



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 5 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
 Longitude: -98.22360

Summary Demographics	Census 2010	2023	2028
Population	13,061	14,832	15,065
Households	5,568	5,740	5,757
Families	3,326	3,260	3,250
Average Household Size	2.29	2.52	2.55
Owner Occupied Housing Units	3,443	3,742	3,853
Renter Occupied Housing Units	2,125	1,998	1,904
Median Age	40.2	41.7	42.1
Trends: 2023 - 2028 Annual Rate	Area	State	National
Population	0.31%		0.77%
Households	0.06%		0.75%
Families	-0.06%		0.68%
Owner HHs	0.59%		0.92%
Median Household Income	2.00%		2.70%

Population Summary			
2000 Total Population		12,390	12,390
2010 Total Population		13,061	13,061
2023 Total Population		14,832	14,832
2023 Group Quarters		373	373
2028 Total Population		15,065	15,065
2018-2023 Annual Rate		0.31%	0.31%
2023 Total Daytime Population		14,458	14,458
Workers		7,702	7,702
Residents		6,756	6,756

Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	6,195	100.0%	6,415	100.0%	6,434	100.0%
Occupied	5,568	89.9%	5,740	89.5%	5,757	89.5%
Owner	3,443	55.6%	3,742	58.3%	3,853	59.9%
Renter	2,125	34.3%	1,998	31.1%	1,904	29.6%
Vacant	627	10.1%	675	10.5%	677	10.5%

Owner Occupied Housing Units by Value	2023		2028		
	Number	Percent	Number	Percent	
Total	3,741	100.0%	3,854	100.0%	
<\$50,000	433	11.6%	419	10.9%	
\$50,000-\$99,999	1,059	28.3%	911	23.6%	
\$100,000-\$149,999	631	16.9%	511	13.3%	
\$150,000-\$199,999	424	11.3%	406	10.5%	
\$200,000-\$249,999	244	6.5%	291	7.6%	
\$250,000-\$299,999	234	6.3%	286	7.4%	
\$300,000-\$399,999	329	8.8%	469	12.2%	
\$400,000-\$499,999	243	6.5%	354	9.2%	
\$500,000-\$749,999	118	3.2%	174	4.5%	
\$750,000-\$999,999	22	0.6%	32	0.8%	
\$1,000,000-\$1,499,999	1	0.0%	1	0.0%	
\$1,500,000-\$1,999,999	2	0.1%	0	0.0%	
\$2,000,000+	1	0.0%	0	0.0%	
Median Value			\$129,992		\$160,591



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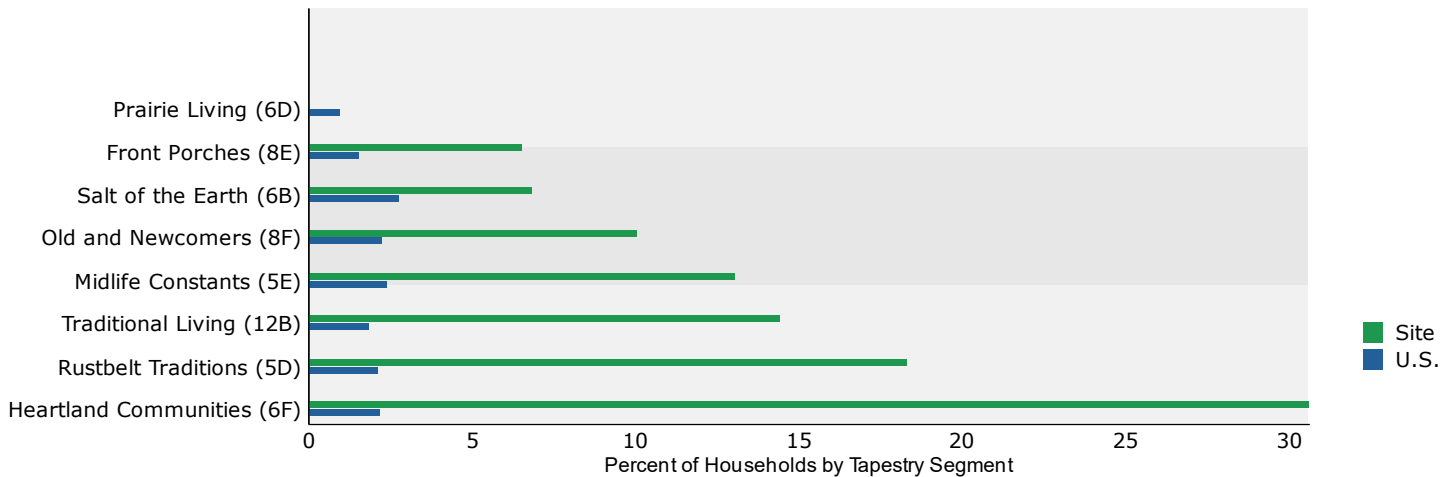
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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	30.6%	30.6%	2.2%	2.2%	1392
2	Rustbelt Traditions (5D)	18.3%	49.0%	2.1%	4.3%	854
3	Traditional Living (12B)	14.4%	63.4%	1.9%	6.2%	767
4	Midlife Constants (5E)	13.1%	76.5%	2.4%	8.7%	542
5	Old and Newcomers (8F)	10.1%	86.6%	2.3%	10.9%	440
<b>Subtotal</b>		<b>86.5%</b>		<b>10.9%</b>		
6	Salt of the Earth (6B)	6.8%	93.4%	2.8%	13.7%	246
7	Front Porches (8E)	6.5%	99.9%	1.6%	15.3%	412
8	Prairie Living (6D)	0.1%	100.0%	1.0%	16.3%	5
<b>Subtotal</b>		<b>13.4%</b>		<b>5.4%</b>		
<b>Total</b>		<b>100.0%</b>		<b>16.3%</b>		<b>614</b>

Top Ten Tapestry Segments Site vs. U.S.





