

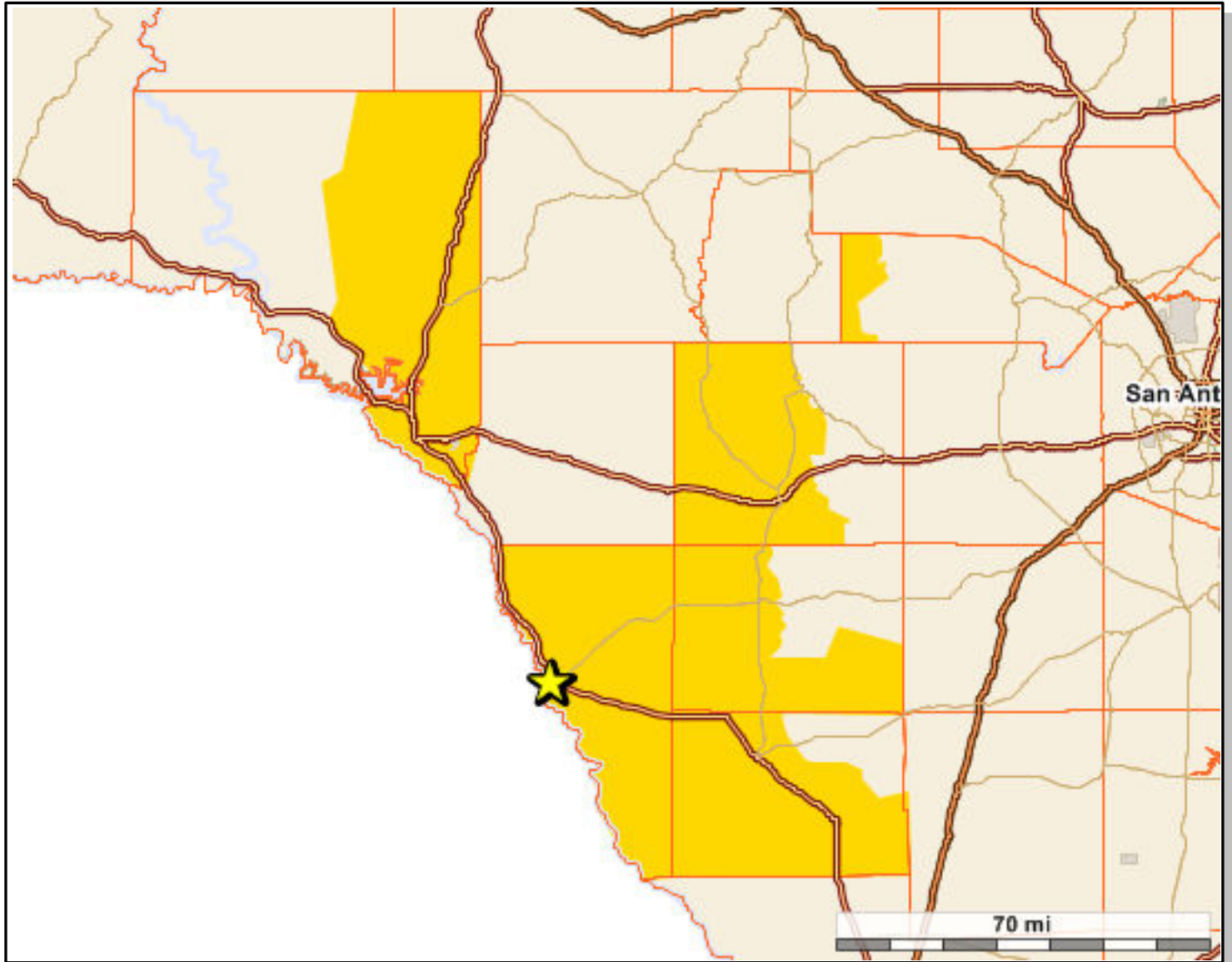
Research Trade Area

Demographic report

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Trade Area Map



Key Figures

	Predefined T.A.	State index	US index
Predominant Consumer Lifestyles	13.6 % Hometown Retired	3.0 % New Beginnings	1.1 % Hometown Retired
	10.8 % Bedrock America	2.9 % Family Thrifts	1.8 % Bedrock America
	6.8 % Park Bench Seniors	2.1 % Suburban Pioneers	1.1 % Park Bench Seniors
	7.0 % Family Thrifts	2.8 % Upward Bound	1.7 % Family Thrifts
	6.6 % Sunset City Blues	2.1 % Blue-Chip Blues	1.7 % Sunset City Blues
	6.2 % Old Milltowns	2.4 % Kids & Cul-de-Sacs	1.6 % Old Milltowns
Current Year Population	142,183	NA	NA
Current Year Households	43,488	NA	NA
Business Population	49,870	NA	NA
Average HH size	3.27	116	123
Homeowners	60.65%	103	100
POPULATION			
Median Age	30.37	90	82
Age: < 5 Years	9.27%	115	138
Age: 5 to 14 Years	17.86%	119	131
Age: 15 to 17 Years	5.53%	121	128
Age: 18 to 24 Years	10.79%	101	108
Age: 25 to 34 Years	12.24%	85	92
Age: 35 to 44 Years	12.50%	86	86
Age: 45 to 54 Years	11.36%	84	79
Age: 55 to 64 Years	8.76%	95	84
Age: 65+ Years	11.70%	116	93
EMPLOYMENT & EDUCATION			
Blue Collar	29.27%	124	122
White Collar	46.18%	76	77
Service & Farm	24.55%	159	153
4+ years college	10.66%	48	47
<4 years college	89.34%	115	115
INCOME			
Average HH income	42,620.98	66	64
Median HH Income	30,022.73	59	57
Per capita income	13,036.03	57	52
HH Income < \$35,000	57.07%	152	160
HH Income < \$50,000	72.06%	134	141
HH Income > \$50,000	27.94%	60	57
HH Income > \$75,000	13.26%	48	45
HH Income > \$100,000	6.88%	41	39
HH Income > \$150,000	1.88%	31	29
RACE & ETHNICITY			
White	73.40%	106	100
Black or African American	0.83%	7	7
Asians and Native Hawaiian and Other Pac. Isl.	0.46%	14	11
Hispanic or Latino	84.71%	240	584

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 (Predefined T.A.)

Cluster Name	Hometown Retired	Bedrock America	Park Bench Seniors
Income Class	Downscale	Lower Middle	Poor
% of Total Households	13.6 %	10.8 %	6.8 %
Predominant Characteristics	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958	Young, economically challenged families Small, isolated towns located throughout the nation's heartland Modest educations, sprawling families and blue-collar jobs A quarter live in mobile homes.	Retired singles Low-key, sedentary lifestyles Modest educations and incomes Racially mixed neighborhoods in satellite cities
