



CITY OF PACIFIC GROVE, CA

INSIGHT

MARKET ANALYTICS

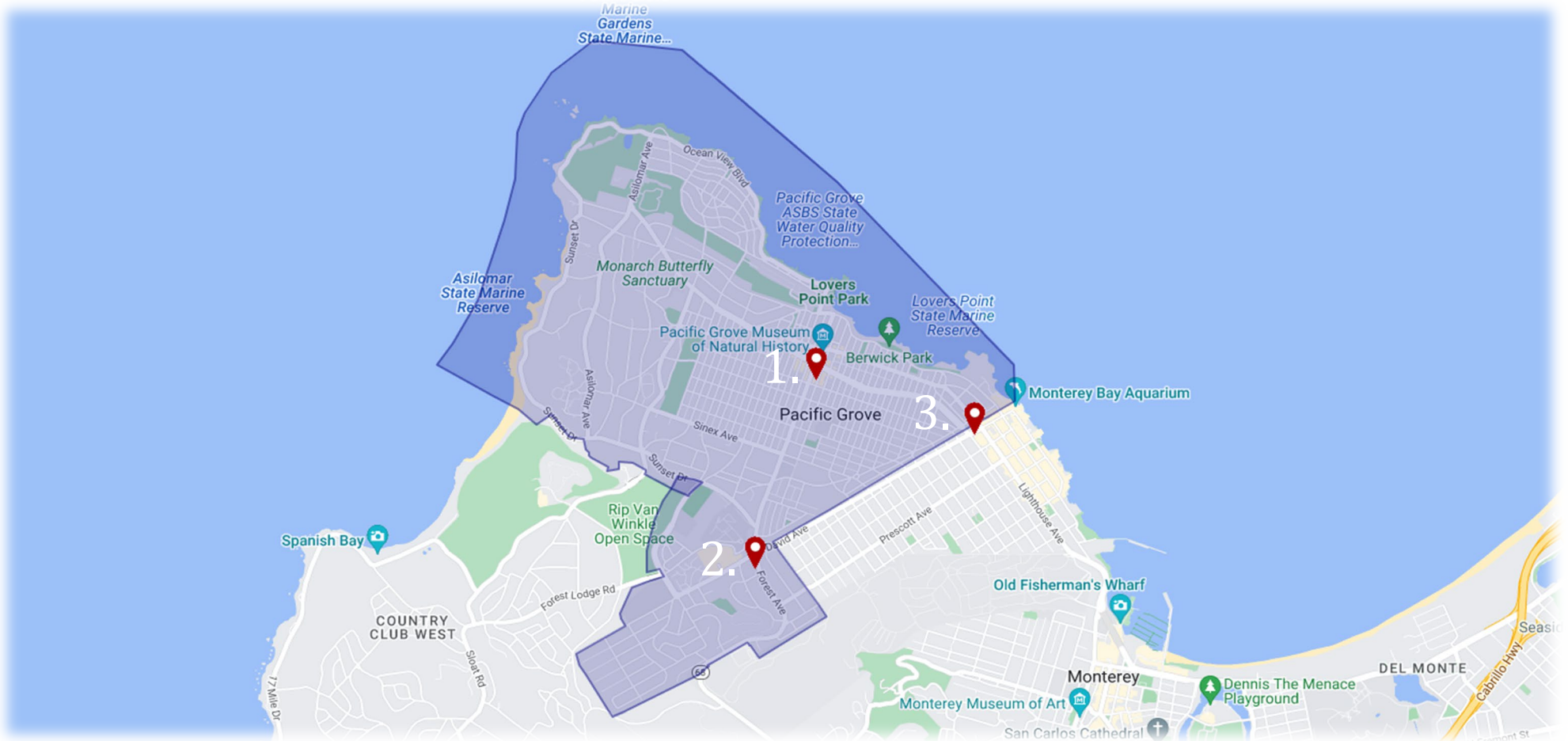
HdL  ECON Solutions

Submitted by:

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Population
Households
Average HH Income
White Collar (Residents)
College Degree & Above

Pacific Grove

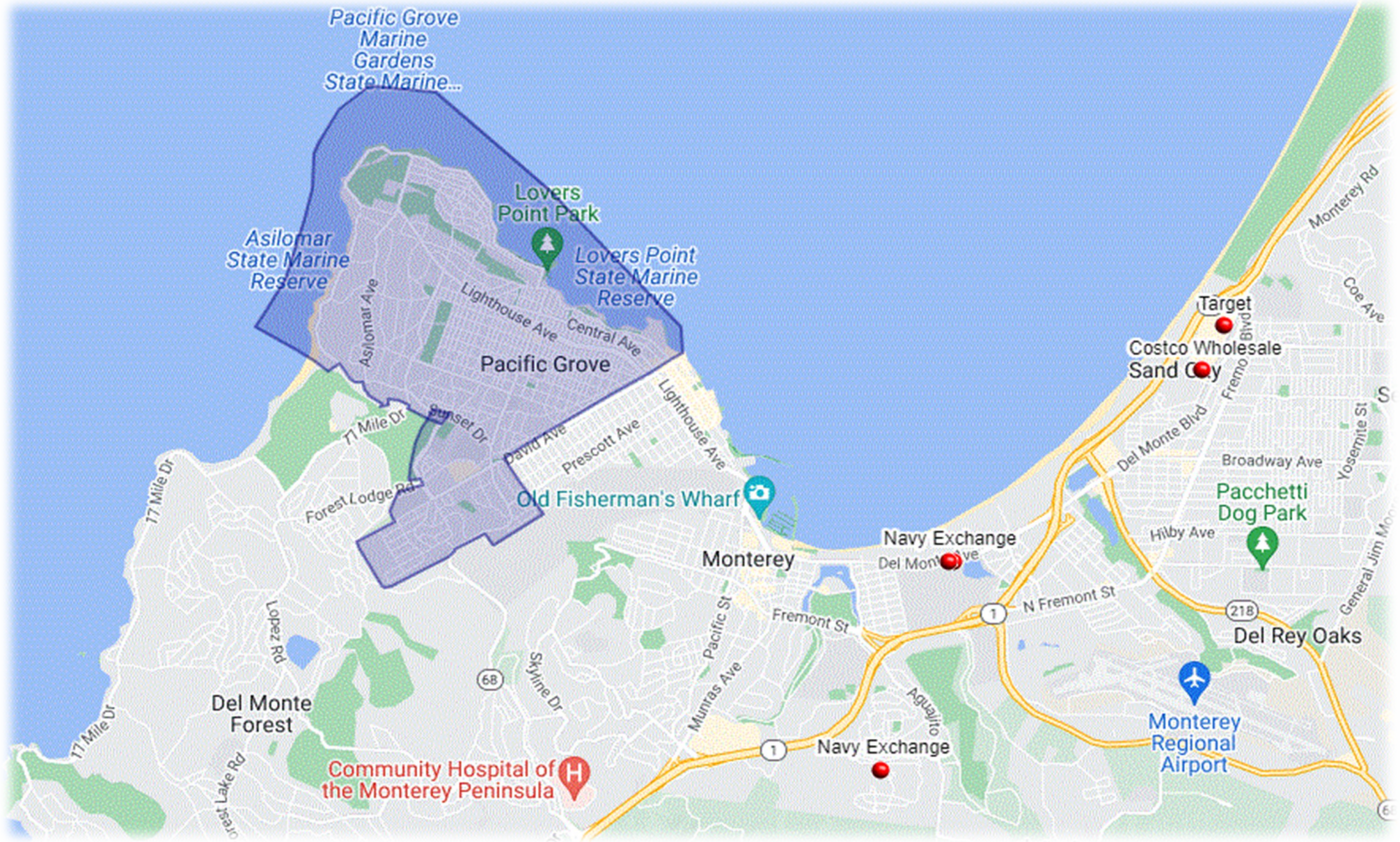
15,327
7,189
\$122,258
79%
54%

Major Retail Areas

- 1 Downtown Pacific Grove-Lighthouse & Forest Ave
- 2 David Ave & Forest Ave
- 3 Central & Eardley Ave

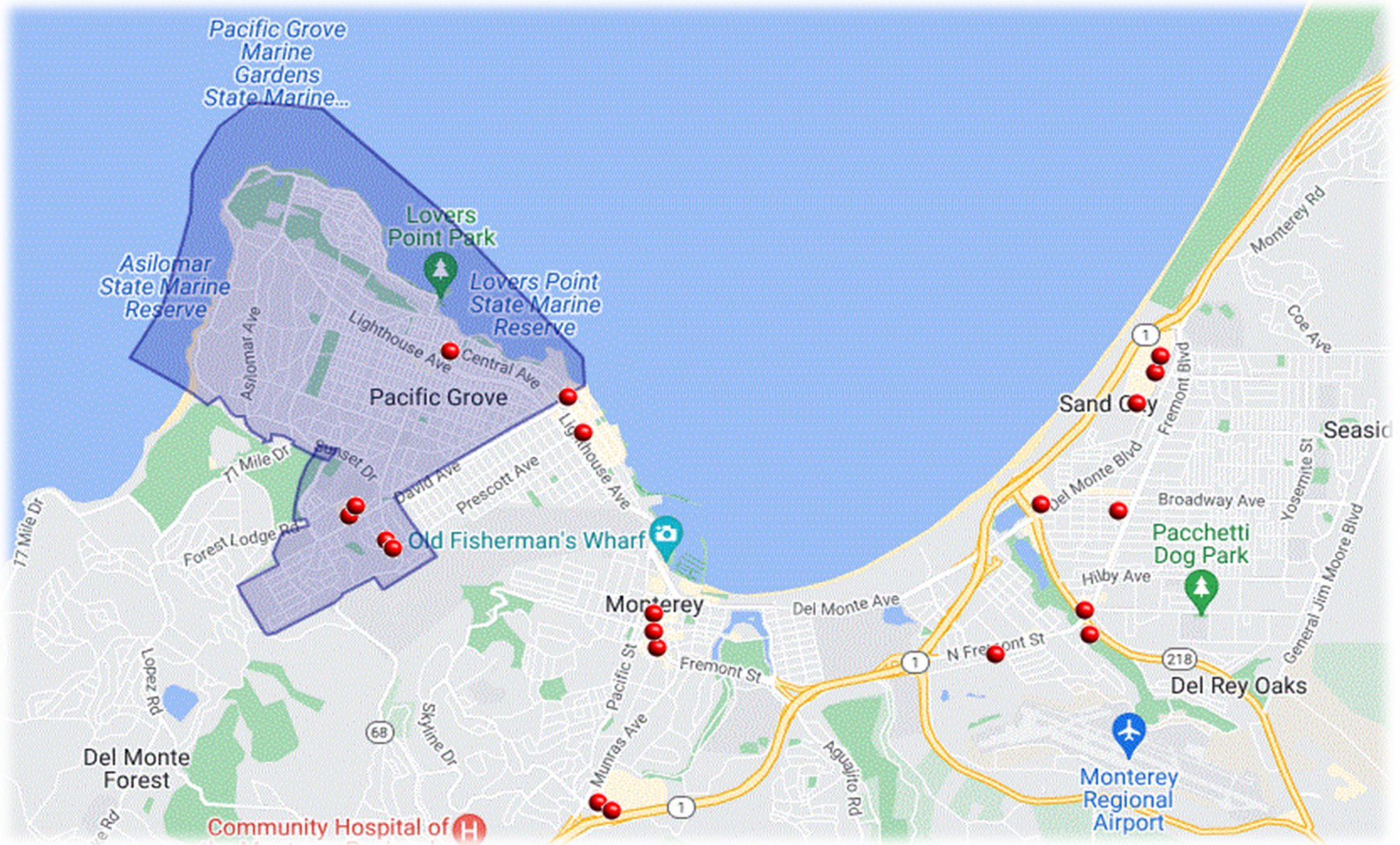
CITY OF PACIFIC GROVE

General Merchandise



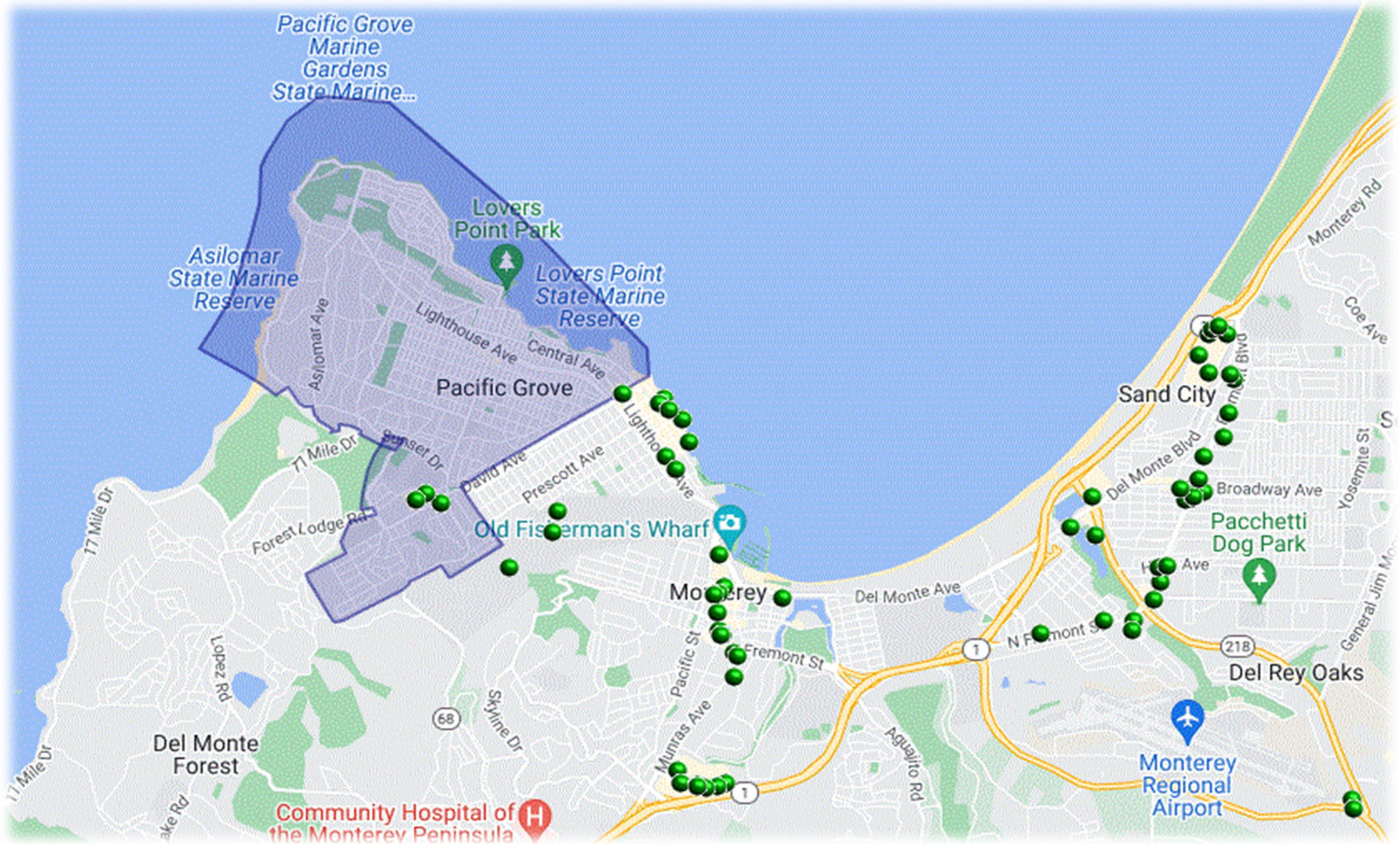
CITY OF PACIFIC GROVE

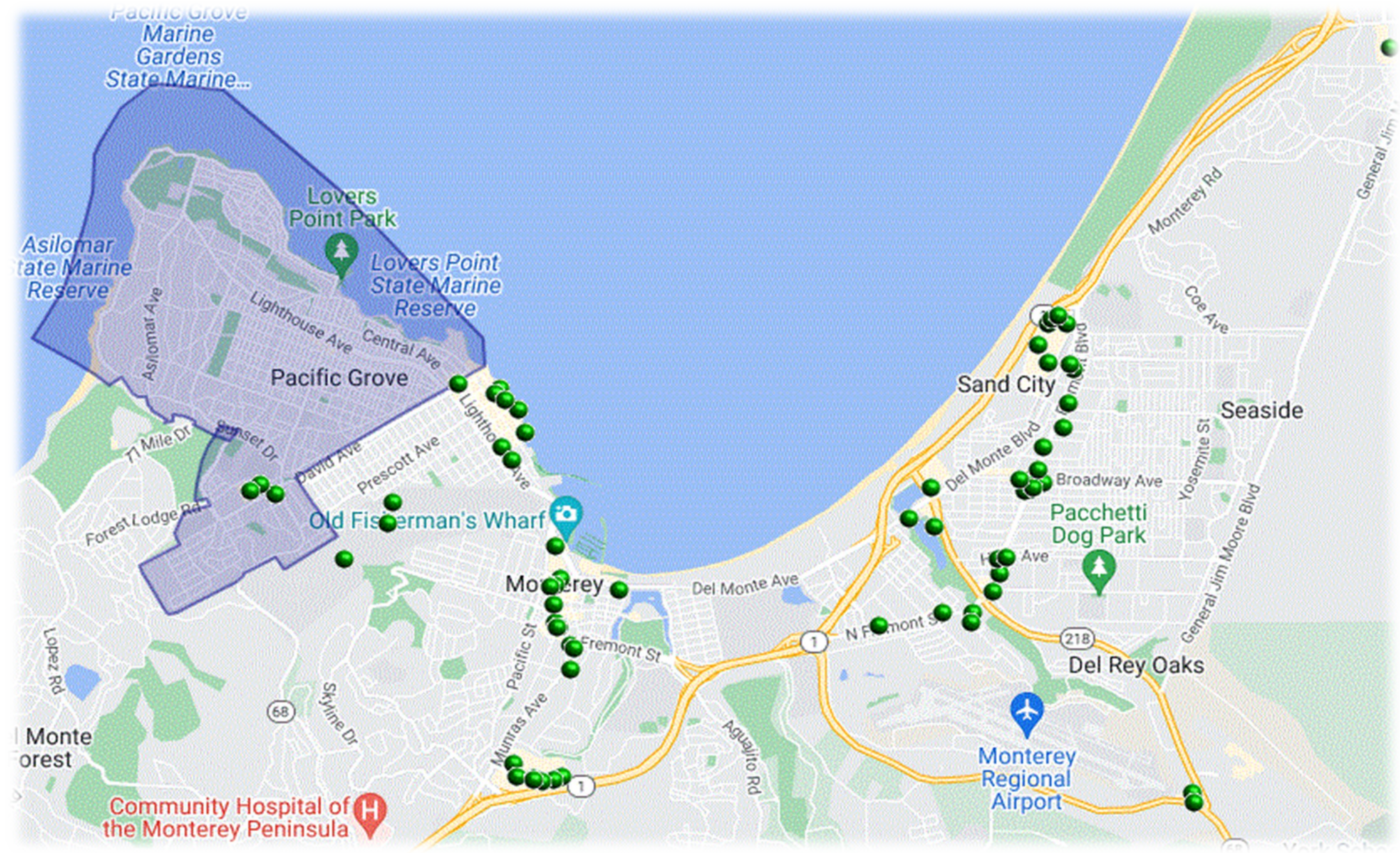
Markets

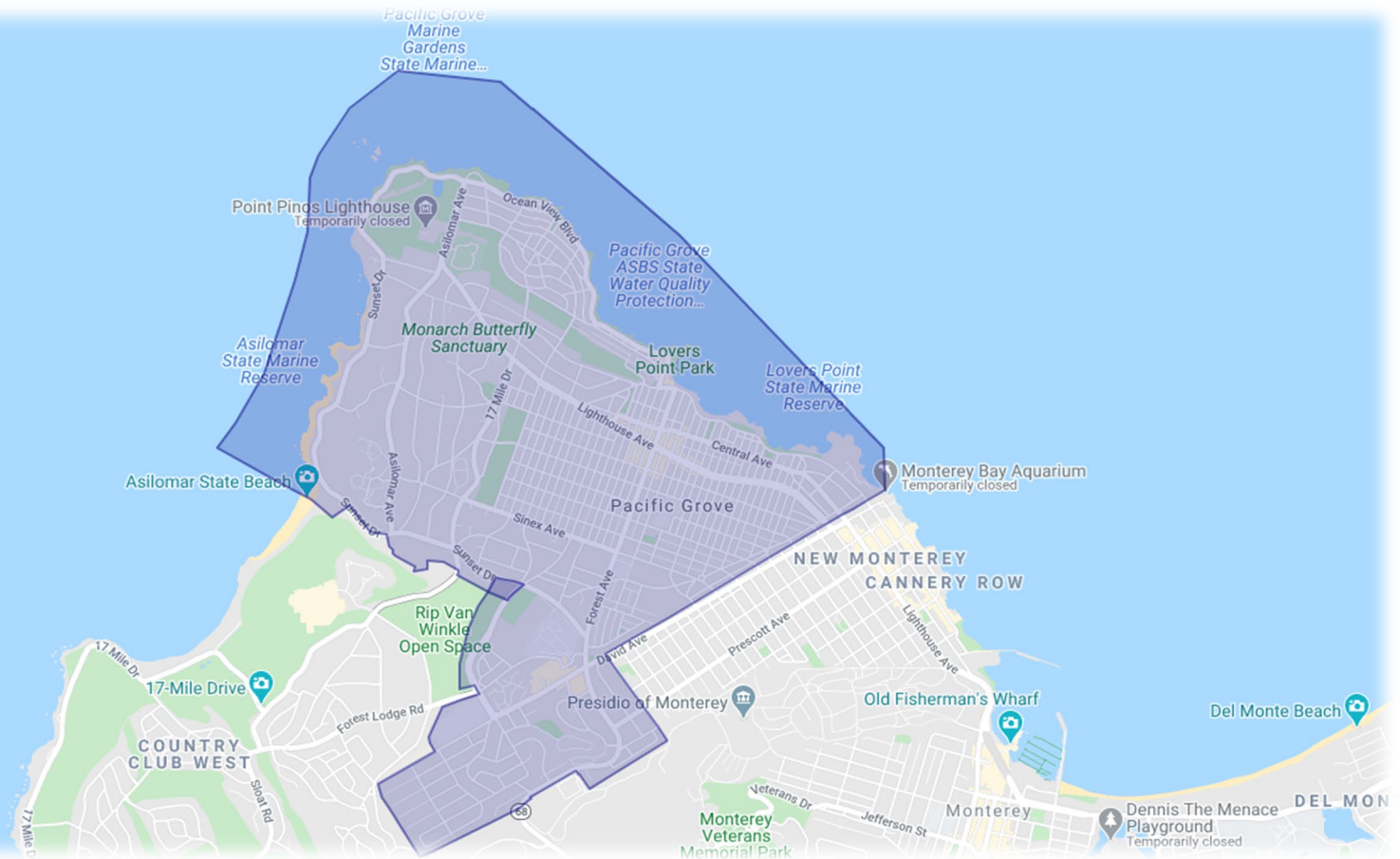


CITY OF PACIFIC GROVE

Restaurants







Pacific Grove

Population
Daytime Population
Households
Average Age
Average HH Income
White Collar (Residents)
College Degree & Above

15,327
13,875
7,189
46.1
\$122,258
79.1%
54%



Consumer Demographic Profile

Site: City/County/State

Date Report Created: 10/17/2022

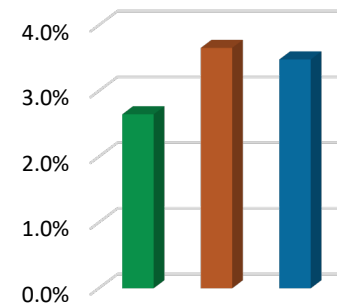
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MARKET ANALYTICS