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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	7,115	61.8%	101
Bought any women's clothing in last 12 months	5,931	51.5%	99
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	8,531	74.1%	100
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	2,204	19.2%	93
Bought a watch in last 12 months	1,490	12.9%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,379	93.7%	103
HH bought/leased new vehicle last 12 mo	552	9.6%	95
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	10,697	93.0%	103
Bought/changed motor oil in last 12 months	6,607	57.4%	112
Had tune-up in last 12 months	2,608	22.7%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	4,462	38.8%	105
Drank beer/ale in last 6 months	4,473	38.9%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,312	11.4%	104
Own digital SLR camera/camcorder	1,153	10.0%	93
Printed digital photos in last 12 months	3,213	27.9%	103
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,041	35.1%	100
Have a smartphone	10,592	92.0%	98
Have a smartphone: Android phone (any brand)	5,134	44.6%	115
Have a smartphone: Apple iPhone	5,575	48.4%	86
Number of cell phones in household: 1	1,965	34.2%	112
Number of cell phones in household: 2	2,250	39.2%	100
Number of cell phones in household: 3+	1,422	24.8%	86
HH has cell phone only (no landline telephone)	4,067	70.9%	103
<b>Computers (Households)</b>			
HH owns a computer	4,794	83.5%	97
HH owns desktop computer	2,292	39.9%	100
HH owns laptop/notebook	3,854	67.1%	95
HH owns any Apple/Mac brand computer	1,013	17.6%	73
HH owns any PC/non-Apple brand computer	4,192	73.0%	103
HH purchased most recent computer in a store	2,270	39.5%	101
HH purchased most recent computer online	1,473	25.7%	93
Spent <\$500 on most recent home computer	1,060	18.5%	117
Spent \$500-\$999 on most recent home computer	1,213	21.1%	104
Spent \$1,000-\$1,499 on most recent home computer	636	11.1%	92
Spent \$1,500-\$1,999 on most recent home computer	207	3.6%	78
Spent \$2,000+ on most recent home computer	215	3.7%	69



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	7,943	69.0%	108
Bought brewed coffee at convenience store in last 30 days	1,484	12.9%	107
Bought cigarettes at convenience store in last 30 days	950	8.3%	135
Bought gas at convenience store in last 30 days	5,382	46.8%	119
Spent at convenience store in last 30 days: <\$20	732	6.4%	86
Spent at convenience store in last 30 days: \$20-\$39	1,207	10.5%	106
Spent at convenience store in last 30 days: \$40-\$50	1,004	8.7%	112
Spent at convenience store in last 30 days: \$51-\$99	865	7.5%	123
Spent at convenience store in last 30 days: \$100+	2,921	25.4%	121
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,782	32.9%	89
Went to live theater in last 12 months	640	5.6%	81
Went to a bar/night club in last 12 months	1,870	16.2%	100
Dined out in last 12 months	5,990	52.1%	100
Gambled at a casino in last 12 months	1,331	11.6%	108
Visited a theme park in last 12 months	1,060	9.2%	79
Viewed movie (video-on-demand) in last 30 days	1,004	8.7%	79
Viewed TV show (video-on-demand) in last 30 days	718	6.2%	82
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	479	4.2%	69
Downloaded any individual song in last 6 months	2,047	17.8%	88
Watched a movie online in the last 30 days	3,351	29.1%	85
Watched a TV program online in last 30 days	2,281	19.8%	89
Played a video/electronic game (console) in last 12 months	1,484	12.9%	100
Played a video/electronic game (portable) in last 12 months	795	6.9%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,319	37.5%	99
Used ATM/cash machine in last 12 months	7,022	61.0%	97
Own any stock	1,408	12.2%	82
Own U.S. savings bond	858	7.5%	105
Own shares in mutual fund (stock)	1,353	11.8%	86
Own shares in mutual fund (bonds)	846	7.4%	86
Have interest checking account	4,630	40.2%	102
Have non-interest checking account	4,562	39.6%	104
Have savings account	8,359	72.6%	98
Have 401K retirement savings plan	2,819	24.5%	100
Own/used any credit/debit card in last 12 months	10,617	92.3%	99
Avg monthly credit card expenditures: <\$111	1,563	13.6%	119
Avg monthly credit card expenditures: \$111-\$225	868	7.5%	98
Avg monthly credit card expenditures: \$226-\$450	1,130	9.8%	106
Avg monthly credit card expenditures: \$451-\$700	1,045	9.1%	99
Avg monthly credit card expenditures: \$701-\$1,000	909	7.9%	97
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	6,512	56.6%	96
Did banking on mobile device in last 12 months	5,104	44.4%	92
Paid bills online in last 12 months			



