



City of Artesia

Latitude: 32.8422
 Longitude: -104.4033
 Radius: 1.0 miles

Site Type: Radius

Demographic Summary	2004	2009
Population	6,752	6,759
Total Number of Adults	4,705	4,732
Households	2,643	2,693
Median Household Income	\$28,432	\$32,547

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	2,315	49.2%	95
Bought Any Women's Apparel	2,129	45.2%	97
Bought Children's Apparel in Last 6 Months	1,510	32.1%	110
Bought Any Shoes	2,431	51.6%	99
Bought Any Costume Jewelry	864	18.4%	94
Bought Any Fine Jewelry	1,065	22.6%	93
Bought Any Watch	1,277	27.1%	104
Automobiles (Households)			
HH Owns/Leases Any Vehicle	2,284	86.4%	100
HH Bought New Vehicle	267	10.1%	83
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	4,091	86.9%	100
Bought/Changed Motor Oil	2,871	61.0%	112
Had Tune-up	1,616	34.3%	96
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	2,016	42.8%	87
Drank Regular Cola in Last 6 Months	2,933	62.3%	107
Drank Beer/Ale in Last 6 Months	1,792	38.1%	89
Camera & Film (Adults)			
Bought Any Camera	604	12.8%	81
Bought Film	1,961	41.7%	90
Computers (Households)			
HH Owns a Personal Computer	1,235	46.7%	75
HH Spent <\$500 on Home PC	130	4.9%	102
HH Spent \$500-\$999 on Home PC	220	8.3%	77
HH Spent \$1000-\$1499 on Home PC	270	10.2%	67
HH Spent \$1500-\$1999 on Home PC	211	8.0%	79
HH Spent \$2000-\$2999 on Home PC	153	5.8%	71
HH Spent \$3000+ for Home PC	68	2.6%	83
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	2,725	57.9%	100
Purchased Cigarettes at Convenience Store in Last 30 Days	825	17.5%	118
Purchased Gas at Convenience Store in Last 30 Days	1,410	30.0%	114

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.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	2,573	54.7%	90
Went to Live Theater	459	9.8%	66
Attended a Music Performance	856	18.2%	76
Went to a Bar/Night Club	832	17.7%	84
Gambled at a Casino	734	15.6%	84
Rented One Video Tape in Last 30 Days	124	2.6%	85
Rented One DVD in Last 30 Days	88	1.9%	86
Spent <\$50 on Toys/Games for Children	342	7.3%	111
Spent \$50-\$99 on Toys/Games for Children	136	2.9%	102
Spent \$100-\$199 on Toys/Games for Children	353	7.5%	103
Spent \$200-\$499 on Toys/Games for Children	540	11.5%	100
Spent \$500+ on Toys/Games for Children	274	5.8%	99
Financial (Adults)			
Have Home Mortgage (1st)	607	12.9%	69
Used ATM/Cash Machine	1,755	37.3%	79
Own Any Stock	383	8.1%	73
Own Shares in Mutual Fund (Stock)	381	8.1%	76
Own Shares in Mutual Fund (Bond)	207	4.4%	77
Own Any Credit Card	2,470	52.5%	82
Food (Adults)			
Used Beef in Last 6 Months	3,236	68.7%	102
Used Bread in Last 6 Months	4,538	96.4%	100
Used Chicken/Turkey in Last 6 Months	3,171	67.4%	94
Used Fish/Seafood in Last 6 Months	2,088	44.4%	93
Used Fresh Fruit/Vegetables in Last 6 Months	3,929	83.5%	98
Used Fresh Milk in Last 6 Months	4,274	90.8%	100
Went to Family Restaurant <2 Times in Last Month	1,086	23.1%	91
Went to Family Restaurant 2-3 Times in Last Month	874	18.6%	92
Went to Family Restaurant 4+ Times in Last Month	1,155	24.5%	96
Went to Fast Food Restaurant in Last 6 Months	4,142	88.0%	100
Health (Adults)			
Exercised at Home 2+ Times/Week	1,261	26.8%	91
Exercised at Club 2+ Times/Week	333	7.1%	69
Visited Doctor	3,603	76.5%	96
Home (Households)			
HH Had Any Home Improvements Done	823	31.1%	98
HH Used Housekeeping Service	349	13.2%	86
HH Purchased Any HH Furnishings	707	26.7%	86
HH Purchased Bedding/Bath Goods	1,355	51.3%	96
HH Purchased Cooking/Serving Product	671	25.4%	99
HH Bought Any Kitchen Appliance	487	18.4%	101

