

Most Demanded Businesses

Based on Total of "Very Likely"

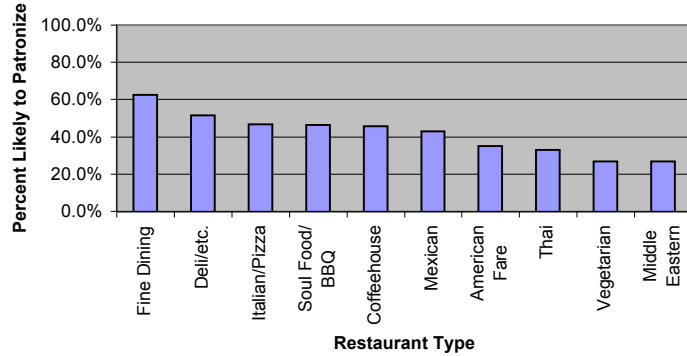
Does Not Include "Don't Know" Responses

Restaurants

1	Fine Dining	62.4%
2	Deli/etc.	51.7%
3	Italian/Pizza	46.7%
4	Soul Food/ BBQ	46.4%
5	Coffeehouse	45.6%
6	Mexican	43.0%
7	American Fare	35.2%
8	Thai	32.9%
9	Vegetarian	26.7%
10	Middle Eastern	26.7%

Most Demanded Restaurants

(Based on "Very Likely")

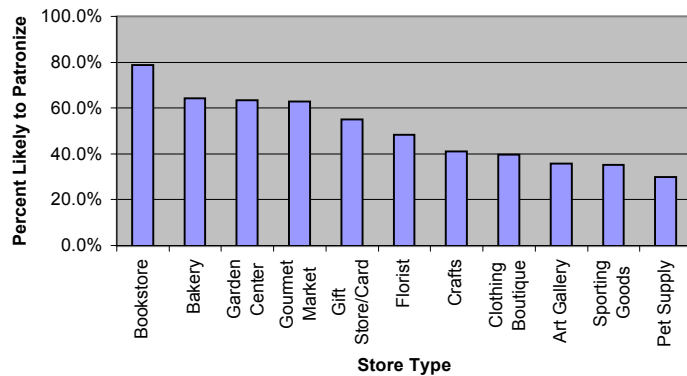


Retail

1	Bookstore	78.8%
2	Bakery	64.2%
3	Garden Center	63.3%
4	Gourmet Market	62.9%
5	Gift Store/Card Shop	55.0%
6	Florist	48.3%
7	Crafts	41.1%
8	Clothing Boutique	39.7%
9	Art Gallery	35.8%
10	Sporting Goods	35.1%
11	Pet Supply	30.0%

Most Demanded Retail

(Based on "Very Likely")

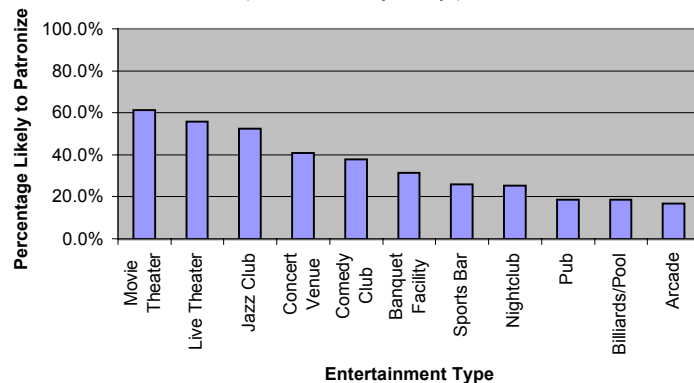


Entertainment

1	Movie Theater	61.3%
2	Live Theater	55.7%
3	Jazz Club	52.3%
4	Concert Venue	40.9%
5	Comedy Club	37.7%
6	Banquet Facility	31.3%
7	Sports Bar	25.8%
8	Nightclub	25.2%
9	Pub	18.7%
10	Billiards/Pool	18.7%
11	Arcade	16.7%

Most Demanded Entertainment

(Based on "Very Likely")

