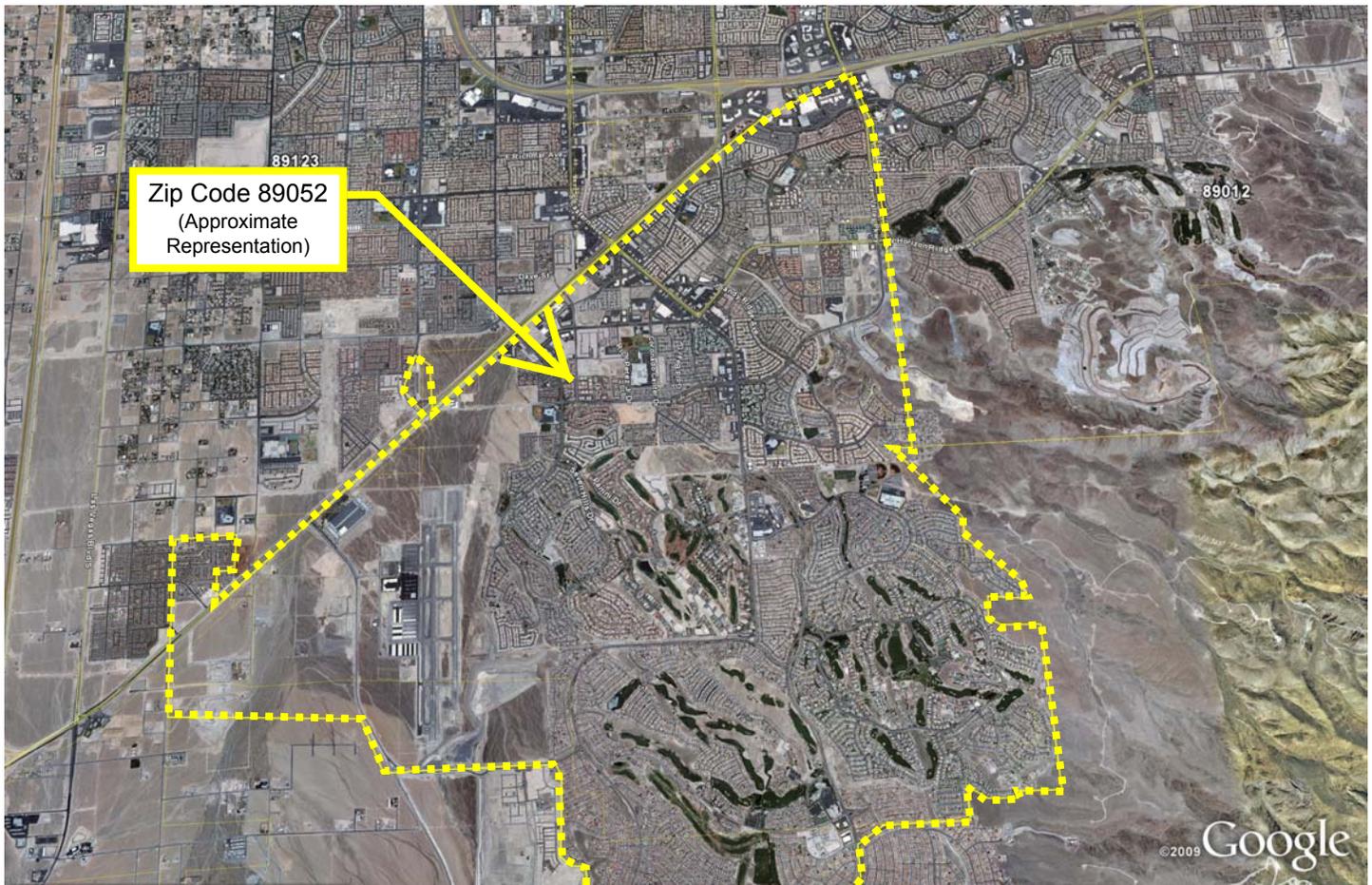


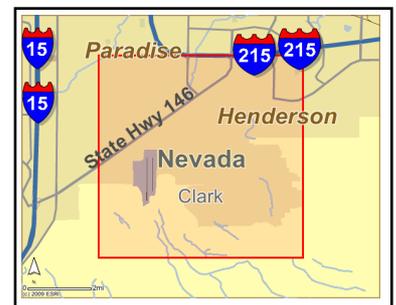
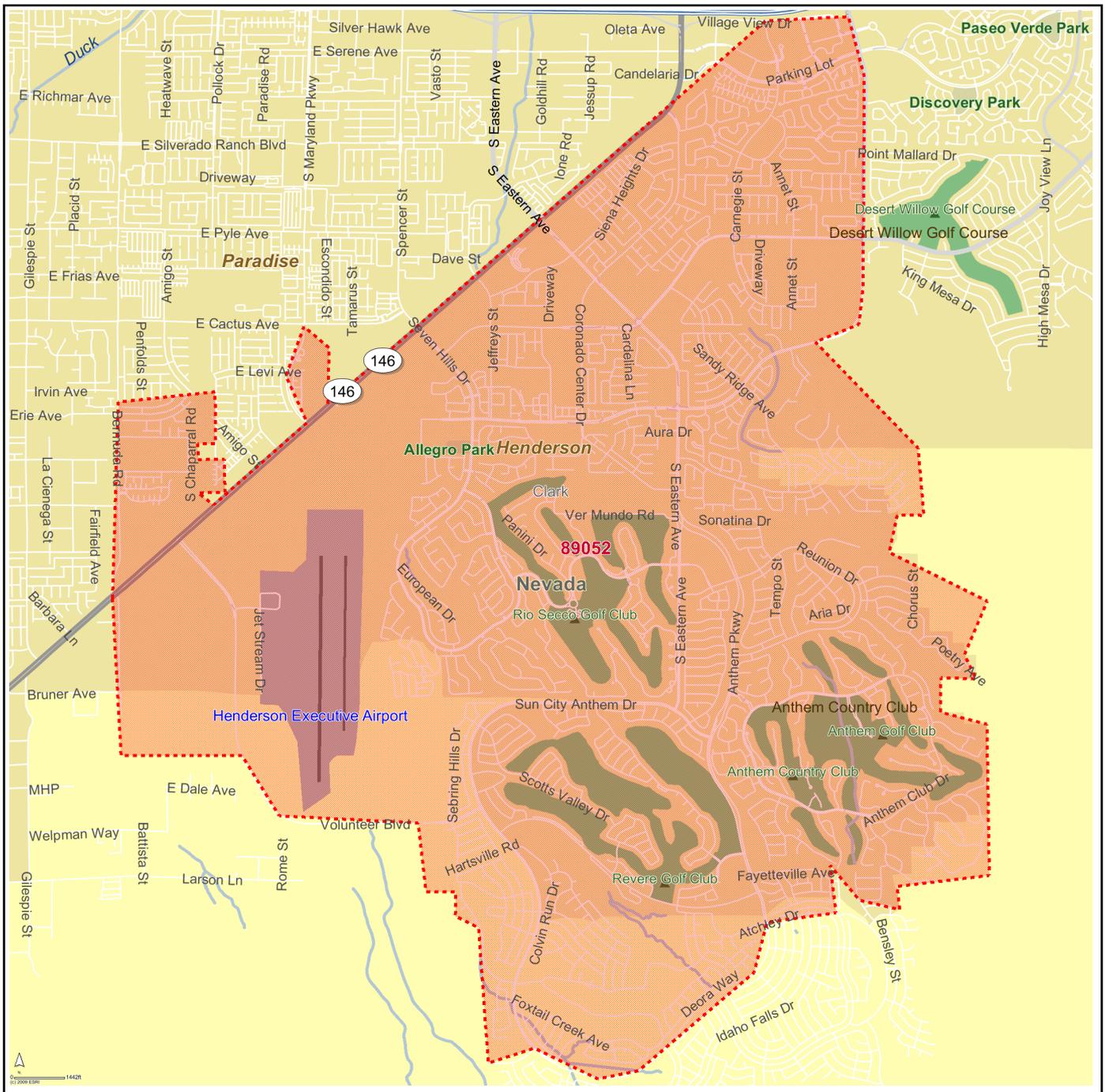
Zip Code 89052

