



Financial Insight - Optional Reports

Net Worth and Income Producing Assets (Optional)

Households by Value of Income Producing Assets	Households by Net Worth
Less than \$25,000	Less than \$25,000
\$25,000 to \$49,999	\$25,000 to \$49,999
\$50,000 to \$74,999	\$50,000 to \$74,999
\$75,000 to \$99,999	\$75,000 to \$99,999
\$100,000 to \$249,999	\$100,000 to \$149,999
\$250,000 to \$499,999	\$150,000 to \$249,999
\$500,000 to \$749,999	\$250,000 to \$499,999
\$750,000 to \$999,999	\$500,000 to \$749,999
\$1,000,000 to \$1,999,999	\$750,000 to \$999,999
\$2,000,000 or more	\$1,000,000 or more
Median Value of Income Producing Assets	Estimated Aggregate Household Net Worth (\$millions)
	Estimated Average Household Net Worth
	Estimated Median Household Net Worth

Business Facts: Business Summary Counts (Optional)

Businesses by Major Sector

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

Total Businesses	Eating & drinking places	Business services	Manufacturing
Dominant Major Group	Miscellaneous Retail Stores	Motion pictures & Amusement	Transport/Communication, Utilities
Dominant Minor Group	Finance, Insurance, Real Estate	Health services	Wholesale Trade
Retail Trade	Banks, saving & lending inst.	Legal services	Government
Home Improvement Stores	Security, commodity brokers	Educational services	Daytime Population
General merchandise stores	Insurance carriers & Agencies	Social services	Residential Population
Food stores	Real estate, Holding cos.	Other Services	Households
Auto dealers, gas stations	Services	Agriculture & Natural Resources	Average Household Income
Apparel, accessory stores	Hotels & other lodging	Resource Extraction	
Furniture, home furnishings	Personal services	Construction	

Businesses by 2-digit SIC Code

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

All SIC Codes	24 Lumber & wood products	45 Transportation by air	64 Insurance Agents, Brokers and Service
Top 10 SIC groups	25 Furniture & fixtures	46 Pipelines, except gas	65 Real estate
Agriculture & Natural Resources	26 Paper & allied products	47 Transportation services	67 Holding & other companies
01 Agricultural products: crops	27 Printing & publishing	48 Communications	Services
02 Agricultural products: stock	28 Chemical products	49 Electric, gas, sanitation	70 Hotels & other lodging
07 Agricultural services	29 Petroleum & coal products	Wholesale Trade	72 Personal services
08 Forestry	30 Rubber & plastic products	50 Wholesale: durable goods	73 Business services
09 Fishing, hunting, trapping	31 Leather products	51 Wholesale: nondur. goods	75 Auto repairs & garages
Natural Resources extraction	32 Stone, clay & glass products	Retail Trade	76 Misc. repair services
10 Metal mining	33 Primary metal industries	52 Building, garden supplies	78 Motion pictures
12 Anthracite & bituminous	34 Fabricated metal products	53 General merchandise stores	79 Amusement & recreation
13 Oil & gas extraction	35 Machinery, not electrical	54 Food stores	80 Health services
14 Nonmetallic mining	36 Electric & electronic mach.	55 Auto dealers, gas stations	81 Legal services
Construction	37 Transportation equipment	56 Apparel, accessory stores	82 Educational services
15 General building contractors	38 Instruments & related	57 Furniture, home furnishings	83 Social services
16 Heavy constr. contractors	39 Miscellaneous manufacturing	58 Eating & drinking places	84 Museums, botanical, zoos
17 Special trade contractors	Transportation, Utilities	59 Miscellaneous	86 Membership organizations
Manufacturing	40 Railroad transportation	Finance, Insurance, Real Estate	87 Engineering & management
20 Food & kindred products	41 Local & inter-urban	60 Banking	89 Misc. services
21 Tobacco manufacturers	42 Trucking and warehousing	61 Credit agencies, not banks	90 Government
22 Textile mill products	43 U.S. postal service	62 Security, commodity brokers	99 Non-classifiable
23 Apparel & textiles	44 Water transportation	63 Insurance carriers	

Business Facts: Retail and Service (Optional)

