

DEMOGRAPHIC DETAILED INCOME PROFILE

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RInc4

Your Site Anytown, USA	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Demographics (2009)								
Population	16,247		95,355		273,985		896,617	
Per capita Income	\$25,913		\$29,587		\$27,186		\$24,191	
Household Income (2009)								
Households	5,149		31,227		91,625		295,692	
Median Household Income	\$79,882		\$86,552		\$76,994		\$68,472	
Average Household Income	\$81,767		\$89,905		\$80,801		\$72,805	
Aggregate Income	\$421,023,740		\$2,821,235,040		\$7,448,614,363		\$21,690,453,111	
Household Income < \$5,000	102	2.0%	541	1.7%	1,973	2.2%	8,965	3.0%
Household Income \$5,000-\$9,999	42	0.8%	216	0.7%	983	1.1%	5,104	1.7%
Household Income \$10,000-\$14,999	49	1.0%	346	1.1%	1,527	1.7%	7,988	2.7%
Household Income \$15,000-\$19,999	65	1.3%	523	1.7%	2,181	2.4%	10,305	3.5%
Household Income \$20,000-\$24,999	90	1.7%	679	2.2%	2,705	3.0%	11,577	3.9%
Household Income \$25,000-\$29,999	105	2.0%	658	2.1%	2,591	2.8%	11,329	3.8%
Household Income \$30,000-\$34,999	177	3.4%	1,007	3.2%	3,408	3.7%	12,925	4.4%
Household Income \$35,000-\$39,999	165	3.2%	1,000	3.2%	3,288	3.6%	12,130	4.1%
Household Income \$40,000-\$44,999	197	3.8%	1,225	3.9%	4,118	4.5%	14,904	5.0%
Household Income \$45,000-\$49,999	209	4.1%	1,110	3.6%	3,812	4.2%	13,770	4.7%
Household Income \$50,000-\$54,999	288	5.6%	1,332	4.3%	4,292	4.7%	14,133	4.8%
Household Income \$55,000-\$59,999	235	4.6%	1,129	3.6%	3,708	4.0%	12,686	4.3%
Household Income \$60,000-\$64,999	178	3.5%	1,088	3.5%	3,527	3.8%	11,481	3.9%
Household Income \$65,000-\$69,999	162	3.2%	1,241	4.0%	3,940	4.3%	12,149	4.1%
Household Income \$70,000-\$74,999	161	3.1%	1,219	3.9%	3,752	4.1%	11,140	3.8%
Household Income \$75,000-\$79,999	241	4.7%	1,250	4.0%	3,747	4.1%	10,540	3.6%
Household Income \$80,000-\$84,999	240	4.7%	1,221	3.9%	3,502	3.8%	9,756	3.3%
Household Income \$85,000-\$89,999	252	4.9%	1,261	4.0%	3,461	3.8%	9,472	3.2%
Household Income \$90,000-\$94,999	246	4.8%	1,223	3.9%	3,232	3.5%	8,734	3.0%
Household Income \$95,000-\$99,999	157	3.0%	968	3.1%	2,707	3.0%	7,894	2.7%
Household Income \$100,000-\$124,999	668	13.0%	4,285	13.7%	11,416	12.5%	32,144	10.9%
Household Income \$125,000-\$149,999	434	8.4%	2,528	8.1%	6,517	7.1%	18,362	6.2%
Household Income \$150,000-\$199,999	448	8.7%	2,970	9.5%	6,427	7.0%	15,432	5.2%
Household Income \$200,000-\$249,999	129	2.5%	997	3.2%	2,015	2.2%	4,892	1.7%
Household Income \$250,000-\$499,999	95	1.8%	936	3.0%	1,947	2.1%	5,033	1.7%
Household Income \$500,000+	14	0.3%	274	0.9%	848	0.9%	2,846	1.0%
Hhld Income Ranges Below Median Income	2,225	43.2%	15,784	50.5%	45,806	50.0%	147,297	49.8%
Hhld Income Ranges at the Median Income	241	4.7%	1,261	4.0%	3,747	4.1%	12,149	4.1%
Hhld Income Ranges Above Median Income	2,682	52.1%	14,182	45.4%	42,073	45.9%	136,246	46.1%
Household Income \$0-\$35,000	630	12.2%	3,969	12.7%	15,369	16.8%	68,193	23.1%
Household Income \$35,000-\$75,000	1,596	31.0%	9,344	29.9%	30,436	33.2%	102,392	34.6%
Household Income \$75,000-\$125,000	1,804	35.0%	10,208	32.7%	28,065	30.6%	78,540	26.6%
Household Income \$125,000-plus	1,120	21.7%	7,705	24.7%	17,755	19.4%	46,566	15.7%
Net Worth (2009)								
Average Household Net Worth	\$657,916		\$716,309		\$614,835		\$540,123	

