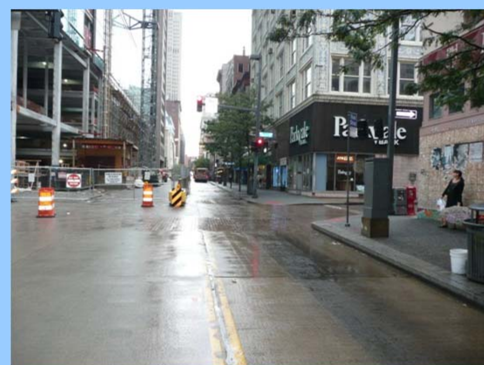
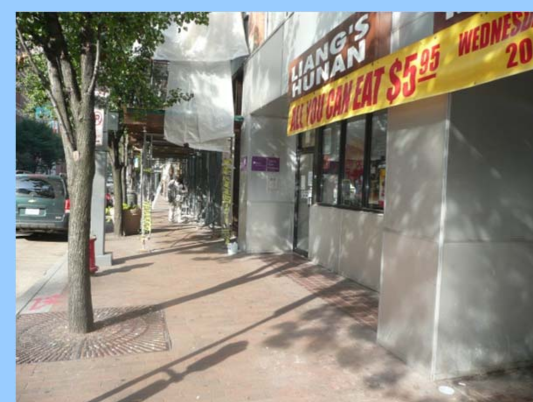
Pedestrian Traffic Study

Pittsburgh Downtown Partnership

October 2010





PRESENTATION OVERVIEW

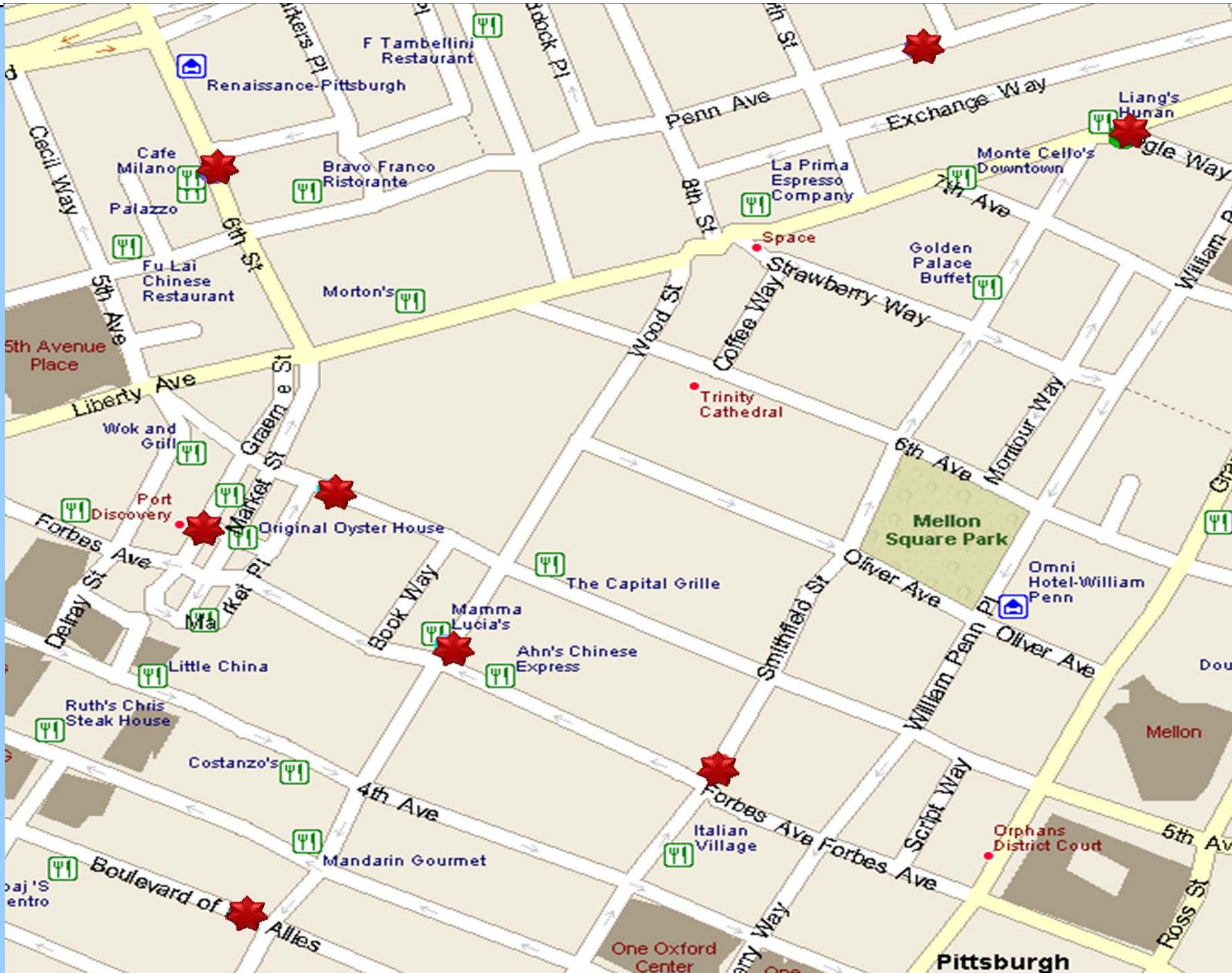
Methodology and Sampling

Pedestrian Traffic Data

Survey Results

Summary of Key Findings

Work Force Profile


F Tambellini
Restaurant
Renaissance-Pittsburgh
Penn Ave
Exchange Way
Liang's
Hunan
Monte Cello's
Downtown
Cafe
Milano
Bravo Franco
Ristorante
La Prima
Espresso
Company
Cecil Way
Palazzo
6th St
8th St
7th Ave
Space
Golden
Palace
Buffet
Fu Lai
Chinese
Restaurant
Morton's
Strawberry Way
5th Ave
5th Avenue
Place
Wood St
Coffee Way
Liberty Ave
Trinity
Cathedral
Wok and
Grill
6th Ave
Montour Way
Port
Discovery
Original Oyster House
Mellon
Square Park
Forbes Ave
The Capital Grille
Omni
Hotel-William
Penn
Oliver Ave
Delray St
Book Way
Mamma
Lucia's
Smithfield St
Ahn's Chinese
Express
William Penn Pl
Little China
Ruth's Chris
Steak House
Mellon
Costanzo's
4th Ave
Script Way
Italian
Village
Forbes Ave
Orphans
District Court
5th Ave
Mandarin Gourmet
Boulevard of Allies
One Oxford
Center
Pittsburgh
Ross St

STUDY OVERVIEW

2010 SUMMARY	2010 - 8 LOCATIONS	2010 WEATHER
9/16 Thur 9/17 Fri 9/18 Sat ***3 days at 9 Locations*** Mkt Square also counted 9/11, 9/19 **425 surveys** **182,513 counted**	5th Ave. (Wood & Market) Smithfield (Forbes & 5th) Penn near 9th Penn near 6th Liberty near 10th Market Square (2) Blvd. of the Allies (Wood) Wood near Forbes	**Thursday:** ***Rain, 66*** **Friday** ***Partly Cloudy, 64*** **Saturday** ***Sunny, 65***
2008 SUMMARY 9/25, 9/26, 9/27 (Th F Sat) **3 days at 6 Locations** **401 surveys** **95,130 counted**	**2008 - 6 LOCATIONS** 5th Ave. (Wood & Market) Smithfield (Forbes & 5th) Penn near 10th Liberty near 10th Market Square (PPG) Market Square (clock)	**2008 WEATHER** Th – Sunny 68 Fri – Cloudy 65 Sat – Cloudy 62 (rain)

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COUNTER'S SPECIFIC REFERENCE POINT AT EACH LOCATION

8 Locations	9 Reference Points
1. 5th Avenue between Wood and Market	Market Sq. Apartments/PNC Bank
2. Smithfield between Forbes and 5th	Sbarro Restaurant
3. Penn near 9th	Penn Garrison / May Stern Bldg.
4. Liberty near 10th	Liang Hunan / August Wilson
5. Market Square (2)	Center facing Dunkin' D & Moe's
6. Penn near 6th	Six Penn / Parking Garage
7. Wood near Forbes	Prime Gear / Bus Stop
8. Blvd. of the Allies (near Wood)	Parking Authority / Point Pk Univ.

In 2010 both sides of the street (sidewalk) were open at all locations. In 2008 Liberty near 10th and 5th near Market had only 1 sidewalk open due to construction. 2 counters were used in Market Square.

WHO WAS COUNTED AND SURVEYED

Pedestrian Traffic Counts

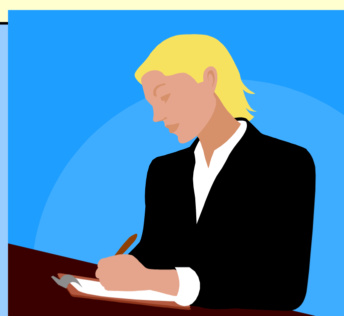
Pedestrians and wheelchairs

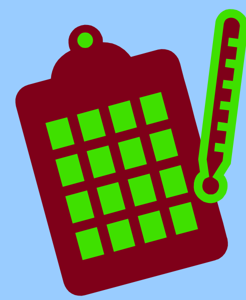
Not Counted: Bicyclists, Skateboarders,
Children too small to walk

Pedestrians had to cross over the reference point where counter was stationed.

Each pass of a pedestrian was counted. Someone crossing by a counter twice was counted twice.

Both sides of street counted.





Pedestrian Surveying

Interviewers chose pedestrians at random walking within half a block of the location.

Response Rate: 10% - This means 10 people had to be approached to gain 1 completed survey (9 of 10 said “No”).

Time to Complete: Average of 5 minutes

Incentive: No incentive offered

Most interviewing was conducted on the move, walking beside busy pedestrians.

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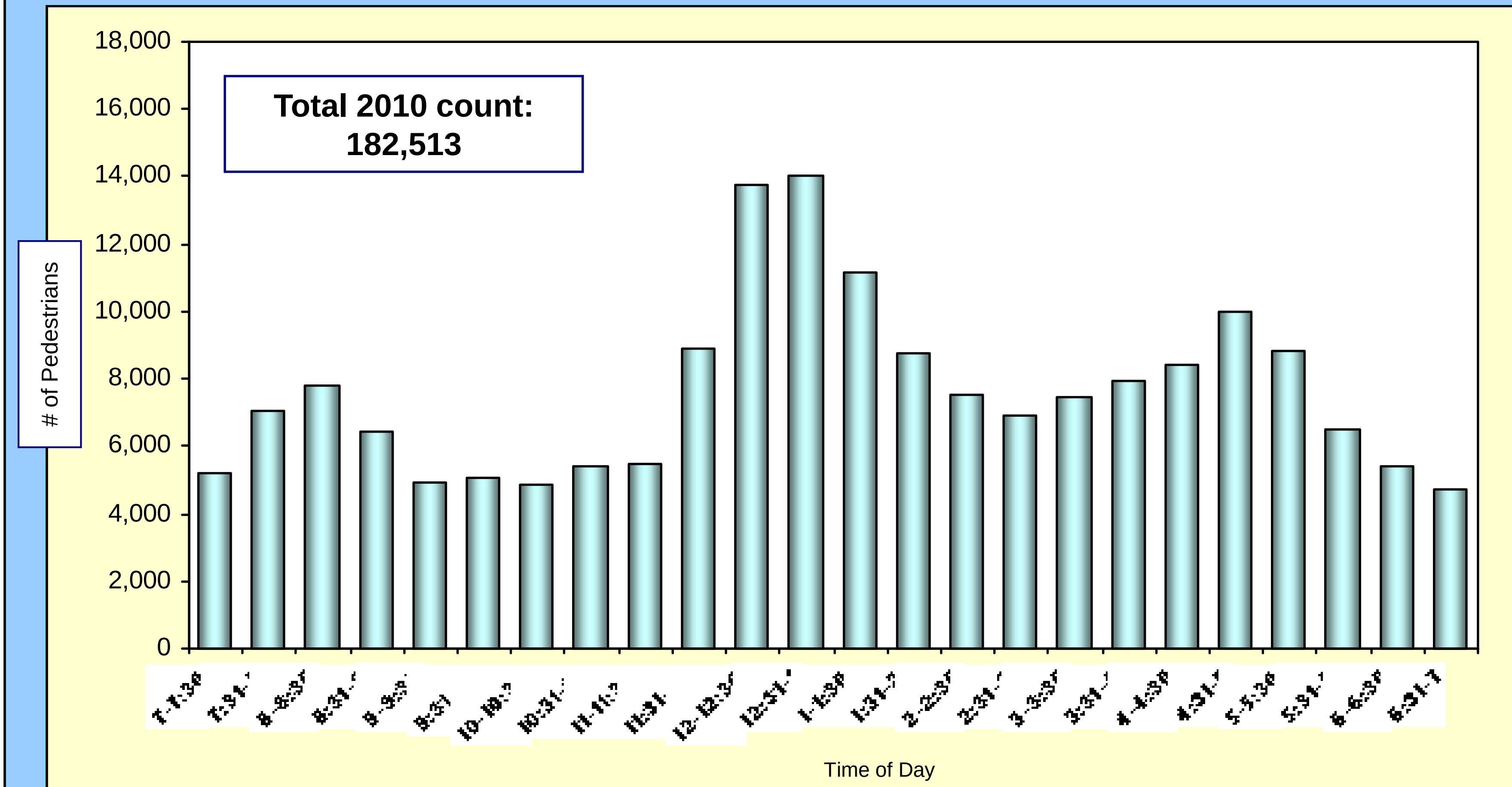
PEDESTRIAN TRAFFIC COUNTS

TOTAL PEDESTRIAN TRAFFIC COUNT

3 Days at 9 Locations



The 2010 total is much higher than the 2008 total of 95,000. However, the 2010 count includes 3 additional locations, a revitalized Market Square and 5th Ave., and additional sidewalks at Liberty & 10th and 5th Ave. (only 1 side of these streets were open to pedestrians in '08.).

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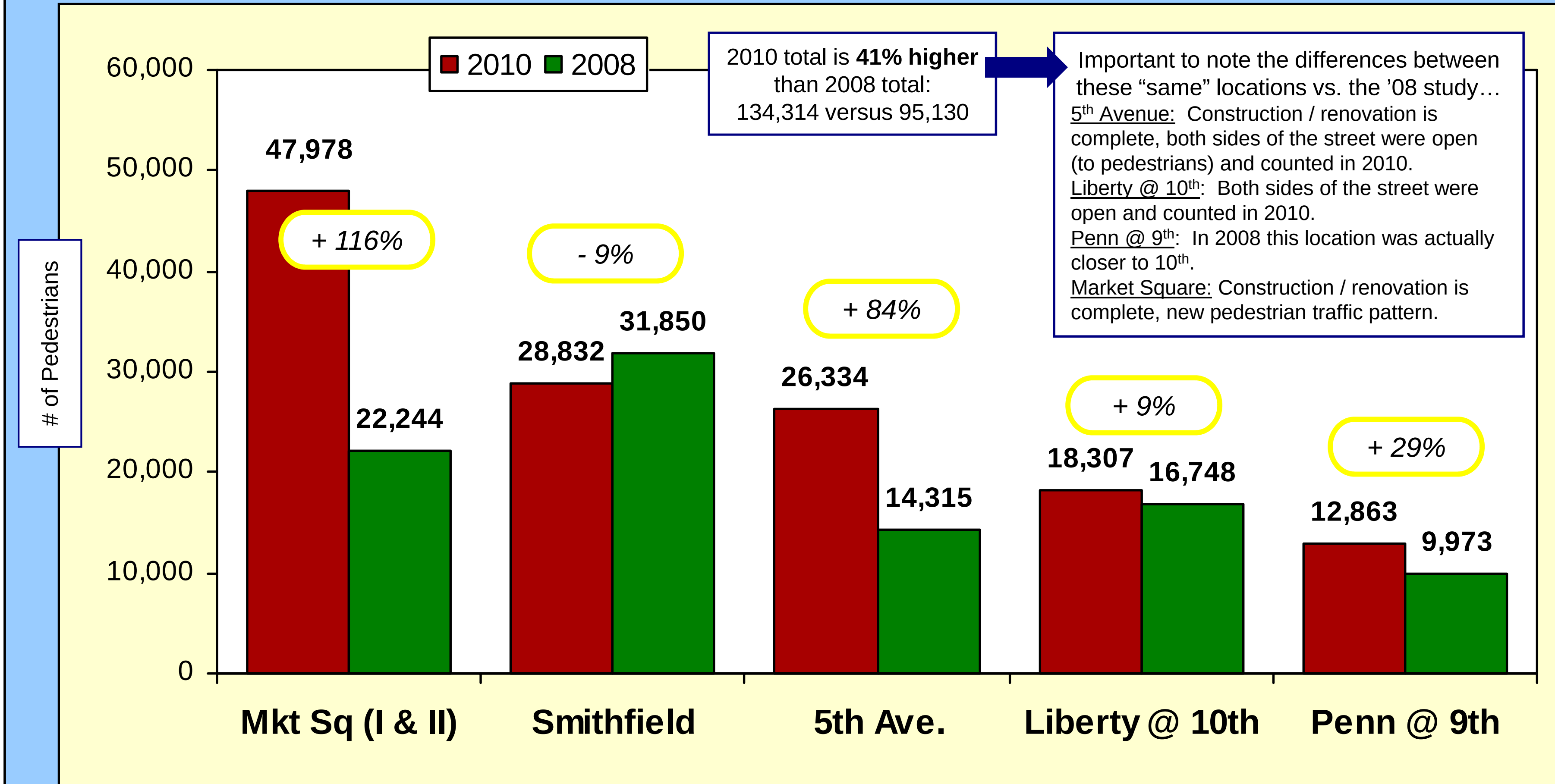
PEDESTRIAN COUNTS: 2-YEAR COMPARISON

2010 vs. 2008: 3 Day Totals at Same Locations



Except for Smithfield, all the comparable locations from the '08 study show increased pedestrian traffic. The two major renovation projects, Market Square and 5th Avenue, are the key drivers of the increased traffic counts (+116% and +84%).

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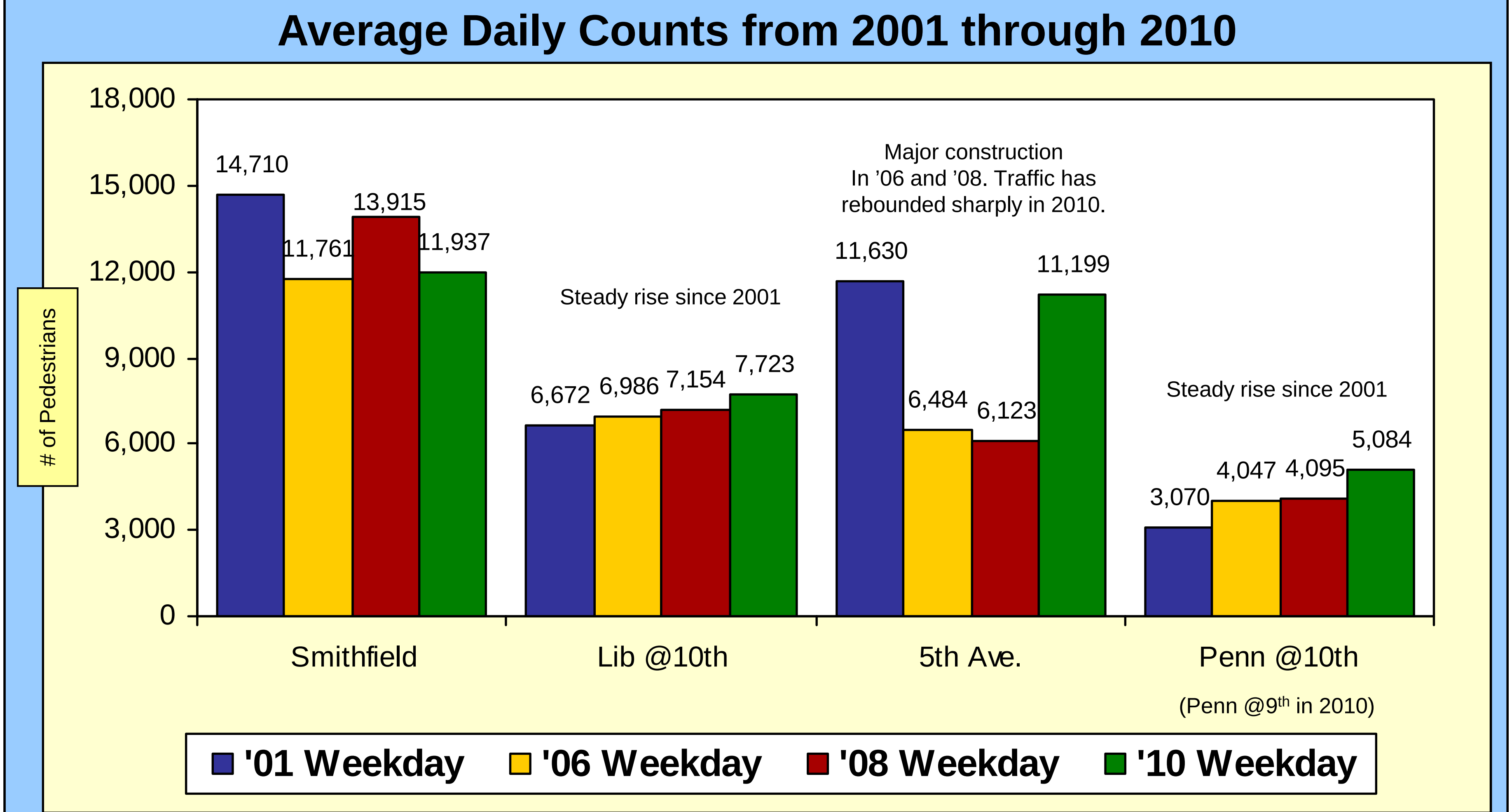
PEDESTRIAN COUNTS: 10-YEAR COMPARISON



Only weekday information was gathered in 2001; so for comparison purposes only weekday averages of comparable locations are shown.

All 4 studies conducted under typical Fall weather conditions.

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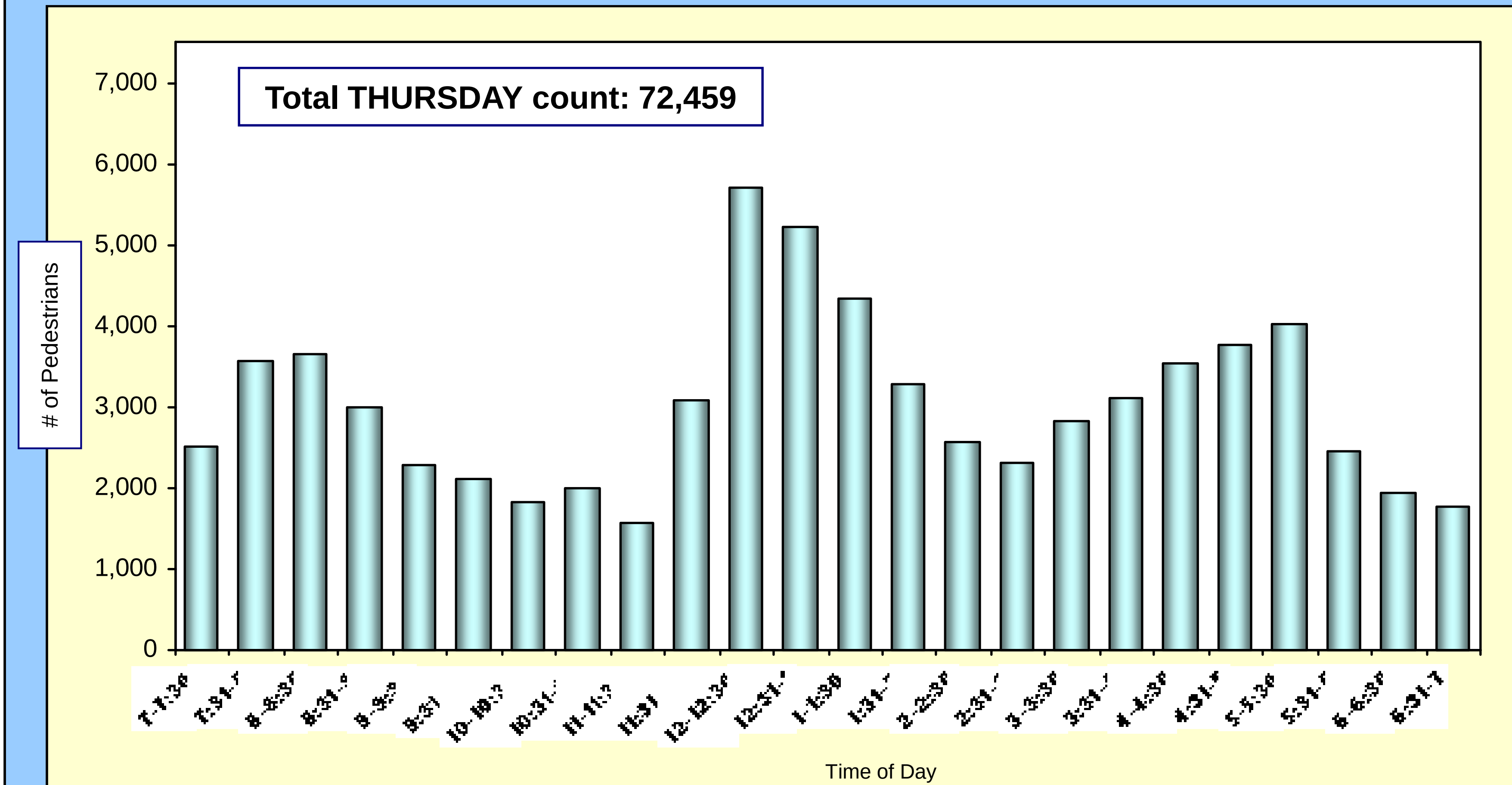
THURSDAY TRAFFIC COUNT

Total of 9 Locations



Morning traffic peaks from 8:00 – 8:30 AM. The mid-day peak is the busiest time of the entire day, and reaches its high mark at 12:00 – 12:30. The afternoon rush builds between 3:00 and 3:30 and peaks from 5:00 – 5:30 PM. Traffic volume drops sharply after 5:30 PM.

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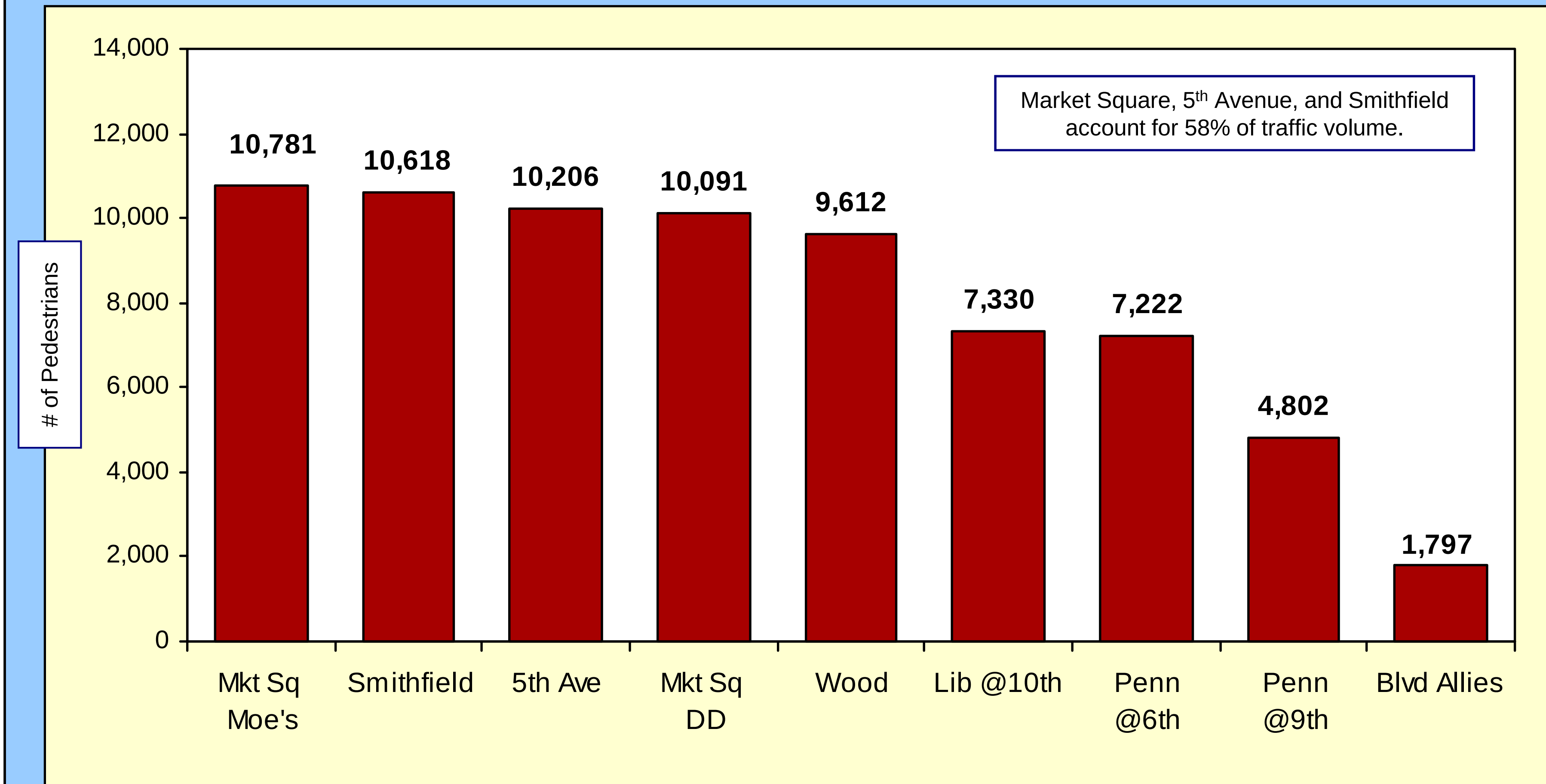
THURSDAY TRAFFIC BY LOCATION

9 Location Totals



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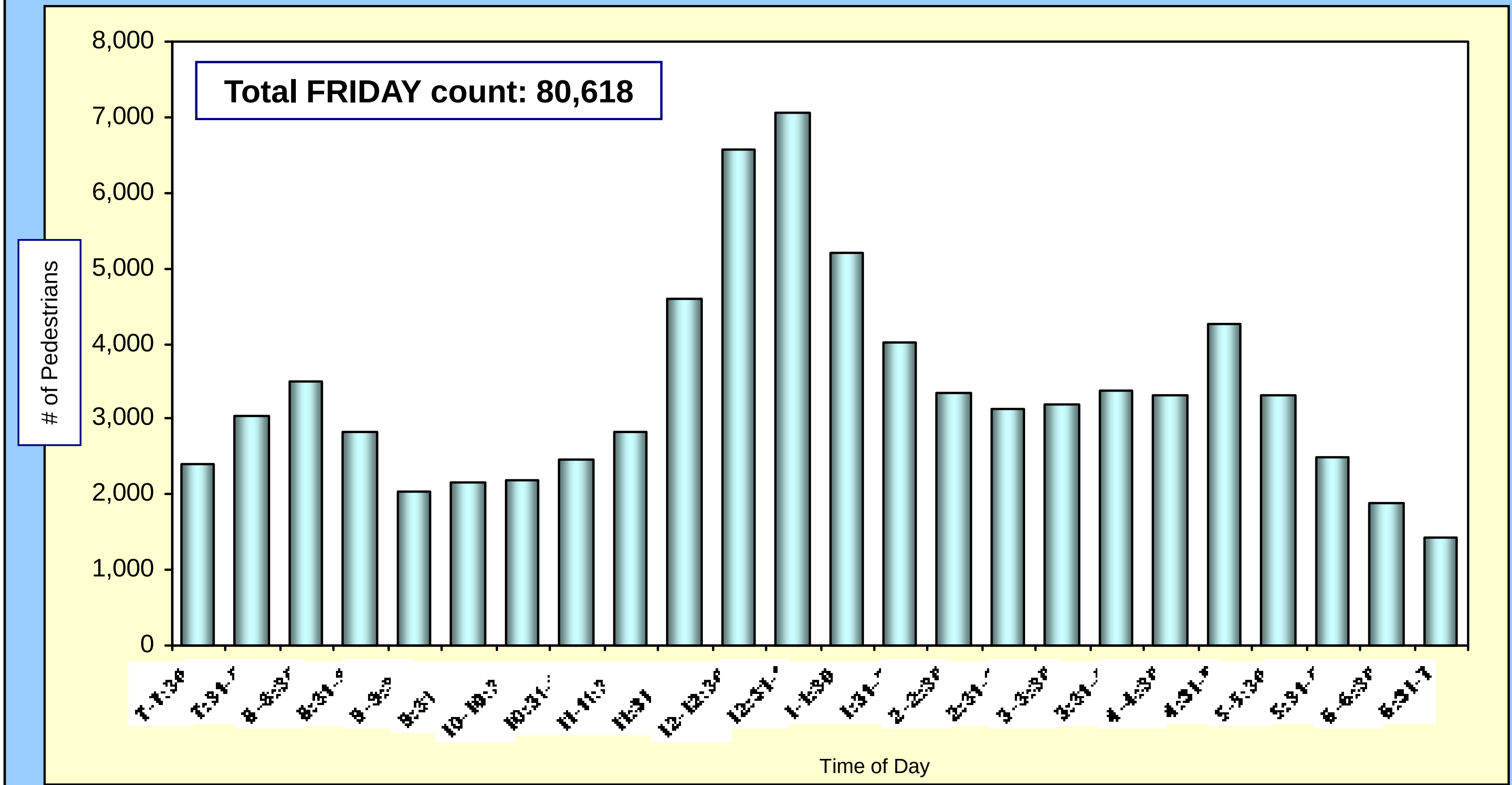
FRIDAY TRAFFIC COUNT

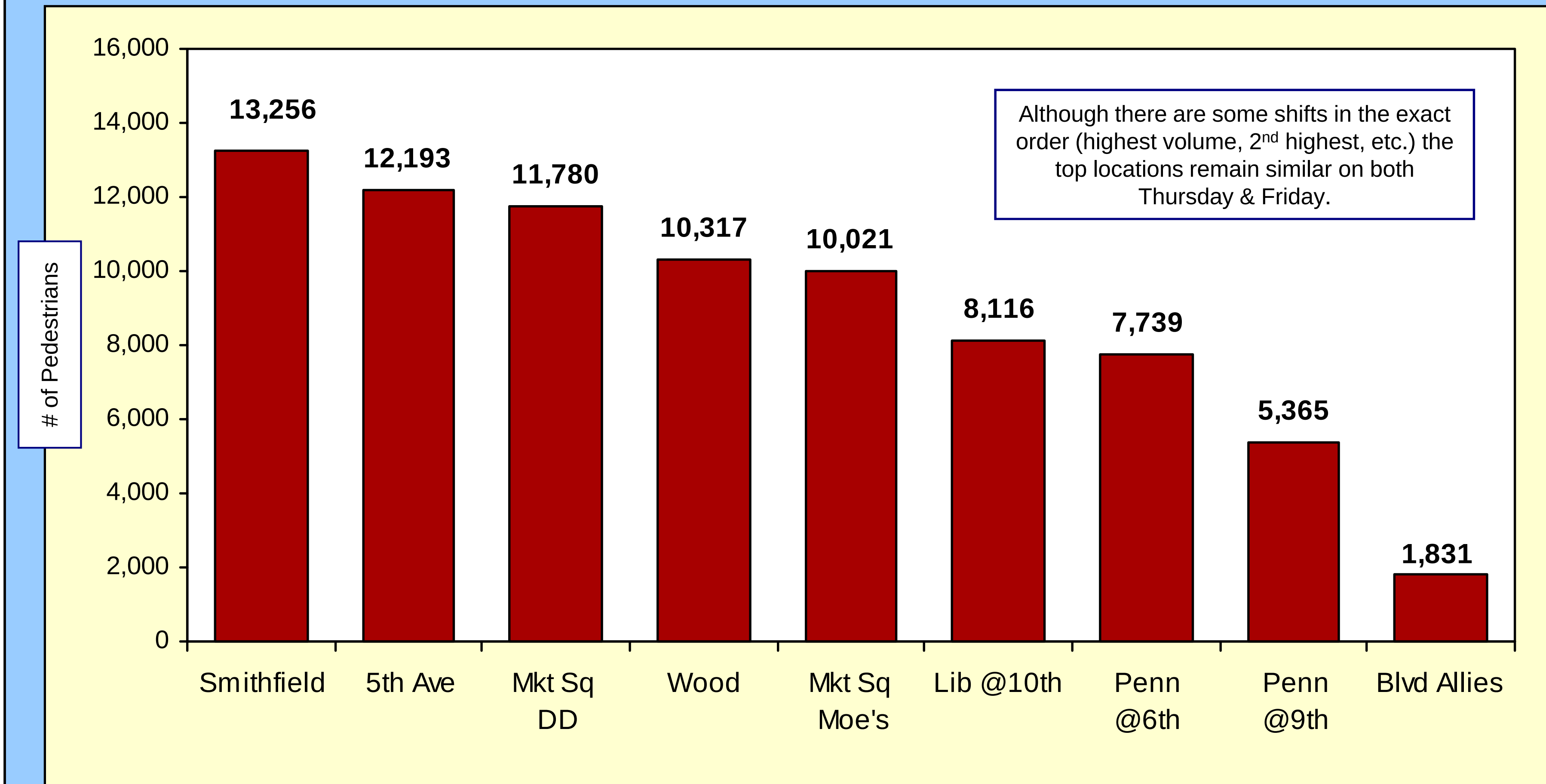
Total of 9 Locations



Morning traffic peaks from 8:00 – 8:30 AM. The mid-day peak is the busiest time of the entire day, and reaches its high point at 12:30 – 1:00. The afternoon traffic peaks from 4:30 – 5:00 PM, a half-hour earlier than Thursday. Volume drops less sharply (than THUR) in early evening.

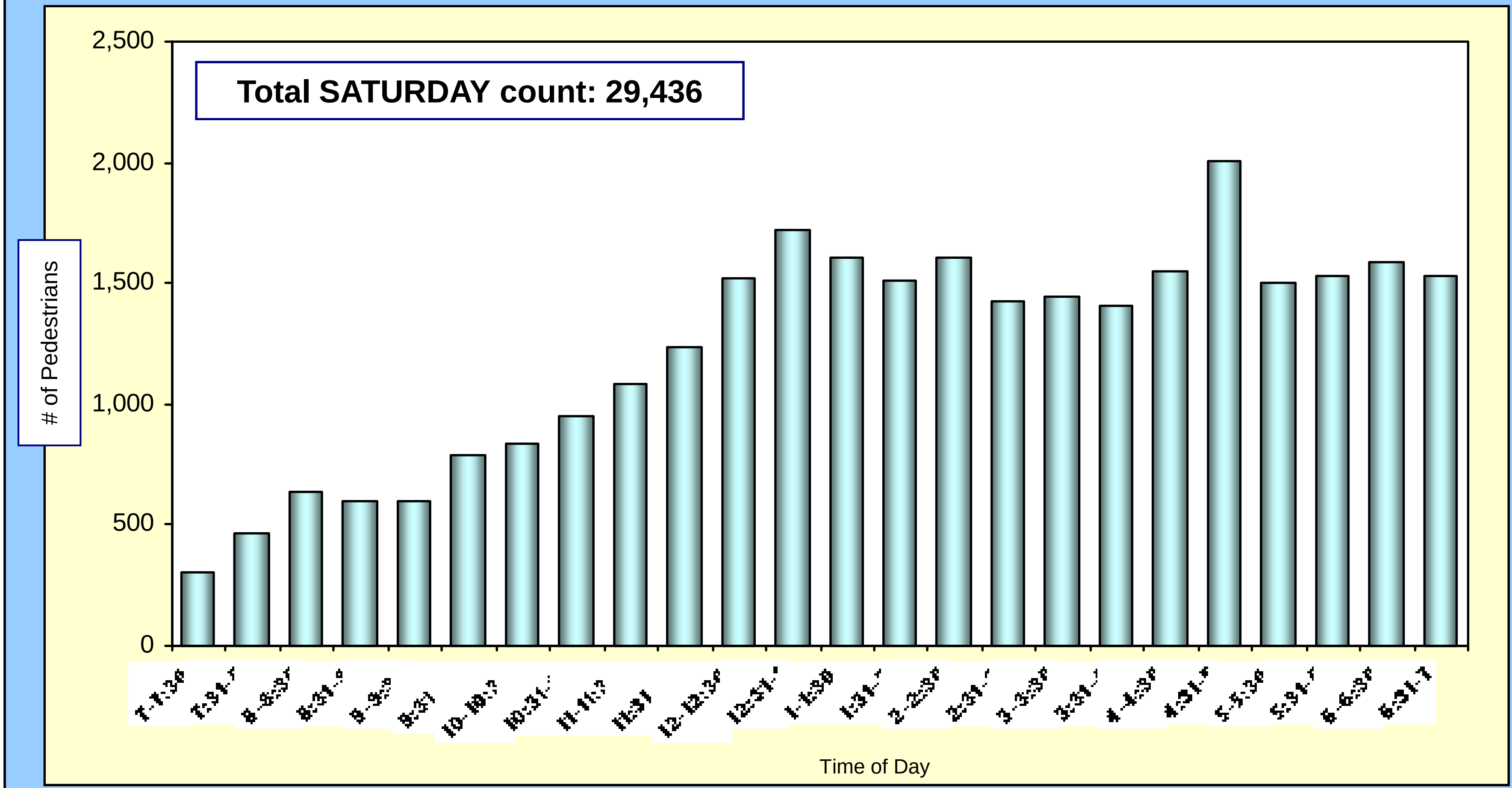
FRIDAY TRAFFIC BY LOCATION

9 Location Totals



SATURDAY TRAFFIC COUNT

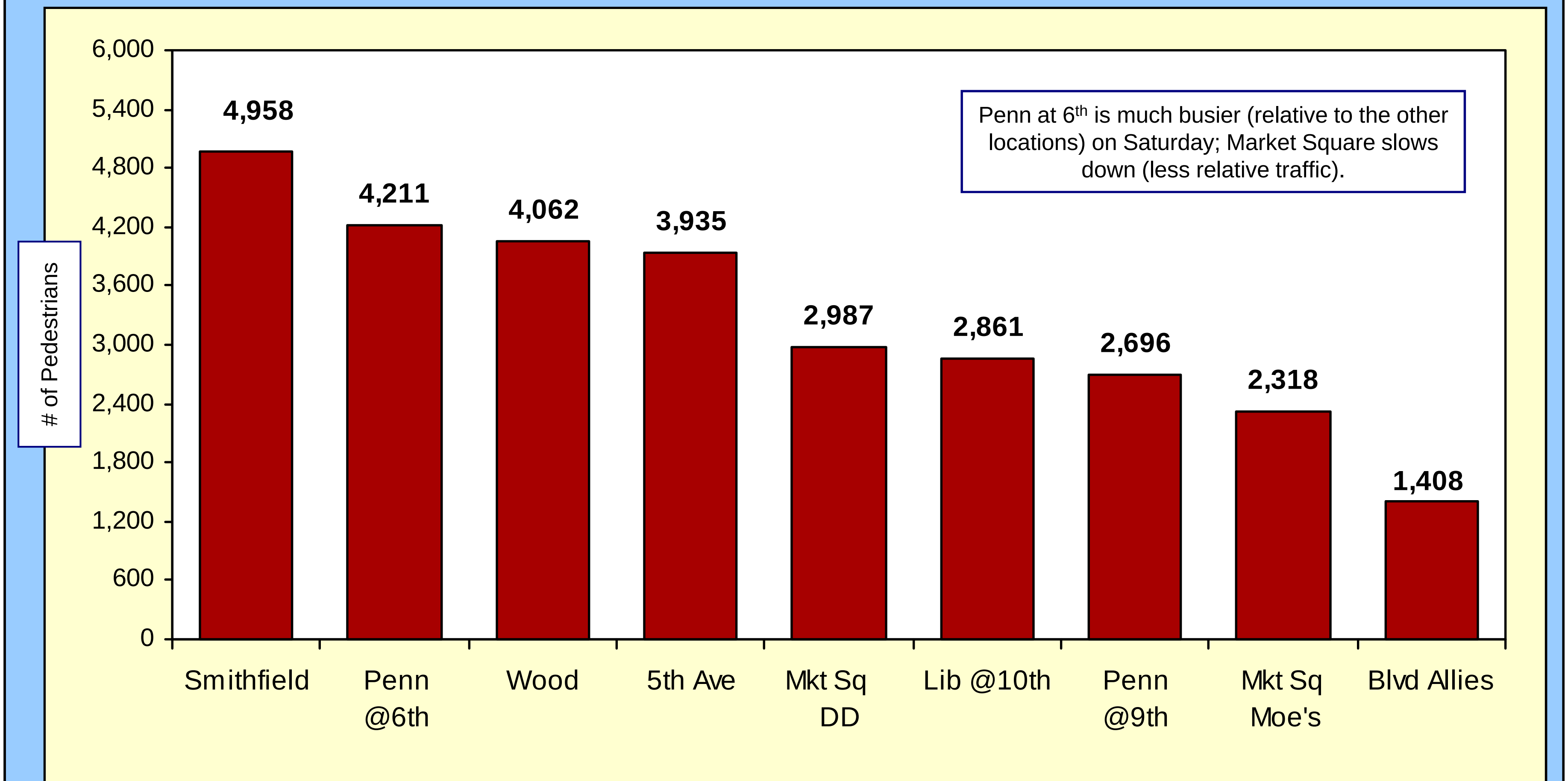
Total of 9 Locations



Saturday's traffic volume pattern differs significantly from the weekday pattern. There is no morning peak , and the late afternoon and evening are the busiest times of the entire day. Early evening reveals a building of volume towards 7:00 PM rather than a decline.

SATURDAY TRAFFIC BY LOCATION

9 Location Totals



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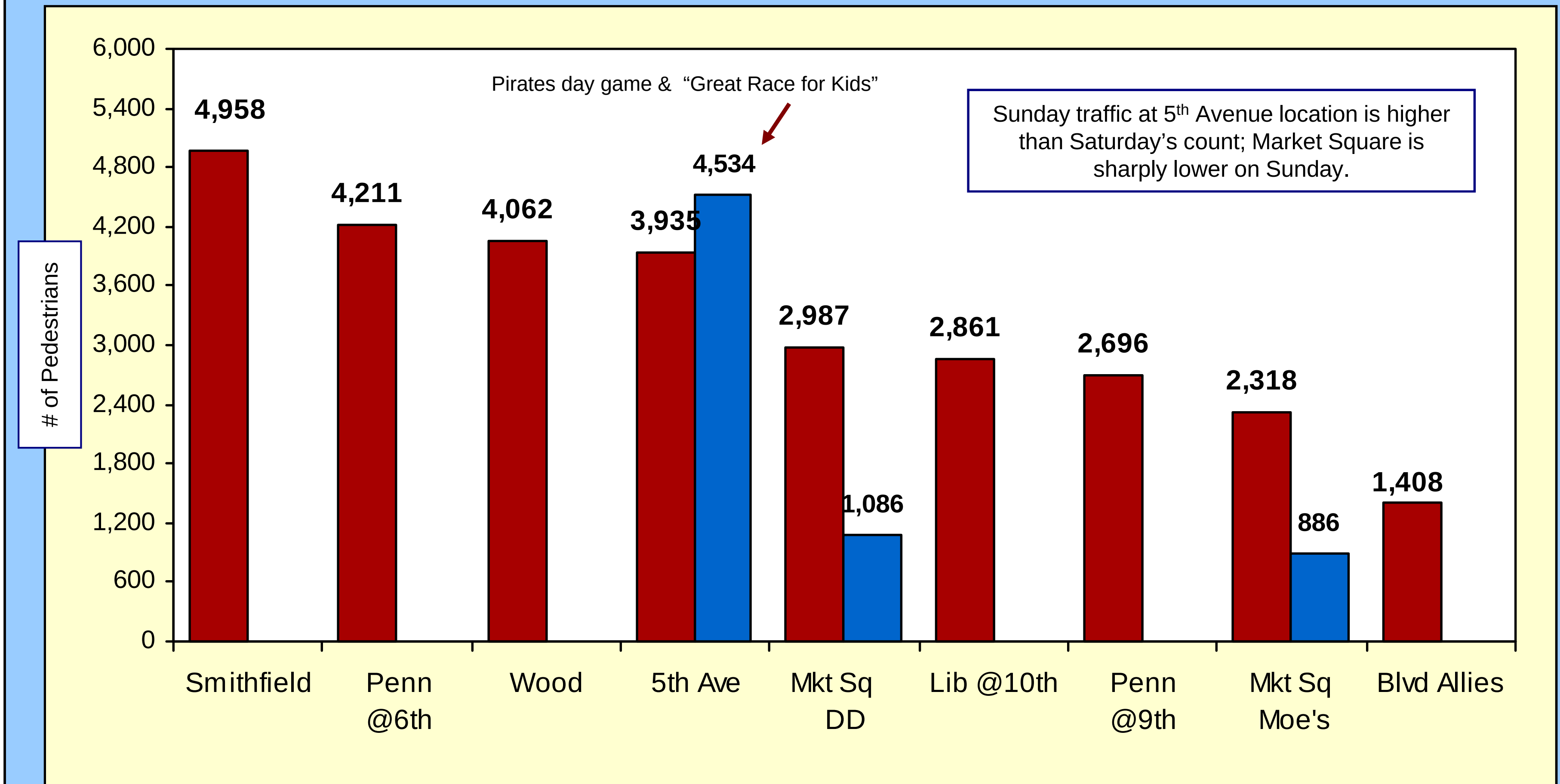
SATURDAY & SUNDAY TRAFFIC

3 Locations: Sat & Sun Comparisons



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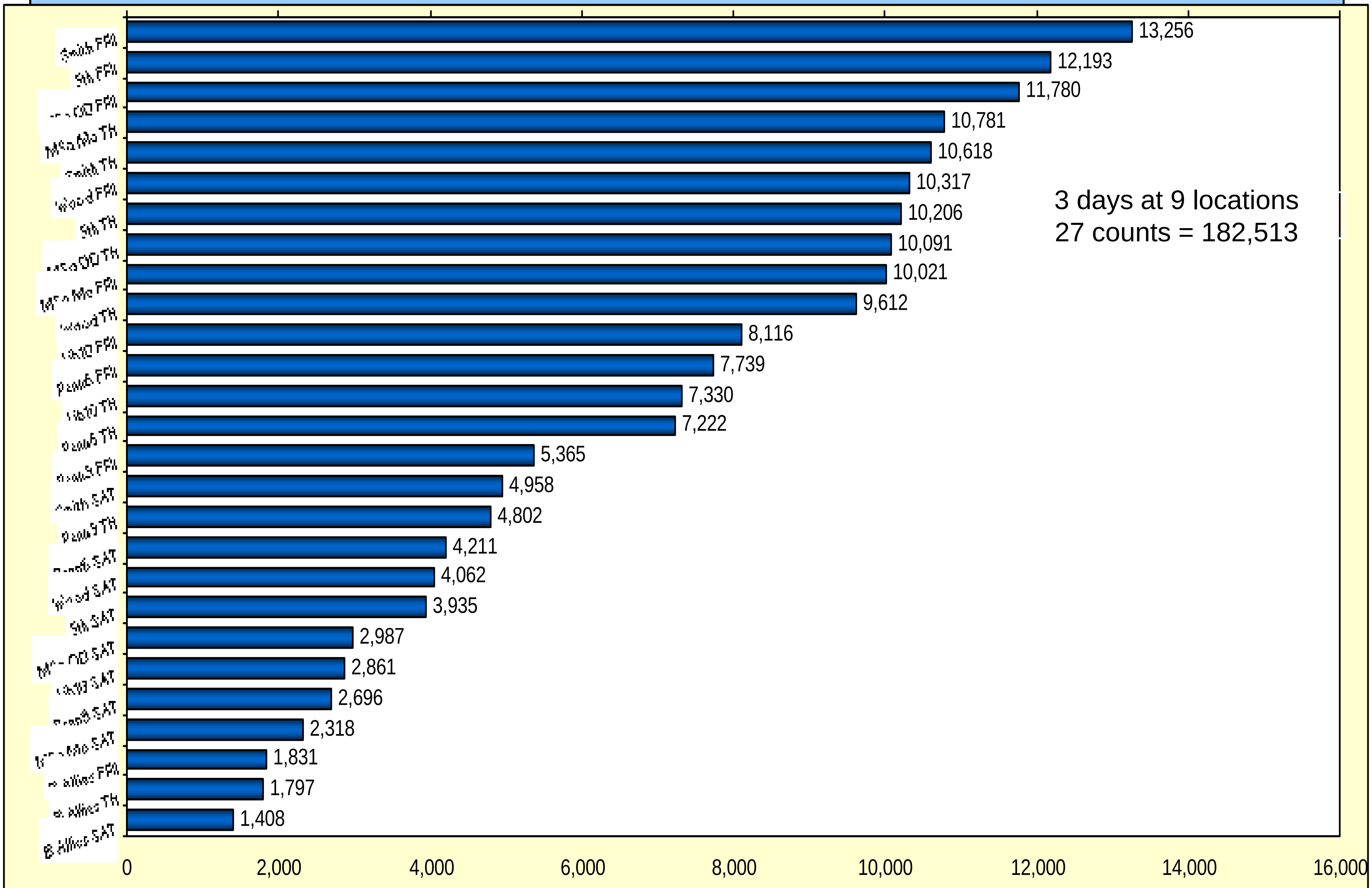
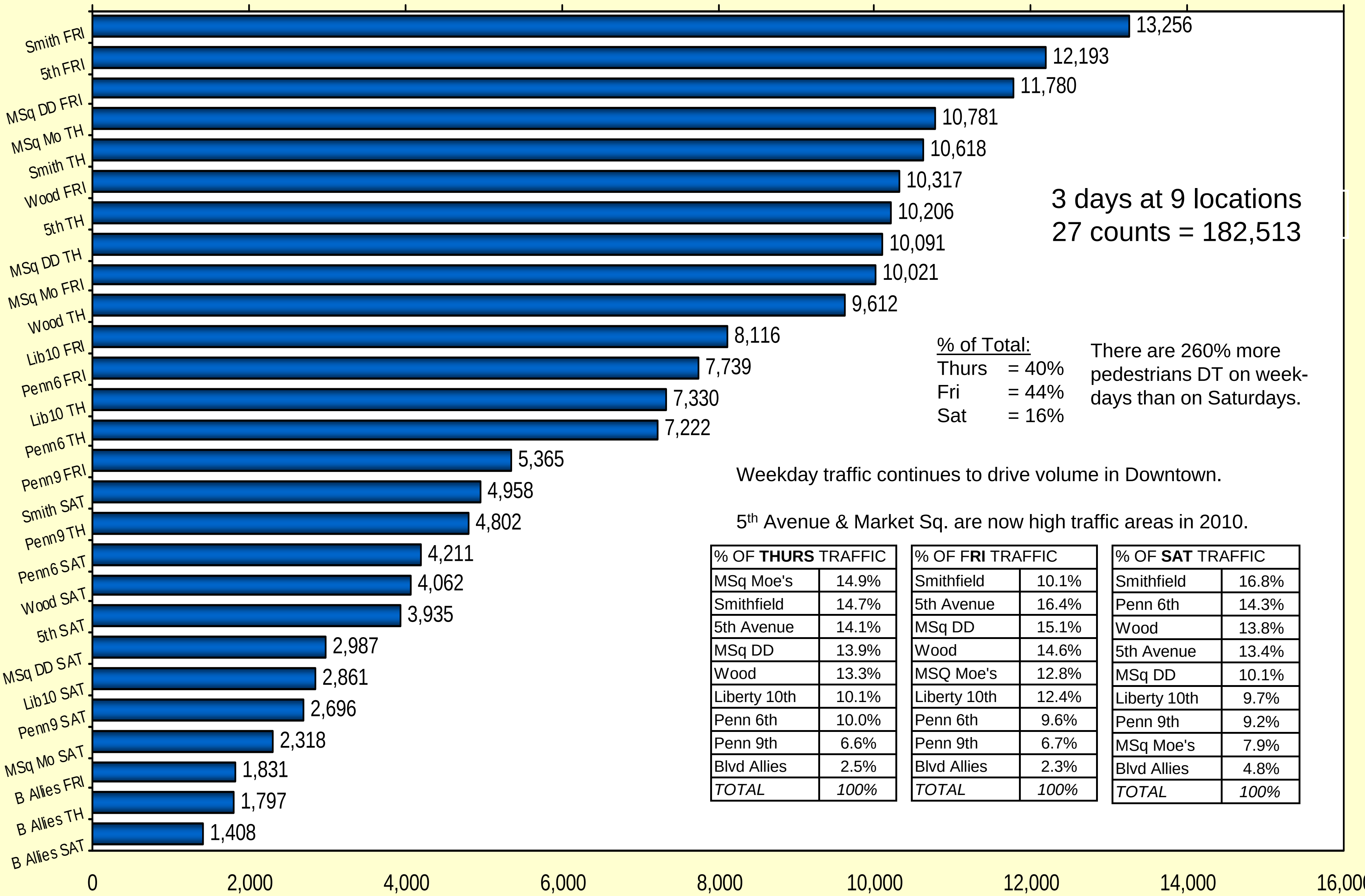
COUNTS BY LOCATION AND DAY



COUNTS BY LOCATION AND DAY



3 days at 9 locations
27 counts = 182,513

% of Total:
Thurs = 40%
Fri = 44%
Sat = 16%

There are 260% more pedestrians DT on week-days than on Saturdays.

