

Major Retail Overview Anniston, Alabama

Prepared For



ANCHOR RETAIL LOCATIONS



DEMOGRAPHIC SNAPSHOT

US Hwy 431 & AL 21 (McClellan Blvd)

5 Mile Radius 10 Minute Drivetime

| | | |
|----------------------------------|----------|----------|
| 2010 Estimated Population | 38,368 | 38,368 |
| '10 Est. Median Household Income | \$39,353 | \$39,353 |
| Total # Employees | 23,839 | 23,839 |

DRIVING MILES FROM US HWY 431 & AL 21 (MCCLELLEN)

| | |
|----------------|-----|
| Birmingham, AL | 66 |
| Huntsville, AL | 99 |
| Atlanta, GA | 92 |
| Columbus, GA | 124 |
| Montgomery, AL | 115 |

ANNISTON MAJOR RETAIL & RESTAURANT



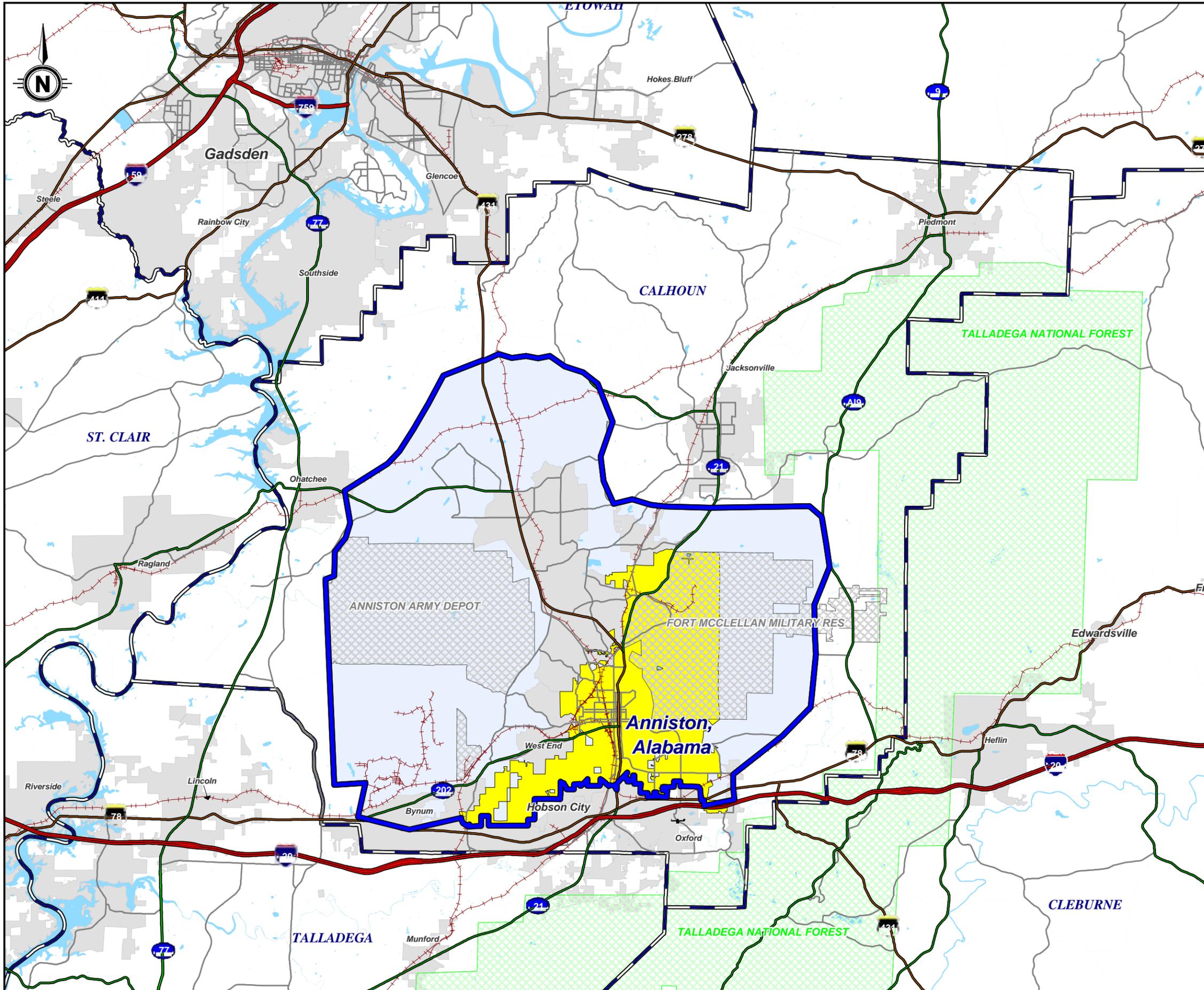
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2011

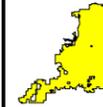
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Trade Area Overview Anniston, Alabama

Prepared For



DEMOGRAPHIC SNAPSHOT

City Boundaries

| | |
|----------------------------------|----------|
| 2010 Estimated Population | 24,909 |
| '10 Est. Median Household Income | \$36,751 |
| Total # Employees | 18,396 |



DEMOGRAPHIC SNAPSHOT

Trade Area

| | |
|----------------------------------|----------|
| 2010 Estimated Population | 61,798 |
| '10 Est. Median Household Income | \$42,136 |
| Total # Employees | 33,107 |



US HWY 431 & AL 21 (MCCELLELLAN)

Vehicles per Day (ALDOT)

Driving Miles from

| | | |
|----------------------------------|----------------|----|
| 36,630 McClellan, North Anniston | Birmingham, AL | 66 |
| 39,750 Quintard, Anniston | Huntsville, AL | 99 |
| 35,690 I-20 and Hwy 431, Oxford | Atlanta, GA | 92 |

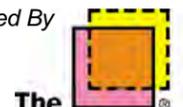
ANNISTON MAJOR RETAIL & RESTAURANT



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The Shopping Center Group
Retail Real Estate SpecialistsSM
CHAINLINKS

2011

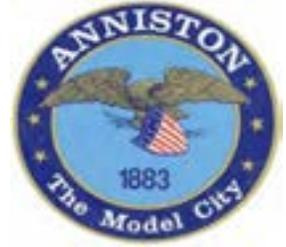
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SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.727572/-85.853634

2011

| Retail Trade Area Anniston, AL | | Trade Area |
|--------------------------------------|--|------------|
| POPULATION | 2010 Estimated Population | 61,798 |
| | 2015 Projected Population | 61,417 |
| | 2000 Census Population | 63,695 |
| | 1990 Census Population | 69,803 |
| | Historical Annual Growth 1990 to 2010 | -0.6% |
| | Projected Annual Growth 2010 to 2015 | -0.1% |
| | 2010 Male Population | 47.7% |
| | 2010 Female Population | 52.3% |
| | 2010 Average Age | 40.0 |
| | 2010 Median Age | 35.4 |
| HOUSEHOLDS | 2010 Estimated Households | 25,222 |
| | 2015 Projected Households | 25,059 |
| | 2000 Census Households | 26,048 |
| | 1990 Census Households | 25,614 |
| | Historical Annual Growth 1990 to 2010 | -0.1% |
| Projected Annual Growth 2010 to 2015 | -0.1% | |
| POPULATION BY RACE | 2010 Estimated White | 70.1% |
| | 2010 Estimated Black or African American | 27.6% |
| | 2010 Estimated Asian | 0.9% |
| | 2010 Estimated Other Races | 1.5% |
| | 2010 Estimated Hispanic | 2.8% |
| INCOME | 2010 Estimated Average Household Income | \$ 55,681 |
| | 2010 Estimated Median Household Income | \$ 42,136 |
| | 2010 Estimated Per Capita Income | \$ 23,055 |
| EDUCATION (AGE 25+) | 2010 Elementary | 7.8% |
| | 2010 Some High School | 17.6% |
| | 2010 High School Graduate | 32.4% |
| | 2010 Some College | 21.7% |
| | 2010 College Degree | 20.5% |
| BUSINESS | Number of Businesses | 1,651 |
| | Total Number of Employees | 33,107 |
| | Avg Employee Population per Business | 20.1 |
| | Avg Residential Population per Business | 37.4 |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

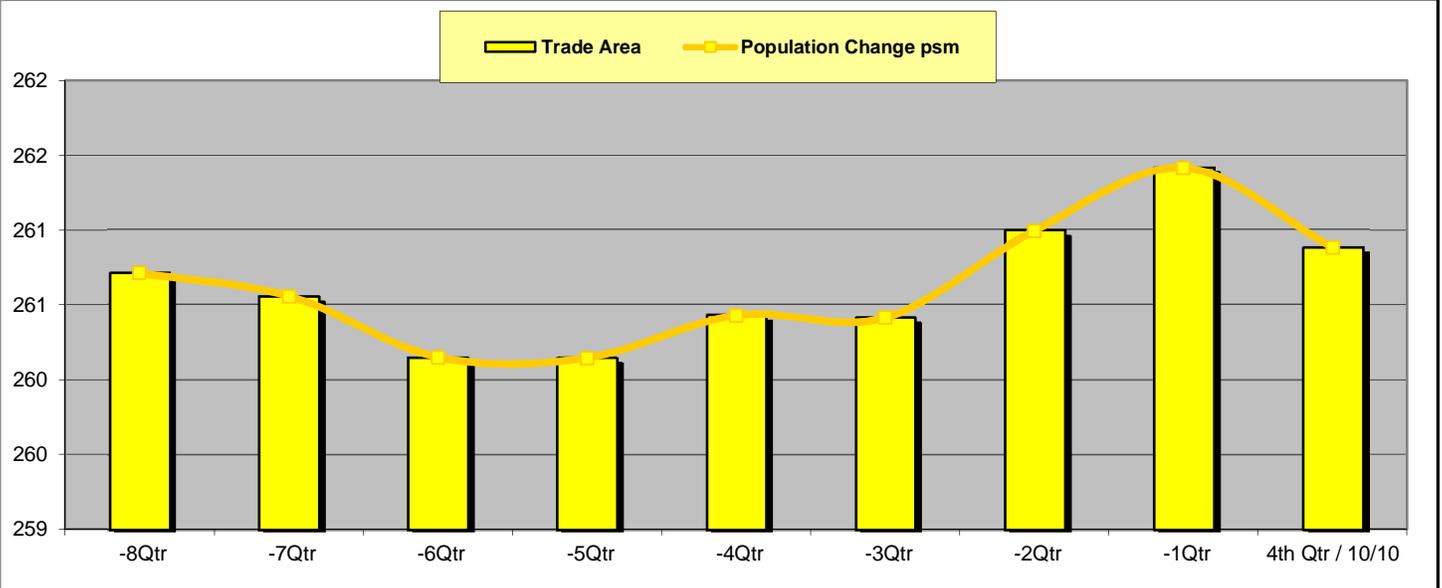
Calculated using Proportional Block Groups



Lat/Lon: 33.727572/-85.853634

2011

| Retail Trade Area | | Trade Area |
|--|--------|---------------------|
| Anniston, AL | | |
| Population | | |
| Estimated Current Population (2010) | | 61,798 |
| Census Population (2000) | | 63,695 |
| Census Population (1990) | | 69,803 |
| Projected Population (2015) | | 61,417 |
| Low to High End Projection Bounds | | 58,384 to 64,286 |
| Forecasted Population (2020) | | 61,273 |
| Historical Annual Growth (1990 to 2000) | -6,108 | -0.9% |
| Historical Annual Growth (2000 to 2010) | -1,898 | -0.3% |
| Projected Annual Growth (2010 to 2015) | -381 | -0.1% |
| Forecasted Annual Growth (2015 to 2020) | -144 | 0.0% |
| Transient Population (2010) | | 335 |
| Seasonal Population (2010) | | 51 |
| Population Estimate year ago (4th Qtr / 2009) | | 61,690 |
| Births in past 4 Qtrs | | +776 |
| Deaths in past 4 Qtrs | | -727 |
| Migration in past 4 Qtrs | | +59 |
| Components of Change (past 4 Qtrs) | | +107 0.2% |
| Growth Stability Index (0 stable, -1 or +1 change) | | 0.05 |
| Est. Population Density (2010) | | 260.88 <i>psm</i> |
| Trade Area Size | | 236.88 <i>sq mi</i> |



| | | |
|------------------------------|--------|-------|
| Population Past 4 Qtrs 08-Q4 | 61,757 | |
| Population Past 4 Qtrs 09-Q1 | 61,721 | -0.1% |
| Population Past 4 Qtrs 09-Q2 | 61,624 | -0.2% |
| Population Past 4 Qtrs 09-Q3 | 61,623 | -0.0% |
| Population Past 4 Qtrs 09-Q4 | 61,690 | 0.1% |
| Population Past 4 Qtrs 10-Q1 | 61,686 | -0.0% |
| Population Past 4 Qtrs 10-Q2 | 61,824 | 0.2% |
| Population Past 4 Qtrs 10-Q3 | 61,924 | 0.2% |

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Calculated using Proportional Block Groups



Lat/Lon: 33.727572/-85.853634

2011

| Retail Trade Area | Trade Area | |
|--------------------------------|------------|-----|
| Anniston, AL | | |
| Age Distribution (2010) | | |
| Age Under 5 years | 3,717 | 6% |
| Age 5 to 14 years | 6,792 | 11% |
| Age 14 to 18 years | 3,147 | 5% |
| Age 18 to 22 years | 3,347 | 5% |
| Age 22 to 25 years | 2,452 | 4% |
| Age 25 to 30 years | 4,099 | 7% |
| Age 30 to 35 years | 3,616 | 6% |
| Age 35 to 40 years | 3,661 | 6% |
| Age 40 to 45 years | 3,845 | 6% |
| Age 45 to 50 years | 4,293 | 7% |
| Age 50 to 55 years | 4,536 | 7% |
| Age 55 to 60 years | 4,388 | 7% |
| Age 60 to 65 years | 3,841 | 6% |
| Age 65 to 70 years | 2,978 | 5% |
| Age 70 to 75 years | 2,398 | 4% |
| Age 75 to 80 years | 2,066 | 3% |
| Age 80 to 85 years | 1,579 | 3% |
| Age 85 years plus | 1,042 | 2% |
| Average Age | 40.0 yrs | |
| Median Age | 35.4 yrs | |
| Age 0 to 18 | 13,656 | 22% |
| Age 18 to 65 years | 38,078 | 62% |
| Age 65 years plus | 10,063 | 16% |
| Age Distribution (2010) | | |
| Male Population | 29,490 | |
| Age Under 5 years | 1,896 | 6% |
| Age 5 to 14 years | 3,427 | 12% |
| Age 14 to 18 years | 1,568 | 5% |
| Age 18 to 22 years | 1,702 | 6% |
| Age 22 to 25 years | 1,267 | 4% |
| Age 25 to 30 years | 2,114 | 7% |
| Age 30 to 35 years | 1,740 | 6% |
| Age 35 to 40 years | 1,803 | 6% |
| Age 40 to 45 years | 1,863 | 6% |
| Age 45 to 50 years | 2,102 | 7% |
| Age 50 to 55 years | 2,123 | 7% |
| Age 55 to 60 years | 2,079 | 7% |
| Age 60 to 65 years | 1,833 | 6% |
| Age 65 to 70 years | 1,328 | 5% |
| Age 70 to 75 years | 1,043 | 4% |
| Age 75 to 80 years | 813 | 3% |
| Age 80 to 85 years | 543 | 2% |
| Age 85 years plus | 248 | 1% |
| Average Age | 38.2 yrs | |
| Median Age | 33.3 yrs | |
| Age 0 to 18 | 6,891 | 23% |
| Age 18 to 65 years | 18,625 | 63% |
| Age 65 years plus | 3,974 | 13% |

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Calculated using Proportional Block Groups



Lat/Lon: 33.727572/-85.853634

2011

| Retail Trade Area | Trade Area | |
|--|-----------------|-------|
| Anniston, AL | | |
| Age Distribution (2010) | | |
| Female Population | 32,308 | |
| Age Under 5 years | 1,821 | 6% |
| Age 5 to 14 years | 3,365 | 10% |
| Age 14 to 18 years | 1,579 | 5% |
| Age 18 to 22 years | 1,645 | 5% |
| Age 22 to 25 years | 1,185 | 4% |
| Age 25 to 30 years | 1,984 | 6% |
| Age 30 to 35 years | 1,877 | 6% |
| Age 35 to 40 years | 1,859 | 6% |
| Age 40 to 45 years | 1,982 | 6% |
| Age 45 to 50 years | 2,192 | 7% |
| Age 50 to 55 years | 2,413 | 7% |
| Age 55 to 60 years | 2,309 | 7% |
| Age 60 to 65 years | 2,007 | 6% |
| Age 65 to 70 years | 1,650 | 5% |
| Age 70 to 75 years | 1,355 | 4% |
| Age 75 to 80 years | 1,253 | 4% |
| Age 80 to 85 years | 1,036 | 3% |
| Age 85 years plus | 795 | 2% |
| Average Age | 41.6 yrs | |
| Median Age | 37.3 yrs | |
| Age 0 to 18 | 6,765 | 21% |
| Age 18 to 65 years | 19,454 | 60% |
| Age 65 years plus | 6,089 | 19% |
| Males per 100 Females, Male % Pop | | |
| Age 0 to 18 years | 102 | 50.5% |
| Age 18 to 25 years | 105 | 51.2% |
| Age 25 to 35 years | 100 | 50.0% |
| Age 35 to 45 years | 95 | 48.8% |
| Age 45 to 55 years | 92 | 47.8% |
| Age 55 to 65 years | 91 | 47.5% |
| Age 65 to 75 years | 79 | 44.1% |
| Age 75 years plus | 52 | 34.2% |
| Future Age Population | | |
| Projected Population (2015) | 61,417 | |
| Average Age Median Age | 40.6 35.8 yrs | |
| Male Population (2015) | 29,413 | 47.9% |
| Average Age Median Age | 38.8 33.5 yrs | |
| Female Population (2015) | 32,004 | 52.1% |
| Average Age Median Age | 42.2 38.0 yrs | |
| Forcasted Population (2020) | 61,273 | |
| Average Age Median Age | 41.0 35.8 yrs | |
| Male Population (2020) | 29,428 | 48.0% |
| Average Age | 39.3 yrs | |
| Female Population (2020) | 31,845 | 52.0% |
| Average Age | 42.6 yrs | |

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Lat/Lon: 33.727572/-85.853634

2011

| Retail Trade Area | Trade Area | |
|--|------------|-------|
| Anniston, AL | | |
| Race & Ethnicity | | |
| Total Population | 61,798 | |
| White (2010) | 43,291 | 70% |
| Black (2010) | 17,063 | 28% |
| Asian (2010) | 528 | 1% |
| Other Race (2010) | 916 | 1% |
| Population: Hispanic (2010) | 1,711 | 3% |
| <i>White: Hispanic</i> | 1,523 | 2% |
| <i>Black: Hispanic</i> | 141 | 0% |
| <i>Asian: Hispanic</i> | 10 | 0% |
| <i>Other Race: Hispanic</i> | 36 | 0% |
| Population: Non Hispanic (2010) | 60,086 | 97% |
| <i>White: Non Hispanic</i> | 41,767 | 68% |
| <i>Black: Non Hispanic</i> | 16,922 | 27% |
| <i>Asian: Non Hispanic</i> | 517 | 1% |
| <i>Other Race: Non Hispanic</i> | 880 | 1% |
| Population: Hispanic (2000) | 1,180 | 1.9% |
| Population: Hispanic (1990) | 952 | 1.4% |
| Hist. Hispanic Ann Growth (1990 to 2000) | 227 | 2.4% |
| Hist. Hispanic Ann Growth (2000 to 2010) | 532 | 4.5% |
| Population: Non Hispanic (2000) | 62,515 | 98.1% |
| Population: Non Hispanic (1990) | 68,851 | 98.6% |
| Hist. Non Hispanic Ann Growth (1990 to 2000) | -6,335 | -0.9% |
| Hist. Non Hispanic Ann Growth (2000 to 2010) | -2,429 | -0.4% |
| Language Spoken at home (Age 5+) (2010) | | |
| Total Population Age 5 and above | 58,080 | |
| Speak English Only | 55,968 | 96% |
| Spanish or Spanish Creole | 1,049 | 2% |
| European/Indo-European | 645 | 1% |
| <i>French or French Creole</i> | 193 | 0% |
| <i>Italian</i> | 38 | 0% |
| <i>Portuguese or Portuguese Creole</i> | 0 | 0% |
| <i>German</i> | 316 | 1% |
| <i>Yiddish or Hebrew</i> | 0 | 0% |
| <i>Other Slavic languages</i> | 31 | 0% |
| <i>Other Indic languages</i> | 67 | 0% |
| <i>Other Indo-European Languages</i> | 1 | 0% |
| Asian/Pacific | 333 | 1% |
| <i>Chinese</i> | 15 | 0% |
| <i>Japanese</i> | 35 | 0% |
| <i>Korean</i> | 169 | 0% |
| <i>Vietnamese</i> | 59 | 0% |
| <i>Other Asian languages</i> | 34 | 0% |
| <i>Tagalog and Other Pacific Languages</i> | 21 | 0% |
| Other Languages | 86 | 0% |
| <i>Arabic</i> | 30 | 0% |
| <i>Other and unspecified languages</i> | 56 | 0% |

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2011

| Retail Trade Area | Trade Area | |
|---|------------|-----|
| Anniston, AL | | |
| Population by Ancestry (2010) | | |
| America | 11,867 | 19% |
| <i>Native American (Indian/Eskimo)</i> | 201 | 0% |
| <i>Hawaiian/Pacific Islander</i> | 41 | 0% |
| <i>American</i> | 11,625 | 19% |
| Hispanic | 1,711 | 3% |
| <i>Mexican</i> | 775 | 1% |
| <i>Puerto Rican</i> | 269 | 0% |
| <i>Cuban</i> | 81 | 0% |
| <i>Dominican</i> | 7 | 0% |
| <i>Central American</i> | 95 | 0% |
| <i>South American</i> | 54 | 0% |
| <i>Other Hispanic</i> | 431 | 1% |
| Asian | 517 | 1% |
| <i>Chinese</i> | 62 | 0% |
| <i>Japanese</i> | 33 | 0% |
| <i>Korean</i> | 154 | 0% |
| <i>South Central Asian (e.g. Indian)</i> | 102 | 0% |
| <i>South East Asian (e.g. Vietnamese)</i> | 151 | 0% |
| <i>Other Asian</i> | 16 | 0% |
| European | 13,640 | 22% |
| <i>British</i> | 3,704 | 6% |
| <i>Dutch</i> | 385 | 1% |
| <i>French</i> | 464 | 1% |
| <i>German</i> | 2,173 | 4% |
| <i>Italian</i> | 609 | 1% |
| <i>Polish</i> | 200 | 0% |
| <i>Scandinavian</i> | 385 | 1% |
| <i>Scotch Irish</i> | 5,147 | 8% |
| <i>Other European (e.g. Greek/Russian)</i> | 574 | 1% |
| Middle Eastern | 36 | 0% |
| Other | 16,457 | 27% |
| Unclassified | 17,569 | 28% |
| Educational Attainment (2010) | | |
| Elementary (0 to 8) | 3,322 | 8% |
| Some High School (9 to 11) | 7,445 | 18% |
| High School Graduate (12) | 13,737 | 32% |
| Some College (13 to 16) | 9,172 | 22% |
| Associates Degree | 2,240 | 5% |
| Bachelors Degree | 3,854 | 9% |
| Masters Degree | 1,807 | 4% |
| Professional\Doctorate | 765 | 2% |
| College Degree+ (Bachelor Degree or higher) | 6,426 | 15% |
| Enrollments (2010) | | |
| Nursery school/preschool | 796 | 1% |
| Kindergarten/Elementary School | 7,727 | 13% |
| High School | 3,189 | 5% |
| College/Graduate/Professional school | 2,622 | 4% |
| Not enrolled | 47,464 | 77% |

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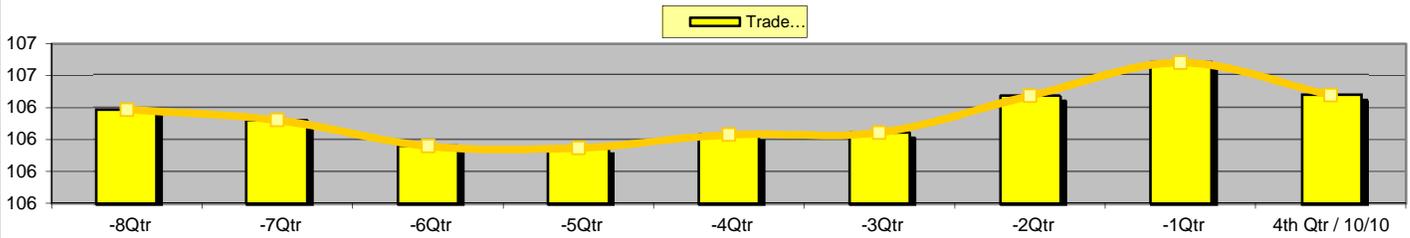
2011

Retail Trade Area Anniston, AL

Trade Area

Households

| | |
|-------------------------------------|------------------|
| Estimated Current Households (2010) | 25,222 |
| Census Households (2000) | 26,048 |
| Census Households (1990) | 25,614 |
| Projected Households (2015) | 25,059 |
| Low to High End Projection Bounds | 23,793 to 26,244 |
| Forecasted Households (2020) | 24,997 |



| | | |
|---|--------|-------|
| Population Past 4 Qtrs 08-Q4 | 25,201 | |
| Population Past 4 Qtrs 09-Q1 | 25,185 | -0.1% |
| Population Past 4 Qtrs 09-Q2 | 25,147 | -0.2% |
| Population Past 4 Qtrs 09-Q3 | 25,144 | -0.0% |
| Population Past 4 Qtrs 09-Q4 | 25,164 | 0.1% |
| Population Past 4 Qtrs 10-Q1 | 25,167 | 0.0% |
| Population Past 4 Qtrs 10-Q2 | 25,221 | 0.2% |
| Population Past 4 Qtrs 10-Q3 | 25,270 | 0.2% |
| Estimated Population in Households (2010) | 60,981 | 99% |
| Estimated Persons per Household (2010) | 2.4 | |
| Estimated Household Density (2010) | 106 | psm |
| Projected Population in Households (2015) | 60,605 | 98.7% |

Household Type (2010)

| | | |
|--|--------|------|
| Family Households | 17,431 | 69% |
| Married Couple Household | 12,845 | 51% |
| Married Couple Household With Children | 4,961 | 20% |
| Married Couple Household No Children | 7,884 | 31% |
| Male Householder | 915 | 4% |
| Male Householder With Children | 443 | 2% |
| Male Householder No Children | 472 | 2% |
| Female Householder | 3,671 | 15% |
| Female Householder With Children | 1,934 | 8% |
| Female Householder No Children | 1,737 | 7% |
| Non Family Households | 862 | 3% |
| One person households | 6,929 | 27% |
| Two or More people Non Family households | -6,068 | -24% |

Household Size (2010)

| | | |
|----------------------|-------|-----|
| 1 Person Household | 6,929 | 27% |
| 2 Person Households | 8,643 | 34% |
| 3 Person Households | 4,573 | 18% |
| 4 Person Households | 3,267 | 13% |
| 5 Person Households | 1,227 | 5% |
| 6 Person Households | 387 | 2% |
| 7+ Person Households | 196 | 1% |

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2011

| | |
|--------------------------|-------------------|
| Retail Trade Area | Trade Area |
| Anniston, AL | |

Average Household Income

| | |
|--------------------------------------|---------------|
| Est. Average Household Income (2010) | \$55,681 |
| Census Average Hhld Income (2000) | \$43,559 |
| Average Income Change (2000 to 2010) | \$12,122 2.8% |

Median Household Income

| | |
|-------------------------------------|--------------|
| Est. Median Household Income (2010) | \$42,136 |
| Census Median Hhld Income (2000) | \$32,460 |
| Median Income Change (2000 to 2010) | \$9,676 3.0% |

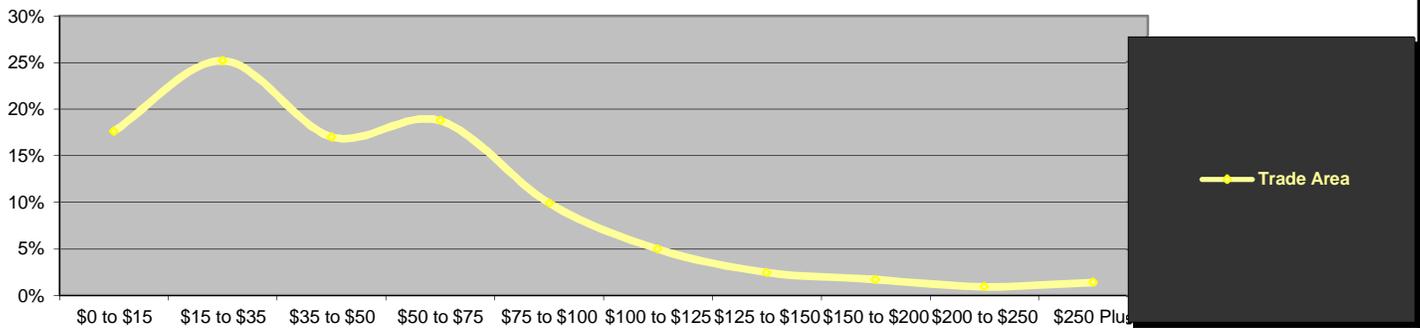
Per Capita Income

| | |
|---|--------------|
| Est. Per Capita Income (2010) | \$23,055 |
| Census Per Capita Income (2000) | \$18,037 |
| Per Capita Income Change (2000 to 2010) | \$5,018 2.8% |

Household Income Distribution (2010)

| | | |
|-----------------------------------|--------|-------|
| Hhld Income \$0 to 14,999 | 4,451 | 18% |
| Hhld Income \$15,000 to 24,999 | 3,279 | 13% |
| Hhld Income \$25,000 to 34,999 | 3,078 | 12% |
| Hhld Income \$35,000 to 49,999 | 4,296 | 17% |
| Hhld Income \$50,000 to 74,999 | 4,731 | 19% |
| Hhld Income \$75,000 to 99,999 | 2,497 | 10% |
| Hhld Income \$100,000 to 124,999 | 1,254 | 5% |
| Hhld Income \$125,000 to 149,999 | 623 | 2% |
| Hhld Income \$150,000 to 174,999 | 262 | 1% |
| Hhld Income \$175,000 to 199,999 | 167 | 1% |
| Hhld Income \$200,000 to 249,999 | 233 | 1% |
| Hhld Income \$250,000 to 499,999 | 323 | 1% |
| Hhld Income \$500,000 or More | 29 | 0% |
| Hhld Incomes Below Median Income | 10,808 | 42.8% |
| Hhld Incomes at the Median Income | 4,296 | 17.0% |
| Hhld Incomes Above Median Income | 10,119 | 40.1% |

Household Income Distribution (in 1,000's)



Daytime Demos (2010)

| | |
|-------------------------------------|-----------|
| Total Number of Businesses | 1,651 |
| Total Number of Employees | 33,107 |
| Employees per Business | 20.1 to 1 |
| Residential Population per Business | 37.4 to 1 |

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Calculated using Proportional Block Groups

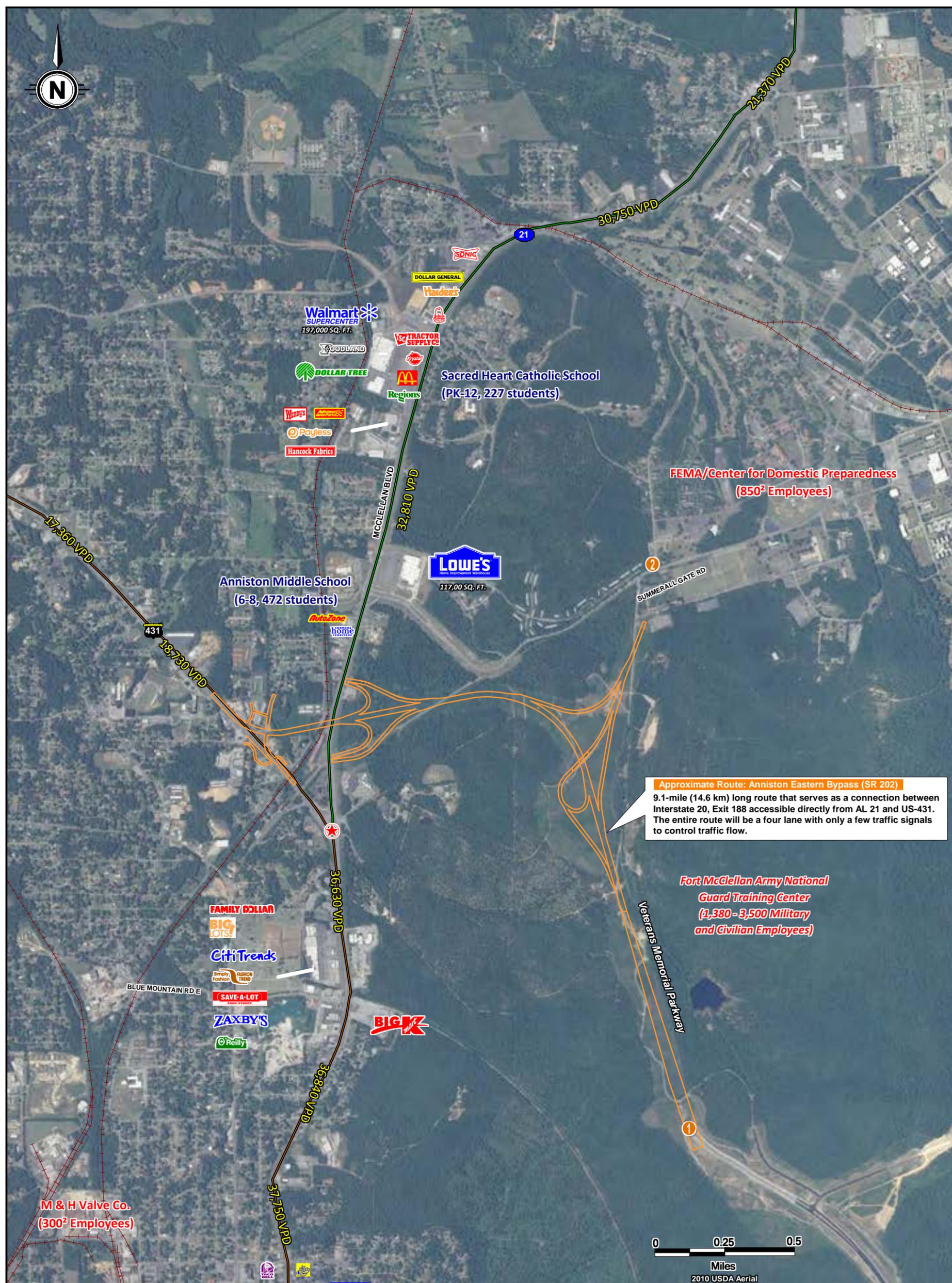


Lat/Lon: 33.727572/-85.853634

2011

| Retail Trade Area | | Trade Area |
|--|-----------|------------|
| Anniston, AL | | |
| Group Quarters | | |
| Group Quarters Population (2010) | 817 | |
| Non-Institutionalized | 131 | 16% |
| College | 0 | 0% |
| Military | 0 | 0% |
| Other | 131 | 16% |
| Institutionalized (Correctional, Medical, Other) | 686 | 84% |
| Census Group Quarters Population (2000) | 834 | |
| Projected Group Quarters Population (2015) | 812 | |
| Forecasted Group Quarters Population (2020) | 812 | |
| Historical Annual Growth (2000 to 2010) | -17 | -0.2% |
| Projected Annual Growth (2010 to 2015) | -5 | -0.1% |
| Housing (2010) | | |
| Total Housing Units | 29,563 | |
| Housing Units, Occupied | 25,222 | 85.3% |
| <i>Housing Units, Owner-Occupied</i> | 18,331 | 62.0% |
| <i>Housing Units, Renter-Occupied</i> | 6,891 | 23.3% |
| Housing Units, Vacant | 4,341 | 14.7% |
| Home Values (2010) | | |
| Owner Occupied Housing | 18,331 | |
| Home Values \$0 to \$9,999 | 284 | 2% |
| Home Values \$10,000 to \$14,999 | 448 | 2% |
| Home Values \$15,000 to \$19,999 | 433 | 2% |
| Home Values \$20,000 to \$24,999 | 508 | 3% |
| Home Values \$25,000 to \$29,999 | 8 | 0% |
| Home Values \$30,000 to \$34,999 | 669 | 4% |
| Home Values \$35,000 to \$39,999 | 633 | 3% |
| Home Values \$40,000 to \$49,999 | 741 | 4% |
| Home Values \$50,000 to \$59,999 | 1,549 | 8% |
| Home Values \$60,000 to \$69,999 | 783 | 4% |
| Home Values \$70,000 to \$79,999 | 1,000 | 5% |
| Home Values \$80,000 to \$89,999 | 1,920 | 10% |
| Home Values \$90,000 to \$99,999 | 1,013 | 6% |
| Home Values \$100,000 to \$124,999 | 3,149 | 17% |
| Home Values \$125,000 to \$149,999 | 1,514 | 8% |
| Home Values \$150,000 to \$174,999 | 964 | 5% |
| Home Values \$175,000 to \$199,999 | 766 | 4% |
| Home Values \$200,000 to \$249,999 | 849 | 5% |
| Home Values \$250,000 to \$299,999 | 364 | 2% |
| Home Values \$300,000 to \$399,999 | 375 | 2% |
| Home Values \$400,000 to \$499,999 | 157 | 1% |
| Home Values \$500,000 to \$749,999 | 120 | 1% |
| Home Values \$750,000 to \$999,999 | 43 | 0% |
| Home Values \$1,000,000 or More | 42 | 0% |
| Home Values Below Average Range | 9,989 | 54.5% |
| Home Values at the Average Range | 3,149 | 17.2% |
| Home Values Above Average Range | 5,193 | 28.3% |
| Owner Occupied Average Home Value | \$113,463 | |
| Owner Occupied Median Home Value | \$97,991 | |

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.