Latitude: 36.007094
Longitude: -115.113199



89052 Zip Code

July 6, 2009



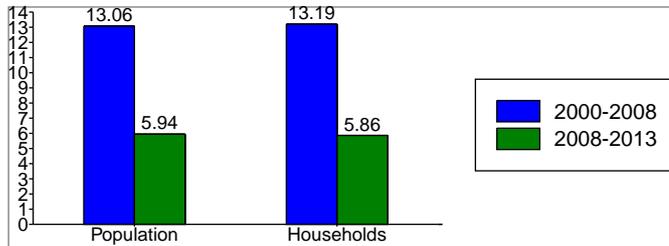
Zip: 89052

Population and Households

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

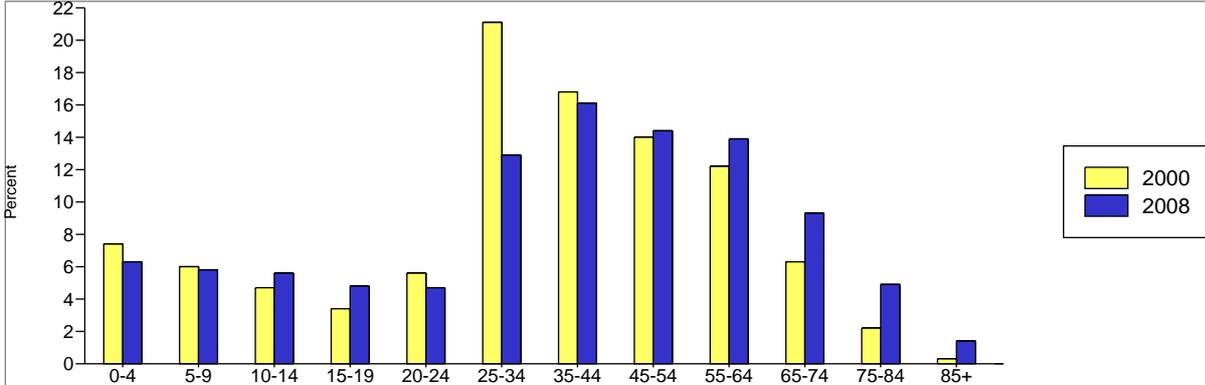
Year	Population	Households
2000	14,739	6,001
2008	40,575	16,679
2013	54,142	22,174

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 0 in 2000, or 0.0 percent of the total population. Average household size is 2.43 in 2008, compared to 2.46 in the year 2000.



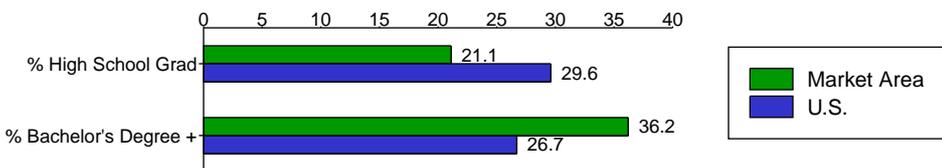
Population by Age

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 36.0, compared to 41.1 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area can be summarized:

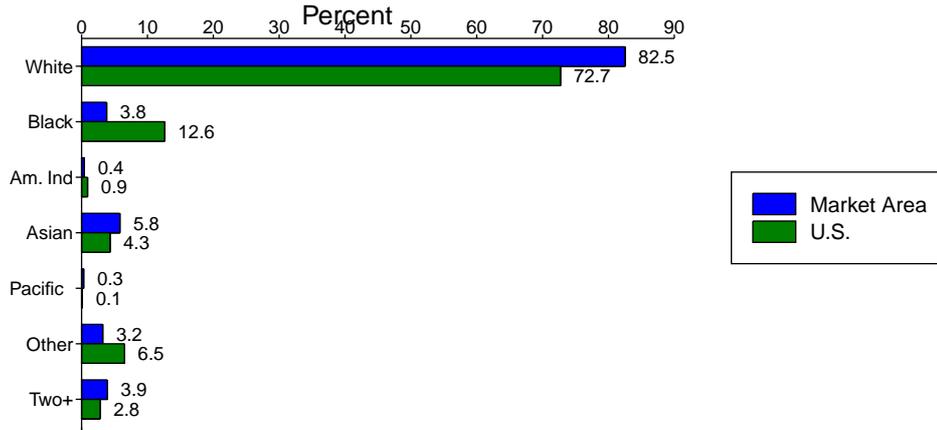


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

Zip: 89052

Population by Race/Ethnicity

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

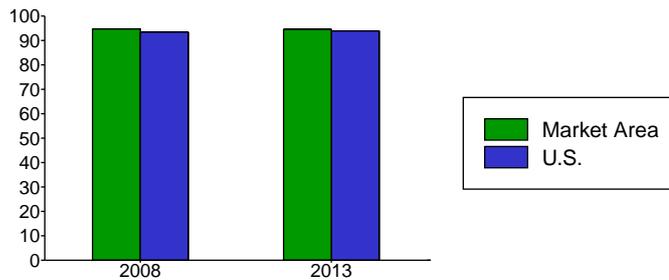


Persons of Hispanic origin represent 12.6 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 46.5 in the identified market area, compared to 59.3 in the U.S. population.

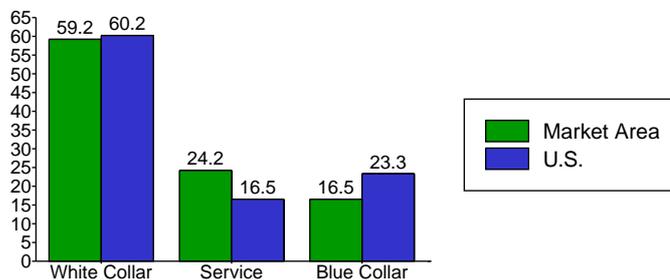
Population by Employment

In 2000, 68.1 percent of the population aged 16 years or older in the market area participated in the labor force; 0.4 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2008	94.7	5.3
2013	94.5	5.5



And by occupational status:



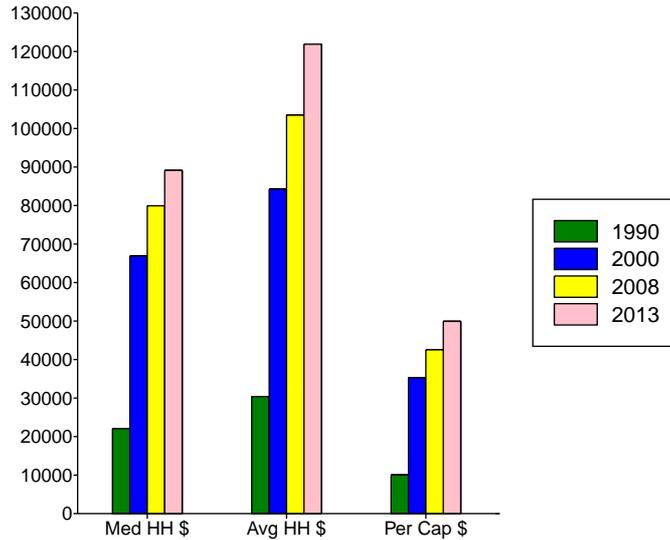
In 2000, 85.2 percent of the market area population drove alone to work, and 4.4 percent worked at home. The average travel time to work in 2000 was 23.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

Zip: 89052

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2013:



Housing

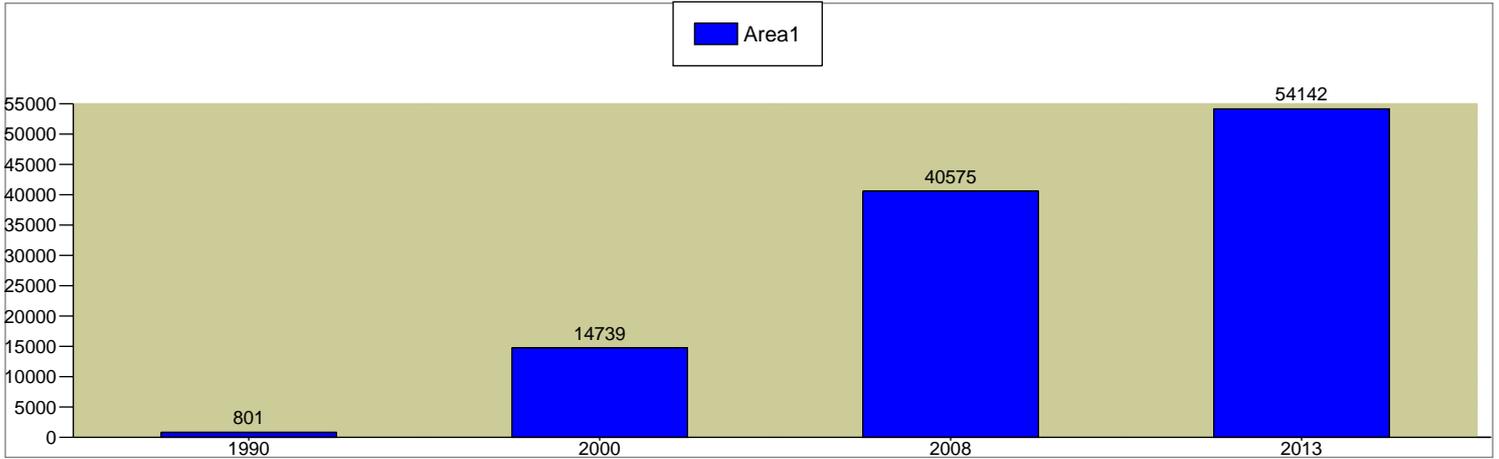
Currently, 64.2 percent of the 19,113 housing units in the market area are owner occupied; 23.1 percent, renter occupied; and 12.7 percent are vacant. In 2000, there were 6,735 housing units— 64.4 percent owner occupied, 23.2 percent renter occupied and 12.4 percent vacant. The annual rate of change in housing units since 2000 is 13.48 percent. Median home value in the market area is \$305,177, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.54 percent annually to \$313,514. From 2000 to the current year, median home value changed by 5.41 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