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Family Household Income (2009)								
Population in Family Households	14,168	87.2%	82,167	86.2%	228,068	83.2%	727,069	81.1%
Family Households	3,651	70.9%	21,749	69.6%	60,579	66.1%	189,960	64.2%
Median family Income	\$91,369		\$99,173		\$87,666		\$79,553	
Average family Income	\$91,114		\$101,390		\$91,935		\$84,890	
Aggregate Family Household Income	\$332,645,510		\$2,205,166,176		\$5,569,305,326		\$16,125,772,005	
Family Income < \$10,000	67	1.8%	343	1.6%	1,368	2.3%	5,746	3.0%
Family Income \$10,000-\$14,999	18	0.5%	94	0.4%	579	1.0%	2,753	1.4%
Family Income \$15,000-\$19,999	33	0.9%	216	1.0%	1,005	1.7%	4,528	2.4%
Family Income \$20,000-\$24,999	45	1.2%	308	1.4%	1,279	2.1%	5,536	2.9%
Family Income \$25,000-\$29,999	51	1.4%	313	1.4%	1,381	2.3%	5,832	3.1%
Family Income \$30,000-\$34,999	91	2.5%	547	2.5%	1,769	2.9%	6,431	3.4%
Family Income \$35,000-\$39,999	83	2.3%	520	2.4%	1,652	2.7%	6,342	3.3%
Family Income \$40,000-\$44,999	126	3.4%	608	2.8%	2,127	3.5%	8,147	4.3%
Family Income \$45,000-\$49,999	132	3.6%	615	2.8%	2,200	3.6%	8,155	4.3%
Family Income \$50,000-\$59,999	321	8.8%	1,418	6.5%	4,705	7.8%	16,131	8.5%
Family Income \$60,000-\$74,999	322	8.8%	2,287	10.5%	6,866	11.3%	22,519	11.9%
Family Income \$75,000-\$99,999	848	23.2%	4,390	20.2%	11,881	19.6%	33,294	17.5%
Family Income \$100,000-\$124,999	538	14.7%	3,497	16.1%	8,989	14.8%	25,682	13.5%
Family Income \$125,000-\$149,999	375	10.3%	2,174	10.0%	5,407	8.9%	15,312	8.1%
Family Income \$150,000-\$199,999	380	10.4%	2,500	11.5%	5,308	8.8%	12,671	6.7%
Families Income \$200,000-\$249,999	121	3.3%	869	4.0%	1,701	2.8%	4,135	2.2%
Families Income \$250,000-\$499,999	90	2.5%	829	3.8%	1,657	2.7%	4,315	2.3%
Families Income \$500,000+	11	0.3%	220	1.0%	707	1.2%	2,429	1.3%
Non-Family Household Income (2009)								
Population in Non-Family Households	2,071	12.7%	12,702	13.3%	44,779	16.3%	161,462	18.0%
Non-Family Households	1,498	29.1%	9,477	30.4%	31,046	33.9%	105,732	35.8%
Aggregate Non-Family Household Income	\$88,375,588		\$602,263,543		\$1,834,149,577		\$5,402,191,942	
Non-Family Income < \$10,000	77	5.1%	413	4.4%	1,588	5.1%	8,324	7.9%
Non-Family Income \$10,000-\$14,999	32	2.1%	252	2.7%	948	3.1%	5,235	5.0%
Non-Family Income \$15,000-\$19,999	32	2.1%	306	3.2%	1,176	3.8%	5,777	5.5%
Non-Family Income \$20,000-\$24,999	45	3.0%	371	3.9%	1,426	4.6%	6,041	5.7%
Non-Family Income \$25,000-\$29,999	53	3.6%	344	3.6%	1,210	3.9%	5,497	5.2%
Non-Family Income \$30,000-\$34,999	86	5.7%	460	4.9%	1,640	5.3%	6,495	6.1%
Non-Family Income \$35,000-\$39,999	83	5.5%	479	5.1%	1,636	5.3%	5,787	5.5%
Non-Family Income \$40,000-\$44,999	72	4.8%	617	6.5%	1,991	6.4%	6,757	6.4%
Non-Family Income \$45,000-\$49,999	77	5.2%	494	5.2%	1,612	5.2%	5,615	5.3%
Non-Family Income \$50,000-\$59,999	202	13.5%	1,044	11.0%	3,295	10.6%	10,687	10.1%
Non-Family Income \$60,000-\$74,999	180	12.0%	1,261	13.3%	4,352	14.0%	12,250	11.6%
Non-Family Income \$75,000-\$99,999	287	19.2%	1,533	16.2%	4,768	15.4%	13,102	12.4%
Non-Family Income \$100,000-\$124,999	131	8.7%	788	8.3%	2,427	7.8%	6,461	6.1%
Non-Family Income \$125,000-\$149,999	59	3.9%	354	3.7%	1,110	3.6%	3,050	2.9%
Non-Family Income \$150,000-\$199,999	68	4.5%	469	4.9%	1,119	3.6%	2,761	2.6%
Non-Family Income \$200,000-\$249,999	8	0.5%	129	1.4%	315	1.0%	757	0.7%
Non-Family Income \$250,000-\$499,999	4	0.3%	108	1.1%	290	0.9%	718	0.7%
Non-Family Income \$500,000+	3	0.2%	54	0.6%	141	0.5%	418	0.4%

