

PRESS RELEASE

Rebuilding Business Infrastructure in Metro New Orleans a Monumental Task

Until three weeks ago, the Crescent City was home to 31,000 businesses employing over half a million people.

Westerly, RI, September 19, 2005: Devonshire Associates Ltd., a leading supplier of econometric and demographic information products, today released exclusive data that reveals the monumental scale of the effort required to help New Orleans businesses overcome the effects of Hurricane Katrina.

Prior to the storm, metropolitan New Orleans – which includes the cities of Kenner and Metairie, as well as the regions just north and east of Lake Ponchartrain – was home to 31,240 businesses that employed 539,295 people. Of those, 5,181 were retail establishments employing 70,625 people. Another 2,510 businesses in the foodservice industry employed 49,996 people. Together, the greater New Orleans retail and foodservice sectors accounted for nearly \$17 billion in annual sales. Since most of these establishments can be expected to have operated in one-story ground-floor facilities, widespread structural damage, equipment and inventory loss – with a resulting loss of revenue and employment – is virtually certain.

“Much of the national focus has been on rebuilding public infrastructure – roads and bridges – and private residences,” said John Rafferty, president and CEO of Devonshire. “Our data shows that New Orleans was home to an extremely diverse and robust consumer economy that will require additional tens of billions to restore. And, of course, the impact on wages and salaries still can’t be gauged.”

Reinforcing the notion of New Orleans as an already poor community, Rafferty noted that while New Orleans is the 40th largest metropolitan area in the country, it ranks 272nd in median household income. The single greatest private employment sector is healthcare and social assistance services (77,529 employees in 3,289 establishments), followed by retail, foodservice and manufacturing (40,912 employees in 924 establishments).

For elaboration or more information about Devonshire, contact Mark Gordon at 401.348.6600. You can also visit the company’s web site at www.devonline.com. A company backgrounder is attached.



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Company Backgrounder

Overview

Since 1986, Devonshire Associates Ltd. has been a leading provider of marketing information products and services. Devonshire produces customized, geo-based econometric, demographic, consumer segmentation and other business data for such clients as **Rand McNally, Arbitron, Marketron, American Home Furnishings Alliance, Wells Fargo, the US Selective Service,** and others. Devonshire's senior technical and analytic staff represents over 150 years' experience in the information services industry.

Products

Devonshire's exclusive **Economic Data Series** is the most complete economic data library available. EDS provides a comprehensive view of the retail and business services landscape with over 1,000 data variables measuring supply and demand in the marketplace. Devonshire provides demographic estimates and projections through its **Demographic Data Series**, as well as a household-based segmentation system through its **Consumer Data Series**. Devonshire also provides geo-market and customer analytic services to companies nationwide.

Partners & Resellers

Devonshire maintains strategic partnerships and reseller relationships with such leading information products companies as Scan/US, Inc.; Tactician Corp.; Spatial Insights, Inc.; FIND.com; Rand McNally.

Selected Clients by Industry

Consumer Retail: Barnes & Noble, Estee Lauder, Starbucks, Top Driver. **Media/Publishing:** Arbitron, Bravo Networks, Sales Evaluation Associates, Calkins Newspapers, Rand McNally, Marketron. **Marketing Consulting:** Clark, Martire & Bartolomeo; MarketKnowledge; Marts & Lundy; Market Insights/Torcivia. **Financial Services:** The Equitable, People's Bank. Wells Fargo Home Mortgage, Zurich-Kemper Insurance. **Internet:** CoolSavings.com, BigStar.com. **Manufacturing:** American Home Furnishings Alliance, Mannington Mills, Snap-On Tools.

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MARKETING INFORMATION MANAGEMENT

INFORMATION THAT COUNTS™

MetroBuy Report

MSA 35380: NEW ORLEANS-METAIRIE-KENNER, LA

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MetroBuy Report

Current-Year Estimates			
	Metro Total	Metro Rank	Metro Index
Total Population	1,318,235	40	
Total Households	535,050	40	
Median Household Income	\$38,050	272	78

5-Year Projections			
	Metro Total	Metro Rank	Metro Index
Total Population Projection	1,322,126	41	
Total Households Projection	577,947	40	
Median Hh Income Projection	\$41,109	275	75

Business Summary			
	Metro Total	Metro Rank	Metro Index
Total Business Establishments	31,240	39	
Total Business Employment	539,295	43	

	Metro Total	Metro Rank	Metro Index
Total Retail Establishments	7,691	37	
Total Retail Employment	120,621	40	
Total Retail Sales (\$000's)	\$16,987,520	41	