Approximate Route: Anniston Eastern Bypass (SR 202)
 9.1-mile (14.6 km) long route that serves as a connection between Interstate 20, Exit 188 accessible directly from AL 21 and US-431. The entire route will be a four lane with only a few traffic signals to control traffic flow.

Fort McClellan Army National Guard Training Center
 (1,380 - 3,500 Military and Civilian Employees)

FEMA/Center for Domestic Preparedness
 (850² Employees)



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North Anniston, Alabama



US HWY 431 & AL 21 (MCCLELLEN)

5 Mile Radius Ring

| | |
|----------------------------------|----------|
| 2010 Estimated Population | 38,368 |
| '10 Est. Median Household Income | \$39,353 |
| Total # Employees | 44,216 |

US HWY 431 & AL 21 (MCCLELLEN)

20 Minute Drive Time

| | |
|----------------------------------|----------|
| 2010 Estimated Population | 89,738 |
| '10 Est. Median Household Income | \$42,188 |
| Total # Employees | 43,032 |

2035 Forecasted Daily Volumes

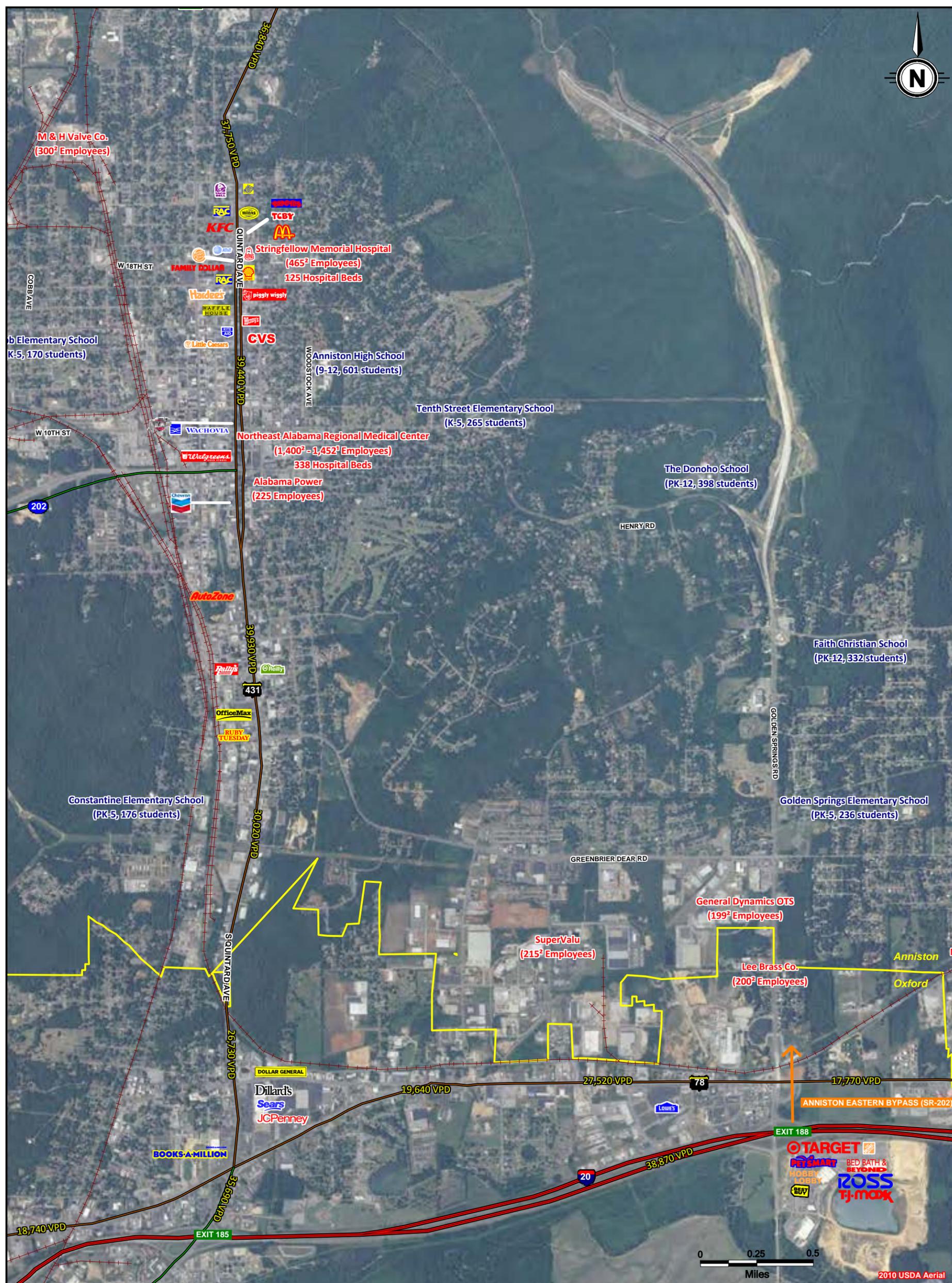
Source: Skipper Consulting, Inc.

- ① 31,700
- ② 19,800

For more information...
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 www.anniston.org

- LEGEND**
- City Boundaries
 - Eastern Parkway
 - Railroad
 - Vehicles per Day, 2010 ALDOT





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South Anniston, Alabama



DEMOGRAPHIC SNAPSHOT

Anniston City Boundaries

| | |
|----------------------------------|----------|
| 2010 Estimated Population | 24,909 |
| '10 Est. Median Household Income | \$36,751 |
| Total # Employees | 18,396 |

DEMOGRAPHIC SNAPSHOT

Calhoun County

| | |
|----------------------------------|----------|
| 2010 Estimated Population | 113,600 |
| '10 Est. Median Household Income | \$40,811 |
| Total # Employees | 49,710 |

2010 General Tax Structure:

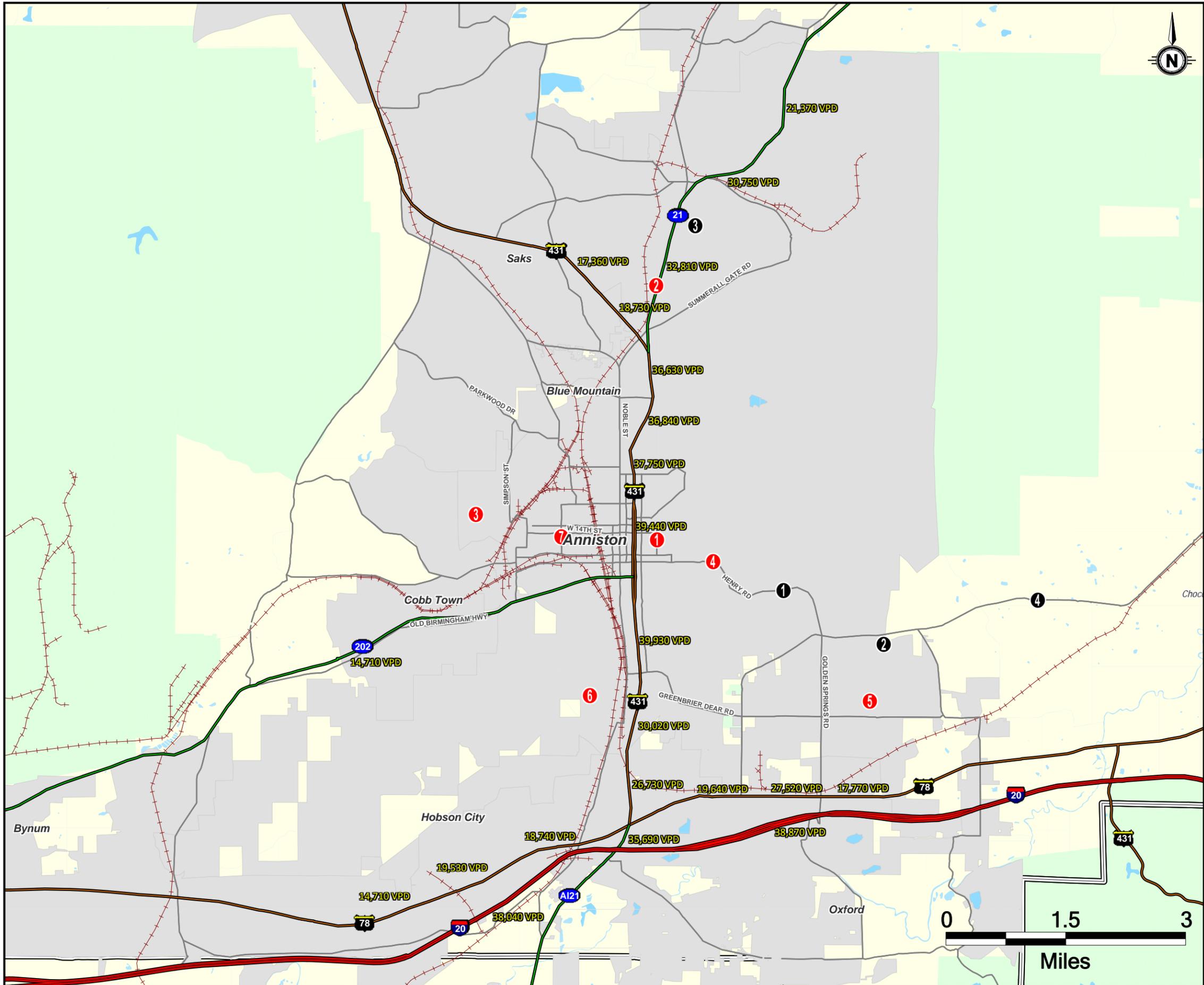
| | | |
|-------------------------|----------|--------|
| | Anniston | Oxford |
| Sales Tax General Rate: | 4.00% | 5.00% |
| Use Tax General Rate: | 4.00% | 5.00% |

For more information...
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LEGEND

- City Boundaries
 - Railroad
 - Vehicles per Day, VPD
 - 2010 ALDOT
- Source, Number of Employees:
 1 Employer Website
 2 Calhoun County Economic Development Council





This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Anniston Alabama

2011

Prepared For:



SCHOOLS IN ANNISTON, ALABAMA

Organized by Enrollment

| Public School | Grades | Enrollment |
|------------------------------------|--------|------------|
| 1 Anniston High School | 9-12 | 601 |
| 2 Anniston Middle School | 6-8 | 472 |
| 3 Randolph Park Elementary School | K-5 | 268 |
| 4 Tenth Street Elementary School | K-5 | 265 |
| 5 Golden Springs Elementary School | PK-5 | 236 |
| 6 Constantine Elementary School | PK-5 | 176 |
| 7 Cobb Elementary School | K-5 | 170 |

The Anniston City School System employs 305 persons

| Private School | Grades | Enrollment |
|--------------------------------|--------|------------|
| 1 The Donoho School | PK-12 | 398 |
| 2 Faith Christian School | PK-12 | 332 |
| 3 Sacred Heart Catholic School | PK-12 | 227 |
| 4 Cornerstone Faith Academy | K-12 | 47 |

---+---+ Railroad
 --- County Outline

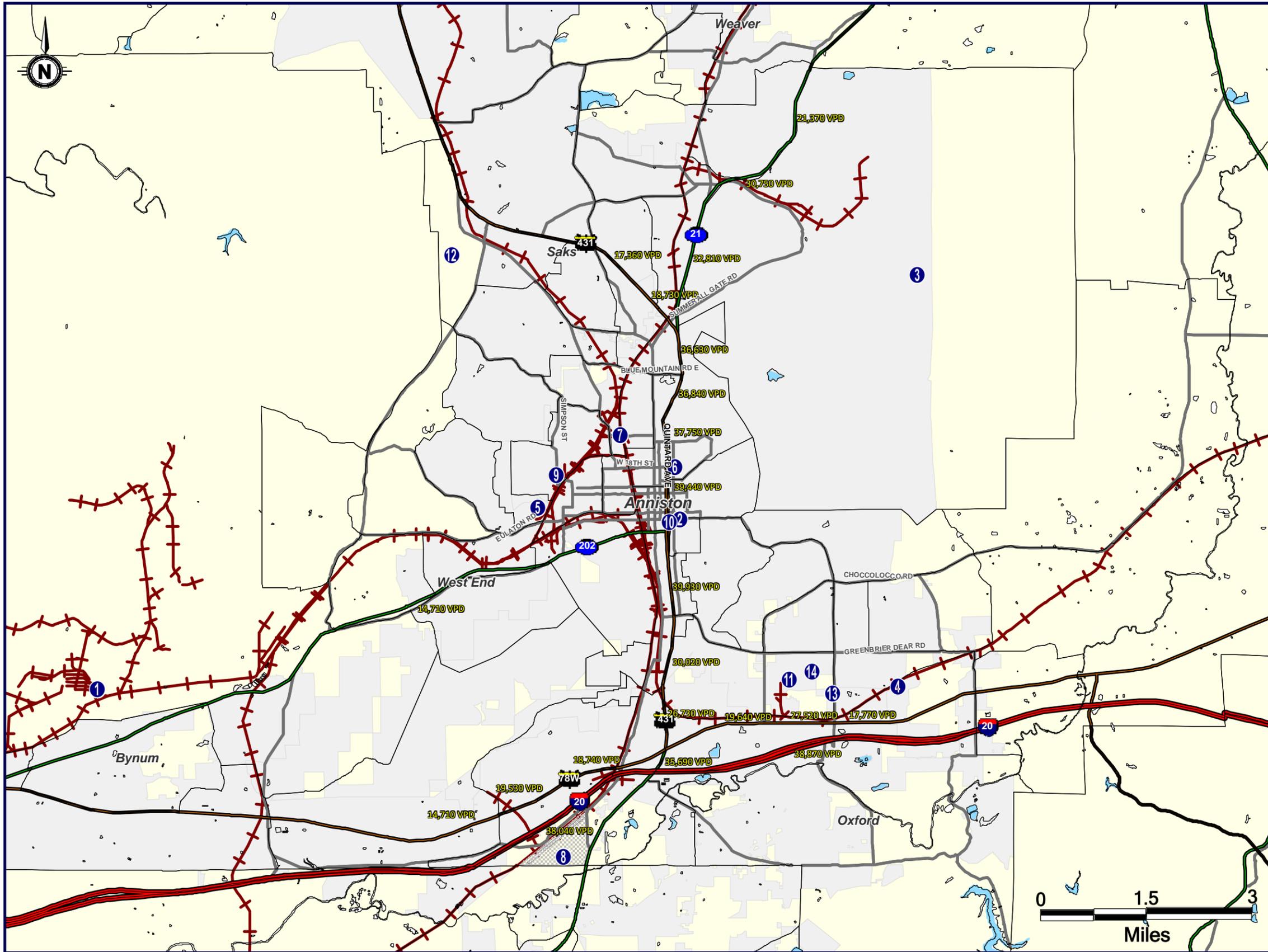
2010 ALDOT Vehicles Per Day

Prepared By...
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ANNISTON, ALABAMA

Anniston Area Employers

Anniston Area Employers Anniston, Alabama

Prepared For:



Organized by Number of Employees

| Employer | Employees | Service |
|---|---|----------------------------------|
| 1 Anniston Army Depot | 6,716 ¹ - 7,491 ² | Government |
| 2 Northeast Alabama Regional Medical Center | 1,400 ² - 1,452 ¹ | Hospitals |
| 3 FEMA/Center for Domestic Preparedness | 850 ² | Department of Homeland Security |
| 4 North American Bus Industries, Inc. | 700 ² | Manufacturer - Assembly - Buses |
| 5 BAE Systems | 550 ² | Contractors - Defense |
| 6 Stringfellow Memorial Hospital | 465 ² | Hospitals |
| 7 M & H Valve Company | 300 ² | Manufacturer - Valves & Hydrants |
| 8 Honeywell | 290 ² | Airline Repair Service |
| 9 Union Foundry | 242 | Foundries & Manufacturers |
| 10 Alabama Power | 225 | Utilities, Appliance Sales |
| 11 SuperValu | 215 ² | Wholesale Distribution |
| 12 Tyco Fire & Building Products | 202 ² | Foundries & Manufacturers |
| 13 Lee Brass Co. | 200 ² | Manufacturer - Brass |
| 14 General Dynamics OTS | 199 ² | Manufacturer |

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Source:
¹ Employer Website
² Calhoun County Economic Development Council

For more information:

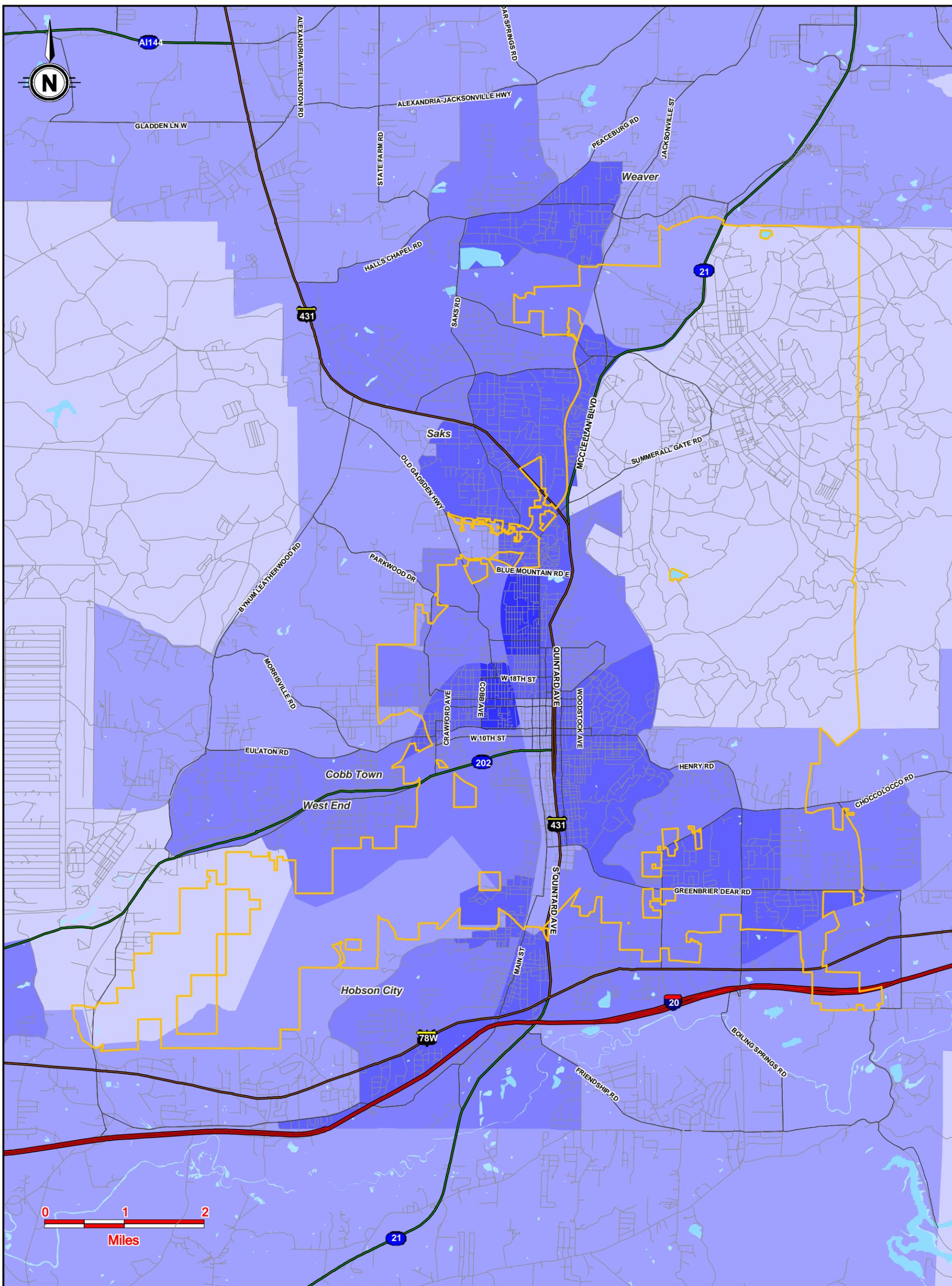
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LEGEND

Railroad



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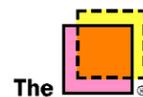


Population Density By Block Groups

- 2,500 or more
- 1,000 to 2,500
- 500 to 1,000
- 50 to 500
- Less than 50

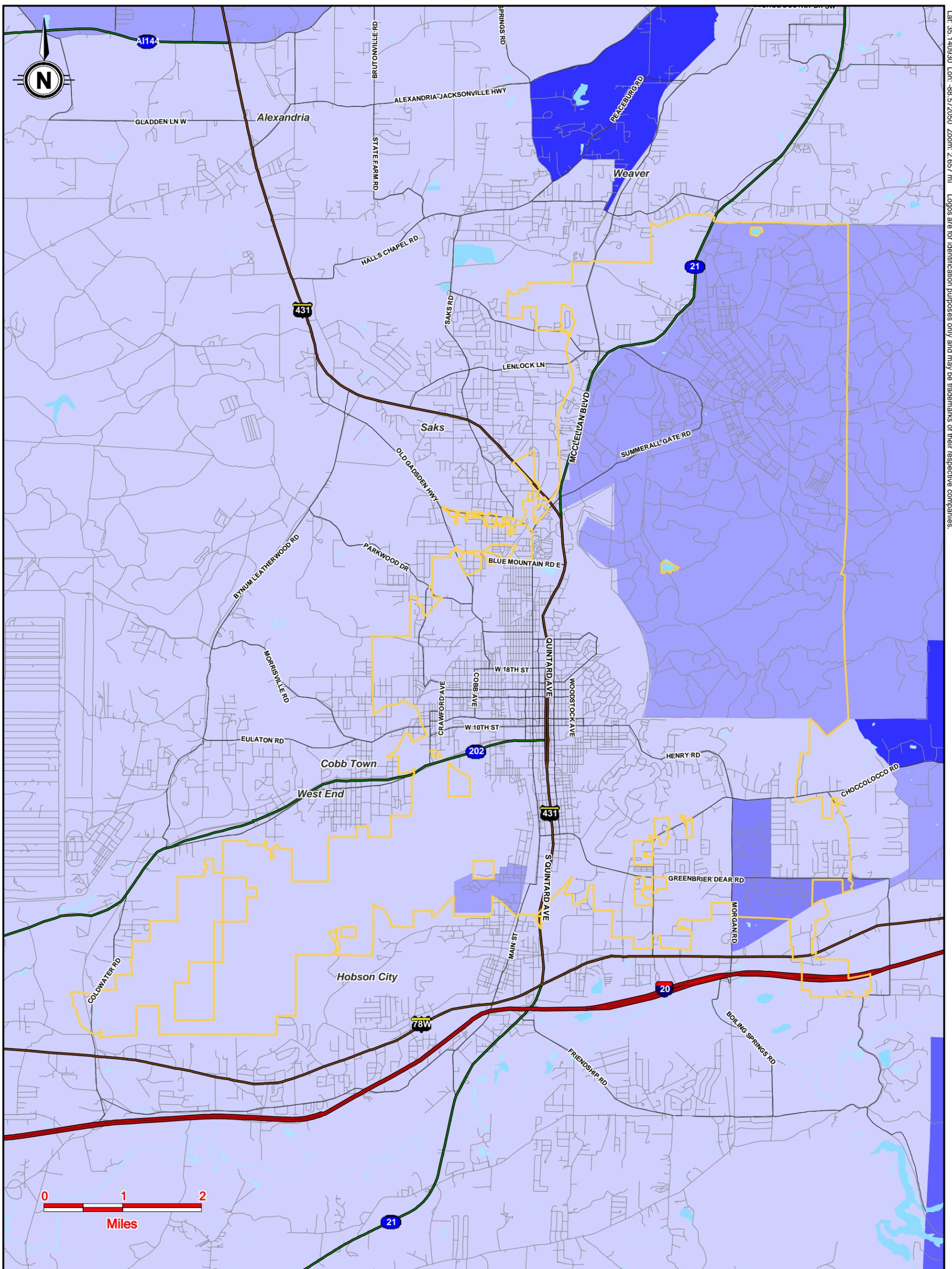


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5 Yr Pop Growth (Total%) By Block Groups

- 10% or more
- 5% to 10%
- 2% to 5%
- 0% to 2%
- Less than 0%

Anniston
City Limits



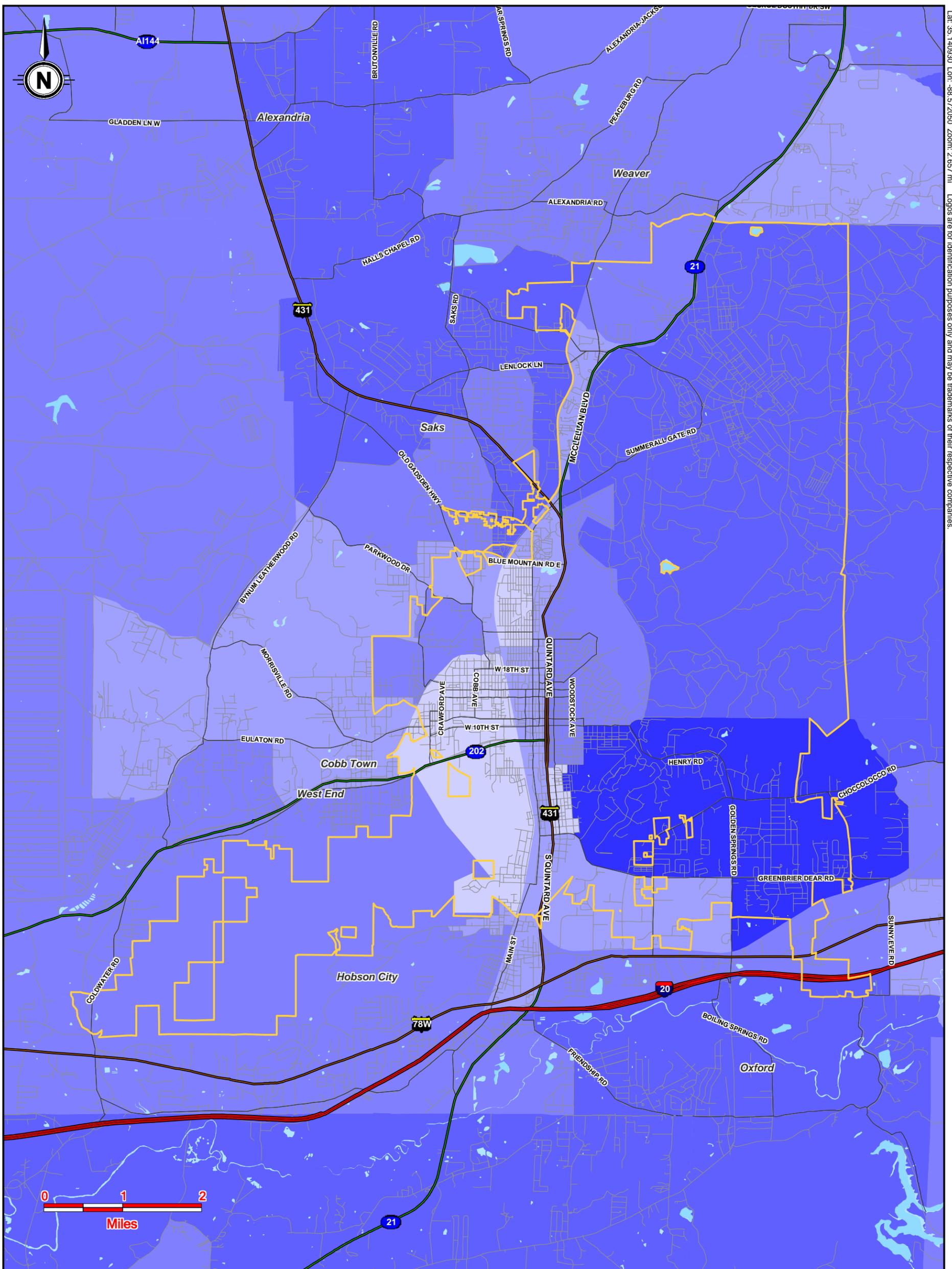
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Average HH Income By Block Groups

- \$75,000 or more
- \$60,000 to \$75,000
- \$45,000 to \$60,000
- \$30,000 to \$45,000
- Less than \$30,000



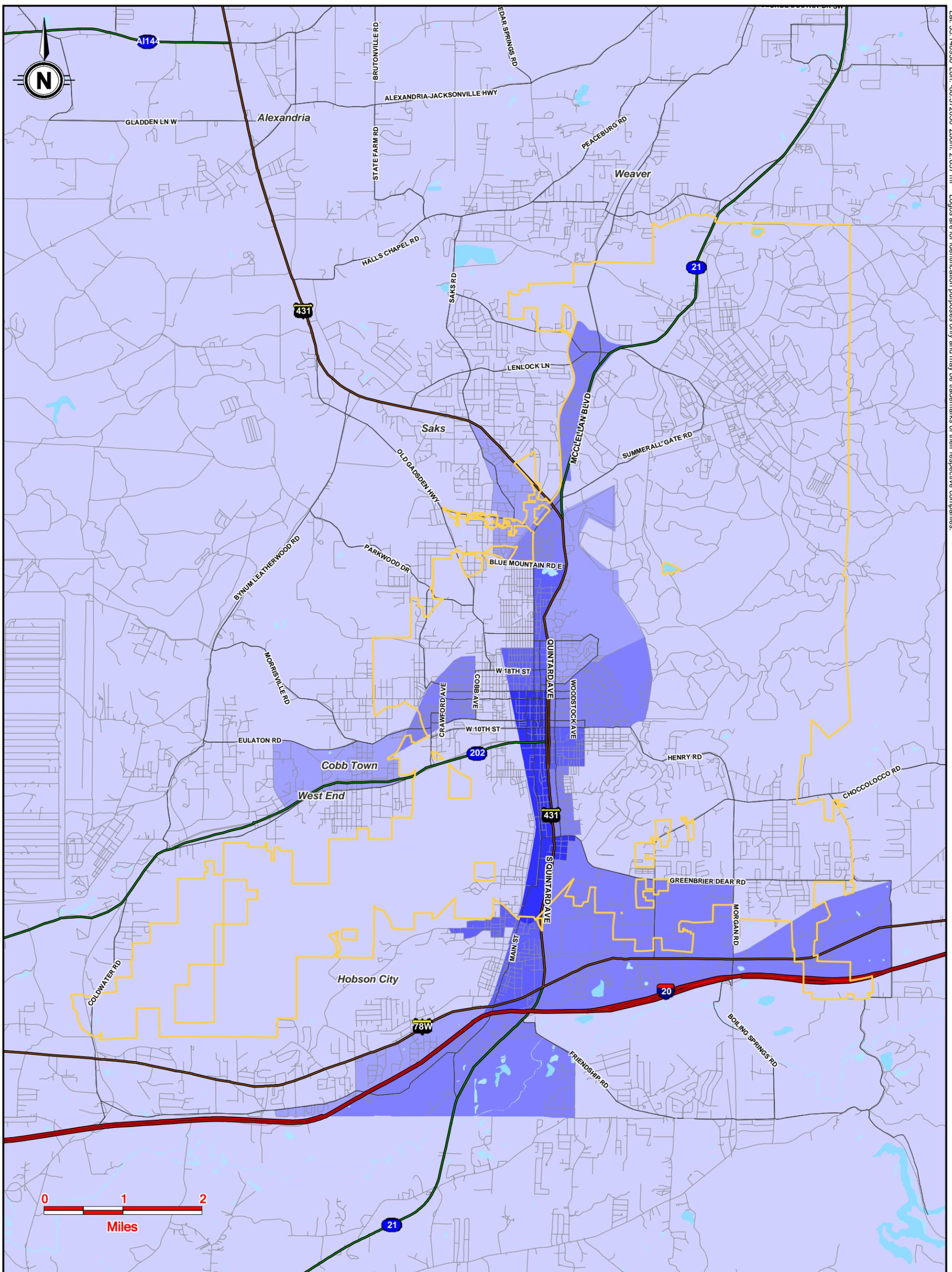
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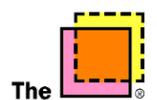
Employment Density By Block Groups

- 5,000 or more
- 2,500 to 5,000
- 1,000 to 2,500
- 500 to 1,000
- Less than 500

Anniston
City Limits

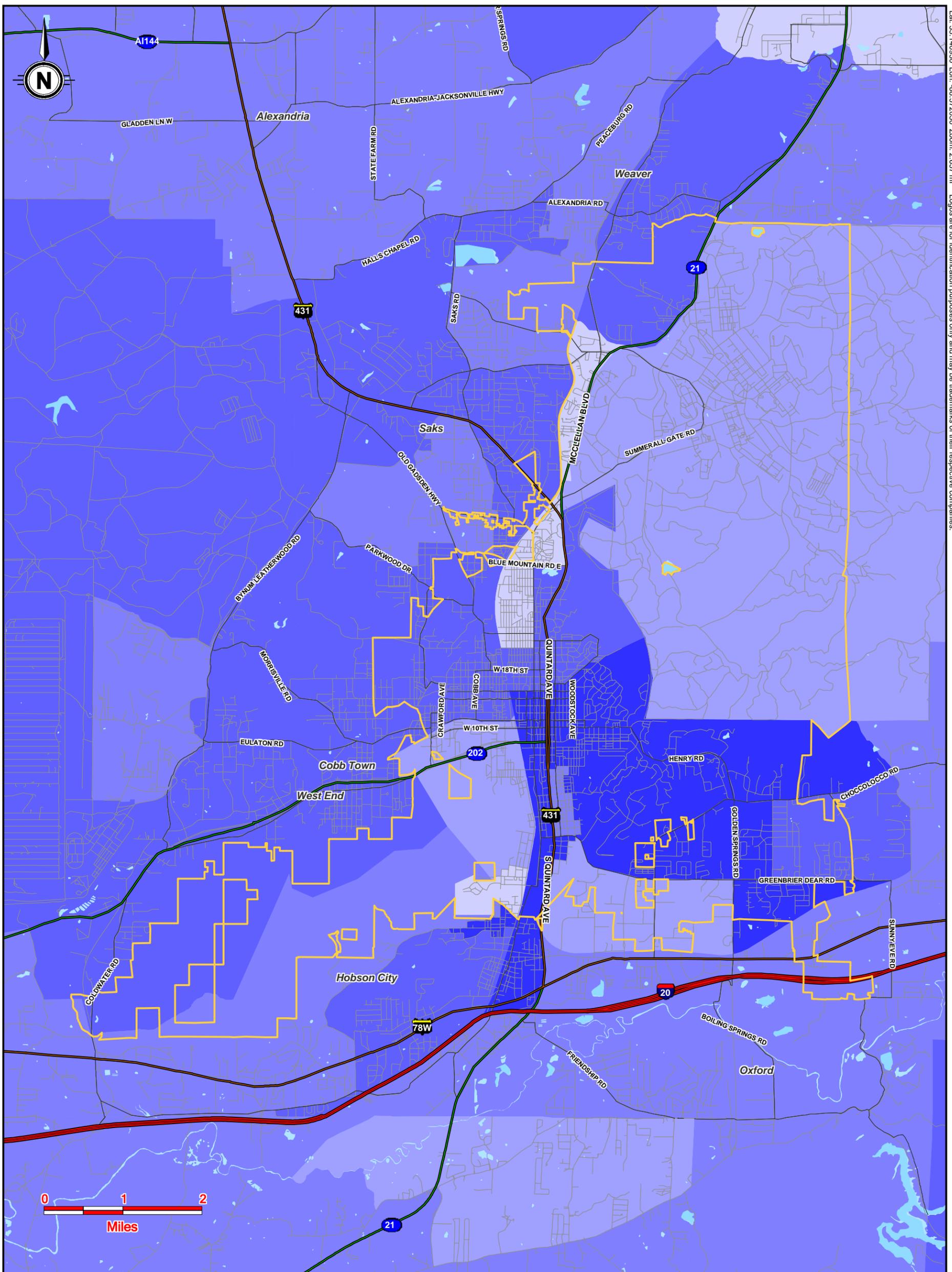


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Median Age
By Block Groups

- 45 or more
- 38 to 45
- 33 to 38
- 28 to 33
- Less than 28

Anniston
City Limits



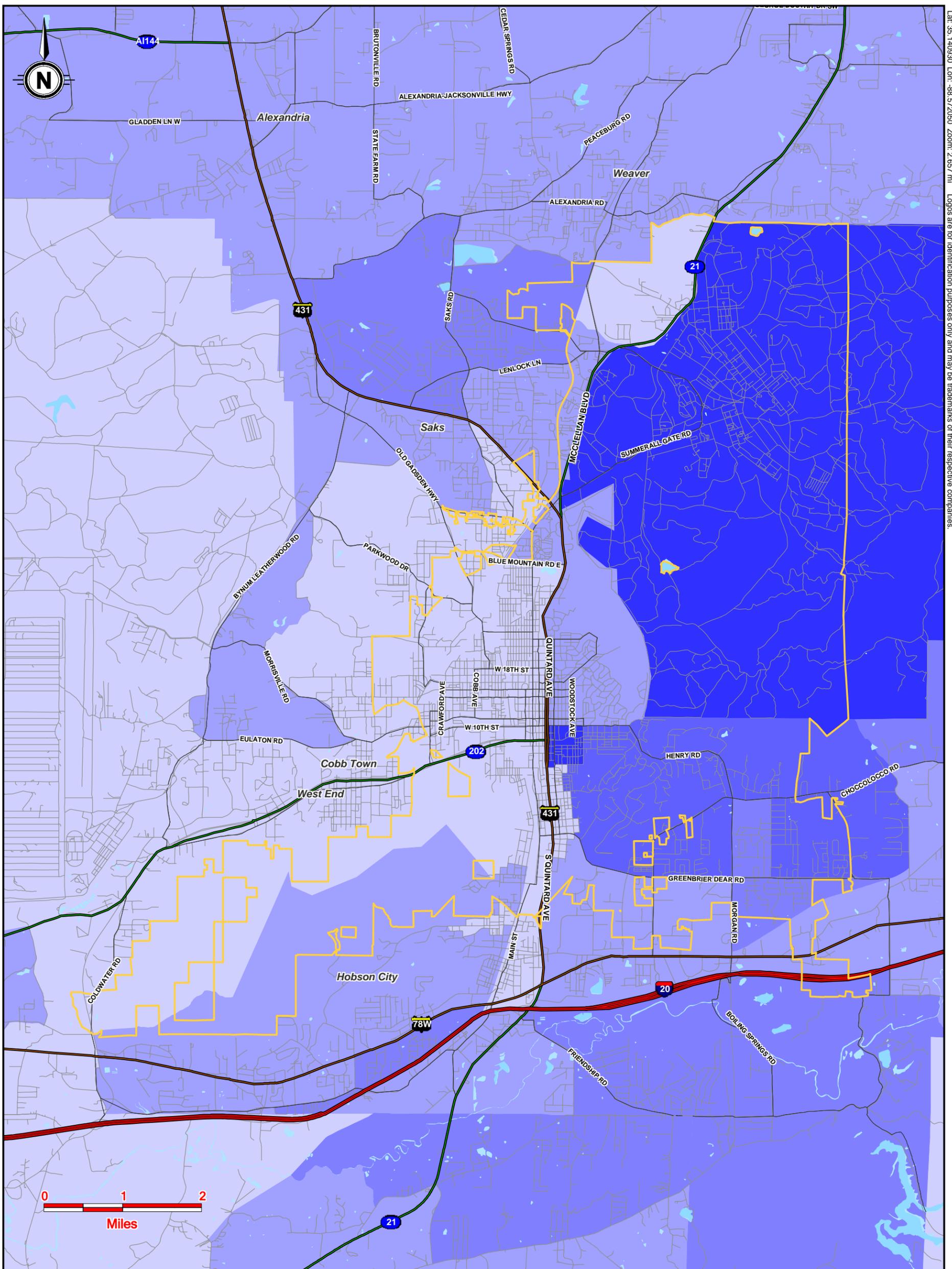
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% Some College (13+)

