

RETAIL MARKET ANALYSIS

HISTORIC DOWNTOWN PLANO, TEXAS

Prepared For:

CITY OF PLANO
1520 Avenue K
Plano, Texas 75074

Prepared By:

GIBBS PLANNING GROUP, Inc.
330 E. Maple Street No. 310
Birmingham, Michigan 48009

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INTRODUCTION



Plano's Historic 15th Street (looking northeast) features many restored historic buildings and an attractive streetscape.

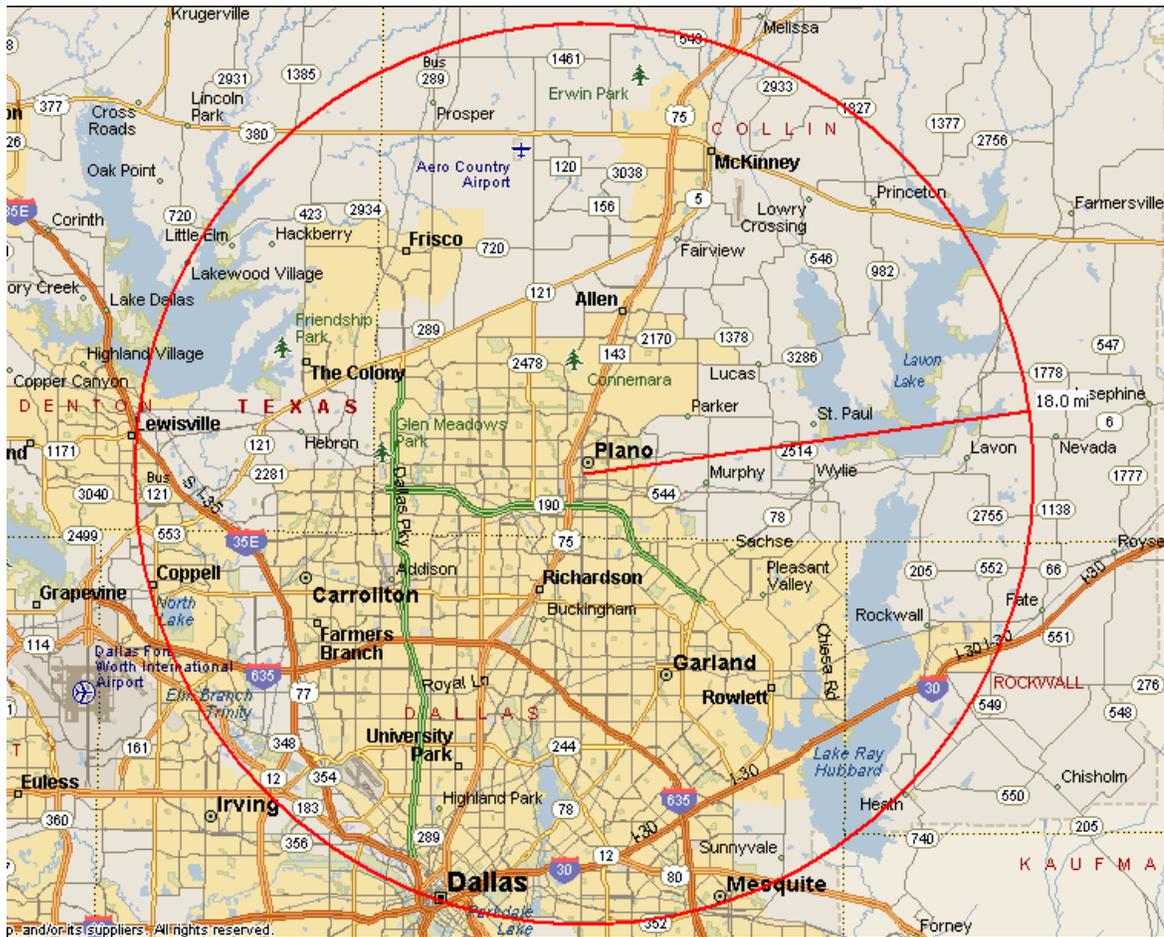
Executive Summary

This study finds that the Historic Downtown Plano site can support up to an additional 142,000 square feet of retail and restaurant space by 2010, and generate nearly \$69 million in sales by 2012. This supportable retail includes 51,100 square feet of grocery store, 28,400 square feet for building supplies and materials store, 11,700 square feet of full service restaurants, 6,700 square feet of general merchandise retailers, 6,000 square feet of furniture store, and 5,500 square feet of lawn & garden equipment store. Also supportable are 4,800 square feet of women's apparel, 4,000 square feet of book and music stores, 3,500 square feet of limited service (carry out & to-go) eating facilities, 2,800 square feet of specialty food store, 2,600 square feet for beer/wine/liquor store, 2,500 square feet of office supplies & gift store, 2,500 square feet of home furnishings, 2,400 square feet of men's apparel, 1,800 square feet of unisex clothing, 1,750 square feet of florist/flower store, and 1,400 square feet of shoe store.

Historic Downtown Plano Texas offers an opportunity to create an authentic historic urban shopping experience near Plano, to appeal to the growing commercial needs of its expanding downtown and the surrounding residents by offering niche products and services.

The trade area population base surrounding the downtown includes nearly 300,000 persons, which is projected to grow through 2012 to over 370,000 persons. Area incomes are higher than average, with average household incomes of \$118,200 and per-capita incomes of \$41,400.

It should be noted that the findings of this study are based upon generally accepted industry economic standards. It is possible that, given a combination of state of the art planning and architecture, combined with experienced and innovative retailers, that the downtown could support significantly higher levels and quantities of retailers. Should the Historic Downtown offer an appealing level of urbanism, the Historic Downtown may have a very broad trade area that captures a share of the East Dallas market. This expanded market share could allow restaurants and retail businesses that out-perform conventional industry standards.



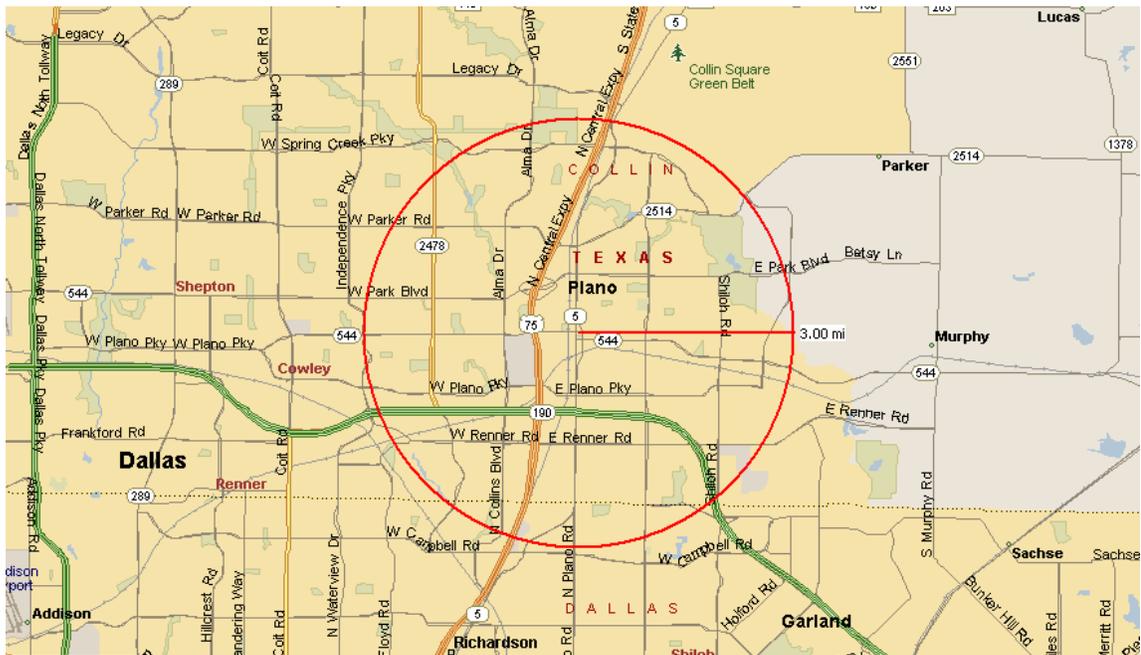
Map 1: Historic Downtown Plano is located 18 miles north of downtown Dallas.

Background

Gibbs Planning Group, Inc. (GPG) has been retained by the City of Plano, Texas to conduct a retail feasibility analysis of the Historic Downtown Center. Historic Downtown Plano is located along 15th Street, east of Hwy. 75, with the Main-Main intersection being 15th Street and Avenue K.

The following issues were addressed by GPG in this study:

- What is the existing and planned retail market in the greater Downtown Plano area?
- What is the trade area that would be served by the Historic Downtown site?
- What are the population, demographic and lifestyle characteristics in the trade area, currently and projected for 2012?
- What is the current and projected growth for retail expenditures, currently and projected for the next five years?
- How much square footage is supportable at the site and when should it be developed? What sales volumes can be achieved at the site?

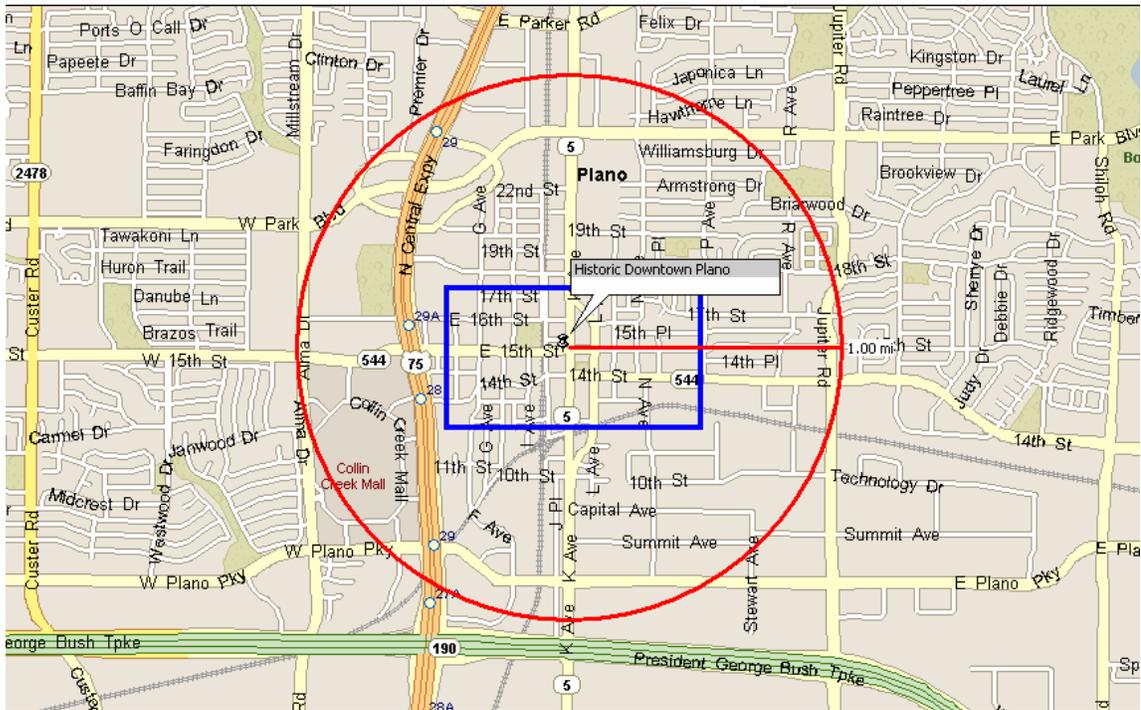


Map 2: The Historic Downtown has easy access from most of the east Dallas region via the Central Dallas Expressway (Hwy. 75) and the President George Bush Turnpike.

Methodology

To address the above issues, GPG conducted a detailed evaluation of most major existing shopping centers and retail concentrations in and surrounding the defined trade area. This evaluation was conducted during the week of March 9, 2008. During this evaluation, GPG thoroughly drove the market and visited and evaluated most major existing and planned retail concentrations in the area.

GPG visited the area during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational patterns and traffic patterns throughout the study area. GPG then defined a trade area that would serve retail in the proposed development based on the field evaluation and the retail gravitation in the market, as well as our experience defining trade areas for similar developments throughout the United States. Population and demographic characteristics of trade area residents were collected by census tracts from national sources and updated based on information gathered from local planning sources.



Map 3: One mile radius area around Historic Downtown Plano.

Finally, based on the population and demographic characteristics of the trade area, existing and known planned retail competition, and traffic and retail gravitational patterns, GPG developed this qualitative assessment for the proposed Historic Downtown Plano Site.

For the purposes of this study GPG has assumed the following:

- Approximately 1,000 residential units will be occupied within a ¼ mile (5 minute walk) radius of the Downtown Plano DART station by 2010.
- No other major retail centers are planned or proposed at this time and no unfinished retail is assumed active in our sales forecast study.

-
- No other major retail will be developed within five miles of the subject site, except as noted in this study.
 - The subject site is properly zoned and can support additional commercial development (expansion of existing projects like East Park Village).
 - The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
 - Any new construction in the Historic Downtown will be planned, designed, built and managed as a walkable town center, to the best practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers and The Urban Land Institute.
 - Parking for the downtown will be improved per the recommendations of this study below, with easy access to the retailers in the development, via on street, surface lots, or deck parking. An overall parking ratio of 4.5 cars per 1000 square feet gross, or higher, is anticipated for Historic Downtown.
 - Visibility of the retail is also assumed to be very good, with signage as required to assure good visibility of the retailers.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable at the subject site by 2012. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of March 15, 2008, and GPG has not undertaken any update of its research effort since such date.

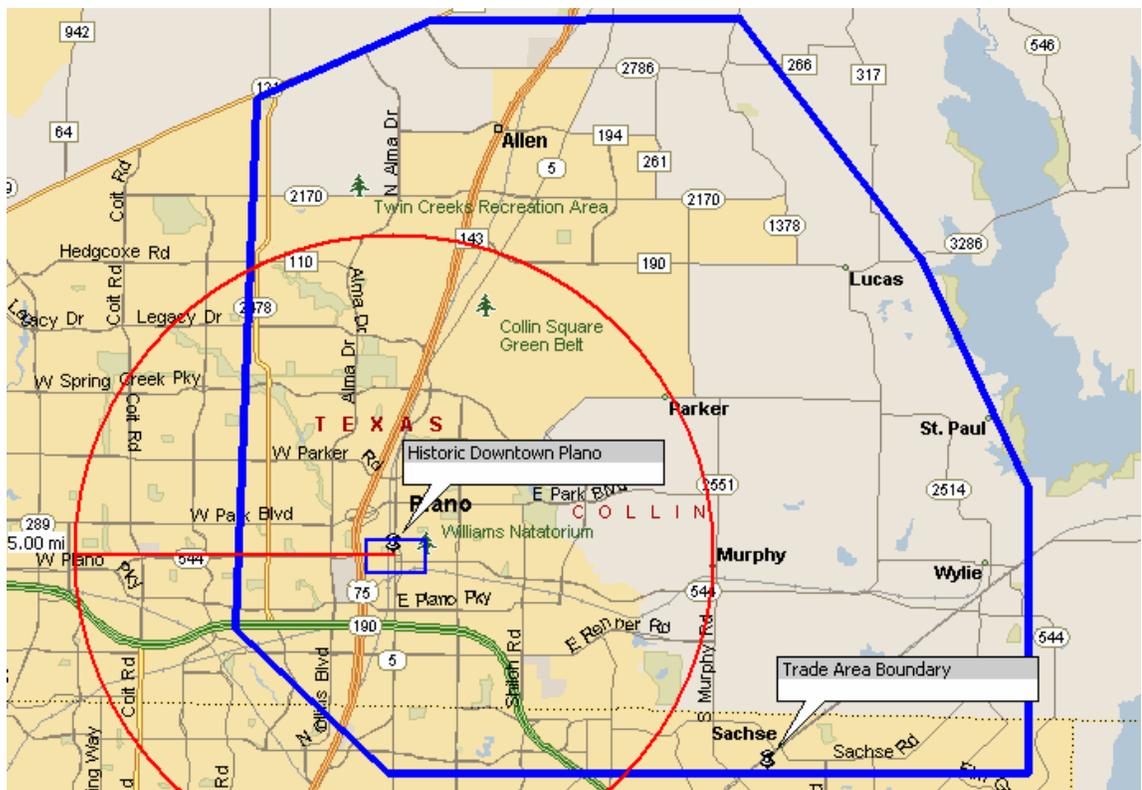
Our report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or

profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study **should not** be the sole basis for programming, planning, designing, financing or development of a commercial center. This study is intended only for the use of the client and is void for other site locations or developers.

Trade Area

Based on GPG's field evaluation, the current retail hubs, and the retail gravitation in the market, as well as our experience defining trade areas for similar developments throughout the United States, it was determined that retail in the proposed Historic Downtown Plano Site currently has, and should continue to primarily have, a neighborhood or community appeal. GPG defined a trade area (primary) by US Census Tracts that will account for 80% to 90% of the total sales of the retailers in the project. The remaining sales at the center will come from residents outside of the defined trade areas or from the daytime employment base.



Map 4: The approximate trade area boundaries are outlined in red on the map above.

The primary trade area is approximately delimited by the following boundaries:

- North to Highway 121 & Stacy Road.
- East to Levon Lake.
- South to Campbell Road.
- West to Custer Road.

Demographic Characteristics

Using data from ESRI (Environmental Systems Research Institute) and Claritas, GPG obtained the population and demographic characteristics for the defined trade area, as well as for the Dallas - Ft. Worth Metropolitan Area and Texas.

The Historic Downtown Plano trade area has an estimated 2007 population of 299,930 persons, which is projected to grow to 370,853 by 2012, a 4.34% projected increase over the five-year period (2007-2012). The strongest growth (8.70%) is projected in the Hispanic Origin segment of the population.

The number of households in the primary trade area, currently estimated at 105,029, is projected to increase to 130,543 by 2012, a 4.45% annual increase over the 5 year period of 2007-2012. Just fewer than 73% of the household base is owner-occupied.

The following table presents and compares the demographic characteristics found in the defined trade area to that of the Dallas - Ft. Worth Metropolitan area and the State of Texas.

Table 1: Demographic Comparisons

Characteristics	Trade Area	Dallas-Ft. Worth	Texas
2007 Population	299,930	6,766,745	23,986,432
2012 Population	370,853	7,569,755	26,358,319
2007-2012 Projected Growth	4.34%	2.27%	1.90%
Persons Per Household 2007	2.85	2.73	2.76
2007 Median Household Income	\$92,564	\$59,840	\$51,010
2007 Per Capita Income	\$41,421	\$29,981	\$25,413
% Households with incomes \$75,000 or higher	63.3%	38.6%	31.7%
% White	76.6%	68.5%	68.4%
% Hispanic Ethnicity	13.8%	24.0%	36.4%
Median Age	34.4	33.9	33.4
% White-Collar Employed	77.3%	63.5%	60.1%

As shown in Table 1, the median household and per capita incomes (\$92,564 and \$41,421) in the trade area are significantly above the Greater Dallas and Texas State averages. The strongest incomes are found in western areas of the primary trade area. *It is assumed that the projected housing at the Downtown Plano expansions sites will attract those with similar income levels currently found in the central area of the trade area, as many of the housing units will be new rental units.*

The median age within the trade area is slightly older (34.4 years) than the City and State averages. The area's workforce consists of 77.3% white-collar, with significant Professional (28.3%), Management/Business/Financial (23.3%), Sales (13.7%), and Administrative Support (12.0%) components.

Racially, the trade area is mostly of White origin (76.6%) which is higher than the Dallas (68.5%) or State (68.4%) averages. By 2012, the Hispanic base in the trade area is projected to grow to 15.0% of the population base.

Persons-per-household in the trade area (2.85) are higher than the national average of 2.65 persons. Dallas - Ft. Worth and Texas have a persons-per-household of 2.73 and 2.76 persons respectively.

Population density near the site is dense with 10,220 persons within one mile of the center of Historic Plano, growing to 93,410 persons within three miles and 258,239 persons within five miles. Over the next five years, this population base is projected to increase considerably, by a rate of 3.56% per year to 12,172 persons within 1 mile, 107,447 (2.84%/year) persons within the three-mile radius and to 295,813 (2.75%/year) persons within a five-mile radius of the site.

Tapestry Lifestyles

ESRI has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level throughout the United States and are used by many national retailers to help determine future potential locations. The following table details the top Tapestry Lifestyles found in the primary and total trade areas.

