



Electronics & Internet

Market Potential

Prepared by Voorhees Group LLC
 Latitude: 37.4476
 Longitude: -122.260572
 Radius: 2.0 miles

4200 Farm Hill Blvd
 Redwood City, CA 94061

Type: Radius

Demographic Summary	2006	2011
Population	25,373	25,266
Population 18+	19,341	19,399
Households	9,684	9,631
Median Household Income	121,330	146,161

Product/Consumer Behavior	Expected Number of Adults/Households	Percent	MPI
Use a personal computer at work	8,634	44.6%	143
HH owns a personal computer	8,138	84.0%	129
Purchased home PC in last 12 months	1,749	18.1%	129
Purchased home PC 1-2 years ago	2,700	27.9%	130
Purchased home PC 3-4 years ago	2,269	23.4%	130
Purchased home PC 5+ years ago	803	8.3%	124
Spent <\$500 on home PC	545	5.6%	90
Spent \$500-999 on home PC	1,337	13.8%	99
Spent \$1000-1499 on home PC	2,004	20.7%	122
Spent \$1500-1999 on home PC	1,445	14.9%	145
Spent \$2000-2999 on home PC	1,362	14.1%	173
Spent \$3000+ on home PC	593	6.1%	197
Purchased home PC at computer superstore	1,986	20.5%	146
Purchased home PC at department store	177	1.8%	50
Purchased home PC direct from manufacturer	1,903	19.7%	161
Purchased home PC at electronics store	922	9.5%	113
Purchased home PC on Internet	753	7.8%	151
Purchased home PC at warehouse discount outlet	310	3.2%	127
HH owns desktop PC	6,963	71.9%	126
HH owns laptop/notebook/tablet PC	2,108	21.8%	172
HH owns any Apple/Mac clone brand PC	808	8.3%	205
Brand of PC that HH owns: Apple iMac	299	3.1%	197
HH owns any IBM/compatible brand PC	7,158	73.9%	125
Brand of PC that HH owns: Compaq	1,164	12.0%	108
Brand of PC that HH owns: Dell	2,278	23.5%	168
Brand of PC that HH owns: Gateway	1,083	11.2%	116
Brand of PC that HH owns: Hewlett Packard	1,089	11.2%	99
Brand of PC that HH owns: IBM	458	4.7%	138
Child (under 18) uses home PC	2,499	25.8%	123
HH owns CD burner	2,961	30.6%	128
HH owns CD ROM drive	5,513	56.9%	124
HH owns DVD drive	2,423	25.0%	129
HH owns LAN/network interface card	1,318	13.6%	145
HH owns inkjet printer	5,065	52.3%	124
HH owns laser printer	1,682	17.4%	156
HH owns removable cartridge storage device	749	7.7%	122
HH owns scanner	2,950	30.5%	127
HH owns PC speakers	4,850	50.1%	122
HH owns tape backup	462	4.8%	120
HH owns software: accounting	1,584	16.4%	146
HH owns software: communications/fax	1,480	15.3%	153
HH owns software: database/filing	1,250	12.9%	134
HH owns software: desktop publishing	1,786	18.4%	129

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

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Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns software: education/training	1,245	12.9%	110
HH owns software: entertainment/games	3,398	35.1%	116
HH owns software: personal finance/tax prep	2,140	22.1%	151
HH owns software: presentation graphics	1,218	12.6%	143
HH owns software: multimedia	1,538	15.9%	120
HH owns software: home networking	1,001	10.3%	148
HH owns software: spreadsheet	3,013	31.1%	143
HH owns software: utility	879	9.1%	137
HH owns software: web authoring	566	5.8%	125
HH owns software: word processing	4,680	48.3%	144

Spent \$500+ on software for home PC in last 12 mo	385	4.0%	180
Purchased computer book in last 12 months	974	10.1%	159
HH owns fax machine	3,175	32.8%	190
Purchased audio equipment in last 12 months	849	8.8%	103
Purchased cassette recorder/player in last 12 mo	107	1.1%	79
Purchased headphones in last 12 months	250	2.6%	111
HH owns camcorder	2,745	28.3%	134
Purchased camcorder in last 12 months	275	2.8%	116
HH owns digital camcorder	760	7.8%	172
HH owns CD player	5,758	59.5%	118
Purchased CD player in last 12 months	950	9.8%	109
HH owns DVD player	4,592	47.4%	122
Purchased DVD player in last 12 months	1,568	16.2%	114
HH owns 1 TV	1,666	17.2%	78
HH owns 2 TVs	2,553	26.4%	94
HH owns 3 TVs	2,359	24.4%	112
HH owns 4+ TVs	2,334	24.1%	126
HH owns color floor TV	4,232	43.7%	122
HH owns color portable TV	5,926	61.2%	99
HH owns miniature screen TV (under 13")	1,209	12.5%	114
HH owns regular screen TV (13"-26")	5,279	54.5%	101
Most recent TV purchase: regular screen (13"-26")	2,973	30.7%	92
HH owns large screen TV (27"-35")	4,921	50.8%	107
Most recent TV purchase: large screen (27"-35")	3,330	34.4%	100
HH owns VCR	6,871	71.0%	112
HH owns combination TV/VCR	2,023	20.9%	117
HH owns video game system	2,486	25.7%	90
Purchased video game system in last 12 months	734	7.6%	95
HH owns video game system: Game Boy	978	10.1%	115
HH owns video game system: Sony PlayStation	639	6.6%	74
Purchased 6+ video games in last 12 months	483	5.0%	100
HH owns modem/fax modem	4,262	44.0%	130
HH owns big screen TV (36"-42")	1,316	13.6%	134
Most recent TV purchase: big screen (36"-42")	903	9.3%	128
HH owns giant screen TV (over 42")	888	9.2%	130
Most recent TV purchase: giant screen (over 42")	648	6.7%	125
HH owns flat screen/plasma TV	907	9.4%	147
HH owns projection TV	570	5.9%	131
HH owns video game system: Game Boy Advance	668	6.9%	115
HH owns video game system: Nintendo GameCube	388	4.0%	122