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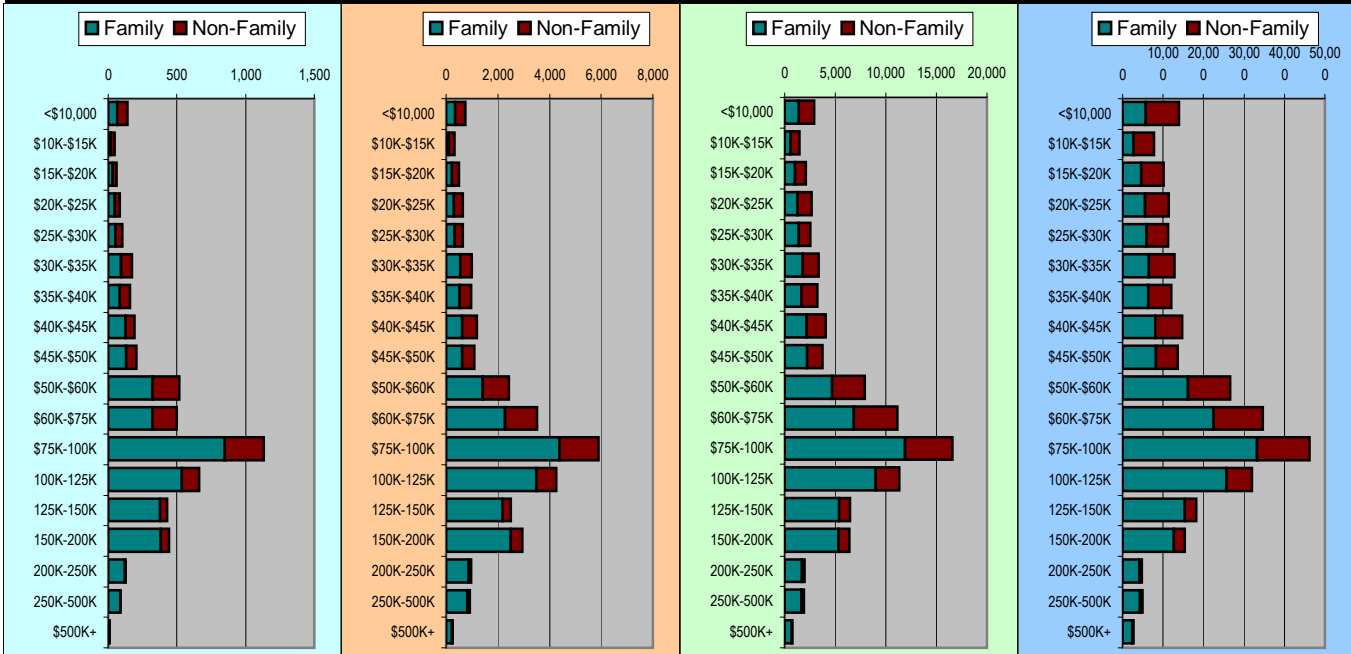
Your Site Anytown, USA

