

**Ford Commercial, LLC**  
**2168 Colony Road**  
**Charlotte, NC 28209**

September 14, 2006

Mr. Kirk J. Bradley  
Chairman, President and CEO  
Lee-Moore Oil Company  
P.O. Drawer 9  
Sanford, NC 27331

**Re: Chatham County Zoning Ordinance Finding #2.1: Need and Desirability for a Home Improvement Center at County Line Plaza**

Dear Mr. Bradley:

The home improvement industry is dominated by two companies, Home Depot and Lowe's. Both of these chains invest significant time and money on the study of a site before making a determination as to the potential success of a new store. The study of a site includes, but is not limited to trade area definition, trade area growth, traffic flows, employment base and competition.

The home improvement business has changed dramatically over the last several years. When stores first opened, they were a combination of large hardware stores and lumber yards that marketed primarily to contractors and handymen. As the industry continued to evolve, retailers in this business discovered their customer base is much more varied. Their market has been greatly influenced by shoppers purchasing household items, such as light bulbs, lawn and garden items, small rugs, cleaning products, etc.

Home improvement centers have become a destination for homeowners needing paint or new light fixtures to update a room. They also do a big business in appliances. For years Home Depot did not even carry appliances; now this product category represents a big percentage of their sales. In fact, both retailers have significantly reduced the amount of floor space for sheet rock, lumber, and other building supplies and have left that business primarily to the local lumber yards. Home improvement stores are marketing to different customers than they were when the concept started 30 years ago.

As a result of the demographic changes and expansion of their customer base, home improvement companies are adding more stores. Based on historical sales data (i.e. the average transaction size, how frequently shoppers come to their stores, etc.), they know the sales volume required for a store to be profitable. With this information, they can determine the number of households needed in a trade area for a store to be successful.

Not too many years ago that number was 65,000 to 70,000 households. Today, because of this larger, more diverse customer base, the number is approximately 30,000 households.

To verify the need for a home improvement center and other retail uses at County Line Plaza, I have used data obtained from *Site To Do Business*, a widely respected demographic company, to produce a study of the population in the area surrounding this site. After plotting locations of existing home improvement stores and reviewing locations of neighborhoods and subdivisions, and by factoring in natural and road boundaries, I have determined that a 5 mile radius represents a reasonable trade area for this site. The actual trade area would be slightly larger than the 5 mile radius because of the criteria employed by the home improvement retailers.

As you can see from the attached report, there are approximately 23,643 households within the 5 mile boundary of the County Line Plaza site. Projected growth is approximately 6% per year. If that 6% growth factor is applied, it is easy to see that this location will far exceed the 30,000 households threshold in a few years.

All national retailers, such as Home Depot and Lowe's, focus on the growth of an area when looking at new sites. It is common for either of these companies, and other retailers as well, to try to secure good locations that are in growth areas even if the household counts are below their stabilized targets initially. This is the way they secure the location deemed to be the best for the future of their company. Most retailers look to meet their stabilized household numbers within 24 to 36 months of opening a "growth" store. The location of County Line Plaza would meet these criteria.

In addition, these demographic numbers do not take into account the students at UNC. According to the real estate executives at national home improvement retailers, the shopper frequency at stores in markets with large universities significantly exceeds that at stores in similarly sized markets without large universities.

In conclusion, based on the underlying analysis of the market, I feel this site can profitably support a 140,800 square foot home improvement store. The growth rates indicated by the demographic study demonstrate that the consumer needs for home improvement items in this area will grow well into the future.

This home improvement store, as planned, should be an asset to the North Chatham community and will be the anchor of a strong retail project.

Sincerely,



Bill Ford  
President  
Ford Commercial, LLC

## **Bill Ford**

### **Professional Qualifications**

I have been in the commercial real estate business for 30 years, having started in my native state of Texas and continuing in the business after moving to Charlotte in 1988. I have been the Vice President of Retail Development for two large development companies, Vantage Properties in Houston and Charter Properties in Charlotte. I also worked with Weingarten Realty a Houston based Real Estate Investment Trust. During my tenure with each of these firms I was involved in the development of several shopping centers that included both Home Depot and Lowe's. For the last 6 years I have been the owner and President of Ford Commercial, LLC.

Ford Commercial, LLC has developed, among other projects, the Home Depot currently under construction at Mid Town Square in downtown Charlotte, a Lowe's anchored mixed use project currently under construction in the Dilworth community near downtown Charlotte, the Lowe's in Mebane, and a number of others. I maintain close communication with the Real Estate Managers at both Lowe's and Home Depot. In my 30-year real estate career, I have been involved in the development of over 15 home improvement centers in North Carolina and Texas worth in excess of \$300 Million Dollars.



## County Line Plaza

1, 3, 5 mile radius: US HIGHWAY 15 501 S & SMITH LEVEL RD, CHAPEL HILL, NC  
27517

**Prepared For:**

County Line Plaza  
Chatham County, NC

**Prepared By:**

Bill Ford  
Ford Commercial, LLC

**September 14, 2006**

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Date: 09/14/06  
 Current Geography Selection: 1,  
 3 1/2 mile radii: US HIGHWAY 15 501  
 S SMITH LEVEL RD, CHAPEL  
 HILL, NC 27517  
 Current Index Base: Entire US

Lat: 35.860550000000003 Long: -79.081879999999998  
 County: Chatham County Pop: 59,157  
 Zip: 27517 Pop: 21,617



	1 Miles:	3 Miles:	5 Miles:
<b>2005 Demographics</b>			
Total Population	1,402	18,958	60,925
Total Households	566	8,193	23,643
Female Population	716	9,861	32,515
% Female	51.1%	52.0%	53.4%
Male Population	686	9,097	28,410
% Male	48.9%	48.0%	46.6%
Population Density (per Sq. Mi.)	446.4	670.5	775.7
<b>Age:</b>			
Age 0 – 4	6.4%	5.7%	5.5%
Age 5 – 13	12.5%	9.9%	9.0%
Age 14 – 17	5.6%	4.4%	4.9%
Age 18 – 19	1.3%	1.1%	5.7%
Age 20 – 24	5.9%	10.8%	15.8%
Age 25 – 34	15.6%	22.1%	19.5%
Age 35 – 44	17.5%	14.8%	12.2%
Age 45 – 54	16.9%	13.3%	11.3%
Age 55 – 64	10.7%	9.9%	7.8%
Age 65 – 74	4.6%	4.8%	4.3%
Age 75 – 84	1.9%	2.2%	2.9%
Age 85 +	1.0%	1.0%	1.2%
Median Age	36.5	32.6	28.9
<b>Housing Units</b>			
Total Housing Units	621	9,054	26,099
Owner Occupied Housing Units	61.5%	46.6%	40.3%
Renter Occupied Housing Units	29.6%	43.8%	50.3%
Vacant Housing Units	8.8%	9.5%	9.4%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.3%	0.3%	0.4%
Asian	3.1%	4.6%	4.7%
Black	8.8%	9.7%	12.9%
Hawaiian, Pacific Islander	0.0%	0.0%	0.0%
White	84.6%	80.8%	77.3%
Other	1.6%	2.6%	2.7%
Multi-Race	1.6%	2.0%	2.1%
<b>Hispanic Ethnicity</b>			
Hispanic Ethnicity	4.8%	6.8%	6.5%
Not of Hispanic Ethnicity	95.2%	93.2%	93.5%

