

## DEMOGRAPHIA

### COMPARISON OF MEDIAN HOUSE PRICE TRENDS TO 2010 BY GEOGRAPHIC SECTORS

Method: Sales weighted percentages (each transaction carries the same weight)

All sales of existing and new detached housing and condominiums

#### MARKETS INCLUDED

California

- Los Angeles Area
- San Francisco Bay Area
- San Diego Area
- Sacramento Area

Chicago Area

Atlanta Area

Seattle Area

New York Area

#### CALIFORNIA: MAJOR MARKETS

##### MEDIAN HOUSE PRICES: JULY 2007-JANUARY 2010

Area	Central	Inner Suburbs	Outer Suburbs	Overall
Los Angeles Area	-45.3%	-30.0%	-41.5%	-37.1%
San Francisco Bay Area	-38.0%	-39.1%	-38.6%	-38.6%
San Diego Area	-36.5%	-37.4%	-37.0%	-36.9%
Sacramento Area	-53.6%	-36.3%	-37.5%	-44.0%
Overall	-43.3%	-35.7%	-38.7%	-39.2%

## DESCRIPTION OF GEOGRAPHICAL AREAS

Los Angeles Area	
Central	Central and south city of Los Angeles
Inner Suburbs	Area surrounding central (such as Westside & Los Angeles county beach areas, Glendale, Pasadena, Monterey Park, San Fernando Valley, San Gabriel Valley)
Outer Suburbs	Area outside inner suburbs (such as Santa Clarita, Los Angeles county east of Pomona Hills, Orange County, Eastern Ventura County and the Riverside-San Bernardino urban area (western San Bernardino and northwestern Riverside counties))

San Francisco Bay Area	
Central	San Francisco, Oakland, Emeryville
Inner Suburbs	Areas surrounding central, (such as Western Alameda and Contra Costa Counties, Southern Marin County, San Mateo County)
Outer Suburbs	Areas outside inner suburbs (such as Santa Clara County, Santa Cruz County, Eastern Alameda and Contra Costa Counties, Northern Marin County, Sonoma County)

San Diego Area	
Central	Central city of San Diego (approximate 1950 borders)
Inner Suburbs	Areas surrounding central (such as Chula Vista, La Jolla, La Mesa, El Cajon)
Outer Suburbs	Areas outside inner suburbs (such as Eastern and Northern San Diego County)

Sacramento Area	
Central	Sacramento, West Sacramento.
Inner Suburbs	Areas surrounding central (such as eastern, northern and southern Sacramento county)
Outer Suburbs	Areas outside inner suburbs (such as Woodland, Davis, Placer County)

## CHICAGO AREA

### MEDIAN HOUSE PRICES: 2008-2<sup>nd</sup> QUARTER – 2009-4<sup>th</sup> QUARTER

Area	Central	Inner Suburbs	Outer Suburbs	Overall
Chicago	-21.0%	-16.3%	-17.5%	-17.8%

Chicago Area	
Central	City of Chicago
Inner Suburbs	Balance of Cook County, DuPage County
Outer Suburbs	Kane, McHenry, Will, Lake (IL) counties

## ATLANTA AREA

### MEDIAN HOUSE PRICES: 2008-2<sup>nd</sup> QUARTER – 2009-4<sup>th</sup> QUARTER

Area	Central	Inner Suburbs	Outer Suburbs	Overall
Atlanta	-11.6%	-17.0%	-15.8%	-15.8%

Atlanta Area	
Central	City of Atlanta
Inner Suburbs	Balance Fulton County, DeKalb, Cobb, Gwinnet, Clayton, Douglas, Fayette counties
Outer Suburbs	Barrow, Bartow, Cherokee, Coweta, Forsyth, Henry, Palding, Rockdale, Walton counties
Shading indicates excluded due to insufficient data	

## SEATTLE AREA

### MEDIAN HOUSE PRICES: 2008-2<sup>nd</sup> QUARTER – 2009-4<sup>th</sup> QUARTER

Area	Central	Inner Suburbs	Outer Suburbs	Overall
Seattle	-14.2%	-14.7%	-13.2%	-13.7%

Seattle Area	
Central	Cities of Seattle (south of 98 St NE and NW) and Tacoma
Inner Suburbs	Balance of Western King County including Vashon Island
Outer Suburbs	Eastern King County (east of Lake Sammamish), Pierce County except Tacoma, Kitsap County, Thurston County

## PORTLAND (OREGON) AREA

### MEDIAN HOUSE PRICES: 2008-2<sup>nd</sup> QUARTER – 2009-4<sup>th</sup> QUARTER

Area	Central	Inner Suburbs	Outer Suburbs	Overall
Portland	-10.0%	-14.5%	-15.7%	-13.5%

Portland Area	
Central	City of Portland
Inner Suburbs	Beaverton, Tigard, Milwaukie, Gladstone, Oregon City, Lake Oswego, West Linn
Outer Suburbs	Outside inner suburbs

## NEW YORK AREA

### MEDIAN HOUSE PRICES: 2008Q4 to 2009Q4

Area	Central	Inner Suburbs	Middle Suburbs	Outer Suburbs	Overall
New York	-9.8%	-6.9%	-4.2%	-7.1%	-6.1%

New York Area	
Central	Manhattan
Inner Suburbs	4 Other New York City Boroughs, <b>Hudson</b> County
Middle Suburbs	Nassau, Westchester, <b>Essex</b> , Union, Morris, Middlesex, Passaic, Bergen, Somerset counties
Outer Suburbs	<b>Suffolk</b> , Putnam, Rockland, Ocean, Monmouth, Sussex counties
Shading indicates excluded due to insufficient data	

Source: Calculated from Data Quick reports.

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