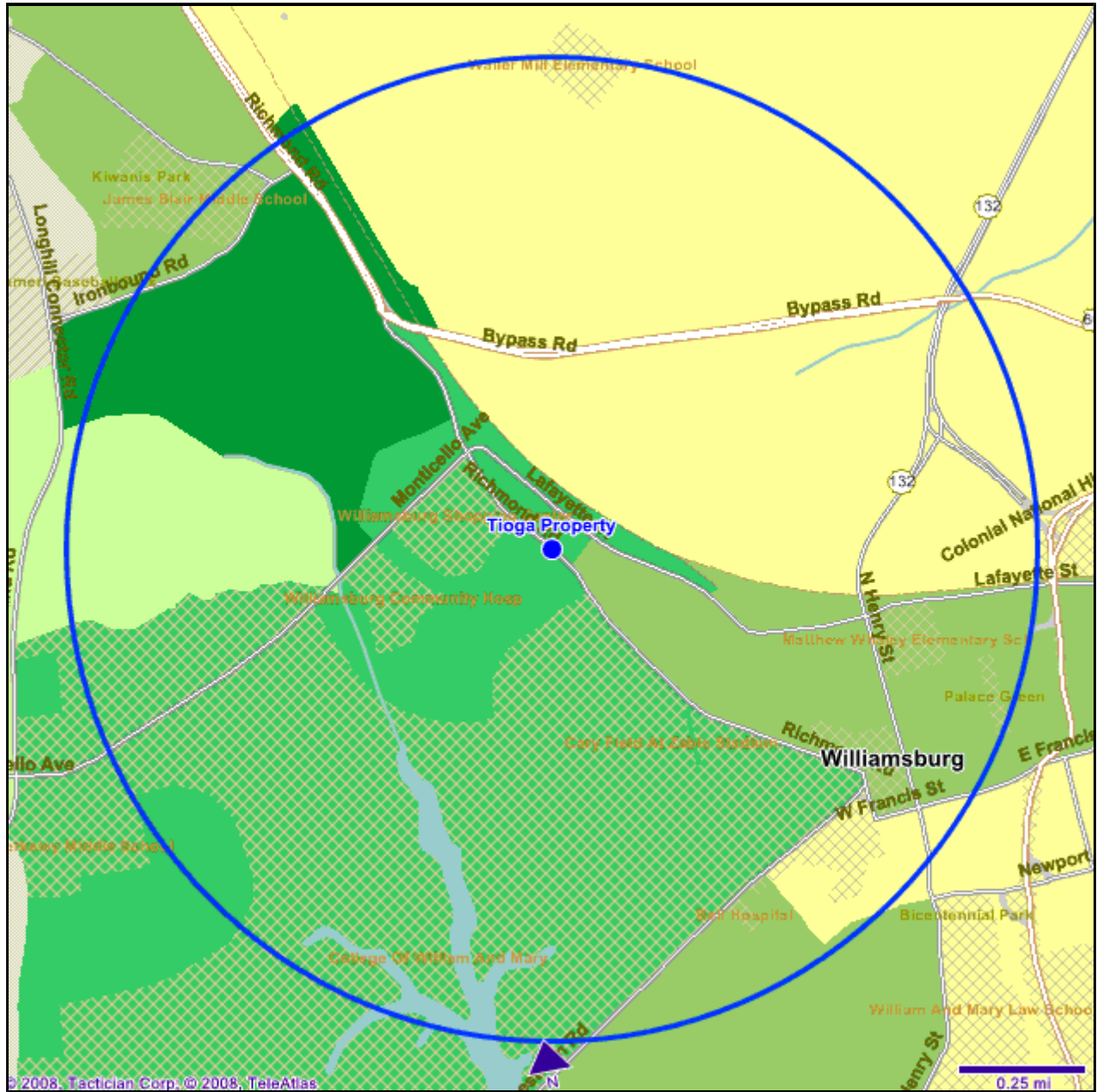


Comparative Retail Spending - Personal Items

Tioga Property

Analysis Level: Block Groups

3/26/2008



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Overlays		Population Density (2007)	
	Major Highway		120 to 560
	Highway		560 to 1580
	Major Road		1580 to 1770
	Railroad		1770 to 1990
			1990 to 2000