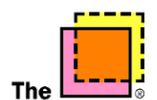
By Block Groups

- 75% or more
- 65% to 75%
- 50% to 65%
- 33% to 50%
- Less than 33%

Anniston
City Limits



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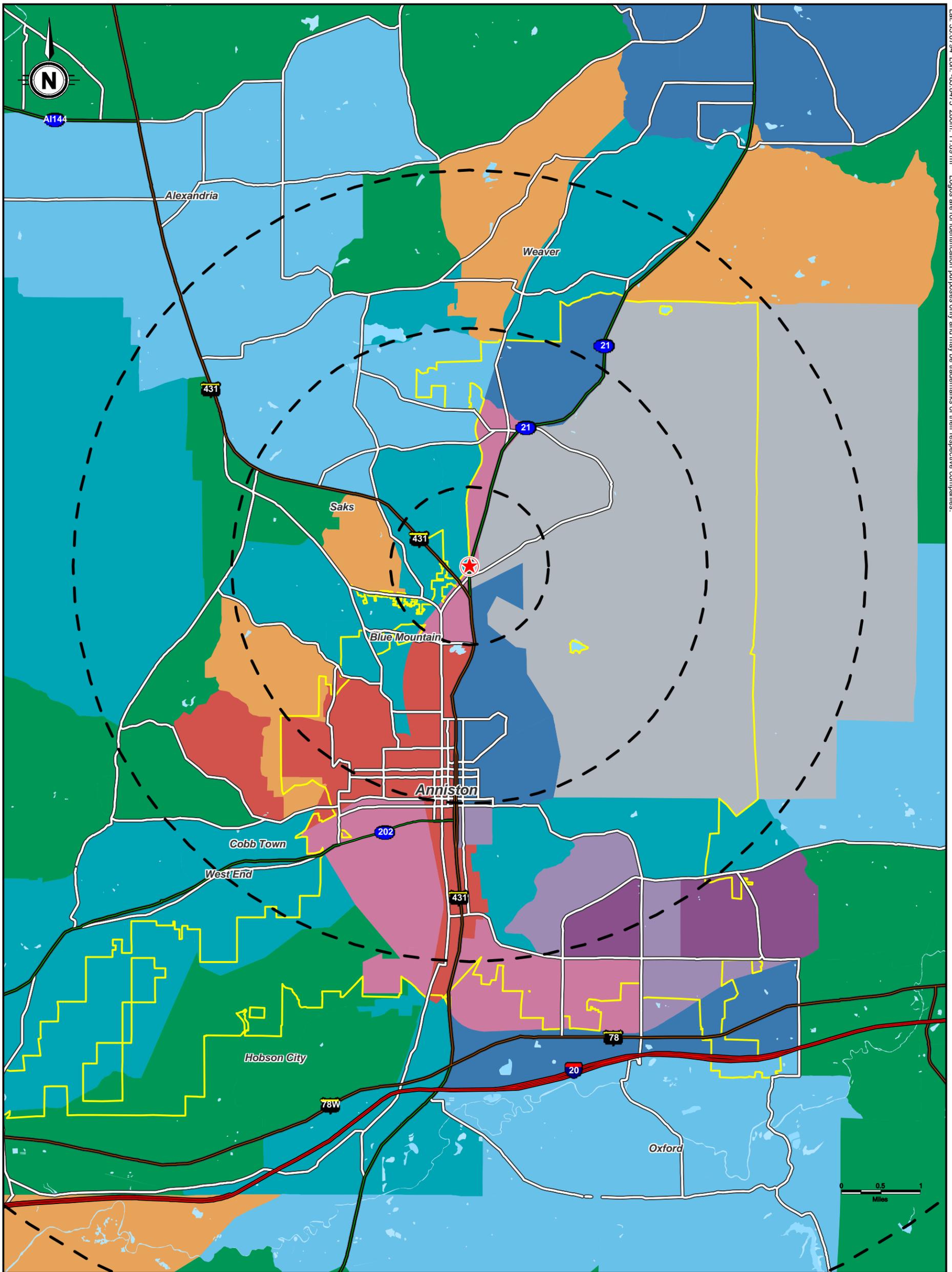


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Lifestyle Segments

By Block Group

- Group A: Affluent Suburbia
- Group B: Upscale America
- Group C: Small-town Contentment
- Group D: Blue-collar Backbone
- Group E: American Diversity
- Group F: Metro Fringe
- Group G: Remote America
- Group H: Aspiring Contemporaries
- Group I: Rural Villages & Farms
- Group J: Struggling Societies
- Group K: Urban Essence
- Group L: Varying Lifestyles

Anniston, Alabama



Anniston
City Limits



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MOSAIC DEFINITIONS FOR ANNISTON, AL

| 1.00 mi radius | | 3.00 mi radius | | 5.00 mi radius | |
|------------------------------|-------|------------------------------|-------|------------------------------|-------|
| GROUP F METRO FRINGE | 60.1% | GROUP J STRUGGLING SOCIETIES | 26.8% | GROUP F METRO FRINGE | 26.9% |
| F05 Grass-roots Living | 29.9% | J03 Struggling City Centers | 26.2% | J03 Struggling City Centers | 18.3% |
| K05 New Generation Activists | 27.1% | F05 Grass-roots Living | 12.7% | F05 Grass-roots Living | 10.6% |
| F03 Southern Blues | 16.2% | D03 Lower-income Essentials | 11.9% | F03 Southern Blues | 8.83% |
| F01 Steadfast Conservative | 14.0% | C03 Suburban Optimists | 8.82% | D03 Lower-income Essentials | 7.12% |
| D04 Small-town Endeavors | 9.64% | K05 New Generation Activists | 7.37% | G02 Rural Southern Living | 7.03% |
| G02 Rural Southern Living | 2.71% | F01 Steadfast Conservative | 7.09% | F01 Steadfast Conservative | 5.40% |
| J03 Struggling City Centers | 0.34% | D04 Small-town Endeavors | 6.55% | C01 Second City Homebodies | 5.40% |
| | | C01 Second City Homebodies | 4.66% | C03 Suburban Optimists | 4.58% |
| | | F03 Southern Blues | 4.65% | K05 New Generation Activists | 4.29% |

Group F: Metro Fringe

Type F05: Grass-roots Living

Less educated, racially diverse mix of middle-aged couples, families and singles living in lowermiddle-class rural villages and aging industrial towns throughout the Midwest and South

Demographics

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture. Most residents live in older houses or mobile homes that are worth less than half the general population.

Lifestyles

The members of Grass-roots Living are known for their heartland lifestyles. They like to spend their leisure time out of doors, fishing, hunting and swimming. When they come inside, they enjoy cooking, playing cards and watching TV. In these isolated communities, the closest Wal-Mart often serves as the unofficial town square as well as a primary shopping destination. Traditional in their marketplace preferences, they look for favorite brands and products made in the USA including the pickup trucks and mid-sized sedans they drive. Although these folks tend to be late adopters of technology, they outfit their new vehicles with satellite radio for the improved audio reception and greater station selection.

Media

The middle-aged members of Grass-roots Living have traditional media tastes. They like to sit on their couches watching network TV shows including daytime soaps, reality shows and news programs as well as cable channels like USA, A&E, Country Music Television and The Weather Channel. Many households read traditional magazines such as Ladies' Home Journal, Field & Stream and National Enquirer. In their cars, they typically keep their radios tuned to country, gospel and rhythm and blues stations. They are avid racing and NASCAR fans and will watch a race on TV or in the speedway stands. Even though residents display very low rates for accessing the Internet, those who do go online typically visit network TV and auto racing websites like ABC.com and NASCAR.com.

Group K: Urban Essence

Type K05: New Generation Activists

Less educated, young, low income minority singles and single-parent families concentrated in the nation's inner cities

Demographics

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn a median income that's about half the national average. Those in the workforce are employed primarily in entry level service jobs in retail, manufacturing, food service and health care. Given their low wages, few can afford their own homes or new cars. To get to jobs and entertainment, nearly a third use public transportation or carpool in compact cars with friends.

Lifestyles

Reflecting their largely unmarried status, the members of New Generation Activists like to spend their free time socializing at night and frequent nightclubs, comedy clubs, education courses and health clubs. These Generation Xers and Yers exercise regularly by jogging, taking aerobics classes and playing sports like volleyball, baseball and basketball. They also treat shopping like an indoor sport and enjoy exploring new stores and different brands at popular retailers like Big Lots, Fashion Bug and Burlington Coat Factory. With a third of households containing young children, parents buy a lot of toys, dolls, board games and video game players. Between jobs and kids' activities, these households rarely sit down to a meal, and many survive on easy-to-microwave foods like TV dinners, instant potatoes and frozen foods.

Media

New Generation Activists consists of TV-centric households. They like a variety of cable channels, including TBS, FX, Spike TV and ABC Family. They often watch sitcoms and dramas such as "CSI," "Law & Order" and "My Wife and Kids." The heavy minority presence is reflected in the popularity of ethnic media, such as the high ratings for radio stations that play urban contemporary and ranchera music. Residents describe magazines as a major source of entertainment, alternating between black-oriented publications like Ebony and Jet and mainstream titles like Entertainment Weekly, National Enquirer and Lucky. Unlike other young Americans, however, these households express little interest in high technology and very rarely go online.

Group F: Metro Fringe

Type F03: Southern Blues

Racially mixed, young and lower-middle-class singles and couples living in older, garden style apartments in satellite cities throughout the South

Demographics

Racially mixed and lower-middle-class, Southern Blues is home to singles, couples and divorced men and women living in satellite cities throughout the South, especially in Florida. With two-thirds of households unmarried and almost half under 40 years old, this cluster reflects a relatively young and unattached populace. A high percentage of residents live in older, garden-style apartments. Most of the households are high school educated and are working at lower-echelon jobs in manufacturing, retail, health care and food services. Although they pay average rents for their apartments, their median household income is lower-middle-class and they've yet to achieve financial security.

Lifestyles

The lifestyle of Southern Blues reflects a young, working-class sensibility. With limited means for expensive leisure activities, residents spend their free time playing sports like basketball, soccer and volleyball. Their lack of discretionary income keeps them close to home, frequenting local establishments to play pool and socialize. Although they like to buy the latest fashion, they're budget-conscious shoppers who frequent discount clothiers like Marshall's and T.J. Maxx. These households travel infrequently and own few investments of any kind. They are mostly independent and would prefer spending times with friends then family.

Media

The members of Southern Blues are dedicated TV fans. They watch primetime sitcoms and daytime soaps on network TV, and they watch a variety of cable channels at high rates, including BET, MTV, Spike TV, Lifetime and Comedy Central. Unlike many other Mosaic types with young populations, these residents aren't big on the Internet—except when they have a chance to visit online job sites. They do excel in more traditional media patterns, reading newspapers (especially the Sunday classifieds) and listening to radio stations that play Spanish, urban contemporary and top-40 music. They say they like to read magazines to stay informed, but what they're mostly

interested in is the latest news in music and pop culture. Among their most read titles include Vibe, Stuff, Esquire and Jet.

Group F: Steadfast Conservative

Type F01: Steadfast Conservatives

Home to high-school educated mature singles and couples living in middle-class urban blue collar neighborhoods

Demographics

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health care. Their incomes go far, allowing residents to own older homes and multiple cars and trucks at higher than average rates.

Lifestyles

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness. They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiquing or doing needlework or woodworking. For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups. As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts. With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products— covering health, life, car and home— though primarily low-value policies.

Media

Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs. They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living. Their radio tastes include a mix of big band, classic rock, country and golden oldies. These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit NASCAR.com.

Group D: Blue-collar Backbone

Type D04: Small-city Endeavors

A mix of lower income, young and old, singles, families and single parents living in older homes and small apartments in working-class towns

Demographics

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work.

Many of the adults never went beyond high school, and the employment base largely consists of low-wage blue collar jobs in manufacturing, retail and health services. Most households live in older homes and small apartments valued at less than half the national average. One in twenty lives in a nursing home or assisted living facility.

Lifestyles

Given its mix of ages and family types, the Small-city Endeavors cluster is characterized by diverse lifestyles. In these small towns, pastimes like basketball and go-carting coexist with antiquing and board games. Most households enjoy outdoor activities like camping, boating and fishing. With their low incomes, there's not a lot of discretionary spending on travel or cultural activities, and consumers limit their shopping trips to discount stores like Wal-Mart, Payless Shoes and Fashion Bug. They are frequent shoppers at toy, hobby and sporting goods stores. Many are late adopters of technology and typically seek the advice of others when buying electronic products. Financially, they are likely to take out personal and payday loans and they carry a variety of low-value car, life and homeowner's insurance products.

Media

Small-city Endeavors represents a solid audience for a number of media. They're big TV fans—both network and cable—and watch daytime soaps, game shows, evening newscasts and reality programs all at high rates. Their favorite cable channels run the gamut—from CNN and Discovery to the Sci-Fi Channel and ABC Family. The cluster's broad age

range is seen in the popularity of magazine titles such as Rolling Stone, Seventeen, Woman's Day and Soap Opera Digest. Folks here love their country music stars, whether they're on radio or television. Internet usage rates are low. However, when they are online, they use the Internet to check sports and likely to explore new and interesting sites that they've never been to before as they search the vast online world.

Group G: Remote America

Type G02: Rural Southern Living

Low income, blue-collar couples and families scattered in sparsely settled mobile home communities across the South

Demographics

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation. Their low-paying jobs result in household incomes nearly 30 percent below the general population. With their relatively low housing costs, however, these young families have more discretionary cash to stretch their budgets.

Lifestyles

Rural Southern Living households have lifestyles befitting young, exurban households. Their leisure time is dominated by outdoor pursuits that include target shooting, camping and playing softball. They enjoy going to aquariums, state fairs and beaches. When they travel for a vacation, it's usually a long car trip to a state park or national seashore. These price-sensitive consumers believe that clothes at discount stores are just as good as those at higher-end retailers, and their favorite stores include Wal-Mart, Goody's Family Clothing and Belk. They will splurge on consumer electronics such as video game systems, home theater systems and camcorders. They drive pickup trucks and mid-sized sedans probably equipped with satellite radios.

Media

The young households in Rural Southern Living make a strong TV market. They enjoy watching a wide range of programming—primetime sitcoms, comedy shows and crime dramas—and include cable channels such as FX, Comedy Central and Spike TV. They make time to watch network shows like "CSI," "Two and a Half Men" and "King of the Hill." As with many rural Mosaic types, country music provides the soundtrack to many of their activities. Residents also tune in to religious and contemporary hit stations on the radio. When they sit back to read, it's often hunting, car and baby magazines as well as that bible for couch potatoes, TV Guide.

Group J: Struggling Societies

Type J03: Struggling City Centers

Young, single and single-parent minority renters living in very low-income city neighborhoods throughout the South

Demographics

Struggling City Centers consists of very low-income households living in city neighborhoods throughout the South. Home to the highest concentration of African-Americans in the nation—nearly 90 percent of all households—the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults under 35 years old and the median household income is only half the national average. Most adults work at low-level blue-collar and service industry jobs in manufacturing, health and food services. The unemployment rate is more than twice the national average, with half of the households having no workers present in the family. For these residents, it's a tough road to leave Struggling City Centers.

Lifestyles

For the members of Struggling City Centers, social activities provide some relief from economic burdens. Residents have high rates for belonging to churches, going bowling and frequenting comedy and dance clubs. They play a lot of sports in nearby parks and playgrounds, such as basketball, baseball, football and volleyball. These consumers make a strong market for discount chains like Big Lots, Value City and Payless Shoes as well as drug stores like Rite-Aid and CVS where they buy cosmetics and toiletries at high rates. They spend freely on their kids, buying dolls, action figures and video games. Investments are almost non-existent, but residents do have high rates for taking out auto and home improvement loans. Despite their diminished economic conditions, many say they're working hard for a better life and to provide things for their children that they never had.

Media

The households in Struggling City Centers show above-average rates for consuming most traditional media, but they're especially fond of television. These viewers enjoy programs that feature minority stars, such as "The Parkers,"

“One on One” and “The Bernie Mac Show.” They’re willing to pay for cable channel packages that include BET and TNT and even premium networks such as HBO, Showtime and Cinemax. This is a strong market for music and ethnic-targeted media—Essence, Jet and Ebony rank high among magazine titles—and few Mosaic types score higher when it comes to listening to radio stations that play urban contemporary and Southern gospel music. These households are least likely to be on the Internet, but those who do go online frequent sites for downloading music and games.

Group D: Lower-income Essentials

Type D03: Lower-income essentials

Lower-income empty-nesting couples and aging seniors, living in out of the way towns in aging houses and mobile homes

Demographics

Lower-income Essentials is dominated by aging seniors and empty-nesting couples of modest means. Although small in absolute numbers, the Native American population here is three times the national average. Concentrated in out-of-the-way towns in the Prairies, residents make do with humble lifestyles. The educational levels are often low, with one in five residents never completing high school—about 40 percent above the U.S. average. Most workers earn low wages at blue-collar or service industry jobs in manufacturing, retail and health care. With these lower echelon positions, residents live in aging houses and mobile homes valued at well below the national average.

Lifestyles

The demographics of Lower-income Essentials combine to create less-than-luxurious lifestyles. Households pursue outdoor activities like fishing, hunting and gardening. They’re active in community affairs, belonging to church groups, veterans clubs and local government associations at high rates. Their isolated towns offer relatively few entertainment options, and most spend their leisure time at home, watching TV or listening to music. Their idea of a night out could consist of playing bingo, a meeting at the American Legion or socializing with family and friends. Residents describe themselves as fashion conscious, but their low incomes limit their tastes to what’s available at discount chains like Wal-Mart, K-Mart and Big Lots. Their taste in electronics is similarly driven by their budget, and is reflected in their low rates for buying the latest consumer electronics. Their autos are mostly pick-up trucks and mid-sized sedans, taking out car loans to buy used vehicles.

Media

Lower-income Essentials households are heavy users of traditional media. They listen to the radio every day and are particularly fond of country music and golden oldies stations. They are big watchers of television and enjoy documentaries and family-friendly fare on cable channels like Discovery, TNT, USA and Lifetime. They are likely to watch a variety of network TV shows that include news, reality shows and sitcoms like “The King of Queens” and “According to Jim.” Their taste in print media is a variety of outdoor oriented publications as Field & Stream and North American Fisherman, traditional titles like Reader’s Digest and Family Circle and for those more mature, AARP. Their online use is one of the lowest in the nation, so communicating with them via the Internet would be a challenge.

Group C: Small-town Contentment

Type C03: Suburban Optimists

A portrait of middle-class diversity containing middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states

Demographics

With its concentration of Asian, Hawaiian and white residents, Suburban Optimists presents a portrait of middleclass diversity. Most of the households contain middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states and Hawaii. There’s an even distribution of residents who have graduated from high school or completed some college, resulting in a job market for both blue-collar and white-collar positions in transportation, retail, food services and public administration. With their above-average incomes, these households have two or more cars—typically imported SUVs and mid-sized sedans—which are used for dual commutes to work.

Lifestyles

Regardless of their age, these diverse households enjoy vibrant, on-the-go lifestyles. Suburban Optimists residents have high rates for going to movies, nightclubs, billiards halls and comedy clubs. Sports are mixed between team sports as hockey and softball and individual activities as skateboarding and motorcycling. They consider shopping as another sport, relishing the challenge of finding the latest fashions at bargain prices at stores such as Loehmann’s, Target and Marshall’s. However, these consumers have a tendency to spend their disposable income on technology products, buying the latest video game players, laptops and home theater systems. They describe themselves as early

adopters and influential leaders when it comes to consumer electronics. They like to travel for pleasure mostly to domestic destinations, especially along the Pacific coast. When it comes to their finances they are not big savers and exhibit low rates for owning investment and insurance products.

Media

Suburban Optimists residents have youthful, entertainment-minded media tastes. They frequently watch cable TV networks such as MTV, VH1 and Spike TV. They enjoy watching network dramas, comedies and reality shows like “American Idol,” “E.R.” and “That ‘70s Show.” They listen to the radio mostly for music rather than news listening to their favorite classic rock, contemporary hits and adult contemporary music stations. This is a strong market for young men’s magazines like FHM and Maxim as well as music titles such as Spin and Rolling Stone. They are big fans of the Internet, going online for entertainment like audio streaming and for utilitarian uses like exchanging email, getting local news and finding shopping information.

Group C: Small-town Contentment

Type C01: Second City Homebodies

Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West coasts

Demographics

Most likely to be found in a variety of small, satellite cities along both coasts such as Virginia Beach, VA, Ft. Lauderdale, FL, and Portland, OR. Second City Homebodies inhabit a prosperous world where middle-aged couples and families lead flourishing lifestyles. Most of the households are well educated, with an almost an even split between college graduates and those who have completed only some college. Many have achieved well-paying, white-collar jobs in retail, real estate, education and public administration. With above-average numbers of both whites and Asians, these Baby Boomers have settled into established homes built around 1975. Regardless of the background, the households in this segment typically need two wage earners to meet the needs of their upscale lifestyles.

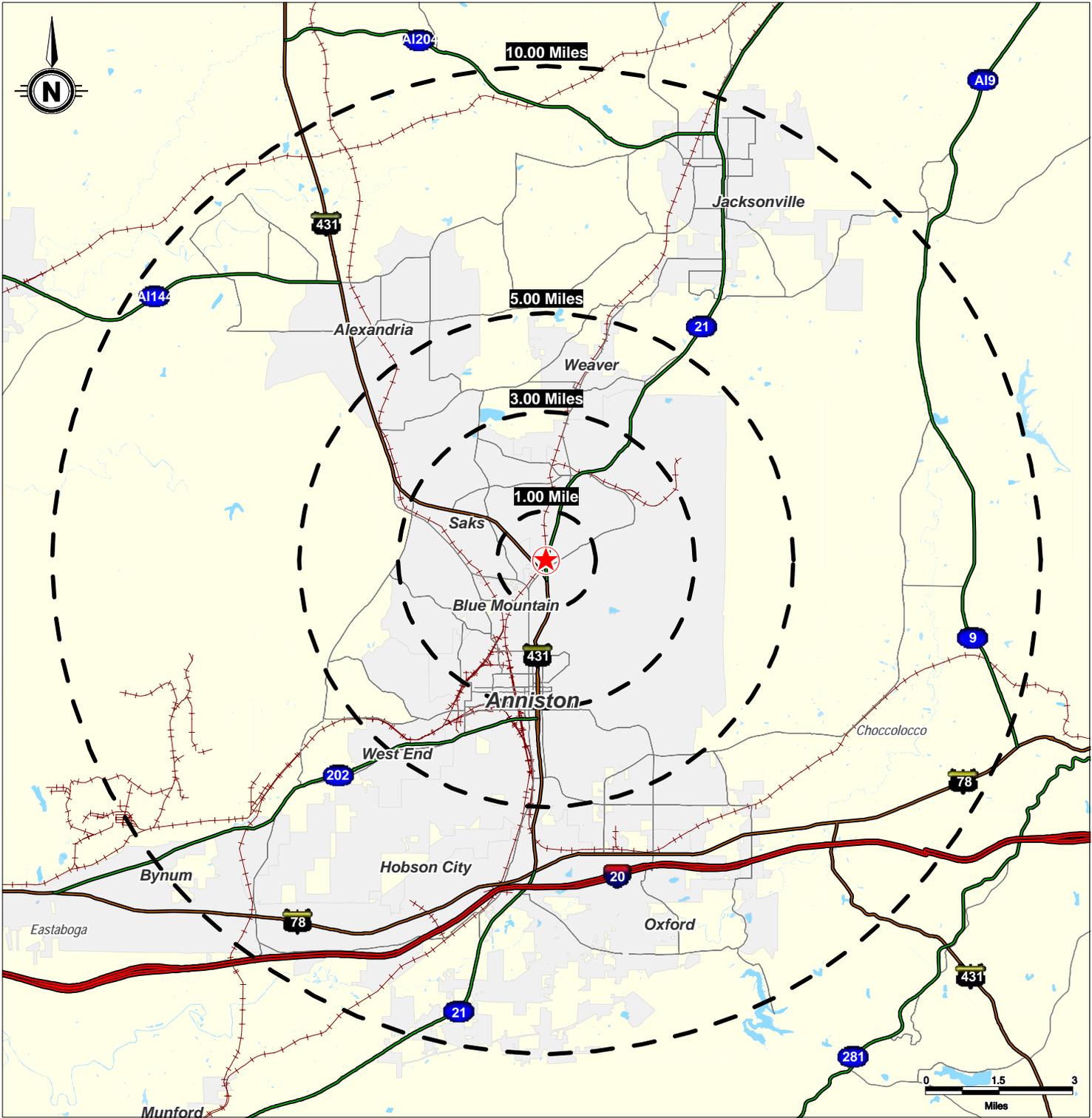
Lifestyles

Mature and financially secure, members of Second City Homebodies like to relax at home but also enjoy leisurely and outdoor activities. They like to visit museums, attend concerts and dance performances, and prefer to travel abroad for vacations. When it comes to the outdoors and sports, they have an inclination for camping, backpacking, bicycling, golf and tennis. At the supermarket, they stock up on fat-free products, sparkling water and fresh fish. They’re the kind of consumers who like to be first on the block to buy new tech gadgets at stores like Best Buy, P.C. Richard and Circuit City. However, they’re more likely to go to smaller specialty retailers for the designer fashions they prefer. Financially conservative, they save their money for college and retirements plans, investing in a variety of stocks, corporate bonds and mutual funds.

Media

The residents of Second City Homebodies are eclectic media consumers, demonstrating above-average rates for reading newspapers, watching TV, listening to the radio and going online. Their favorite TV shows tend to be comedy, sports and arts programs on cable channels like ESPN, HBO, Showtime and Bravo. On network TV, they regularly watch “Scrubs,” “Will & Grace” and “Seinfeld”—no matter if they are re-runs. Their intellectual interests are wide-ranging as seen in their fondness for newspaper sections that cover science, travel and entertainment. They like to go online to keep up with the latest trends in fashion and technology. Among their favorite Internet activities include surfing newspaper websites, gathering shopping information and listening to online radio stations that play contemporary hits.

Lat: 33.197190 Lon: -87.525916 Zoom: 2.857 mi Logos are for identification purposes only and may be trademarks of their respective companies.



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Radius Rings

US Hwy 431* & AL 21 (McClellan Blvd)

Anniston, Alabama



* The existing US Highway 431 will continue via the future Veterans Memorial Parkway to I-20. The Parkway has a 2013 completion date.

++++ Railroad

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.70092/-85.82366

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | | 1.00 mi radius | 3.00 mi radius | 5.00 mi radius | 10.00 mi radius |
|--|--|-------------------|-------------------|-------------------|--------------------|
| POPULATION | 2010 Estimated Population | 2,762 | 19,095 | 38,368 | 90,489 |
| | 2015 Projected Population | 2,706 | 18,769 | 37,921 | 90,916 |
| | 2000 Census Population | 2,974 | 20,865 | 40,824 | 89,702 |
| | 1990 Census Population | 3,280 | 24,124 | 47,587 | 94,789 |
| | Historical Annual Growth 1990 to 2010 | -0.8% | -1.0% | -1.0% | -0.2% |
| | Projected Annual Growth 2010 to 2015 | -0.4% | -0.3% | -0.2% | 0.1% |
| | 2010 Male Population | 47.5% | 46.9% | 47.3% | 47.8% |
| | 2010 Female Population | 52.5% | 53.1% | 52.7% | 52.2% |
| | 2010 Average Age | 38.8 | 39.4 | 40.4 | 39.3 |
| | 2010 Median Age | 33.0 | 33.9 | 35.6 | 34.6 |
| HOUSEHOLDS | 2010 Estimated Households | 1,202 | 8,027 | 15,906 | 36,517 |
| | 2015 Projected Households | 1,177 | 7,889 | 15,720 | 36,686 |
| | 2000 Census Households | 1,307 | 8,744 | 16,903 | 36,235 |
| | 1990 Census Households | 1,320 | 9,213 | 17,648 | 34,675 |
| | Historical Annual Growth 1990 to 2010 | -0.4% | -0.6% | -0.5% | 0.3% |
| Projected Annual Growth 2010 to 2015 | -0.4% | -0.3% | -0.2% | 0.1% | |
| POPULATION BY RACE | 2010 Estimated White | 77.1% | 55.4% | 60.9% | 72.4% |
| | 2010 Estimated Black or African American | 21.0% | 43.0% | 37.0% | 24.9% |
| | 2010 Estimated Asian | 1.7% | 0.9% | 0.9% | 1.0% |
| | 2010 Estimated Other Races | 0.2% | 0.6% | 1.2% | 1.7% |
| | 2010 Estimated Hispanic | 4.9% | 3.4% | 2.9% | 3.0% |
| INCOME | 2010 Estimated Average Household Income | \$ 55,275 | \$ 47,888 | \$ 53,253 | \$ 55,401 |
| | 2010 Estimated Median Household Income | \$ 37,179 | \$ 36,088 | \$ 39,353 | \$ 42,440 |
| | 2010 Estimated Per Capita Income | \$ 24,325 | \$ 20,282 | \$ 22,588 | \$ 22,745 |
| EDUCATION (AGE 25+) | 2010 Elementary | 8.4% | 8.6% | 8.8% | 7.9% |
| | 2010 Some High School | 19.3% | 21.1% | 18.6% | 16.6% |
| | 2010 High School Graduate | 32.6% | 33.3% | 31.6% | 31.4% |
| | 2010 Some College | 23.5% | 21.2% | 21.6% | 22.3% |
| | 2010 College Degree | 16.2% | 15.8% | 19.4% | 21.8% |
| BUSINESS | Number of Businesses | 78 | 591 | 1,223 | 2,420 |
| | Total Number of Employees | 1,471 | 11,614 | 23,839 | 44,216 |
| | Avg Employee Population per Business | 18.9 | 19.6 | 19.5 | 18.3 |
| | Avg Residential Population per Business | 35.4 | 32.3 | 31.4 | 37.4 |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.70092/-85.82366

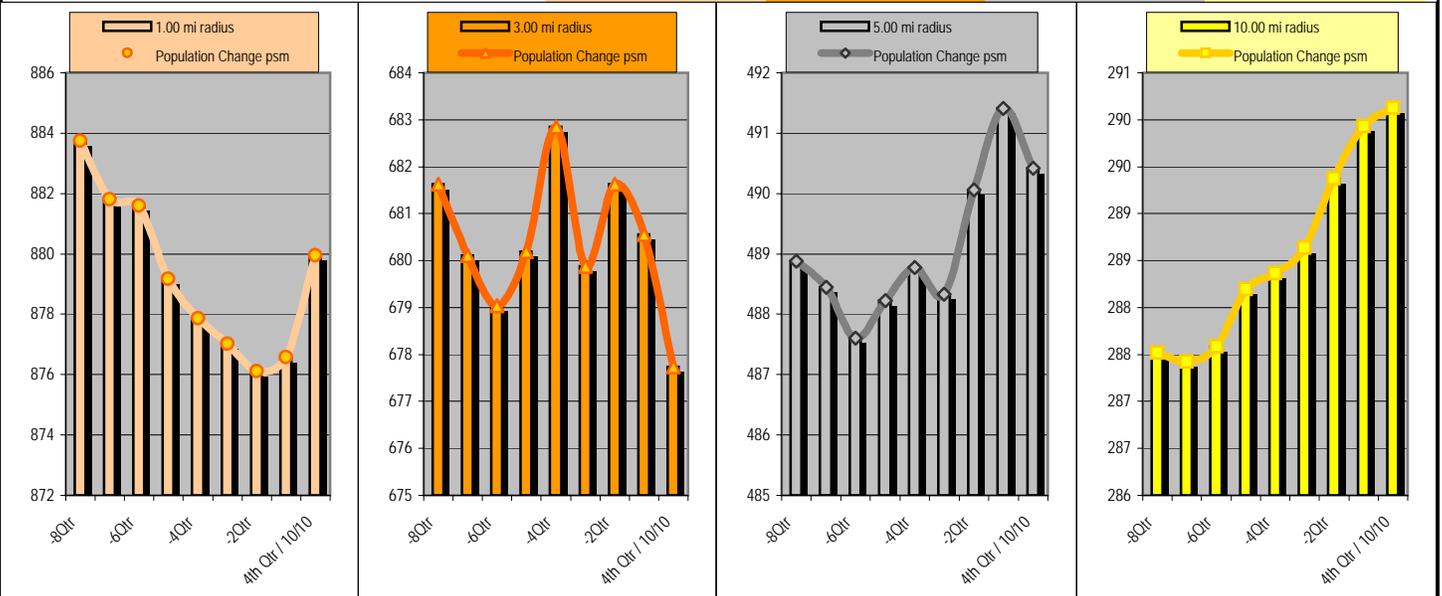
2011

US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama

1.00 mi radius 3.00 mi radius 5.00 mi radius 10.00 mi radius

Population

| | | | | |
|--|-------------------|--------------------|--------------------|---------------------|
| Estimated Current Population (2010) | 2,762 | 19,095 | 38,368 | 90,489 |
| Census Population (2000) | 2,974 | 20,865 | 40,824 | 89,702 |
| Census Population (1990) | 3,280 | 24,124 | 47,587 | 94,789 |
| Projected Population (2015) | 2,706 | 18,769 | 37,921 | 90,916 |
| Low to High End Projection Bounds | 2,558 to 2,755 | 17,581 to 19,582 | 35,888 to 39,831 | 86,686 to 96,322 |
| Forecasted Population (2020) | 2,681 | 18,620 | 37,714 | 91,278 |
| Historical Annual Growth (1990 to 2000) | -305 -0.9% | -3,259 -1.4% | -6,763 -1.4% | -5,087 -0.5% |
| Historical Annual Growth (2000 to 2010) | -212 -0.7% | -1,770 -0.8% | -2,456 -0.6% | 786 0.1% |
| Projected Annual Growth (2010 to 2015) | -56 -0.4% | -325 -0.3% | -447 -0.2% | 427 0.1% |
| Forecasted Annual Growth (2015 to 2020) | -25 -0.2% | -149 -0.2% | -207 -0.1% | 363 0.1% |
| Transient Population (2010) | 1 | 107 | 121 | 886 |
| Seasonal Population (2010) | 4 | 9 | 22 | 72 |
| Population Estimate year ago (4th Qtr / 2009) | 2,756 | 19,239 | 38,239 | 89,940 |
| Births in past 4 Qtrs | +36 | +250 | +483 | +1,137 |
| Deaths in past 4 Qtrs | -33 | -231 | -473 | -1,001 |
| Migration in past 4 Qtrs | +3 | -163 | +118 | +412 |
| Components of Change (past 4 Qtrs) | | | | |
| Growth Stability Index (0 stable, -1 or +1 change) | +7 0.2% | -144 -0.7% | +129 0.3% | +549 0.6% |
| Est. Population Density (2010) | 879.96 <i>psm</i> | 677.74 <i>psm</i> | 490.42 <i>psm</i> | 290.13 <i>psm</i> |
| Trade Area Size | 3.14 <i>sq mi</i> | 28.17 <i>sq mi</i> | 78.24 <i>sq mi</i> | 311.89 <i>sq mi</i> |



| | | | | |
|------------------------------|-------------|--------------|--------------|--------------|
| Population Past 4 Qtrs 08-Q4 | 2,774 | 19,204 | 38,247 | 89,675 |
| Population Past 4 Qtrs 09-Q1 | 2,768 -0.2% | 19,161 -0.2% | 38,213 -0.1% | 89,644 -0.0% |
| Population Past 4 Qtrs 09-Q2 | 2,767 -0.0% | 19,131 -0.2% | 38,148 -0.2% | 89,695 0.1% |
| Population Past 4 Qtrs 09-Q3 | 2,760 -0.3% | 19,164 0.2% | 38,197 0.1% | 89,887 0.2% |
| Population Past 4 Qtrs 09-Q4 | 2,756 -0.1% | 19,239 0.4% | 38,239 0.1% | 89,940 0.1% |
| Population Past 4 Qtrs 10-Q1 | 2,753 -0.1% | 19,155 -0.4% | 38,204 -0.1% | 90,024 0.1% |
| Population Past 4 Qtrs 10-Q2 | 2,750 -0.1% | 19,204 0.3% | 38,340 0.4% | 90,254 0.3% |
| Population Past 4 Qtrs 10-Q3 | 2,752 0.1% | 19,174 -0.2% | 38,446 0.3% | 90,428 0.2% |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