Table 2: Tapestry Lifestyles

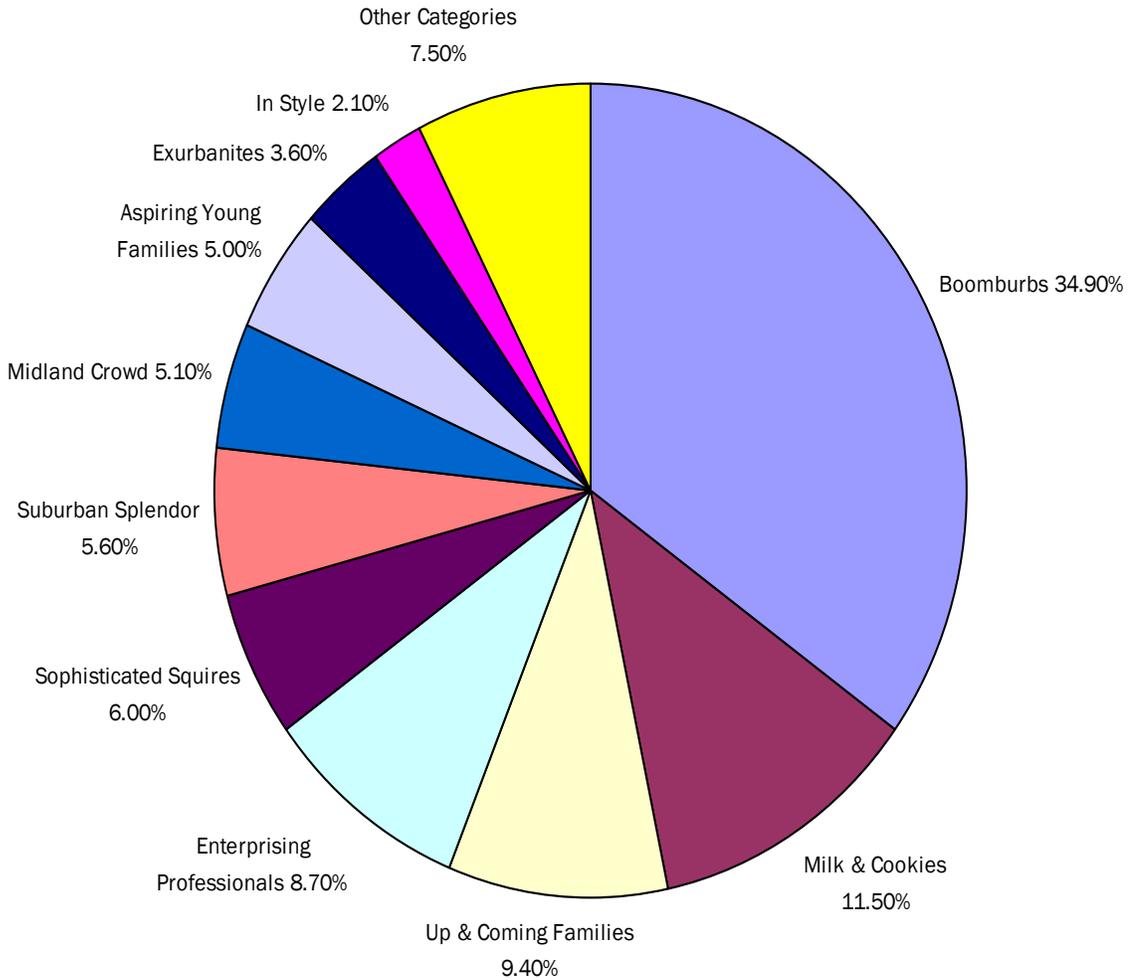
Lifestyle	Defined Trade Area	Short Description
 <p data-bbox="363 602 495 625">Boomburbs</p>	<p data-bbox="586 346 675 401">36,655 34.9%</p> <p data-bbox="586 436 716 520">\$117,782 Median HH Income</p>	<p data-bbox="776 346 1425 821">The newest additions to the suburbs, Boomburbs communities are home to younger families who live a busy, upscale lifestyle. The median age is 33.8 years. This market has the highest population growth at 5.57 percent annually—more than four times the national figure. The median home value is \$360,631, and most households have two earners and two vehicles. This is the top market for households to own projection TVs, DVD and MP3 players, scanners, and laser printers as well as owning or leasing full-sized SUVs. It is the second-ranked market for owning flat-screen or plasma TVs, video game systems, and digital camcorders as well as owning or leasing minivans. Family vacations are a top priority. Popular vacation destinations are Disney World and Universal Studios, Florida. For exercise, residents play tennis and golf, ski, and jog.</p>
 <p data-bbox="347 1106 511 1129">Milk & Cookies</p>	<p data-bbox="586 854 675 909">12,078 11.5%</p> <p data-bbox="586 945 716 1029">\$63,574 Median HH Income</p>	<p data-bbox="776 854 1425 1329">Milk and Cookies households are composed mainly of young, affluent married-couple families. Approximately half of households include children. The median age for this market is 34.2 years. Residents prefer single-family homes in suburban areas, chiefly in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$155,183. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market. Residents are well insured for the future. The presence of children drives their large purchases of baby and children's products and timesavers such as fast food. For fun, residents play video games, chess, backgammon, basketball and football, or fly kites. Favorite cable channels include Toon Disney, Discovery Health Channel, ESPNews, and Lifetime Movie Network.</p>
 <p data-bbox="306 1610 552 1633">Up & Coming Families</p>	<p data-bbox="586 1362 675 1417">9,873 9.4%</p> <p data-bbox="586 1453 716 1537">\$77,444 Median HH Income</p>	<p data-bbox="776 1362 1425 1862">Up and Coming Families represents the second highest household growth market and, with a median age of 32.0 years, is the youngest of the affluent family markets of Community Tapestry. The profile for these neighborhoods is young, affluent families with young children. Approximately half of households are concentrated in the South, with another half in the West and Midwest. Neighborhoods are located in suburban outskirts of midsized metropolitan areas. The homes are newer, with a median value of \$221,956. Because family and home priorities dictate their consumer purchases, they frequently shop for baby and children's products and household furniture. Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally SeaWorld or Disney World). Residents enjoy watching science fiction, comedy, and family-type movies on DVD.</p>

Lifestyle	Defined Trade Area	Short Description
 <p data-bbox="354 525 506 577">Enterprising Professionals</p>	<p data-bbox="586 275 662 327">9,138 8.7%</p> <p data-bbox="586 363 716 449">\$69,960 Median HH Income</p>	<p data-bbox="776 275 1430 720">This fast-growing market is home to young, educated, working professionals, with a median age of 32.4 years. Single or married, they prefer newer neighborhoods with townhomes or apartments. The median household income is \$69,960. This segment is ranked second of all Community Tapestry markets for labor force participation at 75 percent. Their lifestyle reflects their youth, mobility, and growing consumer clout. Residents rely on cell phones and PCs to stay in touch. They use the Internet to find their next job or home, track their investments, and shop. They own the latest electronic gadgets. This is the top market for subscribing to digital cable service. Leisure activities include yoga, playing Frisbee and football, jogging, and going to the movies. These residents also travel frequently, both domestically and overseas.</p>
 <p data-bbox="305 999 555 1024">Sophisticated Squires</p>	<p data-bbox="586 749 662 802">6,302 6.0%</p> <p data-bbox="586 837 716 924">\$85,937 Median HH Income</p>	<p data-bbox="776 749 1430 1194">Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$286,622. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semi-rural lifestyle. The median age is 38.3 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.</p>

The trade area tapestry lifestyles reflect a strong (34.9%) base of “Boomburbs” households. This group represents higher income, young families, who are in the prime of the consumption expenditure cycle. Their purchases reflect their suburban lifestyle, from comfortable SUV’s for long commutes to high definition plasma TV’s to watch their favorite sporting events.

The other primary lifestyles in the area also reflect younger upscale families. Although there currently is a slowdown in residential construction, the typical dwelling unit for the Boomburbs demographic is single family detached, less than 10 years old.

Table 3: Tapestry Lifestyles Segmentation



Daytime Employment Base

The daytime employment base near the Historic Downtown is good, with 147,146 employees working within the trade area. Given the access of the site and proximity to the highways, a 1.25 mile radius is the distance within which the worker base will easily be able to shop at the retailers and dine at the restaurants during the day.

Of those employed within the trade area, 77.3% are employed in white collar positions, 12.1% in blue collar and 10.6% is service orientated jobs. Plano is home to many corporate headquarters including: Ericsson, EDS, Perot Systems, Alcorta, Frito Lay, Countrywide Home Loans, JC Penny and Cadbury Schweppes.

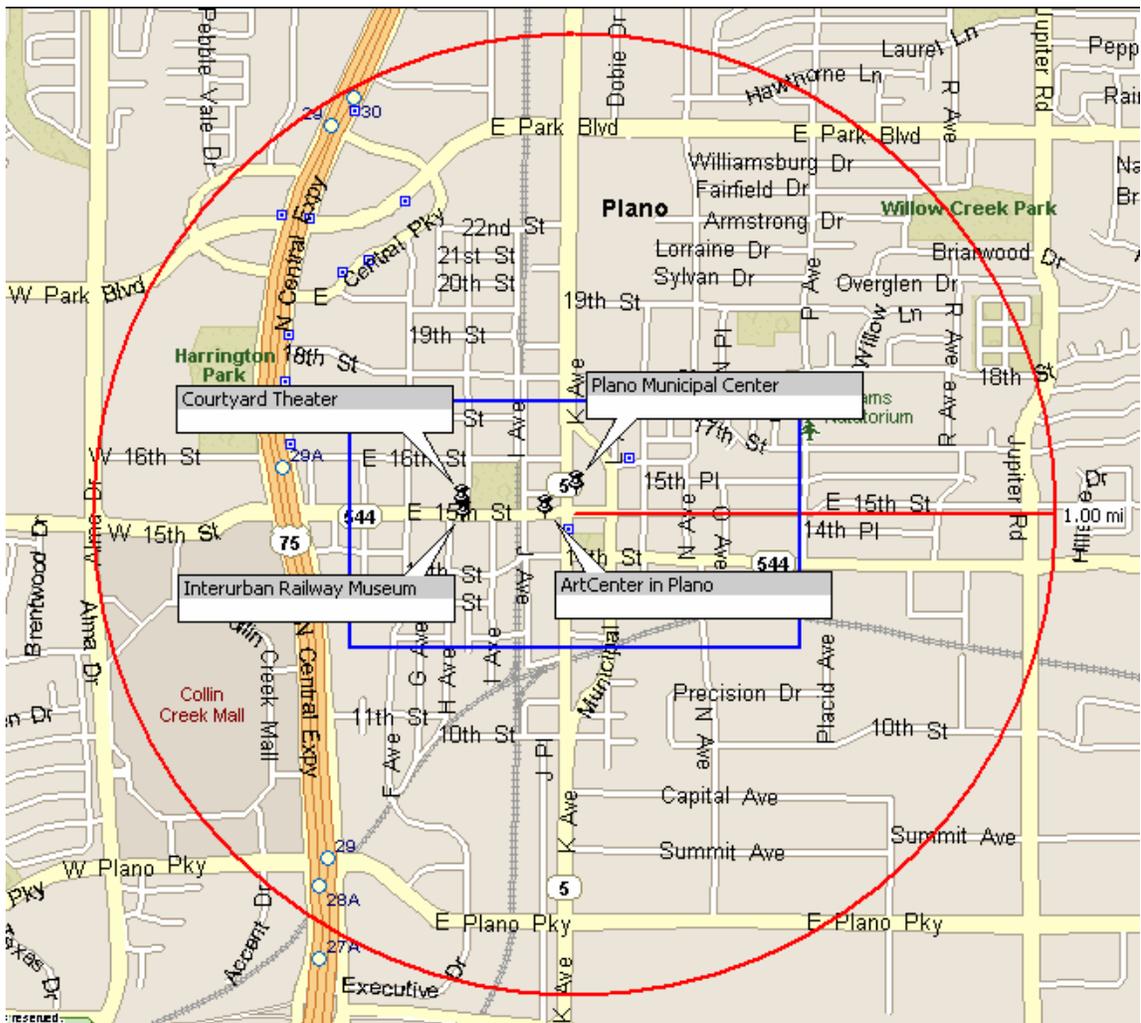
Tourist Component

The City of Plano is known for its golf courses, unique attractions and regional shopping opportunities. The overall community and specifically

the Historic Downtown has a limited range of major tourist destinations that appeal to travelers, but has a noteworthy opportunity to capture tourist traffic as an evening/entertainment destination for daytime business travelers and their traveling companions.

The Plano Historic Downtown district has many local restaurants, and is anchored to the west by the Courtyard Theater. The downtown corridor as a whole has dispersed commercial ventures, with City Hall near the center of the downtown corridor. Other Plano tourist venues include:

- Interurban Railroad Museum
- Amphitheater at Oak Point Park
- ArtCenter in Plano
- Courtyard Theater

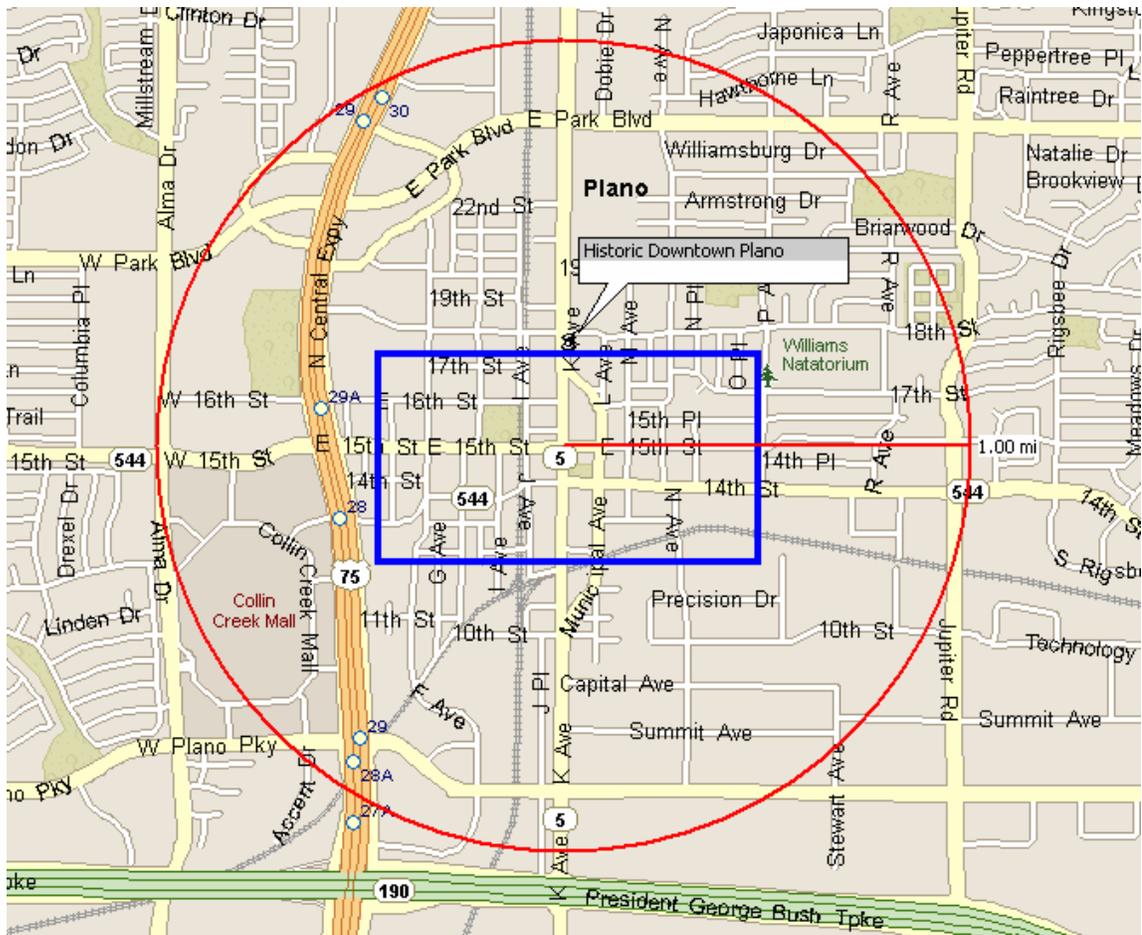


Map 5: As shown on the above map, most Plano tourist destinations lie within a 1 mile radius of the Historic Downtown.

STUDY AREA CHARACTERISTICS

Location

The Historic Downtown is centered at the intersection of 15th Street and Avenue K. The Downtown currently has a mix of small specialty boutique retail and restaurant businesses. The Downtown also offers many types of residential housing and commercial/office space.



Map 6: Access to Downtown Plano.

Access

Regional access to the Downtown is excellent with the site being ½ mile east of the Highway 75 interchange and 1 mile north of the George Bush Turnpike.

Local access to the site is somewhat limited from the west and south because of the traffic congestion of the interchanges along Highway 75 and the George Bush Turnpike. The road improvements along 15th Street should alleviate some of the congestion from the west and improve vehicular access to the downtown. Local access from north and east is

good because of the rural character of the residential development in those directions. Historic Downtown Plano has good internal circulation throughout the Main-Main Streets area.

The 2006 traffic counts in the area, as provided by the Transportation and Engineering Department of the City of Plano, are shown in the following table.

Table 4: Traffic Counts, 2006

Location	Traffic Count	AADT
15 th Street just east of Highway 75	22,213	2006
15 th Street just west of Avenue K	17,740	2006
Avenue K just north of 15 th Street	12,260	2006
Avenue K just south of 15 th Street	17,170	2006
14 th Street just east of Avenue K	17,740	2006
Plano Parkway just west of Avenue K	28,227	2006
Avenue K just south of Park Boulevard	24,668	2006

Parking/Visibility

This study assumes that parking for the targeted areas will be developed to present industry standards of at least 4.5 cars per 1000 square feet of gross building area. Visibility of the retail is also assumed to be very good, with signage as required to assure good visibility to the retailers. Any residential or commercial expansion is assumed to be adequately parked with either street, surface lot, or parking garage spaces.

GPG has found that metered on-street parking can significantly increase retail sales in small town shopping districts. GPG also recommends that valet parking be permitted near intense businesses such as restaurants, to allow for convenient shopper visits. The valet parking should be carefully managed with the minimum removal of on-street parking stalls.

Other Shopping Areas

As part of GPG's field evaluation, most major shopping concentrations in and around the periphery of the defined trade area were visited.

The nearest regional mall to Historic Downtown Plano is the Collin Creek Mall, located at the junction of the Plano Parkway and Highway 75. This enclosed mall built in 1981 is anchored by Macy's, Sears, JC Penney and Dillard's. This center is proto-typical of 1980's mall design with Department Store anchors and 6,200 parking spaces. The mall has approximately 20,000 square feet vacant on the first level and 9,000

square feet vacant on the second level, for an estimated vacancy rate of less than 3%.



In February 2008, the Collin Creek Mall had less than a 3.0% Vacancy Rate.

The Richardson Square Mall is a 750,000 square foot enclosed mall owned by Simon Property Group. It is located five (5) miles directly south of Historic Downtown Plano in Richardson, Texas. The center is currently under renovation to include a new Lowe's Home Improvement Center, relocate Ross Dress for Less, and create 15,000 square feet of new retail space.



The Richardson Square Mall is anchored by Sears, SuperTarget, and a new Lowe's Home Improvement.

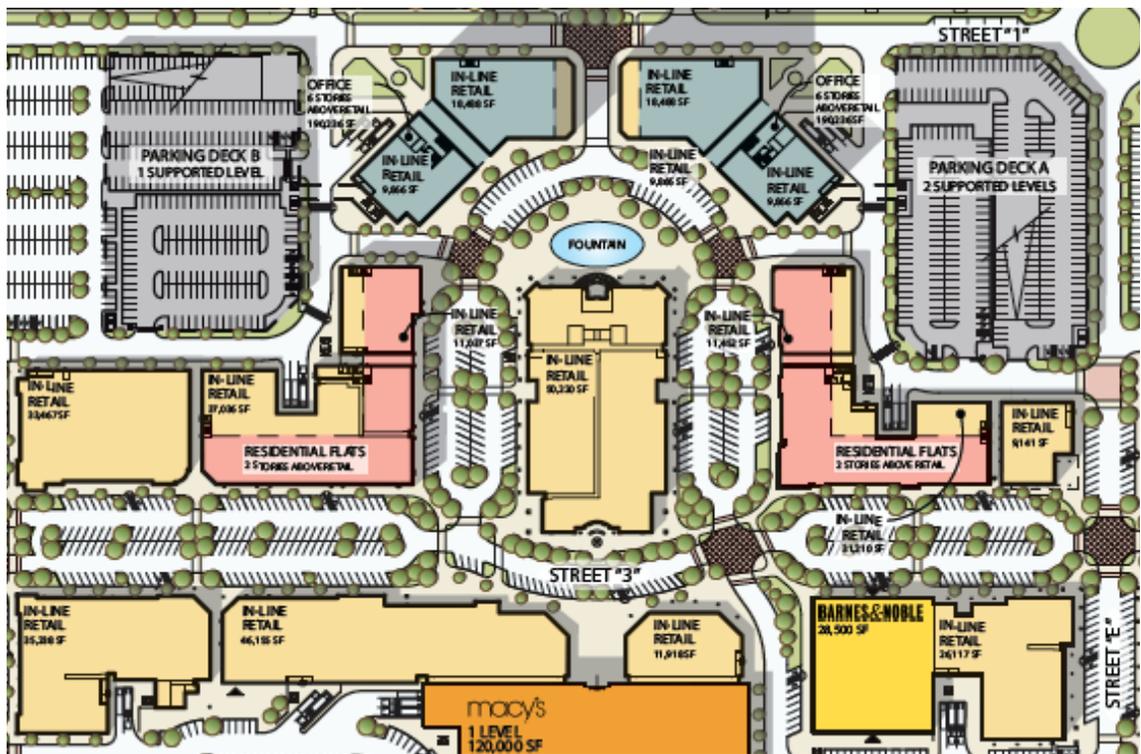
The Downtown Plano Trade Area has three major projects underway which are either still conceptual or have not yet stabilized with a mature tenant mix.

Watters Creek at Montgomery Farm is a 550,000 sf Lifestyle Retail Component of the 500 acre Montgomery Farm Planned Community. The retail center has gained momentum and tenants in the last year, including PF Chang's, Cheesecake Factory, Border's Books & Music, Eddie Bauer, Chico's, Jos. A. Banks, and Bath & Body Works. This project is also projected to include 170,000 square feet of Office Space, a 135 room Hotel, and 285 residential units.



Watters Creek at Montgomery Farm, Allen, Texas

The MG Herring Group has two ambitious projects underway in the primary trade area: The Village of Allen, projected to open in October 2008, and the Village of Fairview, projected to open in August 2009.



The Village of Fairview and Village of Allen are projected to have over 1,500,000 square feet of retail space.

Both are located approximately 9 miles north of Historic Downtown Plano at the intersection of Highway 75 and Stacey Road. These mixed use projects plan to have 1,500,000 square feet of multiple categories of retail uses, 1,000+ residential units, and 750,000 square feet of office. While these upscale developments are well through the entitlement process, current economic and finance conditions may curb the ambitions of the project developer.

The Firewheel Town Center is located approximately six (6) miles southeast of Historic Downtown Plano, at the end of the George Bush Turnpike in Garland, Texas. This 783,000 square foot lifestyle center is anchored by Macy's & Dillard's, with an upscale tenant mix.



The Firewheel Town Center is a large lifestyle center located 6 miles SE of Historic Downtown Plano.

The other major regional competitors (600,000 GLA+) to Downtown Plano are located along the Dallas Tollway, six (6) miles west.

