

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
Longitude -115.113199
Drive Time: 5.0 minutes

Site Type: Drive Time

Demographic Summary	2008	2013
Population	40,398	50,272
Population 18+	30,382	37,912
Households	15,763	19,581
Median Household Income	\$78,063	\$87,347

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bank/financial institution: use full service bank	16,743	44.3%	90
Bank/financial institution: use savings & loan	3,388	9.0%	85
Bank/financial institution: use credit union	8,569	22.7%	97
Banking/financial institution: use mutual funds co	1,524	4.0%	111
Bank/financial institution: use Internet Bank	1,158	3.1%	108
Used ATM/cash machine in last 12 months	18,417	48.7%	102
Banked in person in last 12 months	17,990	47.6%	92
Banked by mail in last 12 months	2,199	5.8%	103
Banked by phone in last 12 months	5,858	15.5%	100
Did banking over the Internet in last 12 months	10,066	26.6%	119
Used direct deposit of paycheck in last 12 months	13,602	36.0%	98
Have interest checking account	10,796	28.5%	97
Have non-interest checking account	8,807	23.3%	89
Have money market account	4,558	12.1%	109
Have savings account	12,304	32.5%	95
Have 401K retirement savings	6,811	18.0%	117
Have IRA retirement savings	5,446	14.4%	106
Have auto loan for new car	4,459	11.8%	111
Have personal loan for education only	1,470	3.9%	103
Have home mortgage (1st)	6,780	17.9%	112
Have 2nd mortgage (equity loan)	2,246	5.9%	107
Have home equity line of credit	2,146	5.7%	108
Have personal line of credit	1,474	3.9%	96
Have overdraft protection	3,951	10.4%	95
Own any securities investment	8,562	22.6%	100
Own annuities	1,051	2.8%	82
Own certificate of deposit (more than 6 months)	1,342	3.5%	76
Own common/preferred stock in company you work for	1,227	3.2%	100
Own common stock in company you don't work for	2,372	6.3%	99
Own shares in money market fund	2,594	6.9%	112
Own shares in mutual fund (bonds)	2,097	5.5%	101
Own shares in mutual fund (stock)	3,677	9.7%	106
Own any stock	3,445	9.1%	103
Own stock with market value \$10000-49999	833	2.2%	95
Own U.S. savings bond	2,634	7.0%	94
Used financial planning counsel in last 12 months	2,750	7.3%	101
Used full service brokerage firm in last 12 months	2,036	5.4%	89
Own any credit/debit card (in own name)	24,524	64.8%	92
Own American Express card (in own name)	4,215	11.1%	101
Own Discover card (in own name)	4,365	11.5%	93
Own MasterCard (in own name)	11,797	31.2%	92
Own Visa (in own name)	17,335	45.8%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Financial Investments Market Potential

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
Longitude -115.113199
Drive Time: 5.0 minutes

Site Type: Drive Time

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own any department store credit card (in own name)	11,108	29.4%	92
Avg monthly credit card expenditures: <\$111	4,484	11.9%	80
Avg monthly credit card expenditures: \$111-225	2,812	7.4%	79
Avg monthly credit card expenditures: \$226-450	3,004	7.9%	94
Avg monthly credit card expenditures: \$451-700	2,820	7.5%	104
Avg monthly credit card expenditures: \$701+	5,870	15.5%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

Demographic Summary	2008	2013
Population	236,642	293,546
Population 18+	181,285	226,111
Households	92,233	114,215
Median Household Income	\$73,784	\$82,465

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bank/financial institution: use full service bank	98,688	50.1%	101
Bank/financial institution: use savings & loan	20,537	10.4%	99
Bank/financial institution: use credit union	49,342	25.1%	108
Banking/financial institution: use mutual funds co	8,677	4.4%	121
Bank/financial institution: use Internet Bank	6,548	3.3%	117
Used ATM/cash machine in last 12 months	105,287	53.5%	112
Banked in person in last 12 months	105,790	53.7%	104
Banked by mail in last 12 months	12,466	6.3%	112
Banked by phone in last 12 months	32,958	16.7%	108
Did banking over the Internet in last 12 months	55,296	28.1%	126
Used direct deposit of paycheck in last 12 months	79,109	40.2%	109
Have interest checking account	63,661	32.3%	110
Have non-interest checking account	51,497	26.1%	100
Have money market account	27,173	13.8%	125
Have savings account	72,070	36.6%	107
Have 401K retirement savings	38,269	19.4%	126
Have IRA retirement savings	32,972	16.7%	123
Have auto loan for new car	25,130	12.8%	120
Have personal loan for education only	8,052	4.1%	108
Have home mortgage (1st)	37,963	19.3%	120
Have 2nd mortgage (equity loan)	12,975	6.6%	118
Have home equity line of credit	12,684	6.4%	122
Have personal line of credit	9,036	4.6%	114
Have overdraft protection	23,417	11.9%	108
Own any securities investment	51,821	26.3%	116
Own annuities	7,148	3.6%	107
Own certificate of deposit (more than 6 months)	8,855	4.5%	96
Own common/preferred stock in company you work for	7,407	3.8%	116
Own common stock in company you don't work for	14,754	7.5%	118
Own shares in money market fund	15,687	8.0%	130
Own shares in mutual fund (bonds)	13,354	6.8%	123
Own shares in mutual fund (stock)	22,110	11.2%	122
Own any stock	21,228	10.8%	122
Own stock with market value \$10000-49999	5,488	2.8%	121
Own U.S. savings bond	15,546	7.9%	106
Used financial planning counsel in last 12 months	17,612	8.9%	125
Used full service brokerage firm in last 12 months	13,342	6.8%	112
Own any credit/debit card (in own name)	145,441	73.8%	104
Own American Express card (in own name)	26,143	13.3%	120
Own Discover card (in own name)	25,840	13.1%	106
Own MasterCard (in own name)	71,608	36.4%	107
Own Visa (in own name)	101,045	51.3%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Financial Investments Market Potential

