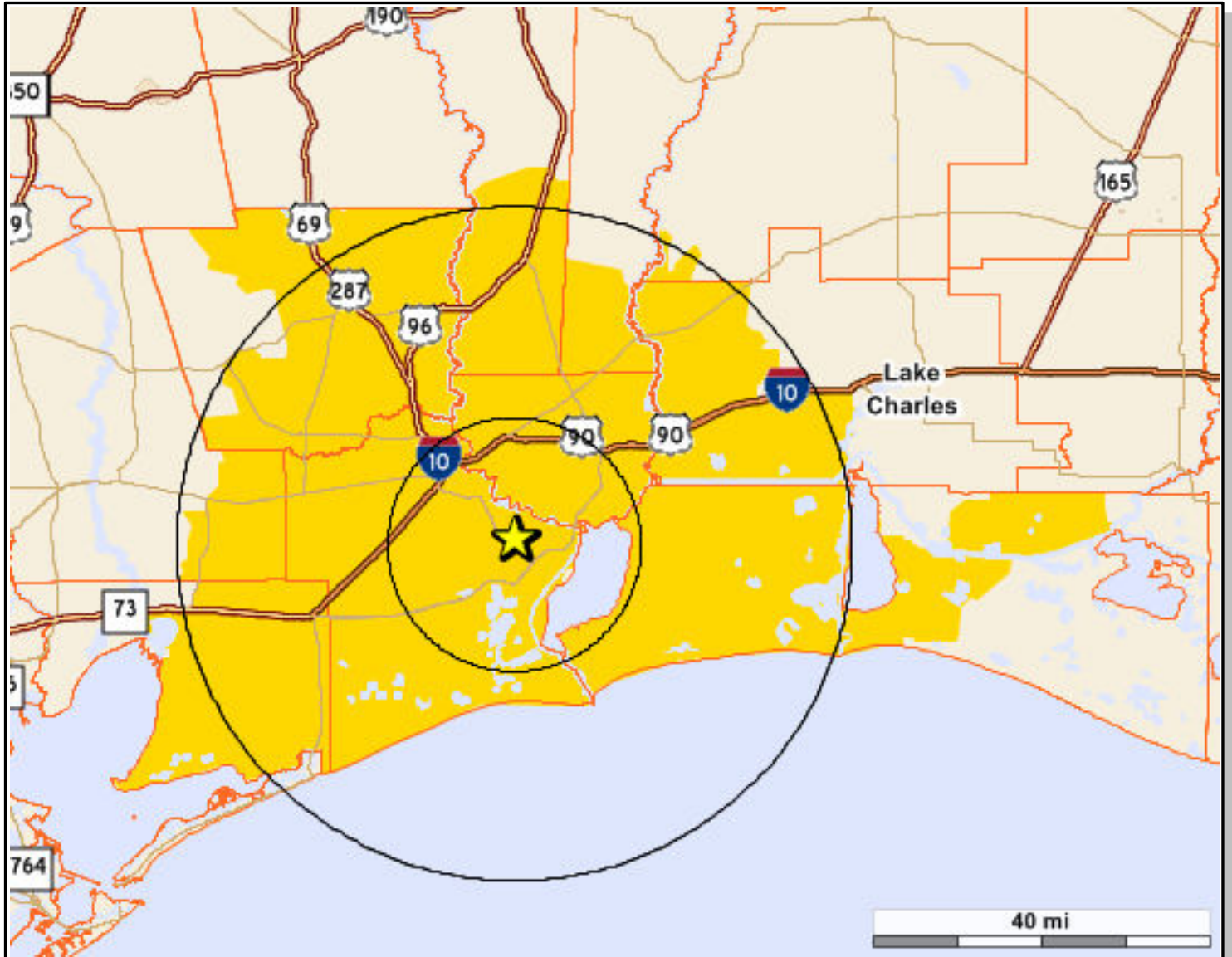


Summary Trade Area Report

For Location:
3100 HIGHWAY 365
PORT ARTHUR, TX 77642-7724

40 Mile Radius
by Zip Code

Trade Area Map





	0 - 15 Miles	0 - 40 Miles	State	US
Predominant Consumer Lifestyles	8.9% Sunset City Blues 7.1% Hometown Retired 7.4% Middleburg Managers 6.8% Family Thrifts 5.0% White Picket Fences 4.7% Second City Elite	4.3% Hometown Retired 5.2% Sunset City Blues 4.4% Shotguns & Pickups 4.0% Family Thrifts 4.2% Middleburg Managers 4.8% Mayberry-ville	3.0% New Beginnings 2.9% Family Thrifts 2.1% Suburban Pioneers 2.8% Upward Bound 2.1% Blue- Chip Blues 2.4% Kids & Cul -de-Sacs	1.1% Hometown Retired 1.7% Sunset City Blues 1.6% Shotguns & Pickups 1.7% Family Thrifts 1.9% Middleburg Managers 2.5% Mayberry-ville
Current Year Population	241,807	431,605	23,071,267	298,021,266
5 Year Projected Population	240,726	434,542	24,997,560	312,383,955
Pop Growth Rate	-0.4%	0.7%	8.3%	4.8%
Current Year Households	88,751	160,353	8,166,147	112,267,302
5 Year Projected HH	88,074	161,838	8,838,952	117,920,981
HH Growth Rate	-0.8%	0.9%	8.2%	5.0%
Business Population	151,708	223,340	11,970,037	163,413,176
Average HH Size	2.7	2.7	2.8	2.7
Homeowners	59.0%	64.2%	58.7%	60.6%
POPULATION				
