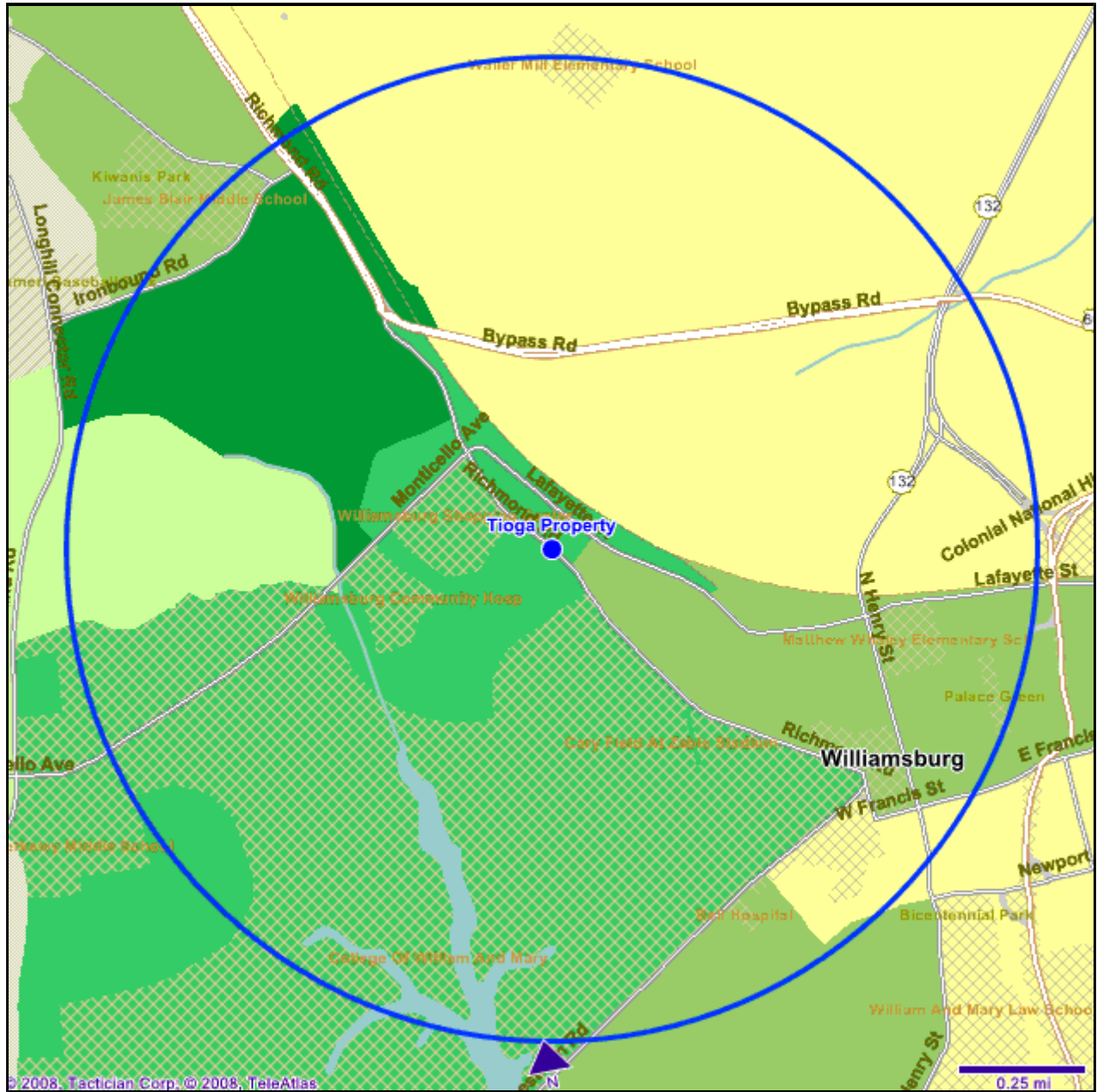


Simmons Consumer Behavior: Media Quintiles

Tioga Property

Analysis Level: Block Groups

3/26/2008



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Overlays		Population Density (2007)	
	Major Highway		120 to 560
	Highway		560 to 1580
	Major Road		1580 to 1770
	Railroad		1770 to 1990
			1990 to 2000

906 Richmond Rd
Williamsburg, VA

Longitude: -76.717478
Latitude: 37.279161

Radial Trade Area, 1 mile

Simmons Media- Cable TV					
Radial Trade Area, 1 mile					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Cable TV 1 (Highest) (Adult Popn)	581	18.5%	20.1%	91.96	
Cable TV 2 (2nd Highest) (Adult Popn)	933	29.7%	20.1%	147.74	
Cable TV 3 (Middle) (Adult Popn)	367	11.7%	19.7%	59.31	
Cable TV 4 (2nd Lowest) (Adult Popn)	758	24.1%	19.9%	121.42	
Cable TV 5 (Lowest) (Adult Popn)	504	16.0%	20.2%	79.23	