2000 - 2008 Population: Annual Rate
 2008 - 2013 Population: Annual Rate

13.06%
 5.94%

Total Population



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

Zip: 89052

2000 Population by Sex

Males	49.8%
Females	50.2%

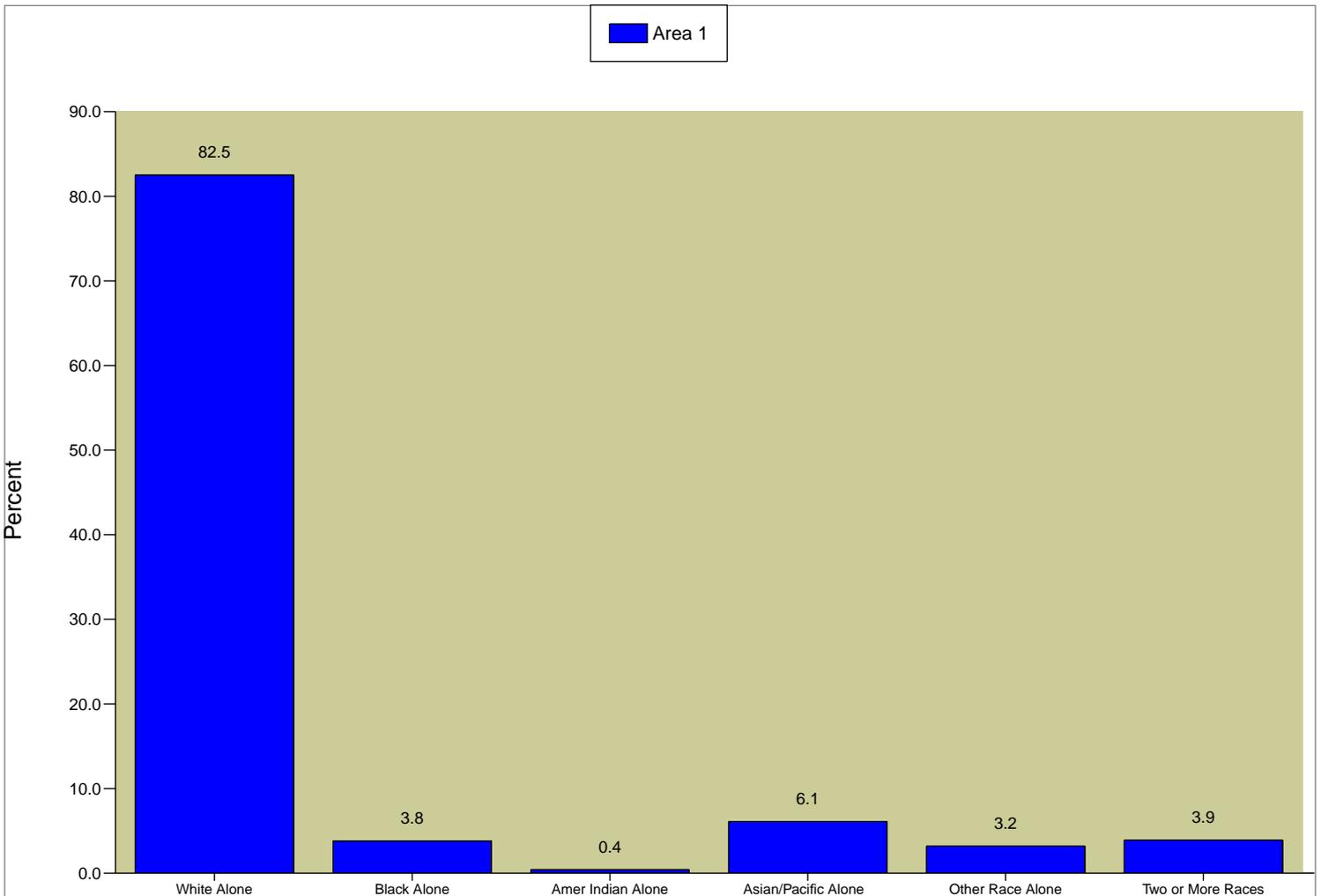
2008 Population by Sex

Males	48.9%
Females	51.1%

2013 Population by Sex

Males	48.7%
Females	51.3%

2008 Population by Race



2008 Hispanic Origin

12.6%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

2000 Population by Age

Total	14,738
0 - 4	7.4%
5 - 9	6.0%
10 - 14	4.7%
15 - 19	3.4%
20 - 24	5.6%
25 - 34	21.1%
35 - 44	16.8%
45 - 54	14.0%
55 - 64	12.2%
65 - 74	6.3%
75 - 84	2.2%
85+	0.3%

2008 Population by Age

Total	40,575
0 - 4	6.3%
5 - 9	5.8%
10 - 14	5.6%
15 - 19	4.8%
20 - 24	4.7%
25 - 34	12.9%
35 - 44	16.1%
45 - 54	14.4%
55 - 64	13.9%
65 - 74	9.3%
75 - 84	4.9%
85+	1.4%

2013 Population by Age

Total	54,142
0 - 4	6.2%
5 - 9	5.5%
10 - 14	5.4%
15 - 19	4.9%
20 - 24	5.4%
25 - 34	12.4%
35 - 44	14.0%
45 - 54	15.1%
55 - 64	14.2%
65 - 74	10.2%
75 - 84	5.1%
85+	1.6%

Median Age

2000	36.0
2008	41.1
2013	42.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

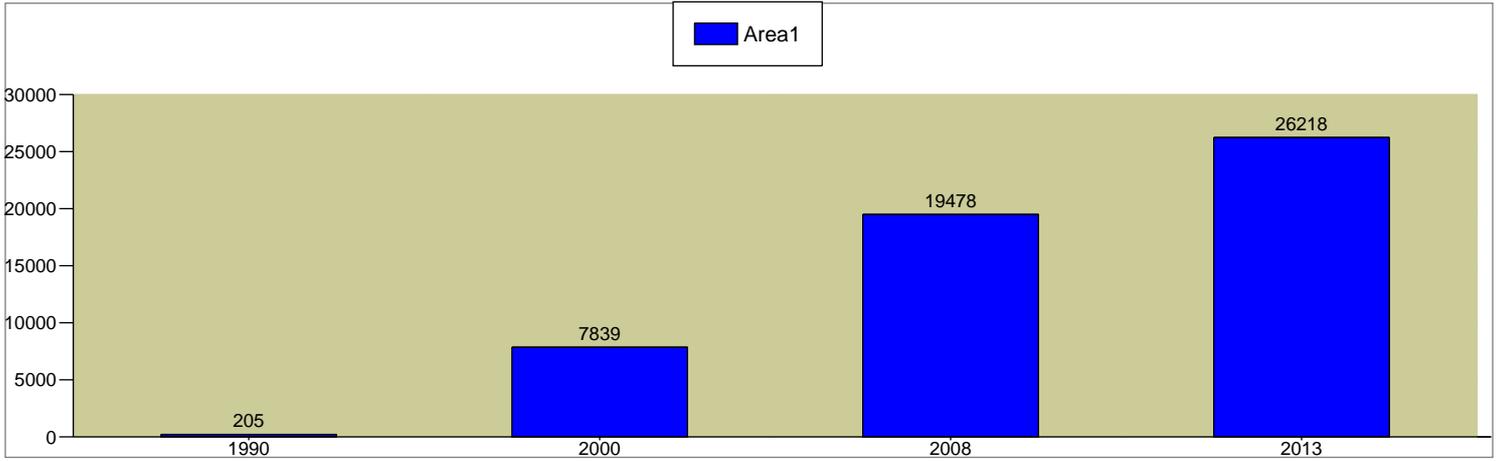
2000 - 2008 Civilian Employed Population 16+ Annual Rate

