

RETAIL POTENTIAL PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RRP3

Your Site Anytown, USA	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
2009 Estimated Households	5,149	31,227	91,625	295,692
2009 Estimated Population	16,247	95,355	273,985	896,617
2009 Est. Average Household Income	\$81,767	\$89,905	\$80,801	\$72,805
2009 Est. Median Household Income	\$79,882	\$86,552	\$76,994	\$68,472
Motor Vehicle & Parts Dealers	\$32,437,556	\$205,338,511	\$567,847,989	\$1,708,662,003
New Car Dealers	\$24,939,842	\$157,714,842	\$436,265,543	\$1,312,379,734
User Car Dealers	\$1,551,156	\$9,800,502	\$27,108,558	\$81,502,212
Recreational Vehicle Dealers	\$67,976	\$432,328	\$1,194,127	\$3,598,022
Motorcycle and Boat Dealers	\$1,148,850	\$7,333,546	\$20,161,070	\$60,520,116
Auto Parts and Accessories	\$3,245,610	\$20,627,855	\$57,035,768	\$171,989,186
Tire Dealers	\$1,484,122	\$9,429,438	\$26,082,924	\$78,672,732
Furniture & Home Furnishings Stores	\$5,034,562	\$32,773,986	\$87,631,433	\$257,350,837
Furniture Stores	\$3,234,876	\$21,101,619	\$56,193,326	\$164,478,813
Floor Covering Stores	\$823,022	\$5,348,812	\$14,404,022	\$42,634,134
Other Home Furnishing Stores	\$976,664	\$6,323,555	\$17,034,085	\$50,237,889
Electronics & Appliance Stores	\$16,907,615	\$109,436,492	\$293,434,939	\$863,565,403
Appliances and Electronics Stores	\$5,792,331	\$37,470,169	\$100,843,346	\$297,957,587
Computer Stores	\$10,704,319	\$69,334,458	\$185,376,382	\$543,975,314
Camera and Photography Stores	\$410,965	\$2,631,865	\$7,215,211	\$21,632,502
Building Material & Garden Equip & Supplies Dealer	\$9,131,771	\$59,261,737	\$159,652,995	\$472,256,836
Home Centers	\$3,326,603	\$21,544,203	\$58,100,051	\$171,908,334
Paint and Wallpaper Stores	\$115,049	\$749,236	\$2,010,107	\$5,935,334
Hardware Stores	\$1,309,682	\$8,513,065	\$22,900,916	\$67,684,628
Other Building Materials Stores	\$3,366,608	\$21,911,697	\$58,966,749	\$174,422,518
Outdoor Power Equipment Stores	\$113,070	\$731,038	\$1,968,550	\$5,808,859
Nursery and Garden Stores	\$900,758	\$5,812,499	\$15,706,624	\$46,497,163
Food & Beverage Stores	\$39,554,572	\$255,433,325	\$695,888,939	\$2,085,449,591
Grocery Stores	\$35,912,864	\$231,991,229	\$631,877,848	\$1,893,912,929
Convenience Stores	\$1,743,483	\$11,203,110	\$30,584,000	\$91,373,781
Meat Markets	\$348,135	\$2,215,045	\$6,144,599	\$18,671,742
Fish and Seafood Markets	\$82,376	\$523,565	\$1,453,927	\$4,420,457
Fruit and Vegetable Markets	\$163,886	\$1,042,121	\$2,892,600	\$8,792,898
Other Specialty Food Markets	\$257,880	\$1,640,209	\$4,550,907	\$13,828,370
Liquor Stores	\$1,045,949	\$6,818,046	\$18,385,059	\$54,449,414
Health & Personal Care Stores	\$9,584,559	\$62,076,180	\$168,695,799	\$503,862,328
Pharmacy and Drug Stores	\$7,914,510	\$51,325,865	\$139,137,936	\$414,796,899
Cosmetics and Beauty Stores	\$341,378	\$2,212,925	\$6,003,933	\$17,911,529
Optical Goods Stores	\$697,640	\$4,454,574	\$12,447,066	\$37,933,999
Other Health and Personal Care Stores	\$631,030	\$4,082,816	\$11,106,865	\$33,219,901
Gasoline Stations	\$7,870,239	\$50,524,133	\$137,936,174	\$411,675,997
Gasoline Stations with Convenience Stores	\$6,766,154	\$43,481,597	\$118,565,943	\$353,564,525
Gasoline Stations without Convenience Stores	\$1,104,085	\$7,042,536	\$19,370,231	\$58,111,472

