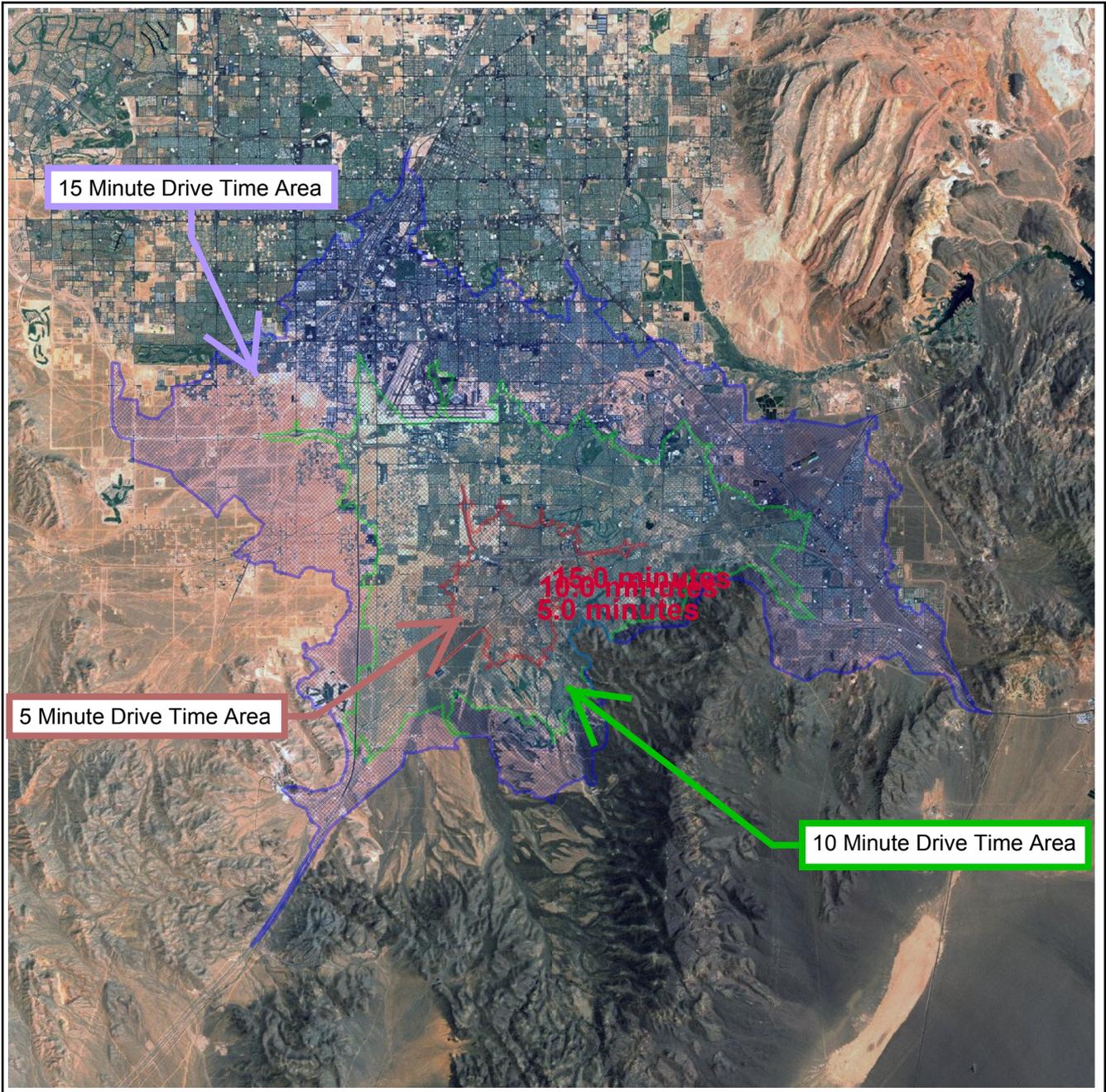


Las Vegas Retail Location
Drive Time Study

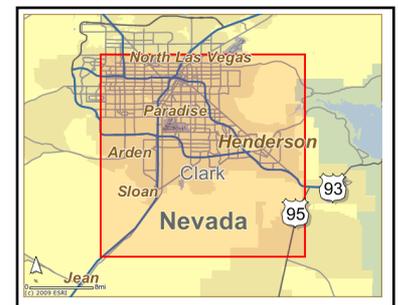
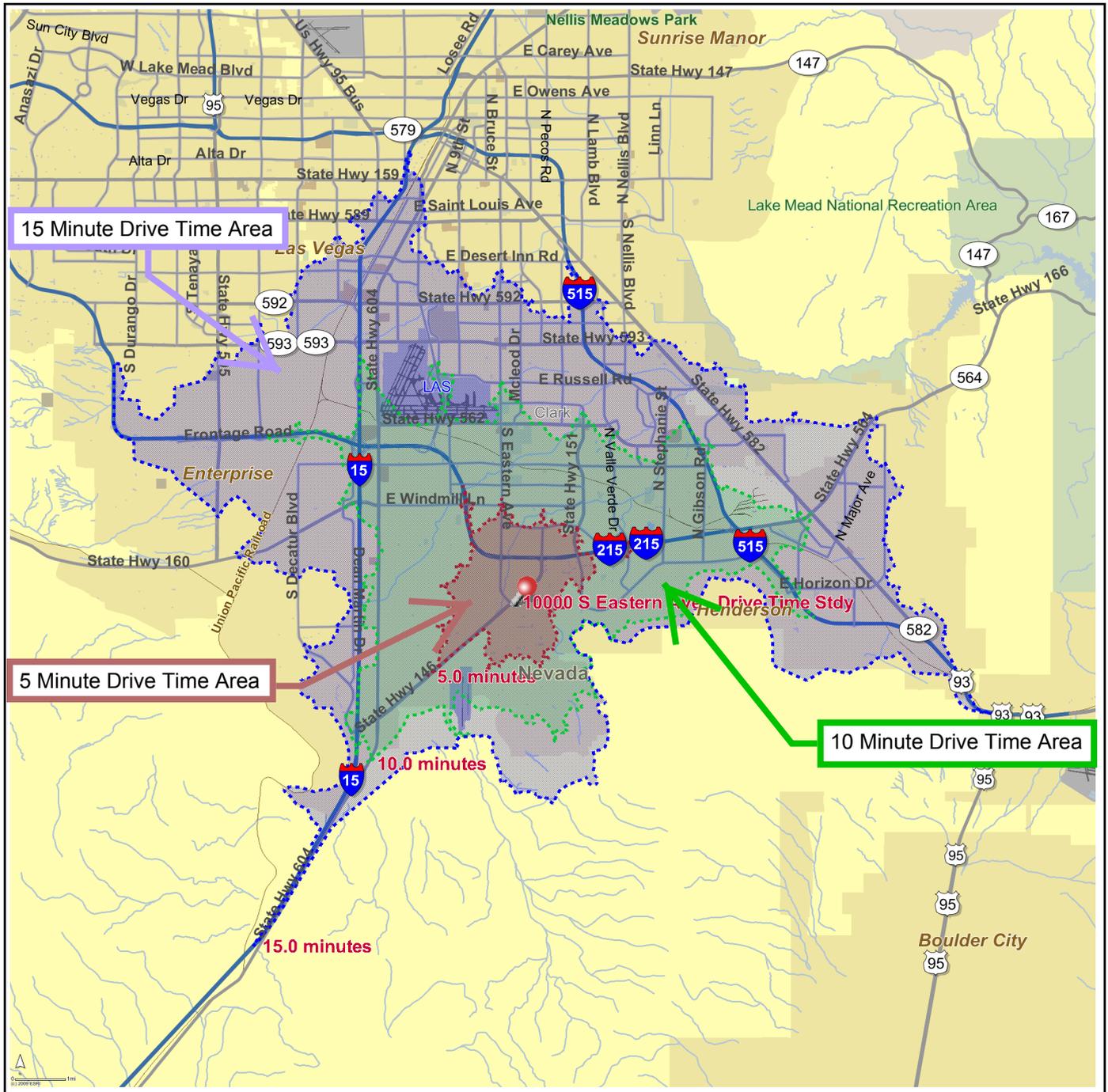
Latitude: 36.007094
Longitude: -115.113199



June 25, 2009



June 25, 2009



10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

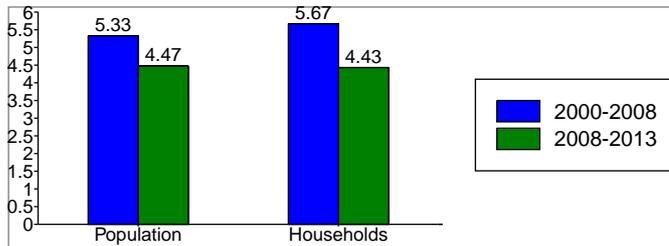
Drive Time: 5.0 minutes

Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

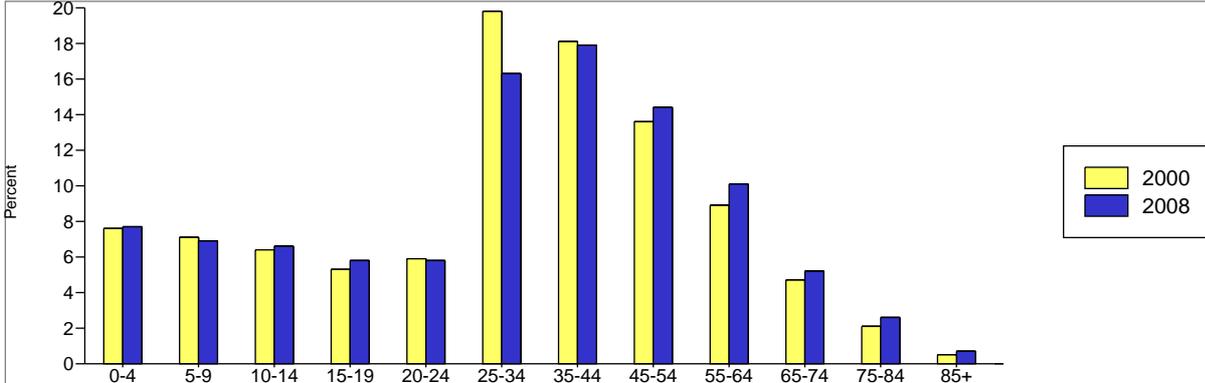
Year	Population	Households
2000	26,322	10,003
2008	40,398	15,763
2013	50,272	19,581

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 123 in 2000, or 0.5 percent of the total population. Average household size is 2.56 in 2008, compared to 2.62 in the year 2000.



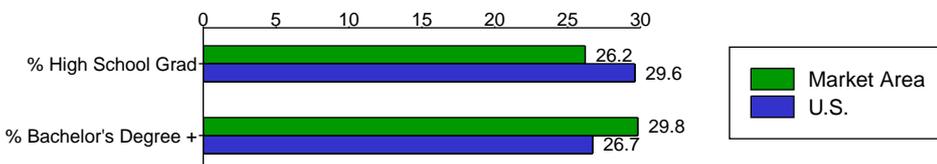
Population by Age

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 34.0, compared to 35.5 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

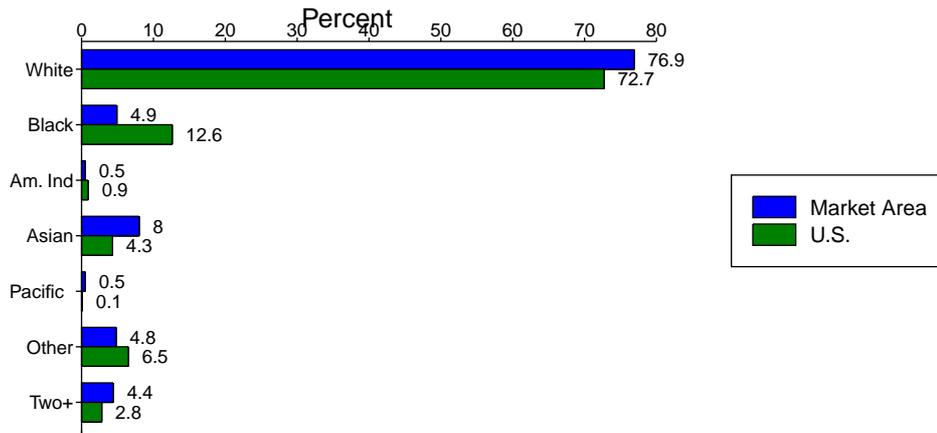
Longitude -115.113199

Site Type: Drive Time

Drive Time: 5.0 minutes

Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

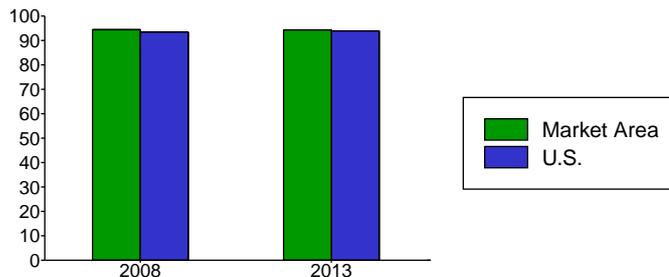


Persons of Hispanic origin represent 17.1 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 57.0 in the identified market area, compared to 59.3 in the U.S. population.

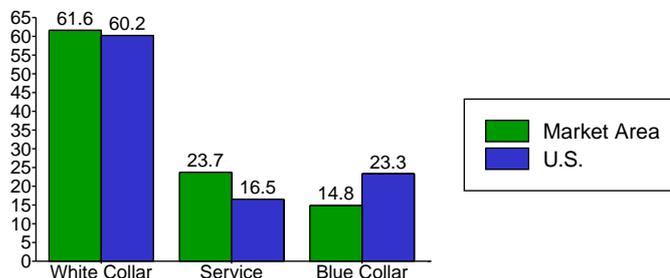
Population by Employment

In 2000, 72.8 percent of the population aged 16 years or older in the market area participated in the labor force; 0.3 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2008	94.4	5.6
2013	94.3	5.7



And by occupational status:



In 2000, 84.3 percent of the market area population drove alone to work, and 3.4 percent worked at home. The average travel time to work in 2000 was 22.8 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

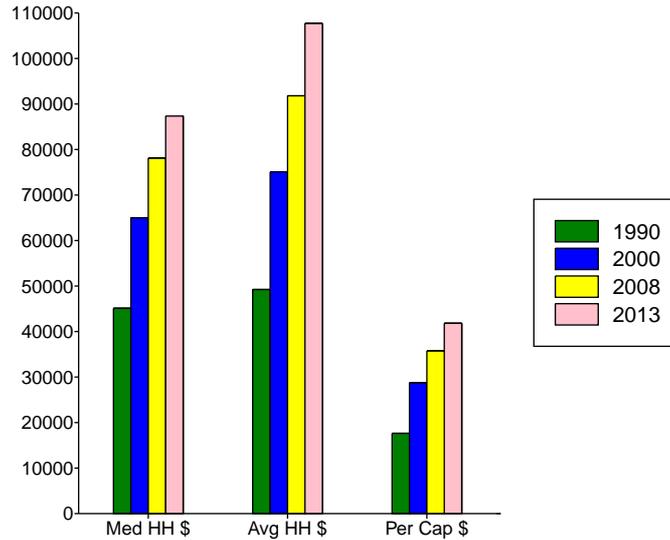
Longitude -115.113199

Site Type: Drive Time

Drive Time: 5.0 minutes

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2013:



Housing

Currently, 61.1 percent of the 17,668 housing units in the market area are owner occupied; 28.2 percent, renter occupied; and 10.8 percent are vacant. In 2000, there were 11,202 housing units— 67.8 percent owner occupied, 21.5 percent renter occupied and 10.7 percent vacant. The annual rate of change in housing units since 2000 is 5.68 percent. Median home value in the market area is \$309,544, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.65 percent annually to \$319,668. From 2000 to the current year, median home value changed by 7.55 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

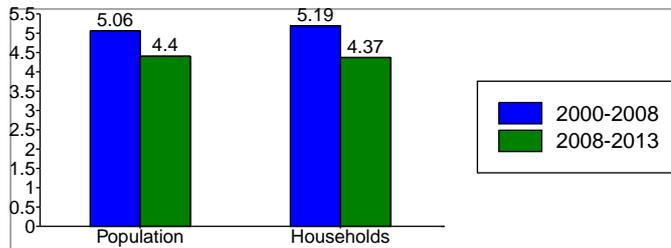
Drive Time: 10.0 minutes

Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

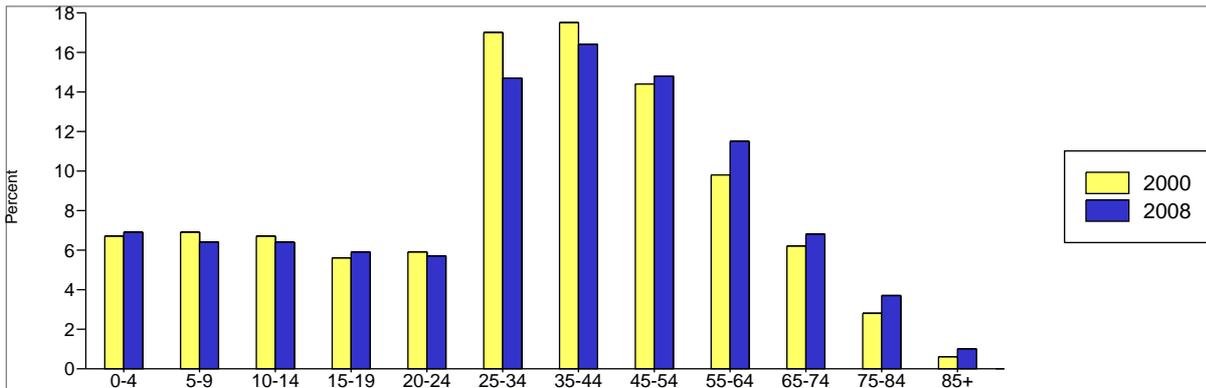
Year	Population	Households
2000	157,496	60,758
2008	236,642	92,233
2013	293,546	114,215

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 547 in 2000, or 0.3 percent of the total population. Average household size is 2.56 in 2008, compared to 2.58 in the year 2000.



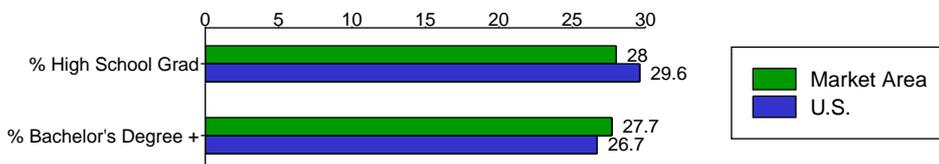
Population by Age

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 35.7, compared to 37.4 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

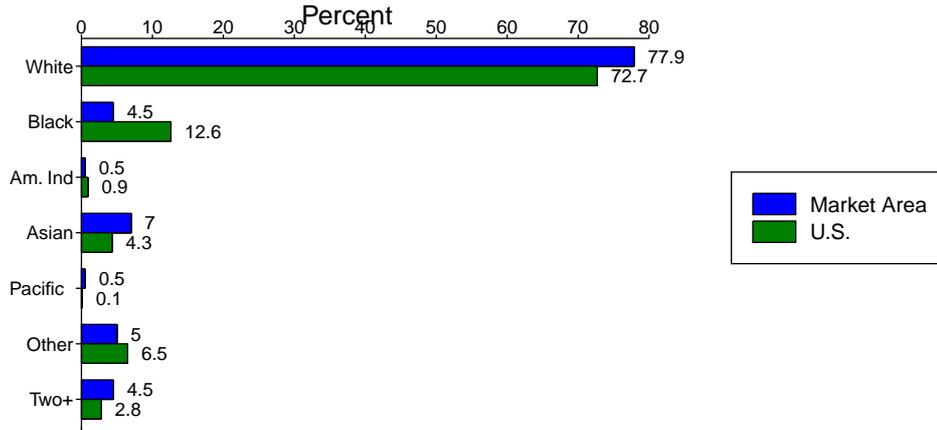
Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

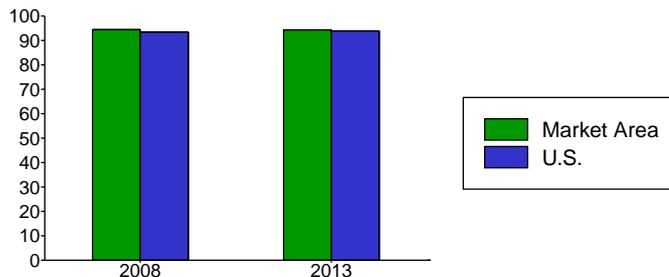


Persons of Hispanic origin represent 16.6 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 55.6 in the identified market area, compared to 59.3 in the U.S. population.

