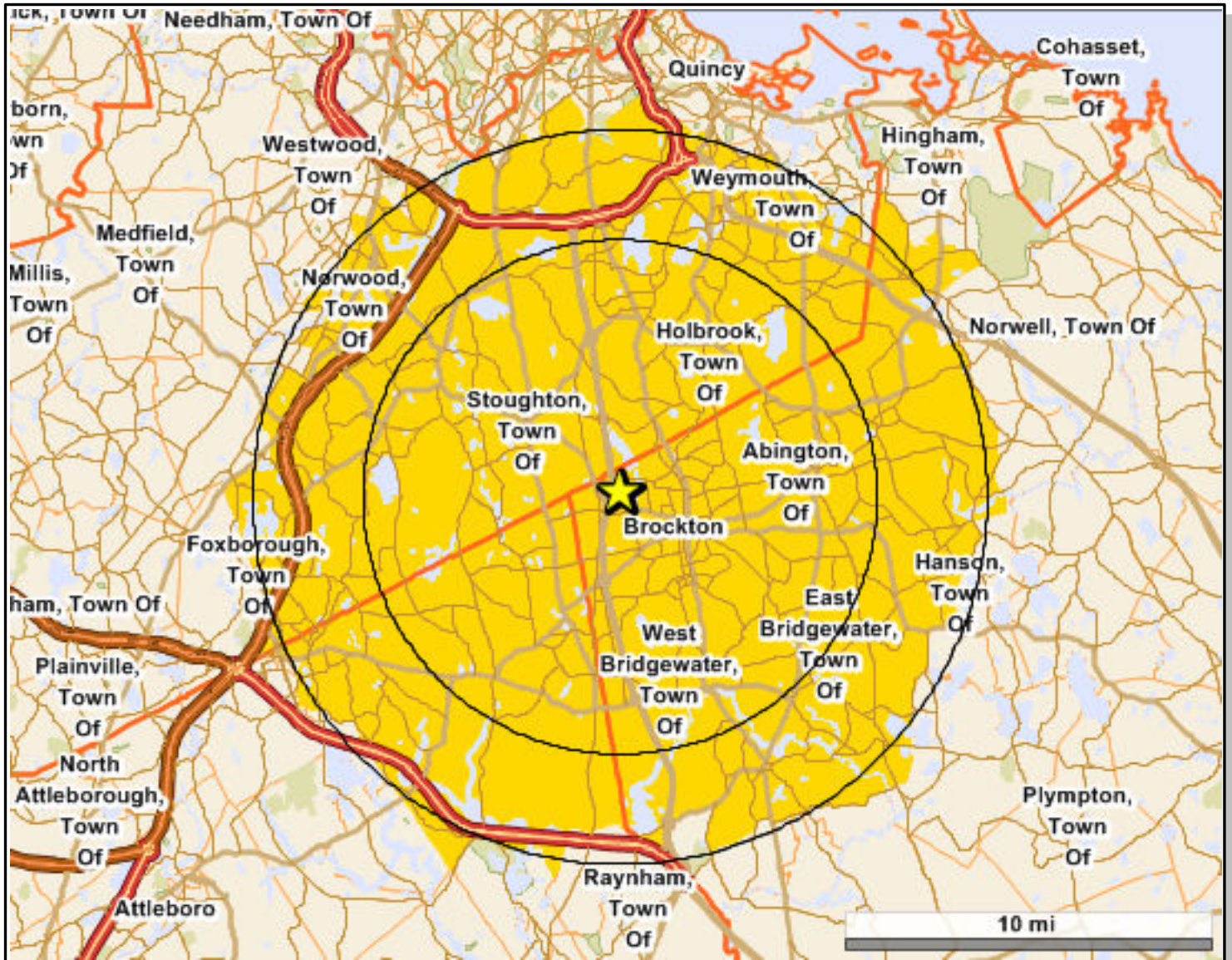


# Research Trade Area

## Property Profile report

# Trade Area Map





## Key Figures

|   | 7 Mile T.A.  | 10 Mile T.A.  | State  | US  |
|---|--|---|--|---|
| <b>Predominant Consumer Lifestyles</b>                | 4.9 % Second City Elite<br>4.3 % Pools & Patios<br>4.5 % Brite Lites, Li'l City<br>4.6 % Upward Bound<br>3.9 % Mobility Blues<br>3.6 % Beltway Boomers | 5.4 % Country Squires<br>4.4 % Pools & Patios<br>4.7 % Home Sweet Home<br>4.0 % God's Country<br>3.1 % Beltway Boomers<br>3.3 % Second City Elite | 4.8 % Country Squires<br>3.7 % God's Country<br>3.2 % Young Digerati<br>3.9 % Executive Suites<br>2.5 % Park Bench Seniors<br>2.5 % Mobility Blues | 1.9 % Country Squires<br>1.3 % Pools & Patios<br>1.8 % Home Sweet Home<br>1.5 % God's Country<br>1.0 % Beltway Boomers<br>1.2 % Second City Elite |
| <b>Current Year Population</b>                        | 264,680  | 456,048   | 6,425,361  | 298,021,266   |
| <b>5 Year Projected Population</b>                    | 268,251  | 463,569   | 6,471,272  | 312,383,955   |
| <b>Pop Growth Rate</b>                                | 1.35%  | 1.65%   | 0.71%  | 4.82%   |
| <b>Current Year Households</b>                        | 97,146   | 169,517   | 2,504,160  | 112,267,302   |
| <b>5 Year Projected Households</b>                    | 99,264   | 173,822   | 2,538,806  | 117,920,981   |
| <b>HH Growth Rate</b>                                 | 2.18%  | 2.54%   | 1.38%  | 5.04%   |
| <b>Business Population</b>                            | 137,009  | 274,297   | 4,025,399  | 163,413,176   |
| <b>Average HH Size</b>                                | 2.72   | 2.69  | 2.57   | 2.65  |
| <b>Homeowners</b>                                     | 66.73%   | 68.75%  | 57.83%   | 60.56%  |
| <b>POPULATION</b>                                     |  |   |  |   |
| <b>Median Age</b>                                     | 38.56  | 38.83   | 38.50  | 36.90   |
| <b>Age: &lt; 5 Years</b>                              | 6.20%  | 6.30%   | 5.96%  | 6.73%   |
| <b>Age: 5 to 14 Years</b>                             | 13.40%   | 13.41%  | 12.58%   | 13.66%  |
| <b>Age: 15 to 17 Years</b>                            | 4.25%  | 4.28%   | 4.02%  | 4.33%   |
| <b>Age: 18 to 24 Years</b>                            | 8.90%  | 8.55%   | 9.50%  | 10.01%  |
| <b>Age: 25 to 34 Years</b>                            | 12.43%   | 12.10%  | 13.12%   | 13.31%  |
