

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Apparel	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Bought any men's apparel in last 12 months	2,682,736	52.0%	103
Bought men's dress shirt in last 12 months	948,936	18.4%	106
Bought 3+ men's dress shirts in last 12 months	500,827	9.7%	106
Bought men's sports shirt in last 12 months	701,224	13.6%	106
Bought men's t-shirt in last 12 months	1,020,865	19.8%	103
Bought men's sweatshirt in last 12 months	390,090	7.6%	105
Bought men's sweatpants in last 12 months	310,086	6.0%	101
Bought men's jeans in last 12 months	1,350,937	26.2%	104
Bought men's designer jeans in last 12 months	243,835	4.7%	100
Bought men's casual slacks in last 12 months	798,193	15.5%	107
Bought men's dress slacks in last 12 months	576,247	11.2%	105
Bought men's business suit in last 12 months	217,073	4.2%	108
Bought men's sports jacket in last 12 months	294,951	5.7%	104
Bought men's sweater in last 12 months	394,917	7.7%	106
Bought men's lightweight jacket in last 12 months	480,744	9.3%	105
Bought men's all-weather coat in last 12 months	427,568	8.3%	102
Bought men's nightwear in last 12 months	171,855	3.3%	99
Bought men's swimsuit in last 12 months	409,513	7.9%	108
Bought men's belt in last 12 months	698,912	13.5%	104
Bought men's gloves in last 12 months	316,182	6.1%	103
Bought men's necktie in last 12 months	329,711	6.4%	107
Bought men's socks in last 12 months	1,289,704	25.0%	104
Bought men's wallet in last 12 months	367,729	7.1%	100
Bought any women's apparel in last 12 months	2,401,157	46.5%	102
Bought women's blouse/shirt in last 12 months	1,089,596	21.1%	106
Bought women's t-shirt in last 12 months	750,901	14.5%	105
Bought women's sweatshirt in last 12 months	430,435	8.3%	108
Bought women's sweatpants in last 12 months	447,545	8.7%	105
Bought women's jeans in last 12 months	1,191,522	23.1%	104
Bought women's designer jeans in last 12 months	326,242	6.3%	99
Bought women's casual slacks in last 12 months	866,722	16.8%	107
Bought women's dress slacks in last 12 months	691,663	13.4%	107
Bought women's pants suit in last 12 months	313,048	6.1%	97
Bought women's skirt in last 12 months	564,382	10.9%	104
Bought women's suit (with skirt) in last 12 months:Buyer	146,149	2.8%	98
Bought women's dress in last 12 months	693,449	13.4%	101
Bought women's evening dress in last 12 months	291,535	5.6%	104
Bought women's blazer in last 12 months	230,569	4.5%	105
Bought women's sweater in last 12 months	725,344	14.1%	109
Bought women's parka in last 12 months	75,473	1.5%	105
Bought women's cloth coat in last 12 months	284,005	5.5%	104
Bought women's fur coat/jacket in last 12 months	110,387	2.1%	94
Bought women's nightwear in last 12 months	676,383	13.1%	103
Bought women's swimsuit in last 12 months	648,773	12.6%	109
Bought maternity clothes in last 12 months	129,731	2.5%	99
Bought women's gloves in last 12 months	244,971	4.7%	102
Bought women's socks in last 12 months	1,049,235	20.3%	104
Bought women's purse in last 12 months	930,103	18.0%	104
Bought athletic apparel in last 12 months	1,260,928	24.4%	109
Spent \$100+ on athletic apparel in last 12 months	636,998	12.3%	112
Bought golf apparel in last 12 months	197,386	3.8%	112
Bought hiking/backpacking apparel last 12 months	131,104	2.5%	113
Bought hunting apparel in last 12 months	180,287	3.5%	104

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Market Potential Apparel	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Bought running apparel in last 12 months	213,189	4.1%	110
Bought ski apparel in last 12 months	119,494	2.3%	113
Bought team sports apparel in last 12 months	221,586	4.3%	106
Bought apparel for child <13 in last 6 months	1,426,906	27.6%	98
Spent on apparel for child <13 last 6 mo: <\$100	250,735	4.9%	95
Spent on apparel for child <13 last 6 mo: \$100-199:Buyer	313,508	6.1%	97
Spent on apparel for child <13 last 6 mo: \$200+	721,302	14.0%	100
Bought apparel in last 6 months for baby <1 yr	451,635	8.7%	96
Bought apparel in last 6 months for child 1-5 yrs	826,082	16.0%	97
Bought apparel in last 6 months for child 6-12 yrs:Buyer	848,190	16.4%	98
Bought stretchies in last 6 months for baby <1 yr	134,164	2.6%	99
Bought top/shirt for child 1-12 in last 6 months	1,086,190	21.0%	99
Bought jeans/slacks for child 1-12 in last 6 mo	1,108,410	21.5%	98
Bought outerwear for child 1-12 in last 6 months	766,760	14.9%	99
Bought sleepwear for child 1-12 in last 6 months	883,925	17.1%	99
Bought any shoes in last 12 months	2,765,654	53.6%	103
Bought 3+ pairs of shoes in last 12 months	1,165,553	22.6%	103
Spent \$100+ on shoes in last 12 months	1,120,226	21.7%	106
Bought dress shoes in last 12 months	1,036,125	20.1%	105
Bought casual/leisure shoes in last 12 months	1,020,959	19.8%	108
Bought dress boots in last 12 months	291,760	5.7%	98
Bought work boots in last 12 months	493,188	9.6%	97
Bought sandals in last 12 months	877,569	17.0%	106
Bought slippers in last 12 months	374,327	7.3%	101
Bought athletic shoes in last 12 months	2,203,040	42.7%	104
Bought 2+ pairs of athletic shoes last 12 months	1,043,055	20.2%	102
Spent \$75+ on athletic shoes in last 12 months	717,983	13.9%	106
Bought Nike athletic shoes in last 12 months	867,825	16.8%	98
Bought Reebok athletic shoes in last 12 months	326,787	6.3%	96
Bought shoes for child <13 in last 6 months	1,302,267	25.2%	97
Spent \$100+ on shoes for child <13 in last 6 mo	518,886	10.1%	97
Bought shoes in last 6 months for baby <1 yr	179,054	3.5%	97
Bought shoes in last 6 months for child 1-5 yrs	666,768	12.9%	98
Bought shoes in last 6 months for child 6-12 yrs	768,766	14.9%	99
Bought athletic shoes in last 6 mo for child <13	1,013,611	19.6%	99
Bought casual/leisure shoes/6 months for child <13:Buyer	390,710	7.6%	101
Bought dress shoes in last 6 months for child <13	465,221	9.0%	98
Bought rain/snow boots in last 6 mo for child <13	203,544	3.9%	98
Bought costume jewelry in last 12 months	1,093,170	21.2%	102
Spent \$100+ on costume jewelry in last 12 months	243,599	4.7%	105
Bought costume jewelry in last 12 months: bracelet:Buyer	460,903	8.9%	100
Bought costume jewelry in last 12 months: earrings:Buyer	796,450	15.4%	102
Bought costume jewelry in last 12 months: necklace:Buyer	579,481	11.2%	103
Bought costume jewelry in last 12 months: ring	295,826	5.7%	100
Bought fine jewelry in last 12 months	1,200,043	23.2%	101
Spent on fine jewelry in last 12 months: <\$400	724,117	14.0%	100
Spent on fine jewelry in last 12 months: \$400-749	175,935	3.4%	103
Spent on fine jewelry in last 12 months: \$750+	259,819	5.0%	104
Bought engagement ring in last 12 months	103,913	2.0%	97
Bought fine jewelry in last 12 months: diamond	397,016	7.7%	102
Bought fine jewelry in last 12 months: gold	501,405	9.7%	100
Bought fine jewelry in last 12 months: sterling	365,179	7.1%	105
Bought watch in last 12 months	1,048,489	20.3%	98
Spent \$100+ on watches in last 12 months	296,184	5.7%	101
Bought any watch as gift in last 12 months	218,018	4.2%	98

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Market Potential Apparel	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Bought costume jewelry in last 12 months: pin	99,969	1.9%	95
Bought sweatshirt/sweatpants for child 1-12/6 mo	667,547	12.9%	101
Bought men's hat in last 12 months	348,016	6.7%	101
Bought women's leather coat/jacket in last 12 mo	182,369	3.5%	96
Bought women's belt in last 12 months	293,634	5.7%	102
Bought women's hat in last 12 months	169,998	3.3%	99
Bought apparel in last 6 months for child 1-2 yrs	463,852	9.0%	95
Bought apparel in last 6 months for child 3-5 yrs	556,013	10.8%	98
Spent \$100+ on dry cleaning in last 6 months	326,770	6.3%	109
Spent \$100+ at laundries/laundromats in last 6 mo	102,882	2.0%	84

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Appliances	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
HH owns electric blender	1,408,266	27.3%	107
HH owns bread making machine	396,026	7.7%	111
HH owns electric can opener	822,228	15.9%	101
HH owns electric coffee grinder	525,801	10.2%	116
HH owns coffee maker (automatic drip)	1,210,590	23.5%	108
HH owns coffee maker (electric perk)	162,931	3.2%	100
HH owns deep fryer	447,490	8.7%	97
HH owns espresso/cappuccino maker	151,924	2.9%	112
HH owns electric food processor	673,009	13.0%	109
HH owns ice cream maker	200,670	3.9%	105
HH owns electric juicer	267,564	5.2%	106
HH owns electric knife	545,925	10.6%	105
HH owns electric mixer (hand held)	1,115,705	21.6%	105
HH owns electric mixer (stationary)	540,178	10.5%	110
HH owns pasta machine	75,043	1.5%	105
HH owns electric popcorn maker	254,169	4.9%	108
HH owns pressure cooker	284,087	5.5%	100
HH owns electric slow cooker	1,042,103	20.2%	106
HH owns electric steam cooker	242,749	4.7%	107
HH owns electric toaster	1,374,289	26.6%	105
HH owns electric toaster oven	679,786	13.2%	105
HH owns electric wok	131,837	2.6%	108
HH owns air cleaner (electric)	205,532	4.0%	107
HH owns air conditioner (separate room)	323,941	6.3%	95
HH owns burglar alarm	393,350	7.6%	108
HH owns carpet steam cleaner	427,457	8.3%	108
HH owns clothes dryer (electric)	1,176,798	22.8%	105
HH owns clothes dryer (gas)	348,691	6.8%	106
HH owns dehumidifier	246,930	4.8%	107
HH owns automatic dishwasher (built-in)	1,220,696	23.6%	113
HH owns automatic dishwasher (portable)	80,840	1.6%	102
HH owns attic/whole house fan	174,066	3.4%	108
HH owns ceiling fan (not bathroom vent)	815,142	15.8%	107
HH owns fire extinguisher	927,689	18.0%	109
HH owns fireplace	530,912	10.3%	114
HH owns separate freezer	585,240	11.3%	103
HH owns garage door opener	784,888	15.2%	113
HH owns garbage disposer	725,468	14.1%	115
HH owns grill (charcoal)	572,670	11.1%	105
HH owns grill (electric)	560,493	10.9%	107
HH owns grill (gas)	721,920	14.0%	111
HH owns heat pump	112,506	2.2%	99
HH owns hot tub/whirlpool spa	206,911	4.0%	113
HH owns hot water heater	1,239,999	24.0%	105
HH owns humidifier	301,158	5.8%	106
HH owns kerosene heater	74,440	1.4%	90
HH owns microwave oven	1,563,530	30.3%	106
HH owns oven (continuous cleaning)	396,043	7.7%	109
HH owns oven (convection)	338,860	6.6%	106
HH owns range/oven (built-in electric)	741,483	14.4%	113
HH owns range/oven (built-in gas)	327,587	6.3%	106
HH owns combination range/microwave	248,457	4.8%	107

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Market Potential Appliances	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
HH owns refrigerator	1,594,730	30.9%	104
HH owns sewing machine	770,224	14.9%	106
HH owns smoke/fire detector	1,306,668	25.3%	107
HH owns space heater (electric)	359,262	7.0%	105
HH owns stove/range (electric)	793,014	15.4%	106
HH owns stove/range (gas)	395,373	7.7%	100
HH owns trash compactor	72,918	1.4%	104
HH owns vacuum cleaner (canister)	604,179	11.7%	109
HH owns vacuum cleaner (hand held)	495,179	9.6%	107
HH owns vacuum cleaner (upright)	1,306,934	25.3%	107
HH owns washer/dryer (stacked)	104,779	2.0%	106
HH owns automatic washing machine	1,360,085	26.3%	106
Bought any kitchen appliance in last 12 months	482,221	9.3%	106
Bought any electric appliance in last 12 months	531,582	10.3%	106
Bought any HH appliance in last 12 months	685,371	13.3%	107
HH has central air conditioner	860,949	16.7%	107
HH has central heating (electric)	292,545	5.7%	103
HH has central heating (gas)	612,804	11.9%	108
HH has central heating (oil)	98,718	1.9%	113
HH owns coffee maker (single cup/pod brewing)	122,471	2.4%	110
HH owns cooktop	345,816	6.7%	107

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Market Potential Attitudes	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Consider self very conservative	588,094	11.4%	99
Consider self somewhat conservative	1,076,199	20.8%	104
Consider self middle of the road	1,503,708	29.1%	105
Consider self somewhat liberal	618,565	12.0%	109
Consider self very liberal	284,025	5.5%	107

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Market Potential Automobiles & Other Vehicles	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
HH owns/leases any vehicle	2,334,841	45.2%	105
HH owns/leases 1 vehicle	795,617	15.4%	101
HH owns/leases 2 vehicles	949,181	18.4%	108
HH owns/leases 3+ vehicles	596,600	11.6%	106
HH owns/leases any domestic vehicle	1,647,994	31.9%	104
HH owns/leases any imported vehicle	1,105,107	21.4%	112
HH owns/leases compact car	373,509	7.2%	111
HH owns/leases intermediate car	560,396	10.9%	108
HH owns/leases luxury car	252,904	4.9%	108
HH owns/leases standard car	200,526	3.9%	104
HH owns/leases subcompact car	340,941	6.6%	112
HH owns/leases sedan/hard top/2 door vehicle	132,719	2.6%	104
HH owns/leases sedan/hard top/4 door vehicle	1,209,919	23.4%	107
HH owns/leases sport/utility vehicle	750,851	14.5%	111
HH owns/leases truck	703,517	13.6%	103
HH owns/leases van/minivan	344,928	6.7%	105
HH owns/leases vehicle with 4/all wheel drive	789,351	15.3%	110
HH owns/leases vehicle with front wheel drive	1,067,595	20.7%	108
HH bought new vehicle in last 12 months	232,593	4.5%	110
HH bought new domestic vehicle in last 12 months	125,147	2.4%	106
HH bought new imported vehicle in last 12 months	154,000	3.0%	113
HH bought used vehicle in last 12 months	387,373	7.5%	103
HH bought/leased vehicle in last 12 months	734,670	14.2%	106
HH bought/leased vehicle 1-2 years ago	826,622	16.0%	107
HH bought/leased vehicle 3-4 years ago	870,928	16.9%	107
HH bought/leased vehicle 5+ years ago	1,085,639	21.0%	108
Bought most recent vehicle	4,242,834	82.2%	103
Leased most recent vehicle	305,253	5.9%	105
Purchased/leased most recent veh: w/bank loan	647,921	12.6%	102
Purchased/leased most recent veh: with cash	1,793,896	34.8%	102
Purchased/leased most recent veh: dealer financing:Buyer	890,823	17.3%	104
Purchased/leased most recent veh: w/trade-in	924,601	17.9%	107
Most recent vehicle purchase/lease: Buick	159,334	3.1%	95
Most recent vehicle purchase/lease: Chevrolet	666,217	12.9%	98
Most recent vehicle purchase/lease: Dodge	330,132	6.4%	101
Most recent vehicle purchase/lease: Ford	747,500	14.5%	102
Most recent vehicle purchase/lease: Honda	389,818	7.6%	106
Most recent vehicle purchase/lease: Jeep	127,263	2.5%	108
Most recent vehicle purchase/lease: Nissan	190,668	3.7%	97
Most recent vehicle purchase/lease: Pontiac	144,678	2.8%	99
Most recent vehicle purchase/lease: Toyota	429,293	8.3%	107
Own any motorcycle	371,009	7.2%	105
Own 1 motorcycle	278,364	5.4%	106
Bought any motorcycle new	177,013	3.4%	105
Bought any motorcycle used	211,190	4.1%	106
Spent on most recent veh purch/lease: <\$20000	3,540,209	68.6%	103
Spent on most recent veh purch/lease: \$20000-29999:Buyer	1,041,307	20.2%	109
Spent on most recent veh purch/lease: \$30000+	555,273	10.8%	105
Miles driven in last 12 months: <5000	1,155,670	22.4%	97
Miles driven in last 12 months: 5000-9999	926,052	17.9%	104
Miles driven in last 12 months: 10000-19999	1,523,053	29.5%	109
Miles driven in last 12 months: 20000+	730,580	14.2%	108

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Market Potential Automobiles & Other Vehicles	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Belong to auto club	1,506,854	29.2%	110
Belong to AAA auto club	1,221,796	23.7%	112
Rented car for business use in last 12 months	598,247	11.6%	112
Rented car for personal use in last 12 months	880,419	17.1%	112
Rented car (personal use) last 12 mo: from Budget	177,949	3.4%	111
Rented car (personal use) last 12 mo: from Hertz	151,742	2.9%	107
Rented truck/trailer in last 12 months	339,213	6.6%	111
Rented U-Haul truck/trailer in last 12 months	175,362	3.4%	110
Rented truck to move personal/HH goods last 12 mo	259,154	5.0%	111
HH owns/leases minivan	254,586	4.9%	106
HH owns/leases compact pickup	154,090	3.0%	101
HH owns/leases full size pickup	256,570	5.0%	106
HH owns/leases compact sport/utility vehicle	450,684	8.7%	111
HH owns/leases full size sport/utility vehicle	157,038	3.0%	107
HH owns/leases convertible	89,212	1.7%	106
HH owns/leases 2 door coupe/sports coupe	310,179	6.0%	109
HH owns/leases 3 door hatchback/runabout	41,427	0.8%	110
HH owns/leases station wagon	85,482	1.7%	111
HH owns ATV/UTV	165,863	3.2%	98
HH has navigational system in vehicle	124,589	2.4%	110

