

New Potential Shopping Mall



Distances to Major Shopping Malls From Potential New Mall Location

| | |
|------------------------|-----------------------|
| Meadows Mall | 9.12 Miles Southeast |
| Fashion Show Mall | 12.52 Miles Southeast |
| Summerlin Mall | 9.62 Miles Southwest |
| Grand Canyon Mall | 12.09 Miles Southwest |
| Boulevard Mall | 13.74 Miles Southeast |
| Galleria @ Sunset Mall | 20.51 Miles Southeast |



Distances From Mall to Mall

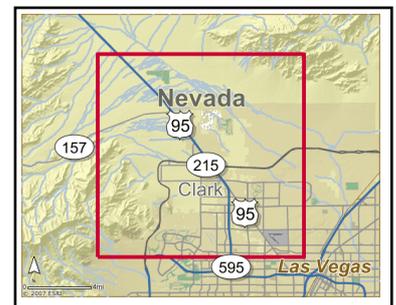
| | |
|---|----------------------|
| Fashion Show Mall to Meadows Mall | 3.42 Miles Northwest |
| Fashion Show Mall to Boulevard Mall | 2.02 Miles East |
| Fashion Show Mall to Galleria @ Sunset Mall | 8.65 Miles Southeast |
| Fashion Show Mall to Grand Canyon Mall | 7.78 Miles West |
| Fashion Show Mall to Summerlin Mall | 9.12 Miles West |

Enhanced Site Map

Prepared by James T. Saint, CCIM, Real Estate Advocate(tm)

Latitude: 36.286314
Longitude: -115.278914

November 14, 2007



DRIVE TIME AREAS

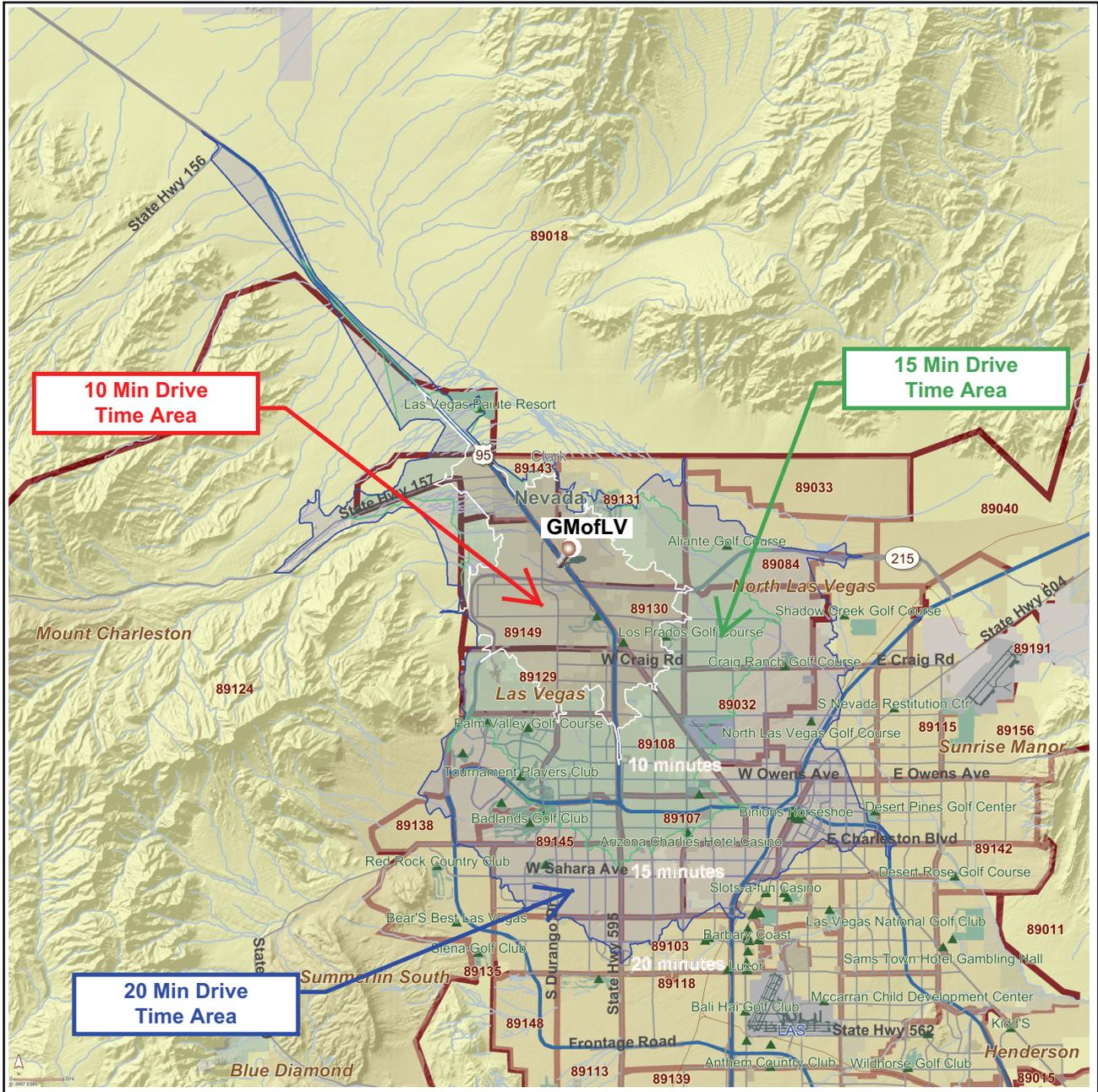
10, 15 & 20 Minutes

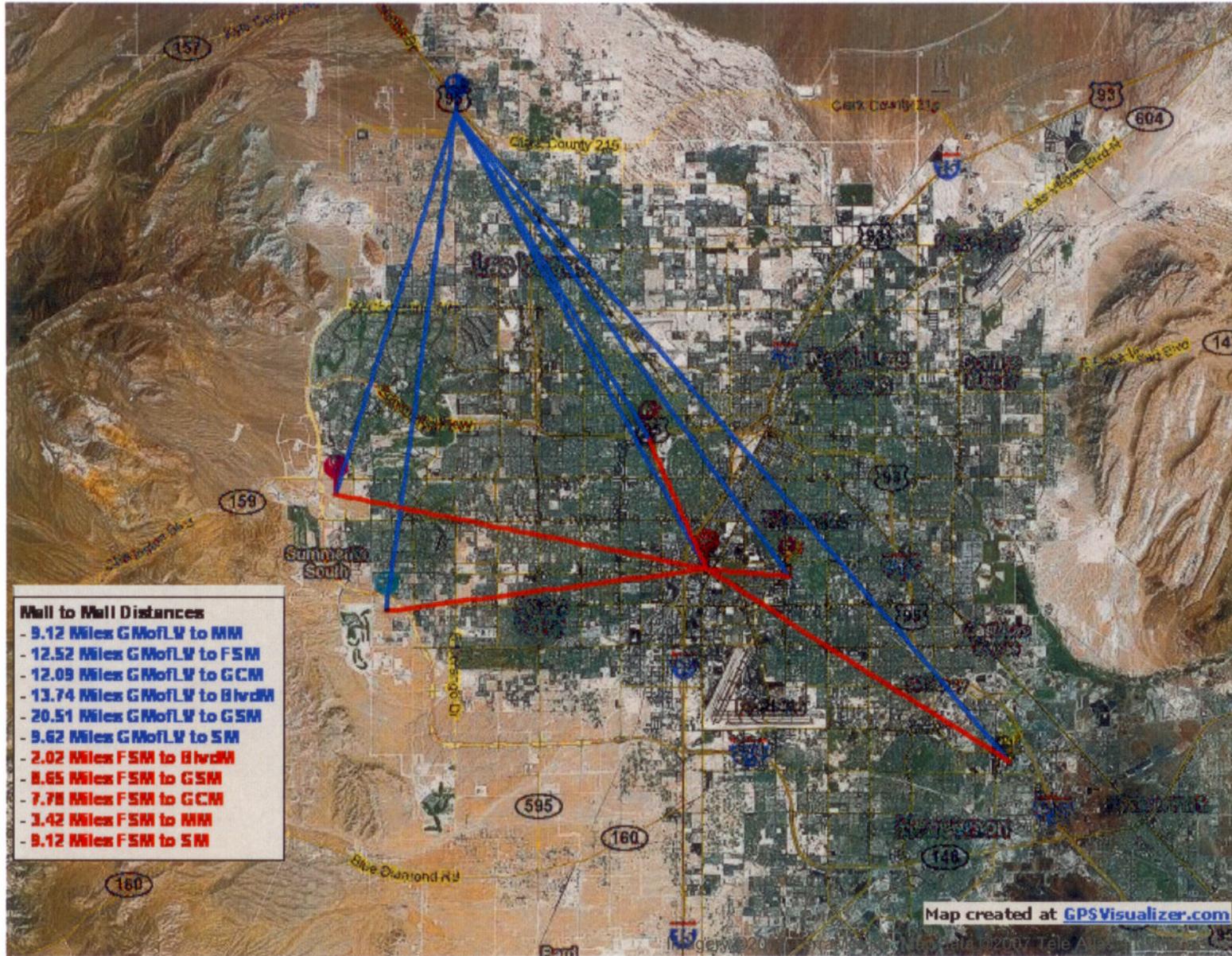
Great Mall of LV

Prepared by James T. Saint, CCIM, Real Estate Advocate(tm)

Latitude: 36.286314
Longitude: -115.278914

November 25, 2007





- **Great Mall of Las Vegas**
GMofLV
- **Meadows Mall**
MM
- **Fashion Show Mall**
FSM
- **Grand Canyon Mall**
GCM
- **Summerlin Mall**
SM
- **Boulevard Mall**
BlvdM
- **Galleria @ Sunset Mall**
GSM

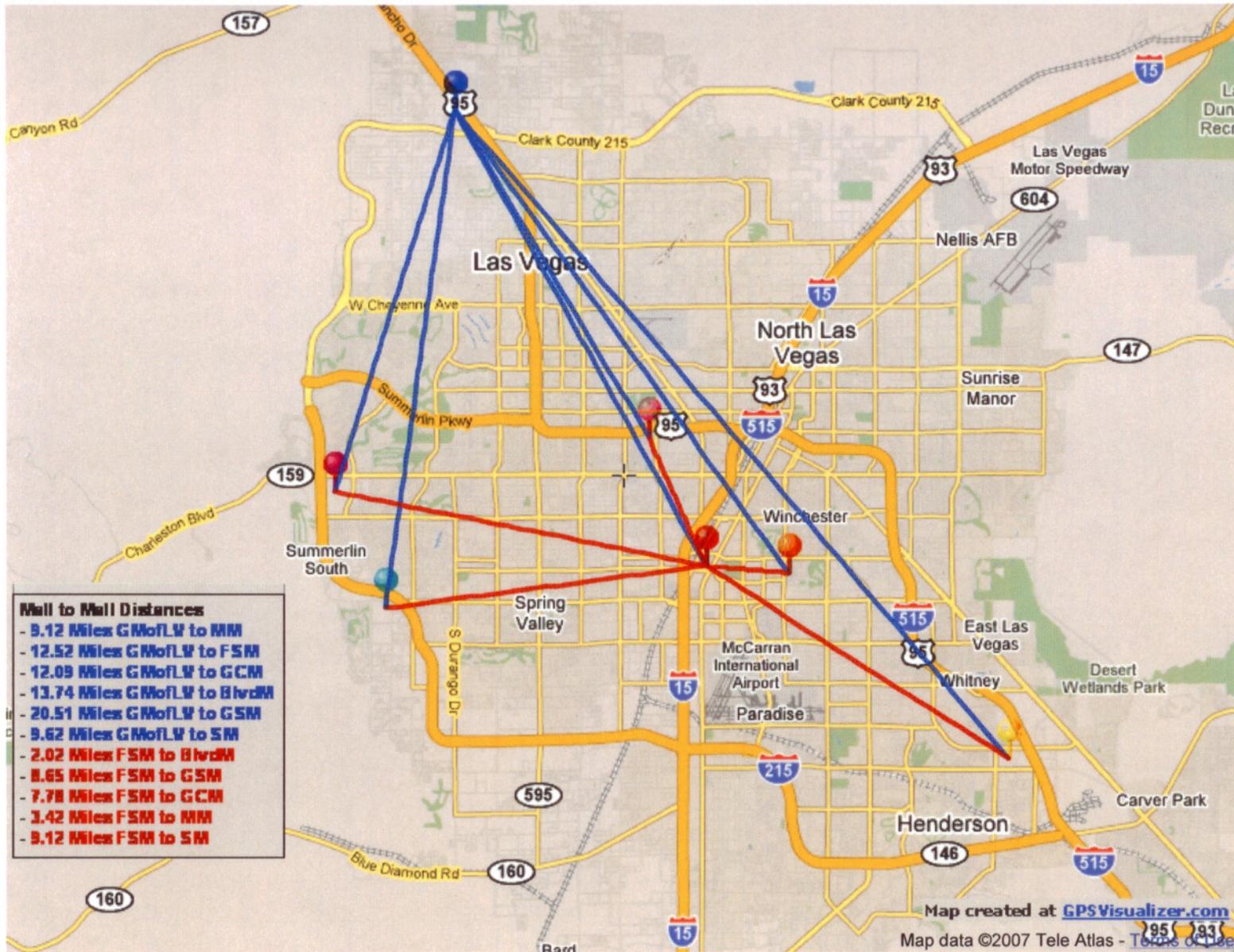
Mall to Mall Distances

- 9.12 Miles GMofLV to MM
- 12.52 Miles GMofLV to FSM
- 12.09 Miles GMofLV to GCM
- 13.74 Miles GMofLV to BlvdM
- 20.51 Miles GMofLV to GSM
- 9.62 Miles GMofLV to SM
- 2.02 Miles FSM to BlvdM
- 8.65 Miles FSM to GSM
- 7.78 Miles FSM to GCM
- 3.42 Miles FSM to MM
- 9.12 Miles FSM to SM



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Halo Realty & Investments Corporation

Map created at GPSVisualizer.com



Mall to Mall Distances

- 9.12 Miles GMofLV to MM
- 12.52 Miles GMofLV to FSM
- 12.09 Miles GMofLV to GCM
- 13.74 Miles GMofLV to BlvdM
- 20.51 Miles GMofLV to GSM
- 9.62 Miles GMofLV to SM
- 2.02 Miles FSM to BlvdM
- 8.65 Miles FSM to GSM
- 7.78 Miles FSM to GCM
- 3.42 Miles FSM to MM
- 9.12 Miles FSM to SM

-  **Great Mall of Las Vegas**
GMofLV
-  **Meadows Mall**
MM
-  **Fashion Show Mall**
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SM
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BlvdM
-  **Galleria @ Sunset Mall**
GSM



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Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

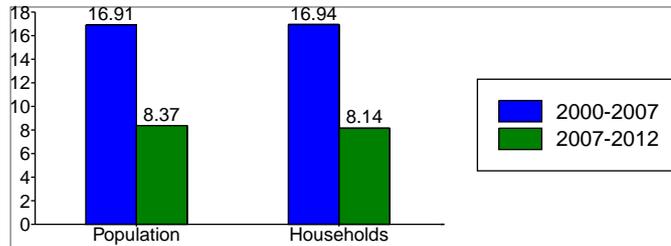
Radius: 1.0 mile

Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

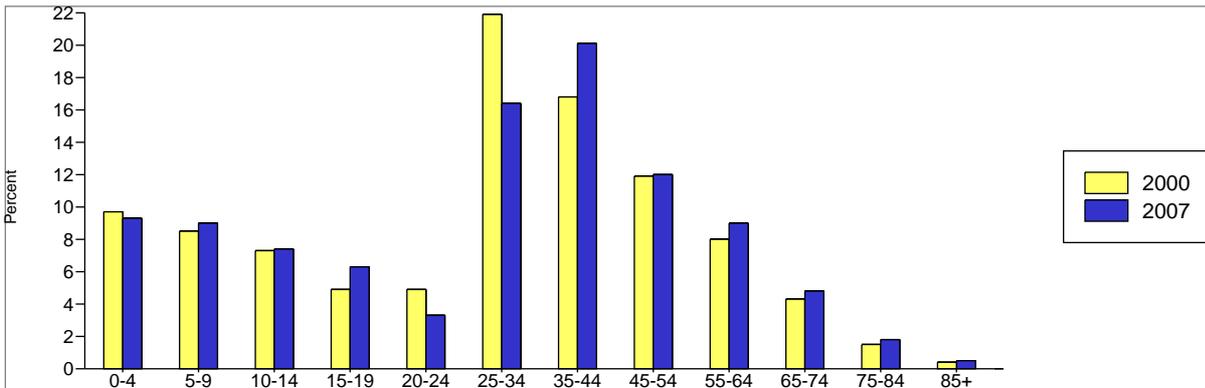
| Year | Population | Households |
|------|------------|------------|
| 2000 | 6,093 | 2,075 |
| 2007 | 16,176 | 5,519 |
| 2012 | 24,176 | 8,162 |

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 16 in 2000, or 0.3 percent of the total population. Average household size is 2.93 in 2007, compared to 2.93 in the year 2000.



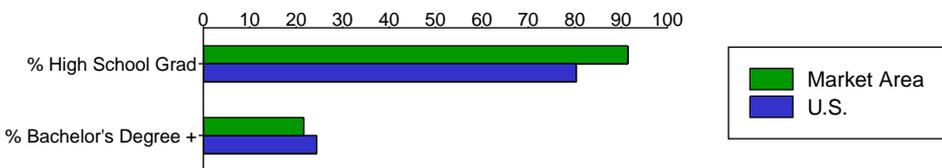
Population by Age

The median age for the United States was 35.3 in 2000 and 36.5 in the current year. In the market area, the median age of the population was 31.9, compared to 34.1 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

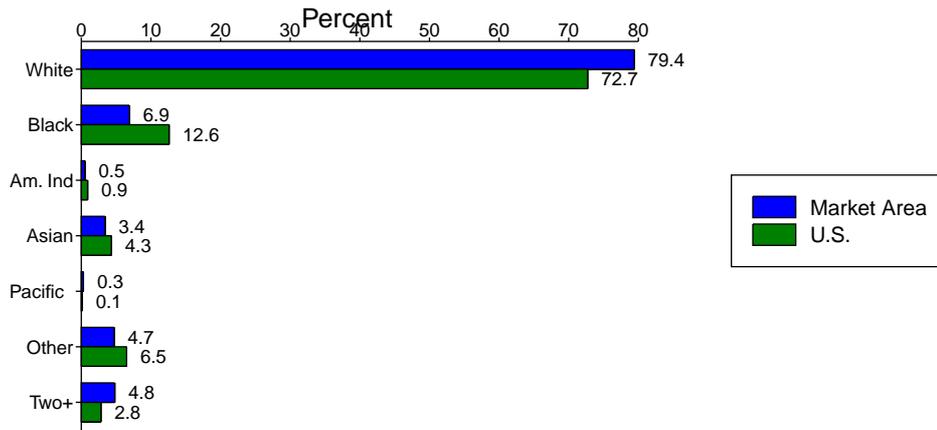
Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

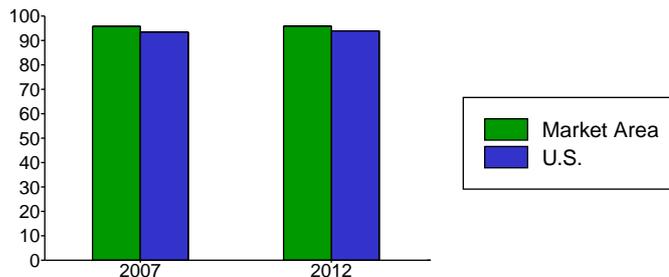


Persons of Hispanic origin represent 15.7 percent of the population in the identified market area compared to 14.8 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 53.2 in the identified market area, compared to 58.9 in the U.S. population.