Weekday traffic continues to drive volume in Downtown.

5th Avenue & Market Sq. are now high traffic areas in 2010.

% OF **THURS** TRAFFIC	
MSq Moe's	14.9%
Smithfield	14.7%
5th Avenue	14.1%
MSq DD	13.9%
Wood	13.3%
Liberty 10th	10.1%
Penn 6th	10.0%
Penn 9th	6.6%
Blvd Allies	2.5%
TOTAL	*100%*

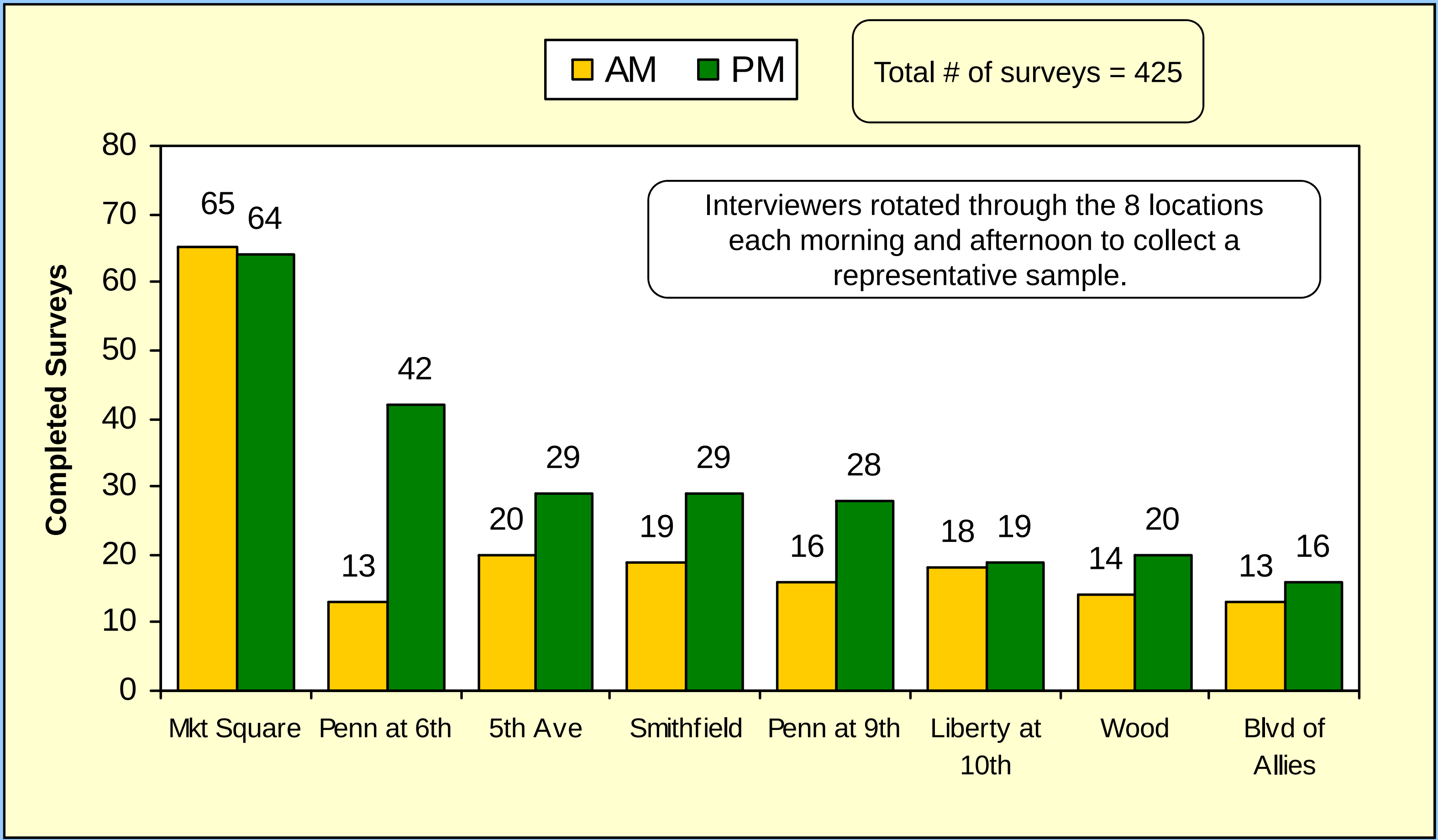
% OF F**RI** TRAFFIC	
Smithfield	10.1%
5th Avenue	16.4%
MSq DD	15.1%
Wood	14.6%
MSQ Moe's	12.8%
Liberty 10th	12.4%
Penn 6th	9.6%
Penn 9th	6.7%
Blvd Allies	2.3%
TOTAL	*100%*

% OF **SAT** TRAFFIC	
Smithfield	16.8%
Penn 6th	14.3%
Wood	13.8%
5th Avenue	13.4%
MSq DD	10.1%
Liberty 10th	9.7%
Penn 9th	9.2%
MSq Moe's	7.9%
Blvd Allies	4.8%
TOTAL	*100%*

SURVEY FINDINGS

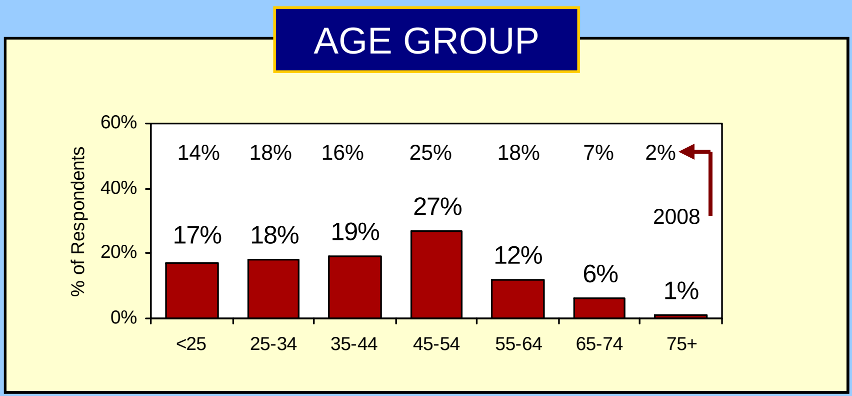
COMPLETED SURVEYS BY LOCATION

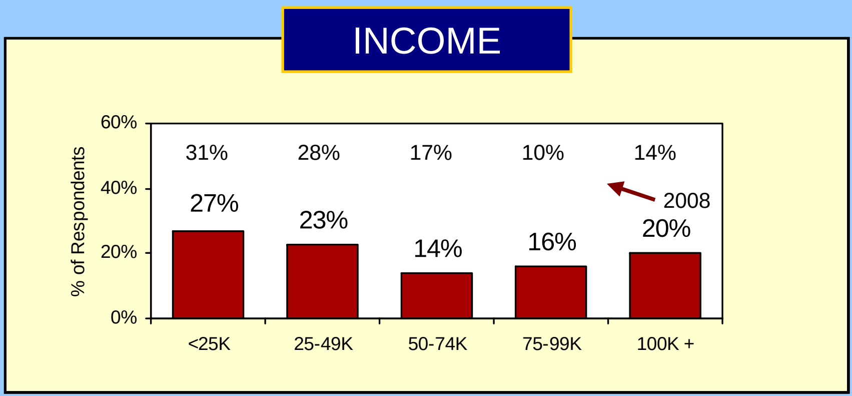
AM and PM

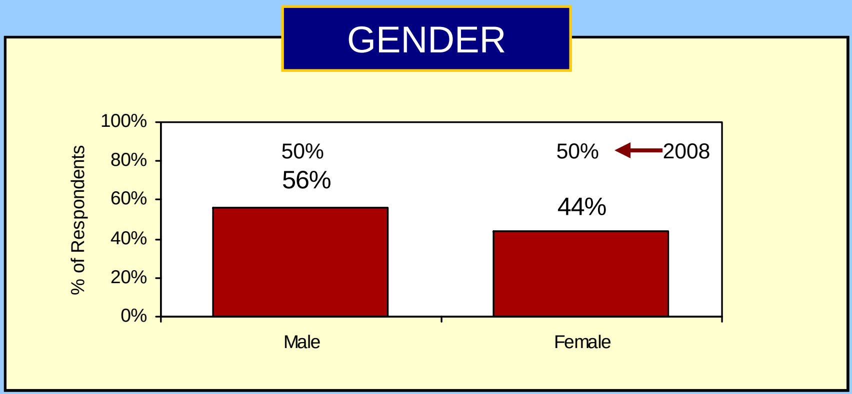


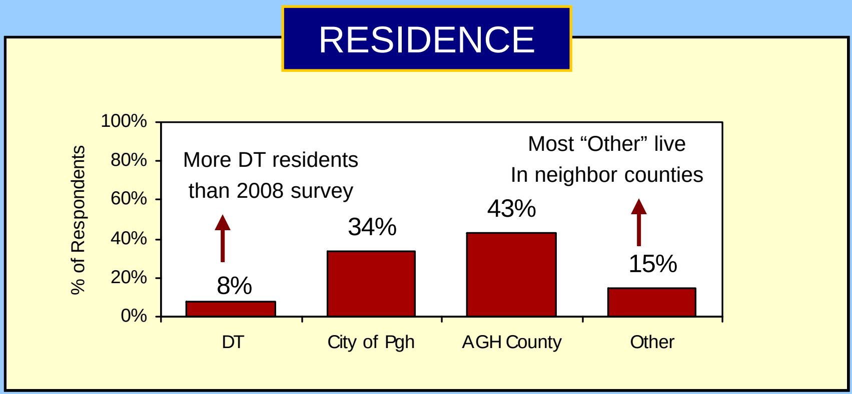
DEMOGRAPHICS OF SURVEYED PEDESTRIANS

2010 with 2008 Comparison









Pedestrian demographic profile is very similar to profile in 2008. All age and income levels are well-represented (as is gender) in this study.

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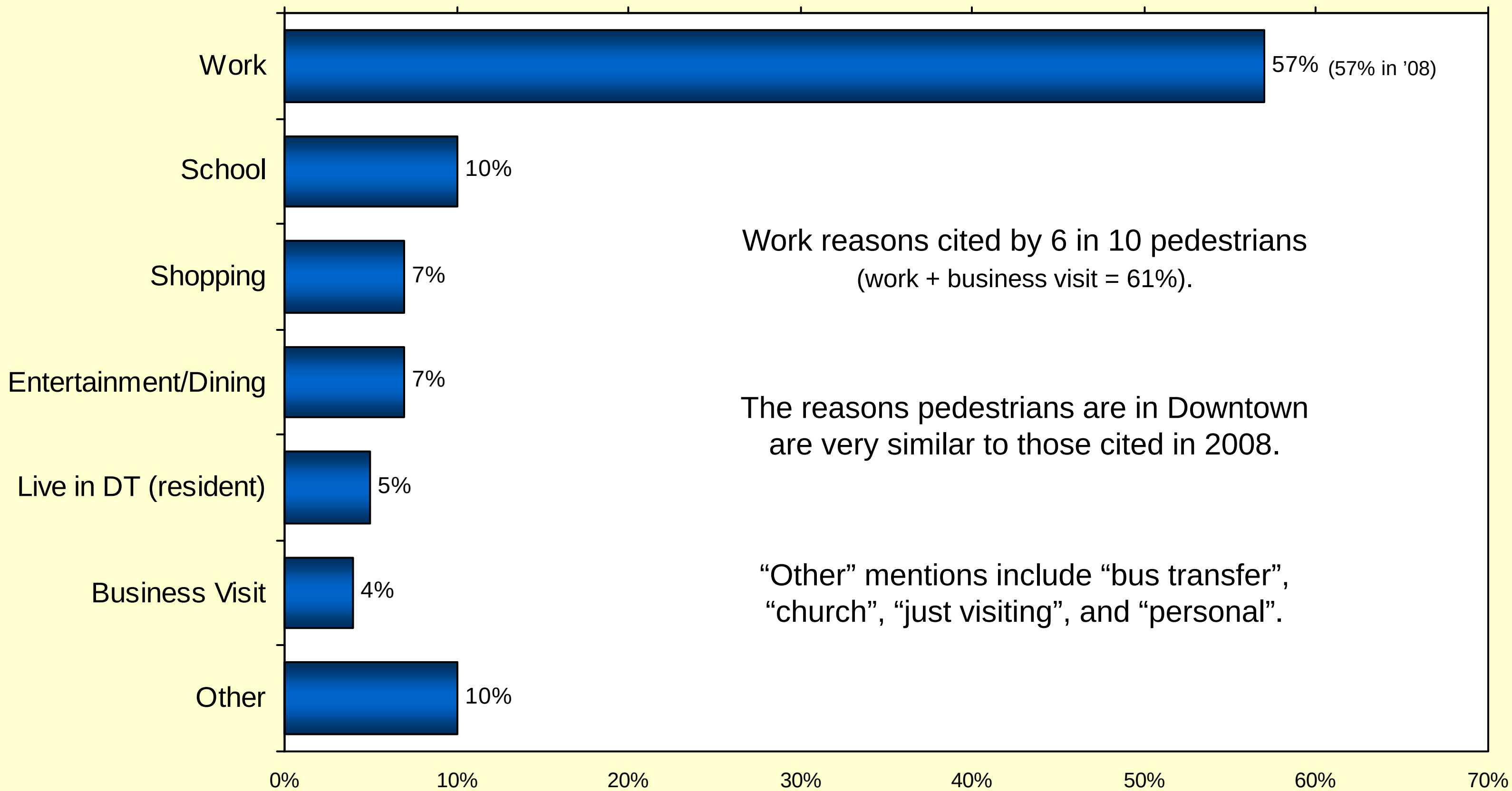
PURPOSE
OF
PEDESTRIAN VISIT

PRIMARY PURPOSE PEDESTRIANS ARE IN DOWNTOWN



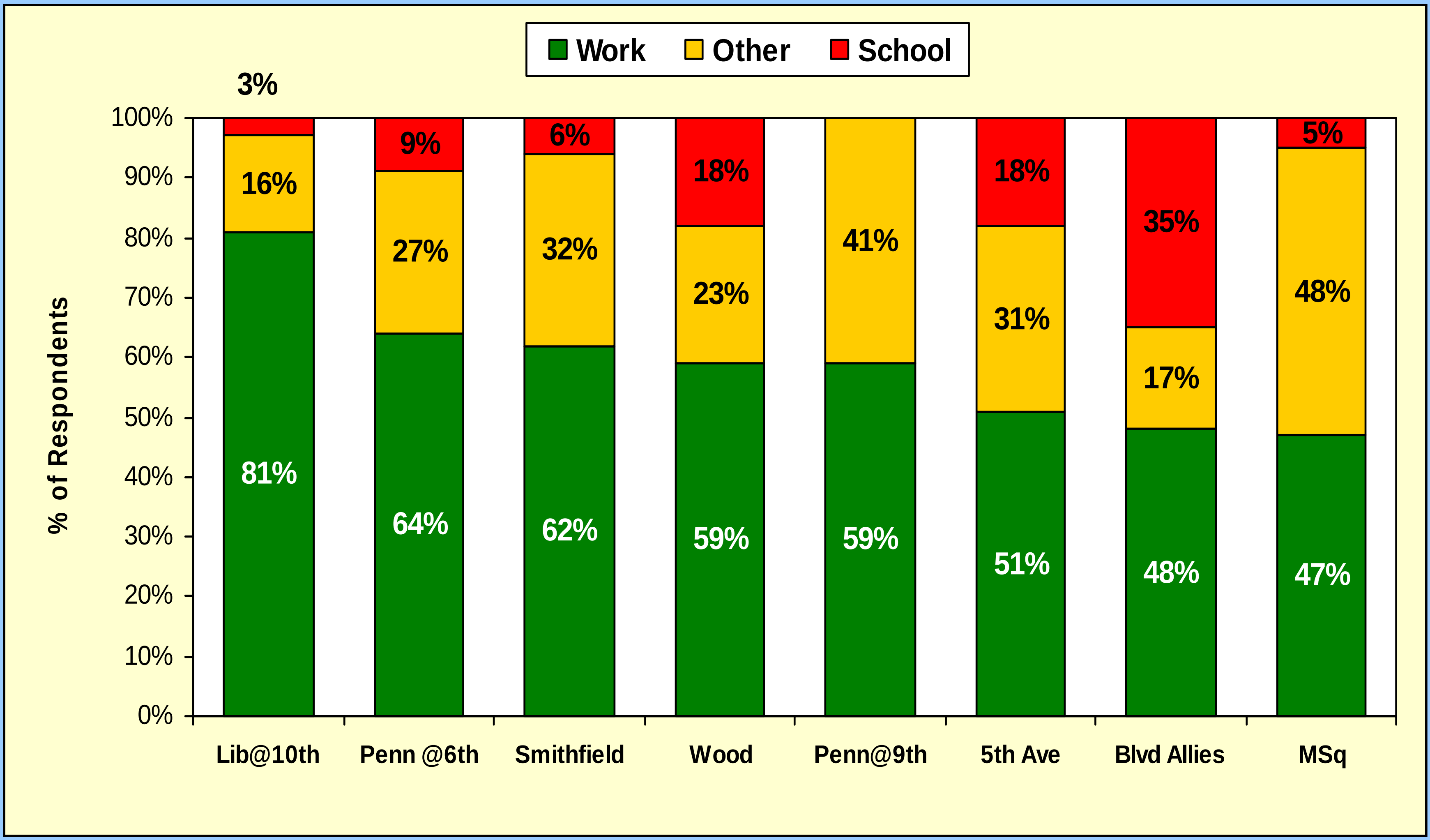
Work reasons cited by 6 in 10 pedestrians
(work + business visit = 61%).

The reasons pedestrians are in Downtown are very similar to those cited in 2008.

"Other" mentions include "bus transfer", "church", "just visiting", and "personal".

Q1. Which one of the following best describes your primary reason for being in Downtown today?

TYPE OF PEDESTRIAN BY LOCATION



Q1. Which one of the following best describes your primary reason for being in downtown today?

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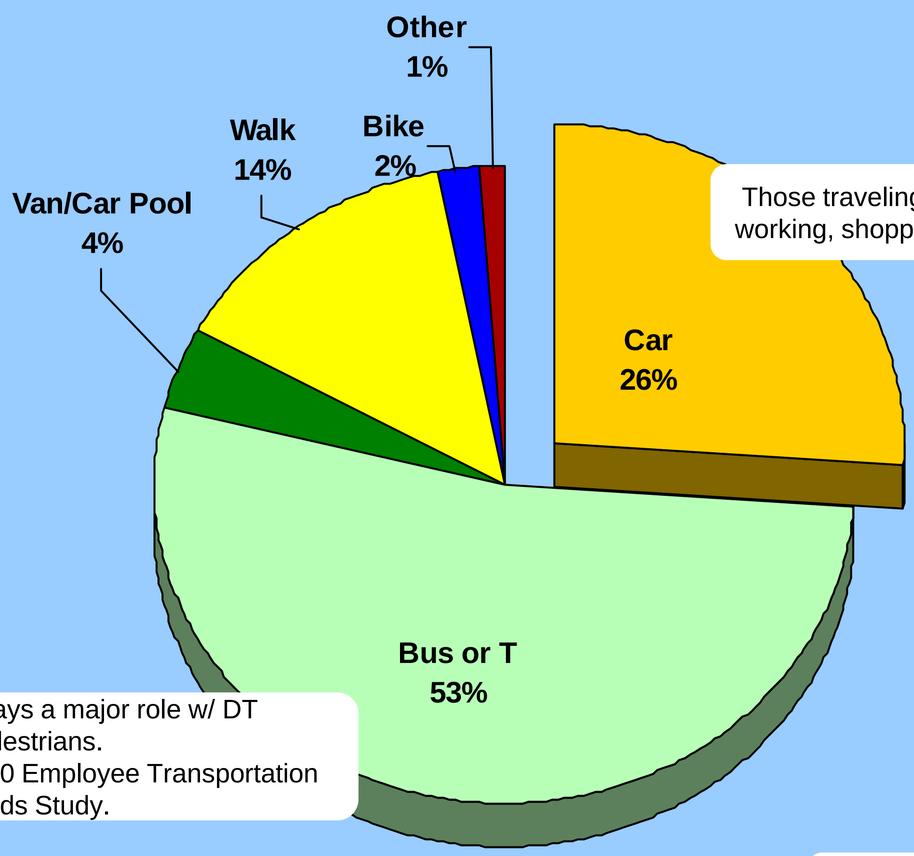
TRANSPORTATION
&
N. SHORE CONNECTOR

MEANS OF TRAVEL INTO DOWNTOWN



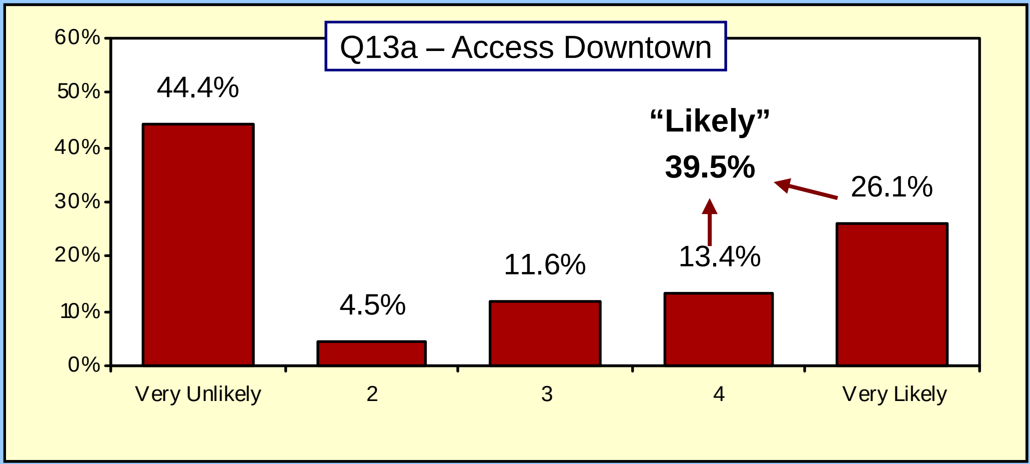
Those traveling via car are more likely to be working, shopping, or on a business visit/trip.

Public Transit plays a major role w/ DT pedestrians.
Very similar % as 2010 Employee Transportation Needs Study.

Walkers and bikers are largely those attending school or living Downtown.

Q2. How did you travel into Downtown today?

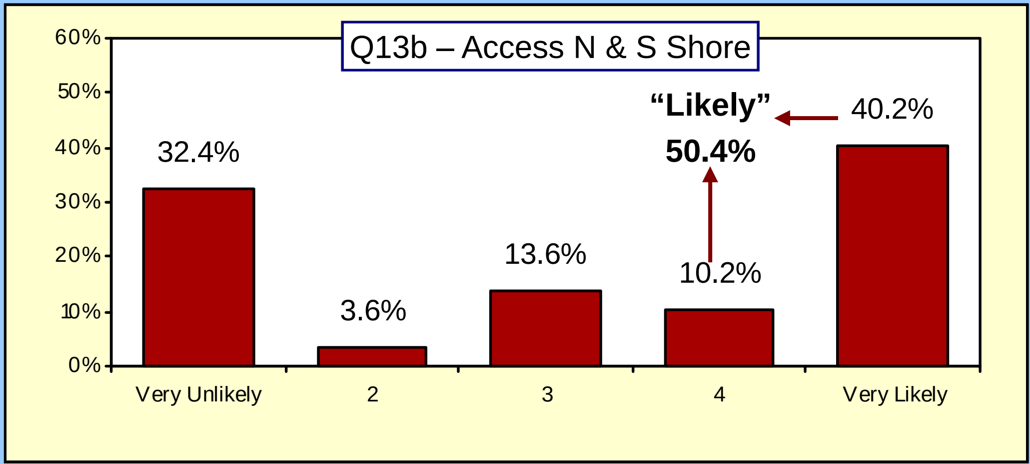
LIKELIHOOD TO USE NORTH SHORE CONNECTOR



Once the North Shore Connector is completed, and if the "T" from the North Shore to Station Square becomes an 18-hour, free-fare zone with trains arriving every 5 minutes, how likely would you be to**…**

Q13A Park on either the North Shore or South Shore and take a free ride on the "T" into Downtown?

39.5% are likely to use; doubling the % in the 2010 Employee Transportation Needs Study (18%).



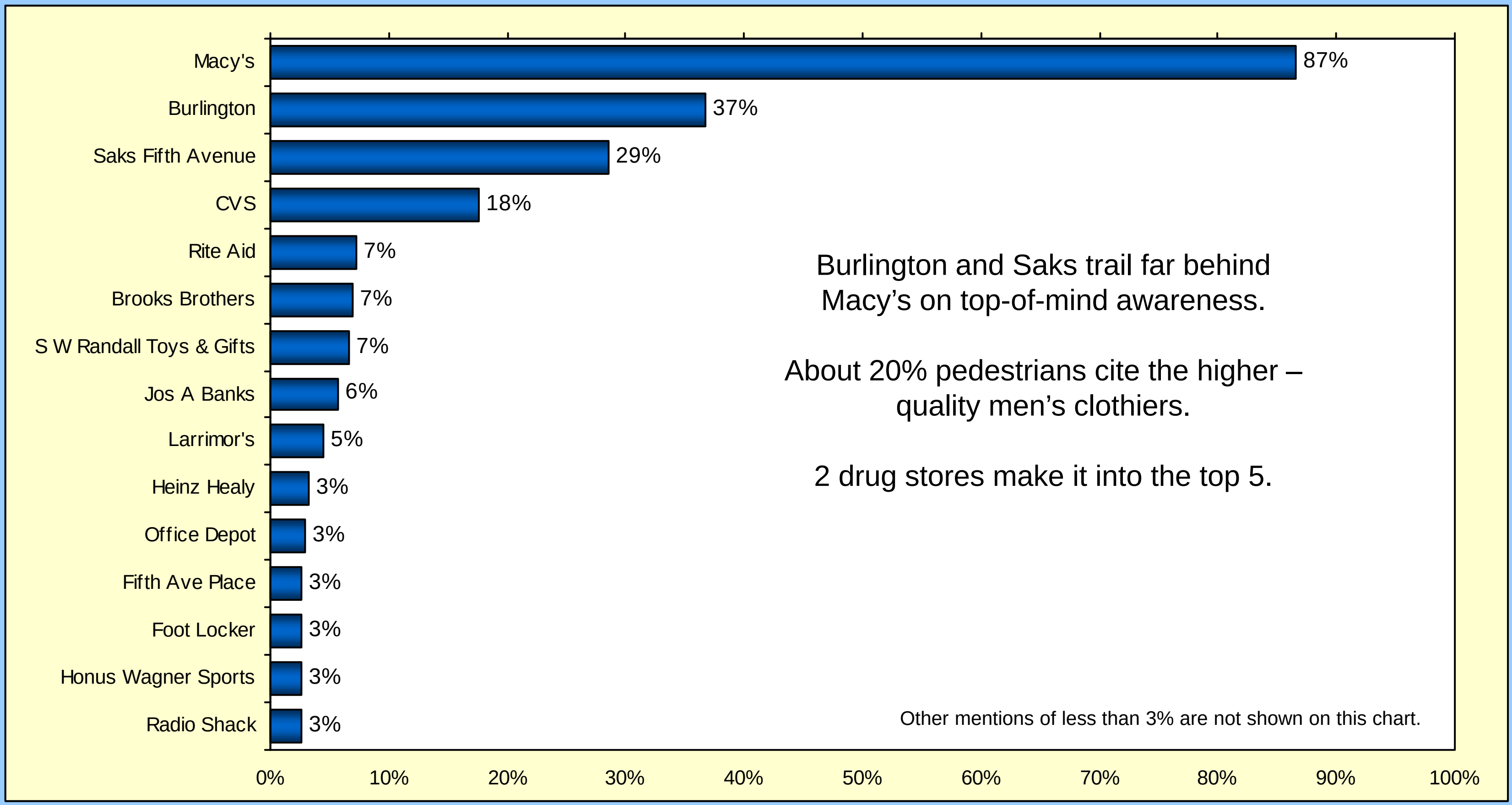
Q13B. Use the "T" Connector from D'town to reach restaurants located on the North and/or South Shores, for lunch, dinner, Happy Hour?

50.4% are likely to use; doubling the % in the 2010 Employee Transportation Needs Study (26%).

RETAILER
&
RESTAURANT
AWARENESS

DOWNTOWN RETAILER AWARENESS

Top-of-Mind Awareness



Q3. Now, let's talk about some of the retailers in Downtown. What are the first 3 retail stores, here in Downtown, that come to mind? In this case, please think of retailers that do NOT sell food and/or drink.

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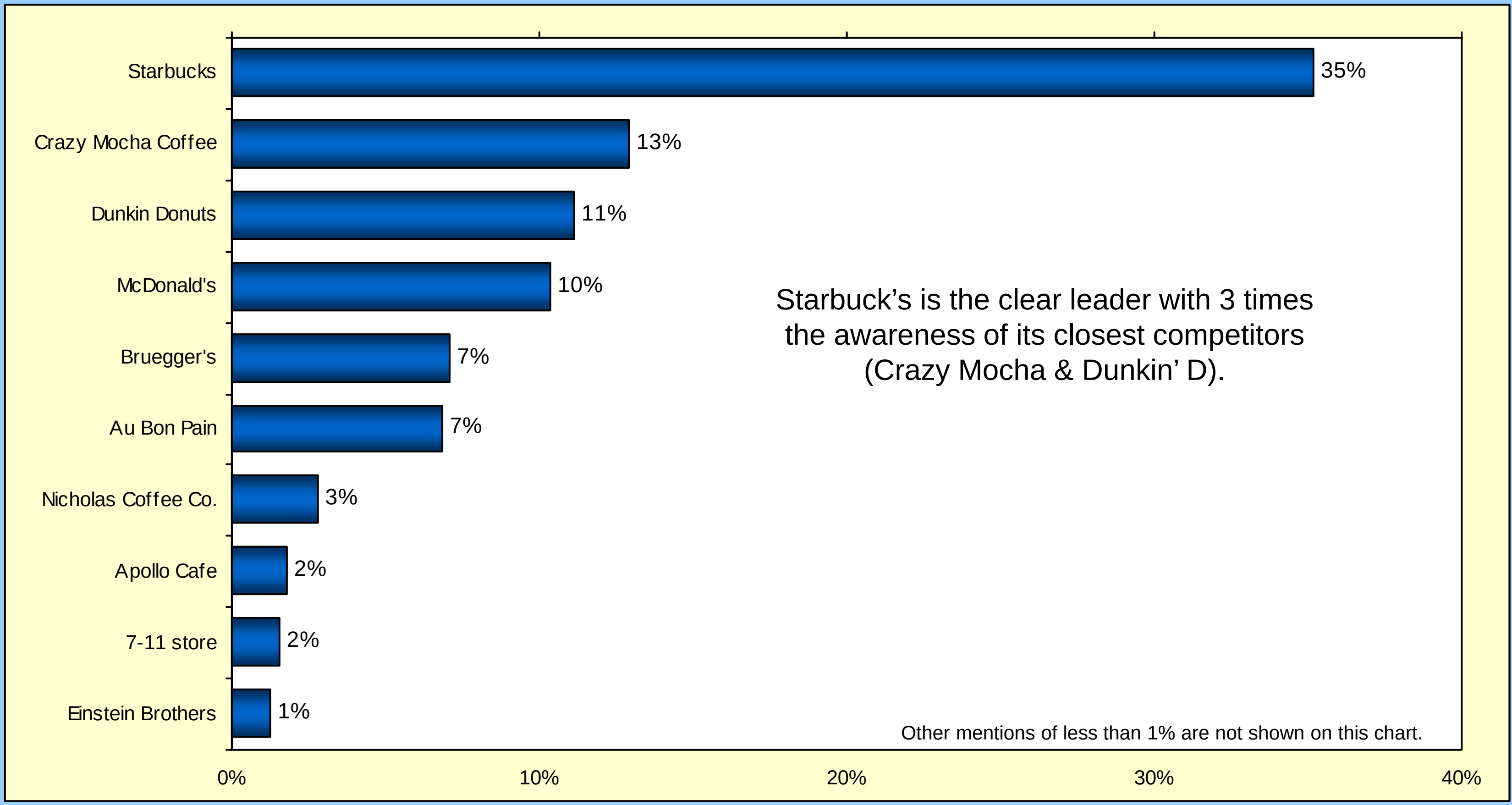
BREAKFAST/COFFEE SHOP AWARENESS

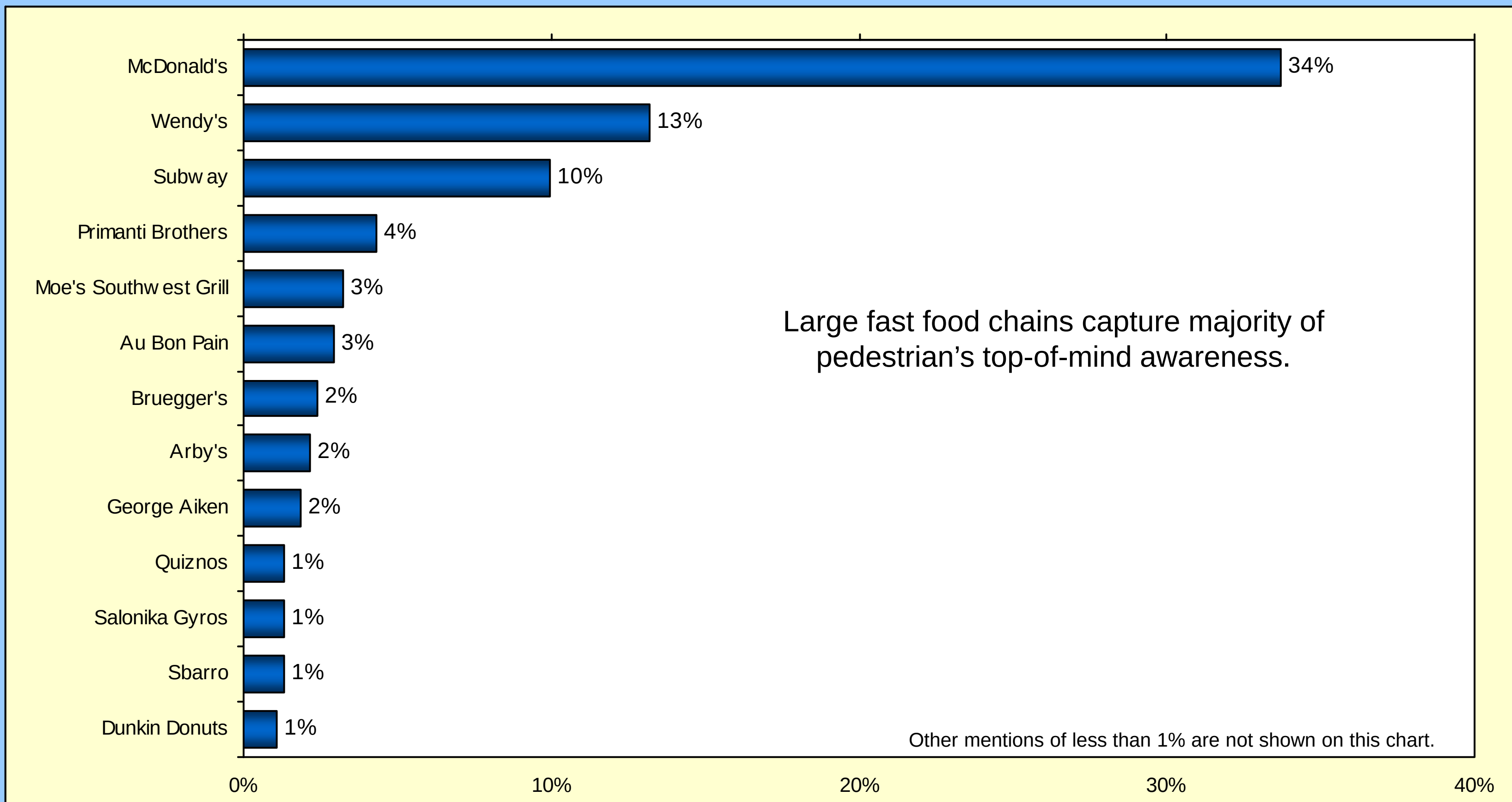
Top-of-Mind Awareness



Q4. And what is the first coffee/breakfast shop, here in Downtown, that comes to mind**?**

LOW-PRICED RESTAURANT AWARENESS

Top-of-Mind Awareness



Q5. What is the first lower-priced restaurant, here in Downtown, that comes to mind**?**

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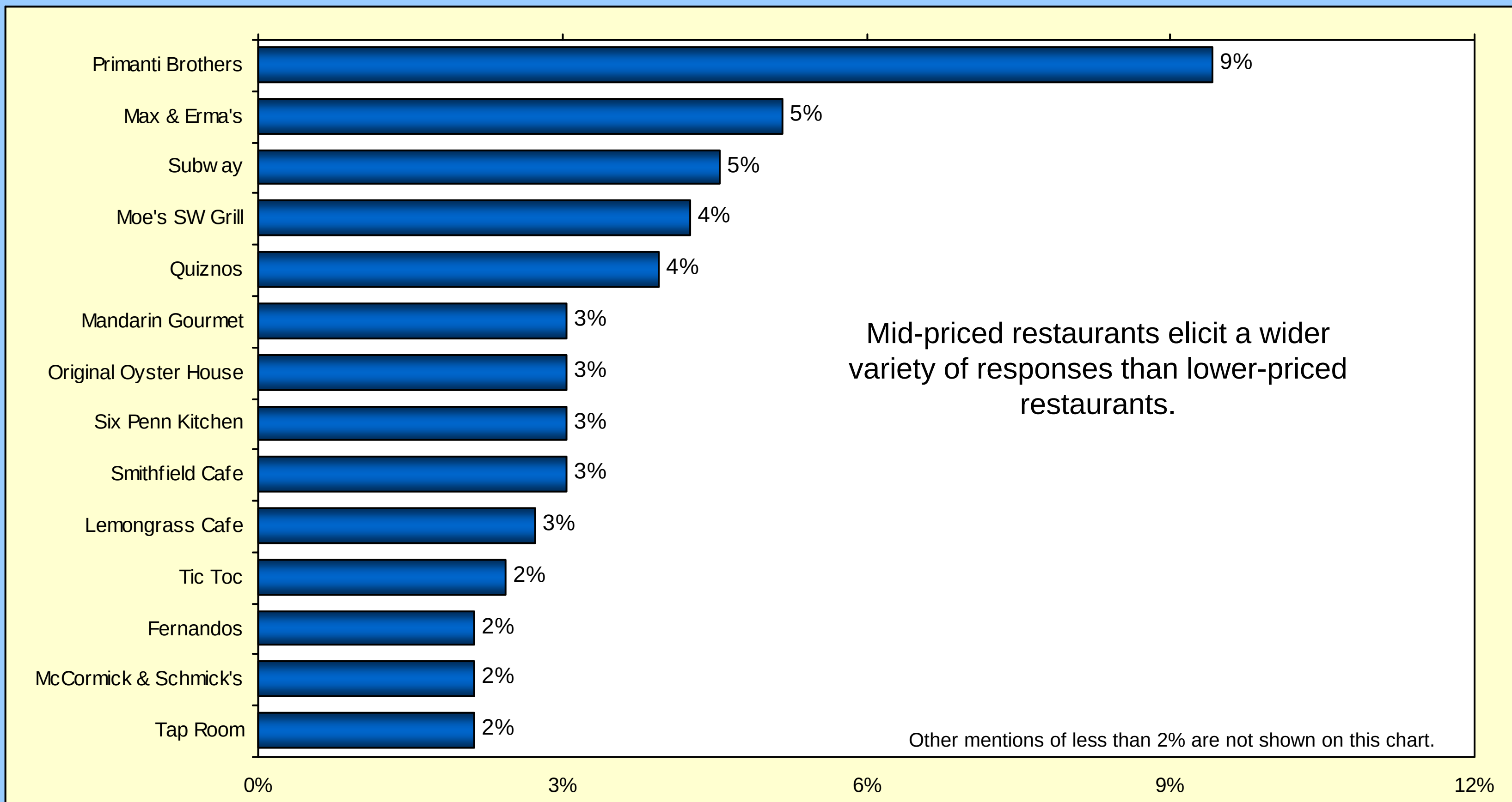
MID-PRICED RESTAURANT AWARENESS

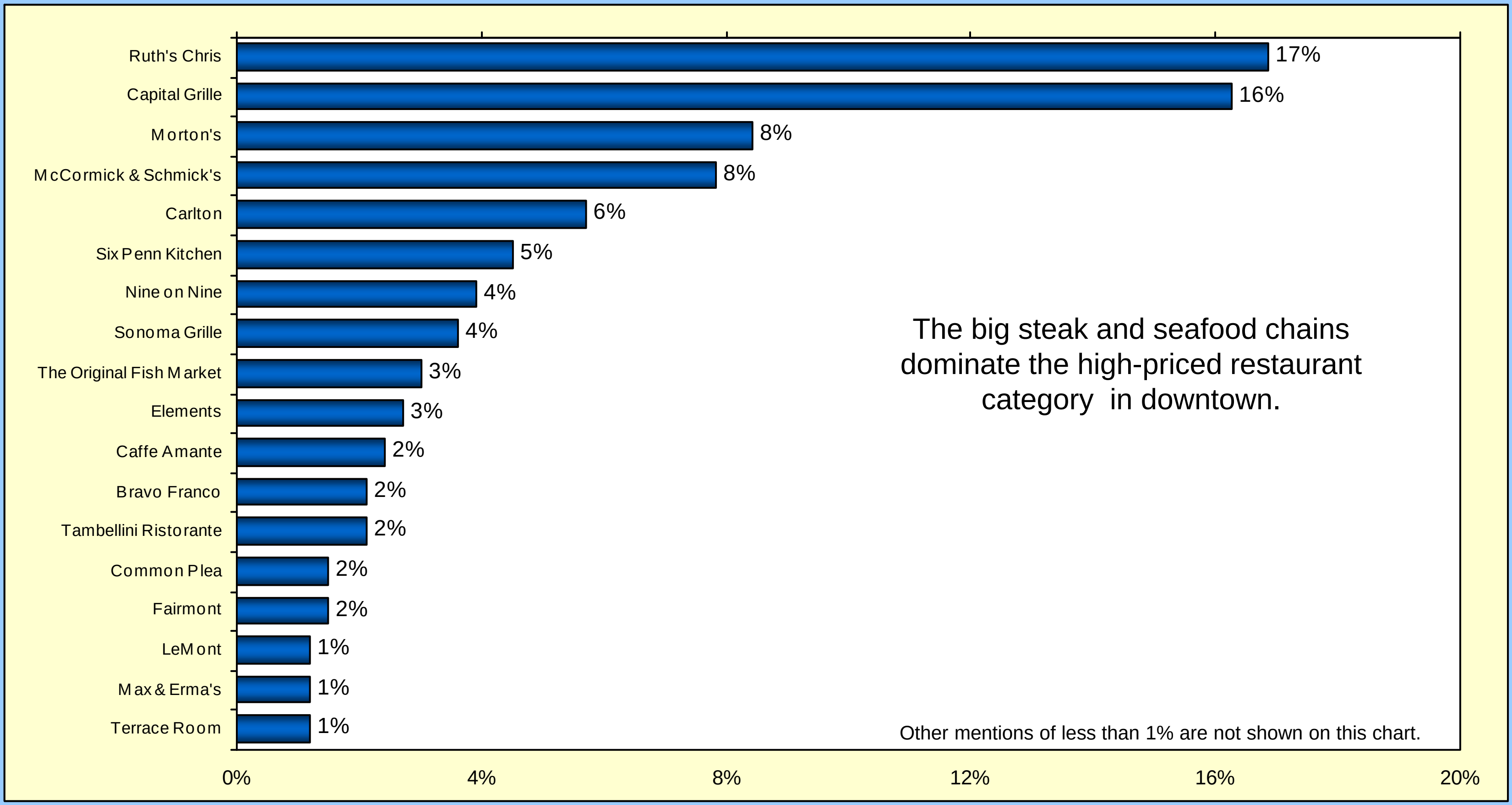
Top-of-Mind Awareness



Q6. What is the first mid-priced restaurant, here in Downtown, that comes to mind**?**

HIGH-PRICED RESTAURANT AWARENESS

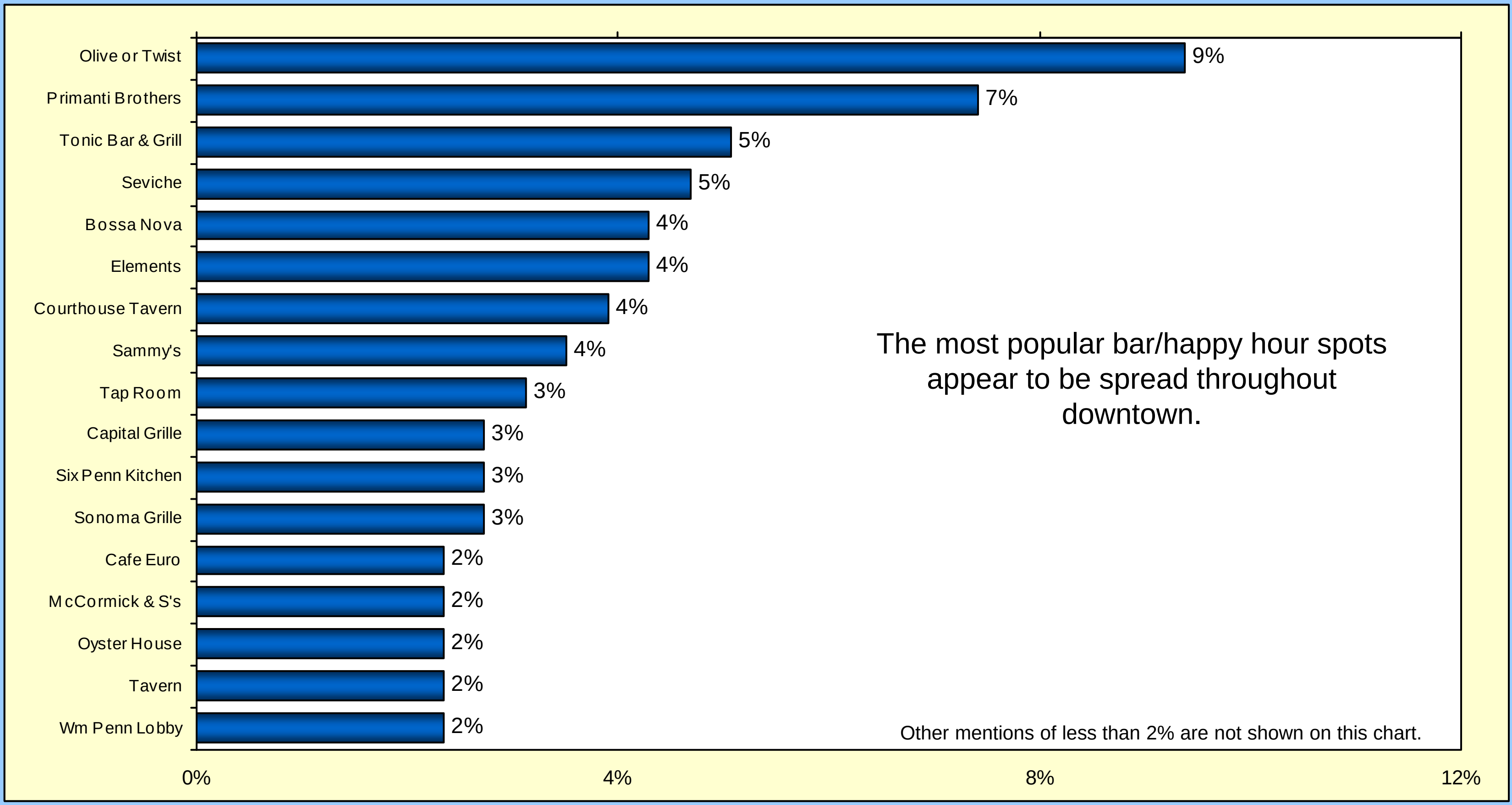
Top-of-Mind Awareness



Q7. What is the first higher-priced restaurant, here in Downtown, that comes to mind**?**

BAR/ "HAPPY HOUR" AWARENESS

Top-of-Mind Awareness

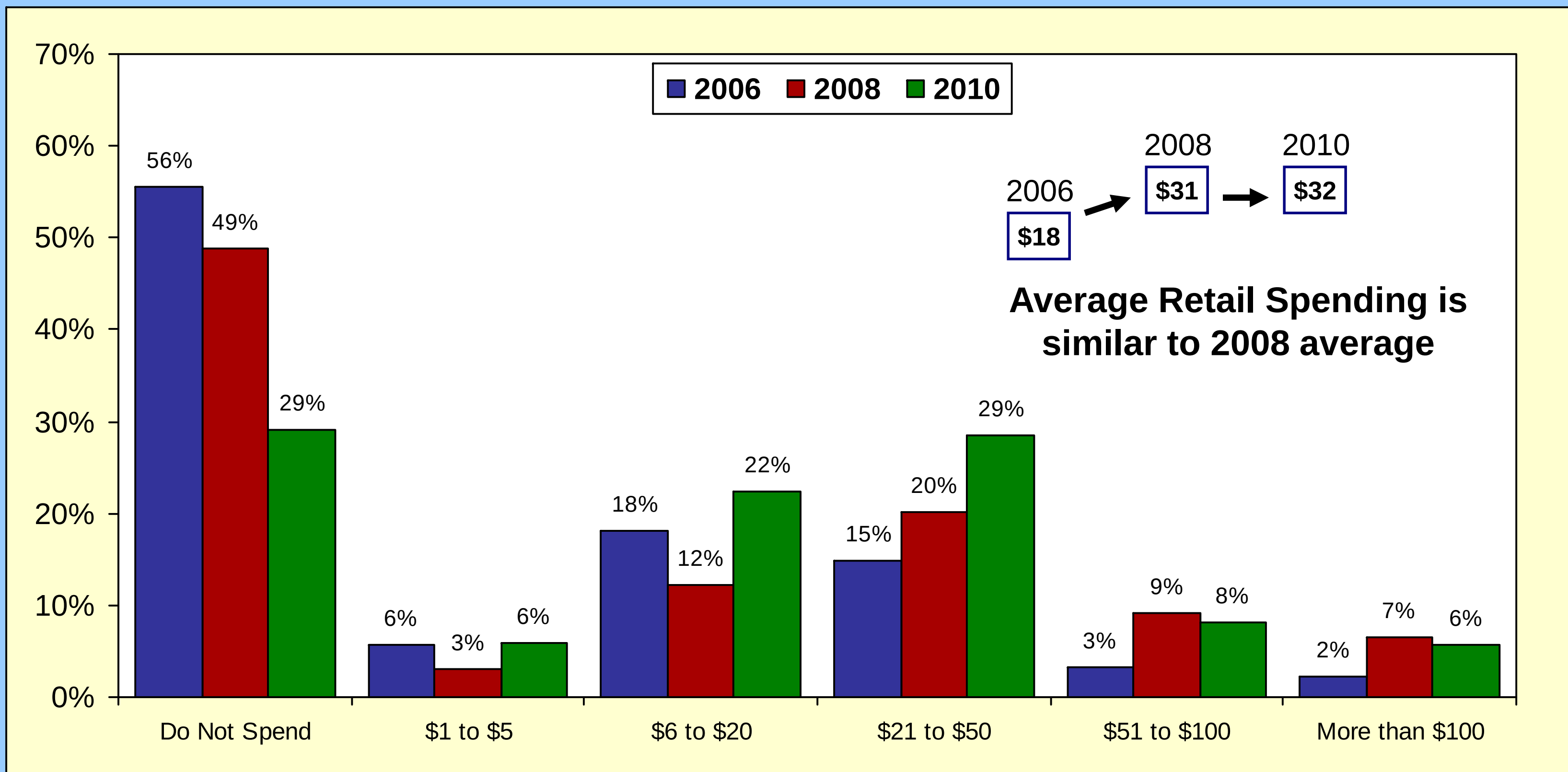


Q8. What is the first bar, club or Happy Hour destination, here in Downtown, that comes to mind**?**

ECONOMIC IMPACT
of
DOWNTOWN PEDESTRIANS

WEEKLY SPENDING WITH DOWNTOWN RETAILERS

Comparison: ’06, ’08, 2010



In 2010 more pedestrians are actually spending at DT retailers (less “non-spenders”); however, the average weekly expenditure remains flat (just $1 higher than 2008 average).