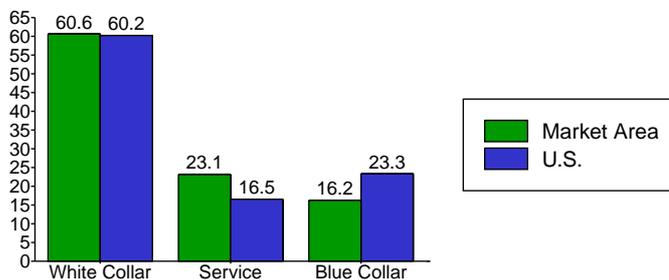
Population by Employment

In 2000, 70.4 percent of the population aged 16 years or older in the market area participated in the labor force; 0.3 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2008	94.4	5.6
2013	94.3	5.7



And by occupational status:



In 2000, 83.3 percent of the market area population drove alone to work, and 2.7 percent worked at home. The average travel time to work in 2000 was 21.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

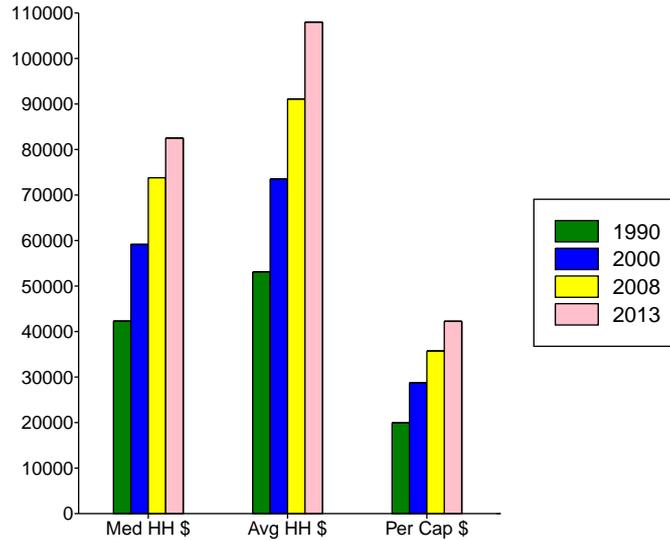
Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2013:



Housing

Currently, 62.2 percent of the 102,580 housing units in the market area are owner occupied; 27.8 percent, renter occupied; and 10.1 percent are vacant. In 2000, there were 65,996 housing units— 66.3 percent owner occupied, 25.8 percent renter occupied and 7.9 percent vacant. The annual rate of change in housing units since 2000 is 5.49 percent. Median home value in the market area is \$305,899, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.6 percent annually to \$315,162. From 2000 to the current year, median home value changed by 8.01 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

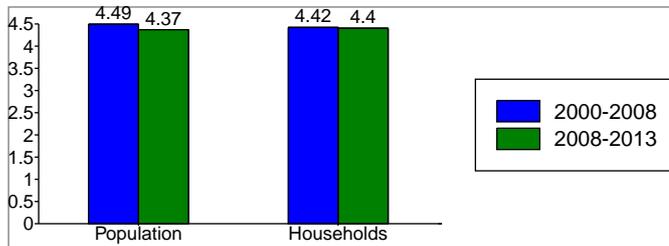
Drive Time: 15.0 minutes

Population and Households

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

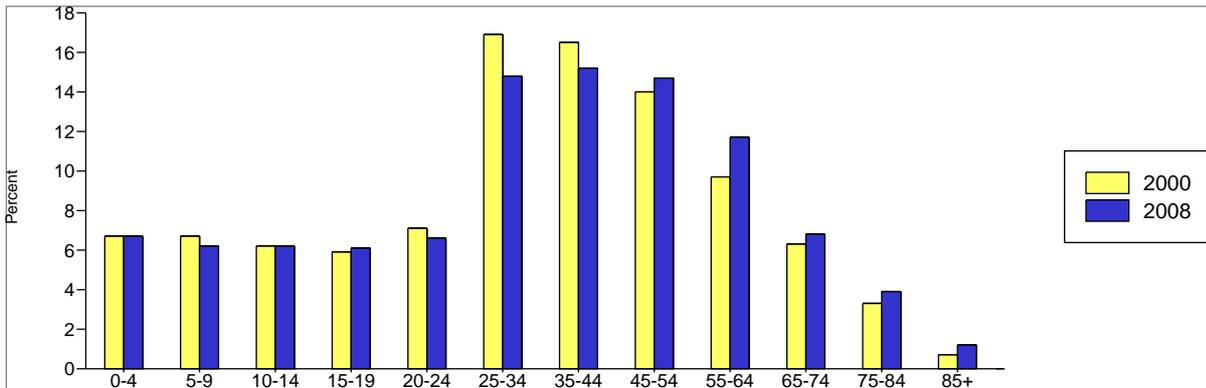
Year	Population	Households
2000	376,635	150,873
2008	541,246	215,523
2013	670,406	267,242

The difference between change in population and change in households is a result of two factors—the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 2,751 in 2000, or 0.7 percent of the total population. Average household size is 2.50 in 2008, compared to 2.48 in the year 2000.



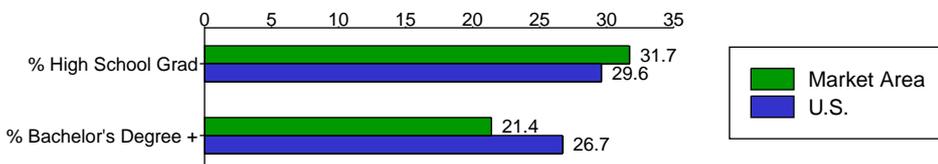
Population by Age

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 35.3, compared to 37.3 years currently. By age group, the changes in the percent distribution of the market area population show the following:



Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

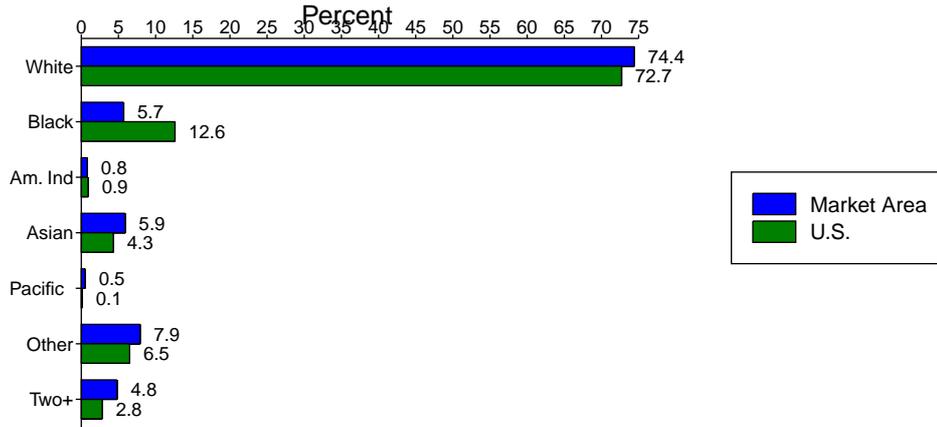
Longitude -115.113199

Site Type: Drive Time

Drive Time: 15.0 minutes

Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:

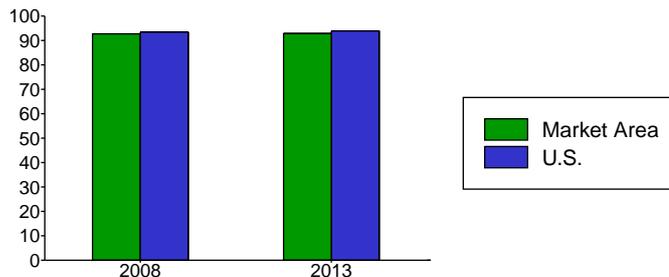


Persons of Hispanic origin represent 22.8 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 63.6 in the identified market area, compared to 59.3 in the U.S. population.

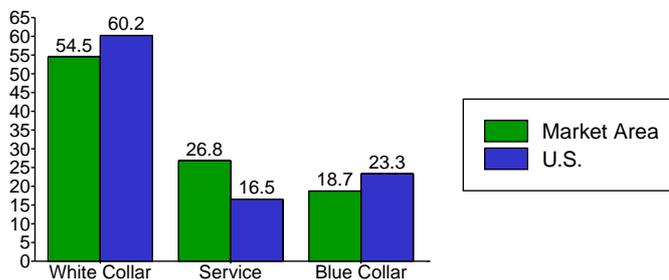
Population by Employment

In 2000, 68.8 percent of the population aged 16 years or older in the market area participated in the labor force; 0.2 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2008	92.7	7.3
2013	92.8	7.2



And by occupational status:



In 2000, 75.9 percent of the market area population drove alone to work, and 2.3 percent worked at home. The average travel time to work in 2000 was 22.4 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

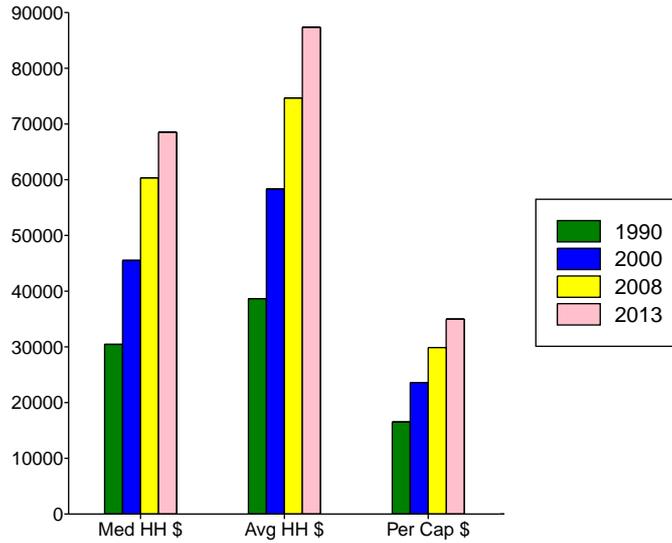
Longitude -115.113199

Site Type: Drive Time

Drive Time: 15.0 minutes

Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2013:



Housing

Currently, 49.7 percent of the 241,485 housing units in the market area are owner occupied; 39.5 percent, renter occupied; and 10.8 percent are vacant. In 2000, there were 165,314 housing units— 49.7 percent owner occupied, 41.6 percent renter occupied and 8.7 percent vacant. The annual rate of change in housing units since 2000 is 4.7 percent. Median home value in the market area is \$275,702, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.4 percent annually to \$281,205. From 2000 to the current year, median home value changed by 8.21 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

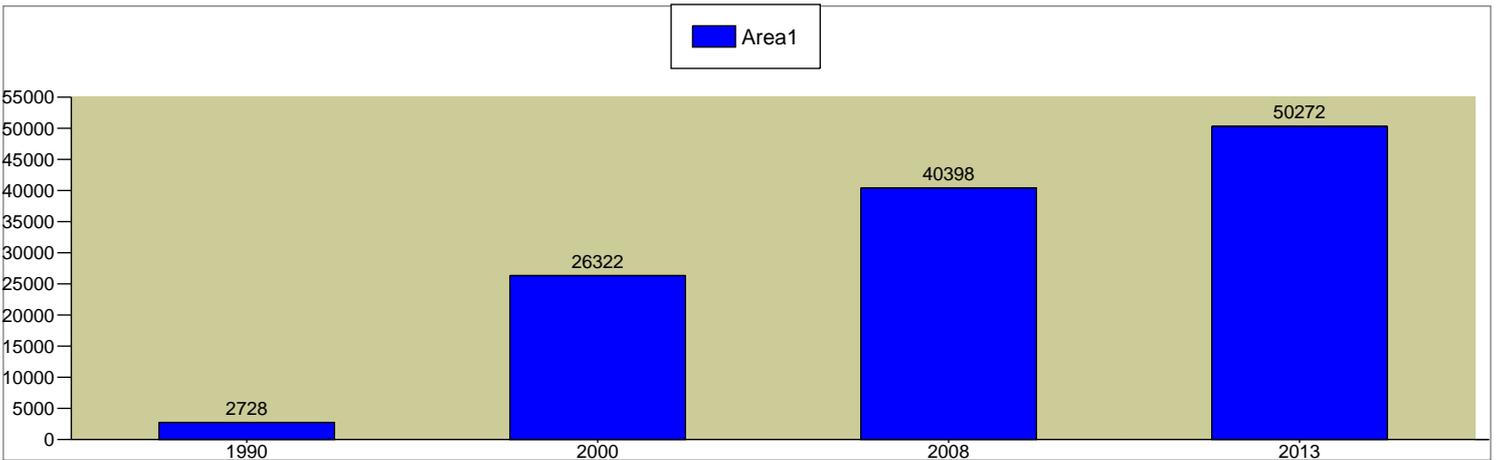
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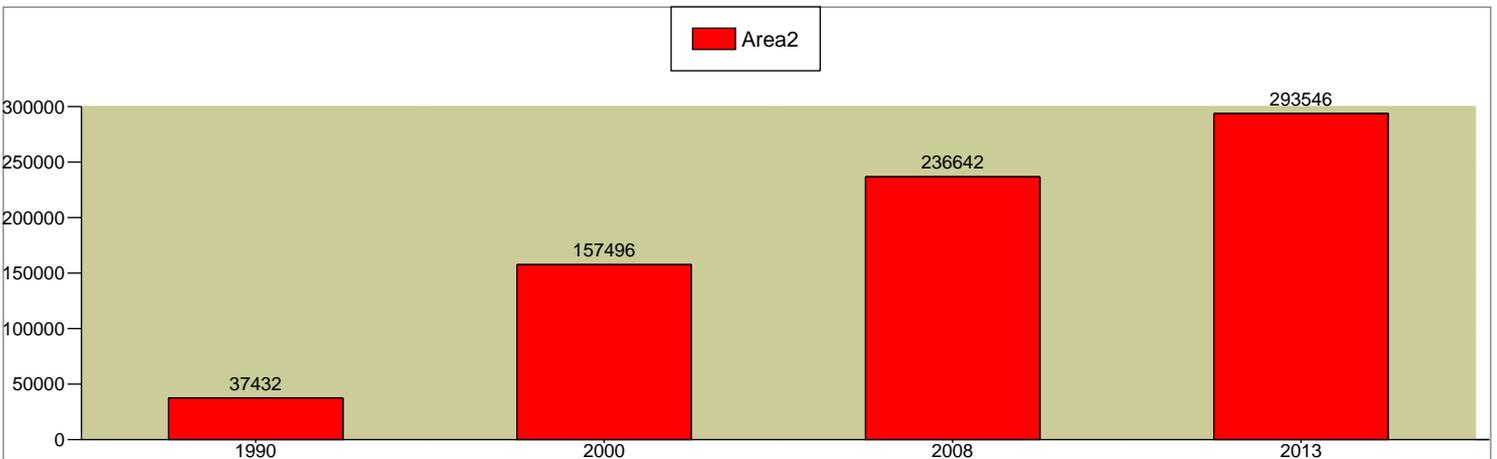
Drive Time: 5.0 minutes Drive Time: 10.0 minutes Drive Time: 15.0 minutes

2000 - 2008 Population: Annual Rate	5.33%	5.06%	4.49%
2008 - 2013 Population: Annual Rate	4.47%	4.4%	4.37%

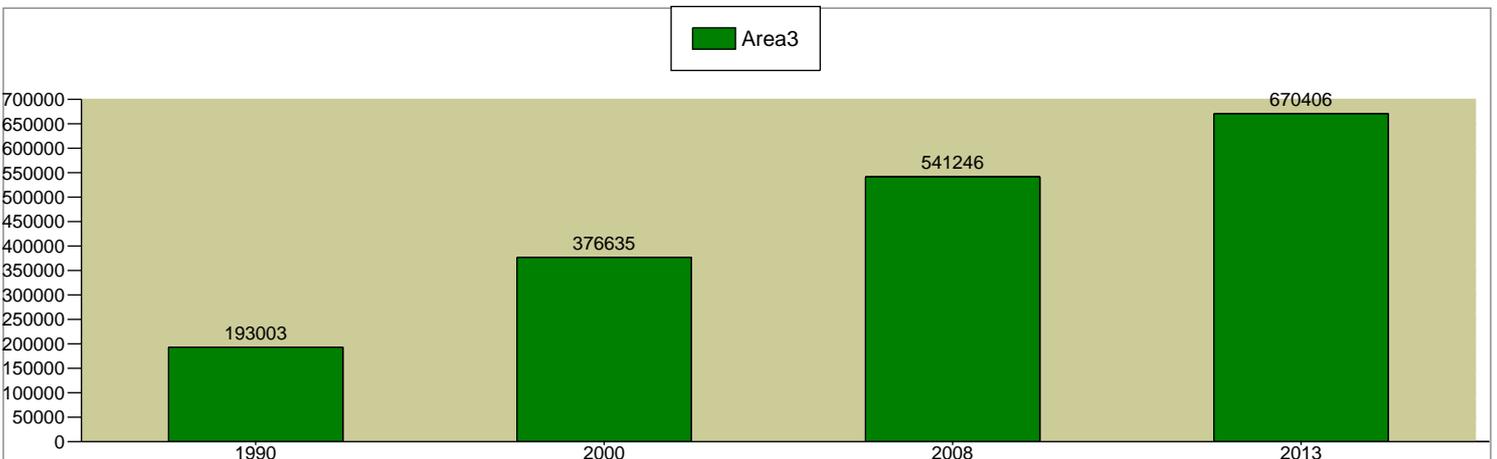
Total Population



Total Population



Total Population



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

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Latitude 36.007094
Longitude -115.113199

Drive Time: 5.0 minutes Drive Time: 10.0 minutes Drive Time: 15.0 minutes

2000 Population by Age

Total	26,322	157,496	376,632
0 - 4	7.6%	6.7%	6.7%
5 - 9	7.1%	6.9%	6.7%
10 - 14	6.4%	6.7%	6.2%
15 - 19	5.3%	5.6%	5.9%
20 - 24	5.9%	5.9%	7.1%
25 - 34	19.8%	17.0%	16.9%
35 - 44	18.1%	17.5%	16.5%
45 - 54	13.6%	14.4%	14.0%
55 - 64	8.9%	9.8%	9.7%
65 - 74	4.7%	6.2%	6.3%
75 - 84	2.1%	2.8%	3.3%
85+	0.5%	0.6%	0.7%

2008 Population by Age

Total	40,400	236,642	541,243
0 - 4	7.7%	6.9%	6.7%
5 - 9	6.9%	6.4%	6.2%
10 - 14	6.6%	6.4%	6.2%
15 - 19	5.8%	5.9%	6.1%
20 - 24	5.8%	5.7%	6.6%
25 - 34	16.3%	14.7%	14.8%
35 - 44	17.9%	16.4%	15.2%
45 - 54	14.4%	14.8%	14.7%
55 - 64	10.1%	11.5%	11.7%
65 - 74	5.2%	6.8%	6.8%
75 - 84	2.6%	3.7%	3.9%
85+	0.7%	1.0%	1.2%

2013 Population by Age

Total	50,274	293,548	670,407
0 - 4	7.8%	7.0%	6.9%
5 - 9	6.8%	6.3%	6.0%
10 - 14	6.4%	6.2%	5.8%
15 - 19	5.7%	5.7%	5.9%
20 - 24	6.0%	5.9%	7.0%
25 - 34	15.9%	14.4%	14.5%
35 - 44	16.5%	15.0%	13.9%
45 - 54	15.2%	15.2%	14.8%
55 - 64	10.4%	11.9%	12.3%
65 - 74	5.5%	7.3%	7.4%
75 - 84	2.7%	3.9%	4.0%
85+	0.9%	1.3%	1.5%

Median Age

2000	34.0	35.7	35.3
2008	35.5	37.4	37.3
2013	35.8	38.1	37.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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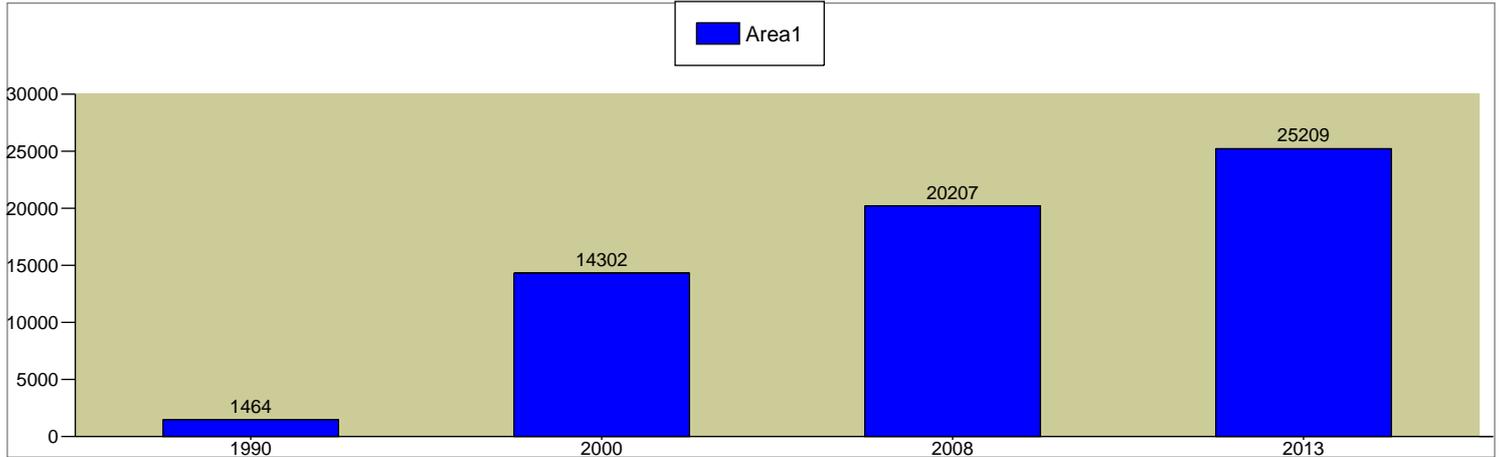
Latitude 36.007094

Longitude -115.113199

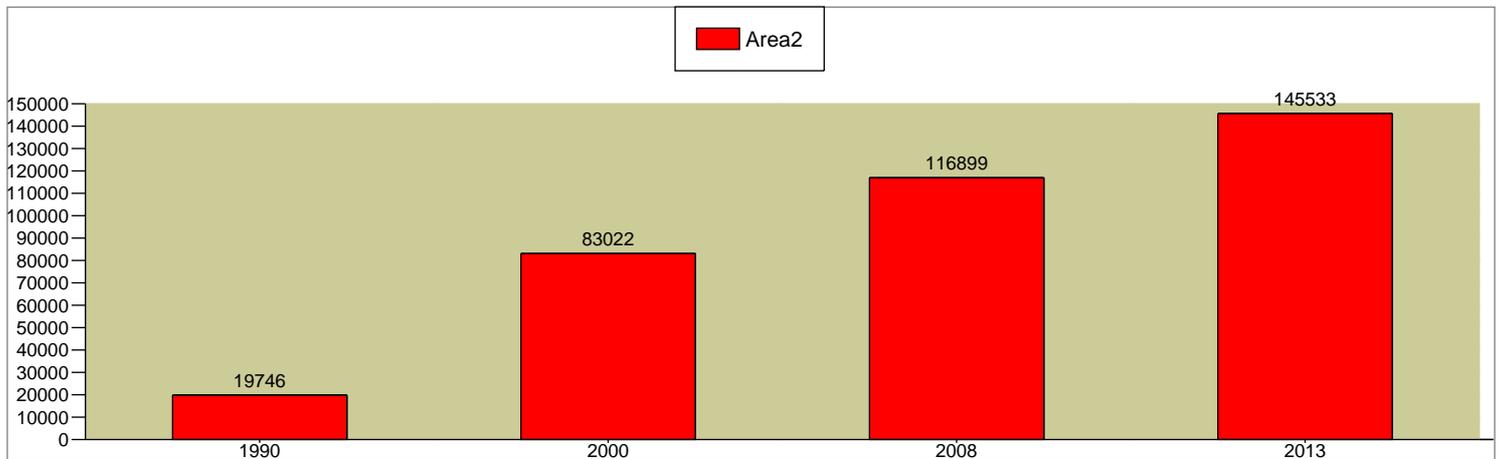
Drive Time: 5.0 minutes Drive Time: 10.0 minutes Drive Time: 15.0 minutes

2000 - 2008 Civilian Employed Population 16+ Annual Rate	4.28%	4.24%	3.72%
2008 - 2013 Civilian Employed Population 16+ Annual Rate	4.52%	4.48%	4.44%