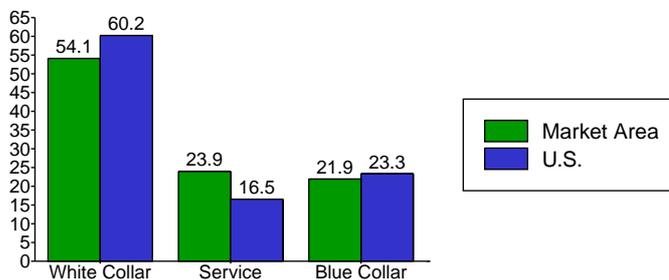
Population by Employment

In 2000, 74.5 percent of the population aged 16 years or older in the market area participated in the labor force; 0.6 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

| Year | %Employed | %Unemployed |
|------|-----------|-------------|
| 2007 | 95.7 | 4.3 |
| 2012 | 95.8 | 4.2 |



And by occupational status:



In 2000, 84.4 percent of the market area population drove alone to work, and 2.8 percent worked at home. The average travel time to work in 2000 was 30.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

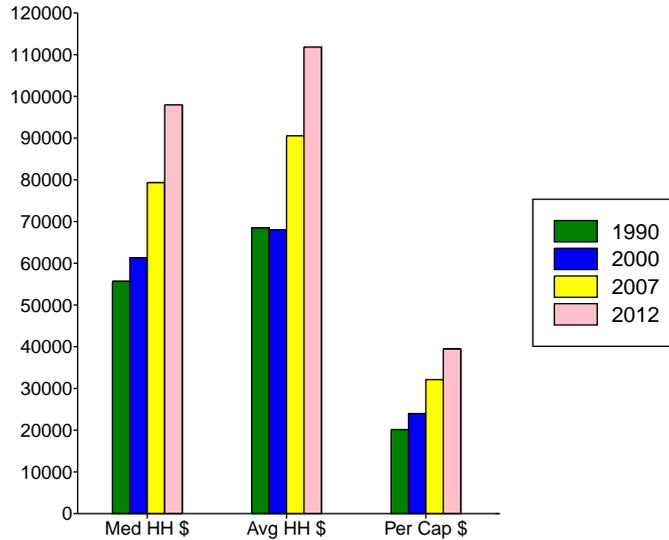
Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2012:



Housing

Currently, 78.4 percent of the 5,731 housing units in the market area are owner occupied; 17.9 percent, renter occupied; and 3.7 percent are vacant. In 2000, there were 2,148 housing units— 90.3 percent owner occupied, 4.8 percent renter occupied and 4.9 percent vacant. The annual rate of change in housing units since 2000 is 17 percent. Median home value in the market area is \$345,699, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 2.23 percent annually to \$386,094. From 2000 to the current year, median home value changed by 14.93 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

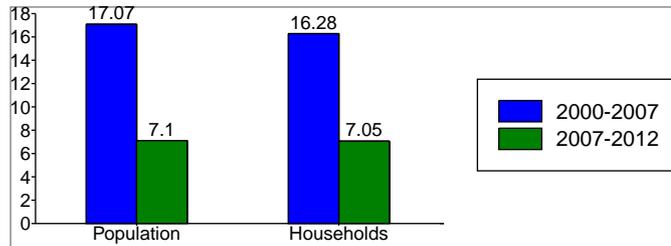
Radius: 3.0 mile

Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

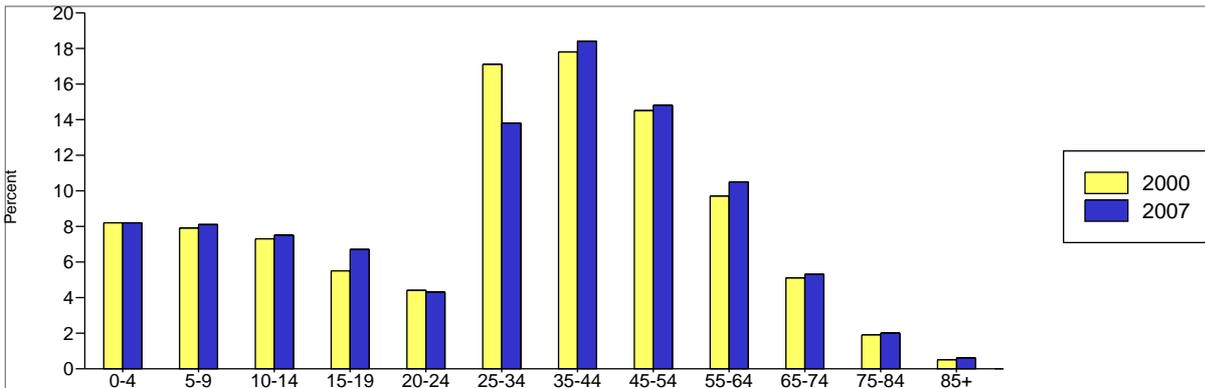
| Year | Population | Households |
|------|------------|------------|
| 2000 | 30,724 | 10,705 |
| 2007 | 82,259 | 27,479 |
| 2012 | 115,914 | 38,629 |

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 601 in 2000, or 2.0 percent of the total population. Average household size is 2.99 in 2007, compared to 2.81 in the year 2000.



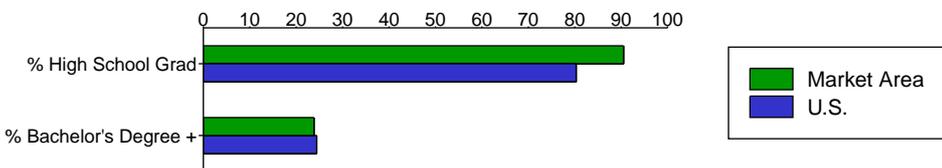
Population by Age

The median age for the United States was 35.3 in 2000 and 36.5 in the current year. In the market area, the median age of the population was 34.8, compared to 35.8 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

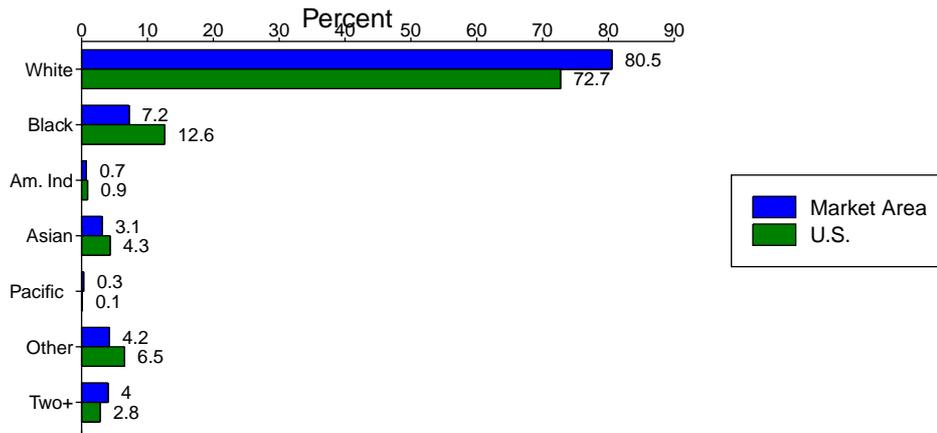
Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

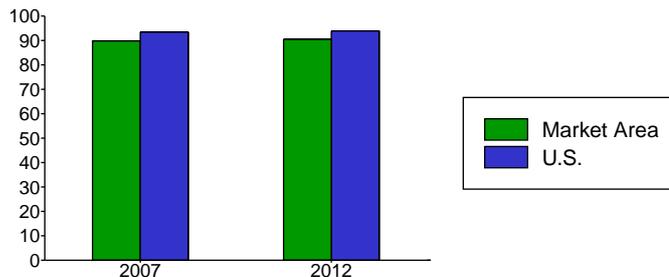


Persons of Hispanic origin represent 13.7 percent of the population in the identified market area compared to 14.8 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 50.0 in the identified market area, compared to 58.9 in the U.S. population.

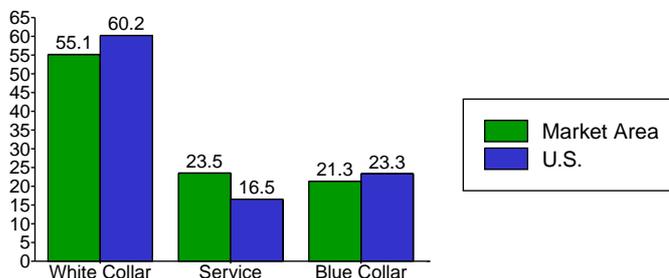
Population by Employment

In 2000, 72.0 percent of the population aged 16 years or older in the market area participated in the labor force; 0.5 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

| Year | %Employed | %Unemployed |
|------|-----------|-------------|
| 2007 | 89.8 | 10.2 |
| 2012 | 90.4 | 9.6 |



And by occupational status:



In 2000, 83.9 percent of the market area population drove alone to work, and 3.4 percent worked at home. The average travel time to work in 2000 was 28.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

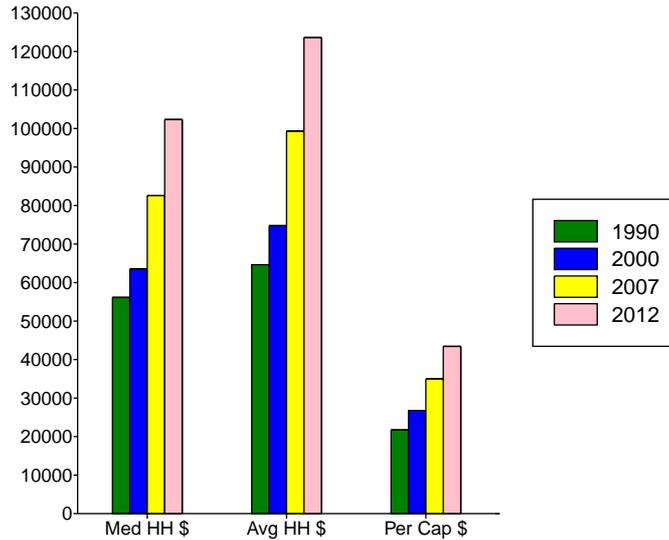
Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2012:



Housing

Currently, 79.2 percent of the 29,254 housing units in the market area are owner occupied; 14.7 percent, renter occupied; and 6.1 percent are vacant. In 2000, there were 11,355 housing units— 84.0 percent owner occupied, 10.3 percent renter occupied and 5.7 percent vacant. The annual rate of change in housing units since 2000 is 16.35 percent. Median home value in the market area is \$381,218, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 2.53 percent annually to \$431,892. From 2000 to the current year, median home value changed by 14.88 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

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Site Type: Radius

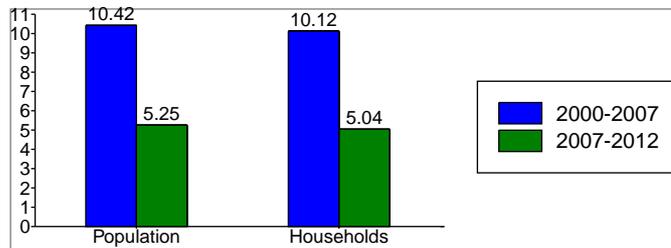
Radius: 5.0 mile

Population and Households

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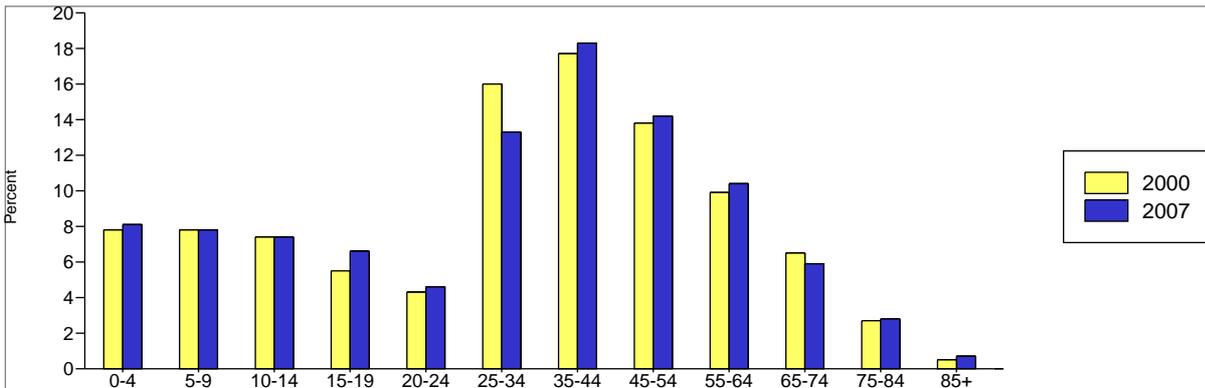
| Year | Population | Households |
|------|------------|------------|
| 2000 | 95,699 | 34,476 |
| 2007 | 177,809 | 62,972 |
| 2012 | 229,701 | 80,506 |

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 1,055 in 2000, or 1.1 percent of the total population. Average household size is 2.82 in 2007, compared to 2.75 in the year 2000.



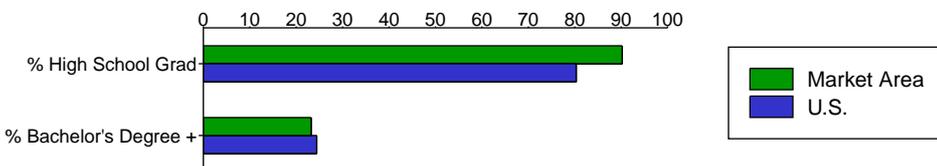
Population by Age

The median age for the United States was 35.3 in 2000 and 36.5 in the current year. In the market area, the median age of the population was 35.7, compared to 36.2 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

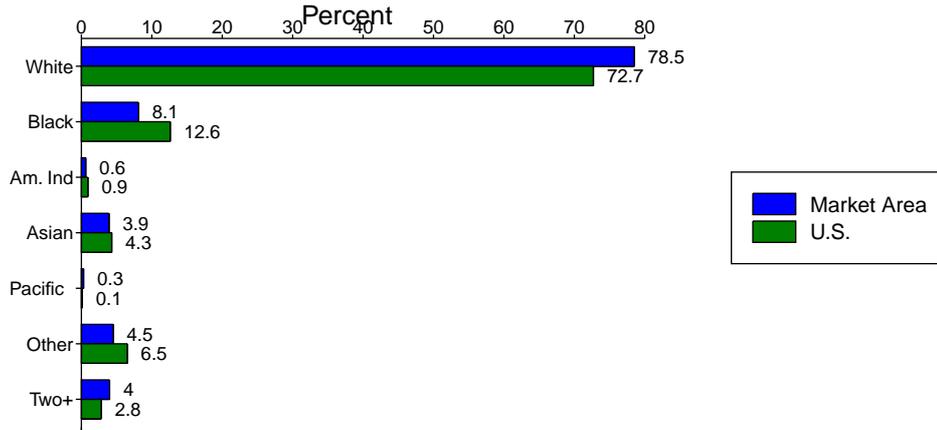
Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

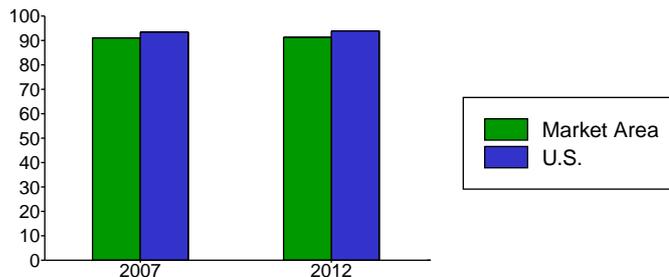


Persons of Hispanic origin represent 14.4 percent of the population in the identified market area compared to 14.8 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 53.0 in the identified market area, compared to 58.9 in the U.S. population.

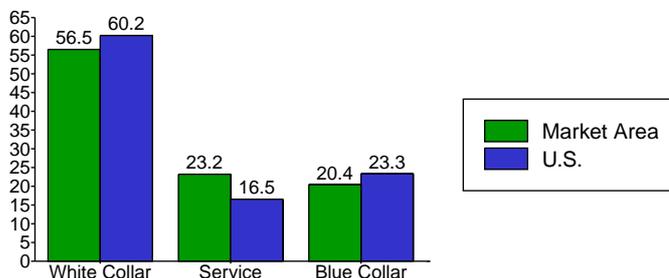
Population by Employment

In 2000, 70.5 percent of the population aged 16 years or older in the market area participated in the labor force; 0.5 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

| Year | %Employed | %Unemployed |
|------|-----------|-------------|
| 2007 | 91.0 | 9.0 |
| 2012 | 91.2 | 8.8 |



And by occupational status:



In 2000, 83.8 percent of the market area population drove alone to work, and 2.9 percent worked at home. The average travel time to work in 2000 was 27.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.

Great Mall of LV

Latitude: 36.286314

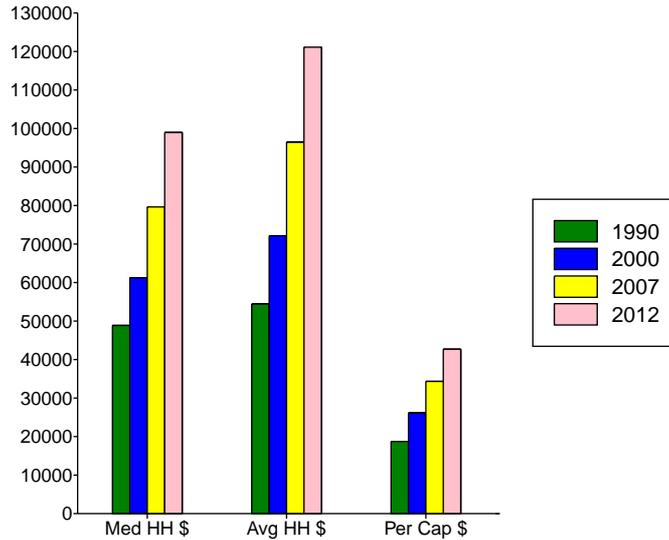
Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2012:



Housing

Currently, 78.5 percent of the 67,148 housing units in the market area are owner occupied; 15.3 percent, renter occupied; and 6.2 percent are vacant. In 2000, there were 36,450 housing units— 81.1 percent owner occupied, 13.5 percent renter occupied and 5.4 percent vacant. The annual rate of change in housing units since 2000 is 10.27 percent. Median home value in the market area is \$358,581, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 2.16 percent annually to \$399,005. From 2000 to the current year, median home value changed by 14.9 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012. ESRI converted 1990 Census data into 2000 geography.



Great Mall of LV

Latitude: 36.286314
 Longitude: -115.278914
Radius: 1.0 mile

Site Type: Radius

| Demographic Summary | 2007 | 2012 |
|-------------------------|----------|----------|
| Population | 16,176 | 24,176 |
| Total Number of Adults | 11,334 | 16,850 |
| Households | 5,519 | 8,162 |
| Median Household Income | \$79,313 | \$97,966 |