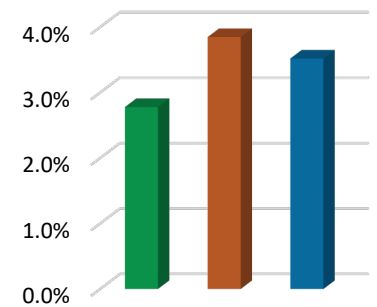
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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Market Stats						
Population	15,327	---	432,563	---	39,168,071	---
5 Year Projected Pop	15,733	---	448,377	---	40,530,818	---
Pop Growth (%)	2.6%	---	3.7%	---	3.5%	---
Households	7,189	---	131,538	---	13,237,885	---
5 Year Projected HHs	7,388	---	136,598	---	13,703,858	---
HH Growth (%)	2.8%	---	3.8%	---	3.5%	---
Census Stats						
2000 Population	15,507	---	401,764	---	33,871,648	---
2010 Population	15,042	---	415,057	---	37,253,956	---
Pop Growth (%)	-3.0%	---	3.3%	---	10.0%	---
2000 Households	7,303	---	121,233	---	11,502,864	---
2010 Households	7,021	---	125,946	---	12,577,498	---
HH Growth (%)	-3.9%	---	3.9%	---	9.3%	---
Total Population by Age						
Average Age	46.1		38.5		39.4	
19 yrs & under	2,946	19.2%	102,443	23.7%	9,070,008	23.2%
20 to 24 yrs	983	6.4%	44,972	10.4%	3,836,635	9.8%
25 to 34 yrs	1,501	9.8%	60,007	13.9%	5,156,683	13.2%
35 to 44 yrs	1,716	11.2%	58,702	13.6%	5,006,569	12.8%
45 to 54 yrs	1,727	11.3%	51,962	12.0%	4,866,857	12.4%
55 to 64 yrs	2,053	13.4%	47,749	11.0%	4,855,420	12.4%
65 to 74 yrs	2,495	16.3%	39,784	9.2%	3,784,909	9.7%
75 to 84 yrs	1,373	9.0%	20,109	4.6%	1,941,400	5.0%
85 + yrs	534	3.5%	6,835	1.6%	649,590	1.7%
Population Bases						
20-34 yrs	2,484	16.2%	104,979	24.3%	8,993,318	23.0%
45-64 yrs	3,780	24.7%	99,711	23.1%	9,722,277	24.8%
16 yrs +	12,647	82.5%	342,593	79.2%	31,081,155	79.4%
25 yrs +	11,398	74.4%	285,148	65.9%	26,261,428	67.0%
65 yrs +	4,401	28.7%	66,728	15.4%	6,375,899	16.3%
75 yrs +	1,906	12.4%	26,944	6.2%	2,590,990	6.6%
85 yrs +	534	3.5%	6,835	1.6%	649,590	1.7%

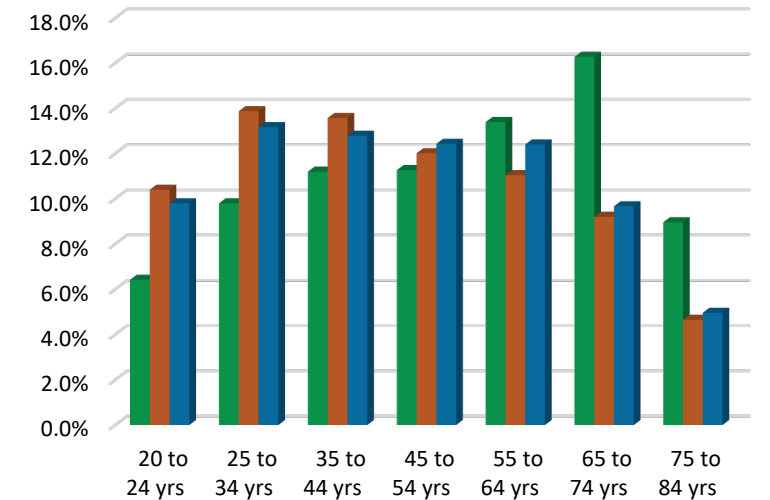
Pop Growth (%)



HH Growth (%)



Population by Age Group



Consumer Demographic Profile

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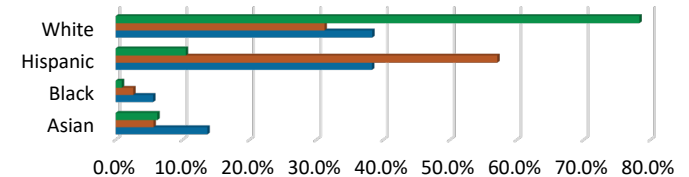
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MARKET ANALYTICS

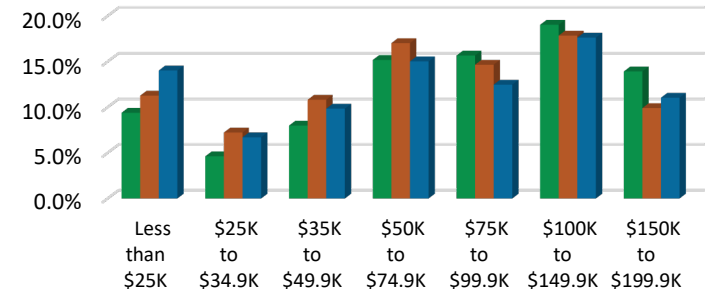
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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Population by Race						
White	12,008	78.3%	135,070	31.2%	15,026,351	38.4%
Hispanic	1,607	10.5%	246,890	57.1%	15,012,261	38.3%
Black	140	0.9%	11,388	2.6%	2,193,848	5.6%
Asian	955	6.2%	24,492	5.7%	5,372,364	13.7%
Ancestry						
American Indian (ancestry)	54	0.4%	1,401	0.3%	182,792	0.5%
Hawaiin (ancestry)	40	0.3%	2,060	0.5%	144,023	0.4%
Household Income						
Per Capita Income	\$57,340	---	\$33,300	---	\$39,527	---
Average HH Income	\$122,258	---	\$109,507	---	\$116,951	---
Median HH Income	\$94,703	---	\$80,766	---	\$83,059	---
Less than \$25K	675	9.4%	14,827	11.3%	1,856,930	14.0%
\$25K to \$34.9K	333	4.6%	9,516	7.2%	888,164	6.7%
\$35K to \$49.9K	575	8.0%	14,238	10.8%	1,303,477	9.8%
\$50K to \$74.9K	1,092	15.2%	22,397	17.0%	1,989,600	15.0%
\$75K to \$99.9K	1,126	15.7%	19,282	14.7%	1,651,196	12.5%
\$100K to \$149.9K	1,369	19.0%	23,484	17.9%	2,333,660	17.6%
\$150K to \$199.9K	1,001	13.9%	13,037	9.9%	1,462,401	11.0%
\$200K +	1,019	14.2%	14,757	11.2%	1,752,457	13.2%
Education						
Less than 9th Grade	91	0.8%	54,943	19.3%	2,397,904	9.1%
Some HS, No Diploma	302	2.6%	25,091	8.8%	1,938,445	7.4%
HS Grad (or Equivalent)	1,266	11.1%	57,545	20.2%	5,413,374	20.6%
Some College, No Degree	2,292	20.1%	51,473	18.1%	5,519,000	21.0%
Associate Degree	1,103	9.7%	23,508	8.2%	2,100,835	8.0%
Bachelor Degree	3,153	27.7%	43,775	15.4%	5,546,305	21.1%
Graduates Degree	1,919	16.8%	18,853	6.6%	2,276,854	8.7%

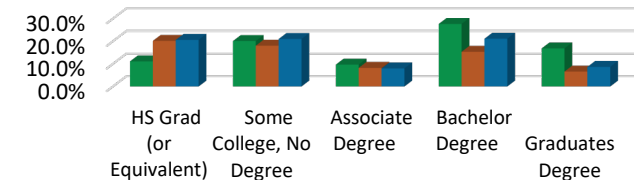
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

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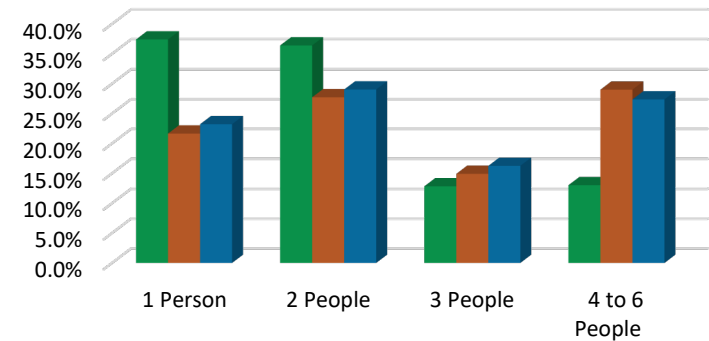
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MARKET ANALYTICS

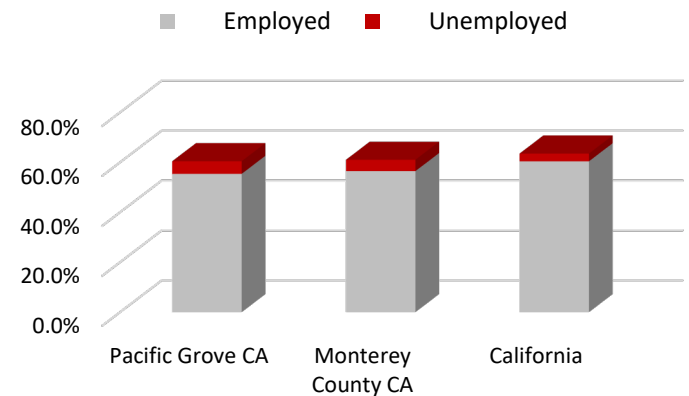
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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Family Structure	4,053		95,173		9,159,807	
Single - Male	115	2.8%	4,211	4.4%	459,445	5.0%
Single - Female	384	9.5%	8,112	8.5%	921,046	10.1%
Single Parent - Male	114	2.8%	4,270	4.5%	330,698	3.6%
Single Parent - Female	196	4.8%	8,284	8.7%	792,489	8.7%
Married w/ Children	1,075	26.5%	30,843	32.4%	2,833,216	30.9%
Married w/out Children	2,169	53.5%	39,453	41.5%	3,822,913	41.7%
Household Size						
1 Person	2,689	37.4%	28,491	21.7%	3,074,615	23.2%
2 People	2,617	36.4%	36,480	27.7%	3,844,067	29.0%
3 People	922	12.8%	19,628	14.9%	2,151,966	16.3%
4 to 6 People	936	13.0%	38,158	29.0%	3,623,578	27.4%
7+ People	24	0.3%	8,781	6.7%	543,659	4.1%
Home Ownership	7,189		131,538		13,237,885	
Owners	3,291	45.8%	66,990	50.9%	7,445,415	56.2%
Renters	3,898	54.2%	64,548	49.1%	5,792,470	43.8%
Components of Change						
Births	119	0.8%	4,548	1.1%	405,981	1.0%
Deaths	212	1.4%	3,662	0.8%	352,000	0.9%
Migration	127	0.8%	770	0.2%	-193,115	-0.5%
Employment (Pop 16+)	12,647		342,593		31,081,155	
Armed Services	304	2.4%	5,417	1.6%	157,550	0.5%
Civilian	7,644	60.4%	209,028	61.0%	19,736,425	63.5%
Employed	7,004	55.4%	193,456	56.5%	18,774,394	60.4%
Unemployed	640	5.1%	15,572	4.5%	962,031	3.1%
Not in Labor Force	5,003	39.6%	133,565	39.0%	11,344,730	36.5%
Employed Population	7,004		193,456		18,774,394	
White Collar	5,541	79.1%	102,410	52.9%	12,087,313	64.4%
Blue Collar	1,463	20.9%	91,046	47.1%	6,687,081	35.6%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: City/County/State

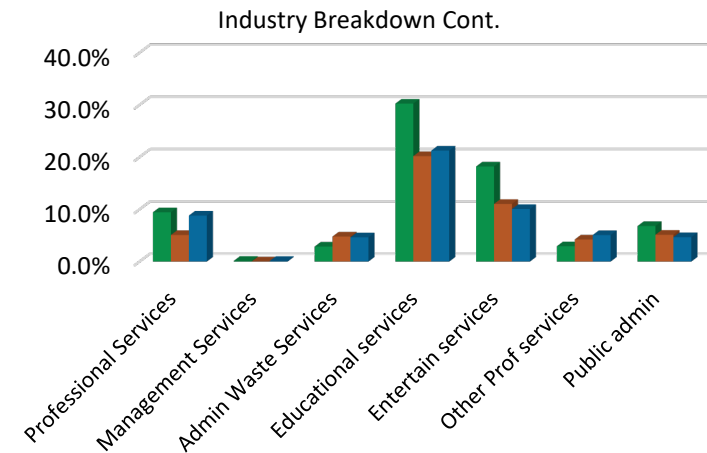
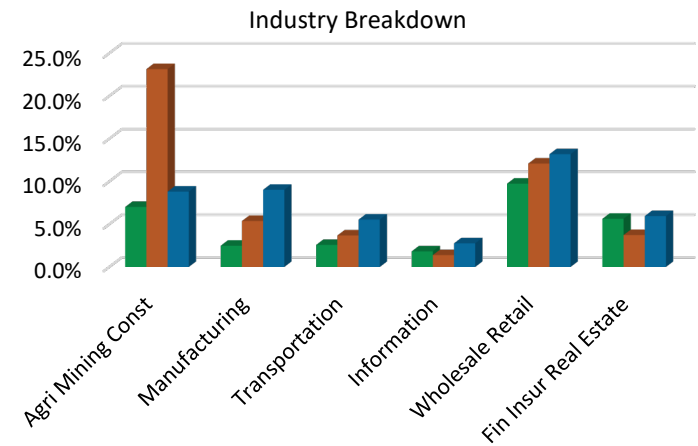
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MARKET ANALYTICS

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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Employment By Occupation	7,004		193,456		18,774,394	
White Collar	5,541	79.1%	102,410	52.9%	12,087,313	64.4%
Managerial executive	1,490	21.3%	23,958	12.4%	3,050,419	16.2%
Prof specialty	2,545	36.3%	34,409	17.8%	4,420,919	23.5%
Healthcare support	123	1.8%	7,461	3.9%	682,355	3.6%
Sales	584	8.3%	17,832	9.2%	1,871,257	10.0%
Office Admin	798	11.4%	18,750	9.7%	2,062,363	11.0%
Blue Collar	1,463	20.9%	91,046	47.1%	6,687,081	35.6%
Protective	123	1.8%	4,107	2.1%	393,191	2.1%
Food Prep Serving	419	6.0%	10,891	5.6%	1,042,756	5.6%
Bldg Maint/Cleaning	159	2.3%	9,915	5.1%	744,528	4.0%
Personal Care	128	1.8%	5,100	2.6%	546,595	2.9%
Farming/Fishing/Forestry	26	0.4%	23,538	12.2%	297,496	1.6%
Construction	325	4.6%	14,931	7.7%	1,407,714	7.5%
Production Transp	285	4.1%	22,564	11.7%	2,254,801	12.0%
Employment By Industry	7,004		193,456		18,774,394	
Agri Mining Const	492	7.0%	44,778	23.1%	1,655,069	8.8%
Manufacturing	174	2.5%	10,405	5.4%	1,694,952	9.0%
Transportation	181	2.6%	7,137	3.7%	1,041,381	5.5%
Information	128	1.8%	2,686	1.4%	519,292	2.8%
Wholesale Retail	683	9.7%	23,400	12.1%	2,477,120	13.2%
Fin Insur Real Estate	395	5.6%	7,227	3.7%	1,118,119	6.0%
Professional Services	662	9.5%	9,872	5.1%	1,655,675	8.8%
Management Services	10	0.1%	70	0.0%	23,916	0.1%
Admin Waste Services	202	2.9%	9,291	4.8%	871,963	4.6%
Educational services	2,120	30.3%	39,073	20.2%	3,992,338	21.3%
Entertain services	1,275	18.2%	21,362	11.0%	1,890,407	10.1%
Other Prof services	206	2.9%	8,205	4.2%	955,281	5.1%
Public admin	477	6.8%	9,950	5.1%	878,881	4.7%



Employment Profile

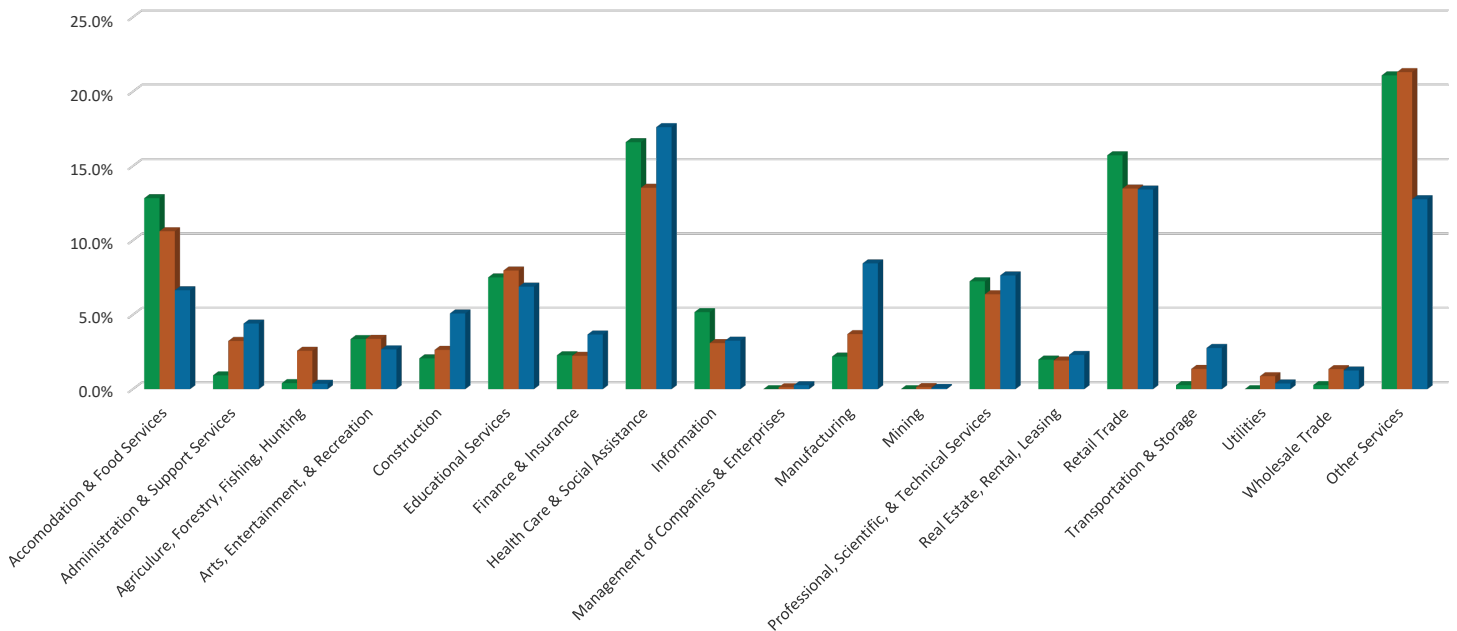
Site: City/County/State

Date Report Created: 10/17/2022

	Pacific Grove CA		Monterey County CA		California	
Daytime Population	13,875		448,149		41,196,365	
Student Population	2,889		141,393		11,507,918	
Median Employee Salary	48,199		51,340		50,684	
Average Employee Salary	59,693		60,962		58,422	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	75	1.7%	2,635	2.0%	412,085	2.8%
15,000 to 30,000 CrYr	206	4.7%	3,942	3.0%	701,355	4.8%
30,000 to 45,000 CrYr	1,542	35.0%	40,561	30.9%	4,799,214	32.8%
45,000 to 60,000 CrYr	984	22.3%	32,962	25.1%	3,288,571	22.5%
60,000 to 75,000 CrYr	486	11.0%	17,050	13.0%	1,852,151	12.7%
75,000 to 90,000 CrYr	454	10.3%	15,325	11.7%	1,418,419	9.7%
90,000 to 100,000 CrYr	123	2.8%	3,588	2.7%	544,947	3.7%
Over 100,000 CrYr	539	12.2%	15,198	11.6%	1,618,603	11.1%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	536	100%	4,409	100%	10,189	100%	131,261	100%	1,029,613	100%	14,635,345	100%
Accommodation & Food Services	53	9.8%	566	12.8%	706	6.9%	13,942	10.6%	59,675	5.8%	973,600	6.7%
Administration & Support Services	6	1.1%	41	0.9%	309	3.0%	4,256	3.2%	33,546	3.3%	645,569	4.4%
Agriculture, Forestry, Fishing, Hunting	3	0.6%	18	0.4%	151	1.5%	3,387	2.6%	5,578	0.5%	52,756	0.4%
Arts, Entertainment, & Recreation	19	3.5%	148	3.4%	228	2.2%	4,441	3.4%	24,459	2.4%	391,373	2.7%
Construction	20	3.7%	91	2.1%	507	5.0%	3,469	2.6%	57,514	5.6%	744,842	5.1%
Educational Services	13	2.4%	331	7.5%	291	2.9%	10,472	8.0%	27,546	2.7%	1,009,263	6.9%
Finance & Insurance	29	5.4%	101	2.3%	482	4.7%	2,945	2.2%	55,534	5.4%	537,740	3.7%
Health Care & Social Assistance	86	16.0%	732	16.6%	1,691	16.6%	17,776	13.5%	183,017	17.8%	2,578,366	17.6%
Information	11	2.0%	228	5.2%	193	1.9%	4,070	3.1%	21,432	2.1%	477,200	3.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	7	0.1%	168	0.1%	762	0.1%	39,182	0.3%
Manufacturing	11	2.0%	97	2.2%	327	3.2%	4,860	3.7%	44,872	4.4%	1,237,883	8.5%
Mining	0	0.0%	0	0.0%	8	0.1%	183	0.1%	597	0.1%	11,699	0.1%
Professional, Scientific, & Technical Services	56	10.4%	320	7.3%	1,032	10.1%	8,377	6.4%	114,174	11.1%	1,119,219	7.6%
Real Estate, Rental, Leasing	23	4.3%	88	2.0%	438	4.3%	2,531	1.9%	45,003	4.4%	336,989	2.3%
Retail Trade	91	16.9%	693	15.7%	1,495	14.7%	17,708	13.5%	135,283	13.1%	1,964,820	13.4%
Transportation & Storage	1	0.2%	12	0.3%	136	1.3%	1,788	1.4%	13,889	1.3%	405,609	2.8%
Utilities	0	0.0%	0	0.0%	22	0.2%	1,143	0.9%	1,660	0.2%	56,038	0.4%
Wholesale Trade	3	0.6%	12	0.3%	253	2.5%	1,770	1.3%	26,349	2.6%	183,639	1.3%
Other Services	113	21.0%	930	21.1%	1,913	18.8%	27,975	21.3%	178,723	17.4%	1,869,558	12.8%

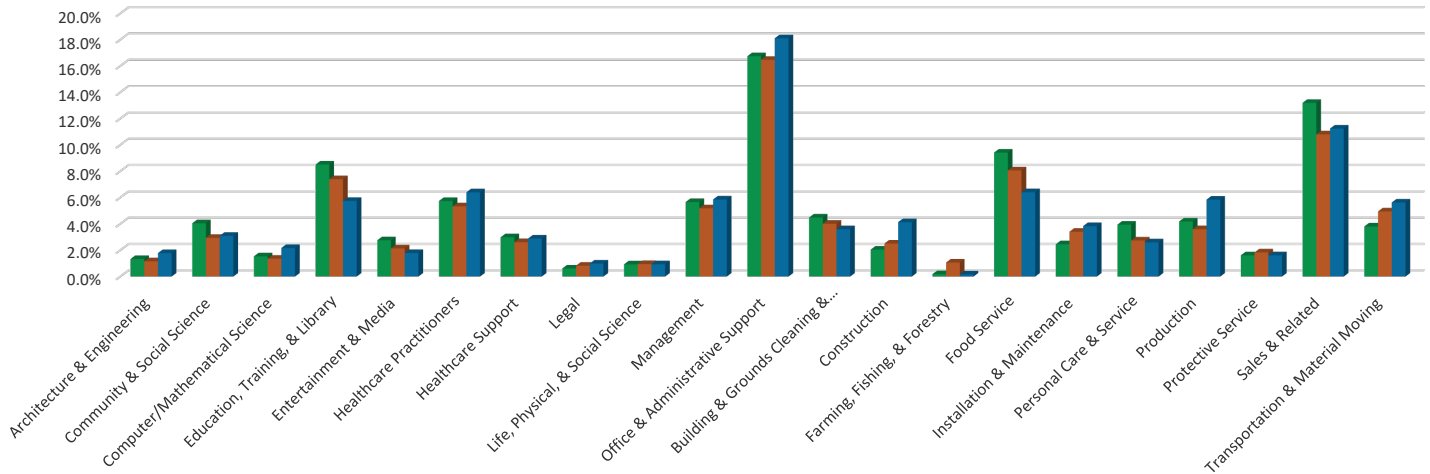
Employment Profile

Site: City/County/State

Date Report Created: 10/17/2022

	Pacific Grove CA		Monterey County CA		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	2,381	54.0%	65,000	49.5%	7,803,710	53.3%
Architecture & Engineering	59	1.3%	1,517	1.2%	260,602	1.8%
Community & Social Science	178	4.0%	3,856	2.9%	452,359	3.1%
Computer/Mathematical Science	68	1.5%	1,779	1.4%	316,947	2.2%
Education, Training, & Library	375	8.5%	9,702	7.4%	840,277	5.7%
Entertainment & Media	121	2.8%	2,804	2.1%	261,274	1.8%
Healthcare Practitioners	253	5.7%	6,995	5.3%	935,953	6.4%
Healthcare Support	132	3.0%	3,425	2.6%	422,270	2.9%
Legal	27	0.6%	1,081	0.8%	144,331	1.0%
Life, Physical, & Social Science	41	0.9%	1,241	0.9%	136,412	0.9%
Management	249	5.7%	6,800	5.2%	856,574	5.9%
Office & Administrative Support	738	16.7%	21,614	16.5%	2,650,308	18.1%
Blue Collar	1,997	45.3%	56,378	43.0%	6,589,756	45.0%
Building & Grounds Cleaning & Maintenance	198	4.5%	5,262	4.0%	525,775	3.6%
Construction	90	2.0%	3,287	2.5%	604,526	4.1%
Farming, Fishing, & Forestry	8	0.2%	1,395	1.1%	23,472	0.2%
Food Service	415	9.4%	10,579	8.1%	937,182	6.4%
Installation & Maintenance	108	2.5%	4,468	3.4%	560,605	3.8%
Personal Care & Service	174	3.9%	3,595	2.7%	379,864	2.6%
Production	184	4.2%	4,722	3.6%	854,571	5.8%
Protective Service	71	1.6%	2,407	1.8%	236,034	1.6%
Sales & Related	582	13.2%	14,174	10.8%	1,644,906	11.2%
Transportation & Material Moving	168	3.8%	6,489	4.9%	822,821	5.6%
Military Services	31	0.7%	9,883	7.5%	241,879	1.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	4,409	131,261	14,635,345
2022 Q1	4,202	125,246	16,598,163
2021 Q4	4,483	133,659	16,058,768
2021 Q3	4,519	135,703	15,208,977
2021 Q2	4,522	137,641	15,630,671
2021 Q1	4,113	126,063	16,823,797
2020 Q4	4,155	126,799	15,327,677
2020 Q3	4,370	131,235	14,410,665
2020 Q2	4,255	129,524	14,522,060