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
Insurance (Adults)			
Currently Carry Life Insurance	2,350	49.9%	93
Have Any Medical/Hospital/Accident Insurance	2,980	63.3%	89
Carry Homeowner Insurance	2,269	48.2%	90
Carry Renter Insurance	278	5.9%	104
Pets (Households)			
HH Owns Any Pet	1,029	38.9%	101
HH Owns Any Cat	472	17.9%	88
HH Owns Any Dog	791	29.9%	109
Reading Materials (Adults)			
Bought Any Book	2,168	46.1%	88
Read Any Daily Newspaper	2,120	45.0%	94
Heavy Magazine Reader	911	19.4%	98
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	1,712	64.8%	93
HH Owns Cellular/Digital Telephone	1,206	45.6%	79
HH Monthly Long Distance Phone Bill: <\$16	809	30.6%	102
HH Monthly Long Distance Phone Bill: \$16-25	451	17.1%	91
HH Monthly Long Distance Phone Bill: \$26-59	396	15.0%	95
HH Monthly Long Distance Phone Bill: \$60-99	110	4.2%	71
HH Monthly Long Distance Phone Bill: \$100+	71	2.7%	86
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	596	22.6%	101
HH Owns 2 TV Sets	843	31.9%	111
HH Owns 3 TV Sets	563	21.3%	96
HH Owns 4+ TV Sets	418	15.8%	87
HH Subscribes to Cable TV	1,499	56.7%	90
HH Purchased Audio Equipment	226	8.6%	93
HH Purchased Camcorder	67	2.5%	101
HH Purchased CD Player	208	7.9%	87
Travel (Adults)			
Any Domestic Travel	2,072	44.0%	81
Took 3+ Domestic Trips by Plane	225	4.8%	62
Spent \$3000+ on Domestic Vacation	123	2.6%	66
Traveled to Foreign Country in Last 3 Years	744	15.8%	66
Took 3+ Foreign Trips by Plane	102	2.2%	52
Spent \$3000+ on Foreign Vacation	104	2.2%	58

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Site Type: Radius

Demographic Summary	2004	2009
Population	12,680	12,722
Total Number of Adults	9,017	9,133
Households	4,832	4,938
Median Household Income	\$32,682	\$37,623

