



26 Mile Road and I-94 - Lenox Township

This development is located on I-94 about half way between Port Huron and Detroit; it has **¾ of a mile of visibility on the highway** and adjacent to the 26 Mile Road/ I-94 interchange. This location is the intercept location for potential customers living in the growth areas of New Baltimore, New Haven, Marine City, Saint Clair, and Richmond; as they use the 26 Mile Road / I-94 Interchange to get to and from their homes and job centers (see traffic volume facts below).

A few highlights of the area:

- The new and very large, Anchor Bay High School, is located just southwest, has approximately 2,000 students, and emphasizes the areas population growth.
- Existing high traffic counts (26 Mile – **26,073** VPD, I-94 – **47,800** VPD) are higher than the regional retail market located at M-53 & 26 Mile. In fact, **30% of all** I-94 traffic volume east of our site enters or exits on or from 26 Mile Road.
- Fast growing residential market in the area: 42% growth 1990-2000
25% growth 2000-2010

A few site highlights:

- Existing signalized main entrance, at the newly widened 26 Mile road along the developments frontage for easy ingress/egress.
- Anchored by a Meijer Supercenter. According to the Store Director, they draw a fair amount of Canadian traffic; this store receives more Canadian traffic than their Marysville & Port Huron stores, because of the convenience of being located so close to the freeway. Customers also let him know how much more convenient this store is for them than dealing with the traffic headaches of their Chesterfield location at 23 & Gratiot. Comparatively speaking, he says this store is doing better than the store at 26 Mile and Van Dyke at this stage of the stores “life cycle”.
- Other Tenants include Tim Horton’s, Subway, State Farm, Great Clips, Sprint, and soon 5/3 Bank.
- Both Tim Horton’s and Meijer have had **double digit same store sales increases** and increased customer traffic from their prior year of operations. The Tim Horton’s franchisee says they do great lunch business, and that this store outperforms the average Tim Horton’s location in Michigan.
- Electronic 45’ billboard sign along the highway.



