

Irving, Texas: Trade Area



Shopping Centers

GLA in thousands



1000+

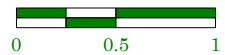


500 to 1000

5 Minute Drive Time

Site 4

Miles



Site 4 Analysis: Heritage Crossing

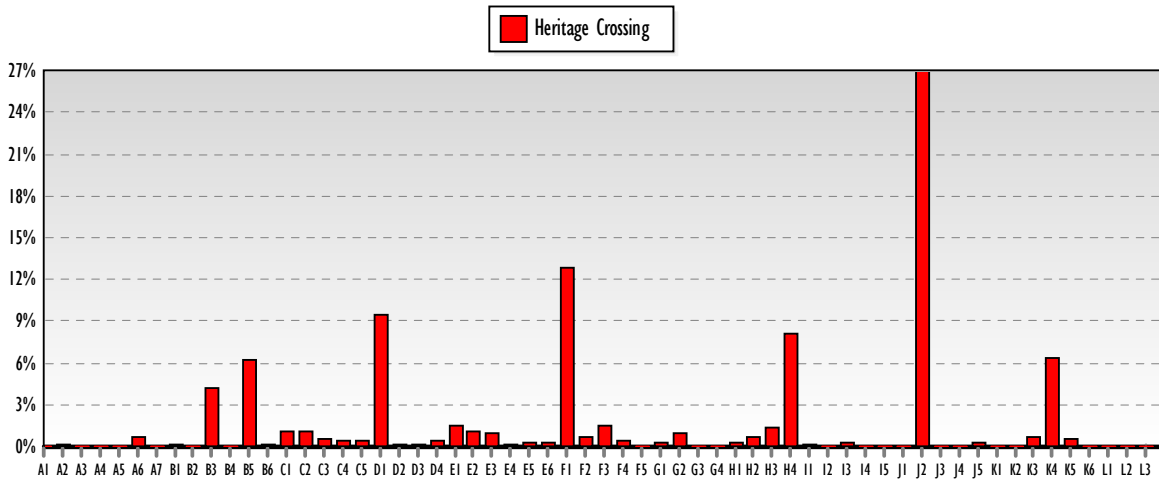
Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site 4. The primary trade area consists of a five-minute polygon, determined by Buxton’s proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a five-minute drive-time of Site 4 is presented below.

Trade Area Segmentation



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Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

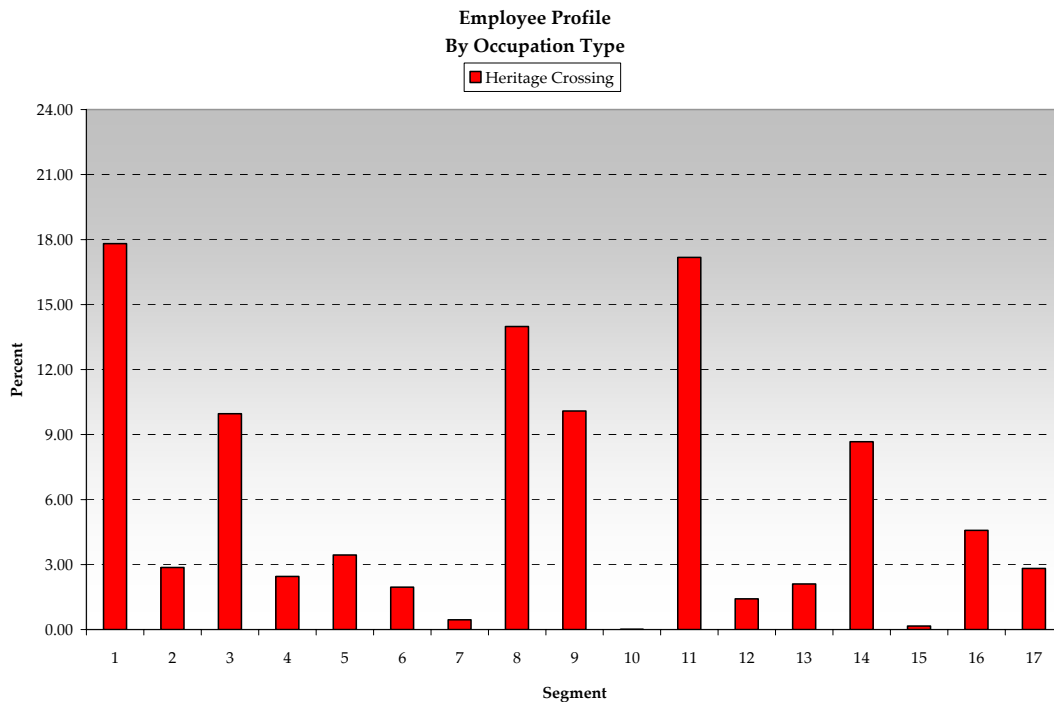
Dominant Segments	Description	Households	% of All Households
B03	URBAN COMMUTER FAMILIES	709	4.18%
B05	SECOND-GENERATION	1,053	6.21%
D01	NUEVO HISPANIC FAMILIES	1,602	9.45%
F01	STEADFAST CONSERVATIVES	2,172	12.81%
H04	ASPIRING HISPANIA	1,375	8.11%
J02	LATINO NUEVO	5,990	35.34%
K04	URBAN DIVERSITY	1,088	6.42%