Consumer Demand & Market Supply Assessment

Site: City/County/State

Date Report Created: 10/17/2022

Demographics

Population
5-Year Population estimate
Population Households
Group Quarters Population
Households
5-Year Households estimate
WorkPlace Establishments
Workplace Employees
Median Household Income

15,327
15,733
14,980
347
7,189
7,388
536
4,409
\$94,703

432,563
448,377
414,026
18,537
131,538
136,598
10,189
131,261
\$80,766

39,168,071
40,530,818
38,363,297
804,774
13,237,885
13,703,858
1,029,613
14,635,345
\$83,059

By Establishments

Vending Machine Operators (Non-Store)
Direct Selling Establishments
Bar/Drinking Places (Alcoholic Beverages)
Automotive Dealers
Other General Merchandise Stores
Electronic Shopping/Mail Order Houses
Automotive Parts/Accessories/Tire
Department Stores
Electronics/Appliance
Specialty Food Stores
Special Food Services
Home Furnishing Stores
Other Motor Vehicle Dealers
Other Misc. Store Retailers
Furniture Stores
Beer/Wine/Liquor Stores
Book/Periodical/Music Stores
Sporting Goods/Hobby/Musical Instrument
Clothing Stores
Office Supplies/Stationary/Gift
Limited-Service Eating Places
Building Material/Supplies Dealers
Shoe Stores
Health/Personal Care Stores
Grocery Stores
Full-Service Restaurants
Used Merchandise Stores
Lawn/Garden Equipment/Supplies Stores
Florists/Misc. Store Retailers
Jewelry/Luggage/Leather Goods
Gasoline Stations

\$2,017,182
\$1,618,579
\$995,121
\$53,231,444
\$33,396,112
\$58,157,510
\$4,705,520
\$5,032,722
\$3,663,803
\$1,719,419
\$811,881
\$2,595,757
\$3,596,248
\$4,739,769
\$3,087,702
\$2,887,359
\$649,612
\$3,376,484
\$8,979,621
\$1,107,607
\$14,242,416
\$17,430,449
\$1,329,649
\$15,809,016
\$33,955,261
\$10,772,294
\$730,682
\$1,925,434
\$461,209
\$1,752,221
\$19,495,338

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\$0
\$0
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\$959,235
\$7,626,951
\$732,684
\$929,603
\$1,432,796
\$682,636
\$326,744
\$1,230,690
\$1,777,485
\$2,472,269
\$1,722,350
\$1,926,377
\$501,158
\$2,882,253
\$7,914,051
\$1,077,405
\$14,344,415
\$19,916,524
\$1,803,071
\$24,782,318
\$57,663,026
\$21,914,455
\$1,559,554
\$4,713,711
\$1,244,989
\$6,539,469
\$81,823,373

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(\$1,618,579)
(\$995,121)
(\$53,059,002)
(\$32,436,877)
(\$50,530,559)
(\$3,972,836)
(\$4,103,120)
(\$2,231,006)
(\$1,036,783)
(\$485,137)
(\$1,365,066)
(\$1,818,763)
(\$2,267,500)
(\$1,365,351)
(\$960,981)
(\$148,454)
(\$494,231)
(\$1,065,569)
(\$30,201)
\$101,999
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\$473,422
\$8,973,302
\$23,707,765
\$11,142,161
\$828,872
\$2,788,277
\$783,781
\$4,787,248
\$62,328,035

-100%
-100%
-100%
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-87%
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-82%
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36%
57%
70%
103%
113%
145%
170%
273%
320%

\$53,899,122
\$43,198,293
\$27,867,363
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\$893,910,954
\$1,568,575,601
\$127,838,590
\$134,350,673
\$99,545,257
\$45,855,488
\$22,102,684
\$69,313,857
\$94,763,662
\$125,973,623
\$81,358,953
\$76,547,173
\$17,495,664
\$90,336,213
\$238,659,154
\$29,456,876
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\$467,949,625
\$35,491,112
\$424,569,837
\$906,480,475
\$296,694,976
\$19,226,463
\$51,149,437
\$12,238,541
\$46,350,475
\$526,846,459

\$11,294,522
\$26,067,450
\$19,178,860
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\$541,602,460
\$451,566,630
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\$140,099,344
\$31,830,347
\$140,452,196
\$32,058,956
\$33,092,940
\$22,547,867
\$81,355,164
\$22,428,366
\$50,520,539
\$9,387,750
\$48,498,322
\$188,959,155
\$19,786,463
\$381,049,488
\$293,603,601
\$31,383,910
\$327,233,919
\$715,507,931
\$300,522,716
\$21,003,233
\$167,808,127
\$13,581,967
\$37,903,755
\$752,382,277

(\$42,604,600)
(\$17,130,843)
(\$8,688,503)
(\$645,284,704)
(\$352,308,494)
(\$1,117,008,971)
(\$28,903,561)
\$5,748,671
(\$67,714,910)
\$94,596,708
\$9,956,272
(\$36,220,917)
(\$72,215,795)
(\$44,618,459)
(\$58,930,587)
(\$26,026,634)
(\$8,107,914)
(\$41,837,891)
(\$49,699,999)
(\$9,670,413)
(\$6,857,237)
(\$174,346,024)
(\$4,107,202)
(\$97,335,918)
(\$190,972,544)
\$3,827,740
\$1,776,770
\$116,658,690
\$1,343,426
(\$8,446,720)
\$225,535,818

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-52%
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1%
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228%
11%
-18%
43%

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\$85,594,433,003
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\$12,917,966,680
\$10,037,769,428
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\$2,261,555,175
\$6,644,437,922
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\$12,160,861,921
\$7,877,107,997
\$7,331,097,557
\$1,689,757,229
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\$23,021,800,357
\$2,884,657,146
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\$3,421,517,423
\$40,628,024,098
\$86,575,082,748
\$30,887,426,350
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\$4,462,971,514
\$49,932,592,917

\$4,948,636,248
\$3,214,431,276
\$3,307,064,352
\$131,270,427,411
\$92,100,902,336
\$111,963,143,728
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\$16,025,362,874
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\$6,723,679,694
\$9,054,632,993
\$12,349,409,759
\$7,729,111,978
\$7,532,204,264
\$1,702,788,031
\$8,697,759,960
\$23,390,740,983
\$2,818,054,716
\$42,261,907,189
\$49,882,484,873
\$3,505,285,870
\$41,329,120,202
\$81,121,626,644
\$32,770,363,346
\$1,609,211,962
\$5,198,952,189
\$1,217,981,692
\$4,423,523,395
\$69,840,104,302

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(\$915,509,855)
\$333,104,272
(\$3,628,157,424)
\$6,506,469,333
(\$41,054,321,563)
\$45,522,903
\$3,107,396,194
(\$857,048,304)
(\$389,034,622)
\$11,306,367
\$79,241,772
(\$39,362,163)
\$188,547,838
(\$147,996,019)
\$201,106,707
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\$368,940,626
(\$66,602,430)
\$2,573,453,398
\$5,116,877,390
\$83,768,447
\$701,096,104
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(\$250,264,229)
\$293,655,274
\$44,451,724
(\$39,448,119)
\$19,907,511,385

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40%

Consumer Demand/Market Supply Index \$314,273,418 \$270,672,034 116 \$8,427,837,844 \$5,778,243,099 146 \$815,189,977,829 \$803,602,364,740 101



Consumer Demand & Market Supply Assessment

Site: City/County/State

Date Report Created: 10/17/2022

By Major Product Lines

	Pacific Grove CA				Monterey County CA				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Autos/Cars/Vans/Trucks/Motorcycles	\$46,900,581	\$1,196,075	(\$45,704,506)	-97%	\$1,245,360,258	\$675,970,340	(\$569,389,918)	-46%	\$118,902,537,596	\$116,322,392,253	(\$2,580,145,343)	-2%
Computer Hardware/Software/Supplies	\$7,910,854	\$925,602	(\$6,985,252)	-88%	\$230,217,755	\$42,887,881	(\$187,329,874)	-81%	\$25,114,831,582	\$18,315,844,598	(\$6,798,986,984)	-27%
Automotive Tires/Tubes/Batteries/Parts	\$9,621,377	\$1,178,441	(\$8,442,936)	-88%	\$262,342,619	\$146,272,589	(\$116,070,030)	-44%	\$24,850,759,110	\$21,633,477,230	(\$3,217,281,880)	-13%
Furniture/Sleep/Outdoor/Patio Furniture	\$9,208,988	\$1,365,384	(\$7,843,605)	-85%	\$242,644,118	\$74,996,590	(\$167,647,528)	-69%	\$23,498,481,002	\$17,956,655,485	(\$5,541,825,517)	-24%
Televisions/VCR/Video Cameras/DVD etc	\$1,856,781	\$405,097	(\$1,451,685)	-78%	\$50,547,899	\$22,212,688	(\$28,335,211)	-56%	\$4,846,642,903	\$6,850,795,945	\$2,004,153,042	41%
Audio Equipment/Musical Instruments	\$1,935,060	\$502,118	(\$1,432,942)	-74%	\$52,006,530	\$16,519,050	(\$35,487,480)	-68%	\$4,977,750,212	\$4,987,194,681	\$9,444,469	0%
Photographic Equipment/Supplies	\$294,047	\$79,132	(\$214,916)	-73%	\$7,915,834	\$3,246,965	(\$4,668,869)	-59%	\$759,292,574	\$1,094,959,027	\$335,666,453	44%
Retailer Services	\$9,639,602	\$2,789,018	(\$6,850,584)	-71%	\$248,467,396	\$130,021,145	(\$118,446,251)	-48%	\$24,035,462,314	\$24,031,162,264	(\$4,300,050)	0%
Small Electric Appliances	\$757,416	\$257,627	(\$499,789)	-66%	\$20,286,356	\$10,665,689	(\$9,620,667)	-47%	\$1,960,791,799	\$2,041,698,692	\$80,906,893	4%
All Other Merchandise	\$13,389,451	\$6,001,681	(\$7,387,769)	-55%	\$351,016,933	\$154,097,791	(\$196,919,142)	-56%	\$33,995,685,669	\$31,662,754,590	(\$2,332,931,079)	-7%
Pets/Pet Foods/Pet Supplies	\$2,936,396	\$1,328,914	(\$1,607,483)	-55%	\$77,217,874	\$47,079,186	(\$30,138,688)	-39%	\$7,502,577,092	\$5,441,455,351	(\$2,061,121,741)	-27%
Kitchenware/Home Furnishings	\$3,945,100	\$1,964,887	(\$1,980,213)	-50%	\$106,053,440	\$55,074,277	(\$50,979,163)	-48%	\$10,123,035,634	\$9,938,119,666	(\$184,915,968)	-2%
Books/Periodicals	\$1,106,288	\$552,801	(\$553,488)	-50%	\$29,952,869	\$15,480,738	(\$14,472,131)	-48%	\$2,884,726,704	\$3,108,787,092	\$224,060,388	8%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$1,498,198	\$776,538	(\$721,660)	-48%	\$38,216,827	\$26,766,463	(\$11,450,364)	-30%	\$3,726,957,446	\$4,595,106,126	\$868,148,680	23%
Major Household Appliances	\$1,084,677	\$576,110	(\$508,568)	-47%	\$26,976,474	\$12,347,917	(\$14,628,557)	-54%	\$2,689,383,181	\$3,438,750,237	\$749,367,056	28%
Automotive Lubricants (incl Oil, Greases)	\$1,084,677	\$576,110	(\$508,568)	-47%	\$26,976,474	\$12,347,917	(\$14,628,557)	-54%	\$2,689,383,181	\$3,438,750,237	\$749,367,056	28%
Toys/Hobby Goods/Games	\$1,584,006	\$884,543	(\$699,464)	-44%	\$43,240,476	\$31,026,923	(\$12,213,553)	-28%	\$4,121,474,135	\$5,333,086,242	\$1,211,612,107	29%
Womens/Juniors/Misses Wear	\$9,567,779	\$5,362,605	(\$4,205,174)	-44%	\$253,252,239	\$174,661,192	(\$78,591,047)	-31%	\$24,445,169,632	\$24,034,295,275	(\$410,874,357)	-2%
Mens Wear	\$3,851,434	\$2,305,000	(\$1,546,434)	-40%	\$101,892,390	\$77,955,984	(\$23,936,406)	-23%	\$9,826,349,184	\$10,888,409,381	\$1,062,060,197	11%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$2,993,510	\$1,792,554	(\$1,200,956)	-40%	\$80,875,252	\$50,675,444	(\$30,199,808)	-37%	\$7,730,621,890	\$9,205,319,899	\$1,474,698,009	19%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$43,074,425	\$25,987,283	(\$17,087,143)	-40%	\$1,161,111,519	\$520,284,491	(\$640,827,028)	-55%	\$110,902,937,860	\$85,667,787,945	(\$25,235,149,915)	-23%
Footwear, including Accessories	\$3,934,560	\$2,759,225	(\$1,175,335)	-30%	\$105,105,970	\$66,246,173	(\$38,859,797)	-37%	\$10,131,921,299	\$9,071,076,226	(\$1,060,845,073)	-10%
Sewing/Knitting Materials/Supplies	\$156,146	\$111,692	(\$44,454)	-28%	\$3,860,603	\$2,813,594	(\$1,047,009)	-27%	\$376,405,424	\$472,646,919	\$96,241,495	26%
Childrens Wear/Infants/Toddlers Clothing	\$1,403,523	\$1,071,861	(\$331,662)	-24%	\$38,565,661	\$40,151,845	\$1,586,184	4%	\$3,737,630,626	\$5,015,828,810	\$1,278,198,184	34%
Paper/Related Products	\$1,273,252	\$989,952	(\$283,300)	-22%	\$34,308,295	\$32,544,885	(\$1,763,410)	-5%	\$3,293,577,231	\$4,379,923,784	\$1,086,346,553	33%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$568,882	\$457,787	(\$111,095)	-20%	\$15,170,647	\$21,882,722	\$6,712,075	44%	\$1,437,521,894	\$2,216,275,716	\$778,753,822	54%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,088,589	\$1,071,146	(\$17,442)	-2%	\$26,989,721	\$19,278,189	(\$7,711,532)	-29%	\$2,709,664,437	\$2,263,286,438	(\$446,377,999)	-16%
Soaps/Detergents/Household Cleaners	\$1,479,348	\$1,463,088	(\$16,260)	-1%	\$39,735,642	\$36,297,152	(\$3,438,490)	-9%	\$3,807,890,344	\$4,861,931,691	\$1,054,041,347	28%
Packaged Liquor/Wine/Beer	\$6,222,713	\$6,159,575	(\$63,138)	-1%	\$164,052,827	\$114,578,270	(\$49,474,557)	-30%	\$15,690,581,908	\$15,785,267,332	\$94,685,424	1%
Floor/Floor Coverings	\$2,320,096	\$2,324,636	\$4,540	0%	\$63,108,536	\$35,097,422	(\$28,011,114)	-44%	\$5,999,248,821	\$6,296,331,654	\$297,082,833	5%
Groceries/Other Food Items (Off Premises)	\$50,492,834	\$52,130,252	\$1,637,418	3%	\$1,345,961,363	\$1,035,268,226	(\$310,693,137)	-23%	\$128,256,332,145	\$121,046,029,340	(\$7,210,302,805)	-6%
Hardware/Tools/Plumbing/Electrical Supplies	\$4,965,254	\$5,223,728	\$258,474	5%	\$135,169,953	\$89,442,648	(\$45,727,305)	-34%	\$12,849,580,085	\$14,585,894,924	\$1,736,314,839	14%
Paints/Sundries/Wallpaper/Wall Coverings	\$1,260,499	\$1,552,031	\$291,532	23%	\$34,348,479	\$23,587,800	(\$10,760,679)	-31%	\$3,268,631,882	\$3,822,895,103	\$554,263,221	17%
Dimensional Lumber/Other Building Materials	\$7,052,621	\$8,689,194	\$1,636,573	23%	\$189,189,970	\$128,941,771	(\$60,248,199)	-32%	\$18,110,989,794	\$20,909,821,208	\$2,798,831,414	15%
Alcoholic Drinks Served at the Establishment	\$5,214,145	\$6,470,774	\$1,256,629	24%	\$146,512,081	\$109,093,840	(\$37,418,241)	-26%	\$15,709,674,847	\$13,822,329,358	(\$1,887,345,489)	-12%
Meats/Nonalcoholic Beverages	\$23,368,478	\$31,996,238	\$8,627,760	37%	\$636,306,952	\$658,200,801	\$21,893,849	3%	\$65,085,771,486	\$71,262,966,049	\$6,177,194,563	9%
Lawn/Garden/Farm Equipment/Supplies	\$5,287,377	\$7,751,459	\$2,464,082	47%	\$140,691,306	\$206,275,202	\$65,583,896	47%	\$13,475,077,845	\$13,837,026,826	\$361,948,981	3%
Cigars/Cigarettes/Tobacco/Accessories	\$3,359,374	\$5,258,175	\$1,898,801	57%	\$94,823,190	\$85,580,698	(\$9,242,492)	-10%	\$8,990,834,737	\$10,613,541,544	\$1,622,706,807	18%
Jewelry (including Watches)	\$2,686,838	\$6,229,038	\$3,542,200	132%	\$71,202,998	\$54,232,803	(\$16,970,195)	-24%	\$6,849,858,669	\$7,310,055,771	\$460,197,102	7%
Automotive Fuels	\$18,483,304	\$72,320,060	\$53,836,756	291%	\$499,354,191	\$719,123,217	\$219,769,026	44%	\$47,214,666,754	\$68,033,503,623	\$20,818,836,869	44%



Consumer Demand & Market Supply Assessment

Site: City/County/State

Date Report Created: 10/17/2022

Pacific Grove CA

Monterey County CA

California

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

Household Segmentation Profile

Site:

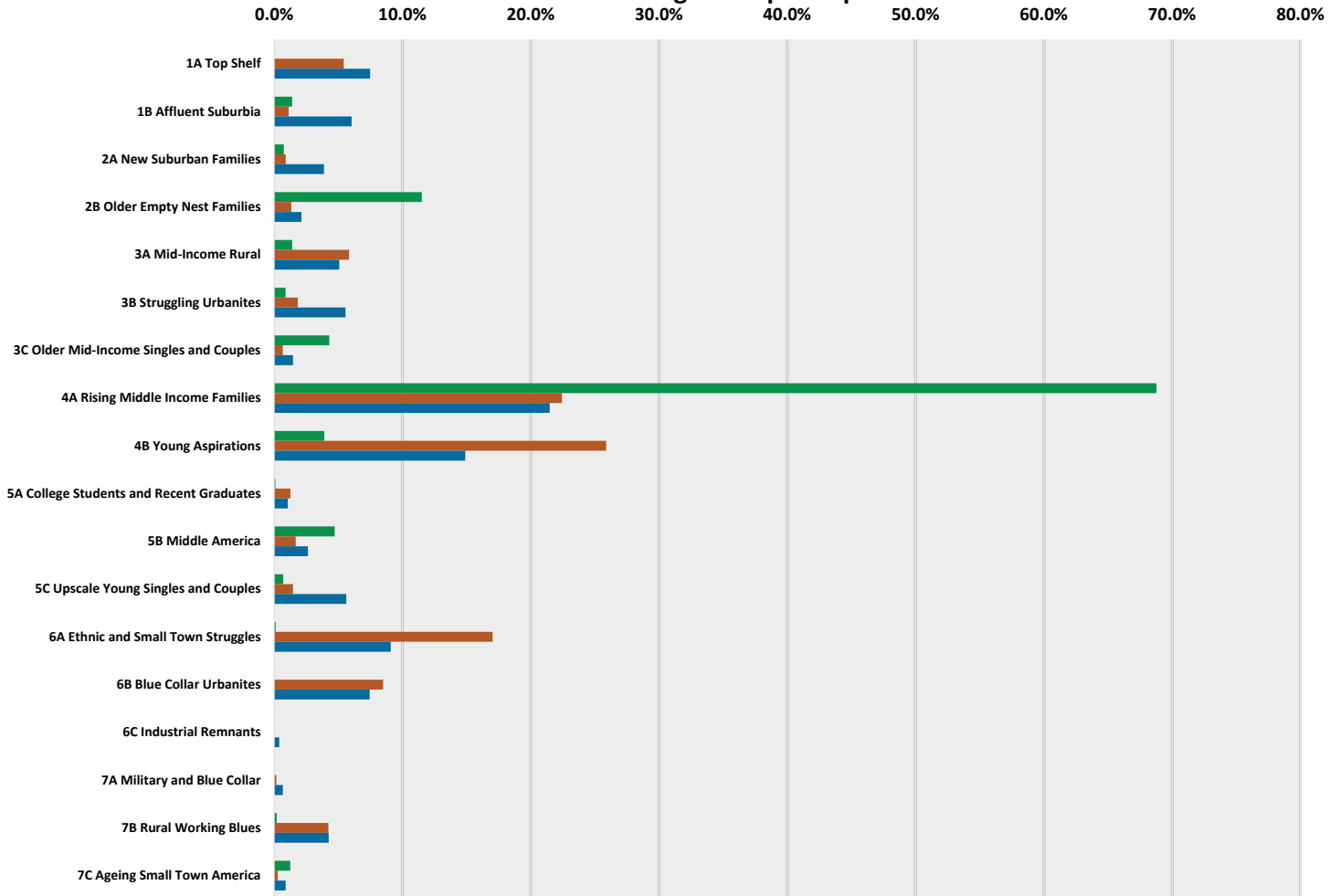
INSIGHT
MARKET ANALYTICS

Hdl® ECON Solutions

Date: 10/17/2022



Household Lifestage Group Comparison



		Pacific Grove CA		Monterey County CA		California	
Total Households		6,789	100%	131,114	100%	13,353,447	100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	4,392	64.7%	13,080	10.0%	1,003,109	7.5%
2	15 Comfortable Retirement	2B Older Empty Nest Families	702	10.3%	1,058	0.8%	124,905	0.9%
3	49 Sierra Siesta	3C Older Mid-Income Singles and Couples	246	3.6%	831	0.6%	173,011	1.3%
4	39 Second City Beginnings	5B Middle America	235	3.5%	1,534	1.2%	115,539	0.9%
5	08 Living the Dream	4A Rising Middle Income Families	228	3.4%	5,827	4.4%	185,607	1.4%
6	14 American Playgrounds	4B Young Aspirations	147	2.2%	1,824	1.4%	100,756	0.8%
7	40 Beltway Commuters	4B Young Aspirations	118	1.7%	3,322	2.5%	420,644	3.2%
8	36 Olde New England	5B Middle America	85	1.2%	182	0.1%	16,759	0.1%
9	54 Off the Beaten Path	7C Ageing Small Town America	85	1.2%	324	0.2%	59,459	0.4%
10	13 Cowboy Country	3A Mid-Income Rural	63	0.9%	7,474	5.7%	498,606	3.7%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