Median Age	36.0 years	36.4 years	33.9 years	36.9 years
Age: < 5 Years	6.7%	6.7%	8.0%	6.7%
Age: 5 to 14 Years	13.7%	13.9%	15.0%	13.7%
Age: 15 to 17 Years	4.4%	4.5%	4.6%	4.3%
Age: 18 to 24 Years	10.8%	10.5%	10.7%	10.0%
Age: 25 to 34 Years	13.4%	12.8%	14.4%	13.3%
Age: 35 to 44 Years	13.6%	13.6%	14.6%	14.6%
Age: 45 to 54 Years	14.2%	14.5%	13.5%	14.4%
Age: 55 to 64 Years	9.7%	10.3%	9.2%	10.4%
Age: 65+ Years	13.5%	13.2%	10.1%	12.6%
EMPLOYMENT & EDUCATION				
Blue Collar	27.3%	30.5%	23.6%	23.9%
White Collar	55.6%	52.6%	61.0%	60.0%
Service & Farm	17.1%	16.9%	15.4%	16.0%
4+ Years College	14.9%	13.0%	22.3%	22.6%
< 4 Years College	85.1%	87.0%	77.7%	77.4%
INCOME				
Average HH Income	\$55,330	\$54,484	\$63,761	\$65,849
Median HH Income	\$42,118	\$42,265	\$50,937	\$52,838
Per Capita Income	\$20,765	\$20,542	\$22,843	\$25,129
HH Income < \$35,000	43.5%	42.8%	37.6%	35.6%
HH Income < \$50,000	58.9%	58.6%	53.6%	51.3%
HH Income > \$50,000	41.1%	41.4%	46.4%	48.7%
HH Income > \$75,000	23.2%	22.9%	27.7%	29.2%
HH Income > \$100,000	13.0%	12.4%	16.6%	17.5%
HH Income > \$150,000	4.1%	3.6%	6.2%	6.4%
RACE & ETHNICITY				
White	59.6%	68.7%	68.9%	73.3%
Black or African American	30.1%	23.5%	11.4%	12.4%
Asian Pac. Isl.	3.1%	2.0%	3.3%	4.3%
Hispanic or Latino	12.5%	9.2%	35.3%	14.5%



