

Financial CLOUT Demand

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Description	2009	2009 USA
Households	16,149	115,306,103
Total Income	1,840,007,587	7,999,502,807,500
Average Income	113,941.94	69,376.23

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
-------------	-----------------------	---------------	----------------------	--------------	-------------------------------------	--------------------------	------------------------------------	-------------------

Checking/DDA Products

Interest DDA	7,130	44.15	51,320,530	44.51	12,258	10.76	9,261	132
Reg/Non-Interest DDA	8,345	51.68	60,295,385	52.29	6,612	5.80	4,792	138
Transaction/DDA	13,731	85.03	99,090,251	85.94	10,383	9.11	7,712	135

Credit Card Products

AMEX Optima Card	396	2.45	2,934,023	2.54	6,484	5.69	4,380	148
AMEX Optima Card w/Rvlvng	168	1.04	1,602,361	1.39				
Bank Credit Card	13,228	81.91	87,378,687	75.78	7,768	6.82	6,553	119
Bank Credit Card w/Rvlvng	11,281	69.86	71,373,021	61.90				
Discover Card	3,096	19.17	24,905,609	21.60	3,064	2.69	2,341	131
Discover Card w/Rvlvng	1,666	10.32	13,096,007	11.36				
MasterCard Card	8,522	52.77	58,256,896	50.52	3,655	3.21	3,394	108
MasterCard w/Rvlvng	5,709	35.35	39,109,185	33.92				
VISA Card	11,281	69.86	71,049,392	61.62	4,891	4.29	3,918	125
VISA Card w/Rvlvng	7,755	48.02	49,053,298	42.54				



Financial CLOUT Demand

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Delivery Products								
Account Relations (ave/HH)					9	0.06	9	107
Asset/Cash Management Account	819	5.07	5,912,785	5.13	356,250	312.66	304,422	117
ATM/Debit Cardholders	14,256	88.28	97,032,765	84.15				
ATM/Debit Card Users	13,050	80.81	87,322,137	75.73				
ATM/Debit Trans/Month (ave/HH)					8	0.05	9	91
Direct Deposit Payroll	10,971	67.94	60,846,082	52.77				
Holding Company Relations (ave/HH)					3	0.02	2	115
Institution Relations (ave/HH)					5	0.03	5	108
Internet Banking	12,549	77.71	77,461,915	67.18				
Mutl Fnd from Bnk/SavingsLoans/CU	416	2.58	3,092,223	2.68				
Mutl Fnd from Brokerage	1,158	7.17	9,287,349	8.05				
Mutl Fnd from Mutl Fnd Co	1,208	7.48	6,481,490	5.62				
Mutl Fnd from Other	291	1.80	2,094,821	1.82				
Mutual Fund obtained by Mail	733	4.54	3,496,400	3.03				
Mutual Fund obtained by Phone	552	3.42	3,251,630	2.82				
Mutual Fund obtained in Person	1,322	8.19	11,561,526	10.03				
Mutual Fund obtained Other Method	358	2.22	2,345,079	2.03				
Mutual Fund obtained thru Internet	626	3.88	2,334,533	2.02				
Online Trades, 3mos	984	6.09	3,775,637	3.27				
Online Transfers, 3mos	8,103	50.18	44,644,896	38.72				
Pay Bill via Internet, 3mos	9,065	56.13	50,847,899	44.10				
Social Sec/Direct Deposit	2,373	14.69	37,033,515	32.12				
Use Electronic Banking (inc ATM)	14,968	92.69	101,525,331	88.05				
Use Electronic Banking (exc ATM)	14,122	87.45	90,017,753	78.07				



Financial CLOUT Demand

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Installment Loan Products								
Auto Lease	356	2.20	3,961,670	3.44	15,869	13.93	16,066	99
Auto Lease (By Dealer)	303	1.88	3,578,490	3.10	16,007	14.05	16,250	99
Auto Lease (on Own)	60	.37	429,883	0.37	13,291	11.66	12,789	104
Auto Loans	5,429	33.62	40,897,140	35.47	16,646	14.61	15,505	107
Auto Loans (By Dealer)	3,577	22.15	27,977,234	24.26	15,728	13.80	15,418	102
Auto Loans (on Own)	2,136	13.23	15,492,085	13.44	15,975	14.02	13,089	122
First Mortgages	3,849	23.83	52,032,478	45.13	236,625	207.67	147,299	161
First Mortgages > \$150K	2,153	13.33	16,177,188	14.03				
Fixed Rate Mortgage (FRM)	0	.00	39,914,693	34.62				
Adjustable Rate Mortgage (ARM)	0	.00	8,100,420	7.03				
Other Rate Type Mortgage	0	.00	671,894	0.58				
Personal Loans (PL)	3,602	22.30	24,070,471	20.88	35,042	30.75	24,317	144
PL Second Mortgage	458	2.84	6,556,142	5.69	67,200	58.98	43,400	155
PL Student Loan	2,142	13.26	7,877,438	6.83	36,729	32.23	21,488	171
PL Other Types	1,445	8.95	12,046,793	10.45	11,627	10.20	10,917	107
Insurance Products								
Annuity Insurance	817	5.06	8,245,660	7.15	117,162	102.83	107,083	109
Cash Value of Insurance	2,557	15.83	24,660,504	21.39	38,262	33.58	33,096	116
Fixed Rate Annuities	442	2.74	4,604,364	3.99	109,963	96.51	96,244	114
Variable Rate Annuities	419	2.59	4,126,054	3.58	112,609	98.83	106,598	106