Simmons Media- Magazine					
Radial Trade Area, 1 mile					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Magazine 1 (Highest) (Adult Popn)	341	10.8%	20.1%	54.02	
Magazine 2 (2nd Highest) (Adult Popn)	1,219	38.8%	20.0%	193.72	
Magazine 3 (Middle) (Adult Popn)	526	16.7%	20.0%	83.52	
Magazine 4 (2nd Lowest) (Adult Popn)	608	19.4%	20.0%	96.52	
Magazine 5 (Lowest) (Adult Popn)	445	14.2%	19.8%	71.55	

Simmons Media- Newspaper					
Radial Trade Area, 1 mile					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Newspaper (Weekday/Weekend) 1 (Highest) (Adult Popn)	609	19.4%	20.2%	96.21	
Newspaper (Weekday/Weekend) 2 (2nd Highest) (Adult Popn)	835	26.6%	20.0%	133.08	
Newspaper (Weekday/Weekend) 3 (Middle) (Adult Popn)	329	10.5%	19.8%	52.78	
Newspaper (Weekday/Weekend) 4 (2nd Lowest) (Adult Popn)	984	31.3%	20.2%	155.16	
Newspaper (Weekday/Weekend) 5 (Lowest) (Adult Popn)	383	12.2%	19.8%	61.54	

Simmons Media- Radio					
Radial Trade Area, 1 mile					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Radio Drive Time 1 (Highest) (Adult Popn)	1,047	33.3%	20.0%	166.71	
Radio Drive Time 2 (2nd Highest) (Adult Popn)	382	12.2%	19.9%	61.25	
Radio Drive Time 3 (Middle) (Adult Popn)	317	10.1%	20.0%	50.63	
Radio Drive Time 4 (2nd Lowest) (Adult Popn)	754	24.0%	20.1%	119.37	
Radio Drive Time 5 (Lowest) (Adult Popn)	643	20.5%	20.1%	101.90	
Radio All Day 1 (Highest) (Adult Popn)	909	28.9%	19.9%	145.19	
Radio All Day 2 (2nd Highest) (Adult Popn)	537	17.1%	20.1%	84.98	
Radio All Day 3 (Middle) (Adult Popn)	512	16.3%	19.8%	82.20	
Radio All Day 4 (2nd Lowest) (Adult Popn)	593	18.9%	19.9%	94.79	
Radio All Day 5 (Lowest) (Adult Popn)	591	18.8%	20.2%	93.19	

Simmons Media- Television					
Radial Trade Area, 1 mile					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
TV Prime Time 1 (Highest) (Adult Popn)	1,077	34.3%	20.0%	171.56	
TV Prime Time 2 (2nd Highest) (Adult Popn)	406	12.9%	19.7%	65.55	
TV Prime Time 3 (Middle) (Adult Popn)	495	15.8%	20.0%	78.96	
TV Prime Time 4 (2nd Lowest) (Adult Popn)	709	22.6%	20.0%	112.76	
TV Prime Time 5 (Lowest) (Adult Popn)	450	14.3%	20.3%	70.45	

TV Early/Late Fringe 1 (Highest) (Adult Popn)	728	23.2%	19.9%	116.50
TV Early/Late Fringe 2 (2nd Highest) (Adult Popn)	460	14.6%	19.9%	73.69
TV Early/Late Fringe 3 (Middle) (Adult Popn)	619	19.7%	19.8%	99.45
TV Early/Late Fringe 4 (2nd Lowest) (Adult Popn)	853	27.1%	20.2%	134.12
TV Early/Late Fringe 5 (Lowest) (Adult Popn)	484	15.4%	20.2%	76.43
TV All Day 1 (Highest) (Adult Popn)	725	23.1%	19.9%	116.13
TV All Day 2 (2nd Highest) (Adult Popn)	697	22.2%	19.8%	111.80
TV All Day 3 (Middle) (Adult Popn)	682	21.7%	19.9%	109.22
TV All Day 4 (2nd Lowest) (Adult Popn)	545	17.4%	20.1%	86.52
TV All Day 5 (Lowest) (Adult Popn)	493	15.7%	20.3%	77.23

