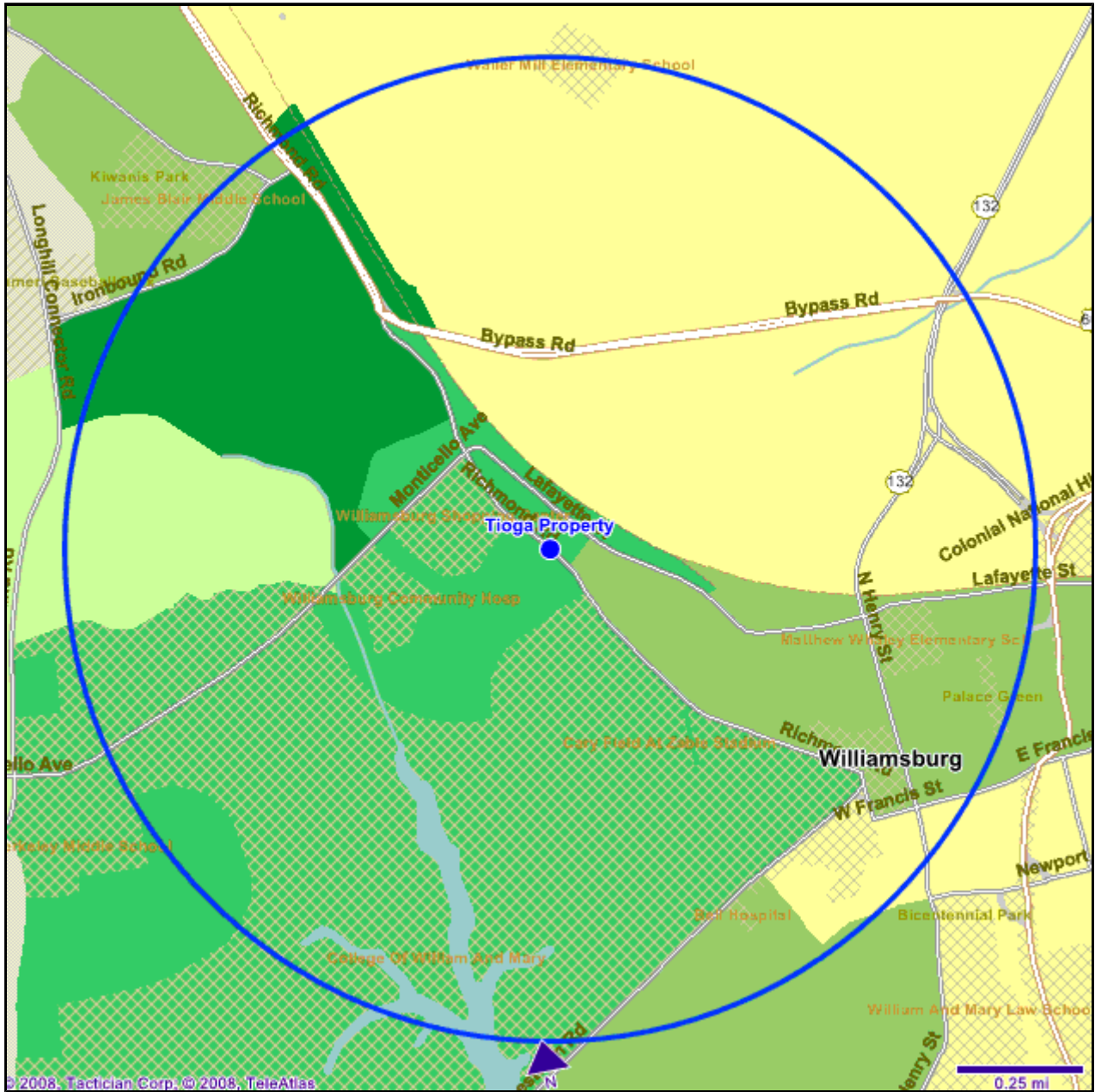


# Simmons Consumer Attitudes: Food

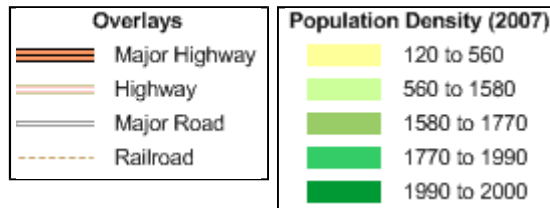
Tioga Property

Analysis Level: Block Groups