Financial CLOUT Demand

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Investment Products								
Any Prod/Investment Svc (inc 401(k))	11,438	70.83	71,878,637	62.34	138,561	121.61	149,287	93
Any Prod/Investment Svc (exc 401(k))	8,307	51.44	54,351,619	47.14	127,941	112.29	133,617	96
Brokerage Services Discount	1,202	7.44	5,801,527	5.03				
Brokerage Services Full Service	1,631	10.10	12,721,258	11.03				
Brokerage Services Total	3,082	19.08	20,020,238	17.36				
Collectibles/Precious Metals/Other	3,426	21.21	25,442,822	22.07	23,557	20.67	18,664	126
Corporate/Municipal Bonds	691	4.28	4,710,566	4.09	67,882	59.58	67,186	101
Futures/Warrants/Options	394	2.44	2,218,484	1.92	39,710	34.85	35,864	111
Government Securities	548	3.39	3,360,940	2.91	12,050	10.58	14,153	85
Make Stock Trades, 3mos	1,448	8.97	8,889,411	7.71				
Money Market Mutual Funds	681	4.22	4,037,888	3.50	81,852	71.84	71,058	115
Mutual Funds (inc IRAs)	3,566	22.08	21,699,364	18.82	117,235	102.89	126,720	93
Mutual Funds (exc IRAs)	2,658	16.46	17,017,162	14.76	85,864	75.36	90,013	95
Mutual Funds (Stocks/Bonds)	1,573	9.74	9,272,006	8.04	96,494	84.69	116,293	83
Real Estate Investments	1,293	8.01	10,843,142	9.40	451,204	395.99	391,960	115
Securities	11,280	69.85	70,496,746	61.14	139,086	122.07	150,377	92
Stock	3,799	23.52	24,713,288	21.43	110,882	97.31	118,668	93
Stocks from Employer	1,525	9.44	11,059,778	9.59	60,030	52.68	66,773	90
Stocks not from Employer	2,690	16.66	16,631,052	14.42	122,551	107.56	131,933	93
Total Mutual Funds	6,345	39.29	36,899,800	32.00	124,065	108.88	140,764	88
Trust /Estate Planning Service	458	2.84	3,617,840	3.14				
US Savings Bonds/T-Bills/Notes	3,203	19.83	24,135,478	20.93	7,679	6.74	7,286	105

Lines of Credit Products

American Express Cards (AMEX)	2,347	14.53	11,715,521	10.16				
Home Equity Line of Credit	926	5.73	11,312,116	9.81	40,938	35.93	30,735	133
Home Equity Line w/Rvlvng	725	4.49	9,075,298	7.87				
Personal Line of Credit (PLC)	4,048	25.07	30,031,746	26.05	16,236	14.25	17,460	93
PLC w/Rvlvng	2,827	17.51	21,602,406	18.73				
PLC Other Types	1,520	9.41	9,671,344	8.39	12,890	11.31	11,438	113
PLC Other Types w/Rvlvng	1,232	7.63	7,529,007	6.53				
PLC Overdraft Protection	1,912	11.84	12,142,520	10.53	4,299	3.77	5,441	79
PLC Overdraft Protection w/Rvlvng	1,019	6.31	6,786,637	5.89				