Retail Business Summary

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

All Retailing	543 Fruit & vegetable markets	557 Motorcycle dealers	57 Home furniture/furnishings & equipment
52 Building Material/Garden/Mobile Home	544 Candy, nut, & confection store	559 Automotive dealers, n.e.c.	571 Home furniture & furnishing
521 Lumber & other building materials	545 Dairy products stores	56 Apparel & accessory stores	5712 Furniture stores
523 Paint, glass, & wallpaper	546 Retail bakeries	561 Men's & boys' clothing store	5713 Floor covering stores
525 Hardware stores	549 Miscellaneous food stores	562 Women's clothing stores	5719 Miscellaneous home furnishing stores
526 Retail nurseries & garden	55 Auto/Boat/RV Dealers & Gas Stations	563 Women's accessory & specialty store	572 Household appliance stores
527 Mobile home dealers	551 New & used car dealers	564 Children's & infants' wear	573 Radio, TV, & computer store
53 General Merchandise Stores	552 Used car dealers	565 Family clothing stores	5731 Radio/TV/electronics stores
531 Department stores	553 Auto & home supply stores	566 Shoe stores	5734 Computer/software stores
54 Food Stores	554 Gasoline service stations	569 Miscellaneous apparel & accessory store	5735 Record/pre-recorded tape stores
541 Grocery stores	555 Boat dealers		58 Eating & drinking places
542 Meat & fish markets	556 Recreational vehicle dealer		



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5812 Eating places 5813 Drinking places 59 Miscellaneous Retail 591 Drug stores & proprietary 592 Liquor stores 593 Used merchandise stores 5932A Antique stores 5932B Used & rare book dealers	594 Misc. shopping goods stores 5941 Sporting goods/bicycle shop 5942 Book stores 5943 Stationery stores 5944 Jewelry stores 5945 Hobby, toy & game shops 5946 Camera/photo supply stores 5947 Gift/novelty/souvenir shop	5948 Luggage/leather goods stores 5949 Sewing, Needlework and Craft Stores 596 Nonstore retailers 5961 Catalog/mail-order house 598 Fuel & ice dealers 599 Retail stores, n.e.c. 5992 Florists	5993 Tobacco stores & stands 5994 News dealers/newsstands 5995 Optical goods stores 5999 Miscellaneous Retail Stores 5999M Pet shops
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Service Business Summary

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

All Services 70 Hotels & other lodging 701 Hotels & motels 72 Personal services 721 Laundry, clean, garment service 7215 Coin-op laundry/cleaning 722 Photographic studios, portraits 723 Beauty shops 724 Barber shops 725 Shoe repair & shoeshine 726 Funeral service & crematory 729 Miscellaneous personal services 7291 Tax return preparation services 73 Business services 731 Advertising 732 Credit reporting & collection	733 Mail, reproduction, stenography services 7334 Photocopy and Duplicating Services 734 Services to buildings 7342 Disinfecting/pest control services 7349 Building maintenance services nec 735 Misc. equipment rental & leasing 736 Personnel supply services 7361 Employment agencies 7363 Help supply services 737 Computer & data processing services 738 Miscellaneous business services 7382 Security systems services	7384 Photofinishing Laboratories 7389 Business services n.e.c. 7389N Telephone answering services 75 Auto repairs & garages 751 Auto rentals, without drivers 7514 Passenger car rental 752 Automobile parking 753 Automotive repair shops 7533 Auto exhaust system repair shop 7536 Auto glass replacement shop 7537 Auto transmission repair shop 7538 General auto repair shops 754 Auto service, except repair 7542 Carwashes	76 Misc. repair services 762 Electrical repair shops 7622 Radio & TV repair shops 7622 Appliance repair shop n.e.c. 763 Watch, clock, & jewelry repair 764 Reupholstery & furniture repair 769 Miscellaneous repair shops 78 Motion pictures 783 Motion picture theaters 784 Video tape rental 79 Amusement & recreation 794 Commercial sports 799 Miscellaneous amusement, recreational services 7991 Physical fitness facilities 7996 Amusement parks
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PRIZM_{NE} Segmentation (Optional)