Q9a. In a typical week, how much do you spend with the following Downtown establishments – retailers?

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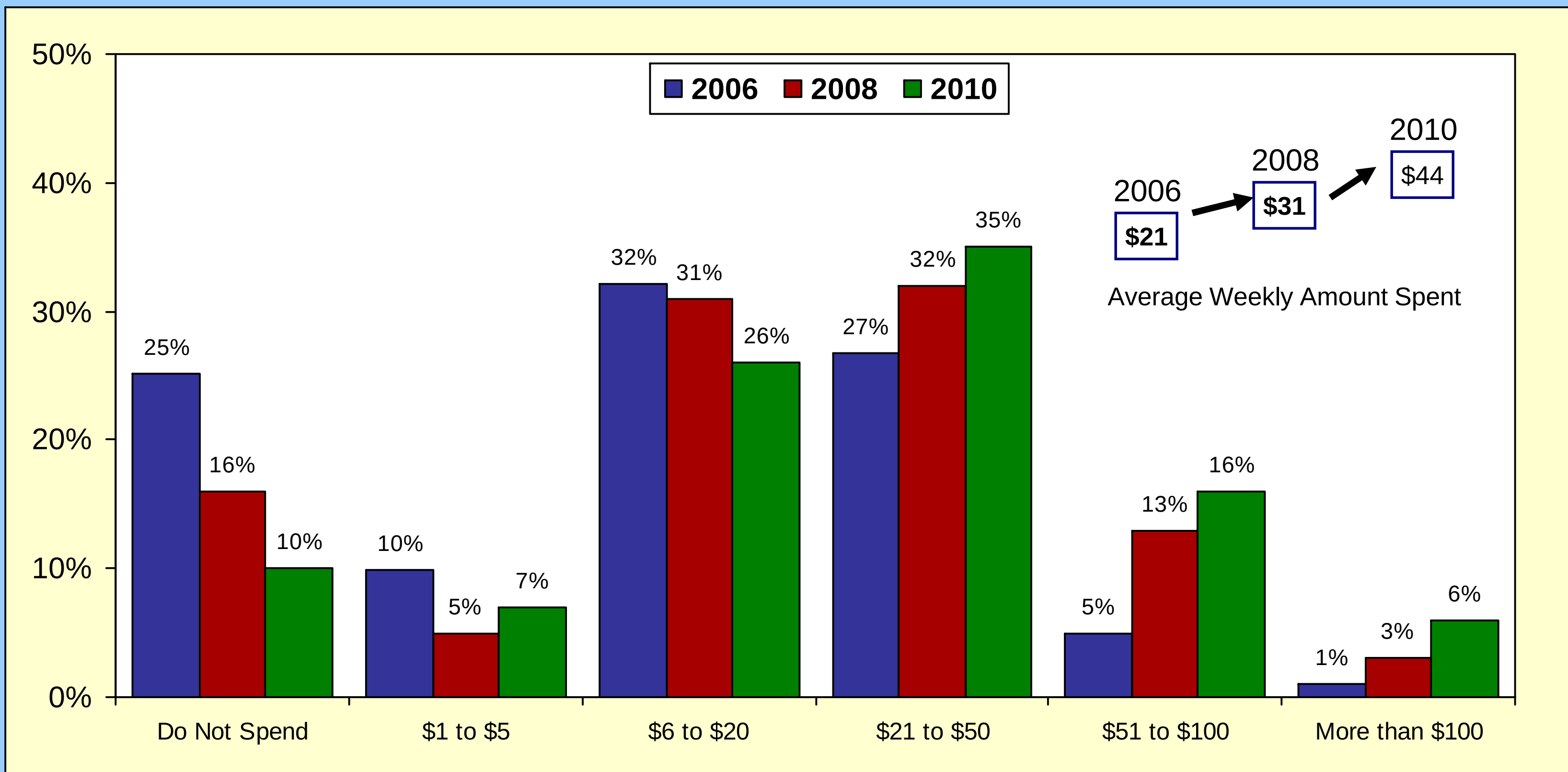
WEEKLY SPENDING WITH DOWNTOWN FOOD/BEV ESTABLISHMENTS

Comparison: ’06, ’08, 2010

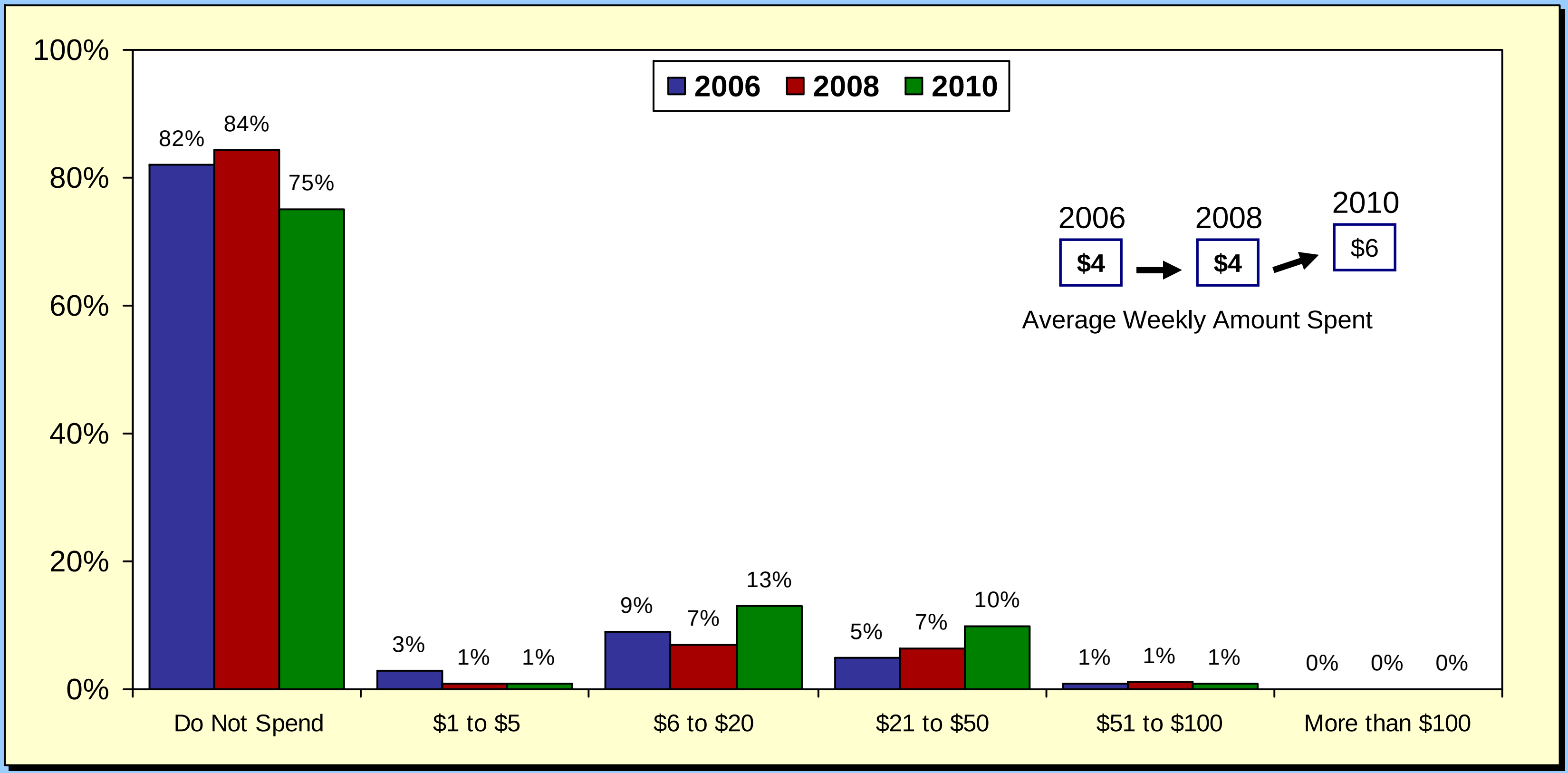


More pedestrians are spending in DT on food & drinks (less “non-spenders”). The per person weekly average expenditure is up sharply (+42%) or + $13.

Q9b. In a typical week, how much do you spend with the following Downtown establishments – food/beverage providers?

WEEKLY SPENDING WITH DOWNTOWN SERVICE PROVIDERS

Comparison: ’06, ’08, 2010

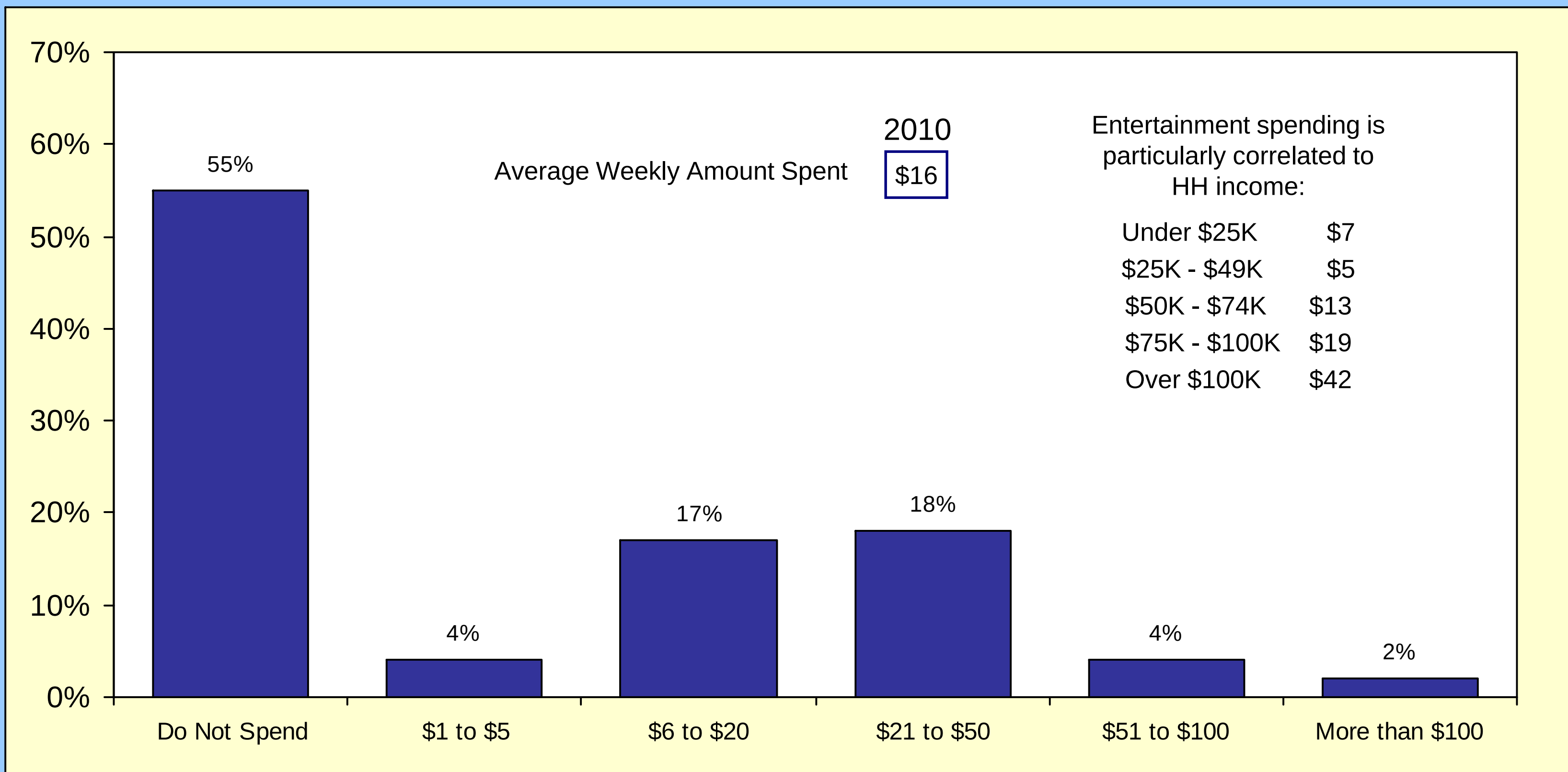


More pedestrians are spending in DT on services (less “non-spenders”). The per person weekly average expenditure is up slightly + $2 versus 2008.

Q9c. In a typical week, how much do you spend with the following Downtown establishments – service providers?

WEEKLY SPENDING ON DOWNTOWN ENTERTAINMENT

2010



Entertainment spending was not tracked in previous 2006 and 2008 studies.

Q9d. In a typical week, how much do you spend with the following Downtown establishments – service providers (theater, plays, live music)?

PEDESTRIAN SPENDING SUMMARY

Total Average Weekly Expenditure = $98 (per pedestrian)

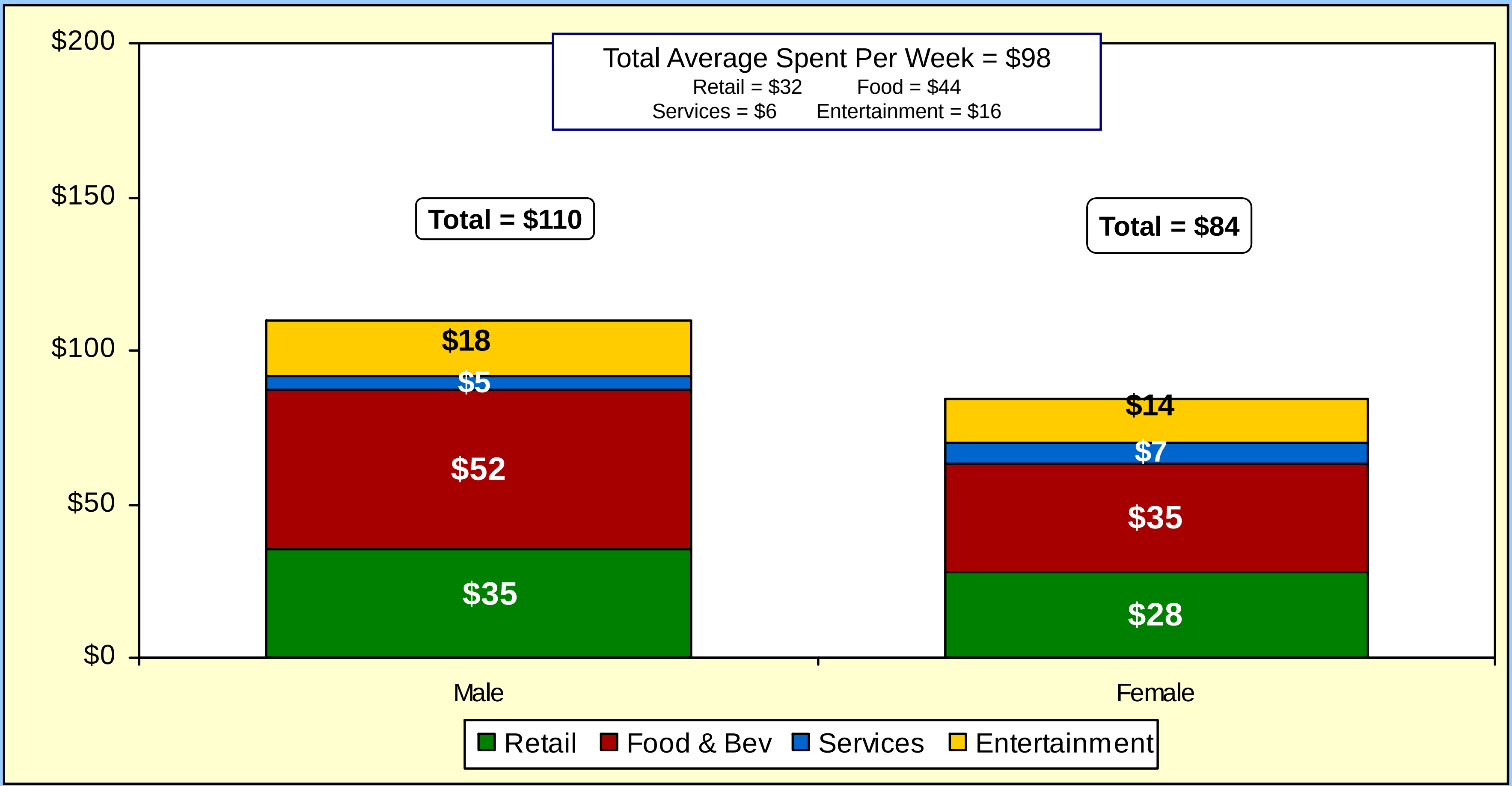
Nail Galleria

RETAIL	FOOD / BEV	SERVICES	ENTERTAINMENT
$32	$44	$6	$16
+ $1 per person Versus 2008	+ $13 per person Versus 2008	+ $2 per person Versus 2008	

Comparison of Similar Categories (Retail + Food/Bev + Services):
2010 Total Average Spent Per Week = $82
2008 Total Average Spent Per Week = $66

SPENDING BY GENDER

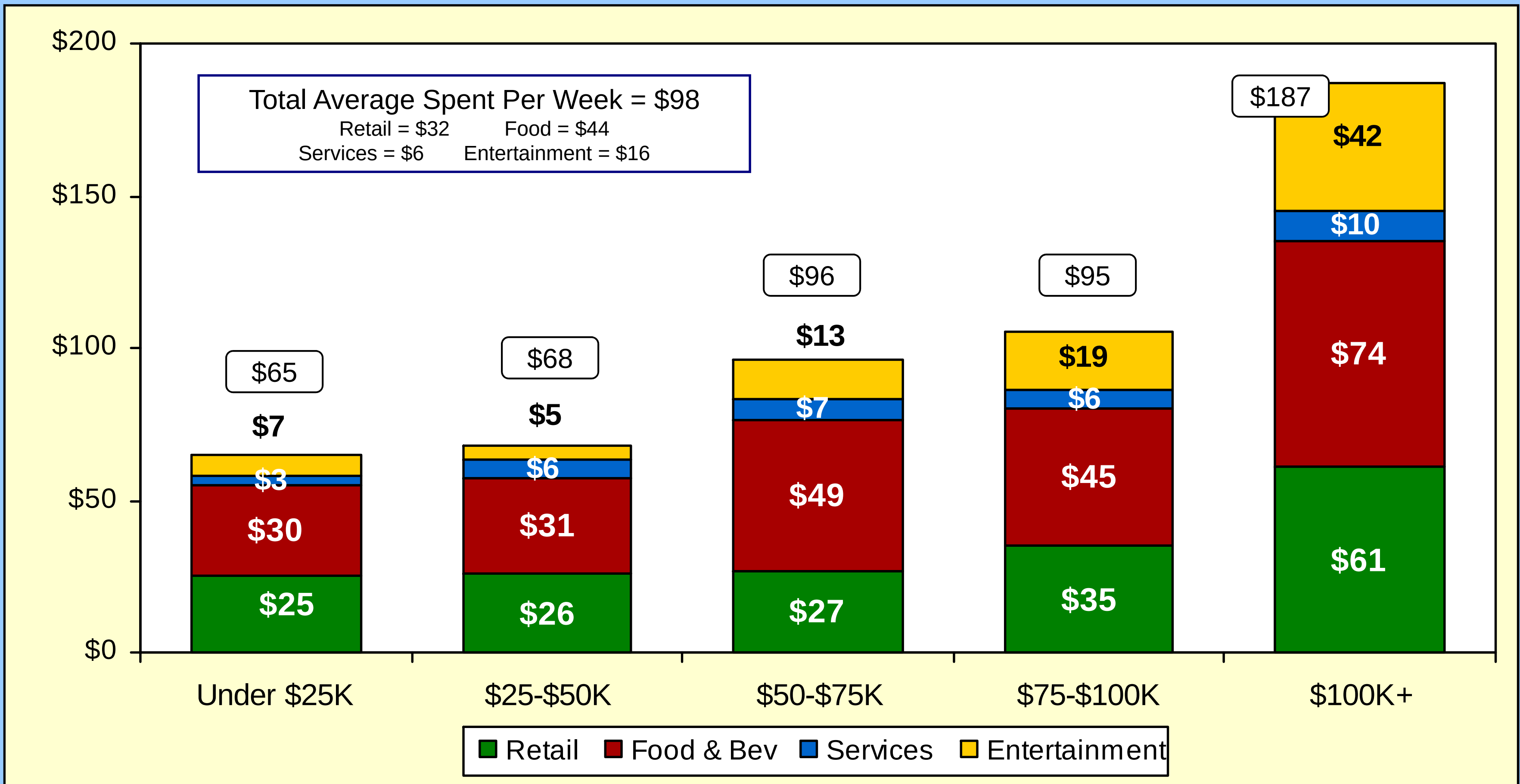
Average Total Weekly Amount Spent



Males report spending more on average per week; particularly in the food & beverage category.

SPENDING BY INCOME GROUP

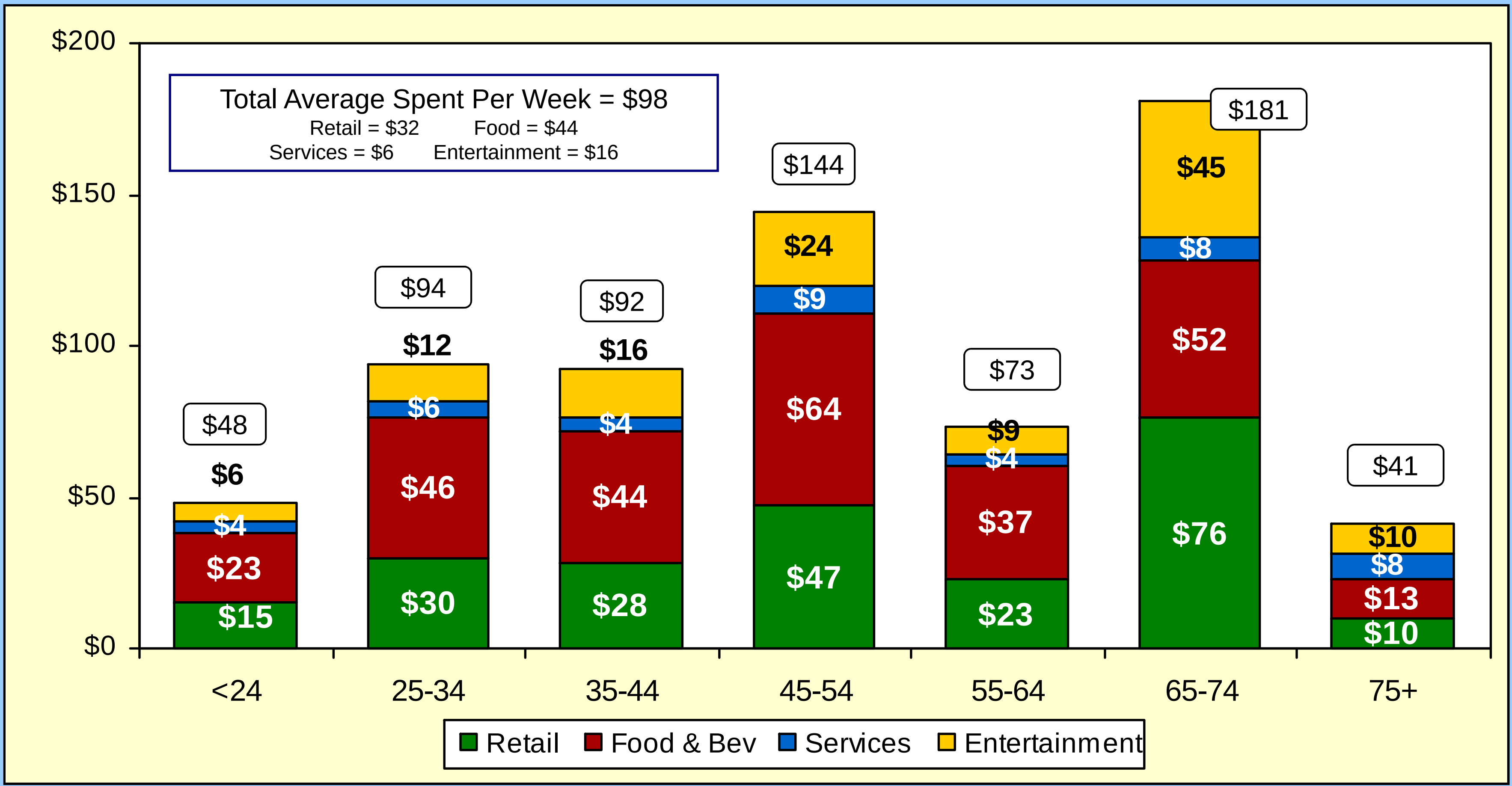
Average Total Weekly Amount Spent



Household income is positively correlated to weekly Downtown spending.

SPENDING BY AGE GROUP

Average Total Weekly Amount Spent



Spending builds by age (positive correlation) until age 54. There is significant variability in average Downtown spending for those 55 and older.

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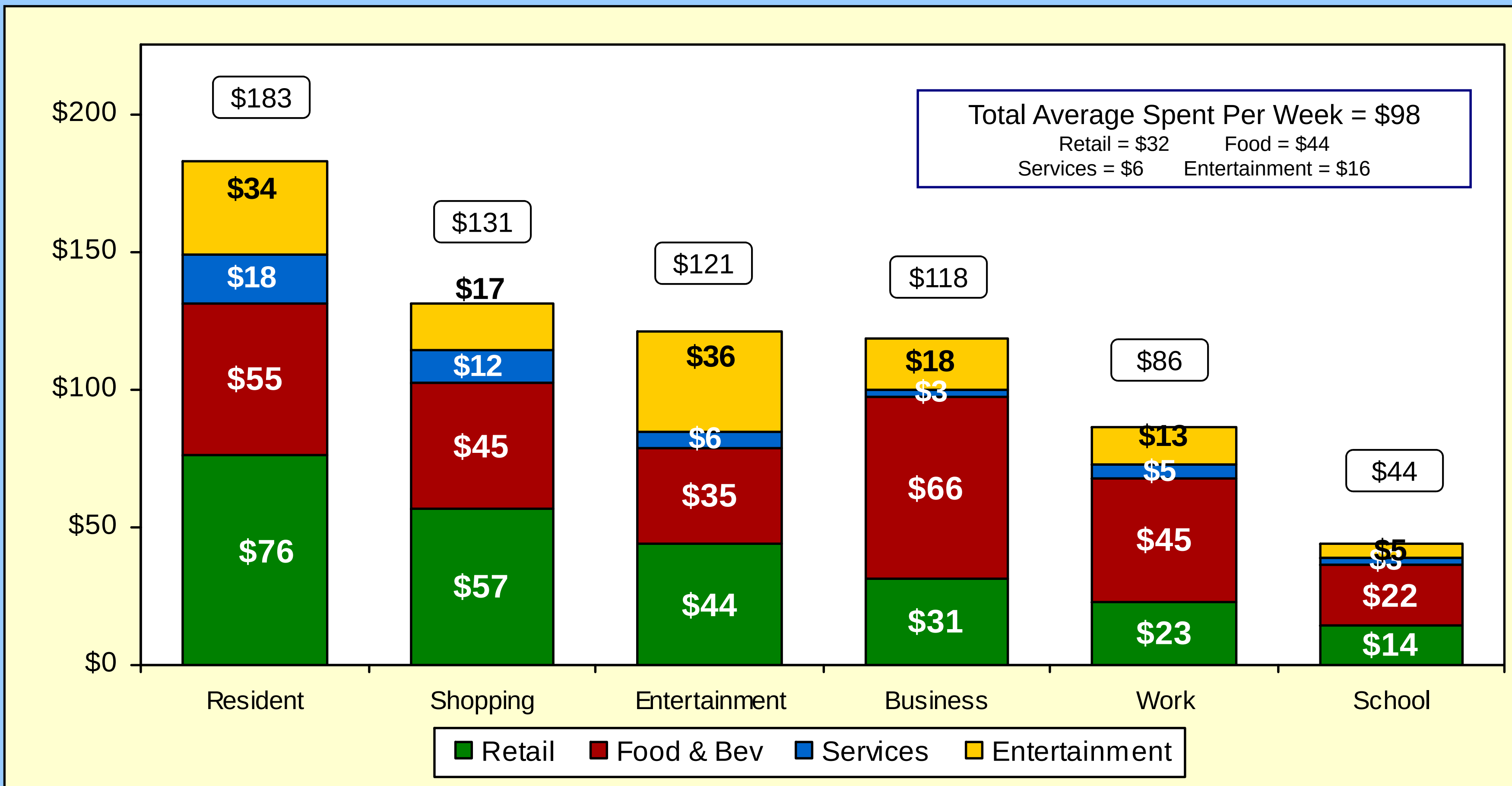
SPENDING BY TYPE OF PEDESTRIAN

Average Total Weekly Amount Spent



Downtown residents spend significantly more than other groups. Workers are spending less than half the amount residents spend per week in Downtown.

On comparable categories, residents spend $15 more (weekly) than in '08 ($149 vs $134).

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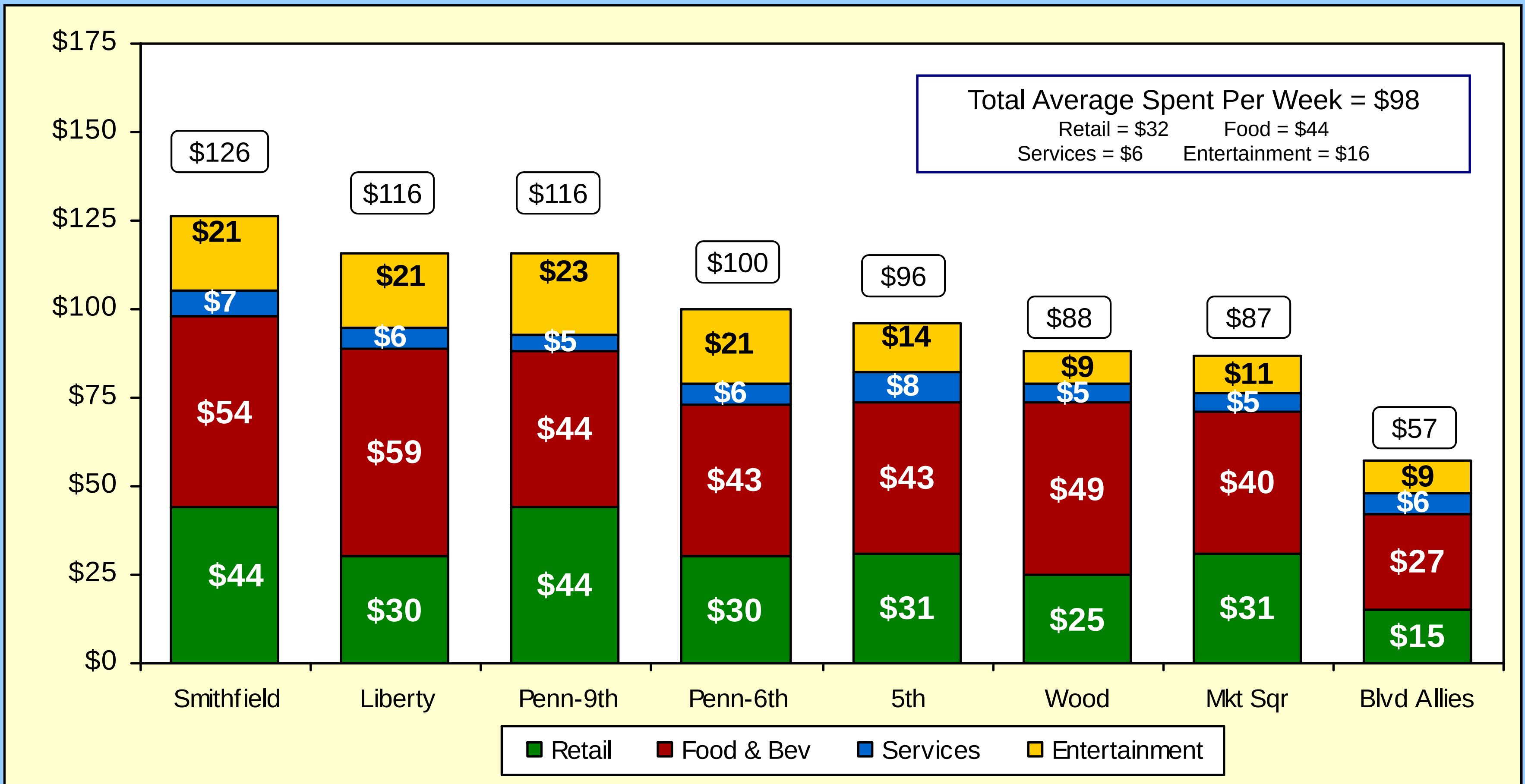
SPENDING BY SURVEY LOCATION

Average Total Weekly Amount Spent



Smithfield Street and the Cultural District tends to be home to Downtown's heavier spenders.

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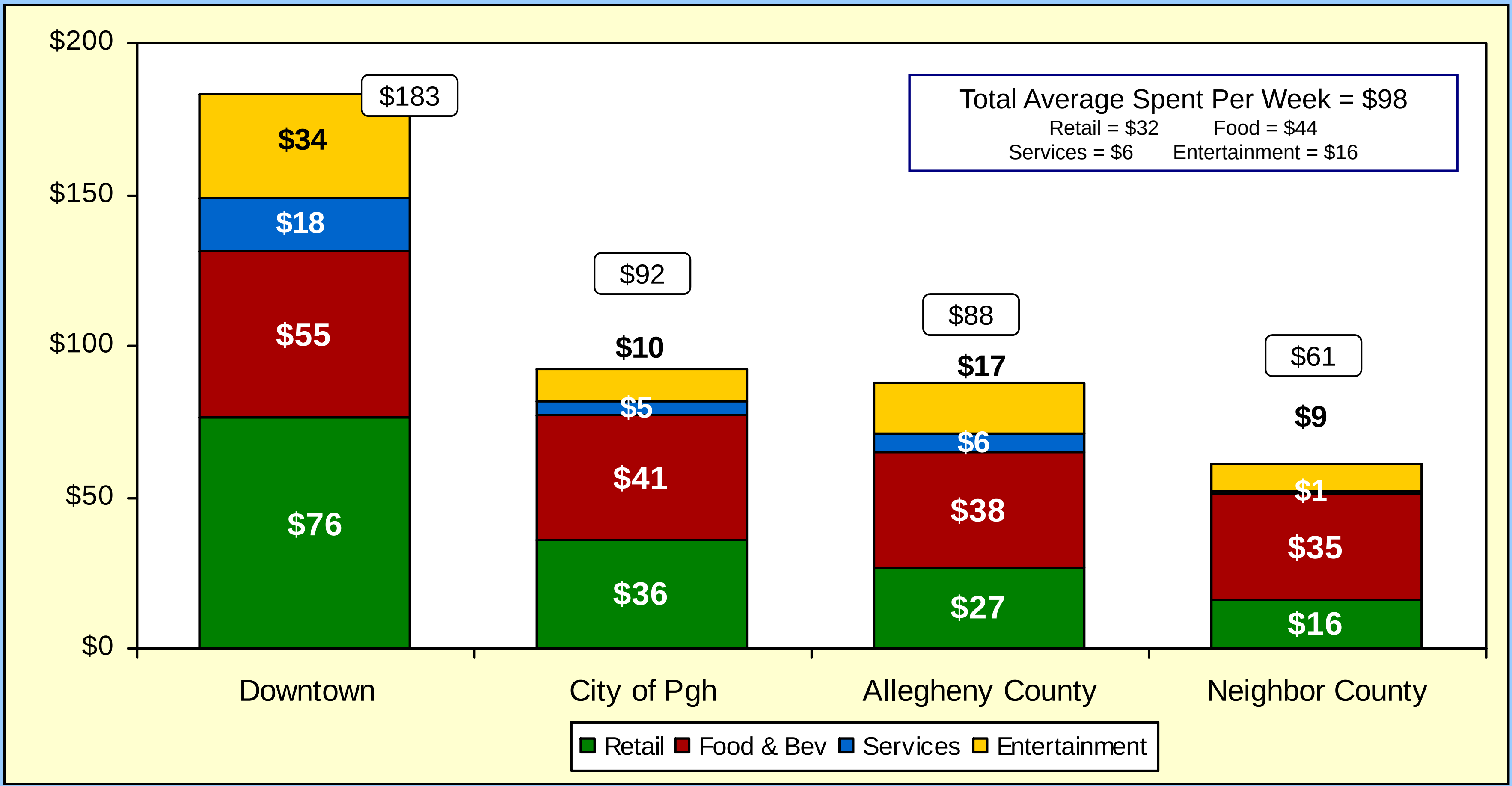
SPENDING BY RESIDENCE

Average Total Weekly Amount Spent

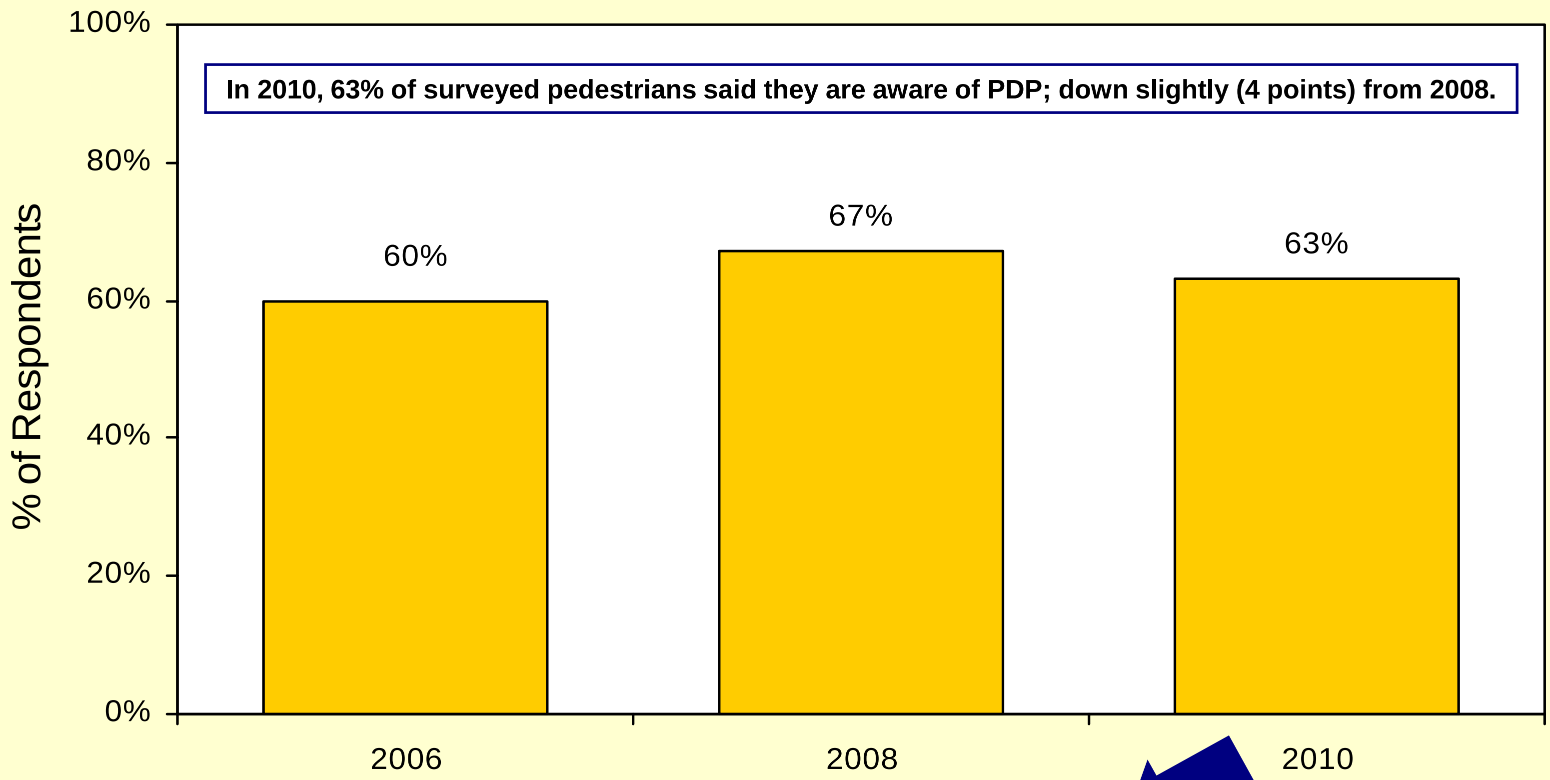


Downtown spending tracks with proximity of residence to Downtown. The closer surveyed pedestrians live to Downtown the more they spend per week.

AWARENESS
&
PERCEPTIONS
of PDP

GENERAL AWARENESS OF PDP

% of Pedestrians Aware of PDP

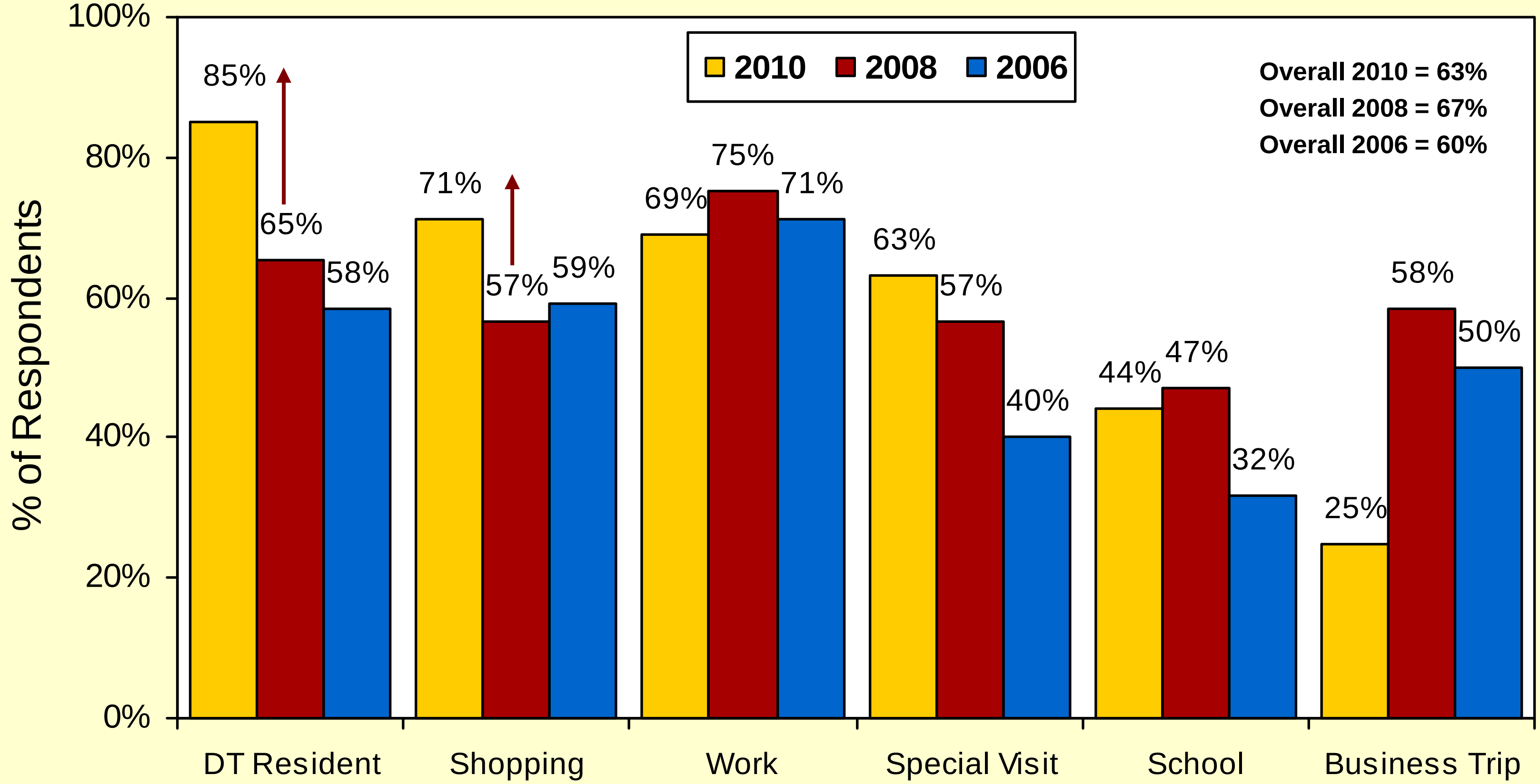


Highest Awareness:
Wood St. = 83%
Penn & 9th = 73%
Blvd of Allies = 68%

Lowest Awareness
Market Sq. = 58%
5th Ave = 58%
Smithfield St. = 58%

Q14. Have you heard of an organization called Pittsburgh Downtown Partnership, also known as PDP?

PDP AWARENESS BY PURPOSE OF VISIT



Awareness varies significantly by pedestrian type (purpose). The biggest change (increase) is seen with Downtown residents: +20 percentage points versus '08 and +27 points versus '06.

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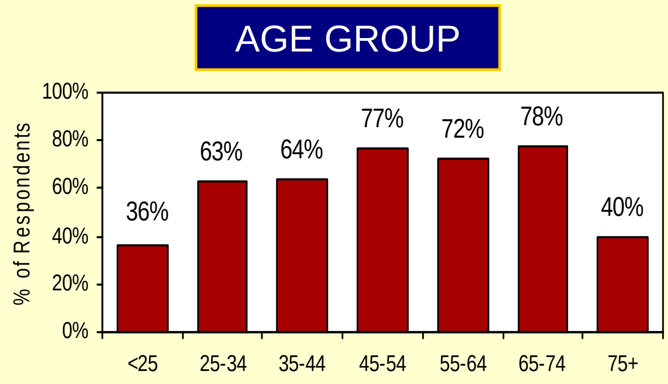
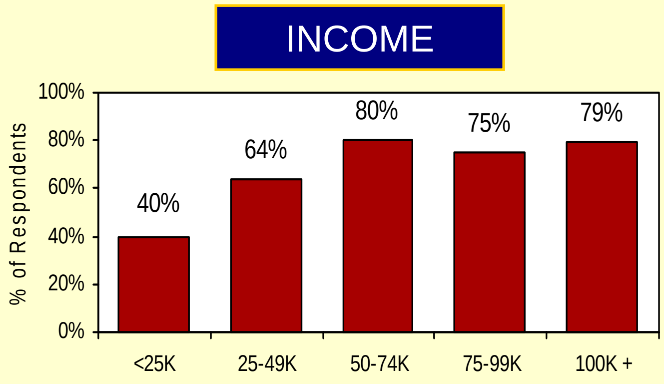
AWARENESS BY DEMOGRAPHIC GROUP

% of Pedestrians Aware of PDP



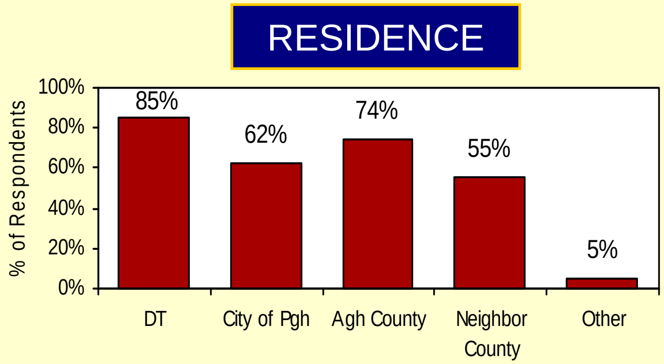


Like 2006 and 2008, the youngest (<25) are least aware of PDP

HH income appears positively correlated with awareness of PDP

City residents (excluding DT) are less aware; similar to those living in neighboring counties (Butler, Washington, etc.)

Slightly higher awareness with females



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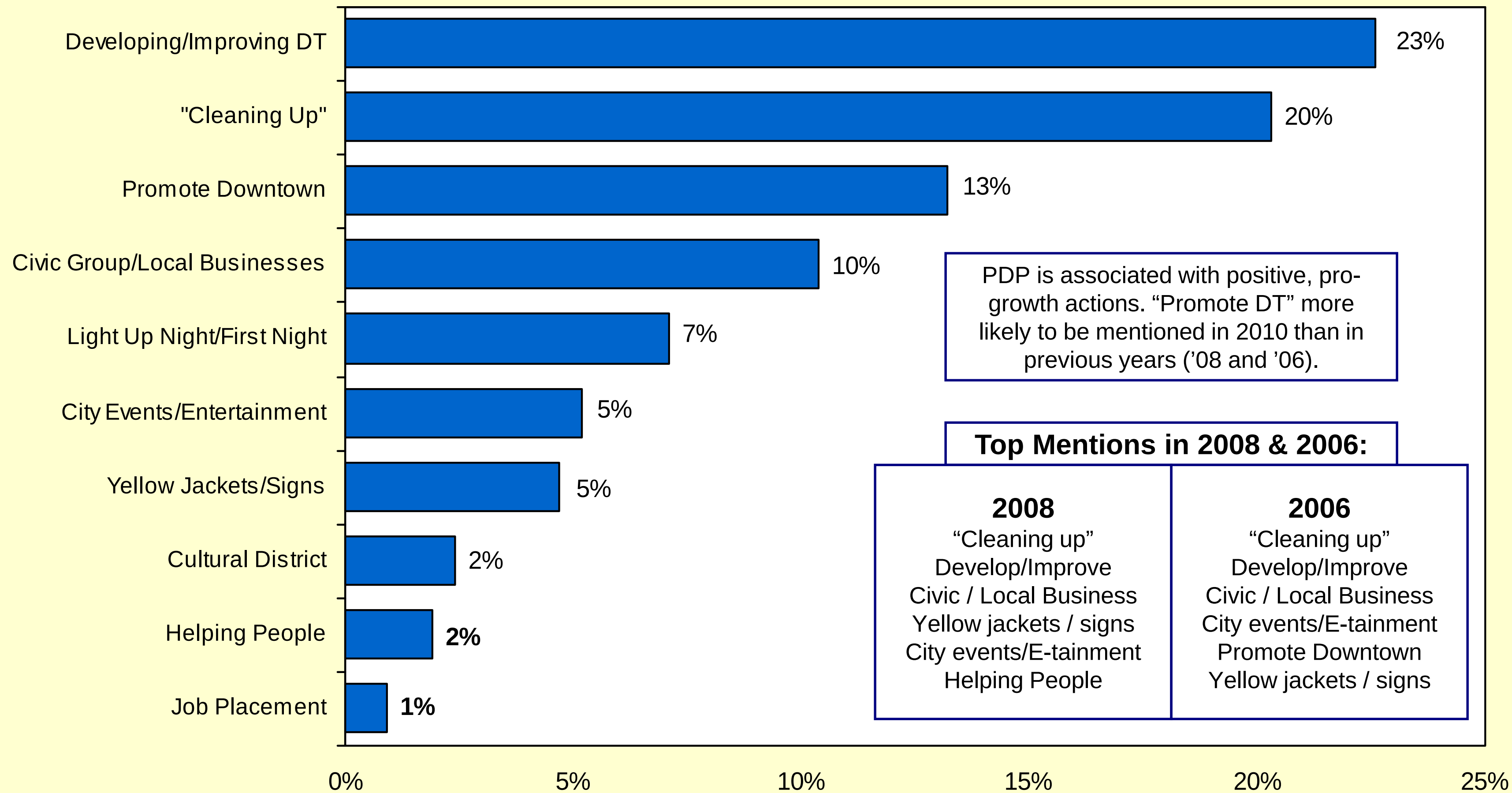
PDP's IDENTITY

Top 10 Mentions



Q15. When I say "Pittsburgh Downtown Partnership" or "PDP," what is the first thing that comes to mind?

