



RECEIVED
BY: _____

daily banking
investments
loans
insurance

February 21, 2008

Ms. Jane Walters
Regional Director
National Credit Union Administration
1775 Duke Street, Suite 4206
Alexandria, VA 22314-3437

Dear Director Walters:

Enclosed please find Citadel Federal Credit Union's request and application to serve persons who live, worship, work (or regularly conduct business in), or attend school in Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania, as permitted under NCUA Rules and Regulations.

Our application includes a detailed description of our plans to serve the entirety of the proposed community. We have relied on reasonable assumptions and projections in developing our business and marketing plans that are intended to assist us in our efforts to provide financial access to all residents and businesses of the proposed community.

We have strived to provide you with the most complete, detailed information available from reliable and accurate sources. However, should you have any questions or require any additional information in your review of this application please do not hesitate to contact me.

Thank you for your consideration of our request and we look forward to hearing from you soon.

Sincerely,

Jeffery L. March
President/CEO
Citadel Federal Credit Union

Enclosure

Jeffery L. March, President/CEO

3030 SIRT ROAD PO BOX 75147 ALEXANDRIA VA 22307

703 280 6607 march@citadelcu.org

Citadel Federal Credit Union

**Application for Community Charter Expansion
February 2008**

Citadel Federal Credit Union

Application for Community Charter Expansion February 2008

Executive Summary

Key Ratios

Citadel Federal Credit Union is a community credit union serving over 111,460 members through thirteen office locations throughout the Greater Philadelphia Community of Pennsylvania and has continued to record impressive numbers as evidenced by the chart below.

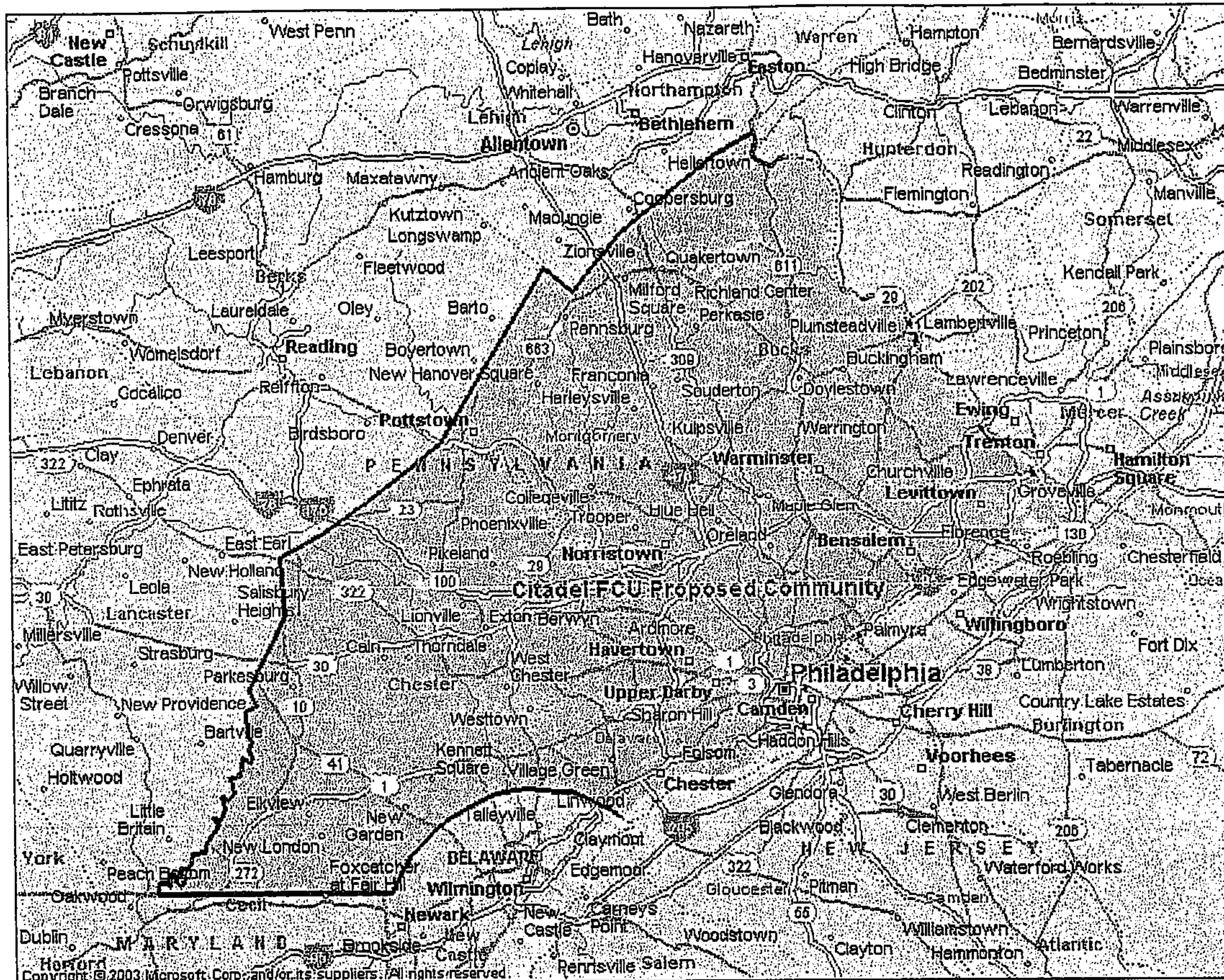
Category	Measure
Total Assets	\$1,057,585,735
Net Worth to Total Assets	10.32%
ROA	1.07%
Loan to Share Ratio	104.64%
Delinquency	0.87%
Net Charge Offs	1.03%

Based on actual end of Year 2007 numbers

Request

Citadel Federal Credit Union requests the proposed expansion based on a commitment to reach out to the entire Philadelphia community while strengthening its long term financial stability. With its long established history operating and meeting financial needs in the community it now proposes to serve in its entirety, Citadel Federal Credit Union is confident of its ability to provide a wide array of affordably priced financial products and services to all of the residents of the proposed community. Citadel Federal Credit Union believes that a community charter expansion will enable the credit union to continue to impact in a positive way the lives of its existing members as well as potential members.

The credit union proposes to expand its community charter to serve *persons who live, worship, work (or regularly conduct business in), or attend school in Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania.* A map of the proposed community is located below:



2000 Census data indicates the population of the proposed area is 3,849,647.

Local Community

Having served a local community for over twenty four years, Citadel Federal Credit Union clearly understands that approval of a community charter is based on a single, geographically well-defined area where individuals have common interests and/or interact. Based on these requirements, the credit union is convinced that this application clearly and unquestionably establishes the proposed area as a community under NCUA's Chartering and Field of Membership Manual. This section of the application will demonstrate that the Greater Philadelphia Community is a well-defined local community by demonstrating and documenting the interaction and common interests of the proposed community. Citadel Federal Credit Union contends that the proposed area to be served is both a well-defined and local community as demonstrated through compelling and convincing information and documentation that includes, but is not limited to, the following:

- Clearly defined geographic boundaries.

- Partnerships and Regional Development Organizations that clearly substantiate the proposed community as being the Greater Philadelphia Community.
- Major roadways that promote trade and interaction among residents and businesses, including commuting patterns that reinforce the City of Philadelphia as the hub of the proposed community.
- Population density figures clearly showing Philadelphia as the hub of the community.
- Robust employment opportunities in the region.
- Shared regional media, including newspapers, magazines, and radio are prevalent throughout the community.
- Government and regional partnerships concentrate on the five counties within the proposed community for shared services and programs.
- Business concentration is located within the proposed community.
- Entertainment, recreation and attractions attended by residents from across the community.
- Shared medical, transportation, higher education, and media facilities are utilized by residents throughout the community.

The city of Philadelphia forms the economic hub of the proposed community. The proposed community is commonly referred to as The Greater Philadelphia Community. This area is considered the Philadelphia, Pennsylvania, Metropolitan Division (Code 37964) by the U.S. Census Bureau.

Business Plan

Connects Federal Credit Union has consistently demonstrated favorable financial trends and offers a wide array of financial products and services. The credit union has drafted an ambitious and appropriate business plan that is designed to meet the needs of the entire community.

Citadel FCU currently maintains 13 full service office locations in the proposed community. Citadel FCU's administrative and Operations Centers are in Thorndale in Chester County and Valley Creek Corporate Center in Chester County, PA. Its other branch locations are found in Chester, Delaware and Lancaster counties. Credit union offices and service facilities are very accessible to community residents. Residents in upper Bucks County have the longest distance to travel to reach a proprietary branch. All Montgomery County residents are within 30 miles of a branch facility. All Philadelphia County residents are within 25 miles of a branch facility. Delaware County residents are within 6 miles of branches located in Delaware County and Chester County. Chester County residents have access to numerous branch facilities that are located throughout the county.

Citadel FCU is also a participant in the Pennsylvania Credit Union Services, Inc. The Pennsylvania Credit Union Services Inc. is a cooperative effort by credit unions to better serve their members. By sharing facilities, credit unions can offer greater convenience for members to access their accounts at many locations just as if they were at their home credit union.

In an effort to fully and adequately serve the entirety of the proposed community,

(b)(4)

Marketing Plan

Armed with strategic vision and anchored in a rich history of financial safety and soundness, Citadel Federal Credit Union is well positioned to serve the residents of the proposed community. Having had a presence in the proposed community for over 70 years, the credit union recognizes the financial needs of the residents of the community and is eager to make its products and services available to those in the community who can benefit from credit union membership and access to lower cost financial services. To accomplish this purpose and to meet

(b)(4)

The marketing plan that follows is designed to enable the credit union to achieve the maximum benefit from its marketing efforts. More specifically, the purpose of the plan is to detail how the marketing function will be performed during the first two years following conversion to a community charter. The primary objective of this plan is to increase the branding of and awareness about Citadel Federal Credit Union in the proposed community, as well as the products and services it offers through a variety of media outlets and promotional activities. Specific objectives will include the following, among others:

(b)(4)

(b)(4)



Table of Contents

- I. General Information
 - The Request..... 1
 - A History of Service 2
 - Well-Positioned to Serve 4
 - A Proven Record of Service 5

- II. Evidence to Support the Proposed Area as a Well-Defined Local Community
 - Well-Defined Local Community..... 6
 - Clearly Defined Geographic Boundaries..... 9
 - Partnerships and Regional Development Organizations..... 10
 - Major Roadways 22
 - Population Density in the Greater Philadelphia Community..... 24
 - Major Employers 25
 - Major Trade Areas and Business Centers..... 27
 - Shared Facilities and Resources 33
 - Medical Facilities 33
 - Transportation Services..... 33
 - Higher Education..... 41
 - Media and Public Relations..... 49
 - Sports and Recreation 53
 - Festivals and Events..... 55
 - Arts and Culture..... 59
 - Local Community Organizations 67
 - Area Demographics 69

III. Business Plan: Ability to Serve	
Savings Programs	74
Loan Programs	76
Citadel Federal Credit Union MasterCard	79
Anytime Account Access and Convenience Services	80
Financial/Debt Counseling and Education	83
Conveniently Located Service Facilities	86
Projections and Assumptions	93
Economic Outlook	93
Business and Product Outlook	94
Credit Unions Positioned for Continued Growth	96
Key Ratios and Financial Background Data	97
Projected Growth	97
Membership Projections	98
Loan and Share Growth	98
Income	99
Human Resources and Training	100
Projected Financial Operating Plan	101
Five Year Projected Statement of Financial Condition.....	109
Five Year Projected Profit and Loss Statement.....	110
Financial Income Statements	110
IV. Marketing Plan	
Introduction	111
Situational Analysis	112
Marketing Strategies	118
Planned Marketing Activities	119
The Marketing Budget	128

V. Reaching the Underserved – Community Outreach Plan

Introduction 132
Community Profile 133
Business Development Initiatives 137
Delivering Service 137
Conclusion..... 139

Table of Contents

Attachments to Support the Application

Community Maps Attachment 1

Proposed Community

Current Branch Locations

(b)(4)

Major Roadways

Major Shopping Centers

Surcharge Free ATM Locations

Most Recent Examination Report Attachment 2

Citadel Federal Credit Union Financial Statements Attachment 3

Dec. 31, 2007

Dec. 31, 2006

Dec. 31, 2005

Projected Financial Statements Attachment 4

Marketing Budget Year One and Two Attachment 5

Community Demographics Attachment 6

List of Fringe Financial Service Providers Attachment 7

Scarborough Research Statistics Attachment 8

CDFI Worksheets for Qualifying Underserved Tracts in the Proposed Community	Attachment 9
Education Sources Substantiating the Community	Attachment 10
Arts and Culture Sources Substantiating the Community ...	Attachment 11
Festivals/Events Sources Substantiating the Community ...	Attachment 12
Print Sources Substantiating the Community	Attachment 13
Transportation Sources Substantiating the Community	Attachment 14
Partnerships and Regional Development Organization Sources Substantiating the Community	Attachment 15
Copies of Citadel Federal Credit Union Newsletters	Attachment 16
Citadel Federal Credit Union Promotional Materials	Attachment 17

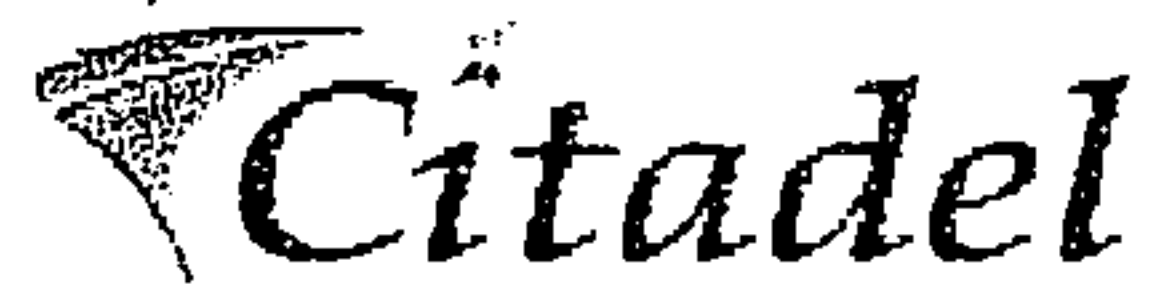
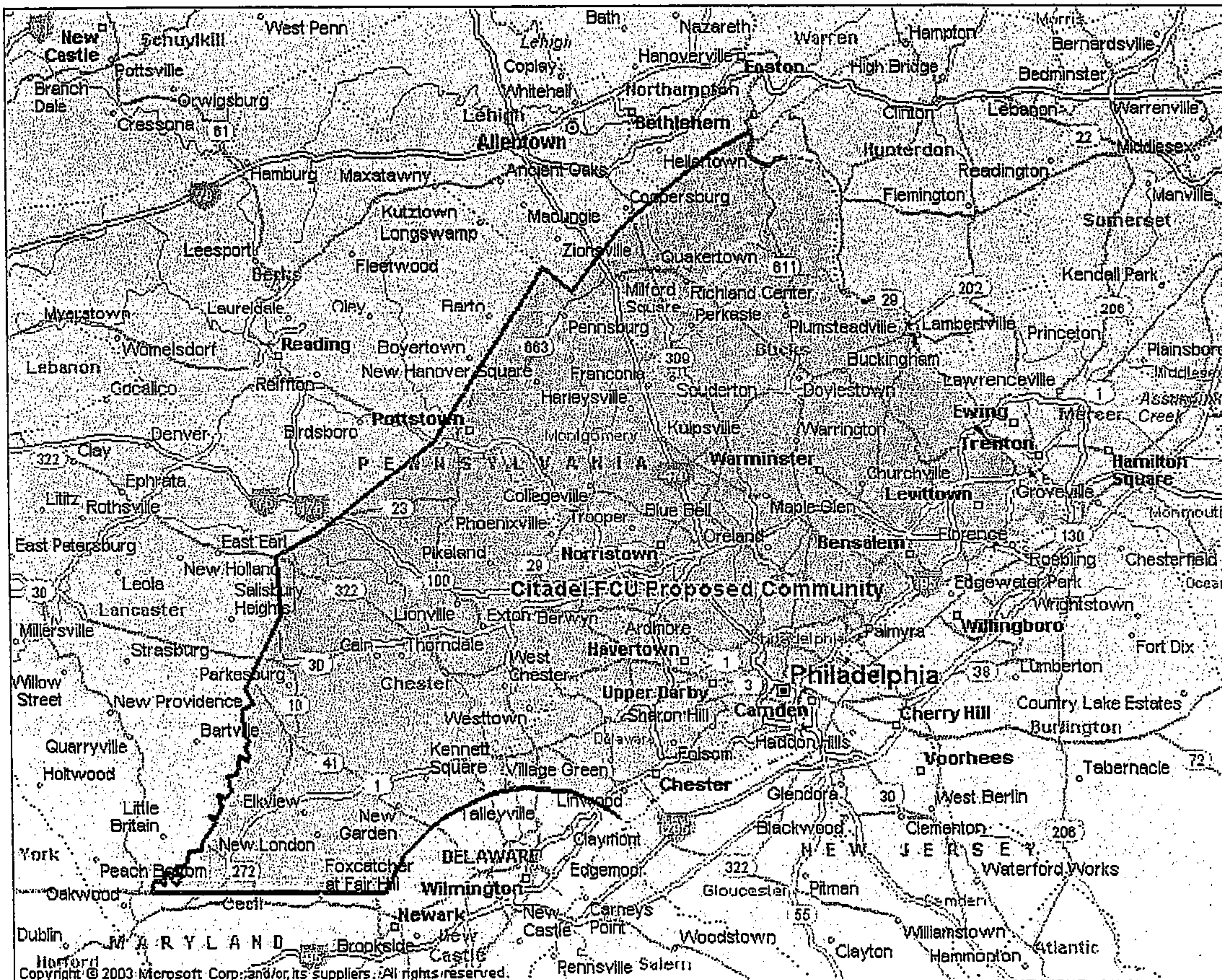
Citadel Federal Credit Union

Application for Community Charter Expansion February 2008

I. General Information

The Request

Citadel Federal Credit Union is a community credit union serving over 111,460 members through thirteen office locations throughout the Greater Philadelphia Community of Pennsylvania. The credit union proposes to expand its community charter to serve persons who live, worship, work (or regularly conduct business in), or attend school in Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania. A map of the proposed community is located below:



2000 Census data indicates the population of the proposed area is 3,849,647. The definable population areas broken down by area are as follows:

Area	Population
Bucks County	597,635
Chester County	433,501
Delaware County	550,864
Montgomery County	750,097
Philadelphia County	1,517,550
Total Population	3,849,647

A History of Service

Citadel FCU was established in 1937 as the Lukens Steel Company Employees Credit Union. Its original community encompassed a six-mile radius around the City of Coatesville, the location of Lukens Steel. Since initially switching to a community based field of membership in 1983, the credit union has successfully and dramatically expanded the financial services it offers to the community.

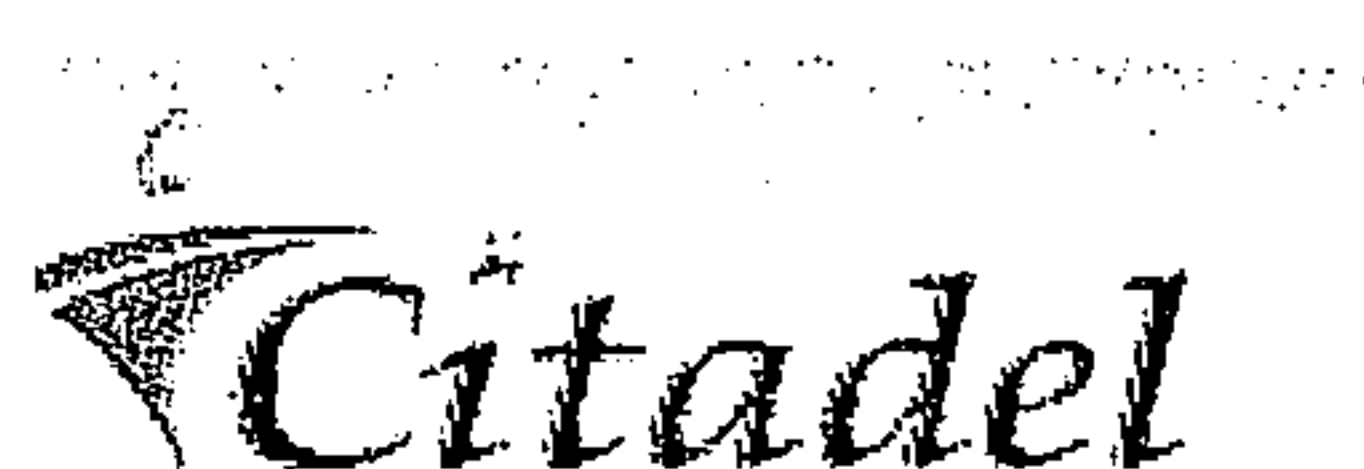
Citadel FCU is a financial organization owned by its members and organized in the spirit of "People Helping People." The credit union's mission is maintain a high priority on identifying and meeting its members' needs through a full range of lower cost financial and insurance services, while maintaining its always overriding commitment to financial safety and soundness.

Citadel Class Servicesm is Citadel FCU's pledge to keep member's needs at the forefront each and every day:

"We will use our knowledge of products and services, our desire to help people, and the technology available to us to make recommendations that satisfy customer needs and wants. We will work with customers to determine which recommendation is the best possible financial solution for you, ensuring a positive outcome."

The credit union's mission statement is the foundation of its service philosophy:

"Citadel FCU is a financial organization owned by its members and organized in the spirit of 'People Helping People.' Our purpose is to identify and meet our members' needs through a full range of



financial and insurance services, while maintaining financial safety and soundness.”

Citadel FCU's Corporate Plans and Responsibilities include the following:

- Citadel FCU recognizes that it exists for both members and potential members, and endeavors to make quality services available to all eligible people. The credit union actively supports and encourages thrift, prudent management of personal and family resources, and the importance of credit through consumer educational efforts.
- Citadel FCU seeks to employ and develop the best possible employees and volunteers at all levels of the organization. The credit union recognizes employees as a valuable resource, and seeks to provide a work climate that respects each individual's dignity and worth, while providing career development opportunities. Citadel FCU realizes that maintaining this stable and challenging work environment contributes to the employee's quality of life and ultimately the level of service delivered to its members.
- Citadel FCU cooperates with all levels of the credit union movement in working for favorable consumer, legislative, and regulatory action.
- Citadel FCU supports and maintains future growth through the prudent use of assets. Growth is supported through research and development of services and programs benefiting members.

Citadel FCU has grown from its humble beginnings serving the employees and families of one company, Lukens Steel, to serving the financial needs of 122,000 members throughout the Greater Philadelphia Community. Citadel FCU's growth is the result of providing extraordinary products and lower cost financial services to its members/owners. What has remained constant is Citadel FCU's unwavering commitment to providing the best financial products and services in a safe and sound manner, coupled with exceptional service by a professional and knowledgeable staff and volunteers. As demonstrated in this application, Citadel FCU will extend this level of member service through its commitment to the Greater Philadelphia community and looks to help an even greater number of members/owners gain financial self sufficiency and achieve their financial goals.



Well-Positioned to Serve

Citadel Federal Credit Union requests the proposed expansion based on a commitment to reach out to the entire Philadelphia community while strengthening its long term financial stability. With its long established history operating and meeting financial needs in the community it now proposes to serve in its entirety, Citadel Federal Credit Union is confident of its ability to provide a wide array of affordably priced financial products and services to all of the residents of the proposed community. Citadel Federal Credit Union believes that a community charter expansion will enable the credit union to continue to impact in a positive way the lives of its existing members as well as potential members.

Citadel Federal Credit Union currently serves Chester County and Lancaster City. A community charter expansion would enable all residents in the Greater Philadelphia community to benefit from the affordable financial services currently provided by Citadel Federal Credit Union.

From a financial and management perspective, the credit union is extremely well-positioned to extend its full array of services to the entirety of the proposed community. (b)(8) institution with just over \$1 billion in assets. With net worth strong at 10.54% and solid earnings reported at 1.06% for the most recent reporting period, the credit union clearly has the financial capacity and strength required to effectively market and serve the entire community. The table provided below illustrates more clearly the strong financial performance historically demonstrated by Citadel Federal Credit Union.

<i>Category</i>	<i>Dec. 2004</i>	<i>Dec. 2005</i>	<i>Dec. 2006</i>	<i>Dec. 2007</i>
Assets	\$708,407,591	\$1,039,925,407	\$1,001,905,968	\$1,057,585,735
Net Worth	8.30%	8.98%	9.79%	10.32%
Loan to Share	108.95%	104.67%	109.75%	104.64%
ROA	1.24%	0.87%	0.45%	1.07%
Delinquency	1.01%	1.54%	1.04%	0.87%
Net Charge Offs	0.65%	0.87%	0.94%	1.03%



A Proven Record of Service

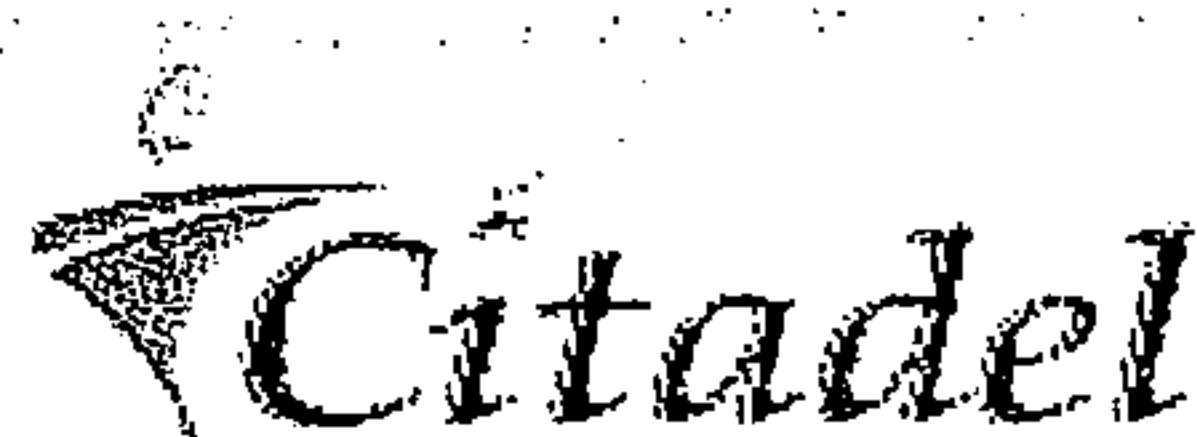
Citadel Federal Credit Union has consistently demonstrated an outstanding record of member service over the years. This rich history, coupled with its successful efforts in marketing and serving diverse groups of individuals within its current community charter, has provided the credit union with valuable insight on the types of challenges and opportunities that will be presented as it prepares to reach out to the entirety of the proposed community. The credit union is committed to serving the entirety of the proposed community, fully recognizes the challenges associated with the expansion of its community charter, and is convinced that its products and services can positively impact the lives of tens of thousands of additional prospective members who are not today eligible to be a part of Citadel Federal Credit Union.

Integral to the success of the credit union throughout its 70+ years of operation is the fact that strategic decisions affecting the credit union have always been made with the long term best interests of the membership in mind combined with careful consideration, examination and analysis of the possible financial impact such decisions may have on the credit union and its outstanding safety and soundness position.

Expansion of its community charter will provide the credit union with greater diversification through access to additional members who need lower cost financial services available to them. The Board and management of the credit union are convinced that managed growth and greater diversification, consistent with established principles of safety and soundness, is essential for the credit union to gain the benefits of economies of scale going forward. It is believed that spreading overhead costs over a larger membership base will only serve to further strengthen Citadel Federal Credit Union's already solid financial position.

The credit union recognizes that many strategic decisions intended to promote future growth opportunities can potentially have a short-term negative impact on earnings. The investments Citadel Federal Credit Union has made to date have been done in such a manner as to properly and effectively position the credit union to serve the proposed community. As growth continues, Citadel Federal Credit Union will continue to wisely and prudently re-invest in its resources in an effort to provide excellent member service through people, facilities, technology, and financial education throughout the proposed community.

Citadel Federal Credit Union is confident of its ability to serve this community and, based upon its already stellar performance in meeting the needs of a community over 24 years, is eager to provide its wide array of affordable financial products and services to all residents of the proposed community.



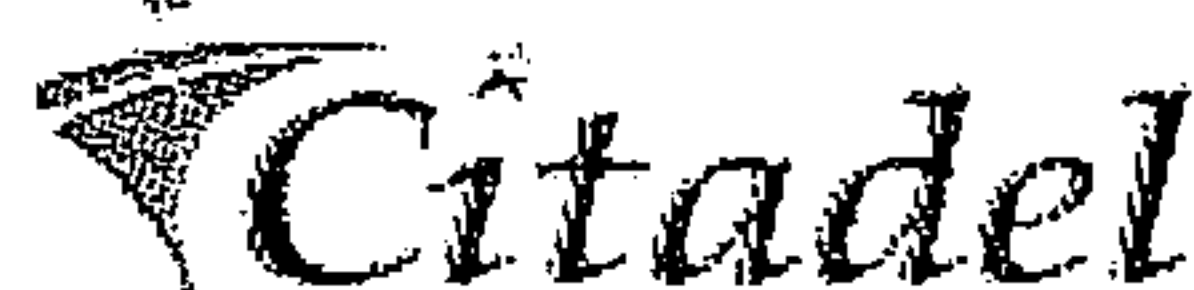
II. Evidence to Support the Proposed Area as a Well-Defined Local Community

Well-Defined Local Community

Having served a local community for over twenty four years, Citadel Federal Credit Union clearly understands that approval of a community charter is based on a single, geographically well-defined area where individuals have common interests and/or interact. Based on these requirements, the credit union is convinced that this application clearly and unquestionably establishes the proposed area as a community under NCUA's Chartering and Field of Membership Manual. This section of the application will demonstrate that the Greater Philadelphia Community is a well-defined local community by demonstrating and documenting the interaction and common interests of the proposed community. Citadel Federal Credit Union contends that the proposed area to be served is both a well-defined and local community as demonstrated through compelling and convincing information and documentation that includes, but is not limited to, the following:

- Clearly defined geographic boundaries.
- Partnerships and Regional Development Organizations that clearly substantiate the proposed community as being the Greater Philadelphia Community.
- Major roadways that promote trade and interaction among residents and businesses, including commuting patterns that reinforce the City of Philadelphia as the hub of the proposed community.
- Population density figures clearly showing Philadelphia as the hub of the community.
- Robust employment opportunities in the region.
- Shared regional media, including newspapers, magazines, and radio are prevalent throughout the community.
- Government and regional partnerships concentrate on the five counties within the proposed community for shared services and programs.
- Business concentration is located within the proposed community.
- Entertainment, recreation and attractions attended by residents from across the community.
- Shared medical, transportation, higher education, and media facilities are utilized by residents throughout the community.

The city of Philadelphia forms the economic hub of the proposed community. The proposed community is commonly referred to as The Greater Philadelphia



Community. This area is considered the Philadelphia, Pennsylvania, Metropolitan Division (Code 37964) by the U.S. Census Bureau.

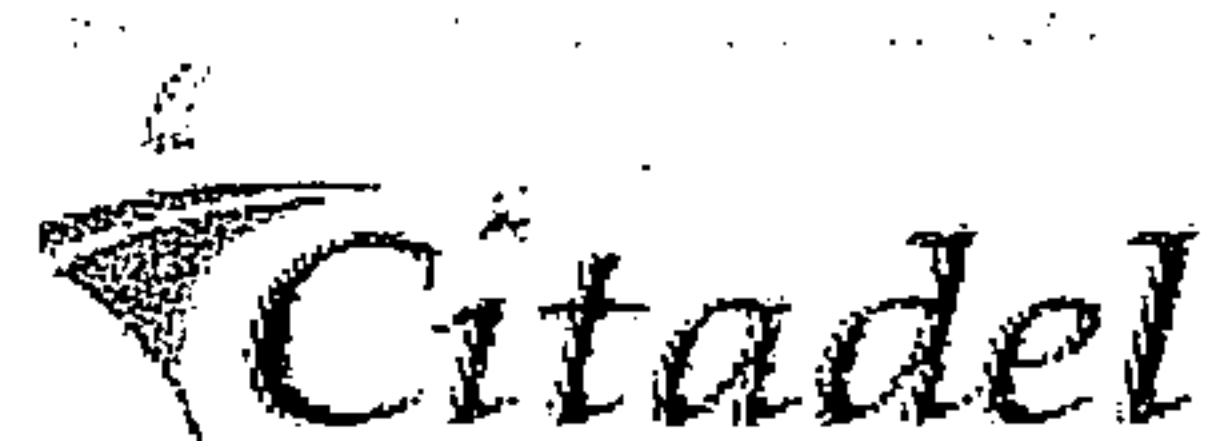
The interdependence of Philadelphia with the contiguous counties of Bucks, Chester, Delaware and Montgomery is demonstrated in every aspect of community life. Arts and Entertainment, Culture, Education, Employment, Health Care, Shopping and Sports link the surrounding counties and Philadelphia in an interdependent and interactive community. From the working population who travel to and from Philadelphia for their employment, to the families who travel to Philadelphia for its culture, economic vitality, sporting events, social life and history, the communities are inextricably linked.

The city of Philadelphia is the hub of the community with a population of 1.4 million people. Philadelphia has a "strong mayoral" form of government which interacts with numerous organizations and agencies to promote the Greater Philadelphia community. The gridiron of the streets in central Philadelphia (the area known as "Center City") follows the original plan of the city's founder, William Penn. Penn Square, located midway between the city's two rivers and occupied by City Hall, continues to mark the city's center.

Residents' commuting patterns support the city of Philadelphia as the unmistakable hub of the community with 72.8% of Philadelphia residents working within their county and 17.7% residents from the outlining counties commuting into the city. Thirty-four percent of the Center City Philadelphia workforce lives in the four counties (Bucks, Chester, Delaware, and Montgomery) that, along with the hub of Philadelphia, comprise the Greater Philadelphia community. In addition, the city of Philadelphia is considered the hub for the community's attractions, higher education, medical facilities, sporting venues, and arts and culture.

Perhaps the number one attraction for the Greater Philadelphia community is in the heart of the city of Philadelphia, the Independence National Historic Park, attracting over 8,011,483 visitors annually. Independence Park is an L-shaped area west of the Delaware River that features Philadelphia's most renowned historical sites—called the birthplace of American government. This historical area is a source of nationwide emphasis as a national historical treasure that is the focus of visitor traffic among the highest of such historical sites in this country and certainly a source of significant local pride.

The historical nature of Philadelphia is likewise a draw for bringing the local community together on a regularly interactive basis for educational, social, cultural and other activities.



With 21 of the 62 colleges and universities in the community and 45.6% of the student enrollment, Philadelphia is the important educational hub of the community. Seventy percent of all community nonprofit cultural organizations are located in the city of Philadelphia, accounting for about 81% of total spending.

(Sources: Greater Philadelphia Chamber of Commerce; Greater Philadelphia Tourism Marketing Corporation; Philadelphia Firsts 1681-1899; Philadelphia Official Visitors Guide, Spring/Summer 2000; www.cnn.com/ELECTION/2000/conventions/republican/features/philly.glance; www.phila.gov/fairpark; www.centercityphila.org)

The United States Office of Management and Budget (OMB) has recognized the five-county Greater Philadelphia Community of Pennsylvania as a Metropolitan Division. According to the Office of Management and Budget, Revised Definitions of Metropolitan Statistical Areas, New Definitions of Metropolitan Statistical Areas and Combined Statistical Areas, and Guidance on Uses of the Statistical Definitions of These Areas published June 3, 2003, the Philadelphia, PA Metropolitan Division includes the counties of Bucks, Chester, Delaware, Montgomery, and Philadelphia in the state of Pennsylvania.

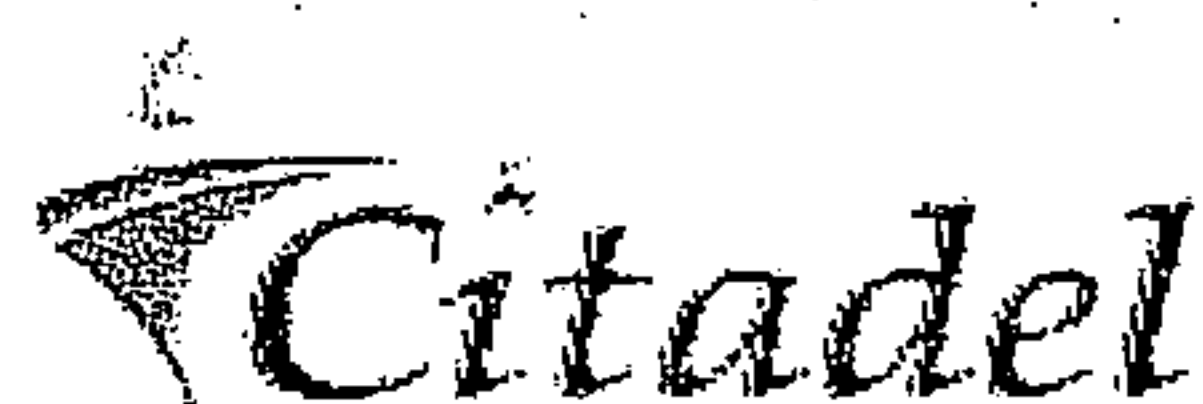
A metropolitan division consists of one or more main counties that represent an employment center or centers, plus adjacent counties associated with the main county or counties through commuting ties.

A county will be identified as a main county of a Metropolitan Division if:

- Greater than 50% of its employed residents work within the county
- The ratio of the number of jobs located within that county to its number of employed residents is at least 0.75
- The highest rate of out-commuting from the county to any other county is less than 15%.

After all main counties have been identified; each remaining county in the Metropolitan Area will be included in the Metropolitan Division associated with the main county to which the county at issue sends the highest percentage of its out-commuters. Counties within a Metropolitan Division must be contiguous.

By definition the Philadelphia, PA Metropolitan Division demonstrates community interaction and bonding through commuting ties. According to analysis conducted by Scarborough Research in 2006, 72.8% of Philadelphia County workers stay in their county for work and 17.7% of the workers in Philadelphia County commute from the four suburban counties in the community. These commuting patterns are important linkages between the city and surrounding



counties. The adjacent counties also have a high degree of economic and social integration with the Philadelphia hub as is demonstrated later in this section.

	Total # of Workers in Philadelphia	Total # of Greater Philadelphia Community Residents Who Work in The Hub City of Philadelphia	% of Philadelphia Employees Who Reside in the Greater Philadelphia Community
Philadelphia	527,105	476,781	90.50%

Source: 2006 Scarborough Research.

The following documentation, in addition to the appendices to this request, establishes the proposed community, The Greater Philadelphia Community, as a well-defined local community by demonstrating the interaction and common interests among the residents of the community.

Clearly Defined Geographic Boundaries

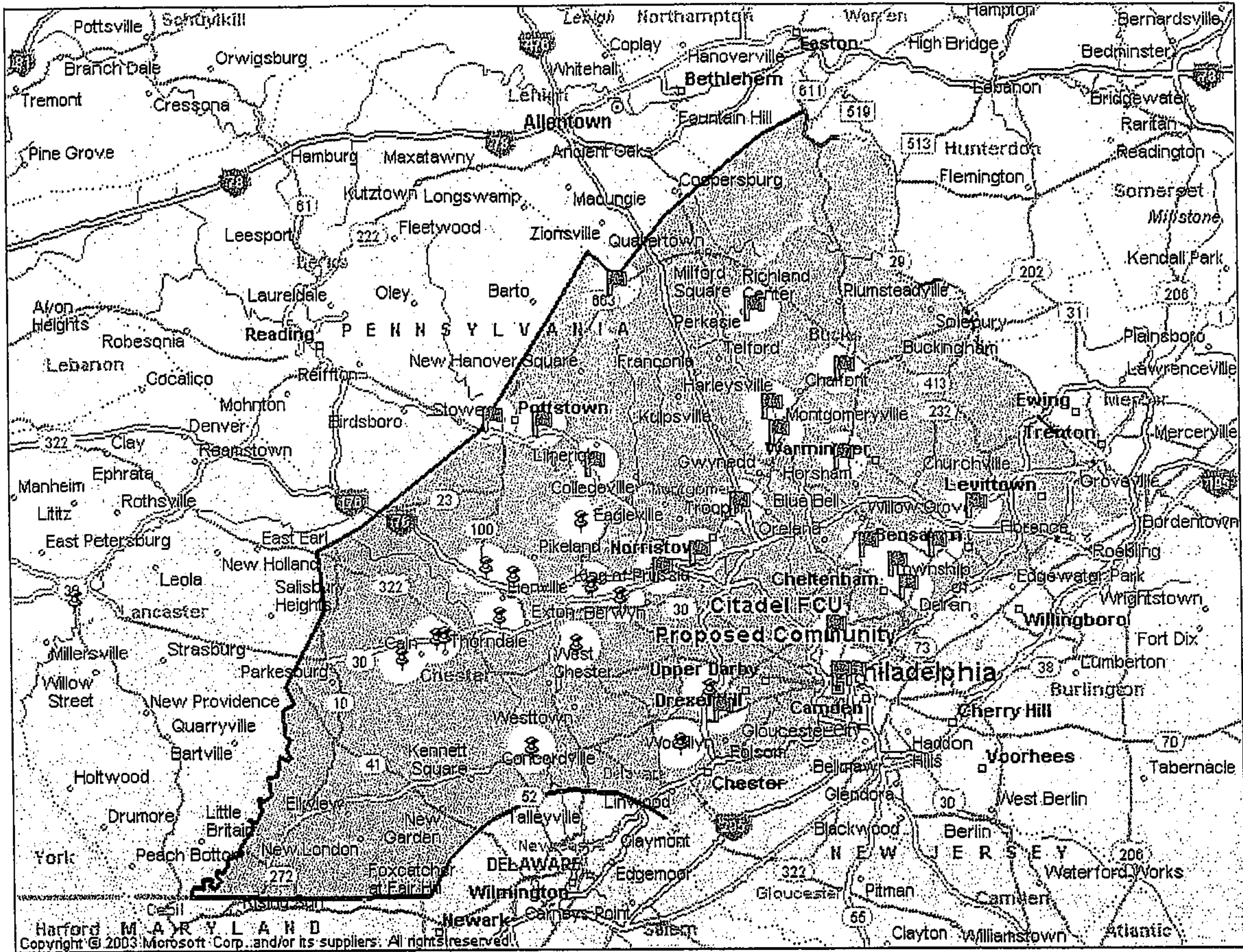
The proposed community has clearly defined geographic boundaries as it is limited to the counties of Bucks, Chester, Delaware, Montgomery, and Philadelphia that constitute the Greater Philadelphia Community of Pennsylvania.

The map on the following page illustrates the proposed community with an overlay of existing credit-union owned (thumb tacks) and shared service branch facilities (red flags).

This presence demonstrates the ability of Citadel Federal Credit Union to begin immediately extending its lower cost financial services to more prospective members throughout the entirety of the proposed community and having a positive impact (b)(4)

(b)(4)

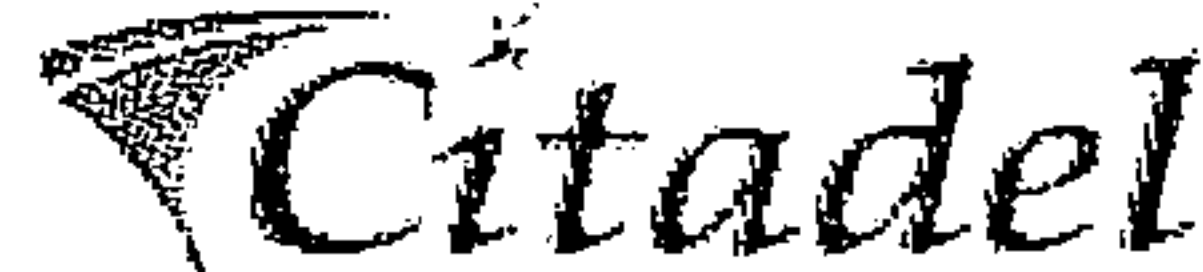




Partnerships and Regional Development Organizations

The proposed community encompasses Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties that constitute the Greater Philadelphia Community. The evidence provided below reflects an abundance of examples that clearly document and demonstrate interaction between the residents of the proposed community to support the proposed area as a local community. Residents and representatives of the proposed community routinely come together to promote the interests of the entire Greater Philadelphia community. These projects are both governmentally and privately sanctioned efforts that include the following:

- *Greater Philadelphia Chamber of Commerce* – As an advocate for businesses throughout the community, the Greater Philadelphia Chamber of Commerce (GPCC) is dedicated to supporting and encouraging the continued growth of each of its nearly 6,000 member companies, and the Greater Philadelphia business community at large. Its main objectives are to influence business-friendly legislation in government, participate in



initiatives to improve education and the community, present professional enrichment programs, and to provide its members with cost-efficient ways to run their businesses.

Ninety-two percent of its membership comes from the five-county community: Philadelphia 53%, Montgomery 21%, Delaware 7%, Bucks 6%, and Chester 5%. The Board of Directors of the Greater Philadelphia Chamber of Commerce represents a regional approach among its leadership. The Directors represent companies from throughout the area: Bucks, Chester, Delaware, Montgomery and Philadelphia. As David G. Heimbach, Vice President of Director Relations and Development at the Greater Philadelphia Chamber of Commerce, recently reported, Chamber Directors represent companies from throughout the Greater Philadelphia community as follows:

Greater Philadelphia Chamber of Commerce	
Board of Directors	
County	% of Company's/Association's Location
Philadelphia	68%
Montgomery	11%
Delaware	9%
Chester	4%
Bucks	2%
South Jersey/Northern Delaware	6%

Small businesses that consist of fewer than 100 employees make up 88% of its membership. The remaining 12% represents some of Greater Philadelphia's leading corporations, among them many Fortune 500 companies.

The chamber hosts approximately 150 programs each year, ranging from educational seminars and networking affairs to major community and political events. All are designed to enhance the business community and to further the interaction of the entire economic community that is the Philadelphia area.

The Greater Philadelphia Chamber of Commerce's Public Policy department serves as its members' voice in local, state and federal government. The Public Policy staff takes members' needs directly to the legislators who can make a difference. Also, through its Regional Foundation, the chamber supports many important programs, including the Paradigm Scholarship Fund for Working Women, available to working women employed by the Greater Philadelphia Chamber of Commerce.

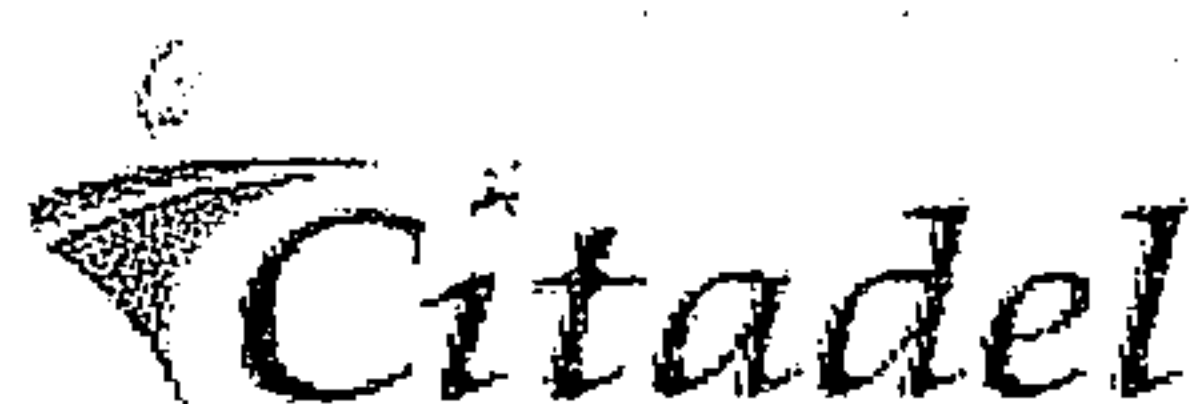


During a Chester County Chamber Foundation event in September 2006, Michael Nutter, a former Philadelphia City Councilman and potential Philadelphia mayoral candidate stated, "Philadelphia's future is inextricably tied to Bucks, Chester, Delaware and Montgomery counties." Rob Powelson, President of the Chester County Chamber of Business and Industry, gave Nutter credit for working with suburban representatives on the Pennsylvania Convention Center's long-awaited expansion, further demonstrating the interaction and interdependency of the Greater Philadelphia community.

(Source: <http://www.greaterphilachamber.com/>)

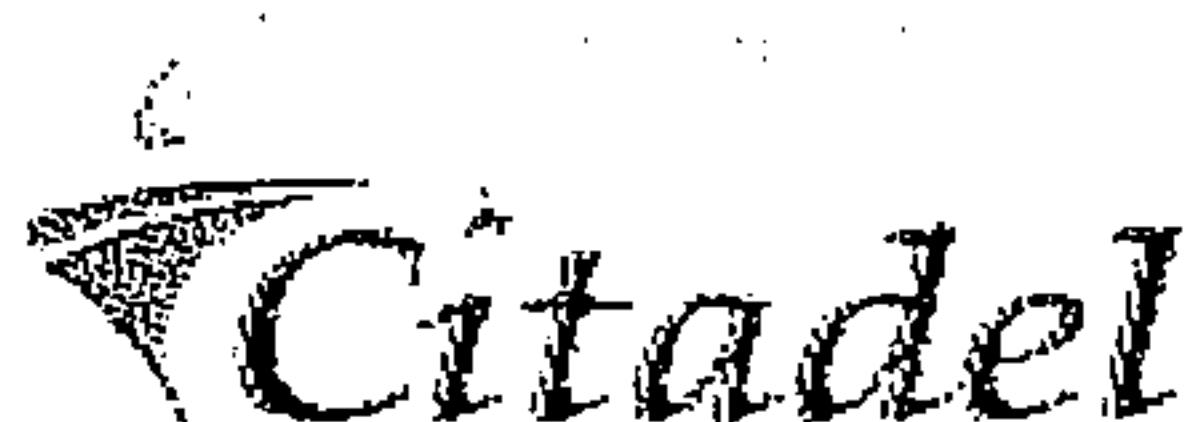
- *Greater Philadelphia First* – Established in 1983, Greater Philadelphia First (GPF) was an association of business chief executives from 35 of the community's larger corporations committed to advancing the interests of the community. GPF worked to improve the business climate, generate employment by attracting new investment, and market the community nationally and internationally. In February 2003, Greater Philadelphia First merged with the Greater Philadelphia Chamber of Commerce. Under the leadership of former Governor Mark Schweiker, the "new" Greater Philadelphia Chamber of Commerce combines the strengths of both organizations in representing the diverse needs of Philadelphia's business community.
- *Ben Franklin Technology Partners of Southeastern Pennsylvania* – An independent not-for-profit economic development organization, Ben Franklin Technology PARTners of Southeastern Pennsylvania (BFTP/SEP) was established in 1982 to stimulate economic growth through innovation, entrepreneurship and the development and adoption of new technologies. One of the most important economic development organizations in the region, BFTP/SEP has helped grow the region through science, technology and entrepreneurship. BFTP/SEP provides entrepreneurs and established businesses in *Bucks, Chester, Delaware, Montgomery and Philadelphia counties* crucial resources for technology-driven enterprises.

Headquartered in Center City Philadelphia, BFTP/SEP provides capital and expertise in technology, finance, and business that helps entrepreneurs and established businesses overcome challenges and plan for growth. Through its network of resources, the organization fosters dynamic relationships among companies, institutional and private investors, research institutions and the university community. This is considered one of the premier cooperative organizations in the Greater Philadelphia community.



In her 2005 Performance Profile, Ben Franklin Technology Partners/SEP President and CEO RoseAnn Rosenthal reported on the numerous successful regional initiatives including:

- Assistance for over 250 companies in the Greater Philadelphia Community, either through direct investments or through technology or business assistance engagements.
 - The Nanotechnology Institute™, a multi-institutional partnership, led by the University of Pennsylvania, Drexel University, and Ben Franklin, initiated the Nano Applications Fund, signaling its commitment to commercialization through joint development work with enterprises across the Commonwealth who are integrating nanotechnology in their products and processes.
 - Together with the Delaware Valley Industrial Resource Center, BFTP/SEP initiated a relationship with the US National Institute of Standards & Technology around the metrics issues presented by bio-nano, and joined NIST and the Commonwealth in announcing this new initiative at BIO International.
 - BFTP/SEP partnered with the Philadelphia Industrial Development Corporation and Penn State University to secure approval for the Philadelphia Navy Yard Keystone Innovation Center; supported the Philadelphia College of Sciences, the University of Pennsylvania, Drexel University, BioAdvance and the Science Center partnership for a KIZ; and began work with other organizations across the five-county region to support their plans for similar technology hubs and KIZs.
 - University consortia focusing on sustainable design, led by Philadelphia University in Philadelphia County, and wireless communication, led by Villanova University in Montgomery County, broadened their partnerships, adding new companies, research partners, and new elements to their commercialization models.
(Source: <http://www.sep.benfranklin.org>)
- *Pennsylvania Economy League* – The Pennsylvania Economy League (PEL) Southeastern Division, headquartered in Center City Philadelphia, is an independent, nonprofit public policy research and development organization. PEL's mission is to promote better government for a more competitive community by providing information and support to the civic leadership of the Greater Philadelphia Community.



PEL is supported by individual and corporate members *in the five-county community, Bucks, Chester, Delaware, Montgomery and Philadelphia*, who are leaders in their industries and understand how sound public policies and effective government supports the community's economic competitiveness. Under the leadership of its Board of Directors and Executive Director, and with additional project funding from foundations, civic organizations, and local governments, PEL:

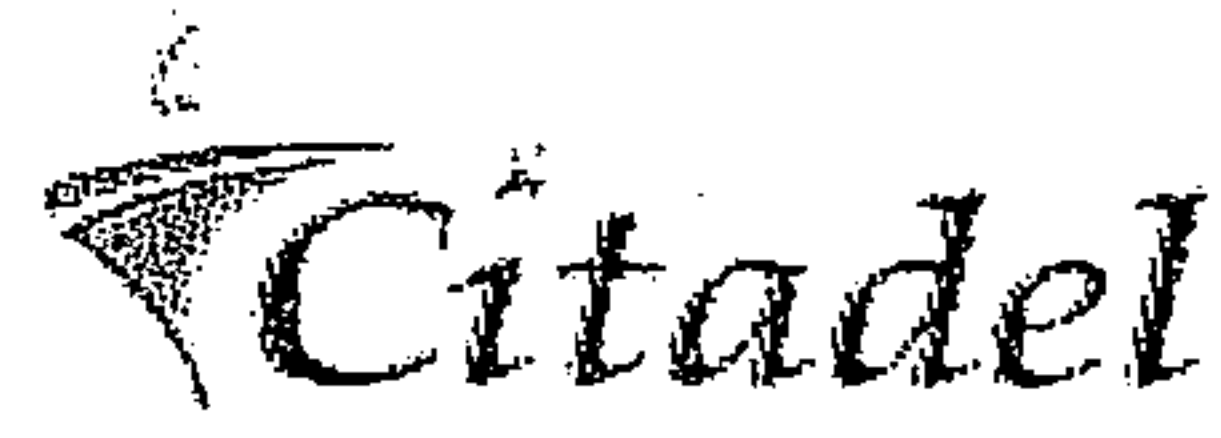
- Analyzes and communicates the effect of public policies on the community's economy and its constituents;
- Promotes innovative programs or policies that have proved successful in other regions of the country or the world;
- Works directly with government officials in the community to research, design, and implement effective programs; and
- Creates opportunities to inform and involve taxpayers in the process of policy development and implementation.

The Pennsylvania Economy League board of Directors is comprised of business and civic leaders from throughout the Greater Philadelphia community.

In September 2005, 70 area civic leaders from throughout The Greater Philadelphia community visited Chicago as part of the Greater Philadelphia Leadership Exchange. This group seeks "regional solutions for regional problems." PEL also helped launch the Issues Pa web site, which gives voters information on current elections.

(Source: www.issuespa.net; www.peleat.org)

- *Greater Philadelphia Tourism and Marketing Corporation – Greater Philadelphia Tourism Marketing Corporation (GPTMC) is a public/private partnership founded and funded in 1996 by the city of Philadelphia, the Commonwealth of Pennsylvania and The Pew Charitable Trusts. In 1996, GPTMC launched the first centralized effort to promote to potential tourists the diverse historical, cultural and entertainment/leisure aspects of the five-county community (Bucks, Chester, Delaware, Montgomery and Philadelphia). This centralized effort continues with a fully integrated marketing program, including consumer research; advertising in television, print, outdoor and the Internet; and public relations in all media categories.*

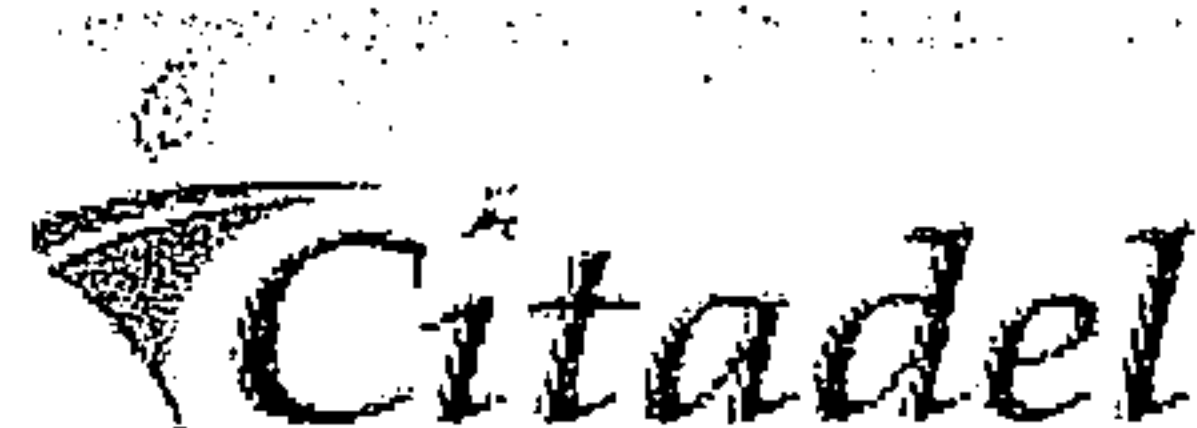


GPTMC, headquartered in Center City Philadelphia, reported that in 2004, travelers to the region spent \$6.8 billion in the five-county proposed community, an increase of 7% from 2003.

In June 2006, sixteen economic development organizations announced a partnership to brand the Greater Philadelphia community as a great place to live, work and play. The goal of the project is to increase the number of organizations doing business in the area, increase the residential population and bring more visitors here as tourists and conventioners. The group's logo and tagline, Forever Independent™, represent the region's core values, namely independence, innovation and a sense of adventure.

"This program is critically important for the long-term economic vitality of our region," said Manny Stamatakis, founder and CEO of Capital Management Enterprises and chairman of the Greater Philadelphia Tourism Marketing Corporation's board. "As our destination's competitors brand themselves and as the global economy continues to expand, we must do more if we are to continue to grow." The sixteen Philadelphia-area organizations involved in the process of developing the Forever Independent™ brand are:

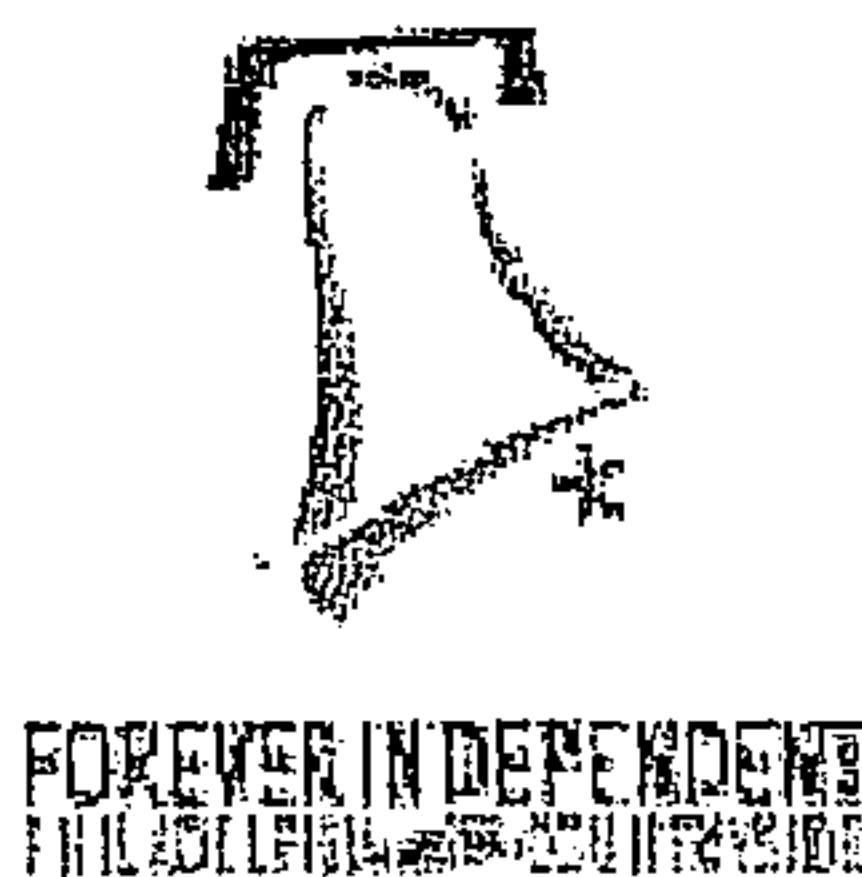
- African American Chamber of Commerce of Pennsylvania, New Jersey and Delaware
- Bucks County Conference & Visitors Bureau
- Chester County Conference & Visitors Bureau
- City of Philadelphia
- Commonwealth of Pennsylvania
- Delaware County's Brandywine Conference and Visitors Bureau
- Greater Philadelphia Chamber of Commerce
- Greater Philadelphia Cultural Alliance
- Greater Philadelphia Tourism Marketing Corporation
- Independence Visitor Center
- Innovation Philadelphia



- Pennsylvania Convention Center
- Philadelphia Convention & Visitors Bureau
- Philadelphia International Airport
- Select Greater Philadelphia
- Valley Forge Convention and Visitors Bureau, Montgomery County

A logo featuring the internationally recognized Liberty Bell with the words Forever Independent™ was created as a common mark to show unity among the organizations and to promote the Philadelphia brand both domestically and abroad. The logo will not replace any one organization's logo but rather complement each of them. The Forever Independent™ logo, shown below, will appear in a variety of marketing programs, promotions and advertising efforts for the Greater Philadelphia region.

The emphasis of this logo is the community wide nature of both Philadelphia and its surrounding community as it references the "Forever Independent" nature of the "Philadelphia Countryside" as a whole – not simply the City of Philadelphia.



The next step in the branding process was to create a regional showcase on the Internet, www.foreverindependent.org, which would help the partners reach the largest international audience possible. Until 2006, no web site presented people with a big picture view of the Greater Philadelphia region. The new portal site is a one-stop shop for the region that allows those interested in the area to zero in on their particular interests, such as tourism, education, business development, etc. It also includes a new video, The Forever Independent Spirit, which brings to life the people, the places and the attitudes that make the Philadelphia region so unique.

"Just as exciting as unveiling the new brand, Forever Independent™, is the fact that never before has the Greater Philadelphia region come



together in this way," said Nick DeBenedictis, chairman and CEO, Aqua America, and chairman, Philadelphia Convention & Visitors Bureau. "By fostering greater collaboration among our region's most prominent entities during the past year, we have proven that together anything is possible for the 'Next Great City,' perhaps even an Olympic bid."

The chairpersons and leaders of the regional organizations have committed staff and financial resources to further develop the program over the next several years.

(Source: www.foreverindependent.org)

- *Delaware Valley Industrial Resource Center* –The Delaware Valley Industrial Resource Center (DVIRC) is an economic development organization dedicated to helping manufacturers in the Greater Philadelphia community compete and grow. For over 15 years, it has been serving the manufacturers *in the five-county community* through education and training programs, consulting services, government affairs, workforce development, economic development partnerships, executive networking, community initiative leadership and world-class best practices. It serves the five counties immediately surrounding the city of Philadelphia: *Bucks, Chester, Delaware, Philadelphia and Montgomery*. The DVIRC is part of Pennsylvania's Industrial Resource Center Network, and the National Institute of Standards and Technology's (NIST) Manufacturing Extension Partnership.

Headquartered in Philadelphia, the DVIRC has a Business Development Director in each of the counties within the proposed community to serve the needs of manufacturers in the Greater Philadelphia community.

(Source: www.dvirc.org, www.gophila.com)

- *Select Greater Philadelphia* – Select Greater Philadelphia is a regional economic development business marketing organization which focuses on building the economy of the Greater Philadelphia region by attracting and retaining businesses. With the leadership of the Greater Philadelphia business community, Select Greater Philadelphia has developed a comprehensive approach for growing the region to become one of the nation's top business locations. More than just a rich history and storied past, Greater Philadelphia is also about winning edge innovation and world-class business resources. Select Greater Philadelphia promotes this image to the global marketplace by coordinating the efforts of the entire regional business community.

Numerous successful initiatives have resulted from the regional cooperative initiatives of Select Greater Philadelphia and the Greater



Philadelphia Chamber of Commerce. Examples of these cooperative initiatives that benefit the proposed community include the following:

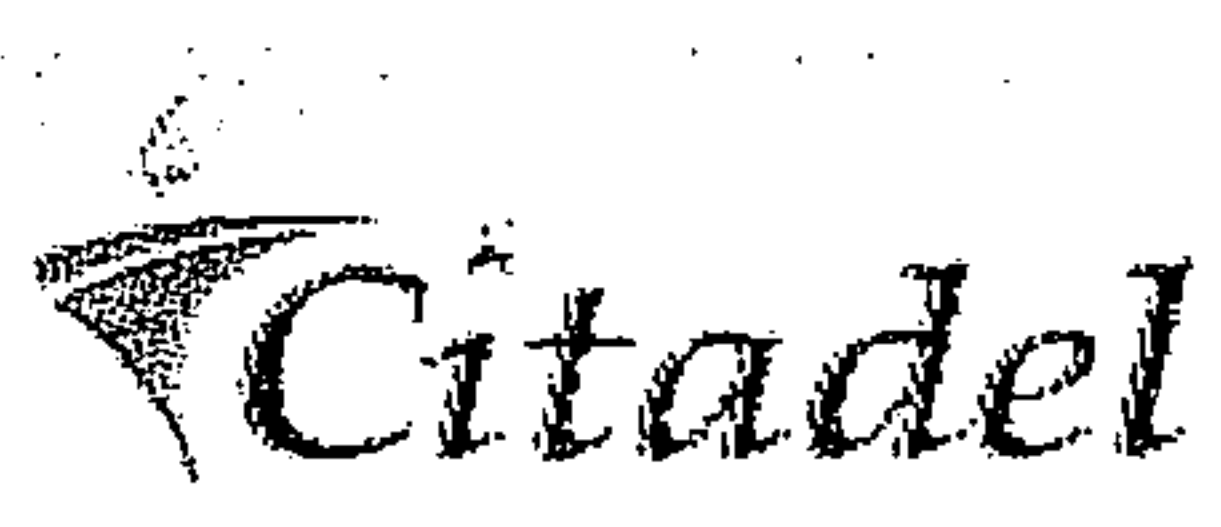
- March 2006, Select Greater Philadelphia welcomed Spanish Energy Firm Gamesa to Greater Philadelphia. Select Greater Philadelphia, a not-for-profit organization dedicated to marketing the Greater Philadelphia region, welcomed Gamesa, a Spanish wind-energy firm that manufactures windmills, to Greater Philadelphia. Gamesa decided to locate in Bucks County, PA and will create 250 new jobs. Gamesa has located its U.S. headquarters in Center City Philadelphia.
- April 2006 – Core Net Global Summit held in Philadelphia. The CoreNet Global Summit in Philadelphia gave economic development officials what they wanted: hot leads on companies that are interested in locating operations in their jurisdictions. CoreNet's spring annual meeting, held April 2006 at the Pennsylvania Convention Center, drew more than 2,700 site-selection consultants, corporate real estate executives, developers and economic development officials from across the country and world. This marked the first time in 10 years that the 7,500-member organization held its meeting in Philadelphia. Dan Gundersen of the Pennsylvania Department of Community and Economic Development stated, "...the people who have come to Philadelphia are leaving with a dynamic impression of a dynamic city. That, combined with a sense that Pennsylvania, its neighboring states and other regional partners are working as one team also made the state stand out. State and regional economic development officials manned a large booth in the convention center's exhibition hall." "The conference completed a "trifecta" of high-profile conventions held in Philadelphia in the last year that will go a long way toward exposing people to the city and region and what it has to offer," said Tom Morr, CEO of Select Greater Philadelphia. Morr was referring to BIO 2005, and the Professional Convention Management Association held earlier this year.
- May 2006 – SEPTA meeting. Mark S. Schweiker addressed the Transportation Funding and Reform Commission stating reporting on the importance of a regional growth strategy for the Greater Philadelphia community's transportation infrastructure. In terms of direct economic benefits to the economy of Greater Philadelphia, the Southeastern Pennsylvania Transportation Authority/SEPTA:
 - Spends more than \$670 million each year (more than half of this stays in the region).



- o Employs 8,800 of the 15,000 transit professionals working across the state.
- o 70 percent of all employees in Center City Philadelphia take SEPTA to and from work each day -- 500,000 people. Since data documented in this application indicates that 34% of the Center City workforce comes from the contiguous four Pennsylvania counties in the Greater Philadelphia community, it can be estimated that a significant percentage of the "suburban" Center City workforce use SEPTA to commute to the Center City Philadelphia district.
- o 65,000 students at middle schools, high schools and colleges use SEPTA.
- o Senior citizens take more than 95,000 daily trips on SEPTA's fixed-route services. It is no coincidence that the newest addition to Philadelphia's skyline, the Cira Centre, rose above the tracks of 30th Street Station. Tenants report that 75 to 90 percent of their employees at the new building are taking public transit to work. Many have been pleasantly surprised by the easy access and cost of public transportation. At the corner of JFK Boulevard and 18th Street, the location of the new world headquarters for Comcast, executives enthusiastically point to the entrances to Suburban Station that are only a few steps away. In the Philadelphia suburbs, developers like Brandywine Realty Trust have built office parks with particular consideration of access to public transportation. Tenants and employers realize this is an important benefit for their employees, often subsidizing their fares. Public transit and our transportation infrastructure are critical to the local economy.

While the majority of the initiatives focus on the hub city of Philadelphia, successes in the contiguous counties indicate the strong interaction and economic interdependence existing in the region. Another example of the economic integration in the region was the collaboration between the Greater Philadelphia Chamber of Commerce, the Bucks County Economic Development Corporation and the Pennsylvania Governor's Action Team to retain and expand an area business known as Power Medical Interventions (PMI). In May 2005, PMI moved its manufacturing operations into Bucks County, creating 153 new jobs and retaining 43 existing positions.

(Source: www.selectgreaterphiladelphia.com)



- *CEO Council for Growth* –The CEO Council for Growth is the governing board of Select Greater Philadelphia. The CEO Council is a group of prominent business executives committed to Greater Philadelphia’s growth and prosperity. Through high-impact initiatives that lead to big-wage jobs, new business opportunities, and wealth creation, the CEO Council offers a focused, consistent and invigorating approach that sets the regional growth agenda.

As the governing board of Select Greater Philadelphia, the CEO Council believes that regional leadership will define the future. The CEO Council brings together top business executives from the Greater Philadelphia community to set and implement an economic development agenda that creates growth in the region and nurtures collaboration among the many economic development interests.

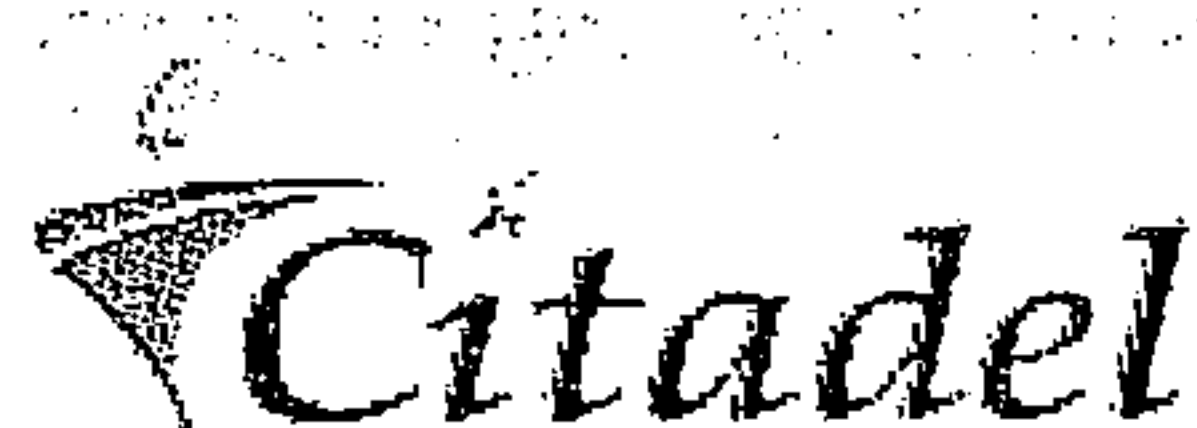
The vision is that Greater Philadelphia will be one of the nation’s top business locations by 2010. To achieve this vision, the CEO Council works to:

- Improve the product by focusing regional attention and effort on mission-critical policy initiatives.
- Position and promote the product through the Select Greater Philadelphia’s regional business marketing campaign.
- Overcome regional fragmentation by developing a truly regional CEO community.

Another example of regional initiatives was the “Innovative Funding for Transportation Projects Conference” sponsored by the CEO Council for Growth and the Transportation Management Association of Chester County in December 2005. The conference objective was to explore innovative funding solutions for road and transit improvements in the region.

(Source: www.svmetro.com; www.dvarp.com).

- *Pennsylvania’s Keystone Opportunity Zone Program* – The Pennsylvania Department of Community and Economic Development has developed the Keystone Opportunity Zone program to foster opportunities of business and communities to partner in the growth and development of underutilized areas. This partnership brings community officials and businesses together. Keystone Innovation Zones (KIZ) are designated zones that may be established in communities that host institutions of higher education – colleges, universities, and associate degree technical



schools. These zones are designed to foster innovation and create entrepreneurial opportunities. They do this by gathering and aligning the combined resources of educational institutions, private businesses, business support organizations, commercial lending institutions, venture capital networks and foundations (KIZ partners). These partnerships must, in order to qualify, include the following: institutions of higher education, economic development organizations, private sector businesses, business support organizations, commercial lending institutions, venture capital, and foundations. These regional initiatives are demonstrations of the interdependence and cooperation of the Greater Philadelphia community.

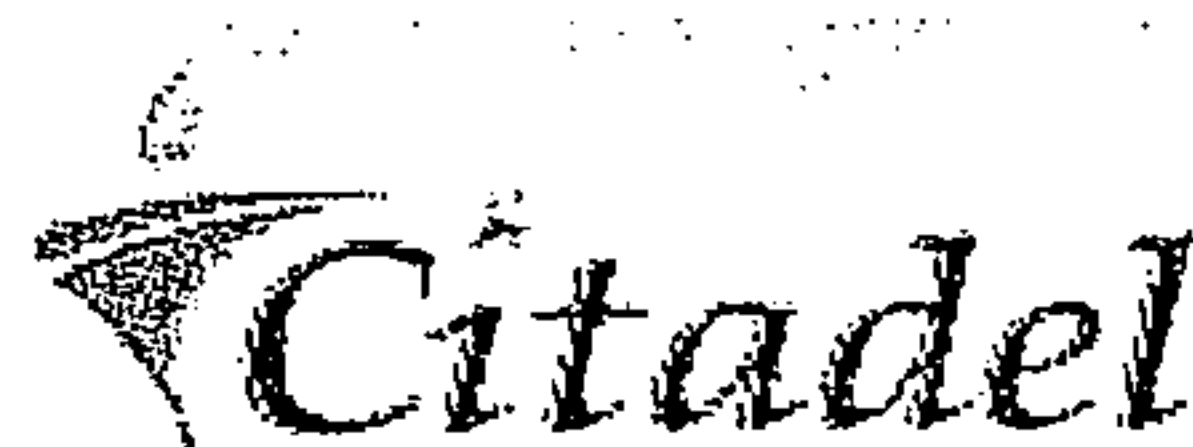
A Keystone Innovation Zone encompassing Bucks, Montgomery and Philadelphia counties will target the life sciences industry through information technology and advanced manufacturing. Coordinated by BioStrategy Partners and in partnership with Fox Chase Cancer Center, Lankenau Institute for Medical Research, Pennsylvania College of Optometry, Temple University, LaSalle University, Bucks County Community College and Montgomery County Community College, the 611 Corridor KOZ will receive \$250,000 in operational funding from the Ben Franklin Technology Development Authority (BFTDA).

(Source: www.koz.newpa.com)

- *Metropolitan Philadelphia Policy Center* – The Metropolitan Philadelphia Policy Center is a collaborative non-profit founded in 2000 to develop bold initiatives to strengthen the economic vitality of the community and to ensure that the Metropolitan Philadelphia area offers the highest quality of life for all who live there. The Policy Center, through research and advocacy, works with leaders *throughout the five-county Philadelphia community* to build upon Metropolitan Philadelphia's strengths and address persistent problems.

Headquartered in Center City Philadelphia, the Metropolitan Philadelphia Policy Center was formed after extensive research and consultation from local and national experts that began in 1998. The Policy Center is a collaboration of the Pennsylvania Economy League (PEL) Eastern Division, 10,000 Friends of Pennsylvania and The Reinvestment Fund (TRF). It was formed to help residents of the five-county community better understand the policies, issues and trends that are shaping its residents' daily lives, and to strengthen their ability to work together for change.

Issues that affect the community residents: jobs and workers; housing and commuting; schools and taxes; urban revitalization; and open space preservation are all interconnected. These issues and the Policy Center's



emphasis do not start and stop at county borders and city limits. The organization has released publications and sponsored events to call attention to the best thinking and best practices that could help Metropolitan Philadelphia community grow smarter. It has also gathered a wealth of data about the community, culminating in the publication of *Flight or Fight: Metropolitan Philadelphia and Its Future*. *Flight or Fight* is a frank assessment of this community's growth over the last 30 years and how that growth has affected the community. It lays out real challenges and outlines an agenda that responds to those challenges. The book has successfully fostered a regional understanding of the interrelatedness of the economic and population issues in the Greater Philadelphia region.
(Source: www.metropolicy.org)

Major Roadways

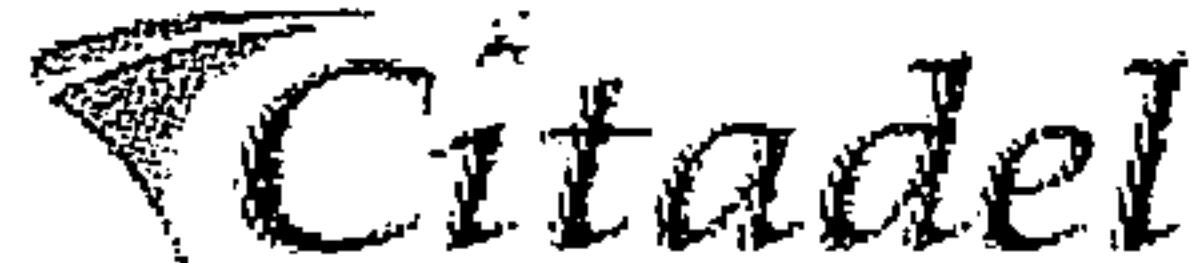
The proposed community includes an extensive network of interstate, state and local highways and roads to give commuters plenty of options for all types of purposes, including employment, shopping, entertainment, sports, recreation and culture. As one economic and social community, residents from one part of the Greater Philadelphia community are constantly traveling to other parts of the community.

Major roadways running through the Greater Philadelphia community include the Pennsylvania Turnpike, north and west of the city and Interstate 95, a major north and south corridor on the east side of the city. Interstate 476 (the Blue Route) runs north and south the western suburbs, Interstate 76 (the Schuylkill Expressway) takes travelers from the northwestern suburbs down to South Philadelphia, and Interstate 676 (Vine Street Expressway) conveniently cuts straight through Center City. The Ben Franklin, Betsy Ross, Walt Whitman, Commodore Barry, and Tacony-Palmyra bridges carry traffic between Pennsylvania and New Jersey.

The Pennsylvania Turnpike, an east and west freeway runs from Pittsburgh to Philadelphia through Chester, Montgomery, and Bucks counties and connects with the New Jersey Turnpike.

Interstate 95, a major north and south freeway, runs from Maine to Florida, through Delaware County, Philadelphia County, and Bucks County. The Philadelphia International Airport is accessed directly from I-95.

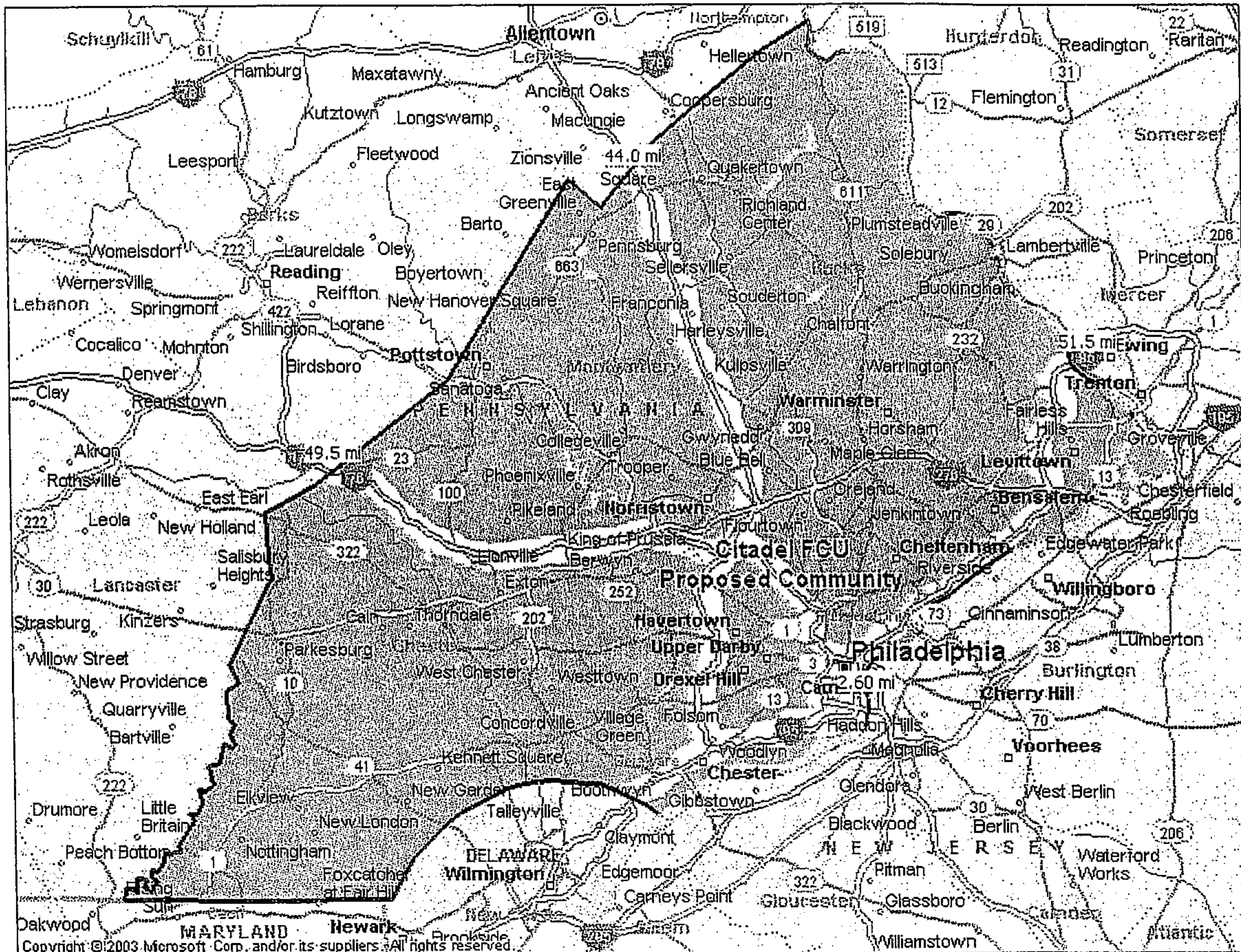
Interstate 476 (Veteran's Memorial Highway, AKA the Blue Route) connects I-95 with the Pennsylvania Turnpike and runs through Delaware and Montgomery counties, continuing northward to Allentown, the Pocono Mountains and New York State, as the Pennsylvania Turnpike's north-east extension.



Interstate 76 (Schuylkill Expressway) takes travelers from South Philadelphia through Center City to the northwestern suburbs of Montgomery County.

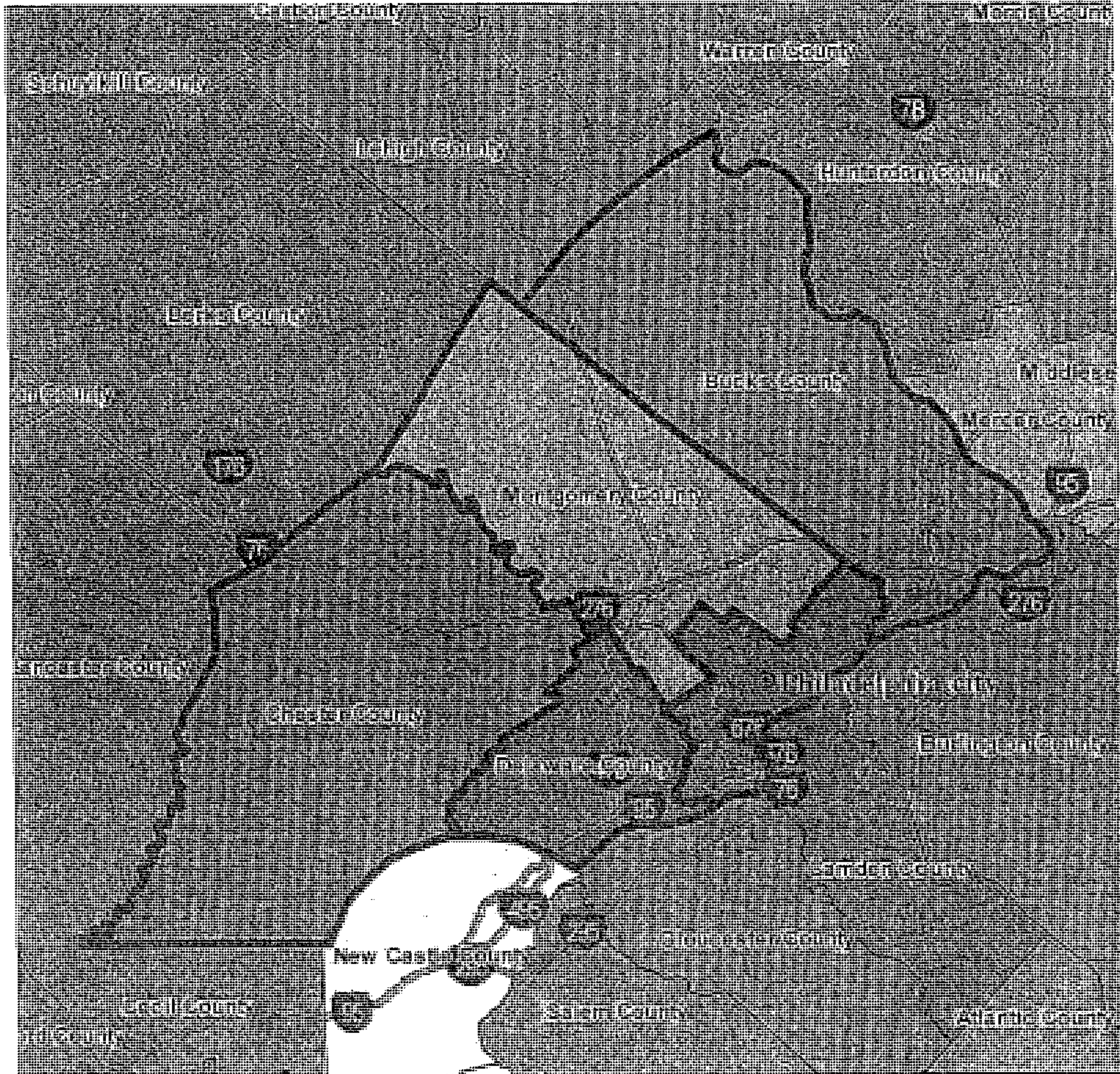
(Sources: <http://www.dot.state.pa.us/pennodot/districts/district6.nsf/main?readform>;
http://www.positivelyphiladelphia.com/regionaloverview/trans_rail.aspx?bitmap=0704;
http://www.positivelyphiladelphia.com/transportation/trans_highways.aspx?bitmap=0703;
<http://www.dvrpc.org/press/fy98/transportation.htm>)

The map below identifies these major roadways in the proposed community:



Population Density in the Greater Philadelphia Community

Giving further credence to Philadelphia being the hub of the proposed community, the map below shows population density for the entirety of the Greater Philadelphia community. The highest density occurs in the City of Philadelphia.



(Source: Demographics Now and US Census Bureau)

- Red = Above 2,000 persons per square mile
- Orange = 1,500-2,000 persons per square mile
- Yellow = 1,000-1,500 persons per square mile
- Green = 500-1,000 persons per square mile
- Blue = Less than 500 persons per square mile

Major Employers

According to the 2001 U.S. Census MSA Business Patterns, there were 95,317 business establishments within the community. The highest percentages of the establishments were retail trade (14.9%), professional, scientific, and technical services (12.3%), and healthcare and social assistance (10.8%). Most of the establishments (97.0%) employed fewer than 100 employees.

Following are the largest employers ranked by employees for the community as of 2005.

Leading Employers in the Greater Philadelphia Region*					
Company	Employment	City	County	State	Product/Service
University of Pennsylvania	22,605	Philadelphia	Philadelphia	PA	Education, research, health care
Jefferson Health System	14,317	Philadelphia	Philadelphia	PA	Health care
Merck & Co.	10,000	West Point	Montgomery	PA	Pharmaceutical products
Vanguard Group Inc	8,000	Valley Forge	Chester	PA	Investment services firm
Crozer-Keystone Health System	7,026	Springfield	Delaware	PA	Health care
Tenet Health Systems	7,002	Philadelphia	Philadelphia	PA	Health care
Prudential	6,568	Dresher	Montgomery	PA	Financial Services
Children's Hospital of Pennsylvania	6,200	Philadelphia	Philadelphia	PA	Children's hospital
Independence Blue Cross	5,040	Philadelphia	Philadelphia	PA	Insur., hospital & medical service plans
Allied Security	5,000	King Of Prussia	Montgomery	PA	Security officer services
Rosenbluth International	5,000	Philadelphia	Philadelphia	PA	Travel management services
Abington Memorial Hospital	4,586	Abington	Montgomery	PA	Teaching hospital
Boeing	4,400	Ridley Park	Delaware	PA	Aerospace manufacturing
Verizon Communications	4,270	Philadelphia	Philadelphia	PA	Telecommunications
Cardone Industries Inc.	4,091	Philadelphia	Philadelphia	PA	Automotive Manufacturer
Aetna U.S. Healthcare	3,524	Blue Bell	Montgomery	PA	Hospital and medical service plans
QVC Inc	3,500	West Chester	Chester	PA	E-commerce
Siemens Med. Solutions Health Svcs	3,400	Malvern	Chester	PA	Professional services to health organizations
United Parcel Post	3,273	Philadelphia	Philadelphia	PA	Integrated package delivery company
Comcast Corporation	3,000	Philadelphia	Philadelphia	PA	Cable and TV services
Genuardi's Family Markets	2,896	Norristown	Montgomery	PA	Retail food supermarket
Mercy Health System	2,816	Philadelphia	Philadelphia	PA	Health system
Wyeth Pharm. and Research	2,633	Collegeville	Montgomery	PA	Pharmaceutical products
GlaxoSmithKline	2,500	Philadelphia	Philadelphia	PA	Pharmaceutical research and dev.
Quest Diagnostics	2,321	Collegeville	Montgomery	PA	Health care testing and services
The PNC Financial Services Group	2,244	Philadelphia	Philadelphia	PA	Banking and financial services
Holy Redeemer Health System	2,223	Huntington	Montgomery	PA	Health system

Mercy Fitzgerald Hospital	2,200	Darby	Delaware	PA	An acute-care, teaching hospital
Elwyn Inc.	2,190	Media	Delaware	PA	Human services (adults/children disabilities)
Drexel University	2,181	Philadelphia	Philadelphia	PA	Higher education
Lockheed Martin	2,100	King Of Prussia	Montgomery	PA	Software design, devel., system eng.
Fox Chase Cancer Center	2,092	Philadelphia	Philadelphia	PA	Cancer research, treatment & comm. outreach
Aramark	2,000	Philadelphia	Philadelphia	PA	Food and facilities management
McNeil Consumer & Spec.Pharm.	2,000	Fort Washington	Montgomery	PA	Pharmaceutical manufacturer
<i>*Private Industry. Excludes Hospitals and Universities. This list is subject to change.</i>					
<i>Source: Philadelphia Business Journal Book of Lists, 2005, The Business Ledger of Delaware Book of Lists, 2005</i>					

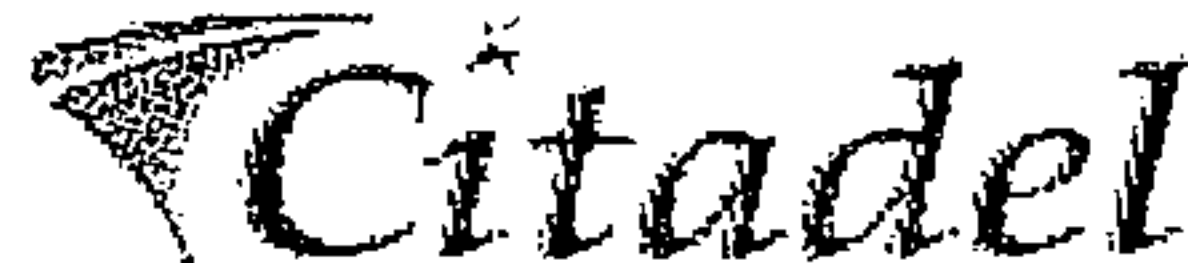
All of these employers are headquartered in the proposed Greater Philadelphia community, with the largest percentage, 46%, located in the hub city of Philadelphia.

Commuting patterns for residents within the proposed community also provide evidence of the interaction between the five counties that make up the Greater Philadelphia community. According to the most recent census data, the U.S. Census 2000 county-to-county workflow, 429,557 or 75.4% of Philadelphia County residents work in Philadelphia. In addition, 12.5% of the workers in Philadelphia County came from the four suburban counties in the community. These commuting patterns are important linkages between the city and surrounding counties and clearly demonstrate the existence of resident interaction within the proposed community.

The existence of resident interaction throughout the Greater Philadelphia community was validated in the 2006 Scarborough Research findings. Data gleaned from the 2006 Scarborough Research findings indicates a growing connection in employee commuting patterns. In 2006, 17.7% of the workers in Philadelphia reside in and commute from the four contiguous counties. This data indicates a growth of 41.6% (from 12.5% in 2000 to 17.7% in 2006) of residents from the four contiguous counties commuting to the hub city of Philadelphia for employment.

Residence \ Place of Work	Place of Work				
	Bucks	Chester	Delaware	Montgomery	Philadelphia
Bucks	77.9%	1.1%	1.4%	10.6%	3.2%
Chester	0%	78%	11.3%	6.6%	1.0%
Delaware	1.9%	9.7%	76.9%	7.0%	5.6%
Montgomery	7.8%	6.5%	3.5%	61.0%	7.9%
Philadelphia	7.8%	2.5%	2.1%	9.4%	72.8%

(Source: Scarborough Research 2006)



These commuting patterns demonstrate the economic shared interests between Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. In addition, the patterns clearly show the common theme that the City of Philadelphia serves as an integral employment center for all five counties.

Major Trade Areas and Business Centers

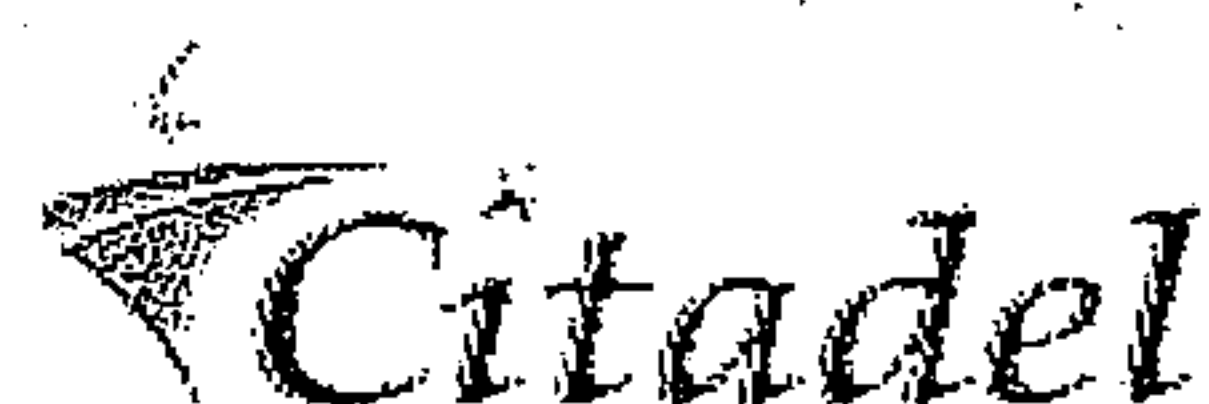
Shopping centers and districts abound in the Greater Philadelphia community. According to the 2006 Scarborough research data, 50% of the residents in the Greater Philadelphia community, five-county region, shopped in a mall or shopping center within the prior 30 days. Listed below are the primary shopping destinations identified by Scarborough Research*:

	<u>County</u>
➤ Franklin Mills Mall	Philadelphia
➤ Gallery I & II	Philadelphia
➤ King of Prussia Mall	Montgomery
➤ Montgomery Mall	Montgomery
➤ Neshaminy Mall	Philadelphia
➤ Philadelphia Center City Business District	Philadelphia
➤ Springfield Mall	Delaware
➤ Willow Grove Park	Montgomery

**Primary defined as 349,000 visitors per shopping center or district.*

Four of the primary shopping destinations are located in the hub, Philadelphia, with two of these located in center city Philadelphia.

Center City Philadelphia continues to be a hub for shopping in the region. Center City Philadelphia offers nationally known fine dining and great shopping from national retailers to small boutique shops. In addition to the great individual shops, boutiques and restaurants, Center City also has great malls and a thriving retail district. The Gallery at Market East is located prominently at the heart of Philadelphia's Center City. Easily accessible through the area's regional bus and rail system, the Gallery is located at one of the most highly trafficked locations, as it is located above the second largest transit hub in the city. It is located in the heart of center city Philadelphia, the third largest residential downtown in the United States. With 60% of center city sales from local residents from the Greater Philadelphia area, the Gallery at Market East caters to an established local market. Information on each of the major



shopping centers is included below, with the exception of Philadelphia's Center City, as it is listed above:

- *Franklin Mills Mall* – Franklin Mills features the best names in manufacturers' and retail outlet stores including Off 5th Saks Fifth Avenue, Polo Ralph Lauren Factory Store and Last Call Neiman Marcus as well as high quality entertainment venues including AMC Theatres, Dave & Busters Grand Sports Cafe' and various restaurants.

Franklin Mills is located just off Interstate 95 at the intersection of Woodhaven Road (PA63) and Knights Road. Access to Franklin Mills is also provided from U.S. 1 and the Pennsylvania Turnpike. The site lies 15 miles northeast of Center City, Philadelphia.

Franklin Mills is truly a local attraction that clearly demonstrates interaction among the residents by drawing 78.3 percent of visitors from the proposed community consisting of Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties.

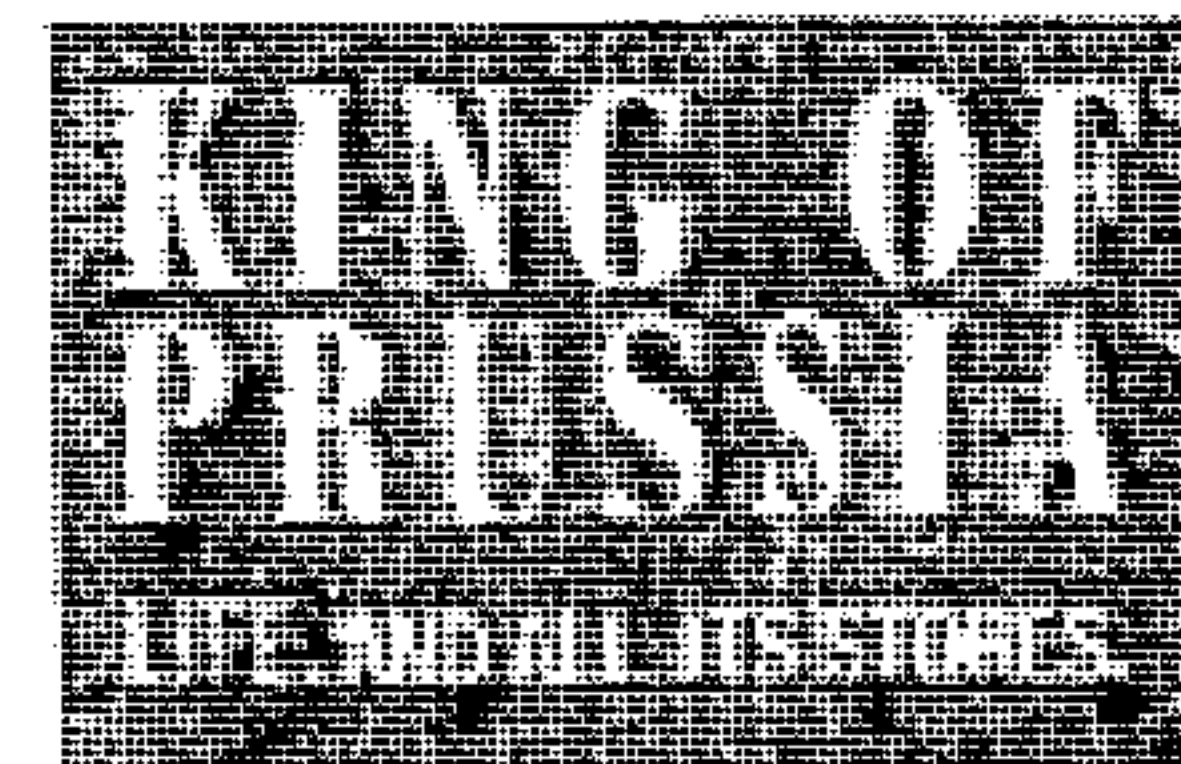
(Sources: http://www.simon.com/mall/mall_info.aspx?ID=1245 and Scarborough Research)

- *The Gallery at Market East (Gallery I & II)* - The Gallery at Market East is prominently located in the heart of Philadelphia's thriving Center City. Adjacent to major historical attractions, The Gallery is amazingly convenient and bustling with activity. More than 40,000 people enter The Gallery each day for great stores and eateries, all accessible through one of the city's busiest transportation hubs. With its giant directory sculptures and soaring four-story atrium, The Gallery is one of the city's premier shopping destinations.

The Gallery draws the great majority of its shoppers from the proposed Greater Philadelphia Community. According to recently conducted research, 84.1 percent of shoppers at The Gallery I & II hail from the proposed community clearly identifying the shopping area as a prime location where residents interact on a regular basis.

(Source: <http://www.galleryatmarketeast.com> and Scarborough Research)

- *King of Prussia Mall* - King of Prussia Mall offers the most discriminating shopper an endless selection of luxury department stores, exclusive shops and sophisticated dining experiences-over 400 stores and restaurants in all.



King of Prussia Mall draws the great majority of its shoppers from the proposed Greater Philadelphia Community. According to recently conducted research, *76.2 percent* of shoppers at King of Prussia Mall hail from the proposed community clearly identifying the shopping area as a prime location where residents interact on a regular basis.

(Source: <http://www.kingofprussiamall.com> and Scarborough Research)

- *Montgomery Mall* - Montgomery Mall is a super-regional, two-level, enclosed shopping center located in North Wales, PA. Montgomery Mall features four department stores, JCPenney, Macy's, Sears, and Boscov's, as well as 150 specialty shops including Hollister, Gap, and Anne Taylor Loft. Eateries at Montgomery Mall include Ruby Tuesday and TGI Friday's, plus an extensive food court.

Montgomery Mall is located at the intersection of Routes 202 and 309 and is easily accessible from the Pennsylvania Turnpike.

Montgomery Mall draws almost exclusively from the proposed community, with *92.2 percent* of visitors residing in the Greater Philadelphia community.

(Source: http://www.simon.com/mall/mall_info.aspx?ID=847 and Scarborough Research)

- *Neshaminy Mall* - Featuring three department stores, over 120 specialty shops & eateries plus a state-of-the-art, 24-screen stadium seating cinema, Neshaminy Mall offers terrific shopping, dining and entertainment for the whole family! Before or after a movie, grab a bite to eat at the new Manny Brown's Bar & Grill--complete with outdoor patio--located in the AMC theater wing. Their hearty menu features steak, ribs, chicken and many other classic appetizers and entrees.

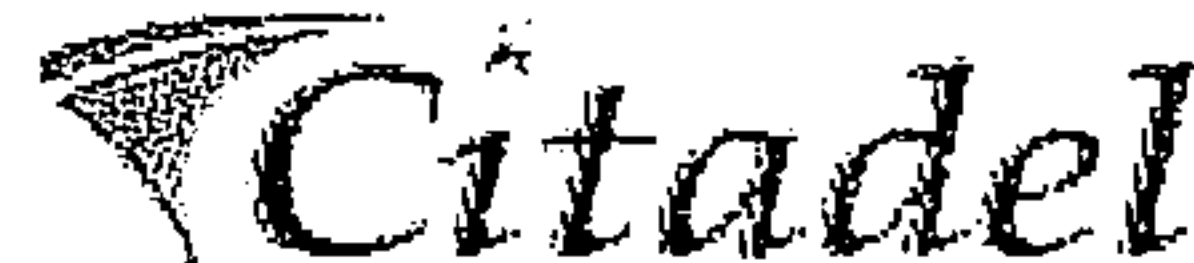
Independent third party research reveals that *91.7 percent* of Neshaminy Mall visitors reside in the proposed community

(Source: <http://www.neshaminy.com/> and Scarborough Research)

- *Springfield Mall* - Springfield Mall is a 590,000-square-foot regional shopping mall located approximately 10 miles southwest of Philadelphia in Springfield Township, Delaware County, Pennsylvania.

It is operated jointly by the Simon Property Group and the Pennsylvania Real Estate Investment Trust.

It is anchored by a 192,000 sq. ft. Macy's and contains stores such as Borders, Bath & Body Works, Victoria's Secret, and Suncoast. Dining options include Ruby Tuesday and Carrabba's Italian Grill.



At Springfield Mall a visitor will find residents throughout the proposed community interacting as independent analysis reveals that *94.9 percent* of all shoppers reside in the proposed community.

(Source: Scarborough Research)

- *Willow Grove Park* – Willow Grove Park is distinguished by its rich history as a development on the site of a famed Victorian-era amusement park, which put the town of Willow Grove, Pennsylvania, on international maps. In its heyday, tens of thousands visited the Park daily to behold world-class concerts by such musical greats as John Philip Sousa, captivating colored Electric Fountain shows in the center of the Park's expansive lake, and novel amusements, including roller coasters, toboggan rides and two magnificent carousels.

In 1982, the site was transformed into a thriving, fashion-forward shopping center, and the magic and excitement surrounding the original Park was reborn. Representational classic historical pieces, including a chiming carillon clock and a suspended fantasy carousel circling above a feature fountain, continue to be popular components of the mall's decor and reminders of its vibrant heritage.

The Center's recent Victorian-era inspired renovation was designed to echo the enchantment and elegance surrounding its ancestry. The renovation focal point, a new, spectacular Carousel ride, which mirrors the Park's original Philadelphia Toboggan Company carousels, stands at the core of its own Third Level entrance and has delighted thousands of riders within its first few months of operations. The mall's recently added fourth department store, Macy's (the most fashion forward in the Philadelphia metro area), new multi-level parking deck with entrances to all three shopping levels, and redeveloped Grove Food Court featuring tables inlaid with original Willow Grove Park memorabilia, as well as the newly completed Nostalgic Mosaic Wall, build upon the excitement surrounding today's Willow Grove Park.

Third party research reveals that *96.5 percent* of shoppers at Willow Grove Park reside in the proposed community, giving further evidence of the interaction within the Greater Philadelphia Community.