Households by PRIZM_{NE} Segment

Top 10 PRIZM NE Segments Households by PRIZM_{NE} segment 01 Upper Crust 02 Blue Blood Estates 03 Movers & Shakers 04 Young Digerati 05 Country Squires 06 Winner's Circle 07 Money & Brains 08 Executive Suites 09 Big Fish, Small Pond 10 Second City Elite 11 God's Country 12 Brite Lites, Li'l City 13 Upward Bound 14 New Empty Nests 15 Pools & Patios 16 Bohemian Mix	17 Beltway Boomers 18 Kids & Cul-de-Sacs 19 Home Sweet Home 20 Fast-Track Families 21 Gray Power 22 Young Influentials 23 Greenbelt Sports 24 Up-and-Comers 25 Country Casuals 26 The Cosmopolitans 27 Middleburg Managers 28 Traditional Times 29 American Dreams 30 Suburban Sprawl 31 Urban Achievers 32 New Homesteaders 33 Big Sky Families 34 White Picket Fences	35 Boomtown Singles 36 Blue-Chip Blues 37 Mayberry-ville 38 Simple Pleasures 39 Domestic Duos 40 Close-In Couples 41 Sunset City Blues 42 Red, White & Blues 43 Heartlanders 44 New Beginnings 45 Blue Highways 46 Old Glories 47 City Startups 48 Young & Rustic 49 American Classics 50 Kid Country, USA 51 Shotguns & Pickups 52 Suburban Pioneers	53 Mobility Blues 54 Multi-Culti Mosaic 55 Golden Ponds 56 Crossroads Villagers 57 Old Milltowns 58 Back Country Folks 59 Urban Elders 60 Park Bench Seniors 61 City Roots 62 Hometown Retired 63 Family Thrifts 64 Bedrock America 65 Big City Blues 66 Low-Rise Living 67 Unclassified
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Households by PRIZM_{NE} Segment – Social Groups

Ranked PRIZM NE Social Groups U1 - Urban Uptown 04 Young Digerati 07 Money & Brains 16 Bohemian Mix 26 The Cosmopolitans 29 American Dreams U2 - Midtown Mix 31 Urban Achievers 40 Close-In Couples 54 Multi-Culti Mosaic U3 - Urban Cores 59 Urban Elders 61 City Roots 65 Big City Blues 66 Low-Rise Living S1- Elite Suburbs 01 Upper Crust 02 Blue Blood Estates 03 Movers & Shakers 06 Winner's Circle	S2 - The Affluentials 08 Executive Suites 14 New Empty Nests 15 Pools & Patios 17 Beltway Boomers 18 Kids & Cul-de-Sacs 19 Home Sweet Home S3 - Middleburbs 21 Gray Power 22 Young Influentials 30 Suburban Sprawl 36 Blue-Chip Blues 39 Domestic Duos S4 - Inner Suburbs 44 New Beginnings 46 Old Glories 49 American Classics 52 Suburban Pioneers C1 - Second City Society 10 Second City Elite 12 Brite Lites, Li'l City	13 Upward Bound C2 - City Centers 24 Up-and-Comers 27 Middleburg Managers 34 White Picket Fences 35 Boomtown Singles 41 Sunset City Blues C3 - Micro-City Blues 47 City Startups 53 Mobility Blues 60 Park Bench Seniors 62 Hometown Retired 63 Family Thrifts T1 - Landed Gentry 05 Country Squires 09 Big Fish, Small Pond 11 God's Country 20 Fast-Track Families 25 Country Casuals T2 - Country Comfort 23 Greenbelt Sports	28 Traditional Times 32 New Homesteaders 33 Big Sky Families 37 Mayberry-ville T3 - Middle America 38 Simple Pleasures 42 Red, White & Blues 43 Heartlanders 45 Blue Highways 50 Kid Country, USA 51 Shotguns & Pickups T4 - Rustic Living 48 Young & Rustic 55 Golden Ponds 56 Crossroads Villagers 57 Old Milltowns 58 Back Country Folks 64 Bedrock America Unclassified
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Households by PRIZM_{NE} Segment - Lifestage Groups

Ranked Major Lifestage Ranked Lifestage Groups	YOUNGER YEARS Y1 - Midlife Success	03 Movers & Shakers 08 Executive Suites	11 God's Country 12 Brite Lites, Li'l City
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- 19 Home Sweet Home
- 25 Country Casuals
- 30 Suburban Sprawl
- 37 Mayberry-ville
- Y-2 - Mainstream Singles**
- 04 Young Digerati
- 16 Bohemian Mix
- 22 Young Influentials
- 23 Greenbelt Sports
- 24 Up-and-Comers
- 31 Urban Achievers
- 35 Boomtown Singles
- Y3 - Striving Singles**
- 42 Red, White & Blues
- 44 New Beginnings
- 45 Blue Highways
- 47 City Startups
- 48 Young & Rustic
- 53 Mobility Blues