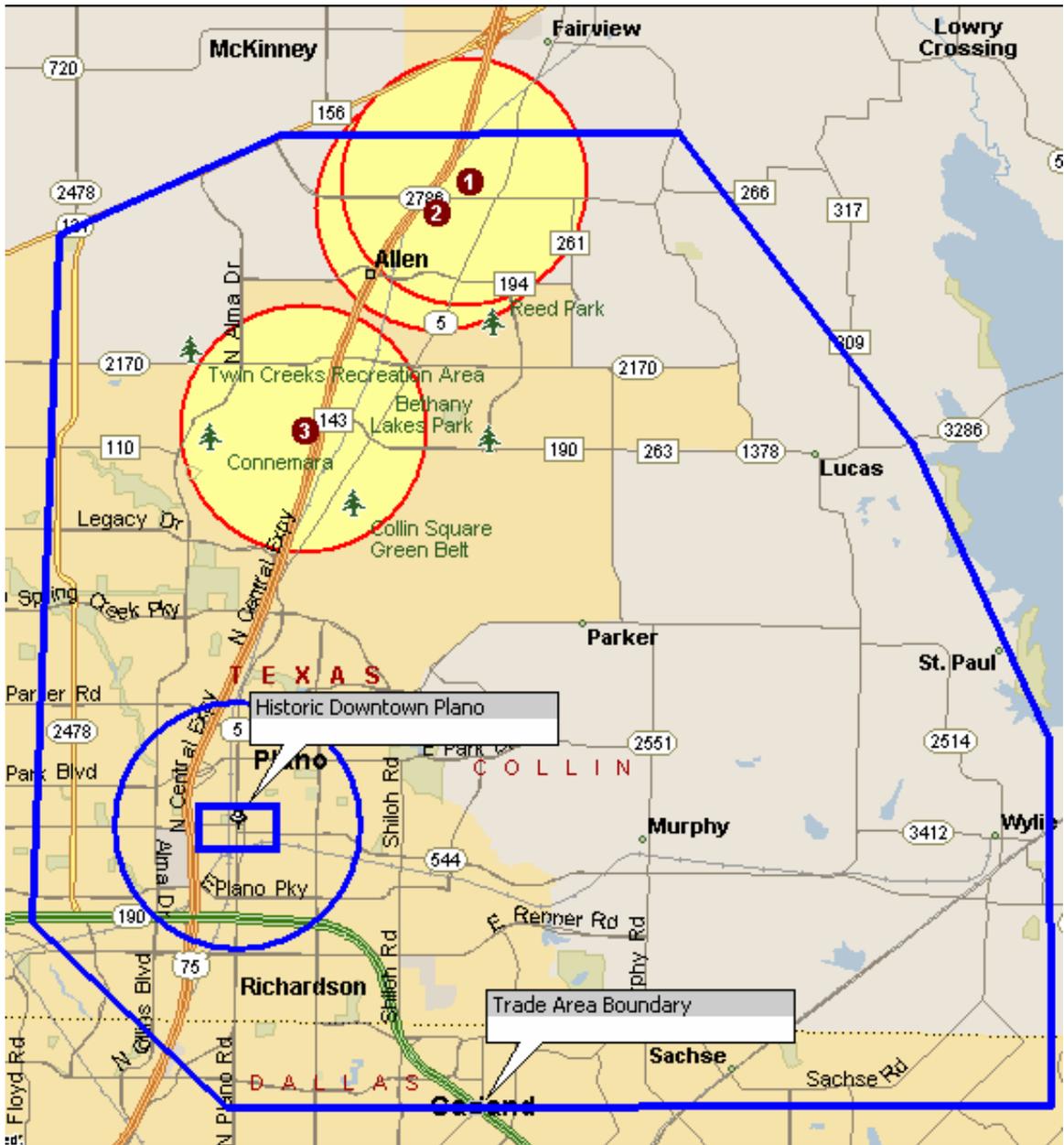
These Regional Centers include:

- **Stone Briar Center:** 1,650,000 sf enclosed mall built in 2000.
- **Valley View Center:** 1,640,000 sf enclosed mall built in 1973.
- **Shops at Willow Bend:** 1,388,000 sf enclosed mall built in 2001.
- **Galleria Dallas:** 1,273,000 sf enclosed mall built in 1982.
- **Centre at Preston Ridge:** 734,000 sf power center built in 2000.
- **The Shops at Legacy:** 520,000 sf lifestyle center built in 2002.

The following maps depict the location of major existing and planned regional retail centers in the downtown Plano market area. Please refer to the larger maps (Major Trade Area Competition: Regional & Community Centers) and Major Trade Area Retail Centers Chart in the Appendix for a detailed location of the major competitive nodes in the area.

Map 8: Future Regional Centers

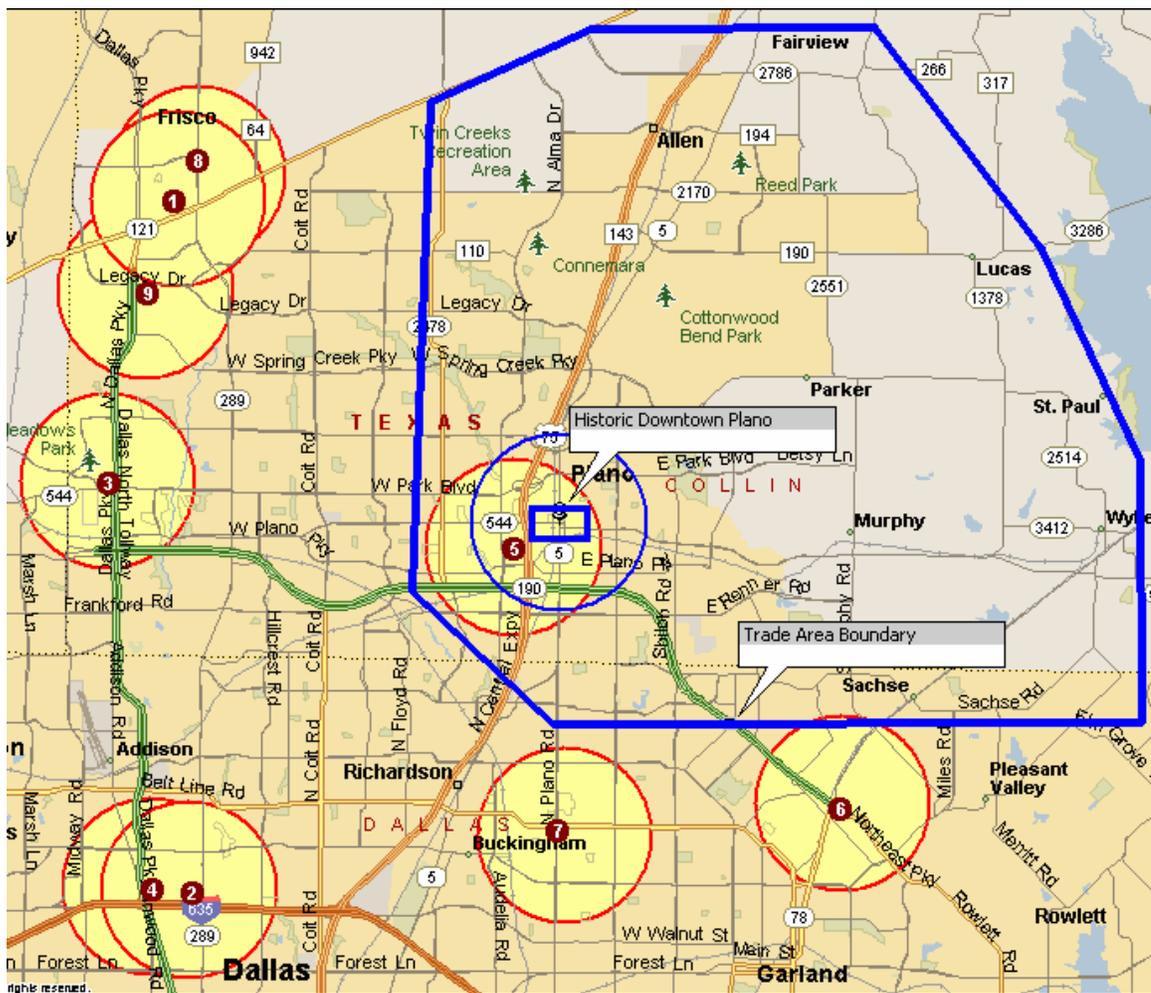
	Retail Center Name		Retail Center Name
1	The Village at Fairview	3	Watters Creek at Montgomery Farm
2	The Village at Allen		



The Future Regional Shopping Competitors to Downtown Plano.

Map 9: Existing Regional Centers

	Retail Center Name		Retail Center Name
1	Stonebriar Centre	6	Firewheel Town Center
2	Valley View Center	7	Richardson Square
3	The Shops at Willow Bend	8	The Centre at Preston Ridge
4	Galleria Dallas	9	The Shops at Legacy
5	Collin Creek		



The Existing Regional Shopping Competitors to Downtown Plano.

SUMMARY OF FINDINGS

As a result of GPG's qualitative analysis, expansion of retail space in Historic Downtown Plano can best be targeted towards unique neighborhood and community-oriented shopping, to serve the growing number of surrounding residents. The Historic Downtown can support new development by 2010 and has an opportunity to fill in current and future retail voids in the market, creating an urban shopping district to serve the market.

This study finds that up to 142,000 square feet of retail and restaurant space may be supportable in Downtown Plano by 2010, if the new retail space is integrated by means of design and scale into the existing character of Main Street. A grocery store could anchor an extension of the retail district along either 15th Street or Avenue K of up to 51,100 square feet. This study also finds that 15,200 square feet of mixed restaurant tenants could supplement additional apparel, furniture and home accessories, book & music stores, general discount merchants and other convenience service-oriented retail expansion, as shown in the Supportable Retail Table found in the Appendix.

The demographics of the trade area population base reflect a dense core of consumers (299,930 persons) that is projected to grow 4.34% to 370,853 persons by 2012. Most (77.3%) are white-collar employed in Professional (28.3%) and Management/Business/Financial (23.3%) services and 50.5% hold a college degree. The persons-per-household is reported as 2.85, and median age is 34.4.

Tapestry lifestyles in the market reflect a strong (34.9%) base of "Boomburb" households. This group represents higher income, young households, who are in the prime of the consumption expenditure cycle. Their purchases reflect their suburban lifestyle, from comfortable SUV's for long commute trips, to high definition plasma TV's to view their favorite sports and DVD's.

Incomes in the area are higher than average, with household incomes reported as \$92,564 and per-capita incomes as \$41,421. 63.3% of households had an income over \$75,000 per year.

This study finds that the Historic Downtown Plano may be expanded by up to 141,950 square feet of retail and restaurant space by 2010, and may generate nearly \$69 million in sales by 2012, when matured. The projected supportable retail includes:

- 51,100 square feet Grocery store.

-
- 28,400 square feet of building materials & supplies retail, such as Zarsky Lumber or Sutherland.
 - 11,700 square feet of full service restaurants.
 - 6,700 square feet of general merchandise retailer, such as Duckwell Variety.
 - 6,000 square foot furniture retail, such as Eldelstein Better Furniture or similar local dealer.
 - 5,500 square feet of lawn and garden supplies and equipment dealers, such as ACO or True Value.
 - 4,800 square feet of women's apparel such as Styles for Less or Dots.
 - 4,000 square feet of book & music store, such as Half Price Books or Logos Books.
 - 3,500 square feet of limited service eating place, designed for carry out or drive thru business.
 - 2,800 square feet of specialty food store, like Penzey's Spices or an Ethnic Market.
 - 2,600 square feet of beer, wine & liquor store.
 - 2,500 square feet of home furnishings, like the Room Store, or Lacks Valley.
 - 2,500 square feet of office supply or stationary, such as Mail Boxes Etc., Caboodle, Rapid Refill Ink or Xpedx Paper.
 - 2,400 square feet men's apparel.
 - 1,800 square feet of unisex clothing & accessories.
 - 1,750 square feet of florist or wedding planning and accessories.
 - 1,400 square feet of shoe retail, including shoe repair and/or shoe accessories.

Table 5: Supportable Retail Table

Retail Category	Supportable Retail	2010		2012	
		Annual Sales	Sales Per S/F	Annual Sales	Sales Per S/F
Grocery Stores (NAICS 4451)	51,100	27,798,400	\$544	29,433,600	\$576
Specialty Food Stores (NAICS 4452)	2,800	1,150,800	\$411	1,201,200	\$429
Beer/Wine Stores (NAICS 4453)	2,600	1,237,600	\$476	1,305,200	\$502
Food & Beverage Stores (NAICS 445)	56,500	\$30,186,800	\$477	\$31,940,000	\$502
Building Supplies (NAICS 4441)	28,400	13,546,800	\$477	14,569,200	\$513
Lawn & Garden Supplies (NAICS 4442)	5,500	2,640,000	\$480	2,755,500	\$501
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	33,900	\$16,186,800	\$479	\$17,324,700	\$507
Women's Apparel (NAICS 44811)	4,800	1,761,600	\$367	1,819,200	\$379
Men's Apparel (NAICS 44812)	2,400	825,600	\$344	852,000	\$355
Unisex (NAICS 44814)	1,800	682,200	\$379	703,800	\$391
Shoe Stores (NAICS 4482)	1,400	550,200	\$393	578,200	\$413
Clothing & Accessories Stores (NAICS 448)	10,400	\$3,819,600	\$371	\$3,953,200	\$385
General Merchandise (NAICS 4529)	6,700	2,003,300	\$299	2,150,700	\$321
General Merchandise Stores (NAICS 452)	6,700	\$2,003,300	\$299	\$2,150,700	\$321
Full-Service Restaurants (NAICS 7221)	11,700	4,761,900	\$407	5,007,600	\$428
Limited-Service Eating (NAICS 7222)	3,500	1,638,000	\$468	1,750,000	\$500
Food Services & Drinking Places (NAICS 722)	15,200	\$6,399,900	\$438	\$6,757,600	\$464
Furniture Stores (NAICS 4421)	6,000	2,010,000	\$335	2,112,000	\$352
Home Furnishings Stores (NAICS 4422)	2,500	832,500	\$333	890,000	\$356
Furniture & Home Furnishings Stores (NAICS 442)	8,500	\$2,842,500	\$334	\$3,002,000	\$354
Book, and Music Stores (NAICS 4512)	4,000	920,000	\$230	992,000	\$248
Sporting Goods, Hobby, Book, & Music Stores (NAICS 451)	4,000	\$920,000	\$230	\$992,000	\$248
Florists (NAICS 4531)	1,750	514,500	\$294	554,750	\$317
Office Supplies & Gift (NAICS 4532)	2,500	775,000	\$310	822,500	\$329
Miscellaneous Store Retailers (NAICS 453)	4,250	\$1,289,500	\$302	\$1,377,250	\$323
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	2,500	\$1,002,500	\$401	\$1,050,000	\$420
Total Identified Retail Expenditure	141,950 sf	\$64,650,900	\$455	\$68,547,450	\$483

Sales stated in constant 2007 dollars - No adjustment has been made for potential inflation.

While the Downtown has good regional access and is located near many residential and employment centers, the surrounding demographics, coupled with the dense competitive regional and community shopping, would make targeting an upscale lifestyle center tenant base difficult. The Historic Downtown should avoid directly competing with the regional malls and lifestyle centers, which are themselves attempting to recreate the Main Street shopping environment. The Downtown should try to attract some recognizable national neighborhood tenants to bring familiarity alongside of unique, boutique type, locally owned retailers.

Please refer to the Appendix Supportable Retail Table, for a supportable retail mix for downtown Plano expansion.

Rationale

The rationale for the findings in this study is:

- **Dense Population Base** The primary trade area has an estimated 2007 population of 299,930 persons, which is projected to grow 2.85% annually to 370,853 persons by 2012. Persons-per-household is reported as 2.85, marginally higher than that found in the Dallas-Fort Worth area (2.73).
- **Trade Area Demographics** The trade area demographics reflect a strong core of upscale consumers, with 63.3% (or 66,483 households) of the current households having an income greater than \$75,000. This percentage is projected to increase to 72.4% of the trade areas households, or 94,513, in the year 2012.

Other favorable demographics of the trade area reflect a young to mature family population base with a median age of 34.4. The base is primarily employed in white collar jobs (77.3%) and 50.5% of the residents hold a college degree.

- **Trade Area Household Incomes** Incomes within the defined trade area are above average, with a reported *median* household income of \$92,564. Incomes throughout the defined trade area are higher than the average for the area, with the strongest median household income found on the western periphery of the defined trade area.
- **Tapestry Lifestyles** The trade area lifestyles reflect a strong (34.9%) base of “Boomburb” households. This group represents areas with affluent families in newer housing stock, who are ascending towards the peak of their disposable income power.

-
- **Retail Competition** Within the defined trade area, the strongest core of retail is found just west of Historic Downtown Plano, at the Collin Creek Mall along Highway 75. This regional mall is anchored by Dillard's, Macy's, JC Penney, and Sears. Regional shopping centers are also found approximately 6 miles to the west along the Dallas North Tollway, and south in Richardson and Garland. In addition to the strong regional and community centers, there are three projects located in the trade area to the north along Highway 75 which are projected to bring on-line over 2,000,000 square feet of new upscale retail space.

 - **Site Characteristics** The Downtown currently has good regional access (Highway 75 and the George Bush Turnpike) from the west, north and south. Local access approaching from the east does not hamper the ability of Downtown retail to attract sales from a distance, penetrating the semi-rural communities to the east.

-- END OF REPORT --

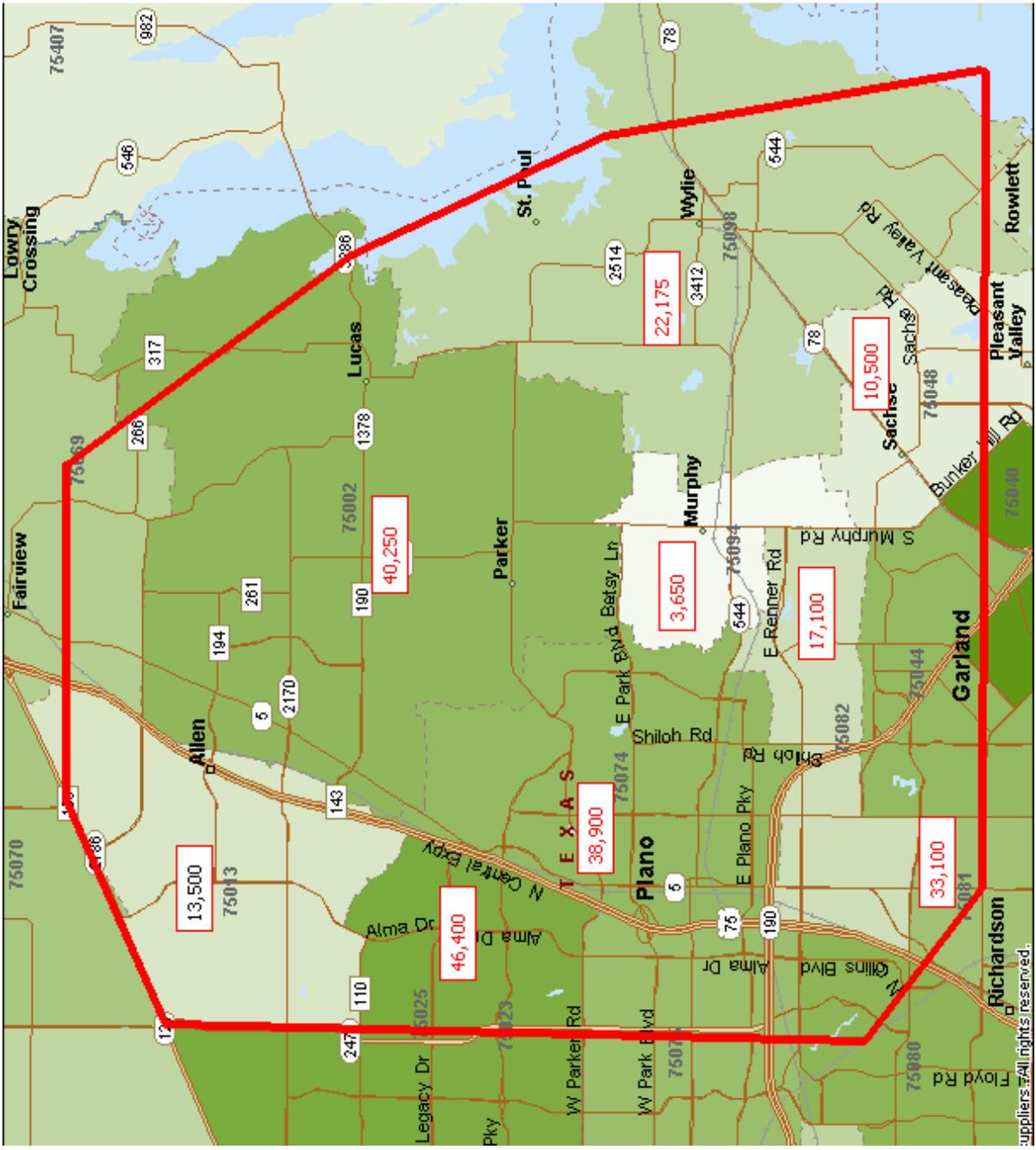
Supportable Retail Table
Downtown Plano Texas Study Area