| <b>Age: 35 to 44 Years</b>                            | 15.45%   | 15.77%  | 15.58%   | 14.60%  |
| <b>Age: 45 to 54 Years</b>                            | 15.07%   | 15.25%  | 14.98%   | 14.35%  |
| <b>Age: 55 to 64 Years</b>                            | 11.20%   | 11.24%  | 10.76%   | 10.41%  |
| <b>Age: 65+ Years</b>                                 | 13.12%   | 13.09%  | 13.50%   | 12.60%  |
| <b>EMPLOYMENT &amp; EDUCATION</b>                     |  |   |  |   |
| <b>Blue Collar</b>                                    | 21.72%   | 19.83%  | 18.91%   | 23.94%  |
| <b>White Collar</b>                                   | 63.84%   | 66.55%  | 66.71%   | 60.03%  |
| <b>Service &amp; Farm</b>                             | 14.44%   | 13.62%  | 14.37%   | 16.03%  |
| <b>4+ Years College</b>                               | 23.12%   | 26.64%  | 30.37%   | 22.59%  |
| <b>&lt;4 Years College</b>                            | 76.88%   | 73.36%  | 69.63%   | 77.41%  |
| <b>INCOME</b>   |  |   |  |   |
| <b>Average HH Income</b>                              | 75,206.29  | 81,274.19   | 78,474.68  | 66,706.04   |
| <b>Median HH Income</b>                               | 62,209.92  | 67,432.23   | 62,484   | 52,838  |
| <b>Per Capita Income</b>                              | 27,603.10  | 30,210.32   | 30,583.99  | 25,128.77   |
| <b>HH Income &lt; \$35,000</b>                        | 28.75%   | 25.25%  | 30.18%   | 35.57%  |
| <b>HH Income &lt; \$50,000</b>                        | 41.86%   | 38.05%  | 43.41%   | 51.28%  |
| <b>HH Income &gt; \$50,000</b>                        | 58.14%   | 61.95%  | 56.59%   | 48.72%  |
| <b>HH Income &gt; \$75,000</b>                        | 38.03%   | 42.02%  | 37.71%   | 29.23%  |
| <b>HH Income &gt; \$100,000</b>                       | 23.33%   | 26.61%  | 24.23%   | 17.47%  |
| <b>HH Income &gt; \$150,000</b>                       | 7.98%  | 9.61%   | 9.57%  | 6.44%   |
| <b>RACE &amp; ETHNICITY</b>                           |  |   |  |   |
| <b>White</b>  | 72.60%   | 80.41%  | 82.35%   | 73.33%  |
| <b>Black or African American</b>                      | 13.81%   | 9.04%   | 5.73%  | 12.40%  |
| <b>Asians and Native Hawaiian and Other Pac. Isl.</b> | 3.54%  | 3.43%   | 4.70%  | 4.35%   |
| <b>Hispanic or Latino</b>                             | 4.70%  | 3.42%   | 7.95%  | 14.51%  |