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Market Potential Automotive Aftermarket	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Bought air filter in last 12 months	1,568,866	30.4%	101
Bought anti-freeze/coolant in last 12 months	1,579,601	30.6%	97
Bought 3+ gallons anti-freeze/coolant last 12 mo	352,349	6.8%	96
Bought car wax/polish in last 12 months	873,027	16.9%	100
Bought gasoline in last 6 months	4,624,570	89.6%	103
Bought gasoline in last 6 months: regular	3,781,896	73.3%	103
Bought gasoline in last 6 months: mid-grade	464,368	9.0%	104
Bought gasoline in last 6 months: premium/super	492,816	9.5%	105
Spent on gasoline in last 30 days: <\$50	752,159	14.6%	101
Spent on gasoline in last 30 days: \$50-199	2,951,847	57.2%	104
Spent on gasoline in last 30 days: \$200+	717,236	13.9%	104
Bought gas last 30 days: with cash	1,957,030	37.9%	94
Bought gas last 30 days: with debit card	1,490,269	28.9%	110
Bought gas last 30 days: with general credit card	977,504	18.9%	113
Bought gas last 30 days: with oil/gas credit card	679,535	13.2%	108
Bought gas additives in last 12 months	622,946	12.1%	96
Bought 4+ cans of gas additives in last 12 months	168,936	3.3%	92
Bought leather/vinyl protectant in last 12 months	929,214	18.0%	101
Used leather/vinyl protectant 4+ times last 12 mo	349,729	6.8%	100
Bought/changed motor oil in last 12 months	2,702,579	52.4%	101
Bought motor oil in last 12 months: <5 quarts	961,413	18.6%	100
Bought motor oil in last 12 months: 5-12 quarts	922,210	17.9%	101
Bought motor oil in last 12 months: 13+ quarts	828,071	16.0%	103
Add/change motor oil: auto repair chain store	121,931	2.4%	105
Add/change motor oil: car dealer	397,974	7.7%	106
Add/change motor oil: gas station/garage	376,022	7.3%	101
Add/change motor oil: Quick Lube center	265,385	5.1%	103
Add/change motor oil: self	953,545	18.5%	99
Add/change motor oil: other household member	307,254	6.0%	96
Bought motor oil: at auto parts store	754,383	14.6%	98
Bought motor oil: at Kmart/Wal-Mart	311,169	6.0%	95
Bought motor oil additives in last 12 months	409,384	7.9%	91
Bought muffler	259,020	5.0%	97
Bought oil filter in last 12 months	2,212,557	42.9%	101
Bought oil filter: at auto parts store	1,721,492	33.3%	100
Bought oil filter: at car dealer	318,302	6.2%	105
Bought oil filter: at gas station/garage	243,414	4.7%	104
Bought oil filter: at Wal-Mart	433,975	8.4%	94
Bought shock absorbers/struts in last 12 months	194,015	3.8%	91
Bought spark plugs in last 12 months	655,467	12.7%	94
Bought tires in last 12 months	1,533,742	29.7%	102
Bought tires in last 12 months: <\$100	130,257	2.5%	92
Bought tires in last 12 months: \$100-499	999,662	19.4%	102
Bought tires in last 12 months: \$500+	324,721	6.3%	105
Bought all season tires in last 12 months	555,095	10.8%	102
Bought radial tires in last 12 months	881,630	17.1%	103
Bought windshield wipers in last 12 months	1,466,861	28.4%	104
Had alignment service/repair in last 12 months	1,304,988	25.3%	105
Had brake lining/pad replacement in last 12 months:Buyer	1,526,839	29.6%	106
Had clutch replacement in last 12 months	130,548	2.5%	102
Had major engine repair in last 12 months	259,487	5.0%	103
Had minor engine repair in last 12 months	547,529	10.6%	107
Had vehicle paint job done in last 12 months	186,424	3.6%	104

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Market Potential Automotive Aftermarket	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Had transmission service in last 12 months	566,377	11.0%	97
Had tune-up in last 12 months	1,704,956	33.0%	105
Vehicle serviced by: auto repair chain store	846,186	16.4%	109
Vehicle serviced by: car dealer	2,128,068	41.2%	109
Vehicle serviced by: discount department store	242,341	4.7%	98
Vehicle serviced by: gas station/garage	1,321,485	25.6%	108
Vehicle serviced by: self	958,016	18.6%	102
Bought oil filter: at Quick Lube center	213,024	4.1%	103

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Market Potential Data
Source: ESRI 2010

Market Potential Baby Products	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
Used baby food in last 6 months	313,347	6.1%	93
Used baby food last 6 mo: First Foods/Stage 1	120,438	2.3%	97
Used baby food last 6 mo: Second Foods/Stage 2	124,330	2.4%	95
Used baby food last 6 mo: Third Foods/Stage 3	111,012	2.2%	96
Used baby food in last 6 months: Gerber	257,196	5.0%	96
Used infant cereal in last 6 months	248,514	4.8%	91
Used prepared infant formula in last 6 months	254,619	4.9%	92
Used infant formula (powder - dilute w/water)/6 mo:Buyer	183,862	3.6%	95
Used disposable diapers/underpants in last 6 mo	664,985	12.9%	97
Used Huggies in last 6 months	249,842	4.8%	96
Used Pampers in last 6 months	269,185	5.2%	100
Used store-brand/generic diapers/underpants/6 mo	128,001	2.5%	96
Used baby nurser in last 6 months	228,619	4.4%	91
Used firm plastic baby nurser in last 6 months	138,777	2.7%	89
Used baby lotion in last 6 months	606,276	11.7%	92
Used baby oil in last 6 months	434,377	8.4%	88
Used baby ointment in last 6 months	507,002	9.8%	96
Used baby powder in last 6 months	756,670	14.7%	93
Used baby shampoo in last 6 months	660,584	12.8%	95
Used pre-moistened baby wipes in last 6 months	993,724	19.3%	96
Bought baby furniture/equipment in last 6 months	269,606	5.2%	95
Bought baby car seat in last 6 months	119,684	2.3%	93
HH owns any baby furniture/equipment	308,151	6.0%	100
HH owns baby car seat	247,098	4.8%	100
HH owns baby carrier/backpack	113,027	2.2%	102
HH owns infant crib	180,536	3.5%	104
HH owns playpen	155,978	3.0%	101
HH owns stroller	224,315	4.3%	101
Used baby bath/wash/soap product in last 6 months	602,460	11.7%	95

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Beverage Consumption (Alcoholic)	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Drank beer/ale in last 6 months	2,297,990	44.5%	105
Drank imported beer/ale in last 6 months	1,095,898	21.2%	108
Drank premium domestic beer/ale in last 6 months	1,200,028	23.2%	105
Drank regular domestic beer/ale in last 6 months	1,749,624	33.9%	105
Drank super premium domestic beer/ale in last 6 mo:Buyer	514,181	10.0%	115
Drank low calorie domestic beer in last 6 months	1,094,681	21.2%	107
Drank low/no alcohol beer in last 6 months	104,371	2.0%	97
Drank bourbon in last 6 months	413,695	8.0%	108
Drank brandy in last 6 months	183,605	3.6%	93
Drank Canadian whisky in last 6 months	287,809	5.6%	102
Drank champagne/sparkling wine in last 6 months	501,882	9.7%	111
Drank cognac in last 6 months	225,899	4.4%	89
Drank cordial/liqueur in last 6 months	650,544	12.6%	110
Drank flavored alcoholic beverage/cooler last 6 mo:Buyer	619,571	12.0%	105
Drank gin in last 6 months	305,399	5.9%	103
Drank Irish whiskey in last 6 months	106,425	2.1%	109
Drank malt liquor in last 6 months	109,678	2.1%	88
Drank port/sherry/dessert wine in last 6 months	145,641	2.8%	100
Drank prepared mixed drink w/liquor in last 6 mo	269,272	5.2%	98
Drank rum in last 6 months	733,074	14.2%	109
Drank rye or blended whiskey in last 6 months	120,300	2.3%	102
Drank scotch whisky in last 6 months	246,856	4.8%	104
Drank tequila in last 6 months	646,102	12.5%	106
Drank vermouth in last 6 months	124,438	2.4%	104
Drank vodka in last 6 months	905,341	17.5%	108
Drank domestic dinner/table wine in last 6 months	1,391,116	26.9%	113
Drank red domestic dinner/table wine in last 6 mo	740,543	14.3%	115
Drank white domestic dinner/table wine last 6 mo	636,757	12.3%	117
Drank imported dinner/table wine in last 6 months	680,151	13.2%	113
Drank red imported dinner/table wine in last 6 mo	383,081	7.4%	112
Drank white imported dinner/table wine last 6 mo	266,532	5.2%	108

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Books	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Bought book in last 12 months	2,727,606	52.8%	107
Bought 1-3 books in last 12 months	1,024,616	19.8%	103
Bought 4-9 books in last 12 months	855,398	16.6%	106
Bought 10+ books in last 12 months	847,333	16.4%	112
Bought paperback book in last 12 months	2,094,304	40.6%	109
Bought <3 paperback books in last 12 months	695,275	13.5%	106
Bought 3-6 paperback books in last 12 months	731,368	14.2%	108
Bought 7+ paperback books in last 12 months	671,189	13.0%	112
Bought hardcover book in last 12 months	1,551,075	30.0%	109
Bought <3 hardcover books in last 12 months	668,446	12.9%	108
Bought 3-5 hardcover books in last 12 months	449,777	8.7%	109
Bought 6+ hardcover books in last 12 months	440,329	8.5%	108
Bought book (fiction) in last 12 months	1,572,427	30.5%	110
Bought book (non-fiction) in last 12 months	1,442,193	27.9%	109
Bought biography in last 12 months	399,507	7.7%	110
Bought children's book in last 12 months	686,997	13.3%	105
Bought cookbook in last 12 months	601,693	11.7%	106
Bought desk dictionary in last 12 months	109,411	2.1%	95
Bought history book in last 12 months	432,879	8.4%	109
Bought mystery book in last 12 months	651,999	12.6%	109
Bought personal/business self-help book last 12 mo:Buyer	417,780	8.1%	111
Bought religious book (not bible) last 12 months	432,562	8.4%	105
Bought romance book in last 12 months	333,037	6.5%	102
Bought science fiction book in last 12 months	234,688	4.5%	110
Bought book through book club in last 12 months	254,946	4.9%	102
Bought book at book store in last 12 months	1,870,039	36.2%	110
Bought book at convenience store in last 12 months:Buyer	103,433	2.0%	94
Bought book at department store in last 12 months	404,069	7.8%	102
Bought book at drug store in last 12 months	117,466	2.3%	104
Bought book through Internet in last 12 mo	523,950	10.2%	111
Bought book through mail order in last 12 months	185,227	3.6%	101
Bought book at supermarket in last 12 months	268,518	5.2%	105
Bought book at warehouse store in last 12 months	340,844	6.6%	110
Bought book at Barnes & Noble in last 12 months	1,110,909	21.5%	113
Bought book at Borders in last 12 months	629,089	12.2%	113

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Cameras & Film	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Bought any camera in last 12 months	781,840	15.1%	102
Spent on cameras in last 12 months: <\$100	274,224	5.3%	94
Spent on cameras in last 12 months: \$100-199	144,211	2.8%	99
Spent on cameras in last 12 months: \$200+	258,094	5.0%	108
Own APS (point & shoot or SLR) camera	154,247	3.0%	106
Own digital camera	1,788,490	34.6%	112
Bought digital camera in last 12 months	394,966	7.7%	108
Own instant developing camera	102,975	2.0%	95
Own 35mm auto focus point & shoot camera	300,878	5.8%	109
Own 35mm auto focus single lens reflex camera	146,068	2.8%	107
Own 35mm auto focus zoom camera	341,781	6.6%	105
Own 35mm single lens reflex camera	193,223	3.7%	109
Own Canon camera	857,107	16.6%	112
Own Fuji camera	241,047	4.7%	100
Bought Fuji camera in last 12 months	87,288	1.7%	90
Own Kodak camera	663,788	12.9%	104
Bought Kodak camera in last 12 months	180,404	3.5%	97
Own Nikon camera	294,607	5.7%	114
Own Olympus camera	279,110	5.4%	110
Own Polaroid camera	125,402	2.4%	95
Bought any camera accessory in last 12 months	1,058,213	20.5%	107
Bought film in last 12 months	1,263,102	24.5%	104
Bought film in last 12 months: <3 rolls	519,618	10.1%	101
Bought film in last 12 months: 3-6 rolls	424,419	8.2%	102
Bought film in last 12 months: 7+ rolls	327,011	6.3%	108
Bought film in last 12 mo: APS (color prints)	151,922	2.9%	103
Bought film in last 12 mo: instant developing	117,150	2.3%	98
Bought film in last 12 mo: 35mm (black & white)	63,183	1.2%	104
Bought film in last 12 mo: 35mm (color prints)	814,598	15.8%	105
Bought Fuji film in last 12 months	353,491	6.8%	102
Bought Kodak film in last 12 months	810,808	15.7%	104
Bought store-brand film in last 12 months	119,182	2.3%	103
Purchased film in last 12 mo: department store	201,497	3.9%	91
Purchased film in last 12 mo: discount store	354,327	6.9%	103
Purchased film in last 12 mo: drug store	314,834	6.1%	106
Purchased film in last 12 mo: grocery store	161,370	3.1%	109
Purchased film in last 12 mo: 1 hour service store:Buyer	130,128	2.5%	98
Had film processed at department store	123,800	2.4%	92
Had film processed at discount store	231,157	4.5%	103
Had film processed at drug store	292,822	5.7%	107
Had film processed at grocery store	96,308	1.9%	109
Had film processed at 1 hour service store	150,539	2.9%	99
Bought memory card for camera in last 12 months	425,600	8.2%	108
Own memory card for camera	1,313,128	25.4%	112
Own digital point & shoot camera	1,334,524	25.9%	112
Bought digital point & shoot camera in last 12 mo	285,407	5.5%	109
Own digital SLR camera	519,116	10.1%	111
Bought digital SLR camera in last 12 months	131,146	2.5%	104
Bought Canon camera in last 12 months	129,215	2.5%	107

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Civic Activities	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Participated in any public activity in last 12 mo	3,996,496	77.4%	104
Engaged in fund raising in last 12 months	940,347	18.2%	109
Made contribution to PBS in last 12 months	230,661	4.5%	109
Participated in environmental grp/cause last 12 mo:Buyer	216,647	4.2%	112
Recycled products in last 12 months	2,892,736	56.0%	108
Voted in federal/state/local election last 12 mo	2,383,567	46.2%	106
Worked for a political party in last 12 months	98,568	1.9%	101
Wrote something that has been published last 12 mo:Buyer	173,285	3.4%	110
Member of civic club	137,916	2.7%	104
Written or called a politician in last 12 months	524,458	10.2%	109
Written letter to news/mag editor/called radio/TV	251,769	4.9%	110
Attended public meeting on town or school affairs	807,390	15.6%	104
Served on committee for local organization	441,041	8.5%	108
Made a speech in last 12 months	363,994	7.1%	110
Made contribution to NPR in last 12 months	153,668	3.0%	111

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Convenience Stores	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Shopped at convenience store in last 6 months	3,177,069	61.5%	103
Shopped at BP/Amoco Food Mart in last 6 months	530,476	10.3%	99
Shopped at AM/PM in last 6 months	423,102	8.2%	104
Shopped at Circle K in last 6 months	361,783	7.0%	104
Shopped at Citgo Quik Mart in last 6 months	283,372	5.5%	100
Shopped at ExxonMobil On the Run in last 6 months	404,145	7.8%	105
Shopped at 7-Eleven in last 6 months	1,154,301	22.4%	108
Shopped at Stop-N-Go in last 6 months	133,108	2.6%	95
Shopped at Wawa in last 6 months	243,823	4.7%	114
Bought at c-store/30 days: candy	1,086,294	21.0%	100
Bought at c-store/30 days: cigarettes	747,311	14.5%	98
Bought at c-store/30 days: brewed coffee	842,336	16.3%	103
Bought at c-store/30 days: gas	1,752,327	33.9%	102
Bought at c-store/30 days: ice cream	479,142	9.3%	94
Bought at c-store/30 days: lottery ticket	893,832	17.3%	101
Bought at c-store/30 days: milk	779,451	15.1%	100
Bought at c-store/30 days: snack food	1,159,553	22.5%	101
Bought at c-store/30 days: soft drink (bottle/can):Buyer	1,512,436	29.3%	98
Bought at c-store/30 days: soft drink (fountain)	661,916	12.8%	101
Bought at c-store/30 days: juice drink	426,417	8.3%	98
Bought at c-store/30 days: nonprescription drug	129,366	2.5%	92
Spent at c-store/30 days: <\$20	526,799	10.2%	105
Spent at c-store/30 days: \$20-39	542,039	10.5%	105
Spent at c-store/30 days: \$40+	1,837,654	35.6%	101
Bought at c-store/30 days: bread	521,327	10.1%	93
Bought at c-store/30 days: breakfast sandwich	391,804	7.6%	97
Bought at c-store/30 days: lunch sandwich	329,799	6.4%	97
Used at c-store/30 days: ATM/financial service	288,898	5.6%	105

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Electronics	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
Use a personal computer at work	1,886,862	36.6%	113
HH owns a personal computer	1,998,235	38.7%	109
Purchased home PC in last 12 months	442,499	8.6%	113
Purchased home PC 1-2 years ago	619,831	12.0%	110
Purchased home PC 3-4 years ago	506,441	9.8%	111
Purchased home PC 5+ years ago	248,534	4.8%	106
Spent <\$500 on home PC	242,193	4.7%	105
Spent \$500-999 on home PC	512,960	9.9%	110
Spent \$1000-1499 on home PC	423,436	8.2%	113
Spent \$1500-1999 on home PC	239,627	4.6%	113
Spent \$2000+ on home PC	221,453	4.3%	112
Purchased home PC at computer superstore	362,151	7.0%	114
Purchased home PC at department store	110,122	2.1%	97
Purchased home PC direct from manufacturer	406,963	7.9%	112
Purchased home PC at electronics store	278,053	5.4%	111
Purchased home PC on Internet	227,194	4.4%	114
Purchased home PC at warehouse discount outlet	61,348	1.2%	109
HH owns desktop PC	1,608,288	31.2%	108
HH owns laptop/notebook/tablet PC	755,806	14.6%	115
HH owns any Apple/Apple Mac clone brand PC	145,224	2.8%	112
HH owns any IBM/IBM compatible brand PC	1,824,633	35.3%	109
Brand of PC that HH owns: Compaq	241,616	4.7%	107
Brand of PC that HH owns: Dell	803,258	15.6%	110
Brand of PC that HH owns: Gateway	190,926	3.7%	107
Brand of PC that HH owns: Hewlett Packard	390,934	7.6%	108
Brand of PC that HH owns: Lenovo/IBM	49,638	1.0%	107
Child (under 18) uses home PC	563,761	10.9%	105
HH owns CD burner	1,026,166	19.9%	111
HH owns CD ROM drive	1,102,927	21.4%	110
HH owns DVD drive	657,639	12.7%	113
HH owns LAN/network interface card	335,919	6.5%	114
HH owns inkjet printer	1,238,657	24.0%	110
HH owns laser printer	408,324	7.9%	113
HH owns removable cartridge storage device	175,739	3.4%	109
HH owns scanner	780,084	15.1%	110
HH owns PC speakers	1,171,039	22.7%	110
HH owns tape backup	75,808	1.5%	107
HH owns software: accounting	270,832	5.2%	114
HH owns software: communications/fax	237,909	4.6%	112
HH owns software: database/filing	254,776	4.9%	114
HH owns software: desktop publishing	364,004	7.1%	116
HH owns software: education/training	276,675	5.4%	109
HH owns software: entertainment/games	816,878	15.8%	110
HH owns software: personal finance/tax prep	410,536	8.0%	116
HH owns software: presentation graphics	242,918	4.7%	117
HH owns software: multimedia	440,200	8.5%	113
HH owns software: networking	313,940	6.1%	113
HH owns software: spreadsheet	671,906	13.0%	115
HH owns software: utility	207,995	4.0%	114
HH owns software: web authoring	95,838	1.9%	111
HH owns software: word processing	966,670	18.7%	114
Spent \$500+ on software for home PC in last 12 mo	70,178	1.4%	108

