Table of Contents

Project Overview 2
Retail Site Comparison 6
Site 1 7
Site 2 12
Site 3 17
Methodology 23

Supplemental Information

Appendix A: State, County, City & Demographic Maps
Appendix B: Retail Trade Potential

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Project Overview

Sponsor

Ray Reich, Director
Department of Growth and Development
P.O. Box 1449
Sumter, SC 29151

Purpose of Phase I

Community*ID*® is a two-phase program that is designed specifically for use in community economic development initiatives.

Phase I is intended to measure Sumter's potential to recruit new retailers, including restaurants. There are three sites examined in Phase I. Buxton analyzes the retail site trade areas in the same manner that thousands of retailers would. Should Buxton document sufficient potential for Sumter to attract new retailers, we identify the site with the greatest overall potential for success, and recommend that for Phase II of the program. Phase II provides Sumter with a list of specific targeted retailers and provides comprehensive marketing packages that can be used to recruit them.

Retail Sites

The three sites identified by Sumter for study in Phase I are:

1. Broad St. & Alice Dr.
2. Wise Dr. & Loring Mill Rd.
3. McCrays Mill Rd. & Pinewood Rd.

How to Use this Report

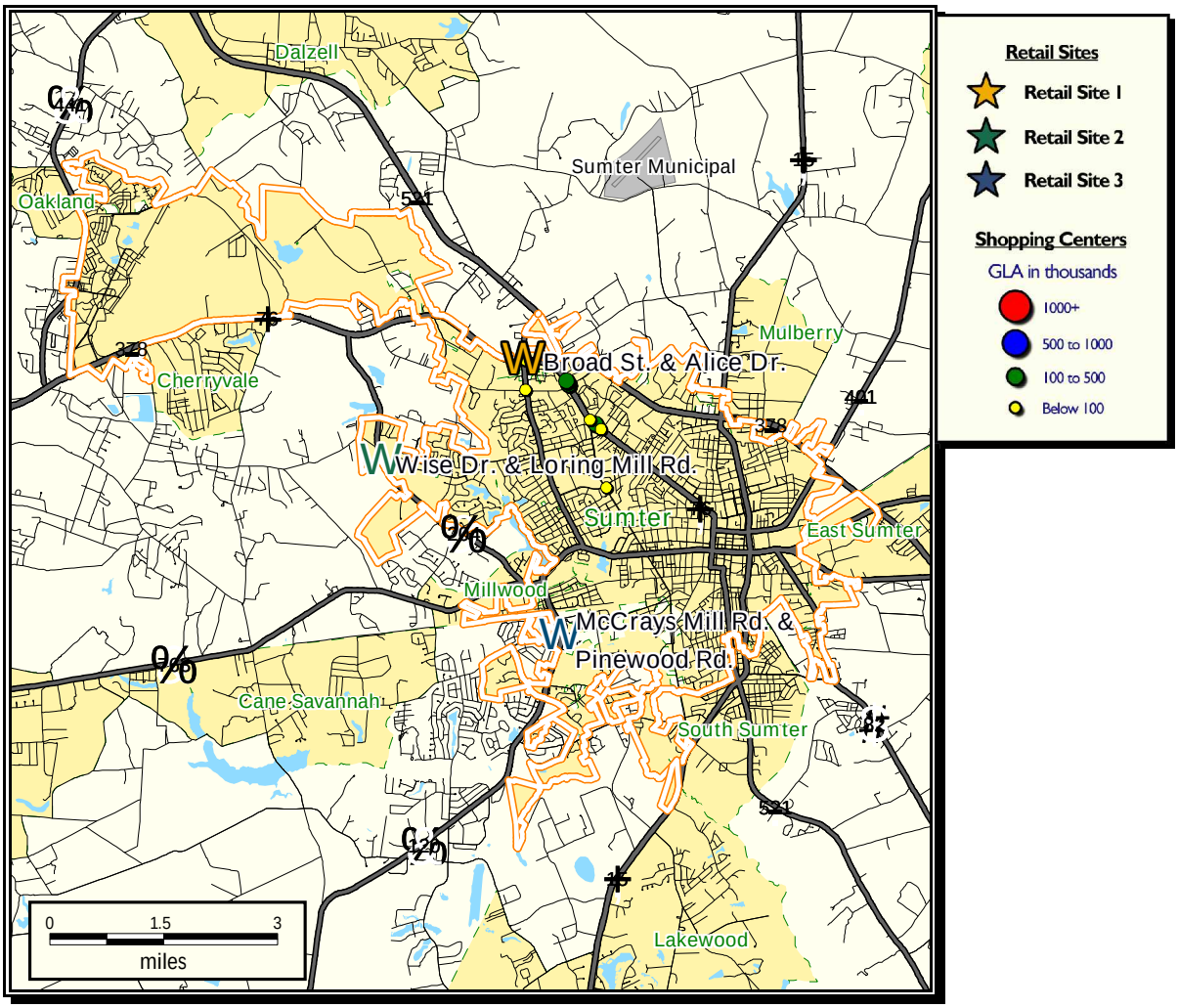
Sumter should review the conclusions and information provided in this report in order to select the retail site(s) that will be studied in Phase II. In addition to Buxton's recommendation, which is based strictly on trade area research, Sumter may wish to consider infrastructure costs, land ownership, developer interests, community goals and other factors. Buxton is prepared to engage Phase II and match retailers with the selected retail site(s).

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Project Overview

Sumter , SC

This map depicts the locations of the three retail sites that have been evaluated in Phase I.



Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

City of
SUMTER
Department of Growth and Development

COMMERCIAL DEVELOPMENT DATA

Prepared By
The Buxton Company

December, 2004

This study analyzes three sites within the City of Sumter for the purpose of determining the potential for retail and restaurant development.

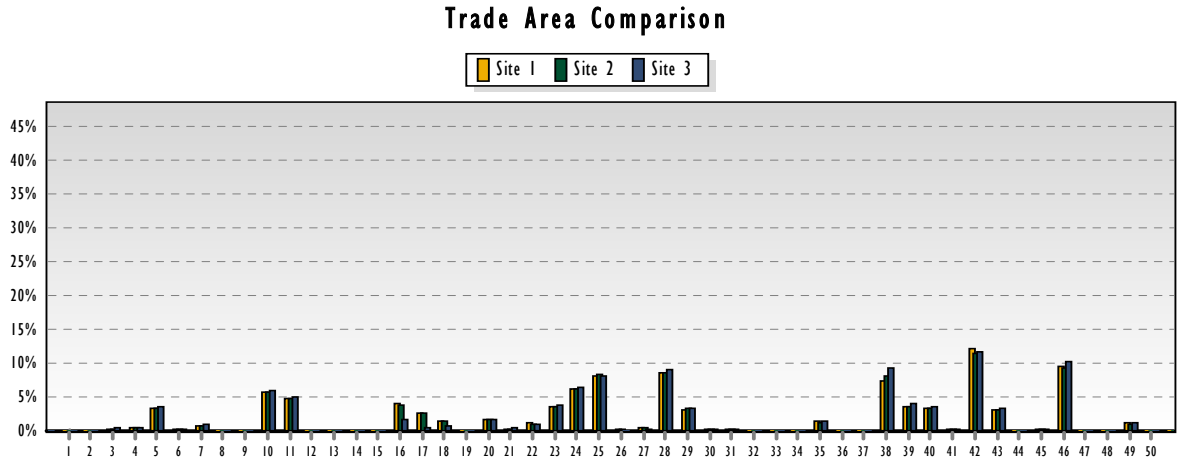
The population data utilizes corrected 1990 census data when making growth comparisons to the 2000 census. It was discovered that the 1990 population data as originally released by the Census Bureau contained an error in one of the census tracts that resulted in a double counting of approximately 7000 persons in 1990. The data contained in this report is based on the corrected data as determined by the Sumter City/County Planning Department and certified by the U.S. Census Bureau.

For additional information
Contact:
Ray Reich
Department of Growth & Development
City of Sumter
(803) 436-2535
rreich@sumter-sc.com

Retail Site Comparison

15-Minute Trade Area Segmentation

Each household in the U.S. can be described by one of the 50 segments, based upon its consumer habits and spending patterns. This graph depicts the segments, by percent of total households that comprise the trade area for each retail site. Segmentation is important to retailers and is therefore a variable in our assessment of Sumter's retail potential. A segment that represents at least five percent of a trade area is classified as a dominant segment.



The dominant segments shared among Sumter's retail site trade areas are segment 10 (HOME SWEET HOME), segment 11 (FAMILY TIES), segment 24 (CITY TIES), segment 25 (BEDROCK AMERICA), segment 28 (BUILDING A FAMILY), segment 38 (RUSTIC HOMESTEADERS), segment 42 (TRYING RURAL TIMES), segment 46 (DIFFICULT TIMES). Descriptions for all segments are located in the Methodology section of this report.

15-Minute Trade Area Statistics with Trade Area Rank

Site	Population	Population Growth	Household Count	Average Income	Residential Property Value	Traffic
Retail Site 1	85,622 (2)	5.72% (3)	31,348 (2)	**$49,597 (1)**	**$75,488 (1)**	**31,600 (1)**
Retail Site 2	**85,712 (1)**	6.38% (2)	**31,445 (1)**	$49,585 (2)	$74,855 (3)	6,700 (3)
Retail Site 3	78,923 (3)	**13.02% (1)**	29,135 (3)	$49,280 (3)	$75,243 (2)	19,600 (2)

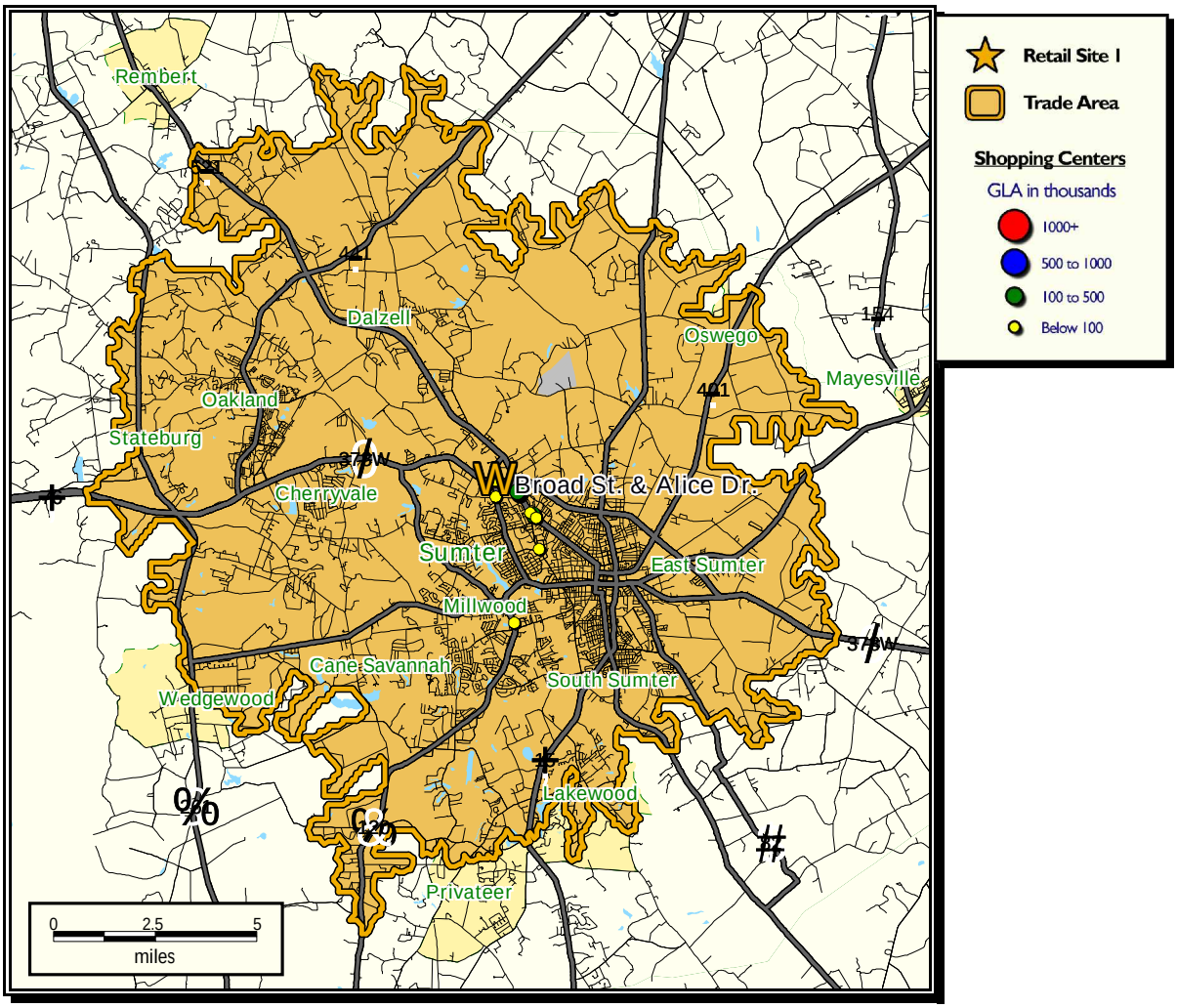
Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 1

Introduction

Retail Site 1 is located at Broad Street and Alice Drive on the northwestern edge of the city.

The figure below depicts the trade area for Site 1. The trade area consists of a 15-minute drive time polygon, determined by Buxton's proprietary drive-time technology. There are an estimated 31,348 households that fall within this trade area. Please refer to the Methodology section for details on our drive-time technology.



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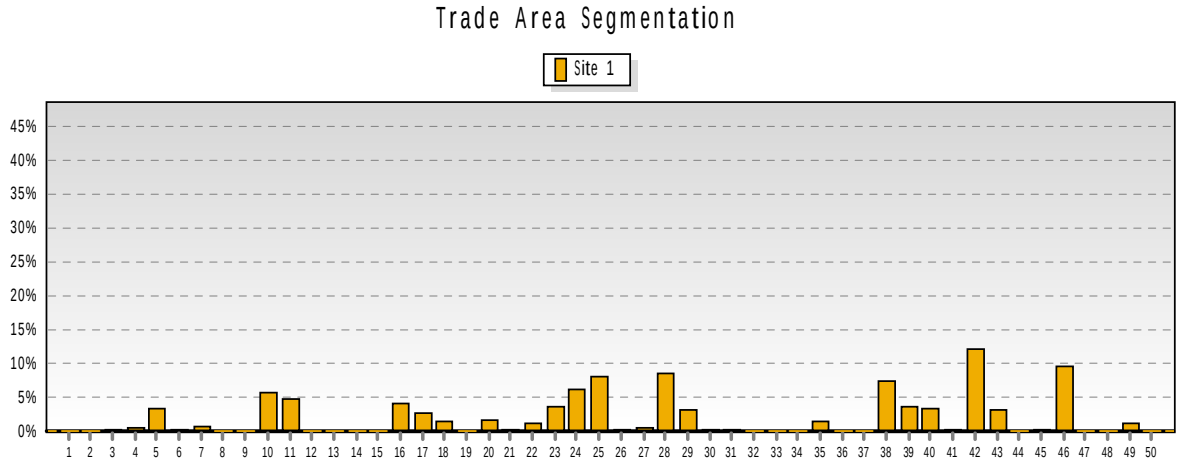
Site 1

15-Minute Trade Area Segmentation

Each household in the U.S. can be described by one of the 50 segments, based upon its consumer habits and spending patterns. This graph depicts segments by percent of total households that comprise the trade area for Site 1. A segment that represents at least five percent of a trade area is a dominant segment.

The chart at the bottom of this page provides household counts and indicates the percent of all households in the trade area that are classified in each dominant segment. The next page provides a brief description of dominant segments. The methodology section of this report includes a full description of each dominant segment.



Dominant Segments	Description	Households	% of All Households
10	HOME SWEET HOME	1,764	5.62%
24	CITY TIES	1,978	6.30%
25	BEDROCK AMERICA	2,562	8.17%
28	BUILDING A FAMILY	2,697	8.60%
38	RUSTIC HOMESTEADERS	2,304	7.34%
42	TRYING RURAL TIMES	3,779	12.04%
46	DIFFICULT TIMES	2,989	9.53%

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 1

Dominant Segment Descriptions

10 HOME SWEET HOME - Typically married couples with few, if any, children living in the home, these households have above average incomes, own their homes, and are primarily concentrated in the suburbs. This segment tends to have a great deal invested in their homes and is likely to lease a vehicle.

24 CITY TIES - This segment's population consists primarily of families with a relatively large number of children. They live primarily in urban areas and tend to work in blue-collar occupations and take public transportation to work. They are likely to frequent convenience stores, belong to religious organizations, own video game systems, and purchase women's designer clothes and jewelry.

25 BEDROCK AMERICA - This segment's population consists of families with children who live primarily in rural areas. These households have a median income below the national average and own their homes. They prefer to dine out or order home delivery meals and often shop at convenience stores. Media preferences lean towards country music and outdoor magazines.

28 BUILDING A FAMILY - These are slightly younger than average households with children who live in rural areas. They work in blue-collar occupations and are equally as likely to own as to rent their homes. This segment eats on the go and is likely to frequent fast-food restaurants. They enjoy reading magazines and watching prime-time television.

38 RUSTIC HOMESTEADERS - These families live primarily in rural areas and are likely to be married couples with older children present. They are not likely to have an education beyond high school, and are employed in blue-collar occupations. Many Rustic Homesteaders go hunting and fishing, drive a pick-up truck, and own a separate freezer.

42 TRYING RURAL TIMES - This segment's population typically consists of young, rural households with children. Primarily homeowners with median income and education levels well below the national average, they are more likely to work in blue-collar occupations. Members of this segment are likely to be on a church board and travel 11 or more miles to a grocery store.

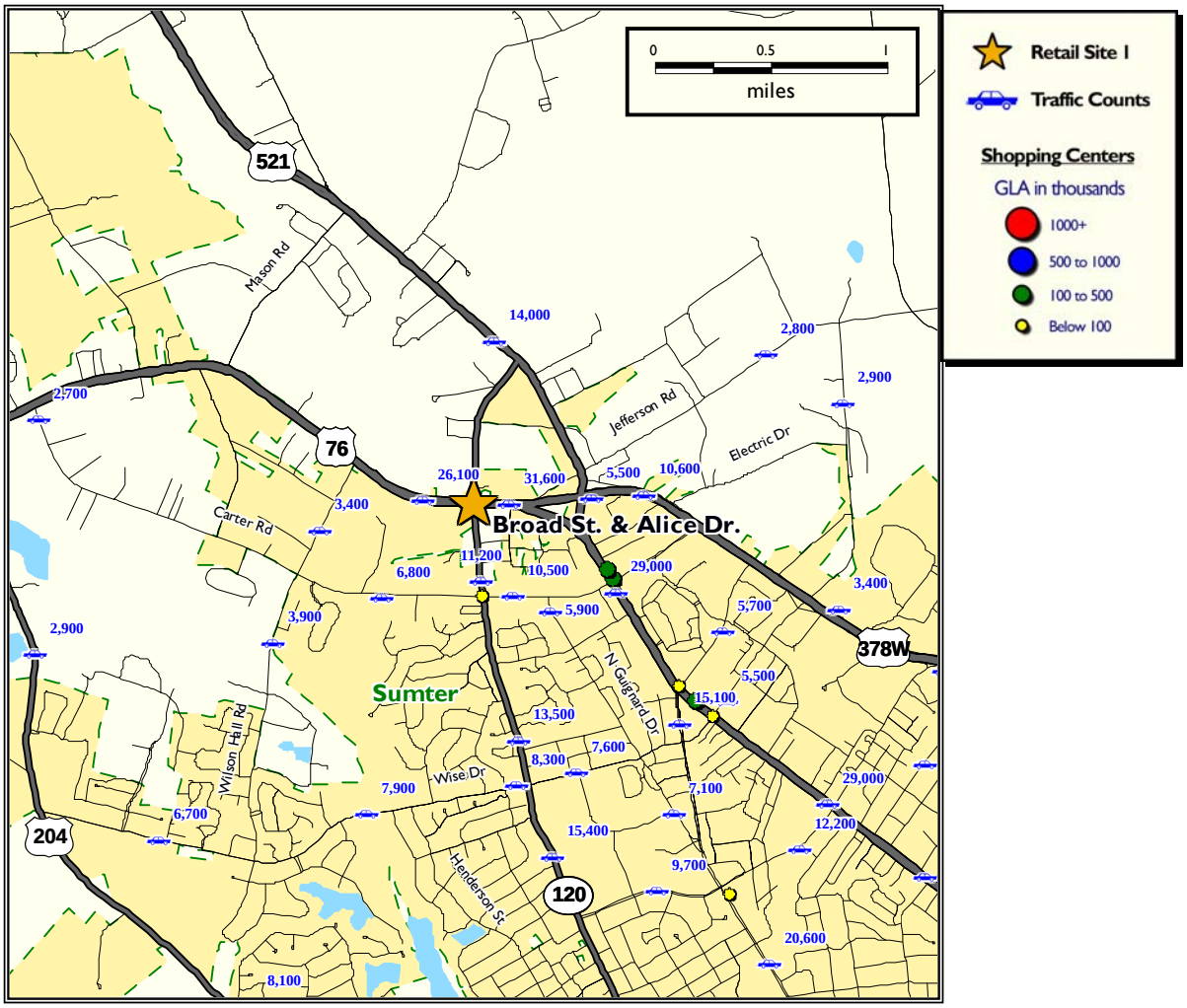
46 DIFFICULT TIMES - This segment's population consists of families with children. They are likely to be renters and work in the service sector or other blue-collar occupations. This segment is likely to make jewelry purchases and buy men and women's designer jeans. They also watch a great deal of daytime television and are likely to own a Sega Game System

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 1

Average Daily Traffic Counts

The highest traffic counts around Retail Site 1 are along Broad Street. Traffic counts on this section of highway range from 26,100 to 31,600 vehicles per day.



Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 1

15-Minute Trade Area Demographic Summary

Figures in **GREY** boxes indicate that Site 1 ranks first for that category.

Population	Site 1	Site 2	Site 3
2008 Projection	87,852	**87,844**	80,886
2003 Estimate	85,622	**85,712**	78,923
2000 Census	85,196	**85,286**	78,530
1990 Census	**80,320**	79,851	68,311
Growth from 1990-2000	5.72%	6.38%	**13.02%**
Households			
2008 Projection	31,963	**32,165**	29,971
2003 Estimate	31,348	**31,445**	29,135
2000 Census	31,063	**31,105**	28,740
1990 Census	**27,428**	27,315	24,807
Growth from 1990-2000	13.25%	13.88%	**15.85%**
Income			
2003 Average Household	**$49,597**	$49,585	$49,280
2003 Median Household Income	**$39,989**	$39,959	$39,494
2003 Per Capita Income	$21,346	$21,344	**$21,416**
Property Value			
2003 Median Property Value	**$75,488**	$74,855	$75,243
Traffic Count			
Vehicles Per Day	**31,600**	6,700	19,600

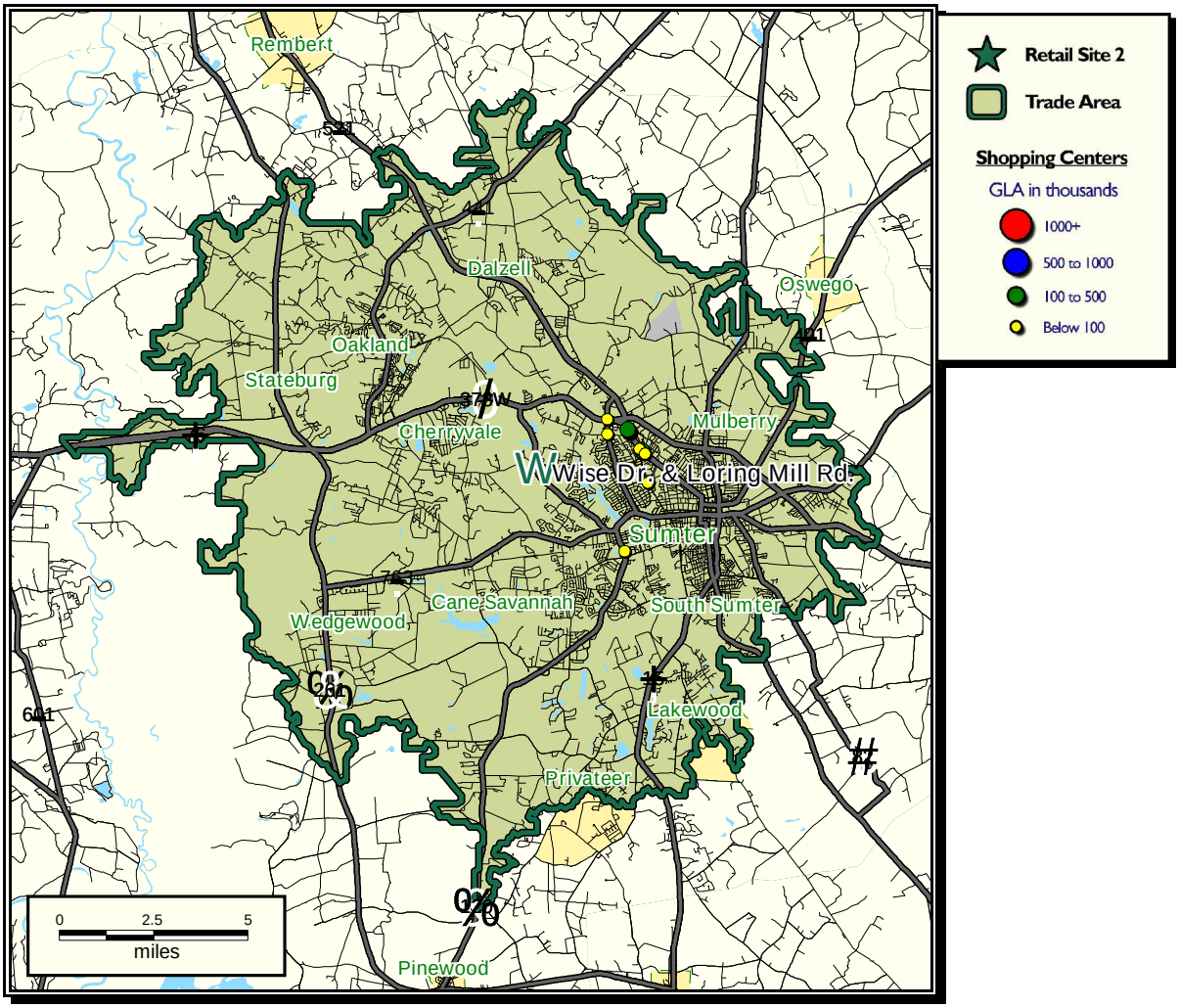
Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 2

Introduction

Retail Site 2 is located at Wise Drive and Loring Mill Road on the western edge of the city.