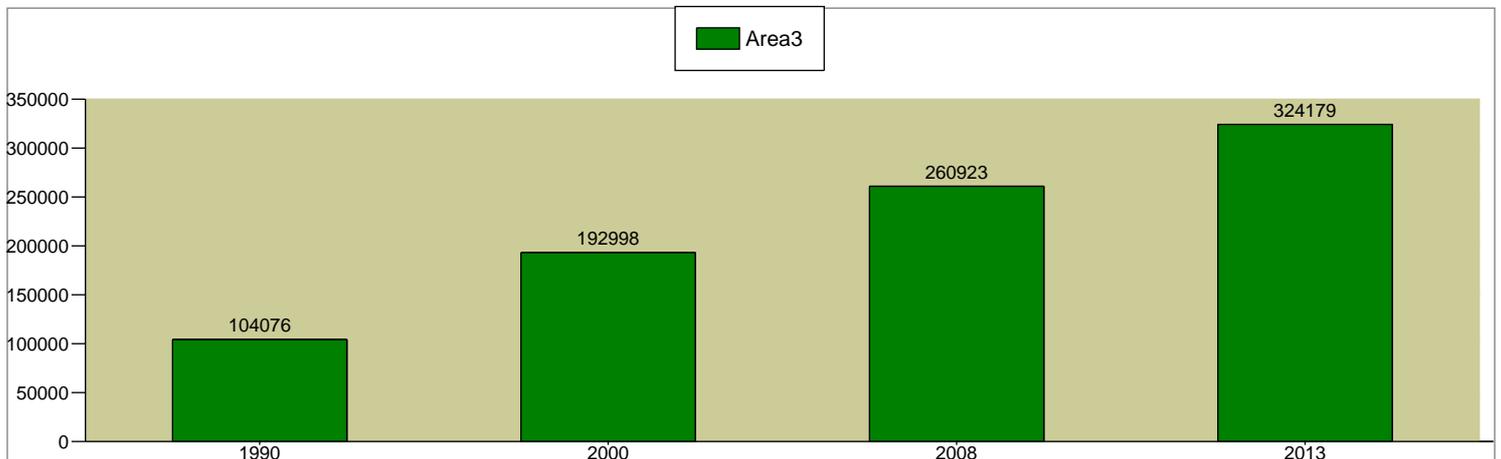
Total Civilian Employed Population 16+



Total Civilian Employed Population 16+



Total Civilian Employed Population 16+



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

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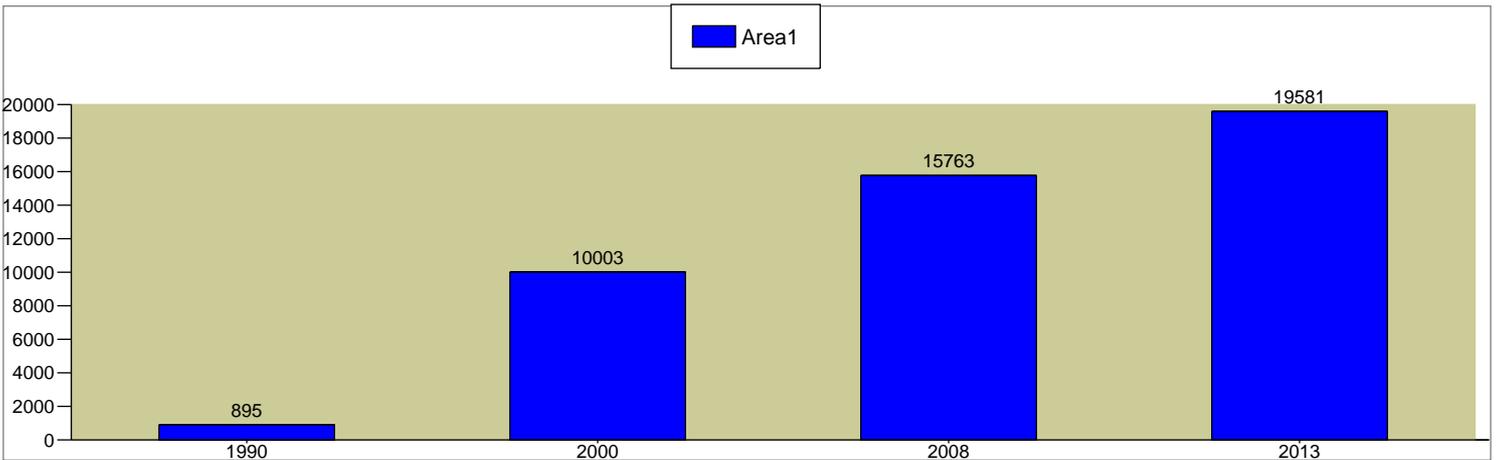
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Longitude -115.113199

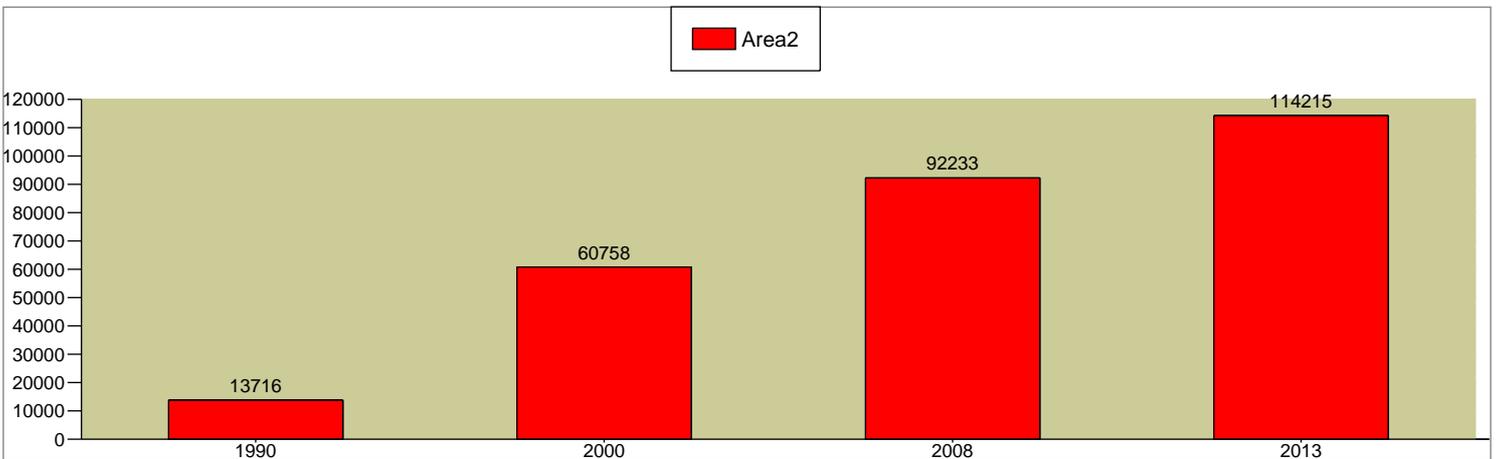
Drive Time: 5.0 minutes Drive Time: 10.0 minutes Drive Time: 15.0 minutes

2000 - 2008 Households Annual Rate	5.67%	5.19%	4.42%
2008 - 2013 Households Annual Rate	4.43%	4.37%	4.4%

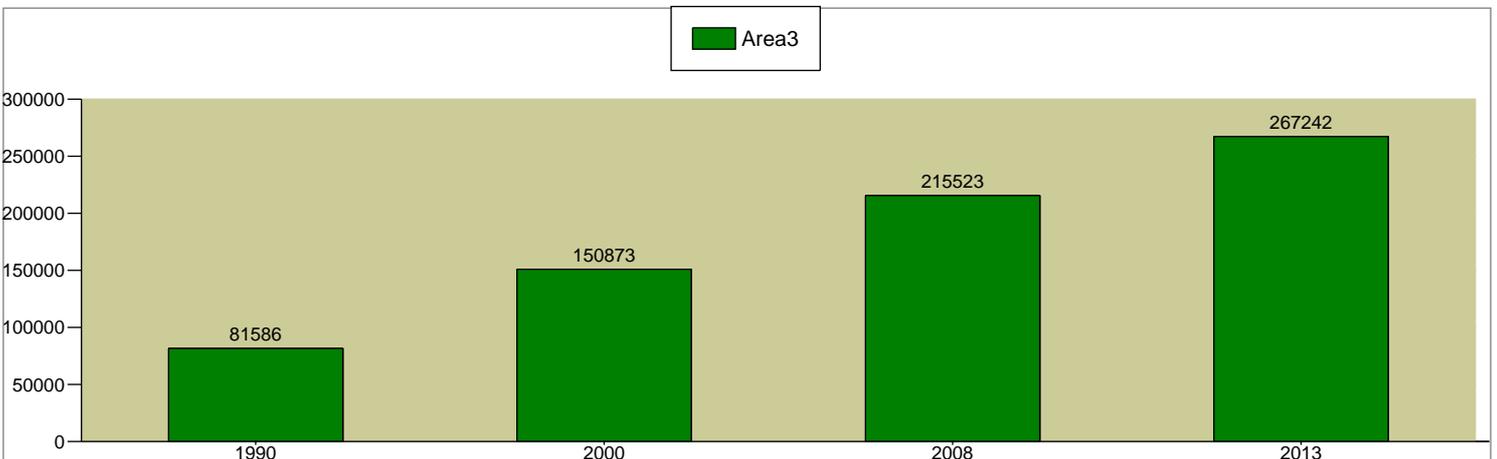
Total Households



Total Households



Total Households



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2008 and 2013.

Latitude 36.007094
Longitude -115.113199

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1990 Households by Income

Household Income Base	886	13,681	81,830
< \$15,000	6.2%	9.4%	21.3%
\$15,000 - \$24,999	11.3%	12.4%	19.3%
\$25,000 - \$34,999	14.7%	16.2%	17.4%
\$35,000 - \$49,999	26.5%	22.5%	18.3%
\$50,000 - \$74,999	26.9%	22.6%	14.5%
\$75,000 - \$99,999	9.6%	8.9%	5.0%
\$100,000 - \$149,999	4.0%	4.7%	2.6%
\$150,000+	0.9%	3.3%	1.6%
Median Household Income	\$45,096	\$42,259	\$30,434

2000 Households by Income

Household Income Base	9,977	60,764	150,866
< \$15,000	4.8%	6.1%	11.6%
\$15,000 - \$24,999	6.8%	7.5%	12.3%
\$25,000 - \$34,999	7.7%	9.6%	12.7%
\$35,000 - \$49,999	14.7%	16.4%	18.0%
\$50,000 - \$74,999	25.6%	25.6%	21.5%
\$75,000 - \$99,999	19.0%	15.6%	11.6%
\$100,000 - \$149,999	14.7%	12.2%	8.0%
\$150,000 - \$199,999	3.9%	3.4%	2.2%
\$200,000+	2.7%	3.4%	2.1%
Median Household Income	\$64,973	\$59,123	\$45,501

2008 Households by Income

Household Income Base	15,763	92,234	215,519
< \$15,000	4.2%	4.8%	8.6%
\$15,000 - \$24,999	3.4%	4.5%	8.3%
\$25,000 - \$34,999	6.2%	7.3%	10.9%
\$35,000 - \$49,999	10.0%	11.2%	13.8%
\$50,000 - \$74,999	22.3%	23.1%	21.5%
\$75,000 - \$99,999	22.1%	20.5%	16.5%
\$100,000 - \$149,999	21.2%	17.9%	13.1%
\$150,000 - \$199,999	5.6%	5.1%	3.6%
\$200,000+	4.9%	5.5%	3.7%
Median Household Income	\$78,063	\$73,784	\$60,291

2013 Households by Income

Household Income Base	19,582	114,214	267,239
< \$15,000	3.7%	4.1%	7.5%
\$15,000 - \$24,999	2.7%	3.6%	6.8%
\$25,000 - \$34,999	4.3%	5.2%	8.4%
\$35,000 - \$49,999	7.6%	8.5%	11.4%
\$50,000 - \$74,999	19.7%	20.4%	21.0%
\$75,000 - \$99,999	20.8%	21.5%	18.3%
\$100,000 - \$149,999	26.8%	21.6%	16.3%
\$150,000 - \$199,999	6.5%	6.8%	4.7%
\$200,000+	8.0%	8.3%	5.5%
Median Household Income	\$87,347	\$82,465	\$68,486

2000 - 2008 Median Household Income Annual Rate	2.25%	2.72%	3.47%
2008 - 2013 Median Household Income Annual Rate	2.27%	2.25%	2.58%

Data Note: Detail may not sum to totals due to rounding. Income represents annual income for the preceding year. Income for 2008 and 2013 is expressed in current dollars, including an adjustment for inflation.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 Geography. ESRI forecasts for 2008 and 2013.

Latitude 36.007094
 Longitude -115.113199

10000 S Eastern Ave - D 10000 S Eastern Ave - D 10000 S Eastern Ave - D

Drive Time: 5.0 minutes Drive Time: 10.0 minutes Drive Time: 15.0 minutes

2008 Households by Net Worth

Total	15,763	92,231	215,519
< \$15,000	12.1%	14.1%	25.3%
\$15,000 - \$34,999	5.5%	6.2%	9.0%
\$35,000 - \$49,999	3.7%	3.9%	4.7%
\$50,000 - \$74,999	5.8%	5.4%	5.8%
\$75,000 - \$99,999	5.4%	5.0%	5.2%
\$100,000 - \$149,999	9.3%	8.4%	7.3%
\$150,000 - \$249,999	14.5%	12.5%	10.1%
\$250,000 - \$499,999	20.9%	19.6%	14.6%
\$500,000 - \$999,999	13.0%	13.6%	10.0%
\$1,000,000+	9.8%	11.2%	8.1%
Median Net Worth	\$196,384	\$195,484	\$100,555
Average Net Worth	\$619,255	\$669,844	\$498,819

2008 Households by Disposable Income

Total	15,764	92,233	215,520
< \$15,000	4.6%	5.4%	9.8%
\$15,000 - \$24,999	5.3%	6.8%	11.4%
\$25,000 - \$34,999	8.1%	9.2%	12.5%
\$35,000 - \$49,999	14.7%	15.6%	16.5%
\$50,000 - \$74,999	29.0%	28.4%	24.6%
\$75,000 - \$99,999	18.6%	16.1%	12.1%
\$100,000 - \$149,999	14.3%	12.5%	9.0%
\$150,000 - \$199,999	2.2%	2.5%	1.7%
\$200,000+	3.0%	3.5%	2.3%
Median Disposable Income	\$61,835	\$58,425	\$49,828
Average Disposable Income	\$77,222	\$75,407	\$62,465

2000 Housing Units

Owner Occupied Housing Units	11,202	65,996	165,314
Renter Occupied Housing Units	67.8%	66.3%	49.7%
Vacant Housing Units	21.5%	25.8%	41.6%
	10.7%	7.9%	8.7%

2008 Housing Units

Owner Occupied Housing Units	17,668	102,580	241,485
Renter Occupied Housing Units	61.1%	62.2%	49.7%
Vacant Housing Units	28.2%	27.8%	39.5%
	10.8%	10.1%	10.8%

2013 Housing Units

Owner Occupied Housing Units	21,757	126,234	299,990
Renter Occupied Housing Units	60.0%	61.3%	48.5%
Vacant Housing Units	30.0%	29.1%	40.6%
	10.0%	9.5%	10.9%

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Net Worth is total household wealth minus debt, secured and unsecured. Net Worth includes the home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

10000 S Eastern Ave - Drive Time Study

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Radius: 5 Minutes

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Radius: 15 Minutes



2000 Total Population	26,580	157,629	363,770
2000 Group Quarters	123	554	2,732
2009 Total Population	51,477	257,012	549,390
2014 Total Population	64,173	310,506	650,539
2009 - 2014 Annual Rate	4.51%	3.85%	3.44%



2000 Households	10,110	60,804	145,191
2000 Average Household Size	2.62	2.58	2.49
2009 Households	19,611	100,656	219,724
2009 Average Household Size	2.62	2.55	2.49
2014 Households	24,459	121,680	259,904
2014 Average Household Size	2.62	2.55	2.49
2009 - 2014 Annual Rate	4.52%	3.87%	3.42%
2000 Families	7,145	42,215	90,793
2000 Average Family Size	3.02	3.02	3.04
2009 Families	13,494	68,557	138,038
2009 Average Family Size	3.06	3	3.03
2014 Families	16,657	82,217	162,818
2014 Average Family Size	3.07	3	3.03
2009 - 2014 Annual Rate	4.3%	3.7%	3.36%



2000 Housing Units	11,310	66,115	159,082
Owner Occupied Housing Units	68.2%	66.3%	50.7%
Renter Occupied Housing Units	21.2%	25.8%	40.6%
Vacant Housing Units	10.6%	7.9%	8.7%
2009 Housing Units	22,903	113,144	249,377
Owner Occupied Housing Units	57.0%	60.9%	49.7%
Renter Occupied Housing Units	28.6%	28.0%	38.4%
Vacant Housing Units	14.4%	11.0%	11.9%
2014 Housing Units	28,545	136,803	294,646
Owner Occupied Housing Units	55.5%	60.0%	49.7%
Renter Occupied Housing Units	30.2%	28.9%	38.5%
Vacant Housing Units	14.3%	11.1%	11.8%

Median Household Income

2000	\$65,223	\$59,121	\$46,455
2009	\$79,038	\$73,608	\$61,680
2014	\$80,400	\$76,107	\$64,407

Median Home Value

2000	\$170,469	\$161,980	\$144,892
2009	\$180,864	\$179,368	\$163,408
2014	\$184,683	\$183,664	\$167,577

Per Capita Income

2000	\$28,726	\$28,691	\$23,899
2009	\$34,774	\$35,351	\$30,303
2014	\$35,489	\$36,862	\$31,783

Median Age

2000	34.1	35.7	35.4
2009	34.7	38.1	37.8
2014	34.6	38.6	38.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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 Radius: 5 Minutes

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 Radius: 10 Minutes

5 10 & 15 Min Drive Tim
 36.007094, -115.113199
 Radius: 15 Minutes



2000 Households by Income

Household Income Base	10,070	60,811	145,142
< \$15,000	4.8%	6.1%	11.2%
\$15,000 - \$24,999	6.8%	7.5%	11.8%
\$25,000 - \$34,999	7.6%	9.6%	12.6%
\$35,000 - \$49,999	14.6%	16.4%	18.0%
\$50,000 - \$74,999	25.5%	25.6%	21.9%
\$75,000 - \$99,999	19.2%	15.6%	11.8%
\$100,000 - \$149,999	14.9%	12.2%	8.2%
\$150,000 - \$199,999	3.9%	3.4%	2.2%
\$200,000+	2.7%	3.4%	2.2%
Average Household Income	\$75,274	\$73,491	\$59,253

2009 Households by Income

Household Income Base	19,611	100,656	219,720
< \$15,000	4.3%	4.9%	8.1%
\$15,000 - \$24,999	2.9%	4.5%	7.8%
\$25,000 - \$34,999	5.6%	7.3%	10.5%
\$35,000 - \$49,999	9.2%	11.2%	13.5%
\$50,000 - \$74,999	23.1%	23.3%	22.0%
\$75,000 - \$99,999	22.3%	20.0%	16.6%
\$100,000 - \$149,999	22.3%	18.3%	13.9%
\$150,000 - \$199,999	6.3%	5.4%	3.9%
\$200,000+	4.1%	5.1%	3.6%
Average Household Income	\$91,432	\$89,475	\$75,415

2014 Households by Income

Household Income Base	24,460	121,681	259,900
< \$15,000	4.1%	4.7%	7.8%
\$15,000 - \$24,999	2.8%	4.4%	7.7%
\$25,000 - \$34,999	4.8%	6.3%	9.2%
\$35,000 - \$49,999	9.2%	11.1%	13.5%
\$50,000 - \$74,999	22.0%	22.0%	21.0%
\$75,000 - \$99,999	24.0%	21.7%	18.3%
\$100,000 - \$149,999	22.5%	18.7%	14.5%
\$150,000 - \$199,999	6.5%	5.6%	4.2%
\$200,000+	4.1%	5.4%	3.9%
Average Household Income	\$93,368	\$93,169	\$79,213

2000 Owner Occupied HUs by Value

Total	7,791	43,699	80,546
<\$50,000	0.7%	1.2%	3.0%
\$50,000 - 99,999	2.5%	5.1%	14.4%
\$100,000 - 149,999	30.9%	34.2%	37.1%
\$150,000 - 199,999	34.5%	32.5%	25.1%
\$200,000 - \$299,999	25.4%	19.5%	14.6%
\$300,000 - 499,999	5.3%	5.4%	4.2%
\$500,000 - 999,999	0.8%	1.7%	1.3%
\$1,000,000+	0.0%	0.3%	0.3%
Average Home Value	\$188,885	\$188,564	\$166,602

2000 Specified Renter Occupied HUs by Contract Rent

Total	2,373	17,053	64,538
With Cash Rent	97.8%	98.1%	98.4%
No Cash Rent	2.2%	1.9%	1.6%
Median Rent	\$879	\$822	\$671
Average Rent	\$913	\$844	\$694

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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 Radius: 15 Minutes



2000 Population by Age

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	26,578	157,628	363,770
0 - 4	7.6%	6.7%	6.7%
5 - 9	7.2%	6.9%	6.7%
10 - 14	6.4%	6.7%	6.2%
15 - 19	5.3%	5.6%	5.9%
20 - 24	5.8%	5.9%	7.1%
25 - 34	19.7%	17.0%	16.8%
35 - 44	18.1%	17.5%	16.6%
45 - 54	13.7%	14.4%	14.1%
55 - 64	8.9%	9.8%	9.8%
65 - 74	4.8%	6.2%	6.3%
75 - 84	2.1%	2.8%	3.2%
85+	0.5%	0.6%	0.7%
18+	75.6%	76.2%	77.0%

2009 Population by Age

Total	51,475	257,010	549,390
0 - 4	8.2%	6.8%	6.6%
5 - 9	7.5%	6.4%	6.2%
10 - 14	6.9%	6.2%	5.9%
15 - 19	5.9%	5.8%	5.9%
20 - 24	5.4%	5.5%	6.5%
25 - 34	16.5%	14.4%	14.8%
35 - 44	18.1%	15.8%	14.7%
45 - 54	14.2%	14.9%	14.7%
55 - 64	9.3%	11.8%	12.0%
65 - 74	4.9%	7.4%	7.3%
75 - 84	2.3%	3.9%	4.1%
85+	0.7%	1.1%	1.3%
18+	73.6%	77.1%	77.8%

2014 Population by Age

Total	64,173	310,507	650,539
0 - 4	8.3%	6.7%	6.6%
5 - 9	7.7%	6.5%	6.2%
10 - 14	7.1%	6.2%	5.9%
15 - 19	5.8%	5.4%	5.5%
20 - 24	5.6%	5.6%	6.5%
25 - 34	16.1%	14.3%	14.9%
35 - 44	17.2%	14.8%	13.7%
45 - 54	14.0%	14.2%	13.8%
55 - 64	9.4%	12.1%	12.4%
65 - 74	5.6%	8.8%	8.9%
75 - 84	2.4%	4.2%	4.2%
85+	0.7%	1.3%	1.4%
18+	73.3%	77.2%	78.0%