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Electronics	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Purchased computer book in last 12 months	136,367	2.6%	110
HH owns fax machine	249,551	4.8%	110
Purchased audio equipment in last 12 months	227,836	4.4%	107
Purchased headphones in last 12 months	95,276	1.8%	107
HH owns camcorder	546,428	10.6%	108
Purchased camcorder in last 12 months	59,758	1.2%	105
HH owns digital camcorder	241,473	4.7%	107
HH owns CD player	1,343,208	26.0%	108
Purchased CD player in last 12 months	138,704	2.7%	103
HH owns DVD player	1,730,375	33.5%	106
Purchased DVD player in last 12 months	279,449	5.4%	104
HH owns 1 TV	514,840	10.0%	101
HH owns 2 TVs	699,720	13.6%	103
HH owns 3 TVs	585,642	11.3%	102
HH owns 4+ TVs	556,887	10.8%	104
HH owns color floor TV	1,035,742	20.1%	106
HH owns color portable TV	1,463,786	28.4%	102
HH owns miniature screen TV (<13 in)	226,831	4.4%	104
HH owns regular screen TV (13-26 in)	1,223,362	23.7%	104
Most recent TV purchase: regular screen (13-26 in):Buyer	684,428	13.3%	102
HH owns large screen TV (27-35 in)	1,266,262	24.5%	104
Most recent TV purchase: large screen (27-35 in)	881,806	17.1%	103
HH owns VCR	1,278,465	24.8%	106
HH owns combination TV/VCR	405,142	7.8%	105
HH owns video game system	832,121	16.1%	104
Purchased video game system in last 12 months	240,113	4.7%	108
HH owns video game system: Game Boy	191,110	3.7%	104
HH owns video game system: Sony PlayStation/PS One:Buyer	120,949	2.3%	104
HH purchased 5+ video games in last 12 months	291,815	5.7%	107
HH owns modem/fax modem	636,252	12.3%	111
HH owns big screen TV (36-42 in)	418,693	8.1%	108
Most recent TV purchase: big screen (36-42 in)	305,218	5.9%	108
HH owns giant screen TV (over 42 in)	335,018	6.5%	108
Most recent TV purchase: giant screen (over 42 in):Buyer	263,251	5.1%	108
HH owns plasma TV	157,164	3.0%	105
HH owns projection TV	152,552	3.0%	107
HH owns video game system: Game Boy Advance/SP	201,480	3.9%	107
HH owns video game system: Nintendo GameCube	142,561	2.8%	105
HH owns video game system: PlayStation 2	452,374	8.8%	103
HH owns video game system: Xbox	181,035	3.5%	106
HH owns MP3 player	571,529	11.1%	112
Purchased MP3 player in last 12 months	249,606	4.8%	112
HH owns Apple iPod	237,251	4.6%	114
HH purchased Apple iPod in last 12 months	84,640	1.6%	111
Brand of PC that HH owns: Sony Vaio	73,774	1.4%	110
Most recent TV purchase: miniature screen (<13 in):Buyer	80,120	1.6%	97
HH owns LCD TV	354,822	6.9%	110
HH owns video game system: handheld	391,146	7.6%	105
HH owns video game system: attached to TV/computer:Buyer	724,789	14.0%	105
HH owns video game system: Nintendo DS	152,109	2.9%	106
HH owns video game system: Sony PSP	60,816	1.2%	102
HH owns video game system: Xbox 360	112,373	2.2%	109
HH spent \$101+ on video games in last 12 months	183,796	3.6%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Financial	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Bank/financial institution: use full service bank	2,732,753	52.9%	106
Bank/financial institution: use savings & loan	583,023	11.3%	101
Bank/financial institution: use credit union	1,304,034	25.3%	111
Bank/financial institution: use fed savings bank	124,041	2.4%	98
Used ATM/cash machine in last 12 months	2,832,583	54.9%	108
Banked in person in last 12 months	2,911,732	56.4%	106
Banked by mail in last 12 months	294,304	5.7%	108
Banked by phone in last 12 months	857,448	16.6%	109
Used direct deposit of paycheck in last 12 months	2,146,530	41.6%	108
Have interest checking account	1,786,779	34.6%	108
Have non-interest checking account	1,508,881	29.2%	106
Have money market account	702,553	13.6%	113
Have savings account	2,094,806	40.6%	109
Have 401K retirement savings	948,677	18.4%	111
Have IRA retirement savings	837,185	16.2%	112
Have auto loan for new car	651,332	12.6%	109
Have personal loan for education only	213,918	4.1%	110
Have personal loan - not for education	138,742	2.7%	98
Have home mortgage (1st)	1,050,615	20.4%	112
Have 2nd mortgage (equity loan)	349,550	6.8%	111
Have mortgage refinance/consolidation loan	129,545	2.5%	106
Have home equity line of credit	331,148	6.4%	114
Have personal line of credit	238,850	4.6%	105
Have overdraft protection	669,912	13.0%	111
Own any securities investment	1,396,176	27.0%	112
Own annuities	183,699	3.6%	107
Own certificate of deposit (6 months or less)	183,341	3.6%	107
Own certificate of deposit (more than 6 months)	308,212	6.0%	107
Own common/preferred stock in company you work for:Buyer	178,615	3.5%	110
Own common stock in company you don't work for	363,174	7.0%	111
Own insured money market account (bank)	122,948	2.4%	109
Own shares in money market fund	368,814	7.1%	112
Own shares in mutual fund (bonds)	332,486	6.4%	112
Own shares in mutual fund (stock)	546,151	10.6%	112
Own any stock	522,230	10.1%	112
Own stock with market value <\$10000	163,633	3.2%	110
Own stock with market value \$10000-49999	139,011	2.7%	112
Own stock with market value \$50000+	145,321	2.8%	107
Own U.S. savings bond	402,024	7.8%	110
Used stock rating service in last 12 months	89,627	1.7%	106
Used financial planning counsel in last 12 months	423,430	8.2%	111
Own any credit/debit card (in own name)	3,998,637	77.5%	106
Own American Express card (in own name)	687,287	13.3%	111
Own Discover card (in own name)	669,261	13.0%	107
Own MasterCard (in own name)	1,927,081	37.3%	107
Own Visa (in own name)	2,730,272	52.9%	108
Own any department store credit card (in own name):Buyer	1,785,340	34.6%	106
Avg monthly credit card expenditures: <\$111	778,712	15.1%	103
Avg monthly credit card expenditures: \$111-225	492,588	9.5%	106
Avg monthly credit card expenditures: \$226-450	478,145	9.3%	108
Avg monthly credit card expenditures: \$451-700	394,407	7.6%	107
Avg monthly credit card expenditures: \$701+	791,628	15.3%	112
Bank/financial institution: use mutual funds co	203,309	3.9%	112

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Financial	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Did banking over the Internet in last 12 months	1,517,395	29.4%	116
Bank/financial institution: use Internet Bank	219,572	4.3%	114
Used discount brokerage firm in last 12 months	105,831	2.1%	104
Used full service brokerage firm in last 12 months:Buyer	345,425	6.7%	110
Have special Seniors Club account	75,613	1.5%	90
Have college savings plan (529 plan)	156,456	3.0%	111

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Furniture & HH Goods	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Purchased any HH furnishing in last 12 months	299,792	5.8%	111
Purchased bedding/bath goods in last 12 months	1,465,774	28.4%	105
Purchased cooking/serving product in last 12 mo	735,214	14.2%	106
Purchased table setting in last 12 months	347,862	6.7%	106
Purchased ready-made horizontal blinds last 12 mo	58,854	1.1%	104
Purchased curtains in last 12 months	129,013	2.5%	106
Purchased draperies in last 12 months	58,109	1.1%	102
Purchased table/floor lamp in last 12 months	140,307	2.7%	112
Purchased area rug in last 12 months	161,119	3.1%	111
Purchased bed frame/headboard in last 12 months	116,800	2.3%	108
Purchased box spring in last 12 months	138,656	2.7%	109
Purchased mattress in last 12 months	194,511	3.8%	109
Purchased recliner in last 12 months	91,261	1.8%	102
Purchased sofa/sectional in last 12 months	181,358	3.5%	110
Purchased dining room furniture in last 12 months	77,686	1.5%	106
Purchased home office furniture in last 12 months	64,728	1.3%	109
Purchased kitchen furniture in last 12 months	71,819	1.4%	104
Purchased lawn/porch furniture in last 12 months	90,498	1.8%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Garden & Lawn	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
Have a garden	1,754,236	34.0%	104
Participated in outdoor gardening in last 12 mo	1,819,758	35.3%	104
Purchased lawn maintenance service in last 12 mo	176,063	3.4%	107
Used service for property/garden maint last 12 mo	330,032	6.4%	107
Spent \$150+ on property/garden maint in last 12 mo:Buyer	648,481	12.6%	112
Purchased bulbs in last 12 months	388,650	7.5%	107
Purchased flower seeds in last 12 months	384,165	7.4%	106
Purchased garden fertilizer in last 12 months	543,224	10.5%	108
Purchased garden insecticide in last 12 months	322,084	6.2%	104
Purch lawn fertilizer w/weed control in last 12 mo:Buyer	558,994	10.8%	111
Purch lawn fertilizer (no weed control) last 12 mo:Buyer	157,397	3.0%	110
Purchased lawn insecticide in last 12 months	197,804	3.8%	106
Purchased lawn seed in last 12 months	373,382	7.2%	111
Purchased organic soil additives in last 12 months:Buyer	118,572	2.3%	112
Purchased potting soil in last 12 months	615,710	11.9%	108
Purchased outdoor shrub/plant in last 12 months	489,064	9.5%	111
Purchased tree in last 12 months	183,440	3.6%	109
Purchased vegetable plants in last 12 months	396,418	7.7%	104
Purchased vegetable seeds in last 12 months	255,950	5.0%	102
Purchased weed killer in last 12 months	434,642	8.4%	108
HH owns garden tiller	150,422	2.9%	98
HH owns walk behind lawn mower (electric)	89,993	1.7%	103
HH owns walk behind lawn mower (gas)	642,812	12.5%	106
HH owns riding lawn mower	296,146	5.7%	97
HH owns non-power lawn mower	80,298	1.6%	100
HH owns lawn or garden tractor	111,884	2.2%	99
HH owns shears (non-electric)	414,768	8.0%	110
HH owns shovel	782,160	15.2%	107
HH owns trimmer/edger (electric)	300,383	5.8%	108
HH owns trimmer/edger (gas)	250,031	4.8%	107

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Grocery	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Avg spent per week by HH at food stores: <\$100	587,481	11.4%	101
Avg spent per week by HH at food stores: \$100-\$149:Buyer	488,390	9.5%	105
Avg spent per week by HH at food stores: \$150+	797,057	15.4%	106
Shopped at grocery store/6 mo: A & P	129,214	2.5%	89
Shopped at grocery store/6 mo: Acme	102,492	2.0%	108
Shopped at grocery store/6 mo: Albertson's	750,625	14.5%	110
Shopped at grocery store/6 mo: Aldi	356,326	6.9%	89
Shopped at grocery store/6 mo: Cub Foods	152,541	3.0%	110
Shopped at grocery store/6 mo: Food Lion	352,901	6.8%	94
Shopped at grocery store/6 mo: Fred Meyer	279,031	5.4%	130
Shopped at grocery store/6 mo: GNC	147,476	2.9%	99
Shopped at grocery store/6 mo: Giant	268,244	5.2%	108
Shopped at grocery store/6 mo: Harris Teeter	134,926	2.6%	102
Shopped at grocery store/6 mo: H.E. Butt/HEB	159,222	3.1%	92
Shopped at grocery store/6 mo: IGA	229,364	4.4%	86
Shopped at grocery store/6 mo: Kroger	827,447	16.0%	97
Shopped at grocery store/6 mo: Pathmark	138,292	2.7%	73
Shopped at grocery store/6 mo: Piggly Wiggly	142,777	2.8%	70
Shopped at grocery store/6 mo: Publix	453,363	8.8%	104
Shopped at grocery store/6 mo: Safeway	620,318	12.0%	121
Shopped at grocery store/6 mo: Shop'N Save	116,772	2.3%	93
Shopped at grocery store/6 mo: Stop'N Shop	296,810	5.7%	95
Shopped at grocery store/6 mo: Vons	188,110	3.6%	95
Shopped at grocery store/6 mo: Wal-Mart Superctr	2,682,723	52.0%	99
Shopped at grocery store/6 mo: Winn Dixie	252,823	4.9%	91
Used air freshener/carpet/rm deodorizer last 6 mo	3,273,852	63.4%	99
Used aluminum foil in last 6 months	4,402,929	85.3%	100
Used artificial sweetener in last 6 months	1,616,463	31.3%	103
Used automatic dishwasher detergent in last 6 mo	3,161,487	61.2%	110
Used bacon and breakfast strips in last 6 months	3,202,213	62.0%	101
Used bagels in last 6 months	2,083,661	40.4%	106
Used baking chips in last 6 months	1,867,056	36.2%	105
Used baking coconut in last 6 months	783,810	15.2%	99
Used baking mix (not cake mix) in last 6 months	1,648,507	31.9%	101
Used baking powder/soda in last 6 months	2,948,325	57.1%	102
Used bar baking chocolate in last 6 months	845,938	16.4%	104
Purchased batteries in last 6 months	3,384,767	65.6%	103
Used beef (fresh/frozen) in last 6 months	3,623,395	70.2%	101
Used bleach in last 6 months	3,897,152	75.5%	99
Used bottled barbecue/seasoning sauce in last 6 mo:Buyer	3,642,520	70.6%	101
Drank bottled water/seltzer in last 6 months	3,321,879	64.4%	102
Purchased boxed chocolates in last 6 months	1,137,372	22.0%	100
Used bread in last 6 months	4,987,092	96.6%	100
Used bran bread in last 6 months	316,412	6.1%	100
Used cinnamon bread in last 6 months	646,011	12.5%	104
Used French bread in last 6 months	959,188	18.6%	107
Used Italian bread in last 6 months	869,325	16.8%	106
Used multi-grain bread in last 6 months	1,523,784	29.5%	112
Used oat bread in last 6 months	358,292	6.9%	109
Used pita bread in last 6 months	334,238	6.5%	108
Used potato bread in last 6 months	614,536	11.9%	102
Used pumpernickel bread in last 6 months	247,235	4.8%	108
Used raisin bread in last 6 months	582,964	11.3%	103

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Grocery	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Used rye bread in last 6 months	573,028	11.1%	106
Used sour dough bread in last 6 months	562,385	10.9%	113
Used wheat bread in last 6 months	2,704,629	52.4%	103
Used white bread in last 6 months	2,477,701	48.0%	97
Used reduced calorie/light bread in last 6 months	713,888	13.8%	104
Used bread crumbs/coating mix in last 6 months	1,821,042	35.3%	104
Used breadsticks in last 6 months	312,561	6.1%	96
Used breakfast cereal (cold) in last 6 months	4,519,492	87.6%	100
Used breakfast cereal (hot) in last 6 months	2,927,936	56.7%	101
Used breakfast/granola/fruit bars & snacks/6 mo	2,067,435	40.1%	105
Used brownie/cookie mix in last 6 months	1,839,297	35.6%	103
Used butter in last 6 months	2,980,715	57.7%	104
Bought hard roll candy in last 6 months	1,191,044	23.1%	94
Bought candy (indiv king size) in last 6 months	601,708	11.7%	96
Bought candy (indiv regular size) in last 6 months:Buyer	3,440,072	66.6%	100
Bought prepackaged loose candy in last 6 months	1,567,632	30.4%	98
Used canned beans with sauce in last 6 months	2,473,657	47.9%	99
Used canned chicken in last 6 months	623,714	12.1%	99
Used canned meat in last 6 months	689,564	13.4%	87
Used canned or jarred fruit in last 6 months	2,921,502	56.6%	99
Used canned or jarred mushrooms in last 6 months	1,318,802	25.5%	101
Used canned or jarred soup/broth in last 6 months	3,198,481	62.0%	103
Used canned or jarred spaghetti/macaroni last 6 mo:Buyer	1,124,662	21.8%	96
Used canned or jarred vegetables in last 6 months	3,102,149	60.1%	99
Used canned stew in last 6 months	588,953	11.4%	91
Used canned tomatoes in last 6 months	3,154,056	61.1%	102
Used canned tuna in last 6 months	3,495,033	67.7%	101
Used carpet/rug cleaner in last 6 months	2,064,092	40.0%	104
Used cellophane/transparent tape in last 6 months	2,658,558	51.5%	104
Used charcoal in last 12 months	1,450,142	28.1%	95
Used charcoal lighter fluid in last 12 months	1,120,769	21.7%	94
Used cheese (Amer pasteurized processed) last 6 mo:Buyer	3,523,978	68.3%	99
Used cheese (grated) in last 6 months	2,564,628	49.7%	103
Used cheese (natural or imported) in last 6 months:Buyer	3,310,869	64.1%	103
Used cheese sauce/spread in last 6 months	750,959	14.5%	99
Used chicken/turkey (fresh or frozen) in last 6 mo:Buyer	3,891,043	75.4%	101
Used chili in last 6 months	1,653,641	32.0%	98
Used cocoa powder (for baking) in last 6 months	1,252,927	24.3%	99
Used instant/freeze-dried coffee in last 6 months	724,968	14.0%	90
Used flavored instant coffee in last 6 months	464,488	9.0%	91
Used ground coffee in last 6 months	3,011,201	58.3%	101
Used regular ground coffee in last 6 months	2,039,211	39.5%	100
Used decaffeinated ground coffee in last 6 months	385,212	7.5%	96
Used flavored ground coffee in last 6 months	695,509	13.5%	102
Used unflavored ground coffee in last 6 months	2,006,852	38.9%	103
Ground coffee used/6 mo: Folgers Breakfast Blend	163,406	3.2%	100
Ground coffee used/6 mo: Folgers Classic Roast	833,988	16.2%	97
Ground coffee/6 mo: Folgers Classic Roast (decaf)	182,557	3.5%	94
Ground coffee used/6 mo: Folgers French Roast	174,775	3.4%	103
Ground coffee used/6 mo: Folgers 100% Colombian	206,441	4.0%	99
Ground coffee used/6 mo: Folgers Special Roast	172,012	3.3%	93
Ground coffee/6 mo: Maxwell Hse Original (reg)	221,627	4.3%	96
Ground coffee/6 mo: Maxwell Hse 100% Colombian	170,669	3.3%	102
Ground coffee/6 mo: Maxwell Hse French Roast (reg):Buyer	105,556	2.0%	97
Ground coffee/6 mo: Maxwell Hse Master Blend (reg):Buyer	292,898	5.7%	95

