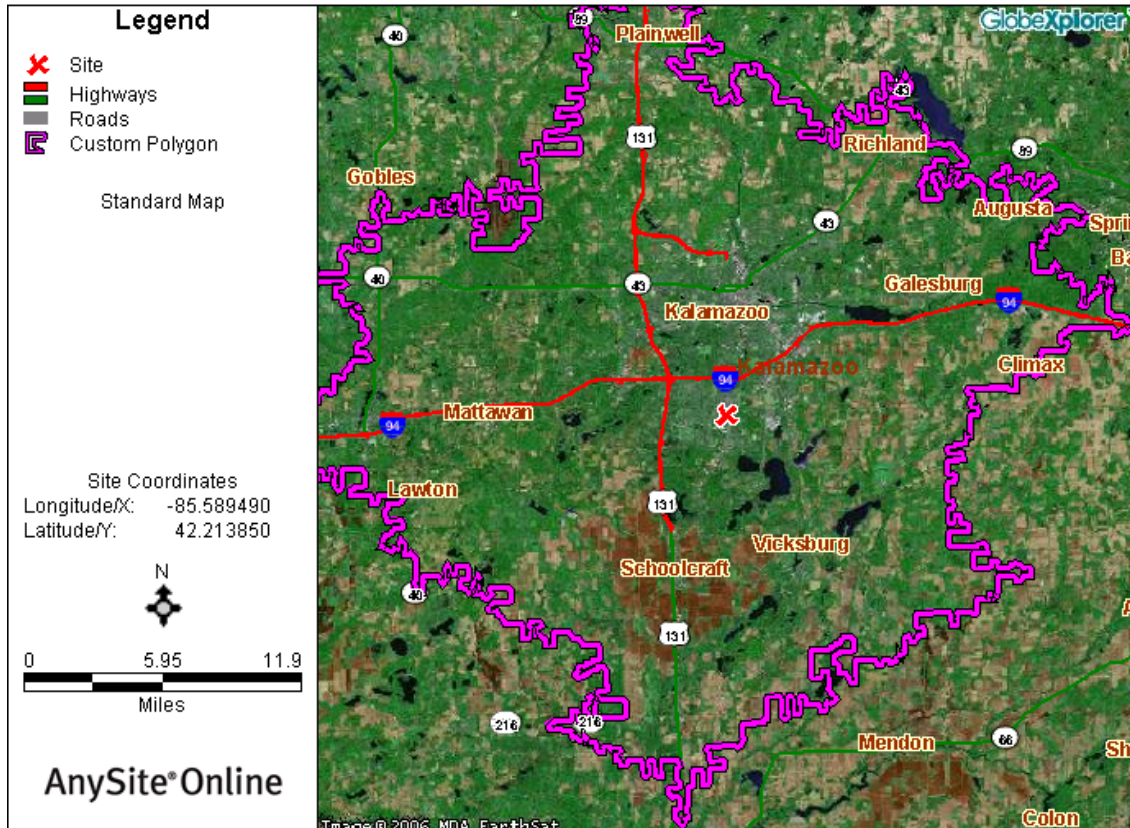


# DEMOGRAPHIC ANALYSIS

## Sam's Retail Development, S. Westnedge Avenue & Romence Parkway, Portage, MI

PlazaCorp used MapInfo's AnySite Online RM tool to assess the trade area of the Sam's Retail Development site in Portage. Based on the density of households in the area surrounding the Sam's Retail Development site, as well as MapInfo's experience in studying hundreds of Sam's Clubs system-wide, a drive-time of 25 minutes has been established as the typical Sam's Club primary trade area. The map below demonstrates the boundaries of the drive-time trade area specific to the Portage site:



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The following demographics represent estimated totals for Sam's Club primary 25-minute drive-time trade area, as well as the 5-mile radius surrounding the Sam's Retail Development site:

DESCRIPTION	WITHIN 25-MINUTE DRIVE TIME	WITHIN 5 MILES OF SITE
Total Population	275,279 (2005 Est.)	104,875 (2006 Est.)
Total Households	108,565 (2005 Est.)	41,305 (2006 Est.)
Total Household Growth	5.2% (2005 Est.)	7.18% (2006 Est.)
Total Median Household Income	\$46,815 (2005 Est.)	\$42,680 (2006 Est.)
Total Owner-Occupied Housing Units	72,620 (2005 Est.)	25,971 (2000 Est.)



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# DEMOGRAPHIC ANALYSIS

## Sam's Retail Development, S. Westnedge Avenue & Romence Parkway, Portage, MI

The predominate lifestyle groups found within the typical Sam's Club primary trade area – a 25-minute drive-time – are summarized in the following table. These lifestyle groups are based on MapInfo's PSYTE Advantage database, which encompasses 72 mutually exclusive categories featuring distinct demographic characteristics and neighborhood flavors:

CATEGORY	WELL-ALIGNED *	EXCEEDS **	PROFILE
College Towns		X	Students on & off campus; <b>Discretionary spending higher than expected</b>
Quiet Streets		X	<b>Families w/kids</b> in owner-occupied housing; \$62,400 average income
Changing Places		X	Baby Boomer households; 50/50 owner-to-renter ratio; <b>college educated</b> , living in non-family households
Country Roads		X	65/35 owner-to-renter housing ratio; \$53,700 mean family income; <b>Not likely to move</b> any time soon
Exurban Tide		X	Suburban-type families, householders aged 35 - 54 w/plenty of school-aged kids & teens; 60% are dual-earner couples; <b>\$80,000 average family income</b>
Towns in Transition		X	<b>Families w/kids; \$71,000 mean family income;</b> \$52,000 median household income
Empty Nest East		X	Primarily empty nests; <b>Above-average indexes for college education;</b> More than half are dual earners; \$66,500 mean family income
Executive Domain	X		Families w/kids; <b>Executives in peak-earning years</b> - aged 35 - 59; 60% are dual-earner couples; Educated with graduate & professional degrees
Rural Renaissance	X		College-educated, <b>dual-earner family w/children;</b> Rural & suburban areas; \$78,000 above average family income
Suburban Wave	X		Highest percent of households living in suburbs & working in central cities; Families w/children; College-educated professionals w/relatively high 62% dual-earning couples; <b>\$83,000 mean family income</b>
Home Town Harbor		X	Primarily young singles & couples w/o kids; <b>Sticking to familiar territory of home town;</b> \$43,500 mean household income

\* Lifestyle group is well-aligned with typical Sam's Club demographics

\*\* Exceeds typical Sam's Club demographics



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