**Marital Status**

Age 15 + Population	1,120	15,819	51,528
Divorced	7.1%	7.5%	6.2%
Never Married	24.2%	37.4%	53.0%
Now Married	62.3%	48.1%	35.1%
Separated	1.9%	2.8%	4.1%
Widowed	3.2%	3.3%	3.6%

**Educational Attainment:**

Total Population Age 25+	956	12,901	36,073
Grade K – 8	2.1%	2.0%	2.6%
Grade 9 – 12, no diploma	3.9%	4.0%	4.9%
High School Graduate	8.8%	9.4%	10.4%
Associates Degree	5.6%	5.2%	5.2%
Bachelor's Degree	30.4%	33.8%	33.0%
Graduate Degree	36.7%	35.1%	33.0%
Some College, No Degree	12.5%	10.4%	11.0%

**Household Income**

Income \$ 0 – \$9,999	5.2%	9.4%	15.0%
Income \$ 10,000 – \$14,999	4.1%	5.7%	6.4%
Income \$ 15,000 – \$24,999	9.8%	12.4%	11.7%
Income \$ 25,000 – \$34,999	9.2%	9.8%	10.2%
Income \$ 35,000 – \$49,999	9.3%	13.1%	13.4%
Income \$ 50,000 – \$74,999	15.5%	14.1%	13.7%
Income \$ 75,000 – \$99,999	17.0%	10.9%	9.9%
Income \$100,000 – \$124,999	11.0%	7.7%	6.8%
Income \$125,000 – \$149,999	5.7%	4.3%	3.9%
Income \$150,000 +	13.2%	12.6%	9.0%
Average Household Income	\$76,638	\$72,386	\$57,447
Median Household Income	\$69,746	\$49,445	\$42,198
Per Capita Income	\$30,763	\$31,583	\$22,954

**Vehicles Available**

0 Vehicles Available	3.3%	4.1%	9.7%
1 Vehicle Available	28.2%	35.8%	37.6%
2+ Vehicles Available	68.6%	60.1%	52.8%
Average Vehicles Per Household	1.99	1.90	1.83
Total Vehicles Available	1,127	15,596	43,242

**Business and Employment:**

Number of Employees	264	3,077	24,499
Number of Establishments	39	336	2,478

**2010 Demographics**

Total Population	1,522	20,839	64,018
Total Households	616	8,987	25,038
Female Population	777	10,831	34,163
% Female	51.1%	52.0%	53.4%
Male Population	744	10,008	29,855
% Male	48.9%	48.0%	46.6%

County Line Plaza – Prepared by Bill Ford on September 14, 2006

**Age**

Age 0 – 4	6.8%	6.0%	5.7%
Age 5 – 13	11.9%	9.8%	8.8%
Age 14 – 17	4.5%	3.6%	3.9%
Age 18 – 19	1.3%	1.0%	3.9%
Age 21 – 24	5.2%	8.4%	12.5%
Age 25 – 34	16.1%	22.1%	20.6%
Age 35 – 44	17.7%	15.2%	13.2%
Age 45 – 54	15.8%	12.9%	11.5%
Age 55 – 64	12.5%	12.1%	10.1%
Age 65 – 74	5.5%	5.8%	5.4%
Age 75 – 84	1.9%	2.2%	3.1%
Age 85 +	1.0%	1.0%	1.3%
Median Age	37.4	34.5	31.9

**Housing Units Trend**

Total Housing Units	678	9,957	27,688
Owner Occupied Housing Units	58.8%	46.2%	40.4%
Renter Occupied Housing Units	32.0%	44.1%	50.1%
Vacant Housing Units	9.2%	9.8%	9.6%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.3%	0.3%	0.4%
Asian	3.3%	4.4%	4.4%
Black	9.5%	10.3%	12.9%
Hawaiian, Pacific Islander	0.0%	0.0%	0.0%
White	83.6%	80.1%	77.0%
Other	1.7%	2.8%	3.2%
Multi-Race	1.6%	2.0%	2.0%

Hispanic Ethnicity	5.6%	7.8%	7.3%
Not of Hispanic Ethnicity	94.4%	92.2%	92.7%

**Marital Status**

Age 15 + Population	1,223	17,389	54,040
Divorced	7.8%	8.2%	6.6%
Never Married	25.8%	36.7%	50.3%
Now Married	60.1%	48.0%	35.5%
Separated	2.5%	3.4%	4.9%
Widowed	3.3%	3.4%	3.7%

**Educational Attainment**

Total Population Age 25+	1,084	14,837	40,086
Grade K – 8	1.7%	1.8%	2.2%
Grade 9 – 12, no diploma	3.6%	3.7%	4.3%
High School Graduate	8.9%	9.3%	10.5%
Associates Degree	6.1%	5.7%	5.7%
Bachelor's Degree	31.3%	34.2%	33.4%
Graduate Degree	37.7%	36.3%	34.3%
Some College, No Degree	10.8%	9.1%	9.6%

**Household Income**

Income \$ 0 – \$9,999	5.4%	9.1%	14.1%
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Income \$ 10,000 – \$14,999	3.9%	5.2%	5.8%
Income \$ 15,000 – \$24,999	8.3%	10.5%	10.3%
Income \$ 25,000 – \$34,999	10.0%	10.6%	10.3%
Income \$ 35,000 – \$49,999	8.4%	10.9%	11.4%
Income \$ 50,000 – \$74,999	13.2%	14.2%	13.7%
Income \$ 75,000 – \$99,999	12.1%	8.5%	9.1%
Income \$100,000 – \$124,999	13.9%	9.2%	7.9%
Income \$125,000 – \$149,999	7.7%	5.8%	5.4%
Income \$150,000 +	17.1%	16.0%	12.1%
Average Household Income	\$83,964	\$79,841	\$64,229
Median Household Income	\$77,410	\$55,211	\$47,931
Per Capita Income	\$33,758	\$34,747	\$25,818

**Vehicles Available**

0 Vehicles Available	3.3%	4.0%	9.0%
1 Vehicle Available	28.6%	35.0%	36.8%
2+ Vehicles Available	68.1%	61.0%	54.2%
Average Vehicles Per Household	2.20	2.10	2.00
Total Vehicles Available	1,246	17,484	47,069

**2000 Census Demographics**

Total Population	1,311	17,364	58,381
Total Households	537	7,614	22,530
Female Population	672	9,083	31,317
% Female	51.3%	52.3%	53.6%
Male Population	639	8,280	27,063
% Male	48.7%	47.7%	46.4%