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	5,473	95.3%	101
Used chicken (fresh or frozen) in last 6 months	4,006	69.8%	100
Used turkey (fresh or frozen) in last 6 months	901	15.7%	106
Used fish/seafood (fresh or frozen) in last 6 months	3,354	58.4%	97
Used fresh fruit/vegetables in last 6 months	5,046	87.9%	99
Used fresh milk in last 6 months	4,910	85.5%	104
Used organic food in last 6 months	1,142	19.9%	77
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,089	44.2%	90
Exercise at club 2+ times per week	1,092	9.5%	81
Visited a doctor in last 12 months	9,349	81.2%	102
Used vitamin/dietary supplement in last 6 months	7,406	64.4%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,485	43.3%	110
Used housekeeper/maid/professional HH cleaning service in last 12	1,638	28.5%	94
Purchased low ticket HH furnishings in last 12 months	1,413	24.6%	100
Purchased big ticket HH furnishings in last 12 months	1,599	27.9%	98
Bought any small kitchen appliance in last 12 months	1,474	25.7%	98
Bought any large kitchen appliance in last 12 months	964	16.8%	103
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,138	53.3%	104
Carry medical/hospital/accident insurance	10,022	87.1%	102
Carry homeowner insurance	7,683	66.8%	108
Carry renter's insurance	1,245	10.8%	91
Have auto insurance: 1 vehicle in household covered	1,865	32.5%	106
Have auto insurance: 2 vehicles in household covered	1,797	31.3%	95
Have auto insurance: 3+ vehicles in household covered	1,583	27.6%	104
<b>Pets (Households)</b>			
Household owns any pet			
Household owns any cat	1,631	28.4%	123
Household owns any dog	2,597	45.2%	115
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,336	37.7%	117
Usually buy items on credit rather than wait	1,343	11.7%	92
Usually buy based on quality - not price	1,586	13.8%	92
Price is usually more important than brand name	3,305	28.7%	106
Usually use coupons for brands I buy often	1,319	11.5%	104
Am interested in how to help the environment	1,821	15.8%	85
Usually pay more for environ safe product	1,167	10.1%	83
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,928	16.8%	89
Bought hardcover book in last 12 months	3,011	26.2%	97
Bought paperback book in last 12 month	3,774	32.8%	96
Read any daily newspaper (paper version)	1,966	17.1%	111
Read any digital newspaper in last 30 days	4,815	41.8%	83
Read any magazine (paper/electronic version) in last 6 months	9,644	83.8%	96



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	7,870	68.4%	103
Went to family restaurant/steak house: 4+ times a month	2,398	20.8%	101
Went to fast food/drive-in restaurant in last 6 months	10,518	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,517	39.3%	101
Fast food/drive-in last 6 months: eat in	2,500	21.7%	106
Fast food/drive-in last 6 months: home delivery	1,333	11.6%	86
Fast food/drive-in last 6 months: take-out/drive-thru	7,376	64.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	2,118	18.4%	82
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	6,477	56.3%	96
Own any e-reader	1,395	12.1%	85
Own e-reader/tablet: iPad	3,519	30.6%	82
HH has Internet connectable TV	2,489	43.4%	101
Own any portable MP3 player	1,308	11.4%	102
HH owns 1 TV	986	17.2%	94
HH owns 2 TVs	1,640	28.6%	101
HH owns 3 TVs	1,407	24.5%	107
HH owns 4+ TVs	1,298	22.6%	100
HH subscribes to cable TV	1,913	33.3%	98
HH subscribes to fiber optic	188	3.3%	62
HH owns portable GPS navigation device	1,381	24.1%	116
HH purchased video game system in last 12 mos	297	5.2%	65
HH owns any Internet video device for TV	2,944	51.3%	98
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,921	51.5%	96
Took 3+ domestic non-business trips in last 12 months	1,416	12.3%	88
Spent on domestic vacations in last 12 months: <\$1,000	1,618	14.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	640	5.6%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	466	4.0%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	445	3.9%	97
Spent on domestic vacations in last 12 months: \$3,000+	621	5.4%	81
Domestic travel in the 12 months: used general travel website	507	4.4%	79
Foreign travel in last 3 years	2,644	23.0%	69
Took 3+ foreign trips by plane in last 3 years	450	3.9%	54
Spent on foreign vacations in last 12 months: <\$1,000	609	5.3%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	220	1.9%	62
Spent on foreign vacations in last 12 months: \$3,000+	251	2.2%	51
Foreign travel in last 3 years: used general travel website	424	3.7%	58
Nights spent in hotel/motel in last 12 months: any	5,004	43.5%	96
Took cruise of more than one day in last 3 years	869	7.6%	75
Member of any frequent flyer program	2,359	20.5%	74
Member of any hotel rewards program	3,050	26.5%	92



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Summary Demographics	Census 2010	2023	2028			
Population	13,997	15,895	16,153			
Households	5,967	6,149	6,171			
Families	3,589	3,515	3,506			
Average Household Size	2.28	2.52	2.55			
Owner Occupied Housing Units	3,730	4,042	4,164			
Renter Occupied Housing Units	2,237	2,107	2,007			
Median Age	40.4	41.9	42.3			
Trends: 2023 - 2028 Annual Rate	Area	State	National			
Population	0.32%		0.77%			
Households	0.07%		0.75%			
Families	-0.05%		0.68%			
Owner HHs	0.60%		0.92%			
Median Household Income	2.03%		2.70%			
Population Summary						
2000 Total Population		13,295	13,295			
2010 Total Population		13,997	13,997			
2023 Total Population		15,895	15,895			
2023 Group Quarters		425	425			
2028 Total Population		16,153	16,153			
2018-2023 Annual Rate		0.32%	0.32%			
2023 Total Daytime Population		16,703	16,703			
Workers		9,452	9,452			
Residents		7,251	7,251			
Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	6,626	100.0%	6,859	100.0%	6,885	100.0%
Occupied	5,967	90.1%	6,149	89.6%	6,171	89.6%
Owner	3,730	56.3%	4,042	58.9%	4,164	60.5%
Renter	2,237	33.8%	2,107	30.7%	2,007	29.2%
Vacant	659	9.9%	710	10.4%	714	10.4%
Owner Occupied Housing Units by Value	2023		2028			
	Number	Percent	Number	Percent		
Total	4,042	100.0%	4,164	100.0%		
<\$50,000	466	11.5%	447	10.7%		
\$50,000-\$99,999	1,104	27.3%	942	22.6%		
\$100,000-\$149,999	660	16.3%	530	12.7%		
\$150,000-\$199,999	440	10.9%	419	10.1%		
\$200,000-\$249,999	285	7.1%	331	7.9%		
\$250,000-\$299,999	262	6.5%	320	7.7%		
\$300,000-\$399,999	391	9.7%	557	13.4%		
\$400,000-\$499,999	277	6.9%	399	9.6%		
\$500,000-\$749,999	127	3.1%	184	4.4%		
\$750,000-\$999,999	24	0.6%	34	0.8%		
\$1,000,000-\$1,499,999	1	0.0%	1	0.0%		
\$1,500,000-\$1,999,999	4	0.1%	0	0.0%		
\$2,000,000+	1	0.0%	0	0.0%		
Median Value			\$134,167		\$169,451	