3/26/2008



© 2008 Tactician Corp. © 2008 TeleAtlas

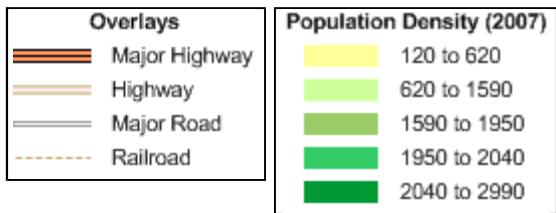
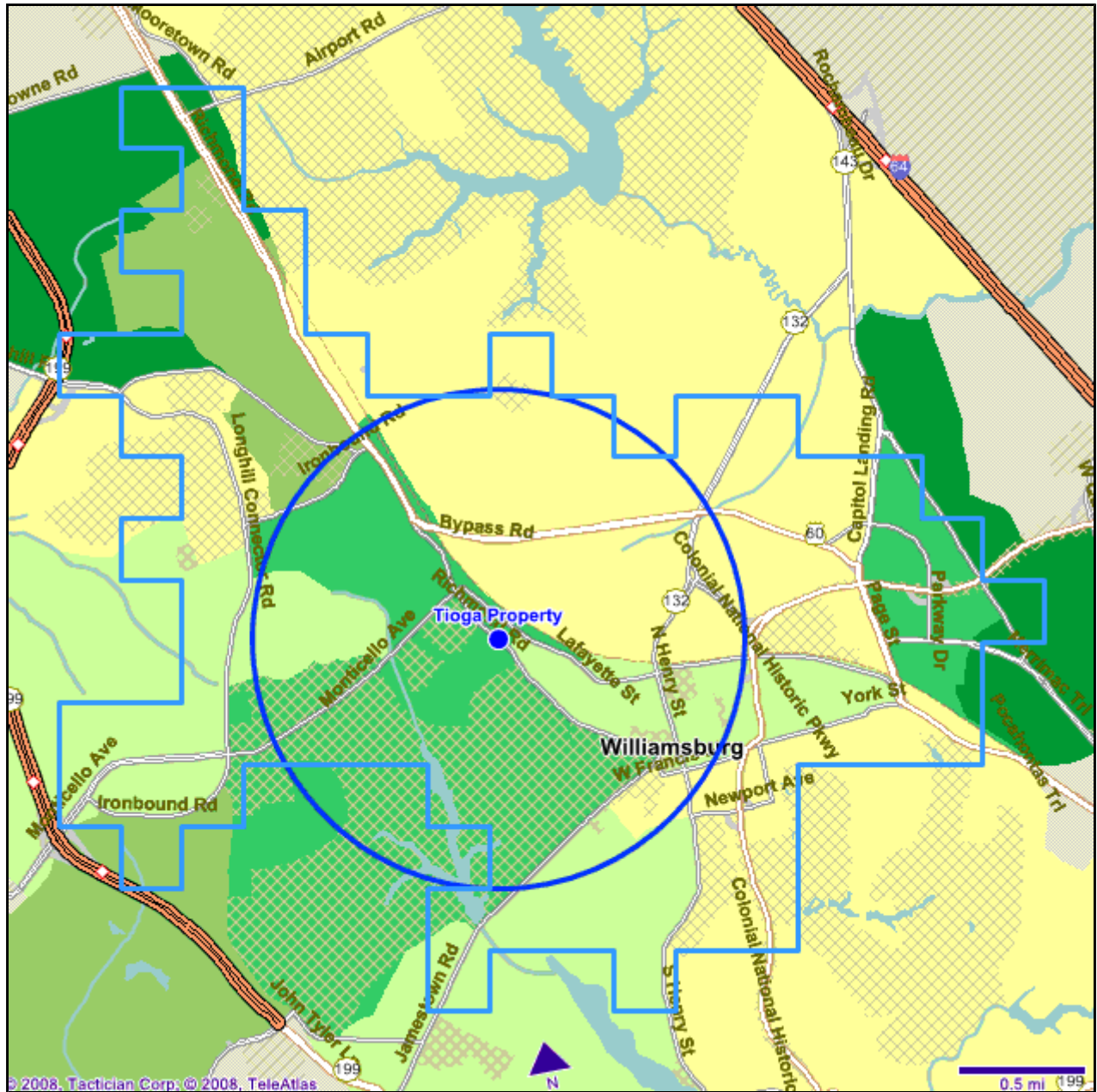


