

Westgate Mall

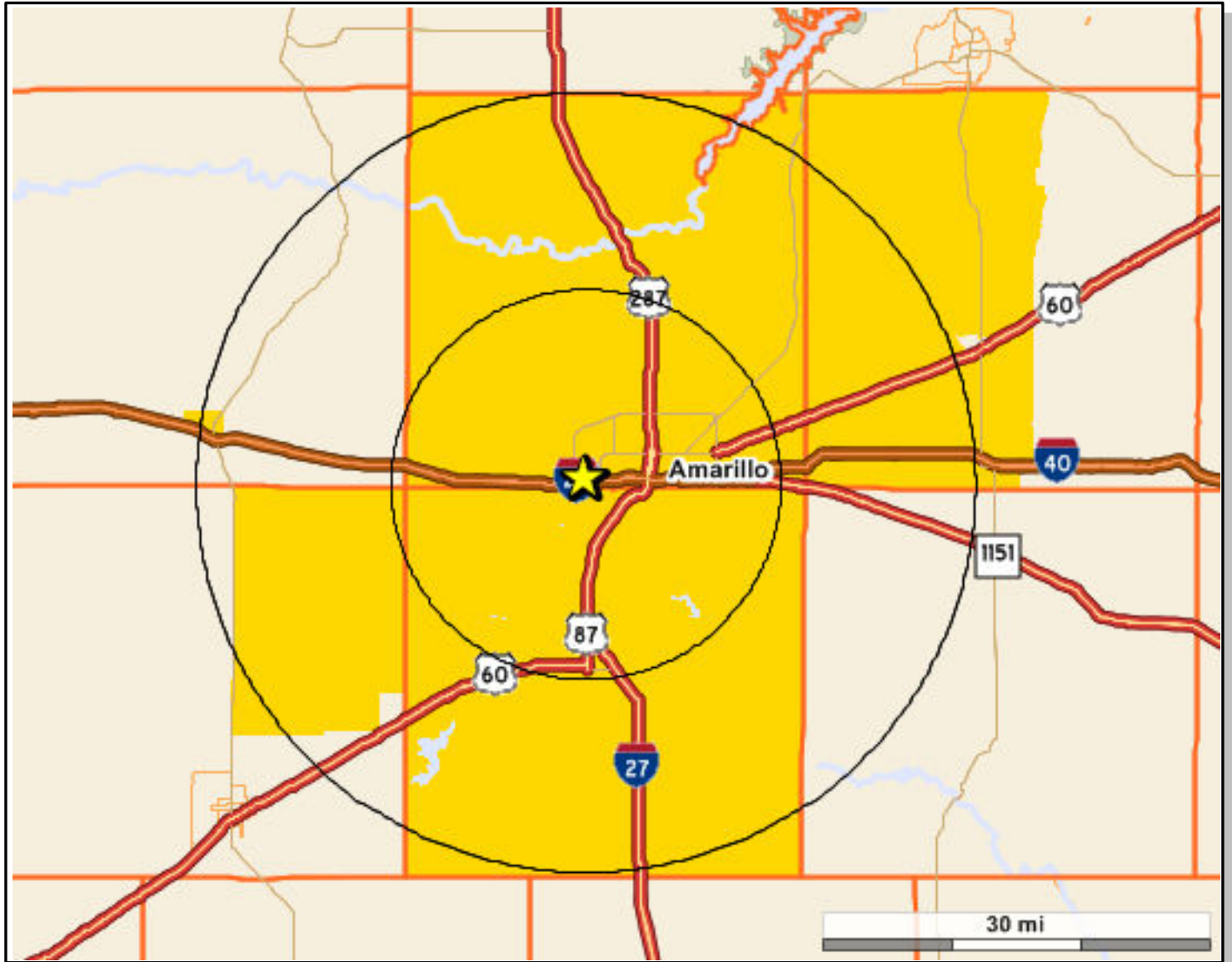
30 Mile Radius
For Location:
WESTGATE MALL
7701 W I-40
Amarillo, TX 79121