Date: 10/17/2022

TOTAL HOUSEHOLDS		6,789	100%	131,114	100%	13,353,447	100%
Segment Group	Cluster Name	Pacific Grove CA		Monterey County CA		California	
1A Top Shelf		1	0.0%	7,104	5.4%	998,350	7.5%
	01 One Percenters	1	0.0%	1,518	1.2%	233,856	1.8%
	02 Peak Performers	0	0.0%	5,554	4.2%	704,049	5.3%
	03 Second City Moguls	0	0.0%	32	0.0%	60,445	0.5%
1B Affluent Suburbia		95	1.4%	1,484	1.1%	805,133	6.0%
	04 Sprawl Success	24	0.4%	637	0.5%	474,278	3.6%
	05 Transitioning Affluent Families	31	0.5%	703	0.5%	144,605	1.1%
	06 Best of Both Worlds	40	0.6%	144	0.1%	128,944	1.0%
	09 Successful Urban Refugees	0	0.0%	0	0.0%	57,306	0.4%
2A New Suburban Families		51	0.8%	1,176	0.9%	516,961	3.9%
	17 New American Dreams	0	0.0%	0	0.0%	79,472	0.6%
	21 New Suburban Style	6	0.1%	955	0.7%	358,760	2.7%
	34 Midwestern Comforts	0	0.0%	76	0.1%	22,027	0.2%
	42 Rising Fortunes	45	0.7%	145	0.1%	56,702	0.4%
2B Older Empty Nest Families		781	11.5%	1,746	1.3%	284,196	2.1%
	12 Mainstream Established Suburb	35	0.5%	527	0.4%	86,977	0.7%
	15 Comfortable Retirement	702	10.3%	1,058	0.8%	124,905	0.9%
	18 Small Town Middle Managers	0	0.0%	1	0.0%	6,971	0.1%
	33 Noreasters	44	0.6%	121	0.1%	57,439	0.4%
	41 Garden Variety Suburbia	0	0.0%	39	0.0%	7,904	0.1%
3A Mid-Income Rural		95	1.4%	7,649	5.8%	677,343	5.1%
	13 Cowboy Country	63	0.9%	7,474	5.7%	498,606	3.7%
	16 Spacious Suburbs	32	0.5%	175	0.1%	22,045	0.2%
	20 Rugged Individualists	0	0.0%	0	0.0%	139,761	1.0%
	51 Boots and Brew	0	0.0%	0	0.0%	16,931	0.1%
3B Struggling Urbanites		60	0.9%	2,399	1.8%	742,173	5.6%
	38 Failing Prospects	0	0.0%	0	0.0%	10,969	0.1%
	44 Pacific Second City	49	0.7%	1,742	1.3%	559,907	4.2%
	45 Northern Blues	2	0.0%	21	0.0%	22,404	0.2%
	58 Marking Time	9	0.1%	636	0.5%	148,893	1.1%
3C Older Mid-Income Singles and Couples		291	4.3%	876	0.7%	195,546	1.5%
	46 Recessive Singles	45	0.7%	45	0.0%	22,535	0.2%
	49 Sierra Siesta	246	3.6%	831	0.6%	173,011	1.3%
4A Rising Middle Income Families		4,670	68.8%	29,409	22.4%	2,867,657	21.5%
	07 Upscale Diversity	6	0.1%	211	0.2%	279,164	2.1%
	08 Living the Dream	228	3.4%	5,827	4.4%	185,607	1.4%
	10 Emerging Leaders	4,392	64.7%	13,080	10.0%	1,003,109	7.5%
	11 Affluent Newcomers	44	0.6%	10,291	7.8%	1,399,777	10.5%
4B Young Aspirations		265	3.9%	33,920	25.9%	1,987,959	14.9%
	14 American Playgrounds	147	2.2%	1,824	1.4%	100,756	0.8%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	6,182	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	90	0.1%	78,823	0.6%
	35 Generational Dreams	0	0.0%	28,684	21.9%	1,381,554	10.3%
	40 Beltway Commuters	118	1.7%	3,322	2.5%	420,644	3.2%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

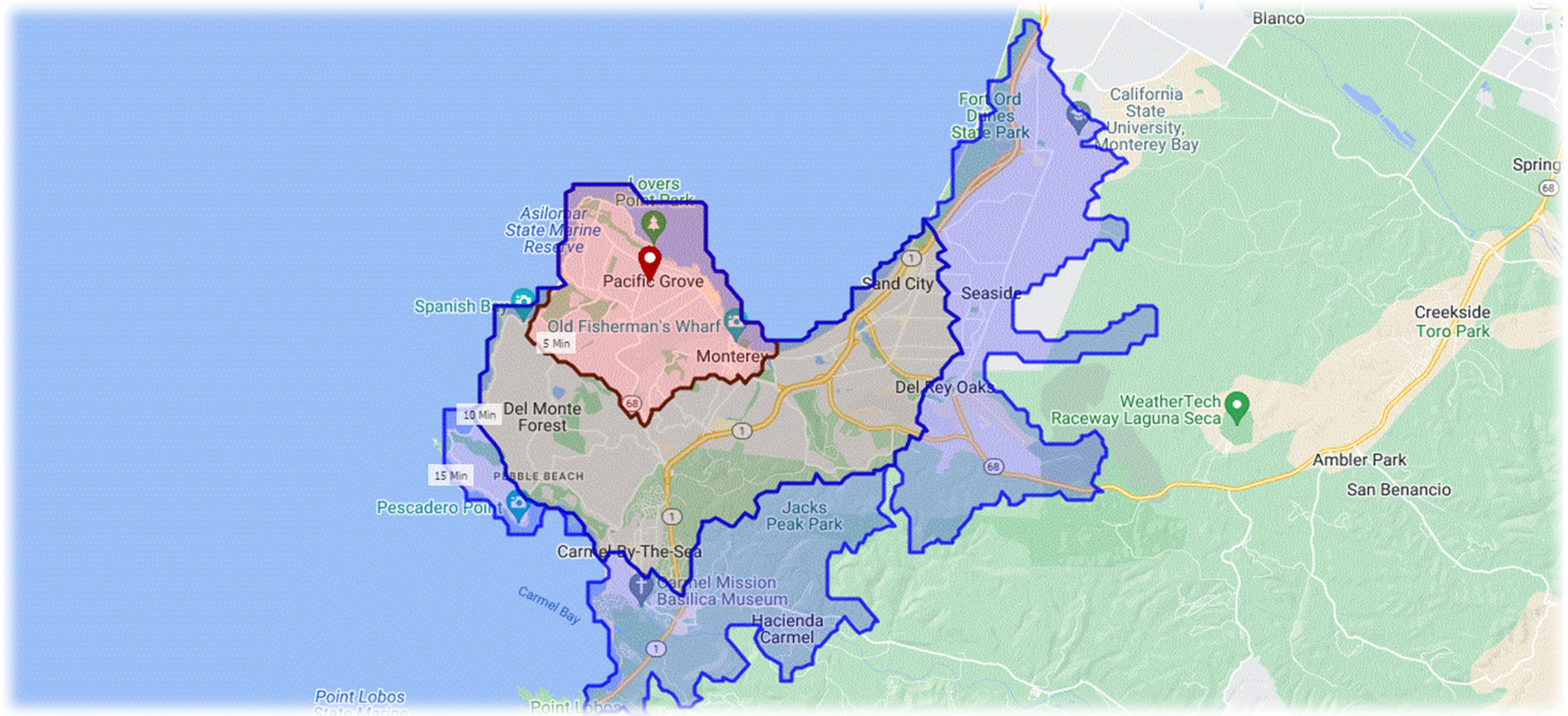
Date: 10/17/2022

TOTAL HOUSEHOLDS		6,789	100%	131,114	100%	13,353,447	100%
Segment Group	Cluster Name	Pacific Grove CA		Monterey County CA		California	
5A College Students and Recent Graduates		6	0.1%	1,661	1.3%	141,012	1.1%
	57 Cap and Gown	6	0.1%	25	0.0%	32,386	0.2%
	67 Starting Out	0	0.0%	1,636	1.2%	108,626	0.8%
5B Middle America		320	4.7%	2,191	1.7%	351,132	2.6%
	26 High Density Diversity	0	0.0%	327	0.2%	166,537	1.2%
	36 Olde New England	85	1.2%	182	0.1%	16,759	0.1%
	39 Second City Beginnings	235	3.5%	1,534	1.2%	115,539	0.9%
	43 Classic Interstate Suburbia	0	0.0%	148	0.1%	52,297	0.4%
5C Upscale Young Singles and Couples		48	0.7%	1,923	1.5%	750,895	5.6%
	25 Hipsters and Geeks	48	0.7%	398	0.3%	150,963	1.1%
	27 Young Coastal Technocrats	0	0.0%	1,525	1.2%	599,932	4.5%
6A Ethnic and Small Town Struggles		8	0.1%	22,331	17.0%	1,213,090	9.1%
	31 Working Hispania	0	0.0%	17,945	13.7%	769,058	5.8%
	59 Hispanic Working Poor	0	0.0%	2,817	2.1%	312,176	2.3%
	60 Bordertown Blues	0	0.0%	1,477	1.1%	97,299	0.7%
	64 Struggling Southerners	0	0.0%	7	0.0%	9,565	0.1%
	65 Forgotten Towns	8	0.1%	85	0.1%	24,992	0.2%
6B Blue Collar Urbanites		1	0.0%	11,127	8.5%	993,713	7.4%
	28 Asian-Hispanic Fusion	1	0.0%	11,127	8.5%	733,819	5.5%
	30 True Grit	0	0.0%	0	0.0%	22,854	0.2%
	32 Struggling Singles	0	0.0%	0	0.0%	237,040	1.8%
6C Industrial Remnants		0	0.0%	0	0.0%	52,513	0.4%
	63 Southern Small City Blues	0	0.0%	0	0.0%	25,350	0.2%
	66 Post Industrial Trauma	0	0.0%	0	0.0%	1,073	0.0%
	68 Rust Belt Poverty	0	0.0%	0	0.0%	26,090	0.2%
7A Military and Blue Collar		0	0.0%	215	0.2%	89,521	0.7%
	61 Communal Living	0	0.0%	211	0.2%	29,398	0.2%
	62 Living Here in Allentown	0	0.0%	4	0.0%	60,123	0.5%
7B Rural Working Blues		13	0.2%	5,537	4.2%	566,365	4.2%
	24 Isolated Hispanic Neighborhood	0	0.0%	4,503	3.4%	361,174	2.7%
	29 Big Apple Dreamers	0	0.0%	0	0.0%	76,376	0.6%
	47 Simply Southern	0	0.0%	1	0.0%	52,612	0.4%
	48 Tex-Mex	13	0.2%	1,033	0.8%	69,518	0.5%
	53 Classic Dixie	0	0.0%	0	0.0%	2,460	0.0%
	56 Gospel and Guns	0	0.0%	0	0.0%	4,225	0.0%
7C Ageing Small Town America		85	1.2%	366	0.3%	119,888	0.9%
	23 Enduring Heartland	0	0.0%	8	0.0%	10,554	0.1%
	37 Faded Industrial Dreams	0	0.0%	2	0.0%	15,092	0.1%
	50 Great Plains Great Struggles	0	0.0%	18	0.0%	1,829	0.0%
	52 Great Open Country	0	0.0%	14	0.0%	21,925	0.2%
	54 Off the Beaten Path	85	1.2%	324	0.2%	59,459	0.4%
	55 Hollows and Hills	0	0.0%	0	0.0%	11,029	0.1%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



DOWNTOWN PACIFIC GROVE PACIFIC GROVE, CA



	5 Minutes	10 Minutes	15 Minutes
Population	29,060	73,919	96,333
Daytime Population	43,934	112,796	140,450
Households	12,913	30,817	38,702
Average Age	43.5	42.8	42.4
Average HH Income	\$122,861	\$120,817	\$124,911
White Collar (Residents)	74.4%	68.7%	68.7%
College Degree & Above	55%	49%	49%



Consumer Demographic Profile

Site: Downtown Pacific Grove - Lighthouse and Forest

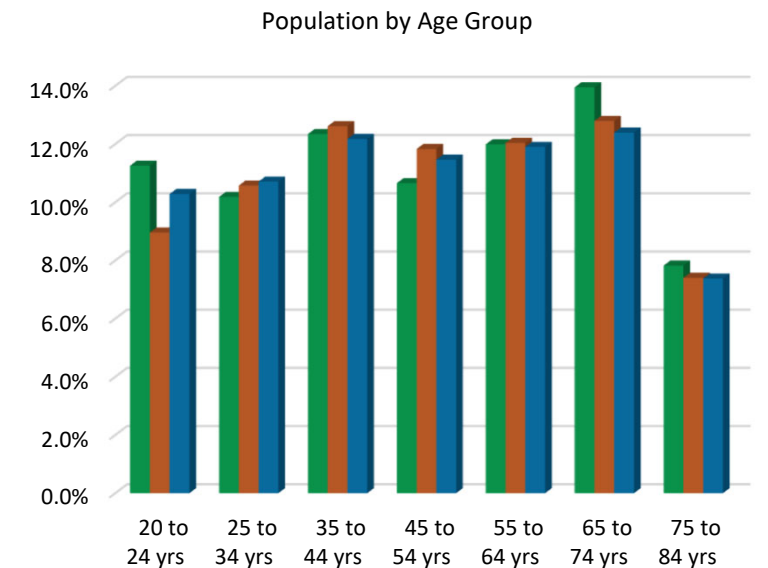
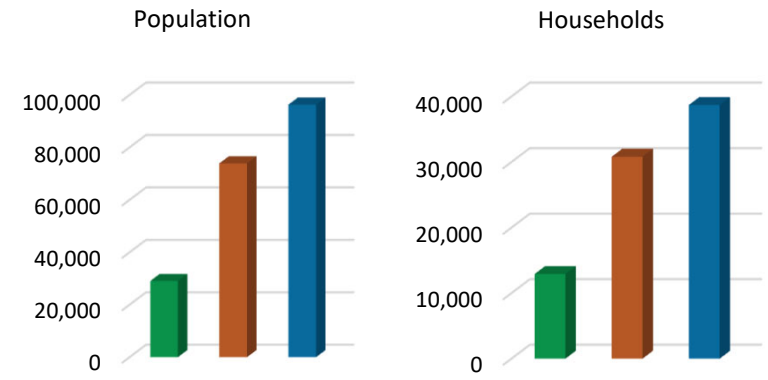
Date Report Created: 10/17/2022

INSIGHT

MARKET ANALYTICS

Hdl ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	29,060	---	73,919	---	96,333	---
5 Year Projected Pop	29,829	---	76,158	---	99,536	---
Pop Growth (%)	2.6%	---	3.0%	---	3.3%	---
Households	12,913	---	30,810	---	38,702	---
5 Year Projected HHs	13,296	---	31,817	---	40,077	---
HH Growth (%)	3.0%	---	3.3%	---	3.6%	---
Census Stats						
2000 Population	29,955	---	74,928	---	99,731	---
2010 Population	28,508	---	71,795	---	92,563	---
Pop Growth (%)	-4.8%	---	-4.2%	---	-7.2%	---
2000 Households	13,071	---	30,824	---	38,171	---
2010 Households	12,610	---	29,830	---	37,111	---
HH Growth (%)	-3.5%	---	-3.2%	---	-2.8%	---
Total Population by Age						
Average Age	43.5		42.8		42.4	
19 yrs & under	5,484	18.9%	15,528	21.0%	20,152	20.9%
20 to 24 yrs	3,271	11.3%	6,621	9.0%	9,906	10.3%
25 to 34 yrs	2,959	10.2%	7,816	10.6%	10,315	10.7%
35 to 44 yrs	3,587	12.3%	9,325	12.6%	11,729	12.2%
45 to 54 yrs	3,097	10.7%	8,745	11.8%	11,041	11.5%
55 to 64 yrs	3,484	12.0%	8,900	12.0%	11,466	11.9%
65 to 74 yrs	4,054	14.0%	9,458	12.8%	11,939	12.4%
75 to 84 yrs	2,274	7.8%	5,471	7.4%	7,105	7.4%
85 + yrs	850	2.9%	2,055	2.8%	2,679	2.8%
Population Bases						
20-34 yrs	6,230	21.4%	14,437	19.5%	20,222	21.0%
45-64 yrs	6,581	22.6%	17,645	23.9%	22,506	23.4%
16 yrs +	24,021	82.7%	59,983	81.1%	78,311	81.3%
25 yrs +	20,304	69.9%	51,770	70.0%	66,275	68.8%
65 yrs +	7,177	24.7%	16,985	23.0%	21,723	22.6%
75 yrs +	3,123	10.7%	7,527	10.2%	9,784	10.2%
85 yrs +	850	2.9%	2,055	2.8%	2,679	2.8%



Consumer Demographic Profile

Site: Downtown Pacific Grove - Lighthouse and Forest

Date Report Created: 10/17/2022

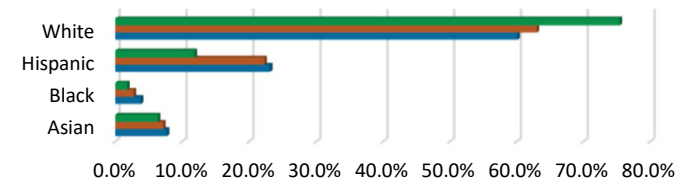
INSIGHT

MARKET ANALYTICS

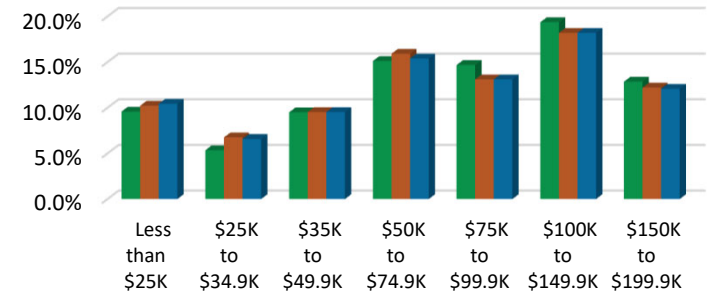
Hdl ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	21,911	75.4%	46,583	63.0%	57,937	60.1%
Hispanic	3,439	11.8%	16,475	22.3%	22,279	23.1%
Black	519	1.8%	2,041	2.8%	3,675	3.8%
Asian	1,850	6.4%	5,286	7.2%	7,427	7.7%
Ancestry						
American Indian (ancestry)	108	0.4%	256	0.3%	324	0.3%
Hawaiin (ancestry)	81	0.3%	444	0.6%	724	0.8%
Household Income						
Per Capita Income	\$54,594	---	\$50,357	---	\$50,184	---
Average HH Income	\$122,861	---	\$120,817	---	\$124,911	---
Median HH Income	\$92,140	---	\$88,639	---	\$89,631	---
Less than \$25K	1,237	9.6%	3,148	10.2%	4,037	10.4%
\$25K to \$34.9K	690	5.3%	2,080	6.8%	2,547	6.6%
\$35K to \$49.9K	1,227	9.5%	2,936	9.5%	3,683	9.5%
\$50K to \$74.9K	1,953	15.1%	4,905	15.9%	5,958	15.4%
\$75K to \$99.9K	1,896	14.7%	4,039	13.1%	5,071	13.1%
\$100K to \$149.9K	2,501	19.4%	5,604	18.2%	7,045	18.2%
\$150K to \$199.9K	1,660	12.9%	3,761	12.2%	4,674	12.1%
\$200K +	1,750	13.6%	4,336	14.1%	5,689	14.7%
Education						
Less than 9th Grade	235	1.2%	2,310	4.5%	3,300	5.0%
Some HS, No Diploma	520	2.6%	2,242	4.3%	2,747	4.1%
HS Grad (or Equivalent)	2,194	10.8%	7,410	14.3%	9,677	14.6%
Some College, No Degree	4,163	20.5%	10,321	19.9%	13,480	20.3%
Associate Degree	1,973	9.7%	4,629	8.9%	6,061	9.1%
Bachelor Degree	5,911	29.1%	13,138	25.4%	16,832	25.4%
Graduates Degree	3,341	16.5%	7,731	14.9%	9,249	14.0%

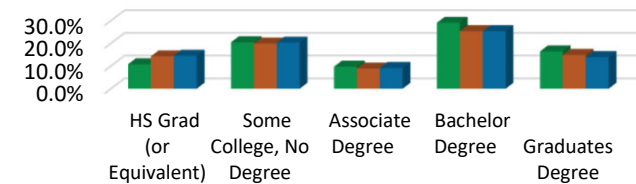
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: Downtown Pacific Grove - Lighthouse and Forest

Date Report Created: 10/17/2022

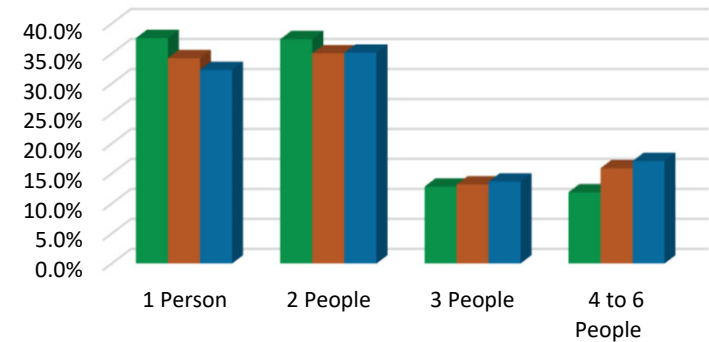
INSIGHT

MARKET ANALYTICS

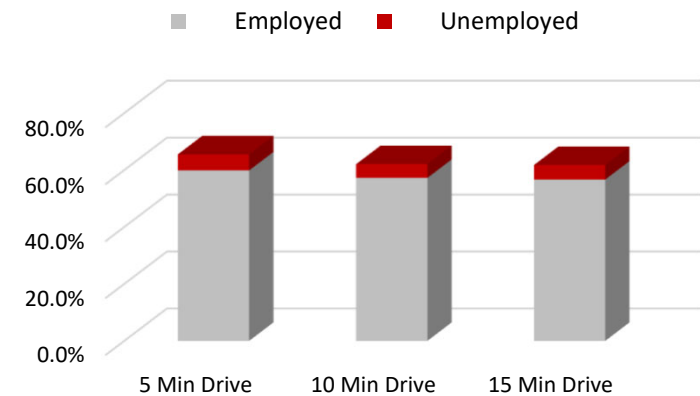
Hdl ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	6,787		17,690		23,145	
Single - Male	177	2.6%	773	4.4%	906	3.9%
Single - Female	678	10.0%	1,709	9.7%	2,228	9.6%
Single Parent - Male	214	3.1%	614	3.5%	829	3.6%
Single Parent - Female	299	4.4%	760	4.3%	988	4.3%
Married w/ Children	1,599	23.6%	4,665	26.4%	6,163	26.6%
Married w/out Children	3,819	56.3%	9,170	51.8%	12,031	52.0%
Household Size						
1 Person	4,852	37.6%	10,546	34.2%	12,489	32.3%
2 People	4,828	37.4%	10,791	35.0%	13,599	35.1%
3 People	1,657	12.8%	4,059	13.2%	5,279	13.6%
4 to 6 People	1,535	11.9%	4,895	15.9%	6,607	17.1%
7+ People	43	0.3%	519	1.7%	728	1.9%
Home Ownership	12,913		30,810		38,702	
Owners	5,634	43.6%	14,212	46.1%	18,527	47.9%
Renters	7,279	56.4%	16,598	53.9%	20,176	52.1%
Components of Change						
Births	215	0.7%	611	0.8%	802	0.8%
Deaths	361	1.2%	902	1.2%	1,174	1.2%
Migration	289	1.0%	558	0.8%	712	0.7%
Employment (Pop 16+)	24,021		59,983		78,311	
Armed Services	2,785	11.6%	3,554	5.9%	4,086	5.2%
Civilian	15,733	65.5%	37,237	62.1%	48,394	61.8%
Employed	14,381	59.9%	34,337	57.2%	44,376	56.7%
Unemployed	1,352	5.6%	2,900	4.8%	4,018	5.1%
Not in Labor Force	8,288	34.5%	22,746	37.9%	29,917	38.2%
Employed Population	14,381		34,337		44,376	
White Collar	10,704	74.4%	23,597	68.7%	30,490	68.7%
Blue Collar	3,677	25.6%	10,740	31.3%	13,885	31.3%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: Downtown Pacific Grove - Lighthouse and Forest

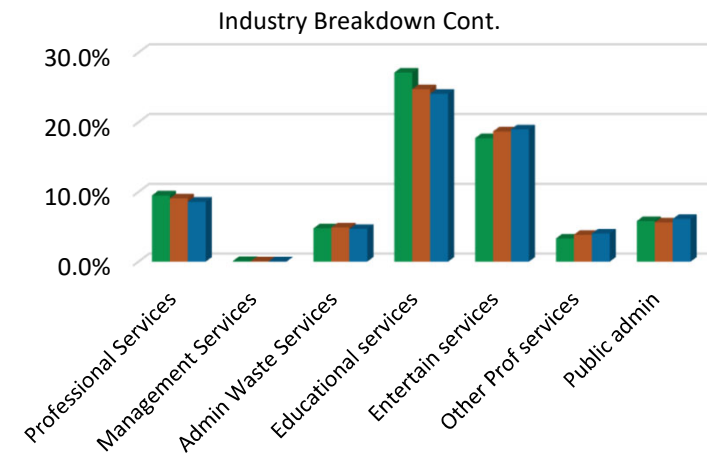
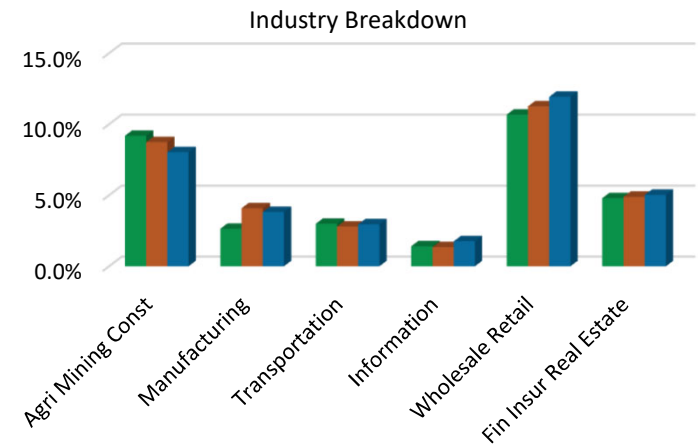
Date Report Created: 10/17/2022

