



Oil City

Latitude: 41.4326
Longitude: -79.7084
Drive Time: 15 minutes

Site Type: Drive Time

Demographic Summary	2004	2009
Population	35,043	34,462
Total Number of Adults	27,026	27,060
Households	14,648	14,686
Median Household Income	\$35,129	\$41,151

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	13,778	51.0%	98
Bought Any Women's Apparel	12,697	47.0%	101
Bought Children's Apparel in Last 6 Months	7,496	27.7%	95
Bought Any Shoes	13,923	51.5%	99
Bought Any Costume Jewelry	5,063	18.7%	96
Bought Any Fine Jewelry	6,070	22.5%	92
Bought Any Watch	7,274	26.9%	103
Automobiles (Households)			
HH Owns/Leases Any Vehicle	12,815	87.5%	101
HH Bought New Vehicle	1,360	9.3%	76
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	24,045	89.0%	102
Bought/Changed Motor Oil	16,535	61.2%	112
Had Tune-up	9,108	33.7%	94
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	10,760	39.8%	81
Drank Regular Cola in Last 6 Months	15,464	57.2%	98
Drank Beer/Ale in Last 6 Months	10,468	38.7%	91
Camera & Film (Adults)			
Bought Any Camera	4,145	15.3%	97
Bought Film	12,152	45.0%	97
Computers (Households)			
HH Owns a Personal Computer	7,375	50.3%	81
HH Spent <\$500 on Home PC	696	4.8%	99
HH Spent \$500-\$999 on Home PC	1,471	10.0%	93
HH Spent \$1000-\$1499 on Home PC	1,876	12.8%	83
HH Spent \$1500-\$1999 on Home PC	1,196	8.2%	81
HH Spent \$2000-\$2999 on Home PC	796	5.4%	67
HH Spent \$3000+ for Home PC	315	2.2%	70
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	15,681	58.0%	101
Purchased Cigarettes at Convenience Store in Last 30 Days	4,917	18.2%	122
Purchased Gas at Convenience Store in Last 30 Days	8,633	31.9%	121

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

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



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	13,832	51.2%	84
Went to Live Theater	2,704	10.0%	68
Attended a Music Performance	5,578	20.6%	86
Went to a Bar/Night Club	5,411	20.0%	95
Gambled at a Casino	4,448	16.5%	89
Rented One Video Tape in Last 30 Days	757	2.8%	91
Rented One DVD in Last 30 Days	458	1.7%	78
Spent <\$50 on Toys/Games for Children	2,106	7.8%	119
Spent \$50-\$99 on Toys/Games for Children	753	2.8%	99
Spent \$100-\$199 on Toys/Games for Children	1,758	6.5%	90
Spent \$200-\$499 on Toys/Games for Children	3,166	11.7%	102
Spent \$500+ on Toys/Games for Children	1,452	5.4%	91
Financial (Adults)			
Have Home Mortgage (1st)	4,283	15.8%	85
Used ATM/Cash Machine	9,618	35.6%	76
Own Any Stock	2,094	7.7%	69
Own Shares in Mutual Fund (Stock)	2,169	8.0%	75
Own Shares in Mutual Fund (Bond)	1,172	4.3%	76
Own Any Credit Card	15,959	59.0%	92
Food (Adults)			
Used Beef in Last 6 Months	19,431	71.9%	106
Used Bread in Last 6 Months	26,201	96.9%	100
Used Chicken/Turkey in Last 6 Months	19,632	72.6%	102
Used Fish/Seafood in Last 6 Months	12,683	46.9%	98
Used Fresh Fruit/Vegetables in Last 6 Months	23,616	87.4%	103
Used Fresh Milk in Last 6 Months	25,033	92.6%	102
Went to Family Restaurant <2 Times in Last Month	6,559	24.3%	96
Went to Family Restaurant 2-3 Times in Last Month	5,390	19.9%	99
Went to Family Restaurant 4+ Times in Last Month	6,524	24.1%	95
Went to Fast Food Restaurant in Last 6 Months	23,658	87.5%	99
Health (Adults)			
Exercised at Home 2+ Times/Week	7,517	27.8%	94
Exercised at Club 2+ Times/Week	1,400	5.2%	50
Visited Doctor	21,369	79.1%	99
Home (Households)			
HH Had Any Home Improvements Done	4,787	32.7%	103
HH Used Housekeeping Service	1,869	12.8%	83
HH Purchased Any HH Furnishings	4,284	29.2%	94
HH Purchased Bedding/Bath Goods	7,586	51.8%	97
HH Purchased Cooking/Serving Product	3,645	24.9%	97
HH Bought Any Kitchen Appliance	2,761	18.8%	103