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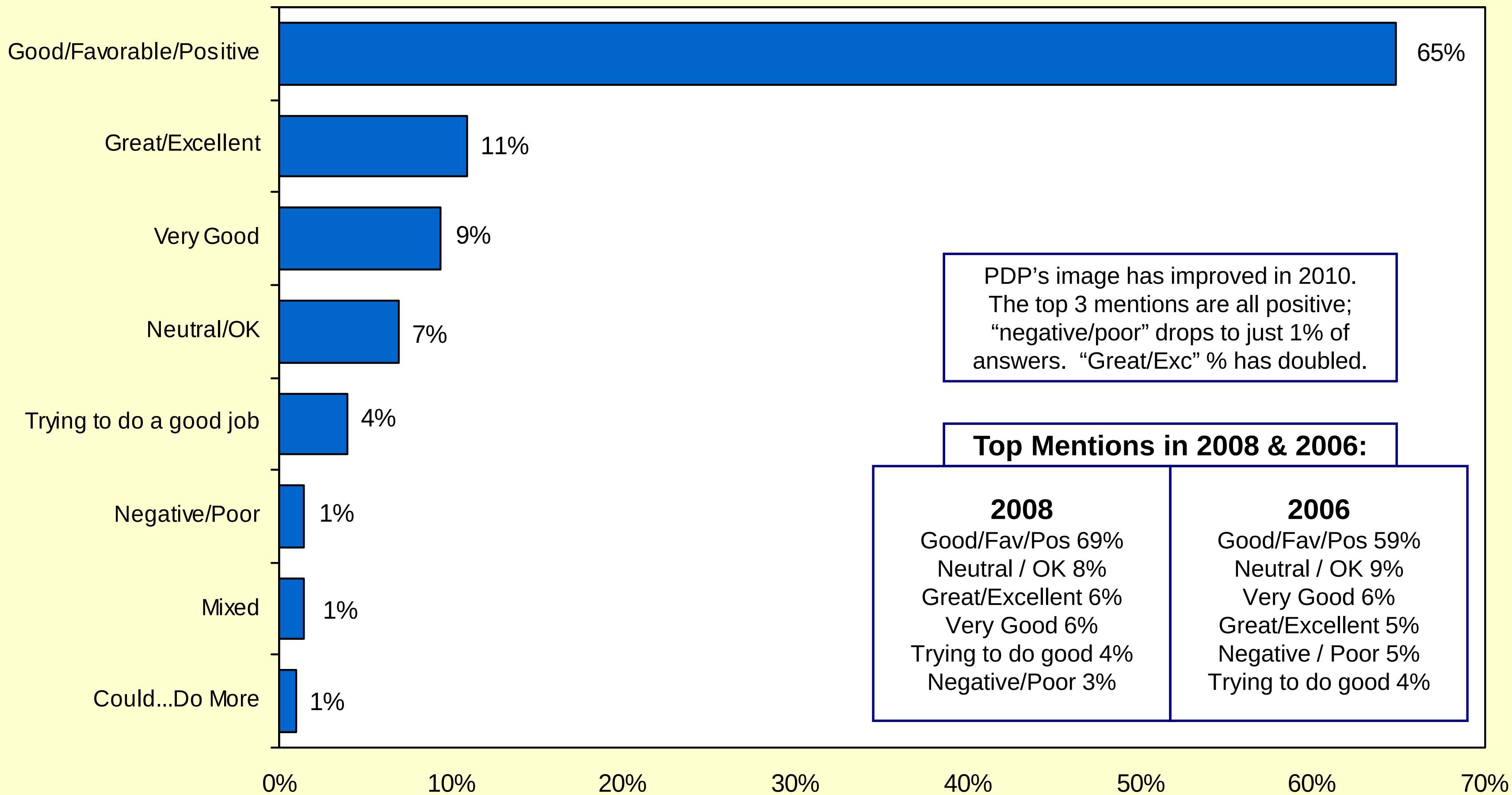
OVERALL IMPRESSION OF PDP

Top 8 Mentions



PDP's image has improved in 2010. The top 3 mentions are all positive; "negative/poor" drops to just 1% of answers. "Great/Exc" % has doubled.

Top Mentions in 2008 & 2006:

2008	2006
Good/Fav/Pos 69%	Good/Fav/Pos 59%
Neutral / OK 8%	Neutral / OK 9%
Great/Excellent 6%	Very Good 6%
Very Good 6%	Great/Excellent 5%
Trying to do good 4%	Negative / Poor 5%
Negative/Poor 3%	Trying to do good 4%

Q16. Based on your knowledge and awareness of PDP, please tell me your overall impression of this organization?

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PERCEPTIONS
of
MARKET SQUARE

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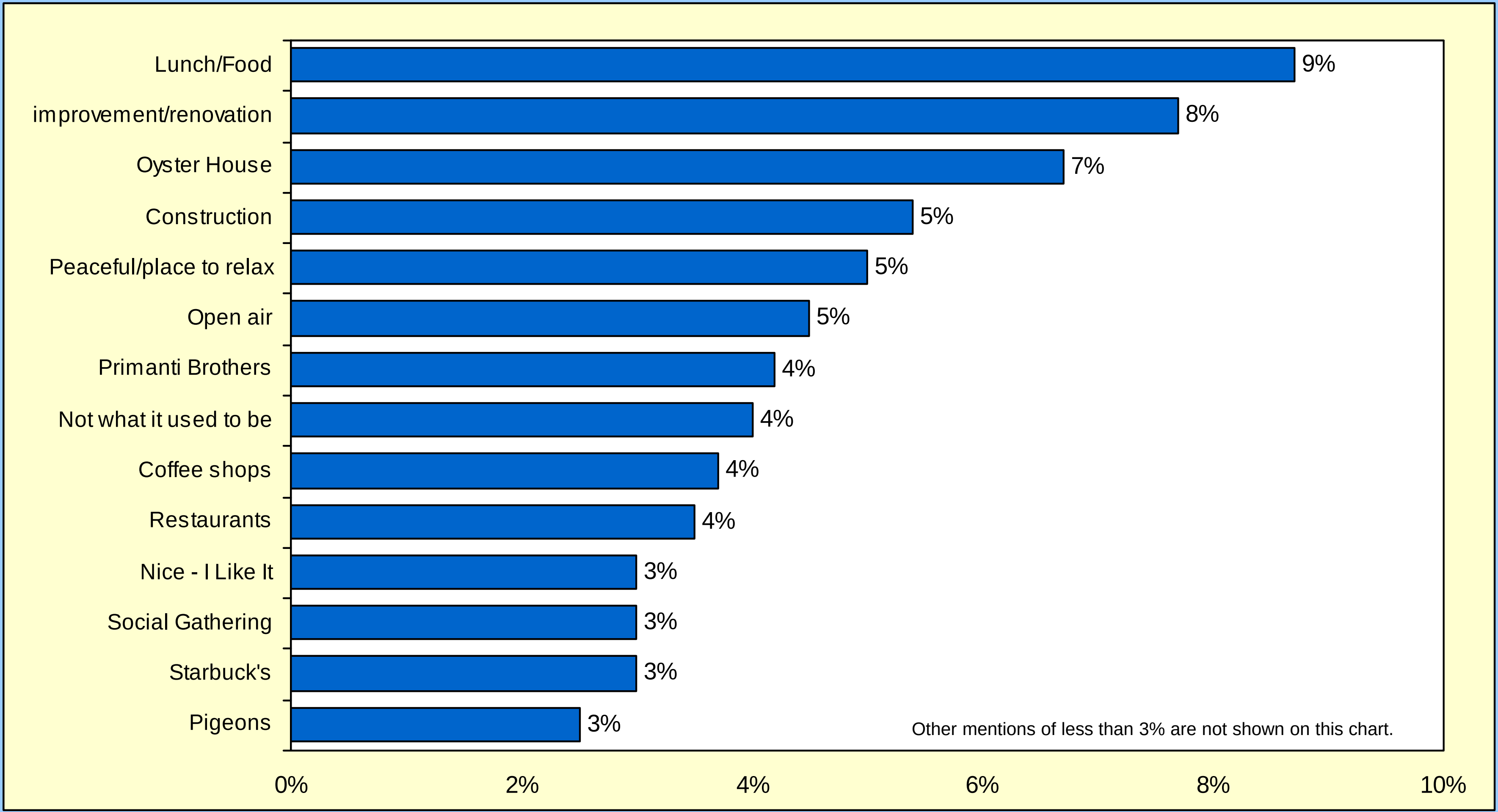
MARKET SQUARE IDENTITY
Top-of-Mind Association



Q10. When I say "Market Square," what is the first thing that comes to mind?

MARKET SQUARE: A FIVE-YEAR SUMMARY

Top 12 Mentions '06, '08, '10

2010 **– Top 12 Mentions**	***2008*** **– Top 12 Mentions**	***2006*** **– Top 12 Mentions**
Lunch / Food	Restaurants	Homeless People – "Riff-raff"
Improvement / Renovation	Pigeons	"Dirty"
Oyster House	Homeless People / "Riff-raff"	Restaurants
Construction	Entertainment / Events	Historic area
Peaceful / Place to Relax	"Lots of People"	Drugs / Drug Dealers
"Open-Air"	Social Gathering	"It's bad – especially at night"
Primanti Brothers	Businesses / Shops	"Nice – I like it"
"Not what is used to be"	Improvement / Renovation	Businesses / Shops
Coffee Shops	PPG	Pigeons
Restaurants	Drugs / Drug Dealers	Social Gathering
"Nice – I like it"	"Dirty"	"Always something going on"
Social Gathering	"Outdoors" / outdoor setting	Farmer's Market

When I say "Market Square," what is the first thing that comes to mind?

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FIVE YEARS OF STEADY PROGRESS

Positive Neutral Negative

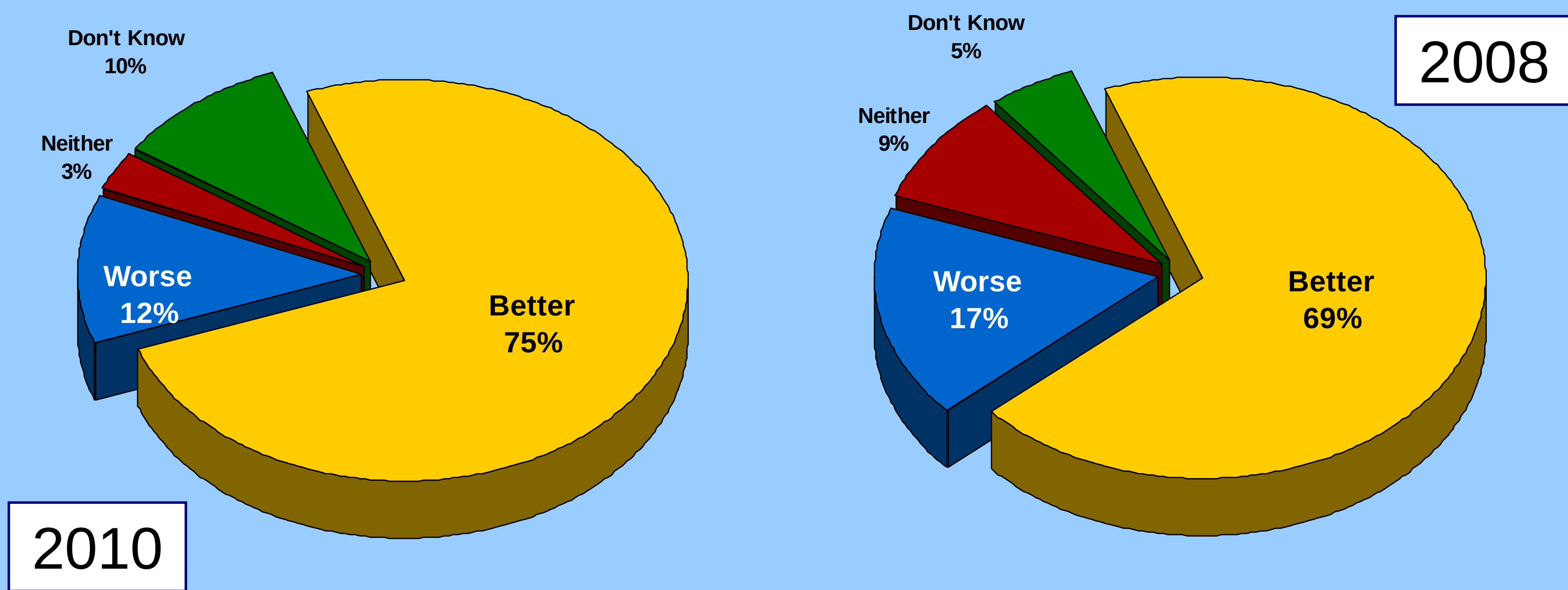
2010 **– Top 12 Mentions**	***2008*** **– Top 12 Mentions**	***2006*** **– Top 12 Mentions**
Lunch / Food	Restaurants	Homeless People – “Riff-raff”
Improvement / Renovation	Pigeons	“Dirty”
Oyster House	Homeless People / “Riff-raff”	Restaurants
Construction	Entertainment / Events	Historic area
Peaceful / Place to Relax	“Lots of People”	Drugs / Drug Dealers
“Open-Air”	Social Gathering	“It’s bad – especially at night”
Primanti Brothers	Businesses / Shops	“Nice – I like it”
“Not what is used to be”	Improvement / Renovation	Businesses / Shops
Coffee Shops	PPG	Pigeons
Restaurants	Drugs / Drug Dealers	Social Gathering
“Nice – I like it”	“Dirty”	“Always something going on”
Social Gathering	“Outdoors” / outdoor setting	Farmer’s Market

When I say “Market Square,” what is the first thing that comes to mind?

MARKET SQUARE – BETTER OR WORSE?

% Saying "Better" in 2010 = 75%

The % saying "Better" is 6 percentage points higher (+6) than in 2008 (75% vs. 69%)



No significant differences by gender, age, income, residence, or pedestrian type

Q11. In your opinion, has Market Square changed for the better or for the worse?

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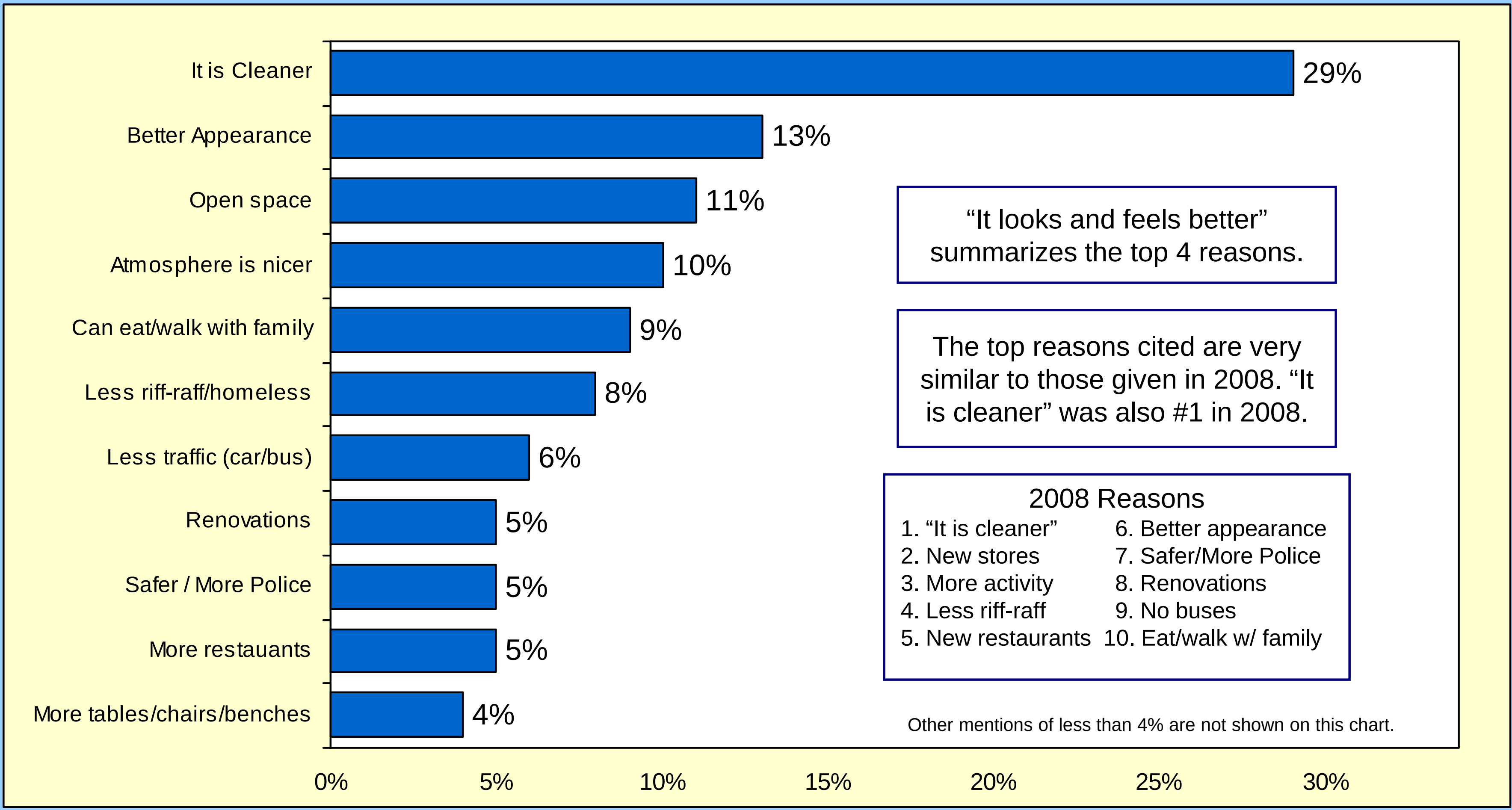
REASONS MARKET SQUARE IS BETTER NOW

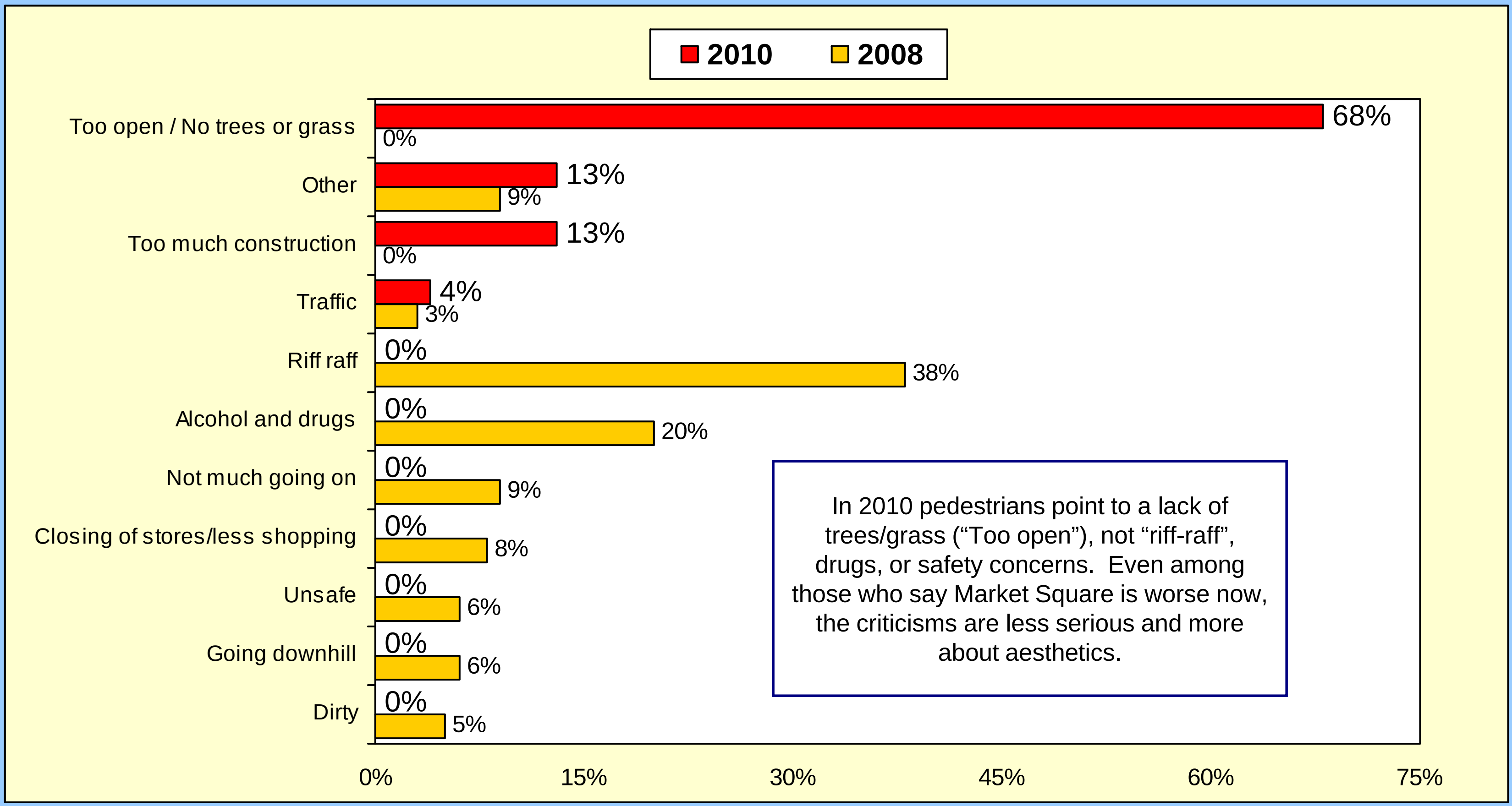
Top Mentions



Q12. Why is Market Square better now?

REASONS MARKET SQUARE IS WORSE NOW

Comparison of Top Mentions



Q12. Why is Market Square worse now?

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SUMMARY OF KEY FINDINGS

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PEDESTRIAN TRAFFIC SUMMARY

- Pedestrians were counted using the identical methodology followed in the 2006 and 2008 studies. Counts were recorded from 7:00 a.m. till 7:00 p.m., in mid-September, under weather conditions similar to previous studies.
- Over a three-day period (Th - Sat) 183,000 pedestrians were counted crossing by nine designated Downtown locations.
- At six of the nine comparable locations (comparable to ’08 study), traffic is 40% higher (on average) than 2 years ago.
- Market Square and 5th Avenue see more traffic (+116% & +84%) than in 2008; both locations are among the busiest pedestrian traffic areas in the 2010 study. Their revitalization is clearly attracting more foot traffic, and for surrounding businesses, more potential customers.
- Weekday traffic volume far outweighs weekend volume; 260% more pedestrians move through Downtown during the week than on the weekend.
- Traffic volume has increased steadily, in small increments, at both Liberty & 10th and Penn near 9th, every year since 2001 (2001 - 2010).
- Weekday foot traffic peaks at 8:15 a.m., 12:15 - 12:45 p.m., and again from 4:45 - 5:15 p.m.; a traditional “rush hour” pattern. The largest peak occurs during the “lunch hour”.
- Weekend traffic builds steadily throughout the entire morning, then plateaus and remains relatively stable from 12:30 p.m. on. There is a weekend peak from 4:30 to 5:00 p.m., but there is no noticeable decrease or drop-off after 5:30 p.m. like weekdays.

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SUMMARY OF SURVEY FINDINGS

- **Nearly 60% of pedestrians are Downtown for work; very similar to the '08 finding. The second-largest group, students, account for 10% of Downtown's pedestrian traffic. Liberty and Penn Avenue are heavily populated with workers, while Boulevard of the Allies is heavily traveled by students.**
- **Spending in Downtown has increased steadily since the pilot study in 2006. On three comparable categories, (Retail, Food/Beverage, Services) total per person spending has risen from $47 per week in '06 to $66 in '08, and now $82 in 2010. In sum, pedestrian spending is tracking at +15% per year since 2006.**
  - *Weekly RETAIL spending = $32 (+ $1 vs. '08)*
  - *Weekly FOOD/BEV = $44 (+ $13 vs. '08)*
  - *Weekly SERVICES = $6 (+ $2 vs. '08)*
  - *Weekly ENTERTAINMENT = $16 (new category in 2010)*
- **Downtown residents spend significantly more than other pedestrians, including those who frequent Downtown regularly. Residents ($183) spend over twice as much per week in Downtown as workers ($86), and four times as much as students ($44).**
- **Spending is positively correlated to age and income; and males report spending $26 more per week than females. Those surveyed at Smithfield, Liberty/10th, Penn/9th, and Penn/6th spend the most, while pedestrians at Boulevard of the Allies spend the least.**
- **Top-of-mind awareness for retailers and restaurants is fairly predictable:**
  - **Retailers: Macy's, Burlington, Saks Fifth Avenue**
  - **Lower-Priced Dining: McDonald's, Wendy's, Subway, Primanti Bros., Moe's SW Grill**
  - **Mid-Priced Dining: Primanti Bros., Max & Erma's, Subway, Moe's SW Grill, Quizno**
  - **Higher-Priced Dining: Ruth's Chris, Capitol Grille, Morton's, McCormick & Schmick, Carlton**
  - **Coffee Shop: Starbuck's, Crazy Mocha, Dunkin' Donuts**
  - **Bar/club/"Happy hour": Olive or Twist, Primanti Bros., Tonic Bar & Grill, Seviche, Bossa Nova**

SUMMARY OF SURVEY FINDINGS

- Slightly over half (53%) use public transportation (bus or "T") to commute to Downtown; an almost identical statistic as the 2010 Employee Transportation Needs Assessment conducted in the second quarter of 2010.
- When the North Shore Connector's benefits were explained clearly to pedestrians (part of free fare zone, very short wait times), those saying "likely to use it" doubled versus prior research:
  - 40% are likely to "park on N/S Shore and take the NSC into Downtown"; prior research = 18%
  - 50% are likely "to take the NSC to reach N/S Shore restaurants and bars from Downtown"; prior research = 26%
- Overall awareness level of PDP (63%) remains above the '06 pilot study percentage (60%). Awareness has surged +20 percentage points since 2008 among Downtown residents (65% → 85%).
- The overall opinion of PDP has improved steadily since the pilot study in 2006; pedestrians characterizing PDP as "great/excellent" doubled in the past 2 years.
- The steady improvement and transformation of Market Square is reflected in the
- evolution of opinion and comments from 2006 to present:
  - In 2006 "homeless people/riff-raff" and "dirty" were the two most common ("top 2) answers used to describe Market Square. "Drugs/drug deals" was another "top 5" mention attributed to the area, all of which underscored the very negative view most DT pedestrians held towards Market Square.
  - In 2010 "lunch time/food" & "improvement/renovation" are the two most common labels used to describe Market Square.
  - In 2010 the once common negative associations have literally vanished. The 12 most common answers describing Market Square today are either positive or positive/neutral; zero negatives!
- Pedestrian demographic characteristics have remained very similar across the '06, '08, and 2010 studies.

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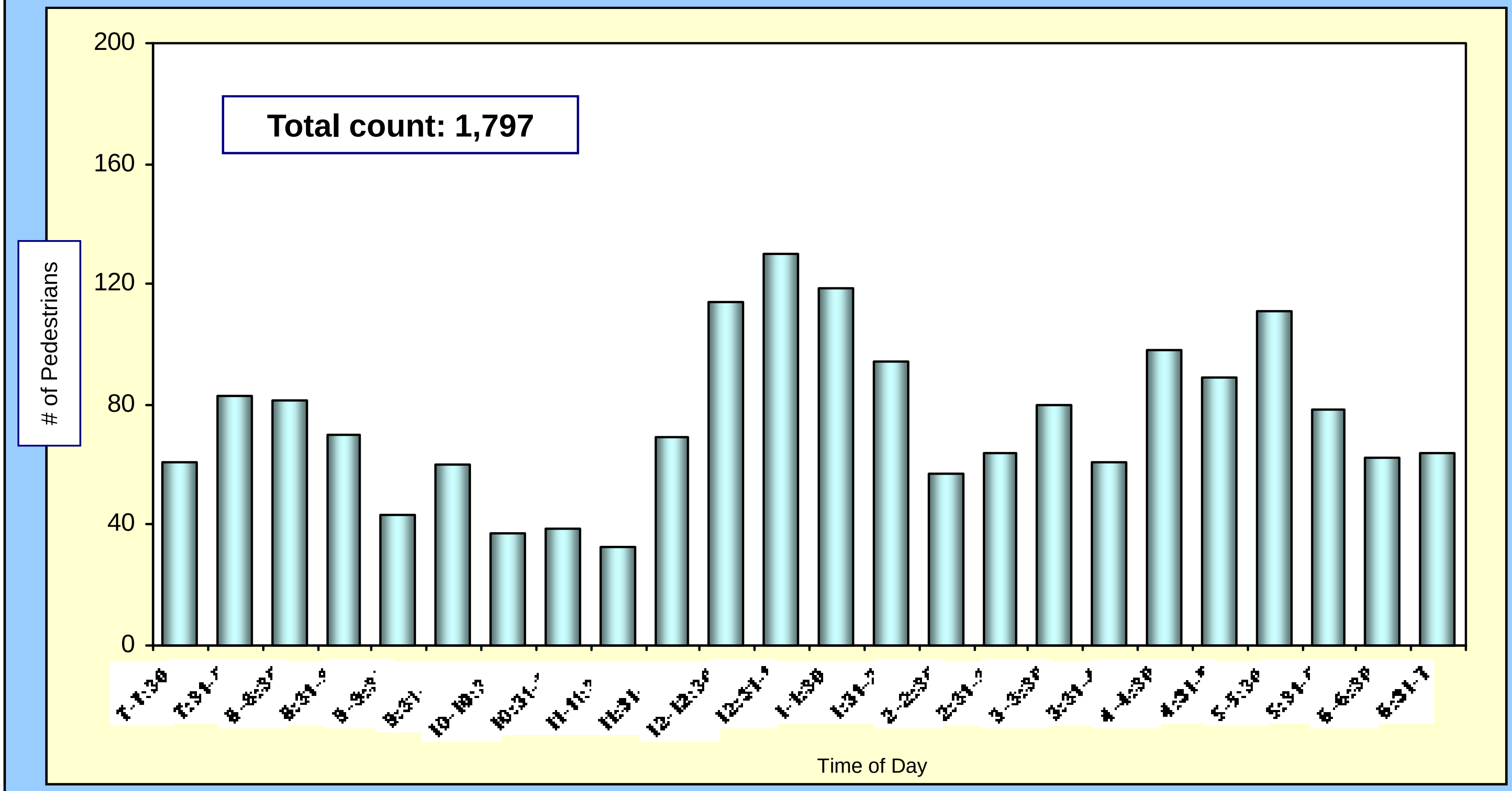
APPENDIX A:
TRAFFIC COUNTS
OF LOCATIONS BY DAY

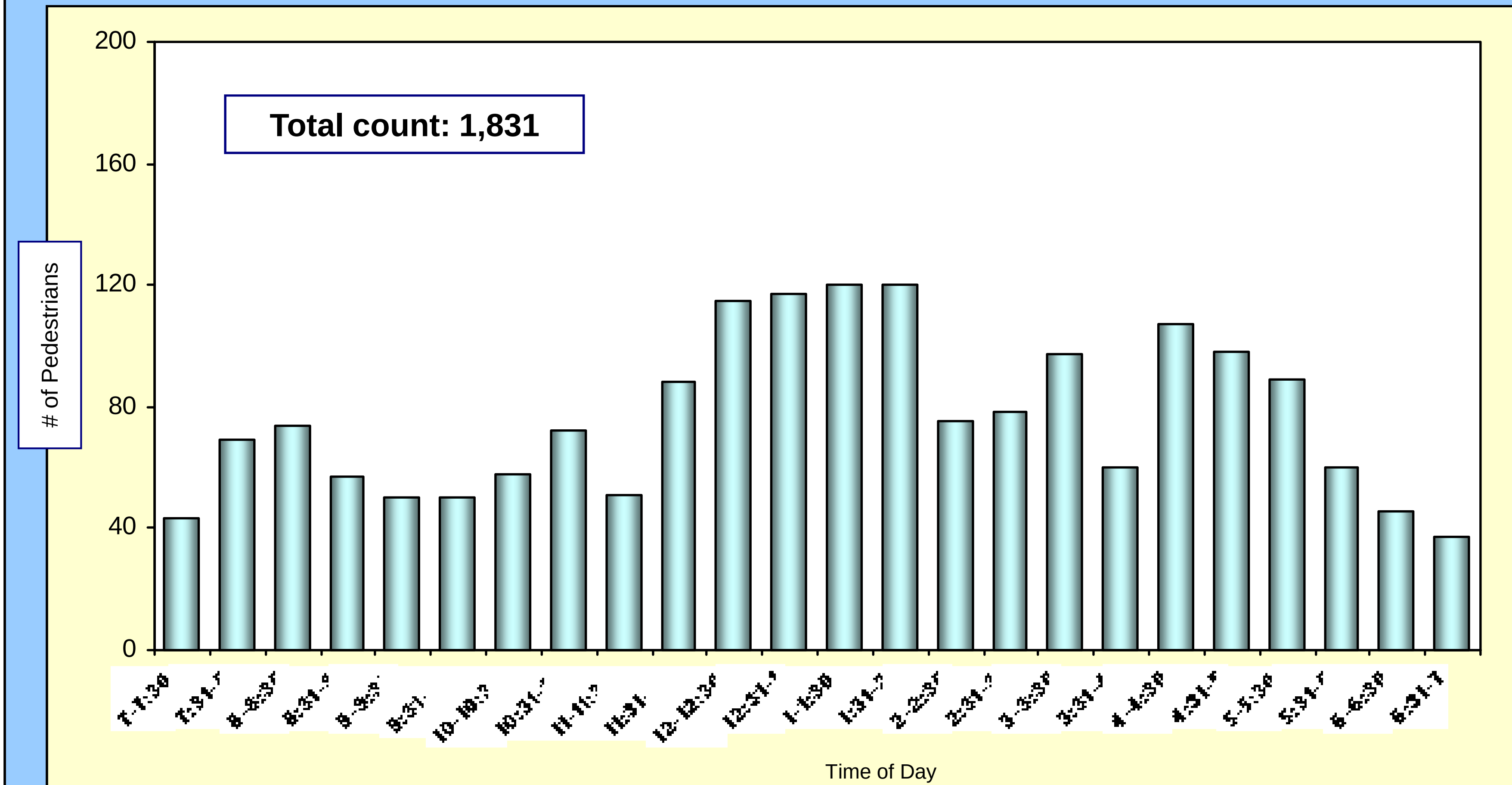
BLVD OF THE ALLIES – THURSDAY TRAFFIC

12 Hour Total for Thursday



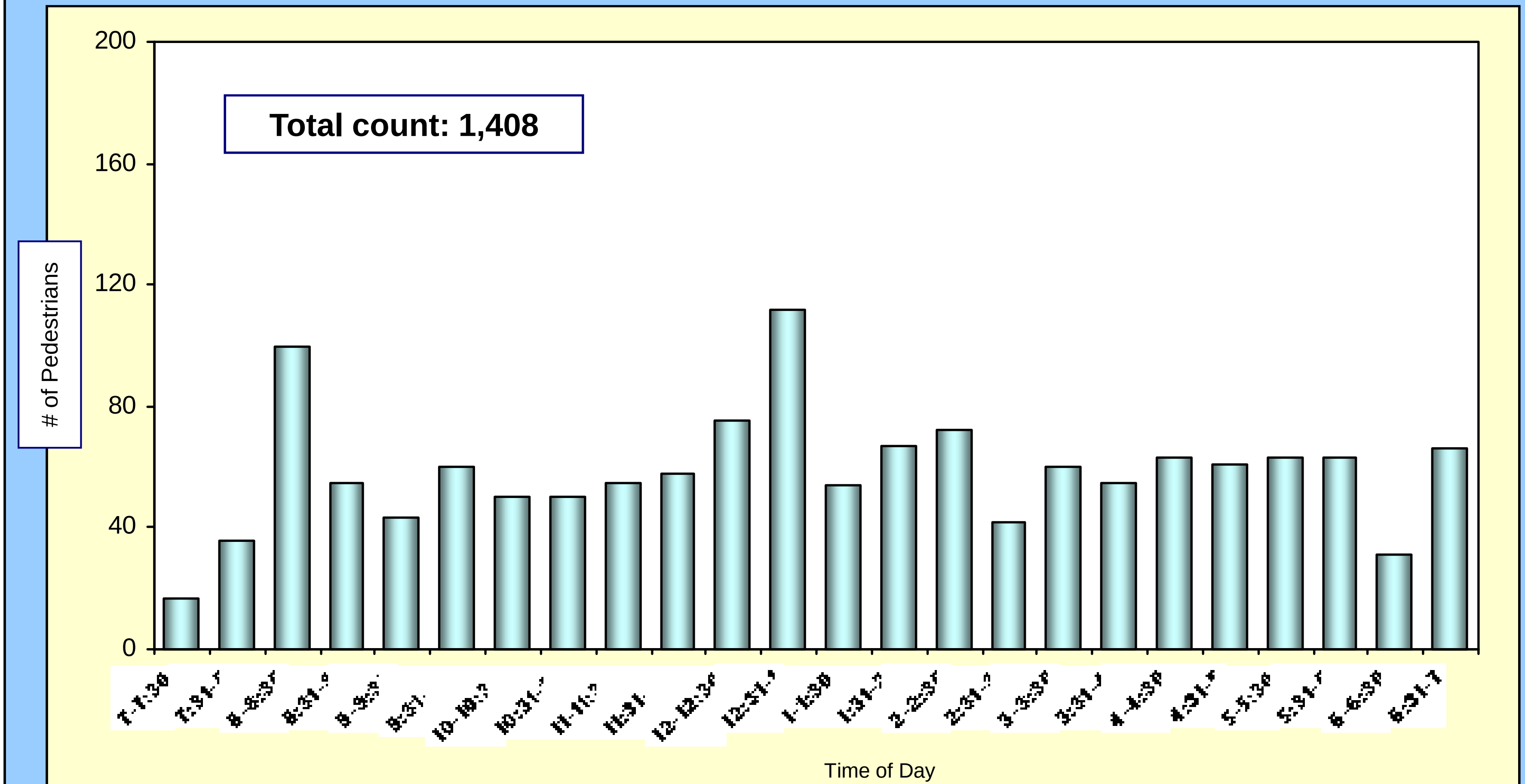
BLVD OF THE ALLIES – FRIDAY TRAFFIC

12 Hour Total for Friday



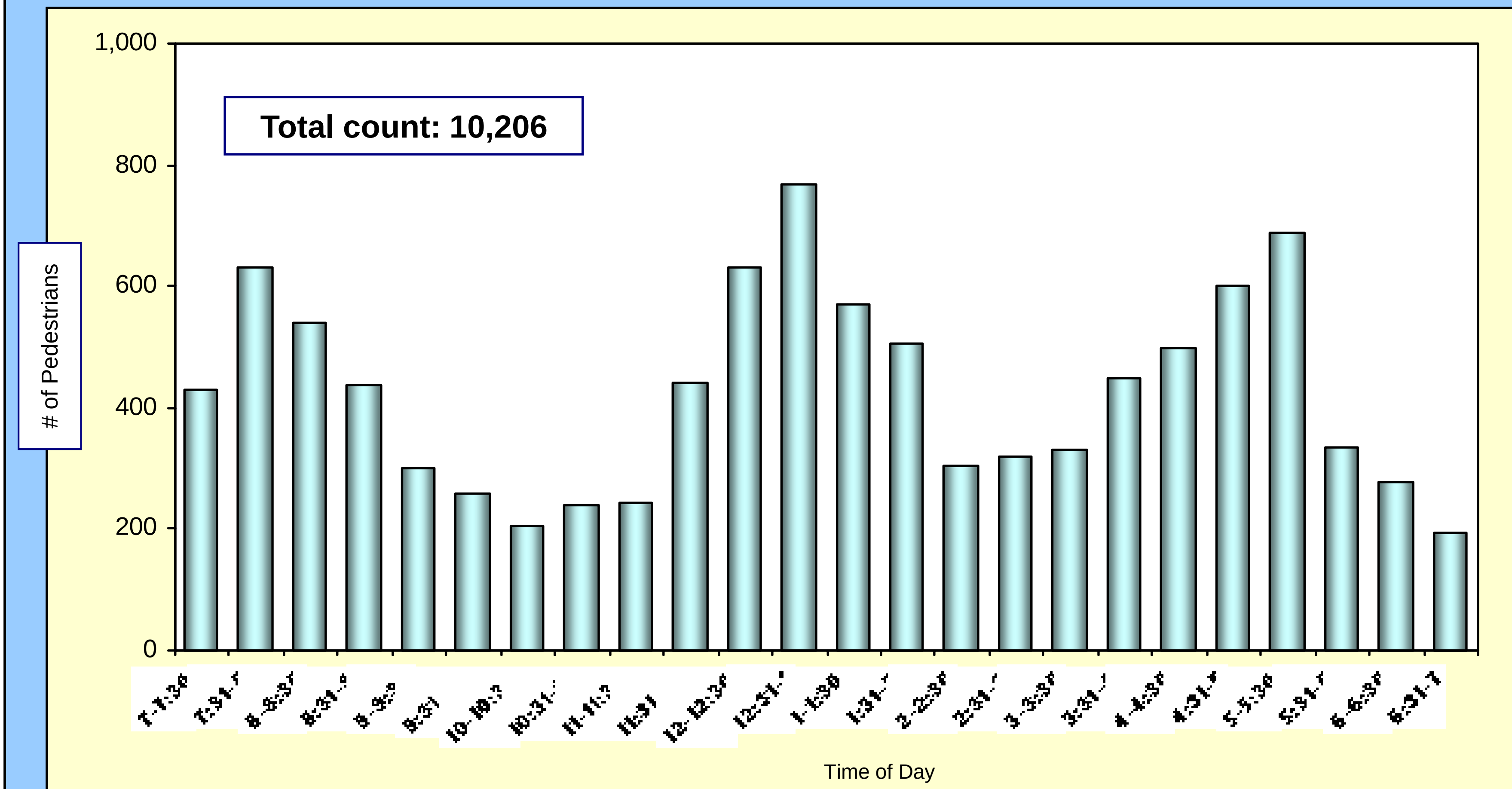
BLVD OF THE ALLIES – SATURDAY TRAFFIC

12 Hour Total for Saturday



5th AVENUE – THURSDAY TRAFFIC

12 Hour Total for Thursday



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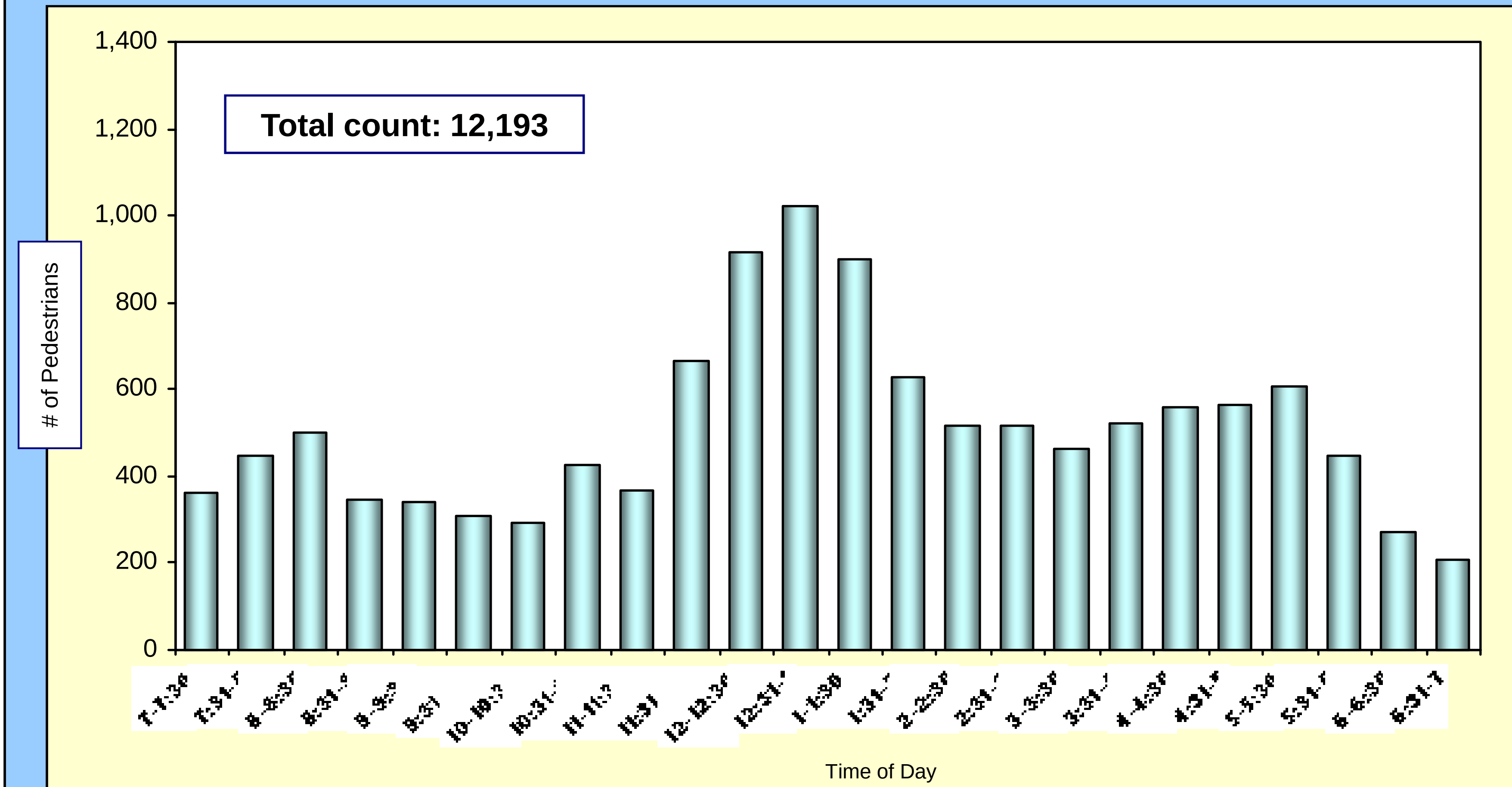
5th AVENUE – FRIDAY TRAFFIC

12 Hour Total for Friday



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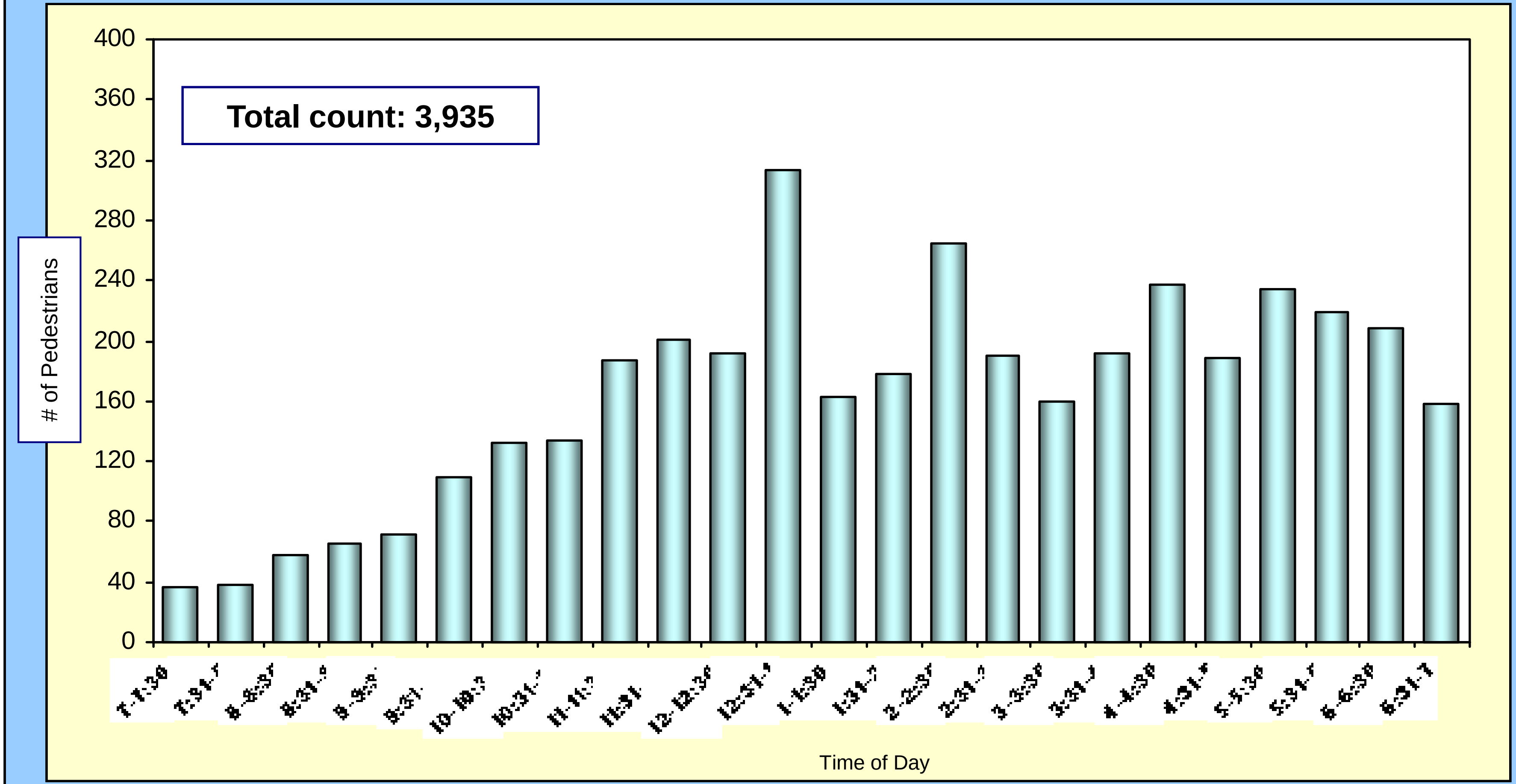
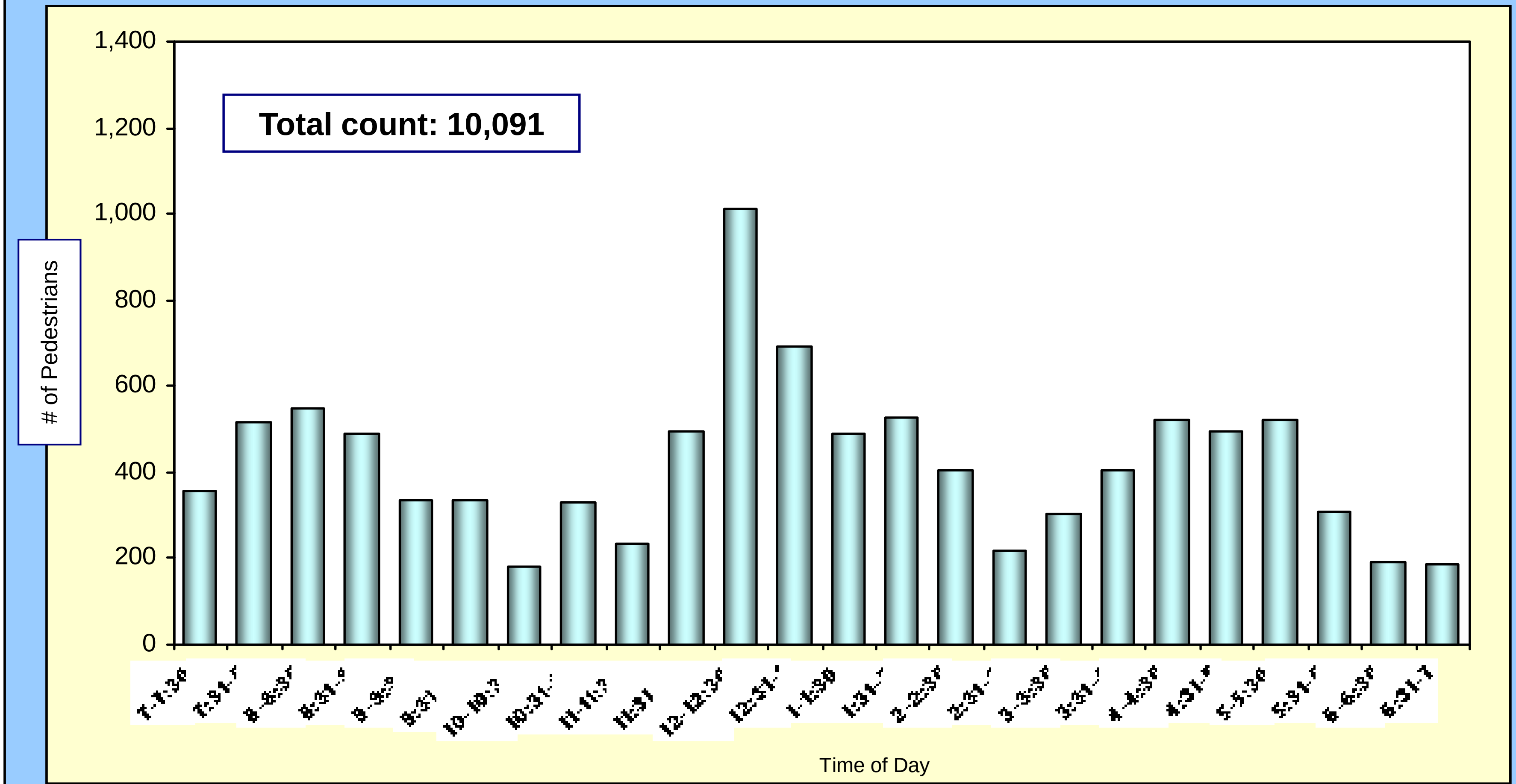
5th AVENUE – SATURDAY TRAFFIC