Financial CLOUT Demand

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Overall Credit Measures								
Credit (inc Mortgage)	14,097	87.29	99,210,197	86.04	91,929	80.68	100,602	91
Credit w/Rvlnvg (inc Mrtg)	12,756	78.99	89,301,923	77.45				
Credit (exc Mrtg)	14,038	86.93	96,419,043	83.62	27,431	24.07	24,024	114
Credit w/Rvlnvg (exc Mrtg)	11,812	73.14	81,634,156	70.80				
Credit (exc Mrtg/CC)	8,864	54.89	63,041,151	54.67	31,851	27.95	27,661	115
Credit with Revolving	11,281	69.86	71,870,147	62.33				
Installment Credit	7,105	44.00	51,023,964	44.25	30,486	26.76	23,899	128
R/E Secured Credit (inc Mrtg)	4,074	25.23	55,366,421	48.02	240,404	210.99	149,848	160
R/E Secured Credit (exc Mrtg)	1,256	7.78	16,072,286	13.94	54,677	47.99	39,336	139
Revolving Credit	13,465	83.38	89,506,722	77.63	12,512	10.98	12,255	102
Overall Deposit Measures								
Deposit	14,833	91.85	106,981,556	92.78	47,404	41.60	41,715	114
Liquid Deposit	14,815	91.74	106,782,379	92.61	31,361	27.52	24,836	126
Retirement Products								
401(k) Plans	8,664	53.65	49,089,902	42.57	60,265	52.89	70,650	85
401(k) Invested in MF	4,800	29.72	25,197,918	21.85	76,888	67.48	97,008	79
IRA	5,052	31.28	31,886,060	27.65	121,650	106.76	144,850	84
IRA in CD	400	2.48	3,071,294	2.66	95,126	83.49	88,035	108
IRA in Mutual Funds	1,768	10.95	9,317,884	8.08	107,388	94.25	130,715	82
IRA in Reg/MM Savings	267	1.65	1,753,946	1.52	67,070	58.86	60,150	112
IRA in Other	2,172	13.45	15,715,566	13.63	117,453	103.08	139,598	84
IRA in Securities	2,439	15.10	13,835,796	12.00	124,422	109.20	148,091	84
IRA not in Mutual Funds	759	4.70	5,192,707	4.50	149,701	131.38	160,026	94
Keogh Plans	244	1.51	1,254,061	1.09	44,542	39.09	43,858	102
Other Retirement Plans	9,837	60.91	60,208,529	52.22	65,491	57.48	71,580	91
Private Pension Plans	3,243	20.08	25,037,986	21.71	34,300	30.10	31,412	109
Retirement Savings	10,863	67.27	68,775,852	59.65	115,881	101.70	129,819	89
ROTH IRA	2,062	12.77	9,863,975	8.55	64,751	56.83	104,714	62



Financial CLOUT Demand

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Saving Products								
CD (inc CD IRAs)	3,010	18.64	22,256,480	19.30	73,297	64.33	76,614	96
CD (exc CD IRAs)	2,914	18.04	21,450,882	18.60	62,649	54.98	66,887	94
Fixed-Int Savings	11,795	73.04	81,544,416	70.72	15,373	13.49	12,779	120
Money Market Savings	4,207	26.05	25,075,553	21.75	37,705	33.09	37,938	99
Reg/Liquid Savings	12,658	78.38	86,348,104	74.89	25,442	22.33	21,864	116
Savings	12,843	79.53	88,300,489	76.58	43,650	38.31	41,886	104
Tax Advantaged College Savings Plan	0	.00	5,725,177	4.97	0	0.00	0	0
Variable-Int Savings	4,083	25.28	24,073,143	20.88	34,470	30.25	35,136	98



Financial CLOUT Demand

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Description	2009	2009 USA
Households	134,982	115,306,103
Total Income	15,471,014,873	7,999,502,807,500
Average Income	114,615.57	69,376.23

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
-------------	-----------------------	---------------	----------------------	--------------	-------------------------------------	--------------------------	------------------------------------	-------------------

Checking/DDA Products

Interest DDA	62,097	46.00	51,320,530	44.51	12,705	11.08	9,261	137
Reg/Non-Interest DDA	68,393	50.67	60,295,385	52.29	6,607	5.76	4,792	138
Transaction/DDA	115,055	85.24	99,090,251	85.94	10,785	9.41	7,712	140

Credit Card Products

AMEX Optima Card	3,756	2.78	2,934,023	2.54	5,980	5.22	4,380	137
AMEX Optima Card w/Rvlvng	1,543	1.14	1,602,361	1.39				
Bank Credit Card	110,597	81.93	87,378,687	75.78	7,599	6.63	6,553	116
Bank Credit Card w/Rvlvng	94,395	69.93	71,373,021	61.90				
Discover Card	27,889	20.66	24,905,609	21.60	2,882	2.51	2,341	123
Discover Card w/Rvlvng	14,428	10.69	13,096,007	11.36				
MasterCard Card	71,808	53.20	58,256,896	50.52	3,559	3.10	3,394	105
MasterCard w/Rvlvng	47,017	34.83	39,109,185	33.92				
VISA Card	94,395	69.93	71,049,392	61.62	4,706	4.11	3,918	120
VISA Card w/Rvlvng	63,814	47.28	49,053,298	42.54				