The figure below depicts the trade area for Site 2. The trade area consists of a 15-minute drive time polygon, determined by Buxton's proprietary drive-time technology. There are an estimated 31,445 households that fall within this trade area. Please refer to the Methodology section for details on our drive-time technology.



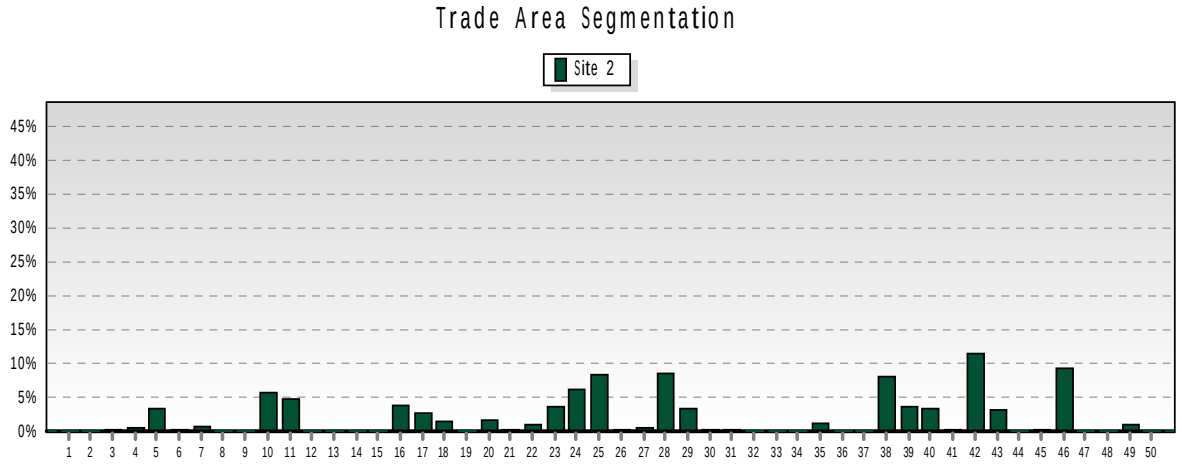
Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 2

15-Minute Trade Area Segmentation

Each household in the U.S. can be described by one of the 50 segments, based upon its consumer habits and spending patterns. This graph depicts segments by percent of total households that comprise the trade area for Site 2. A segment that represents at least five percent of a trade area is a dominant segment.

The chart at the bottom of this page provides household counts and indicates the percent of all households in the trade area that are classified in each dominant segment. The next page provides a brief description of dominant segments. The methodology section of this report includes a full description of each dominant segment.



Dominant Segments	Description	Households	% of All Households
10	HOME SWEET HOME	1,764	5.60%
24	CITY TIES	1,950	6.19%
25	BEDROCK AMERICA	2,625	8.34%
28	BUILDING A FAMILY	2,734	8.69%
38	RUSTIC HOMESTEADERS	2,572	8.17%
42	TRYING RURAL TIMES	3,623	11.51%
46	DIFFICULT TIMES	2,959	9.40%

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 2

Dominant Segment Descriptions

10 HOME SWEET HOME - Typically married couples with few, if any, children living in the home, these households have above average incomes, own their homes, and are primarily concentrated in the suburbs. This segment tends to have a great deal invested in their homes and is likely to lease a vehicle.

24 CITY TIES - This segment's population consists primarily of families with a relatively large number of children. They live primarily in urban areas and tend to work in blue-collar occupations and take public transportation to work. They are likely to frequent convenience stores, belong to religious organizations, own video game systems, and purchase women's designer clothes and jewelry.

25 BEDROCK AMERICA - This segment's population consists of families with children who live primarily in rural areas. These households have a median income below the national average and own their homes. They prefer to dine out or order home delivery meals and often shop at convenience stores. Media preferences lean towards country music and outdoor magazines.

28 BUILDING A FAMILY - These are slightly younger than average households with children who live in rural areas. They work in blue-collar occupations and are equally as likely to own as to rent their homes. This segment eats on the go and is likely to frequent fast-food restaurants. They enjoy reading magazines and watching prime-time television.

38 RUSTIC HOMESTEADERS - These families live primarily in rural areas and are likely to be married couples with older children present. They are not likely to have an education beyond high school, and are employed in blue-collar occupations. Many Rustic Homesteaders go hunting and fishing, drive a pick-up truck, and own a separate freezer.

42 TRYING RURAL TIMES - This segment's population typically consists of young, rural households with children. Primarily homeowners with median income and education levels well below the national average, they are more likely to work in blue-collar occupations. Members of this segment are likely to be on a church board and travel 11 or more miles to a grocery store.

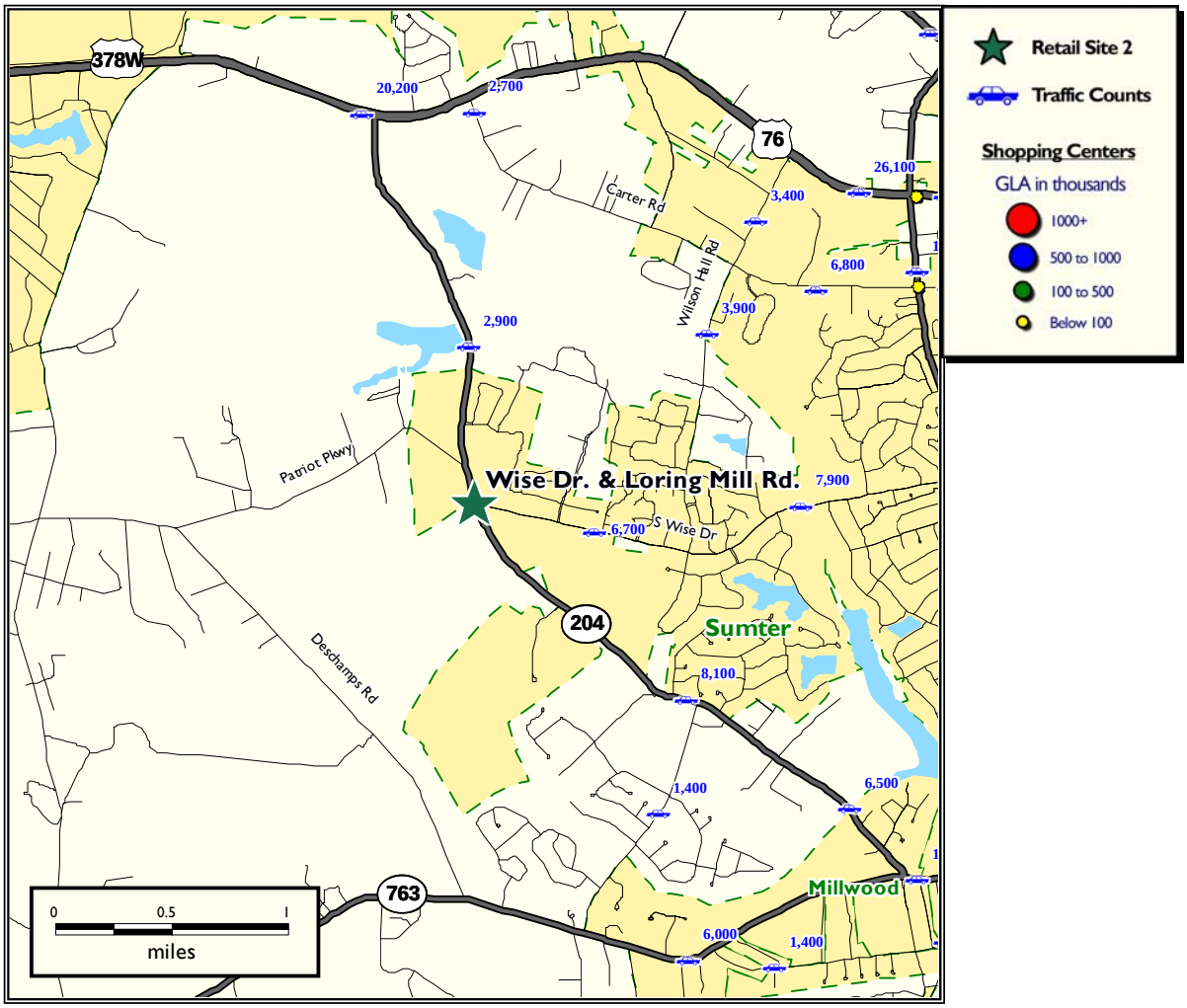
46 DIFFICULT TIMES - This segment's population consists of families with children. They are likely to be renters and work in the service sector or other blue-collar occupations. This segment is likely to make jewelry purchases and buy men and women's designer jeans. They also watch a great deal of daytime television and are likely to own a Sega Game System

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 2

Average Daily Traffic Counts

The highest traffic counts around Retail Site 2 are along Wise Drive. Traffic counts on this section of road reach 6,700 vehicles per day.



Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 2

15-Minute Trade Area Demographic Summary

Figures in **GREY** boxes indicate that Site 2 ranks first for that category.

Population	Site 1	Site 2	Site 3
2008 Projection	87,752	**87,844**	80,886
2003 Estimate	85,622	**85,712**	78,923
2000 Census	85,196	**85,286**	78,530
1990 Census	**80,320**	79,851	68,311
Growth from 1990-2000	5.72%	6.38%	**13.02%**
Households			
2008 Projection	31,963	**32,165**	29,971
2003 Estimate	31,348	**31,445**	29,135
2000 Census	31,063	**31,105**	28,740
1990 Census	**27,428**	27,315	24,807
Growth from 1990-2000	13.25%	13.88%	**15.85%**
Income			
2003 Average Household	**$49,597**	$49,585	$49,280
2003 Median Household Income	**$39,989**	$39,959	$39,494
2003 Per Capita Income	$21,346	$21,344	**$21,416**
Property Value			
2003 Median Property Value	**$75,488**	$74,855	$75,243
Traffic Count			
Vehicles Per Day	**31,600**	6,700	19,600

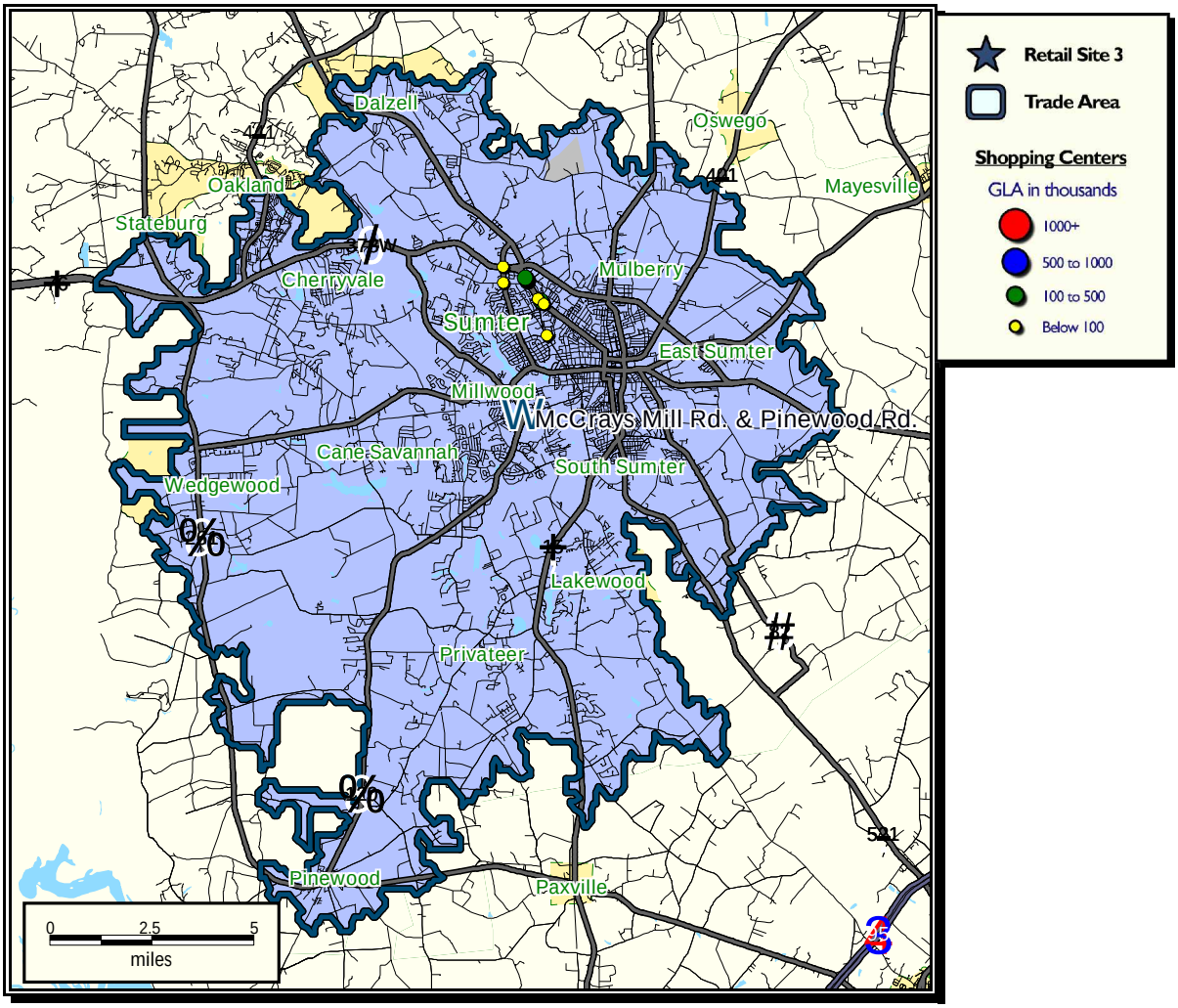
Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 3

Introduction

Retail Site 3 is located at McCrays Mill Road and Pinewood Road in the southern portion of the city.

The figure below depicts the trade area for Site 3. The trade area consists of a 15-minute drive time polygon, determined by Buxton's proprietary drive-time technology. There are an estimated 29,135 households that fall within this trade area. Please refer to the Methodology section for details on our drive-time technology.



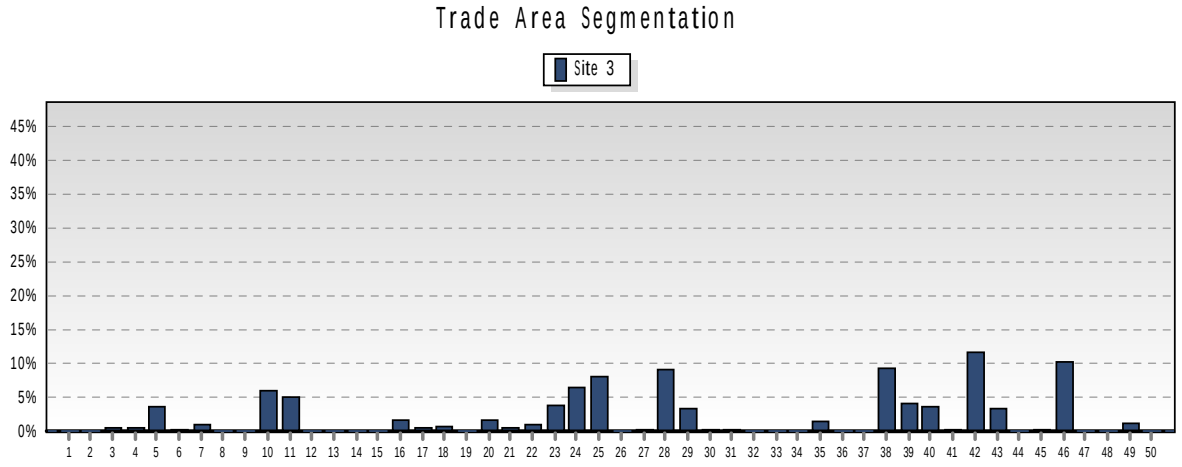
Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 3

15-Minute Trade Area Segmentation

Each household in the U.S. can be described by one of the 50 segments, based upon its consumer habits and spending patterns. This graph depicts segments by percent of total households that comprise the trade area for Site 3. A segment that represents at least five percent of a trade area is a dominant segment.

The chart at the bottom of this page provides household counts and indicates the percent of all households in the trade area that are classified in each dominant segment. The next page provides a brief description of dominant segments. The methodology section of this report includes a full description of each dominant segment.



Dominant Segments	Description	Households	% of All Households
10	HOME SWEET HOME	1,764	6.05%
11	FAMILY TIES	1,491	5.11%
24	CITY TIES	1,898	6.51%
25	BEDROCK AMERICA	2,336	8.01%
28	BUILDING A FAMILY	2,614	8.96%
38	RUSTIC HOMESTEADERS	2,742	9.40%
42	TRYING RURAL TIMES	3,427	11.75%
46	DIFFICULT TIMES	2,959	10.15%

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Site 3

Dominant Segment Descriptions

10 HOME SWEET HOME - Typically married couples with few, if any, children living in the home, these households have above average incomes, own their homes, and are primarily concentrated in the suburbs. This segment tends to have a great deal invested in their homes and is likely to lease a vehicle.

11 FAMILY TIES - This segment generally consists of families with children who live in suburban areas in the West. They have an above average median income and have attended at least some college. This segment likes to get out and go boating, camping, bowling, and in-line skating. They are heavily insured and use direct deposit.

24 CITY TIES - This segment's population consists primarily of families with a relatively large number of children. They live primarily in urban areas and tend to work in blue-collar occupations and take public transportation to work. They are likely to frequent convenience stores, belong to religious organizations, own video game systems, and purchase women's designer clothes and jewelry.

25 BEDROCK AMERICA - This segment's population consists of families with children who live primarily in rural areas. These households have a median income below the national average and own their homes. They prefer to dine out or order home delivery meals and often shop at convenience stores. Media preferences lean towards country music and outdoor magazines.

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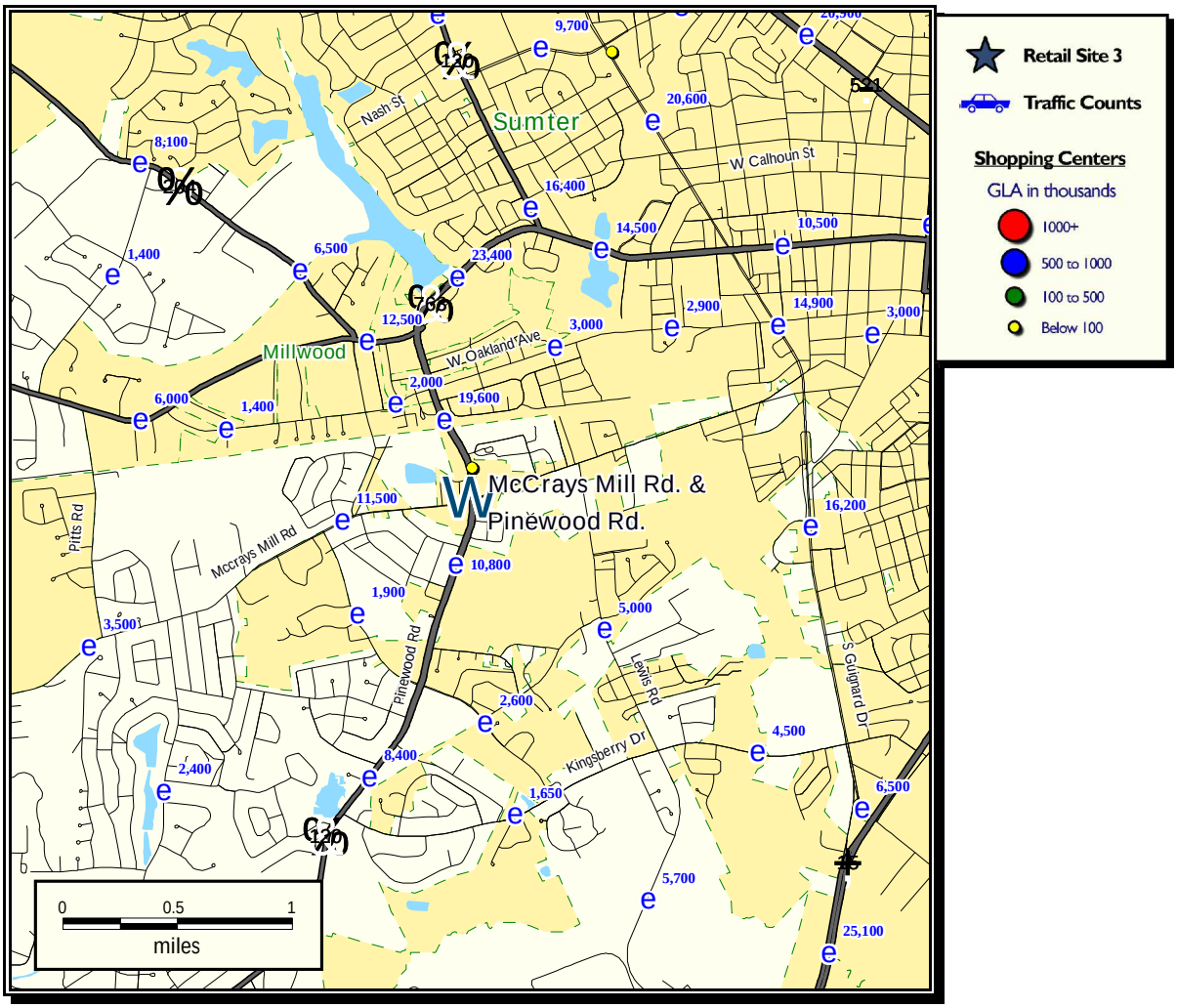
Site 3

Average Daily Traffic Counts

The highest traffic counts around Retail Site 3 are along Pinewood Road. Traffic counts on this section of road range from 10,800 to 19,600 vehicles per day.



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Site 3

15-Minute Trade Area Demographic Summary

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Property Value			
2003 Median Property Value	**$75,488**	$74,855	$75,243
Traffic Count			
Vehicles Per Day	**31,600**	6,700	19,600

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

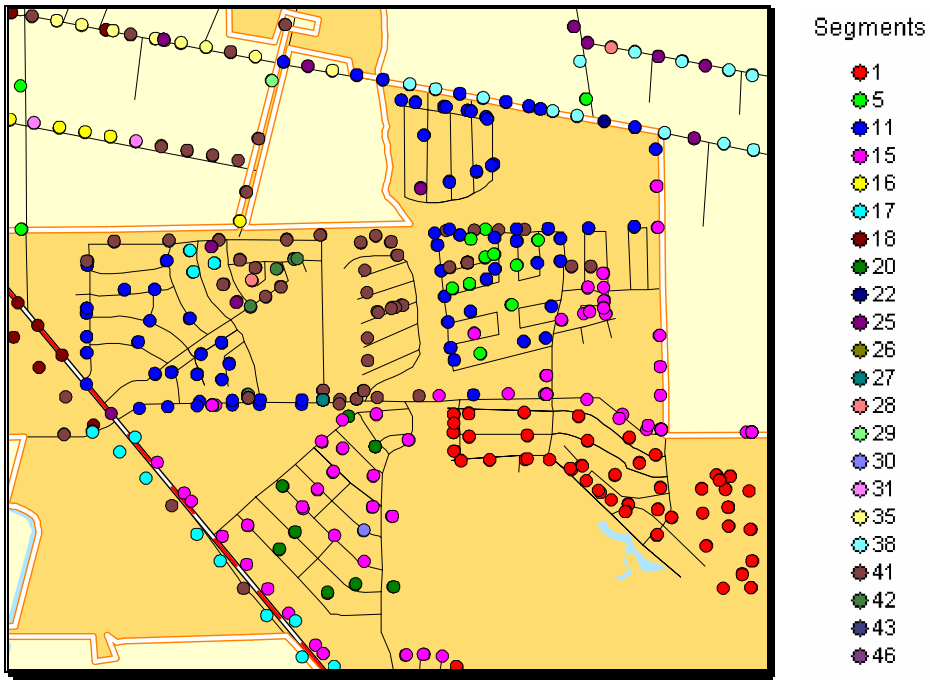
Methodology: Household Segmentation

Introduction

Community*ID* uses the latest technologies, including extensive databases and geographic information systems, to analyze a community's retail potential. This section describes the research methodologies.

Segmentation and Profiling

Segmentation is a standardized method of classifying, sorting, and grouping households. Segmentation classifies households into distinct socioeconomic groups and measures customers according to lifestyle and behavior patterns.
The Community*ID* process identifies and analyzes all the households in the community's drive-time trade area. Based on over 2,500 categories of lifestyle, purchase behavior and media reading and viewing habits, the households in your community are profiled to gain an understanding of the types of retailers that would be attracted to your community. Our in-house databases include traditional demographic data as well as the most current psychographic lifestyle information for over 112 million households and up to six individuals living in each of these households. The following map shows an example of households that have been assigned a segment.