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	15,433	57.1%	107
Have Any Medical/Hospital/Accident Insurance	19,306	71.4%	101
Carry Homeowner Insurance	15,954	59.0%	110
Carry Renter Insurance	1,441	5.3%	94
Pets (Households)			
HH Owns Any Pet	6,108	41.7%	108
HH Owns Any Cat	3,127	21.3%	105
HH Owns Any Dog	4,615	31.5%	115
Reading Materials (Adults)			
Bought Any Book	12,776	47.3%	90
Read Any Daily Newspaper	14,188	52.5%	109
Heavy Magazine Reader	4,833	17.9%	90
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	10,022	68.4%	98
HH Owns Cellular/Digital Telephone	6,883	47.0%	82
HH Monthly Long Distance Phone Bill: <\$16	4,819	32.9%	110
HH Monthly Long Distance Phone Bill: \$16-25	2,786	19.0%	101
HH Monthly Long Distance Phone Bill: \$26-59	2,188	14.9%	94
HH Monthly Long Distance Phone Bill: \$60-99	673	4.6%	79
HH Monthly Long Distance Phone Bill: \$100+	312	2.1%	69
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	3,362	23.0%	102
HH Owns 2 TV Sets	4,550	31.1%	108
HH Owns 3 TV Sets	3,200	21.8%	99
HH Owns 4+ TV Sets	2,377	16.2%	89
HH Subscribes to Cable TV	9,424	64.3%	102
HH Purchased Audio Equipment	1,049	7.2%	78
HH Purchased Camcorder	340	2.3%	92
HH Purchased CD Player	1,170	8.0%	88
Travel (Adults)			
Any Domestic Travel	12,992	48.1%	88
Took 3+ Domestic Trips by Plane	1,066	3.9%	51
Spent \$3000+ on Domestic Vacation	627	2.3%	59
Traveled to Foreign Country in Last 3 Years	3,889	14.4%	60
Took 3+ Foreign Trips by Plane	569	2.1%	51
Spent \$3000+ on Foreign Vacation	627	2.3%	61

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Drive Time: 30 minutes

Site Type: Drive Time

Demographic Summary	2004	2009
Population	69,251	68,826
Total Number of Adults	53,584	54,269
Households	28,050	28,433
Median Household Income	\$36,357	\$42,545

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	27,664	51.6%	100
Bought Any Women's Apparel	25,126	46.9%	101
Bought Children's Apparel in Last 6 Months	15,128	28.2%	96
Bought Any Shoes	27,965	52.2%	100
Bought Any Costume Jewelry	9,858	18.4%	94
Bought Any Fine Jewelry	11,893	22.2%	91
Bought Any Watch	14,867	27.7%	106
Automobiles (Households)			
HH Owns/Leases Any Vehicle	24,851	88.6%	103
HH Bought New Vehicle	2,693	9.6%	79
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	48,315	90.2%	104
Bought/Changed Motor Oil	34,237	63.9%	117
Had Tune-up	17,767	33.2%	93
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	20,802	38.8%	79
Drank Regular Cola in Last 6 Months	31,511	58.8%	101
Drank Beer/Ale in Last 6 Months	19,958	37.2%	88
Camera & Film (Adults)			
Bought Any Camera	8,502	15.9%	100
Bought Film	24,778	46.2%	100
Computers (Households)			
HH Owns a Personal Computer	14,235	50.7%	82
HH Spent <\$500 on Home PC	1,372	4.9%	102
HH Spent \$500-\$999 on Home PC	2,778	9.9%	91
HH Spent \$1000-\$1499 on Home PC	3,645	13.0%	85
HH Spent \$1500-\$1999 on Home PC	2,203	7.9%	78
HH Spent \$2000-\$2999 on Home PC	1,557	5.6%	68
HH Spent \$3000+ for Home PC	626	2.2%	72
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	31,245	58.3%	101
Purchased Cigarettes at Convenience Store in Last 30 Days	9,882	18.4%	124
Purchased Gas at Convenience Store in Last 30 Days	17,777	33.2%	126