Financial CLOUT Demand

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Delivery Products								
Account Relations (ave/HH)					10	0.01	9	109
Asset/Cash Management Account	8,159	6.04	5,912,785	5.13	380,675	332.13	304,422	125
ATM/Debit Cardholders	117,493	87.04	97,032,765	84.15				
ATM/Debit Card Users	106,754	79.09	87,322,137	75.73				
ATM/Debit Trans/Month (ave/HH)					8	0.01	9	90
Direct Deposit Payroll	88,678	65.70	60,846,082	52.77				
Holding Company Relations (ave/HH)					3	0.00	2	116
Institution Relations (ave/HH)					5	0.00	5	110
Internet Banking	102,880	76.22	77,461,915	67.18				
Mutl Fnd from Bnk/SavingsLoans/CU	3,725	2.76	3,092,223	2.68				
Mutl Fnd from Brokerage	11,226	8.32	9,287,349	8.05				
Mutl Fnd from Mutl Fnd Co	11,133	8.25	6,481,490	5.62				
Mutl Fnd from Other	2,645	1.96	2,094,821	1.82				
Mutual Fund obtained by Mail	7,066	5.23	3,496,400	3.03				
Mutual Fund obtained by Phone	5,375	3.98	3,251,630	2.82				
Mutual Fund obtained in Person	12,508	9.27	11,561,526	10.03				
Mutual Fund obtained Other Method	3,175	2.35	2,345,079	2.03				
Mutual Fund obtained thru Internet	5,105	3.78	2,334,533	2.02				
Online Trades, 3mos	8,167	6.05	3,775,637	3.27				
Online Transfers, 3mos	65,847	48.78	44,644,896	38.72				
Pay Bill via Internet, 3mos	73,727	54.62	50,847,899	44.10				
Social Sec/Direct Deposit	25,455	18.86	37,033,515	32.12				
Use Electronic Banking (inc ATM)	124,023	91.88	101,525,331	88.05				
Use Electronic Banking (exc ATM)	116,445	86.27	90,017,753	78.07				



Financial CLOUT Demand

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Installment Loan Products								
Auto Lease	2,908	2.15	3,961,670	3.44	16,224	14.15	16,066	101
Auto Lease (By Dealer)	2,490	1.84	3,578,490	3.10	16,497	14.39	16,250	102
Auto Lease (on Own)	471	.35	429,883	0.37	12,938	11.29	12,789	101
Auto Loans	43,682	32.36	40,897,140	35.47	16,726	14.59	15,505	108
Auto Loans (By Dealer)	28,727	21.28	27,977,234	24.26	15,734	13.73	15,418	102
Auto Loans (on Own)	17,255	12.78	15,492,085	13.44	16,150	14.09	13,089	123
First Mortgages	39,010	28.90	52,032,478	45.13	238,530	208.11	147,299	162
First Mortgages > \$150K	21,806	16.15	16,177,188	14.03				
Fixed Rate Mortgage (FRM)	0	.00	39,914,693	34.62				
Adjustable Rate Mortgage (ARM)	0	.00	8,100,420	7.03				
Other Rate Type Mortgage	0	.00	671,894	0.58				
Personal Loans (PL)	28,944	21.44	24,070,471	20.88	34,927	30.47	24,317	144
PL Second Mortgage	4,853	3.60	6,556,142	5.69	68,095	59.41	43,400	157
PL Student Loan	15,522	11.50	7,877,438	6.83	34,971	30.51	21,488	163
PL Other Types	11,815	8.75	12,046,793	10.45	11,645	10.16	10,917	107
Insurance Products								
Annuity Insurance	8,448	6.26	8,245,660	7.15	128,174	111.83	107,083	120
Cash Value of Insurance	24,323	18.02	24,660,504	21.39	38,627	33.70	33,096	117
Fixed Rate Annuities	4,590	3.40	4,604,364	3.99	118,568	103.45	96,244	123
Variable Rate Annuities	4,373	3.24	4,126,054	3.58	123,131	107.43	106,598	116



Financial CLOUT Demand

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Investment Products								
Any Prod/Investment Svc (inc 401(k))	94,906	70.31	71,878,637	62.34	171,427	149.57	149,287	115
Any Prod/Investment Svc (exc 401(k))	70,801	52.45	54,351,619	47.14	160,055	139.65	133,617	120
Brokerage Services Discount	10,681	7.91	5,801,527	5.03				
Brokerage Services Full Service	15,815	11.72	12,721,258	11.03				
Brokerage Services Total	28,302	20.97	20,020,238	17.36				
Collectibles/Precious Metals/Other	29,236	21.66	25,442,822	22.07	25,814	22.52	18,664	138
Corporate/Municipal Bonds	6,795	5.03	4,710,566	4.09	78,055	68.10	67,186	116
Futures/Warrants/Options	3,335	2.47	2,218,484	1.92	41,582	36.28	35,864	116
Government Securities	4,211	3.12	3,360,940	2.91	14,531	12.68	14,153	103
Make Stock Trades, 3mos	13,364	9.90	8,889,411	7.71				
Money Market Mutual Funds	6,166	4.57	4,037,888	3.50	87,372	76.23	71,058	123
Mutual Funds (inc IRAs)	31,765	23.53	21,699,364	18.82	138,764	121.07	126,720	110
Mutual Funds (exc IRAs)	24,176	17.91	17,017,162	14.76	100,685	87.85	90,013	112
Mutual Funds (Stocks/Bonds)	14,761	10.94	9,272,006	8.04	114,017	99.48	116,293	98
Real Estate Investments	12,503	9.26	10,843,142	9.40	481,343	419.96	391,960	123
Securities	93,472	69.25	70,496,746	61.14	172,345	150.37	150,377	115
Stock	33,293	24.66	24,713,288	21.43	136,937	119.47	118,668	115
Stocks from Employer	12,938	9.58	11,059,778	9.59	70,027	61.10	66,773	105
Stocks not from Employer	24,375	18.06	16,631,052	14.42	149,863	130.75	131,933	114
Total Mutual Funds	53,472	39.61	36,899,800	32.00	147,381	128.59	140,764	105
Trust /Estate Planning Service	4,396	3.26	3,617,840	3.14				
US Savings Bonds/T-Bills/Notes	28,288	20.96	24,135,478	20.93	8,592	7.50	7,286	118