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Site 4 Analysis (continued)

Employee Profile by Occupation Type

The graph and chart below breakdown the workplace or daytime population within the seven-minute trade area by occupation type. These seventeen occupation categories are listed in the table below, along with the total number and percentage of the total workforce each comprises. The graph illustrates the percentage each category represents.



Census Estimates and Projections 2008 Data. Data Source: Applied Geographic Solutions

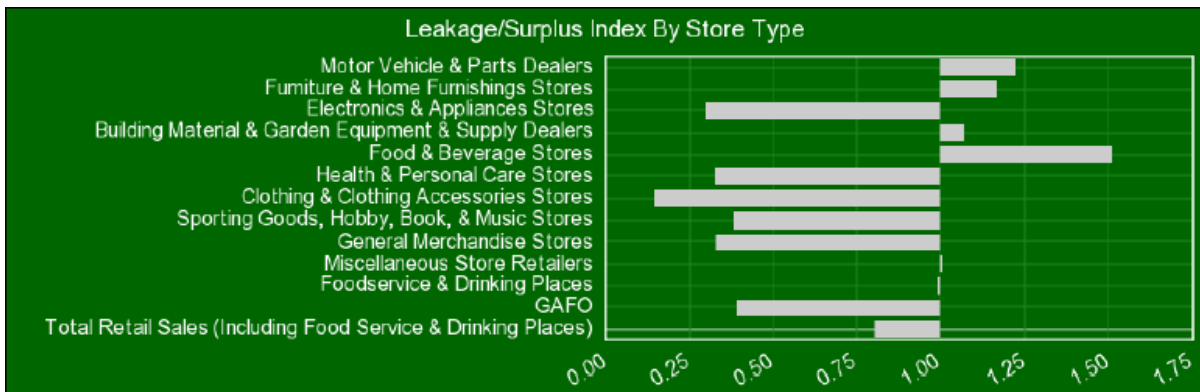
Segment	Segment Description	Workers	% of All Workers
1	Occupation Administrative Support Workers	3,290	17.81%
2	Occupation Construction Repair and Mining	530	2.87%
3	Occupation Executive Managers and Administrators	1,841	9.96%
4	Occupation Farming Forestry and Fishing	453	2.45%
5	Occupation Handlers Helpers and Laborers	637	3.45%
6	Occupation Machine Operators Assemblers and Inspectors	361	1.95%
7	Occupation Other Services Field Based	84	0.46%
8	Occupation Other Services Site Based	2,583	13.99%
9	Occupation Precision Craft and Repair	1,865	10.09%
10	Occupation Private Household Service	1	0.01%
11	Occupation Professional specialty occupations	3,173	17.18%
12	Occupation Protective Services	264	1.43%
13	Occupation Sales Professionals	390	2.11%
14	Occupation Sales Workers and Clerks	1,602	8.67%
15	Occupation Technical Sales and Administrative	29	0.16%
16	Occupation Technologies and Technicians	846	4.58%
17	Occupation Transportation and Materials Moving Workers	522	2.83%

Census Estimates and Projections 2008 Data. Data Source: Applied Geographic Solutions

Site 4 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



*GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies
 Source: Nielsen Claritas, Global Insight, © 2009

The following table presents the trade potential variables for Site 4:

Trade Potential Variables	Site 4
Estimated Household Count	16,952
Number of Households in Dominant Segments	13,989
Traffic Count	14,100
Total Demand	\$413,848,455
Total Supply	\$332,547,464
Leakage/Surplus	(\$81,300,991)
Employee Count	18,471

Source: Nielsen Claritas, Global Insight, © 2009
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