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Drive Time: 30 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	26,436	49.3%	81
Went to Live Theater	5,088	9.5%	64
Attended a Music Performance	10,908	20.4%	85
Went to a Bar/Night Club	10,350	19.3%	92
Gambled at a Casino	8,298	15.5%	84
Rented One Video Tape in Last 30 Days	1,503	2.8%	91
Rented One DVD in Last 30 Days	875	1.6%	75
Spent <\$50 on Toys/Games for Children	4,402	8.2%	125
Spent \$50-\$99 on Toys/Games for Children	1,613	3.0%	107
Spent \$100-\$199 on Toys/Games for Children	3,426	6.4%	88
Spent \$200-\$499 on Toys/Games for Children	6,333	11.8%	103
Spent \$500+ on Toys/Games for Children	2,843	5.3%	90
Financial (Adults)			
Have Home Mortgage (1st)	8,601	16.1%	86
Used ATM/Cash Machine	18,846	35.2%	75
Own Any Stock	3,881	7.2%	65
Own Shares in Mutual Fund (Stock)	3,984	7.4%	69
Own Shares in Mutual Fund (Bond)	2,180	4.1%	71
Own Any Credit Card	31,881	59.5%	93
Food (Adults)			
Used Beef in Last 6 Months	38,929	72.6%	108
Used Bread in Last 6 Months	51,967	97.0%	100
Used Chicken/Turkey in Last 6 Months	38,972	72.7%	102
Used Fish/Seafood in Last 6 Months	25,050	46.7%	98
Used Fresh Fruit/Vegetables in Last 6 Months	47,017	87.7%	103
Used Fresh Milk in Last 6 Months	49,852	93.0%	102
Went to Family Restaurant <2 Times in Last Month	13,247	24.7%	97
Went to Family Restaurant 2-3 Times in Last Month	10,441	19.5%	97
Went to Family Restaurant 4+ Times in Last Month	12,418	23.2%	91
Went to Fast Food Restaurant in Last 6 Months	47,021	87.7%	100
Health (Adults)			
Exercised at Home 2+ Times/Week	14,660	27.4%	93
Exercised at Club 2+ Times/Week	2,499	4.7%	45
Visited Doctor	42,641	79.6%	100
Home (Households)			
HH Had Any Home Improvements Done	9,237	32.9%	104
HH Used Housekeeping Service	3,456	12.3%	80
HH Purchased Any HH Furnishings	8,207	29.3%	94
HH Purchased Bedding/Bath Goods	14,448	51.5%	96
HH Purchased Cooking/Serving Product	6,962	24.8%	97
HH Bought Any Kitchen Appliance	5,375	19.2%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	30,809	57.5%	108
Have Any Medical/Hospital/Accident Insurance	38,335	71.5%	101
Carry Homeowner Insurance	32,372	60.4%	113
Carry Renter Insurance	2,622	4.9%	86
Pets (Households)			
HH Owns Any Pet	11,980	42.7%	110
HH Owns Any Cat	6,371	22.7%	112
HH Owns Any Dog	9,122	32.5%	119
Reading Materials (Adults)			
Bought Any Book	24,969	46.6%	89
Read Any Daily Newspaper	26,839	50.1%	104
Heavy Magazine Reader	8,980	16.8%	84
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	19,262	68.7%	99
HH Owns Cellular/Digital Telephone	13,108	46.7%	81
HH Monthly Long Distance Phone Bill: <\$16	8,964	32.0%	107
HH Monthly Long Distance Phone Bill: \$16-25	5,629	20.1%	107
HH Monthly Long Distance Phone Bill: \$26-59	4,323	15.4%	97
HH Monthly Long Distance Phone Bill: \$60-99	1,363	4.9%	83
HH Monthly Long Distance Phone Bill: \$100+	658	2.3%	75
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	6,527	23.3%	104
HH Owns 2 TV Sets	8,678	30.9%	107
HH Owns 3 TV Sets	6,222	22.2%	100
HH Owns 4+ TV Sets	4,346	15.5%	85
HH Subscribes to Cable TV	16,044	57.2%	90
HH Purchased Audio Equipment	1,951	7.0%	76
HH Purchased Camcorder	628	2.2%	89
HH Purchased CD Player	2,202	7.8%	86
Travel (Adults)			
Any Domestic Travel	26,041	48.6%	89
Took 3+ Domestic Trips by Plane	1,926	3.6%	47
Spent \$3000+ on Domestic Vacation	1,252	2.3%	59
Traveled to Foreign Country in Last 3 Years	7,401	13.8%	58
Took 3+ Foreign Trips by Plane	1,038	1.9%	47
Spent \$3000+ on Foreign Vacation	1,159	2.2%	57