Establishments & Employment by Industry

Industry Group	Establishments		
	Metro Total	Metro Rank	Metro Index
Agriculture, Forestry & Fishing	42	84	63
Mining	225	8	312
Utilities	88	25	154
Construction	2,247	52	74
Manufacturing	924	62	59
Wholesale Trade	2,057	36	100
Retail Trade	5,181	38	109
Transportation & Warehousing	1,060	28	136
Information Services	424	51	67
Finance & Insurance	2,100	41	109
Real Estate	956	44	84
Rental & Leasing Services	362	36	124
Professional & Technical Services	3,792	36	107
Third-Party Management	186	51	80
Administrative & Support Services	1,596	43	97
Waste Management Services	59	45	86
Educational Services	368	34	110
Health Care & Social Assistance	3,289	35	109
Arts, Entertainment & Recreation	478	37	103
Accommodations	307	30	141
Foodservices	2,510	36	116
Other Services	2,989	43	95

	Employment		
	Metro Total	Metro Rank	Metro Index
	113	168	21
	7,765	6	597
	3,587	32	122
	29,048	47	93
	40,912	75	58
	27,913	44	92
	70,625	40	103
	28,550	31	156
	10,061	63	52
	23,720	50	75
	6,118	40	91
	5,254	29	156
	30,454	41	83
	8,230	66	55
	38,441	43	93
	1,568	38	108
	21,161	26	164
	77,529	34	115
	13,855	29	160
	18,138	19	227
	49,996	35	130
	26,257	43	102

Retail Establishments by Store Type			
	Establishments		
Store Type	Metro Total	Metro Rank	Metro Index
Motor Vehicle & Parts Dealers	477	45	85
Furniture & Home Furnishings	277	46	85
Electronics & Appliance Stores	186	44	79
Building Material & Garden Equip	340	44	83
Food & Beverage Stores	863	27	116
Health & Personal Care Stores	451	30	111
Gas Stations	537	39	105
Clothing & Accessories Stores	858	31	111
Sporting Goods, Books & Music	254	43	79
General Merchandise Stores	157	42	89
Miscellaneous Store Retailers	664	35	107
Nonstore Retailers	117	61	58
Foodservices & Drinking Places	2,510	36	104
Total Retail & Foodservice	7,691	37	

Retail Sales by Store Type (\$000's)			
	Sales		
Store Type	Metro Total	Metro Rank	Metro Index
Motor Vehicle & Parts Dealers	\$3,326,459	51	82
Furniture & Home Furnishings	\$429,397	46	92
Electronics & Appliance Stores	\$368,423	43	79
Building Material & Garden Equip	\$1,167,362	50	83
Food & Beverage Stores	\$2,131,086	44	95
Health & Personal Care Stores	\$1,101,031	31	126
Gas Stations	\$1,249,463	42	115
Clothing & Accessories Stores	\$876,417	42	102
Sporting Goods, Books & Music	\$325,548	45	84
General Merchandise Stores	\$2,489,535	37	119
Miscellaneous Store Retailers	\$551,094	37	116
Nonstore Retailers	\$657,730	55	74
Foodservices & Drinking Places	\$2,313,977	36	139
Total Retail & Foodservice	\$16,987,520	40	

Retail Sales by Merchandise Line (\$000's)			
Merchandise Type	Metro Total	Metro Rank	Metro Index
Groceries	\$2,081,800	41	98
Meals	\$1,981,475	37	132
Drinks (Served)	\$327,793	27	182
Packaged Alcohol	\$235,797	41	96
Tobacco Products	\$212,626	43	101
Drugs/HBA	\$1,263,983	38	114
Soaps/Cleaners	\$148,108	31	135
Paper/Related Products	\$103,383	42	104
Mens Wear	\$404,146	40	109
Womens Wear	\$706,068	40	108
Childrens Wear	\$212,508	36	122
Footwear	\$277,708	40	111
Sewing/Knitting Goods	\$29,332	37	123
Drapes/Coverings	\$123,433	41	103
Major Appliances	\$140,476	37	123
Small Appliances	\$45,138	40	101
TVs/Video Equipment	\$115,499	41	99
Audio/Music Instruments/Supply	\$157,346	42	88
Furniture/Sleep Equipment	\$285,878	45	93
Floor Coverings	\$88,953	54	76
Computer Hardware/Software	\$366,317	32	98
Kitchenware	\$194,727	45	89
Jewelry	\$233,362	35	114
Books	\$93,448	42	93
Photo Equipment	\$37,167	39	105
Toys/Hobby/Games	\$146,319	41	98
Optical Goods	\$53,411	38	99
Sporting Goods	\$219,091	40	106
Recreational Vehicles	\$0	275	0
Hardware/Tools	\$511,723	42	101
Lawn/Garden	\$200,930	57	74
Lumber/Supplies	\$478,537	55	77
Paint	\$98,629	42	101
Mobile Homes	\$15,582	166	28
Wallpaper	\$4,238	60	67
New/Used Cars/Trucks/Vans	\$2,457,594	50	80
Auto Fuels	\$846,344	44	106
Auto Lubricants	\$34,687	51	88
Auto Tires/Batteries/Accessories	\$424,389	51	84
Household Fuels	\$711	313	0
Pets/Supplies	\$66,451	47	89