Retail Category	2010		2012		Supportable Retail		2010		2012		Retailers such as
	Trade Area	Trade Area	Trade Area	Trade Area	Annual Sales	Sales Per S/F	Annual Sales	Sales Per S/F	Annual Sales	Sales Per S/F	
Grocery Stores (NAICS 4451)	726,549,107	809,816,533	51,100	27,798,400	\$544	\$576	Albertson's, Sprout Farmers Market,				
Specialty Food Stores (NAICS 4452)	8,535,710	9,513,960	2,800	1,150,800	\$411	\$429	Penzeys Spices, Ethnic Market				
Beer/Wine Stores (NAICS 4453)	25,626,419	28,563,379	2,600	1,237,600	\$476	\$502	Best Cellars, Spec Liquor Store, The Grape				
Food & Beverage Stores (NAICS 445)	\$760,711,236	\$847,893,872	56,500	\$30,186,800	\$477	\$502					
Building Supplies (NAICS 4441)	172,080,507	191,802,093	28,400	13,546,800	\$477	\$513	Zarsky Lumber, Sutherland				
Lawn & Garden Supplies (NAICS 4442)	13,617,682	15,178,360	5,500	2,640,000	\$480	\$501	True Value, ACO				
Big Materials, Garden Equip. & Supply Stores (NAICS 444)	\$185,698,189	\$206,980,453	33,900	\$16,186,800	\$479	\$507					
Women's Apparel (NAICS 44811)	103,414,387	115,266,372	4,800	1,761,600	\$367	\$379	Dots's, Styles for Less,				
Men's Apparel (NAICS 44812)	79,776,812	88,919,773	2,400	825,600	\$344	\$355	Casual Male, Jockey International				
Unisex (NAICS 44814)	53,184,542	59,279,849	1,800	682,200	\$379	\$391	Old Navy, Levi Strauss Co.				
Shoe Stores (NAICS 4482)	30,012,981	33,452,670	1,400	550,200	\$393	\$413	Famous Footwear, Redwing, Aerosoles				
Clothing and Accessories Stores (NAICS 448)	\$266,388,722	\$296,918,664	10,400	\$3,819,600	\$371	\$385					
General Merchandise (NAICS 4529)	605,408,091	674,791,940	6,700	2,003,300	\$299	\$321	Duckwell Variety, Ten Thousand Villages				
General Merchandise Stores (NAICS 452)	\$605,408,091	\$674,791,940	6,700	\$2,003,300	\$299	\$321					
Full-Service Restaurants (NAICS 7221)	310,838,525	346,462,716	11,700	4,761,900	\$407	\$428	Gorden Biersch Brewery, Darden Rest. Grp.				
Limited-Service Eating (NAICS 7222)	385,640,695	429,837,718	3,500	1,638,000	\$468	\$500	Great Wraps, Baja Fresh, Atlanta Bread Co.				
Food Services & Drinking Places (NAICS 722)	\$696,479,220	\$776,300,434	15,200	\$6,399,900	\$438	\$464					
Furniture Stores (NAICS 4421)	120,956,524	134,818,957	6,000	2,010,000	\$335	\$352	Edelstein Better Furniture				
Home Furnishings Stores (NAICS 4422)	97,363,816	108,522,366	2,500	832,500	\$333	\$356	The Room Store, Lacks Valley Furniture				
Furniture & Home Furnishings Stores (NAICS 442)	\$218,320,340	\$243,341,323	8,500	\$2,842,500	\$334	\$354					
Book and Music Stores (NAICS 4512)	29,846,884	33,267,538	4,000	920,000	\$230	\$248	Half Price Books, Logos Books				
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$29,846,884	\$33,267,538	4,000	\$920,000	\$230	\$248					
Florists (NAICS 4531)	9,932,277	11,070,582	1,750	514,500	\$294	\$317	Kabloom Flowers, 1-800-Flowers				
Office Supplies & Gift. (NAICS 4532)	32,591,574	36,326,788	2,500	775,000	\$310	\$329	Caboodle, Rapid Refill Ink, Xpedx Paper				
Miscellaneous Store Retailers (NAICS 453)	\$42,523,851	\$47,397,370	4,250	\$1,289,500	\$302	\$323					
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$155,281,695	\$173,078,024	2,500	\$1,002,500	\$401	\$420	Batteries Plus, Conn's Appliances, Radio Shack, Verizon Wireless				
Total Identified Retail Expenditure			141,950 sf	\$64,650,900	\$455	\$					

**Retail Expenditure Potential
Downtown Plano Texas Study Area**

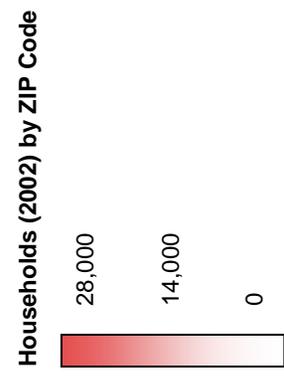
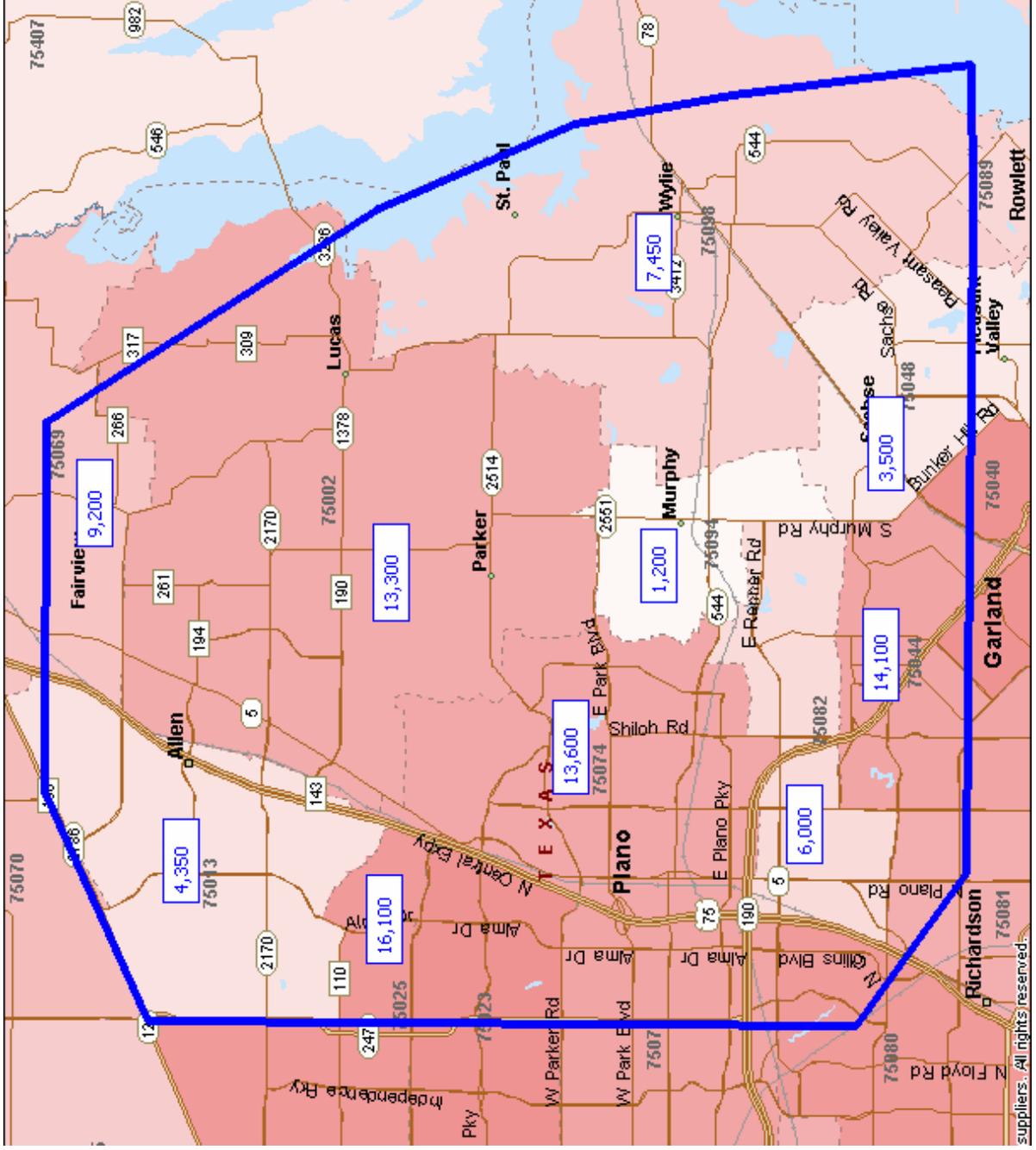
Retail Category	2008	2010	2012
	Trade Area ('000's)	Trade Area ('000's)	Trade Area ('000's)
Grocery Stores (NAICS 4451)	653,078	726,549	809,816
Specialty Food Stores (NAICS 4452)	7,673	8,535	9,513
Beer, Wine, and Liquor Stores (NAICS 4453)	23,035	25,626	28,563
Food & Beverage Stores (NAICS 445)	\$683,786	\$760,710	\$847,892
Building Material & Supplies (NAICS 4441)	154,679	172,080	191,802
Lawn/Garden Supplies Stores (NAICS 4442)	12,241	13,617	15,178
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$166,920	\$185,697	\$206,980
Women's Apparel (NAICS 44811)	92,957	103,414	115,266
Men's Apparel (NAICS 44812)	71,709	79,776	88,919
Children's Apparel (NAICS 44813)	53,118	59,093	65,866
Unisex (NAICS 44814)	47,806	53,184	59,279
Shoe Stores (NAICS 4482)	26,978	30,012	33,452
Jewelry, Luggage, Leather Goods (NAICS 4483)	19,777	22,002	24,523
Clothing and Accessories Stores (NAICS 448)	\$312,345	\$347,481	\$387,305
Other General Merchandise (NAICS 4529)	544,187	605,408	674,791
Department Stores (NAICS 4521)	229,923	255,789	285,104
General Merchandise Stores (NAICS 452)	\$774,110	\$861,197	\$959,895
Full-Service Restaurants (NAICS 7221)	279,405	310,838	346,462
Limited-Service Eating Places (NAICS 7222)	346,643	385,640	429,837
Special Food Services (NAICS 7223)	27,236	30,300	33,772
Drinking Places (NAICS 7224)	3,452	3,840	4,280
Food Services & Drinking Places (NAICS 722)	\$656,736	\$730,618	\$814,351
Furniture Stores (NAICS 4421)	108,725	120,956	134,818
Home Furnishings Stores (NAICS 4422)	87,518	97,363	108,522
Furniture & Home Furnishings Stores (NAICS 442)	\$196,243	\$218,319	\$243,340
Sporting Goods/Hobby Stores (NAICS 45111)	38,332	42,644	47,532
Musical Instruments Stores (45112)	12,777	14,214	15,844
Book, Periodical, & Music (NAICS 4512)	26,829	29,846	33,267
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$77,938	\$86,704	\$96,643
Florists (NAICS 4531)	8,928	9,932	11,070
Office Supplies/Stationery Stores (NAICS 4532)	29,296	32,591	36,326
Used Merchandise Stores (NAICS 4533)	4,281	4,763	5,308
Miscellaneous Store Retailers (NAICS 4539)	17,572	19,548	21,789
Miscellaneous Store Retailers (NAICS 453)	\$60,077	\$66,834	\$74,493
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$139,579	\$155,281	\$173,078
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$99,411	\$110,594	\$123,269
Total Identified Retail Expenditure	\$3,167,145	\$3,523,435	\$3,927,246

Downtown Plano Trade Area Map: Population by Zip Code



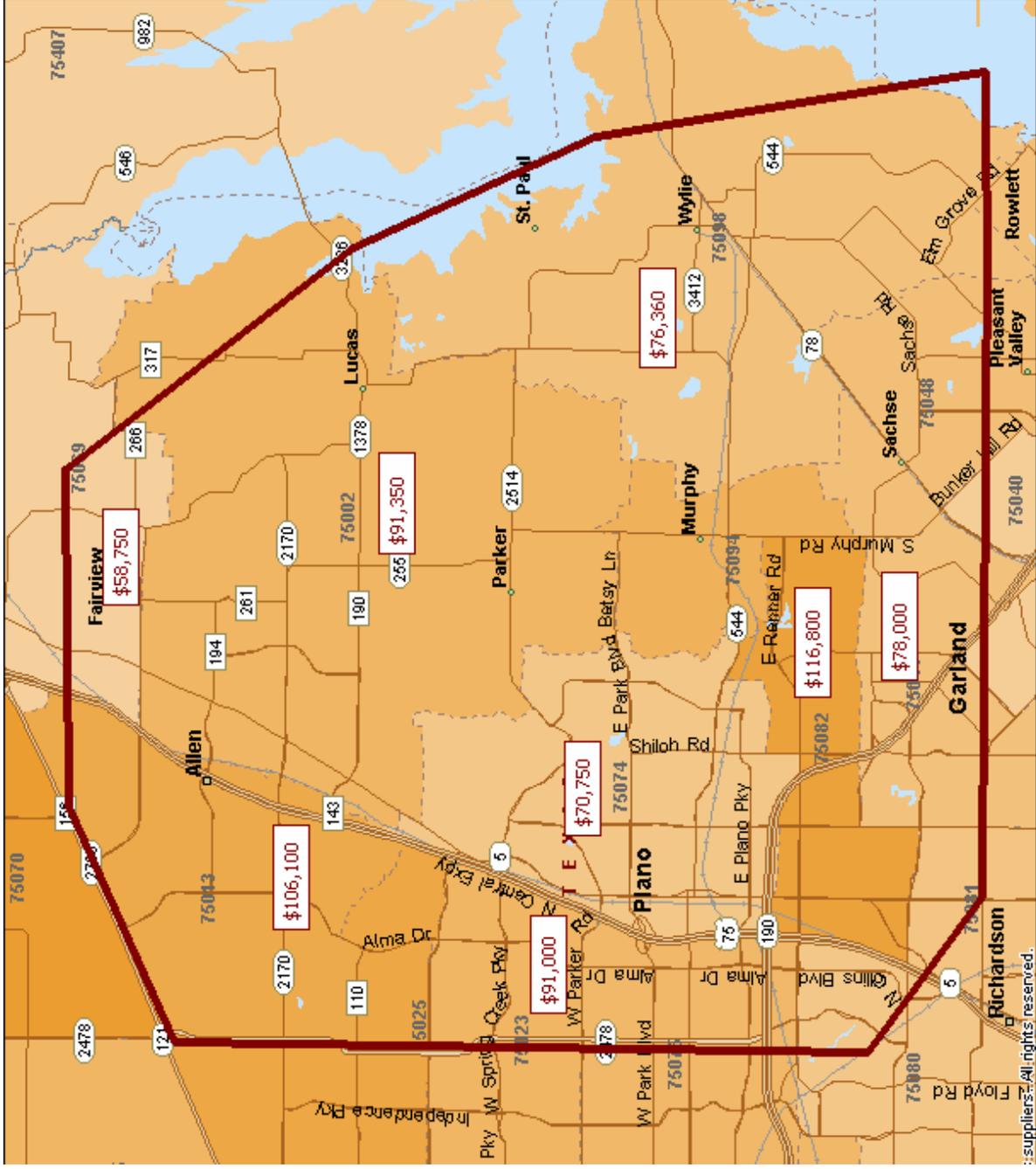
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Downtown Plano Trade Area Map: Households by Zip Code



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Downtown Plano Trade Area Map: Average Household Income by Zip Code



Average Household Income (2002) by ZIP Code

\$150,000.00

\$75,000.00

\$0.00

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Major Trade Area Retail Centers

Downtown Plano Texas Study Area

Map Number	Major Shopping Centers, 250,000 sf and up Major Shopping Center Name and Address Type and Number of Stores	Year Open	GLA in S/F
1	Stonebriar Centre Preston Rd. (SH 289) & Hwy 121 Frisco, TX 75034 Enclosed, 165 Stores Anchors: Macy's, JCPenney, Sears, Nordstrom	2000	1,650,000
2	Valley View Center Preston & LBJ Dallas, TX 75240 Enclosed, 144 Stores Anchors: Dillard's, Macy's, Sears, JCPenney	1973	1,640,000
3	The Shops at Willow Bend Dallas N. Tollway @ West Park Blvd. Plano, TX 75093 Enclosed, 148 Stores Anchors: Dillard's, Macy's, Neiman Marcus, Saks Fifth Avenue	2001	1,388,000
4	Galleria Dallas I-635 & Dallas North Tollway Dallas, TX 75240 Enclosed, 200 Stores Anchors: Macy's, Nordstrom, Saks Fifth Avenue, Gap	1982	1,273,790
5	Collin Creek Alma Dr. & Plano Parkway Plano, TX 75075 Enclosed, 135 Stores Anchors: Dillard's, Sears, JCPenney, Macy's	1981	1,120,000
6	The Village at Fairview Stacy Road, US Hwy. 75 & Hwy. 5 Fairview, TX 75069 Open, 0 Stores Anchors: Dillard's, Macy's, JCPenney, Barnes & Noble	2008	1,100,000

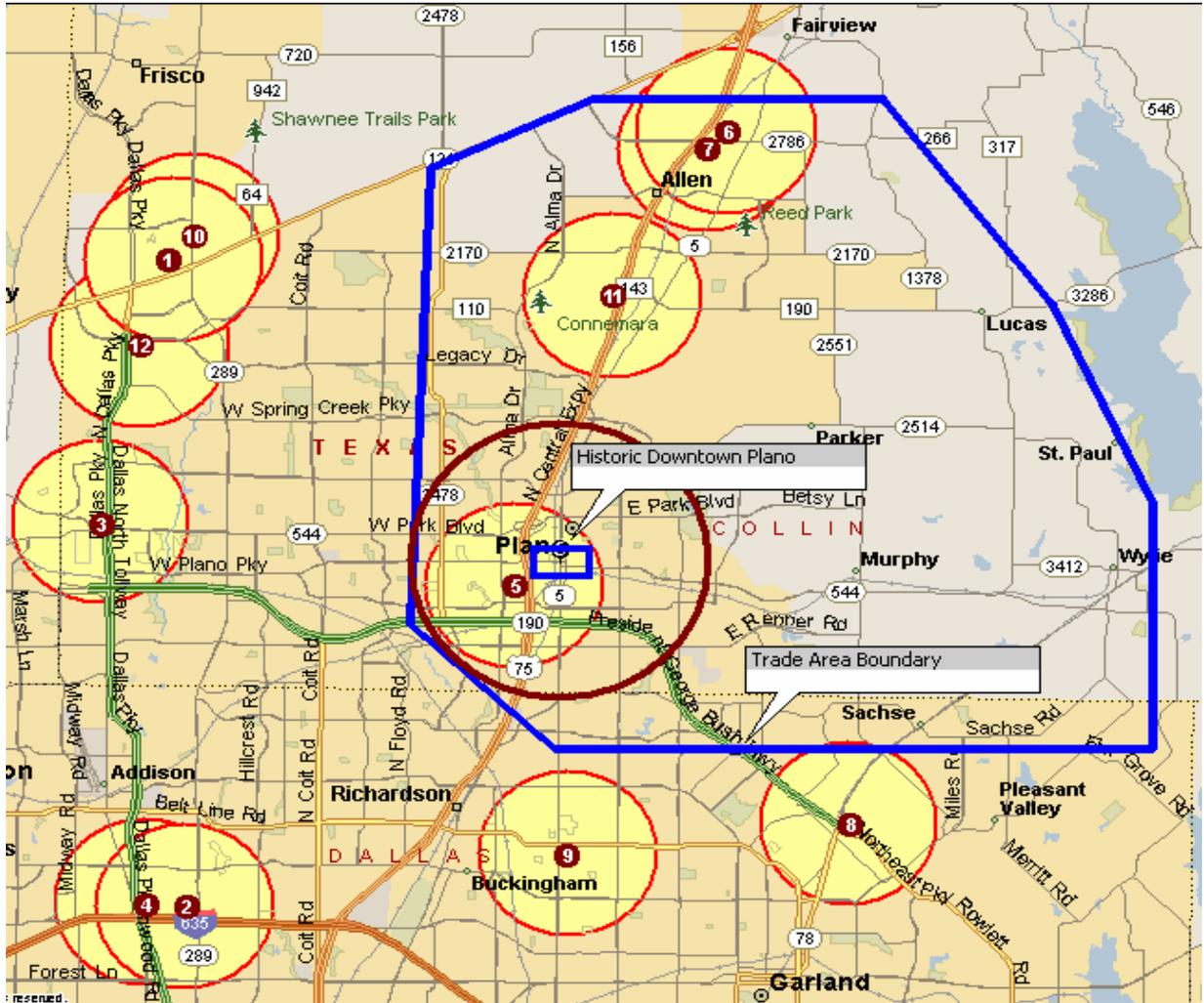
Center Number	Major Shopping Center Name and Address Type and Number of Stores	Year Open	Size (S/F)
7	The Village at Allen Stacy Road & US Hwy. 75 Fairview, TX 75069 Open, 0 Stores Anchors: None	2008	1,000,000
8	Firewheel Town Center Hwy 78, Hwy 190 & President George Bush Turnp Garland, TX 75045 Open, 0 Stores Anchors: Dillard's, Macy's	2005	783,908
9	Richardson Square Beltline & Plano Rds. Richardson, TX 75081 Enclosed, 53 Stores Anchors: Super Target, Vacant, Sears	1977	744,226
10	The Centre at Preston Ridge Gaylord Pkwy. & Preston Rd. Frisco, TX 75034 Open, 136 Stores Anchors: Target, Best Buy, Stein Mart, Linens 'N Things	2000	734,315
11	Watters Creek at Montgomery Farm Bethany Rd. & I-75 Allen, TX 75002 Open, 0 Stores Anchors: None	2007	550,000
12	The Shops at Legacy Legacy Drive & Dallas North Tollway Plano, TX 75024 Open, 41 Stores Anchors: Robb & Stucky Furniture	2002	520,000
13	Collin Creek Crossing 1&2 SWC Central Expressway & 15th St. Plano, TX 75075 Open, 20 Stores Anchors: Ashley Furniture, Cost Plus World Market, Hemispheres, Hobby Lobby	1981	455,000

Center Number	Major Shopping Center Name and Address Type and Number of Stores	Year Open	Size in S/F
14	Prestonwood Town Center NEC Belt Line Rd. & Montfort Dr. Dallas, TX 75248 Open, 25 Stores Anchors: Wal-Mart, Circuit City, Office Depot	2006	450,000
15	Allen Premium Outlets US 75 & Stacy Rd. Allen, TX 75013 Open, 101 Stores Anchors: None	2000	413,492
16	Village On The Parkway SEC of Dallas North Tollway & Beltline Rd. Addison, TX 75254 Open, 56 Stores Anchors: Bed Bath & Beyond, 24 Hour Fitness, Inc., Brook Mayes Music	1980	381,166
17	Preston Shepard Place Preston Rd. & Preston Park Blvd. Plano, TX 75074 Open, 26 Stores Anchors: Border's Books, Babies 'R' Us, Stein Mart, Nordstrom Rack	1996	363,156
18	Preston Towne Crossing S/C Park & Preston Plano, TX 75093 Open, 50 Stores Anchors: Target, Kroger, T.J. Maxx	1988	331,192
19	McKinney Marketplace Eldorado Pkwy & Central Expressway McKinney, TX 75070 Open, 20 Stores Anchors: Kohl's, Albertsons	2000	285,254
20	Preston Village Center Preston Rd. State Hwy 289 & State Hwy 121 Plano, TX 75024 Open, 37 Stores Anchors: PGA Tour Superstore, Room Store, Michaels, OfficeMax	1999	278,823