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 6,221 | 54.9% | 110 |
| Bought any women's apparel in last 12 months | 5,570 | 49.2% | 109 |
| Bought apparel for child <13 in last 6 months | 3,671 | 32.4% | 118 |
| Bought any shoes in last 12 months | 6,155 | 54.3% | 108 |
| Bought costume jewelry in last 12 months | 2,505 | 22.1% | 114 |
| Bought any fine jewelry in last 12 months | 2,655 | 23.4% | 100 |
| Bought a watch in last 12 months | 2,504 | 22.1% | 94 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 5,260 | 95.3% | 110 |
| HH bought new vehicle in last 12 months | 826 | 15.0% | 139 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 10,586 | 93.4% | 108 |
| Bought/changed motor oil | 5,818 | 51.3% | 101 |
| Had tune-up | 3,790 | 33.4% | 105 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 6,532 | 57.6% | 105 |
| Drank regular cola in last 6 months | 6,212 | 54.8% | 98 |
| Drank beer/ale in last 6 months | 5,424 | 47.9% | 112 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 2,413 | 21.3% | 117 |
| Bought film in last 12 months | 4,800 | 42.4% | 117 |
| Bought digital camera in last 12 months | 994 | 8.8% | 139 |
| Bought memory card for camera in last 12 months | 677 | 6.0% | 130 |
| Computers (Households) | | | |
| HH owns a personal computer | 4,723 | 85.6% | 127 |
| HH spent <\$500 on home PC | 408 | 7.4% | 103 |
| HH spent \$500-\$999 on home PC | 1,105 | 20.0% | 129 |
| HH spent \$1000-\$1499 on home PC | 1,372 | 24.9% | 146 |
| HH spent \$1500-\$1999 on home PC | 783 | 14.2% | 137 |
| HH spent \$2000-\$2999 on home PC | 179 | 3.2% | 104 |
| HH spent \$3000+ on home PC | 179 | 3.2% | 104 |
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 7,139 | 63.0% | 109 |
| Bought cigarettes at convenience store in last 30 days | 1,389 | 12.3% | 84 |
| Bought gas at convenience store in last 30 days | 4,105 | 36.2% | 113 |
| Spent at convenience store in last 30 days: <\$20 | 1,218 | 10.7% | 113 |
| Spent at convenience store in last 30 days: \$20-39 | 1,328 | 11.7% | 107 |
| Spent at convenience store in last 30 days: \$40+ | 3,626 | 32.0% | 104 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 7,951 | 70.2% | 117 |
| Went to live theater in last 6 months | 1,631 | 14.4% | 105 |
| Attended a music performance in last 12 months | 3,171 | 28.0% | 121 |
| Went to a bar/night club in last 12 months | 2,565 | 22.6% | 117 |
| Gambled at a casino in last 12 months | 2,060 | 18.2% | 101 |
| Rented 1 pre-recorded video tapes in last 30 days | 478 | 4.2% | 127 |
| Rented 1 DVD in last 30 days | 636 | 5.6% | 170 |
| Purchased 1 DVD in last 30 days | 873 | 7.7% | 143 |
| Spent on toys/games in last 12 months: <\$50 | 667 | 5.9% | 98 |
| Spent on toys/games in last 12 months: \$50-\$99 | 371 | 3.3% | 116 |
| Spent on toys/games in last 12 months: \$100-\$199 | 1,011 | 8.9% | 122 |
| Spent on toys/games in last 12 months: \$200-\$499 | 1,549 | 13.7% | 134 |
| Spent on toys/games in last 12 months: \$500+ | 736 | 6.5% | 119 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 2,799 | 24.7% | 161 |
| Used ATM/cash machine in last 12 months | 6,464 | 57.0% | 126 |
| Own any stock | 1,491 | 13.2% | 138 |
| Own shares in mutual fund (stock) | 1,565 | 13.8% | 146 |
| Own shares in mutual fund (bonds) | 938 | 8.3% | 158 |
| Own any credit/debit card (in own name) | 9,012 | 79.5% | 116 |
| Used discount brokerage firm in last 12 months | 303 | 2.7% | 130 |
| Used full service brokerage firm in last 12 months | 902 | 8.0% | 127 |
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 8,336 | 73.6% | 108 |
| Used bread in last 6 months | 11,009 | 97.2% | 101 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 8,654 | 76.4% | 105 |
| Used fish/seafood (fresh or frozen) in last 6 months | 5,677 | 50.1% | 102 |
| Used fresh fruit/vegetables in last 6 months | 9,900 | 87.4% | 103 |
| Used fresh milk in last 6 months | 10,497 | 92.6% | 103 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 3,624 | 32.0% | 116 |
| Exercise at club 2+ times per week | 1,552 | 13.7% | 129 |
| Visited a doctor in last 12 months | 9,396 | 82.9% | 105 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 2,387 | 43.3% | 135 |
| Used housekeeper/maid/professional cleaning service in last 12 months | 1,006 | 18.2% | 122 |
| Purchased any HH furnishing in last 12 months | 2,079 | 37.7% | 129 |
| Purchased bedding/bath goods in last 12 months | 3,110 | 56.4% | 110 |
| Purchased cooking/serving product in last 12 months | 1,609 | 29.2% | 117 |
| Bought any kitchen appliance in last 12 months | 1,150 | 20.8% | 119 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 6,506 | 57.4% | 116 |
| Have medical/hospital/accident insurance | 8,385 | 74.0% | 109 |
| Carry homeowner insurance | 7,667 | 67.7% | 128 |
| Carry renter insurance | 574 | 5.1% | 98 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Pets (Households) | | | |
| HH owns any pet | 2,794 | 50.6% | 125 |
| HH owns any cat | 1,401 | 25.4% | 120 |
| HH owns any dog | 2,150 | 39.0% | 131 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 6,667 | 58.8% | 117 |
| Read any daily newspaper | 5,648 | 49.8% | 105 |
| Heavy magazine reader | 2,500 | 22.1% | 111 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house last mo: <2 times | 3,180 | 28.1% | 107 |
| Went to family restaurant/steak house last mo: 2-3 times | 2,696 | 23.8% | 119 |
| Went to family restaurant/steak house last mo: 4+ times | 3,371 | 29.7% | 120 |
| Went to fast food/drive-in restaurant in last 6 mo | 10,545 | 93.1% | 105 |
| Fast food/drive-in last 6 mo: eat in | 4,577 | 40.4% | 110 |
| Fast food/drive-in last 6 mo: home delivery | 1,642 | 14.5% | 124 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 6,608 | 58.3% | 112 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 2,680 | 23.7% | 105 |
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 4,020 | 72.8% | 114 |
| HH owns cellular phone | 4,705 | 85.3% | 120 |
| HH average monthly long distance phone bill: <\$16 | 1,871 | 33.9% | 112 |
| HH average monthly long distance phone bill: \$16-25 | 874 | 15.8% | 110 |
| HH average monthly long distance phone bill: \$26-59 | 664 | 12.0% | 101 |
| HH average monthly long distance phone bill: \$60-99 | 240 | 4.3% | 111 |
| HH average monthly long distance phone bill: \$100+ | 89 | 1.6% | 94 |
| HH average monthly cell/digital phone bill: <\$25 | 441 | 8.0% | 116 |
| HH average monthly cell/digital phone bill: \$25-\$49 | 1,467 | 26.6% | 114 |
| HH average monthly cell/digital phone bill: \$50-\$74 | 1,081 | 19.6% | 122 |
| HH average monthly cell/digital phone bill: \$75-\$99 | 481 | 8.7% | 130 |
| HH average monthly cell/digital phone bill: \$100+ | 531 | 9.6% | 149 |
| Television & Sound Equipment (Households) | | | |
| HH owns 1 TV | 764 | 13.8% | 64 |
| HH owns 2 TVs | 1,288 | 23.3% | 87 |
| HH owns 3 TVs | 1,496 | 27.1% | 125 |
| HH owns 4+ TVs | 1,509 | 27.3% | 141 |
| HH subscribes to cable TV | 3,515 | 63.7% | 105 |
| HH purchased audio equipment in last 12 months | 560 | 10.1% | 122 |
| HH purchased camcorder in last 12 months | 217 | 3.9% | 160 |
| HH purchased CD player in last 12 months | 622 | 11.3% | 131 |
| HH purchased MP3 player in last 12 months | 163 | 3.0% | 137 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 7,421 | 65.5% | 121 |
| Took 3+ domestic trips by plane in last 12 months | 1,169 | 10.3% | 139 |
| Spent on domestic vacations last 12 mo: <\$1000 | 2,075 | 18.3% | 129 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 1,021 | 9.0% | 124 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 611 | 5.4% | 127 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 638 | 5.6% | 141 |
| Spent on domestic vacations last 12 mo: \$3000+ | 611 | 5.4% | 130 |
| Foreign travel in last 3 years | 3,159 | 27.9% | 118 |
| Took 3+ foreign trips by plane in last 3 years | 621 | 5.5% | 124 |
| Spent on foreign vacations last 12 mo: <\$1000 | 637 | 5.6% | 113 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 445 | 3.9% | 97 |
| Spent on foreign vacations: \$3000+ | 497 | 4.4% | 116 |



Great Mall of LV

Latitude: 36.286314
 Longitude: -115.278914
Radius: 3.0 mile

Site Type: Radius

| Demographic Summary | 2007 | 2012 |
|-------------------------|----------|-----------|
| Population | 82,259 | 115,914 |
| Total Number of Adults | 59,178 | 83,679 |
| Households | 27,479 | 38,629 |
| Median Household Income | \$82,557 | \$102,305 |

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 32,931 | 55.6% | 112 |
| Bought any women's apparel in last 12 months | 29,310 | 49.5% | 110 |
| Bought apparel for child <13 in last 6 months | 19,218 | 32.5% | 118 |
| Bought any shoes in last 12 months | 32,373 | 54.7% | 109 |
| Bought costume jewelry in last 12 months | 13,404 | 22.7% | 117 |
| Bought any fine jewelry in last 12 months | 14,111 | 23.8% | 102 |
| Bought a watch in last 12 months | 13,577 | 22.9% | 97 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 26,234 | 95.5% | 110 |
| HH bought new vehicle in last 12 months | 4,266 | 15.5% | 144 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 55,581 | 93.9% | 108 |
| Bought/changed motor oil | 29,751 | 50.3% | 99 |
| Had tune-up | 20,187 | 34.1% | 107 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 35,346 | 59.7% | 108 |
| Drank regular cola in last 6 months | 31,355 | 53.0% | 95 |
| Drank beer/ale in last 6 months | 28,628 | 48.4% | 113 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 12,639 | 21.4% | 117 |
| Bought film in last 12 months | 25,476 | 43.0% | 119 |
| Bought digital camera in last 12 months | 5,332 | 9.0% | 143 |
| Bought memory card for camera in last 12 months | 3,742 | 6.3% | 138 |
| Computers (Households) | | | |
| HH owns a personal computer | 23,646 | 86.1% | 127 |
| HH spent <\$500 on home PC | 1,986 | 7.2% | 101 |
| HH spent \$500-\$999 on home PC | 5,340 | 19.4% | 125 |
| HH spent \$1000-\$1499 on home PC | 6,714 | 24.4% | 143 |
| HH spent \$1500-\$1999 on home PC | 4,005 | 14.6% | 140 |
| HH spent \$2000-\$2999 on home PC | 1,064 | 3.9% | 124 |
| HH spent \$3000+ on home PC | 1,064 | 3.9% | 124 |
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 36,745 | 62.1% | 107 |
| Bought cigarettes at convenience store in last 30 days | 6,634 | 11.2% | 77 |
| Bought gas at convenience store in last 30 days | 20,557 | 34.7% | 109 |
| Spent at convenience store in last 30 days: <\$20 | 6,885 | 11.6% | 122 |
| Spent at convenience store in last 30 days: \$20-39 | 6,924 | 11.7% | 107 |
| Spent at convenience store in last 30 days: \$40+ | 18,161 | 30.7% | 100 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 41,639 | 70.4% | 117 |
| Went to live theater in last 6 months | 9,524 | 16.1% | 117 |
| Attended a music performance in last 12 months | 17,016 | 28.8% | 124 |
| Went to a bar/night club in last 12 months | 13,491 | 22.8% | 118 |
| Gambled at a casino in last 12 months | 11,258 | 19.0% | 106 |
| Rented 1 pre-recorded video tapes in last 30 days | 2,440 | 4.1% | 125 |
| Rented 1 DVD in last 30 days | 3,107 | 5.3% | 159 |
| Purchased 1 DVD in last 30 days | 4,525 | 7.6% | 142 |
| Spent on toys/games in last 12 months: <\$50 | 3,440 | 5.8% | 97 |
| Spent on toys/games in last 12 months: \$50-\$99 | 1,876 | 3.2% | 113 |
| Spent on toys/games in last 12 months: \$100-\$199 | 5,124 | 8.7% | 118 |
| Spent on toys/games in last 12 months: \$200-\$499 | 8,195 | 13.8% | 136 |
| Spent on toys/games in last 12 months: \$500+ | 4,031 | 6.8% | 124 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 14,680 | 24.8% | 162 |
| Used ATM/cash machine in last 12 months | 34,303 | 58.0% | 128 |
| Own any stock | 8,462 | 14.3% | 150 |
| Own shares in mutual fund (stock) | 8,846 | 14.9% | 158 |
| Own shares in mutual fund (bonds) | 5,180 | 8.8% | 167 |
| Own any credit/debit card (in own name) | 48,010 | 81.1% | 119 |
| Used discount brokerage firm in last 12 months | 1,700 | 2.9% | 140 |
| Used full service brokerage firm in last 12 months | 5,148 | 8.7% | 139 |
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 43,035 | 72.7% | 106 |
| Used bread in last 6 months | 57,517 | 97.2% | 101 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 45,274 | 76.5% | 105 |
| Used fish/seafood (fresh or frozen) in last 6 months | 30,375 | 51.3% | 104 |
| Used fresh fruit/vegetables in last 6 months | 51,769 | 87.5% | 103 |
| Used fresh milk in last 6 months | 54,817 | 92.6% | 103 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 19,797 | 33.5% | 121 |
| Exercise at club 2+ times per week | 8,780 | 14.8% | 140 |
| Visited a doctor in last 12 months | 49,448 | 83.6% | 105 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 11,961 | 43.5% | 136 |
| Used housekeeper/maid/professional cleaning service in last 12 months | 5,348 | 19.5% | 131 |
| Purchased any HH furnishing in last 12 months | 10,232 | 37.2% | 127 |
| Purchased bedding/bath goods in last 12 months | 15,544 | 56.6% | 110 |
| Purchased cooking/serving product in last 12 months | 8,063 | 29.3% | 118 |
| Bought any kitchen appliance in last 12 months | 5,799 | 21.1% | 121 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 34,694 | 58.6% | 119 |
| Have medical/hospital/accident insurance | 44,689 | 75.5% | 111 |
| Carry homeowner insurance | 40,469 | 68.4% | 129 |
| Carry renter insurance | 2,807 | 4.7% | 91 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

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Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Pets (Households) | | | |
| HH owns any pet | 13,821 | 50.3% | 124 |
| HH owns any cat | 6,959 | 25.3% | 119 |
| HH owns any dog | 10,477 | 38.1% | 128 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 35,441 | 59.9% | 119 |
| Read any daily newspaper | 30,564 | 51.6% | 109 |
| Heavy magazine reader | 13,275 | 22.4% | 113 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house last mo: <2 times | 16,543 | 28.0% | 106 |
| Went to family restaurant/steak house last mo: 2-3 times | 13,976 | 23.6% | 118 |
| Went to family restaurant/steak house last mo: 4+ times | 17,722 | 29.9% | 121 |
| Went to fast food/drive-in restaurant in last 6 mo | 54,885 | 92.7% | 104 |
| Fast food/drive-in last 6 mo: eat in | 23,662 | 40.0% | 109 |
| Fast food/drive-in last 6 mo: home delivery | 8,174 | 13.8% | 119 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 34,611 | 58.5% | 113 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 14,179 | 24.0% | 107 |
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 20,093 | 73.1% | 114 |
| HH owns cellular phone | 23,547 | 85.7% | 121 |
| HH average monthly long distance phone bill: <\$16 | 9,342 | 34.0% | 112 |
| HH average monthly long distance phone bill: \$16-25 | 4,485 | 16.3% | 113 |
| HH average monthly long distance phone bill: \$26-59 | 3,432 | 12.5% | 105 |
| HH average monthly long distance phone bill: \$60-99 | 1,232 | 4.5% | 114 |
| HH average monthly long distance phone bill: \$100+ | 475 | 1.7% | 101 |
| HH average monthly cell/digital phone bill: <\$25 | 2,180 | 7.9% | 115 |
| HH average monthly cell/digital phone bill: \$25-\$49 | 7,555 | 27.5% | 118 |
| HH average monthly cell/digital phone bill: \$50-\$74 | 5,300 | 19.3% | 120 |
| HH average monthly cell/digital phone bill: \$75-\$99 | 2,361 | 8.6% | 129 |
| HH average monthly cell/digital phone bill: \$100+ | 2,598 | 9.5% | 147 |
| Television & Sound Equipment (Households) | | | |
| HH owns 1 TV | 3,777 | 13.7% | 64 |
| HH owns 2 TVs | 6,531 | 23.8% | 89 |
| HH owns 3 TVs | 7,305 | 26.6% | 122 |
| HH owns 4+ TVs | 7,632 | 27.8% | 143 |
| HH subscribes to cable TV | 18,002 | 65.5% | 108 |
| HH purchased audio equipment in last 12 months | 2,717 | 9.9% | 119 |
| HH purchased camcorder in last 12 months | 1,010 | 3.7% | 150 |
| HH purchased CD player in last 12 months | 2,989 | 10.9% | 127 |
| HH purchased MP3 player in last 12 months | 862 | 3.1% | 145 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

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Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 39,902 | 67.4% | 125 |
| Took 3+ domestic trips by plane in last 12 months | 6,975 | 11.8% | 159 |
| Spent on domestic vacations last 12 mo: <\$1000 | 10,139 | 17.1% | 120 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 5,537 | 9.4% | 128 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 3,500 | 5.9% | 139 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 3,620 | 6.1% | 154 |
| Spent on domestic vacations last 12 mo: \$3000+ | 3,810 | 6.4% | 155 |
| Foreign travel in last 3 years | 18,177 | 30.7% | 130 |
| Took 3+ foreign trips by plane in last 3 years | 3,635 | 6.1% | 139 |
| Spent on foreign vacations last 12 mo: <\$1000 | 3,876 | 6.5% | 132 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 2,484 | 4.2% | 104 |
| Spent on foreign vacations: \$3000+ | 3,041 | 5.1% | 136 |



Great Mall of LV

Latitude: 36.286314
 Longitude: -115.278914
Radius: 5.0 mile

Site Type: Radius

| Demographic Summary | 2007 | 2012 |
|-------------------------|----------|----------|
| Population | 177,809 | 229,701 |
| Total Number of Adults | 128,971 | 166,956 |
| Households | 62,972 | 80,506 |
| Median Household Income | \$79,628 | \$98,940 |

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 71,460 | 55.4% | 111 |
| Bought any women's apparel in last 12 months | 62,953 | 48.8% | 108 |
| Bought apparel for child <13 in last 6 months | 42,288 | 32.8% | 119 |
| Bought any shoes in last 12 months | 70,256 | 54.5% | 108 |
| Bought costume jewelry in last 12 months | 28,712 | 22.3% | 115 |
| Bought any fine jewelry in last 12 months | 31,174 | 24.2% | 103 |
| Bought a watch in last 12 months | 29,679 | 23.0% | 98 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 59,911 | 95.1% | 109 |
| HH bought new vehicle in last 12 months | 9,823 | 15.6% | 144 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 120,629 | 93.5% | 108 |
| Bought/changed motor oil | 64,495 | 50.0% | 99 |
| Had tune-up | 44,388 | 34.4% | 108 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 77,010 | 59.7% | 108 |
| Drank regular cola in last 6 months | 68,974 | 53.5% | 96 |
| Drank beer/ale in last 6 months | 61,950 | 48.0% | 112 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 27,134 | 21.0% | 115 |
| Bought film in last 12 months | 54,071 | 41.9% | 115 |
| Bought digital camera in last 12 months | 11,602 | 9.0% | 143 |
| Bought memory card for camera in last 12 months | 7,886 | 6.1% | 134 |
| Computers (Households) | | | |
| HH owns a personal computer | 54,106 | 85.9% | 127 |
| HH spent <\$500 on home PC | 4,502 | 7.1% | 100 |
| HH spent \$500-\$999 on home PC | 12,243 | 19.4% | 125 |
| HH spent \$1000-\$1499 on home PC | 15,054 | 23.9% | 140 |
| HH spent \$1500-\$1999 on home PC | 9,020 | 14.3% | 138 |
| HH spent \$2000-\$2999 on home PC | 2,502 | 4.0% | 127 |
| HH spent \$3000+ on home PC | 2,502 | 4.0% | 127 |
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 79,450 | 61.6% | 106 |
| Bought cigarettes at convenience store in last 30 days | 14,884 | 11.5% | 80 |
| Bought gas at convenience store in last 30 days | 43,843 | 34.0% | 106 |
| Spent at convenience store in last 30 days: <\$20 | 14,742 | 11.4% | 120 |
| Spent at convenience store in last 30 days: \$20-39 | 14,850 | 11.5% | 106 |
| Spent at convenience store in last 30 days: \$40+ | 39,237 | 30.4% | 99 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 90,617 | 70.3% | 117 |
| Went to live theater in last 6 months | 20,294 | 15.7% | 115 |
| Attended a music performance in last 12 months | 35,816 | 27.8% | 120 |
| Went to a bar/night club in last 12 months | 28,943 | 22.4% | 116 |
| Gambled at a casino in last 12 months | 25,276 | 19.6% | 109 |
| Rented 1 pre-recorded video tapes in last 30 days | 5,115 | 4.0% | 120 |
| Rented 1 DVD in last 30 days | 6,499 | 5.0% | 153 |
| Purchased 1 DVD in last 30 days | 9,907 | 7.7% | 143 |
| Spent on toys/games in last 12 months: <\$50 | 7,508 | 5.8% | 97 |
| Spent on toys/games in last 12 months: \$50-\$99 | 3,826 | 3.0% | 106 |
| Spent on toys/games in last 12 months: \$100-\$199 | 11,109 | 8.6% | 117 |
| Spent on toys/games in last 12 months: \$200-\$499 | 17,437 | 13.5% | 133 |
| Spent on toys/games in last 12 months: \$500+ | 9,038 | 7.0% | 128 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 31,404 | 24.3% | 159 |
| Used ATM/cash machine in last 12 months | 74,677 | 57.9% | 128 |
| Own any stock | 17,922 | 13.9% | 146 |
| Own shares in mutual fund (stock) | 18,721 | 14.5% | 154 |
| Own shares in mutual fund (bonds) | 10,644 | 8.3% | 157 |
| Own any credit/debit card (in own name) | 103,729 | 80.4% | 118 |
| Used discount brokerage firm in last 12 months | 3,523 | 2.7% | 133 |
| Used full service brokerage firm in last 12 months | 10,933 | 8.5% | 136 |
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 93,201 | 72.3% | 106 |
| Used bread in last 6 months | 125,058 | 97.0% | 100 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 97,949 | 75.9% | 105 |
| Used fish/seafood (fresh or frozen) in last 6 months | 65,467 | 50.8% | 103 |
| Used fresh fruit/vegetables in last 6 months | 112,360 | 87.1% | 103 |
| Used fresh milk in last 6 months | 119,020 | 92.3% | 102 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 42,417 | 32.9% | 119 |
| Exercise at club 2+ times per week | 19,301 | 15.0% | 141 |
| Visited a doctor in last 12 months | 107,207 | 83.1% | 105 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 26,610 | 42.3% | 132 |
| Used housekeeper/maid/professional cleaning service in last 12 months | 12,425 | 19.7% | 132 |
| Purchased any HH furnishing in last 12 months | 23,249 | 36.9% | 126 |
| Purchased bedding/bath goods in last 12 months | 35,268 | 56.0% | 109 |
| Purchased cooking/serving product in last 12 months | 17,990 | 28.6% | 114 |
| Bought any kitchen appliance in last 12 months | 12,864 | 20.4% | 117 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 74,479 | 57.7% | 117 |
| Have medical/hospital/accident insurance | 96,882 | 75.1% | 110 |
| Carry homeowner insurance | 86,219 | 66.9% | 126 |
| Carry renter insurance | 6,500 | 5.0% | 97 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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 Mediarmark Research Inc. in a nationally representative survey of U.S. households.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Pets (Households) | | | |
| HH owns any pet | 30,598 | 48.6% | 120 |
| HH owns any cat | 15,223 | 24.2% | 114 |
| HH owns any dog | 23,109 | 36.7% | 123 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 76,378 | 59.2% | 117 |
| Read any daily newspaper | 64,688 | 50.2% | 106 |
| Heavy magazine reader | 28,958 | 22.5% | 113 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house last mo: <2 times | 35,732 | 27.7% | 105 |
| Went to family restaurant/steak house last mo: 2-3 times | 30,089 | 23.3% | 117 |
| Went to family restaurant/steak house last mo: 4+ times | 38,623 | 29.9% | 121 |
| Went to fast food/drive-in restaurant in last 6 mo | 119,124 | 92.4% | 104 |
| Fast food/drive-in last 6 mo: eat in | 50,506 | 39.2% | 107 |
| Fast food/drive-in last 6 mo: home delivery | 18,129 | 14.1% | 121 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 75,494 | 58.5% | 113 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 31,025 | 24.1% | 107 |
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 45,896 | 72.9% | 114 |
| HH owns cellular phone | 54,105 | 85.9% | 121 |
| HH average monthly long distance phone bill: <\$16 | 21,017 | 33.4% | 110 |
| HH average monthly long distance phone bill: \$16-25 | 10,089 | 16.0% | 111 |
| HH average monthly long distance phone bill: \$26-59 | 8,108 | 12.9% | 108 |
| HH average monthly long distance phone bill: \$60-99 | 2,849 | 4.5% | 115 |
| HH average monthly long distance phone bill: \$100+ | 1,119 | 1.8% | 104 |
| HH average monthly cell/digital phone bill: <\$25 | 5,000 | 7.9% | 115 |
| HH average monthly cell/digital phone bill: \$25-\$49 | 17,185 | 27.3% | 117 |
| HH average monthly cell/digital phone bill: \$50-\$74 | 12,070 | 19.2% | 120 |
| HH average monthly cell/digital phone bill: \$75-\$99 | 5,641 | 9.0% | 134 |
| HH average monthly cell/digital phone bill: \$100+ | 6,031 | 9.6% | 148 |
| Television & Sound Equipment (Households) | | | |
| HH owns 1 TV | 8,507 | 13.5% | 62 |
| HH owns 2 TVs | 15,308 | 24.3% | 91 |
| HH owns 3 TVs | 16,674 | 26.5% | 122 |
| HH owns 4+ TVs | 17,141 | 27.2% | 140 |
| HH subscribes to cable TV | 42,012 | 66.7% | 110 |
| HH purchased audio equipment in last 12 months | 6,243 | 9.9% | 120 |
| HH purchased camcorder in last 12 months | 2,293 | 3.6% | 148 |
| HH purchased CD player in last 12 months | 6,612 | 10.5% | 122 |
| HH purchased MP3 player in last 12 months | 1,993 | 3.2% | 146 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs 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.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 86,083 | 66.7% | 123 |
| Took 3+ domestic trips by plane in last 12 months | 14,862 | 11.5% | 156 |
| Spent on domestic vacations last 12 mo: <\$1000 | 21,839 | 16.9% | 119 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 11,775 | 9.1% | 125 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 7,507 | 5.8% | 137 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 7,798 | 6.0% | 152 |
| Spent on domestic vacations last 12 mo: \$3000+ | 7,958 | 6.2% | 148 |
| Foreign travel in last 3 years | 39,446 | 30.6% | 129 |
| Took 3+ foreign trips by plane in last 3 years | 7,667 | 5.9% | 134 |
| Spent on foreign vacations last 12 mo: <\$1000 | 8,399 | 6.5% | 131 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 5,589 | 4.3% | 107 |
| Spent on foreign vacations: \$3000+ | 6,436 | 5.0% | 132 |