	0 - 15 Miles	0 - 40 Miles	State Index	US Index
Predominant Consumer Lifestyles	8.9% Sunset City Blues 7.1% Hometown Retired 7.4% Middleburg Managers 6.8% Family Thrifts 5.0% White Picket Fences 4.7% Second City Elite	4.3% Hometown Retired 5.2% Sunset City Blues 4.4% Shotguns & Pickups 4.0% Family Thrifts 4.2% Middleburg Managers 4.8% Mayberry-ville	3.0% New Beginnings 2.9% Family Thrifts 2.1% Suburban Pioneers 2.8% Upward Bound 2.1% Blue- Chip Blues 2.4% Kids & Cul -de-Sacs	1.1% Hometown Retired 1.7% Sunset City Blues 1.6% Shotguns & Pickups 1.7% Family Thrifts 1.9% Middleburg Managers 2.5% Mayberry-ville
Current Year Population	241,807	431,605	NA	NA
5 Year Projected Population	240,726	434,542	NA	NA
Pop Growth Rate	-0.4%	0.7%	NA	NA
Current Year Households	88,751	160,353	NA	NA
5 Year Projected HH	88,074	161,838	NA	NA
HH Growth Rate	-0.8%	0.9%	NA	NA
Business Population	151,708	223,340	NA	NA
Average HH Size	2.7	2.7	95	101
Homeowners	59.0%	64.2%	109	106
POPULATION				
Median Age	36.0 years	36.4 years	107	99
Age: < 5 Years	6.7%	6.7%	83	100
Age: 5 to 14 Years	13.7%	13.9%	92	102
Age: 15 to 17 Years	4.4%	4.5%	99	105
Age: 18 to 24 Years	10.8%	10.5%	98	105
Age: 25 to 34 Years	13.4%	12.8%	89	96
Age: 35 to 44 Years	13.6%	13.6%	93	93
Age: 45 to 54 Years	14.2%	14.5%	107	101
Age: 55 to 64 Years	9.7%	10.3%	112	99
Age: 65+ Years	13.5%	13.2%	131	105
EMPLOYMENT & EDUCATION				
Blue Collar	27.3%	30.5%	129	127
White Collar	55.6%	52.6%	86	88
Service & Farm	17.1%	16.9%	110	106
4+ Years College	14.9%	13.0%	58	57
< 4 Years College	85.1%	87.0%	112	112
INCOME				
Average HH Income	\$55,330	\$54,484	85	83
Median HH Income	\$42,118	\$42,265	83	80
Per Capita Income	\$20,765	\$20,542	90	82
HH Income < \$35,000	43.5%	42.8%	114	120
HH Income < \$50,000	58.9%	58.6%	109	114
HH Income > \$50,000	41.1%	41.4%	89	85
HH Income > \$75,000	23.2%	22.9%	83	78
HH Income > \$100,000	13.0%	12.4%	75	71
HH Income > \$150,000	4.1%	3.6%	59	56
RACE & ETHNICITY				
White	59.6%	68.7%	100	94
Black or African American	30.1%	23.5%	207	190
Asian Pac. Isl.	3.1%	2.0%	62	46
Hispanic or Latino	12.5%	9.2%	26	63

First row shows predominant lifestyles using percent, other rows show raw data values on the trade area and index values for state and US



Consumer Lifestyle Profile (0 - 15 Miles)

Cluster Name	Sunset CityBlues	Hometown Retired	Middleburg Managers
Income Class	Lower Middle	Downscale	Midscale
% of Total Households	8.9 %	7.1 %	7.4 %
Predominant Characteristics	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes
Ethnic Diversity	White	White, African-American, Hispanic	White
Family Type	Singles / Couples	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit
Predominant Ages	65+	65+	45 to 64
Education	Some College	High School	College
Employment	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service	Professional / White-Collar
Median Income	Lower Middle / \$37,851	Downscale / \$27,581	Midscale / \$34,365
Lifestyle Traits	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra	Buy cookbooks Belong to a fraternal order Use Yellow Pages Watch CBS Evening News Sun Drive a Chevrolet S10 Pickup	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Solara

Cluster Name	Family Thrifts	White Picket Fences	Second City Elite
Income Class	Downscale	Midscale	Upscale
% of Total Households	6.8 %	5.0 %	4.7 %
Predominant Characteristics	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods	Midscale families in midsize towns Just above the U.S. median household income Enjoy fast food, sports, outdoors and watching TV Live in family neighborhoods with many married couples	Prosperous executives Movers & Shakers More than half hold college degrees Decorate their \$200,000 homes with many computers, large-screen tvs and wine collections
Ethnic Diversity	White, African-American, Hispanic	White, African-American, Asian, Hispanic	White
Family Type	Families	Couples / Families	Singles / Couples
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit	Owners Single Unit
Predominant Ages	45 & Under	25 to 44	45 to 64
Education	High School	Some College	College+
Employment	Blue-Collar, White-Collar, Service, Farming	Blue-Collar, White-Collar, Service	Professional, White-Collar
Median Income	Downscale / \$34,138	Midscale / \$49,545	Upscale / \$69,380
Lifestyle Traits	Buy children's toys Buy contemp. Christian music Read Parenting Magazine Watch soap operas Drive a Toyota Echo	Eat at fast food picked by kids Do home remodeling projects Read Baby magazines Watch ESPN Classic Drive a Ford Excursion	Own home exercise equipment Travel domestically by plane Read Travel & Leisure Watch Wall Street Week Drive a Chrysler 300M



Consumer Lifestyle Profile (0 - 40 Miles)