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

RETAIL POTENTIAL PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RRP3

Your Site Anytown, USA	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
Clothing & Clothing Accessories Stores	\$9,709,440	\$63,056,113	\$170,253,957	\$505,909,979
Men's Clothing Stores	\$430,249	\$2,772,990	\$7,526,127	\$22,400,387
Women's Clothing Stores	\$1,369,609	\$8,909,277	\$24,138,004	\$71,960,989
Children's and Infant's Clothing Stores	\$731,220	\$4,723,956	\$12,801,351	\$38,263,705
Family Clothing Stores	\$2,765,422	\$17,894,925	\$48,496,721	\$144,481,349
Clothing Accessory Stores	\$147,454	\$971,790	\$2,591,937	\$7,644,695
Other Apparel Stores	\$340,875	\$2,207,875	\$5,997,632	\$17,905,986
Shoe Stores	\$838,441	\$5,319,362	\$14,751,441	\$44,809,256
Jewelry Stores	\$1,742,995	\$11,596,730	\$30,600,867	\$89,578,782
Luggage Stores	\$1,343,174	\$8,659,207	\$23,349,876	\$68,864,830
Sporting Goods, Hobby, Book, & Music Stores	\$4,428,040	\$28,471,948	\$78,037,005	\$234,647,234
Sporting Goods Stores	\$1,236,641	\$7,936,892	\$21,733,388	\$65,162,127
Hobby, Toy, and Game Stores	\$362,213	\$2,341,875	\$6,348,484	\$18,886,239
Sewing and Needlecraft Stores	\$164,008	\$1,082,931	\$2,868,348	\$8,425,862
Musical Instrument Stores	\$222,270	\$1,433,575	\$3,908,774	\$11,694,501
Book Stores	\$1,883,964	\$12,073,956	\$33,371,587	\$101,195,638
Record, Tape, and CD Stores	\$558,944	\$3,602,718	\$9,806,424	\$29,282,868
General Merchandise Stores	\$29,279,508	\$190,546,317	\$513,434,282	\$1,524,334,601
Department Stores	\$19,465,360	\$126,950,390	\$341,142,856	\$1,010,737,071
Warehouse Superstores	\$7,531,415	\$48,701,965	\$132,290,607	\$395,166,351
Other General Merchandise Stores	\$2,282,734	\$14,893,962	\$40,000,819	\$118,431,180
Miscellaneous Store Retailers	\$4,489,229	\$29,111,118	\$78,264,489	\$231,041,623
Florists	\$194,106	\$1,256,999	\$3,379,468	\$9,963,380
Office and Stationery Stores	\$1,896,478	\$12,320,082	\$32,901,088	\$96,567,896
Gift and Souvenir Stores	\$617,115	\$4,022,254	\$10,804,908	\$31,970,624
Used Merchandise Stores	\$398,969	\$2,589,083	\$6,993,379	\$20,788,466
Pet and Pet Supply Stores	\$381,638	\$2,437,460	\$6,711,855	\$20,198,864
Art Dealers	\$79,642	\$523,991	\$1,393,878	\$4,102,695
Mobile Home Dealers	\$4,328	\$28,143	\$75,460	\$222,524
Other Miscellaneous Retail Stores	\$916,953	\$5,933,107	\$16,004,454	\$47,227,174
Non-store Retailers	\$20,678,933	\$133,271,077	\$360,914,736	\$1,071,805,472
Mail Order and Catalog Stores	\$14,555,754	\$94,281,822	\$252,958,573	\$745,222,414
Vending Machines	\$529,085	\$3,374,219	\$9,318,062	\$28,169,233
Fuel Dealers	\$4,408,544	\$27,963,776	\$77,847,466	\$236,355,791
Other Direct Selling Establishments	\$1,185,551	\$7,651,260	\$20,790,635	\$62,058,033
Accommodation & Food Services	\$15,055,964	\$97,405,936	\$264,165,080	\$786,413,747
Hotels and Other Travel Accommodations	\$935,809	\$6,064,650	\$16,426,306	\$48,862,613
RV Parks	\$13,889	\$89,203	\$244,340	\$733,633
Rooming and Boarding Houses	\$6,351	\$41,045	\$111,438	\$331,958
Full Service Restaurants	\$6,281,639	\$40,663,210	\$110,223,943	\$328,026,386
Limited Service Restaurants	\$6,191,990	\$39,980,269	\$108,596,999	\$323,610,713
Special Food Services and Catering	\$1,041,079	\$6,725,030	\$18,260,592	\$54,403,650
Drinking Places	\$585,206	\$3,842,530	\$10,301,462	\$30,444,794