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2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 1.00 mi radius | | 3.00 mi radius | | 5.00 mi radius | | 10.00 mi radius | |
|--|----------------|-----|----------------|-----|----------------|-----|-----------------|-----|
| Age Distribution (2010) | | | | | | | | |
| Age Under 5 years | 197 | 7% | 1,222 | 6% | 2,313 | 6% | 5,579 | 6% |
| Age 5 to 14 years | 324 | 12% | 2,159 | 11% | 4,156 | 11% | 9,878 | 11% |
| Age 14 to 18 years | 140 | 5% | 1,013 | 5% | 1,920 | 5% | 4,471 | 5% |
| Age 18 to 22 years | 119 | 4% | 990 | 5% | 2,012 | 5% | 5,456 | 6% |
| Age 22 to 25 years | 102 | 4% | 745 | 4% | 1,525 | 4% | 3,872 | 4% |
| Age 25 to 30 years | 203 | 7% | 1,354 | 7% | 2,618 | 7% | 5,984 | 7% |
| Age 30 to 35 years | 209 | 8% | 1,221 | 6% | 2,303 | 6% | 5,850 | 6% |
| Age 35 to 40 years | 176 | 6% | 1,179 | 6% | 2,262 | 6% | 5,503 | 6% |
| Age 40 to 45 years | 177 | 6% | 1,153 | 6% | 2,291 | 6% | 5,640 | 6% |
| Age 45 to 50 years | 185 | 7% | 1,271 | 7% | 2,564 | 7% | 6,211 | 7% |
| Age 50 to 55 years | 192 | 7% | 1,374 | 7% | 2,741 | 7% | 6,417 | 7% |
| Age 55 to 60 years | 155 | 6% | 1,259 | 7% | 2,663 | 7% | 6,235 | 7% |
| Age 60 to 65 years | 134 | 5% | 1,060 | 6% | 2,319 | 6% | 5,406 | 6% |
| Age 65 to 70 years | 120 | 4% | 857 | 4% | 1,880 | 5% | 4,167 | 5% |
| Age 70 to 75 years | 113 | 4% | 738 | 4% | 1,590 | 4% | 3,369 | 4% |
| Age 75 to 80 years | 95 | 3% | 643 | 3% | 1,372 | 4% | 2,854 | 3% |
| Age 80 to 85 years | 72 | 3% | 518 | 3% | 1,083 | 3% | 2,150 | 2% |
| Age 85 years plus | 50 | 2% | 339 | 2% | 758 | 2% | 1,447 | 2% |
| Average Age | 38.8 yrs | | 39.4 yrs | | 40.4 yrs | | 39.3 yrs | |
| Median Age | 33.0 yrs | | 33.9 yrs | | 35.6 yrs | | 34.6 yrs | |
| Age 0 to 18 | 661 | 24% | 4,394 | 23% | 8,389 | 22% | 19,928 | 22% |
| Age 18 to 65 years | 1,651 | 60% | 11,606 | 61% | 23,297 | 61% | 56,574 | 63% |
| Age 65 years plus | 450 | 16% | 3,094 | 16% | 6,683 | 17% | 13,987 | 15% |
| Age Distribution (2010) | | | | | | | | |
| Male Population | 1,313 | | 8,951 | | 18,144 | | 43,297 | |
| Age Under 5 years | 104 | 8% | 626 | 7% | 1,182 | 7% | 2,844 | 7% |
| Age 5 to 14 years | 172 | 13% | 1,091 | 12% | 2,105 | 12% | 4,977 | 11% |
| Age 14 to 18 years | 68 | 5% | 498 | 6% | 960 | 5% | 2,216 | 5% |
| Age 18 to 22 years | 52 | 4% | 488 | 5% | 1,017 | 6% | 2,740 | 6% |
| Age 22 to 25 years | 53 | 4% | 380 | 4% | 785 | 4% | 2,013 | 5% |
| Age 25 to 30 years | 102 | 8% | 689 | 8% | 1,348 | 7% | 3,077 | 7% |
| Age 30 to 35 years | 100 | 8% | 584 | 7% | 1,100 | 6% | 2,826 | 7% |
| Age 35 to 40 years | 90 | 7% | 586 | 7% | 1,122 | 6% | 2,747 | 6% |
| Age 40 to 45 years | 86 | 7% | 543 | 6% | 1,108 | 6% | 2,744 | 6% |
| Age 45 to 50 years | 93 | 7% | 611 | 7% | 1,248 | 7% | 3,037 | 7% |
| Age 50 to 55 years | 87 | 7% | 628 | 7% | 1,278 | 7% | 3,020 | 7% |
| Age 55 to 60 years | 80 | 6% | 602 | 7% | 1,258 | 7% | 2,967 | 7% |
| Age 60 to 65 years | 60 | 5% | 478 | 5% | 1,081 | 6% | 2,595 | 6% |
| Age 65 to 70 years | 50 | 4% | 363 | 4% | 815 | 4% | 1,853 | 4% |
| Age 70 to 75 years | 44 | 3% | 303 | 3% | 675 | 4% | 1,460 | 3% |
| Age 75 to 80 years | 36 | 3% | 238 | 3% | 529 | 3% | 1,121 | 3% |
| Age 80 to 85 years | 23 | 2% | 166 | 2% | 359 | 2% | 727 | 2% |
| Age 85 years plus | 13 | 1% | 76 | 1% | 171 | 1% | 335 | 1% |
| Average Age | 36.6 yrs | | 37.2 yrs | | 38.3 yrs | | 37.7 yrs | |
| Median Age | 31.0 yrs | | 31.5 yrs | | 33.1 yrs | | 32.7 yrs | |
| Age 0 to 18 | 344 | 26% | 2,216 | 25% | 4,248 | 23% | 10,037 | 23% |
| Age 18 to 65 years | 802 | 61% | 5,589 | 62% | 11,347 | 63% | 27,765 | 64% |
| Age 65 years plus | 166 | 13% | 1,147 | 13% | 2,549 | 14% | 5,495 | 13% |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.70092/-85.82366

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 1.00 mi radius | | 3.00 mi radius | | 5.00 mi radius | | 10.00 mi radius | |
|--|-----------------|-------|-----------------|-------|-----------------|-------|-----------------|-------|
| Age Distribution (2010) | | | | | | | | |
| Female Population | 1,450 | | 10,143 | | 20,224 | | 47,191 | |
| Age Under 5 years | 93 | 6% | 595 | 6% | 1,131 | 6% | 2,735 | 6% |
| Age 5 to 14 years | 152 | 10% | 1,068 | 11% | 2,051 | 10% | 4,901 | 10% |
| Age 14 to 18 years | 72 | 5% | 515 | 5% | 959 | 5% | 2,254 | 5% |
| Age 18 to 22 years | 67 | 5% | 501 | 5% | 994 | 5% | 2,716 | 6% |
| Age 22 to 25 years | 49 | 3% | 365 | 4% | 740 | 4% | 1,859 | 4% |
| Age 25 to 30 years | 102 | 7% | 666 | 7% | 1,270 | 6% | 2,907 | 6% |
| Age 30 to 35 years | 109 | 8% | 637 | 6% | 1,203 | 6% | 3,024 | 6% |
| Age 35 to 40 years | 86 | 6% | 593 | 6% | 1,139 | 6% | 2,756 | 6% |
| Age 40 to 45 years | 91 | 6% | 610 | 6% | 1,183 | 6% | 2,896 | 6% |
| Age 45 to 50 years | 92 | 6% | 660 | 7% | 1,315 | 7% | 3,174 | 7% |
| Age 50 to 55 years | 105 | 7% | 746 | 7% | 1,463 | 7% | 3,397 | 7% |
| Age 55 to 60 years | 75 | 5% | 657 | 6% | 1,404 | 7% | 3,268 | 7% |
| Age 60 to 65 years | 74 | 5% | 581 | 6% | 1,238 | 6% | 2,811 | 6% |
| Age 65 to 70 years | 70 | 5% | 494 | 5% | 1,065 | 5% | 2,314 | 5% |
| Age 70 to 75 years | 69 | 5% | 435 | 4% | 915 | 5% | 1,909 | 4% |
| Age 75 to 80 years | 59 | 4% | 404 | 4% | 843 | 4% | 1,733 | 4% |
| Age 80 to 85 years | 49 | 3% | 352 | 3% | 723 | 4% | 1,424 | 3% |
| Age 85 years plus | 37 | 3% | 262 | 3% | 587 | 3% | 1,112 | 2% |
| Average Age | 40.8 yrs | | 41.3 yrs | | 42.2 yrs | | 40.9 yrs | |
| Median Age | 35.1 yrs | | 36.3 yrs | | 37.9 yrs | | 36.5 yrs | |
| Age 0 to 18 | 317 | 22% | 2,178 | 21% | 4,141 | 20% | 9,890 | 21% |
| Age 18 to 65 years | 848 | 59% | 6,018 | 59% | 11,950 | 59% | 28,809 | 61% |
| Age 65 years plus | 284 | 20% | 1,947 | 19% | 4,133 | 20% | 8,492 | 18% |
| Males per 100 Females, Male % Pop | | | | | | | | |
| Age 0 to 18 years | 109 | 52.1% | 102 | 50.4% | 103 | 50.6% | 101 | 50.4% |
| Age 18 to 25 years | 91 | 47.7% | 100 | 50.1% | 104 | 51.0% | 104 | 50.9% |
| Age 25 to 35 years | 96 | 48.9% | 98 | 49.4% | 99 | 49.8% | 100 | 49.9% |
| Age 35 to 45 years | 99 | 49.9% | 94 | 48.4% | 96 | 49.0% | 97 | 49.3% |
| Age 45 to 55 years | 92 | 47.8% | 88 | 46.8% | 91 | 47.6% | 92 | 48.0% |
| Age 55 to 65 years | 94 | 48.4% | 87 | 46.6% | 89 | 47.0% | 91 | 47.8% |
| Age 65 to 75 years | 68 | 40.3% | 72 | 41.7% | 75 | 42.9% | 78 | 44.0% |
| Age 75 years plus | 50 | 33.2% | 47 | 32.1% | 49 | 33.0% | 51 | 33.8% |
| Future Age Population | | | | | | | | |
| Projected Population (2015) | 2,706 | | 18,769 | | 37,921 | | 90,916 | |
| Average Age Median Age | 39.0 33.4 yrs | | 39.7 34.2 yrs | | 40.7 35.8 yrs | | 40.0 35.3 yrs | |
| Male Population (2015) | 1,295 47.8% | | 8,865 47.2% | | 18,034 47.6% | | 43,633 48.0% | |
| Average Age Median Age | 36.8 31.3 yrs | | 37.7 31.7 yrs | | 38.7 33.2 yrs | | 38.3 33.1 yrs | |
| Female Population (2015) | 1,412 52.2% | | 9,904 52.8% | | 19,887 52.4% | | 47,283 52.0% | |
| Average Age Median Age | 41.0 35.6 yrs | | 41.6 36.5 yrs | | 42.6 38.3 yrs | | 41.5 37.3 yrs | |
| Forcasted Population (2020) | 2,681 | | 18,620 | | 37,714 | | 91,278 | |
| Average Age Median Age | 39.2 34.1 yrs | | 40.0 34.4 yrs | | 41.0 35.8 yrs | | 40.5 35.4 yrs | |
| Male Population (2020) | 1,292 48.2% | | 8,851 47.5% | | 18,025 47.8% | | 43,905 48.1% | |
| Average Age | 37.2 yrs | | 38.1 yrs | | 39.1 yrs | | 38.9 yrs | |
| Female Population (2020) | 1,389 51.8% | | 9,769 52.5% | | 19,689 52.2% | | 47,374 51.9% | |
| Average Age | 41.1 yrs | | 41.8 yrs | | 42.8 yrs | | 42.0 yrs | |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.70092/-85.82366

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 1.00 mi radius | | 3.00 mi radius | | 5.00 mi radius | | 10.00 mi radius | |
|--|----------------|-------|----------------|-------|----------------|-------|-----------------|-------|
| Race & Ethnicity | | | | | | | | |
| Total Population | 2,762 | | 19,095 | | 38,368 | | 90,489 | |
| White (2010) | 2,130 | 77% | 10,588 | 55% | 23,376 | 61% | 65,546 | 72% |
| Black (2010) | 581 | 21% | 8,217 | 43% | 14,179 | 37% | 22,501 | 25% |
| Asian (2010) | 46 | 2% | 171 | 1% | 351 | 1% | 902 | 1% |
| Other Race (2010) | 6 | 0% | 118 | 1% | 462 | 1% | 1,540 | 2% |
| Population: Hispanic (2010) | 135 | 5% | 651 | 3% | 1,131 | 3% | 2,758 | 3% |
| <i>White: Hispanic</i> | 122 | 4% | 536 | 3% | 971 | 3% | 2,521 | 3% |
| <i>Black: Hispanic</i> | 8 | 0% | 91 | 0% | 127 | 0% | 152 | 0% |
| <i>Asian: Hispanic</i> | 1 | 0% | 6 | 0% | 9 | 0% | 17 | 0% |
| <i>Other Race: Hispanic</i> | 4 | 0% | 18 | 0% | 25 | 0% | 68 | 0% |
| Population: Non Hispanic (2010) | 2,627 | 95% | 18,443 | 97% | 37,237 | 97% | 87,730 | 97% |
| <i>White: Non Hispanic</i> | 2,007 | 73% | 10,051 | 53% | 22,405 | 58% | 63,024 | 70% |
| <i>Black: Non Hispanic</i> | 573 | 21% | 8,126 | 43% | 14,052 | 37% | 22,350 | 25% |
| <i>Asian: Non Hispanic</i> | 45 | 2% | 165 | 1% | 342 | 1% | 884 | 1% |
| <i>Other Race: Non Hispanic</i> | 2 | 0% | 101 | 1% | 438 | 1% | 1,472 | 2% |
| Population: Hispanic (2000) | 97 | 3.3% | 583 | 2.8% | 893 | 2.2% | 1,706 | 1.9% |
| Population: Hispanic (1990) | 28 | 0.9% | 284 | 1.2% | 688 | 1.4% | 1,157 | 1.2% |
| Hist. Hispanic Ann Growth (1990 to 2000) | 69 | 24.5% | 299 | 10.5% | 204 | 3.0% | 549 | 4.7% |
| Hist. Hispanic Ann Growth (2000 to 2010) | 37 | 3.8% | 69 | 1.2% | 239 | 2.7% | 1,052 | 6.2% |
| Population: Non Hispanic (2000) | 2,877 | 96.7% | 20,282 | 97.2% | 39,932 | 97.8% | 87,996 | 98.1% |
| Population: Non Hispanic (1990) | 3,252 | 99.1% | 23,840 | 98.8% | 46,899 | 98.6% | 93,632 | 98.8% |
| Hist. Non Hispanic Ann Growth (1990 to 2000) | -375 | -1.2% | -3,558 | -1.5% | -6,967 | -1.5% | -5,636 | -0.6% |
| Hist. Non Hispanic Ann Growth (2000 to 2010) | -250 | -0.9% | -1,839 | -0.9% | -2,695 | -0.7% | -266 | 0.0% |
| Language Spoken at home (Age 5+) (2010) | | | | | | | | |
| Total Population Age 5 and above | 2,565 | | 17,873 | | 36,055 | | 84,909 | |
| Speak English Only | 2,423 | 94% | 17,037 | 95% | 34,537 | 96% | 81,669 | 96% |
| Spanish or Spanish Creole | 57 | 2% | 423 | 2% | 791 | 2% | 1,603 | 2% |
| European/Indo-European | 37 | 1% | 219 | 1% | 398 | 1% | 1,041 | 1% |
| <i>French or French Creole</i> | 11 | 0% | 79 | 0% | 127 | 0% | 341 | 0% |
| <i>Italian</i> | 3 | 0% | 24 | 0% | 31 | 0% | 91 | 0% |
| <i>Portuguese or Portuguese Creole</i> | 0 | 0% | 0 | 0% | 0 | 0% | 4 | 0% |
| <i>German</i> | 23 | 1% | 107 | 1% | 196 | 1% | 491 | 1% |
| <i>Yiddish or Hebrew</i> | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| <i>Other Slavic languages</i> | 0 | 0% | 3 | 0% | 13 | 0% | 33 | 0% |
| <i>Other Indic languages</i> | 0 | 0% | 6 | 0% | 30 | 0% | 73 | 0% |
| <i>Other Indo-European Languages</i> | 0 | 0% | 0 | 0% | 0 | 0% | 8 | 0% |
| Asian/Pacific | 29 | 1% | 125 | 1% | 251 | 1% | 493 | 1% |
| <i>Chinese</i> | 2 | 0% | 5 | 0% | 11 | 0% | 35 | 0% |
| <i>Japanese</i> | 6 | 0% | 23 | 0% | 27 | 0% | 85 | 0% |
| <i>Korean</i> | 12 | 0% | 56 | 0% | 140 | 0% | 237 | 0% |
| <i>Vietnamese</i> | 4 | 0% | 18 | 0% | 43 | 0% | 62 | 0% |
| <i>Other Asian languages</i> | 5 | 0% | 23 | 0% | 27 | 0% | 35 | 0% |
| <i>Tagalog and Other Pacific Languages</i> | 0 | 0% | 0 | 0% | 3 | 0% | 39 | 0% |
| Other Languages | 19 | 1% | 68 | 0% | 78 | 0% | 103 | 0% |
| <i>Arabic</i> | 10 | 0% | 27 | 0% | 30 | 0% | 37 | 0% |
| <i>Other and unspecified languages</i> | 9 | 0% | 41 | 0% | 48 | 0% | 66 | 0% |

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2011

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|--|----------------|-----|----------------|-----|----------------|-----|-----------------|-----|
| Population by Ancestry (2010) | | | | | | | | |
| America | 449 | 16% | 2,747 | 14% | 5,976 | 16% | 18,066 | 20% |
| <i>Native American (Indian/Eskimo)</i> | 0 | 0% | 1 | 0% | 66 | 0% | 550 | 1% |
| <i>Hawaiian/Pacific Islander</i> | 0 | 0% | 1 | 0% | 22 | 0% | 44 | 0% |
| <i>American</i> | 449 | 16% | 2,744 | 14% | 5,888 | 15% | 17,472 | 19% |
| Hispanic | 135 | 5% | 651 | 3% | 1,131 | 3% | 2,758 | 3% |
| <i>Mexican</i> | 54 | 2% | 309 | 2% | 481 | 1% | 1,472 | 2% |
| <i>Puerto Rican</i> | 47 | 2% | 138 | 1% | 226 | 1% | 376 | 0% |
| <i>Cuban</i> | 4 | 0% | 25 | 0% | 68 | 0% | 103 | 0% |
| <i>Dominican</i> | 1 | 0% | 3 | 0% | 4 | 0% | 15 | 0% |
| <i>Central American</i> | 9 | 0% | 43 | 0% | 82 | 0% | 118 | 0% |
| <i>South American</i> | 6 | 0% | 25 | 0% | 47 | 0% | 79 | 0% |
| <i>Other Hispanic</i> | 13 | 0% | 108 | 1% | 224 | 1% | 596 | 1% |
| Asian | 45 | 2% | 165 | 1% | 342 | 1% | 884 | 1% |
| <i>Chinese</i> | 4 | 0% | 25 | 0% | 36 | 0% | 117 | 0% |
| <i>Japanese</i> | 2 | 0% | 6 | 0% | 23 | 0% | 85 | 0% |
| <i>Korean</i> | 10 | 0% | 47 | 0% | 105 | 0% | 220 | 0% |
| <i>South Central Asian (e.g. Indian)</i> | 1 | 0% | 7 | 0% | 50 | 0% | 167 | 0% |
| <i>South East Asian (e.g. Vietnamese)</i> | 25 | 1% | 74 | 0% | 114 | 0% | 258 | 0% |
| <i>Other Asian</i> | 2 | 0% | 7 | 0% | 13 | 0% | 38 | 0% |
| European | 543 | 20% | 3,288 | 17% | 7,808 | 20% | 21,204 | 23% |
| <i>British</i> | 110 | 4% | 771 | 4% | 2,178 | 6% | 5,954 | 7% |
| <i>Dutch</i> | 31 | 1% | 119 | 1% | 245 | 1% | 535 | 1% |
| <i>French</i> | 20 | 1% | 121 | 1% | 273 | 1% | 673 | 1% |
| <i>German</i> | 96 | 3% | 580 | 3% | 1,285 | 3% | 3,588 | 4% |
| <i>Italian</i> | 24 | 1% | 180 | 1% | 390 | 1% | 908 | 1% |
| <i>Polish</i> | 5 | 0% | 59 | 0% | 133 | 0% | 315 | 0% |
| <i>Scandinavian</i> | 7 | 0% | 57 | 0% | 216 | 1% | 594 | 1% |
| <i>Scotch Irish</i> | 218 | 8% | 1,247 | 7% | 2,803 | 7% | 7,832 | 9% |
| <i>Other European (e.g. Greek/Russian)</i> | 32 | 1% | 154 | 1% | 287 | 1% | 805 | 1% |
| Middle Eastern | 5 | 0% | 21 | 0% | 27 | 0% | 45 | 0% |
| Other | 801 | 29% | 7,372 | 39% | 12,725 | 33% | 22,176 | 25% |
| Unclassified | 786 | 28% | 4,849 | 25% | 10,358 | 27% | 25,355 | 28% |
| Educational Attainment (2010) | | | | | | | | |
| Elementary (0 to 8) | 157 | 8% | 1,118 | 9% | 2,323 | 9% | 4,814 | 8% |
| Some High School (9 to 11) | 364 | 19% | 2,733 | 21% | 4,923 | 19% | 10,159 | 17% |
| High School Graduate (12) | 614 | 33% | 4,317 | 33% | 8,353 | 32% | 19,257 | 31% |
| Some College (13 to 16) | 441 | 23% | 2,745 | 21% | 5,714 | 22% | 13,649 | 22% |
| Associates Degree | 126 | 7% | 615 | 5% | 1,199 | 5% | 3,388 | 6% |
| Bachelors Degree | 128 | 7% | 888 | 7% | 2,324 | 9% | 5,870 | 10% |
| Masters Degree | 40 | 2% | 398 | 3% | 1,080 | 4% | 2,939 | 5% |
| Professional/Doctorate | 10 | 1% | 150 | 1% | 525 | 2% | 1,157 | 2% |
| College Degree+ (Bachelor Degree or higher) | 178 | 9% | 1,436 | 11% | 3,929 | 15% | 9,966 | 16% |
| Enrollments (2010) | | | | | | | | |
| Nursery school/preschool | 17 | 1% | 235 | 1% | 490 | 1% | 1,171 | 1% |
| Kindergarten/Elementary School | 323 | 12% | 2,386 | 12% | 4,696 | 12% | 11,213 | 12% |
| High School | 148 | 5% | 1,019 | 5% | 2,047 | 5% | 4,564 | 5% |
| College/Graduate/Professional school | 124 | 5% | 757 | 4% | 1,637 | 4% | 6,186 | 7% |
| Not enrolled | 2,150 | 78% | 14,697 | 77% | 29,499 | 77% | 67,354 | 74% |

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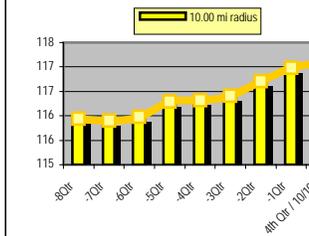
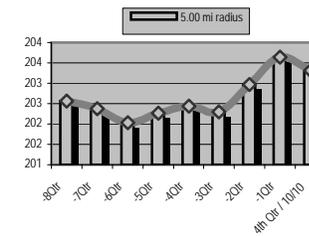
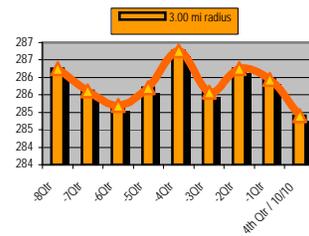
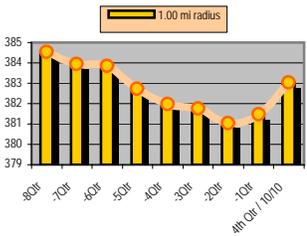
2011

US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama

1.00 mi radius 3.00 mi radius 5.00 mi radius 10.00 mi radius

Households

| | | | | |
|-------------------------------------|----------------|----------------|------------------|------------------|
| Estimated Current Households (2010) | 1,202 | 8,027 | 15,906 | 36,517 |
| Census Households (2000) | 1,307 | 8,744 | 16,903 | 36,235 |
| Census Households (1990) | 1,320 | 9,213 | 17,648 | 34,675 |
| Projected Households (2015) | 1,177 | 7,889 | 15,720 | 36,686 |
| Low to High End Projection Bounds | 1,111 to 1,199 | 7,391 to 8,233 | 14,853 to 16,530 | 34,921 to 38,934 |
| Forecasted Households (2020) | 1,166 | 7,828 | 15,635 | 36,830 |



| | | | | |
|---|-------------|--------------|--------------|--------------|
| Population Past 4 Qtrs 08-Q4 | 1,207 | 8,065 | 15,847 | 36,159 |
| Population Past 4 Qtrs 09-Q1 | 1,205 -0.2% | 8,047 -0.2% | 15,833 -0.1% | 36,146 -0.0% |
| Population Past 4 Qtrs 09-Q2 | 1,205 -0.0% | 8,035 -0.1% | 15,806 -0.2% | 36,173 0.1% |
| Population Past 4 Qtrs 09-Q3 | 1,201 -0.3% | 8,049 0.2% | 15,824 0.1% | 36,269 0.3% |
| Population Past 4 Qtrs 09-Q4 | 1,199 -0.2% | 8,079 0.4% | 15,837 0.1% | 36,280 0.0% |
| Population Past 4 Qtrs 10-Q1 | 1,198 -0.1% | 8,046 -0.4% | 15,826 -0.1% | 36,307 0.1% |
| Population Past 4 Qtrs 10-Q2 | 1,196 -0.2% | 8,065 0.2% | 15,879 0.3% | 36,402 0.3% |
| Population Past 4 Qtrs 10-Q3 | 1,197 0.1% | 8,056 -0.1% | 15,932 0.3% | 36,483 0.2% |
| Estimated Population in Households (2010) | 2,719 98% | 18,918 99% | 37,581 98% | 88,166 97% |
| Estimated Persons per Household (2010) | 2.3 | 2.4 | 2.4 | 2.4 |
| Estimated Household Density (2010) | 383 psm | 285 psm | 203 psm | 117 psm |
| Projected Population in Households (2015) | 2,662 98.4% | 18,591 99.0% | 37,139 97.9% | 88,607 97.5% |

Household Type (2010)

| | | | | | | | | |
|--|------|------|--------|------|--------|------|--------|------|
| Family Households | 743 | 62% | 5,160 | 64% | 10,546 | 66% | 25,024 | 69% |
| Married Couple Household | 510 | 42% | 3,375 | 42% | 7,307 | 46% | 18,767 | 51% |
| Married Couple Household With Children | 183 | 15% | 1,231 | 15% | 2,663 | 17% | 7,520 | 21% |
| Married Couple Household No Children | 327 | 27% | 2,144 | 27% | 4,644 | 29% | 11,246 | 31% |
| Male Householder | 46 | 4% | 321 | 4% | 607 | 4% | 1,250 | 3% |
| Male Householder With Children | 23 | 2% | 138 | 2% | 267 | 2% | 597 | 2% |
| Male Householder No Children | 24 | 2% | 184 | 2% | 340 | 2% | 653 | 2% |
| Female Householder | 188 | 16% | 1,463 | 18% | 2,632 | 17% | 5,007 | 14% |
| Female Householder With Children | 112 | 9% | 763 | 10% | 1,360 | 9% | 2,696 | 7% |
| Female Householder No Children | 76 | 6% | 700 | 9% | 1,272 | 8% | 2,311 | 6% |
| Non Family Households | 57 | 5% | 353 | 4% | 574 | 4% | 1,520 | 4% |
| One person households | 402 | 33% | 2,514 | 31% | 4,787 | 30% | 9,973 | 27% |
| Two or More people Non Family households | -344 | -29% | -2,161 | -27% | -4,213 | -26% | -8,454 | -23% |

Household Size (2010)

| | | | | | | | | |
|----------------------|-----|-----|-------|-----|-------|-----|--------|-----|
| 1 Person Household | 402 | 33% | 2,514 | 31% | 4,787 | 30% | 9,973 | 27% |
| 2 Person Households | 400 | 33% | 2,620 | 33% | 5,368 | 34% | 12,532 | 34% |
| 3 Person Households | 200 | 17% | 1,373 | 17% | 2,739 | 17% | 6,649 | 18% |
| 4 Person Households | 127 | 11% | 926 | 12% | 1,875 | 12% | 4,847 | 13% |
| 5 Person Households | 44 | 4% | 363 | 5% | 734 | 5% | 1,731 | 5% |
| 6 Person Households | 20 | 2% | 147 | 2% | 257 | 2% | 526 | 1% |
| 7+ Person Households | 9 | 1% | 85 | 1% | 146 | 1% | 258 | 1% |

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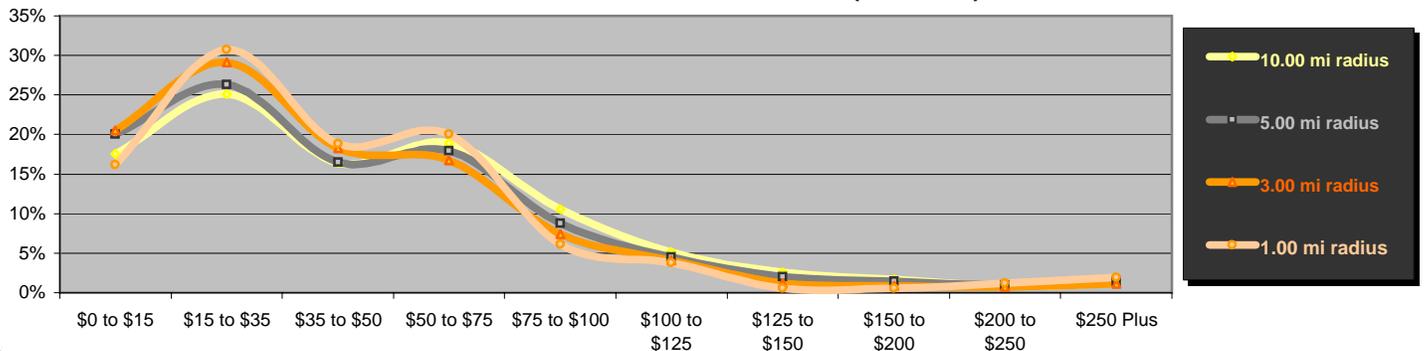


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|--|----------------|-------|----------------|-------|----------------|-------|-----------------|-------|
| Average Household Income | | | | | | | | |
| Est. Average Household Income (2010) | \$55,275 | | \$47,888 | | \$53,253 | | \$55,401 | |
| Census Average Hhld Income (2000) | \$43,763 | | \$37,618 | | \$41,635 | | \$43,305 | |
| Average Income Change (2000 to 2010) | \$11,512 | 2.6% | \$10,271 | 2.7% | \$11,618 | 2.8% | \$12,097 | 2.8% |
| Median Household Income | | | | | | | | |
| Est. Median Household Income (2010) | \$37,179 | | \$36,088 | | \$39,353 | | \$42,440 | |
| Census Median Hhld Income (2000) | \$29,345 | | \$28,282 | | \$30,502 | | \$32,677 | |
| Median Income Change (2000 to 2010) | \$7,834 | 2.7% | \$7,805 | 2.8% | \$8,852 | 2.9% | \$9,763 | 3.0% |
| Per Capita Income | | | | | | | | |
| Est. Per Capita Income (2010) | \$24,325 | | \$20,282 | | \$22,588 | | \$22,745 | |
| Census Per Capita Income (2000) | \$19,233 | | \$15,888 | | \$17,494 | | \$17,715 | |
| Per Capita Income Change (2000 to 2010) | \$5,092 | 2.6% | \$4,394 | 2.8% | \$5,094 | 2.9% | \$5,031 | 2.8% |
| Household Income Distribution (2010) | | | | | | | | |
| Hhld Income \$0 to 14,999 | 195 | 16% | 1,650 | 21% | 3,189 | 20% | 6,406 | 18% |
| Hhld Income \$15,000 to 24,999 | 185 | 15% | 1,229 | 15% | 2,205 | 14% | 4,722 | 13% |
| Hhld Income \$25,000 to 34,999 | 185 | 15% | 1,107 | 14% | 1,986 | 12% | 4,449 | 12% |
| Hhld Income \$35,000 to 49,999 | 227 | 19% | 1,465 | 18% | 2,630 | 17% | 5,992 | 16% |
| Hhld Income \$50,000 to 74,999 | 241 | 20% | 1,340 | 17% | 2,849 | 18% | 6,915 | 19% |
| Hhld Income \$75,000 to 99,999 | 74 | 6% | 596 | 7% | 1,399 | 9% | 3,848 | 11% |
| Hhld Income \$100,000 to 124,999 | 46 | 4% | 329 | 4% | 711 | 4% | 1,880 | 5% |
| Hhld Income \$125,000 to 149,999 | 6 | 1% | 95 | 1% | 323 | 2% | 932 | 3% |
| Hhld Income \$150,000 to 174,999 | 2 | 0% | 39 | 0% | 141 | 1% | 379 | 1% |
| Hhld Income \$175,000 to 199,999 | 5 | 0% | 31 | 0% | 96 | 1% | 240 | 1% |
| Hhld Income \$200,000 to 249,999 | 15 | 1% | 56 | 1% | 149 | 1% | 301 | 1% |
| Hhld Income \$250,000 to 499,999 | 22 | 2% | 81 | 1% | 208 | 1% | 417 | 1% |
| Hhld Income \$500,000 or More | 2 | 0% | 9 | 0% | 20 | 0% | 36 | 0% |
| Hhld Incomes Below Median Income | 565 | 47.0% | 3,986 | 49.7% | 7,380 | 46.4% | 15,577 | 42.7% |
| Hhld Incomes at the Median Income | 227 | 18.9% | 1,465 | 18.2% | 2,630 | 16.5% | 5,992 | 16.4% |
| Hhld Incomes Above Median Income | 411 | 34.2% | 2,576 | 32.1% | 5,896 | 37.1% | 14,948 | 40.9% |

Household Income Distribution (in 1,000's)



Daytime Demos (2010)

| | | | | |
|-------------------------------------|-----------|-----------|-----------|-----------|
| Total Number of Businesses | 78 | 591 | 1,223 | 2,420 |
| Total Number of Employees | 1,471 | 11,614 | 23,839 | 44,216 |
| Employees per Business | 18.9 to 1 | 19.6 to 1 | 19.5 to 1 | 18.3 to 1 |
| Residential Population per Business | 35.4 to 1 | 32.3 to 1 | 31.4 to 1 | 37.4 to 1 |