Households by Segment (example)

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

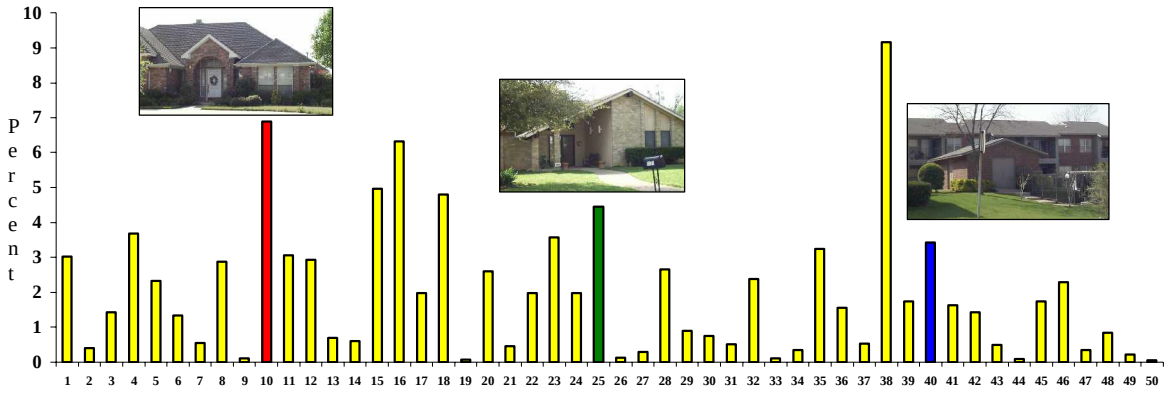
Methodology: Household Segmentation

The advantage of this system is the ability to integrate behavioral, demographic, and, most importantly, consumer spending habits into models that describe any household in the United States. These models not only describe age, income, and education, but also the investments and purchases a household is likely to make. The customer segmentation system has been thoroughly tested and is well recognized by retailers, services and restaurants.

Community*ID* identifies 50 customer segments nationally, ranging from "Upper Crust" at the highest level of the socioeconomic continuum to "Urban Singles" at the lowest level. The importance of customer segmentation to this study is that once the dominant segments of the area are known, this "profile" will be recognizable to any retailer in the country. For example, if it is discovered that segment one, "Upper Crust" appears with more frequency in the study site trade area than the national average, retailers who market to that segment may find the area attractive as a new location

The figure below shows the household segmentation profile for the United States.

U.S. Segmentation Profile



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Methodology: Drive-Time Trade Area

Drive-Time

People today shop by convenience, and measure distance in time, not miles. Therefore, Community*ID* utilizes a comprehensive database that can determine the time it takes to travel between any two points anywhere in the U.S. A custom drive-time trade area is determined for your sites based on how far customers are willing to travel to purchase various products and services.

Traditional trade area methodology uses concentric rings around a retail site location. Concentric rings do not account for both human behavior and physical geography that may influence how and why a customer patronizes a retail area. Because of the limitations with concentric rings, Buxton has developed the technology required to define a trade area according to the amount of time it takes to drive to a location. A drive-time is the surrounding geography of a site where individuals in a household can reach that site within a set amount of time, such as 15-minutes. Unlike a circular trade area definition, a drive-time trade area can be irregularly shaped because of the particular configuration of the local road network, differences in maximum speeds on various roads, geographic barriers, etc.

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Methodology: Retail Trade Potential

Community*ID* uses the Consumer Facts database to determine the demand for products and services in your trade area compared with demand in similar areas in South Carolina. The Consumer Facts database is built using information from the Consumer Expenditure Survey, Personal Consumption Expenditures, National Income and Product Accounts, and the Census of Retail Trade. The database provides current-year estimates of consumer spending on more than 400 different products and services. The estimates incorporate both regional differences in spending and future changes in demographics. Refer to Appendix C for the consumer facts results for the zone trade areas under analysis.

Data Sources: Claritas, Inc., Microvision®, © 2002, InfoUSA, Inc., © 2002, National Research Bureau, © 2002, Mediamark Research Inc., ©2002, Geographic Data Technologiy, Inc., © 2002.

Methodology: Glossary

Average Household Income – The total income of a geography divided by the number of households in the same geography.

Cannibalization – A situation in which one retail site attracts (cannibalizes) customers from an existing retail site of the same retailer, reducing the existing store's customer base and sales. Simply, it is the loss of sales of an existing store when a new store location opens nearby.

Demand – The amount spent on a commodity within a certain geography in relation to the average amount spent on that commodity.

Drive-Time – The surrounding geography of a site where individuals in a household can reach that site within a set amount of time, such as ten minutes. Unlike a circular trade area definition, a drive-time trade area can be irregularly shaped because of the particular configuration of the local road network, differences in maximum speeds on various roads, geographic barriers, etc.

Median Household Income – That income figure within a geography where half the incomes are higher and half are lower.

Psychographics – Household-level lifestyle patterns, behavior, and purchasing habits of a particular consumer, as opposed to traditional demographics which provide general information about income, age and ethnicity.

Retail Trade Potential – The estimate of total retail sales that could potentially exist within a geography based on the Survey of Retail Trade, demographics, and retail sales forecasts.

Segmentation – A standardized method of classifying, sorting, and grouping households. Community*ID* identifies 50 customer segments nationally, ranging from "Upper Crust" at the highest level of the socioeconomic continuum to "Urban Singles" at the lowest level.

Trade Area – The geography where the majority of a retailer's customers reside, usually expressed in distance or time. The zone trade area profile illustrates the households existing within the trade area for the zone. Typically, profiles of the trade area will illustrate a more representative picture of what segments are most likely to be core customer segments because it encompasses a larger area and number of households.

Urbanicity – A method of classifying communities based on their level of urbanization and proximity to metro areas in urban counties.

Zone – That area defined by community representatives as of interest for retail development or revitalization. The zone boundary tends to be geometric, or to follow the road network or natural features.

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Methodology: Segment Summaries and Full Descriptions

Introduction

This section contains brief segment summaries for all 50 segments followed by detailed segment descriptions of the dominant segments.

Brief Segment Summaries

1 UPPER CRUST - These households typically consist of families with older children. They live in the suburbs, have very high incomes, and advanced educations. This segment is over 85% more likely to work in white-collar jobs, as it ranks first in the percentage of people who work in executive managerial and sales occupations. Upper Crust members actively invest in stocks, mutual funds, and IRAs.

2 LAP OF LUXURY - These families are homeowners with children living in the suburbs. They have very high incomes, advanced educations, and work in white-collar occupations. Lap of Luxury members have an abundance of household amenities, such as hot tubs, fireplaces, and central air conditioning. They read business/finance and airline magazines.

3 ESTABLISHED WEALTH - These households are homeowners who typically reside in suburban areas and are more likely to be couples without children. This segment works in white-collar, sales, executive, and managerial occupations. These households purchase items online, read a variety of magazines, and are twice as likely to use a variety of financial services, including mutual funds, money market accounts, and IRAs.

4 MID-LIFE SUCCESS - These households have very high incomes and own their suburban homes, whose value is two-and-a-half times the national average. They work in white-collar occupations-such as sales, use discount brokers to purchase stocks, and stay informed by reading news and travel magazines.

5 PROSPEROUS METRO MIX - These families are typically married couples with young children who live in urban and suburban areas. They have high incomes and advanced educations, are homeowners, and work in white-collar occupations. They are likely to own high-end electronic equipment, such as video cameras, personal computers, and TVs with "picture-in-a-picture" function.

6 GOOD FAMILY LIFE - These families have above average incomes and typically consist of married couples with children. Over 85% of these households are located in rural areas, but their property value is 49% higher than the national average. This segment is very active in sports and outdoor activities. Their reading and television habits are also sports oriented.

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7 COMFORTABLE TIMES - These are typically high-income households, with slightly older than average married couples or families. They typically live in the suburbs, own their home, have a high level of education, and work in white-collar occupations. They are very civic minded, belonging to veteran's clubs, contributing to public broadcasting, and writing to elected officials.

8 MOVERS AND SHAKERS - Typically, these households contain employed singles and couples with no children. They live in the suburbs and have high incomes and advanced educations. Members of this segment are likely to visit museums and attend live theater. Movers and Shakers are active Internet users who shop, bank, and make purchases online.

9 BUILDING A HOME LIFE - Typically married couples with children, these households live in detached single-family units. They have above average incomes and are most likely to live in suburban areas. This segment has a high concentration of "do-it-yourselfers." Many purchases are used in home improvement and car repair projects

10 HOME SWEET HOME - Typically married couples with few, if any, children living in the home, these households have above average incomes, own their homes, and are primarily concentrated in the suburbs. This segment tends to have a great deal invested in their homes and is likely to lease a vehicle.

11 FAMILY TIES - This segment generally consists of families with children who live in suburban areas in the West. They have an above average median income and have attended at least some college. This segment likes to get out and go boating, camping, bowling, and in-line skating. They are heavily insured and use direct deposit.

12 A GOOD STEP FORWARD - This segment's population is comprised primarily of 25 to 44 year olds living in one- or two-person, non-family households. They are concentrated in urban areas, rent their homes, and have above average household incomes. Members of this segment are travelers and enjoy going to movies. They use the Internet heavily when it comes to financial services.

13 SUCCESSFUL SINGLES - This segment's population contains renter-occupied, non-family households, containing one or two persons located in urban areas. This segment ranks first in terms of foreign travel. Successful Singles are likely to use financial services, such as a discount broker, own an American Express card, and have mutual funds.

14 MIDDLE YEARS - This segment's population has an above average income level, is primarily over the age of 50, and typically works in white-collar occupations. Middle Years are likely to belong to AAA, maintain a sweep account, and own a hot tub. They enjoy reading travel and airline magazines, as well as listening to all news radio.

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15 GREAT BEGINNINGS - These households typically consist of one or two young adults who reside in urban and suburban areas. This segment is likely to own a Honda and purchase gasoline using a debit card. They also tend to listen to modern rock radio stations and read weekly news and entertainment magazines.

16 COUNTRY HOME FAMILIES - These households typically consist of married couples with children who live in rural areas. They have a median household income slightly above the national average and enjoy outdoor activities such as hunting and camping. They tend to own motor homes, boats, rifles, and fishing equipment.

17 STARS AND STRIPES - This segment's population consists of young families with children. They live primarily in urban and suburban areas, have slightly above average median household incomes, and work in blue-collar occupations. They are likely to eat at quick service hamburger restaurants, frequent convenience stores, and play video games.

18 WHITE PICKET FENCE - This segment's population usually consists of suburban families with one or two children. Many of these households enjoy bingo, bowling, and home delivery meals, such as pizza. They use credit unions and have personal loans for home improvement projects. They have a median household income just below the national average and work in blue-collar occupations.

19 YOUNG AND CAREFREE - This segment's population consists primarily of college educated young adults without children. They have a slightly below average median household income and are likely to work in white-collar occupations. This segment tends to use discount broker services, own real estate, bank by mail, and enjoy morning news programs.

20 SECURE ADULTS - This segment's population consists primarily of older singles and couples without children who live in the suburbs. They are more likely to be members of fraternal orders, civic organizations, or veteran's clubs. Many Secure Adults read mature market magazines, watch prime-time television, and prefer Oldsmobile and Buick automobiles.

21 AMERICAN CLASSICS - This segment is comprised of older singles and couples who live primarily in suburban areas. They are no more likely to own than rent their homes. They are also likely to own or lease a Buick and have their oil changed at a gas station. This segment watches a great deal of television, particularly during the daytime.

22 TRADITIONAL TIMES - This segment's population is a good mix of married and single persons with some children present. They have below average incomes, live in suburban areas, and work in blue-collar occupations. They are likely to frequent restaurants like Bob Evan's, Cracker Barrel, and Friendly's.

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23 SETTLED IN - These households consist primarily of older couples or singles without children. They live in suburban areas and have slightly below average incomes. They like to stay active and enjoy doing things themselves, including minor home improvements and automobile oil changes. Their media choices are often home and garden oriented.

24 CITY TIES - This segment's population consists primarily of families with a relatively large number of children. They live primarily in urban areas and tend to work in blue-collar occupations and take public transportation to work. They are likely to frequent convenience stores, belong to religious organizations, own video game systems, and purchase women's designer clothes and jewelry.

25 BEDROCK AMERICA - This segment's population consists of families with children who live primarily in rural areas. These households have a median income below the national average and own their homes. They prefer to dine out or order home delivery meals and often shop at convenience stores. Media preferences lean towards country music and outdoor magazines.

26 THE MATURE YEARS - This segment's population consists mostly of older singles and couples living in suburban areas. They have income and education levels below the national average. This segment is comprised of active adults who enjoy volleyball, softball, hunting, and other outdoor activities. They are very likely to access financial accounts online and use the yellow pages.

27 MIDDLE OF THE ROAD - This segment's population lives primarily in rural areas and consists of households with children. They are likely to work in blue-collar occupations, particularly the farming, forestry, and fishing industries. They are likely to drive a hatchback, use a Laundromat, and travel between six and 10 miles to a grocery store.

28 BUILDING A FAMILY - These are slightly younger than average households with children who live in rural areas. They work in blue-collar occupations and are equally as likely to own as to rent their homes. This segment eats on the go and is likely to frequent fast-food restaurants. They enjoy reading magazines and watching prime-time television.

29 ESTABLISHING ROOTS - This segment's population consists primarily of larger families living in rural areas. These households are very likely to work on home improvement projects, as they tend to purchase home fixtures and do their own remodeling. They are likely to eat at fast-food restaurants and frequent convenience stores.

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30 DOMESTIC DUOS - This segment's population is comprised primarily of seniors living in suburban areas. They live in one- to two-person households, with one-third of this segment receiving retirement income. These households are likely to travel domestically 15 or more nights a year and to have taken a cruise in the last three years. They enjoy mature market magazines and special television programming.

31 COUNTRY CLASSICS - This segment's population lives in rural areas and contains mature couples and some children. They are likely to own or lease a Buick and are members of veteran's clubs. They travel greater distances to reach grocery stores. Country Classics are likely to own certificates of deposit and enjoy gardening magazines.

32 RETRO SINGLES - This segment consists of relatively young singles and some couples with small numbers of children present. They are more likely to rent, live in urban areas, and have below average incomes and education levels. Metro Singles are likely to frequent convenience stores, and are employed primarily in blue-collar occupations. They are likely to use a savings and loan and prepaid calling cards.

33 LIVING OFF THE LAND - This segment's population consists of married couples who live primarily in rural areas and have larger than average household sizes. They have below average median incomes, own their homes, and are likely to be employed in the fishing, farming, and forestry industries. People in this segment are likely to go hunting, own real estate, and have a satellite dish.

34 BOOKS AND NEW RECRUITS - This segment's population consists of young, single adults who live in rental or group quarters in urban and suburban areas. They have an above average education but below average median income. They are likely to purchase designer jeans, eat pizza, have a student loan, read entertainment magazines, and play baseball or softball.

35 BUY AMERICAN - This segment's population consists primarily of married couples with children who reside in suburban and rural areas. They are less likely to be educated beyond the high school level. They enjoy hunting and perform vehicle maintenance themselves. Buy Americans are likely to have personal loans and bank close to work.

36 METRO MIX - This segment's population typically consists of young singles living in non-family households located in urban areas. They are primarily renters with below average median income and overall education levels who are likely to work in administrative support and service occupations. This segment is very likely to use a Laundromat and travel less than a mile to the grocery store.

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37 URBAN UP AND COMERS - This segment's population consists of singles who rent their homes and are likely to live alone. They live in urban areas, are highly educated, and work primarily in white-collar occupations. Urban Up and Comers are likely to bank by Internet, have a student loan, go jogging, and own a laptop PC.

38 RUSTIC HOMESTEADERS - These families live primarily in rural areas and are likely to be married couples with older children present. They are not likely to have an education beyond high school, and are employed in blue-collar occupations. Many Rustic Homesteaders go hunting and fishing, drive a pick-up truck, and own a separate freezer.

39 ON THEIR OWN - This segment's population typically consists of seniors, with some young adults also present. They live primarily in renter-occupied housing located in urban or suburban areas, and rank high in owning a hatchback automobile and frequenting convenience stores. This segment is also very likely to have a Roth IRA and watch prime-time television.

40 TRYING METRO TIMES - Young, single parents and seniors make up this segment. They live in urban and suburban areas and are typically renters. This segment's population is more likely than average to shop at convenience stores and use prepaid calling cards. They have made several furniture and appliance purchases in the last year.

41 CLOSE-KNIT FAMILIES - These families consist of young adults with children. They are typically renters living in urban areas. This segment tends to eat at fast-food restaurants and use non-traditional banking services. Close-Knit Families are likely to listen to contemporary hits radio and enjoy daytime television.

42 TRYING RURAL TIMES - This segment's population typically consists of young, rural households with children. Primarily homeowners with median income and education levels well below the national average, they are more likely to work in blue-collar occupations. Members of this segment are likely to be on a church board and travel 11 or more miles to a grocery store.

43 MANUFACTURING USA - This segment's population consists of very low-income households located in urban and suburban areas. They are likely to be young adults with children, or elderly. The elderly members of this segment are likely to use denture cleaners, have Social Security direct deposit, and be involved in church and civic groups.

44 HARD YEARS - This segment's population is likely to be young adults or seniors who live in urban or suburban areas. They have income and education levels well below the national average and reside in multi-family dwelling units. These individuals are active and enjoy athletic activities such as basketball and in-line skating. Hard Years are among the heaviest television and yellow page users.

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45 STRUGGLING METRO MIX - This segment's population typically consists of younger singles who rent their homes in urban areas. They are less likely to have children, and rank in the top five segments of those who shop at convenience stores, use a Laundromat, and bank near their work. Struggling Metro Mix ranks high in listening to urban contemporary radio.

46 DIFFICULT TIMES - This segment's population consists of families with children. They are likely to be renters and work in the service sector or other blue-collar occupations. This segment is likely to make jewelry purchases and buy men and women's designer jeans. They also watch a great deal of daytime television and are likely to own a Sega Game System.

47 UNIVERSITY USA - This segment's population typically consists of young singles with very low incomes who live in non-family households and group quarters. They live primarily in urban areas and almost all are in college. They rank high in participating in such leisure activities as jogging, weightlifting, in-line skating, and hiking. University USAs are likely to have student loans and own a laptop computer.

48 URBAN SINGLES - This segment's population consists primarily of young adults and seniors who rent in urban or suburban areas. Most likely, they are single-occupant households residing in multi-unit structures. Urban singles are likely to enjoy traveling and dining out. They shop frequently at convenience stores and many of them own a video game system.

49 ANOMALIES - Some observations do not fit perfectly within an identified cluster. Forcing these "outliers" would result in a loss of homogeneity; therefore, they have been assigned to this segment to eliminate them from consideration in a marketing plan.

50 UNCLASSIFIED - A small number of ZIP+4s are unclassified due to a lack of residential data; therefore, they have been included in this segment. These ZIP+4s are likely to be businesses or P.O. Boxes.

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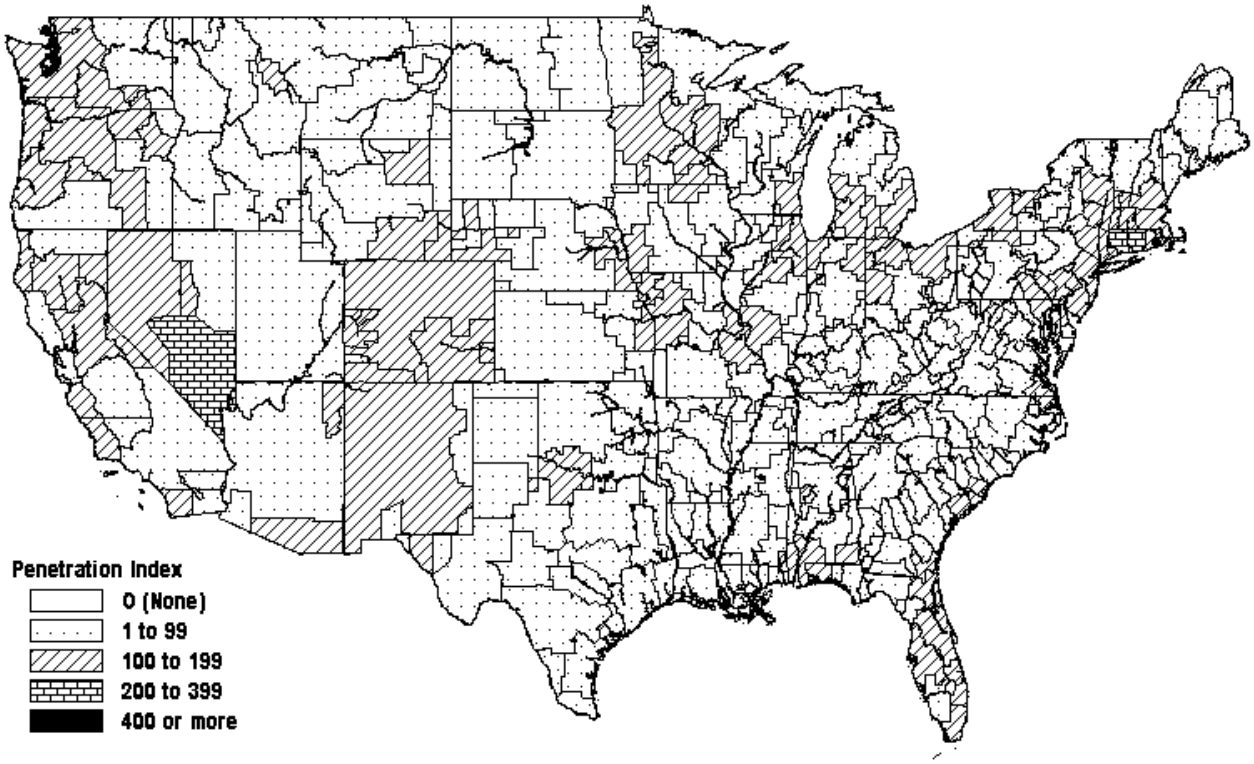
10 Home Sweet Home

Segment Concentration by Designated Market Area (DMA)



These households are typically married couples with few if any children living in the home. They have above average household incomes, own their homes and are primarily concentrated in the suburbs.

Adults in the Home Sweet Home segment are more likely than average to be between 50 and 74 years of age. Children are present in about 37% of these households, which is just slightly above the national average. They rank in the top 13 in both median household and per capita income, and rank ninth in the percentage that receive retirement income. These households are more likely than average to contain two to four people. They are 67% more likely than average to live in the suburbs, ranking them eighth. They have an above average likelihood of having a college or graduate degree and they are 18% more likely than average to work in the white-collar employment sector. In particular, they are over 22% more likely than average to work in executive and managerial, as well as professional specialty positions. The property value of this segment is about 25% higher than the national average. They are more likely to be households with two or more workers and vehicles.

This segment tends to have a great deal invested in their homes. They are likely to lease their most recent vehicle and have a home equity line of credit or a second mortgage.

Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.29	90	32
5 - 9 Years	6.56	92	32
10 - 14 Years	6.70	93	33
15 - 17 Years	3.99	97	29
18 - 20 Years	3.56	86	37
21 Years	1.18	86	35
22 - 24 Years	3.55	92	37
25 - 29 Years	6.30	97	27
30 - 34 Years	6.72	95	35
35 - 39 Years	7.19	96	30
40 - 44 Years	8.36	104	17
45 - 49 Years	8.10	110	13
50 - 54 Years	7.64	115	10
55 - 59 Years	5.79	117	7
60 - 64 Years	4.69	114	9
65 - 69 Years	3.95	110	16
70 - 74 Years	3.56	107	17
75 - 84 Years	4.49	99	26
85 + Years	1.38	88	33
Average Age	**38.16**	104	17
Median Age	**38.82**	106	14

Income	Mean	Index	Rank
< $15,000	5.54	38	42
$15,000 - $25,000	7.00	56	39
$25,000 - $35,000	8.59	72	39
$35,000 - $50,000	14.60	92	35
$50,000 - $75,000	25.58	128	3
$75,000 - $100,000	18.01	160	7
$100,000 - $150,000	13.75	166	11
$150,000 +	6.92	122	12
Average Income	**$76,427**	123	11
Median Income	**$63,941**	141	11

Race/Ethnicity	Mean	Index	Rank
White	92.06	115	11
Black	3.57	30	40
Native American	0.38	48	40
Asian	2.47	89	22
Pacific Islander	0.07	48	33
Other	1.45	37	40
Hispanic	4.74	53	35

Population Type	Mean	Index	Rank
Family HHs	88.53	106	12
Non-family HHs	10.40	76	34
Group Quarters	1.07	40	43

Owner/Renter	Mean	Index	Rank
Owner Occupied	78.84	123	9
Renter Occupied	21.16	59	42
Median Rent Paid	**$474**	127	11

Property Value	Mean	Index	Rank
< $50,000	1.28	10	41
$50,000 - $100,000	18.21	62	36
$100,000 - $150,000	32.09	141	3
$150,000 - $200,000	20.10	163	6
$200,000 - $300,000	19.77	158	13
$300,000 - $400,000	5.46	111	16
$400,000 - $500,000	1.72	73	21
$500,000+	1.37	39	25
Median Property Value	**$147,530**	125	15

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.13	117	18
1 Unit (Detached)	75.61	128	8
2 Units	3.93	81	29
3 – 9 Units	6.12	63	38
10 – 49 Units	4.72	55	33
50 + Units	0.81	19	34
Mobile Home	1.94	27	38
Other Type of Unit	0.72	66	43

Education	Mean	Index	Rank
Some High School	13.93	56	35
High School Graduate	29.43	98	26
Some College	22.20	118	8
Associate Degree	7.75	126	7
Bachelors Degree	17.67	135	16
Post Graduate Degree	9.02	125	16

Persons in Unit	Mean	Index	Rank
1 Person	18.37	75	38
2 Persons	34.35	107	14
3 – 4 Persons	36.87	114	12
5 – 6 Persons	9.34	101	27
7+ Persons	1.07	62	33
Average HH Size	**2.72**	103	17

Lifestyle Data

Home Sweet Home Members are more likely to…

Leisure & Recreation

		Index
1.	Shop at Wawa	164
2.	Eat at Friendly's	149
3.	Eat at Dunkin Donuts	139
4.	Spend $100 or more on dry cleaning in six months	138
5.	Own or lease a minivan	138
6.	Eat at Boston Market	137
7.	Own a stationary bike	136
8.	Lease most recent vehicle	135
9.	Purchase gasoline with a credit card	135
10.	Belong to AAA	133
11.	Play golf	132
12.	Be a union member	131
13.	Go snow skiing	129
14.	Have taken a cruise in the last three years	129
15.	Eat at Outback Steakhouse	129

Communications & Technology

		Index
1.	Use Bell Atlantic Mobile as a wireless provider	162
2.	Use the internet at home for investments	155
3.	Have four or more working televisions connected to cable television	149
4.	Use the internet to check bank or investment accounts	145
5.	Use the internet to purchase travel	144
6.	Have a local, long distance and wireless phone, online, and paging	140
7.	Use AOL as an internet service provider	140
8.	Have a wireless phone for work	138
9.	Rate internet provider's overall service as neutral	137
10.	Rate cable television provider's value for money spent as poor	135

Financial Services

		Index
1.	Have fixed rate annuities	155
2.	Have a second mortgage or personal loan	154
3.	Have variable rate annuities	153
4.	Have IRA invested in certificates of deposit	152
5.	Have a home equity line of credit	152
6.	Have homeowner or personal property insurance btwn $100K - $300K	150
7.	Lease an automobile	145
8.	Have mutual funds obtained by mail	145
9.	Use discount brokerage services	145
10.	Have made stock trades in the last six months	145

Lifestyle Data

Home Sweet Home Members are more likely to…

Media Preferences

		Index
1.	Listen to all news radio format	150
2.	Read Golf Digest magazine	144
3.	Listen to modern rock radio format	142
4.	Listen to all sports radio format	140
5.	Read Consumer Reports	137
6.	Read Money magazine	133
7.	Watch Bravo	132
8.	Refer to yellow pages for garden/nursery	129
9.	Watch Home & Garden TV	129
10.	Read Martha Stewart Living magazine	128
11.	Watch Food Network	128
12.	Watch Spin City	128
13.	Read Epicurean magazines	126
14.	Refer to yellow pages for furniture	126
15.	Watch E!	126

Home Furnishings & Improvements

		Index
1.	Own a snow blower	164
2.	Own a dehumidifier	149
3.	Own a gas clothes dryer	145
4.	Own a coffee grinder	139
5.	Own a fireplace	139
6.	Have purchased wall to wall carpeting in the last year	137
7.	Own an Apple/Mac PC	134
8.	Own a gas grill	132
9.	Spend $100 or more on property/garden maintenance yearly	130
10.	Own four or more televisions	130

Power Utilities

		Index
1.	Have a programmable thermostat	167
2.	Currently participate in home energy audits	159
3.	Have three or more window or wall-mounted room air conditioners	145
4.	Have timers for lights	142
5.	Have an extended warranty or service contract for the heating system	141
6.	Use oil as the primary heating system fuel	140
7.	Currently have balanced billing	140
8.	Have a fireplace with gas logs	134
9.	Have a carbon monoxide detector	131
10.	Have a natural gas water heater	130

24 City Ties

Segment Concentration by Designated Market Area (DMA)

These are families with a relatively large number of children. They live primarily in urban areas and have just below average median household income and education levels. They tend to work in blue-collar occupations and take public transportation to work.