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Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns video game system: PlayStation 2	1,095	11.3%	95
Bought video game system/12 mo: PlayStation 2	290	3.0%	87
HH owns video game system: Xbox	402	4.2%	115
Bought video game system/12 mo: Xbox	143	1.5%	99
HH owns MP3 player	583	6.0%	161
Purchased MP3 player in last 12 months	207	2.1%	164
Have any access to the Internet	17,509	90.5%	116
Have access to Internet: at home	15,928	82.4%	137
Have access to Internet: at work	9,415	48.7%	143
Have access to Internet: at school/library	4,405	22.8%	89
Have access to Internet: not hm/work/school/library	3,442	17.8%	90
Use Internet less than once a week	766	4.0%	76
Use Internet 1-2 times per week	1,112	5.8%	80
Use Internet 3-6 times per week	2,358	12.2%	112
Use Internet daily	5,303	27.4%	136
Use Internet more than once a day	5,592	28.9%	164
Any Internet or online usage in last 30 days	15,133	78.3%	130
Looked at/used any online service in last 30 days	13,754	71.1%	129
Looked at/used America Online (AOL) last 30 days	6,066	31.4%	138
Looked at/used Microsoft Network in last 30 days	3,092	16.0%	113
Used Internet in last 30 days: at home	13,937	72.1%	143
Used Internet in last 30 days: at work	8,652	44.7%	155
Used Internet in last 30 days: at school/library	1,370	7.1%	110
Used Internet/30 days: not home/work/school/library	1,389	7.2%	109
Internet last 30 days: used email	14,060	72.7%	142
Internet last 30 days: looked for employment	1,549	8.0%	85
Internet last 30 days: played games online	2,448	12.7%	82
Internet last 30 days: obtained new/used car info	2,164	11.2%	140
Internet last 30 days: made personal purchase	6,555	33.9%	174
Internet last 30 days: made business purchase	2,191	11.3%	186
Internet last 30 days: obtained real estate info	2,502	12.9%	164
Internet last 30 days: tracked investments	4,406	22.8%	221
Internet last 30 days: traded stocks/bonds/funds	1,449	7.5%	234
Internet last 30 days: made travel plans	5,387	27.9%	206
Internet last 30 days: visited chat room	621	3.2%	65

Ordered anything on Internet in last 12 months	8,362	43.2%	159
Ordered on Internet/12 mo: airline ticket	4,939	25.5%	202
Ordered on Internet/12 mo: CD/tape	1,329	6.9%	169
Ordered on Internet/12 mo: clothing	2,716	14.0%	164
Ordered on Internet/12 mo: computer	896	4.6%	171
Ordered on Internet/12 mo: computer peripheral	1,131	5.8%	190
Ordered on Internet/12 mo: flowers	1,085	5.6%	197
Ordered on Internet/12 mo: software	1,517	7.8%	172
Ordered on Internet/12 mo: ticket (concert/sports)	2,067	10.7%	188
Ordered on Internet/12 mo: toy	995	5.1%	158
Ordered on Internet/12 mo: video	871	4.5%	139
Purchased item from amazon.com in last 12 months	3,688	19.1%	195
Purchased item from barnes&noble.com in last 12 mo	1,120	5.8%	174
Purchased item from ebay.com in last 12 months	2,042	10.6%	149
Spent on Internet orders last 12 months: <\$100	1,104	5.7%	102

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Product/Consumer Behavior	Expected Number of Households	Percent	MPI
Spent on Internet orders last 12 months: \$100-199	1,042	5.4%	124
Spent on Internet orders last 12 months: \$200-499	1,684	8.7%	138
Spent on Internet orders last 12 months: \$500+	3,850	19.9%	209
Internet last 30 days: obtained medical info	3,254	16.8%	149
Internet last 30 days: obtained latest news	8,300	42.9%	149
Internet last 30 days: obtained sports news/info	4,389	22.7%	136
Pre-recorded video tapes rented/30 days: 1	786	4.1%	119
Pre-recorded video tapes rented/30 days: 2	1,127	5.8%	109
Pre-recorded video tapes rented/30 days: 3	610	3.2%	106
Pre-recorded video tapes rented/30 days: 4	863	4.5%	123
Pre-recorded video tapes rented/30 days: 5+	2,344	12.1%	110
DVDs rented in last 30 days: 1	680	3.5%	114
DVDs rented in last 30 days: 2	1,188	6.1%	127
DVDs rented in last 30 days: 3	668	3.5%	121
DVDs rented in last 30 days: 4	660	3.4%	121
DVDs rented in last 30 days: 5+	1,809	9.4%	110
Rented video tape/DVD last month: action/adventure	5,074	26.2%	112
Rented video tape/DVD last month: classic	1,500	7.8%	159
Rented video tape/DVD last month: comedy	5,086	26.3%	115
Rented video tape/DVD last month: drama	4,094	21.2%	131
Rented video tape/DVD last month: family/children	1,761	9.1%	99
Rented video tape/DVD last month: foreign	539	2.8%	170
Rented video tape/DVD last month: horror	780	4.0%	61
Rented video tape/DVD last month: science fiction	866	4.5%	90
Rented video tape/DVD last mo at Blockbuster Video	4,833	25.0%	139
Rented video tape/DVD last mo at Hollywood Video	1,127	5.8%	86
Pre-recorded video tapes purchased/30 days: 1	644	3.3%	86
Pre-recorded video tapes purchased/30 days: 2	659	3.4%	102
Pre-recorded video tapes purchased/30 days: 3-4	360	1.9%	67
Pre-recorded video tapes purchased/30 days: 5+	298	1.5%	58
Bought video tape/DVD last month: action/adventure	1,451	7.5%	85
Bought video tape/DVD last month: classic	532	2.8%	122
Bought video tape/DVD last month: comedy	1,537	7.9%	101
Bought video tape/DVD last month: drama	834	4.3%	91
Bought video tape/DVD last month: family/children	1,130	5.8%	90
Bought video tape/DVD last month: horror	215	1.1%	56
Bought video tape/DVD last month: science fiction	333	1.7%	77
Bought video tape/DVD last mo at Blockbuster Video	597	3.1%	114
Bought blank video tape in last 6 months	4,862	25.1%	101
Bought 7+ blank video tapes in last 6 months	1,445	7.5%	99
DVDs purchased in last 30 days: 1	1,128	5.8%	118
DVDs purchased in last 30 days: 2	754	3.9%	90
DVDs purchased in last 30 days: 3-4	786	4.1%	102
DVDs purchased in last 30 days: 5+	572	3.0%	76
Bought any camera in last 12 months	3,841	19.9%	116
Spent on cameras in last 12 months: <\$100	1,438	7.4%	90
Spent on cameras in last 12 months: \$100-199	407	2.1%	100
Spent on cameras in last 12 months: \$200+	1,536	7.9%	175
Own APS (point & shoot or SLR) camera	1,909	9.9%	183
Own digital camera	4,449	23.0%	153