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

RETAIL POTENTIAL PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RRP3

Your Site Anytown, USA	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
Motor Vehicle & Parts Dealers	\$32,437,556	\$205,338,511	\$567,847,989	\$1,708,662,003
<i>Potential Weekly Average Amount per Household</i>	\$121.1	\$126.5	\$119.2	\$111.1
<i>Compared against USA Households Average</i>	\$104.6 ~ High	\$104.6 ~ Very High	\$104.6 ~ High	\$104.6 ~ Average
Furniture & Home Furnishings Stores	\$5,034,562	\$32,773,986	\$87,631,433	\$257,350,837
<i>Potential Weekly Average Amount per Household</i>	\$18.8	\$20.2	\$18.4	\$16.7
<i>Compared against USA Households Average</i>	\$10.8 ~ Very High	\$10.8 ~ Very High	\$10.8 ~ Very High	\$10.8 ~ Very High
Electronics & Appliance Stores	\$16,907,615	\$109,436,492	\$293,434,939	\$863,565,403
<i>Potential Weekly Average Amount per Household</i>	\$63.1	\$67.4	\$61.6	\$56.2
<i>Compared against USA Households Average</i>	\$11.1 ~ Very High	\$11.1 ~ Very High	\$11.1 ~ Very High	\$11.1 ~ Very High
Building Material & Garden Equip & Supplies Dealer	\$9,131,771	\$59,261,737	\$159,652,995	\$472,256,836
<i>Potential Weekly Average Amount per Household</i>	\$34.1	\$36.5	\$33.5	\$30.7
<i>Compared against USA Households Average</i>	\$21.5 ~ Very High	\$21.5 ~ Very High	\$21.5 ~ Very High	\$21.5 ~ Very High
Food & Beverage Stores	\$39,554,572	\$255,433,325	\$695,888,939	\$2,085,449,591
<i>Potential Weekly Average Amount per Household</i>	\$147.7	\$157.3	\$146.1	\$135.6
<i>Compared against USA Households Average</i>	\$90.9 ~ Very High	\$90.9 ~ Very High	\$90.9 ~ Very High	\$90.9 ~ Very High
Health & Personal Care Stores	\$9,584,559	\$62,076,180	\$168,695,799	\$503,862,328
<i>Potential Weekly Average Amount per Household</i>	\$35.8	\$38.2	\$35.4	\$32.8
<i>Compared against USA Households Average</i>	\$14.2 ~ Very High	\$14.2 ~ Very High	\$14.2 ~ Very High	\$14.2 ~ Very High
Gasoline Stations	\$7,870,239	\$50,524,133	\$137,936,174	\$411,675,997
<i>Potential Weekly Average Amount per Household</i>	\$29.4	\$31.1	\$29.0	\$26.8
<i>Compared against USA Households Average</i>	\$47.6 ~ Very Low	\$47.6 ~ Very Low	\$47.6 ~ Very Low	\$47.6 ~ Very Low
Clothing & Clothing Accessories Stores	\$9,709,440	\$63,056,113	\$170,253,957	\$505,909,979
<i>Potential Weekly Average Amount per Household</i>	\$36.3	\$38.8	\$35.7	\$32.9
<i>Compared against USA Households Average</i>	\$26.6 ~ Very High	\$26.6 ~ Very High	\$26.6 ~ Very High	\$26.6 ~ Very High
Sporting Goods, Hobby, Book, & Music Stores	\$4,428,040	\$28,471,948	\$78,037,005	\$234,647,234
<i>Potential Weekly Average Amount per Household</i>	\$16.5	\$17.5	\$16.4	\$15.3
<i>Compared against USA Households Average</i>	\$11.4 ~ Very High	\$11.4 ~ Very High	\$11.4 ~ Very High	\$11.4 ~ Very High
General Merchandise Stores	\$29,279,508	\$190,546,317	\$513,434,282	\$1,524,334,601
<i>Potential Weekly Average Amount per Household</i>	\$109.4	\$117.3	\$107.8	\$99.1
<i>Compared against USA Households Average</i>	\$58.8 ~ Very High	\$58.8 ~ Very High	\$58.8 ~ Very High	\$58.8 ~ Very High
Miscellaneous Store Retailers	\$4,489,229	\$29,111,118	\$78,264,489	\$231,041,623
<i>Potential Weekly Average Amount per Household</i>	\$16.8	\$17.9	\$16.4	\$15.0
<i>Compared against USA Households Average</i>	\$5.3 ~ Very High	\$5.3 ~ Very High	\$5.3 ~ Very High	\$5.3 ~ Very High
Non-store Retailers	\$20,678,933	\$133,271,077	\$360,914,736	\$1,071,805,472
<i>Potential Weekly Average Amount per Household</i>	\$77.2	\$82.1	\$75.8	\$69.7
<i>Compared against USA Households Average</i>	\$17.6 ~ Very High	\$17.6 ~ Very High	\$17.6 ~ Very High	\$17.6 ~ Very High
Accommodation & Food Services	\$15,055,964	\$97,405,936	\$264,165,080	\$786,413,747
<i>Potential Weekly Average Amount per Household</i>	\$56.2	\$60.0	\$55.4	\$51.1
<i>Compared against USA Households Average</i>	\$50.3 ~ High	\$50.3 ~ High	\$50.3 ~ High	\$50.3 ~ Average

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

*Note: (Merchandise Lines) North American Industrial Classification System