First row shows predominant lifestyles using percent, other rows show raw data values on the trade area and index values for state and US



**Consumer Lifestyle Profile (7 Mile T.A.)**

| Cluster Name                       | Second City Elite  | Pools & Patios  | Brite Lites, Li'l City  |
|------------------------------------|--|---|---|
| <b>Income Class</b>                | Upscale  | Upper Middle  | Upper Middle  |
| <b>% of Total Households</b>       | 4.9 %  | 4.3 %   | 4.5 %   |
| <b>Predominant Characteristics</b> | Upscale executive families<br>Movers & Shakers<br>Married with teenagers<br>Attention to family and home                                   | Young suburban families to mature,<br>empty-nesting couples<br>Dual incomes<br>White-collar managers and professionals<br><br>Most homes built in the 1960s | Well-off, middle- aged couples<br>Chic sophisticates<br>DINK (double income, no kids)<br>households<br>Swank homes filled with the latest<br>technology |
| <b>Ethnic Diversity</b>            | White, Asian   | Mostly White  | White, High Asian   |
| <b>Family Type</b>                 | Singles / Couples / Families   | Singles / Couples / Families  | Singles / Couples / Families  |
| <b>Key Housing Type</b>            | Owners Single Unit   | Owners Single Unit  | Owners Single Unit  |
| <b>Predominant Ages</b>            | 45+  | 45+   | 25-54   |
| <b>Education</b>                   | College+   | College+  | College+  |
| <b>Employment</b>                  | Professional   | Professional, White Collar  | Professional, White-Collar  |
| <b>Median Income</b>               | Upscale / \$70,773   | Upper Middle / \$66,885   | Upper Middle / \$67,799   |
| <b>Lifestyle Traits</b>            | Own home exercise equipment<br>Travel domestically by plane<br>Read Travel & Leisure<br>Watch Wall Street Week<br>Drive a Ford Thunderbird | Own a timeshare<br>Eat at Boston Market<br>Read Consumer Digest<br>Listen to jazz radio<br>Drive a VW New Beetle  | Own networking software<br>Eat at Bennigan's<br>Read Boating magazines<br>Watch Pay-per -view sports<br>Drive a BMW 5 Series                            |

| Cluster Name                       | Upward Bound  | Mobility Blues   | Beltway Boomers   |
|------------------------------------|---|--|---|
| <b>Income Class</b>                | Upscale   | Downscale  | Upper Middle  |
| <b>% of Total Households</b>       | 4.6 %   | 3.9 %  | 3.6 %   |
| <b>Predominant Characteristics</b> | Young upscale white-collar families<br>Soccer Moms and Dads<br>Dual -income, frequent flying executives<br>and professionals<br>Married with pre-school and school-aged<br>children | Young singles and single parents<br>Racially mixed and under 25 years old<br>Modest lifestyles due to their lower -<br>income blue-collar jobs<br>Working-class neighborhoods in<br>America's satellite cities | Young midscale suburban<br>couples/singles<br>Members of the postwar Baby Boom<br>Kid-centered lifestyles<br>Comfortable suburban subdivision |
| <b>Ethnic Diversity</b>            | High Asian  | White, Black, Am Indian  | High Asian, Hispanic  |
| <b>Family Type</b>                 | Singles / Couples / Families  | Singles / Couples / Families   | Singles / Couples / Families  |
| <b>Key Housing Type</b>            | Owners Single Unit  | Renters Multi-Unit 2-9 and 10+   | Renters Multi-Unit 2-9 and 10+  |
| <b>Predominant Ages</b>            | 25-54   | 35 & Under   | 35 to 64  |
| <b>Education</b>                   | High School / College   | High School  | High School / College   |
| <b>Employment</b>                  | Professional, White-Collar  | Blue-Collar / Service  | Professional, White Collar  |
| <b>Median Income</b>               | Upscale / \$77,423  | Downscale / \$28,173   | Upper Middle / \$69,538   |
| <b>Lifestyle Traits</b>            | Go to the beach<br>Own a Game Boy<br>Read Forbes<br>Watch Nickelodeon<br>Drive a Chevy Suburban   | Go to billiards clubs<br>Buy hard rock music<br>Watch Cops in syndication<br>Watch WWF<br>Drive a Nissan Frontier pickup   | Go to H.S. sporting events<br>Eat health foods<br>Read Business Week<br>Listen to soft contemp. radio<br>Drive a Hyundai Santa Fe             |