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own any department store credit card (in own name)	67,585	34.3%	107
Avg monthly credit card expenditures: <\$111	26,293	13.4%	90
Avg monthly credit card expenditures: \$111-225	16,950	8.6%	92
Avg monthly credit card expenditures: \$226-450	17,127	8.7%	102
Avg monthly credit card expenditures: \$451-700	16,542	8.4%	117
Avg monthly credit card expenditures: \$701+	34,451	17.5%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 15.0 minutes

Demographic Summary

	2008	2013
Population	541,246	670,406
Population 18+	418,342	521,555
Households	215,523	267,242
Median Household Income	\$60,291	\$68,486

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bank/financial institution: use full service bank	215,158	49.7%	101
Bank/financial institution: use savings & loan	44,878	10.4%	99
Bank/financial institution: use credit union	106,014	24.5%	105
Banking/financial institution: use mutual funds co	17,304	4.0%	110
Bank/financial institution: use Internet Bank	14,578	3.4%	118
Used ATM/cash machine in last 12 months	228,506	52.8%	111
Banked in person in last 12 months	228,116	52.7%	102
Banked by mail in last 12 months	25,543	5.9%	104
Banked by phone in last 12 months	71,962	16.6%	107
Did banking over the Internet in last 12 months	114,680	26.5%	119
Used direct deposit of paycheck in last 12 months	170,685	39.5%	107
Have interest checking account	134,382	31.1%	106
Have non-interest checking account	114,045	26.4%	100
Have money market account	51,638	11.9%	108
Have savings account	154,704	35.8%	105
Have 401K retirement savings	75,384	17.4%	113
Have IRA retirement savings	65,006	15.0%	111
Have auto loan for new car	52,033	12.0%	113
Have personal loan for education only	17,848	4.1%	109
Have home mortgage (1st)	73,559	17.0%	106
Have 2nd mortgage (equity loan)	25,734	5.9%	107
Have home equity line of credit	23,764	5.5%	104
Have personal line of credit	18,025	4.2%	103
Have overdraft protection	50,272	11.6%	106
Own any securities investment	106,114	24.5%	108
Own annuities	15,406	3.6%	105
Own certificate of deposit (more than 6 months)	19,326	4.5%	95
Own common/preferred stock in company you work for	15,577	3.6%	111
Own common stock in company you don't work for	29,633	6.8%	108
Own shares in money market fund	30,200	7.0%	114
Own shares in mutual fund (bonds)	26,810	6.2%	113
Own shares in mutual fund (stock)	44,493	10.3%	112
Own any stock	42,527	9.8%	111
Own stock with market value \$10000-49999	11,020	2.5%	110
Own U.S. savings bond	33,572	7.8%	104
Used financial planning counsel in last 12 months	37,653	8.7%	122
Used full service brokerage firm in last 12 months	28,921	6.7%	111
Own any credit/debit card (in own name)	315,169	72.9%	103
Own American Express card (in own name)	52,712	12.2%	110
Own Discover card (in own name)	54,404	12.6%	101
Own MasterCard (in own name)	150,813	34.9%	103
Own Visa (in own name)	217,911	50.4%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Financial Investments Market Potential

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 15.0 minutes

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own any department store credit card (in own name)	141,602	32.7%	102
Avg monthly credit card expenditures: <\$111	60,475	14.0%	94
Avg monthly credit card expenditures: \$111-225	38,493	8.9%	95
Avg monthly credit card expenditures: \$226-450	37,308	8.6%	102
Avg monthly credit card expenditures: \$451-700	34,571	8.0%	112
Avg monthly credit card expenditures: \$701+	66,677	15.4%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.