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Grocery	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Ground coffee used/6 mo: Starbucks	317,526	6.2%	111
Used whole coffee beans in last 6 months	802,079	15.5%	108
Used regular whole coffee beans in last 6 mo	602,876	11.7%	111
Used decaffeinated whole coffee beans in last 6 mo:Buyer	193,369	3.7%	103
Used flavored whole coffee beans in last 6 months	230,590	4.5%	104
Used unflavored whole coffee beans in last 6 mo	439,127	8.5%	112
Used whole coffee beans last 6 mo: Folgers	103,161	2.0%	83
Used whole coffee beans last 6 mo: Starbucks	241,224	4.7%	107
Used 3+ pounds whole coffee beans in last 30 days	255,906	5.0%	111
Bought coffee beans/6 mo: supermrkt/grocery store	439,906	8.5%	108
Bought coffee beans/6 mo: gourmet/specialty shop	157,135	3.0%	108
Drank cola (regular) in last 6 months	2,617,811	50.7%	97
Drank cola (regular caffeine-free) in last 6 mo	191,472	3.7%	96
Used cold cuts in last 6 months	3,693,580	71.6%	100
Used cooked ham in last 6 months	1,723,636	33.4%	97
Used cookies (ready-to-eat) in last 6 months	3,444,779	66.7%	99
Used corn/tortilla chips/cheese snacks last 6 mo	3,251,449	63.0%	102
Used Cornish hen in last 6 months	434,793	8.4%	90
Used cornmeal in last 6 months	1,203,009	23.3%	88
Used cottage cheese in last 6 months	2,129,314	41.2%	105
Used crackers in last 6 months	4,071,095	78.9%	100
Used cream cheese in last 6 months	2,754,381	53.4%	103
Used croissants/crescent rolls in last 6 months	457,473	8.9%	102
Used dessert toppings in last 12 months	1,254,423	24.3%	103
Used detergent/soap for fine fabrics in last 6 mo	1,968,262	38.1%	99
Used detergent/soap for regular laundry last 6 mo	4,695,457	91.0%	100
Used devilled ham in last 6 months	304,280	5.9%	86
Drank diet cola in last 6 months	2,200,158	42.6%	103
Drank diet cola (caffeine-free) in last 6 months	529,130	10.3%	103
Drank diet non-cola soft drink in last 6 months	1,145,675	22.2%	101
Used dip (ready-to-serve) in last 6 months	1,788,055	34.6%	101
Used dishwashing liquid in last 6 months	4,541,290	88.0%	100
Used disposable cups in last 6 months	1,990,153	38.6%	97
Used disposable plates in last 12 months	2,918,778	56.5%	99
Used doughnuts (ready-to-eat) in last 6 months	1,915,919	37.1%	98
Used drain/septic tank cleaner in last 6 months	1,144,161	22.2%	97
Used dried fruit in last 6 months	1,815,719	35.2%	101
Used drink additives (add milk/water) in last 6 mo:Buyer	2,289,693	44.4%	100
Used dry cake mix in last 6 months	2,155,839	41.8%	99
Used dry milk in last 6 months	287,296	5.6%	95
Used dry soup/bouillon in last 6 months	1,981,539	38.4%	100
Used eggs in last 6 months	4,603,281	89.2%	101
Used English muffins in last 6 months	2,106,494	40.8%	105
Used evaporated/condensed milk in last 6 months	1,311,308	25.4%	94
Used extract in last 6 months	1,569,840	30.4%	102
Used fabric softener in last 6 months	3,663,778	71.0%	100
Used facial tissues in last 6 months	3,661,555	70.9%	102
Used firelog in last 12 months	525,142	10.2%	107
Used fish/seafood (fresh or frozen) in last 6 mo	2,675,746	51.8%	102
Used floor cleaner/wax & polish in last 6 months	2,154,470	41.7%	101
Used flour in last 6 months	3,568,133	69.1%	100
Used frankfurters/wieners in last 6 months	3,335,387	64.6%	98
Used fresh fruit/vegetables in last 6 months	4,493,837	87.1%	101
Used frosting in last 6 months	1,756,867	34.0%	98
Used frozen breaded chicken in last 6 months	1,204,300	23.3%	97

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Grocery	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Used frozen breakfast in last 6 months	571,318	11.1%	95
Used frozen complete dinner in last 6 months	1,524,041	29.5%	102
Used frozen corn on the cob in last 6 months	1,033,255	20.0%	90
Used frozen dessert in last 6 months	1,205,276	23.3%	99
Used frozen garlic bread in last 6 months	1,589,725	30.8%	99
Used frozen hot snack in last 6 months	1,269,152	24.6%	100
Used frozen main course in last 6 months	2,051,903	39.7%	103
Used frozen orange juice in last 6 months	1,147,684	22.2%	97
Used frozen pancakes/French toast in last 6 months:Buyer	1,088,864	21.1%	94
Used frozen pizza in last 6 months	2,787,320	54.0%	102
Used frozen potato products in last 6 months	2,362,811	45.8%	99
Used frozen snack (not yogurt/ice cream) last 6 mo:Buyer	1,520,366	29.5%	99
Used frozen plain vegetables in last 6 months	2,981,359	57.8%	103
Used frozen prepared vegetables in last 6 months	1,053,017	20.4%	100
Used frozen waffles in last 6 months	1,983,039	38.4%	101
Used frozen yogurt in last 6 months	581,195	11.3%	98
Used furniture polish in last 6 months	3,024,596	58.6%	100
Used gelatin/gelatin dessert in last 6 months	1,668,875	32.3%	97
Used glass and surface cleaner in last 6 months	3,983,583	77.2%	101
Used glue in last 6 months	2,625,953	50.9%	101
Used grapefruit juice in last 6 months	601,411	11.7%	98
Used gravy/sauce mix & cooking sauces in last 6 mo:Buyer	1,583,973	30.7%	101
Purchased greeting card in last 6 months	3,263,187	63.2%	104
Chewed gum in last 6 months	2,810,464	54.4%	100
Used honey in last 6 months	1,947,630	37.7%	103
Used household cleaner in last 6 months	4,405,073	85.3%	100
Used ice cream bars/sandwiches/bon-bons last 6 mo	1,984,434	38.4%	98
Used ice cream/ice milk/sherbet in last 6 months	3,911,788	75.8%	100
Used iced cappuccino/espresso(ready-to-drink)/6 mo:Buyer	389,441	7.5%	104
Drank iced tea (ready-to-drink) in last 6 months	1,546,396	30.0%	97
Used insect repellent in last 12 months	2,114,943	41.0%	100
Used instant breakfast in last 6 months	359,408	7.0%	100
Used instant iced tea mix in last 12 months	1,223,609	23.7%	95
Used jam/jelly in last 6 months	3,568,461	69.1%	101
Used ketchup/catsup in last 6 months	4,439,131	86.0%	100
Used laundry pre-treatment/stain remover last 6 mo:Buyer	2,920,565	56.6%	103
Used light bulbs in last 6 months	4,099,795	79.4%	101
Used liver sausage (liverwurst) in last 6 months	357,415	6.9%	92
Used margarine in last 6 months	3,791,949	73.5%	98
Used mayonnaise/mayo-type salad dressing last 6 mo:Buyer	4,265,558	82.6%	101
Used meat snack in last 6 months	1,325,022	25.7%	101
Used Mexican food in last 6 months	2,467,703	47.8%	103
Used fresh milk in last 6 months	4,714,075	91.3%	101
Purchased mints in last 6 months	2,296,421	44.5%	100
Used muffins (ready-to-eat) in last 6 months	861,345	16.7%	99
Used mustard in last 6 months	4,059,393	78.6%	102
Used nectars in last 6 months	265,813	5.1%	89
Used no bake cake/pie in last 6 months	437,823	8.5%	89
Drank non-cola soft drink (regular) in last 6 mo	2,268,749	44.0%	100
Used non-dairy cream substitute in last 6 months	1,095,154	21.2%	99
Bought nuts in last 6 months	3,064,890	59.4%	102
Used olives in last 6 months	2,292,261	44.4%	105
Used orange juice (not frozen) in last 6 months	3,063,772	59.4%	100
Used oven cleaner in last 6 months	1,093,391	21.2%	90
Used oven cooking bag in last 12 months	836,008	16.2%	97

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Grocery	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Used packaged froz refrigerated pasta in last 6 mo:Buyer	2,488,651	48.2%	105
Used packaged instant potatoes in last 6 months	1,916,400	37.1%	99
Used packaged pasta salad in last 6 months	529,274	10.3%	96
Used packaged pie crust in last 6 months	1,069,679	20.7%	100
Used paper napkins in last 6 months	3,177,746	61.6%	101
Used paper towels in last 6 months	4,677,768	90.6%	101
Used peanut butter in last 6 months	4,076,645	79.0%	102
Used pickle relish in last 6 months	1,822,250	35.3%	100
Used pickles in last 6 months	3,136,132	60.8%	101
Used pizza mix/sauce in last 6 months	716,661	13.9%	97
Used pizza shell/crust in last 6 months	1,047,632	20.3%	98
Used plastic garbage bags/trash liners last 6 mo	4,439,146	86.0%	101
Used plastic kitchen wrap in last 6 months	3,155,695	61.1%	104
Used plastic sandwich/storage/freezer bags/6 mo	4,091,806	79.3%	103
Used popping corn/popcorn snack in last 6 months	3,038,332	58.9%	101
Used potato chips in last 6 months	3,861,417	74.8%	100
Used powdered fruit/soft drink in last 6 months	1,706,271	33.1%	97
Used prepared dinner for children in last 6 months:Buyer	413,254	8.0%	92
Drank prepared mixed drink w/o liquor in last 6 mo:Buyer	185,897	3.6%	95
Used pretzels in last 6 months	1,851,801	35.9%	106
Used pudding/pie filling in last 6 months	1,832,951	35.5%	101
Used refrigerated/frozen bread/dough product/6 mo	2,500,339	48.4%	99
Used rice in last 6 months	3,757,489	72.8%	100
Used rice (flavored/seasoned) in last 6 months	2,148,221	41.6%	104
Used rice cakes in last 6 months	695,925	13.5%	104
Used rubber gloves in last 6 months	1,353,099	26.2%	98
Used salad dressing in last 6 months	3,914,407	75.8%	101
Used salad or cooking oil in last 6 months	4,221,735	81.8%	101
Used salad toppings in last 6 months	1,663,698	32.2%	100
Used salsa or picante sauce in last 6 months	2,600,542	50.4%	106
Used salt in last 6 months	4,383,685	84.9%	100
Used sausage in last 6 months	2,810,140	54.4%	98
Used scouring cleanser in last 6 months	2,803,040	54.3%	101
Used scouring pad in last 6 months	3,081,367	59.7%	100
Used seasonings/spices in last 6 months	3,019,809	58.5%	101
Purchased shoe polish in last 12 months	592,592	11.5%	95
Used shortening in last 6 months	2,071,839	40.1%	97
Used snack cakes in last 6 months	1,837,047	35.6%	94
Used sour cream in last 6 months	3,158,934	61.2%	104
Used soy sauce in last 6 months	2,210,688	42.8%	106
Used spaghetti/pasta sauce in last 6 months	3,668,917	71.1%	102
Used spray non-stick cooking product in last 6 mo	3,273,162	63.4%	103
Used spray starch in last 6 months	1,165,073	22.6%	97
Used stuffing mix/product in last 6 months	1,838,507	35.6%	101
Used sugar in last 6 months	4,336,291	84.0%	99
Used sweet rolls/pastries (ready-to-eat) last 6 mo:Buyer	1,208,712	23.4%	93
Used table syrup/molasses in last 6 months	3,397,084	65.8%	101
Used regular tea in last 6 months	2,972,620	57.6%	100
Used toaster product in last 6 months	1,698,803	32.9%	99
Used toilet bowl cleaner (in-bowl) last 6 months	3,109,523	60.2%	100
Used toilet bowl cleaner (in-tank) last 6 months	1,323,296	25.6%	93
Used toilet paper in last 6 months	4,974,106	96.4%	100
Used tomato/vegetable juice in last 6 months	1,515,724	29.4%	101
Used vegetarian frozen burger in last 6 months	537,286	10.4%	109
Used vinegar in last 6 months	2,889,309	56.0%	101

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Grocery	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Used waffle or pancake mix in last 6 months	2,544,009	49.3%	100
Used water softening salts in last 6 months	501,801	9.7%	107
Used waxed paper in last 6 months	1,940,584	37.6%	103
Used whipped topping in last 12 months	2,664,845	51.6%	102
Used HH wipes (dry disposable) in last 6 months	1,285,210	24.9%	102
Used HH wipes (pre-moistened) in last 6 months	1,931,731	37.4%	103
Used yeast in last 6 months	760,885	14.7%	104
Used yogurt in last 6 months	2,948,952	57.1%	105
Shopped at grocery store/6 mo: Wegmans	150,091	2.9%	104
Shopped at grocery store/6 mo: Whole Foods Market	282,866	5.5%	110

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Health	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Exercise at home 2+ times per week	1,613,575	31.3%	106
Exercise at club 2+ times per week	693,161	13.4%	116
Exercise at other facility (not club) 2+ times/wk	456,965	8.9%	109
Own stationary bicycle	329,351	6.4%	108
Own treadmill	546,061	10.6%	109
Own weight lifting equipment	702,603	13.6%	110
Presently controlling diet	2,202,251	42.7%	104
Diet control for blood sugar level	343,825	6.7%	93
Diet control for cholesterol level	521,493	10.1%	100
Diet control to maintain weight	635,579	12.3%	110
Diet control for physical fitness	547,755	10.6%	113
Diet control for salt restriction	149,991	2.9%	91
Diet control for weight loss	801,168	15.5%	108
Used doctor's care/diet for diet method	147,878	2.9%	92
Used exercise program for diet method	502,468	9.7%	112
Used Weight Watchers as diet method	165,881	3.2%	106
Buy foods specifically labeled as fat-free	935,923	18.1%	104
Buy foods specifically labeled as high fiber	623,009	12.1%	108
Buy foods specifically labeled as low-calorie	563,877	10.9%	106
Buy foods specifically labeled as low-cholesterol	451,452	8.7%	102
Buy foods specifically labeled as low-fat	745,293	14.4%	107
Buy foods specifically labeled as low-sodium	439,934	8.5%	103
Buy foods specifically labeled as natural/organic	438,473	8.5%	113
Buy foods specifically labeled as sugar-free	706,358	13.7%	101
Used butter alternatives in last 6 months	207,013	4.0%	95
Used egg alternatives in last 6 months	716,316	13.9%	97
Used salt alternatives in last 6 months	1,384,640	26.8%	97
Drank meal/dietary supplement in last 6 months	426,072	8.3%	95
Used nutrition/energy bar in last 6 months	736,151	14.3%	108
Drank sports drink/thirst quencher in last 6 mo	1,649,720	32.0%	100
Used vitamin/dietary supplement in last 6 months	2,581,694	50.0%	105
Vitamin/dietary suppl used/6 mo: A	80,708	1.6%	105
Vitamin/dietary suppl used/6 mo: antioxidant	152,885	3.0%	100
Vitamin/dietary suppl used/6 mo: B complex	250,977	4.9%	102
Vitamin/dietary suppl used/6 mo: B complex+C	96,287	1.9%	96
Vitamin/dietary suppl used/6 mo: B-6	108,280	2.1%	101
Vitamin/dietary suppl used/6 mo: B-12	257,345	5.0%	97
Vitamin/dietary suppl used/6 mo: C	487,915	9.5%	109
Vitamin/dietary suppl used/6 mo: calcium	593,854	11.5%	105
Vitamin/dietary suppl used/6 mo: D	192,101	3.7%	105
Vitamin/dietary suppl used/6 mo: E	300,843	5.8%	104
Vitamin/dietary suppl used/6 mo: echinacea	97,993	1.9%	103
Vitamin/dietary suppl used/6 mo: garlic	91,878	1.8%	98
Vitamin/dietary suppl used/6 mo: glucosamine	246,036	4.8%	107
Vitamin/dietary suppl used/6 mo: multiple formula	623,450	12.1%	110
Vitamin/dietary suppl used/6 mo: multiple w/iron	236,388	4.6%	104
Vitamin/dietary suppl used/6 mo: mult w/minerals	355,569	6.9%	113
Vitamin/dietary suppl used/6 mo: zinc	121,869	2.4%	104
Vitamin/dietary suppl/6 mo: Caltrate 600	137,262	2.7%	102
Vitamin/dietary suppl/6 mo: Centrum	327,961	6.4%	105
Vitamin/dietary suppl/6 mo: Nature Made	292,688	5.7%	110
Visited doctor in last 12 months	4,120,500	79.8%	102
Visited doctor in last 12 months: 1-3 times	1,773,930	34.4%	100

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Health	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Visited doctor in last 12 months: 4-7 times	1,201,002	23.3%	103
Visited doctor in last 12 months: 8+ times	1,152,572	22.3%	103
Visited doctor in last 12 mo: allergist	120,036	2.3%	103
Visited doctor in last 12 mo: cardiologist	343,427	6.7%	99
Visited doctor in last 12 mo: chiropractor	388,905	7.5%	103
Visited doctor in last 12 mo: dentist	2,100,545	40.7%	107
Visited doctor in last 12 mo: dermatologist	388,433	7.5%	107
Visited doctor in last 12 mo: ear/nose/throat	231,159	4.5%	97
Visited doctor in last 12 mo: eye	1,073,299	20.8%	103
Visited doctor in last 12 mo: general/family	2,324,830	45.0%	103
Visited doctor in last 12 mo: internist	409,655	7.9%	106
Visited doctor in last 12 mo: physical therapist	245,335	4.8%	104
Visited doctor in last 12 mo: podiatrist	154,811	3.0%	100
Visited nurse practitioner in last 12 months	223,771	4.3%	104
Wear regular/sun/tinted prescription eyeglasses	1,832,947	35.5%	104
Wear bi-focals	822,627	15.9%	100
Wear disposable contact lenses	361,225	7.0%	110
Wear soft contact lenses	474,850	9.2%	109
Spent on contact lenses in last 12 mo: <\$100	149,205	2.9%	104
Spent on contact lenses in last 12 mo: \$100-199	199,834	3.9%	105
Spent on contact lenses in last 12 mo: \$200+	169,828	3.3%	106
Bought prescription eyewear: discount optical ctr	418,595	8.1%	99
Bought prescription eyewear: from eye doctor	1,329,738	25.8%	102
Bought prescription eyewear: retail optical chain	622,614	12.1%	109
Used prescription drug for allergy/hay fever	379,241	7.3%	104
Used prescription drug for anxiety/panic	196,240	3.8%	100
Used prescription drug for arthritis/rheumatism	112,225	2.2%	94
Used prescription drug for asthma	209,724	4.1%	101
Used prescription drug for backache	333,359	6.5%	98
Used prescription drug for depression	296,097	5.7%	101
Used prescription drug for eczema/skin itch/rash	112,858	2.2%	104
Used prescription drug for heartburn/acid reflux	352,595	6.8%	97
Used prescription drug for high blood pressure	585,435	11.3%	97
Used prescription drug for high cholesterol	408,793	7.9%	100
Used prescription drug for migraine headache	171,504	3.3%	100
Used prescription drug for muscle strain/sprain	112,484	2.2%	102
Used prescription drug for sinus congest./headache:Buyer	248,230	4.8%	101
Used prescription drug for urinary tract infection:Buyer	132,298	2.6%	99
Used last 6 mo: adhesive bandages	2,911,510	56.4%	103
Used last 6 mo: athlete's foot/foot care product	729,730	14.1%	96
Used last 6 mo: cold/sinus/allergy med (nonprescr):Buyer	2,423,591	47.0%	101
Used last 6 mo: children's cold tablets/liquids	792,975	15.4%	95
Used last 6 mo: contact lens cleaning solution	669,772	13.0%	110
Used last 6 mo: cotton swabs	2,559,383	49.6%	102
Used last 6 mo: cough drops (nonprescription)	2,440,477	47.3%	99
Used last 6 mo: cough syrup/suppressant(nonprescr):Buyer	1,740,578	33.7%	96
Used last 6 mo: children's cough syrup	755,018	14.6%	96
Used last 6 mo: diarrhea remedy	830,726	16.1%	93
Used last 6 mo: eye wash and drops	1,560,892	30.2%	99
Used last 6 mo: headache/pain reliever (nonprescr):Buyer	4,348,089	84.2%	101
Used last 6 mo: hemorrhoid remedy	466,686	9.0%	97
Used last 6 mo: indigestion/upset stomach remedy	2,313,212	44.8%	99
Used last 6 mo: lactose intolerance product	177,408	3.4%	95
Used last 6 mo: laxative	645,883	12.5%	93
Used last 6 mo: medicated skin ointment	1,675,127	32.5%	101

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Health	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Used last 6 mo: medicated throat remedy	570,670	11.1%	94
Used last 6 mo: nasal spray	807,861	15.7%	99
Used last 6 mo: pain reliever/fever reducer (kids):Buyer	1,106,019	21.4%	96
Used last 6 mo: pain relieving rub (nonprescr)	1,247,345	24.2%	95
Used last 6 mo: sleeping tablets (nonprescription):Buyer	265,901	5.2%	98
Used last 12 mo: sunburn remedy	808,945	15.7%	102
Used last 12 mo: suntan/sunscreen product	2,096,273	40.6%	109
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,644,615	31.9%	110
Used last 6 mo: toothache/gum/canker sore remedy	865,039	16.8%	96
Used last 6 mo: vitamins for children	743,196	14.4%	99
Buy foods specifically labeled as high protein	303,056	5.9%	110
Buy foods specifically labeled as lactose-free	94,635	1.8%	97
Buy foods specifically labeled as low-carb	443,682	8.6%	104
Used prescr drug for diabetes (insulin dependent)	85,588	1.7%	89
Used prescr drug for diabetes (non-insulin)	160,950	3.1%	91