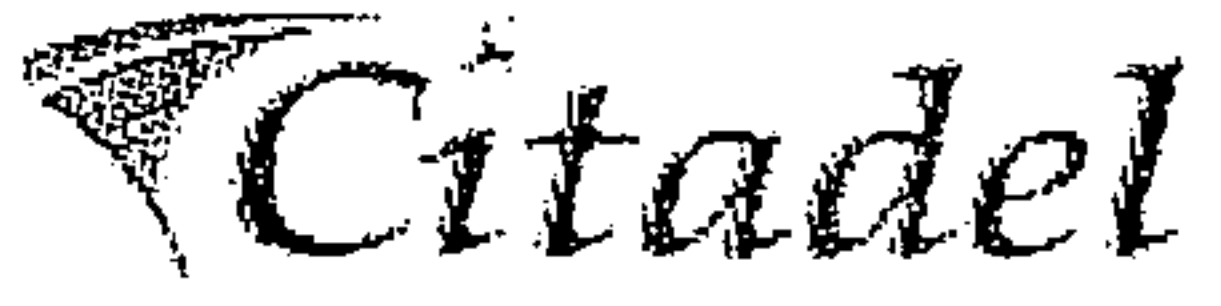
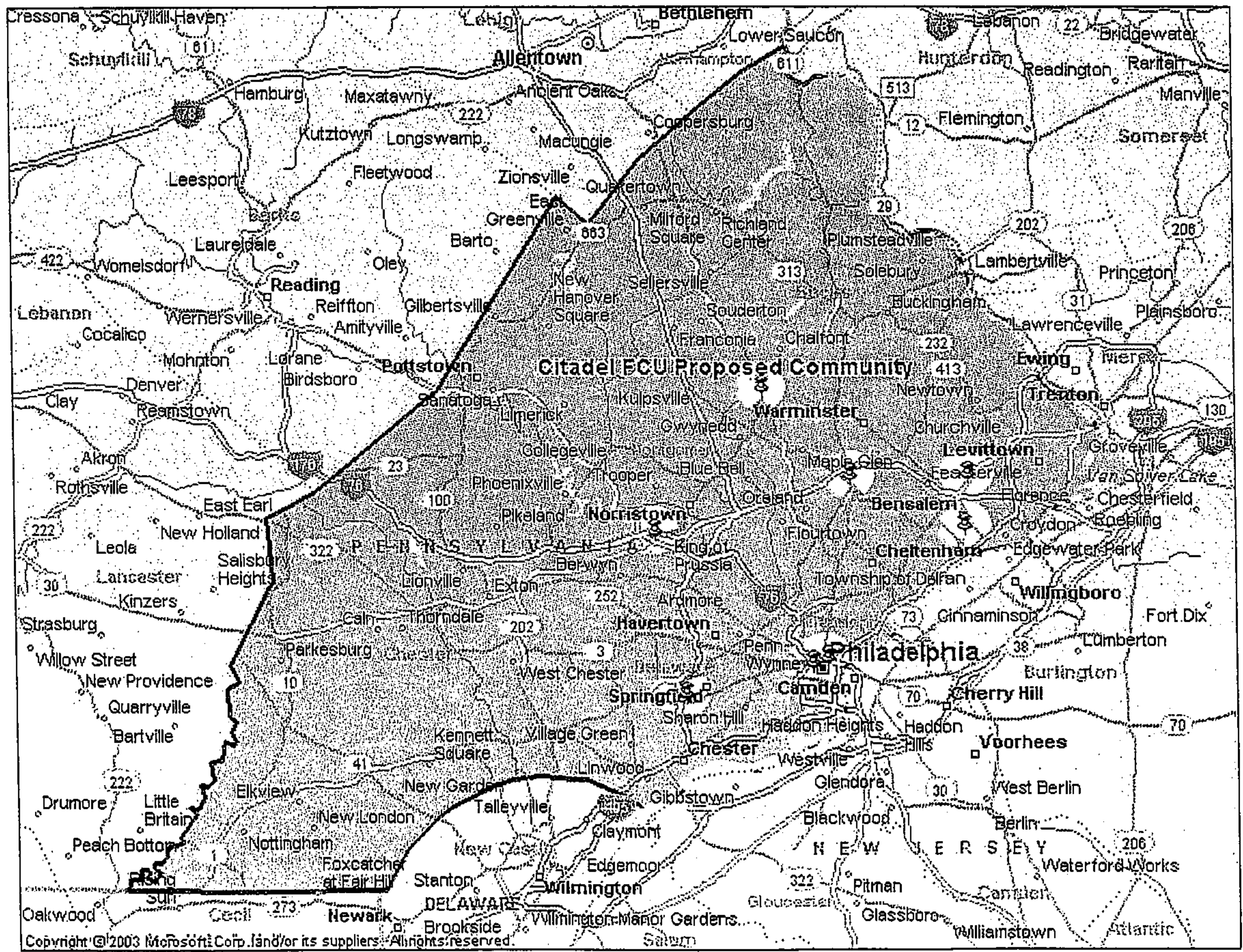
(Source: <http://www.willowgroveparkmall.com> and Scarborough Research)

The table below summarizes shopping center statistics in the proposed community. All statistics are provided by Scarborough Research, an independent third party research provider. These statistics detail the percentage of shoppers at each mall or center that reside within the proposed community.

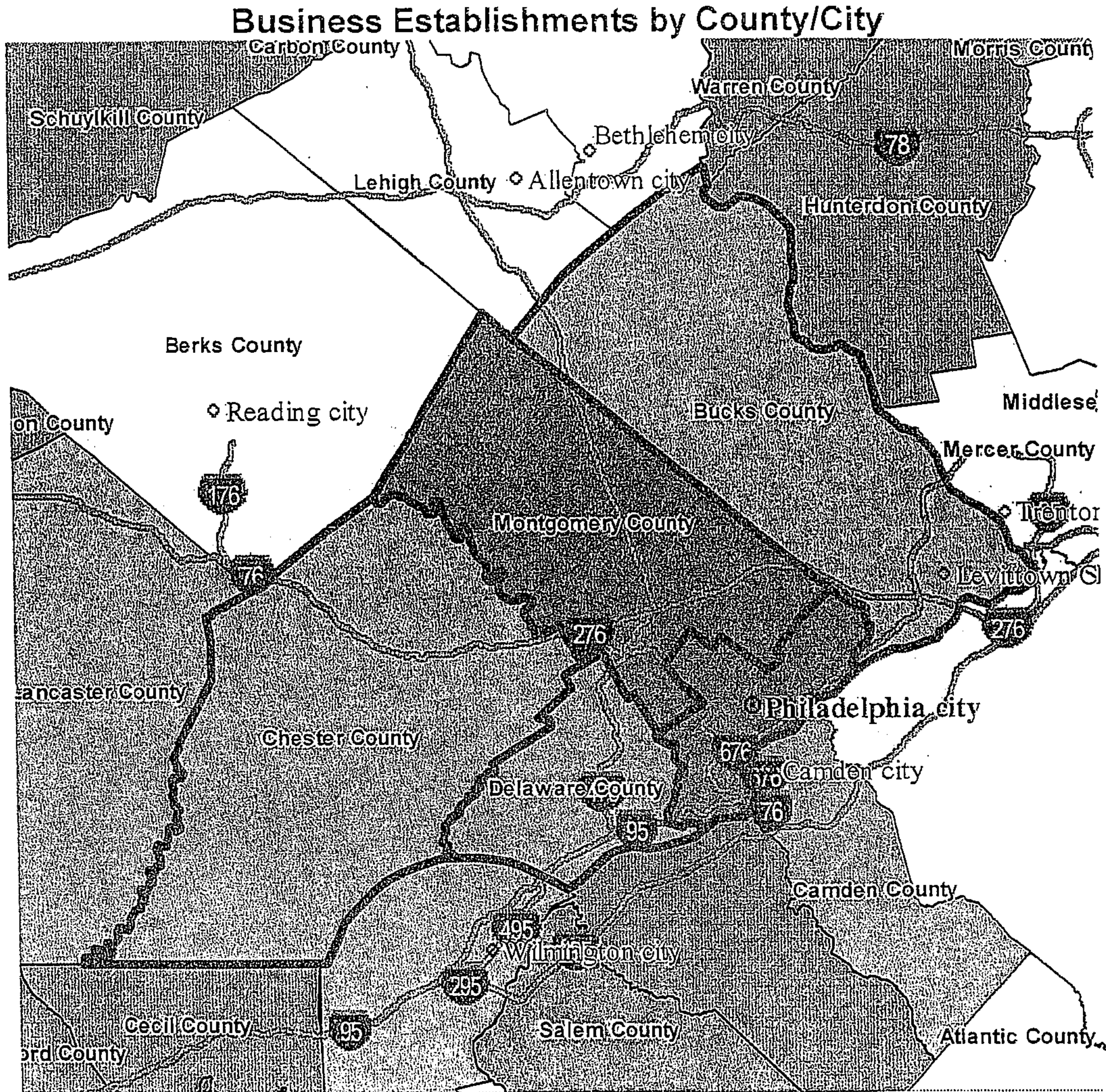


	Total # of Shoppers in Past 3 mo.	Total # Community Shoppers	% Community Shoppers to Total Shoppers
Franklin Mills Mall	734,313	574,712	78.3%
Gallery I & II	415,609	349,586	84.1%
King of Prussia Mall	1,124,099	856,966	76.2%
Montgomery Mall	539,613	497,454	92.2%
Neshaminy Mall	512,979	470,539	91.7%
Philadelphia Center City Business District	537,452	419,468	78.0%
Springfield Mall	413,046	392,007	94.9%
Willow Grove Park	490,699	473,284	96.5%

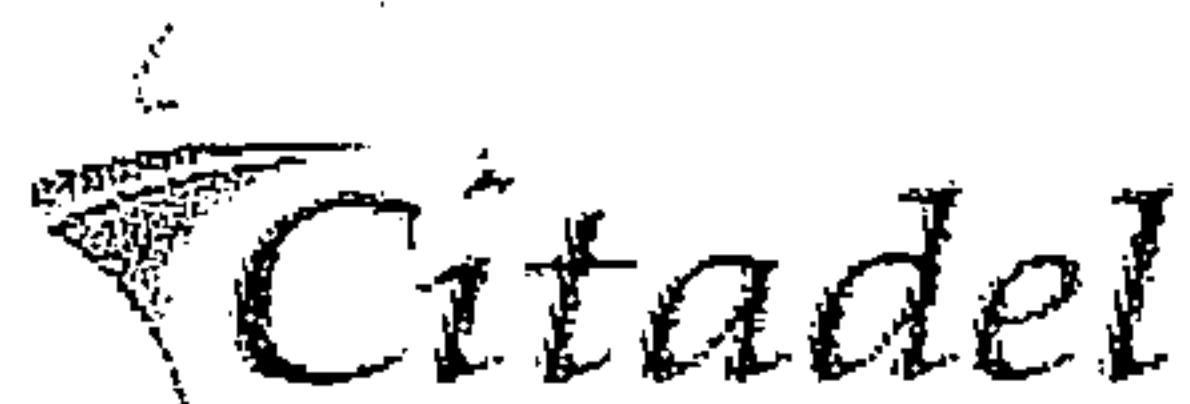
The map provided below indicates the locations of the major malls and shopping centers referenced above. It can be concluded that the wide array of shopping and trade options within the proposed community further establishes the interaction within the Greater Philadelphia Community. Residents from each county utilize many or all available shopping centers to conduct business within the proposed community.



As stated earlier in the application, the city of Philadelphia forms the economic and trade center of the proposed community. The map below clearly identifies the city of Philadelphia as the economic hub by detailing business concentration by county or independent city throughout the proposed community and outlying areas. Areas in red feature the highest concentration of business establishments, followed by orange, yellow, green, and finally, blue. The map shows that the greatest concentration of business establishments is in the city of Philadelphia and Montgomery County. The map clearly depicts the city of Philadelphia as the economic and trade hub of the proposed community.



(Source: Demographics Now and US Census Bureau)
 Red = Above 25,000 Business Establishments
 Orange = 17,500-25,000 Business Establishments
 Yellow = 10,000-17,500 Business Establishments
 Green = 2,500-10,000 Business Establishments
 Blue = Less than 2,500 Business Establishments



Shared Facilities and Resources

Residents of the proposed community share a compelling number of common services and facilities that promote and foster ongoing interaction within the entirety of the community. Examples include, but are not limited to, the following:

Medical Facilities

The Greater Philadelphia community is home to more than two dozen hospitals. Among these hospital facilities, three stand out due to the significant number of area residents who utilize their services. Two are located in the hub, the City of Philadelphia, while the other is located in Montgomery County.

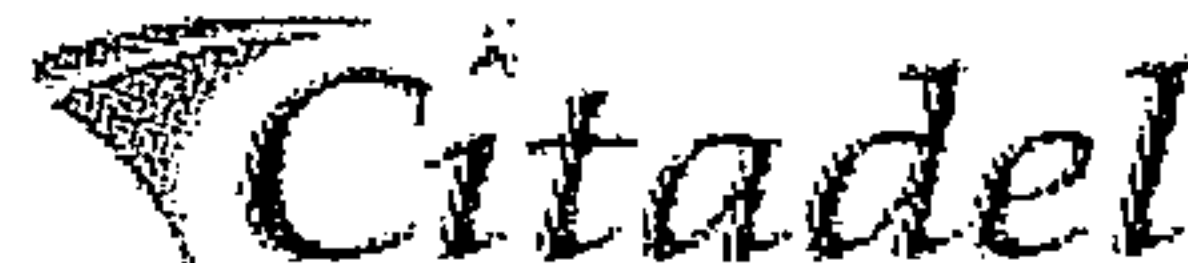
Of the areas' residents who had the necessity to utilize a hospital, 68% of those utilizing Children's Hospital of Philadelphia are from the Greater Philadelphia Community. Of the area residents who visited the University of Pennsylvania Medical Center, 73.7% are from the Greater Philadelphia community. Of the area residents who visited Abington Memorial Hospital, 100.0% are from the Greater Philadelphia community.

	Total # of Individuals Using This Hospital	Total # of Greater Philadelphia Community Adults Using This Hospital	% of Greater Philadelphia Community Adults Using This Hospital
University of Pennsylvania Medical Center	237,544	175,018	73.7%
Children's Hospital of Philadelphia	171,346	116,539	68.0%
Abington Memorial Hospital	198,637	198,637	100.0%

Transportation Services

- *Philadelphia International Airport* - Philadelphia International Airport (PHL) serves as the center of the community's aviation system, geographically and from an aviation traffic perspective. This growing hub airport, which provides the vast majority of scheduled airline service to and from the Philadelphia metro area, is also the air traffic control center for most of the 23 suburban general aviation and reliever airports operating in the area.

The Philadelphia International Airport is located approximately seven miles from Center City Philadelphia. Philadelphia International Airport



(PHL) serves as the principal gateway for the fifth largest metropolitan population in the United States. Owned by the City of Philadelphia, the Philadelphia Airport System (comprised of Philadelphia International Airport and Northeast Philadelphia Airport) is operated by the Department of Commerce's Division of Aviation. The Airport is easily accessible from Interstates 76, 95, and 476. In addition, rail service to the airport is available on SEPTA's High Speed Rail Line (R1) train that operates from 5:25 a.m. until 11:25 p.m. daily, every 30 minutes, with easy connections to AMTRAK at 30th Street Station.

The Airport System is a self-sustaining entity that operates without the use of local tax dollars. It is one of the largest economic engines in Pennsylvania, generating an estimated \$14 billion in spending to the regional economy and employing a workforce of nearly 34,000 from throughout the Greater Philadelphia region.

Without question, the Philadelphia International Airport is the hub of air transportation for the Greater Philadelphia community. Of the 2,960,967 adults in the Greater Philadelphia community, 1,377,163 use the Philadelphia International Airport. For residents using airport travel, the Philadelphia International Airport is used by virtually 100% of travelers as the 2006 Scarborough Research indicates that 1,492,793, 50.4% of the greater Philadelphia community residents do not use air travel at all.

Total # Adults in Greater Philadelphia Community	Transportation	Total # Greater Philadelphia Community Adults Using Philadelphia International Airport	% Using Philadelphia International Airport
2,960,967	Philadelphia International Airport	1,377,163	46.50%
		Greater Philadelphia Community Who Do Not Use Any Airport	% Not Using Any Greater Philadelphia Airport
	No Airport Usage	1,492,793	50.40%

(Source: <http://www.phl.org> and Scarborough Research)

- *Southeastern Pennsylvania Transportation Authority* – SEPTA serves Philadelphia, Montgomery, Delaware, Chester, and Burks Counties specifically. As Mark S. Schweiker, President and CEO, Greater Philadelphia Chamber of Commerce and Chairman for the CEO Council for Growth reported in his testimony before the PA Transportation Funding and Reform Commission on May 18, 2006, a quality transit system is essential to the Greater Philadelphia region. A viable transit system is especially critical to the local economy in southeastern Pennsylvania as



employers, commuters and consumers depend upon the safe, reliable and affordable service that SEPTA provides.

Schweiker stated that SEPTA means business in this region.

- 70% of all Center City office workers take all modes of public transit into Philadelphia each day—that is 272,000 people every day from all areas in the region.
- In the southeast region wherein a total of 1.8 million people are employed, more than 18% ride SEPTA buses, rails and subways daily.
- 700 businesses in Greater Philadelphia find transit ridership important enough to offer tax-advantage transit benefit programs to their employees.
- 65,000 students at middle schools, high schools and colleges use SEPTA public transit.

A quality transit system is necessary to enhance mobility, reduce congestion on the roadways, enable employees to get to work, students to get to school, and residents, visitors and shoppers to enjoy all of the amenities of the region. A quality transit system is vital to the competitiveness of Greater Philadelphia.

Operating in the five-county Philadelphia community, Southeastern Pennsylvania Transportation Authority (SEPTA) features an integrated network of buses, trolleys and trains providing more than 1,000,000 passengers trips each day. In addition, SEPTA's Airport Train provides direct connections every 30 minutes, from downtown to all terminals at Philadelphia International Airport.

With almost no exceptions, any attraction, historic or cultural site, entertainment venue, hotel, restaurant or event in Center City can be reached by SEPTA services. These services include the Regional Rail R1 Airport Line; the Market-Frankford Line (serving east-west destinations); the Broad Street Line (serving north-south destinations); Bus Routes 21, 38, and 42; and LUCY (Loop through University City.) The R1 Airport Line connects University City, 30th Street, Suburban or Market East Stations with all Philadelphia International Airport terminals.

The Market-Frankford Line operates underneath Market Street and travels east and west from Northeast Philadelphia to West Philadelphia and Upper Darby. In the downtown area, it stops at 2nd Street (Penn's



Landing and Old City), 5th Street (the heart of the historic district), 8th Street (Chinatown), 11th Street (The Pennsylvania Convention Center and the Reading Terminal Market), 13th Street (City Hall, SEPTA's Transit Museum Store and trolleys to University City) and 15th Street (Center City business district).

The Market-Frankford Line also serves Amtrak's 30th Street Station. The 11th Street Station is located just two blocks from the Greyhound, Trailways and NJ Transit Bus Terminals at 10th and Filbert.

The Broad Street Line operates underneath Broad Street and travels north and south from South Philadelphia to North Philadelphia. In the downtown area, it stops at the following stations: Walnut-Locust, within walking distance of the Avenue of the Arts including the Kimmel Center for the Performing Arts; City Hall, convenient to hotels and the Convention Center; and Race-Vine, within walking distance of the Pennsylvania Academy of the Fine Arts. The Broad Street Line also provides frequent service to sporting and concert events at the Lincoln Financial Field, the Veterans Stadium, the Wachovia Center, and the Wachovia Spectrum in South Philadelphia (Pattison Avenue stop). It also serves Temple University and the Apollo Theater in North Philadelphia (Cecil B. Moore stop).

Route 38 starts at Independence Hall, runs along Market Street and the Ben Franklin Parkway, past the Art Museum, the Philadelphia Zoo and on to the hotels on City Avenue. Routes 21 and 42 travel from Penn's Landing and Old City along Chestnut and Walnut Streets in Center City where you can find some of the finest shops and dining in Philadelphia. Routes 21 and 42 continue west and serve the University City area. LUCY begins at the southwest corner of Amtrak's 30th Street Station and loops through the University City area stopping at the Drexel University and University of Pennsylvania campuses, shops, restaurants and museums.

30th Street Station, at 30th and Market Streets, provides a direct connection to Amtrak and New Jersey Transit Rail services; Suburban Station, located between 16th and 17th Streets on John F. Kennedy Boulevard, is situated in the heart of Philadelphia's business district; and Market East Station, located at 11th and Market Streets, is directly below the Pennsylvania Convention Center and connects to the Reading Terminal Market.

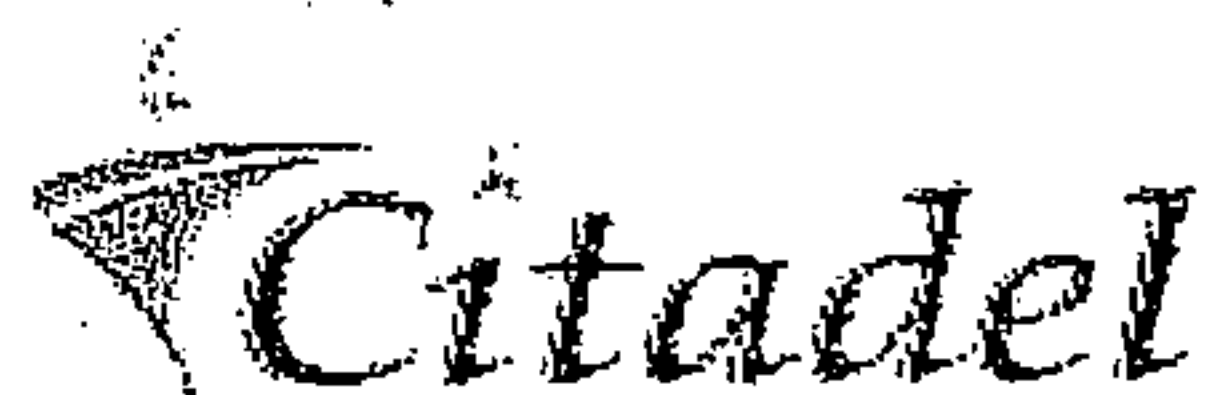
Currently, as a further demonstration of the ongoing recognition of the importance of continuing the already dynamic nature of interaction

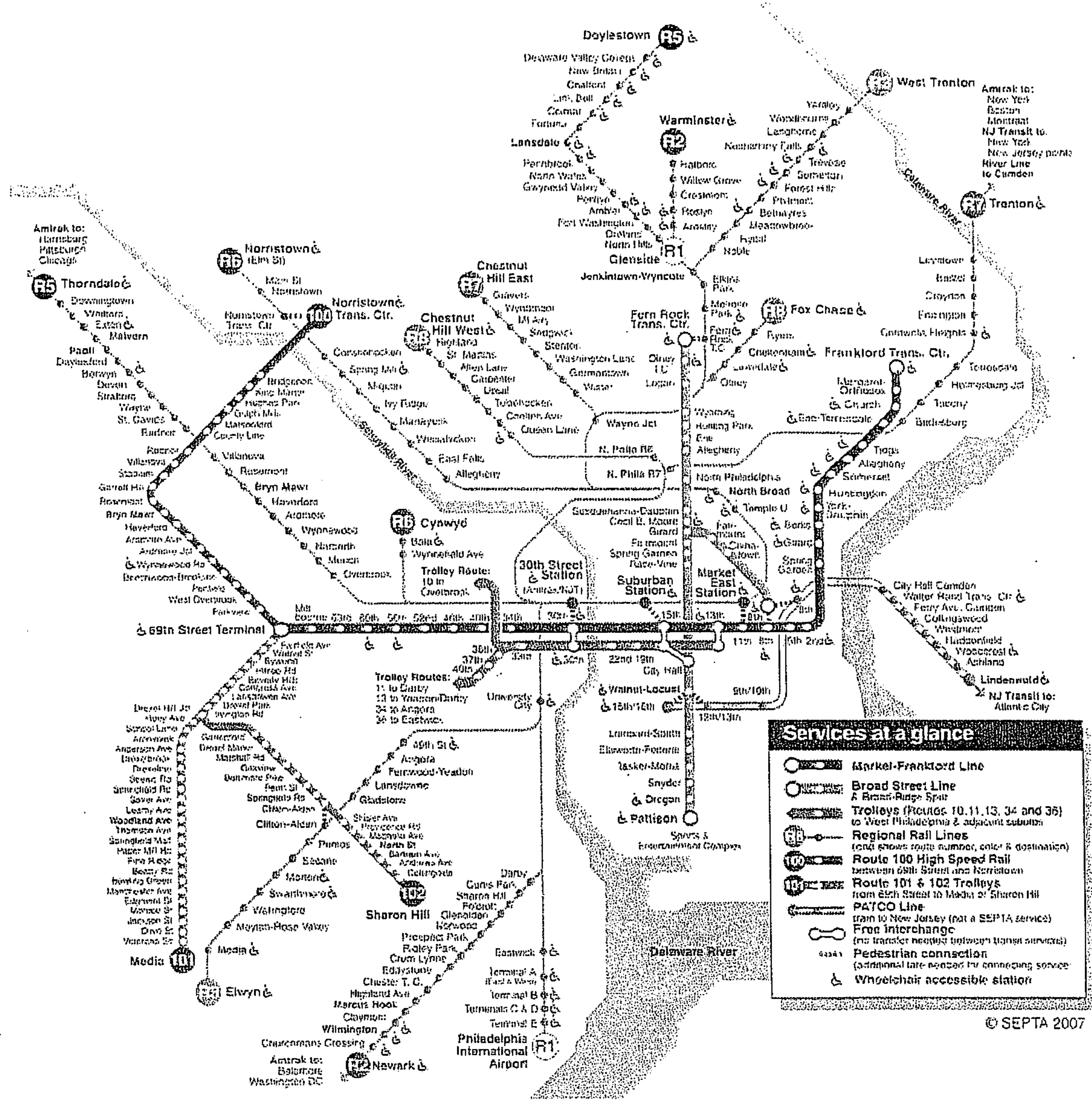


throughout The Greater Philadelphia area from a transportation perspective, there is a proposed commuter rail line that will produce critical mobility, economic, environmental and social benefits while enhancing Greater Philadelphia community's competitiveness in the knowledge-based economy of the 21st century. The project is the Schuylkill Valley MetroRail (MetroRail). MetroRail will connect Philadelphia and its western suburbs along the Schuylkill River, while serving 52 municipalities and townships along its route through urban, suburban and rural areas. The proposed rail alignment generally parallels the Schuylkill River along existing right-of-way while traversing Philadelphia and Montgomery counties with a proposed southern extension to Great Valley and beyond in Chester County. MetroRail will connect major population concentrations, employment centers and a variety of recreational activity centers through 13 new stops west of Norristown, a spur to the King of Prussia area, and a new station at 52nd Street and Lancaster Avenue in West Philadelphia.

Employment centers and community attractions that MetroRail will serve are: Center City's cultural and historic sites, central business district, Pennsylvania Convention Center, and Amtrak connections; West Philadelphia's universities, research parks, hospitals, and Mann Music Center/Fairmount Park; North Philadelphia's Temple University; Conshohocken's corporate business centers; King of Prussia Mall; Route 202's Great Valley Corporate Center and Route 422's Valley Forge National Park.

The map below shows transportation lines throughout the system. The map indicates that SEPTA serves the entirety of the proposed community of Philadelphia, Montgomery, Delaware, Bucks, and Chester Counties.





(Sources: <http://www.publicpurpose.com/ut-cr-phila.pdf>; <http://www.philachamber.com/pubtrans.asp>; <http://www.septa.org/riding/visitor.html>; <http://www.svmetro.com/svm/mis/index.html>; http://www.film.org/production/trans_septa.php)

- **Bus Transit** - The Southeastern Pennsylvania Transportation Authority (SEPTA) operates over 150 bus routes and 1,200 buses in the five-county Greater Philadelphia community. The SEPTA system also provides local subway and trolley service that connects major parts of the city, including runs to the Philadelphia International Airport every 30 minutes.

According to the American Public Transportation Association, SEPTA ranks as the sixth largest bus and trolleybus agency in the U.S. based on



passenger miles traveled in 2002. Passenger miles are the cumulative sum of the distances ridden by each passenger.

Passenger miles traveled in the most recent reporting period by SEPTA bus was 470,379 and SEPTA trolleybus was 12,353.

(Sources: http://www.positivelyphiladelphia.com/transportation/trans_rail.aspx?bitmap=0704; <http://www.apta.com/research/stats/bus/75largest.cfm>)

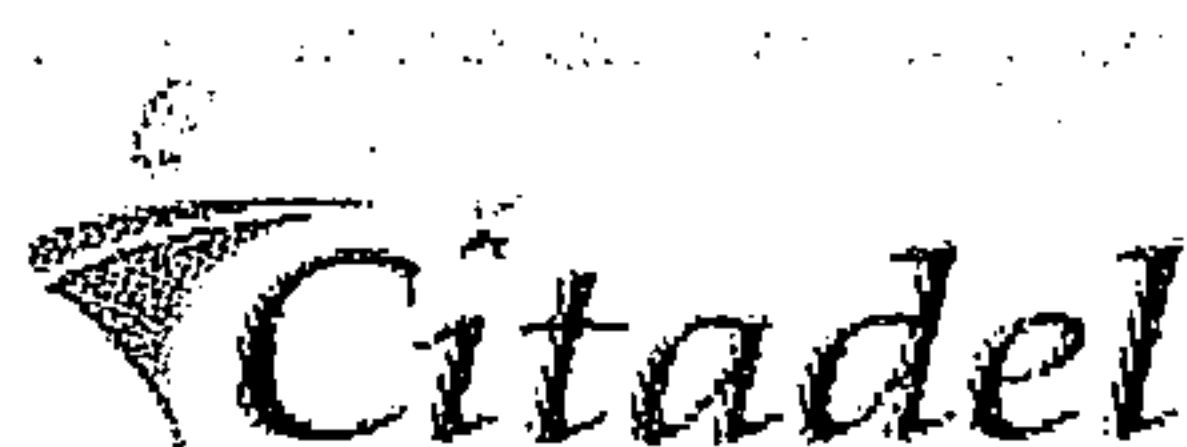
- *Port Authority* - For more than 300 years Philadelphia has been a leading national port city and a recognized major center for international commerce. Only a few short years after William Penn's vessel landed on the shores of the Delaware River, heralding the establishment of Penn's "City of Neighborhoods," Philadelphia became the New World's leading center for trade and commerce, a title it held for more than a hundred years.

Even today; with major port complexes serving major metropolitan centers throughout the country, Philadelphia and its international seaport maintain a preeminent position in several areas of trade, such as the import of perishable cargoes from South America and high-quality paper products from Scandinavia.

Like many ports throughout the United States (and especially competing ports along the East Coast) the capital-intensive requirements to maintain and improve the Port of Philadelphia eventually outgrew the funding capabilities of the city of Philadelphia and its port agency. To remedy the situation the Philadelphia Regional Port Authority (PRPA), an independent state agency and partnership between the state and Bucks, Delaware and Philadelphia counties, was created in 1990.

Since its inception more than ten years ago, PRPA has overseen major improvements to the port, as well as aggressively assisted its terminal operators in marketing the port. PRPA also works with other port agencies and port-related concerns along the Delaware River on issues of mutual concern, such as maintaining sufficient channel depth and monitoring regulatory issues.

PRPA and its 11-member Board of community business leaders are now pursuing the next phase of the Port of Philadelphia's evolution: Project 21. The aim of this project will be no less than the total modernization of the Delaware River's industrial waterfront. This will include the conversion of the port's remaining finger piers into modern marginal berths, as well as the further expansion of on-dock refrigeration and dry warehouse space.



All of its terminal facilities are located in close proximity, and have easy access, to all major trucking routes. I-95 runs adjacent to the port facilities, and I-76, a major east and west thoroughfare, has entrance ramps close to the terminals. Over 400 local trucking companies operate in the area, with a combined total of over 20,000 trucks and regularly meet a substantial demand on the part of the terminals for as many as 1,500 trucks per week. The port's facilities are also serviced by three class-one railroads: Norfolk Southern, CSX, and CP Rail.

(Sources: <http://www.philaport.com/history.htm>;
http://www.philaport.com/port_infrastructure.htm)

- *Other Transportation* - Another method of transportation and recreation that bonds the community residents through common interest and interaction is bicycling. Since 1972, the Bicycle Coalition of Greater Philadelphia (BCGP) has been working hard to improve bicycling conditions and promote bicycling as an environmentally-friendly, healthy, and economical form of transportation and recreation in the Greater Philadelphia community. Some sample projects that the coalition supports in the community are:
 - Facilitating the construction of recreational trails across the community;
 - Advocating for the addition of hundreds of miles of bike lanes;
 - Increasing bicycle-access on public transportation systems (SEPTA);
 - Establishing the largest in-school bicycle education program in the country;
 - Lobbying political leaders to support bicycle-friendly policy;
 - Reviewing transportation projects to ensure accommodations for cyclists;
 - Working in partnership with other organizations to promote alternative transportation;
 - Keeping the public informed about cycling opportunities in the community;
 - Bringing bicycle safety programs to communities; and
 - Ensuring installation of bicycle racks and "Share the Road" sign.

Also a Regional Bicycle Mobility Map of the Greater Philadelphia community has been developed by the Bicycle Coalition and funded by PENNDOT, the Delaware Valley Regional Planning Commission and the William Penn Foundation.

The Bicycle Coalition, working with the Philadelphia School System, has developed the Bicycle Education and Enhancement Program. A



curriculum was developed, and implemented in 16 middle schools in the community. The Bicycle Coalition is now working on installing bike racks at middle and high schools within the school system.

Because of the regional cooperation in developing the area's bicycle paths, bicycling is one of the recreational activities most common to the Greater Philadelphia community residents. One in every four adults in the Greater Philadelphia community is a recreational bicyclist.

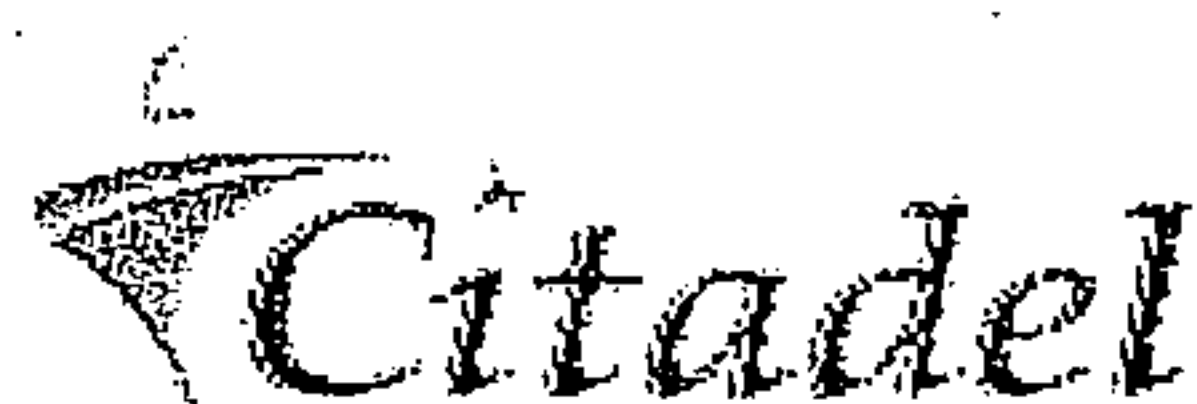
	Total # Adults in Greater Philadelphia Community	Greater Philadelphia Community Who Bicycle	% of Greater Philadelphia Community Adults Who Bicycle
Bicycling	2,960,967	708,611	23.94%

(Sources: <http://www.bicyclecoalition.org/>; <http://www.bikemap.com/region.htm>)

Higher Education

From the beginning of the 18th century, education and culture formed very important parts of life in Philadelphia. One of the colony's most learned early settlers was James Logan, William Penn's private secretary. He assembled a library that formed the basis for the Library Company of Philadelphia, one of the nation's earliest subscription libraries, founded in 1731 and still operating as a research facility today. The diverse achievements of Benjamin Franklin gained Philadelphia recognition as the "Athens of America," a center of learning and culture. Franklin's accomplishments as a practical philosopher and political scientist were accompanied by scientific innovation such as his work in astronomy, his experimentation with static electricity, and his invention of bifocal lenses and the heating stove.

The Greater Philadelphia community has a different concept than most communities when it comes to higher education. Higher education is not just the college campuses, but where the classrooms are state-of-the-art technology labs, world-renowned theaters and mahogany paneled boardrooms. A Philadelphia education is not something tackled two hours a day in a lecture hall. Education means learning firsthand how to live and work in the hustle and bustle of a world-class city. Nowhere else do college students play such a major role in the geography, culture, economics and personality of the city, making the city itself quite literally one expansive campus. The Greater Philadelphia community is a veritable patchwork of over 80 college campuses, where institutions of higher learning not only work together; they partner with cutting edge industries.



Increasingly, colleges and universities have emerged as major employers in the community. Their purchasing power equals that of major corporations, resulting in the creation of local jobs and businesses. Most important, much of the revenue generated by universities is "new" money to the community.

With the highest enrollment of the colleges and universities in the Greater Philadelphia Community, Temple University is a pre-eminent regional university. With US enrollment of 32,577, it is the largest university in the Greater Philadelphia Region.

As Jeff Lidicker, Director, Statistical Consulting Service at Temple University indicated in his report, Temple University is one of the educational hubs in the Greater Philadelphia Community. Temple's US enrollment is 32,577. Of this figure, 79% are from Pennsylvania. Of the Pennsylvania residents, the vast majority, 81% are from the Greater Philadelphia community.

TEMPLE UNIVERSITY

Total Enrollment by Geographic Origin 1996 and 2005

	Fall 1996		Fall 2005	
	Headcount	% of Total Students	Headcount	% of Total Students
PENNSYLVANIA				
Philadelphia	11,880	42.0%	9,754	28.6%
Suburban				
Bucks County	2,588	9.1%	3,232	9.5%
Chester County	565	2.0%	952	2.8%
Delaware County	1,736	6.1%	2,344	6.9%
Montgomery County	4,468	15.8%	4,589	13.5%
Suburban Total	9,357	33.0%	11,117	32.6%
Pittsburgh (Allegheny County)	124	0.4%	196	0.6%
Rest of Pennsylvania	2,250	7.9%	4,706	13.8%
PENNSYLVANIA TOTAL	23,611	83.4%	25,773	75.6%
DELAWARE	136	0.5%	215	0.6%
MARYLAND	198	0.7%	669	2.0%
NEW ENGLAND	226	0.8%	704	2.1%
NEW JERSEY	1,624	5.7%	2,712	8.0%
NEW YORK	605	2.1%	1,015	3.0%



REST OF UNITED STATES	707	2.5%	1,489	4.4%
INTERNATIONAL	1,212	4.3%	1,520	4.5%
TOTAL STUDENTS	28,319	100.0%	34,097	100.0%

Note: First-Time freshmen count reflects applicants coded as freshmen who were admitted and registered for the Fall semester.

Source: Undergraduate Admissions Files

Prepared by: Institutional Research 12/05/2005

Community College of Philadelphia is the only public institution of higher education in the city. Since 1965, over 500,000 students have attended Community College of Philadelphia seeking associates degrees, certificates, improved workplace skills and lifelong learning. Many of the degree students seek employment in the Philadelphia region. According to Dr. Jane Grosset, Director of Institutional Research, Community College of Philadelphia, virtually all of the Community College of Philadelphia students are from the Greater Philadelphia community. According to the Community College of Philadelphia's web site, over 90% of the graduates remain in the area and seek employment, strengthening the local economy and workforce. Local businesses utilize the Community Colleges' workplace training programs to keep their workers skilled and their companies competitive.

Below is a list of the higher educational institutions in the Greater Philadelphia community.

Name	Full Time Enrollment	County
Bucks County Community College/ Main	8,469	Bucks
Bucks County Community College/Upper County	212	Bucks
Delaware Valley College	1,925	Bucks
Philadelphia Biblical University	1,058	Bucks
Immaculata University	2,768	Chester
Lincoln University	2,000	Chester
Penn State University/Great Valley Grad & Prof Center	1,687	Chester
Valley Forge Christian College	722	Chester
West Chester University of PA	19,467	Chester
American College	547	Delaware



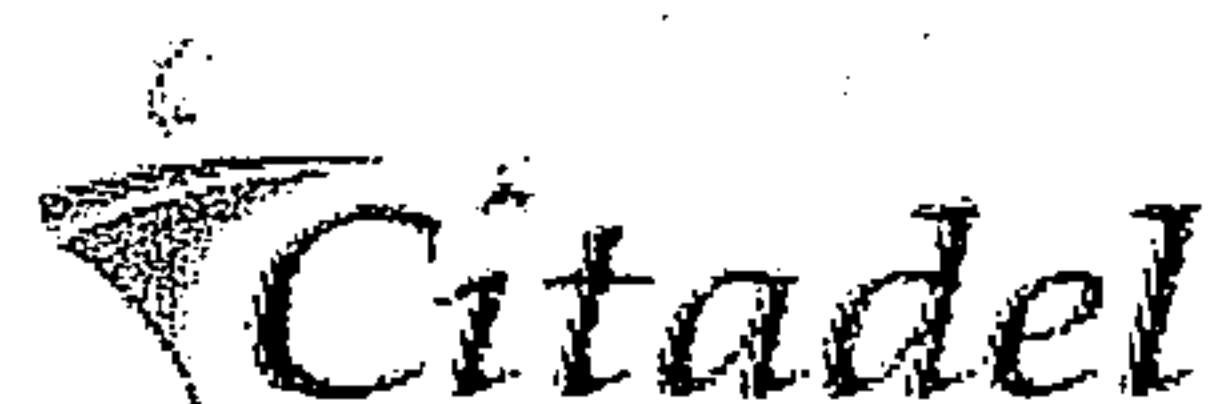
Name	Full Time Enrollment	County
Cabrini College	1,678	Delaware
Cheyney University of PA	1,138	Delaware
Delaware County Community College	8,943	Delaware
Eastern University	2,054	Delaware
Haverford College	1,105	Delaware
Neumann College	1,853	Delaware
Pennsylvania Inst of Tech	327	Delaware
Penn State University/Commonwealth College-Delaware County	1,738	Delaware
Swarthmore College	1,479	Delaware
Valley Forge Military College	240	Delaware
Villanova University	7,375	Delaware
Widener University/Main	2,407	Delaware
Arcadia University	1,673	Montgomery
Biblical Theological Seminary	289	Montgomery
Bryn Athyn College of New Church	146	Montgomery
Bryn Mawr College	1,321	Montgomery
Calvary Baptist Theological Seminary	96	Montgomery
Eastern Baptist Theological Seminary	491	Montgomery
Faith Theological Seminary	123	Montgomery
Gratz College	613	Montgomery
Gwynedd-Mercy College	2,112	Montgomery
Harcum College	548	Montgomery
Manor College	800	Montgomery
Montgomery County Community College	8,922	Montgomery
Penn State University/Abington College	3,177	Montgomery
Reconstructionist Rabbinical College	72	Montgomery
Rosemont College	732	Montgomery
Saint Charles Borromeo Seminary	486	Montgomery
Temple University/Ambler	8,443	Montgomery
Ursinus College	1,340	Montgomery
Westminster Theological Seminary	686	Montgomery

Name	Full Time Enrollment	County
Art Institute of Philadelphia (The)	2,672	Philadelphia
Chestnut Hill College	846	Philadelphia
Community College of Philadelphia	17,600	Philadelphia
Curtis Institute of Music	144	Philadelphia
Drexel University	11,585	Philadelphia
Holy Family University	1,782	Philadelphia
La Salle University	4,060	Philadelphia
Lutheran Theological Seminary/Philadelphia	256	Philadelphia
MCP Hahnemann University	2,579	Philadelphia
Moore College of Art & Design	597	Philadelphia
PA Academy of the Fine Arts	290	Philadelphia
Peirce College	1,720	Philadelphia
Pennsylvania College of Optometry	845	Philadelphia
Philadelphia College of Osteopathic Med	1,425	Philadelphia
Philadelphia University/ Main	2,692	Philadelphia
Saint Joseph's University	4,584	Philadelphia
Temple University/ Main	21,429	Philadelphia
Thomas Jefferson University	2,248	Philadelphia
University of Pennsylvania	9,742	Philadelphia
University of the Arts (The)	1,923	Philadelphia
University of the SCI in Philadelphia	1,240	Philadelphia

(Source: EPDE PA Dept of Education, http://edna.ed.state.pa.us/aun_listing.asp)

Knowledge Industry Partnership

In 2000, the Pennsylvania Economy League presented a collection of reports on Greater Philadelphia's Knowledge Industry. The purpose of the Greater Philadelphia's Knowledge Industry project was to profile the community's colleges and universities, with the goal of gaining a better understanding of this important community asset and how it contributes to Greater Philadelphia's economic competitiveness. The goal of the project led to numerous recommendations for strengthening the knowledge industry aimed to forge stronger ties between the colleges and universities and the community economy. The ultimate success of the project is its ability to bring together the community's academic, business, civic, and political groups under a shared vision for the community's future.



In the Greater Philadelphia community, higher education's impact far surpasses the traditional industry contributions of spending, employment, and investment. By virtue of what it "produces" – educated people and new ideas – Philadelphia's "knowledge industry" of colleges and universities is a community asset driving long-term trends such as population demographics, worker pool quality, and entrepreneurship.

According to the Greater Philadelphia's Knowledge Industry study, of the 66 institutions in the community, 47.3% of the student enrollment is at the institutions of higher education located in Philadelphia County. All four of the community's research and doctoral institutions are located in the city, reinforcing its role as the knowledge industry's core and community hub: Drexel University; MCP Hahnemann University; University of Pennsylvania; and Temple University. The suburban counties, on the other hand, have more of an exclusive focus on undergraduate education and professional training through the significant number of liberal arts colleges, comprehensive universities, and community colleges contained within them. Suburban institutions overall also have smaller student bodies on average compared to institutions located in the city.

Three major clusters of higher education institutions in the Greater Philadelphia community are all located in the hub, the City of Philadelphia. Each cluster is unique due to the nature of the institutions in the clusters with each drawing from different social characteristics. The largest and most visible cluster is University City, with one of the highest concentrations of universities, hospitals, and research institutions in the country. Located at the eastern most point of West Philadelphia and directly across the Schuylkill River from Center City, University City draws 13.6% of community student enrollment and is home to the University of Pennsylvania, Drexel University, and the University of the Sciences in Philadelphia. At one square mile, University City is the most compact of the knowledge industry clusters in the community.

Moving east of University City, a cluster of institutions is found within Center City Philadelphia. With 13.5% of the student population, the Center City cluster is a curious mixture of medical sciences and the arts. The cluster contains two medical schools and all the community's schools of art and music. It also includes two associates of arts colleges. Thomas Jefferson University, MCP Hahnemann University, More College of Art and Design, Pennsylvania Academy of Fine Arts, and the University of the Arts are located in this cluster. The third knowledge industry cluster within the Greater Philadelphia community is located in North Philadelphia. This cluster is anchored by Temple University and includes La Salle University and the Pennsylvania College of Optometry. Many of the students attending these institutions are commuters.



Colleges and universities are also a major source of employment for community residents and are among some of the largest employers. In fact, 42% of employment at colleges and universities in Pennsylvania is located in the five-county community.

Philadelphia was one of the first to attempt to tap the economic benefits of proximity to colleges and universities when it established the nation's first urban research park, the University City Science Center, adjacent to the University of Pennsylvania and Drexel campuses in West Philadelphia. In recent years, the Science Center has refocused its energies on capitalizing on the synergies between knowledge-based industries like information technology and biotechnology and the research and labor pools available on local campuses. Combined with University of Pennsylvania's efforts to improve the quality and safety of residential neighborhoods and broaden the local retail community as well as major parcels of land available for new development on the fringes of University City, there is an opportunity for University City to emerge as a major knowledge-based business and residential district.

Greater Philadelphia's Knowledge Industry Partners (KIP) was born out of the Greater Philadelphia's Knowledge Industry project. KIP is a broad-based coalition of Greater Philadelphia's civic, business, government, and higher education leaders working together to maximize the impact of the community's "knowledge industry" of colleges and universities on Philadelphia's competitive position. This has been one of the most successful examples of regional partnership and interaction.

In order to secure a leadership position as a community center for higher education, KIP developed a three-year, multi-million dollar initiative positioning Philadelphia as "one big campus" – a premier college destination, where the campus is "measured in miles; not acres." In Philadelphia, the academic experience is enriched by an exceptional array of off-campus experiences – educational, cultural, professional, and personal.

Launched in 2003, the goal of the One Big Campus initiative is to create positive first-hand experiences throughout the student life cycle, which in turn lead to a stronger emotional attachment with the area and ultimately a personal desire to remain after graduation. More than 50,000 regional students participate in the One Big Campus event.

Under the leadership of an Advisory Group, this broad-based initiative represents a shared community agenda centered on the area's college student population. The effort is research-based and results-driven to dynamically impact the community's economy and demography. In 2005, the Knowledge Industry Partnership reported that its One Big Campus initiative has boosted the number



of applications to area colleges and improved students' perceptions of the Greater Philadelphia region.

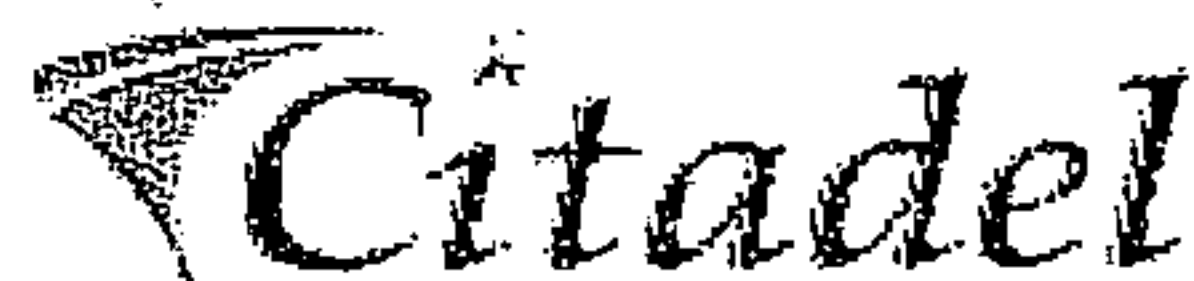
Campus Philly is a non-profit, student-run project of Greater Philadelphia. Campus Philly involves college students in the lifestyle, professional and community fabric of Philadelphia and its surrounding area. Its mission is to engage college students in providing them better information, incentives and networking opportunities to make the most out of college life in Philadelphia.

The Campus Philly web site was launched with grant support from the William Penn Foundation. Campus Philly receives funding and other support from the City of Philadelphia Department of Commerce, Pennsylvania's Stay Invent the Future Initiative, Ben Franklin Technology Partners of Southeast Pennsylvania, and 23 community colleges and universities.

One of Campus Philly's sponsored events is the Campus Philly Kick-Off (formerly Philadelphia College Festival,), which invites some 250,000 of the community's college students to a free party on the Benjamin Franklin Parkway. An unforgettable week of student-oriented events and promotions throughout the community, the Philadelphia College Festival takes Philadelphia's college and university students off campus to experience what Philadelphia offers as a place to live and work during school and after graduation. The festival is the city's official event to welcome students to the city and elevate the image of the community. The event strives to provide students with the tools needed to create a positive bond with Philadelphia's social, professional and community fabric.

The city of Philadelphia produces the festival with support from Comcast and other sponsors: KIP; Delaware River Port Authority; Greater Philadelphia Tourism Marketing Corporation; American Education Service; SEPTA; Career Philly; Philadelphia Business Journal; Philadelphia City Paper; University of Pennsylvania; Drexel University; Villanova University; LaSalle University; Temple University; Community College of Philadelphia; Bryn Mawr College; Delaware County Community College; Philadelphia University; Saint Joseph's University; Thomas Jefferson University; University of the Sciences in Philadelphia; and West Chester University of Pennsylvania.

Greater Philadelphia's higher education cluster is, and will continue to be, the region's single greatest asset in the global competition for knowledge-based economic development. With more than 66 colleges and universities, higher education institutions rank among the area's largest employers and collectively deliver a spending impact exceeding \$6.4 billion annually. Higher education draws hundreds of millions of new dollars into the regional economy through tuition payments, local purchases by students and their families, and research



funding from the federal government and other entities and is a key element connecting residents of the Greater Philadelphia community.

Greater Philadelphia Career Network

The Greater Philadelphia Career Network site is provided through partnerships between College Central Network, Inc. and LibertyNet. This is a consortium of 62 colleges located throughout the Greater Philadelphia area. Students and alumni can post resumes and search jobs for free. Employers can also get in on the action by posting jobs on the Internet at incredibly low prices.

Greater Philadelphia Productivity Consortium

The Greater Philadelphia Productivity Consortium is a customized training and workforce development service to local companies. Some of the lead partners in the effort are Ben Franklin Technology Partners/Southeastern Pennsylvania, the Community Colleges of Bucks, Delaware/Chester, Montgomery and Philadelphia counties, and the Philadelphia Area Council for Excellence.

(Sources: http://www.greatestcities.com/North_America/USA/Pennsylvania_PA/Philadelphia_city/education_and_culture.html; <http://www.peleasant.org/pubs2.htm>; http://www.peleasant.org/images/KIexec_summ.pdf; http://www.peleasant.org/images/KIpress_release.pdf; http://www.kiponline.org/our_story.htm; <http://www.peleasant.org>; http://www.campusphilly.org/about_section/about.html; <http://www.campusphilly.org/2002report/report.doc>; <http://www.campusphilly.org/collegefestival/>; <http://www.pdehighered.state.pa.us/higher/lib/higher/CollegeUnivProfile0903.pdf>; <http://www.collegecentral.com/>; <http://www.cgp.upenn.edu/pdf/New%20Standards%20in%20Education%20A%20Regional%20Approach%20to%20Human%20Capital%20Development.pdf>; <http://www.cgp.upenn.edu/pdf/Meeting%20Americas%20Diversity.pdf>)

Media and Public Relations

The Greater Philadelphia region possesses an extensive network of print, broadcast and television media outlets.

Print Newspapers

There are three clear choices among adults in the Greater Philadelphia community for obtaining news on international, national and local news via the print newspaper. They are the *Philadelphia Inquirer*, the *Philadelphia Daily News* and *Metro Philadelphia*.

- *Philadelphia Inquirer* - The *Philadelphia Inquirer* is America's third-oldest surviving daily newspaper, founded June 1, 1829. The *Philadelphia*



Inquirer's tradition of aggressive enterprise, explanatory reporting and stylish writing has been accorded 18 Pulitzer Prizes.

In June 2006, the Philadelphia Media Holdings L.L.C. bought the *Philadelphia Inquirer*, *Philadelphia Daily News* and the web site www.philly.com from the McClatchy Company. Media Holding L.L.C. is a group of Philadelphia investors and prominent community business people brought together by local entrepreneur Brian P. Tierney. The investors include: civic, labor and corporate leaders, entrepreneurs and private investors who share a commitment to high quality, locally owned journalism.

The *Philadelphia Inquirer* is also the newspaper of choice for residents throughout the Greater Philadelphia community, often having higher readership in a given neighborhood than the "local" newspaper. The Sunday edition of the *Philadelphia Inquirer* includes zoned editions, tying neighborhood and community news together in its highly acclaimed "Neighbors" sections. It is read by more than 1.3 million residents of the Greater Philadelphia community.

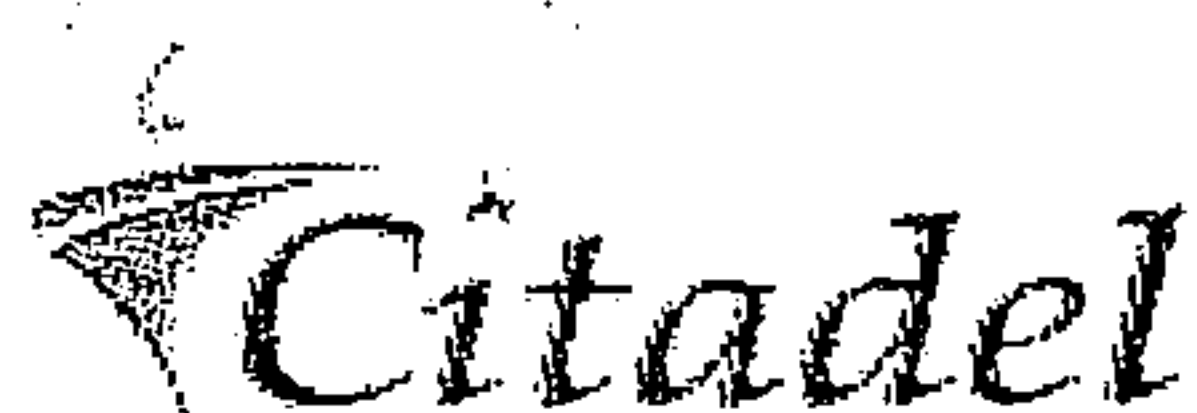
Readership of Sunday Inquirer by County	
County	Readership
Philadelphia	571,296
Montgomery	295,393
Bucks	142,859
Delaware	203,372
Chester	127,893
Total	1,340,813

(Source: 2006 Philadelphia Scarborough Report)

Scarborough Research indicates that 46.7% of the adults in the Greater Philadelphia community read a daily print newspaper. Of those adults who read the *Philadelphia Inquirer*, 77.3% reside in the five county Greater Philadelphia community (Bucks, Chester, Delaware, Montgomery and Philadelphia) making the *Philadelphia Inquirer* the number one choice for print information and news in the community.

According to Scarborough Research, about 61.3% of *Philadelphia Inquirer* daily newspaper readers are suburbanites and 57.4% of *Philadelphia Inquirer* Sunday newspaper readers are suburbanites. As of March 2006, the *Philadelphia Inquirer* Sunday edition is the eighth most widely read newspaper in the United States.

(Source: www.pnionline.com/pnipublications; www.accessabc.com/reader/top150.htm)



- *Philadelphia Daily News* - The *Philadelphia Daily News* first rolled off the presses March 31, 1925. It is a thriving, city-oriented tabloid. It depends on single-copy sales; nine of every 10 *Daily News* readers must make a deliberate decision to buy the paper. The paper is best known for its excellent coverage of local news and sports, passionate commentary, a willingness to be unorthodox and an uncommon bond with its readers.

The *Daily News*' circulation area includes Bucks County, Chester County, Delaware County, Montgomery County, and Philadelphia County with a daily circulation of 116,950.

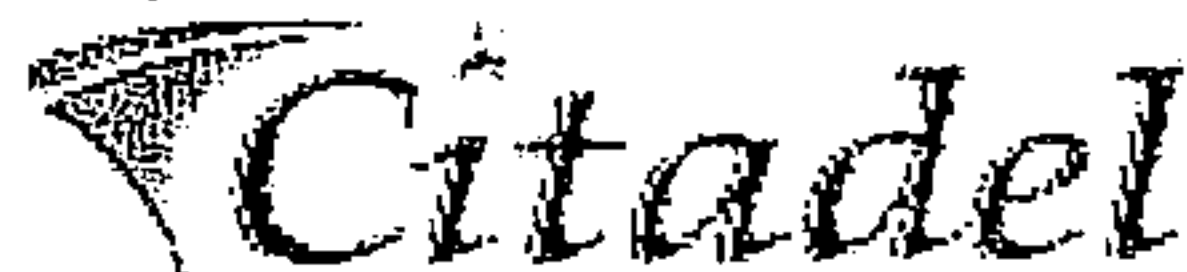
The second most widely adult read daily print newspaper is the *Philadelphia Daily News*. 84.6% of the readership resides in the Greater Philadelphia community.

- *Metro Philadelphia* - *Metro Philadelphia* is a free daily newspaper written and designed for young and ambitious professionals. It fits into metropolitan's morning commutes. Local, national and international news and colorful features are presented without any bias, with an urban attitude and style. *Metro Philadelphia* is the third most widely read Greater Philadelphia community print newspaper.

	Total # of Readers	Total # of Greater Philadelphia Community Readers	% of Greater Philadelphia Community Readers to Total Readers
Philadelphia Inquirer	914,779	707,337	77.3%
Philadelphia Daily News	480,499	406,499	84.6%
Metro Philadelphia	304,835	283,978	93.2%

(Source: Scarborough Research)

The *Philadelphia Business Journal* serves the general business information needs in Philadelphia and its surrounding five counties. The *Journal* provides essential information on the leading buyers, businesses and employers in the Greater Philadelphia community. One of the *Journal's* products is the *Book of Lists* that covers the five-county Greater Philadelphia community. It provides a look at the local economy and includes key contact information and facts for top businesses, industries, professions, governmental units and nonprofit organizations in the Greater Philadelphia community. Other products from the *Philadelphia Business Journal* are *New Businesses & Homebuyers*, and *Sales Leads*. The *Philadelphia Business Journal* 2005 weekly circulation was 12,486. More than 81% of its circulation is in the Greater Philadelphia community (Bucks



County 6%, Chester County 11%, Delaware County 9%, Montgomery County 22%, and Philadelphia County 33%).

(Sources: http://en.wikipedia.org/wiki/The_Philadelphia_Inquirer;
http://www.pnionline.com/PNIpublications/regionalpublications/phila_inquirer.asp; <http://www.philly.com>)

Print Magazines

- *Philadelphia Magazine* - Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the community-business trends, political analysis, metropolitan planning, sociological trends, plus critical reviews of the cultural, sports and entertainment scene. The magazine's articles range from law enforcement to fashion, voting trends to travel, and transportation to theatre.

Philadelphia Magazine is the only lifestyle publication of its kind in this market. Its features and award-winning personality profiles, plus its signature "Best of" issues cater to more than 99,925 readers in the five-county community (or 72.5% of its total distribution).

(Sources: <http://www.journalregister.com/press/09142001.html>; http://www.pnionline.com/pnipublications/regionalpublications/phila_inquirer.asp; http://www.journalregister.com/newspapers_philly.html;
<http://www.phillymag.com/Advertisements/countycirc.pdf>; <http://www.phillymag.com/content.php?name=advertise.txt>;
<http://www.networkcitybiz.com/files/Philadelphia.pdf>;
<http://www.phillymag.com/images/gallery/pdf/philly/pmcirbycounty.2006.pdf>;
http://philadelphia.bizjournals.com/philadelphia/aboutus/readership_demographics.html)

Radio

The Greater Philadelphia community has dozens of radio listening choices. The clear choice for residents is KYW AM radio. The KYW tag line is "Listen 2, 3, 4 times a day" and Greater Philadelphia residents do. KYW News Radio is the market leader with more listeners than any other radio station in the region and an integral part of the community and daily life in Greater Philadelphia. According to Scarborough research, 76.5% of KYW AM radio listeners live in the Greater Philadelphia community.

	Total # of Listeners	Total # of Greater Philadelphia Community Listeners	% of Greater Philadelphia Community Listeners to Total Listeners
KYW AM Radio	438,406	335,364	76.5%

Philadelphia KYW News Radio 1060 is an all news format. It has been serving listeners in the Philadelphia region with "All News, All the Time" since September 21, 1965 when a staff of newly assembled news anchors, reporters and editors launched the format that has since become the radio powerhouse in Philadelphia.

(Source: KYW1060.com)

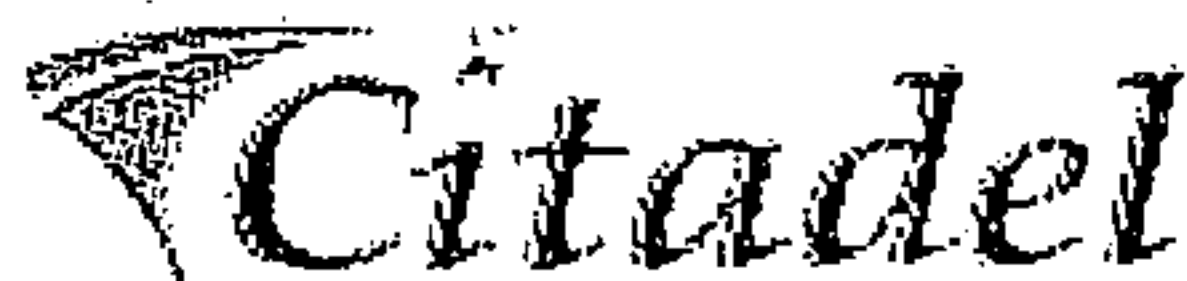
Sports and Recreation

There is year round excitement for sports fans in the community with Greater Philadelphia being home to the Philadelphia 76ers, Phillies, Eagles, and the Flyers representing the city in professional basketball, baseball, football and ice hockey, respectively. Philadelphia's stature as a premier sports town has never been stronger. Philadelphia served as proud host to the 2001 and 2002 ESPN X Games, 2002 NBA All-Star Game, 2001 U.S. Gymnastics Championships, 2001 NCAA Men's Basketball East Regional, 2001 World Dragon Boat Championships and much more.

Add to this impressive list the 1996 Major League Baseball All-Star Game, 1998 U.S. Figure Skating Championships and the 2000 NCAA Women's Final Four and it is clear Philadelphia is a world-class sports destination. Philadelphia boasts extensive athletic facilities, including the Wachovia Complex and Liacouras Center. Just recently, Lincoln Financial Field opened as the new home of the Philadelphia Eagles (National Football League). Another new state-of-the-art facility in the community is the Philadelphia Phillies' (Major League Baseball) Citizens Bank Park.

The Greater Philadelphia community strongly supports its professional sports teams. Over half of the Greater Philadelphia community residents attend a professional sports event. According to Scarborough Research, the Philadelphia Phillies baseball team is at the top of the list with *62.5% of the fans that attend a Philadelphia Phillies baseball game coming from the Greater Philadelphia community*. Phillies' baseball fans go to the ballpark to "root for the home team."

The Greater Philadelphia community also supports its other professional sports teams, the Philadelphia Eagles football, Philadelphia 76ers basketball and Philadelphia Flyers ice hockey teams. Again, residents from throughout the community travel to the hub, Philadelphia, to attend professional sporting events. According to Scarborough Research, of all the fans attending Eagles, 76ers and Flyers sporting events, more than half of the attendees are from the Greater Philadelphia community. *Of adults attending Philadelphia Eagles*



games, 55.6% are residents from the five county Greater Philadelphia community (Bucks, Chester, Delaware, Montgomery and Philadelphia).

Similarly, of the community's residents attending Philadelphia 76ers basketball and Philadelphia Flyers ice hockey games, 59.4% and 58.7%, respectively, are Greater Philadelphia community residents.

	Total # of Attendees	Total # of Greater Philadelphia Community Attendees	% of Greater Philadelphia Community Attendees to Total Attendees
Any Professional Sports Event	2,232,372	1,196,006	53.6%
Philadelphia Phillies Baseball	1,173,018	733,070	62.5%
Philadelphia Eagles Football	566,598	315,205	55.6%
Philadelphia 76ers Basketball	436,896	259,433	59.4%
Philadelphia Flyers Hockey	250,554	147,092	58.7%

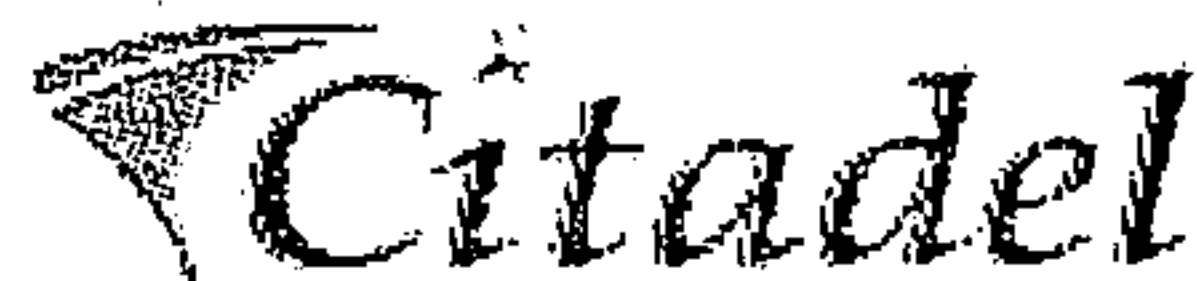
This high level of interaction among community sport fans makes the Greater Philadelphia community one of the leading sports regions in the country.

Ten professional teams, more than 60 intercollegiate athletic programs and a full calendar of annual sporting events call Greater Philadelphia home. The Army/Navy Game, Wachovia US PRO Cycling Championships, Philadelphia Distance Run, Philadelphia Marathon, Penn Relays, and a number of world-class regattas are just some of the community's high-profile events.

With more than 10,000 hotel rooms in Center City, tremendous accessibility and a comprehensive event infrastructure including support from the Philadelphia Sports Congress and the Philadelphia Convention and Visitors Bureau, Philadelphia offers unbeatable sporting events.

Established in 1987, the Philadelphia Sports Congress (PSC), a division of the Philadelphia Convention and Visitors Bureau, seeks to attract major sporting events and conventions to the Philadelphia area. Working with the area's professional teams, universities, facilities, and corporate community, PSC acts as a resource and facilitator for meeting and event planners. PSC also assists with site visits, sports media contacts and special event planning.

One of the main venues for musical events is the Wachovia Center. Opened in 1997 and seating more than 19,000, it hosts hundreds of events each year,



including college basketball games, concerts and dozens of other special events. According to 2006 Scarborough Research, *more than half* the Wachovia Center event attendees are from the Greater Philadelphia community.

College basketball games held at the Wachovia Center include: Temple University and Villanova University. Of the Temple University basketball game attendees and Villanova University basketball game attendees, 79.3% and 63.4%, respectively, are residents of the Greater Philadelphia community, further solidifying the common interests shared by the residents of the proposed community.

	Total # Attendees	Total # of Greater Philadelphia Community Adults Who Attended	% of Greater Philadelphia Community Adults Who Attended
Wachovia Center Event	725,585	433,700	59.80%
Temple University Basketball Game	91,111	72,237	79.30%
Villanova University Basketball Game	68,849	43,677	63.40%

(Sources: http://www.pcvb.org/ab_pcvb/psc.asp; <http://www.wherephiladelphia.com/department.cfm?ID=79>; <http://www.philadelphiausa.travel/philadelphia.php?file=sports-congress>; <http://www.philadelphiasportscongress.com>)

Festivals and Events

The heritage of the community is celebrated annually at numerous festivals and events throughout the Greater Philadelphia community. Descriptions of some of the major community annual events that provide avenues for community residents to socialize and interact include, but are not limited to, the following:

- *The Philadelphia Mummers Parade* - This joyous celebration of the New Year begins in the early hours of the morning on January 1st and proceeds without interruption for about 10 hours. More than 10,000 men and women march in the Mummers Parade. Its most wonderful and awe-inspiring sights are the Fancy Brigades and String Bands. Each group consisting of more than 150 members, together with their very expensive costumes of plume, sequin and satin, strut in a noticeably staggered way up Broad Street in Center City Philadelphia to create the focal point of the world's biggest New Year's Day Party. About one million people of every creed and color turn out for this annual spectacular.

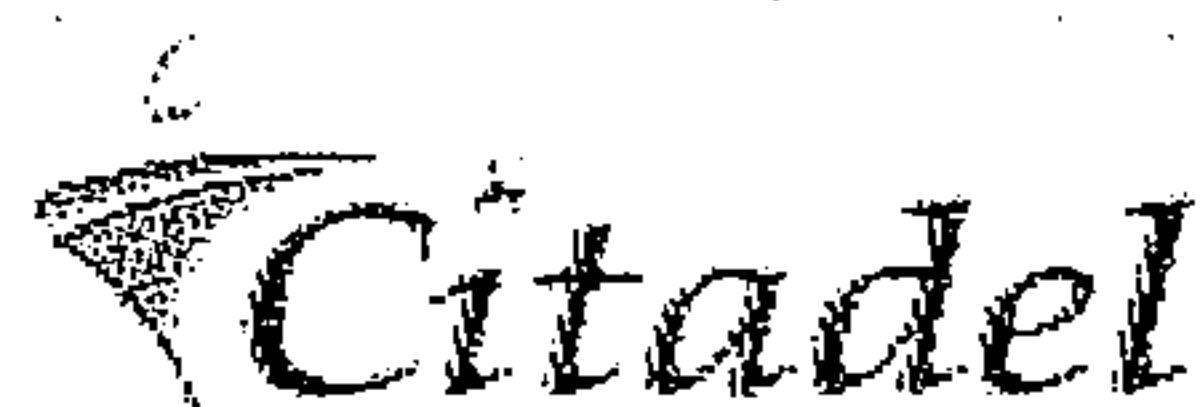


According to Scarborough Research, the Philadelphia Mummers Parade draws strong attendance from the Greater Philadelphia community, particularly from Philadelphia, Delaware and Montgomery counties. Approximately 258,406 adults from the five-county Greater Philadelphia community (Bucks, Chester, Delaware, Montgomery and Philadelphia) attended the Mummers Parade. *The five-county Greater Philadelphia community made up 74.8% of the Mummers Parade attendance.*

- *Philadelphia Thanksgiving Parade* - Dating back to 1920, the Philadelphia Thanksgiving Parade claims to be the nation's first and, therefore, the longest running parade of its kind in the country. With over 200,000 attendees, *61% of whom are from the Greater Philadelphia community*, it is an event that brings families from throughout the area to celebrate our nation's heritage and to "open" the holiday season.

	Total Attendees	Total # of Greater Philadelphia Community Adult Attendees	% of Greater Philadelphia Community Adult to Total Adult Attendees
Mummers Parade	345,640	258,406	74.8%
Thanksgiving Parade	211,978	12,394	61.0%

- *Philadelphia Folk Festival* - Since 1962, the Philadelphia Folk Festival has attracted some of the best folk musicians in the U.S., such as Mary Chapin Carpenter, Loudon Wainwright III, Ani Di Franco, BeauSoleil, and Eddie From Ohio. This is a three-day event the whole family can enjoy.
- *Philadelphia Craft Show* - Every year in November, about 195 artists from around the country are invited to the Pennsylvania Convention Center for the Philadelphia Craft Show. The show features basketry to woodworking and fiber arts to furniture, with most items being for sale. This is the Philadelphia Museum of Arts' primary fund-raiser, and some 24,000 people visit each year, making it one of Greater Philadelphia community's most popular annual events.
- *Manayunk Arts Festival* - Philadelphia Magazine's Manayunk Arts Festival is the largest outdoor arts and crafts show in the Greater Philadelphia community. This show features over 275 artists. Annually, over 300,000 people visit Main Street Manayunk to see one-of-a-kind work displayed. According to David West, Director of the Manayunk Development Corporation, between 200,000-400,000 people from Pennsylvania,



Delaware, New Jersey, and New York are drawn to this event annually.
 (Source: *Personal correspondence, March 2007*).

- *Philadelphia Film Festival* - The Philadelphia Film Festival (PFF) began its 14th year the first two weeks of April 2006. The festival itself has grown to offer 340 films spread over seven principal venues, with The Bridge: Cinema de Luxe and The Independence Seaport Museum being two new venues. The festival spread not only across film genres, but national, political and social boundaries, and, with silent and classic offerings, stretched across time. With all these offerings, even when taking in two to four films daily over two weeks, an attendee was lucky to take in one-tenth of the festival's total offerings. All venues, including the three participating Ritz Theaters, are within easy walking distance from SEPTA's Market-Frankford elevated line, allowing patrons to park in town and move from venue to venue by foot and train.

Formed in 2001, The Philadelphia Film Society is dedicated to the presentation of film and video in the Greater Philadelphia area as a powerful form of artistic expression and a unique force for cultural diversity and international understanding. Its mission is to engage the diverse communities of the region by producing major film events and other year-round programming. Among its most prominent activities is the Philadelphia Film Festival. Held for two weeks in April, the Festival brings the world's imagination to Philadelphia with screenings of nearly 300 features, documentaries, shorts and animation from 50 countries for an audience of 61,000. Among its thematic highlights are "Cinema of the Muslim Worlds," which in 2003 was covered by the Wall Street Journal; "Danger After Dark," an internationally renowned celebration of genre films; and the annual City Paper Festival of Independents, a regional filmmaking showcase.

The Philadelphia Film Society supporters include a regional collaboration of public officials, corporations, arts councils and foundations, such as City of Philadelphia Department of Commerce, Delaware River Port Authority, Philadelphia Cultural Fund, Greater Philadelphia Cultural Alliance, 5-County Arts Fund, and Pennsylvania Council of the Arts.

- *Philadelphia Fringe Festival* - In 2004, the 16-day Philadelphia Fringe Festival drew over 47,000 people. Since its inception in 1997, the Fringe has presented and facilitated the work of over 1,500 artists and company members performing for more than 700 performances. The festival gathers the most provocative and exciting new works by artists in all fields of the performing arts. Historically, the festival has been made up of programmed shows, chosen by the staff and panelists, unfiltered shows,



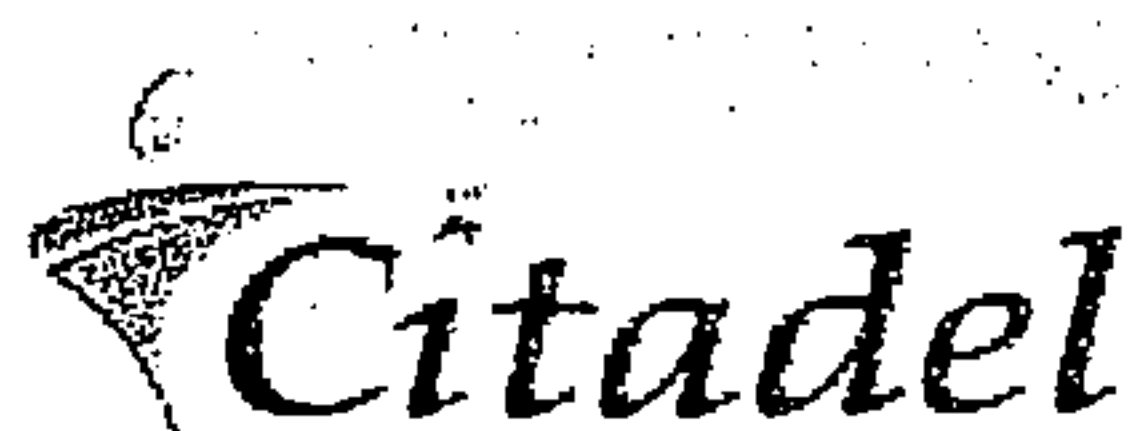
produced by independent-spirited artists who present their work free from any selection process. The festival presents a full spectrum of colorful work that falls within, between and sometimes beyond the standard categories of theater, dance, performance art, music, poetry, puppetry and visual arts. As a result, the festival has positioned itself as a major contemporary performing arts presenter and has taken its place as an important national arts hub.

- *Welcome America Festival* - Each July 4th, community residents celebrate America's Birthday in America's Birthplace at the Sunoco Welcome America! Festival. In 2006, Philadelphia's annual Independence Day celebration featured a variety of free events June 27 through July 4. There were diverse musical performances, food and activities for all ages to enjoy, including incredible concerts and fireworks displays lighting up the sky above the Philadelphia Museum of Art and Penn's Landing. The 2006 Welcome America event attracted 143,516 attendees according to the 2006 Scarborough Research, with 93.5% from the Greater Philadelphia community.

	Total # Attendees	Total # Greater Philadelphia Community Adult Attendees	% of Greater Philadelphia Community Adult Attendees
Welcome America	143,516	134,118	93.50%

- *Philadelphia Marathon* - Philadelphia Marathon is an annual weekend-long sporting event held within the Greater Philadelphia community. The Marathon is highlighted by a free, two-day health and fitness expo, a pasta dinner and family-oriented events. This race is rated in the top 15 marathons in the country in participant satisfaction. The Marathon begins at Philadelphia Museum of Art, 26th and Ben Franklin Parkway. There is also a Family Fun Run beginning at Fairmount Park and a Pasta Dinner in the evening hosting approximately 1,000. The event draws an estimated 25,000 spectators. According to Janis Pierce, Philadelphia Marathon Executive Director, the total number of people registered for the marathon was 12,300. (Source: Personal correspondence, March 2007).

(Sources: <http://www.philadelphialiving.com/annualevents>;
<http://www.radissondestinationguide.com/list.process/OID>; <http://www.pfs.org>;
<http://www.philly.com/mld/inquirer/news/local/6119372.htm?template=contentModules/printstory.jsp>; <http://www.manayunk.com/>;
<http://www.aml.org/perform.html>; <http://www.circlemagazine.com/issuetwenty-six/philadelphiafilm.html>;
<http://www.wherephiladelphia.com/story.cfm?ID=162>; <http://philadelphia.about.com/cs/calendarofevents/a/welcomeamerica.htm>;
<http://www.americasbirthday.com/>; <http://www.pafringe.org/about/index.html>;
<http://www.philadelphiamarathon.com/forms/SponsorFactSheet2003.doc>; Scarborough Research data;
http://gophia.com/C/Summer_Festivals_and_Special_Events/245/U/Manayunk)



Arts and Culture

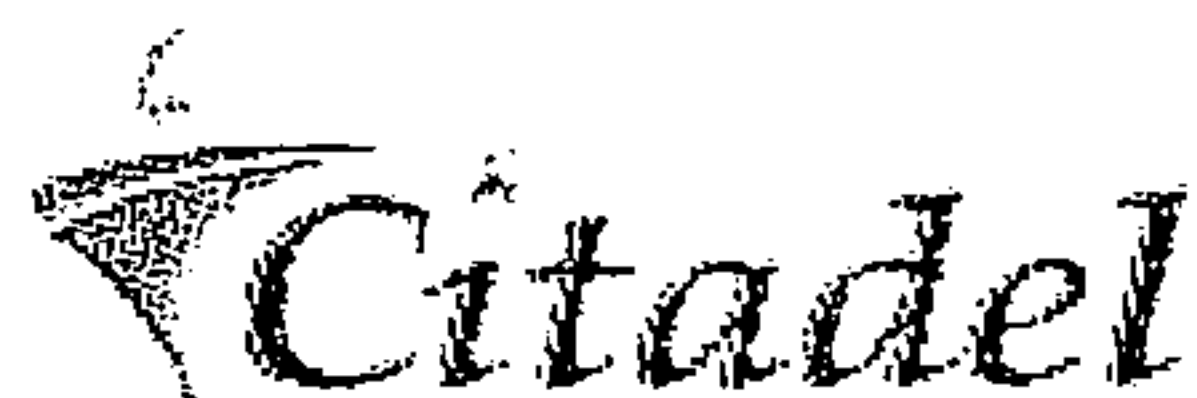
A nucleus of American culture in colonial times, Philadelphia is still the seat of many philosophical, artistic, dramatic, musical, and scientific societies. Among these are the Pennsylvania Academy of the Fine Arts (1805); the Academy of Natural Sciences (1812); and the Science Museum of the Franklin Institute (1824), which now includes the Benjamin Franklin Memorial (1933), an important unit of which is the Fels Planetarium.

During the early to mid-1800s, Philadelphia was the cultural capital of the United States. As the "Athens of America," Philadelphia was the center of education, science, music, art, and philosophy for much of the 19th century. As the city approached the onset of the 20th century, another period of activity and excitement began. Organizations like the Philadelphia Zoo, the Franklin Institute, and the Philadelphia Museum of Art are all legacies of the generosity of late 19th century Philadelphians.

The most dramatic era of growth came with the establishment of the National Endowment for the Arts (NEA) in the mid-1960s. While today the NEA accounts for less than 2% of total arts revenues in the area, 50% of the nonprofit arts and culture organizations in the community were founded after the establishment of the NEA. Today, the community is poised on the next major growth period in its long cultural history. With close to \$1 billion of new capital projects planned or underway, the community is currently in the midst of a period of capital investment rivaled only by the growth of the late 19th century.

Across the nation, smart and aggressive communities are recognizing the economic value of their cultural assets and are actively seeking to capitalize on the potential that those assets represent. Greater Philadelphia is blessed with a superb collection of cultural assets, assets that are increasingly viewed in an economic development context. Redevelopment of Broad Street into the Avenue of the Arts has heightened awareness of the use of cultural facilities and assets as central pieces of the city's economic development strategy. Major events like the Cezanne exhibition at the Philadelphia Museum of Art and the Flower Show have opened eyes about the connections between the arts and economic opportunity. Suburban museums like the Mercer Museum in Bucks County and the Brandywine River Museum in Delaware County are major assets for the entire community.

In 1997, a task force of community private sector leadership formed the Regional Arts and Culture Economic Initiative (RACE) to fully understand how to capitalize fully on the emerging opportunity of utilizing the arts and cultures as community assets. Through this initiative a comprehensive and thorough analysis of Greater Philadelphia's nonprofit cultural industry was undertaken. The project was



supported by the William Penn Foundation, the Pennsylvania Convention Center Authority, the Greater Philadelphia Chamber of Commerce, Greater Philadelphia First, AT&T, and Verizon, with in-kind support from the Arts & Business Council, the Greater Philadelphia Cultural Alliance and the Pennsylvania Economy League.

The summary of the findings from the study shows Greater Philadelphia's nonprofit cultural industry is a major contributor to the community's economy, and provides significant indirect benefits to community companies, particularly in attracting and retaining the skilled knowledge workers who support their growth. The industry is poised for growth, flush with major new capital investments and new energy and momentum. Spirited and energetic leadership from the business, civic, cultural and political communities have aided its growth. According to the September 2006 report "Greater Philadelphia Cultural Alliance 2006 Portfolio," the Greater Philadelphia regional non-profit cultural sector is an important contributor to the local economy and earns \$573 million in annual revenues.

The Greater Philadelphia Cultural Alliance is a leadership organization of over 300 non-profit arts and cultural institutions located primarily in the five counties of southeastern Pennsylvania. Its mission is to lead the effort to increase awareness of, participation in, and support for arts and culture in the Greater Philadelphia region.

Non-profit arts and cultural organizations are a vibrant force in the Greater Philadelphia community, contributing to the economy, giving it a distinct civic identity, celebrating its history and culture, providing creative and educational opportunities for people of all ages, and delivering a wealth of cultural experiences for residents and visitors to enjoy.

There are more than 150 cultural events per day in southeastern Pennsylvania, almost 56,000 in one year. Arts and cultural organizations report 12 million visits per year, the equivalent of three visits annually for every man, woman, and child in southeastern Pennsylvania. One in five people in southeastern Pennsylvania have memberships or subscriptions to arts and cultural organizations, for a total of 732,000. Annually, more than 17,000 volunteer positions are filled at cultural organizations, which is a strong showing of community support. Individuals make nearly 270,000 contributions above and beyond admission and ticket fees to cultural organizations. The average contribution (for individuals who do not sit on the boards of those organizations) is \$300.

In September 2006, the Greater Philadelphia Cultural Alliance/PCA 5-County Arts Fund announced the award of \$145,334 to 101 community organizations and individual artists in the five counties of the Greater Philadelphia community.



The program offers grants of up to \$3,000 to non-profit organizations and individual artists that sponsor arts-related projects or programs in the five-county region of southeastern Pennsylvania. The statewide Partners in the Arts program pairs PCA with 13 regional agencies to evaluate proposals and distribute grant awards for projects or programs involving artists. The Cultural Alliance is a PCA's partner in the Philadelphia area. As in years past, Philadelphia saw the largest number of grants awarded (29 total).

More than any other industry its size, Philadelphia's nonprofit cultural industry represents a major competitive advantage for the community. It helps define the community's image and adds significant value to community companies who understand its potential.

Obviously, there are vast differences between orchestras and museums, zoos and arts centers. Treating the arts community as a monolith is as deceiving as treating the "business community" as one entity. The motivations, approaches, and challenges in the arts industry vary to such a great degree that easy characterization of the industry is very difficult. By breaking the industry into four broad artistic categories, it is possible to identify key similarities and differences between the various artistic disciplines.

Performing arts organizations present a performance in front of an audience, in a facility that they either own or rent. In the five-county community, about 67% of these organizations are located in the city of Philadelphia, once again emphasizing it as the community hub. In some cases, city-based performing arts organizations (particularly those not bound to a specific facility) have shifted some of their performances to suburban facilities in order to broaden their audience base.

Museums, galleries, historic, and scientific institutions include organizations like art museums, historic parks and sites, science centers, zoos, and other visual arts presenters. Typically their collections are very place-based, with only select items available for traveling or shared presentations. These visual arts institutions account for 80% of attendance at community cultural attractions, with more than 14 million of the community's total 18 million in attendance. (This figure includes more than six million visitors to Valley Forge National Historic Park.)

Art centers typically serve as multi-disciplinary community cultural facilities. They may serve a primary function as a visual arts presenter, but typically will offer performances, classes, and other offerings to serve the residents of their community. In many cases, arts centers serve as community development facilities that also provide job training and education programs to local residents.



The other cultural organizations category captures a mixture of art forms, including literary magazines and societies, historic societies, arts councils, and community service organizations.

Institution Type	Bucks	Chester	Delaware	Montgomery	Philadelphia	Total
Performing Arts	10	6	13	10	81	120
Museums, Galleries	6	5	1	4	54	70
Art Centers	1	3	6	4	25	39
Other	2	4	3	7	35	51
Total	19	18	23	25	195	280

PEL Survey of nonprofit cultural organizations. PCA Data. Based on set of 280 organizations used to calculate economic impact. Categories based on PCA definition.

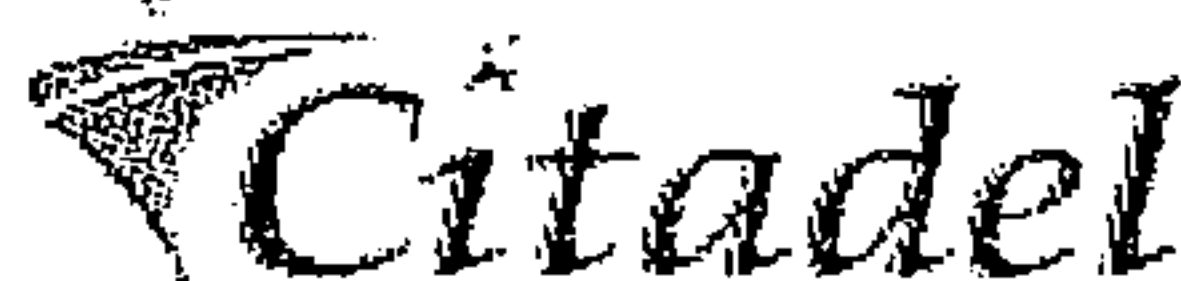
(Source: Greater Philadelphia's Competitive Edge, The Nonprofit Culture Industry and its Economic Value to the Region, http://www.peleast.org/images/Arts_report.pdf)

Over the past 50 years, there has been a dramatic shift in population and employment in Greater Philadelphia. In 1960, the city of Philadelphia accounted for 56% of the population in the five-county community. By 2005, the city only accounted for 37% of community population. At the same time, the employment base has shifted outwards as well. While the community economy and population base have shifted to the suburbs, cultural Philadelphia remains largely centered in the hub of the community, the city of Philadelphia. *Seventy percent of all community nonprofit cultural organizations are located in the city of Philadelphia, and they account for about 81% of total spending.*

Greater Philadelphia community residents greatly appreciate live theater. According to 2006 Scarborough Research, all of the attendees of live theater performances in the Philadelphia area, two-thirds are from the five-county Greater Philadelphia community (Bucks, Chester, Delaware Montgomery, and Philadelphia).

- *Kimmmel Center for Performing Arts* - Perhaps the most prominent performing arts facility and home to eight resident companies is the Kimmmel Center for Performing Arts. The Kimmmel Center for the Performing Arts is an internationally acclaimed performing arts complex in the heart of Philadelphia. The centerpiece of the city's Avenue of the Arts, The Kimmmel Center total performance attendance for 2005 was 741,620.

Kimmmel Center, Inc. began to take shape in 1996 when two projects came together: The Philadelphia Orchestra's ongoing plan to build a new home for itself, and a plan of then Mayor Edward G. Rendell to provide a much-needed venue for some of Philadelphia's most prominent performing arts companies and for touring presentations. The two plans



were merged under the supervision and management of a new organization, the Regional Performing Arts Center (RPAC). Construction of The Kimmel Center had a spending impact of approximately \$350 million, generating more than 5,000 jobs and more than \$15 million in state and local tax revenues.

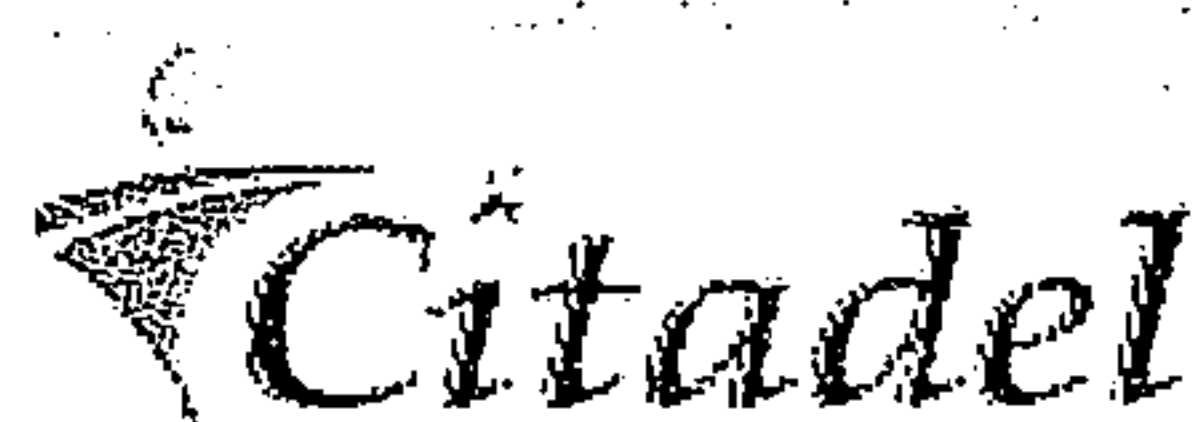
Today, Kimmel Center, Inc., a new complex on the Avenue of the Arts in Center City Philadelphia, incorporates public amenities and two major venues: The Kimmel Center for the Performing Arts – Verizon Hall, a 2,500-seat concert hall; and Perelman Theater, a 650-seat recital theater; and a renovated and upgraded Academy of Music (2,900 seats), which is owned by The Philadelphia Orchestra and operated by Kimmel Center, Inc.

Kimmel Center, Inc.'s facilities host eight resident companies: Verizon Hall is home to The Philadelphia Orchestra and to Peter Nero and the Philly Pops®. Perelman Theater is home to PHILADANCO, The Chamber Orchestra of Philadelphia, The Philadelphia Chamber Music Society and American Theater Arts for Youth. The Academy of Music is home to the Opera Company of Philadelphia and the Pennsylvania Ballet.

As stated in their 2005 annual report, "Key to the Kimmel Center's success in engaging the Greater Philadelphia community has been the Free in the Plaza program. During the 2004-2005 season, more than 6,550 attendees were treated to 49 Free in the Plaza events from a tribute to Dr. Martin Luther King, Jr. to Deaf Awareness Week Performances."

Through its educational programs, the Kimmel Center brings students from throughout the Greater Philadelphia community together for enriching learning opportunities. In 2005, 117 free curriculum-based classes introduced approximately 3,000 middle and high school students from 46 schools to distinctly American music forms. Students traveled from schools throughout Philadelphia, Radnor and Prospect Park in Delaware County, Kennett Square in Chester County and Huntington Valley in Montgomery County.

Clearly residents of the Greater Philadelphia community appreciate the wide array of theatre venues located in the area further demonstrating another common bond that ties the residents of the Greater Philadelphia area as one local community.



	Total # Theatre Attendees	Total # of Greater Philadelphia Community Attendees	% Greater Philadelphia Adult Theatre Attendees
Live Theatre	1,663,839	868,363	52.2%
Live Theatre in Philadelphia	828,431	544,767	65.8%
Dance & Ballet Performances	372,932	212,678	57.0%

- Philadelphia Museum of Art* - Located on the Benjamin Franklin Parkway in Philadelphia, the Philadelphia Museum of Art stands as one of the great art institutions of the world. In the over 125 years since its founding, it has grown far beyond the limits originally set for it. Today, the Museum houses over 225,000 works of art encompassing some of the greatest achievements of human creativity, and offers a wealth of exhibitions and educational programs for a public of all ages. While data specific to attendance at the Philadelphia Art Museum was unavailable, the 2006 Scarborough Research indicates that 59.4% of the Greater Philadelphia community attends one of the regions' art museums. Given its notoriety and reputation, it is not unreasonable to conclude that the renowned Philadelphia Art Museum is often their destination.

	Total # of Attendees to Any Area Art Museum	Total # of Attendees from the Greater Philadelphia Community	% of Greater Philadelphia Community Adults Who Attended an Area Art Museum
Any Art Museum	770,200	457,500	59.40%

- Franklin Institute Science Museum* - Another Greater Philadelphia community venue that indicates the common interest among the Greater Philadelphia community is the renowned Franklin Institute Science Museum. With the significant number of science related companies located in the Greater Philadelphia community, it is no surprise that 70% of the attendees to the Franklin Institute Science Museum are from the Greater Philadelphia community. Here community residents enjoy educational programs and other events.

The Franklin Institute Science Museum even hosts children's Science Interest Parties such as: the Young aviator's Party, Space Adventure Party Theme, Astronomy Pump It Up Party Theme and the Safari Party Theme. Both children and adults enjoy the fun and excitement of the Franklin institute.



- *Academy of Natural Sciences* - The Greater Philadelphia community is also home to a renowned Academy of Natural Sciences. According to Scarborough Research, of the area residents visiting the Academy of Natural Sciences, 63.2% are from the five-county Greater Philadelphia community (Bucks, Chester, Delaware, Montgomery and Philadelphia).

	Total # of Adults Visiting	Total # of Greater Philadelphia Community Adults Visiting	% of Greater Philadelphia Community Adults Visiting
Franklin Institute	620,008	433,984	70.0%
Academy of Natural Sciences	272,961	172,448	63.2%

- *Philadelphia Zoo* - Another well-known Philadelphia "jewel" is the world renowned Philadelphia Zoo. It is also the preeminent local entertainment attraction for the Greater Philadelphia community. According to Scarborough Research, 65.8% of the area residents visiting the Philadelphia Zoo are from the five-county Philadelphia community (Bucks, Chester, Delaware, Montgomery and Philadelphia). The Zoo is the Philadelphia region's leading family attraction welcoming more than 1.1 million visitors each year. Located in the hub of the community, the Zoo hosts special public events that are free with Zoo admissions. Each June, the Zoo hosts one of Philadelphia's biggest parties, Zoobila, featuring food from the region's finest restaurants and caterers and live entertainment. Of the adult population in the Greater Philadelphia community, 22.9% have visited the Philadelphia Zoo. Of all visitors to the Philadelphia Zoo, 65.8% are from the Greater Philadelphia community.

	Total # Residents Visiting	Total # Community Residents Visiting	% of Community Residents to Total Residents Visiting
Philadelphia Zoo	1,031,452	678,823	65.8%

- *Philadelphia Flower Show* - The Greater Philadelphia community is home to the internationally renowned event, the Philadelphia Flower Show. The Philadelphia Flower Show, the world's largest indoor exhibition, is held every March at the Philadelphia Convention Center. Area residents truly appreciate this exquisite botanical showcase. Scarborough Research indicates that 65.3% of the attendees to the Philadelphia Flower Show are residents of the Greater Philadelphia



community (Bucks, Chester, Delaware, Montgomery and Philadelphia counties).

- *Longwood Gardens* - Greater Philadelphia community residents appreciate Longwood Gardens located in Chester County, only 30 miles from Philadelphia. It is one of the world's premier horticultural display gardens. Longwood Gardens offers 1,050 acres of gardens, woodlands, and meadows; 20 outdoor gardens; 20 indoor gardens with four acres of heated greenhouses; 11,000 different types of plants; spectacular fountains; extensive educational programs including classes, horticultural career training and internships; and 800 horticultural and performing arts events each year—from flower shows, gardening demonstrations, courses, and children's programs to concerts, organ and carillon recitals, musical theatre, and fireworks display.

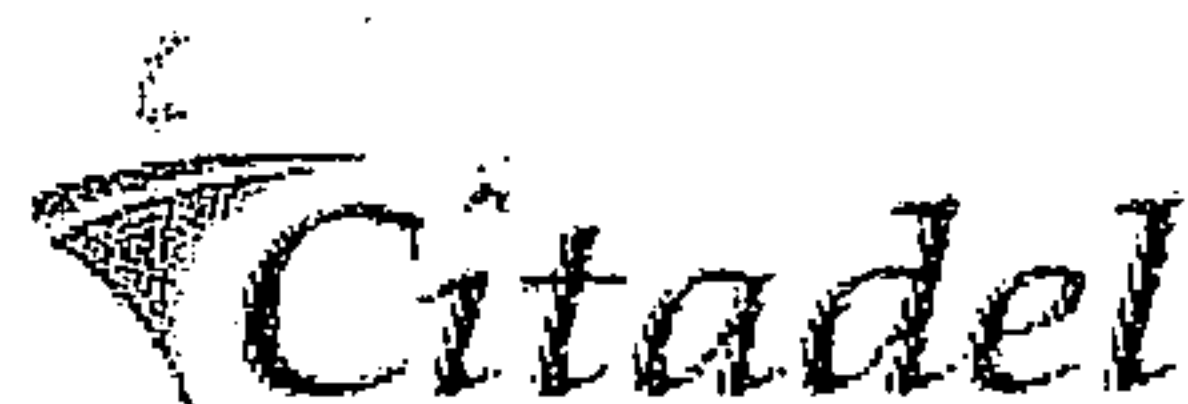
	Total # Attendees	Total # Attendees from Greater Philadelphia Community	% of Greater Philadelphia Community Adults Who Attended
Philadelphia Flower Show	496,680	324,385	65.30%

	Total # Visitors	Total # Visitors from Greater Philadelphia Community	% of Greater Philadelphia Community Adults Who Visited
Longwood Gardens	575,871	337,918	58.70%

Residents of the Greater Philadelphia community enjoy the beauty of both the Philadelphia Flower Show and Longwood Gardens. They also receive ideas they use in their own homes, as gardening is considered a recreational hobby to 1.3 million adults in the Greater Philadelphia community.

	Total # Adults in Greater Philadelphia Community	Total# Adults Who Garden	% of Greater Philadelphia Community Adults Who Garden
Gardening	2,960,967	1,335,927	45.10%

(Sources: Greater Philadelphia's Competitive Edge, The Nonprofit Culture Industry and its Economic Value to the Region, http://www.peleat.org/images/Arts_report.pdf; <http://www.issuesphiladelphia.net/articles/3943/>; <http://www.artsbusiness.org/>; <http://www.philaculture.org/campaign/initiatives.htm> <http://www.kimmelcenter.org/about/story.php>; <http://www.kimmelcenter.org/news/2001.php>; <http://www.ipphila.com/index.cfm/fuseaction/link.philadelphiaLiving/CSID/11>; www.artsandbusinessphila.org http://www.gophila.com/C/Your_Philadelphia/14/Family_friendly_Philadelphia/264 <http://www.hbscp.com/2005-2006/flowerShow.htm>; Scarborough Research data)



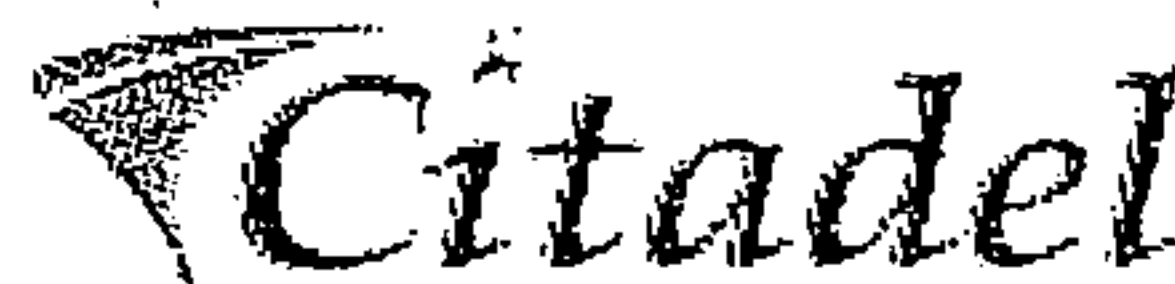
Local Community Organizations

Numerous community organizations, agencies, and clubs, including civic, business, service, and common-interest groups provide opportunities for community residents to interact and share common interests. The Greater Philadelphia community is made of residents who generously volunteer time in their community. According to the 2006 Scarborough Research, 824,596 adults or 48.7% of the volunteers are residents in the Greater Philadelphia community. This is a great example of the "City of Brotherly Love" extending itself to help those in need. Citadel FCU staff clearly connects with this segment as Citadel FCU employees volunteer thousands of hours every year in the community. Many of the organizations have been detailed in the Economic Development and Education sections. Following is a brief list of some additional organizations that provide employment, volunteer opportunities, and special services and programs to Greater Philadelphia community residents.

Total # Volunteers	Total # Greater Philadelphia Community Adults Who Volunteer	% of Greater Philadelphia Adults Who Volunteer
1,693,383	824,596	48.70%

(Source: Scarborough Research)

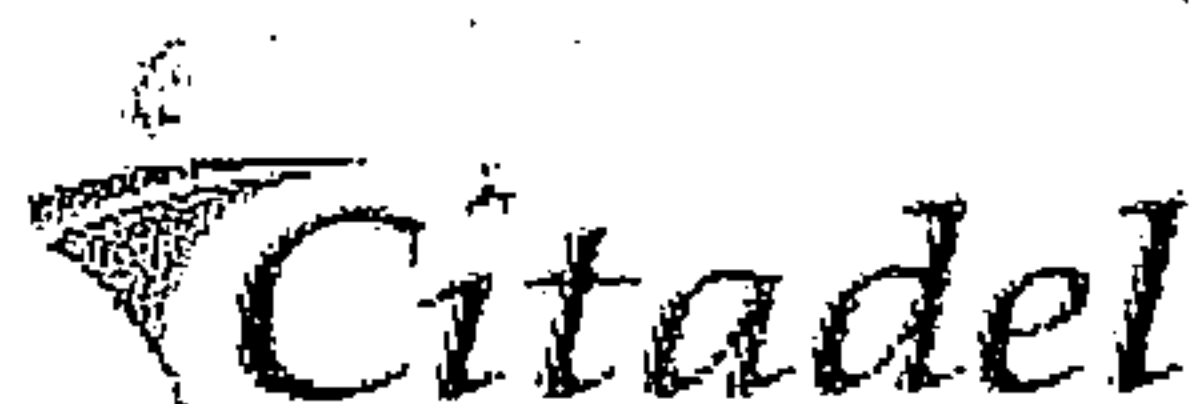
- *Big Brothers Big Sisters Southeastern Pennsylvania* - Proudly serves the Greater Philadelphia community. Big Brothers Big Sisters is the nation's oldest, largest and most effective youth mentoring organization, matching at-risk youth in a one-to-one relationship with a caring adult mentor since 1904. The mission of Big Brothers Big Sisters Southeastern Pennsylvania is to make a positive difference in the lives of children and youth, primarily through a professionally supported one-to-one relationship with a caring volunteer and to assist them in achieving their highest potential as they grow to be confident, competent and caring individuals.
- *Alzheimer's Association, Southeastern PA Chapter* - Provides educational and informational support to individuals coping with Alzheimer's disease or a related disorder and their caregivers within the Greater Philadelphia community. Some of the programs offered to the community residents are: 24/7/365 help line and contact center, support groups, professional training and counseling, newsletters, speakers bureau, safe return program for wanderers, care coordination, and multicultural outreach.



- *Easter Seals of Southeastern Pennsylvania* - Provides the foundation necessary for children and adults with disabilities to gain greater independence. Easter Seals of Southeastern Pennsylvania served over 9,000 children and adults with disabilities and their families in 2003 in the Philadelphia, Bucks, Chester, Delaware, and Montgomery counties.
- *Preservation Alliance for Greater Philadelphia* - Actively promotes the appreciation, protection, and revitalization of the Philadelphia community's historic buildings, communities, and landscapes. A nonprofit membership organization, the alliance leads in setting the agenda for preservation issues of community importance and advocates strong public preservation policies. According to John Gallery, Executive Director of the Preservation Alliance, this organization serves the five-county area and the majority of its members are from this area as well. (Source: Personal correspondence, March 2007)
- *Greater Philadelphia Cultural Alliance (GPCA)* - Founded in 1972 by nine leading Philadelphia cultural institutions: The Academy of Music, Academy of Natural Sciences, The Franklin Institute, The Free Library of Philadelphia, Library Company of Philadelphia, Pennsylvania Academy of Fine Arts, Philadelphia Museum of Art, Philadelphia Orchestra Association and The Philadelphia Zoological Garden.

The leaders of these organizations originally came together to coordinate historical and cultural events for the bicentennial celebration of 1976. From these interactions an idea evolved to band together permanently to share mutual concerns and solve common problems among Philadelphia area cultural institutions. Through its sponsorship of numerous programs and activities, the Greater Philadelphia Cultural Alliance also sought to arouse public awareness, participation and financial support for the humanities, arts and sciences in the community.