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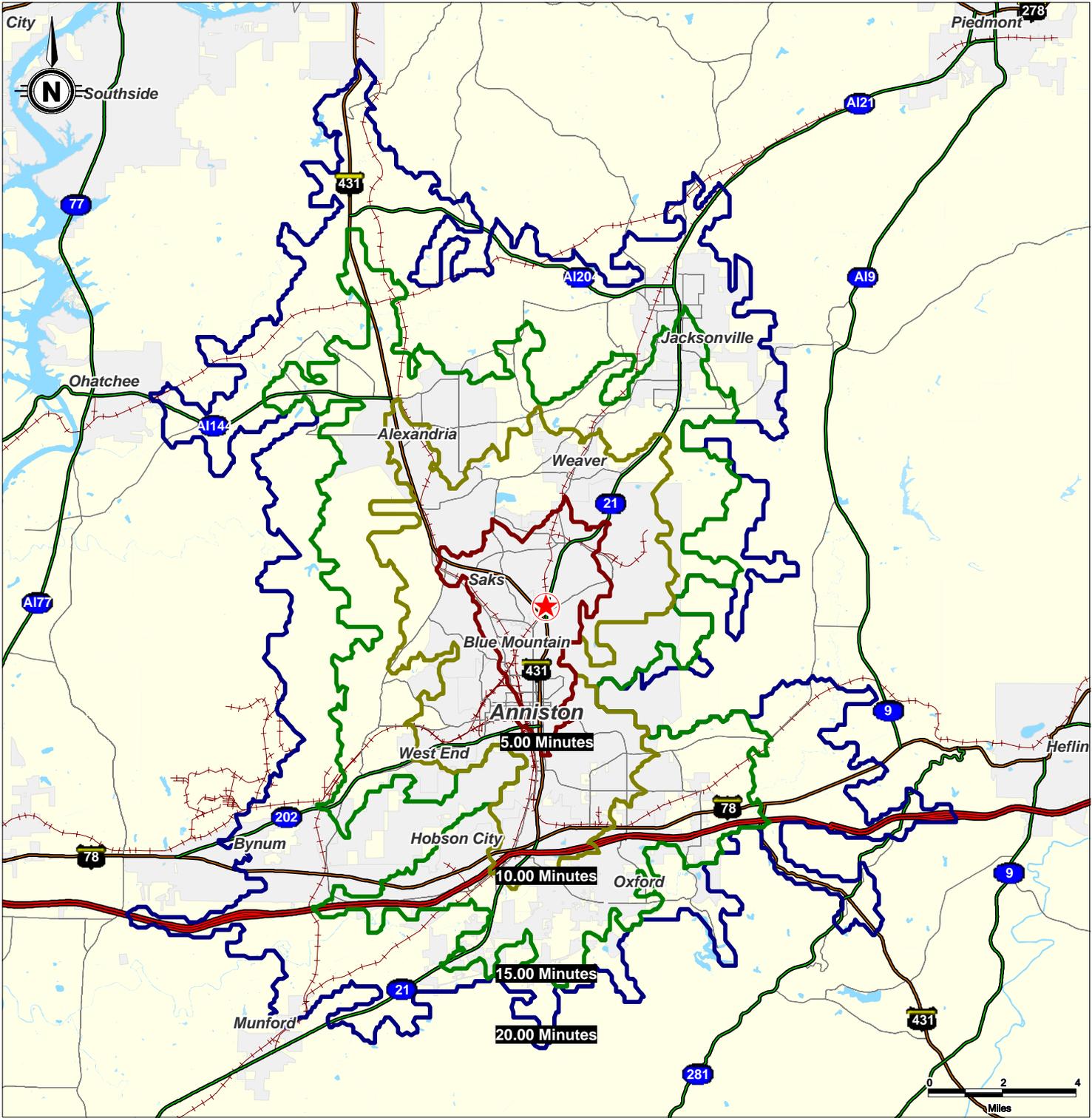
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|--|----------------|-------|----------------|-------|----------------|-------|-----------------|-------|
| Group Quarters | | | | | | | | |
| Group Quarters Population (2010) | 43 | | 177 | | 787 | | 2,323 | |
| Non-Institutionalized | 4 | 9% | 96 | 54% | 110 | 14% | 1,465 | 63% |
| College | 0 | 0% | 0 | 0% | 0 | 0% | 1,136 | 49% |
| Military | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Other | 4 | 9% | 96 | 54% | 110 | 14% | 329 | 14% |
| Institutionalized (Correctional, Medical, Othe | 39 | 91% | 81 | 46% | 677 | 86% | 858 | 37% |
| Census Group Quarters Population (2000) | 48 | | 191 | | 803 | | 2,339 | |
| Projected Group Quarters Population (2015) | 44 | | 179 | | 782 | | 2,309 | |
| Forecasted Group Quarters Population (2020) | 44 | | 179 | | 782 | | 2,309 | |
| Historical Annual Growth (2000 to 2010) | -6 | -1.2% | -14 | -0.7% | -16 | -0.2% | -16 | -0.1% |
| Projected Annual Growth (2010 to 2015) | 2 | 0.8% | 2 | 0.2% | -5 | -0.1% | -14 | -0.1% |
| Housing (2010) | | | | | | | | |
| Total Housing Units | 1,410 | | 9,779 | | 19,185 | | 41,885 | |
| Housing Units, Occupied | 1,202 | 85.3% | 8,027 | 82.1% | 15,906 | 82.9% | 36,517 | 87.2% |
| Housing Units, Owner-Occupied | 726 | 51.5% | 5,254 | 53.7% | 10,972 | 57.2% | 25,909 | 61.9% |
| Housing Units, Renter-Occupied | 477 | 33.8% | 2,773 | 28.4% | 4,934 | 25.7% | 10,607 | 25.3% |
| Housing Units, Vacant | 208 | 14.7% | 1,752 | 17.9% | 3,280 | 17.1% | 5,368 | 12.8% |
| Home Values (2010) | | | | | | | | |
| Owner Occupied Housing | 726 | | 5,254 | | 10,972 | | 25,909 | |
| Home Values \$0 to \$9,999 | 6 | 1% | 72 | 1% | 163 | 1% | 390 | 2% |
| Home Values \$10,000 to \$14,999 | 12 | 2% | 118 | 2% | 266 | 2% | 611 | 2% |
| Home Values \$15,000 to \$19,999 | 14 | 2% | 109 | 2% | 295 | 3% | 601 | 2% |
| Home Values \$20,000 to \$24,999 | 16 | 2% | 188 | 4% | 315 | 3% | 643 | 2% |
| Home Values \$25,000 to \$29,999 | 0 | 0% | 0 | 0% | 1 | 0% | 33 | 0% |
| Home Values \$30,000 to \$34,999 | 19 | 3% | 253 | 5% | 458 | 4% | 859 | 3% |
| Home Values \$35,000 to \$39,999 | 16 | 2% | 215 | 4% | 396 | 4% | 761 | 3% |
| Home Values \$40,000 to \$49,999 | 62 | 9% | 333 | 6% | 506 | 5% | 911 | 4% |
| Home Values \$50,000 to \$59,999 | 117 | 16% | 698 | 13% | 1,108 | 10% | 1,918 | 7% |
| Home Values \$60,000 to \$69,999 | 52 | 7% | 324 | 6% | 534 | 5% | 1,066 | 4% |
| Home Values \$70,000 to \$79,999 | 64 | 9% | 380 | 7% | 654 | 6% | 1,362 | 5% |
| Home Values \$80,000 to \$89,999 | 125 | 17% | 677 | 13% | 1,186 | 11% | 2,545 | 10% |
| Home Values \$90,000 to \$99,999 | 60 | 8% | 347 | 7% | 578 | 5% | 1,481 | 6% |
| Home Values \$100,000 to \$124,999 | 130 | 18% | 903 | 17% | 1,763 | 16% | 4,622 | 18% |
| Home Values \$125,000 to \$149,999 | 17 | 2% | 240 | 5% | 827 | 8% | 2,514 | 10% |
| Home Values \$150,000 to \$174,999 | 1 | 0% | 80 | 2% | 450 | 4% | 1,502 | 6% |
| Home Values \$175,000 to \$199,999 | 3 | 0% | 103 | 2% | 444 | 4% | 1,177 | 5% |
| Home Values \$200,000 to \$249,999 | 8 | 1% | 100 | 2% | 420 | 4% | 1,315 | 5% |
| Home Values \$250,000 to \$299,999 | 0 | 0% | 41 | 1% | 196 | 2% | 550 | 2% |
| Home Values \$300,000 to \$399,999 | 0 | 0% | 37 | 1% | 195 | 2% | 561 | 2% |
| Home Values \$400,000 to \$499,999 | 2 | 0% | 17 | 0% | 87 | 1% | 215 | 1% |
| Home Values \$500,000 to \$749,999 | 1 | 0% | 10 | 0% | 87 | 1% | 138 | 1% |
| Home Values \$750,000 to \$999,999 | 0 | 0% | 5 | 0% | 24 | 0% | 49 | 0% |
| Home Values \$1,000,000 or More | 0 | 0% | 5 | 0% | 18 | 0% | 86 | 0% |
| Home Values Below Average Range | 314 | 43.2% | 2,690 | 51.2% | 6,460 | 58.9% | 13,181 | 50.9% |
| Home Values at the Average Range | 64 | 8.8% | 677 | 12.9% | 1,763 | 16.1% | 4,622 | 17.8% |
| Home Values Above Average Range | 348 | 48.0% | 1,886 | 35.9% | 2,749 | 25.1% | 8,107 | 31.3% |
| Owner Occupied Average Home Value | \$77,507 | | \$85,600 | | \$107,403 | | \$118,532 | |
| Owner Occupied Median Home Value | \$77,622 | | \$78,995 | | \$94,635 | | \$101,334 | |

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Lat: 33.197190 Lon: -87.525916 Zoom: 2.857 mi Logos are for identification purposes only and may be trademarks of their respective companies.



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Drive Times

US Hwy 431* & AL 21 (McClellan Blvd) Anniston, Alabama

Prepared For



2011

Prepared By



* The existing US Highway 431 will continue via the future Veterans Memorial Parkway to I-20. The Parkway has a 2013 completion date.

—+—+—+ Railroad

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.7215/-85.826

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | | 5.00 min drivetime | 10.00 min drivetime | 15.00 min drivetime | 20.00 min drivetime |
|--|--|-----------------------|------------------------|------------------------|------------------------|
| POPULATION | 2010 Estimated Population | 14,176 | 41,618 | 67,292 | 89,738 |
| | 2015 Projected Population | 13,933 | 41,147 | 67,142 | 89,942 |
| | 2000 Census Population | 15,435 | 44,070 | 68,653 | 89,596 |
| | 1990 Census Population | 17,306 | 48,706 | 72,498 | 93,690 |
| | Historical Annual Growth 1990 to 2010 | -0.9% | -0.7% | -0.4% | -0.2% |
| | Projected Annual Growth 2010 to 2015 | -0.3% | -0.2% | -0.0% | 0.0% |
| | 2010 Male Population | 47.1% | 47.1% | 47.5% | 47.8% |
| | 2010 Female Population | 52.9% | 52.9% | 52.5% | 52.2% |
| | 2010 Average Age | 39.1 | 40.3 | 39.9 | 39.3 |
| | 2010 Median Age | 33.4 | 35.5 | 35.2 | 34.6 |
| HOUSEHOLDS | 2010 Estimated Households | 5,985 | 17,427 | 27,653 | 36,275 |
| | 2015 Projected Households | 5,882 | 17,228 | 27,586 | 36,362 |
| | 2000 Census Households | 6,563 | 18,369 | 28,235 | 36,282 |
| | 1990 Census Households | 6,879 | 18,683 | 27,210 | 34,481 |
| | Historical Annual Growth 1990 to 2010 | -0.6% | -0.3% | 0.1% | 0.3% |
| Projected Annual Growth 2010 to 2015 | -0.3% | -0.2% | -0.0% | 0.0% | |
| POPULATION BY RACE | 2010 Estimated White | 57.5% | 60.3% | 68.6% | 72.1% |
| | 2010 Estimated Black or African American | 41.0% | 37.5% | 28.7% | 25.2% |
| | 2010 Estimated Asian | 1.0% | 1.0% | 1.0% | 1.0% |
| | 2010 Estimated Other Races | 0.4% | 1.2% | 1.6% | 1.7% |
| | 2010 Estimated Hispanic | 3.9% | 3.3% | 3.3% | 3.0% |
| INCOME | 2010 Estimated Average Household Income | \$ 48,456 | \$ 52,780 | \$ 55,696 | \$ 55,226 |
| | 2010 Estimated Median Household Income | \$ 36,376 | \$ 38,990 | \$ 42,035 | \$ 42,188 |
| | 2010 Estimated Per Capita Income | \$ 20,816 | \$ 22,640 | \$ 23,253 | \$ 22,723 |
| EDUCATION (AGE 25+) | 2010 Elementary | 8.5% | 9.0% | 8.3% | 8.0% |
| | 2010 Some High School | 20.8% | 18.5% | 17.1% | 16.8% |
| | 2010 High School Graduate | 32.7% | 31.4% | 31.5% | 31.3% |
| | 2010 Some College | 21.5% | 21.5% | 22.3% | 22.3% |
| | 2010 College Degree | 16.6% | 19.6% | 20.7% | 21.6% |
| BUSINESS | Number of Businesses | 652 | 1,606 | 2,102 | 2,426 |
| | Total Number of Employees | 12,948 | 30,138 | 37,448 | 43,032 |
| | Avg Employee Population per Business | 19.9 | 18.8 | 17.8 | 17.7 |
| | Avg Residential Population per Business | 21.7 | 25.9 | 32.0 | 37.0 |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.7215/-85.826

2011

US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama

5.00 min drivetime

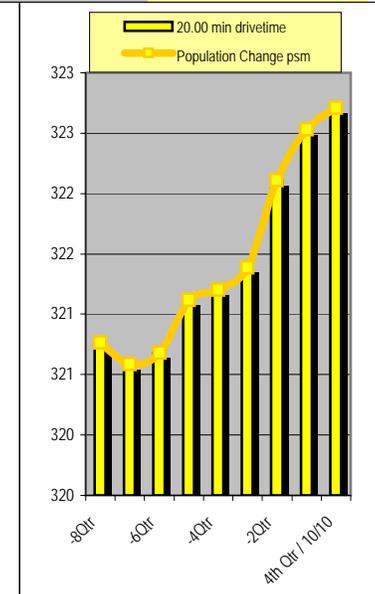
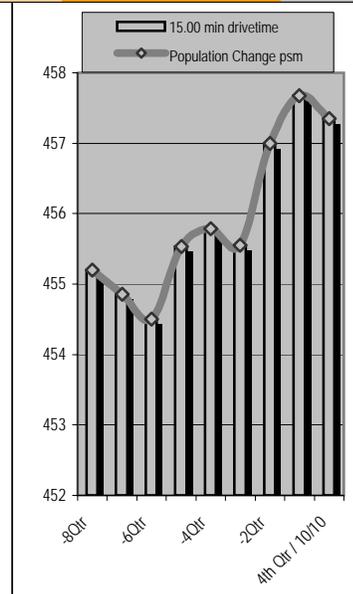
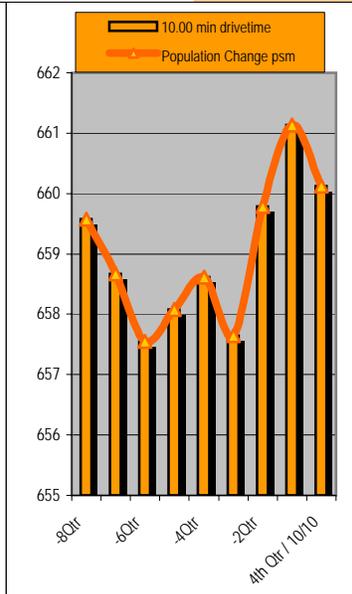
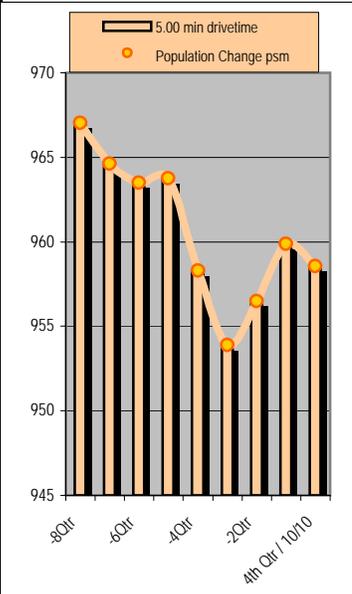
10.00 min drivetime

15.00 min drivetime

20.00 min drivetime

Population

| | | | | |
|--|--------------------|--------------------|---------------------|---------------------|
| Estimated Current Population (2010) | 14,176 | 41,618 | 67,292 | 89,738 |
| Census Population (2000) | 15,435 | 44,070 | 68,653 | 89,596 |
| Census Population (1990) | 17,306 | 48,706 | 72,498 | 93,690 |
| Projected Population (2015) | 13,933 | 41,147 | 67,142 | 89,942 |
| Low to High End Projection Bounds | 12,916 to 14,316 | 38,955 to 43,148 | 64,049 to 70,715 | 85,574 to 94,943 |
| Forecasted Population (2020) | 13,825 | 40,948 | 67,164 | 90,199 |
| Historical Annual Growth (1990 to 2000) | -1,871 -1.1% | -4,635 -1.0% | -3,844 -0.5% | -4,094 -0.4% |
| Historical Annual Growth (2000 to 2010) | -1,259 -0.8% | -2,453 -0.6% | -1,361 -0.2% | 142 0.0% |
| Projected Annual Growth (2010 to 2015) | -243 -0.3% | -471 -0.2% | -149 0.0% | 204 0.0% |
| Forecasted Annual Growth (2015 to 2020) | -108 -0.2% | -198 -0.1% | 22 0.0% | 257 0.1% |
| Transient Population (2010) | 92 | 389 | 864 | 881 |
| Seasonal Population (2010) | 10 | 28 | 52 | 81 |
| Population Estimate year ago (4th Qtr / 2009) | 14,172 | 41,523 | 67,062 | 89,318 |
| Births in past 4 Qtrs | +185 | +523 | +840 | +1,130 |
| Deaths in past 4 Qtrs | -167 | -507 | -782 | -993 |
| Migration in past 4 Qtrs | -14 | +79 | +172 | +284 |
| Components of Change (past 4 Qtrs) | | | | |
| Growth Stability Index (0 stable, -1 or +1 change) | +4 0.0% | +95 0.2% | +230 0.3% | +420 0.5% |
| Est. Population Density (2010) | 958.56 <i>psm</i> | 660.13 <i>psm</i> | 457.35 <i>psm</i> | 322.71 <i>psm</i> |
| Trade Area Size | 14.79 <i>sq mi</i> | 63.05 <i>sq mi</i> | 147.14 <i>sq mi</i> | 278.08 <i>sq mi</i> |



| | | | | |
|------------------------------|--------------|--------------|--------------|--------------|
| Population Past 4 Qtrs 08-Q4 | 14,301 | 41,583 | 66,976 | 89,196 |
| Population Past 4 Qtrs 09-Q1 | 14,266 -0.3% | 41,526 -0.1% | 66,925 -0.1% | 89,147 -0.1% |
| Population Past 4 Qtrs 09-Q2 | 14,249 -0.1% | 41,456 -0.2% | 66,873 -0.1% | 89,173 0.0% |
| Population Past 4 Qtrs 09-Q3 | 14,253 0.0% | 41,489 0.1% | 67,025 0.2% | 89,296 0.1% |
| Population Past 4 Qtrs 09-Q4 | 14,172 -0.6% | 41,523 0.1% | 67,062 0.1% | 89,318 0.0% |
| Population Past 4 Qtrs 10-Q1 | 14,107 -0.5% | 41,461 -0.1% | 67,027 -0.1% | 89,370 0.1% |
| Population Past 4 Qtrs 10-Q2 | 14,145 0.3% | 41,596 0.3% | 67,240 0.3% | 89,571 0.2% |
| Population Past 4 Qtrs 10-Q3 | 14,196 0.4% | 41,681 0.2% | 67,340 0.1% | 89,688 0.1% |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.7215/-85.826

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 min drivetime | | 10.00 min drivetime | | 15.00 min drivetime | | 20.00 min drivetime | |
|--|--------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|
| Age Distribution (2010) | | | | | | | | |
| Age Under 5 years | 929 | 7% | 2,541 | 6% | 4,124 | 6% | 5,559 | 6% |
| Age 5 to 14 years | 1,633 | 12% | 4,545 | 11% | 7,430 | 11% | 9,793 | 11% |
| Age 14 to 18 years | 758 | 5% | 2,099 | 5% | 3,408 | 5% | 4,433 | 5% |
| Age 18 to 22 years | 703 | 5% | 2,138 | 5% | 3,566 | 5% | 5,360 | 6% |
| Age 22 to 25 years | 542 | 4% | 1,608 | 4% | 2,593 | 4% | 3,818 | 4% |
| Age 25 to 30 years | 1,011 | 7% | 2,791 | 7% | 4,395 | 7% | 5,958 | 7% |
| Age 30 to 35 years | 956 | 7% | 2,558 | 6% | 4,163 | 6% | 5,894 | 7% |
| Age 35 to 40 years | 896 | 6% | 2,521 | 6% | 4,104 | 6% | 5,485 | 6% |
| Age 40 to 45 years | 863 | 6% | 2,510 | 6% | 4,206 | 6% | 5,576 | 6% |
| Age 45 to 50 years | 940 | 7% | 2,763 | 7% | 4,619 | 7% | 6,085 | 7% |
| Age 50 to 55 years | 1,019 | 7% | 2,931 | 7% | 4,797 | 7% | 6,318 | 7% |
| Age 55 to 60 years | 904 | 6% | 2,857 | 7% | 4,741 | 7% | 6,182 | 7% |
| Age 60 to 65 years | 759 | 5% | 2,491 | 6% | 4,090 | 6% | 5,357 | 6% |
| Age 65 to 70 years | 609 | 4% | 2,012 | 5% | 3,195 | 5% | 4,139 | 5% |
| Age 70 to 75 years | 543 | 4% | 1,719 | 4% | 2,642 | 4% | 3,354 | 4% |
| Age 75 to 80 years | 469 | 3% | 1,491 | 4% | 2,274 | 3% | 2,841 | 3% |
| Age 80 to 85 years | 378 | 3% | 1,185 | 3% | 1,754 | 3% | 2,138 | 2% |
| Age 85 years plus | 266 | 2% | 858 | 2% | 1,191 | 2% | 1,447 | 2% |
| Average Age | 39.1 yrs | | 40.3 yrs | | 39.9 yrs | | 39.3 yrs | |
| Median Age | 33.4 yrs | | 35.5 yrs | | 35.2 yrs | | 34.6 yrs | |
| Age 0 to 18 | 3,320 | 23% | 9,185 | 22% | 14,963 | 22% | 19,784 | 22% |
| Age 18 to 65 years | 8,592 | 61% | 25,167 | 60% | 41,273 | 61% | 56,034 | 62% |
| Age 65 years plus | 2,264 | 16% | 7,266 | 17% | 11,055 | 16% | 13,920 | 16% |
| Age Distribution (2010) | | | | | | | | |
| Male Population | 6,681 | | 19,619 | | 31,988 | | 42,917 | |
| Age Under 5 years | 477 | 7% | 1,298 | 7% | 2,103 | 7% | 2,835 | 7% |
| Age 5 to 14 years | 825 | 12% | 2,292 | 12% | 3,742 | 12% | 4,931 | 11% |
| Age 14 to 18 years | 374 | 6% | 1,047 | 5% | 1,687 | 5% | 2,198 | 5% |
| Age 18 to 22 years | 347 | 5% | 1,076 | 5% | 1,805 | 6% | 2,690 | 6% |
| Age 22 to 25 years | 279 | 4% | 818 | 4% | 1,339 | 4% | 1,983 | 5% |
| Age 25 to 30 years | 522 | 8% | 1,428 | 7% | 2,263 | 7% | 3,064 | 7% |
| Age 30 to 35 years | 462 | 7% | 1,218 | 6% | 2,002 | 6% | 2,848 | 7% |
| Age 35 to 40 years | 441 | 7% | 1,264 | 6% | 2,041 | 6% | 2,740 | 6% |
| Age 40 to 45 years | 414 | 6% | 1,214 | 6% | 2,043 | 6% | 2,725 | 6% |
| Age 45 to 50 years | 452 | 7% | 1,339 | 7% | 2,249 | 7% | 2,971 | 7% |
| Age 50 to 55 years | 472 | 7% | 1,372 | 7% | 2,242 | 7% | 2,972 | 7% |
| Age 55 to 60 years | 432 | 6% | 1,350 | 7% | 2,248 | 7% | 2,934 | 7% |
| Age 60 to 65 years | 346 | 5% | 1,167 | 6% | 1,948 | 6% | 2,564 | 6% |
| Age 65 to 70 years | 256 | 4% | 867 | 4% | 1,409 | 4% | 1,841 | 4% |
| Age 70 to 75 years | 228 | 3% | 724 | 4% | 1,132 | 4% | 1,449 | 3% |
| Age 75 to 80 years | 174 | 3% | 573 | 3% | 881 | 3% | 1,116 | 3% |
| Age 80 to 85 years | 121 | 2% | 384 | 2% | 586 | 2% | 720 | 2% |
| Age 85 years plus | 58 | 1% | 189 | 1% | 270 | 1% | 335 | 1% |
| Average Age | 37.0 yrs | | 38.2 yrs | | 38.1 yrs | | 37.6 yrs | |
| Median Age | 31.2 yrs | | 33.0 yrs | | 33.1 yrs | | 32.7 yrs | |
| Age 0 to 18 | 1,677 | 25% | 4,636 | 24% | 7,532 | 24% | 9,964 | 23% |
| Age 18 to 65 years | 4,167 | 62% | 12,247 | 62% | 20,179 | 63% | 27,491 | 64% |
| Age 65 years plus | 838 | 13% | 2,736 | 14% | 4,278 | 13% | 5,462 | 13% |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.7215/-85.826

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 min drivetime | | 10.00 min drivetime | | 15.00 min drivetime | | 20.00 min drivetime | |
|--|--------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Age Distribution (2010) | | | | | | | | |
| Female Population | 7,495 | | 21,999 | | 35,303 | | 46,821 | |
| Age Under 5 years | 452 | 6% | 1,243 | 6% | 2,021 | 6% | 2,724 | 6% |
| Age 5 to 14 years | 808 | 11% | 2,253 | 10% | 3,688 | 10% | 4,861 | 10% |
| Age 14 to 18 years | 384 | 5% | 1,052 | 5% | 1,721 | 5% | 2,234 | 5% |
| Age 18 to 22 years | 356 | 5% | 1,062 | 5% | 1,761 | 5% | 2,671 | 6% |
| Age 22 to 25 years | 263 | 4% | 790 | 4% | 1,254 | 4% | 1,835 | 4% |
| Age 25 to 30 years | 490 | 7% | 1,363 | 6% | 2,132 | 6% | 2,894 | 6% |
| Age 30 to 35 years | 494 | 7% | 1,340 | 6% | 2,161 | 6% | 3,045 | 7% |
| Age 35 to 40 years | 454 | 6% | 1,257 | 6% | 2,064 | 6% | 2,745 | 6% |
| Age 40 to 45 years | 449 | 6% | 1,296 | 6% | 2,163 | 6% | 2,852 | 6% |
| Age 45 to 50 years | 489 | 7% | 1,423 | 6% | 2,369 | 7% | 3,114 | 7% |
| Age 50 to 55 years | 547 | 7% | 1,559 | 7% | 2,556 | 7% | 3,346 | 7% |
| Age 55 to 60 years | 472 | 6% | 1,506 | 7% | 2,493 | 7% | 3,248 | 7% |
| Age 60 to 65 years | 412 | 5% | 1,324 | 6% | 2,141 | 6% | 2,793 | 6% |
| Age 65 to 70 years | 352 | 5% | 1,145 | 5% | 1,786 | 5% | 2,298 | 5% |
| Age 70 to 75 years | 315 | 4% | 996 | 5% | 1,510 | 4% | 1,904 | 4% |
| Age 75 to 80 years | 295 | 4% | 919 | 4% | 1,393 | 4% | 1,725 | 4% |
| Age 80 to 85 years | 256 | 3% | 801 | 4% | 1,168 | 3% | 1,418 | 3% |
| Age 85 years plus | 208 | 3% | 669 | 3% | 921 | 3% | 1,112 | 2% |
| Average Age | 41.0 yrs | | 42.2 yrs | | 41.6 yrs | | 40.9 yrs | |
| Median Age | 35.8 yrs | | 37.8 yrs | | 37.2 yrs | | 36.4 yrs | |
| Age 0 to 18 | 1,644 | 22% | 4,549 | 21% | 7,431 | 21% | 9,820 | 21% |
| Age 18 to 65 years | 4,425 | 59% | 12,920 | 59% | 21,094 | 60% | 28,543 | 61% |
| Age 65 years plus | 1,426 | 19% | 4,529 | 21% | 6,778 | 19% | 8,458 | 18% |
| Males per 100 Females, Male % Pop | | | | | | | | |
| Age 0 to 18 years | 102 | 50.5% | 102 | 50.5% | 101 | 50.3% | 101 | 50.4% |
| Age 18 to 25 years | 101 | 50.3% | 102 | 50.6% | 104 | 51.0% | 104 | 50.9% |
| Age 25 to 35 years | 100 | 50.0% | 98 | 49.5% | 99 | 49.8% | 100 | 49.9% |
| Age 35 to 45 years | 95 | 48.6% | 97 | 49.3% | 97 | 49.1% | 98 | 49.4% |
| Age 45 to 55 years | 89 | 47.2% | 91 | 47.6% | 91 | 47.7% | 92 | 47.9% |
| Age 55 to 65 years | 88 | 46.8% | 89 | 47.1% | 91 | 47.5% | 91 | 47.7% |
| Age 65 to 75 years | 73 | 42.0% | 74 | 42.6% | 77 | 43.5% | 78 | 43.9% |
| Age 75 years plus | 47 | 31.8% | 48 | 32.4% | 50 | 33.3% | 51 | 33.8% |
| Future Age Population | | | | | | | | |
| Projected Population (2015) | 13,933 | | 41,147 | | 67,142 | | 89,942 | |
| Average Age Median Age | 39.5 33.9 yrs | | 40.7 35.8 yrs | | 40.5 35.8 yrs | | 39.9 35.3 yrs | |
| Male Population (2015) | 6,620 47.5% | | 19,504 47.4% | | 32,036 47.7% | | 43,148 48.0% | |
| Average Age Median Age | 37.5 31.6 yrs | | 38.7 33.3 yrs | | 38.7 33.4 yrs | | 38.3 33.1 yrs | |
| Female Population (2015) | 7,313 52.5% | | 21,643 52.6% | | 35,106 52.3% | | 46,794 52.0% | |
| Average Age Median Age | 41.3 36.1 yrs | | 42.6 38.2 yrs | | 42.2 38.0 yrs | | 41.5 37.3 yrs | |
| Forcasted Population (2020) | 13,825 | | 40,948 | | 67,164 | | 90,199 | |
| Average Age Median Age | 39.9 34.4 yrs | | 41.0 35.9 yrs | | 41.0 35.9 yrs | | 40.5 35.4 yrs | |
| Male Population (2020) | 6,609 47.8% | | 19,501 47.6% | | 32,145 47.9% | | 43,369 48.1% | |
| Average Age | 38.0 yrs | | 39.1 yrs | | 39.2 yrs | | 38.8 yrs | |
| Female Population (2020) | 7,216 52.2% | | 21,447 52.4% | | 35,019 52.1% | | 46,830 51.9% | |
| Average Age | 41.6 yrs | | 42.8 yrs | | 42.6 yrs | | 42.0 yrs | |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.7215/-85.826

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 min drivetime | | 10.00 min drivetime | | 15.00 min drivetime | | 20.00 min drivetime | |
|--|--------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Race & Ethnicity | | | | | | | | |
| Total Population | 14,176 | | 41,618 | | 67,292 | | 89,738 | |
| White (2010) | 8,153 | 58% | 25,093 | 60% | 46,154 | 69% | 64,687 | 72% |
| Black (2010) | 5,811 | 41% | 15,609 | 38% | 19,342 | 29% | 22,607 | 25% |
| Asian (2010) | 149 | 1% | 417 | 1% | 706 | 1% | 899 | 1% |
| Other Race (2010) | 64 | 0% | 499 | 1% | 1,090 | 2% | 1,545 | 2% |
| Population: Hispanic (2010) | 556 | 4% | 1,370 | 3% | 2,250 | 3% | 2,675 | 3% |
| <i>White: Hispanic</i> | 472 | 3% | 1,202 | 3% | 2,040 | 3% | 2,439 | 3% |
| <i>Black: Hispanic</i> | 64 | 0% | 128 | 0% | 139 | 0% | 150 | 0% |
| <i>Asian: Hispanic</i> | 6 | 0% | 8 | 0% | 13 | 0% | 18 | 0% |
| <i>Other Race: Hispanic</i> | 14 | 0% | 33 | 0% | 59 | 0% | 68 | 0% |
| Population: Non Hispanic (2010) | 13,620 | 96% | 40,247 | 97% | 65,041 | 97% | 87,063 | 97% |
| <i>White: Non Hispanic</i> | 7,681 | 54% | 23,891 | 57% | 44,114 | 66% | 62,248 | 69% |
| <i>Black: Non Hispanic</i> | 5,747 | 41% | 15,481 | 37% | 19,203 | 29% | 22,457 | 25% |
| <i>Asian: Non Hispanic</i> | 143 | 1% | 409 | 1% | 694 | 1% | 881 | 1% |
| <i>Other Race: Non Hispanic</i> | 49 | 0% | 466 | 1% | 1,031 | 2% | 1,477 | 2% |
| Population: Hispanic (2000) | 480 | 3.1% | 1,177 | 2.7% | 1,542 | 2.2% | 1,683 | 1.9% |
| Population: Hispanic (1990) | 135 | 0.8% | 600 | 1.2% | 928 | 1.3% | 1,070 | 1.1% |
| Hist. Hispanic Ann Growth (1990 to 2000) | 345 | 25.6% | 577 | 9.6% | 613 | 6.6% | 613 | 5.7% |
| Hist. Hispanic Ann Growth (2000 to 2010) | 76 | 1.6% | 193 | 1.6% | 709 | 4.6% | 992 | 5.9% |
| Population: Non Hispanic (2000) | 14,955 | 96.9% | 42,893 | 97.3% | 67,112 | 97.8% | 87,913 | 98.1% |
| Population: Non Hispanic (1990) | 17,171 | 99.2% | 48,106 | 98.8% | 71,569 | 98.7% | 92,620 | 98.9% |
| Hist. Non Hispanic Ann Growth (1990 to 2000) | -2,216 | -1.3% | -5,212 | -1.1% | -4,458 | -0.6% | -4,707 | -0.5% |
| Hist. Non Hispanic Ann Growth (2000 to 2010) | -1,335 | -0.9% | -2,646 | -0.6% | -2,070 | -0.3% | -850 | -0.1% |
| Language Spoken at home (Age 5+) (2010) | | | | | | | | |
| Total Population Age 5 and above | 13,247 | | 39,077 | | 63,168 | | 84,179 | |
| Speak English Only | 12,572 | 95% | 37,391 | 96% | 60,630 | 96% | 81,003 | 96% |
| Spanish or Spanish Creole | 363 | 3% | 888 | 2% | 1,276 | 2% | 1,545 | 2% |
| European/Indo-European | 158 | 1% | 466 | 1% | 789 | 1% | 1,033 | 1% |
| <i>French or French Creole</i> | 57 | 0% | 157 | 0% | 260 | 0% | 343 | 0% |
| <i>Italian</i> | 17 | 0% | 30 | 0% | 48 | 0% | 92 | 0% |
| <i>Portuguese or Portuguese Creole</i> | 0 | 0% | 0 | 0% | 0 | 0% | 4 | 0% |
| <i>German</i> | 76 | 1% | 221 | 1% | 381 | 1% | 479 | 1% |
| <i>Yiddish or Hebrew</i> | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| <i>Other Slavic languages</i> | 2 | 0% | 11 | 0% | 22 | 0% | 35 | 0% |
| <i>Other Indic languages</i> | 6 | 0% | 43 | 0% | 72 | 0% | 72 | 0% |
| <i>Other Indo-European Languages</i> | 0 | 0% | 3 | 0% | 6 | 0% | 8 | 0% |
| Asian/Pacific | 96 | 1% | 254 | 1% | 392 | 1% | 493 | 1% |
| <i>Chinese</i> | 5 | 0% | 12 | 0% | 20 | 0% | 35 | 0% |
| <i>Japanese</i> | 18 | 0% | 32 | 0% | 59 | 0% | 87 | 0% |
| <i>Korean</i> | 40 | 0% | 141 | 0% | 203 | 0% | 226 | 0% |
| <i>Vietnamese</i> | 16 | 0% | 37 | 0% | 58 | 0% | 60 | 0% |
| <i>Other Asian languages</i> | 17 | 0% | 27 | 0% | 28 | 0% | 42 | 0% |
| <i>Tagalog and Other Pacific Languages</i> | 0 | 0% | 5 | 0% | 23 | 0% | 42 | 0% |
| Other Languages | 58 | 0% | 78 | 0% | 80 | 0% | 105 | 0% |
| <i>Arabic</i> | 23 | 0% | 30 | 0% | 30 | 0% | 37 | 0% |
| <i>Other and unspecified languages</i> | 35 | 0% | 48 | 0% | 50 | 0% | 68 | 0% |

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EXPANDED DEMOGRAPHIC PROFILE