**Age**

Age 0 – 4	6.4%	5.4%	4.2%
Age 5 – 13	14.5%	10.7%	7.8%
Age 14 – 17	5.1%	3.7%	3.2%
Age 18 – 20	2.8%	4.3%	18.7%
Age 21 – 24	5.6%	12.6%	15.0%
Age 25 – 34	13.6%	19.9%	16.6%
Age 35 – 44	19.0%	15.5%	12.0%
Age 45 – 54	17.2%	12.9%	10.0%
Age 55 – 64	8.6%	7.6%	5.4%
Age 65 – 74	4.4%	4.6%	3.7%
Age 75 – 84	1.9%	2.2%	2.5%
Age 85 +	0.8%	0.8%	0.8%

Median Age	36.2	31.0	25.4
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**Housing Units Trend**

Total Housing Units	569	8,140	24,089
Owner Occupied Housing Units	66.6%	48.7%	41.2%
Renter Occupied Housing Units	27.8%	44.9%	52.3%
Vacant Housing Units	5.6%	6.5%	6.5%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.3%	0.3%	0.4%
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County Line Plaza – Prepared by Bill Ford on September 14, 2006

Asian, and Hawaiian or other Pacific Islander	2.9%	4.8%	4.9%
Black	8.3%	9.3%	13.0%
White	86.0%	82.0%	77.5%
Other	2.5%	3.7%	4.1%
Hispanic Ethnicity	3.6%	5.3%	5.5%
Not of Hispanic Ethnicity	96.4%	94.7%	94.5%
<b>Marital Status</b>			
Age 15 + Population	1,020	14,407	50,853
Divorced	6.8%	7.2%	5.9%
Never Married	23.6%	39.6%	54.6%
Now Married	64.8%	47.3%	32.6%
Separated	1.7%	2.6%	3.7%
Widowed	3.1%	3.3%	3.2%
<b>Educational Attainment</b>			
Total Population Age 25+	860	11,004	29,825
Grade K – 8	2.0%	2.0%	2.5%
Grade 9 – 11, No diploma	4.0%	4.1%	5.4%
High School Graduate	8.5%	9.1%	10.2%
Associates Degree	4.8%	4.5%	4.6%
Bachelor's Degree	30.7%	34.3%	31.5%
Graduate Degree	35.5%	33.8%	32.3%
Some College, No Degree	14.4%	11.9%	13.0%
No Schooling Completed	0.2%	0.2%	0.5%
<b>Household Income</b>			
Income \$ 0 – \$9,999	5.2%	10.0%	16.2%
Income \$ 10,000 – \$14,999	4.3%	6.2%	7.2%
Income \$ 15,000 – \$24,999	11.3%	14.3%	13.1%
Income \$ 25,000 – \$34,999	9.7%	10.0%	11.1%
Income \$ 35,000 – \$49,999	10.7%	14.5%	13.8%
Income \$ 50,000 – \$74,999	17.2%	14.3%	13.9%
Income \$ 75,000 – \$99,999	18.4%	11.4%	9.2%
Income \$100,000 – \$124,999	8.6%	6.0%	5.5%
Income \$125,000 – \$149,999	4.2%	3.3%	2.9%
Income \$150,000 – \$199,999	6.4%	5.2%	3.5%
Income \$200,000 or More	3.9%	4.7%	3.5%
Average Household Income	\$74,177	\$69,109	\$58,349
Median Household Income	\$63,246	\$44,444	\$37,247
Per Capita Income	\$30,388	\$30,304	\$22,518
<b>Vehicles Available</b>			
0 Vehicles Available	3.3%	4.1%	10.5%
1 Vehicle Available	27.8%	36.9%	38.7%
2 Vehicles Available	48.6%	42.3%	36.5%
3+ Vehicles Available	20.4%	16.7%	14.3%
Average Vehicles Per Household	1.80	1.70	1.50
Total Vehicles Available	1,028	13,602	36,426
Blue Collar Occupations	168	2,216	8,221

County Line Plaza – Prepared by Bill Ford on September 14, 2006

White Collar Occupations	587	7,757	23,077
% Blue Collar Workers	22.3%	22.2%	26.3%
% White Collar Workers	77.7%	77.8%	73.7%

**1990 Demographics**

Total Population	866	12,197	44,029
Total Households	364	5,331	16,552
Female Population	442	6,330	23,501
% Female	51.1%	51.9%	53.4%
Male Population	423	5,867	20,528
% Male	48.9%	48.1%	46.6%

**Age**

Total Population	866	12,197	44,029
Age 0 – 4	6.7%	5.5%	4.7%
Age 5 – 13	11.2%	7.3%	6.5%
Age 14 – 17	4.9%	2.9%	2.4%
Age 18 – 20	3.4%	7.8%	18.3%
Age 21 – 24	7.1%	18.0%	17.8%
Age 25 – 34	19.2%	24.8%	20.5%
Age 35 – 44	21.0%	15.2%	12.3%
Age 45 – 54	13.0%	7.7%	6.3%
Age 55 – 64	6.4%	5.0%	4.5%
Age 65 – 74	4.7%	3.7%	4.2%
Age 75 – 84	1.9%	1.8%	2.1%
Age 85+	0.6%	0.4%	0.5%
Median Age	33.7	27.7	25.1

**Housing Units**

Total Housing Units	380	5,742	17,800
Owner Occupied Housing Units	60.6%	40.1%	38.4%
Renter Occupied Housing Units	35.3%	52.7%	54.6%
Vacant Housing Units	4.0%	7.2%	7.0%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.4%	0.4%	0.3%
Asian or Pacific Islander	1.2%	2.1%	3.3%
Black	10.9%	12.1%	15.8%
White	87.2%	85.0%	80.1%
Other	0.4%	0.3%	0.5%

**Hispanic Ethnicity**

Hispanic Ethnicity	1.7%	1.2%	1.3%
Not of Hispanic Ethnicity	98.3%	98.7%	98.7%

**Educational Attainment**

Total Population Age 25+	577	7,137	22,156
Grade K – 8	3.7%	3.7%	4.5%
Grade 9 – 12, no diploma	7.8%	5.9%	6.6%
High School Graduate	14.5%	12.1%	12.8%
Associates Degree	5.0%	5.8%	5.5%
Bachelor's Degree	31.0%	29.9%	29.3%
Graduate Degree	26.9%	31.0%	29.1%
Some College, No Degree	11.2%	11.6%	12.3%

**1990 Household Income**

Income \$ 0 – \$9,999	6.7%	18.6%	19.8%
Income \$ 10,000 – \$19,999	16.3%	19.1%	20.4%
Income \$ 20,000 – \$29,999	16.3%	14.8%	16.1%
Income \$ 30,000 – \$39,999	16.0%	13.2%	12.4%
Income \$ 40,000 – \$49,999	12.2%	11.5%	9.3%
Income \$ 50,000 – \$59,999	8.7%	5.8%	6.6%
Income \$ 60,000 – \$74,999	14.3%	8.7%	7.0%
Income \$ 75,000 – \$99,999	4.6%	4.4%	4.1%
Income \$100,000 – \$124,999	2.1%	1.4%	1.9%
Income \$125,000 – \$149,999	0.0%	0.9%	1.0%
Income \$150,000 +	3.0%	1.5%	1.4%
Average Household Income	\$43,333	\$36,182	\$34,993
Median Household Income	\$36,690	\$28,356	\$25,755
Per Capita Income	\$18,422	\$16,031	\$13,568