2000 Population by Sex

Males	49.5%	49.7%	51.1%
Females	50.5%	50.3%	48.9%

2009 Population by Sex

Males	49.4%	49.1%	50.1%
Females	50.6%	50.9%	49.9%

2014 Population by Sex

Males	49.3%	49.0%	49.9%
Females	50.7%	51.0%	50.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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 Radius: 15 Minutes



2000 Population by Race/Ethnicity

Total	26,580	157,629	363,770
White Alone	81.9%	82.4%	77.7%
Black Alone	3.8%	3.7%	5.1%
American Indian Alone	0.5%	0.5%	0.7%
Asian or Pacific Islander Alone	7.4%	6.6%	6.3%
Some Other Race Alone	2.8%	3.0%	5.9%
Two or More Races	3.5%	3.8%	4.2%
Hispanic Origin	10.4%	10.6%	17.2%
Diversity Index	44.8	44.6	56.4

2009 Population by Race/Ethnicity

Total	51,477	257,011	549,390
White Alone	74.8%	78.0%	74.6%
Black Alone	5.0%	4.5%	5.5%
American Indian Alone	0.5%	0.6%	0.7%
Asian or Pacific Islander Alone	9.5%	7.3%	6.6%
Some Other Race Alone	5.7%	5.1%	7.8%
Two or More Races	4.5%	4.5%	4.8%
Hispanic Origin	19.0%	16.8%	22.5%
Diversity Index	60.5	55.7	63.4

2014 Population by Race/Ethnicity

Total	64,174	310,505	650,539
White Alone	72.9%	76.5%	73.4%
Black Alone	5.2%	4.7%	5.6%
American Indian Alone	0.5%	0.5%	0.7%
Asian or Pacific Islander Alone	9.6%	7.4%	6.5%
Some Other Race Alone	6.9%	6.1%	8.7%
Two or More Races	4.9%	4.9%	5.1%
Hispanic Origin	22.5%	19.8%	25.1%
Diversity Index	64.7	59.6	66.0



2000 Population 3+ by School Enrollment

Total	25,250	150,826	348,652
Enrolled in Nursery/Preschool	2.0%	1.7%	1.3%
Enrolled in Kindergarten	1.4%	1.3%	1.3%
Enrolled in Grade 1-8	11.4%	11.3%	10.8%
Enrolled in Grade 9-12	4.6%	4.9%	4.8%
Enrolled in College	5.3%	5.1%	5.2%
Enrolled in Grad/Prof School	1.3%	1.3%	1.1%
Not Enrolled in School	74.1%	74.3%	75.6%

2009 Population 25+ by Educational Attainment

Total	33,985	178,216	378,261
Less than 9th Grade	2.6%	2.7%	4.7%
9th - 12th Grade, No Diploma	5.8%	6.5%	9.1%
High School Graduate	27.0%	28.6%	31.3%
Some College, No Degree	27.5%	27.5%	25.8%
Associate Degree	8.2%	7.4%	6.7%
Bachelor's Degree	19.1%	18.1%	14.9%
Graduate/Professional Degree	9.8%	9.3%	7.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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Radius: 10 Minutes

5 10 & 15 Min Drive Tim

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Radius: 15 Minutes



2009 Population 15+ by Marital Status

Total	39,826	207,231	446,542
Never Married	25.7%	26.3%	29.5%
Married	58.2%	56.6%	52.0%
Widowed	3.9%	4.3%	4.9%
Divorced	12.2%	12.8%	13.6%



2000 Population 16+ by Employment Status

Total	20,699	123,705	288,675
In Labor Force	72.7%	70.4%	69.0%
Civilian Employed	69.5%	67.2%	64.9%
Civilian Unemployed	2.9%	2.9%	3.9%
In Armed Forces	0.3%	0.3%	0.2%
Not in Labor Force	27.3%	29.6%	31.0%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	88.2%	88.3%	87.0%
Civilian Unemployed	11.8%	11.7%	13.0%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	90.8%	91.3%	90.6%
Civilian Unemployed	9.2%	8.7%	9.4%

2000 Females 16+ by Employment Status and Age of Children

Total	10,600	62,669	141,531
Own Children < 6 Only	10.1%	8.3%	7.7%
Employed/in Armed Forces	5.8%	5.1%	4.6%
Unemployed	0.4%	0.3%	0.4%
Not in Labor Force	3.9%	2.9%	2.7%
Own Children < 6 and 6-17 Only	6.4%	5.9%	5.8%
Employed/in Armed Forces	3.6%	3.4%	3.2%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	2.5%	2.4%	2.3%
Own Children 6-17 Only	16.0%	17.0%	15.3%
Employed/in Armed Forces	11.5%	12.4%	11.0%
Unemployed	0.6%	0.4%	0.5%
Not in Labor Force	4.0%	4.1%	3.8%
No Own Children < 18	67.5%	68.8%	71.1%
Employed/in Armed Forces	43.8%	40.7%	39.8%
Unemployed	1.7%	1.8%	2.6%
Not in Labor Force	22.0%	26.3%	28.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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Radius: 5 Minutes

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Radius: 10 Minutes

5 10 & 15 Min Drive Tim

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Radius: 15 Minutes


2009 Employed Population 16+ by Industry

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	23,535	117,956	248,692
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	9.0%	9.2%	9.3%
Manufacturing	2.6%	2.8%	3.1%
Wholesale Trade	2.3%	2.3%	2.2%
Retail Trade	10.0%	10.2%	10.0%
Transportation/Utilities	4.2%	4.5%	4.4%
Information	1.7%	1.8%	1.8%
Finance/Insurance/Real Estate	8.6%	8.3%	7.7%
Services	57.3%	56.9%	57.8%
Public Administration	4.2%	3.8%	3.4%

2009 Employed Population 16+ by Occupation

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	23,535	117,958	248,692
White Collar	60.9%	60.9%	55.5%
Management/Business/Financial	15.5%	15.2%	12.9%
Professional	18.2%	18.0%	15.9%
Sales	14.6%	14.7%	13.7%
Administrative Support	12.6%	13.0%	13.0%
Services	24.6%	23.9%	27.2%
Blue Collar	14.5%	15.2%	17.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.0%	6.0%	6.9%
Installation/Maintenance/Repair	2.9%	2.8%	3.0%
Production	1.6%	1.9%	2.4%
Transportation/Material Moving	3.9%	4.5%	5.0%


2000 Workers 16+ by Means of Transportation to Work

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	14,291	82,153	184,240
Drove Alone - Car, Truck, or Van	84.4%	83.3%	76.5%
Carpooled - Car, Truck, or Van	9.7%	10.8%	12.4%
Public Transportation	0.9%	1.0%	4.2%
Walked	0.8%	0.9%	2.9%
Other Means	0.9%	1.2%	1.7%
Worked at Home	3.4%	2.7%	2.4%

2000 Workers 16+ by Travel Time to Work

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	14,289	82,153	184,240
Did Not Work at Home	96.6%	97.3%	97.6%
Less than 5 minutes	1.5%	1.6%	1.8%
5 to 9 minutes	5.0%	7.4%	8.2%
10 to 19 minutes	34.5%	34.5%	34.7%
20 to 24 minutes	24.0%	23.9%	21.2%
25 to 34 minutes	22.8%	21.2%	21.5%
35 to 44 minutes	3.4%	3.4%	3.4%
45 to 59 minutes	2.0%	2.4%	2.9%
60 to 89 minutes	1.3%	1.2%	2.0%
90 or more minutes	2.0%	1.7%	1.8%
Worked at Home	3.4%	2.7%	2.4%
Average Travel Time to Work (in min)	22.8	21.9	22.3

2000 Households by Vehicles Available

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,162	60,766	145,134
None	2.0%	2.7%	9.5%
1	30.1%	34.4%	40.3%
2	51.6%	47.7%	37.4%
3	12.5%	11.8%	9.7%
4	3.3%	2.7%	2.3%
5+	0.6%	0.7%	0.8%
Average Number of Vehicles Available	1.9	1.8	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

10000 S Eastern Ave - Drive Time Stdy
 Latitude: 36.007094
 Longitude: -115.113199

5 10 & 15 Min Drive Tim
 36.007094, -115.113199
 Radius: 5 Minutes

5 10 & 15 Min Drive Tim
 36.007094, -115.113199
 Radius: 10 Minutes

5 10 & 15 Min Drive Tim
 36.007094, -115.113199
 Radius: 15 Minutes



2000 Households by Type

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,111	60,803	145,191
Family Households	70.7%	69.4%	62.5%
Married-couple Family	57.3%	56.1%	47.1%
With Related Children	27.0%	25.6%	21.1%
Other Family (No Spouse)	13.4%	13.3%	15.5%
With Related Children	8.7%	8.4%	9.7%
Nonfamily Households	29.3%	30.6%	37.5%
Householder Living Alone	19.0%	20.8%	26.8%
Householder Not Living Alone	10.4%	9.8%	10.7%
Households with Related Children	35.7%	34.0%	30.8%
Households with Persons 65+	13.6%	17.8%	18.9%

2000 Households by Size

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,110	60,804	145,191
1 Person Household	19.0%	20.8%	26.8%
2 Person Household	38.1%	38.0%	35.5%
3 Person Household	19.1%	18.0%	16.2%
4 Person Household	14.7%	13.9%	12.0%
5 Person Household	6.0%	6.1%	5.7%
6 Person Household	2.2%	2.1%	2.3%
7+ Person Household	0.9%	1.0%	1.5%

2000 Households by Year Householder Moved In

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,163	60,768	145,134
Moved in 1999 to March 2000	43.6%	37.0%	35.8%
Moved in 1995 to 1998	43.2%	41.3%	37.7%
Moved in 1990 to 1994	9.5%	15.2%	15.0%
Moved in 1980 to 1989	3.1%	5.3%	7.7%
Moved in 1970 to 1979	0.5%	0.9%	2.9%
Moved in 1969 or Earlier	0.1%	0.3%	0.9%
Median Year Householder Moved In	1998	1998	1997



2000 Housing Units by Units in Structure

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	11,382	66,010	158,899
1, Detached	70.1%	68.4%	49.2%
1, Attached	7.2%	5.6%	5.7%
2	0.5%	0.4%	0.8%
3 or 4	4.3%	5.2%	7.9%
5 to 9	6.5%	9.4%	10.7%
10 to 19	7.1%	5.2%	8.2%
20+	4.1%	4.6%	15.4%
Mobile Home	0.2%	1.1%	2.0%
Other	0.0%	0.1%	0.2%

2000 Housing Units by Year Structure Built

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	11,385	66,095	158,899
1999 to March 2000	27.9%	17.3%	9.2%
1995 to 1998	47.2%	38.5%	23.8%
1990 to 1994	15.1%	23.2%	18.4%
1980 to 1989	8.1%	15.4%	21.0%
1970 to 1979	1.1%	3.4%	18.0%
1969 or Earlier	0.5%	2.2%	9.6%
Median Year Structure Built	1997	1996	1990

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

10000 S Eastern Ave - Drive Time Stdy
 Latitude: 36.007094
 Longitude: -115.113199

5 10 & 15 Min Drive Tim
 36.007094, -115.113199
 Radius: 5 Minutes

5 10 & 15 Min Drive Tim
 36.007094, -115.113199
 Radius: 10 Minutes

5 10 & 15 Min Drive Tim
 36.007094, -115.113199
 Radius: 15 Minutes

Top 3 Tapestry Segments

1.	Up and Coming Families	Enterprising Professio	Enterprising Professio
2.	In Style	Up and Coming Families	Up and Coming Families
3.	Enterprising Professio	In Style	In Style

 **2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$44,803,786	\$224,165,122	\$419,662,122
Average Spent	\$2,284.63	\$2,227.04	\$1,909.95
Spending Potential Index	91	89	76
Computers & Accessories: Total \$	\$5,965,782	\$29,553,811	\$54,829,338
Average Spent	\$304.21	\$293.61	\$249.54
Spending Potential Index	133	129	109
Education: Total \$	\$32,229,945	\$161,654,595	\$297,688,614
Average Spent	\$1,643.46	\$1,606.01	\$1,354.83
Spending Potential Index	131	128	108
Entertainment/Recreation: Total \$	\$82,247,787	\$412,933,263	\$752,631,799
Average Spent	\$4,193.96	\$4,102.42	\$3,425.35
Spending Potential Index	129	127	106
Food at Home: Total \$	\$109,429,773	\$556,488,110	\$1,054,389,958
Average Spent	\$5,580.02	\$5,528.61	\$4,798.70
Spending Potential Index	122	121	105
Food Away from Home: Total \$	\$84,012,099	\$420,767,055	\$788,693,400
Average Spent	\$4,283.93	\$4,180.25	\$3,589.47
Spending Potential Index	129	126	108
Health Care: Total \$	\$86,401,213	\$454,692,016	\$838,496,746
Average Spent	\$4,405.75	\$4,517.29	\$3,816.14
Spending Potential Index	117	120	101
HH Furnishings & Equipment: Total \$	\$51,151,930	\$253,847,554	\$458,695,836
Average Spent	\$2,608.33	\$2,521.93	\$2,087.60
Spending Potential Index	120	116	96
Investments: Total \$	\$34,855,786	\$185,604,656	\$318,400,772
Average Spent	\$1,777.36	\$1,843.95	\$1,449.09
Spending Potential Index	124	128	101
Retail Goods: Total \$	\$617,728,903	\$3,109,218,454	\$5,718,796,806
Average Spent	\$31,499.10	\$30,889.55	\$26,027.18
Spending Potential Index	123	120	101
Shelter: Total \$	\$407,528,872	\$2,040,033,066	\$3,773,910,949
Average Spent	\$20,780.63	\$20,267.38	\$17,175.69
Spending Potential Index	133	130	110
TV/Video/Sound Equipment: Total \$	\$30,132,627	\$151,633,535	\$284,950,317
Average Spent	\$1,536.52	\$1,506.45	\$1,296.86
Spending Potential Index	126	124	107
Travel: Total \$	\$47,676,652	\$241,920,874	\$432,484,973
Average Spent	\$2,431.12	\$2,403.44	\$1,968.31
Spending Potential Index	132	130	107
Vehicle Maintenance & Repairs: Total \$	\$23,120,098	\$117,578,071	\$218,387,515
Average Spent	\$1,178.94	\$1,168.12	\$993.92
Spending Potential Index	126	125	106

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Latitude: 36.007094
Longitude: -115.113199
Radius: 5 minutes

Site Type: Drive Time

Top Tapestry Segments:

Up and Coming Families	39.6%
In Style	20.9%
Enterprising Professionals	20.7%
Boomburbs	11.7%
Metropolitans	4.4%

Demographic Summary

	2009	2014
Population	51,477	64,173
Households	19,611	24,459
Families	13,494	16,657
Median Age	34.7	34.6
Median Household Income	\$79,038	\$80,400

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	91	\$2,284.63	\$44,803,786
Men's	87	\$416.90	\$8,175,916
Women's	80	\$692.61	\$13,582,834
Children's	100	\$412.79	\$8,095,200
Footwear	62	\$266.39	\$5,224,092
Watches & Jewelry	136	\$291.38	\$5,714,272
Apparel Products and Services ¹	202	\$204.55	\$4,011,468
Computer			
Computers and Hardware for Home Use	133	\$265.75	\$5,211,710
Software and Accessories for Home Use	135	\$38.45	\$754,072
Entertainment & Recreation	129	\$4,193.96	\$82,247,787
Fees and Admissions	137	\$852.76	\$16,723,563
Membership Fees for Clubs ²	135	\$230.17	\$4,513,829
Fees for Participant Sports, excl. Trips	137	\$152.01	\$2,981,138
Admission to Movie/Theatre/Opera/Ballet	134	\$203.87	\$3,998,031
Admission to Sporting Events, excl. Trips	138	\$80.63	\$1,581,240
Fees for Recreational Lessons	142	\$185.22	\$3,632,293
Dating Services	110	\$0.87	\$17,032
TV/Video/Sound Equipment	126	\$1,536.52	\$30,132,627
Community Antenna or Cable TV	121	\$875.20	\$17,163,638
Televisions	140	\$227.02	\$4,452,115
VCRs, Video Cameras, and DVD Players	129	\$32.55	\$638,322
Video Cassettes and DVDs	131	\$78.12	\$1,531,983
Video Game Hardware and Software	134	\$59.04	\$1,157,820
Satellite Dishes	124	\$1.41	\$27,684
Rental of Video Cassettes and DVDs	136	\$59.81	\$1,172,986
Streaming/Downloaded Video	141	\$1.51	\$29,526
Sound Equipment ³	133	\$193.62	\$3,797,070
Rental and Repair of TV/Radio/Sound Equipment	121	\$8.23	\$161,481
Pets	149	\$651.36	\$12,773,790
Toys and Games ⁴	134	\$174.09	\$3,414,177
Recreational Vehicles and Fees ⁵	118	\$419.62	\$8,229,239
Sports/Recreation/Exercise Equipment ⁶	103	\$205.80	\$4,035,903
Photo Equipment and Supplies ⁷	133	\$155.31	\$3,045,712
Reading ⁸	122	\$198.50	\$3,892,778
Food	125	\$9,863.95	\$193,441,872
Food at Home	122	\$5,580.02	\$109,429,773
Bakery and Cereal Products	121	\$741.17	\$14,535,158
Meat, Poultry, Fish, and Eggs	121	\$1,298.81	\$25,471,056
Dairy Products	121	\$621.43	\$12,186,866
Fruit and Vegetables	122	\$956.87	\$18,765,176
Snacks and Other Food at Home ⁹	124	\$1,961.73	\$38,471,516
Food Away from Home	129	\$4,283.93	\$84,012,099
Alcoholic Beverages	131	\$751.76	\$14,742,738
Nonalcoholic Beverages at Home	124	\$557.40	\$10,931,164



Retail Goods and Services Expenditures

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

10000 S Eastern Ave - Drive Time Study
 5 10 & 15 Min Drive Times
 36.007094, -115.113199

Latitude: 36.007094
 Longitude: -115.113199
 Radius: 5 minutes

Site Type: Drive Time

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	124	\$1,777.36	\$34,855,786
Vehicle Loans	134	\$7,142.12	\$140,064,149
Health			
Nonprescription Drugs	117	\$122.88	\$2,409,774
Prescription Drugs	111	\$610.40	\$11,970,618
Eyeglasses and Contact Lenses	123	\$92.93	\$1,822,544
Home			
Mortgage Payment and Basics ¹⁰	142	\$13,040.90	\$255,745,049
Maintenance and Remodeling Services	136	\$2,878.05	\$56,441,448
Maintenance and Remodeling Materials ¹¹	130	\$540.74	\$10,604,459
Utilities, Fuel, and Public Services	122	\$5,485.63	\$107,578,699
Household Furnishings and Equipment			
Household Textiles ¹²	131	\$181.11	\$3,551,823
Furniture	141	\$900.53	\$17,660,339
Floor Coverings	133	\$115.87	\$2,272,243
Major Appliances ¹³	128	\$389.22	\$7,633,059
Housewares ¹⁴	107	\$100.80	\$1,976,691
Small Appliances	124	\$42.35	\$830,604
Luggage	139	\$14.00	\$274,557
Telephones and Accessories	77	\$34.51	\$676,829
Household Operations			
Child Care	155	\$686.01	\$13,453,371
Lawn and Garden ¹⁵	122	\$505.28	\$9,909,080
Moving/Storage/Freight Express	124	\$66.31	\$1,300,371
Housekeeping Supplies ¹⁶	125	\$905.88	\$17,765,235
Insurance			
Owners and Renters Insurance	128	\$605.78	\$11,879,961
Vehicle Insurance	126	\$1,555.28	\$30,500,650
Life/Other Insurance	126	\$606.35	\$11,891,099
Health Insurance	116	\$2,229.72	\$43,727,004
Personal Care Products ¹⁷	130	\$511.87	\$10,038,197
School Books and Supplies ¹⁸	128	\$143.80	\$2,820,115
Smoking Products	110	\$486.76	\$9,545,903
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	133	\$6,358.48	\$124,696,192
Gasoline and Motor Oil	125	\$3,422.30	\$67,114,692
Vehicle Maintenance and Repairs	126	\$1,178.94	\$23,120,098
Travel			
Airline Fares	137	\$580.83	\$11,390,741
Lodging on Trips	131	\$553.08	\$10,846,497
Auto/Truck/Van Rental on Trips	139	\$51.61	\$1,012,162
Food and Drink on Trips	131	\$581.76	\$11,408,803

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Site Type: Drive Time

Latitude: 36.007094
Longitude: -115.113199
Radius: 5 minutes

- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

10000 S Eastern Ave - Drive Time Study
 5 10 & 15 Min Drive Times
 36.007094, -115.113199

Latitude: 36.007094
 Longitude: -115.113199
 Radius: 10 minutes

Site Type: Drive Time

Top Tapestry Segments:

Enterprising Professionals	19.3%
Up and Coming Families	19.2%
In Style	15.7%
Silver and Gold	9.4%
Boomburbs	5.9%

Demographic Summary

	2009	2014
Population	257,012	310,506
Households	100,656	121,680
Families	68,557	82,217
Median Age	38.1	38.6
Median Household Income	\$73,608	\$76,107