(Sources: <http://www.philadelphialiving.com/organizations/>; <http://www.uwsepa.org/media/releases/release.asp?releaseid=87>; <http://www.greaterphiladelphiafoodbank.org>; http://sepa.easterseals.com/site/PageServer?pagename=PASE_whoare; http://sepa.easterseals.com/site/PageServer?pagename=PASE_homepage; <http://www.preservationalliance.com/>; http://www.uwsepa.org/about_us/initiatives_partnering.html; http://www.uwsepa.org/about_us/results_invest.html; http://www.uwsepa.org/about_us/results_invest.html; <http://www.library.temple.edu/urbana/gpca-01.htm>; <http://www.ansp.org/about/history.php>



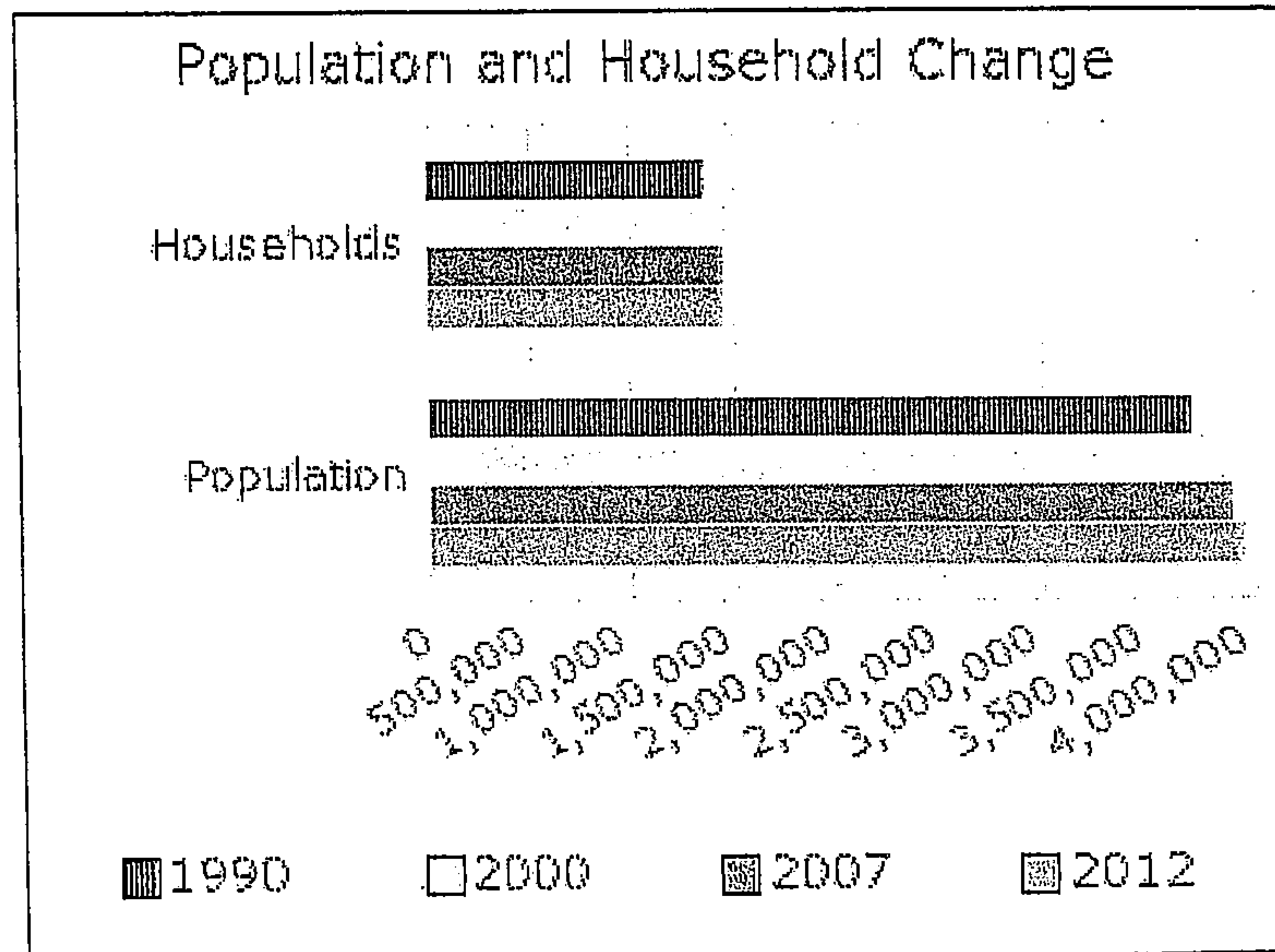
Area Demographics

Citadel Federal Credit Union is fully committed to offering its full array of products and services to all residents of the proposed community. Having had a presence in the proposed community for over 70 years, Citadel Federal Credit Union is aware of the unique needs within the Greater Philadelphia Community. The facts and figures below illustrate demographics of the proposed community. Citadel Federal Credit Union has taken these statistics and trends into account in the business plan and marketing plan to follow.

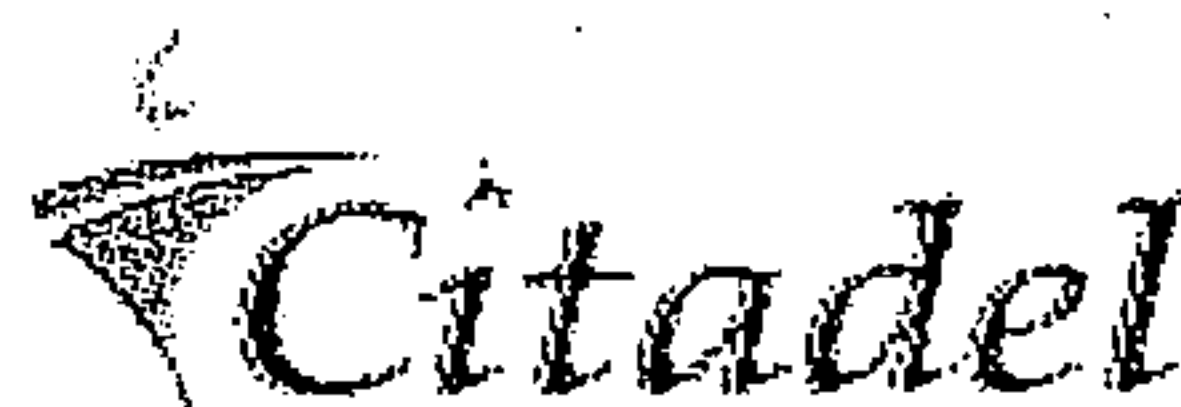
Population

The number of households in the Greater Philadelphia community in 1990 was 1,383,200 and changed to 1,459,118 in 2000, representing a change of 5.5%. The household count in 2007 was 1,459,161 and the household projection for 2012 is 1,463,902, a change of 0.3%.

The population in the community in 1990 was 3,728,909 and in 2000 it was 3,849,644, roughly a 3.2% change. The population in 2007 was 3,906,866 and the projection for 2012 is 3,947,387 representing a change of 1.0%.

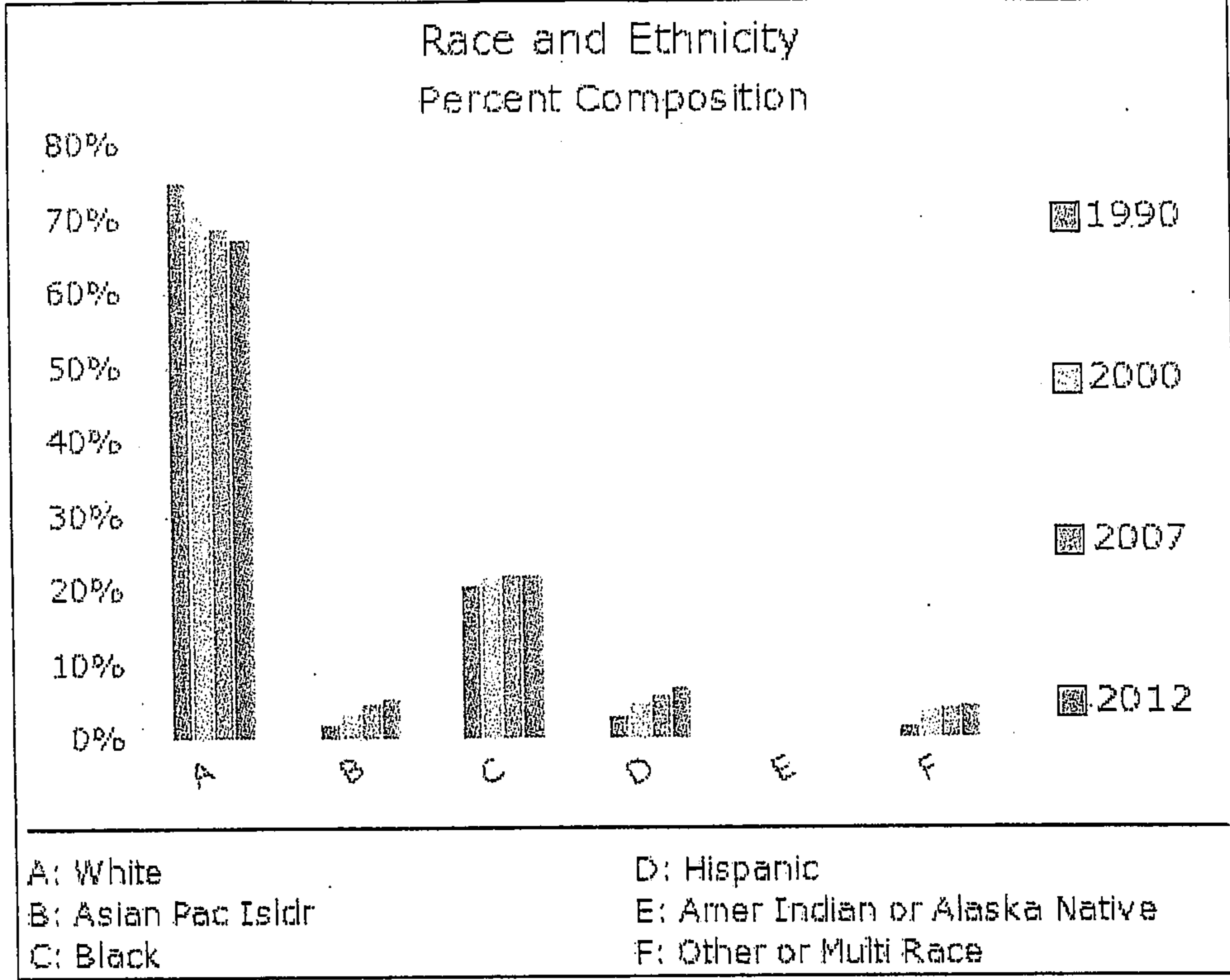


	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	3,728,909	3,849,644	3,906,866	3,947,387	3.2%	1.0%



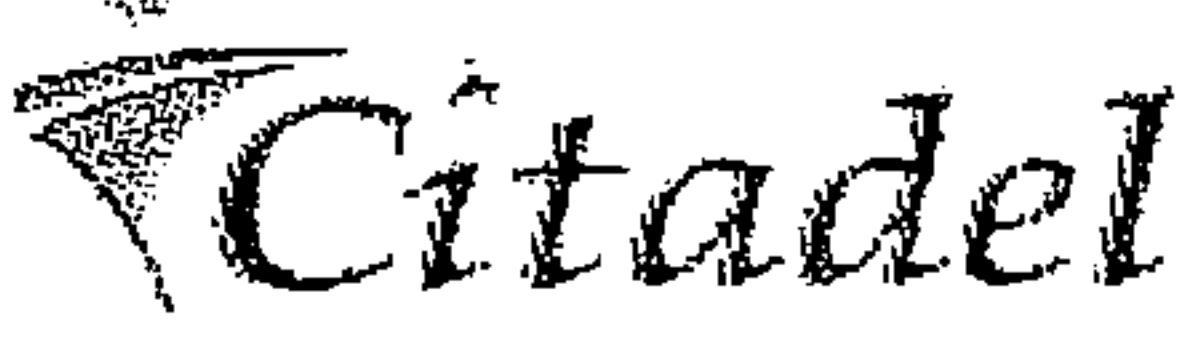
Total Households 1,383,200 1,459,118 1,459,161 1,463,902 5.5% 0.3%

Population by Race/Ethnicity

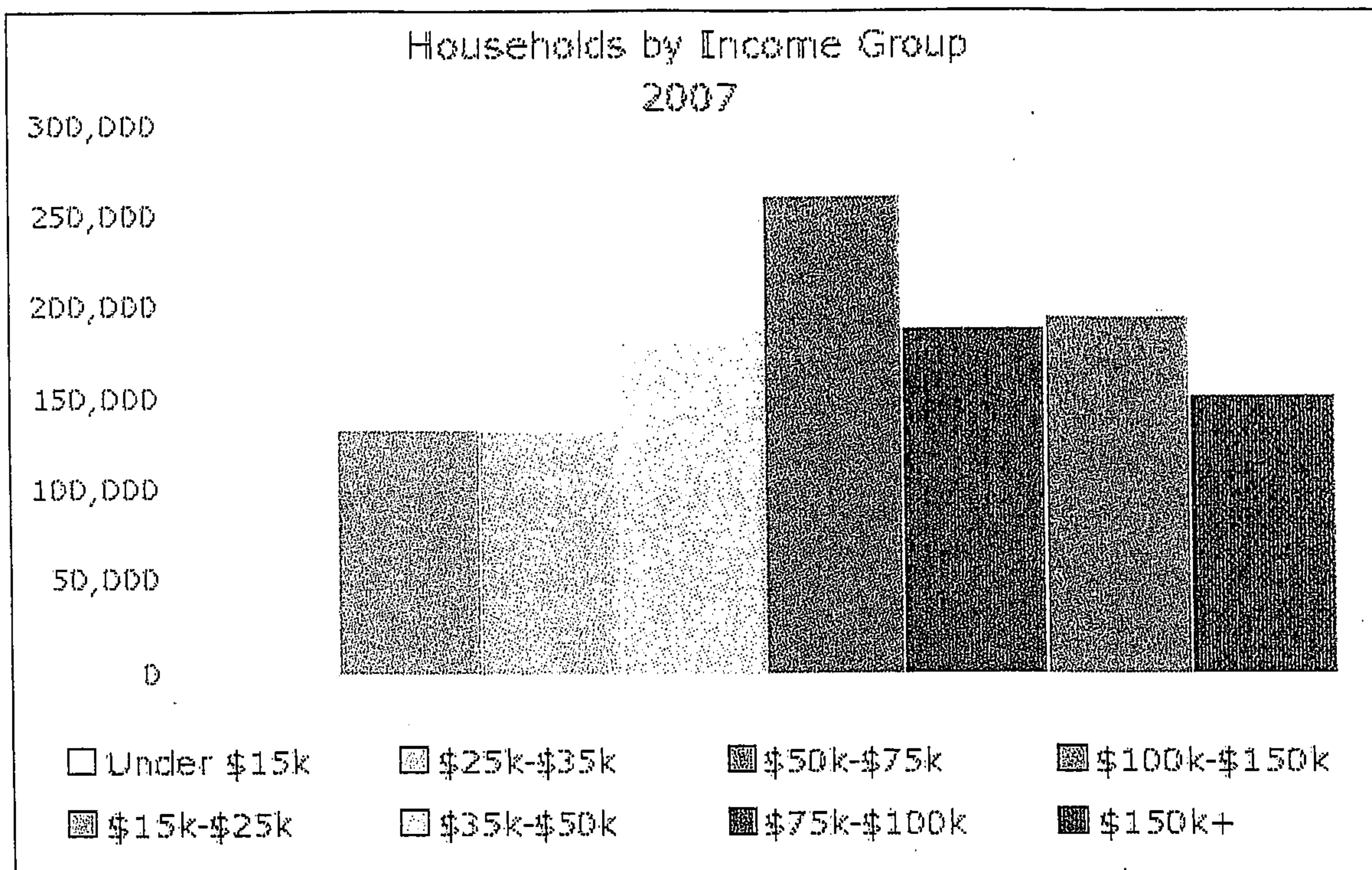


Race & Ethnicity

Race & Ethnicity	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2000 to 2012
White	2,801,595	75.1%	2,713,556	70.5%	2,681,616	68.6%	2,660,829	67.4%	-3.1%	-0.8%
Black	771,760	20.7%	838,309	21.8%	859,646	22.0%	873,559	22.1%	8.6%	1.6%
American Indian or Alaska Native	5,883	0.2%	6,940	0.2%	4,994	0.1%	3,822	0.1%	18.0%	23.5%
Asian or Pacific Islander	81,955	2.2%	139,431	3.6%	190,044	4.9%	226,108	5.7%	70.1%	19.0%
Other Race	67,632	1.8%	91,877	2.4%	97,674	2.5%	109,768	2.8%	35.8%	12.4%
Two or More Races			59,531	1.6%	72,648	1.9%	72,831	1.9%		0.3%
Hispanic Ethnicity	121,009	3.3%	182,727	4.8%	234,734	6.0%	272,946	6.9%	51.0%	16.3%
Not Hispanic or Latino	3,607,911	96.8%	3,666,917	95.3%	3,672,132	94.0%	3,674,441	93.1%	1.6%	0.1%

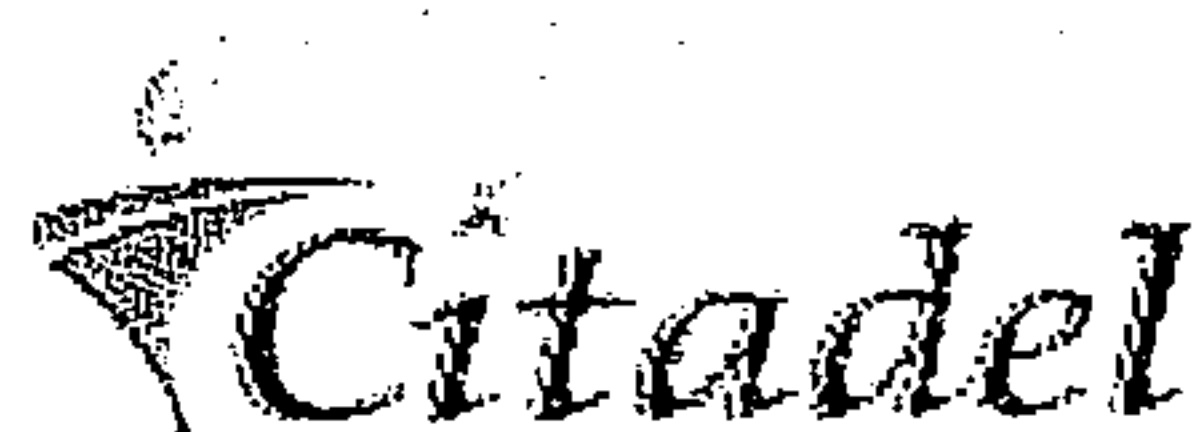


Households by Income



In 2007 the predominant household income category in the Greater Philadelphia community is \$50K - \$75K, and the income group that is least represented is \$25K - \$35K.

HH Income Categories	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2000 to 2012
\$0 - \$15,000	293,488	21.2%	235,521	16.1%	191,983	13.2%	174,615	11.9%	-19.8%	-9.0%
\$15,000 - \$24,999	207,456	15.0%	162,820	11.2%	135,763	9.3%	125,404	8.6%	-21.5%	-7.6%
\$25,000 - \$34,999	202,246	14.6%	165,890	11.4%	134,538	9.2%	111,612	7.6%	-18.0%	-17.0%
\$35,000 - \$49,999	258,348	18.7%	218,539	15.0%	188,806	12.9%	175,511	12.0%	-15.4%	-7.0%
\$50,000 - \$74,999	245,908	17.8%	279,017	19.1%	264,374	18.1%	255,328	17.4%	13.5%	-3.4%
\$75,000 - \$99,999	92,150	6.7%	168,197	11.5%	191,540	13.1%	185,148	12.7%	82.5%	-3.3%
\$100,000 - \$149,999	52,601	3.8%	139,851	9.6%	197,500	13.5%	234,380	16.0%	165.9%	18.7%
\$150,000 +	30,576	2.2%	89,284	6.1%	154,657	10.6%	201,904	13.8%	192.0%	30.6%



Average Hhld Income	\$43,664	\$62,018	\$71,860	\$80,313	42.0%	11.8%
Median Hhld Income	\$34,321	\$45,893	\$56,265	\$63,102	33.7%	12.2%
Per Capita Income	\$16,383	\$23,507	\$27,824	\$30,920	43.5%	11.1%

Employment and Business

In 2007, there were 2,010,378 people over the age of 16 in the labor force in the Greater Philadelphia community. Of these 92.5% were employed, 7.4% were unemployed, 34.7% were not in the labor force and 0.1% were in the Armed Forces. In 1990, unemployment in the community was 5.9% and in 2000 it was 6.5%.

In 2007, there were 1,902,937 employees in the community (daytime population) and there were 145,392 establishments. For this area in 1990, 64.7% of employees were employed in white-collar occupations and 35.3% were employed in blue-collar occupations. In 2000, white collar workers made up 67.3% of the population, and those employed in blue collar occupations made up 32.7%. In 1990, the average time traveled to work was 14 minutes and in 2000 it was 25 minutes.

2000 Occupation & Employment

Not in Labor Force	1,104,595	37.0%
In Labor Force	1,882,172	63.0%
Employed	1,757,645	93.4%
Unemployed	122,170	6.5%
In Armed Forces	2,357	0.1%

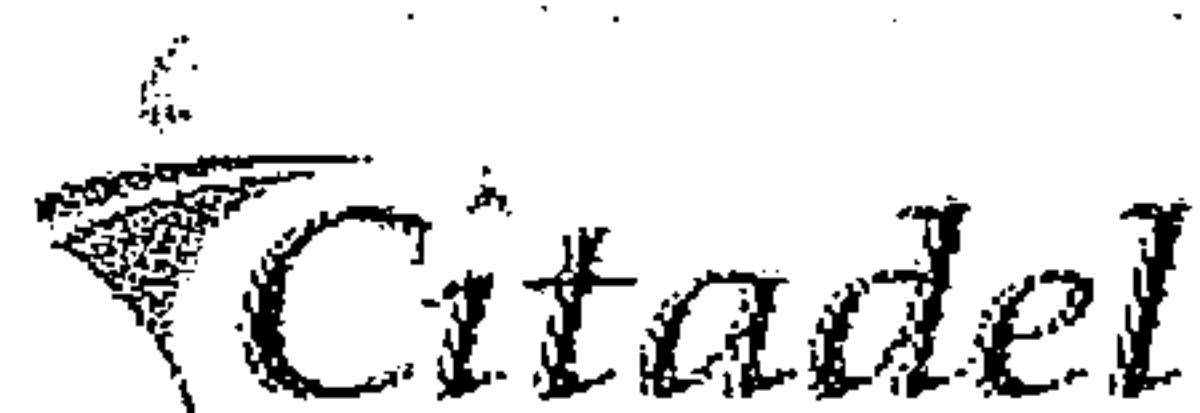
Housing Units

The median housing value in the community was \$98,031 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$116,738, which is a 19.1% change from 1990. In 1990, there were 947,669 owner occupied housing units in this area vs. 997,882 in 2000. Also in 1990, there were 435,533 renter occupied housing units in the community vs. 461,236 in 2000. The average rent in 1990 was \$426 vs. \$590 in 2000.

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Total Housing Units	1,491,305		1,565,640		1,619,849		1,659,301		5.0%	2.4%
Owner-Occupied	947,669	63.6%	997,882	63.7%	995,972	61.5%	999,179	60.2%	5.3%	0.3%
Renter-Occupied	435,533	29.2%	461,236	29.5%	463,189	28.6%	464,723	28.0%	5.9%	0.3%
Vacant	108,090	7.3%	106,522	6.8%	160,688	9.9%	195,399	11.8%	-1.5%	21.6%

Educational Attainment

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Age 25+ Population	2,446,363		2,534,977		2,592,485		2,646,647		3.6%	2.1%
Grade K - 8	192,112	7.9%	97,643	3.9%	81,891	3.2%	59,616	2.3%	49.2%	-27.2%
Grade 9 - 12	411,834	16.8%	340,132	13.4%	206,791	8.0%	144,265	5.5%	17.4%	-30.2%
High School Graduate	795,711	32.5%	787,195	31.1%	841,073	32.4%	868,798	32.8%	-1.1%	3.3%
Some College, No Degree	354,016	14.5%	417,351	16.5%	398,071	15.4%	380,662	14.4%	17.9%	-4.4%
Associates Degree	125,764	5.1%	138,442	5.5%	164,937	6.4%	181,710	6.9%	10.1%	10.2%
Bachelor's Degree	349,882	14.3%	441,144	17.4%	523,654	20.2%	576,734	21.8%	26.1%	10.1%
Graduate Degree	216,827	8.9%	287,824	11.4%	376,068	14.5%	434,862	16.4%	32.7%	15.6%



III. Business Plan: Ability to Serve

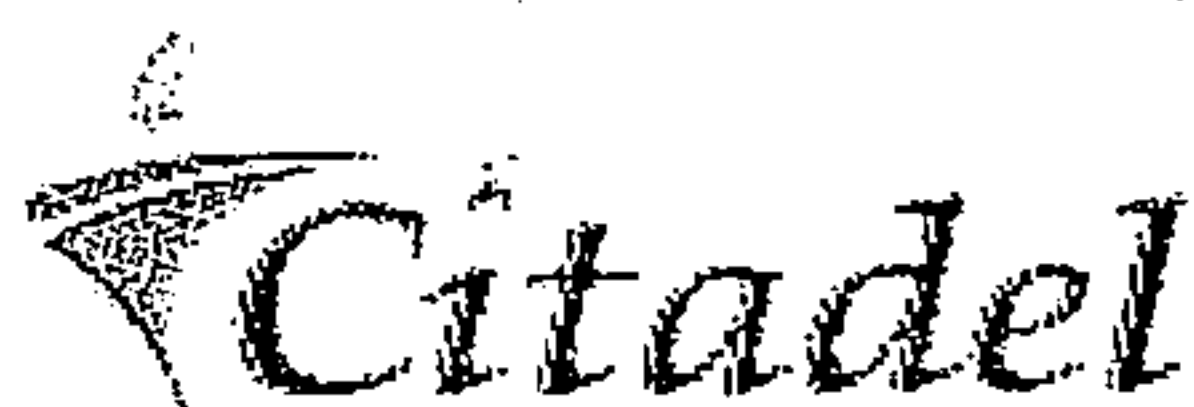
Citadel Federal Credit Union is a financially sound full service credit union offering a wide array of products and services that include, among others, the following:

Savings Programs

At Citadel Federal Credit Union, promotion of credit union members to responsibly save for their future continues to be at the heart of credit union operations. Citadel Federal Credit Union is convinced that the growth and prosperity it has enjoyed over the years is in large part a result of the strong level of member commitment toward disciplined savings. In conjunction with disciplined savings, safety of deposits has been a prime motivator in securing new deposits. At Citadel Federal Credit Union, all savings rates are reviewed regularly against the national and local marketplace, proper asset-liability management standards and the rates offered by other federally insured institutions in the community to guarantee members a competitive rate of return and a well-managed savings program.

Citadel FCU offers a variety of savings accounts designed to meet the individual needs of its members. Most accounts can be funded effortlessly with automatic payroll deduction, and all can be accessed around the clock by using the credit union's twenty-four hour phone banking system, PC Banking, and via an ATM. Citadel Federal Credit Union is convinced that it has been able to maintain outstanding asset growth by providing the right deposit products at the right price. This philosophy is clearly demonstrated through its broad product line which includes the following:

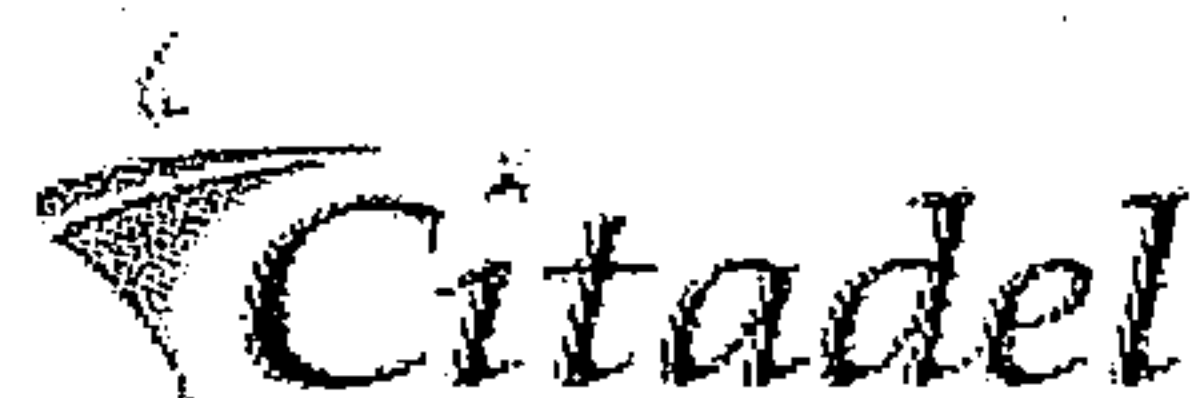
- *Checking Accounts* - Citadel's line of Star Checking Accounts offers current services specifically tailored to members of modest and moderate means while offering competitive benefits for wealthier segments. Elements include the following:
 - No fee, no minimum balance checking accounts
 - Unlimited transactions with a Citadel Debit with Rewards and ATM Card
 - Unlimited transactions with phone banking, the audio access service
 - Unlimited transactions with the credit union's PC banking service, PC Banking



- Unlimited bill paying with PC Banking Bill Payer Service
- Unlimited one-to-one branch visits at all office locations
- Free Financial Consulting
- Free Credit Counseling
- ID Theft Protection

Members can access their checking account funds 24/7 with Citadel's electronic services – PC Banking, phone banking, ATMs – or via the Citadel debit card. Members have unlimited free Citadel ATM withdrawals, and overdraft protection is available.

- *Certificates of Deposit* – The CDs purchased through Citadel FCU provide a guaranteed rate of return and offer terms from three to 84 months. Members can choose the regular CD, which requires a low minimum deposit of \$500, the jumbo CD requiring a minimum deposit of \$25,000, and/or bonus CD requiring a larger minimum deposit of \$75,000. A variety of dividend payment options are available.
- *Money Market Account* – The IQ Money Market Account offers a competitive, variable interest rate tiered to provide higher rates for higher balances. The low minimum balance requirement is \$2,500 to earn interest. This account offers free checks, unlimited transactions at any Citadel FCU office and a limit of six preauthorized, automatic or electronic withdrawals per month. Members can access this account through PC Banking and phone banking. This powerful money management tool keeps funds liquid and flexible while strengthening the earning potential of a member's hard-earned money.
- *Holiday and Vacation Club Accounts* – Holiday, Vacation, and Auxiliary Savings Accounts give members the opportunity to save for vacation, the holiday season, or for whatever reason. These accounts are available to members once they have established a Primary Savings Account. Members can have the money withheld from each paycheck and deposited automatically through payroll deduction, or they can regularly deposit the funds at the teller windows, ATMs, in Bank-by Mail envelopes, or by transfer via Bank by Phone or PC Banking.
- *IRA* – Individual Retirement Accounts help members achieve financial security by saving for the future. IRAs offer a considerable tax advantage that members can enjoy now because their earnings are tax-deferred. Citadel FCU offers three types of IRAs: The traditional or rollover IRA, the Roth IRA, and the education IRA. A minimum contribution of just \$100 is required to establish an IRA through the credit union. Contributions can easily be made through direct deposit, and there are no annual fees. The



IRA Money Market account funds are available immediately for easy rollover to an alternate investment option. A tiered-account structure increases earnings as balances increase. IRA certificates of deposit (CD) are a secure investment available in a variety of CD terms with competitive rates.

- *Savings Account* – The Primary Savings Account is the key to credit union membership. The Share Savings Account can be opened with a deposit of just \$5—the equivalent of one share. This nominal minimum balance allows members access to all the benefits and services provided by Citadel FCU. Citadel FCU's savings accounts offer low or no minimum balance requirements and competitive, variable interest rates.
- *Kids Only Club Savings Account* - Kids Only Club Savings Accounts are designed for children 12 and younger. This account features a minimum balance of just \$5, a competitive variable interest rate and no monthly service fees. Benefits of this account are that kids learn the value of saving in a fun and educational way.

Loan Programs

At Citadel Federal Credit Union, extension of competitively priced lending programs to members from all walks of life is a high priority. Any member in good standing is eligible to apply for a loan. Members can make secured loan payments through payroll deduction, automatic transfer, phone banking (telephone account access), PC Banking (PC account access), direct payment, through the mail or at any Citadel FCU branch office. Members that are registered on PC Banking can also fill out a loan application online and receive contact from a Citadel FCU representative within 24 hours of submission. The credit union offers a variety of fixed-rate loan products and will consider extending a loan for any reasonable and provident purpose. Examples of Citadel Federal Credit Union loan products include the following:



- *Vehicle Loans* – Citadel FCU's vehicle loans offer competitive interest rates based on a risk based pricing model. Loans are available for new and used vehicles, trucks, motorcycles and RVs. More than 300 local dealerships offer on-the-spot financing for Citadel FCU auto loans. Members can borrow up to 100% of retail value and there is no penalty for early loan payoff. A 0.25% discount is offered to borrowers using automatic payments.
- *Home Equity Loans* – Home Equity Loans are available for up to 100% of the appraised value of the property (less any outstanding mortgages). *Fixed Rate Home Equity Loans* have terms of 5, 10, 15, and 20 years. A *Home Equity Variable Line of Credit* offers more flexibility and the member pays only on the amount borrowed. Credit lines up to \$150,000 are available and the interest rate is based on the prime rate.
- *Student Loans* – Citadel Federal Credit Union provides information and applications for government-backed Stafford and PLUS student loans. The Credit Union needs an "Award Letter" from the college the student plans to attend to show qualified amount of financial assistance for processing the Stafford loans.
- *Personal Loans* - Citadel FCU also offers signature loans to members and these loans do not require collateral. The variable interest rate is based on a member's credit rating with repayment terms of up to 84 months. Loan amounts can be as low as \$500 and go as high as \$20,000 (or higher depending on circumstances) and there is no penalty for early payoff. Members that utilize automatic payments receive a 0.25% discount on the loan rate.

(b)(4)

small loans for emergency car repairs, or to replace a broken appliance such as a refrigerator or washing machine. Citadel FCU has proudly demonstrated a history of helping its membership in difficult times with much needed funds including providing financial counseling when appropriate to help members on a path to financial stability and security. Citadel FCU looks forward to extending this tradition even further to new members once the expanded community charter is approved.

- *Share Secured Loans* - Citadel FCU's secured loans can be used for any reason. Members receive easy approval when using deposited funds at Citadel FCU as collateral. Repayment terms of up to 84 months are provided and competitive interest rates are based upon a member's



credit rating. Because the deposited funds at Citadel FCU provide the collateral, members can utilize a secured loan to establish credit and take advantage of lower interest rates. Citadel's knowledgeable staff often works with members trying to establish or re-establish their credit using this loan product.

- *Mortgage Loans* - Citadel FCU offers a variety of fixed and adjustable rate Mortgage Loans to meet its member's purchasing and refinancing needs in four states: Pennsylvania, Delaware, Maryland, and New Jersey. Citadel FCU offers up to 100% financing.
 - A *Fixed Rate Mortgage* is locked in for the duration of the loan. Interest rates vary depending on the terms and any point paid. Terms of 12 to 30 years are available.
 - *Adjustable Rate Mortgage* loans are available with flexible terms and options.
 - *First Mortgage Loans* include Land Purchase Mortgage Loans and Investment Mortgage Loans, both with financing up to 80% of appraised value for a maximum term of 12 years.

(b)(4)

(b)(4)

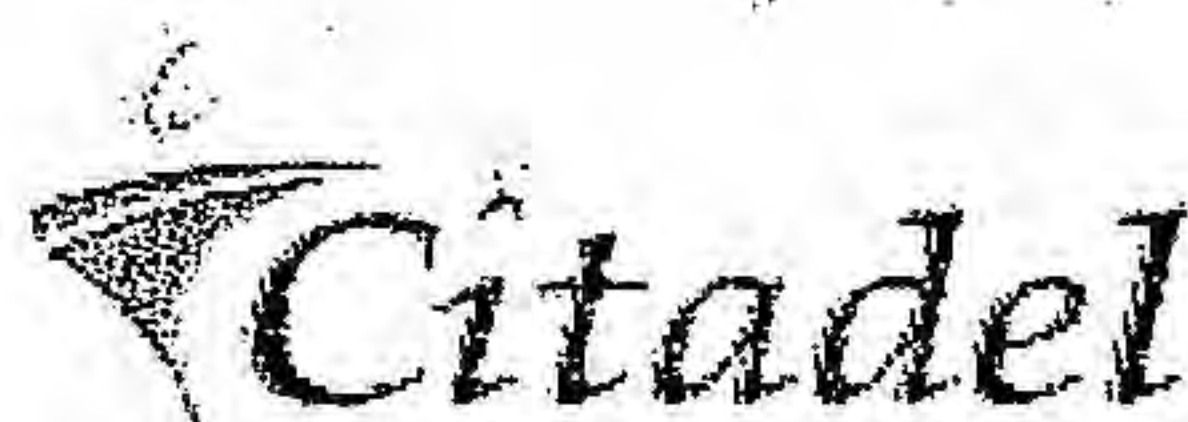
Citadel FCU is

committed to helping members achieve financial security and stability by owning their own home. It is our goal to make home ownership a reality for those seeking this goal. In order to assist homebuyers, particularly those purchasing their first home, Citadel FCU offers 100% financing of the purchase price of a home. The member only needs \$500 of his or her own money for closing. The remaining closing cost may come from a gift from a family member up to 3%, a seller assists up to 3%, or a secured loan or a loan from an employer. (b)(4)

(b)(4)

(b)(4)

Through the use of financial education seminars, which also include a home buying seminar where members are educated on the home buying process and how much house they can afford, Citadel intends to reach out to the community with educational initiatives in conjunction with our corporate partners and commentary agencies in an effort to increase the level of home



ownership in the Greater Philadelphia community. Citadel FCU's knowledgeable and professional staffs have been helping members with their home mortgage needs since 1986. (b)(4)

(b)(4)

Citadel Federal Credit Union continues to widely advertise the benefits of its many loan products. Rates are reviewed frequently to ensure the credit union is competitive in attractively pricing its loans. (b)(4)

(b)(4)

(b)(4) Ancillary products are also offered on all loans (life and disability insurance, GAP coverage, Skip a Payment) to ensure that members are receiving a complete package of services at a price well below that of the competition.

Citadel Federal Credit Union MasterCard

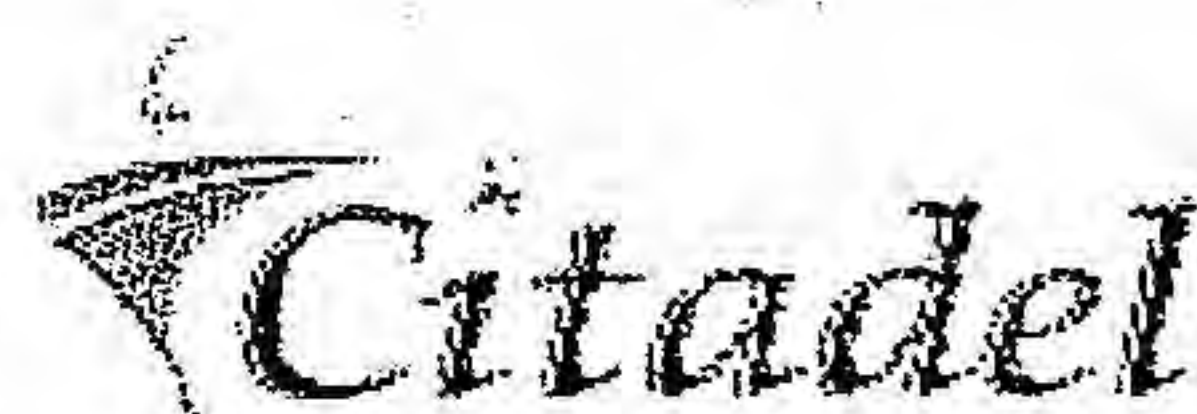
Citadel FCU offers three different MasterCard products:

Gold MasterCard

- As low as 10.99% APR
- Credit limits up to \$20,000
- Cash advances from \$50 to \$600
- \$400,000 in travel accident insurance
- Purchase Assistance insurance
- Extended Warranty on certain purchases
- MasterRental® Insurance
- MasterAssist®
- Roadside Service nationwide
- Travel Assistance Service
- MasterCard Global Service® for lost or stolen cards

Platinum MasterCard

- As low as 9.99% APR
- Credit limits up to \$50,000
- Cash advances from \$50 to \$600
- \$1 million in travel accident insurance
- Purchase Assistance insurance
- Extended Warranty on certain purchases



- MasterRental® Insurance
- MasterAssist®
- Roadside Service nationwide
- Travel Assistance Service
- MasterCard Global Service® for lost or stolen cards
- Credit Union rewards redeemable for gifts and travel packages
- Concierge Services

Secured Cards

- Members pledge their savings as collateral in order to establish credit

All of Citadel FCU's MasterCard products have a 25-day grace period on purchases, a competitive interest rate, no annual fees, and offer convenient balance transfer options from other credit cards. Monthly statements can be mailed or viewed online depending on the member's preference.

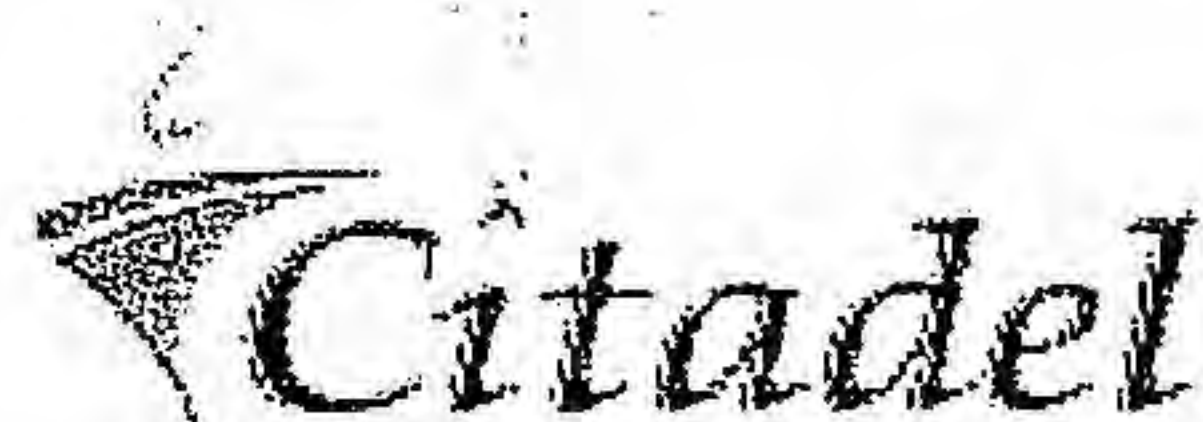
Anytime Account Access and Convenience Services

Citadel FCU offers members the convenience of a full service Contact Center. Citadel FCU's Contact Center operates six days a week and can handle member inquiries and product/service applications. Many members prefer the convenience of talking with a Contact Center representative when they have account questions, are interested in applying for a loan or simply want information on how to purchase a car or invest in a money market or certificate of deposit. (b)(4)

(b)(4)

Electronic and physical delivery channels should support and complement each other to create an improved member experience. Originally thought to replace the need for brick and mortar, electronic channels have actually created a new and increased demand. Together, these two channels can effectively create a more dynamic business proposition. Electronic delivery services are an important aspect of Citadel FCU's ability to serve a community field of membership. The credit union has experienced a strong acceptance of its website home banking, which is constantly growing.

The electronic services offered by the credit union provide an alternative to branch office visits for the growing number of members who do not have time or



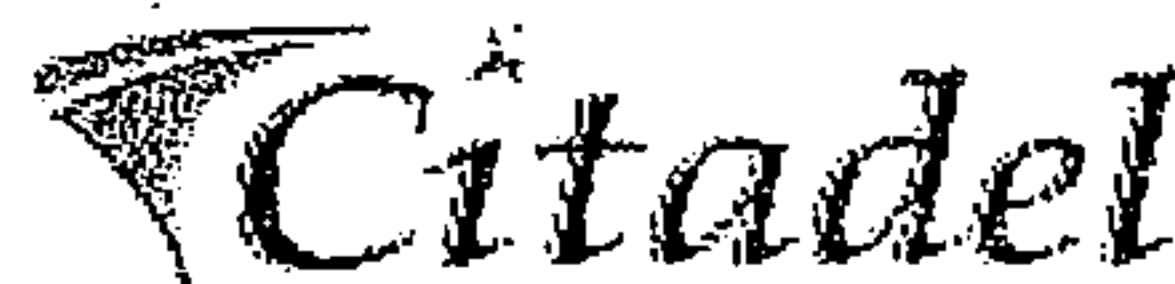
do not wish to visit a branch office. Following is a brief description of these services.

Citadel FCU's comprehensive website at www.citadelfcu.org provides members and potential members with up-to-date information about the credit union's locations, services, rates, savings, loans, special promotions, newsletters and other aspects of the credit union. The website also provides members with daily headlines, financial news, on-line calculators, and a number of reference links. Citadel FCU has expanded its investment capabilities available on-line. Members can now view their investment accounts with Member Profile View and can perform online trading, check quotes and receive analysis with e-Vision[®]. Citadel FCU's members can receive insurance quotes online for homeowner's, life, or auto insurance through an easy to use insurance referral form. Citadel FCU's members can also access their statements online through E-Statements on the first of each month. For even more convenience, members can register to receive their MasterCard and regular statements online. Members can also retrieve past statements as far back as seven years. This service is offered to members at no charge.

Citadel FCU's members can handle many transactions and inquiries by telephone or computer from home or office 24-hours a day, seven days a week with the Phone Banking system or the credit union's PC Banking system.

Citadel FCU's Phone Banking enables members to have access to their Citadel FCU account 24/7 from anywhere in the country from any touch tone phone. With a Personal Identification Number (PIN), members can make numerous account inquiries and complete more than 40 types of transactions such as withdrawals, transfers, check account balances, hear account history, make loan payments, verify what checks have cleared, and obtain general information about Citadel FCU and more. There is no cost to sign up and no charge to use this convenient service.

PC Banking is Citadel FCU's online service that allows members to access Citadel FCU accounts 24/7 through a personal computer. This free service requires access to the Internet and a web browser with Netscape Navigator 4.08 or MS Internet Explorer 4.01 or higher. Members can handle many transactions and make bill payments anywhere there is Internet access. From any personal computer with Internet access members can: view real-time account balance and history; receive electronic statements, complete loan applications, utilize electronic bill payer, transfer funds between Citadel FCU accounts; and print out account information. In addition, members can export account information to Quicken[®] or Microsoft[®] Money software for greater personal financial management.



Citadel FCU Bill Payer is an enhanced feature to Online Banking, allowing members with a Citadel FCU Checking Account that are registered for PC Banking the opportunity to pay bills online 24/7 through electronic funds transfer or paper checks. This free service allows member to: schedule recurring payments, make single payments, and request a customized report of their bill payment history. Merchants receive payment in three business days on electronic payments and in six business days if paper checks are utilized. The member only needs to inform Online Bill Payment who to pay, when, and the amount.

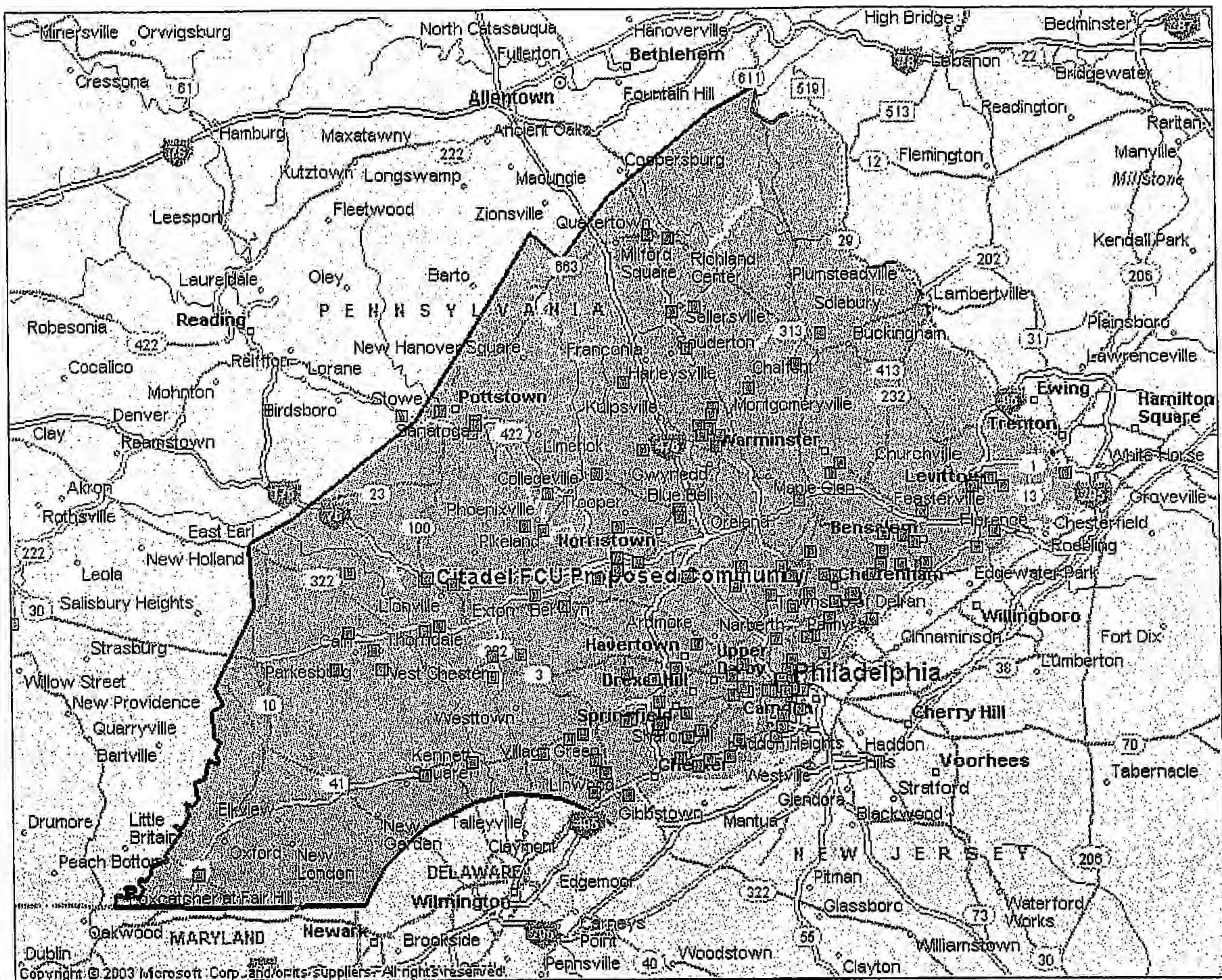
Citadel FCU offers its members Direct Deposit and Payroll Deduction. These are valuable timesaving services that enable members to have their entire paycheck deposited straight into their credit union account accurately and on time. Members can have the funds routed to their savings, checking or money market accounts, or to make loan payments without worrying about lost or stolen checks. Direct deposit gives members the peace of mind to know that their money is automatically deposited into their account and immediately available them. Direct deposits and payroll deductions are recorded on a member's account statement and can be verified through phone banking, PC Banking or their ATM card.

Citadel FCU Debit/ATM Cards can be used to access Citadel FCU Savings and/or Checking accounts 24 hours a day, 7 days a week. Members can utilize their ATM card to perform transactions such as deposits, withdrawals and transfers at ATM locations worldwide. In addition, members can make cash withdrawals of up to \$600 per day and point-of-sale purchases of up to \$500 with the Citadel FCU ATM card. There are no transaction fees at Citadel FCU ATMs and affiliated no-surcharge ATMs. Citadel FCU Debit Cards provide payment directly from a member's checking account and can be used to pay for purchases anywhere ATM and MasterCard are accepted. Citadel FCU Cards can be used for the same transactions as the Citadel FCU ATM card and each transaction is recorded on the monthly account statement. Members can access up to \$2,500 of their available balance a day for purchase transactions.

Citadel FCU ATMs are conveniently located at its branch locations and at Corporate Partners and businesses in the community. The credit union currently has 32 proprietary ATMs in the community (b)(4)

(b)(4) In addition to its proprietary ATMs, Citadel FCU members can utilize surcharge-free ATMs that are available through the CU\$ shared ATM network. Citadel FCU members have access to over 881 ATMs in Pennsylvania. The map below shows the surcharge-free ATM locations in the proposed five-county community. A full listing of these locations is included as an attachment to this application.





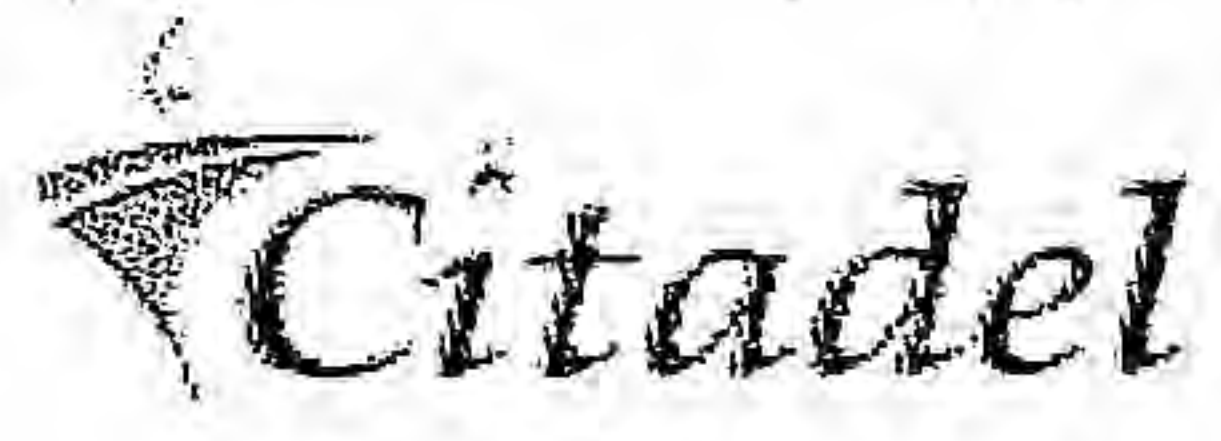
Financial/Debt Counseling and Education

Citadel FCU has a strong commitment to community education. Citadel FCU has been offering educational and financial literacy seminars to the community through its Corporate Partner program and in conjunction with its community and educational partners for several years.

(b)(4)

Corporate Partner company employees and community residents were educated on:

- Investment fundamentals/Critical Steps to Financial Planning



- First-time Homebuyers Seminar
- Planning for Your Child's College Education
- Tax Reduction Strategies
- Estate Planning
- ID Theft – educates employees of the importance of protecting and monitoring financial information.

Maura Dillon of Bentley Systems, Inc., a corporate partner since 1986, commented, *"The on-site financial seminars are very popular. Many staff members also speak highly of Citadel's online banking services. Citadel offers great rates, plus they are easy to work with. As a member since 1990, I wouldn't know what to do without them."*

Listed below is additional information on current educational and financial literacy seminars and workshops.

As the credit union expands its already robust financial education and literacy

(b)(4)

(b)(4)

Citadel FCU participated in the first annual Twin Valley Literacy Fair on May 4, 2006. The event was designed to focus on youth literacy and provided activities, information, books for sale, food and fund for hundreds of children and their parents. Citadel FCU gave each child an activity book describing how a credit union operates and serves the community.

Citadel FCU also participated in the VA Women's Health Fair held on May 17, 2006 at the Coatesville Veterans Administration Hospital. The event was designed for women and focused on all aspects of health. Citadel FCU supported the event by presenting information on financial well-being. Investment department staff was available to meet with the attendees to discuss individual financial strategies.

Community residents attended these educational workshops focused on helping individuals by providing information of protecting their identity.



In 2002, Citadel FCU implemented one of the most recognized community programs, the Citadel Heart of Learning Award. Citadel FCU recognizes the importance of education in building strong communities. To support the educational community, each year Citadel FCU honors educators in the community through the Citadel Heart of Learning Award program. In 2006, 1500 nominations were received from students, parents, and colleagues attesting to the excellent work teachers do in the community. (b)(4)

(b)(4)

Speakers and other participants have included Pennsylvania Governor Edward Rendell, Pennsylvania Secretary of Education Dr. Gerald Zahorchak, and First Lady Laura Bush.

A new initiative for Citadel FCU in 2006 was the partnership with the Chester County Educational System offering the NEFE High School financial literacy program to ninth grade students. Since November 2006 Citadel FCU "teachers" have been helping young people become financially knowledgeable and enabling them to develop solid financial habits on their path to financial security. The NEFE High School Program outline is:

- Overview of Financial Planning
- How Career Choices Impact Your Financial Future
- Budgeting and Credit
- Savings and Investments

(b)(4)

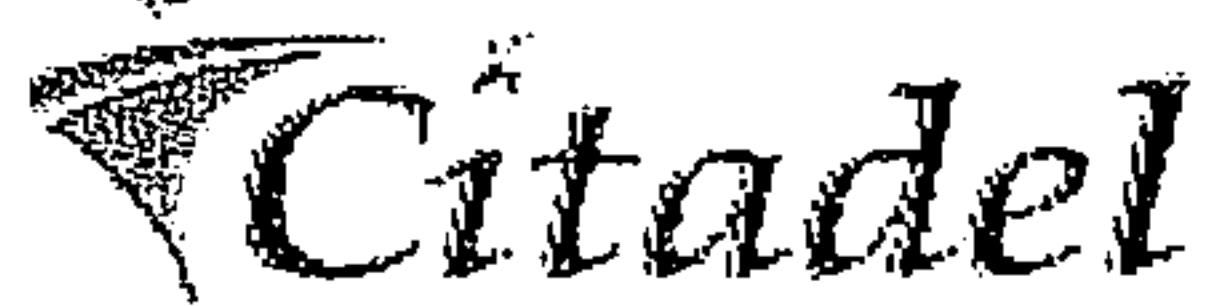
In 2002, the credit union developed WealthFest, a half-day seminar that included breakout sessions led by local industry experts. Seminar topics ranged from income tax law changes to education funding to investment planning.



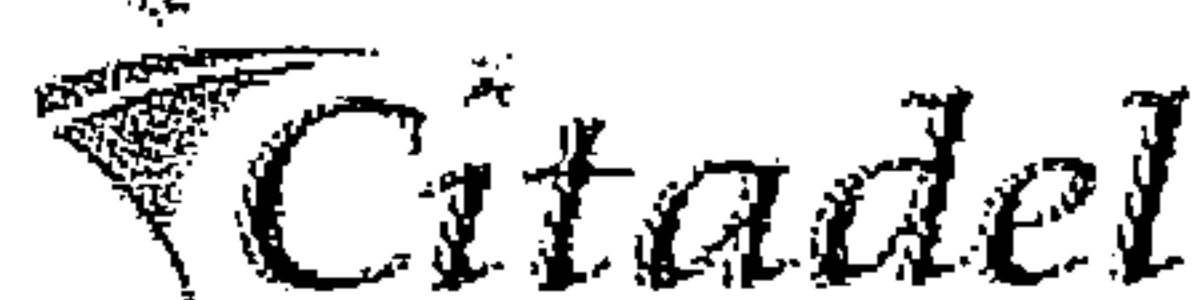
Conveniently Located Service Facilities

Citadel FCU currently maintains 13 full service office locations in the proposed community. Citadel FCU's administrative and Operations Centers are in Thorndale in Chester County and Valley Creek Corporate Center in Chester County, PA. Its other branch locations are found in Chester, Delaware and Lancaster counties. Credit union offices and service facilities are very accessible to community residents. Residents in upper Bucks County have the longest distance to travel to reach a proprietary branch. All Montgomery County residents are within 30 miles of a branch facility. All Philadelphia County residents are within 25 miles of a branch facility. Delaware County residents are within 6 miles of branches located in Delaware County and Chester County. Chester County residents have access to numerous branch facilities that are located throughout the county.

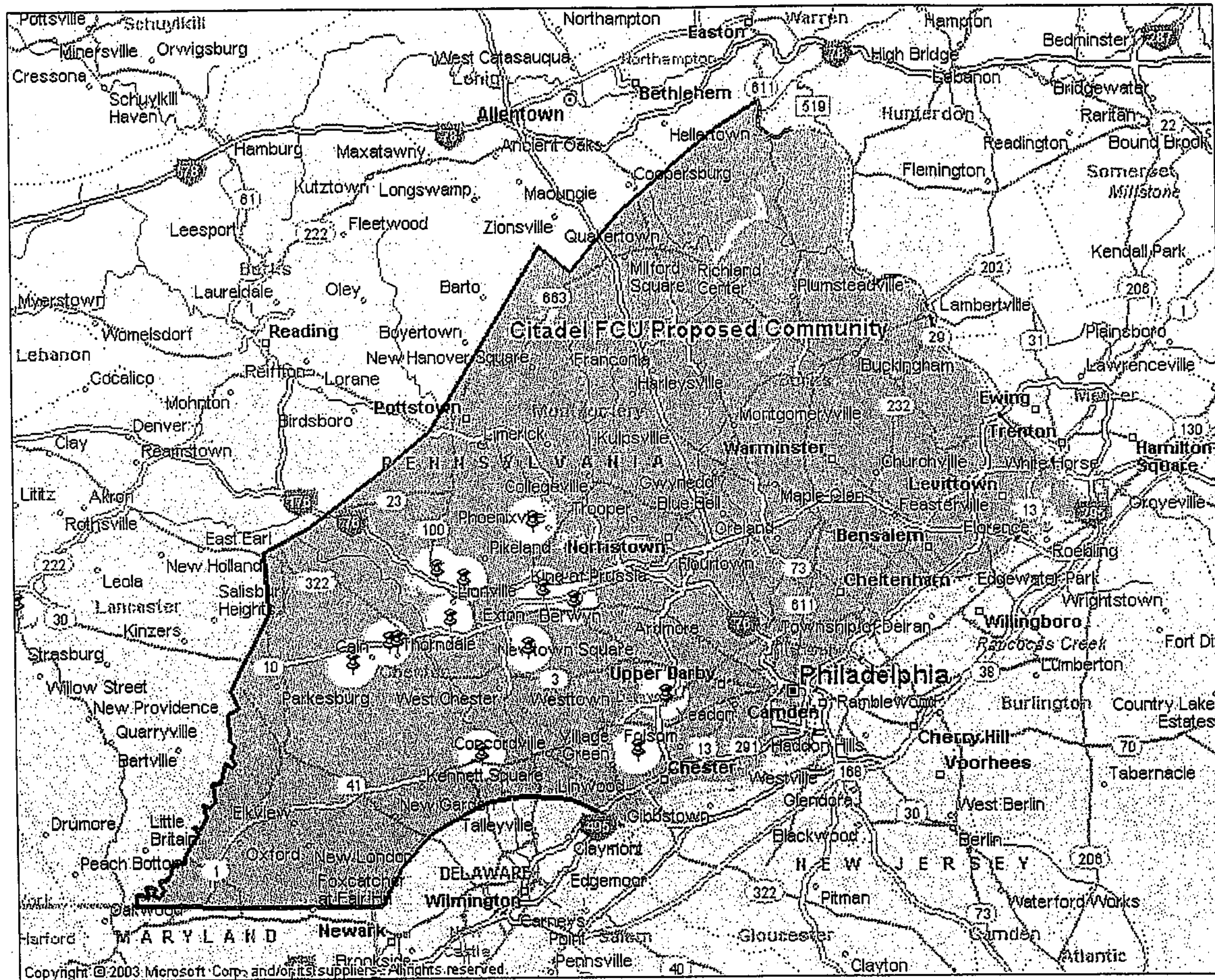
The following table provides the address, lobby hours, and drive-thru hours of each branch facility.



Branch	Address	Lobby Hours	Drive-Thru Hours
Brookhaven	4809 Edgmont Ave. Brookhaven, PA 19015	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00pm Saturday 9:00 am-2:00 pm	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm
Chadds Ford	4 Ponds Edge Dr. Chadds Ford, PA 19317	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00pm Saturday 9:00 am-2:00 pm	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm
Chester Springs	511 E. Uwchlan Ave. Chester Springs, PA 19425	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm
Downingtown	1246 E. Lancaster Ave. Downingtown, PA 19335	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm
Eagle	90 Pottstown Pike Chester Springs, PA 19425	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm
East Goshen	1500 Paoli Pike West Chester, PA 19380	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm	N/A
Great Valley	10 Liberty Blvd Malvern, PA 19355	Mon-Wed 8:00 am-5:00 pm Thurs & Fri 8:00 am-6:00 pm	Mon-Wed 7:30 am-5:00 pm Thurs & Fri 7:30 am-6:00 pm
Lancaster	20 W. Orange St. Lancaster, PA 17603	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm	N/A
Paoli	31 W. Lancaster Ave. Paoli, PA 19301	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm	N/A
Phoenixville	558 Kimberton Rd. Phoenixville, PA 19460	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm	N/A
Thorndale	40 N. Bailey Rd. Thorndale, PA 19372	Mon-Wed 8:30 am-5:00 pm Thurs-Fri 8:30 am-7:00 pm Saturday 9:00 am-12:00 pm	Mon-Thurs 8:30 am-5:00 pm Friday 8:30 am-7:00 pm Saturday 9:00 am-2:00 pm
Thorndale Administrative & Operations Center	3030 Zinn Road Thorndale, PA 19372	Mon-Fri 8:00 am-5:00 pm	N/A
South Coatesville	135 Modena Rd. Coatesville, PA 19320	Mon-Wed 8:30 am-5:00 pm Thurs-Fri 8:30 am-7:00 pm Saturday 9:00 am-12:00 pm	Mon-Wed 8:30 am-5:00 pm Thurs-Fri 8:30 am-7:00 pm Saturday 9:00 am-12:00 pm
Springfield	783 West Sproul Rd. Springfield, PA 190964	Mon-Wed 8:30 am-5:00 pm Thurs-Fri 8:30 am-7:00 pm Saturday 9:00 am-12:00 pm	Mon-Wed 8:30 am-5:00 pm Thurs-Fri 8:30 am-7:00 pm Saturday 9:00 am-12:00 pm
Valley Creek Corporate Center	224 Valley Creek Blvd, 4th Floor Exton, PA 19341	Contact Center Hours Mon-Fri 8:00 am-7:00 pm Saturday 8:00 am-2:00 pm	N/A




The following map illustrates current Citadel Federal Credit Union locations:



Citadel FCU is also a participant in the Pennsylvania Credit Union Services, Inc. The Pennsylvania Credit Union Services Inc. is a cooperative effort by credit unions to better serve their members. By sharing facilities, credit unions can offer greater convenience for members to access their accounts at many locations just as if they were at their home credit union.

Members can enter any shared service center and conduct a range of transaction services, such as:

- Cash checks
- Make deposits and withdrawals
- Make loan payments
- Make transfers between accounts
- Purchase money orders, travelers checks and official checks
- Obtain cash advances and balance inquiries

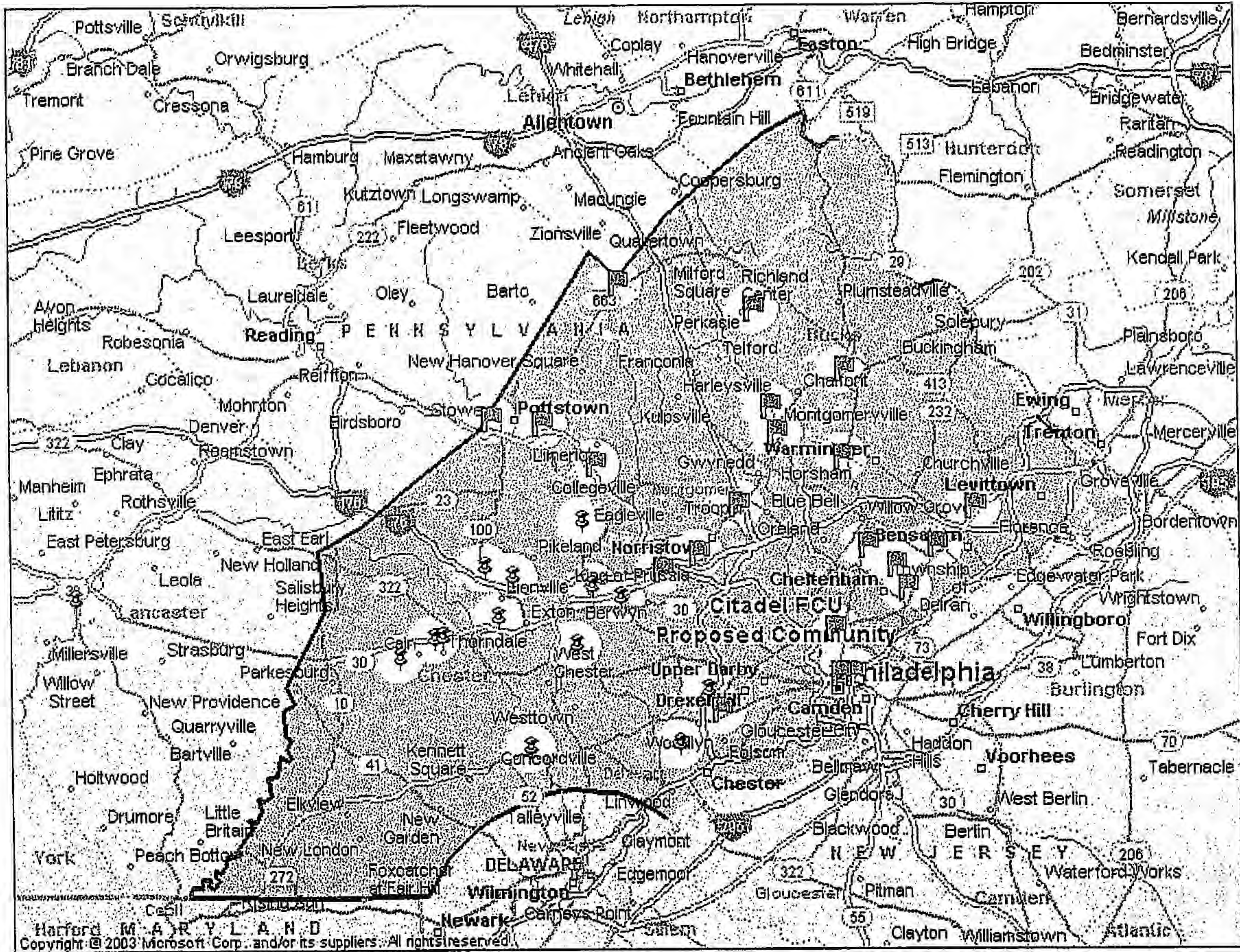
 Citadel

(b)(4)



The map below shows locations of Citadel FCU branch facilities (identified by thumb tacks) and shared facilities (identified by red flags), within convenient proximity to residents of the proposed community.





In an effort to fully and adequately serve the entirety of the proposed community,

(b)(4)



Projections and Assumptions

The following sections contain Citadel Federal Credit Union's projected financial operating plan for the next three years in conjunction with a conversion to a community charter. Also included are national and credit union industry economic outlooks.

Economic Outlook

The success of the economy in 2008 will largely depend on the severity of the credit crisis created by the housing downturn. The federal government has pieced together an array of programs designed to help homeowners make payments on subprime mortgages that would otherwise become victim to high rate resets. In addition, the Federal Reserve has reduced interest rates heading into 2008 to ease some of the pressures on consumers.

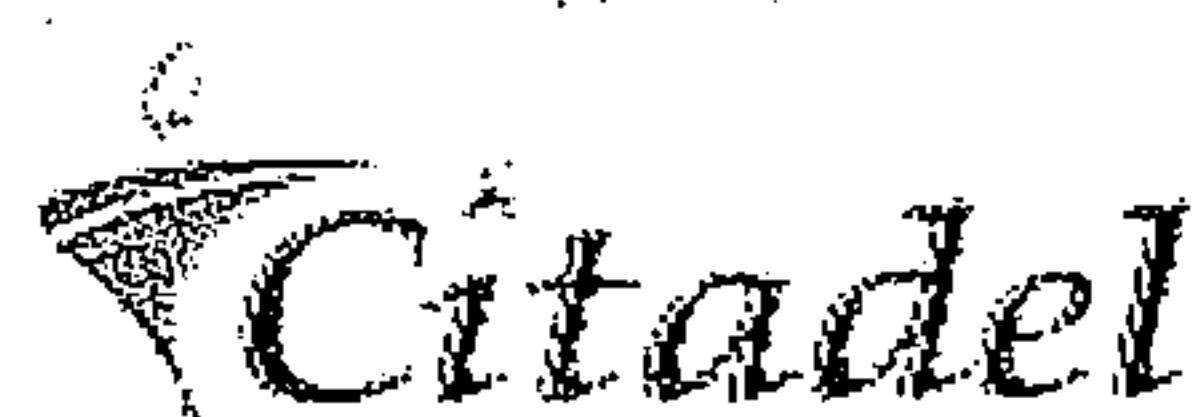
The economy in 2008 is fragile in the face of a liquidity crunch and unprecedented real estate deflation, which will create a wealth effect on consumer spending. While housing and autos will remain weak, business investment spending is a strength in the current economy. Strong profits, high capital utilization, low cost of capital and need to remain competitive should keep business fixed investment spending strong, but economic uncertainty may cause it to decline.

Gross Domestic Product

Over the past few years, real GDP growth has been driven primarily by consumer spending and residential investment. Consumer spending is slowing and residential investment is falling sharply, particularly in markets that received the largest growth in the last ten years. Going forward, non-residential investment and government spending should play more important roles in driving overall GDP growth, which will not be as strong in 2008 as it has been over the past few years. Consumer spending could be greatly impacted by the mortgage meltdown, particularly as adjustable rate mortgages increase, causing greater strain on American households.

Unemployment

Job growth continued throughout 2007: 1.3 million more Americans are working at year end 2007 than at the start of 2007. The unemployment rate has increased from 4.4 percent to 5 percent over the last year. This rate is very low



by historical standards. For non-teen workers, the rate is even lower—at 4.4 percent. Thirty-eight thousand Americans entered the job market looking for work, which did not change the labor force participation rate.

Sectors affected by the housing and credit crisis suffered job losses. The construction industry continued to shed jobs as it completed its second year of declining activity. Construction lost 49,000 jobs in December 2007 and a total of 236,000 jobs since the housing decline began in September 2006. Jobs focused on credit markets declined by 7,000 as banks struggle to deal with bad loans and few lending options. The writers' strike contributed to the loss of 15,000 jobs in the motion picture and broadcasting industry.

Inflation

A slowing economy and slower increases in housing costs will lower price pressures and core inflation in 2008. Contract housing and manufacturing sectors should produce below-potential growth and a reduction in inflationary pressures. Large retailers, global competition and slow wage growth are likewise keeping consumer prices low in many areas.

While a general decline in the overall rate of inflation has occurred, large swings in energy prices have increased the volatility of overall inflation.

Consumer Spending

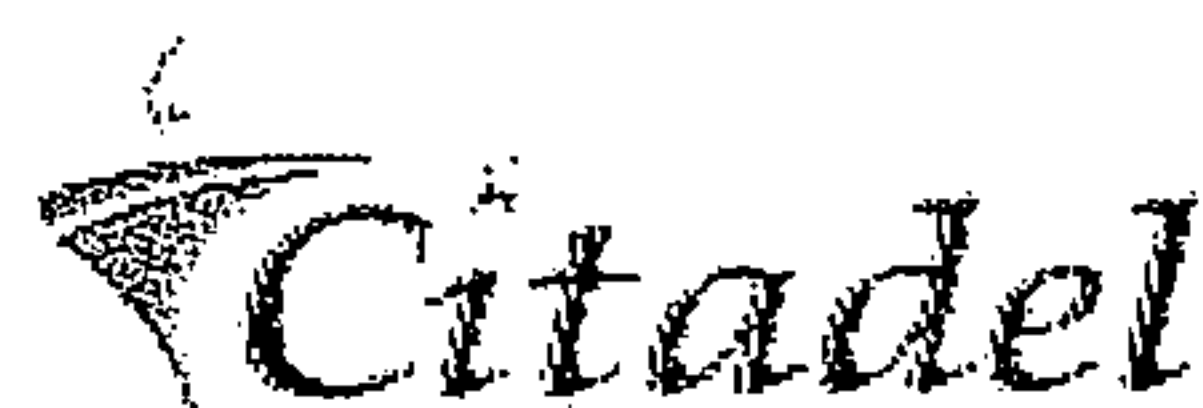
Consumer confidence returned to average levels in 2006, before slowing in 2007. The impact on 2008 will again be largely determined by the overall impact of the mortgage crisis and the potential increase in payments on households.

(Source: <http://www.heritage.org/Research/Economy/wm1766.cfm> and CUNA)

Business and Product Outlook

Automobile Lending

A slowdown in the overall economy is expected to cause a slight decrease in auto production levels. Due to this, financial incentives will remain an integral key to their ability to move vehicles. For the past several years, the majority of manufacturers have come to rely on large rebates and zero or low-rate financial offers to maintain their sales volumes. Consequently, the public has now grown to expect such incentives. In addition, automakers have successfully integrated steady increases into their product pricing, but only by extending financing terms to 72 and even 84 months. More often than not, lenders are forced to meet



these longer terms in order to compete with the captive financiers. Credit unions will continue to face competitive pressures from dealer financing in 2008 and beyond.

Within the credit union industry, total auto loans (new and used) increased 7.59 percent from \$144.9 billion to \$155.9 billion.

Mortgage Lending

Mortgage lending will be of particular interest throughout 2008, particularly in areas hardest hit by the recent housing downturn. Mortgage loans will continue to be important to the credit union industry, and can prove to be a differentiator from subprime mortgage companies if handled in the correct manner. Credit will become tighter for marginal borrowers in 2008 as regulators force lenders to tighten lending standards due to a greater share of mortgage loans going bad.

Within the credit union industry, 1st Mortgage Real Estate loans increased 10.4 percent from \$117.6 billion to \$129.8 billion. Other Real Estate loans increased 23.8 percent from \$50.1 billion to \$62.0 billion.

Credit Cards

Competition for credit card business is expected to be considerable again in 2008. Experts predict that the average consumer's unsecured debt level will continue to reach new highs. Notwithstanding this fact, consumers are likely to be inundated with over 1.2 billion pieces of direct mail touting the advantages of the major credit card vendors. (b)(4)

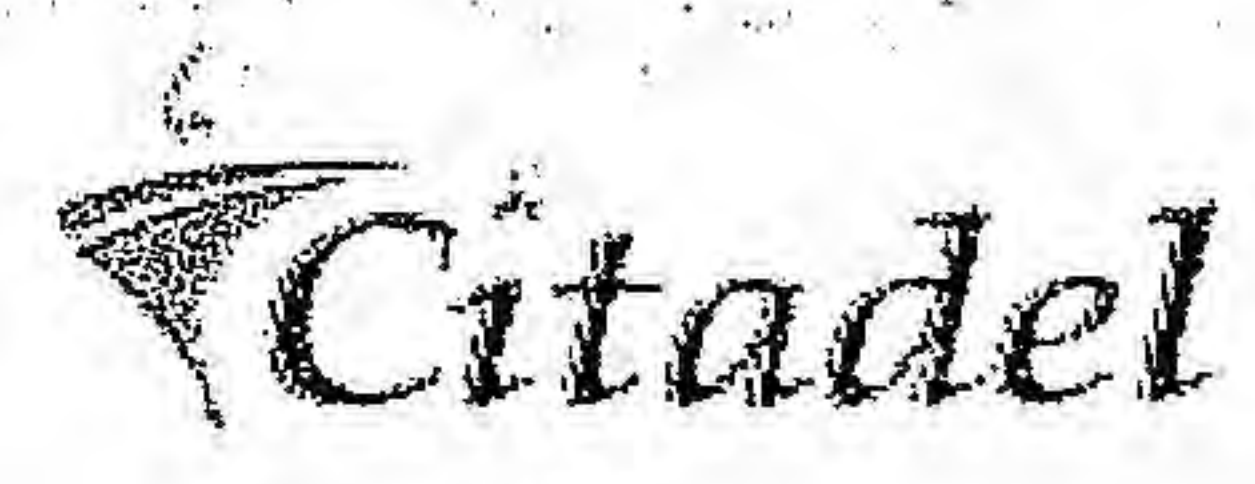
(b)(4)

Deposits

Savings growth during 2008 should be relatively stronger than loan growth, particularly compared with the last few years. Credit unions should also expect to see a shift from core to interest sensitive deposits in 2008. (b)(4)

(b)(4)

Within the credit union industry, shares increased 5.3 percent, up from \$528.3 billion to \$556.1 billion.



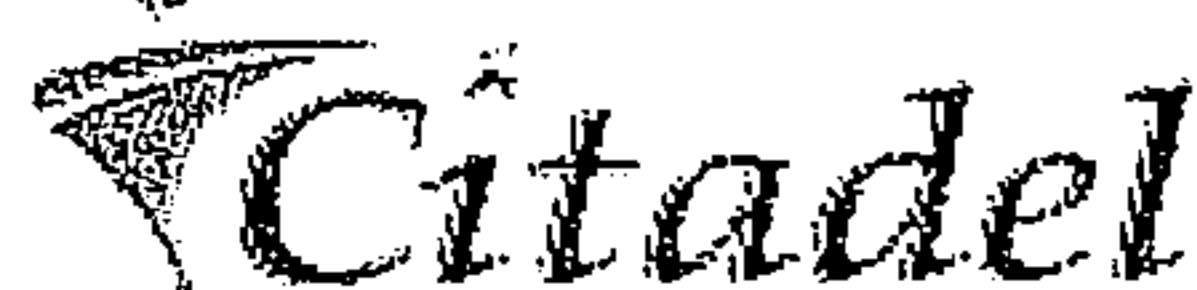
Credit Unions Positioned for Continued Growth

NCUA year-end 2006 statistics reveal that credit unions posted consistent, healthy growth through the year according to call report data submitted by the reporting credit unions. These statistics demonstrate growth from year end 2005 of federally insured credit unions in many areas of the balance sheet and income statement categories through the end of year 2006:

- Assets increased 4.61 percent to \$709.9 billion from \$678.7 billion
- Loans increased 7.88 percent to \$494.3 billion from \$458.2 billion
- Investments declined 9.14 percent to \$134.4 billion from \$148.0 billion
- Shares increased 4.08 percent to \$601.2 billion from \$577.6 billion
- Net worth increased 7.42 percent to \$82.0 billion from \$76.3 billion
- Membership increased 1.48 percent to 85.8 million members
- ROA decreased slightly from 0.85 percent to 0.82 percent

At the time of this application, NCUA year end 2007 statistics are not available. However, September 30, 2007 statistics reveal the following:

- Assets increased 7.17 percent from \$709.9 billion to \$760.8 billion
- Loans increased 6.33 percent
- Shares increased 5.78 percent
- Net worth to total assets was 11.5 percent
- Membership increased 3.1 percent to 88.5 million members
- ROA decreased from 0.82 percent to 0.75 percent



Key Ratios and Financial Background Data

The information provided in the previous section provided a brief financial assessment for Citadel Federal Credit Union. This section is intended to provide detailed projections, assumptions and financial ratios to demonstrate Citadel Federal Credit Union's ability to fully serve the proposed community. Key financial ratios as of December 31, 2006 and December 31, 2007 are as follows:

Category	Dec 2006	Dec 2007
Assets	\$1,001,905,968	\$1,057,585,735
Net Worth	9.79%	10.32%
Loan to Share	109.75%	104.64%
ROA	0.45%	1.07%
Delinquency	1.04%	0.87%
Net Charge Offs	0.94%	1.03%

Projected Growth

(b)(4)

Five Year Projections Associated With Conversion to Community Charter

Category	2007 Actual	(b)(4)
Total Assets \$million	1,057,585,735	
Net Worth Ratio	10.32%	
Total Shares and Deposits	901,319,003	
Total Loans	943,136,501	
Return on Average Assets	1.07%	



Membership Projections

(b)(4)

Membership for Previous Three Years

<i>End of Year 2003</i>	<i>End of Year 2004</i>	<i>End of Year 2005</i>	<i>End of Year 2006</i>	<i>End of Year 2007</i>
82,810	87,400	125,021	122,259	117,760

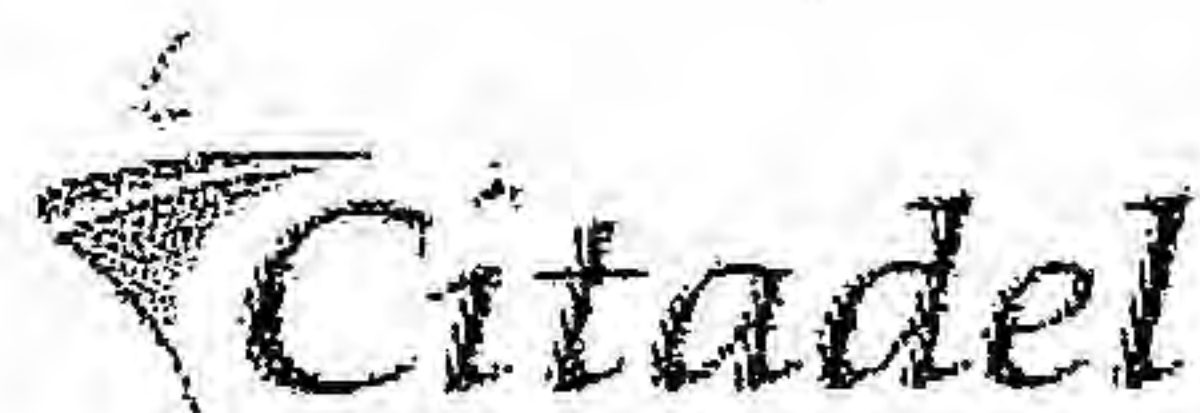
Citadel FCU's average annual membership growth from 1998 through 2003 was 2.6%. The growth rate for 2004 was 5.5%. Membership growth in 2005 was 43%, primarily due to its merger with Atlantic Credit Union. During 2006 and 2007, Citadel aggressively purged non-active accounts, ending the year with 122,259 and 117,760 members, respectively.

(b)(4)

Loan and Share Growth

Projections relating to loan and share growth were based on the following assumptions:

(b)(4)



Five Year Projected Statement of Financial Condition

This section contains projected balance sheet data for five years.

Category	2007 Actual
Assets	
	2007
Cash and Equivalents	13,143,941
Investments	64,966,317
Consumer Loans	489,479,709
Home Equity Loans	65,231,995
Real Estate Loans	388,424,797
Total Loans	943,136,501
ALLL	9,103,387
Fixed Assets	15,533,010
All Other Assets	29,909,353
Total Assets	1,057,585,735
Liabilities and Capital	
	2007
Total Liabilities	47,191,090
Regular Shares	102,460,513
Checking	114,035,510
Money Market	300,574,131
IRA Deposits	77,697,603
Certificates	306,551,246
Total Shares and Deposits	901,319,003
Retained Earnings	109,094,078
Other Reserves	-18,436
Total Liabilities and Equity	1,057,585,735
Net Worth Ratio	10.32%

(b)(4)

Five Year Projected Profit and Loss Statement

	2007 Actual
Loan Income	67,931,187
Investment Income	1,807,677
Other Income	16,367,650
Total Income	86,106,514
Salaries and Benefits	19,094,734
Total Other Expenses	18,263,029
Provision for Loan Losses	8,167,972
Cost of Funds	29,602,811
Net Income	10,977,968
Return on Average Assets	1.07%

(b)(4)

Financial Income Statements

Citadel Federal Credit Union financial income statements for the last three years are included as an attachment to this application.



IV. Marketing Plan

Introduction

Armed with strategic vision and anchored in a rich history of financial safety and soundness, Citadel Federal Credit Union is well positioned to serve the residents of the proposed community. Having had a presence in the proposed community for over 70 years, the credit union recognizes the financial needs of the residents of the community and is eager to make its products and services available to those in the community who can benefit from credit union membership and access to lower cost financial services. (b)(4)

(b)(4)

The marketing plan that follows is designed to enable the credit union to achieve the maximum benefit from its marketing efforts. More specifically, the purpose of the plan is to detail how the marketing function will be performed during the first two years following conversion to a community charter. (b)(4)

(b)(4)

Situational Analysis

Financial Strength

As illustrated previously in greater detail, Citadel Federal Credit Union is financially very healthy. Citadel Federal Credit Union has assets totaling over \$1 billion. Net Worth is strong at 10.32%. Savings and lending continue to experience solid and substantial growth. A close examination of the credit union's financial condition leaves little doubt that it is a well-managed institution with the financial and management capability to serve an expanded community based field of membership.

Competition

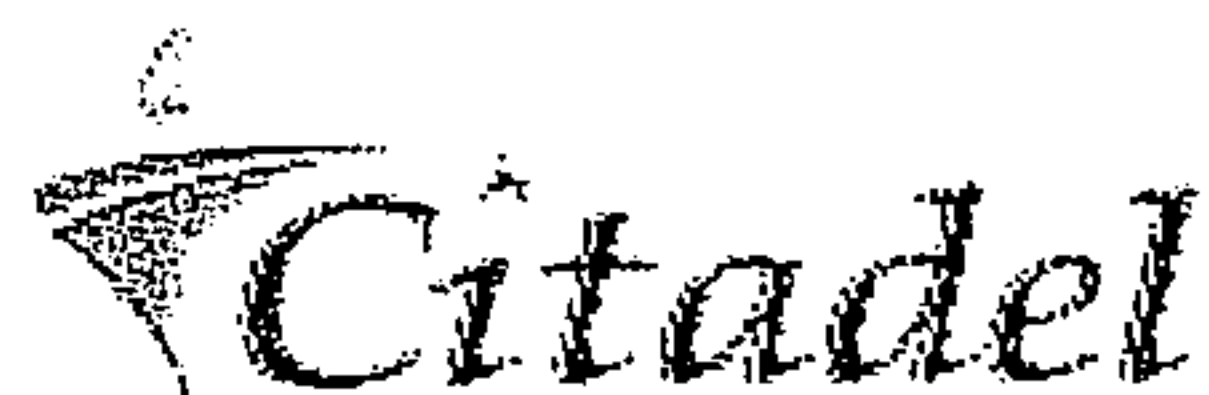
Citadel Federal Credit Union competes with other financial institutions on a local basis, including other credit unions, commercial banks, savings banks, savings and loans, mutual fund companies and brokerage firms. Several competing credit unions in the area have a community based field of membership.

In addition to the more traditional providers of financial products and services listed above there are 302 fringe financial service providers including rent to own stores and finance companies operating within the proposed community. Many residents in the proposed community have been left with no real alternative to these high cost lenders who historically have charged excessive fees and rates. A complete listing of the fringe providers including addresses operating in the proposed community is located below.

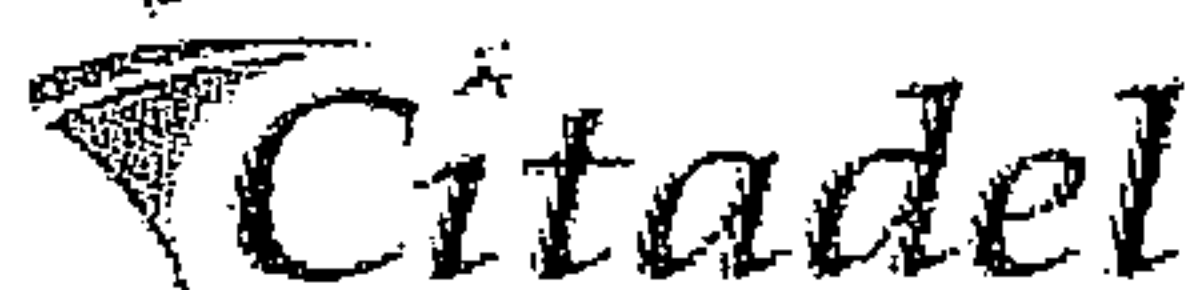
- 54th Street Check Cashing Inc 2451 North 54th Street, Philadelphia, PA 19131
- 7th Street Check Cashing 2224 South 7th Street, Philadelphia, PA 19148
- A & T Check Cashing 5300 Tabor Avenue, Philadelphia, PA 19120
- ABC Check Cashing 3214 North Front Street, Philadelphia, PA 19134
- Ace Check Cashing 124 West Cheltenham Ave, Philadelphia, PA 19144
- Ace Check Cashing 2834 North 5th Street, Philadelphia, PA 19133
- Ace Check Cashing 8925 Frankford Avenue, Philadelphia, PA 19136
- Ace Check Cashing 6121 Ridge Avenue, Philadelphia, PA 19128
- Ace Check Cashing 46 West 17 Street, Philadelphia, PA 19102
- Ace Check Cashing 2400 North 29th Street, Philadelphia, PA 19132
- Ace Check Cashing 559 North 63rd Street, Philadelphia, PA 19151
- Ace Check Cashing 873 Belmont Avenue, Philadelphia, PA 19104
- Ace Check Cashing 810 Chestnut Street, Philadelphia, PA 19107
- Ace Check Cashing 143 E. Roosevelt Blvd, Philadelphia, PA 19120
- Ace Check Cashing 2235 Cecil B Moore Av., Philadelphia, PA 19121
- Ace Check Cashing Inc 4715 N. Broad Street, Philadelphia, PA 19141
- Acme Check Cashing 130 W. Cheltenham Ave., Philadelphia, PA 19144
- Acme Services 42 S. 40th Street, Philadelphia, PA 19104
- Advance America Cash Advance 6581 Roosevelt Blvd, Philadelphia, PA 19149



Advance America Cash Advance 1555 E. Wadsworth Ave., Phila. PA 19150
 Advance America Cash Advance 5 Snyder Avenue, Philadelphia, PA 19148
 Allegheny Check Cashing 2360 E. Allegheny Ave., Phila., PA 19134
 Alnor 2226 Bryn Mawr Ave., Phila., PA 19131
 America's Cash Express 2401 Kensington Ave., Philadelphia, PA 19125
 America's Cash Express 4828 Woodland Ave., Philadelphia, PA 19143
 Any Kind Check Cashing Centers 5612 North Broad St., Philadelphia, PA 19141
 Arm & Dave Inc 8000 Ogontz Avenue, Philadelphia, PA 19120
 Aruba Auto Tag & Check Cashing Service 2201 North 5th Street, Philadelphia, PA 19133
 B & R Check Cashing Service 2557 W. Sterner St., Philadelphia, PA 19132
 Bargain Island 7915 Bustleton Ave., Philadelphia, PA 19152
 Bob's Check Cashing & Pawn Shop 2777 Kensington Ave., Philadelphia, PA 19134
 Braun Joe Check Cashing 2807 W. Allegheny Ave., Philadelphia, PA 19132
 Broad & Windrim Check Cashing 5015 North Broad Street, Philadelphia, PA 19141
 Budget Check Cashing 7209 Torresdale Avenue, Philadelphia, PA 19135
 Cash America 3701 North 5th Street, Philadelphia, PA 19140
 Cash America 6137 Woodland Avenue, Philadelphia, PA 19142
 Cash America 9 South 56th Street, Philadelphia, PA 19139
 Cash America 6 South 52nd Street, Philadelphia, PA 19139
 Cash Connection 5812 Old York Road, Philadelphia, PA 19141
 Cash Connection 1905 North 54th Street, Philadelphia, PA 19131
 Cash Connection 2614 Germantown Ave., Philadelphia, PA 19133
 Cash Connection 4728 Spruce Street, Philadelphia, PA 19139
 Cash Connection 4303 Chestnut Street, Philadelphia, PA 19104
 Cash Connection Inc 4715 N. Broad Street, Philadelphia, PA 19141
 Cash Today 21 South 63rd Street, Philadelphia, PA 19139
 Cashtoday Financial Centers 2465 North 54th Street, Philadelphia, PA 19131
 Cashtoday Financial Centers 2510 W. Cheltenham Ave. Phila, PA 19150
 Centro De Llamadas Rebeka 4700 North 5th Street, Philadelphia, PA 19120
 Chase Money Loan 5013 North Broad St, Philadelphia, PA 19120
 Check & Cash Express 227 W. Lehigh Ave., Philadelphia, PA 19134
 Check 'N Go 2311 Cottman Ave., Philadelphia, PA 19136
 Chestnut Check Cashing 4638 Chestnut Street, Philadelphia, PA 19139
 Cobra City Check Cashing 2101 W. Susquehanna Ave., Phila., PA 19121
 Cottman Check Cashing 5000 Cottman Ave., Philadelphia, PA 19135
 Cotui Express 3878 Glendale Street, Philadelphia, PA 19124
 Credit Report Advocates 303 Market Street, Philadelphia, PA 19106
 Currency Now 2240 Ridge Av, Philadelphia, PA 19130
 Currency One 2202 N. Broad Street, Philadelphia, PA 19132
 Currency One 114 West Girard Ave., Philadelphia, PA 19123
 Currency One 2538 W. Allegheny Av, Phila., PA 19133
 Currency One 1548 Pratt Street, Philadelphia, PA 19124
 Currency One 2101 Reed Street, Philadelphia, PA 19146
 Currency One 2248 Cottman Ave., Philadelphia, PA 19149
 Currency One 5601 Spruce Street, Philadelphia, PA 19139
 Currency One 3701 North 5th Street, Philadelphia, PA 19140
 Currency One 859 E. Allegheny Ave., Philadelphia, PA 19134
 Currency One 2104 S. Broad Street, Philadelphia, PA 19145
 Currency One 10050 Roosevelt Blvd., Philadelphia, PA 19116
 Currency One 3764 L Street, Philadelphia, PA 19124
 Currency One 3544 Germantown Ave., Philadelphia, PA 19140
 Currency One 7248 Castor Avenue, Philadelphia, PA 19149
 Currency One 100 E. Allegheny Ave., Philadelphia, PA 19134



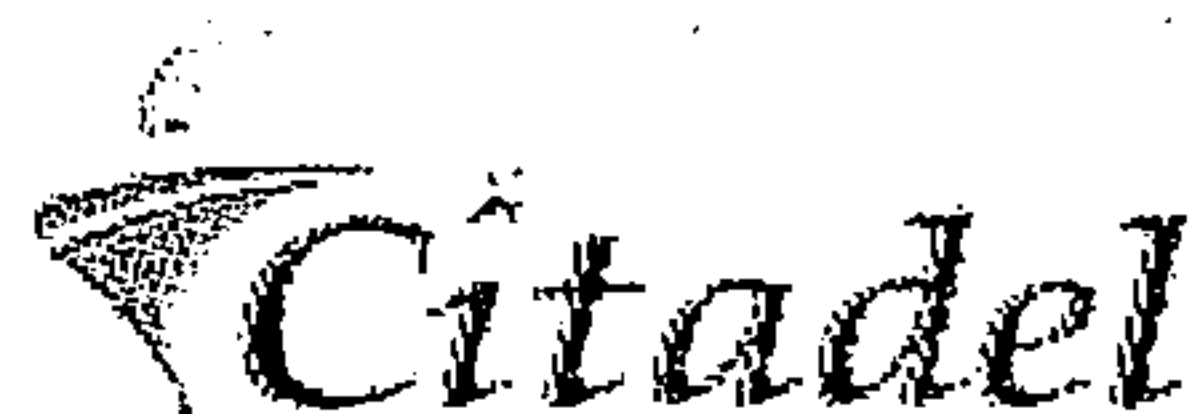
Currency One 468 West Lehigh Ave., Philadelphia, PA 19133
Currency One 44 South 19th Street, Philadelphia, PA 19103
Currency One 1020 Market St, Philadelphia, PA 19106
Currency One 112 South 13th Street, Philadelphia, PA 19107
Currency One 45 North 13th Street, Philadelphia, PA 19107
Currency One 44 South 11th Street, Philadelphia, PA 19107
Currency One 51 North 11th Street, Philadelphia, PA 19107
Currency One 2240 Ridge Avenue, Philadelphia, PA 19121
Currency One 1703 North 29th Street, Philadelphia, PA 19121
Diamond Check Cashing 4261 Frankford Avenue, Philadelphia, PA 19124
Discount Multiple Financial Services Inc 5004 North 5 St, Philadelphia, PA 19120
Don's Check Cashing 1202 E. Hunting Park Ave., Phila., PA 19124
Check Cashing 3572 Frankford Avenue, Philadelphia, PA 19134
E-Z Check Cashing Service 1406 Jackson Street, Philadelphia, PA 19145
Eighth & Snyder Check Cashing 801 Snyder Avenue, Philadelphia, PA 19148
Fast Cash 5133 Frankford Avenue, Philadelphia, PA 19124
Fast Cash 61 North 56th Street, Philadelphia, PA 19139
Fast Cash 5925 Morton Street, Philadelphia, PA 19144
Fast Cash 1501 North 57th Street, Philadelphia, PA 19131
Fast Cash 2533 Emerald Street, Philadelphia, PA 19125
Fast Cash 2801 N. Howard St., Philadelphia, PA 19133
Fast Cash 6400 Dicks Avenue, Philadelphia, PA 19142
Fast Cash 1339 W. Olney Ave., Philadelphia, PA 19141
Fast Cash 1025 W. Ruscomb St., Philadelphia, PA 19141
Fast Cash 3099 Potter Street, Philadelphia, PA 19134
Fast Cash 2533 North 26th Street, Philadelphia, PA 19132
Fast Cash 5600 Ogontz Ave., Philadelphia, PA 19141
Fast Cash 5901 Belden Street, Philadelphia, PA 19149
Fast Cash 728 Chestnut Street, Philadelphia, PA 19106
Fast Cash 535 Adams Avenue, Philadelphia, PA 19120
Fast Cash ATM 729 W. Ritner Street, Philadelphia, PA 19148
Fast Cash Inc 6402 Wister Street, Philadelphia, PA 19138
Fast Cash Inc 2614 W. Girard Avenue, Philadelphia, PA 19130
Fast Cash Inc 128 South 60th Street, Philadelphia, PA 19139
Fast Cash Inc 137 W. Cheltenham Avenue, Philadelphia, PA 19144
Fast Cash Inc 1607 East Erie Avenue, Philadelphia, PA 19124
Fast Cash Inc 898 Anchor Street, Philadelphia, PA 19124
Fast Cash Inc 6117 Woodland Ave., Philadelphia, PA 19142
Fast Cash Inc 2001 North 8th Street, Philadelphia, PA 19122
Fast Cash Inc 2353 North 6 Street, Philadelphia, PA 19130
Fast Cash Inc 143 W. Cheltenham Avenue, Philadelphia, PA 19144
Fast Cash Inc 800 W. Allegheny Ave., Philadelphia, PA 19133
Fast Cash Inc 2900 N. Bonsall Street, Philadelphia, PA 19132
Fast Cash Inc 2101 South 65th Street, Philadelphia, PA 19142
Fast Cash Inc 4131 Whitaker Avenue, Philadelphia, PA 19124
Fast Cash Inc 7900 Ogontz Avenue, Philadelphia, PA 19150
Fast Cash Inc 328 W. Annsbury Street, Philadelphia, PA 19140
Fast Cash Inc 2741 N. Broad Street, Philadelphia, PA 19132
Fast Cash Inc 1901 Brunner Street, Philadelphia, PA 19140
Fast Cash Inc 3429 Germantown Ave., Philadelphia, PA 19140
Fast Cash Inc 5232 Torresdale Avenue, Philadelphia, PA 19124
Fast Cash Inc 3852 J Street, Philadelphia, PA 19124
Fast Cash Inc 4400 Devereaux Ave. Philadelphia, PA 19136



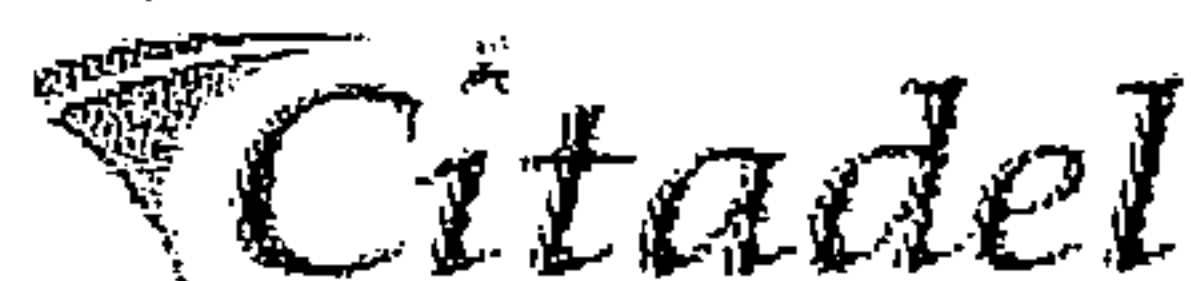
Fast Cash Inc 1901 Kinsey Street, Philadelphia, PA 19124
 Fast Cash Inc 1213 S. 16th Street, Philadelphia, PA 19146
 Fast Cash Inc 368 East Wister Street, Philadelphia, PA 19144
 Fast Cash Inc 304 South 52nd Street, Philadelphia, PA 19143
 Fast Cash Inc 1500 N. 28th Street, Philadelphia, PA 19121
 Fast Cash Inc 2401 W. Allegheny Ave., Phila., PA 19132
 Fast Cash Inc 901 South 58th Street, Philadelphia, PA 19143
 Fast Cash Inc 1013 N. 40th Street, Philadelphia, PA 19104
 Fast Cash Inc 324 South 10th Street, Philadelphia, PA 19107
 Fast Cash Inc 461 E. Wyoming Ave., Philadelphia, PA 19120
 Fast Cash Inc 4598 G Street, Philadelphia, PA 19120
 Fast Cash Inc 1752 N. 20th Street, Philadelphia, PA 19121
 Fast Cash Inc 1754 N. 27th Street, Philadelphia, PA 19121
 Feltonville Check Cashing 101 W. Loudon Street, Philadelphia, PA 19120
 Ferco Check Cashing 5013 N. Broad Street, Philadelphia, PA 19141
 Financial Exchange 3099 Kensington Ave., Philadelphia, PA 19134
 Financial Exchange CO of PA Inc 2200 Washington Ave., Philadelphia, PA 19146
 Financial Exchange Co. of Pennsylvania Inc 6150 Woodland Ave., Philadelphia, PA 19142
 Financial Exchange Co. of Pennsylvania Inc 101 W. Chelton Avenue, Philadelphia, PA 19144
 Financial Exchange Co. of Pennsylvania Inc 3600 North 20th Street, Philadelphia, PA 19140
 Five Point Check Cashing 1003 Cottman Avenue, Philadelphia, PA 19111
 Friendly Money Loan CO 4053 Lancaster Avenue, Philadelphia, PA 19104
 George's Check Cashing 5547 Chester Ave, Philadelphia, PA 19143
 George's Check Cashing 55th Woodland Avenue, Philadelphia, PA 19102
 George's Check Cashing Service 1204 South 31st Street, Philadelphia, PA 19146
 Girard Avenue Check Cashing Inc 1356 W. Girard Avenue, Philadelphia, PA 19123
 Girard Check Exchange 946 South 58th Street, Philadelphia, PA 19143
 Girard Check Exchange 1142 Franklin Mills Circle, Phila., PA 19154
 Glenwood Check Cashing 2822 N. Broad Street, Philadelphia, PA 19132
 Global Currency 2990 Richmond Street, Philadelphia, PA 19134
 Global Currency 3001 Market Street, Philadelphia, PA 19104
 Global Currency Services 2700 Germantown Ave., Philadelphia, PA 19133
 Global Currency Services Inc 1269 S. 21st Street, Philadelphia, PA 19146
 Helene's Check Cashing 2301 North Front Street, Philadelphia, PA 19133
 Italian Market Check Cashing Agency 920 Washington Ave., Philadelphia, PA 19147
 J & J Check Cashing Inc 4001 Torresdale Ave., Philadelphia, PA 19124
 J & R Check Cashing Agency Inc 3800 Kensington Ave., Philadelphia, PA 19124
 Jaworski Enterprises 756 South 22nd Street, Philadelphia, PA 19146
 JFF Associates 9129 Roosevelt Blvd, Philadelphia, PA 19114
 Jolley's Money Loan 6214 Woodland Ave., Philadelphia, PA 19142
 K & A Money Loan Pawn Brokers 3149 Kensington Ave., Philadelphia, PA 19134
 K & B Check Cashing 6391 Oxford Avenue, Philadelphia, PA 19111
 King & Tax Financial Services 12003 Roosevelt Blvd, Philadelphia, PA 19154
 King Cash 6100 Locust Street, Philadelphia, PA 19139
 King Cash 5227 Woodland Ave., Philadelphia, PA 19143
 King Cash 5900 Cedar Avenue, Philadelphia, PA 19143
 King Cash 6225 Lansdowne Ave., Philadelphia, PA 19151
 King Cash 334 South 60th Street, Philadelphia, PA 19143
 King Cash 5501 Race Street, Philadelphia, PA 19139
 King Cash 5134 North 2nd Street, Philadelphia, PA 19120
 King Cash 5111 Old York Road, Philadelphia, PA 19120
 King Check Cashing 533 W. Girard Ave., Philadelphia, PA 19123
 King Check Cashing 12003 Roosevelt Blvd, Philadelphia, PA 19154



Kris Express Check Cashing 2738 E. Allegheny Ave., Philadelphia, PA 19134
Leonard's Money Loan 5717 Germantown Ave., Philadelphia, PA 19144
Liberty Check Cashing 520 W. Girard Avenue, Philadelphia, PA 19123
Luckcash LLC 910 W. Duncannon Ave., Phila., PA 19141
Lucky Cash 2801 W. Oxford Street, Philadelphia, PA 19121
Lucky Cash 1801 South 18th Street, Philadelphia, PA 19145
Lucky Cash 1946 Federal Street, Philadelphia, PA 19146
Lucky Cash 521 Reed Street, Philadelphia, PA 19147
Lucky Cash LLC 5601 Loretto Avenue, Philadelphia, PA 19124
Lucky Cash LLC 3334 H Street, Philadelphia, PA 19134
Lucky Cash LLC 2300 Margaret Street, Philadelphia, PA 19137
Lucky Cash LLC 2265 N. Howard Street, Philadelphia, PA 19133
Lucky Cash LLC 965 East Ontario Street, Philadelphia, PA 19134
Lucky Cash LLC 5467 Walnut Street, Philadelphia, PA 19139
Lucky Cash LLC 6147 Washington Ave., Philadelphia, PA 19143
Lucky Cash LLC 2027 North 18th Street, Philadelphia, PA 19121
Lucky Cash LLC 2201 Morris Street, Philadelphia, PA 19145
Lucky Cash LLC 4561 North 13th Street, Philadelphia, PA 19140
Lucky Cash LLC 715 W. Luzerne Street, Philadelphia, PA 19140
Lucky LLC 701 West Tioga Street, Philadelphia, PA 19140
Lucky LLC 822 West Erie Ave., Philadelphia, PA 19140
Lucky Cash LLC 4540 Rising Sun Ave., Philadelphia, PA 19140
Lucky Cash LLC 1400 South Etting St., Philadelphia, PA 19146
Lucky Cash LLC 883 North 5th Street, Philadelphia, PA 19123
Lucky Cash LLC 3401 N. Front Street, Philadelphia, PA 19140
Lucky Cash LLC 5200 Burton Street, Philadelphia, PA 19124
Lucky Cash LLC 2001 S. 28th Street, Philadelphia, PA 19145
Lucky Cash LLC 2875 N. Lee Street, Philadelphia, PA 19134
Lucky Cash LLC 326 West Ashdale St., Philadelphia, PA 19120
Luckycash LLC 599 E. Godfrey Ave., Philadelphia, PA 19120
Luckycash LLC 2400 W. Allegheny Ave., Phila., PA 19132
Luckycash LLC 4600 Torresdale Ave., Philadelphia, PA 19124
Luckycash LLC 801 North 63rd Street, Philadelphia, PA 19151
Luckycash LLC 2101 Stenton Avenue, Philadelphia, PA 19120
M & M Variety 1600 S. Bailey Street, Philadelphia, PA 19145
Metro Financial Services 190 W. Lehigh Ave., Philadelphia, PA 19133
Metro Tobacco Junction 8259 Bustleton Ave., Philadelphia, PA 19152
Mini Mall 1123 S. Broad Street, Philadelphia, PA 19147
Money Mart 5612 N. Broad Street, Philadelphia, PA 19141
Money Mart 6150 Woodland Ave., Philadelphia, PA 19142
Money Mart 930 Market Street, Philadelphia, PA 19107
Monument Mail Room & Check Cashing Inc 4160 Monument Road, Philadelphia, PA 19131
MT Airy Financial Services & Check Cashing 7106 Germantown Ave., Philadelphia, PA 19119
Nikki's Check Cashing 9961 Bustleton Avenue, Philadelphia, PA 19115
NWS Check Cashing 4642 Frankford Avenue, Philadelphia, PA 19124
Pawn Shop Inc 143 East Roosevelt Blvd, Phila., PA 19120
Pratt Services Check Cashing 1532 Pratt Street, Philadelphia, PA 19124
Rapid Pay 13430 Damar Drive, Philadelphia, PA 19116
Rezro Inc 2401 W. Allegheny Ave., Phila., PA 19132
Rezro Inc 1267 South 23rd Street, Philadelphia, PA 19146
Rezro Inc 2400 North 19th Street, Philadelphia, PA 19132
Rezro Inc 5027 Arch Street, Philadelphia, PA 19139
Rezro Inc 1901 Waterloo Street, Philadelphia, PA 19122



Rezro Inc 2900 North 26th Street, Philadelphia, PA 19132
 Rezro Inc 2063 North 8th Street, Philadelphia, PA 19122
 Rezro Inc 1047 West Tioga Street, Philadelphia, PA 19140
 Rezro Inc 727 North 10th Street, Philadelphia, PA 19123
 Rezro Inc 2101 East Ontario Street, Philadelphia, PA 19134
 Rezro Inc 6700 Woodland Ave., Philadelphia, PA 19142
 Rezro Inc 2401 N. Broad Street, Philadelphia, PA 19132
 Rezro Inc 424 W. Huntingdon St., Phila., PA 19133
 Rezro Inc 2500 N. 17th Street, Philadelphia, PA 19132
 Rezro Inc 2964 N. 23rd Street, Philadelphia, PA 19132
 Rezro Inc 2120 N. 29th Street, Philadelphia, PA 19121
 Rezro Inc 1738 W. Oxford St., Philadelphia, PA 19121
 Rezro Inc 1939 S. 19th Street, Philadelphia, PA 19145
 Rezro Inc 1826 S. 21st Street, Philadelphia, PA 19145
 Rezro Inc 1101 W. Somerville Ave., Phila., PA 19141
 Rezro Inc 4984 West Thompson Street, Philadelphia, PA 19131
 Rezro Inc 6441 N. 20th Street, Philadelphia, PA 19138
 Rezro Inc 1601 E. Tulpehocken St., Phila., PA 19138
 Rezro Inc 5601 Boyer Street, Philadelphia, PA 19138
 Rezro Inc 1733 Dickinson Street, Philadelphia, PA 19146
 Rezro Inc 1848 Point Breeze Ave., Phila., PA 19148
 Rezro Inc 4178 Leidy Avenue, Philadelphia, PA 19104
 Rezro Inc 2914 West Norris Street, Philadelphia, PA 19121
 Rezro Inc 2801 Cecil B Moore Ave., Phila., PA 19121
 Rezro Inc 3146 W. Diamond St., Philadelphia, PA 19121
 Rezro Inc 2952 Ridge Avenue, Philadelphia, PA 19121
 Richmand Check Cashing 2990 Richmond St, Phila, PA 19134
 Rosenberg's J Check Cashing Service 2204 W. Erie Avenue, Philadelphia, PA 19140
 Saint Albans Check Cashing Corporation 756 S. 22nd Street, Philadelphia, PA 19146
 Silver Dollar Check Exch 628 South Broad Street, Philadelphia, PA 19103
 Society Hill Loan 645 South Street, Philadelphia, PA 19147
 Stop N Save Check Cashing & Pawn Shop Inc 114 W. Girard Avenue, Philadelphia, PA 19123
 Stop N Save Check Cashing & Pawn Shop Inc 2930 Frankford Avenue, Philadelphia, PA 19134
 Stop N Save Check Cashing & Pawn Shop Inc 300 East Tioga Street, Philadelphia, PA 19134
 Stop N Save Check Cashing & Pawn Shop Inc 2847 North 22nd Street, Philadelphia, PA 19132
 Terminal Check Cashing Service 1324 W. Olney Avenue, Philadelphia, PA 19141
 Twenty Second Street Check Cashing Fax 2933 North 22nd Street, Philadelphia, PA 19132
 United Check Cashing 1001 Market Street, Philadelphia, PA 19102
 United Check Cashing 4265 Richmond Street, Philadelphia, PA 19137
 United Check Cashing 1507 Spring Garden St., Philadelphia, PA 19130
 United Check Cashing 682 North Broad Street, Philadelphia, PA 19130
 United Check Cashing 2nd Oregon Avenue, Philadelphia, PA 19102
 United Check Cashing 400 Spring Garden St., Philadelphia, PA 19123
 United Check Cashing 5245 Rising Sun Ave., Philadelphia, PA 19120
 United Check Cashing 3943 Kensington Ave., Philadelphia, PA 19124
 United Check Cashing 2351 S. Bonsall Street, Philadelphia, PA 19145
 United Check Cashing 1606 S. Columbus Blvd, Phila., PA 19148
 United Check Cashing 115 South Street, Philadelphia, PA 19147
 United Check Cashing 1123 S. Broad Street, Philadelphia, PA 19147
 United Check Cashing 1142 Franklin Mills Circle, Phila., PA 19154
 United Check Cashing 355 Snyder Avenue, Philadelphia, PA 19148
 United Check Cashing 1339 W. Oregon Ave., Philadelphia, PA 19148
 United Check Cashing 1001 Market Street, Philadelphia, PA 19102


 The logo for Citadel features a stylized graphic of a castle or fortification on the left, followed by the word "Citadel" in a bold, serif font.