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Product/Consumer Behavior	Expected Number of Households	Percent	MPI
Bought digital camera in last 12 months	1,539	8.0%	160
Own instant developing camera	901	4.7%	118
Own movie camera (excl camcorder/video camera)	352	1.8%	89
Own 35mm auto focus point & shoot camera	2,818	14.6%	125
Own 35mm auto focus single lens reflex camera	1,155	6.0%	149
Own 35mm auto focus zoom camera	3,111	16.1%	123
Own 35mm single lens reflex camera	1,283	6.6%	135
Own Canon camera	3,672	19.0%	148
Own Fuji camera	1,195	6.2%	111
Bought Fuji camera in last 12 months	472	2.4%	101
Own Kodak camera	2,037	10.5%	87
Bought Kodak camera in last 12 months	773	4.0%	86
Own Minolta camera	1,636	8.5%	148
Own Nikon camera	1,558	8.1%	176
Own Olympus camera	2,248	11.6%	187
Own Pentax camera	942	4.9%	141
Own Polaroid camera	551	2.8%	79
Own Vivitar camera	348	1.8%	84
Bought disposable camera in last 12 months	1,712	8.9%	95
Bought APS disposable camera in last 12 months	699	3.6%	100
Bought 35mm disposable camera in last 12 months	1,067	5.5%	86
Bought any camera accessory in last 12 months	3,993	20.6%	124
Bought film in last 12 months	9,597	49.6%	119
Bought film in last 12 months: <3 rolls	2,235	11.6%	104
Bought film in last 12 months: 3-6 rolls	3,513	18.2%	119
Bought film in last 12 months: 7+ rolls	3,850	19.9%	128
Bought film in last 12 mo: APS (color prints)	1,000	5.2%	133
Bought film in last 12 mo: cartridge (color)	348	1.8%	88
Bought film in last 12 mo: instant developing	433	2.2%	117
Bought film in last 12 mo: 35mm (black & white)	539	2.8%	113
Bought film in last 12 mo: 35mm (color prints)	7,178	37.1%	125
Bought film in last 12 mo: 35mm (color slides)	621	3.2%	98
Bought Fuji film in last 12 months	2,673	13.8%	107
Bought Kodak film in last 12 months	6,987	36.1%	127
Bought Polaroid instant developing film last 12 mo	370	1.9%	106
Bought store-brand film in last 12 months	561	2.9%	102
Purchased film in last 12 mo: camera store	990	5.1%	211
Purchased film in last 12 mo: department store	745	3.9%	52
Purchased film in last 12 mo: discount store	2,806	14.5%	94
Purchased film in last 12 mo: drug store	3,186	16.5%	164
Purchased film in last 12 mo: grocery store	1,882	9.7%	135
Purchased film in last 12 mo: 1 hour service store	370	1.9%	81
Purchased film in last 12 mo: warehouse/club store	1,281	6.6%	197
Had film processed at camera store	1,119	5.8%	255
Had film processed at department store	370	1.9%	44
Had film processed at discount store	1,466	7.6%	79
Had film processed at drug store	2,837	14.7%	158
Had film processed at grocery store	1,132	5.9%	124
Had film processed at 1 hour service store	974	5.0%	130
Had film processed at warehouse/club store	929	4.8%	176
Own cartridge camera	496	2.6%	104
Bought memory card for camera in last 12 months	972	5.0%	163

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Population	172,488	172,718
Population 18+	132,433	134,390
Households	63,662	63,704
Median Household Income	96,179	117,027

Product/Consumer Behavior	Expected Number of Adults/Households	Percent	MPI
Use a personal computer at work	53,851	40.7%	130
HH owns a personal computer	49,104	77.1%	118
Purchased home PC in last 12 months	10,558	16.6%	119
Purchased home PC 1-2 years ago	16,218	25.5%	119
Purchased home PC 3-4 years ago	12,916	20.3%	113
Purchased home PC 5+ years ago	4,588	7.2%	107
Spent <\$500 on home PC	4,054	6.4%	102
Spent \$500-999 on home PC	8,138	12.8%	92
Spent \$1000-1499 on home PC	11,848	18.6%	110
Spent \$1500-1999 on home PC	8,166	12.8%	125
Spent \$2000-2999 on home PC	7,335	11.5%	141
Spent \$3000+ on home PC	3,647	5.7%	184
Purchased home PC at computer superstore	11,160	17.5%	125
Purchased home PC at department store	1,384	2.2%	60
Purchased home PC direct from manufacturer	10,829	17.0%	139
Purchased home PC at electronics store	5,405	8.5%	101
Purchased home PC on Internet	4,887	7.7%	149
Purchased home PC at warehouse discount outlet	1,788	2.8%	111
HH owns desktop PC	40,648	63.8%	112
HH owns laptop/notebook/tablet PC	13,449	21.1%	167
HH owns any Apple/Apple Mac clone brand PC	4,901	7.7%	189
Brand of PC that HH owns: Apple iMac	1,896	3.0%	190
HH owns any IBM/IBM compatible brand PC	43,002	67.5%	115
Brand of PC that HH owns: Compaq	7,004	11.0%	99
Brand of PC that HH owns: Dell	13,092	20.6%	147
Brand of PC that HH owns: Gateway	6,102	9.6%	99
Brand of PC that HH owns: Hewlett Packard	6,499	10.2%	90
Brand of PC that HH owns: IBM	2,725	4.3%	124
Child (under 18) uses home PC	12,342	19.4%	93
HH owns CD burner	17,949	28.2%	118
HH owns CD ROM drive	33,442	52.5%	114
HH owns DVD drive	14,699	23.1%	119
HH owns LAN/network interface card	7,953	12.5%	133
HH owns inkjet printer	28,992	45.5%	108
HH owns laser printer	10,087	15.8%	143
HH owns removable cartridge storage device	4,226	6.6%	105
HH owns scanner	16,741	26.3%	110
HH owns PC speakers	28,588	44.9%	109
HH owns tape backup	2,598	4.1%	103
HH owns software: accounting	8,805	13.8%	124
HH owns software: communications/fax	8,492	13.3%	133
HH owns software: database/filing	7,239	11.4%	118
HH owns software: desktop publishing	10,203	16.0%	112