City Ties is a young segment with a majority of the population under age 34. These households are much more likely than average to contain children and are less likely than average to be a married couple. This segment contains the third highest percent of households headed by a female, and they are likely to be households with three or more people. Nearly 75% of these households are African American. Their median household income is 4% below average, and their per capita income is 24% below due to their large household size. The concentration of these households in urban areas is 77% above the national average and very high in the Southeast. Relatively few in this segment have a college degree, and they are 22% more likely than average to have only attended some high school. They rank first in protective services and third in administrative support, and are 14% more likely to work in blue-collar occupations. They are five percent more likely to own their home, their property value is 29% lower than average, and they rank fifth for living in single attached units.

City Ties are likely to frequent convenience stores. They belong to religious clubs and purchase women's designer clothes and jewelry. They also own video game systems and listen to urban contemporary radio stations.

Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.72	110	10
5 - 9 Years	7.75	108	10
10 - 14 Years	7.66	107	12
15 - 17 Years	4.45	108	14
18 - 20 Years	4.25	102	15
21 Years	1.49	109	14
22 - 24 Years	4.30	112	12
25 - 29 Years	7.50	115	5
30 - 34 Years	7.55	106	13
35 - 39 Years	7.21	97	28
40 - 44 Years	7.52	94	30
45 - 49 Years	7.04	96	25
50 - 54 Years	6.42	97	23
55 - 59 Years	4.84	97	24
60 - 64 Years	4.08	99	24
65 - 69 Years	3.34	93	31
70 - 74 Years	2.67	80	38
75 - 84 Years	3.18	70	39
85 + Years	1.03	65	39
Average Age	**34.60**	94	39
Median Age	**33.42**	92	40

Income	Mean	Index	Rank
< $15,000	14.80	103	27
$15,000 - $25,000	12.69	101	33
$25,000 - $35,000	12.66	106	33
$35,000 - $50,000	16.93	107	20
$50,000 - $75,000	21.34	107	15
$75,000 - $100,000	11.33	101	17
$100,000 - $150,000	7.36	89	17
$150,000 +	2.89	51	25
Average Income	**$53,792**	87	22
Median Income	**$43,727**	96	19

Race/Ethnicity	Mean	Index	Rank
White	20.56	26	49
Black	74.94	622	2
Native American	0.30	32	46
Asian	1.27	46	37
Pacific Islander	0.08	54	31
Other	2.87	73	19
Hispanic	5.82	65	27

Population Type	Mean	Index	Rank
Family HHs	89.31	107	11
Non-family HHs	9.68	71	39
Group Quarters	1.01	37	44

Owner/Renter	Mean	Index	Rank
Owner Occupied	67.40	105	24
Renter Occupied	32.60	91	27
Median Rent Paid	**$361**	97	24

Property Value	Mean	Index	Rank
< $50,000	18.27	149	18
$50,000 - $100,000	44.97	153	5
$100,000 - $150,000	20.49	90	28
$150,000 - $200,000	7.91	64	33
$200,000 - $300,000	6.52	52	32
$300,000 - $400,000	1.30	26	36
$400,000 - $500,000	0.31	13	39
$500,000+	0.25	7	41
Median Property Value	**$83,730**	71	35

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	10.34	197	5
1 Unit (Detached)	64.43	109	24
2 Units	6.97	144	8
3 – 9 Units	8.96	93	24
10 – 49 Units	5.10	59	31
50 + Units	0.89	21	32
Mobile Home	2.17	30	34
Other Type of Unit	1.14	104	29

Education	Mean	Index	Rank
Some High School	30.30	122	18
High School Graduate	30.18	101	23
Some College	20.31	108	17
Associate Degree	5.85	95	26
Bachelors Degree	8.72	66	35
Post Graduate Degree	4.64	64	30

Persons in Unit	Mean	Index	Rank
1 Person	19.87	81	36
2 Persons	26.47	83	42
3 – 4 Persons	36.20	112	13
5 – 6 Persons	13.38	145	8
7+ Persons	4.08	236	4
Average HH Size	**3.01**	114	7

Lifestyle Data

City Ties Members are more likely to…

Leisure & Recreation

		Index
1.	Eat at Popeyes Chicken	318
2.	Purchase a women's suit with a skirt	207
3.	Eat at IHOP	194
4.	Purchase precious bracelets	188
5.	Be a member of a church board	168
6.	Eat at KFC	167
7.	Purchase juice at a convenience store	164
8.	Shop at Wawa	162
9.	Purchase women's designer jeans	152
10.	Purchase bakery items at a convenience store	151
11.	Eat at Red Lobster	151
12.	Be a member of a religious club	145
13.	Shop at Amoco Food Mart	145
14.	Spend $100 or more on dry cleaning in six months	137
15.	Use a prepaid calling card	137

Communications & Technology

		Index
1.	Pay an additional cost for caller ID (wireline)	236
2.	Have prepaid wireless phone service	207
3.	Believe it very important to consolidate comm. & energy service	200
4.	Be definitely interested in purchasing a new PC	192
5.	Have premium cable	171
6.	Use a paging service	169
7.	Be very unlikely to purchase wireless service in the next six months	166
8.	Be very interested in digital cable	166
9.	Have four or more working televisions in the household	165
10.	Be interested in instant messaging for wireless phone	163

Financial Services

		Index
1.	Have a personal loan for home improvements	164
2.	Have an auto loan obtained directly from a financial institution	155
3.	Have a whole life insurance policy	138
4.	Have a checking account with restricted teller use	134
5.	Have life insurance between $50,000 - $99,000	118
6.	Have an American Express Optima card	113
7.	Use the telephone to access account balances	109
8.	Have a personal loan	108
9.	Have a student loan	108
10.	Have payroll direct deposit	102

Lifestyle Data

City Ties Members are more likely to…

Media Preferences

		Index
1.	Read Jet magazine	793
2.	Read Ebony magazine	744
3.	Watch BET	535
4.	Listen to urban contemporary radio format	453
5.	Watch the Jenny Jones Show	297
6.	Watch the Montel Williams Show	248
7.	Watch the Jerry Springer Show	233
8.	Listen to jazz radio format	232
9.	Watch the Billboard Music Awards	219
10.	Watch The Young and the Restless	214
11.	Watch the Home Shopping Network	191
12.	Watch One Life to Live	191
13.	Watch The Movie Channel	187
14.	Watch Court TV	183
15.	Read Vogue magazine	182

Home Furnishings & Improvements

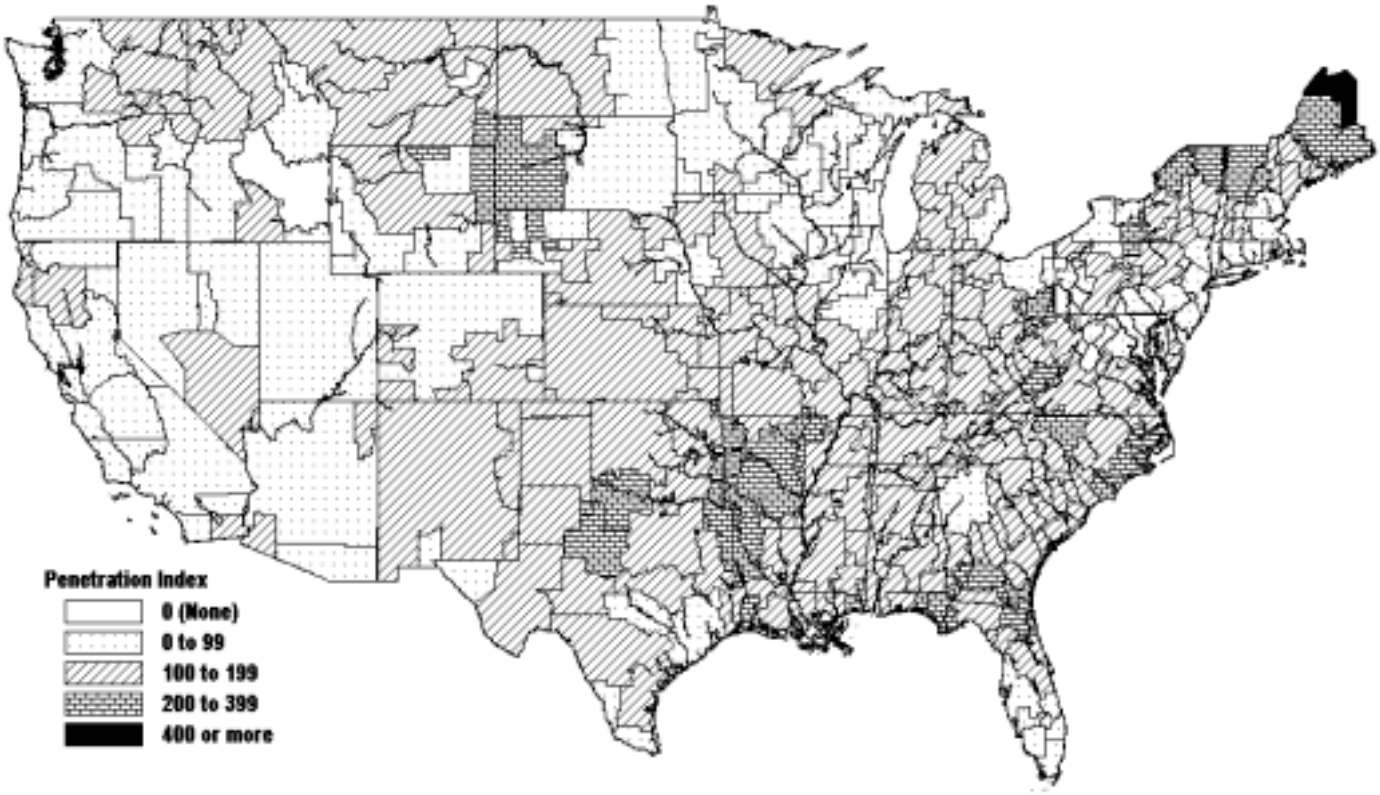
		Index
1.	Own a burglar alarm	151
2.	Own a television/VCR combination	123
3.	Have purchased a video game system in the last year	121
4.	Use a professional exterminator	111
5.	Own an electric juicer	107
6.	Have purchased table settings in the last year	105
7.	Own a carpet steam cleaner	101
8.	Have purchased a clothes dryer in the last year	101
9.	Own a charcoal grill	101
10.	Have remodeled a kitchen in the last year	100

Power Utilities

		Index
1.	Have a home security system	226
2.	Be very likely to purchase an extended warranty	213
3.	Be very likely to purchase a payment protection plan	206
4.	Have an extended warranty or service contract for the water heater	186
5.	Have an extended warranty or service contract on any appliance	178
6.	Currently participate in a fixed rate billing plan	172
7.	Rate gas provider's overall service as neutral	153
8.	Be very likely to participate in time-of-use rates	147
9.	Have three or more window or wall-mounted room air conditioners	132
10.	Use natural gas for the primary heating system fuel	125

25 Bedrock America

Segment Concentration by Designated Market Area (DMA)



This segment consists of families with children and is located primarily in rural areas. These households have median income and education levels below the national average. They own their homes and work in blue-collar occupations.

Bedrock America resembles the average age structure of the nation with slightly higher numbers of children. They are 7% more likely than average to have children and three to four persons in the household. The median household income is 12% below average and the per capita income is 20% below. Households in this segment are 52% more likely than average to live in rural areas, particularly in the states of Arkansas and Maine. They rank eighth in terms of ending their education upon graduating high school and are 14% more likely than average not to have attained a high school diploma. They are 19% more likely than average to work in blue-collar occupations ranking eighth in precision products and crafts occupations. This segment is 10% more likely to own their home with a median property value that is 27% below average the national average. They typically own single family or mobile homes.

Bedrock Americans enjoy dining out, ordering home delivery meals and frequently shop convenience stores. They prefer country music, outdoor magazines and are likely to use a credit union.

Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.29	104	21
5 - 9 Years	7.46	104	17
10 - 14 Years	7.49	104	20
15 - 17 Years	4.35	106	21
18 - 20 Years	3.94	95	24
21 Years	1.29	95	23
22 - 24 Years	3.79	98	22
25 - 29 Years	6.42	99	23
30 - 34 Years	6.94	98	28
35 - 39 Years	7.47	100	19
40 - 44 Years	8.02	100	19
45 - 49 Years	7.23	98	20
50 - 54 Years	6.49	98	22
55 - 59 Years	4.90	99	21
60 - 64 Years	4.09	99	23
65 - 69 Years	3.56	99	24
70 - 74 Years	3.30	99	23
75 - 84 Years	4.45	98	29
85 + Years	1.52	96	30
Average Age	**36.35**	99	26
Median Age	**35.92**	98	28

Income	Mean	Index	Rank
< $15,000	15.33	106	26
$15,000 - $25,000	14.70	117	25
$25,000 - $35,000	14.09	118	18
$35,000 - $50,000	18.18	115	8
$50,000 - $75,000	20.91	105	17
$75,000 - $100,000	9.48	84	24
$100,000 - $150,000	5.17	62	28
$150,000 +	2.13	37	31
Average Income	**$49,553**	80	27
Median Income	**$39,848**	88	25

Race/Ethnicity	Mean	Index	Rank
White	86.72	108	27
Black	8.12	67	18
Native American	0.98	125	15
Asian	1.31	47	35
Pacific Islander	0.15	104	15
Other	2.71	69	22
Hispanic	6.58	73	24

Population Type	Mean	Index	Rank
Family HHs	86.36	103	20
Non-family HHs	11.65	85	32
Group Quarters	1.99	74	31

Owner/Renter	Mean	Index	Rank
Owner Occupied	70.36	110	20
Renter Occupied	29.64	83	31
Median Rent Paid	**$312**	83	33

Property Value	Mean	Index	Rank
< $50,000	18.56	151	17
$50,000 - $100,000	43.17	146	10
$100,000 - $150,000	22.62	100	24
$150,000 - $200,000	8.26	67	30
$200,000 - $300,000	5.30	43	36
$300,000 - $400,000	1.27	26	37
$400,000 - $500,000	0.42	18	35
$500,000+	0.40	11	35
Median Property Value	**$85,899**	73	33

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.62	69	34
1 Unit (Detached)	66.28	112	21
2 Units	4.32	89	25
3 – 9 Units	7.07	73	33
10 – 49 Units	4.20	49	36
50 + Units	0.87	20	33
Mobile Home	12.57	174	10
Other Type of Unit	1.06	96	33

Education	Mean	Index	Rank
Some High School	28.24	114	22
High School Graduate	34.81	116	8
Some College	18.20	97	30
Associate Degree	5.85	95	27
Bachelors Degree	8.76	67	34
Post Graduate Degree	4.14	57	36

Persons in Unit	Mean	Index	Rank
1 Person	22.13	90	31
2 Persons	32.48	101	26
3 – 4 Persons	34.57	107	17
5 – 6 Persons	9.40	102	25
7+ Persons	1.42	82	21
Average HH Size	**2.67**	102	24

Lifestyle Data

Bedrock American Members are more likely to…

Leisure & Recreation

		Index
1.	Eat at Shoney's	203
2.	Eat at Sonic Drive-In	180
3.	Shop at Circle K	166
4.	Eat at Hardee's	158
5.	Shop at Amoco Food Mart	154
6.	Eat at Chick-Fil-A	147
7.	Eat at Little Caesar's Pizza	146
8.	Shop at Citgo Quik Mart	142
9.	Purchase gasoline at a convenience store	139
10.	Own an outboard motor boat	139
11.	Order home delivery meals	137
12.	Purchase a used automobile	137
13.	Play bingo	135
14.	Purchase canned soft drinks at a convenience store	135
15.	Go fishing	133

Communications & Technology

		Index
1.	Have one working television connected to satellite television	146
2.	Have switched long distance provider for better services	141
3.	Have enhanced movie satellite	137
4.	Be very likely to subscribe to call waiting (wireline)	136
5.	Have a satellite	136
6.	Not subscribe to wireless service because it is too expensive	134
7.	Rate long distance provider's ability to assist in work at home as good	123
8.	Use the internet at home for phone calls	123
9.	Have received collect calls in the last six months	122
10.	Have made collect calls in the last six months	120

Financial Services

		Index
1.	Have a personal loan	141
2.	Have homeowner or personal property insurance btwn $25K - $99K	129
3.	Have a combination term/whole life insurance policy	126
4.	Have an auto loan obtained through a dealership	122
5.	Have life insurance between $100,000 - $249,000	119
6.	Have installment credit products	111
7.	Use a credit union	107
8.	Use a bank branch closest to work	107
9.	Have lost income insurance	104
10.	Have a mortgage (1st)	104

Lifestyle Data

Bedrock America Members are more likely to…

Media Preferences

		Index
1.	Watch Country Music TV	184
2.	Watch TNN (Nashville Network)	154
3.	Read gardening magazines	153
4.	Read National Enquirer magazine	148
5.	Read fishing/hunting magazines	147
6.	Read Women's World magazine	146
7.	Watch the Jenny Jones Show	146
8.	Listen to country music radio format	144
9.	Refer to yellow pages for auto parts and supplies	142
10.	Read Field & Stream magazine	141
11.	Read Parents' Magazine	139
12.	Watch police docudrama shows	139
13.	Watch The Movie Channel	137
14.	Watch Showtime	137
15.	Watch Cops	136

Home Furnishings & Improvements

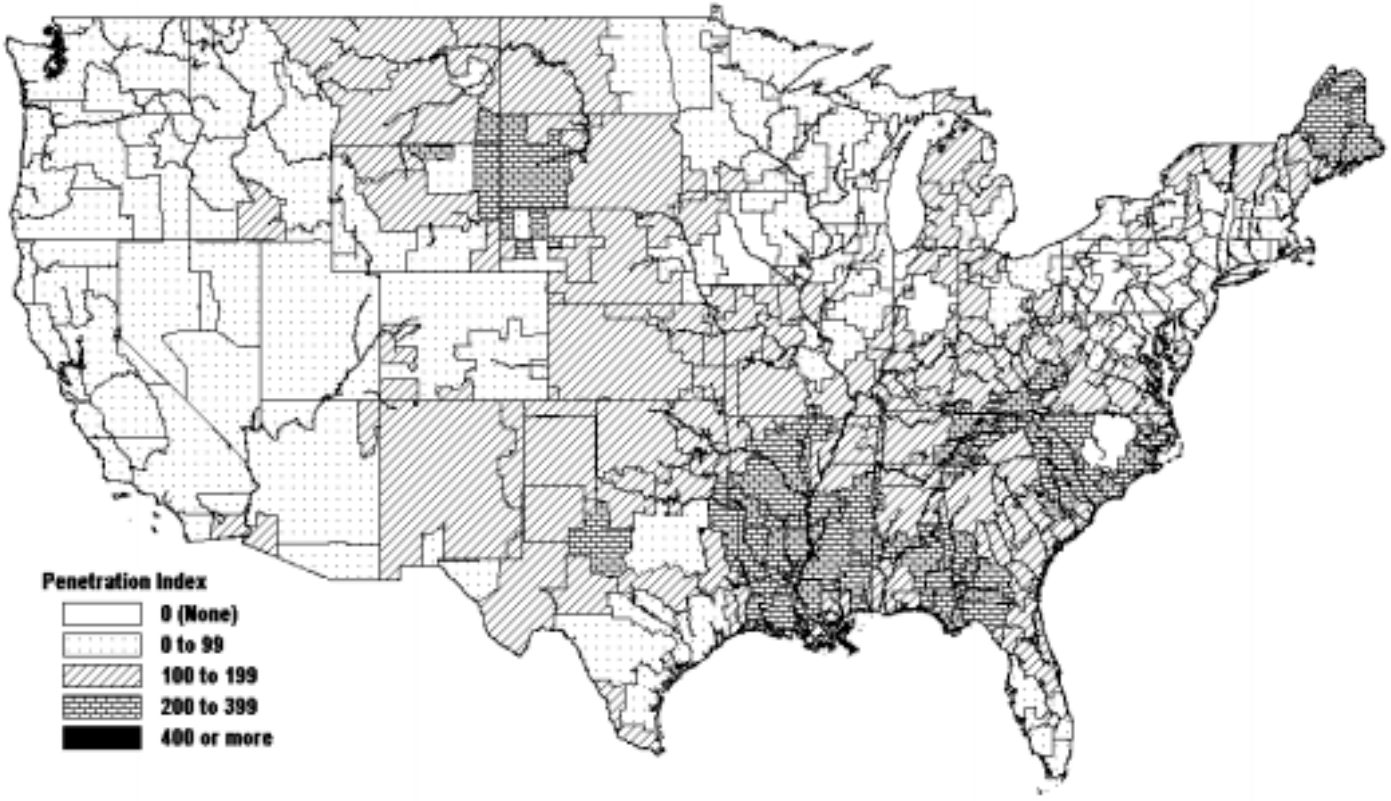
		Index
1.	Have purchased a video game system in the last year	139
2.	Have purchased curtains in the last year	128
3.	Own a deep fryer	128
4.	Have purchased wall to wall carpet in the last year	120
5.	Have purchased kitchen/cooking products in the last year	120
6.	Own a riding lawn mower	120
7.	Own a waterbed	119
8.	Have purchased a coffee maker in the last year	117
9.	Have purchased any exterior paint in the last year	114
10.	Own a chain saw	113

Power Utilities

		Index
1.	Use propane for the primary heating system fuel	156
2.	Be very likely to purchase a payment protection plan	144
3.	Have an electric water heater	132
4.	Be very likely to participate in balanced billing	131
5.	Participate in a Pay-Go metering program	126
6.	Currently participate in a fixed rate billing plan	124
7.	Be very likely to purchase an extended warranty	122
8.	Be very likely to participate in time-of-use rates	120
9.	Use a heat pump for cooling equipment	118
10.	Have an electric dryer	115

28 Building a Family

Segment Concentration by Designated Market Area (DMA)



These are slightly younger than average households with children that live in rural areas. They work in blue-collar occupations and are equally as likely to own or rent their homes.

The Building a Family segment is slightly more likely than average to have children and is over 13% more likely than average to have seven or more people in the household. They rank slightly higher than average in all age ranges under 29 years. The median household and per capita incomes are about 20 to 25% below the national average, and they are 33% more likely than average to have incomes below the poverty level. They are 44% more likely to reside in rural areas than the national average. These households are less likely than average to have continued their education beyond high school. They are 22% more likely than average to work in blue-collar occupations and rank sixth among the segments for being in the armed forces. Their median property value is 31% below the national average and they are more likely to live in older homes.

This segment eats on the go and is likely to frequent fast food restaurants and convenience stores. They enjoy reading magazines and watching prime time television programming. They are likely to have lost income insurance.

Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.57	108	13
5 - 9 Years	7.66	107	12
10 - 14 Years	7.66	107	13
15 - 17 Years	4.40	107	17
18 - 20 Years	4.15	100	17
21 Years	1.38	101	18
22 - 24 Years	3.96	103	16
25 - 29 Years	6.60	102	17
30 - 34 Years	7.11	100	20
35 - 39 Years	7.43	100	20
40 - 44 Years	7.79	97	23
45 - 49 Years	6.99	95	27
50 - 54 Years	6.24	94	30
55 - 59 Years	4.69	94	30
60 - 64 Years	3.92	95	31
65 - 69 Years	3.42	95	28
70 - 74 Years	3.16	95	31
75 - 84 Years	4.34	96	31
85 + Years	1.54	98	29
Average Age	**35.76**	97	33
Median Age	**34.98**	96	35

Income	Mean	Index	Rank
< $15,000	18.90	131	21
$15,000 - $25,000	15.61	124	21
$25,000 - $35,000	14.00	117	20
$35,000 - $50,000	17.08	108	18
$50,000 - $75,000	18.77	94	25
$75,000 - $100,000	8.54	76	27
$100,000 - $150,000	4.89	59	30
$150,000 +	2.22	39	30
Average Income	**$47,086**	76	31
Median Income	**$36,310**	80	28

Race/Ethnicity	Mean	Index	Rank
White	75.75	94	38
Black	17.22	143	10
Native American	1.23	157	10
Asian	1.88	68	27
Pacific Islander	0.36	245	5
Other	3.56	90	12
Hispanic	7.77	86	14

Population Type	Mean	Index	Rank
Family HHs	85.18	102	25
Non-family HHs	12.44	91	24
Group Quarters	2.38	88	24

Owner/Renter	Mean	Index	Rank
Owner Occupied	64.21	100	29
Renter Occupied	35.80	100	22
Median Rent Paid	**$301**	81	35

Property Value	Mean	Index	Rank
< $50,000	23.05	188	15
$50,000 - $100,000	40.41	137	13
$100,000 - $150,000	20.27	89	29
$150,000 - $200,000	7.89	64	34
$200,000 - $300,000	5.63	45	34
$300,000 - $400,000	1.59	32	34
$400,000 - $500,000	0.58	25	33
$500,000+	0.58	17	34
Median Property Value	**$81,789**	69	37

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	4.00	76	31
1 Unit (Detached)	61.17	104	29
2 Units	5.03	104	18
3 – 9 Units	9.19	95	22
10 – 49 Units	6.16	72	22
50 + Units	1.92	45	25
Mobile Home	11.37	157	11
Other Type of Unit	1.16	105	28

Education	Mean	Index	Rank
Some High School	31.70	128	16
High School Graduate	32.85	110	14
Some College	17.20	92	33
Associate Degree	5.48	89	32
Bachelors Degree	8.58	65	36
Post Graduate Degree	4.19	58	33

Persons in Unit	Mean	Index	Rank
1 Person	23.83	97	27
2 Persons	31.04	97	31
3 – 4 Persons	33.39	103	20
5 – 6 Persons	9.79	106	16
7+ Persons	1.95	113	13
Average HH Size	**2.68**	102	21

Lifestyle Data

Building a Family Members are more likely to…

Leisure & Recreation

		Index
1.	Eat at Little Caesar's Pizza	164
2.	Purchase hot dogs from a convenience store	148
3.	Purchase costume bracelets	143
4.	Drive 30,000 miles or more in a year	140
5.	Travel six to ten miles to a grocery store	140
6.	Shop at Stop-N-Go	138
7.	Purchase fresh sandwiches at a convenience store	136
8.	Eat at Golden Corral	135
9.	Eat at Shoney's	131
10.	Eat at Chick-Fil-A	127
11.	Purchase men's designer jeans	124
12.	Purchase a men's sweatshirt	124
13.	Visit a Six Flags Amusement Park	120
14.	Purchase costume rings	120
15.	Play softball	119

Communications & Technology

		Index
1.	Have one working television connected to satellite television	177
2.	Have basic satellite	158
3.	Probably purchase a new PC in the next six months	155
4.	Have enhanced movie satellite	149
5.	Pay an additional cost for an unlisted or private number (wireline)	144
6.	Access the internet at a local library	143
7.	Have made collect calls in the last six months	142
8.	Rate phone provider's variety of programs/services offered as v good	136
9.	Make 3+ calls with a prepaid calling card monthly when not at home	134
10.	Have a laser disc player	130

Financial Services

		Index
1.	Have lost income insurance	123
2.	Have a personal loan for home improvements	122
3.	Have any personal loan	121
4.	Access financial accounts online	115
5.	Have a non-interest checking account with restricted teller use	114
6.	Have homeowner or personal property insurance btwn $25K - $99K	109
7.	Have a student loan	109
8.	Have a checking account with restricted teller use	105
9.	Pay bills by telephone	103
10.	Have installment credit products	101

Lifestyle Data

Building a Family Members are more likely to…

Media Preferences

		Index
1.	Read Jet magazine	185
2.	Read Women's World magazine	174
3.	Read Ebony magazine	170
4.	Read National Enquirer magazine	152
5.	Watch Buffy the Vampire Slayer	149
6.	Read Country Living magazine	146
7.	Watch the Jerry Springer Show	144
8.	Watch Days of Our Lives	143
9.	Watch QVC	138
10.	Watch BET	136
11.	Watch CBS Evening News (Sunday)	132
12.	Read Rolling Stone magazine	131
13.	Watch Sabrina the Teenage Witch	131
14.	Read music magazines	130
15.	Read gardening magazines	129

Home Furnishings & Improvements

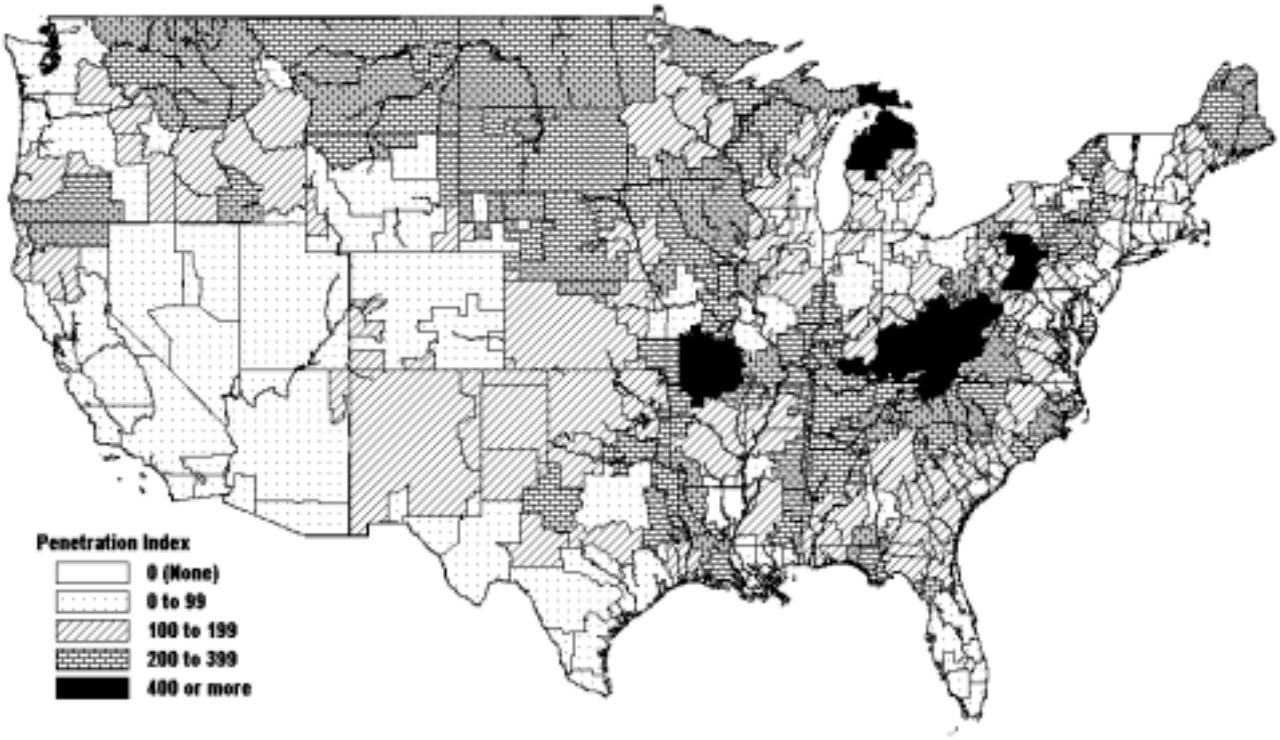
		Index
1.	Have purchased a coffee maker in the last year	142
2.	Own a deep fryer	120
3.	Have purchased curtains in the last year	118
4.	Have purchased a vacuum cleaner in the last year	115
5.	Own an ice cream maker	113
6.	Own a video game system	112
7.	Have purchased a sofa sectional in the last year	112
8.	Have purchased a recliner in the last year	111
9.	Own an electric clothes dryer	107
10.	Own a paint sprayer	106

Power Utilities

		Index
1.	Be very likely to purchase an extended warranty	208
2.	Be very likely to purchase a home security system	205
3.	Be very likely to purchase a payment protection plan	204
4.	Have one window or wall-mounted room air conditioner	175
5.	Participate in a Pay-Go metering program	165
6.	Use propane for the primary heating system fuel	145
7.	Be very likely to use balanced billing	144
8.	Use window or wall-mounted room air conditioners	142
9.	Currently participate in a fixed rate billing plan	123
10.	Be very likely to purchase an outage alert system	122

38 Rustic Homesteaders

Segment Concentration by Designated Market Area (DMA)



These households are primarily rural and are likely to be married couples with older children present. They are not likely to have an education beyond the high school level and they are employed in blue-collar occupations.

Adults in the Rustic Homesteaders segment are more likely than average to be over 50 years of age. Children in this segment are more likely than average to be between 10 and 17 years of age. These tend to be married family households with children present. Both the average household and per capita incomes are approximately 30% lower than the national average. Rustic Homesteaders live in rural areas of the country, particularly in West Virginia and northern Michigan. Educational attainment beyond high school is below average. This segment ranks third for the percentage of adults having earned a high school diploma as their highest level of schooling completed. Most work in blue-collar professions, and they have the highest employment percentages in the following categories: Farming, forestry and fishing (second); precision production and crafts (second); and transportation and material moving (first). Nearly 80% are homeowners, but their property value is 44% below the national value. One in five Rustic Homesteaders live in mobile homes ranking them second in this category.

Rustic Homesteaders are likely to go hunting, to drive a regular size pick-up truck and to own a separate freezer. They are also very likely to go fishing, obtain financial advice from a banker and listen to country music radio stations.

Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.63	95	30
5 - 9 Years	7.06	99	28
10 - 14 Years	7.32	102	24
15 - 17 Years	4.49	109	13
18 - 20 Years	3.80	92	29
21 Years	1.20	88	30
22 - 24 Years	3.73	97	29
25 - 29 Years	6.41	99	24
30 - 34 Years	6.42	90	42
35 - 39 Years	6.45	87	42
40 - 44 Years	7.35	91	34
45 - 49 Years	7.13	97	22
50 - 54 Years	6.80	102	15
55 - 59 Years	5.43	109	13
60 - 64 Years	4.68	113	10
65 - 69 Years	4.12	114	12
70 - 74 Years	3.86	116	11
75 - 84 Years	5.28	117	12
85 + Years	1.84	117	19
Average Age	**37.96**	103	18
Median Age	**37.46**	103	19

Income	Mean	Index	Rank
< $15,000	19.92	138	18
$15,000 - $25,000	17.57	140	12
$25,000 - $35,000	15.25	127	6
$35,000 - $50,000	17.94	113	12
$50,000 - $75,000	17.88	90	29
$75,000 - $100,000	6.76	60	39
$100,000 - $150,000	3.21	39	40
$150,000 +	1.47	26	40
Average Income	**$42,928**	69	39
Median Income	**$33,200**	73	38

Race/Ethnicity	Mean	Index	Rank
White	92.83	116	7
Black	4.78	40	31
Native American	0.98	124	16
Asian	0.27	10	50
Pacific Islander	0.03	21	50
Other	1.11	28	43
Hispanic	2.78	31	47

Population Type	Mean	Index	Rank
Family HHs	88.07	105	13
Non-family HHs	9.96	73	37
Group Quarters	1.97	73	33

Owner/Renter	Mean	Index	Rank
Owner Occupied	78.71	123	10
Renter Occupied	21.29	59	41
Median Rent Paid	**$202**	54	48

Property Value	Mean	Index	Rank
< $50,000	34.07	278	6
$50,000 - $100,000	43.18	146	9
$100,000 - $150,000	15.33	68	38
$150,000 - $200,000	4.22	34	44
$200,000 - $300,000	2.30	18	45
$300,000 - $400,000	0.54	11	45
$400,000 - $500,000	0.17	7	45
$500,000+	0.19	6	46
Median Property Value	**$65,681**	56	45

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.08	20	50
1 Unit (Detached)	72.25	122	13
2 Units	1.61	33	47
3 – 9 Units	2.50	26	48
10 – 49 Units	0.94	11	48
50 + Units	0.10	2	49
Mobile Home	20.21	279	2
Other Type of Unit	1.31	120	17

Education	Mean	Index	Rank
Some High School	34.41	139	10
High School Graduate	37.39	125	3
Some College	14.25	76	44
Associate Degree	4.86	79	42
Bachelors Degree	6.13	47	45
Post Graduate Degree	2.95	41	45

Persons in Unit	Mean	Index	Rank
1 Person	21.23	86	35
2 Persons	34.01	106	17
3 – 4 Persons	33.94	105	19
5 – 6 Persons	9.51	103	22
7+ Persons	1.31	76	25
Average HH Size	**2.67**	101	25

Lifestyle Data

Rustic Homesteaders Members are more likely to…

Leisure & Recreation

		Index
1.	Travel 11 or more miles to a grocery store	412
2.	Purchase an air filter at Wal-Mart	268
3.	Purchase an oil filter at Wal-Mart	265
4.	Eat at Hardee's	254
5.	Go hunting	223
6.	Eat at Shoney's	200
7.	Own a motor home or camper	198
8.	Own an outboard motor boat	171
9.	Eat at Sonic Drive-In	169
10.	Eat at Long John Silver	168
11.	Eat at Dairy Queen	164
12.	Eat at Golden Corral	162
13.	Own or lease a Chevy truck, van or SUV	158
14.	Shop at Citgo Quik Mart	156
15.	Purchase gasoline at a convenience store	153

Communications & Technology

		Index
1.	Have one working television connected to satellite television	276
2.	Have basic satellite	246
3.	Have enhanced movie satellite	205
4.	Use a local internet service provider	172
5.	Use the local phone company as a long distance provider	153
6.	Prefer to communicate with utility provider in person	138
7.	Be very likely to subscribe to call waiting (wireline)	134
8.	Rate phone provider's variety of programs/services offered as poor	130
9.	Have made collect calls in the last six months	129
10.	Not subscribe to wireless service because it is too expensive	126

Financial Services

		Index
1.	Have homeowner or personal property insurance btwn $25K - $99K	170
2.	Own any real estate	155
3.	Have an auto loan obtained directly through a financial institution	137
4.	Have any personal loan	127
5.	Have a combination term/whole life insurance policy	122
6.	Use a bank branch closest to work	116
7.	Have a non-interest checking account	113
8.	Have installment credit products	112
9.	Use a full service bank	111
10.	Have homeowner or personal property fire insurance	111

Lifestyle Data

Rustic Homesteaders Members are more likely to…

Media Preferences

		Index
1.	Have a satellite dish/disc	325
2.	Watch Country Music TV	228
3.	Read Field & Stream magazine	224
4.	Listen to country music radio format	214
5.	Watch TNN (Nashville Network)	193
6.	Read fishing/hunting magazines	193
7.	Read Country Living magazine	185
8.	Watch Days of Our Lives	174
9.	Read Southern Living magazine	162
10.	Watch Walker Texas Ranger	152
11.	Read Women's World magazine	149
12.	Read Country Home magazine	146
13.	Read McCall's magazine	140
14.	Watch The Disney Channel	137
15.	Watch The Young and the Restless	128

Home Furnishings & Improvements

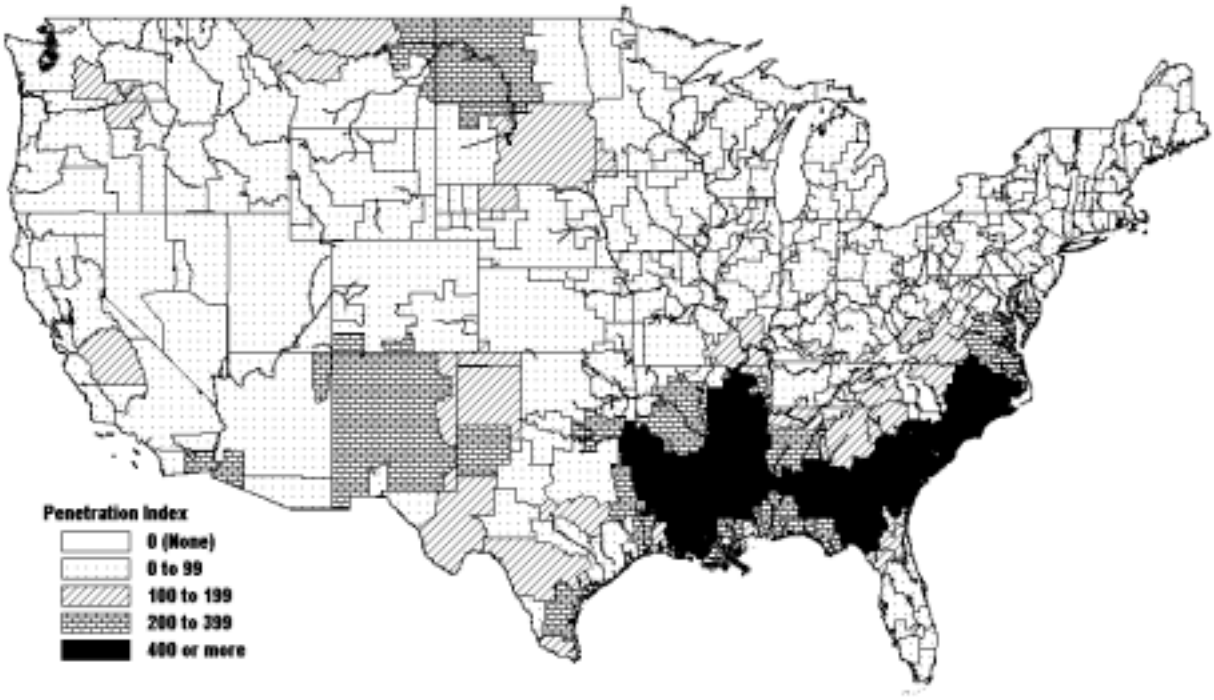
		Index
1.	Own a riding lawn mower	239
2.	Own a chain saw	153
3.	Own a separate freezer	153
4.	Have purchased wallpaper in the last year	141
5.	Own a waterbed	137
6.	Own a paint sprayer	135
7.	Own automotive tools	131
8.	Have purchased a recliner in the last year	130
9.	Have purchased roofing in the last year	122
10.	Have remodeled a bathroom in the last year	119

Power Utilities

		Index
1.	Use propane for the primary heating system fuel	376
2.	Have an oil or propane water heater	196
3.	Have a freezer separate from the refrigerator	141
4.	Use a heat pump for cooling equipment	129
5.	Have one window or wall-mounted room air conditioner	128
6.	Have an electric dryer	127
7.	Be not at all likely to purchase a programmable thermostat	120
8.	Be very likely to use financing for improvements	119
9.	Be very likely to purchase whole-house surge protection	117
10.	Not have any extended warranty	110

42 Trying Rural Times

Segment Concentration by Designated Market Area (DMA)



This segment is typically young, rural households with children. They are primarily homeowners with median income and education levels well below the national average. They are more likely to work in blue-collar occupations.

Adults in the Trying Rural Times segment are more likely than average to be young adults between the ages of 18 and 29. These households are 19% more likely than average to have children and are much more likely than average to contain over three persons. This segment contains the second and fifth highest share of Native Americans and Black households, respectively. Their median household income is 40% below the national average, as is their per capita income. They are over twice as likely to have an income that is below the poverty level (ranking them sixth). More than three-fourths of Trying Rural Times households are located in rural areas, primarily in the southern states. Slightly more than half are married. Educational attainment beyond high school is below average. Sixty-two percent of workers are employed in blue-collar occupations (ranking third) and they rank first in the share of transportation and material moving workers. Most own their homes and more than one in five live in mobile homes, ranking them first in this category. They have the third lowest property value of all the segments.

Trying Rural Times members are likely to be on a church board and travel 11 or more miles to a grocery store. They enjoy daytime television, country music and are likely to own a riding lawn mower.

Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.98	114	8
5 - 9 Years	8.17	114	8
10 - 14 Years	8.17	114	6
15 - 17 Years	4.88	119	6
18 - 20 Years	4.40	106	13
21 Years	1.42	104	15
22 - 24 Years	4.16	108	14
25 - 29 Years	7.06	109	11
30 - 34 Years	6.95	98	27
35 - 39 Years	6.55	88	39
40 - 44 Years	6.89	86	42
45 - 49 Years	6.46	88	38
50 - 54 Years	5.87	88	36
55 - 59 Years	4.55	91	35
60 - 64 Years	3.87	94	33
65 - 69 Years	3.42	95	29
70 - 74 Years	3.17	95	30
75 - 84 Years	4.45	98	28
85 + Years	1.59	101	26
Average Age	**35.01**	95	37
Median Age	**33.10**	91	42

Income	Mean	Index	Rank
< $15,000	28.33	196	7
$15,000 - $25,000	18.54	147	9
$25,000 - $35,000	14.12	118	16
$35,000 - $50,000	15.31	97	32
$50,000 - $75,000	14.25	71	42
$75,000 - $100,000	5.40	48	44
$100,000 - $150,000	2.73	33	43
$150,000 +	1.32	23	42
Average Income	**$37,553**	61	43
Median Income	**$27,219**	60	44

Race/Ethnicity	Mean	Index	Rank
White	53.33	66	44
Black	40.50	336	5
Native American	3.24	412	2
Asian	0.36	13	49
Pacific Islander	0.05	36	40
Other	2.52	64	24
Hispanic	5.28	59	30

Population Type	Mean	Index	Rank
Family HHs	87.90	105	14
Non-family HHs	9.51	70	40
Group Quarters	2.59	96	21

Owner/Renter	Mean	Index	Rank
Owner Occupied	72.90	114	17
Renter Occupied	27.10	76	34
Median Rent Paid	**$166**	44	50

Property Value	Mean	Index	Rank
< $50,000	40.96	334	3
$50,000 - $100,000	40.89	139	12
$100,000 - $150,000	12.31	54	42
$150,000 - $200,000	3.28	27	46
$200,000 - $300,000	1.79	14	47
$300,000 - $400,000	0.42	9	47
$400,000 - $500,000	0.15	6	46
$500,000+	0.21	6	44
Median Property Value	$58,814	50	48

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.43	27	47
1 Unit (Detached)	68.77	116	18
2 Units	2.32	48	38
3 – 9 Units	3.38	35	41
10 – 49 Units	1.15	13	47
50 + Units	0.11	3	48
Mobile Home	21.44	296	1
Other Type of Unit	1.38	126	14

Education	Mean	Index	Rank
Some High School	44.37	179	4
High School Graduate	31.06	104	19
Some College	12.50	67	49
Associate Degree	3.86	63	47
Bachelors Degree	5.54	42	46
Post Graduate Degree	2.68	37	46

Persons in Unit	Mean	Index	Rank
1 Person	22.23	91	30
2 Persons	28.84	90	37
3 – 4 Persons	34.10	105	18
5 – 6 Persons	11.75	127	9
7+ Persons	3.09	178	6
Average HH Size	**2.85**	108	11

Lifestyle Data

Trying Rural Times Members are more likely to…

Leisure & Recreation

		Index
1.	Travel 11 or more miles to a grocery store	319
2.	Purchase an air filter at Wal-Mart	233
3.	Eat at Shoney's	208
4.	Eat at Golden Corral	204
5.	Eat at Hardee's	204
6.	Be a member of a church board	200
7.	Shop at Amoco Food Mart	195
8.	Use denture cleaners	188
9.	Eat at Sonic Drive-In	175
10.	Eat at Cracker Barrel	160
11.	Eat at Chick-Fil-A	160
12.	Shop for groceries four or more times a week	156
13.	Shop at Citgo Quik Mart	155
14.	Purchase costume bracelets	153
15.	Purchase costume rings	153

Communications & Technology

		Index
1.	Have one working television connected to satellite television	285
2.	Have enhanced movie satellite	264
3.	Have basic satellite	234
4.	Have other satellite options	214
5.	Be very likely to subscribe to the Home 800 Number plan (wireline)	162
6.	Use Sprint as the primary long distance service provider	160
7.	Not subscribe to wireless service because it is too expensive	154
8.	Be very interested in digital cable	150
9.	Probably purchase a new PC in the next six months	148
10.	Have made collect calls in the last six months	141

Financial Services

		Index
1.	Have homeowner or personal property insurance btwn $25 - $99K	143
2.	Have an IRA invested in regular money market accounts	138
3.	Have a personal loan	134
4.	Have a sweep account	129
5.	Have an auto loan obtained directly through a financial institution	127
6.	Use a bank branch closest to work	119
7.	Have a personal loan for home improvements	118
8.	Have an auto lease obtained directly through a financial institution	107
9.	Have life insurance	102
10.	Have a combination term/whole life insurance policy	100

Lifestyle Data

Trying Rural Times Members are more likely to…

Media Preferences

		Index
1.	Read Southern Living magazine	300
2.	Read Jet magazine	269
3.	Read Ebony magazine	255
4.	Listen to urban contemporary radio format	249
5.	Have a satellite dish/disc	243
6.	Watch One Life to Live	237
7.	Watch All My Children	230
8.	Watch BET	216
9.	Watch The Young and the Restless	216
10.	Watch Days of Our Lives	188
11.	Watch the Montel Williams Show	188
12.	Watch General Hospital	180
13.	Watch Walker Texas Ranger	160
14.	Watch the Jerry Springer Show	144
15.	Watch Cinemax	141

Home Furnishings & Improvements

		Index
1.	Use a professional exterminator two or more times a year	173
2.	Own a riding lawn mower	173
3.	Have purchased roofing in the last year	141
4.	Have purchased a recliner in the last year	141
5.	Own a kerosene heater	136
6.	Own a Sega game system	135
7.	Have purchased additions, extensions, or conversions in the last year	125
8.	Have purchased bath/kitchen plumbing in the last year	121
9.	Have purchased wallpaper in the last year	115
10.	Own a stationary table saw	112

Power Utilities

		Index
1.	Use propane for the primary heating system fuel	369
2.	Be very likely to purchase an extended warranty	209
3.	Be very likely to purchase a payment protection plan	186
4.	Use a heat pump for cooling equipment	175
5.	Have an electric water heater	175
6.	Be very likely to participate in a fixed rate billing plan	172
7.	Be very likely to purchase point-of-use surge protection	161
8.	Have two window or wall-mounted room air conditioners	144
9.	Be very interested in purchasing an outage alert system	135
10.	Have a freezer separate from the refrigerator	132

46 Difficult Times

Segment Concentration by Designated Market Area (DMA)

This segment is primarily comprised of families with children. They have well below the national average income and education levels. They are likely to be renters and work in the service sector or other blue-collar occupations.

