

Simmons Lifestyle Demogs Statements Comparison



Geography: 5 Miles: 1417 S JEFFERSON ST SPOKANE, WA 99203, 5 Miles: 7002 WESTFIELD BLVD INDIANAPOLIS, IN 46220, 5 Miles: 805 POWER ST HELENA, MT 59601

Date: April 13, 2015

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ST SPOKANE, WA 99203

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INDIANAPOLIS, IN 46220

5 Miles: 805 POWER ST
HELENA, MT 59601

2014A Demographic Overview

Total Households	75,256	90,730	17,005
Population Density	2,265.5	2,596.3	490.7
Average Household Size	2.2	2.2	2.1
% Male Population	49.1%	47.1%	48.5%
% Female Population	50.8%	52.8%	51.4%
Median Age	35.0	35.6	41.2
% Owner Occupied Housing Units	91.9%	91.7%	97.1%
% Renter Occupied Housing Units	8.0%	8.2%	2.8%
% Vacant Housing Units	44.0%	45.4%	37.9%

2013 Lifestyle Demographics & Statements - Household Percent

2013 Demographics - Household Percent

Anyone In This HH Expecting A Baby	1.9%	2.3%	2.0%
Child Care - Children 6 Yrs Or Younger Care In Another Home - By Relative	0.7%	0.3%	0.7%
Child Care - Children 6 Yrs Or Younger Care In Child's Home - By Non-Relative	0.0%	0.3%	0.1%
Child Care - Children 6 Yrs Or Younger Care In Child's Home - By Other Relative	1.0%	1.1%	0.8%
Child Care - Children 6 Yrs Or Younger Care In Child's Home - By Parent	7.2%	6.2%	5.7%
Child Care - Children 6 Yrs Or Younger Group Care Center-Community Daycare	0.3%	0.1%	0.3%
Child Care - Children 6 Yrs Or Younger Group Care Center-Private Daycare	1.3%	1.8%	2.1%
Number Of Children None	68.2%	68.3%	73.4%
Number Of Children One - Three	28.4%	28.7%	24.4%
Number Of Children One Or More	31.6%	30.4%	25.6%
Presence Of Children By Age 12 - 17 Years	11.0%	10.3%	8.7%
Presence Of Children By Age 2 - 11 Years	17.6%	17.5%	14.6%
Presence Of Children By Age 2 - 5 Years	9.3%	10.1%	8.8%
Presence Of Children By Age 6 - 11 Years	13.0%	12.0%	9.1%
Presence Of Children By Age 6 - 17 Years	18.7%	18.4%	14.9%
Presence Of Children By Age Under 2 Years	5.5%	4.3%	4.7%
Recycling - Very Often Glass Beverage Containers	46.2%	48.0%	48.9%
Recycling - Very Often Metal Beverage Containers	45.8%	40.6%	47.1%
Recycling - Very Often Newspapers	47.2%	47.0%	51.2%
Recycling - Very Often Other Glass	39.3%	39.3%	40.6%
Recycling - Very Often Other Metal Cans	44.6%	41.4%	44.8%

Recycling - Very Often Other Plastic Containers	44.6%	43.8%	45.5%
Recycling - Very Often Paper Boxes/Other Paper	46.6%	45.5%	48.6%
Recycling - Very Often Plastic Bags	36.4%	35.1%	38.0%
Recycling - Very Often Plastic Beverage Containers	49.8%	48.2%	50.6%
Recycling - Very Often Used Batteries	16.3%	15.9%	17.5%
Recycling - Very Often Used Motor Oil	20.4%	15.2%	19.0%
Retirement Homes/Assisted Living Facility/ Nursing - Any In HH Used Last 12 Months	1.9%	1.9%	2.4%
Sex - Household PercentHead Female	53.4%	50.0%	48.3%
Sex - Household PercentHead Male	46.3%	48.7%	50.8%