45' HIGHWAY SIGN

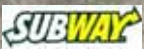
I-94
47,800 VPD

AVAILABLE SITES



26 MILE ROAD - 26,073 VPD

Great Clips



meijer

Tim Hortons

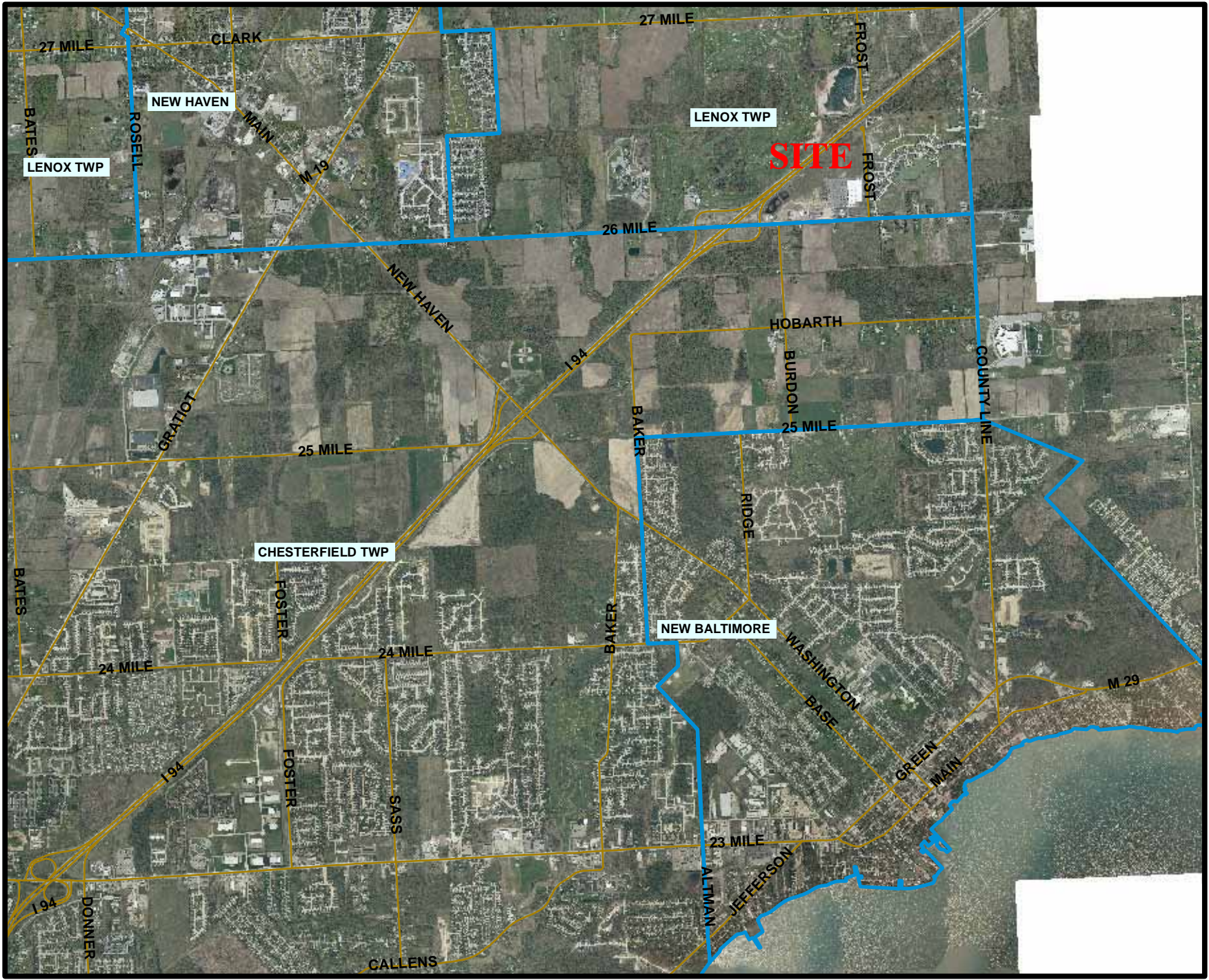




SITE

**1.3 Miles
(1 minute
drive time)**

**Anchor Bay
High School
2,000+ student enrollment**



27 MILE

CLARK

27 MILE

NEW HAVEN

LENOX TWP

SITE

LENOX TWP

26 MILE

NEW HAVEN

HOBARTH

GRATIOT

194

25 MILE

BURDON

COUNTYLINE

CHESTERFIELD TWP

BAKER

25 MILE

NEW BALTIMORE

RIDGE

24 MILE

24 MILE

WASHINGTON
BASE

M 29

194

FOSTER

FOSTER

SASS

BAKER

WASHINGTON
BASE

GREEN

MAIN

194

DONNER

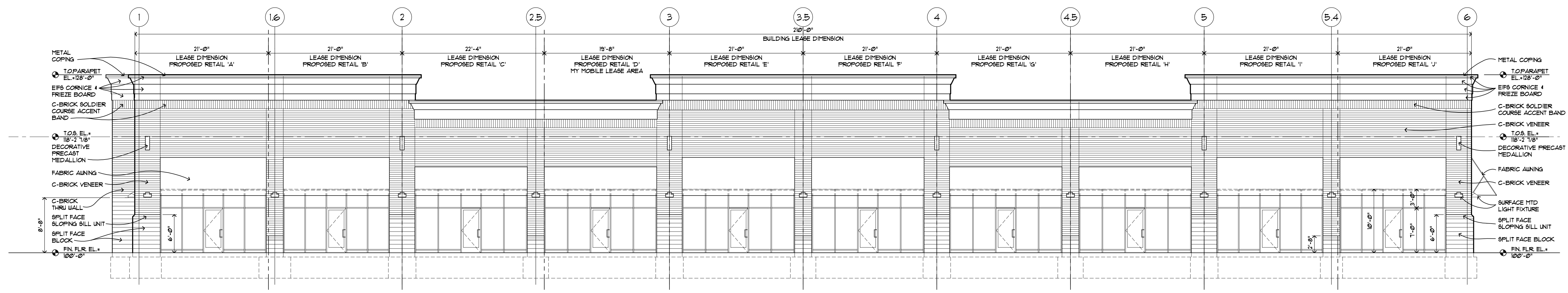
23 MILE

ALTMAN

JEFFERSON

CALLENS

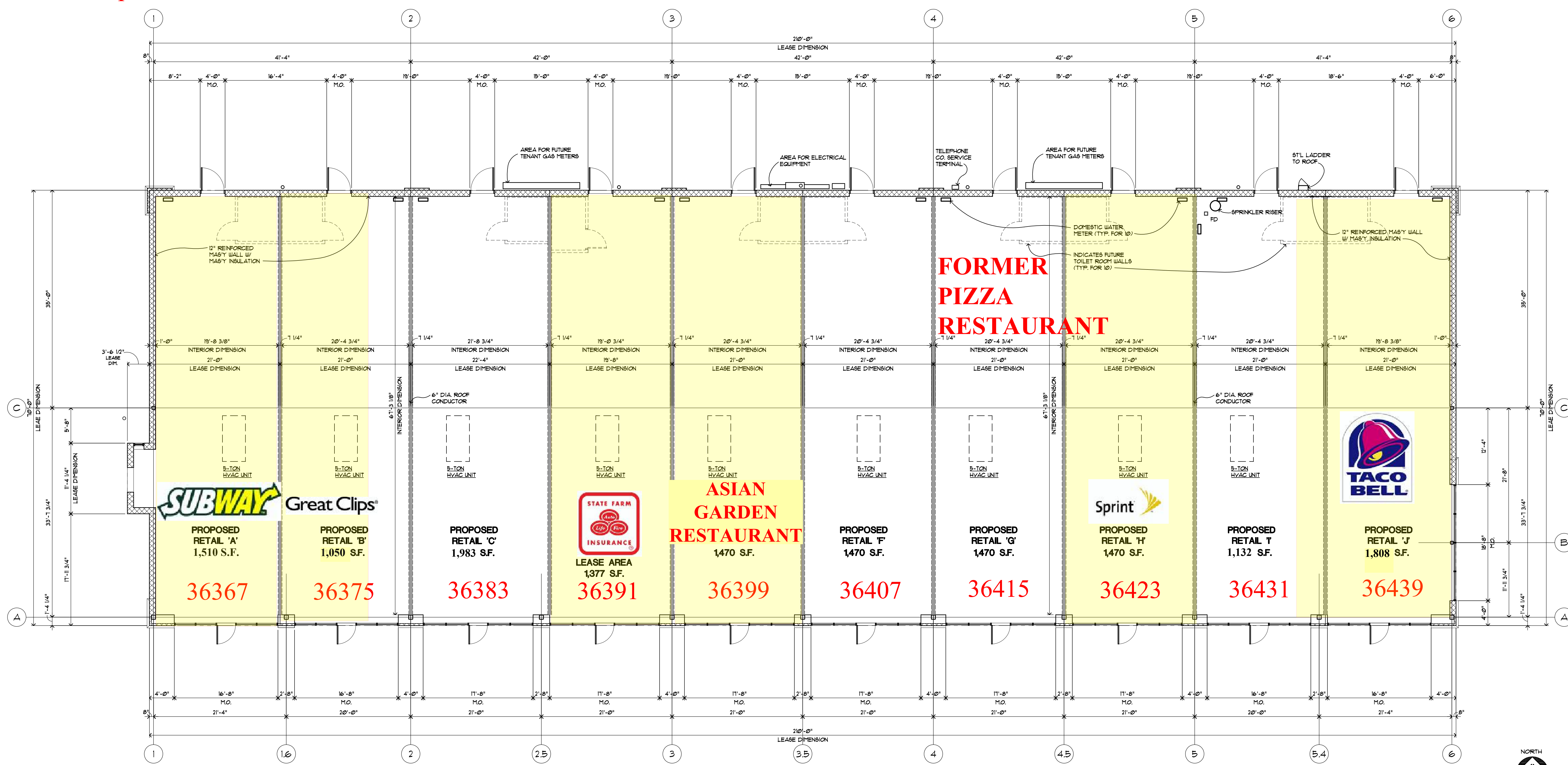
issued for:
 OWNER'S USE: 10-3-07
 REVISED: 10-12-07
 MY MOBILE TENANT INSERT: 1-15-08