906 Richmond Rd  
Williamsburg, VA

Longitude: -76.717478  
Latitude: 37.279161

Radial Trade Area, 1 mile

Description	Attitudes - Food		United States Percent of Population Age 18+ (2007)	Area Index*
	Radial Trade Area, 1 mile Number	Percent of Population Age 18+ (2007)		
Try to Include Plenty Fiber in Diet (Adult Popn)	1,884	60.0%	62.1%	96.55
Often Snack Between Meals (Adult Popn)	2,225	70.8%	63.6%	111.46
Frozen Dinners Have Little Nutritional Value (Adult Popn)	1,246	39.7%	41.1%	96.49
Feel Guilty When Eat Sweets (Adult Popn)	1,355	43.1%	38.2%	112.99
Lunch Is More Important Than Breakfast/Dinner (Adult Popn)	597	19.0%	16.8%	113.20
Normally Count Calories The Foods I Eat (Adult Popn)	707	22.5%	17.8%	126.54
Enjoy Eating Foreign Foods (Adult Popn)	1,396	44.4%	44.0%	101.04
Prefer Food Presented As Art Form (Adult Popn)	510	16.2%	13.8%	117.62
Nutritional Value Most Important In Food Eat (Adult Popn)	1,324	42.1%	43.9%	95.99
Most Time Trying Lose Weight By Dieting (Adult Popn)	1,037	33.0%	29.4%	112.17
Prefer Foods Cooked Lots of Spices (Adult Popn)	1,255	40.0%	39.5%	101.16
Usually Refer To Recipes When Cooking (Adult Popn)	1,647	52.4%	34.5%	152.09
Frequently Eat Sweets (Adult Popn)	1,602	51.0%	47.5%	107.34
Try to Eat Gourmet Food Whenever I Can (Adult Popn)	948	30.2%	17.5%	172.91
Most Snack Foods Are Not Healthy (Adult Popn)	1,513	48.2%	55.2%	87.28
Like to Try New Food Products (Adult Popn)	1,855	59.1%	49.9%	118.41
Really Enjoy Cooking (Adult Popn)	1,541	49.1%	49.6%	98.93
Often Feel I Over-Eat (Adult Popn)	1,850	58.9%	46.7%	126.05
Point of Drinking is to Get Drunk (Adult Popn)	224	7.1%	11.0%	64.86
Salted Snacks are Favorite Snack (Adult Popn)	913	29.1%	28.2%	103.18
Easy to Prepare Foods are Favorite (Adult Popn)	2,155	68.6%	52.3%	131.07
Breakfast Is More Important Than Lunch/Dinner (Adult Popn)	1,507	48.0%	55.8%	86.06
Often Swayed By Coupons To Try New Food (Adult Popn)	1,239	39.5%	32.5%	121.60
Eat Foods I Like Regardless Of Calories (Adult Popn)	2,084	66.4%	61.9%	107.13
Like to Try New Recipes (Adult Popn)	1,467	46.7%	51.9%	90.01
Like to Try New Drinks (Adult Popn)	1,232	39.2%	32.0%	122.77
Often Eat Frozen Dinners (Adult Popn)	795	25.3%	19.6%	128.93
Fattening Foods Make Me Feel Guilty (Adult Popn)	1,190	37.9%	35.0%	108.28
Usually Quick to Try New Nutritional Product (Adult Popn)	673	21.4%	19.4%	110.13
Kitchen Most Important Room in Home (Adult Popn)	811	25.8%	28.6%	90.37
Usually First to Try New Food Products (Adult Popn)	573	18.3%	16.3%	112.11
Look For Freshest Ingredients When I Cook (Adult Popn)	1,883	60.0%	55.4%	108.15
Eat Several Small Meals During the Day (Adult Popn)	960	30.6%	35.7%	85.50
Often Eat Store-made/Pre-Cooked Meals (Adult Popn)	732	23.3%	20.3%	114.63
Usually Only Snack On Healthy Foods (Adult Popn)	588	18.7%	24.2%	77.22
Dinner is More Important Than Breakfast/Lunch (Adult Popn)	778	24.8%	17.5%	141.15
Nothing Wrong Indulging Fattening Foods (Adult Popn)	2,251	71.7%	56.3%	127.28
Currently Dieting (Adult Popn)	803	25.5%	24.8%	103.05
Prefer Food Without a Lot of Spices (Adult Popn)	1,166	37.1%	31.5%	117.76
Fast Food Fits My Busy Lifestyle (Adult Popn)	684	21.8%	24.3%	89.60
Like Trend Towards Healthier Fast Food (Adult Popn)	1,824	58.1%	51.4%	112.88
Prefer Fast Food to Home Cooking (Adult Popn)	470	15.0%	8.5%	175.28
Eating Fast Food Helps Stay In Budget (Adult Popn)	97	3.1%	6.9%	44.32