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

Top Tapestry Segments:

| | |
|------------------------|-------|
| Up and Coming Families | 72.7% |
| Exurbanites | 27.3% |

Demographic Summary

| | 2007 | 2012 |
|-------------------------|----------|----------|
| Population | 16,176 | 24,176 |
| Households | 5,519 | 8,162 |
| Families | 4,363 | 6,477 |
| Median Age | 34.1 | 35.6 |
| Median Household Income | \$79,313 | \$97,966 |

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------------|----------------------------|--------------|
| Apparel and Services | 110 | \$3,014.72 | \$16,638,230 |
| Men's | 114 | \$566.56 | \$3,126,840 |
| Women's | 103 | \$989.43 | \$5,460,640 |
| Children's | 119 | \$522.33 | \$2,882,757 |
| Footwear | 94 | \$479.58 | \$2,646,781 |
| Watches & Jewelry | 132 | \$261.63 | \$1,443,952 |
| Apparel Products and Services ¹ | 132 | \$195.19 | \$1,077,260 |
| Computer | | | |
| Computers and Hardware for Home Use | 127 | \$277.35 | \$1,530,675 |
| Software and Accessories for Home Use | 134 | \$40.07 | \$221,120 |
| Entertainment & Recreation | 125 | \$4,301.00 | \$23,737,224 |
| Fees and Admissions | 133 | \$811.74 | \$4,479,996 |
| Membership Fees for Clubs ² | 131 | \$207.20 | \$1,143,525 |
| Fees for Participant Sports, excl. Trips | 135 | \$152.72 | \$842,878 |
| Admission to Movie/Theatre/Opera/Ballet | 126 | \$189.19 | \$1,044,141 |
| Admission to Sporting Events, excl. Trips | 139 | \$79.83 | \$440,563 |
| Fees for Recreational Lessons | 140 | \$182.80 | \$1,008,889 |
| TV/Video/Sound Equipment | 119 | \$1,386.77 | \$7,653,609 |
| Community Antenna or Cable Television | 114 | \$763.20 | \$4,212,105 |
| Color Televisions | 131 | \$180.33 | \$995,246 |
| VCRs, Video Cameras, and DVD Players | 125 | \$48.59 | \$268,143 |
| Video Cassettes and DVDs | 121 | \$73.73 | \$406,936 |
| Video Game Hardware and Software | 124 | \$40.90 | \$225,753 |
| Satellite Dishes | 128 | \$1.97 | \$10,858 |
| Rental of Video Cassettes and DVDs | 125 | \$74.71 | \$412,340 |
| Sound Equipment ³ | 124 | \$197.00 | \$1,087,245 |
| Rental and Repair of TV/Sound Equipment | 110 | \$6.34 | \$34,983 |
| Pets | 125 | \$547.37 | \$3,020,942 |
| Toys and Games | 125 | \$226.96 | \$1,252,617 |
| Recreational Vehicles and Fees ⁴ | 137 | \$623.85 | \$3,443,031 |
| Sports/Recreation/Exercise Equipment ⁵ | 119 | \$274.16 | \$1,513,091 |
| Photo Equipment and Supplies ⁶ | 129 | \$176.90 | \$976,305 |
| Reading ⁷ | 119 | \$253.24 | \$1,397,633 |
| Food | 117 | \$9,888.40 | \$54,574,059 |
| Food at Home | 116 | \$5,813.91 | \$32,086,943 |
| Bakery and Cereal Products | 115 | \$829.49 | \$4,577,959 |
| Meat, Poultry, Fish, and Eggs | 114 | \$1,501.09 | \$8,284,510 |
| Dairy Products | 115 | \$634.48 | \$3,501,697 |
| Fruit and Vegetables | 116 | \$1,013.63 | \$5,594,212 |
| Snacks and Other Food at Home ⁸ | 117 | \$1,835.22 | \$10,128,565 |
| Food Away from Home | 120 | \$4,074.49 | \$22,487,116 |
| Alcoholic Beverages | 116 | \$717.70 | \$3,960,990 |
| Nonalcoholic Beverages at Home | 114 | \$498.34 | \$2,750,322 |

Great Mall of LV

Latitude: 36.286314
 Longitude: -115.278914
Radius: 1.0 mile

Site Type: Radius

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------------|----------------------------|--------------|
| Financial | | | |
| Investments | 134 | \$1,993.69 | \$11,003,191 |
| Vehicle Loans | 129 | \$7,916.69 | \$43,692,194 |
| Health | | | |
| Nonprescription Drugs | 112 | \$136.76 | \$754,782 |
| Prescription Drugs | 106 | \$614.42 | \$3,390,965 |
| Eyeglasses and Contact Lenses | 120 | \$99.58 | \$549,566 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 148 | \$12,845.52 | \$70,894,406 |
| Maintenance and Remodeling Services | 133 | \$2,629.39 | \$14,511,590 |
| Maintenance and Remodeling Materials ¹⁰ | 135 | \$507.52 | \$2,800,991 |
| Utilities, Fuel, and Public Services | 118 | \$5,187.42 | \$28,629,371 |
| Household Furnishings and Equipment | | | |
| Household Textiles ¹¹ | 130 | \$180.28 | \$994,938 |
| Furniture | 136 | \$873.97 | \$4,823,452 |
| Floor Coverings | 135 | \$122.18 | \$674,329 |
| Major Appliances ¹² | 125 | \$368.22 | \$2,032,224 |
| Housewares ¹³ | 117 | \$123.23 | \$680,086 |
| Small Appliances | 114 | \$42.18 | \$232,802 |
| Luggage | 134 | \$13.78 | \$76,055 |
| Telephones and Accessories | 102 | \$48.59 | \$268,149 |
| Household Operations | | | |
| Child Care | 147 | \$616.01 | \$3,399,760 |
| Lawn and Garden ¹⁴ | 121 | \$541.85 | \$2,990,458 |
| Moving/Storage/Freight Express | 119 | \$63.68 | \$351,467 |
| Housekeeping Supplies ¹⁵ | 118 | \$910.06 | \$5,022,629 |
| Insurance | | | |
| Owners and Renters Insurance | 133 | \$636.90 | \$3,515,074 |
| Vehicle Insurance | 121 | \$1,764.76 | \$9,739,727 |
| Life/Other Insurance | 125 | \$799.25 | \$4,411,078 |
| Health Insurance | 113 | \$2,227.88 | \$12,295,678 |
| Personal Care Products ¹⁶ | 120 | \$568.16 | \$3,135,677 |
| School Books and Supplies ¹⁷ | 110 | \$132.88 | \$733,369 |
| Smoking Products | 99 | \$478.84 | \$2,642,711 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 124 | \$7,128.63 | \$39,342,914 |
| Gasoline and Motor Oil | 119 | \$2,417.84 | \$13,344,073 |
| Vehicle Maintenance and Repairs | 124 | \$1,319.17 | \$7,280,479 |
| Travel | | | |
| Airline Fares | 130 | \$531.11 | \$2,931,179 |
| Lodging on Trips | 129 | \$525.14 | \$2,898,265 |
| Auto/Truck/Van Rental on Trips | 138 | \$60.13 | \$331,846 |
| Food and Drink on Trips | 127 | \$599.99 | \$3,311,370 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

| Top Tapestry Segments: | | Demographic Summary | | 2007 | 2012 |
|----------------------------|-------|-------------------------|--|----------|-----------|
| Up and Coming Families | 47.4% | Population | | 82,259 | 115,914 |
| Exurbanites | 31.3% | Households | | 27,479 | 38,629 |
| Boomburbs | 6.8% | Families | | 21,463 | 30,406 |
| Suburban Splendor | 5.1% | Median Age | | 35.8 | 36.6 |
| Enterprising Professionals | 4.2% | Median Household Income | | \$82,557 | \$102,305 |

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------|----------------------|---------------|
| Apparel and Services | 121 | \$3,314.84 | \$91,088,590 |
| Men's | 126 | \$624.15 | \$17,151,125 |
| Women's | 114 | \$1,097.34 | \$30,153,925 |
| Children's | 128 | \$562.88 | \$15,467,351 |
| Footwear | 104 | \$526.75 | \$14,474,432 |
| Watches & Jewelry | 146 | \$288.32 | \$7,922,614 |
| Apparel Products and Services ¹ | 146 | \$215.41 | \$5,919,143 |
| Computer | | | |
| Computers and Hardware for Home Use | 138 | \$303.31 | \$8,334,525 |
| Software and Accessories for Home Use | 145 | \$43.45 | \$1,194,056 |
| Entertainment & Recreation | 137 | \$4,712.97 | \$129,507,700 |
| Fees and Admissions | 148 | \$900.99 | \$24,758,333 |
| Membership Fees for Clubs ² | 147 | \$232.62 | \$6,392,163 |
| Fees for Participant Sports, excl. Trips | 148 | \$168.05 | \$4,617,733 |
| Admission to Movie/Theatre/Opera/Ballet | 139 | \$208.66 | \$5,733,713 |
| Admission to Sporting Events, excl. Trips | 153 | \$87.87 | \$2,414,696 |
| Fees for Recreational Lessons | 156 | \$203.79 | \$5,600,028 |
| TV/Video/Sound Equipment | 130 | \$1,513.05 | \$41,577,164 |
| Community Antenna or Cable Television | 125 | \$836.64 | \$22,990,040 |
| Color Televisions | 142 | \$195.87 | \$5,382,202 |
| VCRs, Video Cameras, and DVD Players | 136 | \$52.83 | \$1,451,761 |
| Video Cassettes and DVDs | 131 | \$79.56 | \$2,186,304 |
| Video Game Hardware and Software | 135 | \$44.27 | \$1,216,579 |
| Satellite Dishes | 138 | \$12.12 | \$58,217 |
| Rental of Video Cassettes and DVDs | 134 | \$80.07 | \$2,200,260 |
| Sound Equipment ³ | 136 | \$214.72 | \$5,900,308 |
| Rental and Repair of TV/Sound Equipment | 121 | \$6.97 | \$191,493 |
| Pets | 136 | \$599.22 | \$16,466,014 |
| Toys and Games | 135 | \$245.95 | \$6,758,489 |
| Recreational Vehicles and Fees ⁴ | 150 | \$679.95 | \$18,684,429 |
| Sports/Recreation/Exercise Equipment ⁵ | 130 | \$298.82 | \$8,211,183 |
| Photo Equipment and Supplies ⁶ | 141 | \$193.21 | \$5,309,239 |
| Reading ⁷ | 133 | \$281.77 | \$7,742,849 |
| Food | 128 | \$10,805.03 | \$296,911,439 |
| Food at Home | 126 | \$6,347.80 | \$174,431,137 |
| Bakery and Cereal Products | 126 | \$906.93 | \$24,921,442 |
| Meat, Poultry, Fish, and Eggs | 124 | \$1,638.85 | \$45,034,036 |
| Dairy Products | 126 | \$693.16 | \$19,047,441 |
| Fruit and Vegetables | 127 | \$1,109.86 | \$30,497,716 |
| Snacks and Other Food at Home ⁸ | 128 | \$1,999.00 | \$54,930,502 |
| Food Away from Home | 132 | \$4,457.23 | \$122,480,302 |
| Alcoholic Beverages | 128 | \$792.37 | \$21,773,514 |
| Nonalcoholic Beverages at Home | 125 | \$543.00 | \$14,921,193 |

Great Mall of LV

Latitude: 36.286314
 Longitude: -115.278914
Radius: 3.0 mile

Site Type: Radius

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------------|----------------------------|---------------|
| Financial | | | |
| Investments | 153 | \$2,281.02 | \$62,680,071 |
| Vehicle Loans | 138 | \$8,459.56 | \$232,460,191 |
| Health | | | |
| Nonprescription Drugs | 123 | \$149.70 | \$4,113,518 |
| Prescription Drugs | 117 | \$676.53 | \$18,590,468 |
| Eyeglasses and Contact Lenses | 133 | \$110.27 | \$3,030,196 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 161 | \$13,977.75 | \$384,094,587 |
| Maintenance and Remodeling Services | 150 | \$2,961.30 | \$81,373,448 |
| Maintenance and Remodeling Materials ¹⁰ | 148 | \$555.01 | \$15,251,048 |
| Utilities, Fuel, and Public Services | 129 | \$5,662.02 | \$155,586,543 |
| Household Furnishings and Equipment | | | |
| Household Textiles ¹¹ | 142 | \$197.52 | \$5,427,653 |
| Furniture | 148 | \$953.44 | \$26,199,666 |
| Floor Coverings | 151 | \$136.70 | \$3,756,476 |
| Major Appliances ¹² | 137 | \$402.68 | \$11,065,300 |
| Housewares ¹³ | 129 | \$135.03 | \$3,710,623 |
| Small Appliances | 127 | \$46.76 | \$1,284,895 |
| Luggage | 148 | \$15.29 | \$420,037 |
| Telephones and Accessories | 114 | \$54.07 | \$1,485,876 |
| Household Operations | | | |
| Child Care | 157 | \$657.48 | \$18,066,772 |
| Lawn and Garden ¹⁴ | 134 | \$601.32 | \$16,523,536 |
| Moving/Storage/Freight Express | 130 | \$69.31 | \$1,904,471 |
| Housekeeping Supplies ¹⁵ | 129 | \$996.48 | \$27,382,152 |
| Insurance | | | |
| Owners and Renters Insurance | 144 | \$691.79 | \$19,009,833 |
| Vehicle Insurance | 132 | \$1,925.23 | \$52,903,470 |
| Life/Other Insurance | 139 | \$887.79 | \$24,395,546 |
| Health Insurance | 124 | \$2,446.16 | \$67,217,937 |
| Personal Care Products ¹⁶ | 131 | \$618.65 | \$16,999,853 |
| School Books and Supplies ¹⁷ | 120 | \$144.54 | \$3,971,871 |
| Smoking Products | 109 | \$527.60 | \$14,497,921 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 134 | \$7,708.15 | \$211,812,117 |
| Gasoline and Motor Oil | 129 | \$2,618.77 | \$71,961,116 |
| Vehicle Maintenance and Repairs | 135 | \$1,436.08 | \$39,462,108 |
| Travel | | | |
| Airline Fares | 144 | \$588.17 | \$16,162,323 |
| Lodging on Trips | 144 | \$586.20 | \$16,108,182 |
| Auto/Truck/Van Rental on Trips | 153 | \$66.73 | \$1,833,594 |
| Food and Drink on Trips | 141 | \$663.15 | \$18,222,569 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

| Top Tapestry Segments: | | Demographic Summary | | 2007 | 2012 |
|----------------------------|-------|-------------------------|--|----------|----------|
| Up and Coming Families | 41.2% | Population | | 177,809 | 229,701 |
| Boomburbs | 15.4% | Households | | 62,972 | 80,506 |
| Exurbanites | 14.9% | Families | | 47,957 | 61,749 |
| In Style | 6.2% | Median Age | | 36.2 | 36.7 |
| Enterprising Professionals | 5.5% | Median Household Income | | \$79,628 | \$98,940 |

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------|----------------------|---------------|
| Apparel and Services | 117 | \$3,227.85 | \$203,264,464 |
| Men's | 122 | \$606.55 | \$38,195,784 |
| Women's | 111 | \$1,064.75 | \$67,049,172 |
| Children's | 126 | \$551.32 | \$34,717,606 |
| Footwear | 101 | \$514.47 | \$32,397,009 |
| Watches & Jewelry | 141 | \$279.70 | \$17,613,084 |
| Apparel Products and Services ¹ | 143 | \$211.07 | \$13,291,809 |
| Computer | | | |
| Computers and Hardware for Home Use | 135 | \$294.79 | \$18,563,224 |
| Software and Accessories for Home Use | 141 | \$42.22 | \$2,658,896 |
| Entertainment & Recreation | 133 | \$4,568.38 | \$287,680,110 |
| Fees and Admissions | 143 | \$872.42 | \$54,937,822 |
| Membership Fees for Clubs ² | 141 | \$224.15 | \$14,114,971 |
| Fees for Participant Sports, excl. Trips | 144 | \$162.78 | \$10,250,896 |
| Admission to Movie/Theatre/Opera/Ballet | 135 | \$202.98 | \$12,782,117 |
| Admission to Sporting Events, excl. Trips | 148 | \$85.12 | \$5,359,875 |
| Fees for Recreational Lessons | 151 | \$197.39 | \$12,429,963 |
| TV/Video/Sound Equipment | 127 | \$1,474.21 | \$92,833,830 |
| Community Antenna or Cable Television | 122 | \$815.03 | \$51,324,136 |
| Color Televisions | 138 | \$190.63 | \$12,004,268 |
| VCRs, Video Cameras, and DVD Players | 132 | \$51.29 | \$3,229,558 |
| Video Cassettes and DVDs | 128 | \$77.72 | \$4,894,017 |
| Video Game Hardware and Software | 132 | \$43.33 | \$2,728,294 |
| Satellite Dishes | 132 | \$2.04 | \$128,649 |
| Rental of Video Cassettes and DVDs | 131 | \$78.31 | \$4,931,275 |
| Sound Equipment ³ | 132 | \$209.03 | \$13,162,861 |
| Rental and Repair of TV/Sound Equipment | 118 | \$6.84 | \$430,772 |
| Pets | 132 | \$579.25 | \$36,476,364 |
| Toys and Games | 132 | \$239.73 | \$15,096,250 |
| Recreational Vehicles and Fees ⁴ | 144 | \$653.15 | \$41,130,373 |
| Sports/Recreation/Exercise Equipment ⁵ | 126 | \$290.07 | \$18,266,251 |
| Photo Equipment and Supplies ⁶ | 136 | \$187.11 | \$11,782,429 |
| Reading ⁷ | 128 | \$272.45 | \$17,156,791 |
| Food | 125 | \$10,531.89 | \$663,214,225 |
| Food at Home | 123 | \$6,189.97 | \$389,795,013 |
| Bakery and Cereal Products | 123 | \$884.69 | \$55,710,406 |
| Meat, Poultry, Fish, and Eggs | 121 | \$1,599.18 | \$100,703,668 |
| Dairy Products | 123 | \$675.72 | \$42,551,677 |
| Fruit and Vegetables | 124 | \$1,082.92 | \$68,193,557 |
| Snacks and Other Food at Home ⁸ | 124 | \$1,947.46 | \$122,635,705 |
| Food Away from Home | 128 | \$4,341.92 | \$273,419,212 |
| Alcoholic Beverages | 125 | \$773.44 | \$48,705,163 |
| Nonalcoholic Beverages at Home | 122 | \$529.23 | \$33,326,973 |