Storefront - South Elevation 1/8"=1'-0"

26 Mile Road
 Lenox Township, MI 48048

project:
 Proposed Building 'K' At
Bay River Market Place
 26 Mile Road and I-94
 Lenox Township, Michigan



Proposed Lease Floor Plan 1/8" = 1'-0"
 Total Lease Area = 14,700 S.F.

ROGVOY
 ARCHITECTS
 32600 TELEGRAPH ROAD
 SUITE 250
 BINGHAM FARMS, MICHIGAN
 48025-2404
 PH 248.540.7700 FX 248.540.2710
 ARCHITECTS@ROGVOY.COM

drawing:
Proposed Lease Floor Plan and South Elevation
 DO NOT SCALE DRAWING
 issue date: OCT 3, 2007
 drawn: CEO/ DDB
 checked: RLW
 approved: RLW

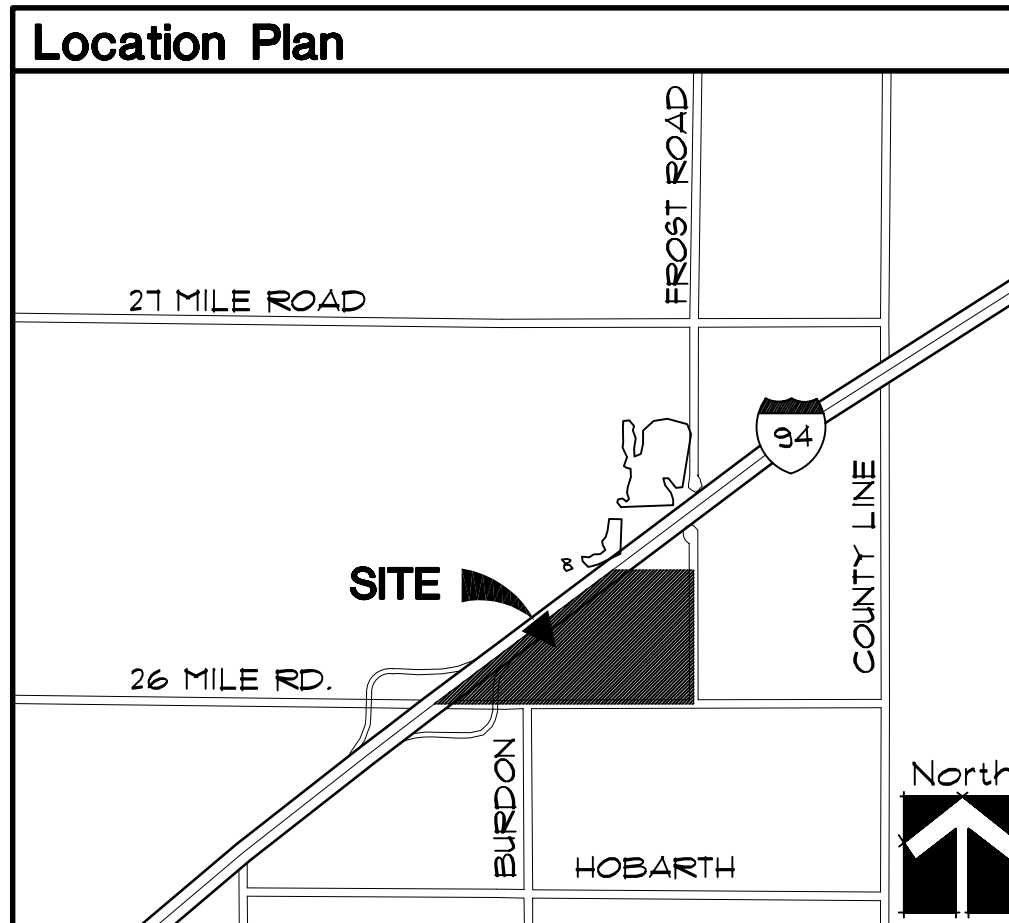
file number: **04090-K**
 sheet:

LP-1

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Legal Description

DESCRIPTION
 PARCELS 06-36-300-015, 06-36-300-012,
 06-36-300-010 AND 06-36-300-008
 PART OF THE SOUTHWEST QUARTER OF SECTION 36 AND THE
 SOUTHEAST QUARTER OF SECTION 35, TOWN 4 NORTH, RANGE 14
 EAST, LENOX TOWNSHIP, MACOMB COUNTY, MICHIGAN, BEING DESCRIBED
 AS:
 BEGINNING AT THE SOUTH QUARTER POST OF SECTION 36, THENCE
 SOUTH 88 DEGREES 00 MINUTES 56 SECONDS WEST 1028.73 FEET
 ALONG THE SOUTH LINE OF SECTION 36 AND THE CENTERLINE OF 26
 MILE ROAD (FUTURE 204 FEET WIDE); THENCE NORTH 01 DEGREES 55
 MINUTES 03 SECONDS WEST 190.00 FEET; THENCE SOUTH 88 DEGREES
 00 MINUTES 55 SECONDS WEST 160.71 FEET; THENCE SOUTH 01
 DEGREES 59 MINUTES 04 SECONDS EAST 190.00 FEET TO THE SOUTH
 LINE OF SECTION 36; THENCE SOUTH 88 DEGREES 00 MINUTES 56
 SECONDS WEST 748.94 FEET ALONG THE SOUTH LINE OF SECTION 36;
 THENCE NORTH 01 DEGREES 53 MINUTES 19 SECONDS WEST 299.53
 FEET; THENCE SOUTH 88 DEGREES 00 MINUTES 56 SECONDS WEST
 149.35 FEET; THENCE SOUTH 01 DEGREES 45 MINUTES 51 SECONDS
 EAST 299.53 FEET TO THE SOUTH LINE OF SECTION 36; THENCE
 SOUTH 88 DEGREES 00 MINUTES 56 SECONDS WEST 304.25 FEET
 ALONG THE SOUTH LINE OF SECTION 36; THENCE NORTH 01 DEGREES
 59 MINUTES 02 SECONDS WEST 233.00 FEET; THENCE SOUTH 88
 DEGREES 00 MINUTES 56 SECONDS WEST 322.32 FEET TO THE WEST
 LINE OF SECTION 36; THENCE CONTINUING, SOUTH 88 DEGREES 00
 MINUTES 56 SECONDS WEST 40.93 FEET TO THE SOUTHEASTERLY
 RIGHT OF WAY LINE OF I-94; THENCE ALONG THE SOUTHEASTERLY
 RIGHT OF WAY LINE OF I-94 THE FOLLOWING FIVE (5) COURSES,
 NORTH 10 DEGREES 12 MINUTES 38 SECONDS EAST 136.03 FEET,
 NORTH 30 DEGREES 03 MINUTES 27 SECONDS EAST 21.59 FEET TO
 THE WEST LINE OF SECTION 36, CONTINUING, NORTH 30 DEGREES 03
 MINUTES 27 SECONDS EAST 180.07 FEET, NORTH 44 DEGREES 42
 MINUTES 35 SECONDS EAST 286.59 FEET AND, NORTH 51 DEGREES
 22 MINUTES 08 SECONDS EAST 1953.37 FEET; THENCE NORTH 87
 DEGREES 42 MINUTES 28 SECONDS EAST 850.15 FEET TO THE NORTH
 AND SOUTH QUARTER LINE OF SECTION 36 AND THE CENTERLINE OF
 FROST ROAD (66 FEET WIDE); THENCE SOUTH 02 DEGREES 14
 MINUTES 36 SECONDS EAST 1890.26 FEET ALONG THE NORTH AND
 SOUTH QUARTER LINE OF SECTION 36 TO THE SOUTH QUARTER POST
 OF SECTION 36 AND THE POINT OF BEGINNING, CONTAINING 84.334
 ACRES, MORE OR LESS.
 SUBJECT TO ANY AND ALL EASEMENTS AND RIGHTS OF WAY OF
 RECORD OR OTHERWISE.
 ANDERSON, ECKSTEIN AND WESTRICK, INC.



Bay River Marketplace

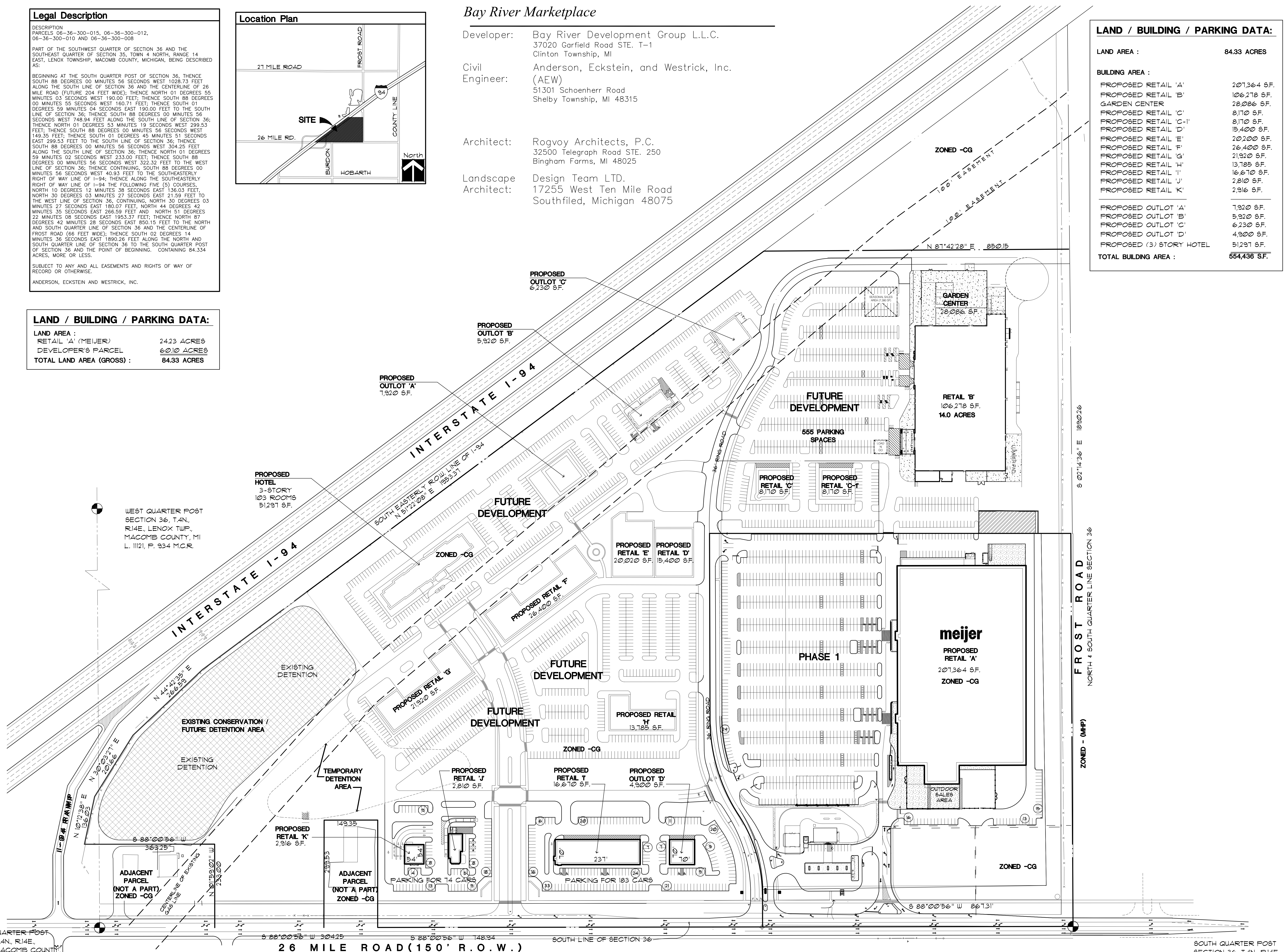
Developer: Bay River Development Group L.L.C.
 37020 Garfield Road STE. T-1
 Clinton Township, MI
 Civil Engineer: Anderson, Eckstein, and Westrick, Inc.
 (AEW)
 51301 Schoenherr Road
 Shelby Township, MI 48315
 Architect: Rogvoij Architects, P.C.
 32500 Telegraph Road STE. 250
 Bingham Farms, MI 48025
 Landscape Architect: Design Team LTD.
 17255 West Ten Mile Road
 Southfield, Michigan 48075

