

ESRI MARKETPLACE PROFILE



TOWNCREST

- Population: 14,065
- Median Disposable Income: \$46,031
- Households: 6,138
- Per Capita Income: \$29,464

Data from October 2012

ESRI TAPESTRY SEGMENTATION AREA PROFILE*

REPRESENTING 91.5% OF HOUSEHOLDS WITHIN 1 MILE

46.9%

METROPOLITAN

Prefer living in older city neighborhoods, median age 37, and diversity is low, most of the population is white. Half employed in professional or

managerial positions. More than 75% of those over 25 attended college or completed a degree program. Median household income is \$53,486. Due to older homes, many contract for lawn maintenance and professional housekeeping services. Own shares in investment funds and hold large life insurance policies. Residents pursue an active, urban lifestyle and travel frequently. Active members of their community and prefer to own and use a laptop computer, preferably an Apple. Go online daily to download music, buy books, airline tickets and clothes.

17.2%

IN STYLE

Live in the suburbs but prefer the city lifestyle. Professional couples dominate. Households without children compromise two-thirds of all households with a median

age of 40.5 years. Residents are prosperous with a median income of \$65,387. More educated compared to the US level. 46% employed have professional or management positions, with above concentrations in finance, insurance, health care, technical services and education industry sectors. Live in affluent neighborhoods. Computer savvy, they go online daily to research real estate, do their banking, purchase concert tickets, etc. They use a financial planner and to maintain homes, hire professional household cleaning services and contractors to remodel. Residents stay fit by exercising, taking vitamins and eating healthy. Take domestic vacations.

14.3%

ASPIRING YOUNG FAMILIES

Most are young, startup families, married couples with or without children and single parents. Approximately two-thirds are families. Median age is 31.1; nearly 20% are in

their 20s. Typical of younger populations, residents are more ethnically diverse than the total US population. Median household income is \$46,275. 60% employed in professional, management, sales or office/administrative support positions. 51% rent, 47% own their own homes. Spend most of their discretionary income for baby and children's products, toys, home furnishings, cameras and video game systems. Residents likely to go to a theme park while on vacation. Eat at family restaurants.

13.1%

PROSPEROUS EMPTY NESTERS

Majority aged 55 years or older. 40% are married couples with no children living at home. Median age is 47.6 years. Population increasing; expected to accelerate as the Baby Boomers mature. Approximately 90%

are white. Invest prudently in future and have a median income of \$63,682. Nearly 70% attended college. Many still working have professional and management careers, especially in education and health care industry sectors. Value health and financial well-being. Exercise regularly, take vitamins and attend sports events. Order by phone from catalogs and use coupons.

Pride in home and community and as a result, home remodeling, improvements, and lawn care are priorities. Travel extensively in the U.S. and abroad.



ESRI MARKETPLACE PROFILE



TOWNCREST

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
Beverages (drank beer/ale in last 6 months)	15%
Digital camera (last 12 months)	23%
Cell/mobile/PDA (last 12 months)	10%
Computer (\$1,500-\$1,999 most recent home PC)	22%
Convenience store (last 30 days)	16%
Attended movie (last 6 months)	11%
Live theater (last 12 months)	41%
Bar/night club (last 12 months)	36%
Dined out (last 12 months)	20%
Gambled at a casino (last 12 months)	13%
Rented DVD (last 30 days)	35%
Purchased DVD (last 30 days)	23%

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Spent on toys/games (last 12 months \$500+)	11%
Financial: Home mortgage, own stock, mutual funds, savings bonds, use full service brokerage firms, banking done on internet	11-44%
Exercise at home/club (2+ times/week)	18-35%
Home improvement/household furnishing (last 12 mo.)	12-17%
Carry renter insurance	30%
Bought book (last 12 months)/daily newspaper	15-18%
Family restaurant (last month, 5+ times)/fast food (last 6 months)	11-12%
Subscribes to cable	18%
Purchased MP3 player (last 12 months)	23%
Travel all categories (last 12 months)	9-44%

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
Motor Vehicle/Parts Dealers	\$30,187,635	99.7
Furniture & Home Furnishings Stores	\$3,348,011	89.7
Electronics and Appliance Stores	\$2,414,471	53.2
Building Materials, Garden Equip. & Supply Dealers	\$3,260,018	48.1
Gasoline Stations	\$13,339,720	34.3
Clothing & Clothing Accessories Stores	\$3,461,172	42.6
Sporting Goods, Hobby, Book & Music	\$1,608,971	36.6
Food Services and Drinking Places	\$12,624,904	37.9

* FULL ESRI ANALYSIS available upon request, 3 - 5 mile rings.



ESRI MARKETPLACE PROFILE



TOWNCREST

1-MILE RADIUS STREET MAP