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Home Improvement & Services	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Had home remodeling done in last 12 months	637,396	12.3%	106
Spent on home remodeling last 12 mo: <\$500	117,088	2.3%	103
Spent on home remodeling last 12 mo: \$500-2499	166,157	3.2%	103
Spent on home remodeling last 12 mo: \$2500-4999	138,920	2.7%	109
Spent on home remodeling last 12 mo: \$5000+	130,095	2.5%	110
Home remodeling done by HH member in last 12 mo	349,103	6.8%	107
Home remodeling done by outside contractor/12 mo	319,263	6.2%	109
Had bathroom remodeling done in last 12 months	168,253	3.3%	103
HH member remodeled bathroom in last 12 months	100,154	1.9%	102
Had bedroom remodeling done in last 12 months	89,234	1.7%	103
Had kitchen remodeling done in last 12 months	118,626	2.3%	102
HH member remodeled kitchen in last 12 months	64,333	1.2%	103
Home remodeling last 12 mo: carpeting	110,946	2.1%	104
Home remodeling last 12 mo: concrete/masonry work	60,839	1.2%	106
Home remodeling last 12 mo: deck/porch/patio added:Buyer	73,961	1.4%	103
Home remodeling last 12 mo: exterior doors	82,008	1.6%	105
Home remodeling last 12 mo: ceramic tile floor	84,413	1.6%	105
Home remodeling last 12 mo: hardwood floor	62,528	1.2%	103
Home remodeling last 12 mo: kitchen cabinets	58,365	1.1%	100
Home remodeling last 12 mo: kitchen counter tops	69,053	1.3%	103
Home remodeling last 12 mo: roofing	106,927	2.1%	102
Any home improvement in last 12 months	849,359	16.5%	106
Spent on home improvements in last 12 mo: <\$150	223,412	4.3%	102
Spent on home improvements in last 12 mo: \$150-499:Buyer	213,095	4.1%	108
Spent on home improvements in last 12 mo: \$500-999:Buyer	176,799	3.4%	111
Spent on home improvements in last 12 mo: \$1000+	75,935	1.5%	107
Home improvement done by HH member in last 12 mo	635,556	12.3%	108
Home improvement done by outside contractor/12 mo	212,024	4.1%	108
Bought bathroom or kitchen faucets in last 12 mo	302,165	5.9%	102
Bought down spouts/gutters in last 12 months	72,655	1.4%	112
Bought ceiling/floor/wall insulation in last 12 mo:Buyer	81,821	1.6%	103
Bought exterior light fixtures in last 12 months	122,836	2.4%	106
Bought interior light fixtures in last 12 months	210,766	4.1%	109
Had exterior painting done in last 12 months	163,743	3.2%	106
Exterior painting done by HH member in last 12 mo	102,387	2.0%	105
Had interior painting done in last 12 months	462,721	9.0%	111
Interior painting done by HH member in last 12 mo	362,546	7.0%	111
Bought yard fence in last 12 months	71,327	1.4%	103
Bought paint/stain in last 12 months	799,136	15.5%	106
Spent \$101+ on paint/stain in last 12 months	315,483	6.1%	111
Purchased <3 gallons of paint/stain in last 12 mo	293,072	5.7%	105
Purchased 3-6 gallons of paint/stain in last 12 mo:Buyer	302,406	5.9%	107
Purchased 7+ gallons of paint/stain in last 12 mo	210,011	4.1%	106
Bought exterior paint/stain in last 12 months	291,981	5.7%	105
Bought interior paint/stain in last 12 months	638,311	12.4%	108
HH used professional carpet cleaning service/12 mo:Buyer	171,620	3.3%	109
HH used professional exterminator in last 12 mo	397,002	7.7%	104
Used housekeeper/maid/prof HH cleaning srv/12 mo	429,670	8.3%	107
Bought exterior paint in last 12 months	238,806	4.6%	104
Bought interior paint in last 12 months	613,442	11.9%	108
Bought exterior stain in last 12 months	91,852	1.8%	103
Bought interior stain in last 12 months	86,654	1.7%	104
Used housekeeper/maid in last 12 months	300,584	5.8%	105

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Insurance	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Currently carry any life insurance	2,610,111	50.6%	104
Have life insurance: separate term policy	870,383	16.9%	109
Have life insurance: separate whole life policy	700,681	13.6%	104
Have life insurance: comb. term/whole life policy	312,521	6.1%	103
Have life insurance: universal life	316,746	6.1%	107
Have life insurance w/total value: <\$20000	439,240	8.5%	93
Have life insurance w/total value: \$20000-49999	367,583	7.1%	99
Have life insurance w/total value: \$50000-99999	364,496	7.1%	103
Have life insurance w/total value: \$100000-149999	366,017	7.1%	106
Have life insurance w/total value: \$150000-249999	304,153	5.9%	109
Have life insurance w/total value: \$250000-499999	321,143	6.2%	112
Have life insurance w/total value: \$500000+	213,079	4.1%	109
Have medical/hospital/accident insurance	3,878,840	75.1%	103
Medical insurance covers other HH members	2,071,280	40.1%	107
Medical insurance covers you individually	1,392,614	27.0%	102
Obtained medical insurance: Medicaid	183,141	3.5%	79
Obtained medical insurance: Medicare	558,791	10.8%	94
Obtained medical insurance: from place of work	2,463,241	47.7%	109
Obtained medical insurance: from union	181,714	3.5%	101
Have medical insurance - belong to HMO	1,105,645	21.4%	106
Have medical insurance: Blue Cross/Blue Shield	1,210,211	23.4%	106
Have medical insurance: Cigna	173,153	3.4%	101
Have medical insurance: Kaiser Permanente	150,964	2.9%	100
Have accidental death and dismemberment insurance	701,075	13.6%	109
Have dental insurance	2,059,195	39.9%	110
Have disability insurance	711,890	13.8%	109
Have long term care insurance	331,481	6.4%	109
Have loss of income from medical causes insurance	366,107	7.1%	108
Have mortgage insurance	315,974	6.1%	108
Have personal liability insurance	356,574	6.9%	108
Have prescription medicine insurance	1,458,397	28.3%	107
Have travel insurance	102,001	2.0%	105
Have vision care insurance	1,111,051	21.5%	110
Have insurance on home or personal belongings	3,423,007	66.3%	104
Have combined home and auto insurance policy	1,303,386	25.2%	111
Carry homeowner insurance	2,851,759	55.2%	104
Carry renter insurance	342,519	6.6%	110
Have home/pers property insur: floater policy	696,627	13.5%	110
Have home/pers property insur: fire coverage	2,744,794	53.2%	106
Have home/pers property insur: liability coverage	2,610,547	50.6%	107
Have home/pers property insur: theft/loss coverage:Buyer	2,491,661	48.3%	108
Acquired home/pers property insur: from agent	2,563,885	49.7%	106
Have auto/other vehicle insurance	4,480,971	86.8%	103
Have auto/other vehicle insur: collision	3,306,322	64.1%	106
Have auto/other vehicle insur: comprehensive	2,906,499	56.3%	108
Have auto/other vehicle insur: liability	3,533,740	68.5%	104
Have auto/other vehicle insur: medical payments	2,270,135	44.0%	107
Have auto/other vehicle insur: towing	1,869,066	36.2%	107
Have auto/other vehicle insur: uninsured motorist	2,505,132	48.5%	106
Have auto/other vehicle insur: Allstate	513,601	9.9%	103
Have auto/other vehicle insur: State Farm Mutual	818,399	15.9%	107
Acquired auto/other vehicle insurance from agent	3,072,218	59.5%	103
Currently carry life insurance from place of work	1,371,431	26.6%	109

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Internet	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Have any access to the Internet	4,476,050	86.7%	105
Have access to Internet: at home	3,773,105	73.1%	108
Have access to Internet: at work	2,173,388	42.1%	113
Have access to Internet: at school/library	1,343,045	26.0%	106
Have access to Internet: not hm/work/school/library: Buyer	1,033,965	20.0%	107
Use Internet less than once a week	196,056	3.8%	93
Use Internet 1-2 times per week	294,486	5.7%	99
Use Internet 3-6 times per week	442,053	8.6%	102
Use Internet once a day	592,570	11.5%	108
Any Internet or online usage in last 30 days	3,789,071	73.4%	109
Used Internet in last 30 days: at home	3,353,950	65.0%	111
Used Internet in last 30 days: at work	1,859,334	36.0%	115
Used Internet in last 30 days: at school/library	406,356	7.9%	110
Used Internet/30 days: not home/work/school/library: Buyer	474,540	9.2%	108
Internet last 30 days: used email	3,381,448	65.5%	111
Internet last 30 days: looked for employment	585,992	11.4%	108
Internet last 30 days: played games online	1,036,457	20.1%	105
Internet last 30 days: obtained new/used car info	495,338	9.6%	109
Internet last 30 days: made personal purchase	1,706,374	33.1%	114
Internet last 30 days: made business purchase	525,633	10.2%	111
Internet last 30 days: obtained real estate info	622,556	12.1%	116
Internet last 30 days: made travel plans	989,026	19.2%	116
Internet last 30 days: visited chat room	227,371	4.4%	98
Ordered anything on Internet in last 12 months	1,942,579	37.6%	114
Ordered on Internet/12 mo: airline ticket	958,453	18.6%	115
Ordered on Internet/12 mo: CD/tape	277,958	5.4%	113
Ordered on Internet/12 mo: clothing	771,619	14.9%	116
Ordered on Internet/12 mo: computer	198,822	3.9%	111
Ordered on Internet/12 mo: computer peripheral	235,776	4.6%	113
Ordered on Internet/12 mo: flowers	248,211	4.8%	113
Ordered on Internet/12 mo: software	317,561	6.2%	113
Ordered on Internet/12 mo: ticket (concert/sports): Buyer	500,272	9.7%	113
Ordered on Internet/12 mo: toy	266,263	5.2%	110
Purchased item from amazon.com in last 12 months	711,372	13.8%	112
Purchased item from barnes&noble.com in last 12 mo: Buyer	180,762	3.5%	109
Purchased item from ebay.com in last 12 months	504,556	9.8%	111
Spent on Internet orders last 12 months: <\$200	587,024	11.4%	111
Spent on Internet orders last 12 months: \$200-499	446,213	8.6%	111
Spent on Internet orders last 12 months: \$500+	819,229	15.9%	113
Internet last 30 days: obtained medical info	873,390	16.9%	111
Internet last 30 days: obtained latest news	2,031,086	39.3%	113
Internet last 30 days: obtained sports news/info	1,211,656	23.5%	111
Purchased item from bestbuy.com in last 12 months	131,968	2.6%	108
Purchased item from walmart.com in last 12 months	182,720	3.5%	107
Internet last 30 days: obtained financial info	1,301,287	25.2%	117
Internet last 30 days: traded/tracked investments	598,221	11.6%	115
Internet last 30 days: downloaded music	891,789	17.3%	108
Internet last 30 days: watched online video	809,337	15.7%	111
Connection to Internet from home: dial-up modem	640,748	12.4%	100
Connection to Internet from home: cable modem	1,417,595	27.5%	113
Connection to Internet from home: DSL	1,304,532	25.3%	108
Connection to Internet from home: wireless	587,938	11.4%	115
Connection to Internet from home: any broadband	2,996,223	58.0%	111

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Internet	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Ordered on Internet/12 mo: DVD	378,690	7.3%	114
Use Internet 2-4 times per day	972,904	18.8%	111
Use Internet 5 or more times per day	1,303,852	25.3%	116
Internet last 30 days: used Instant Messenger	1,354,488	26.2%	107
Internet last 30 days: paid bills online	1,693,132	32.8%	114
Internet last 30 days: visited online blog	461,888	8.9%	111
Internet last 30 days: wrote online blog	190,717	3.7%	111
Internet last 30 days: made phone call	161,715	3.1%	109

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Leisure Activities/Lifestyle	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Attended adult education course in last 12 months	370,812	7.2%	110
Attended auto show in last 12 months	444,706	8.6%	105
Went to bar/night club in last 12 months	1,041,161	20.2%	110
Went to beach in last 12 months	1,336,724	25.9%	110
Attended dance performance in last 12 months	227,745	4.4%	106
Danced/went dancing in last 12 months	499,429	9.7%	105
Dined out in last 12 months	2,723,154	52.8%	108
Dine out < once a month	238,965	4.6%	106
Dine out once a month	338,516	6.6%	106
Dine out 2-3 times a month	632,769	12.3%	109
Dine out once a week	650,889	12.6%	110
Dine out 2+ times per week	559,563	10.8%	107
Gambled at casino in last 12 months	876,399	17.0%	106
Gambled at casino 6+ times in last 12 months	140,778	2.7%	102
Gambled in Atlantic City in last 12 months	131,039	2.5%	93
Gambled in Las Vegas in last 12 months	256,323	5.0%	107
Attended horse races in last 12 months	154,752	3.0%	107
Attended movies in last 6 months	3,144,651	60.9%	104
Attended movies in last 90 days: < once a month	1,719,780	33.3%	106
Attended movies in last 90 days: once a month	546,947	10.6%	105
Attended movies in last 90 days: 2-3 times a month:Buyer	357,895	6.9%	139
Attended movies in last 90 days: once/week or more:Buyer	139,566	2.7%	131
Prefer to see movie after second week of release	1,330,105	25.8%	142
Went to museum in last 12 months	713,755	13.8%	150
Attended country music performance in last 12 mo	275,198	5.3%	137
Attended rock music performance in last 12 months	575,831	11.2%	148
Went to live theater in last 12 months	719,072	13.9%	146
Visited a theme park in last 12 months	1,204,610	23.3%	138
Visited Disneyland (CA) in last 12 months	157,805	3.1%	128
Visited Disney World (FL)/12 mo: Animal Kingdom	136,167	2.6%	143
Visited Disney World (FL)/12 mo: Epcot Center	160,952	3.1%	143
Visited Disney World (FL)/12 mo: Magic Kingdom	190,971	3.7%	140
Visited any Sea World in last 12 months	181,926	3.5%	141
Visited any Six Flags in last 12 months	312,036	6.0%	129
Went to zoo in last 12 months	695,510	13.5%	145
Played backgammon in last 12 months	97,892	1.9%	143
Played billiards/pool in last 12 months	532,414	10.3%	143
Played bingo in last 12 months	220,742	4.3%	128
Did birdwatching in last 12 months	336,809	6.5%	142
Played board game in last 12 months	966,257	18.7%	145
Played cards in last 12 months	1,207,362	23.4%	141
Played chess in last 12 months	192,536	3.7%	141
Cooked for fun in last 12 months	1,113,934	21.6%	144
Did crossword puzzle in last 12 months	789,576	15.3%	142
Flew a kite in last 12 months	140,611	2.7%	137
Did furniture refinishing in last 12 months	166,040	3.2%	133
Did indoor gardening/plant care in last 12 months	562,452	10.9%	142
Bought lottery ticket in last 12 months	1,821,232	35.3%	133
Bought lottery ticket in last 12 mo: Daily Drawing:Buyer	236,193	4.6%	120
Bought lottery ticket in last 12 mo: Instant Game	852,310	16.5%	132
Bought lottery ticket in last 12 mo: Lotto Drawing:Buyer	1,174,630	22.8%	138
Played lottery: <2 times in last 30 days	622,510	12.1%	135
Played lottery: 2-5 times in last 30 days	615,876	11.9%	134

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Leisure Activities/Lifestyle	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Played lottery: 6+ times in last 30 days	583,361	11.3%	130
Played musical instrument in last 12 months	442,015	8.6%	146
Did painting/drawing in last 12 months	371,011	7.2%	142
Did photography in last 12 months	751,986	14.6%	149
Read book in last 12 months	2,177,421	42.2%	143
Played video game in last 12 months	623,308	12.1%	137
Did woodworking in last 12 months	251,253	4.9%	137
Member of business club	121,937	2.4%	144
Member of charitable organization	361,605	7.0%	145
Member of church board	215,339	4.2%	127
Member of fraternal order	207,811	4.0%	139
Member of religious club	348,225	6.7%	134
Member of school or college board	87,619	1.7%	130
Member of union	300,305	5.8%	141
Member of veterans club	182,738	3.5%	130
Attended classical music/opera performance/12 mo	275,507	5.3%	145
Participated in karaoke in last 12 months	223,708	4.3%	139
Participated in trivia games in last 12 months	331,479	6.4%	141
Participated in word games in last 12 months	516,849	10.0%	140
Participated in book club in last 12 months	164,369	3.2%	140
Participated in fantasy sports league last 12 mo	168,922	3.3%	148
Member of AARP	837,515	16.2%	138

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Mail & Phone Orders	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Ordered any item by mail/phone in last 12 months	1,333,968	25.8%	107
Ordered clothing by mail/phone in last 12 months	441,566	8.6%	107
Spent on mail orders in last 12 months: <\$100	306,500	5.9%	105
Spent on mail orders in last 12 months: \$100-199	142,806	2.8%	101
Spent on mail orders in last 12 months: \$200+	219,401	4.3%	104
Spent on phone orders in last 12 months: <\$100	230,575	4.5%	106
Spent on phone orders in last 12 months: \$100-199	168,707	3.3%	104
Spent on phone orders in last 12 months: \$200-499	154,336	3.0%	107
Spent on phone orders in last 12 months: \$500+	158,177	3.1%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Media Watch	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
HH has cable TV available in neighborhood	2,394,943	46.4%	104
HH subscribes to cable TV	1,592,068	30.8%	108
HH has satellite dish	614,491	11.9%	98
HH watched cable TV (incl pay viewing) last week	2,087,384	40.4%	105
HH watched 15+ hours of cable TV last week	1,591,566	30.8%	104
Watched 1-9 hours of cable TV last week	4,136,142	80.1%	103
Watched 10-20 hours of cable TV last week	1,124,103	21.8%	98
Watched 21+ hours of cable TV last week	269,007	5.2%	93
Watched last week: A&E Television Network	1,388,167	26.9%	106
Watched last week: ABC Family Channel	1,229,211	23.8%	100
Watched last week: American Movie Classics	922,524	17.9%	104
Watched last week: Animal Planet	1,478,044	28.6%	104
Watched last week: BBC America	290,635	5.6%	105
Watched last week: BET (Black Entertainment TV)	436,039	8.4%	87
Watched last week: Bravo	625,007	12.1%	107
Watched last week: Cartoon Network	637,300	12.3%	100
Watched last week: Cinemax	350,739	6.8%	94
Watched last week: CMT (Country Music Television)	582,371	11.3%	99
Watched last week: CNBC	871,737	16.9%	108
Watched last week: CNN (Cable News Network)	1,726,868	33.5%	105
Watched last week: Comedy Central	1,238,631	24.0%	108
Watched last week: Discovery Channel	2,123,966	41.1%	105
Watched last week: Discovery Health Channel	529,160	10.3%	103
Watched last week: Disney Channel	844,906	16.4%	100
Watched last week: E!	881,902	17.1%	106
Watched last week: ESPN	1,548,414	30.0%	104
Watched last week: ESPN Classic	345,041	6.7%	100
Watched last week: ESPN2	963,948	18.7%	104
Watched last week: ESPNews	583,573	11.3%	103
Watched last week: Encore	376,625	7.3%	99
Watched last week: Food Network	1,272,224	24.6%	106
Watched last week: Fox News Channel	1,737,613	33.7%	105
Watched last week: Fox Sports Net	413,021	8.0%	108
Watched last week: FX	1,089,829	21.1%	105
Watched last week: Game Show Network	158,382	3.1%	98
Watched last week: Golf Channel	244,866	4.7%	110
Watched last week: Hallmark Channel	785,753	15.2%	100
Watched last week: HBO	1,029,957	20.0%	101
Watched last week: Headline News	1,044,798	20.2%	106
Watched last week: History Channel	1,682,095	32.6%	106
Watched last week: Home & Garden Television	1,022,282	19.8%	108
Watched last week: Home Shopping Network	172,434	3.3%	102
Watched last week: Independent Film Channel	139,922	2.7%	101
Watched last week: Lifetime	1,168,658	22.6%	98
Watched last week: Lifetime Movie Network	429,930	8.3%	96
Watched last week: MSNBC	1,094,176	21.2%	107
Watched last week: MTV	849,614	16.5%	103
Watched last week: MTV2	328,965	6.4%	97
Watched last week: National Geographic Channel	807,553	15.6%	104
Watched last week: Nick at Nite	486,090	9.4%	98
Watched last week: Nickelodeon	617,725	12.0%	97
Watched last week: Oxygen	477,630	9.3%	101