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------------|----------------------------|---------------|
| Financial | | | |
| Investments | 145 | \$2,169.56 | \$136,621,642 |
| Vehicle Loans | 134 | \$8,230.27 | \$518,276,414 |
| Health | | | |
| Nonprescription Drugs | 120 | \$145.77 | \$9,179,353 |
| Prescription Drugs | 114 | \$657.38 | \$41,396,322 |
| Eyeglasses and Contact Lenses | 128 | \$106.22 | \$6,688,950 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 155 | \$13,495.28 | \$849,824,772 |
| Maintenance and Remodeling Services | 144 | \$2,844.07 | \$179,097,089 |
| Maintenance and Remodeling Materials ¹⁰ | 143 | \$535.75 | \$33,737,090 |
| Utilities, Fuel, and Public Services | 126 | \$5,508.52 | \$346,882,426 |
| Household Furnishings and Equipment | | | |
| Household Textiles ¹¹ | 138 | \$191.63 | \$12,067,526 |
| Furniture | 144 | \$926.74 | \$58,358,913 |
| Floor Coverings | 146 | \$131.84 | \$8,301,972 |
| Major Appliances ¹² | 133 | \$389.88 | \$24,551,473 |
| Housewares ¹³ | 125 | \$131.09 | \$8,254,977 |
| Small Appliances | 123 | \$45.30 | \$2,852,441 |
| Luggage | 143 | \$14.76 | \$929,301 |
| Telephones and Accessories | 110 | \$52.33 | \$3,295,134 |
| Household Operations | | | |
| Child Care | 155 | \$648.34 | \$40,827,087 |
| Lawn and Garden ¹⁴ | 130 | \$579.54 | \$36,494,759 |
| Moving/Storage/Freight Express | 127 | \$67.84 | \$4,272,188 |
| Housekeeping Supplies ¹⁵ | 125 | \$967.68 | \$60,936,859 |
| Insurance | | | |
| Owners and Renters Insurance | 139 | \$667.69 | \$42,046,032 |
| Vehicle Insurance | 128 | \$1,872.34 | \$117,904,853 |
| Life/Other Insurance | 134 | \$853.97 | \$53,776,201 |
| Health Insurance | 121 | \$2,375.80 | \$149,608,899 |
| Personal Care Products ¹⁶ | 128 | \$603.07 | \$37,976,649 |
| School Books and Supplies ¹⁷ | 117 | \$141.35 | \$8,901,299 |
| Smoking Products | 107 | \$514.52 | \$32,400,614 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 130 | \$7,485.78 | \$471,394,782 |
| Gasoline and Motor Oil | 125 | \$2,547.56 | \$160,424,955 |
| Vehicle Maintenance and Repairs | 131 | \$1,395.53 | \$87,879,289 |
| Travel | | | |
| Airline Fares | 139 | \$569.80 | \$35,881,218 |
| Lodging on Trips | 138 | \$565.10 | \$35,585,652 |
| Auto/Truck/Van Rental on Trips | 148 | \$64.36 | \$4,052,576 |
| Food and Drink on Trips | 136 | \$640.48 | \$40,332,604 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

Summary Demographics

| | |
|-------------------------------|----------|
| 2007 Population | 16,176 |
| 2007 Households | 5,519 |
| 2007 Median Disposable Income | \$61,094 |
| 2007 Per Capita Income | \$32,115 |

Industry Summary

| | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$196,243,888 | \$130,697,910 | \$65,545,978 | 20.0 | 45 |
| Total Retail Trade (NAICS 44-45) | \$168,611,639 | \$110,215,675 | \$58,395,964 | 20.9 | 33 |
| Total Food & Drink (NAICS 722) | \$27,632,249 | \$20,482,235 | \$7,150,014 | 14.9 | 12 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$47,278,812 | \$55,403,768 | \$-8,124,956 | -7.9 | 3 |
| Automobile Dealers (NAICS 4411) | \$40,093,432 | \$54,848,086 | \$-14,754,654 | -15.5 | 2 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$4,152,111 | \$0 | \$4,152,111 | 100.0 | 0 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$3,033,269 | \$555,682 | \$2,477,587 | 69.0 | 1 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$7,399,989 | \$2,289,114 | \$5,110,875 | 52.7 | 4 |
| Furniture Stores (NAICS 4421) | \$4,791,115 | \$1,954,045 | \$2,837,070 | 42.1 | 2 |
| Home Furnishings Stores (NAICS 4422) | \$2,608,874 | \$335,069 | \$2,273,805 | 77.2 | 2 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$5,067,307 | \$1,761,008 | \$3,306,299 | 48.4 | 3 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$6,583,065 | \$2,763,833 | \$3,819,232 | 40.9 | 3 |
| Building Material and Supplies Dealers (NAICS 4441) | \$6,120,477 | \$2,618,987 | \$3,501,490 | 40.1 | 2 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$462,588 | \$144,846 | \$317,742 | 52.3 | 1 |
| Food & Beverage Stores (NAICS 445) | \$28,040,021 | \$12,526,266 | \$15,513,755 | 38.2 | 2 |
| Grocery Stores (NAICS 4451) | \$26,244,636 | \$12,411,841 | \$13,832,795 | 35.8 | 1 |
| Specialty Food Stores (NAICS 4452) | \$1,072,938 | \$114,425 | \$958,513 | 80.7 | 1 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$722,447 | \$0 | \$722,447 | 100.0 | 0 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$3,219,427 | \$9,634,188 | \$-6,414,761 | -49.9 | 4 |
| Gasoline Stations (NAICS 447/4471) | \$20,425,538 | \$2,174,781 | \$18,250,757 | 80.8 | 1 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$12,147,443 | \$3,062,574 | \$9,084,869 | 59.7 | 3 |
| Clothing Stores (NAICS 4481) | \$9,430,902 | \$2,649,242 | \$6,781,660 | 56.1 | 3 |
| Shoe Stores (NAICS 4482) | \$1,658,246 | \$312,021 | \$1,346,225 | 68.3 | 0 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$1,058,295 | \$101,311 | \$956,984 | 82.5 | 0 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$2,424,209 | \$1,602,122 | \$822,087 | 20.4 | 2 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$1,315,056 | \$669,448 | \$645,608 | 32.5 | 1 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$1,109,153 | \$932,674 | \$176,479 | 8.6 | 1 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

Great Mall of LV

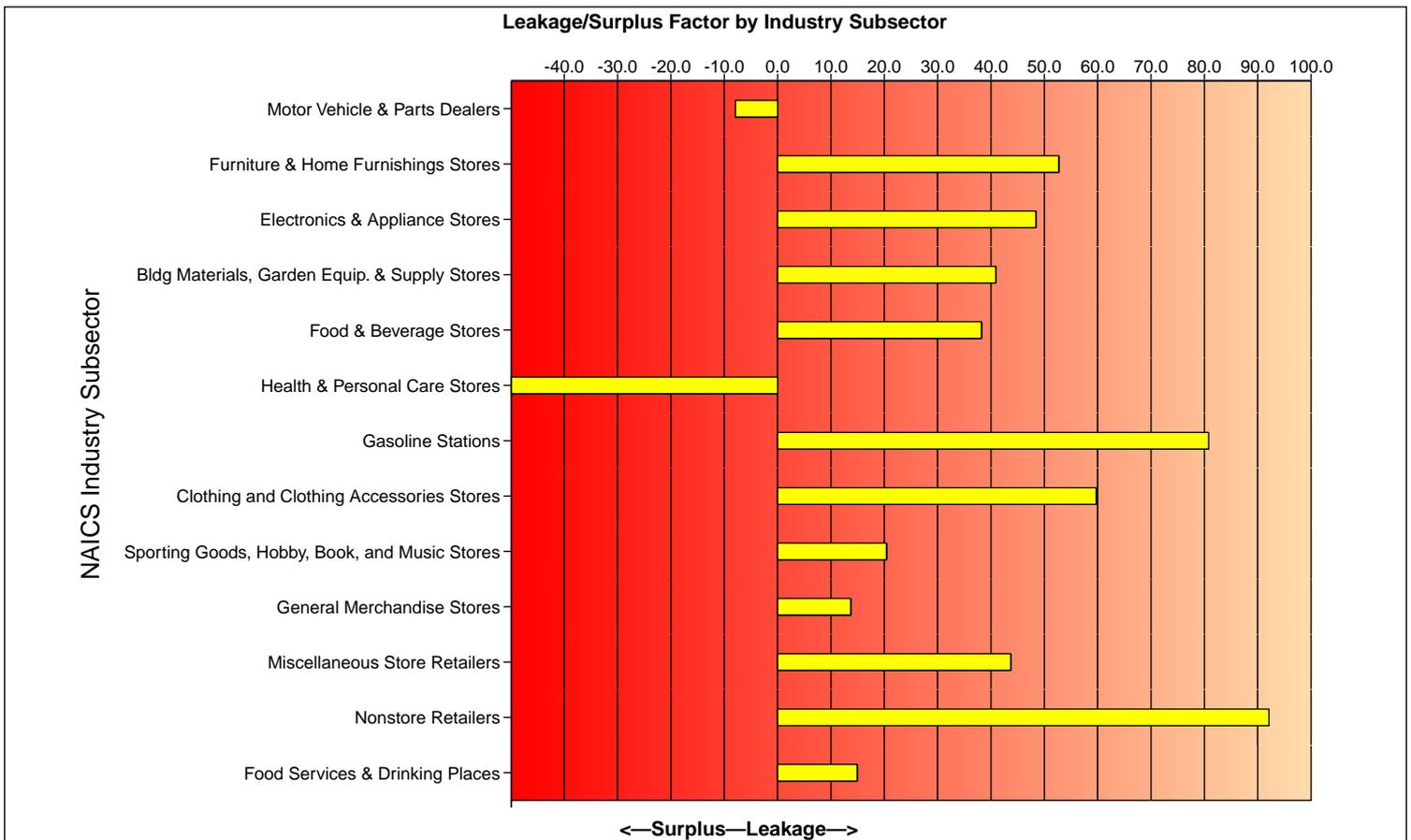
Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$22,514,839 | \$17,090,456 | \$5,424,383 | 13.7 | 2 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$10,101,346 | \$15,715,453 | -\$5,614,107 | -21.7 | 2 |
| Other General Merchandise Stores (NAICS 4529) | \$12,413,493 | \$1,375,003 | \$11,038,490 | 80.1 | 0 |
| Miscellaneous Store Retailers (NAICS 453) | \$3,855,268 | \$1,509,705 | \$2,345,563 | 43.7 | 5 |
| Florists (NAICS 4531) | \$300,639 | \$8,744 | \$291,895 | 94.3 | 0 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$1,653,654 | \$925,219 | \$728,435 | 28.2 | 3 |
| Used Merchandise Stores (NAICS 4533) | \$292,074 | \$0 | \$292,074 | 100.0 | 0 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$1,608,901 | \$575,742 | \$1,033,159 | 47.3 | 2 |
| Nonstore Retailers (NAICS 454) | \$9,655,721 | \$397,860 | \$9,257,861 | 92.1 | 1 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$7,862,602 | \$0 | \$7,862,602 | 100.0 | 0 |
| Vending Machine Operators (NAICS 4542) | \$557,547 | \$224,802 | \$332,745 | 42.5 | 1 |
| Direct Selling Establishments (NAICS 4543) | \$1,235,572 | \$173,058 | \$1,062,514 | 75.4 | 0 |
| Food Services & Drinking Places (NAICS 722) | \$27,632,249 | \$20,482,235 | \$7,150,014 | 14.9 | 12 |
| Full-Service Restaurants (NAICS 7221) | \$14,717,440 | \$16,136,614 | -\$1,419,174 | -4.6 | 1 |
| Limited-Service Eating Places (NAICS 7222) | \$8,856,773 | \$2,268,616 | \$6,588,157 | 59.2 | 10 |
| Special Food Services (NAICS 7223) | \$2,214,032 | \$1,352,286 | \$861,746 | 24.2 | 0 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$1,844,004 | \$724,719 | \$1,119,285 | 43.6 | 1 |



Source: ESRI and infoUSA®

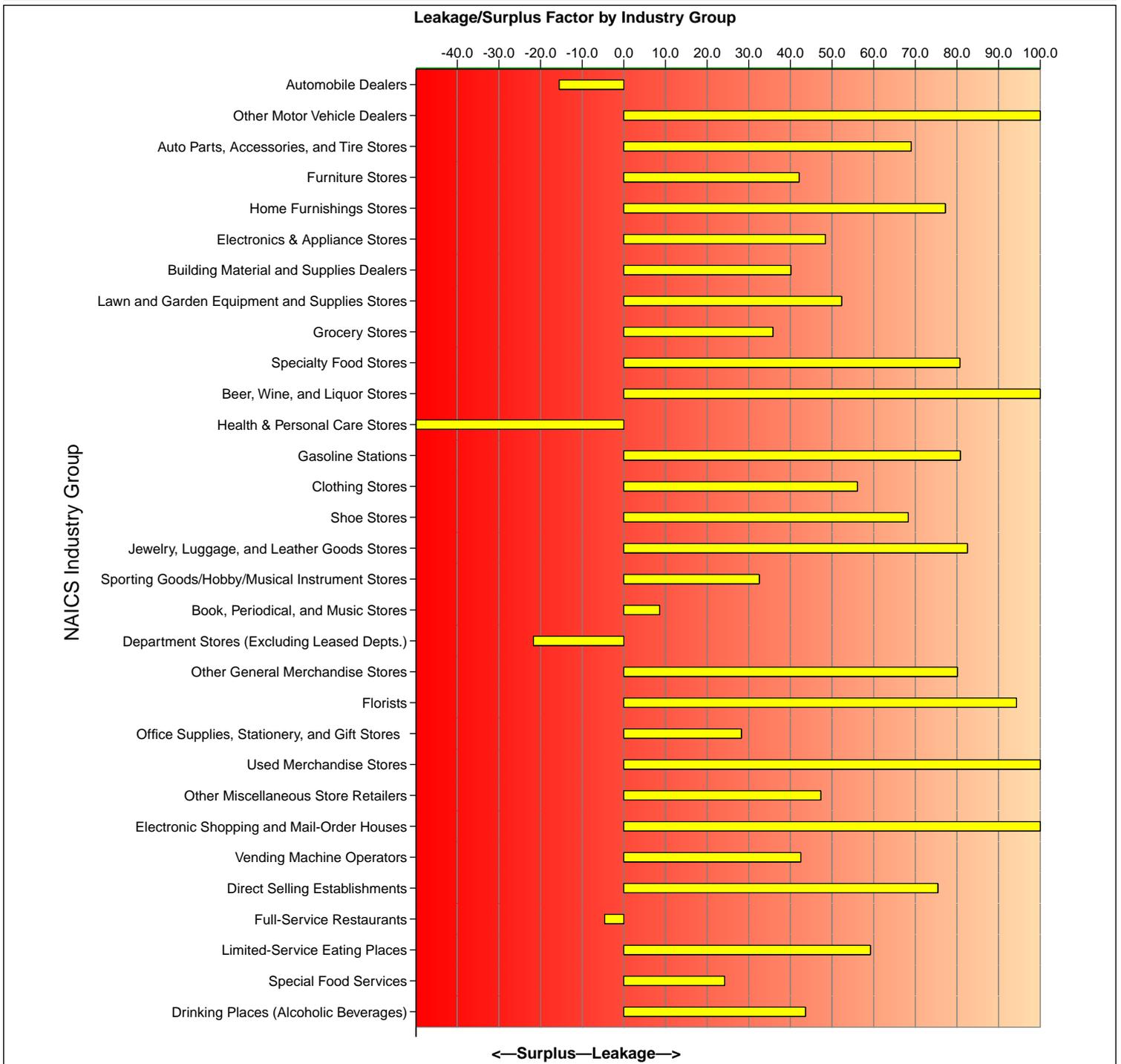
Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 1.0 mile



Source: ESRI and infoUSA®

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

Summary Demographics

| | |
|-------------------------------|----------|
| 2007 Population | 82,259 |
| 2007 Households | 27,479 |
| 2007 Median Disposable Income | \$63,579 |
| 2007 Per Capita Income | \$34,929 |

Industry Summary

| | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$1,066,227,901 | \$694,293,550 | \$371,934,351 | 21.1 | 234 |
| Total Retail Trade (NAICS 44-45) | \$915,295,358 | \$623,426,505 | \$291,868,853 | 19.0 | 173 |
| Total Food & Drink (NAICS 722) | \$150,932,543 | \$70,867,045 | \$80,065,498 | 36.1 | 61 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$254,804,584 | \$377,189,159 | \$-122,384,575 | -19.4 | 16 |
| Automobile Dealers (NAICS 4411) | \$215,803,709 | \$373,359,239 | \$-157,555,530 | -26.7 | 10 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$22,531,771 | \$1,668,396 | \$20,863,375 | 86.2 | 2 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$16,469,104 | \$2,161,524 | \$14,307,580 | 76.8 | 4 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$40,446,546 | \$9,730,625 | \$30,715,921 | 61.2 | 16 |
| Furniture Stores (NAICS 4421) | \$26,128,615 | \$8,199,293 | \$17,929,322 | 52.2 | 7 |
| Home Furnishings Stores (NAICS 4422) | \$14,317,931 | \$1,531,332 | \$12,786,599 | 80.7 | 9 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$27,545,262 | \$9,358,393 | \$18,186,869 | 49.3 | 17 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$36,360,143 | \$11,683,241 | \$24,676,902 | 51.4 | 11 |
| Building Material and Supplies Dealers (NAICS 4441) | \$33,806,748 | \$11,257,224 | \$22,549,524 | 50.0 | 9 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$2,553,395 | \$426,017 | \$2,127,378 | 71.4 | 2 |
| Food & Beverage Stores (NAICS 445) | \$152,309,479 | \$55,230,612 | \$97,078,867 | 46.8 | 9 |
| Grocery Stores (NAICS 4451) | \$142,563,201 | \$54,602,373 | \$87,960,828 | 44.6 | 6 |
| Specialty Food Stores (NAICS 4452) | \$5,820,615 | \$628,239 | \$5,192,376 | 80.5 | 3 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$3,925,663 | \$0 | \$3,925,663 | 100.0 | 0 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$17,543,389 | \$32,121,325 | \$-14,577,936 | -29.4 | 14 |
| Gasoline Stations (NAICS 447/4471) | \$110,392,040 | \$19,969,548 | \$90,422,492 | 69.4 | 8 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$66,493,042 | \$16,651,051 | \$49,841,991 | 59.9 | 19 |
| Clothing Stores (NAICS 4481) | \$51,630,270 | \$14,381,468 | \$37,248,802 | 56.4 | 15 |
| Shoe Stores (NAICS 4482) | \$9,052,004 | \$1,297,349 | \$7,754,655 | 74.9 | 2 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$5,810,768 | \$972,234 | \$4,838,534 | 71.3 | 2 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$13,181,806 | \$6,601,684 | \$6,580,122 | 33.3 | 15 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$7,146,094 | \$3,522,142 | \$3,623,952 | 34.0 | 11 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$6,035,712 | \$3,079,542 | \$2,956,170 | 32.4 | 4 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