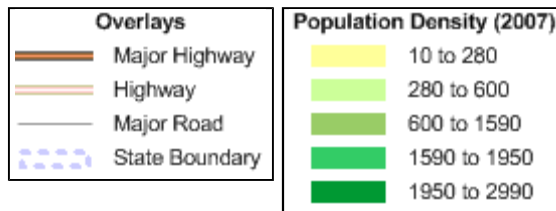
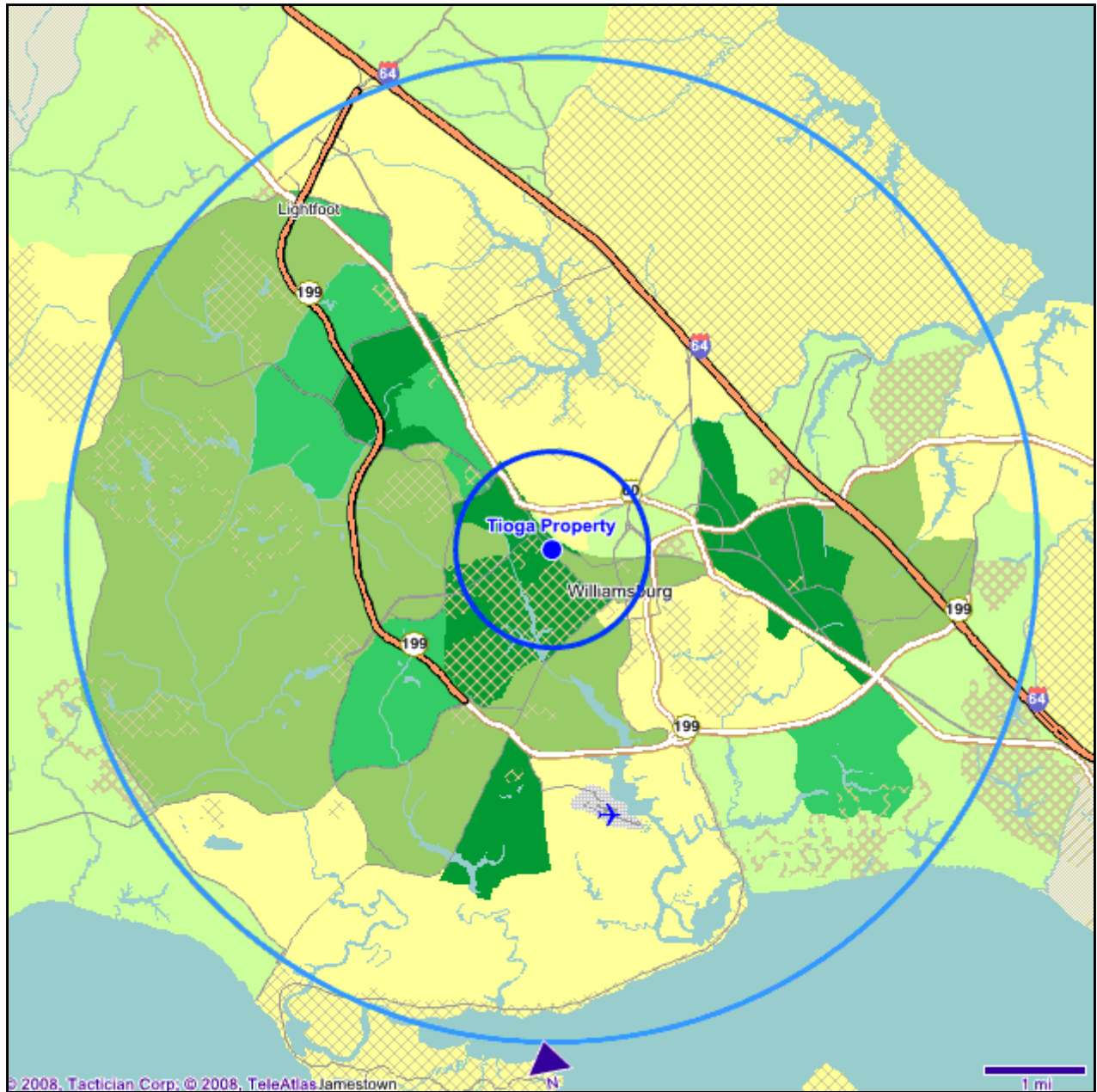