Ethnic Diversity	High Black, Hispanic	High Black, Hispanic, Am Indian	High Black
Family Type	Singles / Couples / Families	Families	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit, Mobile Homes
Predominant Ages	65+	35 & Under	55+
Education	Elementary / High School	Elementary / High School	Elementary / High School
Employment	Blue-Collar, Service	Service, Blue-Collar, Farming	Blue-Collar, Service
Median Income	Downscale / \$24,971	Downscale / \$26,037	Poor / \$21,650
Lifestyle Traits	Buy cookbooks Belong to a fraternal order Read Family Circle Watch CBS Evening News Sun Drive a Buick Century	Go fresh-water fishing Buy kids' bicycles Read Baby magazines Watch Days of Our Lives Drive a Chevy S10 pickup	Playing golf Belong to a veterans club Read Soap Opera Digest Watch The Young & Restless Drive a Kia Rio

Cluster Name	Family Thrifts	Sunset City Blues	Old Milltowns
Income Class	Downscale	Lower Middle	Downscale
% of Total Households	7.0 %	6.6 %	6.2 %
Predominant Characteristics	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Population is older, mostly single with few children Older families, mine and mill towns Many families live below poverty level Own or rent single family homes
Ethnic Diversity	High Black, Hispanic	White	White, Black, Am Indian
Family Type	Families	Singles / Couples	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit	Owners Single Unit, Renters 2-9 Units, Mobile Homes
Predominant Ages	45 & Under	65+	65+
Education	Elementary / High School	High School	Elementary / High School
Employment	Blue-Collar, Service, Farming	Blue-Collar, White-Collar, Service	Service, Blue-Collar
Median Income	Downscale / \$28,383	Lower Middle / \$35,922	Downscale / \$27,609
Lifestyle Traits	Buy children's toys Buy contemp. Christian music Read Parenting Watch soap operas Drive a Kia Spectra	Collect coins Eat at Olive Garden Read Mature market mags Watch People's Court Drive a Buick Century	Go camping Eat at casual/buffet rest. Watch Daytime TV Watch The Price is Right Drive a Ford F-super duty truck