1.00 mi radius

3.00 mi radius

5.00 mi radius

10.00 mi radius



Disposable Household Income (2009)

	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
Median Disposable Income	\$63,838	\$68,476	\$61,634	\$55,471
Average Disposable Income	\$66,452	\$72,889	\$66,426	\$60,559
Disposable Income < \$10,000	153 3.0%	811 2.6%	3,202 3.5%	15,346 5.2%
Disposable Income \$10,000-\$14,999	49 1.0%	355 1.1%	1,531 1.7%	7,999 2.7%
Disposable Income \$15,000-\$19,999	78 1.5%	631 2.0%	2,571 2.8%	11,893 4.0%
Disposable Income \$20,000-\$24,999	118 2.3%	824 2.6%	3,306 3.6%	14,195 4.8%
Disposable Income \$25,000-\$29,999	187 3.6%	1,079 3.5%	3,884 4.2%	15,602 5.3%
Disposable Income \$30,000-\$34,999	214 4.2%	1,289 4.1%	4,229 4.6%	15,517 5.2%
Disposable Income \$35,000-\$39,999	257 5.0%	1,535 4.9%	5,194 5.7%	18,867 6.4%
Disposable Income \$40,000-\$44,999	342 6.6%	1,685 5.4%	5,616 6.1%	19,393 6.6%
Disposable Income \$45,000-\$49,999	343 6.7%	1,639 5.2%	5,329 5.8%	17,926 6.1%
Disposable Income \$50,000-\$59,999	462 9.0%	3,272 10.5%	10,367 11.3%	32,159 10.9%
Disposable Income \$60,000-\$74,999	1,065 20.7%	5,533 17.7%	15,608 17.0%	43,387 14.7%
Disposable Income \$75,000-\$99,999	860 16.7%	5,419 17.4%	14,529 15.9%	41,193 13.9%
Disposable Income \$100,000-\$124,999	506 9.8%	3,026 9.7%	7,386 8.1%	19,569 6.6%
Disposable Income \$125,000-\$149,999	265 5.1%	1,817 5.8%	3,856 4.2%	9,373 3.2%
Disposable Income \$150,000-\$199,999	165 3.2%	1,302 4.2%	2,636 2.9%	6,427 2.2%
Disposable Income \$200,000-\$249,999	46 0.9%	436 1.4%	899 1.0%	2,289 0.8%
Disposable Income \$250,000-\$499,999	33 0.6%	430 1.4%	933 1.0%	2,552 0.9%
Disposable Income \$500,000+	6 0.1%	142 0.5%	549 0.6%	2,005 0.7%
Disposable Income \$0-\$35,000	799 15.5%	4,990 16.0%	18,723 20.4%	80,551 27.2%
Disposable Income \$35,000-\$75,000	2,469 47.9%	13,664 43.8%	42,114 46.0%	131,732 44.6%
Disposable Income \$75,000-plus	1,881 36.5%	12,573 40.3%	30,788 33.6%	83,409 28.2%