30 Mile Radius
by Block Group

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Trade Area Map





	0 - 15 Miles	0 - 30 Miles	State	US
Significant Consumer Lifestyles	6.8% Family Thrifts 6.2% Middleburg Managers 5.8% Sunset City Blues 4.7% Boomtown Singles 4.4% City Startups 4.2% Suburban Pioneers	6.5% Family Thrifts 5.9% Middleburg Managers 5.5% Sunset City Blues 4.5% Boomtown Singles 4.2% City Startups 4.1% Suburban Pioneers	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	1.7% Family Thrifts 1.9% Middleburg Managers 1.7% Sunset City Blues 1.3% Boomtown Singles 1.1% City Startups 1.0% Suburban Pioneers
Current Year Population	225,127	235,437	23,071,267	298,021,266
5 Year Projected Population	238,680	249,376	24,997,560	312,383,955
Pop Growth Rate	6.0%	5.9%	8.3%	4.8%
Current Year Households	84,525	88,395	8,166,147	112,267,302
5 Year Projected HH	89,387	93,443	8,838,952	117,920,981
HH Growth Rate	5.8%	5.7%	8.2%	5.0%
Business Population	135,551	139,234	11,970,037	163,413,176
Average HH Size	2.7	2.7	2.8	2.7
Homeowners	61.3%	61.9%	58.7%	60.6%
POPULATION				
Median Age	33.9 years	34.0 years	33.1 years	36.3 years
Age: < 5 Years	7.6%	7.5%	8.0%	6.7%
Age: 5 to 14 Years	14.5%	14.5%	15.0%	13.7%
Age: 15 to 17 Years	4.2%	4.3%	4.6%	4.3%
Age: 18 to 24 Years	10.7%	10.7%	10.7%	10.0%
Age: 25 to 34 Years	14.5%	14.4%	14.4%	13.3%
Age: 35 to 44 Years	13.8%	13.7%	14.6%	14.6%
Age: 45 to 54 Years	13.6%	13.7%	13.5%	14.4%
Age: 55 to 64 Years	9.3%	9.4%	9.2%	10.4%
Age: 65+ Years	11.7%	11.8%	10.1%	12.6%
EMPLOYMENT & EDUCATION				
Blue Collar	24.1%	24.1%	23.6%	23.9%
White Collar	57.5%	57.2%	61.0%	60.0%
Service & Farm	18.4%	18.7%	15.4%	16.0%
4+ Years College	19.5%	19.6%	22.3%	22.6%
< 4 Years College	80.5%	80.4%	77.7%	77.4%
INCOME				
Average HH Income	\$54,506	\$54,717	\$63,761	\$65,849
Average Family HH Income	\$63,310	\$63,390	\$71,929	\$75,958
Median HH Income	\$40,978	\$41,346	\$46,645	\$48,775
Per Capita Income	\$20,797	\$20,865	\$22,843	\$25,129
HH Income < \$35,000	43.3%	42.8%	37.6%	35.6%
HH Income < \$50,000	60.1%	59.8%	53.6%	51.3%
HH Income > \$50,000	39.9%	40.2%	46.4%	48.7%
HH Income > \$75,000	21.3%	21.5%	27.7%	29.2%
HH Income > \$100,000	11.3%	11.4%	16.6%	17.5%
HH Income > \$150,000	3.6%	3.7%	6.2%	6.4%
RACE & ETHNICITY				
White	76.2%	76.9%	68.9%	73.3%
Black or African American	6.3%	6.0%	11.4%	12.4%
Asian Pac. Isl.	2.1%	2.0%	3.3%	4.3%
Hispanic or Latino	23.4%	22.7%	35.3%	14.5%