2013 Statements - Household Percent

2013 Attitudes (About Apparel) Any Agree - Household Percent

I Am First Among My Friends Try New Styles	9.8%	10.8%	8.0%
Budget Allows Me To Buy Designer Clothes	9.5%	12.0%	9.6%
Clothes At Discount Just As Good As Dept Stores	56.1%	52.5%	52.9%
Comfort Most Important in Clothes I Buy	80.3%	79.6%	80.9%
Designer Label Improves Person's Image	11.5%	13.2%	10.2%
Dress To Please Myself	76.8%	75.6%	77.6%
Every Season I Buy The Latest Fashions	12.0%	13.5%	10.9%
Everything I Wear Is The Highest Quality	21.2%	25.1%	22.8%
Fashion Magazines Help Determine Clothes Buy	11.6%	15.7%	11.2%
Function Most Important Factor In Clothes I Buy	59.4%	58.9%	62.1%
Have Favorite Clothing Brands I Stick With	54.2%	56.3%	54.7%
I Always Look For Favorite Brands First	39.1%	39.3%	39.9%
I Have A Conservative Dress Style	46.1%	52.7%	52.4%
I Like To Experiment With New Styles	23.5%	25.4%	21.8%
I Make My Clothes Last A Long Time	79.5%	78.4%	80.1%
Important To Look Attractive To Others	60.3%	63.6%	62.9%
Like To Keep Up With The Latest Fashion	22.7%	26.4%	21.2%
Like To Make A Unique Fashion Statement	16.6%	17.2%	14.7%
Many Similar Priced Brands Look Alike	43.5%	43.5%	45.4%
No Longer Wear Clothes Wore A Year Ago	11.3%	13.4%	10.1%
Often Buy Clothes I Don't Really Need	22.8%	23.8%	23.9%
Really Enjoy Clothes Shopping	32.6%	34.9%	30.0%
Spend More Than Can Afford, For Clothes	12.3%	12.3%	11.9%
Stick W/ Styles Have Stood Test Of Time	66.1%	64.7%	68.4%
Surprised Myself Buy Brands Normally Don't Buy	25.3%	27.7%	25.3%
Top Designers Make Quality Clothes	20.6%	26.7%	22.4%
Uncomfortable In Clothes Differnt From Others	29.8%	28.4%	30.0%

2013 Attitudes (General) Any Agree - Household Percent

Don't Want Responsibility, Rather Be Told	12.6%	11.7%	12.1%
I Consider Myself A Creative Person	62.5%	59.3%	60.5%
I Like Control Over People And Resources	23.3%	24.0%	23.9%

I Would Like To Set Up My Own Business	34.3%	32.1%	29.6%
Important Family Thinks I Am Doing Well	48.3%	45.0%	46.7%
Important To Be Attractive/Opposite Sex	45.3%	44.9%	44.7%
In Job, Security More Important Than Money	43.8%	40.8%	43.7%
Like To Pursue Challenge,Novelty,Change	42.9%	41.8%	40.0%
More Important To Do Duty Than Enjoy Life	36.2%	36.2%	36.9%
Only Work At Current Job For The Money	28.1%	27.0%	25.9%

2013 Attitudes (Health) Any Agree - Household Percent

Agree With Increasing Ban On Cigarette Smoking	53.0%	55.8%	58.3%
Consider My Diet To Be Very Healthy	36.1%	38.0%	39.3%
Don't Have Time Prepare/Eat Healthy Meals	33.1%	30.1%	32.9%
Friends Ask My Advice About Health/ Nutrition	19.4%	19.6%	17.6%
I Am A Vegetarian	8.5%	7.8%	7.2%
I Make Sure I Exercise Regularly	38.6%	40.7%	41.9%
I Think Of The Calories In What I Eat	31.0%	30.6%	31.6%
I Treat Myself To Foods Not Good For Me	47.4%	41.9%	45.9%
I'll Try Any New Diet	10.9%	10.4%	8.5%
I'm Usually First To Try New Health Foods	15.6%	13.5%	12.6%
Like To Know Ingredients Before Buy Food	40.4%	41.2%	40.9%
Pay Anything When It Concerns My Health	32.0%	33.0%	30.0%
Spend What I Have To, To Look Younger	8.9%	10.6%	7.6%
Think Fast Food Is All Junk	37.3%	34.1%	35.1%
Too Busy To Take Care Of Myself As I Should	37.7%	33.9%	35.7%
Try To Eat Healthier Food These Days	65.6%	64.3%	67.8%
Work At Eating Well Balanced Diet	54.0%	55.9%	57.9%

