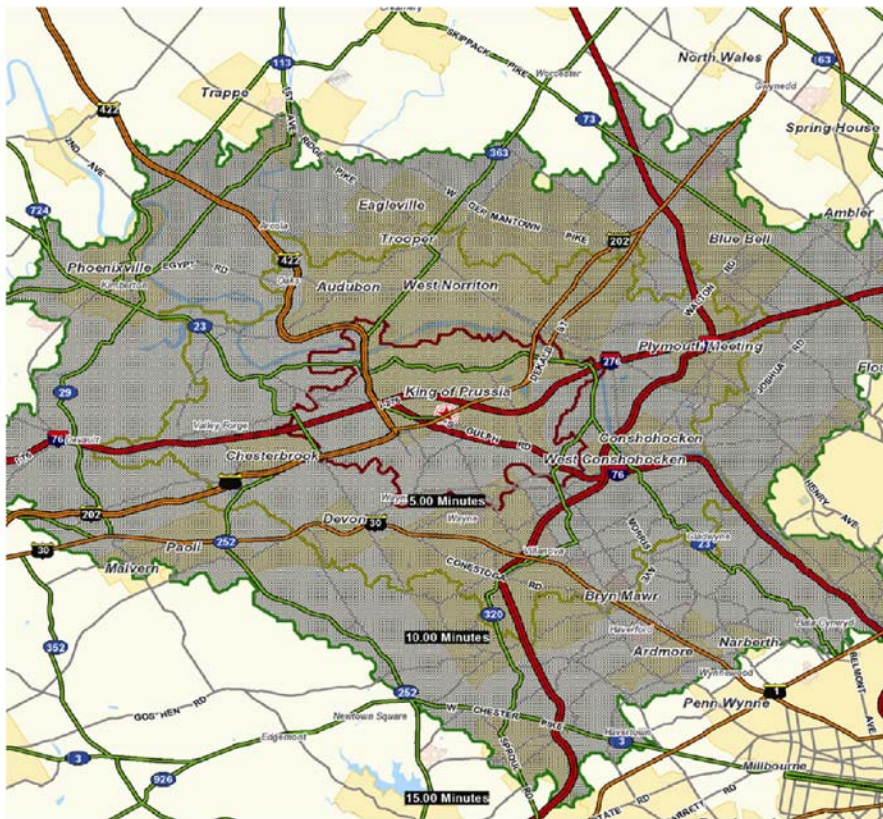


Location. Location. Us.SM



MICHAEL SALOVE COMPANY

King of Prussia Route 202 & Mall Boulevard



Prepared by Michael Salove Company
October 2005

1700 MARKET STREET . 17TH FLOOR . PHILADELPHIA, PA 19103
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FULL DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups



Prepared By Michael Salove

Lat/Lon: 40.0755/-75.393

May 2007

RF1

King of Prussia Mall Route 202 & Mall Road		5.00 min drivetime	10.00 min drivetime	15.00 min drivetime
POPULATION	2006 Estimated Population	37,167	187,764	449,924
	2011 Projected Population	38,360	194,746	465,103
	2000 Census Population	35,635	178,495	430,749
	1990 Census Population	34,615	171,846	408,250
	Historical Annual Growth 1990 to 2006	0.5%	0.6%	0.6%
	Projected Annual Growth 2006 to 2011	0.6%	0.7%	0.7%
HOUSEHOLDS	2006 Est. Households	15,757	74,157	173,679
	2011 Proj. Households	16,252	76,761	179,315
	2000 Census Households	15,168	70,951	166,842
	1990 Census Households	14,001	67,270	155,797
	Historical Annual Growth 1990 to 2006	0.8%	0.6%	0.7%
	Projected Annual Growth 2006 to 2011	0.6%	0.7%	0.6%
AGE	2006 Est. Population 0 to 9 Years	10.6%	11.0%	11.3%
	2006 Est. Population 10 to 19 Years	11.0%	13.2%	12.8%
	2006 Est. Population 20 to 29 Years	14.1%	14.8%	13.2%
	2006 Est. Population 30 to 44 Years	20.6%	19.5%	20.0%
	2006 Est. Population 45 to 59 Years	22.7%	21.4%	22.3%
	2006 Est. Population 60 to 74 Years	14.3%	12.7%	12.5%
	2006 Est. Population 75 Years Plus	6.7%	7.3%	7.9%
	2006 Est. Median Age	39.7	38.1	39.3
MARITAL STATUS & SEX	2006 Est. Male Population	49.3%	48.5%	48.7%
	2006 Est. Female Population	50.7%	51.5%	51.3%
	2006 Est. Never Married	27.5%	31.1%	27.7%
	2006 Est. Now Married	55.2%	49.2%	52.3%
	2006 Est. Separated or Divorced	11.4%	13.0%	13.0%
	2006 Est. Widowed	5.9%	6.7%	7.0%
INCOME	2006 Est. HH Income \$200,000 or More	8.8%	10.0%	10.6%
	2006 Est. HH Income \$150,000 to 199,999	6.6%	6.0%	6.4%
	2006 Est. HH Income \$100,000 to 149,999	17.5%	15.2%	16.6%
	2006 Est. HH Income \$75,000 to 99,999	15.2%	13.2%	13.6%
	2006 Est. HH Income \$50,000 to 74,999	20.2%	18.5%	18.0%
	2006 Est. HH Income \$35,000 to 49,999	11.9%	12.3%	12.0%
	2006 Est. HH Income \$25,000 to 34,999	8.1%	8.6%	8.1%
	2006 Est. HH Income \$15,000 to 24,999	6.3%	7.7%	7.1%
	2006 Est. HH Income \$0 to 14,999	5.5%	8.6%	7.5%
	2006 Est. Average Household Income	\$ 94,240	\$ 96,668	\$ 100,724
	2006 Est. Median HH Income	\$ 80,215	\$ 77,791	\$ 79,772
	2006 Est. Per Capita Income	\$ 40,146	\$ 39,134	\$ 40,317
	2006 Est. Number of Businesses	2,673	11,246	23,597
2006 Est. Total Number of Employees	43,590	167,004	313,390	

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RACE	2006 Est. White Population	85.0%	81.4%	84.2%
	2006 Est. Black Population	4.3%	9.9%	8.1%
	2006 Est. Asian & Pacific Islander	8.5%	5.8%	5.3%
	2006 Est. American Indian & Alaska Native	0.1%	0.1%	0.1%
	2006 Est. Other Races Population	2.1%	2.8%	2.2%
HISPANIC	2006 Est. Hispanic Population	978	8,074	13,562
	2006 Est. Hispanic Population Percent	2.6%	4.3%	3.0%
	2011 Proj. Hispanic Population Percent	3.1%	5.1%	3.6%
	2000 Hispanic Population Percent	1.9%	3.2%	2.2%
EDUCATION (Adults 25 or Older)	2006 Est. Adult Population (25 Years or Older)	26,507	126,246	309,366
	2006 Est. Elementary (0 to 8)	1.5%	1.9%	1.7%
	2006 Est. Some High School (9 to 11)	3.7%	5.7%	5.6%
	2006 Est. High School Graduate (12)	21.6%	23.3%	23.2%
	2006 Est. Some College (13 to 16)	11.8%	12.2%	12.8%
	2006 Est. Associate Degree Only	5.6%	5.6%	5.7%
	2006 Est. Bachelor Degree Only	34.7%	30.2%	29.7%
	2006 Est. Graduate Degree	21.2%	21.0%	21.3%
HOUSING	2006 Est. Total Housing Units	16,487	78,495	182,908
	2006 Est. Owner Occupied Percent	67.9%	64.9%	70.1%
	2006 Est. Renter Occupied Percent	27.6%	29.6%	24.9%
	2006 Est. Vacant Housing Percent	4.4%	5.5%	5.0%
HOMES BUILT BY YEAR	2000 Homes Built 1999 to 2000	0.4%	0.9%	1.2%
	2000 Homes Built 1995 to 1998	3.9%	3.0%	3.4%
	2000 Homes Built 1990 to 1994	2.7%	3.3%	3.8%
	2000 Homes Built 1980 to 1989	10.2%	11.1%	10.5%
	2000 Homes Built 1970 to 1979	19.2%	14.9%	13.0%
	2000 Homes Built 1960 to 1969	23.9%	17.7%	15.2%
	2000 Homes Built 1950 to 1959	23.3%	18.8%	19.9%
	2000 Homes Built Before 1949	16.5%	30.1%	32.9%
HOME VALUES	2000 Home Value \$1,000,000 or More	0.4%	1.7%	1.4%
	2000 Home Value \$500,000 to \$999,999	2.7%	6.8%	6.0%
	2000 Home Value \$400,000 to \$499,999	4.2%	4.5%	4.2%
	2000 Home Value \$300,000 to \$399,999	10.7%	9.2%	8.9%
	2000 Home Value \$200,000 to \$299,999	18.5%	16.7%	18.3%
	2000 Home Value \$150,000 to \$199,999	28.1%	20.3%	24.0%
	2000 Home Value \$100,000 to \$149,999	26.0%	24.0%	22.6%
	2000 Home Value \$50,000 to \$99,999	9.0%	15.3%	13.5%
	2000 Home Value \$25,000 to \$49,999	0.4%	1.3%	0.9%
	2000 Home Value \$0 to \$24,999	0.1%	0.3%	0.3%
	2000 Median Home Value	\$ 198,511	\$ 218,360	\$ 213,488
	2000 Median Rent	\$ 775	\$ 723	\$ 752