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	89	\$2,227.04	\$224,165,122
Men's	85	\$407.87	\$41,055,021
Women's	79	\$685.81	\$69,030,874
Children's	94	\$388.51	\$39,105,466
Footwear	61	\$259.88	\$26,158,682
Watches & Jewelry	131	\$280.76	\$28,260,143
Apparel Products and Services ¹	201	\$204.21	\$20,554,933
Computer			
Computers and Hardware for Home Use	128	\$256.38	\$25,805,953
Software and Accessories for Home Use	131	\$37.23	\$3,747,858
Entertainment & Recreation	127	\$4,102.42	\$412,933,263
Fees and Admissions	134	\$831.64	\$83,709,395
Membership Fees for Clubs ²	134	\$229.01	\$23,050,827
Fees for Participant Sports, excl. Trips	135	\$149.25	\$15,022,777
Admission to Movie/Theatre/Opera/Ballet	131	\$198.29	\$19,958,841
Admission to Sporting Events, excl. Trips	134	\$78.37	\$7,888,621
Fees for Recreational Lessons	135	\$175.83	\$17,698,296
Dating Services	113	\$0.89	\$90,033
TV/Video/Sound Equipment	124	\$1,506.45	\$151,633,535
Community Antenna or Cable TV	121	\$874.65	\$88,038,299
Televisions	134	\$217.42	\$21,885,073
VCRs, Video Cameras, and DVD Players	125	\$31.44	\$3,164,953
Video Cassettes and DVDs	126	\$74.95	\$7,543,942
Video Game Hardware and Software	127	\$55.82	\$5,618,336
Satellite Dishes	118	\$1.35	\$135,924
Rental of Video Cassettes and DVDs	129	\$56.63	\$5,700,606
Streaming/Downloaded Video	136	\$1.45	\$146,294
Sound Equipment ³	126	\$184.40	\$18,561,401
Rental and Repair of TV/Radio/Sound Equipment	123	\$8.33	\$838,707
Pets	146	\$638.43	\$64,261,326
Toys and Games ⁴	127	\$165.66	\$16,674,876
Recreational Vehicles and Fees ⁵	117	\$415.37	\$41,809,729
Sports/Recreation/Exercise Equipment ⁶	98	\$194.95	\$19,622,588
Photo Equipment and Supplies ⁷	127	\$148.97	\$14,994,484
Reading ⁸	124	\$200.96	\$20,227,331
Food	123	\$9,708.86	\$977,255,166
Food at Home	121	\$5,528.61	\$556,488,110
Bakery and Cereal Products	120	\$736.21	\$74,103,465
Meat, Poultry, Fish, and Eggs	120	\$1,289.28	\$129,773,810
Dairy Products	120	\$615.72	\$61,975,639
Fruit and Vegetables	122	\$956.05	\$96,232,006
Snacks and Other Food at Home ⁹	122	\$1,931.36	\$194,403,191
Food Away from Home	126	\$4,180.25	\$420,767,055
Alcoholic Beverages	128	\$735.61	\$74,043,187
Nonalcoholic Beverages at Home	121	\$548.06	\$55,165,824



Retail Goods and Services Expenditures

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

10000 S Eastern Ave - Drive Time Study
 5 10 & 15 Min Drive Times
 36.007094, -115.113199

Latitude: 36.007094
 Longitude: -115.113199
 Radius: 10 minutes

Site Type: Drive Time

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	128	\$1,843.95	\$185,604,656
Vehicle Loans	127	\$6,772.97	\$681,740,034
Health			
Nonprescription Drugs	118	\$123.53	\$12,433,829
Prescription Drugs	117	\$641.26	\$64,546,797
Eyeglasses and Contact Lenses	123	\$93.00	\$9,360,511
Home			
Mortgage Payment and Basics ¹⁰	135	\$12,347.93	\$1,242,893,254
Maintenance and Remodeling Services	134	\$2,840.98	\$285,962,123
Maintenance and Remodeling Materials ¹¹	126	\$520.87	\$52,429,101
Utilities, Fuel, and Public Services	121	\$5,452.07	\$548,783,074
Household Furnishings and Equipment			
Household Textiles ¹²	128	\$177.82	\$17,899,131
Furniture	135	\$861.54	\$86,719,225
Floor Coverings	131	\$114.24	\$11,498,732
Major Appliances ¹³	126	\$380.92	\$38,342,180
Housewares ¹⁴	105	\$98.76	\$9,940,769
Small Appliances	123	\$42.19	\$4,246,563
Luggage	133	\$13.43	\$1,351,444
Telephones and Accessories	74	\$33.15	\$3,337,083
Household Operations			
Child Care	139	\$611.38	\$61,539,361
Lawn and Garden ¹⁵	123	\$508.58	\$51,192,078
Moving/Storage/Freight Express	128	\$68.57	\$6,901,600
Housekeeping Supplies ¹⁶	123	\$896.27	\$90,214,810
Insurance			
Owners and Renters Insurance	126	\$597.70	\$60,162,490
Vehicle Insurance	124	\$1,535.60	\$154,567,744
Life/Other Insurance	125	\$604.98	\$60,894,617
Health Insurance	120	\$2,296.90	\$231,196,605
Personal Care Products ¹⁷	127	\$498.14	\$50,140,940
School Books and Supplies ¹⁸	123	\$138.88	\$13,978,773
Smoking Products	111	\$490.30	\$49,351,293
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	129	\$6,142.93	\$618,322,989
Gasoline and Motor Oil	122	\$3,334.89	\$335,676,668
Vehicle Maintenance and Repairs	125	\$1,168.12	\$117,578,071
Travel			
Airline Fares	134	\$571.95	\$57,570,158
Lodging on Trips	130	\$548.04	\$55,163,874
Auto/Truck/Van Rental on Trips	136	\$50.71	\$5,104,525
Food and Drink on Trips	129	\$575.20	\$57,896,949

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Site Type: Drive Time

Latitude: 36.007094
Longitude: -115.113199
Radius: 10 minutes

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Latitude: 36.007094
Longitude: -115.113199
Radius: 15 minutes

Site Type: Drive Time

Top Tapestry Segments:

Enterprising Professionals	13.6%
Up and Coming Families	12.2%
In Style	9.2%
Exurbanites	9.1%
Inner City Tenants	7.8%

Demographic Summary

	2009	2014
Population	549,390	650,539
Households	219,724	259,904
Families	138,038	162,818
Median Age	37.8	38.2
Median Household Income	\$61,680	\$64,407

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	76	\$1,909.95	\$419,662,122
Men's	72	\$349.10	\$76,704,906
Women's	67	\$582.76	\$128,047,247
Children's	81	\$334.90	\$73,585,417
Footwear	53	\$225.70	\$49,592,201
Watches & Jewelry	109	\$232.60	\$51,108,703
Apparel Products and Services ¹	182	\$184.88	\$40,623,648
Computer			
Computers and Hardware for Home Use	109	\$217.95	\$47,889,882
Software and Accessories for Home Use	111	\$31.58	\$6,939,456
Entertainment & Recreation	106	\$3,425.35	\$752,631,799
Fees and Admissions	109	\$678.59	\$149,102,483
Membership Fees for Clubs ²	108	\$185.30	\$40,715,831
Fees for Participant Sports, excl. Trips	109	\$120.90	\$26,563,720
Admission to Movie/Theatre/Opera/Ballet	112	\$169.19	\$37,175,687
Admission to Sporting Events, excl. Trips	109	\$63.60	\$13,975,367
Fees for Recreational Lessons	106	\$138.76	\$30,488,885
Dating Services	105	\$0.83	\$182,993
TV/Video/Sound Equipment	107	\$1,296.86	\$284,950,317
Community Antenna or Cable TV	105	\$758.51	\$166,663,828
Televisions	111	\$180.87	\$39,741,366
VCRs, Video Cameras, and DVD Players	108	\$27.35	\$6,010,042
Video Cassettes and DVDs	112	\$66.29	\$14,564,670
Video Game Hardware and Software	111	\$48.60	\$10,677,934
Satellite Dishes	99	\$1.13	\$248,422
Rental of Video Cassettes and DVDs	113	\$49.65	\$10,909,601
Streaming/Downloaded Video	115	\$1.23	\$269,552
Sound Equipment ³	107	\$155.90	\$34,255,709
Rental and Repair of TV/Radio/Sound Equipment	108	\$7.32	\$1,609,191
Pets	121	\$530.20	\$116,497,713
Toys and Games ⁴	108	\$141.04	\$30,989,867
Recreational Vehicles and Fees ⁵	92	\$325.05	\$71,421,891
Sports/Recreation/Exercise Equipment ⁶	81	\$160.79	\$35,329,769
Photo Equipment and Supplies ⁷	106	\$123.54	\$27,144,185
Reading ⁸	104	\$169.28	\$37,195,572
Food	106	\$8,388.17	\$1,843,083,360
Food at Home	105	\$4,798.70	\$1,054,389,958
Bakery and Cereal Products	104	\$637.42	\$140,056,530
Meat, Poultry, Fish, and Eggs	105	\$1,125.00	\$247,188,659
Dairy Products	104	\$532.95	\$117,102,661
Fruit and Vegetables	106	\$829.81	\$182,328,250
Snacks and Other Food at Home ⁹	106	\$1,673.53	\$367,713,859
Food Away from Home	108	\$3,589.47	\$788,693,400
Alcoholic Beverages	112	\$640.56	\$140,747,087
Nonalcoholic Beverages at Home	106	\$477.17	\$104,845,077

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Latitude: 36.007094
Longitude: -115.113199
Radius: 15 minutes

Site Type: Drive Time

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	101	\$1,449.09	\$318,400,772
Vehicle Loans	107	\$5,727.20	\$1,258,403,202
Health			
Nonprescription Drugs	101	\$105.62	\$23,206,861
Prescription Drugs	99	\$546.94	\$120,176,608
Eyeglasses and Contact Lenses	103	\$77.78	\$17,090,373
Home			
Mortgage Payment and Basics ¹⁰	105	\$9,616.30	\$2,112,932,925
Maintenance and Remodeling Services	104	\$2,197.53	\$482,849,046
Maintenance and Remodeling Materials ¹¹	97	\$403.96	\$88,760,042
Utilities, Fuel, and Public Services	104	\$4,678.56	\$1,027,991,486
Household Furnishings and Equipment			
Household Textiles ¹²	107	\$148.61	\$32,652,507
Furniture	112	\$715.04	\$157,112,281
Floor Coverings	105	\$91.73	\$20,155,162
Major Appliances ¹³	103	\$310.81	\$68,292,560
Housewares ¹⁴	89	\$83.53	\$18,354,217
Small Appliances	105	\$35.98	\$7,905,852
Luggage	109	\$11.00	\$2,417,494
Telephones and Accessories	65	\$29.07	\$6,386,339
Household Operations			
Child Care	114	\$502.73	\$110,461,669
Lawn and Garden ¹⁵	98	\$406.67	\$89,355,173
Moving/Storage/Freight Express	113	\$60.69	\$13,334,103
Housekeeping Supplies ¹⁶	105	\$761.94	\$167,415,858
Insurance			
Owners and Renters Insurance	100	\$475.79	\$104,541,846
Vehicle Insurance	106	\$1,313.65	\$288,640,963
Life/Other Insurance	101	\$487.65	\$107,149,314
Health Insurance	101	\$1,941.65	\$426,626,042
Personal Care Products ¹⁷	108	\$426.92	\$93,804,891
School Books and Supplies ¹⁸	111	\$125.02	\$27,469,050
Smoking Products	102	\$453.00	\$99,534,865
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	108	\$5,171.46	\$1,136,294,762
Gasoline and Motor Oil	105	\$2,871.60	\$630,959,225
Vehicle Maintenance and Repairs	106	\$993.92	\$218,387,515
Travel			
Airline Fares	111	\$471.32	\$103,559,599
Lodging on Trips	105	\$441.94	\$97,105,537
Auto/Truck/Van Rental on Trips	111	\$41.30	\$9,073,918
Food and Drink on Trips	106	\$472.59	\$103,839,247

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Site Type: Drive Time

Latitude: 36.007094
Longitude: -115.113199
Radius: 15 minutes

- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
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- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
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- ⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
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- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
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- ¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
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- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
Longitude -115.113199
Drive Time: 5.0 minutes

Site Type: Drive Time

Summary Demographics

2008 Population	40,398
2008 Households	15,763
2008 Median Disposable Income	\$61,835
2008 Per Capita Income	\$35,709

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$563,471,258	\$607,964,549	\$-44,493,291	-3.8	451
Total Retail Trade (NAICS 44-45)	\$480,584,097	\$437,718,637	\$42,865,460	4.7	275
Total Food & Drink (NAICS 722)	\$82,887,161	\$170,245,912	\$-87,358,751	-34.5	176

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$122,792,090	\$6,796,976	\$115,995,114	89.5	7
Automobile Dealers (NAICS 4411)	\$103,950,518	\$2,174,795	\$101,775,723	95.9	1
Other Motor Vehicle Dealers (NAICS 4412)	\$10,754,514	\$55,582	\$10,698,932	99.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$8,087,058	\$4,566,599	\$3,520,459	27.8	6
Furniture & Home Furnishings Stores (NAICS 442)	\$21,225,951	\$19,349,957	\$1,875,994	4.6	26
Furniture Stores (NAICS 4421)	\$13,783,240	\$17,694,796	\$-3,911,556	-12.4	15
Home Furnishings Stores (NAICS 4422)	\$7,442,711	\$1,655,161	\$5,787,550	63.6	11
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$17,291,051	\$12,196,629	\$5,094,422	17.3	23
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$19,177,272	\$27,951,898	\$-8,774,626	-18.6	11
Building Material and Supplies Dealers (NAICS 4441)	\$17,745,073	\$22,699,682	\$-4,954,609	-12.3	9
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,432,199	\$5,252,216	\$-3,820,017	-57.1	2
Food & Beverage Stores (NAICS 445)	\$80,121,754	\$96,172,188	\$-16,050,434	-9.1	21
Grocery Stores (NAICS 4451)	\$75,067,821	\$92,624,005	\$-17,556,184	-10.5	11
Specialty Food Stores (NAICS 4452)	\$3,049,928	\$1,980,515	\$1,069,413	21.3	8
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,004,005	\$1,567,668	\$436,337	12.2	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$8,793,293	\$19,177,792	\$-10,384,499	-37.1	25
Gasoline Stations (NAICS 447/4471)	\$68,882,059	\$71,544,504	\$-2,662,445	-1.9	14
Clothing and Clothing Accessories Stores (NAICS 448)	\$33,113,477	\$37,975,747	\$-4,862,270	-6.8	57
Clothing Stores (NAICS 4481)	\$25,597,275	\$31,559,308	\$-5,962,033	-10.4	39
Shoe Stores (NAICS 4482)	\$4,032,376	\$2,476,883	\$1,555,493	23.9	8
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,483,826	\$3,939,556	\$-455,730	-6.1	10
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,812,489	\$5,738,518	\$1,073,971	8.6	26
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,414,863	\$4,225,447	\$-810,584	-10.6	23
Book, Periodical, and Music Stores (NAICS 4512)	\$3,397,626	\$1,513,071	\$1,884,555	38.4	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

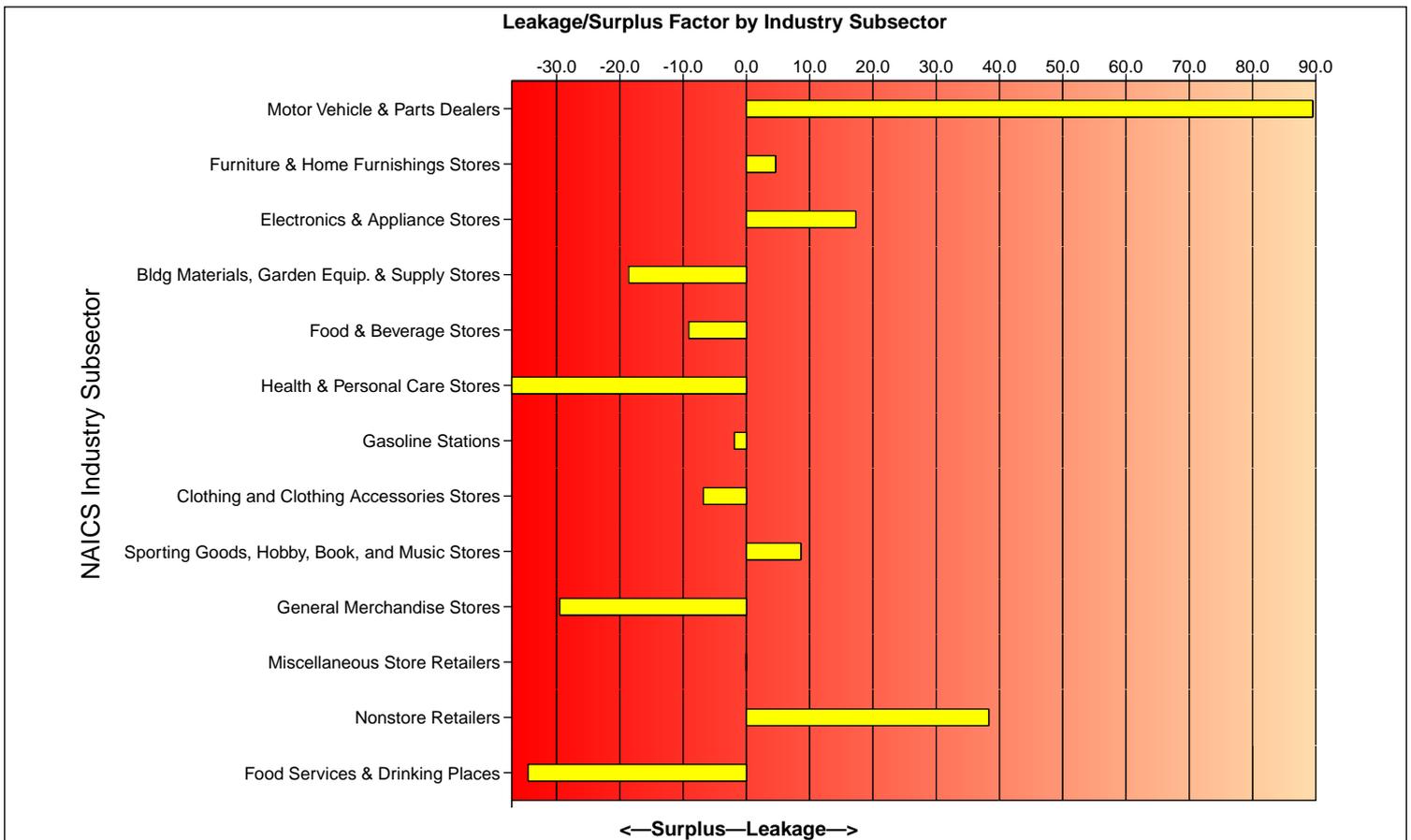
Source: ESRI and infoUSA®

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
 Drive Time: 5.0 minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$63,923,689	\$117,533,628	\$-53,609,939	-29.5	15
Department Stores Excluding Leased Depts.(NAICS 4521)	\$28,665,567	\$79,249,627	\$-50,584,060	-46.9	8
Other General Merchandise Stores (NAICS 4529)	\$35,258,122	\$38,284,001	\$-3,025,879	-4.1	7
Miscellaneous Store Retailers (NAICS 453)	\$11,036,652	\$11,057,489	\$-20,837	-0.1	48
Florists (NAICS 4531)	\$928,135	\$729,791	\$198,344	12.0	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,565,024	\$4,930,689	\$-365,665	-3.9	16
Used Merchandise Stores (NAICS 4533)	\$838,549	\$428,229	\$410,320	32.4	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,704,944	\$4,968,780	\$-263,836	-2.7	24
Nonstore Retailers (NAICS 454)	\$27,414,320	\$12,223,311	\$15,191,009	38.3	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$21,844,150	\$8,676,055	\$13,168,095	43.1	1
Vending Machine Operators (NAICS 4542)	\$1,586,735	\$29,617	\$1,557,118	96.3	0
Direct Selling Establishments (NAICS 4543)	\$3,983,435	\$3,517,639	\$465,796	6.2	1
Food Services & Drinking Places (NAICS 722)	\$82,887,161	\$170,245,912	\$-87,358,751	-34.5	176
Full-Service Restaurants (NAICS 7221)	\$44,215,369	\$117,545,899	\$-73,330,530	-45.3	111
Limited-Service Eating Places (NAICS 7222)	\$26,270,202	\$40,288,859	\$-14,018,657	-21.1	50
Special Food Services (NAICS 7223)	\$6,592,295	\$889,876	\$5,702,419	76.2	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,809,295	\$11,521,278	\$-5,711,983	-33.0	13

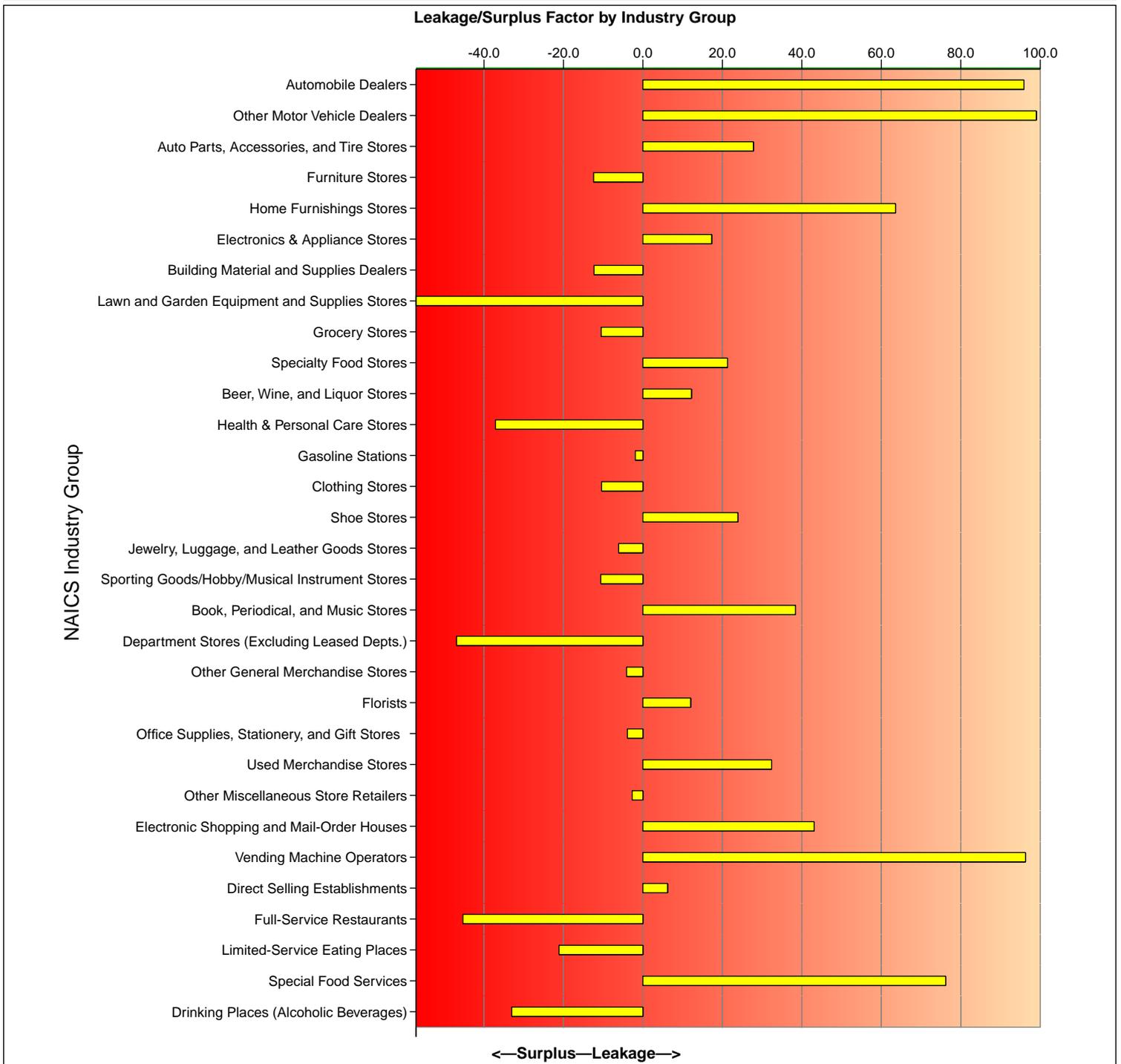


Source: ESRI and infoUSA®

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
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Site Type: Drive Time