2013 Attitudes (Automobiles) Any Agree - Household Percent

A Used Car Is Just As Good As A New Car	46.9%	41.9%	46.0%
American Car Companies Set Standard	19.0%	17.4%	16.5%
Before Buy Car, Find The Safety Rating	50.3%	52.2%	50.5%
Can Tell About Someone By Car Driven	33.7%	34.2%	32.6%
Car That Works For Whole Family Important	66.1%	65.3%	66.4%
Car's Purpose Go Point A To Point B	40.4%	37.5%	37.4%
Choose A Car Mainly On Looks	23.4%	21.9%	21.3%
Comfort The Most Important Thing In Car	43.9%	44.5%	43.7%
Foreign Cars More Prestige Than America	13.2%	13.3%	11.1%
Foreign Higher Quality Than American	21.2%	23.9%	21.2%
Get Many Options When I Buy A Car	31.0%	34.6%	34.1%
I Like Driving	60.1%	57.8%	61.0%
Interested In What Is Under The Hood	53.5%	50.2%	52.0%
Keep Up On Latest Advances In Auto Tech	18.6%	19.4%	18.4%
Like A New Car Every Two Or Three Years	12.2%	13.1%	11.7%
Like To Drive Faster Than Normal	30.2%	30.2%	32.3%
My Car Should Express My Personality	27.7%	29.9%	28.6%
My Car Should Have Many Safety Features	63.7%	63.5%	62.9%
Normally Buy Cars Brand New	24.7%	31.0%	28.7%

Normally Drive Without Any Passengers	46.0%	47.3%	49.7%
Often Drive By Self For Sense Of Freedom	31.1%	28.1%	29.0%
Often Go On Long Car Trips For Vacation	31.5%	31.9%	33.8%
Often In Car With More Than One Person	37.3%	34.3%	35.7%
Options On A Car Impress Me	37.5%	37.3%	37.9%
Pay Extra For Engine W/ More Horsepower	20.6%	20.5%	19.4%
People Always Ask My Advice On Car Buy	12.8%	11.8%	10.3%
Possessive About My Car	38.7%	35.7%	37.2%
Prefer Driving Luxury Vehicle	24.5%	27.9%	24.5%
SUV Matches My Active Lifestyle	28.1%	27.2%	27.1%
True Value Is How Long A Car Lasts	67.1%	65.2%	68.9%
U.S. Makes Better Cars Than 10 Yrs Ago	48.3%	50.8%	49.7%
Use My Personal Vehicle In My Work	26.4%	28.6%	26.9%
Vehicle Handle Very Rough Terrain Important	27.3%	23.9%	23.7%

2013 - Attitudes/Opinions (Food) Any Agree - Household Percent

Breakfast Is More Important Than Lunch Or Dinner	59.4%	59.0%	58.8%
Dinner Is More Important Than Breakfast Or Lunch	15.9%	16.5%	15.9%
Easy To Prepare Foods Are My Favorite	54.3%	53.3%	53.5%
Eat Foods I Like Regardless Of Calories	58.4%	55.6%	55.9%
Eat Several Small Meals During The Day	37.4%	36.2%	36.8%
Eating Fast Food Helps Me Stay In Budget	7.8%	6.9%	6.1%
Fast Food Fits My Busy Lifestyle	22.6%	19.2%	20.1%
Fattening Food Makes Me Feel Guilty	37.1%	35.8%	37.1%
Frozen Dinners Have Little Nutritional Value	45.1%	45.4%	44.2%
I Enjoy Eating Foreign Foods	47.4%	48.4%	48.8%
I Feel Guilty When I Eat Sweets	36.9%	37.3%	39.4%
I Frequently Eat Sweets	45.6%	43.3%	43.8%
I Like To Try New Drinks	33.7%	30.8%	29.0%
I Like To Try New Recipes	59.7%	55.3%	57.1%
I Like To Try Out New Food Products	51.8%	50.8%	50.8%
I Often Eat Frozen Dinners	23.5%	21.4%	20.6%
I Often Feel I Overeat	45.2%	42.4%	45.4%
I Often Snack Between Meals	66.1%	64.0%	64.4%
I Prefer Fast Food To Home Cooking	8.2%	7.8%	7.6%
I Really Enjoy Cooking	52.5%	50.9%	51.8%
I Try To Eat Gourmet Food Whenever I Can	19.7%	21.4%	18.7%
I'm Usually First To Try New Food Products	20.6%	18.2%	17.6%
Kitchen The Most Important Room In My Home	31.7%	30.7%	29.6%
Like Trend Towards Healthier Fast Food	52.9%	53.3%	55.9%
Look For Freshest Ingredients When I Cook	55.4%	55.6%	54.3%
Lunch Is More Important Than Breakfast Or Dinner	14.7%	13.3%	12.5%
Most Snack Foods Are Not Healthy	53.4%	52.7%	54.7%
Most Time Trying Lose Weight By Dieting	29.8%	31.2%	29.8%
Normally Count Calories The Foods I Eat	19.8%	23.2%	21.2%
Nothing Wrong Indulging Fattening Foods	59.0%	55.6%	59.6%