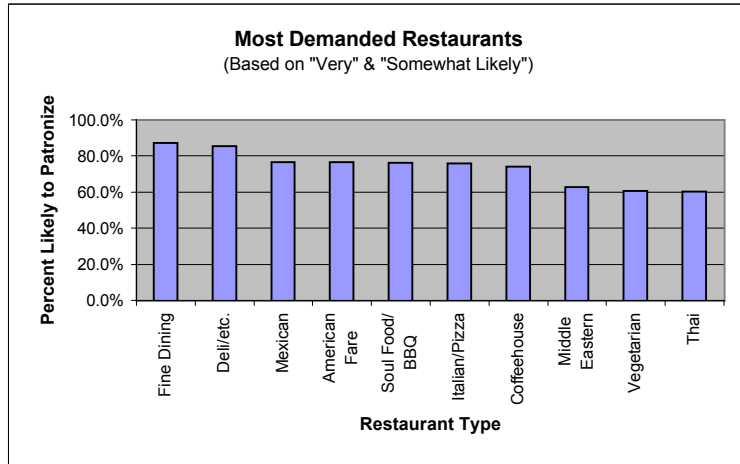


Most Demanded Businesses

Based on Total of "Very Likely" and "Somewhat Likely"
Does Not Include "Don't Know" Responses

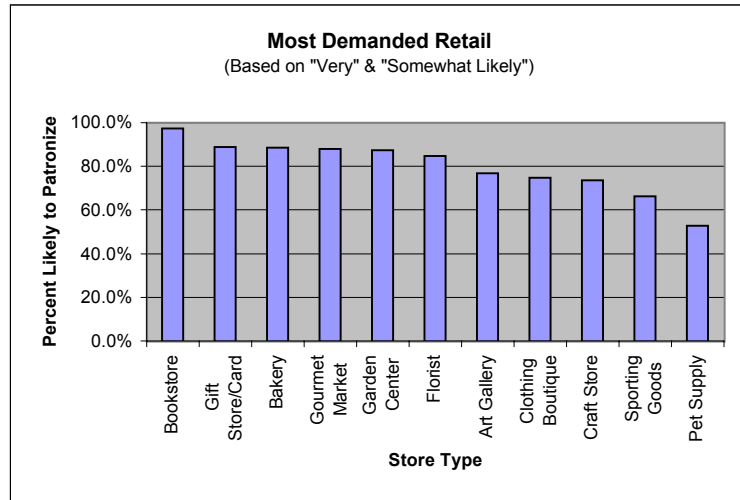
Restaurants

1	Fine Dining	87.2%
2	Deli/etc.	85.5%
3	Mexican	76.6%
4	American Fare	76.6%
5	Soul Food/ BBQ	76.2%
6	Italian/Pizza	76.0%
7	Coffeehouse	74.2%
8	Middle Eastern	62.7%
9	Vegetarian	60.7%
10	Thai	60.4%



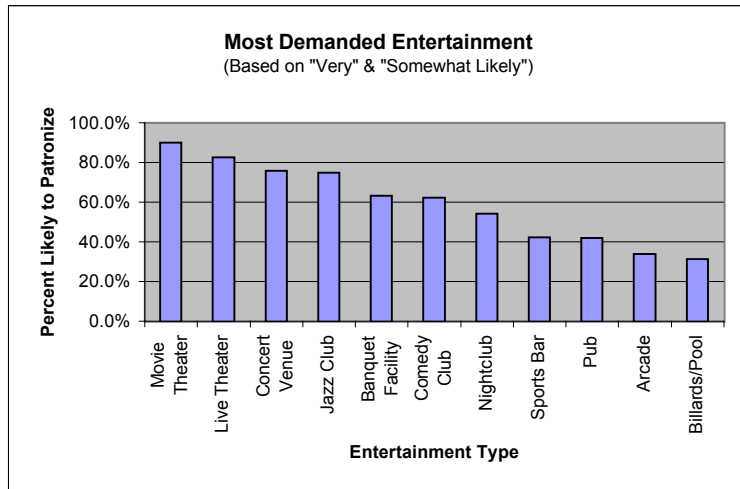
Retail

1	Bookstore	97.3%
2	Gift Store/Card Shop	88.8%
3	Bakery	88.7%
4	Gourmet Market	88.1%
5	Garden Center	87.3%
6	Florist	84.7%
7	Art Gallery	76.9%
8	Clothing Boutique	74.8%
9	Craft Store	73.6%
10	Sporting Goods	66.2%
11	Pet Supply	52.7%



Entertainment

1	Movie Theater	90.0%
2	Live Theater	82.5%
3	Concert Venue	75.8%
4	Jazz Club	74.8%
5	Banquet Facility	63.3%
6	Comedy Club	62.2%
7	Nightclub	54.3%
8	Sports Bar	42.4%
9	Pub	42.0%
10	Arcade	34.0%
11	Billiards/Pool	31.4%