Consumer Lifestyle Profile (State index)

Cluster Name	New Beginnings	Family Thrifts	Suburban Pioneers
Income Class	Lower Middle	Downscale	Lower Middle
% of Total Households	3.0 %	2.9 %	2.1 %
Predominant Characteristics	Young mobile city singles Magnet for many young, well-educated minorities Some are divorced, and many are single parents Live in multi-unit rentals	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods	A mix of young singles, recently divorced and single parents An ethnic mix with a working-class sensibility Money is tight Aging homes and garden-style apartment buildings
Ethnic Diversity	High Black, Hisp. Asian	High Black, Hispanic	High Black, Hispanic
Family Type	Singles / Couples / Families	Families	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit
Predominant Ages	35 & Under	45 & Under	45 & Under
Education	High School	Elementary / High School	High School
Employment	White-Collar, Service	Blue-Collar, Service, Farming	Blue-Collar, White-Collar, Service
Median Income	Lower Middle / \$29,777	Downscale / \$28,383	Lower Middle / \$32,255
Lifestyle Traits	Rent/buy at Hollywood Video Play games on the Internet Read Star Watch Jerry Springer in synd. Drive a Saturn SC	Buy children's toys Buy contemp. Christian music Read Parenting Watch soap operas Drive a Kia Spectra	Play softball Buy collectables by mail Read Star Watch Bold and Beautiful Drive a Hyundai Accent

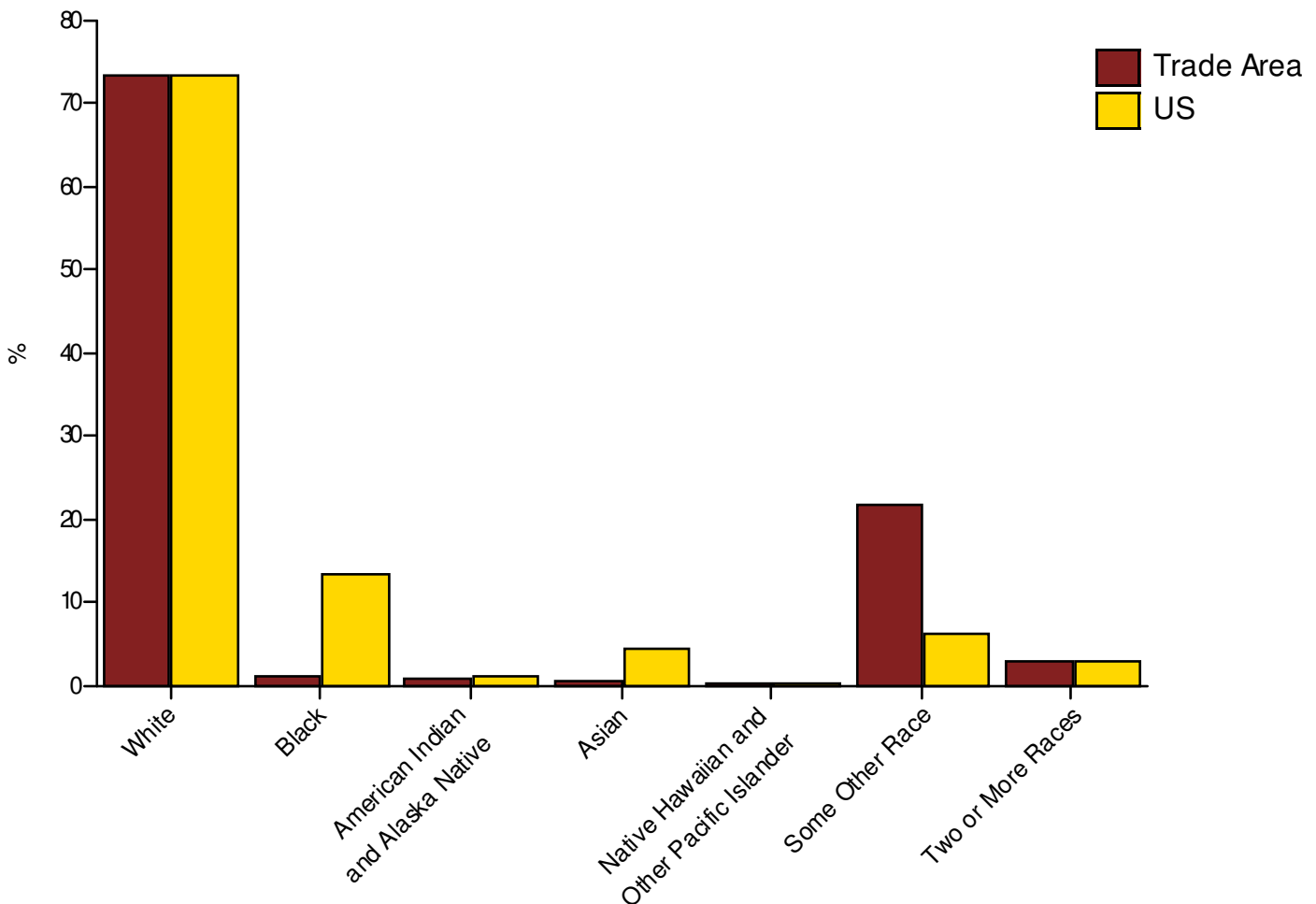