Center Number	Major Shopping Center Name and Address Type and Number of Stores	Year Open	Total S/F
21	Keystone Park US 75 & Spring Valley Road Dallas, TX 75240 Open, 6 Stores Anchors: Sony Theaters	1996	275,000
22	Pepper Square SEC Preston Road & Beltline Road Dallas, TX 75254 Open, 63 Stores Anchors: Hobby Lobby, SteinMart, Bally Total Fitness	1994	275,000
23	Preston Park Village West Park Blvd. & Preston Park Dr. Plano, TX 75093 Open, 42 Stores Anchors: Tom Thumb	1985	273,396

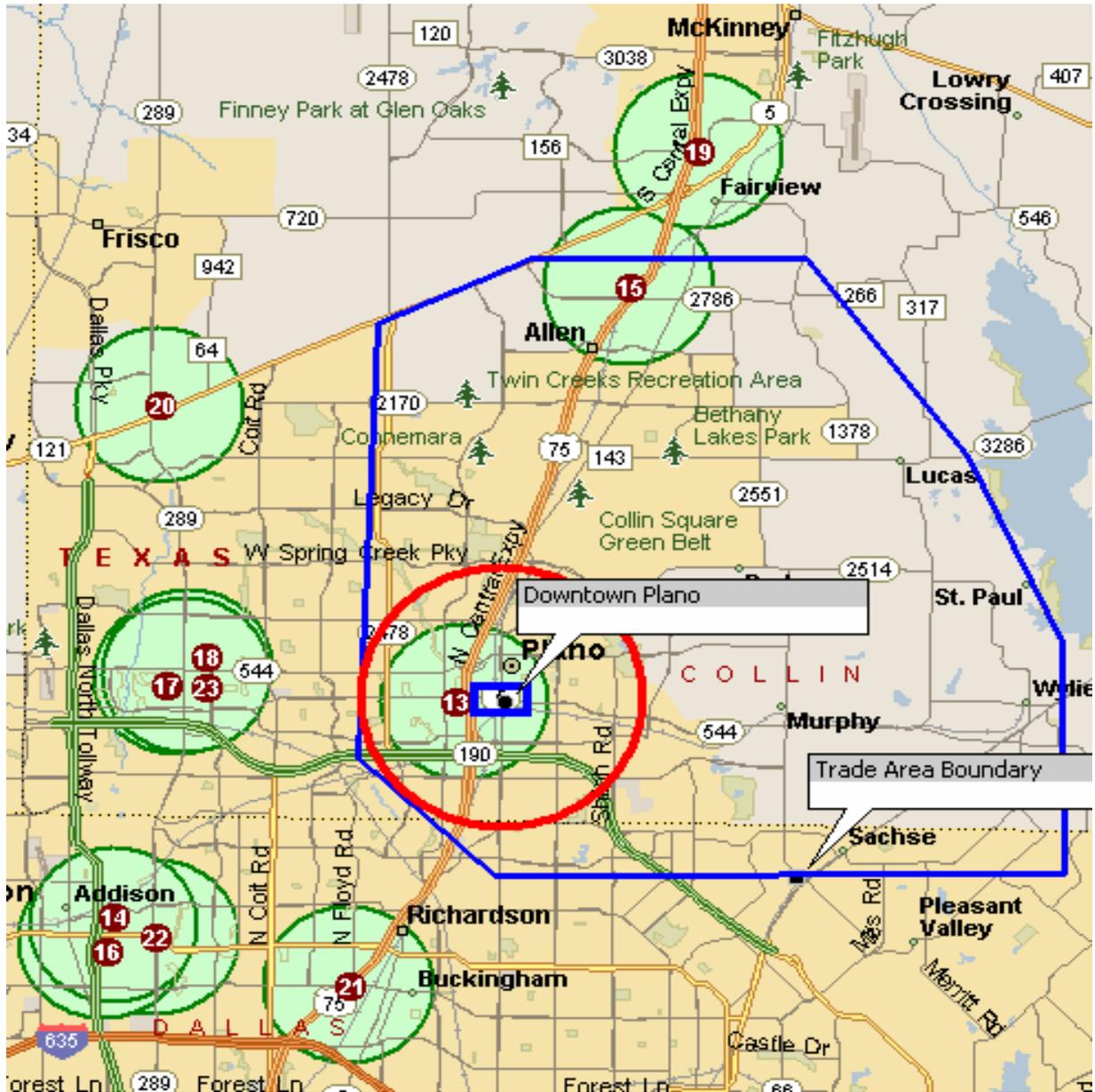
Major Trade Area Competition Map

REGIONAL RETAIL CENTERS



MAJOR TRADE AREA COMPETITION MAP

COMMUNITY RETAIL CENTERS



Business-Facts: WorkPlace & Employment Summary
Downtown Plano Texas Study Area

Total Businesses:	10,822
Total Employees:	90,507
Total Residential Population:	299,930
Daytime (Employee)/Nighttime (Population) Ratio	0.30

Business Category	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	273	2.5%	1,401	1.5%
Construction	1,041	9.6%	4,843	5.4%
Manufacturing	391	3.6%	9,347	10.3%
Transportation	226	2.1%	1,031	1.1%
Communication	136	1.3%	2,852	3.2%
Electric, Gas, Water, Sanitary Services	19	0.2%	312	0.3%
Wholesale Trade	595	5.5%	5,125	5.7%
Retail Trade Summary	2,308	21.3%	22,461	24.8%
Home Improvement	164	1.5%	1,271	1.4%
General Merchandise Stores	88	0.8%	2,592	2.9%
Food Stores	222	2.1%	2,527	2.8%
Auto Dealers, Gas Stations, Auto Aftermarket	183	1.7%	1,926	2.1%
Apparel & Accessory Stores	187	1.7%	1,137	1.3%
Furniture & Home Furnishings	376	3.5%	2,223	2.5%
Eating & Drinking Places	518	4.8%	8,124	9.0%
Miscellaneous Retail	570	5.3%	2,661	2.9%
Finance, Insurance, Real Estate Summary	1,032	9.5%	5,079	5.6%
Banks, Savings & Lending Institutions	234	2.2%	1,315	1.5%
Securities Brokers	113	1.0%	214	0.2%
Insurance Carriers & Agents	314	2.9%	1,659	1.8%
Real Estate, Holding, Other Investment Offices	371	3.4%	1,891	2.1%
Services Summary	4,199	38.8%	32,037	35.4%
Hotels & Lodging	27	0.2%	441	0.5%
Automotive Services	276	2.6%	1,252	1.4%
Motion Pictures & Amusements	244	2.3%	1,780	2.0%
Health Services	561	5.2%	3,720	4.1%
Legal Services	178	1.6%	523	0.6%
Education Institutions & Libraries	190	1.8%	7,809	8.6%
Other Services	2,723	25.2%	16,512	18.2%
Government	125	1.2%	5,410	6.0%
Other	477	4.4%	610	0.7%
Totals	10,822	100.0%	90,508	100.0%

Source: Business data provided by InfoUSA, Omaha NE Copyright 2007, all rights reserved.

Business-Facts: WorkPlace & Employment Summary
Downtown Plano Texas Study Area

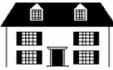
Total Businesses:	10,822
Total Employees:	90,507
Total Residential Population:	299,930
Daytime (Employee)/Nighttime (Population) Ratio	0.30

Business Category	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing and Hunting	26	0.2%	28	0.0%
Mining	32	0.3%	82	0.1%
Utilities	13	0.1%	239	0.3%
Construction	1,102	10.2%	5,149	5.7%
Manufacturing	389	3.6%	8,969	9.9%
Wholesale Trade	582	5.4%	5,081	5.6%
Retail Trade	1,718	15.9%	14,069	15.5%
Motor Vehicle and Parts Dealers	142	1.3%	1,786	2.0%
Furniture and Home Furnishings Stores	126	1.2%	761	0.8%
Electronics and Appliance Stores	258	2.4%	1,451	1.6%
Building Material & Garden Equipment & Supplies Dealers	164	1.5%	1,271	1.4%
Food and Beverage Stores	162	1.5%	2,319	2.6%
Health and Personal Care Stores	97	0.9%	561	0.6%
Gasoline Stations	41	0.4%	140	0.2%
Clothing and Clothing Accessories Stores	230	2.1%	1,459	1.6%
Sporting Goods, Hobby, Book, and Music Stores	118	1.1%	734	0.8%
General Merchandise Stores	88	0.8%	2,592	2.9%
Miscellaneous Store Retailers	262	2.4%	947	1.0%
Nonstore Retailers	29	0.3%	48	0.1%
Transportation and Warehousing	153	1.4%	889	1.0%
Information	288	2.7%	3,881	4.3%
Finance and Insurance	676	6.2%	3,278	3.6%
Central Bank; Credit Intermediation and Related Activities	238	2.2%	1,322	1.5%
Securities, Commodity Contracts, Other Financial Investments & Related Activities	120	1.1%	260	0.3%
Insurance Carriers & Related Activities; Funds, Trusts, & Other Financial Vehicles	318	2.9%	1,696	1.9%
Real Estate and Rental and Leasing	448	4.1%	2,074	2.3%
Professional, Scientific, and Technical Services	1,301	12.0%	9,487	10.5%
Legal Services	212	2.0%	731	0.8%
Management of Companies and Enterprises	8	0.1%	26	0.0%
Administrative & Support & Waste Management & Remediation Services	561	5.2%	2,902	3.2%
Educational Services	259	2.4%	8,030	8.9%
Health Care and Social Assistance	711	6.6%	5,429	6.0%
Arts, Entertainment, and Recreation	152	1.4%	1,333	1.5%
Accommodation and Food Services	586	5.4%	8,716	9.6%
Accommodation	27	0.2%	441	0.5%
Food Services and Drinking Places	559	5.2%	8,276	9.1%
Other Services (except Public Administration)	1,212	11.2%	4,761	5.3%
Automotive Repair and Maintenance	215	2.0%	975	1.1%
Public Administration	125	1.2%	5,410	6.0%
Unclassified Establishments	481	4.4%	674	0.7%
Totals	10,823	100.0%	90,507	100.0%

Source: Business data provided by InfoUSA, Omaha NE Copyright 2007, all rights reserved.

Market Profile Table

Downtown Plano Texas Study Area

	2000 Total Population	212,254
	2000 Group Quarters	815
	2007 Total Population	299,930
	2012 Total Population	370,853
	2007 - 2012 Annual Rate	4.34%
	2000 Households	74,069
	2000 Average Household Size	2.85
	2007 Households	105,029
	2007 Average Household Size	2.85
	2012 Households	130,543
	2012 Average Household Size	2.83
	2007 - 2012 Annual Rate	4.45%
	2000 Families	58,149
	2000 Average Family Size	3.23
	2007 Families	80,602
	2007 Average Family Size	3.26
	2012 Families	98,967
2012 Average Family Size	3.27	
2007 - 2012 Annual Rate	4.19%	
	2000 Housing Units	78,152
	Owner Occupied Housing Units	71.6%
	Renter Occupied Housing Units	23.3%
	Vacant Housing Units	5.0%
	2007 Housing Units	110,684
	Owner Occupied Housing Units	72.8%
	Renter Occupied Housing Units	22.1%
	Vacant Housing Units	5.1%
	2012 Housing Units	138,379
	Owner Occupied Housing Units	72.3%
	Renter Occupied Housing Units	22.0%
	Vacant Housing Units	5.7%
	Median Household Income	
	2000	\$71,289
	2007	\$92,564
2012	\$114,367	
Median Home Value		
2000	\$135,629	
2007	\$193,357	
2012	\$224,242	
Per Capita Income		
2000	\$29,389	
2007	\$41,421	
2012	\$53,134	
Median Age		
2000	33.0	
2007	34.4	
2012	34.7	

Data Note: 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.

**Source: U.S. Bureau of the Census, 2000 Census of Population and Housing,
2000 Households by Income**



Household Income Base	74,207
< \$15,000	4.7%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	5.6%
\$200,000 +	4.1%
Average Household Income	\$84,005

2007 Households by Income

Household Income Base	105,029
< \$15,000	3.2%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	17.4%
\$100,000 - \$149,999	23.9%
\$150,000 - \$199,999	12.0%
\$200,000 +	10.0%
Average Household Income	\$118,173

2012 Households by Income

Household Income Base	130,543
< \$15,000	2.4%
\$15,000 - \$24,999	2.1%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	13.1%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	24.0%
\$150,000 - \$199,999	14.8%
\$200,000 +	19.3%
Average Household Income	\$150,776

2000 Owner Occupied HUs by Value

Total	55,833
< \$50,000	3.7%
\$50,000 - \$99,999	21.4%
\$100,000 - \$149,999	34.5%
\$150,000 - \$199,999	23.1%
\$200,000 - \$299,999	12.5%
\$300,000 - \$499,999	3.9%
\$500,000 - \$999,999	0.7%
\$1,000,000+	0.2%
Average Home Value	\$153,731

2000 Specified Renter Occupied HUs by Contract Rent

Total	18,157
With Cash Rent	97.4%
No Cash Rent	2.6%
Median Rent	\$754
Average Rent	\$792

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.

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



2000 Population by Age

Total	212,252
0 - 4	8.6%
5 - 9	8.7%
10 - 14	8.2%
15 - 19	6.9%
20 - 24	4.8%
25 - 34	16.3%
35 - 44	20.3%
45 - 54	14.1%
55 - 64	7.2%
65 - 74	3.0%
75 - 84	1.5%
85+	0.4%
18+	69.9%

2007 Population by Age

Total	299,929
0 - 4	8.7%
5 - 9	8.9%
10 - 14	8.5%
15 - 19	6.9%
20 - 24	5.6%
25 - 34	12.3%
35 - 44	19.1%
45 - 54	15.3%
55 - 64	9.4%
65 - 74	3.6%
75 - 84	1.4%
85+	0.5%
18+	69.6%

2012 Population by Age

Total	370,853
0 - 4	8.8%
5 - 9	8.2%
10 - 14	8.6%
15 - 19	7.1%
20 - 24	5.1%
25 - 34	12.5%
35 - 44	16.4%
45 - 54	16.9%
55 - 64	10.0%
65 - 74	4.3%
75 - 84	1.5%
85+	0.5%
18+	69.9%

2000 Population by Sex

Males	50.1%
Females	49.9%

2007 Population by Sex

Males	49.9%
Females	50.1%

2012 Population by Sex

Males	49.7%
Females	50.3%

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



2000 Population by Race/Ethnicity

Total	212,253
White Alone	80.4%
Black Alone	5.5%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	6.8%
Some Other Race Alone	4.4%
Two or More Races	2.4%
Hispanic Origin	11.1%
Diversity Index	47.5

2007 Population by Race/Ethnicity

Total	299,929
White Alone	76.6%
Black Alone	5.7%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	8.7%
Some Other Race Alone	5.6%
Two or More Races	2.7%
Hispanic Origin	13.8%
Diversity Index	54.4

2012 Population by Race/Ethnicity

Total	370,853
White Alone	74.7%
Black Alone	5.9%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	9.8%
Some Other Race Alone	6.1%
Two or More Races	2.9%
Hispanic Origin	15.0%
Diversity Index	57.4

**2000 Population 3+ by School Enrollment**

Total	201,102
Enrolled in Nursery/Preschool	2.7%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	14.2%
Enrolled in Grade 9-12	6.5%
Enrolled in College	4.2%
Enrolled in Grad/Prof School	1.4%
Not Enrolled in School	69.2%

2000 Population 25+ by Educational Attainment

Total	133,749
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	16.4%
Some College, No Degree	24.9%
Associate Degree	7.1%
Bachelor's Degree	30.3%
Master's/Prof/Doctorate Degree	13.1%

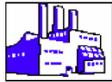
Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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



2000 Population 15+ by Sex and Marital Status

Total	158,480
Females	50.0%
Never Married	9.1%
Married, not Separated	32.8%
Married, Separated	0.7%
Widowed	2.3%
Divorced	5.2%
Males	50.0%
Never Married	12.1%
Married, not Separated	33.6%
Married, Separated	0.5%
Widowed	0.4%
Divorced	3.3%

**2000 Population 16+ by Employment Status**

Total	154,982
In Labor Force	76.3%
Civilian Employed	74.0%
Civilian Unemployed	2.3%
In Armed Forces	0.0%
Not in Labor Force	23.7%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	95.8%
Civilian Unemployed	4.2%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	96.3%
Civilian Unemployed	3.7%

2000 Females 16+ by Employment Status and Age of Children

Total	77,618
Own Children < 6 Only	11.1%
Employed/in Armed Forces	6.1%
Unemployed	0.2%
Not in Labor Force	4.8%
Own Children <6 and 6-17	8.4%
Employed/in Armed Forces	4.4%
Unemployed	0.1%
Not in Labor Force	3.9%
Own Children 6-17 Only	23.1%
Employed/in Armed Forces	17.2%
Unemployed	0.4%
Not in Labor Force	5.5%
No Own Children <18	57.3%
Employed/in Armed Forces	36.6%
Unemployed	1.4%
Not in Labor Force	19.3%

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



2007 Employed Population 16+ by Industry

Total	147,146
Agriculture/Mining	0.8%
Construction	6.9%
Manufacturing	11.9%
Wholesale Trade	3.7%
Retail Trade	12.2%
Transportation/Utilities	2.6%
Information	5.7%
Finance/Insurance/Real Estate	10.6%
Services	43.1%
Public Administration	2.5%

2007 Employed Population 16+ by Occupation

Total	147,145
White Collar	77.3%
Management/Business/Financial	23.3%
Professional	28.3%
Sales	13.7%
Administrative Support	12.0%
Services	10.6%
Blue Collar	12.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	2.7%
Production	2.7%
Transportation/Material Moving	2.2%

**2000 Workers 16+ by Means of Transportation to Work**

Total	113,189
Drove Alone - Car, Truck, or Van	82.9%
Carpooled - Car, Truck, or Van	10.0%
Public Transportation	0.9%
Walked	1.3%
Other Means	0.9%
Worked at Home	4.0%

2000 Workers 16+ by Travel Time to Work

Total	113,189
Did not Work at Home	96.0%
Less than 5 minutes	1.6%
5 to 9 minutes	7.2%
10 to 19 minutes	25.3%
20 to 24 minutes	14.6%
25 to 34 minutes	21.9%
35 to 44 minutes	7.5%
45 to 59 minutes	10.5%
60 to 89 minutes	5.8%
90 or more minutes	1.5%
Worked at Home	4.0%
Average Travel Time to Work (in min)	27.7

2000 Households by Vehicles Available

Total	74,032
None	2.2%
1	24.5%
2	53.3%
3	15.7%
4	3.4%
5+	0.9%
Average Number of Vehicles Available	2.0

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



2000 Households by Type

Total	74,069
Family Households	78.5%
Married-couple Family	66.7%
With Related Children	38.3%
Other Family (No Spouse)	11.8%
With Related Children	8.0%
Nonfamily Households	21.5%
Householder Living Alone	16.9%
Householder Not Living Alone	4.6%
Households with Related Children	46.2%
Households with Persons 65+	10.2%

2000 Households by Size

Total	74,069
1 Person Household	16.9%
2 Person Household	31.5%
3 Person Household	19.7%
4 Person Household	19.6%
5 Person Household	8.2%
6 Person Household	2.6%
7+ Person Household	1.5%

2000 Households by Year Householder Moved In

Total	74,031
Moved in 1999 to March 2000	26.3%
Moved in 1995 to 1998	35.0%
Moved in 1990 to 1994	17.0%
Moved in 1980 to 1989	14.6%
Moved in 1970 to 1979	5.6%
Moved in 1969 or Earlier	1.5%
Median Year Householder Moved In	1996

**2000 Housing Units by Units in Structure**

Total	77,950
1, Detached	76.4%
1, Attached	1.8%
2	0.4%
3 or 4	2.9%
5 to 9	4.4%
10 to 19	3.5%
20+	7.9%
Mobile Home	2.4%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	78,135
1999 to March 2000	9.3%
1995 to 1998	18.7%
1990 to 1994	11.8%
1980 to 1989	28.7%
1970 to 1979	22.6%
1969 or Earlier	8.9%
Median Year Structure Built	1986

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

Top 3 Tapestry Segments

1.	Boomburbs
2.	Milk & Cookies
3.	Up & Coming Families



2007 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 r

Apparel & Services: Total \$	\$419,851,414
Average Spent	\$3,997.48
Spending Potential Index	145
Computers & Accessories: Total \$	\$43,839,972
Average Spent	\$417.41
Spending Potential Index	168
Education: Total \$	\$217,716,881
Average Spent	\$2,072.92
Spending Potential Index	161
Entertainment/Recreation: Total \$	\$585,179,682
Average Spent	\$5,571.60
Spending Potential Index	162
Food at Home: Total \$	\$802,781,327
Average Spent	\$7,643.43
Spending Potential Index	152
Food Away from Home: Total \$	\$564,195,028
Average Spent	\$5,371.80
Spending Potential Index	159
Health Care: Total \$	\$599,672,162
Average Spent	\$5,709.59
Spending Potential Index	146
HH Furnishings & Equipment: Total \$	\$386,717,354
Average Spent	\$3,682.01
Spending Potential Index	163
Investments: Total \$	\$270,113,227
Average Spent	\$2,571.80
Spending Potential Index	172
Retail Goods: Total \$	\$4,326,138,793
Average Spent	\$41,189.95
Spending Potential Index	155
Shelter: Total \$	\$2,622,400,848
Average Spent	\$24,968.35
Spending Potential Index	166
TV/Video/Sound Equipment: Total \$	\$191,136,694
Average Spent	\$1,819.85
Spending Potential Index	156
Travel: Total \$	\$320,163,537
Average Spent	\$3,048.33
Spending Potential Index	165
Vehicle Maintenance & Repairs: Total \$	\$179,662,078
Average Spent	\$1,710.59
Spending Potential Index	160

