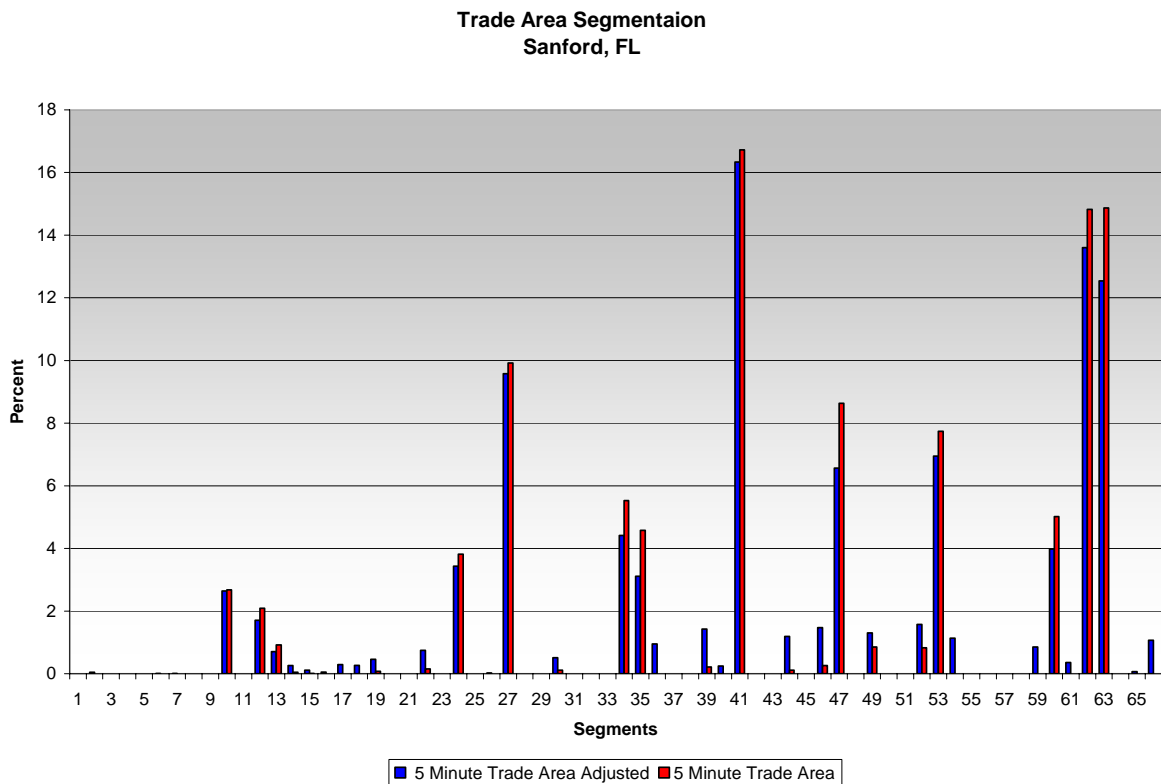


## 5 Minute Trade Area Retail Site Analysis

### Psychographics

The City of Sanford provided household level data for Buxton to determine the change in segmentation that is currently occurring within the city. The profile below does show a slight shift towards the left reflecting what is going to continue to occur in the City of Sanford. However, even with the shift the profile change is not significant enough as of yet to change the dominant segment households that will be used to match against retailer profiles in the next steps of this project. The psychographic profiles of the households within the 5 Minute trade area and the 5 Minute adjusted trade area of the selected site is presented below.



Source: Claritas, Inc. PRIZM<sup>®</sup> NE, © 2006

## 5 Minute Trade Area Retail Site Analysis (Continued)

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for the trade area.

### 5 Minute Trade Area Dominant Segments

5 Minute Trade Area			
Dominant Segments	Description	Households	% of All Households
24	Up-and-Comers	340	3.81
27	Middleburg Managers	884	9.92
34	White Picket Fences	493	5.53
35	Boomtown Singles	408	4.58
41	Sunset City Blues	1,491	16.73
47	City Startups	769	8.63
53	Mobility Blues	690	7.74
60	Park Bench Seniors	447	5.02
62	Hometown Retired	1,321	14.82
63	Family Thrifts	1,325	14.87

Source: Claritas, Inc. PRIZM® NE, © 2006

### 5 Minute Trade Area Adjusted Dominant Segments

5 Minute Trade Area Adjusted			
Dominant Segments	Description	Households	% of All Households
24	Up-and-Comers	306	3.44
27	Middleburg Managers	853	9.58
34	White Picket Fences	393	4.41
35	Boomtown Singles	277	3.11
41	Sunset City Blues	1,455	16.34
47	City Startups	585	6.57
53	Mobility Blues	619	6.95
60	Park Bench Seniors	354	3.97
62	Hometown Retired	1,211	13.60
63	Family Thrifts	1,117	12.54

Source: Claritas, Inc. PRIZM® NE, © 2006