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Media Watch	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Watched last week: QVC	241,968	4.7%	101
Watched last week: Sci-Fi Channel	850,905	16.5%	101
Watched last week: Showtime	486,003	9.4%	98
Watched last week: Speed Channel	401,521	7.8%	103
Watched last week: Spike TV	912,536	17.7%	103
Watched last week: Starz!	448,404	8.7%	96
Watched last week: Style	144,333	2.8%	101
Watched last week: WGN America	427,868	8.3%	99
Watched last week: TBS	1,449,993	28.1%	102
Watched last week: The Movie Channel	221,052	4.3%	96
Watched last week: TLC (The Learning Channel)	941,393	18.2%	108
Watched last week: TNT (Turner Network Television):Buyer	1,622,254	31.4%	103
Watched last week: Toon Disney	343,567	6.7%	92
Watched last week: Travel Channel	662,443	12.8%	108
Watched last week: Turner Classic Movies	618,071	12.0%	102
Watched last week: TV Guide Network	528,979	10.2%	103
Watched last week: TV Land	587,552	11.4%	95
Watched last week: USA Network	1,356,851	26.3%	101
Watched last week: VH1	755,422	14.6%	104
Watched last week: The Weather Channel	1,919,241	37.2%	104
Watched last week: WE tv	310,620	6.0%	96
Watched any pay-per-view movie in last 12 months	769,425	14.9%	108
Watched any pay-per-view sports event last 12 mo	295,795	5.7%	97
Light viewer of daytime TV	522,301	10.1%	99
Medium viewer of daytime TV	497,517	9.6%	93
Heavy viewer of daytime TV	475,853	9.2%	89
Light viewer of primetime TV	1,057,089	20.5%	102
Light-medium viewer of primetime TV	1,059,358	20.5%	103
Medium viewer of primetime TV	1,038,703	20.1%	101
Medium-heavy viewer of primetime TV	1,027,670	19.9%	100
Heavy viewer of primetime TV	994,191	19.3%	96
Watch TV aired once/wk: ABC This Week w/George S.	149,844	2.9%	98
Watch TV aired once/wk: ABC World News Tonight-Sat:Buyer	361,194	7.0%	97
Watch TV aired once/wk: ABC World News Tonight-Sun:Buyer	311,501	6.0%	100
Watch TV aired once/wk: 24	169,589	3.3%	99
Watch TV aired once/wk: According to Jim	259,566	5.0%	101
Watch TV aired once/wk: American Idol	592,127	11.5%	101
Watch TV aired once/wk: Amer.'s Funniest Hm Videos:Buyer	603,143	11.7%	97
Watch TV aired once/wk: Antiques Roadshow	357,378	6.9%	101
Watch TV aired once/wk: CBS Evening News-Sat	287,623	5.6%	92
Watch TV aired once/wk: CBS Evening News-Sun	285,069	5.5%	92
Watch TV aired once/wk: CBS Face the Nation	107,245	2.1%	95
Watch TV aired once/wk: CBS Sunday Morning	190,823	3.7%	98
Watch TV aired once/wk: Cold Case	582,147	11.3%	100
Watch TV aired once/wk: CSI	988,742	19.2%	101
Watch TV aired once/wk: CSI: Miami	814,122	15.8%	99
Watch TV aired once/wk: CSI: NY	551,941	10.7%	97
Watch TV aired once/wk: Desperate Housewives	433,730	8.4%	106
Watch TV aired once/wk: FOX News Sunday	368,254	7.1%	102
Watch TV aired once/wk: Grey's Anatomy	577,559	11.2%	107
Watch TV aired once/wk: House	618,489	12.0%	105
Watch TV aired once/wk: Inside Edition - Weekend	155,883	3.0%	97
Watch TV aired once/wk: King of the Hill	269,391	5.2%	94
Watch TV aired once/wk: Law and Order	720,727	14.0%	99
Watch TV aired once/wk: Law and Order - CI	725,489	14.1%	99

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Media Watch	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Watch TV aired once/wk: Law and Order-SVU	823,177	15.9%	101
Watch TV aired once/wk: Lost	236,162	4.6%	105
Watch TV aired once/wk: Medium	193,254	3.7%	102
Watch TV aired once/wk: NBC Meet the Press	180,413	3.5%	105
Watch TV aired once/wk: NBC Nightly News-Sat	380,770	7.4%	99
Watch TV aired once/wk: NBC Nightly News-Sun	407,176	7.9%	98
Watch TV aired once/wk: NBC Saturday Night Movie	123,211	2.4%	91
Watch TV aired once/wk: NBC Saturday Today	114,518	2.2%	95
Watch TV aired once/wk: NBC Sunday Today	113,769	2.2%	97
Watch TV aired once/wk: NCIS	405,609	7.9%	100
Watch TV aired once/wk: NOVA	151,998	2.9%	100
Watch TV aired once/wk: Num3rs	271,032	5.3%	102
Watch TV aired once/wk: Primetime	194,397	3.8%	96
Watch TV aired once/wk: Saturday Night Live	354,848	6.9%	105
Watch TV aired once/wk: Scrubs	300,068	5.8%	106
Watch TV aired once/wk: Smallville	175,220	3.4%	95
Watch TV aired once/wk: The Office	232,526	4.5%	112
Watch TV aired once/wk: The Simpsons	452,248	8.8%	102
Watch TV aired once/wk: Two and a Half Men	577,247	11.2%	104
Watch TV aired once/wk: 60 Minutes	606,558	11.8%	103
Watch TV aired once/wk: 20/20	437,370	8.5%	99
Watch TV aired once/wk: WWE Smackdown!	193,205	3.7%	84
Watch Syndicated TV (M-F): Access Hollywood	175,151	3.4%	98
Watch Syndicated TV (M-F): Cops	311,727	6.0%	93
Watch Syndicated TV (M-F): Divorce Court	140,108	2.7%	80
Watch Syndicated TV (M-F): The Dr. Phil Show	322,357	6.2%	98
Watch Syndicated TV (M-F): Ellen Degeneres	196,940	3.8%	100
Watch Syndicated TV (M-F): Entertainment Tonight	245,247	4.8%	101
Watch Syndicated TV (M-F): Everybody Loves Raymond:Buyer	412,412	8.0%	102
Watch Syndicated TV (M-F): Frasier	132,376	2.6%	98
Watch Syndicated TV (M-F): Friends	224,295	4.3%	102
Watch Syndicated TV (M-F): Inside Edition	165,017	3.2%	96
Watch Syndicated TV (M-F): King of Queens	282,420	5.5%	99
Watch Syndicated TV (M-F): Jeopardy!	380,734	7.4%	102
Watch Syndicated TV (M-F): The Jerry Springer Show:Buyer	140,454	2.7%	82
Watch Syndicated TV (M-F): Judge Joe Brown	186,499	3.6%	83
Watch Syndicated TV (M-F): Judge Judy	301,895	5.8%	91
Watch Syndicated TV (M-F): Judge Mathis	150,202	2.9%	78
Watch Syndicated TV (M-F): Live with Regis & Kelly:Buyer	213,748	4.1%	102
Watch Syndicated TV (M-F): Maury	133,950	2.6%	79
Watch Syndicated TV (M-F): Montel Williams Show	127,916	2.5%	87
Watch Syndicated TV (M-F): The Oprah Winfrey Show	451,183	8.7%	100
Watch Syndicated TV (M-F): People's Court	184,318	3.6%	89
Watch Syndicated TV (M-F): Seinfeld	300,028	5.8%	105
Watch Syndicated TV (M-F): Wheel of Fortune	492,917	9.5%	99
Watch Syndicated TV (M-F): Will & Grace	172,804	3.3%	100
Watch on TV: alpine skiing/ski jumping	467,085	9.0%	109
Watch on TV: auto racing (NASCAR)	1,122,296	21.7%	103
Watch on TV: auto racing (not NASCAR)	615,298	11.9%	106
Watch on TV: baseball	1,587,986	30.8%	106
Watch on TV: basketball (college)	1,225,789	23.7%	105
Watch on TV: basketball (pro)	1,238,190	24.0%	103
Watch on TV: beach volleyball (pro)	378,682	7.3%	105
Watch on TV: bicycle racing	350,180	6.8%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Media Watch	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Watch on TV: bowling	397,749	7.7%	103
Watch on TV: boxing	691,562	13.4%	98
Watch on TV: Equestrian events	354,889	6.9%	105
Watch on TV: figure skating	856,045	16.6%	108
Watch on TV: fishing	577,483	11.2%	103
Watch on TV: football (college)	1,663,786	32.2%	105
Watch on TV: football-Monday night (pro)	1,923,073	37.3%	106
Watch on TV: football-weekend (pro)	2,114,797	41.0%	107
Watch on TV: golf	1,029,138	19.9%	108
Watch on TV: gymnastics	637,248	12.3%	107
Watch on TV: horse racing (flats/runners)	435,589	8.4%	102
Watch on TV: horse racing (trotters/harness)	291,510	5.6%	103
Watch on TV: ice hockey	617,927	12.0%	110
Watch on TV: marathon/road running/triathlon	336,176	6.5%	105
Watch on TV: motorcycle racing	416,443	8.1%	103
Watch on TV: rodeo/bull riding	520,728	10.1%	101
Watch on TV: soccer	602,899	11.7%	106
Watch on TV: tennis	699,920	13.6%	106
Watch on TV: track & field	407,850	7.9%	103
Watch on TV: truck and tractor pull/mud racing	374,766	7.3%	99
Watch on TV: weight lifting	334,294	6.5%	103
Watch on TV: wrestling (pro)	566,012	11.0%	95
Watch early morning TV (M-F): Good Morning America:Buyer	429,167	8.3%	97
Watch early morning TV (M-F): The Early Show	199,733	3.9%	95
Watch early morning TV (M-F): Today Show	484,598	9.4%	109
HH has satellite dish: DirecTV	329,489	6.4%	97
HH has satellite dish: Dish Network	266,538	5.2%	96
HH has digital video recorder (DVR)	518,090	10.0%	113

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Media Read	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
Light magazine reader	933,825	18.1%	90
Light-medium magazine reader	1,040,960	20.2%	100
Medium magazine reader	1,069,067	20.7%	104
Medium-heavy magazine reader	1,070,106	20.7%	104
Heavy magazine reader	1,054,010	20.4%	102
Read airline magazines	332,334	6.4%	110
Read automotive magazines	650,444	12.6%	100
Read baby magazines	216,630	4.2%	93
Read boating magazines	123,136	2.4%	105
Read bridal magazines	229,227	4.4%	100
Read business/finance magazines	994,801	19.3%	109
Read computer magazines	228,723	4.4%	105
Read Epicurean magazines	470,633	9.1%	105
Read fishing/hunting magazines	619,921	12.0%	100
Read general editorial magazines	2,229,866	43.2%	102
Read health magazines	806,073	15.6%	102
Read home service magazines	1,782,524	34.5%	104
Read motorcycle magazines	182,948	3.5%	101
Read music magazines	518,803	10.1%	96
Read news and entertainment weekly magazines	2,187,564	42.4%	103
Read parenthood magazines	635,892	12.3%	96
Read science/technology magazines	342,084	6.6%	106
Read sports magazines	848,941	16.4%	104
Read travel magazines	493,078	9.6%	108
Read women's fashion magazines	336,119	6.5%	100
Light newspaper reader	990,392	19.2%	95
Light-medium newspaper reader	1,043,545	20.2%	100
Medium newspaper reader	1,039,308	20.1%	101
Medium-heavy newspaper reader	1,033,421	20.0%	101
Heavy newspaper reader	1,062,904	20.6%	103
Read any daily newspaper	2,283,728	44.2%	103
Read one daily newspaper	1,830,943	35.5%	104
Read two or more daily newspapers	452,956	8.8%	101
Read any Sunday newspaper	2,755,396	53.4%	103
Read one Sunday newspaper	2,344,753	45.4%	103
Read two or more Sunday newspapers	414,240	8.0%	104
Read newspaper: business/finance section	1,374,538	26.6%	107
Read newspaper: classified section	1,404,206	27.2%	98
Read newspaper: comics	1,310,466	25.4%	103
Read newspaper: editorial page	1,274,741	24.7%	108
Read newspaper: fashion section	680,441	13.2%	101
Read newspaper: food/cooking section	1,283,739	24.9%	105
Read newspaper: main news/front page	3,112,635	60.3%	103
Read newspaper: home/furnishings/gardening section:Buyer	890,258	17.2%	107
Read newspaper: movie listings/reviews section	1,154,737	22.4%	105
Read newspaper: science & technology section	907,772	17.6%	110
Read newspaper: sports section	1,852,915	35.9%	101
Read newspaper: travel section	956,727	18.5%	109
Read newspaper: TV listings section	930,257	18.0%	101

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Media Listen	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
Light radio listener	994,402	19.3%	95
Light-medium radio listener	1,063,288	20.6%	103
Medium radio listener	1,078,849	20.9%	105
Medium-heavy radio listener	1,037,475	20.1%	101
Heavy radio listener	994,777	19.3%	96
Radio format listen to: adult contemporary	974,558	18.9%	107
Radio format listen to: all news	243,195	4.7%	99
Radio format listen to: all talk	215,859	4.2%	108
Radio format listen to: alternative	450,992	8.7%	114
Radio format listen to: classic hits	249,803	4.8%	108
Radio format listen to: classic rock	529,906	10.3%	105
Radio format listen to: classical	184,821	3.6%	112
Radio format listen to: contemporary hit radio	918,804	17.8%	100
Radio format listen to: country	1,138,244	22.1%	100
Radio format listen to: Hispanic	259,010	5.0%	72
Radio format listen to: jazz	216,775	4.2%	105
Radio format listen to: news/talk	661,189	12.8%	114
Radio format listen to: oldies	438,264	8.5%	104
Radio format listen to: public	213,050	4.1%	117
Radio format listen to: religious	342,800	6.6%	101
Radio format listen to: rock	618,895	12.0%	112
Radio format listen to: soft adult contemporary	277,534	5.4%	105
Radio format listen to: sports	268,190	5.2%	108
Radio format listen to: urban	597,959	11.6%	84
Radio format listen to: variety/other	527,431	10.2%	99
Radio listening: auto racing	333,670	6.5%	97
Radio listening: baseball playoffs/World Series	587,589	11.4%	107
Radio listening: baseball (regular season)	615,180	11.9%	107
Radio listening: basketball (college)	354,637	6.9%	101
Radio listening: basketball (pro)	328,350	6.4%	103
Radio listening: football (college)	607,521	11.8%	103
Radio listening: football-Monday night (pro)	426,107	8.3%	104
Radio listening: football-weekend (pro)	644,051	12.5%	107
Radio listening: golf	144,875	2.8%	103
Radio listening: ice hockey	187,928	3.6%	103
Radio listening: NFL playoffs/Superbowl	390,323	7.6%	105
Listen to Radio: 6:00 am - 10:00 am weekday	2,738,087	53.0%	104
Listen to Radio: 10:00 am - 3:00 pm weekday	1,936,743	37.5%	101
Listen to Radio: 3:00 pm - 7:00 pm weekday	2,366,619	45.8%	104
Listen to Radio: 7:00 pm - midnight weekday	804,400	15.6%	98
Listen to Radio: midnight - 6:00 am weekday	270,926	5.2%	97
Listen to Radio: 6:00 am - 10:00 am weekend	1,614,968	31.3%	98
Listen to Radio: 10:00 am - 3:00 pm weekend	2,227,564	43.2%	101
Listen to Radio: 3:00 pm - 7:00 pm weekend	1,725,678	33.4%	100
Listen to Radio: 7:00 pm - midnight weekend	846,331	16.4%	97
Listen to Radio: midnight - 6:00 am weekend	237,568	4.6%	98
Radio format listen to: gospel	108,562	2.1%	73
Read newspaper: advertisements	1,263,624	24.5%	101
Read newspaper: circulars/inserts/fliers	1,250,564	24.2%	104
Read newspaper: entertainment/lifestyle section	1,552,420	30.1%	106
Read newspaper: health section	1,256,724	24.3%	103
Read newspaper: international/national news	1,801,759	34.9%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Media Listen	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Read newspaper: local news section	2,943,999	57.0%	101

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Personal Care Products	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Used body powder in last 6 months	1,395,149	27.0%	92
Used body powder <3 times in last 7 days	599,115	11.6%	92
Used body powder 8+ times in last 7 days	108,725	2.1%	84
Used body wash/shower gel in last 6 months	2,559,253	49.6%	99
Used breath freshener in last 6 months	2,483,251	48.1%	99
Used complexion care product in last 6 months	2,459,917	47.7%	101
Used complexion care product <8 times last week	1,451,371	28.1%	99
Used complexion care product 15+ times last week	395,857	7.7%	106
Used complexion care prod: dry facial skin type	386,541	7.5%	101
Used complexion care prod: normal facial skin type:Buyer	793,545	15.4%	103
Used complexion care prod: oily facial skin type	303,269	5.9%	99
Used dental floss in last 6 months	3,373,912	65.4%	105
Used dental rinse in last 6 months	947,929	18.4%	97
Used denture adhesive/fixative in last 6 months	278,908	5.4%	88
Used denture cleaner in last 6 months	525,571	10.2%	88
Used deodorant/antiperspirant in last 6 months	4,780,361	92.6%	100
Used deodorant/antiperspirant <8 times last week	3,573,159	69.2%	101
Used deodorant/antiperspirant 15+ times last week	283,834	5.5%	92
Used disposable razor in last 6 months	2,651,638	51.4%	99
Used electric shaver in last 6 months	1,005,558	19.5%	102
Used hair coloring product (at home) last 6 months:Buyer	1,010,587	19.6%	97
Used hair conditioner (at home) in last 6 months	3,199,833	62.0%	100
Used hair conditioning treatment (at home)/6 mo	1,210,031	23.4%	94
Used hair growth product in last 6 months	104,999	2.0%	101
Used hair mousse in last 6 months	924,365	17.9%	98
Used hair spray (at home) in last 6 months	1,923,368	37.3%	100
Used hair styling gel/lotion in last 6 months	1,456,965	28.2%	102
Used hand & body cream/lotion/oil in last 6 months:Buyer	3,712,438	71.9%	100
Used hand & body cream in last 6 months	907,993	17.6%	99
Used hand & body lotion in last 6 months	2,495,802	48.3%	101
Used hand & body oil in last 6 months	263,120	5.1%	91
Used lip care in last 6 months	3,070,934	59.5%	101
Used liquid soap/hand sanitizer in last 6 months	3,940,467	76.3%	102
Used mouthwash in last 6 months	3,344,867	64.8%	99
Used mouthwash <6 times in last 7 days	1,409,011	27.3%	99
Used mouthwash 8+ times in last 7 days	743,478	14.4%	94
Used shampoo (at home) in last 6 months	4,760,082	92.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	923,320	17.9%	93
Used shaving cream/gel in last 6 months	2,745,195	53.2%	101
Used personal care soap (bar) in last 6 months	4,319,255	83.7%	99
Use personal care soap for antibacterial purpose	988,910	19.2%	100
Use personal care soap for complexion	380,252	7.4%	102
Use personal care soap for deodorant	883,088	17.1%	102
Use personal care soap for moisturizing	1,089,756	21.1%	100
Bought toothbrush in last 6 months	4,426,006	85.7%	101
Bought electric toothbrush in last 6 months	370,124	7.2%	111
Used toothpaste in last 6 months	4,969,432	96.3%	101
Used toothpaste <8 times in last 7 days	1,639,530	31.8%	97
Used toothpaste 15+ times in last 7 days	822,531	15.9%	99
Used toothpaste with baking soda in last 6 months	560,131	10.9%	96
Used toothpaste (gel) in last 6 months	1,534,771	29.7%	102
Used toothpaste (paste) in last 6 months	2,520,006	48.8%	102
Used whitening toothpaste in last 6 months	2,001,951	38.8%	105

