

MARKET ANALYSIS

Potential Customers	<u>% Growth</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Local Workers	2%	4853	4950	5049	5150	5253
Local Students	2%	2844	2901	2959	3018	3078
Seasonal Tourist	3%	80558	82975	85464	88028	90669
Weekend Shoppers	4%	4308	4480	4660	4846	50450
Area Residents	2%	15000	15300	15606	15918	16236