906 Richmond Rd
Williamsburg, VA

Longitude: -76.717478
Latitude: 37.279161

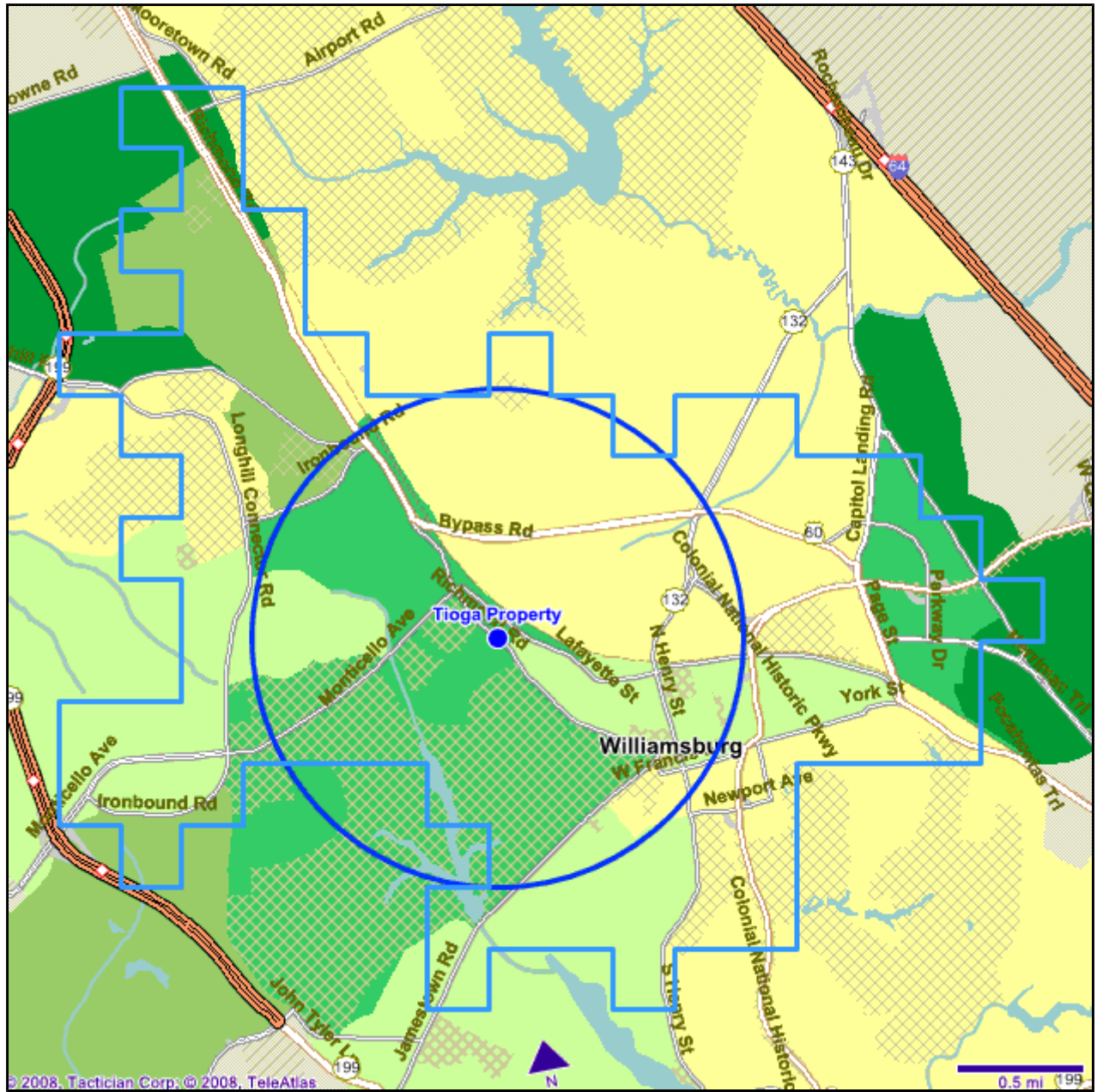
Radial Trade Area, 1 mile

Demographic Updates

	2007	2012
Population	3,884	3,810
Households	1,071	1,176
Average Household Income	\$52,445	
Total Expenditures	\$44,841	
Total Non-Retail Expenditures	\$25,577	
Total Retail Expenditures	\$19,264	

