



EC (I-25 & Crossroads)  
 Loveland, CO 80537

Site Type: Radius

Latitude: 40.436  
 Longitude: -104.99235  
 Radius: 5.0 mile

Demographic Summary	2006	2011
Population	41,837	47,785
Total Number of Adults	30,836	35,423
Households	15,866	18,145
Median Household Income	\$61,845	\$75,190

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel	16,762	54.4%	106
Bought any women's apparel	14,744	47.8%	105
Bought apparel for child <13 in last 6 months	9,674	31.4%	111
Bought any shoes	16,178	52.5%	103
Bought any costume jewelry	6,471	21.0%	110
Bought any fine jewelry	7,406	24.0%	104
Bought a watch	7,450	24.2%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	14,496	91.4%	106
HH bought new vehicle	2,243	14.1%	123
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	28,248	91.6%	106
Bought/changed motor oil	16,241	52.7%	101
Had tune-up	11,187	36.3%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	17,232	55.9%	106
Drank regular cola in last 6 months	17,278	56.0%	98
Drank beer/ale in last 6 months	14,292	46.3%	108
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera	5,961	19.3%	113
Bought film	14,137	45.8%	110
<b>Computers (Households)</b>			
HH owns a personal computer	12,171	76.7%	117
HH spent <\$500 on home PC	1,013	6.4%	102
HH spent \$500-\$999 on home PC	2,551	16.1%	115
HH spent \$1000-\$1499 on home PC	3,259	20.5%	121
HH spent \$1500-\$1999 on home PC	1,905	12.0%	117
HH spent \$2000-\$2999 on home PC	1,611	10.2%	125
HH spent \$3000+ on home PC	561	3.5%	114
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	18,619	60.4%	107
Bought cigarettes at convenience store in last 30 days	4,117	13.4%	92
Bought gas at convenience store in last 30 days	9,358	30.3%	107
Spent at convenience store in last 30 days: <\$20	3,492	11.3%	107
Spent at convenience store in last 30 days: \$20-39	4,010	13.0%	109
Spent at convenience store in last 30 days: \$40+	9,127	29.6%	102