11.66%

2008 - 2013 Civilian Employed Population 16+ Annual Rate

6.12%

Total Civilian Employed Population 16+

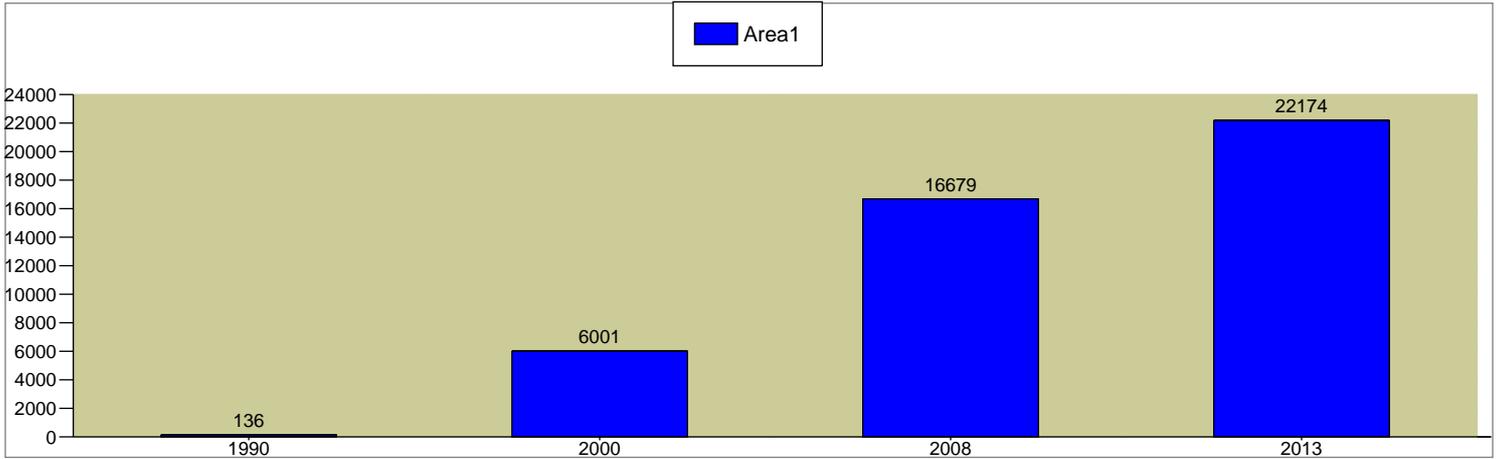


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

2000 - 2008 Households Annual Rate
2008 - 2013 Households Annual Rate

13.19%
5.86%

Total Households



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

1990 Households by Income

Household Income Base	138
< \$15,000	23.2%
\$15,000 - \$24,999	28.3%
\$25,000 - \$34,999	17.4%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	11.6%
\$75,000 - \$99,999	2.2%
\$100,000 - \$149,999	2.2%
\$150,000+	0.0%
Median Household Income	\$22,045

2000 Households by Income

Household Income Base	6,021
< \$15,000	4.7%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	4.2%
\$200,000+	5.0%
Median Household Income	\$66,833

2008 Households by Income

Household Income Base	16,679
< \$15,000	4.5%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	19.8%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	6.5%
\$200,000+	7.8%
Median Household Income	\$79,924

2013 Households by Income

Household Income Base	22,174
< \$15,000	3.9%
\$15,000 - \$24,999	2.9%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	19.1%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	9.6%
\$200,000+	11.0%
Median Household Income	\$89,100

2000 - 2008 Median Household Income Annual Rate	2.19%
2008 - 2013 Median Household Income Annual Rate	2.2%

Data Note: Detail may not sum to totals due to rounding. Income represents annual income for the preceding year. Income for 2008 and 2013 is expressed in current dollars, including an adjustment for inflation.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 Geography. ESRI forecasts for 2008 and 2013.

2008 Households by Net Worth

Total	16,679
< \$15,000	10.5%
\$15,000 - \$34,999	4.5%
\$35,000 - \$49,999	2.7%
\$50,000 - \$74,999	4.3%
\$75,000 - \$99,999	4.0%
\$100,000 - \$149,999	7.1%
\$150,000 - \$249,999	11.7%
\$250,000 - \$499,999	19.1%
\$500,000 - \$999,999	16.9%
\$1,000,000+	19.2%
Median Net Worth	\$294,721
Average Net Worth	\$1,010,040

2008 Households by Disposable Income

Total	16,679
< \$15,000	4.9%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	17.6%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	3.5%
\$200,000+	4.9%
Median Disposable Income	\$64,085
Average Disposable Income	\$84,529

2000 Housing Units

Owner Occupied Housing Units	6,735
Renter Occupied Housing Units	64.4%
Vacant Housing Units	23.2%
	12.4%

2008 Housing Units

Owner Occupied Housing Units	19,113
Renter Occupied Housing Units	64.2%
Vacant Housing Units	23.1%
	12.7%

2013 Housing Units

Owner Occupied Housing Units	25,010
Renter Occupied Housing Units	63.8%
Vacant Housing Units	24.9%
	11.3%

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Net Worth is total household wealth minus debt, secured and unsecured. Net Worth includes the home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

Site Type: Custom Shapes

	2000 Total Population	14,739	
	2000 Group Quarters	0	
	2009 Total Population	39,548	
	2014 Total Population	52,879	
	2009 - 2014 Annual Rate	5.98%	
	2000 Households	6,001	
	2000 Average Household Size	2.46	
	2009 Households	16,376	
	2009 Average Household Size	2.41	
	2014 Households	21,910	
	2014 Average Household Size	2.41	
	2009 - 2014 Annual Rate	6%	
	2000 Families	4,195	
	2000 Average Family Size	2.84	
	2009 Families	11,263	
	2009 Average Family Size	2.81	
	2014 Families	14,914	
2014 Average Family Size	2.81		
2009 - 2014 Annual Rate	5.78%		
	2000 Housing Units	6,735	
	Owner Occupied Housing Units	64.4%	
	Renter Occupied Housing Units	23.2%	
	Vacant Housing Units	12.4%	
	2009 Housing Units	18,841	
	Owner Occupied Housing Units	62.5%	
	Renter Occupied Housing Units	24.4%	
	Vacant Housing Units	13.1%	
	2014 Housing Units	25,065	
	Owner Occupied Housing Units	62.1%	
	Renter Occupied Housing Units	25.3%	
	Vacant Housing Units	12.6%	
	Median Household Income		
	2000	\$66,833	
2009	\$80,782		
2014	\$82,597		
Median Home Value			
2000	\$197,670		
2009	\$177,505		
2014	\$180,455		
Per Capita Income			
2000	\$35,253		
2009	\$42,290		
2014	\$44,446		
Median Age			
2000	36.0		
2009	41.6		
2014	42.9		

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Custom Shapes



2000 Households by Income

Household Income Base	6,021
< \$15,000	4.7%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	4.2%
\$200,000+	5.0%
Average Household Income	\$84,229

2009 Households by Income

Household Income Base	16,376
< \$15,000	4.4%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	19.0%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	7.2%
\$200,000+	7.3%
Average Household Income	\$102,130

2014 Households by Income

Household Income Base	21,910
< \$15,000	4.2%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	20.5%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	7.5%
\$200,000+	7.8%
Average Household Income	\$107,268

2000 Owner Occupied HUs by Value

Total	4,383
<\$50,000	2.1%
\$50,000 - 99,999	0.5%
\$100,000 - 149,999	17.2%
\$150,000 - 199,999	31.8%
\$200,000 - \$299,999	36.2%
\$300,000 - 499,999	10.1%
\$500,000 - 999,999	2.1%
\$1,000,000+	0.0%
Average Home Value	\$221,682

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,630
With Cash Rent	98.1%
No Cash Rent	1.9%
Median Rent	\$879
Average Rent	\$929

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Custom Shapes



2000 Population by Age

Total	14,738
0 - 4	7.4%
5 - 9	6.0%
10 - 14	4.7%
15 - 19	3.4%
20 - 24	5.6%
25 - 34	21.1%
35 - 44	16.8%
45 - 54	14.0%
55 - 64	12.2%
65 - 74	6.3%
75 - 84	2.2%
85+	0.3%
18+	79.9%

2009 Population by Age

Total	39,548
0 - 4	6.2%
5 - 9	5.8%
10 - 14	5.6%
15 - 19	4.8%
20 - 24	4.8%
25 - 34	12.6%
35 - 44	15.7%
45 - 54	14.8%
55 - 64	13.9%
65 - 74	9.6%
75 - 84	4.9%
85+	1.4%
18+	79.6%

2014 Population by Age

Total	52,879
0 - 4	6.0%
5 - 9	5.6%
10 - 14	5.4%
15 - 19	4.7%
20 - 24	5.2%
25 - 34	12.6%
35 - 44	13.5%
45 - 54	14.3%
55 - 64	14.2%
65 - 74	11.8%
75 - 84	5.2%
85+	1.5%
18+	80.2%

2000 Population by Sex

Males	49.8%
Females	50.2%

2009 Population by Sex

Males	48.9%
Females	51.1%

2014 Population by Sex

Males	48.8%
Females	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Custom Shapes



2000 Population by Race/Ethnicity

Total	14,739
White Alone	85.5%
Black Alone	3.3%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	5.7%
Some Other Race Alone	1.8%
Two or More Races	3.3%
Hispanic Origin	8.0%
Diversity Index	37.3

2009 Population by Race/Ethnicity

Total	39,548
White Alone	82.8%
Black Alone	3.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	5.9%
Some Other Race Alone	3.1%
Two or More Races	4.0%
Hispanic Origin	12.6%
Diversity Index	46.2

2014 Population by Race/Ethnicity

Total	52,879
White Alone	81.5%
Black Alone	4.0%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	6.0%
Some Other Race Alone	3.8%
Two or More Races	4.4%
Hispanic Origin	15.0%
Diversity Index	50.2



2000 Population 3+ by School Enrollment

Total	13,927
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	8.1%
Enrolled in Grade 9-12	2.7%
Enrolled in College	4.8%
Enrolled in Grad/Prof School	1.6%
Not Enrolled in School	79.9%

2009 Population 25+ by Educational Attainment

Total	28,857
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	24.0%
Some College, No Degree	28.8%
Associate Degree	7.4%
Bachelor's Degree	20.9%
Graduate/Professional Degree	11.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Custom Shapes