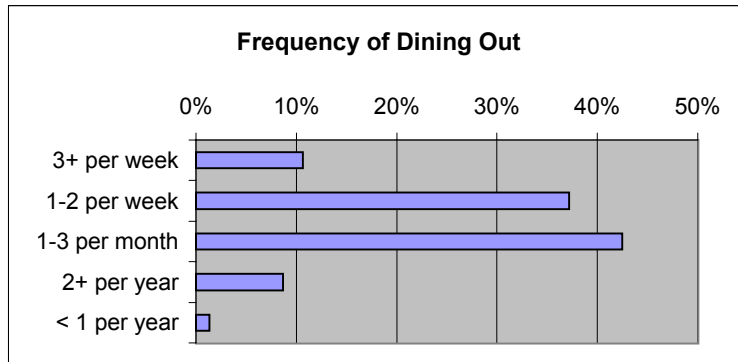


Frequency of Types of Food/Shopping/Entertainment

Does Not Include "Don't Know" Responses

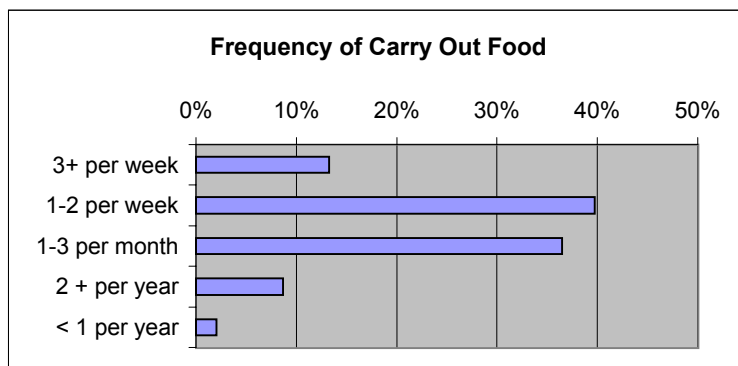
Eat At Dine-In Restaurant

3+ per week	10.6%
1-2 per week	37.1%
1-3 per month	42.4%
2+ per year	8.6%
< 1 per year	1.3%



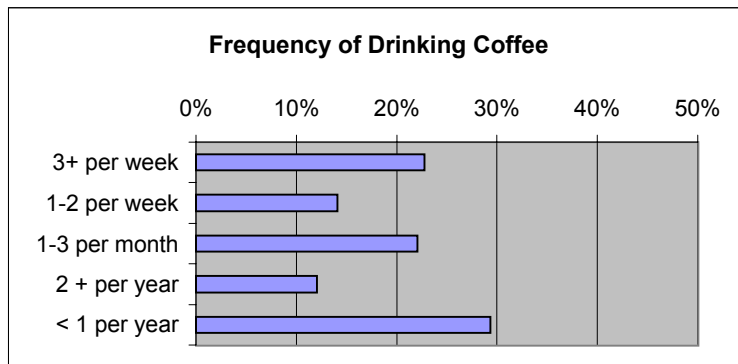
Carry Out Food

3+ per week	13.2%
1-2 per week	39.7%
1-3 per month	36.4%
2 + per year	8.6%
< 1 per year	2.0%



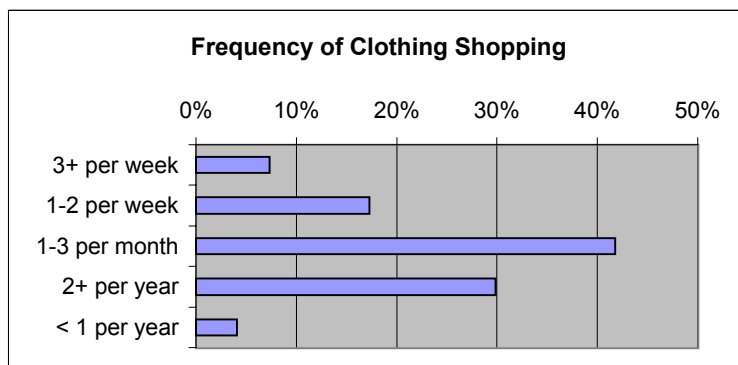
Coffee Not Part Of A Meal

3+ per week	22.7%
1-2 per week	14.0%
1-3 per month	22.0%
2 + per year	12.0%
< 1 per year	29.3%



Clothing

3+ per week	7.3%
1-2 per week	17.2%
1-3 per month	41.7%
2+ per year	29.8%
< 1 per year	4.0%