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	21,311	69.1%	113
Went to live theater	5,044	16.4%	113
Attended a music performance	8,157	26.5%	113
Went to a bar/night club	6,981	22.6%	112
Gambled at a casino	6,297	20.4%	110
Rented 1 pre-recorded video tapes in last 30 days	1,258	4.1%	119
Rented 1 DVD in last 30 days	1,237	4.0%	130
Purchased 1 DVD in last 30 days	1,807	5.9%	119
Spent <\$50 on toys/games	2,072	6.7%	105
Spent \$50-\$99 on toys/games	906	2.9%	101
Spent \$100-\$199 on toys/games	2,476	8.0%	112
Spent \$200-\$499 on toys/games	3,996	13.0%	117
Spent \$500+ on toys/games	2,066	6.7%	120
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,762	21.9%	128
Used ATM/cash machine	17,175	55.7%	119
Own any stock	3,822	12.4%	118
Own shares in mutual fund (stock)	3,688	12.0%	121
Own shares in mutual fund (bond)	1,935	6.3%	119
Own any credit/debit card (in own name)	22,676	73.5%	112
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	22,007	71.4%	105
Used bread in last 6 months	30,118	97.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	23,183	75.2%	104
Used fish/seafood (fresh or frozen) in last 6 months	15,279	49.5%	103
Used fresh fruit/vegetables in last 6 months	26,765	86.8%	102
Used fresh milk in last 6 months	28,634	92.9%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	9,844	31.9%	113
Exercise at club 2+ times per week	4,054	13.1%	123
Visited a doctor	25,017	81.1%	103
<b>Home (Households)</b>			
HH had any home improvement	5,985	37.7%	119
HH used housekeeper/maid/professional cleaning service	2,690	17.0%	112
HH purchased any HH furnishing	4,232	26.7%	120
HH purchased bedding/bath goods	8,885	56.0%	107
HH purchased cooking/serving product	4,419	27.9%	109
HH bought any kitchen appliance	3,185	20.1%	110
<b>Insurance (Adults)</b>			
Currently carry any life insurance	17,117	55.5%	110
Have medical/hospital/accident insurance	22,549	73.1%	105
Carry homeowner insurance	18,430	59.8%	113
Carry renter insurance	1,810	5.9%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Pets (Households)</b>			
HH owns any pet	7,038	44.4%	111
HH owns any cat	3,647	23.0%	109
HH owns any dog	5,016	31.6%	110
<b>Reading Materials (Adults)</b>			
Bought book	17,924	58.1%	113
Read any daily newspaper	15,367	49.8%	105
Heavy magazine reader	9,839	31.9%	110
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house last mo: <2 times	4,321	14.0%	105
Went to family restaurant/steak house last mo: 2-3 times	6,747	21.9%	109
Went to family restaurant/steak house last mo: 4+ times	8,839	28.7%	115
Went to fast food/drive-in restaurant in last 6 mo	27,954	90.7%	103
Fast food/drive-in last 6 mo: eat in	12,001	38.9%	105
Fast food/drive-in last 6 mo: home delivery	4,441	14.4%	119
Fast food/drive-in last 6 mo: take-out/drive-thru	17,506	56.8%	111
Fast food/drive-in last 6 mo: take-out/walk-in	7,364	23.9%	109
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	11,645	73.4%	109
HH owns cellular phone	12,000	75.6%	114
HH average monthly long distance phone bill: <\$16	5,092	32.1%	106
HH average monthly long distance phone bill: \$16-25	2,758	17.4%	104
HH average monthly long distance phone bill: \$26-59	2,321	14.6%	104
HH average monthly long distance phone bill: \$60-99	855	5.4%	109
HH average monthly long distance phone bill: \$100+	409	2.6%	103
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	2,629	16.6%	76
HH owns 2 TVs	4,261	26.9%	96
HH owns 3 TVs	3,813	24.0%	111
HH owns 4+ TVs	3,844	24.2%	127
HH subscribes to cable TV	10,570	66.6%	108
HH purchased audio equipment	1,609	10.1%	119
HH purchased camcorder	460	2.9%	118
HH purchased CD player	1,729	10.9%	121
<b>Travel (Adults)</b>			
Domestic travel	19,043	61.8%	114
Took 3+ domestic trips by plane	2,854	9.3%	125
Spent on domestic vacations: \$3000+	1,449	4.7%	117
Foreign travel in last 3 years	8,328	27.0%	112
Took 3+ foreign trips by plane in last 3 years	1,418	4.6%	108
Spent on foreign vacations: \$3000+	1,262	4.1%	110

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Demographic Summary	2006	2011
Population	200,065	229,508
Total Number of Adults	149,813	172,962
Households	76,350	87,618
Median Household Income	\$64,431	\$77,751

