%84Rented movie or other video/30 days: comedy77111.8%74Rented movie or other video/30 days: drama6299.7%80Rented movie or other video/30 days: family/children4096.3%85Rented movie or other video/30 days: foreign1091.7%80Rented movie or other video/30 days: neign1092.3%93Rented movie or other video/30 days: nusical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: romance3555.5%85Rented movie or other video/30 days: romance3525.4%79	Rented DVDs (movie or other video) in last 30 days: 1	133	2.0%	87
Rented movie or other video/30 days: action/adventure92714.2%75Rented movie or other video/30 days: classics2964.5%84Rented movie or other video/30 days: comedy77111.8%74Rented movie or other video/30 days: drama6299.7%80Rented movie or other video/30 days: family/children4096.3%85Rented movie or other video/30 days: foreign1091.7%80Rented movie or other video/30 days: horror4426.8%119Rented movie or other video/30 days: musical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: science fiction3525.4%79	Rented DVDs (movie or other video) in last 30 days: 2	137	2.1%	95
Rented movie or other video/30 days: classics2964.5%84Rented movie or other video/30 days: comedy77111.8%74Rented movie or other video/30 days: drama6299.7%80Rented movie or other video/30 days: family/children4096.3%85Rented movie or other video/30 days: foreign1091.7%80Rented movie or other video/30 days: horror4426.8%119Rented movie or other video/30 days: musical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented DVDs (movie or other video) in last 30 days: 3+	294	4.5%	120
Rented movie or other video/30 days: comedy77111.8%74Rented movie or other video/30 days: drama6299.7%80Rented movie or other video/30 days: family/children4096.3%85Rented movie or other video/30 days: foreign1091.7%80Rented movie or other video/30 days: horror4426.8%119Rented movie or other video/30 days: nusical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: action/adventure	927	14.2%	75
Rented movie or other video/30 days: drama6299.7%80Rented movie or other video/30 days: family/children4096.3%85Rented movie or other video/30 days: foreign1091.7%80Rented movie or other video/30 days: horror4426.8%119Rented movie or other video/30 days: musical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: classics	296	4.5%	84
Rented movie or other video/30 days: family/children4096.3%85Rented movie or other video/30 days: foreign1091.7%80Rented movie or other video/30 days: horror4426.8%119Rented movie or other video/30 days: musical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: comedy	771	11.8%	74
Rented movie or other video/30 days: foreign1091.7%80Rented movie or other video/30 days: horror4426.8%119Rented movie or other video/30 days: musical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: drama	629	9.7%	80
Rented movie or other video/30 days: horror4426.8%119Rented movie or other video/30 days: musical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: family/children	409	6.3%	85
Rented movie or other video/30 days: musical1492.3%93Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: foreign	109	1.7%	80
Rented movie or other video/30 days: news/documentary2013.1%78Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: horror	442	6.8%	119
Rented movie or other video/30 days: romance3585.5%97Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: musical	149	2.3%	93
Rented movie or other video/30 days: science fiction3555.5%85Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: news/documentary	201	3.1%	78
Rented movie or other video/30 days: TV show3525.4%79	Rented movie or other video/30 days: romance	358	5.5%	97
	Rented movie or other video/30 days: science fiction	355	5.5%	85
Rented movie or other video/30 days: western1552.4%110	Rented movie or other video/30 days: TV show	352	5.4%	79
	Rented movie or other video/30 days: western	155	2.4%	110

**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.



San Carlos

Prepared by Esri

	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	494	7.6%	64
Rented DVD/Blu-ray/30 days: from netflix.com	352	5.4%	69
Rented/purchased DVD/Blu-ray/30 days: from Redbox	528	8.1%	92
Bought any children's toy/game in last 12 months	2,179	33.5%	92
Spent on toys/games for child last 12 months: \$1-49	480	7.4%	108
Spent on toys/games for child last 12 months: \$50-99	155	2.4%	77
Spent on toys/games for child last 12 months: \$100-199	416	6.4%	88
Spent on toys/games for child last 12 months: \$200-499	590	9.1%	90
Spent on toys/games for child last 12 months: \$500+	285	4.4%	80
Bought infant toy in last 12 months	428	6.6%	97
Bought pre-school toy in last 12 months	369	5.7%	82
Bought for child last 12 months: boy action figure	587	9.0%	122
Bought for child last 12 months: girl action figure	267	4.1%	130
Bought for child last 12 months: action game	186	2.9%	112
Bought for child last 12 months: bicycle	464	7.1%	116
Bought for child last 12 months: board game	724	11.1%	77
Bought for child last 12 months: builder set	224	3.4%	63
Bought for child last 12 months: car	513	7.9%	103
Bought for child last 12 months: construction toy	340	5.2%	84
Bought for child last 12 months: fashion doll	419	6.4%	151
Bought for child last 12 months: large/baby doll	549	8.4%	129
Bought for child last 12 months: doll accessories	281	4.3%	108
Bought for child last 12 months: doll clothing	294	4.5%	121
Bought for child last 12 months: educational toy	741	11.4%	86
Bought for child last 12 months: electronic doll/animal	230	3.5%	135
Bought for child last 12 months: electronic game	361	5.5%	99
Bought for child last 12 months: mechanical toy	261	4.0%	99
Bought for child last 12 months: model kit/set	249	3.8%	107
Bought for child last 12 months: plush doll/animal	541	8.3%	89
Bought for child last 12 months: water toy	435	6.7%	78
Bought for child last 12 months: word game	244	3.7%	156

**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.



San Carlos

Prepared by Esri

	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	879	13.5%	78
Bought hardcover book in last 12 months	1,186	18.2%	75
Bought paperback book in last 12 months	1,655	25.4%	81
Bought 1-3 books in last 12 months	1,263	19.4%	95
Bought 4-6 books in last 12 months	577	8.9%	83
Bought 7+ books in last 12 months	965	14.8%	77
Bought book (fiction) in last 12 months	1,579	24.3%	85
Bought book (non-fiction) in last 12 months	1,171	18.0%	67
Bought biography in last 12 months	357	5.5%	66
Bought children's book in last 12 months	488	7.5%	75
Bought cookbook in last 12 months	410	6.3%	93
Bought history book in last 12 months	318	4.9%	51
Bought mystery book in last 12 months	644	9.9%	86
Bought novel in last 12 months	780	12.0%	80
Bought religious book (Not Bible) in last 12 months	503	7.7%	130
Bought romance book in last 12 months	361	5.5%	101
Bought science fiction book in last 12 months	330	5.1%	82
Bought personal/business self-help book last 12 months	489	7.5%	96
Bought travel book in last 12 months	144	2.2%	115
Purchased greeting card in last 12 months	3,231	49.7%	91
Bought book from Barnes & Noble store in last 12 months	621	9.5%	89
Bought book from other book store in last 12 months	309	4.7%	54
Bought book from Amazon Online in last 12 months	1,551	23.8%	78
Bought book from Barnes & Noble Online in last 12 months	157	2.4%	100
Bought book from iTunes/Apple Books in last 12 months	87	1.3%	77
Listened to Audiobook in last 6 months	328	5.0%	63

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.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.