**Consumer Lifestyle Profile (10 Mile T.A.)**

| Cluster Name                       | Country Squires  | Pools & Patios   | Home Sweet Home  |
|------------------------------------|--|--|--|
| <b>Income Class</b>                | Wealthy  | Upper Middle   | Upper Middle   |
| <b>% of Total Households</b>       | 5.4 %  | 4.4 %  | 4.7 %  |
| <b>Predominant Characteristics</b> | Elite exurban families<br>Families of executives live in six-figure comfort<br>School-age children<br>Recently built homes on sprawling properties | Young suburban families to mature, empty-nesting couples<br>Dual incomes<br>White-collar managers and professionals<br><br>Most homes built in the 1960s | Married couples living in mid-sized homes with few children<br>Scattered across the nation's suburbs<br>Upscale incomes and small families<br>Toys, TV sets and pets |
| <b>Ethnic Diversity</b>            | Mostly White   | Mostly White   | White, Asian   |
| <b>Family Type</b>                 | Singles / Couples / Families   | Singles / Couples / Families   | Singles / Couples / Families   |
| <b>Key Housing Type</b>            | Owners Single Unit   | Owners Single Unit   | Owners Single Family   |
| <b>Predominant Ages</b>            | 35 to 64   | 45+  | 25 to 44   |
| <b>Education</b>                   | College+   | College+   | High School / College  |
| <b>Employment</b>                  | Professional   | Professional, White Collar   | Professional, White-Collar   |
| <b>Median Income</b>               | Wealthy / \$97,596   | Upper Middle / \$66,885  | Upper Middle / \$63,337  |
| <b>Lifestyle Traits</b>            | Have broadband Internet access<br>Go skiing<br>Read USA Today<br>Watch The Disney Channel<br>Drive a GMC Denali                                    | Own a timeshare<br>Eat at Boston Market<br>Read Consumer Digest<br>Listen to jazz radio<br>Drive a VW New Beetle   | Go to movies 4+ times/mo<br>Eat at fast food burger<br>Read Entertainment Weekly<br>Watch ESPN Classic<br>Drive a Chevy Blazer                                       |

| Cluster Name                       | God's Country   | Beltway Boomers  | Second City Elite  |
|------------------------------------|---|--|--|
| <b>Income Class</b>                | Upscale   | Upper Middle   | Upscale  |
| <b>% of Total Households</b>       | 4.0 %   | 3.1 %  | 3.3 %  |
| <b>Predominant Characteristics</b> | Executive exurban families<br>Educated, upscale professionals<br>Raising large families in remote exurbs<br>Multiple incomes            | Young midscale suburban couples/singles<br>Members of the postwar Baby Boom<br>Kid-centered lifestyles<br>Comfortable suburban subdivision | Upscale executive families<br>Movers & Shakers<br>Married with teenagers<br>Attention to family and home                                   |
| <b>Ethnic Diversity</b>            | Mostly White  | High Asian, Hispanic   | White, Asian   |
| <b>Family Type</b>                 | Singles / Couples / Families  | Singles / Couples / Families   | Singles / Couples / Families   |
| <b>Key Housing Type</b>            | Owners Single Unit  | Renters Multi-Unit 2-9 and 10+   | Owners Single Unit   |
| <b>Predominant Ages</b>            | 35 to 64  | 35 to 64   | 45+  |
| <b>Education</b>                   | College+  | High School / College  | College+   |
| <b>Employment</b>                  | Professional  | Professional, White Collar   | Professional   |
| <b>Median Income</b>               | Upscale / \$80,121  | Upper Middle / \$69,538  | Upscale / \$70,773   |
| <b>Lifestyle Traits</b>            | Travel to the Caribbean<br>Use Internet to trade stocks<br>Read Airline magazines<br>Listen to Wall St Journal radio<br>Drive a Porsche | Go to H.S. sporting events<br>Eat health foods<br>Read Business Week<br>Listen to soft contemp. radio<br>Drive a Hyundai Santa Fe          | Own home exercise equipment<br>Travel domestically by plane<br>Read Travel & Leisure<br>Watch Wall Street Week<br>Drive a Ford Thunderbird |