	0 - 15 Miles	0 - 30 Miles	State Index	US Index
Significant Consumer Lifestyles	6.8% Family Thrifts 6.2% Middleburg Managers 5.8% Sunset City Blues 4.7% Boomtown Singles 4.4% City Startups 4.2% Suburban Pioneers	6.5% Family Thrifts 5.9% Middleburg Managers 5.5% Sunset City Blues 4.5% Boomtown Singles 4.2% City Startups 4.1% Suburban Pioneers	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	1.7% Family Thrifts 1.9% Middleburg Managers 1.7% Sunset City Blues 1.3% Boomtown Singles 1.1% City Startups 1.0% Suburban Pioneers
Current Year Population	225,127	235,437	NA	NA
5 Year Projected Population	238,680	249,376	NA	NA
Pop Growth Rate	6.0%	5.9%	NA	NA
Current Year Households	84,525	88,395	NA	NA
5 Year Projected HH	89,387	93,443	NA	NA
HH Growth Rate	5.8%	5.7%	NA	NA
Business Population	135,551	139,234	NA	NA
Average HH Size	2.7	2.7	94	100
Homeowners	61.3%	61.9%	106	102
POPULATION				
Median Age	33.9 years	34.0 years	103	94
Age: < 5 Years	7.6%	7.5%	94	112
Age: 5 to 14 Years	14.5%	14.5%	97	106
Age: 15 to 17 Years	4.2%	4.3%	93	99
Age: 18 to 24 Years	10.7%	10.7%	100	107
Age: 25 to 34 Years	14.5%	14.4%	100	108
Age: 35 to 44 Years	13.8%	13.7%	94	94
Age: 45 to 54 Years	13.6%	13.7%	102	96
Age: 55 to 64 Years	9.3%	9.4%	102	90
Age: 65+ Years	11.7%	11.8%	117	94
EMPLOYMENT & EDUCATION				
Blue Collar	24.1%	24.1%	102	101
White Collar	57.5%	57.2%	94	95
Service & Farm	18.4%	18.7%	121	117
4+ Years College	19.5%	19.6%	88	87
< 4 Years College	80.5%	80.4%	103	104
INCOME				
Average HH Income	\$54,506	\$54,717	86	83
Average Family HH Income	\$63,310	\$63,390	88	83
Median HH Income	\$40,978	\$41,346	89	85
Per Capita Income	\$20,797	\$20,865	91	83
HH Income < \$35,000	43.3%	42.8%	114	120
HH Income < \$50,000	60.1%	59.8%	112	117
HH Income > \$50,000	39.9%	40.2%	87	83
HH Income > \$75,000	21.3%	21.5%	78	74
HH Income > \$100,000	11.3%	11.4%	69	65
HH Income > \$150,000	3.6%	3.7%	60	57
RACE & ETHNICITY				
White	76.2%	76.9%	112	105
Black or African American	6.3%	6.0%	53	49
Asian Pac. Isl.	2.1%	2.0%	62	47
Hispanic or Latino	23.4%	22.7%	64	157

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



Significant Consumer Lifestyle Profile (0 - 15 Miles)

Cluster Name	Family Thrifts	Middleburg Managers	Sunset CityBlues
Income Class	Downscale	Midscale	Lower Middle
% of Total Households	6.8 %	6.2 %	5.8 %
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	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.
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	65+
Education	High School	College	Some College
Employment	Blue-Collar, White-Collar, Service, Farming	Professional / White-Collar	Blue-Collar, White-Collar, Service
Median Income	Downscale / \$34,138	Midscale / \$34,365	Lower Middle / \$37,851
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	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra

Cluster Name	Boomtown Singles	CityStartups	Suburban Pioneers
Income Class	Lower Middle	Poor	Lower Middle
% of Total Households	4.7 %	4.4 %	4.2 %
Predominant Characteristics	Middle income young singles Young professionals and techies Live in fast growing smaller cities Live in multi-unit rentals	Young, multi-ethnic singles One of the youngest segments in America Low incomes and many Hispanics and African-Americans Commercial base of cafes, bars, laundromats	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	White, African-American, Asian	White, African-American, Hispanic
Family Type	Singles / Couples	Singles / Couples	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+	Owners Single Unit, Mobile Homes	Owners Single Unit
Predominant Ages	45 & Under	Under 45	55 & Under
Education	Some College	Some College	Some High School
Employment	White-Collar, Service	White-Collar, Service	Blue-Collar, White-Collar, Service
Median Income	Lower Middle / \$42,732	Poor / \$23,073	Lower Middle / \$34,070
Lifestyle Traits	Buy alternative music Play soccer Read Muscle & Fitness Watch MTV Drive a Subaru Legacy	Go to nightclubs Order pizza from Papa John's Read Rolling Stone Watch Mad TV Drive a Kia Spectra	Play softball Buy collectables by mail Read Star Watch Cartoon Network Drive a Hyundai Accent



Significant Consumer Lifestyle Profile (0 - 30 Miles)

Cluster Name	Family Thrifts	Middleburg Managers	Sunset CityBlues
Income Class	Downscale	Midscale	Lower Middle
% of Total Households	6.5 %	5.9 %	5.5 %
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	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.
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	65+
Education	High School	College	Some College
Employment	Blue-Collar, White-Collar, Service, Farming	Professional / White-Collar	Blue-Collar, White-Collar, Service
Median Income	Downscale / \$34,138	Midscale / \$34,365	Lower Middle / \$37,851
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	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra

Cluster Name	Boomtown Singles	CityStartups	Suburban Pioneers
Income Class	Lower Middle	Poor	Lower Middle
% of Total Households	4.5 %	4.2 %	4.1 %
Predominant Characteristics	Middle income young singles Young professionals and techies Live in fast growing smaller cities Live in multi-unit rentals	Young, multi-ethnic singles One of the youngest segments in America Low incomes and many Hispanics and African-Americans Commercial base of cafes, bars, laundromats	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	White, African-American, Asian	White, African-American, Hispanic
Family Type	Singles / Couples	Singles / Couples	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+	Owners Single Unit, Mobile Homes	Owners Single Unit
Predominant Ages	45 & Under	Under 45	55 & Under
Education	Some College	Some College	Some High School
Employment	White-Collar, Service	White-Collar, Service	Blue-Collar, White-Collar, Service
Median Income	Lower Middle / \$42,732	Poor / \$23,073	Lower Middle / \$34,070
Lifestyle Traits	Buy alternative music Play soccer Read Muscle & Fitness Watch MTV Drive a Subaru Legacy	Go to nightclubs Order pizza from Papa John's Read Rolling Stone Watch Mad TV Drive a Kia Spectra	Play softball Buy collectables by mail Read Star Watch Cartoon Network Drive a Hyundai Accent