2009 Population 15+ by Marital Status

Total	32,637
Never Married	23.5%
Married	60.8%
Widowed	3.6%
Divorced	12.1%



2000 Population 16+ by Employment Status

Total	11,985
In Labor Force	68.1%
Civilian Employed	65.4%
Civilian Unemployed	2.3%
In Armed Forces	0.4%
Not in Labor Force	31.9%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	88.4%
Civilian Unemployed	11.6%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	90.8%
Civilian Unemployed	9.2%

2000 Females 16+ by Employment Status and Age of Children

Total	6,113
Own Children < 6 Only	11.7%
Employed/in Armed Forces	6.4%
Unemployed	0.4%
Not in Labor Force	4.8%
Own Children < 6 and 6-17 Only	6.1%
Employed/in Armed Forces	4.1%
Unemployed	0.1%
Not in Labor Force	2.0%
Own Children 6-17 Only	9.4%
Employed/in Armed Forces	6.2%
Unemployed	0.8%
Not in Labor Force	2.3%
No Own Children < 18	72.8%
Employed/in Armed Forces	43.8%
Unemployed	1.5%
Not in Labor Force	27.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Custom Shapes



2009 Employed Population 16+ by Industry

Total	17,723
Agriculture/Mining	0.1%
Construction	9.9%
Manufacturing	2.6%
Wholesale Trade	2.2%
Retail Trade	9.6%
Transportation/Utilities	3.7%
Information	1.6%
Finance/Insurance/Real Estate	8.6%
Services	57.7%
Public Administration	3.9%

2009 Employed Population 16+ by Occupation

Total	17,723
White Collar	60.2%
Management/Business/Financial	15.5%
Professional	19.2%
Sales	14.0%
Administrative Support	11.4%
Services	24.7%
Blue Collar	15.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	2.8%
Production	1.6%
Transportation/Material Moving	3.9%



2000 Workers 16+ by Means of Transportation to Work

Total	7,799
Drove Alone - Car, Truck, or Van	85.2%
Carpooled - Car, Truck, or Van	8.3%
Public Transportation	0.4%
Walked	0.6%
Other Means	1.1%
Worked at Home	4.4%

2000 Workers 16+ by Travel Time to Work

Total	7,797
Did Not Work at Home	95.6%
Less than 5 minutes	2.2%
5 to 9 minutes	3.6%
10 to 19 minutes	28.8%
20 to 24 minutes	26.3%
25 to 34 minutes	24.6%
35 to 44 minutes	4.6%
45 to 59 minutes	3.0%
60 to 89 minutes	0.8%
90 or more minutes	1.8%
Worked at Home	4.4%
Average Travel Time to Work (in min)	23.3

2000 Households by Vehicles Available

Total	6,012
None	1.2%
1	32.5%
2	54.3%
3	9.9%
4	1.8%
5+	0.3%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Custom Shapes



2000 Households by Type

Total	6,002
Family Households	69.9%
Married-couple Family	60.4%
With Related Children	22.2%
Other Family (No Spouse)	9.5%
With Related Children	5.7%
Nonfamily Households	30.1%
Householder Living Alone	19.8%
Householder Not Living Alone	10.2%
 Households with Related Children	 27.8%
Households with Persons 65+	15.3%

2000 Households by Size

Total	6,001
1 Person Household	19.9%
2 Person Household	45.6%
3 Person Household	16.5%
4 Person Household	11.9%
5 Person Household	4.1%
6 Person Household	1.6%
7+ Person Household	0.5%

2000 Households by Year Householder Moved In

Total	6,012
Moved in 1999 to March 2000	67.8%
Moved in 1995 to 1998	30.7%
Moved in 1990 to 1994	0.5%
Moved in 1980 to 1989	0.3%
Moved in 1970 to 1979	0.4%
Moved in 1969 or Earlier	0.2%
Median Year Householder Moved In	1999



2000 Housing Units by Units in Structure

Total	6,849
1, Detached	71.7%
1, Attached	3.6%
2	0.6%
3 or 4	4.4%
5 to 9	7.9%
10 to 19	5.6%
20+	5.1%
Mobile Home	1.1%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	6,734
1999 to March 2000	51.0%
1995 to 1998	46.5%
1990 to 1994	0.6%
1980 to 1989	0.8%
1970 to 1979	0.7%
1969 or Earlier	0.5%
Median Year Structure Built	1999

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Site Type: Custom Shapes

Top 3 Tapestry Segments

1. Enterprising Professionals
2. Silver and Gold
3. In Style



2009 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$41,309,326
Average Spent	\$2,522.55
Spending Potential Index	101
Computers & Accessories: Total \$	\$5,389,120
Average Spent	\$329.09
Spending Potential Index	144
Education: Total \$	\$28,902,249
Average Spent	\$1,764.92
Spending Potential Index	141
Entertainment/Recreation: Total \$	\$76,781,088
Average Spent	\$4,688.64
Spending Potential Index	145
Food at Home: Total \$	\$103,517,790
Average Spent	\$6,321.31
Spending Potential Index	139
Food Away from Home: Total \$	\$77,778,338
Average Spent	\$4,749.53
Spending Potential Index	143
Health Care: Total \$	\$88,844,112
Average Spent	\$5,425.26
Spending Potential Index	144
HH Furnishings & Equipment: Total \$	\$46,945,887
Average Spent	\$2,866.75
Spending Potential Index	132
Investments: Total \$	\$36,748,953
Average Spent	\$2,244.07
Spending Potential Index	156
Retail Goods: Total \$	\$581,174,968
Average Spent	\$35,489.43
Spending Potential Index	138
Shelter: Total \$	\$372,222,913
Average Spent	\$22,729.78
Spending Potential Index	145
TV/Video/Sound Equipment: Total \$	\$28,275,183
Average Spent	\$1,726.62
Spending Potential Index	142
Travel: Total \$	\$44,814,706
Average Spent	\$2,736.61
Spending Potential Index	148
Vehicle Maintenance & Repairs: Total \$	\$22,060,000
Average Spent	\$1,347.09
Spending Potential Index	144

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

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Site Type: Custom Shapes

Top Tapestry Segments:		Demographic Summary		
			2009	2014
Enterprising Professionals	32.0%	Population	39,548	52,879
Silver and Gold	31.7%	Households	16,376	21,910
In Style	26.0%	Families	11,263	14,914
Boomburbs	10.3%	Median Age	41.6	42.9
Up and Coming Families	0.0%	Median Household Income	\$80,782	\$82,597

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	101	\$2,522.55	\$41,309,326
Men's	96	\$463.35	\$7,587,752
Women's	90	\$784.26	\$12,843,117
Children's	103	\$423.42	\$6,933,992
Footwear	69	\$295.18	\$4,833,932
Watches & Jewelry	151	\$323.17	\$5,292,201
Apparel Products and Services ¹	230	\$233.17	\$3,818,333
Computer			
Computers and Hardware for Home Use	144	\$287.14	\$4,702,277
Software and Accessories for Home Use	147	\$41.94	\$686,843
Entertainment & Recreation	145	\$4,688.64	\$76,781,088
Fees and Admissions	150	\$932.62	\$15,272,666
Membership Fees for Clubs ²	156	\$267.04	\$4,373,072
Fees for Participant Sports, excl. Trips	154	\$170.16	\$2,786,506
Admission to Movie/Theatre/Opera/Ballet	145	\$220.32	\$3,607,945
Admission to Sporting Events, excl. Trips	152	\$88.83	\$1,454,755
Fees for Recreational Lessons	142	\$185.32	\$3,034,792
Dating Services	120	\$0.95	\$15,596
TV/Video/Sound Equipment	142	\$1,726.62	\$28,275,183
Community Antenna or Cable TV	140	\$1,018.87	\$16,685,070
Televisions	152	\$245.80	\$4,025,167
VCRs, Video Cameras, and DVD Players	140	\$35.35	\$578,857
Video Cassettes and DVDs	141	\$84.08	\$1,376,856
Video Game Hardware and Software	139	\$61.04	\$999,650
Satellite Dishes	141	\$1.61	\$26,418
Rental of Video Cassettes and DVDs	142	\$62.46	\$1,022,836
Streaming/Downloaded Video	150	\$1.60	\$26,141
Sound Equipment ³	141	\$206.16	\$3,376,115
Rental and Repair of TV/Radio/Sound Equipment	142	\$9.65	\$158,075
Pets	168	\$736.57	\$12,062,147
Toys and Games ⁴	142	\$184.67	\$3,024,137
Recreational Vehicles and Fees ⁵	139	\$493.37	\$8,079,413
Sports/Recreation/Exercise Equipment ⁶	109	\$216.05	\$3,538,068
Photo Equipment and Supplies ⁷	143	\$166.79	\$2,731,380
Reading ⁸	143	\$231.93	\$3,798,096
Food	140	\$11,070.84	\$181,296,127
Food at Home	139	\$6,321.31	\$103,517,790
Bakery and Cereal Products	138	\$841.28	\$13,776,723
Meat, Poultry, Fish, and Eggs	138	\$1,475.34	\$24,160,203
Dairy Products	137	\$703.11	\$11,514,158
Fruit and Vegetables	139	\$1,094.17	\$17,918,159
Snacks and Other Food at Home ⁹	140	\$2,207.41	\$36,148,545
Food Away from Home	143	\$4,749.53	\$77,778,338
Alcoholic Beverages	145	\$829.75	\$13,588,067
Nonalcoholic Beverages at Home	139	\$626.15	\$10,253,827