Cluster Name	Upward Bound	Blue-Chip Blues	Kids & Cul-de-Sacs
Income Class	Upscale	Midscale	Upper Middle
% of Total Households	2.8 %	2.1 %	2.4 %
Predominant Characteristics	Young upscale white-collar families Soccer Moms and Dads Dual-income, frequent flying executives and professionals Married with pre-school and school-aged children	Upscale blue-collar families Dual income, high school educated A significant presence of Hispanics and African-Americans Aging neighborhoods feature compact, modestly priced homes	Upscale suburban families Ranked first in married couples with children Large 4+ person families Family governs its lives and activities
Ethnic Diversity	High Asian	High Black & Hisp. Asian	High Asian, Hispanic
Family Type	Singles / Couples / Families	Singles / Couples / Families	Families
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	25-54	45 & Under	25 to 54
Education	High School / College	High School	High School / College
Employment	Professional, White-Collar	Blue-Collar / White-Collar	Professional, White-Collar
Median Income	Upscale / \$77,423	Midscale / \$47,720	Upper Middle / \$69,152
Lifestyle Traits	Go to the beach Own a Game Boy Read Forbes Watch Nickelodeon Drive a Chevy Suburban	Visited a theme park Own a video game system Read Parenthood magazines Watch Track & Field championship Drive a Ford Focus	Buy children's video games Go to Chuck E. Cheese Read Parenting Watch Nickelodeon Drive a Honda Odyssey