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel	82,543	55.1%	108
Bought any women's apparel	71,880	48.0%	105
Bought apparel for child <13 in last 6 months	46,729	31.2%	110
Bought any shoes	80,082	53.5%	105
Bought any costume jewelry	31,385	20.9%	110
Bought any fine jewelry	35,744	23.9%	103
Bought a watch	36,118	24.1%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	69,775	91.4%	106
HH bought new vehicle	11,025	14.4%	126
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	137,606	91.9%	106
Bought/changed motor oil	78,071	52.1%	100
Had tune-up	54,295	36.2%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	84,397	56.3%	107
Drank regular cola in last 6 months	83,418	55.7%	97
Drank beer/ale in last 6 months	70,264	46.9%	109
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera	29,062	19.4%	113
Bought film	70,332	46.9%	113
<b>Computers (Households)</b>			
HH owns a personal computer	59,855	78.4%	120
HH spent <\$500 on home PC	4,962	6.5%	104
HH spent \$500-\$999 on home PC	12,507	16.4%	118
HH spent \$1000-\$1499 on home PC	15,830	20.7%	122
HH spent \$1500-\$1999 on home PC	9,607	12.6%	122
HH spent \$2000-\$2999 on home PC	7,972	10.4%	128
HH spent \$3000+ on home PC	2,804	3.7%	118
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	90,705	60.5%	108
Bought cigarettes at convenience store in last 30 days	19,270	12.9%	89
Bought gas at convenience store in last 30 days	45,322	30.3%	106
Spent at convenience store in last 30 days: <\$20	17,242	11.5%	109
Spent at convenience store in last 30 days: \$20-39	19,413	13.0%	108
Spent at convenience store in last 30 days: \$40+	44,034	29.4%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	104,250	69.6%	114
Went to live theater	25,347	16.9%	117
Attended a music performance	41,327	27.6%	118
Went to a bar/night club	34,875	23.3%	116
Gambled at a casino	30,439	20.3%	109
Rented 1 pre-recorded video tapes in last 30 days	6,071	4.1%	119
Rented 1 DVD in last 30 days	6,019	4.0%	130
Purchased 1 DVD in last 30 days	8,909	5.9%	120
Spent <\$50 on toys/games	9,840	6.6%	102
Spent \$50-\$99 on toys/games	4,207	2.8%	97
Spent \$100-\$199 on toys/games	12,098	8.1%	113
Spent \$200-\$499 on toys/games	19,594	13.1%	118
Spent \$500+ on toys/games	10,006	6.7%	120
<b>Financial (Adults)</b>			
Have home mortgage (1st)	33,993	22.7%	133
Used ATM/cash machine	85,658	57.2%	122
Own any stock	19,639	13.1%	125
Own shares in mutual fund (stock)	19,446	13.0%	131
Own shares in mutual fund (bond)	10,021	6.7%	127
Own any credit/debit card (in own name)	111,706	74.6%	114
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	105,992	70.8%	104
Used bread in last 6 months	146,084	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	112,131	74.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	73,726	49.2%	102
Used fresh fruit/vegetables in last 6 months	129,783	86.6%	102
Used fresh milk in last 6 months	138,539	92.5%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	48,329	32.3%	114
Exercise at club 2+ times per week	20,640	13.8%	129
Visited a doctor	122,054	81.5%	103
<b>Home (Households)</b>			
HH had any home improvement	28,616	37.5%	118
HH used housekeeper/maid/professional cleaning service	13,457	17.6%	116
HH purchased any HH furnishing	20,483	26.8%	121
HH purchased bedding/bath goods	42,518	55.7%	107
HH purchased cooking/serving product	21,191	27.8%	109
HH bought any kitchen appliance	15,212	19.9%	110
<b>Insurance (Adults)</b>			
Currently carry any life insurance	84,976	56.7%	112
Have medical/hospital/accident insurance	111,116	74.2%	107
Carry homeowner insurance	90,624	60.5%	114
Carry renter insurance	8,780	5.9%	108