12 Hour Total for Saturday



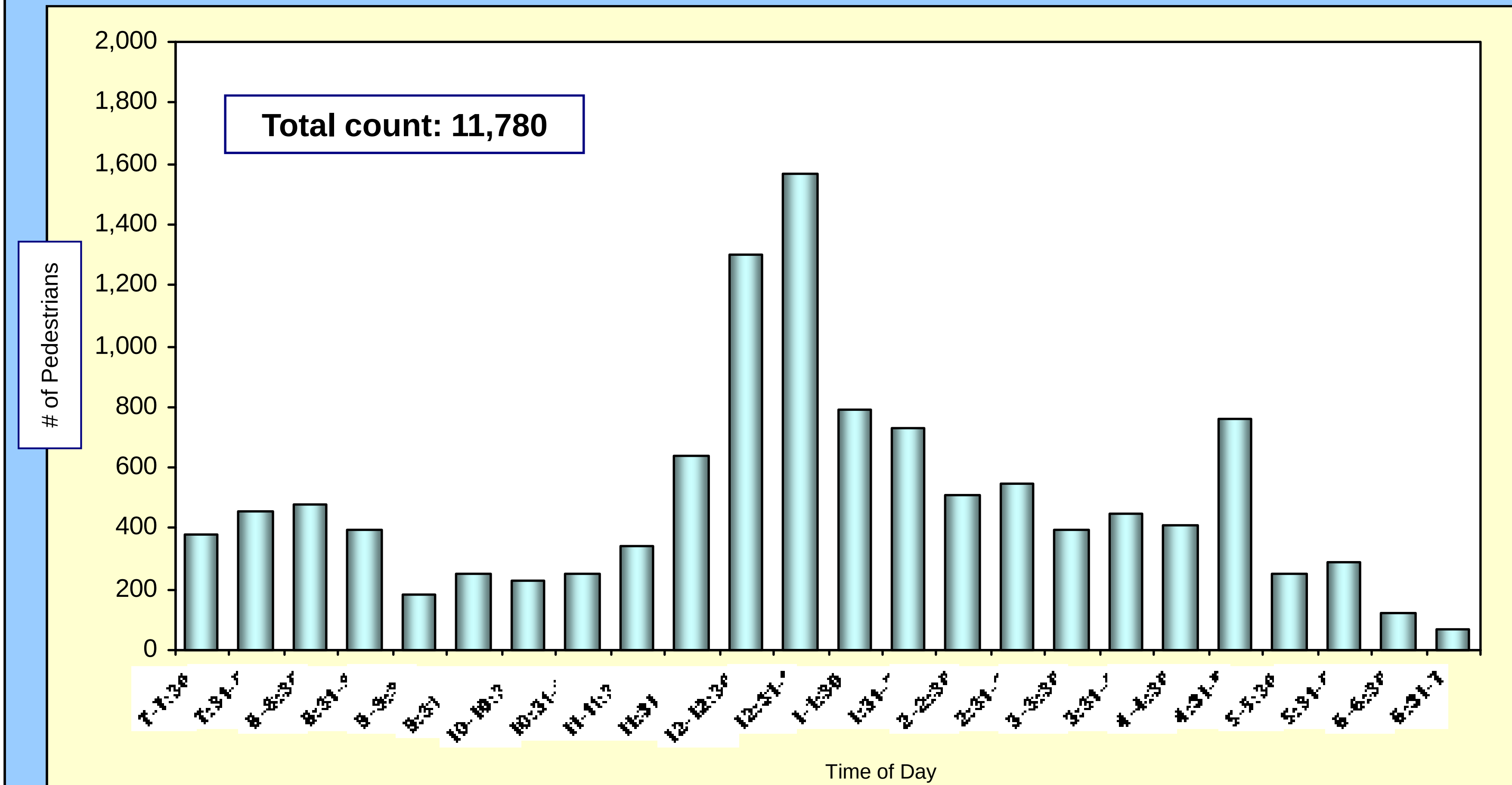
MKT SQ DUNKIN' D – THURSDAY TRAFFIC

12 Hour Total for Thursday



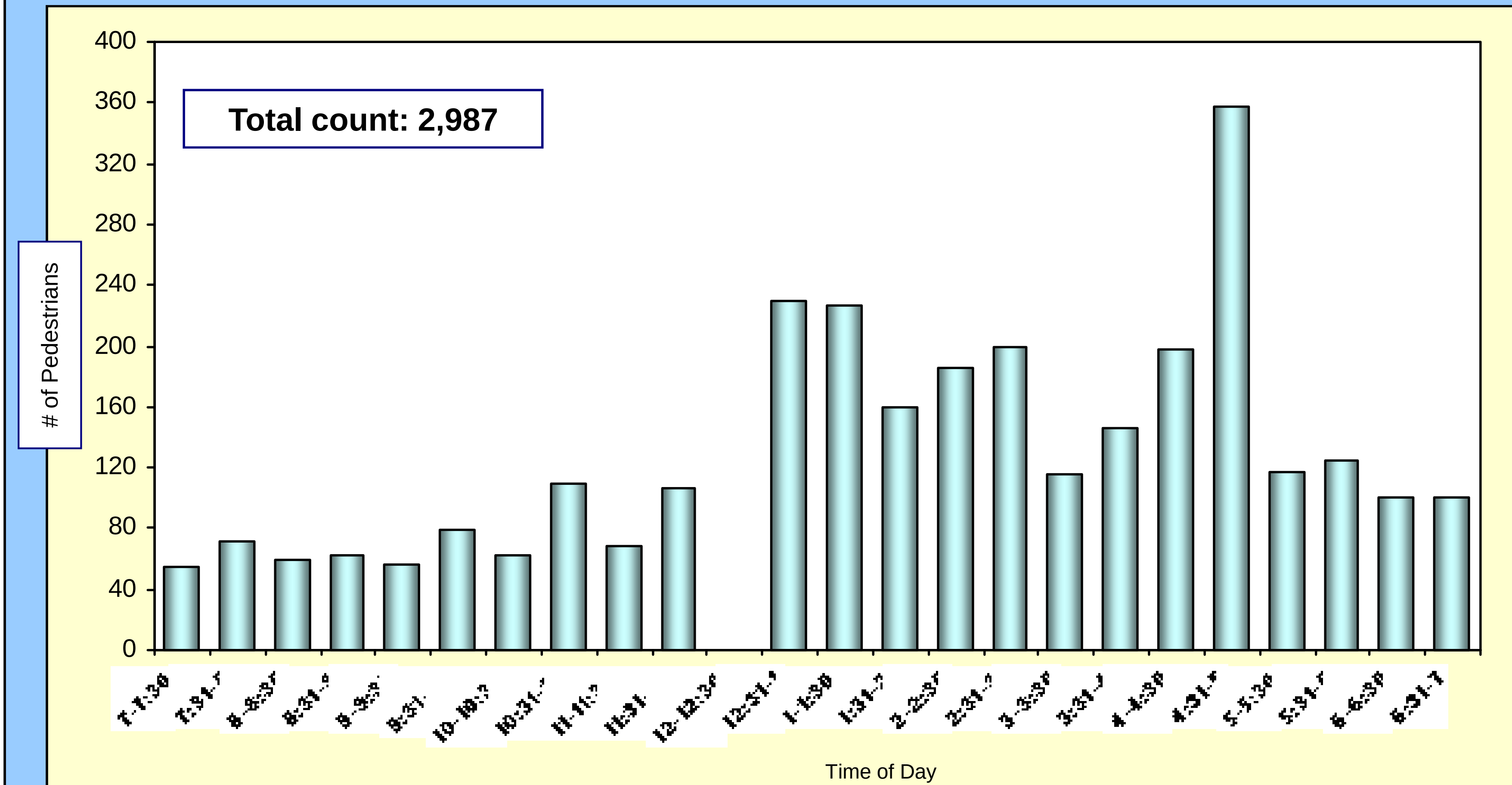
MKT SQ DUNKIN' D – FRIDAY TRAFFIC

12 Hour Total for Friday



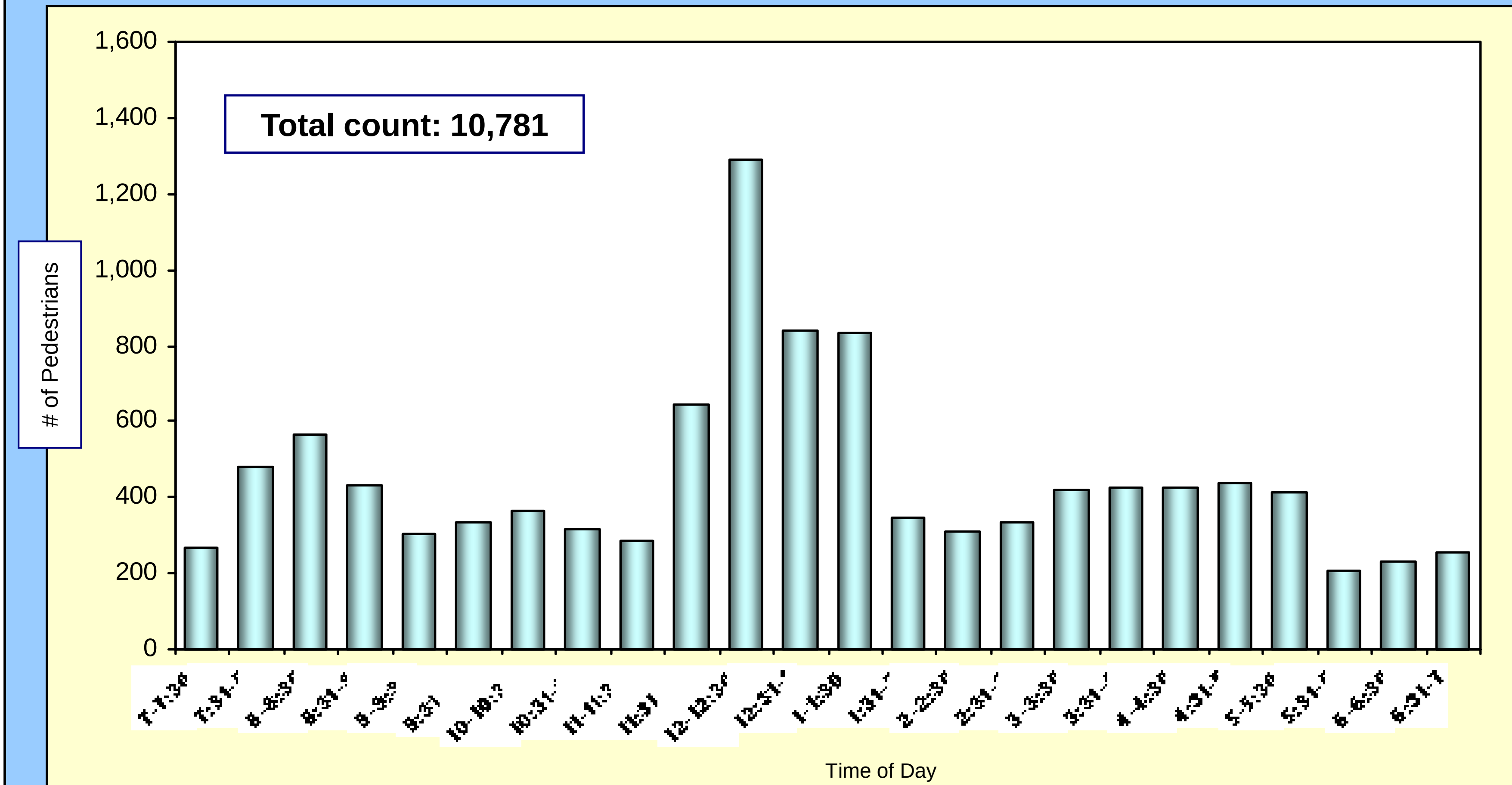
MKT SQ DUNKIN' D – SATURDAY TRAFFIC

12 Hour Total for Saturday



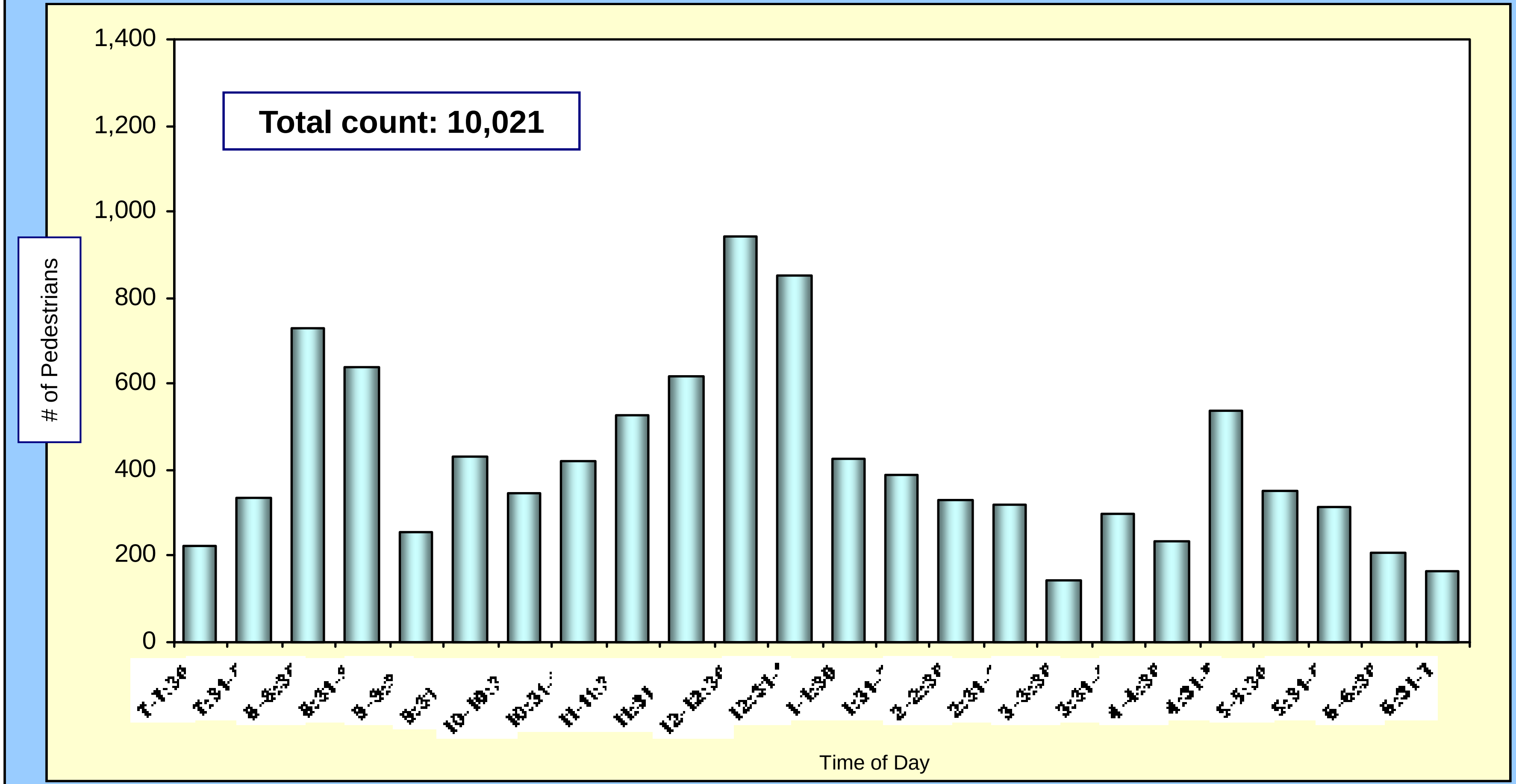
MKT SQ MOE'S – THURSDAY TRAFFIC

12 Hour Total for Thursday



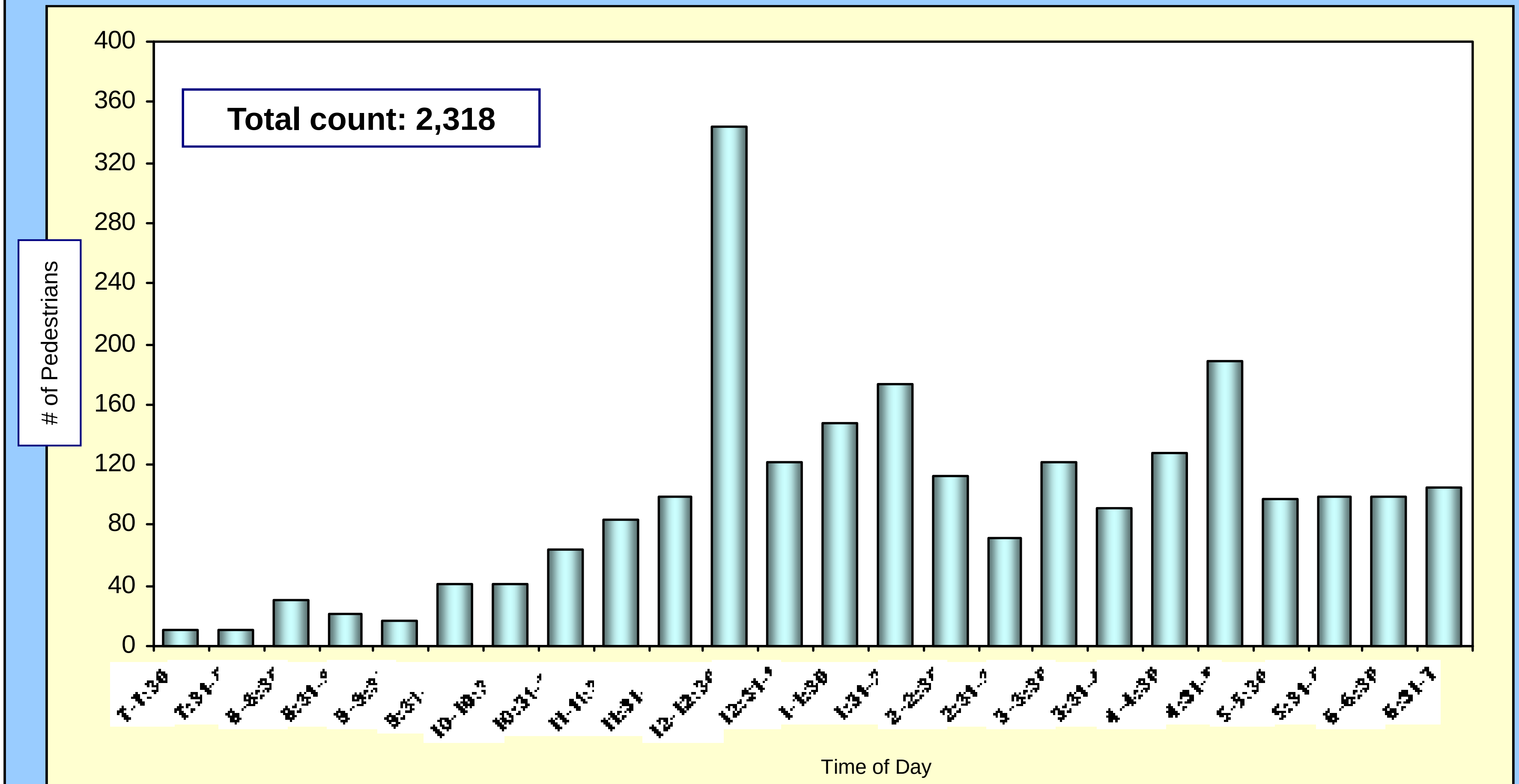
MKT SQ MOE'S – FRIDAY TRAFFIC

12 Hour Total for Friday



MKT SQ MOE'S – SATURDAY TRAFFIC

12 Hour Total for Saturday



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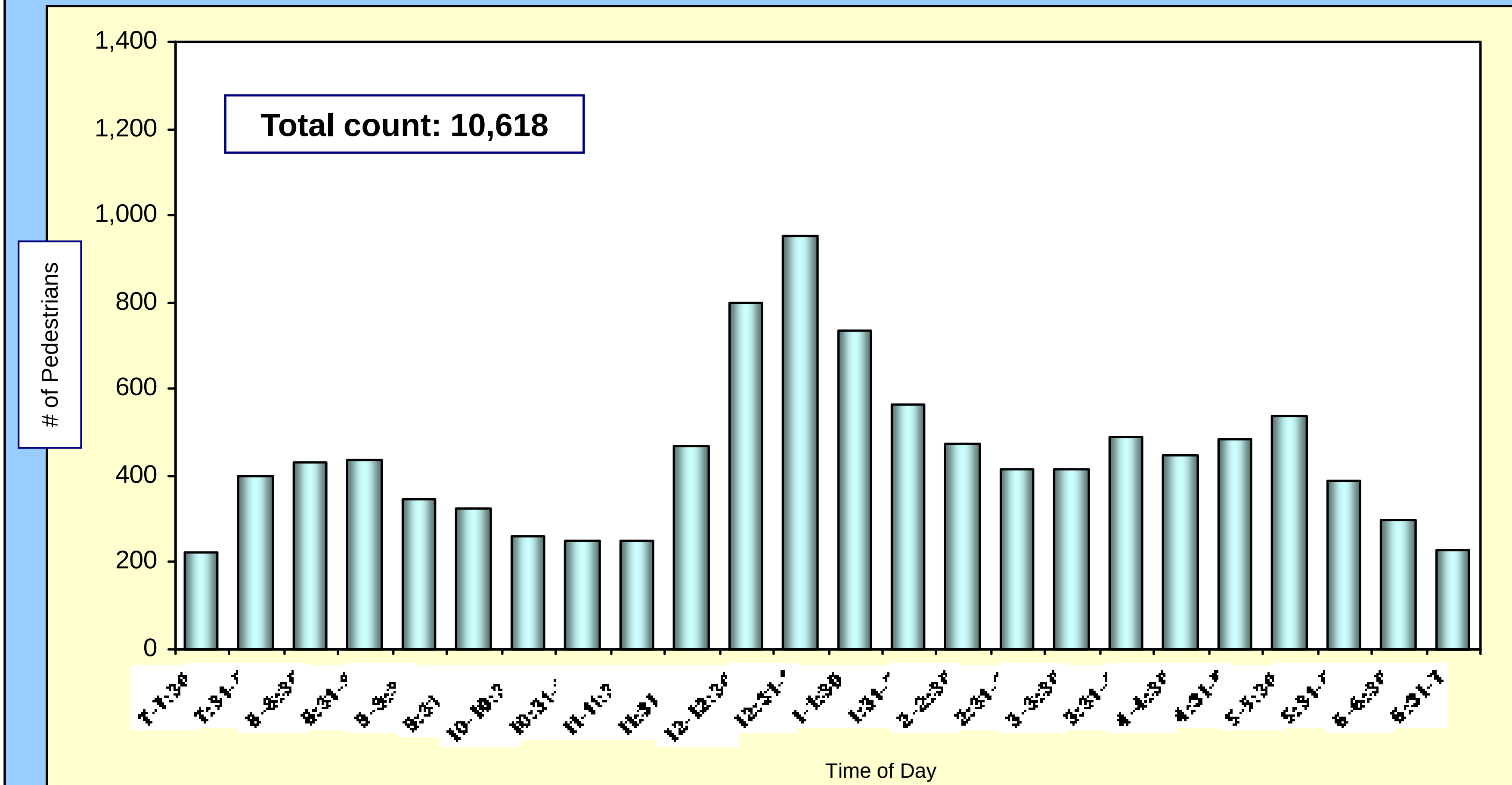
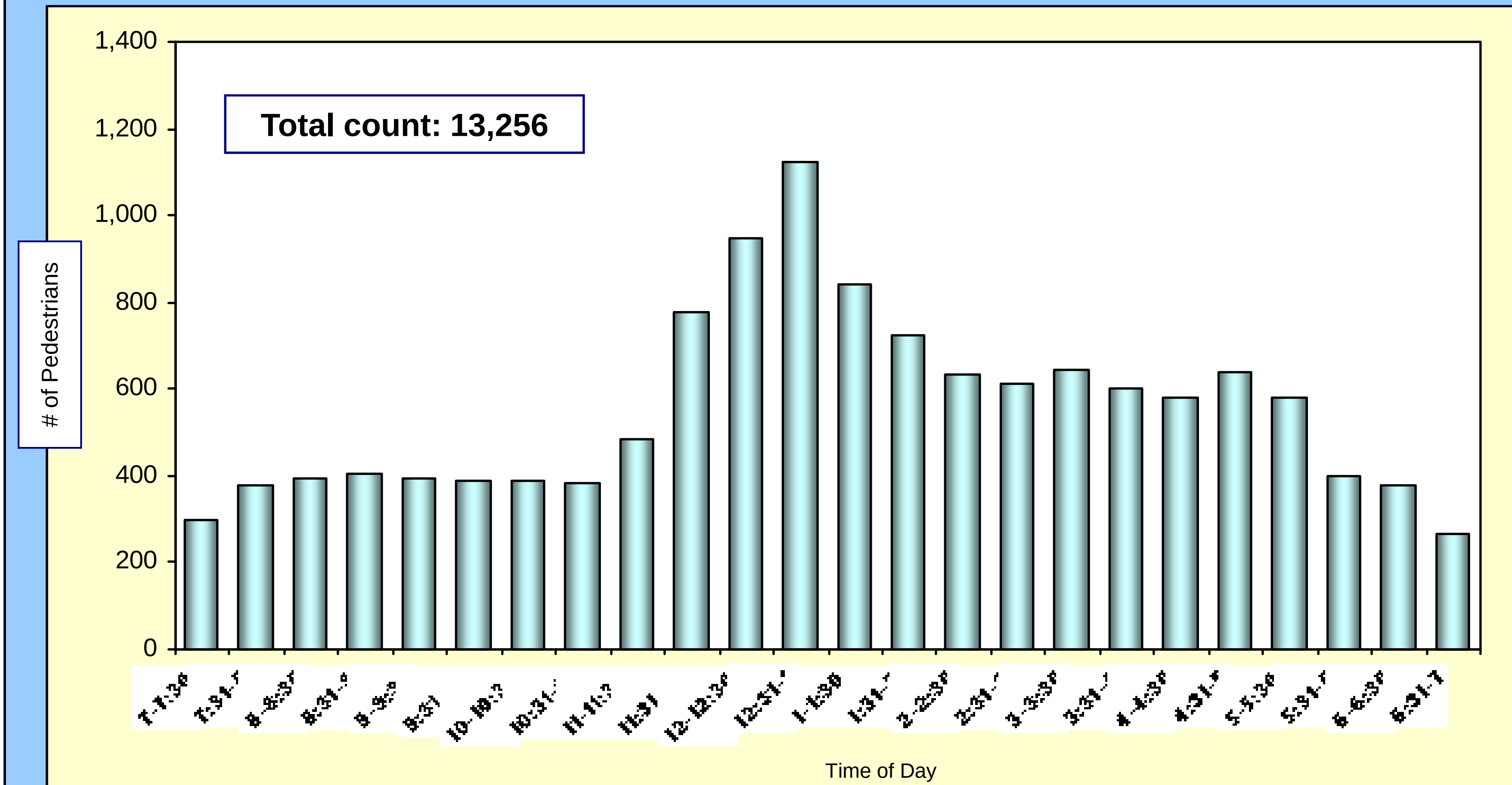
SMITHFIELD – THURSDAY TRAFFIC

12 Hour Total for Thursday



SMITHFIELD – FRIDAY TRAFFIC

12 Hour Total for Friday



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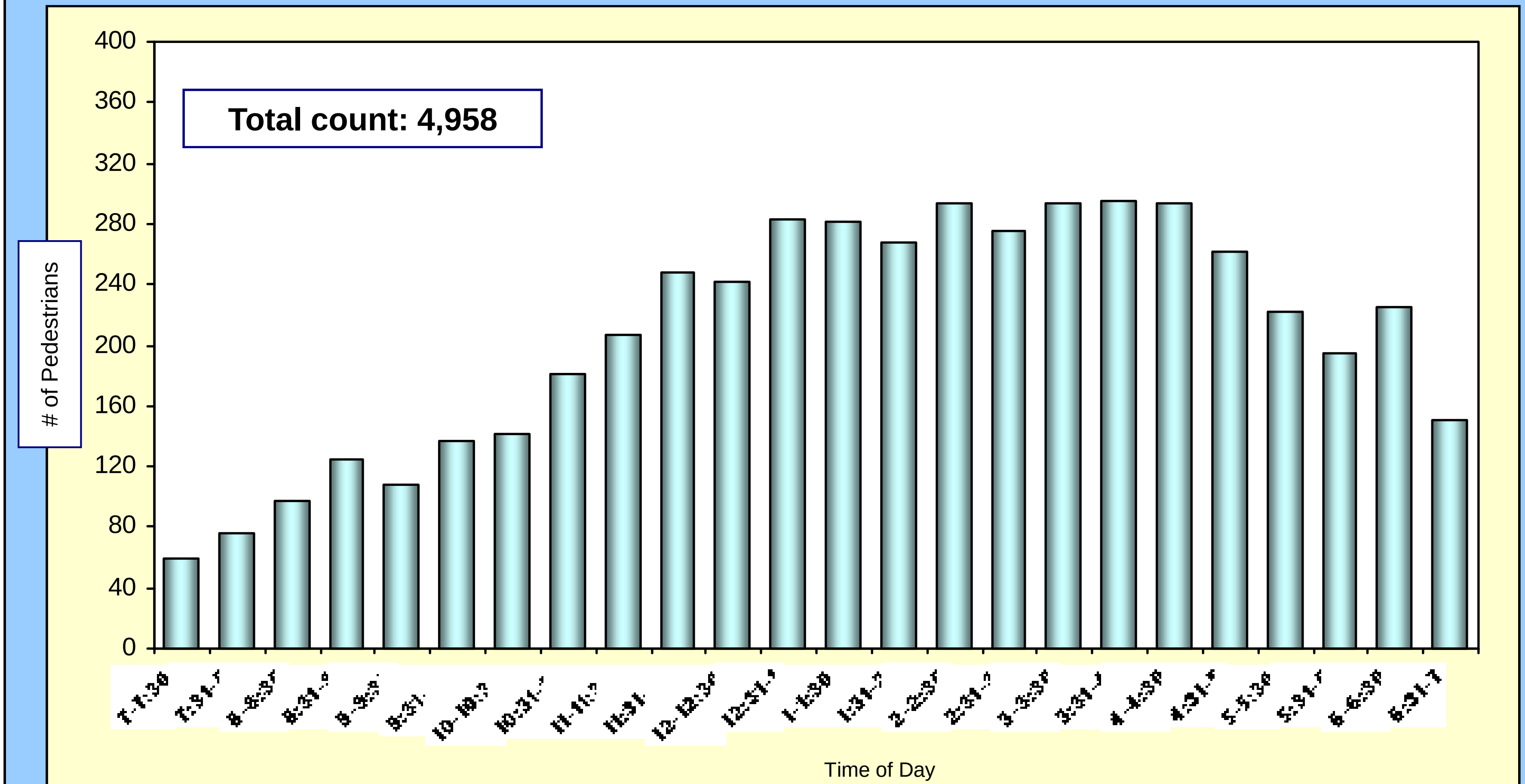
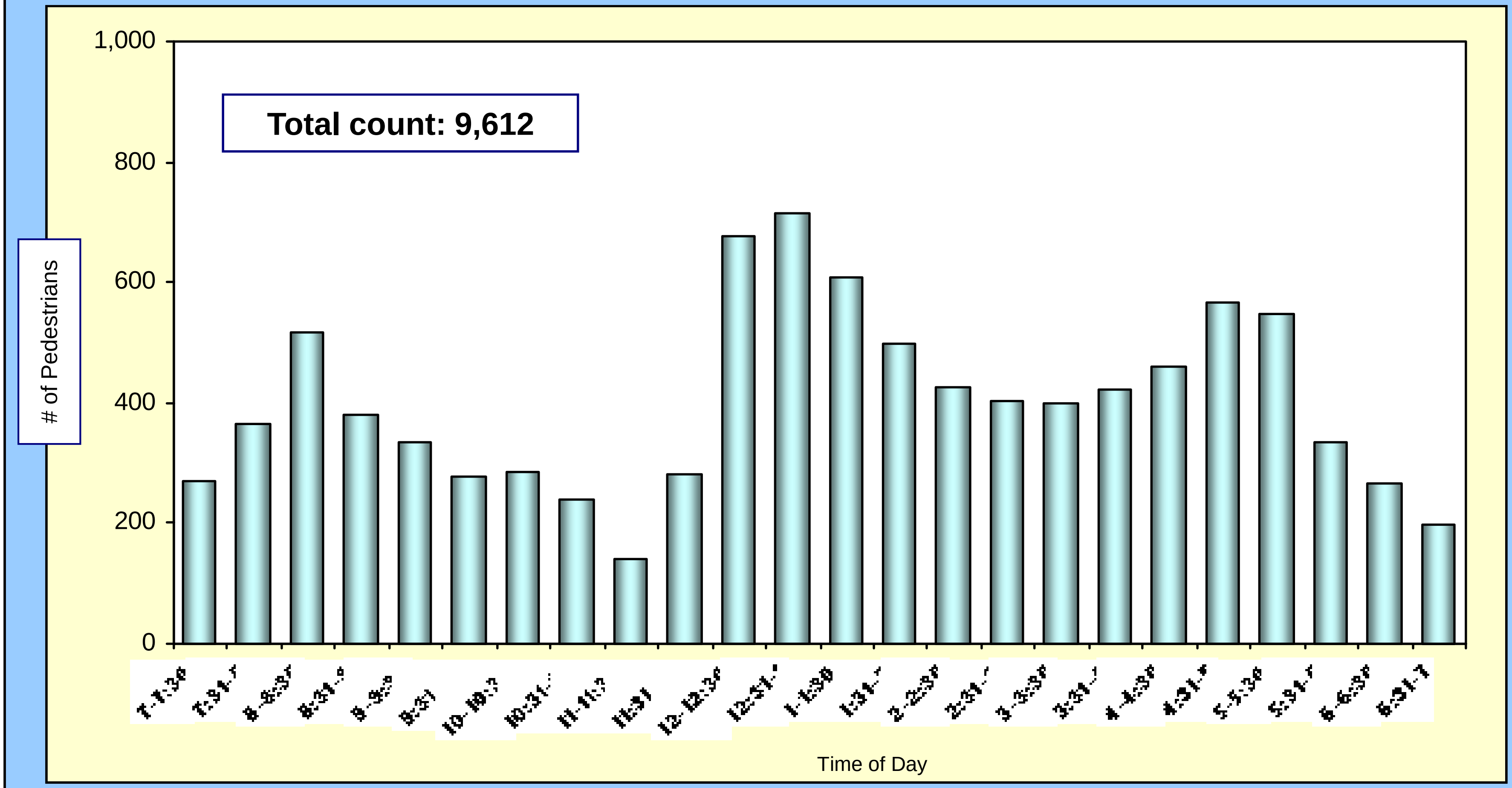
SMITHFIELD – SATURDAY TRAFFIC

12 Hour Total for Saturday



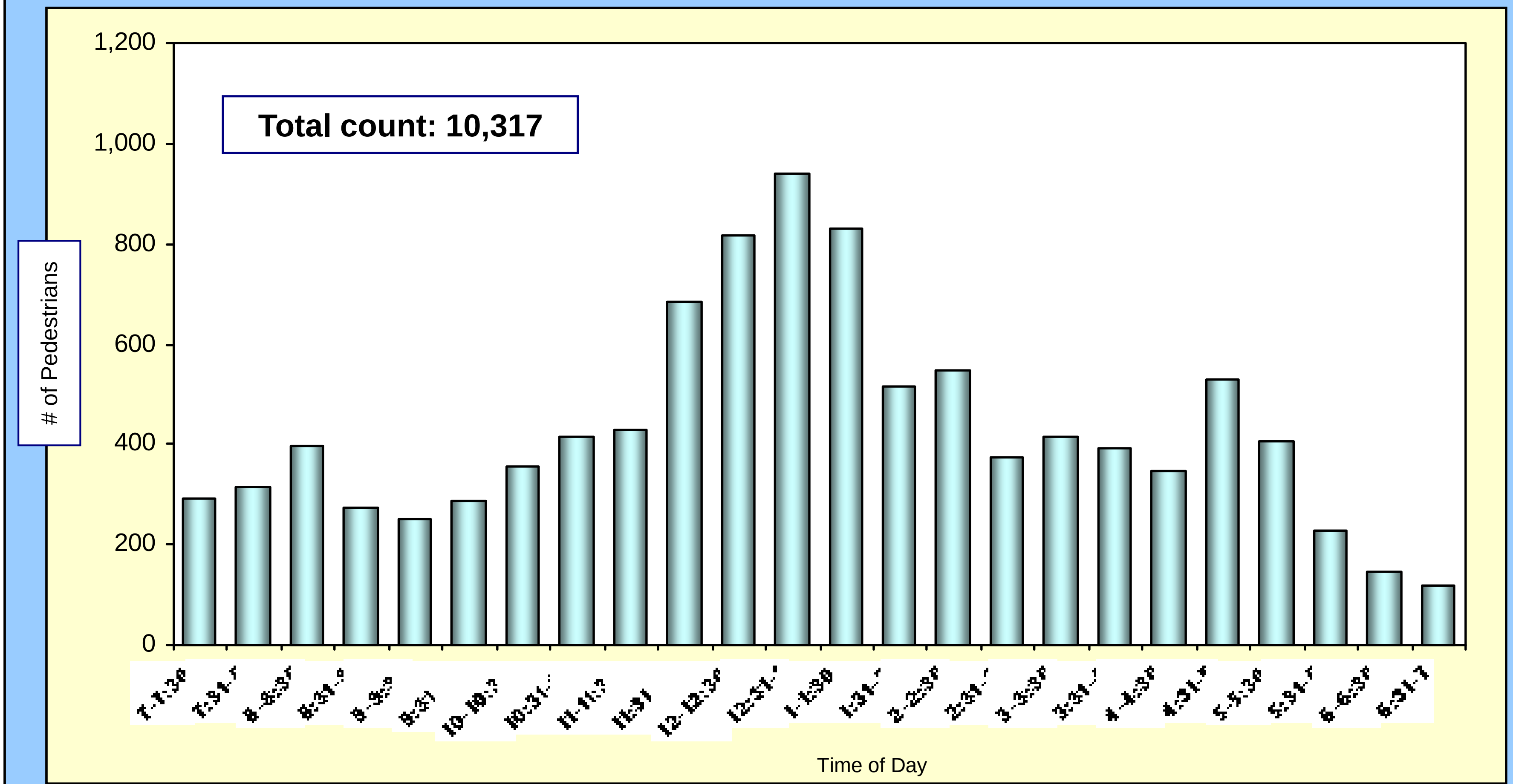
WOOD STREET – THURSDAY TRAFFIC

12 Hour Total for Thursday



WOOD STREET – FRIDAY TRAFFIC

12 Hour Total for Friday



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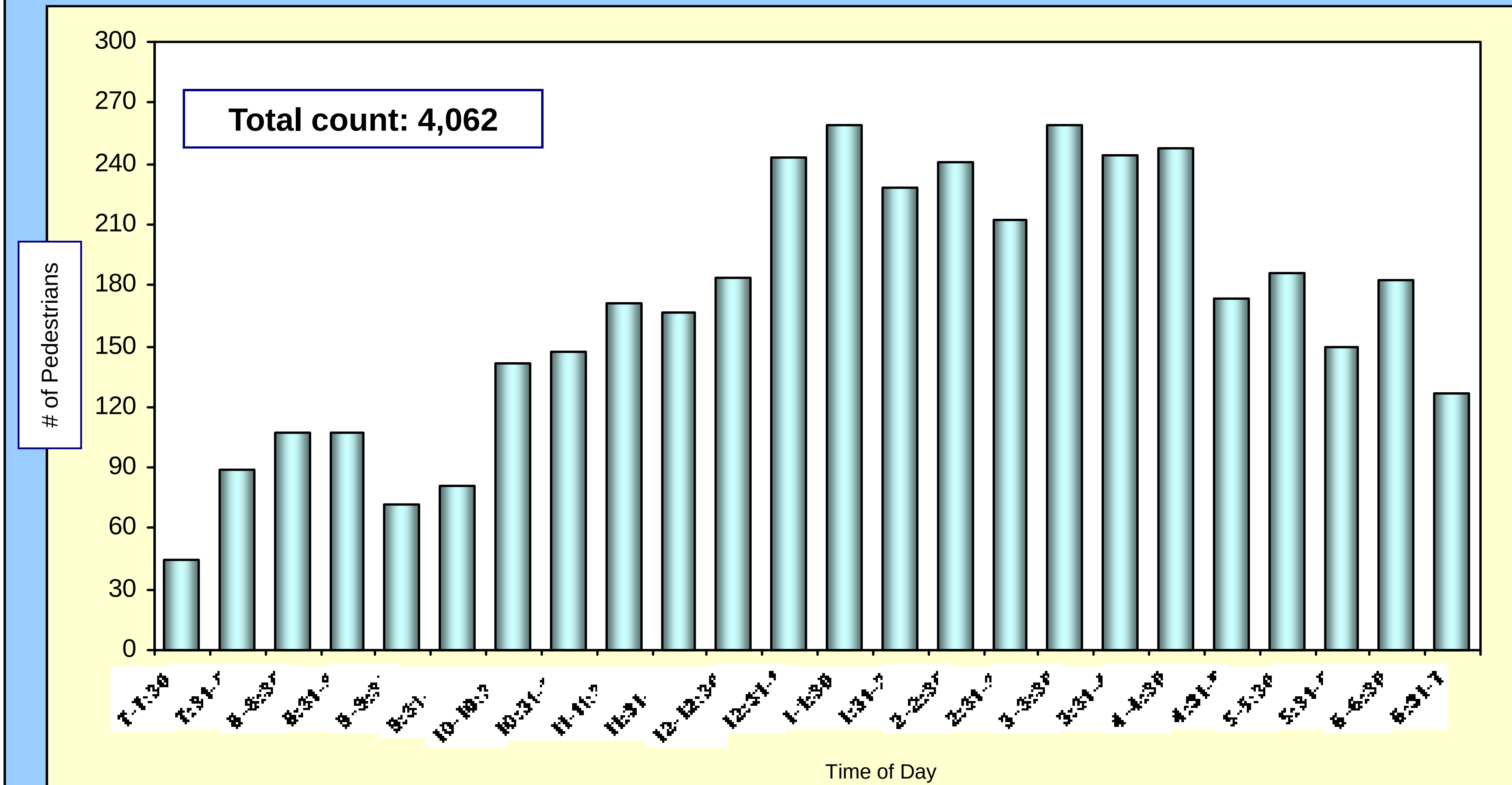
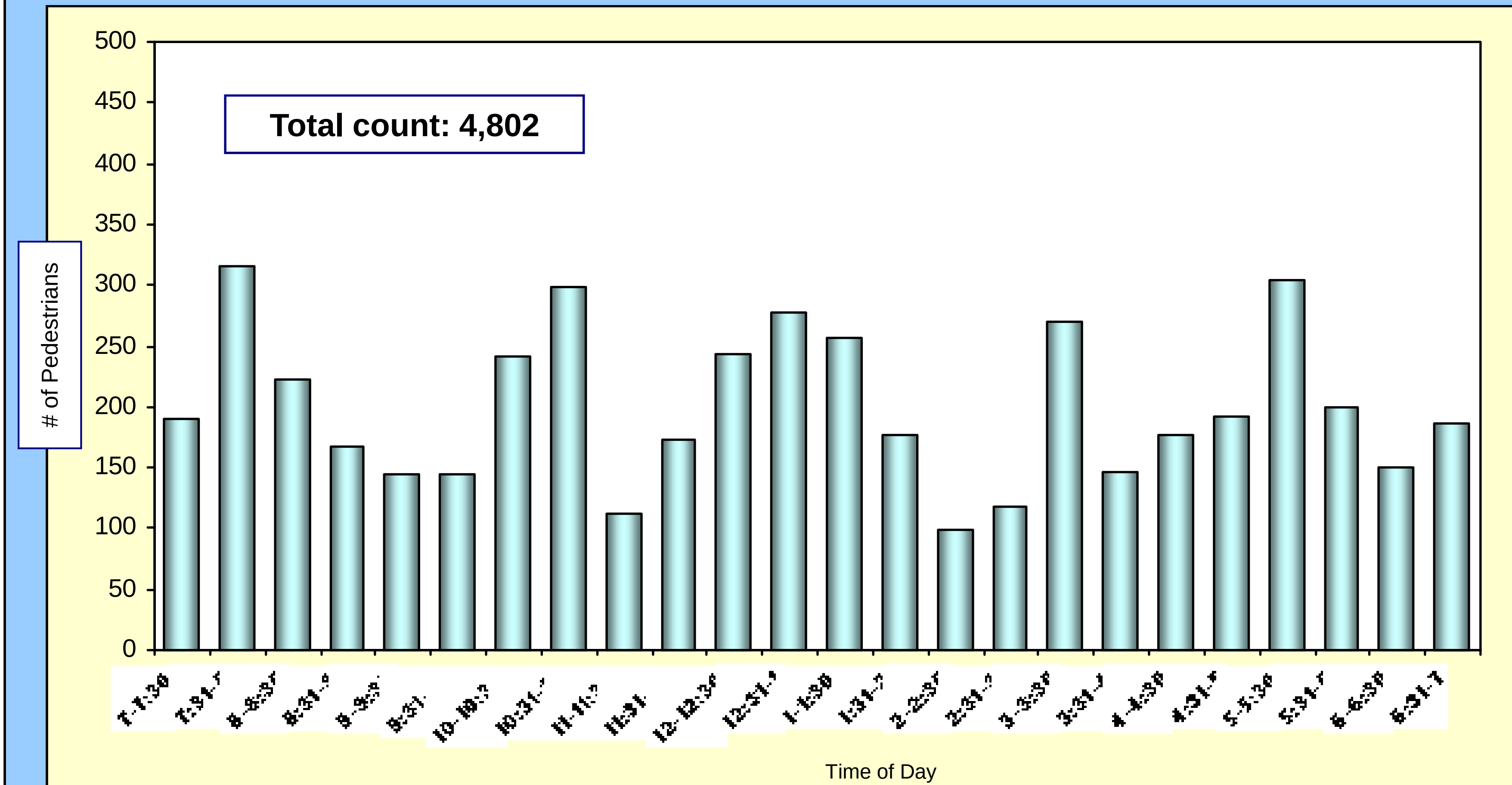
WOOD STREET – SATURDAY TRAFFIC