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	156	\$2,244.07	\$36,748,953
Vehicle Loans	145	\$7,736.76	\$126,697,240
Health			
Nonprescription Drugs	143	\$149.27	\$2,444,471
Prescription Drugs	145	\$798.17	\$13,070,837
Eyeglasses and Contact Lenses	143	\$108.14	\$1,770,853
Home			
Mortgage Payment and Basics ¹⁰	148	\$13,599.58	\$222,706,756
Maintenance and Remodeling Services	154	\$3,255.05	\$53,304,634
Maintenance and Remodeling Materials ¹¹	143	\$594.25	\$9,731,445
Utilities, Fuel, and Public Services	140	\$6,323.81	\$103,558,640
Household Furnishings and Equipment			
Household Textiles ¹²	147	\$203.76	\$3,336,799
Furniture	153	\$976.81	\$15,996,176
Floor Coverings	151	\$131.57	\$2,154,664
Major Appliances ¹³	144	\$437.67	\$7,167,301
Housewares ¹⁴	121	\$113.54	\$1,859,261
Small Appliances	141	\$48.52	\$794,500
Luggage	149	\$15.04	\$246,340
Telephones and Accessories	84	\$37.55	\$614,895
Household Operations			
Child Care	147	\$646.81	\$10,592,136
Lawn and Garden ¹⁵	146	\$603.07	\$9,875,916
Moving/Storage/Freight Express	155	\$82.94	\$1,358,205
Housekeeping Supplies ¹⁶	143	\$1,039.28	\$17,019,216
Insurance			
Owners and Renters Insurance	149	\$707.53	\$11,586,552
Vehicle Insurance	143	\$1,763.02	\$28,871,279
Life/Other Insurance	149	\$718.91	\$11,772,870
Health Insurance	144	\$2,764.79	\$45,276,260
Personal Care Products ¹⁷	145	\$570.35	\$9,340,078
School Books and Supplies ¹⁸	137	\$154.30	\$2,526,877
Smoking Products	129	\$570.71	\$9,345,910
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	148	\$7,070.68	\$115,789,374
Gasoline and Motor Oil	140	\$3,834.80	\$62,798,649
Vehicle Maintenance and Repairs	144	\$1,347.09	\$22,060,000
Travel			
Airline Fares	151	\$643.89	\$10,544,280
Lodging on Trips	148	\$624.61	\$10,228,659
Auto/Truck/Van Rental on Trips	154	\$57.15	\$935,833
Food and Drink on Trips	148	\$657.93	\$10,774,216

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: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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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, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**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.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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, and insulation materials for owned homes.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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Summary Demographics

2008 Population	40,575
2008 Households	16,679
2008 Median Disposable Income	\$64,085
2008 Per Capita Income	\$42,527

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)	\$677,386,371	\$344,256,381	\$333,129,990	32.6	261
Total Retail Trade (NAICS 44-45)	\$578,891,343	\$243,257,452	\$335,633,891	40.8	151
Total Food & Drink (NAICS 722)	\$98,495,028	\$100,998,929	\$-2,503,901	-1.3	110

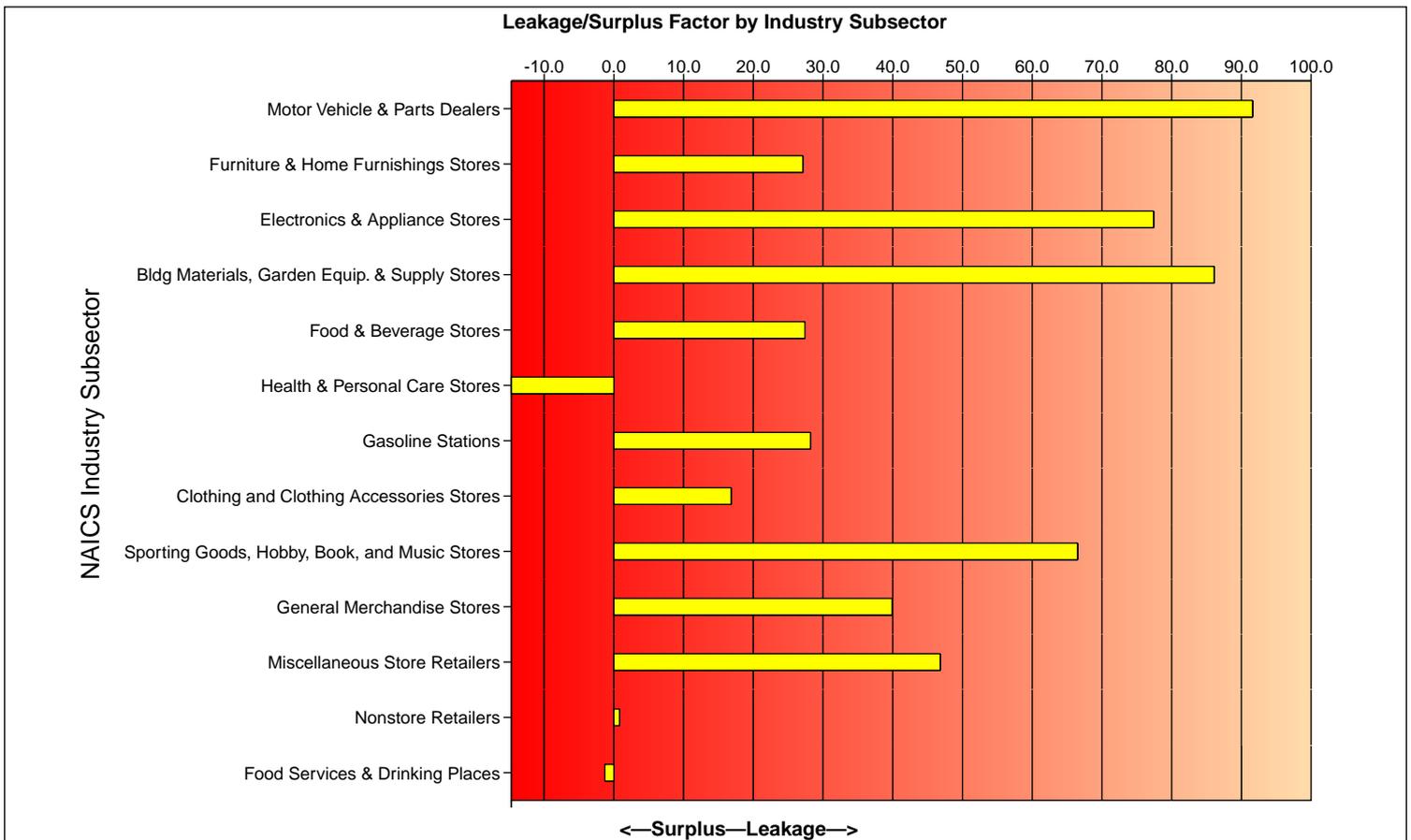
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$147,752,919	\$6,495,716	\$141,257,203	91.6	2
Automobile Dealers (NAICS 4411)	\$124,315,758	\$3,302,781	\$121,012,977	94.8	1
Other Motor Vehicle Dealers (NAICS 4412)	\$13,615,617	\$3,192,935	\$10,422,682	62.0	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,821,544	\$0	\$9,821,544	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$24,832,288	\$14,238,909	\$10,593,379	27.1	11
Furniture Stores (NAICS 4421)	\$15,984,684	\$13,709,732	\$2,274,952	7.7	7
Home Furnishings Stores (NAICS 4422)	\$8,847,604	\$529,177	\$8,318,427	88.7	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$20,232,829	\$2,576,143	\$17,656,686	77.4	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$23,106,327	\$1,721,048	\$21,385,279	86.1	7
Building Material and Supplies Dealers (NAICS 4441)	\$21,359,482	\$1,615,900	\$19,743,582	85.9	6
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,746,845	\$105,148	\$1,641,697	88.6	1
Food & Beverage Stores (NAICS 445)	\$97,138,929	\$55,298,755	\$41,840,174	27.4	10
Grocery Stores (NAICS 4451)	\$91,063,513	\$54,220,786	\$36,842,727	25.4	6
Specialty Food Stores (NAICS 4452)	\$3,693,272	\$256,347	\$3,436,925	87.0	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,382,144	\$821,622	\$1,560,522	48.7	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,038,072	\$14,850,675	\$-3,812,603	-14.7	18
Gasoline Stations (NAICS 447/4471)	\$83,202,234	\$46,606,533	\$36,595,701	28.2	7
Clothing and Clothing Accessories Stores (NAICS 448)	\$38,881,325	\$27,712,735	\$11,168,590	16.8	39
Clothing Stores (NAICS 4481)	\$30,055,522	\$23,375,022	\$6,680,500	12.5	26
Shoe Stores (NAICS 4482)	\$4,781,798	\$1,422,177	\$3,359,621	54.2	6
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,044,005	\$2,915,536	\$1,128,469	16.2	7
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$7,839,188	\$1,577,165	\$6,262,023	66.5	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,912,770	\$766,715	\$3,146,055	67.2	6
Book, Periodical, and Music Stores (NAICS 4512)	\$3,926,418	\$810,450	\$3,115,968	65.8	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®