**Vehicles Available**

0 Vehicles Available	1.5%	2.7%	6.1%
1 Vehicle Available	27.9%	32.9%	34.7%
2+ Vehicles Available	70.5%	64.4%	59.2%
Average Vehicles Per Household	1.99	1.79	1.66
Total Vehicles Available	725	9,517	27,539

**Population Trend**

1990	866	12,197	44,029
2000	1,311	17,364	58,381
Change 1990 to 2000	51.4%	42.4%	32.6%
2005	1,402	18,958	60,925
2010	1,522	20,839	64,018
Change 2005 to 2010	8.5%	9.9%	5.1%

**Household Trend**

1990	364	5,331	16,552
2000	537	7,614	22,530
Change 1990 to 2000	47.4%	42.8%	36.1%
2005	566	8,193	23,643
2010	616	8,987	25,038
Change 2005 to 2010	8.7%	9.7%	5.9%

**Average Household Size Trend**

1990	2.38	2.19	2.15
2000	2.49	2.25	2.21
2005	2.47	2.30	2.18
2010	2.47	2.30	2.16

**Median Age Trend**

1990	34	28	25
2000	36	31	25
Change 1990 to 2000	7.4%	11.7%	1.4%
2005	37	33	29

County Line Plaza – Prepared by Bill Ford on September 14, 2006

2010	37	35	32
Change 2005 to 2010	2.3%	5.8%	10.3%
<b>Housing Units Trend</b>			
<b>Total Housing Units</b>			
Change 1990 to 2000	49.9%	41.8%	35.3%
Change 2005 to 2010	9.1%	10.0%	6.1%
<b>Owner Occupied Housing Units</b>			
Change 1990 to 2000	64.6%	71.8%	45.2%
Change 2005 to 2010	4.4%	8.8%	6.3%
<b>Renter Occupied Housing Units</b>			
Change 1990 to 2000	17.9%	20.7%	29.7%
Change 2005 to 2010	17.8%	10.6%	5.6%
<b>Vacant Housing Units</b>			
Change 1990 to 2000	108.7%	27.9%	25.0%
Change 2005 to 2010	13.0%	12.6%	7.9%
<b>Race and Ethnicity Trend</b>			
<b>American Indian, Eskimo, Aleut</b>			
Change 1990 to 2000	28.4%	3.2%	50.7%
Change 2005 to 2010	19.3%	15.4%	3.6%
<b>Asian or Pacific Islander</b>			
Change 1990 to 2000	271.1%	220.1%	97.7%
Change 2005 to 2010	12.8%	4.4%	-1.0%
<b>Black</b>			
Change 1990 to 2000	15.1%	8.6%	9.4%
Change 2005 to 2010	18.1%	17.5%	5.3%
<b>White</b>			
Change 1990 to 2000	49.4%	37.2%	28.3%
Change 2005 to 2010	7.2%	9.0%	4.7%
<b>Other</b>			
Change 1990 to 2000	413.2%	855.1%	567.6%
Change 2005 to 2010	14.1%	21.4%	26.3%
<b>Hispanic Ethnicity</b>			
Change 1990 to 2000	227.4%	511.6%	444.3%
Change 2005 to 2010	27.7%	27.3%	17.5%
<b>Not of Hispanic Ethnicity</b>			
Change 1990 to 2000	48.5%	36.5%	27.0%
Change 2005 to 2010	7.5%	8.7%	4.2%



Date: 09/14/06  
 Current Geography Selection: 1,  
 3.5 mile radii: US HIGHWAY 15 501  
 S SMITH LEVEL RD, CHAPEL  
 HILL, NC 27517  
 Current Index Base: Entire US

Lat: 35.860550000000003 Long: -79.081879999999998  
 County: Chatham County Pop: 59,157  
 Zip: 27517 Pop: 21,617

**Demographic Trend Comparison Report**

	1 Miles:	3 Miles:	5 Miles:
<b>Percent Change from 2005 to 2010</b>			
Population	8.5%	9.9%	5.1%
Household	8.7%	9.7%	5.9%
Median Age	2.3%	5.8%	10.3%
Owner Occupied Housing	4.4%	8.8%	6.3%
Renter Occupied Housing	17.8%	10.6%	5.6%
<b>Percent Change from 1990 to 2000:</b>			
Population	51.4%	42.4%	32.6%
Household	47.4%	42.8%	36.1%
Median Age	7.4%	11.7%	1.4%
Owner Occupied Housing	64.6%	71.8%	45.2%
Renter Occupied Housing	17.9%	20.7%	29.7%
<b>2005 Demographics</b>			
Total Population	1,402	18,958	60,925
Total Households	566	8,193	23,643
Female Population	716	9,861	32,515
% Female	51.1%	52.0%	53.4%
Male Population	686	9,097	28,410
% Male	48.9%	48.0%	46.6%
<b>Age</b>			
0 – 4	6.4%	5.7%	5.5%
5 – 13	12.5%	9.9%	9.0%
14 – 17	5.6%	4.4%	4.9%
18 – 20	2.5%	3.3%	8.8%
21 – 24	4.7%	8.6%	12.6%
25 – 34	15.6%	22.1%	19.5%
35 – 44	17.5%	14.8%	12.2%
45 – 54	16.9%	13.3%	11.3%
55 – 64	10.7%	9.9%	7.8%
65 – 74	4.6%	4.8%	4.3%
75 – 84	1.9%	2.2%	2.9%
85 +	1.0%	1.0%	1.2%
Median Age	36.5	32.6	28.9
<b>Housing Units</b>			
Total Housing Units	621	9,054	26,099
Owner Occupied Housing Units	61.5%	46.6%	40.3%