906 Richmond Rd  
Williamsburg, VA

Longitude: -76.717478  
Latitude: 37.279161

TravelTime of 5 minutes

Description	Attitudes - Food		United States Percent of Population Age 18+ (2007)	Area Index*
	TravelTime of 5 minutes			
	Number	Percent of Population Age 18+ (2007)		
Try to Include Plenty Fiber in Diet (Adult Popn)	3,980	59.5%	62.1%	95.80
Often Snack Between Meals (Adult Popn)	4,515	67.5%	63.6%	106.27
Frozen Dinners Have Little Nutritional Value (Adult Popn)	2,639	39.5%	41.1%	96.01
Feel Guilty When Eat Sweets (Adult Popn)	2,728	40.8%	38.2%	106.89
Lunch Is More Important Than Breakfast/Dinner (Adult Popn)	1,187	17.8%	16.8%	105.79
Normally Count Calories The Foods I Eat (Adult Popn)	1,357	20.3%	17.8%	114.12
Enjoy Eating Foreign Foods (Adult Popn)	2,879	43.1%	44.0%	97.90
Prefer Food Presented As Art Form (Adult Popn)	848	12.7%	13.8%	91.90
Nutritional Value Most Important In Food Eat (Adult Popn)	2,695	40.3%	43.9%	91.83
Most Time Trying Lose Weight By Dieting (Adult Popn)	2,093	31.3%	29.4%	106.35
Prefer Foods Cooked Lots of Spices (Adult Popn)	2,785	41.7%	39.5%	105.44
Usually Refer To Recipes When Cooking (Adult Popn)	2,802	41.9%	34.5%	121.60
Frequently Eat Sweets (Adult Popn)	3,371	50.4%	47.5%	106.12
Try to Eat Gourmet Food Whenever I Can (Adult Popn)	1,531	22.9%	17.5%	131.12
Most Snack Foods Are Not Healthy (Adult Popn)	3,487	52.2%	55.2%	94.51
Like to Try New Food Products (Adult Popn)	3,553	53.2%	49.9%	106.55
Really Enjoy Cooking (Adult Popn)	3,413	51.0%	49.6%	102.94
Often Feel I Over-Eat (Adult Popn)	3,368	50.4%	46.7%	107.82
Point of Drinking is to Get Drunk (Adult Popn)	699	10.5%	11.0%	95.22
Salted Snacks are Favorite Snack (Adult Popn)	1,903	28.5%	28.2%	101.08
Easy to Prepare Foods are Favorite (Adult Popn)	4,029	60.3%	52.3%	115.15
Breakfast Is More Important Than Lunch/Dinner (Adult Popn)	3,488	52.2%	55.8%	93.57
Often Swayed By Coupons To Try New Food (Adult Popn)	2,367	35.4%	32.5%	109.11
Eat Foods I Like Regardless Of Calories (Adult Popn)	4,332	64.8%	61.9%	104.62
Like to Try New Recipes (Adult Popn)	3,215	48.1%	51.9%	92.72
Like to Try New Drinks (Adult Popn)	2,314	34.6%	32.0%	108.28
Often Eat Frozen Dinners (Adult Popn)	1,554	23.2%	19.6%	118.50
Fattening Foods Make Me Feel Guilty (Adult Popn)	2,349	35.1%	35.0%	100.47
Usually Quick to Try New Nutritional Product (Adult Popn)	1,322	19.8%	19.4%	101.71
Kitchen Most Important Room in Home (Adult Popn)	1,781	26.6%	28.6%	93.22
Usually First to Try New Food Products (Adult Popn)	1,242	18.6%	16.3%	114.10
Look For Freshest Ingredients When I Cook (Adult Popn)	3,862	57.8%	55.4%	104.20
Eat Several Small Meals During the Day (Adult Popn)	2,270	34.0%	35.7%	95.01
Often Eat Store-made/Pre-Cooked Meals (Adult Popn)	1,568	23.5%	20.3%	115.41
Usually Only Snack On Healthy Foods (Adult Popn)	1,379	20.6%	24.2%	85.13
Dinner is More Important Than Breakfast/Lunch (Adult Popn)	1,387	20.7%	17.5%	118.21
Nothing Wrong Indulging Fattening Foods (Adult Popn)	4,238	63.4%	56.3%	112.59
Currently Dieting (Adult Popn)	1,643	24.6%	24.8%	99.09
Prefer Food Without a Lot of Spices (Adult Popn)	2,202	32.9%	31.5%	104.46
Fast Food Fits My Busy Lifestyle (Adult Popn)	1,479	22.1%	24.3%	91.03
Like Trend Towards Healthier Fast Food (Adult Popn)	3,536	52.9%	51.4%	102.83
Prefer Fast Food to Home Cooking (Adult Popn)	765	11.4%	8.5%	133.99
Eating Fast Food Helps Stay In Budget (Adult Popn)	335	5.0%	6.9%	72.22



