

Financial CLOUT Demand

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

Description	2011	2011 USA
Households	17,669	116,862,390
Total Income	1,890,605,191	7,891,636,417,500
Average Income	107,002.85	67,529.31

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)
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Checking/DDA Products

Interest DDA	7,739	43.80	51,152,791	43.77	11,598	10.84	9,169	126
Reg/Non-Interest DDA	9,879	55.91	62,329,934	53.34	6,420	6.00	4,890	131
Transaction/DDA	16,608	94.00	107,505,106	91.99	10,076	9.42	7,603	133

Credit Card Products

Bank Credit Card	14,295	80.90	86,210,218	73.77	9,757	9.12	7,579	129
Bank Credit Card w/Rvlvng	12,153	68.78	70,047,287	59.94				
Discovery Card	3,499	19.80	25,269,519	21.62	4,595	4.29	3,099	148
Discovery Card w/Rvlvng	1,947	11.02	13,602,726	11.64				
MasterCard Card	8,932	50.55	55,827,568	47.77	5,204	4.86	3,976	131
MasterCard w/Rvlvng	5,905	33.42	36,957,296	31.62				
VISA Card	12,153	68.78	69,807,992	59.74	5,544	5.18	4,612	120
VISA Card w/Rvlvng	8,243	46.65	47,303,940	40.48				

Delivery Products

Account Relations (ave/HH)	9	0.05	8	111
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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)
Asset/Cash Management Account	1,073	6.07	6,367,590	5.45	297,748	278.26	279,432	107
ATM/Debit Cardholders	15,776	89.29	99,525,071	85.16				
ATM/Debit Card Users	14,431	81.67	90,474,077	77.42				
ATM/Debit Trans/Month (ave/HH)					9	0.05	10	88
Holding Company Relations (ave/HH)					3	0.02	2	116
Institution Relations (ave/HH)					5	0.03	4	111
Internet Banking	13,866	78.48	80,770,530	69.12				
Mutl Fnd from Bnk/SavingsLoans/CU	524	2.97	3,355,688	2.87				
Mutl Fnd from Brokerage	1,315	7.44	8,904,335	7.62				
Mutl Fnd from Mutl Fnd Co	1,368	7.74	6,537,294	5.59				
Mutl Fnd from Other	291	1.65	1,763,699	1.51				
Mutual Fund obtained by Mail	657	3.72	3,039,135	2.60				
Mutual Fund obtained by Phone	637	3.61	3,221,765	2.76				
Mutual Fund obtained in Person	1,501	8.50	11,337,758	9.70				
Mutual Fund obtained Other Method	399	2.26	2,130,586	1.82				
Mutual Fund obtained thru Internet	792	4.48	3,118,556	2.67				
Online Trades, 3mos	1,069	6.05	4,214,195	3.61				
Online Transfers, 3mos	9,198	52.06	49,225,322	42.12				
Pay Bill via Internet, 3mos	10,283	58.20	55,816,475	47.76				

Installment Loan Products

Auto Lease	391	2.21	3,415,099	2.92	14,215	13.28	13,735	103
Auto Lease (By Dealer)	313	1.77	2,979,181	2.55	15,081	14.09	14,153	107
Auto Lease (on Own)	82	.46	479,802	0.41	10,221	9.55	9,882	103
Auto Loans	5,350	30.28	38,002,908	32.52	15,554	14.54	14,383	108
Auto Loans (By Dealer)	3,336	18.88	25,515,544	21.83	15,512	14.50	14,444	107
Auto Loans (on Own)	2,264	12.81	14,447,626	12.36	13,898	12.99	12,324	113
First Mortgages	5,303	30.01	51,352,291	43.94	243,070	227.16	153,185	159
First Mortgages > \$150K	2,834	16.04	16,917,493	14.48				
Fixed Rate Mortgage (FRM)	4,247	24.04	43,848,766	37.52				
Adjustable Rate Mortgage (ARM)	882	4.99	6,616,974	5.66				
Other Rate Type Mortgage	100	.57	599,219	0.51				
Personal Loans (PL)	4,214	23.85	23,918,096	20.47	34,696	32.43	22,316	155
PL Second Mortgage	630	3.57	6,137,249	5.25	54,256	50.71	38,410	141
PL Student Loan	2,317	13.11	7,744,194	6.63	39,046	36.49	21,846	179
PL Other Types	1,698	9.61	12,003,039	10.27	12,712	11.88	10,735	118

