Account Number : 896605 Thursday June 21, 2001

2001 RETAIL TRADE POTENTIAL REPORT
(CURRENT YEAR POTENTIAL SALES BY STORE TYPE)
BY CLARITAS INC 800-234-5973
PREPARED FOR
DALE HELMICH, LTD

STEVENS POINT PRIMARY TRADE AREA SITE: 1016873
STEVENS POINT, WI COORD: 0:00.00 0:00.00

DESCRIPTION	TOTALS
POTENTIAL SALES BY CATEGORY ($000)	
TOTAL RETAIL SALES	$1,414,988
APPAREL & ACCESSORY STORES	$45,851
AUTOMOTIVE DEALERS	$330,101
AUTOMOTIVE/HOME SUPPLY STORES	$10,203
DRUG & PROPRIETARY STORES	$17,177
EATING & DRINKING PLACES	$117,650
FOOD STORES	$186,666
FURNITURE/HOME FURN. STORES	$44,614
HOME APPLIANCE/RADIO/TV STORES	$20,472
GASOLINE SERVICE STATIONS	$93,998
GENERAL MERCHANDISE	$245,080
DEPARTMENT STORES (INCL. LEASED DEPTS.)	$170,685
HARDWARE/LUMBER/GARDEN STORES	$92,719

Account Number : 896605 Thursday June 21, 2001

2001 RETAIL TRADE POTENTIAL REPORT
(CURRENT YEAR POTENTIAL SALES BY STORE TYPE)
BY CLARITAS INC 800-234-5973
PREPARED FOR
DALE HELMICH, LTD

STEVENS POINT SECONDARY TRADE AREA SITE: 1016873
STEVENS POINT, WI COORD: 0:00.00 0:00.00

DESCRIPTION	TOTALS
POTENTIAL SALES BY CATEGORY ($000)	
TOTAL RETAIL SALES	$1,226,890
APPAREL & ACCESSORY STORES	$25,545
AUTOMOTIVE DEALERS	$331,343
AUTOMOTIVE/HOME SUPPLY STORES	$7,808
DRUG & PROPRIETARY STORES	$20,527
ATING & DRINKING PLACES	$90,372
FOOD STORES	$163,025
FURNITURE/HOME FURN. STORES	$24,116
HOME APPLIANCE/RADIO/TV STORES	$19,816
GASOLINE SERVICE STATIONS	$90,510
GENERAL MERCHANDISE	$204,957
DEPARTMENT STORES (INCL. LEASED DEPTS.)	$157,752
HARDWARE/LUMBER/GARDEN STORES	$77,201