906 Richmond Rd  
Williamsburg, VA

Longitude: -76.717478  
Latitude: 37.279161

Radial Trade Area, 5 miles

Description	Attitudes - Food		United States Percent of Population Age 18+ (2007)	Area Index*
	Radial Trade Area, 5 miles Number	Percent of Population Age 18+ (2007)		
Try to Include Plenty Fiber in Diet (Adult Popn)	27,084	62.7%	62.1%	100.93
Often Snack Between Meals (Adult Popn)	28,371	65.7%	63.6%	103.37
Frozen Dinners Have Little Nutritional Value (Adult Popn)	17,777	41.2%	41.1%	100.13
Feel Guilty When Eat Sweets (Adult Popn)	17,111	39.6%	38.2%	103.79
Lunch Is More Important Than Breakfast/Dinner (Adult Popn)	7,217	16.7%	16.8%	99.58
Normally Count Calories The Foods I Eat (Adult Popn)	8,195	19.0%	17.8%	106.67
Enjoy Eating Foreign Foods (Adult Popn)	20,669	47.9%	44.0%	108.81
Prefer Food Presented As Art Form (Adult Popn)	6,708	15.5%	13.8%	112.57
Nutritional Value Most Important In Food Eat (Adult Popn)	19,168	44.4%	43.9%	101.09
Most Time Trying Lose Weight By Dieting (Adult Popn)	13,264	30.7%	29.4%	104.34
Prefer Foods Cooked Lots of Spices (Adult Popn)	18,095	41.9%	39.5%	106.06
Usually Refer To Recipes When Cooking (Adult Popn)	16,332	37.8%	34.5%	109.72
Frequently Eat Sweets (Adult Popn)	21,407	49.6%	47.5%	104.30
Try to Eat Gourmet Food Whenever I Can (Adult Popn)	8,395	19.4%	17.5%	111.32
Most Snack Foods Are Not Healthy (Adult Popn)	24,106	55.8%	55.2%	101.15
Like to Try New Food Products (Adult Popn)	22,405	51.9%	49.9%	104.01
Really Enjoy Cooking (Adult Popn)	21,512	49.8%	49.6%	100.44
Often Feel I Over-Eat (Adult Popn)	20,309	47.0%	46.7%	100.64
Point of Drinking is to Get Drunk (Adult Popn)	4,584	10.6%	11.0%	96.63
Salted Snacks are Favorite Snack (Adult Popn)	11,821	27.4%	28.2%	97.19
Easy to Prepare Foods are Favorite (Adult Popn)	23,764	55.0%	52.3%	105.14