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Site Type: Drive Time

Drive Time: 60 minutes

Demographic Summary	2004	2009
Population	315,606	319,586
Total Number of Adults	245,911	252,141
Households	122,970	126,830
Median Household Income	\$38,356	\$45,085

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Any Men's Apparel	130,156	52.9%	102
Bought Any Women's Apparel	115,087	46.8%	101
Bought Children's Apparel in Last 6 Months	68,783	28.0%	96
Bought Any Shoes	130,675	53.1%	102
Bought Any Costume Jewelry	45,094	18.3%	94
Bought Any Fine Jewelry	55,284	22.5%	92
Bought Any Watch	66,844	27.2%	104
Automobiles (Households)			
HH Owns/Leases Any Vehicle	110,118	89.5%	104
HH Bought New Vehicle	12,205	9.9%	82
Automotive Aftermarket (Adults)			
Bought Gasoline in Last 6 Months	223,083	90.7%	104
Bought/Changed Motor Oil	156,868	63.8%	117
Had Tune-up	83,151	33.8%	95
Beverages (Adults)			
Drank Bottled Water/Seltzer in Last 6 Months	98,058	39.9%	81
Drank Regular Cola in Last 6 Months	146,548	59.6%	102
Drank Beer/Ale in Last 6 Months	93,473	38.0%	89
Camera & Film (Adults)			
Bought Any Camera	39,494	16.1%	101
Bought Film	114,691	46.6%	101
Computers (Households)			
HH Owns a Personal Computer	66,323	53.9%	87
HH Spent <\$500 on Home PC	6,163	5.0%	104
HH Spent \$500-\$999 on Home PC	12,758	10.4%	96
HH Spent \$1000-\$1499 on Home PC	17,169	14.0%	91
HH Spent \$1500-\$1999 on Home PC	10,045	8.2%	81
HH Spent \$2000-\$2999 on Home PC	7,351	6.0%	74
HH Spent \$3000+ for Home PC	2,811	2.3%	74
Convenience Stores (Adults)			
Shopped at Convenience Store in Last 6 Months	144,703	58.8%	102
Purchased Cigarettes at Convenience Store in Last 30 Days	44,478	18.1%	121
Purchased Gas at Convenience Store in Last 30 Days	81,313	33.1%	125

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Business
Information
Solutions