United Check Cashing - Customer Service 325 Chestnut Street, Philadelphia, PA 19106
United Check Cashing - Stores 628 S. Broad Street, Philadelphia, PA 19146
Universal Acceptance 4223 Frankford Avenue, Philadelphia, PA 19124
Universal Check Cashing 1300 Cheltenham Ave., Phila., PA 19124
Vail Communication Inc 6142 Rising Sun Ave., Philadelphia, PA 19111
Vail Communications Inc 2001 Hamilton Street, Philadelphia, PA 19103
Venture Check Cashing 431 W. Olney Avenue, Philadelphia, PA 19120
VJM Inc 267 South 10th Street, Philadelphia, PA 19107
VWM Check Cashing 4675 Frankford Avenue, Philadelphia, PA 19124
Westmoreland Check Cashing 2314 E. Westmoreland St., Phila., PA 19134
Westside Check Cashing 7210 Oxford Avenue, Philadelphia, PA 19111
Westside Check Cashing 5694 Rising Sun Ave., Philadelphia, PA 19120
Westside Check Cashing II - Northeast 7248 Castor Avenue, Philadelphia, PA 19149
White Goldman Inc 721 W. Sedgley Ave., Philadelphia, PA 19140
Whitman Check Cashing 2121 W. Oregon Ave., Philadelphia, PA 19145
Whitman Check Cashing Oregon Avenue Rand, Philadelphia, PA 19102
Wilson's Check Cashing 1201 E. Susquehanna Ave., Phila., PA 19125
Wyoming Check Cashing Service 103 E. Wyoming Ave., Philadelphia, PA 19120
Yorktown Check Cashing 1912 North 17 St, Philadelphia, PA 19130
(Source: Yellow Pages, <http://www.SuperPages.com>)

Citadel Federal Credit Union is eager to provide residents of the community with a viable alternative to these high cost lenders at much more affordable rates and prices.

(b)(4)



Percent Owner Occupied Housing Units by ZIP Code



(Source: Demographics Now and US Census Bureau)

- Red = Above 80% Owner Occupied
- Orange = 70-80% Owner Occupied
- Yellow = 60-70% Owner Occupied
- Green = 50-60% Owner Occupied
- Blue = Less than 50% Owner Occupied

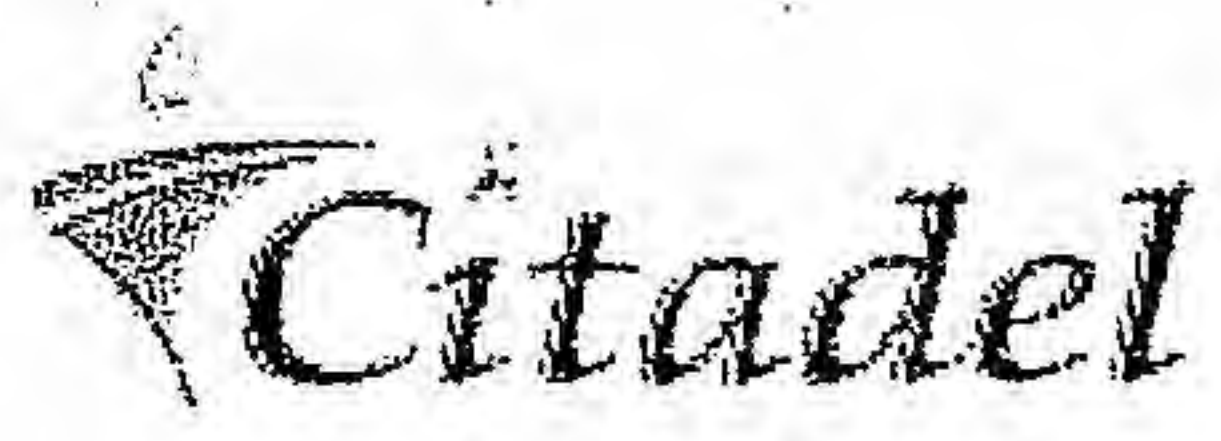
(b)(4)



Community Relations

Citadel Federal Credit Union continues to increase and validate its commitment to the community through ongoing community relations and charitable efforts.

(b)(4)

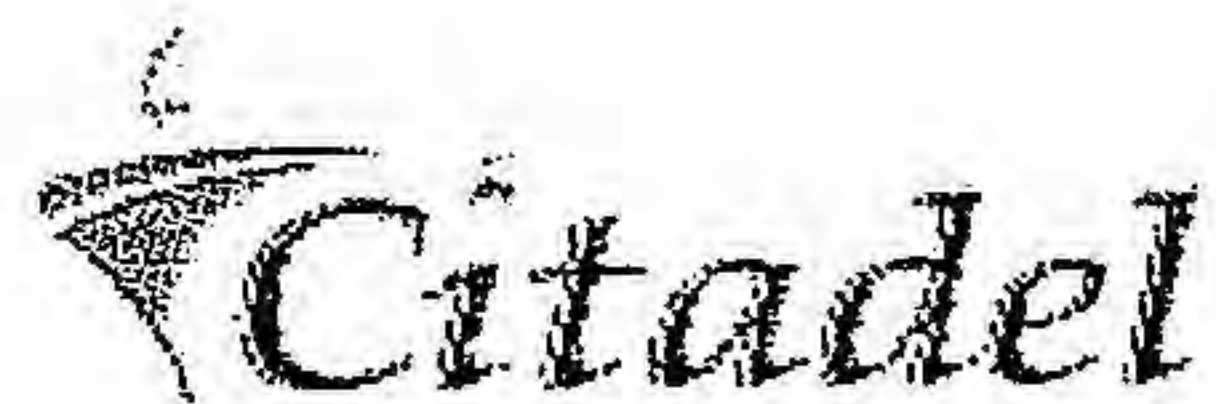


(b)(4)



The credit union currently enjoys productive and meaningful relationships among a number of community and civic based groups throughout the proposed community. (b)(4)

(b)(4)



V. Reaching the Underserved – Community Outreach Plan

Introduction

Citadel Federal Credit Union is well positioned to serve underserved residents within the proposed community with its current product offerings. It is committed to doing so and to affirmatively acting to extend its service offerings to the entirety of the community. In fact, it is the pressing needs of many underserved residents of The Greater Philadelphia Community that has kindled the heartbeat of Citadel Federal Credit Union to seek to expand its product and service offerings to many of those residents.

Many residents in underserved areas within the community require basic low-cost financial services that are at the very core of the credit union's product lines. Citadel Federal Credit Union is eager to offer its affordably priced products and services to the entire community. Many of the products and services are offered with little or no fees, no minimum balance requirements and better than most market rates offered by for-profit competitors. While many of these products are well-suited to the underserved segments of the membership and community, (b)(4)

(b)(4)

As stated earlier in the application, Citadel Federal Credit Union has a long history of reaching out to its low-income and underserved members.

Citadel FCU has focused on serving the financial needs of residents in several underserved areas within our current charter area. The city of Coatesville, located in Chester County, the city of Chester, located in Delaware County, and the city of Lancaster, located in Lancaster County, are areas where the average median household income, according to the most recent census data, is less than \$30,000.00 per year. (b)(4)

(b)(4)

g

Coatesville is a city in Chester County with a median household income, according to the most recent census data, of \$29,912. Chester is a city in Delaware County with a median household income of \$25,703, according to the most recent census data. Lancaster is a city in Lancaster County with a median household income of \$29,770, according to the most recent census data. As the following data indicates, Citadel FCU members appreciate the low cost loan



(b)(4)

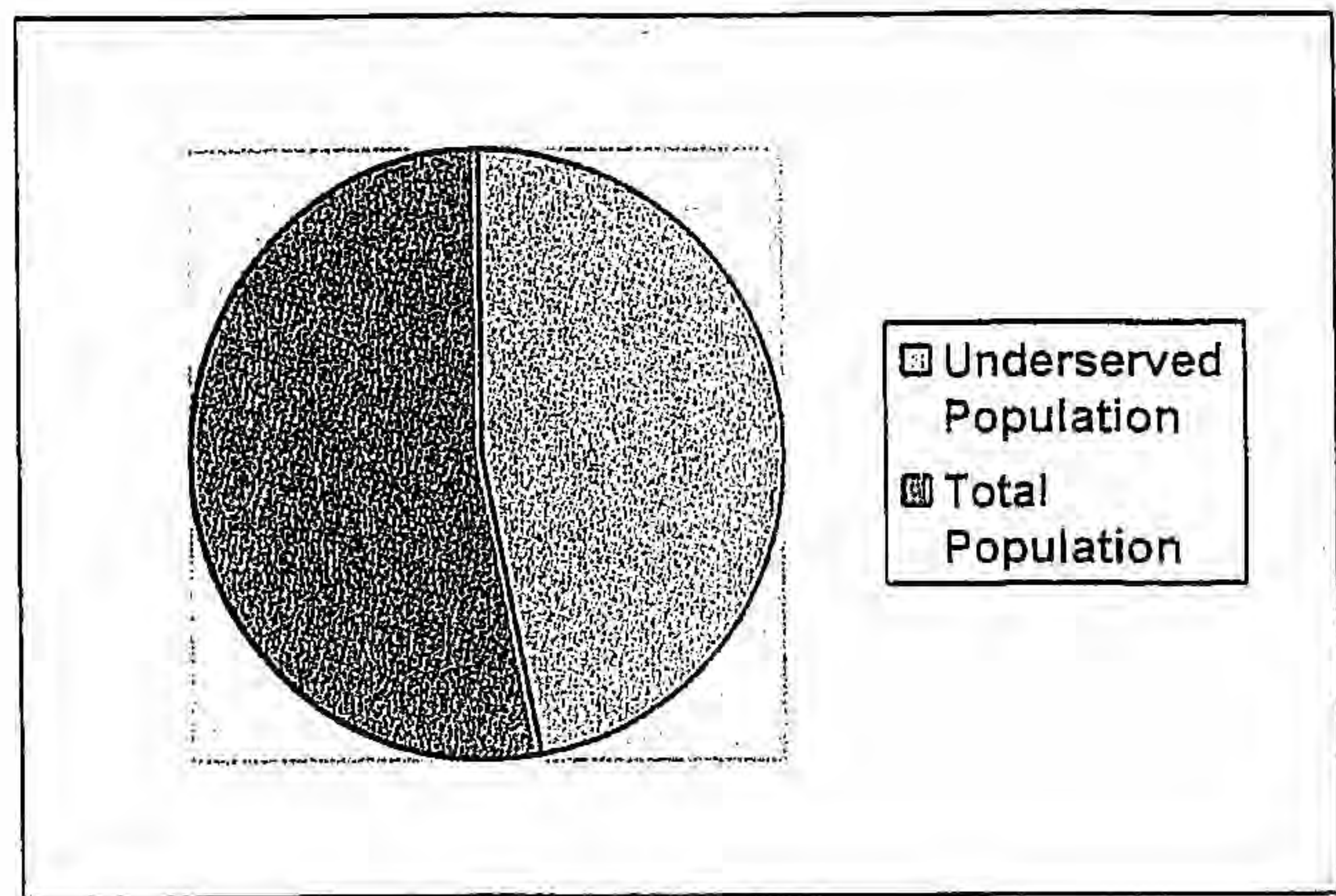
Citadel Federal Credit Union clearly has experience serving underserved residents within a community and looks forward to putting this experience to work as it extends access and affordable products and services to residents from all walks of life within the Greater Philadelphia community.

Community Profile

According to statistics gleaned from the United States Treasury Department's CDFI Fund there are 1,808,654 individuals currently classified as living in CDFI designated underserved areas within the boundaries of the proposed community. These underserved residents equate to 46.9% of the total proposed population as reflected in the chart provided below. Given the large percentage of residents residing in underserved areas within this proposed community (b)(4)

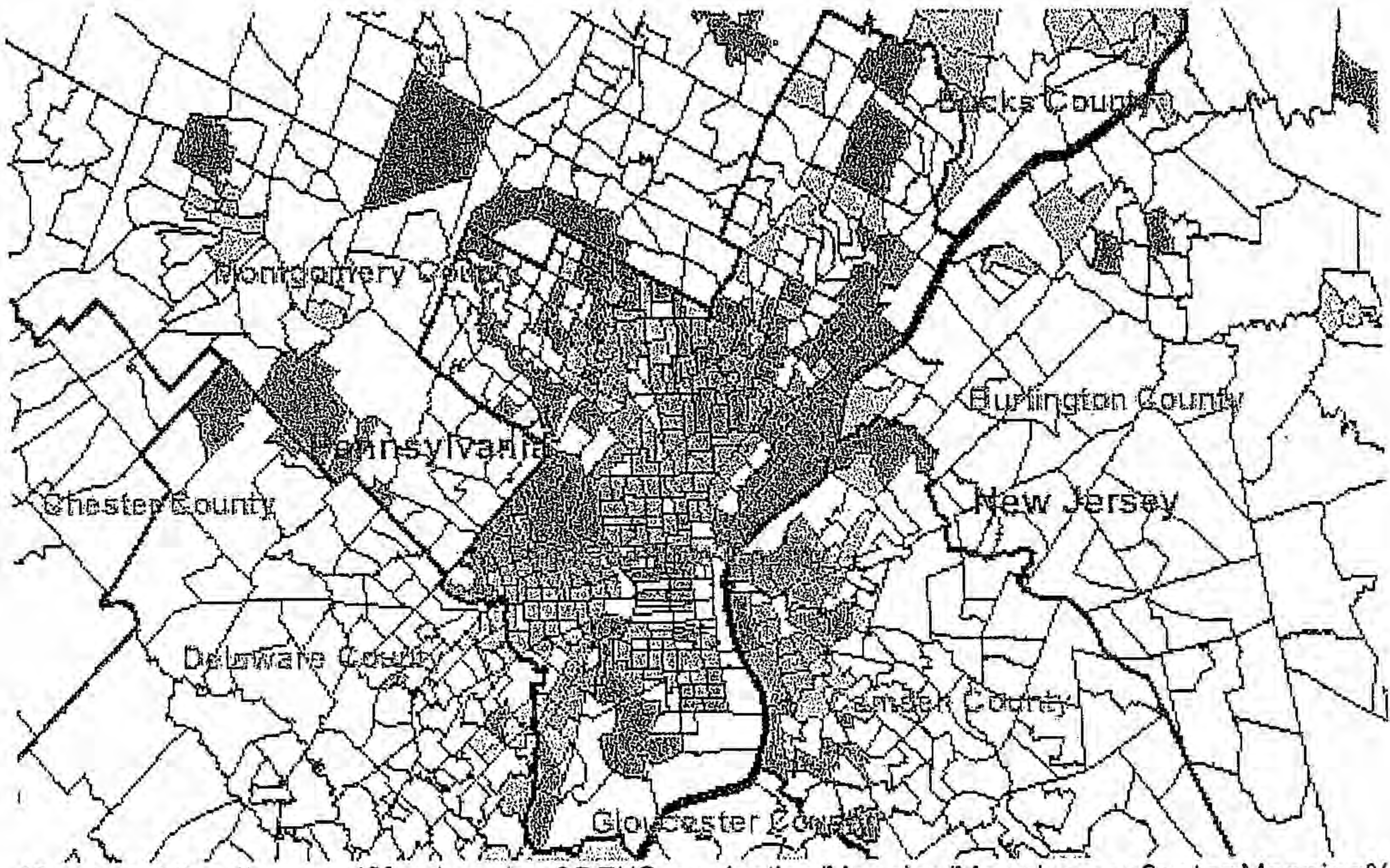
(b)(4)





(b)(4)

sections of the map below identify the CDFI designated underserved areas in the proposed community.



(Source: <https://www.cdfifund.gov/myCDFI/Organization/Mapping/Mapping.asp?goto=Mapping%20Details>)

The current year population in the underserved areas of the proposed community is 1,746,480. The 2000 Census revealed a population of 1,808,654, and in 1990 it was 1,869,766 representing a -3.3% change. It is estimated that the population in this area will be 1,717,799 in 2012, representing a change of -1.6% from 2007. The current population is 47.0% male and 53.0% female. In 2007, the median



age of the population in this area was 35.1, compared to the US median age which was 36.7. The population density in underserved areas in the Greater Philadelphia community is 6,814.4 people per square mile.

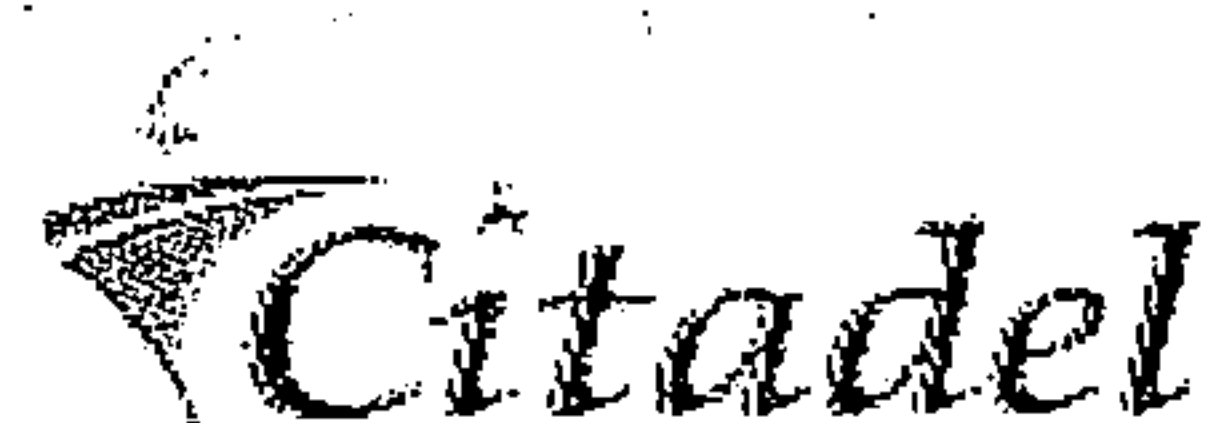
There are currently 661,911 households in underserved areas in the proposed community. The Census revealed household counts of 694,330 in 2000, up from 706,147 in 1990, representing a change of -1.7%. It is estimated that the number of households in this area will be 646,337 in 2012, representing a change of -2.4% from the current year. For the current year, the average household size in this area is 2.64 persons.

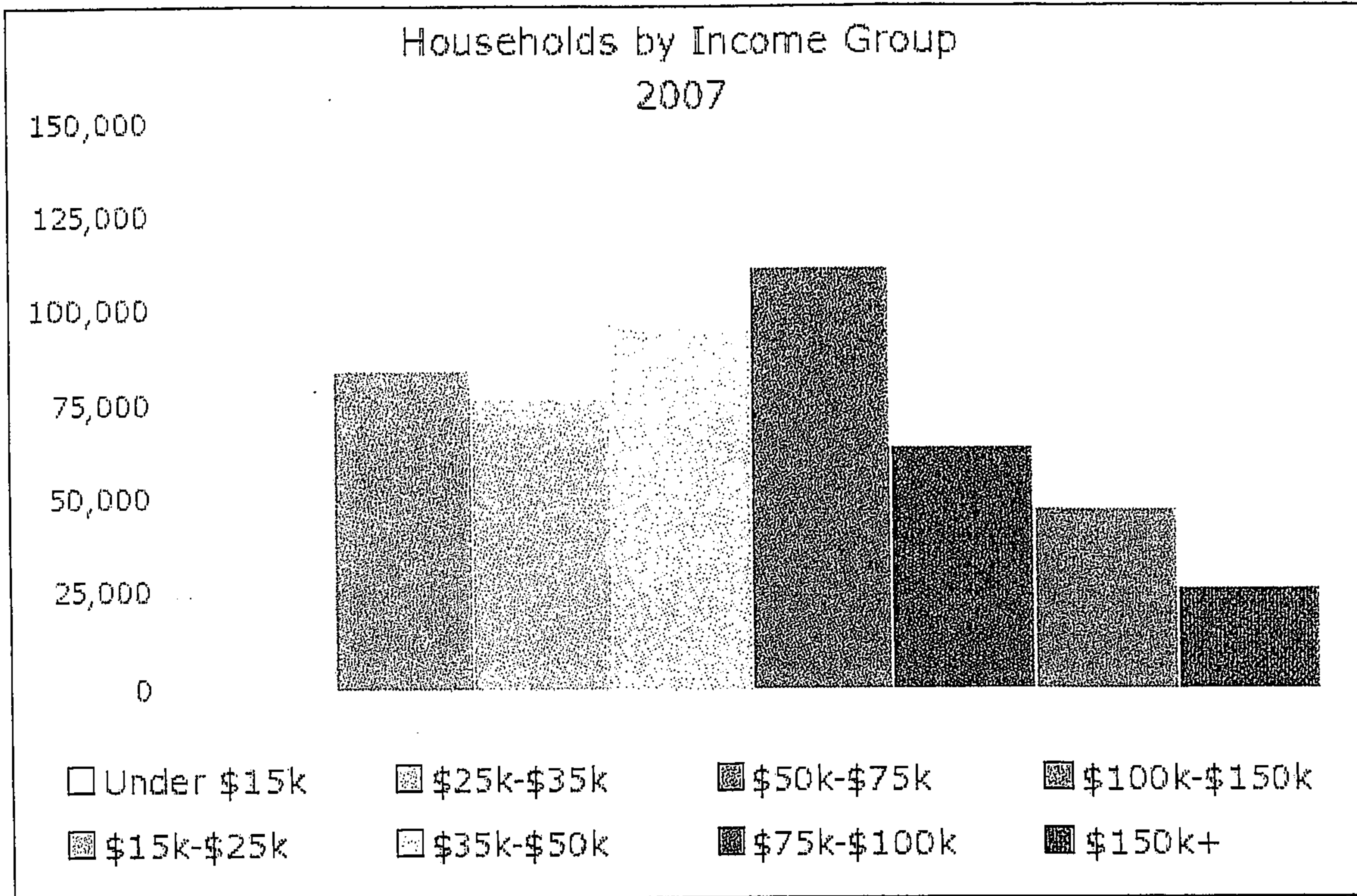
In 2007, the median number of years in residence in the area's population is 4.64. The average household size was 2.51 people and the average family size was 3.51 people. The average number of vehicles per household was 1.0.

In 2007, the median household income was \$38,056, compared to the US median which was \$51,680. The Census revealed median household incomes of \$31,740 in 2000 and \$25,349 in 1990 representing a change of 25.2%. It is estimated that the median household income in underserved census tracts throughout the Greater Philadelphia community will be \$41,983 in 2012, which would represent a change of 10.3% from the current year.

In 2007, the per capita income in these areas was \$19,276, compared to the \$US per capita, which was \$25,232. The 2007 average household income was \$47,587, compared to the US average which was \$65,273.

In 2007 the predominant household income category in underserved areas throughout the proposed community is \$0 - \$15K, and the income group that is least represented is \$150K +.



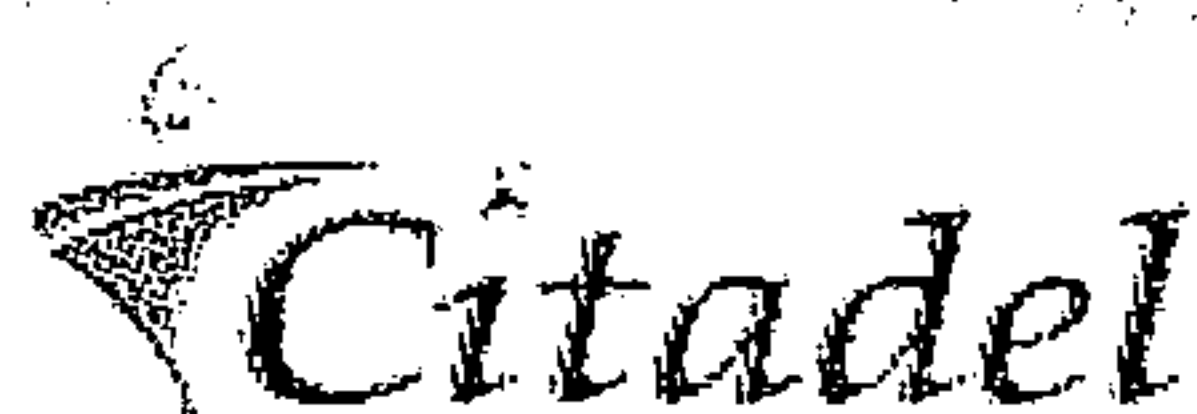


The median housing value was \$53,483 in 1990; compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$62,678, which is a 17.2% change from 1990. In 1990, there were 431,435 owner occupied housing units in this area vs. 404,455 in 2000. Also in 1990, there were 274,714 renter occupied housing units in this area vs. 289,875 in 2000. The average rent in 1990 was \$367 vs. \$509 in 2000.

In 2007, there were 816,797 people over the age of 16 in the labor force in underserved areas throughout the Greater Philadelphia community. Of these 87.5% were employed, 12.4% were unemployed, 39.8% were not in the labor force and 0.0% were in the Armed Forces. In 1990, unemployment was 9.2% and in 2000 it was 11.0%.

In 2007, there were 856,145 employees in these areas (daytime population) and there were 60,649 establishments.

For these areas in 1990, 59.3% of employees were employed in white-collar occupations and 40.8% were employed in blue-collar occupations. In 2000, white collar workers made up 60.3% of the population, and those employed in blue collar occupations made up 39.7%. In 1990, the average time traveled to work was 14 minutes and in 2000 it was 29 minutes.



(b)(4)

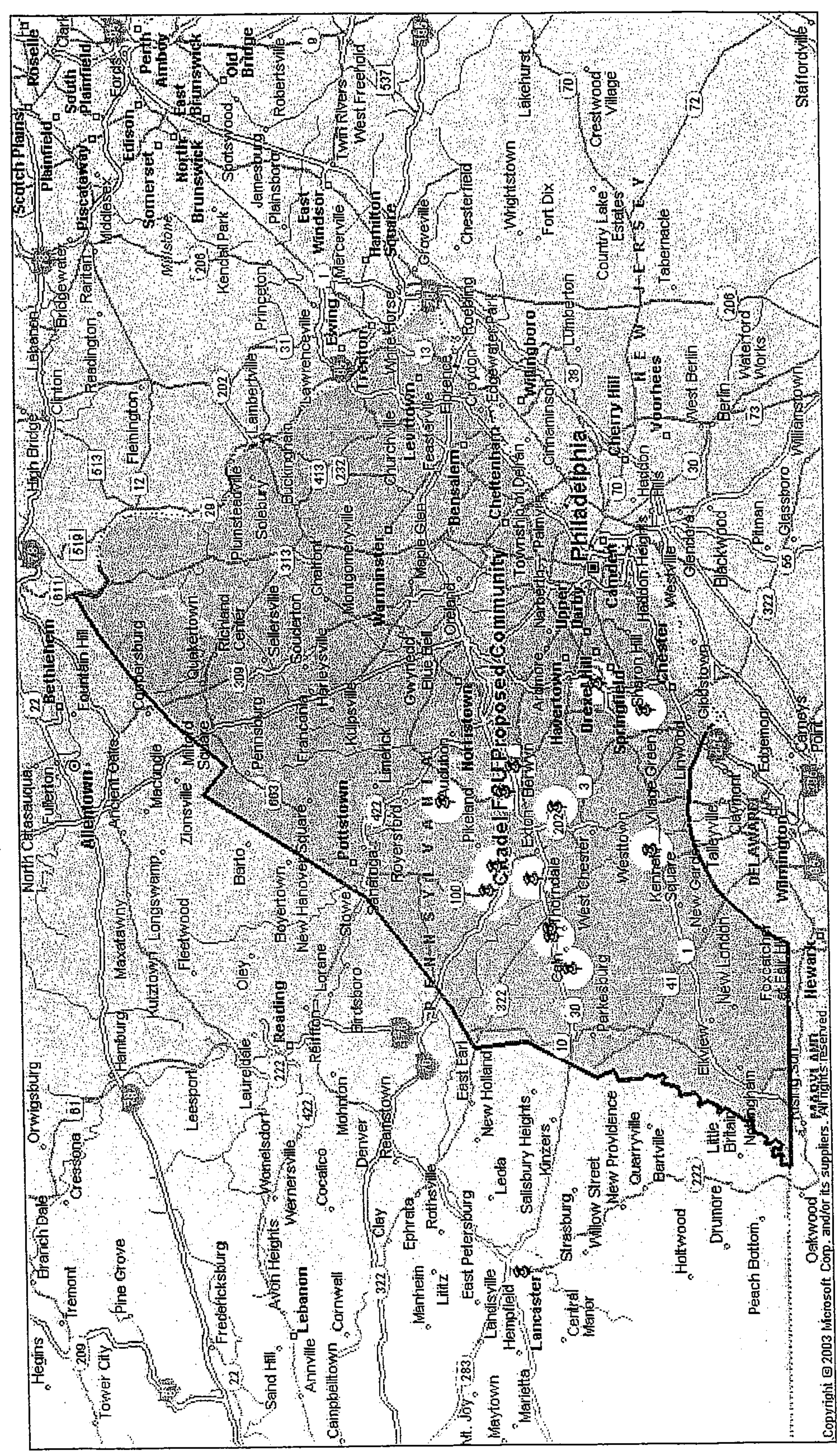


Conclusion

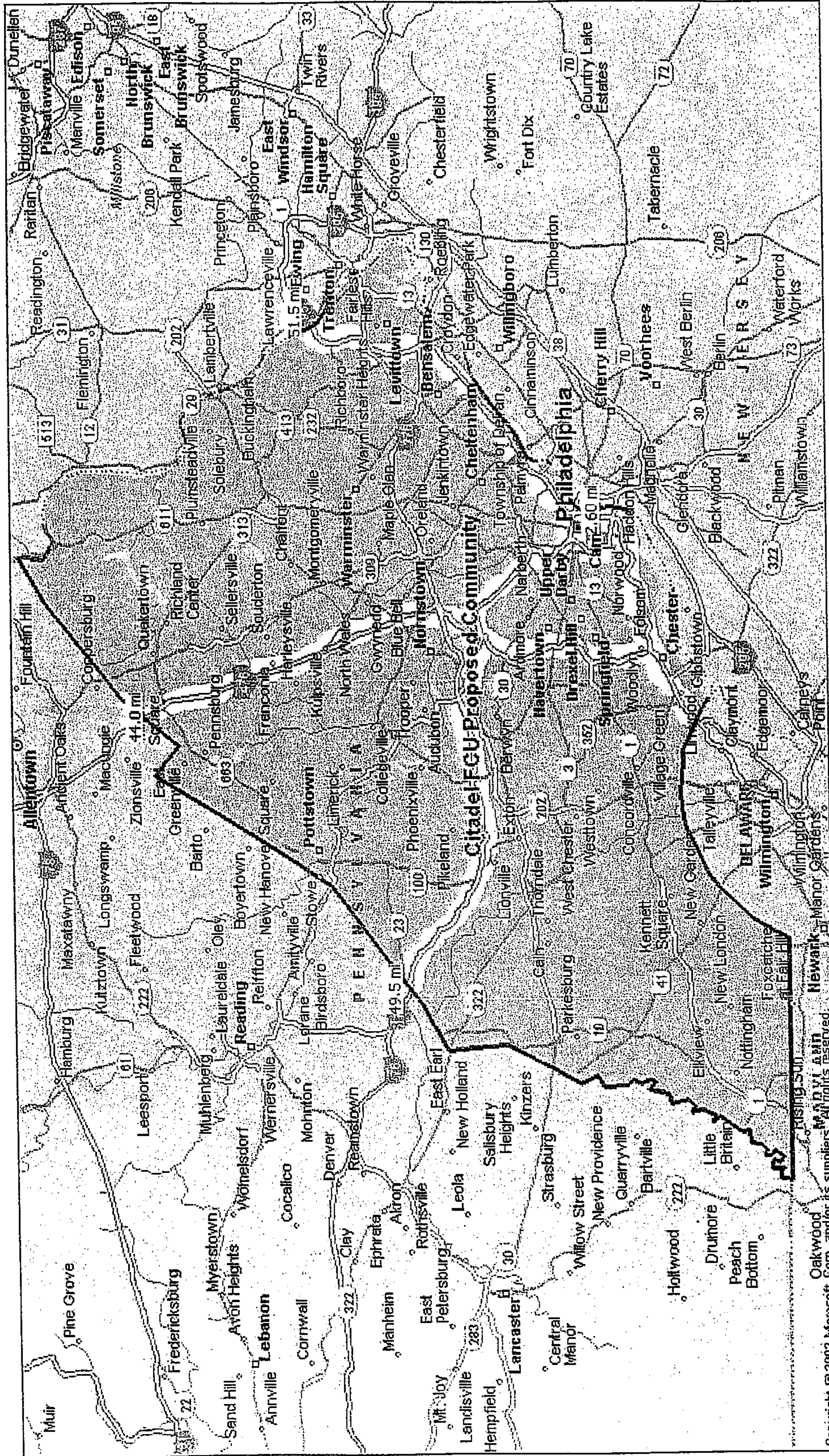
Citadel Federal Credit Union is fully committed to serving the entirety of the Greater Philadelphia Community of Pennsylvania and is looking forward to the opportunity an expanded community field of membership will provide to extend its rich tradition of member service and affordable products to all of its residents.



Citadel Federal Credit Union Current Branch Locations

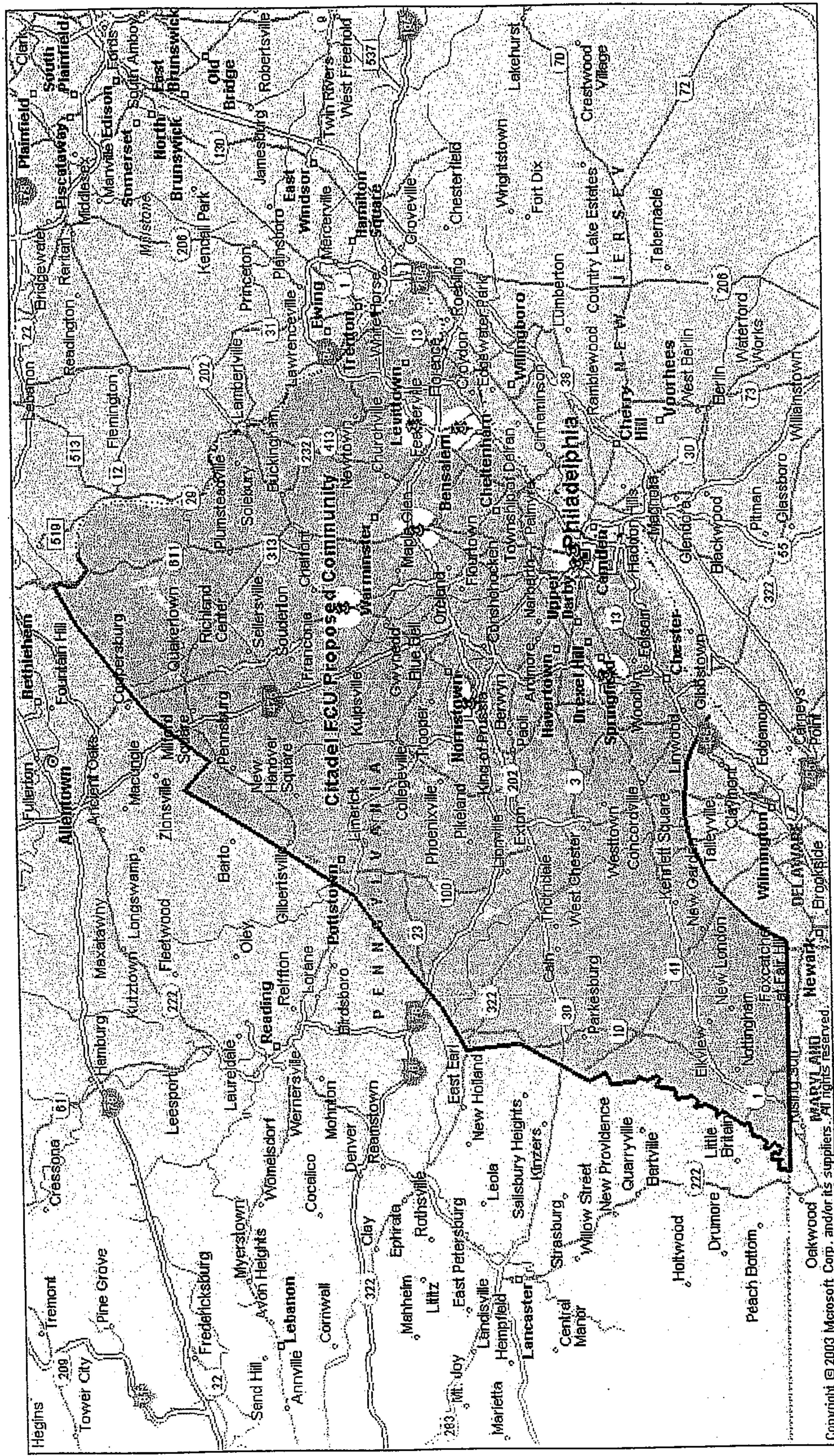


Citadel Federal Credit Union Major Roadways



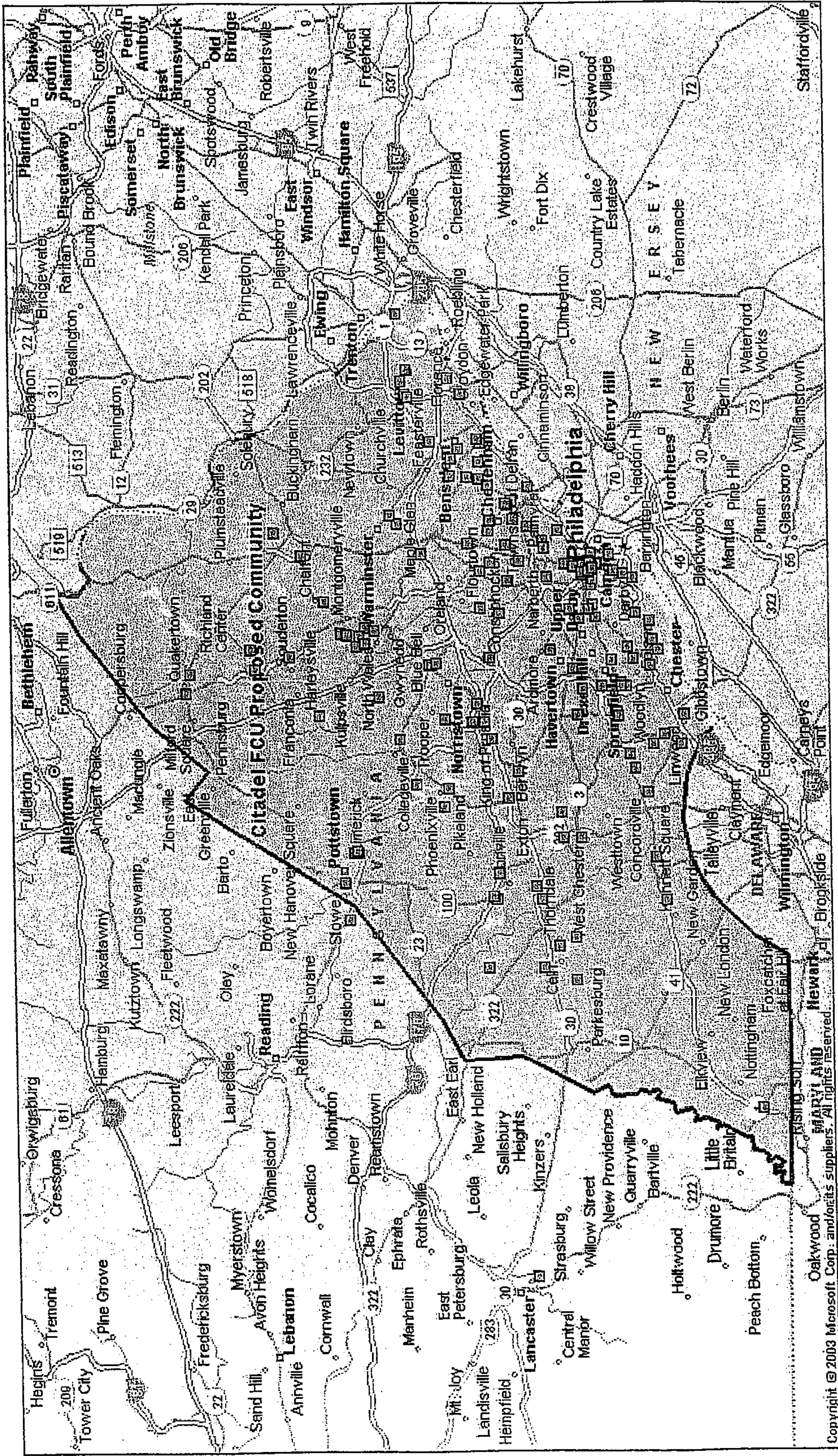
Copyright © 2003 Microsoft. All rights reserved.

Citadel Federal Credit Union Major Shopping Centers



Copyright © 2003 Microsoft Corp. and/or its suppliers. All rights reserved.

Citadel Federal Credit Union Surcharge Free ATM Locations



Copyright © 2003 Microsoft Corp. and/or its suppliers. All rights reserved.

[Return to online request page](#)

Financial Performance Report - Financial Summary

Charter	Name	Street	City	State	ZipCode	Region
2099	CITADEL	3030 ZINN RD	THORNDALE	PA	19372	2

Line Item	Dec-2006	Mar-2007	% Chg	Jun-2007	% Chg	Sep-2007	% Chg	Dec-2007	% Chg
ASSETS:	Amount	Amount		Amount		Amount		Amount	
Cash & Equivalents	16,992,438	56,957,115	235.2	63,588,898	11.6	11,215,282	-82.4	68,488,690	510.7
TOTAL INVESTMENTS	17,428,482	10,297,578	-40.9	9,970,330	-3.2	10,303,785	3.3	9,621,569	-6.6
Loans Held for Sale	0	0	0	0	0	0	0	0	0
Real Estate Loans	414,126,608	425,726,784	2.8	428,981,680	0.8	453,712,070	5.8	453,656,791	0.0
Unsecured Loans	96,330,202	92,524,141	-4.0	93,307,381	0.8	94,306,887	1.1	98,639,708	4.6
Other Loans	422,050,500	413,509,968	-2.0	405,472,319	-1.9	400,973,880	-1.1	390,840,001	-2.5
TOTAL LOANS	932,507,310	931,760,893	-0.1	927,761,380	-0.4	948,992,837	2.3	943,136,500	-0.6
(Allow. Ln & Lease Losses)	(10,616,745)	(10,895,409)	2.6	(11,203,158)	2.8	(11,071,645)	-1.2	(9,103,387)	-17.8
Land And Building	8,976,948	8,865,705	-1.2	8,994,510	1.5	12,548,220	39.5	12,434,811	-0.9
Other Fixed Assets	3,521,053	3,243,744	-7.9	3,121,376	-3.8	3,128,583	0.2	3,098,199	-1.0
NCUSIF Deposit	7,745,702	7,543,897	-2.6	7,543,897	0.0	7,543,897	0.0	7,886,028	4.5
All Other Assets	25,350,780	25,431,804	0.3	25,964,335	2.1	23,348,575	-10.1	22,023,325	-5.7
TOTAL ASSETS	1,001,905,968	1,033,205,327	3.1	1,035,741,568	0.2	1,006,009,534	-2.9	1,057,585,735	5.1
LIABILITIES & CAPITAL:									
Dividends Payable	23,371	18,899	-19.1	22,360	18.3	15,586	-30.3	19,925	27.8
Notes & Int. Payable	49,130,910	35,022,179	-28.7	35,018,291	0.0	33,027,797	-5.7	40,120,221	21.5
Accts. Pay. & Other Liab.	5,109,072	6,994,528	36.9	6,785,758	-3.0	6,750,067	-0.5	7,050,944	4.5
Uninsured Sec. Capital	0	0	0	0	0	0	0	0	0
TOTAL LIABILITIES	54,263,353	42,035,606	-22.5	41,826,409	-0.5	39,793,450	-4.9	47,191,090	18.6
Share Drafts	107,372,567	112,903,835	5.2	111,510,276	-1.2	38,211,342	-65.7	37,239,989	-2.5
Regular shares	113,749,790	119,601,967	5.1	114,960,234	-3.9	166,956,931	45.2	178,785,976	7.1
All Other Shares & Dep.	628,522,475	658,550,260	4.8	664,006,364	0.8	655,000,373	-1.4	685,293,038	4.6
TOTAL SHARES & DEPOSITS	849,644,832	891,056,062	4.9	890,476,874	-0.1	860,168,646	-3.4	901,319,003	4.8
Regular Reserve	18,321,504	18,321,504	0.0	18,321,504	0.0	18,321,504	0.0	18,321,504	0.0
Other Reserves	-118,327	-74,686	36.9	-60,208	19.4	-34,258	43.1	-18,436	46.2
Undivided Earnings	79,794,606	81,866,841	2.6	85,176,989	4.0	87,760,192	3.0	90,772,574	3.4
TOTAL EQUITY	97,997,783	100,113,659	2.2	103,438,285	3.3	106,047,438	2.5	109,075,642	2.9
TOTAL LIAB. & EQUITY	1,001,905,968	1,033,205,327	3.1	1,035,741,568	0.2	1,006,009,534	-2.9	1,057,585,735	5.1
INCOME & EXPENSE:									
Loan Income*	62,316,322	16,485,293	5.8	33,306,511	1.0	50,507,499	1.1	67,931,187	0.9
Investment Income*	3,029,025	413,125	-45.4	1,119,609	35.5	1,488,574	-11.4	1,807,677	-8.9
Other Income*	13,844,918	3,619,490	4.6	7,927,947	9.5	12,108,052	1.8	16,367,649	1.4
Salaries & Benefits*	18,483,298	4,626,440	0.1	9,394,798	1.5	14,226,043	0.9	19,102,556	0.7

184

Total Other Oper. Exp.*	17,296,967	4,418,305	2.2	8,722,574	-1.3	13,426,635	2.6	18,295,344	2.2
Non-Oper. Income & (Exp)*	-92,912	-44,428	-91.3	-64,340	27.6	-70,799	26.6	40,137	142.5
Prov for Loan/Lease Losses*	10,634,380	2,202,819	-17.1	4,401,927	-0.1	6,543,241	-0.9	8,167,972	-6.4
Cost of Funds*	28,053,819	7,153,683	2.0	14,388,045	0.6	21,871,818	1.3	29,602,811	1.5
Net Income*	4,628,889	2,072,233	79.1	5,382,383	29.9	7,965,589	-1.3	10,977,967	3.4

* Items are year-to-date. %Change ratios are Annualized.

* Annualization factor: March = 4; June = 2; September = 4/3; December = 1 (or no annualizing)

[Return to online request page](#)

[Return to online request page](#)

Financial Performance Report - Ratio Analysis

Charter	Name	Street	City	State	ZipCode	Region
2099	CITADEL	3030 ZINN RD	THORNDALE	PA	19372	2

Line Item	Dec-2006	Mar-2007	Jun-2007	Sep-2007	Dec-2007	Peer Avg.
CAPITAL ADEQUACY						
Net Worth/Total Assets	9.79	9.69	9.99	10.54	10.31	N/A
Net Worth/Total Assets--Including Optional Total Assets Election (if used)	9.79	9.69	9.99	10.54	10.31	N/A
Total Delinquent Loans / Net Worth	9.86	8.77	6.91	7.16	7.49	N/A
Solvency Evaluation (Estimated)	111.53	111.24	111.62	112.33	112.10	N/A
Classified Assets (Estimated) / Net Worth	10.82	10.87	10.82	10.44	8.34	N/A
ASSET QUALITY						
Delinquent Loans / Total Loans	1.04	0.94	0.77	0.80	0.87	N/A
*Net Charge-Offs / Average Loans	0.94	0.83	0.82	0.86	0.88	N/A
Fair (Market) HTM Invest Value/Book Value HTM Invest.	0	0	0	0	0	N/A
Accum Unreal G/L On AFS/Cost Of AFS	-1.08	-1.48	-1.30	-0.81	-0.47	N/A
Delinquent Loans / Assets	0.97	0.85	0.69	0.75	0.77	N/A
EARNINGS						
*Return On Average Assets	0.45	0.81	1.06	1.06	1.07	N/A
*Gross Income/Average Assets	7.76	8.07	8.31	8.51	8.36	N/A
*Yield on Average Loans	6.76	7.07	7.16	7.16	7.24	N/A
*Yield on Average Investments	5.34	3.53	4.55	8.43	3.54	N/A
*Fee & Other Op.Income / Avg. Assets	1.36	1.42	1.56	1.61	1.59	N/A
*Cost of Funds / Avg. Assets	2.75	2.81	2.82	2.90	2.87	N/A
*Net Margin / Avg. Assets	5.01	5.25	5.49	5.61	5.49	N/A
*Operating Exp./ Avg. Assets	3.50	3.56	3.56	3.67	3.63	N/A
*Provision For Loan & Lease Losses / Average Assets	1.04	0.87	0.86	0.87	0.79	N/A
*Net Interest Margin/Avg. Assets	3.65	3.83	3.93	4.00	3.90	N/A
Operating Exp./Gross Income	45.18	44.08	42.78	43.14	43.43	N/A
Fixed Assets & Foreclosed & Repossessed Assets / Total Assets \1	1.65	1.61	1.56	1.89	1.52	N/A
*Net Operating Exp. /Avg. Assets	2.92	2.92	2.81	2.88	2.83	N/A
ASSET / LIABILITY MANAGEMENT						
Net Long-Term Assets / Total Assets	32.99	33.96	33.65	37.67	35.70	N/A
Reg. Shares / Total Shares. & Borrowings	12.66	12.91	12.42	18.69	18.99	N/A
Total Loans / Total Shares	109.75	104.57	104.19	110.33	104.64	N/A
Total Loans / Total Assets	93.07	90.18	89.57	94.33	89.18	N/A
Cash + Short-Term Investments / Assets	2.38	5.82	6.41	1.39	6.77	N/A
Total Shares, Dep. & Borrs / Earning Assets	93.42	92.99	92.87	92.42	92.69	N/A
Reg Shares + Share Drafts / Total Shares & Borrs	24.60	25.11	24.47	22.97	22.95	N/A
Borrowings / Total Shares & Net Worth	5.18	3.53	3.52	3.42	3.97	N/A
PRODUCTIVITY						
Members / Potential Members	20.75	20.47	20.49	20.56	20.24	N/A
Borrowers / Members	57.85	57.69	57.54	57.35	58.23	N/A

Members / Full-Time Employees	374.88	376.08	357.62	361.88	363.89	N/A
Avg. Shares Per Member	\$7,555	\$8,032	\$8,019	\$7,717	\$8,215	N/A
Avg. Loan Balance	\$14,334	\$14,557	\$14,521	\$14,845	\$14,762	N/A
*Salary And Benefits / Full-Time Empl.	\$61,611	\$62,731	\$60,514	\$61,585	\$63,358	N/A
OTHER RATIOS						
*Net Worth Growth	4.95	8.45	10.97	10.82	11.19	N/A
*Market (Share) Growth	-2.41	19.50	9.61	1.65	6.08	N/A
*Loan Growth	2.33	-0.32	-1.02	2.36	1.14	N/A
*Asset Growth	-3.66	12.50	6.75	0.55	5.56	N/A
*Investment Growth	-64.69	466.90	265.22	-54.51	145.02	N/A
*Membership Growth	-3.72	-5.40	-2.53	-1.19	-2.44	N/A

1/ For periods before 2004, the Fixed Assets & Foreclosed and Repossessed assets did not include repossessed vehicles.

* Annualization factor: March = 4; June = 2; September = 4/3; December = 1 (or no annualizing)

[Return to online request page](#)

- [Liabilities, Shares & Equity](#)
- [Income and Expenses](#)
- [Delinquent loans, Loan Charge Offs and Recoveries](#)
- [Information Systems & Technology](#)
- [Miscellaneous Information](#)
- [Schedule A - Specialized Lending](#)
- [Schedule B - Investment, Supplemental Information](#)
- [Schedule C - Credit Union Service Organization \(CUSO\) Information](#)
- [Liquidity, Commitments and Sources](#)
- [PCA Net Worth Calculation Worksheet](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

STATEMENT OF FINANCIAL CONDITION AS OF December 31, 2006

Credit Union Name: **CITADEL** December 2006 Federal Charter/Certificate Number: **02099**

This page must be completed by all credit unions.

ASSETS						
CASH:						
	Amount					
1. Cash on Hand (Coin and Currency)	4,833,987					
2. Cash on Deposit (Amounts Deposited in Financial Institutions)	Amount					
a. Cash on Deposit in Corporate Credit Unions	2,696,149					
b. Cash on Deposit in Other Financial Institutions	9,462,302					
c. Total Cash on Deposit (Amounts Deposited in Financial Institutions)	12,158,451					
3. Cash Equivalents (Investments with Original Maturities of Three Months or Less)	0					
INVESTMENTS: if your credit union reports amounts for items 4, 5, or 6 below, complete Schedule B - Investments, Supplemental Information.						
	A	B	C 1	C 2	D	E
	<= 1 Year	>1-3 Years	>3-5 Years	>5-10 Years	> 10 Years	TOTAL AMOUNT
4. Trading Securities	0	0	0	0	0	0
5. Available for Sale Securities	6,821,384	3,009,427	472,830	497,004	0	10,800,645
6. Held-to-Maturity Securities	0	0	0	0	0	0
7. Deposits in Commercial Banks, S&Ls, Savings Banks	0	0	0	0	0	0
8. Loans to and investments in natural person credit unions	50,000	0	0	0	0	50,000
9. Membership Capital at Corporate Credit Unions		1,786,618				1,786,618
10. Paid-In Capital at Corporate Credit Unions		0				0
11. All Other Investments in Corporate Credit Unions	0	0	0	0	0	0
12. All Other Investments	0	4,233,600	0	0	557,619	4,791,219
13. TOTAL INVESTMENTS (Sum of items 4-12)	6,871,384	9,029,645	472,830	497,004	557,619	17,428,482
LOANS HELD FOR SALE: See Instructions.						
14. Loans Held for Sale	0					

LOANS & LEASES: If your credit union has any real estate loans or member business loans outstanding or has originated any real estate loans or member business loans during the reporting period, complete Schedule A -

Specialized Lending.			
	Interest Rate	Number of Loans	Amount
15. Unsecured Credit Card Loans	9.99%	18,761	71,866,437
16. All Other Unsecured Loans/Lines of Credit	13.50%	6,082	24,463,765
17. New Vehicle Loans	7.55%	12,212	178,256,151
18. Used Vehicle Loans	7.80%	20,380	235,962,846
19. Total 1st Mortgage Real Estate Loans/Lines of Credit	6.13%	1,416	195,579,006
20. Total Other Real Estate Loans/Lines of Credit	8.25%	5,853	218,547,602
21. Leases Receivable	0.00%	0	0
22. Total All Other Loans/Lines of Credit	12.50%	351	7,831,503
23. TOTAL LOANS & LEASES (Sum of items 15 - 22)		65,055	932,507,310
24. Less: Allowance for Loan & Lease Losses			(10,616,745)
OTHER ASSETS:			Amount
25. Foreclosed and Repossessed Assets		Amount	
a. Real Estate		0	
b. Automobiles		3,309,304	
c. Other		694,944	
d. Total Foreclosed and Repossessed Assets			4,004,248
26. Land and Building			8,976,948
27. Other Fixed Assets			3,521,053
28. NCUA Share Insurance Capitalization Deposit			7,745,702
29. Other Assets		Amount	
a. Accrued Interest on Loans		4,661,432	
b. Accrued Interest on Investments		141,942	
c. All Other Assets		16,543,158	
d. Total Other Assets			21,346,532
30. TOTAL ASSETS (Sum of items 1, 2c, 3, 13-14, 23, 24, 25d, 26-28, and 29d)			1,001,905,968
		Number	Amount
31. Loans Granted Year-to-Date		15,789	293,422,250
32. Loan Outstanding to Credit Union Officials and Senior Executive Staff		74	2,861,550

[Return to Top of Report](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

STATEMENT OF FINANCIAL CONDITION

Credit Union Name: CITADEL

December 2006

Federal Charter/Certificate Number: 02099

<i>This page must be completed by all credit unions.</i>							
LIABILITIES:			A. < 1 Year	B1. 1 - 3 Years	B2. > 3 Years	C. Total Amount	
1. Draws Against Lines of Credit			0	0	0	0	
2. Other Notes, Promissory Notes and Interest Payable			29,130,910	20,000,000	0	49,130,910	
3. Borrowing Repurchase Transactions			0	0	0	0	
4. Subordinated Debt			0	0	0	0	
5. Uninsured Secondary Capital				0	0	0	
6. TOTALS (each column)			29,130,910	20,000,000	0	49,130,910	
7. Accrued Dividends and Interest Payable on Shares and Deposits						23,371	
8. Accounts Payable and Other Liabilities						5,109,072	
SHARES/DEPOSITS:		Dividend Rate	Number of Accounts	A. < 1 Year	B1. 1 - 3 Years	B2. > 3 Years	C Total Amount
9. Share Drafts		0.25%	56,724	107,372,567			107,372,567
10. Regular Shares		0.75%	136,108	113,749,790			113,749,790
11. Money Market Shares		3.93%	15,297	298,828,032			298,828,032
12. Share Certificates		5.03%	18,025	150,696,542	58,023,675	34,028,390	242,748,607
13. IRA/KEOGH Accounts		5.03%	8,752	36,193,073	20,266,003	15,699,428	72,158,504
14. All Other Shares		0.75%	4,774	503,332	0	0	503,332
15. TOTAL SHARES			239,680	707,343,336	78,289,678	49,727,818	835,360,832
16. Non-Member Deposits		3.93%	130	7,138,000	5,465,000	1,681,000	14,284,000
17. TOTAL SHARES AND DEPOSITS			239,810	714,481,336	83,754,678	51,408,818	849,644,832
Supplemental Shares/ Deposit Information: (Included In Shares/ Deposit Listed Above)						Total Amount	
18. Accounts Held by Member Government Depositors						0	
19. Accounts Held by Nonmember Government Depositors						0	
20. Employee Benefit Member Shares						0	
21. Employee Benefit Nonmember Shares						0	
22. 529 Plan Member Deposits						0	
23. Non-dollar denominated deposits						0	
24. Health Savings Accounts						0	
25. Dollar Amount of Share Certificates = or > \$100,000 (Excluding brokered share certificates participated out by the broker in shares of less than \$100,000)						56,303,926	
26. Dollar Amount of IRA/Keogh Accounts = or > \$100,000						16,831,413	
27. Dollar Amount of Share Drafts Swept to Regular Shares or Money Market Accounts as Part of Official Sweep Program with the Federal Reserve						0	
EQUITY:						Amount	

28. Undivided Earnings	79,794,606
29. Regular Reserves	18,321,504
30. Appropriation for Non-Conforming Investments (SCU ONLY)	0
31. Other Reserves (Appropriations of Undivided Earnings)	0
32. Miscellaneous Equity	0
33. Accumulated Unrealized Gains (Losses) on Available for Sale Securities	-118,327
34. Accumulated Unrealized Net Gains (Losses) on Cash Flow Hedges	0
35. Other Comprehensive Income (unless already included in item 23 or 24)	0
36. Net Income (unless this amount is already included in Undivided Earnings)	0
37. TOTAL LIABILITIES, SHARES AND EQUITY (Sum items 6-8,17, and 28-36)(Must equal line 30, P.2)	1,001,905,968

If your credit union has any unfunded commitments or loans sold or swapped with recourse complete page 9 - Liquidity Commitments and Sources

NCUA INSURED SAVINGS COMPUTATION

LIABILITIES, SHARES AND EQUITY (Continued)

(ROUND CENTS TO THE NEAREST WHOLE DOLLAR. DO NOT REPORT CENTS)

Share and deposit as described in Part 745 of the NCUA Rules and Regulations, if they are authorized by state law, and issued to members (or nonmembers in the case of low-income designated credit unions), other credit unions, or government depositors. Do not include notes payable or other forms of borrowings.

	Amount
A. Uninsured IRA and KEOGH Member Shares and Deposits (see instructions for this line item)	3,383,936
B. Uninsured Employee Benefit Member Shares and Deposits (see instructions for this line item)	0
C. Uninsured Member 529 Plan Deposits (see instructions for this line item)	0
D. Uninsured Member Accts Held by Government Depositors (see instructions for this line item)	0
E. Uninsured All Other Member Shares and Deposits (see instructions for this line item)	91,871,193
F. TOTAL UNINSURED MEMBER SHARES AND DEPOSITS (A+B+C+D+E)	95,255,129
G. Uninsured Nonmember Employee Benefit Shares and Deposits (see instructions for this line item)	0
H. Uninsured Nonmember Accts Held by Government Depositors (see instructions for this line item)	0
I. Uninsured All Other Nonmember Shares and Deposits (see instructions for this line item)	0
J. TOTAL UNINSURED NONMEMBER SHARES AND DEPOSITS (G+H+I)	0
K. TOTAL UNINSURED SHARES AND DEPOSITS (F+J)	95,255,129
L. TOTAL INSURED SHARES AND DEPOSITS (items 17 less item K)	754,389,703

Return to Top of Report

View September 2006 Report

View Data Summary & Reports for CITADEL

View March 2007 Report

INCOME AND EXPENSE

Credit Union Name: CITADEL

December 2006

Federal Charter/Certificate Number: 02099

This page must be completed by all credit unions.

INTEREST INCOME: JANUARY 1, 2006 TO DECEMBER 31, 2006	Amount
1. Interest on Loans (Gross-before interest refunds)	62,316,322
2. (Less) Interest Refunded	(0)
3. Income from Investments (Including Interest and Dividends)	3,029,025
4. Trading Profits and Losses (Realized and Unrealized Gains/Losses)	0
5. TOTAL INTEREST INCOME (Sum of items 1-4)	65,345,347
INTEREST EXPENSES: JANUARY 1, 2006 TO DECEMBER 31, 2006	
6. Dividends on Shares (Includes dividends earned during current period)	25,379,976
7. Interest on Deposits (Total interest expense for deposit accounts) (SCU ONLY)	0
8. Interest on Borrowed Money	2,673,843
9. TOTAL INTEREST EXPENSE (Sum of items 6-8)	28,053,819
10. Provision for Loan & Lease Losses	10,634,380
11. NET INTEREST INCOME AFTER PROVISION FOR LOAN & LEASE LOSSES (Item 5 less item 9 less item 10)	26,657,148
NON-INTEREST INCOME: JANUARY 1, 2006 TO DECEMBER 31, 2006	
12. Fee Income	5,982,734
13. Other Operating Income (include unconsolidated CUSO Income)	7,862,184
14. Gain (Loss) on Investments (DO NOT include Gain or Loss on Trading Securities)	0
15. Gain (Loss) on Disposition of Fixed Assets	12,000
16. Other Non-Operating Income (Expense)	-104,912
17. TOTAL NON-INTEREST INCOME (Sum of items 12-16)	13,752,006
NON-INTEREST EXPENSES: JANUARY 1, 2006 TO DECEMBER 31, 2006	
18. Employee Compensation and Benefits	18,483,298
19. Travel and Conference Expense	287,483
20. Office Occupancy Expense	2,062,150
21. Office Operations Expense	6,091,009
22. Educational and Promotional Expense	1,542,527
23. Loan Servicing Expense	2,256,036
24. Professional and Outside Services	4,467,907
25. Member Insurance	0
26. Operating Fees (Examination and /or supervision fees)	170,001
27. Miscellaneous Operating Expenses	419,854
28. TOTAL NON-INTEREST EXPENSE (Sum of items 18-27)	35,780,265
29. NET INCOME (LOSS) (line 11 plus line 17 less line 28)	4,628,889
RESERVE TRANSFERS: JANUARY 1, 2006 TO DECEMBER 31, 2006	
30. Transfer to Regular Reserve	0

[Return to Top of Report](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

MISCELLANEOUS INFORMATION

Credit Union Name: **CITADEL** December 2006 Federal Charter/Certificate Number: **02099**

<i>This page must be completed by all credit unions.</i>	
1. Indicate in the box at the right the number of the description below that best characterizes the last audit performed of your credit union's records: 1=Financial statement audit performed by state licensed persons 2=Balance sheet audit performed by state licensed persons 3=Examinations of internal controls over call reporting performed by state licensed persons 4=Supervisory Committee audit performed by state licensed persons 5=Supervisory Committee audit performed by other external auditors 6=Supervisory Committee audit performed by the supervisory committee or designated staff	1
Effective date of last audit (Month / Year)	06/2006
2. Effective date of the most recent Supervisory Committee verification of Members' accounts (Month / Year)	06/2006
3. Does your credit union maintain share/deposit insurance coverage in addition to the NCUSIF? (Do not include Life Saving and Borrowers' Protection Insurance or Surety Bond Coverage.) (Yes or No)	No
If so, indicate the name of the insurance company	
Dollar amount of shares and/or deposits insured by the company named above	0
4. Number of current members (not number of accounts)	112,463
5. Number of potential members	542,000
6. Number of credit union employees who are:	
a. Full-Time (26 hours or more)	290
b. Part-Time (25 hours or less per week)	20
7. Programs or service offerings: (Check all that apply)	
a. Indirect Lending	No
b. Participation Loans	No
c. Real Estate Loans	No
d. Member Business Loans	No
e. Risk Based Loans	No
f. Direct Financing Leases	No
g. Mortgage Processing	No
h. Approved Mortgage Seller	No
i. Debt Cancellation/Suspension	No
j. Borrowing Repurchase Agreements	No
k. Investment Pilot Program	No
l. Investment not authorized by the FCU Act (SCU ONLY)	No
m. Deposits and Shares Meeting 703.10(a)	No
n. Brokered Certificates of Deposit	No
o. Overdraft Protection	No
p. Overdraft Lines of Credit	No
q. ATM / Debit Card Program	No
r. Interest Only First Mortgages	No
s. Insurance/Investment Sales	No
t. Brokered Deposits (shares acquired through a third party)	No
if a-d above are checked, complete Schedule A - Specialized Lending	
if k-n above are checked, complete Schedule B - Investment	
8. Credit Union Member Service Branch Information	
a. Number of credit union branches	13

193

b. Does your credit union provide member services through a credit union shared branch services center? (Yes or No)	No
--	----

[Return to Top of Report](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

DELINQUENT LOANS, LOAN CHARGE OFFS AND RECOVERIES

Credit Union Name: CITADEL

December 2006

Federal Charter/Certificate Number: 02099

This page must be completed by all credit unions.

DELINQUENT LOANS BY COLLATERAL TYPE	Reportable Delinquency				Total Reportable Delinquency
	1 to <2 months	2 to <6 months	6 to <12 months	12 months and over	
Report Amount Only					
1. Unsecured Credit Card Loans	1,186,771	839,983	238,246	0	1,078,229
2. All Other Non Real Estate Loans	18,071,703	4,274,113	2,446,344	803,668	7,524,125
3 a. 1st Mortgage Fixed Rate/Hybrid/Balloon	1,718,997	110,956	142,630	187,546	441,132
b. 1st Mortgage Adjustable Rate	0	0	0	0	0
4 a. Other Real Estate Fixed Rate/Hybrid/Balloon	1,003,348	119,847	16,234	32,360	168,441
b. Other Real Estate Adjustable Rate	1,224,621	427,386	34,615	0	462,001
5. Leases Receivable	0	0	0	0	0
6. Total Delinquent Loans	23,205,440	5,772,285	2,878,069	1,023,574	9,673,928
7. Total Number of Delinquent Loans	1,752	568	252	31	851
ADDITIONAL DELINQUENCY INFORMATION (included in the delinquency reported above.)	Reportable Delinquency				
	Report Amount Only				
8. Indirect Lending	15,443,649	2,401,820	417,135	0	2,818,955
9. Participation Loans	0	0	0	0	0
10. Member Business Loans excluding Agricultural Loans	0	0	0	0	0
11. Agricultural Loans	0	0	0	0	0
LOAN LOSS INFORMATION	YTD Charge Offs		YTD Recoveries		
12. Unsecured Credit Card Loans	2,015,031		99,861		
13. All Other Non Real Estate Loans	8,192,330		1,453,304		
14. Total 1st Mortgage Loans	0		0		
15. Total Other Real Estate Loans	0		0		
16. Leases Receivable	0		0		
17. TOTAL	10,207,361		1,553,165		
ADDITIONAL LOAN LOSS INFORMATION	YTD Charge Offs		YTD Recoveries		
18. Indirect Loans	6,444,459		0		

19. Participation Loans	0		0		
20. Member Business Loans excluding Agricultural Loans	0		0		
21. Agricultural Loans	0		0		
22. All loans charged off due to Bankruptcy YTD	3,212,884				
23. Number of members with loans who have filed for:					
a. Chapter 7 Bankruptcy YTD			205		
b. Chapter 13 Bankruptcy YTD			94		
c. Chapter 11 Bankruptcy YTD			0		
24. Total Outstanding loan balances subject to bankruptcies identified in items 23a. - c.			2,718,734		
25. Congressional Reporting Requirement					
a. Dollar amount of loans with interest rates that exceeds 15% (FCUs Only)			21,652,212		
b. Aggregate weighted average interest rate for loans with interest rates that exceeds 15% (FCUs Only)			16.93%		

[Return to Top of Report](#)
[View September 2006 Report](#)
[View Data Summary & Reports for CITADEL](#)
[View March 2007 Report](#)

LIQUIDITY, COMMITMENTS AND SOURCES

*All credit unions must complete lines 8 through 10 of this form
and, if applicable, lines 1 through 7.*

Credit Union Name: **CITADEL**

December 2006

Federal Charter/Certificate Number: **02099**

OFF-BALANCE SHEET COMMITMENTS	
	Amount
1. Unfunded Commitments for Business Loans	
A. Commercial Real Estate, Construction and Land Development	0
B. Other Unfunded Business Loan Commitments	0
2. Unfunded Commitments for All Remaining Loans (Non-Business Loans)	
A. Revolving Open-End Lines Secured by 1-4 Family Residential Properties	79,207,831
B. Credit Card Lines	187,308,776
C. Outstanding Letters of Credit	0
D. Unsecured Share Draft Lines of Credit	10,030,845
E. Overdraft Protection Program Commitments	34,946,000
F. Other Unfunded Commitments	0
CONTINGENT LIABILITIES	
3. Loans Transferred with Recourse	0
4. Dollar Amount of Pending Bond Claims	0
5. Other Contingent Liabilities	0
CREDIT AND BORROWING ARRANGEMENTS	
6. Amount of Borrowings Subject to Early Repayment at Lender's Option	0
7. Lines of Credit	
7a. Total Credit Lines	75,000,000
7b. Total Committed Credit Lines	0
8. Is your credit union a member of the Federal Home Loan Bank? (Yes/No)	Yes
9. Has your credit union filed an application to borrow from the Federal Reserve Bank Discount Window? (Yes/No)	Yes
10. Has your credit union pre-pledged collateral with the Federal Reserve Bank Discount Window? (Yes/No)	Yes

[Return to Top of Report](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

INFORMATION SYSTEMS & TECHNOLOGY

Credit Union Name: CITADEL

December 2006

Federal Charter/Certificate Number: 02099

All credit unions must complete lines 1-3 and 11-12 of this form. Complete lines 4-10 and 13-14 if applicable.

1. Indicate in the box at the right the number of the statement below which best describes the system the credit union uses to maintain its share and loan records: 1=Manual System (No Automation) 2=Vendor Supplied In-House System 3=Vendor On-Line Service Bureau 4=CU Developed In-House System 5=Other				2
2. Indicate in the box below the name of the primary share and loan information processing vendor.				
USERS, INC (FISERV)				
3. Have you undergone or will you undergo a data processing conversion in the past 6 months or next 12 months? (Acct 888)(Yes/No)				No
4. How do your members access / perform electronic financial services (select all that apply):				
Home Banking Via Internet Website (Yes/No)	Yes	Automatic Teller Machine (ATM) (Yes/No)	Yes	
Wireless (Yes/No)	No	Kiosk (Yes/No)	Yes	
Home Banking/PC Based (Yes/No)	Yes	Other (Yes/No)	No	
Audio Response/Phone Based (Yes/No)	Yes			
5. What services do you offer electronically (select all that apply):				
Member Application (Yes/No)	Yes	View Account History (Yes/No)	Yes	
New Loan (Yes/No)	Yes	Merchandise Purchase (Yes/No)	No	
Account Balance Inquiry (Yes/No)	Yes	Share Account Transfers (Yes/No)	Yes	
Share Draft Orders (Yes/No)	Yes	Bill Payment (Yes/No)	Yes	
New Share Account (Yes/No)	Yes	Download Account History (Yes/No)	Yes	
Loan Payments (Yes/No)	Yes	Electronic Cash (Yes/No)	No	
Account Aggregation (Yes/No)	No	Electronic Signature Authentication / Certification (Yes/No)	No	
Internet Access Services (Yes/No)			No	
Other (please specify)				
6. If your credit union has a World Wide Website address, please provide it in the box		citadelfcu.org		
7. If you have a world wide website, please indicate the type (select only one): 1=Informational 2=Interactive 3=Transactional			3	
8. If you have a transactional world wide website, how many members use it			43,575	
9. If you have a transactional website, please provide the name of the primary vendor used to deliver such services		USERS INC.		
10. If you do not have a website, do you plan to add one in the future (Yes/No)			No	
a. If yes to #10, in how many months			0	
b. If yes to #10, what type of site (select only one): 1=Informational 2=Interactive 3=Transactional			0	
11. Does the credit union have internet access? (Yes/No)			Yes	
12. Does the credit union have FedLine acces? (Yes/No)			Yes	

13. If the credit union processes ACH transactions, is it an Originating Depository Financial Institution? (Yes/No)	Yes
14. If the credit union processes ACH transactions, is it a Receiving Depository Financial Institution? (Yes/No)	Yes

[Return to Top of Report](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

PCA NET WORTH CALCULATION WORKSHEET

Credit Union Name: CITADEL

December 2006

Federal Charter/Certificate Number: 02099

- No credit union is required to provide input on this page unless it has chosen an alternative total assets option offered on lines 9 through 11 to calculate Net Worth or have elected to calculate an alternative Risk Based Net Worth ratio.
- Electronic Filers: Information entered on preceding schedules will populate line items below on the PC 5300 Automated System, excluding optional items 9, 10 and 11.
- Manual Call Report Filers: Leave this page blank or use it as a manual net worth calculation worksheet.

NET WORTH TO TOTAL ASSETS RATIO

NUMERATOR: NET WORTH	Amount
1. Undivided Earnings	79,794,606
2. Regular Reserves	18,321,504
3. Appropriation for Non-Conforming Investments (SCU ONLY)	0
4. Other Reserves (Appropriations of Undivided Earnings)	0
5. Uninsured Secondary Capital (Low Income Designated Credits Unions Only)	0
6. Net Income (unless this amount is already included in Undivided Earnings)	0
7. TOTAL NET WORTH (Sum of items 1-6)	98,116,110
DENOMINATOR: TOTAL ASSETS	
8. Total Assets (quarter-end)	1,001,905,968

Total Assets Elections (Optional)	
Retain line 8 quarter-end total assets above as net worth ratio denominator, or select one of the total assets computation options below by inputting the result in the appropriate line item. Line 12 below will compute your net worth ratio using line 8 quarter-end total assets as your denominator unless you enter an amount in line 9, 10 or 11.	
9. Average of Daily Assets over the calendar quarter	0
10. Average of the three month-end balances over the calendar quarter	0
11. Average of the current and three preceding calendar quarter-end balances	0
12. Net Worth Ratio (Line 7 divided by line 8, 9, 10 or 11)	9.79%
13 a. Risk Based Net Worth (RBNW) Requirement (Standard Calculation)	N/A
b. Risk Based Net Worth (RBNW) Alternative Method under Section 702.107	0.00%
14. Net Worth Classification if credit union is not <i>new</i> . (Based upon Call Report data only. See instructions)	Well Capitalized
15. Net Worth Classification if credit union is a <i>new</i> credit union. <i>New</i> means credit union is less than \$10 million in assets <u>and</u> was chartered in the last 10 years. (Based upon Call Report data only. See instructions)	Well Capitalized

[Return to Top of Report](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

SCHEDULE A - SPECIALIZED LENDING

Credit Union Name: **CITADEL** December 2006 Federal Charter/Certificate Number: **02099**

if your credit union has any indirect loans outstanding or participation loans outstanding, purchased or sold year-to-date, complete Section 1 of this schedule.

if your credit union has any real estate loans or member business loans outstanding or has originated any real estate loans or member business loans year-to-date, complete Section 2 and 3 of this schedule.

SECTION 1 - INDIRECT LOANS AND PARTICIPATION LOANS

1. INDIRECT LOANS	Number	Amount
a. Indirect Loans - Point of Sale Arrangement	28,555	376,588,566
b. Indirect Loans - Outstanding Lending Relationship	0	0
c. TOTAL OUTSTANDING INDIRECT LOANS	28,555	376,588,566
2. PARTICIPATION LOANS		
a. Participation Loans Outstanding	0	0
b. Participation Loans Purchased Year-to-Date	0	0
c. Participation Loans Sold Year-to-Date	0	0
3. Loans Purchased from Other Financial Institutions Year-to-Date		
	0	0

You may stop here if your credit union has no real estate loans or member business loans outstanding and has not originated any real estate loans or member business loans year-to-date

SECTION 2 - REAL ESTATE LOANS AND LINES OF CREDITS

REAL ESTATE LOANS	No. of Loans Outstanding	Amt of Loans Outstanding	No. of Loans Granted Year-to-Date	Amount Granted Year-to-Date
FIRST MORTGAGE				
4. Fixed Rate,				
a. > 15 Years	579	94,602,053	157	30,380,352
b. 15 Years or Less	707	76,705,804	74	10,560,188
5. Balloon/Hybrid				
a. > 5 Years	79	16,312,672	13	4,361,635
b. 5 Years or Less	14	2,661,052	0	0
6. Other Fixed Rate	0	0	0	0
7. Adjustable Rate 1 Year or Less	29	3,356,529	1	268,111
8. Adjustable Rate > 1 Year	8	1,940,896	0	0
OTHER REAL ESTATE				
9. Closed End Fixed Rate	3,446	146,465,415	994	52,472,365
10. Closed-End Adjustable Rate	0	0	0	0
11. Open-End Adjustable Rate	2,407	72,082,187	335	29,996,501
12. Open-End Fixed Rate	0	0	0	0
13. Other	0	0	0	0

14. TOTALS (each column)	7,269	414,126,608	1,574	128,039,152
MISCELLANEOUS REAL ESTATE LOANS/LINES OF CREDIT INFORMATION				Amount
15. Allowance for Losses on All Real Estate Loans				0
16. Total Amount of All First Mortgage Loans which have been sold in the secondary market year-to-date				7,232,124
17. Amount of Real Estate Loans Outstanding that will contractually refinance, reprice or mature within the next 5 years and that are not reported on line 26 (below)				105,355,516
18. Amount of real estate loans sold but serviced by the credit union				162,928,611
19. Mortgage Servicing Rights				778,445
SECTION 3 - BUSINESS LOANS				
BUSINESS LOANS	No. of Loans Outstanding	Amt of Loans Outstanding	No. of Loans Granted or Purchased Year-to-Date	Amount Granted or Purchased Year-to-Date
20. Member Business Loans	117	21,901,650	35	5,896,793
21. Purchased business loans or participation interests to nonmembers	0	0	0	0
MISCELLANEOUS BUSINESS LOAN INFORMATION				
22. Construction and Development Loans	12	3,623,764	6	2,499,750
23. Unsecured Business Loans	0	0	0	0
24. Purchased Business Loans or participation interests to members	0	0	0	0
25. Agricultural Related Loans	0	0	0	0
			Number	Amount
26. Portion of Real Estate Loans included in line 14 of Section 2 this schedule which are also reported as business loans on lines 20 and 21 above				21,901,650
27. Business Loans and Participations sold Year-to-Date			0	0
28. Small Business Administration Loans Outstanding			0	0
RISK BASED NET WORTH (RBNW) for credit unions with assets greater than \$10,000,000				
				Amount
29. Loans and Participation interests qualifying for RBNW				21,901,650
30. Unfunded commitments for business loans and participation interests qualifying for RBNW				0
31. Amount of Real Estate Loans included in line 14 on Section 2 also reported as business loans and participation interests qualifying for RBNW on line 29 above				0

[Return to Top of Report](#)

[View September 2006 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2007 Report](#)

SCHEDULE B - INVESTMENTS, SUPPLEMENTAL INFORMATION

Credit Union Name: CITADEL

December 2006

Federal Charter/Certificate Number: 02099

Complete this schedule if amounts are reported on page 1, lines 4, 5, or 6; if items 7k - 7n on page 6 are checked; or if items 13 - 15 below are applicable

TYPES OF INVESTMENTS		Amount
1. U.S. Government Obligations		0
2. Federal Agency Securities		10,800,645
3. Mutual Funds & Common Trust Investments		0
MISCELLANEOUS INVESTMENT INFORMATION		
MORTGAGE-RELATED SECURITIES		Amount
4. Mortgage Pass-Through Securities		463,486
5. Collateralized Mortg. Obligations/Real Estate Mortgage Investments Conduits(CMOs/REMICs)		2,832,059
6. Commercial Mortgage Related Securities		0
INVESTMENT MEETING SPECIFIC CRITERIA OF PART 703 (FCU ONLY)		
7. Non-Mortgage Related Securities with Embedded Options or Complex Coupon Formulas		0
8. Non-Mortgage Related Securities with Maturities Greater than Three Years that Do Not Have Embedded Options or Complex Coupon Formulas		0
9. Total of Securities Meeting the Requirements of Section 703.12(b)(Sum of items 4-8)		3,295,545
10. Total of Deposits and Shares Meeting the Requirments of Section 703.10(a)		0
11. Market Value of Investments Purchased Under an Investment Pilot Program - 703.19		0
MISCELLANEOUS INVESTMENT INFORMATION		
12. Fair Value of Held to Maturity Investment (reported on line 6 of page 1)		0
13. Investment Repurchase Agreements		0
14. Borrowing Repurchase Transactions placed in Investments for Purposes of Positive Arbitage		0
15. Investments Not Authorized by the FCU Act or NCUA Rules and Regulations (SCU ONLY)		0
16. Outstanding balance of brokered certificates of deposit and share certificates		0

Return to Top of Report

View September 2006 Report

View Data Summary & Reports for CITADEL

View March 2007 Report

SCHEDULE C CREDIT UNION SERVICE ORGANIZATION (CUSO) INFORMATION

Credit Union Name: CITADEL

December 2006

Federal Charter/Certificate Number: 02099

DON'T MAKE ENTRIES ON THIS FORM UNLESS YOUR CREDIT UNION HAS A LOAN TO OR INVESTMENT IN A CUSO

Complete a separate line of information for each CUSO in which you have a loan or an investment, regardless of whether your credit union wholly owns the CUSO, has a "controlling financial interest", has the "ability to exert significant influence" or owns only a smaller portion of the CUSO. If you have a loan or investment in more than 20 CUSOs and file manually, please continue on a copy of this form.

	Name of CUSO (Acct. 830A-T)*	Value of Investment in CUSO (Acct. 831A-T)	Amount loaned to CUSO (Acct. 832A-T)	**	***	****	Aggregate Cash Outlay in CUSO (Acct. 836A-T)
A	Member Financed Auto, LLC	0	0	Yes	6	1	0
B	The Citadel Agency, LLC	0	252,031	Yes	4	1	0
C	CUSO Financial Services, LP	278,389	0	No	5	1	0
D	Payment Systems for Credit Unions	227,147	0	No	7	2	0
E	Members Trust Company	52,083	0	No	8	2	0
F		0	0	No	0	0	0
G		0	0	No	0	0	0
H		0	0	No	0	0	0
I		0	0	No	0	0	0
J		0	0	No	0	0	0
K		0	0	No	0	0	0
L		0	0	No	0	0	0
M		0	0	No	0	0	0
N		0	0	No	0	0	0
O		0	0	No	0	0	0
P		0	0	No	0	0	0
Q		0	0	No	0	0	0
R		0	0	No	0	0	0
S		0	0	No	0	0	0
T		0	0	No	0	0	0

Note:

* Report the CUSO's full/legal name.

** Is the CUSO wholly owned by your credit union? (Yes or No) (Acct. Code 833A-T)

*** Indicate in the box the number which describes the predominant service provided by the CUSO: (Acct. Code 834A-T)

1 = Mortgage Processing 2 = EDP Processing 3 = Shared Branching 4 = Insurance Services 5 = Investment Services 6 = Auto Buying, Leasing, Indirect Lending 7 = Credit Cards 8 = Trust Services 9 = Item Processing 10

= Tax Preparation 11 = Travel 12 = Other 13 = Business Lending 14 = Title Insurance

**** How is the investment in the CUSO accounted for on the credit union's financial statements: 1 = consolidation, 2 = equity method, 3 = cost method (Acct. Code 837A-T)

December 2006

NCUA 5300

- [Liabilities, Shares & Equity](#)
- [Income and Expenses](#)
- [Loan Information](#)
- [Information Systems & Technology](#)
- [Miscellaneous Information](#)
- [Schedule A - Real Estate Loans/Lines of Credit](#)
- [Schedule B - Member Business Loans](#)
- [Schedule C - Investments, Cash on Deposit & Cash Equivalents](#)
- [Schedule D - CUSO Information](#)
- [Schedule E - Borrowings](#)
- [Schedule F - Savings](#)
- [Schedule G - Off-Balance Sheet Commitments](#)
- [PCA Net Worth Calculation Worksheet](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

STATEMENT OF FINANCIAL CONDITION AS OF December 31, 2005

Credit Union Name: **CITADEL**

December 2005

Federal Charter/Certificate Number: **02099**

This page must be completed by all credit unions.

ASSETS:	Amount	Acct. Code				
CASH: For data collection purposes, amounts reported for items 2 and 3 will be included on <i>Schedule C - Investments, Cash on Deposit and Cash Equivalents</i> on page 12 and 13.						
1. Cash on Hand (Coin and Currency)	6,723,382	730A				
2. Cash on Deposit (Amounts Deposited in Financial Institutions)	Amount	Acct. Code				
a. Cash on Deposit in Corporate Credit Unions	2,332,641	730B1				
b. Cash on Deposit in Other Financial Institutions	58,602,462	730B2				
c. Total Cash on Deposit (Amounts Deposited in Financial Institutions)	60,935,103	730B				
3. Cash Equivalents (Investments with Original Maturities of Three Months or Less)	0	730C				
INVESTMENTS: If any investments listed below have a remaining maturity or repricing interval of more than 1 year (exclusive of items 8 and 9), or if your credit union reports amounts for items 4, 5, 6, or 11, complete <i>Schedule C - Investments, Cash on Deposit and Cash Equivalents</i> on page 12 and 13.						
4. Trading Securities	0	965				
5. Available for Sale Securities	16,463,276	797E				
6. Held-to-Maturity Securities	160	796E				
7. Deposits in Commercial Banks, S&Ls, Savings Banks	0	744C				
8. Membership Capital at Corporate Credit Unions	1,789,117	769A				
9. Paid-In Capital at Corporate Credit Unions	0	769B				
10. All Other Investments in Corporate Credit Unions	0	652C				
11. All Other Investments	4,593,846	767				
12. TOTAL INVESTMENTS (Sum of items 4-11)	22,846,399	799I				
LOANS HELD FOR SALE: See Instructions.						
13. Loans Held for Sale	0	003				
LOANS & LEASES: If your credit union has any real estate loans outstanding or has originated any real estate loans during the reporting period, complete <i>Schedule A - Real Estate Loans</i> on page 9. If your credit union has any member business loans outstanding or has originated any member business loans during the reporting period, complete <i>Schedule B - Member Business Loans</i> on page 11.						
	Interest Rate	Acct. Code	Number of Loans	Acct. Code	Amount	Acct. Code
14. Unsecured Credit Card Loans	9.90%	521	20,543	993	75,448,663	396
15. All Other Unsecured Loans/Lines of Credit	11.90%	522	6,227	994	25,749,403	397

16. New Vehicle Loans	7.20%	523	13,195	958	201,287,903	385
17. Used Vehicle Loans	7.20%	524	18,938	968	217,027,289	370
18. Total 1st Mortgage Real Estate Loans/Lines of Credit	6.25%	563	1,295	959	172,189,911	703
19. Total Other Real Estate Loans/Lines of Credit	7.25%	562	5,396	960	210,318,060	386
20. Leases Receivable	0.00%	565	0	954	0	002
21. Total All Other Loans/Lines of Credit	11.75%	595	403	963	9,247,075	698
22. TOTAL LOANS & LEASES (Sum of items 14-21)			65,997	025A	911,268,304	025B
23. Less: Allowance for Loan & Lease Losses					(8,595,696)	719
OTHER ASSETS: If your credit union reported investments in, or loans to Credit Union Service Organizations - item 28 below, complete <i>Schedule D - CUSO Information</i> on page 14.					Amount	Acct. Code
24. Foreclosed and Repossessed Assets					4,155,407	798A
25. Land and Building					8,225,351	007
26. Other Fixed Assets					3,431,908	008
27. NCUA Share Insurance Capitalization Deposit					7,787,074	794
28. Other Assets					23,148,175	009
29. TOTAL ASSETS (Sum of items 1-3, 12-13, 22, 23, and 24-28) (Must equal line 17 on page 3)					1,039,925,407	010

[Return to Top of Report](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

LIABILITIES, SHARES AND EQUITY

Credit Union Name: **CITADEL** December 2005 Federal Charter/Certificate Number: **02099**

This page must be completed by all credit unions.

LIABILITIES:	Amount	Acct. Code
1. Total Borrowings (Complete <i>Schedule E - Borrowings</i> , page 15)	70,000,000	860C
2. Accrued Dividends & Interest Payable on Shares & Deposits	143,811	820A
3. Accounts Payable and Other Liabilities	6,060,968	825

SHARES/DEPOSITS: If the credit union offers shares or deposits other than Regular Shares and Share Drafts, complete *Schedule F - Savings*, page 16.

	Dividend Rate	Acct. Code	Number of Accounts	Acct. Code	Amount	Acct. Code
4. Share Drafts	0.25%	553	56,160	452	109,754,756	902
5. Regular Shares	0.75%	552	140,840	454	158,420,596	657
6. All Other Shares and Deposits			42,140	465	602,420,374	919
7. TOTAL SHARES AND DEPOSITS (Sum of items 4-6)			239,140	460	870,595,726	018

EQUITY:	Amount	Acct. Code
8. Undivided Earnings	75,165,716	940
9. Regular Reserves	18,321,504	931
10. Appropriation for Non-Conforming Investments (SCU ONLY)	0	668
11. Other Reserves (Appropriations of Undivided Earnings)	0	658
12. Miscellaneous Equity	0	996
13. Accumulated Unrealized Gains (Losses) on <i>Available for Sale</i> Securities	-362,318	945
14. Accumulated Unrealized Net Gains (Losses) on Cash Flow Hedges	0	945A
15. Other Comprehensive Income (unless already included in item 13 or 14)	0	945B
16. Net Income (unless this amount is already included in item 8)	0	602
17. TOTAL LIABILITIES, SHARES AND EQUITY (Sum items 1-3 and 7-16) (Must equal line 29, Pg.2)	1,039,925,407	014

*If the credit union has any unused commitments, loans sold or swapped with recourse, or pending bond claims, complete *Schedule G - Off-Balance Sheet Commitments and Contingent Assets and Liabilities* on Page 17.*

NCUA INSURED SAVINGS COMPUTATION

Share and deposit as described in Part 745 of the NCUA Rules and Regulations, if they are authorized by state law, and issued to members (or nonmembers in the case of low-income designated credit unions), other credit unions, or public units. Do not include notes payable or other forms of borrowings.

	Amount	Acct. Code
A. Uninsured Member Shares and Deposits (see instructions for this line item)	108,160,803	065
B. Uninsured Nonmember Shares and Deposits (see instructions for this line item)	0	067
C. TOTAL UNINSURED SHARES AND DEPOSITS (A+B)	108,160,803	068

208

D. TOTAL INSURED SHARES AND DEPOSITS (item 7 less item C)	762,434,923	069
---	-------------	-----

[Return to Top of Report](#)
[View September 2005 Report](#)
[View Data Summary & Reports for CITADEL](#)
[View March 2006 Report](#)

INCOME AND EXPENSE

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

This page must be completed by all credit unions.

	Amount	Acct. Code
INTEREST INCOME: January 1, 2005 TO December 31, 2005		
1. Interest on Loans (Gross-before interest refunds)	55,393,234	110
2. (Less) Interest Refunded	(0)	119
3. Income from Investments (Including Interest and Dividends)	1,804,876	120
4. Trading Profits and Losses (Realized and Unrealized Gains/Losses)	0	124
5. TOTAL INTEREST INCOME (Sum of items 1-4)	57,198,110	115
INTEREST EXPENSE: January 1, 2005 TO December 31, 2005		
6. Dividends on Shares (Includes dividends earned during current period)	19,462,252	380
7. Interest on Deposits (Total interest expense for deposit accounts) (SCU ONLY)	0	381
8. Interest on Borrowed Money	1,797,948	340
9. TOTAL INTEREST EXPENSE (Sum of items 6-8)	21,260,200	350
10. Provision for Loan & Lease Losses	9,023,051	300
11. NET INTEREST INCOME AFTER PROVISION FOR LOAN & LEASE LOSSES (Item 5 less item 9 less item 10)	26,914,859	116
NON-INTEREST INCOME: January 1, 2005 TO December 31, 2005		
12. Fee Income	4,761,421	131
13. Other Operating Income (include unconsolidated CUSO Income)	6,641,498	659
14. Gain (Loss) on Investments (DO NOT include Gain or Loss on Trading Securities)	0	420
15. Gain (Loss) on Disposition of Fixed Assets	99,999	430
16. Other Non-Operating Income (Expense)	64,308	440
17. TOTAL NON-INTEREST INCOME (Sum of items 12-16)	11,567,226	117
NON-INTEREST EXPENSE: January 1, 2005 TO December 31, 2005		
18. Employee Compensation and Benefits	15,756,966	210
19. Travel and Conference Expense	337,626	230
20. Office Occupancy Expense	1,906,933	250
21. Office Operations Expense	5,399,134	260
22. Educational and Promotional Expense	1,443,339	270
23. Loan Servicing Expense	2,054,041	280
24. Professional and Outside Services	3,376,473	290
25. Member Insurance	0	310
26. Operating Fees (Examination and /or supervision fees)	153,698	320
27. Miscellaneous Operating Expenses	460,229	360
28. TOTAL NON-INTEREST EXPENSE (Sum of items 18-27)	30,888,439	671
29. NET INCOME (LOSS) (line 11 plus line 17 less line 28)	7,593,646	661A
RESERVE TRANSFERS: January 1, 2005 TO December 31, 2005		
30. Transfer to Regular Reserve	0	393

[Return to Top of Report](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

LOAN INFORMATION

Credit Union Name: CITADEL December 2005 Federal Charter/Certificate Number: 02099

<i>This page must be completed by all credit unions.</i>				
ALL DELINQUENT LOANS (INCLUDING CREDIT CARDS) AND LEASES AS OF December 31, 2005				
	Number	Acct. Code	Amount	Acct. Code
1. 1 month to less than 2 months delinquent	1,256	020A	16,218,585	020B
1a. 2 to less than 6 months delinquent	922	021A	9,614,243	021B
2. 6 to less than 12 months delinquent	311	022A	4,251,431	022B
3. 12 months and over delinquent	4	023A	174,816	023B
4. TOTAL DELINQUENT (TWO OR MORE MONTHS)	1,237	041A	14,040,490	041B
DELINQUENT CREDIT CARD LOANS AS OF December 31, 2005				
	Number	Acct. Code	Amount	Acct. Code
5. 1 month to less than 2 months delinquent	223	024A	1,085,347	024B
5a. 2 to less than 6 months delinquent	259	026A	1,346,609	026B
6. 6 to less than 12 months delinquent	38	027A	216,850	027B
7. 12 months and over delinquent	0	028A	0	028B
8. TOTAL DELINQUENT (TWO OR MORE MONTHS)	297	045A	1,563,459	045B
MISCELLANEOUS LOAN INFORMATION				
	Number	Acct. Code	Amount	Acct. Code
9. Loans Purchased from Other Financial Institutions Year-to-Date	0	614	0	615
10a. Indirect Loans - Point of Sale Arrangement	27,029	617B	366,611,470	618B
10b. Indirect Loans - Outsourced Lending Relationship	0	617C	0	618C
10c. TOTAL OUTSTANDING INDIRECT LOANS	27,029	617A	366,611,470	618A
11. Loans Outstanding to Credit Union Officials and Senior Executive Staff	75	995	2,443,220	956
12. Loans Granted Year-to-Date	14,743	031A	313,595,116	031B
13. Total Amount of All Loans Charged Off Year-to-Date			7,422,159	550
14. Total Amount of All Year-to-Date Recoveries on Charged-Off Loans			632,649	551
15. Total Amount of Credit Card Loans Charged Off Year-to-Date			2,385,872	680
16. Total Amount of Year-to-Date Recoveries on Credit Card Loans Charged Off			183,154	681
17. Total Amount of All Loans Charged Off due to Bankruptcy, Year-to-Date (Include both Chapter 7 and Chapter 13 Bankruptcy Loan Charge-offs)			1,812,873	682
18. Number of members with loans in your credit union who have filed for:				
a. Chapter 7 Bankruptcy Year-to-Date			695	081
b. Chapter 13 Bankruptcy Year-to-Date			124	082
19. Total of outstanding loan balances subject to bankruptcies identified in item 18a. and 18b.			3,729,268	971
	Number	Acct. Code	Amount	Acct. Code

20. a. Participation Loans Outstanding	0	619A	0	619
b. Participation Loans Purchased Year-to-Date	0	690A	0	690
c. Participation Loans Sold Year-to-Date	0	691A	0	691

[Return to Top of Report](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

INFORMATION SYSTEMS & TECHNOLOGY

Credit Union Name: CITADEL December 2005 Federal Charter/Certificate Number: 02099

This page must be completed by all credit unions.							
							Acct. Code
1. Indicate in the box at the right the number of the statement below which best describes the system the credit union uses to maintain its share and loan records: 1=Manual System (No Automation) 2=Vendor Supplied In-House System 3=Vendor On-Line Service Bureau 4=CU Developed In-House System 5=Other							2 076
2. Indicate in the box below the name of the primary share and loan information processing vendor.							
USERS, INC (FISERV)							
3. How do your members access / perform electronic financial services (select all that apply):							
Home Banking Via Internet Website	Yes	886A	Audio Response / Phone Based	Yes	886D	Kiosk	Yes 886F
Wireless	No	886B	Automatic Teller Machine (ATM)	Yes	886E	Other	No 886G
Home Banking Via Direct Dial-Up/PC Based	Yes	886C					
4. What financial services do you offer electronically (select all that apply):							
Member Application	Yes	887A	New Share Account	No	887E	Share Account Transfers	Yes 887I
New Loan	Yes	887B	Loan Payments	Yes	887F	Bill Payment	Yes 887J
Account Balance Inquiry	Yes	887C	View Account History	Yes	887G	Download Account History	Yes 887K
Share Draft Orders	Yes	887D	Merchandise Purchase	No	887H	Electronic Cash	No 887L
Account Aggregation	No	887M	Internet Access Services	No	887N	Electronic Signature Authentication / Certification	No 887P
Other (please specify)							887Z
5. If your credit union has a World Wide Website address, please provide it in the box							891
www.citadelfcu.org							
6. If you have a world wide website, please indicate the type (select only one): 1=Informational 2=Interactive 3=Transactional							3 892A
7. If you have a transactional world wide website, how many members use it							39,064 892B
8. If you have a transactional website, please provide the name of the primary vendor used to deliver such services							USERS, INC. 892C
9. If you do not have a website, do you plan to add one in the future (Yes/No)							No 889
a. If yes to #9, in how many months							0 889A
b. If yes to #9, what type of site (select only one): 1=Informational 2=Interactive 3=Transactional							0 889B
10. Does the credit union have internet access? (Yes/No)							Yes 903
11. Does the credit union have FedWire? (Yes/No)							Yes 904

12. If the credit union processes ACH transactions, is it an Originating Depository Financial Institution? (Yes/No)	Yes	905
13. If the credit union processes ACH transactions, is it a Receiving Depository Financial Institution? (Yes/No)	Yes	906

Return to Top of Report

View September 2005 Report

View Data Summary & Reports for CITADEL

View March 2006 Report

MISCELLANEOUS INFORMATION

Credit Union Name: **CITADEL** December 2005 Federal Charter/Certificate Number: **02099**

<i>This page must be completed by all credit unions.</i>		
		Acct. Code
1. Indicate in the box at the right the number of the description below that best characterizes the last audit performed of your credit union's records: 1=Financial statement audit performed by state licensed persons 2=Balance sheet audit performed by state licensed persons 3=Examinations of internal controls over call reporting performed by state licensed persons 4=Supervisory Committee audit performed by state licensed persons 5=Supervisory Committee audit performed by other external auditors 6=Supervisory Committee audit performed by the supervisory committee or designated staff	1	064
Effective date of last audit (Month / Year)	06/2004	063
2. Effective date of the most recent Supervisory Committee verification of Members' accounts (Month / Year)	06/2004	603
3. Does your credit union maintain share/deposit insurance coverage in addition to the NCUSIF? (Do not include Life Saving and Borrowers' Protection Insurance or Surety Bond Coverage.) (Yes or No)	No	875
If so, indicate the name of the insurance company		876
Dollar amount of shares and/or deposits insured by the company named above	0	877
4. Number of current members (not number of accounts)	116,814	083
5. Number of potential members	542,000	084
6. Number of credit union employees who are:		
a. Full-Time (26 hours or more)	308	564A
b. Part-Time (25 hours or less per week)	24	564B
7. New programs or service offerings (878A - 878O):		
1. None (878A)	Yes	6. Risk Based Loans (878G)
2. Indirect Lending (878B)	No	7. Direct Financing Leases (878H)
3. Member Business Loans (878D)	No	8. ATM / Debit Card Program (878I)
4. Participation Loans (878E)	No	9. Mortgage Processing (878J)
5. Real Estate Loans (878F)	No	10. New CUSO (878K)
		11. Data Processing Conversion (878L)
		12. Insurance / Investment Sales (878M)
		13. Debt Cancellation / Suspension Program (878O)
		14. Other (878N)
	Number	Acct. Code
8. Credit Union Member Service Branch Information		
a. Number of credit union maintained branches located in the United States and its territories and foreign countries	13	566
b. Does your credit union provide member services through a credit union shared branch services center? (Yes or No)	No	566A

9. Congressional Reporting Requirement		
a. Dollar amount of loans with interest rates that exceed 15%	15,648,462	567
b. Aggregate weighted average interest rate for the loans with interest rates that exceed 15%	16.79%	568

[Return to Top of Report](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

SCHEDULE A REAL ESTATE LOANS/LINES OF CREDIT

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

Complete this schedule if your credit union has any real estate loans outstanding or has originated any real estate loans during the reporting period. Include member business loans secured by real estate.

