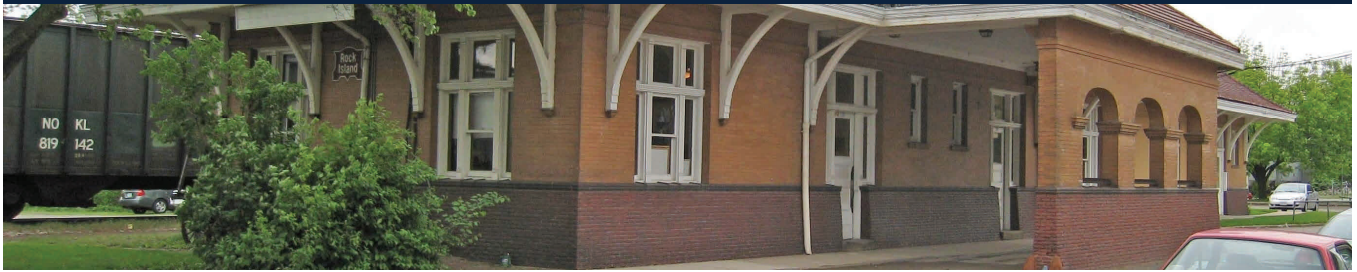


ESRI MARKETPLACE PROFILE



RIVERFRONT CROSSING

- Population: 22,559
- Median Disposable Income: \$20,711
- Households: 8,323
- Per Capita Income: \$16,283

Data from October 2012

ESRI TAPESTRY SEGMENTATION AREA PROFILE*

REPRESENTING 87.2% OF HOUSEHOLDS WITHIN 1 MILE

58.3%

DORMS TO DIPLOMAS

Median age of 21.9 years, 79 percent of residents are enrolled in a college or university. Ethnic diversity is slightly lower in this segment than in the United States. Three-fourths of the

employed residents work part-time in low-paying service jobs. Forty-three percent live in dormitories on campus; the remainder rent apartments in multi-unit buildings off campus. Spending patterns reflect a carefree lifestyle and focus on education. While not eating at the dining hall, they eat fast food or convenient frozen meals. A computer is a necessity; they prefer laptops and use the Internet for daily needs, including communication. Most own cell phones and bank online. Get exercise from college sports and walking around campus, enjoy playing football, basketball, volleyball, and yoga.

28.9%

COLLEGE TOWNS

Most residents aged between 18 and 34 years old and live in single-person or shared households. One-fourth of households are occupied by married-couples. Focused on

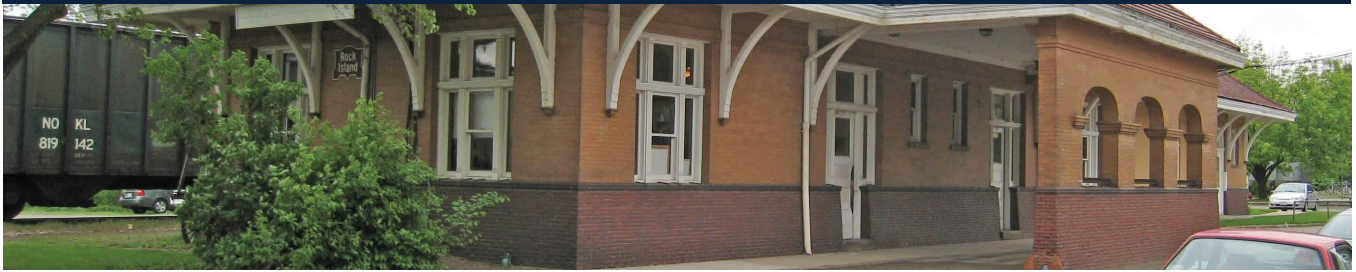
their education, 59% are enrolled in college or graduate school. Many students work part-time, with a median household income of \$31,271. Most work in the service industry, holding on-and off-campus jobs in educational services, health care, and food preparation. Thirty percent of housing is owner-occupied, typically by town residents, who live with their families in single-family dwellings. Convenience and speed dictates food choices; they often buy ready-made meals, eat out, or order fast food. Cell phones and the Internet is essential for school and career, as well as keeping in touch. Rank high for participation in outdoor sports and athletic activities.