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

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Population by Age Table

Downtown Plano Texas Study Area

Census Category	Census 2000	2007	2012	2007-2012	2007-2012
				Change	Annual Rate
Population	212,254	299,930	370,853	70,923	4.34%
Households	74,069	105,029	130,543	25,514	4.45%
Average Household Size	2.85	2.85	2.83	0	-0.14%

Total Population by Detailed Age

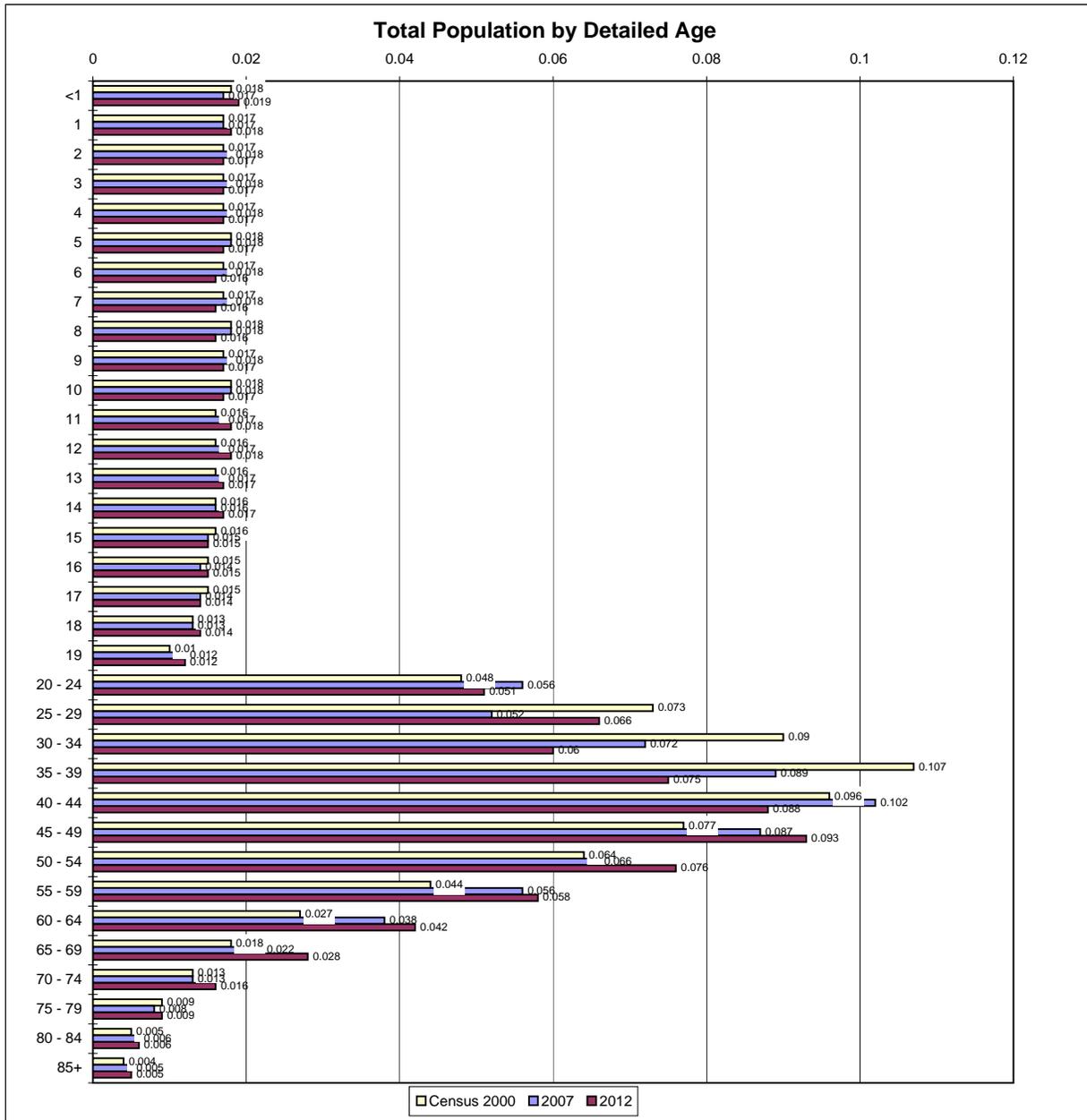
Age	Census 2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
Total	212,251	100.0%	299,928	100.0%	370,856	100.0%
<1	3,717	1.8%	5,063	1.7%	6,904	1.9%
1	3,610	1.7%	5,175	1.7%	6,615	1.8%
2	3,627	1.7%	5,262	1.8%	6,428	1.7%
3	3,600	1.7%	5,294	1.8%	6,339	1.7%
4	3,615	1.7%	5,289	1.8%	6,329	1.7%
5	3,740	1.8%	5,317	1.8%	6,198	1.7%
6	3,673	1.7%	5,342	1.8%	6,039	1.6%
7	3,695	1.7%	5,356	1.8%	6,002	1.6%
8	3,743	1.8%	5,296	1.8%	6,014	1.6%
9	3,624	1.7%	5,261	1.8%	6,179	1.7%
10	3,738	1.8%	5,295	1.8%	6,464	1.7%
11	3,477	1.6%	5,182	1.7%	6,529	1.8%
12	3,458	1.6%	5,151	1.7%	6,570	1.8%
13	3,414	1.6%	4,974	1.7%	6,382	1.7%
14	3,419	1.6%	4,806	1.6%	6,122	1.7%
15	3,302	1.6%	4,514	1.5%	5,736	1.5%
16	3,170	1.5%	4,273	1.4%	5,517	1.5%
17	3,208	1.5%	4,188	1.4%	5,368	1.4%
18	2,784	1.3%	3,957	1.3%	5,033	1.4%
19	2,164	1.0%	3,646	1.2%	4,567	1.2%
20 - 24	10,142	4.8%	16,776	5.6%	19,067	5.1%
25 - 29	15,554	7.3%	15,507	5.2%	24,349	6.6%
30 - 34	19,132	9.0%	21,448	7.2%	22,101	6.0%
35 - 39	22,755	10.7%	26,591	8.9%	27,949	7.5%
40 - 44	20,364	9.6%	30,576	10.2%	32,722	8.8%
45 - 49	16,271	7.7%	26,006	8.7%	34,643	9.3%
50 - 54	13,585	6.4%	19,885	6.6%	28,067	7.6%
55 - 59	9,416	4.4%	16,657	5.6%	21,630	5.8%
60 - 64	5,785	2.7%	11,523	3.8%	15,504	4.2%
65 - 69	3,747	1.8%	6,734	2.2%	10,275	2.8%
70 - 74	2,716	1.3%	3,980	1.3%	5,774	1.6%
75 - 79	1,974	0.9%	2,548	0.8%	3,446	0.9%
80 - 84	1,143	0.5%	1,679	0.6%	2,094	0.6%
85+	888	0.4%	1,377	0.5%	1,900	0.5%
<18	63,831	30.1%	91,038	30.4%	111,735	30.1%
18+	148,423	69.9%	208,890	69.6%	259,120	69.9%
21+	141,484	66.7%	197,682	65.9%	245,354	66.2%
Median Age	33.0		34.4		34.7	

Data Note: Detail may not sum to totals due to rounding.

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

Population by Age Table

Downtown Plano, Texas Study Area



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

Population by Age Table

Downtown Plano, Texas Study Area

Male Population by Detailed Age

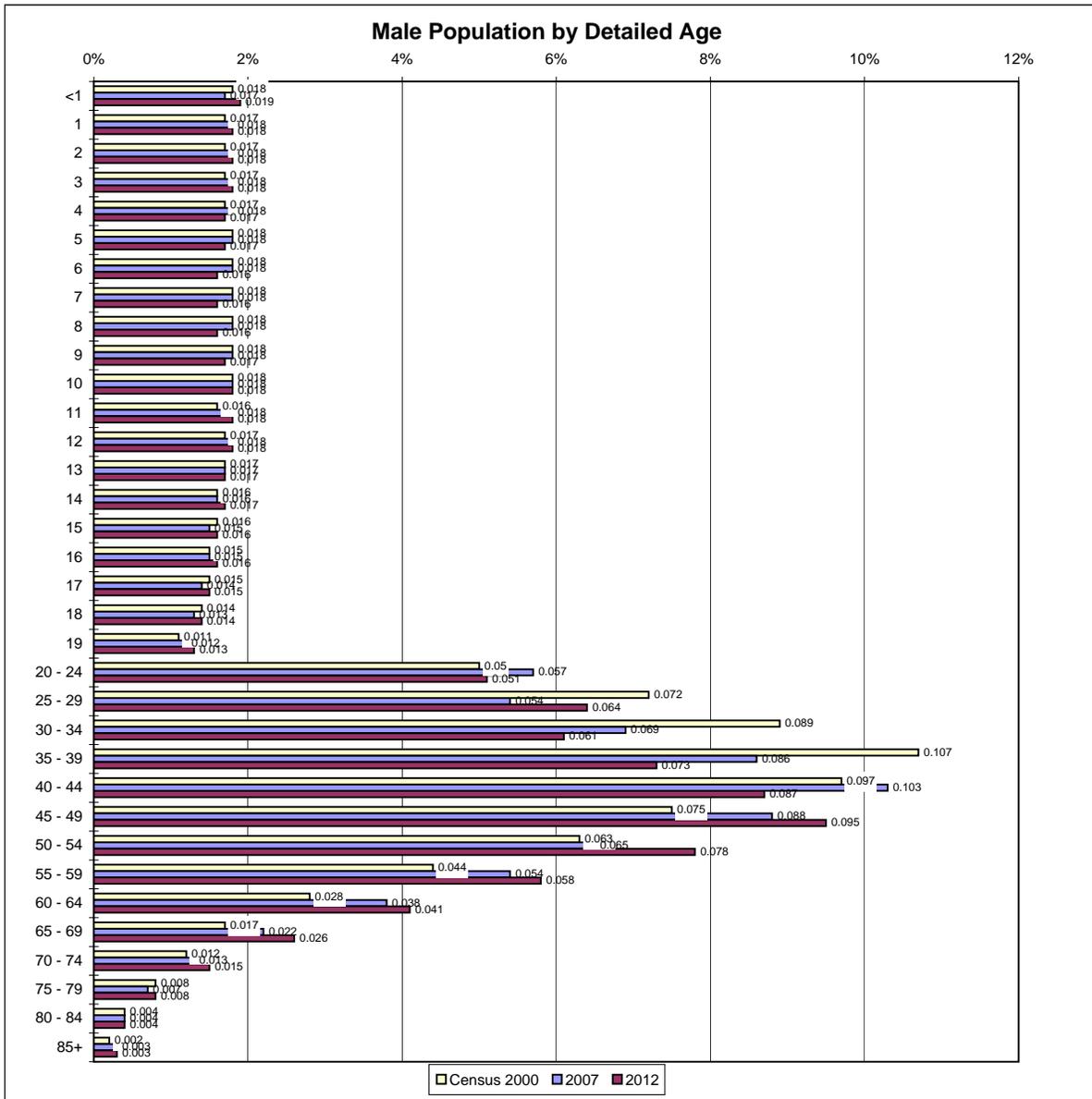
Age	Census 2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
Total	106,406	100.0%	149,652	100.0%	184,293	100.0%
<1	1,902	1.8%	2,600	1.7%	3,533	1.9%
1	1,811	1.7%	2,622	1.8%	3,352	1.8%
2	1,827	1.7%	2,671	1.8%	3,270	1.8%
3	1,856	1.7%	2,707	1.8%	3,244	1.8%
4	1,810	1.7%	2,657	1.8%	3,178	1.7%
5	1,934	1.8%	2,723	1.8%	3,162	1.7%
6	1,887	1.8%	2,688	1.8%	3,039	1.6%
7	1,879	1.8%	2,708	1.8%	3,031	1.6%
8	1,920	1.8%	2,688	1.8%	3,036	1.6%
9	1,873	1.8%	2,679	1.8%	3,130	1.7%
10	1,906	1.8%	2,730	1.8%	3,293	1.8%
11	1,748	1.6%	2,667	1.8%	3,283	1.8%
12	1,762	1.7%	2,662	1.8%	3,328	1.8%
13	1,762	1.7%	2,547	1.7%	3,205	1.7%
14	1,710	1.6%	2,457	1.6%	3,104	1.7%
15	1,704	1.6%	2,291	1.5%	2,925	1.6%
16	1,624	1.5%	2,174	1.5%	2,857	1.6%
17	1,627	1.5%	2,100	1.4%	2,760	1.5%
18	1,530	1.4%	2,017	1.3%	2,619	1.4%
19	1,204	1.1%	1,860	1.2%	2,377	1.3%
20 - 24	5,369	5.0%	8,572	5.7%	9,444	5.1%
25 - 29	7,662	7.2%	8,063	5.4%	11,772	6.4%
30 - 34	9,522	8.9%	10,325	6.9%	11,271	6.1%
35 - 39	11,420	10.7%	12,915	8.6%	13,414	7.3%
40 - 44	10,277	9.7%	15,441	10.3%	16,071	8.7%
45 - 49	8,027	7.5%	13,236	8.8%	17,542	9.5%
50 - 54	6,709	6.3%	9,769	6.5%	14,288	7.8%
55 - 59	4,712	4.4%	8,111	5.4%	10,692	5.8%
60 - 64	2,958	2.8%	5,624	3.8%	7,520	4.1%
65 - 69	1,789	1.7%	3,303	2.2%	4,793	2.6%
70 - 74	1,224	1.2%	1,932	1.3%	2,791	1.5%
75 - 79	800	0.8%	1,043	0.7%	1,564	0.8%
80 - 84	404	0.4%	670	0.4%	806	0.4%
85+	257	0.2%	400	0.3%	599	0.3%
<18	32,542	30.6%	46,371	31.0%	56,730	30.8%
18+	73,864	69.4%	103,281	69.0%	127,563	69.2%
21+	69,988	65.8%	97,497	65.1%	120,392	65.3%
Median Age	32.6		33.8		34.1	

Data Note: Detail may not sum to totals due to rounding.

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

Population by Age Table

Downtown Plano, Texas Study Area



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

Population by Age Table

Downtown Plano, Texas Study Area

Female Population by Detailed Age

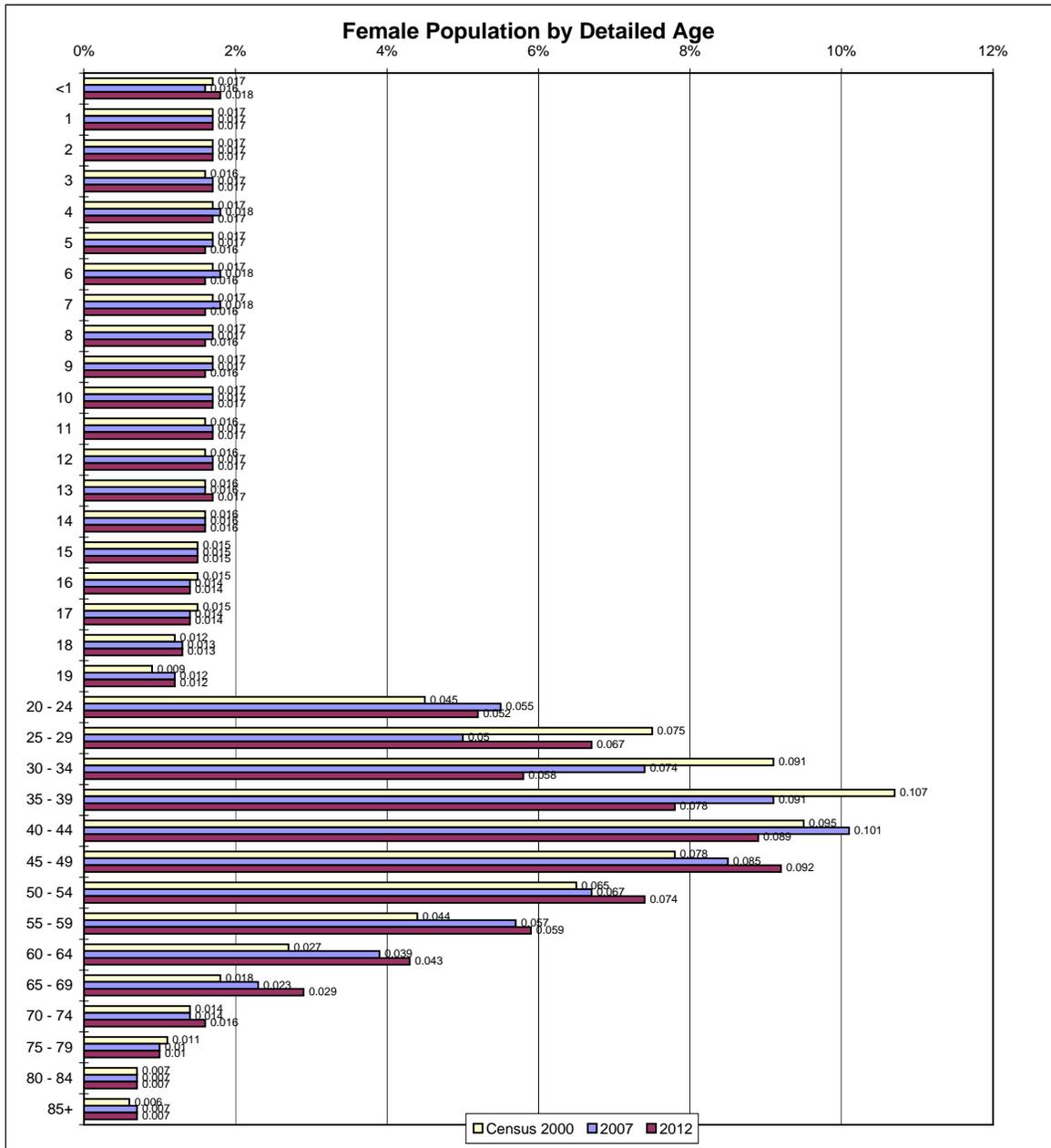
Age	Census 2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
Total	105,844	100.0%	150,276	100.0%	186,563	100.0%
<1	1,815	1.7%	2,463	1.6%	3,371	1.8%
1	1,799	1.7%	2,553	1.7%	3,263	1.7%
2	1,800	1.7%	2,591	1.7%	3,158	1.7%
3	1,744	1.6%	2,587	1.7%	3,095	1.7%
4	1,805	1.7%	2,632	1.8%	3,151	1.7%
5	1,806	1.7%	2,594	1.7%	3,036	1.6%
6	1,786	1.7%	2,654	1.8%	3,000	1.6%
7	1,816	1.7%	2,648	1.8%	2,971	1.6%
8	1,823	1.7%	2,608	1.7%	2,978	1.6%
9	1,751	1.7%	2,582	1.7%	3,049	1.6%
10	1,832	1.7%	2,565	1.7%	3,171	1.7%
11	1,729	1.6%	2,515	1.7%	3,246	1.7%
12	1,696	1.6%	2,489	1.7%	3,242	1.7%
13	1,652	1.6%	2,427	1.6%	3,177	1.7%
14	1,709	1.6%	2,349	1.6%	3,018	1.6%
15	1,598	1.5%	2,223	1.5%	2,811	1.5%
16	1,546	1.5%	2,099	1.4%	2,660	1.4%
17	1,581	1.5%	2,088	1.4%	2,608	1.4%
18	1,254	1.2%	1,940	1.3%	2,414	1.3%
19	960	0.9%	1,786	1.2%	2,190	1.2%
20 - 24	4,773	4.5%	8,204	5.5%	9,623	5.2%
25 - 29	7,892	7.5%	7,444	5.0%	12,577	6.7%
30 - 34	9,610	9.1%	11,123	7.4%	10,830	5.8%
35 - 39	11,335	10.7%	13,676	9.1%	14,535	7.8%
40 - 44	10,087	9.5%	15,135	10.1%	16,651	8.9%
45 - 49	8,244	7.8%	12,770	8.5%	17,101	9.2%
50 - 54	6,876	6.5%	10,116	6.7%	13,779	7.4%
55 - 59	4,704	4.4%	8,546	5.7%	10,938	5.9%
60 - 64	2,827	2.7%	5,899	3.9%	7,984	4.3%
65 - 69	1,958	1.8%	3,431	2.3%	5,482	2.9%
70 - 74	1,492	1.4%	2,048	1.4%	2,983	1.6%
75 - 79	1,174	1.1%	1,505	1.0%	1,882	1.0%
80 - 84	739	0.7%	1,009	0.7%	1,288	0.7%
85+	631	0.6%	977	0.7%	1,301	0.7%
<18	31,288	29.6%	44,667	29.7%	55,005	29.5%
18+	74,556	70.4%	105,609	70.3%	131,557	70.5%
21+	71,496	67.5%	100,185	66.7%	124,962	67.0%
Median Age	33.5		35.0		35.2	

Data Note: Detail may not sum to totals due to rounding.