INSIGHT

MARKET ANALYTICS

HdL[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	14,381		34,337		44,376	
White Collar	10,704	74.4%	23,597	68.7%	30,490	68.7%
Managerial executive	2,869	20.0%	6,291	18.3%	8,199	18.5%
Prof specialty	4,804	33.4%	10,138	29.5%	12,678	28.6%
Healthcare support	277	1.9%	928	2.7%	1,221	2.8%
Sales	1,331	9.3%	3,196	9.3%	4,393	9.9%
Office Admin	1,423	9.9%	3,045	8.9%	3,999	9.0%
Blue Collar	3,677	25.6%	10,740	31.3%	13,885	31.3%
Protective	197	1.4%	597	1.7%	773	1.7%
Food Prep Serving	1,082	7.5%	2,967	8.6%	3,864	8.7%
Bldg Maint/Cleaning	421	2.9%	1,664	4.8%	2,251	5.1%
Personal Care	399	2.8%	1,143	3.3%	1,431	3.2%
Farming/Fishing/Forestry	70	0.5%	361	1.1%	392	0.9%
Construction	789	5.5%	2,086	6.1%	2,623	5.9%
Production Transp	719	5.0%	1,921	5.6%	2,552	5.8%
Employment By Industry	14,381		34,337		44,376	
Agri Mining Const	1,321	9.2%	3,000	8.7%	3,564	8.0%
Manufacturing	380	2.6%	1,404	4.1%	1,697	3.8%
Transportation	431	3.0%	959	2.8%	1,310	3.0%
Information	203	1.4%	463	1.3%	780	1.8%
Wholesale Retail	1,536	10.7%	3,866	11.3%	5,295	11.9%
Fin Insur Real Estate	690	4.8%	1,680	4.9%	2,232	5.0%
Professional Services	1,366	9.5%	3,114	9.1%	3,810	8.6%
Management Services	10	0.1%	15	0.0%	15	0.0%
Admin Waste Services	686	4.8%	1,680	4.9%	2,075	4.7%
Educational services	3,900	27.1%	8,494	24.7%	10,679	24.1%
Entertain services	2,546	17.7%	6,411	18.7%	8,421	19.0%
Other Prof services	477	3.3%	1,321	3.8%	1,782	4.0%
Public admin	836	5.8%	1,930	5.6%	2,716	6.1%



Employment Profile

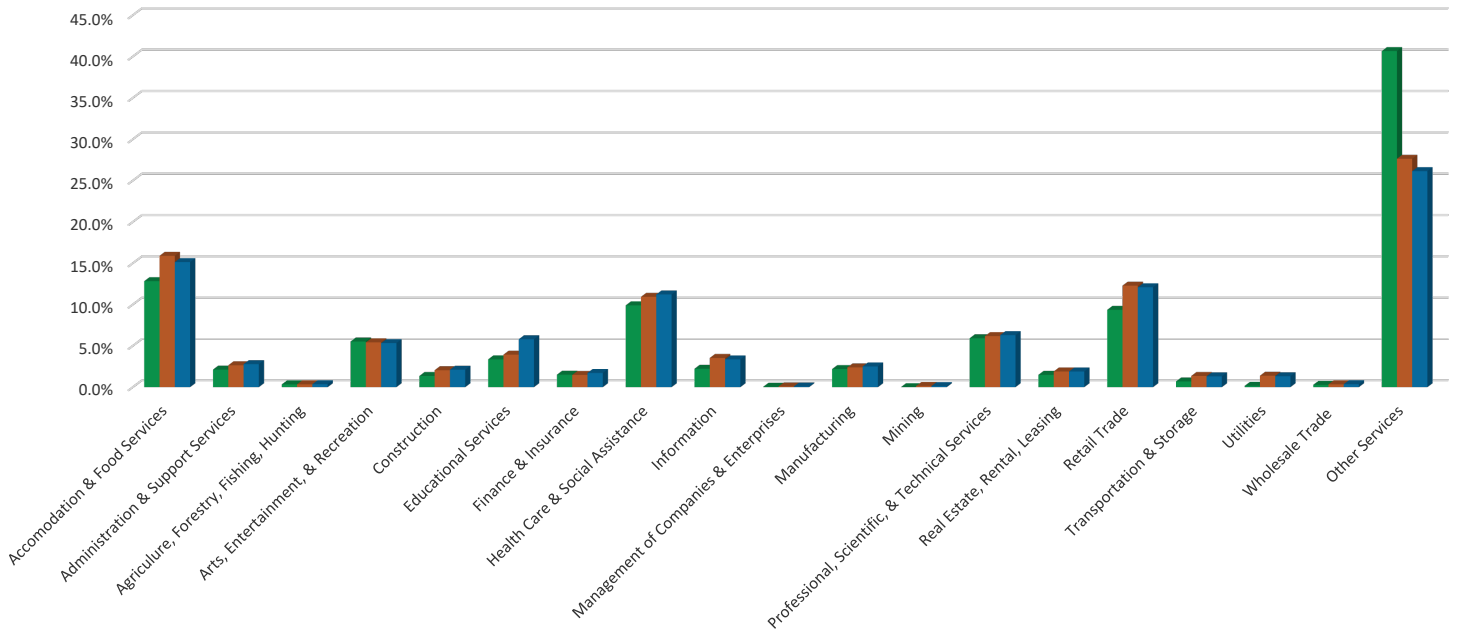
Site: Downtown Pacific Grove - Lighthouse and Forest

Date Report Created: 10/17/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	43,934		112,796		140,450	
Student Population	5,797		29,823		41,658	
Median Employee Salary	46,829		48,437		49,295	
Average Employee Salary	55,059		57,727		58,635	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	440	1.7%	1,000	2.0%	1,094	1.9%
15,000 to 30,000 CrYr	867	3.4%	1,644	3.2%	1,828	3.2%
30,000 to 45,000 CrYr	10,559	41.0%	18,706	36.7%	20,431	35.9%
45,000 to 60,000 CrYr	7,811	30.3%	13,757	27.0%	14,887	26.2%
60,000 to 75,000 CrYr	1,849	7.2%	4,266	8.4%	4,959	8.7%
75,000 to 90,000 CrYr	1,413	5.5%	5,013	9.8%	5,572	9.8%
90,000 to 100,000 CrYr	537	2.1%	1,353	2.7%	1,519	2.7%
Over 100,000 CrYr	2,302	8.9%	5,257	10.3%	6,549	11.5%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,534	100%	25,779	100%	3,539	100%	50,997	100%	4,095	100%	56,841	100%
Accommodation & Food Services	141	9.2%	3,308	12.8%	313	8.8%	8,109	15.9%	347	8.5%	8,605	15.1%
Administration & Support Services	30	2.0%	548	2.1%	93	2.6%	1,351	2.6%	111	2.7%	1,583	2.8%
Agriculture, Forestry, Fishing, Hunting	6	0.4%	87	0.3%	10	0.3%	176	0.3%	11	0.3%	202	0.4%
Arts, Entertainment, & Recreation	64	4.1%	1,425	5.5%	109	3.1%	2,767	5.4%	126	3.1%	3,032	5.3%
Construction	51	3.3%	350	1.4%	159	4.5%	1,047	2.1%	183	4.5%	1,202	2.1%
Educational Services	37	2.4%	868	3.4%	75	2.1%	2,006	3.9%	101	2.5%	3,296	5.8%
Finance & Insurance	69	4.5%	389	1.5%	160	4.5%	757	1.5%	205	5.0%	979	1.7%
Health Care & Social Assistance	264	17.2%	2,553	9.9%	633	17.9%	5,577	10.9%	726	17.7%	6,380	11.2%
Information	27	1.8%	574	2.2%	68	1.9%	1,806	3.5%	74	1.8%	1,910	3.4%
Management of Companies & Enterprises	1	0.1%	13	0.1%	3	0.1%	46	0.1%	3	0.1%	49	0.1%
Manufacturing	39	2.6%	565	2.2%	98	2.8%	1,221	2.4%	114	2.8%	1,426	2.5%
Mining	0	0.0%	0	0.0%	1	0.0%	74	0.1%	1	0.0%	74	0.1%
Professional, Scientific, & Technical Services	204	13.3%	1,526	5.9%	420	11.9%	3,152	6.2%	498	12.2%	3,582	6.3%
Real Estate, Rental, Leasing	60	3.9%	385	1.5%	140	4.0%	969	1.9%	167	4.1%	1,081	1.9%
Retail Trade	225	14.7%	2,413	9.4%	529	14.9%	6,267	12.3%	602	14.7%	6,873	12.1%
Transportation & Storage	8	0.5%	178	0.7%	30	0.8%	692	1.4%	33	0.8%	745	1.3%
Utilities	1	0.1%	42	0.2%	3	0.1%	707	1.4%	5	0.1%	752	1.3%
Wholesale Trade	10	0.7%	72	0.3%	35	1.0%	175	0.3%	39	1.0%	204	0.4%
Other Services	297	19.4%	10,482	40.7%	659	18.6%	14,097	27.6%	747	18.2%	14,864	26.1%

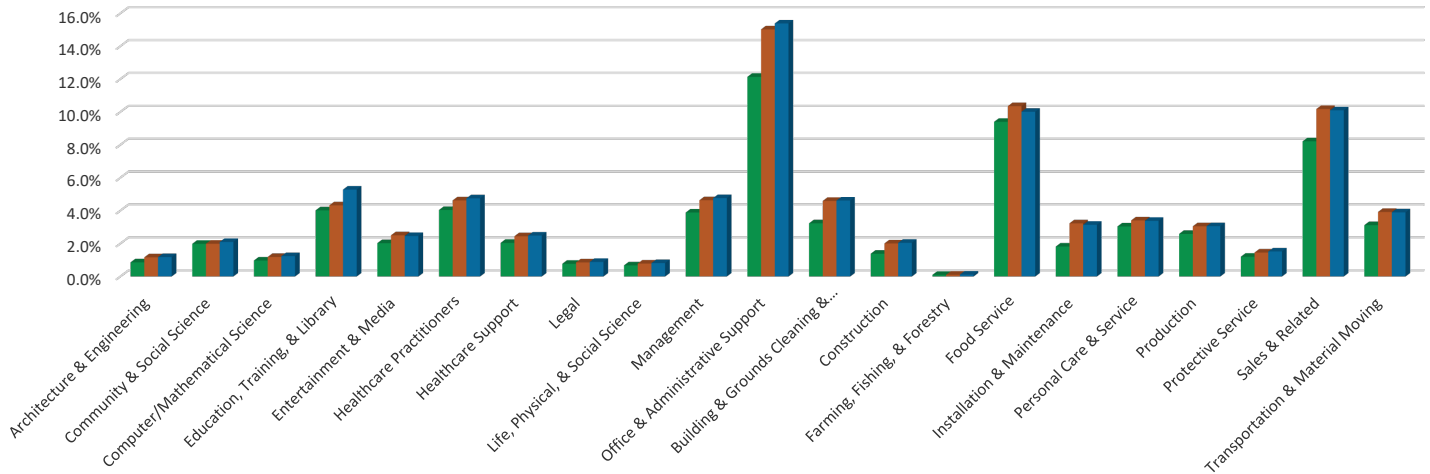
Employment Profile

Site: Downtown Pacific Grove - Lighthouse and Forest

Date Report Created: 10/17/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	9,190	35.7%	21,497	42.2%	25,034	44.0%
Architecture & Engineering	222	0.9%	595	1.2%	672	1.2%
Community & Social Science	512	2.0%	1,016	2.0%	1,193	2.1%
Computer/Mathematical Science	251	1.0%	605	1.2%	703	1.2%
Education, Training, & Library	1,036	4.0%	2,205	4.3%	3,003	5.3%
Entertainment & Media	523	2.0%	1,277	2.5%	1,398	2.5%
Healthcare Practitioners	1,042	4.0%	2,359	4.6%	2,701	4.8%
Healthcare Support	527	2.0%	1,247	2.4%	1,415	2.5%
Legal	200	0.8%	438	0.9%	504	0.9%
Life, Physical, & Social Science	175	0.7%	402	0.8%	464	0.8%
Management	1,003	3.9%	2,363	4.6%	2,708	4.8%
Office & Administrative Support	3,129	12.1%	7,662	15.0%	8,745	15.4%
Blue Collar	8,795	34.1%	21,583	42.3%	23,817	41.9%
Building & Grounds Cleaning & Maintenance	834	3.2%	2,342	4.6%	2,624	4.6%
Construction	357	1.4%	1,025	2.0%	1,164	2.0%
Farming, Fishing, & Forestry	26	0.1%	54	0.1%	66	0.1%
Food Service	2,423	9.4%	5,281	10.4%	5,691	10.0%
Installation & Maintenance	470	1.8%	1,648	3.2%	1,787	3.1%
Personal Care & Service	784	3.0%	1,739	3.4%	1,923	3.4%
Production	668	2.6%	1,557	3.1%	1,738	3.1%
Protective Service	310	1.2%	744	1.5%	866	1.5%
Sales & Related	2,118	8.2%	5,192	10.2%	5,741	10.1%
Transportation & Material Moving	805	3.1%	2,001	3.9%	2,216	3.9%
Military Services	7,793	30.2%	7,917	15.5%	7,989	14.1%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	25,779	50,997	56,841
2022 Q1	24,920	48,963	54,598
2021 Q4	26,211	52,134	58,127
2021 Q3	27,211	54,629	60,209
2021 Q2	26,724	53,627	59,775
2021 Q1	24,903	48,983	54,590
2020 Q4	25,063	49,389	55,035
2020 Q3	26,524	52,768	58,096
2020 Q2	25,487	50,707	56,488

Consumer Demand & Market Supply Assessment

Site: Lighthouse and Forest

Date Report Created: 10/17/2022

Demographics

Population
5-Year Population estimate
Population Households
Group Quarters Population
Households
5-Year Households estimate
WorkPlace Establishments
Workplace Employees
Median Household Income

29,060
29,829
26,512
2,548
12,913
13,296
1,534
25,779
\$92,140

73,919
76,158
70,584
3,335
30,810
31,817
3,539
50,997
\$88,639

96,333
99,536
91,333
5,000
38,702
40,077
4,095
56,841
\$89,631

By Establishments

Vending Machine Operators (Non-Store)
Automotive Parts/Accessories/Tire
Furniture Stores
Automotive Dealers
Electronics/Appliance
Direct Selling Establishments
Electronic Shopping/Mail Order Houses
Other General Merchandise Stores
Building Material/Supplies Dealers
Home Furnishing Stores
Other Motor Vehicle Dealers
Bar/Drinking Places (Alcoholic Beverages)
Sporting Goods/Hobby/Musical Instrument
Beer/Wine/Liquor Stores
Grocery Stores
Other Misc. Store Retailers
Lawn/Garden Equipment/Supplies Stores
Book/Periodical/Music Stores
Limited-Service Eating Places
Department Stores
Clothing Stores
Full-Service Restaurants
Florists/Misc. Store Retailers
Office Supplies/Stationary/Gift
Shoe Stores
Health/Personal Care Stores
Gasoline Stations
Special Food Services
Jewelry/Luggage/Leather Goods
Used Merchandise Stores
Specialty Food Stores

\$3,824,387
\$8,315,267
\$5,462,134
\$94,386,326
\$9,869,129
\$2,898,708
\$121,991,653
\$60,138,699
\$30,777,321
\$4,578,234
\$6,368,160
\$4,028,525
\$5,959,534
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\$60,714,890
\$8,356,639
\$3,395,071
\$1,194,547
\$41,371,499
\$8,969,746
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Consumer Demand/Market Supply Index \$617,692,684 \$813,582,637 76 \$1,573,692,328 \$1,925,599,263 82 \$1,999,130,631 \$2,078,138,601 96



Consumer Demand & Market Supply Assessment

Site: Lighthouse and Forest

Date Report Created: 10/17/2022

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$37,678,943	\$6,351,550	(\$31,327,393)	-83%	\$78,261,611	\$10,625,446	(\$67,636,165)	-86%	\$88,784,173	\$12,234,868	(\$76,549,305)	-86%
Autos/Cars/Vans/Trucks/Motorcycles	\$83,210,529	\$31,848,189	(\$51,362,340)	-62%	\$218,552,095	\$273,211,306	\$54,659,211	25%	\$282,315,032	\$273,503,980	(\$8,811,052)	-3%
Automotive Tires/Tubes/Batteries/Parts	\$17,003,072	\$6,933,667	(\$10,069,404)	-59%	\$45,146,757	\$32,186,251	(\$12,960,506)	-29%	\$58,321,348	\$32,756,000	(\$25,565,347)	-44%
Furniture/Sleep/Outdoor/Patio Furniture	\$16,279,193	\$7,877,901	(\$8,401,292)	-52%	\$42,759,173	\$21,713,104	(\$21,046,069)	-49%	\$55,111,065	\$23,754,544	(\$31,356,522)	-57%
Major Household Appliances	\$1,926,791	\$1,394,505	(\$532,286)	-28%	\$4,974,083	\$4,019,609	(\$954,473)	-19%	\$6,431,262	\$4,662,059	(\$1,769,203)	-28%
Automotive Lubricants (incl Oil, Greases)	\$1,926,791	\$1,394,505	(\$532,286)	-28%	\$4,974,083	\$4,019,609	(\$954,473)	-19%	\$6,431,262	\$4,662,059	(\$1,769,203)	-28%
Retailer Services	\$17,040,369	\$12,458,226	(\$4,582,143)	-27%	\$44,495,706	\$46,445,716	\$1,950,010	4%	\$57,422,089	\$48,590,855	(\$8,831,233)	-15%
Audio Equipment/Musical Instruments	\$3,412,546	\$2,541,589	(\$870,957)	-26%	\$9,035,305	\$5,033,999	(\$4,001,307)	-44%	\$11,662,695	\$5,730,409	(\$5,932,286)	-51%
Televisions/VCR/Video Cameras/DVD etc	\$3,281,632	\$2,671,295	(\$610,337)	-19%	\$8,699,324	\$6,787,788	(\$1,911,536)	-22%	\$11,226,411	\$7,493,244	(\$3,733,168)	-33%
Photographic Equipment/Supplies	\$519,119	\$430,359	(\$88,760)	-17%	\$1,372,924	\$1,041,759	(\$331,166)	-24%	\$1,773,545	\$1,170,359	(\$603,186)	-34%
Dimensional Lumber/Other Building Materials	\$12,450,319	\$11,556,984	(\$893,335)	-7%	\$32,934,626	\$38,098,963	\$5,164,337	16%	\$42,519,565	\$45,019,113	\$2,499,547	6%
Hardware/Tools/Plumbing/Electrical Supplies	\$8,773,105	\$8,189,144	(\$583,960)	-7%	\$23,287,131	\$25,640,733	\$2,353,601	10%	\$30,077,257	\$29,842,892	(\$234,366)	-1%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,222,318	\$2,106,183	(\$116,135)	-5%	\$5,929,645	\$6,984,847	\$1,055,203	18%	\$7,645,597	\$8,222,554	\$576,957	8%
Small Electric Appliances	\$1,340,427	\$1,348,797	\$8,370	1%	\$3,548,995	\$3,216,372	(\$332,623)	-9%	\$4,583,464	\$3,533,869	(\$1,049,596)	-23%
Floor/Floor Coverings	\$4,095,502	\$4,578,519	\$483,017	12%	\$10,875,886	\$10,768,337	(\$107,549)	-1%	\$14,043,569	\$13,117,986	(\$925,583)	-7%
Kitchenware/Home Furnishings	\$6,952,314	\$7,995,368	\$1,043,054	15%	\$18,417,876	\$16,954,406	(\$1,463,470)	-8%	\$23,761,573	\$19,434,502	(\$4,327,070)	-18%
All Other Merchandise	\$23,655,203	\$29,533,956	\$5,878,753	25%	\$62,132,436	\$53,892,374	(\$8,240,062)	-13%	\$80,221,027	\$60,724,705	(\$19,496,322)	-24%
Pets/Pet Foods/Pet Supplies	\$5,167,177	\$6,457,088	\$1,289,911	25%	\$13,556,453	\$15,937,378	\$2,380,925	18%	\$17,495,608	\$17,987,057	\$491,449	3%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,622,058	\$3,401,691	\$779,634	30%	\$6,847,486	\$8,302,695	\$1,455,209	21%	\$8,806,703	\$9,318,461	\$511,759	6%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$75,894,825	\$98,744,986	\$22,850,161	30%	\$201,295,066	\$203,748,076	\$2,453,010	1%	\$259,800,738	\$221,943,290	(\$37,857,448)	-15%
Alcoholic Drinks Served at the Establishment	\$21,783,322	\$29,017,721	\$7,234,399	33%	\$46,106,422	\$51,982,698	\$5,876,276	13%	\$53,008,214	\$56,066,700	\$3,058,486	6%
Lawn/Garden/Farm Equipment/Supplies	\$9,322,089	\$12,585,795	\$3,263,706	35%	\$24,651,093	\$29,716,139	\$5,065,046	21%	\$31,810,485	\$33,304,766	\$1,494,281	5%
Groceries/Other Food Items (Off Premises)	\$89,071,253	\$134,116,447	\$45,045,194	51%	\$235,339,332	\$312,173,244	\$76,833,912	33%	\$303,674,953	\$326,727,668	\$23,052,715	8%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,270,665	\$7,984,130	\$2,713,466	51%	\$13,993,529	\$17,022,830	\$3,029,301	22%	\$18,049,317	\$19,353,481	\$1,304,163	7%
Books/Periodicals	\$1,949,666	\$3,015,282	\$1,065,616	55%	\$5,174,659	\$5,440,161	\$265,502	5%	\$6,676,885	\$6,099,837	(\$577,049)	-9%
Soaps/Detergents/Household Cleaners	\$2,609,499	\$4,085,275	\$1,475,776	57%	\$6,915,519	\$11,512,731	\$4,597,212	66%	\$8,908,054	\$12,171,593	\$3,263,539	37%
Packaged Liquor/Wine/Beer	\$10,979,181	\$17,242,979	\$6,263,798	57%	\$28,902,499	\$35,562,192	\$6,659,692	23%	\$37,262,389	\$38,372,428	\$1,110,039	3%
Womens/Juniors/Misses Wear	\$16,878,434	\$26,973,015	\$10,094,581	60%	\$44,446,773	\$62,029,081	\$17,582,308	40%	\$57,340,158	\$73,667,260	\$16,327,102	28%
Sewing/Knitting Materials/Supplies	\$273,667	\$440,886	\$167,219	61%	\$705,796	\$1,053,692	\$347,895	49%	\$902,408	\$1,193,333	\$290,924	32%
Toys/Hobby Goods/Games	\$2,809,039	\$4,582,659	\$1,773,619	63%	\$7,439,027	\$10,606,368	\$3,167,341	43%	\$9,603,092	\$11,811,847	\$2,208,755	23%
Paper/Related Products	\$2,243,109	\$3,697,172	\$1,454,063	65%	\$5,956,318	\$10,481,796	\$4,525,479	76%	\$7,685,494	\$10,914,508	\$3,229,015	42%
Footwear, including Accessories	\$6,969,311	\$11,513,213	\$4,543,902	65%	\$18,307,224	\$25,463,987	\$7,156,763	39%	\$23,684,319	\$29,178,868	\$5,494,548	23%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$995,815	\$1,678,429	\$682,614	69%	\$2,647,050	\$3,268,727	\$621,678	23%	\$3,408,568	\$3,521,897	\$113,329	3%
Mens Wear	\$6,789,936	\$11,769,763	\$4,979,827	73%	\$17,835,118	\$27,513,991	\$9,678,874	54%	\$23,019,822	\$32,150,596	\$9,130,774	40%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,908,836	\$3,920,556	\$2,011,721	105%	\$4,953,916	\$8,519,631	\$3,565,715	72%	\$6,377,615	\$9,230,394	\$2,852,780	45%
Cigars/Cigarettes/Tobacco/Accessories	\$5,903,422	\$12,932,571	\$7,029,149	119%	\$15,893,929	\$27,901,416	\$12,007,487	76%	\$20,498,143	\$30,418,189	\$9,920,045	48%
Meats/Nonalcoholic Beverages	\$67,611,887	\$148,212,263	\$80,600,377	119%	\$154,354,310	\$266,082,706	\$111,728,396	72%	\$185,857,236	\$287,556,365	\$101,699,129	55%
Childrens Wear/Infants/Toddlers Clothing	\$2,515,110	\$5,828,171	\$3,313,061	132%	\$6,657,121	\$14,893,109	\$8,235,988	124%	\$8,582,158	\$17,241,865	\$8,659,707	101%
Jewelry (including Watches)	\$4,728,318	\$15,295,234	\$10,566,915	223%	\$12,488,247	\$25,166,315	\$12,678,068	102%	\$16,098,076	\$28,288,227	\$12,190,151	76%
Automotive Fuels	\$32,673,464	\$111,394,727	\$78,721,262	241%	\$86,451,591	\$191,635,989	\$105,184,398	122%	\$111,645,378	\$208,792,292	\$97,146,915	87%