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Personal Care Products	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Used tooth whitener (not toothpaste) last 6 months:Buyer	580,489	11.2%	102
Had professional manicure/pedicure last 6 months	911,353	17.7%	105
Had professional facial/massage last 6 months	521,722	10.1%	110
Spent \$100+ at barber shops in last 6 months	283,966	5.5%	105
Spent \$100+ at beauty parlors in last 6 months	900,123	17.4%	112

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Pets & Products	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
HH owns any pet	1,289,483	25.0%	106
HH owns any bird	70,397	1.4%	101
HH owns any cat	645,362	12.5%	108
HH owns any dog	921,146	17.8%	104
HH owns 1 cat	344,087	6.7%	108
HH owns 2+ cats	305,729	5.9%	108
HH owns 1 dog	589,260	11.4%	106
HH owns 2+ dogs	334,386	6.5%	100
HH used canned cat food in last 6 months	339,944	6.6%	108
HH used <5 cans of cat food in last 7 days	155,205	3.0%	108
HH used 8+ cans of cat food in last 7 days	102,294	2.0%	105
HH used packaged dry cat food in last 6 months	641,235	12.4%	108
HH used <5 pounds of packaged dry cat food last mo:Buyer	226,062	4.4%	106
HH used 9+ pounds of packaged dry cat food last mo:Buyer	284,845	5.5%	106
HH used cat treats in last 6 months	279,115	5.4%	108
HH used cat litter in last 6 months	575,397	11.1%	111
HH used canned dog food in last 6 months	325,915	6.3%	101
HH used packaged dry dog food in last 6 months	897,328	17.4%	104
HH used <10 pounds of pkgd dry dog food last month:Buyer	398,235	7.7%	102
HH used 25+ pounds of pkgd dry dog food last month:Buyer	277,736	5.4%	102
HH used dog biscuits/treats in last 6 months	738,499	14.3%	106
HH used <3 packages of dog biscuits/treats last mo:Buyer	540,122	10.5%	106
HH used 3+ packages of dog biscuits/treats last mo:Buyer	200,109	3.9%	102
HH used flea/tick care prod for cat/dog last 12 mo:Buyer	828,104	16.0%	102
HH member took pet to vet in last 12 mo: 1 time	308,564	6.0%	105
HH member took pet to vet in last 12 mo: 2 times	276,227	5.4%	108
HH member took pet to vet in last 12 mo: 3 times	146,695	2.8%	108
HH member took pet to vet in last 12 mo: 4 times	101,898	2.0%	109
HH member took pet to vet in last 12 mo: 5+ times	139,143	2.7%	108
Bought pet food from vet in last 12 months	117,376	2.3%	106
Bought flea control product from vet in last 12 mo:Buyer	333,130	6.5%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Restaurants	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Went to family restaurant/steak house in last 6 mo:Buyer	3,886,057	75.3%	103
Family restaurant/steak house last mo: <2 times	1,345,385	26.1%	100
Family restaurant/steak house last mo: 2-4 times	1,487,006	28.8%	105
Family restaurant/steak house last mo: 5+ times	1,058,302	20.5%	105
Family restaurant/steak house last 6 mo: breakfast:Buyer	652,759	12.6%	106
Family restaurant/steak house last 6 mo: lunch	1,359,026	26.3%	104
Family restaurant/steak house last 6 mo: snack	137,772	2.7%	96
Family restaurant/steak house last 6 mo: dinner	2,914,361	56.5%	106
Family restaurant/steak house last 6 mo: weekday	2,141,306	41.5%	107
Family restaurant/steak house last 6 mo: weekend	2,377,198	46.1%	104
Fam rest/steak hse last 6 mo: Applebee's	1,428,861	27.7%	107
Fam rest/steak hse last 6 mo: Bennigan's	156,979	3.0%	106
Fam rest/steak hse last 6 mo: Bob Evans Farm	233,303	4.5%	99
Fam rest/steak hse last 6 mo: Cheesecake Factory	351,451	6.8%	104
Fam rest/steak hse last 6 mo: Chili's Grill & Bar	647,514	12.5%	112
Fam rest/steak hse last 6 mo: Cracker Barrel	626,952	12.1%	100
Fam rest/steak hse last 6 mo: Denny's	499,203	9.7%	103
Fam rest/steak hse last 6 mo: Friendly's	208,879	4.0%	107
Fam rest/steak hse last 6 mo: Golden Corral	376,038	7.3%	95
Fam rest/steak hse last 6 mo: Intl Hse of Pancakes:Buyer	603,649	11.7%	105
Fam rest/steak hse last 6 mo: Lone Star Steakhouse:Buyer	166,368	3.2%	106
Fam rest/steak hse last 6 mo: Old Country Buffet	160,822	3.1%	99
Fam rest/steak hse last 6 mo: Olive Garden	973,580	18.9%	111
Fam rest/steak hse last 6 mo: Outback Steakhouse	659,096	12.8%	107
Fam rest/steak hse last 6 mo: Perkins	201,676	3.9%	105
Fam rest/steak hse last 6 mo: Red Lobster	762,051	14.8%	102
Fam rest/steak hse last 6 mo: Red Robin	287,929	5.6%	113
Fam rest/steak hse last 6 mo: Ruby Tuesday	481,707	9.3%	105
Fam rest/steak hse last 6 mo: Ryan's	178,897	3.5%	77
Fam rest/steak hse last 6 mo: Sizzler	144,912	2.8%	89
Fam rest/steak hse last 6 mo: T.G.I. Friday's	590,286	11.4%	107
Went to fast food/drive-in restaurant in last 6 mo:Buyer	4,678,039	90.6%	101
Went to fast food/drive-in restaurant <5 times/mo	1,578,916	30.6%	100
Went to fast food/drive-in 5-12 times/mo	1,657,160	32.1%	102
Went to fast food/drive-in restaurant 13+ times/mo:Buyer	1,446,503	28.0%	101
Fast food/drive-in last 6 mo: breakfast	1,467,343	28.4%	102
Fast food/drive-in last 6 mo: lunch	3,168,501	61.4%	104
Fast food/drive-in last 6 mo: snack	951,777	18.4%	103
Fast food/drive-in last 6 mo: dinner	2,595,245	50.3%	103
Fast food/drive-in last 6 mo: weekday	3,589,355	69.5%	104
Fast food/drive-in last 6 mo: weekend	2,548,927	49.4%	101
Fast food/drive-in last 6 mo: A & W	270,744	5.2%	103
Fast food/drive-in last 6 mo: Arby's	1,132,396	21.9%	105
Fast food/drive-in last 6 mo: Boston Market	298,029	5.8%	108
Fast food/drive-in last 6 mo: Burger King	1,938,506	37.6%	102
Fast food/drive-in last 6 mo: Captain D's	224,889	4.4%	80
Fast food/drive-in last 6 mo: Carl's Jr.	300,121	5.8%	99
Fast food/drive-in last 6 mo: Checkers	161,854	3.1%	92
Fast food/drive-in last 6 mo: Chick-fil-A	686,201	13.3%	106
Fast food/drive-in last 6 mo: Chuck E. Cheese's	238,910	4.6%	100
Fast food/drive-in last 6 mo: Church's Fr. Chicken:Buyer	202,591	3.9%	88
Fast food/drive-in last 6 mo: Dairy Queen	895,900	17.4%	104
Fast food/drive-in last 6 mo: Del Taco	169,615	3.3%	101

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Restaurants	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Fast food/drive-in last 6 mo: Domino's Pizza	721,638	14.0%	99
Fast food/drive-in last 6 mo: Dunkin' Donuts	629,321	12.2%	106
Fast food/drive-in last 6 mo: Fuddruckers	166,644	3.2%	111
Fast food/drive-in last 6 mo: Hardee's	340,544	6.6%	84
Fast food/drive-in last 6 mo: Jack in the Box	576,961	11.2%	103
Fast food/drive-in last 6 mo: KFC	1,458,795	28.3%	97
Fast food/drive-in last 6 mo: Little Caesars	336,604	6.5%	96
Fast food/drive-in last 6 mo: Long John Silver's	329,887	6.4%	88
Fast food/drive-in last 6 mo: McDonald's	2,964,403	57.4%	101
Fast food/drive-in last 6 mo: Papa John's	500,466	9.7%	108
Fast food/drive-in last 6 mo: Pizza Hut	1,210,469	23.4%	100
Fast food/drive-in last 6 mo: Popeyes	348,632	6.8%	93
Fast food/drive-in last 6 mo: Sonic Drive-In	558,979	10.8%	94
Fast food/drive-in last 6 mo: Steak n Shake	285,593	5.5%	101
Fast food/drive-in last 6 mo: Subway	1,693,950	32.8%	104
Fast food/drive-in last 6 mo: Taco Bell	1,712,730	33.2%	103
Fast food/drive-in last 6 mo: Wendy's	1,736,522	33.6%	104
Fast food/drive-in last 6 mo: Whataburger	232,511	4.5%	99
Fast food/drive-in last 6 mo: White Castle	190,921	3.7%	85
Fast food/drive-in last 6 mo: eat in	2,034,781	39.4%	102
Fast food/drive-in last 6 mo: home delivery	599,709	11.6%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	2,805,579	54.4%	104
Fast food/drive-in last 6 mo: take-out/walk-in	1,320,486	25.6%	104
Fast food/drive-in last 6 mo: Panera Bread	549,641	10.6%	114
Fast food/drive-in last 6 mo: Quiznos	543,897	10.5%	110
Fast food/drive-in last 6 mo: Starbucks	857,574	16.6%	114
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	316,335	6.1%	113

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Shopping	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Ordered any item by mail/phone/Internet last 12 mo:Buyer	2,569,136	49.8%	110
Spent on mail/phone/Internet orders/12 mo: <\$50	168,437	3.3%	101
Spent on mail/phone/Internet orders/12 mo: \$50-99	279,143	5.4%	105
Spent on mail/phone/Internet orders/12 mo:\$100-199:Buyer	350,752	6.8%	105
Spent on mail/phone/Internet orders/12 mo:\$200-499:Buyer	626,753	12.1%	111
Spent on mail/phone/Internet orders/12 mo:\$500-799:Buyer	332,326	6.4%	108
Spent on mail/phone/Internet orders/12 mo: \$800+	701,159	13.6%	113
Ordered last 12 mo from: Avon	230,307	4.5%	97
Ordered last 12 mo from: BMG Music	115,548	2.2%	99
Ordered last 12 mo from: J.C. Penney	296,806	5.7%	104
Ordered last 12 mo from: L.L. Bean	224,133	4.3%	115
Ordered last 12 mo from: Lands' End	202,740	3.9%	112
Ordered last 12 mo from: QVC	140,447	2.7%	106
Bought item from in-home sales rep in last 6 mo	442,801	8.6%	98
Bought item from Avon in-home sales rep last 6 mo	154,749	3.0%	90
Appl/hardware/electr store/12 mo: Ace Hardware	951,594	18.4%	107
Appl/hardware/electr store/12 mo: Best Buy	1,647,792	31.9%	109
Appl/hardware/electr store/12 mo: Home Depot	2,506,199	48.6%	108
Appl/hardware/electr store/12 mo: Lowe's	1,902,298	36.9%	105
Appl/hardware/electr store/12 mo: Radio Shack	782,218	15.2%	99
Appl/hardware/electr store/12 mo: Sears Hardware	494,599	9.6%	102
Appl/hardware/electr store/12 mo: True Value	398,890	7.7%	101
Dept/clothing/variety store/3 mo: Banana Republic	208,369	4.0%	103
Dept/clothing/variety store/3 mo: Dillard's	420,058	8.1%	101
Dept/clothing/variety store/3 mo: The Disney Store:Buyer	250,433	4.9%	104
Dept/clothing/variety store/3 mo: Eddie Bauer	136,608	2.6%	111
Dept/clothing/variety store/3 mo: Express	174,854	3.4%	102
Dept/clothing/variety store/3 mo: The Gap	445,375	8.6%	104
Dept/clothing/variety store/3 mo: J.C. Penney	1,394,121	27.0%	101
Dept/clothing/variety store/3 mo: Kmart	1,170,484	22.7%	97
Dept/clothing/variety store/3 mo: Lane Bryant	155,905	3.0%	100
Dept/clothing/variety store/3 mo: Macy's	972,070	18.8%	105
Dept/clothing/variety store/3 mo: Marshalls	443,931	8.6%	105
Dept/clothing/variety store/3 mo: Nordstrom	254,002	4.9%	107
Dept/clothing/variety store/3 mo: Old Navy	837,546	16.2%	103
Dept/clothing/variety store/3 mo: Sears	972,119	18.8%	101
Dept/clothing/variety store/3 mo: Target	2,145,324	41.6%	109
Dept/clothing/variety store/3 mo: T.J. Maxx	504,760	9.8%	107
Dept/clothing/variety store/3 mo: Wal-Mart	3,356,073	65.0%	100
Drug store shopped at last 6 mo: CVS Pharmacy	1,854,974	35.9%	101
Drug store shopped at last 6 mo: Longs Drug Store	226,115	4.4%	106
Drug store shopped at last 6 mo: Rite Aid	821,936	15.9%	99
Drug store shopped at last 6 mo: Wal-Mart Pharmacy:Buyer	736,724	14.3%	95
Drug store shopped at last 6 mo: Walgreens	1,927,476	37.3%	107
Dept/clothing/variety store/3 mo: Pier One Imports:Buyer	255,886	5.0%	109
Office/computer supply store/12 mo: CompUSA	222,669	4.3%	106
Office/computer supply store/12 mo: FedEx Kinko's	360,504	7.0%	109
Office/computer supply store/12 mo: Office Depot	1,000,974	19.4%	110
Office/computer supply store/12 mo: OfficeMax	712,040	13.8%	111
Office/computer supply store/12 mo: Staples	1,130,517	21.9%	108
Warehouse/club store/6 mo: BJ's Wholesale Club	289,806	5.6%	102
Warehouse/club store/6 mo: Costco	940,220	18.2%	110
Warehouse/club store/6 mo: Sam's Club	1,122,734	21.7%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Shopping	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Used cents off coupons in last 12 months	2,546,132	49.3%	103
Used cents off coupons 8+ times in last 3 months	816,631	15.8%	106
Dept/clothing/variety store/3 mo:Bed Bath & Beyond:Buyer	926,414	17.9%	110
Dept/clothing/variety store/3 mo: Kohl's	1,226,878	23.8%	113
Dept/clothing/variety store/3 mo: American Eagle	336,729	6.5%	102
Dept/clothing/variety store/3 mo: Burlington Coat	357,317	6.9%	99
Dept/clothing/variety store/3 mo: Crate & Barrel	150,280	2.9%	109
Dept/clothing/variety store/3 mo: Toys R Us	508,582	9.9%	104
Spent \$100+ at flower shops in last 6 months	118,175	2.3%	105
Coupons used/12 mo: handed out by person in store	510,460	9.9%	107
Coupons used/12 mo: in/on package	935,192	18.1%	107
Coupons used/12 mo: clipped from magazine	681,830	13.2%	103
Coupons used/12 mo: clipped from mail	972,631	18.8%	107
Coupons used/12 mo: clipped from Sun. news insert	1,811,594	35.1%	105
Coupons used/12 mo: clipped from wkday news insert:Buyer	558,149	10.8%	104
Coupons used/12 mo: instant coupon machine/shelf	501,181	9.7%	110
Coupons used/12 mo: received at register	667,452	12.9%	109
Coupons used/12 mo: received via Internet/email	259,000	5.0%	108

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Smoking	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Smoked cigarettes in last 12 months	1,119,386	21.7%	96
Smoked <4 packs of cigarettes in last 7 days	437,201	8.5%	97
Smoked 4-7 packs of cigarettes in last 7 days	473,312	9.2%	99
Smoked 8+ packs of cigarettes in last 7 days	222,978	4.3%	90
Smoke cigarettes: menthol	291,554	5.6%	87
Smoke cigarettes: non-menthol	764,969	14.8%	99
Smoke cigarettes: filter	924,152	17.9%	95
Smoke cigarettes: menthol filter	291,554	5.6%	87
Smoke cigarettes: non-menthol filter	696,381	13.5%	100
Used cigarette rolling paper in last 6 months	142,220	2.8%	89
Smoked cigar in last 6 months	222,840	4.3%	96
Smoked 2+ cigars in last 7 days	108,452	2.1%	92

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Sports	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Participated in aerobics	548,141	10.6%	113
Participated in archery	119,574	2.3%	102
Participated in auto racing	101,640	2.0%	95
Participated in backpacking/hiking	461,026	8.9%	115
Participated in baseball	259,693	5.0%	101
Participated in basketball	467,890	9.1%	103
Participated in bicycling (mountain)	225,491	4.4%	114
Participated in bicycling (road)	538,073	10.4%	115
Participated in boating (power)	326,769	6.3%	109
Participated in bowling	615,629	11.9%	111
Participated in canoeing/kayaking	250,314	4.8%	113
Participated in downhill skiing	174,093	3.4%	116
Participated in fishing (fresh water)	712,844	13.8%	103
Participated in fishing (salt water)	225,160	4.4%	104
Participated in football	312,990	6.1%	104
Participated in Frisbee	268,841	5.2%	110
Participated in golf	586,794	11.4%	112
Play golf < once a month	213,731	4.1%	112
Play golf 1+ times a month	310,362	6.0%	112
Participated in horseback riding	157,570	3.1%	109
Participated in hunting with rifle	243,714	4.7%	98
Participated in hunting with shotgun	203,892	3.9%	97
Participated in ice skating	149,223	2.9%	111
Participated in jogging/running	538,555	10.4%	113
Participated in motorcycling	191,797	3.7%	103
Participated in roller blading/in-line skating	136,247	2.6%	108
Participated in snorkeling/skin diving	127,594	2.5%	111
Participated in soccer	213,002	4.1%	104
Participated in softball	197,931	3.8%	103
Participated in swimming	1,027,562	19.9%	111
Participated in target shooting	210,688	4.1%	104
Participated in tennis	235,573	4.6%	110
Participated in volleyball	167,734	3.2%	101
Participated in walking for exercise	1,556,648	30.2%	109
Participated in weight lifting	727,808	14.1%	114
Participated in yoga	294,615	5.7%	112
Spent on high end sports/rec equip/12 mo: <\$250	221,084	4.3%	108
Spent on high end sports/rec equip/12 mo: \$250+	210,263	4.1%	108
Attend sports event: auto racing (NASCAR)	334,636	6.5%	104
Attend sports event: auto racing (not NASCAR)	267,411	5.2%	102
Attend sports event: baseball game	752,462	14.6%	111
Attend sports event: basketball game (college)	370,944	7.2%	105
Attend sports event: basketball game (pro)	387,755	7.5%	105
Attend sports event: football game (college)	493,094	9.6%	108
Attend sports event: football-Mon night game (pro):Buyer	255,258	4.9%	104
Attend sports event: football-weekend game (pro)	443,158	8.6%	109
Attend sports event: golf tournament	230,393	4.5%	105
Attend sports event: ice hockey game	303,799	5.9%	108
Attend sports event: soccer game	277,151	5.4%	106
Participated in martial arts	72,996	1.4%	103
Participated in snowboarding	92,942	1.8%	110
Attend sports event: tennis match	191,874	3.7%	103
Participated in Pilates	193,929	3.8%	109