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

Population by Age Table

Downtown Plano, Texas Study Area



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

Income Profile Table

Downtown Plano Texas Study Area

Census Category	Census 2000	2007	2012	2007-2012	2007-2012
				Change	Annual Rate
Population	212,254	299,930	370,853	70,923	4.34%
Households	74,069	105,029	130,543	25,514	4.45%
Average Household Size	2.85	2.85	2.83	-0.02	-0.14%
Families	58,149	80,602	98,967	18,365	4.19%
Average Family Size	3.23	3.26	3.27	0.01	0.06%

Census Category	Census 2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
Households by Income						
HH Income Base	74,207	100.0%	105,029	100.0%	130,543	100.0%
<\$10,000	2,020	2.7%	2,198	2.1%	1,907	1.5%
\$10,000 - \$14,999	1,440	1.9%	1,149	1.1%	1,253	1.0%
\$15,000 - \$19,999	1,788	2.4%	1,392	1.3%	1,306	1.0%
\$20,000 - \$24,999	2,185	2.9%	2,037	1.9%	1,385	1.1%
\$25,000 - \$29,999	2,712	3.7%	2,441	2.3%	2,447	1.9%
\$30,000 - \$34,999	2,739	3.7%	2,386	2.3%	2,196	1.7%
\$35,000 - \$39,999	3,069	4.1%	3,271	3.1%	2,482	1.9%
\$40,000 - \$44,999	3,473	4.7%	2,991	2.8%	2,527	1.9%
\$45,000 - \$49,999	3,133	4.2%	3,058	2.9%	3,411	2.6%
\$50,000 - \$59,999	6,180	8.3%	7,758	7.4%	6,618	5.1%
\$60,000 - \$74,999	10,520	14.2%	9,942	9.5%	10,519	8.1%
\$75,000 - \$99,999	13,821	18.6%	18,228	17.4%	18,674	14.3%
\$100,000 - \$124,999	9,362	12.6%	13,618	13.0%	16,710	12.8%
\$125,000 - \$149,999	4,548	6.1%	11,530	11.0%	14,594	11.2%
\$150,000 - \$199,999	4,145	5.6%	12,558	12.0%	19,369	14.8%
\$200,000 - \$249,999	3,072	4.1%	4,126	3.9%	12,603	9.7%
\$250,000 - \$499,999	N/A		4,931	4.7%	8,761	6.7%
\$500,000 +	N/A		1,415	1.3%	3,781	2.9%
Median Household Income	\$71,289		\$92,564		\$114,367	
Average Household Income	\$84,005		\$118,173		\$150,776	
Per Capita Income	\$29,389		\$41,421		\$53,134	
Families by Income						
Family Income Base	58,571	100.0%	80,604	100.0%	98,965	100.0%
<\$10,000	1,010	1.7%	984	1.2%	891	0.9%
\$10,000 - \$14,999	856	1.5%	548	0.7%	528	0.5%
\$15,000 - \$19,999	1,182	2.0%	1,077	1.3%	701	0.7%
\$20,000 - \$24,999	1,317	2.2%	1,168	1.4%	1,129	1.1%
\$25,000 - \$29,999	1,811	3.1%	1,226	1.5%	1,182	1.2%
\$30,000 - \$34,999	1,813	3.1%	1,683	2.1%	1,133	1.1%
\$35,000 - \$39,999	2,059	3.5%	1,939	2.4%	1,623	1.6%
\$40,000 - \$44,999	2,193	3.7%	1,842	2.3%	1,636	1.7%
\$45,000 - \$49,999	2,258	3.9%	1,998	2.5%	2,076	2.1%
\$50,000 - \$59,999	4,667	8.0%	4,779	5.9%	3,828	3.9%
\$60,000 - \$74,999	8,561	14.6%	8,037	10.0%	7,280	7.4%
\$75,000 - \$99,999	11,876	20.3%	12,942	16.1%	13,066	13.2%
\$100,000 - \$124,999	8,223	14.0%	13,245	16.4%	12,587	12.7%
\$125,000 - \$149,999	4,109	7.0%	8,006	9.9%	13,830	14.0%
\$150,000 - \$199,999	3,757	6.4%	11,271	14.0%	15,096	15.3%
\$200,000 - \$249,999	2,879	4.9%	3,857	4.8%	10,408	10.5%
\$250,000 - \$499,999	N/A		4,645	5.8%	8,149	8.2%
\$500,000 +	N/A		1,357	1.7%	3,822	3.9%
Median Family Income	\$77,337		\$103,041		\$127,652	
Average Family Income	\$90,800		\$129,920		\$173,615	

Data Note: Income represents annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2007 and 2012). In 2000, the Census Bureau reported income to an upper interval of \$200,000+.

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

Demographic & Income Table

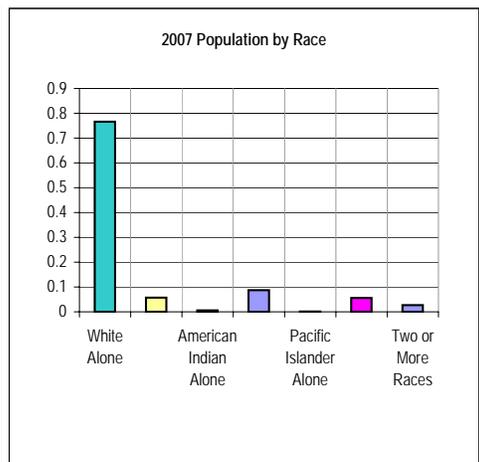
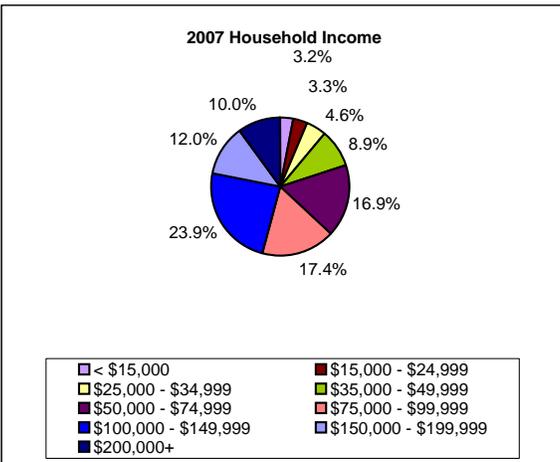
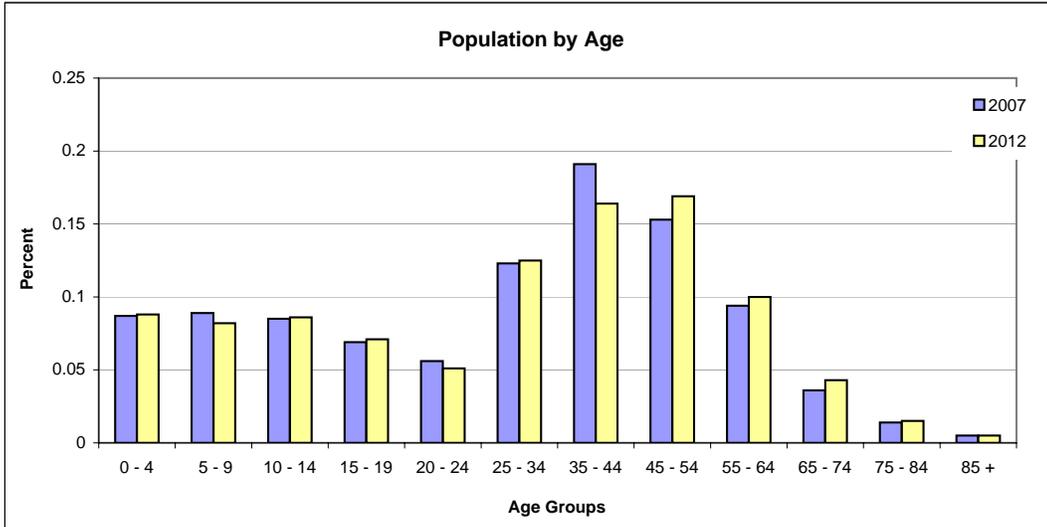
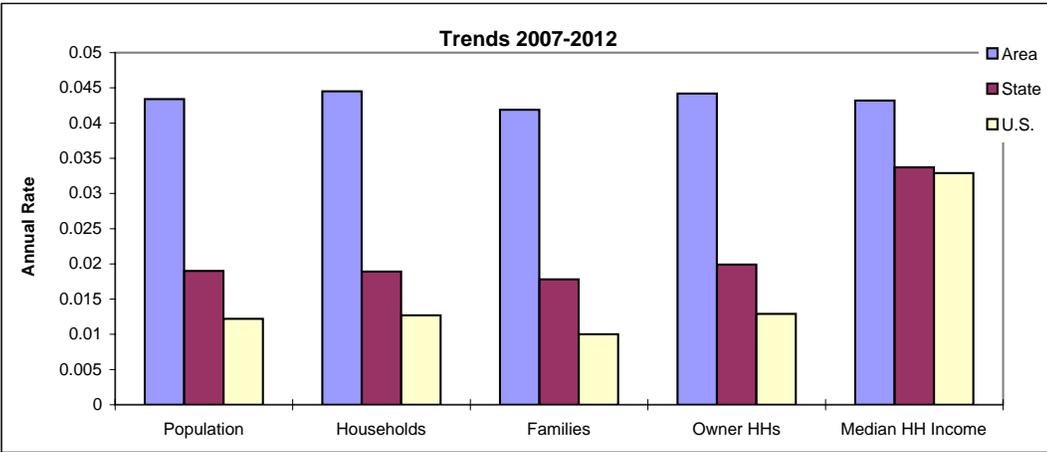
Downtown Plano Texas Study Area

Summary	2000		2007		2012	
Population	212,254		299,930		370,853	
Households	74,069		105,029		130,543	
Families	58,149		80,602		98,967	
Average Household Size	2.85		2.85		2.83	
Owner Occupied HUs	55,865		80,596		100,042	
Renter Occupied HUs	18,204		24,432		30,501	
Median Age	33.0		34.4		34.7	
Trends: 2007-12 Annual Rate	Area		State		National	
Population	4.34%		1.90%		1.22%	
Households	4.45%		1.89%		1.27%	
Families	4.19%		1.78%		1.00%	
Owner HHs	4.42%		1.99%		1.29%	
Median Household Income	4.32%		3.37%		3.29%	
Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,460	4.7%	3,347	3.2%	3,160	2.4%
\$15,000 - \$24,999	3,973	5.4%	3,429	3.3%	2,691	2.1%
\$25,000 - \$34,999	5,451	7.3%	4,827	4.6%	4,643	3.6%
\$35,000 - \$49,999	9,675	13.0%	9,320	8.9%	8,420	6.4%
\$50,000 - \$74,999	16,700	22.5%	17,700	16.9%	17,137	13.1%
\$75,000 - \$99,999	13,821	18.6%	18,228	17.4%	18,674	14.3%
\$100,000 - \$149,999	13,910	18.7%	25,148	23.9%	31,304	24.0%
\$150,000 - \$199,999	4,145	5.6%	12,558	12.0%	19,369	14.8%
\$200,000+	3,072	4.1%	10,472	10.0%	25,145	19.3%
Median Household Income	\$71,289		\$92,564		\$114,367	
Average Household Income	\$84,005		\$118,173		\$150,776	
Per Capita Income	\$29,389		\$41,421		\$53,134	
Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,169	8.6%	26,082	8.7%	32,615	8.8%
5 - 9	18,474	8.7%	26,573	8.9%	30,430	8.2%
10 - 14	17,506	8.2%	25,409	8.5%	32,068	8.6%
15 - 19	14,631	6.9%	20,578	6.9%	26,220	7.1%
20 - 24	10,142	4.8%	16,776	5.6%	19,066	5.1%
25 - 34	34,686	16.3%	36,955	12.3%	46,450	12.5%
35 - 44	43,119	20.3%	57,167	19.1%	60,671	16.4%
45 - 54	29,856	14.1%	45,891	15.3%	62,710	16.9%
55 - 64	15,201	7.2%	28,180	9.4%	37,134	10.0%
65 - 74	6,463	3.0%	10,714	3.6%	16,049	4.3%
75 - 84	3,117	1.5%	4,227	1.4%	5,540	1.5%
85+	888	0.4%	1,377	0.5%	1,900	0.5%
Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	170,703	80.4%	229,869	76.6%	277,163	74.7%
Black Alone	11,580	5.5%	17,104	5.7%	21,774	5.9%
American Indian Alone	1,089	0.5%	1,823	0.6%	2,366	0.6%
Asian Alone	14,317	6.7%	26,039	8.7%	35,983	9.7%
Pacific Islander Alone	113	0.1%	179	0.1%	253	0.1%
Some Other Race Alone	9,423	4.4%	16,779	5.6%	22,668	6.1%
Two or More Races	5,028	2.4%	8,136	2.7%	10,646	2.9%
Hispanic Origin (Any Race)	23,530	11.1%	41,248	13.8%	55,604	15.0%

Data Note: Income is expressed in current dollars.

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

Downtown Plano Texas Study Area



Primary Tapestry Lifestyles Table

Downtown Plano Texas Study Area

Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households	
		Percent	Cumulative Percent	Percent	Cumulative Percent
1	04. Boomburbs	34.9%	34.9%	2.2%	2.2%
2	19. Milk and Cookies	11.5%	46.4%	1.9%	4.1%
3	12. Up and Coming Families	9.4%	55.8%	3.3%	7.4%
4	16. Enterprising Professionals	8.7%	64.5%	1.7%	9.1%
5	06. Sophisticated Squires	6.0%	70.5%	2.7%	11.8%
6	02. Suburban Splendor	5.6%	76.1%	1.7%	13.5%
7	26. Midland Crowd	5.1%	81.2%	3.7%	17.2%
8	28. Aspiring Young Families	5.0%	86.2%	2.4%	19.6%
9	07. Exurbanites	3.6%	89.8%	2.5%	22.1%
10	13. In Style	2.1%	91.9%	2.5%	24.6%
11	39. Young and Restless	1.7%	93.6%	1.4%	26.0%
12	18. Cozy and Comfortable	0.9%	94.5%	2.8%	28.8%
13	58. NeWest Residents	0.9%	95.4%	0.9%	29.7%
14	32. Rustbelt Traditions	0.9%	96.3%	2.9%	32.6%
15	57. Simple Living	0.8%	97.1%	1.4%	34.0%
16	60. City Dimensions	0.7%	97.8%	0.9%	34.9%
17	03. Connoisseurs	0.5%	98.3%	1.4%	36.3%
18	38. Industrious Urban Fringe	0.4%	98.7%	1.5%	37.8%
19	48. Great Expectations	0.4%	99.1%	1.8%	39.6%
20	01. Top Rung	0.3%	99.4%	0.7%	40.3%
	Subtotal	2.3%		6.3%	
	Total	99.4%		40.3%	

Segment Name: Boomburbs
LifeMode Group: High Society



Demographic

The newest additions to the suburbs, these communities are home to young families who are living a busy, upscale lifestyle. Both the neighborhoods and the families are growing. *Boomburbs* is the fastest-growing market in the United States; the population has been growing at 5.57 percent annually since 2000. It is also home to one of the highest concentrations of young families with children. The median age is 33.8 years; more than one-fifth of *Boomburbs* residents are between 35 and 44 years of age. There is little ethnic diversity in the population; white is the predominant race.

Socioeconomic

The *Boomburbs* market includes one of the highest concentrations of dual-income households, complemented by one of the highest rates of labor force participation, at 73 percent. Residents are well educated: more than 50 percent of the population aged 25 years and older hold a bachelor's or graduate degree. The labor force is employed primarily in management, professional, and sales occupations. The median household income is \$117,782, more than double that of the U.S. median. More than half of these households receive additional income from interest, dividends, and rental property. The median net worth is \$246,566.

Residential

Boomburbs neighborhoods are concentrated in the South, West, and Midwest; the highest state concentrations are found in Texas and California. Approximately three-quarters of the housing units in the *Boomburbs* segment were built after 1989. These are the newest developments in growing areas. Most homes are single-family structures. The homeownership rate is 91 percent, compared to 68 percent for the United States. The median home value of \$360,631 is also high compared to the U.S. median. Commuting links these dual-career households with their suburban lifestyle. Many work outside their resident county; 35 percent cross county lines to work (compared to 23 percent for the United States).

Preferences

The *Boomburbs* segment is the top market for recent purchases of everything from household furnishings, toys and games, men's business and casual apparel, and big-screen TVs to cars and trees. Their product preferences reflect their suburban lifestyle. This is the top market for households owning projection TVs, DVD players, MP3 players, scanners, and laser printers as well as owning or leasing full-size SUVs. It ranks second for owning flat-screen or plasma TVs, video game systems, and digital camcorders and owning or leasing minivans. Residents own laptop computers, all kinds of software, and two or more cellular phones. They use the Internet to make purchases (especially flowers and tickets to sports events), trade and track investments, do banking, and make travel plans. Personal computer use by children younger than 18 years is the highest here.

Boomburbs residents prefer homes with fireplaces and hot tubs. They tend to employ professional household cleaning services. Home improvement work is done by either a household member or contractor. For property maintenance, lawn care and landscaping services are generally used, but homeowners like to do some lawn care themselves.

They are well insured, holding life insurance policies worth \$500,000 or more. Family vacations are a top priority for these residents. Popular vacation destinations are Disney World and Universal Studios in Florida. For exercise, they play tennis and golf, ski, and go jogging. Leisure activities include watching family videos on DVDs, attending baseball games, and going to golf tournaments. When listening to the radio, they enjoy alternative and soft contemporary music as well as sports and all-talk programs. Reading preferences are airline, finance, and business magazines. A favorite TV show is *Scrubs*, and a preferred cable station is the Golf Channel.

Segment Name: Milk and Cookies
LifeMode Group: Family Portrait



Demographic

Upscale living with a family allowance, *Milk and Cookies* represents young, affluent married couples who are starting their families or already have young children. The median age of 34.2 years represents the presence of kids; nearly half of the households include children. Approximately 70 percent of these householders are aged 25–54 years. The diversity of the population is comparable to the U.S. diversity, and the proportions of population by race and Hispanic origin are close to the U.S. distributions, with slightly above-average ratios of black and Hispanic residents.

Socioeconomic

For 90 percent of *Milk and Cookies* households, income is derived from wages. The labor force participation of 71 percent is above average. Although unemployment is at 6 percent, this market has one of the highest concentrations of multiple wage earners in the family. The median household income is \$63,574, and the median net worth is \$139,152. Approximately 58 percent of residents aged 25 years and older hold a bachelor's or graduate degree, or have attended college.

Residential

Milk and Cookies residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$155,183. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

Preferences

As *Milk and Cookies* residents settle into their family oriented lifestyle, they focus on family and the future. They are properly insured, carry life and accidental death and dismemberment insurance at a minimum, and contribute to 401(k) retirement plans. They use a credit union, have overdraft protection, and usually have a new car loan. They prefer motorcycles, pickup trucks, SUVs, and minivans. Many households own a dog. The presence of children in *Milk and Cookies* households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own a video game system, whether it's a Game Boy Advance, Xbox, or PlayStation 2. Although many households have older personal computers, they invest in software.

To save time in their busy lives, they frequently buy prepared dinners from the grocery store, and fast food (especially from Little Caesars, Whataburger, or Sonic Drive-In). For fun, *Milk and Cookies* residents play various games including chess and backgammon, participate in football, or fly kites. Their interest in basketball is evident: they play basketball, attend professional basketball games, watch games on TV, and listen to them on the radio. Favorite cable channels include Toon Disney, Discovery Health Channel, ESPNNews, and Lifetime Movie Network. In their spare time, *Milk and Cookies* residents work on their lawns, paint the inside of their homes, or do minor maintenance on their vehicles.

Segment Name: Up and Coming Families
LifeMode Group: Family Portrait



Demographic

With an annual growth rate of 4.2 percent, *Up and Coming Families* represents the second highest household growth market and the youngest affluent family market (with a median age of 32.0 years) of Community Tapestry. Residents are a mix of Generation Xers and baby boomers. The profile for this market is young, affluent families with younger children. Eighty percent of households are composed of families. Approximately two-fifths of households consist of married couples with children. Most of the residents in this segment are white; however, the diversity of the population is increasing with its size.

Socioeconomic

At the beginning of their careers, *Up and Coming Families* residents are earning above-average income but have not had time to accumulate much wealth. The median household income is \$77,444, well above the national median. The median net worth is \$162,486. Nearly two-thirds of residents aged 25 years and older have a degree or some college credits. Labor force participation is well above average at 73 percent, and unemployment is low. Understandably, 91 percent of households derive income from wage and salary compensation. Although half of the households have children, they also have working parents.

Residential

Nearly half of *Up and Coming Families* segments are concentrated in the South, the other half in the West and Midwest. These neighborhoods are located in suburban outskirts of midsized metropolitan areas with populations higher than 250,000. Households are mainly new single-family dwellings. Homeownership is at 85 percent. More than half of the housing units were built in the last 10 years. Houses in these neighborhoods are valued at \$221,956, slightly above the U.S. median.

Preferences

Consumer choices for *Up and Coming Families* are dictated by family and home. Many are beginning or expanding their families, so maternity clothes and baby equipment are essential purchases in addition to children's clothing and toys. Because many are first-time homeowners, purchases such as basic household furniture and lawn fertilizer, weed control, and insecticide are important. Vying for attention in the family budget are car loans, student loans, and mortgage payments. *Up and Coming Families* residents most likely own or lease an SUV or minivan. They enjoy eating out at family restaurants

such as Red Robin, Chili's Grill & Bar and Olive Garden, and fast-food restaurants such as Chick-fil-A, Chuck E. Cheese's, and Papa John's.

Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally Sea World or Disney World), where they make good use of their digital camera or camcorder. They enjoy renting science fiction, comedy, and family type DVDs. A favorite TV show is *24*. Favorite cable stations are Oxygen, E!, and the Discovery Health Channel. Residents prefer to listen to soft adult contemporary, sports, and classic hits radio.

Segment Name: Enterprising Professionals
LifeMode Group: Upscale Avenues



Demographic

This market is home to young, educated, working professionals. Single or married *Enterprising Professionals* residents are singularly young, with a median age of 32.4 years. Forty three percent of households consist of singles who live alone or with roommates. Similarly, 43 percent of households consist of married-couple families. The number of households in this market is approximately 2 percent of U.S. households but is one of the fastest-growing markets with household growth of 2.3 percent annually. The diversity of the population is similar to that of the United States. The majority of residents are white; however, 12 percent are Asian (approximately three times the U.S. level).

Socioeconomic

Household income exceeds expectations, with a median of \$69,960. The median net worth of \$119,307 is growing. Ninety percent of *Enterprising Professionals* households derive income from wages and salaries; 39 percent have some form of investment income. This is an educated group: 46 percent of the population aged 25 years and older hold a bachelor's or graduate degree and 30 percent have attended college. Nine percent are enrolled in college or graduate school. Ranked second of all the Community Tapestry markets for labor force participation at 75 percent, these working professionals are employed in various jobs, especially management, finance, computer, sales, and office/ administrative support occupations.

Residential

Enterprising Professionals residents change cities or homes frequently as they seek growth opportunities and go where the jobs are located, especially in major cities such as Chicago, Atlanta, and Seattle. The majority of households in this market are located in the South (46 percent), West (29 percent), and Midwest (20 percent). Residents prefer renting to owning (just slightly) in newer neighborhoods with town homes or apartments. The median value is \$282,033 for owner-occupied homes, and the average gross rent is approximately \$894 per month, both higher than U.S. values.