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	4,569	50.7%	98
Bought Any Women's Apparel	4,062	45.1%	97
Bought Children's Apparel in Last 6 Months	2,884	32.0%	109
Bought Any Shoes	4,726	52.4%	101
Bought Any Costume Jewelry	1,633	18.1%	92
Bought Any Fine Jewelry	2,025	22.5%	92
Bought Any Watch	2,467	27.4%	105
Automobiles (Households)			
HH Owns/Leases Any Vehicle	4,256	88.1%	102
HH Bought New Vehicle	514	10.6%	88
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	7,979	88.5%	102
Bought/Changed Motor Oil	5,572	61.8%	113
Had Tune-up	3,115	34.6%	97
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	3,852	42.7%	87
Drank Regular Cola in Last 6 Months	5,601	62.1%	107
Drank Beer/Ale in Last 6 Months	3,406	37.8%	89
Camera & Film (Adults)			
Bought Any Camera	1,252	13.9%	87
Bought Film	3,913	43.4%	94
Computers (Households)			
HH Owns a Personal Computer	2,436	50.4%	81
HH Spent <\$500 on Home PC	244	5.0%	105
HH Spent \$500-\$999 on Home PC	444	9.2%	85
HH Spent \$1000-\$1499 on Home PC	564	11.7%	76
HH Spent \$1500-\$1999 on Home PC	388	8.0%	80
HH Spent \$2000-\$2999 on Home PC	292	6.0%	74
HH Spent \$3000+ for Home PC	129	2.7%	86
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	5,276	58.5%	102
Purchased Cigarettes at Convenience Store in Last 30 Days	1,561	17.3%	116
Purchased Gas at Convenience Store in Last 30 Days	2,810	31.2%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	4,872	54.0%	89
Went to Live Theater	882	9.8%	66
Attended a Music Performance	1,687	18.7%	78
Went to a Bar/Night Club	1,658	18.4%	88
Gambled at a Casino	1,427	15.8%	86
Rented One Video Tape in Last 30 Days	245	2.7%	88
Rented One DVD in Last 30 Days	161	1.8%	82
Spent <\$50 on Toys/Games for Children	669	7.4%	113
Spent \$50-\$99 on Toys/Games for Children	279	3.1%	110
Spent \$100-\$199 on Toys/Games for Children	677	7.5%	104
Spent \$200-\$499 on Toys/Games for Children	1,048	11.6%	101
Spent \$500+ on Toys/Games for Children	522	5.8%	98
Financial (Adults)			
Have Home Mortgage (1st)	1,324	14.7%	79
Used ATM/Cash Machine	3,467	38.5%	82
Own Any Stock	752	8.3%	75
Own Shares in Mutual Fund (Stock)	751	8.3%	78
Own Shares in Mutual Fund (Bond)	399	4.4%	77
Own Any Credit Card	4,982	55.3%	86
Food (Adults)			
Used Beef in Last 6 Months	6,292	69.8%	103
Used Bread in Last 6 Months	8,705	96.6%	100
Used Chicken/Turkey in Last 6 Months	6,213	68.9%	96
Used Fish/Seafood in Last 6 Months	4,095	45.4%	95
Used Fresh Fruit/Vegetables in Last 6 Months	7,583	84.1%	99
Used Fresh Milk in Last 6 Months	8,259	91.6%	101
Went to Family Restaurant <2 Times in Last Month	2,143	23.8%	94
Went to Family Restaurant 2-3 Times in Last Month	1,709	19.0%	94
Went to Family Restaurant 4+ Times in Last Month	2,210	24.5%	96
Went to Fast Food Restaurant in Last 6 Months	7,986	88.6%	101
Health (Adults)			
Exercised at Home 2+ Times/Week	2,434	27.0%	92
Exercised at Club 2+ Times/Week	615	6.8%	66
Visited Doctor	6,980	77.4%	97
Home (Households)			
HH Had Any Home Improvements Done	1,551	32.1%	101
HH Used Housekeeping Service	617	12.8%	83
HH Purchased Any HH Furnishings	1,340	27.7%	89
HH Purchased Bedding/Bath Goods	2,491	51.6%	96
HH Purchased Cooking/Serving Product	1,217	25.2%	98
HH Bought Any Kitchen Appliance	899	18.6%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	4,709	52.2%	98
Have Any Medical/Hospital/Accident Insurance	5,864	65.1%	92
Carry Homeowner Insurance	4,676	51.9%	97
Carry Renter Insurance	481	5.3%	94
Pets (Households)			
HH Owns Any Pet	1,965	40.7%	105
HH Owns Any Cat	963	19.9%	98
HH Owns Any Dog	1,502	31.1%	113
Reading Materials (Adults)			
Bought Any Book	4,183	46.4%	89
Read Any Daily Newspaper	4,028	44.7%	93
Heavy Magazine Reader	1,681	18.6%	94
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	3,225	66.7%	96
HH Owns Cellular/Digital Telephone	2,339	48.4%	84
HH Monthly Long Distance Phone Bill: <\$16	1,516	31.4%	105
HH Monthly Long Distance Phone Bill: \$16-25	882	18.3%	97
HH Monthly Long Distance Phone Bill: \$26-59	728	15.1%	95
HH Monthly Long Distance Phone Bill: \$60-99	215	4.4%	76
HH Monthly Long Distance Phone Bill: \$100+	126	2.6%	84
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	1,063	22.0%	98
HH Owns 2 TV Sets	1,491	30.9%	107
HH Owns 3 TV Sets	1,080	22.4%	101
HH Owns 4+ TV Sets	790	16.3%	90
HH Subscribes to Cable TV	2,604	53.9%	85
HH Purchased Audio Equipment	412	8.5%	93
HH Purchased Camcorder	120	2.5%	99
HH Purchased CD Player	376	7.8%	86
Travel (Adults)			
Any Domestic Travel	4,114	45.6%	84
Took 3+ Domestic Trips by Plane	428	4.7%	62
Spent \$3000+ on Domestic Vacation	248	2.8%	69
Traveled to Foreign Country in Last 3 Years	1,434	15.9%	66
Took 3+ Foreign Trips by Plane	194	2.2%	52
Spent \$3000+ on Foreign Vacation	195	2.2%	57