Simmons Media- Yellow Pages

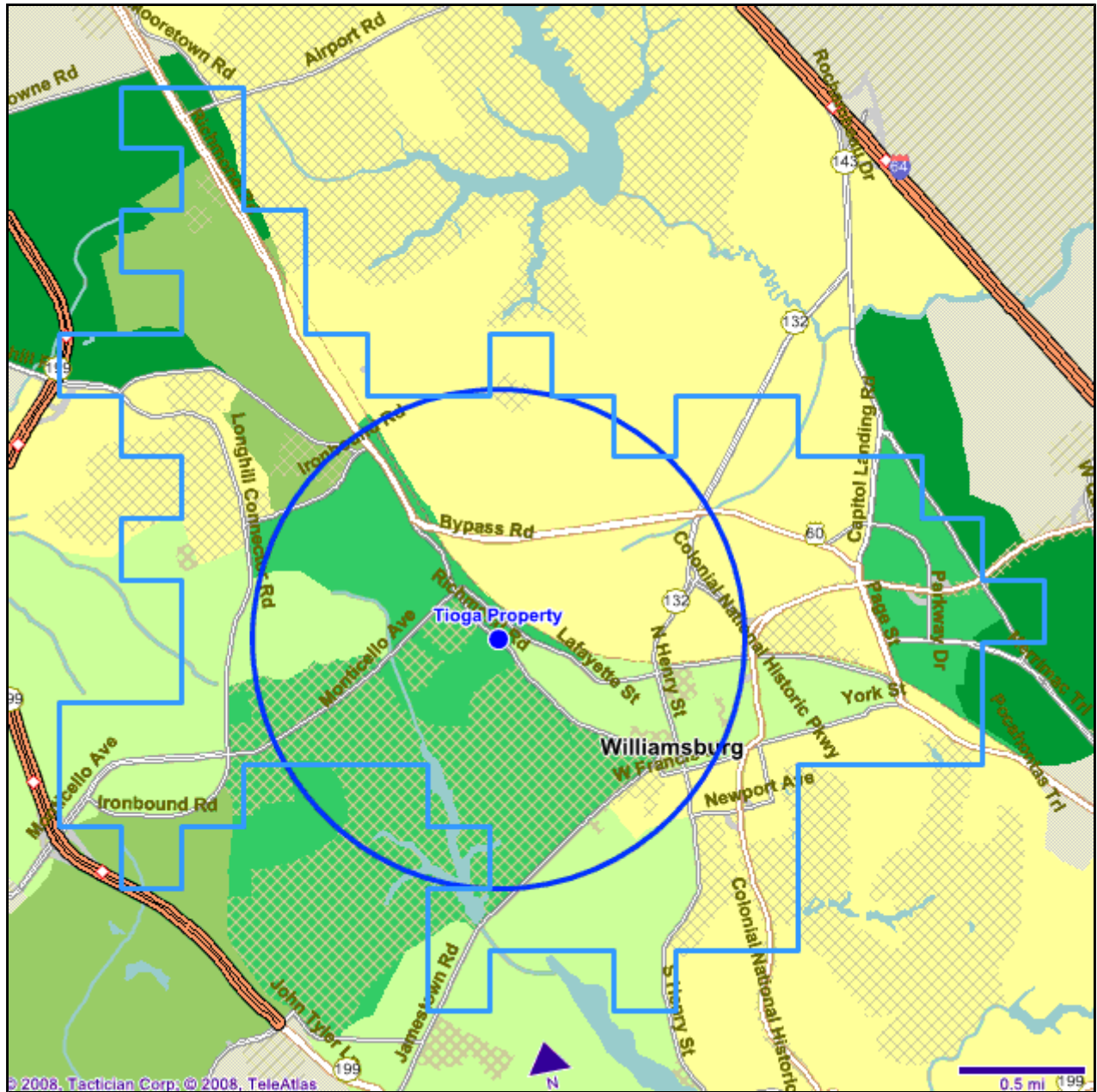
Description	Radial Trade Area, 1 mile		United States	Area
	Number	Percent of Population Age 18+ (2007)	Percent of Population Age 18+ (2007)	Index*
Yellow Pages 1 (Highest) (Adult Popn)	589	18.8%	19.7%	95.05
Yellow Pages 2 (2nd Highest) (Adult Popn)	587	18.7%	20.0%	93.54
Yellow Pages 3 (Middle) (Adult Popn)	571	18.2%	19.9%	91.23
Yellow Pages 4 (2nd Lowest) (Adult Popn)	946	30.1%	20.2%	149.21
Yellow Pages 5 (Lowest) (Adult Popn)	448	14.3%	20.2%	70.73

Simmons Media- Outdoor

Description	Radial Trade Area, 1 mile		United States	Area
	Number	Percent of Population Age 18+ (2007)	Percent of Population Age 18+ (2007)	Index*
Outdoor 1 (Highest) (Adult Popn)	484	15.4%	19.8%	77.64
Outdoor 2 (2nd Highest) (Adult Popn)	808	25.7%	20.0%	128.82
Outdoor 3 (Middle) (Adult Popn)	477	15.2%	19.7%	77.11
Outdoor 4 (2nd Lowest) (Adult Popn)	637	20.3%	19.9%	101.82
Outdoor 5 (Lowest) (Adult Popn)	735	23.4%	20.6%	113.65