Insurance Products

Annuity Insurance	1,063	6.02	8,601,499	7.36	128,697	120.27	115,444	111
Cash Value of Insurance	2,420	13.70	22,281,743	19.07	39,717	37.12	31,287	127
Fixed Rate Annuities	587	3.32	5,278,686	4.52	117,343	109.66	105,310	111



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)
Variable Rate Annuities	505	2.86	3,824,953	3.27	134,477	125.68	114,274	118

Investment Products

Any Prod/Investment Svc (inc 401(k))	12,374	70.03	69,243,473	59.25	138,967	129.87	151,620	92
Any Prod/Investment Svc (exc 401(k))	8,529	48.27	50,448,998	43.17	126,564	118.28	136,978	92
Brokerage Services Discount	1,340	7.58	6,517,711	5.58				
Brokerage Services Full Service	1,973	11.17	12,655,022	10.83				
Brokerage Services Total	3,631	20.55	20,833,174	17.83				
Collectibles/Precious Metals/Other	3,230	18.28	21,505,110	18.40	18,802	17.57	19,143	98
Corporate/Municipal Bonds	734	4.15	4,539,443	3.88	68,484	64.00	66,770	103
Futures/Warrents/Options	371	2.10	2,127,673	1.82	43,216	40.39	39,764	109
Government Securities	579	3.28	3,424,741	2.93	12,714	11.88	14,294	89
Make Stock Trades, 3mos	1,613	9.13	8,937,998	7.65				
Money Market Mutual Funds	870	4.92	4,892,849	4.19	86,535	80.87	76,603	113
Mutual Funds (inc IRAs)	3,822	21.63	21,241,541	18.18	129,051	120.61	133,334	97
Mutual Funds (exc IRAs)	2,972	16.82	17,159,941	14.68	98,186	91.76	94,755	104
Mutual Funds (Stocks/Bonds)	1,658	9.38	8,954,076	7.66	112,595	105.23	118,533	95
Real Estate Investments	1,400	7.92	9,861,765	8.44	452,550	422.93	358,684	126
Securities	12,172	68.89	67,598,773	57.84	139,286	130.17	153,210	91
Stock	3,801	21.51	21,562,895	18.45	87,454	81.73	115,933	75
Stocks from Employer	1,483	8.39	9,179,809	7.86	50,376	47.08	69,739	72
Stocks not from Employer	2,688	15.21	14,651,855	12.54	95,867	89.59	126,923	76
Total Mutual Funds	6,657	37.68	34,450,051	29.48	132,338	123.68	152,275	87
Trust /Estate Planning Service	498	2.82	3,414,060	2.92				



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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)
US Savings Bonds/T-Bills/Notes	2,969	16.80	20,121,220	17.22	9,470	8.85	8,699	109

Lines of Credit Products

American Express Cards (AMEX)	2,594	14.68	12,788,958	10.94				
Home Equity Line of Credit	1,054	5.97	10,195,415	8.72	39,676	37.08	30,924	128
Home Equity Line w/Rvlvng	871	4.93	8,282,800	7.09				
Personal Line of Credit (PLC)	4,371	24.74	27,522,951	23.55	20,519	19.18	18,823	109
PLC w/Rvlvng	3,187	18.04	20,339,979	17.41				
PLC Other Types	1,738	9.84	9,258,068	7.92	18,652	17.43	13,007	143
PLC Other Types w/Rvlvng	1,394	7.89	7,461,343	6.38				
PLC Overdraft Protection	2,001	11.32	10,846,146	9.28	7,716	7.21	7,593	102
PLC Overdraft Protection w/Rvlvng	1,185	6.71	6,457,736	5.53				

Overall Credit Measures

Credit (inc Mortgage)	15,404	87.18	99,138,287	84.83	113,455	106.03	102,061	111
Credit w/Rvlvng (inc Mrtg)	13,858	78.43	88,253,301	75.52				
Credit (exc Mrtg)	15,246	86.29	95,672,165	81.87	30,080	28.11	23,537	128
Credit w/Rvlvng (exc Mrtg)	12,625	71.45	79,551,401	68.07				
Credit (exc Mrtg/CC)	9,228	52.23	59,693,242	51.08	34,582	32.32	26,777	129
Credit with Revolving	12,153	68.78	70,381,181	60.23				
Installment Credit	7,487	42.37	48,586,096	41.58	30,643	28.64	22,236	138
R/E Secured Credit (inc Mrtg)	5,570	31.52	54,748,273	46.85	245,087	229.05	153,747	159
R/E Secured Credit (exc Mrtg)	1,490	8.43	14,613,691	12.51	50,982	47.65	37,705	135
Revolving Credit	14,594	82.60	88,345,158	75.60	15,702	14.67	13,260	118