Consumer Demand & Market Supply Assessment

Site: Lighthouse and Forest

Date Report Created: 10/17/2022

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

Household Segmentation Profile

Site: Lighthouse and Forest

INSIGHT
MARKET ANALYTICS

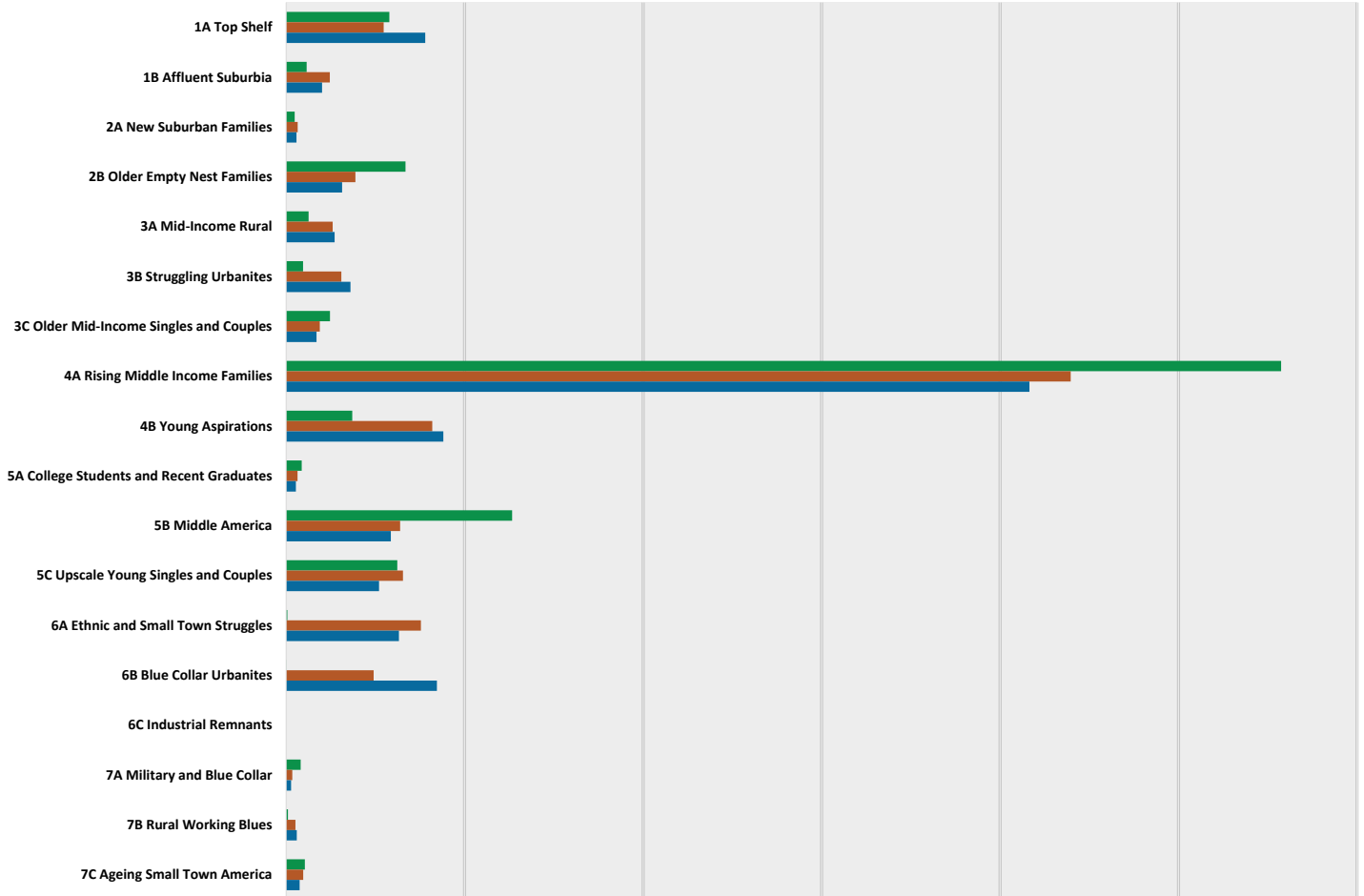
Hdl ECON Solutions

Date: 10/17/2022



Household Lifestage Group Comparison

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%



Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	6,324	50.7%	9,265	31.5%	10,647	28.8%
2	39 Second City Beginnings	5B Middle America	1,450	11.6%	1,512	5.1%	1,512	4.1%
3	15 Comfortable Retirement	2B Older Empty Nest Families	739	5.9%	954	3.2%	973	2.6%
4	02 Peak Performers	1A Top Shelf	643	5.2%	1,354	4.6%	2,297	6.2%
5	08 Living the Dream	4A Rising Middle Income Families	549	4.4%	2,820	9.6%	3,219	8.7%
6	25 Hipsters and Geeks	5C Upscale Young Singles and Couples	398	3.2%	398	1.4%	398	1.1%
7	27 Young Coastal Technocrats	5C Upscale Young Singles and Couples	378	3.0%	1,525	5.2%	1,525	4.1%
8	49 Sierra Siesta	3C Older Mid-Income Singles and Couples	261	2.1%	510	1.7%	583	1.6%
9	40 Beltway Commuters	4B Young Aspirations	249	2.0%	1,274	4.3%	1,279	3.5%
10	14 American Playgrounds	4B Young Aspirations	213	1.7%	844	2.9%	1,543	4.2%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

Date: 10/17/2022

TOTAL HOUSEHOLDS		12,465	100%	29,402	100%	36,957	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
1A Top Shelf		720	5.8%	1,606	5.5%	2,881	7.8%
	01 One Percenters	77	0.6%	252	0.9%	584	1.6%
	02 Peak Performers	643	5.2%	1,354	4.6%	2,297	6.2%
	03 Second City Moguls	0	0.0%	0	0.0%	0	0.0%
1B Affluent Suburbia		143	1.1%	719	2.4%	743	2.0%
	04 Sprawl Success	24	0.2%	372	1.3%	374	1.0%
	05 Transitioning Affluent Families	71	0.6%	231	0.8%	236	0.6%
	06 Best of Both Worlds	49	0.4%	117	0.4%	133	0.4%
	09 Successful Urban Refugees	0	0.0%	0	0.0%	0	0.0%
2A New Suburban Families		60	0.5%	189	0.6%	212	0.6%
	17 New American Dreams	0	0.0%	0	0.0%	0	0.0%
	21 New Suburban Style	6	0.0%	50	0.2%	50	0.1%
	34 Midwestern Comforts	0	0.0%	37	0.1%	59	0.2%
	42 Rising Fortunes	54	0.4%	102	0.3%	103	0.3%
2B Older Empty Nest Families		833	6.7%	1,139	3.9%	1,158	3.1%
	12 Mainstream Established Suburb	35	0.3%	49	0.2%	49	0.1%
	15 Comfortable Retirement	739	5.9%	954	3.2%	973	2.6%
	18 Small Town Middle Managers	0	0.0%	0	0.0%	0	0.0%
	33 Noreasters	44	0.4%	121	0.4%	121	0.3%
	41 Garden Variety Suburbia	15	0.1%	15	0.1%	15	0.0%
3A Mid-Income Rural		157	1.3%	766	2.6%	1,005	2.7%
	13 Cowboy Country	112	0.9%	671	2.3%	897	2.4%
	16 Spacious Suburbs	45	0.4%	95	0.3%	107	0.3%
	20 Rugged Individualists	0	0.0%	0	0.0%	0	0.0%
	51 Boots and Brew	0	0.0%	0	0.0%	0	0.0%
3B Struggling Urbanites		118	0.9%	910	3.1%	1,332	3.6%
	38 Failing Prospects	0	0.0%	0	0.0%	0	0.0%
	44 Pacific Second City	69	0.6%	625	2.1%	711	1.9%
	45 Northern Blues	20	0.2%	20	0.1%	20	0.1%
	58 Marking Time	29	0.2%	265	0.9%	601	1.6%
3C Older Mid-Income Singles and Couples		306	2.5%	555	1.9%	628	1.7%
	46 Recessive Singles	45	0.4%	45	0.2%	45	0.1%
	49 Sierra Siesta	261	2.1%	510	1.7%	583	1.6%
4A Rising Middle Income Families		6,948	55.7%	12,925	44.0%	15,389	41.6%
	07 Upscale Diversity	6	0.0%	88	0.3%	114	0.3%
	08 Living the Dream	549	4.4%	2,820	9.6%	3,219	8.7%
	10 Emerging Leaders	6,324	50.7%	9,265	31.5%	10,647	28.8%
	11 Affluent Newcomers	69	0.6%	753	2.6%	1,409	3.8%
4B Young Aspirations		462	3.7%	2,407	8.2%	3,256	8.8%
	14 American Playgrounds	213	1.7%	844	2.9%	1,543	4.2%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	0	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	13	0.0%	26	0.1%
	35 Generational Dreams	0	0.0%	276	0.9%	408	1.1%
	40 Beltway Commuters	249	2.0%	1,274	4.3%	1,279	3.5%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

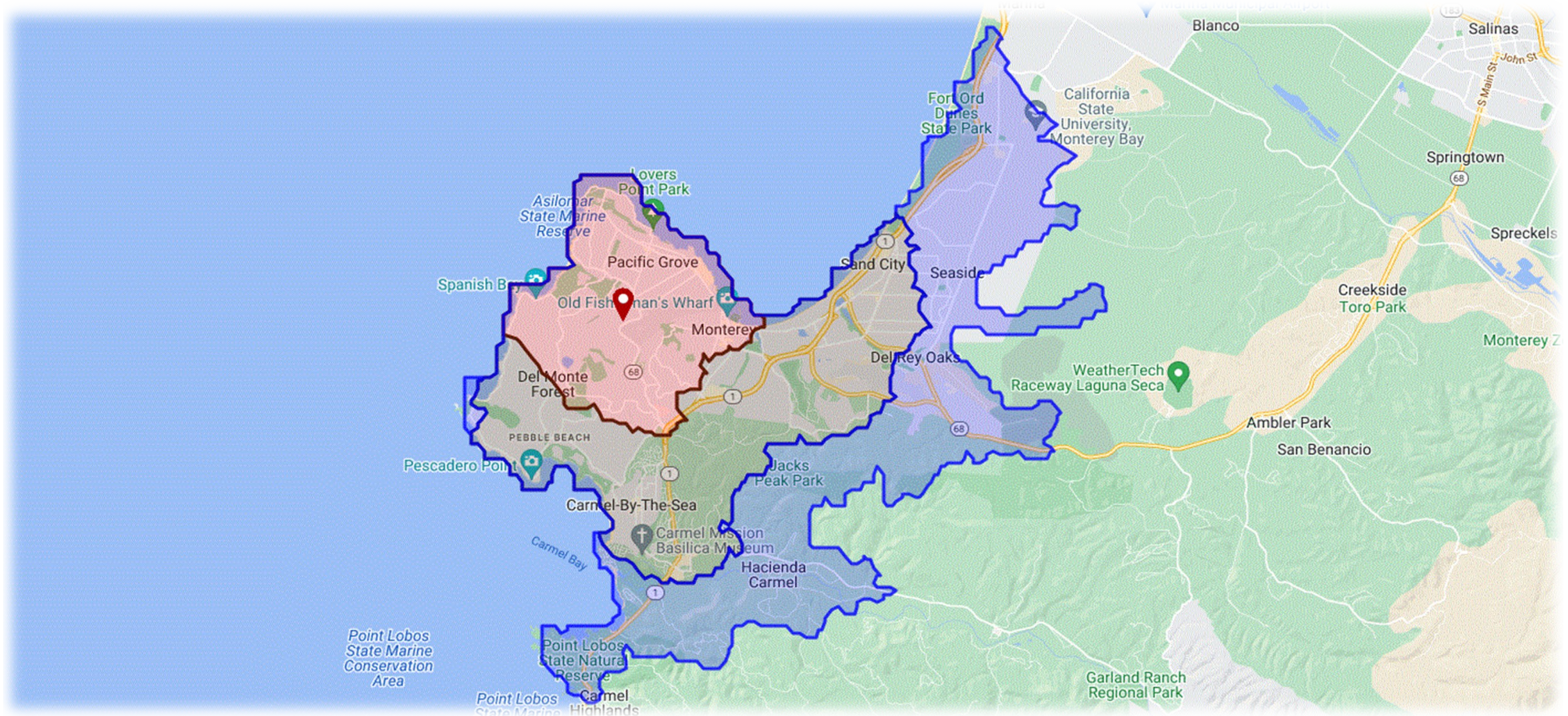
Date: 10/17/2022

TOTAL HOUSEHOLDS		12,465	100%	29,402	100%	36,957	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
5A College Students and Recent Graduates		109	0.9%	187	0.6%	203	0.5%
	57 Cap and Gown	6	0.0%	6	0.0%	22	0.1%
	67 Starting Out	103	0.8%	181	0.6%	181	0.5%
5B Middle America		1,578	12.7%	1,878	6.4%	2,169	5.9%
	26 High Density Diversity	0	0.0%	180	0.6%	327	0.9%
	36 Olde New England	128	1.0%	170	0.6%	182	0.5%
	39 Second City Beginnings	1,450	11.6%	1,512	5.1%	1,512	4.1%
	43 Classic Interstate Suburbia	0	0.0%	17	0.1%	148	0.4%
5C Upscale Young Singles and Couples		776	6.2%	1,923	6.5%	1,923	5.2%
	25 Hipsters and Geeks	398	3.2%	398	1.4%	398	1.1%
	27 Young Coastal Technocrats	378	3.0%	1,525	5.2%	1,525	4.1%
6A Ethnic and Small Town Struggles		8	0.1%	2,220	7.6%	2,336	6.3%
	31 Working Hispania	0	0.0%	1,845	6.3%	1,845	5.0%
	59 Hispanic Working Poor	0	0.0%	367	1.2%	404	1.1%
	60 Bordertown Blues	0	0.0%	0	0.0%	0	0.0%
	64 Struggling Southerners	0	0.0%	0	0.0%	7	0.0%
	65 Forgotten Towns	8	0.1%	8	0.0%	80	0.2%
6B Blue Collar Urbanites		1	0.0%	1,440	4.9%	3,122	8.4%
	28 Asian-Hispanic Fusion	1	0.0%	1,440	4.9%	3,122	8.4%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Struggling Singles	0	0.0%	0	0.0%	0	0.0%
6C Industrial Remnants		0	0.0%	0	0.0%	0	0.0%
	63 Southern Small City Blues	0	0.0%	0	0.0%	0	0.0%
	66 Post Industrial Trauma	0	0.0%	0	0.0%	0	0.0%
	68 Rust Belt Poverty	0	0.0%	0	0.0%	0	0.0%
7A Military and Blue Collar		102	0.8%	102	0.3%	102	0.3%
	61 Communal Living	102	0.8%	102	0.3%	102	0.3%
	62 Living Here in Allentown	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		13	0.1%	154	0.5%	219	0.6%
	24 Isolated Hispanic Neighborhood	0	0.0%	107	0.4%	153	0.4%
	29 Big Apple Dreamers	0	0.0%	0	0.0%	0	0.0%
	47 Simply Southern	0	0.0%	1	0.0%	1	0.0%
	48 Tex-Mex	13	0.1%	45	0.2%	65	0.2%
	53 Classic Dixie	0	0.0%	0	0.0%	0	0.0%
	56 Gospel and Guns	0	0.0%	0	0.0%	0	0.0%
7C Ageing Small Town America		131	1.1%	280	1.0%	280	0.8%
	23 Enduring Heartland	0	0.0%	0	0.0%	0	0.0%
	37 Faded Industrial Dreams	0	0.0%	0	0.0%	0	0.0%
	50 Great Plains Great Struggles	0	0.0%	0	0.0%	0	0.0%
	52 Great Open Country	0	0.0%	0	0.0%	0	0.0%
	54 Off the Beaten Path	131	1.1%	280	1.0%	280	0.8%
	55 Hollows and Hills	0	0.0%	0	0.0%	0	0.0%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



DAVID AVE & FOREST AVE PACIFIC GROVE, CA



	5 Minutes	10 Minutes	15 Minutes
Population	33,715	77,323	97,127
Daytime Population	50,118	118,317	141,076
Households	14,980	32,615	39,162
Average Age	44.7	43.5	42.5
Average HH Income	\$128,845	\$126,432	\$125,310
White Collar (Residents)	76.0%	70.0%	68.8%
College Degree & Above	55%	50%	49%



Consumer Demographic Profile

Site: David Ave & Forest Ave

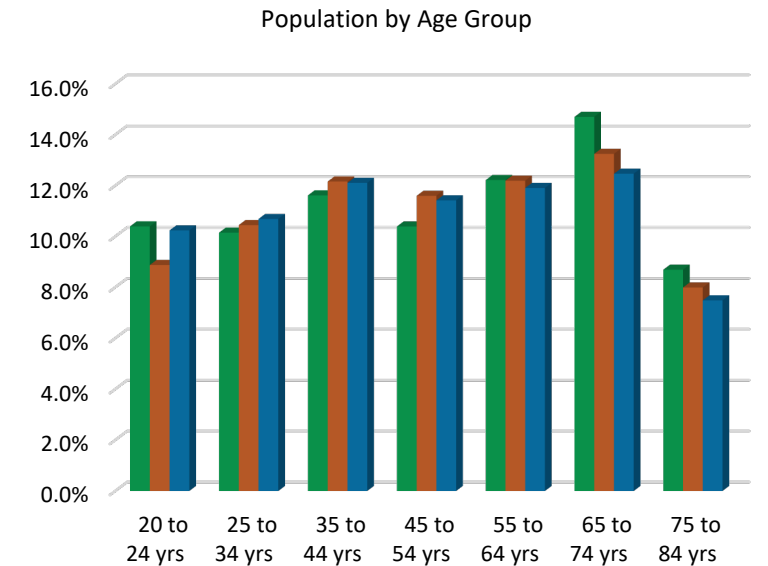
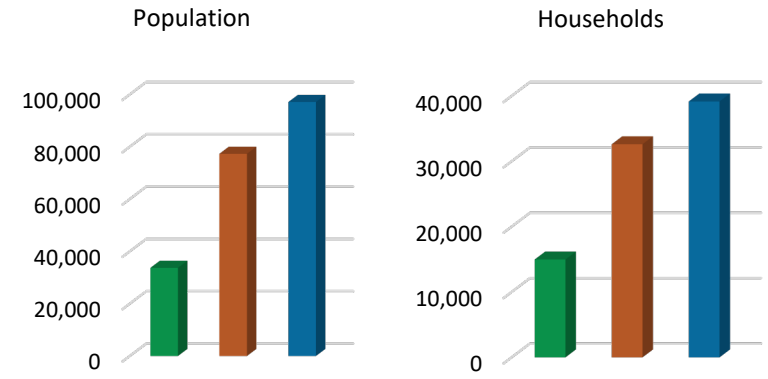
Date Report Created: 10/17/2022

INSIGHT

MARKET ANALYTICS

Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	33,715	---	77,323	---	97,127	---
5 Year Projected Pop	34,632	---	79,731	---	100,356	---
Pop Growth (%)	2.7%	---	3.1%	---	3.3%	---
Households	14,980	---	32,615	---	39,162	---
5 Year Projected HHs	15,434	---	33,712	---	40,552	---
HH Growth (%)	3.0%	---	3.4%	---	3.5%	---
Census Stats						
2000 Population	34,597	---	78,521	---	100,534	---
2010 Population	32,976	---	74,954	---	93,338	---
Pop Growth (%)	-4.7%	---	-4.5%	---	-7.2%	---
2000 Households	15,132	---	32,777	---	38,580	---
2010 Households	14,586	---	31,507	---	37,556	---
HH Growth (%)	-3.6%	---	-3.9%	---	-2.7%	---
Total Population by Age						
Average Age	44.7		43.5		42.5	
19 yrs & under	6,205	18.4%	15,844	20.5%	20,223	20.8%
20 to 24 yrs	3,505	10.4%	6,864	8.9%	9,945	10.2%
25 to 34 yrs	3,422	10.1%	8,078	10.4%	10,380	10.7%
35 to 44 yrs	3,916	11.6%	9,403	12.2%	11,759	12.1%
45 to 54 yrs	3,504	10.4%	8,969	11.6%	11,091	11.4%
55 to 64 yrs	4,120	12.2%	9,429	12.2%	11,565	11.9%
65 to 74 yrs	4,957	14.7%	10,244	13.2%	12,109	12.5%
75 to 84 yrs	2,931	8.7%	6,180	8.0%	7,271	7.5%
85 + yrs	1,156	3.4%	2,313	3.0%	2,783	2.9%
Population Bases						
20-34 yrs	6,926	20.5%	14,941	19.3%	20,325	20.9%
45-64 yrs	7,624	22.6%	18,398	23.8%	22,656	23.3%
16 yrs +	28,048	83.2%	63,113	81.6%	79,043	81.4%
25 yrs +	24,006	71.2%	54,615	70.6%	66,959	68.9%
65 yrs +	9,044	26.8%	18,737	24.2%	22,163	22.8%
75 yrs +	4,086	12.1%	8,493	11.0%	10,054	10.4%
85 yrs +	1,156	3.4%	2,313	3.0%	2,783	2.9%



Consumer Demographic Profile

Site: David Ave & Forest Ave

Date Report Created: 10/17/2022

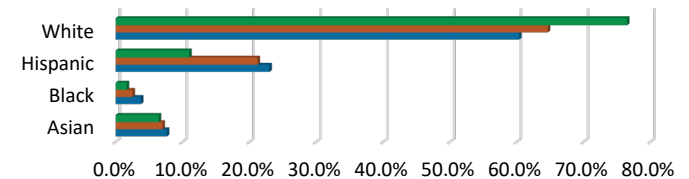
INSIGHT

MARKET ANALYTICS

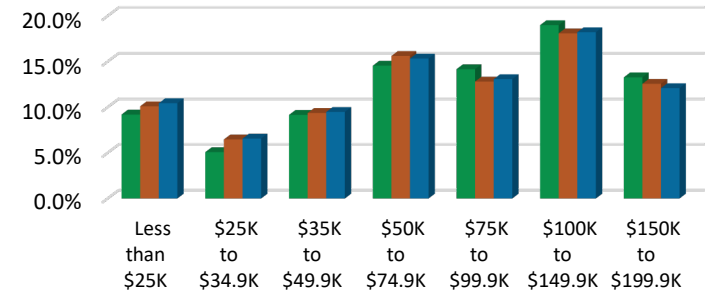
HdL ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	25,793	76.5%	49,985	64.6%	58,630	60.4%
Hispanic	3,714	11.0%	16,416	21.2%	22,339	23.0%
Black	561	1.7%	1,957	2.5%	3,678	3.8%
Asian	2,175	6.5%	5,424	7.0%	7,444	7.7%
Ancestry						
American Indian (ancestry)	119	0.4%	256	0.3%	325	0.3%
Hawaiin (ancestry)	86	0.3%	427	0.6%	724	0.7%
Household Income						
Per Capita Income	\$57,248	---	\$53,330	---	\$50,525	---
Average HH Income	\$128,845	---	\$126,432	---	\$125,310	---
Median HH Income	\$95,611	---	\$90,609	---	\$89,812	---
Less than \$25K	1,378	9.2%	3,295	10.1%	4,092	10.4%
\$25K to \$34.9K	762	5.1%	2,113	6.5%	2,572	6.6%
\$35K to \$49.9K	1,373	9.2%	3,059	9.4%	3,715	9.5%
\$50K to \$74.9K	2,180	14.6%	5,096	15.6%	6,006	15.3%
\$75K to \$99.9K	2,122	14.2%	4,181	12.8%	5,123	13.1%
\$100K to \$149.9K	2,846	19.0%	5,904	18.1%	7,136	18.2%
\$150K to \$199.9K	1,989	13.3%	4,099	12.6%	4,737	12.1%
\$200K +	2,329	15.5%	4,869	14.9%	5,781	14.8%
Education						
Less than 9th Grade	275	1.1%	2,309	4.2%	3,329	5.0%
Some HS, No Diploma	576	2.4%	2,332	4.3%	2,765	4.1%
HS Grad (or Equivalent)	2,623	10.9%	7,509	13.7%	9,767	14.6%
Some College, No Degree	4,840	20.2%	10,732	19.6%	13,614	20.3%
Associate Degree	2,159	9.0%	4,722	8.6%	6,107	9.1%
Bachelor Degree	6,968	29.0%	14,376	26.3%	17,000	25.4%
Graduates Degree	4,090	17.0%	8,294	15.2%	9,349	14.0%

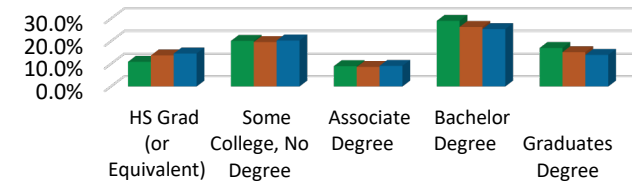
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: David Ave & Forest Ave