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2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 min drivetime | | 10.00 min drivetime | | 15.00 min drivetime | | 20.00 min drivetime | |
|--|--------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|
| Population by Ancestry (2010) | | | | | | | | |
| America | 2,012 | 14% | 6,435 | 15% | 12,555 | 19% | 17,785 | 20% |
| <i>Native American (Indian/Eskimo)</i> | 1 | 0% | 86 | 0% | 323 | 0% | 544 | 1% |
| <i>Hawaiian/Pacific Islander</i> | 0 | 0% | 26 | 0% | 44 | 0% | 44 | 0% |
| <i>American</i> | 2,011 | 14% | 6,323 | 15% | 12,188 | 18% | 17,197 | 19% |
| Hispanic | 556 | 4% | 1,370 | 3% | 2,250 | 3% | 2,675 | 3% |
| <i>Mexican</i> | 259 | 2% | 685 | 2% | 1,268 | 2% | 1,450 | 2% |
| <i>Puerto Rican</i> | 125 | 1% | 227 | 1% | 293 | 0% | 367 | 0% |
| <i>Cuban</i> | 20 | 0% | 69 | 0% | 89 | 0% | 101 | 0% |
| <i>Dominican</i> | 3 | 0% | 7 | 0% | 13 | 0% | 14 | 0% |
| <i>Central American</i> | 43 | 0% | 82 | 0% | 104 | 0% | 115 | 0% |
| <i>South American</i> | 26 | 0% | 48 | 0% | 61 | 0% | 75 | 0% |
| <i>Other Hispanic</i> | 81 | 1% | 252 | 1% | 422 | 1% | 553 | 1% |
| Asian | 143 | 1% | 409 | 1% | 694 | 1% | 881 | 1% |
| <i>Chinese</i> | 21 | 0% | 51 | 0% | 90 | 0% | 120 | 0% |
| <i>Japanese</i> | 6 | 0% | 29 | 0% | 61 | 0% | 82 | 0% |
| <i>Korean</i> | 37 | 0% | 109 | 0% | 177 | 0% | 214 | 0% |
| <i>South Central Asian (e.g. Indian)</i> | 8 | 0% | 74 | 0% | 137 | 0% | 170 | 0% |
| <i>South East Asian (e.g. Vietnamese)</i> | 66 | 0% | 131 | 0% | 208 | 0% | 257 | 0% |
| <i>Other Asian</i> | 5 | 0% | 14 | 0% | 19 | 0% | 39 | 0% |
| European | 2,686 | 19% | 8,683 | 21% | 14,833 | 22% | 20,814 | 23% |
| <i>British</i> | 656 | 5% | 2,551 | 6% | 4,284 | 6% | 5,839 | 7% |
| <i>Dutch</i> | 84 | 1% | 261 | 1% | 383 | 1% | 525 | 1% |
| <i>French</i> | 94 | 1% | 306 | 1% | 474 | 1% | 671 | 1% |
| <i>German</i> | 480 | 3% | 1,419 | 3% | 2,470 | 4% | 3,535 | 4% |
| <i>Italian</i> | 129 | 1% | 435 | 1% | 615 | 1% | 862 | 1% |
| <i>Polish</i> | 40 | 0% | 143 | 0% | 223 | 0% | 295 | 0% |
| <i>Scandinavian</i> | 72 | 1% | 219 | 1% | 394 | 1% | 565 | 1% |
| <i>Scotch Irish</i> | 986 | 7% | 3,023 | 7% | 5,464 | 8% | 7,740 | 9% |
| <i>Other European (e.g. Greek/Russian)</i> | 145 | 1% | 325 | 1% | 524 | 1% | 782 | 1% |
| Middle Eastern | 16 | 0% | 27 | 0% | 33 | 0% | 42 | 0% |
| Other | 5,169 | 36% | 13,629 | 33% | 18,312 | 27% | 22,369 | 25% |
| Unclassified | 3,594 | 25% | 11,065 | 27% | 18,615 | 28% | 25,173 | 28% |
| Educational Attainment (2010) | | | | | | | | |
| Elementary (0 to 8) | 815 | 8% | 2,582 | 9% | 3,852 | 8% | 4,880 | 8% |
| Some High School (9 to 11) | 1,995 | 21% | 5,308 | 19% | 7,901 | 17% | 10,207 | 17% |
| High School Graduate (12) | 3,141 | 33% | 9,011 | 31% | 14,546 | 32% | 19,019 | 31% |
| Some College (13 to 16) | 2,067 | 22% | 6,177 | 22% | 10,297 | 22% | 13,533 | 22% |
| Associates Degree | 483 | 5% | 1,349 | 5% | 2,460 | 5% | 3,355 | 6% |
| Bachelors Degree | 719 | 7% | 2,558 | 9% | 4,278 | 9% | 5,745 | 9% |
| Masters Degree | 261 | 3% | 1,161 | 4% | 1,999 | 4% | 2,896 | 5% |
| Professional/Doctorate | 130 | 1% | 541 | 2% | 835 | 2% | 1,140 | 2% |
| College Degree+ (Bachelor Degree or higher) | 1,110 | 12% | 4,260 | 15% | 7,113 | 15% | 9,782 | 16% |
| Enrollments (2010) | | | | | | | | |
| Nursery school/preschool | 200 | 1% | 555 | 1% | 934 | 1% | 1,165 | 1% |
| Kindergarten/Elementary School | 1,668 | 12% | 5,092 | 12% | 8,319 | 12% | 11,054 | 12% |
| High School | 712 | 5% | 2,190 | 5% | 3,507 | 5% | 4,510 | 5% |
| College/Graduate/Professional school | 583 | 4% | 1,779 | 4% | 3,253 | 5% | 6,307 | 7% |
| Not enrolled | 11,014 | 78% | 32,001 | 77% | 51,278 | 76% | 66,701 | 74% |

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1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

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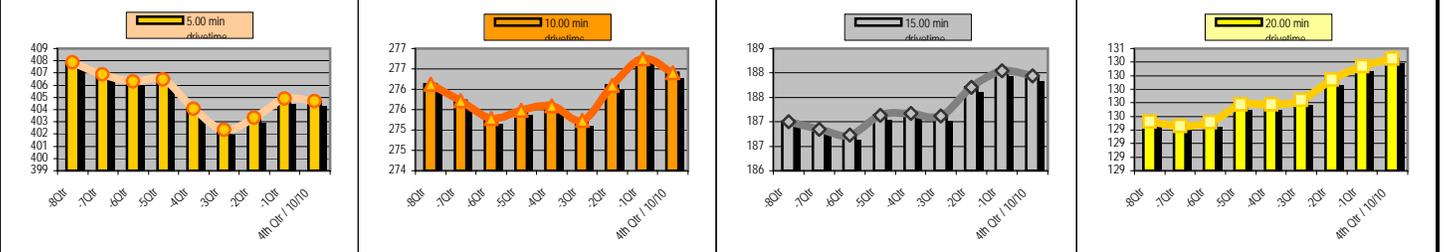


Lat/Lon: 33.7215/-85.826

2011

US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama

| Households | 5.00 min drivetime | 10.00 min drivetime | 15.00 min drivetime | 20.00 min drivetime |
|-------------------------------------|--------------------|---------------------|---------------------|---------------------|
| Estimated Current Households (2010) | 5,985 | 17,427 | 27,653 | 36,275 |
| Census Households (2000) | 6,563 | 18,369 | 28,235 | 36,282 |
| Census Households (1990) | 6,879 | 18,683 | 27,210 | 34,481 |
| Projected Households (2015) | 5,882 | 17,228 | 27,586 | 36,362 |
| Low to High End Projection Bounds | 5,446 to 6,046 | 16,285 to 18,082 | 26,279 to 29,078 | 34,542 to 38,467 |
| Forecasted Households (2020) | 5,836 | 17,145 | 27,592 | 36,465 |



| | | | | |
|---|--------|--------|--------|--------|
| Population Past 4 Qtrs 08-Q4 | 6,032 | 17,408 | 27,514 | 36,018 |
| Population Past 4 Qtrs 09-Q1 | 6,017 | 17,382 | 27,492 | 35,999 |
| Population Past 4 Qtrs 09-Q2 | 6,009 | 17,355 | 27,474 | 36,015 |
| Population Past 4 Qtrs 09-Q3 | 6,011 | 17,368 | 27,533 | 36,087 |
| Population Past 4 Qtrs 09-Q4 | 5,975 | 17,374 | 27,540 | 36,087 |
| Population Past 4 Qtrs 10-Q1 | 5,950 | 17,352 | 27,531 | 36,106 |
| Population Past 4 Qtrs 10-Q2 | 5,965 | 17,406 | 27,618 | 36,189 |
| Population Past 4 Qtrs 10-Q3 | 5,988 | 17,447 | 27,667 | 36,244 |
| Estimated Population in Households (2010) | 13,908 | 40,735 | 66,287 | 87,380 |
| Estimated Persons per Household (2010) | 2.3 | 2.3 | 2.4 | 2.4 |
| Estimated Household Density (2010) | 405 | 276 | 188 | 130 |
| Projected Population in Households (2015) | 13,663 | 40,269 | 66,143 | 87,598 |

| Household Type (2010) | | | | | | | | |
|--|--------|------|--------|------|--------|------|--------|------|
| Family Households | 3,765 | 63% | 11,383 | 65% | 18,842 | 68% | 24,747 | 68% |
| Married Couple Household | 2,450 | 41% | 7,830 | 45% | 13,789 | 50% | 18,486 | 51% |
| Married Couple Household With Children | 890 | 15% | 2,849 | 16% | 5,351 | 19% | 7,347 | 20% |
| Married Couple Household No Children | 1,560 | 26% | 4,981 | 29% | 8,437 | 31% | 11,139 | 31% |
| Male Householder | 243 | 4% | 667 | 4% | 981 | 4% | 1,249 | 3% |
| Male Householder With Children | 107 | 2% | 287 | 2% | 445 | 2% | 594 | 2% |
| Male Householder No Children | 136 | 2% | 380 | 2% | 536 | 2% | 655 | 2% |
| Female Householder | 1,072 | 18% | 2,886 | 17% | 4,072 | 15% | 5,012 | 14% |
| Female Householder With Children | 584 | 10% | 1,529 | 9% | 2,153 | 8% | 2,689 | 7% |
| Female Householder No Children | 488 | 8% | 1,357 | 8% | 1,920 | 7% | 2,323 | 6% |
| Non Family Households | 267 | 4% | 652 | 4% | 1,038 | 4% | 1,537 | 4% |
| One person households | 1,953 | 33% | 5,392 | 31% | 7,773 | 28% | 9,991 | 28% |
| Two or More people Non Family households | -1,685 | -28% | -4,740 | -27% | -6,734 | -24% | -8,453 | -23% |

| Household Size (2010) | | | | | | | | |
|-----------------------|-------|-----|-------|-----|-------|-----|--------|-----|
| 1 Person Household | 1,953 | 33% | 5,392 | 31% | 7,773 | 28% | 9,991 | 28% |
| 2 Person Households | 1,934 | 32% | 5,857 | 34% | 9,464 | 34% | 12,443 | 34% |
| 3 Person Households | 1,000 | 17% | 2,968 | 17% | 4,964 | 18% | 6,575 | 18% |
| 4 Person Households | 666 | 11% | 2,007 | 12% | 3,534 | 13% | 4,770 | 13% |
| 5 Person Households | 259 | 4% | 779 | 4% | 1,296 | 5% | 1,715 | 5% |
| 6 Person Households | 117 | 2% | 276 | 2% | 415 | 1% | 523 | 1% |
| 7+ Person Households | 57 | 1% | 149 | 1% | 208 | 1% | 259 | 1% |

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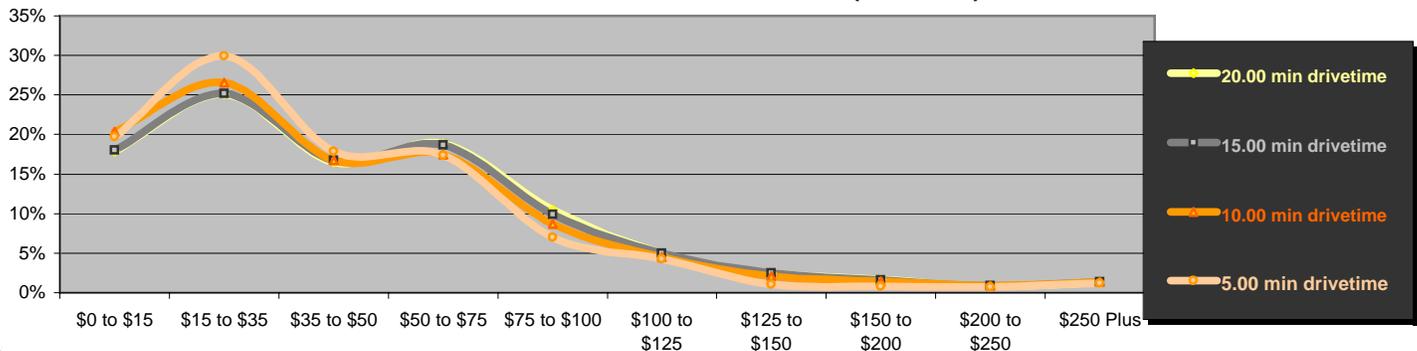


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|--|--------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Average Household Income | | | | | | | | |
| Est. Average Household Income (2010) | \$48,456 | | \$52,780 | | \$55,696 | | \$55,226 | |
| Census Average Hhld Income (2000) | \$38,107 | | \$41,313 | | \$43,663 | | \$43,267 | |
| Average Income Change (2000 to 2010) | \$10,349 | 2.7% | \$11,466 | 2.8% | \$12,033 | 2.8% | \$11,959 | 2.8% |
| Median Household Income | | | | | | | | |
| Est. Median Household Income (2010) | \$36,376 | | \$38,990 | | \$42,035 | | \$42,188 | |
| Census Median Hhld Income (2000) | \$28,724 | | \$30,234 | | \$32,487 | | \$32,581 | |
| Median Income Change (2000 to 2010) | \$7,652 | 2.7% | \$8,756 | 2.9% | \$9,547 | 2.9% | \$9,607 | 2.9% |
| Per Capita Income | | | | | | | | |
| Est. Per Capita Income (2010) | \$20,816 | | \$22,640 | | \$23,253 | | \$22,723 | |
| Census Per Capita Income (2000) | \$16,351 | | \$17,489 | | \$18,172 | | \$17,747 | |
| Per Capita Income Change (2000 to 2010) | \$4,464 | 2.7% | \$5,152 | 2.9% | \$5,081 | 2.8% | \$4,976 | 2.8% |
| Household Income Distribution (2010) | | | | | | | | |
| Hhld Income \$0 to 14,999 | 1,178 | 20% | 3,543 | 20% | 4,986 | 18% | 6,471 | 18% |
| Hhld Income \$15,000 to 24,999 | 937 | 16% | 2,442 | 14% | 3,608 | 13% | 4,669 | 13% |
| Hhld Income \$25,000 to 34,999 | 853 | 14% | 2,186 | 13% | 3,366 | 12% | 4,445 | 12% |
| Hhld Income \$35,000 to 49,999 | 1,071 | 18% | 2,911 | 17% | 4,639 | 17% | 5,986 | 17% |
| Hhld Income \$50,000 to 74,999 | 1,042 | 17% | 3,040 | 17% | 5,153 | 19% | 6,818 | 19% |
| Hhld Income \$75,000 to 99,999 | 421 | 7% | 1,513 | 9% | 2,745 | 10% | 3,799 | 10% |
| Hhld Income \$100,000 to 124,999 | 254 | 4% | 783 | 4% | 1,389 | 5% | 1,816 | 5% |
| Hhld Income \$125,000 to 149,999 | 63 | 1% | 359 | 2% | 693 | 3% | 917 | 3% |
| Hhld Income \$150,000 to 174,999 | 25 | 0% | 151 | 1% | 273 | 1% | 369 | 1% |
| Hhld Income \$175,000 to 199,999 | 23 | 0% | 99 | 1% | 168 | 1% | 231 | 1% |
| Hhld Income \$200,000 to 249,999 | 45 | 1% | 158 | 1% | 252 | 1% | 302 | 1% |
| Hhld Income \$250,000 to 499,999 | 66 | 1% | 220 | 1% | 350 | 1% | 417 | 1% |
| Hhld Income \$500,000 or More | 6 | 0% | 21 | 0% | 31 | 0% | 36 | 0% |
| Hhld Incomes Below Median Income | 2,968 | 49.6% | 8,172 | 46.9% | 11,960 | 43.3% | 15,585 | 43.0% |
| Hhld Incomes at the Median Income | 1,071 | 17.9% | 2,911 | 16.7% | 4,639 | 16.8% | 5,986 | 16.5% |
| Hhld Incomes Above Median Income | 1,946 | 32.5% | 6,344 | 36.4% | 11,054 | 40.0% | 14,704 | 40.5% |

Household Income Distribution (in 1,000's)



Daytime Demos (2010)

| | | | | |
|-------------------------------------|-----------|-----------|-----------|-----------|
| Total Number of Businesses | 652 | 1,606 | 2,102 | 2,426 |
| Total Number of Employees | 12,948 | 30,138 | 37,448 | 43,032 |
| Employees per Business | 19.9 to 1 | 18.8 to 1 | 17.8 to 1 | 17.7 to 1 |
| Residential Population per Business | 21.7 to 1 | 25.9 to 1 | 32.0 to 1 | 37.0 to 1 |

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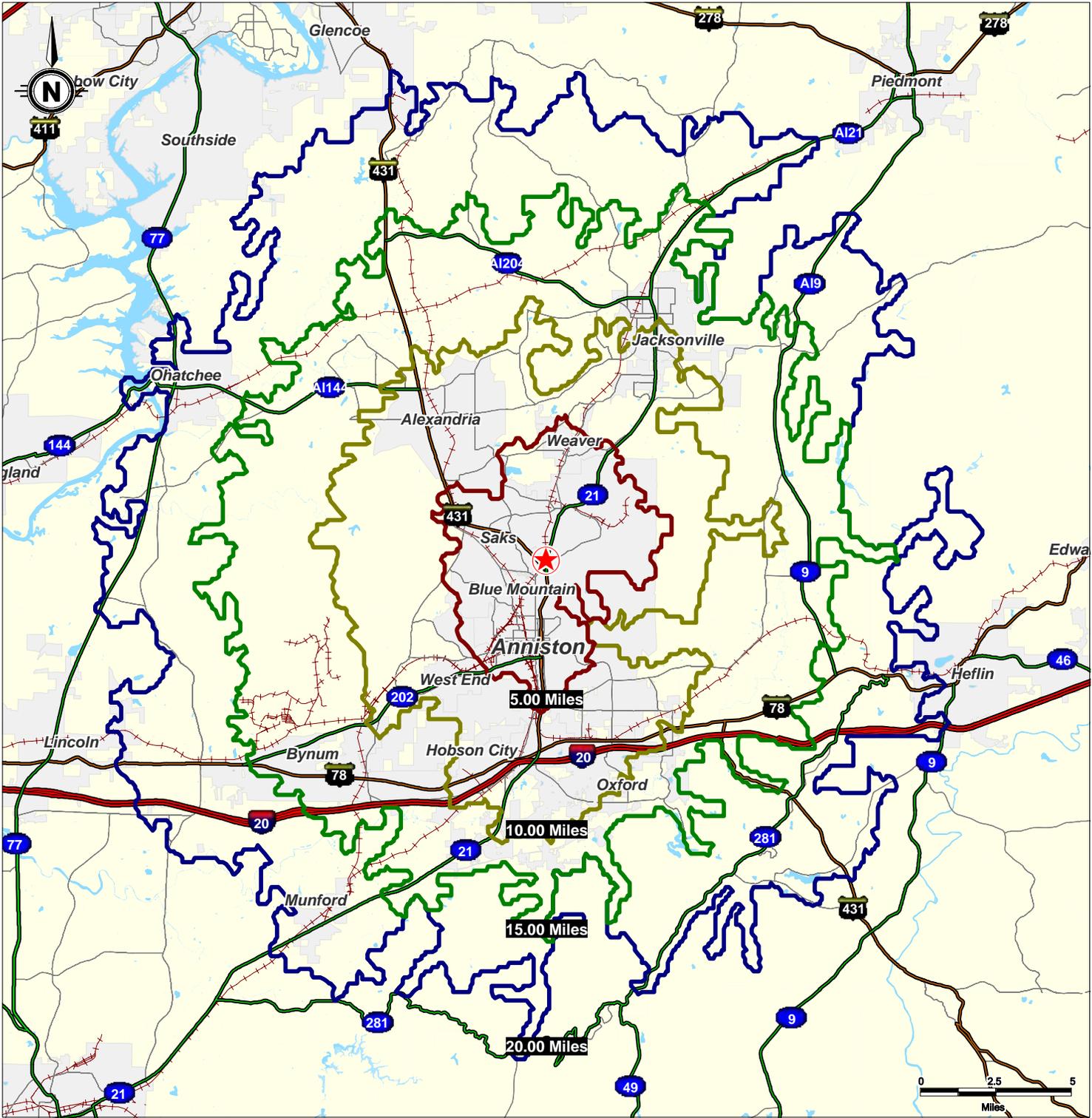
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2011

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|--|--------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Group Quarters | | | | | | | | |
| Group Quarters Population (2010) | 269 | | 883 | | 1,004 | | 2,358 | |
| Non-Institutionalized | 105 | 39% | 277 | 31% | 296 | 29% | 1,489 | 63% |
| College | 0 | 0% | 0 | 0% | 0 | 0% | 1,144 | 49% |
| Military | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Other | 105 | 39% | 277 | 31% | 296 | 29% | 345 | 15% |
| Institutionalized (Correctional, Medical, Othe | 163 | 61% | 606 | 69% | 709 | 71% | 869 | 37% |
| Census Group Quarters Population (2000) | 284 | | 901 | | 1,020 | | 2,373 | |
| Projected Group Quarters Population (2015) | 271 | | 878 | | 999 | | 2,344 | |
| Forecasted Group Quarters Population (2020) | 271 | | 878 | | 999 | | 2,344 | |
| Historical Annual Growth (2000 to 2010) | -15 | -0.5% | -18 | -0.2% | -16 | -0.2% | -15 | -0.1% |
| Projected Annual Growth (2010 to 2015) | 2 | 0.1% | -4 | -0.1% | -5 | -0.1% | -14 | -0.1% |
| Housing (2010) | | | | | | | | |
| Total Housing Units | 7,116 | | 20,315 | | 31,725 | | 41,291 | |
| Housing Units, Occupied | 5,985 | 84.1% | 17,427 | 85.8% | 27,653 | 87.2% | 36,275 | 87.9% |
| Housing Units, Owner-Occupied | 3,714 | 52.2% | 11,506 | 56.6% | 19,353 | 61.0% | 25,656 | 62.1% |
| Housing Units, Renter-Occupied | 2,271 | 31.9% | 5,921 | 29.1% | 8,300 | 26.2% | 10,619 | 25.7% |
| Housing Units, Vacant | 1,131 | 15.9% | 2,888 | 14.2% | 4,072 | 12.8% | 5,016 | 12.1% |
| Home Values (2010) | | | | | | | | |
| Owner Occupied Housing | 3,714 | | 11,506 | | 19,353 | | 25,656 | |
| Home Values \$0 to \$9,999 | 40 | 1% | 167 | 1% | 276 | 1% | 394 | 2% |
| Home Values \$10,000 to \$14,999 | 67 | 2% | 271 | 2% | 436 | 2% | 616 | 2% |
| Home Values \$15,000 to \$19,999 | 76 | 2% | 294 | 3% | 436 | 2% | 591 | 2% |
| Home Values \$20,000 to \$24,999 | 130 | 4% | 317 | 3% | 471 | 2% | 629 | 2% |
| Home Values \$25,000 to \$29,999 | 0 | 0% | 10 | 0% | 18 | 0% | 32 | 0% |
| Home Values \$30,000 to \$34,999 | 174 | 5% | 467 | 4% | 664 | 3% | 858 | 3% |
| Home Values \$35,000 to \$39,999 | 153 | 4% | 412 | 4% | 618 | 3% | 766 | 3% |
| Home Values \$40,000 to \$49,999 | 240 | 6% | 518 | 5% | 714 | 4% | 949 | 4% |
| Home Values \$50,000 to \$59,999 | 498 | 13% | 1,133 | 10% | 1,543 | 8% | 1,955 | 8% |
| Home Values \$60,000 to \$69,999 | 232 | 6% | 558 | 5% | 834 | 4% | 1,054 | 4% |
| Home Values \$70,000 to \$79,999 | 269 | 7% | 661 | 6% | 1,025 | 5% | 1,340 | 5% |
| Home Values \$80,000 to \$89,999 | 499 | 13% | 1,222 | 11% | 1,978 | 10% | 2,535 | 10% |
| Home Values \$90,000 to \$99,999 | 256 | 7% | 610 | 5% | 1,065 | 6% | 1,499 | 6% |
| Home Values \$100,000 to \$124,999 | 626 | 17% | 1,866 | 16% | 3,524 | 18% | 4,592 | 18% |
| Home Values \$125,000 to \$149,999 | 160 | 4% | 908 | 8% | 1,806 | 9% | 2,490 | 10% |
| Home Values \$150,000 to \$174,999 | 56 | 1% | 502 | 4% | 1,034 | 5% | 1,412 | 6% |
| Home Values \$175,000 to \$199,999 | 81 | 2% | 486 | 4% | 829 | 4% | 1,139 | 4% |
| Home Values \$200,000 to \$249,999 | 71 | 2% | 453 | 4% | 852 | 4% | 1,215 | 5% |
| Home Values \$250,000 to \$299,999 | 28 | 1% | 202 | 2% | 401 | 2% | 538 | 2% |
| Home Values \$300,000 to \$399,999 | 28 | 1% | 215 | 2% | 431 | 2% | 576 | 2% |
| Home Values \$400,000 to \$499,999 | 15 | 0% | 93 | 1% | 173 | 1% | 210 | 1% |
| Home Values \$500,000 to \$749,999 | 8 | 0% | 87 | 1% | 123 | 1% | 135 | 1% |
| Home Values \$750,000 to \$999,999 | 3 | 0% | 29 | 0% | 48 | 0% | 49 | 0% |
| Home Values \$1,000,000 or More | 4 | 0% | 25 | 0% | 55 | 0% | 82 | 0% |
| Home Values Below Average Range | 1,880 | 50.6% | 6,641 | 57.7% | 10,077 | 52.1% | 13,217 | 51.5% |
| Home Values at the Average Range | 499 | 13.4% | 1,866 | 16.2% | 3,524 | 18.2% | 4,592 | 17.9% |
| Home Values Above Average Range | 1,335 | 35.9% | 2,999 | 26.1% | 5,751 | 29.7% | 7,847 | 30.6% |
| Owner Occupied Average Home Value | \$86,629 | | \$109,533 | | \$116,770 | | \$117,390 | |
| Owner Occupied Median Home Value | \$80,342 | | \$95,609 | | \$99,818 | | \$100,302 | |

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Lat: 33.197190 Lon: -87.525916 Zoom: 4.649 mi Logos are for identification purposes only and may be trademarks of their respective companies.



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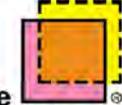
Drive Distances
US Hwy 431* & AL 21 (McClellan Blvd)
Anniston, Alabama

Prepared For



2011

Prepared By



The Shopping Center Group
Retail Real Estate SpecialistsSM

CHAINLINKS REAL ESTATE

* The existing US Highway 431 will continue via the future Veterans Memorial Parkway to I-20. The Parkway has a 2013 completion date.

+ + + Railroad

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.6985/-85.8285

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | | 5.00 mi drive distance | 10.00 mi drive distance | 15.00 mi drive distance | 20.00 mi drive distance |
|--|--|------------------------------|-------------------------------|-------------------------------|-------------------------------|
| POPULATION | 2010 Estimated Population | 28,084 | 67,609 | 95,179 | 111,967 |
| | 2015 Projected Population | 27,701 | 67,417 | 95,558 | 112,583 |
| | 2000 Census Population | 30,347 | 69,212 | 94,384 | 110,309 |
| | 1990 Census Population | 35,395 | 74,286 | 99,302 | 112,672 |
| | Historical Annual Growth 1990 to 2010 | -1.0% | -0.4% | -0.2% | -0.0% |
| | Projected Annual Growth 2010 to 2015 | -0.3% | -0.1% | 0.1% | 0.1% |
| | 2010 Male Population | 47.2% | 47.6% | 47.9% | 48.2% |
| | 2010 Female Population | 52.8% | 52.4% | 52.1% | 51.8% |
| | 2010 Average Age | 39.7 | 39.9 | 39.3 | 39.3 |
| | 2010 Median Age | 34.4 | 35.2 | 34.6 | 34.6 |
| HOUSEHOLDS | 2010 Estimated Households | 11,775 | 27,786 | 38,439 | 44,873 |
| | 2015 Projected Households | 11,611 | 27,705 | 38,591 | 45,115 |
| | 2000 Census Households | 12,723 | 28,417 | 38,169 | 44,330 |
| | 1990 Census Households | 13,568 | 27,700 | 36,414 | 41,223 |
| | Historical Annual Growth 1990 to 2010 | -0.7% | 0.0% | 0.3% | 0.4% |
| Projected Annual Growth 2010 to 2015 | -0.3% | -0.1% | 0.1% | 0.1% | |
| POPULATION BY RACE | 2010 Estimated White | 54.9% | 68.2% | 73.3% | 75.6% |
| | 2010 Estimated Black or African American | 43.2% | 29.1% | 24.0% | 21.8% |
| | 2010 Estimated Asian | 0.9% | 1.0% | 1.0% | 0.9% |
| | 2010 Estimated Other Races | 1.0% | 1.6% | 1.7% | 1.7% |
| | 2010 Estimated Hispanic | 3.1% | 3.3% | 3.0% | 2.8% |
| INCOME | 2010 Estimated Average Household Income | \$ 49,205 | \$ 55,149 | \$ 55,189 | \$ 54,990 |
| | 2010 Estimated Median Household Income | \$ 36,243 | \$ 41,529 | \$ 42,409 | \$ 42,660 |
| | 2010 Estimated Per Capita Income | \$ 20,914 | \$ 23,046 | \$ 22,662 | \$ 22,383 |
| EDUCATION (AGE 25+) | 2010 Elementary | 9.4% | 8.5% | 7.8% | 7.9% |
| | 2010 Some High School | 19.9% | 17.4% | 16.6% | 17.0% |
| | 2010 High School Graduate | 32.0% | 31.6% | 31.5% | 32.0% |
| | 2010 Some College | 21.2% | 22.1% | 22.2% | 22.0% |
| | 2010 College Degree | 17.5% | 20.4% | 21.8% | 21.1% |
| BUSINESS | Number of Businesses | 1,069 | 2,119 | 2,484 | 2,717 |
| | Total Number of Employees | 21,063 | 38,135 | 45,480 | 48,859 |
| | Avg Employee Population per Business | 19.7 | 18.0 | 18.3 | 18.0 |
| | Avg Residential Population per Business | 26.3 | 31.9 | 38.3 | 41.2 |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

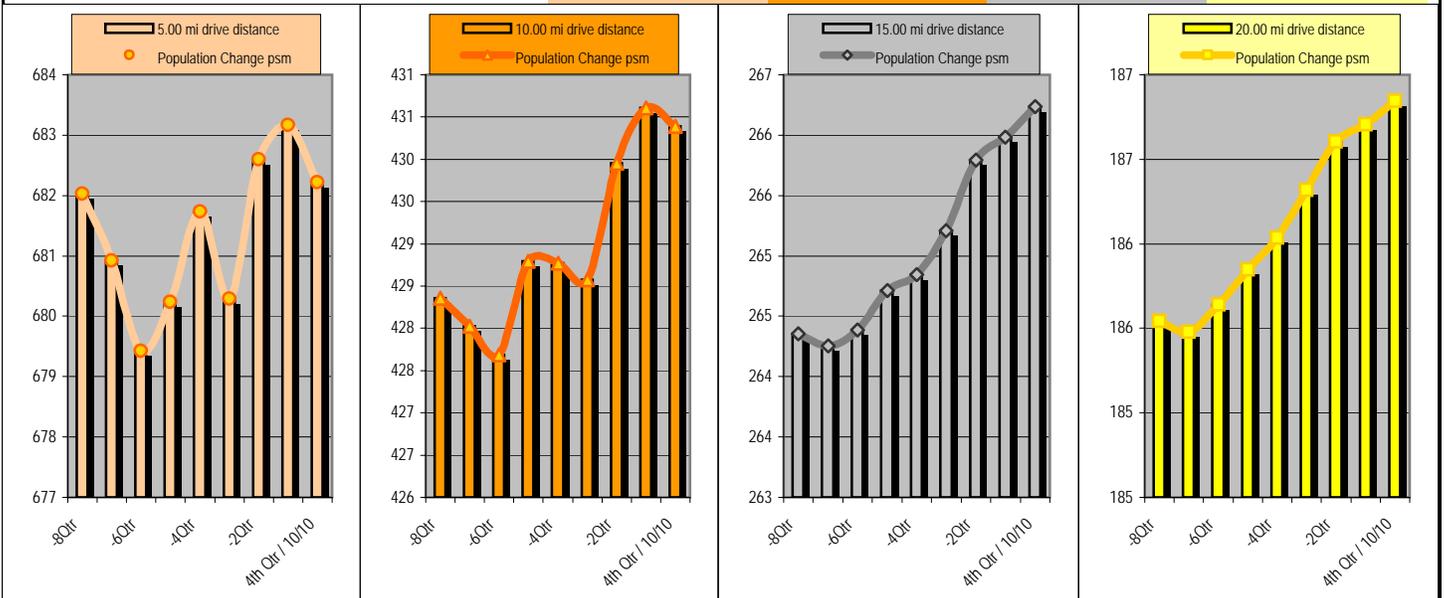
Calculated using Proportional Block Groups



Lat/Lon: 33.6985/-85.8285

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 mi drive distance | | 10.00 mi drive distance | | 15.00 mi drive distance | | 20.00 mi drive distance | |
|--|------------------------|-------|-------------------------|-------|-------------------------|-------|-------------------------|-------|
| Population | | | | | | | | |
| Estimated Current Population (2010) | 28,084 | | 67,609 | | 95,179 | | 111,967 | |
| Census Population (2000) | 30,347 | | 69,212 | | 94,384 | | 110,309 | |
| Census Population (1990) | 35,395 | | 74,286 | | 99,302 | | 112,672 | |
| Projected Population (2015) | 27,701 | | 67,417 | | 95,558 | | 112,583 | |
| Low to High End Projection Bounds | 25,993 to 29,012 | | 64,243 to 70,976 | | 90,870 to 101,147 | | 107,571 to 118,747 | |
| Forecasted Population (2020) | 27,522 | | 67,412 | | 95,916 | | 113,148 | |
| Historical Annual Growth (1990 to 2000) | -5,047 | -1.4% | -5,074 | -0.7% | -4,919 | -0.5% | -2,362 | -0.2% |
| Historical Annual Growth (2000 to 2010) | -2,264 | -0.7% | -1,602 | -0.2% | 796 | 0.1% | 1,657 | 0.2% |
| Projected Annual Growth (2010 to 2015) | -383 | -0.3% | -192 | -0.1% | 379 | 0.1% | 616 | 0.1% |
| Forecasted Annual Growth (2015 to 2020) | -179 | -0.1% | -5 | 0.0% | 358 | 0.1% | 565 | 0.1% |
| Transient Population (2010) | 121 | | 806 | | 880 | | 936 | |
| Seasonal Population (2010) | 15 | | 51 | | 82 | | 162 | |
| Population Estimate year ago (4th Qtr / 2009) | 28,064 | | 67,355 | | 94,682 | | 111,480 | |
| Births in past 4 Qtrs | +361 | | +844 | | +1,201 | | +1,414 | |
| Deaths in past 4 Qtrs | -340 | | -783 | | -1,048 | | -1,219 | |
| Migration in past 4 Qtrs | -0 | | +193 | | +345 | | +292 | |
| Components of Change (past 4 Qtrs) | | | | | | | | |
| Growth Stability Index (0 stable, -1 or +1 change) | +20 | 0.1% | +255 | 0.4% | +498 | 0.5% | +486 | 0.4% |
| Est. Population Density (2010) | 682.22 <i>psm</i> | | 430.39 <i>psm</i> | | 266.23 <i>psm</i> | | 186.85 <i>psm</i> | |
| Trade Area Size | 41.17 <i>sq mi</i> | | 157.09 <i>sq mi</i> | | 357.50 <i>sq mi</i> | | 599.24 <i>sq mi</i> | |



| | | | | | | | | |
|------------------------------|--------|-------|--------|-------|--------|-------|---------|-------|
| Population Past 4 Qtrs 08-Q4 | 28,076 | | 67,290 | | 94,507 | | 111,184 | |
| Population Past 4 Qtrs 09-Q1 | 28,030 | -0.2% | 67,238 | -0.1% | 94,472 | -0.0% | 111,147 | -0.0% |
| Population Past 4 Qtrs 09-Q2 | 27,969 | -0.2% | 67,185 | -0.1% | 94,519 | 0.1% | 111,243 | 0.1% |
| Population Past 4 Qtrs 09-Q3 | 28,002 | 0.1% | 67,358 | 0.3% | 94,635 | 0.1% | 111,368 | 0.1% |
| Population Past 4 Qtrs 09-Q4 | 28,064 | 0.2% | 67,355 | -0.0% | 94,682 | 0.0% | 111,480 | 0.1% |
| Population Past 4 Qtrs 10-Q1 | 28,004 | -0.2% | 67,324 | -0.0% | 94,813 | 0.1% | 111,651 | 0.2% |
| Population Past 4 Qtrs 10-Q2 | 28,099 | 0.3% | 67,541 | 0.3% | 95,021 | 0.2% | 111,822 | 0.2% |
| Population Past 4 Qtrs 10-Q3 | 28,123 | 0.1% | 67,644 | 0.2% | 95,090 | 0.1% | 111,882 | 0.1% |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.6985/-85.8285