Simmons Media- Internet

Description	Radial Trade Area, 1 mile		United States	Area
	Number	Percent of Population Age 18+ (2007)	Percent of Population Age 18+ (2007)	Index*
Internet At Home (Internet Active) 1 (Highest) (Adult Popn)	687	21.9%	11.1%	196.87
Internet At Home (Internet Active) 2 (2nd Highest) (Adult Popn)	373	11.9%	10.9%	108.65
Internet At Home (Internet Active) 3 (Middle) (Adult Popn)	309	9.8%	10.8%	91.13
Internet At Home (Internet Active) 4 (2nd Lowest) (Adult Popn)	139	4.4%	10.7%	41.19
Internet At Home (Internet Active) 5 (Lowest) (Adult Popn)	226	7.2%	11.1%	64.82
Internet At Work (Internet Active) 1 (Highest) (Adult Popn)	337	10.7%	5.8%	184.18
Internet At Work (Internet Active) 2 (2nd Highest) (Adult Popn)	193	6.1%	5.7%	106.86
Internet At Work (Internet Active) 3 (Middle) (Adult Popn)	319	10.1%	5.8%	176.42
Internet At Work (Internet Active) 4 (2nd Lowest) (Adult Popn)	246	7.8%	5.6%	139.87
Internet At Work (Internet Active) 5 (Lowest) (Adult Popn)	378	12.0%	6.0%	201.31
Internet Home/Work (Internet Active) 1 (Highest) (Adult Popn)	475	15.1%	12.2%	124.20
Internet Home/Work (Internet Active) 2 (2nd Highest) (Adult Popn)	611	19.4%	12.1%	161.28
Internet Home/Work (Internet Active) 3 (Middle) (Adult Popn)	324	10.3%	11.9%	86.47
Internet Home/Work (Internet Active) 4 (2nd Lowest) (Adult Popn)	328	10.4%	11.7%	88.92
Internet Home/Work (Internet Active) 5 (Lowest) (Adult Popn)	562	17.9%	12.2%	146.24



Overlays	Population Density (2007)
Major Highway	120 to 620
Highway	620 to 1590
Major Road	1590 to 1950
Railroad	1950 to 2040
	2040 to 2990

906 Richmond Rd
Williamsburg, VA

Longitude: -76.717478
Latitude: 37.279161

TravelTime of 5 minutes

Simmons Media- Cable TV					
TravelTime of 5 minutes					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Cable TV 1 (Highest) (Adult Popn)	1,314	19.6%	20.1%	97.68	
Cable TV 2 (2nd Highest) (Adult Popn)	1,560	23.3%	20.1%	116.11	
Cable TV 3 (Middle) (Adult Popn)	1,059	15.8%	19.7%	80.54	
Cable TV 4 (2nd Lowest) (Adult Popn)	1,392	20.8%	19.9%	104.80	
Cable TV 5 (Lowest) (Adult Popn)	1,361	20.4%	20.2%	100.59	

Simmons Media- Magazine					
TravelTime of 5 minutes					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Magazine 1 (Highest) (Adult Popn)	924	13.8%	20.1%	68.88	
Magazine 2 (2nd Highest) (Adult Popn)	1,765	26.4%	20.0%	131.82	
Magazine 3 (Middle) (Adult Popn)	1,223	18.3%	20.0%	91.23	
Magazine 4 (2nd Lowest) (Adult Popn)	1,579	23.6%	20.0%	117.77	
Magazine 5 (Lowest) (Adult Popn)	1,192	17.8%	19.8%	90.04	

Simmons Media- Newspaper					
TravelTime of 5 minutes					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Newspaper (Weekday/Weekend) 1 (Highest) (Adult Popn)	1,245	18.6%	20.2%	92.41	
Newspaper (Weekday/Weekend) 2 (2nd Highest) (Adult Popn)	1,368	20.5%	20.0%	102.45	
Newspaper (Weekday/Weekend) 3 (Middle) (Adult Popn)	1,092	16.3%	19.8%	82.33	
Newspaper (Weekday/Weekend) 4 (2nd Lowest) (Adult Popn)	1,775	26.6%	20.2%	131.49	
Newspaper (Weekday/Weekend) 5 (Lowest) (Adult Popn)	1,205	18.0%	19.8%	90.86	

