

existing location audit report

This report gives you the data you need when deciding whether to improve or close a branch/store. It reports on your current and potential customer demographics, and aids in understanding a branch location's performance and potential.

The following are sample pages extracted from a full report; names and statistics have been altered and are for illustrative purposes only.

we help you see what's there

SEER

SeerAnalytics, LLC
518 North Tampa Street
Tampa, FL 33602
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primary market
area statistics

Sample Store

| existing PMA | |
|--------------------------|---------|
| Area (sq. mi.) | 63 |
| Population | 461,303 |
| Households (HHs) | 175,981 |
| Density (HH per sq. mi.) | 2,793 |
| Sample Branch HHs | 1,936 |
| Penetration | 1.1% |

existing vs. predicted penetration

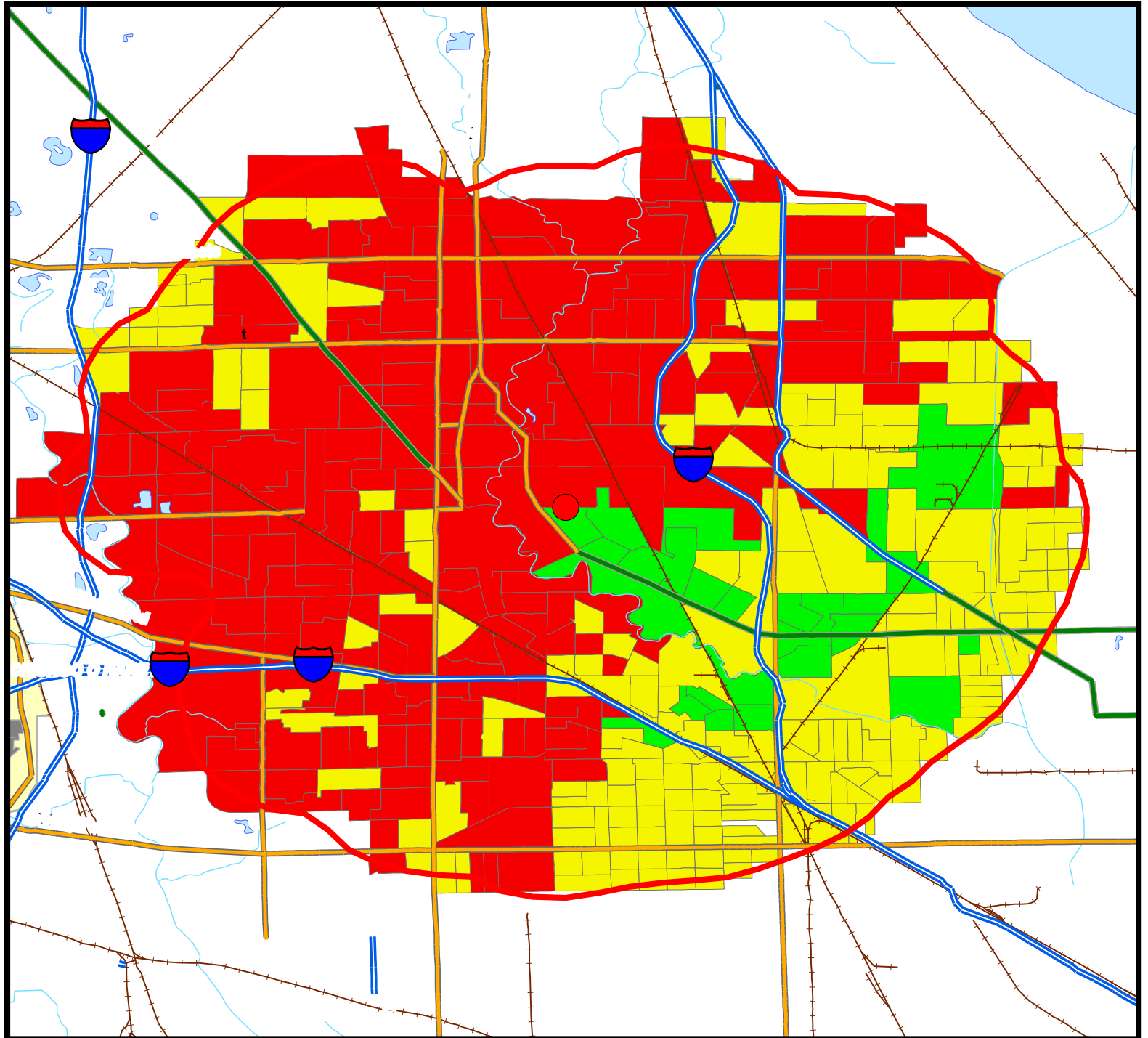
Sample Store

existing minus predicted

- Sample Location
- 80% of Customers
- Block Groups**
- Less than -1%
- From -1% to +1%
- More than +1%



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region of analysis: primary market area

characteristics:
existing vs.
predicted

Sample Store

| | pma | predicted customers | index |
|------------------------------|----------|---------------------|-------|
| Household Income | | | |
| Under \$15,000 | 8.7% | 6.8% | 78 |
| \$15,000 - \$24,999 | 8.8% | 7.8% | 89 |
| \$25,000 - \$34,999 | 9.3% | 8.1% | 87 |
| \$35,000 - \$49,999 | 14.4% | 13.0% | 90 |
| \$50,000 - \$74,999 | 20.3% | 19.8% | 98 |
| \$75,000 - \$99,999 | 14.6% | 16.0% | 110 |
| \$100,000 - \$149,999 | 15.3% | 17.4% | 114 |
| Over \$150,000 | 8.8% | 11.4% | 130 |
| Average Household Income | \$82,482 | \$87,711 | |
| Head of Household Age | | | |
| <25 | 2.0% | 1.2% | 60 |
| 25 - 34 | 11.8% | 9.5% | 81 |
| 35 - 44 | 18.7% | 18.7% | 100 |
| 45 - 54 | 21.2% | 22.0% | 104 |
| 55 - 64 | 15.6% | 16.3% | 104 |
| 65+ | 30.7% | 32.3% | 105 |
| Average Age | 52.6 | 53.5 | |
| Ethnicity (Weighted Average) | | | |
| Caucasian | 76.4% | 82.8% | 108 |
| African American | 2.1% | 1.3% | 62 |
| Alaskan/Native American | 0.2% | 0.2% | 100 |
| Asian | 13.8% | 11.0% | 80 |
| Pacific Islander | 0.0% | 0.0% | 0 |
| Other | 7.5% | 4.7% | 63 |
| Hispanic | 12.0% | 8.3% | 69 |
| Household Unit Status | | | |
| Owner-Occupied | 74.7% | 84.3% | 113 |

region of analysis: primary market area

summary

Sample Store

| pma and predicted area | | | |
|----------------------------|---------|----------------------|----------------|
| | pma | predicted area | |
| Area (sq. mi.) | 63 | 55 | |
| Households (HHs) | 175,981 | 156,805 | |
| Density (HH per sq. mi.) | 2,793 | 2,851 | |
| | pma | predicted within pma | predicted area |
| Sample Branch HHs | 1,936 | 3,741 | 3,448 |
| Penetration | 1.1% | 2.1% | 2.2% |
| Net Customer HH Change | - | 1,805 | 1,512 |
| Percent Customer HH Change | - | 93.2% | 78.1% |

region of analysis: pma and predicted area