	Personal Items					
	Area Exp / Hhld \$	US Exp / Hhld \$	Expenditure Index*	Area Exp Allocation %	US Exp Allocation %	Allocation Index**
Total Apparel	\$2,144	\$2,487	86.21	4.8%	4.8%	99.56
Men's	\$407	\$471	86.53	0.9%	0.9%	99.93
Boys'	\$97	\$120	80.87	0.2%	0.2%	93.39
Women's	\$734	\$832	88.20	1.6%	1.6%	101.85
Girls'	\$130	\$164	79.36	0.3%	0.3%	91.64
Infants'	\$91	\$111	82.42	0.2%	0.2%	95.17
Footwear	\$350	\$393	89.01	0.8%	0.8%	102.79
Apparel Services / Accessories	\$335	\$397	84.41	0.7%	0.8%	97.48
Material For Making Clothes	\$6	\$7	84.79	0.0%	0.0%	97.91
Sewing Notions And Patterns	\$2	\$3	82.71	0.0%	0.0%	95.52
Watches	\$32	\$38	84.30	0.1%	0.1%	97.35
Jewelry	\$133	\$159	83.52	0.3%	0.3%	96.44
Repair And Alterations	\$11	\$13	85.05	0.0%	0.0%	98.22
Dry Cleaning	\$96	\$113	85.20	0.2%	0.2%	98.39
Coin-Operated Laundry	\$54	\$64	85.21	0.1%	0.1%	98.40
Contributions	\$1,668	\$1,966	84.85	3.7%	3.8%	97.99
Total Education	\$1,094	\$1,268	86.29	2.4%	2.4%	99.65
Books And Supplies	\$151	\$177	85.25	0.3%	0.3%	98.44
Tuition	\$943	\$1,091	86.46	2.1%	2.1%	99.84
Total Gifts	\$1,197	\$1,392	86.01	2.7%	2.7%	99.33
Gifts of Apparel	\$238	\$277	85.95	0.5%	0.5%	99.25
Gifts of Watches	\$4	\$4	87.55	0.0%	0.0%	101.10
Gifts of Jewelry	\$28	\$31	90.60	0.1%	0.1%	104.63
Other Gifts	\$927	\$1,079	85.89	2.1%	2.1%	99.19
Total Health Care	\$2,864	\$3,151	90.89	6.4%	6.1%	104.96
Health Care Insurance	\$1,389	\$1,523	91.20	3.1%	2.9%	105.32
Health Care Services	\$688	\$760	90.54	1.5%	1.5%	104.56
Hospital Services	\$115	\$125	91.86	0.3%	0.2%	106.09

Physician Services	\$179	\$200	89.14	0.4%	0.4%	102.94
Dental Services	\$261	\$288	90.35	0.6%	0.6%	104.34
Eyecare Services	\$35	\$37	94.83	0.1%	0.1%	109.51
Other Medical Services	\$99	\$109	90.65	0.2%	0.2%	104.68
Health Care Supplies & Equipment	\$787	\$868	90.64	1.8%	1.7%	104.67
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Total Personal Care Expenses	\$656	\$749	87.52	1.5%	1.4%	101.07
Wigs and Hairpieces	\$51	\$58	88.22	0.1%	0.1%	101.88
Electric personal Care Appliances	\$13	\$15	86.12	0.0%	0.0%	99.46
Personal Care Services	\$439	\$501	87.54	1.0%	1.0%	101.09
Personal Care Services for Females	\$289	\$331	87.26	0.6%	0.6%	100.77
Personal Care Services for Males	\$150	\$170	88.08	0.3%	0.3%	101.72
<hr/>						
Personal Insurance	\$448	\$537	83.48	1.0%	1.0%	96.40
<hr/>						
Total Reading Expenses	\$151	\$170	88.49	0.3%	0.3%	102.19
Newspapers	\$65	\$73	88.49	0.1%	0.1%	102.18
Magazines	\$31	\$35	88.64	0.1%	0.1%	102.36
Books	\$55	\$62	88.42	0.1%	0.1%	102.11