County Line Plaza – Prepared by Bill Ford on September 14, 2006

Former Occupied Housing Units	29.6%	43.8%	50.3%
Vacant Housing Units	8.8%	9.5%	9.4%
<b>Race and Ethnicity</b>			
Am Indian, Eskimo, Aleut	0.3%	0.3%	0.4%
Asian	3.1%	4.6%	4.7%
Black Population	8.8%	9.7%	12.9%
Hawaiian, Pac Islander	0.0%	0.0%	0.0%
Multi-Race Population	1.6%	2.0%	2.1%
Other Population	1.6%	2.6%	2.7%
White Population	84.6%	80.9%	77.3%
<b>Hispanic Ethnicity</b>			
Hispanic Ethnicity	4.8%	6.8%	6.5%
Not of Hispanic Ethnicity	95.2%	93.2%	93.5%
<b>Household Income</b>			
\$ 0 – \$ 14,999	9.35%	15.15%	21.44%
\$ 15,000 – \$24,999	9.84%	12.44%	11.73%
\$ 25,000 – \$34,999	9.20%	9.76%	10.19%
\$ 35,000 – \$49,999	9.26%	13.09%	13.38%
\$ 50,000 – \$74,999	15.51%	14.07%	13.67%
\$ 75,000 – \$99,999	16.97%	10.87%	9.85%
\$100,000 – \$124,999	11.03%	7.67%	6.82%
\$125,000 – \$149,999	5.66%	4.34%	3.88%
\$150,000 – \$200,000	5.45%	4.42%	3.72%
\$200,000 to \$249,999	2.48%	2.14%	1.64%
\$250,000 +	5.26%	6.05%	3.68%
Average Household Income	\$76,638	\$72,386	\$57,447
Median Household Income	\$69,746	\$49,445	\$42,198
Per Capita Income	\$30,763	\$31,583	\$22,954
<b>2010 Demographics</b>			
Total Population	1,522	20,839	64,018
Total Households	616	8,987	25,038
Female Population	777	10,831	34,163
% Female	51.1%	52.0%	53.4%
Male Population	744	10,008	29,855
% Male	48.9%	48.0%	46.6%
<b>Age</b>			
0 – 4	6.8%	6.0%	5.7%
5 – 13	11.9%	9.8%	8.8%
14 – 17	4.5%	3.6%	3.9%
18 – 20	2.3%	2.7%	6.4%
21 – 24	4.1%	6.8%	10.0%
25 – 34	16.1%	22.1%	20.6%
35 – 44	17.7%	15.2%	13.2%
45 – 54	15.8%	12.9%	11.5%
55 – 64	12.5%	12.1%	10.1%
65 – 74	5.5%	5.8%	5.4%
75 – 84	1.9%	2.2%	3.1%
85 +	1.0%	1.0%	1.3%

County Line Plaza – Prepared by Bill Ford on September 14, 2006

Median Age	37.4	34.5	31.9
<b>Housing Units Trend</b>			
Total Housing Units	678	9,957	27,688
Owner Occupied Housing Units	58.8%	46.2%	40.4%
Renter Occupied Housing Units	32.0%	44.1%	50.1%
Vacant Housing Units	9.2%	9.8%	9.6%
<b>Race and Ethnicity</b>			
Am. Indian, Eskimo, Aleut	0.3%	0.3%	0.4%
Asian	3.3%	4.4%	4.4%
Black Population	9.5%	10.4%	12.9%
Hawaiian, Pac Islander	0.0%	0.0%	0.0%
Multi-Race Population	1.6%	2.0%	2.0%
Other Population	1.7%	2.8%	3.2%
White Population	83.5%	80.1%	77.0%
Hispanic Ethnicity	4.8%	6.8%	6.5%
Not of Hispanic Ethnicity	95.2%	93.2%	93.5%
<b>Household Income</b>			
\$0 – \$ 14,999	9.30%	14.28%	19.92%
\$ 15,000 to \$ 24,999	8.30%	10.52%	10.31%
\$ 25,000 to \$ 34,999	10.00%	10.59%	10.25%
\$ 35,000 to \$49,999	8.35%	10.86%	11.39%
\$ 50,000 to \$74,999	13.17%	14.18%	13.65%
\$ 75,000 to \$ 99,999	12.14%	8.51%	9.08%
\$100,000 to \$124,999	13.93%	9.23%	7.89%
\$125,000 to \$149,999	7.73%	5.78%	5.43%
\$150,000 to \$199,999	7.28%	5.93%	5.23%
\$200,000 to \$249,999	3.33%	2.83%	2.26%
\$250,000+	6.47%	7.29%	4.59%
Average Household Income	\$83,964	\$79,841	\$64,229
Median Household Income	\$77,410	\$55,211	\$47,931
Per Capita Income	\$33,758	\$34,747	\$25,818
<b>2000 Census Demographics</b>			
Total Population	1,311	17,364	58,381
Total Households	537	7,614	22,530
Female Population	672	9,083	31,317
% Female	51.3%	52.3%	53.6%
Male Population	639	8,280	27,063
% Male	48.7%	47.7%	46.4%
<b>Age</b>			
0 – 4	6.4%	5.4%	4.2%
5 – 13	14.5%	10.7%	7.8%
14 – 17	5.1%	3.7%	3.2%
18 – 20	2.8%	4.3%	18.7%
21 – 24	5.6%	12.6%	15.0%
25 – 34	13.6%	19.9%	16.6%
35 – 44	19.0%	15.5%	12.0%
45 – 54	17.2%	12.9%	10.0%

County Line Plaza – Prepared by Bill Ford on September 14, 2006

55 – 64	8.6%	7.6%	5.4%
65 – 74	4.4%	4.6%	3.7%
75 – 84	1.9%	2.2%	2.5%
85 +	0.8%	0.8%	0.8%
Median Age	36.2	31.0	25.4

**Housing Units Trend**

Total Housing Units	569	8,140	24,089
Owner Occupied Housing Units	66.6%	48.7%	41.2%
Renter Occupied Housing Units	27.8%	44.9%	52.3%
Vacant Housing Units	5.6%	6.5%	6.5%

**Race and Ethnicity**

Am Indian, Eskimo, Aleut	0.3%	0.3%	0.4%
Asian, Hawaiian, Pac Islander	2.9%	4.8%	4.9%
Black	8.3%	9.3%	13.0%
White	86.0%	82.0%	77.5%
Other	2.5%	3.7%	4.1%
Hispanic Ethnicity	3.6%	5.3%	5.5%
Not of Hispanic Ethnicity	96.4%	94.7%	94.5%

**Household Income**

\$ 0 – \$9,999	5.2%	10.0%	16.2%
\$ 10,000 – \$14,999	4.3%	6.2%	7.2%
\$ 15,000 – \$24,999	11.3%	14.3%	13.1%
\$ 25,000 – \$34,999	9.7%	10.0%	11.1%
\$ 35,000 – \$49,999	10.7%	14.5%	13.8%
\$ 50,000 – \$74,999	17.2%	14.3%	13.9%
\$ 75,000 – \$99,999	18.4%	11.4%	9.2%
\$100,000 – \$124,999	8.6%	6.0%	5.5%
\$125,000 – \$149,999	4.2%	3.3%	2.9%
\$150,000 – \$199,999	6.4%	5.2%	3.5%
\$200,000 or More	3.9%	4.7%	3.5%

Average Household Income	\$74,177	\$69,109	\$58,349
Median Household Income	\$63,246	\$44,444	\$37,247
Per Capita Income	\$30,388	\$30,304	\$22,518

**1990 Demographics**

Total Population	866	12,197	44,029
Total Households	364	5,331	16,552
Female Population	442	6,330	23,501
% Female	51.1%	51.9%	53.4%
Male Population	423	5,867	20,528
% Male	48.9%	48.1%	46.6%