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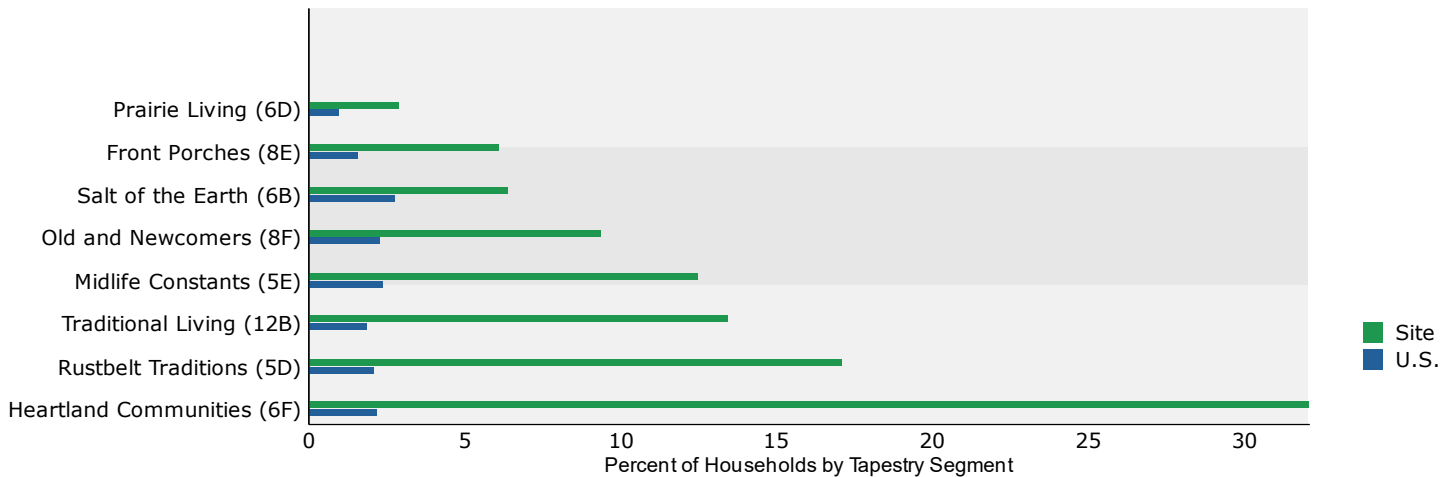
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		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	32.1%	32.1%	2.2%	2.2%	1458
2	Rustbelt Traditions (5D)	17.1%	49.2%	2.1%	4.3%	797
3	Traditional Living (12B)	13.5%	62.7%	1.9%	6.2%	716
4	Midlife Constants (5E)	12.5%	75.2%	2.4%	8.7%	518
5	Old and Newcomers (8F)	9.4%	84.6%	2.3%	10.9%	410
<b>Subtotal</b>		<b>84.6%</b>		<b>10.9%</b>		
6	Salt of the Earth (6B)	6.4%	91.0%	2.8%	13.7%	229
7	Front Porches (8E)	6.1%	97.1%	1.6%	15.3%	384
8	Prairie Living (6D)	2.9%	100.0%	1.0%	16.3%	295
<b>Subtotal</b>		<b>15.4%</b>		<b>5.4%</b>		
<b>Total</b>		<b>100.0%</b>		<b>16.3%</b>		<b>614</b>

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<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	7,651	62.0%	101
Bought any women's clothing in last 12 months	6,372	51.6%	100
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	9,169	74.3%	100
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	2,368	19.2%	94
Bought a watch in last 12 months	1,607	13.0%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,768	93.8%	103
HH bought/leased new vehicle last 12 mo	596	9.7%	96
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	11,481	93.0%	103
Bought/changed motor oil in last 12 months	7,111	57.6%	112
Had tune-up in last 12 months	2,816	22.8%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	4,792	38.8%	105
Drank beer/ale in last 6 months	4,781	38.7%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,422	11.5%	105
Own digital SLR camera/camcorder	1,233	10.0%	92
Printed digital photos in last 12 months	3,444	27.9%	103
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,309	34.9%	100
Have a smartphone	11,341	91.9%	98
Have a smartphone: Android phone (any brand)	5,497	44.5%	115
Have a smartphone: Apple iPhone	5,969	48.4%	86
Number of cell phones in household: 1	2,080	33.8%	111
Number of cell phones in household: 2	2,434	39.6%	101
Number of cell phones in household: 3+	1,524	24.8%	86
HH has cell phone only (no landline telephone)	4,347	70.7%	103
<b>Computers (Households)</b>			
HH owns a computer	5,141	83.6%	98
HH owns desktop computer	2,461	40.0%	100
HH owns laptop/notebook	4,128	67.1%	95
HH owns any Apple/Mac brand computer	1,082	17.6%	73
HH owns any PC/non-Apple brand computer	4,499	73.2%	103
HH purchased most recent computer in a store	2,437	39.6%	102
HH purchased most recent computer online	1,578	25.7%	93
Spent <\$500 on most recent home computer	1,131	18.4%	116
Spent \$500-\$999 on most recent home computer	1,305	21.2%	104
Spent \$1,000-\$1,499 on most recent home computer	683	11.1%	92
Spent \$1,500-\$1,999 on most recent home computer	224	3.6%	79
Spent \$2,000+ on most recent home computer	234	3.8%	71



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 10 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
 Longitude: -98.22360