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HH owns software: education/training	6,938	10.9%	93
HH owns software: entertainment/games	19,857	31.2%	103
HH owns software: personal finance/tax prep	11,657	18.3%	125
HH owns software: presentation graphics	7,468	11.7%	133
HH owns software: multimedia	9,769	15.3%	116
HH owns software: home networking	5,554	8.7%	125
HH owns software: spreadsheet	17,682	27.8%	128
HH owns software: utility	5,225	8.2%	124
HH owns software: web authoring	3,502	5.5%	118
HH owns software: word processing	27,495	43.2%	129

Spent \$500+ on software for home PC in last 12 mo	2,212	3.5%	157
Purchased computer book in last 12 months	5,738	9.0%	142
HH owns fax machine	16,903	26.6%	154
Purchased audio equipment in last 12 months	5,933	9.3%	109
Purchased cassette recorder/player in last 12 mo	897	1.4%	101
Purchased headphones in last 12 months	1,803	2.8%	121
HH owns camcorder	14,085	22.1%	105
Purchased camcorder in last 12 months	1,586	2.5%	101
HH owns digital camcorder	3,953	6.2%	136
HH owns CD player	36,076	56.7%	113
Purchased CD player in last 12 months	6,082	9.6%	106
HH owns DVD player	28,083	44.1%	114
Purchased DVD player in last 12 months	9,786	15.4%	108
HH owns 1 TV	15,554	24.4%	111
HH owns 2 TVs	17,853	28.0%	100
HH owns 3 TVs	13,162	20.7%	95
HH owns 4+ TVs	11,135	17.5%	92
HH owns color floor TV	26,157	41.1%	115
HH owns color portable TV	36,875	57.9%	94
HH owns miniature screen TV (under 13")	6,758	10.6%	97
HH owns regular screen TV (13"-26")	33,601	52.8%	98
Most recent TV purchase: regular screen (13"-26")	20,998	33.0%	99
HH owns large screen TV (27"-35")	30,240	47.5%	100
Most recent TV purchase: large screen (27"-35")	22,037	34.6%	101
HH owns VCR	42,936	67.4%	106
HH owns combination TV/VCR	11,773	18.5%	104
HH owns video game system	15,192	23.9%	84
Purchased video game system in last 12 months	4,161	6.5%	82
HH owns video game system: Game Boy	5,009	7.9%	90
HH owns video game system: Sony PlayStation	4,167	6.5%	73
Purchased 6+ video games in last 12 months	2,740	4.3%	87
HH owns modem/fax modem	25,067	39.4%	116
HH owns big screen TV (36"-42")	6,626	10.4%	103
Most recent TV purchase: big screen (36"-42")	4,752	7.5%	102
HH owns giant screen TV (over 42")	4,319	6.8%	97
Most recent TV purchase: giant screen (over 42")	3,173	5.0%	93
HH owns flat screen/plasma TV	5,702	9.0%	141
HH owns projection TV	2,793	4.4%	97
HH owns video game system: Game Boy Advance	3,703	5.8%	97
HH owns video game system: Nintendo GameCube	1,942	3.1%	93

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

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



Electronics & Internet

Market Potential

Prepared by Voorhees Group LLC

Latitude: 37.4476

Longitude: -122.260572

Radius: 5.0 miles

4200 Farm Hill Blvd
Redwood City, CA 94061

Type: Radius

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns video game system: PlayStation 2	6,393	10.0%	84
Bought video game system/12 mo: PlayStation 2	1,804	2.8%	82
HH owns video game system: Xbox	2,113	3.3%	92
Bought video game system/12 mo: Xbox	826	1.3%	87
HH owns MP3 player	3,689	5.8%	155
Purchased MP3 player in last 12 months	1,279	2.0%	155
Have any access to the Internet	111,715	84.4%	108
Have access to Internet: at home	95,904	72.4%	120
Have access to Internet: at work	59,382	44.8%	132
Have access to Internet: at school/library	30,623	23.1%	91
Have access to Internet: not hm/work/school/library	22,877	17.3%	87
Use Internet less than once a week	5,028	3.8%	73
Use Internet 1-2 times per week	7,270	5.5%	76
Use Internet 3-6 times per week	15,106	11.4%	105
Use Internet daily	32,375	24.4%	122
Use Internet more than once a day	36,463	27.5%	156
Any Internet or online usage in last 30 days	95,623	72.2%	120
Looked at/used any online service in last 30 days	87,861	66.3%	120
Looked at/used America Online (AOL) last 30 days	37,648	28.4%	125
Looked at/used Microsoft Network in last 30 days	20,522	15.5%	110
Used Internet in last 30 days: at home	83,867	63.3%	126
Used Internet in last 30 days: at work	53,926	40.7%	141
Used Internet in last 30 days: at school/library	11,766	8.9%	138
Used Internet/30 days: not home/work/school/library	10,713	8.1%	122
Internet last 30 days: used email	87,999	66.4%	130
Internet last 30 days: looked for employment	13,611	10.3%	109
Internet last 30 days: played games online	17,255	13.0%	84
Internet last 30 days: obtained new/used car info	13,489	10.2%	127
Internet last 30 days: made personal purchase	40,632	30.7%	157
Internet last 30 days: made business purchase	13,449	10.2%	167
Internet last 30 days: obtained real estate info	15,837	12.0%	152
Internet last 30 days: tracked investments	24,112	18.2%	177
Internet last 30 days: traded stocks/bonds/funds	8,243	6.2%	195
Internet last 30 days: made travel plans	32,835	24.8%	184
Internet last 30 days: visited chat room	5,766	4.4%	88

Ordered anything on Internet in last 12 months	51,132	38.6%	142
Ordered on Internet/12 mo: airline ticket	31,100	23.5%	186
Ordered on Internet/12 mo: CD/tape	8,748	6.6%	163
Ordered on Internet/12 mo: clothing	16,979	12.8%	149
Ordered on Internet/12 mo: computer	5,672	4.3%	158
Ordered on Internet/12 mo: computer peripheral	6,738	5.1%	165
Ordered on Internet/12 mo: flowers	6,507	4.9%	172
Ordered on Internet/12 mo: software	9,103	6.9%	151
Ordered on Internet/12 mo: ticket (concert/sports)	13,434	10.1%	178
Ordered on Internet/12 mo: toy	5,938	4.5%	138
Ordered on Internet/12 mo: video	5,875	4.4%	137
Purchased item from amazon.com in last 12 months	23,483	17.7%	181
Purchased item from barnes&noble.com in last 12 mo	6,895	5.2%	156
Purchased item from ebay.com in last 12 months	12,420	9.4%	132
Spent on Internet orders last 12 months: <\$100	6,898	5.2%	93