Lines of Credit Products

American Express Cards (AMEX)	20,294	15.03	11,715,521	10.16				
Home Equity Line of Credit	9,932	7.36	11,312,116	9.81	41,722	36.40	30,735	136
Home Equity Line w/Rvlvng	7,758	5.75	9,075,298	7.87				
Personal Line of Credit (PLC)	35,392	26.22	30,031,746	26.05	18,482	16.13	17,460	106
PLC w/Rvlvng	24,635	18.25	21,602,406	18.73				
PLC Other Types	12,416	9.20	9,671,344	8.39	13,339	11.64	11,438	117
PLC Other Types w/Rvlvng	9,927	7.35	7,529,007	6.53				
PLC Overdraft Protection	16,185	11.99	12,142,520	10.53	4,579	3.99	5,441	84
PLC Overdraft Protection w/Rvlvng	8,510	6.30	6,786,637	5.89				



Financial CLOUT Demand

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Overall Credit Measures								
Credit (inc Mortgage)	117,799	87.27	99,210,197	86.04	106,463	92.89	100,602	106
Credit w/Rvlnvg (inc Mrtg)	106,126	78.62	89,301,923	77.45				
Credit (exc Mrtg)	117,077	86.74	96,419,043	83.62	27,641	24.12	24,024	115
Credit w/Rvlnvg (exc Mrtg)	98,179	72.73	81,634,156	70.80				
Credit (exc Mrtg/CC)	73,138	54.18	63,041,151	54.67	32,756	28.58	27,661	118
Credit with Revolving	94,395	69.93	71,870,147	62.33				
Installment Credit	57,420	42.54	51,023,964	44.25	30,330	26.46	23,899	127
R/E Secured Credit (inc Mrtg)	41,406	30.68	55,366,421	48.02	242,720	211.77	149,848	162
R/E Secured Credit (exc Mrtg)	13,333	9.88	16,072,286	13.94	55,866	48.74	39,336	142
Revolving Credit	112,572	83.40	89,506,722	77.63	13,277	11.58	12,255	108
Overall Deposit Measures								
Deposit	123,997	91.86	106,981,556	92.78	52,615	45.91	41,715	126
Liquid Deposit	123,852	91.75	106,782,379	92.61	33,401	29.14	24,836	134
Retirement Products								
401(k) Plans	69,935	51.81	49,089,902	42.57	70,601	61.60	70,650	100
401(k) Invested in MF	39,192	29.03	25,197,918	21.85	88,611	77.31	97,008	91
IRA	44,323	32.84	31,886,060	27.65	145,870	127.27	144,850	101
IRA in CD	3,831	2.84	3,071,294	2.66	102,909	89.79	88,035	117
IRA in Mutual Funds	15,605	11.56	9,317,884	8.08	126,479	110.35	130,715	97
IRA in Reg/MM Savings	2,323	1.72	1,753,946	1.52	68,188	59.49	60,150	113
IRA in Other	19,387	14.36	15,715,566	13.63	139,637	121.83	139,598	100
IRA in Securities	21,687	16.07	13,835,796	12.00	147,813	128.96	148,091	100
IRA not in Mutual Funds	6,989	5.18	5,192,707	4.50	176,258	153.78	160,026	110
Keogh Plans	2,114	1.57	1,254,061	1.09	47,244	41.22	43,858	108
Other Retirement Plans	81,401	60.31	60,208,529	52.22	75,490	65.86	71,580	105
Private Pension Plans	29,425	21.80	25,037,986	21.71	37,641	32.84	31,412	120
Retirement Savings	90,464	67.02	68,775,852	59.65	139,396	121.62	129,819	107
ROTH IRA	16,930	12.54	9,863,975	8.55	75,163	65.58	104,714	72