Source: ESRI and infoUSA®

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
Longitude -115.113199
Drive Time: 10.0 minutes

Site Type: Drive Time

Summary Demographics

2008 Population	236,642
2008 Households	92,233
2008 Median Disposable Income	\$58,425
2008 Per Capita Income	\$35,686

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$3,269,110,436	\$3,788,405,127	\$-519,294,691	-7.4	1,826
Total Retail Trade (NAICS 44-45)	\$2,789,788,756	\$3,347,420,020	\$-557,631,264	-9.1	1,290
Total Food & Drink (NAICS 722)	\$479,321,680	\$440,985,107	\$38,336,573	4.2	536

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$709,696,735	\$544,109,345	\$165,587,390	13.2	87
Automobile Dealers (NAICS 4411)	\$599,593,549	\$479,204,089	\$120,389,460	11.2	27
Other Motor Vehicle Dealers (NAICS 4412)	\$62,854,617	\$44,381,470	\$18,473,147	17.2	28
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$47,248,569	\$20,523,786	\$26,724,783	39.4	32
Furniture & Home Furnishings Stores (NAICS 442)	\$122,436,917	\$144,415,952	\$-21,979,035	-8.2	107
Furniture Stores (NAICS 4421)	\$79,007,781	\$121,991,926	\$-42,984,145	-21.4	53
Home Furnishings Stores (NAICS 4422)	\$43,429,136	\$22,424,026	\$21,005,110	31.9	54
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$99,571,001	\$121,281,673	\$-21,710,672	-9.8	124
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$113,220,613	\$84,796,851	\$28,423,762	14.4	85
Building Material and Supplies Dealers (NAICS 4441)	\$104,809,504	\$77,465,260	\$27,344,244	15.0	74
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$8,411,109	\$7,331,591	\$1,079,518	6.9	11
Food & Beverage Stores (NAICS 445)	\$467,274,347	\$346,972,937	\$120,301,410	14.8	84
Grocery Stores (NAICS 4451)	\$437,901,585	\$320,820,550	\$117,081,035	15.4	43
Specialty Food Stores (NAICS 4452)	\$17,782,569	\$19,972,622	\$-2,190,053	-5.8	34
Beer, Wine, and Liquor Stores (NAICS 4453)	\$11,590,193	\$6,179,765	\$5,410,428	30.4	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$51,752,010	\$86,522,268	\$-34,770,258	-25.1	100
Gasoline Stations (NAICS 447/4471)	\$398,470,483	\$224,075,854	\$174,394,629	28.0	49
Clothing and Clothing Accessories Stores (NAICS 448)	\$190,427,163	\$223,562,192	\$-33,135,029	-8.0	232
Clothing Stores (NAICS 4481)	\$147,336,564	\$162,010,603	\$-14,674,039	-4.7	139
Shoe Stores (NAICS 4482)	\$23,176,197	\$36,596,727	\$-13,420,530	-22.5	41
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$19,914,402	\$24,954,862	\$-5,040,460	-11.2	52
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$38,977,961	\$41,343,221	\$-2,365,260	-2.9	120
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$19,533,372	\$26,622,380	\$-7,089,008	-15.4	103
Book, Periodical, and Music Stores (NAICS 4512)	\$19,444,589	\$14,720,841	\$4,723,748	13.8	17

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

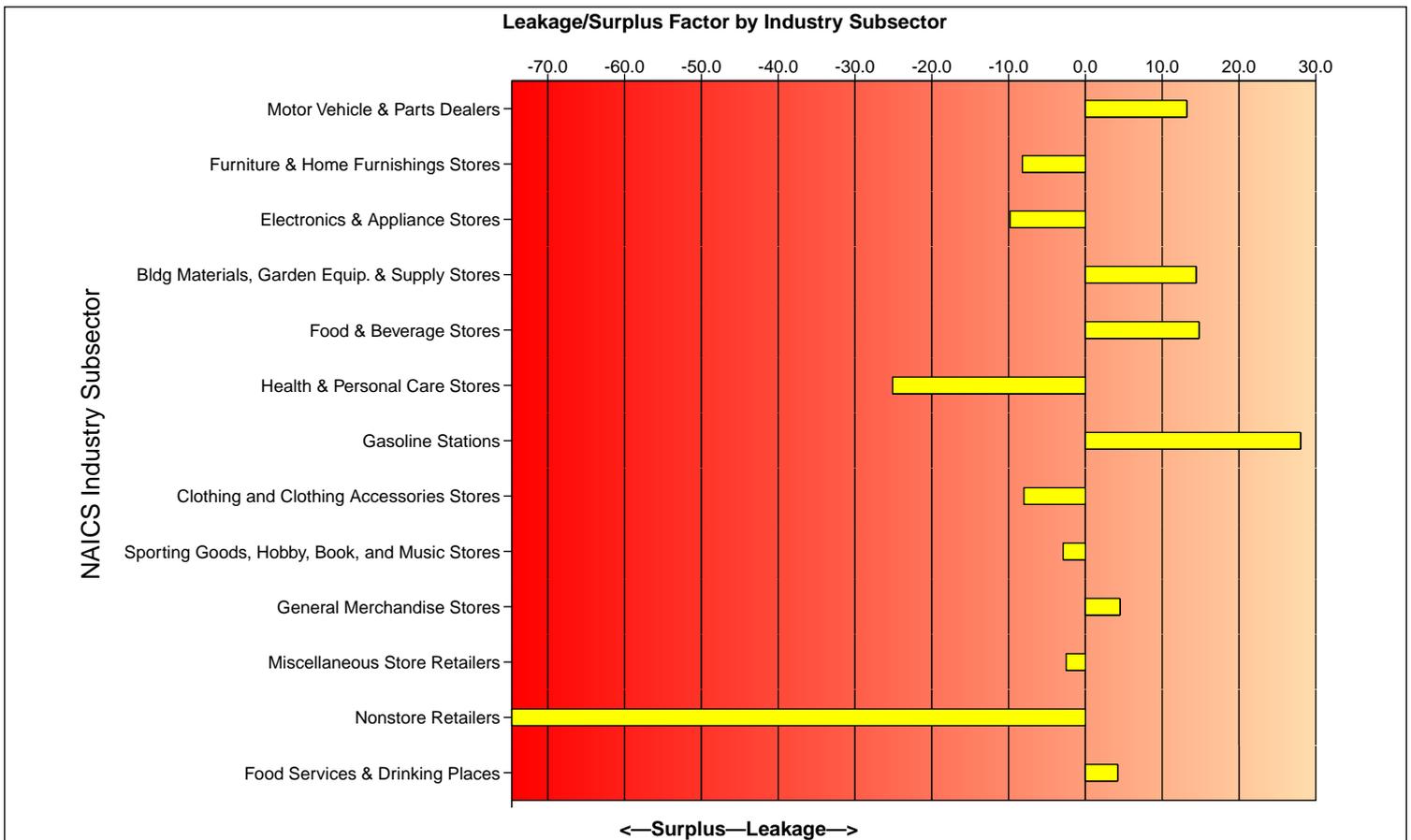
Source: ESRI and infoUSA®

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
 Drive Time: 10.0 minutes

Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$370,847,309	\$338,782,921	\$32,064,388	4.5	53
Department Stores Excluding Leased Depts.(NAICS 4521)	\$165,866,980	\$212,226,662	-\$46,359,682	-12.3	23
Other General Merchandise Stores (NAICS 4529)	\$204,980,329	\$126,556,259	\$78,424,070	23.7	30
Miscellaneous Store Retailers (NAICS 453)	\$63,990,387	\$67,271,733	-\$3,281,346	-2.5	223
Florists (NAICS 4531)	\$5,449,491	\$2,392,390	\$3,057,101	39.0	21
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$26,501,084	\$27,681,269	-\$1,180,185	-2.2	67
Used Merchandise Stores (NAICS 4533)	\$4,797,945	\$1,712,362	\$3,085,583	47.4	18
Other Miscellaneous Store Retailers (NAICS 4539)	\$27,241,867	\$35,485,712	-\$8,243,845	-13.1	117
Nonstore Retailers (NAICS 454)	\$163,123,830	\$1,124,285,073	-\$961,161,243	-74.7	26
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$128,890,342	\$1,098,234,277	-\$969,343,935	-79.0	6
Vending Machine Operators (NAICS 4542)	\$9,243,913	\$3,573,008	\$5,670,905	44.2	7
Direct Selling Establishments (NAICS 4543)	\$24,989,575	\$22,477,788	\$2,511,787	5.3	13
Food Services & Drinking Places (NAICS 722)	\$479,321,680	\$440,985,107	\$38,336,573	4.2	536
Full-Service Restaurants (NAICS 7221)	\$255,644,600	\$257,132,609	-\$1,488,009	-0.3	311
Limited-Service Eating Places (NAICS 7222)	\$151,775,036	\$136,973,170	\$14,801,866	5.1	172
Special Food Services (NAICS 7223)	\$38,081,595	\$6,050,193	\$32,031,402	72.6	13
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$33,820,449	\$40,829,135	-\$7,008,686	-9.4	40



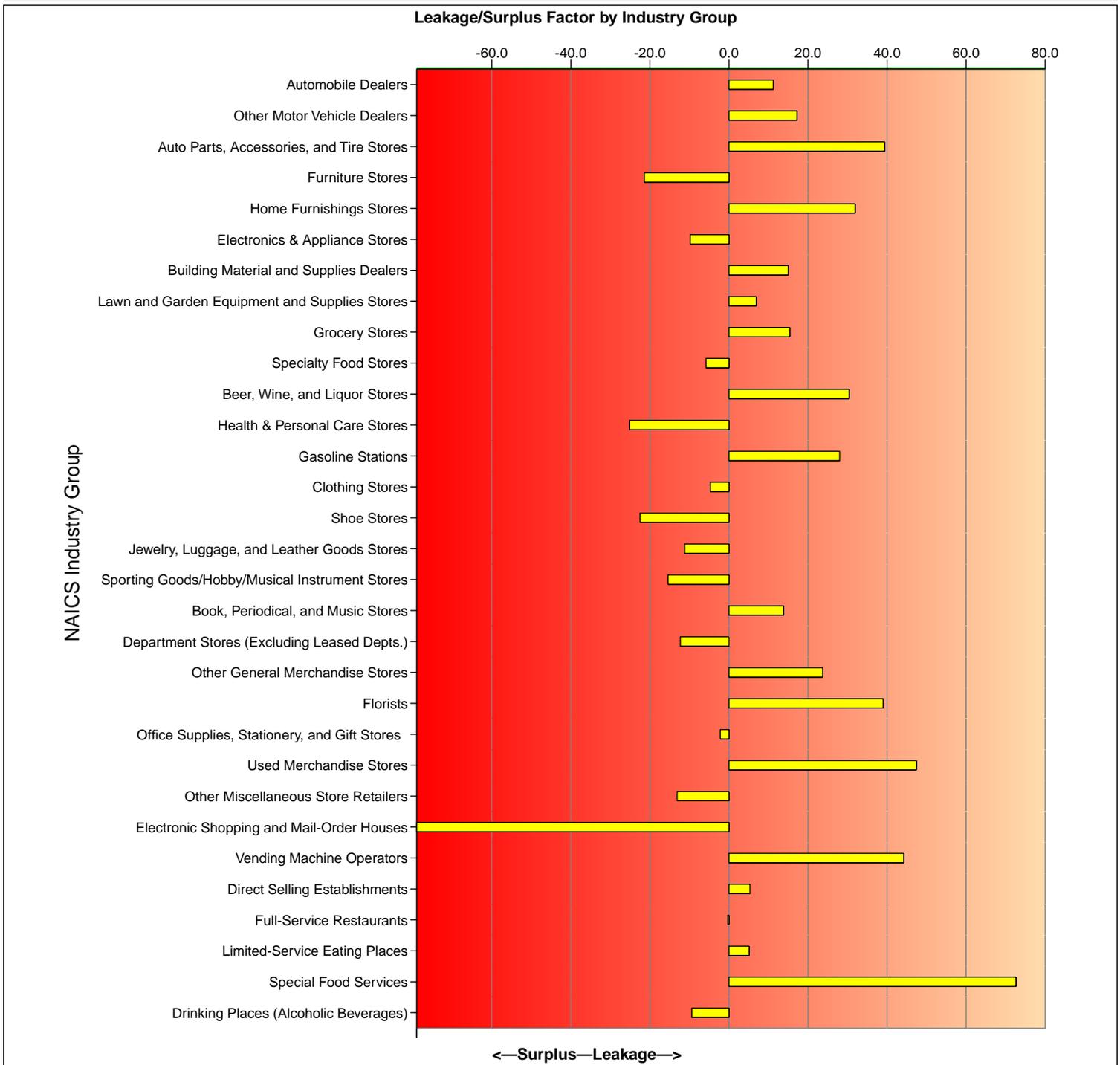
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Site Type: Drive Time

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

10000 S Eastern Ave - Drive Time Study

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Drive Time: 15.0 minutes

Site Type: Drive Time

Summary Demographics

2008 Population	541,246
2008 Households	215,523
2008 Median Disposable Income	\$49,828
2008 Per Capita Income	\$29,865

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$6,307,622,225	\$11,168,066,451	\$-4,860,444,226	-27.8	6,040
Total Retail Trade (NAICS 44-45)	\$5,383,364,181	\$9,247,481,901	\$-3,864,117,720	-26.4	4,333
Total Food & Drink (NAICS 722)	\$924,258,044	\$1,920,584,550	\$-996,326,506	-35.0	1,707

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,359,180,197	\$1,776,516,815	\$-417,336,618	-13.3	367
Automobile Dealers (NAICS 4411)	\$1,150,918,520	\$1,495,789,143	\$-344,870,623	-13.0	122
Other Motor Vehicle Dealers (NAICS 4412)	\$117,015,506	\$185,556,936	\$-68,541,430	-22.7	104
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$91,246,171	\$95,170,736	\$-3,924,565	-2.1	141
Furniture & Home Furnishings Stores (NAICS 442)	\$229,085,131	\$412,116,604	\$-183,031,473	-28.5	346
Furniture Stores (NAICS 4421)	\$148,206,741	\$220,461,532	\$-72,254,791	-19.6	142
Home Furnishings Stores (NAICS 4422)	\$80,878,390	\$191,655,072	\$-110,776,682	-40.6	204
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$190,670,902	\$292,801,561	\$-102,130,659	-21.1	364
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$209,353,333	\$280,815,867	\$-71,462,534	-14.6	375
Building Material and Supplies Dealers (NAICS 4441)	\$193,635,942	\$261,283,144	\$-67,647,202	-14.9	338
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$15,717,391	\$19,532,723	\$-3,815,332	-10.8	37
Food & Beverage Stores (NAICS 445)	\$913,682,634	\$1,008,233,628	\$-94,550,994	-4.9	290
Grocery Stores (NAICS 4451)	\$856,240,576	\$925,934,067	\$-69,693,491	-3.9	152
Specialty Food Stores (NAICS 4452)	\$34,811,197	\$47,382,294	\$-12,571,097	-15.3	112
Beer, Wine, and Liquor Stores (NAICS 4453)	\$22,630,861	\$34,917,267	\$-12,286,406	-21.3	26
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$100,453,740	\$272,658,292	\$-172,204,552	-46.2	278
Gasoline Stations (NAICS 447/4471)	\$778,006,744	\$722,256,547	\$55,750,197	3.7	150
Clothing and Clothing Accessories Stores (NAICS 448)	\$367,678,606	\$968,318,574	\$-600,639,968	-45.0	854
Clothing Stores (NAICS 4481)	\$284,856,450	\$717,868,781	\$-433,012,331	-43.2	529
Shoe Stores (NAICS 4482)	\$45,601,644	\$107,142,036	\$-61,540,392	-40.3	120
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$37,220,512	\$143,307,757	\$-106,087,245	-58.8	205
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$75,493,233	\$109,663,509	\$-34,170,276	-18.5	321
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$37,566,120	\$58,405,539	\$-20,839,419	-21.7	248
Book, Periodical, and Music Stores (NAICS 4512)	\$37,927,113	\$51,257,970	\$-13,330,857	-14.9	73

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

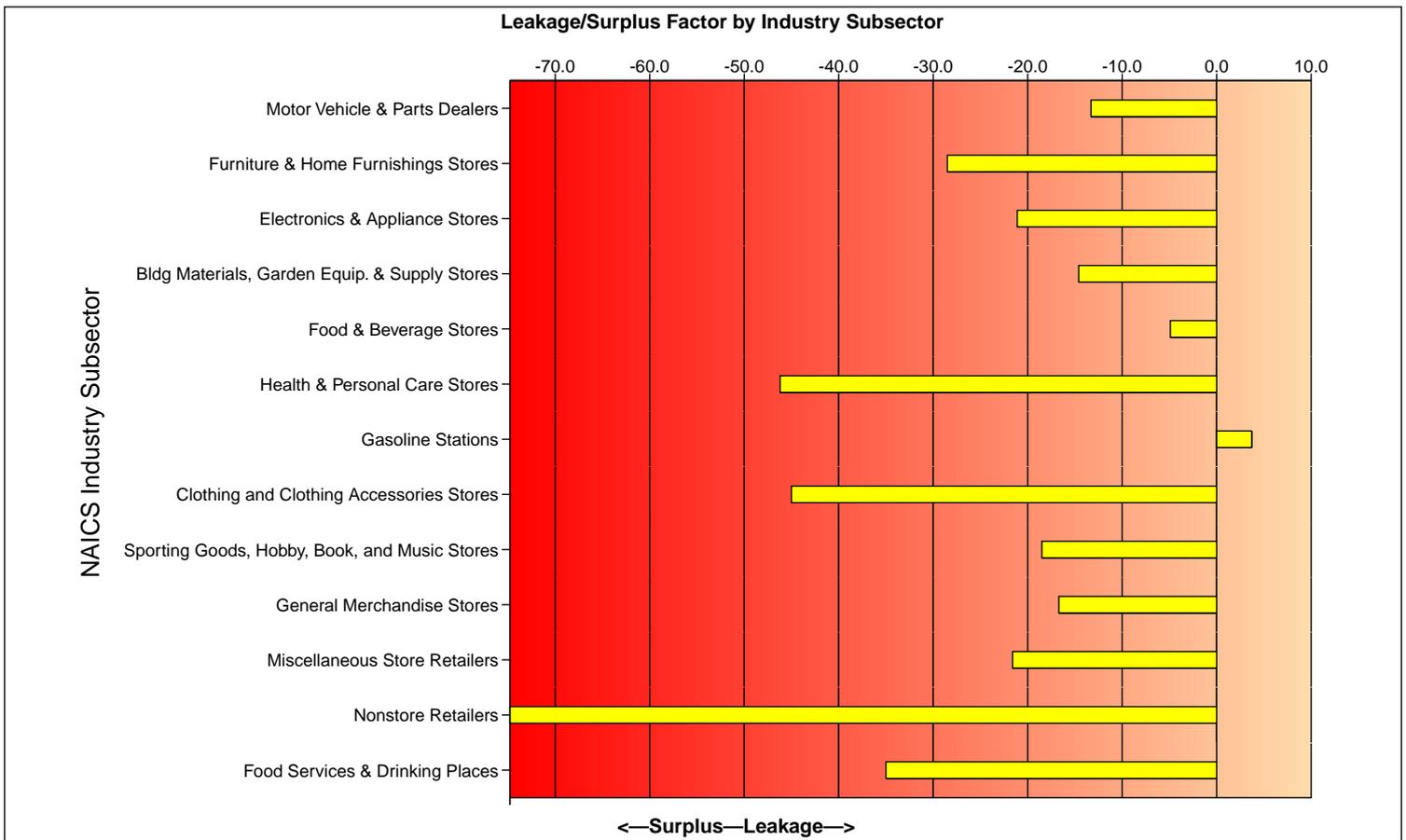
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Site Type: Drive Time

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$718,101,276	\$1,005,231,917	\$-287,130,641	-16.7	166
Department Stores Excluding Leased Depts.(NAICS 4521)	\$318,636,890	\$472,872,467	\$-154,235,577	-19.5	65
Other General Merchandise Stores (NAICS 4529)	\$399,464,386	\$532,359,450	\$-132,895,064	-14.3	101
Miscellaneous Store Retailers (NAICS 453)	\$123,695,760	\$192,052,481	\$-68,356,721	-21.6	712
Florists (NAICS 4531)	\$10,191,329	\$12,439,698	\$-2,248,369	-9.9	72
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$50,903,714	\$75,384,947	\$-24,481,233	-19.4	219
Used Merchandise Stores (NAICS 4533)	\$9,082,655	\$5,358,358	\$3,724,297	25.8	65
Other Miscellaneous Store Retailers (NAICS 4539)	\$53,518,062	\$98,869,478	\$-45,351,416	-29.8	356
Nonstore Retailers (NAICS 454)	\$317,962,625	\$2,206,816,106	\$-1,888,853,481	-74.8	110
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$250,889,381	\$2,037,623,450	\$-1,786,734,069	-78.1	23
Vending Machine Operators (NAICS 4542)	\$18,219,902	\$32,978,110	\$-14,758,208	-28.8	33
Direct Selling Establishments (NAICS 4543)	\$48,853,342	\$136,214,546	\$-87,361,204	-47.2	54
Food Services & Drinking Places (NAICS 722)	\$924,258,044	\$1,920,584,550	\$-996,326,506	-35.0	1,707
Full-Service Restaurants (NAICS 7221)	\$493,113,341	\$1,122,028,543	\$-628,915,202	-38.9	989
Limited-Service Eating Places (NAICS 7222)	\$293,367,943	\$361,308,851	\$-67,940,908	-10.4	450
Special Food Services (NAICS 7223)	\$73,647,203	\$221,753,808	\$-148,106,605	-50.1	78
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$64,129,557	\$215,493,348	\$-151,363,791	-54.1	190