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<b>Pets (Households)</b>			
HH owns any pet	34,083	44.6%	112
HH owns any cat	17,386	22.8%	108
HH owns any dog	24,532	32.1%	112
<b>Reading Materials (Adults)</b>			
Bought book	87,895	58.7%	114
Read any daily newspaper	75,556	50.4%	106
Heavy magazine reader	48,446	32.3%	111
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house last mo: <2 times	20,731	13.8%	104
Went to family restaurant/steak house last mo: 2-3 times	33,244	22.2%	111
Went to family restaurant/steak house last mo: 4+ times	43,402	29.0%	117
Went to fast food/drive-in restaurant in last 6 mo	136,043	90.8%	103
Fast food/drive-in last 6 mo: eat in	58,176	38.8%	105
Fast food/drive-in last 6 mo: home delivery	21,931	14.6%	121
Fast food/drive-in last 6 mo: take-out/drive-thru	85,691	57.2%	111
Fast food/drive-in last 6 mo: take-out/walk-in	35,015	23.4%	107
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	55,865	73.2%	108
HH owns cellular phone	59,064	77.4%	116
HH average monthly long distance phone bill: <\$16	24,078	31.5%	104
HH average monthly long distance phone bill: \$16-25	13,410	17.6%	105
HH average monthly long distance phone bill: \$26-59	11,483	15.0%	107
HH average monthly long distance phone bill: \$60-99	4,323	5.7%	115
HH average monthly long distance phone bill: \$100+	1,982	2.6%	104
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	13,431	17.6%	80
HH owns 2 TVs	20,359	26.7%	95
HH owns 3 TVs	18,003	23.6%	109
HH owns 4+ TVs	18,335	24.0%	126
HH subscribes to cable TV	50,979	66.8%	109
HH purchased audio equipment	7,824	10.2%	120
HH purchased camcorder	2,233	2.9%	119
HH purchased CD player	8,093	10.6%	117
<b>Travel (Adults)</b>			
Domestic travel	95,545	63.8%	118
Took 3+ domestic trips by plane	15,639	10.4%	141
Spent on domestic vacations: \$3000+	7,281	4.9%	121
Foreign travel in last 3 years	42,821	28.6%	119
Took 3+ foreign trips by plane in last 3 years	7,697	5.1%	121
Spent on foreign vacations: \$3000+	6,375	4.3%	114

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Demographic Summary	2006	2011
Population	519,900	593,426
Total Number of Adults	392,526	449,609
Households	193,833	221,026
Median Household Income	\$57,058	\$66,617

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel	209,946	53.5%	105
Bought any women's apparel	184,001	46.9%	103
Bought apparel for child <13 in last 6 months	115,114	29.3%	104
Bought any shoes	207,696	52.9%	104
Bought any costume jewelry	77,802	19.8%	104
Bought any fine jewelry	92,025	23.4%	101
Bought a watch	94,428	24.1%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	174,590	90.1%	104
HH bought new vehicle	25,003	12.9%	113
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	354,696	90.4%	104
Bought/changed motor oil	206,404	52.6%	101
Had tune-up	138,376	35.3%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	214,985	54.8%	104
Drank regular cola in last 6 months	224,513	57.2%	100
Drank beer/ale in last 6 months	181,030	46.1%	108
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera	72,571	18.5%	108
Bought film	176,169	44.9%	108
<b>Computers (Households)</b>			
HH owns a personal computer	144,658	74.6%	114
HH spent <\$500 on home PC	12,665	6.5%	105
HH spent \$500-\$999 on home PC	30,911	15.9%	115
HH spent \$1000-\$1499 on home PC	37,792	19.5%	115
HH spent \$1500-\$1999 on home PC	23,168	12.0%	116
HH spent \$2000-\$2999 on home PC	18,757	9.7%	119
HH spent \$3000+ on home PC	6,424	3.3%	107
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	235,919	60.1%	107
Bought cigarettes at convenience store in last 30 days	56,105	14.3%	99
Bought gas at convenience store in last 30 days	120,757	30.8%	108
Spent at convenience store in last 30 days: <\$20	43,764	11.1%	106
Spent at convenience store in last 30 days: \$20-39	50,369	12.8%	107
Spent at convenience store in last 30 days: \$40+	118,046	30.1%	104