Cluster Name	Hometown Retired	Sunset City Blues	Shotguns & Pickups
Income Class	Downscale	Lower Middle	Lower Middle
% of Total Households	4.3 %	5.2 %	4.4 %
Predominant Characteristics	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Rural blue-collar workers & families Large families - more than half have two or more kids The leaders in blue-collar jobs Nearly a third of residents live in mobile homes
Ethnic Diversity	White, African-American, Hispanic	White	White
Family Type	Singles / Couples	Singles / Couples	Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit	Owners Single Unit
Predominant Ages	65+	65+	25 to 44
Education	High School	Some College	High School
Employment	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Farming
Median Income	Downscale / \$27,581	Lower Middle / \$37,851	Lower Middle / \$23,057
Lifestyle Traits	Buy cookbooks Belong to a fraternal order Use Yellow Pages Watch CBS Evening News Sun Drive a Chevrolet S10 Pickup	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra	Go hunting with a gun Buy hard rock music Read Women's World Watch Daytona 500 Drive a GMC Sierra 2500

Cluster Name	Family Thrifts	Middleburg Managers	Mayberry-ville
Income Class	Downscale	Midscale	Midscale
% of Total Households	4.0 %	4.2 %	4.8 %
Predominant Characteristics	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes	Middle-class couples and families An old-fashioned way of life Lucrative blue-collar jobs and moderately priced housing Likely to purchase boats, campers, motorcycles or pickup trucks.
Ethnic Diversity	White, African-American, Hispanic	White	White
Family Type	Families	Singles / Couples	Singles / Couples
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit	Owners Single Unit
Predominant Ages	45 & Under	45 to 64	35 to 54
Education	High School	College	High School
Employment	Blue-Collar, White-Collar, Service, Farming	Professional / White-Collar	Blue-Collar, White-Collar, Farming
Median Income	Downscale / \$34,138	Midscale / \$34,365	Midscale / \$71,266
Lifestyle Traits	Buy children's toys Buy contemp. Christian music Read Parenting Magazine Watch soap operas Drive a Toyota Echo	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Solara	Eat at Cracker Barrel Own a satellite dish Read Field & Stream Watch NASCAR Winston Cup Drive a Ford F250 pickup



Consumer Lifestyle Profile (State Index)

Cluster Name	New Beginnings	Family Thrifts	Suburban Pioneers
Income Class	Lower Middle	Downscale	Lower Middle
% of Total Households	3.0 %	2.9 %	2.1 %
Predominant Characteristics	Young mobile city singles Magnet for many young, well-educated minorities Some are divorced, and many are single parents Live in multi-unit rentals	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods	A mix of young singles, recently divorced and single parents An ethnic mix with a working-class sensibility Money is tight Aging homes and garden-style apartment buildings
Ethnic Diversity	White, African-American, Asian, Hispanic	White, African-American, Hispanic	White, African-American, Hispanic
Family Type	Singles / Couples / Families	Families	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit
Predominant Ages	45 & Under	45 & Under	55 & Under
Education	Some College	High School	Some High School
Employment	White-Collar, Service	Blue-Collar, White-Collar, Service, Farming	Blue-Collar, White-Collar, Service
Median Income	Downscale / \$41,673	Downscale / \$34,138	Lower Middle / \$34,070
Lifestyle Traits	Rent/buy at Hollywood Video Play games on the Internet Read Star Watch Jerry Springer in synd. Drive a Saturn SC	Buy children's toys Buy contemp. Christian music Read Parenting Magazine Watch soap operas Drive a Toyota Echo	Play softball Buy collectables by mail Read Star Watch Cartoon Network Drive a Hyundai Accent
Cluster Name	Upward Bound	Blue-Chip Blues	Kids & Cul-de-Sacs
Income Class	Upscale	Midscale	Upper Middle
% of Total Households	2.8 %	2.1 %	2.4 %
Predominant Characteristics	Young upscale white-collar families Soccer moms and dads Dual-income, frequent flying executives and professionals Married with pre-school and school-aged children	Midscale blue-collar families Dual income, high school and some college educated A significant presence of Hispanics and African-Americans Aging neighborhoods feature compact, modestly priced homes	Upscale suburban families Ranked first in married couples with children Large families Family governs its lives and activities
Ethnic Diversity	White, Asian, Hispanic	White, African-American, Asian, Hispanic	White, Asian, Hispanic
Family Type	Singles / Couples / Families	Couples / Families	Families
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	35 to 54	25 to 44	25 to 44
Education	College	Some College	College
Employment	Professional, White-Collar	Blue-Collar / White-Collar	Professional, White-Collar
Median Income	Upscale / \$80,345	Midscale / \$38,616	Upper Middle / \$74,562
Lifestyle Traits	Go to the beach Own a Game Boy Read Forbes Magazine Watch Nickelodeon Drive a Chevy Suburban	Visited a theme park Own a video game system Read Parenthood Magazine Watch Track & Field championship Drive a Ford Focus	Buy children's video games Go to Chuck E. Cheese Read Parenting Magazine Watch Nickelodeon Drive a Honda Odyssey