LAND / BUILDING / PARKING DATA:

| | |
|---------------------------|-------------|
| LAND AREA : | 2423 ACRES |
| RETAIL 'A' (MEIJER) | 600 ACRES |
| DEVELOPER'S PARCEL | 600 ACRES |
| TOTAL LAND AREA (GROSS) : | 84.33 ACRES |

LAND / BUILDING / PARKING DATA:

| | |
|--------------------------|--------------|
| LAND AREA : | 84.33 ACRES |
| BUILDING AREA : | |
| PROPOSED RETAIL 'A' | 207,364 S.F. |
| PROPOSED RETAIL 'B' | 106,218 S.F. |
| GARDEN CENTER | 28,086 S.F. |
| PROPOSED RETAIL 'C' | 8,170 S.F. |
| PROPOSED RETAIL 'C-1' | 8,170 S.F. |
| PROPOSED RETAIL 'D' | 15,400 S.F. |
| PROPOSED RETAIL 'E' | 20,200 S.F. |
| PROPOSED RETAIL 'F' | 26,400 S.F. |
| PROPOSED RETAIL 'G' | 21,920 S.F. |
| PROPOSED RETAIL 'H' | 13,785 S.F. |
| PROPOSED RETAIL 'I' | 16,610 S.F. |
| PROPOSED RETAIL 'J' | 2,810 S.F. |
| PROPOSED RETAIL 'K' | 2,916 S.F. |
| PROPOSED OUTLOT 'A' | 7,920 S.F. |
| PROPOSED OUTLOT 'B' | 5,920 S.F. |
| PROPOSED OUTLOT 'C' | 6,230 S.F. |
| PROPOSED OUTLOT 'D' | 4,900 S.F. |
| PROPOSED (3) STORY HOTEL | 51,291 S.F. |
| TOTAL BUILDING AREA : | 554,436 S.F. |



Bay River Marketplace
 Lenox Township
 Macomb County, Michigan

ROGVOIJ ARCHITECTS
 32500 TELEGRAPH ROAD
 SUITE 250
 BINGHAM FARMS, MICHIGAN
 48025-2404
 PH 248.540.7700 FX 248.540.2710
 ARCHITECTS@ROGVOIJ.COM

drawing:
Conceptual Lease Plan
 DO NOT SCALE DRAWING
 issue date: 27 JUN 05
 drawn: C.B.
 checked: M.D.
 approved: M.D.

file number: **04090**
 sheet:

C:\Drawings\04090102 Schematics.dwg Site 05-1229.dwg 12/29/2005 10:56:46 AM: Chris

PROPOSED RETAIL 'L' 3,230 S.F.

Site Plan

SCALE: 1"=100'-0"