REAL ESTATE LOANS AND LINES OF CREDIT	Number of Loans Outstanding	Acct. Code	Amount of Loans Outstanding	Acct. Code	Number of Loans Granted Year-to-Date	Acct. Code	Amount of Loans Granted Year-to-Date	Acct. Code
FIRST MORTGAGE								
1. Fixed Rate, A. > 15 Years	458	972a	70,882,195	704a	173	982a	26,971,018	720a
B. 15 Years or Less	689	972b	75,585,230	704b	94	982b	11,754,577	720b
2. Balloon/Hybrid A. > 5 Years	76	972c	14,073,907	704c	58	982c	4,035,700	720c
B. 5 Years or Less	14	972d	2,727,859	704d	0	982d	0	720d
3. Other Fixed Rate	0	972e	0	704e	0	982e	0	720e
4. Adjustable Rate 1 Year or Less	50	973a	6,933,754	705a	0	983a	0	721a
5. Adjustable Rate > 1 Year	8	973b	1,986,966	705b	1	983b	114,300	721b
OTHER REAL ESTATE								
6. Closed End Fixed Rate	3,198	974	129,254,096	706	599	984	25,155,350	722
7. Closed-End Adjustable Rate	0	975	0	707	0	985	0	723
8. Open-End Adjustable Rate	2,198	976	81,063,964	708	705	986	48,338,949	724
9. Open-End Fixed Rate	0	976b	0	708b	0	986b	0	724b
10. Other	0	977	0	709	0	987	0	725
11. TOTALS (each column)	6,691	978	382,507,971	710	1,630	988	116,369,894	726
DELINQUENT REAL ESTATE LOANS AND LINES OF CREDIT			Amount		Acct. Code	Amount		Acct. Code
			Fixed Rate/Balloon/Hybrid			Adjustable Rate		
12. Amount of First Mortgage Loans/LOC								
A. 1 to less than 2 months delinquent			1,049,145		751	0		771
B. 2 to less than 6 months delinquent			189,996		752	0		772
C. 6 to less than 12 months delinquent			310,843		753	0		773
D. 12 months or more delinquent			133,493		754	0		774
E. TOTAL (Sum of item 12, A+B+C+D)			1,683,477		713	0		714
13. Amount of Other Real Estate Loans/LOC								

A. 1 to less than 2 months delinquent	812,272	755	496,939	775
B. 2 to less than 6 months delinquent	107,809	756	22,223	776
C. 6 to less than 12 months delinquent	95,629	757	0	777
D. 12 months or more delinquent	7,753	758	0	778
E. TOTAL (Sum of item 13, A+B+C+D)	1,023,463	715	519,162	716
REAL ESTATE LOANS/LINES OF CREDIT CHARGE-OFFS AND RECOVERIES	Charged Off Year-to-Date	Acct. Code	Recovered Year-to-Date	Acct. Code
14. Amount of First Mortgage Loans/LOC	0	548	0	607
15. Amount of Other Real Estate Loans/LOC	0	549	1,406	608
MISCELLANEOUS REAL ESTATE LOANS/LINES OF CREDIT INFORMATION			Amount	Acct. Code
16. Allowance for Losses on All Real Estate Loans			30,374	731
17. Portion of Real Estate Loans included in line 11 of page 9 which are also reported as business loan on lines 1 and 2 of page 11			12,610,965	718a
18. Total Amount of All First Mortgage Loans which have been sold in the secondary market year-to-date			26,740,118	736
19. Amount of Real Estate Loans Outstanding that will contractually refinance, reprice or mature within the next 5 years and that are not reported on line 17			120,741,220	712
20. Amount of real estate loans sold but serviced by the credit union			175,020,754	779a
21. Mortgage Servicing Rights			1,023,066	779

Return to Top of Report

View September 2005 Report

View Data Summary & Reports for CITADEL

View March 2006 Report

**SCHEDULE B
MEMBER BUSINESS LOANS**

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

Complete this schedule if your credit union has any business loans or participations outstanding or has originated or purchased any business loans during the reporting period.

BUSINESS LOANS	Number of Loans Outstanding	Acct. Code	Amount	Acct. Code	Number of Loans Granted or Purchased Year-to- Date	Acct. Code	Amount Granted or Purchased Year-to- Date	Acct. Code
1. Member Business Loans	74	900A	12,610,965	400A	35	090A	4,670,004	475A
2. Purchased business loans or participation interests to nonmembers	0	900B	0	400B	0	090B	0	475B
3. Construction and Development Loans	15	143A	4,350,745	143B	14	143C	4,614,288	143D
4. Unsecured Business Loans	0	900C	0	400C	0	090C	0	475C
5. Purchased business loans or participation interests to members	0	900D	0	400D	0	090D	0	475D
6. Agricultural Related Business Loans	0	961A	0	042A	0	099A	0	463A

DELINQUENT BUSINESS LOANS	Number	Acct. Code	Amount	Acct. Code
7. Delinquent Business Loan Balance				
A. 1 to less than 2 months delinquent	2	126F	12,899	126A
B. 2 to less than 6 months delinquent	1	126G	115,515	126B
C. 6 to less than 12 months delinquent	0	126H	0	126C
D. 12 months or more delinquent	0	126I	0	126D
E. TOTAL (Sum of item 7, A+B+C+D)	3	126J	128,414	126E

BUSINESS LOAN CHARGE-OFFS AND RECOVERIES	Amount Charged Off Year-to- Date	Acct. Code	Amount Recovered Year-to- Date	Acct. Code
8. Amount of Business Loans	0	133	0	135

MISCELLANEOUS BUSINESS LOAN INFORMATION	Number	Acct. Code	Amount	Acct. Code
9. Business Loans and Participations sold Year-to-Date	0	691B	0	691C
10. Small Business Administration Loans Outstanding	0	900F	0	400F

RISK BASED NET WORTH (RBNW) for credit unions with assets greater than \$10,000,000			
	Amount	Acct. Code	
11. Loans and participation interests qualifying for RBNW	16,961,710	400	

219

12. Unfunded commitments for loans and participation interests qualifying for RBNW	0	814B
13. Amount of Real Estate Loans included in line 11 of page 9 also reported as loans and participation interests qualifying for RBNW on line 11 above	0	718

Return to Top of Report

View September 2005 Report

View Data Summary & Reports for CITADEL

View March 2006 Report

SCHEDULE C INVESTMENTS, CASH ON DEPOSIT AND CASH EQUIVALENTS

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

Complete this schedule if any investments have a remaining maturity or repricing interval of more than 1 year (exclusive of Membership Capital and Paid-In Capital at Corporate Credit Unions) or if amounts are reported on page 1, lines 4, 5, 6, or 11.

TYPES OF INVESTMENTS	Amount	Acct. Code
1. Sum of items 2c, 3, 7, 8, 9, and 10 from page 1	62,724,220	768
2. U.S. Government Obligations	0	741C
3. Federal Agency Securities	16,463,436	742C
4. Mutual Funds & Common Trust Investments	0	743C
5. Credit Unions - Deposits in and Loans to	50,000	672C
6. Other Investments	4,543,846	655C
7. TOTAL INVESTMENTS, CASH ON DEPOSIT AND CASH EQUIVALENTS (Must equal the sum of amounts reported on page 1, items 2c, 3, & 12.)	83,781,502	799

CLASSIFICATION OF INVESTMENTS, CASH ON DEPOSIT AND CASH EQUIVALENTS

	A. ≤ 1 Year	B. >1 - 3 Years	C1. >3-5 Years	C2. >5-10 Years	D. > 10 Years	E: Total Amount	Acct. Code
8. Investments Not Subject to SFAS 115	60,935,103	5,874,817	0	0	508,146	67,318,066	745
SFAS 115 Investments:							
9. Held to Maturity	12	148	0	0	0	160	796
10. Available for Sale	4,994,476	10,262,615	596,804	609,381	0	16,463,276	797
11. Trading	0	0	0	0	0	0	965
12. TOTALS	65,929,591	16,137,580	596,804	609,381	508,146	83,781,502	799

MORTGAGE-RELATED SECURITIES

Amount Acct. Code

Items 13, 14 and 15 should also be included on the appropriate lines within the sections for Types of Investments and Classification of Investments, items 1-7 and 8-12.

13. Mortgage Pass-Through Securities	556,409	732
14. Collateralized Mortgage Obligations/Real Estate Mortgage Investment Conduits (CMOs/REMICs)	3,418,216	733
15. Commercial Mortgage Related Securities	0	733A

INVESTMENTS MEETING SPECIFIC CRITERIA OF PART 703 (FCU ONLY)

16. Non-Mortgage Related Securities with Embedded Options or Complex Coupon Formulas	0	786A
17. Non-Mortgage Related Securities with Maturities Greater than Three Years that <u>Do Not</u> have Embedded Options or Complex Coupon Formulas	160	786B
18. Total of Securities Meeting the Requirements of Section 703.12(b) (Sum of items 13-17)	3,974,785	786
19. Total of Deposits and Shares Meeting the Requirements of Section 703.10(a)	0	785
20. Market Value of Investments Purchased Under an Investment Pilot Program - 703.19	0	785a

MISCELLANEOUS INVESTMENT INFORMATION

21. Fair Value of Held to Maturity Investments (reported in item 9)	160	801
22. Investment Repurchase Agreements	0	780
23. Borrowing Repurchase Transactions Placed in Investments for Purposes of Positive Arbitrage	0	781
24. Investments Not Authorized by the FCU Act or NCUA Rules and Regulations (SCU ONLY)	0	784
25. Outstanding balance of brokered certificates of deposit and share certificates	0	788

Return to Top of Report

View September 2005 Report

View Data Summary & Reports for CITADEL

View March 2006 Report

SCHEDULE D CREDIT UNION SERVICE ORGANIZATION (CUSO) INFORMATION

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

DON'T MAKE ENTRIES ON THIS FORM UNLESS YOUR CREDIT UNION HAS A LOAN TO OR INVESTMENT IN A CUSO

Complete a separate line of information for each CUSO in which you have a loan or an investment, regardless of whether your credit union wholly owns the CUSO, has a "controlling financial interest", has the "ability to exert significant influence" or owns only a smaller portion of the CUSO. If you have a loan or investment in more than 15 CUSOs and file manually, please continue on a copy of this form.

	Name of CUSO (Acct. 830A-T)*	Value of Investment in CUSO (Acct. 831A-T)	Amount loaned to CUSO (Acct. 832A-T)	**	***	****	Aggregate Cash Outlay in CUSO (Acct. 836A-T)
A	Member Financed Auto, LLC	0	0	Yes	6	1	0
B	The Citadel Agency, LLC	0	114,971	Yes	4	1	0
C	CUSO Financial Services, LP	272,771	0	No	5	1	0
D	Payment Systems for Credit Unions	183,292	0	No	7	1	0
E		0	0	No	0	0	0
F		0	0	No	0	0	0
G		0	0	No	0	0	0
H		0	0	No	0	0	0
I		0	0	No	0	0	0
J		0	0	No	0	0	0
K		0	0	No	0	0	0
L		0	0	No	0	0	0
M		0	0	No	0	0	0
N		0	0	No	0	0	0
O		0	0	No	0	0	0
P		0	0	No	0	0	0
Q		0	0	No	0	0	0
R		0	0	No	0	0	0
S		0	0	No	0	0	0
T		0	0	No	0	0	0

Note:

* Report the CUSO's full/legal name.

** Is the CUSO wholly owned by your credit union? (Yes or No) (Acct. Code 833A-T)

*** Indicate in the box the number which describes the predominant service provided by the CUSO: (Acct. Code 834A-T)

1 = Mortgage Processing 2 = EDP Processing 3 = Shared Branching 4 = Insurance Services 5 = Investment Services 6 = Auto Buying, Leasing, Indirect Lending 7 = Credit Cards 8 = Trust Services 9 = Item Processing 10 = Tax Preparation 11 = Travel 12 = Other 13 = Business Lending

**** How is the investment in the CUSO accounted for on the credit union's financial statements: 1 = consolidation, 2 = equity method, 3 = cost method (Acct. Code 837A-T)

[Return to Top of Report](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

SCHEDULE E BORROWINGS

Credit Union Name: **CITADEL** December 2005 Federal Charter/Certificate Number: **02099**

Complete questions 1 through 7 if there is an amount reported on page 3, line 1 (Total Borrowings). All credit unions must answer question 8, if applicable, and questions 9 through 11.

The amount reported below on item 6C must equal the amount reported on page 3, line 1.

DISTRIBUTION OF BORROWINGS	A. Amount Less than 1 Year	B1. Amount 1 to 3 Years	B2. Amount More than 3 Years	C. Total Amount	Acct. Code
1. Draws Against Lines of Credit	0	0	5,000,000	5,000,000	883C
2. Other Notes, Promissory Notes and Interest Payable	35,000,000	30,000,000	0	65,000,000	011C
3. Borrowing Repurchase Transactions	0	0	0	0	058C
4. Subordinated Debt	0	0	0	0	867C
5. Uninsured Secondary Capital		0	0	0	925
6. TOTALS (each column)	35,000,000	30,000,000	5,000,000	70,000,000	860C

MISCELLANEOUS BORROWINGS INFORMATION	Amount	Acct. Code
--------------------------------------	--------	------------

7. Amount of Borrowings Subject to Early Repayment at Lender's Option	0	865A
---	---	------

CREDIT AND BORROWING ARRANGEMENTS	Amount	Acct. Code
-----------------------------------	--------	------------

8. Lines of Credit.	8a. Total Lines of Credit	40,000,000	881
	8b. Total Committed Credit Lines	0	882

	Yes	Acct. Code
9. Is your credit union a member of a Federal Home Loan Bank? (Yes or No)	Yes	896
10. Has your credit union filed an application to borrow from the Federal Reserve Bank Discount Window? (Yes or No)	Yes	897
11. Has your credit union pre-pledged collateral with the Federal Reserve Bank Discount Window? (Yes or No)	Yes	898

[Return to Top of Report](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

SCHEDULE F SAVINGS

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

Complete this schedule if your credit union offers any type of share or deposit accounts other than Regular Shares and Share Drafts. Report by the remaining maturity. If there is an amount reported on page 3, line 6, this schedule must be completed.

DISTRIBUTION OF SAVINGS	A. Amount Less than 1 Year	B1. Amount 1 to 3 Years	B2. Amount More than 3 Years	C.Total Amount	Acct. Code	Total Number of Accounts	Acct. Code
1. Sum of items 4 and 5 from page 3	268,175,352			268,175,352	918	197,000	466
2. Money Market Shares	252,837,927			252,837,927	911	11,013	458
3. Share Certificates	134,068,965	73,299,987	52,848,624	260,217,576	908C	17,878	451
4. IRA/KEOGH Accounts	33,161,822	17,985,297	20,312,809	71,459,928	906C	8,274	453
5. All Other Shares.	541,956	0	0	541,956	630	4,814	455
6. TOTAL SHARES.	688,786,022	91,285,284	73,161,433	853,232,739	013	238,979	966
7. Non-Member Deposits	2,782,986	7,932,001	6,648,000	17,362,987	880	161	457
8. TOTAL SHARES AND DEPOSITS	691,569,008	99,217,285	79,809,433	870,595,726	018	239,140	460
DIVIDEND/INTEREST RATES						Rate	Acct. Code
9. Money Market Shares with Minimum Balance Requirement, Withdrawal Limitations, and no Fixed Maturity						2.47%	532
10. Share Certificates with 1 Year Maturity						3.93%	547
11. IRA/KEOGH and Retirement Accounts						2.47%	554
12. Non-Member Deposits						4.00%	599
13. All Other Shares						0.75%	585
MISCELLANEOUS SAVINGS INFORMATION							
14. Brokered Deposits						17,362,987	459
15. Does the credit union offer overdraft Lines of Credit? (Yes/No)						Yes	459A

[Return to Top of Report](#)

[View September 2005 Report](#)

[View Data Summary & Reports for CITADEL](#)

[View March 2006 Report](#)

SCHEDULE G OFF-BALANCE SHEET COMMITMENTS AND CONTINGENT ASSETS AND LIABILITIES

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

If your credit union has any unused commitments, loans sold or swapped with recourse, or pending bond claims, this schedule must be completed.

	Amount	Acct. Code
1. Unfunded Commitments for Business Loans		
A. Commercial Real Estate, Construction and Land Development	0	814
B. Other Unfunded Business Loan Commitments	0	814A
2. Unfunded Commitments for All Remaining Loans (Non-Business Loans)		
A. Revolving Open-End Lines Secured by 1-4 Family Residential Properties	72,871,154	811
B. Credit Card Lines	176,400,761	812
C. Outstanding Letters of Credit	0	813
D. Unsecured Share Draft Lines of Credit	10,298,525	815
E. Overdraft Protection Program Commitments	32,812,300	822
F. Other Unfunded Commitments	0	816
3. Loans Transferred with Recourse	0	819
4. Pending Bond Claims	0	818

[Return to Top of Report](#)
[View September 2005 Report](#)
[View Data Summary & Reports for CITADEL](#)
[View March 2006 Report](#)

PCA NET WORTH CALCULATION WORKSHEET

Credit Union Name: CITADEL

December 2005

Federal Charter/Certificate Number: 02099

- No credit union is required to provide input on this page unless it has chosen an alternative total assets option offered on lines 9 through 11 to calculate Net Worth or have elected to calculate an alternative Risk Based Net Worth ratio.
- Electronic Filers: Information entered on preceding schedules will populate line items below on the PC 5300 Automated System, excluding optional items 9, 10 and 11.
- Manual Call Report Filers: Leave this page blank or use it as a manual net worth calculation worksheet.

NET WORTH TO TOTAL ASSETS RATIO

NUMERATOR: NET WORTH	Amount	Acct. Code
1. Undivided Earnings	75,165,716	940
2. Regular Reserves	18,321,504	931
3. Appropriation for Non-Conforming Investments (SCU ONLY)	0	668
4. Other Reserves (Appropriations of Undivided Earnings)	0	658
5. Uninsured Secondary Capital (Low Income Designated Credits Unions Only)	0	925
6. Net Income (unless this amount is already included in Undivided Earnings)	0	602
7. TOTAL NET WORTH (Sum of items 1-6)	93,487,220	997
DENOMINATOR: TOTAL ASSETS		
8. Total Assets (quarter-end)	1,039,925,407	010

Total Assets Elections (Optional)

Retain line 8 quarter-end total assets above as net worth ratio denominator, or select one of the total assets computation options below by inputting the result in the appropriate line item. Line 12 below will compute your net worth ratio using line 8 quarter-end total assets as your denominator unless you enter an amount in line 9, 10 or 11.

9. Average of Daily Assets over the calendar quarter	0	010A
10. Average of the three month-end balances over the calendar quarter	0	010B
11. Average of the current and three preceding calendar quarter-end balances	0	010C
12. Net Worth Ratio (Line 7 divided by line 8, 9, 10 or 11)	8.98%	998
13 a. Risk Based Net Worth (RBNW) Requirement (Standard Calculation)	N/A	999
b. Risk Based Net Worth (RBNW) Alternative Method under Section 702.107	0.00%	999A
14. Net Worth Classification if credit union is not <i>new</i> . (Based upon Call Report data only. See instructions)	Well Capitalized	700
15. Net Worth Classification if credit union is a <i>new</i> credit union. <i>New</i> means credit union is less than \$10 million in assets and was chartered in the last 10 years. (Based upon Call Report data only. See instructions)	Well Capitalized	701

December 2005

NCUA 5300

Category	2007 Actual	(b)(4)
Assets	2007	
Cash and Equivalents	13,143,941	
Investments	64,966,317	
Consumer Loans	489,479,709	
Home Equity Loans	65,231,995	
Real Estate Loans	388,424,797	
Total Loans	943,136,501	
ALLL	9,103,387	
Fixed Assets	15,533,010	
All Other Assets	29,909,353	
Total Assets	1,057,585,735	
Liabilities and Capital	2007	
Total Liabilities	47,191,090	(b)(4)
Regular Shares	102,460,513	
Checking	114,035,510	
Money Market	300,574,131	
IRA Deposits	77,697,603	
Certificates	306,551,246	
Total Shares and Deposits	901,319,003	
Retained Earnings	109,094,078	
Other Reserves	-18,436	
Total Liabilities and Equity	1,057,585,735	
Net Worth Ratio	10.32%	

	2007 Actual
Loan Income	67,931,187
Investment Income	1,807,677
Other Income	16,367,650
Total Income	86,106,514
Salaries and Benefits	19,094,734
Total Other Expenses	18,263,029
Provision for Loan Losses	8,167,972
Cost of Funds	29,602,811
Net Income	10,977,968
Return on Average Assets	1.07%

(b)(4)

DemographicsNow

A Product of SRC

Date: 02/19/08

Current Geography Selection: (5 Selected) Counties: Bucks County, Chester County, Delaware County...

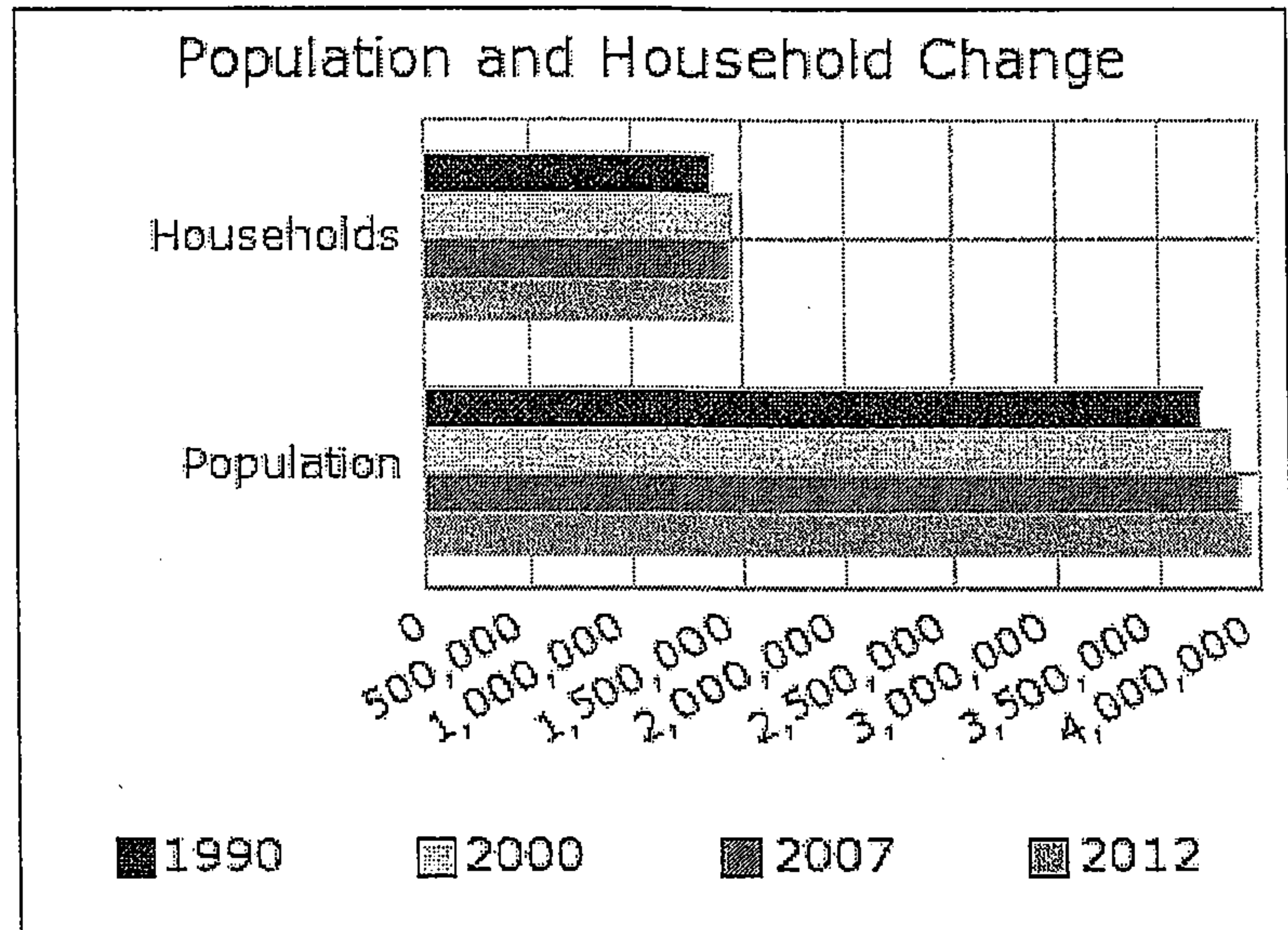
Your title for this geography: Citadel FCU Community

Executive Summary Report with Charts

Population Demographics:

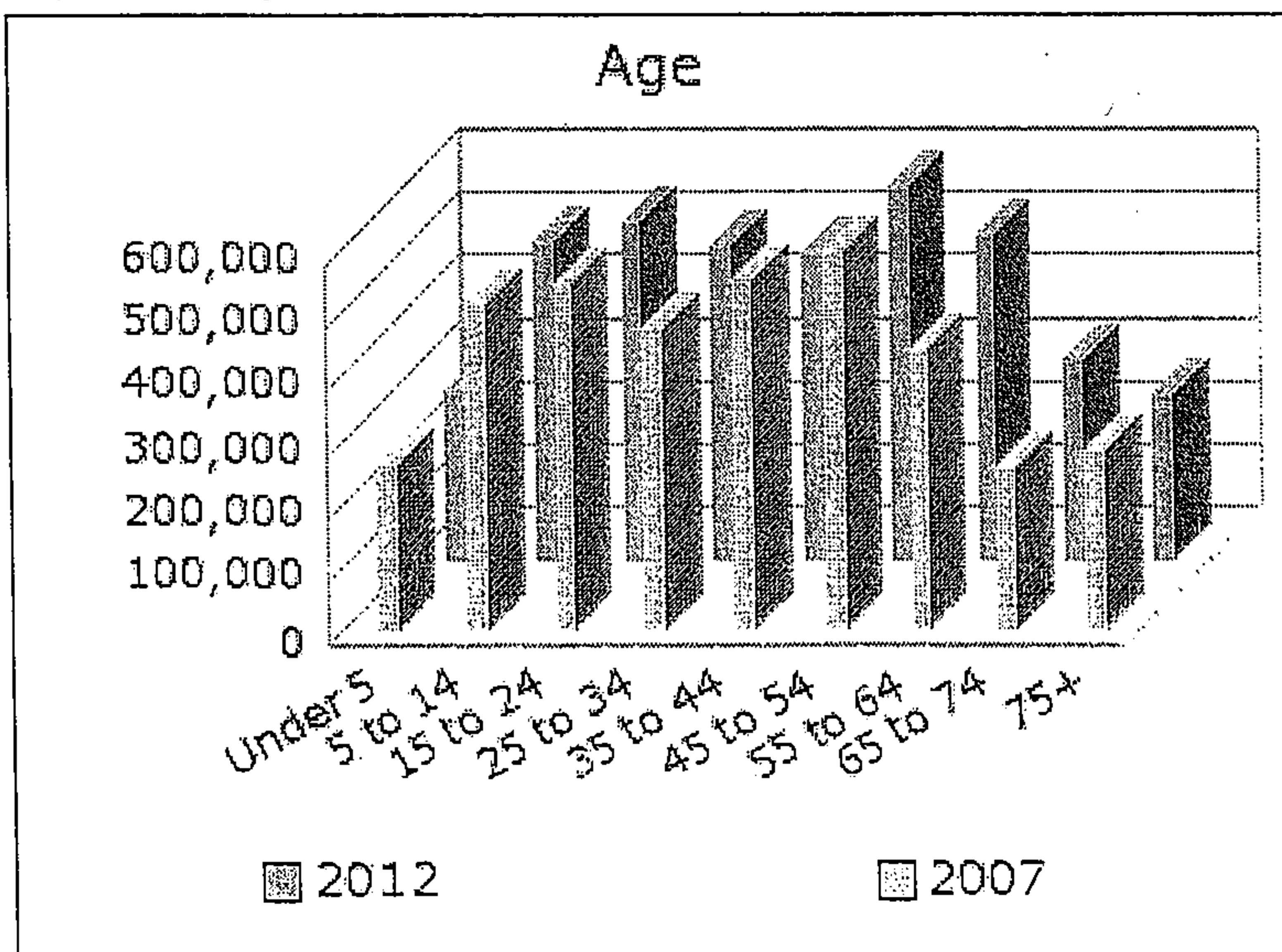
The number of households in the study area in 1990 was **1,383,200** and changed to **1,459,118** in 2000, representing a change of **5.5%**. The household count in 2007 was **1,459,161** and the household projection for 2012 is **1,463,902**, a change of **0.3%**.

The population in the study area in 1990 was **3,728,909** and in 2000 it was **3,849,644**, roughly a **3.2%** change. The population in 2007 was **3,906,866** and the projection for 2012 is **3,947,387** representing a change of **1.0%**.



	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2000 to 2012
Total Population	3,728,909	3,849,644	3,906,866	3,947,387	3.2%	1.0%
Total Households	1,383,200	1,459,118	1,459,161	1,463,902	5.5%	0.3%

Population by Age

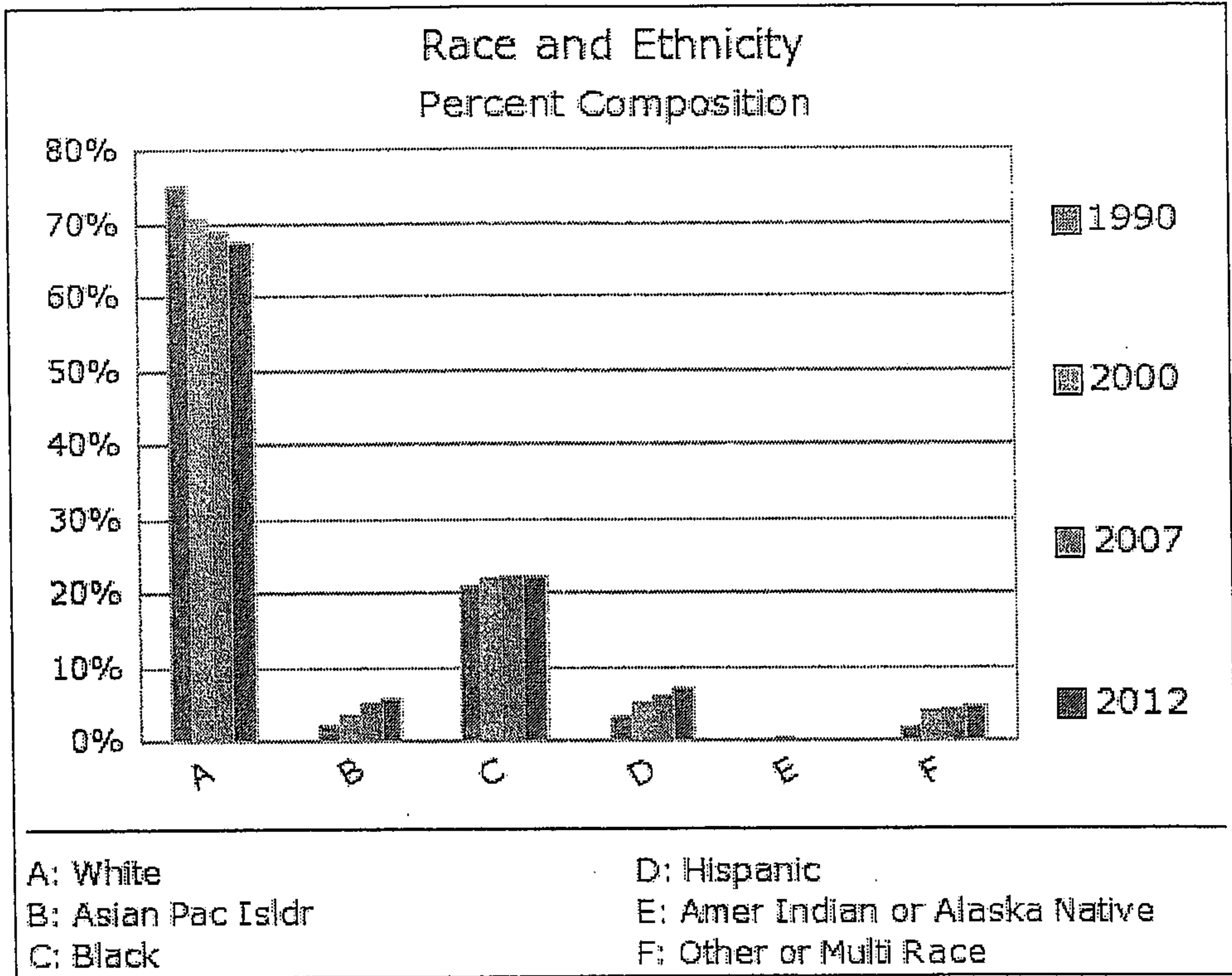


In 1990, the median age of the total population in the study area was **34.0**, and in 2000, it was **36.4**. The median age in 2007 is **38.3** and it is predicted to change in five years to **38.9** years. In 2007, females represented **51.9%** of the population with a median age of **39.8** and males represented **48.1%** of the population with a median age of **36.6** years. In 2007, the most prominent age group in this geography is **Age 45 to 54** years. The age group least represented in this geography is **65 to 74** years.

Age Groups	1990 Census	%	2000 Census	%	2007 Estimate	%	2012 Projection	%	Percent Change	
									1990 to 2000	2007 to 2012

0 to 4	267,691	7.2%	247,463	6.4%	260,409	6.7%	265,753	6.7%	-7.6%	2.1%
5 to 14	484,870	13.0%	562,458	14.6%	511,378	13.1%	501,227	12.7%	16.0%	-2.0%
15 to 19	246,519	6.6%	266,092	6.9%	277,865	7.1%	258,822	6.6%	7.9%	-6.9%
20 to 24	283,415	7.6%	238,657	6.2%	264,946	6.8%	275,010	7.0%	-15.8%	3.8%
25 to 34	645,250	17.3%	525,025	13.6%	472,353	12.1%	495,894	12.6%	-18.6%	5.0%
35 to 44	550,285	14.8%	622,138	16.2%	550,878	14.1%	482,405	12.2%	13.1%	-12.4%
45 to 54	378,048	10.1%	517,699	13.4%	593,581	15.2%	587,114	14.9%	36.9%	-1.1%
55 to 64	345,263	9.3%	334,156	8.7%	441,486	11.3%	510,928	12.9%	-3.2%	15.7%
65 to 74	308,220	8.3%	271,774	7.1%	255,945	6.6%	311,740	7.9%	-11.8%	21.8%
75 +	219,297	5.9%	264,185	6.9%	278,242	7.1%	258,566	6.6%	20.5%	-7.1%

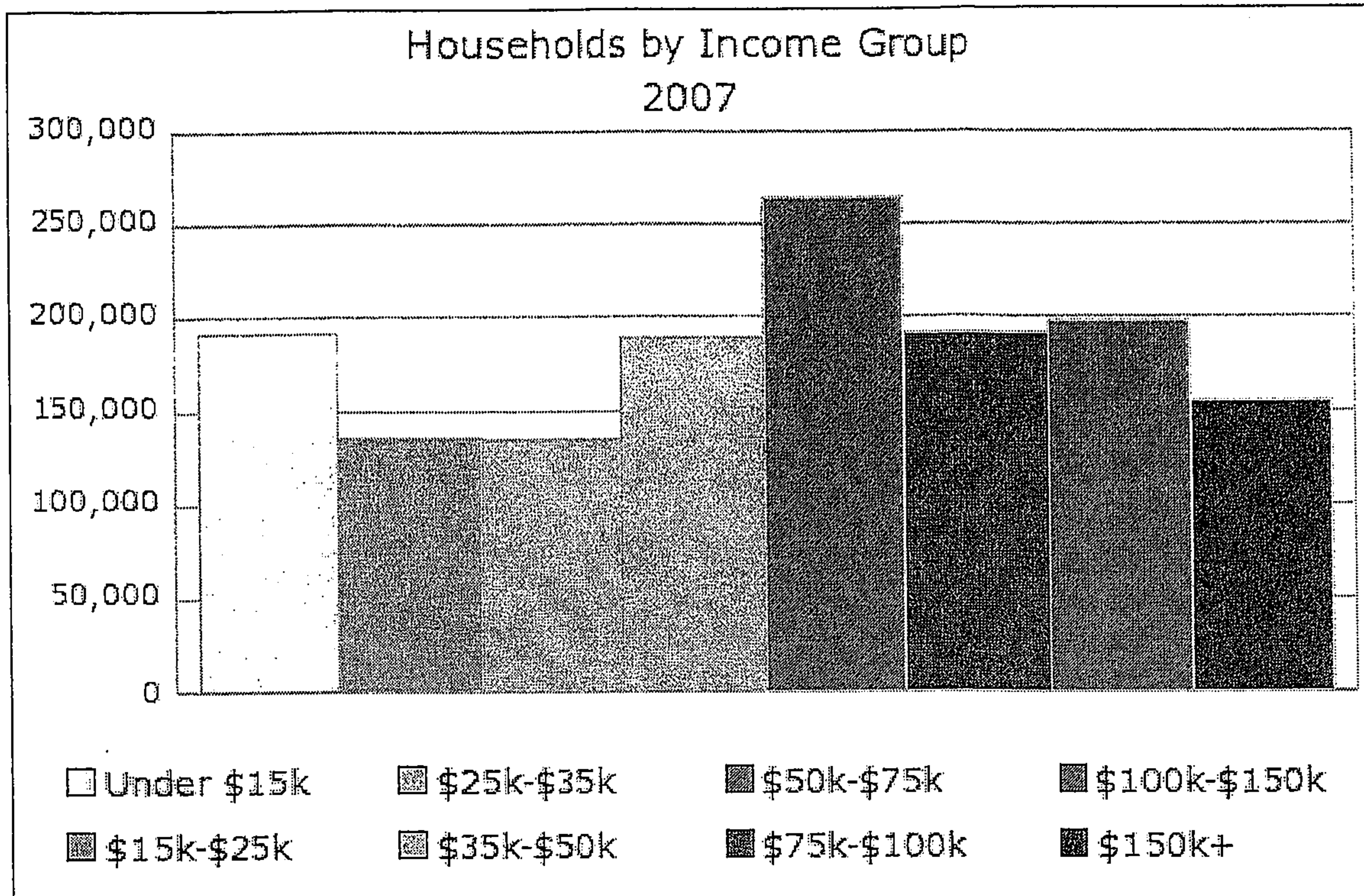
Population by Race/Ethnicity



In 2007, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
White	2,801,595	75.1%	2,713,556	70.5%	2,681,616	68.6%	2,660,829	67.4%	-3.1%	-0.8%
Black	771,760	20.7%	838,309	21.8%	859,646	22.0%	873,559	22.1%	8.6%	1.6%
American Indian or Alaska Native	5,883	0.2%	6,940	0.2%	4,994	0.1%	3,822	0.1%	18.0%	-23.5%
Asian or Pacific Islander	81,955	2.2%	139,431	3.6%	190,044	4.9%	226,108	5.7%	70.1%	19.0%
Other Race	67,632	1.8%	91,877	2.4%	97,674	2.5%	109,768	2.8%	35.8%	12.4%
Two or More Races			59,531	1.6%	72,648	1.9%	72,831	1.9%		0.3%
Hispanic Ethnicity	121,009	3.3%	182,727	4.8%	234,734	6.0%	272,946	6.9%	51.0%	16.3%
Not Hispanic or Latino	3,607,911	96.8%	3,666,917	95.3%	3,672,132	94.0%	3,674,441	93.1%	1.6%	0.1%

Households by Income



In 2007 the predominant household income category in this study area is \$50K - \$75K, and the income group that is least represented in this geography is \$25K - \$35K.

HH Income Categories

Percent Change

	1990 Census	%	2000 Census	%	2007 Estimate	%	2012 Projection	%	1990 to 2000	2007 to 2012
\$0 - \$15,000	293,488	21.2%	235,521	16.1%	191,983	13.2%	174,615	11.9%	-19.8%	-9.0%
\$15,000 - \$24,999	207,456	15.0%	162,820	11.2%	135,763	9.3%	125,404	8.6%	-21.5%	-7.6%
\$25,000 - \$34,999	202,246	14.6%	165,890	11.4%	134,538	9.2%	111,612	7.6%	-18.0%	-17.0%
\$35,000 - \$49,999	258,348	18.7%	218,539	15.0%	188,806	12.9%	175,511	12.0%	-15.4%	-7.0%
\$50,000 - \$74,999	245,908	17.8%	279,017	19.1%	264,374	18.1%	255,328	17.4%	13.5%	-3.4%
\$75,000 - \$99,999	92,150	6.7%	168,197	11.5%	191,540	13.1%	185,148	12.7%	82.5%	-3.3%
\$100,000 - \$149,999	52,601	3.8%	139,851	9.6%	197,500	13.5%	234,380	16.0%	165.9%	18.7%
\$150,000 +	30,576	2.2%	89,284	6.1%	154,657	10.6%	201,904	13.8%	192.0%	30.6%
Average Hhld Income	\$43,664		\$62,018		\$71,860		\$80,313		42.0%	11.8%
Median Hhld Income	\$34,321		\$45,893		\$56,265		\$63,102		33.7%	12.2%
Per Capita Income	\$16,383		\$23,507		\$27,824		\$30,920		43.5%	11.1%

Current year data is for the year 2007, 5 year projected data is for the year 2012. More About Our Data.
 Demographic data © 2007 by Experian/Applied Geographic Solutions.
 Traffic Count data © 2007 by TeleAtlas. All rights reserved.

© 2007. DemographicsNow is brought to you by SRC, LLC.
 SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.
 Privacy Statement | License Agreement

DemographicsNowA Product of  SRC

Date: 02/19/08

Current Geography Selection: (5 Selected) Counties: Bucks County, Chester County, Delaware County...

Your title for this geography: Citadel FCU Community

Executive Demographic Summary Report**Population**

The current year population in this selected geography is 3,906,866. The 2000 Census revealed a population of 3,849,644, and in 1990 it was 3,728,909 representing a 3.2% change. It is estimated that the population in this area will be 3,947,387 in 2012, representing a change of 1.0% from 2007. The current population is 48.1% male and 51.9% female. In 2007, the median age of the population in this area was 38.3, compared to the US median age which was 36.7. The population density in your area is 1,773.6 people per square mile.

Households

There are currently 1,459,161 households in this selected geography. The Census revealed household counts of 1,459,118 in 2000, up from 1,383,200 in 1990, representing a change of 5.5%. It is estimated that the number of households in this area will be 1,463,902 in 2012, representing a change of 0.3% from the current year. For the current year, the average household size in this area is 2.68 persons.

In 2007, the median number of years in residence in this geography's population is 4.78. The average household size in this geography was 2.59 people and the average family size was 3.40 people. The average number of vehicles per household in this geography was 1.5.

Income

In 2007, the median household income in this selected geography was \$56,265, compared to the US median which was \$51,680. The Census revealed median household incomes of \$45,893 in 2000 and \$34,321 in 1990 representing a change of 33.7%. It is estimated that the median household income in this area will be \$63,102 in 2012, which would represent a change of 12.2% from the current year.

In 2007, the per capita income in this area was \$27,824, compared to the \$US per capita, which was \$25,232. The 2007 average household income for this area was \$71,860, compared to the US average which was \$65,273.

Race & Ethnicity

In 2007, the racial makeup of this selected area was as follows: 68.6% White; 22.0% Black; 0.1% Native American; 4.9% Asian/Pacific Islander; and 2.5% Other. Compare these to the US racial makeup which was: 74.5% White, 12.0% Black, 0.8% Native American, 4.6% Asian/Pacific Islander and 5.3% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 6.0% of the current year population in this selected area. Compare this to the US makeup of 15.1%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 18.0% American Indian, Eskimo, Aleut Population; 70.1% Asian, Pacific Islander; 8.6% Black; 51.0% Hispanic Ethnicity; 35.8% Other; White -3.1%.

Housing

The median housing value in this area was \$98,031 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$116,738, which is a 19.1% change from 1990. In 1990, there were 947,669 owner occupied housing units in this area vs. 997,882 in 2000. Also in 1990, there were 435,533 renter occupied housing units in this area vs. 461,236 in 2000. The average rent in 1990 was \$426 vs. \$590 in 2000.

Employment

In 2007, there were 2,010,378 people over the age of 16 in the labor force in your geography. Of these 92.5% were employed, 7.4% were unemployed, 34.7% were not in the labor force and 0.1% were in the Armed Forces. In 1990, unemployment in this area was 5.9% and in 2000 it was 6.5%.

In 2007, there were 1,902,937 employees in this selected area (daytime population) and there were 145,392 establishments. For this area in 1990, 64.7% of employees were employed in white-collar occupations and 35.3% were employed in blue-collar occupations. In 2000, white collar workers made up 67.3% of the population, and those employed in blue collar occupations made up 32.7%. In 1990, the average time traveled to work was 14 minutes and in 2000 it was 25 minutes.

Current year data is for the year 2007, 5 year projected data is for the year 2012. More About Our Data.

Demographic data © 2007 by Experian/Applied Geographic Solutions.

Traffic Count data © 2007 by TeleAtlas. All rights reserved.

© 2007. DemographicsNow is brought to you by SRC, LLC.

SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.

Privacy Statement | License Agreement

DemographicsNow

A Product of SRC

Date: 02/19/08

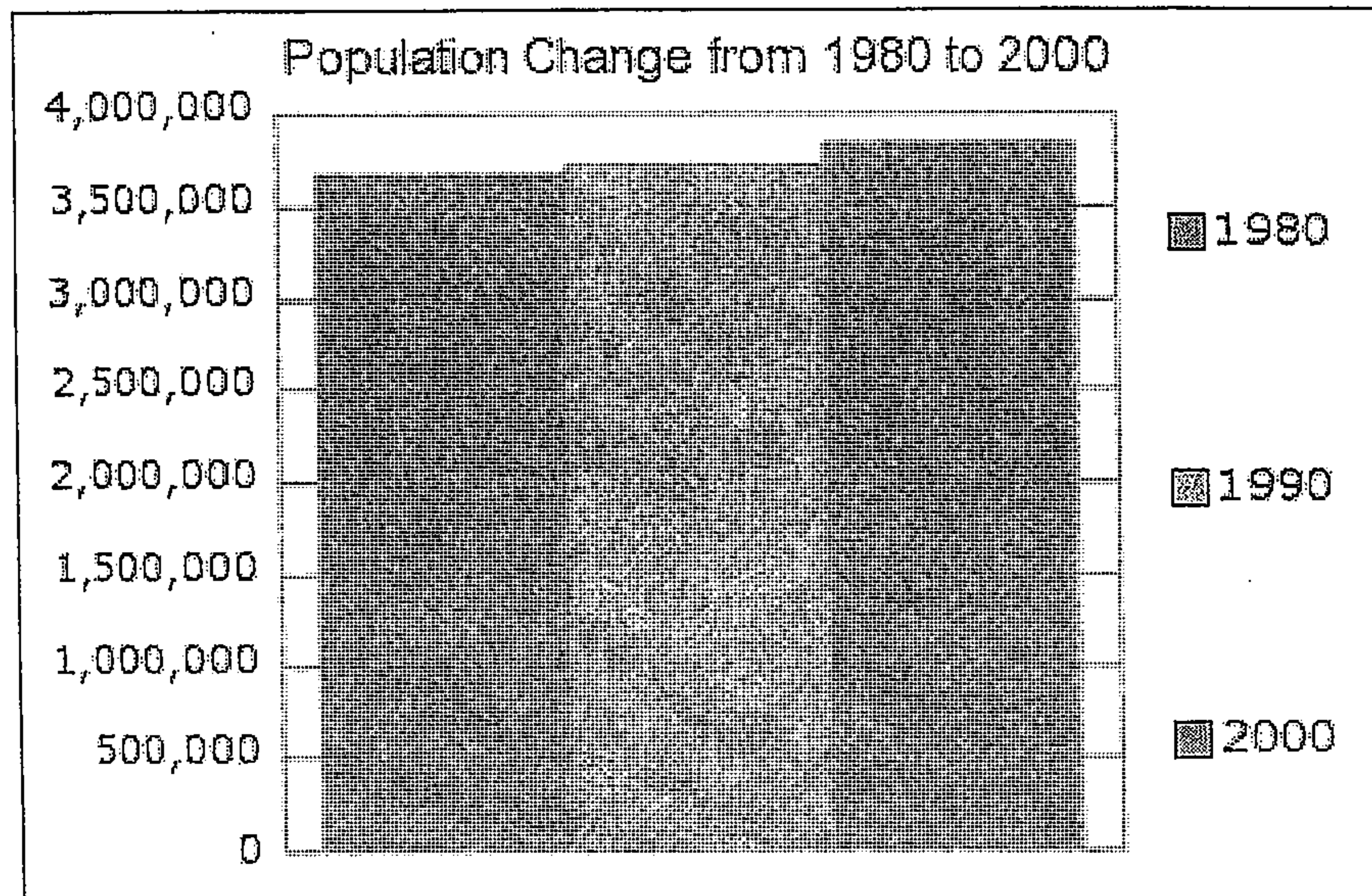
Current Geography Selection: (5 Selected) Counties: Bucks County, Chester County, Delaware County...

Your title for this geography: Citadel FCU Community

Census Trend 1980 - 2000 Summary Report with Charts

Basic Variables

	1980	1990	Percent Change 1980 to 1990	2000	Percent Change 1990 to 2000
Population	3,667,905	3,728,909	1.7%	3,849,644	3.2%
Percent Female	52.6%	52.4%	1.2%	52.3%	3.1%
Percent Male	47.4%	47.6%	2.2%	47.7%	3.4%
Total Households	1,295,101	1,383,200	6.8%	1,459,118	5.5%
Average Household Size	2.77	2.62	-5.3%	2.55	-2.6%
Family Population	3,158,385	3,036,912	-3.8%	3,122,397	2.8%
Group Quarters Population	81,840	103,352	26.3%	123,497	19.5%



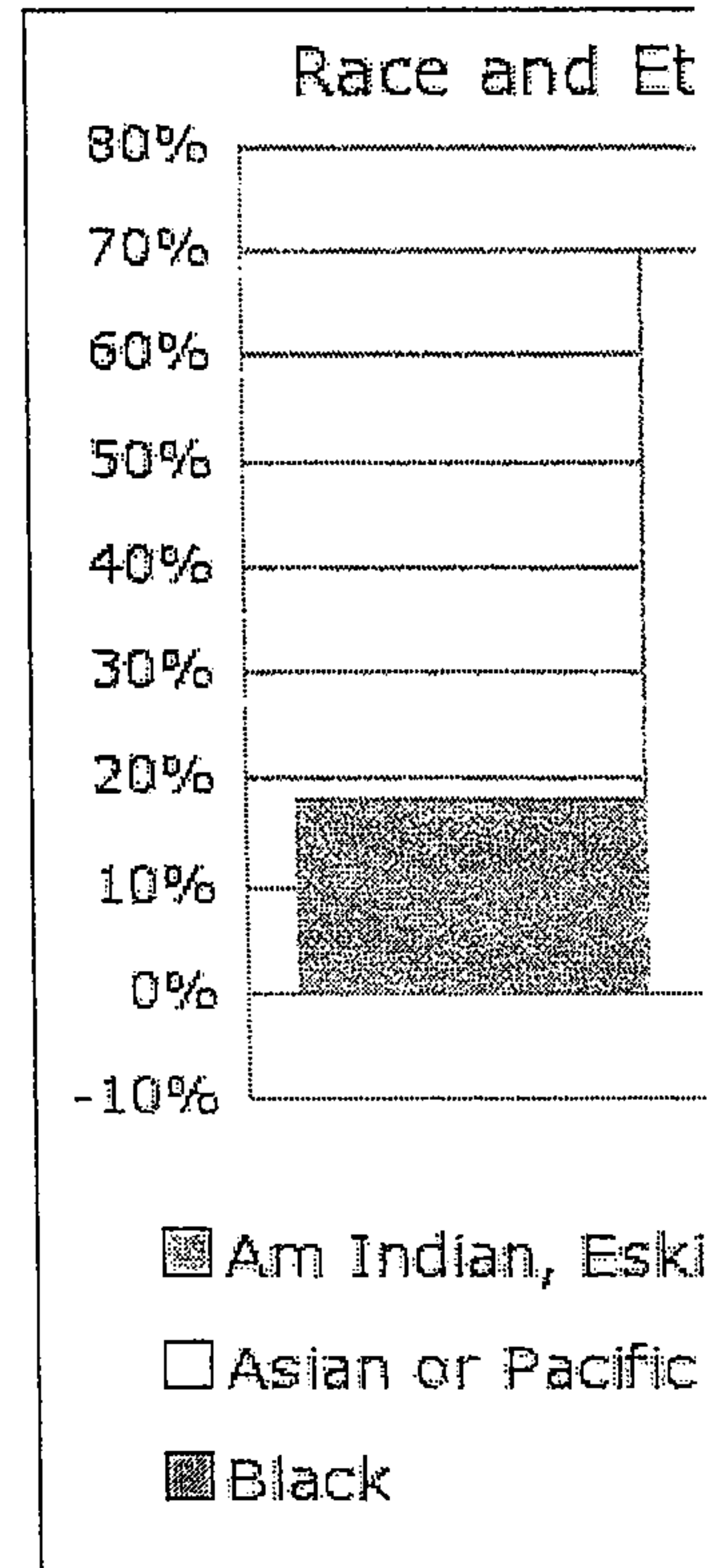
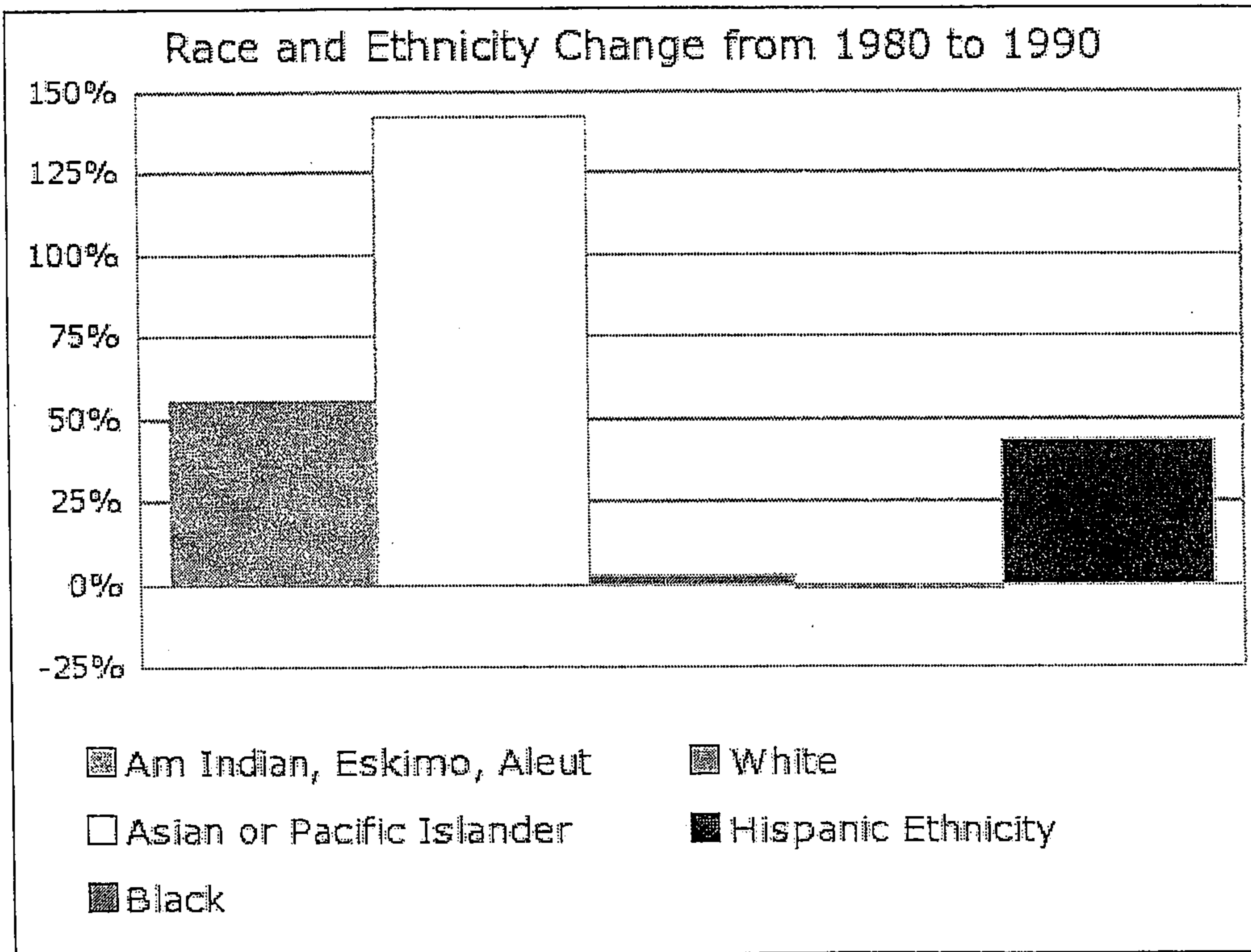
Household Income

	1980	1990	Percent Change 1980 to 1990	2000	Percent Change 1990 to 2000
Median Household Income	\$17,545	\$34,321	95.6%	\$45,893	33.7%
Average Household Income	\$21,021	\$43,664	107.7%	\$62,018	42.0%
Per Capita Income	\$7,502	\$16,383	118.4%	\$23,507	43.5%
\$ 0 - \$9,999	367,490	193,401	-47.4%	152,027	-21.4%
\$ 10,000 - \$14,999	184,521	100,087	-45.8%	83,494	-16.6%
\$ 15,000 - \$19,999	178,500	102,094	-42.8%	80,542	-21.1%
\$ 20,000 - \$29,999	158,738	206,578	30.1%	165,405	-19.9%
\$ 30,000 - \$39,999	214,557	194,354	-9.4%	161,735	-16.8%
\$ 40,000 - \$49,999	59,236	165,024	178.6%	139,567	-15.4%
\$ 50,000 - \$74,999	65,095	245,908	277.8%	279,017	13.5%

\$ 75,000 +	67,176	175,327	161.0%	397,332	126.6%
\$ 75,000 - \$99,999	47,801	92,150	92.8%	168,197	82.5%
\$100,000 +	19,375	83,177	329.3%	229,135	175.5%
\$100,000 - \$124,999		37,105		92,522	149.4%
\$125,000 - \$149,999		15,496		47,329	205.4%
\$150,000 +		30,576		89,284	192.0%

Race and Ethnicity

	1980	1990	Percent Change 1980 to 1990	2000	Percent Change 1990 to 2000
American Indian, Eskimo, Aleut	3,788	5,883	55.3%	6,940	18.0%
Asian	33,835	81,955	142.2%	139,431	70.1%
Other	56,173	67,632	20.4%	91,877	35.8%
Black	750,449	771,760	2.8%	838,309	8.6%
White	2,822,608	2,801,595	-0.7%	2,713,556	-3.1%
Hispanic Ethnicity	84,266	121,009	43.6%	182,727	51.0%



Housing Units

	1980	1990	Percent Change 1980 to 1990	2000	Percent Change 1990 to 2000
Owner Occupied Housing	863,896	947,669	9.7%	997,882	5.3%
Renter Occupied Housing	431,206	435,533	1.0%	461,236	5.9%

Current year data is for the year **2007**, 5 year projected data is for the year **2012**. More About Our Data.
Demographic data © 2007 by Experian/Applied Geographic Solutions.
Traffic Count data © 2007 by TeleAtlas. All rights reserved.

© 2007. DemographicsNow is brought to you by SRC, LLC.
SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.
Privacy Statement | License Agreement

DemographicsNowA Product of  SRC

Date: 02/19/08

Current Geography Selection: (5 Selected) Counties: Bucks County, Chester County, Delaware County...

Your title for this geography: Citadel FCU Community

2000 US Census Overview Summary Report**Population Summary**

Total Population	3,849,644
Female Population	52.3%
Male Population	47.7%

Race & Ethnicity

American Indian, Eskimo, Aleut	0.2%
Asian	3.6%
Black	21.8%
Native Hawaiian/Other Pacific Islander	0.0%
White	70.5%
Other	2.4%
Two or More Races	1.6%
Hispanic Ethnicity	4.8%
Not Hispanic or Latino	95.3%

Educational Attainment

PreK - 8	3.9%
9th to 12th grade, no diploma	13.4%
High School Graduate	31.1%
Associates Degree	5.5%
Some College, No Degree	16.5%
Bachelor's Degree	17.4%
Graduate Degree	11.4%
No Schooling	1.0%

Age: Total

Age 0 - 4	6.4%
Age 5 - 9	7.2%
Age 10 - 13	6.0%
Age 14 - 17	5.5%
Age 18 - 20	4.1%
Age 21 - 24	4.9%
Age 25 - 29	6.5%
Age 30 - 34	7.2%
Age 35 - 39	8.0%
Age 40 - 44	8.1%
Age 45 - 49	7.2%
Age 50 - 54	6.3%
Age 55 - 59	4.8%
Age 60 - 64	3.9%
Age 65 - 69	3.6%
Age 70 - 74	3.5%
Age 75 - 79	3.1%
Age 80 - 84	2.1%
Age 85+	1.7%
Median Age	36.4

Household Summary

Total Households	1,459,118
Median Household Income	\$45,893
Average Household Income	\$62,018
Per Capita Income	\$23,507
Median Housing Value	\$116,738
Avg Monthly Contract Rent	\$590

Income by Type: Household Income

\$ 0 - \$9,999	10.4%
\$ 10,000 - \$14,999	5.7%
\$ 15,000 - \$19,999	5.5%
\$ 20,000 - \$24,999	5.6%
\$ 25,000 - \$29,999	5.7%
\$ 30,000 - \$34,999	5.7%
\$ 35,000 to \$39,999	5.4%
\$ 40,000 to \$44,999	5.1%
\$ 45,000 to \$49,999	4.5%
\$ 50,000 - \$59,999	8.5%
\$ 60,000 - \$74,999	10.6%
\$ 75,000 - \$99,999	11.5%
\$100,000 - \$124,999	6.3%
\$125,000 - \$149,999	3.2%
\$150,000 - \$199,999	3.0%
\$200,000 +	3.2%

Size of Household

1 Person Households	28.3%
2 Person Households	30.4%
3 Person Households	16.4%
4 Person Households	14.2%
5 Person Households	6.9%
6 Person Households	2.5%
7+ Persons	1.4%

Year Moved In

1969 or earlier	15.3%
1970 to 1979	11.2%
1980 to 1989	17.2%
1990 to 1994	15.4%
1995 to 1998	25.5%
1999 to March 2000	15.5%

Housing Stability (5 Year)	58.2%
Housing Turnover (1 Year)	15.5%

Marital Status

Age 15 + Population	3,039,726
Married	46.8%
Divorced	7.7%
Never Married	31.6%
Separated	6.0%
Widowed	7.8%

Current year data is for the year **2007**, 5 year projected data is for the year **2012**. More About Our Data.
Demographic data © 2007 by Experian/Applied Geographic Solutions.
Traffic Count data © 2007 by TeleAtlas. All rights reserved.

© 2007. DemographicsNow is brought to you by SRC, LLC.

SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.
Privacy Statement | License Agreement

54th Street Check Cashing Inc 2451 North 54th Street, Philadelphia, PA 19131
7th Street Check Cashing 2224 South 7th Street, Philadelphia, PA 19148
A & T Check Cashing 5300 Tabor Avenue, Philadelphia, PA 19120
ABC Check Cashing 3214 North Front Street, Philadelphia, PA 19134
Ace Check Cashing 124 West Cheltenham Ave, Philadelphia, PA 19144
Ace Check Cashing 2834 North 5th Street, Philadelphia, PA 19133
Ace Check Cashing 8925 Frankford Avenue, Philadelphia, PA 19136
Ace Check Cashing 6121 Ridge Avenue, Philadelphia, PA 19128
Ace Check Cashing 46 West 17 Street, Philadelphia, PA 19102
Ace Check Cashing 2400 North 29th Street, Philadelphia, PA 19132
Ace Check Cashing 559 North 63rd Street, Philadelphia, PA 19151
Ace Check Cashing 873 Belmont Avenue, Philadelphia, PA 19104
Ace Check Cashing 810 Chestnut Street, Philadelphia, PA 19107
Ace Check Cashing 143 E. Roosevelt Blvd, Philadelphia, PA 19120
Ace Check Cashing 2235 Cecil B Moore Av., Philadelphia, PA 19121
Ace Check Cashing Inc 4715 N. Broad Street, Philadelphia, PA 19141
Acme Check Cashing 130 W. Cheltenham Ave., Philadelphia, PA 19144
Acme Services 42 S. 40th Street, Philadelphia, PA 19104
Advance America Cash Advance 6581 Roosevelt Blvd, Philadelphia, PA 19149
Advance America Cash Advance 1555 E. Wadsworth Ave., Phila. PA 19150.
Advance America Cash Advance 5 Snyder Avenue, Philadelphia, PA 19148
Allegheny Check Cashing 2360 E. Allegheny Ave., Phila., PA 19134
Alnor 2226 Bryn Mawr Ave., Phila., PA 19131
America's Cash Express 2401 Kensington Ave., Philadelphia, PA 19125
America's Cash Express 4828 Woodland Ave., Philadelphia, PA 19143
Any Kind Check Cashing Centers 5612 North Broad St., Philadelphia, PA 19141
Arm & Dave Inc 8000 Ogontz Avenue, Philadelphia, PA 19120
Aruba Auto Tag & Check Cashing Service 2201 North 5th Street, Philadelphia, PA 19133
B & R Check Cashing Service 2557 W. Sterner St., Philadelphia, PA 19132
Bargain Island 7915 Bustleton Ave., Philadelphia, PA 19152
Bob's Check Cashing & Pawn Shop 2777 Kensington Ave., Philadelphia, PA 19134
Braun Joe Check Cashing 2807 W. Allegheny Ave., Philadelphia, PA 19132
Broad & Windrim Check Cashing 5015 North Broad Street, Philadelphia, PA 19141
Budget Check Cashing 7209 Torresdale Avenue, Philadelphia, PA 19135
Cash America 3701 North 5th Street, Philadelphia, PA 19140
Cash America 6137 Woodland Avenue, Philadelphia, PA 19142
Cash America 9 South 56th Street, Philadelphia, PA 19139
Cash America 6 South 52nd Street, Philadelphia, PA 19139
Cash Connection 5812 Old York Road, Philadelphia, PA 19141
Cash Connection 1905 North 54th Street, Philadelphia, PA 19131
Cash Connection 2614 Germantown Ave., Philadelphia, PA 19133
Cash Connection 4728 Spruce Street, Philadelphia, PA 19139
Cash Connection 4303 Chestnut Street, Philadelphia, PA 19104
Cash Connection Inc 4715 N. Broad Street, Philadelphia, PA 19141
Cash Today 21 South 63rd Street, Philadelphia, PA 19139
Cashtoday Financial Centers 2465 North 54th Street, Philadelphia, PA 19131
Cashtoday Financial Centers 2510 W. Cheltenham Ave. Phila, PA 19150
Centro De Llamadas Rebeka 4700 North 5th Street, Philadelphia, PA 19120
Chase Money Loan 5013 North Broad St, Philadelphia, PA 19120
Check & Cash Express 227 W. Lehigh Ave., Philadelphia, PA 19134
Check 'N Go 2311 Cottman Ave., Philadelphia, PA 19136
Chestnut Check Cashing 4638 Chestnut Street, Philadelphia, PA 19139
Cobra City Check Cashing 2101 W. Susquehanna Ave., Phila., PA 19121
Cottman Check Cashing 5000 Cottman Ave., Philadelphia, PA 19135
Cotui Express 3878 Glendale Street, Philadelphia, PA 19124
Credit Report Advocates 303 Market Street, Philadelphia, PA 19106
Currency Now 2240 Ridge Av, Philadelphia, PA 19130
Currency One 2202 N. Broad Street, Philadelphia, PA 19132
Currency One 114 West Girard Ave., Philadelphia, PA 19123
Currency One 2538 W. Allegheny Av, Phila., PA 19133

Currency One 1548 Pratt Street, Philadelphia, PA 19124
Currency One 2101 Reed Street, Philadelphia, PA 19146
Currency One 2248 Cottman Ave., Philadelphia, PA 19149
Currency One 5601 Spruce Street, Philadelphia, PA 19139
Currency One 3701 North 5th Street, Philadelphia, PA 19140
Currency One 859 E. Allegheny Ave., Philadelphia, PA 19134
Currency One 2104 S. Broad Street, Philadelphia, PA 19145
Currency One 10050 Roosevelt Blvd., Philadelphia, PA 19116
Currency One 3764 L Street, Philadelphia, PA 19124
Currency One 3544 Germantown Ave., Philadelphia, PA 19140
Currency One 7248 Castor Avenue, Philadelphia, PA 19149
Currency One 100 E. Allegheny Ave., Philadelphia, PA 19134
Currency One 468 West Lehigh Ave., Philadelphia, PA 19133
Currency One 44 South 19th Street, Philadelphia, PA 19103
Currency One 1020 Market St, Philadelphia, PA 19106
Currency One 112 South 13th Street, Philadelphia, PA 19107
Currency One 45 North 13th Street, Philadelphia, PA 19107
Currency One 44 South 11th Street, Philadelphia, PA 19107
Currency One 51 North 11th Street, Philadelphia, PA 19107
Currency One 2240 Ridge Avenue, Philadelphia, PA 19121
Currency One 1703 North 29th Street, Philadelphia, PA 19121
Diamond Check Cashing 4261 Frankford Avenue, Philadelphia, PA 19124
Discount Multiple Financial Services Inc 5004 North 5 St, Philadelphia, PA 19120
Don's Check Cashing 1202 E. Hunting Park Ave., Phila., PA 19124
Check Cashing 3572 Frankford Avenue, Philadelphia, PA 19134
E-Z Check Cashing Service 1406 Jackson Street, Philadelphia, PA 19145
Eighth & Snyder Check Cashing 801 Snyder Avenue, Philadelphia, PA 19148
Fast Cash 5133 Frankford Avenue, Philadelphia, PA 19124
Fast Cash 61 North 56th Street, Philadelphia, PA 19139
Fast Cash 5925 Morton Street, Philadelphia, PA 19144
Fast Cash 1501 North 57th Street, Philadelphia, PA 19131
Fast Cash 2533 Emerald Street, Philadelphia, PA 19125
Fast Cash 2801 N. Howard St., Philadelphia, PA 19133
Fast Cash 6400 Dicks Avenue, Philadelphia, PA 19142
Fast Cash 1339 W. Olney Ave., Philadelphia, PA 19141
Fast Cash 1025 W. Ruscomb St., Philadelphia, PA 19141
Fast Cash 3099 Potter Street, Philadelphia, PA 19134
Fast Cash 2533 North 26th Street, Philadelphia, PA 19132
Fast Cash 5600 Ogontz Ave., Philadelphia, PA 19141
Fast Cash 5901 Belden Street, Philadelphia, PA 19149
Fast Cash 728 Chestnut Street, Philadelphia, PA 19106
Fast Cash 535 Adams Avenue, Philadelphia, PA 19120
Fast Cash ATM 729 W. Ritner Street, Philadelphia, PA 19148
Fast Cash Inc 6402 Wister Street, Philadelphia, PA 19138
Fast Cash Inc 2614 W. Girard Avenue, Philadelphia, PA 19130
Fast Cash Inc 128 South 60th Street, Philadelphia, PA 19139
Fast Cash Inc 137 W. Cheltenham Avenue, Philadelphia, PA 19144
Fast Cash Inc 1607 East Erie Avenue, Philadelphia, PA 19124
Fast Cash Inc 898 Anchor Street, Philadelphia, PA 19124
Fast Cash Inc 6117 Woodland Ave., Philadelphia, PA 19142
Fast Cash Inc 2001 North 8th Street, Philadelphia, PA 19122
Fast Cash Inc 2353 North 6 Street, Philadelphia, PA 19130
Fast Cash Inc 143 W. Cheltenham Avenue, Philadelphia, PA 19144
Fast Cash Inc 800 W. Allegheny Ave., Philadelphia, PA 19133
Fast Cash Inc 2900 N. Bonsall Street, Philadelphia, PA 19132
Fast Cash Inc 2101 South 65th Street, Philadelphia, PA 19142
Fast Cash Inc 4131 Whitaker Avenue, Philadelphia, PA 19124
Fast Cash Inc 7900 Ogontz Avenue, Philadelphia, PA 19150
Fast Cash Inc 328 W. Annsbury Street, Philadelphia, PA 19140
Fast Cash Inc 2741 N. Broad Street, Philadelphia, PA 19132

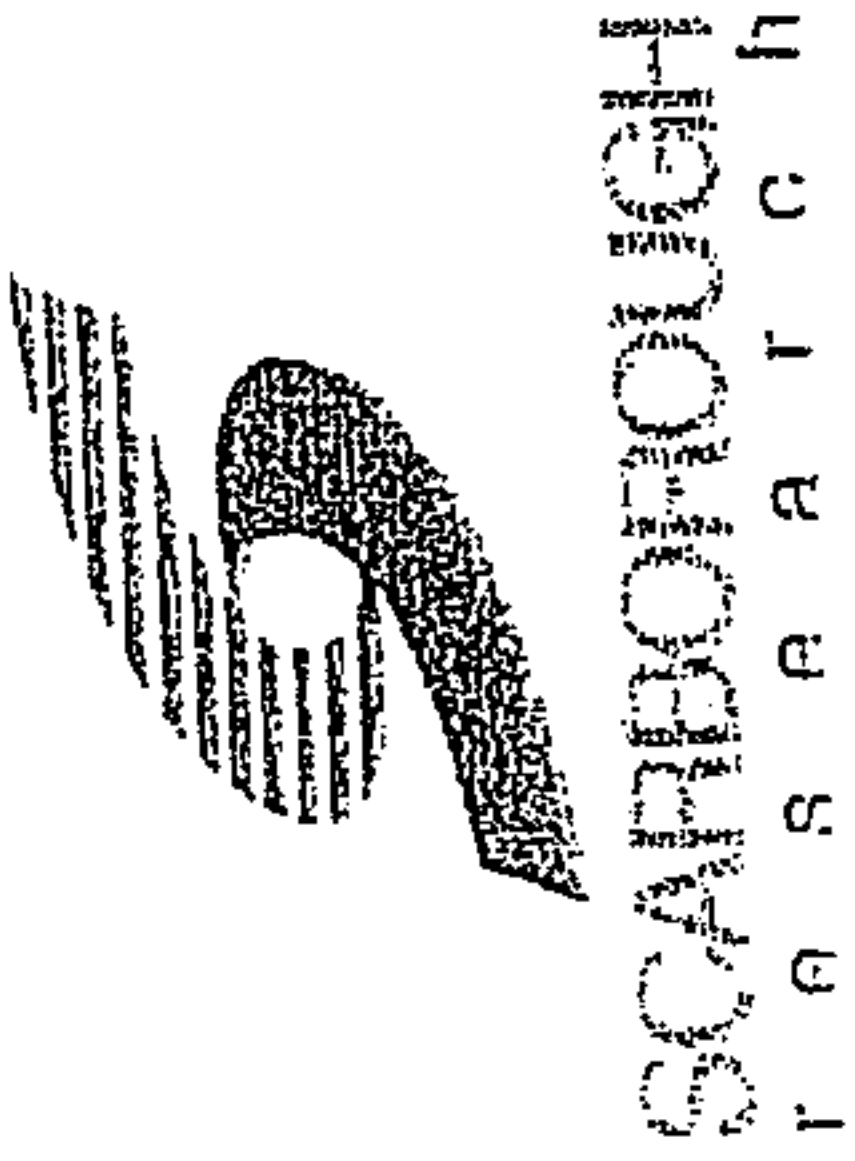
Fast Cash Inc 1901 Brunner Street, Philadelphia, PA 19140
Fast Cash Inc 3429 Germantown Ave., Philadelphia, PA 19140
Fast Cash Inc 5232 Torresdale Avenue, Philadelphia, PA 19124
Fast Cash Inc 3852 J Street, Philadelphia, PA 19124
Fast Cash Inc 4400 Devereaux Ave. Philadelphia, PA 19136
Fast Cash Inc 1901 Kinsey Street, Philadelphia, PA 19124
Fast Cash Inc 1213 S. 16th Street, Philadelphia, PA 19146
Fast Cash Inc 368 East Wister Street, Philadelphia, PA 19144
Fast Cash Inc 304 South 52nd Street, Philadelphia, PA 19143
Fast Cash Inc 1500 N. 28th Street, Philadelphia, PA 19121
Fast Cash Inc 2401 W. Allegheny Ave., Phila., PA 19132
Fast Cash Inc 901 South 58th Street, Philadelphia, PA 19143
Fast Cash Inc 1013 N. 40th Street, Philadelphia, PA 19104
Fast Cash Inc 324 South 10th Street, Philadelphia, PA 19107
Fast Cash Inc 461 E. Wyoming Ave., Philadelphia, PA 19120
Fast Cash Inc 4598 G Street, Philadelphia, PA 19120
Fast Cash Inc 1752 N. 20th Street, Philadelphia, PA 19121
Fast Cash Inc 1754 N. 27th Street, Philadelphia, PA 19121
Feltonville Check Cashing 101 W. Loudon Street, Philadelphia, PA 19120
Ferco Check Cashing 5013 N. Broad Street, Philadelphia, PA 19141
Financial Exchange 3099 Kensington Ave., Philadelphia, PA 19134
Financial Exchange CO of PA Inc 2200 Washington Ave., Philadelphia, PA 19146
Financial Exchange Co. of Pennsylvania Inc 6150 Woodland Ave., Philadelphia, PA 19142
Financial Exchange Co. of Pennsylvania Inc 101 W. Chelton Avenue, Philadelphia, PA 19144
Financial Exchange Co. of Pennsylvania Inc 3600 North 20th Street, Philadelphia, PA 19140
Five Point Check Cashing 1003 Cottman Avenue, Philadelphia, PA 19111
Friendly Money Loan CO 4053 Lancaster Avenue, Philadelphia, PA 19104
George's Check Cashing 5547 Chester Ave, Philadelphia, PA 19143
George's Check Cashing 55th Woodland Avenue, Philadelphia, PA 19102
George's Check Cashing Service 1204 South 31st Street, Philadelphia, PA 19146
Girard Avenue Check Cashing Inc 1356 W. Girard Avenue, Philadelphia, PA 19123
Girard Check Exchange 946 South 58th Street, Philadelphia, PA 19143
Girard Check Exchange 1142 Franklin Mills Circle, Phila., PA 19154
Glenwood Check Cashing 2822 N. Broad Street, Philadelphia, PA 19132
Global Currency 2990 Richmond Street, Philadelphia, PA 19134
Global Currency 3001 Market Street, Philadelphia, PA 19104
Global Currency Services 2700 Germantown Ave., Philadelphia, PA 19133
Global Currency Services Inc 1269 S. 21st Street, Philadelphia, PA 19146
Helene's Check Cashing 2301 North Front Street, Philadelphia, PA 19133
Italian Market Check Cashing Agency 920 Washington Ave., Philadelphia, PA 19147
J & J Check Cashing Inc 4001 Torresdale Ave., Philadelphia, PA 19124
J & R Check Cashing Agency Inc 3800 Kensington Ave., Philadelphia, PA 19124
Jaworski Enterprises 756 South 22nd Street, Philadelphia, PA 19146
JFF Associates 9129 Roosevelt Blvd, Philadelphia, PA 19114
Jolley's Money Loan 6214 Woodland Ave., Philadelphia, PA 19142
K & A Money Loan Pawn Brokers 3149 Kensington Ave., Philadelphia, PA 19134
K & B Check Cashing 6391 Oxford Avenue, Philadelphia, PA 19111
King & Tax Financial Services 12003 Roosevelt Blvd, Philadelphia, PA 19154
King Cash 6100 Locust Street, Philadelphia, PA 19139
King Cash 5227 Woodland Ave., Philadelphia, PA 19143
King Cash 5900 Cedar Avenue, Philadelphia, PA 19143
King Cash 6225 Lansdowne Ave., Philadelphia, PA 19151
King Cash 334 South 60th Street, Philadelphia, PA 19143
King Cash 5501 Race Street, Philadelphia, PA 19139
King Cash 5134 North 2nd Street, Philadelphia, PA 19120
King Cash 5111 Old York Road, Philadelphia, PA 19120
King Check Cashing 533 W. Girard Ave., Philadelphia, PA 19123
King Check Cashing 12003 Roosevelt Blvd, Philadelphia, PA 19154
Kris Express Check Cashing 2738 E. Allegheny Ave., Philadelphia, PA 19134
Leonard's Money Loan 5717 Germantown Ave., Philadelphia, PA 19144

Liberty Check Cashing 520 W. Girard Avenue, Philadelphia, PA 19123
Luckcash LLC 910 W. Duncannon Ave., Phila., PA 19141
Lucky Cash 2801 W. Oxford Street, Philadelphia, PA 19121
Lucky Cash 1801 South 18th Street, Philadelphia, PA 19145
Lucky Cash 1946 Federal Street, Philadelphia, PA 19146
Lucky Cash 521 Reed Street, Philadelphia, PA 19147
Lucky Cash LLC5601 Loretto Avenue, Philadelphia, PA 19124
Lucky Cash LLC 3334 H Street, Philadelphia, PA 19134
Lucky Cash LLC2300 Margaret Street, Philadelphia, PA 19137
Lucky Cash LLC 2265 N. Howard Street, Philadelphia, PA 19133
Lucky Cash LLC 965 East Ontario Street, Philadelphia, PA 19134
Lucky Cash LLC 5467 Walnut Street, Philadelphia, PA 19139
Lucky Cash LLC 6147 Washington Ave., Philadelphia, PA 19143
Lucky Cash LLC 2027 North 18th Street, Philadelphia, PA 19121
Lucky Cash LLC 2201 Morris Street, Philadelphia, PA 19145
Lucky Cash LLC 4561 North 13th Street, Philadelphia, PA 19140
Lucky Cash LLC 715 W. Luzerne Street, Philadelphia, PA 19140
Lucky LLC 701 West Tioga Street, Philadelphia, PA 19140
Lucky LLC 822 West Erie Ave., Philadelphia, PA 19140
Lucky Cash LLC 4540 Rising Sun Ave., Philadelphia, PA 19140
Lucky Cash LLC 1400 South Etting St., Philadelphia, PA 19146
Lucky Cash LLC 883 North 5th Street, Philadelphia, PA 19123
Lucky Cash LLC 3401 N. Front Street, Philadelphia, PA 19140
Lucky Cash LLC 5200 Burton Street, Philadelphia, PA 19124
Lucky Cash LLC 2001 S. 28th Street, Philadelphia, PA 19145
Lucky Cash LLC 2875 N. Lee Street, Philadelphia, PA 19134
Lucky Cash LLC 326 West Ashdale St., Philadelphia, PA 19120
Luckycash LLC599 E. Godfrey Ave., Philadelphia, PA 19120
Luckycash LLC 2400 W. Allegheny Ave., Phila., PA 19132
Luckycash LLC 4600 Torresdale Ave., Philadelphia, PA 19124
Luckycash LLC 801 North 63rd Street, Philadelphia, PA 19151
Luckycash LLC 2101 Stenton Avenue, Philadelphia, PA 19120
M & M Variety 1600 S. Bailey Street, Philadelphia, PA 19145
Metro Financial Services 190 W. Lehigh Ave., Philadelphia, PA 19133
Metro Tobacco Junction 8259 Bustleton Ave., Philadelphia, PA 19152
Mini Mall 1123 S. Broad Street, Philadelphia, PA 19147
Money Mart 5612 N. Broad Street, Philadelphia, PA 19141
Money Mart 6150 Woodland Ave., Philadelphia, PA 19142
Money Mart 930 Market Street, Philadelphia, PA 19107
Monument Mail Room & Check Cashing Inc 4160 Monument Road, Philadelphia, PA 19131
MT Airy Financial Services & Check Cashing 7106 Germantown Ave., Philadelphia, PA 19119
Nikki's Check Cashing 9961 Bustleton Avenue, Philadelphia, PA 19115
NWS Check Cashing 4642 Frankford Avenue, Philadelphia, PA 19124
Pawn Shop Inc 143 East Roosevelt Blvd, Phila., PA 19120
Pratt Services Check Cashing 1532 Pratt Street, Philadelphia, PA 19124
Rapid Pay 13430 Damar Drive, Philadelphia, PA 19116
Rezro Inc 2401 W. Allegheny Ave., Phila., PA 19132
Rezro Inc 1267 South 23rd Street, Philadelphia, PA 19146
Rezro Inc 2400 North 19th Street, Philadelphia, PA 19132
Rezro Inc 5027 Arch Street, Philadelphia, PA 19139
Rezro Inc 1901 Waterloo Street, Philadelphia, PA 19122
Rezro Inc 2900 North 26th Street, Philadelphia, PA 19132
Rezro Inc 2063 North 8th Street, Philadelphia, PA 19122
Rezro Inc 1047 West Tioga Street, Philadelphia, PA 19140
Rezro Inc 727 North 10th Street, Philadelphia, PA 19123
Rezro Inc 2101 East Ontario Street, Philadelphia, PA 19134
Rezro Inc 6700 Woodland Ave., Philadelphia, PA 19142
Rezro Inc 2401 N. Broad Street, Philadelphia, PA 19132
Rezro Inc 424 W. Huntingdon St., Phila., PA 19133
Rezro Inc 2500 N. 17th Street, Philadelphia, PA 19132

Rezro Inc 2964 N. 23rd Street, Philadelphia, PA 19132
Rezro Inc 2120 N. 29th Street, Philadelphia, PA 19121
Rezro Inc 1738 W. Oxford St., Philadelphia, PA 19121
Rezro Inc 1939 S. 19th Street, Philadelphia, PA 19145
Rezro Inc 1826 S. 21st Street, Philadelphia, PA 19145
Rezro Inc 1101 W. Somerville Ave., Phila., PA 19141
Rezro Inc 4984 West Thompson Street, Philadelphia, PA 19131
Rezro Inc 6441 N. 20th Street, Philadelphia, PA 19138
Rezro Inc 1601 E. Tulpehocken St., Phila., PA 19138
Rezro Inc 5601 Boyer Street, Philadelphia, PA 19138
Rezro Inc 1733 Dickinson Street, Philadelphia, PA 19146
Rezro Inc 1848 Point Breeze Ave., Phila., PA 19148
Rezro Inc 4178 Leidy Avenue, Philadelphia, PA 19104
Rezro Inc 2914 West Norris Street, Philadelphia, PA 19121
Rezro Inc 2801 Cecil B Moore Ave., Phila., PA 19121
Rezro Inc 3146 W. Diamond St., Philadelphia, PA 19121
Rezro Inc 2952 Ridge Avenue, Philadelphia, PA 19121
Richmand Check Cashing 2990 Richmond St, Phila, PA 19134
Rosenberg's J Check Cashing Service 2204 W. Erie Avenue, Philadelphia, PA 19140
Saint Albans Check Cashing Corporation 756 S. 22nd Street, Philadelphia, PA 19146
Silver Dollar Check Exch 628 South Broad Street, Philadelphia, PA 19103
Society Hill Loan 645 South Street, Philadelphia, PA 19147
Stop N Save Check Cashing & Pawn Shop Inc 114 W. Girard Avenue, Philadelphia, PA 19123
Stop N Save Check Cashing & Pawn Shop Inc 2930 Frankford Avenue, Philadelphia, PA 19134
Stop N Save Check Cashing & Pawn Shop Inc 300 East Tioga Street, Philadelphia, PA 19134
Stop N Save Check Cashing & Pawn Shop Inc 2847 North 22nd Street, Philadelphia, PA 19132
Terminal Check Cashing Service 1324 W. Olney Avenue, Philadelphia, PA 19141
Twenty Second Street Check Cashing Fax 2933 North 22nd Street, Philadelphia, PA 19132
United Check Cashing 1001 Market Street, Philadelphia, PA 19102
United Check Cashing 4265 Richmond Street, Philadelphia, PA 19137
United Check Cashing 1507 Spring Garden St., Philadelphia, PA 19130
United Check Cashing 682 North Broad Street, Philadelphia, PA 19130
United Check Cashing 2nd Oregon Avenue, Philadelphia, PA 19102
United Check Cashing 400 Spring Garden St., Philadelphia, PA 19123
United Check Cashing 5245 Rising Sun Ave., Philadelphia, PA 19120
United Check Cashing 3943 Kensington Ave., Philadelphia, PA 19124
United Check Cashing 2351 S. Bonsall Street, Philadelphia, PA 19145
United Check Cashing 1606 S. Columbus Blvd, Phila., PA 19148
United Check Cashing 115 South Street, Philadelphia, PA 19147
United Check Cashing 1123 S. Broad Street, Philadelphia, PA 19147
United Check Cashing 1142 Franklin Mills Circle, Phila., PA 19154
United Check Cashing 355 Snyder Avenue, Philadelphia, PA 19148
United Check Cashing 1339 W. Oregon Ave., Philadelphia, PA 19148
United Check Cashing 1001 Market Street, Philadelphia, PA 19102
United Check Cashing - Customer Service 325 Chestnut Street, Philadelphia, PA 19106
United Check Cashing - Stores 628 S. Broad Street, Philadelphia, PA 19146
Universal Acceptance 4223 Frankford Avenue, Philadelphia, PA 19124
Universal Check Cashing 1300 Cheltenham Ave., Phila., PA 19124
Vail Communication Inc 6142 Rising Sun Ave., Philadelphia, PA 19111
Vail Communications Inc 2001 Hamilton Street, Philadelphia, PA 19103
Venture Check Cashing 431 W. Olney Avenue, Philadelphia, PA 19120
VJM Inc 267 South 10th Street, Philadelphia, PA 19107
VWM Check Cashing 4675 Frankford Avenue, Philadelphia, PA 19124
Westmoreland Check Cashing 2314 E. Westmoreland St., Phila., PA 19134
Westside Check Cashing 7210 Oxford Avenue, Philadelphia, PA 19111
Westside Check Cashing 5694 Rising Sun Ave., Philadelphia, PA 19120
Westside Check Cashing II - Northeast 7248 Castor Avenue, Philadelphia. PA 19149
White Goldman Inc 721 W. Sedgley Ave., Philadelphia, PA 19140
Whitman Check Cashing 2121 W. Oregon Ave., Philadelphia, PA 19145
Whitman Check Cashing Oregon Avenue Rand, Philadelphia, PA 19102

Wilson's Check Cashing 1201 E. Susquehanna Ave., Phila., PA 19125
Wyoming Check Cashing Service 103 E. Wyoming Ave., Philadelphia, PA 19120
Yorktown Check Cashing 1912 North 17 St, Philadelphia, PA 19130
(Source: Yellow Pages, <http://www.SuperPages.com>)

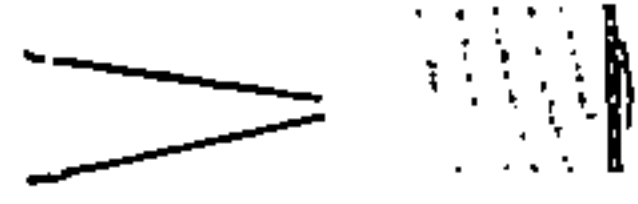
Scarborough Research



HOW TO READ A CROSSTAB

The tool to turn a pile of numbers and complicated formulas . . .

into brilliant ideas and strategies:



A crosstab is the cross referencing or comparison of two variables (such as product usage and demographics) to determine how they are interrelated.

A crosstab gets its name from the layout of variable definitions into rows and columns as in this example.

Base: Total Adults

Total	Variable (Age 25-49)
1000	560
100000	56000
100.0	56.0
100.0	100.0
100	100

Variable
(Own a PC)

Respondents	360	230
Projected	36000	23000
Horizontal %	100.0	63.9
Vertical %	36.0	41.1
Index	100	114

Comparing two variables in this format produces a target cell that defines people who have both characteristics.

The size and importance of the target cell definition can be evaluated in comparison to the row variable, the column variable and the total base using percentages and indices.

Five numbers are usually reported in a crosstab cell:

The **Respondent** number refers to the number of survey respondents or sample size for the defined characteristics. It is used to judge how reliable the estimates will be and should be at least 30 for any cell.

The **Projected** number provides an estimate of the number of people in a market area that have the characteristics defined in the row and/or column. It is based on the unweighted sample "projected" to the market area population.

The **Horizontal %** is the percentage of people defined in the row who also have the column characteristic.

The **Vertical %** is the percentage of people defined by the column characteristics who also fit the row definition.

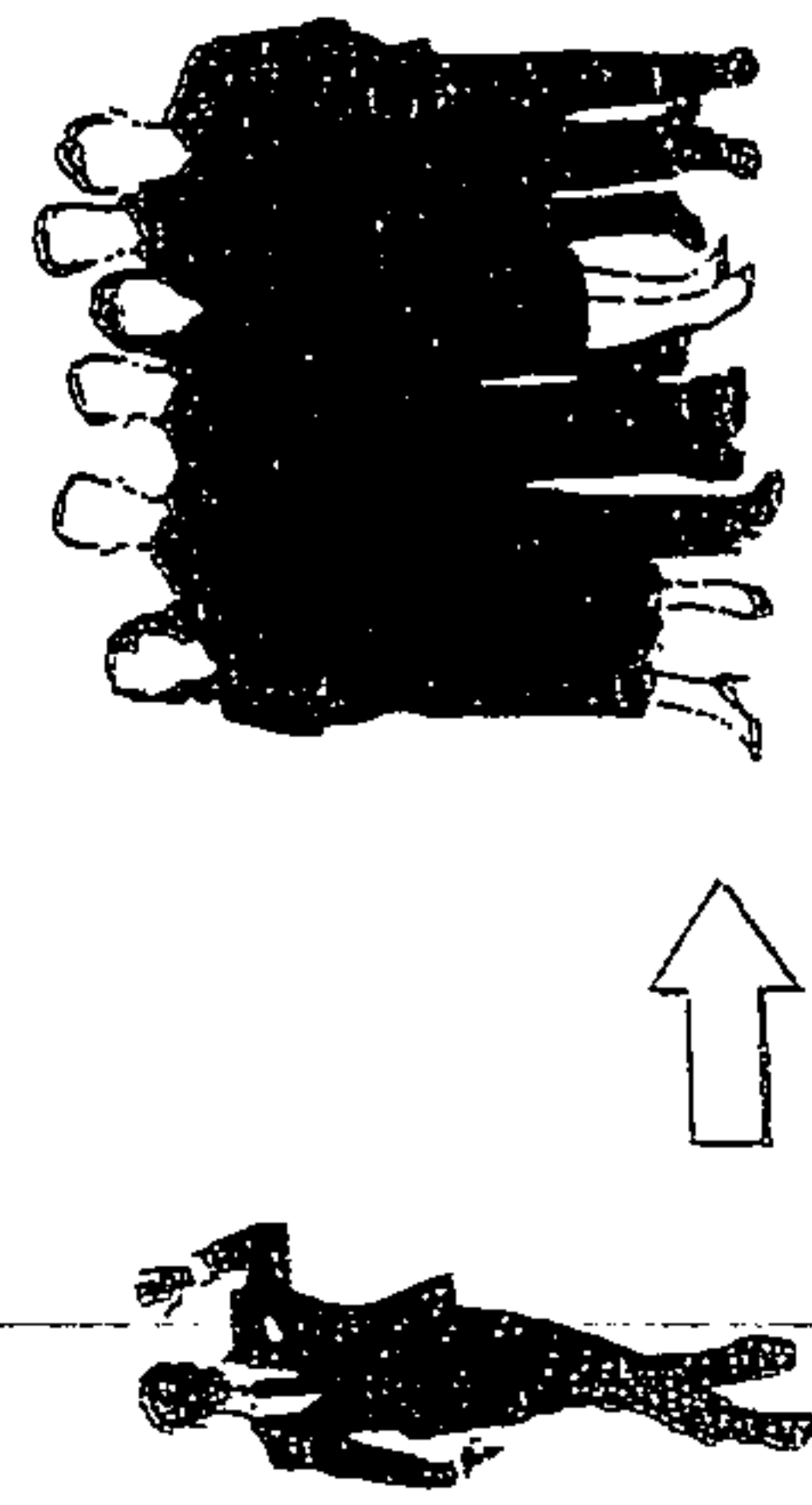
The **Index** indicates the likelihood of people having both characteristics in comparison to the base population.

The example target cell identifies adults who are both PC owners and aged 25-49.

	<u>Age 25-49</u>
<u>PC Owner</u>	
Respondent	230
Projected	23000
Horizontal %	63.9
Vertical %	41.1
Index	225

⇒ The **Respondent** number (230) refers to the number of survey respondents who said they are both PC owners and in the 25-49 age group.

⇒ The **Projected** number (23000) is the estimated number of people the sample would represent in the total population of the market.



Horizontal %

The **Horizontal %** is calculated by dividing the projected number of the cell by the projected number of the cell "horizontal" to it in the first column.

$23000 / 36000 \times 100 = 63.9\%$

Therefore, X% of people defined by the row variable also have the column variable characteristic.

- ⇒ 36000 people own a PC.
- ⇒ 23000 people own a PC and are age 25-49.
- ⇒ **63.9% of people who own a PC are age 25-49.**

* * * * *

Vertical %

The **Vertical %** is calculated by dividing the projected number of the cell by the projected number of the cell "vertical" to it in the first row.

$23000 / 56000 \times 100 = 41.1\%$

Therefore, X% of people defined by the column variable also have the row variable characteristic.

- ⇒ 56000 people are age 25-49.
- ⇒ 23000 people own a PC and are age 25-49.
- ⇒ **41.1% of people age 25-49 own a PC.**

Index

The **Index** is calculated by dividing the Horizontal % of the cell by the Horizontal % of the cell in the first row.

$63.9 / 56.0 \times 100 = 114$

Likewise, the **Index** can also be calculated by dividing the Vertical % of the cell by the Vertical % of the cell in the first column.

$41.1 / 36.0 \times 100 = 114$

Both calculations yield the same index.

* * * * *

Indices indicate the likelihood of people who have the characteristics of one variable to have the characteristics of another variable as compared to your base population.

⇒ Indices greater than 100 indicate a (Index-100)% higher likelihood.

Index = 130, 30% higher likelihood

⇒ Indices lower than 100 indicate a (100-Index)% lower likelihood.

Index = 75, 25% lower likelihood

In our example:

- ⇒ PC owners are **14%** more likely to be age 25-49 than the average adult.
- Those age 25-49 are **14%** more likely to be PC owners than the average adult.

Scarborough Research

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)

Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Total		6,126,087	2,960,967	475,074	356,665	424,618	599,426	1,105,184
	Proj	6,126,087	2,960,967	475,074	356,665	424,618	599,426	1,105,184
	Horz %	100.0%	48.3%	7.8%	5.8%	6.9%	9.8%	18.0%
	Vert %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Index	100	100	100	100	100	100	100
Malls shopped past 3 months								
	Proj	219,338	209,846	0	15,766	57,889	1,143	135,048
	Horz %	100.0%	95.7%	0.0%	7.2%	26.4%	0.5%	61.6%
	Vert %	3.6%	7.1%	0.0%	4.4%	13.6%	0.2%	12.2%
	Index	100	198	0	123	381		341

Adults who live in the 5 county aggregate are 98% more likely than the average adult to have shopped at the 69th St. Business District Upper Darby in the past 3 months.

Proj. (Projected): 209,846 adults who live in the 5 county aggregate shopped at 69th St. Business District Upper Darby in the past 3 months.

Horz % (horizontal %): 95.7% of 69th St Business District Upper Darby past 3 month shoppers live in the 5 county aggregate.

Vert % (vertical %): 7.1% of adults who live in the 5 county aggregate shopped at the 69th St. Business District Upper Darby in the past 3 months.

Index: 100 = average, <100 = % less likely, 100 > = % more likely; Can be read two ways

Adults who live in the 5 county aggregate are 98% more likely than the average adult to have shopped at the 69th St. Business District Upper Darby in the past 3 months.

69th St. Business District Upper Darby past 3 month shoppers are 98% more likely than the average adult to live in the 5 county aggregate.

69th St. Business District Upper Darby past 3 month shoppers are 95% less likely to have shopped the 69th St. Business District Upper Darby in the past 3 months.

Montgomery county residents are 95% less likely than the average adult to live in Montgomery county.

69th St. Business District Upper Darby past 3 month shoppers are 95% less likely than the average adult to live in Montgomery county.

Target: Aggregate	Total Pop	Total %	Target Pop	Target %	Index	Horz %
	6,126,087	100.0%	2,960,967	100.0%	100	48.3%
Total						
Malls shopped past 3 months						
69th St. Business District Upper Darby	219,338	3.6%	209,846	7.1%	198	95.7%

Total Pop.: 219,338 adults in the Philadelphia market shopped at 69th St. Business District Upper Darby in the past 3 months.
 Total %: 3.6% of the Philadelphia market shopped at the 69th St. Business District Upper Darby in the past 3 months.
 Target Pop.: 209,846 adults who live in the 5 county aggregate shopped at 69th St. Business District Upper Darby in the past 3 months.
 Target % : 7.1% of adults who live in the 5 county aggregate shopped at the 69th St. Business District Upper Darby
 Index: 100 = average, <100 = % less likely, 100> = % more likely; **Can be read two ways**
 Adults who live in the 5 county aggregate are 98% more likely than the average adult to have shopped at the 69th St. Business District Upper Darby in the past 3 months.
 69th St. Business District Upper Darby past 3 month shoppers are 98% more likely than the average adult to live in the 5 county aggregate.
 Horz %: 95.7% of 69th St Business District Upper Darby past 3 month shoppers live in the 5 county aggregate.