Great Mall of LV

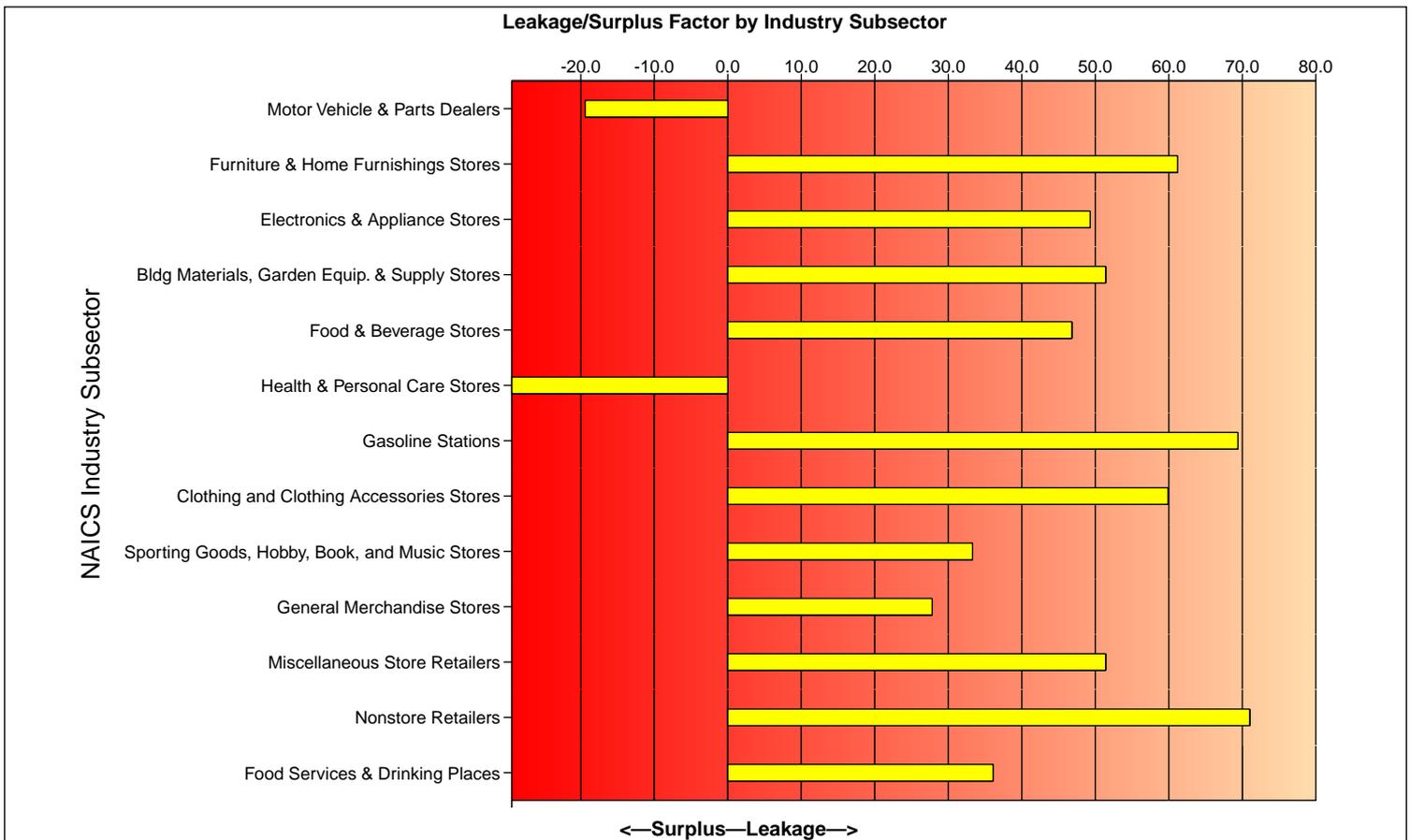
Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 3.0 mile

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$122,427,814 | \$69,174,321 | \$53,253,493 | 27.8 | 8 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$54,970,379 | \$64,766,224 | \$-9,795,845 | -8.2 | 7 |
| Other General Merchandise Stores (NAICS 4529) | \$67,457,435 | \$4,408,097 | \$63,049,338 | 87.7 | 1 |
| Miscellaneous Store Retailers (NAICS 453) | \$21,008,827 | \$6,748,159 | \$14,260,668 | 51.4 | 29 |
| Florists (NAICS 4531) | \$1,658,888 | \$144,048 | \$1,514,840 | 84.0 | 2 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$9,011,471 | \$3,906,305 | \$5,105,166 | 39.5 | 14 |
| Used Merchandise Stores (NAICS 4533) | \$1,592,438 | \$132,864 | \$1,459,574 | 84.6 | 1 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$8,746,030 | \$2,564,942 | \$6,181,088 | 54.6 | 12 |
| Nonstore Retailers (NAICS 454) | \$52,782,426 | \$8,968,387 | \$43,814,039 | 71.0 | 11 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$42,760,672 | \$6,692,193 | \$36,068,479 | 72.9 | 1 |
| Vending Machine Operators (NAICS 4542) | \$3,025,678 | \$1,415,992 | \$1,609,686 | 36.2 | 8 |
| Direct Selling Establishments (NAICS 4543) | \$6,996,076 | \$860,202 | \$6,135,874 | 78.1 | 2 |
| Food Services & Drinking Places (NAICS 722) | \$150,932,543 | \$70,867,045 | \$80,065,498 | 36.1 | 61 |
| Full-Service Restaurants (NAICS 7221) | \$80,385,239 | \$52,011,959 | \$28,373,280 | 21.4 | 4 |
| Limited-Service Eating Places (NAICS 7222) | \$48,241,508 | \$11,543,164 | \$36,698,344 | 61.4 | 51 |
| Special Food Services (NAICS 7223) | \$12,061,670 | \$4,682,587 | \$7,379,083 | 44.1 | 3 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$10,244,126 | \$2,629,335 | \$7,614,791 | 59.2 | 3 |



Source: ESRI and infoUSA®

Great Mall of LV

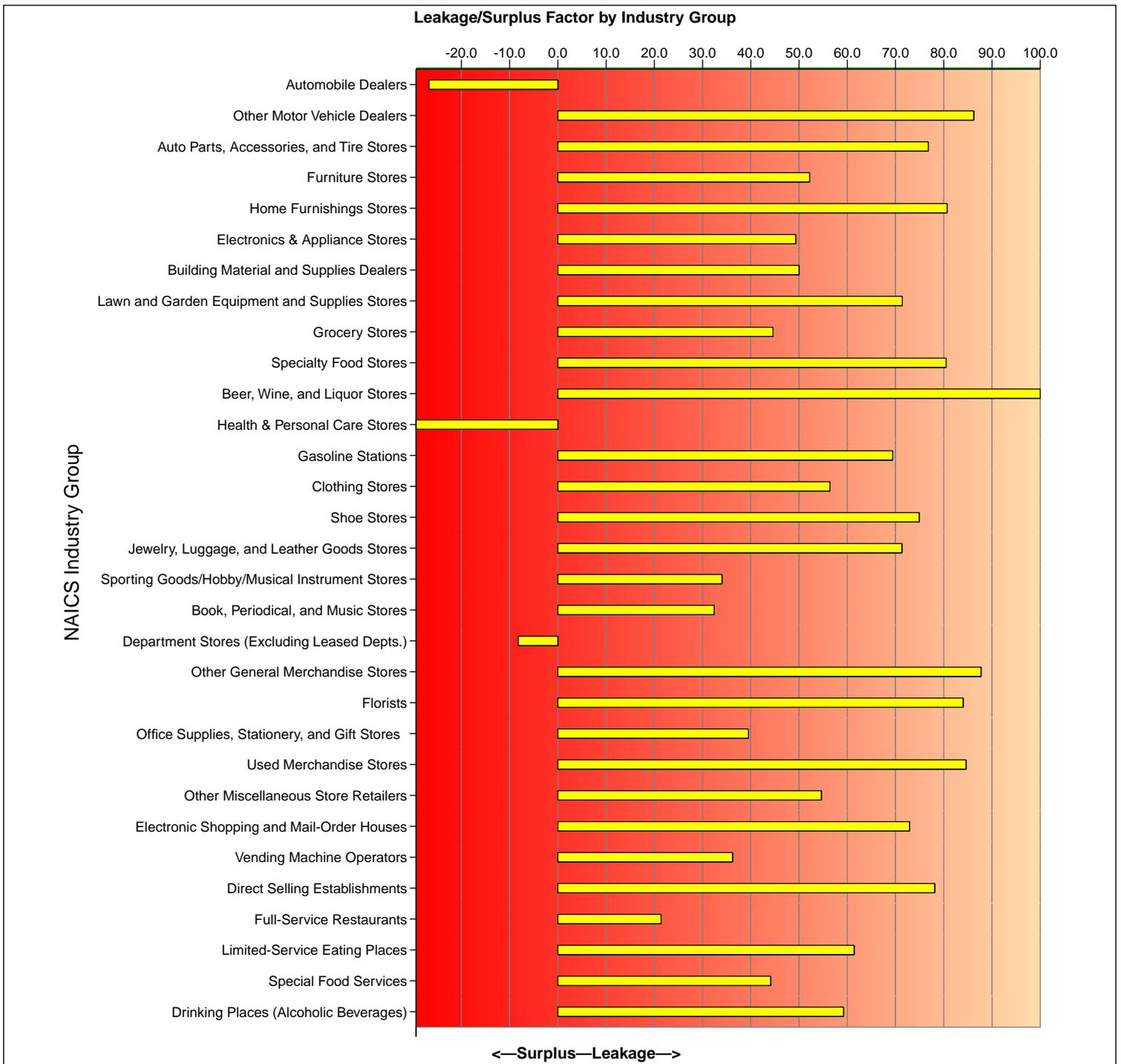
Latitude: 36.286314

Longitude: -115.278914

Radius: 3.0 mile

Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

Summary Demographics

| | |
|-------------------------------|----------|
| 2007 Population | 177,809 |
| 2007 Households | 62,972 |
| 2007 Median Disposable Income | \$61,346 |
| 2007 Per Capita Income | \$34,324 |

Industry Summary

| | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|-----------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$2,373,051,746 | \$1,292,750,405 | \$1,080,301,341 | 29.5 | 679 |
| Total Retail Trade (NAICS 44-45) | \$2,036,723,857 | \$1,102,201,678 | \$934,522,179 | 29.8 | 507 |
| Total Food & Drink (NAICS 722) | \$336,327,889 | \$190,548,727 | \$145,779,162 | 27.7 | 172 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$566,799,773 | \$465,014,822 | \$101,784,951 | 9.9 | 41 |
| Automobile Dealers (NAICS 4411) | \$480,544,906 | \$444,935,517 | \$35,609,389 | 3.8 | 13 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$49,599,362 | \$7,977,546 | \$41,621,816 | 72.3 | 5 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$36,655,505 | \$12,101,759 | \$24,553,746 | 50.4 | 23 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$90,064,018 | \$23,847,274 | \$66,216,744 | 58.1 | 42 |
| Furniture Stores (NAICS 4421) | \$58,293,693 | \$19,876,333 | \$38,417,360 | 49.1 | 19 |
| Home Furnishings Stores (NAICS 4422) | \$31,770,325 | \$3,970,941 | \$27,799,384 | 77.8 | 23 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$61,380,203 | \$20,376,874 | \$41,003,329 | 50.2 | 51 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$80,306,645 | \$27,612,797 | \$52,693,848 | 48.8 | 43 |
| Building Material and Supplies Dealers (NAICS 4441) | \$74,694,672 | \$24,712,689 | \$49,981,983 | 50.3 | 38 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$5,611,973 | \$2,900,108 | \$2,711,865 | 31.9 | 5 |
| Food & Beverage Stores (NAICS 445) | \$339,380,521 | \$175,939,465 | \$163,441,056 | 31.7 | 29 |
| Grocery Stores (NAICS 4451) | \$317,637,829 | \$171,441,093 | \$146,196,736 | 29.9 | 15 |
| Specialty Food Stores (NAICS 4452) | \$12,977,417 | \$1,823,153 | \$11,154,264 | 75.4 | 13 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$8,765,275 | \$2,675,219 | \$6,090,056 | 53.2 | 1 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$38,920,501 | \$77,088,627 | \$-38,168,126 | -32.9 | 40 |
| Gasoline Stations (NAICS 447/4471) | \$245,771,432 | \$72,857,596 | \$172,913,836 | 54.3 | 24 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$148,268,091 | \$45,717,649 | \$102,550,442 | 52.9 | 56 |
| Clothing Stores (NAICS 4481) | \$115,087,765 | \$39,121,553 | \$75,966,212 | 49.3 | 41 |
| Shoe Stores (NAICS 4482) | \$20,244,375 | \$2,806,693 | \$17,437,682 | 75.6 | 5 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$12,935,951 | \$3,789,403 | \$9,146,548 | 54.7 | 10 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$29,419,987 | \$11,395,175 | \$18,024,812 | 44.2 | 40 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$15,948,383 | \$6,584,895 | \$9,363,488 | 41.6 | 27 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$13,471,604 | \$4,810,280 | \$8,661,324 | 47.4 | 13 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

Great Mall of LV

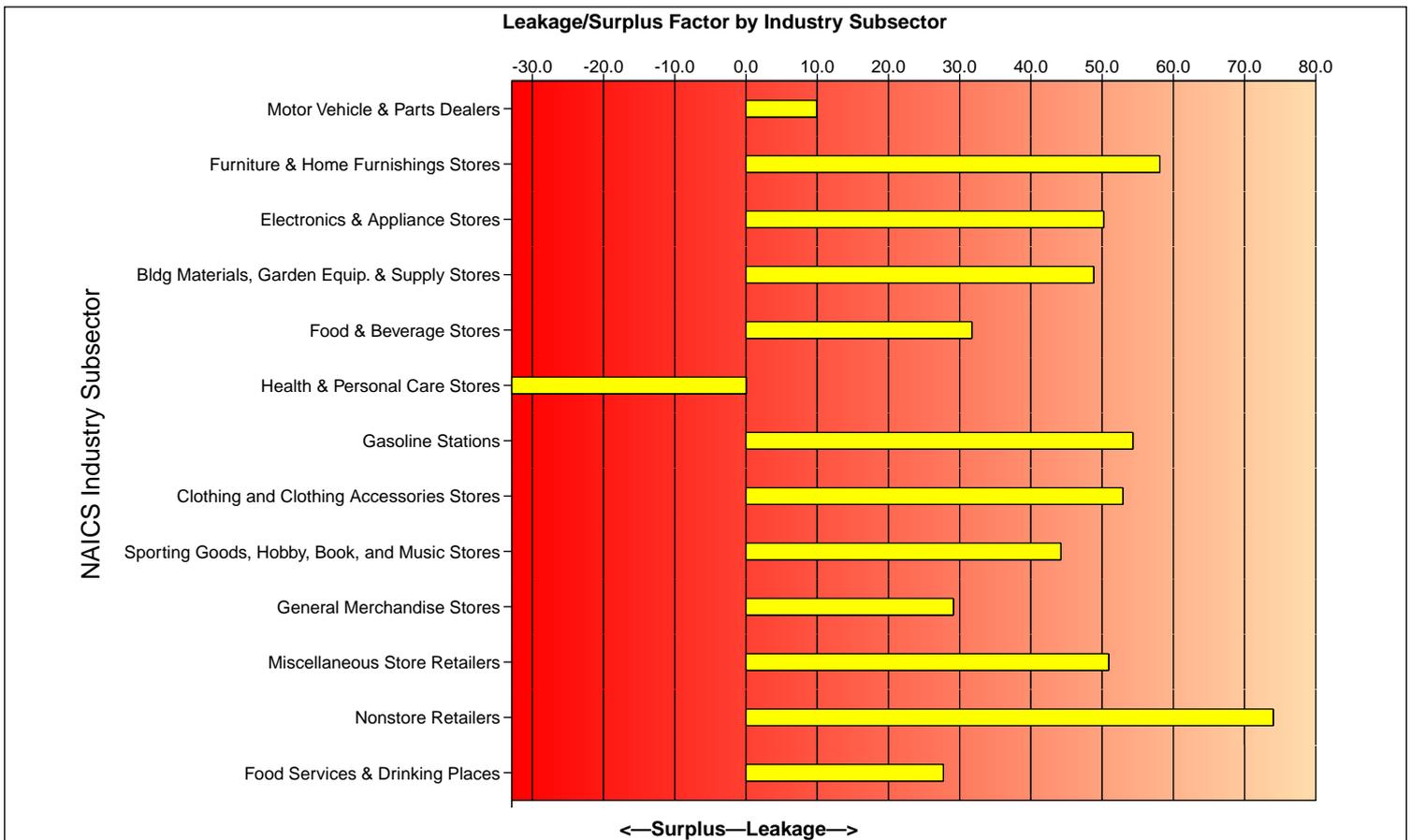
Latitude: 36.286314

Longitude: -115.278914

Site Type: Radius

Radius: 5.0 mile

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$272,651,120 | \$149,667,649 | \$122,983,471 | 29.1 | 21 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$122,434,349 | \$107,548,078 | \$14,886,271 | 6.5 | 14 |
| Other General Merchandise Stores (NAICS 4529) | \$150,216,771 | \$42,119,571 | \$108,097,200 | 56.2 | 7 |
| Miscellaneous Store Retailers (NAICS 453) | \$46,658,364 | \$15,162,453 | \$31,495,911 | 50.9 | 91 |
| Florists (NAICS 4531) | \$3,647,115 | \$694,006 | \$2,953,109 | 68.0 | 7 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$20,054,189 | \$7,779,591 | \$12,274,598 | 44.1 | 41 |
| Used Merchandise Stores (NAICS 4533) | \$3,555,353 | \$382,301 | \$3,173,052 | 80.6 | 2 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$19,401,707 | \$6,306,555 | \$13,095,152 | 50.9 | 41 |
| Nonstore Retailers (NAICS 454) | \$117,103,202 | \$17,521,297 | \$99,581,905 | 74.0 | 29 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$94,970,418 | \$11,153,655 | \$83,816,763 | 79.0 | 1 |
| Vending Machine Operators (NAICS 4542) | \$6,743,825 | \$3,219,573 | \$3,524,252 | 35.4 | 17 |
| Direct Selling Establishments (NAICS 4543) | \$15,388,959 | \$3,148,069 | \$12,240,890 | 66.0 | 11 |
| Food Services & Drinking Places (NAICS 722) | \$336,327,889 | \$190,548,727 | \$145,779,162 | 27.7 | 172 |
| Full-Service Restaurants (NAICS 7221) | \$179,140,688 | \$143,654,508 | \$35,486,180 | 11.0 | 11 |
| Limited-Service Eating Places (NAICS 7222) | \$107,568,148 | \$31,793,308 | \$75,774,840 | 54.4 | 144 |
| Special Food Services (NAICS 7223) | \$26,897,454 | \$5,464,967 | \$21,432,487 | 66.2 | 4 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$22,721,599 | \$9,635,944 | \$13,085,655 | 40.4 | 13 |