906 Richmond Rd
Williamsburg, VA

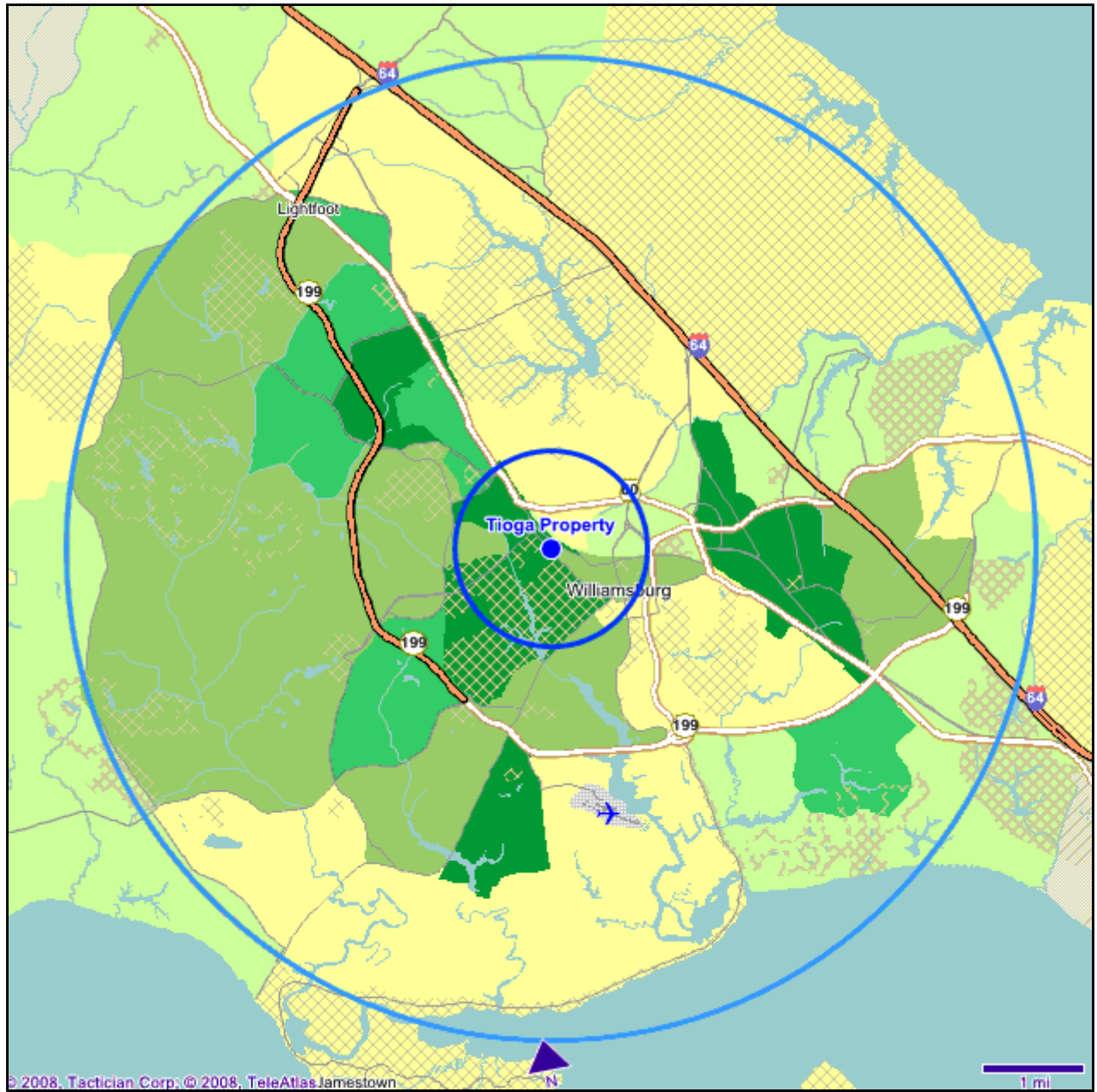
Longitude: -76.717478
Latitude: 37.279161

TravelTime of 5 minutes

	Demographic Updates	
	2007	2012
Population	8,237	8,247
Households	3,428	3,868
Average Household Income	\$60,825	
Total Expenditures	\$49,585	
Total Non-Retail Expenditures	\$28,376	
Total Retail Expenditures	\$21,209	