Simmons Media- Radio					
TravelTime of 5 minutes					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Radio Drive Time 1 (Highest) (Adult Popn)	1,583	23.7%	20.0%	118.46	
Radio Drive Time 2 (2nd Highest) (Adult Popn)	1,189	17.8%	19.9%	89.58	
Radio Drive Time 3 (Middle) (Adult Popn)	960	14.4%	20.0%	71.96	
Radio Drive Time 4 (2nd Lowest) (Adult Popn)	1,509	22.6%	20.1%	112.24	
Radio Drive Time 5 (Lowest) (Adult Popn)	1,447	21.6%	20.1%	107.74	
Radio All Day 1 (Highest) (Adult Popn)	1,628	24.3%	19.9%	122.12	
Radio All Day 2 (2nd Highest) (Adult Popn)	1,214	18.2%	20.1%	90.32	
Radio All Day 3 (Middle) (Adult Popn)	1,143	17.1%	19.8%	86.17	
Radio All Day 4 (2nd Lowest) (Adult Popn)	1,277	19.1%	19.9%	95.94	
Radio All Day 5 (Lowest) (Adult Popn)	1,424	21.3%	20.2%	105.42	

Simmons Media- Television					
TravelTime of 5 minutes					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
TV Prime Time 1 (Highest) (Adult Popn)	1,803	27.0%	20.0%	134.89	
TV Prime Time 2 (2nd Highest) (Adult Popn)	1,030	15.4%	19.7%	78.15	
TV Prime Time 3 (Middle) (Adult Popn)	1,216	18.2%	20.0%	91.12	
TV Prime Time 4 (2nd Lowest) (Adult Popn)	1,438	21.5%	20.0%	107.50	
TV Prime Time 5 (Lowest) (Adult Popn)	1,196	17.9%	20.3%	87.97	

TV Early/Late Fringe 1 (Highest) (Adult Popn)	1,484	22.2%	19.9%	111.51
TV Early/Late Fringe 2 (2nd Highest) (Adult Popn)	1,145	17.1%	19.9%	86.20
TV Early/Late Fringe 3 (Middle) (Adult Popn)	1,228	18.4%	19.8%	92.76
TV Early/Late Fringe 4 (2nd Lowest) (Adult Popn)	1,578	23.6%	20.2%	116.61
TV Early/Late Fringe 5 (Lowest) (Adult Popn)	1,254	18.8%	20.2%	92.96
TV All Day 1 (Highest) (Adult Popn)	1,514	22.7%	19.9%	114.05
TV All Day 2 (2nd Highest) (Adult Popn)	1,281	19.2%	19.8%	96.56
TV All Day 3 (Middle) (Adult Popn)	1,271	19.0%	19.9%	95.58
TV All Day 4 (2nd Lowest) (Adult Popn)	1,404	21.0%	20.1%	104.65
TV All Day 5 (Lowest) (Adult Popn)	1,218	18.2%	20.3%	89.53

Simmons Media- Yellow Pages

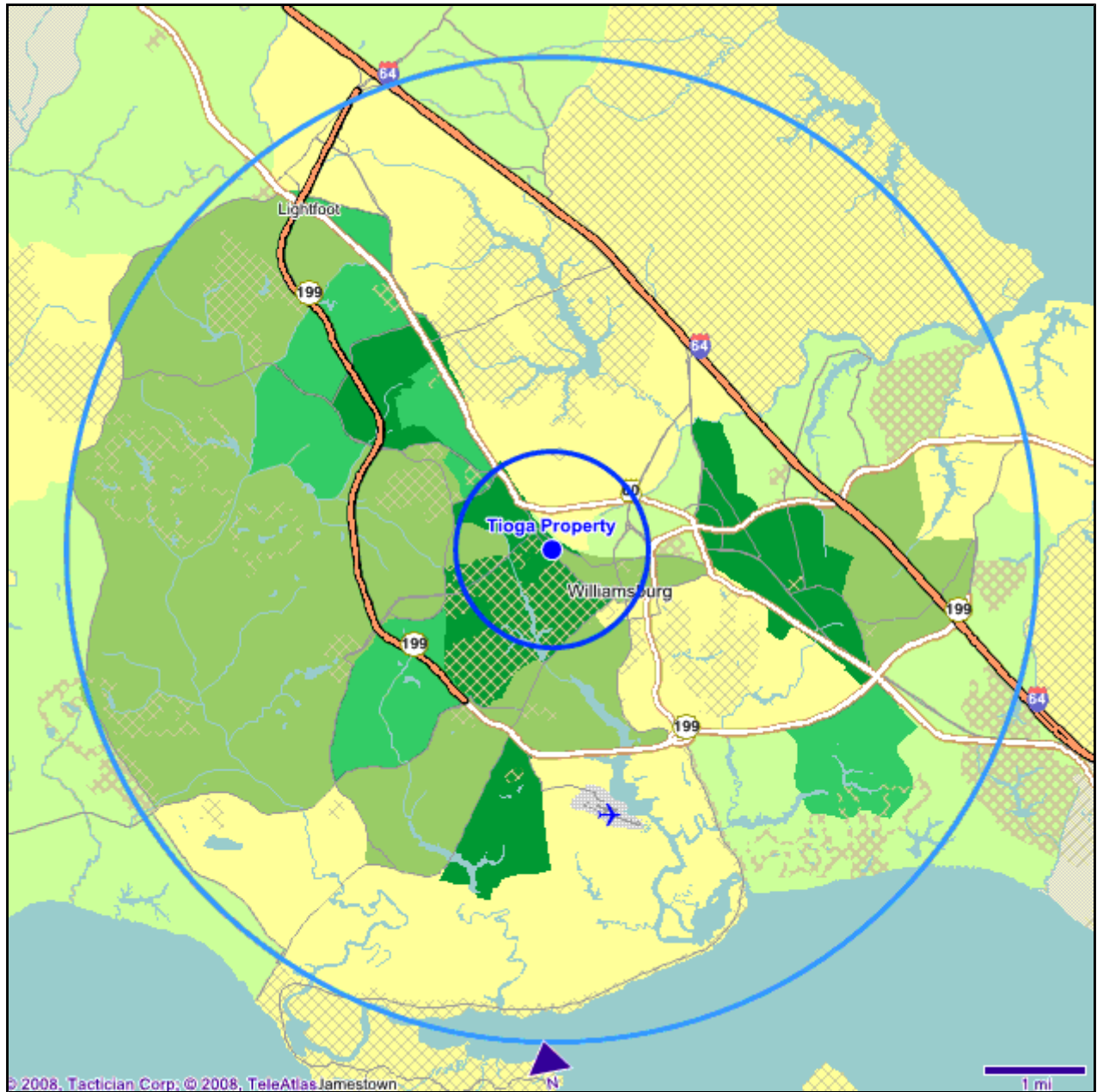
Description	Number	TravelTime of 5 minutes		Area Index*
		Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	
Yellow Pages 1 (Highest) (Adult Popn)	1,429	21.4%	19.7%	108.25
Yellow Pages 2 (2nd Highest) (Adult Popn)	1,243	18.6%	20.0%	93.05
Yellow Pages 3 (Middle) (Adult Popn)	1,169	17.5%	19.9%	87.76
Yellow Pages 4 (2nd Lowest) (Adult Popn)	1,600	23.9%	20.2%	118.55
Yellow Pages 5 (Lowest) (Adult Popn)	1,246	18.6%	20.2%	92.33