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Demographic Summary	2004	2009
Population	14,285	14,361
Total Number of Adults	10,173	10,343
Households	5,375	5,505
Median Household Income	\$33,199	\$38,192

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	5,209	51.2%	99
Bought Any Women's Apparel	4,600	45.2%	97
Bought Children's Apparel in Last 6 Months	3,256	32.0%	109
Bought Any Shoes	5,353	52.6%	101
Bought Any Costume Jewelry	1,831	18.0%	92
Bought Any Fine Jewelry	2,299	22.6%	93
Bought Any Watch	2,782	27.3%	105
Automobiles (Households)			
HH Owns/Leases Any Vehicle	4,754	88.4%	102
HH Bought New Vehicle	568	10.6%	87
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	9,043	88.9%	102
Bought/Changed Motor Oil	6,368	62.6%	115
Had Tune-up	3,501	34.4%	96
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	4,313	42.4%	86
Drank Regular Cola in Last 6 Months	6,328	62.2%	107
Drank Beer/Ale in Last 6 Months	3,786	37.2%	87
Camera & Film (Adults)			
Bought Any Camera	1,417	13.9%	88
Bought Film	4,455	43.8%	95
Computers (Households)			
HH Owns a Personal Computer	2,727	50.7%	82
HH Spent <\$500 on Home PC	268	5.0%	104
HH Spent \$500-\$999 on Home PC	498	9.3%	85
HH Spent \$1000-\$1499 on Home PC	642	11.9%	78
HH Spent \$1500-\$1999 on Home PC	433	8.1%	80
HH Spent \$2000-\$2999 on Home PC	322	6.0%	74
HH Spent \$3000+ for Home PC	141	2.6%	85
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	5,957	58.6%	102
Purchased Cigarettes at Convenience Store in Last 30 Days	1,799	17.7%	119
Purchased Gas at Convenience Store in Last 30 Days	3,252	32.0%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	5,459	53.7%	88
Went to Live Theater	982	9.7%	65
Attended a Music Performance	1,900	18.7%	78
Went to a Bar/Night Club	1,815	17.8%	85
Gambled at a Casino	1,578	15.5%	84
Rented One Video Tape in Last 30 Days	269	2.6%	86
Rented One DVD in Last 30 Days	179	1.8%	81
Spent <\$50 on Toys/Games for Children	727	7.1%	109
Spent \$50-\$99 on Toys/Games for Children	316	3.1%	110
Spent \$100-\$199 on Toys/Games for Children	761	7.5%	103
Spent \$200-\$499 on Toys/Games for Children	1,192	11.7%	102
Spent \$500+ on Toys/Games for Children	610	6.0%	102
Financial (Adults)			
Have Home Mortgage (1st)	1,535	15.1%	81
Used ATM/Cash Machine	3,907	38.4%	82
Own Any Stock	837	8.2%	74
Own Shares in Mutual Fund (Stock)	833	8.2%	76
Own Shares in Mutual Fund (Bond)	439	4.3%	75
Own Any Credit Card	5,631	55.4%	87
Food (Adults)			
Used Beef in Last 6 Months	7,142	70.2%	104