Breakfast Is More Important Than Lunch/Dinner (Adult Popn)	23,338	54.0%	55.8%	96.92
Often Swayed By Coupons To Try New Food (Adult Popn)	14,202	32.9%	32.5%	101.34
Eat Foods I Like Regardless Of Calories (Adult Popn)	27,336	63.3%	61.9%	102.19
Like to Try New Recipes (Adult Popn)	22,674	52.5%	51.9%	101.22
Like to Try New Drinks (Adult Popn)	14,486	33.5%	32.0%	104.95
Often Eat Frozen Dinners (Adult Popn)	8,842	20.5%	19.6%	104.36
Fattening Foods Make Me Feel Guilty (Adult Popn)	15,537	36.0%	35.0%	102.86
Usually Quick to Try New Nutritional Product (Adult Popn)	8,484	19.6%	19.4%	101.04
Kitchen Most Important Room in Home (Adult Popn)	11,694	27.1%	28.6%	94.72
Usually First to Try New Food Products (Adult Popn)	7,150	16.6%	16.3%	101.70
Look For Freshest Ingredients When I Cook (Adult Popn)	24,700	57.2%	55.4%	103.16
Eat Several Small Meals During the Day (Adult Popn)	15,013	34.8%	35.7%	97.28
Often Eat Store-made/Pre-Cooked Meals (Adult Popn)	8,770	20.3%	20.3%	99.93
Usually Only Snack On Healthy Foods (Adult Popn)	10,199	23.6%	24.2%	97.47
Dinner is More Important Than Breakfast/Lunch (Adult Popn)	7,900	18.3%	17.5%	104.25
Nothing Wrong Indulging Fattening Foods (Adult Popn)	26,348	61.0%	56.3%	108.35
Currently Dieting (Adult Popn)	11,350	26.3%	24.8%	106.00
Prefer Food Without a Lot of Spices (Adult Popn)	13,608	31.5%	31.5%	99.94
Fast Food Fits My Busy Lifestyle (Adult Popn)	9,794	22.7%	24.3%	93.34
Like Trend Towards Healthier Fast Food (Adult Popn)	24,051	55.7%	51.4%	108.26
Prefer Fast Food to Home Cooking (Adult Popn)	3,395	7.9%	8.5%	92.10
Eating Fast Food Helps Stay In Budget (Adult Popn)	2,773	6.4%	6.9%	92.48

Copyright © 2008, Tactician Corp and/or its suppliers. All Rights Reserved

\* **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:



URL to this document: <http://www.mapscape.com/report/EA8F3D9DD07841E5A2BAC229D9E4812F/1.HTML>