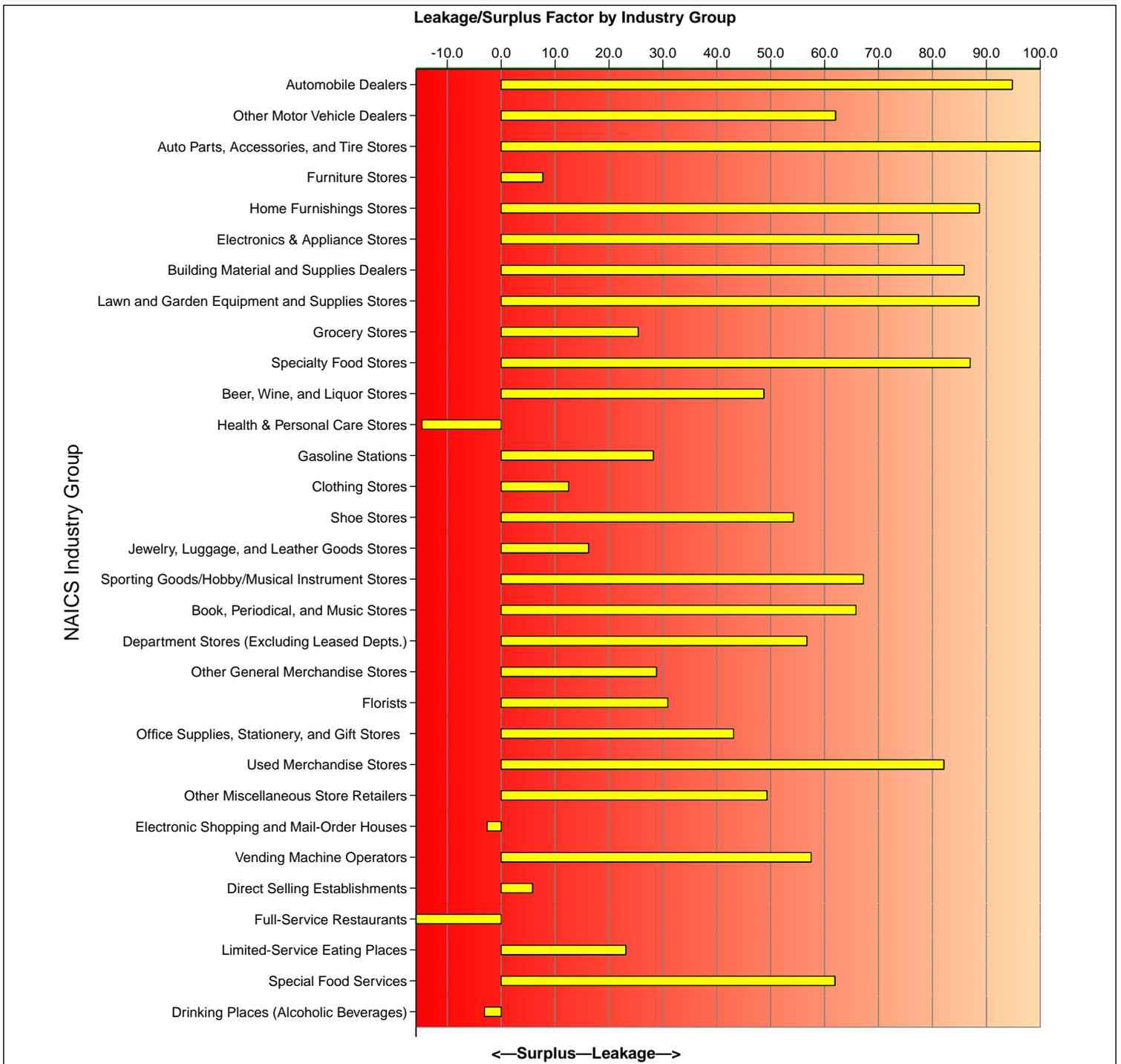
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$76,573,369	\$32,897,726	\$43,675,643	39.9	9
Department Stores Excluding Leased Depts.(NAICS 4521)	\$34,030,762	\$9,402,702	\$24,628,060	56.7	3
Other General Merchandise Stores (NAICS 4529)	\$42,542,607	\$23,495,024	\$19,047,583	28.8	6
Miscellaneous Store Retailers (NAICS 453)	\$13,305,198	\$4,816,346	\$8,488,852	46.8	29
Florists (NAICS 4531)	\$1,131,589	\$597,009	\$534,580	30.9	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$5,460,989	\$2,173,429	\$3,287,560	43.1	10
Used Merchandise Stores (NAICS 4533)	\$970,494	\$95,383	\$875,111	82.1	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,742,126	\$1,950,525	\$3,791,601	49.3	13
Nonstore Retailers (NAICS 454)	\$34,988,665	\$34,465,701	\$522,964	0.8	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$27,801,346	\$29,261,106	\$-1,459,760	-2.6	2
Vending Machine Operators (NAICS 4542)	\$1,928,495	\$520,798	\$1,407,697	57.5	1
Direct Selling Establishments (NAICS 4543)	\$5,258,824	\$4,683,797	\$575,027	5.8	3
Food Services & Drinking Places (NAICS 722)	\$98,495,028	\$100,998,929	\$-2,503,901	-1.3	110
Full-Service Restaurants (NAICS 7221)	\$52,515,034	\$72,210,477	\$-19,695,443	-15.8	73
Limited-Service Eating Places (NAICS 7222)	\$31,132,236	\$19,458,085	\$11,674,151	23.1	28
Special Food Services (NAICS 7223)	\$7,809,428	\$1,838,393	\$5,971,035	61.9	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$7,038,330	\$7,491,974	\$-453,644	-3.1	7



Source: ESRI and infoUSA®

Zip: 89052



Source: ESRI and infoUSA®

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Demographic Summary	2008	2013
Population	40,575	54,142
Total Number of Adults	32,197	43,278
Households	16,679	22,174
Median Household Income	\$79,924	\$89,100

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	17,568	54.6%	109
Bought any women's apparel in last 12 months	15,523	48.2%	108
Bought apparel for child <13 in last 6 months	8,231	25.6%	96
Bought any shoes in last 12 months	16,698	51.9%	101
Bought costume jewelry in last 12 months	7,182	22.3%	108
Bought any fine jewelry in last 12 months	8,168	25.4%	110
Bought a watch in last 12 months	6,677	20.7%	90
Automobiles (Households)			
HH owns/leases any vehicle	15,844	95.0%	109
HH bought new vehicle in last 12 months	2,132	12.8%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,805	92.6%	107
Bought/changed motor oil	15,228	47.3%	93
Had tune-up	11,540	35.8%	116
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,678	67.3%	109
Drank regular cola in last 6 months	14,695	45.6%	86
Drank beer/ale in last 6 months	15,117	47.0%	110
Cameras & Film (Adults)			
Bought any camera in last 12 months	6,048	18.8%	105
Bought film in last 12 months	10,160	31.6%	116
Bought digital camera in last 12 months	2,828	8.8%	113
Bought memory card for camera in last 12 months	2,664	8.3%	120
Computers (Households)			
HH owns a personal computer	13,806	82.8%	118
HH spent <\$500 on home PC	1,580	9.5%	103
HH spent \$500-\$999 on home PC	3,392	20.3%	119
HH spent \$1000-\$1499 on home PC	2,957	17.7%	122
HH spent \$1500-\$1999 on home PC	1,865	11.2%	131
Spent \$2000+ on home PC	1,899	11.4%	142
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	19,741	61.3%	104
Bought cigarettes at convenience store in last 30 days	3,567	11.1%	80
Bought gas at convenience store in last 30 days	11,097	34.5%	107
Spent at convenience store in last 30 days: <\$20	3,719	11.6%	115
Spent at convenience store in last 30 days: \$20-39	3,001	9.3%	90
Spent at convenience store in last 30 days: \$40+	10,356	32.2%	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. ESRI forecasts for 2008 and 2013.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	20,296	63.0%	111
Went to live theater in last 6 months	5,448	16.9%	133
Went to a bar/night club in last 12 months	6,519	20.2%	111
Dined out in last 12 months	19,561	60.8%	126
Gambled at a casino in last 12 months	6,094	18.9%	114
Visited a theme park in last 12 months	7,985	24.8%	113
Rented 1 DVD in last 30 days	1,287	4.0%	127
Purchased 1 DVD in last 30 days	1,712	5.3%	100
Spent on toys/games in last 12 months: <\$50	1,746	5.4%	94
Spent on toys/games in last 12 months: \$50-\$99	843	2.6%	92
Spent on toys/games in last 12 months: \$100-\$199	2,465	7.7%	116
Spent on toys/games in last 12 months: \$200-\$499	2,853	8.9%	95
Spent on toys/games in last 12 months: \$500+	2,165	6.7%	126
Financial (Adults)			
Have home mortgage (1st)	6,511	20.2%	126
Used ATM/cash machine in last 12 months	18,235	56.6%	118
Own any stock	4,678	14.5%	164
Own shares in mutual fund (stock)	4,901	15.2%	166
Own shares in mutual fund (bonds)	3,422	10.6%	193
Own any credit/debit card (in own name)	26,675	82.8%	117
Used full service brokerage firm in last 12 months	3,191	9.9%	164
Have 401K retirement savings	6,933	21.5%	139
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	22,224	69.0%	101
Used bread in last 6 months	31,001	96.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	23,845	74.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	16,695	51.9%	106
Used fresh fruit/vegetables in last 6 months	28,171	87.5%	103
Used fresh milk in last 6 months	29,269	90.9%	101
Health (Adults)			
Exercise at home 2+ times per week	11,213	34.8%	121
Exercise at club 2+ times per week	4,771	14.8%	134
Visited a doctor in last 12 months	25,966	80.6%	103
Home (Households)			
Any home improvement in last 12 months	5,839	35.0%	110
Used housekeeper/maid/professional cleaning service in last 12 months	3,588	21.5%	137
Purchased any HH furnishing in last 12 months	5,718	34.3%	117
Purchased bedding/bath goods in last 12 months	9,055	54.3%	104
Purchased cooking/serving product in last 12 months	4,961	29.7%	114
Bought any kitchen appliance in last 12 months	3,202	19.2%	107
Insurance (Adults)			
Currently carry any life insurance	18,376	57.1%	115
Have medical/hospital/accident insurance	25,038	77.8%	114
Carry homeowner insurance	20,129	62.5%	119
Carry renter insurance	2,158	6.7%	116