Used Bread in Last 6 Months	9,829	96.6%	100
Used Chicken/Turkey in Last 6 Months	7,054	69.3%	97
Used Fish/Seafood in Last 6 Months	4,628	45.5%	95
Used Fresh Fruit/Vegetables in Last 6 Months	8,582	84.4%	99
Used Fresh Milk in Last 6 Months	9,342	91.8%	101
Went to Family Restaurant <2 Times in Last Month	2,438	24.0%	94
Went to Family Restaurant 2-3 Times in Last Month	1,952	19.2%	95
Went to Family Restaurant 4+ Times in Last Month	2,482	24.4%	96
Went to Fast Food Restaurant in Last 6 Months	9,042	88.9%	101
Health (Adults)			
Exercised at Home 2+ Times/Week	2,723	26.8%	91
Exercised at Club 2+ Times/Week	661	6.5%	63
Visited Doctor	7,884	77.5%	97
Home (Households)			
HH Had Any Home Improvements Done	1,723	32.1%	101
HH Used Housekeeping Service	667	12.4%	81
HH Purchased Any HH Furnishings	1,491	27.7%	89
HH Purchased Bedding/Bath Goods	2,778	51.7%	96
HH Purchased Cooking/Serving Product	1,336	24.9%	97
HH Bought Any Kitchen Appliance	1,002	18.6%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	5,378	52.9%	99
Have Any Medical/Hospital/Accident Insurance	6,651	65.4%	92
Carry Homeowner Insurance	5,391	53.0%	99
Carry Renter Insurance	529	5.2%	91
Pets (Households)			
HH Owns Any Pet	2,224	41.4%	107
HH Owns Any Cat	1,094	20.4%	101
HH Owns Any Dog	1,708	31.8%	116
Reading Materials (Adults)			
Bought Any Book	4,709	46.3%	88
Read Any Daily Newspaper	4,484	44.1%	92
Heavy Magazine Reader	1,878	18.5%	93
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	3,600	67.0%	96
HH Owns Cellular/Digital Telephone	2,612	48.6%	84
HH Monthly Long Distance Phone Bill: <\$16	1,686	31.4%	105
HH Monthly Long Distance Phone Bill: \$16-25	986	18.3%	98
HH Monthly Long Distance Phone Bill: \$26-59	808	15.0%	95
HH Monthly Long Distance Phone Bill: \$60-99	242	4.5%	77
HH Monthly Long Distance Phone Bill: \$100+	142	2.6%	85
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	1,195	22.2%	99
HH Owns 2 TV Sets	1,653	30.8%	107
HH Owns 3 TV Sets	1,194	22.2%	100
HH Owns 4+ TV Sets	878	16.3%	90
HH Subscribes to Cable TV	2,834	52.7%	83
HH Purchased Audio Equipment	461	8.6%	94
HH Purchased Camcorder	127	2.4%	94
HH Purchased CD Player	421	7.8%	86
Travel (Adults)			
Any Domestic Travel	4,661	45.8%	84
Took 3+ Domestic Trips by Plane	457	4.5%	58
Spent \$3000+ on Domestic Vacation	281	2.8%	70
Traveled to Foreign Country in Last 3 Years	1,547	15.2%	63
Took 3+ Foreign Trips by Plane	205	2.0%	48
Spent \$3000+ on Foreign Vacation	210	2.1%	54

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