Adults in the Difficult Times segment are more likely than average to be between the ages of 18 and 34 and they are 30% more likely than average to have children. They rank second in the percentage of children of all ages. Of the households with children, over 60% are non-married, female-headed families. In general, these households are 56% less likely than average to contain a married couple. At 78%, this segment ranks first in its share of African American households (over six times the national average). They rank near last in household and per capita income and are over three times as likely to have an income below the poverty level. Difficult Times households are over twice as likely as average to be in urban areas, especially in Louisiana, Mississippi, Alabama and Georgia. This segment is also top ranking for the percent of households with one worker, and ranks third for percent with no workers. Half of the individuals in Difficult Times have not completed high school. Sixty percent of workers are employed in blue-collar positions, particularly in the services sector. Two-thirds live in rented housing and Difficult Times ranks second for the percentage of households living in one-unit attached and two-unit structures.

This segment is likely to make jewelry purchases and buy men and women's designer jeans. They also watch a great deal of daytime television and are likely to own a Sega Game System.

Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	10.42	149	2
5 - 9 Years	9.90	138	2
10 - 14 Years	9.47	132	2
15 - 17 Years	5.18	126	2
18 - 20 Years	4.83	116	9
21 Years	1.61	118	10
22 - 24 Years	4.48	116	8
25 - 29 Years	7.31	113	8
30 - 34 Years	7.37	104	18
35 - 39 Years	6.87	92	36
40 - 44 Years	6.62	82	44
45 - 49 Years	5.66	77	42
50 - 54 Years	4.67	70	45
55 - 59 Years	3.44	69	45
60 - 64 Years	3.06	74	43
65 - 69 Years	2.67	74	43
70 - 74 Years	2.31	69	42
75 - 84 Years	3.04	67	40
85 + Years	1.11	70	37
Average Age	**30.96**	84	45
Median Age	**28.23**	77	47

Income	Mean	Index	Rank
< $15,000	39.17	272	4
$15,000 - $25,000	18.49	147	10
$25,000 - $35,000	12.66	106	32
$35,000 - $50,000	12.21	77	39
$50,000 - $75,000	10.50	53	45
$75,000 - $100,000	4.05	36	45
$100,000 - $150,000	2.12	26	45
$150,000 +	0.79	14	47
Average Income	**$30,077**	49	46
Median Income	**$20,857**	46	47

Race/Ethnicity	Mean	Index	Rank
White	13.05	16	50
Black	77.78	645	1
Native American	0.38	48	39
Asian	1.08	39	39
Pacific Islander	0.06	42	35
Other	7.67	195	6
Hispanic	12.60	140	8

Population Type	Mean	Index	Rank
Family HHs	86.34	103	21
Non-family HHs	11.86	87	30
Group Quarters	1.80	67	34

Owner/Renter	Mean	Index	Rank
Owner Occupied	35.59	55	40
Renter Occupied	64.42	180	11
Median Rent Paid	**$243**	65	44

Property Value	Mean	Index	Rank
< $50,000	48.56	396	2
$50,000 - $100,000	36.35	123	23
$100,000 - $150,000	9.42	41	46
$150,000 - $200,000	3.02	24	47
$200,000 - $300,000	1.94	16	46
$300,000 - $400,000	0.43	9	46
$400,000 - $500,000	0.12	5	47
$500,000+	0.16	5	47
Median Property Value	**$51,493**	44	49

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	12.43	236	2
1 Unit (Detached)	34.57	59	38
2 Units	12.93	267	2
3 – 9 Units	21.73	225	5
10 – 49 Units	11.06	129	14
50 + Units	4.37	102	14
Mobile Home	1.49	21	39
Other Type of Unit	1.42	130	12

Education	Mean	Index	Rank
Some High School	49.49	200	3
High School Graduate	27.61	92	31
Some College	13.53	72	47
Associate Degree	3.62	59	48
Bachelors Degree	3.90	30	49
Post Graduate Degree	1.86	26	49

Persons in Unit	Mean	Index	Rank
1 Person	25.58	104	21
2 Persons	23.39	73	47
3 – 4 Persons	32.43	100	28
5 – 6 Persons	13.56	147	7
7+ Persons	5.05	292	3
Average HH Size	**2.96**	113	9

Lifestyle Data

Difficult Times Members are more likely to…

Leisure & Recreation

		Index
1.	Eat at Popeyes Chicken	359
2.	Purchase precious bracelets	184
3.	Purchase costume bracelets	175
4.	Purchase a women's slip	167
5.	Purchase dress boots	167
6.	Purchase juice drinks at a convenience store	167
7.	Purchase costume rings	157
8.	Purchase men's designer jeans	156
9.	Purchase hot dogs at a convenience store	156
10.	Purchase women's designer jeans	150
11.	Use sore throat remedies	148
12.	Purchase dress watches	148
13.	Use a Laundromat	147
14.	Purchase precious earrings	142
15.	Visit a Six Flags Amusement Park	138

Communications & Technology

		Index
1.	Believe it very important to consolidate comm. & energy service	274
2.	Be very likely to purchase wireless service in the next six months	259
3.	Have prepaid wireless service	255
4.	Subscribe to caller ID blocking (wireline)	220
5.	Make 3+ calls from a pay phone monthly when not at home	212
6.	Prefer to communicate with utility provider in person	207
7.	Be definitely interested in purchasing a new PC	197
8.	Be very interested in digital cable	185
9.	Have premium cable	176
10.	Subscribe to the Home 800 Number plan (wireline)	175

Financial Services

		Index
1.	Have an interest checking account with restricted teller use	122
2.	Have a checking account with restricted teller use	113
3.	Use a telephone bill paying service	110
4.	Have a non-interest checking account with restricted teller use	107
5.	Have a student loan	90
6.	Have an auto lease obtained directly through a financial institution	86
7.	Have Social Security direct deposit	86
8.	Have a personal loan for home improvements	85
9.	Use a bank branch closest to work	83
10.	Use a nontraditional bank branch	82

Lifestyle Data

Difficult Times Members are more likely to…

Media Preferences

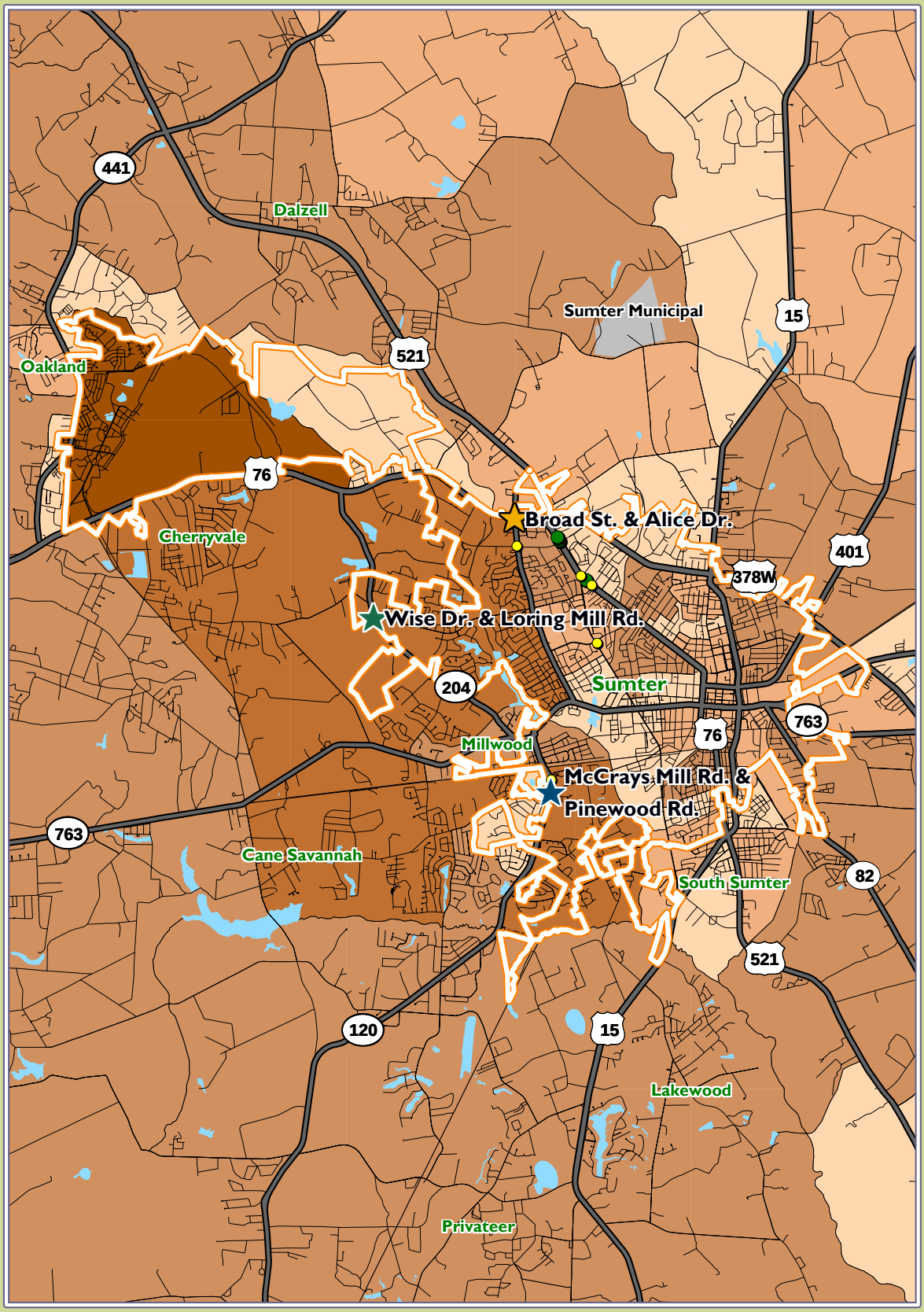
		Index
1.	Read Jet magazine	565
2.	Read Ebony magazine	539
3.	Watch BET	401
4.	Listen to urban contemporary radio format	389
5.	Watch One Life to Live	294
6.	Watch All My Children	269
7.	Watch the Jenny Jones Show	259
8.	Watch the Jerry Springer Show	239
9.	Read Star magazine	227
10.	Watch the Montel Williams Show	227
11.	Watch The Young and the Restless	223
12.	Watch General Hospital	222
13.	Watch The Billboard Music Awards	206
14.	Watch the Maury Povich Show	205
15.	Watch Buffy the Vampire Slayer	186

Home Furnishings & Improvements

		Index
1.	Have purchased a small television recently	113
2.	Own a Sega Game System	108
3.	Have remodeled a kitchen in the last year	107
4.	Have purchased any television in the last year	107
5.	Own four or more televisions	98
6.	Own a TV/VCR combination	91
7.	Have purchased bedroom furniture in the last year	91
8.	Have remodeled other rooms in the last year	87
9.	Have purchased table settings in the last year	86
10.	Own a gas stove/range	85

Power Utilities

		Index
1.	Be very likely to purchase a payment protection plan	257
2.	Be very likely to purchase an extended warranty	256
3.	Be very likely to purchase a home security system	248
4.	Be very likely to purchase a wire warranty	218
5.	Currently participate in a fixed rate billing plan	201
6.	Be very likely to participate in a load management program	196
7.	Have two window or wall-mounted room air conditioners	192
8.	Participate in a Pay-Go metering program	190
9.	Be interested in purchasing an extended warranty from utility provider	175
10.	Have an extended warranty or service contract for the water heater	168



City of Sumter

City Limits

Site 1

Site 2

Site 3

2003 Population By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below

Shopping Centers

GLA in thousands

- 1000+
- 500 to 1000
- 100 to 500
- Below 100

Miles

0 1 2

N W E S

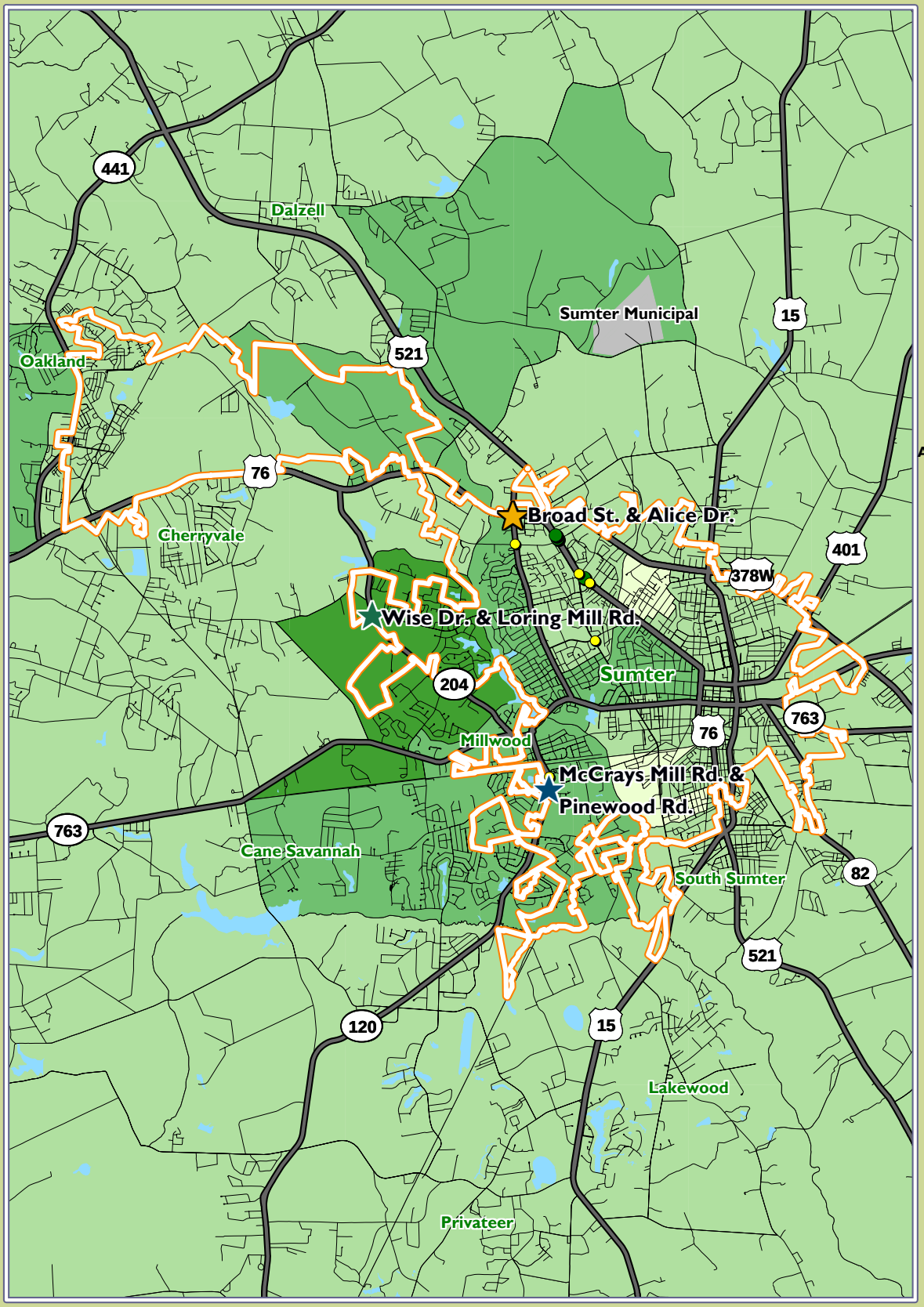
Sumter, South Carolina

Population

Prepared for the City of Sumter

CommunityID

2651 S. Polaris Dr.
Fort Worth, Texas 76137
tel: 817.332.3681
fax:817.332.3686
e-mail:answers@buxtonco.com
http://www.buxtonco.com



City of Sumter

City Limits

Site 1

Site 2

Site 3

Average Household Income By Block Group

- $200,000 and Above
- $100,000 to $200,000
- $50,000 to $100,000
- $25,000 to $50,000
- $25,000 and Below

Shopping Centers

GLA in thousands

- 1000+
- 500 to 1000
- 100 to 500
- Below 100

Miles

0 1 2

No Window

Sumter, South Carolina

Average Income

Prepared for the City of Sumter

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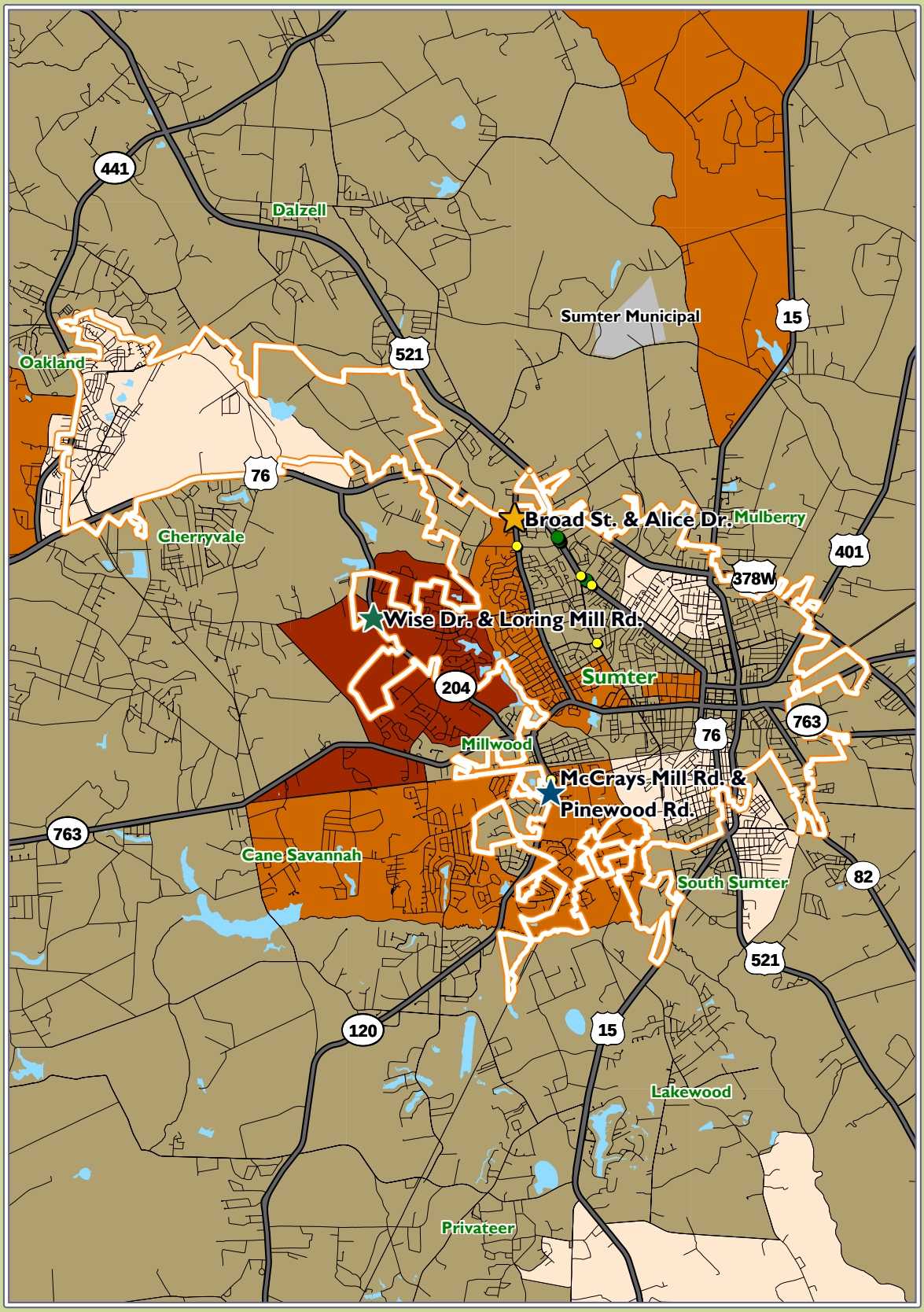

City of Sumter

City Limits

Site 1

Site 2

Site 3

Property Value By Block Group

- $150,000 and Above
- $100,000 to $150,000
- $50,000 to $100,000
- $50,000 and Below

Shopping Centers

GLA in thousands

- 1000+
- 500 to 1000
- 100 to 500
- Below 100

Miles

0 1 2

Sumter, South Carolina

Property Value

Prepared for the City of Sumter

No Window

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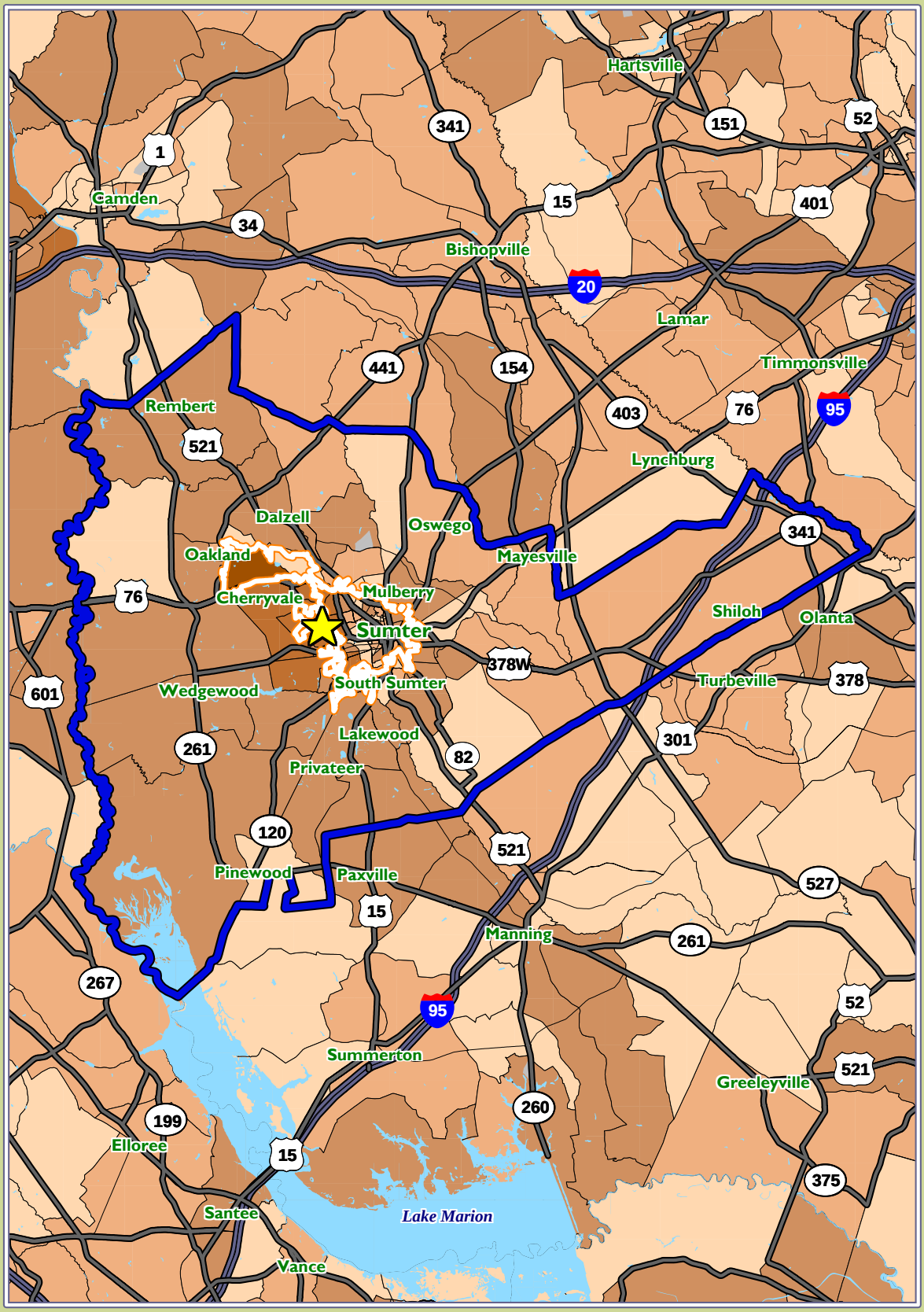