Source: ESRI and infoUSA®

Great Mall of LV

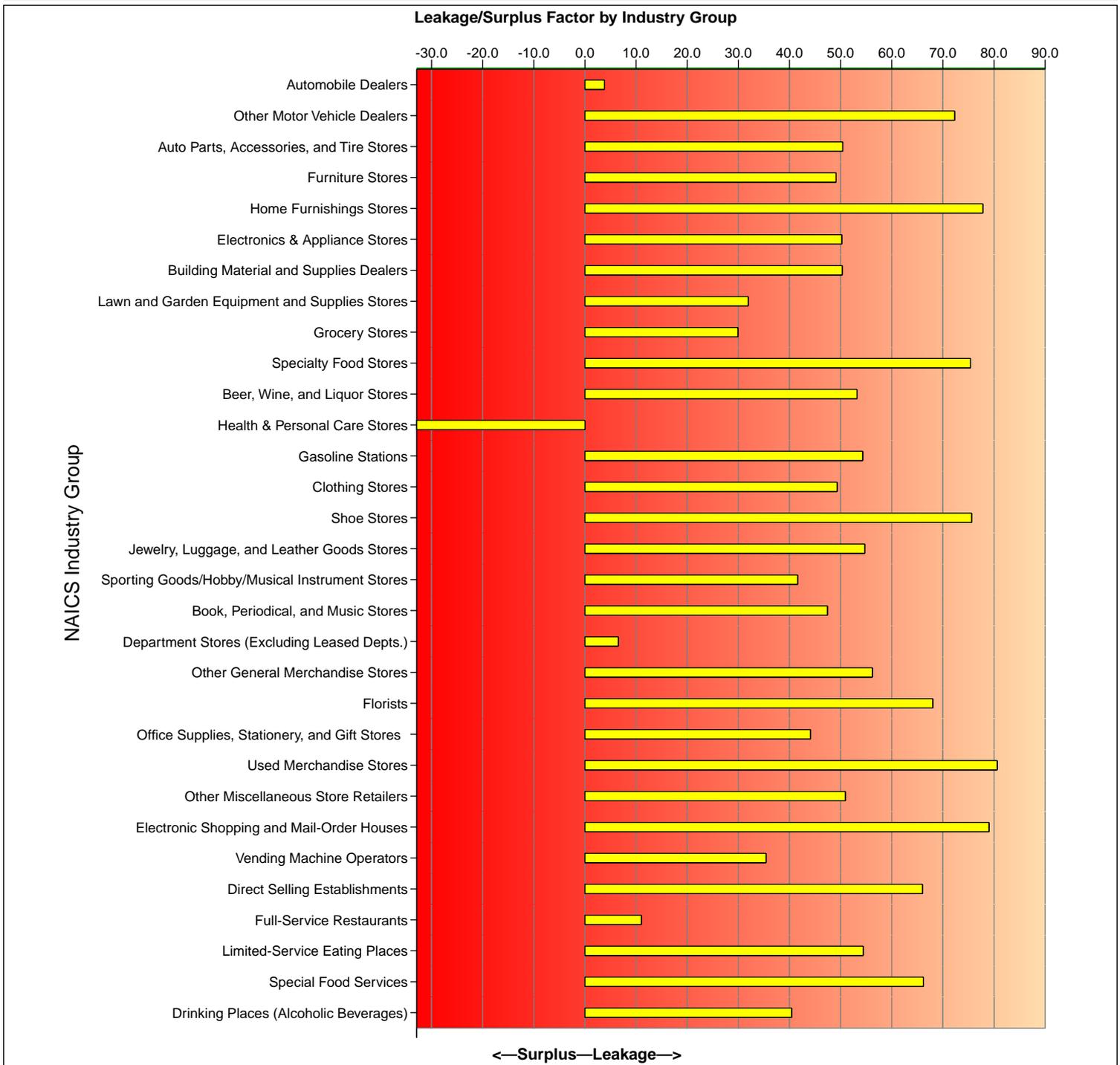
Latitude: 36.286314

Longitude: -115.278914

Radius: 5.0 mile

Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Drivetime

Drivetime: 10 minutes

Summary Demographics

| | |
|-------------------------------|----------|
| 2007 Population | 112,751 |
| 2007 Households | 40,330 |
| 2007 Median Disposable Income | \$60,720 |
| 2007 Per Capita Income | \$33,743 |

Industry Summary

| | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$1,488,426,021 | \$1,065,699,420 | \$422,726,601 | 16.6 | 529 |
| Total Retail Trade (NAICS 44-45) | \$1,277,350,037 | \$918,544,502 | \$358,805,535 | 16.3 | 396 |
| Total Food & Drink (NAICS 722) | \$211,075,984 | \$147,154,918 | \$63,921,066 | 17.8 | 133 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$354,516,996 | \$394,645,403 | \$-40,128,407 | -5.4 | 30 |
| Automobile Dealers (NAICS 4411) | \$300,467,164 | \$380,850,399 | \$-80,383,235 | -11.8 | 10 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$31,082,063 | \$4,639,234 | \$26,442,829 | 74.0 | 3 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$22,967,769 | \$9,155,770 | \$13,811,999 | 43.0 | 17 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$56,046,086 | \$22,735,596 | \$33,310,490 | 42.3 | 26 |
| Furniture Stores (NAICS 4421) | \$36,208,685 | \$20,053,018 | \$16,155,667 | 28.7 | 13 |
| Home Furnishings Stores (NAICS 4422) | \$19,837,401 | \$2,682,578 | \$17,154,823 | 76.2 | 13 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$38,368,280 | \$25,197,630 | \$13,170,650 | 20.7 | 48 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$50,210,343 | \$21,783,430 | \$28,426,913 | 39.5 | 31 |
| Building Material and Supplies Dealers (NAICS 4441) | \$46,667,879 | \$19,828,652 | \$26,839,227 | 40.4 | 28 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$3,542,464 | \$1,954,778 | \$1,587,686 | 28.9 | 3 |
| Food & Beverage Stores (NAICS 445) | \$213,484,196 | \$115,703,945 | \$97,780,251 | 29.7 | 21 |
| Grocery Stores (NAICS 4451) | \$199,821,748 | \$111,776,877 | \$88,044,871 | 28.3 | 11 |
| Specialty Food Stores (NAICS 4452) | \$8,160,620 | \$1,267,805 | \$6,892,815 | 73.1 | 9 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$5,501,828 | \$2,659,263 | \$2,842,565 | 34.8 | 1 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$24,514,601 | \$59,661,436 | \$-35,146,835 | -41.8 | 32 |
| Gasoline Stations (NAICS 447/4471) | \$154,372,711 | \$62,657,201 | \$91,715,510 | 42.3 | 21 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$93,096,864 | \$39,050,682 | \$54,046,182 | 40.9 | 45 |
| Clothing Stores (NAICS 4481) | \$72,279,178 | \$31,379,329 | \$40,899,849 | 39.5 | 30 |
| Shoe Stores (NAICS 4482) | \$12,727,582 | \$3,926,384 | \$8,801,198 | 52.8 | 6 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$8,090,104 | \$3,744,969 | \$4,345,135 | 36.7 | 9 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$18,379,259 | \$8,536,947 | \$9,842,312 | 36.6 | 28 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$9,945,633 | \$4,815,932 | \$5,129,701 | 34.8 | 19 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$8,433,626 | \$3,721,015 | \$4,712,611 | 38.8 | 9 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

Great Mall of LV

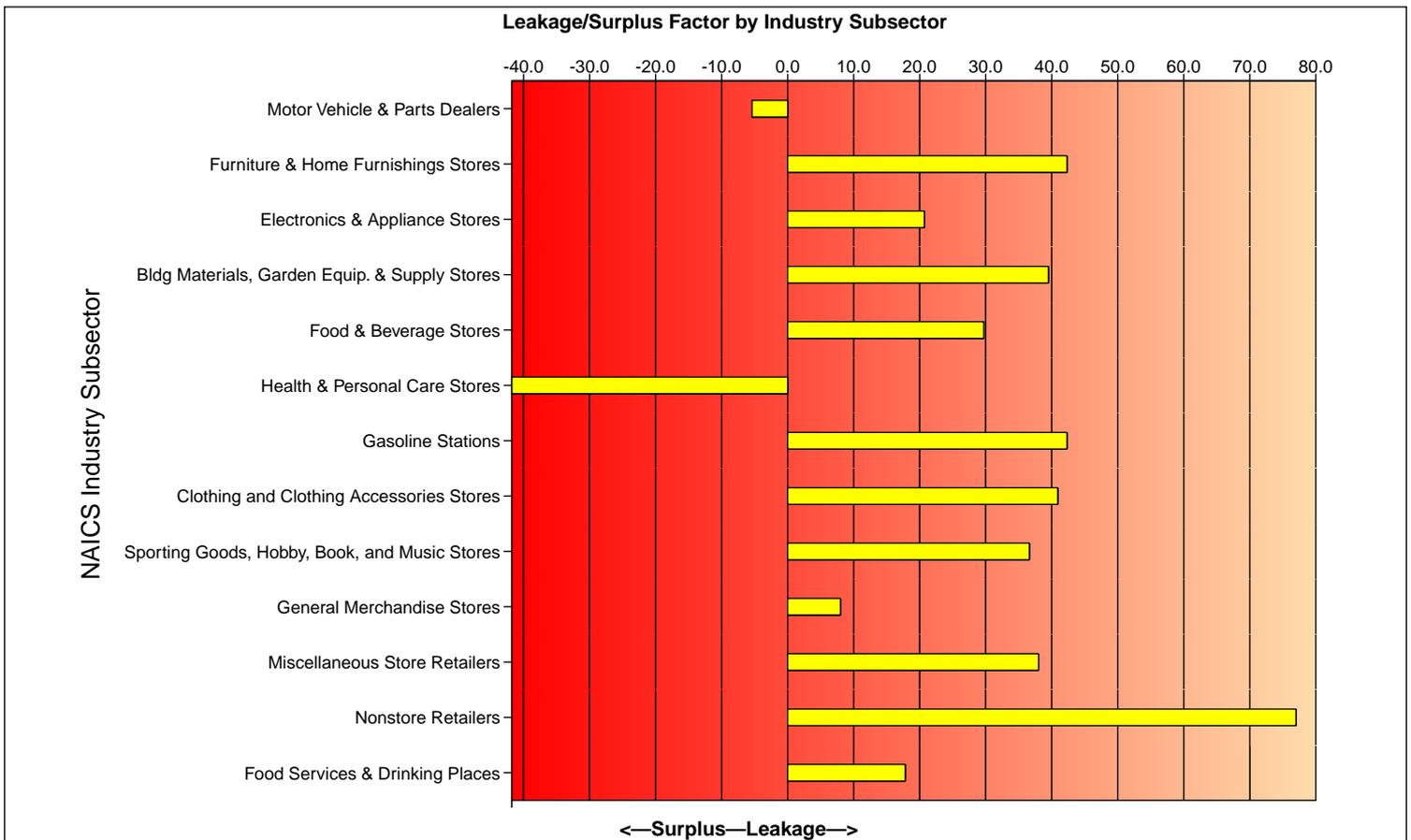
Latitude: 36.286314

Longitude: -115.278914

Site Type: Drivetime

Drivetime: 10 minutes

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$171,083,758 | \$145,812,561 | \$25,271,197 | 8.0 | 21 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$76,674,969 | \$102,714,889 | -\$26,039,920 | -14.5 | 15 |
| Other General Merchandise Stores (NAICS 4529) | \$94,408,789 | \$43,097,672 | \$51,311,117 | 37.3 | 6 |
| Miscellaneous Store Retailers (NAICS 453) | \$29,304,429 | \$13,170,330 | \$16,134,099 | 38.0 | 71 |
| Florists (NAICS 4531) | \$2,301,861 | \$608,405 | \$1,693,456 | 58.2 | 6 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$12,548,061 | \$6,357,269 | \$6,190,792 | 32.7 | 33 |
| Used Merchandise Stores (NAICS 4533) | \$2,211,565 | \$1,957,572 | \$253,993 | 6.1 | 5 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$12,242,942 | \$4,247,084 | \$7,995,858 | 48.5 | 27 |
| Nonstore Retailers (NAICS 454) | \$73,972,514 | \$9,589,341 | \$64,383,173 | 77.0 | 22 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$59,783,934 | \$4,461,462 | \$55,322,472 | 86.1 | 0 |
| Vending Machine Operators (NAICS 4542) | \$4,248,061 | \$2,492,198 | \$1,755,863 | 26.1 | 13 |
| Direct Selling Establishments (NAICS 4543) | \$9,940,519 | \$2,635,681 | \$7,304,838 | 58.1 | 9 |
| Food Services & Drinking Places (NAICS 722) | \$211,075,984 | \$147,154,918 | \$63,921,066 | 17.8 | 133 |
| Full-Service Restaurants (NAICS 7221) | \$112,426,985 | \$109,981,267 | \$2,445,718 | 1.1 | 8 |
| Limited-Service Eating Places (NAICS 7222) | \$67,471,725 | \$26,984,132 | \$40,487,593 | 42.9 | 112 |
| Special Food Services (NAICS 7223) | \$16,873,033 | \$3,987,081 | \$12,885,952 | 61.8 | 3 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$14,304,241 | \$6,202,438 | \$8,101,803 | 39.5 | 10 |



Source: ESRI and infoUSA®

Great Mall of LV

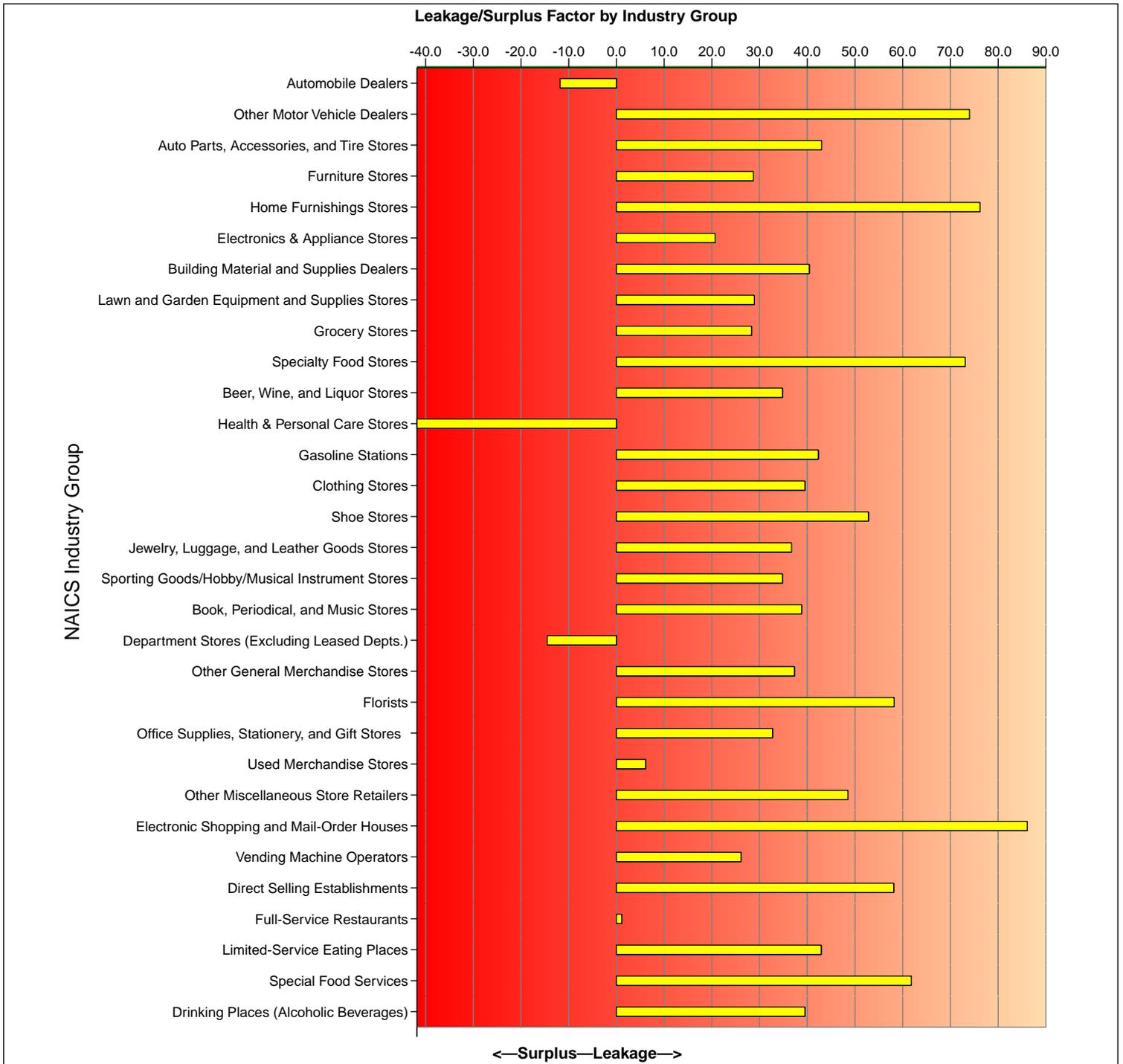
Latitude: 36.286314

Longitude: -115.278914

Drivetime: 10 minutes

Site Type: Drivetime

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Drivetime

Drivetime: 15 minutes

Summary Demographics

| | |
|-------------------------------|----------|
| 2007 Population | 389,699 |
| 2007 Households | 140,683 |
| 2007 Median Disposable Income | \$54,435 |
| 2007 Per Capita Income | \$30,435 |

Industry Summary

| | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|-----------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$4,640,768,824 | \$3,138,561,855 | \$1,502,206,969 | 19.3 | 1,914 |
| Total Retail Trade (NAICS 44-45) | \$3,981,305,752 | \$2,676,280,134 | \$1,305,025,618 | 19.6 | 1,404 |
| Total Food & Drink (NAICS 722) | \$659,463,072 | \$462,281,721 | \$197,181,351 | 17.6 | 510 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$1,099,568,785 | \$657,922,463 | \$441,646,322 | 25.1 | 86 |
| Automobile Dealers (NAICS 4411) | \$934,194,560 | \$588,299,667 | \$345,894,893 | 22.7 | 18 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$93,449,862 | \$29,154,474 | \$64,295,388 | 52.4 | 15 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$71,924,363 | \$40,468,322 | \$31,456,041 | 28.0 | 53 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$171,989,365 | \$69,875,863 | \$102,113,502 | 42.2 | 108 |
| Furniture Stores (NAICS 4421) | \$111,303,285 | \$58,462,169 | \$52,841,116 | 31.1 | 56 |
| Home Furnishings Stores (NAICS 4422) | \$60,686,080 | \$11,413,694 | \$49,272,386 | 68.3 | 52 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$119,526,609 | \$70,239,177 | \$49,287,432 | 26.0 | 134 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$151,653,177 | \$62,819,110 | \$88,834,067 | 41.4 | 88 |
| Building Material and Supplies Dealers (NAICS 4441) | \$140,997,723 | \$55,595,251 | \$85,402,472 | 43.4 | 76 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$10,655,454 | \$7,223,859 | \$3,431,595 | 19.2 | 12 |
| Food & Beverage Stores (NAICS 445) | \$672,212,059 | \$527,645,718 | \$144,566,341 | 12.0 | 98 |
| Grocery Stores (NAICS 4451) | \$629,116,424 | \$512,414,120 | \$116,702,304 | 10.2 | 59 |
| Specialty Food Stores (NAICS 4452) | \$25,730,713 | \$6,094,371 | \$19,636,342 | 61.7 | 33 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$17,364,922 | \$9,137,227 | \$8,227,695 | 31.0 | 6 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$76,653,116 | \$174,053,876 | \$-97,400,760 | -38.9 | 132 |
| Gasoline Stations (NAICS 447/4471) | \$483,778,124 | \$242,055,662 | \$241,722,462 | 33.3 | 72 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$290,814,518 | \$210,188,840 | \$80,625,678 | 16.1 | 201 |
| Clothing Stores (NAICS 4481) | \$225,647,420 | \$155,100,163 | \$70,547,257 | 18.5 | 124 |
| Shoe Stores (NAICS 4482) | \$40,164,877 | \$27,822,095 | \$12,342,782 | 18.2 | 29 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$25,002,221 | \$27,266,582 | \$-2,264,361 | -4.3 | 48 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$57,611,863 | \$42,046,556 | \$15,565,307 | 15.6 | 103 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$30,933,146 | \$23,447,214 | \$7,485,932 | 13.8 | 70 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$26,678,717 | \$18,599,342 | \$8,079,375 | 17.8 | 33 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