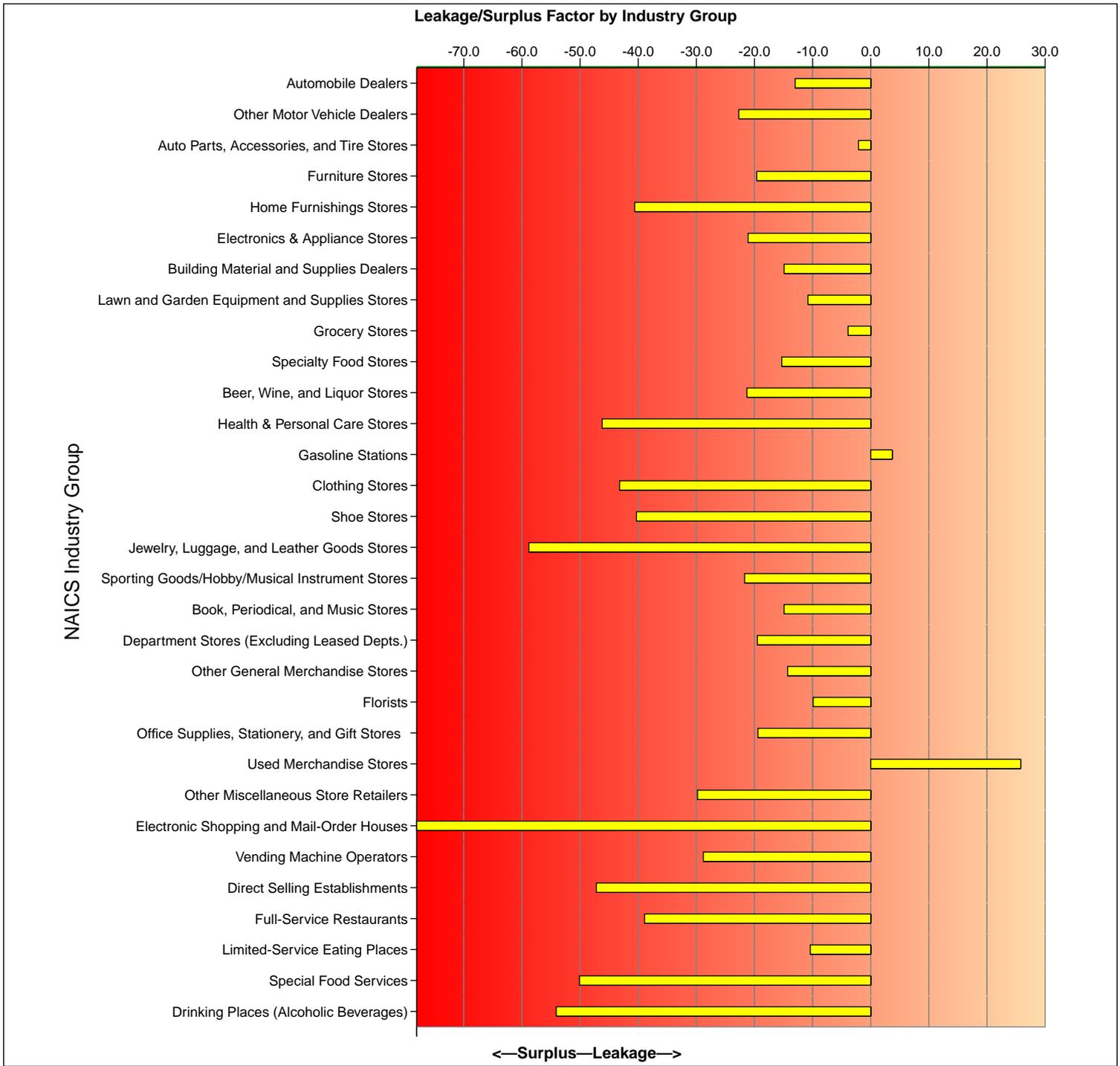
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Leakage/Surplus Factor by Industry Group



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Site Type: Drive Time

Demographic Summary	2008	2013
Population	40,398	50,272
Total Number of Adults	30,382	37,912
Households	15,763	19,581
Median Household Income	\$78,063	\$87,347

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	16,508	43.6%	87
Bought any women's apparel in last 12 months	14,718	38.9%	87
Bought apparel for child <13 in last 6 months	8,994	23.8%	89
Bought any shoes in last 12 months	16,896	44.7%	87
Bought costume jewelry in last 12 months	7,184	19.0%	92
Bought any fine jewelry in last 12 months	7,699	20.4%	88
Bought a watch in last 12 months	6,744	17.8%	77
Automobiles (Households)			
HH owns/leases any vehicle	14,957	94.9%	109
HH bought new vehicle in last 12 months	2,444	15.5%	144
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	28,326	74.9%	86
Bought/changed motor oil	14,639	38.7%	76
Had tune-up	11,068	29.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,270	53.6%	87
Drank regular cola in last 6 months	15,427	40.8%	76
Drank beer/ale in last 6 months	14,616	38.6%	91
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,969	15.8%	89
Bought film in last 12 months	8,908	23.6%	87
Bought digital camera in last 12 months	3,048	8.1%	104
Bought memory card for camera in last 12 months	2,508	6.6%	96
Computers (Households)			
HH owns a personal computer	13,471	85.5%	122
HH spent <\$500 on home PC	1,523	9.7%	105
HH spent \$500-\$999 on home PC	3,431	21.8%	128
HH spent \$1000-\$1499 on home PC	3,172	20.1%	138
HH spent \$1500-\$1999 on home PC	1,810	11.5%	134
Spent \$2000+ on home PC	1,717	10.9%	136
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	19,375	51.2%	87
Bought cigarettes at convenience store in last 30 days	3,722	9.8%	71
Bought gas at convenience store in last 30 days	10,901	28.8%	90
Spent at convenience store in last 30 days: <\$20	3,493	9.2%	92
Spent at convenience store in last 30 days: \$20-39	3,335	8.8%	85
Spent at convenience store in last 30 days: \$40+	10,342	27.3%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.

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Drive Time: 5.0 minutes

Site Type: Drive Time

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	20,151	53.3%	94
Went to live theater in last 6 months	4,952	13.1%	103
Went to a bar/night club in last 12 months	6,919	18.3%	100
Dined out in last 12 months	17,560	46.4%	96
Gambled at a casino in last 12 months	5,866	15.5%	93
Visited a theme park in last 12 months	8,497	22.5%	102
Rented 1 DVD in last 30 days	1,137	3.0%	96
Purchased 1 DVD in last 30 days	2,009	5.3%	99
Spent on toys/games in last 12 months: <\$50	1,707	4.5%	78
Spent on toys/games in last 12 months: \$50-\$99	882	2.3%	82
Spent on toys/games in last 12 months: \$100-\$199	2,250	5.9%	90
Spent on toys/games in last 12 months: \$200-\$499	3,334	8.8%	95
Spent on toys/games in last 12 months: \$500+	2,129	5.6%	106
Financial (Adults)			
Have home mortgage (1st)	6,780	17.9%	112
Used ATM/cash machine in last 12 months	18,417	48.7%	102
Own any stock	3,445	9.1%	103
Own shares in mutual fund (stock)	3,677	9.7%	106
Own shares in mutual fund (bonds)	2,097	5.5%	101
Own any credit/debit card (in own name)	24,524	64.8%	92
Used full service brokerage firm in last 12 months	2,036	5.4%	89
Have 401K retirement savings	6,811	18.0%	117
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,353	56.5%	82
Used bread in last 6 months	29,446	77.8%	81
Used chicken/turkey (fresh or frozen) in last 6 months	22,882	60.5%	82
Used fish/seafood (fresh or frozen) in last 6 months	15,225	40.3%	82
Used fresh fruit/vegetables in last 6 months	26,295	69.5%	82
Used fresh milk in last 6 months	27,680	73.2%	81
Health (Adults)			
Exercise at home 2+ times per week	10,462	27.7%	96
Exercise at club 2+ times per week	4,743	12.5%	113
Visited a doctor in last 12 months	24,474	64.7%	83
Home (Households)			
Any home improvement in last 12 months	5,593	35.5%	112
Used housekeeper/maid/professional cleaning service in last 12 months	2,902	18.4%	117
Purchased any HH furnishing in last 12 months	5,780	36.7%	125
Purchased bedding/bath goods in last 12 months	8,749	55.5%	106
Purchased cooking/serving product in last 12 months	4,904	31.1%	119
Bought any kitchen appliance in last 12 months	3,108	19.7%	110
Insurance (Adults)			
Currently carry any life insurance	17,233	45.6%	92
Have medical/hospital/accident insurance	22,700	60.0%	88
Carry homeowner insurance	18,022	47.6%	90
Carry renter insurance	2,061	5.4%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	7,460	47.3%	113
HH owns any cat	3,439	21.8%	100
HH owns any dog	5,519	35.0%	114
Reading Materials (Adults)			
Bought book in last 12 months	17,250	45.6%	94
Read any daily newspaper	13,159	34.8%	78
Heavy magazine reader	7,095	18.8%	94
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	8,305	22.0%	82
Went to family restaurant/steak house last mo: 2-4 times	9,359	24.7%	93
Went to family restaurant/steak house last mo: 5+ times	6,950	18.4%	97
Went to fast food/drive-in restaurant in last 6 mo	28,077	74.2%	83
Fast food/drive-in last 6 mo: eat in	12,304	32.5%	87
Fast food/drive-in last 6 mo: home delivery	3,908	10.3%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	18,288	48.3%	93
Fast food/drive-in last 6 mo: take-out/walk-in	7,575	20.0%	83
Telephones & Service (Households)			
HH owns in-home cordless telephone	10,811	68.6%	108
HH owns cellular phone	14,211	90.2%	115
HH average monthly long distance phone bill: <\$16	4,699	29.8%	105
HH average monthly long distance phone bill: \$16-25	2,112	13.4%	109
HH average monthly long distance phone bill: \$26-59	1,751	11.1%	109
HH average monthly long distance phone bill: \$60+	804	5.1%	110
HH average monthly cell/digital phone bill: <\$25	1,038	6.6%	95
HH average monthly cell/digital phone bill: \$25-\$49	3,659	23.2%	118
HH average monthly cell/digital phone bill: \$50-\$74	3,568	22.6%	122
HH average monthly cell/digital phone bill: \$75-\$99	2,018	12.8%	128
HH average monthly cell/digital phone bill: \$100+	2,006	12.7%	130
Television & Sound Equipment (Households)			
HH owns 1 TV	2,742	17.4%	86
HH owns 2 TVs	3,971	25.2%	96
HH owns 3 TVs	3,734	23.7%	109
HH owns 4+ TVs	3,850	24.4%	117
HH subscribes to cable TV	10,761	68.3%	116
Purchased audio equipment in last 12 months	1,467	9.3%	117
Purchased CD player in last 12 months	1,134	7.2%	113
Purchased MP3 player in last 12 months	1,597	10.1%	134

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	19,924	52.7%	99
Took 3+ domestic trips by plane in last 12 months	3,791	10.0%	126
Spent on domestic vacations last 12 mo: <\$1000	4,746	12.5%	96
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,715	7.2%	100
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,653	4.4%	110
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,741	4.6%	114
Spent on domestic vacations last 12 mo: \$3000+	1,670	4.4%	96
Foreign travel in last 3 years	9,754	25.8%	105
Took 3+ foreign trips by plane in last 3 years	1,894	5.0%	114
Spent on foreign vacations last 12 mo: <\$1000	2,218	5.9%	114
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,519	4.0%	98
Spent on foreign vacations: \$3000+	1,995	5.3%	115

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Drive Time: 10.0 minutes

Site Type: Drive Time

Demographic Summary	2008	2013
Population	236,642	293,546
Total Number of Adults	181,285	226,111
Households	92,233	114,215
Median Household Income	\$73,784	\$82,465

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	97,489	49.5%	99
Bought any women's apparel in last 12 months	86,921	44.1%	99
Bought apparel for child <13 in last 6 months	51,507	26.2%	98
Bought any shoes in last 12 months	98,825	50.2%	98
Bought costume jewelry in last 12 months	41,726	21.2%	103
Bought any fine jewelry in last 12 months	45,433	23.1%	100
Bought a watch in last 12 months	40,462	20.5%	89
Automobiles (Households)			
HH owns/leases any vehicle	86,628	93.9%	107
HH bought new vehicle in last 12 months	13,390	14.5%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	167,484	85.0%	98
Bought/changed motor oil	88,340	44.9%	88
Had tune-up	63,897	32.4%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	120,876	61.4%	99
Drank regular cola in last 6 months	91,516	46.5%	87
Drank beer/ale in last 6 months	84,933	43.1%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	34,600	17.6%	99
Bought film in last 12 months	53,229	27.0%	99
Bought digital camera in last 12 months	17,282	8.8%	113
Bought memory card for camera in last 12 months	14,725	7.5%	109
Computers (Households)			
HH owns a personal computer	76,153	82.6%	118
HH spent <\$500 on home PC	8,841	9.6%	104
HH spent \$500-\$999 on home PC	18,863	20.5%	120
HH spent \$1000-\$1499 on home PC	17,226	18.7%	128
HH spent \$1500-\$1999 on home PC	10,187	11.0%	129
Spent \$2000+ on home PC	9,593	10.4%	130
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	113,523	57.6%	98
Bought cigarettes at convenience store in last 30 days	21,900	11.1%	81
Bought gas at convenience store in last 30 days	61,768	31.4%	98
Spent at convenience store in last 30 days: <\$20	20,754	10.5%	105
Spent at convenience store in last 30 days: \$20-39	19,835	10.1%	97
Spent at convenience store in last 30 days: \$40+	59,720	30.3%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	116,698	59.3%	104
Went to live theater in last 6 months	29,393	14.9%	118
Went to a bar/night club in last 12 months	38,281	19.4%	106
Dined out in last 12 months	103,461	52.5%	109
Gambled at a casino in last 12 months	34,711	17.6%	106
Visited a theme park in last 12 months	47,971	24.4%	111
Rented 1 DVD in last 30 days	6,755	3.4%	109
Purchased 1 DVD in last 30 days	11,100	5.6%	106
Spent on toys/games in last 12 months: <\$50	10,052	5.1%	89
Spent on toys/games in last 12 months: \$50-\$99	4,909	2.5%	87
Spent on toys/games in last 12 months: \$100-\$199	13,199	6.7%	102
Spent on toys/games in last 12 months: \$200-\$499	18,686	9.5%	102
Spent on toys/games in last 12 months: \$500+	12,295	6.2%	117
Financial (Adults)			
Have home mortgage (1st)	37,963	19.3%	120
Used ATM/cash machine in last 12 months	105,287	53.5%	112
Own any stock	21,228	10.8%	122
Own shares in mutual fund (stock)	22,110	11.2%	122
Own shares in mutual fund (bonds)	13,354	6.8%	123
Own any credit/debit card (in own name)	145,441	73.8%	104
Used full service brokerage firm in last 12 months	13,342	6.8%	112
Have 401K retirement savings	38,269	19.4%	126
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	126,556	64.3%	94
Used bread in last 6 months	175,285	89.0%	92
Used chicken/turkey (fresh or frozen) in last 6 months	135,914	69.0%	94
Used fish/seafood (fresh or frozen) in last 6 months	91,586	46.5%	95
Used fresh fruit/vegetables in last 6 months	157,351	79.9%	94
Used fresh milk in last 6 months	164,744	83.7%	93
Health (Adults)			
Exercise at home 2+ times per week	60,686	30.8%	107
Exercise at club 2+ times per week	27,285	13.9%	125
Visited a doctor in last 12 months	147,125	74.7%	95
Home (Households)			
Any home improvement in last 12 months	32,443	35.2%	111
Used housekeeper/maid/professional cleaning service in last 12 months	17,559	19.0%	121
Purchased any HH furnishing in last 12 months	32,439	35.2%	120
Purchased bedding/bath goods in last 12 months	50,879	55.2%	105
Purchased cooking/serving product in last 12 months	27,571	29.9%	115
Bought any kitchen appliance in last 12 months	17,985	19.5%	109
Insurance (Adults)			
Currently carry any life insurance	101,157	51.4%	104
Have medical/hospital/accident insurance	135,452	68.8%	101
Carry homeowner insurance	107,758	54.7%	104
Carry renter insurance	11,685	5.9%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmark Research Inc. in a nationally representative survey of U.S. households.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	41,943	45.5%	108
HH owns any cat	19,874	21.5%	99
HH owns any dog	30,538	33.1%	107
Reading Materials (Adults)			
Bought book in last 12 months	100,382	51.0%	105
Read any daily newspaper	81,210	41.2%	92
Heavy magazine reader	40,208	20.4%	102
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	49,382	25.1%	94
Went to family restaurant/steak house last mo: 2-4 times	54,682	27.8%	105
Went to family restaurant/steak house last mo: 5+ times	40,978	20.8%	109
Went to fast food/drive-in restaurant in last 6 mo	166,262	84.4%	95
Fast food/drive-in last 6 mo: eat in	71,417	36.3%	97
Fast food/drive-in last 6 mo: home delivery	21,735	11.0%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	105,063	53.3%	103
Fast food/drive-in last 6 mo: take-out/walk-in	45,168	22.9%	95
Telephones & Service (Households)			
HH owns in-home cordless telephone	62,846	68.1%	107
HH owns cellular phone	81,423	88.3%	113
HH average monthly long distance phone bill: <\$16	27,671	30.0%	106
HH average monthly long distance phone bill: \$16-25	12,170	13.2%	107
HH average monthly long distance phone bill: \$26-59	10,229	11.1%	109
HH average monthly long distance phone bill: \$60+	4,593	5.0%	108
HH average monthly cell/digital phone bill: <\$25	6,423	7.0%	100
HH average monthly cell/digital phone bill: \$25-\$49	21,040	22.8%	116
HH average monthly cell/digital phone bill: \$50-\$74	19,931	21.6%	117
HH average monthly cell/digital phone bill: \$75-\$99	11,138	12.1%	121
HH average monthly cell/digital phone bill: \$100+	11,307	12.3%	125
Television & Sound Equipment (Households)			
HH owns 1 TV	15,928	17.3%	85
HH owns 2 TVs	23,465	25.4%	97
HH owns 3 TVs	21,527	23.3%	108
HH owns 4+ TVs	22,532	24.4%	117
HH subscribes to cable TV	63,716	69.1%	117
Purchased audio equipment in last 12 months	8,382	9.1%	114
Purchased CD player in last 12 months	6,567	7.1%	112
Purchased MP3 player in last 12 months	8,866	9.6%	128

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
Drive Time: 10.0 minutes

Site Type: Drive Time

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	115,579	58.7%	111
Took 3+ domestic trips by plane in last 12 months	21,177	10.8%	136
Spent on domestic vacations last 12 mo: <\$1000	27,197	13.8%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	15,510	7.9%	110
Spent on domestic vacations last 12 mo: \$1500-\$1999	9,752	5.0%	124
Spent on domestic vacations last 12 mo: \$2000-\$2999	9,657	4.9%	121
Spent on domestic vacations last 12 mo: \$3000+	10,706	5.4%	118
Foreign travel in last 3 years	57,169	29.0%	118
Took 3+ foreign trips by plane in last 3 years	11,161	5.7%	129
Spent on foreign vacations last 12 mo: <\$1000	12,512	6.4%	123
Spent on foreign vacations last 12 mo: \$1000-\$2999	9,080	4.6%	112
Spent on foreign vacations: \$3000+	11,585	5.9%	128

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
Drive Time: 15.0 minutes

Site Type: Drive Time

Demographic Summary	2008	2013
Population	541,246	670,406
Total Number of Adults	418,342	521,555
Households	215,523	267,242
Median Household Income	\$60,291	\$68,486

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	216,826	50.1%	100
Bought any women's apparel in last 12 months	192,344	44.5%	100
Bought apparel for child <13 in last 6 months	112,939	26.1%	98
Bought any shoes in last 12 months	225,905	52.2%	102
Bought costume jewelry in last 12 months	95,055	22.0%	107
Bought any fine jewelry in last 12 months	101,944	23.6%	102
Bought a watch in last 12 months	95,633	22.1%	96
Automobiles (Households)			
HH owns/leases any vehicle	192,496	89.3%	102
HH bought new vehicle in last 12 months	26,239	12.2%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	371,817	85.9%	99
Bought/changed motor oil	208,202	48.1%	94
Had tune-up	140,105	32.4%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	272,508	63.0%	102
Drank regular cola in last 6 months	221,227	51.1%	96
Drank beer/ale in last 6 months	189,199	43.7%	103
Cameras & Film (Adults)			
Bought any camera in last 12 months	76,499	17.7%	99
Bought film in last 12 months	115,332	26.7%	98
Bought digital camera in last 12 months	37,603	8.7%	112
Bought memory card for camera in last 12 months	31,881	7.4%	107
Computers (Households)			
HH owns a personal computer	161,905	75.1%	108
HH spent <\$500 on home PC	20,877	9.7%	105
HH spent \$500-\$999 on home PC	40,514	18.8%	110
HH spent \$1000-\$1499 on home PC	35,881	16.6%	114
HH spent \$1500-\$1999 on home PC	21,005	9.7%	114
Spent \$2000+ on home PC	19,002	8.8%	110
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	258,807	59.8%	101
Bought cigarettes at convenience store in last 30 days	53,890	12.5%	90
Bought gas at convenience store in last 30 days	141,009	32.6%	102
Spent at convenience store in last 30 days: <\$20	44,149	10.2%	102
Spent at convenience store in last 30 days: \$20-39	45,202	10.4%	100
Spent at convenience store in last 30 days: \$40+	138,071	31.9%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 15.0 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	258,428	59.7%	105
Went to live theater in last 6 months	60,074	13.9%	109
Went to a bar/night club in last 12 months	85,739	19.8%	109
Dined out in last 12 months	219,358	50.7%	105
Gambled at a casino in last 12 months	74,403	17.2%	103
Visited a theme park in last 12 months	100,297	23.2%	106
Rented 1 DVD in last 30 days	15,925	3.7%	117
Purchased 1 DVD in last 30 days	23,150	5.4%	100
Spent on toys/games in last 12 months: <\$50	23,653	5.5%	95
Spent on toys/games in last 12 months: \$50-\$99	11,091	2.6%	90
Spent on toys/games in last 12 months: \$100-\$199	30,114	7.0%	106
Spent on toys/games in last 12 months: \$200-\$499	40,251	9.3%	100
Spent on toys/games in last 12 months: \$500+	25,306	5.8%	110
Financial (Adults)			
Have home mortgage (1st)	73,559	17.0%	106
Used ATM/cash machine in last 12 months	228,506	52.8%	111
Own any stock	42,527	9.8%	111
Own shares in mutual fund (stock)	44,493	10.3%	112
Own shares in mutual fund (bonds)	26,810	6.2%	113
Own any credit/debit card (in own name)	315,169	72.9%	103
Used full service brokerage firm in last 12 months	28,921	6.7%	111
Have 401K retirement savings	75,384	17.4%	113
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	286,128	66.1%	97
Used bread in last 6 months	401,989	92.9%	96
Used chicken/turkey (fresh or frozen) in last 6 months	308,429	71.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	206,315	47.7%	97
Used fresh fruit/vegetables in last 6 months	357,134	82.6%	97
Used fresh milk in last 6 months	377,312	87.2%	97
Health (Adults)			
Exercise at home 2+ times per week	132,408	30.6%	106
Exercise at club 2+ times per week	56,628	13.1%	118
Visited a doctor in last 12 months	333,774	77.2%	99
Home (Households)			
Any home improvement in last 12 months	67,025	31.1%	98
Used housekeeper/maid/professional cleaning service in last 12 months	36,134	16.8%	107
Purchased any HH furnishing in last 12 months	69,531	32.3%	110
Purchased bedding/bath goods in last 12 months	117,326	54.4%	104
Purchased cooking/serving product in last 12 months	60,630	28.1%	108
Bought any kitchen appliance in last 12 months	40,162	18.6%	104
Insurance (Adults)			
Currently carry any life insurance	216,184	50.0%	101
Have medical/hospital/accident insurance	293,877	67.9%	100
Carry homeowner insurance	217,123	50.2%	95
Carry renter insurance	28,386	6.6%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmark Research Inc. in a nationally representative survey of U.S. households.