Service Industry Revenue by Establishment Type (\$000's)			
Service Establishment Type	Metro Total	Metro Rank	Metro Index
Movie Theaters	\$32,955	56	94
Wired Telecommunications	\$764,928	56	114
Wireless Telecommunications	\$882,616	29	258
Data Processing Services	\$67,957	97	35
Passenger Car Rental	\$182,907	26	125
Video Rentals	\$31,785	47	51
General Rental Centers	\$26,794	38	75
Lawyers	\$1,451,602	24	183
Certified Public Accountants	\$256,792	34	112
Tax Preparation Services	\$23,301	46	101
Architectural Services	\$98,474	46	86
Interior Design Services	\$39,564	34	109
Graphic Design Services	\$4,870	122	11
Management Consulting Services	\$47,005	84	18
Human Resource & Exec Search	\$17,679	80	22
Marketing Consulting Services	\$17,010	84	19
Advertising Agencies	\$57,842	51	53
Temporary Help Services	\$218,753	59	60
Telephone Answering Services	\$22,069	36	103
Copy Shops & Business Centers	\$39,428	35	98
Collection Agencies	\$136,306	16	288
Travel Agencies	\$24,951	49	47
Locksmiths	\$13,787	28	152
Exterminating & Pest Control	\$68,796	23	174
Automobile Driving Schools	\$3,420	30	206
Offices of Physicians	\$1,737,673	31	115
Offices of Dentists	\$484,579	29	113
Offices of Optometrists	\$21,853	71	43
General Medical Hospitals	\$3,459,208	25	127
Child Day Care Services	\$85,735	59	57
Museums	\$57,616	21	109
Amusement & Theme Parks	\$3,229	80	4
Golf Courses & Country Clubs	\$58,226	63	34
Fitness Centers	\$40,338	60	28
Hotels & Motels	\$999,432	17	129
General Auto Repair	\$122,771	54	78
Appliance Repair	\$23,647	49	101
Beauty Shops	\$77,152	54	55
Funeral Homes	\$66,084	28	106
Coin-Operated Laundries	\$12,886	49	48
Dry Cleaning Services	\$55,925	31	103
One-Hour Photo Finishing	\$391	221	8

Occupation Summary			
	Metro Total	Metro Rank	Metro Index
White Collar	300,796	41	96
Blue Collar	238,499	41	106

Selected Occupations			
	Metro Total	Metro Rank	Metro Index
Business & Financial Operations	18,449	47	86
Management Occupations	35,142	46	93
Professional Occupations	107,627	39	100
Engineers	5,048	51	75
Legal	4,699	44	79
Education, Training & Library	48,058	32	118
Dentists	616	45	90
Optometrists	139	44	85
Physicians & Surgeons	2,974	37	108
Podiatrists	84	30	133
Veterinarians	279	38	95
Sales Occupations	55,892	43	99
Insurance Sales Agents	1,452	54	73
Real Estate Brokers & Agents	1,889	41	92
Office & Administrative Support	83,686	47	93
Service Occupations	122,074	35	122
Food Preparation & Services	50,398	33	135
Healthcare Support	13,324	38	107
Protective Services	13,263	41	108
Farming, Fishing & Forestry	2,520	56	77
Construction & Extraction	27,502	44	101
Installation, Maintenance & Repair	20,959	43	99
Production Occupations	26,561	60	69
Transportation & Material Moving	38,883	39	108