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Electronics & Internet

Market Potential

Prepared by Voorhees Group LLC

Latitude: 37.4476

Longitude: -122.260572

Radius: 5.0 miles

4200 Farm Hill Blvd
Redwood City, CA 94061

Type: Radius

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
Spent on Internet orders last 12 months: \$100-199	7,297	5.5%	127
Spent on Internet orders last 12 months: \$200-499	10,442	7.9%	125
Spent on Internet orders last 12 months: \$500+	22,939	17.3%	182
Internet last 30 days: obtained medical info	19,573	14.8%	131
Internet last 30 days: obtained latest news	53,491	40.4%	140
Internet last 30 days: obtained sports news/info	27,695	20.9%	126
Pre-recorded video tapes rented/30 days: 1	4,925	3.7%	109
Pre-recorded video tapes rented/30 days: 2	7,348	5.5%	103
Pre-recorded video tapes rented/30 days: 3	3,969	3.0%	100
Pre-recorded video tapes rented/30 days: 4	5,367	4.1%	112
Pre-recorded video tapes rented/30 days: 5+	14,739	11.1%	101
DVDs rented in last 30 days: 1	4,284	3.2%	105
DVDs rented in last 30 days: 2	7,250	5.5%	113
DVDs rented in last 30 days: 3	4,556	3.4%	121
DVDs rented in last 30 days: 4	3,764	2.8%	101
DVDs rented in last 30 days: 5+	12,650	9.6%	112
Rented video tape/DVD last month: action/adventure	32,192	24.3%	104
Rented video tape/DVD last month: classic	10,111	7.6%	156
Rented video tape/DVD last month: comedy	33,398	25.2%	110
Rented video tape/DVD last month: drama	26,691	20.2%	124
Rented video tape/DVD last month: family/children	9,890	7.5%	81
Rented video tape/DVD last month: foreign	4,678	3.5%	216
Rented video tape/DVD last month: horror	7,131	5.4%	82
Rented video tape/DVD last month: science fiction	7,016	5.3%	106
Rented video tape/DVD last mo at Blockbuster Video	30,730	23.2%	129
Rented video tape/DVD last mo at Hollywood Video	9,062	6.8%	101
Pre-recorded video tapes purchased/30 days: 1	4,580	3.5%	90
Pre-recorded video tapes purchased/30 days: 2	3,913	3.0%	88
Pre-recorded video tapes purchased/30 days: 3-4	2,289	1.7%	62
Pre-recorded video tapes purchased/30 days: 5+	2,578	1.9%	73
Bought video tape/DVD last month: action/adventure	10,413	7.9%	89
Bought video tape/DVD last month: classic	3,893	2.9%	130
Bought video tape/DVD last month: comedy	10,446	7.9%	100
Bought video tape/DVD last month: drama	5,799	4.4%	93
Bought video tape/DVD last month: family/children	6,593	5.0%	77
Bought video tape/DVD last month: horror	2,121	1.6%	80
Bought video tape/DVD last month: science fiction	2,608	2.0%	88
Bought video tape/DVD last mo at Blockbuster Video	4,391	3.3%	122
Bought blank video tape in last 6 months	30,941	23.4%	94
Bought 7+ blank video tapes in last 6 months	9,262	7.0%	93
DVDs purchased in last 30 days: 1	6,999	5.3%	107
DVDs purchased in last 30 days: 2	5,356	4.0%	94
DVDs purchased in last 30 days: 3-4	5,500	4.2%	104
DVDs purchased in last 30 days: 5+	4,176	3.2%	81
Bought any camera in last 12 months	24,536	18.5%	108
Spent on cameras in last 12 months: <\$100	9,710	7.3%	88
Spent on cameras in last 12 months: \$100-199	2,718	2.1%	98
Spent on cameras in last 12 months: \$200+	8,443	6.4%	141
Own APS (point & shoot or SLR) camera	10,238	7.7%	143
Own digital camera	25,600	19.3%	129

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Electronics & Internet

Market Potential

4200 Farm Hill Blvd
Redwood City, CA 94061

Type: Radius

Prepared by Voorhees Group LLC
Latitude: 37.4476
Longitude: -122.260572
Radius: 5.0 miles

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
Bought digital camera in last 12 months	8,315	6.3%	126
Own instant developing camera	5,440	4.1%	104
Own movie camera (excl camcorder/video camera)	2,237	1.7%	83
Own 35mm auto focus point & shoot camera	16,474	12.4%	107
Own 35mm auto focus single lens reflex camera	6,165	4.7%	116
Own 35mm auto focus zoom camera	18,056	13.6%	105
Own 35mm single lens reflex camera	7,652	5.8%	117
Own Canon camera	21,697	16.4%	128
Own Fuji camera	7,562	5.7%	103
Bought Fuji camera in last 12 months	2,793	2.1%	88
Own Kodak camera	13,971	10.5%	87
Bought Kodak camera in last 12 months	5,819	4.4%	95
Own Minolta camera	9,305	7.0%	123
Own Nikon camera	8,454	6.4%	139
Own Olympus camera	12,528	9.5%	152
Own Pentax camera	5,455	4.1%	119
Own Polaroid camera	3,710	2.8%	77
Own Vivitar camera	2,232	1.7%	78
Bought disposable camera in last 12 months	12,179	9.2%	98
Bought APS disposable camera in last 12 months	4,761	3.6%	100
Bought 35mm disposable camera in last 12 months	7,845	5.9%	92
Bought any camera accessory in last 12 months	24,940	18.8%	113
Bought film in last 12 months	58,786	44.4%	107
Bought film in last 12 months: <3 rolls	14,660	11.1%	100
Bought film in last 12 months: 3-6 rolls	21,203	16.0%	105
Bought film in last 12 months: 7+ rolls	23,216	17.5%	112
Bought film in last 12 mo: APS (color prints)	6,658	5.0%	129
Bought film in last 12 mo: cartridge (color)	2,553	1.9%	94
Bought film in last 12 mo: instant developing	2,641	2.0%	104
Bought film in last 12 mo: 35mm (black & white)	4,213	3.2%	129
Bought film in last 12 mo: 35mm (color prints)	42,076	31.8%	107
Bought film in last 12 mo: 35mm (color slides)	4,540	3.4%	104
Bought Fuji film in last 12 months	16,412	12.4%	96
Bought Kodak film in last 12 months	42,872	32.4%	114
Bought Polaroid instant developing film last 12 mo	2,322	1.8%	97
Bought store-brand film in last 12 months	3,656	2.8%	97
Purchased film in last 12 mo: camera store	6,225	4.7%	194
Purchased film in last 12 mo: department store	6,395	4.8%	65
Purchased film in last 12 mo: discount store	16,143	12.2%	79
Purchased film in last 12 mo: drug store	19,581	14.8%	147
Purchased film in last 12 mo: grocery store	10,519	7.9%	111
Purchased film in last 12 mo: 1 hour service store	2,626	2.0%	84
Purchased film in last 12 mo: warehouse/club store	7,431	5.6%	167
Had film processed at camera store	6,117	4.6%	203
Had film processed at department store	3,242	2.4%	57
Had film processed at discount store	8,588	6.5%	67
Had film processed at drug store	17,138	12.9%	140
Had film processed at grocery store	5,836	4.4%	93
Had film processed at 1 hour service store	5,973	4.5%	116
Had film processed at warehouse/club store	5,315	4.0%	147
Own cartridge camera	2,939	2.2%	90
Bought memory card for camera in last 12 months	5,610	4.2%	137