City of Sumter

Sumter

Sumter County

City Limits

2003 Population By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below

Miles

0 4 8

CommunityID

Sumter County, SC

Population

Prepared for the City of Sumter

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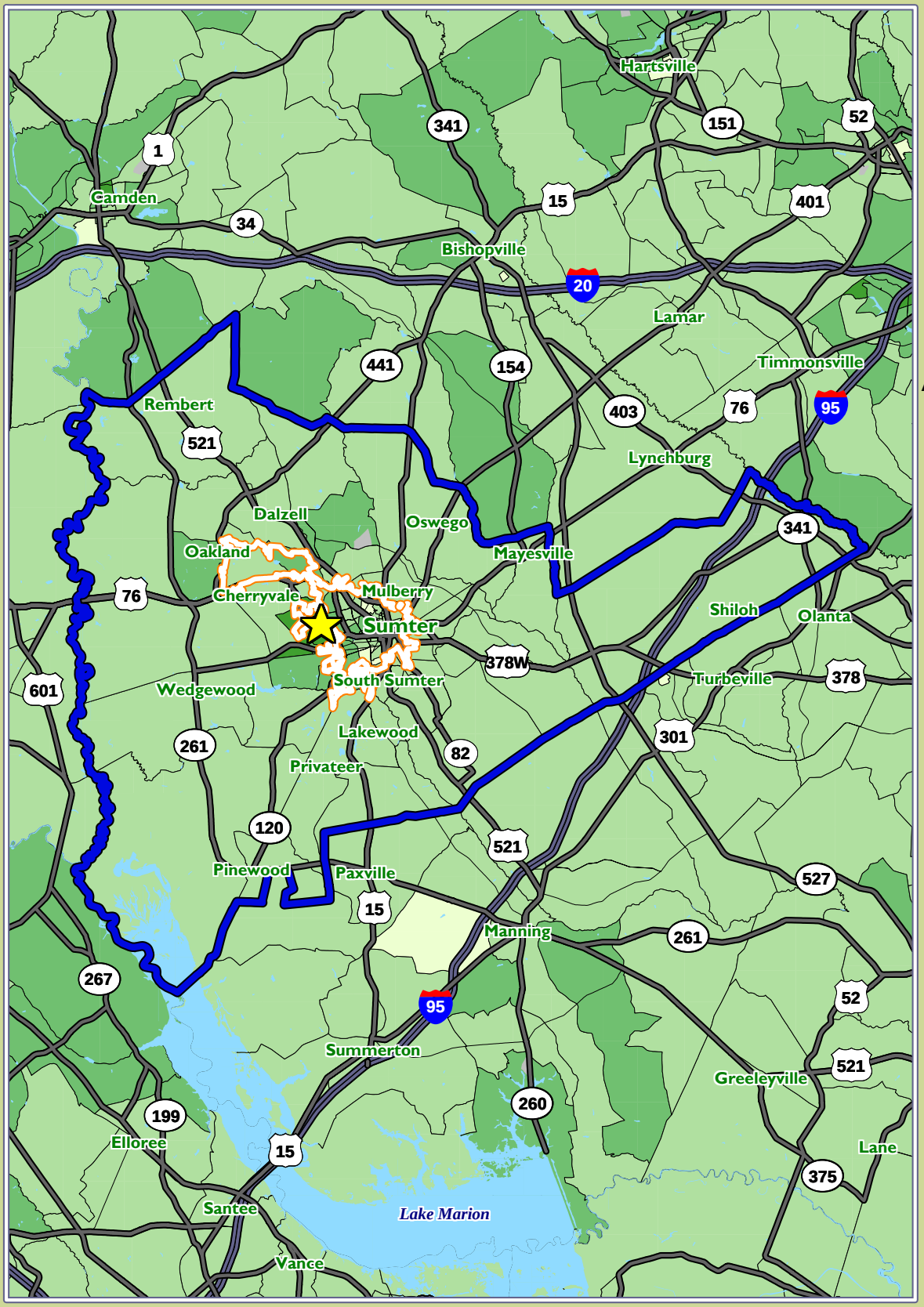

City of Sumter

Sumter

Sumter County

City Limits

Average Household Income By Block Group

- $200,000 and Above
- $100,000 to $200,000
- $50,000 to $100,000
- $25,000 to $50,000
- $25,000 and Below

Miles

0 4 8

CommunityID

Sumter County, SC

Average Income

Prepared for the City of Sumter

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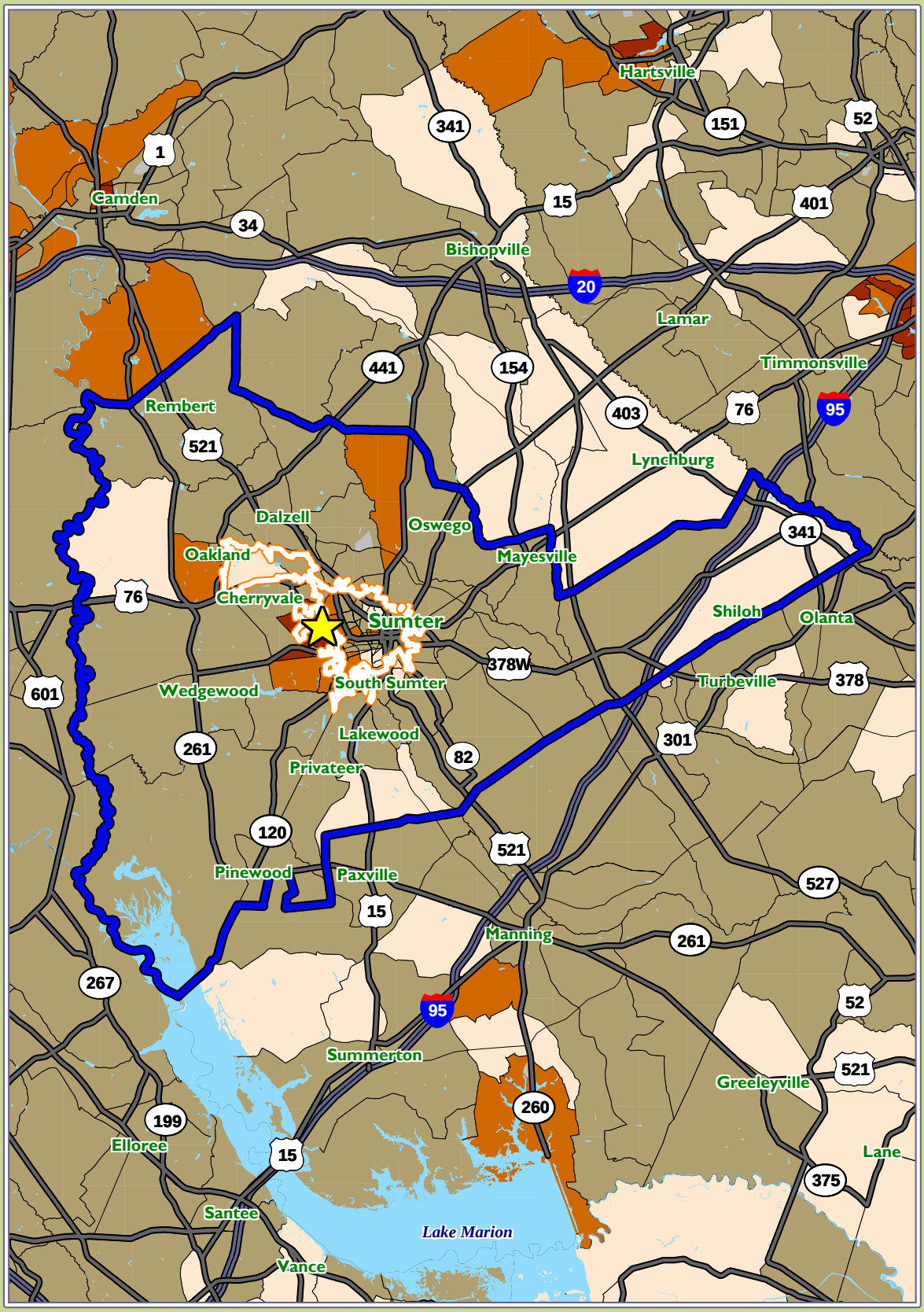

City of Sumter

Sumter

Sumter County

City Limits

Property Value By Block Group

- $150,000 and Above
- $100,000 to $150,000
- $50,000 to $100,000
- $50,000 and Below

0 4 8

CommunityID

Sumter County, SC

Property Value

Prepared for the City of Sumter

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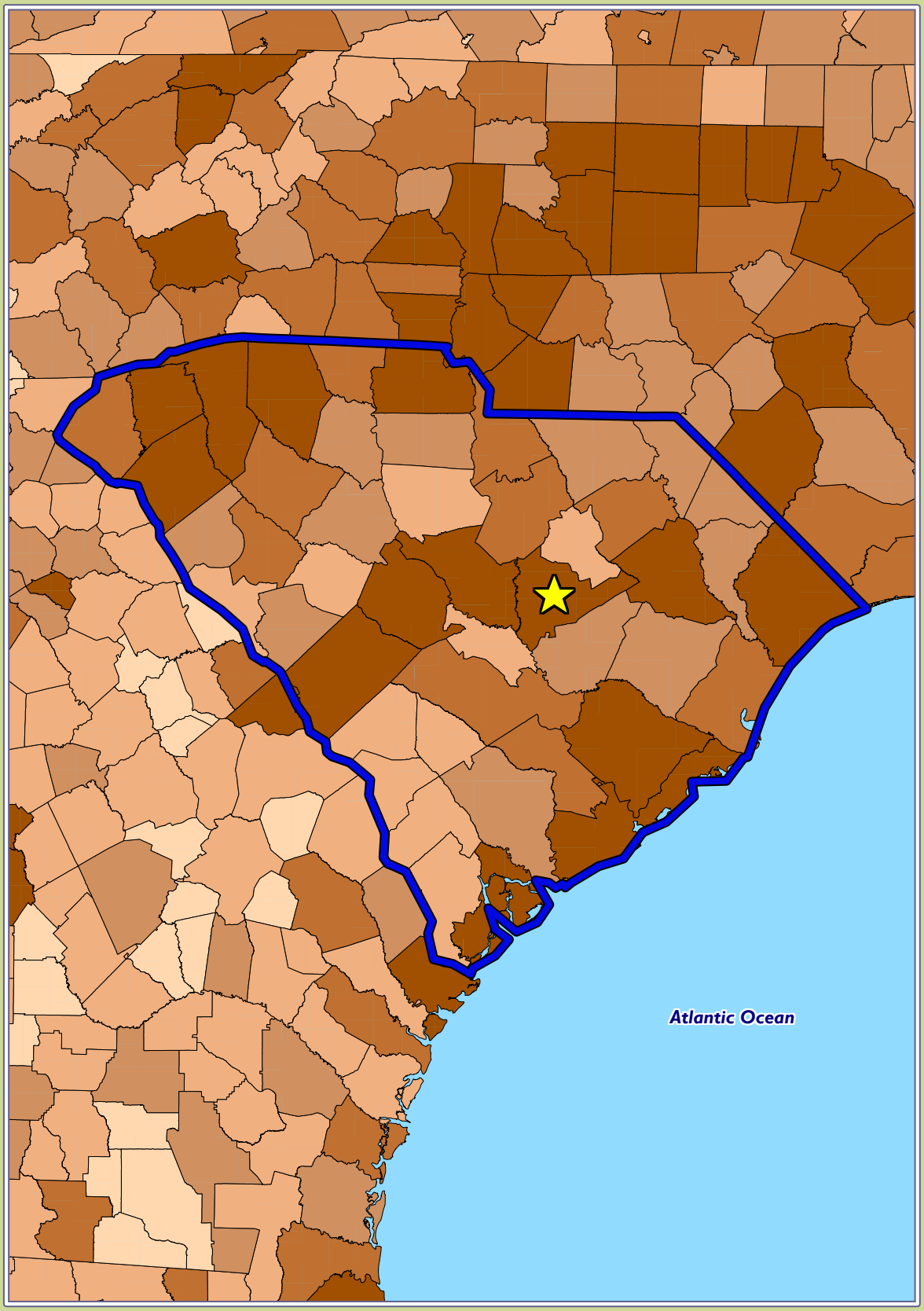

City of Sumter

Sumter

2003 Population By County

- 100,000 and Above
- 50,000 to 100,000
- 25,000 to 50,000
- 10,000 to 25,000
- 1,000 and Below

Miles

0 25 50

CommunityID

South Carolina

Population

Prepared for the City of Sumter

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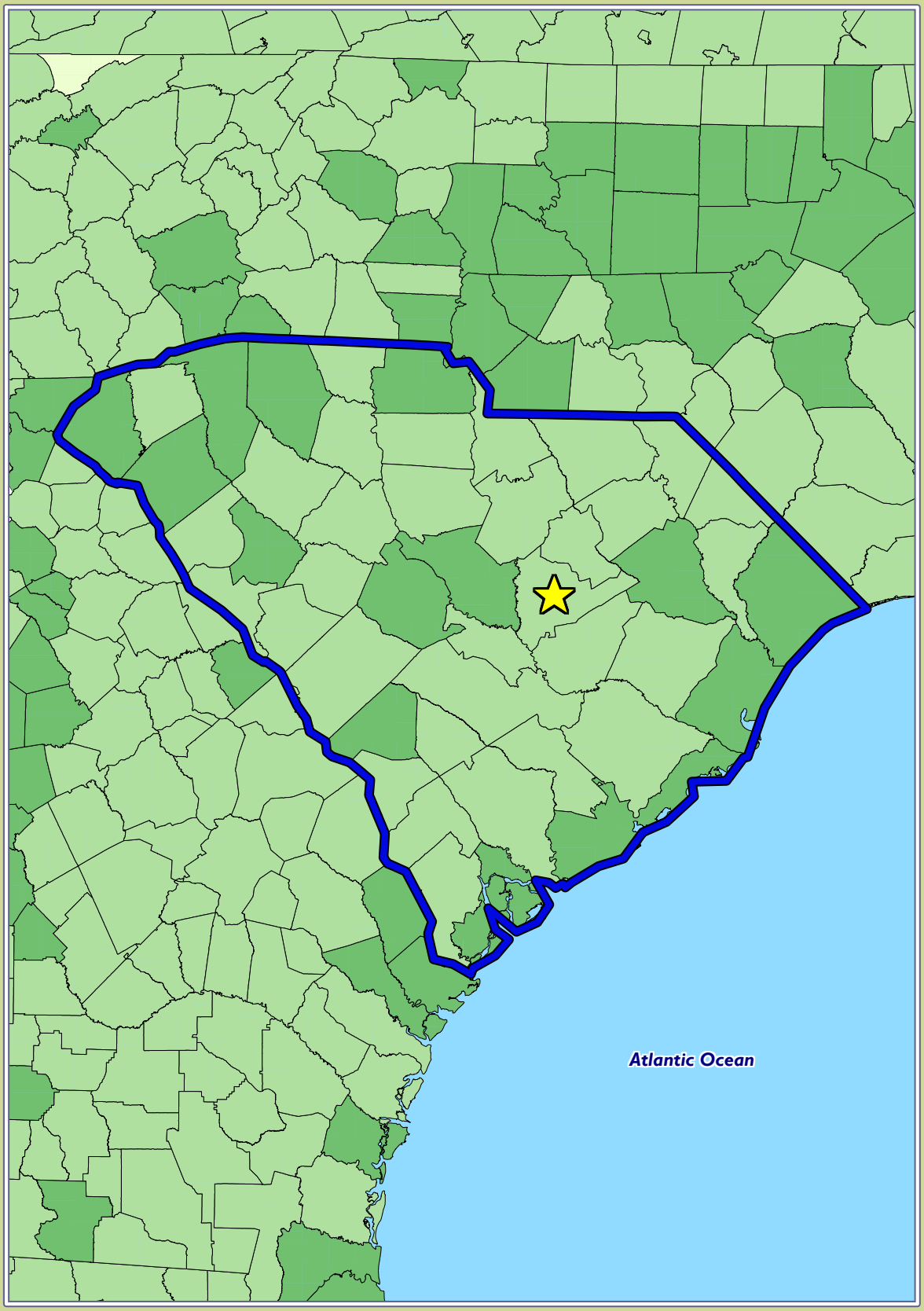

City of Sumter

Sumter

Average Household Income By County

- $200,000 and Above
- $100,000 to $200,000
- $50,000 to $100,000
- $25,000 to $50,000
- $25,000 and Below

Miles

0 25 50

CommunityID

South Carolina

Average Income

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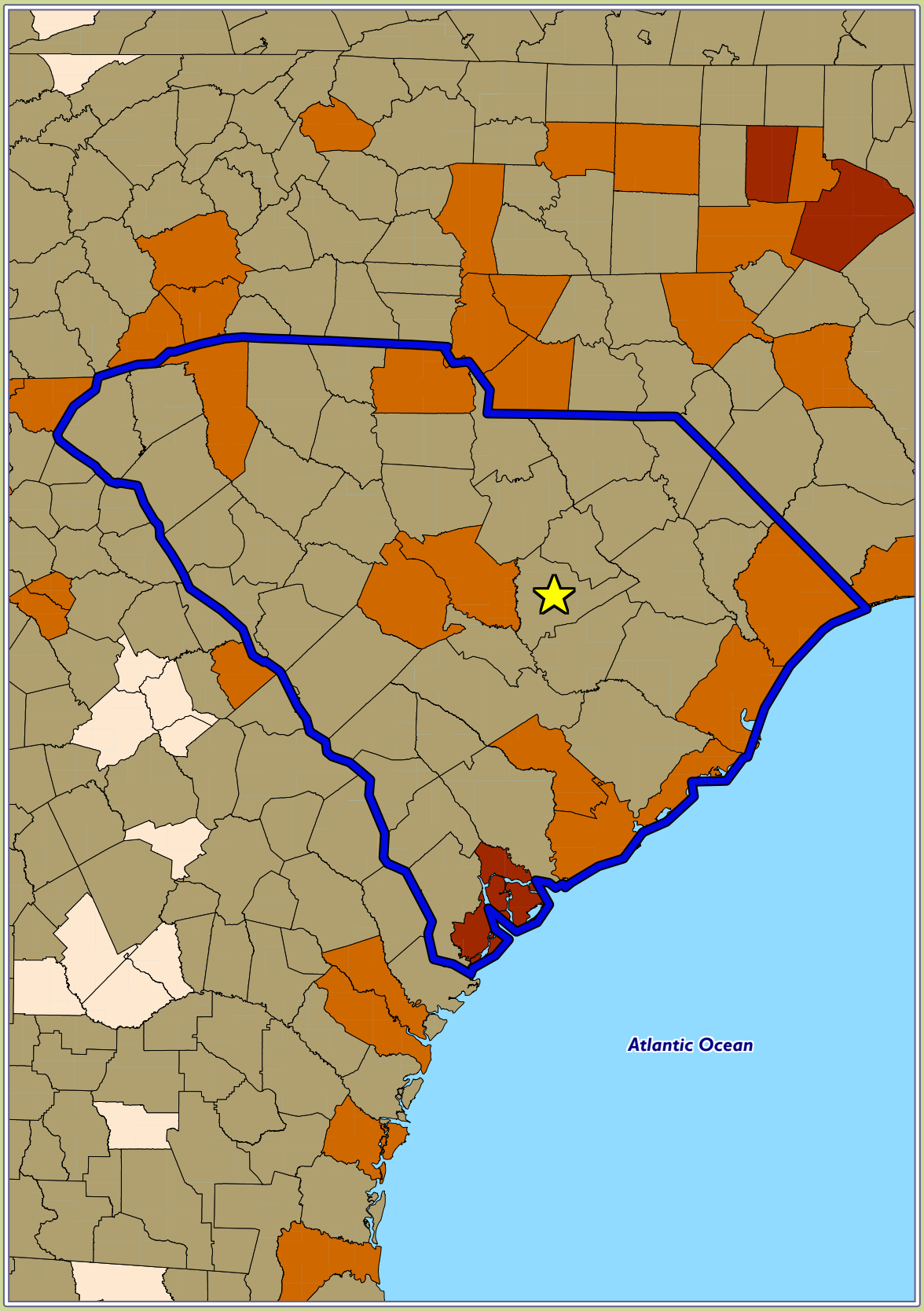

City of Sumter

Sumter

Property Value By County

- $150,000 and Above
- $100,000 to $150,000
- $50,000 to $100,000
- $50,000 and Below

Miles

0 25 50

CommunityID

South Carolina

Property Value

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Retail Trade Potential

Analysis Geography: Sumter, SC

Comparison Geography: 15 - Minute Trade Area

Date: 7/22/2004

Category Totals

	Site 1	Site 2	Site 3
Food at Home	$137,700,501	$138,196,496	$127,877,184
Food Away from Home	$105,191,957	$105,686,868	$97,292,974
Alcoholic Beverages	$31,486,295	$31,551,510	$29,063,468
Smoking Products & Supplies	$22,710,579	$22,964,765	$21,507,617
Personal Care Products & Services	$23,041,921	$23,081,807	$21,331,808
Day Care	$7,546,258	$7,564,062	$6,917,541
Household Furnishings & Services	$137,509,604	$137,730,568	$128,680,867
Housing Expenses	$23,817,385	$23,877,936	$22,134,040
Apparel	$103,779,520	$104,175,041	$95,803,304
Sports & Recreation	$28,683,609	$28,761,481	$26,458,624
Miscellaneous	$59,444,733	$59,556,847	$55,292,580
Education	$27,997,973	$28,033,121	$26,010,195
Automotive	$204,459,022	$204,954,291	$188,577,155
Health Care	$88,829,537	$88,787,943	$83,483,858
TOTAL	$1,002,198,893	$1,004,922,735	$930,431,215

Retail Trade Potential

Analysis Geography: Sumter, SC

Comparison Geography: 15 - Minute Trade Area

Date: 7/22/2004

Food at Home

	Site 1	Site 2	Site 3
Cereals & Cereal Products	$7,582,052	$7,609,584	$7,019,589
Cereals	$4,165,939	$4,184,905	$3,859,265
Rice	$826,312	$825,603	$758,253
Pasta, Cornmeal, and Other	$1,224,825	$1,230,718	$1,133,526
Flour	$1,364,976	$1,368,358	$1,268,544
Bakery Products	$14,077,406	$14,135,502	$13,102,548
Cookies	$2,104,448	$2,112,104	$1,955,933
Crackers	$1,093,756	$1,099,418	$1,020,418
Bread Products	$10,879,202	$10,923,981	$10,126,197
Fish & Seafood	$2,617,778	$2,624,892	$2,438,517
Canned Fish	$485,865	$487,137	$453,420
Frozen Fish	$870,218	$872,703	$808,004
Fresh Fish	$1,261,694	$1,265,053	$1,177,094
Meats & Poultry	$31,193,705	$31,239,158	$28,931,932
Meats	$22,108,226	$22,147,545	$20,513,790
Poultry	$9,085,479	$9,091,612	$8,418,142
Juices	$3,764,924	$3,771,103	$3,486,395
Frozen Juices	$405,906	$407,066	$374,830
Other Juices	$3,359,018	$3,364,037	$3,111,564
Fruits & Vegetables	$14,787,701	$14,827,679	$13,758,097
Fresh Fruits & Vegetables	$9,444,324	$9,467,835	$8,786,449
Frozen Fruits & Vegetables	$1,868,158	$1,874,351	$1,736,344
Canned Fruits & Vegetables	$2,777,789	$2,786,039	$2,587,027
Other Vegetables	$697,430	$699,453	$648,278
Dairy Products	$14,133,095	$14,203,656	$13,135,088
Eggs	$1,511,124	$1,512,218	$1,402,377
Fresh Whole Milk All Types	$4,217,980	$4,242,976	$3,914,449
Cream	$272,864	$274,549	$254,332
Butter & Margarine	$1,131,891	$1,135,228	$1,056,560
Cheese	$3,494,518	$3,517,867	$3,250,475
Ice Cream Related Products	$2,390,599	$2,399,771	$2,224,169
Other Dairy Products	$1,114,119	$1,121,047	$1,032,724
Sugar & Other Sweets	$9,466,379	$9,505,805	$8,808,905
Candy & Chewing Gum	$5,504,798	$5,532,329	$5,124,541
Jams, Jellies, and Preserves	$1,870,205	$1,876,325	$1,739,179
Sugar & Artificial Sweeteners	$2,091,376	$2,097,150	$1,945,185
Fats & Oils	$1,346,129	$1,350,924	$1,253,699
Fats & Oil Products	$595,740	$597,310	$554,853
Non-Dairy Cream	$317,708	$318,865	$297,397
Peanut Butter	$432,680	$434,749	$401,449
Non-Alcoholic Beverages	$17,496,666	$17,581,888	$16,246,880
Coffee	$2,560,845	$2,570,907	$2,404,548
Non-Carbonated Beverages	$4,020,151	$4,031,440	$3,712,513
Carbonated Beverages	$9,948,779	$10,008,054	$9,229,056
Tea	$966,892	$971,487	$900,763
Prepared Foods	$21,234,669	$21,346,305	$19,695,535

Retail Trade Potential

Analysis Geography: Sumter, SC

Comparison Geography: 15 - Minute Trade Area

Date: 7/22/2004

Food at Home

	Site 1	Site 2	Site 3
Canned / Packaged Soup	$1,686,964	$1,693,510	$1,571,209
Frozen Meals	$1,150,842	$1,157,238	$1,075,667
Frozen Prepared Food	$2,543,418	$2,562,409	$2,353,713
Potato Chips & Other Snacks	$3,448,987	$3,471,380	$3,195,561
Nuts	$886,656	$888,830	$830,317
Salt & Other Seasonings	$989,445	$991,247	$917,271
Sauces & Gravies	$1,697,615	$1,707,733	$1,572,169
Prepared Salads	$637,397	$640,229	$595,572
Baby Food	$1,546,766	$1,555,898	$1,414,419
Condiments	$3,482,378	$3,496,596	$3,242,319
Miscellaneous Prepared Food	$3,164,201	$3,181,234	$2,927,317
Housekeeping Supplies	$8,950,696	$8,982,116	$8,317,607
Soaps & Detergents	$1,368,832	$1,371,943	$1,267,492
Other Laundry & Cleaning Products	$1,072,502	$1,075,771	$997,519
Paper Towels & Napkins	$2,658,125	$2,663,461	$2,472,201
Miscellaneous Housekeeping Products	$3,851,238	$3,870,941	$3,580,395