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Household Finance (2009)				
Hhlds Owning Transaction Accounts	4,845 94.1%	29,415 94.2%	85,387 93.2%	272,029 92.0%
Hhlds Owning Certificates of Deposit	721 14.0%	4,457 14.3%	12,448 13.6%	38,264 12.9%
Hhlds Owning Savings Bonds	1,147 22.3%	7,009 22.4%	19,480 21.3%	58,852 19.9%
Hhlds Owning Bonds	142 2.8%	923 3.0%	2,380 2.6%	6,837 2.3%
Hhlds Owning Stocks	1,404 27.3%	8,774 28.1%	23,724 25.9%	70,385 23.8%
Hhlds Owning Mutual Funds	1,007 19.6%	6,292 20.1%	16,995 18.5%	50,466 17.1%
Hhlds Owning Retirement Accounts	3,152 61.2%	19,304 61.8%	53,465 58.4%	161,084 54.5%
HH Own Life Insurance with Cash Value	1,378 26.8%	8,479 27.2%	23,812 26.0%	73,598 24.9%
Hhlds Owning Other Managed Assets	431 8.4%	2,674 8.6%	7,398 8.1%	22,574 7.6%
Hhlds Owning Other Financial Assets	568 11.0%	3,455 11.1%	9,939 10.8%	31,366 10.6%
Hhlds Owning Vehicle Assets	4,610 89.5%	27,948 89.5%	80,947 88.3%	256,917 86.9%
Hhlds Owning a Primary Residence	3,666 71.2%	22,718 72.8%	60,993 66.6%	186,761 63.2%
Hhlds Owning Investment Real Estate	534 10.4%	3,346 10.7%	9,057 9.9%	27,010 9.1%
Hhlds Owning Business Assets	764 14.8%	4,817 15.4%	12,881 14.1%	38,097 12.9%
Hhlds Own Other Non-Financial Assets	455 8.8%	2,825 9.0%	7,827 8.5%	23,824 8.1%
Hhlds Having A Mortgage Debt	2,789 54.2%	17,273 55.3%	45,738 49.9%	137,620 46.5%
Hhlds With Installment Payment Debt	299 5.8%	1,901 6.1%	4,981 5.4%	14,430 4.9%
Hhlds With Other Lines of Credit Debt	97 1.9%	598 1.9%	1,700 1.9%	5,257 1.8%
Hhlds With Credit Card Debt	2,583 50.2%	15,530 49.7%	44,997 49.1%	141,458 47.8%
Hhlds With Investment Real Estate Debt	2,515 48.8%	15,074 48.3%	43,852 47.9%	138,582 46.9%
Hhlds With Other Debt	456 8.9%	2,769 8.9%	7,845 8.6%	24,305 8.2%
Median Value of Transaction Accounts	\$34,872	\$37,383	\$32,813	\$29,244
Median Value of Certificates of Deposit	\$7,980	\$8,469	\$7,698	\$7,159
Median Value of Savings Bonds	\$1,375	\$1,421	\$1,309	\$1,200
Med Value of Bonds (Not US Savings)	\$16,269	\$18,456	\$15,103	\$12,812
Median Value of Stocks	\$51,838	\$57,856	\$48,142	\$41,340
Median Value of Mutual Funds	\$42,007	\$46,175	\$39,074	\$33,910
Median Value of Retirement Accounts	\$93,887	\$100,847	\$87,397	\$76,690
Median Value of Cash Value Life Ins	\$7,870	\$8,500	\$7,398	\$6,585
Med Value of Other Managed Accounts	\$21,393	\$23,173	\$20,092	\$17,785
Median Value of Other Financial Assets	\$6,041	\$6,681	\$5,650	\$4,927
Median Value of Any Financial Assets	\$283,531	\$308,961	\$264,679	\$231,652
Median Value of Vehicles Owned	\$22,228	\$22,815	\$21,140	\$19,548
Median Value of Home Equity	\$229,472	\$240,595	\$215,693	\$195,117
Med Value Investment Property Equity	\$35,811	\$39,332	\$33,440	\$29,220
Median Value of Business Equity	\$138,498	\$154,831	\$128,251	\$109,768
Med Value Other Non-Financial Assets	\$7,189	\$7,902	\$6,738	\$5,908
Med Value of Any Non-Financial Assets	\$485,264	\$522,439	\$453,884	\$402,032
Median Mortgage Debt	\$84,028	\$86,828	\$78,346	\$70,562
Median Installment Loan Debt	\$10,732	\$11,789	\$9,948	\$8,586
Median Lines of Credit Debt	\$919	\$1,009	\$859	\$747
Median Credit Card Debt	\$10,520	\$10,626	\$10,126	\$9,557
Median Investment Real Estate Debt	\$2,788	\$2,790	\$2,674	\$2,533

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