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 Mediarmk Research Inc. in a nationally representative survey of U.S. households.

Zip: 89052

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Pets (Households)			
HH owns any pet	7,186	43.1%	102
HH owns any cat	3,585	21.5%	99
HH owns any dog	5,114	30.7%	99
Reading Materials (Adults)			
Bought book in last 12 months	18,019	56.0%	116
Read any daily newspaper	15,059	46.8%	104
Heavy magazine reader	6,971	21.7%	108
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	9,133	28.4%	106
Went to family restaurant/steak house last mo: 2-4 times	9,746	30.3%	114
Went to family restaurant/steak house last mo: 5+ times	7,529	23.4%	123
Went to fast food/drive-in restaurant in last 6 mo	29,369	91.2%	102
Fast food/drive-in last 6 mo: eat in	12,624	39.2%	105
Fast food/drive-in last 6 mo: home delivery	3,210	10.0%	92
Fast food/drive-in last 6 mo: take-out/drive-thru	18,177	56.5%	109
Fast food/drive-in last 6 mo: take-out/walk-in	7,501	23.3%	96
Telephones & Service (Households)			
HH owns in-home cordless telephone	11,397	68.3%	108
HH owns cellular phone	14,803	88.8%	114
HH average monthly long distance phone bill: <\$16	5,088	30.5%	108
HH average monthly long distance phone bill: \$16-25	2,393	14.3%	117
HH average monthly long distance phone bill: \$26-59	1,988	11.9%	117
HH average monthly long distance phone bill: \$60+	832	5.0%	108
HH average monthly cell/digital phone bill: <\$25	1,268	7.6%	109
HH average monthly cell/digital phone bill: \$25-\$49	3,863	23.2%	118
HH average monthly cell/digital phone bill: \$50-\$74	3,670	22.0%	119
HH average monthly cell/digital phone bill: \$75-\$99	2,018	12.1%	121
HH average monthly cell/digital phone bill: \$100+	1,953	11.7%	120
Television & Sound Equipment (Households)			
HH owns 1 TV	2,785	16.7%	82
HH owns 2 TVs	4,131	24.8%	95
HH owns 3 TVs	4,086	24.5%	113
HH owns 4+ TVs	4,162	25.0%	120
HH subscribes to cable TV	12,592	75.5%	128
Purchased audio equipment in last 12 months	1,486	8.9%	112
Purchased CD player in last 12 months	1,208	7.2%	114
Purchased MP3 player in last 12 months	1,482	8.9%	118

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.

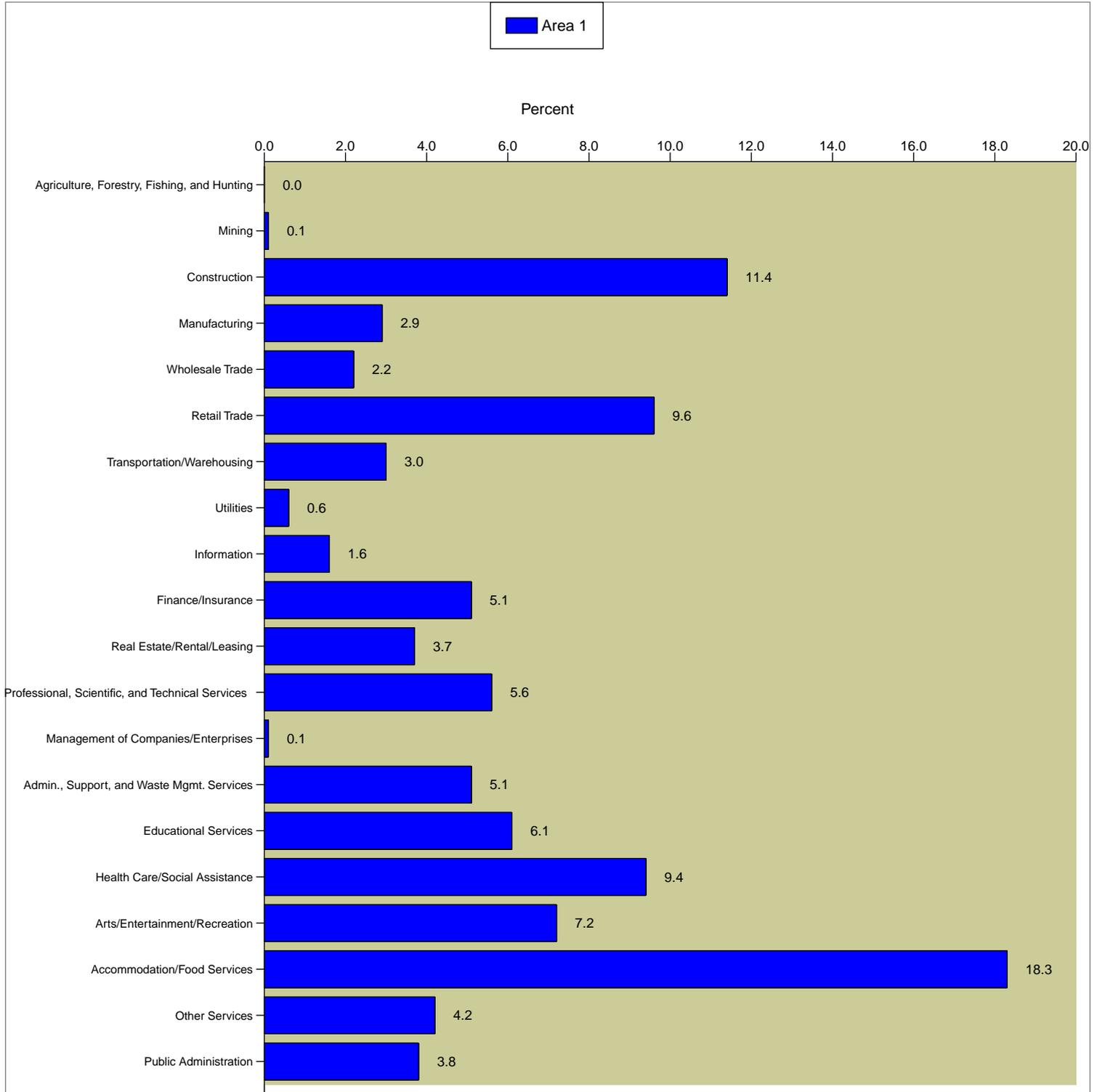
Zip: 89052

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	20,982	65.2%	123
Took 3+ domestic trips by plane in last 12 months	4,263	13.2%	167
Spent on domestic vacations last 12 mo: <\$1000	4,888	15.2%	116
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,644	8.2%	115
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,836	5.7%	143
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,601	5.0%	123
Spent on domestic vacations last 12 mo: \$3000+	2,311	7.2%	156
Foreign travel in last 3 years	11,129	34.6%	141
Took 3+ foreign trips by plane in last 3 years	2,549	7.9%	180
Spent on foreign vacations last 12 mo: <\$1000	2,197	6.8%	132
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,973	6.1%	149
Spent on foreign vacations: \$3000+	2,510	7.8%	169

2008 Total Civilian Employed Population 16+

19,478

2008 Employed Civilian Population 16+ by Industry



Data Note: Industry descriptions based on 2000 Census of Population and Housing definitions.

Source: ESRI forecasts for 2008.