SUBWAY

Great Clips

State Farm

ASIAN GARDEN



Subway Great Clips

Subway

Sprint

State Farm

Sprint

Great Clips

Asian Garden

SUBWAY

Laundry Republic

Tim Hortons

36255



RAW-RIVER
COMMERCIAL

For Leasing
Info

meijer

2008/02/07



meijer

Macomb County

| Community | Population | | | Race | | | | | | | | Age | | Housing units | |
|-------------------|------------|---------|--------|-------|-------|-------|------|-------|------|----------|------|----------|------|---------------|--------|
| | 2000 | 2010 | Change | White | | Black | | Asian | | Hispanic | | Under 18 | | Occupied | Vacant |
| | | | | 2000 | 2010 | 2000 | 2010 | 2000 | 2010 | 2000 | 2010 | 2000 | 2010 | | |
| Macomb County | 788,149 | 840,978 | 6.7% | 91.6% | 83.9% | 2.7% | 8.6% | 2.1% | 6% | 1.6% | 2.3% | 24.1% | 23% | 93% | 7% |
| Ash Twp. | 7,610 | 7,783 | 2.3 | 95.9 | 95.3 | 0.3 | 0.7 | 0.2 | 0.4 | 1.7 | 2 | 27.5 | 22.5 | 93.6 | 6.4 |
| Armada Twp. | 5,246 | 5,379 | 2.5 | 97.1 | 96.7 | 0.1 | 0.3 | 0.1 | 0.3 | 1.5 | 1.8 | 29 | 24.7 | 95 | 5 |
| Armada | 1,573 | 1,730 | 10 | 96.4 | 95.9 | 0.2 | 0.3 | 0.1 | 0.1 | 1.7 | 2.6 | 29.2 | 27.9 | 92.5 | 7.5 |
| Bruce Twp. | 8,158 | 8,700 | 6.6 | 94.6 | 91.7 | 1.8 | 1.5 | 0.4 | 0.4 | 1.8 | 4.8 | 29.1 | 24.7 | 93.8 | 6.2 |
| Center Line | 8,531 | 8,257 | -3.2 | 92.8 | 81.3 | 3 | 11.9 | 1 | 2.4 | 1.5 | 1.7 | 21.8 | 21.4 | 92.7 | 7.3 |
| Chesterfield Twp. | 37,405 | 43,381 | 16 | 92 | 89.5 | 2.9 | 5.2 | 0.8 | 0.9 | 2.5 | 2.4 | 29.8 | 26.1 | 91.5 | 8.5 |
| Clinton Twp. | 95,648 | 96,796 | 1.2 | 90 | 80.6 | 4.6 | 12.9 | 1.7 | 1.8 | 1.7 | 2.4 | 22.4 | 20.9 | 92.8 | 7.2 |
| Eastpointe | 34,077 | 32,442 | -4.8 | 91.2 | 64.4 | 4.7 | 29.3 | 0.9 | 1.1 | 1.3 | 2.1 | 24.5 | 25.7 | 91 | 9 |
| Fraser | 15,297 | 14,480 | -5.3 | 95.6 | 90.5 | 0.9 | 3.9 | 0.9 | 1.5 | 1.3 | 2.1 | 24.2 | 21.4 | 94.7 | 5.3 |
| Harrison Twp. | 24,461 | 24,587 | 0.5 | 93.6 | 87.4 | 2.4 | 7.4 | 0.6 | 0.7 | 1.5 | 2.6 | 21.9 | 19.2 | 88.3 | 11.7 |
| Lenox Twp. | 8,433 | 10,470 | 24.2 | 77.4 | 78.3 | 16.4 | 14.4 | 0.2 | 0.5 | 2.8 | 3.8 | 24.8 | 24.7 | 91.8 | 8.2 |
| Macomb Twp. | 50,478 | 79,580 | 57.7 | 95 | 89.1 | 0.8 | 3.9 | 1.4 | 3.1 | 1.5 | 2.3 | 30.2 | 29.1 | 96.4 | 3.6 |
| Memphis | 1,129 | 1,183 | 4.8 | 96.4 | 96 | 0.7 | 0.7 | 0.5 | 0 | 1.2 | 2.1 | 26.1 | 24.3 | 92.2 | 7.8 |
| Mount Clemens | 17,312 | 16,314 | -5.8 | 74.5 | 68.3 | 19.5 | 24.5 | 0.5 | 0.5 | 2.3 | 2.9 | 21.6 | 20.6 | 88.6 | 11.4 |
| New Baltimore | 7,405 | 12,084 | 63.2 | 96 | 92.9 | 0.5 | 2.7 | 0.5 | 0.9 | 1.3 | 1.8 | 25.4 | 28.8 | 93.5 | 6.5 |
| New Haven | 3,071 | 4,642 | 51.2 | 73.1 | 73.4 | 18.6 | 16.7 | 0 | 0.5 | 3.8 | 4.8 | 32.3 | 33 | 91.6 | 8.4 |
| Ray Twp. | 3,740 | 3,739 | 0 | 97 | 96.4 | 0.2 | 0.4 | 0.4 | 0.7 | 1.2 | 1.7 | 25.7 | 21.6 | 94.7 | 5.3 |
| Richmond | 4,897 | 5,735 | 17.1 | 92.7 | 92.4 | 0.2 | 1 | 0.8 | 0.2 | 4.7 | 4.6 | 24.2 | 23.8 | 90.3 | 9.7 |
| Richmond Twp. | 3,416 | 3,665 | 7.3 | 96.3 | 95.7 | 1 | 0.9 | 0.2 | 0.1 | 1.1 | 1.8 | 28.2 | 24.5 | 95.3 | 4.7 |
| Romeo | 3,721 | 3,596 | -3.4 | 90.6 | 87.6 | 4.3 | 3.7 | 0.4 | 0.4 | 2.7 | 5.7 | 26.1 | 23.5 | 90.5 | 9.5 |
| Roseville | 48,129 | 47,299 | -1.7 | 92.4 | 81.8 | 2.6 | 11.7 | 1.6 | 1.6 | 1.5 | 2 | 23.1 | 23 | 92 | 8 |
| Shelby Twp. | 65,159 | 73,804 | 13.3 | 93.8 | 89.4 | 0.8 | 3.1 | 2.1 | 3.3 | 1.7 | 2.4 | 24.9 | 22.7 | 93.4 | 6.6 |
| St. Clair Shores | 63,096 | 59,715 | -5.4 | 96 | 91.4 | 0.7 | 3.9 | 0.8 | 1 | 1.2 | 1.7 | 20.2 | 19 | 93.4 | 6.6 |
| Sterling Heights | 124,471 | 129,699 | 4.2 | 89.8 | 83.8 | 1.3 | 5.1 | 4.9 | 6.7 | 1.3 | 1.9 | 24.1 | 21.7 | 94.8 | 5.2 |
| Utica | 4,577 | 4,757 | 3.9 | 92.5 | 88.5 | 0.9 | 1.9 | 2.6 | 3.5 | 2.1 | 3.8 | 21.7 | 19.9 | 90.1 | 9.9 |
| Warren | 138,247 | 134,056 | -3 | 90.4 | 77.1 | 2.7 | 13.4 | 3.1 | 4.6 | 1.4 | 2.1 | 22.9 | 22.7 | 92.2 | 7.8 |
| Washington Twp. | 19,080 | 25,139 | 31.8 | 95.5 | 92.3 | 0.5 | 1.5 | 0.6 | 1 | 2.4 | 3.9 | 26.6 | 25 | 93.8 | 6.2 |