Great Mall of LV

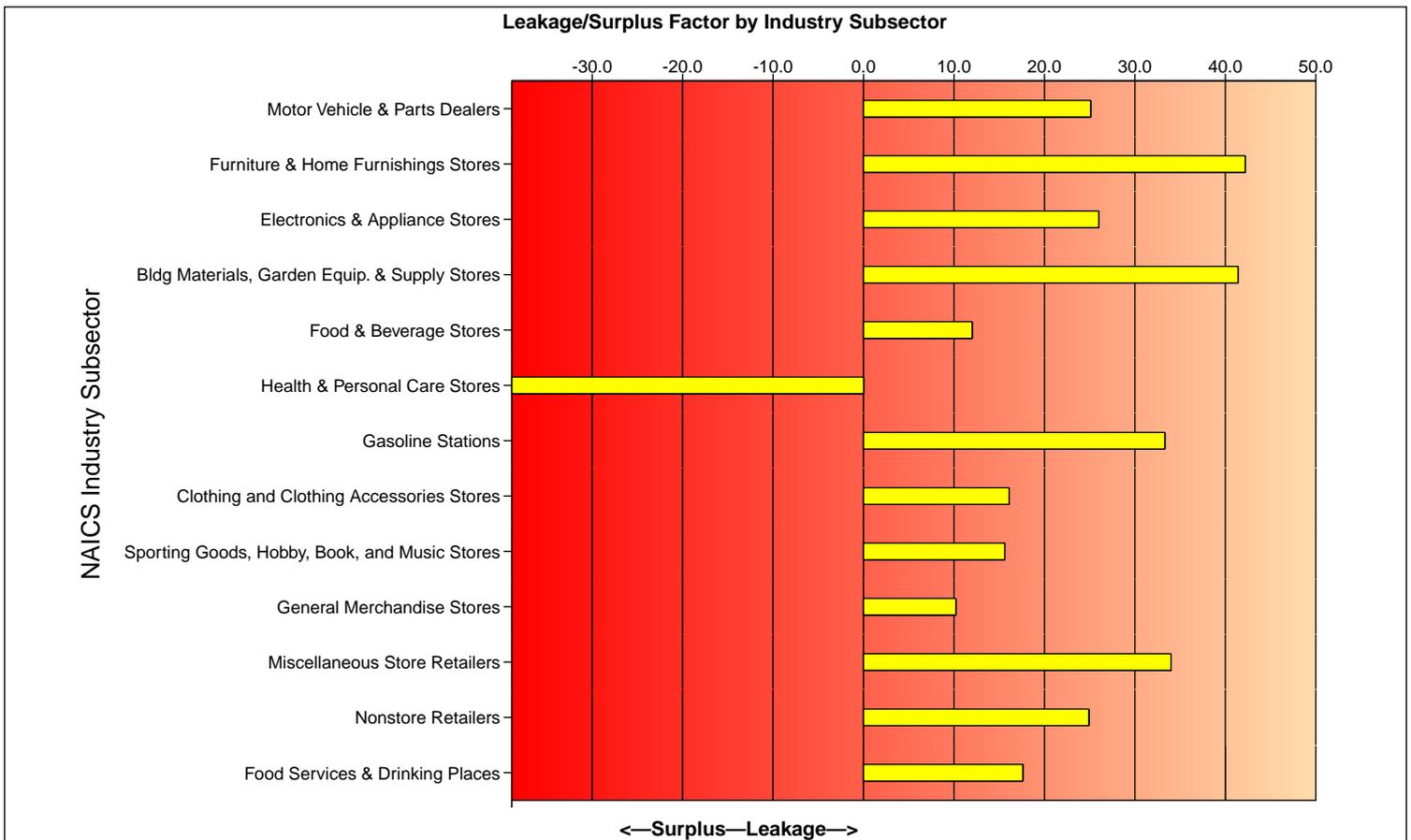
Latitude: 36.286314

Longitude: -115.278914

Site Type: Drivetime

Drivetime: 15 minutes

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$535,009,019 | \$435,585,927 | \$99,423,092 | 10.2 | 63 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$238,735,852 | \$220,883,575 | \$17,852,277 | 3.9 | 32 |
| Other General Merchandise Stores (NAICS 4529) | \$296,273,167 | \$214,702,352 | \$81,570,815 | 16.0 | 31 |
| Miscellaneous Store Retailers (NAICS 453) | \$91,032,341 | \$44,807,335 | \$46,225,006 | 34.0 | 258 |
| Florists (NAICS 4531) | \$6,930,449 | \$3,302,511 | \$3,627,938 | 35.5 | 31 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$39,033,541 | \$19,367,250 | \$19,666,291 | 33.7 | 78 |
| Used Merchandise Stores (NAICS 4533) | \$6,842,620 | \$3,084,621 | \$3,757,999 | 37.9 | 15 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$38,225,731 | \$19,052,953 | \$19,172,778 | 33.5 | 134 |
| Nonstore Retailers (NAICS 454) | \$231,456,776 | \$139,039,607 | \$92,417,169 | 24.9 | 61 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$187,498,178 | \$123,582,498 | \$63,915,680 | 20.5 | 7 |
| Vending Machine Operators (NAICS 4542) | \$13,425,078 | \$7,220,785 | \$6,204,293 | 30.1 | 31 |
| Direct Selling Establishments (NAICS 4543) | \$30,533,520 | \$8,236,324 | \$22,297,196 | 57.5 | 23 |
| Food Services & Drinking Places (NAICS 722) | \$659,463,072 | \$462,281,721 | \$197,181,351 | 17.6 | 510 |
| Full-Service Restaurants (NAICS 7221) | \$351,349,671 | \$318,087,437 | \$33,262,234 | 5.0 | 30 |
| Limited-Service Eating Places (NAICS 7222) | \$211,187,847 | \$88,503,838 | \$122,684,009 | 40.9 | 418 |
| Special Food Services (NAICS 7223) | \$52,834,413 | \$30,822,777 | \$22,011,636 | 26.3 | 17 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$44,091,141 | \$24,867,669 | \$19,223,472 | 27.9 | 45 |



Source: ESRI and infoUSA®

Great Mall of LV

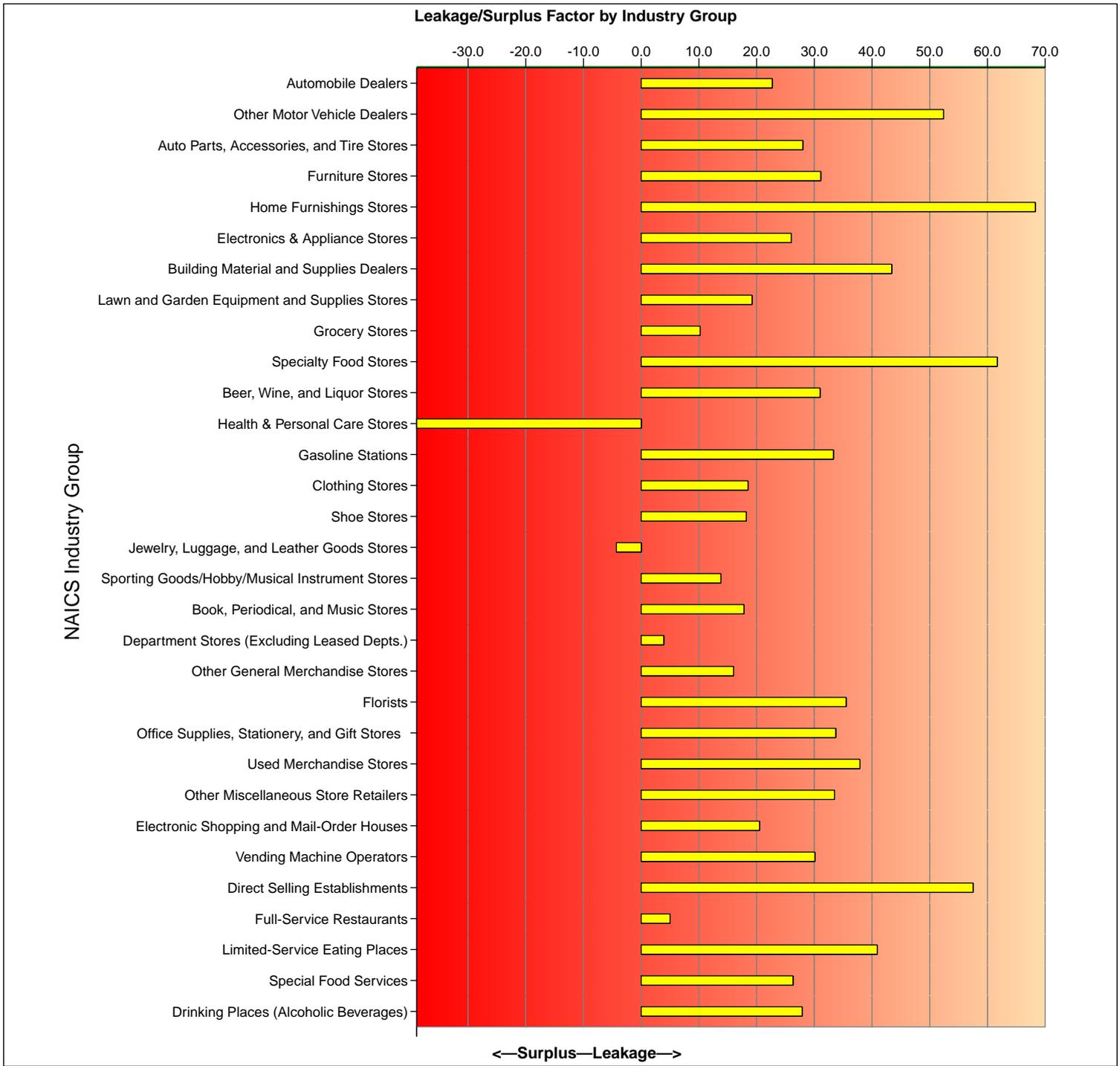
Latitude: 36.286314

Longitude: -115.278914

Drivetime: 15 minutes

Site Type: Drivetime

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Great Mall of LV

Latitude: 36.286314

Longitude: -115.278914

Site Type: Drivetime

Drivetime: 20 minutes

Summary Demographics

| | |
|-------------------------------|----------|
| 2007 Population | 721,581 |
| 2007 Households | 261,750 |
| 2007 Median Disposable Income | \$49,837 |
| 2007 Per Capita Income | \$27,941 |

Industry Summary

| | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$7,883,077,036 | \$7,970,034,560 | \$-86,957,524 | -0.5 | 5,596 |
| Total Retail Trade (NAICS 44-45) | \$6,763,320,149 | \$6,987,572,899 | \$-224,252,750 | -1.6 | 4,198 |
| Total Food & Drink (NAICS 722) | \$1,119,756,887 | \$982,461,661 | \$137,295,226 | 6.5 | 1,398 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$1,856,480,571 | \$1,969,712,852 | \$-113,232,281 | -3.0 | 329 |
| Automobile Dealers (NAICS 4411) | \$1,579,297,852 | \$1,778,056,605 | \$-198,758,753 | -5.9 | 129 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$154,983,613 | \$74,323,075 | \$80,660,538 | 35.2 | 43 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$122,199,106 | \$117,333,172 | \$4,865,934 | 2.0 | 157 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$285,731,902 | \$277,543,935 | \$8,187,967 | 1.5 | 417 |
| Furniture Stores (NAICS 4421) | \$184,707,850 | \$193,816,856 | \$-9,109,006 | -2.4 | 234 |
| Home Furnishings Stores (NAICS 4422) | \$101,024,052 | \$83,727,079 | \$17,296,973 | 9.4 | 183 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$201,847,860 | \$191,954,291 | \$9,893,569 | 2.5 | 354 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$251,480,348 | \$182,034,255 | \$69,446,093 | 16.0 | 258 |
| Building Material and Supplies Dealers (NAICS 4441) | \$233,591,260 | \$162,168,412 | \$71,422,848 | 18.0 | 223 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$17,889,088 | \$19,865,843 | \$-1,976,755 | -5.2 | 35 |
| Food & Beverage Stores (NAICS 445) | \$1,154,295,281 | \$1,159,868,614 | \$-5,573,333 | -0.2 | 282 |
| Grocery Stores (NAICS 4451) | \$1,080,343,781 | \$1,105,627,001 | \$-25,283,220 | -1.2 | 183 |
| Specialty Food Stores (NAICS 4452) | \$44,232,741 | \$32,946,234 | \$11,286,507 | 14.6 | 81 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$29,718,759 | \$21,295,379 | \$8,423,380 | 16.5 | 18 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$130,804,793 | \$368,746,730 | \$-237,941,937 | -47.6 | 319 |
| Gasoline Stations (NAICS 447/4471) | \$826,890,444 | \$568,796,960 | \$258,093,484 | 18.5 | 167 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$494,854,398 | \$618,958,802 | \$-124,104,404 | -11.1 | 697 |
| Clothing Stores (NAICS 4481) | \$384,015,314 | \$445,409,528 | \$-61,394,214 | -7.4 | 449 |
| Shoe Stores (NAICS 4482) | \$69,029,231 | \$83,319,984 | \$-14,290,753 | -9.4 | 99 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$41,809,853 | \$90,229,290 | \$-48,419,437 | -36.7 | 149 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$97,703,813 | \$123,835,978 | \$-26,132,165 | -11.8 | 278 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$52,319,829 | \$76,648,624 | \$-24,328,795 | -18.9 | 191 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$45,383,984 | \$47,187,354 | \$-1,803,370 | -1.9 | 87 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

Great Mall of LV

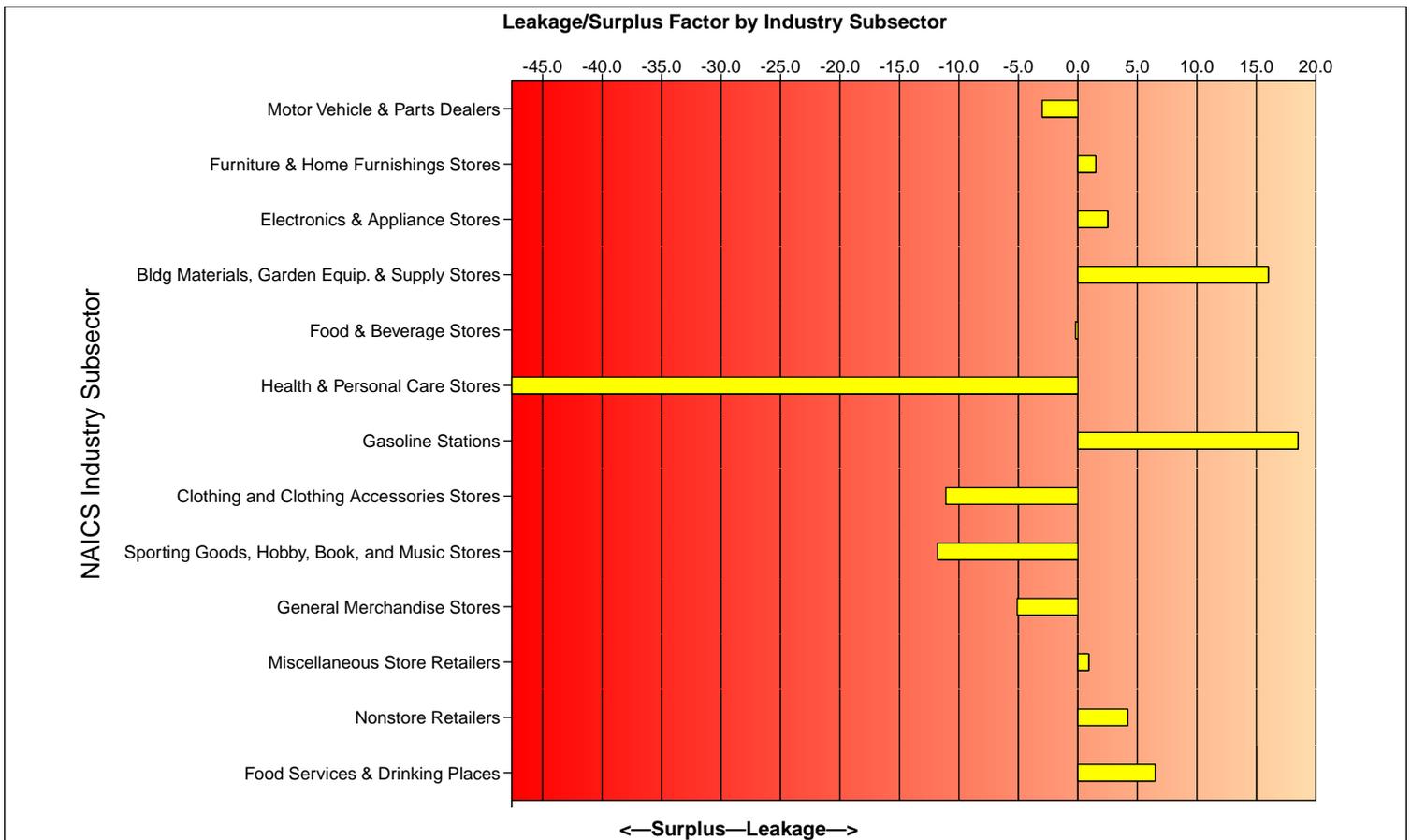
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Longitude: -115.278914

Site Type: Drivetime

Drivetime: 20 minutes

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$911,506,725 | \$1,009,446,216 | \$-97,939,491 | -5.1 | 164 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$404,505,936 | \$483,055,284 | \$-78,549,348 | -8.9 | 77 |
| Other General Merchandise Stores (NAICS 4529) | \$507,000,789 | \$526,390,932 | \$-19,390,143 | -1.9 | 87 |
| Miscellaneous Store Retailers (NAICS 453) | \$154,503,145 | \$151,830,136 | \$2,673,009 | 0.9 | 800 |
| Florists (NAICS 4531) | \$11,639,855 | \$11,613,546 | \$26,309 | 0.1 | 86 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$65,883,315 | \$70,054,737 | \$-4,171,422 | -3.1 | 273 |
| Used Merchandise Stores (NAICS 4533) | \$11,422,487 | \$16,232,762 | \$-4,810,275 | -17.4 | 88 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$65,557,488 | \$53,929,091 | \$11,628,397 | 9.7 | 353 |
| Nonstore Retailers (NAICS 454) | \$397,220,869 | \$364,844,130 | \$32,376,739 | 4.2 | 133 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$320,468,948 | \$298,025,663 | \$22,443,285 | 3.6 | 17 |
| Vending Machine Operators (NAICS 4542) | \$23,152,052 | \$17,037,128 | \$6,114,924 | 15.2 | 48 |
| Direct Selling Establishments (NAICS 4543) | \$53,599,869 | \$49,781,339 | \$3,818,530 | 3.7 | 68 |
| Food Services & Drinking Places (NAICS 722) | \$1,119,756,887 | \$982,461,661 | \$137,295,226 | 6.5 | 1,398 |
| Full-Service Restaurants (NAICS 7221) | \$596,703,121 | \$557,803,288 | \$38,899,833 | 3.4 | 57 |
| Limited-Service Eating Places (NAICS 7222) | \$359,048,278 | \$268,565,242 | \$90,483,036 | 14.4 | 1,139 |
| Special Food Services (NAICS 7223) | \$89,859,406 | \$78,180,621 | \$11,678,785 | 7.0 | 53 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$74,146,082 | \$77,912,510 | \$-3,766,428 | -2.5 | 149 |



Source: ESRI and infoUSA®

Great Mall of LV

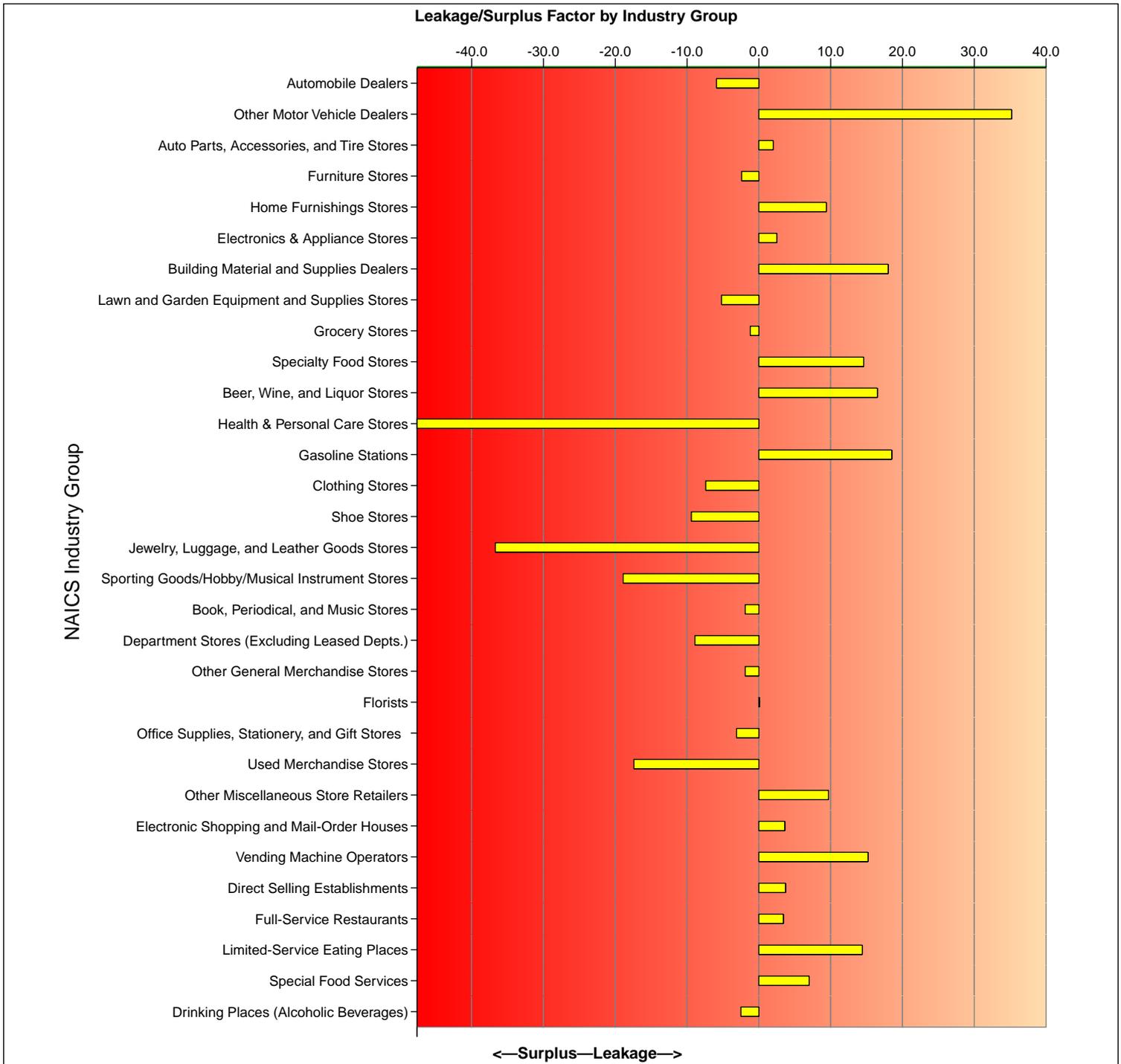
Latitude: 36.286314

Longitude: -115.278914

Drivetime: 20 minutes

Site Type: Drivetime

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®