Simmons Media- Outdoor

Description	Number	TravelTime of 5 minutes		Area Index*
		Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	
Outdoor 1 (Highest) (Adult Popn)	1,064	15.9%	19.8%	80.26
Outdoor 2 (2nd Highest) (Adult Popn)	1,537	23.0%	20.0%	115.16
Outdoor 3 (Middle) (Adult Popn)	1,257	18.8%	19.7%	95.46
Outdoor 4 (2nd Lowest) (Adult Popn)	1,314	19.7%	19.9%	98.64
Outdoor 5 (Lowest) (Adult Popn)	1,513	22.6%	20.6%	110.00

Simmons Media- Internet

Description	Number	TravelTime of 5 minutes		Area Index*
		Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	
Internet At Home (Internet Active) 1 (Highest) (Adult Popn)	1,049	15.7%	11.1%	141.25
Internet At Home (Internet Active) 2 (2nd Highest) (Adult Popn)	655	9.8%	10.9%	89.64
Internet At Home (Internet Active) 3 (Middle) (Adult Popn)	581	8.7%	10.8%	80.67
Internet At Home (Internet Active) 4 (2nd Lowest) (Adult Popn)	500	7.5%	10.7%	69.79
Internet At Home (Internet Active) 5 (Lowest) (Adult Popn)	644	9.6%	11.1%	86.70
Internet At Work (Internet Active) 1 (Highest) (Adult Popn)	468	7.0%	5.8%	120.15
Internet At Work (Internet Active) 2 (2nd Highest) (Adult Popn)	369	5.5%	5.7%	95.94
Internet At Work (Internet Active) 3 (Middle) (Adult Popn)	470	7.0%	5.8%	122.20
Internet At Work (Internet Active) 4 (2nd Lowest) (Adult Popn)	452	6.8%	5.6%	120.50
Internet At Work (Internet Active) 5 (Lowest) (Adult Popn)	626	9.4%	6.0%	156.89
Internet Home/Work (Internet Active) 1 (Highest) (Adult Popn)	838	12.5%	12.2%	102.92
Internet Home/Work (Internet Active) 2 (2nd Highest) (Adult Popn)	952	14.2%	12.1%	118.15
Internet Home/Work (Internet Active) 3 (Middle) (Adult Popn)	657	9.8%	11.9%	82.31
Internet Home/Work (Internet Active) 4 (2nd Lowest) (Adult Popn)	752	11.3%	11.7%	95.85
Internet Home/Work (Internet Active) 5 (Lowest) (Adult Popn)	1,086	16.3%	12.2%	132.81