Scarborough Research

Study: Philadelphia, PA 2006 Release 1

Release: Total (Feb 2005 - Jan 2006)

Base: Total

Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
Total	Proj	6,126,087	2,960,967	475,074	356,665	424,618	599,426	1,105,184	
	Horz %	100.0%	48.3%	7.8%	5.8%	6.9%	9.8%	18.0%	
	Vert %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Index	100	100	100	100	100	100	100	
Malls shopped past 3 months									
69th St. Business District Upper	Proj	219,338	209,846	0	15,766	57,889	1,143	135,048	
Darby	Horz %	100.0%	95.7%	0.0%	7.2%	26.4%	0.5%	61.6%	
	Vert %	3.6%	7.1%	0.0%	4.4%	13.6%	0.2%	12.2%	
	Index	100	198	0	123	381	5	341	
Berkshire Mall	Proj	222,368	32,844	1,605	916	4,423	15,552	10,348	
	Horz %	100.0%	14.8%	0.7%	0.4%	2.0%	7.0%	4.7%	
	Vert %	3.6%	1.1%	0.3%	0.3%	1.0%	2.6%	0.9%	
	Index	100	31	9	7	29	71	26	
Burlington Center	Proj	293,901	33,410	6,364	0	6,575	5,685	14,786	
	Horz %	100.0%	11.4%	2.2%	0.0%	2.2%	1.9%	5.0%	
	Vert %	4.8%	1.1%	1.3%	0.0%	1.5%	0.9%	1.3%	
	Index	100	24	28	0	32	20	28	
Cheltenham Square	Proj	171,936	164,635	3,432	0	2,414	29,991	128,798	
	Horz %	100.0%	95.8%	2.0%	0.0%	1.4%	17.4%	74.9%	
	Vert %	2.8%	5.6%	0.7%	0.0%	0.6%	5.0%	11.7%	
	Index	100	198	26	0	20	178	415	
Cherry Hill Mall	Proj	785,785	294,524	17,937	4,202	8,706	12,008	251,671	
	Horz %	100.0%	37.5%	2.3%	0.5%	1.1%	1.5%	32.0%	
	Vert %	12.8%	9.9%	3.8%	1.2%	2.1%	2.0%	22.8%	
	Index	100	78	29	9	16	16	178	
Christiana Mall	Proj	530,033	103,322	7,144	28,946	38,076	3,977	25,179	
	Horz %	100.0%	19.5%	1.3%	5.5%	7.2%	0.8%	4.8%	
	Vert %	8.7%	3.5%	1.5%	8.1%	9.0%	0.7%	2.3%	
	Index	100	40	17	94	104	8	26	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
Concord Mall	Proj	390,946	175,924	1,509	41,974	102,979	10,624	18,838
	Horz %	100.0%	45.0%	0.4%	10.7%	26.3%	2.7%	4.8%
	Vert %	6.4%	5.9%	0.3%	11.8%	24.3%	1.8%	1.7%
	Index	100	93	5	184	380	28	27
Deptford Mall	Proj	610,125	80,697	1,162	0	1,959	2,277	75,299
	Horz %	100.0%	13.2%	0.2%	0.0%	0.3%	0.4%	12.3%
	Vert %	10.0%	2.7%	0.2%	0.0%	0.5%	0.4%	6.8%
	Index	100	27	2	0	5	4	68
Dover Mall	Proj	148,529	31,916	1,024	4,180	2,426	0	24,286
	Horz %	100.0%	21.5%	0.7%	2.8%	1.6%	0.0%	16.4%
	Vert %	2.4%	1.1%	0.2%	1.2%	0.6%	0.0%	2.2%
	Index	100	44	9	48	24	0	91
Echelon Mall	Proj	334,765	28,376	1,070	0	0	4,105	23,201
	Horz %	100.0%	8.5%	0.3%	0.0%	0.0%	1.2%	6.9%
	Vert %	5.5%	1.0%	0.2%	0.0%	0.0%	0.7%	2.1%
	Index	100	18	4	0	0	13	38
Exton Square	Proj	342,429	308,465	3,090	222,645	48,500	22,405	11,825
	Horz %	100.0%	90.1%	0.9%	65.0%	14.2%	6.5%	3.5%
	Vert %	5.6%	10.4%	0.7%	62.4%	11.4%	3.7%	1.1%
	Index	100	186	12	1,117	204	67	19
Franklin Mills	Proj	734,313	574,712	111,817	2,694	15,488	27,695	417,018
	Horz %	100.0%	78.3%	15.2%	0.4%	2.1%	3.8%	56.8%
	Vert %	12.0%	19.4%	23.5%	0.8%	3.6%	4.6%	37.7%
	Index	100	162	196	6	30	39	315
Gallery I & II	Proj	415,609	349,586	15,845	10,317	19,631	4,975	298,818
	Horz %	100.0%	84.1%	3.8%	2.5%	4.7%	1.2%	71.9%
	Vert %	6.8%	11.8%	3.3%	2.9%	4.6%	0.8%	27.0%
	Index	100	174	49	43	68	12	399
Granite Run Mall	Proj	381,904	343,645	0	37,194	269,826	13,861	22,764
	Horz %	100.0%	90.0%	0.0%	9.7%	70.7%	3.6%	6.0%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Vert %	6.2%	11.6%	0.0%	10.4%	63.5%	2.3%	2.1%
	Index	100	186	0	167	1,019	37	33
Hamilton Mall	Proj	404,022	34,236	2,578	2,011	8,576	6,580	14,491
	Horz %	100.0%	8.5%	0.6%	0.5%	2.1%	1.6%	3.6%
	Vert %	6.6%	1.2%	0.5%	0.6%	2.0%	1.1%	1.3%
	Index	100	18	8	9	31	17	20
Hamilton Marketplace	Proj	193,392	18,013	6,433	0	2,193	2,270	7,117
	Horz %	100.0%	9.3%	3.3%	0.0%	1.1%	1.2%	3.7%
	Vert %	3.2%	0.6%	1.4%	0.0%	0.5%	0.4%	0.6%
	Index	100	19	43	0	16	12	20
King of Prussia Mall	Proj	1,124,099	856,966	61,369	137,011	124,396	283,363	250,827
	Horz %	100.0%	76.2%	5.5%	12.2%	11.1%	25.2%	22.3%
	Vert %	18.3%	28.9%	12.9%	38.4%	29.3%	47.3%	22.7%
	Index	100	158	70	209	160	258	124
Lancaster	Proj	281,418	172,657	26,609	48,975	44,043	17,497	35,533
	Horz %	100.0%	61.4%	9.5%	17.4%	15.7%	6.2%	12.6%
	Vert %	4.6%	5.8%	5.6%	13.7%	10.4%	2.9%	3.2%
	Index	100	127	122	299	226	64	70
Lehigh Valley Mall	Proj	530,836	31,397	18,951	0	1,042	2,621	8,783
	Horz %	100.0%	5.9%	3.6%	0.0%	0.2%	0.5%	1.7%
	Vert %	8.7%	1.1%	4.0%	0.0%	0.2%	0.4%	0.8%
	Index	100	12	46	0	3	5	9
Liberty Place	Proj	107,166	89,177	5,028	0	2,426	11,288	70,435
	Horz %	100.0%	83.2%	4.7%	0.0%	2.3%	10.5%	65.7%
	Vert %	1.7%	3.0%	1.1%	0.0%	0.6%	1.9%	6.4%
	Index	100	172	61	0	33	108	364
Montgomery Mall	Proj	539,613	497,454	142,720	5,821	8,576	244,168	96,169
	Horz %	100.0%	92.2%	26.4%	1.1%	1.6%	45.2%	17.8%
	Vert %	8.8%	16.8%	30.0%	1.6%	2.0%	40.7%	8.7%
	Index	100	191	341	19	23	462	99

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
Moorestown Mall	Proj	450,577	60,165	4,754	0	4,663	6,774	43,974	
	Horz %	100.0%	13.4%	1.1%	0.0%	1.0%	1.5%	9.8%	
	Vert %	7.4%	2.0%	1.0%	0.0%	1.1%	1.1%	4.0%	
	Index	100	28	14	0	15	15	54	
Neshaminy Mall	Proj	512,979	470,539	217,704	0	0	25,422	227,413	
	Horz %	100.0%	91.7%	42.4%	0.0%	0.0%	5.0%	44.3%	
	Vert %	8.4%	15.9%	45.8%	0.0%	0.0%	4.2%	20.6%	
	Index	100	190	547	0	0	51	246	
New Hope/Peddlers Village	Proj	324,284	222,511	108,547	9,712	3,346	43,907	56,999	
	Horz %	100.0%	68.6%	33.5%	3.0%	1.0%	13.5%	17.6%	
	Vert %	5.3%	7.5%	22.8%	2.7%	0.8%	7.3%	5.2%	
	Index	100	142	432	51	15	138	97	
Oxford Valley Mall	Proj	441,534	342,509	216,441	0	1,657	16,866	107,545	
	Horz %	100.0%	77.6%	49.0%	0.0%	0.4%	3.8%	24.4%	
	Vert %	7.2%	11.6%	45.6%	0.0%	0.4%	2.8%	9.7%	
	Index	100	160	632	0	5	39	135	
Philadelphia Center City Business District	Proj	537,452	419,468	22,605	16,713	28,816	26,655	324,679	
	Horz %	100.0%	78.0%	4.2%	3.1%	5.4%	5.0%	60.4%	
	Vert %	8.8%	14.2%	4.8%	4.7%	6.8%	4.4%	29.4%	
	Index	100	161	54	53	77	51	335	
Plymouth Meeting Mall	Proj	362,219	310,844	19,905	1,898	21,572	154,927	112,542	
	Horz %	100.0%	85.8%	5.5%	0.5%	6.0%	42.8%	31.1%	
	Vert %	5.9%	10.5%	4.2%	0.5%	5.1%	25.8%	10.2%	
	Index	100	178	71	9	86	437	172	
Quaker Bridge Mall	Proj	314,386	40,410	21,255	0	0	1,433	17,722	
	Horz %	100.0%	12.9%	6.8%	0.0%	0.0%	0.5%	5.6%	
	Vert %	5.1%	1.4%	4.5%	0.0%	0.0%	0.2%	1.6%	
	Index	100	27	87	0	0	5	31	
Reading Outlets	Proj	327,853	135,796	15,556	8,117	18,919	44,170	49,034	
	Horz %	100.0%	41.4%	4.7%	2.5%	5.8%	13.5%	15.0%	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Vert %	5.4%	4.6%	3.3%	2.3%	4.5%	7.4%	4.4%
	Index	100	86	61	43	83	138	83
Roosevelt Mall/Castor Cottman	Proj	345,316	329,614	11,820	0	0	7,478	310,316
	Horz %	100.0%	95.5%	3.4%	0.0%	0.0%	2.2%	89.9%
	Vert %	5.6%	11.1%	2.5%	0.0%	0.0%	1.2%	28.1%
	Index	100	197	44	0	0	22	498
Springfield Mall	Proj	413,046	392,007	0	16,055	286,466	12,505	76,981
	Horz %	100.0%	94.9%	0.0%	3.9%	69.4%	3.0%	18.6%
	Vert %	6.7%	13.2%	0.0%	4.5%	67.5%	2.1%	7.0%
	Index	100	196	0	67	1,001	31	103
Suburban Square	Proj	119,271	115,826	1,024	3,299	50,586	45,481	15,436
	Horz %	100.0%	97.1%	0.9%	2.8%	42.4%	38.1%	12.9%
	Vert %	1.9%	3.9%	0.2%	0.9%	11.9%	7.6%	1.4%
	Index	100	201	11	48	612	390	72
Whitehall Mall	Proj	405,334	25,479	9,665	0	2,720	0	13,094
	Horz %	100.0%	6.3%	2.4%	0.0%	0.7%	0.0%	3.2%
	Vert %	6.6%	0.9%	2.0%	0.0%	0.6%	0.0%	1.2%
	Index	100	13	31	0	10	0	18
Willow Grove Park	Proj	490,699	473,284	95,272	0	15,810	179,418	182,784
	Horz %	100.0%	96.5%	19.4%	0.0%	3.2%	36.6%	37.2%
	Vert %	8.0%	16.0%	20.1%	0.0%	3.7%	29.9%	16.5%
	Index	100	200	250	0	46	374	206
Other shopping center or area	Proj	1,822,823	822,112	138,673	134,535	84,894	228,314	235,696
	Horz %	100.0%	45.1%	7.6%	7.4%	4.7%	12.5%	12.9%
	Vert %	29.8%	27.8%	29.2%	37.7%	20.0%	38.1%	21.3%
	Index	100	93	98	127	67	128	72
Did not shop	Proj	612,532	253,790	45,357	38,526	19,157	25,815	124,935
	Horz %	100.0%	41.4%	7.4%	6.3%	3.1%	4.2%	20.4%
	Vert %	10.0%	8.6%	9.5%	10.8%	4.5%	4.3%	11.3%
	Index	100	86	95	108	45	43	113

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
Any General Growth Mall	Proj	1,030,334	566,879	218,516	28,946	38,076	29,399	251,942	
	Horz %	100.0%	55.0%	21.2%	2.8%	3.7%	2.9%	24.5%	
	Vert %	16.8%	19.1%	46.0%	8.1%	9.0%	4.9%	22.8%	
	Index	100	114	273	48	53	29	136	
Any mall/shopping center past 3 months (inc month)	Proj	5,513,555	2,707,177	429,717	318,139	405,461	573,611	980,249	
	Horz %	100.0%	49.1%	7.8%	5.8%	7.4%	10.4%	17.8%	
	Vert %	90.0%	91.4%	90.5%	89.2%	95.5%	95.7%	88.7%	
	Index	100	102	101	99	106	106	99	
Any Simon Mall	Proj	3,307,701	1,661,543	361,393	151,416	320,106	422,160	406,468	
	Horz %	100.0%	50.2%	10.9%	4.6%	9.7%	12.8%	12.3%	
	Vert %	54.0%	56.1%	76.1%	42.5%	75.4%	70.4%	36.8%	
	Index	100	104	141	79	140	130	68	
Malls shopped past 30 days	Proj	81,424	77,129	0	0	13,637	0	63,492	
	Horz %	100.0%	94.7%	0.0%	0.0%	16.7%	0.0%	78.0%	
	Vert %	1.3%	2.6%	0.0%	0.0%	3.2%	0.0%	5.7%	
	Index	100	196	0	0	242	0	432	
Berkshire Mall	Proj	131,137	19,781	1,024	0	4,423	3,986	10,348	
	Horz %	100.0%	15.1%	0.8%	0.0%	3.4%	3.0%	7.9%	
	Vert %	2.1%	0.7%	0.2%	0.0%	1.0%	0.7%	0.9%	
	Index	100	31	10	0	49	31	44	
Burlington Center	Proj	119,863	4,623	0	0	2,446	0	2,177	
	Horz %	100.0%	3.9%	0.0%	0.0%	2.0%	0.0%	1.8%	
	Vert %	2.0%	0.2%	0.0%	0.0%	0.6%	0.0%	0.2%	
	Index	100	8	0	0	29	0	10	
Cheltenham Square	Proj	61,852	56,681	0	0	2,414	14,454	39,813	
	Horz %	100.0%	91.6%	0.0%	0.0%	3.9%	23.4%	64.4%	
	Vert %	1.0%	1.9%	0.0%	0.0%	0.6%	2.4%	3.6%	
	Index	100	190	0	0	56	239	357	
Cherry Hill Mall	Proj	380,701	116,253	1,975	4,202	1,698	2,277	106,101	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)

Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	30.5%	0.5%	1.1%	0.4%	0.6%	27.9%
	Vert %	6.2%	3.9%	0.4%	1.2%	0.4%	0.4%	9.6%
	Index	100	63	7	19	6	6	154
Christiana Mall	Proj	254,372	45,176	0	18,630	13,770	0	12,776
	Horz %	100.0%	17.8%	0.0%	7.3%	5.4%	0.0%	5.0%
	Vert %	4.2%	1.5%	0.0%	5.2%	3.2%	0.0%	1.2%
	Index	100	37	0	126	78	0	28
Concord Mall	Proj	195,878	74,683	0	16,202	47,513	0	10,968
	Horz %	100.0%	38.1%	0.0%	8.3%	24.3%	0.0%	5.6%
	Vert %	3.2%	2.5%	0.0%	4.5%	11.2%	0.0%	1.0%
	Index	100	79	0	142	350	0	31
Deptford Mall	Proj	286,262	41,519	0	0	0	0	41,519
	Horz %	100.0%	14.5%	0.0%	0.0%	0.0%	0.0%	14.5%
	Vert %	4.7%	1.4%	0.0%	0.0%	0.0%	0.0%	3.8%
	Index	100	30	0	0	0	0	80
Dover Mall	Proj	95,378	15,506	1,024	0	0	0	14,482
	Horz %	100.0%	16.3%	1.1%	0.0%	0.0%	0.0%	15.2%
	Vert %	1.6%	0.5%	0.2%	0.0%	0.0%	0.0%	1.3%
	Index	100	34	14	0	0	0	84
Echelon Mall	Proj	126,598	7,796	0	0	0	0	7,796
	Horz %	100.0%	6.2%	0.0%	0.0%	0.0%	0.0%	6.2%
	Vert %	2.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%
	Index	100	13	0	0	0	0	34
Exton Square	Proj	170,853	145,851	2,278	108,054	19,933	11,660	3,926
	Horz %	100.0%	85.4%	1.3%	63.2%	11.7%	6.8%	2.3%
	Vert %	2.8%	4.9%	0.5%	30.3%	4.7%	1.9%	0.4%
	Index	100	177	17	1,086	168	70	13
Franklin Mills	Proj	245,781	202,035	29,936	0	7,132	6,616	158,351
	Horz %	100.0%	82.2%	12.2%	0.0%	2.9%	2.7%	64.4%
	Vert %	4.0%	6.8%	6.3%	0.0%	1.7%	1.1%	14.3%

208

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Index	100	170	157	0	42	28	357	
Gallerly I & II	Proj	187,258	159,819	8,961	10,317	9,761	0	130,780	
	Horz %	100.0%	85.3%	4.8%	5.5%	5.2%	0.0%	69.8%	
	Vert %	3.1%	5.4%	1.9%	2.9%	2.3%	0.0%	11.8%	
	Index	100	177	62	95	75	0	387	
Granite Run Mall	Proj	200,490	175,618	0	11,461	159,021	0	5,136	
	Horz %	100.0%	87.6%	0.0%	5.7%	79.3%	0.0%	2.6%	
	Vert %	3.3%	5.9%	0.0%	3.2%	37.5%	0.0%	0.5%	
	Index	100	181	0	98	1,144	0	14	
Hamilton Mall	Proj	212,580	8,576	0	0	8,576	0	0	
	Horz %	100.0%	4.0%	0.0%	0.0%	4.0%	0.0%	0.0%	
	Vert %	3.5%	0.3%	0.0%	0.0%	2.0%	0.0%	0.0%	
	Index	100	8	0	0	58	0	0	
Hamilton Marketplace	Proj	98,820	3,638	1,368	0	0	2,270	0	
	Horz %	100.0%	3.7%	1.4%	0.0%	0.0%	2.3%	0.0%	
	Vert %	1.6%	0.1%	0.3%	0.0%	0.0%	0.4%	0.0%	
	Index	100	8	18	0	0	23	0	
King of Prussia Mall	Proj	503,139	428,056	22,040	62,683	73,954	178,153	91,226	
	Horz %	100.0%	85.1%	4.4%	12.5%	14.7%	35.4%	18.1%	
	Vert %	8.2%	14.5%	4.6%	17.6%	17.4%	29.7%	8.3%	
	Index	100	176	56	214	212	362	101	
Lancaster	Proj	99,599	73,978	11,705	13,381	29,060	7,875	11,957	
	Horz %	100.0%	74.3%	11.8%	13.4%	29.2%	7.9%	12.0%	
	Vert %	1.6%	2.5%	2.5%	3.8%	6.8%	1.3%	1.1%	
	Index	100	154	152	231	421	81	67	
Lehigh Valley Mall	Proj	257,637	2,964	2,213	0	0	0	751	
	Horz %	100.0%	1.2%	0.9%	0.0%	0.0%	0.0%	0.3%	
	Vert %	4.2%	0.1%	0.5%	0.0%	0.0%	0.0%	0.1%	
	Index	100	2	11	0	0	0	2	
Liberty Place	Proj	32,213	29,292	1,620	0	0	0	27,672	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Horz %	100.0%	90.9%	5.0%	0.0%	0.0%	0.0%	0.0%	85.9%
	Vert %	0.5%	1.0%	0.3%	0.0%	0.0%	0.0%	0.0%	2.5%
	Index	100	188	65	0	0	0	0	476
Montgomery Mall	Proj	286,404	260,554	62,728	4,202	0	155,845	0	37,779
	Horz %	100.0%	91.0%	21.9%	1.5%	0.0%	54.4%	0.0%	13.2%
	Vert %	4.7%	8.8%	13.2%	1.2%	0.0%	26.0%	0.0%	3.4%
	Index	100	188	282	25	0	556	0	73
Moorestown Mall	Proj	233,659	25,552	2,635	0	4,663	0	0	18,254
	Horz %	100.0%	10.9%	1.1%	0.0%	2.0%	0.0%	0.0%	7.8%
	Vert %	3.8%	0.9%	0.6%	0.0%	1.1%	0.0%	0.0%	1.7%
	Index	100	23	15	0	29	0	0	43
Neshaminy Mall	Proj	240,852	228,781	118,807	0	0	5,991	0	103,983
	Horz %	100.0%	95.0%	49.3%	0.0%	0.0%	2.5%	0.0%	43.2%
	Vert %	3.9%	7.7%	25.0%	0.0%	0.0%	1.0%	0.0%	9.4%
	Index	100	197	636	0	0	25	0	239
New Hope/Peddlers Village	Proj	86,999	68,422	43,128	0	1,199	9,317	0	14,778
	Horz %	100.0%	78.6%	49.6%	0.0%	1.4%	10.7%	0.0%	17.0%
	Vert %	1.4%	2.3%	9.1%	0.0%	0.3%	1.6%	0.0%	1.3%
	Index	100	163	639	0	20	109	0	94
Oxford Valley Mall	Proj	218,187	181,640	132,998	0	1,657	4,234	0	42,751
	Horz %	100.0%	83.2%	61.0%	0.0%	0.8%	1.9%	0.0%	19.6%
	Vert %	3.6%	6.1%	28.0%	0.0%	0.4%	0.7%	0.0%	3.9%
	Index	100	172	786	0	11	20	0	109
Philadelphia Center City Business District	Proj	240,693	208,325	12,125	5,310	14,177	6,537	0	170,176
	Horz %	100.0%	86.6%	5.0%	2.2%	5.9%	2.7%	0.0%	70.7%
	Vert %	3.9%	7.0%	2.6%	1.5%	3.3%	1.1%	0.0%	15.4%
	Index	100	179	65	38	85	28	0	392
Plymouth Meeting Mall	Proj	150,957	143,368	11,035	0	15,581	69,060	0	47,692
	Horz %	100.0%	95.0%	7.3%	0.0%	10.3%	45.7%	0.0%	31.6%
	Vert %	2.5%	4.8%	2.3%	0.0%	3.7%	11.5%	0.0%	4.3%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
	Index	100	196	94	0	149	468	175
	Proj	172,120	19,093	8,745	0	0	0	10,348
Quaker Bridge Mall	Horz %	100.0%	11.1%	5.1%	0.0%	0.0%	0.0%	6.0%
	Vert %	2.8%	0.6%	1.8%	0.0%	0.0%	0.0%	0.9%
	Index	100	23	66	0	0	0	33
	Proj	91,339	23,882	1,758	0	4,143	7,641	10,340
Reading Outlets	Horz %	100.0%	26.1%	1.9%	0.0%	4.5%	8.4%	11.3%
	Vert %	1.5%	0.8%	0.4%	0.0%	1.0%	1.3%	0.9%
	Index	100	54	25	0	65	85	63
	Proj	143,169	137,475	3,980	0	0	0	133,495
Roosevelt Mall/Castor Cottman	Horz %	100.0%	96.0%	2.8%	0.0%	0.0%	0.0%	93.2%
	Vert %	2.3%	4.6%	0.8%	0.0%	0.0%	0.0%	12.1%
	Index	100	199	36	0	0	0	517
	Proj	214,832	202,951	0	0	168,783	4,762	29,406
Springfield Mall	Horz %	100.0%	94.5%	0.0%	0.0%	78.6%	2.2%	13.7%
	Vert %	3.5%	6.9%	0.0%	0.0%	39.7%	0.8%	2.7%
	Index	100	195	0	0	1,133	23	76
	Proj	61,331	61,331	1,024	0	28,190	20,466	11,651
Suburban Square	Horz %	100.0%	100.0%	1.7%	0.0%	46.0%	33.4%	19.0%
	Vert %	1.0%	2.1%	0.2%	0.0%	6.6%	3.4%	1.1%
	Index	100	207	22	0	663	341	105
	Proj	189,793	2,749	1,998	0	0	0	751
Whitehall Mall	Horz %	100.0%	1.4%	1.1%	0.0%	0.0%	0.0%	0.4%
	Vert %	3.1%	0.1%	0.4%	0.0%	0.0%	0.0%	0.1%
	Index	100	3	14	0	0	0	2
	Proj	259,337	251,632	36,069	0	6,464	123,880	85,219
Willow Grove Park	Horz %	100.0%	97.0%	13.9%	0.0%	2.5%	47.8%	32.9%
	Vert %	4.2%	8.5%	7.6%	0.0%	1.5%	20.7%	7.7%
	Index	100	201	179	0	36	488	182
	Proj	1,259,184	581,279	89,065	101,712	62,824	178,099	149,579
Other shopping center or area								

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	46.2%	7.1%	8.1%	5.0%	14.1%	11.9%
	Vert %	20.6%	19.6%	18.7%	28.5%	14.8%	29.7%	13.5%
	Index	100	96	91	139	72	145	66
Did not shop	Proj	2,267,803	1,030,535	177,530	141,640	102,259	141,721	467,385
	Horz %	100.0%	45.4%	7.8%	6.2%	4.5%	6.2%	20.6%
	Vert %	37.0%	34.8%	37.4%	39.7%	24.1%	23.6%	42.3%
	Index	100	94	101	107	65	64	114
Any General Growth Mall	Proj	494,574	273,307	118,807	18,630	13,770	5,991	116,109
	Horz %	100.0%	55.3%	24.0%	3.8%	2.8%	1.2%	23.5%
	Vert %	8.1%	9.2%	25.0%	5.2%	3.2%	1.0%	10.5%
	Index	100	114	310	65	40	12	130
Any mall/shopping center past 30 days	Proj	3,858,284	1,930,432	297,544	215,025	322,359	457,705	637,799
	Horz %	100.0%	50.0%	7.7%	5.6%	8.4%	11.9%	16.5%
	Vert %	63.0%	65.2%	62.6%	60.3%	75.9%	76.4%	57.7%
	Index	100	104	99	96	121	121	92
Any Simon Mall	Proj	1,824,292	934,335	198,534	72,133	205,452	289,667	168,549
	Horz %	100.0%	51.2%	10.9%	4.0%	11.3%	15.9%	9.2%
	Vert %	29.8%	31.6%	41.8%	20.2%	48.4%	48.3%	15.3%
	Index	100	106	140	68	162	162	51
Hospital HHL D prefers to use (HHL D)								
Abington Memorial Hospital	Proj	198,637	198,637	40,604	0	6,932	125,355	25,746
	Horz %	100.0%	100.0%	20.4%	0.0%	3.5%	63.1%	13.0%
	Vert %	3.2%	6.7%	8.5%	0.0%	1.6%	20.9%	2.3%
	Index	100	207	264	0	50	645	72
Albert Einstein Medical Center	Proj	37,973	37,973	677	0	0	9,287	28,009
	Horz %	100.0%	100.0%	1.8%	0.0%	0.0%	24.5%	73.8%
	Vert %	0.6%	1.3%	0.1%	0.0%	0.0%	1.5%	2.5%
	Index	100	207	23	0	0	250	409
Bryn Mawr Hospital	Proj	89,138	88,021	0	15,394	33,666	38,961	0

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	County of residence					Aggregate	Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	98.7%	0.0%	17.3%	37.8%	43.7%	0.0%				0.0%	
	Vert %	1.5%	3.0%	0.0%	4.3%	7.9%	6.5%	0.0%				0.0%	
	Index	100	204	0	297	545	447	0				0	
Chester County Hospital	Proj	96,760	82,343	0	81,973	370	0	0				0	
	Horz %	100.0%	85.1%	0.0%	84.7%	0.4%	0.0%	0.0%				0.0%	
	Vert %	1.6%	2.8%	0.0%	23.0%	0.1%	0.0%	0.0%				0.0%	
	Index	100	176	0	1,455	6	0	0				0	
Children's Hospital of Philadelphia	Proj	171,346	116,539	28,219	8,559	19,646	6,298	53,817					
	Horz %	100.0%	68.0%	16.5%	5.0%	11.5%	3.7%	31.4%					
	Vert %	2.8%	3.9%	5.9%	2.4%	4.6%	1.1%	4.9%					
	Index	100	141	212	86	165	38	174					
Christiana Care Health System	Proj	291,309	23,211	582	11,002	1,279	0	10,348					
	Horz %	100.0%	8.0%	0.2%	3.8%	0.4%	0.0%	3.6%					
	Vert %	4.8%	0.8%	0.1%	3.1%	0.3%	0.0%	0.9%					
	Index	100	16	3	65	6	0	20					
Cooper Health System	Proj	101,836	2,229	812	0	0	0	1,417					
	Horz %	100.0%	2.2%	0.8%	0.0%	0.0%	0.0%	1.4%					
	Vert %	1.7%	0.1%	0.2%	0.0%	0.0%	0.0%	0.1%					
	Index	100	5	10	0	0	0	8					
Crozer-Chester Medical Center	Proj	98,018	82,253	0	0	82,253	0	0					
	Horz %	100.0%	83.9%	0.0%	0.0%	83.9%	0.0%	0.0%					
	Vert %	1.6%	2.8%	0.0%	0.0%	19.4%	0.0%	0.0%					
	Index	100	174	0	0	1,211	0	0					
Fox Chase Cancer Center	Proj	9,674	2,133	2,133	0	0	0	0					
	Horz %	100.0%	22.0%	22.0%	0.0%	0.0%	0.0%	0.0%					
	Vert %	0.2%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%					
	Index	100	46	284	0	0	0	0					
Graduate Hospital	Proj	29,140	25,503	0	5,258	0	0	20,245					
	Horz %	100.0%	87.5%	0.0%	18.0%	0.0%	0.0%	69.5%					
	Vert %	0.5%	0.9%	0.0%	1.5%	0.0%	0.0%	1.8%					

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	PA	
	Index	100	181	0	310	0	0	0	385
Hahnemann University Hospital	Proj	28,474	13,293	0	0	0	0	0	13,293
	Horz %	100.0%	46.7%	0.0%	0.0%	0.0%	0.0%	0.0%	46.7%
	Vert %	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
	Index	100	97	0	0	0	0	0	259
Holy Redeemer Hospital	Proj	76,642	76,642	10,338	0	0	9,910	0	56,394
	Horz %	100.0%	100.0%	13.5%	0.0%	0.0%	12.9%	0.0%	73.6%
	Vert %	1.3%	2.6%	2.2%	0.0%	0.0%	1.7%	0.0%	5.1%
	Index	100	207	174	0	0	132	0	408
Kennedy Memorial Health Systems	Proj	68,608	11,765	0	0	0	0	0	11,765
	Horz %	100.0%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	17.1%
	Vert %	1.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
	Index	100	35	0	0	0	0	0	95
Lankenau Hospital	Proj	80,524	80,524	2,488	1,355	24,884	33,426	0	18,371
	Horz %	100.0%	100.0%	3.1%	1.7%	30.9%	41.5%	0.0%	22.8%
	Vert %	1.3%	2.7%	0.5%	0.4%	5.9%	5.6%	0.0%	1.7%
	Index	100	207	40	29	446	424	0	126
Lehigh Valley Hospital	Proj	236,395	18,136	9,165	2,213	0	6,758	0	0
	Horz %	100.0%	7.7%	3.9%	0.9%	0.0%	2.9%	0.0%	0.0%
	Vert %	3.9%	0.6%	1.9%	0.6%	0.0%	1.1%	0.0%	0.0%
	Index	100	16	50	16	0	29	0	0
Memorial Hospital of Burlington County	Proj	68,701	1,417	0	0	0	0	0	1,417
	Horz %	100.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
	Vert %	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Index	100	4	0	0	0	0	0	11
Mercy Fitzgerald Hospital	Proj	38,140	38,140	0	0	11,803	2,263	0	24,074
	Horz %	100.0%	100.0%	0.0%	0.0%	30.9%	5.9%	0.0%	63.1%
	Vert %	0.6%	1.3%	0.0%	0.0%	2.8%	0.4%	0.0%	2.2%
	Index	100	207	0	0	446	61	0	350
Our Lady of Lourdes Medical Center	Proj	53,271	10,348	0	0	0	0	0	10,348

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Horz %	100.0%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%
	Vert %	0.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Index	100	40	0	0	0	0	0	108
Pennsylvania Hospital	Proj	126,943	102,333	3,078	2,774	2,480	5,831	88,170	
	Horz %	100.0%	80.6%	2.4%	2.2%	2.0%	4.6%	69.5%	
	Vert %	2.1%	3.5%	0.6%	0.8%	0.6%	1.0%	8.0%	
	Index	100	167	31	38	28	47	385	
Rancocas Hospital	Proj	11,690	0	0	0	0	0	0	
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Vert %	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Index	100	0	0	0	0	0	0	
South Jersey Hospital	Proj	50,750	0	0	0	0	0	0	
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Vert %	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Index	100	0	0	0	0	0	0	
St. Christopher's Hospital for Children	Proj	20,276	20,276	7,460	0	0	0	12,816	
	Horz %	100.0%	100.0%	36.8%	0.0%	0.0%	0.0%	63.2%	
	Vert %	0.3%	0.7%	1.6%	0.0%	0.0%	0.0%	1.2%	
	Index	100	207	474	0	0	0	350	
Temple University Hospital	Proj	65,561	60,584	1,368	0	13,902	0	45,314	
	Horz %	100.0%	92.4%	2.1%	0.0%	21.2%	0.0%	69.1%	
	Vert %	1.1%	2.0%	0.3%	0.0%	3.3%	0.0%	4.1%	
	Index	100	191	27	0	306	0	383	
Thomas Jefferson University Hospital	Proj	166,569	110,428	12,781	0	18,321	3,217	76,109	
	Horz %	100.0%	66.3%	7.7%	0.0%	11.0%	1.9%	45.7%	
	Vert %	2.7%	3.7%	2.7%	0.0%	4.3%	0.5%	6.9%	
	Index	100	137	99	0	159	20	253	
University of Pennsylvania Medical Center	Proj	237,544	175,018	12,378	13,015	10,288	43,365	95,972	
	Horz %	100.0%	73.7%	5.2%	5.5%	4.3%	18.3%	40.4%	
	Vert %	3.9%	5.9%	2.6%	3.6%	2.4%	7.2%	8.7%	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
	Index	100	152	67	94	62	187	224
	Proj	887,410	395,981	141,442	58,018	59,463	68,806	68,252
Other hospital	Horz %	100.0%	44.6%	15.9%	6.5%	6.7%	7.8%	7.7%
	Vert %	14.5%	13.4%	29.8%	16.3%	14.0%	11.5%	6.2%
	Index	100	92	206	112	97	79	43
	Proj	3,016,321	1,353,473	220,468	161,817	152,652	255,496	563,040
No preference	Horz %	100.0%	44.9%	7.3%	5.4%	5.1%	8.5%	18.7%
	Vert %	49.2%	45.7%	46.4%	45.4%	36.0%	42.6%	50.9%
	Index	100	93	94	92	73	87	103
	Proj	12,885	9,259	3,707	0	0	0	5,552
Any Tenet hospital	Horz %	100.0%	71.9%	28.8%	0.0%	0.0%	0.0%	43.1%
	Vert %	0.2%	0.3%	0.8%	0.0%	0.0%	0.0%	0.5%
	Index	100	149	371	0	0	0	239
Airports used as point of departure past 12 months								
Atlantic City Airport	Proj	212,349	57,644	4,110	0	7,752	13,188	32,594
	Horz %	100.0%	27.1%	1.9%	0.0%	3.7%	6.2%	15.3%
	Vert %	3.5%	1.9%	0.9%	0.0%	1.8%	2.2%	2.9%
	Index	100	56	25	0	53	63	85
Baltimore-Washington International (BWI)	Proj	157,983	77,074	5,720	42,127	4,450	14,485	10,292
	Horz %	100.0%	48.8%	3.6%	26.7%	2.8%	9.2%	6.5%
	Vert %	2.6%	2.6%	1.2%	11.8%	1.0%	2.4%	0.9%
	Index	100	101	47	458	41	94	36
John F. Kennedy (JFK)	Proj	112,677	41,493	4,388	13,428	3,498	8,364	11,815
	Horz %	100.0%	36.8%	3.9%	11.9%	3.1%	7.4%	10.5%
	Vert %	1.8%	1.4%	0.9%	3.8%	0.8%	1.4%	1.1%
	Index	100	76	50	205	45	76	58
Lehigh Valley International	Proj	193,863	41,787	14,207	2,428	1,522	22,946	684
	Horz %	100.0%	21.6%	7.3%	1.3%	0.8%	11.8%	0.4%
	Vert %	3.2%	1.4%	3.0%	0.7%	0.4%	3.8%	0.1%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Index	100	45	94	22	11	121	2	
	Proj	17,952	5,000	5,000	0	0	0	0	
	Horz %	100.0%	27.9%	27.9%	0.0%	0.0%	0.0%	0.0%	
	Vert %	0.3%	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	
	Index	100	58	359	0	0	0	0	
	Proj	353,958	90,946	37,491	9,957	8,815	25,771	8,912	
	Horz %	100.0%	25.7%	10.6%	2.8%	2.5%	7.3%	2.5%	
	Vert %	5.8%	3.1%	7.9%	2.8%	2.1%	4.3%	0.8%	
	Index	100	53	137	48	36	74	14	
	Proj	2,412,225	1,377,163	205,146	182,930	242,542	328,142	418,403	
	Horz %	100.0%	57.1%	8.5%	7.6%	10.1%	13.6%	17.3%	
	Vert %	39.4%	46.5%	43.2%	51.3%	57.1%	54.7%	37.9%	
	Index	100	118	110	130	145	139	96	
	Proj	365,382	219,576	32,418	31,329	61,131	27,873	66,825	
	Horz %	100.0%	60.1%	8.9%	8.6%	16.7%	7.6%	18.3%	
	Vert %	6.0%	7.4%	6.8%	8.8%	14.4%	4.6%	6.0%	
	Index	100	124	114	147	241	78	101	
	Proj	3,301,468	1,492,793	238,441	171,307	176,088	240,045	666,912	
	Horz %	100.0%	45.2%	7.2%	5.2%	5.3%	7.3%	20.2%	
	Vert %	53.9%	50.4%	50.2%	48.0%	41.5%	40.0%	60.3%	
	Index	100	94	93	89	77	74	112	
	Proj	109,801	50,964	10,508	3,733	11,784	11,662	13,277	
	Horz %	100.0%	46.4%	9.6%	3.4%	10.7%	10.6%	12.1%	
	Vert %	1.8%	1.7%	2.2%	1.0%	2.8%	1.9%	1.2%	
	Index	100	96	123	58	155	109	67	
	Proj	2,465	396	396	0	0	0	0	
	Horz %	100.0%	16.1%	16.1%	0.0%	0.0%	0.0%	0.0%	

267

Study: Philadelphia, PA 2006 Release 1

Release: Total (Feb 2005 - Jan 2006)

Base: Total

Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Vert %	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	Index	100	33	207	0	0	0	0
AutoNation.com	Proj	23,377	11,390	2,096	5,164	2,954	1,176	0
	Horz %	100.0%	48.7%	9.0%	22.1%	12.6%	5.0%	0.0%
	Vert %	0.4%	0.4%	0.4%	1.4%	0.7%	0.2%	0.0%
	Index	100	101	116	379	182	51	0
C&C Ford	Proj	84,150	60,008	15,086	0	0	38,466	6,456
	Horz %	100.0%	71.3%	17.9%	0.0%	0.0%	45.7%	7.7%
	Vert %	1.4%	2.0%	3.2%	0.0%	0.0%	6.4%	0.6%
	Index	100	148	231	0	0	467	43
CarMax.com	Proj	92,143	37,622	5,443	3,656	11,271	1,668	15,584
	Horz %	100.0%	40.8%	5.9%	4.0%	12.2%	1.8%	16.9%
	Vert %	1.5%	1.3%	1.1%	1.0%	2.7%	0.3%	1.4%
	Index	100	84	76	68	176	19	94
Cars.com	Proj	232,435	141,124	14,952	22,425	25,055	53,905	24,787
	Horz %	100.0%	60.7%	6.4%	9.6%	10.8%	23.2%	10.7%
	Vert %	3.8%	4.8%	3.1%	6.3%	5.9%	9.0%	2.2%
	Index	100	126	83	166	156	237	59
Chapman	Proj	146,409	52,236	6,472	0	13,235	6,079	26,450
	Horz %	100.0%	35.7%	4.4%	0.0%	9.0%	4.2%	18.1%
	Vert %	2.4%	1.8%	1.4%	0.0%	3.1%	1.0%	2.4%
	Index	100	74	57	0	130	42	100
Cherry Hill	Proj	193,993	52,226	0	0	2,730	923	48,573
	Horz %	100.0%	26.9%	0.0%	0.0%	1.4%	0.5%	25.0%
	Vert %	3.2%	1.8%	0.0%	0.0%	0.6%	0.2%	4.4%
	Index	100	56	0	0	20	5	139
Conicelli	Proj	146,296	141,579	2,582	2,338	19,659	74,123	42,877
	Horz %	100.0%	96.8%	1.8%	1.6%	13.4%	50.7%	29.3%
	Vert %	2.4%	4.8%	0.5%	0.7%	4.6%	12.4%	3.9%
	Index	100	200	23	27	194	518	162

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Don Rosen Group	Proj	23,736	12,755	1,261	0	3,451	5,543	2,500
	Horz %	100.0%	53.7%	5.3%	0.0%	14.5%	23.4%	10.5%
	Vert %	0.4%	0.4%	0.3%	0.0%	0.8%	0.9%	0.2%
	Index	100	111	69	0	210	239	58
F.C. Kerbeck	Proj	167,324	60,145	6,119	1,355	2,172	0	50,499
	Horz %	100.0%	35.9%	3.7%	0.8%	1.3%	0.0%	30.2%
	Vert %	2.7%	2.0%	1.3%	0.4%	0.5%	0.0%	4.6%
	Index	100	74	47	14	19	0	167
Faulkner	Proj	260,325	187,770	62,137	27,044	9,055	27,118	62,416
	Horz %	100.0%	72.1%	23.9%	10.4%	3.5%	10.4%	24.0%
	Vert %	4.2%	6.3%	13.1%	7.6%	2.1%	4.5%	5.6%
	Index	100	149	308	178	50	106	133
Fred Beans	Proj	257,284	219,449	99,004	38,780	7,519	59,728	14,418
	Horz %	100.0%	85.3%	38.5%	15.1%	2.9%	23.2%	5.6%
	Vert %	4.2%	7.4%	20.8%	10.9%	1.8%	10.0%	1.3%
	Index	100	176	496	259	42	237	31
Gary Barbera Chryslerland	Proj	123,580	102,871	3,577	0	0	11,296	87,998
	Horz %	100.0%	83.2%	2.9%	0.0%	0.0%	9.1%	71.2%
	Vert %	2.0%	3.5%	0.8%	0.0%	0.0%	1.9%	8.0%
	Index	100	172	37	0	0	93	395
Gegnas Chrysler	Proj	47,300	31,444	0	0	0	0	31,444
	Horz %	100.0%	66.5%	0.0%	0.0%	0.0%	0.0%	66.5%
	Vert %	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%	2.8%
	Index	100	138	0	0	0	0	368
Holman	Proj	127,841	8,743	1,265	0	0	0	7,478
	Horz %	100.0%	6.8%	1.0%	0.0%	0.0%	0.0%	5.8%
	Vert %	2.1%	0.3%	0.3%	0.0%	0.0%	0.0%	0.7%
	Index	100	14	13	0	0	0	32
Mall Chevrolet	Proj	113,732	19,110	828	0	2,016	0	16,266
	Horz %	100.0%	16.8%	0.7%	0.0%	1.8%	0.0%	14.3%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

Cell	Base	Aggregate	County of residence				
			Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Vert %	1.9%	0.6%	0.2%	0.0%	0.5%	0.0%	1.5%
Index	100	35	9	0	26	0	79
Proj	99,082	18,801	0	0	6,287	10,336	2,178
Horz %	100.0%	19.0%	0.0%	0.0%	6.3%	10.4%	2.2%
Vert %	1.6%	0.6%	0.0%	0.0%	1.5%	1.7%	0.2%
Index	100	39	0	0	92	107	12
Proj	112,786	97,817	41,983	26,083	0	6,827	22,924
Horz %	100.0%	86.7%	37.2%	23.1%	0.0%	6.1%	20.3%
Vert %	1.8%	3.3%	8.8%	7.3%	0.0%	1.1%	2.1%
Index	100	179	480	397	0	62	113
Proj	33,465	32,171	0	0	9,654	3,546	18,971
Horz %	100.0%	96.1%	0.0%	0.0%	28.8%	10.6%	56.7%
Vert %	0.5%	1.1%	0.0%	0.0%	2.3%	0.6%	1.7%
Index	100	199	0	0	416	108	314
Proj	111,351	92,841	7,656	0	0	15,586	69,599
Horz %	100.0%	83.4%	6.9%	0.0%	0.0%	14.0%	62.5%
Vert %	1.8%	3.1%	1.6%	0.0%	0.0%	2.6%	6.3%
Index	100	173	89	0	0	143	346
Proj	85,358	66,466	2,798	2,060	22,831	4,154	34,623
Horz %	100.0%	77.9%	3.3%	2.4%	26.7%	4.9%	40.6%
Vert %	1.4%	2.2%	0.6%	0.6%	5.4%	0.7%	3.1%
Index	100	161	42	41	386	50	225
Proj	97,993	81,721	54,464	0	766	17,002	9,489
Horz %	100.0%	83.4%	55.6%	0.0%	0.8%	17.4%	9.7%
Vert %	1.6%	2.8%	11.5%	0.0%	0.2%	2.8%	0.9%
Index	100	173	717	0	11	177	54
Proj	257,710	182,162	83,598	19,968	2,172	25,289	51,135
Horz %	100.0%	70.7%	32.4%	7.7%	0.8%	9.8%	19.8%
Vert %	4.2%	6.2%	17.6%	5.6%	0.5%	4.2%	4.6%
Index	100	146	418	133	12	100	110

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Rice & Holman	Proj	95,223	5,152	1,261	0	0	0	3,891
	Horz %	100.0%	5.4%	1.3%	0.0%	0.0%	0.0%	4.1%
	Vert %	1.6%	0.2%	0.3%	0.0%	0.0%	0.0%	0.4%
	Index	100	11	17	0	0	0	23
Rothrock	Proj	74,231	15,333	0	5,557	8,182	0	1,594
	Horz %	100.0%	20.7%	0.0%	7.5%	11.0%	0.0%	2.1%
	Vert %	1.2%	0.5%	0.0%	1.6%	1.9%	0.0%	0.1%
	Index	100	43	0	129	159	0	12
Scott	Proj	117,813	53,675	0	33,924	15,482	4,269	0
	Horz %	100.0%	45.6%	0.0%	28.8%	13.1%	3.6%	0.0%
	Vert %	1.9%	1.8%	0.0%	9.5%	3.6%	0.7%	0.0%
	Index	100	94	0	495	190	37	0
Sloane	Proj	152,119	137,835	15,092	14,045	5,809	39,116	63,773
	Horz %	100.0%	90.6%	9.9%	9.2%	3.8%	25.7%	41.9%
	Vert %	2.5%	4.7%	3.2%	3.9%	1.4%	6.5%	5.8%
	Index	100	187	128	159	55	263	232
Thompson	Proj	96,656	86,803	60,199	0	0	24,173	2,431
	Horz %	100.0%	89.8%	62.3%	0.0%	0.0%	25.0%	2.5%
	Vert %	1.6%	2.9%	12.7%	0.0%	0.0%	4.0%	0.2%
	Index	100	186	803	0	0	256	14
Turnersville Group	Proj	130,215	16,572	0	0	6,021	0	10,551
	Horz %	100.0%	12.7%	0.0%	0.0%	4.6%	0.0%	8.1%
	Vert %	2.1%	0.6%	0.0%	0.0%	1.4%	0.0%	1.0%
	Index	100	26	0	0	67	0	45
VEHIX.com	Proj	230,249	88,334	12,819	16,728	9,441	22,911	26,435
	Horz %	100.0%	38.4%	5.6%	7.3%	4.1%	10.0%	11.5%
	Vert %	3.8%	3.0%	2.7%	4.7%	2.2%	3.8%	2.4%
	Index	100	79	72	125	59	102	64
Other dealership	Proj	3,038,587	1,276,142	216,210	228,139	206,535	299,247	326,011
	Horz %	100.0%	42.0%	7.1%	7.5%	6.8%	9.8%	10.7%

Study: Philadelphia, PA 2006 Release 1

Release: Total (Feb 2005 - Jan 2006)

Base: Total

Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Vert %	49.6%	43.1%	45.5%	64.0%	48.6%	49.9%	29.5%
	Index	100	87	92	129	98	101	59
Other online source	Proj	342,484	150,811	27,382	15,977	21,158	37,397	48,897
	Horz %	100.0%	44.0%	8.0%	4.7%	6.2%	10.9%	14.3%
	Vert %	5.6%	5.1%	5.8%	4.5%	5.0%	6.2%	4.4%
	Index	100	91	103	80	89	112	79
No dealership	Proj	1,757,567	891,711	67,173	81,717	141,496	149,964	451,361
	Horz %	100.0%	50.7%	3.8%	4.6%	8.1%	8.5%	25.7%
	Vert %	28.7%	30.1%	14.1%	22.9%	33.3%	25.0%	40.8%
	Index	100	105	49	80	116	87	142
Activities past 12 months Adult continuing education	Proj	887,630	475,351	74,481	58,607	74,435	101,243	166,585
	Horz %	100.0%	53.6%	8.4%	6.6%	8.4%	11.4%	18.8%
	Vert %	14.5%	16.1%	15.7%	16.4%	17.5%	16.9%	15.1%
	Index	100	111	108	113	121	117	104
Bicycling	Proj	1,435,265	708,611	140,506	101,749	116,989	166,515	182,852
	Horz %	100.0%	49.4%	9.8%	7.1%	8.2%	11.6%	12.7%
	Vert %	23.4%	23.9%	29.6%	28.5%	27.6%	27.8%	16.5%
	Index	100	102	126	122	118	119	71
Bowling	Proj	1,284,626	587,556	92,604	101,622	66,851	118,294	208,185
	Horz %	100.0%	45.7%	7.2%	7.9%	5.2%	9.2%	16.2%
	Vert %	21.0%	19.8%	19.5%	28.5%	15.7%	19.7%	18.8%
	Index	100	95	93	136	75	94	90
Camping	Proj	738,158	343,851	77,828	58,770	52,801	84,276	70,176
	Horz %	100.0%	46.6%	10.5%	8.0%	7.2%	11.4%	9.5%
	Vert %	12.0%	11.6%	16.4%	16.5%	12.4%	14.1%	6.3%
	Index	100	96	136	137	103	117	53
Canoeing	Proj	331,279	168,642	34,216	51,167	30,817	26,834	25,608
	Horz %	100.0%	50.9%	10.3%	15.4%	9.3%	8.1%	7.7%
	Vert %	5.4%	5.7%	7.2%	14.3%	7.3%	4.5%	2.3%
	Index	100	105	103	142	73	87	53

212

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	County of residence					Aggregate	Index
			Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA		
	Index	100	133	265	134	83	43		
	Proj	1,845,604	141,448	70,496	140,762	182,304	392,406		
Casino gambling	Horz %	100.0%	7.7%	3.8%	7.6%	9.9%	21.3%		
	Vert %	30.1%	29.8%	19.8%	33.2%	30.4%	35.5%		
	Index	100	99	66	110	101	118		
	Proj	1,090,099	92,849	75,565	79,222	116,260	131,575		
Fishing	Horz %	100.0%	8.5%	6.9%	7.3%	10.7%	12.1%		
	Vert %	17.8%	19.5%	21.2%	18.7%	19.4%	11.9%		
	Index	100	110	119	105	109	67		
	Proj	1,417,703	110,148	99,586	135,642	146,997	234,587		
Free weights - circuit training	Horz %	100.0%	7.8%	7.0%	9.6%	10.4%	16.5%		
	Vert %	23.1%	23.2%	27.9%	31.9%	24.5%	21.2%		
	Index	100	100	121	138	106	92		
	Proj	2,886,801	239,943	229,772	220,484	311,798	333,930		
Gardening	Horz %	100.0%	8.3%	8.0%	7.6%	10.8%	11.6%		
	Vert %	47.1%	50.5%	64.4%	51.9%	52.0%	30.2%		
	Index	100	107	137	110	110	64		
	Proj	791,851	75,737	51,115	70,445	143,677	70,003		
Golf	Horz %	100.0%	9.6%	6.5%	8.9%	18.1%	8.8%		
	Vert %	12.9%	15.9%	14.3%	16.6%	24.0%	6.3%		
	Index	100	123	111	128	185	49		
	Proj	709,657	57,418	58,886	51,420	92,670	112,533		
Hiking - backpacking	Horz %	100.0%	8.1%	8.3%	7.2%	13.1%	15.9%		
	Vert %	11.6%	12.1%	16.5%	12.1%	15.5%	10.2%		
	Index	100	104	143	105	133	88		
	Proj	284,105	33,603	27,550	12,762	22,902	22,116		
Hunting	Horz %	100.0%	11.8%	9.7%	4.5%	8.1%	7.8%		
	Vert %	4.6%	7.1%	7.7%	3.0%	3.8%	2.0%		
	Index	100	153	167	65	82	43		
	Proj	1,070,317	56,205	67,428	115,472	89,707	165,014		
Jogging - running									

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	46.1%	5.3%	6.3%	10.8%	8.4%	15.4%
	Vert %	17.5%	16.7%	11.8%	18.9%	27.2%	15.0%	14.9%
	Index	100	95	68	108	156	86	85
Photography	Proj	1,613,334	808,633	150,266	107,557	111,803	204,476	234,531
	Horz %	100.0%	50.1%	9.3%	6.7%	6.9%	12.7%	14.5%
	Vert %	26.3%	27.3%	31.6%	30.2%	26.3%	34.1%	21.2%
	Index	100	104	120	115	100	130	81
Power boating	Proj	389,208	190,123	40,081	20,429	24,052	70,428	35,133
	Horz %	100.0%	48.8%	10.3%	5.2%	6.2%	18.1%	9.0%
	Vert %	6.4%	6.4%	8.4%	5.7%	5.7%	11.7%	3.2%
	Index	100	101	133	90	89	185	50
Sewing - crafts	Proj	1,360,431	683,465	130,730	71,697	105,053	150,083	225,902
	Horz %	100.0%	50.2%	9.6%	5.3%	7.7%	11.0%	16.6%
	Vert %	22.2%	23.1%	27.5%	20.1%	24.7%	25.0%	20.4%
	Index	100	104	124	91	111	113	92
Snow skiing	Proj	298,465	142,895	23,166	43,149	25,104	23,177	28,299
	Horz %	100.0%	47.9%	7.8%	14.5%	8.4%	7.8%	9.5%
	Vert %	4.9%	4.8%	4.9%	12.1%	5.9%	3.9%	2.6%
	Index	100	99	100	248	121	79	53
Snowboarding	Proj	107,550	46,360	6,371	4,825	12,034	12,432	10,698
	Horz %	100.0%	43.1%	5.9%	4.5%	11.2%	11.6%	9.9%
	Vert %	1.8%	1.6%	1.3%	1.4%	2.8%	2.1%	1.0%
	Index	100	89	76	77	161	118	55
Swimming	Proj	2,212,121	1,057,000	209,519	159,285	173,737	233,873	280,586
	Horz %	100.0%	47.8%	9.5%	7.2%	7.9%	10.6%	12.7%
	Vert %	36.1%	35.7%	44.1%	44.7%	40.9%	39.0%	25.4%
	Index	100	99	122	124	113	108	70
Tennis	Proj	331,832	181,472	35,319	24,567	46,962	43,673	30,951
	Horz %	100.0%	54.7%	10.6%	7.4%	14.2%	13.2%	9.3%
	Vert %	5.4%	6.1%	7.4%	6.9%	11.1%	7.3%	2.8%

274

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
Volunteer work	Index	100	113	137	127	204	135	52	
	Proj	1,693,383	824,596	113,759	122,267	139,342	208,145	241,083	
	Horz %	100.0%	48.7%	6.7%	7.2%	8.2%	12.3%	14.2%	
	Vert %	27.6%	27.8%	23.9%	34.3%	32.8%	34.7%	21.8%	
	Index	100	101	87	124	119	126	79	
Events attended/places visited past 12 months	Proj	272,961	172,448	31,804	30,068	15,189	33,206	62,181	
	Horz %	100.0%	63.2%	11.7%	11.0%	5.6%	12.2%	22.8%	
	Vert %	4.5%	5.8%	6.7%	8.4%	3.6%	5.5%	5.6%	
	Index	100	131	150	189	80	124	126	
	Proj	402,548	195,586	38,552	6,779	30,570	32,849	86,836	
Adventure Aquarium (New Jersey) State Aquarium at Camden	Horz %	100.0%	48.6%	9.6%	1.7%	7.6%	8.2%	21.6%	
	Vert %	6.6%	6.6%	8.1%	1.9%	7.2%	5.5%	7.9%	
	Index	100	101	123	29	110	83	120	
	Proj	770,200	457,501	49,600	55,701	57,888	119,361	174,951	
	Horz %	100.0%	59.4%	6.4%	7.2%	7.5%	15.5%	22.7%	
Art museum	Vert %	12.6%	15.5%	10.4%	15.6%	13.6%	19.9%	15.8%	
	Index	100	123	83	124	108	158	126	
	Proj	66,192	36,227	2,185	4,202	9,753	1,143	18,944	
	Horz %	100.0%	54.7%	3.3%	6.3%	14.7%	1.7%	28.6%	
	Vert %	1.1%	1.2%	0.5%	1.2%	2.3%	0.2%	1.7%	
Busch Gardens (Tampa)	Index	100	113	43	109	213	18	159	
	Proj	169,447	69,423	15,529	3,080	20,618	12,860	17,336	
	Horz %	100.0%	41.0%	9.2%	1.8%	12.2%	7.6%	10.2%	
	Vert %	2.8%	2.3%	3.3%	0.9%	4.9%	2.1%	1.6%	
	Index	100	85	118	31	176	78	57	
Busch Gardens (Williamsburg)	Proj	26,921	7,205	0	0	0	0	7,205	
	Horz %	100.0%	26.8%	0.0%	0.0%	0.0%	0.0%	26.8%	
	Vert %	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.7%	
	Index	100	85	118	31	176	78	57	
	Proj	26,921	7,205	0	0	0	0	7,205	
CART/Champ Car racing	Horz %	100.0%	26.8%	0.0%	0.0%	0.0%	0.0%	26.8%	
	Vert %	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.7%	
	Index	100	85	118	31	176	78	57	
	Proj	26,921	7,205	0	0	0	0	7,205	
	Horz %	100.0%	26.8%	0.0%	0.0%	0.0%	0.0%	26.8%	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Index	100	55	0	0	0	0	148
	Proj	282,121	164,228	23,043	20,078	15,513	13,686	91,908
Circus	Horz %	100.0%	58.2%	8.2%	7.1%	5.5%	4.9%	32.6%
	Vert %	4.6%	5.5%	4.9%	5.6%	3.7%	2.3%	8.3%
	Index	100	120	105	122	79	50	181
	Proj	296,005	168,979	1,770	0	16,740	18,402	132,067
Clementon Park	Horz %	100.0%	57.1%	0.6%	0.0%	5.7%	6.2%	44.6%
	Vert %	4.8%	5.7%	0.4%	0.0%	3.9%	3.1%	11.9%
	Index	100	118	8	0	82	64	247
	Proj	346,167	139,546	28,123	21,120	13,356	45,021	31,926
College football game	Horz %	100.0%	40.3%	8.1%	6.1%	3.9%	13.0%	9.2%
	Vert %	5.7%	4.7%	5.9%	5.9%	3.1%	7.5%	2.9%
	Index	100	83	105	105	56	133	51
	Proj	470,690	226,616	40,319	18,690	14,727	45,180	107,700
Comedy club	Horz %	100.0%	48.1%	8.6%	4.0%	3.1%	9.6%	22.9%
	Vert %	7.7%	7.7%	8.5%	5.2%	3.5%	7.5%	9.7%
	Index	100	100	110	68	45	98	127
	Proj	319,787	123,040	20,417	9,509	29,562	39,004	24,548
Country music concert	Horz %	100.0%	38.5%	6.4%	3.0%	9.2%	12.2%	7.7%
	Vert %	5.2%	4.2%	4.3%	2.7%	7.0%	6.5%	2.2%
	Index	100	80	82	51	133	125	43
	Proj	372,932	212,678	28,576	28,561	33,894	54,558	67,089
Dance or ballet performance	Horz %	100.0%	57.0%	7.7%	7.7%	9.1%	14.6%	18.0%
	Vert %	6.1%	7.2%	6.0%	8.0%	8.0%	9.1%	6.1%
	Index	100	118	99	132	131	150	100
	Proj	660,347	370,357	56,883	44,639	53,543	83,660	131,632
Disney World (Orlando)	Horz %	100.0%	56.1%	8.6%	6.8%	8.1%	12.7%	19.9%
	Vert %	10.8%	12.5%	12.0%	12.5%	12.6%	14.0%	11.9%
	Index	100	116	111	116	117	129	110
	Proj	79,936	52,948	4,649	0	27,327	3,781	17,191
Disneyland (Anaheim)								

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Horz %	100.0%	66.2%	5.8%	0.0%	34.2%	4.7%	21.5%	
	Vert %	1.3%	1.8%	1.0%	0.0%	6.4%	0.6%	1.6%	
	Index	100	137	75	0	493	48	119	
Dorney Park & Wildwater Kingdom	Proj	577,603	280,991	46,689	17,762	38,436	31,774	146,330	
	Horz %	100.0%	48.6%	8.1%	3.1%	6.7%	5.5%	25.3%	
	Vert %	9.4%	9.5%	9.8%	5.0%	9.1%	5.3%	13.2%	
	Index	100	101	104	53	96	56	140	
Dover International Speedway (for motorsports)	Proj	154,833	46,850	6,144	9,284	1,626	4,362	25,434	
	Horz %	100.0%	30.3%	4.0%	6.0%	1.1%	2.8%	16.4%	
	Vert %	2.5%	1.6%	1.3%	2.6%	0.4%	0.7%	2.3%	
	Index	100	63	51	103	15	29	91	
Franklin Institute	Proj	620,008	433,984	99,148	53,039	48,239	74,209	159,349	
	Horz %	100.0%	70.0%	16.0%	8.6%	7.8%	12.0%	25.7%	
	Vert %	10.1%	14.7%	20.9%	14.9%	11.4%	12.4%	14.4%	
	Index	100	145	206	147	112	122	142	
Harbor cruise	Proj	186,652	92,192	14,281	16,112	8,182	19,609	34,008	
	Horz %	100.0%	49.4%	7.7%	8.6%	4.4%	10.5%	18.2%	
	Vert %	3.0%	3.1%	3.0%	4.5%	1.9%	3.3%	3.1%	
	Index	100	102	99	148	63	107	101	
Hershey Park	Proj	684,047	361,885	62,928	66,021	86,582	58,899	87,455	
	Horz %	100.0%	52.9%	9.2%	9.7%	12.7%	8.6%	12.8%	
	Vert %	11.2%	12.2%	13.2%	18.5%	20.4%	9.8%	7.9%	
	Index	100	109	119	166	183	88	71	
High school football game	Proj	874,325	384,980	78,458	68,420	61,598	99,187	77,317	
	Horz %	100.0%	44.0%	9.0%	7.8%	7.0%	11.3%	8.8%	
	Vert %	14.3%	13.0%	16.5%	19.2%	14.5%	16.5%	7.0%	
	Index	100	91	116	134	102	116	49	
Horse races	Proj	394,352	211,814	65,312	11,716	24,700	24,968	85,118	
	Horz %	100.0%	53.7%	16.6%	3.0%	6.3%	6.3%	21.6%	
	Vert %	6.4%	7.2%	13.7%	3.3%	5.8%	4.2%	7.7%	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
IndyCar Series	Index	100	111	214	51	90	65	120	
	Proj	22,484	12,926	1,496	0	1,626	0	9,804	
	Horz %	100.0%	57.5%	6.7%	0.0%	7.2%	0.0%	43.6%	
	Vert %	0.4%	0.4%	0.3%	0.0%	0.4%	0.0%	0.9%	
Islands of Adventure	Index	100	119	86	0	104	0	242	
	Proj	128,242	102,175	15,059	10,586	28,339	16,427	31,764	
	Horz %	100.0%	79.7%	11.7%	8.3%	22.1%	12.8%	24.8%	
	Vert %	2.1%	3.5%	3.2%	3.0%	6.7%	2.7%	2.9%	
Job fair/recruitment fair	Index	100	165	151	142	319	131	137	
	Proj	244,898	146,975	8,220	12,654	24,894	36,981	64,226	
	Horz %	100.0%	60.0%	3.4%	5.2%	10.2%	15.1%	26.2%	
	Vert %	4.0%	5.0%	1.7%	3.5%	5.9%	6.2%	5.8%	
Live theater	Index	100	124	43	89	147	154	145	
	Proj	1,663,839	868,363	131,352	101,716	143,774	204,753	286,768	
	Horz %	100.0%	52.2%	7.9%	6.1%	8.6%	12.3%	17.2%	
	Vert %	27.2%	29.3%	27.6%	28.5%	33.9%	34.2%	25.9%	
Live theater in the Philadelphia area	Index	100	108	102	105	125	126	96	
	Proj	828,431	544,767	68,154	50,646	80,861	135,057	210,049	
	Horz %	100.0%	65.8%	8.2%	6.1%	9.8%	16.3%	25.4%	
	Vert %	13.5%	18.4%	14.3%	14.2%	19.0%	22.5%	19.0%	
Longwood Gardens	Index	100	136	106	105	141	167	141	
	Proj	575,871	337,918	43,497	92,211	76,903	63,140	62,167	
	Horz %	100.0%	58.7%	7.6%	16.0%	13.4%	11.0%	10.8%	
	Vert %	9.4%	11.4%	9.2%	25.9%	18.1%	10.5%	5.6%	
Morey's Pier (Wildwood, NJ)	Index	100	121	97	275	193	112	60	
	Proj	649,405	346,161	53,095	13,737	56,936	33,235	189,158	
	Horz %	100.0%	53.3%	8.2%	2.1%	8.8%	5.1%	29.1%	
	Vert %	10.6%	11.7%	11.2%	3.9%	13.4%	5.5%	17.1%	
Mummers Parade	Index	100	110	105	36	126	52	161	
	Proj	345,640	258,406	12,229	827	32,176	28,857	184,317	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Self	Base	Aggregate	County of residence					
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Horz %	100.0%	74.8%	3.5%	0.2%	9.3%	8.3%	53.3%	
	Vert %	5.6%	8.7%	2.6%	0.2%	7.6%	4.8%	16.7%	
	Index	100	155	46	4	134	85	296	
NASCAR	Proj	195,997	50,742	17,887	13,957	4,506	6,938	7,454	
	Horz %	100.0%	25.9%	9.1%	7.1%	2.3%	3.5%	3.8%	
	Vert %	3.2%	1.7%	3.8%	3.9%	1.1%	1.2%	0.7%	
	Index	100	54	118	122	33	36	21	
National Aquarium in Baltimore	Proj	319,012	157,315	21,792	15,222	43,073	26,392	50,836	
	Horz %	100.0%	49.3%	6.8%	4.8%	13.5%	8.3%	15.9%	
	Vert %	5.2%	5.3%	4.6%	4.3%	10.1%	4.4%	4.6%	
	Index	100	102	88	82	195	85	88	
Nazareth Speedway (for motorsports)	Proj	31,886	10,025	1,496	0	0	0	8,529	
	Horz %	100.0%	31.4%	4.7%	0.0%	0.0%	0.0%	26.7%	
	Vert %	0.5%	0.3%	0.3%	0.0%	0.0%	0.0%	0.8%	
	Index	100	65	60	0	0	0	148	
New York/Broadway/Off Broadway	Proj	685,669	309,269	63,863	30,795	64,325	79,985	70,301	
live theater	Horz %	100.0%	45.1%	9.3%	4.5%	9.4%	11.7%	10.3%	
	Vert %	11.2%	10.4%	13.4%	8.6%	15.1%	13.3%	6.4%	
	Index	100	93	120	77	135	119	57	
Philadelphia 76ers basketball game	Proj	436,896	259,433	23,030	32,609	21,474	43,235	139,085	
	Horz %	100.0%	59.4%	5.3%	7.5%	4.9%	9.9%	31.8%	
	Vert %	7.1%	8.8%	4.8%	9.1%	5.1%	7.2%	12.6%	
	Index	100	123	68	128	71	101	176	
Philadelphia Auto Show	Proj	330,090	196,469	42,781	6,234	30,050	26,311	91,093	
	Horz %	100.0%	59.5%	13.0%	1.9%	9.1%	8.0%	27.6%	
	Vert %	5.4%	6.6%	9.0%	1.7%	7.1%	4.4%	8.2%	
	Index	100	123	167	32	131	81	153	
Philadelphia Eagles football game	Proj	566,598	315,205	57,773	27,638	41,147	76,311	112,336	
	Horz %	100.0%	55.6%	10.2%	4.9%	7.3%	13.5%	19.8%	
	Vert %	9.2%	10.6%	12.2%	7.7%	9.7%	12.7%	10.2%	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Index	100	115	131	84	105	138	110	
	Proj	496,680	324,385	28,486	40,981	37,166	72,948	144,804	
	Horz %	100.0%	65.3%	5.7%	8.3%	7.5%	14.7%	29.2%	
	Vert %	8.1%	11.0%	6.0%	11.5%	8.8%	12.2%	13.1%	
	Index	100	135	74	142	108	150	162	
	Proj	250,554	147,092	29,635	21,157	32,308	27,042	36,950	
	Horz %	100.0%	58.7%	11.8%	8.4%	12.9%	10.8%	14.7%	
	Vert %	4.1%	5.0%	6.2%	5.9%	7.6%	4.5%	3.3%	
	Index	100	121	153	145	186	110	82	
	Proj	62,768	38,778	11,864	0	0	1,450	25,464	
	Horz %	100.0%	61.8%	18.9%	0.0%	0.0%	2.3%	40.6%	
	Vert %	1.0%	1.3%	2.5%	0.0%	0.0%	0.2%	2.3%	
	Index	100	128	244	0	0	24	225	
	Proj	219,241	132,579	13,036	20,027	28,395	28,161	42,960	
	Horz %	100.0%	60.5%	5.9%	9.1%	13.0%	12.8%	19.6%	
	Vert %	3.6%	4.5%	2.7%	5.6%	6.7%	4.7%	3.9%	
	Index	100	125	77	157	187	131	109	
	Proj	1,173,018	733,070	102,641	79,715	125,546	155,231	269,937	
	Horz %	100.0%	62.5%	8.8%	6.8%	10.7%	13.2%	23.0%	
	Vert %	19.1%	24.8%	21.6%	22.4%	29.6%	25.9%	24.4%	
	Index	100	129	113	117	154	135	128	
	Proj	100,083	74,998	9,753	12,761	9,540	8,868	34,076	
	Horz %	100.0%	74.9%	9.7%	12.8%	9.5%	8.9%	34.0%	
	Vert %	1.6%	2.5%	2.1%	3.6%	2.2%	1.5%	3.1%	
	Index	100	155	126	219	138	91	189	
	Proj	1,031,452	678,823	90,002	35,243	112,425	110,875	330,278	
	Horz %	100.0%	65.8%	8.7%	3.4%	10.9%	10.7%	32.0%	
	Vert %	16.8%	22.9%	18.9%	9.9%	26.5%	18.5%	29.9%	
	Index	100	136	113	59	157	110	177	
	Proj	14,019	8,373	0	0	2,585	0	5,788	

280

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

Cell	Base	Aggregate	County of residence					Philadelphia, PA
			Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
Horz %	100.0%	59.7%	0.0%	0.0%	18.4%	0.0%	41.3%	
Vert %	0.2%	0.3%	0.0%	0.0%	0.6%	0.0%	0.5%	
Index	100	124	0	0	266	0	229	
Proj	47,969	29,176	2,520	5,147	0	946	20,563	
Horz %	100.0%	60.8%	5.3%	10.7%	0.0%	2.0%	42.9%	
Vert %	0.8%	1.0%	0.5%	1.4%	0.0%	0.2%	1.9%	
Index	100	126	68	184	0	20	238	
Proj	10,449	6,812	1,024	0	0	0	5,788	
Horz %	100.0%	65.2%	9.8%	0.0%	0.0%	0.0%	55.4%	
Vert %	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.5%	
Index	100	135	126	0	0	0	307	
Proj	282,569	155,407	7,008	0	14,275	26,957	107,167	
Horz %	100.0%	55.0%	2.5%	0.0%	5.1%	9.5%	37.9%	
Vert %	4.6%	5.2%	1.5%	0.0%	3.4%	4.5%	9.7%	
Index	100	114	32	0	73	97	210	
Proj	897,790	407,728	79,356	55,115	34,814	118,551	119,892	
Horz %	100.0%	45.4%	8.8%	6.1%	3.9%	13.2%	13.4%	
Vert %	14.7%	13.8%	16.7%	15.5%	8.2%	19.8%	10.8%	
Index	100	94	114	105	56	135	74	
Proj	225,160	123,468	16,168	12,280	28,567	21,879	44,574	
Horz %	100.0%	54.8%	7.2%	5.5%	12.7%	9.7%	19.8%	
Vert %	3.7%	4.2%	3.4%	3.4%	6.7%	3.6%	4.0%	
Index	100	113	93	94	183	99	110	
Proj	225,659	134,670	41,607	1,694	31,811	15,443	44,115	
Horz %	100.0%	59.7%	18.4%	0.8%	14.1%	6.8%	19.5%	
Vert %	3.7%	4.5%	8.8%	0.5%	7.5%	2.6%	4.0%	
Index	100	123	238	13	203	70	108	
Proj	586,890	233,429	44,821	8,269	52,009	5,177	123,153	
Horz %	100.0%	39.8%	7.6%	1.4%	8.9%	0.9%	21.0%	
Vert %	9.6%	7.9%	9.4%	2.3%	12.2%	0.9%	11.1%	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
	Index	100	82	98	24	128	9	116
	Proj	100,700	64,360	3,288	0	28,735	0	32,337
Six Flags America	Horz %	100.0%	63.9%	3.3%	0.0%	28.5%	0.0%	32.1%
	Vert %	1.6%	2.2%	0.7%	0.0%	6.8%	0.0%	2.9%
	Index	100	132	42	0	412	0	178
	Proj	530,000	201,931	42,733	6,706	37,397	1,003	114,092
Six Flags Great Adventure	Horz %	100.0%	38.1%	8.1%	1.3%	7.1%	0.2%	21.5%
	Vert %	8.7%	6.8%	9.0%	1.9%	8.8%	0.2%	10.3%
	Index	100	79	104	22	102	2	119
	Proj	67,828	29,064	1,162	0	0	0	27,902
Six Flags Hurricane Harbor	Horz %	100.0%	42.8%	1.7%	0.0%	0.0%	0.0%	41.1%
	Vert %	1.1%	1.0%	0.2%	0.0%	0.0%	0.0%	2.5%
	Index	100	89	22	0	0	0	228
	Proj	464,483	264,632	30,749	23,909	50,352	85,446	74,176
Symphony concert, opera, etc.	Horz %	100.0%	57.0%	6.6%	5.1%	10.8%	18.4%	16.0%
	Vert %	7.6%	8.9%	6.5%	6.7%	11.9%	14.3%	6.7%
	Index	100	118	85	88	156	188	89
	Proj	91,111	72,237	3,329	0	9,310	7,754	51,844
Temple University basketball game	Horz %	100.0%	79.3%	3.7%	0.0%	10.2%	8.5%	56.9%
	Vert %	1.5%	2.4%	0.7%	0.0%	2.2%	1.3%	4.7%
	Index	100	164	47	0	147	87	315
	Proj	211,978	129,394	2,564	544	7,851	12,636	105,799
Thanksgiving Parade	Horz %	100.0%	61.0%	1.2%	0.3%	3.7%	6.0%	49.9%
	Vert %	3.5%	4.4%	0.5%	0.2%	1.8%	2.1%	9.6%
	Index	100	126	16	4	53	61	277
	Proj	1,081,805	490,233	108,257	50,398	64,033	94,090	173,455
Times Square (in New York City)	Horz %	100.0%	45.3%	10.0%	4.7%	5.9%	8.7%	16.0%
	Vert %	17.7%	16.6%	22.8%	14.1%	15.1%	15.7%	15.7%
	Index	100	94	129	80	85	89	89
	Proj	77,142	45,893	4,088	1,619	8,576	6,075	25,535
Universal Studios (Los Angeles)								

282

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

Cell	Base	Aggregate	County of residence					
			Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
Horz %	100.0%	59.5%	5.3%	2.1%	11.1%	7.9%	33.1%	
Vert %	1.3%	1.5%	0.9%	0.5%	2.0%	1.0%	2.3%	
Index	100	123	68	36	160	80	183	
Proj	340,489	197,342	34,921	21,210	41,188	36,306	63,717	
Horz %	100.0%	58.0%	10.3%	6.2%	12.1%	10.7%	18.7%	
Vert %	5.6%	6.7%	7.4%	5.9%	9.7%	6.1%	5.8%	
Index	100	120	132	107	175	109	104	
Proj	68,849	43,677	1,024	7,253	18,365	3,231	13,804	
Horz %	100.0%	63.4%	1.5%	10.5%	26.7%	4.7%	20.0%	
Vert %	1.1%	1.5%	0.2%	2.0%	4.3%	0.5%	1.2%	
Index	100	131	19	181	385	48	111	
Proj	725,585	433,700	67,863	35,800	41,142	91,735	197,160	
Horz %	100.0%	59.8%	9.4%	4.9%	5.7%	12.6%	27.2%	
Vert %	11.8%	14.6%	14.3%	10.0%	9.7%	15.3%	17.8%	
Index	100	124	121	85	82	129	151	
Proj	143,516	134,118	11,712	3,185	11,773	7,537	99,911	
Horz %	100.0%	93.5%	8.2%	2.2%	8.2%	5.3%	69.6%	
Vert %	2.3%	4.5%	2.5%	0.9%	2.8%	1.3%	9.0%	
Index	100	193	105	38	118	54	386	
Proj	1,468,053	824,705	117,137	66,375	134,265	156,573	350,355	
Horz %	100.0%	56.2%	8.0%	4.5%	9.1%	10.7%	23.9%	
Vert %	24.0%	27.9%	24.7%	18.6%	31.6%	26.1%	31.7%	
Index	100	116	103	78	132	109	132	
Proj	190,991	86,147	4,114	6,364	6,544	35,127	33,998	
Horz %	100.0%	45.1%	2.2%	3.3%	3.4%	18.4%	17.8%	
Vert %	3.1%	2.9%	0.9%	1.8%	1.5%	5.9%	3.1%	
Index	100	93	28	57	49	188	99	
Proj	759,354	293,797	51,131	43,029	49,949	70,423	79,265	
Horz %	100.0%	38.7%	6.7%	5.7%	6.6%	9.3%	10.4%	
Vert %	12.4%	9.9%	10.8%	12.1%	11.8%	11.7%	7.2%	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
	Index	100	80	87	97	95	95	58
	Proj	709,061	323,673	54,315	48,582	55,377	70,145	95,254
Other live theater	Horz %	100.0%	45.6%	7.7%	6.9%	7.8%	9.9%	13.4%
	Vert %	11.6%	10.9%	11.4%	13.6%	13.0%	11.7%	8.6%
	Index	100	94	99	118	113	101	74
	Proj	748,922	366,633	44,700	43,218	71,064	90,831	116,820
Other museum	Horz %	100.0%	49.0%	6.0%	5.8%	9.5%	12.1%	15.6%
	Vert %	12.2%	12.4%	9.4%	12.1%	16.7%	15.2%	10.6%
	Index	100	101	77	99	137	124	86
	Proj	797,282	426,641	46,133	43,456	78,065	102,756	156,231
Other musical concert (jazz, big band, etc.)	Horz %	100.0%	53.5%	5.8%	5.5%	9.8%	12.9%	19.6%
	Vert %	13.0%	14.4%	9.7%	12.2%	18.4%	17.1%	14.1%
	Index	100	111	75	94	141	132	109
	Proj	889,847	454,397	64,610	57,355	40,385	79,234	212,813
Other nightclub	Horz %	100.0%	51.1%	7.3%	6.4%	4.5%	8.9%	23.9%
	Vert %	14.5%	15.3%	13.6%	16.1%	9.5%	13.2%	19.3%
	Index	100	106	94	111	65	91	133
	Proj	261,382	100,469	18,114	4,313	18,069	22,667	37,306
Other professional sports event	Horz %	100.0%	38.4%	6.9%	1.7%	6.9%	8.7%	14.3%
	Vert %	4.3%	3.4%	3.8%	1.2%	4.3%	3.8%	3.4%
	Index	100	80	89	28	100	89	79
	Proj	55,114	29,978	0	1,563	14,123	4,174	10,118
Other Six Flags	Horz %	100.0%	54.4%	0.0%	2.8%	25.6%	7.6%	18.4%
	Vert %	0.9%	1.0%	0.0%	0.4%	3.3%	0.7%	0.9%
	Index	100	113	0	49	370	77	102
	Proj	340,976	180,694	19,437	29,207	36,526	37,346	58,178
Other theme park	Horz %	100.0%	53.0%	5.7%	8.6%	10.7%	11.0%	17.1%
	Vert %	5.6%	6.1%	4.1%	8.2%	8.6%	6.2%	5.3%
	Index	100	110	74	147	155	112	95
	Proj	590,275	213,523	49,042	31,132	27,841	63,080	42,428
Other zoo								

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	36.2%	8.3%	5.3%	4.7%	10.7%	7.2%
	Vert %	9.6%	7.2%	10.3%	8.7%	6.6%	10.5%	3.8%
	Index	100	75	107	91	68	109	40
Any casino	Proj	2,640,962	1,333,661	206,809	92,986	217,054	246,280	570,532
	Horz %	100.0%	50.5%	7.8%	3.5%	8.2%	9.3%	21.6%
	Vert %	43.1%	45.0%	43.5%	26.1%	51.1%	41.1%	51.6%
	Index	100	104	101	60	119	95	120
Any professional sports event	Proj	2,232,372	1,196,006	199,342	129,950	199,861	255,446	411,407
	Horz %	100.0%	53.6%	8.9%	5.8%	9.0%	11.4%	18.4%
	Vert %	36.4%	40.4%	42.0%	36.4%	47.1%	42.6%	37.2%
	Index	100	111	115	100	129	117	102
Banks HHL D uses (HHL D)	Proj	755,215	238,904	54,793	23,699	20,316	42,508	97,588
Bank of America	Horz %	100.0%	31.6%	7.3%	3.1%	2.7%	5.6%	12.9%
	Vert %	12.3%	8.1%	11.5%	6.6%	4.8%	7.1%	8.8%
	Index	100	65	94	54	39	58	72
	Proj	67,529	58,854	1,873	0	17,606	1,968	37,407
Beneficial Savings	Horz %	100.0%	87.2%	2.8%	0.0%	26.1%	2.9%	55.4%
	Vert %	1.1%	2.0%	0.4%	0.0%	4.1%	0.3%	3.4%
	Index	100	180	36	0	376	30	307
Bryn Mawr Trust	Proj	23,185	23,185	0	6,132	8,314	8,739	0
	Horz %	100.0%	100.0%	0.0%	26.4%	35.9%	37.7%	0.0%
	Vert %	0.4%	0.8%	0.0%	1.7%	2.0%	1.5%	0.0%
	Index	100	207	0	454	517	385	0
Chase	Proj	289,464	102,458	14,186	19,529	24,138	17,386	27,219
	Horz %	100.0%	35.4%	4.9%	6.7%	8.3%	6.0%	9.4%
	Vert %	4.7%	3.5%	3.0%	5.5%	5.7%	2.9%	2.5%
	Index	100	73	63	116	120	61	52
Citibank	Proj	266,777	127,123	15,916	28,042	10,094	39,349	33,722
	Horz %	100.0%	47.7%	6.0%	10.5%	3.8%	14.7%	12.6%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					
				Bucks, PA	Chesfel, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
	Vert %	4.4%	4.3%	3.4%	7.9%	2.4%	6.6%	3.1%	
	Index	100	99	77	181	55	151	70	
Citizens Bank	Proj	617,437	514,966	44,377	27,451	88,155	79,779	275,204	
	Horz %	100.0%	83.4%	7.2%	4.4%	14.3%	12.9%	44.6%	
	Vert %	10.1%	17.4%	9.3%	7.7%	20.8%	13.3%	24.9%	
	Index	100	173	93	76	206	132	247	
Commerce Bank	Proj	1,144,416	494,277	104,123	49,711	115,035	93,809	131,599	
	Horz %	100.0%	43.2%	9.1%	4.3%	10.1%	8.2%	11.5%	
	Vert %	18.7%	16.7%	21.9%	13.9%	27.1%	15.6%	11.9%	
	Index	100	89	117	75	145	84	64	
Hudson United Bank	Proj	114,025	57,638	3,021	8,559	0	3,677	42,381	
	Horz %	100.0%	50.5%	2.6%	7.5%	0.0%	3.2%	37.2%	
	Vert %	1.9%	1.9%	0.6%	2.4%	0.0%	0.6%	3.8%	
	Index	100	105	34	129	0	33	206	
Internet bank (such as EtradeBank, NetBank, etc.)	Proj	137,621	80,459	13,618	6,525	15,414	23,228	21,674	
	Horz %	100.0%	58.5%	9.9%	4.7%	11.2%	16.9%	15.7%	
	Vert %	2.2%	2.7%	2.9%	1.8%	3.6%	3.9%	2.0%	
	Index	100	121	128	81	162	172	87	
Keystone Financial	Proj	69,817	14,490	2,479	1,239	5,480	0	5,292	
	Horz %	100.0%	20.8%	3.6%	1.8%	7.8%	0.0%	7.6%	
	Vert %	1.1%	0.5%	0.5%	0.3%	1.3%	0.0%	0.5%	
	Index	100	43	46	30	113	0	42	
National Penn Bank	Proj	124,770	76,478	13,190	27,820	2,294	25,233	7,941	
	Horz %	100.0%	61.3%	10.6%	22.3%	1.8%	20.2%	6.4%	
	Vert %	2.0%	2.6%	2.8%	7.8%	0.5%	4.2%	0.7%	
	Index	100	127	136	383	27	207	35	
PNC Bank	Proj	891,183	436,664	58,298	76,404	49,805	89,538	162,619	
	Horz %	100.0%	49.0%	6.5%	8.6%	5.6%	10.0%	18.2%	
	Vert %	14.5%	14.7%	12.3%	21.4%	11.7%	14.9%	14.7%	
	Index	100	101	84	147	81	103	101	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Sovereign Bank	Proj	468,185	237,380	30,564	41,203	29,957	41,788	93,868
	Horz %	100.0%	50.7%	6.5%	8.8%	6.4%	8.9%	20.0%
	Vert %	7.6%	8.0%	6.4%	11.6%	7.1%	7.0%	8.5%
	Index	100	105	84	151	92	91	111
Wachovia	Proj	1,621,634	908,088	135,849	101,048	114,124	189,625	367,442
	Horz %	100.0%	56.0%	8.4%	6.2%	7.0%	11.7%	22.7%
	Vert %	26.5%	30.7%	28.6%	28.3%	26.9%	31.6%	33.2%
	Index	100	116	108	107	102	120	126
Wilmington Trust	Proj	214,561	27,263	2,333	15,097	8,805	1,028	0
	Horz %	100.0%	12.7%	1.1%	7.0%	4.1%	0.5%	0.0%
	Vert %	3.5%	0.9%	0.5%	4.2%	2.1%	0.2%	0.0%
	Index	100	26	14	121	59	5	0
Other bank	Proj	1,572,060	580,121	159,060	102,249	41,675	161,680	115,457
	Horz %	100.0%	36.9%	10.1%	6.5%	2.7%	10.3%	7.3%
	Vert %	25.7%	19.6%	33.5%	28.7%	9.8%	27.0%	10.4%
	Index	100	76	130	112	38	105	41
Other financial institution	Proj	568,533	289,709	50,197	59,244	41,021	69,467	69,780
	Horz %	100.0%	51.0%	8.8%	10.4%	7.2%	12.2%	12.3%
	Vert %	9.3%	9.8%	10.6%	16.6%	9.7%	11.6%	6.3%
	Index	100	105	114	179	104	125	68
None	Proj	234,584	98,287	5,551	3,447	9,391	20,218	59,680
	Horz %	100.0%	41.9%	2.4%	1.5%	4.0%	8.6%	25.4%
	Vert %	3.8%	3.3%	1.2%	1.0%	2.2%	3.4%	5.4%
	Index	100	87	31	25	58	88	141
Any credit union	Proj	1,443,099	748,178	107,396	109,994	106,552	137,073	287,163
	Horz %	100.0%	51.8%	7.4%	7.6%	7.4%	9.5%	19.9%
	Vert %	23.6%	25.3%	22.6%	30.8%	25.1%	22.9%	26.0%
	Index	100	107	96	131	107	97	110
Financial services HHLd has/use (HHLd)								

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
24-hour teller card (ATM)	Proj	2,957,038	1,443,153	260,158	213,174	214,574	294,076	461,171	
	Horz %	100.0%	48.8%	8.8%	7.2%	7.3%	9.9%	15.6%	
	Vert %	48.3%	48.7%	54.8%	59.8%	50.5%	49.1%	41.7%	
	Index	100	101	113	124	105	102	86	
401-K plan	Proj	1,734,698	856,296	163,402	171,553	151,874	204,686	164,781	
	Horz %	100.0%	49.4%	9.4%	9.9%	8.8%	11.8%	9.5%	
	Vert %	28.3%	28.9%	34.4%	48.1%	35.8%	34.1%	14.9%	
	Index	100	102	121	170	126	121	53	
Auto loan	Proj	1,402,778	571,359	128,019	84,175	106,558	120,144	132,463	
	Horz %	100.0%	40.7%	9.1%	6.0%	7.6%	8.6%	9.4%	
	Vert %	22.9%	19.3%	26.9%	23.6%	25.1%	20.0%	12.0%	
	Index	100	84	118	103	110	88	52	
Certificates of Deposit (CDs)	Proj	1,017,318	498,457	92,009	60,406	100,192	111,205	134,645	
	Horz %	100.0%	49.0%	9.0%	5.9%	9.8%	10.9%	13.2%	
	Vert %	16.6%	16.8%	19.4%	16.9%	23.6%	18.6%	12.2%	
	Index	100	101	117	102	142	112	73	
Checking account	Proj	5,353,410	2,556,593	447,365	337,553	401,936	523,449	846,290	
	Horz %	100.0%	47.8%	8.4%	6.3%	7.5%	9.8%	15.8%	
	Vert %	87.4%	86.3%	94.2%	94.6%	94.7%	87.3%	76.6%	
	Index	100	99	108	108	108	100	88	
Debit card	Proj	3,395,954	1,633,329	284,453	226,137	265,009	289,876	567,854	
	Horz %	100.0%	48.1%	8.4%	6.7%	7.8%	8.5%	16.7%	
	Vert %	55.4%	55.2%	59.9%	63.4%	62.4%	48.4%	51.4%	
	Index	100	100	108	114	113	87	93	
Home equity loan	Proj	1,025,694	476,625	110,087	92,547	79,160	75,958	118,873	
	Horz %	100.0%	46.5%	10.7%	9.0%	7.7%	7.4%	11.6%	
	Vert %	16.7%	16.1%	23.2%	25.9%	18.6%	12.7%	10.8%	
	Index	100	96	138	155	111	76	64	
Home improvement loan	Proj	353,438	132,361	35,989	34,184	31,014	15,497	15,677	
	Horz %	100.0%	37.4%	10.2%	9.7%	8.8%	4.4%	4.4%	

200

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Vert %	5.8%	4.5%	7.6%	9.6%	7.3%	2.6%	1.4%
	Index	100	77	131	166	127	45	25
Home mortgage	Proj	1,971,911	964,947	195,202	207,363	137,959	240,915	183,508
	Horz %	100.0%	48.9%	9.9%	10.5%	7.0%	12.2%	9.3%
	Vert %	32.2%	32.6%	41.1%	58.1%	32.5%	40.2%	16.6%
	Index	100	101	128	181	101	125	52
IRA (Individual Retirement Account)	Proj	1,459,393	728,152	147,415	111,536	112,985	171,878	184,338
	Horz %	100.0%	49.9%	10.1%	7.6%	7.7%	11.8%	12.6%
	Vert %	23.8%	24.6%	31.0%	31.3%	26.6%	28.7%	16.7%
	Index	100	103	130	131	112	120	70
	Proj	38,954	26,438	2,170	4,205	2,720	6,995	10,348
Keogh plan	Horz %	100.0%	67.9%	5.6%	10.8%	7.0%	18.0%	26.6%
	Vert %	0.6%	0.9%	0.5%	1.2%	0.6%	1.2%	0.9%
	Index	100	140	72	185	101	184	147
	Proj	1,253,168	698,863	132,487	101,707	110,247	194,028	160,394
Money market account	Horz %	100.0%	55.8%	10.6%	8.1%	8.8%	15.5%	12.8%
	Vert %	20.5%	23.6%	27.9%	28.5%	26.0%	32.4%	14.5%
	Index	100	115	136	139	127	158	71
	Proj	1,243,217	628,887	122,719	85,251	104,430	156,695	159,792
Online banking	Horz %	100.0%	50.6%	9.9%	6.9%	8.4%	12.6%	12.9%
	Vert %	20.3%	21.2%	25.8%	23.9%	24.6%	26.1%	14.5%
	Index	100	105	127	118	121	129	71
	Proj	1,094,068	533,637	87,664	67,221	91,293	139,036	148,423
Online bill paying	Horz %	100.0%	48.8%	8.0%	6.1%	8.3%	12.7%	13.6%
	Vert %	17.9%	18.0%	18.5%	18.8%	21.5%	23.2%	13.4%
	Index	100	101	103	106	120	130	75
	Proj	281,247	108,255	11,322	36,942	12,677	1,021	46,293
Personal loan	Horz %	100.0%	38.5%	4.0%	13.1%	4.5%	0.4%	16.5%
	Vert %	4.6%	3.7%	2.4%	10.4%	3.0%	0.2%	4.2%
	Index	100	80	52	226	65	4	91
	Proj							

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)

Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Savings account	Proj	4,266,506	2,065,083	358,888	278,429	320,627	425,657	681,482
	Horz %	100.0%	48.4%	8.4%	6.5%	7.5%	10.0%	16.0%
	Vert %	69.6%	69.7%	75.5%	78.1%	75.5%	71.0%	61.7%
	Index	100	100	108	112	108	102	89
Race White	Proj	4,884,947	2,220,494	456,971	325,645	340,545	537,919	559,414
	Horz %	100.0%	45.5%	9.4%	6.7%	7.0%	11.0%	11.5%
	Vert %	79.7%	75.0%	96.2%	91.3%	80.2%	89.7%	50.6%
	Index	100	94	121	115	101	113	63
Black/African American	Proj	996,168	604,194	6,150	26,533	64,715	43,597	463,199
	Horz %	100.0%	60.7%	0.6%	2.7%	6.5%	4.4%	46.5%
	Vert %	16.3%	20.4%	1.3%	7.4%	15.2%	7.3%	41.9%
	Index	100	125	8	46	94	45	258
Asian	Proj	117,651	72,979	6,538	3,454	8,154	11,004	43,829
	Horz %	100.0%	62.0%	5.6%	2.9%	6.9%	9.4%	37.3%
	Vert %	1.9%	2.5%	1.4%	1.0%	1.9%	1.8%	4.0%
	Index	100	128	72	50	100	96	206
Other	Proj	127,321	63,300	5,415	1,033	11,204	6,906	38,742
	Horz %	100.0%	49.7%	4.3%	0.8%	8.8%	5.4%	30.4%
	Vert %	2.1%	2.1%	1.1%	0.3%	2.6%	1.2%	3.5%
	Index	100	103	55	14	127	55	169
Race/Hispanic White - non-hispanic	Proj	4,565,355	2,088,400	445,033	317,082	336,920	515,259	474,106
	Horz %	100.0%	45.7%	9.7%	6.9%	7.4%	11.3%	10.4%
	Vert %	74.5%	70.5%	93.7%	88.9%	79.3%	86.0%	42.9%
	Index	100	95	126	119	106	115	58
Black/African American - non-hispanic	Proj	924,285	576,102	6,150	23,446	64,715	43,597	438,194
	Horz %	100.0%	62.3%	0.7%	2.5%	7.0%	4.7%	47.4%
	Vert %	15.1%	19.5%	1.3%	6.6%	15.2%	7.3%	39.6%
	Index	100	129	9	44	101	48	263

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence					
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA	
Asian - non-hispanic	Proj	117,651	72,979	6,538	3,454	8,154	11,004	43,829	
	Horz %	100.0%	62.0%	5.6%	2.9%	6.9%	9.4%	37.3%	
	Vert %	1.9%	2.5%	1.4%	1.0%	1.9%	1.8%	4.0%	
	Index	100	128	72	50	100	96	206	
Other - non-hispanic	Proj	127,321	63,300	5,415	1,033	11,204	6,906	38,742	
	Horz %	100.0%	49.7%	4.3%	0.8%	8.8%	5.4%	30.4%	
	Vert %	2.1%	2.1%	1.1%	0.3%	2.6%	1.2%	3.5%	
	Index	100	103	55	14	127	55	169	
Hispanic	Proj	391,475	160,186	11,938	11,650	3,625	22,660	110,313	
	Horz %	100.0%	40.9%	3.0%	3.0%	0.9%	5.8%	28.2%	
	Vert %	6.4%	5.4%	2.5%	3.3%	0.9%	3.8%	10.0%	
	Index	100	85	39	51	13	59	156	
Own or rent residence (HHLID)	Proj	4,359,442	2,068,645	360,002	292,675	304,214	448,133	663,621	
	Horz %	100.0%	47.5%	8.3%	6.7%	7.0%	10.3%	15.2%	
	Vert %	71.2%	69.9%	75.8%	82.1%	71.6%	74.8%	60.0%	
	Index	100	98	106	115	101	105	84	
Rent	Proj	1,374,481	696,305	84,416	45,867	91,153	97,013	377,856	
	Horz %	100.0%	50.7%	6.1%	3.3%	6.6%	7.1%	27.5%	
	Vert %	22.4%	23.5%	17.8%	12.9%	21.5%	16.2%	34.2%	
	Index	100	105	79	57	96	72	152	
Other	Proj	392,164	196,017	30,656	18,123	29,251	54,280	63,707	
	Horz %	100.0%	50.0%	7.8%	4.6%	7.5%	13.8%	16.2%	
	Vert %	6.4%	6.6%	6.5%	5.1%	6.9%	9.1%	5.8%	
	Index	100	103	101	79	108	141	90	
HHI Less than \$25K	Proj	720,040	350,336	37,952	31,769	39,505	46,141	194,969	
	Horz %	100.0%	48.7%	5.3%	4.4%	5.5%	6.4%	27.1%	
	Vert %	11.8%	11.8%	8.0%	8.9%	9.3%	7.7%	17.6%	
	Index	100	101	68	76	79	65	150	

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	County of residence					
			Aggregate	Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
\$25K-\$35K	Proj	643,908	314,162	23,457	28,692	51,242	42,604	168,167
	Horz %	100.0%	48.8%	3.6%	4.5%	8.0%	6.6%	26.1%
	Vert %	10.5%	10.6%	4.9%	8.0%	12.1%	7.1%	15.2%
	Index	100	101	47	77	115	68	145
\$35K - \$50K	Proj	1,206,456	582,051	77,533	40,824	78,168	100,387	285,139
	Horz %	100.0%	48.2%	6.4%	3.4%	6.5%	8.3%	23.6%
	Vert %	19.7%	19.7%	16.3%	11.4%	18.4%	16.7%	25.8%
	Index	100	100	83	58	93	85	131
\$50K-\$75K	Proj	1,175,817	531,504	84,465	49,965	84,112	108,031	204,931
	Horz %	100.0%	45.2%	7.2%	4.2%	7.2%	9.2%	17.4%
	Vert %	19.2%	18.0%	17.8%	14.0%	19.8%	18.0%	18.5%
	Index	100	94	93	73	103	94	97
\$75K+	Proj	2,379,866	1,182,914	251,667	205,415	171,591	302,263	251,978
	Horz %	100.0%	49.7%	10.6%	8.6%	7.2%	12.7%	10.6%
	Vert %	38.8%	40.0%	53.0%	57.6%	40.4%	50.4%	22.8%
	Index	100	103	136	148	104	130	59
County of employment								
Alameda, CA	Proj	581	581	0	581	0	0	0
	Horz %	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
	Index	100	207	0	1,718	0	0	0
Anne Arundel, MD	Proj	4,877	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Atlantic, NJ	Proj	112,764	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Baltimore City, MD	Proj	695	0	0	0	0	0	0
	Index	100	0	0	0	0	0	0

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

Cell	Base	Aggregate	County of residence				Philadelphia, PA
			Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	711	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	4,665	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	120,021	5,847	1,930	0	0	1,070	2,847
Horz %	100.0%	4.9%	1.6%	0.0%	0.0%	0.9%	2.4%
Vert %	2.0%	0.2%	0.4%	0.0%	0.0%	0.2%	0.3%
Index	100	10	21	0	0	9	13
Proj	210,072	200,444	163,740	0	0	16,301	16,448
Horz %	100.0%	95.4%	77.9%	0.0%	0.0%	7.8%	7.8%
Vert %	3.4%	6.8%	34.5%	0.0%	0.9%	2.7%	1.5%
Index	100	197	1,005	0	27	79	43
Proj	160,261	4,262	2,063	0	0	560	1,639
Horz %	100.0%	2.7%	1.3%	0.0%	0.0%	0.3%	1.0%
Vert %	2.6%	0.1%	0.4%	0.0%	0.0%	0.1%	0.1%
Index	100	6	17	0	0	4	6
Proj	171,823	16,249	425	0	4,062	2,071	9,691
Horz %	100.0%	9.5%	0.2%	0.0%	2.4%	1.2%	5.6%
Vert %	2.8%	0.5%	0.1%	0.0%	1.0%	0.3%	0.9%
Index	100	20	3	0	34	12	31
Proj	24,640	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
Carbon, PA	Index	100	0	0	0	0	0	0
	Proj	15,774	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Caroline, MD	Index	100	0	0	0	0	0	0
	Proj	1,079	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cass, MI	Index	100	0	0	0	0	0	0
	Proj	344	344	344	0	0	0	0
	Horz %	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Cecil, MD	Index	100	207	1,290	0	0	0	0
	Proj	28,969	1,170	0	1,170	0	0	0
	Horz %	100.0%	4.0%	0.0%	4.0%	0.0%	0.0%	0.0%
	Vert %	0.5%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Centre, PA	Index	100	8	0	69	0	0	0
	Proj	648	648	0	0	0	0	648
	Horz %	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Chester, PA	Index	100	207	0	0	0	0	554
	Proj	169,405	165,579	1,814	132,188	16,357	10,934	4,286
	Horz %	100.0%	97.7%	1.1%	78.0%	9.7%	6.5%	2.5%
	Vert %	2.8%	5.6%	0.4%	37.1%	3.9%	1.8%	0.4%
Cobb, GA	Index	100	202	14	1,340	139	66	14
	Proj	784	784	0	0	0	0	784
	Horz %	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Colorado, TX	Index	100	207	0	0	0	0	554
	Proj	2,128	0	0	0	0	0	0

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

Cell	Base	County of residence					
		Aggregate	Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	177	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	54,351	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	8,209	3,396	0	3,396	0	0	0
Horz %	100.0%	41.4%	0.0%	41.4%	0.0%	0.0%	0.0%
Vert %	0.1%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%
Index	100	86	0	711	0	0	0
Proj	586	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	170,242	162,058	2,361	19,176	130,961	5,940	3,620
Horz %	100.0%	95.2%	1.4%	11.3%	76.9%	3.5%	2.1%
Vert %	2.8%	5.5%	0.5%	5.4%	30.8%	1.0%	0.3%
Index	100	197	18	193	1,110	36	12
Proj	195	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	1,636	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

County of residence	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
Essex, NJ	Index	100	0	0	0	0	0	0
	Proj	6,475	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fairfax, VA	Index	100	0	0	0	0	0	0
	Proj	2,783	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fayette, TN	Index	100	0	0	0	0	0	0
	Proj	1,169	1,169	1,169	1,169	1,169	1,169	1,169
	Horz %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Vert %	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Gloucester, NJ	Index	100	207	0	0	0	0	0
	Proj	58,949	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gwinnett, GA	Index	100	0	0	0	0	0	0
	Proj	331	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harford, MD	Index	100	0	0	0	0	0	0
	Proj	5,570	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hudson, NJ	Index	100	0	0	0	0	0	0
	Proj	2,610	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hunterdon, NJ	Index	100	0	0	0	0	0	0
	Proj	9,989	851	851	851	851	851	851

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	8.5%	8.5%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
	Index	100	18	110	0	0	0	0
Jefferson, CO	Proj	478	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Kent, DE	Proj	58,022	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Ketchikan Gateway, AK	Proj	2,180	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Kings, NY (Brooklyn)	Proj	1,759	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Lancaster, PA	Proj	3,706	1,891	1,891	1,891	0	0	0
	Horz %	100.0%	51.0%	51.0%	51.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%
	Index	100	106	0	876	0	0	0
Lebanon, PA	Proj	7,370	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Lee, FL	Proj	854	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

Cell	Base	County of residence					
		Aggregate	Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
Index	100	0	0	0	0	0	0
Proj	113,674	1,366	1,366	0	0	0	0
Horz %	100.0%	1.2%	1.2%	0.0%	0.0%	0.0%	0.0%
Vert %	1.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Index	100	2	15	0	0	0	0
Proj	2,392	2,392	0	0	0	0	2,392
Horz %	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Vert %	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%
Index	100	207	0	0	0	0	554
Proj	3,049	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	1,606	1,606	0	0	0	0	1,606
Horz %	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Vert %	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Index	100	207	0	0	0	0	554
Proj	148,304	15,621	13,551	0	0	2,070	0
Horz %	100.0%	10.5%	9.1%	0.0%	0.0%	1.4%	0.0%
Vert %	2.4%	0.5%	2.9%	0.0%	0.0%	0.3%	0.0%
Index	100	22	118	0	0	14	0
Proj	19,067	580	580	0	0	0	0
Horz %	100.0%	3.0%	3.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Index	100	6	39	0	0	0	0
Proj	10,047	0	0	0	0	0	0
Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Vert %	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Index	100	0	0	0	0	0	0
Proj	2,132	0	0	0	0	0	0

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Montgomery, NY	Proj	396	396	0	0	0	0	0
	Horz %	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	Index	100	207	1,290	0	0	0	0
Montgomery, PA	Proj	381,559	360,781	40,552	25,135	26,521	232,581	35,992
	Horz %	100.0%	94.6%	10.6%	6.6%	7.0%	61.0%	9.4%
	Vert %	6.2%	12.2%	8.5%	7.0%	6.2%	38.8%	3.3%
	Index	100	196	137	113	100	623	52
Morris, NJ	Proj	6,530	389	389	0	0	0	0
	Horz %	100.0%	6.0%	6.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	Index	100	12	77	0	0	0	0
Nassau, NY	Proj	1,226	1,226	0	0	0	0	1,226
	Horz %	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Index	100	207	0	0	0	0	554
New Castle, DE	Proj	207,703	13,524	933	5,973	5,738	0	880
	Horz %	100.0%	6.5%	0.4%	2.9%	2.8%	0.0%	0.4%
	Vert %	3.4%	0.5%	0.2%	1.7%	1.4%	0.0%	0.1%
	Index	100	13	6	49	40	0	2
New York, NY (Manhattan)	Proj	17,642	9,066	468	0	0	3,624	4,974
	Horz %	100.0%	51.4%	2.7%	0.0%	0.0%	20.5%	28.2%
	Vert %	0.3%	0.3%	0.1%	0.0%	0.0%	0.6%	0.5%
	Index	100	106	34	0	0	210	156
Norfolk City, VA	Proj	2,063	2,063	0	0	0	0	2,063
	Horz %	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Vert %	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
	Index	100	207	0	0	0	0	554
Northampton, PA	Proj	85,623	2,022	483	0	0	1,539	0
	Horz %	100.0%	2.4%	0.6%	0.0%	0.0%	1.8%	0.0%
	Vert %	1.4%	0.1%	0.1%	0.0%	0.0%	0.3%	0.0%
	Index	100	5	7	0	0	18	0
Ocean, NJ	Proj	731	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Passaic, NJ	Proj	4,105	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
Philadelphia, PA	Index	527,105	476,781	16,921	5,056	29,499	41,775	383,530
	Proj	100.0%	90.5%	3.2%	1.0%	5.6%	7.9%	72.8%
	Horz %	8.6%	16.1%	3.6%	1.4%	6.9%	7.0%	34.7%
	Vert %	100	187	41	16	81	81	403
	Index	175	175	175	0	0	0	0
	Proj	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Prince George's, MD	Horz %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	100	207	1,290	0	0	0	0
	Index	993	0	0	0	0	0	0
	Proj	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Anne's, MD	Horz %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	100	0	0	0	0	0	0
	Index	2,552	2,552	0	2,552	0	0	0
	Proj	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Rockingham, NH	Horz %	0.0%	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%
	Vert %	100	207	0	1,718	0	0	0
	Index	29,782	0	0	0	0	0	0
	Proj	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)
 Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	Philadelphia, PA
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
	Proj	4,697	0	0	0	0	0	0
Schuylkill, PA	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
	Proj	772	0	0	0	0	0	0
Sheboygan, WI	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
	Proj	8,779	354	354	0	0	0	0
Somerset, NJ	Horz %	100.0%	4.0%	4.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	Index	100	8	52	0	0	0	0
	Proj	2,054	2,054	0	1,563	0	0	491
Suffolk, NY	Horz %	100.0%	100.0%	0.0%	76.1%	0.0%	0.0%	23.9%
	Vert %	0.0%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%
	Index	100	207	0	1,307	0	0	133
	Proj	8,631	0	0	0	0	0	0
Sussex, DE	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
	Proj	654	0	0	0	0	0	0
Sussex, NJ	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Index	100	0	0	0	0	0	0
	Proj	4,896	0	0	0	0	0	0
Union, NJ	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Study: Philadelphia, PA 2006 Release 1
 Release: Total (Feb 2005 - Jan 2006)

Base: Total
 Projected: 6126087 Respondents: 5655

	Cell	Base	Aggregate	County of residence				Philadelphia, PA
				Bucks, PA	Chester, PA	Delaware, PA	Montgomery, PA	
Warren, NJ	Index	100	0	0	0	0	0	0
	Proj	25,262	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westchester, NY	Index	100	0	0	0	0	0	0
	Proj	1,672	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Worcester, MA	Index	100	0	0	0	0	0	0
	Proj	2,665	0	0	0	0	0	0
	Horz %	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York, PA	Index	100	779	0	0	779	0	0
	Proj	779	779	0	0	779	0	0
	Horz %	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
	Vert %	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
No answer	Index	100	207	0	0	1,443	0	0
	Proj	1,011,602	510,185	93,352	52,977	70,784	90,337	202,735
	Horz %	100.0%	50.4%	9.2%	5.2%	7.0%	8.9%	20.0%
	Vert %	16.5%	17.2%	19.6%	14.9%	16.7%	15.1%	18.3%
Employment status	Index	100	104	119	90	101	91	111
	Proj	3,173,798	1,519,232	271,496	191,852	221,975	328,394	505,515
	Horz %	100.0%	47.9%	8.6%	6.0%	7.0%	10.3%	15.9%
	Vert %	51.8%	51.3%	57.1%	53.8%	52.3%	54.8%	45.7%
Employed full-time (35 hours or more)	Index	100	99	110	104	101	106	88
	Proj	895,003	449,953	71,552	60,975	66,681	80,408	170,337
	Horz %	100.0%	50.3%	8.0%	6.8%	7.5%	9.0%	19.0%
	Vert %	14.6%	15.2%	15.1%	17.1%	15.7%	13.4%	15.4%
Employed part-time (less than 35 hours)	Index	100	104	103	117	107	92	105
	Proj	104	104	103	117	107	92	105

Bucks County Qualifying Tracts

myCDFI-Fund

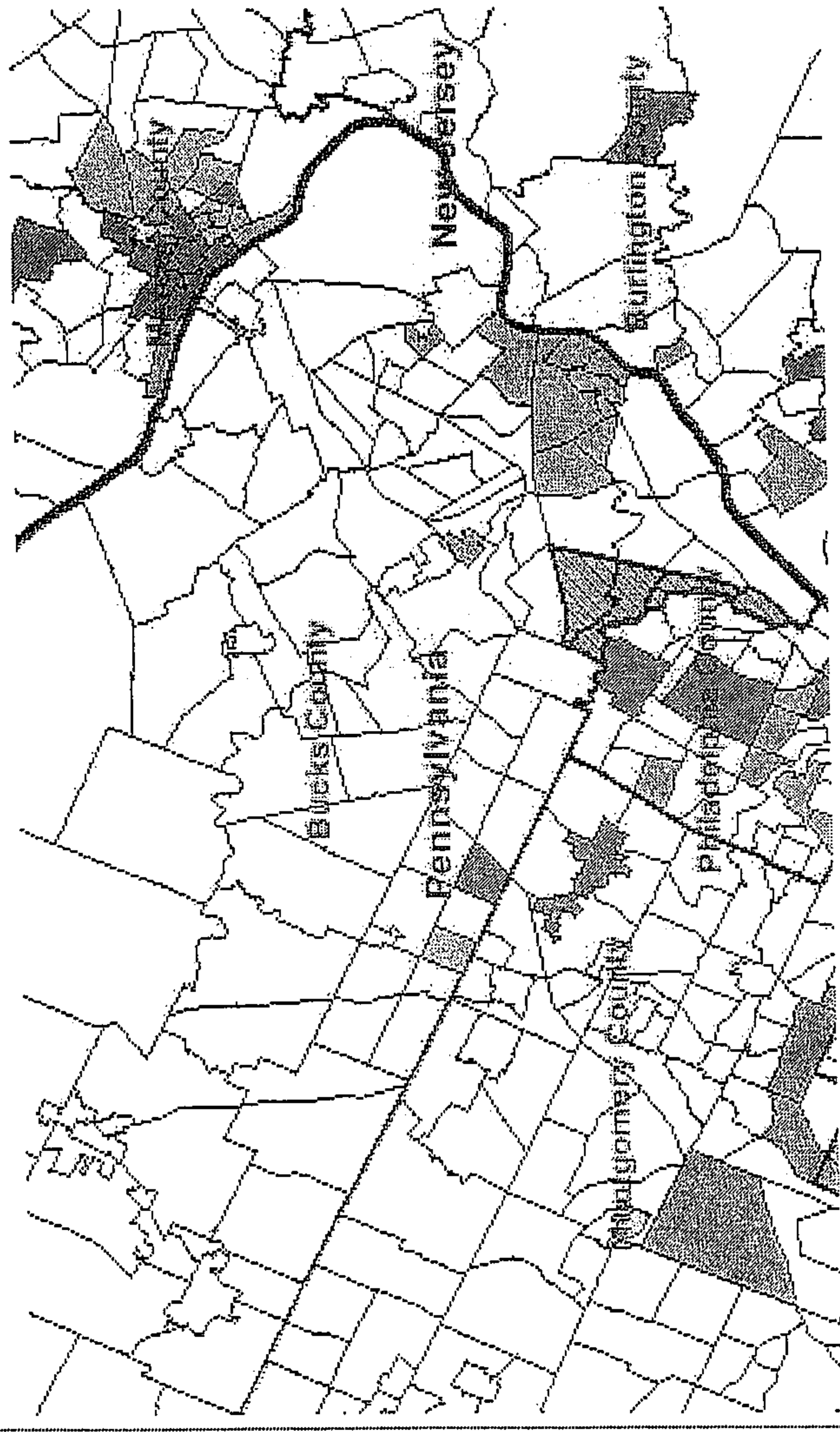
Kirk Cuevas Log Out
[Home](#) [Organization](#) [Readers](#) [Help](#)

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:50:41 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	017	42017100208	6441	0.099	0.775	0.051	0.88	Yes	No	Yes
2	PA	Philadelphia, PA-NJ PMSA	017	42017100207	3842	0.184	0.706	0.064	1.1	Yes	No	Yes

Philadelphia,

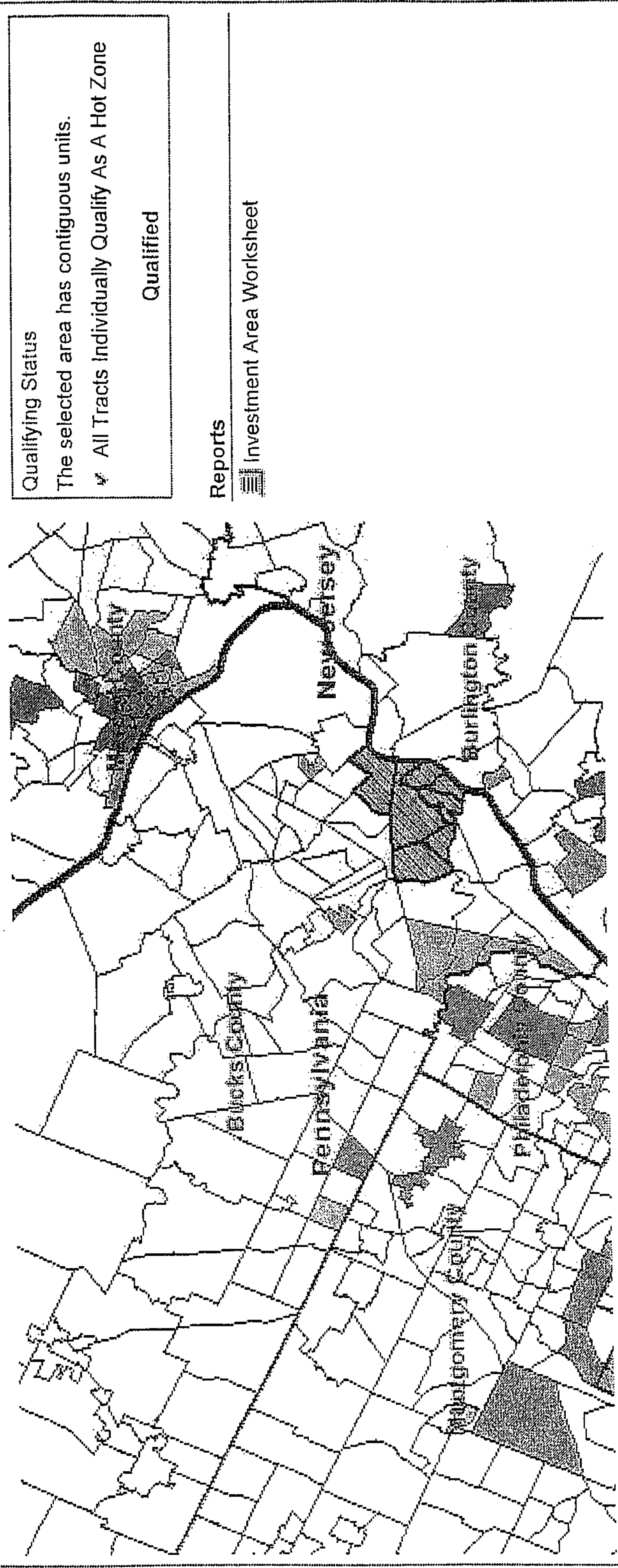
3	PA	PA--NJ PMSA	017	42017100104	4441	0.157	0.779	0.048	0.83	Yes	No	Yes
4	PA	Philadelphia, PA--NJ PMSA	017	42017100103	2544	0.079	0.771	0.058	1	Yes	No	Yes
Total 4					17268	0.130	0.758	0.055	0.953	4	0	4
Details:												
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0							
Percent of total population in tracts/counties not meeting Investment Area criteria					0%							
Total number of Hot Zone tracts/counties(any type)					4							
Hot Zones as a percentage of Investment Area tracts/counties					100.00%							
Hot Zones population as a percentage of Investment Area population					100.00%							
Are all geographic units in Investment Area contiguous?					True							
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.												