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Electronics & Internet

Market Potential

Prepared by Voorhees Group LLC
 Latitude: 37.4476
 Longitude: -122.260572
 Radius: 10.0 miles

4200 Farm Hill Blvd
 Redwood City, CA 94061

Type: Radius

Demographic Summary	2006	2011
Population	508,611	511,673
Population 18+	391,907	400,750
Households	193,743	194,412
Median Household Income	97,422	118,799

Product/Consumer Behavior	Expected Number of Adults/Households	Percent	MPI
Use a personal computer at work	159,747	40.8%	130
HH owns a personal computer	150,209	77.5%	119
Purchased home PC in last 12 months	32,528	16.8%	120
Purchased home PC 1-2 years ago	49,551	25.6%	119
Purchased home PC 3-4 years ago	39,326	20.3%	113
Purchased home PC 5+ years ago	14,223	7.3%	109
Spent <\$500 on home PC	12,205	6.3%	101
Spent \$500-999 on home PC	24,774	12.8%	92
Spent \$1000-1499 on home PC	36,782	19.0%	112
Spent \$1500-1999 on home PC	25,064	12.9%	126
Spent \$2000-2999 on home PC	22,118	11.4%	140
Spent \$3000+ on home PC	11,143	5.8%	185
Purchased home PC at computer superstore	34,176	17.6%	125
Purchased home PC at department store	4,160	2.1%	59
Purchased home PC direct from manufacturer	33,165	17.1%	140
Purchased home PC at electronics store	16,808	8.7%	103
Purchased home PC on Internet	14,963	7.7%	150
Purchased home PC at warehouse discount outlet	5,585	2.9%	114
HH owns desktop PC	124,325	64.2%	112
HH owns laptop/notebook/tablet PC	41,395	21.4%	169
HH owns any Apple/Apple Mac clone brand PC	15,104	7.8%	191
Brand of PC that HH owns: Apple iMac	5,988	3.1%	197
HH owns any IBM/IBM compatible brand PC	131,722	68.0%	115
Brand of PC that HH owns: Compaq	21,702	11.2%	101
Brand of PC that HH owns: Dell	39,850	20.6%	147
Brand of PC that HH owns: Gateway	18,687	9.6%	100
Brand of PC that HH owns: Hewlett Packard	20,038	10.3%	91
Brand of PC that HH owns: IBM	8,491	4.4%	127
Child (under 18) uses home PC	36,171	18.7%	89
HH owns CD burner	55,379	28.6%	120
HH owns CD ROM drive	102,712	53.0%	115
HH owns DVD drive	45,325	23.4%	121
HH owns LAN/network interface card	24,399	12.6%	134
HH owns inkjet printer	88,788	45.8%	109
HH owns laser printer	30,885	15.9%	144
HH owns removable cartridge storage device	13,037	6.7%	106
HH owns scanner	51,089	26.4%	110
HH owns PC speakers	87,750	45.3%	110
HH owns tape backup	7,892	4.1%	103
HH owns software: accounting	26,436	13.6%	122
HH owns software: communications/fax	25,352	13.1%	131
HH owns software: database/filing	22,003	11.4%	118
HH owns software: desktop publishing	30,826	15.9%	111

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

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Market Potential

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 Latitude: 37.4476
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4200 Farm Hill Blvd
 Redwood City, CA 94061

Type: Radius

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns software: education/training	21,246	11.0%	93
HH owns software: entertainment/games	60,501	31.2%	104
HH owns software: personal finance/tax prep	35,015	18.1%	124
HH owns software: presentation graphics	22,769	11.8%	133
HH owns software: multimedia	30,078	15.5%	117
HH owns software: home networking	16,830	8.7%	124
HH owns software: spreadsheet	53,975	27.9%	128
HH owns software: utility	15,890	8.2%	124
HH owns software: web authoring	10,812	5.6%	119
HH owns software: word processing	83,796	43.3%	129