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	8,544	69.2%	108
Bought brewed coffee at convenience store in last 30 days	1,588	12.9%	107
Bought cigarettes at convenience store in last 30 days	1,009	8.2%	134
Bought gas at convenience store in last 30 days	5,800	47.0%	119
Spent at convenience store in last 30 days: <\$20	790	6.4%	87
Spent at convenience store in last 30 days: \$20-\$39	1,297	10.5%	107
Spent at convenience store in last 30 days: \$40-\$50	1,078	8.7%	112
Spent at convenience store in last 30 days: \$51-\$99	924	7.5%	122
Spent at convenience store in last 30 days: \$100+	3,158	25.6%	122
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,053	32.8%	89
Went to live theater in last 12 months	687	5.6%	82
Went to a bar/night club in last 12 months	2,007	16.3%	100
Dined out in last 12 months	6,456	52.3%	100
Gambled at a casino in last 12 months	1,415	11.5%	107
Visited a theme park in last 12 months	1,131	9.2%	79
Viewed movie (video-on-demand) in last 30 days	1,076	8.7%	79
Viewed TV show (video-on-demand) in last 30 days	758	6.1%	81
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	509	4.1%	68
Downloaded any individual song in last 6 months	2,164	17.5%	87
Watched a movie online in the last 30 days	3,569	28.9%	85
Watched a TV program online in last 30 days	2,425	19.6%	89
Played a video/electronic game (console) in last 12 months	1,579	12.8%	100
Played a video/electronic game (portable) in last 12 months	849	6.9%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,638	37.6%	99
Used ATM/cash machine in last 12 months	7,529	61.0%	97
Own any stock	1,527	12.4%	83
Own U.S. savings bond	934	7.6%	106
Own shares in mutual fund (stock)	1,474	11.9%	87
Own shares in mutual fund (bonds)	913	7.4%	86
Have interest checking account	4,996	40.5%	103
Have non-interest checking account	4,918	39.8%	105
Have savings account	8,958	72.6%	98
Have 401K retirement savings plan	3,041	24.6%	101
Own/used any credit/debit card in last 12 months	11,390	92.3%	99
Avg monthly credit card expenditures: <\$111	1,666	13.5%	118
Avg monthly credit card expenditures: \$111-\$225	928	7.5%	98
Avg monthly credit card expenditures: \$226-\$450	1,214	9.8%	106
Avg monthly credit card expenditures: \$451-\$700	1,128	9.1%	99
Avg monthly credit card expenditures: \$701-\$1,000	975	7.9%	97
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	6,990	56.6%	96
Did banking on mobile device in last 12 months	5,453	44.2%	92
Paid bills online in last 12 months			



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 10 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
 Longitude: -98.22360

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	5,868	95.4%	101
Used chicken (fresh or frozen) in last 6 months	4,297	69.9%	100
Used turkey (fresh or frozen) in last 6 months	981	16.0%	108
Used fish/seafood (fresh or frozen) in last 6 months	3,589	58.4%	97
Used fresh fruit/vegetables in last 6 months	5,404	87.9%	99
Used fresh milk in last 6 months	5,271	85.7%	104
Used organic food in last 6 months	1,210	19.7%	76
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,451	44.2%	90
Exercise at club 2+ times per week	1,157	9.4%	80
Visited a doctor in last 12 months	10,034	81.3%	102
Used vitamin/dietary supplement in last 6 months	7,953	64.4%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,670	43.4%	110
Used housekeeper/maid/professional HH cleaning service in last 12	1,761	28.6%	94
Purchased low ticket HH furnishings in last 12 months	1,510	24.6%	100
Purchased big ticket HH furnishings in last 12 months	1,709	27.8%	97
Bought any small kitchen appliance in last 12 months	1,577	25.6%	98
Bought any large kitchen appliance in last 12 months	1,025	16.7%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,609	53.5%	105
Carry medical/hospital/accident insurance	10,761	87.2%	102
Carry homeowner insurance	8,300	67.2%	109
Carry renter's insurance	1,300	10.5%	88
Have auto insurance: 1 vehicle in household covered	1,971	32.1%	105
Have auto insurance: 2 vehicles in household covered	1,922	31.3%	95
Have auto insurance: 3+ vehicles in household covered	1,733	28.2%	107
<b>Pets (Households)</b>			
Household owns any pet			
Household owns any cat	1,766	28.7%	124
Household owns any dog	2,803	45.6%	115
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,686	38.0%	118
Usually buy items on credit rather than wait	1,430	11.6%	91
Usually buy based on quality - not price	1,699	13.8%	91
Price is usually more important than brand name	3,547	28.7%	106
Usually use coupons for brands I buy often	1,420	11.5%	104
Am interested in how to help the environment	1,916	15.5%	83
Usually pay more for environ safe product	1,238	10.0%	82
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,059	16.7%	88
Bought hardcover book in last 12 months	3,232	26.2%	97
Bought paperback book in last 12 month	4,068	33.0%	97
Read any daily newspaper (paper version)	2,100	17.0%	111
Read any digital newspaper in last 30 days	5,111	41.4%	82
Read any magazine (paper/electronic version) in last 6 months	10,323	83.6%	96