Significant 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

Lifestyle Groups

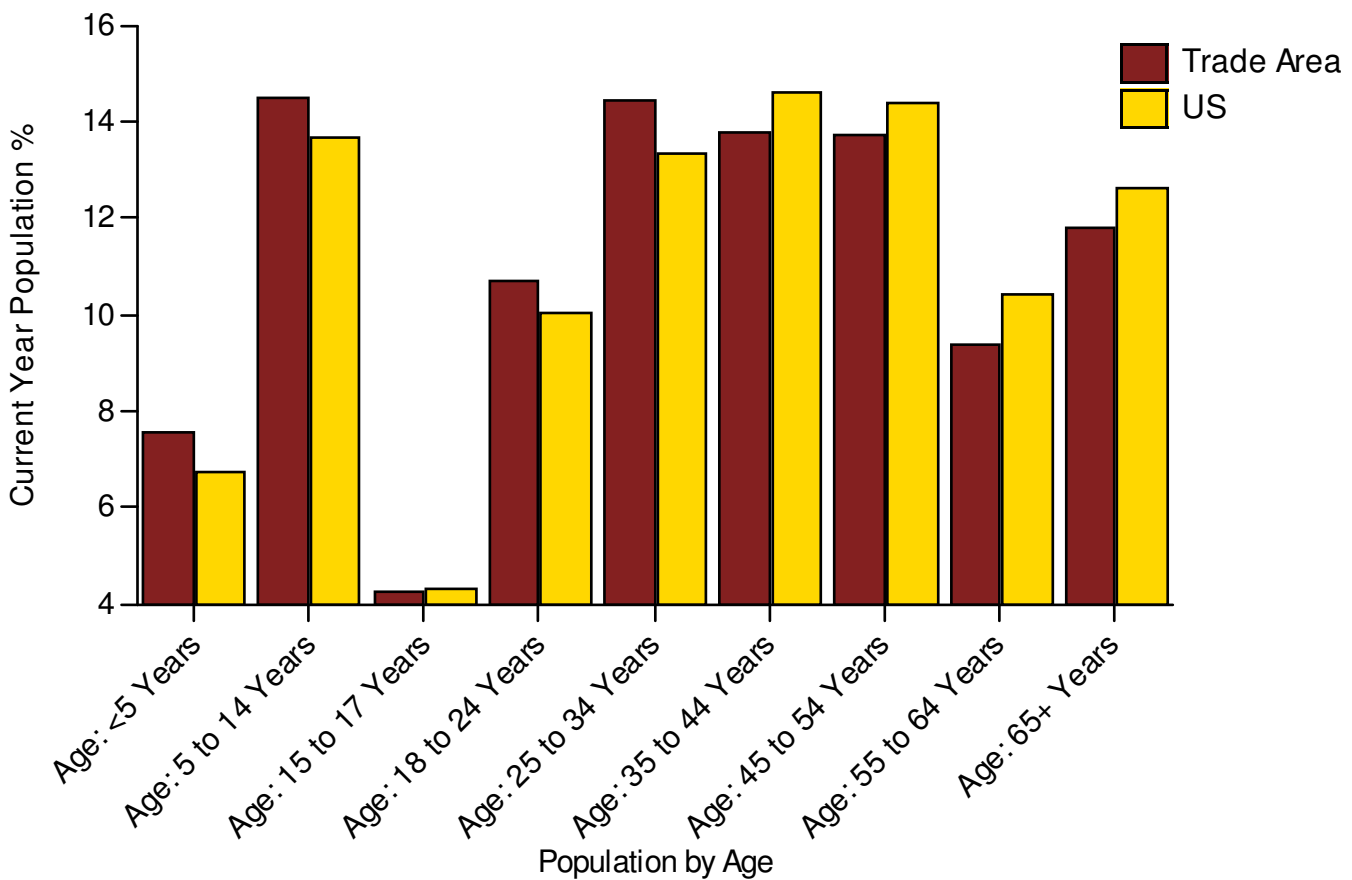
	Trade Area	US	US Index
Family Thrifts	6.5%	1.7%	386
Middleburg Managers	5.9%	1.9%	321
Sunset City Blues	5.5%	1.7%	330
Boomtown Singles	4.5%	1.3%	349
City Startups	4.2%	1.1%	375
Suburban Pioneers	4.1%	1.0%	391
Mobility Blues	4.1%	1.2%	348
White Picket Fences	3.9%	1.3%	314
Second City Elite	3.6%	1.2%	304
Hometown Retired	3.2%	1.1%	289
Park Bench Seniors	2.8%	1.1%	265
American Classics	2.6%	1.0%	255
Blue-Chip Blues	2.8%	1.2%	222
Up-and-Comers	2.3%	1.2%	193
Traditional Times	1.1%	2.8%	40
Young & Rustic	2.8%	2.0%	140
Simple Pleasures	0.9%	2.3%	38
Back Country Folks	0.9%	2.2%	41
Big Fish, Small Pond	1.2%	2.3%	53
Heartlanders	0.9%	2.0%	44
Country Squires	0.6%	1.9%	34
Brite Lites, Li'l City	2.1%	1.5%	139
Upward Bound	2.2%	1.6%	136