Overall Deposit Measures

Deposit	16,749	94.79	108,924,458	93.21	50,357	47.06	45,358	111
Liquid Deposit	16,725	94.66	108,719,047	93.03	32,577	30.45	25,142	130

Retirement Products

401(k) Plans	9,627	54.49	48,782,038	41.74	66,488	62.14	73,557	90
401(k) Invested in MF	4,900	27.73	23,130,264	19.79	79,126	73.95	104,351	76
IRA	5,700	32.26	32,154,764	27.52	126,527	118.25	143,277	88
IRA in CD	514	2.91	3,584,522	3.07	98,679	92.22	94,561	104



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)
IRA in Mutual Funds	1,733	9.81	8,749,127	7.49	116,225	108.62	137,869	84
IRA in Reg/MM Savings	430	2.43	2,150,289	1.84	66,376	62.03	69,488	96
IRA in Other	2,466	13.96	15,237,674	13.04	126,748	118.45	137,005	93
IRA in Securities	2,501	14.15	13,521,039	11.57	131,666	123.05	150,212	88
IRA not in Mutual Funds	856	4.84	5,392,610	4.61	149,358	139.58	152,950	98
Keogh Plans	276	1.56	1,384,223	1.18	36,644	34.25	37,760	97
Other Retirement Plans	10,715	60.64	58,716,610	50.24	70,660	66.04	74,115	95
Private Pension Plans	3,099	17.54	22,095,821	18.91	34,506	32.25	32,190	107
Retirement Savings	11,827	66.94	67,329,776	57.61	124,995	116.81	133,059	94
ROTH IRA	2,276	12.88	10,256,569	8.78	78,889	73.73	108,481	73

Saving Products

CD (inc CD IRAs)	3,682	20.84	24,382,338	20.86	73,341	68.54	84,395	87
CD (exc CD IRAs)	3,586	20.30	23,626,661	20.22	61,165	57.16	72,748	84
Fixed-Int Savings	13,621	77.09	84,802,478	72.57	17,018	15.90	13,198	129
Money Market Savings	4,696	26.58	26,148,474	22.38	40,116	37.49	37,854	106
Reg/Liquid Savings	14,344	81.18	89,171,132	76.30	27,306	25.52	21,976	124
Savings	14,533	82.25	91,098,287	77.95	47,496	44.39	45,740	104
Tax Advantaged College Savings Plan	806	4.56	5,739,095	4.91	0	100.00	0	93
Variable-Int Savings	4,504	25.49	25,070,424	21.45	35,496	33.17	33,522	106

Financial CLOUT Demand

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

Description	2011	2011 USA
Households	142,377	116,862,390
Total Income	15,552,772,327	7,891,636,417,500
Average Income	109,236.71	67,529.31

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)
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Checking/DDA Products

Interest DDA	64,662	45.42	51,152,791	43.77	11,956	10.95	9,169	130
Reg/Non-Interest DDA	78,483	55.12	62,329,934	53.34	6,368	5.83	4,890	130
Transaction/DDA	133,803	93.98	107,505,106	91.99	10,321	9.45	7,603	136

Credit Card Products

Bank Credit Card	115,541	81.15	86,210,218	73.77	9,469	8.67	7,579	125
Bank Credit Card w/Rvlvng	98,276	69.03	70,047,287	59.94				
Discovery Card	30,240	21.24	25,269,519	21.62	4,186	3.83	3,099	135
Discovery Card w/Rvlvng	16,211	11.39	13,602,726	11.64				
MasterCard Card	72,730	51.08	55,827,568	47.77	5,054	4.63	3,976	127
MasterCard w/Rvlvng	46,959	32.98	36,957,296	31.62				
VISA Card	98,276	69.03	69,807,992	59.74	5,357	4.90	4,612	116
VISA Card w/Rvlvng	65,448	45.97	47,303,940	40.48				