Population By Age

	Predefined T.A.	State	State Index	US	US index
Age: <5 Years	9.27%	8.03%	115	6.73%	138
Age: 5 to 14 Years	17.86%	15.01%	119	13.66%	131
Age: 15 to 17 Years	5.53%	4.57%	121	4.33%	128
Age: 18 to 24 Years	10.79%	10.70%	101	10.01%	108
Age: 25 to 34 Years	12.24%	14.38%	85	13.31%	92
Age: 35 to 44 Years	12.50%	14.58%	86	14.60%	86
Age: 45 to 54 Years	11.36%	13.49%	84	14.35%	79
Age: 55 to 64 Years	8.76%	9.17%	95	10.41%	84
Age: 65+ Years	11.70%	10.07%	116	12.60%	93

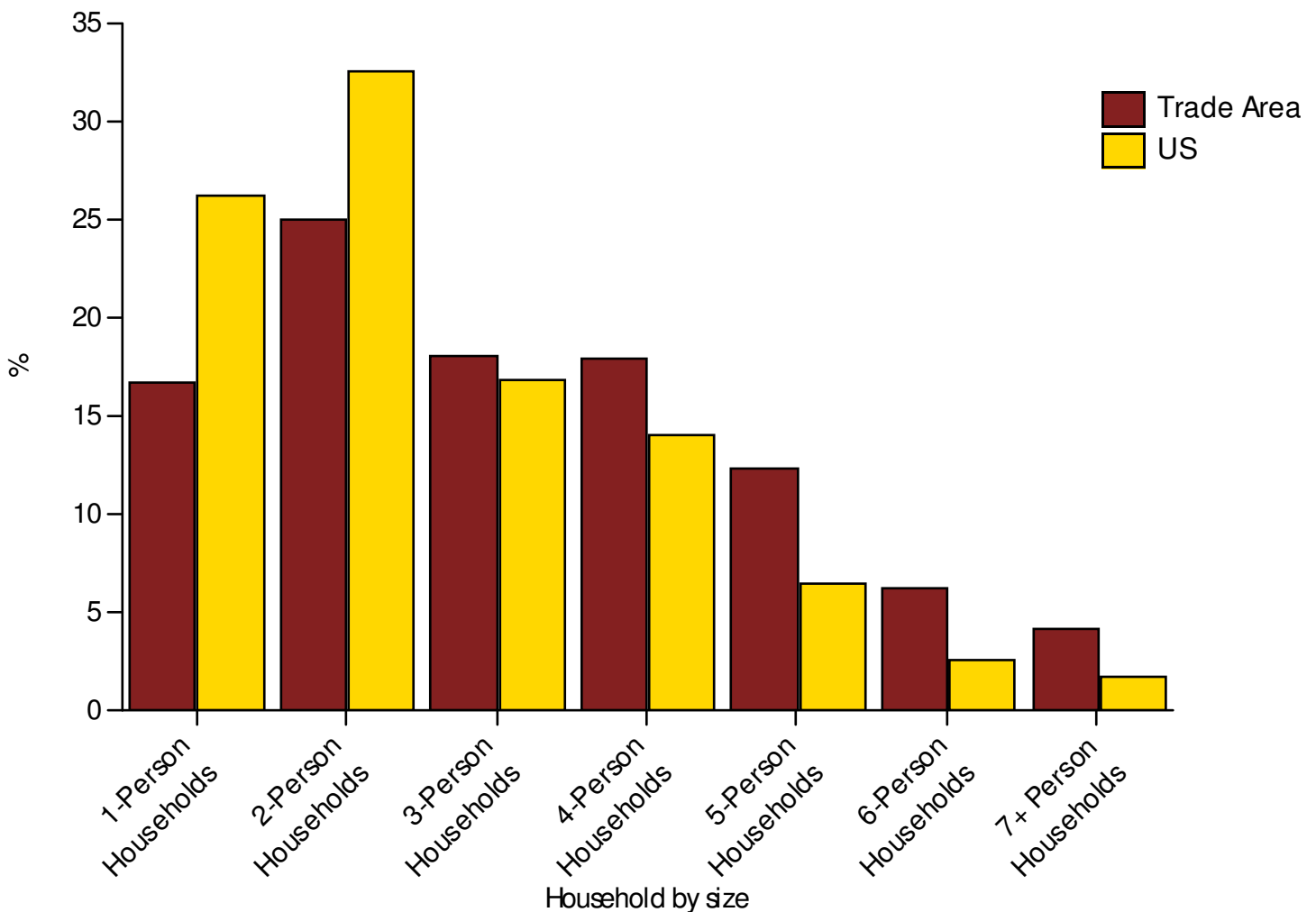
Population By Race

	Predefined T.A.	State	State Index	US	US index
White	73.40%	68.93%	106	73.33%	100
Black or African American	0.83%	11.38%	7	12.40%	7
American Indian and Alaska Native	0.88%	0.61%	145	0.91%	96
Asian	0.41%	3.17%	13	4.19%	10
Native Hawaiian and Other Pacific Islander	0.05%	0.08%	62	0.16%	33
Some Other Race	21.69%	13.06%	166	6.27%	346
Two or More Races	2.73%	2.77%	99	2.74%	100



Households By Size

	Predefined T.A.	State	State Index	US	US index
1-Person Households	16.66%	23.54%	71	26.19%	64
2-Person Households	25%	30.31%	82	32.44%	77
3-Person Households	17.97%	17.38%	103	16.74%	107
4-Person Households	17.86%	15.29%	117	13.96%	128
5-Person Households	12.31%	7.85%	157	6.46%	191
6-Person Households	6.14%	3.29%	186	2.53%	243
7+ Person Households	4.07%	2.33%	174	1.68%	242



Households By Income

	Predefined T.A.	State	State Index	US	US index
Current Year Households	43,488	8,166,147	NA	112,267,302	NA
Average HH income	42,620.98	64,535.93	66	66,706.04	64
Household Income < \$35,000	57.07%	37.57%	152	35.57%	160
Household Income < \$50,000	72.06%	53.58%	134	51.28%	141
Household Income >\$50,000	27.94%	46.42%	60	48.72%	57
Household Income >\$75,000	13.26%	27.72%	48	29.23%	45
Household Income >\$100,000	6.88%	16.65%	41	17.47%	39
Household Income >\$150,000	1.88%	6.15%	31	6.44%	29