- 56 Crossroads Villagers
- FAMILY LIFE**
- F1 - Accumulated Wealth**
- 02 Blue Blood Estates
- 05 Country Squires
- 06 Winner's Circle
- F2 - Young Accumulators**
- 13 Upward Bound
- 17 Beltway Boomers
- 18 Kids & Cul-de-Sacs
- 20 Fast-Track Families
- 29 American Dreams
- F3 - Mainstream Families**
- 32 New Homesteaders
- 33 Big Sky Families
- 34 White Picket Fences
- 36 Blue-Chip Blues
- 50 Kid Country, USA
- 51 Shotguns & Pickups

- 52 Suburban Pioneers
- 54 Multi-Culti Mosaic
- F4 - Sustaining Families**
- 63 Family Thrifts
- 64 Bedrock America
- 65 Big City Blues
- 66 Low-Rise Living
- MATURE YEARS**
- M1 - Affluent Empty Nests**
- 01 Upper Crust
- 07 Money & Brains
- 09 Big Fish, Small Pond
- 10 Second City Elite
- M2 - Conservative Classics**
- 14 New Empty Nests
- 15 Pools & Patios
- 21 Gray Power
- 26 The Cosmopolitans
- 27 Middleburg Managers

- 28 Traditional Times
- M2 - Cautious Couples**
- 38 Simple Pleasures
- 39 Domestic Duos
- 40 Close-In Couples
- 41 Sunset City Blues
- 43 Heartlanders
- 46 Old Glories
- 49 American Classics
- M3 - Sustaining Seniors**
- 55 Golden Ponds
- 57 Old Milltowns
- 58 Back Country Folks
- 59 Urban Elders
- 60 Park Bench Seniors
- 61 City Roots
- 62 Hometown Retired
- Unclassified**

P\$YCLE Segmentation (Optional)

Ranked P\$YCLE Groups	08 Metro Elite Boomers	19 Urban Boomer Builders	32 Lower-Middle Town Blues
Top 5 P\$YCLE Segments	09 Exurban Elite Boomers	20 Sunbelt Traditionals	33 Young Urban Renters
Total Households	10 Young Savvy Elites	21 Country Builders	34 Lower Boomer Renters
Group 01 Wealth Market	Group 04 Lower Affluent	22 Up & Coming Young Climbers	Group 06 Midscale Retired
01 Wealth Market	11 High Asset Affluent Climbers	23 Urban Mass Market Owners	35 Suburban Senior Owners
Group 02 Upscale Retired	12 Established Empty Nesters	24 Rural Mass Market Owners	36 Conservative Retirees
02 Affluent Retired	13 Metro Achievers	25 Urban Boomer Spenders	Group 07 Lower Market
03 Comfortably Retired	14 Greenbelt Achievers	26 Aspiring Young Spenders	37 Lower Market Owners
Group 03 Upper Affluent	15 Affluent Beginnings	27 Midscale Metro Renters	38 Metro Downscale
04 High Asset Pre-Retired Investors	16 Affluent Renters	28 Midscale Rural Renters	39 Rural Downscale
05 High Asset Suburban Boomers	Group 05 Mass Market	29 Striving Young Metros	40 Inner City Strugglers
06 High Asset Exurban Boomers	17 High Asset Mass Market Savers	30 Lower-Mid Metro Owners	Group 08 Downscale Retired
07 Elite Pre-Retired Spenders	18 Pre-Retired Metro America	31 Lower-Mid Exurban Owners	41 Downscale Sunbelt Security

Shopping Center Locations: (Optional)

Source: National Resource Bureau Shopping Center Database.

Total Number of Shopping Centers	Year Center Opened	1994	2003
Total Number of Stores	1950 or before	1995	2004
Average number of stores per center	1951 to 1960	1996	Unknown
Gross Leasable Area (sq. ft.)	1961 to 1970	1997	Shopping Center Type
Gross Leasable Area of Anchor	1971 to 1980	1998	Community
Gross Leasable Area Excluding Anchor	1981 to 1990	1999	Neighborhood
Average leasable area per center	1991	2000	Regional
Average leasable area per store	1992	2001	Super Regional
	1993	2002	Unknown

Traffic Volume Locations (Optional)

- Number of traffic locations
- Traffic count
- Cross street distance
- Cross direction
- Survey Year