Overlays		Population Density (2007)	
	Major Highway		10 to 280
	Highway		280 to 600
	Major Road		600 to 1590
	State Boundary		1590 to 1950
			1950 to 2990

906 Richmond Rd
Williamsburg, VA

Longitude: -76.717478
Latitude: 37.279161

Radial Trade Area, 5 miles

Simmons Media- Cable TV					
Radial Trade Area, 5 miles					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Cable TV 1 (Highest) (Adult Popn)	8,500	19.7%	20.1%	97.83	
Cable TV 2 (2nd Highest) (Adult Popn)	9,415	21.8%	20.1%	108.46	
Cable TV 3 (Middle) (Adult Popn)	8,648	20.0%	19.7%	101.79	
Cable TV 4 (2nd Lowest) (Adult Popn)	8,676	20.1%	19.9%	101.15	
Cable TV 5 (Lowest) (Adult Popn)	7,947	18.4%	20.2%	90.90	

Simmons Media- Magazine					
Radial Trade Area, 5 miles					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Magazine 1 (Highest) (Adult Popn)	8,720	20.2%	20.1%	100.61	
Magazine 2 (2nd Highest) (Adult Popn)	10,030	23.2%	20.0%	115.96	
Magazine 3 (Middle) (Adult Popn)	8,557	19.8%	20.0%	98.84	
Magazine 4 (2nd Lowest) (Adult Popn)	8,555	19.8%	20.0%	98.81	
Magazine 5 (Lowest) (Adult Popn)	7,324	17.0%	19.8%	85.63	

Simmons Media- Newspaper					
Radial Trade Area, 5 miles					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Newspaper (Weekday/Weekend) 1 (Highest) (Adult Popn)	8,889	20.6%	20.2%	102.12	
Newspaper (Weekday/Weekend) 2 (2nd Highest) (Adult Popn)	9,423	21.8%	20.0%	109.21	
Newspaper (Weekday/Weekend) 3 (Middle) (Adult Popn)	8,088	18.7%	19.8%	94.43	
Newspaper (Weekday/Weekend) 4 (2nd Lowest) (Adult Popn)	9,321	21.6%	20.2%	106.87	
Newspaper (Weekday/Weekend) 5 (Lowest) (Adult Popn)	7,467	17.3%	19.8%	87.17	

Simmons Media- Radio					
Radial Trade Area, 5 miles					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
Radio Drive Time 1 (Highest) (Adult Popn)	9,106	21.1%	20.0%	105.49	
Radio Drive Time 2 (2nd Highest) (Adult Popn)	8,653	20.0%	19.9%	100.89	
Radio Drive Time 3 (Middle) (Adult Popn)	8,405	19.5%	20.0%	97.52	
Radio Drive Time 4 (2nd Lowest) (Adult Popn)	8,545	19.8%	20.1%	98.41	
Radio Drive Time 5 (Lowest) (Adult Popn)	8,489	19.7%	20.1%	97.87	
Radio All Day 1 (Highest) (Adult Popn)	8,833	20.5%	19.9%	102.60	
Radio All Day 2 (2nd Highest) (Adult Popn)	8,568	19.8%	20.1%	98.66	
Radio All Day 3 (Middle) (Adult Popn)	8,928	20.7%	19.8%	104.21	
Radio All Day 4 (2nd Lowest) (Adult Popn)	8,779	20.3%	19.9%	102.07	
Radio All Day 5 (Lowest) (Adult Popn)	8,077	18.7%	20.2%	92.59	

Simmons Media- Television					
Radial Trade Area, 5 miles					
Description	Number	Percent of Population Age 18+ (2007)	United States Percent of Population Age 18+ (2007)	Area Index*	
TV Prime Time 1 (Highest) (Adult Popn)	10,560	24.5%	20.0%	122.32	
TV Prime Time 2 (2nd Highest) (Adult Popn)	8,441	19.5%	19.7%	99.17	
TV Prime Time 3 (Middle) (Adult Popn)	8,503	19.7%	20.0%	98.63	
TV Prime Time 4 (2nd Lowest) (Adult Popn)	8,325	19.3%	20.0%	96.34	
TV Prime Time 5 (Lowest) (Adult Popn)	7,353	17.0%	20.3%	83.74	