**Age**

Total Population	866	12,197	44,029
0 – 4	6.7%	5.5%	4.7%
5 – 13	11.2%	7.3%	6.5%
14 – 17	4.9%	2.9%	2.4%
18 – 20	3.4%	7.8%	18.3%
21 – 24	7.1%	18.0%	17.8%
25 – 34	19.2%	24.8%	20.5%



County Line Plaza – Prepared by Bill Ford on September 14, 2006

35 - 44	21.0%	15.2%	12.3%
45 - 54	13.0%	7.7%	6.3%
55 - 64	6.4%	5.0%	4.5%
65 - 74	4.7%	3.7%	4.2%
75 - 84	1.9%	1.8%	2.1%
85+	0.6%	0.4%	0.5%
Median Age	33.7	27.7	25.1

**Housing Units Trend**

Total Housing Units	380	5,742	17,800
Owner Occupied Housing Units	60.6%	40.1%	38.4%
Renter Occupied Housing Units	35.3%	52.7%	54.6%
Vacant Housing Units	4.0%	7.2%	7.0%

**Race and Ethnicity**

Am Indian, Eskimo, Aleut	0.4%	0.4%	0.3%
Asian, Pac Islander	1.2%	2.1%	3.3%
Black	10.9%	12.1%	15.8%
White	87.2%	85.0%	80.1%
Other	0.4%	0.3%	0.5%
Hispanic Ethnicity	1.7%	1.2%	1.3%
Not of Hispanic Ethnicity	98.3%	98.7%	98.7%

**Household Income**

Less than \$5,000	3.49%	10.20%	9.48%
\$5,000 to \$9,999	3.24%	8.43%	10.28%
\$10,000 to \$14,999	6.42%	9.42%	10.56%
\$15,000 to \$24,999	19.42%	17.61%	18.65%
\$25,000 to \$34,999	14.89%	14.69%	14.52%
\$35,000 to \$49,999	20.02%	16.86%	14.45%
\$50,000 to \$74,999	22.97%	14.48%	13.61%
\$75,000 to \$99,999	4.63%	4.44%	4.15%
\$100,000 to \$149,999	2.10%	2.36%	2.92%
\$150,000 or More	2.98%	1.48%	1.36%
Average Household Income	\$43,333	\$36,182	\$34,993
Median Household Income	\$36,690	\$28,356	\$25,755
Per Capita Income	\$18,422	\$16,031	\$13,568



Date: 09/14/06  
 Current Geography Selection: 1,  
 3.5 mile radii: US HIGHWAY 15 501  
 S SMITH LEVEL RD, CHAPEL  
 HILL, NC 27517  
 Current Index Base: Entire US

Lat: 35.860550000000003 Long: -79.081879999999998  
 County: Chatham County Pop: 59,157  
 Zip: 27517 Pop: 21,617

US Census 1990-2000 Trend Comparison Report with Charts

	1 Miles:	3 Miles:	5 Miles:
<b>1990 Census vs. 2000 Census</b>			
Population 1990	866	12,197	44,029
Population 2000	1,311	17,364	58,381
Percent Change	51.4%	42.4%	32.6%
Households 1990	364	5,331	16,552
Households 2000	537	7,614	22,530
Percent Change	47.4%	42.8%	36.1%
Median Age 1990	33.7	27.7	25.1
Median Age 2000	36.2	31.0	25.4
Percent Change	7.4%	11.7%	1.4%
<b>Household Income:</b>			
Average Household Income 1990	\$43,333	\$36,182	\$34,993
Average Household Income 2000	\$74,177	\$69,109	\$58,349
Percent Change	71.2%	91.0%	66.7%
Median Household Income 1990	\$36,690	\$28,356	\$25,755
Median Household Income 2000	\$63,246	\$44,444	\$37,247
Percent Change	72.4%	56.7%	44.6%
Per Capita Household Income 1990	\$18,422	\$16,031	\$13,568
Per Capita Household Income 2000	\$30,388	\$30,304	\$22,518
Percent Change	65.0%	89.0%	66.0%
<b>Educational Attainment:</b>			
Grade K – 9 1990	3.7%	3.7%	4.5%
Grade K – 9 2000	2.0%	2.0%	2.5%
Percent Change	-18.7%	-15.1%	-24.8%
Grade 9 – 12 1990	7.8%	5.9%	6.6%
9th to 11th grade no diploma 2000	4.0%	4.1%	5.4%
Percent Change	-23.7%	5.7%	10.1%
High School Graduate	14.5%	12.1%	12.8%
High School Graduate 2000	8.5%	9.1%	10.2%
Percent Change	-13.0%	16.0%	7.6%
Associates Degree 1990	5.0%	5.8%	5.5%
Associates Degree 2000	4.8%	4.5%	4.6%

County Line Plaza – Prepared by Bill Ford on September 14, 2006

Percent Change	42.5%	18.9%	13.1%
Some College, No Degree 1990	11.2%	11.6%	12.3%
Some College, No Degree 2000	14.4%	12.0%	13.0%
Percent Change	90.6%	58.6%	42.3%
Bachelor's Degree 1990	31.1%	29.9%	29.3%
Bachelor's Degree 2000	30.7%	34.3%	31.5%
Percent Change	47.3%	77.1%	44.9%
Graduate Degree 1990	26.9%	31.0%	29.1%
Graduate Degree 2000	35.5%	33.8%	32.3%
Percent Change	96.2%	68.1%	49.3%
<b>Employment:</b>			
Not in Labor Force 1990	535	7,285	24,409
Not in Labor Force 2000	228	4,028	17,723
Percent Change	-57.5%	-44.7%	-27.4%
Employed 1990	517	7,022	23,256
Employed 2000	755	9,973	31,298
Percent Change	46.2%	42.0%	34.6%
In Armed Forces 1990	3	11	37
In Armed Forces 2000	1	16	47
Percent Change	-64.1%	44.5%	26.5%
Unemployment Rate 1990	2.88%	3.42%	4.57%
Unemployment Rate 2000	2.45%	2.19%	4.03%
Percent Change	23.4%	-10.3%	18.2%
<b>Housing Units:</b>			
Total Housing Units 1990	380	5,742	17,800
Total Housing Units 2000	569	8,140	24,089
Percent Change	49.9%	41.8%	35.3%
Owner-Occupied 1990	60.6%	40.1%	38.4%
Owner-Occupied 2000	66.6%	48.7%	41.2%
Percent Change	64.6%	71.8%	45.2%
Renter-Occupied 1990	35.3%	52.7%	54.6%
Renter-Occupied 2000	27.8%	44.9%	52.3%
Percent Change	17.9%	20.7%	29.7%
Vacant 1990	4.0%	7.2%	7.0%
Vacant 2000	5.6%	6.5%	6.5%
Percent Change	108.7%	27.9%	25.0%
<b>Race and Ethnicity Percent Change 1990 to 2000:</b>			
American Indian, Eskimo, Aleut	28.4%	3.2%	50.7%
Asian or Pacific Islander	271.1%	220.1%	97.7%
Black	15.1%	8.6%	9.4%
White	49.4%	37.2%	28.3%
Other	413.2%	855.1%	567.6%
Hispanic Ethnicity	227.4%	511.6%	444.3%