Delivery Products

Account Relations (ave/HH)	10	0.01	8	114
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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)
Asset/Cash Management Account	9,840	6.91	6,367,590	5.45	326,975	299.33	279,432	117
ATM/Debit Cardholders	125,686	88.28	99,525,071	85.16				
ATM/Debit Card Users	114,289	80.27	90,474,077	77.42				
ATM/Debit Trans/Month (ave/HH)					8	0.01	10	86
Holding Company Relations (ave/HH)					3	0.00	2	117
Institution Relations (ave/HH)					5	0.00	4	113
Internet Banking	110,264	77.45	80,770,530	69.12				
Mutl Fnd from Bnk/SavingsLoans/CU	4,418	3.10	3,355,688	2.87				
Mutl Fnd from Brokerage	11,980	8.41	8,904,335	7.62				
Mutl Fnd from Mutl Fnd Co	11,951	8.39	6,537,294	5.59				
Mutl Fnd from Other	2,568	1.80	1,763,699	1.51				
Mutual Fund obtained by Mail	5,978	4.20	3,039,135	2.60				
Mutual Fund obtained by Phone	5,916	4.16	3,221,765	2.76				
Mutual Fund obtained in Person	13,388	9.40	11,337,758	9.70				
Mutual Fund obtained Other Method	3,406	2.39	2,130,586	1.82				
Mutual Fund obtained thru Internet	6,293	4.42	3,118,556	2.67				
Online Trades, 3mos	8,550	6.01	4,214,195	3.61				
Online Transfers, 3mos	72,564	50.97	49,225,322	42.12				
Pay Bill via Internet, 3mos	81,605	57.32	55,816,475	47.76				

Installment Loan Products

Auto Lease	3,112	2.19	3,415,099	2.92	14,328	13.12	13,735	104
Auto Lease (By Dealer)	2,503	1.76	2,979,181	2.55	15,199	13.91	14,153	107
Auto Lease (on Own)	643	.45	479,802	0.41	10,182	9.32	9,882	103
Auto Loans	41,870	29.41	38,002,908	32.52	15,623	14.30	14,383	109
Auto Loans (By Dealer)	26,052	18.30	25,515,544	21.83	15,504	14.19	14,444	107
Auto Loans (on Own)	17,813	12.51	14,447,626	12.36	14,047	12.86	12,324	114
First Mortgages	48,716	34.22	51,352,291	43.94	246,001	225.20	153,185	161
First Mortgages > \$150K	26,305	18.48	16,917,493	14.48				
Fixed Rate Mortgage (FRM)	39,534	27.77	43,848,766	37.52				
Adjustable Rate Mortgage (ARM)	8,110	5.70	6,616,974	5.66				
Other Rate Type Mortgage	906	.64	599,219	0.51				
Personal Loans (PL)	32,899	23.11	23,918,096	20.47	33,675	30.83	22,316	151
PL Second Mortgage	6,006	4.22	6,137,249	5.25	55,121	50.46	38,410	144
PL Student Loan	16,534	11.61	7,744,194	6.63	36,644	33.55	21,846	168
PL Other Types	13,459	9.45	12,003,039	10.27	12,701	11.63	10,735	118

Insurance Products

Annuity Insurance	10,171	7.14	8,601,499	7.36	134,452	123.08	115,444	116
Cash Value of Insurance	22,180	15.58	22,281,743	19.07	40,859	37.40	31,287	131
Fixed Rate Annuities	5,635	3.96	5,278,686	4.52	122,314	111.97	105,310	116



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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)
Variable Rate Annuities	4,868	3.42	3,824,953	3.27	139,350	127.57	114,274	122

Investment Products

Any Prod/Investment Svc (inc 401(k))	99,290	69.74	69,243,473	59.25	167,141	153.01	151,620	110
Any Prod/Investment Svc (exc 401(k))	70,417	49.46	50,448,998	43.17	152,600	139.70	136,978	111
Brokerage Services Discount	11,455	8.05	6,517,711	5.58				
Brokerage Services Full Service	18,075	12.70	12,655,022	10.83				
Brokerage Services Total	31,791	22.33	20,833,174	17.83				
Collectibles/Precious Metals/Other	26,699	18.75	21,505,110	18.40	20,221	18.51	19,143	106
Corporate/Municipal Bonds	6,819	4.79	4,539,443	3.88	77,875	71.29	66,770	117
Futures/Warrents/Options	3,025	2.12	2,127,673	1.82	45,352	41.52	39,764	114
Government Securities	4,359	3.06	3,424,741	2.93	14,450	13.23	14,294	101
Make Stock Trades, 3mos	14,112	9.91	8,937,998	7.65				
Money Market Mutual Funds	7,455	5.24	4,892,849	4.19	90,332	82.69	76,603	118
Mutual Funds (inc IRAs)	32,683	22.96	21,241,541	18.18	147,932	135.42	133,334	111
Mutual Funds (exc IRAs)	25,781	18.11	17,159,941	14.68	110,425	101.09	94,755	117
Mutual Funds (Stocks/Bonds)	14,776	10.38	8,954,076	7.66	127,861	117.05	118,533	108
Real Estate Investments	12,855	9.03	9,861,765	8.44	480,809	440.15	358,684	134
Securities	97,552	68.52	67,598,773	57.84	167,909	153.71	153,210	110
Stock	32,091	22.54	21,562,895	18.45	106,156	97.18	115,933	92
Stocks from Employer	12,136	8.52	9,179,809	7.86	58,418	53.48	69,739	84
Stocks not from Employer	23,338	16.39	14,651,855	12.54	115,595	105.82	126,923	91
Total Mutual Funds	54,422	38.22	34,450,051	29.48	154,618	141.54	152,275	102
Trust /Estate Planning Service	4,520	3.17	3,414,060	2.92				