Trade Area and Average Income

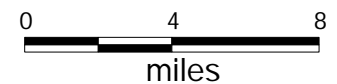
Bay River Marketplace I-94 & 26 Mile Rd. Lenox Township, MI

Prepared for
Bay River Development Group, LLC

Average Household Income

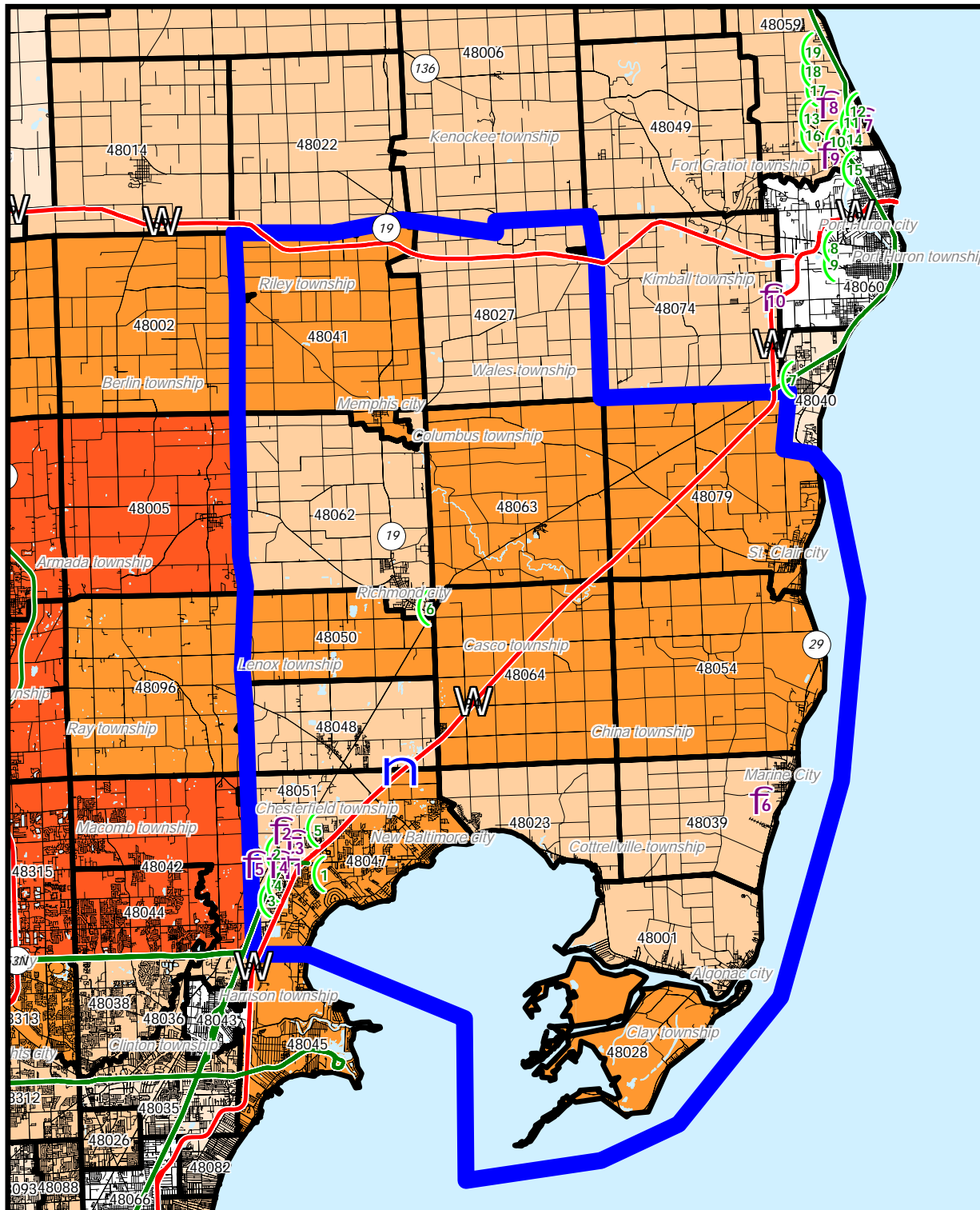
- Below \$50,000
- \$50,000 to \$60,000
- \$60,000 to \$70,000
- \$70,000 to \$80,000
- \$80,000 and Above

- Potential Site
- Trade Area Boundary
- Competition**
- Freestanding
- Shopping Center
- Zipcode Boundary
- Primary Highway
- Secondary Highway
- Major Highway / Street