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:50:41 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	017	42017100700	3343	0.114	0.737	0.124	2.14	Yes	No	Yes
2	PA	Philadelphia, PA--NJ PMSA	017	42017100500	2610	0.052	0.787	0.032	0.55	Yes	No	Yes

Philadelphia,

3	PA	PA--NJ PMSA	017	42017100600	3949	0.131	0.764	0.056	0.97	Yes	No	Yes
4	PA	Philadelphia, PA--NJ PMSA	017	42017100403	2150	0.093	0.716	0.061	1.05	Yes	No	Yes
5	PA	Philadelphia, PA--NJ PMSA	017	42017100304	2450	0.18	0.574	0.074	1.28	Yes	No	Yes
6	PA	Philadelphia, PA--NJ PMSA	017	42017100306	3614	0.131	0.73	0.026	0.45	Yes	No	Yes
7	PA	Philadelphia, PA--NJ PMSA	017	42017100303	5196	0.16	0.787	0.069	1.19	Yes	No	Yes
Total 7					23312	0.123	0.728	0.063	1.090	7	0	7
Details:												
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0							
Percent of total population in tracts/counties not meeting Investment Area criteria					0%							
Total number of Hot Zone tracts/counties(any type)					7							
Hot Zones as a percentage of Investment Area tracts/counties					100.00%							
Hot Zones population as a percentage of Investment Area population					100.00%							
Are all geographic units in Investment Area contiguous?					True							
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.												

myCDFI Fund

Kirk Cuevas Log Out

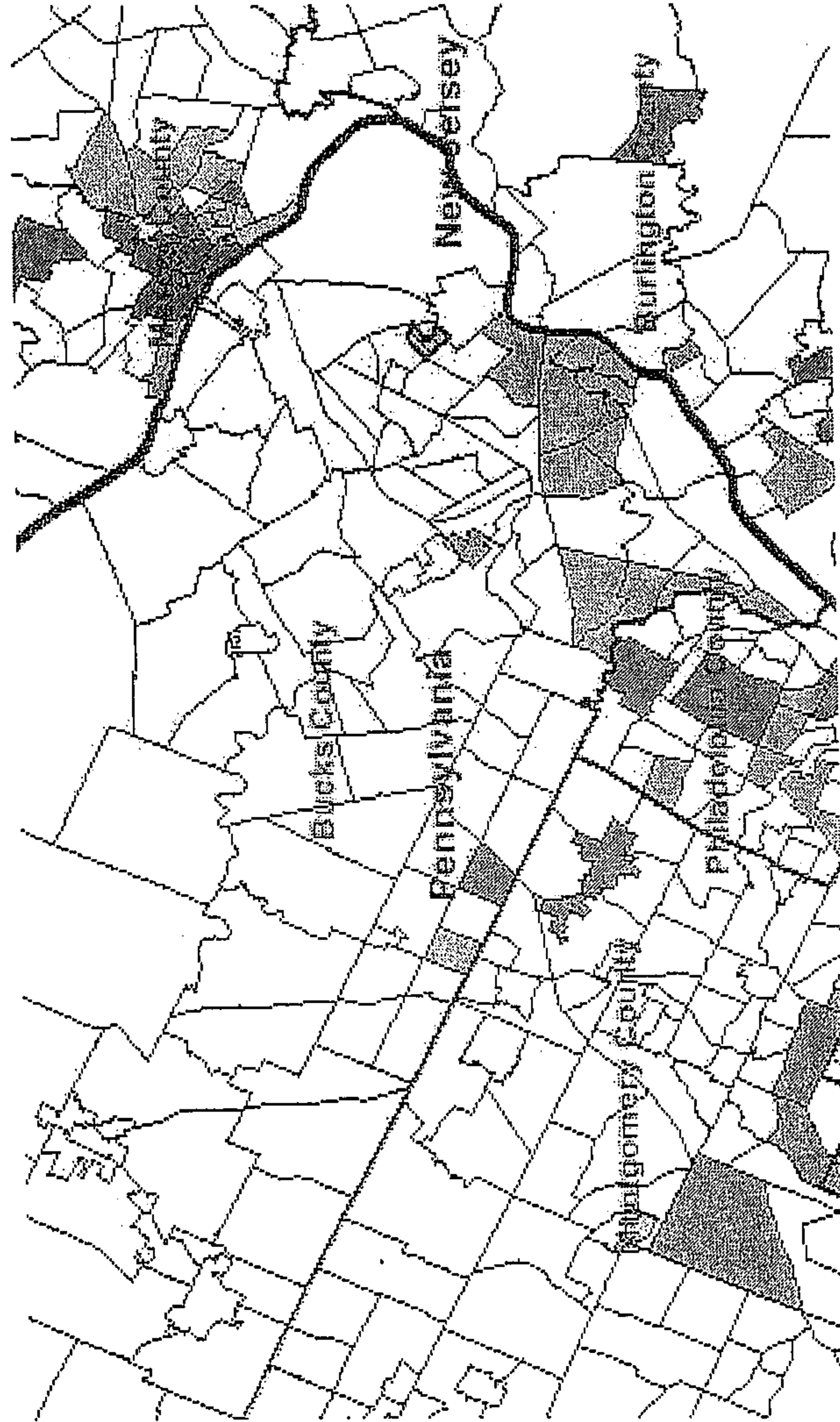
Home Organization Readers Help

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:50:41 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports

Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local Unemployment Rates to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	017	42017105812	1744	0.023	0.765	0.029	0.5	Yes	No	Yes
Total 1					1744	0.023	0.765	0.029	0.500	1	0	1

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

myCDFI-Fund

Kirk Cuevas Log Out

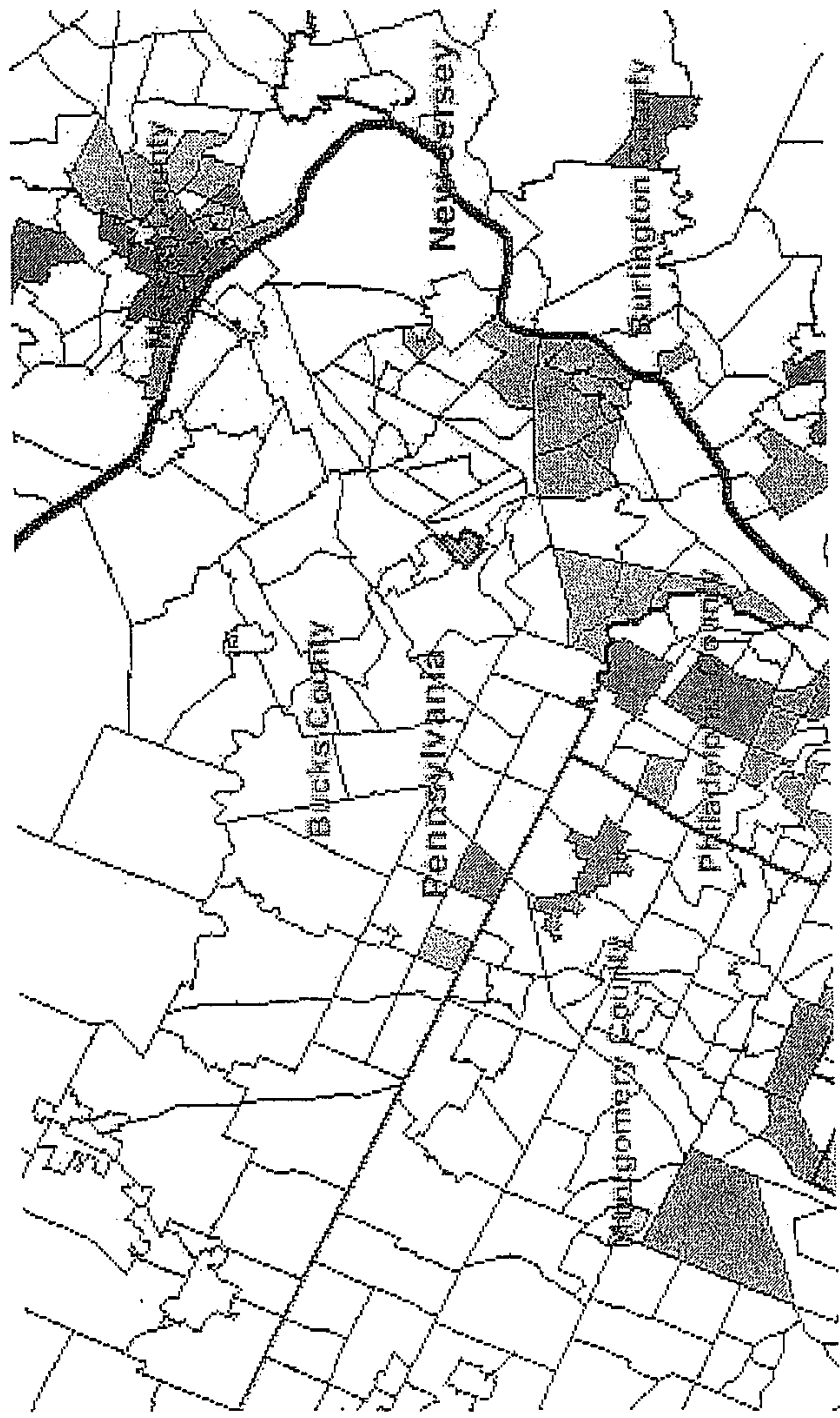
Home Organization Readers Help

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:50:41 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	017	42017101100	2420	0.046	0.793	0.063	1.09	Yes	No	Yes
Total 1					2420	0.046	0.793	0.063	1.090	1	0	1

Details:

311

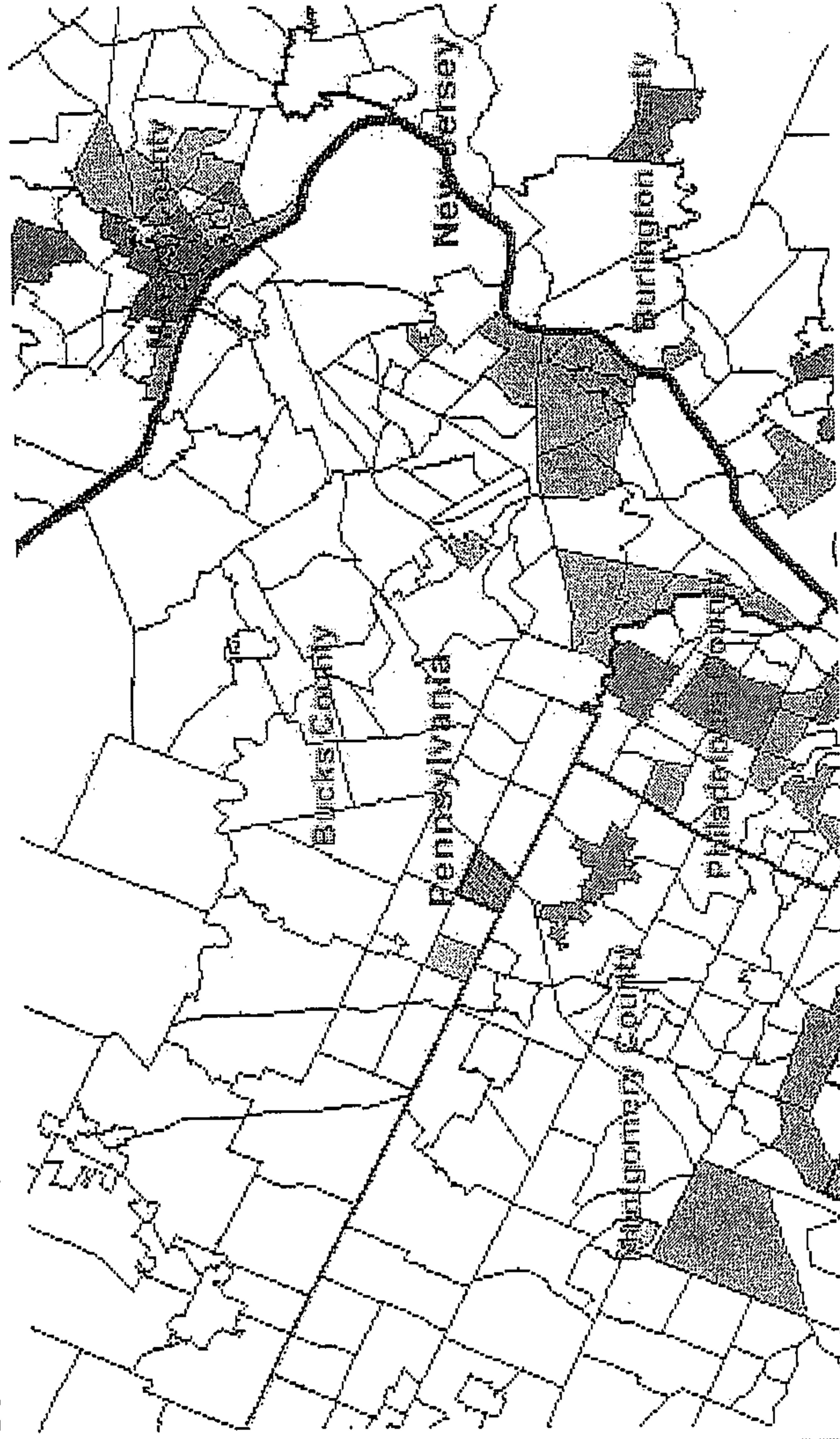
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:50:41 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports

[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	017	42017101504	2977	0.038	1.149	0.117	2.02	Yes	No	No
Total					2977	0.038	1.149	0.117	2.020	1	0	0

Details:

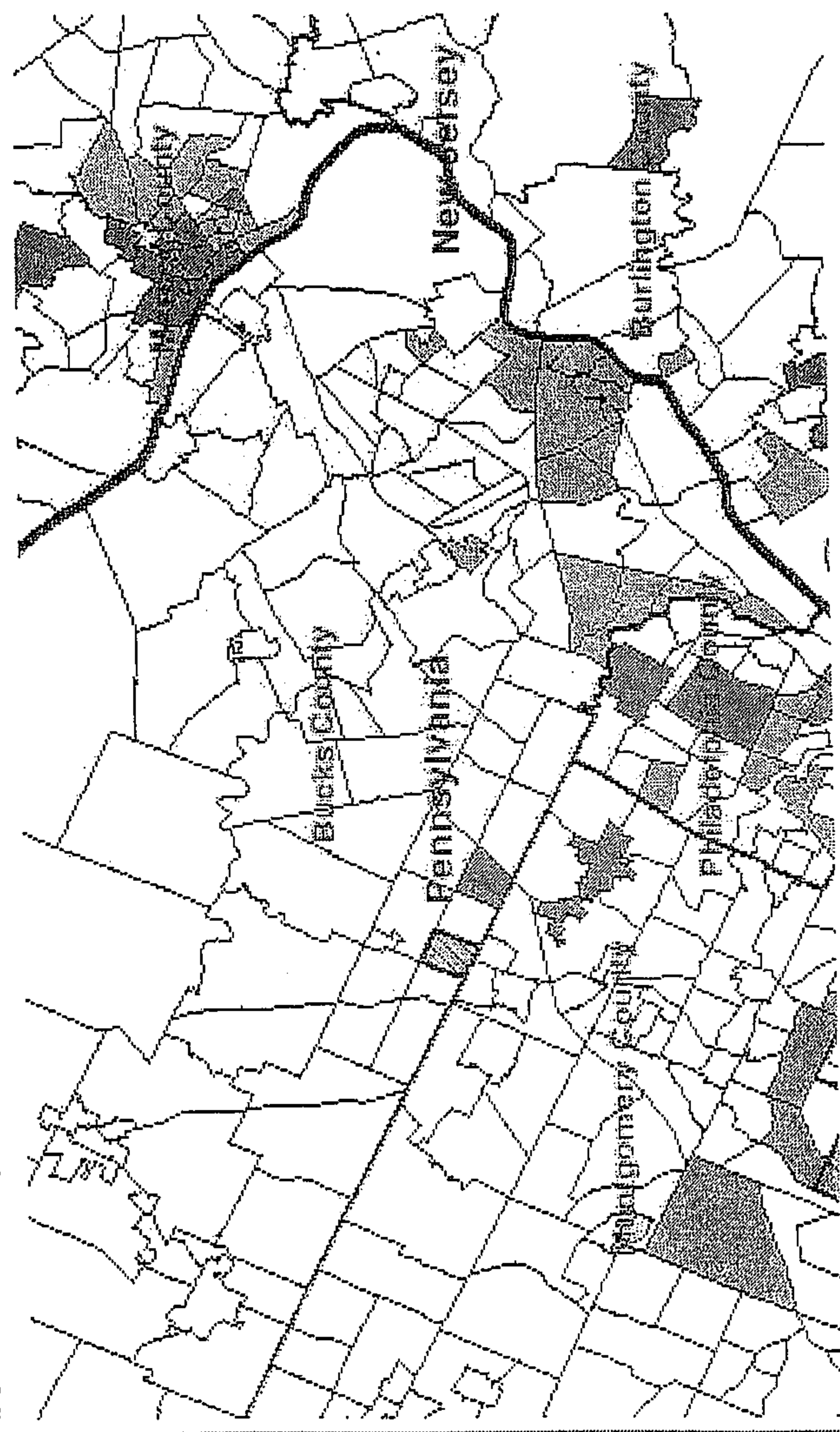
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True

Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.

CDFI Home User Home Organization Home
 Dollar Associates, LLC
 F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet
 Dollar Associates, LLC - New Map 1/8/2008 2:50:41 PM

Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
 Investment Area Worksheet



Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	017	42017101605	4196	0.197	0.637	0.068	1.17	Yes	No	Yes
Total 1					4196	0.197	0.637	0.068	1.170	1	0	1

Details:

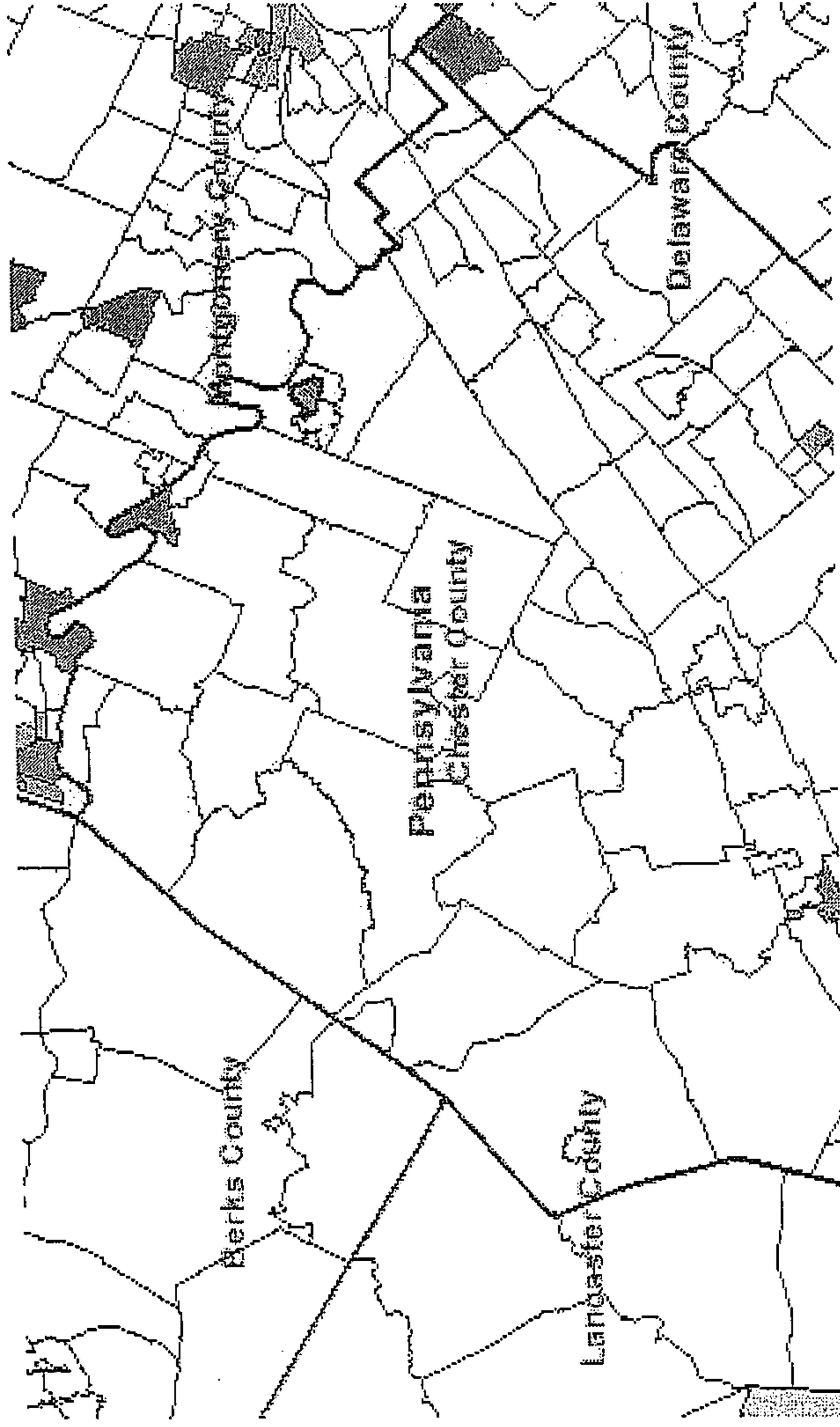
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

Chester County Qualifying Tracts

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
 Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	029	42029300700	4604	0.099	0.691	0.05	0.86	Yes	No	Yes
Total 1					4604	0.099	0.691	0.050	0.860	1	0	1

Details:

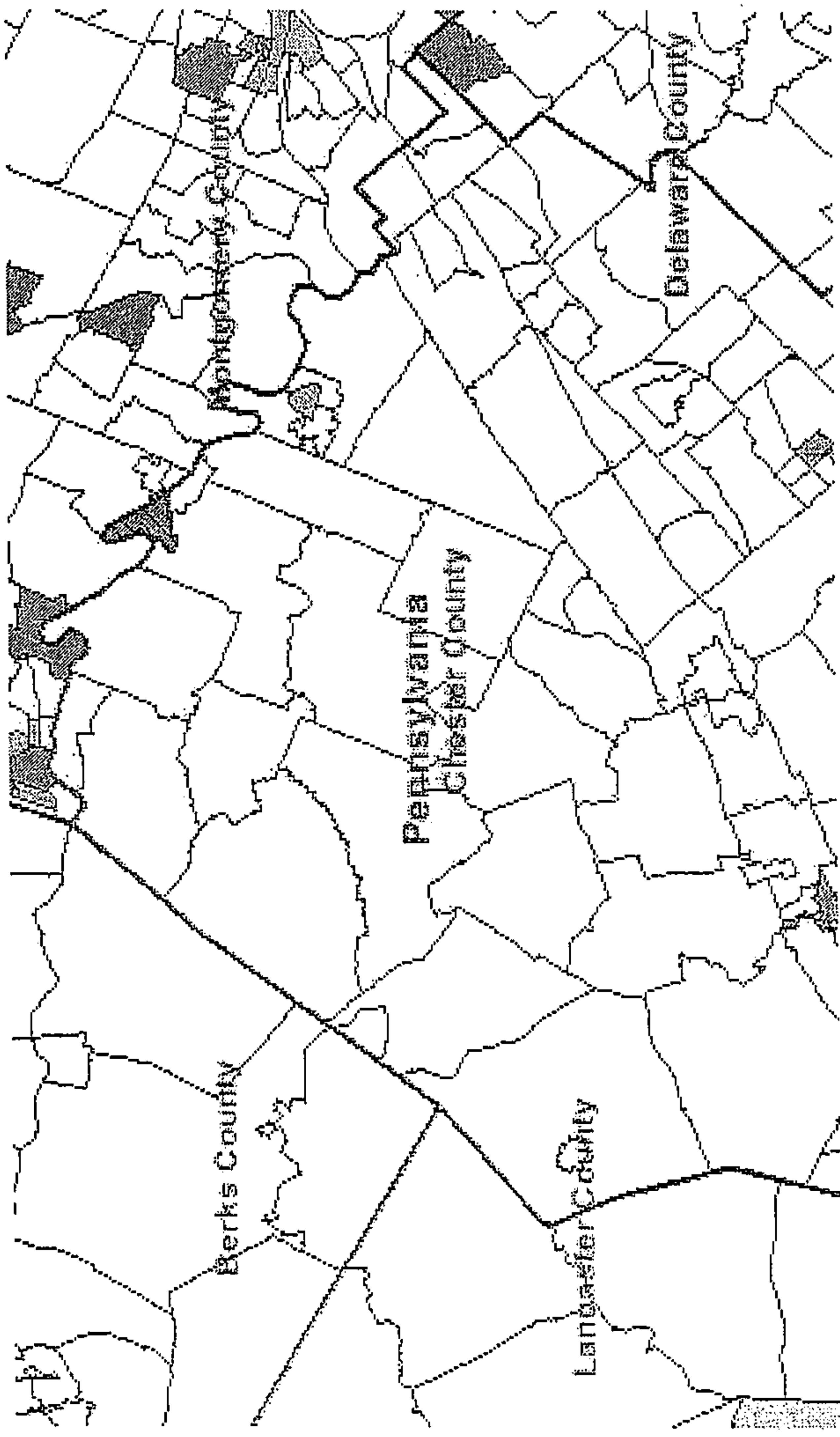
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	029	42029301201	302	0	0	0	0	Yes	No	No
Total 1					302	0.000	0.000	0.000	0.000	1	0	0

Details:

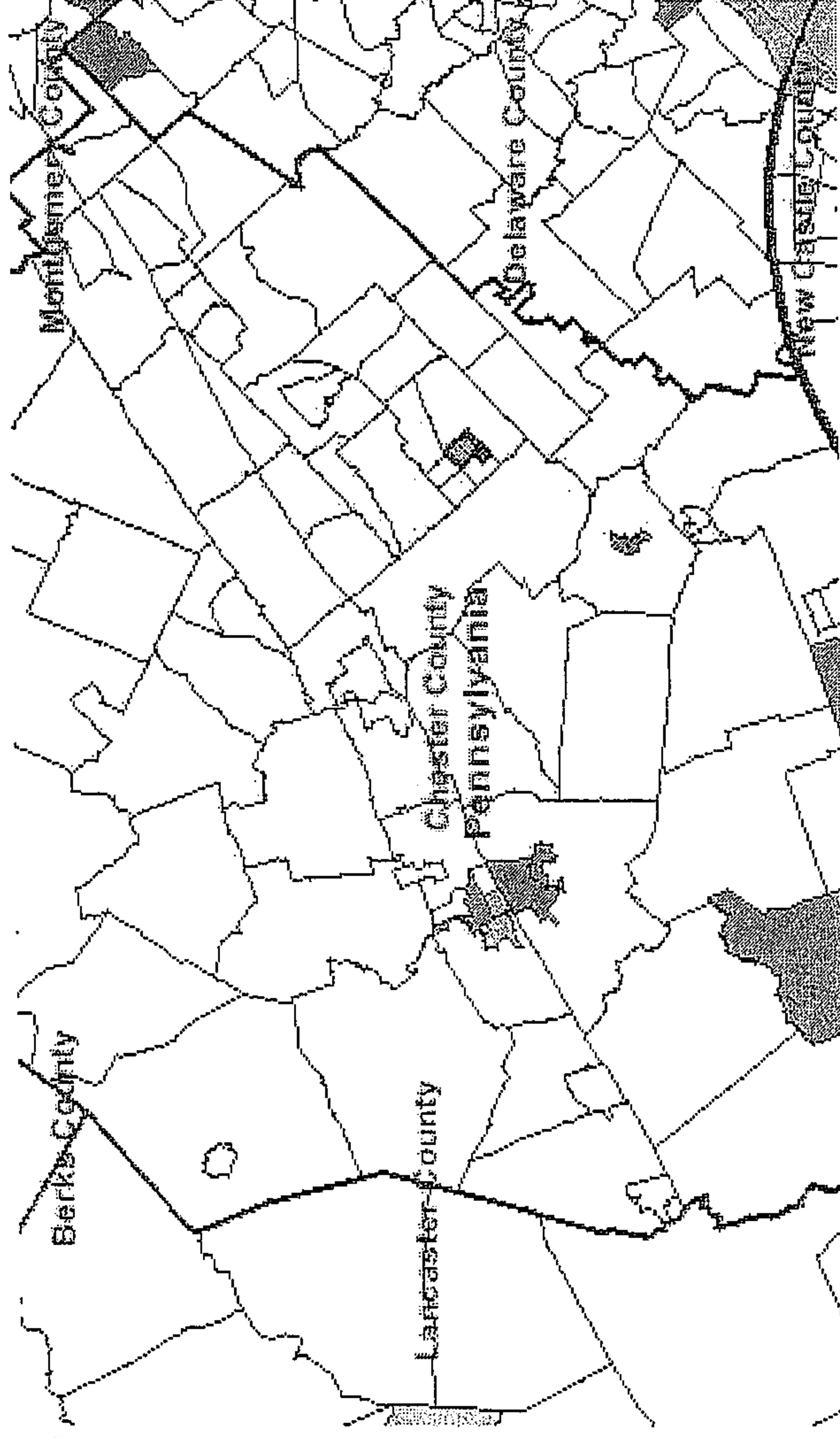
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True

Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
 Hot Zones Comprise 50% of Investment Area
 Hot Zones Population Comprises 60% of Investment Area Population
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	029	42029310400	2933	0	0	0.081	1.4	Yes	No	No
2	PA	Philadelphia, PA--NJ PMSA	029	42029302600	4489	0.42	0.567	0.071	1.22	Yes	No	Yes
Total 2					7422	0.210	0.284	0.076	1.310	2	0	1

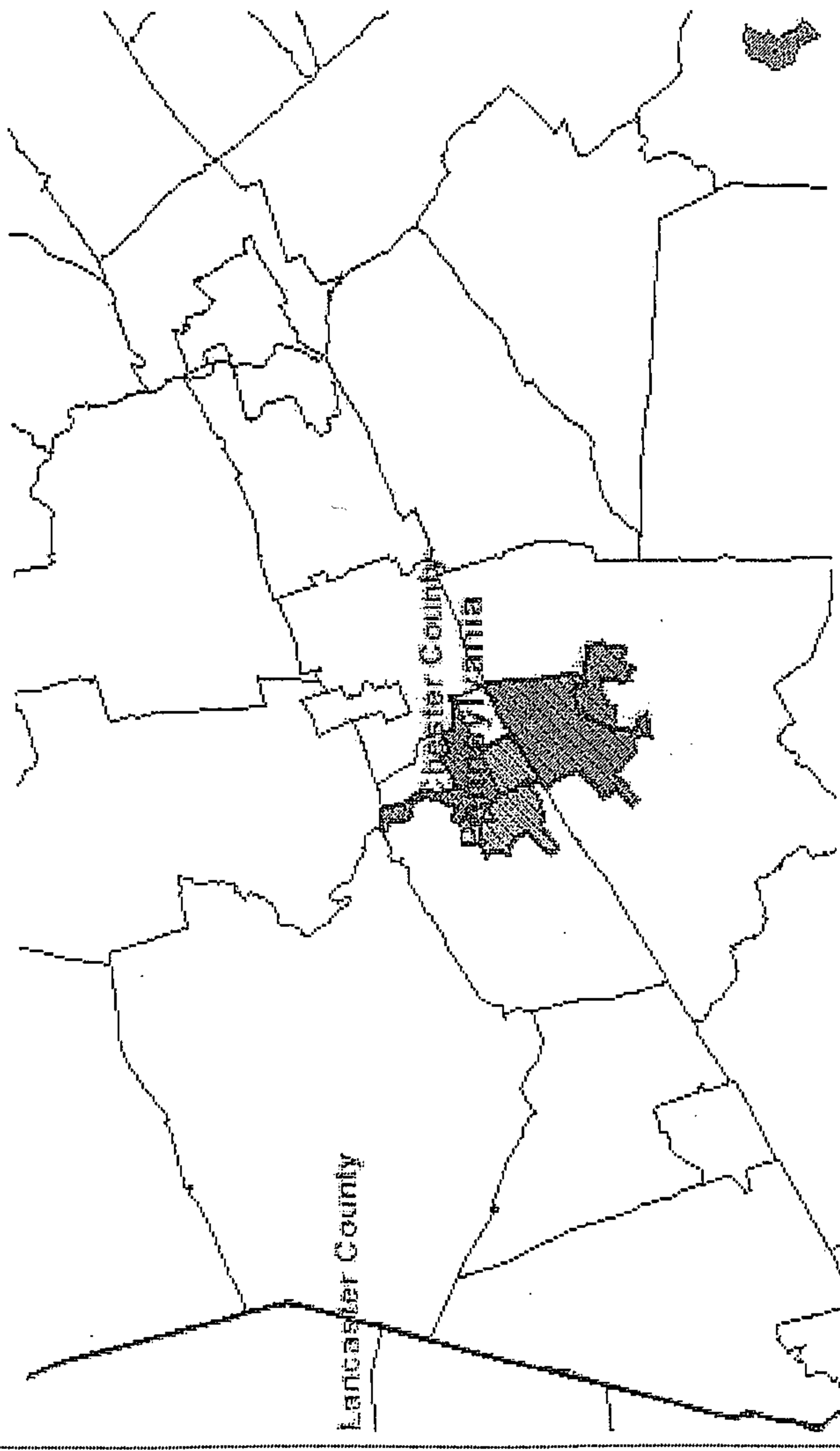
Details:	
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	50.00%
Hot Zones population as a percentage of Investment Area population	60.48%
Are all geographic units in Investment Area contiguous?	True
<p>Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.</p>	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
 Hot Zones Comprise 60% of Investment Area
 Hot Zones Population Comprises 85% of Investment Area Population
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	029	42029305800	996	0.126	0.711	0.119	2.05	Yes	No	No
2	PA	Philadelphia, PA--NJ PMSA	029	42029305900	576	0.247	0.582	0.116	2	Yes	No	No
		Philadelphia,										

324

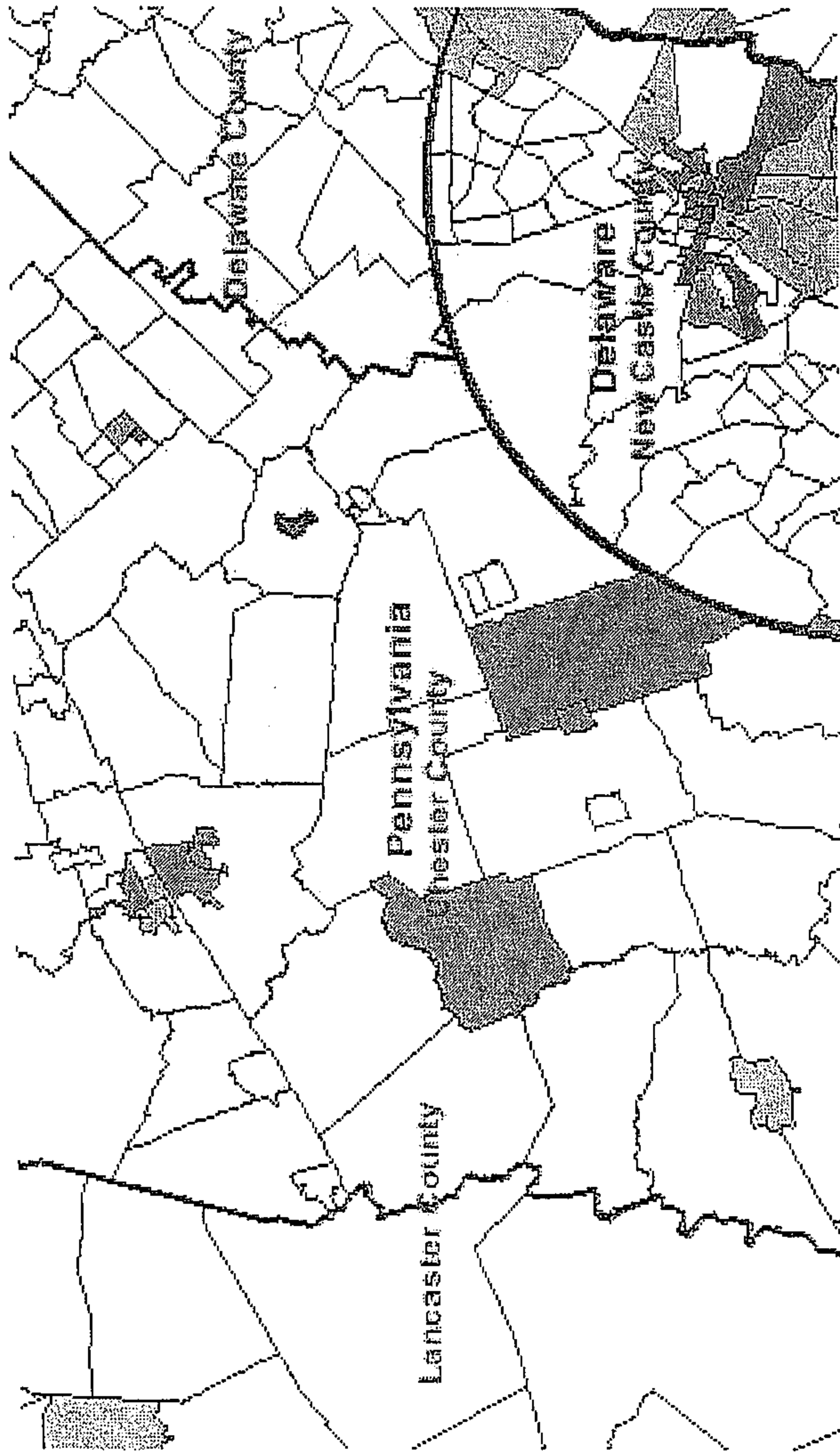
3	PA	PA-NJ PMSA	029	42029305600	2720	0.205	0.573	0.076	1.31	Yes	No	Yes
4	PA	Philadelphia, PA-NJ PMSA	029	42029305400	2367	0.241	0.602	0.059	1.02	Yes	No	Yes
5	PA	Philadelphia, PA-NJ PMSA	029	42029305500	3517	0.308	0.504	0.154	2.66	Yes	Yes	Yes
Total 5					10176	0.225	0.594	0.105	1.808	5	1	3
Details:												
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0							
Percent of total population in tracts/counties not meeting Investment Area criteria					0%							
Total number of Hot Zone tracts/counties(any type)					3							
Hot Zones as a percentage of Investment Area tracts/counties					60.00%							
Hot Zones population as a percentage of Investment Area population					84.55%							
Are all geographic units in Investment Area contiguous?					True							
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.												

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	029	42029310900	899	0.671	1.403	0.785	13.53	Yes	No	No
Total 1					899	0.671	1.403	0.785	13.530	1	0	0

Details:

325

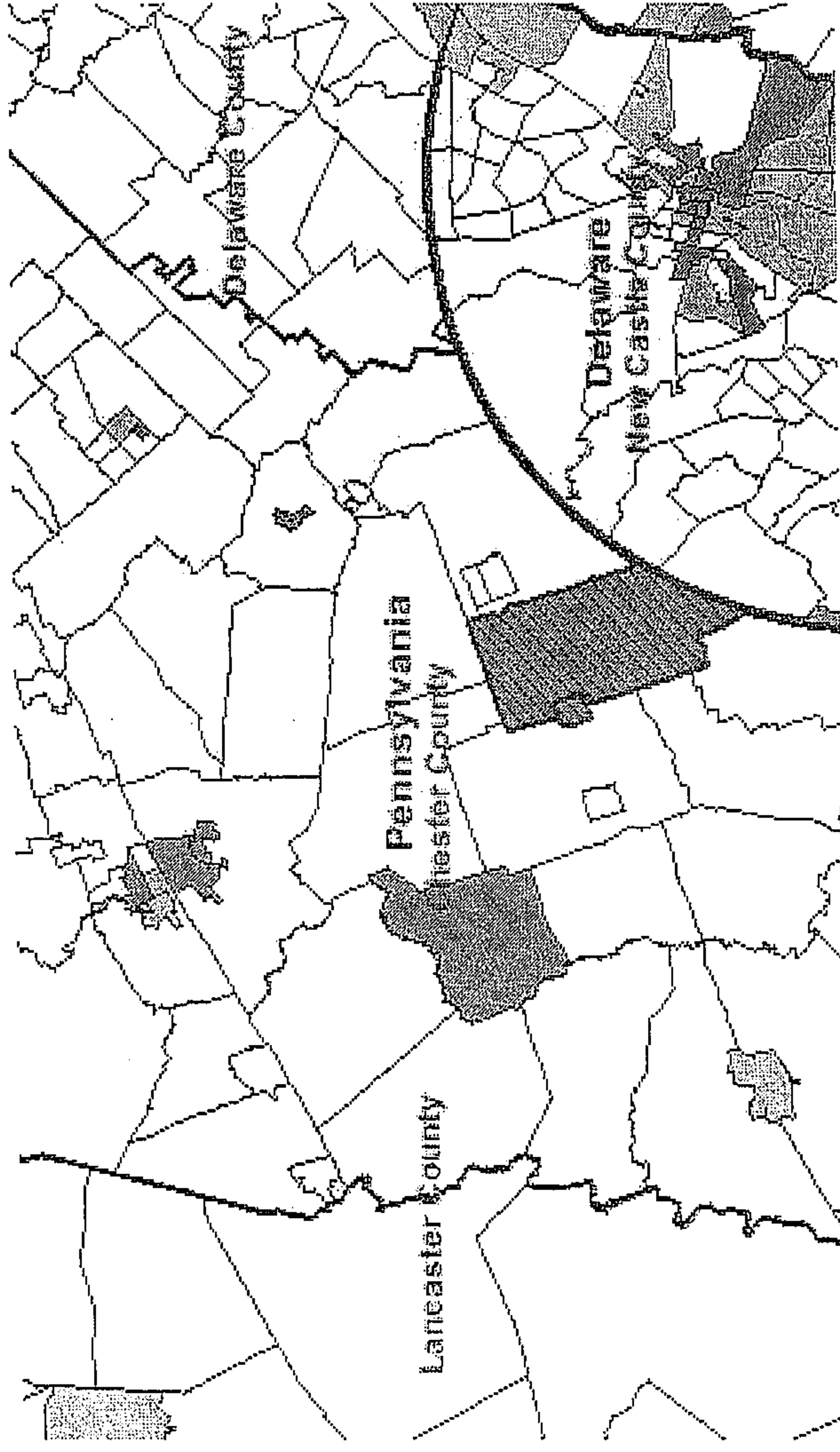
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	029	42029306400	1111	0.149	0.836	0.105	1.81	Yes	No	No
2	PA	Philadelphia, PA--NJ PMSA	029	42029306500	9083	0.057	1.538	0.111	1.91	Yes	No	No
Total 2					10194	0.103	1.187	0.108	1.860	2	0	0

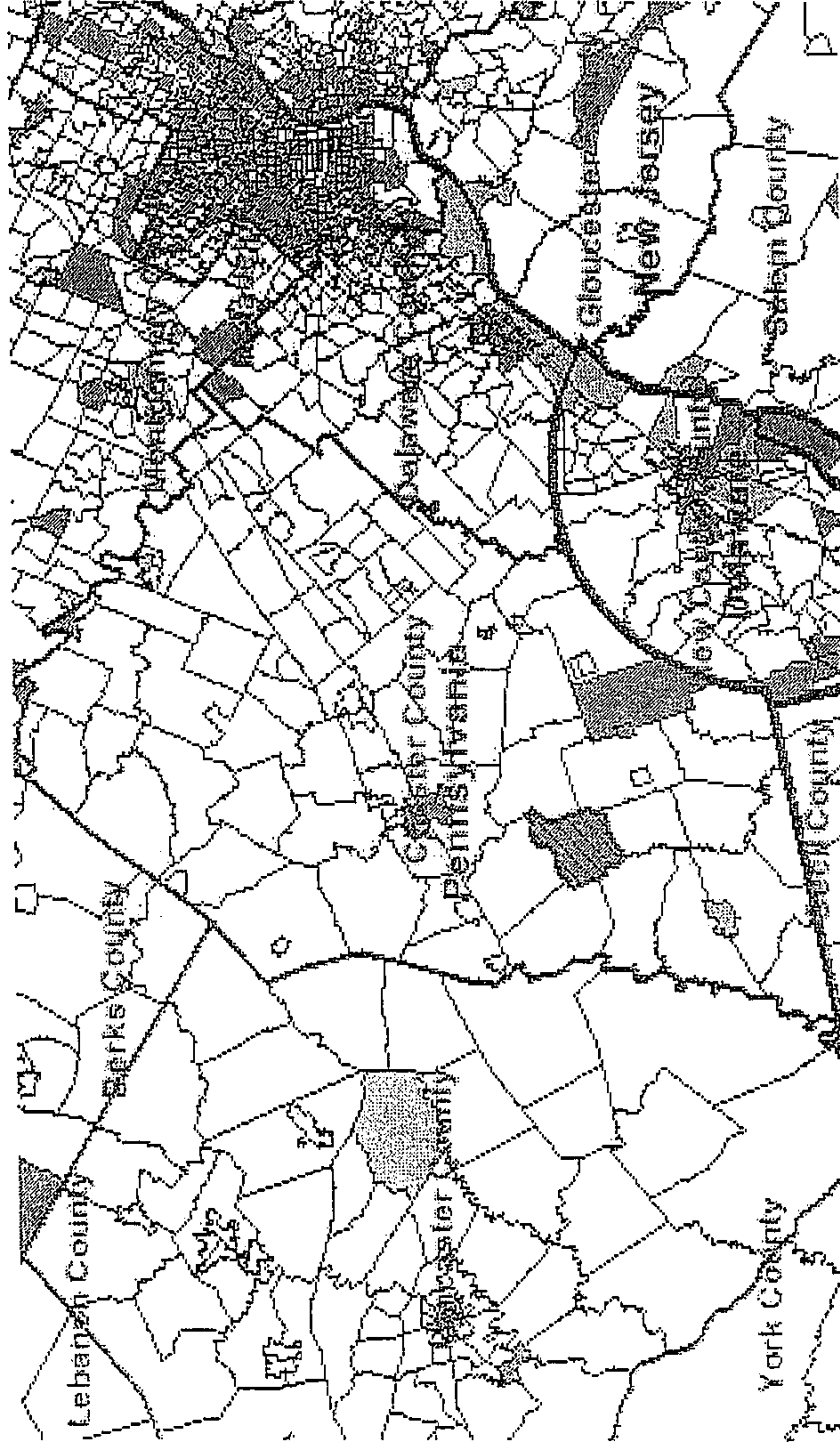
Details:	
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	029	42029307100	1632	0.082	1.026	0.117	2.02	Yes	No	No
Total					1632	0.082	1.026	0.117	2.020	1	0	0

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True

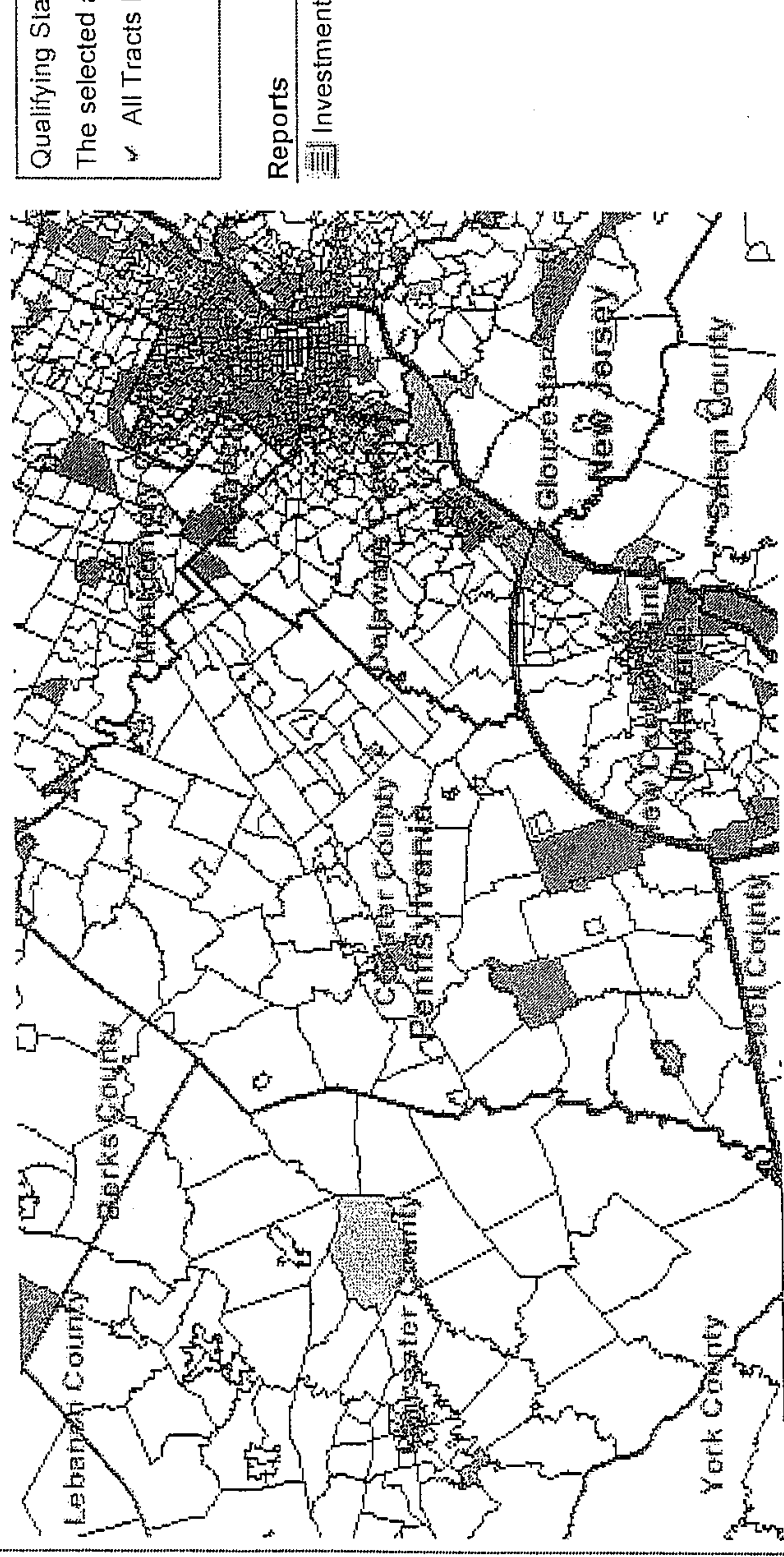
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.

[CDFI Home](#) [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	029	42029308000	4315	0.118	0.705	0.038	0.66	Yes	No	Yes
Total 1					4315	0.118	0.705	0.038	0.660	1	0	1

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

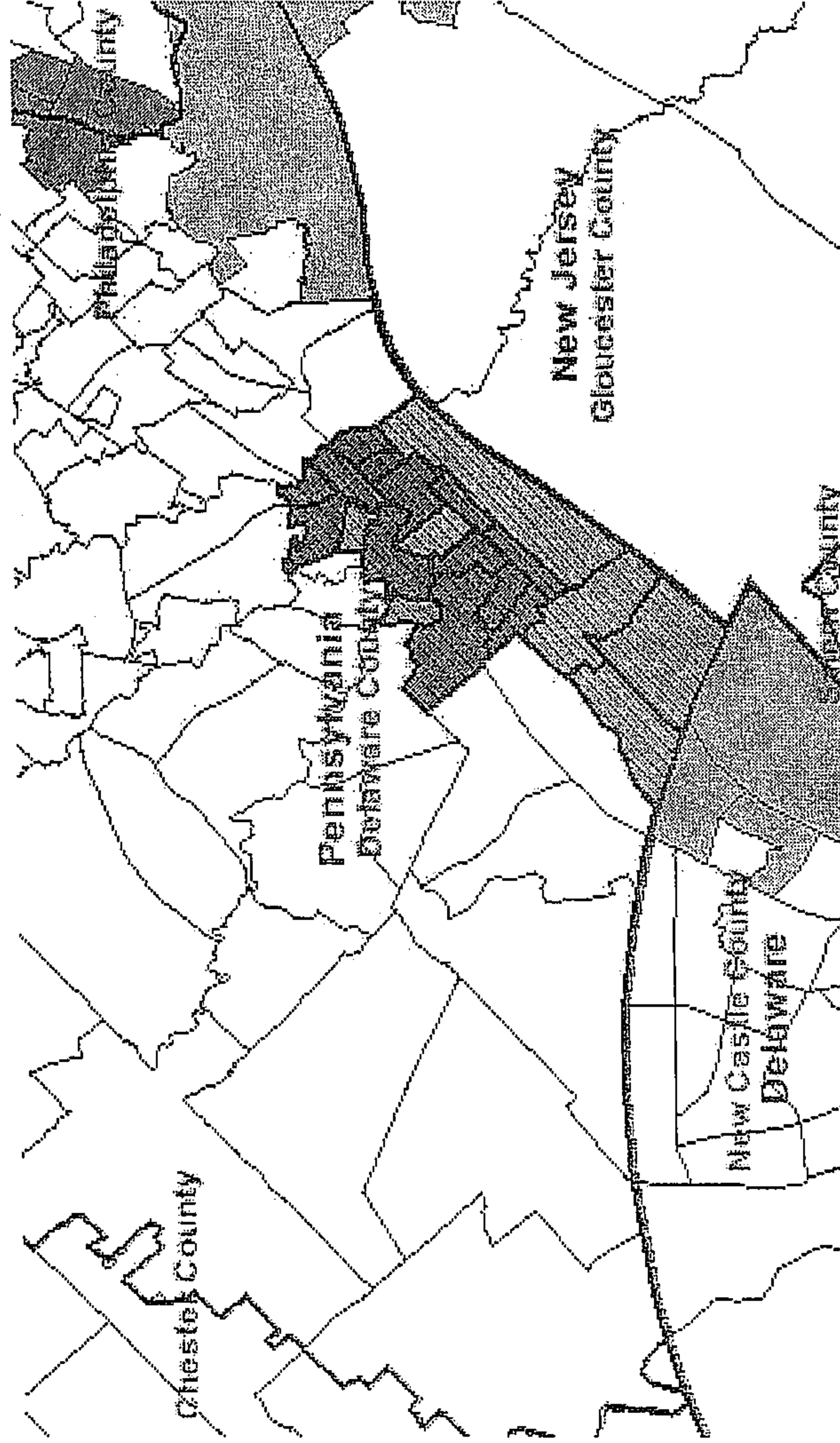
Delaware County Qualifying Tracts

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
 Hot Zones Comprise 95% of Investment Area
 Hot Zones Population Comprises 97% of Investment Area Population
Qualified

Reports

Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	045	42045406402	1646	0.345	0.398	0.131	2.26	Yes	Yes	Yes
2	PA	Philadelphia, PA--NJ PMSA	045	42045404600	2439	0.136	0.625	0.053	0.91	Yes	No	Yes

Philadelphia,

W
W

3	PA	PA--NJ PMSA	045	42045406700	3591	0.102	0.737	0.047	0.81	Yes	No	Yes
4	PA	Philadelphia, PA--NJ PMSA	045	42045406500	1854	0.165	0.781	0.059	1.02	Yes	No	Yes
5	PA	Philadelphia, PA--NJ PMSA	045	42045406600	2314	0.217	0.618	0.045	0.78	Yes	No	Yes
6	PA	Philadelphia, PA--NJ PMSA	045	42045406401	2958	0.071	0.735	0.067	1.16	Yes	No	Yes
7	PA	Philadelphia, PA--NJ PMSA	045	42045406300	2977	0.251	0.61	0.098	1.69	Yes	Yes	Yes
8	PA	Philadelphia, PA--NJ PMSA	045	42045405700	2016	0.214	0.479	0.179	3.09	Yes	Yes	Yes
9	PA	Philadelphia, PA--NJ PMSA	045	42045405800	2410	0.352	0.43	0.126	2.17	Yes	Yes	Yes
10	PA	Philadelphia, PA--NJ PMSA	045	42045405400	2282	0.28	0.446	0.122	2.1	Yes	Yes	Yes
11	PA	Philadelphia, PA--NJ PMSA	045	42045405600	1623	0.069	0.463	0.127	2.19	Yes	No	Yes
12	PA	Philadelphia, PA--NJ PMSA	045	42045405200	2721	0.357	0.404	0.096	1.66	Yes	Yes	Yes
13	PA	Philadelphia, PA--NJ PMSA	045	42045405300	3574	0.272	0.481	0.19	3.28	Yes	Yes	Yes
14	PA	Philadelphia, PA--NJ PMSA	045	42045405100	2201	0.317	0.467	0.083	1.43	Yes	No	Yes
15	PA	Philadelphia, PA--NJ PMSA	045	42045404900	1768	0.377	0.441	0.173	2.98	Yes	Yes	Yes
16	PA	Philadelphia, PA--NJ PMSA	045	42045405000	2486	0.297	0.55	0.171	2.95	Yes	Yes	Yes

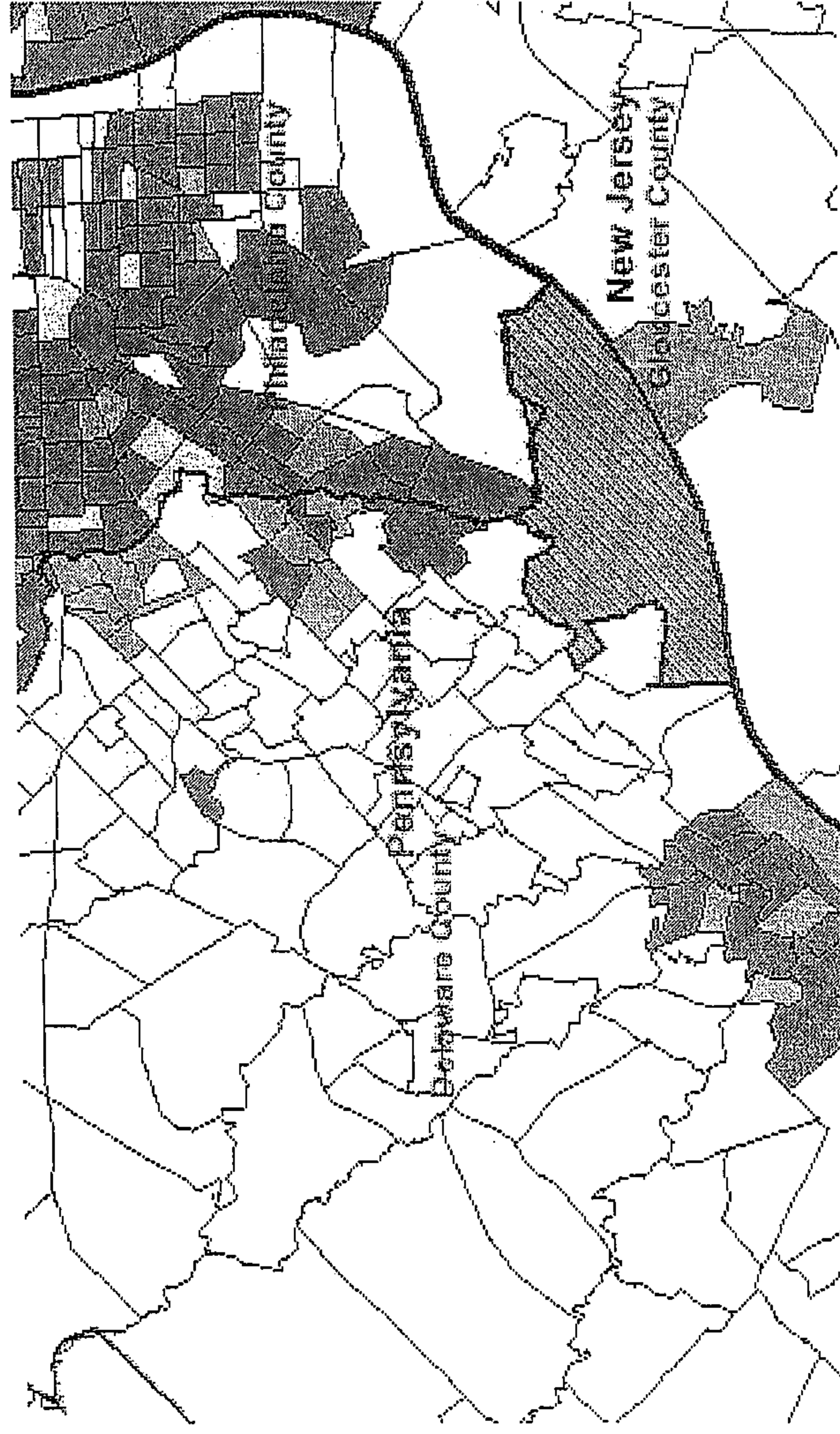
17	PA	Philadelphia, PA-NJ PMSA	045	42045404700	4043	0.304	0.607	0.465	8.02	Yes	Yes	Yes
18	PA	Philadelphia, PA-NJ PMSA	045	42045404800	2722	0.329	0.508	0.105	1.81	Yes	Yes	Yes
19	PA	Philadelphia, PA-NJ PMSA	045	42045404400	1481	0.113	0.824	0.109	1.88	Yes	No	No
20	PA	Philadelphia, PA-NJ PMSA	045	42045404500	5088	0.228	0.547	0.098	1.69	Yes	Yes	Yes
Total 20					52194	0.240	0.558	0.127	2.194	20	12	19
Details:												
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0							
Percent of total population in tracts/counties not meeting Investment Area criteria					0%							
Total number of Hot Zone tracts/counties(any type)					19							
Hot Zones as a percentage of Investment Area tracts/counties					95.00%							
Hot Zones population as a percentage of Investment Area population					97.16%							
Are all geographic units in Investment Area contiguous?					True							
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.												

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	045	42045403701	1785	0.097	0.756	0.039	0.67	Yes	No	Yes
Total 1					1785	0.097	0.756	0.039	0.670	1	0	1

Details:

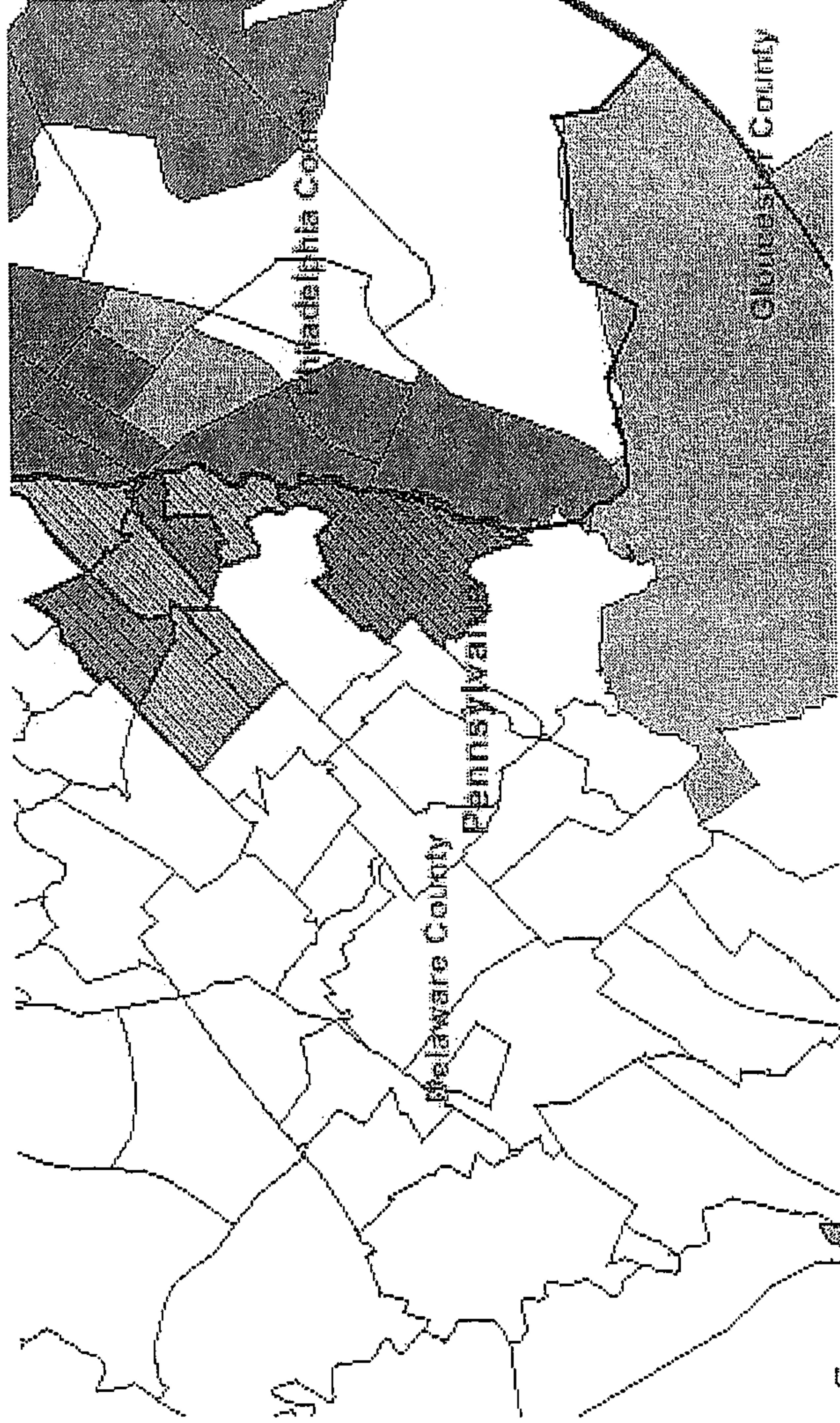
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
 Hot Zones Comprise 88% of Investment Area
 Hot Zones Population Comprises 86% of Investment Area Population
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	045	42045402600	3366	0.154	0.768	0.06	1.03	Yes	No	No
2	PA	Philadelphia, PA--NJ PMSA	045	42045403104	2404	0.148	0.708	0.077	1.33	Yes	No	Yes

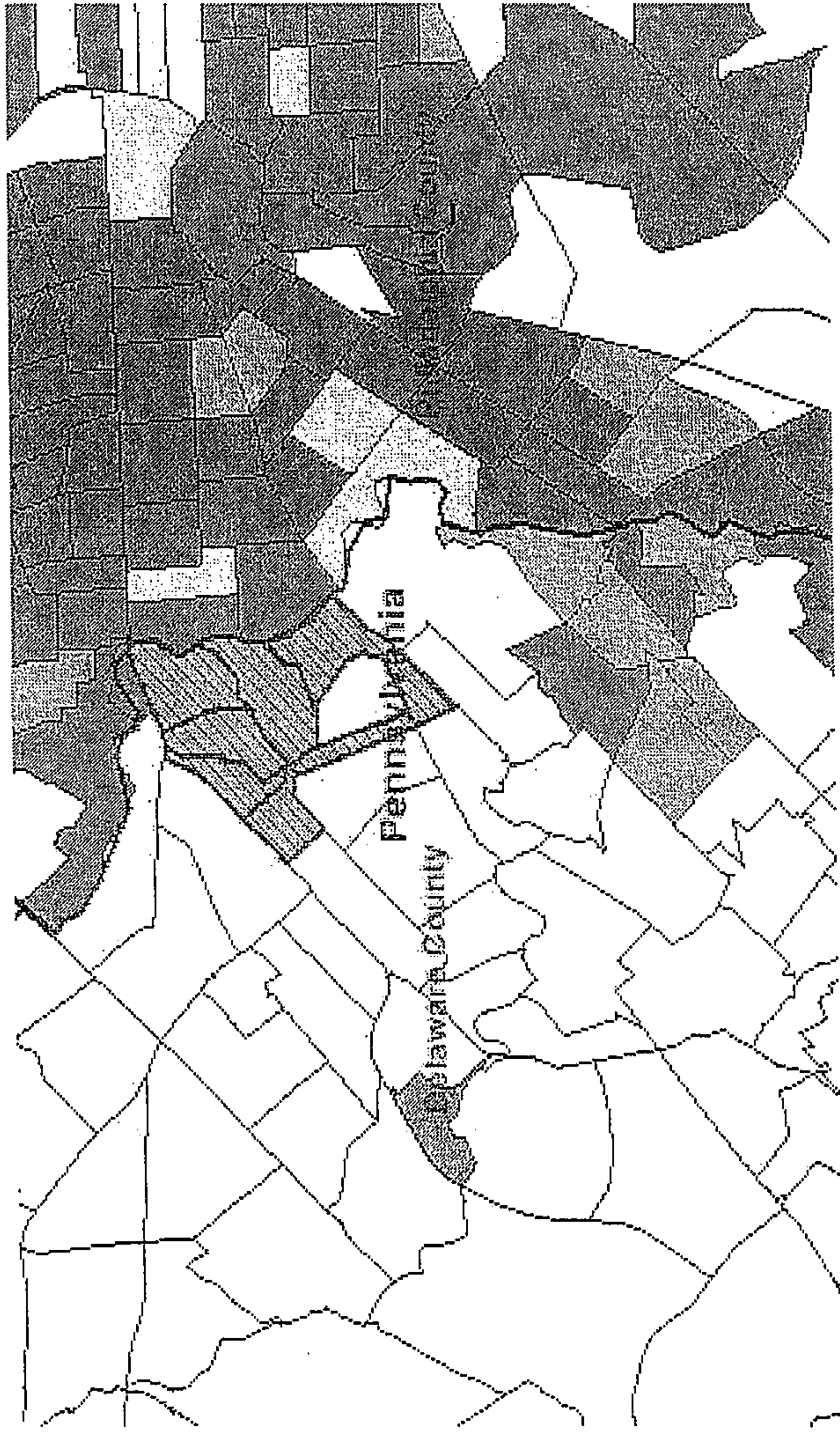
Philadelphia.

3	PA	PA--NJ PMSA	045	42045403103	2700	0.039	0.735	0.049	0.84	Yes	No	Yes
4	PA	Philadelphia, PA--NJ PMSA	045	42045402900	3375	0.206	0.484	0.099	1.71	Yes	Yes	Yes
5	PA	Philadelphia, PA--NJ PMSA	045	42045402700	2453	0.166	0.683	0.09	1.55	Yes	No	Yes
6	PA	Philadelphia, PA--NJ PMSA	045	42045402400	3535	0.31	0.478	0.101	1.74	Yes	Yes	Yes
7	PA	Philadelphia, PA--NJ PMSA	045	42045402500	3398	0.144	0.622	0.173	2.98	Yes	No	Yes
8	PA	Philadelphia, PA--NJ PMSA	045	42045402300	3500	0.073	0.797	0.095	1.64	Yes	No	Yes
Total 8					24731	0.155	0.659	0.093	1.603	8	2	7
Details:												
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0							
Percent of total population in tracts/counties not meeting Investment Area criteria					0%							
Total number of Hot Zone tracts/counties(any type)					7							
Hot Zones as a percentage of Investment Area tracts/counties					87.50%							
Hot Zones population as a percentage of Investment Area population					86.39%							
Are all geographic units in Investment Area contiguous?					True							
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.												

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	045	42045400801	1805	0.075	0.682	0.02	0.34	Yes	No	Yes
2	PA	Philadelphia, PA-NJ PMSA	045	42045400402	3992	0.161	0.641	0.055	0.95	Yes	No	Yes

Philadelphia,

3	PA	PA--NJ PMSA	045	42045400401	4765	0.156	0.554	0.067	1.16	Yes	No	Yes
4	PA	Philadelphia, PA--NJ PMSA	045	42045400301	6229	0.149	0.605	0.05	0.86	Yes	No	Yes
5	PA	Philadelphia, PA--NJ PMSA	045	42045400302	3675	0.141	0.649	0.077	1.33	Yes	No	Yes
6	PA	Philadelphia, PA--NJ PMSA	045	42045400200	3853	0.21	0.712	0.08	1.38	Yes	No	Yes
Total 6					24319	0.149	0.641	0.058	1.003	6	0	6
Details:												
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0							
Percent of total population in tracts/counties not meeting Investment Area criteria					0%							
Total number of Hot Zone tracts/counties(any type)					6							
Hot Zones as a percentage of Investment Area tracts/counties					100.00%							
Hot Zones population as a percentage of Investment Area population					100.00%							
Are all geographic units in Investment Area contiguous?					True							
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.												

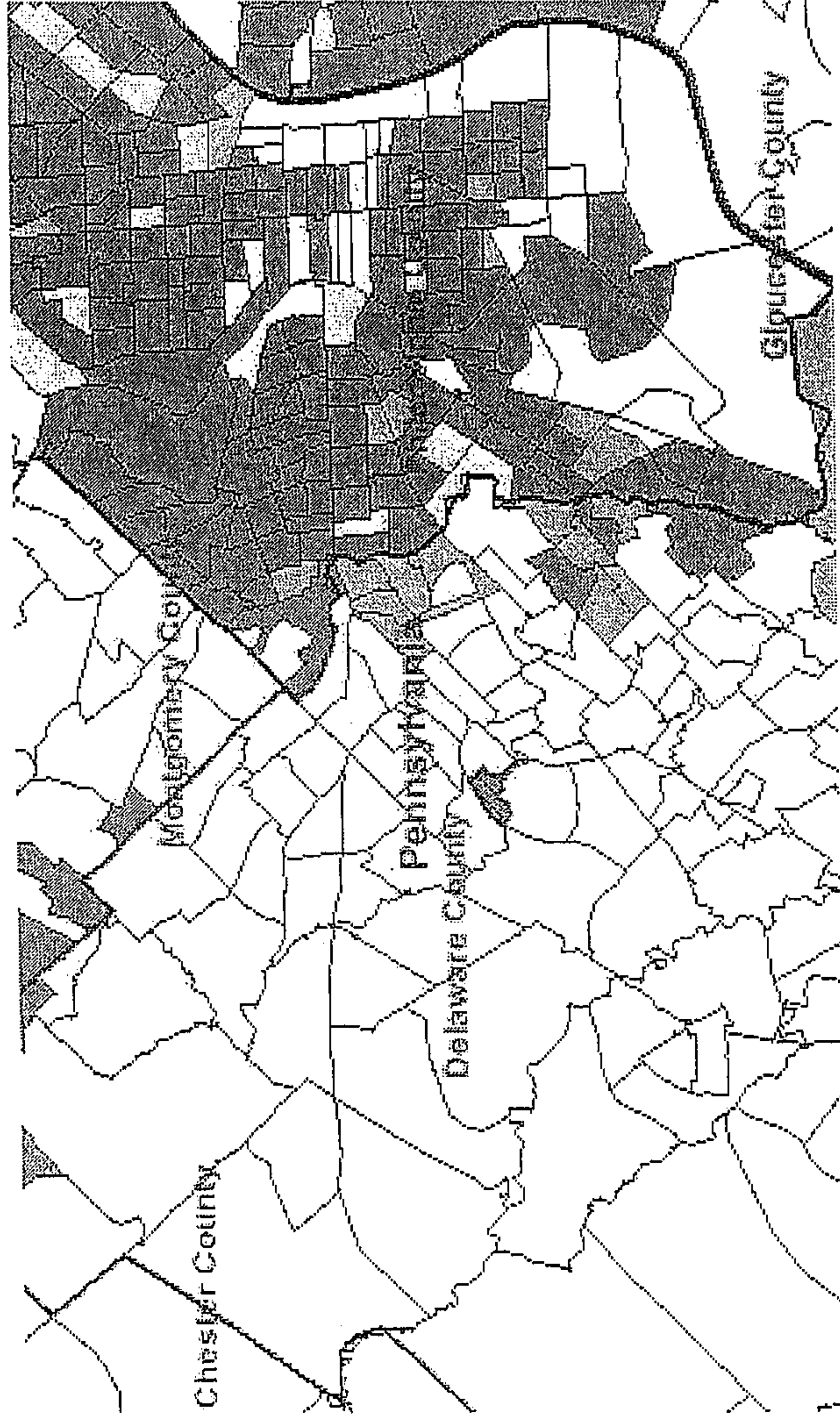
myCDFI Fund

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	045	42045401301	2372	0.148	0.781	0.033	0.57	Yes	No	No
Total 1					2372	0.148	0.781	0.033	0.570	1	0	0

Details:

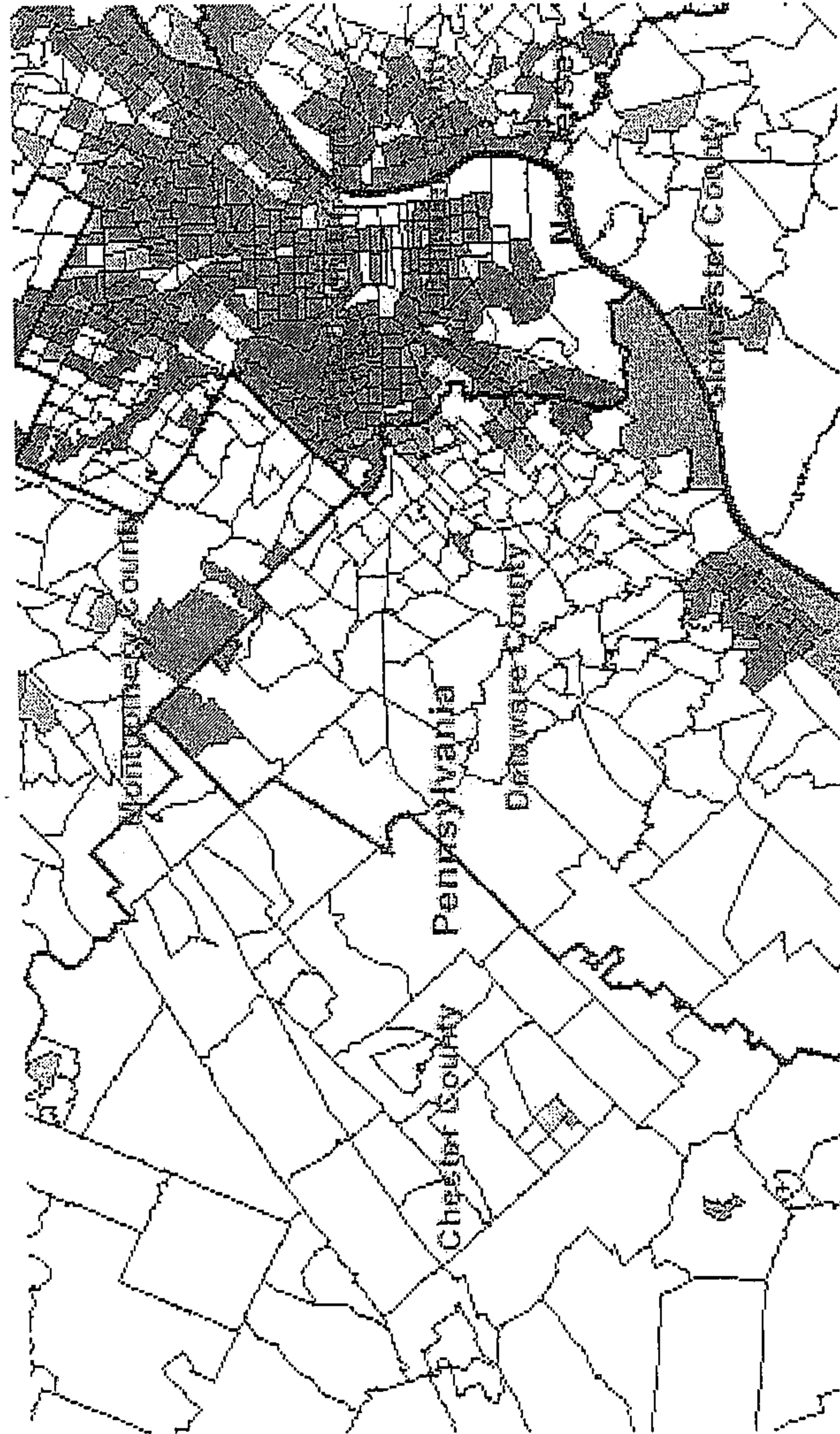
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports

Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	045	42045409702	3313	0.12	1.528	0.387	6.67	Yes	No	No
Total 1					3313	0.120	1.528	0.367	6.670	1	0	0

Details:

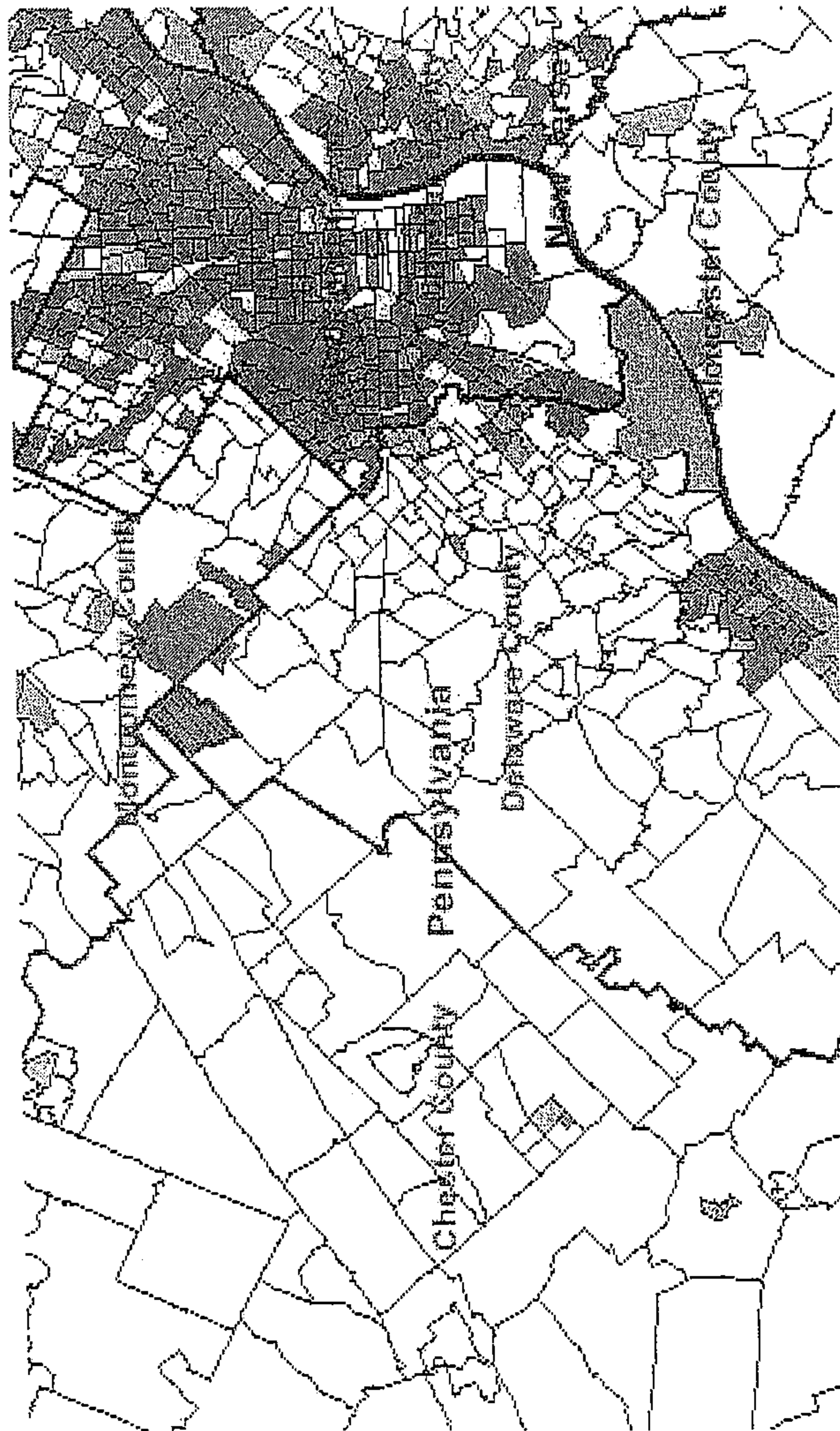
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 2:33:34 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports

Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	045	42045409802	5449	0.03	2.193	0.127	2.19	Yes	No	No
Total					5449	0.030	2.193	0.127	2.190	1	0	0

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

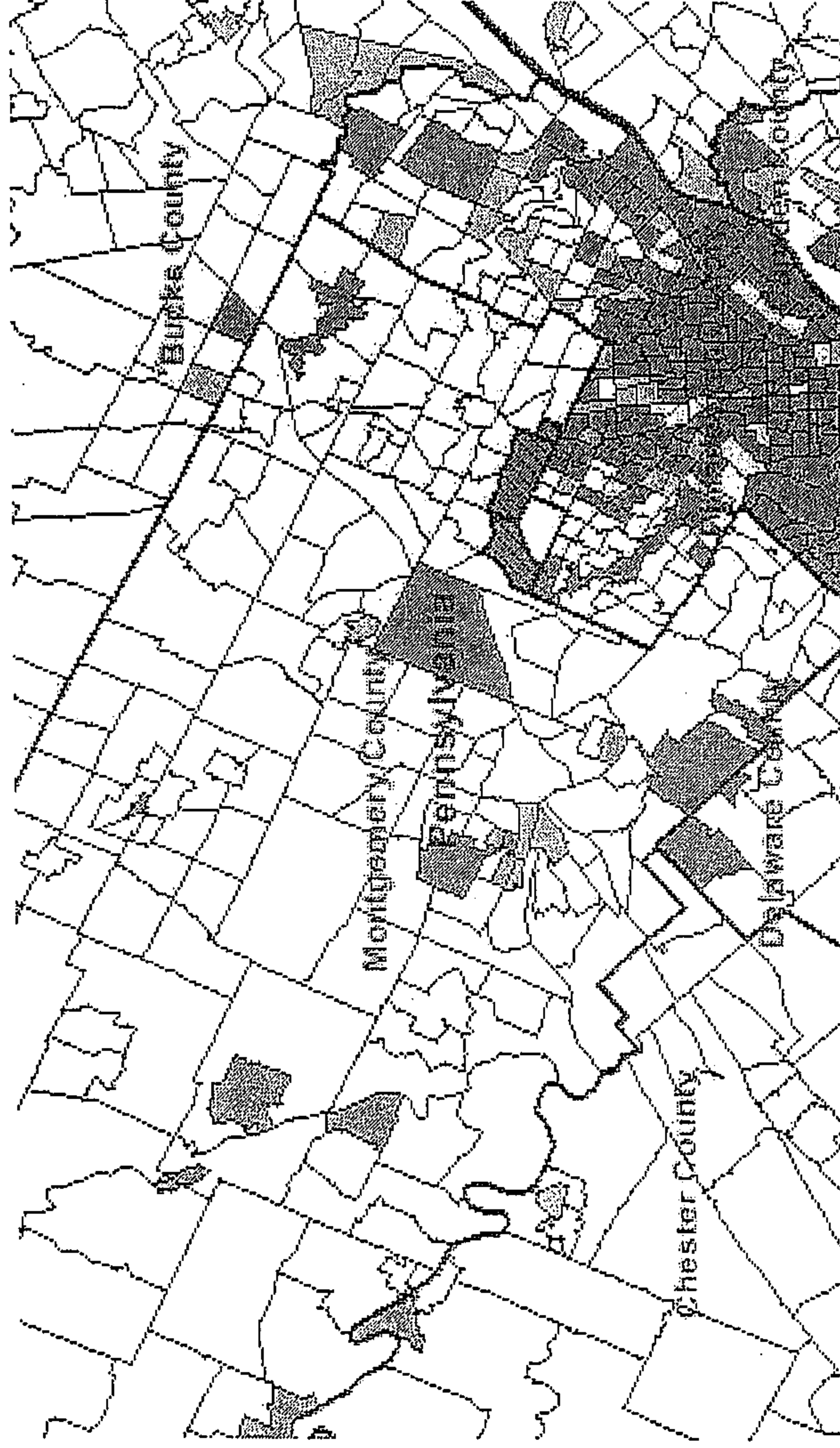
Montgomery County Qualifying Tracts

[CDFI Home](#) [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091210400	4827	0.071	1.447	0.154	2.66	Yes	No	No
2	PA	Philadelphia, PA-NJ PMSA	091	42091202500	5012	0.052	1.461	0.287	4.95	Yes	No	No

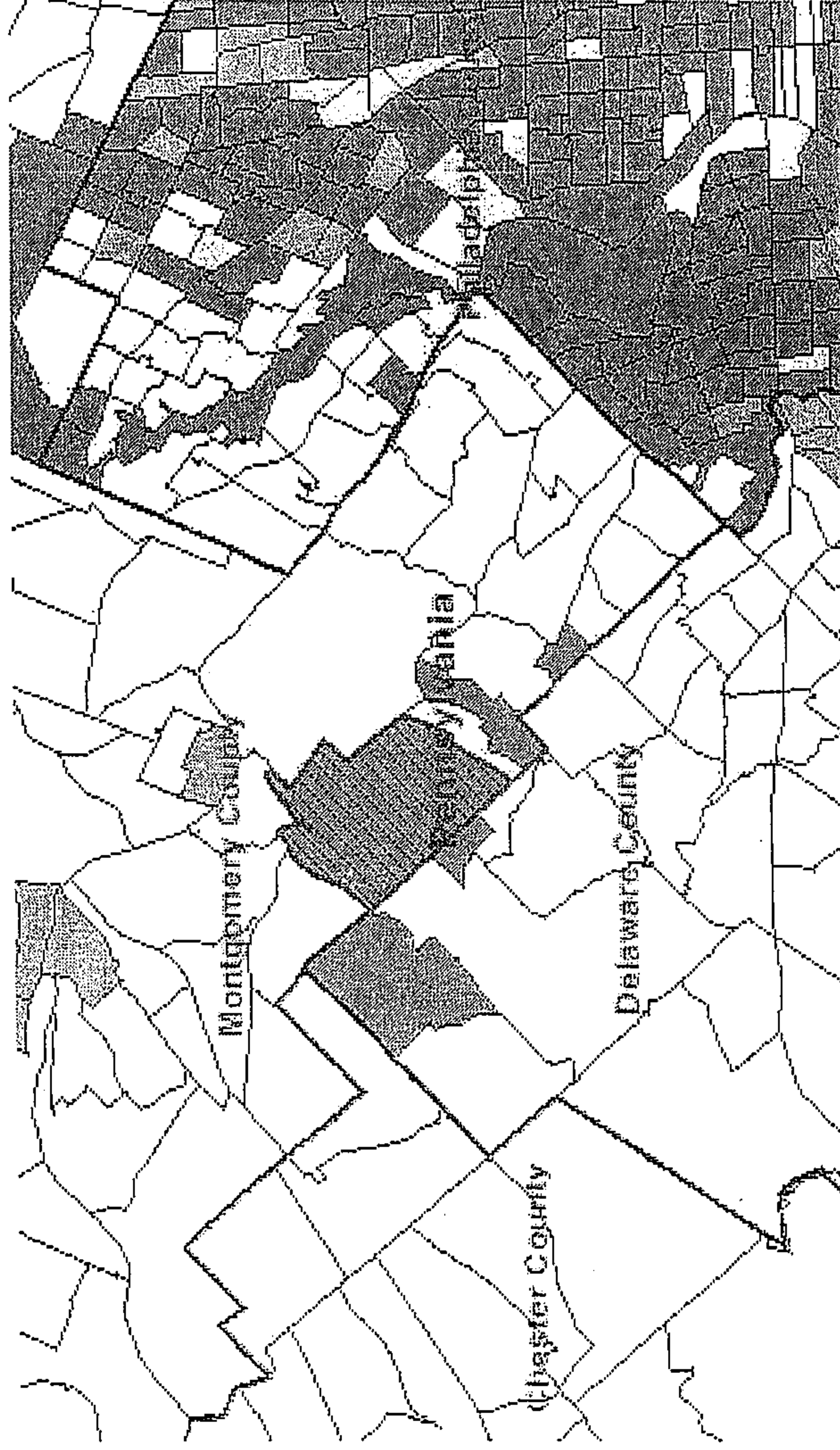
Philadelphia,

3	PA	PA--NJ PMSA	091	42091202401	3355	0.13	0.59	0.043	0.74	Yes	No
					13194	0.084	1.166	0.161	2.783	3	0
Total 3											
Details:											
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0						
Percent of total population in tracts/counties not meeting Investment Area criteria					0%						
Total number of Hot Zone tracts/counties(any type)					0						
Hot Zones as a percentage of Investment Area tracts/counties					0.00%						
Hot Zones population as a percentage of Investment Area population					0.00%						
Are all geographic units in Investment Area contiguous?					True						
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.											