Food Away From Home

	Site 1	Site 2	Site 3
Lunch	$27,576,590	$27,694,076	$25,431,566
Lunch Fast Food	$18,626,026	$18,706,673	$17,105,802
Lunch Full Service	$8,950,564	$8,987,403	$8,325,764
Dinner	$37,206,444	$37,393,278	$34,404,891
Dinner Fast Food	$17,960,940	$18,043,122	$16,514,038
Dinner Full Service	$19,245,504	$19,350,156	$17,890,852
Breakfast & Brunch	$7,830,908	$7,860,496	$7,238,636
Breakfast & Brunch Fast Food	$4,086,591	$4,098,353	$3,759,604
Breakfast & Brunch Full Service	$3,744,317	$3,762,143	$3,479,032
Other	$32,578,016	$32,739,019	$30,217,883
Snacks & Non-Alcoholic Beverages	$7,445,224	$7,505,333	$6,851,725
Catered Affairs	$1,962,575	$1,969,751	$1,814,289
Food & Non-Alcoholic Beverages on Trips	$23,170,217	$23,263,935	$21,551,869

Alcoholic Beverages

	Site 1	Site 2	Site 3
Alcoholic Beverages at Home	$15,602,730	$15,629,206	$14,429,043
Beer & Ale at Home	$10,321,308	$10,361,054	$9,568,136
Whiskey at Home	$1,426,714	$1,425,929	$1,319,626
Wine at Home	$2,168,333	$2,159,291	$1,972,147
Other Alcoholic Beverages at Home	$1,686,375	$1,682,933	$1,569,133
Alcoholic Beverages Away from Home	$15,883,565	$15,922,303	$14,634,425
Beer & Ale Away from Home	$5,752,827	$5,759,399	$5,247,073
Wine Away from Home	$2,492,953	$2,494,165	$2,278,854
Other Alcoholic Beverages Away from Home	$3,159,118	$3,161,829	$2,884,268
Alcohol at Restaurants & Etc.	$4,478,667	$4,506,909	$4,224,229

Retail Trade Potential

Analysis Geography: Sumter, SC

Comparison Geography: 15 - Minute Trade Area

Date: 7/22/2004

Smoking Products & Supplies

	Site 1	Site 2	Site 3
Cigarettes	$19,967,998	$20,214,289	$18,954,939
Cigars, Pipes, and Other Tobacco Products	$2,742,582	$2,750,476	$2,552,679

Personal Care Products & Services

	Site 1	Site 2	Site 3
Services	$9,160,580	$9,158,205	$8,489,461
Products	$13,881,341	$13,923,603	$12,842,347
Hair Care Products	$3,586,160	$3,601,049	$3,311,852
Non-Electric Articles for Hair	$420,227	$422,232	$387,329
Oral Hygiene Products & Articles	$1,568,912	$1,572,889	$1,455,939
Shaving Needs	$754,249	$759,224	$701,033
Cosmetics, Perfume, and Bath	$5,379,819	$5,390,422	$4,975,276
Deodorant & Feminine Hyegiene Products	$1,900,995	$1,905,608	$1,759,858
Electric Personal Care Appliances	$209,602	$211,237	$194,388
Wigs & Hairpieces	$61,376	$60,942	$56,671

Day Care

	Site 1	Site 2	Site 3
Babysitting & Child Care	$1,522,786	$1,529,906	$1,388,812
Day Care, Nursery, and Pre-School	$4,593,363	$4,615,632	$4,172,037
Eldercare	$1,430,109	$1,418,524	$1,356,692

Household Furnishings & Services

	Site 1	Site 2	Site 3
Household Services	$9,880,407	$9,870,421	$9,307,620
Domestic Service	$3,341,554	$3,339,641	$3,162,699
Gardening & Lawn Service	$2,642,042	$2,631,221	$2,573,751
Miscellaneous Home Services	$386,063	$384,183	$375,296
Termite & Pest Control Services	$788,688	$789,486	$743,088
Moving, Storage, and Frieght	$2,722,062	$2,725,890	$2,452,786
Domestic Textiles	$5,809,942	$5,823,399	$5,397,988
Bathroom Linens	$1,275,233	$1,278,346	$1,181,104
Bedroom Linens	$4,534,709	$4,545,052	$4,216,884
Window & Furniture Covers	$7,079,500	$7,086,631	$6,653,897
Kitchen & Dining Room Linens	$256,602	$257,163	$240,408
Other Linens	$155,423	$155,436	$141,970
Curtains & Drapes	$2,047,235	$2,048,112	$1,930,934
Slipcovers & Decorative Pillows	$219,526	$219,015	$201,930
Sewing Materials	$1,263,054	$1,264,809	$1,196,747
Window Coverings	$571,584	$572,239	$539,571
Non-Permanent Floor Coverings	$837,497	$838,196	$789,580
Other Household Decorative Items	$1,728,579	$1,731,662	$1,612,756
Bedroom Furniture	$4,566,859	$4,577,207	$4,222,692
Mattress Springs	$2,203,353	$2,208,077	$2,044,318
Other Bedroom Furniture	$2,363,506	$2,369,131	$2,178,374
Living & Dining Room Furniture	$7,316,184	$7,326,395	$6,795,633
Living Room Chairs	$1,744,631	$1,746,357	$1,638,515

Retail Trade Potential

Analysis Geography: Sumter, SC

Comparison Geography: 15 - Minute Trade Area

Date: 7/22/2004

Household Furnishings & Services	Site 1	Site 2	Site 3
Living Room Tables	$742,447	$743,639	$688,547
Sofas	$3,233,425	$3,238,200	$2,992,081
Kitchen & Dining Room Furniture	$1,595,681	$1,598,199	$1,476,491
Other Furniture	$4,112,445	$4,121,063	$3,810,648
Infants Furniture	$373,880	$374,977	$342,508
Patio, Porch, and Outdoor Furniture	$598,858	$599,784	$561,245
Other Living & Family Room Furniture	$1,586,066	$1,588,909	$1,465,749
Office Furniture & Equipment Home	$472,667	$473,097	$438,058
Rental Office Furniture & Equipment Home	$444,265	$446,558	$411,555
Infants Equipment	$158,446	$159,292	$144,737
Lamps & Lighting Fixtures	$346,304	$346,235	$324,572
Closet & Storage Items	$131,958	$132,211	$122,223
Major Household Appliances	$8,925,058	$8,942,161	$8,403,299
Purchase & Install Window AC	$484,744	$486,123	$452,977
Purchase & Install Refrigerator Freezer	$2,578,561	$2,582,945	$2,443,595
Purchase & Install Clothes Washer	$1,198,107	$1,201,328	$1,125,438
Purchase & Install Clothes Dryer	$784,748	$785,915	$737,180
Purchase & Install Stoves & Ovens	$1,191,516	$1,192,673	$1,141,648
Purchase & Install Microwave Ovens	$402,253	$403,143	$373,857
Purchase & Install Dishwashers	$630,620	$631,746	$595,908
Repair of Household Appliances	$915,689	$917,796	$848,958
Sewing Machines	$96,739	$96,919	$91,892
Electric Floor Cleaning Equipment	$642,082	$643,571	$591,847
Small Appliances & Housewares	$13,736,255	$13,754,224	$12,880,030
Small Electric Kitchen Appliances	$667,147	$669,685	$619,822
Portable Heating & Cooling Equipment	$363,882	$364,783	$337,283
Plastic Dinnerware	$321,975	$323,652	$298,693
China & Other Dinnerware	$2,638,399	$2,642,716	$2,462,534
Flatware	$999,156	$1,000,752	$924,359
Glassware	$983,624	$985,689	$917,524
Serving Pieces	$410,468	$410,754	$382,089
Non-Electric Cookware	$2,522,343	$2,527,716	$2,343,183
Clocks	$124,115	$124,568	$114,424
Smoke Alarm	$26,137	$26,172	$24,592
Miscellaneous Household Items	$4,679,010	$4,677,740	$4,455,527
Miscellaneous Household Equipment	$13,532,960	$13,581,311	$12,689,592
Power Tools	$1,467,892	$1,470,483	$1,375,716
Non-Power Hand Tools	$764,569	$767,068	$715,380
Fresh Flowers & Potted Plants	$3,710,587	$3,728,216	$3,484,382
Outdoor Equipment	$240,466	$241,135	$223,881
Lawn & Garden Supplies	$5,099,160	$5,109,756	$4,773,642
Rental & Repair of Lawn Mowing Equipment	$285,971	$286,241	$269,983
Yard Machinery Power & Non-Power	$1,964,315	$1,978,413	$1,846,607
Household Repairs	$24,465,193	$24,468,502	$23,285,648
Wall to Wall Carpet	$2,654,838	$2,656,614	$2,500,768
Heat, AC, Electric Labor & Materials	$2,831,811	$2,829,039	$2,719,424

Retail Trade Potential

Analysis Geography: Sumter, SC

Comparison Geography: 15 - Minute Trade Area

Date: 7/22/2004

Household Furnishings & Services

	Site 1	Site 2	Site 3
Plumbing & Water Heater Labor & Materials	$1,240,305	$1,236,042	$1,206,344
Electrical Supplies & Heating & Cooling Equipment	$142,992	$143,543	$135,269
Construction Materials	$377,755	$378,309	$365,959
Hard Surface Floor Labor & Materials	$535,018	$537,183	$501,004
Floor Repair & Replacement Materials	$141,301	$141,656	$132,809
Patio, Masonry, and etc. Materials	$40,203	$40,488	$38,013
Landscaping Materials	$116,289	$116,600	$108,633
Remodeling & Maintenance Repair Materials	$332,788	$333,675	$311,081
Paint & Wallpaper Supplies & Equipment	$748,985	$750,487	$710,252
Paneling, Roofing, and Siding Materials	$882,056	$886,703	$835,665
Plumbing Supplies & Equipment	$257,498	$258,090	$243,447
Security System Management Fees	$394,971	$394,478	$376,576
Miscellaneous Household Repairs	$32,673	$32,709	$30,959
Miscellaneous Equipment & Hardware	$5,586	$5,602	$5,251
Capital Improvements Material	$2,524,963	$2,530,977	$2,394,539
Capital Improvements Labor	$7,836,665	$7,842,759	$7,426,566
Roofing & Gutters Labor & Materials	$2,599,566	$2,587,683	$2,515,545
Painting & Papering Labor & Materials	$768,932	$765,864	$727,545
TV, Radio, and Sound Equipment	$38,084,801	$38,179,254	$35,233,820
Comm Antenna or Cable TV	$12,185,989	$12,209,032	$11,330,440
Color TVs AIII	$6,168,157	$6,187,240	$5,685,257
VCRs & Video Disc Players	$1,268,977	$1,276,546	$1,167,722
Radios	$582,029	$582,515	$540,339
Sound Components & Component System	$2,892,590	$2,896,570	$2,674,775
Record, Tape, CD, or Video Mail Order	$640,723	$642,951	$591,497
Purchased CD or Tape not Club	$2,209,340	$2,218,714	$2,032,884
Video Cassettes, Tapes, Discs	$1,155,525	$1,162,265	$1,065,788
Computer Software Accessories Home Use	$802,795	$804,772	$740,824
Computer Hardware Home Use	$6,098,232	$6,107,734	$5,638,173
Repair Computer System Home Use	$76,850	$76,553	$69,630
Calculator or Other Office Machine Home Use	$144,326	$144,685	$133,676
Rental Video Cassette Tapes	$1,417,441	$1,422,177	$1,312,492
Telephone Answering Devices	$101,536	$102,158	$94,457
Telephone Accessories	$603,005	$604,299	$557,935
Video Games Hardware & Software	$839,636	$843,162	$763,404
Repair of TV, Radio, or Sound Equipment	$813,695	$813,493	$757,202
Rental of Home Electronic Equipment	$83,956	$84,391	$77,325

Housing Expenses

	Site 1	Site 2	Site 3
Fuels & Utilities	$3,005,562	$3,010,388	$2,872,026
Fuel Oil	$1,563,783	$1,566,673	$1,489,796
Gas Bottled or Tank	$1,212,080	$1,213,308	$1,163,213
Other Home Heating Fuels	$229,698	$230,407	$219,017
Telephone Services	$20,811,823	$20,867,548	$19,262,013
Telephone Service Excluding Mobile Phone	$18,489,253	$18,539,598	$17,120,145
Telephone Service For Mobile Phone	$2,322,571	$2,327,950	$2,141,869

Retail Trade Potential

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Apparel

	Site 1	Site 2	Site 3
Women's Apparel	$31,958,680	$32,093,307	$29,682,080
Women's Coats & Jackets	$1,467,216	$1,472,520	$1,365,462
Women's Dresses	$5,258,415	$5,279,064	$4,888,178
Women's Sport Coats & Tailored Jackets	$692,770	$694,461	$649,059
Women's Vests & Sweaters	$1,809,979	$1,816,215	$1,683,835
Women's Shirts, Tops, and Blouses	$4,867,763	$4,888,439	$4,517,160
Women's Skirts	$1,244,696	$1,249,772	$1,155,413
Women's Pants	$4,810,028	$4,833,947	$4,464,744
Women's Shorts & Shorts Sets	$1,563,825	$1,573,818	$1,440,271
Women's Active Sportswear	$947,294	$951,647	$877,996
Women's Sleepwear	$776,727	$779,635	$723,845
Women's Undergarments	$2,083,628	$2,093,608	$1,933,639
Women's Hosiery	$1,387,130	$1,393,225	$1,287,069
Women's Suits	$3,106,384	$3,115,650	$2,888,807
Women's Accessories	$996,478	$1,000,201	$924,501
Women's Uniforms & Costumes	$946,348	$951,107	$882,103
Men's Apparel	$18,871,626	$18,922,304	$17,480,484
Men's Suits	$2,371,254	$2,378,003	$2,194,327
Men's Sport Coats & Tailor Jackets	$856,720	$858,668	$796,408
Men's Coats & Jackets	$1,360,142	$1,363,585	$1,263,052
Men's Underwear	$765,522	$767,283	$709,062
Men's Hosiery	$497,921	$499,046	$460,997
Men's Nightwear & Loungewear	$152,611	$152,612	$142,678
Men's Accessories	$660,890	$662,407	$612,267
Men's Sweaters & Vests	$484,487	$485,365	$452,100
Men's Active Sportswear	$417,570	$418,747	$385,231
Men's Shirts	$4,360,141	$4,372,289	$4,038,104
Men's Pants	$5,136,358	$5,151,176	$4,756,857
Men's Shorts & Shorts Sets	$1,182,028	$1,185,688	$1,089,586
Men's Uniforms & Costumes	$625,981	$627,437	$579,815
Girl's Apparel	$7,341,888	$7,390,018	$6,688,088
Girl's Coats & Jackets	$340,969	$343,394	$310,993
Girl's Dresses & Suits	$999,738	$1,005,410	$913,798
Girl's Shirts, Blouses, and Sweaters	$1,524,407	$1,534,483	$1,387,709
Girl's Skirts & Pants	$1,806,182	$1,817,966	$1,646,888
Girl's Shorts & Shorts Sets	$958,371	$964,869	$871,773
Girl's Active Sportswear	$271,960	$273,751	$247,299
Girl's Underwear & Sleepwear	$522,847	$526,328	$476,798
Girl's Hosiery	$205,532	$207,173	$186,638
Girl's Accessories	$122,709	$123,434	$111,934
Girl's Uniforms & Costumes	$589,172	$593,210	$534,258
Boy's Apparel	$6,420,025	$6,450,219	$5,842,177
Boy's Coats & Jackets	$342,483	$344,166	$312,179
Boy's Sweaters	$143,607	$144,198	$131,655
Boy's Shirts	$1,414,979	$1,421,708	$1,283,386
Boy's Underwear	$325,429	$327,258	$294,392

Retail Trade Potential

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Date: 7/22/2004

Apparel

	Site 1	Site 2	Site 3
Boy's Nightwear	$81,646	$81,960	$74,839
Boy's Hosiery	$203,626	$204,725	$184,780
Boy's Accessories	$78,814	$79,111	$72,057
Boy's Suits, Sport Coats, and Vests	$190,093	$191,099	$173,415
Boy's Pants	$1,926,792	$1,935,466	$1,755,029
Boy's Shorts & Shorts Sets	$1,164,215	$1,169,680	$1,063,059
Boy's Active Sportswear	$255,226	$256,501	$230,096
Boy's Uniforms & Costumes	$293,117	$294,347	$267,289
Infants' Apparel	$3,341,987	$3,361,154	$3,029,251
Infants' Coats, Jackets, and Snowsuit	$102,196	$102,573	$93,152
Infants' Rompers, Dresses, and Outerwear	$1,130,187	$1,134,816	$1,035,028
Infants' Undergarments	$1,598,542	$1,610,493	$1,434,161
Infants' Sleeping Garments	$188,582	$189,317	$171,999
Infants' Accessories	$322,480	$323,955	$294,912
Footwear (Excl Infants')	$12,366,532	$12,419,569	$11,405,120
Men's Footwear	$3,825,895	$3,836,775	$3,533,542
Boy's Footwear	$1,719,472	$1,728,077	$1,564,384
Girl's Footwear	$1,443,377	$1,453,562	$1,314,997
Women's Footwear	$5,377,788	$5,401,155	$4,992,197
Other Apparel Products & Services	$23,478,783	$23,538,469	$21,676,105
Clothing Material & Pattern	$1,850,366	$1,856,484	$1,708,025
Clothing Rental & Storage	$3,342,827	$3,357,931	$3,060,517
Clothing Repair & Alteration	$4,022,721	$4,032,164	$3,743,019
Shoe Repair & Other Shoe Service	$78,251	$78,466	$72,382
Coin Operated Laundry Service	$953,725	$958,830	$812,438
Laundry & Dry Cleaning not Coin Operated	$1,710,153	$1,705,625	$1,582,842
Watches	$1,464,273	$1,467,452	$1,356,640
Jewelry	$9,643,072	$9,667,736	$8,949,347
Watch & Jewelry Repair	$413,395	$413,781	$390,895

Sports & Recreation

	Site 1	Site 2	Site 3
Recreation	$9,093,289	$9,110,837	$8,417,911
Social or Recreational Civic Club Membership	$2,579,466	$2,580,961	$2,401,726
Fees for Partisipant Sports	$1,485,105	$1,487,020	$1,378,854
Admission to Sporting Events	$1,543,741	$1,546,916	$1,429,801
Fees for Recreational Lessons	$1,523,533	$1,527,676	$1,397,643
Music Instruments & Accessories	$642,386	$645,420	$590,572
Rental & Repair Musical Instruments	$70,289	$70,616	$64,174
Admission Fees for Entertainment	$1,248,769	$1,252,228	$1,155,141
Sports Equipment	$19,590,320	$19,650,644	$18,040,713
General Sports & Excercise Equipment	$3,518,188	$3,526,929	$3,241,721
Bicycles	$938,874	$943,129	$861,947
Camping Equipment	$403,575	$405,007	$371,403
Hunting Fishing Equipment	$584,906	$586,484	$541,059
Winter Sport Equipment	$344,550	$344,965	$314,005
Water Sport Equipment	$477,850	$479,808	$441,512

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Date: 7/22/2004

Sports & Recreation

	Site 1	Site 2	Site 3
Playground Equipment	$480,909	$482,576	$442,314
Other Sports Equipment	$1,058,832	$1,060,635	$974,932
Toys, Games, Hobbies, and Tricycles	$11,782,638	$11,821,114	$10,851,822

Miscellaneous

	Site 1	Site 2	Site 3
Photographic Equipment & Supplies	$4,312,507	$4,326,868	$3,978,966
Film	$1,540,951	$1,546,669	$1,421,111
Film Processing	$1,674,911	$1,680,997	$1,544,007
Photographic Equipment	$1,096,644	$1,099,202	$1,013,848
Pet Expenses	$8,261,132	$8,288,975	$7,771,678
Pet Food	$5,305,890	$5,327,582	$4,983,805
Pet Supplies & Medicine	$529,592	$531,954	$494,125
Pet Services	$96,253	$96,433	$89,980
Vetrinarian Services	$2,329,397	$2,333,006	$2,203,768
Reading Materials	$10,192,556	$10,204,645	$9,474,470
Books not Through Book Club	$2,415,592	$2,417,384	$2,207,268
Books Through Book Club	$360,727	$361,589	$330,969
Newspapers Single Copy & Subscriptions	$3,434,238	$3,431,956	$3,243,442
Magazines Single Copy & Subscriptions	$3,981,998	$3,993,716	$3,692,791
Travel	$27,727,842	$27,754,243	$25,749,859
Airline Fares on Trips	$9,478,257	$9,487,225	$8,809,960
Intercity Bus Fares on Trips	$414,117	$414,423	$386,785
Local Transportation on Trips	$2,202,362	$2,199,969	$2,060,787
Intercity Train Fares on Trips	$228,989	$228,655	$213,590
Ship Fares on Trips	$779,083	$779,247	$726,229
Travel Items & Luggage	$848,488	$849,335	$790,215
Entertainment Expense on Trips	$8,243,024	$8,252,546	$7,637,244
Lodging While on Trips	$5,533,522	$5,542,843	$5,125,049

Education

	Site 1	Site 2	Site 3
Room & Board	$2,219,676	$2,223,538	$2,107,963
Board	$2,056,547	$2,060,399	$1,952,858
Housing While Attending School	$163,129	$163,139	$155,105
Tuition & School Supplies	$25,778,297	$25,809,582	$23,902,232
College Tuition	$15,074,410	$15,085,556	$14,013,728
Elementary & High School Tuition	$4,119,149	$4,123,698	$3,793,405
Other School Tuition	$921,693	$920,690	$835,046
School Books, Supplies, and Equipment for College	$4,197,896	$4,209,574	$3,928,721
School Books, Supplies, and Equipment non College	$1,465,149	$1,470,064	$1,331,333

Automotive

	Site 1	Site 2	Site 3
Transportation	$39,408,217	$39,558,116	$36,365,360
Towing Charges	$128,843	$128,750	$120,056
Gasoline	$38,971,071	$39,120,718	$35,963,709

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Automotive

	Site 1	Site 2	Site 3
Diesel Fuel	$308,303	$308,648	$281,595
New Automobiles, Trucks, and Vans	$53,627,502	$53,613,979	$49,602,029
New Cars	$18,123,422	$18,110,376	$16,746,032
New Car Lease	$11,229,051	$11,240,464	$10,401,262
New Trucks & Vans	$23,066,046	$23,058,814	$21,315,364
New Motorcycles	$1,208,983	$1,204,325	$1,139,371
Used Vehicles	$62,014,443	$62,315,289	$56,778,796
Used Cars	$30,018,454	$30,126,725	$27,675,302
Used Trucks & Vans	$30,417,765	$30,603,347	$27,628,621
Used Motorcycles	$1,578,224	$1,585,217	$1,474,873
Boats	$5,867,016	$5,855,027	$5,511,798
Rented Vehicles	$3,781,869	$3,777,863	$3,475,888
Auto Rental	$3,051,373	$3,045,296	$2,801,312
Vehicle Rentals non Auto	$730,495	$732,566	$674,575
Automotive Maintenance, Repair and Other	$39,759,975	$39,834,016	$36,843,284
Motor Oil	$954,863	$955,736	$884,784
Vehicle Audio Equipment	$437,610	$438,061	$406,038
Miscellaneous Auto Repair Svcs	$2,010,850	$2,013,402	$1,861,511
Tire Repair & Other Repair Work	$2,080,295	$2,084,575	$1,927,434
Minor Automobile Parts & Accessories	$4,065,305	$4,074,753	$3,781,815
Automobile Service Clubs	$334,990	$334,530	$315,841
Add Coolant, Brake, and Transmission Fluid	$288,012	$288,411	$266,817
Tires Purchased, Replaced, and Installed	$4,972,614	$4,982,957	$4,608,023
Body Work, Painting, and Upholstry	$1,965,060	$1,969,557	$1,822,913
Repair to Steering or Front End	$993,358	$995,518	$921,711
Front End Alignment, Wheel Balance, Rotate	$728,680	$730,516	$675,710
Repair to Engine Cooling System	$1,031,184	$1,032,472	$951,246
Motor Tune Up	$2,080,191	$2,084,458	$1,925,626
Lube, Oil & Filter Change	$3,973,232	$3,982,383	$3,679,685
Shock Absorber Replacement	$332,515	$333,310	$309,193
Exhaust System Repair	$1,035,908	$1,037,750	$958,430
Electrical System Repair	$1,839,256	$1,842,872	$1,704,492
Motor Repair & Replacement	$4,904,306	$4,911,048	$4,538,908
Brake Work	$2,737,357	$2,743,428	$2,536,167
Clutch & Transmission Repair	$2,623,823	$2,627,567	$2,424,717
Drive Shaft & Rear End Repair	$370,567	$370,712	$342,223

Health Care

	Site 1	Site 2	Site 3
Medical Services	$34,333,046	$34,353,543	$32,083,014
Eye Care Services	$2,281,002	$2,281,177	$2,139,822
Dental Services	$12,385,020	$12,384,845	$11,586,012
Specialists Services	$2,484,385	$2,486,837	$2,322,240
Physicians Services	$9,728,237	$9,742,722	$9,068,126
Lab Tests & X Rays	$1,913,626	$1,917,205	$1,799,928
Hospital Room	$1,263,440	$1,265,824	$1,171,832
Hospital Service Other than Room	$3,224,911	$3,242,199	$2,978,762

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Health Care	Site 1	Site 2	Site 3
Care in Nursing Home	$637,262	$616,915	$628,721
Other Medical Care Services	$415,163	$415,817	$387,570
Drugs	$50,520,654	$50,457,091	$47,683,097
Non-Prescription Drugs	$5,560,820	$5,565,033	$5,197,061
Vitamins & Vitamin Supplements	$2,379,246	$2,379,104	$2,226,064
Prescription Drugs	$42,580,588	$42,512,955	$40,259,971
Medical Supplies	$3,975,838	$3,977,310	$3,717,748
Eyeglasses & Contact Lenses	$2,547,155	$2,550,663	$2,378,135
Hearing Aids	$344,531	$342,847	$326,993
Topicals & Dressings	$875,926	$876,213	$817,078
Purchase or Rent Medical & Surgical Equip.	$208,226	$207,588	$195,541