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 10 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	8,441	68.4%	103
Went to family restaurant/steak house: 4+ times a month	2,559	20.7%	101
Went to fast food/drive-in restaurant in last 6 months	11,271	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,803	38.9%	100
Fast food/drive-in last 6 months: eat in	2,695	21.8%	107
Fast food/drive-in last 6 months: home delivery	1,400	11.3%	85
Fast food/drive-in last 6 months: take-out/drive-thru	7,915	64.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	2,243	18.2%	81
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	6,948	56.3%	96
Own any e-reader	1,494	12.1%	84
Own e-reader/tablet: iPad	3,781	30.6%	82
HH has Internet connectable TV	2,675	43.5%	101
Own any portable MP3 player	1,406	11.4%	102
HH owns 1 TV	1,041	16.9%	93
HH owns 2 TVs	1,757	28.6%	101
HH owns 3 TVs	1,507	24.5%	107
HH owns 4+ TVs	1,404	22.8%	101
HH subscribes to cable TV	2,016	32.8%	97
HH subscribes to fiber optic	196	3.2%	61
HH owns portable GPS navigation device	1,490	24.2%	117
HH purchased video game system in last 12 mos	313	5.1%	64
HH owns any Internet video device for TV	3,141	51.1%	97
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,359	51.5%	96
Took 3+ domestic non-business trips in last 12 months	1,525	12.4%	89
Spent on domestic vacations in last 12 months: <\$1,000	1,727	14.0%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	687	5.6%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	499	4.0%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	484	3.9%	99
Spent on domestic vacations in last 12 months: \$3,000+	670	5.4%	82
Domestic travel in the 12 months: used general travel website	547	4.4%	80
Foreign travel in last 3 years	2,808	22.7%	69
Took 3+ foreign trips by plane in last 3 years	476	3.9%	53
Spent on foreign vacations in last 12 months: <\$1,000	649	5.3%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	233	1.9%	62
Spent on foreign vacations in last 12 months: \$3,000+	266	2.2%	51
Foreign travel in last 3 years: used general travel website	459	3.7%	59
Nights spent in hotel/motel in last 12 months: any	5,372	43.5%	96
Took cruise of more than one day in last 3 years	931	7.5%	75
Member of any frequent flyer program	2,512	20.4%	74
Member of any hotel rewards program	3,281	26.6%	92



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 15 mile radius

Prepared by Site To Do Business

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Summary Demographics	Census 2010	2023	2028
Population	14,827	16,762	17,010
Households	6,308	6,475	6,490
Families	3,833	3,738	3,723
Average Household Size	2.28	2.52	2.55
Owner Occupied Housing Units	4,012	4,316	4,435
Renter Occupied Housing Units	2,296	2,159	2,055
Median Age	40.6	42.2	42.6
Trends: 2023 - 2028 Annual Rate	Area	State	National
Population	0.29%		0.77%
Households	0.05%		0.75%
Families	-0.08%		0.68%
Owner HHs	0.55%		0.92%
Median Household Income	2.05%		2.70%

Population Summary			
2000 Total Population		14,168	14,168
2010 Total Population		14,827	14,827
2023 Total Population		16,762	16,762
2023 Group Quarters		467	467
2028 Total Population		17,010	17,010
2018-2023 Annual Rate		0.29%	0.29%
2023 Total Daytime Population		17,215	17,215
Workers		9,554	9,554
Residents		7,661	7,661

Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	7,020	100.0%	7,238	100.0%	7,258	100.0%
Occupied	6,308	89.9%	6,475	89.5%	6,490	89.4%
Owner	4,012	57.2%	4,316	59.6%	4,435	61.1%
Renter	2,296	32.7%	2,159	29.8%	2,055	28.3%
Vacant	712	10.1%	763	10.5%	768	10.6%

Owner Occupied Housing Units by Value	2023		2028		
	Number	Percent	Number	Percent	
Total	4,317	100.0%	4,434	100.0%	
<\$50,000	488	11.3%	465	10.5%	
\$50,000-\$99,999	1,146	26.5%	969	21.9%	
\$100,000-\$149,999	692	16.0%	552	12.4%	
\$150,000-\$199,999	460	10.7%	436	9.8%	
\$200,000-\$249,999	331	7.7%	378	8.5%	
\$250,000-\$299,999	292	6.8%	356	8.0%	
\$300,000-\$399,999	436	10.1%	618	13.9%	
\$400,000-\$499,999	299	6.9%	425	9.6%	
\$500,000-\$749,999	140	3.2%	200	4.5%	
\$750,000-\$999,999	25	0.6%	34	0.8%	
\$1,000,000-\$1,499,999	2	0.0%	1	0.0%	
\$1,500,000-\$1,999,999	4	0.1%	0	0.0%	
\$2,000,000+	2	0.0%	0	0.0%	
Median Value			\$137,897		\$176,491



# Retail Specialty Report

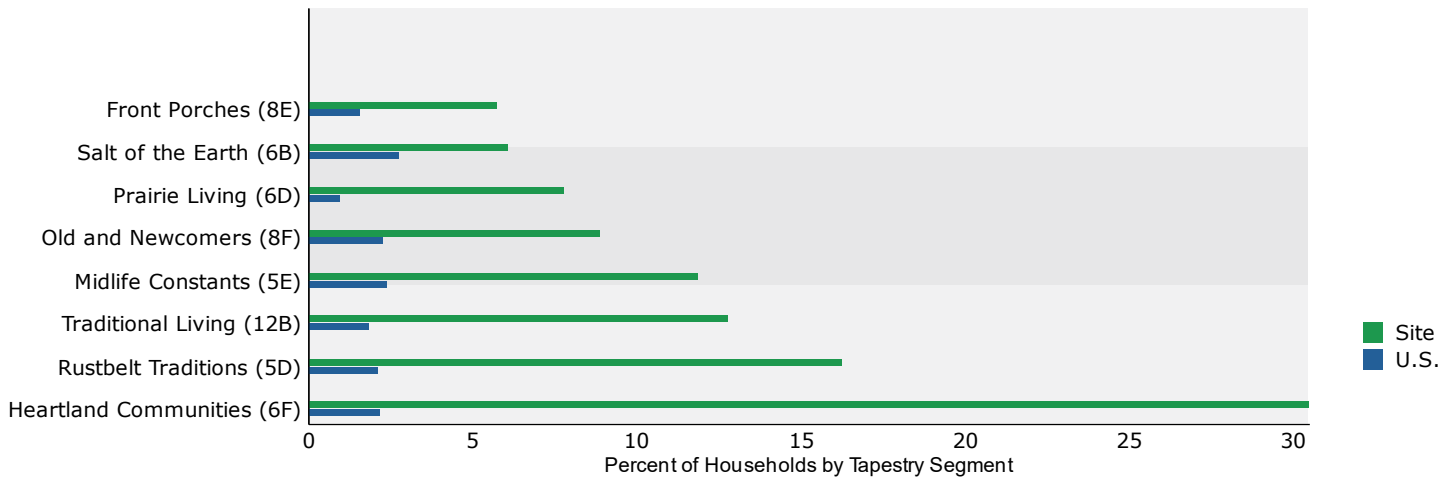
500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 15 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
 Longitude: -98.22360