Date Report Created: 10/17/2022

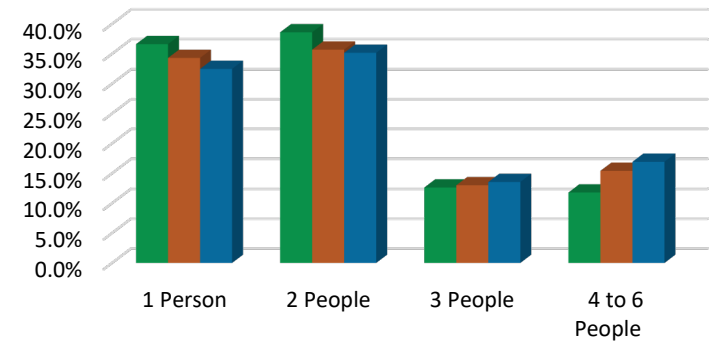
INSIGHT

MARKET ANALYTICS

Hdl ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	8,097		18,840		23,361	
Single - Male	218	2.7%	769	4.1%	906	3.9%
Single - Female	745	9.2%	1,791	9.5%	2,235	9.6%
Single Parent - Male	225	2.8%	653	3.5%	831	3.6%
Single Parent - Female	322	4.0%	764	4.1%	991	4.2%
Married w/ Children	1,845	22.8%	4,917	26.1%	6,199	26.5%
Married w/out Children	4,742	58.6%	9,944	52.8%	12,200	52.2%
Household Size						
1 Person	5,486	36.6%	11,192	34.3%	12,719	32.5%
2 People	5,783	38.6%	11,645	35.7%	13,775	35.2%
3 People	1,892	12.6%	4,244	13.0%	5,307	13.6%
4 to 6 People	1,767	11.8%	5,029	15.4%	6,632	16.9%
7+ People	52	0.3%	506	1.6%	730	1.9%
Home Ownership	14,980		32,615		39,162	
Owners	7,136	47.6%	15,545	47.7%	18,830	48.1%
Renters	7,844	52.4%	17,071	52.3%	20,332	51.9%
Components of Change						
Births	246	0.7%	631	0.8%	808	0.8%
Deaths	457	1.4%	1,000	1.3%	1,202	1.2%
Migration	394	1.2%	683	0.9%	744	0.8%
Employment (Pop 16+)	28,048		63,113		79,043	
Armed Services	2,860	10.2%	3,554	5.6%	4,086	5.2%
Civilian	17,502	62.4%	38,756	61.4%	48,717	61.6%
Employed	16,048	57.2%	35,824	56.8%	44,675	56.5%
Unemployed	1,454	5.2%	2,933	4.6%	4,041	5.1%
Not in Labor Force	10,546	37.6%	24,357	38.6%	30,327	38.4%
Employed Population	16,048		35,824		44,675	
White Collar	12,173	75.9%	25,094	70.0%	30,751	68.8%
Blue Collar	3,874	24.1%	10,730	30.0%	13,924	31.2%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: David Ave & Forest Ave

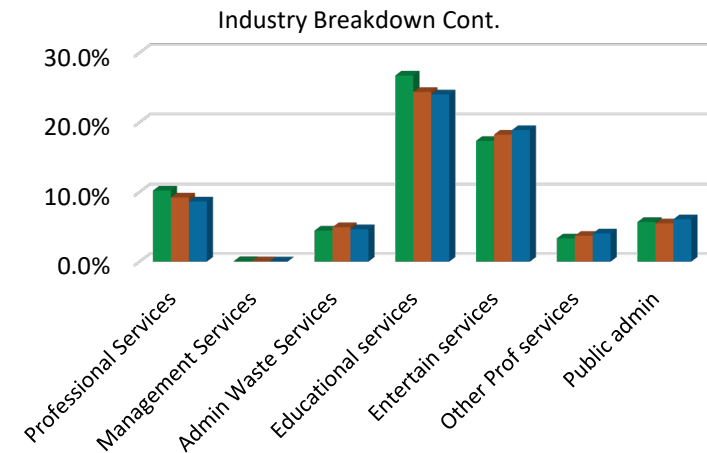
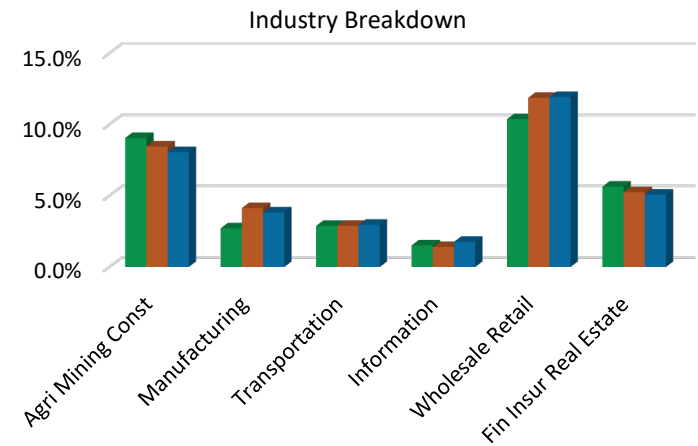
Date Report Created: 10/17/2022

INSIGHT

MARKET ANALYTICS

Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	16,048		35,824		44,675	
White Collar	12,173	75.9%	25,094	70.0%	30,751	68.8%
Managerial executive	3,304	20.6%	6,897	19.3%	8,284	18.5%
Prof specialty	5,490	34.2%	10,654	29.7%	12,769	28.6%
Healthcare support	306	1.9%	930	2.6%	1,227	2.7%
Sales	1,540	9.6%	3,517	9.8%	4,458	10.0%
Office Admin	1,534	9.6%	3,096	8.6%	4,013	9.0%
Blue Collar	3,874	24.1%	10,730	30.0%	13,924	31.2%
Protective	217	1.4%	590	1.6%	774	1.7%
Food Prep Serving	1,110	6.9%	2,982	8.3%	3,865	8.7%
Bldg Maint/Cleaning	423	2.6%	1,616	4.5%	2,251	5.0%
Personal Care	468	2.9%	1,149	3.2%	1,446	3.2%
Farming/Fishing/Forestry	70	0.4%	357	1.0%	392	0.9%
Construction	820	5.1%	2,080	5.8%	2,636	5.9%
Production Transp	765	4.8%	1,955	5.5%	2,560	5.7%
Employment By Industry	16,048		35,824		44,675	
Agri Mining Const	1,453	9.1%	3,029	8.5%	3,603	8.1%
Manufacturing	435	2.7%	1,481	4.1%	1,710	3.8%
Transportation	463	2.9%	1,036	2.9%	1,323	3.0%
Information	243	1.5%	503	1.4%	789	1.8%
Wholesale Retail	1,665	10.4%	4,253	11.9%	5,329	11.9%
Fin Insur Real Estate	905	5.6%	1,880	5.2%	2,271	5.1%
Professional Services	1,637	10.2%	3,300	9.2%	3,861	8.6%
Management Services	10	0.1%	15	0.0%	15	0.0%
Admin Waste Services	715	4.5%	1,770	4.9%	2,077	4.6%
Educational services	4,290	26.7%	8,728	24.4%	10,727	24.0%
Entertain services	2,783	17.3%	6,532	18.2%	8,442	18.9%
Other Prof services	534	3.3%	1,327	3.7%	1,809	4.0%
Public admin	914	5.7%	1,969	5.5%	2,719	6.1%



Employment Profile

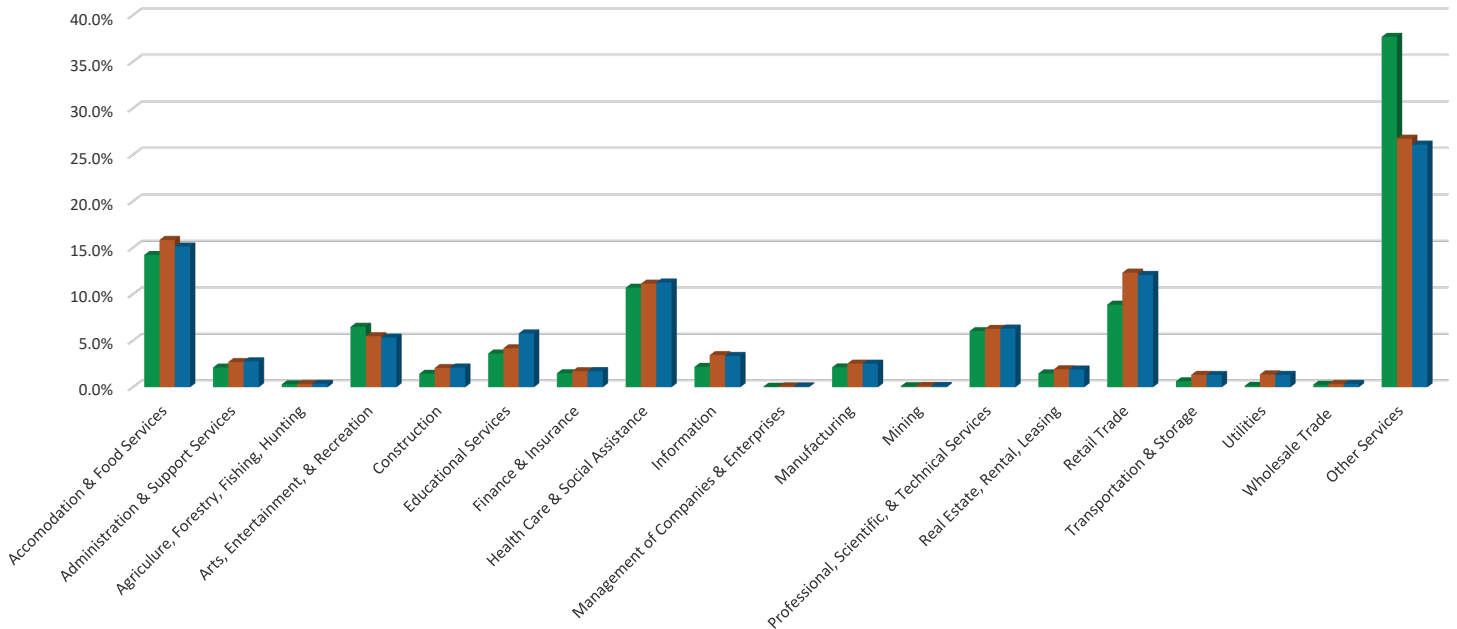
Site: David Ave & Forest Ave

Date Report Created: 10/17/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	50,118		118,317		141,076	
Student Population	7,084		30,906		41,640	
Median Employee Salary	46,717		48,412		49,282	
Average Employee Salary	55,208		57,801		58,629	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	462	1.6%	1,049	2.0%	1,098	1.9%
15,000 to 30,000 CrYr	977	3.5%	1,732	3.2%	1,836	3.2%
30,000 to 45,000 CrYr	11,614	41.3%	19,580	36.7%	20,503	36.0%
45,000 to 60,000 CrYr	8,264	29.4%	14,243	26.7%	14,917	26.2%
60,000 to 75,000 CrYr	2,087	7.4%	4,509	8.5%	4,971	8.7%
75,000 to 90,000 CrYr	1,559	5.5%	5,191	9.7%	5,583	9.8%
90,000 to 100,000 CrYr	619	2.2%	1,420	2.7%	1,526	2.7%
Over 100,000 CrYr	2,526	9.0%	5,577	10.5%	6,568	11.5%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,670	100%	28,109	100%	3,841	100%	53,301	100%	4,118	100%	57,002	100%
Accommodation & Food Services	153	9.1%	3,998	14.2%	338	8.8%	8,446	15.8%	349	8.5%	8,630	15.1%
Administration & Support Services	34	2.0%	593	2.1%	101	2.6%	1,443	2.7%	112	2.7%	1,588	2.8%
Agriculture, Forestry, Fishing, Hunting	6	0.3%	88	0.3%	11	0.3%	187	0.4%	12	0.3%	209	0.4%
Arts, Entertainment, & Recreation	68	4.1%	1,825	6.5%	119	3.1%	2,926	5.5%	128	3.1%	3,045	5.3%
Construction	58	3.5%	405	1.4%	169	4.4%	1,097	2.1%	183	4.5%	1,204	2.1%
Educational Services	42	2.5%	1,018	3.6%	84	2.2%	2,232	4.2%	102	2.5%	3,298	5.8%
Finance & Insurance	77	4.6%	421	1.5%	192	5.0%	915	1.7%	206	5.0%	983	1.7%
Health Care & Social Assistance	317	19.0%	3,010	10.7%	674	17.6%	5,935	11.1%	730	17.7%	6,420	11.3%
Information	28	1.7%	614	2.2%	71	1.9%	1,839	3.5%	75	1.8%	1,915	3.4%
Management of Companies & Enterprises	1	0.1%	13	0.0%	3	0.1%	46	0.1%	3	0.1%	49	0.1%
Manufacturing	41	2.4%	600	2.1%	109	2.8%	1,349	2.5%	115	2.8%	1,443	2.5%
Mining	0	0.0%	30	0.1%	1	0.0%	74	0.1%	1	0.0%	74	0.1%
Professional, Scientific, & Technical Services	219	13.1%	1,695	6.0%	465	12.1%	3,343	6.3%	501	12.2%	3,593	6.3%
Real Estate, Rental, Leasing	64	3.8%	416	1.5%	156	4.1%	1,024	1.9%	168	4.1%	1,083	1.9%
Retail Trade	232	13.9%	2,496	8.9%	578	15.0%	6,568	12.3%	605	14.7%	6,886	12.1%
Transportation & Storage	8	0.5%	179	0.6%	31	0.8%	706	1.3%	33	0.8%	746	1.3%
Utilities	1	0.1%	42	0.1%	4	0.1%	733	1.4%	5	0.1%	755	1.3%
Wholesale Trade	11	0.6%	74	0.3%	37	1.0%	189	0.4%	39	1.0%	204	0.4%
Other Services	311	18.6%	10,590	37.7%	697	18.2%	14,250	26.7%	750	18.2%	14,876	26.1%

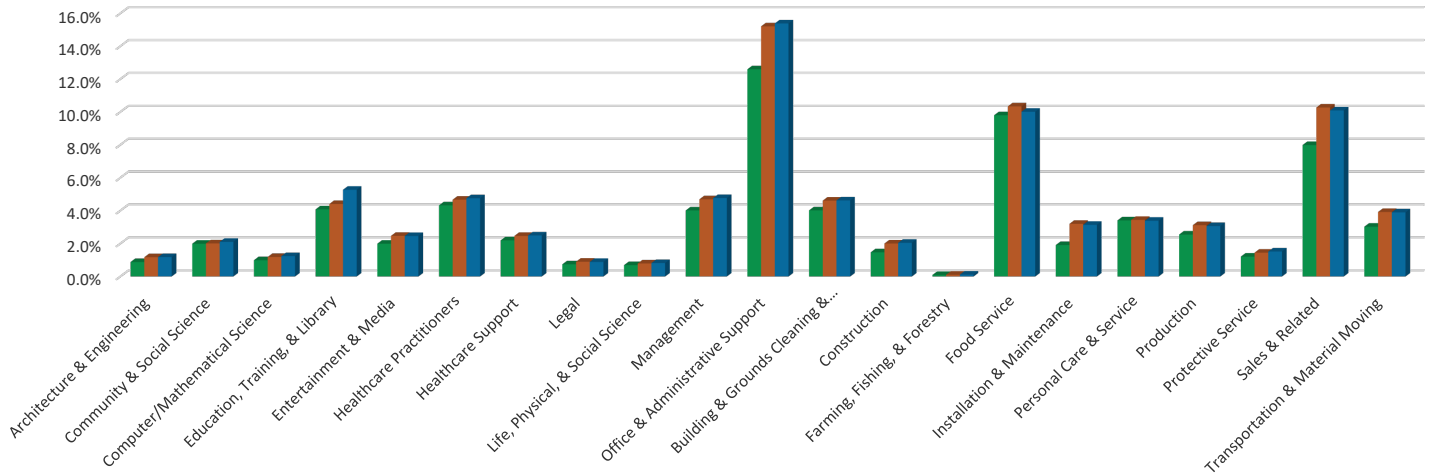
Employment Profile

Site: David Ave & Forest Ave

Date Report Created: 10/17/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	10,330	36.8%	22,725	42.6%	25,113	44.1%
Architecture & Engineering	248	0.9%	625	1.2%	673	1.2%
Community & Social Science	560	2.0%	1,073	2.0%	1,200	2.1%
Computer/Mathematical Science	279	1.0%	633	1.2%	706	1.2%
Education, Training, & Library	1,147	4.1%	2,348	4.4%	3,005	5.3%
Entertainment & Media	560	2.0%	1,317	2.5%	1,403	2.5%
Healthcare Practitioners	1,215	4.3%	2,489	4.7%	2,712	4.8%
Healthcare Support	618	2.2%	1,315	2.5%	1,423	2.5%
Legal	208	0.7%	480	0.9%	505	0.9%
Life, Physical, & Social Science	195	0.7%	423	0.8%	466	0.8%
Management	1,129	4.0%	2,501	4.7%	2,718	4.8%
Office & Administrative Support	3,541	12.6%	8,107	15.2%	8,771	15.4%
Blue Collar	9,976	35.5%	22,639	42.5%	23,892	41.9%
Building & Grounds Cleaning & Maintenance	1,130	4.0%	2,459	4.6%	2,636	4.6%
Construction	414	1.5%	1,070	2.0%	1,168	2.0%
Farming, Fishing, & Forestry	27	0.1%	57	0.1%	66	0.1%
Food Service	2,755	9.8%	5,511	10.3%	5,708	10.0%
Installation & Maintenance	538	1.9%	1,706	3.2%	1,790	3.1%
Personal Care & Service	958	3.4%	1,834	3.4%	1,932	3.4%
Production	717	2.6%	1,663	3.1%	1,748	3.1%
Protective Service	340	1.2%	773	1.4%	867	1.5%
Sales & Related	2,246	8.0%	5,476	10.3%	5,754	10.1%
Transportation & Material Moving	851	3.0%	2,090	3.9%	2,222	3.9%
Military Services	7,803	27.8%	7,937	14.9%	7,997	14.0%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	28,109	53,301	57,002
2022 Q1	27,131	51,147	54,751
2021 Q4	28,634	54,499	58,292
2021 Q3	29,734	57,096	60,392
2021 Q2	29,233	56,087	59,947
2021 Q1	27,156	51,206	54,746
2020 Q4	27,336	51,639	55,193
2020 Q3	28,940	55,166	58,275
2020 Q2	27,818	53,022	56,650

Consumer Demand & Market Supply Assessment

Site:

David Ave & Forest Ave

Date Report Created:

10/17/2022

Demographics

Population	33,715
5-Year Population estimate	34,632
Population Households	30,842
Group Quarters Population	2,873
Households	14,980
5-Year Households estimate	15,434
WorkPlace Establishments	1,670
Workplace Employees	28,109
Median Household Income	\$95,611

By Establishments

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Vending Machine Operators (Non-Store)	\$4,436,063	\$0	(\$4,436,063)	-100%	\$10,349,570	\$5,647,261	(\$4,702,309)	-45%	\$12,693,381	\$5,647,261	(\$7,046,120)	-56%
Furniture Stores	\$6,382,701	\$1,736,000	(\$4,646,701)	-73%	\$15,043,406	\$8,296,994	(\$6,746,412)	-45%	\$18,639,949	\$8,325,680	(\$10,314,269)	-55%
Automotive Parts/Accessories/Tire	\$9,677,748	\$2,633,394	(\$7,044,355)	-73%	\$23,123,366	\$13,056,482	(\$10,066,884)	-44%	\$28,731,982	\$13,056,482	(\$15,675,500)	-55%
Automotive Dealers	\$110,218,502	\$34,865,284	(\$75,353,218)	-68%	\$260,405,822	\$307,503,430	\$47,097,608	18%	\$322,881,571	\$307,503,430	(\$15,378,141)	-5%
Electronics/Appliance	\$11,190,231	\$4,852,911	(\$6,337,319)	-57%	\$24,094,754	\$12,865,690	(\$11,229,064)	-47%	\$28,064,107	\$14,304,293	(\$13,759,814)	-49%
Direct Selling Establishments	\$3,378,666	\$1,514,622	(\$1,864,044)	-55%	\$8,000,956	\$3,108,962	(\$4,891,994)	-61%	\$9,895,126	\$3,115,305	(\$6,779,821)	-69%
Electronic Shopping/Mail Order Houses	\$140,411,106	\$70,139,799	(\$70,271,306)	-50%	\$319,825,675	\$96,555,916	(\$223,269,759)	-70%	\$386,426,733	\$110,101,367	(\$276,325,367)	-72%
Other General Merchandise Stores	\$70,020,913	\$40,274,947	(\$29,745,966)	-42%	\$165,640,249	\$154,640,169	(\$11,000,080)	-7%	\$204,830,707	\$154,640,169	(\$50,190,538)	-25%
Building Material/Supplies Dealers	\$35,895,778	\$27,046,434	(\$8,849,343)	-25%	\$85,447,427	\$96,968,881	\$11,521,454	13%	\$106,048,849	\$103,115,616	(\$2,933,234)	-3%
Home Furnishing Stores	\$5,342,024	\$4,948,772	(\$393,252)	-7%	\$12,684,992	\$12,686,516	\$1,523	0%	\$15,736,476	\$13,460,325	(\$2,276,151)	-14%
Other Motor Vehicle Dealers	\$7,444,427	\$8,245,003	\$800,576	11%	\$17,563,626	\$13,204,832	(\$4,358,794)	-25%	\$21,762,413	\$13,621,627	(\$8,140,786)	-37%
Bar/Drinking Places (Alcoholic Beverages)	\$4,479,817	\$5,527,945	\$1,048,128	23%	\$8,990,244	\$12,706,233	\$3,715,989	41%	\$9,936,342	\$12,890,709	\$2,954,367	30%
Beer/Wine/Liquor Stores	\$6,076,154	\$8,428,669	\$2,352,515	39%	\$14,292,511	\$17,066,940	\$2,774,429	19%	\$17,649,584	\$17,495,033	(\$154,550)	-1%
Grocery Stores	\$70,754,278	\$99,692,614	\$28,938,336	41%	\$167,623,894	\$222,071,778	\$54,447,883	32%	\$207,450,339	\$232,958,970	\$25,508,631	12%
Sporting Goods/Hobby/Musical Instrument	\$6,955,561	\$10,051,334	\$3,095,773	45%	\$16,503,066	\$22,678,354	\$6,175,288	37%	\$20,476,106	\$24,241,432	\$3,765,327	18%
Lawn/Garden Equipment/Supplies Stores	\$3,965,762	\$6,176,510	\$2,210,748	56%	\$9,421,515	\$14,618,989	\$5,197,474	55%	\$11,674,770	\$15,191,043	\$3,516,273	30%
Book/Periodical/Music Stores	\$1,388,045	\$2,220,262	\$832,217	60%	\$3,269,354	\$4,661,539	\$1,392,185	43%	\$4,031,686	\$4,845,756	\$814,070	20%
Department Stores	\$10,457,105	\$17,243,582	\$6,786,477	65%	\$24,761,406	\$67,899,553	\$43,138,146	174%	\$30,668,713	\$73,056,262	\$42,387,549	138%
Limited-Service Eating Places	\$46,704,840	\$80,033,908	\$33,329,068	71%	\$99,058,269	\$147,807,068	\$48,748,799	49%	\$114,215,219	\$152,694,978	\$38,479,759	34%
Clothing Stores	\$18,514,407	\$31,907,128	\$13,392,721	72%	\$43,832,651	\$84,629,242	\$40,796,592	93%	\$54,355,026	\$89,661,852	\$35,306,826	65%
Other Misc. Store Retailers	\$9,749,151	\$18,079,159	\$8,330,008	85%	\$23,123,518	\$38,081,228	\$14,957,710	65%	\$28,677,107	\$39,698,777	\$11,021,670	38%
Full-Service Restaurants	\$40,552,278	\$82,118,375	\$41,566,097	103%	\$83,813,847	\$143,188,171	\$59,374,324	71%	\$94,793,872	\$147,536,983	\$52,743,111	56%
Florists/Misc. Store Retailers	\$950,401	\$2,040,236	\$1,089,835	115%	\$2,257,272	\$4,650,004	\$2,392,732	106%	\$2,796,587	\$5,009,878	\$2,213,291	79%
Shoe Stores	\$2,739,018	\$6,387,734	\$3,648,716	133%	\$6,492,458	\$14,943,031	\$8,450,573	130%	\$8,064,974	\$15,614,132	\$7,549,158	94%
Office Supplies/Stationary/Gift	\$2,621,592	\$6,197,993	\$3,576,401	136%	\$5,980,620	\$10,578,202	\$4,597,582	77%	\$7,243,796	\$11,111,134	\$3,867,337	53%
Health/Personal Care Stores	\$32,482,843	\$89,939,703	\$57,456,859	177%	\$77,433,091	\$171,076,678	\$93,643,587	121%	\$96,088,769	\$180,071,528	\$83,982,759	87%
Gasoline Stations	\$40,399,965	\$123,608,410	\$83,208,446	206%	\$96,100,099	\$211,089,467	\$114,989,367	120%	\$119,206,647	\$219,787,168	\$100,580,522	84%
Special Food Services	\$2,665,289	\$9,704,526	\$7,039,236	264%	\$5,650,964	\$21,047,925	\$15,396,961	272%	\$6,514,292	\$21,577,763	\$15,063,471	231%
Jewelry/Luggage/Leather Goods	\$3,609,824	\$14,264,335	\$10,654,511	295%	\$8,542,076	\$22,468,526	\$13,926,450	163%	\$10,588,515	\$23,231,482	\$12,642,967	119%
Used Merchandise Stores	\$1,513,114	\$8,420,043	\$6,906,929	456%	\$3,573,188	\$10,893,852	\$7,320,665	205%	\$4,423,703	\$11,193,889	\$6,770,186	153%
Specialty Food Stores	\$3,589,788	\$23,596,356	\$20,006,567	557%	\$8,498,587	\$38,600,154	\$30,101,567	354%	\$10,513,753	\$39,086,558	\$28,572,805	272%
Consumer Demand/Market Supply Index	\$714,567,392	\$841,895,990	85		\$1,651,398,474	\$2,005,292,066	82		\$2,015,081,093	\$2,083,846,882	97	



