

a. Metropolitan Areas are sometimes more than one city as designated on the report. All data are based on the area listed or their corresponding states.

b. Population Total

The total population for the study area is 7.6 million. It is almost evenly divided between the western and eastern sectors with 50.2% of the total in the west and 49.8% of the total in the east.

c. Average Annual Change %

The change for the entire area is a plus 1.5% which is a higher rate of growth than the U.S. average of 1.1%. However, the western sector is growing at a healthy rate of 2.0% while the eastern sector is slightly less than the national average at 1.0%.

d. The % Population 25-55 Years of Age

This is the segment of the population that is the focal point of the Market Study. Of this group, the larger percentage is comprised of 25-35 young married couples and families. The western sector leads the eastern sector with 39.5% of its population in this age group to 37.4% for the east.

e. Household Totals (1000)

This is a 1980 count of the total number of households in the study area which total over 2.5 million. It is