Preferences

Their lifestyle reflects youth, mobility, and growing consumer clout. Many carry renter's insurance because they are still renting. *Enterprising Professionals* residents are connected but still nomadic. They rely on cell phones and PCs to stay in touch and the

Internet for everything from finding the next job or home to tracking their investments and buying consumer goods. Favorite sites are barnesandnoble.com and amazon.com. Their thoughtful nature is reflected in their frequent purchases of flowers online and at the florist. They own laptop personal computers, MP3 players, video game systems (preferring Xbox), digital camcorders, and flat-screen or plasma TVs. This is the top market for subscriptions to digital cable service.

Enterprising Professionals residents love to take foreign and domestic trips as often as they can. Leisure activities include participating in yoga, playing Frisbee and football, jogging, going to the movies, watching movies on DVD, and attending horse races and professional basketball games. Residents enjoy reading computer magazines; listening to classical music as well as public, all-talk, and sports radio; and watching bicycle racing and tennis on TV. When eating out, they prefer restaurants such as Cheesecake Factory and Outback Steakhouse. They shop for groceries at Harris Teeter.

Segment Name: Sophisticated Squires
LifeMode Group: High Society



Demographic

Sophisticated Squires residents enjoy cultured country living in newer home developments on the fringe of urbanized areas. They now have longer commutes but fewer neighbors. These urban escapees are mostly married-couple families. The median age is 38.3 years. More than 40 percent of the households consist of married couples with children that range from toddlers to young adults. The majority of householders are between 35 and 54 years old; most are baby boomers. This segment is not ethnically diverse; most residents are white.

Socioeconomic

Sophisticated Squires residents are educated: one-third of the population aged 25 years and older holds a bachelor's or graduate degree, another third has attended college. Labor force participation rates are high for males and females. The range of occupations varies from management to unskilled labor positions, but most are in white-collar occupations. The median household income is \$85,937. Wage or salary income, earned by 90 percent of households, is supplemented with interest, dividend, or rental income for nearly half of the households. The median net worth is \$251,507.

Residential

Sophisticated Squires residents live in less-densely populated areas that are concentrated in states on the Atlantic coast and surrounding the Great Lakes. Approximately 90 percent of the homes are single-family structures; the median home value is \$286,622. Approximately 75 percent of the housing units were built before 1990; 55 percent were built between 1970 and 1989. More than 80 percent of households own at least two vehicles.

Preferences

Sophisticated Squires residents prefer to do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors, painting home interiors, staining decks, and cleaning carpets with

their steam cleaners. They like to barbeque on their gas grills and use their bread-making machines. This is the top market for owning three or more vehicles. They prefer minivans and full-size SUVs; many households own a motorcycle. A typical household owns three or more cell phones. Looking toward the future, many residents own stocks and large life insurance policies. When dieting, Weight Watchers is the favored diet method, and many own a treadmill or stair-stepper to stay fit.

Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games. Adults also enjoy photography, playing golf, and riding their motorcycles. Children use the home personal computer to play games and typically own a Game Boy or Game Boy Advance video game system.

Sophisticated Squires residents prefer to read gardening and science/technology magazines and listen to soft adult contemporary music, classic hits, and all-talk radio. Although many households own four or more TVs, residents are light television viewers. When they do watch TV, they prefer news, comedies, and dramas as well as programs on the Golf Channel and Home & Garden Television.

Segment Name: Suburban Splendor
LifeMode Group: High Society



Demographic

Suburban Splendor residents are in families in growing neighborhoods. Approximately 80 percent of the households consist of married-couple families, with or without children. Household growth in these suburbs is 2 percent annually. The median age is 41.2 years, and half of the population is aged 35–64 years. Diversity is low, with a predominantly white population.

Socioeconomic

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below *Top Rung* in affluence. *Suburban Splendor* residents have a median household income of \$129,931 and a median net worth of \$356,341. The wealth of *Suburban Splendor* residents is more than double that of the U.S. median. Labor force participation rates are high for both men and women, indicating dual incomes for many households. The majority of employed residents work in management, professional, and sales occupations. Their salaries are supplemented by income from interest, dividends, and rental property at a rate much higher than the national level. Well educated, more than half the population aged 25 years and older hold a bachelor's or graduate degree.

Residential

The *Suburban Splendor* market shares the lead with *Top Rung* among Community Tapestry segments for homeownership: 93 percent of householders own their houses. Homes are large and luxurious, with a median home value of \$473,602. Located in growing neighborhoods, 60 percent of the housing units are relatively new, built after 1979. Because dual-income households commonly require multiple vehicles, it is not surprising that 85 percent of these households own two or more vehicles.

Preferences

The homes in *Suburban Splendor* markets feature the latest amenities, from hot tubs to espresso machines, and reflect the latest in home design such as hardwood floors. A main focus is home improvement and remodeling that is done mostly by contractors, although household members will tackle interior painting jobs. Residents hire a lawn maintenance service to cut the grass but like to plant shrubs and trees; treat their lawn with fertilizer, weed control, or insecticide; and sow grass seed themselves. Households have all the latest gadgets including digital camcorders, video game systems, projection screen TVs, and numerous cell phones.

This market prefers to own or lease a minivan or full-size SUV and is one of the top markets for owning or leasing a luxury car. Free time is devoted to family; travel; and self-improvement pursuits such as physical fitness, reading, and visits to museums or the theater. Fitness activities include weekly workouts at a club or exercising on a treadmill or stationary bike at home in addition to skiing, ice skating, tennis, golf, and bicycling. Reading material ranges from the newspaper to books and magazines (particularly epicurean, airline, travel, business, finance, and boating). As expected, residents rack up the miles in frequent flyer programs because they travel extensively in the United States and overseas for business and pleasure. A favorite hobby is furniture refinishing. When listening to the radio, they prefer classical music as well as all-news, all-talk, news/talk, and sports programs.

Suburban Splendor residents are members of business clubs and are active investors, using the Internet to track and trade their stocks, bonds, and funds. They hold home equity credit lines, consult with financial planners, use stock rating services, and own life insurance policies of \$500,000 or more. They are also shoppers, favoring upscale retailers such as Nordstrom and BJ's Wholesale Club. They use the Internet to make purchases such as airline tickets, flowers, and apparel, but they also order items over the phone.

Segment Name: Midland Crowd

LifeMode Group: American Quilt



Demographic

The approximately 11.6 million people in *Midland Crowd* neighborhoods represent the largest market of Community Tapestry, nearly 4 percent of the U.S. population, and it is still growing. Since 2000, the population growth has been 2.34 percent annually. The median age of 36.9 years parallels that of the U.S. median. More than half of the households (62 percent) are composed of married-couple families, half of whom have children. One-fifth of households are occupied by those who live alone. Most residents are white.

Socioeconomic

With more than 4.2 million households, *Midland Crowd* has the highest count of all the Community Tapestry markets, with an annual household growth of 2.6 percent since 2000. The median household income is \$49,748, slightly lower than the U.S. median. Households derive primary income from wages and salaries, although the percentage of households that receive income from self-employment ventures is slightly higher than the national level. The median net worth is \$86,362, somewhat below the U.S. median.

Half of the employed residents work in white-collar occupations. Approximately 30 percent of *Midland Crowd* residents aged 25 years and older have attended college; 15 percent hold a bachelor's or graduate degree.

Residential

Midland Crowd residents live in housing developments in rural areas throughout the United States (more village or town than farm), mainly in the South. Three-fourths of the housing was built after 1969. Homeownership is at 84 percent; the median home value is \$137,727. Two-thirds of the households are single-family structures; 28 percent are mobile homes. One-fourth of the households own three or more vehicles.

Preferences

Midland Crowd is a somewhat politically conservative market. The rural location and their traditional lifestyle dictate the consumer preferences of these residents. How they take care of their homes, lawns, and vehicles demonstrates their do-it-yourself mentality. Households typically own or lease a truck; many own a used motorcycle. Hunting, fishing, and woodworking are favorite pursuits. Generally, households have pets, especially birds and dogs. Recent purchases include used vehicles, household furniture, and giant-screen TVs. Their department store of choice is Belk. When eating takeout, they often choose a fast-food restaurant and use the drive-through window.

Many households have a satellite dish. Favorite stations include CMT and Outdoor Life Network. In addition to watching rodeo/bull riding, truck and tractor pulls/mud racing, and fishing programs on TV, residents watch a variety of news programs. Fitting right in with their rural surroundings, they prefer to listen to country music on the radio and read fishing and hunting magazines.

Segment Name: Aspiring Young Families
LifeMode Group: High Hopes



Demographic

Most *Aspiring Young Families* residents are young, startup families, a mix of married-couple families with and without children and single parents with children. The average family size is 3.12, near the U.S. average. Approximately two-thirds of the households are families, 27 percent are single-person households, and 9 percent are shared. Annual population growth is 1.37 percent, higher than the U.S. growth. The median age is 30.5 years; one-fifth of residents are in their 20s. This market is ethnically diverse. Although most residents are white, other race groups are also represented. Seventeen percent of residents are black, and 7 percent are of Hispanic origin.

Socioeconomic

The median household income is \$50,392, and income is derived mainly from wages. The median net worth for this market is \$74,245. Approximately 60 percent of employed residents have professional, management, sales, or office/administrative support positions. Overall, 85 percent of residents aged 25 years and older have graduated from high school, 35 percent have attended college, and 22 percent hold a bachelor's or graduate degree.

Residential

Aspiring Young Families neighborhoods are located in the large, growing metropolitan areas primarily in the South and West, with the highest state concentrations in California, Florida, and Texas. Although almost three-fourths of the households are in the South and West, one-fifth of the housing is located in the Midwest. Half of the households are occupied by renters, half by homeowners. Residents live in moderately priced apartments, single-family houses, and startup town homes. The average gross rent is approximately \$674 per month, just slightly higher than the U.S. average. The median home value is \$170,342. Most of the housing units were built after 1969.

Preferences

Aspiring Young Families residents spend much of their discretionary income on their children and their homes. They buy baby and children's products and toys and furniture for the home. Electronic purchases include cameras and video game systems. Residents spend time online visiting chat rooms, searching for employment, playing games, researching real estate, and making travel arrangements. They carry multiple life insurance policies. Vacations are likely to include visits to theme parks. Leisure time includes dining out, dancing, going to the movies, and attending professional football games.

Other activities include fishing, weight lifting, playing basketball, and watching dramas or horror movies on DVD. Residents listen to urban stations and professional basketball games on the radio. When watching TV, they favor sports, news, and entertainment programs and courtroom TV shows. When eating out, *Aspiring Young Families* residents prefer family restaurants such as Tony Roma's and IHOP and fast-food establishments such as Checkers and Jack-in-the-Box.

Segment Name: Exurbanites **LifeMode**
Group: High Society



Demographic

Exurbanites residents live beyond the urban fringe, preferring open space with affluence. Empty nesters (married couples with no children living at home) comprise 40 percent of these households, yet married couples with children occupy 32 percent. Half of the householders are between 45 and 64 years old. Their median age of 44.6 years places these residents directly between paying college expenses and caring for elderly parents. Their life stage is as important to understanding this market as their lifestyle. There is little ethnic diversity; most residents are white.

Demographic

At 66 percent, labor force participation for the *Exurbanites* market is above average. Residents are educated: more than 40 percent of the population aged 25 years and older hold a bachelor's or graduate degree, and more than 30 percent have attended college. They are also well employed. Approximately half of employed persons hold professional or management positions. The median net worth is \$277,391, more than twice that of the national median. The median household income is \$88,195. More than 20 percent of households draw retirement income, and 57 percent of households receive additional income from investments.

Demographic

Although *Exurbanites* households are growing by almost 2 percent annually, these are not the newest neighborhoods. Recent construction comprises only 22 percent of the housing stock. However, 70 percent of the housing units were built after 1969. Most homes are single-family structures. The median home value is \$302,435, more than one and one-half times that of the national median. Exurban living is not supported by public transportation. Nearly 80 percent of households own at least two vehicles. The average travel time to work for this market is comparable to the U.S. average.

Preferences

Because of their life stage, *Exurbanites* residents focus on financial security. They consult with financial planners; have IRA accounts; own shares in money market funds, mutual funds, and tax-exempt funds; own common stock; and track their investments online. Between long-term care insurance and substantial life insurance policies, they are well insured. Many have home equity lines of credit.

Exurbanites residents work on their homes, lawns, and gardens. To enhance their properties, they purchase garden and lawn care products, shrubs, and plants. Many home improvement tasks, such as interior or exterior painting, are accomplished by a household member, although contractors are hired for some work. They own all kinds of tools, such as saws, sanders, and wallpaper strippers, to help them complete their projects. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. *Exurbanites* residents travel, typically within the United States, and enjoy hiking, playing golf, and visiting national parks on vacation. They listen to public radio and donate to PBS. Participation in civic activities includes addressing public meetings and doing volunteer work. Many are members of fraternal orders and charitable organizations.

Segment Name: In Style
LifeMode Group: Upscale Avenues



Demographic

In Style residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 40.2 years. There is little racial diversity in this market.

Socioeconomic

In Style residents are prosperous, with a median household income of \$72,112 and a median net worth of \$187,956 (more than one and one-half times that of the national median). Wages and salaries provide income for 84 percent of the households; 47 percent also receive some form of investment income. *In Style* residents are more educated compared to the U.S. level: nearly 40 percent of the population aged 25 years and older hold a bachelor's or graduate degree, and 31 percent have attended college. At 70 percent, labor force participation is above average, and the unemployment figure

of 4 percent is low. Forty-five percent of employed residents have professional or management positions, with above average concentrations in the finance, insurance, technical services, and education industry sectors.

Residential

In Style residents live in affluent neighborhoods of metropolitan areas, scattered all over the country. More suburban than urban, they nevertheless embrace an urbane lifestyle; many prefer town homes (14 percent of households) to traditional single-family dwellings (56 percent of households). The median home value is \$271,279. Homeownership is just slightly above average at 71 percent. More than three-fourths of the housing units were built in the last 30 years.

Preferences

Computer savvy, *In Style* residents use the Internet daily. Online activities include obtaining information about real estate, new or used cars, medical issues, general news, or sports; tracking investments; trading stocks; making travel arrangements; and buying computer hardware or software, clothes, toys, and concert or sporting events tickets. They use a financial planner and invest in stocks, bonds, money market funds, money market bank accounts, and securities. Looking toward the future, residents have long-term care and universal life insurance and contribute to IRA and 401(k) retirement accounts. To maintain their homes, they hire professional household cleaning services and contractors. To keep fit, residents exercise, follow a healthy diet method for weight control, buy food specifically labeled as low fat, and take vitamins. They enjoy going to the beach, snorkeling, playing golf, and casino gambling. They favor domestic travel and keep golf in mind when choosing a vacation destination.

In Style residents read boating, business, and finance magazines and listen to news-talk, classical, and alternative radio formats. TV viewing includes bicycle racing, ski jumping, and golf, so it is not surprising that the Golf Channel is a favorite cable station.

HOUSING PROFILE TABLE

Downtown Plano Texas Study Area

2000 Total Population	212,254	2000 Median HH Income	\$71,289
2007 Total Population	299,930	2007 Median HH Income	\$92,564
2012 Total Population	370,853	2012 Median HH Income	\$114,367
2007-2012 Annual Rate	4.34%	2007-2012 Annual Rate	4.32%

Housing Units by Occupancy Status and Tenure

	Census 2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	77,991	100.0%	110,684	100.0%	138,379	100.0%
Occupied	74,069	95.0%	105,028	94.9%	130,543	94.3%
Owner	55,865	71.6%	80,596	72.8%	100,042	72.3%
Renter	18,204	23.3%	24,432	22.1%	30,501	22.0%
Vacant	3,922	5.0%	5,656	5.1%	7,836	5.7%

Owner Occupied Housing Units by Value

	Census 2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
Total	55,833	100.0%	80,592	100.0%	100,037	100.0%
< \$10,000	338	0.6%	325	0.4%	348	0.3%
\$10,000 - \$14,999	311	0.6%	198	0.2%	204	0.2%
\$15,000 - \$19,999	209	0.4%	326	0.4%	267	0.3%
\$20,000 - \$24,999	245	0.4%	231	0.3%	317	0.3%
\$25,000 - \$29,999	178	0.3%	223	0.3%	266	0.3%
\$30,000 - \$34,999	203	0.4%	245	0.3%	264	0.3%
\$35,000 - \$39,999	214	0.4%	219	0.3%	280	0.3%
\$40,000 - \$49,999	374	0.7%	493	0.6%	508	0.5%
\$50,000 - \$59,999	666	1.2%	339	0.4%	514	0.5%
\$60,000 - \$69,999	1,055	1.9%	432	0.5%	399	0.4%
\$70,000 - \$79,999	2,112	3.8%	863	1.1%	506	0.5%
\$80,000 - \$89,999	3,712	6.6%	1,058	1.3%	945	0.9%
\$90,000 - \$99,999	4,406	7.9%	1,654	2.1%	1,024	1.0%
\$100,000 - \$124,999	9,942	17.8%	7,963	9.9%	5,909	5.9%
\$125,000 - \$149,999	9,294	16.6%	8,954	11.1%	8,504	8.5%
\$150,000 - \$174,999	7,996	14.3%	9,876	12.3%	9,991	10.0%
\$175,000 - \$199,999	4,887	8.8%	9,393	11.7%	10,767	10.8%
\$200,000 - \$249,999	4,826	8.6%	16,089	20.0%	18,574	18.6%
\$250,000 - \$299,999	2,136	3.8%	7,326	9.1%	14,746	14.7%
\$300,000 - \$399,999	1,649	3.0%	7,907	9.8%	11,799	11.8%
\$400,000 - \$499,999	545	1.0%	2,779	3.4%	6,620	6.6%
\$500,000 - \$749,999	353	0.6%	2,583	3.2%	4,672	4.7%
\$750,000 - \$999,999	56	0.1%	586	0.7%	1,486	1.5%
\$1,000,000 +	126	0.2%	530	0.7%	1,127	1.1%
Median Value	\$135,629		\$193,357		\$224,242	
Average Value	\$153,731		\$227,732		\$267,736	

Data Note: Detail may not sum to totals due to rounding.

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

Downtown Plano Texas Study Area

Study Area:

Census 2000 Vacant Housing Units by Status

	Number	Percent
Total	3,923	100.0%
For Rent	2,128	54.2%
For Sale Only	936	23.9%
Rented/Sold, Unoccupied	414	10.6%
Seasonal/Recreational/Occasional Use	196	5.0%
For Migrant Workers	1	0.0%
Other Vacant	248	6.3%

Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units		Owner Occupied Units	
	Number	Percent	Number	% of Occupied
Total	74,066		55,862	75.4%
15 - 24	2,520		479	19.0%
25 - 34	16,142		9,685	60.0%
35 - 44	23,624		18,793	79.6%
45 - 54	16,939		14,231	84.0%
55 - 64	8,867		7,766	87.6%
65 - 74	3,809		3,287	86.3%
75 - 84	1,771		1,359	76.7%
85+	394		262	66.5%

Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units		Owner Occupied Units	
	Number	Percent	Number	% of Occupied
Total	74,070		55,865	75.4%
White Alone	62,053		48,188	77.7%
Black Alone	3,900		2,459	63.1%
American Indian Alone	370		247	66.8%
Asian Alone	4,316		3,107	72.0%
Pacific Islander Alone	32		22	68.8%
Some Other Race Alone	2,202		1,117	50.7%
Two or More Races	1,197		725	60.6%
Hispanic Origin	5,608		3,106	55.4%

Census 2000 Housing Units by Units in Structure and Occupancy

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	77,950	100.0%	74,030	100.0%
1, Detached	59,558	76.4%	58,116	78.5%
1, Attached	1,377	1.8%	1,339	1.8%
2	309	0.4%	295	0.4%
3 to 4	2,280	2.9%	2,198	3.0%
5 to 9	3,433	4.4%	3,035	4.1%
10 to 19	2,740	3.5%	2,328	3.1%
20 to 49	1,830	2.3%	1,057	1.4%
50 or More	4,323	5.5%	3,817	5.2%
Mobile Home	1,846	2.4%	1,689	2.3%
Other	254	0.3%	156	0.2%

Data Note: Persons of Hispanic Origin may be of any race.

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

Downtown Plano Texas Study Area

Study Area:

Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Costs

	Number	Percent
Total	51,770	100.0%
With Mortgage	45,584	88.1%
< \$200	2	0.0%
\$200 - \$299	34	0.1%
\$300 - \$399	52	0.1%
\$400 - \$499	198	0.4%
\$500 - \$599	604	1.2%
\$600 - \$699	931	1.8%
\$700 - \$799	1,132	2.2%
\$800 - \$899	2,240	4.3%
\$900 - \$999	2,906	5.6%
\$1000 - \$1249	9,823	19.0%
\$1250 - \$1499	9,211	17.8%
\$1500 - \$1999	11,918	23.0%
\$2000 - \$2499	4,007	7.7%
\$2500 - \$2999	1,385	2.7%
\$3000+	1,141	2.2%
With No Mortgage	6,186	11.9%
Median Monthly Owner Costs for Units with Mortgage	\$1,382	
Average Monthly Owner Costs for Units with Mortgage	\$1,480	

Census 2000 Specified Renter Occupied Housing Units by Contract Rent

	Number	Percent
Total	18,157	100.0%
Paying Cash Rent	17,679	97.4%
< \$100	161	0.9%
\$100 - \$149	42	0.2%
\$150 - \$199	44	0.2%
\$200 - \$249	66	0.4%
\$250 - \$299	81	0.4%
\$300 - \$349	167	0.9%
\$350 - \$399	106	0.6%
\$400 - \$449	245	1.3%
\$450 - \$499	402	2.2%
\$500 - \$549	733	4.0%
\$550 - \$599	1,122	6.2%
\$600 - \$649	1,787	9.8%
\$650 - \$699	1,506	8.3%
\$700 - \$749	2,240	12.3%
\$750 - \$799	1,560	8.6%
\$800 - \$899	2,416	13.3%
\$900 - \$999	1,765	9.7%
\$1000 - \$1249	2,222	12.2%
\$1250 - \$1499	600	3.3%
\$1500 - \$1999	354	1.9%
\$2000 +	60	0.3%
No Cash Rent	478	2.6%
Median Rent	\$754	
Average Rent	\$792	
Average Gross Rent (with Utilities)	\$912	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office.

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