Characteristic Indicators

	Trade Area	US	US Index
Some Other Race	11.9%	6.3%	190
White	76.9%	73.3%	105
Black or African American	6.0%	12.4%	49
Asian	2.0%	4.2%	47
25 to 34 Years	14.4%	13.3%	108
55 to 64 Years	9.4%	10.4%	90
5 to 14 Years	14.5%	13.7%	106
35 to 44 Years	13.7%	14.6%	94
Younger than 5 Years	7.5%	6.7%	112
Older than 65	11.8%	12.6%	94

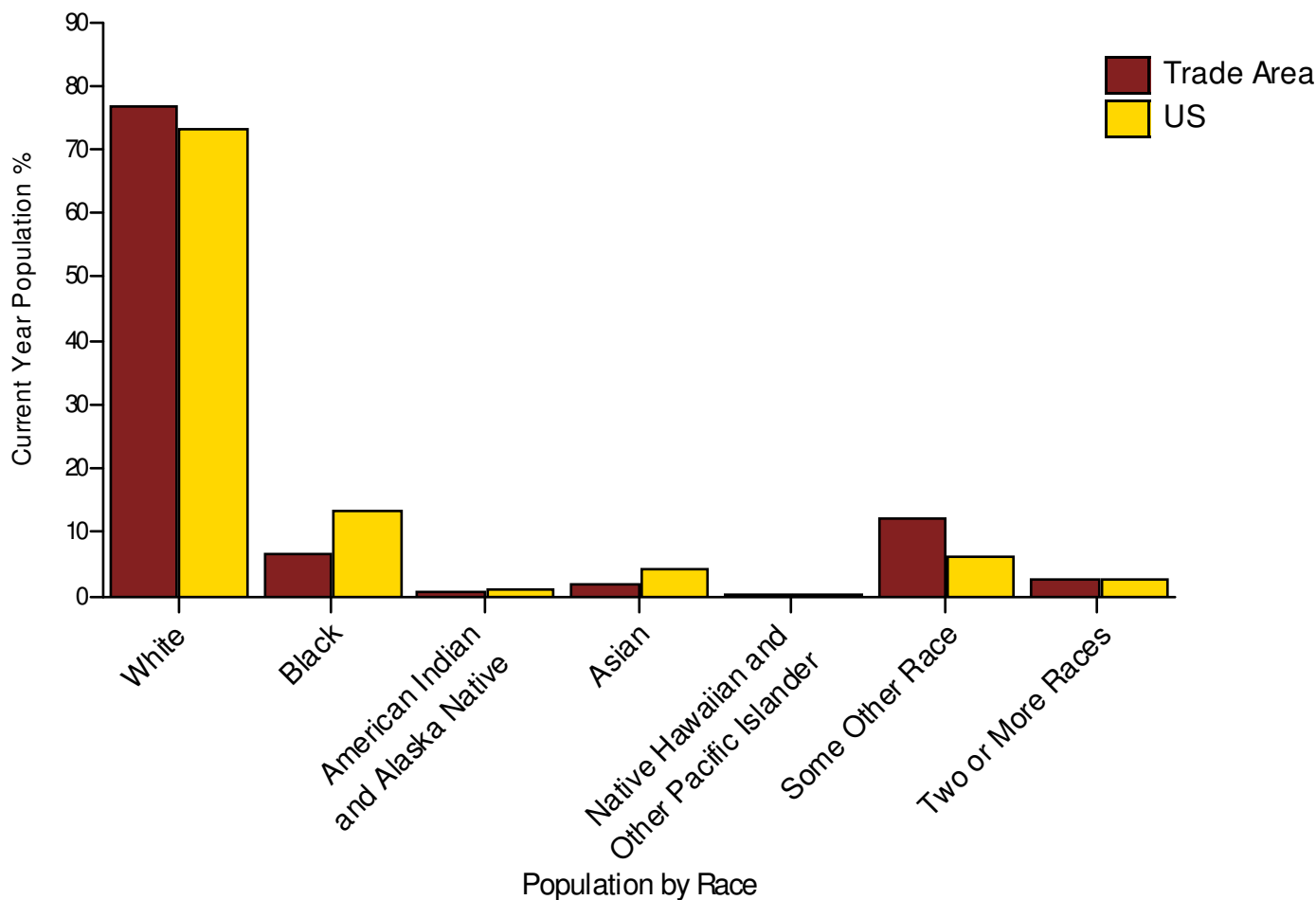
Population By Age

	0 - 15 Miles	0 - 30 Miles	State	State Index	US	US Index
Age: <5 Years	7.59%	7.53%	8.03%	94	6.73%	112
Age: 5 to 14 Years	14.53%	14.49%	15.01%	97	13.66%	106
Age: 15 to 17 Years	4.23%	4.27%	4.57%	93	4.33%	99
Age: 18 to 24 Years	10.70%	10.67%	10.70%	100	10.01%	107
Age: 25 to 34 Years	14.51%	14.41%	14.38%	100	13.31%	108
Age: 35 to 44 Years	13.81%	13.74%	14.58%	94	14.60%	94
Age: 45 to 54 Years	13.61%	13.72%	13.49%	102	14.35%	96
Age: 55 to 64 Years	9.27%	9.37%	9.17%	102	10.41%	90
Age: 65+ Years	11.74%	11.78%	10.07%	117	12.60%	94