12 Hour Total for Saturday



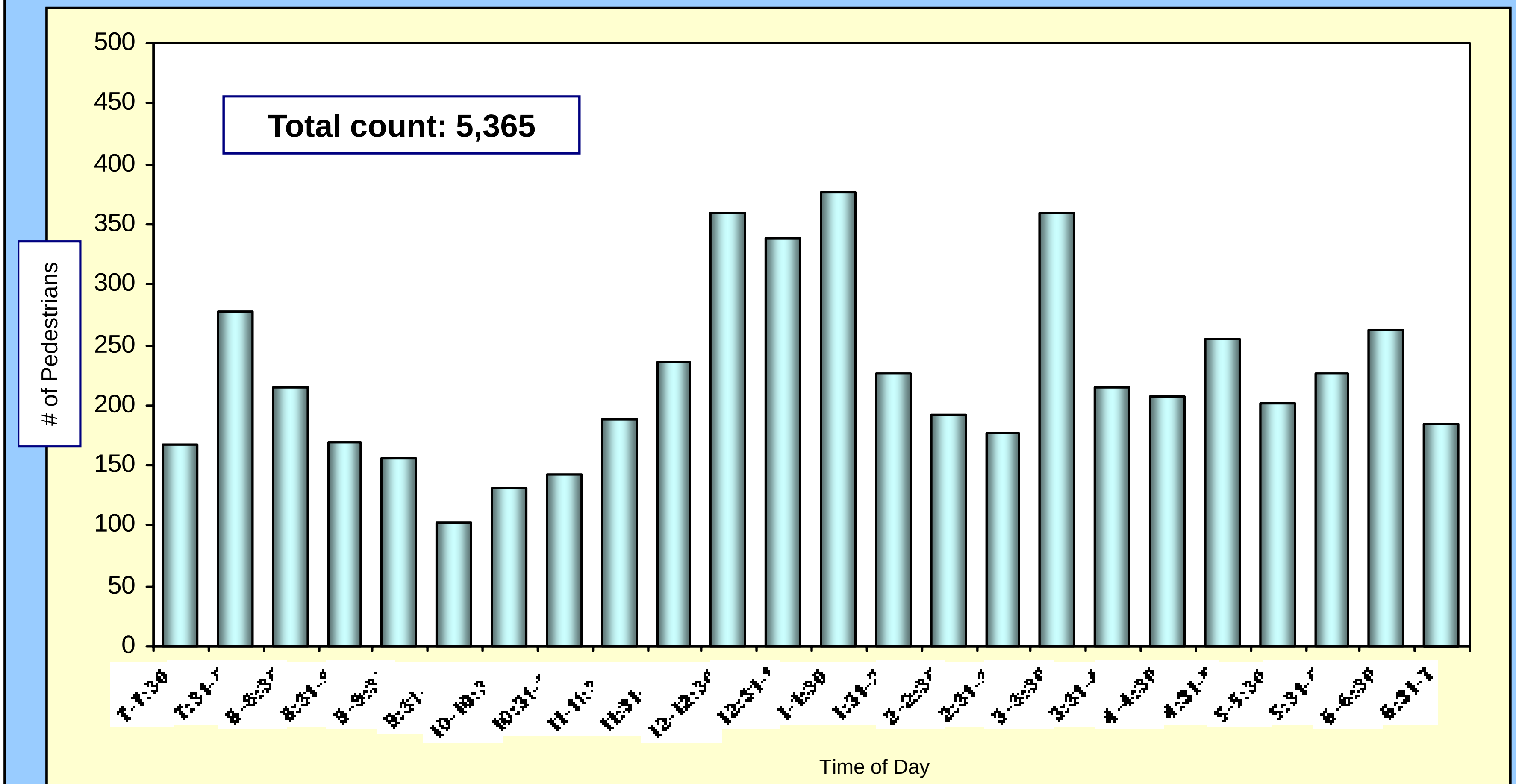
PENN @ 9TH – THURSDAY TRAFFIC

12 Hour Total for Thursday



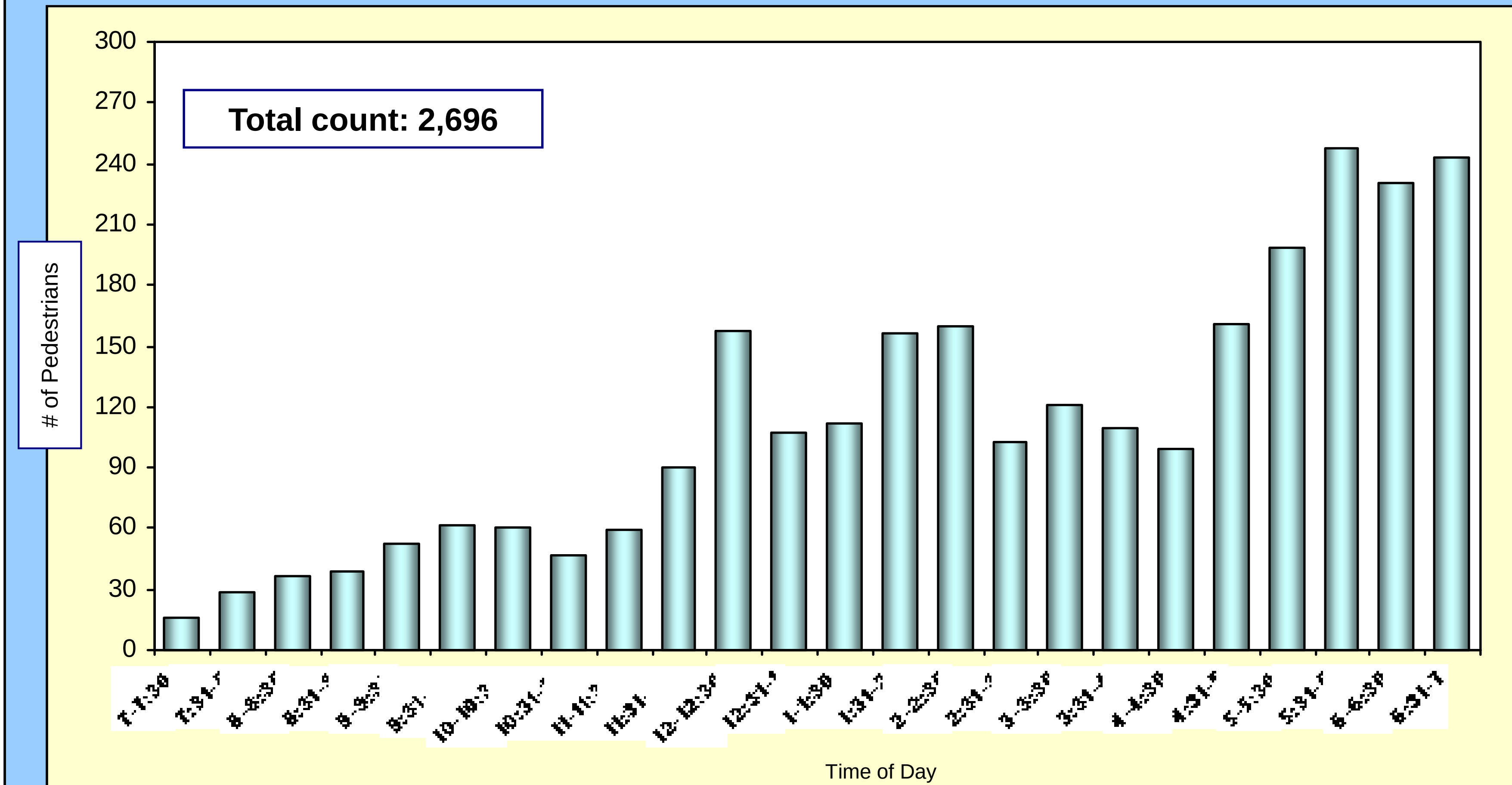
PENN @ 9TH – FRIDAY TRAFFIC

12 Hour Total for Friday



PENN @ 9TH – SATURDAY TRAFFIC

12 Hour Total for Saturday



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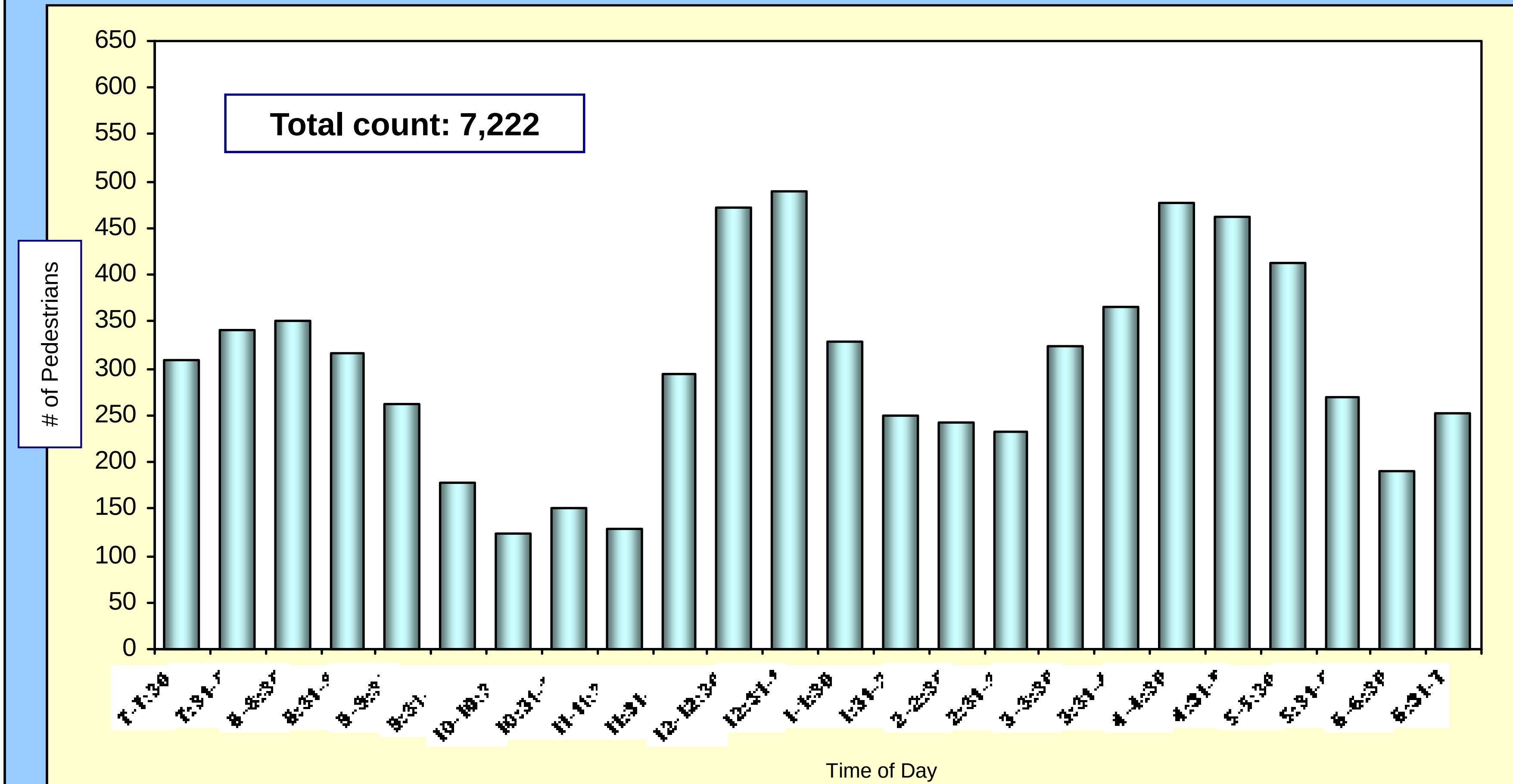
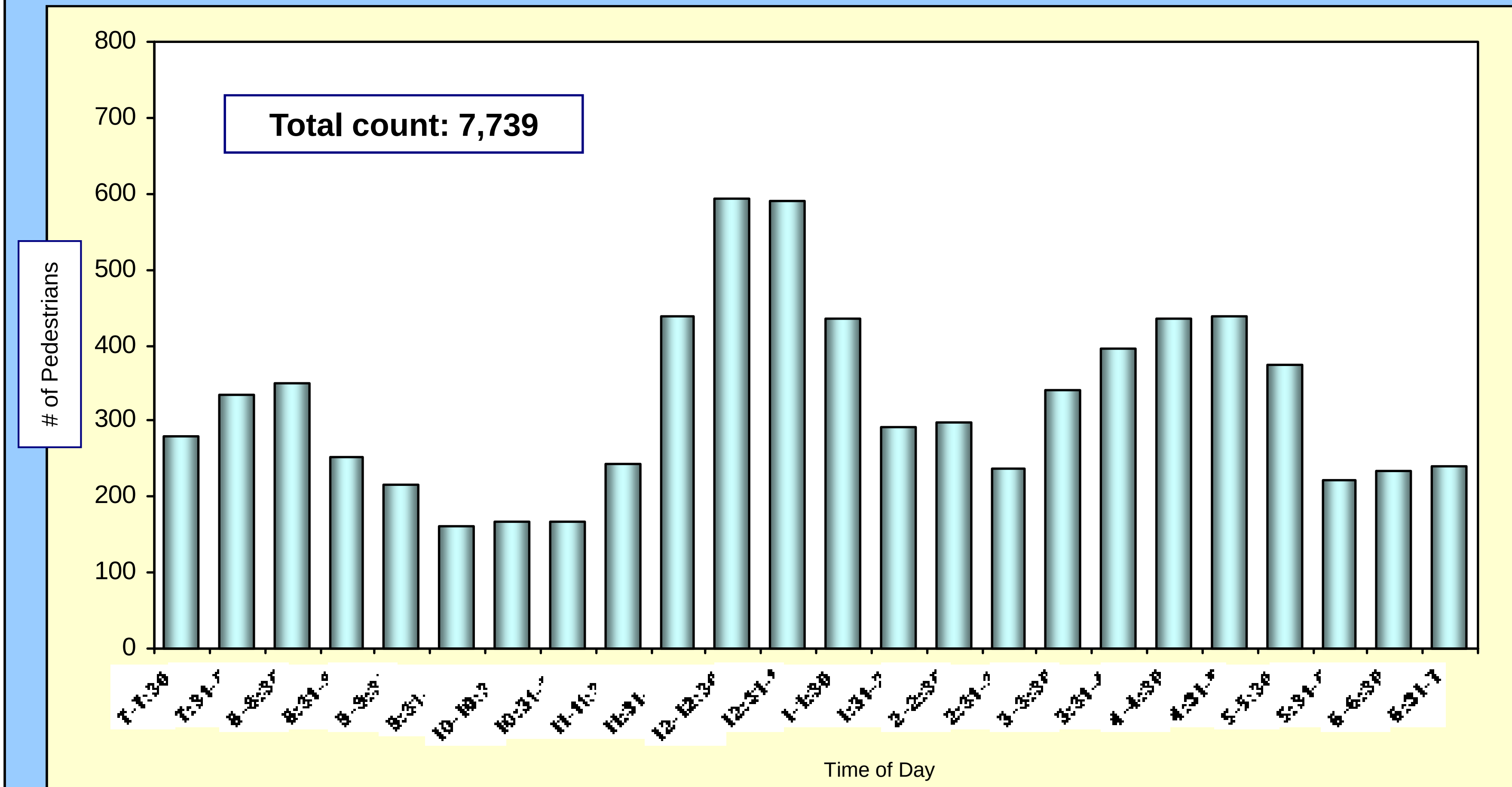
PENN @ 6TH – THURSDAY TRAFFIC

12 Hour Total for Thursday



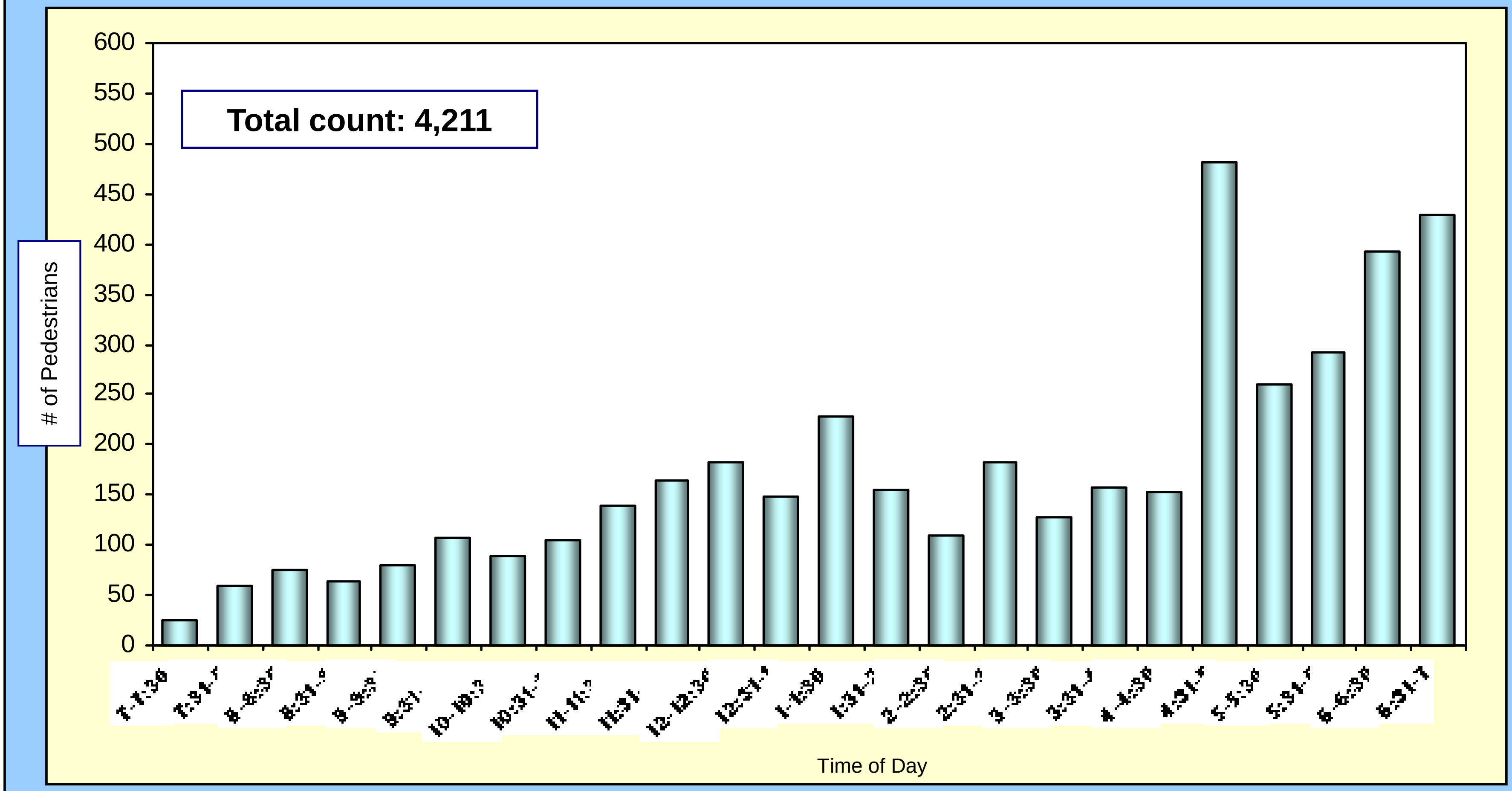
PENN @ 6TH – FRIDAY TRAFFIC

12 Hour Total for Friday



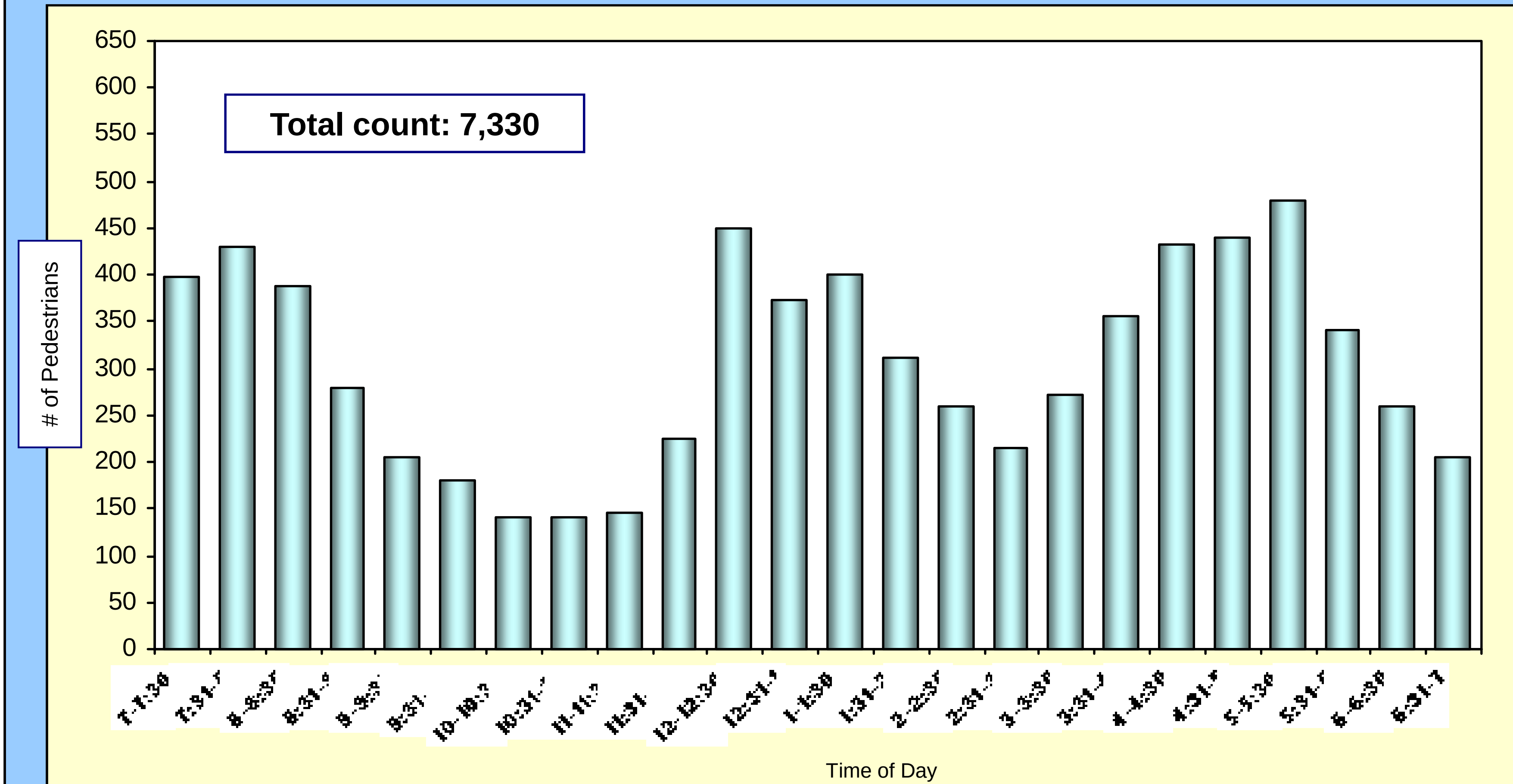
PENN @ 6TH – SATURDAY TRAFFIC

12 Hour Total for Saturday



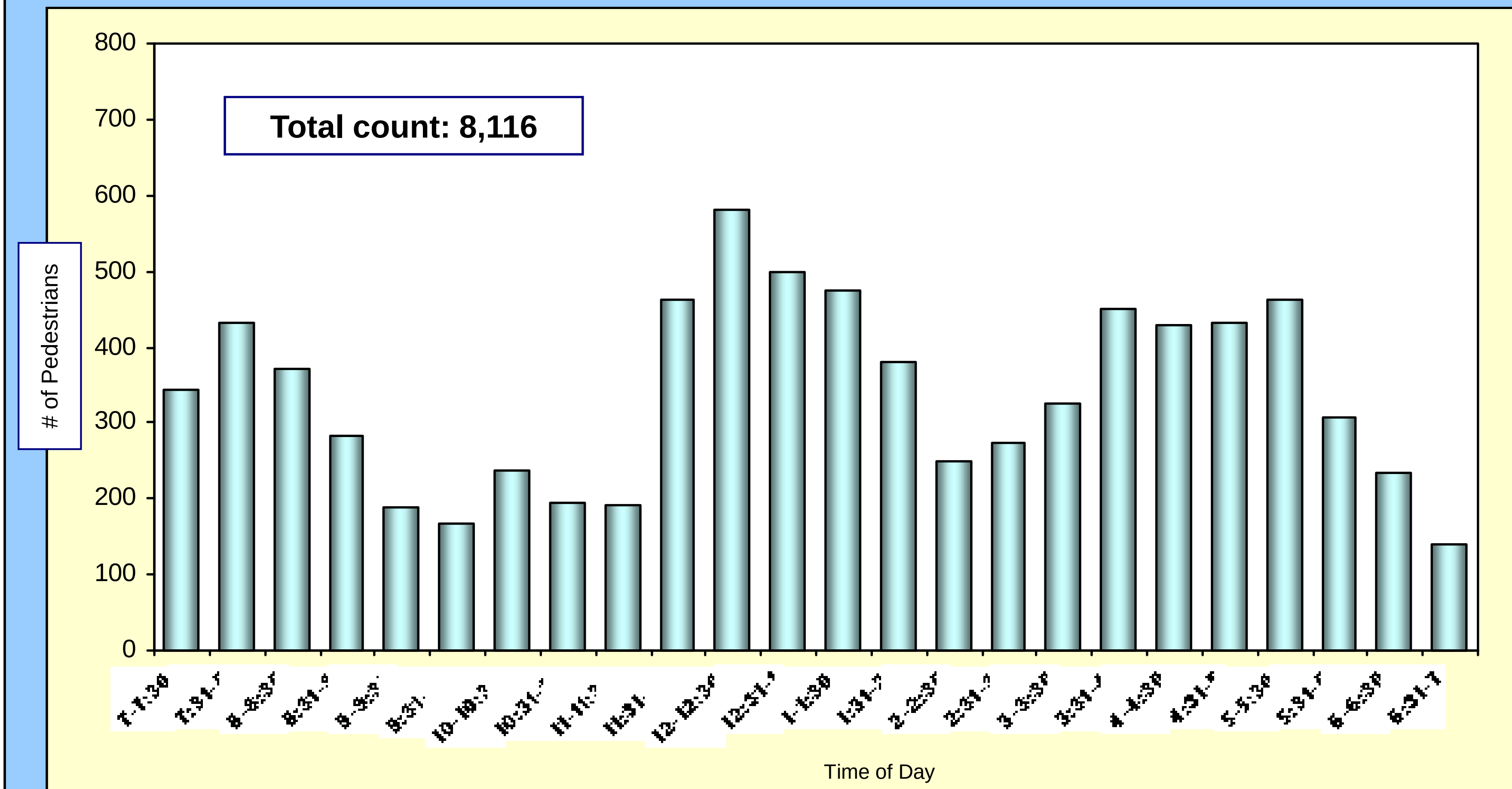
LIBERTY @ 10TH – THURSDAY TRAFFIC

12 Hour Total for Thursday



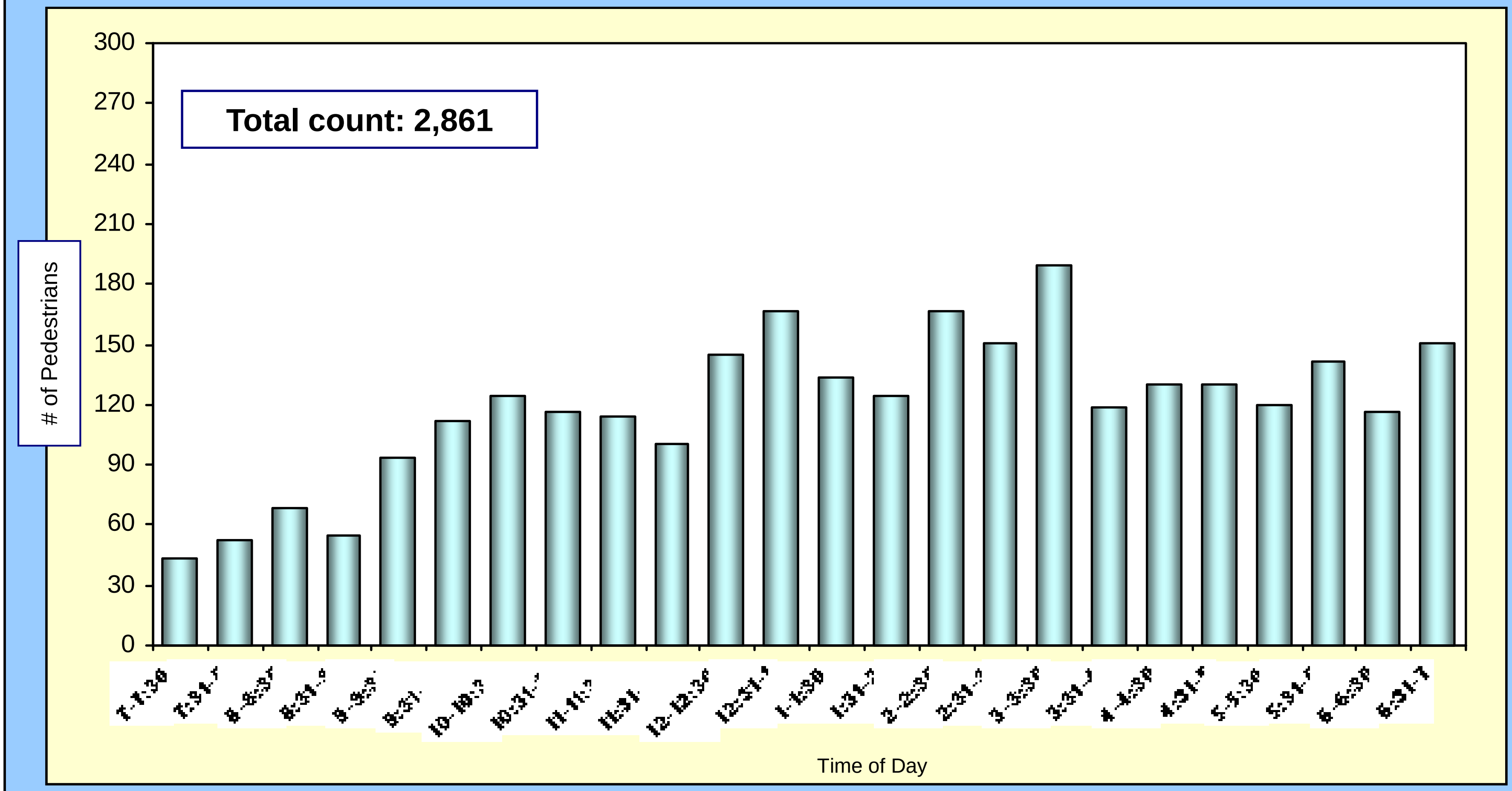
LIBERTY @ 10TH – FRIDAY TRAFFIC

12 Hour Total for Friday



LIBERTY @ 10TH – SATURDAY TRAFFIC

12 Hour Total for Saturday

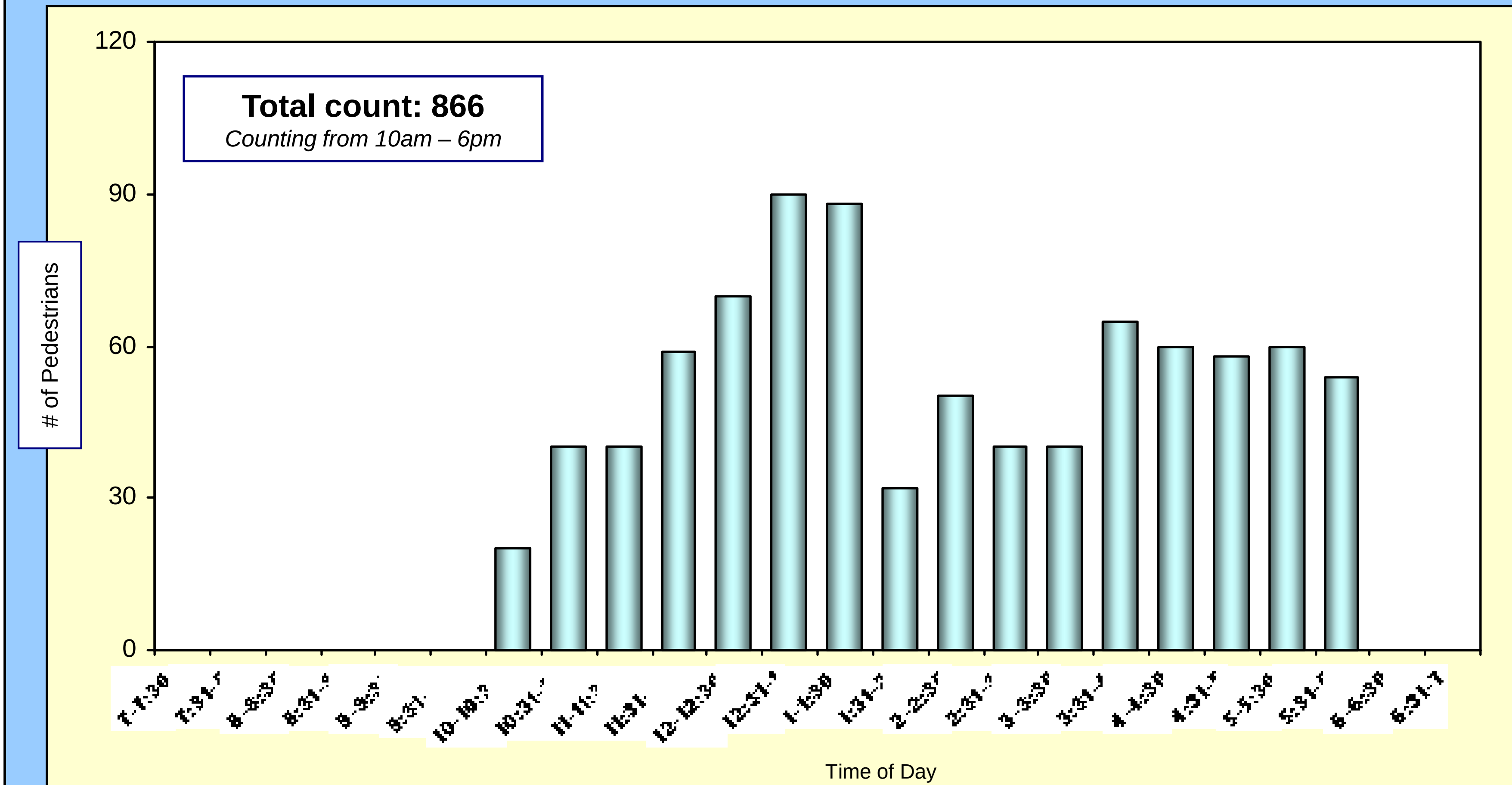


APPENDIX B:
SUNDAY
TRAFFIC COUNTS

Strategic Metrics Group

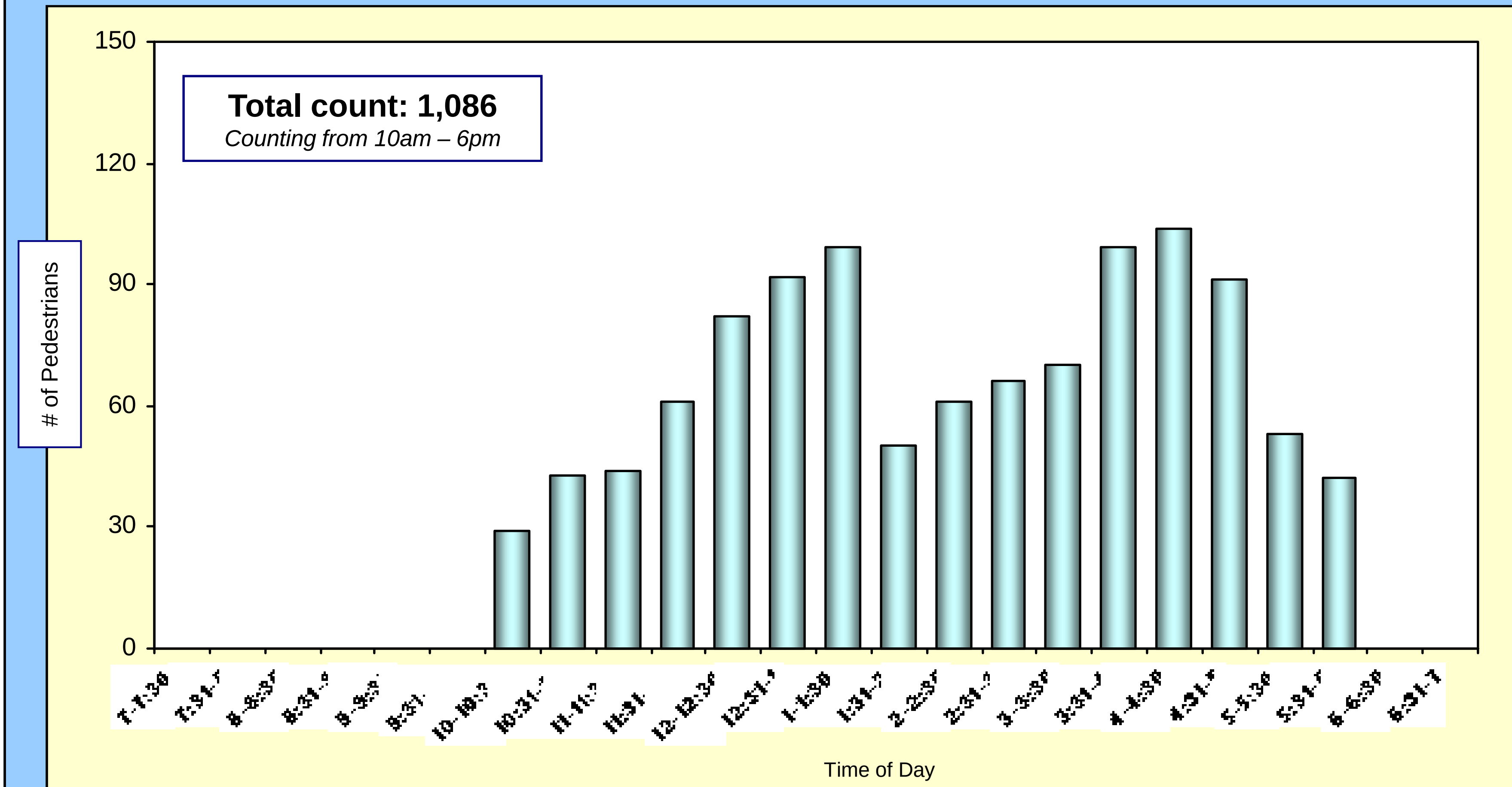
MKT SQ MOE'S – SUNDAY TRAFFIC

9 Hour Total for Sunday



MKT SQ DD – SUNDAY TRAFFIC

9 Hour Total for Sunday



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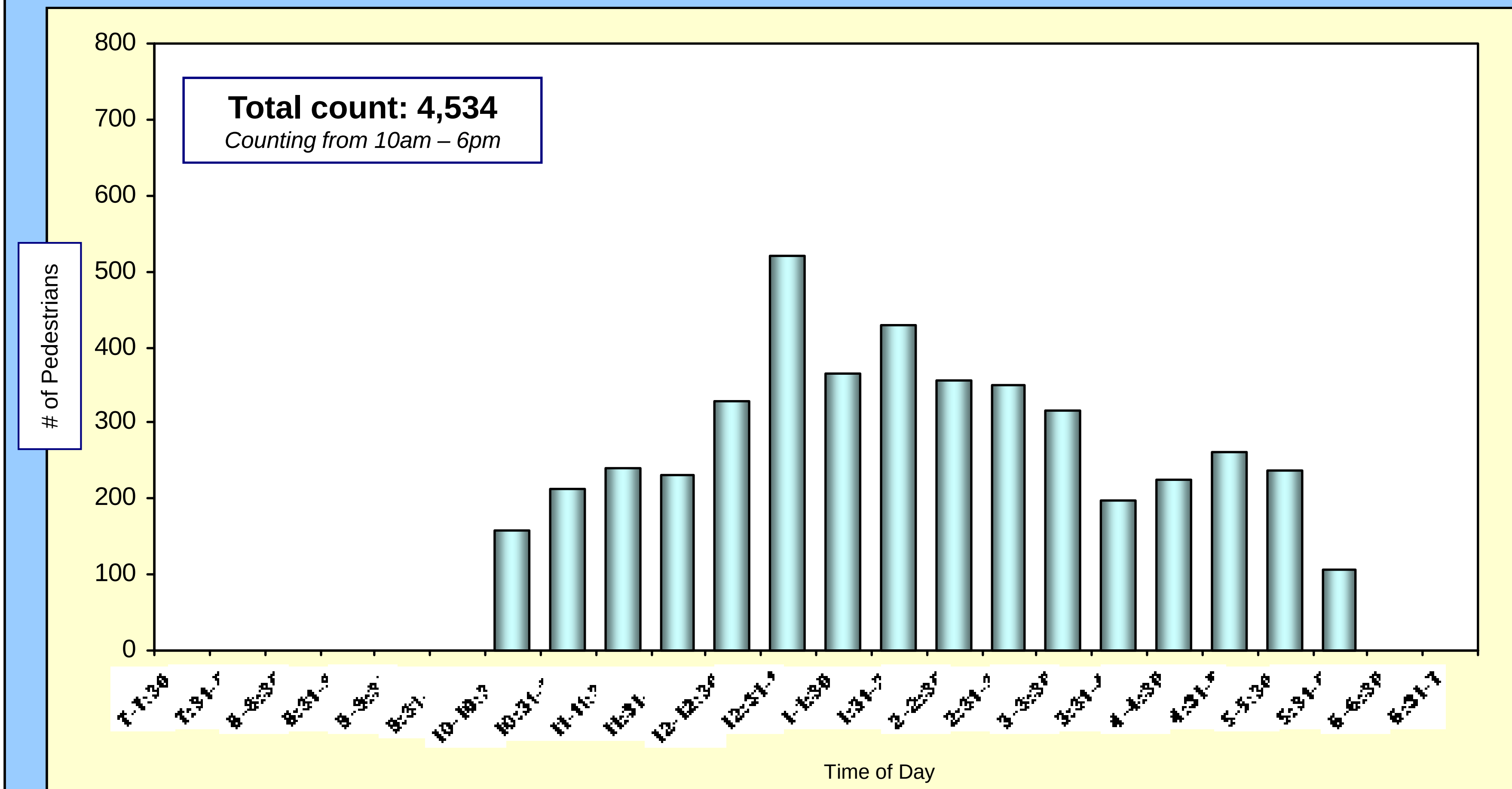
5th AVENUE – SUNDAY TRAFFIC

9 Hour Total for Sunday



DOWNTOWN WORKER PROFILES

66 SEGMENTS FORM 14 SOCIAL GROUPS

U1 – Urban Uptown
04 Young Digerati
07 Money & Brains
16 Bohemian Mix
26 The Cosmopolitans
29 American Dreams

U2 – Midtown Mix
31 Urban Achievers
40 Close-In Couples
54 Multi-Culti Mosaic

U3 – Urban Cores
59 Urban Elders
61 City Roots
65 Big City Blues
66 Low-Rise Living

S1 – Elite Suburbs
01 Upper Crust
02 Blue Blood Estates
03 Movers & Shakers
06 Winner's Circle

S2 – The Affluentials
08 Executive Suites
14 New Empty Nests
15 Pools & Patios
17 Beltway Boomers
18 Kids & Cul-de-Sacs
19 Home Sweet Home

S3 – Middleburbs
21 Gray Power
22 Young Influentials
30 Suburban Sprawl
36 Blue-Chip Blues
39 Domestic Duos

S4 – Inner Suburbs
44 New Beginnings
46 Old Glories
49 American Classics
52 Suburban Pioneers

C1 – Second City Society
10 Second City Elite
12 Brite Lites, Li'l City
13 Upward Bound

C2 – City Centers
24 Up-and-Comers
27 Middleburg Managers
34 White Picket Fences
35 Boomtown Singles
41 Sunset City Blues

C3 – Micro-City Blues
47 City Startups
53 Mobility Blues
60 Park Bench Seniors
62 Hometown Retired
63 Family Thrifts

T1 – Landed Gentry
05 Country Squires
09 Big Fish, Small Pond
11 God's Country
20 Fast-Track Families
25 Country Casuals

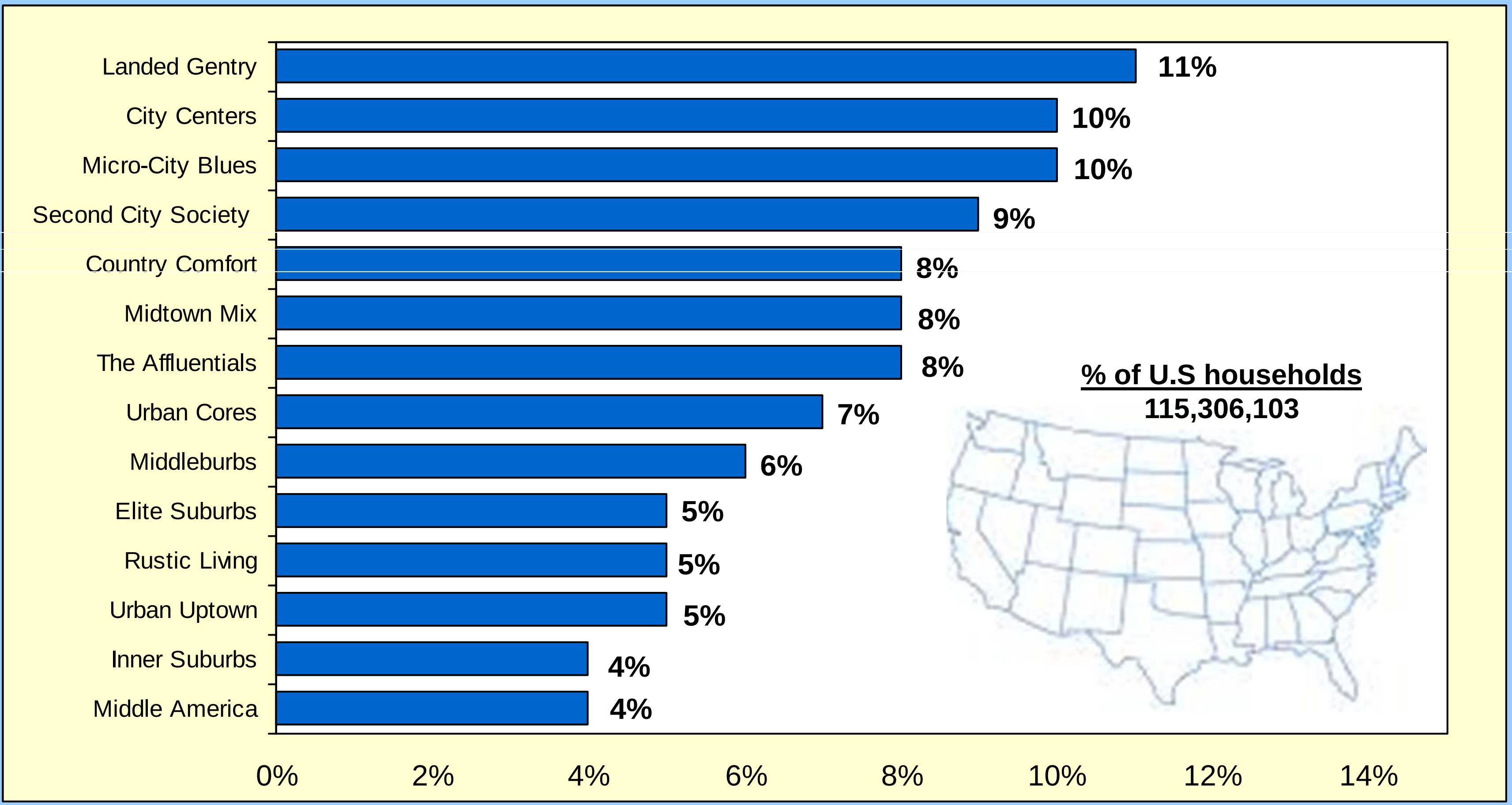
T2 – Country Comfort
23 Greenbelt Sports
28 Traditional Times
32 New Homesteaders
33 Big Sky Families
37 Mayberry-ville

T3 – Middle America
38 Simple Pleasures
42 Red, White & Blues
43 Heartlanders
45 Blue Highways
50 Kid Country, USA
51 Shotguns & Pickups

T4 – Rustic Living
48 Young & Rustic
55 Golden Ponds
56 Crossroads Villagers
57 Old Milltowns
58 Back Country Folks
64 Bedrock America