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LABOR FORCE	2006 Est. Labor: Population Age 16+	30,823	154,044	366,775
	2006 Est. Civilian Employed	67.4%	63.0%	62.8%
	2006 Est. Civilian Unemployed	2.3%	3.1%	3.1%
	2006 Est. in Armed Forces	0.1%	0.1%	0.0%
	2006 Est. not in Labor Force	30.2%	33.9%	34.1%
	2006 Labor Force: Males	49.0%	47.9%	48.1%
	2006 Labor Force: Females	51.0%	52.1%	51.9%
OCCUPATION	2000 Occupation: Population Age 16+	19,778	90,915	216,621
	2000 Mgmt, Business, & Financial Operations	22.0%	19.9%	19.6%
	2000 Professional and Related	29.2%	27.3%	29.6%
	2000 Service	7.8%	11.2%	10.4%
	2000 Sales and Office	29.7%	28.3%	28.1%
	2000 Farming, Fishing, and Forestry	0.1%	0.1%	0.1%
	2000 Construction, Extraction, & Maintenance	4.5%	5.5%	5.3%
	2000 Production, Transport, & Material Moving	6.6%	7.7%	6.9%
	2000 Percent White Collar Workers	81.0%	75.5%	77.3%
2000 Percent Blue Collar Workers	19.0%	24.5%	22.7%	
TRANSPORTATION TO WORK	2000 Drive to Work Alone	81.4%	76.4%	77.5%
	2000 Drive to Work in Carpool	7.7%	8.5%	8.0%
	2000 Travel to Work by Public Transportation	4.3%	5.9%	6.2%
	2000 Drive to Work on Motorcycle	0.0%	0.0%	0.1%
	2000 Walk or Bicycle to Work	2.0%	4.6%	3.7%
	2000 Other Means	0.3%	0.7%	0.5%
	2000 Work at Home	4.3%	3.9%	4.1%
TRAVEL TIME	2000 Travel to Work in 14 Minutes or Less	32.1%	29.8%	27.0%
	2000 Travel to Work in 15 to 29 Minutes	35.0%	35.7%	34.9%
	2000 Travel to Work in 30 to 59 Minutes	26.7%	28.2%	31.7%
	2000 Travel to Work in 60 Minutes or More	6.2%	6.3%	6.4%
	2000 Average Travel Time to Work	22.3	23.2	24.2
CONSUMER EXPENDITURE	2006 Est. Total Household Expenditure (in Millions)	\$ 1,049.9	\$ 5,041.7	\$ 12,194.4
	2006 Est. Apparel	\$ 15.4	\$ 74.2	\$ 179.3
	2006 Est. Contributions & Gifts	\$ 76.8	\$ 376.1	\$ 912.1
	2006 Est. Education & Reading	\$ 32.7	\$ 159.8	\$ 387.5
	2006 Est. Entertainment	\$ 61.4	\$ 294.7	\$ 713.8
	2006 Est. Food, Beverages & Tobacco	\$ 167.7	\$ 803.9	\$ 1,939.8
	2006 Est. Furnishings And Equipment	\$ 49.3	\$ 236.4	\$ 573.8
	2006 Est. Health Care & Insurance	\$ 75.1	\$ 361.0	\$ 870.6
	2006 Est. Household Operations & Shelter & Utilities	\$ 325.3	\$ 1,565.3	\$ 3,786.3
	2006 Est. Miscellaneous Expenses	\$ 17.6	\$ 84.5	\$ 203.8
	2006 Est. Personal Care	\$ 15.6	\$ 74.7	\$ 180.6
	2006 Est. Transportation	\$ 212.9	\$ 1,011.1	\$ 2,446.8

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