Financial CLOUT Demand

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Saving Products								
CD (inc CD IRAs)	27,665	20.50	22,256,480	19.30	80,569	70.30	76,614	105
CD (exc CD IRAs)	26,813	19.86	21,450,882	18.60	68,427	59.70	66,887	102
Fixed-Int Savings	98,124	72.69	81,544,416	70.72	15,954	13.92	12,779	125
Money Market Savings	37,102	27.49	25,075,553	21.75	40,130	35.01	37,938	106
Reg/Liquid Savings	105,494	78.15	86,348,104	74.89	27,452	23.95	21,864	126
Savings	107,204	79.42	88,300,489	76.58	49,283	43.00	41,886	118
Tax Advantaged College Savings Plan	0	.00	5,725,177	4.97	0	0.00	0	0
Variable-Int Savings	36,076	26.73	24,073,143	20.88	36,879	32.18	35,136	105



Financial CLOUT Demand

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Description	2009	2009 USA
Households	307,055	115,306,103
Total Income	33,373,652,193	7,999,502,807,500
Average Income	108,689.55	69,376.23

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
-------------	-----------------------	---------------	----------------------	--------------	-------------------------------------	--------------------------	------------------------------------	-------------------

Checking/DDA Products

Interest DDA	143,838	46.84	51,320,530	44.51	12,620	11.61	9,261	136
Reg/Non-Interest DDA	153,206	49.90	60,295,385	52.29	6,425	5.91	4,792	134
Transaction/DDA	261,129	85.04	99,090,251	85.94	10,722	9.86	7,712	139

Credit Card Products

AMEX Optima Card	8,935	2.91	2,934,023	2.54	5,502	5.06	4,380	126
AMEX Optima Card w/Rvlvng	3,627	1.18	1,602,361	1.39				
Bank Credit Card	248,888	81.06	87,378,687	75.78	7,389	6.80	6,553	113
Bank Credit Card w/Rvlvng	212,404	69.17	71,373,021	61.90				
Discover Card	65,152	21.22	24,905,609	21.60	2,769	2.55	2,341	118
Discover Card w/Rvlvng	33,084	10.77	13,096,007	11.36				
MasterCard Card	161,861	52.71	58,256,896	50.52	3,467	3.19	3,394	102
MasterCard w/Rvlvng	105,194	34.26	39,109,185	33.92				
VISA Card	212,404	69.17	71,049,392	61.62	4,535	4.17	3,918	116
VISA Card w/Rvlvng	142,759	46.49	49,053,298	42.54				



Financial CLOUT Demand

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Delivery Products								
Account Relations (ave/HH)					10	0.00	9	108
Asset/Cash Management Account	19,702	6.42	5,912,785	5.13	383,712	353.04	304,422	126
ATM/Debit Cardholders	263,938	85.96	97,032,765	84.15				
ATM/Debit Card Users	238,515	77.68	87,322,137	75.73				
ATM/Debit Trans/Month (ave/HH)					8	0.00	9	89
Direct Deposit Payroll	195,602	63.70	60,846,082	52.77				
Holding Company Relations (ave/HH)					3	0.00	2	114
Institution Relations (ave/HH)					5	0.00	5	109
Internet Banking	229,138	74.62	77,461,915	67.18				
Mutl Fnd from Bnk/SavingsLoans/CU	8,628	2.81	3,092,223	2.68				
Mutl Fnd from Brokerage	27,029	8.80	9,287,349	8.05				
Mutl Fnd from Mutl Fnd Co	25,966	8.46	6,481,490	5.62				
Mutl Fnd from Other	6,216	2.02	2,094,821	1.82				
Mutual Fund obtained by Mail	16,901	5.50	3,496,400	3.03				
Mutual Fund obtained by Phone	12,914	4.21	3,251,630	2.82				
Mutual Fund obtained in Person	29,926	9.75	11,561,526	10.03				
Mutual Fund obtained Other Method	7,335	2.39	2,345,079	2.03				
Mutual Fund obtained thru Internet	10,920	3.56	2,334,533	2.02				
Online Trades, 3mos	17,787	5.79	3,775,637	3.27				
Online Transfers, 3mos	144,645	47.11	44,644,896	38.72				
Pay Bill via Internet, 3mos	162,535	52.93	50,847,899	44.10				
Social Sec/Direct Deposit	67,459	21.97	37,033,515	32.12				
Use Electronic Banking (inc ATM)	279,809	91.13	101,525,331	88.05				
Use Electronic Banking (exc ATM)	261,287	85.09	90,017,753	78.07				