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 mi drive distance | | 10.00 mi drive distance | | 15.00 mi drive distance | | 20.00 mi drive distance | |
|--|---------------------------|-----|----------------------------|-----|----------------------------|-----|----------------------------|-----|
| Age Distribution (2010) | | | | | | | | |
| Age Under 5 years | 1,750 | 6% | 4,161 | 6% | 5,902 | 6% | 6,898 | 6% |
| Age 5 to 14 years | 3,135 | 11% | 7,470 | 11% | 10,397 | 11% | 12,232 | 11% |
| Age 14 to 18 years | 1,455 | 5% | 3,425 | 5% | 4,689 | 5% | 5,511 | 5% |
| Age 18 to 22 years | 1,455 | 5% | 3,571 | 5% | 5,681 | 6% | 6,672 | 6% |
| Age 22 to 25 years | 1,112 | 4% | 2,608 | 4% | 4,052 | 4% | 4,776 | 4% |
| Age 25 to 30 years | 1,969 | 7% | 4,419 | 7% | 6,313 | 7% | 7,442 | 7% |
| Age 30 to 35 years | 1,762 | 6% | 4,258 | 6% | 6,263 | 7% | 7,197 | 6% |
| Age 35 to 40 years | 1,710 | 6% | 4,143 | 6% | 5,805 | 6% | 6,833 | 6% |
| Age 40 to 45 years | 1,703 | 6% | 4,213 | 6% | 5,934 | 6% | 7,053 | 6% |
| Age 45 to 50 years | 1,880 | 7% | 4,620 | 7% | 6,521 | 7% | 7,731 | 7% |
| Age 50 to 55 years | 2,004 | 7% | 4,792 | 7% | 6,745 | 7% | 8,058 | 7% |
| Age 55 to 60 years | 1,898 | 7% | 4,732 | 7% | 6,541 | 7% | 7,722 | 7% |
| Age 60 to 65 years | 1,601 | 6% | 4,095 | 6% | 5,714 | 6% | 6,828 | 6% |
| Age 65 to 70 years | 1,294 | 5% | 3,205 | 5% | 4,388 | 5% | 5,184 | 5% |
| Age 70 to 75 years | 1,117 | 4% | 2,653 | 4% | 3,527 | 4% | 4,153 | 4% |
| Age 75 to 80 years | 955 | 3% | 2,285 | 3% | 2,973 | 3% | 3,455 | 3% |
| Age 80 to 85 years | 767 | 3% | 1,759 | 3% | 2,234 | 2% | 2,536 | 2% |
| Age 85 years plus | 516 | 2% | 1,200 | 2% | 1,501 | 2% | 1,687 | 2% |
| Average Age | 39.7 yrs | | 39.9 yrs | | 39.3 yrs | | 39.3 yrs | |
| Median Age | 34.4 yrs | | 35.2 yrs | | 34.6 yrs | | 34.6 yrs | |
| Age 0 to 18 | 6,339 | 23% | 15,056 | 22% | 20,988 | 22% | 24,641 | 22% |
| Age 18 to 65 years | 17,095 | 61% | 41,451 | 61% | 59,568 | 63% | 70,312 | 63% |
| Age 65 years plus | 4,649 | 17% | 11,102 | 16% | 14,624 | 15% | 17,014 | 15% |
| Age Distribution (2010) | | | | | | | | |
| Male Population | 13,265 | | 32,152 | | 45,603 | | 53,954 | |
| Age Under 5 years | 895 | 7% | 2,122 | 7% | 3,008 | 7% | 3,516 | 7% |
| Age 5 to 14 years | 1,592 | 12% | 3,759 | 12% | 5,237 | 11% | 6,182 | 11% |
| Age 14 to 18 years | 733 | 6% | 1,690 | 5% | 2,327 | 5% | 2,758 | 5% |
| Age 18 to 22 years | 730 | 6% | 1,814 | 6% | 2,861 | 6% | 3,367 | 6% |
| Age 22 to 25 years | 570 | 4% | 1,353 | 4% | 2,109 | 5% | 2,490 | 5% |
| Age 25 to 30 years | 1,016 | 8% | 2,278 | 7% | 3,242 | 7% | 3,849 | 7% |
| Age 30 to 35 years | 850 | 6% | 2,048 | 6% | 3,031 | 7% | 3,497 | 6% |
| Age 35 to 40 years | 854 | 6% | 2,063 | 6% | 2,899 | 6% | 3,409 | 6% |
| Age 40 to 45 years | 805 | 6% | 2,052 | 6% | 2,899 | 6% | 3,459 | 6% |
| Age 45 to 50 years | 908 | 7% | 2,253 | 7% | 3,188 | 7% | 3,784 | 7% |
| Age 50 to 55 years | 934 | 7% | 2,243 | 7% | 3,173 | 7% | 3,836 | 7% |
| Age 55 to 60 years | 901 | 7% | 2,241 | 7% | 3,114 | 7% | 3,694 | 7% |
| Age 60 to 65 years | 737 | 6% | 1,949 | 6% | 2,746 | 6% | 3,292 | 6% |
| Age 65 to 70 years | 553 | 4% | 1,410 | 4% | 1,957 | 4% | 2,345 | 4% |
| Age 70 to 75 years | 466 | 4% | 1,136 | 4% | 1,531 | 3% | 1,823 | 3% |
| Age 75 to 80 years | 359 | 3% | 885 | 3% | 1,174 | 3% | 1,391 | 3% |
| Age 80 to 85 years | 249 | 2% | 586 | 2% | 757 | 2% | 868 | 2% |
| Age 85 years plus | 112 | 1% | 271 | 1% | 349 | 1% | 395 | 1% |
| Average Age | 37.6 yrs | | 38.1 yrs | | 37.6 yrs | | 37.7 yrs | |
| Median Age | 31.9 yrs | | 33.0 yrs | | 32.7 yrs | | 32.8 yrs | |
| Age 0 to 18 | 3,220 | 24% | 7,570 | 24% | 10,573 | 23% | 12,455 | 23% |
| Age 18 to 65 years | 8,305 | 63% | 20,295 | 63% | 29,262 | 64% | 34,677 | 64% |
| Age 65 years plus | 1,739 | 13% | 4,287 | 13% | 5,768 | 13% | 6,822 | 13% |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.6985/-85.8285

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 mi drive distance | | 10.00 mi drive distance | | 15.00 mi drive distance | | 20.00 mi drive distance | |
|--|---------------------------|-------|----------------------------|-------|----------------------------|-------|----------------------------|-------|
| Age Distribution (2010) | | | | | | | | |
| Female Population | 14,819 | | 35,457 | | 49,576 | | 58,013 | |
| Age Under 5 years | 855 | 6% | 2,039 | 6% | 2,894 | 6% | 3,382 | 6% |
| Age 5 to 14 years | 1,543 | 10% | 3,712 | 10% | 5,159 | 10% | 6,050 | 10% |
| Age 14 to 18 years | 722 | 5% | 1,735 | 5% | 2,362 | 5% | 2,753 | 5% |
| Age 18 to 22 years | 726 | 5% | 1,757 | 5% | 2,820 | 6% | 3,305 | 6% |
| Age 22 to 25 years | 542 | 4% | 1,255 | 4% | 1,943 | 4% | 2,287 | 4% |
| Age 25 to 30 years | 953 | 6% | 2,141 | 6% | 3,071 | 6% | 3,594 | 6% |
| Age 30 to 35 years | 913 | 6% | 2,209 | 6% | 3,232 | 7% | 3,701 | 6% |
| Age 35 to 40 years | 856 | 6% | 2,080 | 6% | 2,906 | 6% | 3,424 | 6% |
| Age 40 to 45 years | 898 | 6% | 2,161 | 6% | 3,035 | 6% | 3,593 | 6% |
| Age 45 to 50 years | 972 | 7% | 2,367 | 7% | 3,332 | 7% | 3,947 | 7% |
| Age 50 to 55 years | 1,069 | 7% | 2,549 | 7% | 3,571 | 7% | 4,222 | 7% |
| Age 55 to 60 years | 997 | 7% | 2,491 | 7% | 3,427 | 7% | 4,028 | 7% |
| Age 60 to 65 years | 864 | 6% | 2,146 | 6% | 2,968 | 6% | 3,536 | 6% |
| Age 65 to 70 years | 741 | 5% | 1,795 | 5% | 2,431 | 5% | 2,839 | 5% |
| Age 70 to 75 years | 652 | 4% | 1,518 | 4% | 1,995 | 4% | 2,329 | 4% |
| Age 75 to 80 years | 595 | 4% | 1,400 | 4% | 1,799 | 4% | 2,064 | 4% |
| Age 80 to 85 years | 518 | 3% | 1,173 | 3% | 1,478 | 3% | 1,668 | 3% |
| Age 85 years plus | 404 | 3% | 929 | 3% | 1,153 | 2% | 1,292 | 2% |
| Average Age | 41.6 yrs | | 41.6 yrs | | 40.8 yrs | | 40.7 yrs | |
| Median Age | 36.8 yrs | | 37.2 yrs | | 36.4 yrs | | 36.4 yrs | |
| Age 0 to 18 | 3,119 | 21% | 7,486 | 21% | 10,415 | 21% | 12,185 | 21% |
| Age 18 to 65 years | 8,790 | 59% | 21,157 | 60% | 30,306 | 61% | 35,635 | 61% |
| Age 65 years plus | 2,910 | 20% | 6,815 | 19% | 8,855 | 18% | 10,192 | 18% |
| Males per 100 Females, Male % Pop | | | | | | | | |
| Age 0 to 18 years | 103 | 50.8% | 101 | 50.3% | 102 | 50.4% | 102 | 50.5% |
| Age 18 to 25 years | 103 | 50.6% | 105 | 51.3% | 104 | 51.1% | 105 | 51.2% |
| Age 25 to 35 years | 100 | 50.0% | 99 | 49.9% | 100 | 49.9% | 101 | 50.2% |
| Age 35 to 45 years | 95 | 48.6% | 97 | 49.2% | 98 | 49.4% | 98 | 49.5% |
| Age 45 to 55 years | 90 | 47.4% | 91 | 47.8% | 92 | 48.0% | 93 | 48.3% |
| Age 55 to 65 years | 88 | 46.8% | 90 | 47.5% | 92 | 47.8% | 92 | 48.0% |
| Age 65 to 75 years | 73 | 42.2% | 77 | 43.4% | 79 | 44.1% | 81 | 44.6% |
| Age 75 years plus | 47 | 32.2% | 50 | 33.2% | 51 | 34.0% | 53 | 34.6% |
| Future Age Population | | | | | | | | |
| Projected Population (2015) | 27,701 | | 67,417 | | 95,558 | | 112,583 | |
| Average Age Median Age | 40.1 34.6 yrs | | 40.5 35.7 yrs | | 39.9 35.3 yrs | | 40.0 35.3 yrs | |
| Male Population (2015) | 13,182 | 47.6% | 32,182 | 47.7% | 45,917 | 48.1% | 54,368 | 48.3% |
| Average Age Median Age | 38.0 32.1 yrs | | 38.6 33.4 yrs | | 38.3 33.1 yrs | | 38.4 33.2 yrs | |
| Female Population (2015) | 14,519 | 52.4% | 35,235 | 52.3% | 49,641 | 51.9% | 58,214 | 51.7% |
| Average Age Median Age | 41.9 37.1 yrs | | 42.1 37.9 yrs | | 41.4 37.3 yrs | | 41.4 37.3 yrs | |
| Forcasted Population (2020) | 27,522 | | 67,412 | | 95,916 | | 113,148 | |
| Average Age Median Age | 40.4 34.7 yrs | | 40.9 35.9 yrs | | 40.5 35.4 yrs | | 40.5 35.4 yrs | |
| Male Population (2020) | 13,177 | 47.9% | 32,281 | 47.9% | 46,182 | 48.1% | 54,701 | 48.3% |
| Average Age | 38.4 yrs | | 39.1 yrs | | 38.9 yrs | | 39.0 yrs | |
| Female Population (2020) | 14,345 | 52.1% | 35,132 | 52.1% | 49,734 | 51.9% | 58,447 | 51.7% |
| Average Age | 42.2 yrs | | 42.6 yrs | | 42.0 yrs | | 42.0 yrs | |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.6985/-85.8285

2011

| US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama | 5.00 mi drive distance | | 10.00 mi drive distance | | 15.00 mi drive distance | | 20.00 mi drive distance | |
|--|---------------------------|-------|----------------------------|-------|----------------------------|-------|----------------------------|-------|
| Race & Ethnicity | | | | | | | | |
| Total Population | 28,084 | | 67,609 | | 95,179 | | 111,967 | |
| White (2010) | 15,424 | 55% | 46,138 | 68% | 69,766 | 73% | 84,699 | 76% |
| Black (2010) | 12,135 | 43% | 19,657 | 29% | 22,854 | 24% | 24,426 | 22% |
| Asian (2010) | 244 | 1% | 703 | 1% | 927 | 1% | 985 | 1% |
| Other Race (2010) | 281 | 1% | 1,112 | 2% | 1,632 | 2% | 1,856 | 2% |
| Population: Hispanic (2010) | 867 | 3% | 2,257 | 3% | 2,823 | 3% | 3,103 | 3% |
| <i>White: Hispanic</i> | 725 | 3% | 2,043 | 3% | 2,582 | 3% | 2,853 | 3% |
| <i>Black: Hispanic</i> | 114 | 0% | 142 | 0% | 154 | 0% | 155 | 0% |
| <i>Asian: Hispanic</i> | 7 | 0% | 14 | 0% | 18 | 0% | 19 | 0% |
| <i>Other Race: Hispanic</i> | 21 | 0% | 59 | 0% | 69 | 0% | 76 | 0% |
| Population: Non Hispanic (2010) | 27,217 | 97% | 65,352 | 97% | 92,356 | 97% | 108,864 | 97% |
| <i>White: Non Hispanic</i> | 14,699 | 52% | 44,096 | 65% | 67,184 | 71% | 81,846 | 73% |
| <i>Black: Non Hispanic</i> | 12,021 | 43% | 19,515 | 29% | 22,700 | 24% | 24,270 | 22% |
| <i>Asian: Non Hispanic</i> | 236 | 1% | 688 | 1% | 910 | 1% | 967 | 1% |
| <i>Other Race: Non Hispanic</i> | 261 | 1% | 1,053 | 2% | 1,563 | 2% | 1,780 | 2% |
| Population: Hispanic (2000) | 782 | 2.6% | 1,542 | 2.2% | 1,731 | 1.8% | 1,870 | 1.7% |
| Population: Hispanic (1990) | 457 | 1.3% | 1,010 | 1.4% | 1,175 | 1.2% | 1,212 | 1.1% |
| Hist. Hispanic Ann Growth (1990 to 2000) | 325 | 7.1% | 532 | 5.3% | 557 | 4.7% | 658 | 5.4% |
| Hist. Hispanic Ann Growth (2000 to 2010) | 85 | 1.1% | 715 | 4.6% | 1,092 | 6.3% | 1,233 | 6.6% |
| Population: Non Hispanic (2000) | 29,565 | 97.4% | 67,670 | 97.8% | 92,652 | 98.2% | 108,440 | 98.3% |
| Population: Non Hispanic (1990) | 34,937 | 98.7% | 73,276 | 98.6% | 98,128 | 98.8% | 111,460 | 98.9% |
| Hist. Non Hispanic Ann Growth (1990 to 2000) | -5,372 | -1.5% | -5,606 | -0.8% | -5,476 | -0.6% | -3,020 | -0.3% |
| Hist. Non Hispanic Ann Growth (2000 to 2010) | -2,348 | -0.8% | -2,317 | -0.3% | -296 | 0.0% | 424 | 0.0% |
| Language Spoken at home (Age 5+) (2010) | | | | | | | | |
| Total Population Age 5 and above | 26,334 | | 63,449 | | 89,278 | | 105,069 | |
| Speak English Only | 25,155 | 96% | 60,909 | 96% | 85,971 | 96% | 101,383 | 96% |
| Spanish or Spanish Creole | 627 | 2% | 1,263 | 2% | 1,608 | 2% | 1,829 | 2% |
| European/Indo-European | 291 | 1% | 799 | 1% | 1,076 | 1% | 1,173 | 1% |
| <i>French or French Creole</i> | 97 | 0% | 262 | 0% | 352 | 0% | 383 | 0% |
| <i>Italian</i> | 27 | 0% | 51 | 0% | 101 | 0% | 112 | 0% |
| <i>Portuguese or Portuguese Creole</i> | 0 | 0% | 0 | 0% | 5 | 0% | 5 | 0% |
| <i>German</i> | 147 | 1% | 385 | 1% | 497 | 1% | 540 | 1% |
| <i>Yiddish or Hebrew</i> | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| <i>Other Slavic languages</i> | 7 | 0% | 23 | 0% | 40 | 0% | 52 | 0% |
| <i>Other Indic languages</i> | 12 | 0% | 72 | 0% | 73 | 0% | 73 | 0% |
| <i>Other Indo-European Languages</i> | 0 | 0% | 6 | 0% | 8 | 0% | 8 | 0% |
| Asian/Pacific | 187 | 1% | 397 | 1% | 511 | 1% | 565 | 1% |
| <i>Chinese</i> | 7 | 0% | 22 | 0% | 37 | 0% | 37 | 0% |
| <i>Japanese</i> | 25 | 0% | 61 | 0% | 88 | 0% | 99 | 0% |
| <i>Korean</i> | 100 | 0% | 202 | 0% | 235 | 0% | 250 | 0% |
| <i>Vietnamese</i> | 31 | 0% | 60 | 0% | 62 | 0% | 62 | 0% |
| <i>Other Asian languages</i> | 24 | 0% | 27 | 0% | 42 | 0% | 55 | 0% |
| <i>Tagalog and Other Pacific Languages</i> | 0 | 0% | 25 | 0% | 47 | 0% | 62 | 0% |
| Other Languages | 74 | 0% | 81 | 0% | 111 | 0% | 119 | 0% |
| <i>Arabic</i> | 30 | 0% | 31 | 0% | 39 | 0% | 41 | 0% |
| <i>Other and unspecified languages</i> | 44 | 0% | 51 | 0% | 72 | 0% | 78 | 0% |

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EXPANDED DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

Calculated using Proportional Block Groups



Lat/Lon: 33.6985/-85.8285

2011

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|--|---------------------------|-----|----------------------------|-----|----------------------------|-----|----------------------------|-----|
| Population by Ancestry (2010) | | | | | | | | |
| America | 3,874 | 14% | 12,624 | 19% | 19,309 | 20% | 23,702 | 21% |
| <i>Native American (Indian/Eskimo)</i> | 15 | 0% | 314 | 0% | 573 | 1% | 669 | 1% |
| <i>Hawaiian/Pacific Islander</i> | 16 | 0% | 44 | 0% | 44 | 0% | 44 | 0% |
| <i>American</i> | 3,843 | 14% | 12,267 | 18% | 18,693 | 20% | 22,989 | 21% |
| Hispanic | 867 | 3% | 2,257 | 3% | 2,823 | 3% | 3,103 | 3% |
| <i>Mexican</i> | 390 | 1% | 1,267 | 2% | 1,479 | 2% | 1,620 | 1% |
| <i>Puerto Rican</i> | 182 | 1% | 302 | 0% | 387 | 0% | 401 | 0% |
| <i>Cuban</i> | 43 | 0% | 89 | 0% | 106 | 0% | 116 | 0% |
| <i>Dominican</i> | 3 | 0% | 12 | 0% | 14 | 0% | 16 | 0% |
| <i>Central American</i> | 63 | 0% | 106 | 0% | 119 | 0% | 124 | 0% |
| <i>South American</i> | 36 | 0% | 61 | 0% | 81 | 0% | 87 | 0% |
| <i>Other Hispanic</i> | 150 | 1% | 419 | 1% | 637 | 1% | 739 | 1% |
| Asian | 236 | 1% | 688 | 1% | 910 | 1% | 967 | 1% |
| <i>Chinese</i> | 28 | 0% | 85 | 0% | 122 | 0% | 128 | 0% |
| <i>Japanese</i> | 16 | 0% | 58 | 0% | 86 | 0% | 96 | 0% |
| <i>Korean</i> | 70 | 0% | 178 | 0% | 223 | 0% | 234 | 0% |
| <i>South Central Asian (e.g. Indian)</i> | 19 | 0% | 139 | 0% | 174 | 0% | 186 | 0% |
| <i>South East Asian (e.g. Vietnamese)</i> | 92 | 0% | 210 | 0% | 263 | 0% | 275 | 0% |
| <i>Other Asian</i> | 10 | 0% | 18 | 0% | 41 | 0% | 48 | 0% |
| European | 5,250 | 19% | 14,812 | 22% | 22,427 | 24% | 26,122 | 23% |
| <i>British</i> | 1,481 | 5% | 4,245 | 6% | 6,227 | 7% | 7,293 | 7% |
| <i>Dutch</i> | 181 | 1% | 394 | 1% | 571 | 1% | 699 | 1% |
| <i>French</i> | 187 | 1% | 475 | 1% | 729 | 1% | 836 | 1% |
| <i>German</i> | 923 | 3% | 2,521 | 4% | 3,808 | 4% | 4,378 | 4% |
| <i>Italian</i> | 303 | 1% | 614 | 1% | 951 | 1% | 1,084 | 1% |
| <i>Polish</i> | 90 | 0% | 223 | 0% | 317 | 0% | 353 | 0% |
| <i>Scandinavian</i> | 121 | 0% | 392 | 1% | 623 | 1% | 729 | 1% |
| <i>Scotch Irish</i> | 1,787 | 6% | 5,431 | 8% | 8,321 | 9% | 9,774 | 9% |
| <i>Other European (e.g. Greek/Russian)</i> | 178 | 1% | 518 | 1% | 880 | 1% | 977 | 1% |
| Middle Eastern | 24 | 0% | 34 | 0% | 46 | 0% | 46 | 0% |
| Other | 10,587 | 38% | 18,597 | 28% | 22,905 | 24% | 25,049 | 22% |
| Unclassified | 7,246 | 26% | 18,597 | 28% | 26,759 | 28% | 32,978 | 29% |
| Educational Attainment (2010) | | | | | | | | |
| Elementary (0 to 8) | 1,801 | 9% | 3,937 | 8% | 5,043 | 8% | 6,030 | 8% |
| Some High School (9 to 11) | 3,816 | 20% | 8,054 | 17% | 10,730 | 17% | 12,918 | 17% |
| High School Graduate (12) | 6,137 | 32% | 14,639 | 32% | 20,317 | 32% | 24,269 | 32% |
| Some College (13 to 16) | 4,061 | 21% | 10,262 | 22% | 14,294 | 22% | 16,658 | 22% |
| Associates Degree | 882 | 5% | 2,473 | 5% | 3,583 | 6% | 4,151 | 5% |
| Bachelors Degree | 1,509 | 8% | 4,202 | 9% | 6,160 | 10% | 7,013 | 9% |
| Masters Degree | 652 | 3% | 1,970 | 4% | 3,107 | 5% | 3,499 | 5% |
| Professional/Doctorate | 319 | 2% | 838 | 2% | 1,224 | 2% | 1,340 | 2% |
| College Degree+ (Bachelor Degree or higher) | 2,479 | 13% | 7,010 | 15% | 10,491 | 16% | 11,852 | 16% |
| Enrollments (2010) | | | | | | | | |
| Nursery school/preschool | 327 | 1% | 942 | 1% | 1,225 | 1% | 1,394 | 1% |
| Kindergarten/Elementary School | 3,426 | 12% | 8,328 | 12% | 11,728 | 12% | 13,936 | 12% |
| High School | 1,525 | 5% | 3,518 | 5% | 4,759 | 5% | 5,608 | 5% |
| College/Graduate/Professional school | 1,190 | 4% | 3,375 | 5% | 6,707 | 7% | 7,403 | 7% |
| Not enrolled | 21,617 | 77% | 51,447 | 76% | 70,760 | 74% | 83,626 | 75% |

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1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

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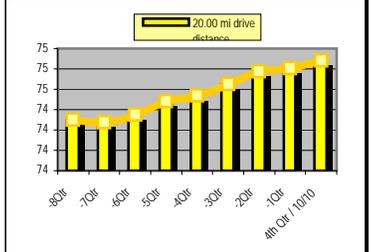
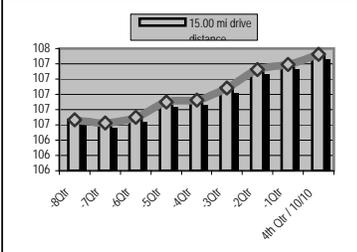
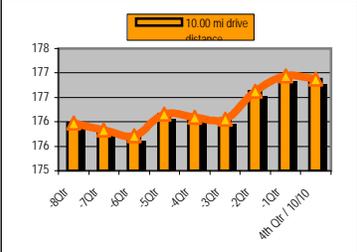
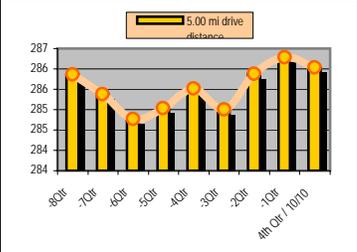


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2011

US Hwy 431 & AL 21 (McClellan Blvd) Anniston, Alabama

| | 5.00 mi drive distance | 10.00 mi drive distance | 15.00 mi drive distance | 20.00 mi drive distance |
|-------------------------------------|------------------------|-------------------------|-------------------------|-------------------------|
| Households | | | | |
| Estimated Current Households (2010) | 11,775 | 27,786 | 38,439 | 44,873 |
| Census Households (2000) | 12,723 | 28,417 | 38,169 | 44,330 |
| Census Households (1990) | 13,568 | 27,700 | 36,414 | 41,223 |
| Projected Households (2015) | 11,611 | 27,705 | 38,591 | 45,115 |
| Low to High End Projection Bounds | 10,876 to 12,166 | 26,364 to 29,198 | 36,647 to 40,934 | 43,046 to 47,677 |
| Forecasted Households (2020) | 11,538 | 27,702 | 38,733 | 45,337 |



| | | | | |
|---|--------------|--------------|--------------|---------------|
| Population Past 4 Qtrs 08-Q4 | 11,768 | 27,643 | 38,133 | 44,525 |
| Population Past 4 Qtrs 09-Q1 | 11,747 -0.2% | 27,621 -0.1% | 38,119 -0.0% | 44,510 -0.0% |
| Population Past 4 Qtrs 09-Q2 | 11,722 -0.2% | 27,603 -0.1% | 38,145 0.1% | 44,554 0.1% |
| Population Past 4 Qtrs 09-Q3 | 11,733 0.1% | 27,673 0.3% | 38,218 0.2% | 44,632 0.2% |
| Population Past 4 Qtrs 09-Q4 | 11,754 0.2% | 27,663 -0.0% | 38,227 0.0% | 44,666 0.1% |
| Population Past 4 Qtrs 10-Q1 | 11,732 -0.2% | 27,656 -0.0% | 38,281 0.1% | 44,735 0.2% |
| Population Past 4 Qtrs 10-Q2 | 11,768 0.3% | 27,745 0.3% | 38,368 0.2% | 44,807 0.2% |
| Population Past 4 Qtrs 10-Q3 | 11,785 0.1% | 27,795 0.2% | 38,393 0.1% | 44,827 0.0% |
| Estimated Population in Households (2010) | 27,595 98% | 66,498 98% | 92,828 98% | 109,461 98% |
| Estimated Persons per Household (2010) | 2.3 | 2.4 | 2.4 | 2.4 |
| Estimated Household Density (2010) | 286 psm | 177 psm | 108 psm | 75 psm |
| Projected Population in Households (2015) | 27,211 98.2% | 66,311 98.4% | 93,221 97.6% | 110,090 97.8% |

| Household Type (2010) | | | | | | | | |
|--|--------|------|--------|------|--------|------|---------|------|
| Family Households | 7,573 | 64% | 18,858 | 68% | 26,324 | 68% | 31,207 | 70% |
| Married Couple Household | 4,980 | 42% | 13,716 | 49% | 19,806 | 52% | 23,804 | 53% |
| Married Couple Household With Children | 1,814 | 15% | 5,299 | 19% | 7,926 | 21% | 9,644 | 21% |
| Married Couple Household No Children | 3,166 | 27% | 8,417 | 30% | 11,879 | 31% | 14,160 | 32% |
| Male Householder | 469 | 4% | 990 | 4% | 1,317 | 3% | 1,565 | 3% |
| Male Householder With Children | 199 | 2% | 449 | 2% | 632 | 2% | 761 | 2% |
| Male Householder No Children | 270 | 2% | 541 | 2% | 686 | 2% | 804 | 2% |
| Female Householder | 2,123 | 18% | 4,152 | 15% | 5,201 | 14% | 5,838 | 13% |
| Female Householder With Children | 1,109 | 9% | 2,206 | 8% | 2,796 | 7% | 3,126 | 7% |
| Female Householder No Children | 1,014 | 9% | 1,947 | 7% | 2,404 | 6% | 2,712 | 6% |
| Non Family Households | 469 | 4% | 1,078 | 4% | 1,639 | 4% | 1,832 | 4% |
| One person households | 3,733 | 32% | 7,849 | 28% | 10,477 | 27% | 11,834 | 26% |
| Two or More people Non Family households | -3,264 | -28% | -6,771 | -24% | -8,838 | -23% | -10,002 | -22% |

| Household Size (2010) | | | | | | | | |
|-----------------------|-------|-----|-------|-----|--------|-----|--------|-----|
| 1 Person Household | 3,733 | 32% | 7,849 | 28% | 10,477 | 27% | 11,834 | 26% |
| 2 Person Households | 3,833 | 33% | 9,512 | 34% | 13,213 | 34% | 15,445 | 34% |
| 3 Person Households | 2,015 | 17% | 4,972 | 18% | 7,000 | 18% | 8,292 | 18% |
| 4 Person Households | 1,340 | 11% | 3,525 | 13% | 5,100 | 13% | 6,150 | 14% |
| 5 Person Households | 536 | 5% | 1,302 | 5% | 1,826 | 5% | 2,183 | 5% |
| 6 Person Households | 202 | 2% | 417 | 2% | 553 | 1% | 653 | 1% |
| 7+ Person Households | 115 | 1% | 208 | 1% | 270 | 1% | 316 | 1% |

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1990 - 2000 Census, 2010 Estimates & 2015 Projections - as of 4th Qtr / 10

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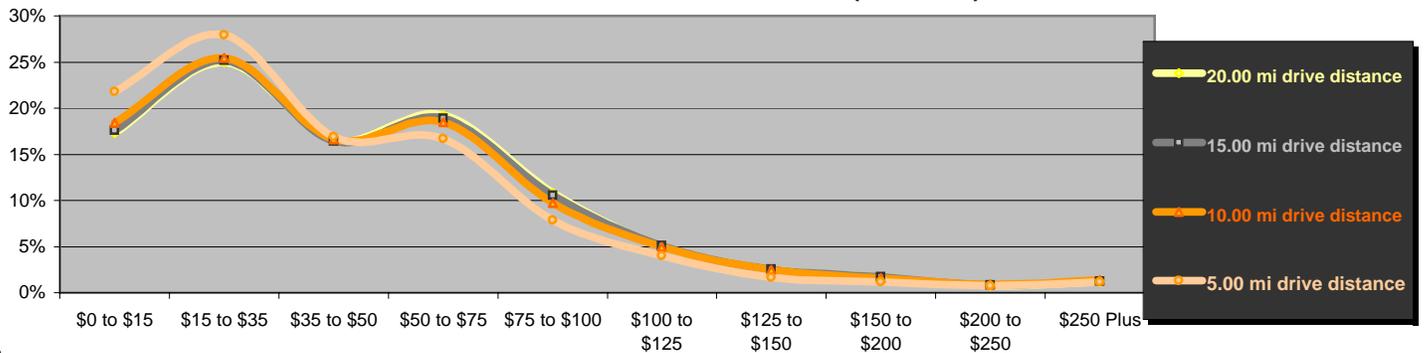


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|--|---------------------------|-------|----------------------------|-------|----------------------------|-------|----------------------------|-------|
| Average Household Income | | | | | | | | |
| Est. Average Household Income (2010) | \$49,205 | | \$55,149 | | \$55,189 | | \$54,990 | |
| Census Average Hhld Income (2000) | \$38,644 | | \$43,221 | | \$43,174 | | \$43,081 | |
| Average Income Change (2000 to 2010) | \$10,560 | 2.7% | \$11,928 | 2.8% | \$12,015 | 2.8% | \$11,909 | 2.8% |
| Median Household Income | | | | | | | | |
| Est. Median Household Income (2010) | \$36,243 | | \$41,529 | | \$42,409 | | \$42,660 | |
| Census Median Hhld Income (2000) | \$28,327 | | \$32,086 | | \$32,692 | | \$32,952 | |
| Median Income Change (2000 to 2010) | \$7,915 | 2.8% | \$9,443 | 2.9% | \$9,717 | 3.0% | \$9,707 | 2.9% |
| Per Capita Income | | | | | | | | |
| Est. Per Capita Income (2010) | \$20,914 | | \$23,046 | | \$22,662 | | \$22,383 | |
| Census Per Capita Income (2000) | \$16,369 | | \$17,978 | | \$17,677 | | \$17,514 | |
| Per Capita Income Change (2000 to 2010) | \$4,545 | 2.8% | \$5,068 | 2.8% | \$4,985 | 2.8% | \$4,869 | 2.8% |
| Household Income Distribution (2010) | | | | | | | | |
| Hhld Income \$0 to 14,999 | 2,563 | 22% | 5,126 | 18% | 6,766 | 18% | 7,769 | 17% |
| Hhld Income \$15,000 to 24,999 | 1,752 | 15% | 3,676 | 13% | 4,952 | 13% | 5,702 | 13% |
| Hhld Income \$25,000 to 34,999 | 1,536 | 13% | 3,388 | 12% | 4,717 | 12% | 5,497 | 12% |
| Hhld Income \$35,000 to 49,999 | 1,985 | 17% | 4,623 | 17% | 6,305 | 16% | 7,439 | 17% |
| Hhld Income \$50,000 to 74,999 | 1,967 | 17% | 5,141 | 19% | 7,265 | 19% | 8,628 | 19% |
| Hhld Income \$75,000 to 99,999 | 924 | 8% | 2,707 | 10% | 4,061 | 11% | 4,844 | 11% |
| Hhld Income \$100,000 to 124,999 | 474 | 4% | 1,380 | 5% | 1,968 | 5% | 2,250 | 5% |
| Hhld Income \$125,000 to 149,999 | 198 | 2% | 681 | 2% | 974 | 3% | 1,140 | 3% |
| Hhld Income \$150,000 to 174,999 | 85 | 1% | 272 | 1% | 400 | 1% | 456 | 1% |
| Hhld Income \$175,000 to 199,999 | 56 | 0% | 165 | 1% | 252 | 1% | 282 | 1% |
| Hhld Income \$200,000 to 249,999 | 91 | 1% | 250 | 1% | 312 | 1% | 345 | 1% |
| Hhld Income \$250,000 to 499,999 | 128 | 1% | 346 | 1% | 431 | 1% | 478 | 1% |
| Hhld Income \$500,000 or More | 13 | 0% | 32 | 0% | 37 | 0% | 43 | 0% |
| Hhld Incomes Below Median Income | 5,851 | 49.7% | 12,189 | 43.9% | 16,434 | 42.8% | 18,968 | 42.3% |
| Hhld Incomes at the Median Income | 1,985 | 16.9% | 4,623 | 16.6% | 6,305 | 16.4% | 7,439 | 16.6% |
| Hhld Incomes Above Median Income | 3,938 | 33.4% | 10,974 | 39.5% | 15,700 | 40.8% | 18,466 | 41.2% |

Household Income Distribution (in 1,000's)



Daytime Demos (2010)

| | | | | |
|-------------------------------------|-----------|-----------|-----------|-----------|
| Total Number of Businesses | 1,069 | 2,119 | 2,484 | 2,717 |
| Total Number of Employees | 21,063 | 38,135 | 45,480 | 48,859 |
| Employees per Business | 19.7 to 1 | 18.0 to 1 | 18.3 to 1 | 18.0 to 1 |
| Residential Population per Business | 26.3 to 1 | 31.9 to 1 | 38.3 to 1 | 41.2 to 1 |

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|--|---------------------------|-------|----------------------------|-------|----------------------------|-------|----------------------------|-------|
| Group Quarters | | | | | | | | |
| Group Quarters Population (2010) | 489 | | 1,112 | | 2,351 | | 2,506 | |
| Non-Institutionalized | 108 | 22% | 294 | 26% | 1,491 | 63% | 1,562 | 62% |
| College | 0 | 0% | 0 | 0% | 1,159 | 49% | 1,159 | 46% |
| Military | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Other | 108 | 22% | 294 | 26% | 333 | 14% | 403 | 16% |
| Institutionalized (Correctional, Medical, Othe | 381 | 78% | 818 | 74% | 860 | 37% | 944 | 38% |
| Census Group Quarters Population (2000) | 510 | | 1,128 | | 2,366 | | 2,523 | |
| Projected Group Quarters Population (2015) | 490 | | 1,106 | | 2,337 | | 2,492 | |
| Forecasted Group Quarters Population (2020) | 490 | | 1,106 | | 2,337 | | 2,492 | |
| Historical Annual Growth (2000 to 2010) | -20 | -0.4% | -16 | -0.1% | -15 | -0.1% | -17 | -0.1% |
| Projected Annual Growth (2010 to 2015) | 1 | 0.0% | -6 | -0.1% | -14 | -0.1% | -14 | -0.1% |
| Housing (2010) | | | | | | | | |
| Total Housing Units | 14,101 | | 32,187 | | 43,988 | | 50,978 | |
| Housing Units, Occupied | 11,775 | 83.5% | 27,786 | 86.3% | 38,439 | 87.4% | 44,873 | 88.0% |
| Housing Units, Owner-Occupied | 7,764 | 55.1% | 19,288 | 59.9% | 27,345 | 62.2% | 32,743 | 64.2% |
| Housing Units, Renter-Occupied | 4,010 | 28.4% | 8,498 | 26.4% | 11,095 | 25.2% | 12,130 | 23.8% |
| Housing Units, Vacant | 2,327 | 16.5% | 4,401 | 13.7% | 5,549 | 12.6% | 6,104 | 12.0% |
| Home Values (2010) | | | | | | | | |
| Owner Occupied Housing | 7,764 | | 19,288 | | 27,345 | | 32,743 | |
| Home Values \$0 to \$9,999 | 119 | 2% | 284 | 1% | 424 | 2% | 550 | 2% |
| Home Values \$10,000 to \$14,999 | 196 | 3% | 448 | 2% | 662 | 2% | 850 | 3% |
| Home Values \$15,000 to \$19,999 | 214 | 3% | 446 | 2% | 629 | 2% | 799 | 2% |
| Home Values \$20,000 to \$24,999 | 246 | 3% | 480 | 2% | 689 | 3% | 836 | 3% |
| Home Values \$25,000 to \$29,999 | 0 | 0% | 19 | 0% | 33 | 0% | 56 | 0% |
| Home Values \$30,000 to \$34,999 | 355 | 5% | 682 | 4% | 916 | 3% | 1,142 | 3% |
| Home Values \$35,000 to \$39,999 | 307 | 4% | 640 | 3% | 795 | 3% | 982 | 3% |
| Home Values \$40,000 to \$49,999 | 425 | 5% | 707 | 4% | 990 | 4% | 1,249 | 4% |
| Home Values \$50,000 to \$59,999 | 892 | 11% | 1,555 | 8% | 2,033 | 7% | 2,408 | 7% |
| Home Values \$60,000 to \$69,999 | 423 | 5% | 842 | 4% | 1,110 | 4% | 1,368 | 4% |
| Home Values \$70,000 to \$79,999 | 511 | 7% | 1,031 | 5% | 1,438 | 5% | 1,726 | 5% |
| Home Values \$80,000 to \$89,999 | 919 | 12% | 1,966 | 10% | 2,695 | 10% | 3,109 | 9% |
| Home Values \$90,000 to \$99,999 | 459 | 6% | 1,056 | 5% | 1,599 | 6% | 1,908 | 6% |
| Home Values \$100,000 to \$124,999 | 1,316 | 17% | 3,482 | 18% | 4,821 | 18% | 5,605 | 17% |
| Home Values \$125,000 to \$149,999 | 422 | 5% | 1,785 | 9% | 2,643 | 10% | 3,143 | 10% |
| Home Values \$150,000 to \$174,999 | 168 | 2% | 1,037 | 5% | 1,565 | 6% | 1,899 | 6% |
| Home Values \$175,000 to \$199,999 | 250 | 3% | 819 | 4% | 1,251 | 5% | 1,435 | 4% |
| Home Values \$200,000 to \$249,999 | 219 | 3% | 821 | 4% | 1,377 | 5% | 1,655 | 5% |
| Home Values \$250,000 to \$299,999 | 109 | 1% | 385 | 2% | 580 | 2% | 687 | 2% |
| Home Values \$300,000 to \$399,999 | 119 | 2% | 412 | 2% | 596 | 2% | 737 | 2% |
| Home Values \$400,000 to \$499,999 | 50 | 1% | 167 | 1% | 221 | 1% | 271 | 1% |
| Home Values \$500,000 to \$749,999 | 25 | 0% | 120 | 1% | 141 | 1% | 166 | 1% |
| Home Values \$750,000 to \$999,999 | 9 | 0% | 48 | 0% | 49 | 0% | 52 | 0% |
| Home Values \$1,000,000 or More | 12 | 0% | 55 | 0% | 87 | 0% | 107 | 0% |
| Home Values Below Average Range | 4,608 | 59.3% | 10,156 | 52.7% | 14,012 | 51.2% | 16,985 | 51.9% |
| Home Values at the Average Range | 459 | 5.9% | 3,482 | 18.1% | 4,821 | 17.6% | 5,605 | 17.1% |
| Home Values Above Average Range | 2,698 | 34.7% | 5,650 | 29.3% | 8,511 | 31.1% | 10,153 | 31.0% |
| Owner Occupied Average Home Value | \$95,640 | | \$115,612 | | \$117,918 | | \$117,262 | |
| Owner Occupied Median Home Value | \$86,265 | | \$99,213 | | \$101,181 | | \$99,812 | |

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.