10000 S Eastern Ave - Drive Time Study

Site Type: Drive Time

Latitude 36.007094
Longitude -115.113199
Drive Time: 15.0 minutes

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	90,435	42.0%	100
HH owns any cat	44,700	20.7%	95
HH owns any dog	65,108	30.2%	98
Reading Materials (Adults)			
Bought book in last 12 months	217,672	50.3%	104
Read any daily newspaper	182,192	42.1%	94
Heavy magazine reader	95,432	22.1%	110
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	113,120	26.1%	98
Went to family restaurant/steak house last mo: 2-4 times	118,906	27.5%	104
Went to family restaurant/steak house last mo: 5+ times	88,101	20.4%	107
Went to fast food/drive-in restaurant in last 6 mo	379,336	87.7%	98
Fast food/drive-in last 6 mo: eat in	160,976	37.2%	100
Fast food/drive-in last 6 mo: home delivery	51,538	11.9%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	233,498	54.0%	104
Fast food/drive-in last 6 mo: take-out/walk-in	102,746	23.8%	98
Telephones & Service (Households)			
HH owns in-home cordless telephone	136,803	63.5%	100
HH owns cellular phone	179,162	83.1%	106
HH average monthly long distance phone bill: <\$16	60,670	28.2%	100
HH average monthly long distance phone bill: \$16-25	26,425	12.3%	100
HH average monthly long distance phone bill: \$26-59	21,645	10.0%	98
HH average monthly long distance phone bill: \$60+	10,440	4.8%	105
HH average monthly cell/digital phone bill: <\$25	14,446	6.7%	96
HH average monthly cell/digital phone bill: \$25-\$49	44,890	20.8%	106
HH average monthly cell/digital phone bill: \$50-\$74	45,382	21.1%	114
HH average monthly cell/digital phone bill: \$75-\$99	24,242	11.2%	112
HH average monthly cell/digital phone bill: \$100+	23,876	11.1%	113
Television & Sound Equipment (Households)			
HH owns 1 TV	43,096	20.0%	98
HH owns 2 TVs	56,772	26.3%	101
HH owns 3 TVs	46,695	21.7%	100
HH owns 4+ TVs	47,024	21.8%	105
HH subscribes to cable TV	144,213	66.9%	114
Purchased audio equipment in last 12 months	18,993	8.8%	110
Purchased CD player in last 12 months	15,192	7.0%	110
Purchased MP3 player in last 12 months	18,076	8.4%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
Drive Time: 15.0 minutes

Site Type: Drive Time

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	244,355	56.5%	107
Took 3+ domestic trips by plane in last 12 months	40,326	9.3%	118
Spent on domestic vacations last 12 mo: <\$1000	59,374	13.7%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	32,486	7.5%	105
Spent on domestic vacations last 12 mo: \$1500-\$1999	19,933	4.6%	116
Spent on domestic vacations last 12 mo: \$2000-\$2999	19,210	4.4%	110
Spent on domestic vacations last 12 mo: \$3000+	21,118	4.9%	106
Foreign travel in last 3 years	115,741	26.8%	109
Took 3+ foreign trips by plane in last 3 years	21,214	4.9%	112
Spent on foreign vacations last 12 mo: <\$1000	24,763	5.7%	111
Spent on foreign vacations last 12 mo: \$1000-\$2999	18,468	4.3%	104
Spent on foreign vacations: \$3000+	22,074	5.1%	111

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
 Longitude -115.113199
 Drive Time: 5.0 minutes

Site Type: Drive Time

2007 Industry Employment	Number	Percent	
Total Industry Employment	26,949		
Retail Trade	2,925	10.9	

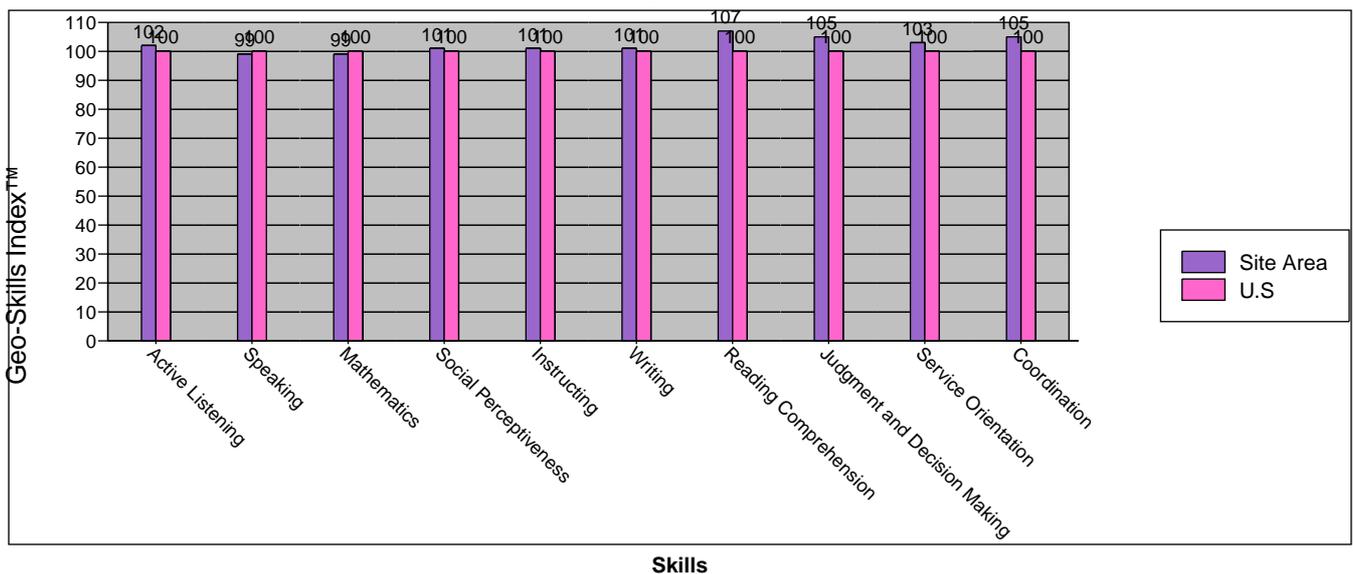
2006 Wage (*See Data Note)	Amount	Percent of US	
Industry Average Weekly Wage	n/a	n/a	
Industry Average Annual Pay	n/a		
Retail Average Weekly Wage	n/a	n/a	
Retail Average Annual Pay	n/a		

2007 Workforce Preparation Indicator™	Number	Percent	Workforce Preparation Index™
Unclassified Skill Employment	1,535		
Workforce Preparation	11,920	46.9%	104

2007 Geo-Skills Indicator™	Number	Percent	Geo-Skills Index™
Unclassified Skill Employment	1,535		

Top Retail Skills	Number	Percent	Geo-Skills Index™
Active Listening	24,503	96.4%	102
Speaking	19,209	75.6%	99
Mathematics	18,247	71.8%	99
Social Perceptiveness	14,768	58.1%	101
Instructing	14,707	57.9%	101
Writing	21,906	86.2%	101
Reading Comprehension	15,252	60.0%	107
Judgment and Decision Making	18,619	73.3%	105
Service Orientation	23,646	93.0%	103
Coordination	17,269	67.9%	105

2007 Top Retail Skills



Data Note: The Workforce Preparation Index™ (WFPI) and Geo-Skill Index™ (GSI) indicate concentration relative to a national average of 100. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

Source: Workforce Strategies, Inc., US Bureau of Labor Statistics, US Census Bureau, O*NET® data 11.0.

10000 S Eastern Ave - Drive Time Study

Site Type: Drive Time

Latitude 36.007094
 Longitude -115.113199
 Drive Time: 5.0 minutes

2004 Poverty (*See Data Note)

	Number	Percent
Poverty Estimate(All Ages)	n/a	n/a

2007 Occupation Employment

	Number
Unclassified Occupation Employment	423

2007 Employment in 22 Major Occupation Categories

	Number	Percent	Workforce Occupation Index™
Management occupations	1,589	6.0%	106
Business and financial operations occupations	1,495	5.6%	135
Computer and mathematical science occupations	788	3.0%	123
Architecture and engineering occupations	390	1.5%	85
Life, physical, and social science occupations	201	0.8%	109
Community and social services occupations	163	0.6%	57
Legal occupations	228	0.9%	136
Education, training, and library occupations	756	2.9%	60
Arts, design, entertainment, sports, and media occupations	960	3.6%	147
Healthcare practitioners and technical occupations	1,367	5.2%	110
Healthcare support occupations	611	2.3%	108
Protective service occupations	291	1.1%	95
Food preparation and serving related occupations	2,182	8.2%	124
Building and grounds cleaning and maintenance occupations	999	3.8%	107
Personal care and service occupations	754	2.8%	110
Sales and related occupations	3,273	12.3%	113
Office and administrative support occupations	5,493	20.7%	114
Farming, fishing, and forestry occupations	318	1.2%	60
Construction and extraction occupations	1,073	4.0%	79
Installation, maintenance, and repair occupations	902	3.4%	80
Production occupations	1,526	5.8%	69
Transportation and material moving occupations	1,167	4.4%	64

2007 Retail Occupation Employment

	Number	Percent	Workforce Occupation Index™
Cashiers, except gaming	631	2.4%	98
Counter and rental clerks	171	0.6%	141
First-line supervisors/managers of retail sales workers	235	0.9%	103
Parts salespersons	42	0.2%	70
Retail salespersons	1,044	3.9%	117

Data Note: The Workforce Occupation Index™ (WOI) indicates concentration relative to a national average of 100. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

Source: Workforce Strategies, Inc., US Bureau of Labor Statistics, US Census Bureau, O*NET® data 11.0.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

2007 Industry Employment

	Number	Percent
Total Industry Employment	119,473	
Retail Trade	12,886	10.8

2006 Wage (*See Data Note)

	Amount	Percent of US
Industry Average Weekly Wage	n/a	n/a
Industry Average Annual Pay	n/a	
Retail Average Weekly Wage	n/a	n/a
Retail Average Annual Pay	n/a	

2007 Workforce Preparation Indicator™

	Number	Percent	Workforce Preparation Index™
Unclassified Skill Employment	6,929		
Workforce Preparation	51,824	46.0%	102

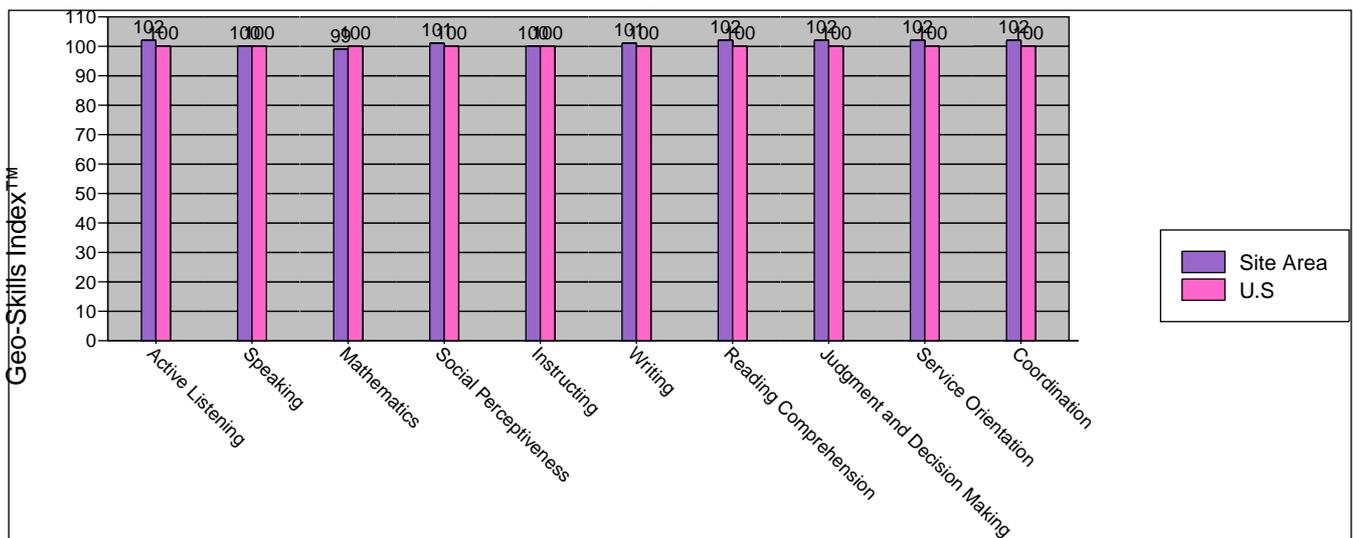
2007 Geo-Skills Indicator™

	Number	Percent	Geo-Skills Index™
Unclassified Skill Employment	6,929		

Top Retail Skills

Skill	Number	Percent	Geo-Skills Index™
Active Listening	108,514	96.4%	102
Speaking	86,140	76.5%	100
Mathematics	81,366	72.3%	99
Social Perceptiveness	65,382	58.1%	101
Instructing	64,864	57.6%	100
Writing	97,250	86.4%	101
Reading Comprehension	64,632	57.4%	102
Judgment and Decision Making	79,541	70.7%	102
Service Orientation	103,776	92.2%	102
Coordination	74,882	66.5%	102

2007 Top Retail Skills



Skills

Data Note: The Workforce Preparation Index™ (WFPI) and Geo-Skill Index™ (GSI) indicate concentration relative to a national average of 100. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

Source: Workforce Strategies, Inc., US Bureau of Labor Statistics, US Census Bureau, O*NET® data 11.0.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 10.0 minutes

2004 Poverty (*See Data Note)

Poverty Estimate(All Ages)

Number

n/a

Percent

n/a

2007 Occupation Employment

Unclassified Occupation Employment

Number

2,111

2007 Employment in 22 Major Occupation Categories

	Number	Percent	Workforce Occupation Index™
Management occupations	6,781	5.8%	102
Business and financial operations occupations	6,239	5.3%	128
Computer and mathematical science occupations	3,669	3.1%	129
Architecture and engineering occupations	2,223	1.9%	109
Life, physical, and social science occupations	824	0.7%	101
Community and social services occupations	699	0.6%	55
Legal occupations	806	0.7%	108
Education, training, and library occupations	2,912	2.5%	53
Arts, design, entertainment, sports, and media occupations	3,970	3.4%	137
Healthcare practitioners and technical occupations	5,380	4.6%	98
Healthcare support occupations	2,428	2.1%	97
Protective service occupations	1,410	1.2%	104
Food preparation and serving related occupations	7,974	6.8%	102
Building and grounds cleaning and maintenance occupations	4,462	3.8%	108
Personal care and service occupations	3,258	2.8%	107
Sales and related occupations	14,358	12.2%	112
Office and administrative support occupations	23,169	19.7%	109
Farming, fishing, and forestry occupations	765	0.7%	33
Construction and extraction occupations	5,988	5.1%	100
Installation, maintenance, and repair occupations	4,697	4.0%	95
Production occupations	8,570	7.3%	87
Transportation and material moving occupations	6,782	5.8%	84

2007 Retail Occupation Employment

	Number	Percent	Workforce Occupation Index™
Cashiers, except gaming	2,578	2.2%	90
Counter and rental clerks	807	0.7%	150
First-line supervisors/managers of retail sales workers	1,097	0.9%	109
Parts salespersons	268	0.2%	100
Retail salespersons	4,472	3.8%	113

Data Note: The Workforce Occupation Index™ (WOI) indicates concentration relative to a national average of 100. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

Source: Workforce Strategies, Inc., US Bureau of Labor Statistics, US Census Bureau, O*NET® data 11.0.

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Site Type: Drive Time

Drive Time: 15.0 minutes

2007 Industry Employment

	Number	Percent
Total Industry Employment	319,810	
Retail Trade	38,475	12.0

2006 Wage (*See Data Note)

	Amount	Percent of US
Industry Average Weekly Wage	n/a	n/a
Industry Average Annual Pay	n/a	
Retail Average Weekly Wage	n/a	n/a
Retail Average Annual Pay	n/a	

2007 Workforce Preparation Indicator™

	Number	Percent	Workforce Preparation Index™
Unclassified Skill Employment	18,207		
Workforce Preparation	133,317	44.2%	98

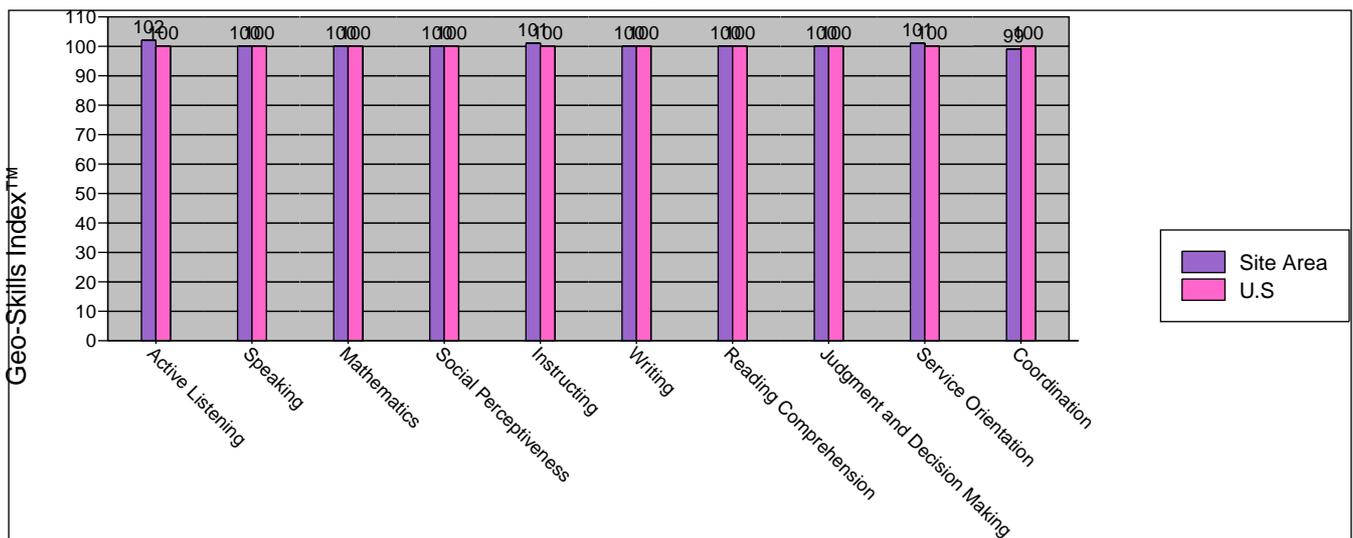
2007 Geo-Skills Indicator™

	Number	Percent	Geo-Skills Index™
Unclassified Skill Employment	18,207		

Top Retail Skills

	Number	Percent	Geo-Skills Index™
Active Listening	290,104	96.2%	102
Speaking	229,663	76.1%	100
Mathematics	219,750	72.9%	100
Social Perceptiveness	172,374	57.2%	100
Instructing	174,572	57.9%	101
Writing	258,654	85.8%	100
Reading Comprehension	169,547	56.2%	100
Judgment and Decision Making	209,861	69.6%	100
Service Orientation	276,606	91.7%	101
Coordination	194,542	64.5%	99

2007 Top Retail Skills



Skills

Data Note: The Workforce Preparation Index™ (WFPI) and Geo-Skill Index™ (GSI) indicate concentration relative to a national average of 100. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

Source: Workforce Strategies, Inc., US Bureau of Labor Statistics, US Census Bureau, O*NET® data 11.0.

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094

Longitude -115.113199

Site Type: Drive Time

Drive Time: 15.0 minutes

2004 Poverty (*See Data Note)

	Number	Percent
Poverty Estimate(All Ages)	n/a	n/a

2007 Occupation Employment

	Number
Unclassified Occupation Employment	5,370

2007 Employment in 22 Major Occupation Categories

	Number	Percent	Workforce Occupation Index™
Management occupations	17,713	5.6%	100
Business and financial operations occupations	15,361	4.9%	117
Computer and mathematical science occupations	8,461	2.7%	111
Architecture and engineering occupations	6,015	1.9%	110
Life, physical, and social science occupations	2,092	0.7%	96
Community and social services occupations	1,799	0.6%	53
Legal occupations	1,716	0.5%	86
Education, training, and library occupations	7,716	2.5%	52
Arts, design, entertainment, sports, and media occupations	9,504	3.0%	123
Healthcare practitioners and technical occupations	12,389	3.9%	84
Healthcare support occupations	5,418	1.7%	80
Protective service occupations	3,926	1.2%	108
Food preparation and serving related occupations	23,086	7.3%	110
Building and grounds cleaning and maintenance occupations	12,101	3.8%	109
Personal care and service occupations	8,601	2.7%	106
Sales and related occupations	39,679	12.6%	116
Office and administrative support occupations	59,390	18.9%	104
Farming, fishing, and forestry occupations	1,745	0.6%	28
Construction and extraction occupations	17,393	5.5%	108
Installation, maintenance, and repair occupations	14,203	4.5%	107
Production occupations	25,737	8.2%	97
Transportation and material moving occupations	20,396	6.5%	94

2007 Retail Occupation Employment

	Number	Percent	Workforce Occupation Index™
Cashiers, except gaming	7,448	2.4%	97
Counter and rental clerks	2,295	0.7%	159
First-line supervisors/managers of retail sales workers	3,125	1.0%	116
Parts salespersons	784	0.2%	109
Retail salespersons	12,498	4.0%	118

Data Note: The Workforce Occupation Index™ (WOI) indicates concentration relative to a national average of 100. Industry employment is based on the NAICS. Occupation and skill estimates are based on the national industry average. Occupation employment is calculated based on the Total Industry Employment minus the Unclassified Occupation Employment. Both Skill and Workforce Preparation estimates are based on the Industry Employment minus the Unclassified Skill Employment. *Geometric retrieval, block group, census tract, and county reports show county level poverty, wage, education and insurance data. State reports show state level poverty, wage, education and insurance data.

Source: Workforce Strategies, Inc., US Bureau of Labor Statistics, US Census Bureau, O*NET® data 11.0.