Financial CLOUT Demand

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Installment Loan Products								
Auto Lease	6,380	2.08	3,961,670	3.44	16,414	15.10	16,066	102
Auto Lease (By Dealer)	5,507	1.79	3,578,490	3.10	16,662	15.33	16,250	103
Auto Lease (on Own)	1,000	.33	429,883	0.37	12,956	11.92	12,789	101
Auto Loans	96,368	31.38	40,897,140	35.47	16,717	15.38	15,505	108
Auto Loans (By Dealer)	63,441	20.66	27,977,234	24.26	15,683	14.43	15,418	102
Auto Loans (on Own)	38,022	12.38	15,492,085	13.44	16,201	14.91	13,089	124
First Mortgages	99,264	32.33	52,032,478	45.13	234,989	216.20	147,299	160
First Mortgages > \$150K	54,468	17.74	16,177,188	14.03				
Fixed Rate Mortgage (FRM)	0	.00	39,914,693	34.62				
Adjustable Rate Mortgage (ARM)	0	.00	8,100,420	7.03				
Other Rate Type Mortgage	0	.00	671,894	0.58				
Personal Loans (PL)	63,266	20.60	24,070,471	20.88	34,086	31.36	24,317	140
PL Second Mortgage	12,550	4.09	6,556,142	5.69	67,510	62.11	43,400	156
PL Student Loan	30,494	9.93	7,877,438	6.83	32,940	30.31	21,488	153
PL Other Types	26,588	8.66	12,046,793	10.45	11,462	10.55	10,917	105
Insurance Products								
Annuity Insurance	21,111	6.88	8,245,660	7.15	129,555	119.20	107,083	121
Cash Value of Insurance	59,804	19.48	24,660,504	21.39	38,146	35.10	33,096	115
Fixed Rate Annuities	11,510	3.75	4,604,364	3.99	119,199	109.67	96,244	124
Variable Rate Annuities	10,950	3.57	4,126,054	3.58	124,476	114.52	106,598	117



Financial CLOUT Demand

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Investment Products								
Any Prod/Investment Svc (inc 401(k))	212,636	69.25	71,878,637	62.34	185,346	170.53	149,287	124
Any Prod/Investment Svc (exc 401(k))	161,544	52.61	54,351,619	47.14	172,189	158.42	133,617	129
Brokerage Services Discount	24,266	7.90	5,801,527	5.03				
Brokerage Services Full Service	37,912	12.35	12,721,258	11.03				
Brokerage Services Total	65,972	21.49	20,020,238	17.36				
Collectibles/Precious Metals/Other	66,795	21.75	25,442,822	22.07	26,455	24.34	18,664	142
Corporate/Municipal Bonds	16,279	5.30	4,710,566	4.09	80,667	74.22	67,186	120
Futures/Warrants/Options	7,358	2.40	2,218,484	1.92	41,849	38.50	35,864	117
Government Securities	8,784	2.86	3,360,940	2.91	15,944	14.67	14,153	113
Make Stock Trades, 3mos	31,026	10.10	8,889,411	7.71				
Money Market Mutual Funds	14,328	4.67	4,037,888	3.50	87,485	80.49	71,058	123
Mutual Funds (inc IRAs)	73,242	23.85	21,699,364	18.82	147,199	135.43	126,720	116
Mutual Funds (exc IRAs)	56,403	18.37	17,017,162	14.76	105,409	96.98	90,013	117
Mutual Funds (Stocks/Bonds)	34,772	11.32	9,272,006	8.04	120,020	110.42	116,293	103
Real Estate Investments	30,082	9.80	10,843,142	9.40	488,512	449.46	391,960	125
Securities	209,194	68.13	70,496,746	61.14	186,378	171.48	150,377	124
Stock	76,175	24.81	24,713,288	21.43	147,460	135.67	118,668	124
Stocks from Employer	29,107	9.48	11,059,778	9.59	74,187	68.26	66,773	111
Stocks not from Employer	56,521	18.41	16,631,052	14.42	160,531	147.70	131,933	122
Total Mutual Funds	119,738	39.00	36,899,800	32.00	157,824	145.21	140,764	112
Trust /Estate Planning Service	10,481	3.41	3,617,840	3.14				
US Savings Bonds/T-Bills/Notes	67,612	22.02	24,135,478	20.93	8,599	7.91	7,286	118

Lines of Credit Products

American Express Cards (AMEX)	45,582	14.84	11,715,521	10.16				
Home Equity Line of Credit	25,525	8.31	11,312,116	9.81	41,871	38.52	30,735	136
Home Equity Line w/Rvlvng	19,958	6.50	9,075,298	7.87				
Personal Line of Credit (PLC)	81,949	26.69	30,031,746	26.05	19,673	18.10	17,460	113
PLC w/Rvlvng	57,183	18.62	21,602,406	18.73				
PLC Other Types	27,464	8.94	9,671,344	8.39	13,445	12.37	11,438	118
PLC Other Types w/Rvlvng	21,796	7.10	7,529,007	6.53				
PLC Overdraft Protection	36,792	11.98	12,142,520	10.53	4,735	4.36	5,441	87
PLC Overdraft Protection w/Rvlvng	19,338	6.30	6,786,637	5.89				