2010 Retail MarketPlace Profile

Prepared by Lacy Beasley TSCG

Anniston, Alabama
City Boundaries
Geography: Place

Summary Demographics

| | |
|-------------------------------|----------|
| 2010 Population | 23,189 |
| 2010 Households | 10,188 |
| 2010 Median Disposable Income | \$27,844 |
| 2010 Per Capita Income | \$21,169 |

Industry Summary

| Industry Summary | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|--|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | \$188,452,851 | \$352,038,321 | \$-163,585,470 | -30.3 | 330 |
| Total Retail Trade (NAICS 44-45) | \$160,806,207 | \$312,792,277 | \$-151,986,070 | -32.1 | 259 |
| Total Food & Drink (NAICS 722) | \$27,646,644 | \$39,246,044 | \$-11,599,400 | -17.3 | 71 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers (NAICS 441) | \$40,750,521 | \$126,893,681 | \$-86,143,160 | -51.4 | 50 |
| Automobile Dealers (NAICS 4411) | \$35,174,193 | \$122,262,626 | \$-87,088,433 | -55.3 | 33 |
| Other Motor Vehicle Dealers (NAICS 4412) | \$2,981,146 | \$1,263,844 | \$1,717,302 | 40.5 | 3 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | \$2,595,182 | \$3,367,211 | \$-772,029 | -12.9 | 14 |
| Furniture & Home Furnishings Stores (NAICS 442) | \$3,976,989 | \$8,935,421 | \$-4,958,432 | -38.4 | 17 |
| Furniture Stores (NAICS 4421) | \$3,101,967 | \$4,624,929 | \$-1,522,962 | -19.7 | 7 |
| Home Furnishings Stores (NAICS 4422) | \$875,022 | \$4,310,492 | \$-3,435,470 | -66.3 | 10 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | \$2,884,827 | \$1,449,980 | \$1,434,847 | 33.1 | 9 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | \$5,058,851 | \$12,135,037 | \$-7,076,186 | -41.2 | 18 |
| Building Material and Supplies Dealers (NAICS 4441) | \$4,634,165 | \$11,934,516 | \$-7,300,351 | -44.1 | 15 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | \$424,686 | \$200,521 | \$224,165 | 35.9 | 3 |
| Food & Beverage Stores (NAICS 445) | \$37,486,968 | \$52,236,302 | \$-14,749,334 | -16.4 | 25 |
| Grocery Stores (NAICS 4451) | \$36,721,624 | \$50,486,606 | \$-13,764,982 | -15.8 | 18 |
| Specialty Food Stores (NAICS 4452) | \$226,835 | \$1,556,665 | \$-1,329,830 | -74.6 | 6 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | \$538,509 | \$193,031 | \$345,478 | 47.2 | 1 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | \$4,457,813 | \$10,851,653 | \$-6,393,840 | -41.8 | 21 |
| Gasoline Stations (NAICS 447/4471) | \$27,275,644 | \$22,678,368 | \$4,597,276 | 9.2 | 16 |
| Clothing and Clothing Accessories Stores (NAICS 448) | \$5,185,256 | \$7,236,694 | \$-2,051,438 | -16.5 | 27 |
| Clothing Stores (NAICS 4481) | \$3,611,406 | \$5,426,883 | \$-1,815,477 | -20.1 | 22 |
| Shoe Stores (NAICS 4482) | \$687,199 | \$729,453 | \$-42,254 | -3.0 | 2 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | \$886,651 | \$1,080,358 | \$-193,707 | -9.8 | 3 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | \$2,823,149 | \$1,281,206 | \$1,541,943 | 37.6 | 13 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | \$1,385,602 | \$621,312 | \$764,290 | 38.1 | 9 |
| Book, Periodical, and Music Stores (NAICS 4512) | \$1,437,547 | \$659,894 | \$777,653 | 37.1 | 4 |

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

Sources: Esri and Infogroup



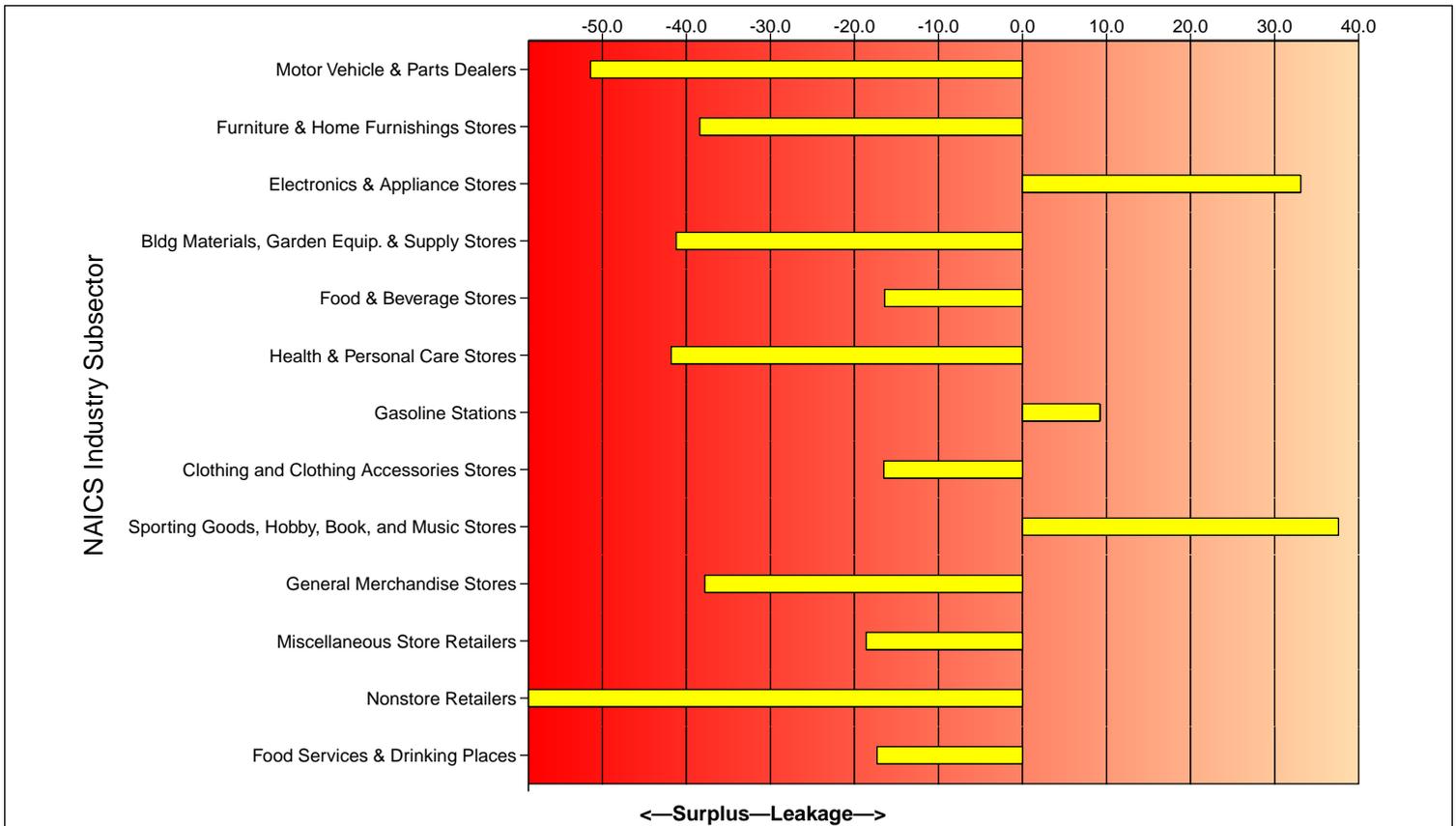
2010 Retail MarketPlace Profile

Prepared by Lacy Beasley TSCG

Anniston, Alabama
City Boundaries
Geography: Place

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| General Merchandise Stores (NAICS 452) | \$27,448,082 | \$60,781,555 | \$-33,333,473 | -37.8 | 19 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | \$21,830,347 | \$35,189,626 | \$-13,359,279 | -23.4 | 9 |
| Other General Merchandise Stores (NAICS 4529) | \$5,617,735 | \$25,591,929 | \$-19,974,194 | -64.0 | 10 |
| Miscellaneous Store Retailers (NAICS 453) | \$2,091,190 | \$3,045,890 | \$-954,700 | -18.6 | 39 |
| Florists (NAICS 4531) | \$280,391 | \$530,941 | \$-250,550 | -30.9 | 5 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | \$1,018,761 | \$892,186 | \$126,575 | 6.6 | 7 |
| Used Merchandise Stores (NAICS 4533) | \$200,036 | \$317,818 | \$-117,782 | -22.7 | 11 |
| Other Miscellaneous Store Retailers (NAICS 4539) | \$592,002 | \$1,304,945 | \$-712,943 | -37.6 | 16 |
| Nonstore Retailers (NAICS 454) | \$1,366,917 | \$5,266,490 | \$-3,899,573 | -58.8 | 5 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | \$0 | \$2,558,032 | \$-2,558,032 | -100.0 | 1 |
| Vending Machine Operators (NAICS 4542) | \$0 | \$451,985 | \$-451,985 | -100.0 | 1 |
| Direct Selling Establishments (NAICS 4543) | \$1,366,917 | \$2,256,473 | \$-889,556 | -24.6 | 3 |
| Food Services & Drinking Places (NAICS 722) | \$27,646,644 | \$39,246,044 | \$-11,599,400 | -17.3 | 71 |
| Full-Service Restaurants (NAICS 7221) | \$10,913,324 | \$17,897,786 | \$-6,984,462 | -24.2 | 40 |
| Limited-Service Eating Places (NAICS 7222) | \$15,051,808 | \$17,032,712 | \$-1,980,904 | -6.2 | 26 |
| Special Food Services (NAICS 7223) | \$833,486 | \$3,656,761 | \$-2,823,275 | -62.9 | 1 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | \$848,026 | \$658,785 | \$189,241 | 12.6 | 4 |

Leakage/Surplus Factor by Industry Subsector

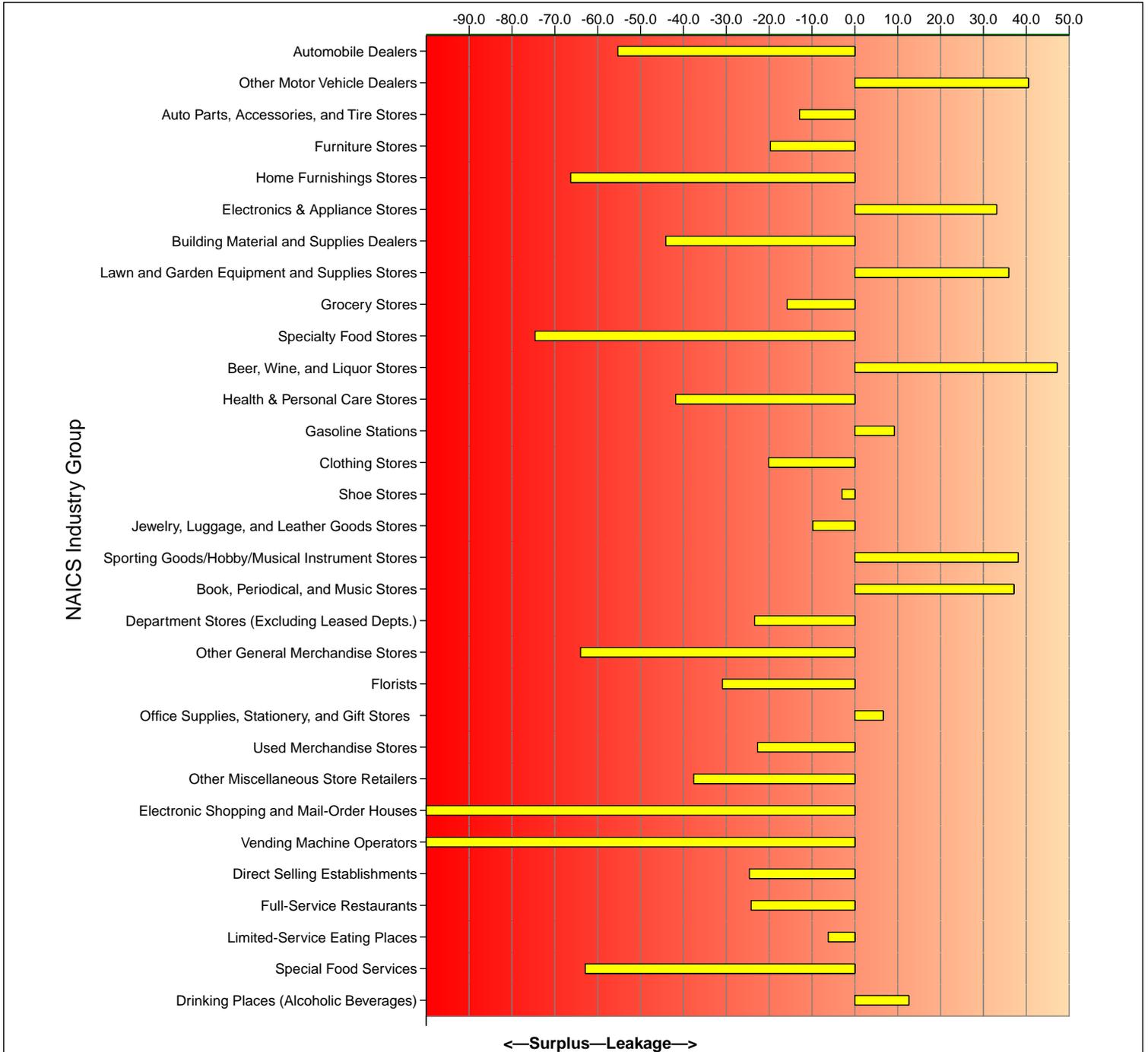


Sources: Esri and Infogroup



Anniston, Alabama
City Boundaries
Geography: Place

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



Anniston, Alabama
City Boundaries
Geography: Place

| Demographic Summary | 2010 | 2015 |
|----------------------------|-------------|-------------|
| Population | 23,189 | 22,808 |
| Total Number of Adults | 17,884 | 17,674 |
| Households | 10,188 | 10,090 |
| Median Household Income | \$33,185 | \$34,680 |

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|--------------------------------------|------------------------------|------------|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 7,857 | 43.9% | 87 |
| Bought any women's apparel in last 12 months | 7,845 | 43.9% | 96 |
| Bought apparel for child <13 in last 6 months | 4,636 | 25.9% | 92 |
| Bought any shoes in last 12 months | 8,640 | 48.3% | 92 |
| Bought costume jewelry in last 12 months | 3,976 | 22.2% | 107 |
| Bought any fine jewelry in last 12 months | 4,226 | 23.6% | 103 |
| Bought a watch in last 12 months | 4,036 | 22.6% | 109 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 8,270 | 81.2% | 93 |
| HH bought new vehicle in last 12 months | 615 | 6.0% | 73 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 14,493 | 81.0% | 93 |
| Bought/changed motor oil in last 12 months | 9,246 | 51.7% | 100 |
| Had tune-up in last 12 months | 4,976 | 27.8% | 88 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 10,572 | 59.1% | 94 |
| Drank regular cola in last 6 months | 10,170 | 56.9% | 109 |
| Drank beer/ale in last 6 months | 6,918 | 38.7% | 91 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 2,596 | 14.5% | 98 |
| Bought film in last 12 months | 4,007 | 22.4% | 95 |
| Bought digital camera in last 12 months | 1,206 | 6.7% | 96 |
| Bought memory card for camera in last 12 months | 1,222 | 6.8% | 90 |
| Cell Phones/PDAs & Service | | | |
| Bought cell/mobile phone/PDA in last 12 months | 4,516 | 25.3% | 86 |
| Avg monthly cell/mobile phone/PDA bill: \$1-\$49 | 4,351 | 24.3% | 94 |
| Avg monthly cell/mobile phone/PDA bill: \$50-99 | 5,263 | 29.4% | 93 |
| Avg monthly cell/mobile phone/PDA bill: \$100+ | 2,018 | 11.3% | 74 |
| Computers (Households) | | | |
| HH owns a personal computer | 6,221 | 61.1% | 85 |
| HH spent <\$500 on home PC | 953 | 9.4% | 103 |
| HH spent \$500-\$999 on home PC | 1,535 | 15.1% | 82 |
| HH spent \$1000-\$1499 on home PC | 1,108 | 10.9% | 74 |
| HH spent \$1500-\$1999 on home PC | 696 | 6.8% | 82 |
| Spent \$2000+ on home PC | 711 | 7.0% | 90 |

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Anniston, Alabama
City Boundaries
Geography: Place

| Product/Consumer Behavior | Expected Number of Adults/HHS | Percent of Adults/HHS | MPI |
|--|--|----------------------------------|------------|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 10,268 | 57.4% | 96 |
| Bought cigarettes at convenience store in last 30 days | 3,009 | 16.8% | 114 |
| Bought gas at convenience store in last 30 days | 6,178 | 34.5% | 104 |
| Spent at convenience store in last 30 days: <\$20 | 1,409 | 7.9% | 81 |
| Spent at convenience store in last 30 days: \$20-39 | 1,359 | 7.6% | 76 |
| Spent at convenience store in last 30 days: \$40+ | 6,424 | 35.9% | 102 |
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 10,073 | 56.3% | 96 |
| Went to live theater in last 6 months | 2,031 | 11.4% | 90 |
| Went to a bar/night club in last 12 months | 3,034 | 17.0% | 93 |
| Dined out in last 12 months | 7,513 | 42.0% | 86 |
| Gambled at a casino in last 12 months | 2,462 | 13.8% | 86 |
| Visited a theme park in last 12 months | 3,130 | 17.5% | 79 |
| DVDs rented in last 30 days: 1 | 477 | 2.7% | 101 |
| DVDs rented in last 30 days: 2 | 778 | 4.4% | 93 |
| DVDs rented in last 30 days: 3 | 486 | 2.7% | 88 |
| DVDs rented in last 30 days: 4 | 623 | 3.5% | 87 |
| DVDs rented in last 30 days: 5+ | 1,901 | 10.6% | 81 |
| DVDs purchased in last 30 days: 1 | 794 | 4.4% | 83 |
| DVDs purchased in last 30 days: 2 | 788 | 4.4% | 84 |
| DVDs purchased in last 30 days: 3-4 | 765 | 4.3% | 87 |
| DVDs purchased in last 30 days: 5+ | 1,223 | 6.8% | 127 |
| Spent on toys/games in last 12 months: <\$50 | 1,080 | 6.0% | 96 |
| Spent on toys/games in last 12 months: \$50-\$99 | 511 | 2.9% | 104 |
| Spent on toys/games in last 12 months: \$100-\$199 | 1,214 | 6.8% | 95 |
| Spent on toys/games in last 12 months: \$200-\$499 | 1,647 | 9.2% | 89 |
| Spent on toys/games in last 12 months: \$500+ | 809 | 4.5% | 82 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 2,265 | 12.7% | 70 |
| Used ATM/cash machine in last 12 months | 7,683 | 43.0% | 85 |
| Own any stock | 1,657 | 9.3% | 103 |
| Own U.S. savings bond | 1,266 | 7.1% | 100 |
| Own shares in mutual fund (stock) | 1,687 | 9.4% | 100 |
| Own shares in mutual fund (bonds) | 990 | 5.5% | 96 |
| Used full service brokerage firm in last 12 months | 1,125 | 6.3% | 103 |
| Used discount brokerage firm in last 12 months | 366 | 2.0% | 104 |
| Have 401K retirement savings | 2,352 | 13.2% | 80 |
| Own any credit/debit card (in own name) | 11,607 | 64.9% | 89 |
| Avg monthly credit card expenditures: <\$111 | 2,488 | 13.9% | 95 |
| Avg monthly credit card expenditures: \$111-225 | 1,491 | 8.3% | 92 |
| Avg monthly credit card expenditures: \$226-450 | 1,288 | 7.2% | 84 |
| Avg monthly credit card expenditures: \$451-700 | 1,143 | 6.4% | 89 |
| Avg monthly credit card expenditures: \$701+ | 2,109 | 11.8% | 86 |

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Anniston, Alabama
City Boundaries
Geography: Place

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|--------------------------------------|------------------------------|------------|
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 12,471 | 69.7% | 100 |
| Used bread in last 6 months | 17,249 | 96.4% | 100 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 13,286 | 74.3% | 100 |
| Used fish/seafood (fresh or frozen) in last 6 months | 9,415 | 52.6% | 103 |
| Used fresh fruit/vegetables in last 6 months | 15,213 | 85.1% | 99 |
| Used fresh milk in last 6 months | 16,176 | 90.4% | 100 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 5,106 | 28.6% | 97 |
| Exercise at club 2+ times per week | 1,831 | 10.2% | 88 |
| Visited a doctor in last 12 months | 14,192 | 79.4% | 101 |
| Used vitamin/dietary supplement in last 6 months | 8,199 | 45.8% | 96 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 2,814 | 27.6% | 88 |
| Used housekeeper/maid/professional cleaning service in last 12 months | 1,404 | 13.8% | 88 |
| Purchased any HH furnishing in last 12 months | 863 | 8.5% | 80 |
| Purchased bedding/bath goods in last 12 months | 5,305 | 52.1% | 95 |
| Purchased cooking/serving product in last 12 months | 2,516 | 24.7% | 91 |
| Bought any kitchen appliance in last 12 months | 1,518 | 14.9% | 84 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 8,559 | 47.9% | 99 |
| Have medical/hospital/accident insurance | 12,281 | 68.7% | 95 |
| Carry homeowner insurance | 8,610 | 48.1% | 91 |
| Carry renter insurance | 1,092 | 6.1% | 101 |
| Have auto/other vehicle insurance | 14,156 | 79.2% | 94 |
| Pets (Households) | | | |
| HH owns any pet | 4,208 | 41.3% | 87 |
| HH owns any cat | 1,925 | 18.9% | 81 |
| HH owns any dog | 3,162 | 31.0% | 90 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 7,995 | 44.7% | 90 |
| Read any daily newspaper | 8,031 | 44.9% | 105 |
| Heavy magazine reader | 4,067 | 22.7% | 114 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house in last 6 mo | 12,718 | 71.1% | 97 |
| Went to family restaurant/steak house last mo: <2 times | 4,659 | 26.1% | 100 |
| Went to family restaurant/steak house last mo: 2-4 times | 4,573 | 25.6% | 93 |
| Went to family restaurant/steak house last mo: 5+ times | 3,486 | 19.5% | 100 |
| Went to fast food/drive-in restaurant in last 6 mo | 15,949 | 89.2% | 99 |
| Went to fast food/drive-in restaurant <5 times/mo | 5,590 | 31.3% | 102 |
| Went to fast food/drive-in 5-12 times/mo | 5,217 | 29.2% | 93 |
| Went to fast food/drive-in restaurant 13+ times/mo | 5,139 | 28.7% | 104 |
| Fast food/drive-in last 6 mo: eat in | 5,959 | 33.3% | 87 |
| Fast food/drive-in last 6 mo: home delivery | 1,713 | 9.6% | 86 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 9,036 | 50.5% | 97 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 4,689 | 26.2% | 107 |

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Anniston, Alabama
City Boundaries
Geography: Place

| Product/Consumer Behavior | Expected Number of Adults/HHS | Percent of Adults/HHS | MPI |
|---|--|----------------------------------|------------|
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 6,176 | 60.6% | 94 |
| HH average monthly long distance phone bill: <\$16 | 2,536 | 24.9% | 89 |
| HH average monthly long distance phone bill: \$16-25 | 1,132 | 11.1% | 95 |
| HH average monthly long distance phone bill: \$26-59 | 900 | 8.8% | 91 |
| HH average monthly long distance phone bill: \$60+ | 523 | 5.1% | 117 |
| Television & Sound Equipment (Households) | | | |
| HH owns 1 TV | 2,070 | 20.3% | 102 |
| HH owns 2 TVs | 2,491 | 24.5% | 92 |
| HH owns 3 TVs | 2,337 | 22.9% | 102 |
| HH owns 4+ TVs | 2,167 | 21.3% | 102 |
| HH subscribes to cable TV | 6,109 | 60.0% | 104 |
| HH watched 15+ hours of cable TV last week | 6,234 | 61.2% | 102 |
| Purchased audio equipment in last 12 months | 723 | 7.1% | 85 |
| Purchased CD player in last 12 months | 489 | 4.8% | 91 |
| Purchased DVD player in last 12 months | 1,100 | 10.8% | 102 |
| Purchased MP3 player in last 12 months | 625 | 6.1% | 70 |
| Purchased video game system in last 12 months | 840 | 8.2% | 95 |
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 8,026 | 44.9% | 85 |
| Took 3+ domestic trips in last 12 months | 3,106 | 17.4% | 84 |
| Spent on domestic vacations last 12 mo: <\$1000 | 1,937 | 10.8% | 86 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 1,119 | 6.3% | 90 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 669 | 3.7% | 93 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 628 | 3.5% | 85 |
| Spent on domestic vacations last 12 mo: \$3000+ | 768 | 4.3% | 89 |
| Foreign travel in last 3 years | 3,439 | 19.2% | 77 |
| Took 3+ foreign trips by plane in last 3 years | 708 | 4.0% | 87 |
| Spent on foreign vacations last 12 mo: <\$1000 | 855 | 4.8% | 87 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 671 | 3.8% | 94 |
| Spent on foreign vacations: \$3000+ | 664 | 3.7% | 80 |
| Stayed 1+ nights at hotel/motel in last 12 months | 6,587 | 36.8% | 89 |

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Restaurant Market Potential

Prepared by Lacy Beasley TSCG

Anniston, Alabama
City Boundaries
Geography: Place

| Demographic Summary | 2010 | 2015 |
|-------------------------|----------|----------|
| Population | 23,189 | 22,808 |
| Population 18+ | 17,884 | 17,674 |
| Households | 10,188 | 10,090 |
| Median Household Income | \$33,185 | \$34,680 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---------------------------------|---------|-----|
| Went to family restaurant/steak house in last 6 months | 12,718 | 71.1% | 97 |
| Family restaurant/steak house last month: <2 times | 4,659 | 26.1% | 100 |
| Family restaurant/steak house last month: 2-4times | 4,573 | 25.6% | 93 |
| Family restaurant/steak house last month: 5+ times | 3,486 | 19.5% | 100 |
| Family restaurant/steak house last 6 months: breakfast | 2,088 | 11.7% | 98 |
| Family restaurant/steak house last 6 months: lunch | 4,505 | 25.2% | 99 |
| Family restaurant/steak house last 6 months: snack | 472 | 2.6% | 95 |
| Family restaurant/steak house last 6 months: dinner | 8,718 | 48.7% | 91 |
| Family restaurant/steak house last 6 months: weekday | 6,319 | 35.3% | 91 |
| Family restaurant/steak house last 6 months: weekend | 7,540 | 42.2% | 95 |
| Family restaurant/steak house last 6 months: Applebee's | 4,735 | 26.5% | 102 |
| Family restaurant/steak house last 6 months: Bennigan's | 538 | 3.0% | 105 |
| Family restaurant/steak house last 6 months: Bob Evans Farm | 841 | 4.7% | 103 |
| Family restaurant/steak house last 6 months: Cheesecake Factory | 849 | 4.7% | 73 |
| Family restaurant/steak house last 6 months: Chili's Grill & Bar | 1,455 | 8.1% | 72 |
| Family restaurant/steak house last 6 months: Cracker Barrel | 2,211 | 12.4% | 102 |
| Family restaurant/steak house last 6 months: Denny's | 1,609 | 9.0% | 96 |
| Family restaurant/steak house last 6 months: Friendly's | 694 | 3.9% | 103 |
| Family restaurant/steak house last 6 months: Golden Corral | 1,901 | 10.6% | 138 |
| Family restaurant/steak house last 6 months: Intl Hse of Pancakes | 1,762 | 9.9% | 88 |
| Family restaurant/steak house last 6 months: Lone Star Steakhouse | 549 | 3.1% | 101 |
| Family restaurant/steak house last 6 months: Old Country Buffet | 690 | 3.9% | 123 |
| Family restaurant/steak house last 6 months: Olive Garden | 2,716 | 15.2% | 89 |
| Family restaurant/steak house last 6 months: Outback Steakhouse | 2,044 | 11.4% | 96 |
| Family restaurant/steak house last 6 months: Perkins | 696 | 3.9% | 104 |
| Family restaurant/steak house last 6 months: Red Lobster | 2,775 | 15.5% | 107 |
| Family restaurant/steak house last 6 months: Red Robin | 698 | 3.9% | 79 |
| Family restaurant/steak house last 6 months: Ruby Tuesday | 1,542 | 8.6% | 97 |
| Family restaurant/steak house last 6 months: Ryan's | 1,477 | 8.3% | 183 |
| Family restaurant/steak house last 6 months: Sizzler | 410 | 2.3% | 73 |
| Family restaurant/steak house last 6 months: T.G.I. Friday's | 1,693 | 9.5% | 89 |
| Went to fast food/drive-in restaurant in last 6 months | 15,949 | 89.2% | 99 |
| Went to fast food/drive-in restaurant <5 times/month | 5,590 | 31.3% | 102 |
| Went to fast food/drive-in restaurant 5-12 times/month | 5,217 | 29.2% | 93 |
| Went to fast food/drive-in restaurant 13+ times/month | 5,139 | 28.7% | 104 |
| Fast food/drive-in last 6 months: breakfast | 4,819 | 26.9% | 97 |
| Fast food/drive-in last 6 months: lunch | 9,710 | 54.3% | 92 |
| Fast food/drive-in last 6 months: snack | 2,753 | 15.4% | 86 |
| Fast food/drive-in last 6 months: dinner | 8,253 | 46.1% | 95 |

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Restaurant Market Potential

Prepared by Lacy Beasley TSCG

Anniston, Alabama
City Boundaries
Geography: Place

| Product/Consumer Behavior | Expected | | MPI |
|--|------------------|---------|-----|
| | Number of Adults | Percent | |
| Fast food/drive-in last 6 months: weekday | 11,287 | 63.1% | 94 |
| Fast food/drive-in last 6 months: weekend | 8,331 | 46.6% | 96 |
| Fast food/drive-in last 6 months: A & W | 889 | 5.0% | 98 |
| Fast food/drive-in last 6 months: Arby's | 3,733 | 20.9% | 100 |
| Fast food/drive-in last 6 months: Boston Market | 798 | 4.5% | 84 |
| Fast food/drive-in last 6 months: Burger King | 6,997 | 39.1% | 106 |
| Fast food/drive-in last 6 months: Captain D's | 1,594 | 8.9% | 164 |
| Fast food/drive-in last 6 months: Carl's Jr. | 682 | 3.8% | 65 |
| Fast food/drive-in last 6 months: Checkers | 656 | 3.7% | 108 |
| Fast food/drive-in last 6 months: Chick-fil-A | 2,392 | 13.4% | 106 |
| Fast food/drive-in last 6 mo: Chipotle Mex. Grill | 743 | 4.2% | 77 |
| Fast food/drive-in last 6 months: Chuck E. Cheese's | 654 | 3.7% | 79 |
| Fast food/drive-in last 6 months: Church's Fr. Chicken | 1,557 | 8.7% | 195 |
| Fast food/drive-in last 6 months: Dairy Queen | 3,109 | 17.4% | 104 |
| Fast food/drive-in last 6 months: Del Taco | 413 | 2.3% | 71 |
| Fast food/drive-in last 6 months: Domino's Pizza | 2,350 | 13.1% | 93 |
| Fast food/drive-in last 6 months: Dunkin' Donuts | 1,382 | 7.7% | 67 |
| Fast food/drive-in last 6 months: Fuddruckers | 378 | 2.1% | 73 |
| Fast food/drive-in last 6 months: Hardee's | 2,129 | 11.9% | 152 |
| Fast food/drive-in last 6 months: Jack in the Box | 1,626 | 9.1% | 84 |
| Fast food/drive-in last 6 months: KFC | 5,683 | 31.8% | 109 |
| Fast food/drive-in last 6 months: Little Caesars | 1,302 | 7.3% | 107 |
| Fast food/drive-in last 6 months: Long John Silver's | 1,694 | 9.5% | 131 |
| Fast food/drive-in last 6 months: McDonald's | 10,158 | 56.8% | 100 |
| Fast food/drive-in last 6 months: Panera Bread | 1,451 | 8.1% | 87 |
| Fast food/drive-in last 6 months: Papa John's | 1,512 | 8.5% | 94 |
| Fast food/drive-in last 6 months: Pizza Hut | 4,493 | 25.1% | 107 |
| Fast food/drive-in last 6 months: Popeyes | 1,667 | 9.3% | 129 |
| Fast food/drive-in last 6 months: Quiznos | 1,371 | 7.7% | 80 |
| Fast food/drive-in last 6 months: Sonic Drive-In | 2,324 | 13.0% | 113 |
| Fast food/drive-in last 6 months: Starbucks | 2,162 | 12.1% | 83 |
| Fast food/drive-in last 6 months: Steak n Shake | 1,085 | 6.1% | 111 |
| Fast food/drive-in last 6 months: Subway | 5,505 | 30.8% | 97 |
| Fast food/drive-in last 6 months: Taco Bell | 5,479 | 30.6% | 95 |
| Fast food/drive-in last 6 months: Wendy's | 6,295 | 35.2% | 109 |
| Fast food/drive-in last 6 months: Whataburger | 605 | 3.4% | 74 |
| Fast food/drive-in last 6 months: White Castle | 770 | 4.3% | 99 |
| Fast food/drive-in last 6 months: eat in | 5,959 | 33.3% | 87 |
| Fast food/drive-in last 6 months: home delivery | 1,713 | 9.6% | 86 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 9,036 | 50.5% | 97 |
| Fast food/drive-in last 6 months: take-out/walk-in | 4,689 | 26.2% | 107 |

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