

# POSTALCOUNT Trend

DELIVERY STATISTICS as of 09/09 (4th Qtr-09)

Calculated using Proportional Block Groups

Prepared For

Your Company

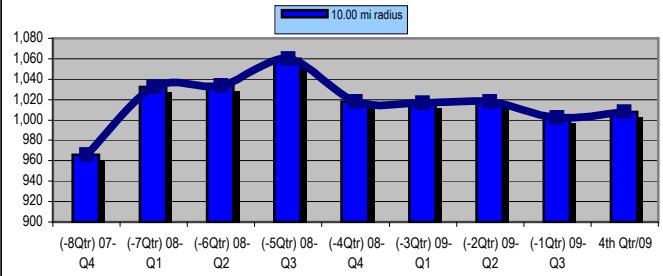
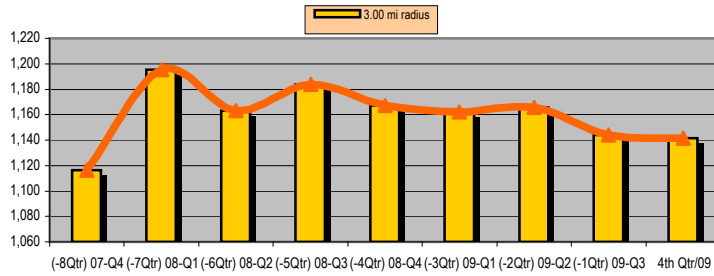
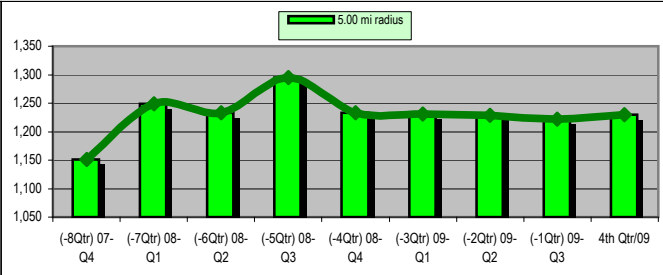
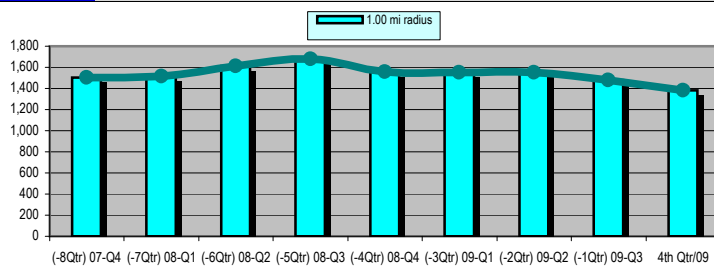
Lat/Lon: 33.3054/-111.911181



November 2009

Z2t

Your Site		1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
Anytown, USA					
<b>Demographic Adjustment</b>	Census 2000 Households	4,751	29,420	83,749	261,304
	Route Active Residential Count	4,340	32,176	95,828	314,005
	Census 2000 Average Persons per Household	2.87	2.77	2.74	2.72
	Census 2000 Population	13,658	81,945	230,381	718,688
	Recalculated Route Lower range	12,468	89,078	262,292	853,747
	Active Population Upper range	13,695	98,253	286,553	952,145
	Census Households vs Route Residential Count	-8.66%	+9.36%	+14.42%	+20.17%
<b>Residential Demographics</b>	Active Residential Delivery	4,340	31,550	91,798	302,170
	Active Residential Box	0	626	4,030	11,831
	Active Residential Count	4,340	32,176	95,828	314,001
	Additional Active General Delivery Count	0	0	1	4
	Total Active Residential Count	4,340	32,176	95,828	314,005
	Possible Residential Count	4,443	33,406	101,252	337,197
	Additional Possible General Delivery Count	0	0	1	4
	Total Possible Residential Count	4,443	33,406	101,253	337,201
<b>Business Demos</b>	Drop Site Business or Family Served Count	79	1,565	4,113	12,452
	Total Active Business Deliveries	287	2,349	8,059	27,901
	Total Possible Business Deliveries	314	2,599	9,213	33,695
<b>Historical Trend</b>	Est Hhlds Past 8 Qtrs 07-Q4	4,719	31,465	89,723	300,995
	Est Hhlds Past 7 Qtrs 08-Q1	4,750	33,701	97,282	321,563
	Est Hhlds Past 6 Qtrs 08-Q2	5,071	32,796	96,060	322,007
	Est Hhlds Past 5 Qtrs 08-Q3	5,270	33,364	100,921	330,121
Est Hhlds Past 4 Qtrs 08-Q4	4,890	32,898	96,119	317,074	
Est Hhlds Past 3 Qtrs 09-Q1	4,876	32,762	95,938	316,771	
Est Hhlds Past 2 Qtrs 09-Q2	4,874	32,856	95,776	317,050	
Est Hhlds Past 1 Qtrs 09-Q3	4,644	32,246	95,204	312,329	



Note: Methodology has changed as of Second Quarter 2008. Historical Trend Data prior to Second Quarter 2008 will not be affected.

Data derived from Carrier Route Delivery Counts then density proportioned to Census Geography.

2000 Census Block Group Data and Geography, (SF3 release for Income, SF1 release for remainder, Average Income = Aggregate Income / Households).

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