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Telephones & Service	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Estimated Population 18 and over	5,162,036		
Estimated Households	2,611,662		
HH owns cell phone	2,230,893	43.2%	105
HH owns 1 cell phone	815,807	15.8%	101
HH owns 2 cell phones	893,890	17.3%	107
HH owns 3+ cell phones	524,030	10.2%	107
HH owns in-home cordless telephone	1,709,889	33.1%	104
HH purchased in-home cordless phone in last 12 mo	254,111	4.9%	105
HH owns answering machine	1,133,866	22.0%	107
HH purchased answering machine in last 12 months	80,984	1.6%	104
HH owns telephone pager/beeper	79,240	1.5%	102
HH purchased last phone at department store	535,896	10.4%	102
HH purchased last phone at discount store	593,482	11.5%	105
HH phone service used: call forwarding	422,212	8.2%	102
HH phone service used: call return	308,968	6.0%	98
HH phone service used: call waiting	959,555	18.6%	104
HH phone service used: caller identification	1,078,585	20.9%	104
HH phone service used: repeat dialing	573,732	11.1%	104
HH phone service used: three-way calling	402,797	7.8%	100
HH phone service used: voice messaging/voice mail	646,438	12.5%	108
HH's avg monthly long distance phone bill: <\$16	750,948	14.5%	106
HH's avg monthly long distance phone bill: \$16-25	320,770	6.2%	107
HH's avg monthly long distance phone bill: \$26-59	264,701	5.1%	107
HH's avg monthly long distance phone bill: \$60+	109,395	2.1%	98
HH made phone call to foreign country last 30 days:Buyer	155,998	3.0%	105
HH has long distance service through AT&T	653,645	12.7%	103
HH has long distance service through MCI	59,295	1.1%	102
HH has long distance service through Sprint	96,518	1.9%	102
HH acquired telephone calling card in last 12 mo	136,421	2.6%	103
HH has long distance service through Verizon	323,723	6.3%	109
HH has cell phone only (no landline telephone)	442,562	8.6%	107
HH has a landline telephone	2,141,353	41.5%	102
HH has landline telephone only (no cell phone)	353,648	6.9%	92
Own a working cell/mobile phone	4,202,460	81.4%	104
Own a PDA only (no phone service)	267,676	5.2%	109
Bought cell/mobile phone/PDA in last 12 months	1,578,994	30.6%	104
Bought cell/mobile phone/PDA: carrier-owned store	2,092,605	40.5%	107
Bought cell/mobile phone/PDA: department store	230,139	4.5%	93
Bought cell/mobile phone/PDA: discount store	173,334	3.4%	96
Bought cell/mobile phone/PDA: electronics store	486,581	9.4%	100
Bought cell/mobile phone/PDA: Internet	362,657	7.0%	111
Brand of cell/mobile phone/PDA: Kyocera	134,839	2.6%	94
Brand of cell/mobile phone/PDA: LG	606,301	11.7%	105
Brand of cell/mobile phone/PDA: Motorola	1,287,470	24.9%	103
Brand of cell/mobile phone/PDA: Nokia	685,081	13.3%	100
Brand of cell/mobile phone/PDA: Palm	165,114	3.2%	109
Brand of cell/mobile phone/PDA: Samsung	605,610	11.7%	103
Brand of cell/mobile phone/PDA: Sanyo	144,909	2.8%	104
Brand of cell/mobile phone/PDA: Sony Ericsson	96,464	1.9%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,373,080	26.6%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,698,757	32.9%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	827,183	16.0%	104
Cell phone srv on main phone: Alltel	213,831	4.1%	86
Cell phone srv on main phone: AT&T	1,055,562	20.4%	101

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Telephones & Service	Washington		
	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Cell phone srv on main phone: Sprint	723,487	14.0%	105
Cell phone srv on main phone: T-Mobile	466,064	9.0%	100
Cell phone srv on main phone: U.S. Cellular	115,505	2.2%	99
Cell phone srv on main phone: Verizon Wireless	1,300,933	25.2%	109

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Tools	Washington		
	Expected Number of HHs	Percent of HHs	MPI
Estimated Households	2,611,662		
HH purchased any tool in last 12 months	532,598	10.3%	108
HH owns chain saw (electric)	138,948	2.7%	104
HH owns chain saw (gas)	378,089	7.3%	104
HH owns circular saw (portable)	525,811	10.2%	108
HH owns electric car polisher	149,166	2.9%	110
HH owns electric drill (corded)	557,970	10.8%	107
HH owns electric drill (cordless)	793,840	15.4%	108
HH owns electric router	258,943	5.0%	108
HH owns electric sander	480,401	9.3%	109
HH owns electric screwdriver (cordless)	472,944	9.2%	108
HH owns glue gun	570,498	11.1%	108
HH owns jig/sabre saw (portable)	347,026	6.7%	106
HH owns power ratchet (cordless)	88,848	1.7%	103
HH owns staple gun	612,631	11.9%	108
HH owns stationary band saw	129,245	2.5%	105
HH owns stationary drill press	156,831	3.0%	104
HH owns stationary radial arm saw	101,210	2.0%	106
HH owns stationary table saw	250,342	4.8%	106
HH owns welder	115,712	2.2%	97
HH owns wet-dry shop vacuum	539,888	10.5%	109
HH owns automotive tools	602,410	11.7%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Toys & Games	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Bought any children's toy/game in last 12 months	1,832,461	35.5%	103
Spent on toys/games in last 12 months: <\$50	323,295	6.3%	100
Spent on toys/games in last 12 months: \$50-99	140,980	2.7%	100
Spent on toys/games in last 12 months: \$100-199	373,102	7.2%	101
Spent on toys/games in last 12 months: \$200-499	563,610	10.9%	105
Spent on toys/games in last 12 months: \$500+	304,112	5.9%	107
Bought infant toy in last 12 months	433,274	8.4%	102
Bought pre-school toy in last 12 months	457,200	8.9%	106
Spent on toys/games (for child <6)/12 mo: <\$100	589,241	11.4%	102
Spent on toys/games (for child <6)/12 mo: \$100-199:Buyer	354,647	6.9%	103
Spent on toys/games (for child <6)/12 mo: \$200+	418,600	8.1%	108
Bought for child in last 12 mo: boy action figure	419,989	8.1%	103
Bought for child in last 12 mo: girl action figure:Buyer	158,050	3.1%	97
Bought for child in last 12 mo: bicycle	336,516	6.5%	100
Bought for child in last 12 mo: board game	658,779	12.8%	106
Bought for child in last 12 mo: builder set	180,516	3.5%	99
Bought for child in last 12 mo: car	476,287	9.2%	101
Bought for child in last 12 mo: construction toy	274,066	5.3%	104
Bought for child in last 12 mo: large/baby doll	335,413	6.5%	97
Bought for child in last 12 mo: fashion doll	283,916	5.5%	101
Bought for child in last 12 mo: educational toy	767,999	14.9%	106
Bought for child in last 12 mo: electronic game	487,162	9.4%	102
Bought for child in last 12 mo: mechanical toy	208,392	4.0%	100
Bought for child in last 12 mo: model kit/set	138,349	2.7%	101
Bought for child in last 12 mo: sound game	138,008	2.7%	94
Bought for child in last 12 mo: word game	189,712	3.7%	98
Bought for child in last 12 mo: doll accessories	210,667	4.1%	101
Bought for child in last 12 mo: doll clothing	214,260	4.2%	98
Bought for child in last 12 mo: plush doll/animal	454,236	8.8%	107
Bought for child in last 12 mo: water toy	509,750	9.9%	106

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Travel	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Domestic travel in last 12 months	2,966,731	57.5%	109
Spent on domestic vacations last 12 mo: <\$1000	700,335	13.6%	107
Spent on domestic vacations last 12 mo: \$1000-1499:Buyer	400,623	7.8%	112
Spent on domestic vacations last 12 mo: \$1500-1999:Buyer	227,246	4.4%	110
Spent on domestic vacations last 12 mo: \$2000-2999:Buyer	226,640	4.4%	107
Spent on domestic vacations last 12 mo: \$3000+	285,698	5.5%	114
Domestic travel for business in last 12 months	465,447	9.0%	110
Domestic travel - personal (not vacation)/12 mo	899,908	17.4%	110
Domestic travel - vacation/honeymoon in last 12 mo:Buyer	2,005,228	38.8%	110
Took 3+ domestic non-business trips by plane/12 mo:Buyer	261,553	5.1%	110
Airline used for domestic trip/12 mo: American	224,595	4.4%	108
Airline used for domestic trip/12 mo: Continental	151,666	2.9%	104
Airline used for domestic trip/12 mo: Delta	255,979	5.0%	109
Airline used for domestic trip/12 mo: Northwest	168,938	3.3%	113
Airline used for domestic trip/12 mo: Southwest	327,542	6.3%	112
Airline used for domestic trip/12 mo: United	199,234	3.9%	109
Airline used for domestic trip/12 mo: US Airways	169,544	3.3%	111
Rented car on domestic trip in last 12 months	318,852	6.2%	112
Visited on domestic trip last 12 mo: Northeast	670,574	13.0%	110
Visited on domestic trip last 12 mo: South	1,522,604	29.5%	106
Visited on domestic trip last 12 mo: North Central:Buyer	783,917	15.2%	110
Visited on domestic trip last 12 mo: West	1,061,380	20.6%	115
Went backpacking/hiking on domestic vacation/12 mo:Buyer	158,048	3.1%	113
Went to beach on domestic vacation in last 12 mo	630,820	12.2%	110
Visited National Park on domestic vacation/12 mo	310,809	6.0%	109
Foreign travel in last 3 years	1,407,947	27.3%	109
Spent on foreign vacations last 12 mo: <\$1000	311,705	6.0%	110
Spent on foreign vacations last 12 mo: \$1000-2999	214,332	4.2%	104
Spent on foreign vacations last 12 mo: \$3000+	255,109	4.9%	106
Foreign travel - personal (not vacation)/3 yrs	234,255	4.5%	104
Foreign travel - vacation/honeymoon in last 3 yrs	1,070,876	20.7%	110
Took foreign trip w/all-inclusive travel pkg/3 yrs:Buyer	487,111	9.4%	110
Took foreign trip by cruise ship in last 3 yrs	284,102	5.5%	107
Took 3+ foreign trips by plane in last 3 yrs	250,799	4.9%	107
Took 3+ foreign non-business trips by plane/3 yrs	188,749	3.7%	106
Airline used for foreign trip/3 yrs: American	258,000	5.0%	103
Airline used for foreign trip/3 yrs: Continental	133,619	2.6%	100
Airline used for foreign trip/3 yrs: Delta	210,753	4.1%	108
Airline used for foreign trip/3 yrs: United	202,302	3.9%	110
Visited on foreign trip last 3 yrs: Canada	227,604	4.4%	108
Visited on foreign trip last 3 yrs: France	127,330	2.5%	108
Visited on foreign trip last 3 yrs: Germany	107,452	2.1%	109
Visited on foreign trip last 3 yrs: Hawaii	183,082	3.5%	111
Visited on foreign trip last 3 yrs: Italy	145,250	2.8%	108
Visited on foreign trip last 3 yrs: Mexico	387,762	7.5%	106
Visited on foreign trip last 3 yrs: United Kingdom:Buyer	167,730	3.2%	109
Bought travelers checks in last 12 months	171,265	3.3%	107
Took cruise of more than one day in last 3 years	500,023	9.7%	110
Member of any frequent flyer program	1,049,492	20.3%	116
Stayed 1+ nights at hotel/motel in last 12 months	2,325,356	45.0%	109
Hotel/motel stayed in/12 mo: Best Western	345,587	6.7%	104
Hotel/motel stayed in/12 mo: Comfort Inn	288,843	5.6%	105
Hotel/motel stayed in/12 mo: Courtyard	185,119	3.6%	112

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Travel	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Hotel/motel stayed in/12 mo: Days Inn	205,090	4.0%	101
Hotel/motel stayed in/12 mo: Hampton Inn	230,787	4.5%	108
Hotel/motel stayed in/12 mo: Hilton	180,820	3.5%	110
Hotel/motel stayed in/12 mo: Holiday Inn	245,306	4.8%	104
Hotel/motel stayed in/12 mo: Holiday Inn Express	221,665	4.3%	102
Hotel/motel stayed in/12 mo: Marriott	256,542	5.0%	110
Hotel/motel stayed in/12 mo: Motel 6	134,461	2.6%	100
Hotel/motel stayed in/12 mo: Super 8	124,041	2.4%	95
Did general sightseeing on domestic vacation/12 mo:Buyer	975,167	18.9%	112
Visited relative/friend on domestic vacation/12 mo:Buyer	814,554	15.8%	113
Spent \$100+ on luggage in last 12 months	207,150	4.0%	102
Took 3+ domestic trips in last 12 months	1,209,496	23.4%	113

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Video Tapes & DVDs	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
DVDs rented in last 30 days: 1	146,054	2.8%	107
DVDs rented in last 30 days: 2	270,933	5.2%	112
DVDs rented in last 30 days: 3	173,007	3.4%	108
DVDs rented in last 30 days: 4	221,439	4.3%	107
DVDs rented in last 30 days: 5+	734,306	14.2%	108
Rented video tape/DVD last month: action/adventure:Buyer	1,080,215	20.9%	108
Rented video tape/DVD last month: classic	220,157	4.3%	108
Rented video tape/DVD last month: comedy	1,126,552	21.8%	109
Rented video tape/DVD last month: drama	752,995	14.6%	111
Rented video tape/DVD last month: family/children	476,046	9.2%	105
Rented video tape/DVD last month: foreign	99,962	1.9%	103
Rented video tape/DVD last month: horror	379,532	7.4%	98
Rented video tape/DVD last month: science fiction	282,795	5.5%	105
Rented video tape/DVD last mo at Blockbuster Video:Buyer	745,196	14.4%	112
Rented video tape/DVD last mo at Hollywood Video	276,256	5.4%	111
Bought video tape/DVD last month: action/adventure:Buyer	418,479	8.1%	103
Bought video tape/DVD last month: classic	107,615	2.1%	100
Bought video tape/DVD last month: comedy	434,411	8.4%	104
Bought video tape/DVD last month: drama	217,722	4.2%	99
Bought video tape/DVD last month: family/children	307,978	6.0%	100
Bought video tape/DVD last month: horror	145,459	2.8%	91
Bought video tape/DVD last month: science fiction	123,284	2.4%	98
Bought video tape/DVD last mo at Blockbuster Video:Buyer	127,134	2.5%	100
Bought blank video tape in last 6 months	497,973	9.6%	101
Bought 7+ blank video tapes in last 6 months	103,612	2.0%	97
DVDs purchased in last 30 days: 1	294,744	5.7%	107
DVDs purchased in last 30 days: 2	281,905	5.5%	104
DVDs purchased in last 30 days: 3-4	257,694	5.0%	102
DVDs purchased in last 30 days: 5+	272,214	5.3%	98
Rented video tape/DVD last month: romance	377,559	7.3%	106
Bought video tape/DVD last month: romance	117,675	2.3%	100

PCensus Sample Report
Market Potential Data
Source: ESRI 2010

Market Potential Yellow Pages	Washington		
	Expected Number of Adults	Percent of Adults	MPI
Estimated Population 18 and over	5,162,036		
Referred to Yellow Pages in last 12 months	3,107,568	60.2%	105
Referred to paper Yellow Pages in last 12 months	2,851,080	55.2%	104
Referred to Yellow Pages on Internet in last 12 mo:Buyer	983,023	19.0%	113
Yellow Pages/12 mo: airlines/tickets	506,175	9.8%	110
Yellow Pages/12 mo: appliance repair	349,187	6.8%	105
Yellow Pages/12 mo: appliances	127,298	2.5%	98
Yellow Pages/12 mo: attorneys	260,340	5.0%	99
Yellow Pages/12 mo: auto body repair & painting	341,390	6.6%	104
Yellow Pages/12 mo: auto dealers/sales	326,848	6.3%	103
Yellow Pages/12 mo: auto parts/supplies	526,643	10.2%	100
Yellow Pages/12 mo: auto renting/leasing	155,300	3.0%	102
Yellow Pages/12 mo: auto repair/services	420,109	8.1%	105
Yellow Pages/12 mo: banks/savings & loans	421,021	8.2%	104
Yellow Pages/12 mo: beauty salons	502,126	9.7%	103
Yellow Pages/12 mo: carpet cleaning	323,261	6.3%	106
Yellow Pages/12 mo: carpets/rugs	213,248	4.1%	105
Yellow Pages/12 mo: cellular telephones	335,090	6.5%	101
Yellow Pages/12 mo: churches	222,153	4.3%	101
Yellow Pages/12 mo: contractors (general)	182,885	3.5%	104
Yellow Pages/12 mo: dentists	424,779	8.2%	103
Yellow Pages/12 mo: department stores	711,090	13.8%	103
Yellow Pages/12 mo: dry cleaners/laundry	154,132	3.0%	96
Yellow Pages/12 mo: employment agencies	137,217	2.7%	95
Yellow Pages/12 mo: exterminators/pest control	128,864	2.5%	103
Yellow Pages/12 mo: florists	397,537	7.7%	108
Yellow Pages/12 mo: furnaces/heating	157,310	3.0%	103
Yellow Pages/12 mo: furniture stores	283,260	5.5%	105
Yellow Pages/12 mo: hardware stores	283,230	5.5%	101
Yellow Pages/12 mo: hospital/care facilities	234,300	4.5%	101
Yellow Pages/12 mo: hotels/motels	459,169	8.9%	105
Yellow Pages/12 mo: jewelers/jewelry	212,654	4.1%	101
Yellow Pages/12 mo: locks/locksmiths	148,100	2.9%	104
Yellow Pages/12 mo: moving/storage	163,802	3.2%	99
Yellow Pages/12 mo: music stores/supplies	147,423	2.9%	101
Yellow Pages/12 mo: paint/wallpaper	115,508	2.2%	99
Yellow Pages/12 mo: pet shops/kennels	269,177	5.2%	105
Yellow Pages/12 mo: pharmacies	393,693	7.6%	98
Yellow Pages/12 mo: physicians/surgeons	458,801	8.9%	104
Yellow Pages/12 mo: pizza	1,476,104	28.6%	105
Yellow Pages/12 mo: plumbers	266,597	5.2%	104
Yellow Pages/12 mo: restaurants	1,705,958	33.0%	108
Yellow Pages/12 mo: roofers	122,649	2.4%	98
Yellow Pages/12 mo: sporting goods	213,994	4.1%	106
Yellow Pages/12 mo: supermarkets/grocers	391,961	7.6%	99
Yellow Pages/12 mo: taxicabs/limousines	125,107	2.4%	94
Yellow Pages/12 mo: theaters	796,207	15.4%	108
Yellow Pages/12 mo: travel agents	137,288	2.7%	104
Yellow Pages/12 mo: veterinarians	245,301	4.8%	105