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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)
US Savings Bonds/T-Bills/Notes	25,348	17.80	20,121,220	17.22	10,444	9.56	8,699	120

Lines of Credit Products

American Express Cards (AMEX)	21,518	15.11	12,788,958	10.94				
Home Equity Line of Credit	10,346	7.27	10,195,415	8.72	40,845	37.39	30,924	132
Home Equity Line w/Rvlvng	8,485	5.96	8,282,800	7.09				
Personal Line of Credit (PLC)	36,538	25.66	27,522,951	23.55	21,773	19.93	18,823	116
PLC w/Rvlvng	26,451	18.58	20,339,979	17.41				
PLC Other Types	13,598	9.55	9,258,068	7.92	18,337	16.79	13,007	141
PLC Other Types w/Rvlvng	10,780	7.57	7,461,343	6.38				
PLC Overdraft Protection	16,259	11.42	10,846,146	9.28	7,603	6.96	7,593	100
PLC Overdraft Protection w/Rvlvng	9,485	6.66	6,457,736	5.53				

Overall Credit Measures

Credit (inc Mortgage)	124,287	87.29	99,138,287	84.83	125,804	115.17	102,061	123
Credit w/Rvlvng (inc Mrtg)	111,334	78.20	88,253,301	75.52				
Credit (exc Mrtg)	122,846	86.28	95,672,165	81.87	29,725	27.21	23,537	126
Credit w/Rvlvng (exc Mrtg)	101,608	71.37	79,551,401	68.07				
Credit (exc Mrtg/CC)	73,722	51.78	59,693,242	51.08	34,692	31.76	26,777	130
Credit with Revolving	98,276	69.03	70,381,181	60.23				
Installment Credit	58,738	41.26	48,586,096	41.58	29,998	27.46	22,236	135
R/E Secured Credit (inc Mrtg)	51,335	36.06	54,748,273	46.85	248,130	227.15	153,747	161
R/E Secured Credit (exc Mrtg)	14,467	10.16	14,613,691	12.51	52,093	47.69	37,705	138
Revolving Credit	117,911	82.82	88,345,158	75.60	16,025	14.67	13,260	121

Overall Deposit Measures

Deposit	134,979	94.80	108,924,458	93.21	55,104	50.44	45,358	121
Liquid Deposit	134,786	94.67	108,719,047	93.03	34,082	31.20	25,142	136

Retirement Products

401(k) Plans	75,380	52.94	48,782,038	41.74	77,605	71.04	73,557	106
401(k) Invested in MF	38,963	27.37	23,130,264	19.79	91,874	84.11	104,351	88
IRA	48,082	33.77	32,154,764	27.52	149,225	136.61	143,277	104
IRA in CD	4,627	3.25	3,584,522	3.07	106,030	97.06	94,561	112



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)
IRA in Mutual Funds	14,782	10.38	8,749,127	7.49	134,485	123.11	137,869	98
IRA in Reg/MM Savings	3,490	2.45	2,150,289	1.84	74,499	68.20	69,488	107
IRA in Other	21,092	14.81	15,237,674	13.04	149,053	136.45	137,005	109
IRA in Securities	21,420	15.04	13,521,039	11.57	153,159	140.21	150,212	102
IRA not in Mutual Funds	7,522	5.28	5,392,610	4.61	171,857	157.33	152,950	112
Keogh Plans	2,233	1.57	1,384,223	1.18	39,511	36.17	37,760	105
Other Retirement Plans	85,677	60.18	58,716,610	50.24	81,213	74.35	74,115	110
Private Pension Plans	27,112	19.04	22,095,821	18.91	37,621	34.44	32,190	117
Retirement Savings	95,139	66.82	67,329,776	57.61	148,552	135.99	133,059	112
ROTH IRA	18,233	12.81	10,256,569	8.78	91,082	83.38	108,481	84