JEFF GREEN
PARTNERS

Data Source: Claritas, Inc.
December, 2005



Consumer Lifestyle Descriptions
1st - 5th Core Consumer Lifestyle Groups








| |  |  |  |  |  |
|-----------------------------|--|---|---|--|--|
| Cluster Name | Fast-Track Families | New Homesteaders | Traditional Times | Mayberry-ville | Kids & Cul-de-Sacs |
| Socio-Economic Rank | Upper Middle | Midscale | Midscale | Midscale | Upper Middle |
| % of Trade Area Households | 8.4% | 7.4% | 6.6% | 5.6% | 5.5% |
| % of US Households | 1.5% | 2.0% | 2.7% | 2.2% | 1.6% |
| Predominant Characteristics | Middle-aged parents | Young middle-class families | Typically in their fifties and sixties, these small-town couples are nearing retirement | Middle-class couples and families | Upscale suburban families |
| | Disposable income and educated sensibility | Most highly educated of the clusters in Exurban Blues | Enjoying their first empty-nest years | An old-fashioned way of life | Ranked first in married couples with children |
| | They buy the latest technology with impunity | Professional and executives work in local service fields | Middle-class | Lucrative blue-collar jobs and moderately priced housing | Large 4+ person families |
| | Numerous children and spacious homes | Dual-income couples have fashioned comfortable, child-centered lifestyles | Big travelers, especially in recreational vehicles and campers | Discretionary cash is used to purchase boats, campers, motorcycles and pickup trucks. | Family governs its lives and activities |
| Ethnic Diversity | <i>White</i> | <i>White, Am Indian</i> | <i>Mostly White</i> | <i>Mostly White</i> | <i>High Asian, Hispanic</i> |
| Family Type | <i>Singles / Couples / Families</i> | <i>Singles / Couples / Families</i> | <i>Singles / Couples / Families</i> | <i>Singles / Couples / Families</i> | <i>Families</i> |
| Predominant Age Ranges | <i>25-54</i> | <i>25-44</i> | <i>55+</i> | <i>35-64</i> | <i>25-54</i> |
| Education | <i>High School / College</i> | <i>High School</i> | <i>High School / College</i> | <i>High School</i> | <i>High School / College</i> |
| Employment | <i>Professional, White-Collar</i> | <i>White-Collar, Service, Blue-Collar</i> | <i>Blue-Collar, White-Collar, Farming</i> | <i>Blue-Collar, Farming</i> | <i>Professional, White-Collar</i> |
| Median Income | <i>Upper Middle / \$70,910</i> | <i>Midscale / \$53,627</i> | <i>Midscale / \$51,578</i> | <i>Midscale / \$50,350</i> | <i>Upper Middle / \$69,152</i> |
| Lifestyle Traits | <i>Own a power boat Belong to book clubs Read Country Living Watch New Yankee Workshop Drive a GMC Yukon</i> | <i>Buy toys by mail and phone Play volleyball Read Woman's World Watch Wonderful World Disney Drive a Pontiac Montana minivan</i> | <i>Own a stationary bike Eat at Bob Evans Read Country Home Watch Hallmark Hall of Fame Drive a Buick Park Avenue</i> | <i>Eat at Cracker Barrel Own a satellite dish Read Field & Stream Watch NASCAR Winston Cup Drive a full-size Ford pickup</i> | <i>Buy children's video games Go to Chuck E. Cheese Read Parenting Watch Nickelodeon Drive a Honda Odyssey</i> |

Consumer Lifestyle Descriptions

6th - 10th Core Consumer Lifestyle Groups



| |  |  |  |  |  |
|-----------------------------|--|--|--|--|--|
| Cluster Name | Big Sky Families | Big Fish, Small Pond | Kid Country, USA | Country Casuels | Greenbelt Sports |
| Socio-Economic Rank | Midscale | Upscale | Lower Middle | Upper Middle | Midscale |
| % of Trade Area Households | 5.3% | 5.2% | 5.1% | 5.1% | 4.1% |
| % of US Households | 1.6% | 2.1% | 1.2% | 1.4% | 1.6% |
| Predominant Characteristics | young rural families | Small town executive families | Large families living in small towns | A collection of middle-aged, upper-middle-class households | Middle-class exurban couples |
| | Scattered in placid towns across the American heartland | Married couples with and without children | Predominantly white, with an above-average concentration of Hispanics | Have started to empty-nest | About a third have children. |
| | Blue-collar jobs and busy middle-class lifestyles | Conservative and family oriented | Young, these working-class households | Most households boast two earners | And few segments have higher rates for pursuing outdoor activities |
| | They buy virtually every piece of sporting equipment on the market. | Captains of local industry | Households include homeowners, renters and military personnel living in base housing | Have well-paying blue- or white collar jobs, or own small businesses | Own new homes |
| Ethnic Diversity | <i>White, Am Indian</i> | <i>Mostly White</i> | <i>White, Hispanic, Am Indian</i> | <i>Mostly White</i> | <i>Mostly White</i> |
| Family Type | <i>Singles / Couples / Families</i> | <i>Singles / Couples / Families</i> | <i>Families</i> | <i>Couples</i> | <i>Singles / Couples / Families</i> |
| Predominant Age Ranges | <i>25-54</i> | <i>45+</i> | <i>45 & under</i> | <i>35-64</i> | <i>25-54</i> |
| Education | <i>High School</i> | <i>College Grad+</i> | <i>High School</i> | <i>High School / College</i> | <i>High School / College</i> |
| Employment | <i>Blue-Collar, Farming</i> | <i>Professional</i> | <i>Service, Blue-Collar, Farming</i> | <i>Blue-Collar, White-Collar, Farming</i> | <i>Blue-Collar, White-Collar, Farming</i> |
| Median Income | <i>Midscale / \$53,303</i> | <i>Upscale / \$76,673</i> | <i>Lower Middle / \$39,293</i> | <i>Upper Middle / \$66,892</i> | <i>Midscale / \$54,821</i> |
| Lifestyle Traits | <i>Own a camper Attend auto races Read Hot Rod Listen to classic rock radio Drive a Chevy Silverado 2500</i> | <i>Go cross-country skiing Own a vacation/wknd home Read Southern Living Listen to classical radio Drive a Cadillac de Ville</i> | <i>Buy kids' books Buy baby and fashion dolls Read Country Home Watch Wonderful World Disney Drive a Pontiac Montana minivan</i> | <i>Buy collectibles by mail/phone Belong to a civic club Read Hunting/fishing mags Watch Country Music TV Drive a Dodge Ram pickup</i> | <i>Go mountain biking Buy self-help books Read Self Watch Professional wrestling Drive a Ford F-super duty</i> |