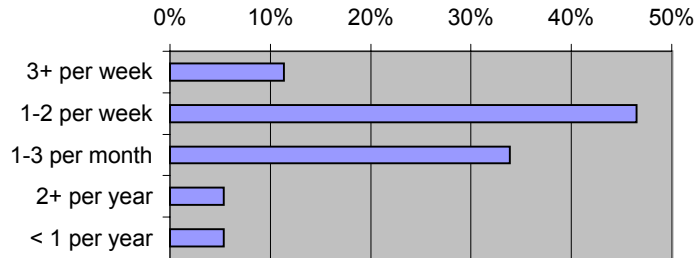
Frequency of Types of Food/Shopping/Entertainment

Does Not Include "Don't Know" Responses

Specialty Food Market

3+ per week	11.3%
1-2 per week	46.4%
1-3 per month	33.8%
2+ per year	5.3%
< 1 per year	5.3%

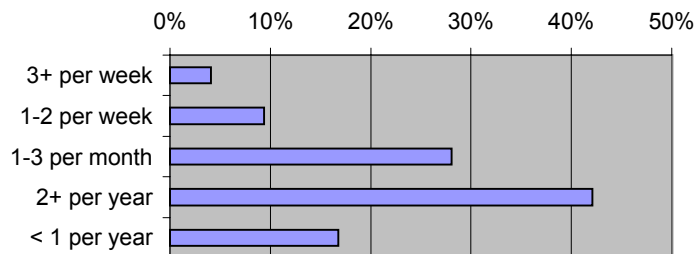
Frequency of Shopping at Specialty Food Market



Flowers

3+ per week	4.0%
1-2 per week	9.3%
1-3 per month	28.0%
2+ per year	42.0%
< 1 per year	16.7%

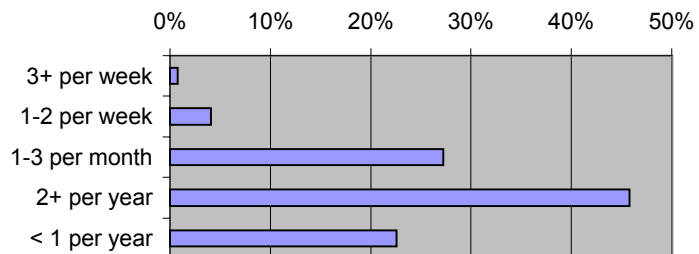
Frequency of Flower Purchases



Listen To Live Music

3+ per week	0.7%
1-2 per week	4.0%
1-3 per month	27.2%
2+ per year	45.7%
< 1 per year	22.5%

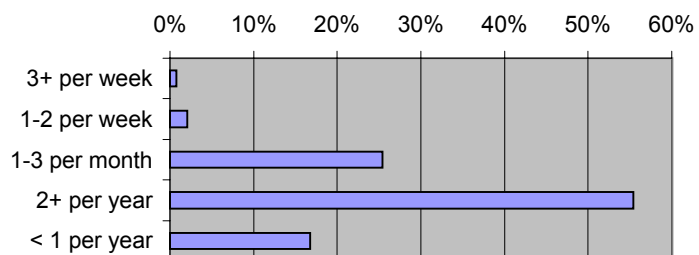
Frequency of Listening to Live Music



Outdoor Festivals

3+ per week	0.7%
1-2 per week	2.0%
1-3 per month	25.3%
2+ per year	55.3%
< 1 per year	16.7%

Frequency of Festival Attendance



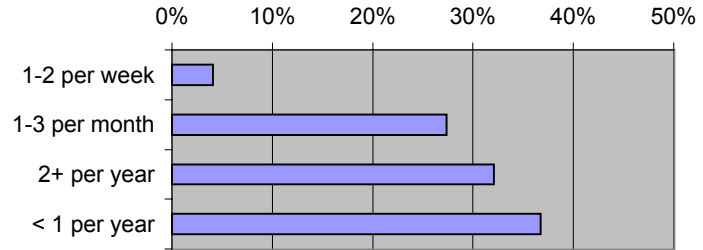
Frequency of Types of Food/Shopping/Entertainment

Does Not Include "Don't Know" Responses

Sporting Goods

1-2 per week	4.0%
1-3 per month	27.3%
2+ per year	32.0%
< 1 per year	36.7%

Frequency of Sporting Goods Shopping



Art or Handcrafts

3+ per week	0.7%
1-2 per week	7.3%
1-3 per month	26.0%
2+ per year	38.7%
< 1 per year	27.3%

Frequency of Art/Craft Purchases