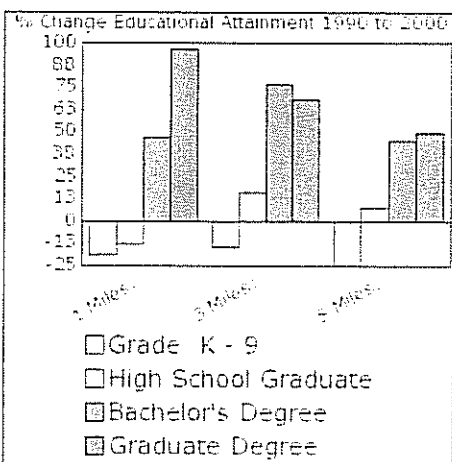
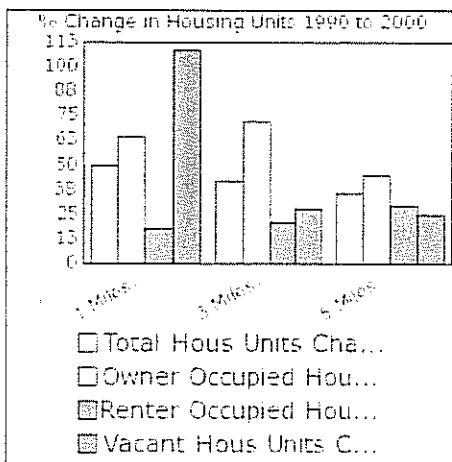
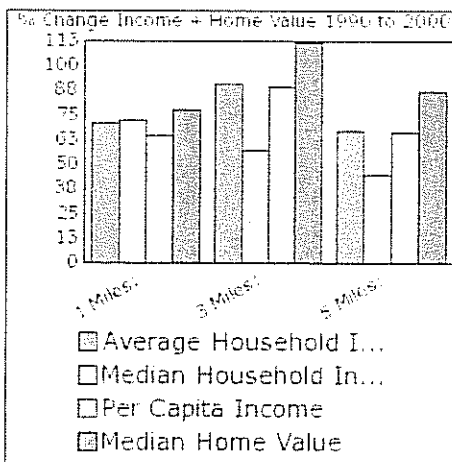
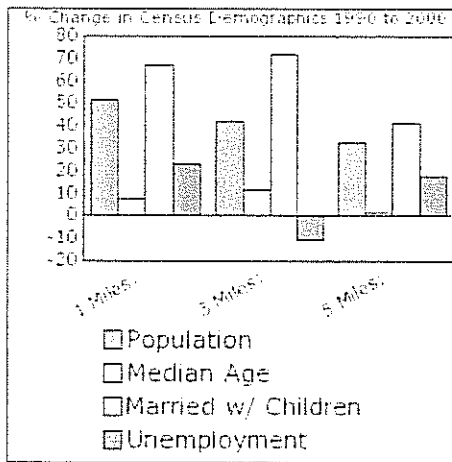
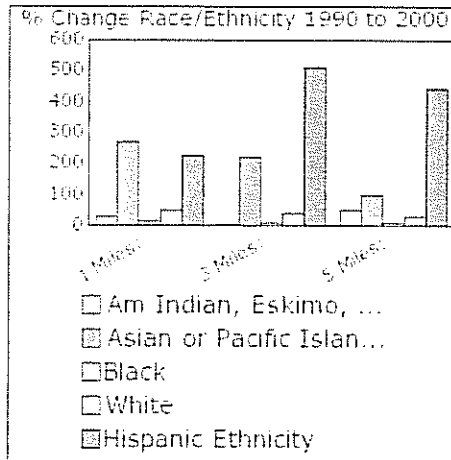
Not of Hispanic Ethnicity

48.5%

36.5%

27.0%

1990 vs. 2000 Census Charts





### A Non-Themed Radial Map

US HIGHWAY 15 501 S SMITH  
LEVEL RD, CHAPEL HILL, NC  
27517

#### Map Legend

(map is displaying Block Groups)