	Personal Items					
	Area Exp / Hhld \$	US Exp / Hhld \$	Expenditure Index*	Area Exp Allocation %	US Exp Allocation %	Allocation Index**
Total Apparel	\$2,369	\$2,487	95.25	4.8%	4.8%	99.47
Men's	\$450	\$471	95.51	0.9%	0.9%	99.74
Boys'	\$107	\$120	89.55	0.2%	0.2%	93.52
Women's	\$811	\$832	97.46	1.6%	1.6%	101.78
Girls'	\$146	\$164	88.99	0.3%	0.3%	92.93
Infants'	\$102	\$111	92.02	0.2%	0.2%	96.10
Footwear	\$378	\$393	96.15	0.8%	0.8%	100.41
Apparel Services / Accessories	\$376	\$397	94.61	0.8%	0.8%	98.81
Material For Making Clothes	\$7	\$7	94.71	0.0%	0.0%	98.91
Sewing Notions And Patterns	\$3	\$3	93.43	0.0%	0.0%	97.57
Watches	\$36	\$38	94.39	0.1%	0.1%	98.58
Jewelry	\$149	\$159	94.07	0.3%	0.3%	98.24
Repair And Alterations	\$13	\$13	95.00	0.0%	0.0%	99.21
Dry Cleaning	\$108	\$113	95.13	0.2%	0.2%	99.35
Coin-Operated Laundry	\$61	\$64	95.13	0.1%	0.1%	99.35
Contributions	\$1,888	\$1,966	96.01	3.8%	3.8%	100.26
Total Education	\$1,199	\$1,268	94.59	2.4%	2.4%	98.79
Books And Supplies	\$166	\$177	94.01	0.3%	0.3%	98.18
Tuition	\$1,033	\$1,091	94.69	2.1%	2.1%	98.89
Total Gifts	\$1,344	\$1,392	96.58	2.7%	2.7%	100.86
Gifts of Apparel	\$267	\$277	96.29	0.5%	0.5%	100.55
Gifts of Watches	\$4	\$4	97.63	0.0%	0.0%	101.96
Gifts of Jewelry	\$31	\$31	99.72	0.1%	0.1%	104.14
Other Gifts	\$1,042	\$1,079	96.56	2.1%	2.1%	100.84
Total Health Care	\$3,117	\$3,151	98.92	6.3%	6.1%	103.30
Health Care Insurance	\$1,510	\$1,523	99.16	3.0%	2.9%	103.55
Health Care Services	\$745	\$760	98.05	1.5%	1.5%	102.40
Hospital Services	\$123	\$125	99.00	0.2%	0.2%	103.39

Physician Services	\$195	\$200	97.20	0.4%	0.4%	101.51
Dental Services	\$282	\$288	97.78	0.6%	0.6%	102.12
Eyecare Services	\$38	\$37	100.90	0.1%	0.1%	105.37
Other Medical Services	\$107	\$109	98.26	0.2%	0.2%	102.61
Health Care Supplies & Equipment	\$862	\$868	99.26	1.7%	1.7%	103.66
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Total Personal Care Expenses	\$721	\$749	96.24	1.5%	1.4%	100.50
Wigs and Hairpieces	\$56	\$58	96.82	0.1%	0.1%	101.11
Electric personal Care Appliances	\$14	\$15	95.62	0.0%	0.0%	99.86
Personal Care Services	\$482	\$501	96.20	1.0%	1.0%	100.46
Personal Care Services for Females	\$318	\$331	96.07	0.6%	0.6%	100.33
Personal Care Services for Males	\$164	\$170	96.45	0.3%	0.3%	100.73
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Personal Insurance	\$505	\$537	94.15	1.0%	1.0%	98.32
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Total Reading Expenses	\$166	\$170	97.67	0.3%	0.3%	102.00
Newspapers	\$71	\$73	97.75	0.1%	0.1%	102.08
Magazines	\$34	\$35	97.72	0.1%	0.1%	102.05
Books	\$61	\$62	97.56	0.1%	0.1%	101.88



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906 Richmond Rd
Williamsburg, VA

Longitude: -76.717478
Latitude: 37.279161

Radial Trade Area, 5 miles

Demographic Updates

	2007	2012
Population	52,973	56,868
Households	22,719	25,707
Average Household Income	\$83,945	
Total Expenditures	\$61,843	
Total Non-Retail Expenditures	\$35,629	
Total Retail Expenditures	\$26,214	