Saving Products

CD (inc CD IRAs)	32,040	22.50	24,382,338	20.86	80,656	73.84	84,395	96
CD (exc CD IRAs)	31,254	21.95	23,626,661	20.22	66,987	61.32	72,748	92
Fixed-Int Savings	109,229	76.72	84,802,478	72.57	17,379	15.91	13,198	132
Money Market Savings	39,644	27.84	26,148,474	22.38	42,441	38.85	37,854	112
Reg/Liquid Savings	115,287	80.97	89,171,132	76.30	28,805	26.37	21,976	131
Savings	116,950	82.14	91,098,287	77.95	52,715	48.26	45,740	115
Tax Advantaged College Savings Plan	7,246	5.09	5,739,095	4.91	0	100.00	0	104
Variable-Int Savings	38,144	26.79	25,070,424	21.45	37,295	34.14	33,522	111

Financial CLOUT Demand

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

Description	2011	2011 USA
Households	320,611	116,862,390
Total Income	33,484,507,101	7,891,636,417,500
Average Income	104,439.61	67,529.31

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)
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Checking/DDA Products

Interest DDA	147,622	46.04	51,152,791	43.77	11,869	11.36	9,169	129
Reg/Non-Interest DDA	174,637	54.47	62,329,934	53.34	6,147	5.89	4,890	126
Transaction/DDA	300,505	93.73	107,505,106	91.99	10,161	9.73	7,603	134

Credit Card Products

Bank Credit Card	257,358	80.27	86,210,218	73.77	9,220	8.83	7,579	122
Bank Credit Card w/Rvlvng	218,659	68.20	70,047,287	59.94				
Discovery Card	70,026	21.84	25,269,519	21.62	3,919	3.75	3,099	126
Discovery Card w/Rvlvng	36,873	11.50	13,602,726	11.64				
MasterCard Card	162,396	50.65	55,827,568	47.77	4,941	4.73	3,976	124
MasterCard w/Rvlvng	103,810	32.38	36,957,296	31.62				
VISA Card	218,658	68.20	69,807,992	59.74	5,210	4.99	4,612	113
VISA Card w/Rvlvng	144,365	45.03	47,303,940	40.48				

Delivery Products

Account Relations (ave/HH)					10	0.00	8	113
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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)
Asset/Cash Management Account	23,085	7.20	6,367,590	5.45	336,632	322.32	279,432	120
ATM/Debit Cardholders	279,973	87.32	99,525,071	85.16				
ATM/Debit Card Users	253,516	79.07	90,474,077	77.42				
ATM/Debit Trans/Month (ave/HH)					8	0.00	10	85
Holding Company Relations (ave/HH)					3	0.00	2	115
Institution Relations (ave/HH)					5	0.00	4	112
Internet Banking	243,909	76.08	80,770,530	69.12				
Mutl Fnd from Bnk/SavingsLoans/CU	9,987	3.11	3,355,688	2.87				
Mutl Fnd from Brokerage	28,129	8.77	8,904,335	7.62				
Mutl Fnd from Mutl Fnd Co	27,387	8.54	6,537,294	5.59				
Mutl Fnd from Other	5,971	1.86	1,763,699	1.51				
Mutual Fund obtained by Mail	13,987	4.36	3,039,135	2.60				
Mutual Fund obtained by Phone	14,040	4.38	3,221,765	2.76				
Mutual Fund obtained in Person	31,331	9.77	11,337,758	9.70				
Mutual Fund obtained Other Method	7,732	2.41	2,130,586	1.82				
Mutual Fund obtained thru Internet	13,451	4.20	3,118,556	2.67				
Online Trades, 3mos	18,448	5.75	4,214,195	3.61				
Online Transfers, 3mos	158,156	49.33	49,225,322	42.12				
Pay Bill via Internet, 3mos	179,381	55.95	55,816,475	47.76				
Installment Loan Products								
Auto Lease	6,751	2.11	3,415,099	2.92	14,365	13.75	13,735	105
Auto Lease (By Dealer)	5,472	1.71	2,979,181	2.55	15,120	14.48	14,153	107
Auto Lease (on Own)	1,383	.43	479,802	0.41	10,299	9.86	9,882	104
Auto Loans	91,697	28.60	38,002,908	32.52	15,599	14.94	14,383	108
Auto Loans (By Dealer)	57,143	17.82	25,515,544	21.83	15,428	14.77	14,444	107
Auto Loans (on Own)	38,960	12.15	14,447,626	12.36	14,086	13.49	12,324	114
First Mortgages	119,189	37.18	51,352,291	43.94	243,445	233.10	153,185	159
First Mortgages > \$150K	63,703	19.87	16,917,493	14.48				
Fixed Rate Mortgage (FRM)	97,338	30.36	43,848,766	37.52				
Adjustable Rate Mortgage (ARM)	19,820	6.18	6,616,974	5.66				
Other Rate Type Mortgage	2,198	.69	599,219	0.51				
Personal Loans (PL)	71,359	22.26	23,918,096	20.47	32,466	31.09	22,316	145
PL Second Mortgage	15,003	4.68	6,137,249	5.25	55,172	52.83	38,410	144
PL Student Loan	32,489	10.13	7,744,194	6.63	34,255	32.80	21,846	157
PL Other Types	29,944	9.34	12,003,039	10.27	12,560	12.03	10,735	117
Insurance Products								
Annuity Insurance	24,719	7.71	8,601,499	7.36	135,786	130.01	115,444	118
Cash Value of Insurance	54,051	16.86	22,281,743	19.07	40,585	38.86	31,287	130
Fixed Rate Annuities	13,736	4.28	5,278,686	4.52	123,832	118.57	105,310	118