Retail Market Potential

Prepared by Shepstone/Fairweather

Oil City

Latitude: 41.4326

Longitude: -79.7084

Site Type: Drive Time

Drive Time: 60 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended the Movies in Last 6 Months	126,094	51.3%	84
Went to Live Theater	24,930	10.1%	68
Attended a Music Performance	52,918	21.5%	90
Went to a Bar/Night Club	49,792	20.2%	97
Gambled at a Casino	38,124	15.5%	84
Rented One Video Tape in Last 30 Days	7,055	2.9%	93
Rented One DVD in Last 30 Days	4,395	1.8%	82
Spent <\$50 on Toys/Games for Children	19,460	7.9%	121
Spent \$50-\$99 on Toys/Games for Children	7,782	3.2%	112
Spent \$100-\$199 on Toys/Games for Children	15,839	6.4%	89
Spent \$200-\$499 on Toys/Games for Children	29,112	11.8%	103
Spent \$500+ on Toys/Games for Children	13,528	5.5%	93
Financial (Adults)			
Have Home Mortgage (1st)	41,362	16.8%	90
Used ATM/Cash Machine	92,821	37.7%	80
Own Any Stock	18,972	7.7%	69
Own Shares in Mutual Fund (Stock)	19,174	7.8%	73
Own Shares in Mutual Fund (Bond)	10,380	4.2%	74
Own Any Credit Card	148,975	60.6%	95
Food (Adults)			
Used Beef in Last 6 Months	176,683	71.8%	106
Used Bread in Last 6 Months	238,771	97.1%	101
Used Chicken/Turkey in Last 6 Months	177,725	72.3%	101
Used Fish/Seafood in Last 6 Months	114,382	46.5%	97
Used Fresh Fruit/Vegetables in Last 6 Months	213,955	87.0%	102
Used Fresh Milk in Last 6 Months	229,277	93.2%	102
Went to Family Restaurant <2 Times in Last Month	60,982	24.8%	98
Went to Family Restaurant 2-3 Times in Last Month	50,224	20.4%	102
Went to Family Restaurant 4+ Times in Last Month	58,075	23.6%	93
Went to Fast Food Restaurant in Last 6 Months	217,988	88.6%	101
Health (Adults)			
Exercised at Home 2+ Times/Week	68,021	27.7%	94
Exercised at Club 2+ Times/Week	13,746	5.6%	54
Visited Doctor	195,901	79.7%	100
Home (Households)			
HH Had Any Home Improvements Done	40,665	33.1%	104
HH Used Housekeeping Service	15,198	12.4%	81
HH Purchased Any HH Furnishings	36,575	29.7%	95
HH Purchased Bedding/Bath Goods	64,549	52.5%	98
HH Purchased Cooking/Serving Product	30,609	24.9%	97
HH Bought Any Kitchen Appliance	23,647	19.2%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Insurance (Adults)			
Currently Carry Life Insurance	140,200	57.0%	107
Have Any Medical/Hospital/Accident Insurance	175,877	71.5%	101
Carry Homeowner Insurance	147,489	60.0%	112
Carry Renter Insurance	11,929	4.9%	85
Pets (Households)			
HH Owns Any Pet	53,239	43.3%	112
HH Owns Any Cat	28,405	23.1%	114
HH Owns Any Dog	40,110	32.6%	119
Reading Materials (Adults)			
Bought Any Book	116,475	47.4%	90
Read Any Daily Newspaper	118,385	48.1%	100
Heavy Magazine Reader	41,166	16.7%	84
Telephones & Service (Households)			
HH Owns In-home Cordless Telephone	85,893	69.8%	100
HH Owns Cellular/Digital Telephone	60,083	48.9%	85
HH Monthly Long Distance Phone Bill: <\$16	39,875	32.4%	108
HH Monthly Long Distance Phone Bill: \$16-25	24,758	20.1%	107
HH Monthly Long Distance Phone Bill: \$26-59	18,776	15.3%	97
HH Monthly Long Distance Phone Bill: \$60-99	6,072	4.9%	85
HH Monthly Long Distance Phone Bill: \$100+	2,820	2.3%	74
Television & Sound Equipment (Households)			
HH Owns 1 TV Set	28,350	23.1%	103
HH Owns 2 TV Sets	37,361	30.4%	106
HH Owns 3 TV Sets	27,825	22.6%	102
HH Owns 4+ TV Sets	19,559	15.9%	87
HH Subscribes to Cable TV	68,539	55.7%	88
HH Purchased Audio Equipment	9,085	7.4%	81
HH Purchased Camcorder	2,753	2.2%	89
HH Purchased CD Player	9,726	7.9%	87
Travel (Adults)			
Any Domestic Travel	121,983	49.6%	91
Took 3+ Domestic Trips by Plane	8,979	3.7%	47
Spent \$3000+ on Domestic Vacation	5,972	2.4%	61
Traveled to Foreign Country in Last 3 Years	36,497	14.8%	62
Took 3+ Foreign Trips by Plane	4,633	1.9%	45
Spent \$3000+ on Foreign Vacation	5,492	2.2%	59

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

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