★ Subject Site

1, 3, 5 mile radii

Primary Highways

Secondary Highways

Major Roads

Local Roads

Parks

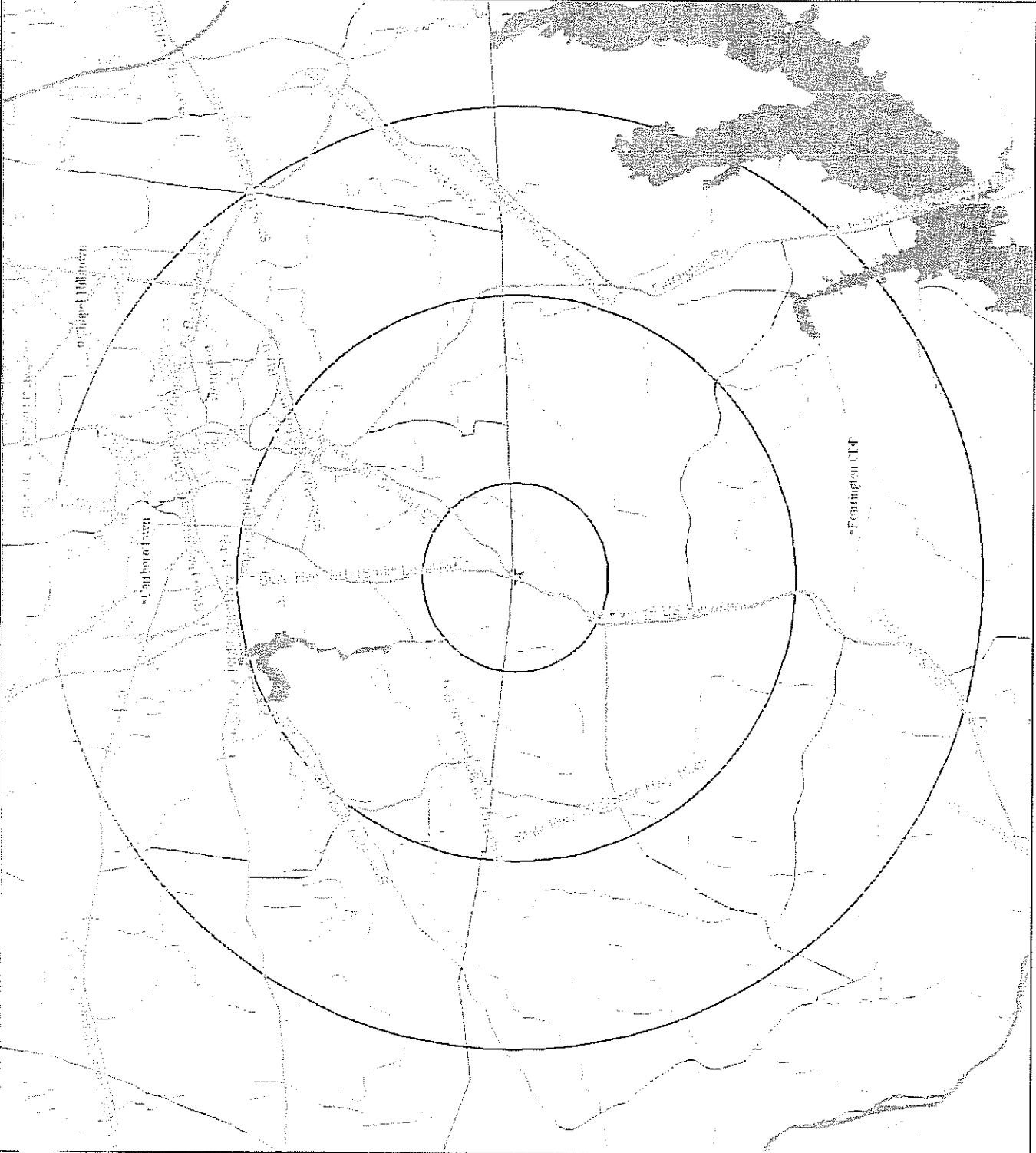
Airports

Bodies of Water

Rivers



09/14/05





**5 Year Projection Population Density**  
**US HIGHWAY 15 501 S SMITH LEVEL RD, CHAPEL HILL, NC 27517**

**Map Legend**  
(map is displaying Block Groups)

	Above 37000
	4150 to 37000
	465 to 4150
	52 to 465
	Below 52
	No Data

☆ Subject Site

1, 3, 5 mile radii

Primary Highways

Secondary Highways

Major Roads

Local Roads

Parks

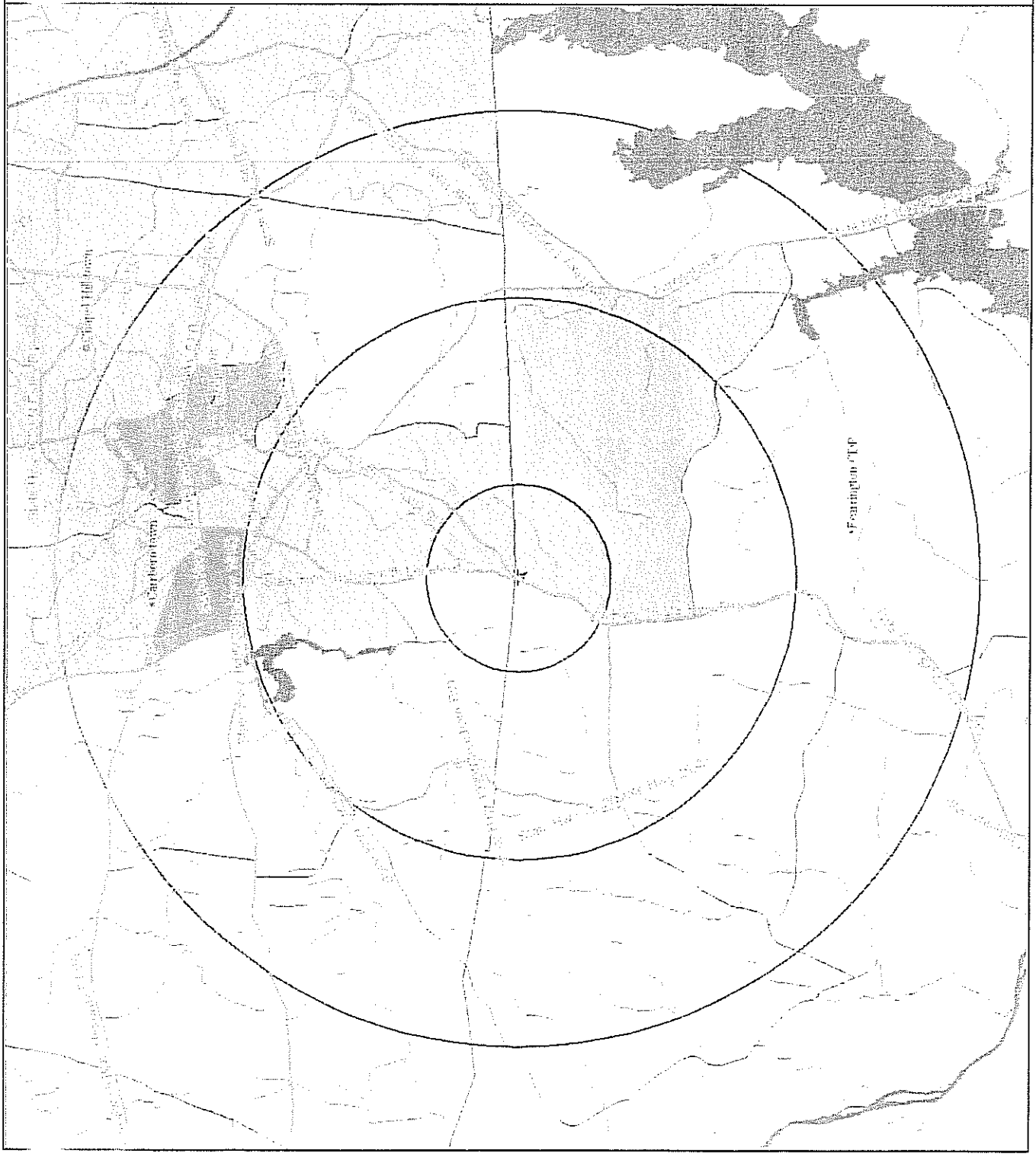
Airports

Bodies of Water

Rivers

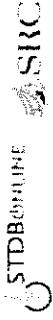


09/14/06



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## Addendum Data Methodology

The demographic data used in STDB Online are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from Experian's INSOURCE™ household level data file, the Census Bureau's American Community Survey (ACS) results, current year estimates from the Census Bureau, Postal Service delivery counts, and economic forecasts from private sources. In addition:

- \* A unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections (other than total population and households) introduce unacceptable levels of uncertainty.
- \* Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.
- \* AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.
- \* Also included are Medicare eligible population counts at the ZIP code level, including population by sex and 5-year age cohorts, provided by the Health Care Financing Administration of Social Security. These counts provide a very accurate local count of the population aged 65 and higher.
- \* With a foundation of the Experian household level databases and over fifteen years of experience in demographic forecasting, AGS offers the highest quality demographic estimates in the marketplace today.
- \* AGS made extensive efforts to incorporate the Census Bureau's American Community Survey (ACS) results in the 2005 estimates. The ACS is an annual survey which over the course of several years will result in a national rolling estimates database which is eventually intended to replace the decennial SF3 sample database. The ACS results at the county scale are an excellent means of tracking demographic attributes over the course of the decade. ACS results were used at the state level and for two hundred and forty-one counties accounting for just over 60% of the nation's population.

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