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)
Variable Rate Annuities	11,833	3.69	3,824,953	3.27	139,908	133.96	114,274	122

Investment Products

Any Prod/Investment Svc (inc 401(k))	219,759	68.54	69,243,473	59.25	179,772	172.13	151,620	119
Any Prod/Investment Svc (exc 401(k))	158,804	49.53	50,448,998	43.17	163,088	156.16	136,978	119
Brokerage Services Discount	25,791	8.04	6,517,711	5.58				
Brokerage Services Full Service	42,524	13.26	12,655,022	10.83				
Brokerage Services Total	72,994	22.77	20,833,174	17.83				
Collectibles/Precious Metals/Other	60,377	18.83	21,505,110	18.40	20,604	19.73	19,143	108
Corporate/Municipal Bonds	16,125	5.03	4,539,443	3.88	80,694	77.26	66,770	121
Futures/Warrents/Options	6,657	2.08	2,127,673	1.82	46,192	44.23	39,764	116
Government Securities	9,120	2.84	3,424,741	2.93	15,754	15.08	14,294	110
Make Stock Trades, 3mos	32,228	10.05	8,937,998	7.65				
Money Market Mutual Funds	16,982	5.30	4,892,849	4.19	90,872	87.01	76,603	119
Mutual Funds (inc IRAs)	74,308	23.18	21,241,541	18.18	155,380	148.78	133,334	117
Mutual Funds (exc IRAs)	59,085	18.43	17,159,941	14.68	114,290	109.43	94,755	121
Mutual Funds (Stocks/Bonds)	34,216	10.67	8,954,076	7.66	132,682	127.04	118,533	112
Real Estate Investments	30,444	9.50	9,861,765	8.44	488,093	467.34	358,684	136
Securities	215,655	67.26	67,598,773	57.84	180,701	173.02	153,210	118
Stock	72,444	22.60	21,562,895	18.45	114,884	110.00	115,933	99
Stocks from Employer	26,959	8.41	9,179,809	7.86	62,308	59.66	69,739	89
Stocks not from Employer	53,369	16.65	14,651,855	12.54	124,471	119.18	126,923	98
Total Mutual Funds	120,689	37.64	34,450,051	29.48	164,820	157.81	152,275	108
Trust /Estate Planning Service	10,591	3.30	3,414,060	2.92				



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Prepared By:

Nielsen Solution Center 1 800 866 6511

Prepared For:

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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)
US Savings Bonds/T-Bills/Notes	59,622	18.60	20,121,220	17.22	10,544	10.10	8,699	121

