

| Market Information                 |       |       |
|------------------------------------|-------|-------|
| Average Household Spending / Yr    |       |       |
| Mortgage payments                  | \$    | 4,203 |
| Cell Phone, Pager & Services       | \$    | 1,082 |
| Internet Access Services           | \$    | 530   |
| Home Renovations                   | \$    | 1,718 |
| Retirement & pension fund payments | \$    | 1,633 |
| Lotteries                          | \$    | 943   |
| Health Insurance                   | \$    | 892   |
| Household appliances               | \$    | 706   |
| Furnishings                        | \$    | 1,567 |
| Computer hardware                  | \$    | 190   |
| Auto/Truck Purchase                | \$    | 8,220 |
| Auto/Truck Rental or Lease         | \$    | 136   |
| Air Travel                         | \$    | 512   |
| Age of Home Owners                 |       |       |
| 15 to 24 years                     | 184   | 1.7%  |
| 25 to 34 years                     | 946   | 8.5%  |
| 35 to 44 years                     | 1,084 | 9.8%  |
| 45 to 54 years                     | 1,571 | 14.2% |
| 55 to 64 years                     | 2,634 | 23.8% |
| 65 to 74 years                     | 2,659 | 24.0% |
| 75 years or over                   | 2,011 | 18.1% |



