

IMMEDIATE AREA COMPARATIVE MARKET ANALYSIS

CATEGORY	1-mile	3-miles	5-miles	Sealy
POPULATION				
2008 estimated	1,414	7,663	9,572	6,257
2013 projected	1,621	8,478	10,513	6,979
DENSITY				
2008 estimated	449.9	270.9	121.8	711.0
2013 projected	515.8	299.7	133.8	793.1
AVERAGE ANNUAL HOUSEHOLD EFFECTIVE BUYING INCOME (EBI)				
2008 estimated	43,243	49,847	50,724	46,177
2013 projected	48,728	55,293	56,441	51,219
Annual % change thru 2013	2.5%	2.2%	2.3%	2.2%
ANNUAL ESTIMATED CONSUMER SPENDING (CSP)				
2008 estimated	22,730,943	132,643,164	168,915,152	100,653,308
2013 projected	31,401,867	174,389,597	220,531,813	133,641,929
Annual % change thru 2013	7.6%	6.3%	6.1%	6.6%
TOTAL ESTIMATED ECONOMY				
2008 estimated	30,686,773	179,068,271	228,035,455	135,881,966
2013 projected	42,392,520	235,425,956	297,717,948	180,416,604
Total 5 year growth	11,705,747	56,357,685	69,682,492	44,534,638
AVERAGE HOUSEHOLD INCOME				
2008 estimated	51,810	59,108	60,401	54,102
2013 projected	58,625	66,145	67,798	60,603
Annual % change thru 2013	2.6%	2.4%	2.4%	2.4%
ANNUAL ESTIMATED FAMILY INCOME (EFI) AT LEAST \$100,000				
2008 estimated	11.0%	13.0%	13.9%	5.8%
2013 projected	14.7%	17.2%	18.4%	13.1%
Annual % change thru 2013	6.6%	6.4%	6.5%	24.9%
EFI AT LEAST \$150,000				
2008 estimated	3.6%	4.9%	5.1%	2.3%
2013 projected	4.7%	6.3%	6.7%	4.5%
Annual % change thru 2013	6.1%	5.9%	6.1%	18.4%
EFI AT LEAST \$250,000				
2008 estimated	0.0%	1.2%	1.2%	1.2%
2013 projected	0.5%	1.7%	1.7%	1.5%
Annual % change thru 2013	N/A	7.8%	9.3%	5.2%
TOTAL GAFO PER PERSON				
2008 estimated	798	880	497	569
TOTAL CSP PER PERSON				
2008 estimated	16,076	17,310	17,647	16,087
2013 estimated	19,372	20,570	20,977	19,149