Financial CLOUT Demand

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Overall Credit Measures								
Credit (inc Mortgage)	266,334	86.74	99,210,197	86.04	114,686	105.52	100,602	114
Credit w/Rvlnvg (inc Mrtg)	239,890	78.13	89,301,923	77.45				
Credit (exc Mrtg)	263,904	85.95	96,419,043	83.62	27,354	25.17	24,024	114
Credit w/Rvlnvg (exc Mrtg)	221,140	72.02	81,634,156	70.80				
Credit (exc Mrtg/CC)	163,843	53.36	63,041,151	54.67	32,834	30.21	27,661	119
Credit with Revolving	212,418	69.18	71,870,147	62.33				
Installment Credit	126,862	41.32	51,023,964	44.25	29,697	27.32	23,899	124
R/E Secured Credit (inc Mrtg)	105,467	34.35	55,366,421	48.02	239,336	220.20	149,848	160
R/E Secured Credit (exc Mrtg)	34,258	11.16	16,072,286	13.94	55,929	51.46	39,336	142
Revolving Credit	253,550	82.57	89,506,722	77.63	13,612	12.52	12,255	111
Overall Deposit Measures								
Deposit	281,330	91.62	106,981,556	92.78	54,047	49.73	41,715	130
Liquid Deposit	280,979	91.51	106,782,379	92.61	33,616	30.93	24,836	135
Retirement Products								
401(k) Plans	153,062	49.85	49,089,902	42.57	75,754	69.70	70,650	107
401(k) Invested in MF	85,897	27.97	25,197,918	21.85	94,491	86.94	97,008	97
IRA	101,654	33.11	31,886,060	27.65	156,181	143.69	144,850	108
IRA in CD	9,254	3.01	3,071,294	2.66	103,804	95.51	88,035	118
IRA in Mutual Funds	35,613	11.60	9,317,884	8.08	135,788	124.93	130,715	104
IRA in Reg/MM Savings	5,336	1.74	1,753,946	1.52	68,604	63.12	60,150	114
IRA in Other	44,959	14.64	15,715,566	13.63	148,504	136.63	139,598	106
IRA in Securities	49,743	16.20	13,835,796	12.00	158,276	145.62	148,091	107
IRA not in Mutual Funds	16,373	5.33	5,192,707	4.50	185,515	170.68	160,026	116
Keogh Plans	4,783	1.56	1,254,061	1.09	48,431	44.56	43,858	110
Other Retirement Plans	181,757	59.19	60,208,529	52.22	79,886	73.50	71,580	112
Private Pension Plans	69,610	22.67	25,037,986	21.71	38,688	35.60	31,412	123
Retirement Savings	202,909	66.08	68,775,852	59.65	149,802	137.83	129,819	115
ROTH IRA	36,633	11.93	9,863,975	8.55	81,482	74.97	104,714	78



Financial CLOUT Demand

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Description	Product Count Of Area	% Of Area HHs	Product Count Of USA	% Of USA HHs	Average \$ Balance or Value of Area	% Of Area Average Income	Average \$ Balance or Value of USA	Index (Base: USA)
Saving Products								
CD (inc CD IRAs)	65,496	21.33	22,256,480	19.30	82,353	75.77	76,614	107
CD (exc CD IRAs)	63,535	20.69	21,450,882	18.60	69,775	64.20	66,887	104
Fixed-Int Savings	221,862	72.25	81,544,416	70.72	15,895	14.62	12,779	124
Money Market Savings	85,159	27.73	25,075,553	21.75	40,927	37.65	37,938	108
Reg/Liquid Savings	238,392	77.64	86,348,104	74.89	27,877	25.65	21,864	128
Savings	242,449	78.96	88,300,489	76.58	51,167	47.08	41,886	122
Tax Advantaged College Savings Plan	0	.00	5,725,177	4.97	0	0.00	0	0
Variable-Int Savings	82,840	26.98	24,073,143	20.88	37,653	34.64	35,136	107

The Financial CLOUT data set is developed using three years of proprietary Market Audit survey results. The Market Audit survey is a syndicated study of household financial behavior that provides comprehensive and accurate information about consumer consumption of financial services. Each year, the Market Audit program collects information from approximately 75,000 respondents across the nation about all of their financial account relationships with all financial institutions, both traditional and nontraditional. The interviews are conducted year-round to provide continuous, consistent, and unbiased market information for financial services products.



Financial CLOUT Demand

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894847	-77.074691
ARLINGTON, VA 22209-2411	Radius	0.00	- 1.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894847	-77.074691
ARLINGTON, VA 22209-2411	Radius	0.00	- 3.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894847	-77.074691
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 2

Order Number: 968196175