	Personal Items					
	Area Exp / Hhld \$	US Exp / Hhld \$	Expenditure Index*	Area Exp Allocation %	US Exp Allocation %	Allocation Index**
Total Apparel	\$2,962	\$2,487	119.10	4.8%	4.8%	99.72
Men's	\$564	\$471	119.71	0.9%	0.9%	100.23
Boys'	\$136	\$120	113.49	0.2%	0.2%	95.02
Women's	\$1,003	\$832	120.63	1.6%	1.6%	101.01
Girls'	\$188	\$164	114.40	0.3%	0.3%	95.79
Infants'	\$129	\$111	116.46	0.2%	0.2%	97.52
Footwear	\$448	\$393	114.04	0.7%	0.8%	95.48
Apparel Services / Accessories	\$495	\$397	124.54	0.8%	0.8%	104.28
Material For Making Clothes	\$9	\$7	124.23	0.0%	0.0%	104.02
Sewing Notions And Patterns	\$4	\$3	124.39	0.0%	0.0%	104.16
Watches	\$47	\$38	124.43	0.1%	0.1%	104.19
Jewelry	\$198	\$159	124.83	0.3%	0.3%	104.53
Repair And Alterations	\$16	\$13	124.46	0.0%	0.0%	104.21
Dry Cleaning	\$141	\$113	124.31	0.2%	0.2%	104.09
Coin-Operated Laundry	\$79	\$64	124.32	0.1%	0.1%	104.09
Contributions	\$2,500	\$1,966	127.15	4.0%	3.8%	106.47
Total Education	\$1,590	\$1,268	125.45	2.6%	2.4%	105.04
Books And Supplies	\$223	\$177	125.68	0.4%	0.3%	105.24
Tuition	\$1,368	\$1,091	125.41	2.2%	2.1%	105.01
Total Gifts	\$1,754	\$1,392	126.05	2.8%	2.7%	105.55
Gifts of Apparel	\$347	\$277	125.36	0.6%	0.5%	104.97
Gifts of Watches	\$6	\$4	126.17	0.0%	0.0%	105.64
Gifts of Jewelry	\$39	\$31	126.37	0.1%	0.1%	105.81
Other Gifts	\$1,362	\$1,079	126.22	2.2%	2.1%	105.69
Total Health Care	\$3,689	\$3,151	117.08	6.0%	6.1%	98.03
Health Care Insurance	\$1,785	\$1,523	117.21	2.9%	2.9%	98.14
Health Care Services	\$879	\$760	115.70	1.4%	1.5%	96.88
Hospital Services	\$144	\$125	115.75	0.2%	0.2%	96.92

Physician Services	\$232	\$200	115.95	0.4%	0.4%	97.08
Dental Services	\$333	\$288	115.50	0.5%	0.6%	96.71
Eyecare Services	\$43	\$37	115.19	0.1%	0.1%	96.45
Other Medical Services	\$127	\$109	115.93	0.2%	0.2%	97.07
Health Care Supplies & Equipment	\$1,025	\$868	118.06	1.7%	1.7%	98.86
<hr/>						
Total Personal Care Expenses	\$890	\$749	118.83	1.4%	1.4%	99.50
Wigs and Hairpieces	\$69	\$58	119.08	0.1%	0.1%	99.71
Electric personal Care Appliances	\$18	\$15	119.29	0.0%	0.0%	99.89
Personal Care Services	\$596	\$501	118.75	1.0%	1.0%	99.43
Personal Care Services for Females	\$394	\$331	118.83	0.6%	0.6%	99.50
Personal Care Services for Males	\$202	\$170	118.59	0.3%	0.3%	99.30
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Personal Insurance	\$669	\$537	124.51	1.1%	1.0%	104.26
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Total Reading Expenses	\$206	\$170	121.01	0.3%	0.3%	101.33
Newspapers	\$88	\$73	121.19	0.1%	0.1%	101.47
Magazines	\$42	\$35	120.92	0.1%	0.1%	101.25
Books	\$75	\$62	120.86	0.1%	0.1%	101.20

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Expenditure* and Allocation Indices** are '100' based. An Index value of 100 for a particular variable indicates that, for the area, the relative concentration of the variable is consistent with the average concentration of that variable across the US. Accordingly, an index value of 200 indicates that the relative concentration of the variable is twice the national average, while an index value of 50 indicates that the relative concentration of the variable is half the national average.

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