**Consumer Lifestyle Profile ( State)**

| Cluster Name                | Country Squires  | God's Country   | Young Digerati   |
|-----------------------------|--|---|--|
| Income Class                | Wealthy  | Upscale   | Upscale  |
| % of Total Households       | 4.8 %  | 3.7 %   | 3.2 %  |
| Predominant Characteristics | Elite exurban families<br>Families of executives live in six-figure comfort<br>School-age children<br>Recently built homes on sprawling properties | Executive exurban families<br>Educated, upscale professionals<br>Raising large families in remote exurbs<br>Multiple incomes            | Tech-savvy singles and couples<br>Communities are filled with trendy apartments and condos<br>Live in fashionable neighborhoods on the urban fringe<br>Close proximity to fitness clubs and clothing boutiques |
| Ethnic Diversity            | Mostly White   | Mostly White  | High Asian   |
| Family Type                 | Singles / Couples / Families   | Singles / Couples / Families  | Singles / Couples / Families   |
| Key Housing Type            | Owners Single Unit   | Owners Single Unit  | Owners Single Unit   |
| Predominant Ages            | 35 to 64   | 35 to 64  | 25 to 44   |
| Education                   | College+   | College+  | College Graduates  |
| Employment                  | Professional   | Professional  | Professional   |
| Median Income               | Wealthy / \$97,596   | Upscale / \$80,121  | Upscale / \$79,151   |
| Lifestyle Traits            | Have broadband Internet access<br>Go skiing<br>Read USA Today<br>Watch The Disney Channel<br>Drive a GMC Denali                                    | Travel to the Caribbean<br>Use Internet to trade stocks<br>Read Airline magazines<br>Listen to Wall St Journal radio<br>Drive a Porsche | Buy wireless phones<br>Own a DVD player<br>Read Wall Street Journal<br>Listen to National Public Radio<br>Drive a Saab   |

| Cluster Name                | Executive Suites  | Park Bench Seniors  | Mobility Blues   |
|-----------------------------|---|---|--|
| Income Class                | Upper Middle  | Poor  | Downscale  |
| % of Total Households       | 3.9 %   | 2.5 %   | 2.5 %  |
| Predominant Characteristics | Upscale white-collar singles and couples<br>Well-educated, ambitious, and competent<br>A significant numbers of Asian Americans and college graduates<br>Homes and apartments within a commute to downtown jobs | Retired singles<br>Low-key, sedentary lifestyles<br>Modest educations and incomes<br>Racially mixed neighborhoods in satellite cities | Young singles and single parents<br>Racially mixed and under 25 years old<br>Modest lifestyles due to their lower-income blue-collar jobs<br>Working-class neighborhoods in America's satellite cities |
| Ethnic Diversity            | White, High Asian   | High Black  | White, Black, Am Indian  |
| Family Type                 | Singles / Couples / Families  | Singles / Couples / Families  | Singles / Couples / Families   |
| Key Housing Type            | Owners Single Unit  | Owners Single Unit, Mobile Homes  | Renters Multi-Unit 2-9 and 10+   |
| Predominant Ages            | 25 to 44  | 55+   | 35 & Under   |
| Education                   | College+  | Elementary / High School  | High School  |
| Employment                  | Professional  | Blue-Collar, Service  | Blue-Collar / Service  |
| Median Income               | Upper Middle / \$69,277   | Poor / \$21,650   | Downscale / \$28,173   |
| Lifestyle Traits            | Exercise at health clubs<br>Research Internet real estate<br>Read GQ<br>Watch Will & Grace<br>Drive a BMW 3 Series  | Play bingo<br>Belong to a veterans club<br>Read Soap Opera Digest<br>Watch The Young & Restless<br>Drive a Kia Rio                    | Go to billiards clubs<br>Buy hard rock music<br>Watch Cops in syndication<br>Watch WWF<br>Drive a Nissan Frontier pickup   |