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	30.5%	30.5%	2.2%	2.2%	1386
2	Rustbelt Traditions (5D)	16.2%	46.7%	2.1%	4.3%	757
3	Traditional Living (12B)	12.8%	59.6%	1.9%	6.2%	680
4	Midlife Constants (5E)	11.9%	71.4%	2.4%	8.7%	492
5	Old and Newcomers (8F)	8.9%	80.4%	2.3%	10.9%	390
<b>Subtotal</b>		<b>80.3%</b>		<b>10.9%</b>		
6	Prairie Living (6D)	7.8%	88.1%	1.0%	11.9%	790
7	Salt of the Earth (6B)	6.1%	94.2%	2.8%	14.7%	218
8	Front Porches (8E)	5.8%	100.0%	1.6%	16.3%	365
<b>Subtotal</b>		<b>19.7%</b>		<b>5.4%</b>		
<b>Total</b>		<b>100.0%</b>		<b>16.3%</b>		<b>614</b>

Top Ten Tapestry Segments Site vs. U.S.





# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 15 mile radius

Prepared by Site To Do Business

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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	8,096	62.2%	101
Bought any women's clothing in last 12 months	6,749	51.8%	100
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	9,702	74.5%	100
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	2,509	19.3%	94
Bought a watch in last 12 months	1,707	13.1%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	6,076	93.8%	103
HH bought/leased new vehicle last 12 mo	635	9.8%	97
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	12,122	93.1%	103
Bought/changed motor oil in last 12 months	7,525	57.8%	112
Had tune-up in last 12 months	3,012	23.1%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	5,063	38.9%	105
Drank beer/ale in last 6 months	5,026	38.6%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,519	11.7%	106
Own digital SLR camera/camcorder	1,294	9.9%	92
Printed digital photos in last 12 months	3,630	27.9%	103
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,504	34.6%	99
Have a smartphone	11,946	91.7%	98
Have a smartphone: Android phone (any brand)	5,793	44.5%	115
Have a smartphone: Apple iPhone	6,290	48.3%	86
Number of cell phones in household: 1	2,155	33.3%	109
Number of cell phones in household: 2	2,601	40.2%	103
Number of cell phones in household: 3+	1,603	24.8%	86
HH has cell phone only (no landline telephone)	4,566	70.5%	103
<b>Computers (Households)</b>			
HH owns a computer	5,423	83.8%	98
HH owns desktop computer	2,603	40.2%	100
HH owns laptop/notebook	4,350	67.2%	95
HH owns any Apple/Mac brand computer	1,145	17.7%	73
HH owns any PC/non-Apple brand computer	4,748	73.3%	103
HH purchased most recent computer in a store	2,575	39.8%	102
HH purchased most recent computer online	1,666	25.7%	94
Spent <\$500 on most recent home computer	1,185	18.3%	116
Spent \$500-\$999 on most recent home computer	1,383	21.4%	105
Spent \$1,000-\$1,499 on most recent home computer	716	11.1%	91
Spent \$1,500-\$1,999 on most recent home computer	240	3.7%	81
Spent \$2,000+ on most recent home computer	254	3.9%	73



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 15 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
 Longitude: -98.22360

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	9,031	69.3%	108
Bought brewed coffee at convenience store in last 30 days	1,665	12.8%	106
Bought cigarettes at convenience store in last 30 days	1,048	8.0%	132
Bought gas at convenience store in last 30 days	6,134	47.1%	119
Spent at convenience store in last 30 days: <\$20	848	6.5%	88
Spent at convenience store in last 30 days: \$20-\$39	1,363	10.5%	106
Spent at convenience store in last 30 days: \$40-\$50	1,142	8.8%	113
Spent at convenience store in last 30 days: \$51-\$99	968	7.4%	121
Spent at convenience store in last 30 days: \$100+	3,342	25.7%	123
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,286	32.9%	89
Went to live theater in last 12 months	734	5.6%	83
Went to a bar/night club in last 12 months	2,131	16.4%	101
Dined out in last 12 months	6,864	52.7%	101
Gambled at a casino in last 12 months	1,467	11.3%	105
Visited a theme park in last 12 months	1,194	9.2%	79
Viewed movie (video-on-demand) in last 30 days	1,132	8.7%	78
Viewed TV show (video-on-demand) in last 30 days	777	6.0%	79
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	533	4.1%	68
Downloaded any individual song in last 6 months	2,241	17.2%	86
Watched a movie online in the last 30 days	3,743	28.7%	84
Watched a TV program online in last 30 days	2,534	19.5%	88
Played a video/electronic game (console) in last 12 months	1,650	12.7%	99
Played a video/electronic game (portable) in last 12 months	893	6.9%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,902	37.6%	99
Used ATM/cash machine in last 12 months	7,936	60.9%	97
Own any stock	1,640	12.6%	84
Own U.S. savings bond	1,003	7.7%	108
Own shares in mutual fund (stock)	1,599	12.3%	90
Own shares in mutual fund (bonds)	984	7.6%	88
Have interest checking account	5,298	40.7%	103
Have non-interest checking account	5,233	40.2%	106
Have savings account	9,451	72.6%	98
Have 401K retirement savings plan	3,231	24.8%	102
Own/used any credit/debit card in last 12 months	12,021	92.3%	99
Avg monthly credit card expenditures: <\$111	1,735	13.3%	116
Avg monthly credit card expenditures: \$111-\$225	972	7.5%	97
Avg monthly credit card expenditures: \$226-\$450	1,283	9.9%	107
Avg monthly credit card expenditures: \$451-\$700	1,205	9.3%	101
Avg monthly credit card expenditures: \$701-\$1,000	1,030	7.9%	97
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	7,391	56.8%	97
Did banking on mobile device in last 12 months	5,737	44.1%	92
Paid bills online in last 12 months			