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports

Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091204900	5047	0.032	3.38	0.138	2.38	Yes	No	No
Total 1					5047	0.032	3.380	0.138	2.380	1	0	0

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

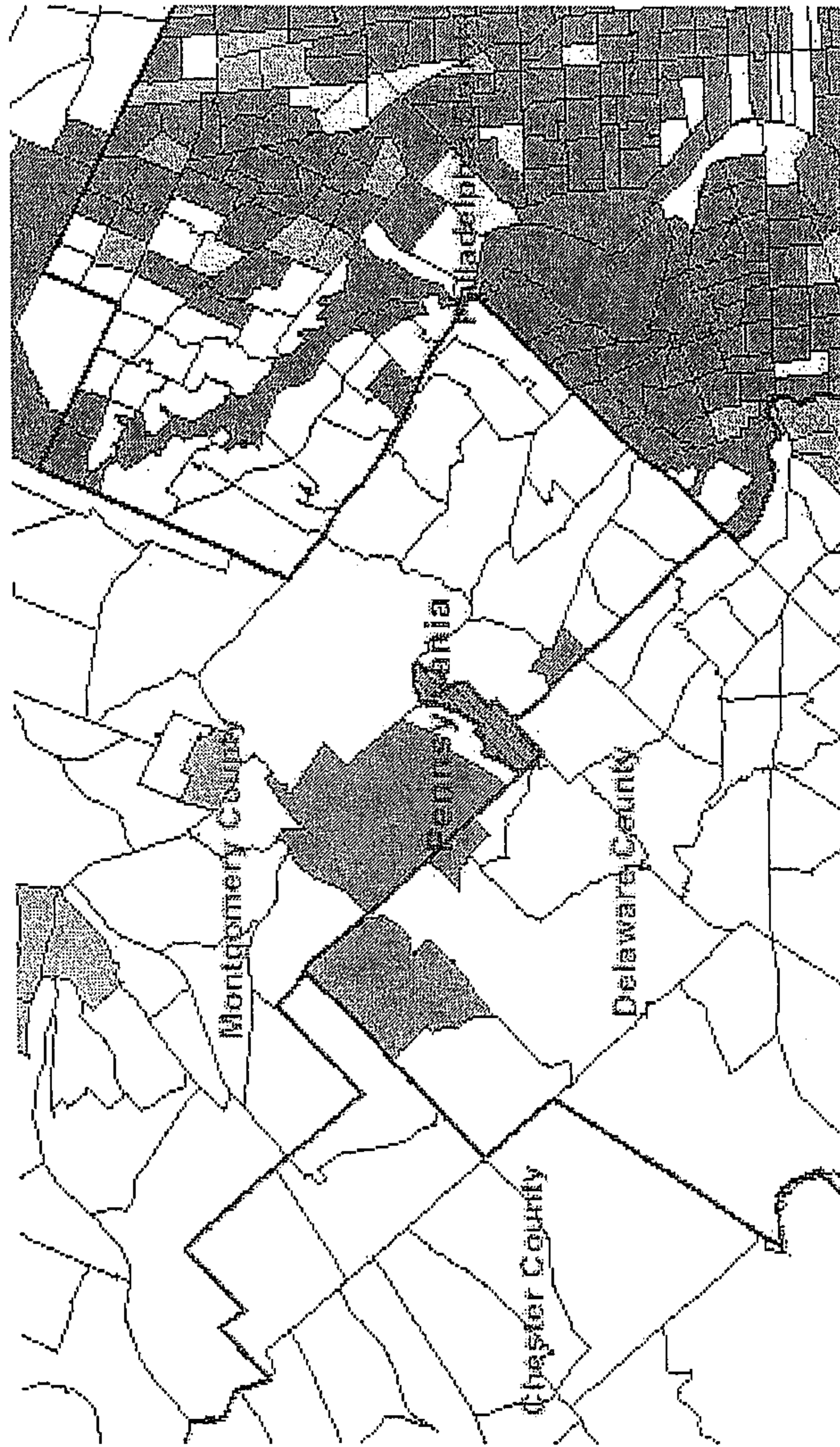
3 03 03

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091205100	3075	0.154	1.436	0.222	3.83	Yes	No	No
Total					3075	0.154	1.436	0.222	3.830	1	0	0

Details:

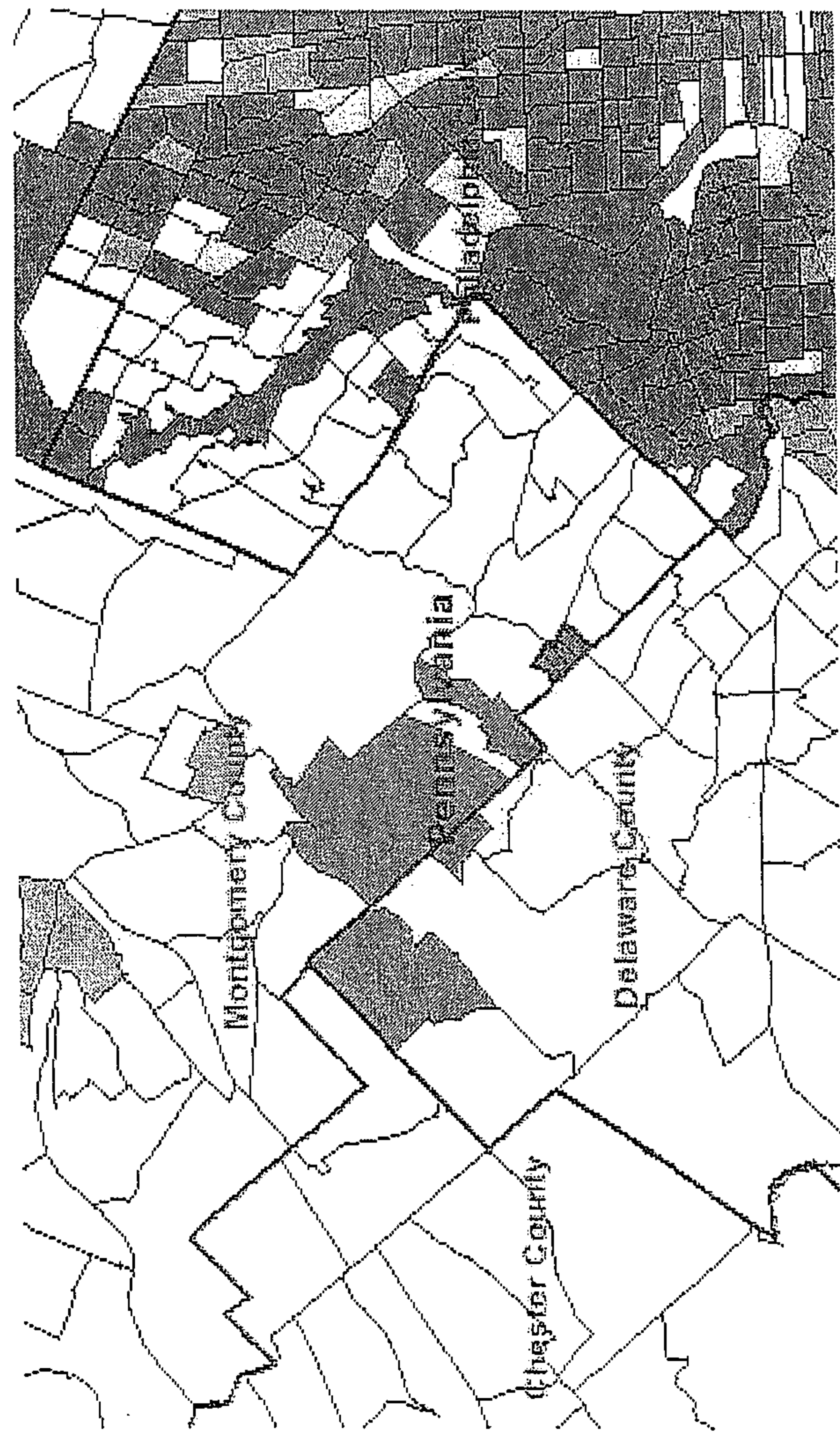
05

Total population of tracts/counties that do not meet Investment Area criteria (if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties (any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091205300	2896	0.106	0.887	0.546	9.41	Yes	No	No
Total 1					2896	0.106	0.887	0.546	9.410	1	0	0

Details:

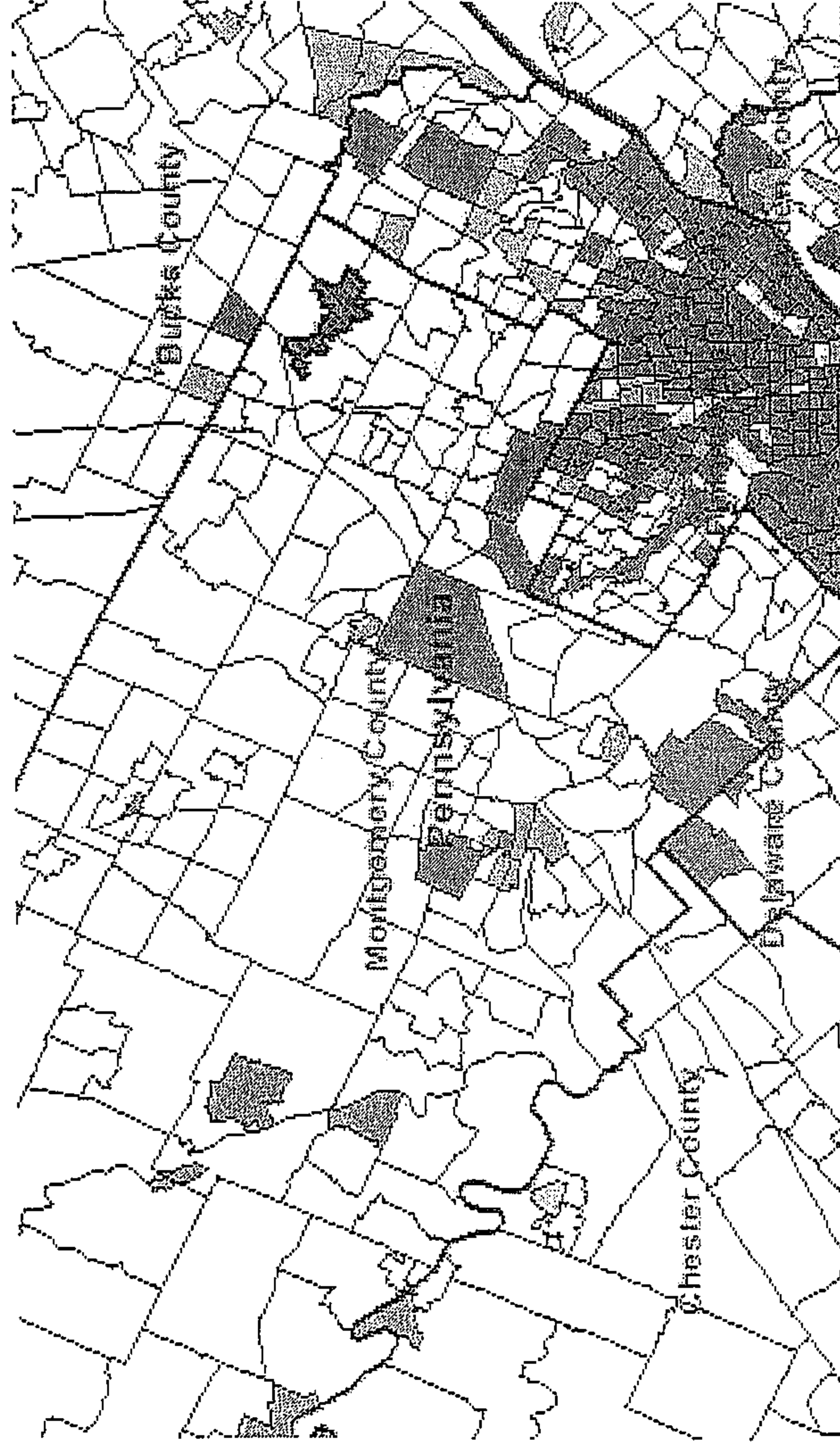
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

[CDFI Home](#) [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091200200	1351	0.036	1.305	0.211	3.64	Yes	No	No
Total 1					1351	0.036	1.305	0.211	3.640	1	0	0

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

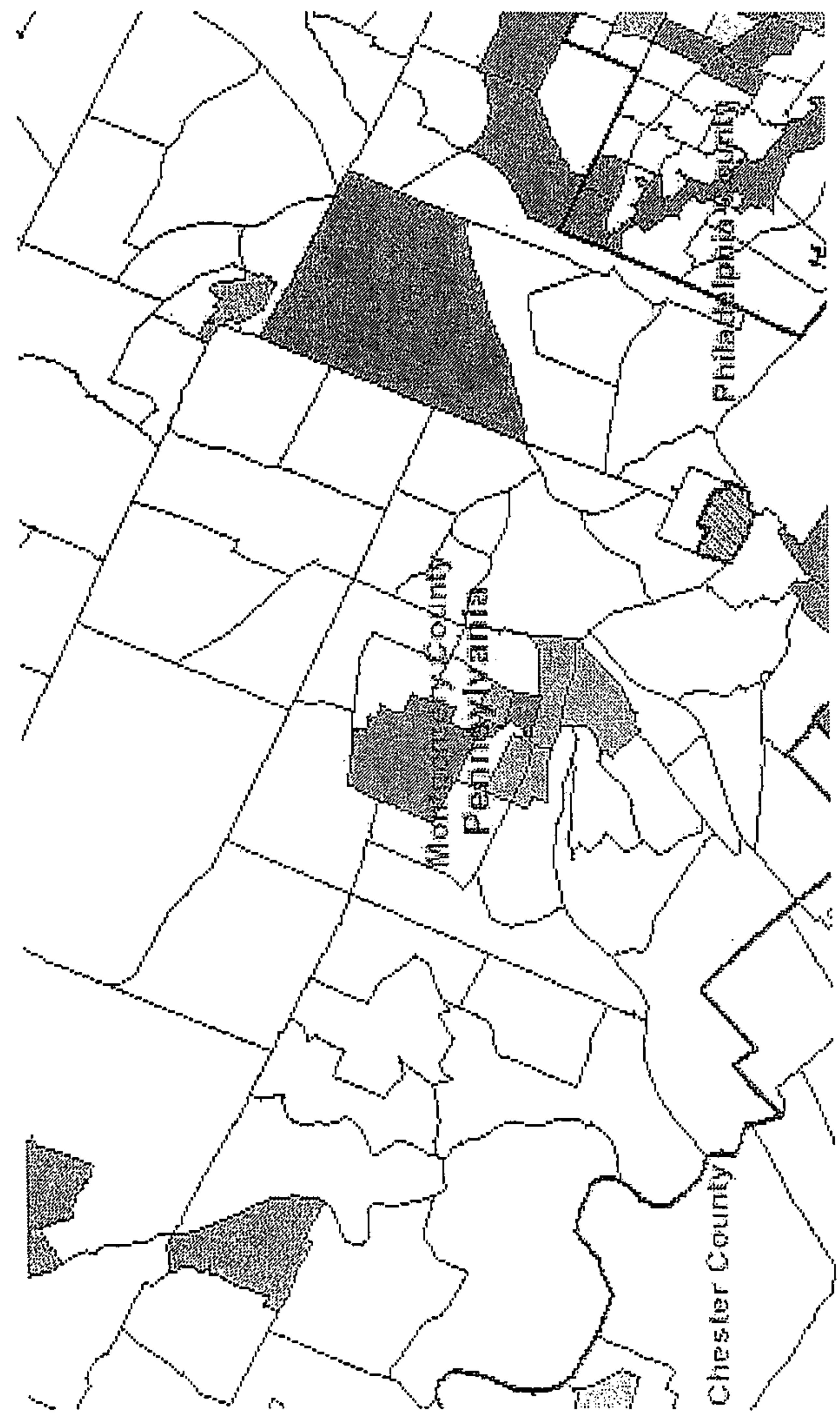
myCDFI Fund

CDFI Home User Home Organization Home

Dollar Associates, LLC

F. A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	091	42091204102	2874	0.078	0.768	0.038	0.66	Yes	No	Yes
Total 1					2874	0.078	0.768	0.038	0.660	1	0	1

Details:

260

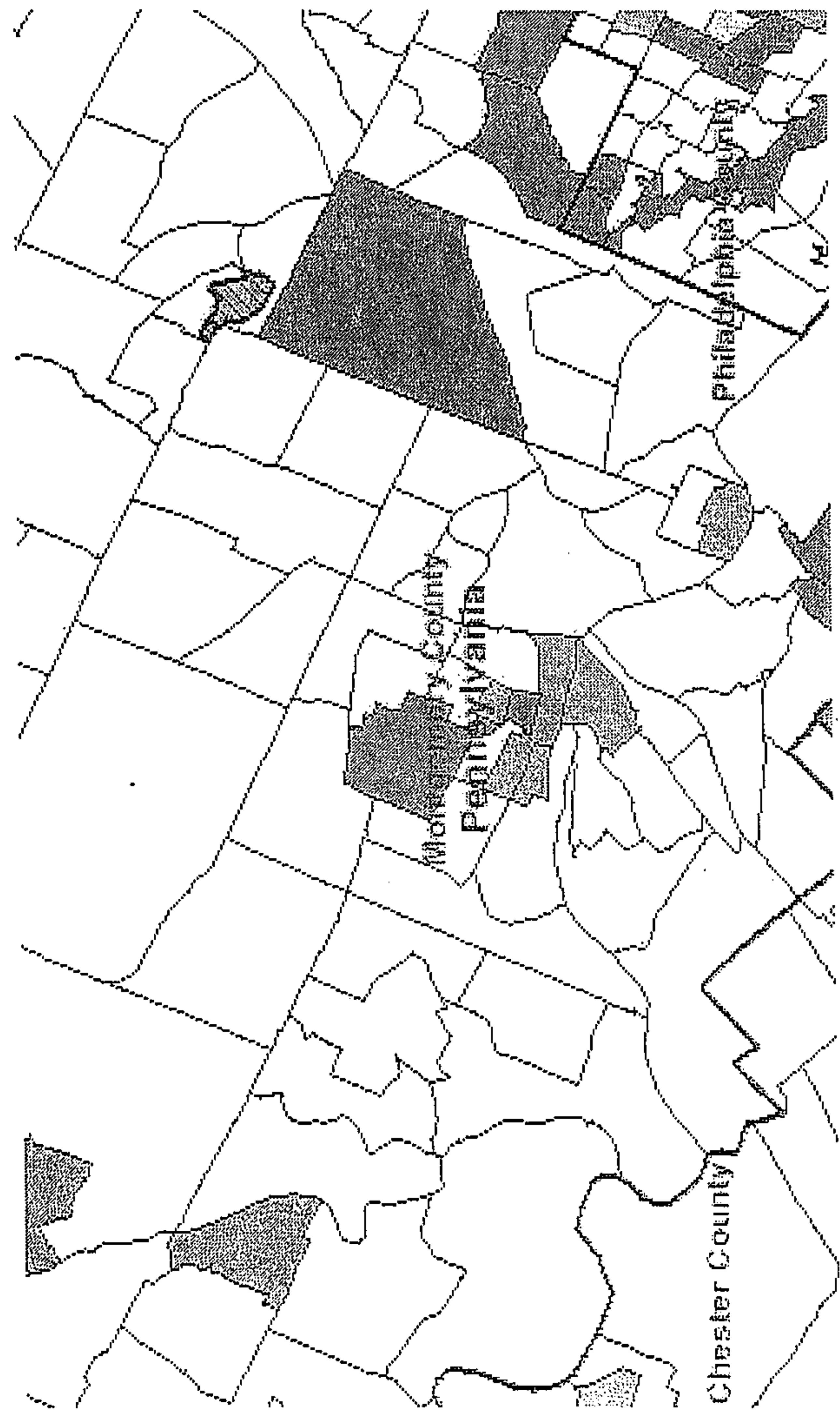
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091201302	3069	0.071	0.757	0.047	0.81	Yes	No	Yes
Total					3069	0.071	0.757	0.047	0.810	1	0	1

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	1
Hot Zones as a percentage of Investment Area tracts/counties	100.00%
Hot Zones population as a percentage of Investment Area population	100.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

myCDFI Fund

Kirk Cuevas Log Out

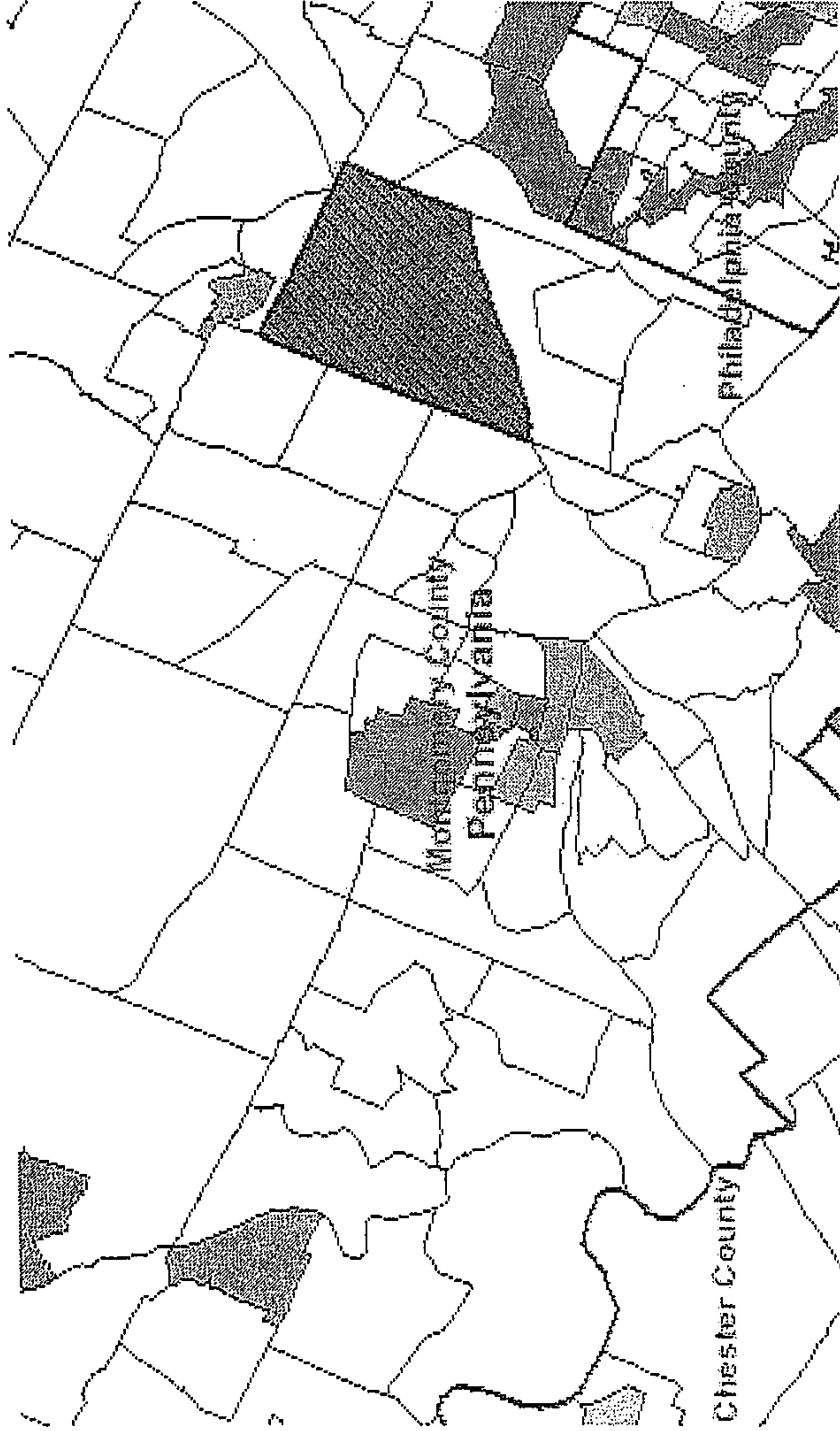
Home Organization Readers Help

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program. Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	091	42091203000	2630	0.054	1.745	0.089	1.53	Yes	No	No
Total					2630	0.054	1.745	0.089	1.530	1	0	0

Details:

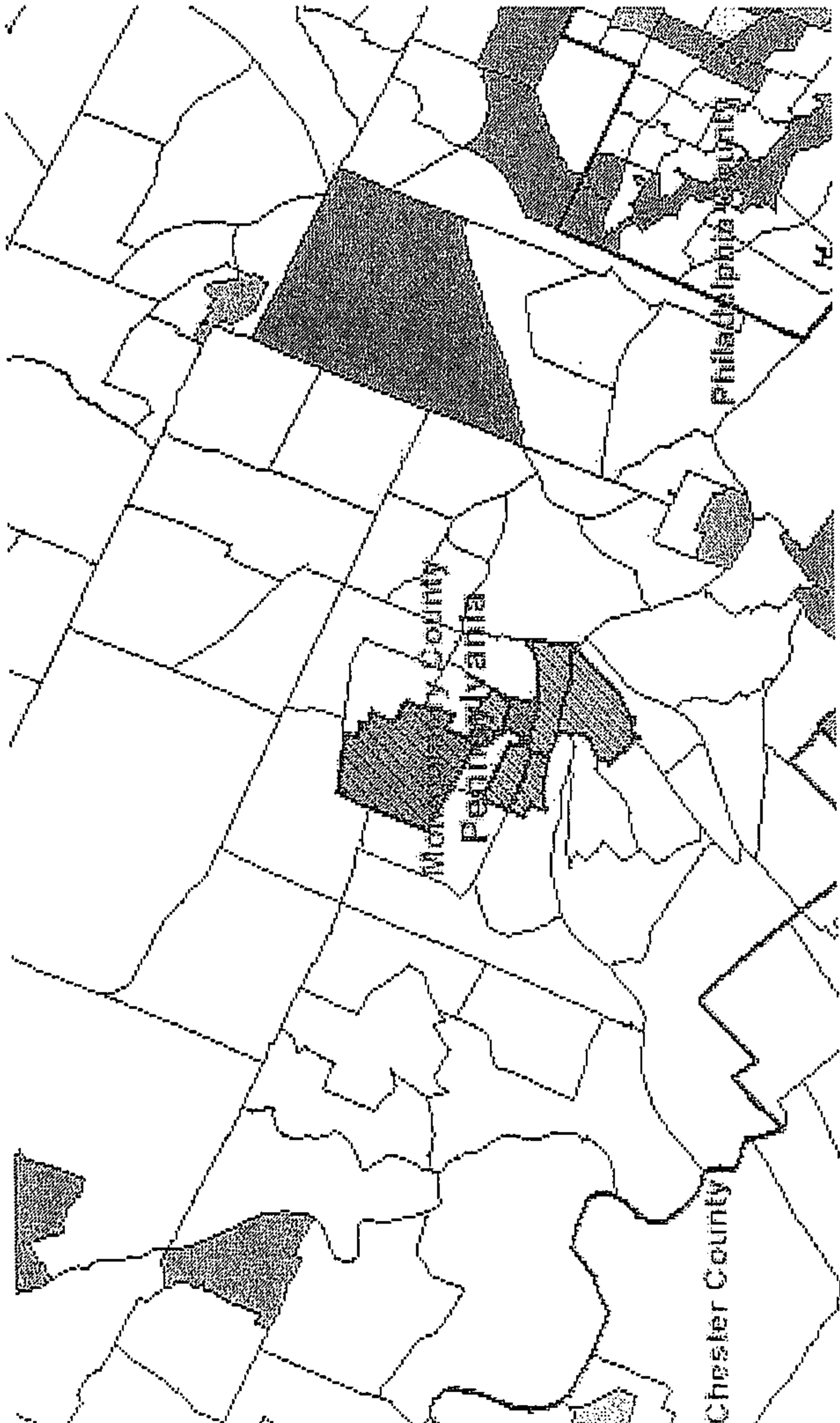
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
 Hot Zones Comprise 86% of Investment Area
 Hot Zones Population Comprises 93% of Investment Area Population
Qualified

Reports
[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091205700	4371	0.075	0.758	0.037	0.64	Yes	No	Yes
2	PA	Philadelphia, PA-NJ PMSA	091	42091203901	3101	0.311	0.476	0.121	2.09	Yes	Yes	Yes

Philadelphia,

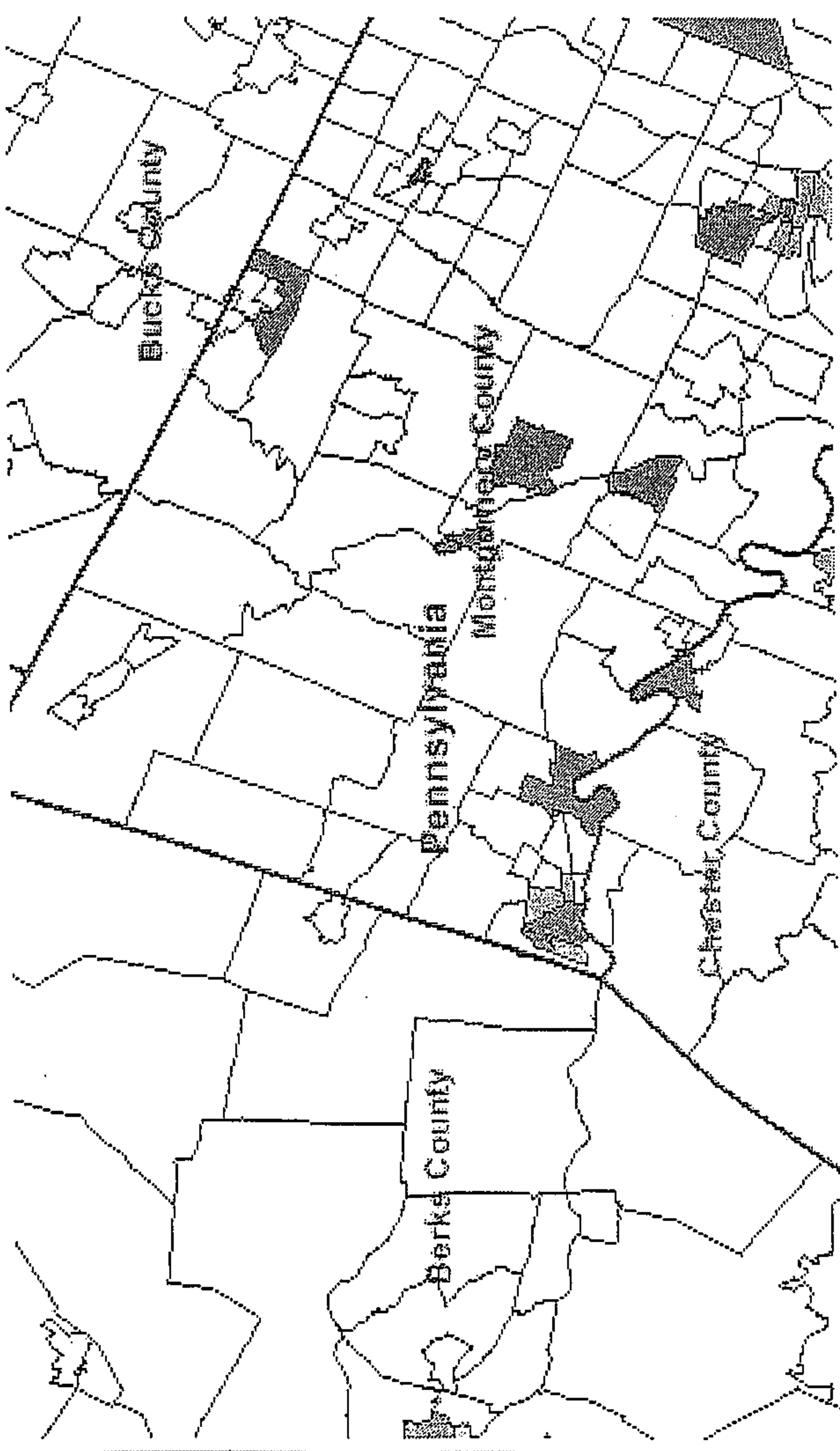
3	PA	PA--NJ PMSA	091	42091203902	2830	0.237	0.585	0.042	0.72	Yes	No	Yes
4	PA	Philadelphia, PA--NJ PMSA	091	42091203804	2905	0.188	0.661	0.056	0.97	Yes	No	Yes
5	PA	Philadelphia, PA--NJ PMSA	091	42091203803	4977	0.173	0.729	0.084	1.45	Yes	No	Yes
6	PA	Philadelphia, PA--NJ PMSA	091	42091203700	1548	0.194	0.809	0.205	3.53	Yes	No	No
7	PA	Philadelphia, PA--NJ PMSA	091	42091203601	2751	0.218	0.522	0.043	0.74	Yes	No	Yes
Total 7					22483	0.199	0.649	0.084	1 449	7	1	6
Details:												
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0							
Percent of total population in tracts/counties not meeting Investment Area criteria					0%							
Total number of Hot Zone tracts/counties(any type)					6							
Hot Zones as a percentage of Investment Area tracts/counties					85.71%							
Hot Zones population as a percentage of Investment Area population					93.11%							
Are all geographic units in Investment Area contiguous?					True							
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.												

[CDFI Home](#) [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
 Qualified

Reports
[Investment Area Worksheet](#)

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local Unemployment Rates to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	091	42091200902	1262	0.045	0.787	0.033	0.57	Yes	No	No
Total 1					1262	0.045	0.787	0.033	0.570	1	0	0

[Details:](#)

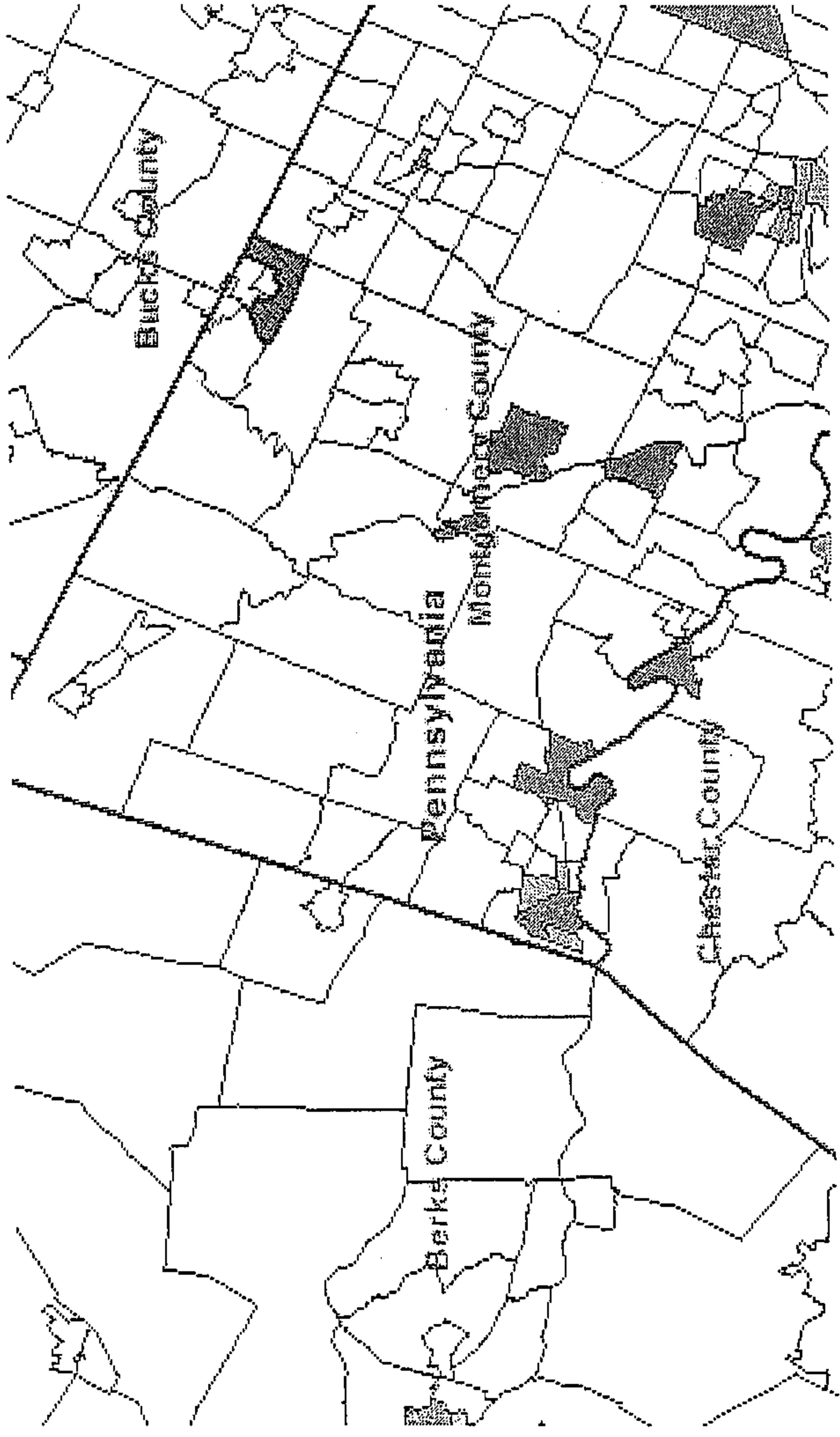
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home [User Home](#) [Organization Home](#)

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	091	42091207104	2770	0.055	0.942	0.125	2.16	Yes	No	No
Total 1					2770	0.055	0.942	0.125	2.160	1	0	0

Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

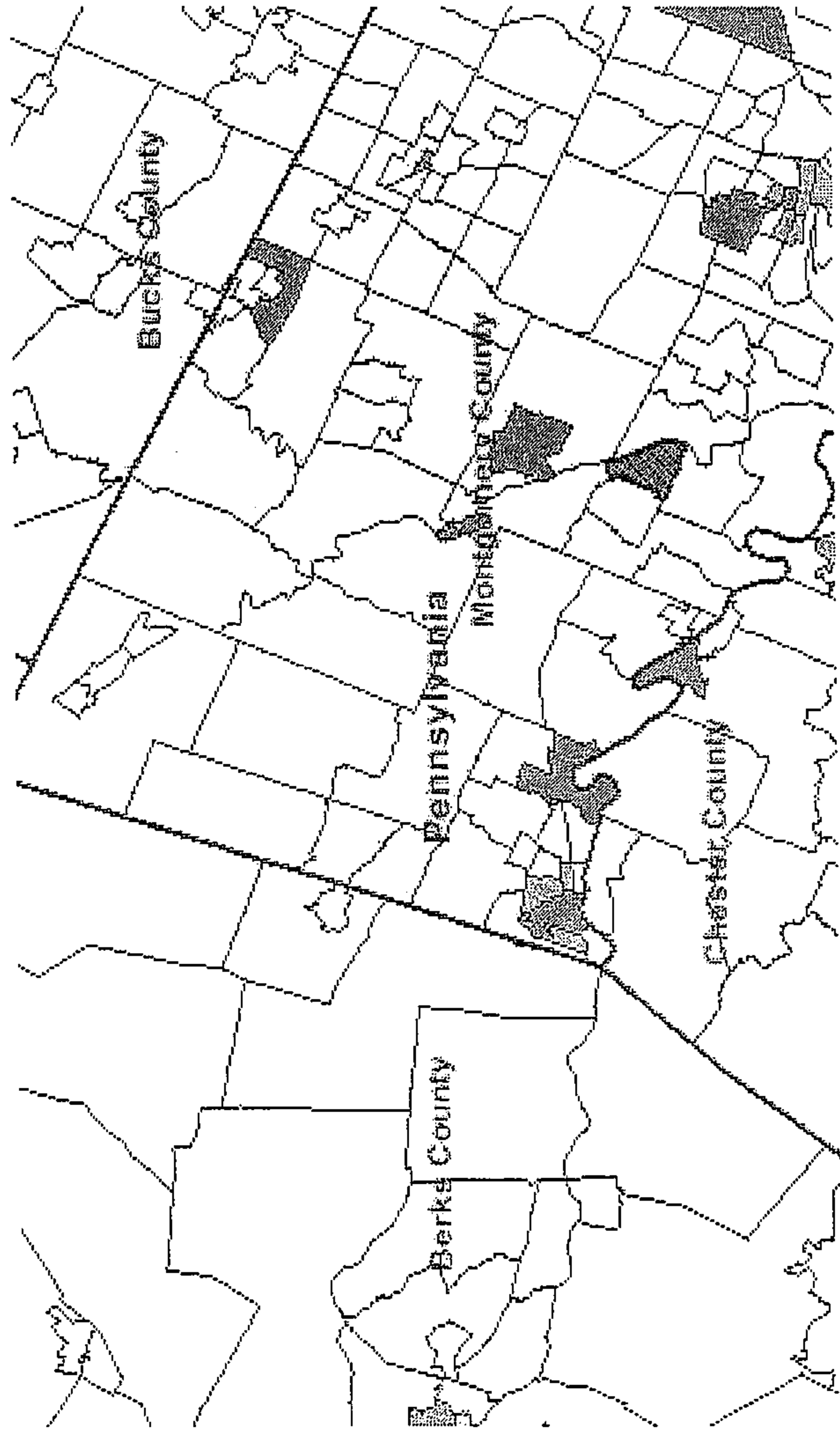
271

Dollar Associates, LLC



F.A. Component, CDFI Program. Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports

Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091206300	8032	0.02	1.554	0.389	6.71	Yes	No	No
Total 1					8032	0.020	1.554	0.389	6.710	1	0	0

Details:

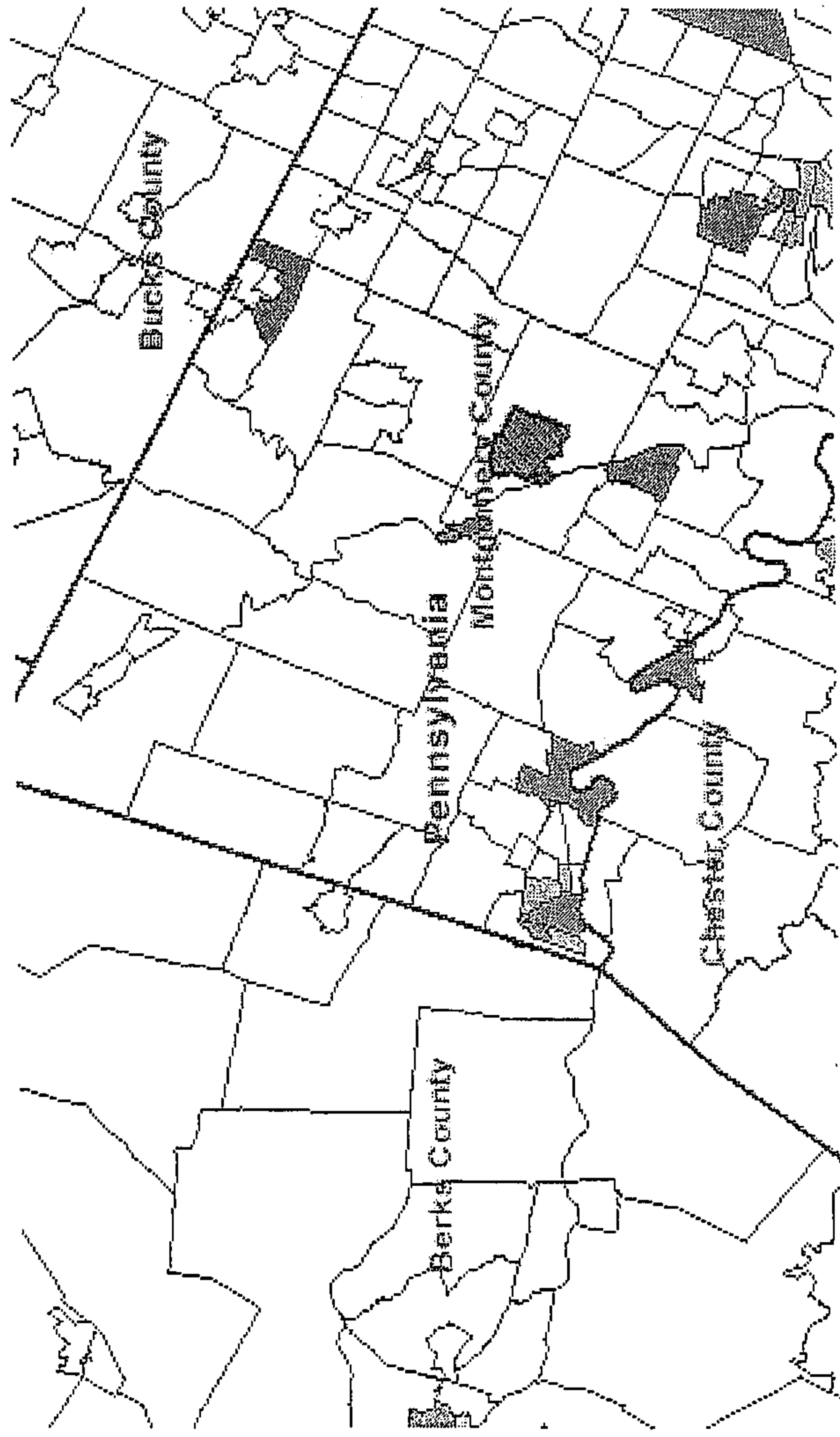
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	091	42091206702	102	0	0	0	0	Yes	No	No
Total 1					102	0.000	0.000	0.000	0.000	1	0	0

Details:

375

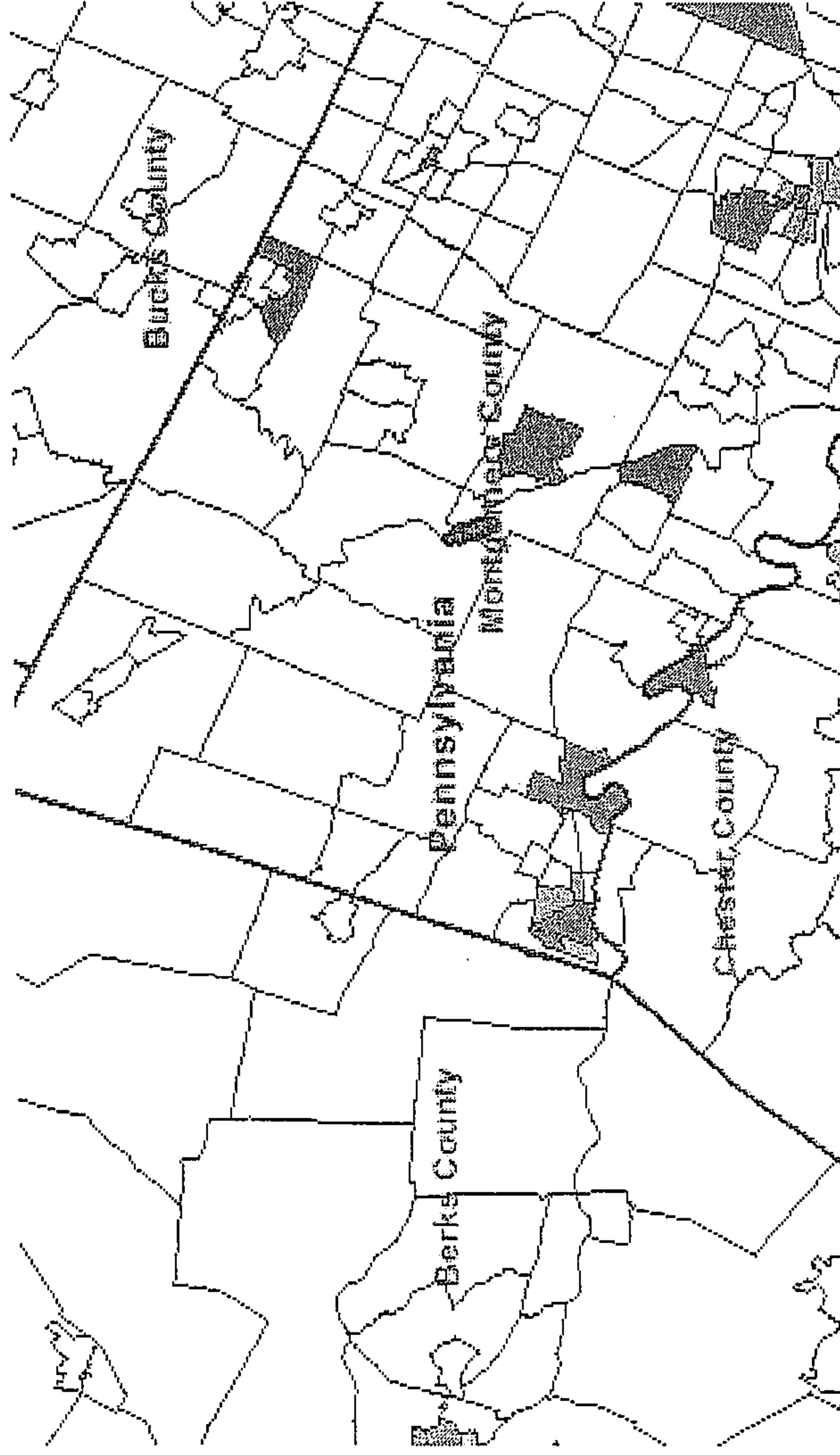
Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
 Qualified

Reports

Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091206600	1693	0.054	0.942	0.342	5.9	Yes	No	No
Total 1					1693	0.054	0.942	0.342	5.900	1	0	0

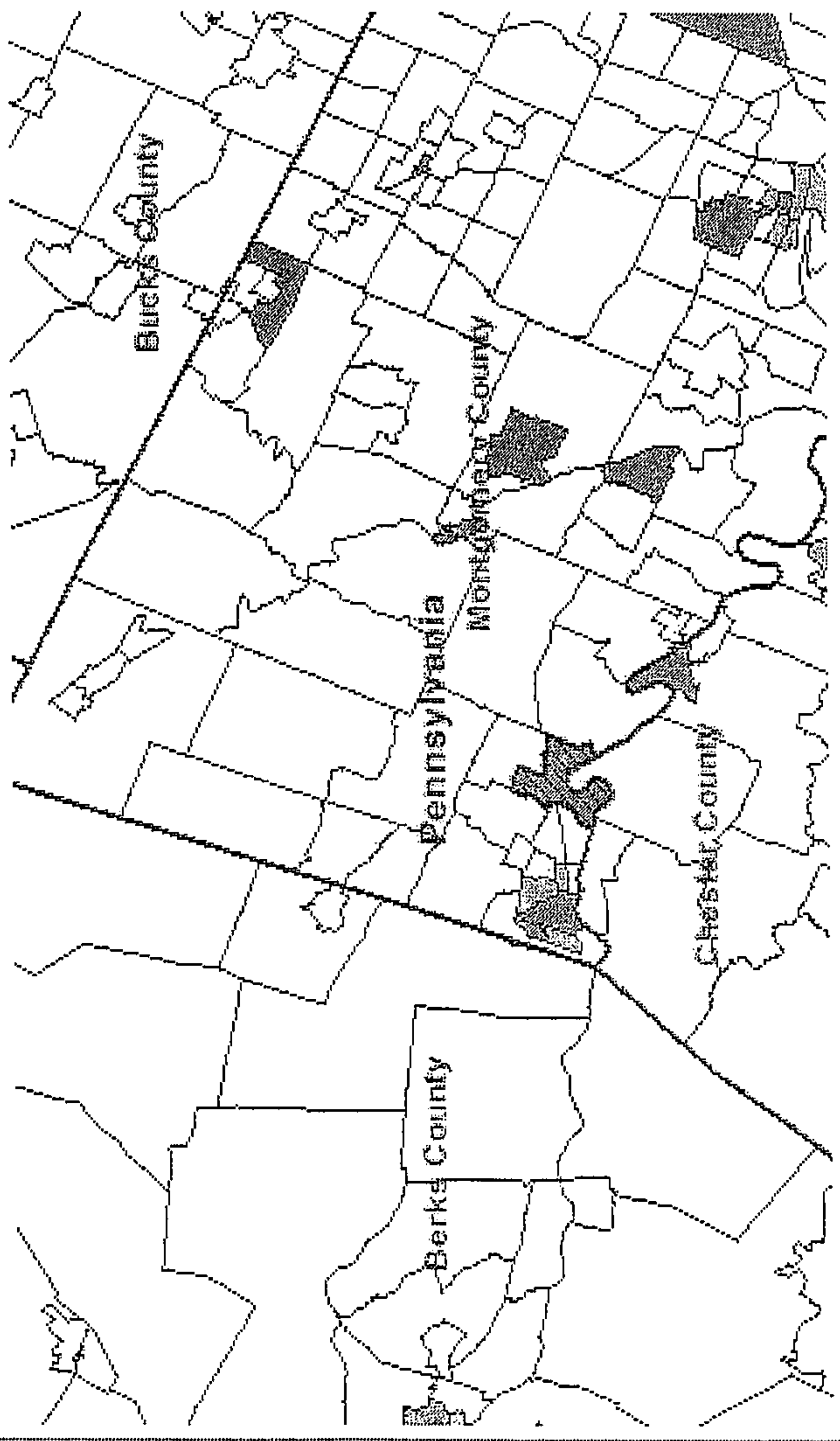
Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

CDFI Home User Home Organization Home
 Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As An Investment Area
Qualified

Reports
 Investment Area Worksheet

Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA--NJ PMSA	091	42091208704	4275	0.153	0.819	0.114	1.97	Yes	No	No
Total 1					4275	0.153	0.819	0.114	1.970	1	0	0

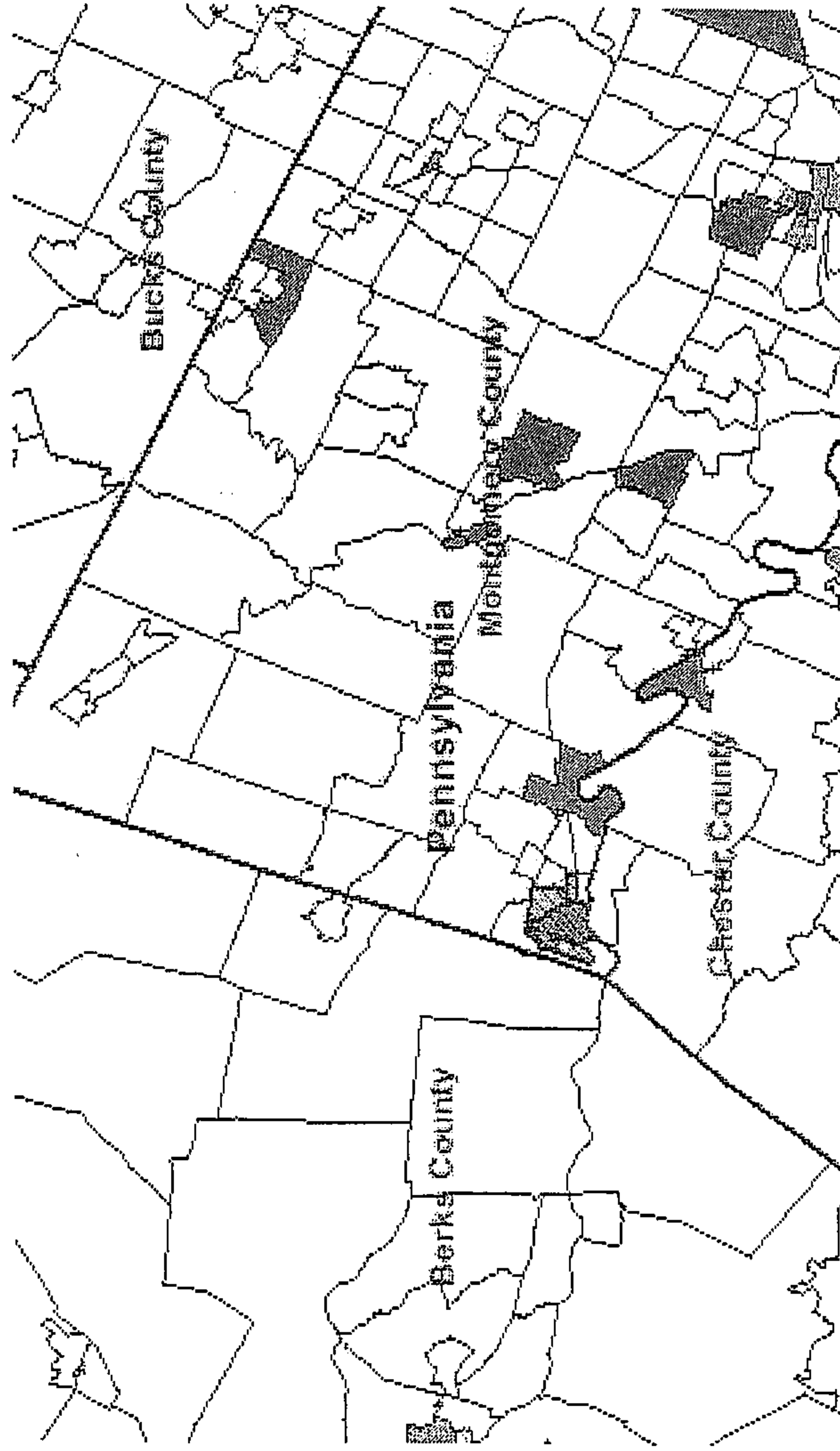
Details:

Total population of tracts/counties that do not meet Investment Area criteria(if any)	0
Percent of total population in tracts/counties not meeting Investment Area criteria	0%
Total number of Hot Zone tracts/counties(any type)	0
Hot Zones as a percentage of Investment Area tracts/counties	0.00%
Hot Zones population as a percentage of Investment Area population	0.00%
Are all geographic units in Investment Area contiguous?	True
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.	

Dollar Associates, LLC

F.A. Component, CDFI Program: Investment Area/ Hot Zone Worksheet

Dollar Associates, LLC - New Map 1/8/2008 12:39:27 PM



Qualifying Status
 The selected area has contiguous units.
 All Tracts Individually Qualify As A Hot Zone
 Qualified

Reports

[Investment Area Worksheet](#)

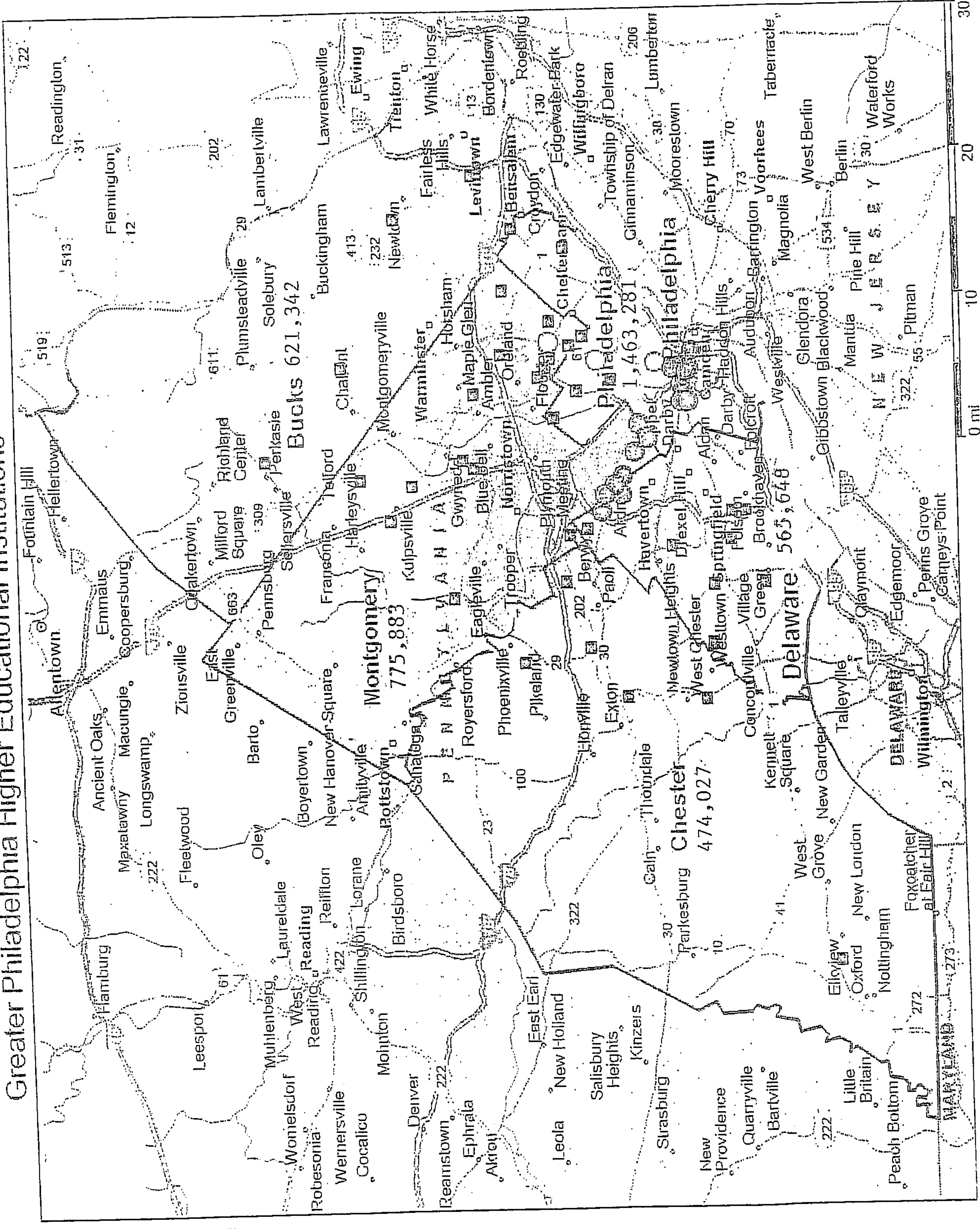
Count	State	Metropolitan Area Name	County	Unit	Total Population	Poverty Rate	% of Benchmark Median Family Income	Unemployment Rate	Ratio of Local to U.S. Unemployment Rates	Qualifies Under Investment Area Criteria?	Qualifies as Economic Development Hot Zone?	Qualifies as a Housing Hot Zone?
1	PA	Philadelphia, PA-NJ PMSA	091	42091208904	2871	0.152	0.515	0.071	1.22	Yes	No	Yes
2	PA	Philadelphia, PA-NJ PMSA	091	42091209202	2233	0.087	0.784	0.052	0.9	Yes	No	Yes
Philadelphia,												

3	PA	PA--NJ PMSA	091	42091209000	1561	0.236	0.515	0.109	1.88	Yes	Yes
4	PA	Philadelphia, PA--NJ PMSA	091	42091208901	3448	0.063	0.719	0.019	0.33	Yes	No
Total 4					10113	0.135	0.633	0.063	1.083	4	1
Details:											
Total population of tracts/counties that do not meet Investment Area criteria(if any)					0						
Percent of total population in tracts/counties not meeting Investment Area criteria					0%						
Total number of Hot Zone tracts/counties(any type)					4						
Hot Zones as a percentage of Investment Area tracts/counties					100.00%						
Hot Zones population as a percentage of Investment Area population					100.00%						
Are all geographic units in Investment Area contiguous?					True						
Source: U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, 2003. The above data is not rounded in order to prevent errors in the computation of Distress Criteria.											

Education

Greater Philadelphia Higher Educational Institutions

- Higher Educational Clusters**
- Center City
- Main Line
- North Philadelphia
- University City
- Pushpins**
- Higher Educational Institutions



Copyright © 1999-2003 Microsoft Corp. and/or its suppliers. All rights reserved. <http://www.microsoft.com/mappoint>
 © Copyright 2002 by Geographic Data Technology, Inc. All rights reserved. © 2002 Navigation Technologies, Inc. All rights reserved.
 Canada and/or Geomatics Canada, all rights reserved.
 This data includes information taken with permission from Canadian authorities © 1991-2002 Government of Canada (Statistics Canada)

Mileage & Minutes

From Campus-to-Campus

(PHILADELPHIA - AREA COLLEGES)

KEY:

Distance in Miles → 9.6 miles
Time in Minutes → :35

	Arcadia	Bryn Mawr	Cabrini	Chestnut Hill	College of Philadelphia	Drexel	Haverford	La Salle	Moore	PAFA	PCOM	Phila. U.	Tenn	Swarthmore	Temple	Thomas Jefferson	U. Arts	U. Sciences	Villanova
Arcadia	0 0	19.6 miles :25	19 miles :25	5.1 miles :10	10 miles :23	12.6 miles :22	20.9 miles :28	4 miles :11	10.5 miles :24	10.3 miles :24	7.9 miles :18	11 miles :24	13 miles :23	28.1 miles :32	8.2 miles :19	14.5 miles :26	10.8 miles :23	12 miles :24	18.4 miles :22
Bryn Mawr	19.6 miles :25	0 0	4 miles :10	11.8 miles :23	10.5 miles :26	9.1 miles :22	1.3 miles :4	13.6 miles :27	10 miles :23	10.6 miles :26	6.7 miles :17	8.9 miles :23	9.1 miles :22	13.7 miles :21	10.5 miles :25	12 miles :28	10.6 miles :25	9.5 miles :23	1.5 miles :04
Cabrini	19 miles :25	4 miles :10	0 0	13.4 miles :24	18 miles :26	18 miles :25	5 miles :13	18 miles :26	18.3 miles :25	19 miles :26	13.4 miles :18	15 miles :22	18.4 miles :26	12.5 miles :18	19 miles :30	19.5 miles :27	19.4 miles :28	14 miles :27	2 miles :04
Chestnut Hill	5.1 miles :10	11.8 miles :23	13.4 miles :24	0 0	13 miles :25	12.6 miles :27	13.3 miles :24	6.3 miles :19	12.2 miles :24	14.4 miles :27	7.7 miles :18	7.2 miles :17	12.6 miles :27	21.3 miles :32	9.1 miles :22	14 miles :27	11.4 miles :27	15.6 miles :29	10.9 miles :18
Community College of Philadelphia	10 miles :23	10.5 miles :26	18 miles :26	13 miles :25	0 0	1.8 miles :06	9 miles :21	6 miles :16	1 mile :04	1 mile :04	6.5 miles :11	7.5 miles :13	2.3 miles :07	12 miles :29	1.5 miles :04	1.5 miles :06	1.5 miles :05	4 miles :10	17 miles :22
Drexel	12.6 miles :22	9.1 miles :22	18 miles :25	12.6 miles :27	1.8 miles :06	0 0	7.7 miles :20	9.4 miles :16	1.1 miles :10	1.7 miles :10	6.3 miles :10	5.6 miles :16	0.9 miles :04	10.8 miles :26	3.5 miles :10	1.7 miles :06	1.7 miles :05	2.2 miles :06	17 miles :22
Haverford	20.9 miles :28	1.3 miles :4	5 miles :13	0 0	7.7 miles :20	7.7 miles :20	0 0	12.6 miles :24	8.8 miles :20	9.7 miles :22	5.3 miles :13	7.6 miles :19	7.5 miles :20	14.6 miles :22	9.4 miles :22	10 miles :22	15.2 miles :24	7.8 miles :21	2.9 miles :7
La Salle	4 miles :11	13.6 miles :27	18 miles :26	6.3 miles :19	6 miles :16	10.1 miles :18	8.8 miles :20	9.2 miles :16	0 0	0.8 miles :04	7 miles :11	8 miles :13	2 miles :10	11.1 miles :27	2.5 miles :10	1.3 miles :04	0.9 miles :05	2.8 miles :10	16.9 miles :22
Moore	10.5 miles :24	10 miles :23	18.3 miles :25	12.2 miles :24	1.1 miles :10	10.1 miles :18	9.2 miles :16	0.8 miles :04	0 0	6.8 miles :10	6.8 miles :10	9 miles :11	1.5 miles :10	11.6 miles :29	2.1 miles :10	1 mile :03	1.2 miles :05	3.3 miles :10	17.8 miles :24
PAFA	10.3 miles :24	10.6 miles :26	19 miles :26	14.4 miles :27	1.7 miles :10	0 0	7.7 miles :22	7 miles :11	10.1 miles :18	10.1 miles :18	5.9 miles :11	4.5 miles :11	9.6 miles :17	8.2 miles :15	4.7 miles :13	11 miles :20	10.3 miles :18	11.4 miles :20	16.7 miles :25
PCOM	7.9 miles :18	6.7 miles :17	13.4 miles :18	7.7 miles :18	6.3 miles :10	6.3 miles :10	5.3 miles :13	5.9 miles :11	6.8 miles :10	7 miles :11	7 miles :11	8 miles :13	7 miles :11	13.7 miles :26	5 miles :14	8 miles :12	7.6 miles :13	4.3 miles :13	12.1 miles :15
Philadelphia U.	11 miles :24	8.9 miles :23	15 miles :22	7.2 miles :17	7.5 miles :13	2.2 miles :6	2.2 miles :6	9 miles :15	9 miles :15	2.2 miles :6	2.2 miles :6	0 0	9 miles :15	14.5 miles :33	4.1 miles :12	9 miles :15	8 miles :14	8 miles :14	13.1 miles :18
Tenn	13 miles :23	9.1 miles :22	18.4 miles :26	12.6 miles :27	2.3 miles :07	7 miles :11	7 miles :11	0 0	4.2 miles :12	4.2 miles :12	7 miles :11	9 miles :15	0 0	9.8 miles :24	4.2 miles :12	2.6 miles :07	1.3 miles :10	1.5 miles :10	16.8 miles :22
Swarthmore	28.1 miles :32	13.7 miles :21	12.5 miles :18	21.3 miles :32	10.8 miles :26	14.5 miles :33	13.6 miles :33	13.6 miles :33	13.6 miles :33	13.7 miles :26	13.7 miles :26	14.5 miles :33	0 0	0 0	13.6 miles :33	20 miles :30	11.7 miles :29	8.7 miles :21	17.4 miles :23
Temple	8.2 miles :19	10.5 miles :25	19 miles :30	9.1 miles :22	1.5 miles :04	3.5 miles :10	9.4 miles :22	4.2 miles :12	2.3 miles :08	2.3 miles :08	5.6 miles :14	4.1 miles :12	4.2 miles :12	0 0	2.3 miles :08	2.3 miles :08	2.5 miles :10	5.6 miles :14	18.8 miles :26
Thomas Jefferson	14.5 miles :26	12 miles :28	19.5 miles :27	14 miles :27	1.5 miles :06	1.7 miles :06	10 miles :22	11 miles :20	1.3 miles :04	1 mile :03	1 mile :03	0.9 miles :04	3.3 miles :10	2.1 miles :10	2.1 miles :10	1 mile :03	1 mile :03	3.7 miles :10	19 miles :24
U. Arts	18.4 miles :22	1.5 miles :04	2 miles :04	3.4 miles :10	5.6 miles :14	18.8 miles :25	15.2 miles :24	11.7 miles :29	3.4 miles :10	3.4 miles :10	4.3 miles :13	8 miles :14	1.5 miles :10	11.7 miles :29	3.4 miles :10	3.4 miles :10	3.4 miles :10	0 0	19 miles :24
U. Sciences	12 miles :24	9.5 miles :23	14 miles :27	15.6 miles :29	4 miles :10	2.2 miles :06	7.8 miles :21	11.4 miles :25	19 miles :24	12.1 miles :15	12.1 miles :15	13.1 miles :18	16.8 miles :22	18.8 miles :26	18.8 miles :26	18 miles :24	17.4 miles :23	19 miles :24	0 0
Villanova	18.4 miles :22	1.5 miles :04	2 miles :04	3.4 miles :10	5.6 miles :14	18.8 miles :25	15.2 miles :24	11.7 miles :29	3.4 miles :10	3.4 miles :10	4.3 miles :13	8 miles :14	1.5 miles :10	11.7 miles :29	3.4 miles :10	3.4 miles :10	3.4 miles :10	0 0	19 miles :24

These quotes are estimates only. Please allow extra time if traveling during rush hour. (7:30-9:00am or 4:00-6:30pm)

2009

Mileage & Minutes From Campus-to-Campus

(PHILADELPHIA-AREA COLLEGES)

KEY: Distance in Miles → 9.6 miles
Time in Minutes → :35

	Arcadia	D'Youville	Cabrini	Chestnut Hill	Comm. College of Philadelphia	Drexel	Haverford	La Salle	Moore	PAPA	PCOM	Phila. U.	Penn	Swarthmore	Temple	Thomas Jefferson	U. Arts	U. Sciences	Villanova
Arcadia	0	19.6 miles :25	19 miles :25	5.1 miles :10	10 miles :23	12.6 miles :22	20.9 miles :28	4 miles :11	10.5 miles :24	10.3 miles :24	7.9 miles :18	11 miles :24	13 miles :23	28.1 miles :32	8.2 miles :19	14.5 miles :26	10.8 miles :23	12 miles :24	18.4 miles :22
D'Youville	19.6 miles :25	0	4 miles :10	11.8 miles :23	10.5 miles :26	9.1 miles :22	1.3 miles :4	13.6 miles :27	10 miles :23	10.6 miles :26	6.7 miles :17	8.9 miles :23	9.1 miles :22	13.7 miles :21	10.5 miles :25	12 miles :28	10.6 miles :25	9.5 miles :23	1.5 miles :04
Cabrini	19 miles :25	4 miles :10	0	13.4 miles :24	18 miles :26	18 miles :25	5 miles :13	18 miles :26	18.3 miles :25	19 miles :26	13.4 miles :18	15 miles :22	18.4 miles :26	12.5 miles :18	19 miles :30	19.5 miles :27	19.4 miles :28	14 miles :27	2 miles :04
Chestnut Hill	5.1 miles :10	11.8 miles :23	13.4 miles :24	0	13 miles :25	12.6 miles :27	13.3 miles :24	6.3 miles :19	12.2 miles :24	14.4 miles :27	7.7 miles :18	7.2 miles :17	12.6 miles :27	21.3 miles :32	9.1 miles :22	14 miles :27	11.4 miles :27	15.6 miles :29	10.9 miles :18
Comm. College of Philadelphia	10 miles :23	10.5 miles :26	18 miles :26	13 miles :25	0	1.8 miles :06	9 miles :21	6 miles :16	1.1 miles :10	1.7 miles :10	6.3 miles :10	5.6 miles :16	0.9 miles :04	10.8 miles :26	1.5 miles :06	1.7 miles :06	1.5 miles :05	2.2 miles :06	17 miles :22
Drexel	12.6 miles :22	9.1 miles :22	18 miles :26	12.6 miles :27	1.8 miles :06	0	7.7 miles :20	9.4 miles :16	1.1 miles :10	1.7 miles :10	5.3 miles :13	4.5 miles :11	7.5 miles :20	8.2 miles :15	3.5 miles :10	10 miles :22	15.2 miles :24	7.8 miles :21	2.9 miles :07
Haverford	20.9 miles :28	1.3 miles :4	5 miles :13	13.3 miles :24	9 miles :21	7.7 miles :20	0	12.6 miles :24	8.8 miles :20	9.7 miles :22	5.3 miles :13	7.6 miles :19	7.5 miles :20	14.6 miles :22	9.4 miles :22	10 miles :22	10.3 miles :18	11.4 miles :20	16.7 miles :25
La Salle	4 miles :11	13.6 miles :27	18 miles :26	6.3 miles :19	6 miles :16	9.4 miles :16	12.6 miles :24	0	9.2 miles :16	10.1 miles :18	7 miles :11	8 miles :13	2 miles :10	8.2 miles :15	4.7 miles :13	11 miles :20	10.3 miles :18	2.8 miles :10	16.9 miles :22
Moore	10.5 miles :24	10 miles :23	18.3 miles :25	1.1 miles :10	8.8 miles :20	0	8.8 miles :20	0	0	0.8 miles :04	6.8 miles :10	9 miles :11	1.5 miles :10	11.1 miles :27	2.5 miles :10	1.3 miles :04	1.2 miles :05	2.8 miles :10	16.9 miles :22
PAPA	10.3 miles :24	10.6 miles :26	19 miles :26	1.7 miles :10	9.7 miles :22	0	12.6 miles :24	10.1 miles :18	0.8 miles :04	0	7 miles :11	8 miles :13	2 miles :10	11.6 miles :29	2.1 miles :10	1 mile :03	0.9 miles :04	3.3 miles :10	17.8 miles :24
PCOM	7.9 miles :18	6.7 miles :17	13.4 miles :18	6.5 miles :11	6.3 miles :10	6.3 miles :10	5.3 miles :13	5.9 miles :11	6.8 miles :10	0	0	2.2 miles :6	9 miles :15	13.7 miles :26	5 miles :14	8 miles :12	7.6 miles :13	4.3 miles :13	12.1 miles :15
Philadelphia U.	11 miles :24	8.9 miles :23	15 miles :22	7.2 miles :17	7.5 miles :13	5.6 miles :16	7.6 miles :19	4.5 miles :11	9 miles :11	0	2.2 miles :6	0	9 miles :15	14.5 miles :33	4.1 miles :12	9 miles :15	8 miles :14	8 miles :14	13.1 miles :18
Penn	13 miles :23	9.1 miles :22	18.4 miles :26	12.6 miles :27	2.3 miles :07	0.9 miles :04	7.5 miles :20	9.6 miles :17	1.5 miles :10	2 miles :10	7 miles :11	9 miles :15	0	9.8 miles :24	4.2 miles :12	2.6 miles :07	1.3 miles :10	1.5 miles :10	16.8 miles :22
Swarthmore	28.1 miles :32	10.5 miles :24	12.5 miles :18	11.1 miles :27	11.1 miles :27	10.8 miles :26	14.6 miles :22	8.2 miles :15	11.1 miles :27	13.7 miles :26	13.7 miles :26	14.5 miles :33	9.8 miles :24	0	13.6 miles :33	20 miles :30	11.7 miles :29	8.7 miles :21	11.7 miles :15
Temple	8.2 miles :19	10.5 miles :25	19 miles :30	9.1 miles :22	1.5 miles :06	3.5 miles :10	9.4 miles :22	4.7 miles :13	2.5 miles :10	5 miles :14	4.2 miles :12	5 miles :14	4.2 miles :12	0	0	2.3 miles :08	2.5 miles :10	5.6 miles :14	18.8 miles :26
Thomas Jefferson	14.5 miles :26	12 miles :28	19.5 miles :27	14 miles :27	1.5 miles :06	1.7 miles :06	10 miles :22	10 miles :22	1 mile :03	1 mile :03	1 mile :03	1 mile :03	2.6 miles :07	2.3 miles :08	0	0	1 mile :03	3.7 miles :10	18 miles :24
U. Arts	10.8 miles :23	10.6 miles :25	19.4 miles :28	11.4 miles :27	4 miles :10	2.2 miles :05	15.2 miles :24	2.5 miles :10	0.9 miles :04	0.9 miles :04	0.9 miles :04	0.9 miles :04	8 miles :14	8 miles :14	0	3.4 miles :10	3.4 miles :10	0	19 miles :24
U. Sciences	12 miles :24	9.5 miles :23	14 miles :27	15.6 miles :29	2.2 miles :06	7.8 miles :21	7.8 miles :21	11.4 miles :20	2.8 miles :10	3.3 miles :10	3.3 miles :10	3.3 miles :10	8 miles :14	5.6 miles :14	3.4 miles :10	3.4 miles :10	3.4 miles :10	0	19 miles :24
Villanova	18.4 miles :22	1.5 miles :04	2 miles :04	10.9 miles :18	17 miles :22	17 miles :22	2.9 miles :07	16.7 miles :25	16.9 miles :22	17.8 miles :24	12.1 miles :15	17.4 miles :23	16.8 miles :22	18.8 miles :26	17.4 miles :23	18 miles :24	17.4 miles :23	0	0

These quotes are estimates only. Please allow extra time if traveling during rush hour. (7:30-9:00am or 4:00-6:30pm)

Carol A. Humenick

From: Jeff Lidicker (b)(6)
Sent: Monday, August 21, 2006 2:52 PM
To: Carol A. Humenick
Cc: Sue Gibson
Subject: Re: Information needed



empleStudentEnro
lmt.Fall2005...

Carol Humenick:

Thank you for your phone conversation and for contacting the Center for Statistical and Information Science. Attached you will find an Excel file with all the figures you are looking for.

If you ever need anything in the future, feel free to contact me. I have appended my contact info at the bottom of this email for your future use.

-Jeff Lidicker

----- Original message -----

>Date: Fri, 18 Aug 2006 13:24:34 -0400
>From: "Carol A. Humenick" (b)(6)
>Subject: Information needed
>To: (b)(6)
>Cc: "Sue Gibson" (b)(6)

>Timothy A Walsh, Director
>Good afternoon,
>The following email was returned to me from Mr. Walsh's email stating the recipient could not be found. I am hoping that your office, The Center for Statistical and Information Science, would be able to provide the requested information.
>Thank you.

>
>Carol A Humenick
>
>
>Office of Institutional Research
>Temple University
>

>Dear Mr. Walsh,
>
>I am drafting a research paper for Citadel Federal Credit Union on the Greater Philadelphia Community. As part of my research, I have included Temple University as one of the pre-eminent universities in our region.

>
>I need some data that hopefully you can provide. Of Temple University's Pennsylvania student population, can you provide me with the percentage who are from the
>5 county Great Philadelphia area i.e. the counties of Philadelphia, Bucks, Chester, Delaware and Montgomery. Even an estimate would be acceptable.

>Your prompt response is truly appreciated.
>
>Thank you very much.
>

>Respectfully,
 >Carol
 >
 >Carol A Humenick, CCE
 >Sr Vice-President, Community and Government Affairs
 >Citadel
 >Banking With One Focus. You.
 > (b)(6)
 > <<Carol A. Humenick.vcf>> <<(b)(6)>>
 >
 >Carol A. Humenick.vcf (1k bytes)

-Jeffrey Lidicker
 Director, Statistical Consulting Services
 Center of Statistical and Information Science
http://www.research.temple.edu/csis/csis_consult.html

(b)(6)

Office Hrs:
 Tues. 11-3pm at 306 Jones Hall (Medical Campus)
 Wed. 11-3pm at 306 Jones Hall
 Thurs. 11-3pm at 304 Vivacqua Hall (Main Campus)
 (1700 N. Broad)

TEMPLE UNIVERSITY

Total Enrollment by Geographic Origin
1996 and 2005

	Fall 1996		Fall 2005	
	Headcount	% of Total Students	Headcount	% of Total Students
PENNSYLVANIA				
Philadelphia	11,880	42.0%	9,754	28.6%
Suburban				
Bucks County	2,588	9.1%	3,232	9.5%
Chester County	565	2.0%	952	2.8%
Delaware County	1,736	6.1%	2,344	6.9%
Montgomery County	4,468	15.8%	4,589	13.5%
Suburban Total	9,357	33.0%	11,117	32.6%
Pittsburgh (Allegheny County)	124	0.4%	196	0.6%
Rest of Pennsylvania	2,250	7.9%	4,706	13.8%
PENNSYLVANIA TOTAL	23,611	83.4%	25,773	75.6%
DELAWARE	136	0.5%	215	0.6%
MARYLAND	198	0.7%	669	2.0%
NEW ENGLAND	226	0.8%	704	2.1%
NEW JERSEY	1,624	5.7%	2,712	8.0%
NEW YORK	605	2.1%	1,015	3.0%
REST OF UNITED STATES	707	2.5%	1,489	4.4%
INTERNATIONAL	1,212	4.3%	1,520	4.5%
TOTAL STUDENTS	28,319	100.0%	34,097	100.0%

Note: First-Time freshmen count reflects applicants coded as freshmen who were admitted and registered for the Fall semester.

Source: Undergraduate Admissions Files

Prepared by: Institutional Research 12/05/2005

Greater Philadelphia
Higher Education

Name	InstPhone	FTE	County	Cluster	Address	City	State	Zip	InstCtygDesc
Bucks Co Ccl Mait	2159888000	8,469	Bucks		275 Swamp Road	Newtown	PA	18940	Community College
Bucks Co CC/Upper County Cps	2152387700	212	Bucks		One Hillendale Drive	Perkasie	PA	18944	Community College
Delaware Valley College	2153451500	1,925	Bucks		700 East Butler Ave	Doylestown	PA	18901	Private College and University
Philadelphia Biblical Univ	2157525800	1,058	Bucks		200 Manor Avenue	Langhorne	PA	19047	Private College and University
Philadelphia University/Bucks	2152450170		Bucks		2655 Interplex Drive	Treose	PA	19053	Private College and University
Immaculata University	6106474400	2,768	Chester		1145 King Road	Immaculata	PA	19345	Private College and University
Lincoln University	6109328300	129	Chester		1579 Baltimore Pike	Lincoln University	PA	19352	State-Related Commonwealth University
PSU/Great Vly Grad & Prof Ctr	6106483200	1,607	Chester		30 East Swedesford Road	Malvern	PA	19355	State-Related Commonwealth University
Valley Forge Christian College	61093350450	722	Chester		1401 Charlesdown Road	Phoenixville	PA	19460	Private College and University
West Chester University of PA	6104361000	19,467	Chester	ML	University Ave and High St	West Chester	PA	19383	State University
American College	6105261000	547	Delaware		270 Bryn Mawr Avenue	Bryn Mawr	PA	19010	Private College and University
Cabrini College	6109028100	1,678	Delaware		610 King of Prussia Road	Radnor	PA	19087	Private College and University
Cheyney University of PA	6103992000	1,138	Delaware		Cheyney and Creek Rds	Cheyney	PA	19063	Community College
Delaware County Community Coll	6103595000	8,943	Delaware		901 South Media Line Road	Media	PA	19067	Private College and University
Eastern University	6103415800	2,054	Delaware		1300 Eagle Road	St Davids	PA	19041	Private College and University
Haverford College	6100961000	1,105	Delaware	ML	370 W. Lancaster Ave.	Haverford	PA	19014	Private College and University
Neumann College	6104590905	1,853	Delaware		One Neumann Drive	Aston	PA	19063	Private Two-Year College
Pennsylvania Inst of Tech	6105657900	327	Delaware		800 Manchester Avenue	Media	PA	19063	State-Related Commonwealth University
PSU/Cumwlt Coll-Delaware Cnty	6108921350	1,738	Delaware		25 Yearsley Mill Road	Media	PA	19081	Private College and University
Swarthmore College	6103288000	1,479	Delaware		500 College Ave	Swarthmore	PA	19087	Private Two-Year College
Valley Forge Military College	6109891203	240	Delaware		1001 Eagle Rd Sorley House	Wayne	PA	19085	Private College and University
Villanova University	6105194500	7,375	Delaware	ML	000 Lancaster Avenue	Villanova	PA	19013	Private College and University
Widener Univ/ Main	6104994000	2,407	Delaware		One University Place	Chester	PA	19013	Private College and University
Arcadia University	2155722900	1,673	Montgomery		450 South Easton Road	Glenside	PA	19038	Private College and University
Biblical Theological Seminary	2153685000	289	Montgomery		200 North Main Street	Halfield	PA	19440	Theological Seminary
Bryn Allyn Coll of New Church	2159382543	146	Montgomery		2895 College Dr	Bryn Allyn	PA	19009	Private College and University
Bryn Mawr College	6105265000	1,321	Montgomery	ML	101 North Merion Avenue	Bryn Mawr	PA	19010	Private College and University
Calvary Baptist Theo Seminary	2153687538	96	Montgomery		1380 S. Valley Forge Road	Lansdale	PA	19446	Theological Seminary
Eastern Baptist Theo Seminary	6108965000	491	Montgomery		6 Lancaster Avenue	Wynnewood	PA	19096	Theological Seminary
Faith Theological Seminary	2159273372	123	Montgomery		300 West Cheltenham Avenue	Philadelphia	PA	19126	Theological Seminary
Graz College	2156357300	613	Montgomery		7605 Old York Road	Melrose Park	PA	19027	Private College and University
Gwynedd-Mercy College	2156467300	2,112	Montgomery		1325 Sunnyside Pike	Gwynedd Valley	PA	19137	Private College and University
Harcum College	6105254100	548	Montgomery	ML	750 Montgomery Avenue	Bryn Mawr	PA	19010	Private Two-Year College
Manor College	2158052360	800	Montgomery		700 Fox Chase Road	Jenkintown	PA	19046	Private Two-Year College
Montgomery County CC	2156416300	8,922	Montgomery		340 Dekalb Pike	Blue Bell	PA	19422	Community College
PSU/Abington College	2158817300	3,177	Montgomery		1600 Woodland Road	Abington	PA	19001	State-Related Commonwealth University
Reconstructionist Rabbin Coll	2155760800	72	Montgomery		1299 Church Road	Wyncote	PA	19095	Private College and University
Rosemont College	6105270200	732	Montgomery	ML	1400 Montgomery Avenue	Rosemont	PA	19010	Private College and University
Saint Charles Borromeo Sem	6106673394	406	Montgomery		100 East Wynnewood Road	Wynnewood	PA	19096	Theological Seminary
Temple University/Ambler Cmp	2152031201	8,443	Montgomery	ML	580 Meetinghouse Road	Ambler	PA	19002	State-Related Commonwealth University
Ursinus College	6104093000	1,340	Montgomery		601 East Main Street	Collegeville	PA	19426	Private College and University
Westminster Theological Sem	2158875511	606	Montgomery		2960 West Church Road	Glenside	PA	19038	Theological Seminary
Wson Institute of Grad Studies	2158848942		Montgomery		137 S Easton Road	Glenside	PA	19038	Private College and University
Art Inst of Philadelphia (The)	8002752474	2,672	Philadelphia	CC	1622 Chestnut Street	Philadelphia	PA	19103	Private College and University
Community College of Phila	2152487000	846	Philadelphia	CC	9601 Germantown Avenue	Philadelphia	PA	19118	Private College and University
Curtis Institute of Music	2157518000	15,953	Philadelphia	CC	1700 Spring Garden Street	Philadelphia	PA	19103	Private College and University
Drexel University	2158935252	144	Philadelphia	CC	1726 Locust Street	Philadelphia	PA	19104	Private State-Aided Institution
Holy Family University	2158952000	11,585	Philadelphia	UC	3141 Chestnut Street	Philadelphia	PA	19114	Private College and University
La Salle University	2156377700	1,782	Philadelphia	NP	Granl and Frankford Avenues	Philadelphia	PA	19141	Private College and University
Lutheran Theo Semi/Philadelphia	2158511000	4,060	Philadelphia	NP	1900 West Olney Avenue	Philadelphia	PA	19119	Theological Seminary
MCP Hahnemann University	2152484616	256	Philadelphia	CC	7301 Germantown Avenue	Philadelphia	PA	19102	Private State-Aided Institution
Moore College of Art & Design	2155684515	2,579	Philadelphia	CC	245 N 15th St	Philadelphia	PA	19103	Private College and University
PA Academy of the Fine Arts	2158727600	597	Philadelphia	CC	20th and the Parkway	Philadelphia	PA	19103	Private College and University
Peirce College	8776709190	290	Philadelphia	CC	118 North Broad Street	Philadelphia	PA	19102	Private College and University
Pennsylvania Coll of Optometry	2157801400	1,720	Philadelphia	CC	1420 Pine Street	Philadelphia	PA	19102	Private College and University
		845	Philadelphia	NP	8360 Old York Road	Elkins Park	PA	19027	Private State-Aided Institution

Greater Philadelphia
Higher Education

Phila Coll of Osteopathic Med	2158716770	1,425	Philadelphia	ML	4170 City Avenue	Philadelphia	PA	19131	Private State-Aided Institution
Philadelphia University/ Main	2159512700	2,692	Philadelphia		436 W School House Lane	Philadelphia	PA	19144	Private College and University
Reformed Episcopal Seminary	6102929852		Philadelphia		826 Second Avenue	Blue Bell	PA	19422	Theological Seminary
Saint Joseph's University	6106601000	4,584	Philadelphia	ML	5600 City Line Avenue	Philadelphia	PA	19131	Private College and University
Temple University/ Main	2152047000	21,429	Philadelphia	NP	1801 North Broad Street	Philadelphia	PA	19122	State-Related Commonwealth University
Thomas Jefferson University	2159556000	2,248	Philadelphia	UC	1020 Walnut Street	Philadelphia	PA	19107	Private State-Aided Institution
University of Pennsylvania	2158985000	9,742	Philadelphia	CC	Spruce Street	Philadelphia	PA	19104	Private State-Aided Institution
University of the Arts (The)	2157176000	1,923	Philadelphia	CC	320 South Broad Street	Philadelphia	PA	19102	Private State-Aided Institution
University of the SCI in Phila	2155988800	1,240	Philadelphia	UC	600 South 43 Street	Philadelphia	PA	19104	Private College and University
Walnut Hill College	2152224200	698	Philadelphia	UC	4207 Walnut Street	Philadelphia	PA	19104	Private College and University

Bucks	11,664	6.2%
Chester	24,773	13.1%
Delaware	30,884	16.4%
Montgomery	32,070	17.0%
Philadelphia	89,310	47.3%
	188,701	

Greater Philadelphia
Higher Education

Name	FTE	Cluster	Address 1	City	State	Zip	County	Inst/City Desc
Maine	1,673		450 South Easton Road	Glenside	PA	19038	Montgomery	Private College and University
Arcadia University	289		200 North Main Street	Halfield	PA	19440	Montgomery	Theological Seminary
Biblical Theological Seminary	146		2895 College Dr	Bryn Athyn	PA	19009	Montgomery	Private College and University
Bryn Athyn Coll of New Church	8,469		275 Swamp Road	Newtown	PA	18940	Bucks	Community College
Bucks Co Cc/ Main	212		One Hillendale Drive	Perkasie	PA	18944	Bucks	Community College
Bucks Co CC/Upper County Cps	1,678		610 King of Prussia Road	Radnor	PA	19087	Delaware	Private College and University
Cabrini College	96		1380 S. Valley Forge Road	Lansdale	PA	19446	Montgomery	Theological Seminary
Calvary Baptist Theo Seminary	846		9601 Germantown Avenue	Philadelphia	PA	19118	Philadelphia	Private College and University
Chestnut Hill College	1,138		Cheyney and Creek Rds	Cheyney	PA	19319	Delaware	State University
Chicney University of PA	8,943		901 South Media Line Road	Media	PA	19063	Delaware	Community College
Delaware County Community Coll	1,925		700 East Butler Ave	Doylestown	PA	18901	Bucks	Private College and University
Delaware Valley College	2,054		1300 Eagle Road	St Davids	PA	19087	Delaware	Private College and University
Eastern University	123		300 West Cheltenham Avenue	Philadelphia	PA	19126	Montgomery	Theological Seminary
Faith Theological Seminary	613		7605 Old York Road	Melrose Park	PA	19027	Montgomery	Private College and University
Gratz College	2,112		1325 Sunnyside Pike	Gwynedd Valley	PA	19437	Montgomery	Private College and University
Gwynedd-Mercy College	1,782		Grant and Frankford Avenues	Philadelphia	PA	19114	Philadelphia	Private College and University
Holy Family University	2,768		1145 King Road	Philadelphia	PA	19345	Chester	Private College and University
Inmaculata University	129		1579 Baltimore Pike	Immaculata	PA	19352	Chester	State-Related Commonwealth University
Lincoln University	256		7301 Germantown Avenue	Philadelphia	PA	19119	Philadelphia	Theological Seminary
Lutheran Theo Sem/Philadelphia	800		700 Fox Chase Road	Jenkintown	PA	19046	Montgomery	Private Two-Year College
Manor College	8,922		340 Dekalb Pike	Blue Bell	PA	19422	Montgomery	Community College
Montgomery County CC	1,853		One Neumann Drive	Aston	PA	19014	Delaware	Private College and University
Neumann College	327		800 Manchester Avenue	Media	PA	19063	Delaware	Private Two-Year College
Pennsylvania Inst of Tech	1,058		200 Manor Avenue	Langhorne	PA	19047	Bucks	Private College and University
Philadelphia Biblical Univ	2,692		436 W School House Lane	Philadelphia	PA	19144	Philadelphia	Private College and University
Philadelphia University/ Main	3,177		2655 Interplex Drive	Treose	PA	19053	Bucks	Private College and University
Philadelphia University/Bucks	1,738		1600 Woodland Road	Abington	PA	19001	Montgomery	State-Related Commonwealth University
PSU/Abington College	1,687		25 Yearsley Mill Road	Media	PA	19063	Delaware	State-Related Commonwealth University
PSU/Cmwllh Coll-Delaware Cnly	72		30 East Swedesford Road	Malvern	PA	19355	Chester	State-Related Commonwealth University
PSU/Great Vly Grad & Prof Ctr	1,479		1299 Church Road	Wyncote	PA	19095	Montgomery	Private College and University
Reconstructionist Rabbin Coll	8,443		826 Second Avenue	Blue Bell	PA	19422	Philadelphia	Theological Seminary
Reformed Episcopal Seminary	1,479		500 College Ave	Swarthmore	PA	19081	Delaware	Private College and University
Swarthmore College	8,443		580 Meetinghouse Road	Ambler	PA	19002	Montgomery	State-Related Commonwealth University
Temple University/Ambler Cmp	1,340		601 East Main Street	Collegeville	PA	19426	Montgomery	Private College and University
Ursinus College	722		1401 Charlesstown Road	Phoenixville	PA	19460	Chester	Private College and University
Valley Forge Christian College	240		1001 Eagle Rd Sorley House	Wayne	PA	19087	Delaware	Private Two-Year College
Valley Forge Military College	19,467		University Ave and High St	West Chester	PA	19383	Chester	State University
West Chester University of PA	686		2960 West Church Road	Glenside	PA	19038	Montgomery	Theological Seminary
Westminster Theological Sem	2,407		137 S Easton Road	Glenside	PA	19038	Montgomery	Private College and University
Won Institute of Grad Studies			One University Place	Chester	PA	19013	Delaware	Private College and University
Widener Univ/ Main								

No Clusters 92,362 48.9%
 Clusters 96,339 51.1%
 Total 188,701

Greater Philadelphia
Higher Education

Name	FTE	Cluster	Address 1	City	State	Zip	County	Instlty Desc
Art Inst of Philadelphia (The)	2,672	CC	1622 Chestnut Street	Philadelphia	PA	19103	Philadelphia	Private College and University
Community College of Phila	15,953	CC	1700 Spring Garden Street	Philadelphia	PA	19130	Philadelphia	Community College
Curtis Institute of Music	144	CC	1726 Locust Street	Philadelphia	PA	19103	Philadelphia	Private College and University
Moore College of Art & Design	597	CC	20th and the Parkway	Philadelphia	PA	19102	Philadelphia	Private College and University
PA Academy of the Fine Arts	290	CC	118 North Broad Street	Philadelphia	PA	19102	Philadelphia	Private College and University
Pierce College	1,720	CC	1420 Pine Street	Philadelphia	PA	19102	Philadelphia	Private State-Aided Institution
University of the Arts (The)	1,923	CC	320 South Broad Street	Philadelphia	PA	19107	Philadelphia	Private State-Aided Institution
Thomas Jefferson University	2,248	CC	1020 Walnut Street	Philadelphia	PA	19101	Montgomery	Private College and University
Bryn Mawr College	1,321	ML	101 North Merion Avenue	Bryn Mawr	PA	19041	Delaware	Private College and University
Haverford College	1,105	ML	370 W. Lancaster Ave.	Haverford	PA	19131	Philadelphia	Private College and University
Saint Joseph's University	4,584	ML	5600 City Line Avenue	Philadelphia	PA	19085	Delaware	Private College and University
Villanova University	7,375	ML	800 Lancaster Avenue	Villanova	PA	19010	Delaware	Private College and University
American College	547	ML	270 Bryn Mawr Avenue	Bryn Mawr	PA	19096	Montgomery	Theological Seminary
Eastern Baptist Theo Seminary	491	ML	6 Lancaster Avenue	Wynnewood	PA	19010	Montgomery	Private Two-Year College
Harcum College	548	ML	750 Montgomery Avenue	Bryn Mawr	PA	19131	Philadelphia	Private State-Aided Institution
Phila Coll of Osteopathic Med	1,425	ML	4170 City Avenue	Philadelphia	PA	19010	Montgomery	Private College and University
Rosemont College	732	ML	1400 Montgomery Avenue	Rosemont	PA	19096	Montgomery	Theological Seminary
Saint Charles Borromeo Sem	486	ML	100 East Wynnewood Road	Wynnewood	PA	19027	Philadelphia	Private State-Aided Institution
Pennsylvania Coll of Optometry	845	NP	8360 Old York Road	Elkins Park	PA	19141	Philadelphia	Private College and University
La Salle University	4,060	NP	1900 West Olney Avenue	Philadelphia	PA	19122	Philadelphia	State-Related Commonwealth University
Temple University/ Main	21,429	NP	1801 North Broad Street	Philadelphia	PA	19104	Philadelphia	Private State-Aided Institution
Drexel University	11,585	UC	3141 Chestnut Street	Philadelphia	PA	19102	Philadelphia	Private State-Aided Institution
MCP Hahnemann University	2,579	CC	245 N 15th St	Philadelphia	PA	19104	Philadelphia	Private State-Aided Institution
University of Pennsylvania	9,742	UC	Spruce Street	Philadelphia	PA	19104	Philadelphia	Private State-Aided Institution
University of the SCI in Phila	1,240	UC	600 South 43 Street	Philadelphia	PA	19104	Philadelphia	Private College and University
Walnut Hill College	698	UC	4207 Walnut Street	Philadelphia	PA	19104	Philadelphia	Private College and University

CC	25,547	26.5%
ML	18,614	19.3%
NP	26,334	27.3%
UC	25,844	26.8%

96,339

GREATER PHILADELPHIA'S KNOWLEDGE INDUSTRY

Part I: The Role of Colleges and Universities in
Regional Economic Growth

Prepared by the Pennsylvania Economy League – Eastern Division

Fall 2000



Eastern Division

1700 Market Street
Suite 3130
Philadelphia, PA
19103-3901

Tel: 215-563-3640
Fax: 215-563-1566
e-mail: mail@peleast.org
www.peleast.org

On behalf of the project's sponsors, I am pleased to present a collection of reports on *Greater Philadelphia's Knowledge Industry*. Our purpose in undertaking this project was to profile the region's colleges and universities, with the goal of gaining a better understanding of this important regional asset and how it contributes to Greater Philadelphia's economic competitiveness. This goal has led to numerous recommendations for strengthening our knowledge industry, including specific strategies that aim to forge stronger ties between our colleges and universities and the regional economy. The ultimate success of this project, however, will be measured by the report's ability to bring together the region's academic, business, civic, and political communities under a shared vision for our region's future.

In completing this project, we have collected a significant amount of data to profile and benchmark Greater Philadelphia's knowledge industry, allowing for regional comparisons that form an important backdrop describing the global competitive environment. Much of this data was obtained from the National Center for Education Statistics (NCES), which maintains a wealth of data on higher education institutions throughout the country in the Integrated Post-Secondary Education Data System (IPEDS). As you will see, the NCES/IPEDS data set forms the backbone of our research. Many colleges and universities in the Philadelphia region also willingly provided data and insight during the research process, an invaluable complement to the NCES/IPEDS data set. Qualitative insight was gathered from notable sources on higher education, in particular the *Chronicle of Higher Education*, the *Philadelphia Inquirer* and the *Philadelphia Daily News* (for local higher education insight), and various academic publications in the fields of public policy, economics, and higher education administration. Finally, a number of individuals representing the academic, business, and civic sectors in the region previewed the draft research findings, providing important feedback on content and presentation.

Thanks and much deserved recognition go to the following organizations and individuals for their help and assistance throughout the project:

- The Pew Charitable Trusts, through Jim England and Don Kimelman, provided generous initial funding for the project as well as valuable guidance throughout the research phase.
- The University of Pennsylvania, the City of Philadelphia's Commerce Department, and the Pennsylvania Department of Community and Economic Development (DCED) provided generous matching funds for the project as well as valuable guidance throughout the research phase. In particular, John Fry, Jack Shannon, and Anne Taufen of the University of Pennsylvania; Jim Cuorato of the City Commerce Department and former Commerce Director Stephen Mullin; and Tim McNulty of DCED are to be recognized for their contributions.
- More than 60 academic, civic, and business leaders in the region took time to preview the draft research findings, providing valuable feedback on content and presentation.
- The University City Science Center provided initial assistance in organizing the project.
- Lastly, officials of other regions, most notably Baltimore, Boston, Pittsburgh, and the San Francisco Bay Area, graciously hosted the research team during benchmarking visits and provided valuable insight into their regions' knowledge industry initiatives.

The research presented in these reports represents the collective work of PEL Research Associates Annette Goldberg and Ernie Wright, under the guidance of Executive Director David Thornburgh and Deputy Director and Research Director Steve Wray and with the assistance of Research Associate Andrew Maleson and former Research Associate Anuj Gupta. A copy of the report is available on our website: www.peleast.org. We invite your thoughts on this research – please e-mail, call, or write us with your comments.

David B. Thornburgh
Executive Director
Pennsylvania Economy League—Eastern Division

TABLE OF CONTENTS

PROFILE OF GREATER PHILADELPHIA'S KNOWLEDGE INDUSTRY 1

- Types of Knowledge Institutions..... 1
- Strong Historical Roots..... 3
- Geographic Clustering and Position..... 4
- Industry Characteristics..... 7

INDUSTRY CONTRIBUTIONS TO REGIONAL ECONOMIC COMPETITIVENESS 10

- Attracting People to the Region 10
- Creating Access to an Educated and Skilled Worker Pool..... 13
- Generating Innovation 15
- Anchoring Communities..... 19

THE KNOWLEDGE INDUSTRY IN ACTION 21

- Hospitality and Tourism..... 21
- Professional and Business Services..... 25
- Life Sciences Industries..... 28

APPENDIX A: GREATER PHILADELPHIA'S COLLEGES AND UNIVERSITIES 37

APPENDIX B: INSTITUTION RANKINGS 40

- U.S. News & World Report 2001 Rankings of Greater Philadelphia Institutions 40

APPENDIX C: NOTES ON METHODOLOGY 43

- Regional Institution Counts..... 43
- Gross Regional Product 43
- Estimates of Student Attraction 44
- Regional Strategic Economic Clusters..... 44
- Estimates of Net Gain/Loss of College-Bound People..... 44
- Higher Education Quality Index 45
- Faculty Awards..... 45
- Estimates of Regional Educational Attainment Level..... 46

TABLE OF FIGURES

Figure 1. Greater Philadelphia CMSA Student Enrollment (Full-Time Equivalents or FTEs*) by Carnegie Classification.....	2
Figure 2. Greater Philadelphia's Colleges and Universities by Carnegie Classification and Control Type.....	3
Figure 3. Distribution of FTE Enrollment by County.....	4
Figure 4. Philadelphia vs. Rest of CMSA, Difference in Number of Institutions and Total FTE Enrollment.....	5
Figure 5. Total FTE Enrollment and Student Concentration for Metropolitan Areas in Pennsylvania.....	6
Figure 6. Greater Philadelphia CMSA Employment, Payroll, and ECI for Knowledge Industry and Select Industries.....	8
Figure 7. Distribution of Student Enrollment (FTEs*) by Level of Study (Philadelphia CMSA vs. US Total).....	11
Figure 8. Regional Comparison: Acceptance Rate of Select Institutions.....	12
Figure 9. Greater Philadelphia Institutions and Programs Ranked by U.S. News & World Report (Actual Ranking in Parentheses).....	13
Figure 10. Degrees Conferred by Greater Philadelphia Colleges and Universities: Undergraduate vs. Graduate Degrees.....	14
Figure 11. Regional Comparison: Degrees Conferred and Graduate Concentration Index (GCI) for Select Science & Engineering Fields of Study.....	15
Figure 12. Greater Philadelphia R&D Expenditures by Source of Funding.....	16
Figure 13. R&D Expenditures by Greater Philadelphia Institutions by Field of Study.....	17
Figure 14. Technology Transfer Activities (Invention Disclosures, Patents Issued, Licenses and Options Executed) for Greater Philadelphia Institutions, FY1998.....	18
Figure 15. Top 10 Producing Greater Philadelphia Institutions in Visual and Performing Arts.....	23
Figure 16. Top 10 Producing Majors by Greater Philadelphia Institutions in Visual and Performing Arts.....	23
Figure 17. Visual and Performing Programs Ranking in Top 25 (Masters of Arts) in Greater Philadelphia.....	23
Figure 18. Regional Comparison: Total Graduates from Visual and Performing Arts Programs.....	24
Figure 19. Greater Philadelphia's Graduates from Arts-Related Majors.....	24
Figure 20. Employment and Job Gains in the Hospitality Industry, 1995-1998.....	25
Figure 21. Regional Comparison: Total Graduates from Professional Services Fields of Study.....	26
Figure 22. Professional Services Programs Ranking in Top 25 in Greater Philadelphia.....	27
Figure 23. Employment and Job Gains in the Professional Services Industry, 1995-1998.....	28
Figure 24. Major Pharmaceutical and Biotechnology Companies in Greater Philadelphia.....	30
Figure 25. Regional Comparison: R&D Expenditures in Life Sciences (Millions of Dollars).....	31
Figure 26. Regional Comparison: Graduate Programs in Life and Related Sciences Ranking in Top 25.....	32
Figure 27. Associate's and Bachelor's Degrees Conferred in Life Sciences Majors by Greater Philadelphia Institutes (Total Degrees Conferred & Graduate Concentration Index*, and Significant Producers).....	32
Figure 28. Master's, Doctorate, and First Professional Degrees Conferred in Life Sciences Majors by Greater Philadelphia Institutions (Total Degrees Conferred & Graduate Concentration Index, and Significant Producers).....	33
Figure 29. Employment and Job Gains in the Health Services Industry, 1995-1998.....	34

PROFILE OF GREATER PHILADELPHIA'S KNOWLEDGE INDUSTRY

For an industry as important as Greater Philadelphia's knowledge industry of colleges and universities, it is vital to be able to describe and define the industry itself. Putting Greater Philadelphia's 83 diverse institutions of higher education into a single profile is a daunting task – but in this section we give it our best shot.

Eighty-three colleges and universities form the core of Greater Philadelphia's¹ knowledge industry.² In the broadest sense, these institutions of higher education qualify as the knowledge industry by virtue of the knowledge they impart to an enrolled student body (embodied in a degree) and the knowledge they generate through research.³ While they represent a rich variety of academic disciplines, organizational values, and administrative practices, our colleges and universities face many of the same challenges. They compete fiercely for students and faculty with other regions' colleges and universities and with an increasingly enticing private sector. They are charged with delivering a quality "product," while facing growing pressure to reduce costs, keep tuition under control, and are accountable for their performance. Even the venerable sphere of university-based research is changing as academics are offered stronger incentives and face stiffer competition in the race to commercialize research discoveries. With the emergence of the new economy, where knowledge and ideas are believed to have the greatest value, colleges and universities are increasingly the key to a region's economic development.

Colleges and universities have always played an important economic role in the Philadelphia region. As some of the oldest institutions in the region and even the nation, our colleges and universities have educated generations of regional residents, other Americans, and students from abroad, raising their level of knowledge and skills and preparing them for gainful employment and enterprising ventures. Through their research endeavors, Greater Philadelphia's colleges and universities have spurred on new industries and innovation in existing products and services, creating new opportunities and wealth for the region and the nation.

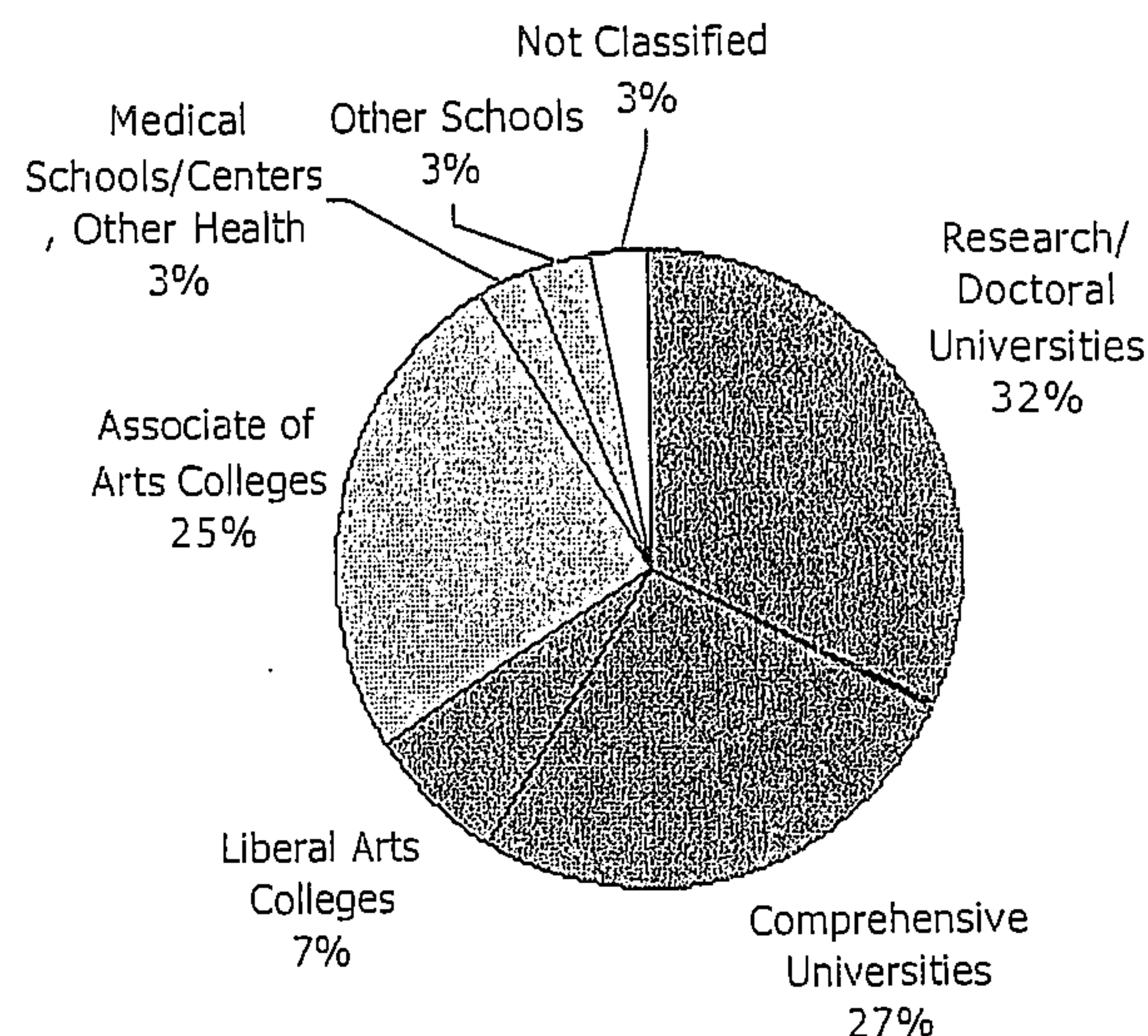
Increasingly, colleges and universities have emerged as major employers in the region. Their purchasing power equals that of major corporations, resulting in the creation of local jobs and businesses. Most important, much of the revenue generated by universities is "new" money to the region – federal research funding and tuition from non-resident students which otherwise would not be entering the local economy. On the qualitative side, colleges and universities provide cultural and recreational opportunities as well as community services such as health care and assistance with K-12 education for residents.

Thus, profiling the region's knowledge industry becomes a key to understanding regional economic competitiveness in the new economy. Understanding the knowledge industry means understanding their institutional, geographic, historical, and economic characteristics.

Types of Knowledge Institutions

Greater Philadelphia's knowledge industry is not a monolith – each institution has its own set of academic goals and achievements. The Carnegie Classification System provides a useful typology for grouping them (Figure 1).⁴

Figure 1. Greater Philadelphia CMSA Student Enrollment (Full-Time Equivalents or FTEs*) by Carnegie Classification



Source: Pennsylvania Economy League (PEL) calculations based on data from the US Department of Education, National Center for Education Statistics (NCES), Integrated Post-Secondary Education Data System (IPEDS), Institution Characteristics, 1997-98 and Enrollment Fall, 1997. *Based on full-time equivalent or FTE enrollment (full-time enrollment + 1/3 part-time enrollment) reported for 81 institutions.

Research and Doctoral Universities

Research and doctoral universities are the region's research leaders, though teaching is also a primary component of their mission. They offer a full range of baccalaureate programs, are committed to higher education through to the doctorate level, and receive significant levels of funding for research, particularly from the federal government. As major research institutions, they often provide technology transfer services as a benefit to faculty researchers as well as other services for promoting business activity, such as incubation or consulting services for start-up companies. While only five institutions in Greater Philadelphia have been classified as research or doctoral universities (Figure 2), they are among the largest institutions in the region and account for almost a third of all student enrollment. Their size, economic prowess, and reputation make them the most prominent institutions in the region's knowledge industry and group them with the most prestigious institutions in the country.

Comprehensive Universities

Like research and doctoral universities, comprehensive universities offer a full range of baccalaureate programs and are committed to higher education at the graduate level. While they might conduct research activities and perhaps even grant doctoral degrees, they do not do so to the extent that research and doctoral universities do. They account for more than a quarter of student enrollment in the region, though there are more of them and they are smaller in size. As major grantors of master's degrees such as MBAs and first professional degrees such as JDs and MDs, they are a primary contributor to the region's professional worker pool and as such enjoy strong recognition within the region and even some recognition outside the region.

Liberal Arts Colleges

Liberal arts colleges are primarily undergraduate colleges with a major emphasis on baccalaureate degree programs. While they might conduct research and perhaps even offer graduate degrees, they do not do so to the same extent as research and comprehensive universities. In some instances, they are very restrictive in their selection process and have earned a national reputation as being highly competitive. They are the smallest of the major classification types, accounting for 7 percent of regional FTE enrollments, and tend to have small student bodies. In spite of their small size, several draw a large portion of their student body from outside the region, raising the overall caliber of the region's reputation and the students who attend regional institutions.

Associate of Arts Colleges

Associate of arts colleges are undergraduate colleges that focus on granting associate's degrees. They include all the region's community colleges as well as a number of proprietary, for-profit institutions. Their programs are often designed as the starting point for students who intend to enter a 4-year baccalaureate program. Their function is teaching undergraduates; with almost no exceptions, they do not conduct research or grant degrees beyond the bachelor's degree level. As the only institution type located in 13 of the 14 counties of the metro area – indeed, in most cases they are partly the creatures of local government – community colleges are the major educators of the region's workforce, particularly entry-level workers and workers with technical skills. With almost a third of student enrollment, they enjoy strong local followings, but little recognition beyond the region.

Medical Schools/Centers and Other Health Professional Schools

These institutions primarily award professional degrees in medicine and other health-related fields such as chiropractic, nursing, pharmacy, or podiatry. They differ from larger universities that have schools of medicine and other health professional programs in that they exclusively focus on professional training and do not offer baccalaureate or graduate programs in fields other than medicine and other health-related professions.

Other Schools

This catchall category includes theological seminaries and Bible colleges, schools of engineering and technology, schools of business and management, schools of art, music, and design, schools of law, and teachers colleges. They are specialized institutions offering a range of degree programs within a single discipline.

Figure 2. Greater Philadelphia's Colleges and Universities by Carnegie Classification and Control Type

	Private, non-profit	State	State-related	County, local	Private, for-profit	Total
Research/Doctoral Universities	3		2			5
Comprehensive Universities	13	4	1			18
Liberal Arts Colleges	9	1				10
Associate of Arts Colleges	5			12	8	25
Med. Schools/Ctrs., Other Health Prof. Schools	5	1				6
Other schools	13		1			14
Not classified		1	2		2	5
Total	48	7	6	12	10	83

Source: PEL calculations based on data from NCES/IPEDS (Institution Characteristics, 1997-98)

Strong Historical Roots

Greater Philadelphia's knowledge industry institutions are deeply rooted in the region's history – with the exception of Associate of Arts Colleges (i.e., community colleges), all the major classifications of institutions have average ages of at least 95 years. The first attempts to establish an institution of higher education were in 1740, but it was not until almost 10 years later under the vision of Benjamin Franklin that the University of Pennsylvania was officially established as the nation's first secular institution. Penn remained the only institution of higher education in the region (that survives today) until 65 years later when the Pennsylvania Academy of Fine Arts, the nation's first art school and museum, was founded. Sixty-eight Philadelphia apothecaries who sought to train apprentices and students in the fundamental sciences underlying pharmacy, biology and chemistry founded the Philadelphia College of Pharmacy, now called the University of the Sciences in Philadelphia, in 1821. By the middle of the 19th century, the region's knowledge industry had grown to 16 colleges and universities, two of which were intended for students of African descent – Cheyney University (1837) and Lincoln University (1854) – a reflection of the region's strong abolitionist stance and philanthropic tradition.

The knowledge industry continued to grow into the next century as the region matured. In 1891 the Drexel Institute of Art, Science and Industry, now known as Drexel University, was explicitly founded to meet the needs of a growing industrialized economy. Leading up to the First World War, colleges of business, nursing, and other trade schools were founded as residents sought to enter the workforce as professionals. The last major wave of institutions

– community colleges and liberal arts institutions – was created in the wake of the Second World War. With more open admission policies, these institutions were created to educate a generation of Americans returning from the war as well as their children, the baby boomers, who are the largest population segment in the country today. The most recently established institutions of higher education tend to be for-profit and proprietary, offering technical skills training and other specialized skills relevant to the modern-day economy.

Today, the knowledge industry remains a visible symbol of societal values regarding opportunity, even as institutions adapt to changes in society's view of what the means to opportunity should be. Unlike most industries, where restructuring often led to company relocation, closures or downsizing, our colleges and universities – “placed-based” institutions by nature – have been comparatively stable entities in our region's communities. At the same time, there has been growing recognition by colleges and universities themselves that active participation and investment in local and regional issues can only stand to improve their institutional well being. The future of the knowledge industry and the region is likely to be one of greater recognition of each other and collaboration between the two.

Prevalence of Private Institutions

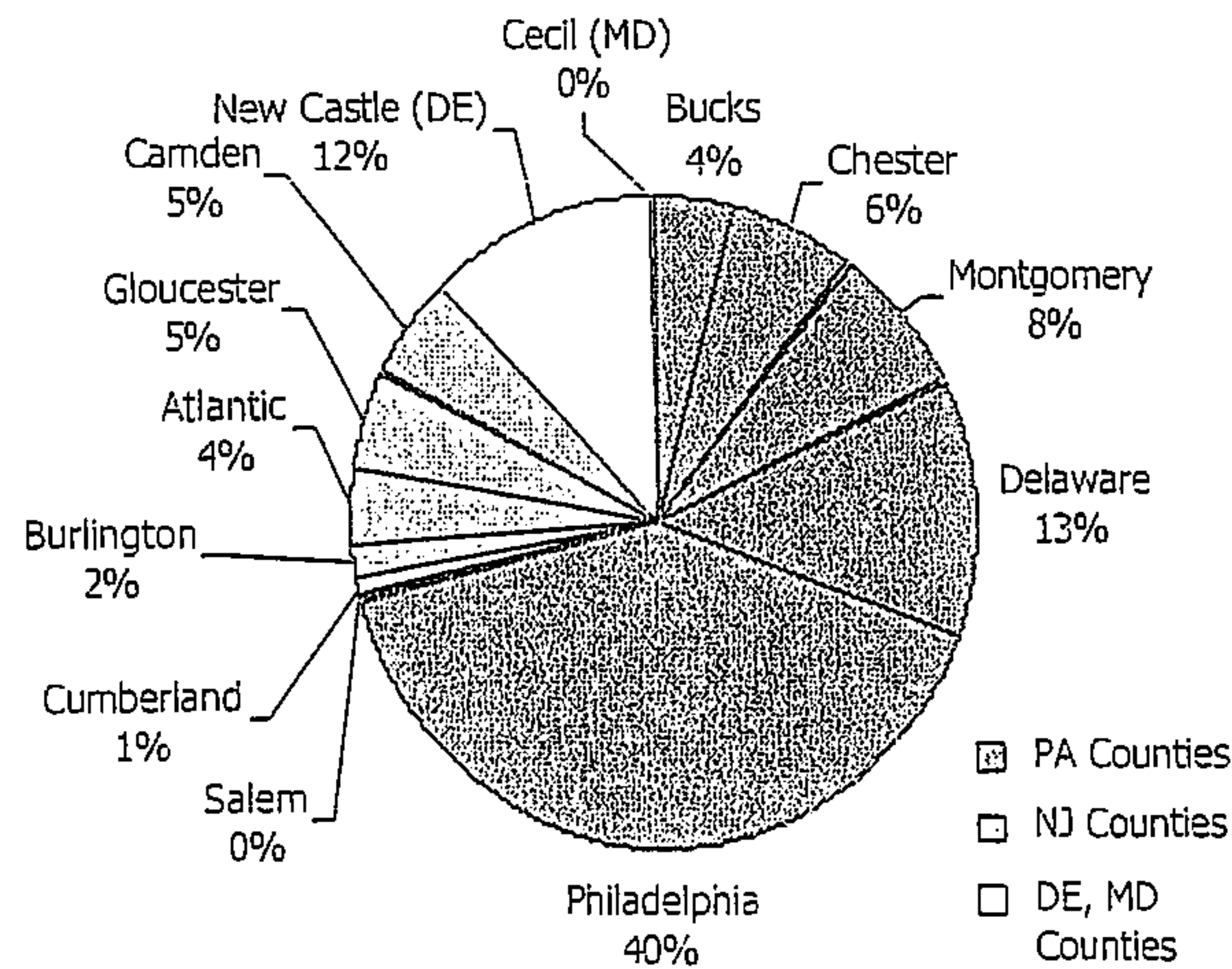
The vast majority of colleges and universities in Greater Philadelphia are private, non-profit institutions. With the exception of community colleges, private, non-profit institutions outnumber other institution types in every category. Indeed, of the region's 83 institutions, only 7 are fully funded by their respective state (5 by New Jersey and 2 by Pennsylvania) and another 12 are affiliated with their host county or local government (and partially funded by their respective state governments). Five regional institutions in Pennsylvania and one in Delaware (the University of Delaware) are considered “state-related” or state-affiliated. These institutions receive some state funding but are privately chartered and -operated schools.

The prevalence of private institutions in the region is likely a reflection of their prevalence throughout Pennsylvania, which has the 3rd most independent colleges and universities in the country (after New York and California). Observers of Pennsylvania's system of higher education have noted that neither of the state's two major cities – Philadelphia or Pittsburgh – has a fully funded state school located within it (though both have state-related institutions, Temple University and the University of Pittsburgh, respectively). On the other hand, none of the 11 institutions in the New Jersey portion of the region is private.

Geographic Clustering and Position

Knowledge industry institutions are located in every county of the region, but their presence is stronger in some, resulting in clustering of institutions and even differences between clusters. The broadest concentration of institutions is in the 5 counties of Pennsylvania, which have 66 of the region's 83 institutions and 71 percent of the enrolled student body (Figure 3).

Figure 3. Distribution of FTE Enrollment by County



Source: PEL calculations based on data from NCES/IPEDS (Enrollment Fall 1997)