Spent \$500+ on software for home PC in last 12 mo	6,953	3.6%	162
Purchased computer book in last 12 months	17,741	9.2%	144
HH owns fax machine	50,667	26.2%	151
Purchased audio equipment in last 12 months	17,921	9.2%	108
Purchased cassette recorder/player in last 12 mo	2,666	1.4%	98
Purchased headphones in last 12 months	5,485	2.8%	121
HH owns camcorder	41,787	21.6%	102
Purchased camcorder in last 12 months	4,818	2.5%	101
HH owns digital camcorder	11,724	6.1%	133
HH owns CD player	110,271	56.9%	113
Purchased CD player in last 12 months	18,568	9.6%	106
HH owns DVD player	85,647	44.2%	114
Purchased DVD player in last 12 months	30,151	15.6%	110
HH owns 1 TV	48,296	24.9%	114
HH owns 2 TVs	54,807	28.3%	101
HH owns 3 TVs	39,833	20.6%	95
HH owns 4+ TVs	32,545	16.8%	88
HH owns color floor TV	79,814	41.2%	115
HH owns color portable TV	111,061	57.3%	93
HH owns miniature screen TV (under 13")	20,407	10.5%	96
HH owns regular screen TV (13"-26")	102,217	52.8%	98
Most recent TV purchase: regular screen (13"-26")	64,224	33.1%	100
HH owns large screen TV (27"-35")	90,856	46.9%	99
Most recent TV purchase: large screen (27"-35")	66,564	34.4%	100
HH owns VCR	129,957	67.1%	105
HH owns combination TV/VCR	35,151	18.1%	102
HH owns video game system	45,987	23.7%	84
Purchased video game system in last 12 months	12,503	6.5%	81
HH owns video game system: Game Boy	14,884	7.7%	88
HH owns video game system: Sony PlayStation	12,812	6.6%	74
Purchased 6+ video games in last 12 months	8,297	4.3%	86
HH owns modem/fax modem	77,012	39.7%	117
HH owns big screen TV (36"-42")	20,020	10.3%	102
Most recent TV purchase: big screen (36"-42")	14,495	7.5%	102
HH owns giant screen TV (over 42")	13,164	6.8%	97
Most recent TV purchase: giant screen (over 42")	9,857	5.1%	95
HH owns flat screen/plasma TV	17,043	8.8%	138
HH owns projection TV	8,368	4.3%	96
HH owns video game system: Game Boy Advance	10,787	5.6%	93
HH owns video game system: Nintendo GameCube	5,696	2.9%	89

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Type: Radius

Electronics & Internet

Market Potential

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Latitude: 37.4476

Longitude: -122.260572

Radius: 10.0 miles

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns video game system: PlayStation 2	19,664	10.1%	85
Bought video game system/12 mo: PlayStation 2	5,544	2.9%	83
HH owns video game system: Xbox	6,258	3.2%	89
Bought video game system/12 mo: Xbox	2,508	1.3%	86
HH owns MP3 player	11,016	5.7%	152
Purchased MP3 player in last 12 months	3,823	2.0%	152
Have any access to the Internet	332,196	84.8%	109
Have access to Internet: at home	284,715	72.6%	121
Have access to Internet: at work	177,369	45.3%	133
Have access to Internet: at school/library	89,813	22.9%	90
Have access to Internet: not hm/work/school/library	68,257	17.4%	88
Use Internet less than once a week	14,943	3.8%	73
Use Internet 1-2 times per week	22,516	5.7%	80
Use Internet 3-6 times per week	43,661	11.1%	102
Use Internet daily	96,114	24.5%	122
Use Internet more than once a day	107,676	27.5%	156
Any Internet or online usage in last 30 days	283,683	72.4%	121
Looked at/used any online service in last 30 days	259,675	66.3%	120
Looked at/used America Online (AOL) last 30 days	111,291	28.4%	125
Looked at/used Microsoft Network in last 30 days	62,514	16.0%	113
Used Internet in last 30 days: at home	248,615	63.4%	126
Used Internet in last 30 days: at work	161,259	41.1%	142
Used Internet in last 30 days: at school/library	32,183	8.2%	128
Used Internet/30 days: A47not home/work/school/library	32,238	8.2%	124
Internet last 30 days: used email	261,431	66.7%	130
Internet last 30 days: looked for employment	39,593	10.1%	107
Internet last 30 days: played games online	49,517	12.6%	81
Internet last 30 days: obtained new/used car info	39,821	10.2%	127
Internet last 30 days: made personal purchase	121,374	31.0%	159
Internet last 30 days: made business purchase	40,420	10.3%	169
Internet last 30 days: obtained real estate info	47,446	12.1%	154
Internet last 30 days: tracked investments	71,401	18.2%	177
Internet last 30 days: traded stocks/bonds/funds	24,453	6.2%	195
Internet last 30 days: made travel plans	98,211	25.1%	185
Internet last 30 days: visited chat room	16,630	4.2%	86

Ordered anything on Internet in last 12 months	151,274	38.6%	142
Ordered on Internet/12 mo: airline ticket	92,541	23.6%	187
Ordered on Internet/12 mo: CD/tape	26,308	6.7%	165
Ordered on Internet/12 mo: clothing	50,278	12.8%	149
Ordered on Internet/12 mo: computer	16,913	4.3%	159
Ordered on Internet/12 mo: computer peripheral	19,642	5.0%	163
Ordered on Internet/12 mo: flowers	19,081	4.9%	171
Ordered on Internet/12 mo: software	26,712	6.8%	150
Ordered on Internet/12 mo: ticket (concert/sports)	40,306	10.3%	181
Ordered on Internet/12 mo: toy	17,534	4.5%	138
Ordered on Internet/12 mo: video	17,195	4.4%	135
Purchased item from amazon.com in last 12 months	69,983	17.9%	183
Purchased item from barnes&noble.com in last 12 mo	20,531	5.2%	157
Purchased item from ebay.com in last 12 months	36,299	9.3%	130
Spent on Internet orders last 12 months: <\$100	20,019	5.1%	91