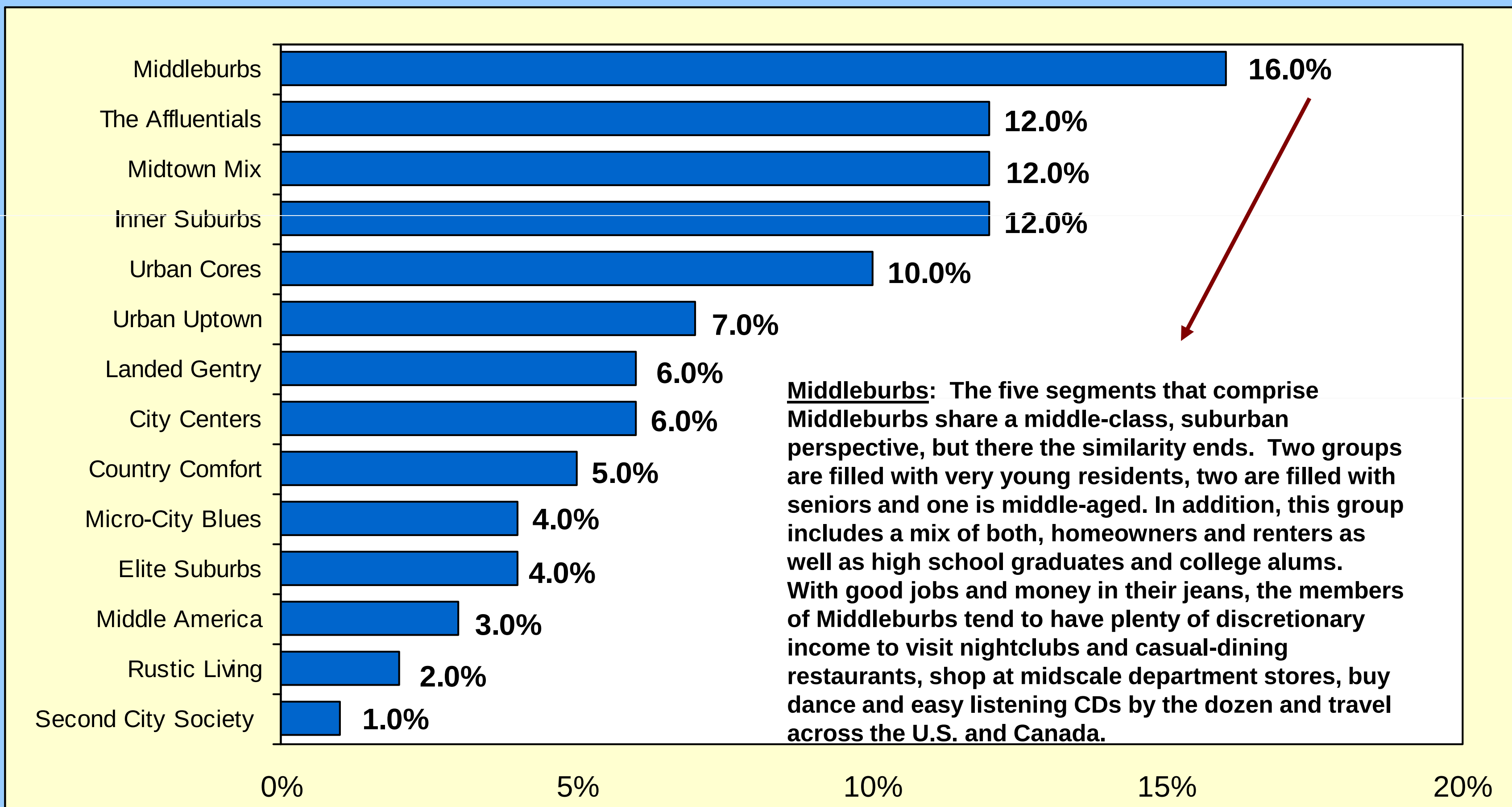
SOCIAL GROUP PROFILE

- UNITED STATES HOUSEHOLDS -



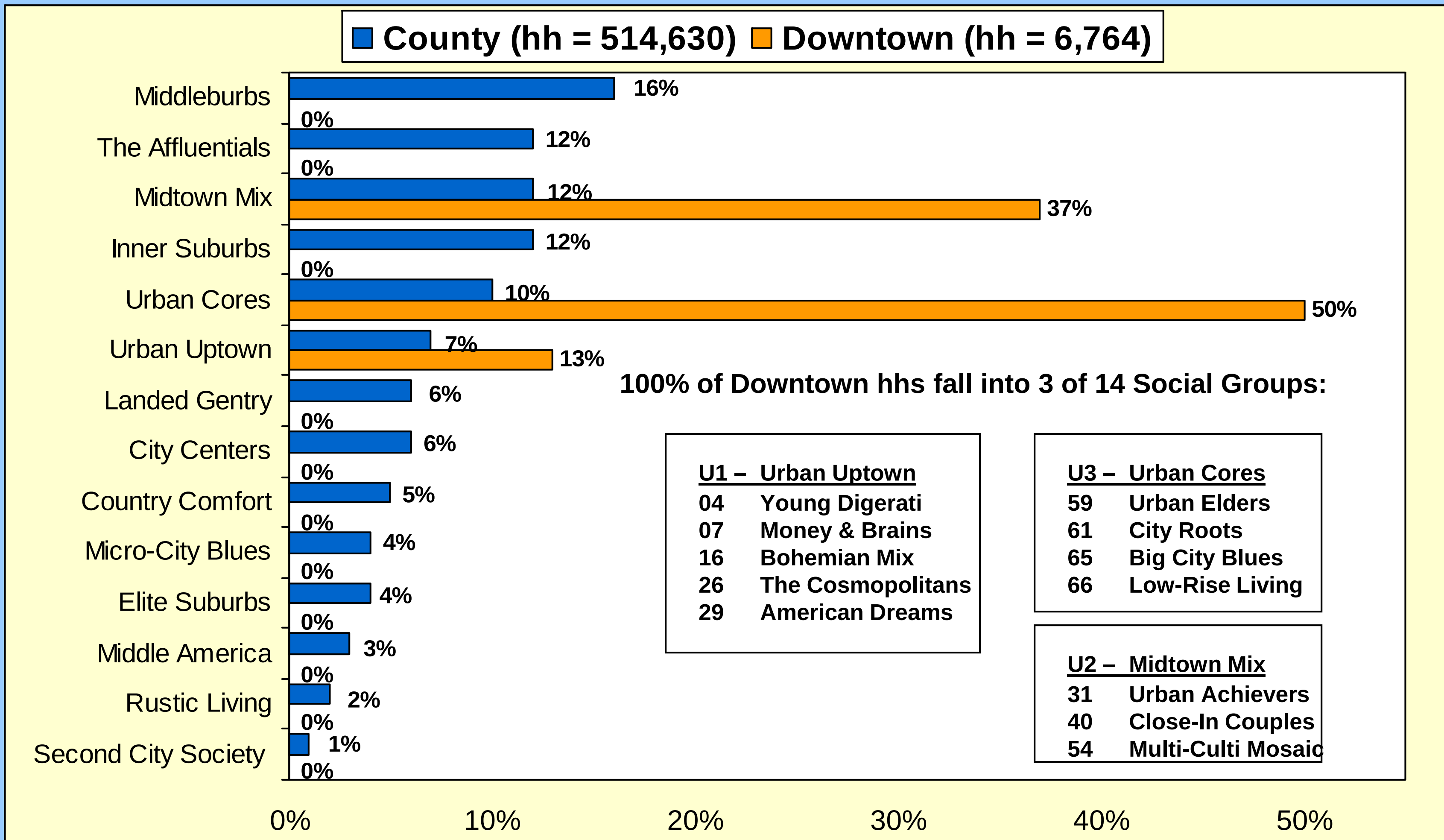
SOCIAL GROUP PROFILE

- ALLEGHENY COUNTY, PA HOUSEHOLDS -



DOWNTOWN & AGH COUNTY

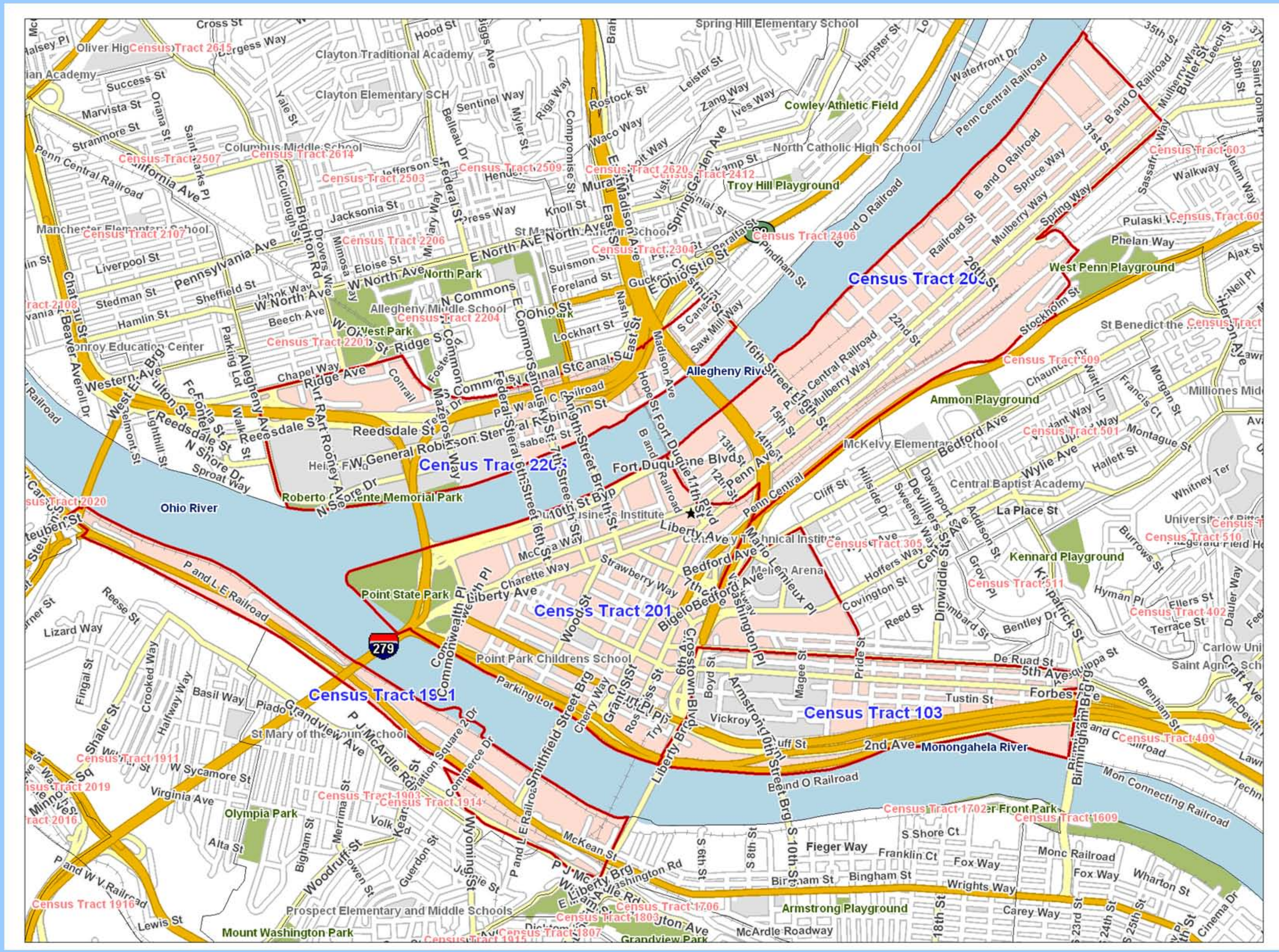
- SOCIAL GROUP PROFILES -



DOWNTOWN WORKER PROFILES

Strategic Metrics Group

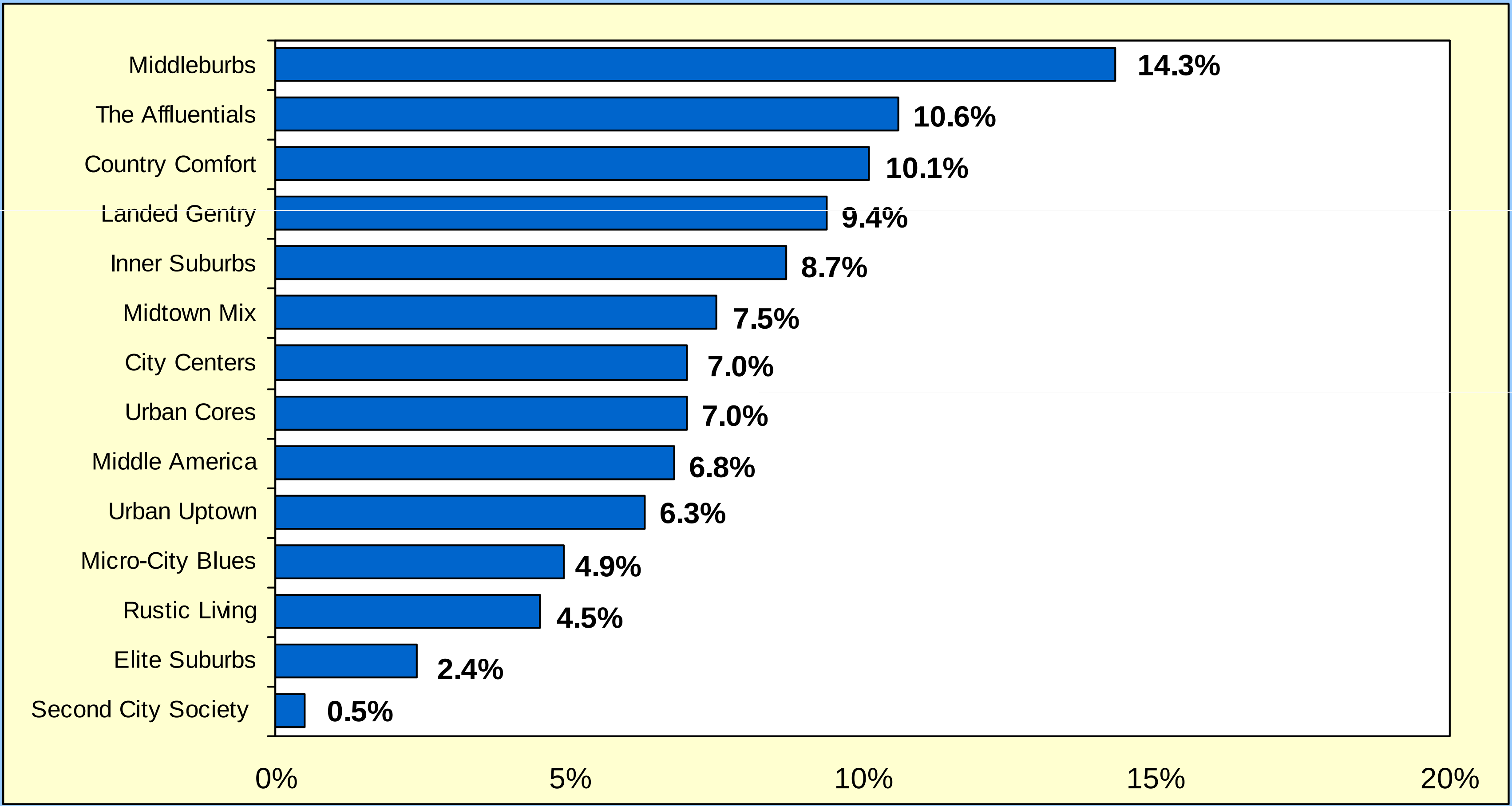
DOWNTOWN PITTSBURGH – 5 TRACTS



Strategic Metrics Group

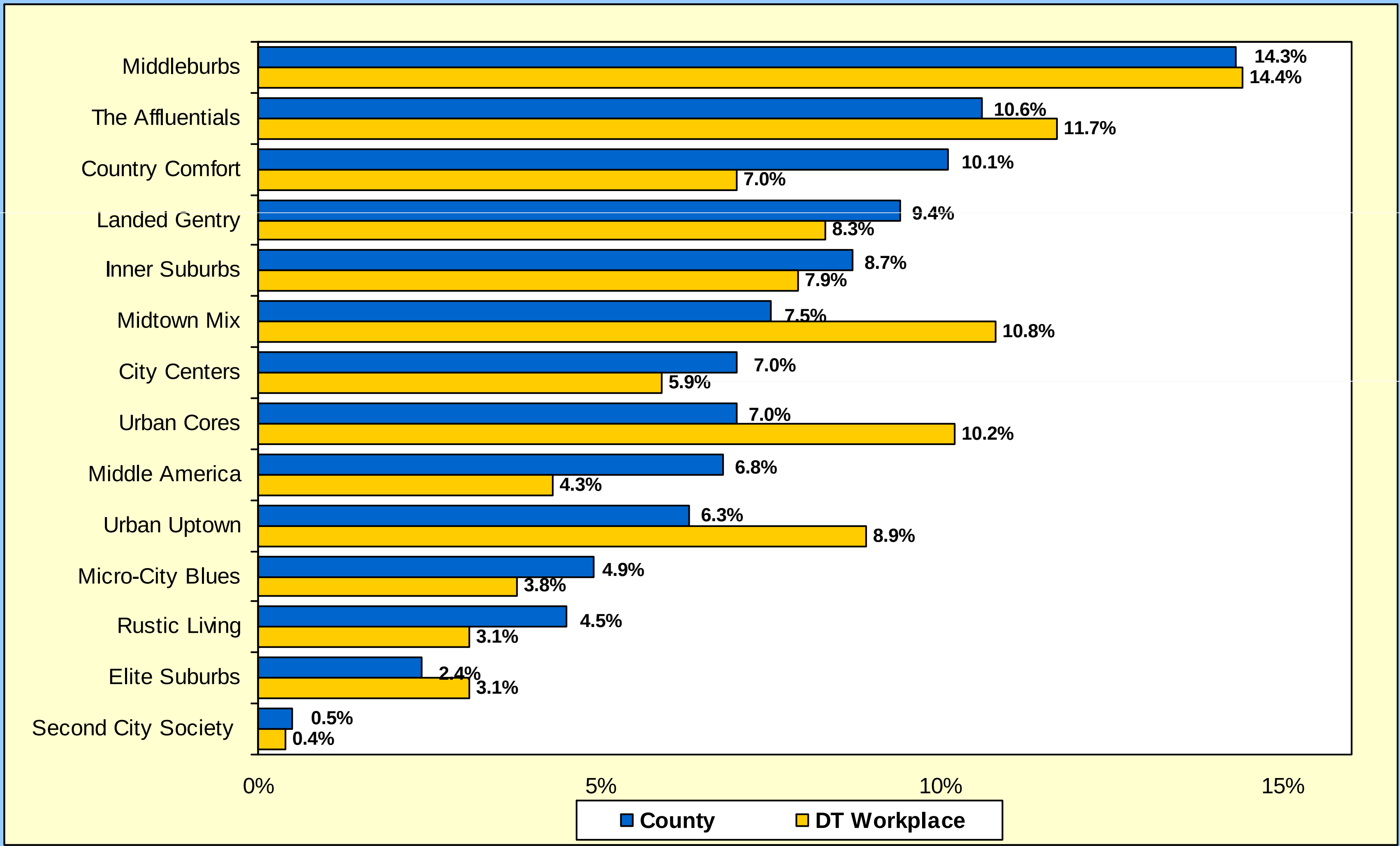
PRIZM SOCIAL GROUP PROFILE

- ALLEGHENY COUNTY WORKPLACE -



PRIZM SOCIAL GROUP PROFILE

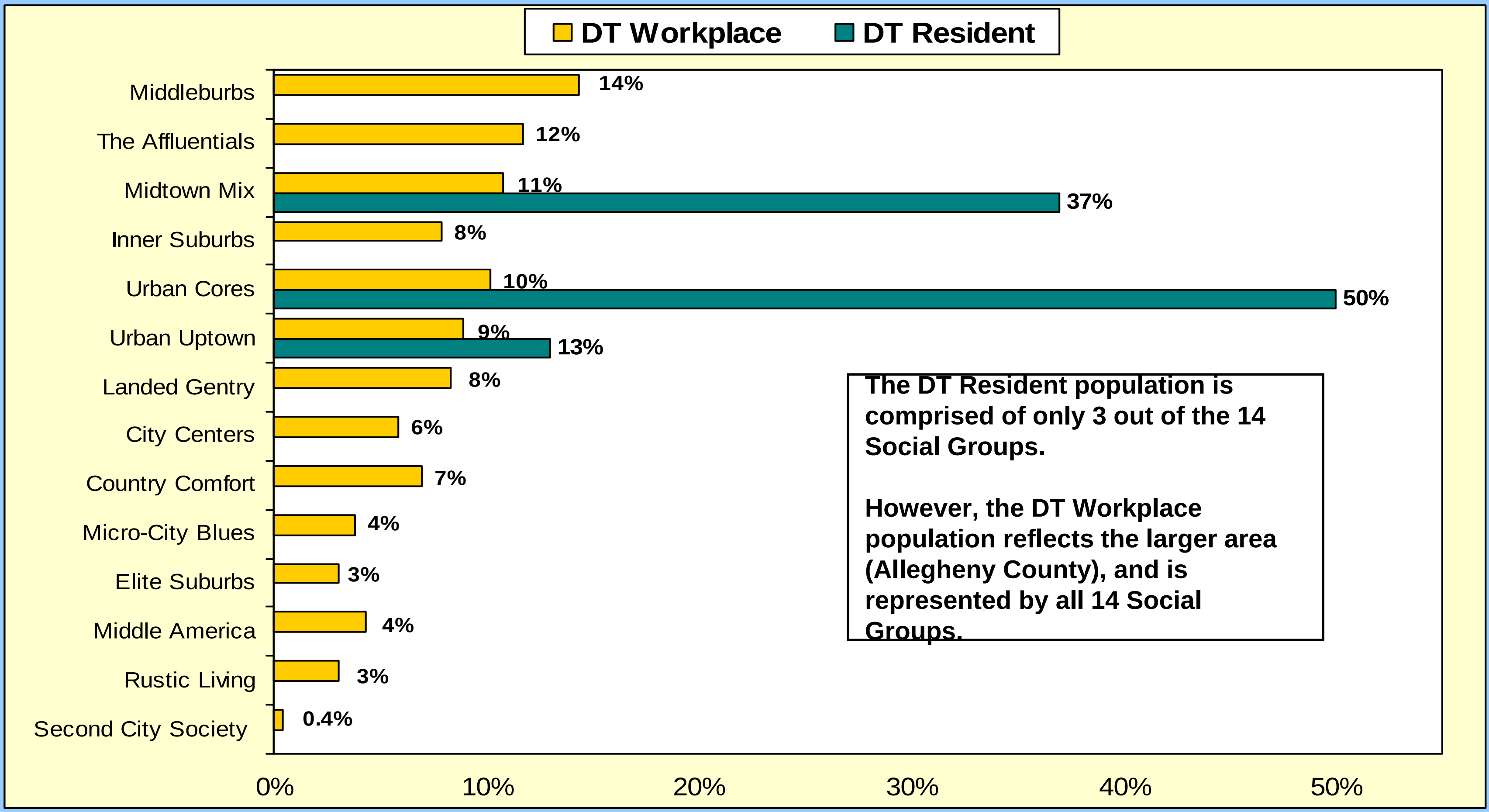
- ALLEGHENY & DOWNTOWN WORKPLACE -



Strategic Metrics Group

DOWNTOWN COMPARISONS

- DT WORKPLACE VS. DT RESIDENT – SOCIAL GROUP PROFILES



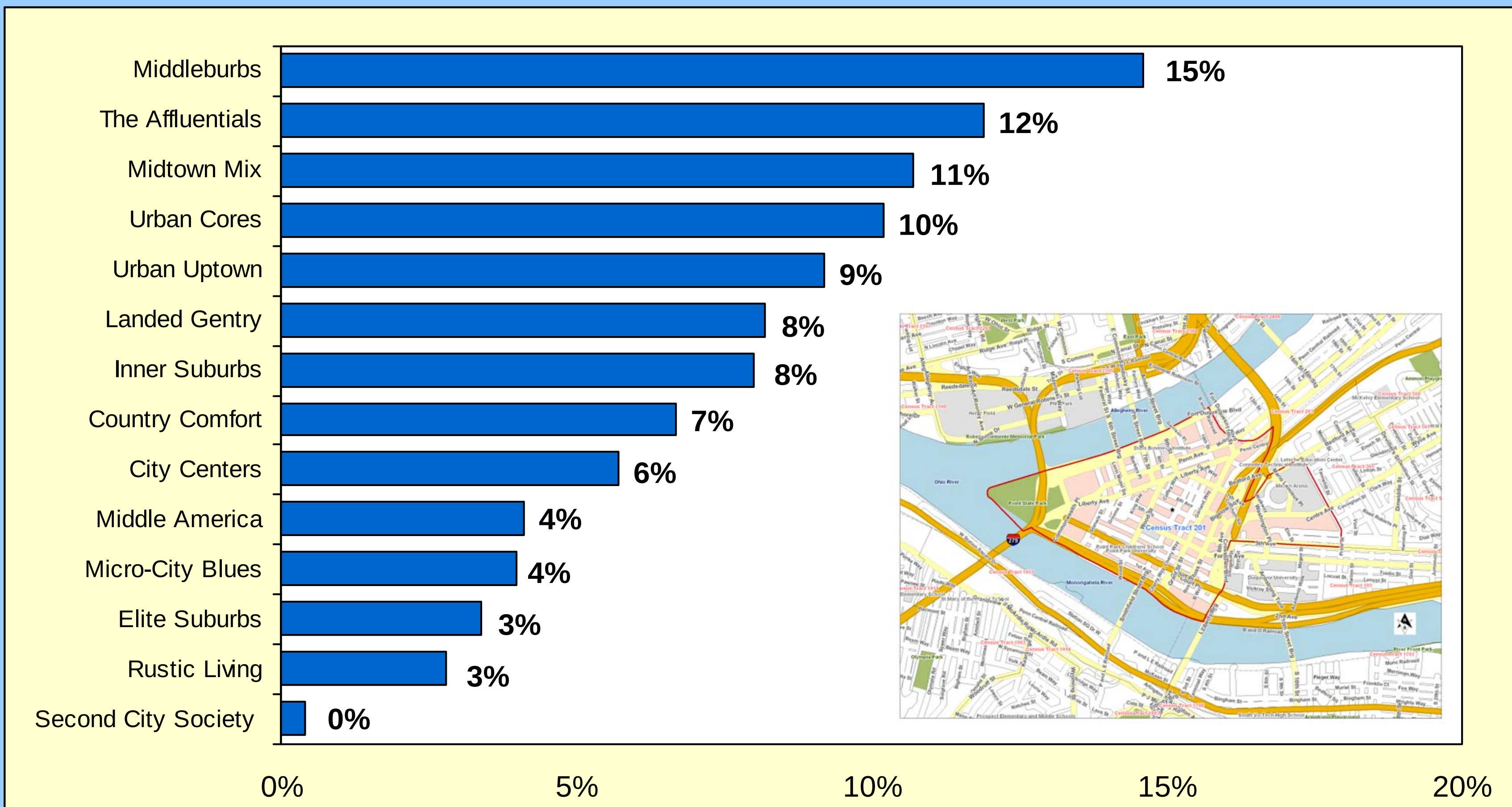
The DT Resident population is comprised of only 3 out of the 14 Social Groups.

However, the DT Workplace population reflects the larger area (Allegheny County), and is represented by all 14 Social Groups.

Strategic Metrics Group

GOLDEN TRIANGLE WORK FORCE

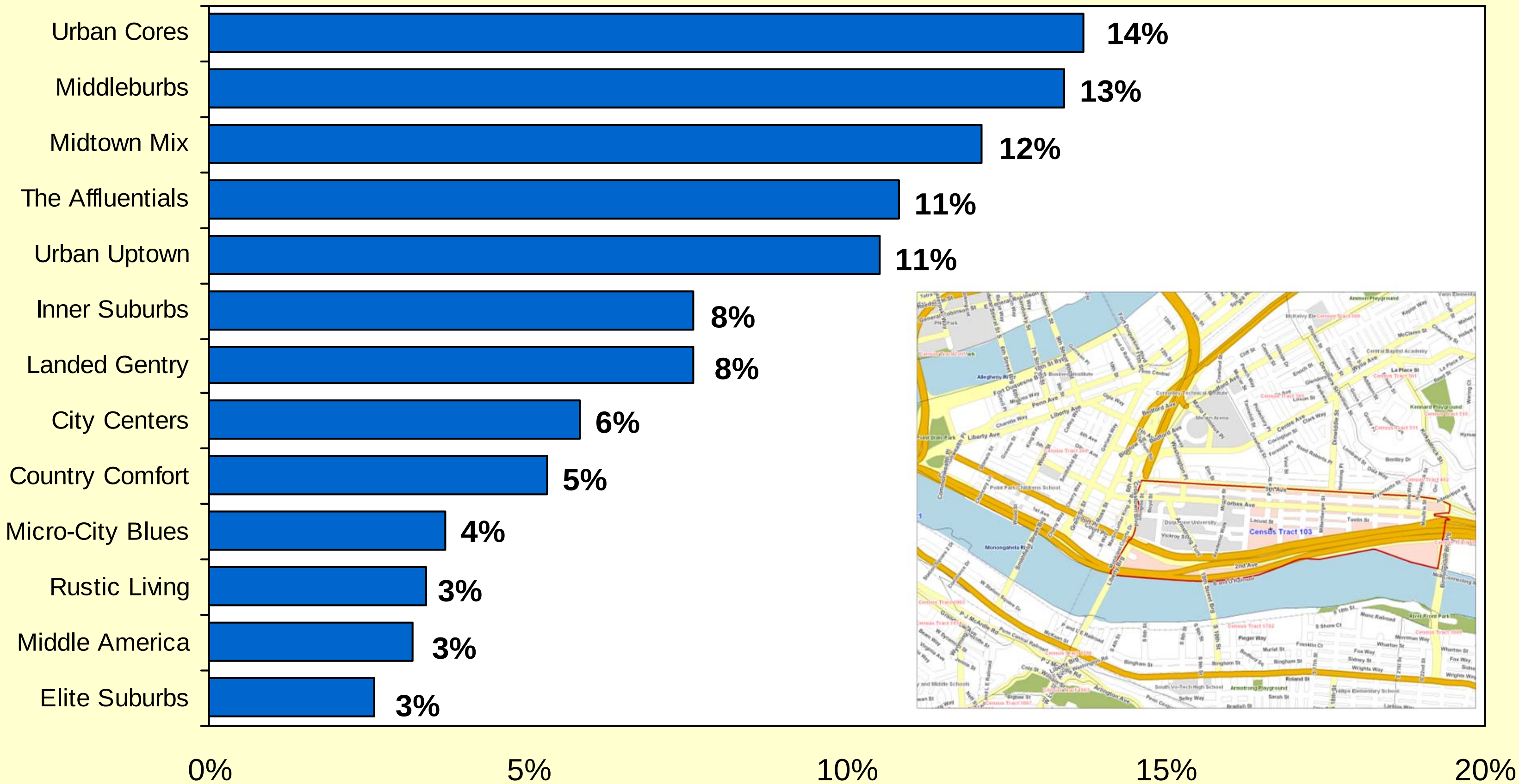
PRIZM SOCIAL GROUPS



Strategic Metrics Group

UPTOWN WORK FORCE

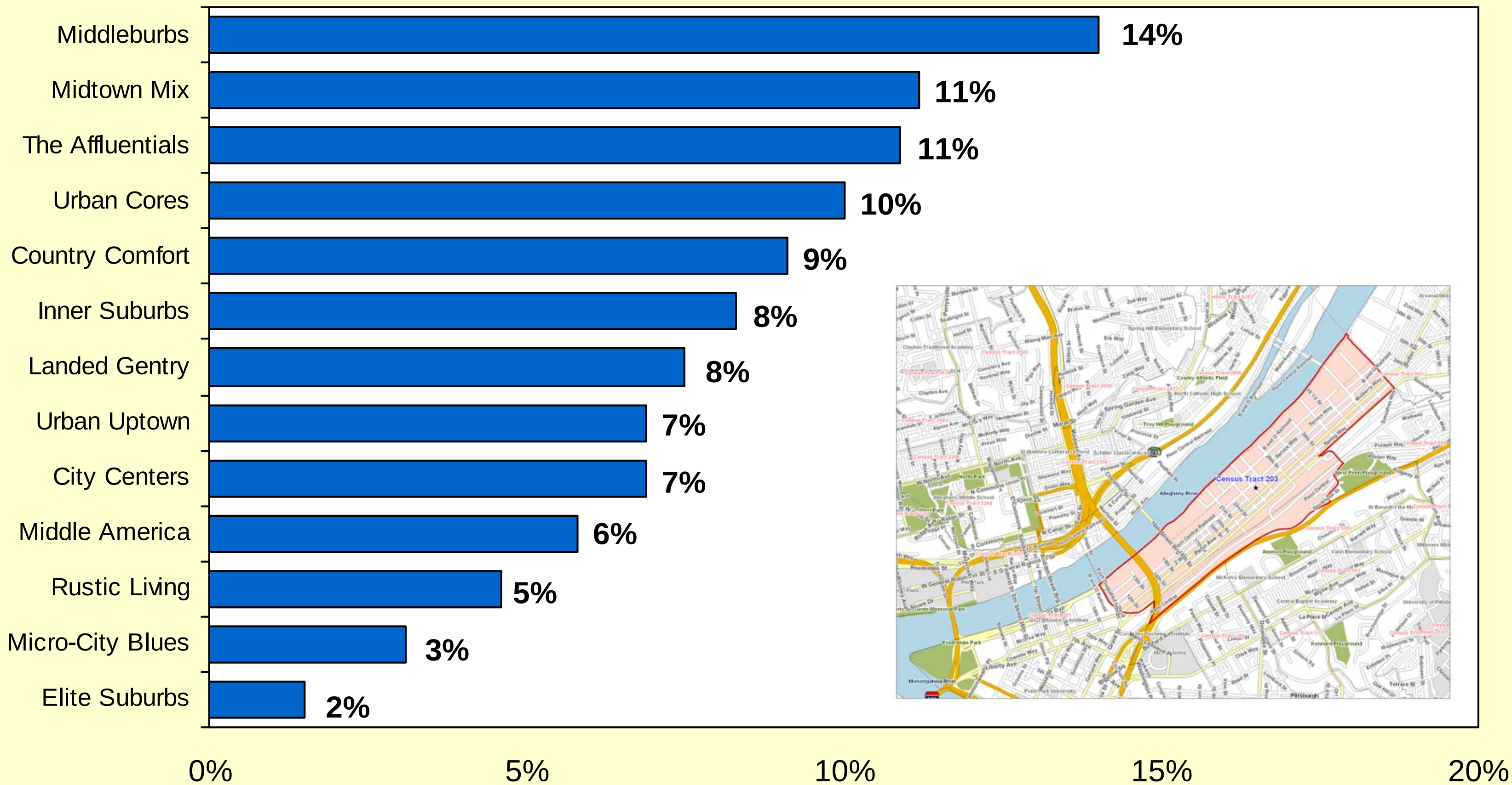
PRIZM SOCIAL GROUPS



Strategic Metrics Group

STRIP DISTRICT WORK FORCE

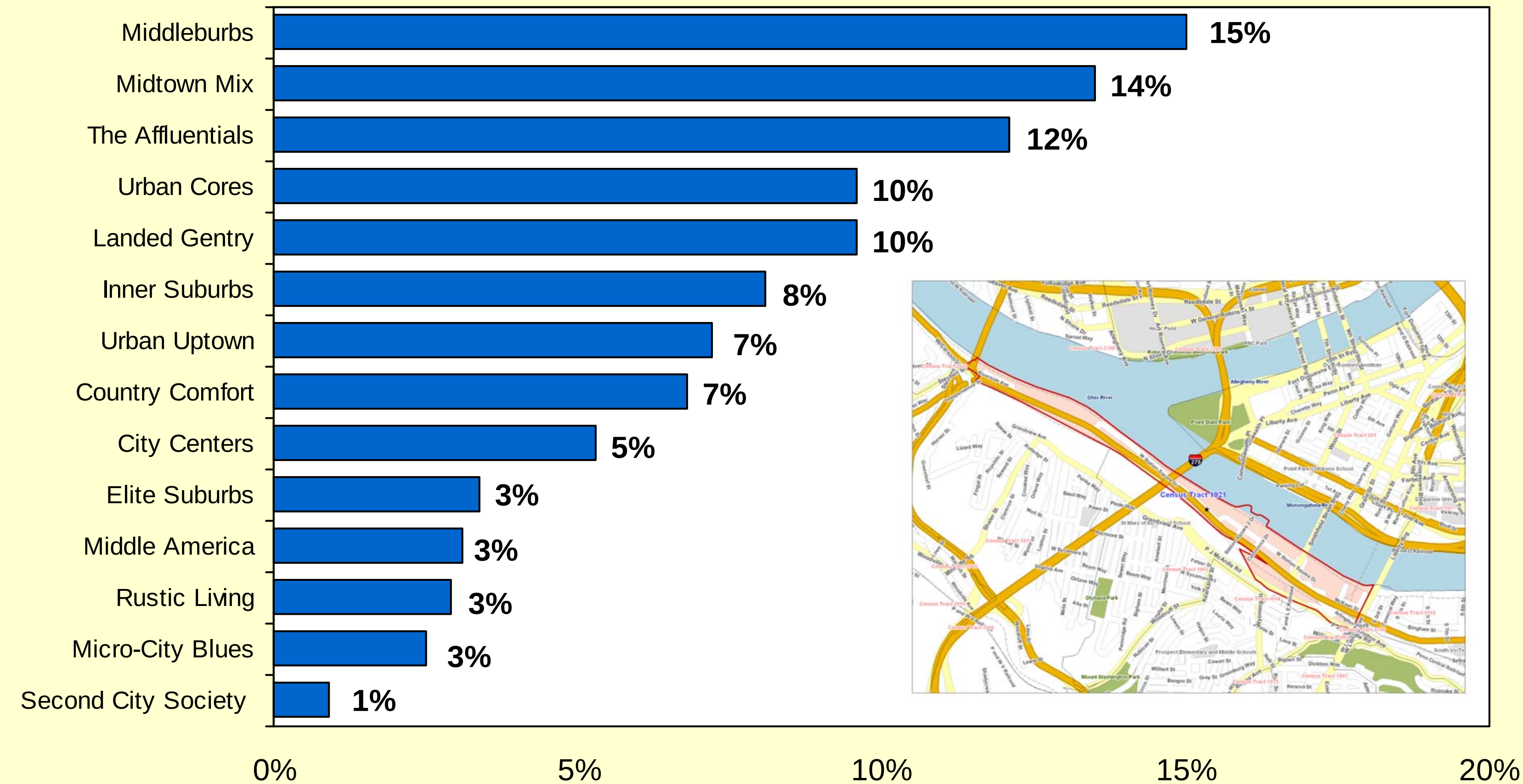
PRIZM SOCIAL GROUPS



Strategic Metrics Group

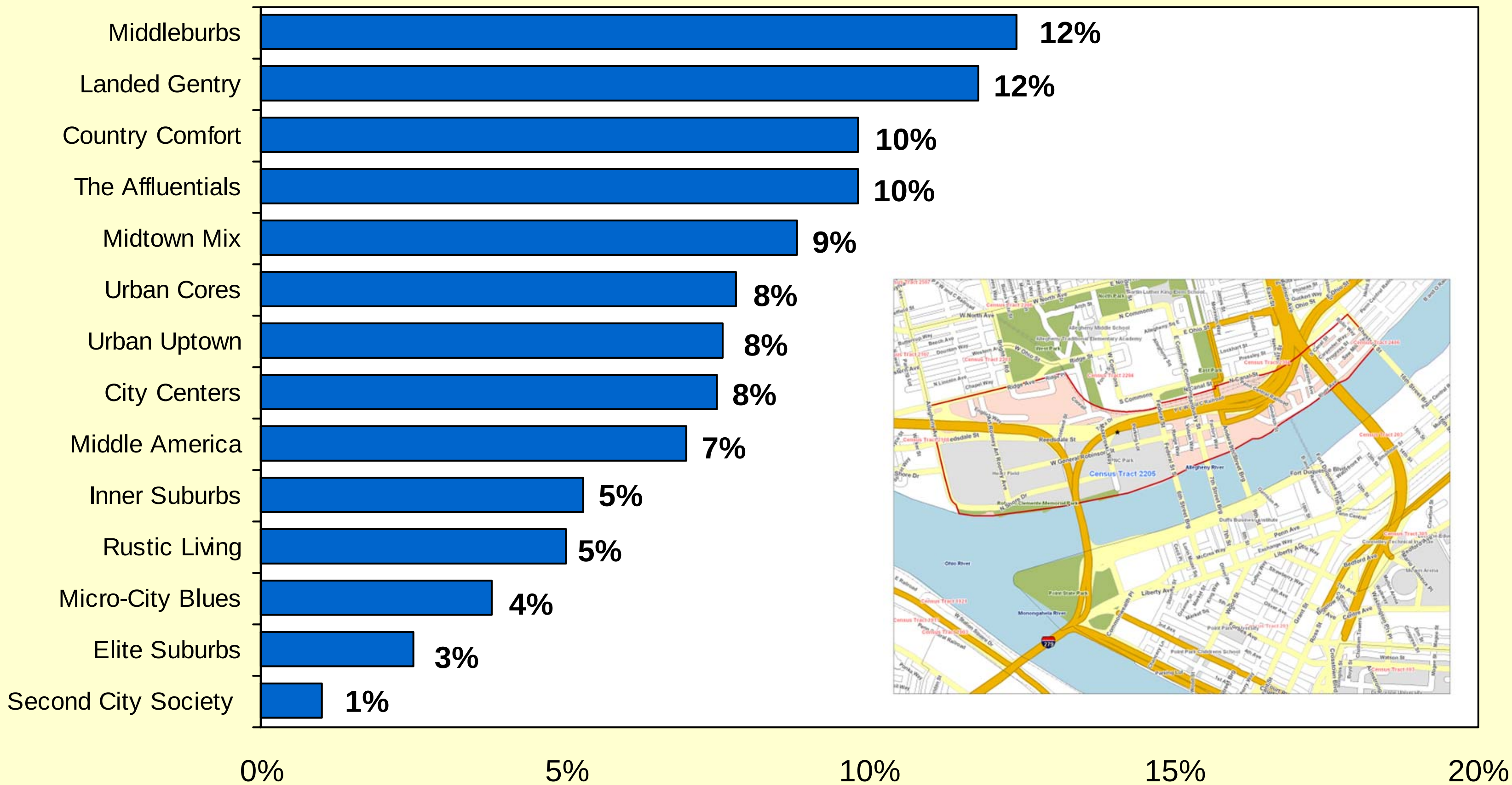
SOUTH SHORE WORK FORCE

PRIZM SOCIAL GROUPS



NORTH SHORE WORK FORCE

PRIZM SOCIAL GROUPS



DOWNTOWN WORK FORCE SUMMARY

- SOCIAL GROUPS % OF EACH TRACT -

	Uptown	Golden Triangle	Strip District	South Shore	North Shore
Urban Uptown	10.5%	9.2%	6.9%	7.2%	7.6%
Midtown Mix	12.1%	10.7%	11.3%	13.5%	8.8%
Urban Cores	13.7%	10.2%	10.0%	9.6%	7.8%
Elite Suburbs	2.6%	3.4%	1.5%	3.4%	2.5%
The Affluentials	10.8%	11.9%	10.9%	12.1%	9.8%
Middleburbs	13.4%	14.7%	14.0%	15.0%	12.3%
Inner Suburbs	7.6%	8.0%	8.3%	8.1%	5.3%
Second City Society	.3%	.4%	.1%	.9%	1.0%
City Centers	5.8%	5.7%	6.9%	5.3%	7.5%
Micro City Blues	3.7%	4.0%	3.1%	2.5%	3.8%
Landed Gentry	7.6%	8.2%	7.5%	9.6%	11.8%
Country Comfort	5.3%	6.7%	9.1%	6.8%	9.8%
Middle America	3.2%	4.1%	5.8%	3.1%	7.0%
Rustic Living	3.4%	2.8%	4.6%	2.9%	5.0%
Total	100%	100%	100%	100%	100%

Strategic Metrics Group

DOWNTOWN WORK FORCE SUMMARY

- SOCIAL GROUPS % OF ALL TRACTS -

	Uptown	Golden Triangle	Strip District	South Shore	North Shore	Total
Urban Uptown	.4%	7.4%	.5%	.2%	.3%	8.9%
Midtown Mix	.5%	8.6%	.9%	.4%	.4%	10.8%
Urban Cores	.5%	8.2%	.8%	.3%	.4%	10.2%
Elite Suburbs	.1%	2.7%	.1%	.1%	.1%	3.1%
The Affluentials	.4%	9.6%	.9%	.4%	.4%	11.8%
Middleburbs	.5%	11.7%	1.1%	.5%	.6%	14.5%
Inner Suburbs	.3%	6.5%	.7%	.3%	.2%	7.9%
Second City Society	0%	.3%	0%	0%	0%	.4%
City Centers	.2%	4.6%	.5%	.2%	.3%	5.9%
Micro City Blues	.1%	3.2%	.2%	.1%	.2%	3.8%
Landed Gentry	.3%	6.6%	.6%	.3%	.5%	8.3%
Country Comfort	.2%	5.4%	.7%	.2%	.4%	7.0%
Middle America	.1%	3.3%	.5%	.1%	.3%	4.3%
Rustic Living	.1%	2.3%	.4%	.1%	.2%	3.1%
Total	3.9%	80.5%	7.9%	3.1%	4.6%	100%

Strategic Metrics Group

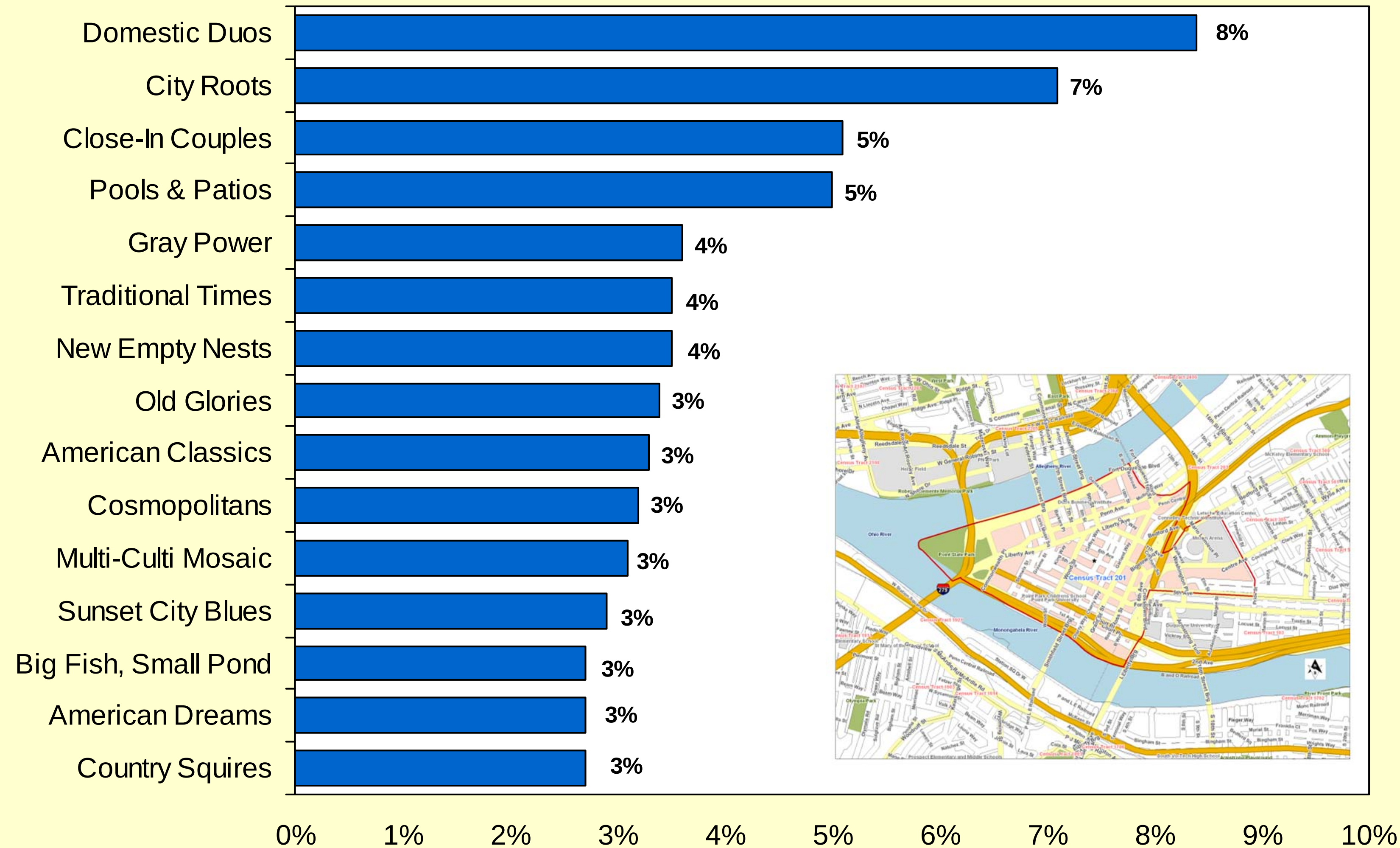
DOWNTOWN WORK FORCE SUMMARY

- 100% OF EACH SOCIAL GROUPS -

	Uptown	Golden Triangle	Strip District	South Shore	North Shore	Total
Urban Uptown	4.6%	82.9%	6.1%	2.5%	3.9%	100%
Midtown Mix	4.4%	79.8%	8.2%	3.9%	3.7%	100%
Urban Cores	5.3%	80.4%	7.8%	3.0%	3.5%	100%
Elite Suburbs	3.2%	85.9%	3.8%	3.4%	3.7%	100%
The Affluentials	3.6%	81.9%	7.5%	3.2%	3.8%	100%
Middleburbs	3.6%	81.5%	7.7%	3.3%	3.9%	100%
Inner Suburbs	3.8%	81.7%	8.3%	3.2%	3.0%	100%
Second City Society	2.7%	78.3%	2.7%	6.2%	10.1%	100%
City Centers	3.9%	78.2%	9.3%	2.8%	5.8%	100%
Micro City Blues	3.7%	83.3%	6.4%	2.0%	4.6%	100%
Landed Gentry	3.6%	79.1%	7.2%	3.6%	6.5%	100%
Country Comfort	3.0%	77.3%	10.3%	3.0%	6.4%	100%
Middle America	3.0%	76.5%	10.8%	2.2%	7.5%	100%
Rustic Living	4.3%	73.6%	11.8%	2.9%	7.4%	100%

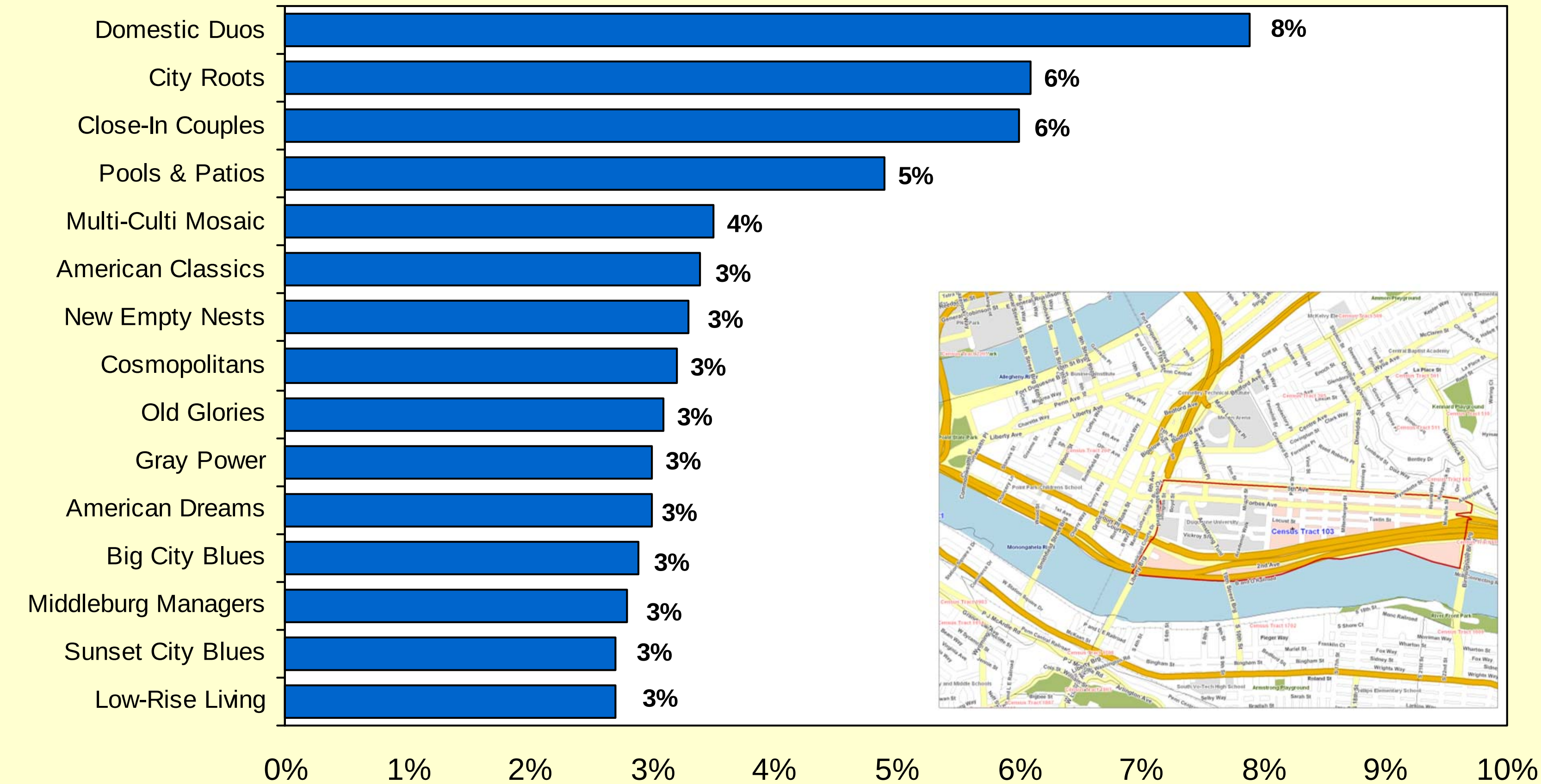
GOLDEN TRIANGLE WORK FORCE

TOP 15 PRIZM SEGMENTS



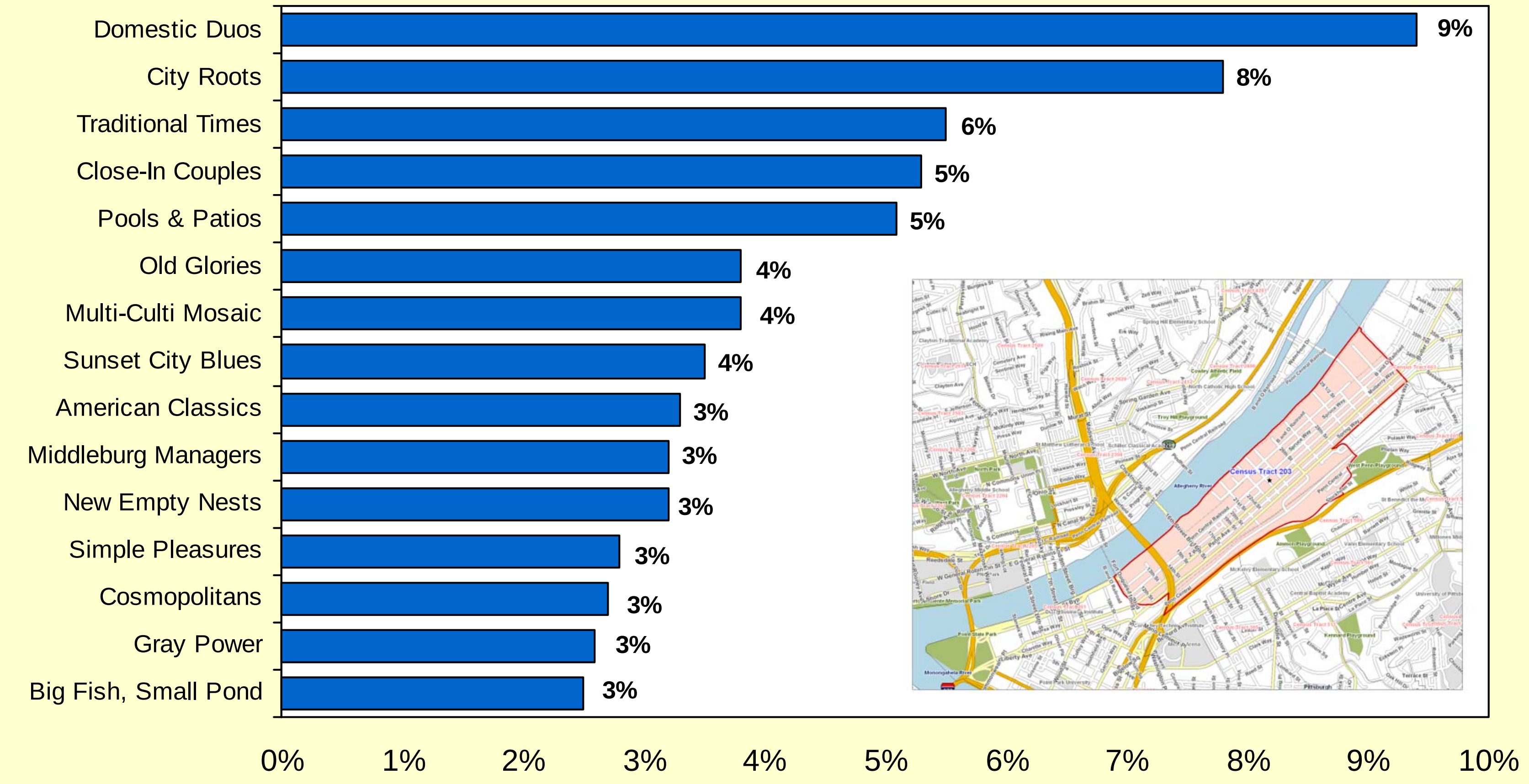
UPTOWN WORK FORCE

TOP 15 PRIZM SEGMENTS



STRIP DISTRICT WORK FORCE

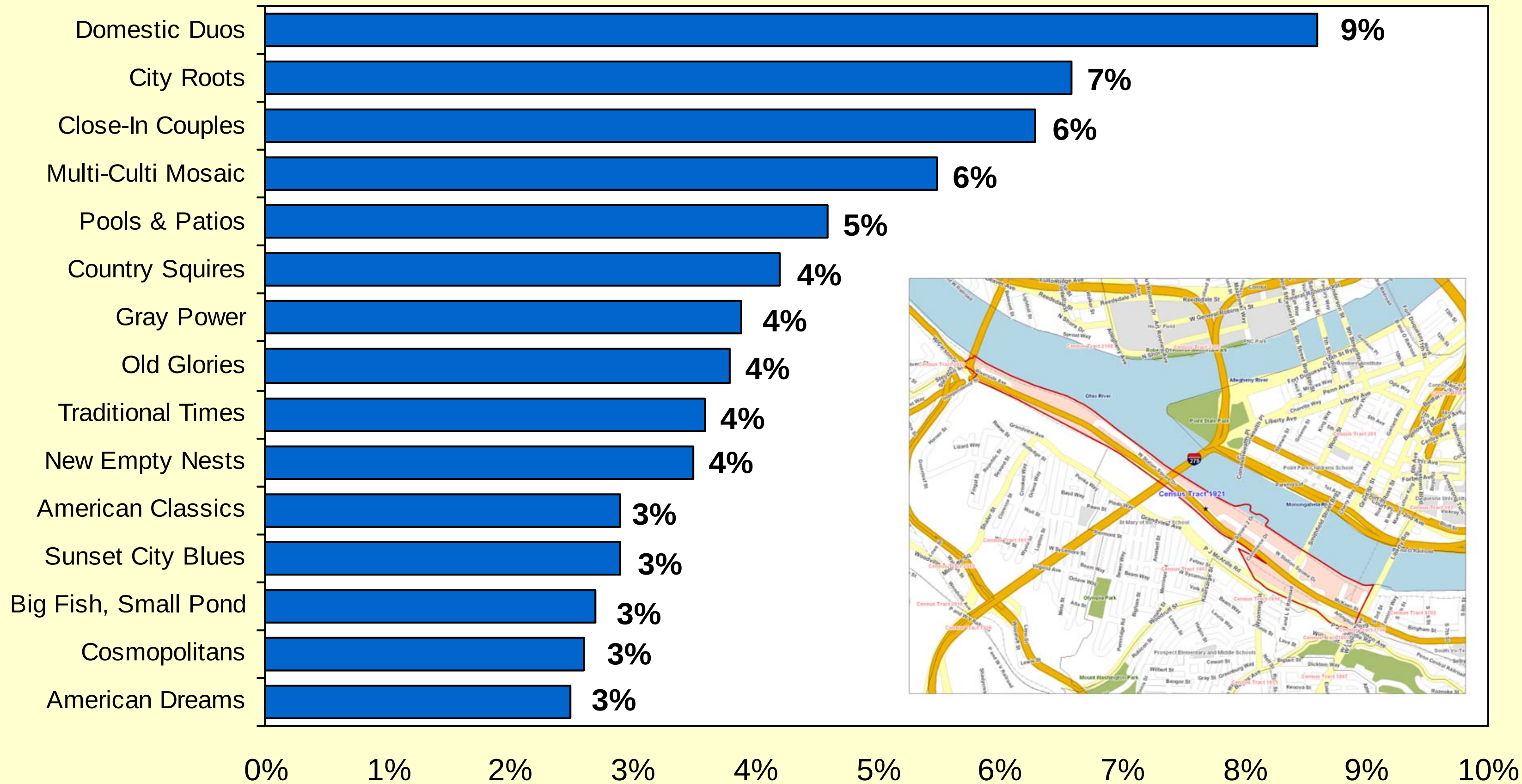
TOP 15 PRIZM SEGMENTS



Strategic Metrics Group

SOUTH SHORE WORK FORCE

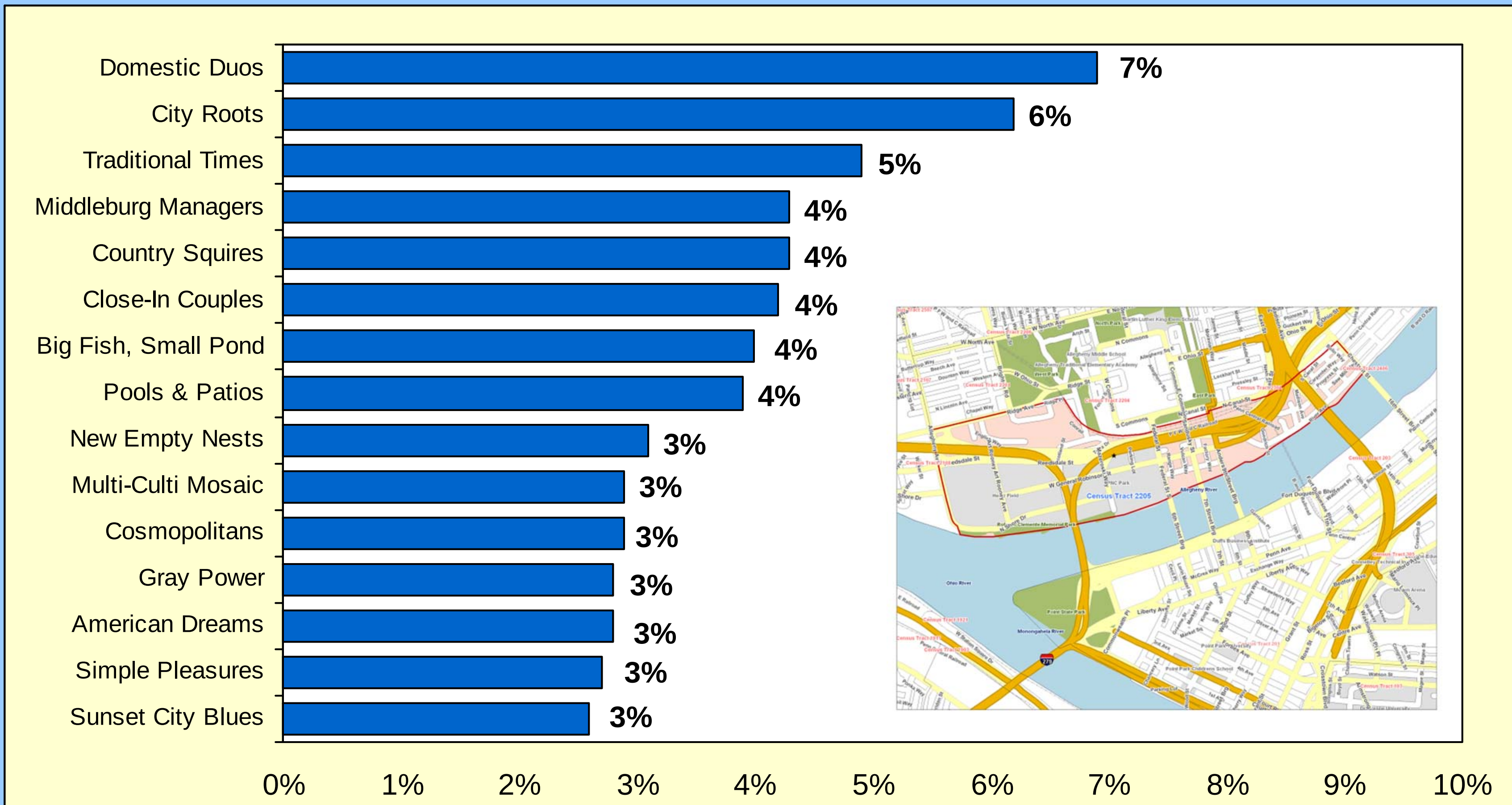
TOP 15 PRIZM SEGMENTS



Strategic Metrics Group

NORTH SHORE WORK FORCE

TOP 15 PRIZM SEGMENTS



DOWNTOWN WORK FORCE SEGMENTS

- TOP 10 SEGMENTS -

Golden Triangle	Uptown	Strip District	South Shore	North Shore
Domestic Duos	Domestic Duos	Domestic Duos	Domestic Duos	Domestic Duos
City Roots	City Roots	City Roots	City Roots	City Roots
Close-In Couples	Close-In Couples	Traditional Times	Close-In Couples	Traditional Times
Pools & Patios	Pools & Patios	Close-In Couples	Multi-Culti Mosaic	Middleburg Managers
Gray Power	Multi-Culti Mosaic	Pools & Patios	Pools & Patios	Country Squires
Traditional Times	American Classics	Old Glories	Country Squires	Close-In Couples
New Empty Nests	New Empty Nests	Multi-Culti Mosaic	Gray Power	Big Fish, Small Pond
Old Glories	Cosmopolitans	Sunset City Blues	Old Glories	Pools & Patios
American Classics	Old Glories	American Classics	Traditional Times	New Empty Nests
Cosmopolitans	Gray Power	Middleburg Managers	New Empty Nests	Multi-Culti Mosaic

Strategic Metrics Group

CLARITAS BUSINESS-FACTS™ DATA

Downtown Work Force Profile

CLARITAS
Business-Facts ™

Base file developed from the *infoUSA / ABI* data system

Largest data system in the business-to-business industry

Over 12 million records

Yellow Pages – White Pages
Business White Pages – Edgar Sec
Co. Web Sites – Annual Reports
State Manufacturer's Directories
City and Industry Directories
IPO Reporter – NASDAQ Fact Book
County Court House Records
Standard & Poor's - Other

20 million out-bound telephone calls made per quarter to verify Information

Data is modeled monthly and enhanced through proprietary Claritas processes

2010 DOWNTOWN EMPLOYEE COUNT

Number of Employees By Industry Class & Census Tract

	UPTOWN	GOLDEN TRIANGLE	STRIP DISTRICT	SOUTH SHORE	NORTH SHORE	**TOTAL**
AGRICULTURE	0	26	142	0	0	168
MINING	0	64	0	0	0	64
CONSTRUCTION	25	698	306	4	408	1441
MANUFACTURING	62	5,714	1,001	30	1,501	8,308
TRANSPORTATION	94	2,484	2,764	44	217	5,603
WHOLESALE	86	459	687	636	93	1,961
RETAIL	260	6,743	2,138	1,703	537	11,381
FINANCE	59	31,158	1,142	413	178	32,950
SERVICES	5,046	38,920	2,038	1,210	2,852	50,066
PUBLIC ADMIN	736	9,242	307	37	4	10,326
MISC	6	1,995	2,060	22	19	4,102
TOTAL	6,374	97,503	12,585	4,099	5,809	**126,370**

Strategic Metrics Group

Source: Claritas Inc.