Lines of Credit Products

American Express Cards (AMEX)	47,898	14.94	12,788,958	10.94				
Home Equity Line of Credit	25,811	8.05	10,195,415	8.72	41,235	39.48	30,924	133
Home Equity Line w/Rvlvng	21,174	6.60	8,282,800	7.09				
Personal Line of Credit (PLC)	83,209	25.95	27,522,951	23.55	22,379	21.43	18,823	119
PLC w/Rvlvng	60,091	18.74	20,339,979	17.41				
PLC Other Types	29,415	9.17	9,258,068	7.92	17,848	17.09	13,007	137
PLC Other Types w/Rvlvng	23,139	7.22	7,461,343	6.38				
PLC Overdraft Protection	36,332	11.33	10,846,146	9.28	7,510	7.19	7,593	99
PLC Overdraft Protection w/Rvlvng	21,057	6.57	6,457,736	5.53				

Overall Credit Measures

Credit (inc Mortgage)	278,128	86.75	99,138,287	84.83	133,026	127.37	102,061	130
Credit w/Rvlvng (inc Mrtg)	248,904	77.63	88,253,301	75.52				
Credit (exc Mrtg)	274,164	85.51	95,672,165	81.87	29,115	27.88	23,537	124
Credit w/Rvlvng (exc Mrtg)	226,544	70.66	79,551,401	68.07				
Credit (exc Mrtg/CC)	163,527	51.00	59,693,242	51.08	34,302	32.84	26,777	128
Credit with Revolving	218,672	68.20	70,381,181	60.23				
Installment Credit	128,659	40.13	48,586,096	41.58	29,125	27.89	22,236	131
R/E Secured Credit (inc Mrtg)	125,764	39.23	54,748,273	46.85	245,762	235.31	153,747	160
R/E Secured Credit (exc Mrtg)	36,091	11.26	14,613,691	12.51	52,425	50.20	37,705	139
Revolving Credit	262,858	81.99	88,345,158	75.60	16,112	15.43	13,260	122

Overall Deposit Measures

Deposit	303,250	94.59	108,924,458	93.21	56,264	53.87	45,358	124
Liquid Deposit	302,815	94.45	108,719,047	93.03	33,927	32.49	25,142	135

Retirement Products

401(k) Plans	163,127	50.88	48,782,038	41.74	83,416	79.87	73,557	113
401(k) Invested in MF	84,648	26.40	23,130,264	19.79	98,595	94.40	104,351	94
IRA	108,803	33.94	32,154,764	27.52	159,692	152.90	143,277	111
IRA in CD	10,929	3.41	3,584,522	3.07	108,218	103.62	94,561	114



Prepared On: Fri Oct 21, 2011 Page 14 Of 16

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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)
IRA in Mutual Funds	33,380	10.41	8,749,127	7.49	143,600	137.50	137,869	104
IRA in Reg/MM Savings	7,750	2.42	2,150,289	1.84	78,464	75.13	69,488	113
IRA in Other	48,213	15.04	15,237,674	13.04	159,270	152.50	137,005	116
IRA in Securities	48,531	15.14	13,521,039	11.57	162,889	155.96	150,212	108
IRA not in Mutual Funds	17,291	5.39	5,392,610	4.61	179,976	172.32	152,950	118
Keogh Plans	4,928	1.54	1,384,223	1.18	41,123	39.38	37,760	109
Other Retirement Plans	188,702	58.86	58,716,610	50.24	86,122	82.46	74,115	116
Private Pension Plans	63,267	19.73	22,095,821	18.91	38,587	36.95	32,190	120
Retirement Savings	210,653	65.70	67,329,776	57.61	159,629	152.84	133,059	120
ROTH IRA	39,325	12.27	10,256,569	8.78	98,084	93.91	108,481	90

Saving Products

CD (inc CD IRAs)	74,298	23.17	24,382,338	20.86	83,181	79.64	84,395	99
CD (exc CD IRAs)	72,531	22.62	23,626,661	20.22	68,900	65.97	72,748	95
Fixed-Int Savings	243,751	76.03	84,802,478	72.57	17,117	16.39	13,198	130
Money Market Savings	89,618	27.95	26,148,474	22.38	43,338	41.50	37,854	114
Reg/Liquid Savings	257,349	80.27	89,171,132	76.30	28,942	27.71	21,976	132
Savings	261,245	81.48	91,098,287	77.95	54,494	52.18	45,740	119
Tax Advantaged College Savings Plan	18,406	5.74	5,739,095	4.91	0	100.00	0	117
Variable-Int Savings	86,340	26.93	25,070,424	21.45	37,940	36.33	33,522	113

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	38.894855	-77.074610
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	38.894855	-77.074610
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	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 970524744