DORMS TO DIPLOMAS

A computer is a necessity; they prefer laptops and use the Internet for daily needs.



ESRI MARKETPLACE PROFILE



RIVERFRONT CROSSING

MARKET POTENTIAL ANALYSIS (0-1 MILE)*

Market Potential Index (MPI) measures relative likelihood of the adults in a specified trade area to exhibit certain consumer behavior or purchasing patterns.

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Drank beer/ale (last 6 months)	17%
Avg. monthly cell/mobile/ PDA bill \$1 - \$49	36%
Spend <\$500 on most recent PC purchase	109%
Spent \$1000- \$1499 on most recent PC purchase	18%
Bought cigarettes at a convenience store (last 30 days)	37%
Bought gas at a convenience store (last 30 days)	29%
Spent \$40+ at a convenience store (last 30 days)	20%
Attended movies (last 6 months)	25%
Went to a bar/nightclub (last 12 months)	57%
Visited a theme park (last 12 months)	44%
Rented 4 DVDs (last 30 days)	41%
Purchased 3- 4 DVDs (last 30 days)	107%
Carry renter insurance	54%

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Exercise at home 2+ times per week	18%
Exercise at a club 2+ times per week	17%
Used ATM (last 12 months)	18%
Online banking (last 12 months)	30%
Fast food home delivery (last 6 months)	65%
Fast food take out/drive-thru (last 6 months)	17%
Fast food take out/walk-in (last 6 months)	31%
Owns 1 TV	85%
Purchased audio equipment (last 12 months)	56%
Purchased MP3 player (last 12 months)	28%
Spent <\$1000 on domestic vacations (last 12 months)	114%
Foreign travel in the last 3 years	17%
Spent \$1000- \$2999 on foreign vacations (last 12 months)	45%

RETAIL OPPORTUNITIES (0-1 MILE)*

RETAIL GAP: Represents the difference between Retail Potential and Retail Sales.

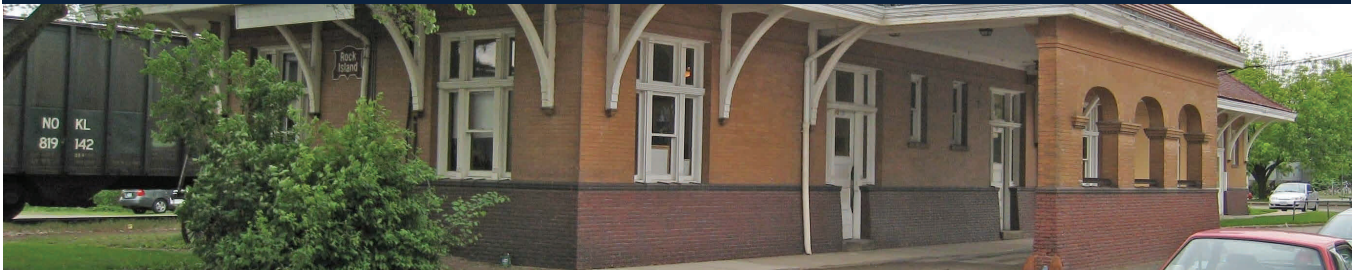
LEAKAGE FACTOR: A positive value represents a "leakage" of retail opportunity outside the trade area. A negative value represents a surplus of retail sales. +100 (total leakage) to -100 (total surplus)

INDUSTRY GROUPS	RETAIL GAP	LEAKAGE FACTOR
Grocery Stores	\$3,047,798	9.6
General Merchandise Stores	\$4,436,538	17.3
Electronic Shopping & Mail-Order Houses	\$125,770	100

* FULL ESRI ANALYSIS available upon request, including 3 and 5-mile radius reports.



ESRI MARKETPLACE PROFILE



RIVERFRONT CROSSING

1-MILE RADIUS STREET MAP