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 15 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	6,184	95.5%	101
Used chicken (fresh or frozen) in last 6 months	4,526	69.9%	100
Used turkey (fresh or frozen) in last 6 months	1,060	16.4%	111
Used fish/seafood (fresh or frozen) in last 6 months	3,772	58.3%	97
Used fresh fruit/vegetables in last 6 months	5,690	87.9%	99
Used fresh milk in last 6 months	5,561	85.9%	104
Used organic food in last 6 months	1,268	19.6%	76
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,760	44.2%	90
Exercise at club 2+ times per week	1,204	9.2%	79
Visited a doctor in last 12 months	10,593	81.3%	102
Used vitamin/dietary supplement in last 6 months	8,410	64.6%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,818	43.5%	111
Used housekeeper/maid/professional HH cleaning service in last 12	1,865	28.8%	95
Purchased low ticket HH furnishings in last 12 months	1,584	24.5%	100
Purchased big ticket HH furnishings in last 12 months	1,795	27.7%	97
Bought any small kitchen appliance in last 12 months	1,661	25.7%	98
Bought any large kitchen appliance in last 12 months	1,061	16.4%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,997	53.7%	105
Carry medical/hospital/accident insurance	11,357	87.2%	102
Carry homeowner insurance	8,820	67.7%	110
Carry renter's insurance	1,331	10.2%	86
Have auto insurance: 1 vehicle in household covered	2,033	31.4%	103
Have auto insurance: 2 vehicles in household covered	2,027	31.3%	95
Have auto insurance: 3+ vehicles in household covered	1,871	28.9%	109
<b>Pets (Households)</b>			
Household owns any pet			
Household owns any cat	1,889	29.2%	126
Household owns any dog	2,973	45.9%	116
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,980	38.2%	119
Usually buy items on credit rather than wait	1,492	11.5%	90
Usually buy based on quality - not price	1,787	13.7%	91
Price is usually more important than brand name	3,739	28.7%	106
Usually use coupons for brands I buy often	1,505	11.6%	105
Am interested in how to help the environment	1,982	15.2%	82
Usually pay more for environ safe product	1,292	9.9%	81
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,158	16.6%	88
Bought hardcover book in last 12 months	3,431	26.3%	97
Bought paperback book in last 12 month	4,337	33.3%	98
Read any daily newspaper (paper version)	2,188	16.8%	109
Read any digital newspaper in last 30 days	5,344	41.0%	81
Read any magazine (paper/electronic version) in last 6 months	10,864	83.4%	96



# Retail Specialty Report

500-572 21st St SW, Huron, SD, 57350, USA  
 Drive time: 15 mile radius

Prepared by Site To Do Business

Latitude: 44.34110  
 Longitude: -98.22360

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	8,910	68.4%	103
Went to family restaurant/steak house: 4+ times a month	2,684	20.6%	100
Went to fast food/drive-in restaurant in last 6 months	11,885	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	5,003	38.4%	99
Fast food/drive-in last 6 months: eat in	2,853	21.9%	107
Fast food/drive-in last 6 months: home delivery	1,443	11.1%	83
Fast food/drive-in last 6 months: take-out/drive-thru	8,354	64.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	2,339	18.0%	80
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	7,327	56.3%	95
Own any e-reader	1,582	12.1%	85
Own e-reader/tablet: iPad	3,998	30.7%	82
HH has Internet connectable TV	2,827	43.7%	101
Own any portable MP3 player	1,487	11.4%	102
HH owns 1 TV	1,085	16.8%	92
HH owns 2 TVs	1,856	28.7%	101
HH owns 3 TVs	1,579	24.4%	106
HH owns 4+ TVs	1,491	23.0%	102
HH subscribes to cable TV	2,064	31.9%	94
HH subscribes to fiber optic	203	3.1%	60
HH owns portable GPS navigation device	1,581	24.4%	117
HH purchased video game system in last 12 mos	321	5.0%	62
HH owns any Internet video device for TV	3,292	50.8%	97
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,729	51.7%	96
Took 3+ domestic non-business trips in last 12 months	1,623	12.5%	90
Spent on domestic vacations in last 12 months: <\$1,000	1,799	13.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	726	5.6%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	526	4.0%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	522	4.0%	101
Spent on domestic vacations in last 12 months: \$3,000+	721	5.5%	84
Domestic travel in the 12 months: used general travel website	584	4.5%	81
Foreign travel in last 3 years	2,953	22.7%	69
Took 3+ foreign trips by plane in last 3 years	500	3.8%	53
Spent on foreign vacations in last 12 months: <\$1,000	687	5.3%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	243	1.9%	61
Spent on foreign vacations in last 12 months: \$3,000+	278	2.1%	50
Foreign travel in last 3 years: used general travel website	495	3.8%	60
Nights spent in hotel/motel in last 12 months: any	5,683	43.6%	96
Took cruise of more than one day in last 3 years	986	7.6%	75
Member of any frequent flyer program	2,635	20.2%	73
Member of any hotel rewards program	3,480	26.7%	93