TV Early/Late Fringe 1 (Highest) (Adult Popn)	9,270	21.5%	19.9%	107.85
TV Early/Late Fringe 2 (2nd Highest) (Adult Popn)	8,760	20.3%	19.9%	102.06
TV Early/Late Fringe 3 (Middle) (Adult Popn)	8,035	18.6%	19.8%	93.93
TV Early/Late Fringe 4 (2nd Lowest) (Adult Popn)	8,913	20.6%	20.2%	101.98
TV Early/Late Fringe 5 (Lowest) (Adult Popn)	8,216	19.0%	20.2%	94.29
TV All Day 1 (Highest) (Adult Popn)	9,756	22.6%	19.9%	113.74
TV All Day 2 (2nd Highest) (Adult Popn)	9,053	21.0%	19.8%	105.64
TV All Day 3 (Middle) (Adult Popn)	8,117	18.8%	19.9%	94.49
TV All Day 4 (2nd Lowest) (Adult Popn)	8,315	19.3%	20.1%	95.97
TV All Day 5 (Lowest) (Adult Popn)	7,951	18.4%	20.3%	90.51

Simmons Media- Yellow Pages

Description	Radial Trade Area, 5 miles		United States	Area
	Number	Percent of Population Age 18+ (2007)	Percent of Population Age 18+ (2007)	Index*
Yellow Pages 1 (Highest) (Adult Popn)	8,438	19.5%	19.7%	98.96
Yellow Pages 2 (2nd Highest) (Adult Popn)	9,106	21.1%	20.0%	105.55
Yellow Pages 3 (Middle) (Adult Popn)	8,751	20.3%	19.9%	101.73
Yellow Pages 4 (2nd Lowest) (Adult Popn)	9,187	21.3%	20.2%	105.38
Yellow Pages 5 (Lowest) (Adult Popn)	7,704	17.8%	20.2%	88.41

Simmons Media- Outdoor

Description	Radial Trade Area, 5 miles		United States	Area
	Number	Percent of Population Age 18+ (2007)	Percent of Population Age 18+ (2007)	Index*
Outdoor 1 (Highest) (Adult Popn)	8,642	20.0%	19.8%	100.90
Outdoor 2 (2nd Highest) (Adult Popn)	9,809	22.7%	20.0%	113.75
Outdoor 3 (Middle) (Adult Popn)	9,061	21.0%	19.7%	106.54
Outdoor 4 (2nd Lowest) (Adult Popn)	8,170	18.9%	19.9%	94.94
Outdoor 5 (Lowest) (Adult Popn)	7,505	17.4%	20.6%	84.45

Simmons Media- Internet

Description	Radial Trade Area, 5 miles		United States	Area
	Number	Percent of Population Age 18+ (2007)	Percent of Population Age 18+ (2007)	Index*
Internet At Home (Internet Active) 1 (Highest) (Adult Popn)	6,252	14.5%	11.1%	130.28
Internet At Home (Internet Active) 2 (2nd Highest) (Adult Popn)	5,295	12.3%	10.9%	112.19
Internet At Home (Internet Active) 3 (Middle) (Adult Popn)	5,123	11.9%	10.8%	110.03
Internet At Home (Internet Active) 4 (2nd Lowest) (Adult Popn)	4,461	10.3%	10.7%	96.43
Internet At Home (Internet Active) 5 (Lowest) (Adult Popn)	4,800	11.1%	11.1%	100.03
Internet At Work (Internet Active) 1 (Highest) (Adult Popn)	3,132	7.3%	5.8%	124.47
Internet At Work (Internet Active) 2 (2nd Highest) (Adult Popn)	2,952	6.8%	5.7%	118.88
Internet At Work (Internet Active) 3 (Middle) (Adult Popn)	2,736	6.3%	5.8%	110.19
Internet At Work (Internet Active) 4 (2nd Lowest) (Adult Popn)	3,084	7.1%	5.6%	127.31
Internet At Work (Internet Active) 5 (Lowest) (Adult Popn)	3,097	7.2%	6.0%	120.10
Internet Home/Work (Internet Active) 1 (Highest) (Adult Popn)	6,351	14.7%	12.2%	120.70
Internet Home/Work (Internet Active) 2 (2nd Highest) (Adult Popn)	6,369	14.7%	12.1%	122.35
Internet Home/Work (Internet Active) 3 (Middle) (Adult Popn)	5,439	12.6%	11.9%	105.49
Internet Home/Work (Internet Active) 4 (2nd Lowest) (Adult Popn)	5,194	12.0%	11.7%	102.41
Internet Home/Work (Internet Active) 5 (Lowest) (Adult Popn)	5,812	13.5%	12.2%	109.99

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* **Area Index** is '100' based. An Area Index value of 100 for a particular variable indicates that, for the area, the relative concentration of the variable is consistent with the average concentration of that variable across the US. Accordingly, an index value of 200 indicates that the relative concentration of the variable is twice the national average, while an index value of 50 indicates that the relative concentration of the variable is half the national average.

In most cases, these should be considered as relative indicators, since local differences may result in different behavior. In addition, in some cases, variables must be considered as potential only, since the activity or store may not be locally available.

Data provided by Applied Geographic Solutions, Inc. and Simmons Market Research Bureau (a subsidiary of Experian).

Internet Marketing Solutions provided by:



Data Provided by:



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