DETAIL OF DOWNTOWN'S TOP 4 INDUSTRY CLASSES

2010 Number of Employees in Downtown

Services

Legal Services	15,012
Eng, Acct, Research & Mgmt Related Srvcs	9,226
Health Services	5,523
Business Services	5,184
Social Services	3,657
Educational Services	2,922
Hotels and Other Lodging Places	2,854
Membership Organizations	1,713
Amusement and Recreational Service	1,631
Automobile Repair, Services and Parking	661
Personal Services	615
Motion Pictures	432
Museums, Art Galleries, Zoos, Etc.	281
Miscellaneous Services	202
Miscellaneous Repair Services	151
Total	50,065

Retail

Eating and Drinking Places	5,682
Home Furniture, Furnishings and Equipment	2,246
Food Stores	1,355
Miscellaneous Retail	1,196
Apparel and Accessory Stores	429
General Merchandise Stores	343
Building Materials, Garden Sup & Mob Home	93
Automobile Dealers and Gas Service Stations	37
Total	11,381

Finance

Insurance Carriers	13,200
Security and Commodity Brokers and Service	9,349
Depository Institutions	3,924
Insurance Agents, Brokers and Service	2,455
Real Estate	2,443
Holding and Other Investment Offices	1,258
Non-Depository Credit Institutions	320
Total	32,950

Public Admin

Exec., Leg. and Gen. Govt. (Except Finance)	5,233
Justice, Public Order and Safety	2,680
Administration Of Human Resource Programs	1,122
Public Finance, Taxation and Monetary Policy	624
Administration Of Economic Programs	317
Admin. Of Environ. Quality & Housing Programs	242
National Security and International Affairs	108
Total	10,326

Strategic Metrics Group

2010 DOWNTOWN ESTABLISHMENT COUNT

Number of Establishments By Industry Class & Tract

	UPTOWN	GOLDEN TRIANGLE	STRIP DISTRICT	SOUTH SHORE	NORTH SHORE	TOTAL
AGRICULTURE	0	5	3	0	0	8
MINING	0	6	0	0	0	6
CONSTRUCTION	5	42	18	1	9	75
MANUFACTURING	12	85	54	4	14	169
TRANSPORTATION	6	71	22	2	6	107
WHOLESALE	7	34	47	5	11	104
RETAIL	26	434	136	45	27	668
FINANCE	13	495	27	9	25	569
SERVICES	212	2,003	124	39	87	2,465
PUBLIC ADMIN	9	366	8	2	1	386
MISC	2	173	15	7	6	203
TOTAL	292	3,714	454	114	186	**4,760**

Strategic Metrics Group

Source: Claritas Inc.

2010 DOWNTOWN ESTABLISHMENT MIX

% of Establishments By Industry Class & Census Tract

	UPTOWN	GOLDEN TRIANGLE	STRIP DISTRICT	SOUTH SHORE	NORTH SHORE	**TOTAL Downtown**
AGRICULTURE	0.0%	0.1%	0.7%	0.0%	0.0%	0.2%
MINING	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
CONSTRUCTION	1.7%	1.1%	4.0%	0.9%	4.8%	1.6%
MANUFACTURING	4.1%	2.3%	11.9%	3.5%	7.5%	3.6%
TRANSPORTATION	2.1%	1.9%	4.8%	1.8%	3.2%	2.2%
WHOLESALE	2.4%	0.9%	10.4%	4.4%	5.9%	2.2%
RETAIL	8.9%	11.7%	30.0%	39.5%	14.5%	14.0%
FINANCE	4.5%	13.3%	5.9%	7.9%	13.4%	12.0%
SERVICES	72.6%	53.9%	27.3%	34.2%	46.8%	51.8%
PUBLIC ADMIN	3.1%	9.9%	1.8%	1.8%	0.5%	8.1%
MISC	0.7%	4.7%	3.3%	6.1%	3.2%	4.3%
TOTAL	100%	100%	100%	100%	100%	100%

Strategic Metrics Group

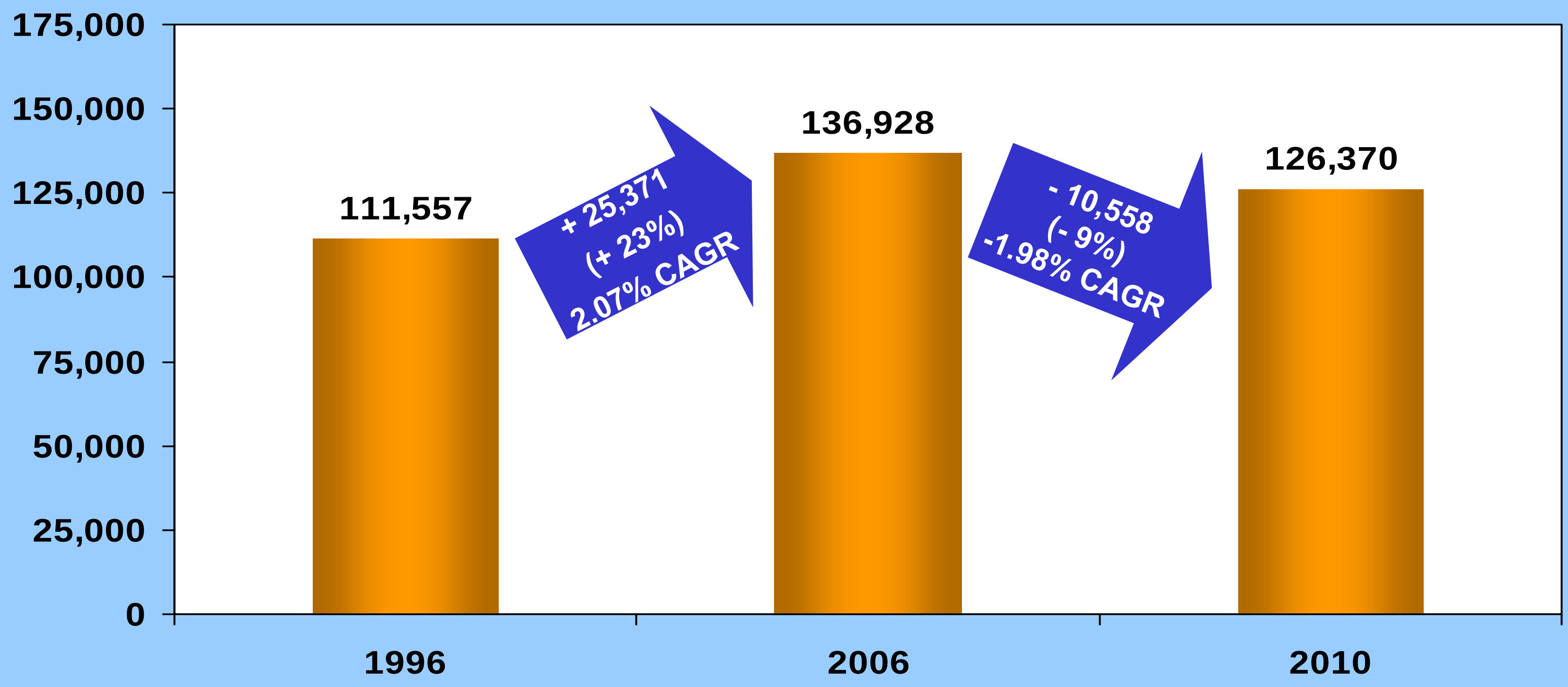
Source: Claritas Inc.

DOWNTOWN PITTSBURGH
WORK FORCE CHANGE
1996 - 2010

Strategic Metrics Group

DOWNTOWN EMPLOYEE GROWTH

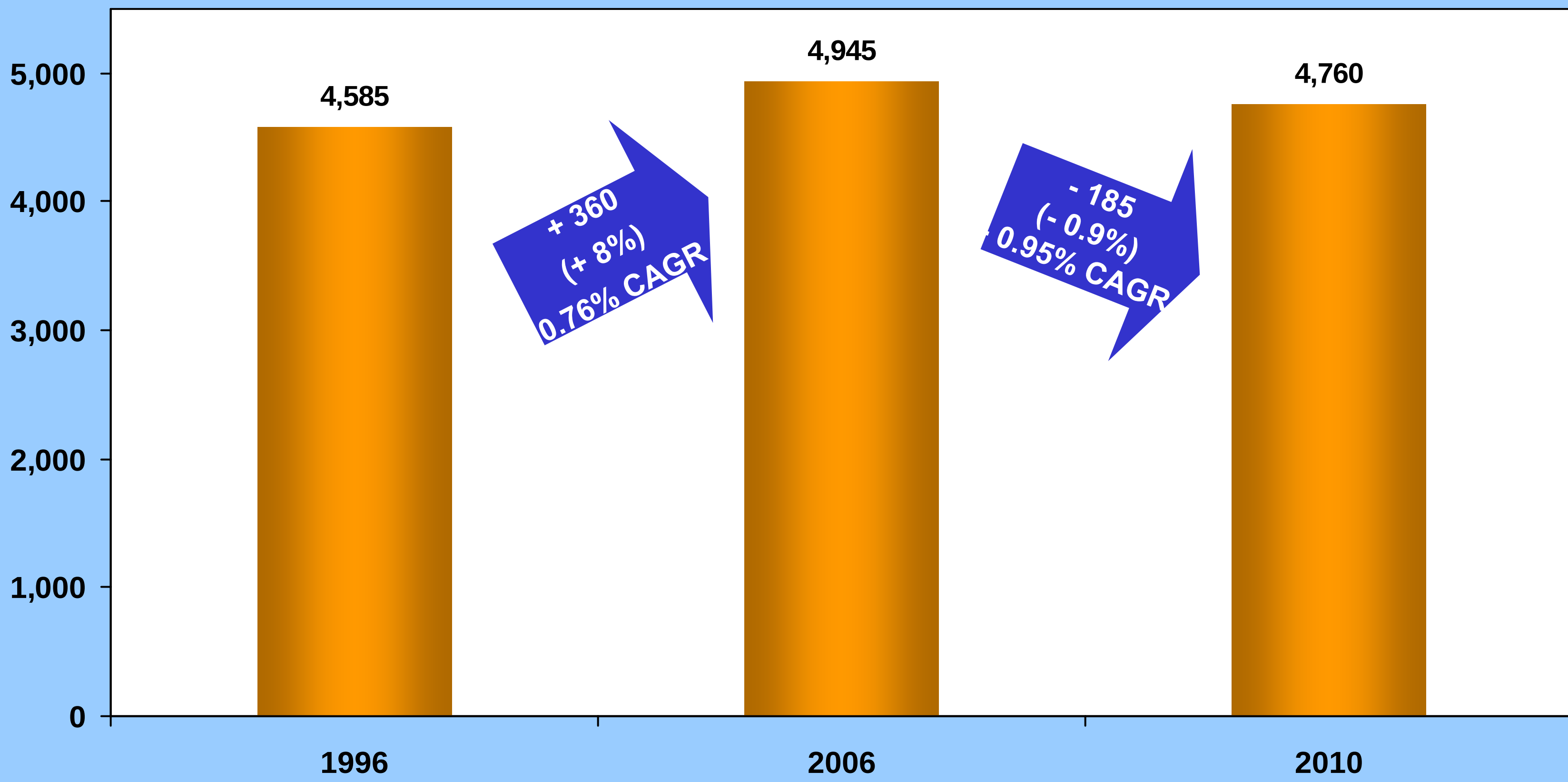
Downtown Pittsburgh 1996 to 2010



The cumulative drag of the recent economic contraction, both nationally and regionally, must be considered when comparing counts in 2006 and 2010. The unemployment rate has been almost double (100% higher) in 2010 versus unemployment during the "better times" of 2006. And, although the current "official" unemployment figures for Allegheny County and the City range between 8.6% and 8.9%, "real" unemployment is estimated closer to 11% or higher. Despite the deep recession and accompanying high unemployment, Downtown and the broader surrounding area have weathered the past year better than many other markets

Source: Claritas Inc.

DOWNTOWN ESTABLISHMENT GROWTH
Downtown Pittsburgh 1996 to 2010

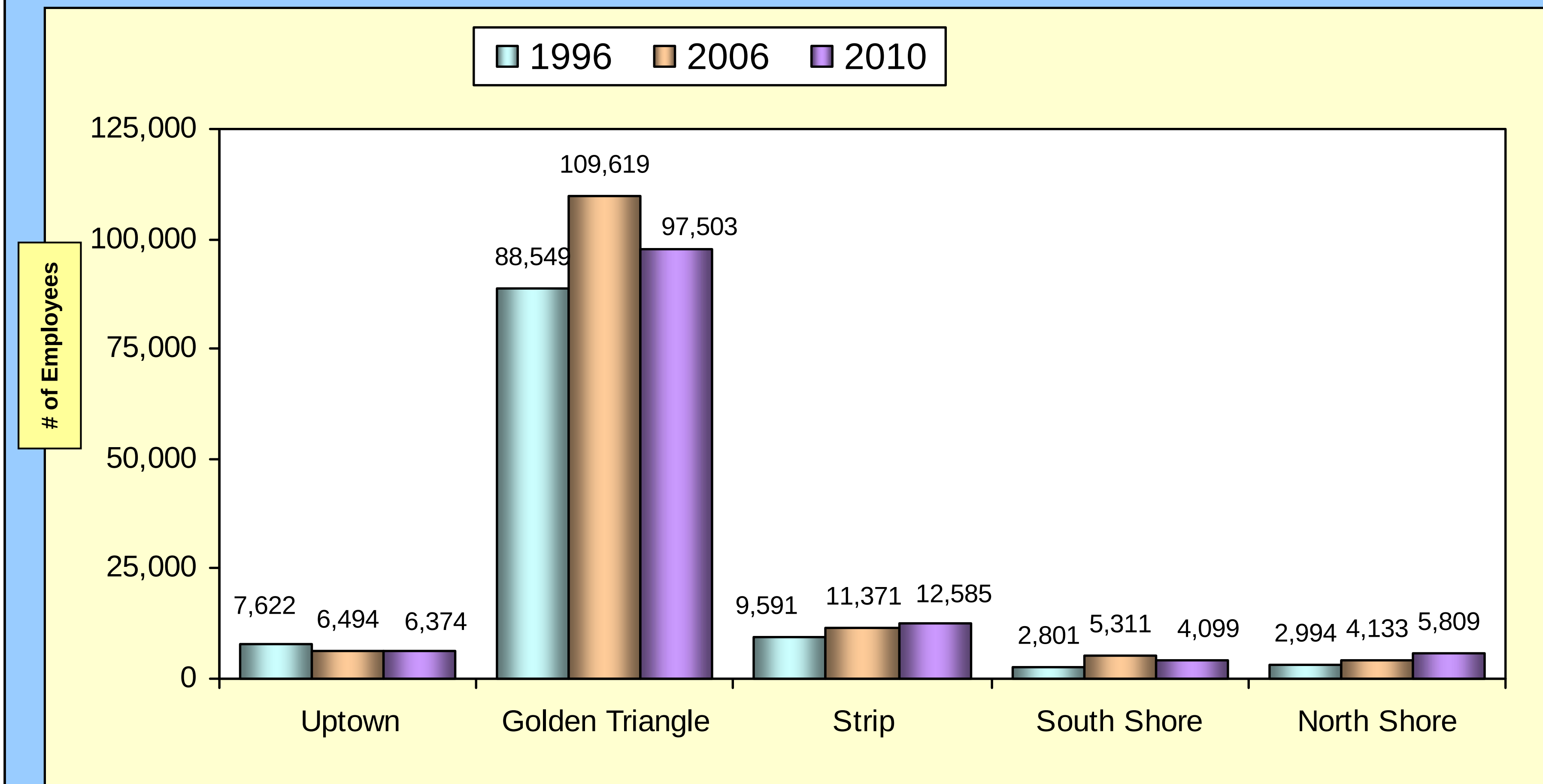


Source: Claritas Inc.

WORK FORCE CHANGE BY DOWNTOWN TRACT

DOWNTOWN EMPLOYEE CHANGE

Number of Employees By Tract By Year

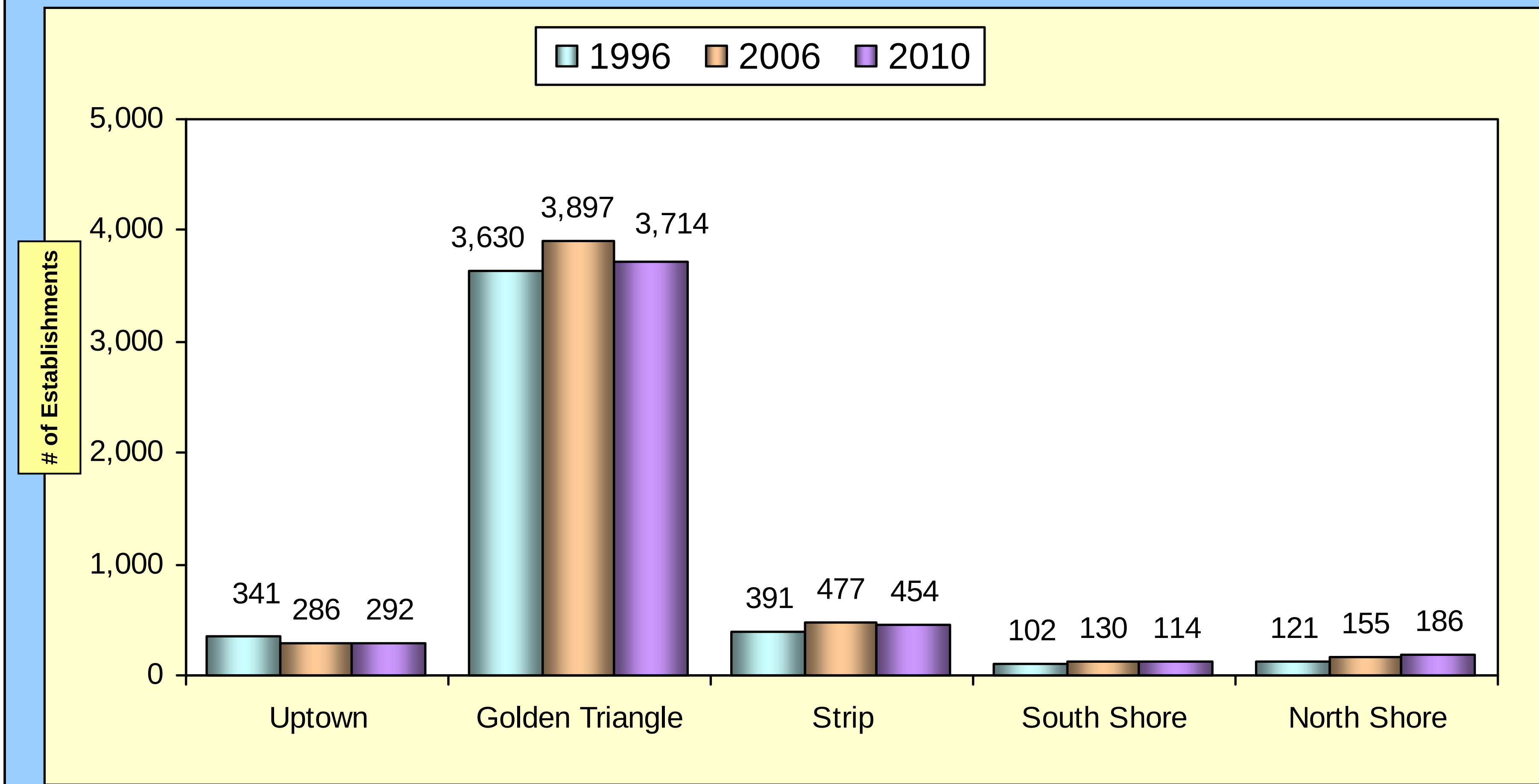


Strategic Metrics Group

Source: Claritas Inc.

DOWNTOWN ESTABLISHMENT CHANGE

Number of Establishments By Census Tract By Year



Strategic Metrics Group

Source: Claritas Inc.

DOWNTOWN SUMMARY

Establishment & Employee Change By Tract

	UPTOWN	GOLDEN TRIANGLE	STRIP DISTRICT	SOUTH SHORE	NORTH SHORE	TOTAL DOWNTOWN
# of Establishments	292	3,714	454	114	186	4,760
% Change of Tract	+ 2.0%	-4.5%	-5.0%	-12.0%	+20%	
# of Employees	6,374	97,503	12,585	4,099	5,809	126,370
% Change of Tract	-2.0%	-11%	+10%	-22.0%	+40%	

Despite the challenging economy, the North Shore has experienced increases in both the employee and establishment counts.

Source: Claritas Inc.

DOWNTOWN
WORK FORCE CHANGE
BY INDUSTRY CLASS

EMPLOYEE CHANGE BY INDUSTRY

Downtown Employees

		2006	2010	Net Change
Decline	AGRICULTURE	215	168	-47 -22%
	MINING	131	64	-67 -51%
	CONSTRUCTION	2,926	1,441	-1485 -51%
	MANUFACTUING	10,526	8,308	-2,218 -21%
	TRANSPORTATION	6,595	5,603	-992 -15%
	WHOLESALE	2,357	1,961	-396 -17%
Growth	RETAIL	9,958	11,381	+1,423 +14%
Decline	FINANCE	42,906	32,950	-9,956 -23%
Growth	SERVICES	45,514	50,066	+4,552 +10%
Decline	PUBLIC ADMIN	12,161	10,326	-1,835 -15%
Growth	MISC	3,639	4,102	+463 +13%
	TOTAL	136,928	126,370	-10,558 -7.7%

Source: Claritas Inc.

FORCE CHANGE
BY DOWNTOWN TRACT
& INDUSTRY CLASS

DOWNTOWN EMPLOYEE CHANGE

Top 10 Above Average and Below Average Cells

	UPTOWN	GOLDEN TRIANGLE	STRIP DISTRICT	SOUTH SHORE	NORTH SHORE
AGRICULTURE		5			
MINING		6			
CONSTRUCTION		4		3	1
MANUFACTURING	3			9	
TRANSPORTATION	8			7	4
WHOLESALE			9		10
RETAIL				7	6
FINANCE	8		2	2	
SERVICES					5
PUBLIC ADMIN			10		1
MISC					

Decline

Growth

Green cells represent the top 10 areas of growth from 2006 to 2010. Construction in the North Shore (Green #1) is the biggest growth cell.

Black cells signify the top 10 shrinking areas. Public Admin in the North Shore (Black #1) is the biggest declining cell.

Decline

Growth

Strategic Metrics Group

Source: Claritas Inc.

APPENDIX
11 PAGE EXAMPLE

Strategic Metrics Group

THE AFFLUENTIALS – POOLS & PATIOS, 1 & 2

15 Pools & Patios

Upper-Mid, Older w/o Kids

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios--the highest proportion of homes were built in the 1960s--residents work as white-collar managers and professionals, and are now at the top of their careers.

Social Group: The Affluentials

Lifestage Group: Conservative Classics

2009 Statistics:

US Households: 1,525,347 (1.32%)

Median HH Income: $73,937

Lifestyle Traits:

1. Shop at Lord & Taylor
2. Own timeshare
3. Read Consumer Reports
4. Watch 24
5. Subaru Forester

Demographics Traits:

Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	High
Age Ranges:	45-64
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	White Collar, Mix
Education Levels:	College Grad
Ethnic Diversity:	White, Black, Mix

Neighborhood Demographics

Urbanization Class

Description	US.	Segment	Index
CY HHs Urban	17.58	0.00	0
CY HHs Suburban	23.49	100.00	426
CY HHs Second City	19.14	0.00	0
CY HHs Town	19.83	0.00	0
CY HHs Rural	19.96	0.00	0

Age

Description	US.	Segment	Index
CY HHs with Hhldr Age 15 - 24	5.08	1.92	38
CY HHs with Hhldr Age 25 - 34	15.93	10.44	66
CY HHs with Hhldr Age 35 - 44	19.24	15.70	82
CY HHs with Hhldr Age 45 - 54	21.28	23.70	111
CY HHs with Hhldr Age 55 - 59	9.44	12.14	129
CY HHs with Hhldr Age 60 - 64	7.82	9.73	124
CY HHs with Hhldr Age 65 - 69	6.15	7.48	122
CY HHs with Hhldr Age 70 - 74	4.85	6.05	125
CY HHs with Hhldr Age 75 - 79	4.12	5.34	130
CY HHs with Hhldr Age 80 - 84	3.30	4.30	130
CY HHs with Hhldr Age 85+	2.79	3.19	114

Commuting Patterns

Description	US.	Segment	Index
CY Workers, Transportation: Bicycle	0.36	0.22	60
CY Workers, Transportation: Carpooled	12.13	8.35	69
CY Workers, Transportation: Drove Alone	76.17	83.11	109
CY Workers, Transportation: Motorcycle	0.11	0.10	84
CY Workers, Transportation: Other	0.70	0.44	63
CY Workers, Transportation: Public Transport	4.43	3.00	68
CY Workers, Transportation: Walked	2.78	1.15	41
CY Workers, Transportation: Worked at Home	3.32	3.64	110
CY Workers, Travel Time: < 15 Minutes	27.80	27.05	97
CY Workers, Travel Time: 15 - 29 Minutes	34.93	37.41	107
CY Workers, Travel Time: 30 - 44 Minutes	18.78	18.45	98
CY Workers, Travel Time: 45 - 59 Minutes	7.36	6.61	90
CY Workers, Travel Time: 60+ Minutes	7.81	6.83	87

Income

Description	US.	Segment	Index
CY HHs Inc < $15,000	12.44	4.85	39
CY HHs Inc $15,000 - $24,999	10.43	5.68	55
CY HHs Inc $25,000 - $34,999	10.80	6.97	65
CY HHs Inc $35,000 - $49,999	15.22	11.99	79
CY HHs Inc $50,000 - $74,999	19.57	21.42	109
CY HHs Inc $75,000 - $99,999	12.26	17.80	145
CY HHs Inc $100,000 - $149,999	11.82	19.79	167
CY HHs Inc $150,000 - $249,999	5.23	8.57	164
CY HHs Inc $250,000 - $499,999	1.55	2.05	133
CY HHs Inc $500,000+	0.70	0.88	125

Age & Income Summary

Description	US.	Segment	Index
CY Pop, Age 18 - 34	23.11	18.48	80
CY Pop, Age 35 - 54	28.37	28.95	102
CY Pop, Age 55+	24.17	31.73	131
CY HHs Inc $0 - $34,999	33.66	17.50	52
CY HHs Inc $35,000 - $74,999			

Race & Ethnicity

Description	US.	Segment	Index
CY HHs, White	77.15	88.15	114
CY HHs, Black or African American	11.71	5.29	45
CY HHs, Asian	3.64	3.52	97
CY HHs, Hisp/Lat	10.98	4.92	45
CY HHs, Native HI/Pac Islander	0.11	0.07	62
CY HHs, American Indian/Alaska Native	0.78	0.25	32
CY HHs, Some Other Race	4.50	1.35	30
CY HHs, 2+ Races	2.11	1.37	65

Language

Description	US.	Segment	Index
CY Pop Pop 5+: Speak Only English at Home	82.09	87.25	106
CY Pop Pop 5+: Speak Spanish at Home	10.78	4.33	40
CY Pop Pop 5+: Speak Asian/PI Lang at Home	2.66	2.50	94
CY Pop Pop 5+: Speak Indo-European Lang at Home	3.76	5.22	139
CY Pop Pop 5+: Speak Other Lang at Home	0.71	0.70	99

Home Ownership

Description	US.	Segment	Index
CY Households, Owner Occ	67.11	85.50	127
CY Households, Renter Occ	32.89	14.50	44

Home Value

Strategic Metrics Group

THE AFFLUENTIALS – POOLS & PATIOS, 3 & 4

	34.79	33.41	96
CY HHs Inc $75,000 - $99,999	12.26	17.80	145
CY HHs Inc >$100,000	19.29	31.29	162

Education

Description	US.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.48	3.03	41
CY Pop 25+, Some High School, No Diploma	11.87	6.76	57
CY Pop 25+, High School Grad	28.34	25.21	89
CY Pop 25+, Some College, No Degree	21.27	22.35	105
CY Pop 25+, Associate Degree	6.39	7.39	116
CY Pop 25+, Bachelor Degree	15.78	21.96	139
CY Pop 25+, Master's Degree	5.93	9.00	152
CY Pop 25+, Doctorate Degree	0.97	1.43	148
CY Pop 25+, Professional School Degree	1.97	2.87	145

Employment Type

Description	US.	Segment	Index
CY Emp Civ Pop 16+, Occ: White Collar	60.20	72.42	120
CY Emp Civ Pop 16+, Occ: Blue Collar	23.85	16.34	69
CY Emp Civ Pop 16+, Occ: Service & Farm	15.96	11.24	70

Employment by Occupation

Description	US.	Segment	Index
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.11	2.83	134
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	2.23	118
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.13	2.79	131
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.48	1.59	107
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.51	3.14	125

Description	US.	Segment	Index
CY All Own Occ HUs with Value < $20,000	2.70	0.26	9
CY All Own Occ HUs with Value $20,000 - $39,999	3.86	0.43	11
CY All Own Occ HUs with Value $40,000 - $59,999	5.09	0.52	10
CY All Own Occ HUs with Value $60,000 - $79,999	6.09	0.87	14
CY All Own Occ HUs with Value $80,000 - $99,999	7.29	1.85	25
CY All Own Occ HUs with Value $100,000 - $149,999	18.55	12.37	67
CY All Own Occ HUs with Value $150,000 - $199,999	14.32	17.53	122
CY All Own Occ HUs with Value $200,000 - $299,999	17.58	29.11	166
CY All Own Occ HUs with Value $300,000 - $399,999	9.29	16.83	181
CY All Own Occ HUs with Value $400,000 - $499,999	5.12	8.44	165
CY All Own Occ HUs with Value $500,000 - $749,999	5.74	7.94	138
CY All Own Occ HUs with Value $750,000 - $999,999	2.26	2.40	106
CY All Own Occ HUs with Value $1,000,000+	2.08	1.46	70

Housing Unit Types

Description	US.	Segment	Index
CY HUs, 1 Unit Detached	60.80	79.32	130
CY HUs, 1 Unit Attached	5.46	6.77	124
CY HUs, 2 Units	4.03	2.21	55
CY HUs, 3 to 19 Units	13.11	6.54	50
CY HUs, 20 to 49 Units	3.26	1.40	43
CY HUs, 50+ Units	5.22	2.22	42
CY HUs, Mobile Home	7.87	1.36	17
CY HUs, Other	0.25	0.18	74

Group Quarters Population

CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.65	7.14	126
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.23	3.21	144
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	5.98	129
CY Emp Civ Pop 16+, Occ: Legal	1.08	1.62	150
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	1.13	122
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.80	11.69	133
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.41	16.36	106
CY Emp Civ Pop 16+, Occ: Sales/Related	11.33	12.71	112
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.53	3.93	71
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.96	3.25	82
CY Emp Civ Pop 16+, Occ: Production	8.30	5.03	61
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.06	4.12	68
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.21	1.79	56
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.13	18
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.09	15
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.71	3.42	73
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.94	1.30	67
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	2.50	90
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.98	2.01	102

Employment by Industry

Description	US.	Segment	Index
CY Emp Civ Pop 16+, Ind: Accommdtn/Food Svcs	6.00	4.31	72
CY Emp Civ Pop 16+, Ind: Admin/Spprt/Waste Mgmt	3.37	2.92	87
CY Emp Civ Pop 16+, Ind: Agr/Frst/Fish/Hunt/Mine	1.88	0.36	19
CY Emp Civ Pop 16+, Ind:			

Description	US.	Segment	Index
CY GQ Pop, Institution: Correctional	25.77	6.08	24
CY GQ Pop, Institution: Nursing Home	22.09	49.01	222
CY GQ Pop, Institution: Other	4.62	5.51	119
CY GQ Pop, Noninst: College Dorms	26.35	12.52	47
CY GQ Pop, Noninst: Military Quarters	4.45	0.06	1
CY GQ Pop, Noninst: Other	16.72	26.82	160

Length of Residence

Description	US.	Segment	Index
CY Occ HUs, Hhldr Moved in 1969 or earlier	5.19	8.77	169
CY Occ HUs, Hhldr Moved in 1970 to 1979	5.29	8.35	158
CY Occ HUs, Hhldr Moved in 1980 to 1989	8.37	11.83	141
CY Occ HUs, Hhldr Moved in 1990 to 1994	6.17	7.88	128
CY Occ HUs, Hhldr Moved in 1995 to 1998	9.69	10.40	107
CY Occ HUs, Hhldr Moved in 1999 to March CY	54.90	48.47	88

Year Structure Built

Description	US.	Segment	Index
CY HUs, Built 1939 or Earlier	12.81	7.52	59
CY HUs, Built 1940 to 1949	6.21	6.50	105
CY HUs, Built 1950 to 1959	10.85	19.15	177
CY HUs, Built 1960 to 1969	12.09	18.27	151
CY HUs, Built 1970 to 1979	16.18	17.88	111
CY HUs, Built 1980 to 1989	14.04	12.04	86
CY HUs, Built 1990 to 1994	6.30	4.83	77
CY HUs, Built 1995 to 1998	6.32	3.72	59
CY HUs, Built 1999 to March CY	15.21	10.09	66

THE AFFLUENTIALS – POOLS & PATIOS, 5 & 6

Construction	6.89	5.70	83
CY Emp Civ Pop 16+, Ind: Educational Svcs	8.72	10.35	119
CY Emp Civ Pop 16+, Ind: Entertainment/Rec Svcs	1.80	1.82	101
CY Emp Civ Pop 16+, Ind: Fin/Insur/RE/Rent/Lse	6.96	8.86	127
CY Emp Civ Pop 16+, Ind: Health Care/Soc Asst	11.03	11.76	107
CY Emp Civ Pop 16+, Ind: Information	3.10	3.43	111
CY Emp Civ Pop 16+, Ind: Mgmt of Companies	0.06	0.09	163
CY Emp Civ Pop 16+, Ind: Oth Svcs, Not Pub Admin	4.83	4.54	94
CY Emp Civ Pop 16+, Ind: Prof/Sci/Tech/Admin	5.92	8.13	137
CY Emp Civ Pop 16+, Ind: Public Administration	4.82	5.22	108
CY Emp Civ Pop 16+, Ind: Retail Trade	11.74	11.51	98
CY Emp Civ Pop 16+, Ind: Total Manufacturing	14.00	11.91	85
CY Emp Civ Pop 16+, Ind: Transport/Warehse/Utils	5.23	5.00	96
CY Emp Civ Pop 16+, Ind: Wholesale Trade	3.64	4.09	112

Household Composition

Description	US.	Segment	Index
CY HHs, People < 18	36.26	32.76	90
CY HHs, No People < 18	63.74	67.24	105
CY HHs, People < 18, Married Couple Fam	25.35	26.50	105
CY HHs, People < 18, Non Fam HH, Male Hhldr	0.30	0.17	58
CY HHs, People < 18, Non Fam HH, Female Hhldr	0.09	0.06	61
CY HHs, People < 18, Oth Fam HH, Male Hhldr	2.41	1.45	60
CY HHs, People < 18, Oth Fam HH, Female Hhldr	8.11	4.59	57
CY HHs, No People < 18, Married Couple Fam	27.00	35.43	131
CY HHs, No People < 18, Non Fam HH, Male Hhldr	14.35	10.22	71
CY HHs, No People < 18, Non Fam HH, Female Hhldr	16.99	16.04	94
CY HHs, No People < 18, Oth Fam HH, Male Hhldr	1.68	1.53	91
CY HHs, No People < 18, Oth Fam HH, Female Hhldr	3.72	4.03	108

Number of People in Household

Description	US.	Segment	Index
CY HHs, 1-Person HH	26.06	22.74	87
CY HHs, 2-Person HH	32.46	36.23	112
CY HHs, 3-Person HH	16.79	17.24	103
CY HHs, 4-Person HH	13.95	14.77	106
CY HHs, 5-Person HH	6.49	6.13	95
CY HHs, 6-Person HH	2.56	2.01	79
CY HHs, 7+ Person HH	1.70	0.87	51

Marital Status

Description	US.	Segment	Index
CY Pop 15+: Never Married	26.49	21.69	82
CY Pop 15+: Married, Spouse present	52.23	60.33	116
CY Pop 15+: Married, Spouse absent	5.29	3.00	57
CY Pop 15+: Divorced	9.61	8.07	84
CY Pop 15+: Widowed	6.38	6.92	108

Household Demographics

Age

Description	US.	Segment	Index
Householder Age: 18-24	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	0.00	0
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	91.99	527
Householder Age: 65-74	11.17	8.01	72
Householder Age: 75+	10.64	0.00	0

Income

Description	US.	Segment	Index
Household Income: Under $10,000	6.33	0.00	0
Household Income: $10,000-$19,999	10.40	0.00	0
Household Income: $20,000-$29,999	10.98	0.00	0
Household Income: $30,000-$39,999	11.23	0.00	0
Household Income: $40,000-$49,999	9.95	0.00	0
Household Income: $50,000-$74,999	18.96	35.91	189
Household Income: $75,000-$99,999	11.92	43.77	367
Household Income: $100,000-$149,999	11.85	20.33	172
Household Income: $150,000-$199,999	4.62	0.00	0

Home Ownership

Description	US.	Segment	Index
Tenure: Own Home	71.38	92.14	129
Tenure: Rents Home	28.62	7.86	27

Home Value

Description	US.	Segment	Index
Home Value: Less than $50,000	4.66	0.15	3
Home Value: $50,000-$99,999	9.71	2.82	29
Home Value: $100,000-$149,999	10.93	8.16	75
Home Value: $150,000-$199,999	8.72	11.87	136
Home Value: $200,000-$499,999	27.24	54.01	198
Home Value: $500,000 or More	10.14	15.28	151

Length of Residence

Description	US.	Segment	Index
Length of Residence: Less than 1 Year	16.30	5.93	36
Length of Residence: 1-4 Years	28.54	19.14	67
Length of Residence: 5 Years or More	55.08	75.07	136

Presence of Children in Household

Description	US.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.00	0

THE AFFLUENTIALS – POOLS & PATIOS, 7 & 8

Household Income: $200,000 or More	3.79	0.00	0

Age and Income Summary

Description	US.	Segment	Index
Householder Age: 18-34	19.85	0.00	0
Householder Age: 35-54	40.90	0.00	0
Householder Age: 55+	39.25	100.00	255
Household Income: Under $30K	27.71	0.00	0
Household Income: $30K-$74K	40.14	35.91	89
Household Income: $75,000-$99,999	11.92	43.77	367
Household Income: $100K+	20.24	20.33	100

Education

Description	US.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	2.23	17
Householder Education: Graduated High School	30.80	21.96	71
Householder Education: Attended Some College	25.89	28.49	110
Householder Education: Bachelor's Degree	19.34	27.30	141
Householder Education: Post Graduate Degree	10.61	19.88	187

Employment Type

Description	US.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	18.69	147
Householder Occupation: Professional	13.99	19.14	137
Householder Occupation: Sales/Office	13.99	16.77	120
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	7.86	96
Householder Occupation: Other Employed	18.19	13.65	75

Employment by Occupation

Presence of Children: 2-5 Years Old	10.79	0.00	0
Presence of Children: 6-11 Years Old	14.28	0.00	0
Presence of Children: 12-17 Years Old	14.93	0.00	0

Number of Children in Household

Description	US.	Segment	Index
Number of Children in Household: 1	12.25	0.00	0
Number of Children in Household: 2	11.37	0.00	0
Number of Children in Household: 3	4.77	0.00	0
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.00	0

Number of People in Household

Description	US.	Segment	Index
Household Size: 1 Person	26.74	21.07	79
Household Size: 2 People	36.23	61.13	169
Household Size: 3 or 4 People	27.71	17.51	63
Household Size: 5+ people	9.32	0.45	5

Description	US.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	5.04	185
Householder Occupation Detail: Management	9.98	13.65	137
Householder Occupation Detail: Architect/Engineer	1.55	2.08	134
Householder Occupation Detail: Legal	0.80	0.59	74
Householder Occupation Detail: Computer/Mathematical	2.23	2.37	106
Householder Occupation Detail: Health Practitioner/Technician	2.86	2.82	99
Householder Occupation Detail: Education/Training/Library	3.47	6.53	188
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.74	105
Householder Occupation Detail: Community/Social Services	1.05	2.37	225
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.63	119
Householder Occupation Detail: Sales/Related	7.78	10.09	130
Householder Occupation Detail: Office/Admin Support	6.21	6.82	110
Householder Occupation Detail: Protective Service/Military	1.81	2.23	123
Householder Occupation Detail: Personal Care/Service	1.65	0.89	54
Householder Occupation Detail: Healthcare Support	0.92	0.30	32
Householder Occupation Detail: Food Preparation/Serving	2.09	0.45	21
Householder Occupation Detail: Transport/Material Moving	4.91	3.86	79
Householder Occupation Detail: Production	4.76	4.15	87
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.78	85
Householder Occupation Detail: Natural Resources/Construction	4.34	3.41	79
Householder Occupation Detail: Maintenance/Repair	3.86	4.30	111

Race and Ethnicity

Description	US.	Segment	Index
Race: White	79.72	87.69	110

Strategic Metrics Group

THE AFFLUENTIALS – POOLS & PATIOS, 9 & 10

Race: Black	11.32	7.57	67
Race: Asian	2.26	1.34	59
Race: Other	6.77	3.41	50
Ethnicity: Hispanic	10.16	4.60	45

Language

Description	US.	Segment	Index
Household First Language: English	92.88	97.18	105
Household First Language: Spanish	4.84	0.59	12
Household First Language: Other	2.27	2.23	98

Lifestyles

Top 15 Lifestyle Behaviors	Index	Lifestyle Behaviors 16-30	Index	Lifestyle Behaviors 31-45	Index
Order from Eddie Bauer, 1yr (A)	401	Shop at Giant Eagle, 1mo (A)	243	Use Internet for Tracking Investments, 1mo (A)	209
Shop at Talbots, 3mo (A)	353	Order from Land's End, 1yr (A)	238	Belong to a Civic Club (A)	208
Buy Home Furnishings by Mail/Phone, 1yr (A)	348	Domestic Vacation, Play Golf, 1yr (A)	235	Buy Golf Clubs, 1yr (A)	208
Buy from Houlihan's, 1mo (A)	337	Domestic Vacation, Spa, 1yr (A)	234	Buy Women's Suit w/Skirt, 1yr (A)	207
Buy from Blimpie Subs & Salads, 1mo (A)	317	Order from L.L. Bean, 1yr (A)	233	Own Any Mutual Funds (A)	206
Order from Home Shopping Network, 1yr (A)	296	Own/Lease New Acura/Infiniti/Lexus (H)	221	Shop at Eddie Bauer, 3mo (A)	204
Order from Gevalia Kaffe, 1yr (A)	296	Own Timeshare Residence (H)	220	Own Annuities (A)	203
Own City/Municipal Government Bonds (A)	288	Shop at Shoppers Food Warehouse, 1mo (A)	220	Belong to a Union (A)	202
Order from QVC, 1yr (A)	281	Shop at BJ's Wholesale Club, 1mo (A)	219	Buy Classical Music, 1yr (A)	201
Take 3+ Cruises, 3yr (A)	273	Buy Home Furnishings by Internet, 1yr (A)	216	Use Full Service Brokerage Firm, 1yr (A)	200
Shop at Lord & Taylor, 3mo (A)	272	Order from Publishers Clearing House, 1yr (A)	212	Domestic Travel by Rental Car, 1yr (A)	199
Own/Lease New, Type, Convertible (H)	264	Buy Collectables by Internet, 1yr (A)	210	Use Property/Garden Maintenance Svc, 1yr (H)	199
Shop at Ethan Allen Galleries, 1yr (A)	256	Contribute to PBS, 1yr (A)	209	Travel to Other Caribbean Islands, 3yr (A)	198
Buy from Lone Star Steakhouse, 1mo (A)	251	Buy Flowers by Internet, 1yr (A)	209	Drink Domestic White Wine, 1wk (A)	197
Own US Treasury Notes (A)	244	Buy from Cheesecake Factory, 1mo (A)	209	Buy 35mm Camera, 1yr (A)	197

Source: Mediamark Research Inc., 2009

Media

Top 15 Media Behaviors	Index	Media Behaviors 16-30	Index	Media Behaviors 31-45	Index
Bloomberg Network Radio, Net Audience (A)	252	TV Golf, Net Audience (A)	183	Read Game & Fish, Last Issue (A)	169
All News Radio, Net Audience (A)	239	Read Good Housekeeping, Last Issue (A)	183	NBC Meet the Press, 2-4 Times/mo (A)	167
Read AARP, The Magazine, Last Issue (A)	236	Radio, College Basketball, Net Audience (A)	183	Antiques Roadshow, 2-4 Times/mo (A)	166
Jazz Radio, Net Audience (A)	225	60 Minutes, 2-4 Times/mo (A)	182	Watch QVC, 1wk (A)	164
24, 2-4 Times/mo (A)	213	PGA Championship, 1yr (A)	181	Read O, The Oprah Magazine, Last Issue (A)	164
Watch Home Shopping Network, 1wk (A)	205	Sports, Net Audience (A)	180	NBC Nightly News, 3-5 Times/wk (A)	164
Watch Sundance Channel, 1wk (A)	201	US Open (Tennis), 1yr (A)	178	Visit bizrate.com, 1mo (A)	164
Visit tripadvisor.com, 1mo (A)	197	Watch BBC America, 1wk (A)	177	TV Ice Hockey, Net Audience (A)	163
All Talk, Net Audience (A)	196	Read Golf Digest, Last Issue (A)	176	20/20 Friday, 2-4 Times/mo (A)	163
Read Consumer Reports (A)	195	Classical Radio, Net Audience (A)	173	Tonight Show w/Jay Leno, 3-5 Times/wk (A)	161
Oldies Radio, Net Audience (A)	190	Read Scientific American, Last Issue (A)	173	Read Bassmaster, Last Issue (A)	161
News/Talk Radio, Net Audience (A)	188	Visit mlb.com, 1mo (A)	173	Read National Enquirer, Last Issue (A)	160
Read Smithsonian, Last Issue (A)	187	Radio, MLB Regular Season, Net Audience (A)	173	Read Wall Street Journal, Daily, Last Issue (A)	159
Read Gourmet, Last Issue (A)	185	Read Business/Finance Magazines, Net Audience (A)	173	ABC ESPN Radio, Net Audience (A)	159
Soft Contemporary Radio, Net Audience (A)	184	Read Architectural Digest (A)	172	Read Forbes, Last Issue (A)	158

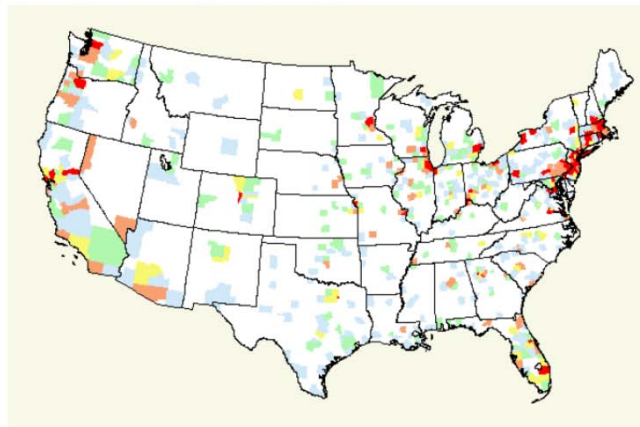
Source: Mediamark Research Inc., 2009

THE AFFLUENTIALS – POOLS & PATIOS, 11

Markets

Continental USA by County

This map highlights each County where Pools & Patios HHs are found.



Top 10 Counties

Code	Name	Index
51610	Falls Church city, VA	541
51600	Fairfax city, VA	474
36059	Nassau County, NY	353
34007	Camden County, NJ	343
51735	Poquoson city, VA	336
24005	Baltimore County, MD	314
42045	Delaware County, PA	311
44001	Bristol County, RI	305
36087	Rockland County, NY	296
42091	Montgomery County, PA	290

	%Comp	%Pen	Index
Quintile: 1	44.68	3.92	223
Quintile: 2	24.25	2.11	120
Quintile: 3	16.47	1.46	83
Quintile: 4	11.15	0.98	56
Quintile: 5	3.46	0.31	17

Strategic Metrics Group