Nutritional Value Most Important In Food Eat	47.7%	50.1%	51.3%
Often Eat Store-made, Pre-cooked Meals	20.7%	20.4%	19.9%
Often Swayed By Coupons To Try New Food	37.4%	37.0%	36.8%
Prefer Food Presented As An Art Form	14.2%	17.3%	15.9%
Prefer Food Without A Lot Of Spices	29.0%	28.1%	28.7%
Prefer Foods Cooked With Lots Of Spices	41.6%	40.6%	42.3%
Salted Snacks Are My Favorite Snack	27.8%	28.3%	29.7%
The Point Of Drinking Is To Get Drunk	10.7%	9.2%	9.5%
Try To Include Plenty Fiber In My Diet	65.7%	67.3%	69.1%
Usually Only Snack On Healthy Foods	26.9%	28.2%	27.4%
Usually Quick to Try New Nutritional Product	21.4%	20.9%	19.8%
Usually Refer To Recipes When Cooking	37.8%	37.4%	40.8%

2013 Product Placement (Movies/Movie Theaters) Any Agree - Household Percent

Character Uses Brand Name/Likely To Use	10.7%	8.3%	7.1%
Don't Mind Brand Name Products In Movies	40.8%	41.3%	41.6%
Hate Brand Names In Movies For Commercial Purpose	19.7%	19.4%	18.2%
Movie Use Brand Names That I Use/More Real	17.5%	15.6%	15.1%
Remember Brand Names Characters Used In Movies	22.9%	20.7%	20.6%
See Brand Name I Use In Movie/Product Good	10.5%	8.5%	7.1%
See Brand Name Movie/Buy In Store/Online	12.8%	10.4%	9.6%
When Watching Movies Notice Brand Name Products Used	32.7%	32.2%	33.0%

2013 Product Placement (TV) Any Agree - Household Percent

Character Uses Brand Name/Likely To Use	12.2%	9.2%	8.0%
Don't Mind Brand Name Products In TV Shows	47.9%	47.1%	48.5%
Hate Brand Names In TV Shows For Commercial Purpose	22.3%	20.8%	20.4%
Remember Brand Name Products Used In Favorite TV Show	26.0%	22.0%	23.4%
See Brand Name I Use In TV Show/Product Good	12.6%	10.2%	8.9%
See Brand Name TV Show/Buy In Store/Online	14.1%	12.6%	11.6%
TV Show Use Brand Names That I Use/More Real	22.3%	18.7%	18.5%
When Watching TV, Notice Brand Name Products Used	40.2%	38.9%	39.9%

2013 Shop Behavior Any Agree - Household Percent

Advertising Gives True Picture Of Products	16.0%	14.9%	13.9%
Always Look For Brand Name	33.5%	33.0%	33.9%
Ban Products That Pollute	32.8%	30.6%	30.0%
Change Brands Often For Variety/Novelty	19.5%	17.3%	14.9%
Don't Buy Unknown Brands To Save Money	33.3%	33.2%	33.7%

Don't Like When Kids Ask For Non-Essentials	23.3%	21.9%	21.7%
Hard To Resist Kids Requests For Non-Essentials	15.4%	16.5%	14.4%
I Always Look Out For Special Offers	60.2%	58.5%	60.5%
I Ask Advice Before Buying New Things	46.1%	44.8%	48.5%
I Buy Prods That Use Recycled Paper	42.8%	41.9%	44.2%
I Buy Recycled Paper Products	40.0%	37.5%	38.4%
I Enjoy Shopping With My Children	26.2%	25.0%	22.8%
I Keep Up With Changes-styles/Fashions	27.5%	29.0%	25.0%
My Kids Have Significant Impact On Brands	21.7%	20.1%	18.3%
Often Buy On Spur Of The Moment	39.0%	38.5%	38.8%
Often Postpone Purchase For Kids Special Occasion	24.9%	23.9%	23.9%
People Come To Me/Advice Before Buying	21.2%	21.9%	20.9%
Plan Ahead For Expensive Purchases	63.1%	62.7%	65.6%
Prefer To Buy What Neighbors Approve Of	11.8%	10.0%	9.2%
Shop For Specials Or Bargains	56.0%	53.7%	56.1%
Shopping For Groceries Is A Bore	34.5%	33.5%	35.3%
Usually Read Info On Label	45.7%	47.4%	46.1%
Would Pay More/Environmental Friendly Products	35.5%	33.3%	32.9%