Consumer Expenditure Summary

CEX Category	Total (\$000's)		
	Metro Total	Metro Rank	Metro Index
Total Consumer Expenditures	\$23,558,921	43	100
Food Expenditures	\$3,046,704	42	103
Food at Home	\$1,722,327	40	105
Food Away from Home	\$1,324,376	43	100
Alcoholic Beverages	\$228,738	43	100
Tobacco Products	\$178,887	40	111
Housing Expenditures	\$7,471,236	43	101
Shelter Costs	\$4,394,351	43	100
Maintenance, Repairs, Insure	\$550,763	43	100
Utilities, Fuels, Public Services	\$1,460,602	40	105
Household Operation	\$389,252	43	101
Home & Garden Supplies	\$332,873	42	103
Furnishings & Equipment	\$894,156	44	97
Miscellaneous Household Equip	\$387,982	44	98
Apparel & Services	\$1,012,959	43	99
Men, Age 16+ Years	\$186,170	44	98
Boys, Age 2 to 15 Years	\$48,664	43	101
Women, Age 16+ Years	\$340,301	43	100
Girls, Age 2 to 15 Years	\$70,279	43	100
Children, Under 2 Years	\$47,972	44	99
Footwear	\$174,353	43	101
Transportation	\$4,445,973	43	100
Vehicle Purchases	\$2,114,128	43	100
Gasoline & Motor Oil	\$684,976	42	102
Other Vehicle Expenditures	\$1,418,263	43	100
Vehicle Maintenance & Repair	\$401,448	43	101
Public Transportation	\$228,606	44	98
Health Care	\$1,299,887	40	106
Insurance	\$637,875	40	106
Medical Services	\$337,198	43	101
Drugs	\$266,982	40	110
Medical Supplies	\$57,831	40	105
Entertainment	\$1,214,253	44	97
Personal Care Products/Services	\$306,124	43	102
Reading	\$74,460	42	102
Educational Expenses	\$423,021	42	98
Miscellaneous Services	\$461,505	43	101
Cash Contributions	\$752,088	45	98
Personal Insurance & Pensions	\$2,643,092	45	93

Per Household		
Metro Total	Metro Rank	Metro Index
\$44,031	206	88
\$5,694	200	90
\$3,219	202	92
\$2,475	204	87
\$428	191	87
\$334	300	97
\$13,964	197	88
\$8,213	193	88
\$1,029	198	87
\$2,730	207	92
\$728	192	89
\$622	245	90
\$1,671	200	85
\$725	204	86
\$1,893	194	87
\$348	184	86
\$91	192	88
\$636	180	88
\$131	212	87
\$90	206	87
\$326	209	88
\$8,309	224	88
\$3,951	231	88
\$1,280	230	90
\$2,651	220	87
\$750	217	88
\$427	185	86
\$2,429	228	92
\$1,192	221	93
\$630	228	88
\$499	226	96
\$108	196	92
\$2,269	199	85
\$572	201	89
\$139	181	89
\$791	155	86
\$863	217	89
\$1,406	207	86
\$4,940	204	81

Data Sources

The economic information contained in the MetroBuy Report is provided by Devonshire Associates Ltd.

Business and Occupation Summary information is based on data provided by the U.S. Census Bureau and Bureau of Labor Statistics and is updated annually by Devonshire.

Retail Sales, Merchandise Line Sales, and Service Industry Sales information is based on data provided by the U.S. Census Bureau, Bureau of Labor Statistics, individual state Departments of Revenue, and the Devonshire Business Summary file and is updated annually by Devonshire.

Consumer Expenditure information is based on the Consumer Expenditure Survey conducted annually by the Bureau of Labor Statistics and updated demographics from Scan/US, Inc. and is updated annually using multivariate modeling techniques.

A full Economic Data Series of over 1,000 variables is available from Devonshire. The Economic Data Series provides a comprehensive view of the retail and business services landscape with measures of supply and demand in the marketplace. Databases include Business Summary, Retail Sales, Merchandise Line Sales, Service Industry Sales, and Consumer Spending Potential. Economic Data Series variables are available at the ZIP Code, County, MSA, and State levels of geography.

Data Reporting

Each of the 270 variables included in the MetroBuy Report is ranked according to its placement within the 361 Metropolitan Statistical Areas (MSAs) of the U.S.

A Metro Index is also included which scores the relative concentration of the variable versus the concentration of the variable across all metropolitan areas of the U.S. A Metro Index of 100 indicates that the relative concentration of the variable within the Metro area is consistent with all metro areas of the U.S. A Metro Index of 200 indicates that the relative concentration of the variable is twice the national metro average, while an index of 50 indicates that the relative concentration of the variable is half the national metro average. Index values over 150 are highlighted in yellow.

Metropolitan Statistical Areas are made up of one or more counties. The Office of Management and Budget defines metropolitan statistical areas based on geographic and demographic criteria.

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