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<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	264,711	67.4%	110
Went to live theater	60,592	15.4%	107
Attended a music performance	105,118	26.8%	114
Went to a bar/night club	92,411	23.5%	117
Gambled at a casino	76,034	19.4%	104
Rented 1 pre-recorded video tapes in last 30 days	15,351	3.9%	114
Rented 1 DVD in last 30 days	14,743	3.8%	122
Purchased 1 DVD in last 30 days	22,030	5.6%	114
Spent <\$50 on toys/games	27,463	7.0%	109
Spent \$50-\$99 on toys/games	10,697	2.7%	94
Spent \$100-\$199 on toys/games	29,601	7.5%	105
Spent \$200-\$499 on toys/games	47,028	12.0%	108
Spent \$500+ on toys/games	22,930	5.8%	105
<b>Financial (Adults)</b>			
Have home mortgage (1st)	75,971	19.4%	113
Used ATM/cash machine	212,676	54.2%	116
Own any stock	44,896	11.4%	109
Own shares in mutual fund (stock)	44,093	11.2%	113
Own shares in mutual fund (bond)	22,769	5.8%	110
Own any credit/debit card (in own name)	277,049	70.6%	108
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	270,987	69.0%	101
Used bread in last 6 months	381,988	97.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	285,842	72.8%	101
Used fish/seafood (fresh or frozen) in last 6 months	187,053	47.7%	99
Used fresh fruit/vegetables in last 6 months	334,865	85.3%	100
Used fresh milk in last 6 months	360,720	91.9%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	120,475	30.7%	108
Exercise at club 2+ times per week	49,467	12.6%	118
Visited a doctor	314,435	80.1%	101
<b>Home (Households)</b>			
HH had any home improvement	66,270	34.2%	108
HH used housekeeper/maid/professional cleaning service	30,957	16.0%	105
HH purchased any HH furnishing	48,095	24.8%	112
HH purchased bedding/bath goods	106,102	54.7%	105
HH purchased cooking/serving product	53,110	27.4%	108
HH bought any kitchen appliance	36,876	19.0%	105
<b>Insurance (Adults)</b>			
Currently carry any life insurance	205,333	52.3%	104
Have medical/hospital/accident insurance	276,270	70.4%	101
Carry homeowner insurance	214,699	54.7%	103
Carry renter insurance	23,039	5.9%	108

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

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



EC (I-25 & Crossroads)  
 Loveland, CO 80537

Site Type: Radius

Latitude: 40.436  
 Longitude: -104.99235  
 Radius: 20.0 mile

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Pets (Households)</b>			
HH owns any pet	82,884	42.8%	107
HH owns any cat	43,120	22.2%	106
HH owns any dog	59,579	30.7%	107
<b>Reading Materials (Adults)</b>			
Bought book	220,959	56.3%	110
Read any daily newspaper	187,664	47.8%	101
Heavy magazine reader	121,734	31.0%	107
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house last mo: <2 times	53,270	13.6%	102
Went to family restaurant/steak house last mo: 2-3 times	84,907	21.6%	108
Went to family restaurant/steak house last mo: 4+ times	109,323	27.9%	112
Went to fast food/drive-in restaurant in last 6 mo	354,995	90.4%	103
Fast food/drive-in last 6 mo: eat in	151,293	38.5%	104
Fast food/drive-in last 6 mo: home delivery	56,560	14.4%	119
Fast food/drive-in last 6 mo: take-out/drive-thru	221,932	56.5%	110
Fast food/drive-in last 6 mo: take-out/walk-in	90,486	23.1%	105
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	137,867	71.1%	105
HH owns cellular phone	144,229	74.4%	112
HH average monthly long distance phone bill: <\$16	60,056	31.0%	102
HH average monthly long distance phone bill: \$16-25	33,165	17.1%	102
HH average monthly long distance phone bill: \$26-59	27,240	14.1%	100
HH average monthly long distance phone bill: \$60-99	10,089	5.2%	105
HH average monthly long distance phone bill: \$100+	4,951	2.6%	102
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	38,859	20.0%	91
HH owns 2 TVs	53,182	27.4%	98
HH owns 3 TVs	43,375	22.4%	103
HH owns 4+ TVs	41,725	21.5%	113
HH subscribes to cable TV	124,931	64.5%	105
HH purchased audio equipment	19,260	9.9%	116
HH purchased camcorder	5,265	2.7%	111
HH purchased CD player	19,568	10.1%	112
<b>Travel (Adults)</b>			
Domestic travel	235,796	60.1%	111
Took 3+ domestic trips by plane	34,953	8.9%	120
Spent on domestic vacations: \$3000+	16,514	4.2%	105
Foreign travel in last 3 years	104,557	26.6%	111
Took 3+ foreign trips by plane in last 3 years	17,524	4.5%	105
Spent on foreign vacations: \$3000+	14,528	3.7%	99

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

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