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

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



Electronics & Internet

Market Potential

Prepared by Voorhees Group LLC

Latitude: 37.4476

Longitude: -122.260572

Radius: 10.0 miles

4200 Farm Hill Blvd
Redwood City, CA 94061

Type: Radius

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
Spent on Internet orders last 12 months: \$100-199	20,786	5.3%	122
Spent on Internet orders last 12 months: \$200-499	31,725	8.1%	128
Spent on Internet orders last 12 months: \$500+	68,270	17.4%	183
Internet last 30 days: obtained medical info	57,434	14.7%	129
Internet last 30 days: obtained latest news	157,446	40.2%	139
Internet last 30 days: obtained sports news/info	81,792	20.9%	125
Pre-recorded video tapes rented/30 days: 1	14,859	3.8%	111
Pre-recorded video tapes rented/30 days: 2	22,041	5.6%	105
Pre-recorded video tapes rented/30 days: 3	11,759	3.0%	101
Pre-recorded video tapes rented/30 days: 4	16,388	4.2%	115
Pre-recorded video tapes rented/30 days: 5+	43,584	11.1%	101
DVDs rented in last 30 days: 1	13,057	3.3%	108
DVDs rented in last 30 days: 2	21,751	5.6%	115
DVDs rented in last 30 days: 3	12,977	3.3%	116
DVDs rented in last 30 days: 4	11,035	2.8%	100
DVDs rented in last 30 days: 5+	37,598	9.6%	112
Rented video tape/DVD last month: action/adventure	94,702	24.2%	103
Rented video tape/DVD last month: classic	29,549	7.5%	154
Rented video tape/DVD last month: comedy	99,094	25.3%	111
Rented video tape/DVD last month: drama	79,362	20.3%	125
Rented video tape/DVD last month: family/children	29,579	7.5%	82
Rented video tape/DVD last month: foreign	14,015	3.6%	219
Rented video tape/DVD last month: horror	20,125	5.1%	78
Rented video tape/DVD last month: science fiction	20,544	5.2%	105
Rented video tape/DVD last mo at Blockbuster Video	89,795	22.9%	127
Rented video tape/DVD last mo at Hollywood Video	26,727	6.8%	101
Pre-recorded video tapes purchased/30 days: 1	13,813	3.5%	92
Pre-recorded video tapes purchased/30 days: 2	11,419	2.9%	87
Pre-recorded video tapes purchased/30 days: 3-4	6,847	1.7%	63
Pre-recorded video tapes purchased/30 days: 5+	7,589	1.9%	72
Bought video tape/DVD last month: action/adventure	29,827	7.6%	86
Bought video tape/DVD last month: classic	11,172	2.9%	127
Bought video tape/DVD last month: comedy	29,977	7.6%	97
Bought video tape/DVD last month: drama	16,836	4.3%	91
Bought video tape/DVD last month: family/children	19,021	4.9%	75
Bought video tape/DVD last month: horror	6,039	1.5%	77
Bought video tape/DVD last month: science fiction	7,421	1.9%	85
Bought video tape/DVD last mo at Blockbuster Video	12,537	3.2%	118
Bought blank video tape in last 6 months	92,052	23.5%	95
Bought 7+ blank video tapes in last 6 months	27,714	7.1%	94
DVDs purchased in last 30 days: 1	20,579	5.3%	106
DVDs purchased in last 30 days: 2	15,248	3.9%	90
DVDs purchased in last 30 days: 3-4	15,826	4.0%	101
DVDs purchased in last 30 days: 5+	12,374	3.2%	81
Bought any camera in last 12 months	72,447	18.5%	108
Spent on cameras in last 12 months: <\$100	28,549	7.3%	88
Spent on cameras in last 12 months: \$100-199	8,367	2.1%	102
Spent on cameras in last 12 months: \$200+	24,640	6.3%	139
Own APS (point & shoot or SLR) camera	30,298	7.7%	143
Own digital camera	75,490	19.3%	128

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Electronics & Internet

Market Potential

4200 Farm Hill Blvd
Redwood City, CA 94061

Type: Radius

Prepared by Voorhees Group LLC
Latitude: 37.4476
Longitude: -122.260572
Radius: 10.0 miles

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
Bought digital camera in last 12 months	24,440	6.2%	126
Own instant developing camera	16,119	4.1%	104
Own movie camera (excl camcorder/video camera)	6,608	1.7%	83
Own 35mm auto focus point & shoot camera	49,078	12.5%	108
Own 35mm auto focus single lens reflex camera	17,431	4.4%	111
Own 35mm auto focus zoom camera	53,628	13.7%	105
Own 35mm single lens reflex camera	23,368	6.0%	121
Own Canon camera	63,938	16.3%	127
Own Fuji camera	21,556	5.5%	99
Bought Fuji camera in last 12 months	8,345	2.1%	88
Own Kodak camera	41,662	10.6%	88
Bought Kodak camera in last 12 months	17,413	4.4%	96
Own Minolta camera	27,436	7.0%	123
Own Nikon camera	24,377	6.2%	136
Own Olympus camera	37,648	9.6%	154
Own Pentax camera	16,406	4.2%	121
Own Polaroid camera	10,601	2.7%	75
Own Vivitar camera	6,839	1.7%	81
Bought disposable camera in last 12 months	35,976	9.2%	98
Bought APS disposable camera in last 12 months	14,524	3.7%	103
Bought 35mm disposable camera in last 12 months	22,932	5.9%	91
Bought any camera accessory in last 12 months	73,696	18.8%	113
Bought film in last 12 months	174,952	44.6%	107
Bought film in last 12 months: <3 rolls	44,781	11.4%	103
Bought film in last 12 months: 3-6 rolls	62,889	16.0%	105
Bought film in last 12 months: 7+ rolls	67,781	17.3%	111
Bought film in last 12 mo: APS (color prints)	19,528	5.0%	128
Bought film in last 12 mo: cartridge (color)	8,021	2.0%	100
Bought film in last 12 mo: instant developing	7,460	1.9%	100
Bought film in last 12 mo: 35mm (black & white)	12,016	3.1%	124
Bought film in last 12 mo: 35mm (color prints)	124,190	31.7%	107
Bought film in last 12 mo: 35mm (color slides)	13,326	3.4%	103
Bought Fuji film in last 12 months	48,413	12.4%	96
Bought Kodak film in last 12 months	127,272	32.5%	114
Bought Polaroid instant developing film last 12 mo	6,889	1.8%	97
Bought store-brand film in last 12 months	11,463	2.9%	103
Purchased film in last 12 mo: camera store	18,062	4.6%	190
Purchased film in last 12 mo: department store	18,450	4.7%	64
Purchased film in last 12 mo: discount store	47,199	12.0%	78
Purchased film in last 12 mo: drug store	59,167	15.1%	150
Purchased film in last 12 mo: grocery store	30,578	7.8%	109
Purchased film in last 12 mo: 1 hour service store	7,989	2.0%	86
Purchased film in last 12 mo: warehouse/club store	21,897	5.6%	166
Had film processed at camera store	18,245	4.7%	205
Had film processed at department store	9,140	2.3%	54
Had film processed at discount store	24,957	6.4%	66
Had film processed at drug store	51,735	13.2%	142
Had film processed at grocery store	17,860	4.6%	96
Had film processed at 1 hour service store	17,721	4.5%	116
Had film processed at warehouse/club store	15,754	4.0%	148
Own cartridge camera	8,664	2.2%	89
Bought memory card for camera in last 12 months	16,265	4.2%	135

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