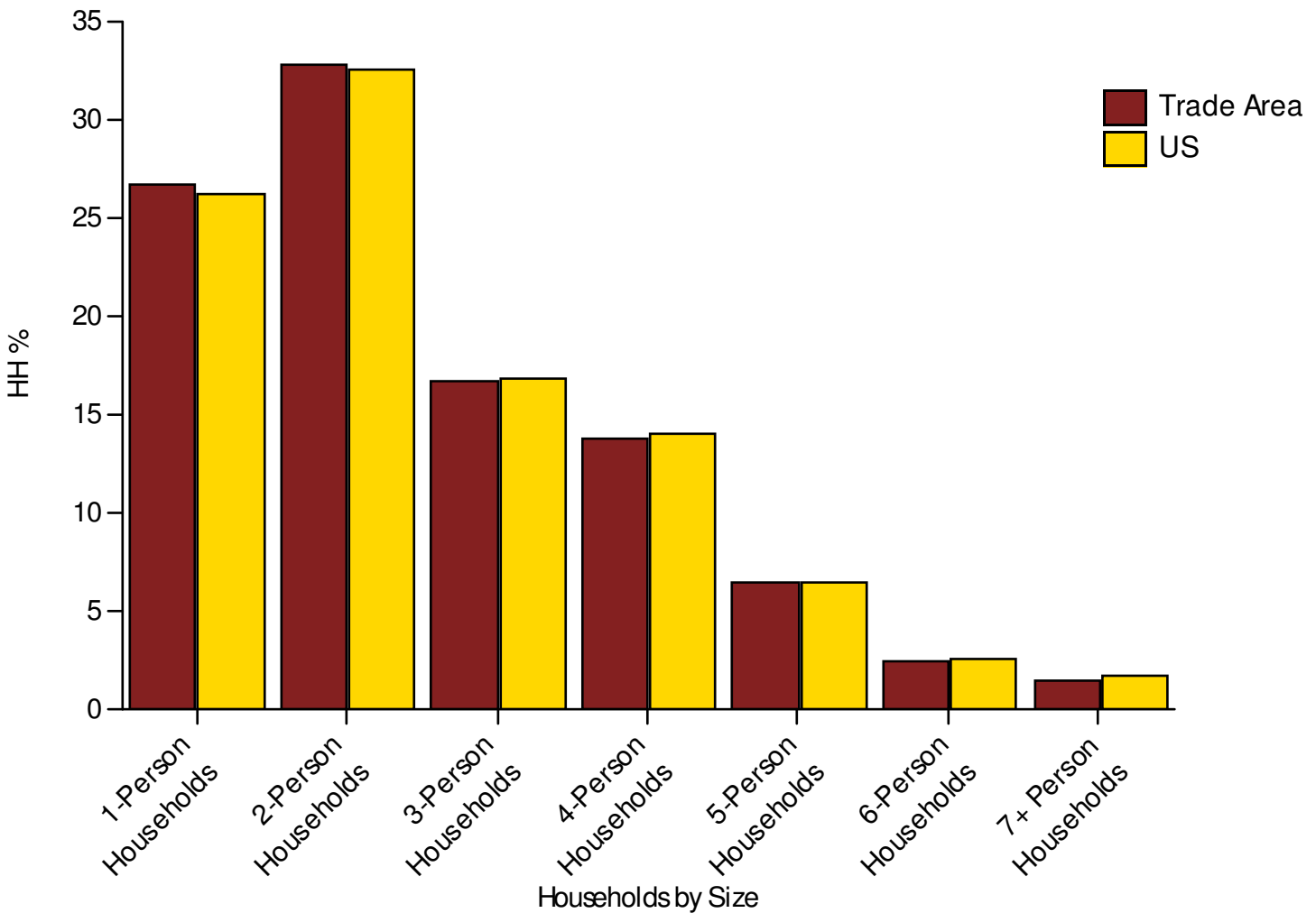
Population By Race

	0 - 15 Miles	0 - 30 Miles	State	State	US	US Index
White	76.17%	76.86%	68.93%	112	73.33%	105
Black or African American	6.26%	6.02%	11.38%	53	12.40%	49
American Indian and Alaska Native	0.77%	0.77%	0.61%	127	0.91%	84
Asian	2.02%	1.97%	3.17%	62	4.19%	47
Native Hawaiian and Other Pacific Islander	0.06%	0.06%	0.08%	69	0.16%	37
Some Other Race	12.27%	11.91%	13.06%	91	6.27%	190
Two or More Races	2.46%	2.41%	2.77%	87	2.74%	88



Households By Size

	0 - 15 Miles	0 - 30 Miles	State	State Index	US	US Index
1-Person Households	26.98%	26.66%	23.54%	113	26.19%	102
2-Person Households	32.57%	32.74%	30.31%	108	32.44%	101
3-Person Households	16.57%	16.64%	17.38%	96	16.74%	99
4-Person Households	13.69%	13.77%	15.29%	90	13.96%	99
5-Person Households	6.37%	6.41%	7.85%	82	6.46%	99
6-Person Households	2.41%	2.40%	3.29%	73	2.53%	95
7+ Person Households	1.41%	1.38%	2.33%	59	1.68%	82



Households By Income

	0 - 15 Miles	0 - 30 Miles	State	State Index	US	US Index
Current Year Households	84,525	88,395	8,166,147	NA	112,267,302	NA
Average HH Income	54,505.86	54,716.64	63,760.75	86	65,848.62	83
Household Income < \$35,000	43.31%	42.84%	37.57%	114	35.57%	120
Household Income < \$50,000	60.10%	59.77%	53.58%	112	51.28%	117
Household Income > \$50,000	39.90%	40.23%	46.42%	87	48.72%	83
Household Income > \$75,000	21.33%	21.49%	27.72%	78	29.23%	74
Household Income > \$100,000	11.34%	11.43%	16.65%	69	17.47%	65
Household Income > \$150,000	3.65%	3.67%	6.15%	60	6.44%	57