Consumer Demand & Market Supply Assessment

Site:

David Ave & Forest Ave

Date Report Created:

10/17/2022

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$41,589,372	\$6,692,194	(\$34,897,178)	-84%	\$81,996,594	\$10,897,796	(\$71,098,799)	-87%	\$89,112,632	\$12,238,042	(\$76,874,590)	-86%
Autos/Cars/Vans/Trucks/Motorcycles	\$97,148,751	\$35,040,036	(\$62,108,715)	-64%	\$229,521,496	\$273,271,300	\$43,749,803	19%	\$284,622,290	\$273,549,844	(\$11,072,447)	-4%
Automotive Tires/Tubes/Batteries/Parts	\$19,778,408	\$7,239,913	(\$12,538,495)	-63%	\$47,321,269	\$32,268,643	(\$15,052,626)	-32%	\$58,818,643	\$32,762,230	(\$26,056,413)	-44%
Furniture/Sleep/Outdoor/Patio Furniture	\$19,023,431	\$8,162,453	(\$10,860,978)	-57%	\$44,839,435	\$22,466,451	(\$22,372,985)	-50%	\$55,567,543	\$23,795,012	(\$31,772,531)	-57%
Major Household Appliances	\$2,276,977	\$1,436,912	(\$840,065)	-37%	\$5,265,542	\$4,325,766	(\$939,777)	-18%	\$6,488,405	\$4,667,124	(\$1,821,281)	-28%
Automotive Lubricants (incl Oil, Greases)	\$2,276,977	\$1,436,912	(\$840,065)	-37%	\$5,265,542	\$4,325,766	(\$939,777)	-18%	\$6,488,405	\$4,667,124	(\$1,821,281)	-28%
Retailer Services	\$19,984,162	\$13,181,773	(\$6,802,389)	-34%	\$46,836,549	\$47,479,651	\$643,102	1%	\$57,915,750	\$48,650,618	(\$9,265,132)	-16%
Audio Equipment/Musical Instruments	\$3,981,090	\$2,662,081	(\$1,319,009)	-33%	\$9,472,184	\$5,237,491	(\$4,234,693)	-45%	\$11,760,686	\$5,731,911	(\$6,028,775)	-51%
Televisions/VCR/Video Cameras/DVD etc	\$3,821,282	\$2,761,322	(\$1,059,960)	-28%	\$9,105,289	\$6,978,171	(\$2,127,118)	-23%	\$11,318,410	\$7,492,428	(\$3,825,982)	-34%
Photographic Equipment/Supplies	\$605,146	\$446,607	(\$158,539)	-26%	\$1,439,574	\$1,080,762	(\$358,811)	-25%	\$1,788,542	\$1,170,476	(\$618,067)	-35%
Dimensional Lumber/Other Building Materials	\$14,520,224	\$11,946,537	(\$2,573,686)	-18%	\$34,556,053	\$42,470,778	\$7,914,725	23%	\$42,893,661	\$45,153,222	\$2,259,562	5%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,213,847	\$8,452,266	(\$1,761,582)	-17%	\$24,406,048	\$28,145,511	\$3,739,463	15%	\$30,335,344	\$29,921,519	(\$413,825)	-1%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,584,988	\$2,176,675	(\$408,314)	-16%	\$6,207,749	\$7,764,241	\$1,556,492	25%	\$7,711,491	\$8,246,463	\$534,972	7%
Small Electric Appliances	\$1,564,146	\$1,392,622	(\$171,524)	-11%	\$3,727,282	\$3,312,346	(\$414,936)	-11%	\$4,622,555	\$3,534,502	(\$1,088,052)	-24%
Floor/Floor Coverings	\$4,765,963	\$4,648,304	(\$117,659)	-2%	\$11,397,252	\$12,386,694	\$989,442	9%	\$14,164,742	\$13,136,239	(\$1,028,503)	-7%
Kitchenware/Home Furnishings	\$8,108,061	\$8,244,117	\$136,057	2%	\$19,308,525	\$18,239,002	(\$1,069,522)	-6%	\$23,967,394	\$19,460,058	(\$4,507,337)	-19%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,077,852	\$3,472,222	\$394,369	13%	\$7,195,284	\$8,769,417	\$1,574,133	22%	\$8,885,805	\$9,322,394	\$436,589	5%
All Other Merchandise	\$27,679,092	\$31,577,218	\$3,898,127	14%	\$65,360,692	\$57,278,235	(\$8,082,457)	-12%	\$80,917,557	\$60,857,304	(\$20,060,253)	-25%
Lawn/Garden/Farm Equipment/Supplies	\$10,888,627	\$12,757,449	\$1,868,822	17%	\$25,897,660	\$31,725,110	\$5,827,451	23%	\$32,089,878	\$33,519,463	\$1,429,584	4%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$88,443,126	\$107,041,537	\$18,598,411	21%	\$211,140,522	\$209,379,885	(\$1,760,637)	-1%	\$262,112,187	\$222,173,483	(\$39,938,704)	-15%
Alcoholic Drinks Served at the Establishment	\$24,193,912	\$29,684,473	\$5,490,561	23%	\$48,335,380	\$54,719,290	\$6,383,909	13%	\$53,227,811	\$56,204,516	\$2,976,704	6%
Pets/Pet Foods/Pet Supplies	\$6,027,913	\$7,599,604	\$1,571,691	26%	\$14,227,709	\$17,310,160	\$3,082,450	22%	\$17,645,112	\$18,037,551	\$392,439	2%
Groceries/Other Food Items (Off Premises)	\$103,909,588	\$134,886,661	\$30,977,073	30%	\$247,031,661	\$317,104,910	\$70,073,248	28%	\$306,349,899	\$327,990,465	\$21,640,566	7%
Books/Periodicals	\$2,271,271	\$3,088,354	\$817,082	36%	\$5,421,053	\$5,772,903	\$351,850	6%	\$6,732,830	\$6,122,638	(\$610,192)	-9%
Packaged Liquor/Wine/Beer	\$12,863,084	\$17,508,017	\$4,644,933	36%	\$30,350,535	\$37,182,054	\$6,831,519	23%	\$37,582,165	\$38,565,123	\$982,958	3%
Soaps/Detergents/Household Cleaners	\$3,045,403	\$4,164,567	\$1,119,164	37%	\$7,250,176	\$11,759,602	\$4,509,426	62%	\$8,985,348	\$12,201,381	\$3,216,033	36%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,157,544	\$8,513,744	\$2,356,201	38%	\$14,658,013	\$17,978,333	\$3,320,320	23%	\$18,197,339	\$19,354,412	\$1,157,073	6%
Womens/Juniors/Misses Wear	\$19,730,736	\$27,337,291	\$7,606,555	39%	\$46,679,190	\$69,205,555	\$22,526,365	48%	\$57,832,963	\$73,937,071	\$16,104,108	28%
Footwear, including Accessories	\$8,104,370	\$11,696,355	\$3,591,985	44%	\$19,216,079	\$27,548,962	\$8,332,884	43%	\$23,875,117	\$29,203,116	\$5,327,999	22%
Paper/Related Products	\$2,615,883	\$3,786,532	\$1,170,649	45%	\$6,247,448	\$10,614,374	\$4,366,926	70%	\$7,754,783	\$10,935,312	\$3,180,528	41%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,163,301	\$1,689,770	\$526,469	45%	\$2,775,795	\$3,467,091	\$691,297	25%	\$3,440,948	\$3,534,969	\$94,021	3%
Sewing/Knitting Materials/Supplies	\$320,105	\$471,882	\$151,777	47%	\$740,696	\$1,123,123	\$382,427	52%	\$910,261	\$1,193,149	\$282,888	31%
Toys/Hobby Goods/Games	\$3,265,408	\$4,816,923	\$1,551,514	48%	\$7,784,114	\$11,062,783	\$3,278,670	42%	\$9,682,883	\$11,817,171	\$2,134,288	22%
Mens Wear	\$7,932,193	\$11,977,321	\$4,045,127	51%	\$18,713,332	\$30,205,618	\$11,492,286	61%	\$23,207,723	\$32,244,517	\$9,036,794	39%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,247,688	\$4,286,897	\$2,039,209	91%	\$5,220,440	\$8,806,860	\$3,586,419	69%	\$6,433,644	\$9,239,413	\$2,805,769	44%
Meats/Nonalcoholic Beverages	\$76,343,557	\$151,245,865	\$74,902,309	98%	\$162,042,439	\$279,649,666	\$117,607,227	73%	\$186,940,770	\$288,424,732	\$101,483,962	54%
Childrens Wear/Infants/Toddlers Clothing	\$2,910,545	\$5,884,876	\$2,974,330	102%	\$6,941,454	\$16,255,585	\$9,314,131	134%	\$8,643,773	\$17,290,665	\$8,646,892	100%
Cigars/Cigarettes/Tobacco/Accessories	\$6,825,950	\$13,920,838	\$7,094,888	104%	\$16,585,178	\$29,485,704	\$12,900,525	78%	\$20,674,216	\$30,541,007	\$9,866,791	48%
Jewelry (including Watches)	\$5,531,572	\$15,949,168	\$10,417,596	188%	\$13,097,191	\$27,113,368	\$14,016,177	107%	\$16,238,349	\$28,337,595	\$12,099,246	75%
Automotive Fuels	\$38,029,781	\$113,161,475	\$75,131,694	198%	\$90,626,258	\$202,452,605	\$111,826,347	123%	\$112,570,770	\$210,249,199	\$97,678,429	87%



Consumer Demand & Market Supply Assessment

Site: David Ave & Forest Ave

Date Report Created: 10/17/2022

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

Household Segmentation Profile

Site: David Ave & Forest Ave

INSIGHT
MARKET ANALYTICS

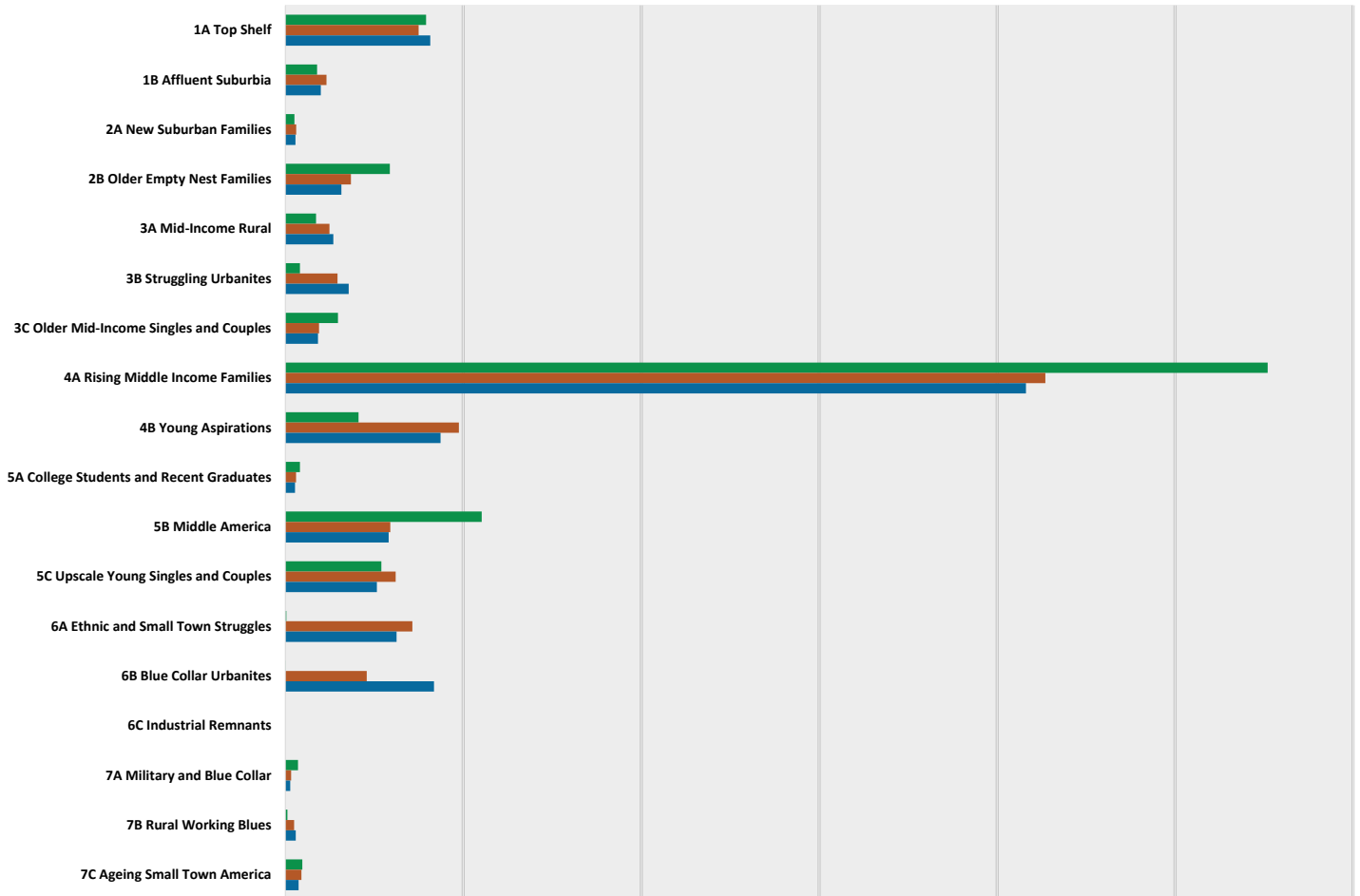
Hdl® ECON Solutions

Date: 10/17/2022



Household Lifestage Group Comparison

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	6,613	46.0%	9,452	30.5%	10,647	28.5%
2	39 Second City Beginnings	5B Middle America	1,450	10.1%	1,512	4.9%	1,512	4.0%
3	08 Living the Dream	4A Rising Middle Income Families	1,249	8.7%	3,089	10.0%	3,380	9.0%
4	02 Peak Performers	1A Top Shelf	1,017	7.1%	1,907	6.1%	2,298	6.1%
5	15 Comfortable Retirement	2B Older Empty Nest Families	751	5.2%	960	3.1%	992	2.7%
6	25 Hipsters and Geeks	5C Upscale Young Singles and Couples	398	2.8%	398	1.3%	398	1.1%
7	49 Sierra Siesta	3C Older Mid-Income Singles and Couples	381	2.6%	543	1.7%	642	1.7%
8	27 Young Coastal Technocrats	5C Upscale Young Singles and Couples	378	2.6%	1,525	4.9%	1,525	4.1%
9	14 American Playgrounds	4B Young Aspirations	342	2.4%	1,497	4.8%	1,546	4.1%
10	40 Beltway Commuters	4B Young Aspirations	249	1.7%	1,270	4.1%	1,279	3.4%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

Date: 10/17/2022

TOTAL HOUSEHOLDS		14,378	100%	31,033	100%	37,364	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
1A Top Shelf		1,138	7.9%	2,324	7.5%	3,042	8.1%
	01 One Percenters	121	0.8%	417	1.3%	744	2.0%
	02 Peak Performers	1,017	7.1%	1,907	6.1%	2,298	6.1%
	03 Second City Moguls	0	0.0%	0	0.0%	0	0.0%
1B Affluent Suburbia		257	1.8%	717	2.3%	746	2.0%
	04 Sprawl Success	24	0.2%	372	1.2%	374	1.0%
	05 Transitioning Affluent Families	184	1.3%	236	0.8%	240	0.6%
	06 Best of Both Worlds	49	0.3%	109	0.4%	133	0.4%
	09 Successful Urban Refugees	0	0.0%	0	0.0%	0	0.0%
2A New Suburban Families		73	0.5%	189	0.6%	212	0.6%
	17 New American Dreams	0	0.0%	0	0.0%	0	0.0%
	21 New Suburban Style	6	0.0%	50	0.2%	50	0.1%
	34 Midwestern Comforts	0	0.0%	37	0.1%	59	0.2%
	42 Rising Fortunes	67	0.5%	102	0.3%	103	0.3%
2B Older Empty Nest Families		845	5.9%	1,145	3.7%	1,177	3.2%
	12 Mainstream Established Suburb	35	0.2%	49	0.2%	49	0.1%
	15 Comfortable Retirement	751	5.2%	960	3.1%	992	2.7%
	18 Small Town Middle Managers	0	0.0%	0	0.0%	0	0.0%
	33 Noreasters	44	0.3%	121	0.4%	121	0.3%
	41 Garden Variety Suburbia	15	0.1%	15	0.0%	15	0.0%
3A Mid-Income Rural		249	1.7%	770	2.5%	1,007	2.7%
	13 Cowboy Country	175	1.2%	671	2.2%	886	2.4%
	16 Spacious Suburbs	74	0.5%	99	0.3%	121	0.3%
	20 Rugged Individualists	0	0.0%	0	0.0%	0	0.0%
	51 Boots and Brew	0	0.0%	0	0.0%	0	0.0%
3B Struggling Urbanites		118	0.8%	910	2.9%	1,332	3.6%
	38 Failing Prospects	0	0.0%	0	0.0%	0	0.0%
	44 Pacific Second City	69	0.5%	625	2.0%	711	1.9%
	45 Northern Blues	20	0.1%	20	0.1%	20	0.1%
	58 Marking Time	29	0.2%	265	0.9%	601	1.6%
3C Older Mid-Income Singles and Couples		426	3.0%	588	1.9%	687	1.8%
	46 Recessive Singles	45	0.3%	45	0.1%	45	0.1%
	49 Sierra Siesta	381	2.6%	543	1.7%	642	1.7%
4A Rising Middle Income Families		7,937	55.2%	13,254	42.7%	15,550	41.6%
	07 Upscale Diversity	6	0.0%	84	0.3%	114	0.3%
	08 Living the Dream	1,249	8.7%	3,089	10.0%	3,380	9.0%
	10 Emerging Leaders	6,613	46.0%	9,452	30.5%	10,647	28.5%
	11 Affluent Newcomers	69	0.5%	630	2.0%	1,409	3.8%
4B Young Aspirations		591	4.1%	3,027	9.8%	3,259	8.7%
	14 American Playgrounds	342	2.4%	1,497	4.8%	1,546	4.1%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	0	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	10	0.0%	26	0.1%
	35 Generational Dreams	0	0.0%	250	0.8%	408	1.1%
	40 Beltway Commuters	249	1.7%	1,270	4.1%	1,279	3.4%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

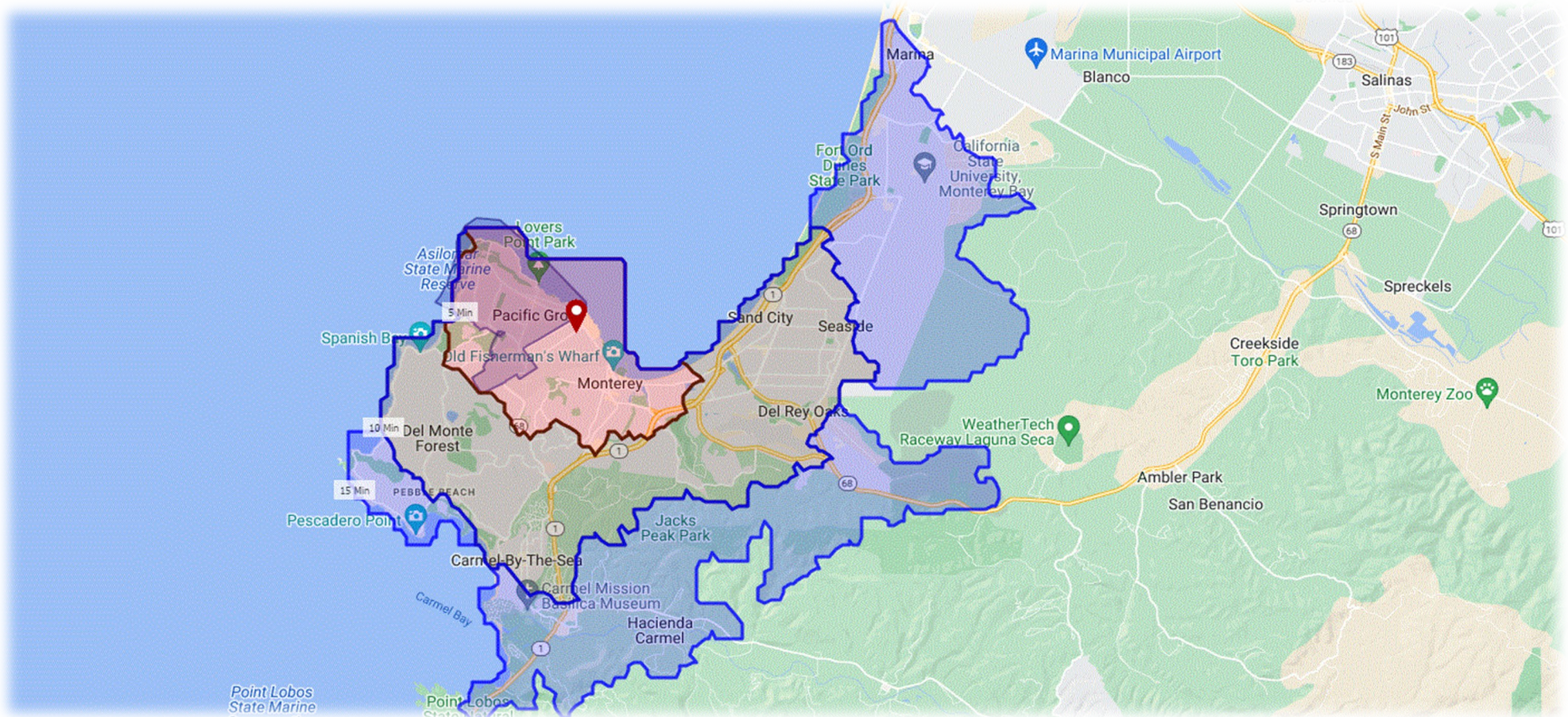
Date: 10/17/2022

TOTAL HOUSEHOLDS		14,378	100%	31,033	100%	37,364	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
5A College Students and Recent Graduates		118	0.8%	187	0.6%	203	0.5%
	57 Cap and Gown	6	0.0%	6	0.0%	22	0.1%
	67 Starting Out	112	0.8%	181	0.6%	181	0.5%
5B Middle America		1,587	11.0%	1,832	5.9%	2,169	5.8%
	26 High Density Diversity	0	0.0%	134	0.4%	327	0.9%
	36 Olde New England	137	1.0%	170	0.5%	182	0.5%
	39 Second City Beginnings	1,450	10.1%	1,512	4.9%	1,512	4.0%
	43 Classic Interstate Suburbia	0	0.0%	16	0.1%	148	0.4%
5C Upscale Young Singles and Couples		776	5.4%	1,923	6.2%	1,923	5.1%
	25 Hipsters and Geeks	398	2.8%	398	1.3%	398	1.1%
	27 Young Coastal Technocrats	378	2.6%	1,525	4.9%	1,525	4.1%
6A Ethnic and Small Town Struggles		8	0.1%	2,215	7.1%	2,336	6.3%
	31 Working Hispania	0	0.0%	1,845	5.9%	1,845	4.9%
	59 Hispanic Working Poor	0	0.0%	361	1.2%	404	1.1%
	60 Bordertown Blues	0	0.0%	0	0.0%	0	0.0%
	64 Struggling Southerners	0	0.0%	0	0.0%	7	0.0%
	65 Forgotten Towns	8	0.1%	8	0.0%	80	0.2%
6B Blue Collar Urbanites		1	0.0%	1,419	4.6%	3,120	8.4%
	28 Asian-Hispanic Fusion	1	0.0%	1,419	4.6%	3,120	8.4%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Struggling Singles	0	0.0%	0	0.0%	0	0.0%
6C Industrial Remnants		0	0.0%	0	0.0%	0	0.0%
	63 Southern Small City Blues	0	0.0%	0	0.0%	0	0.0%
	66 Post Industrial Trauma	0	0.0%	0	0.0%	0	0.0%
	68 Rust Belt Poverty	0	0.0%	0	0.0%	0	0.0%
7A Military and Blue Collar		102	0.7%	102	0.3%	102	0.3%
	61 Communal Living	102	0.7%	102	0.3%	102	0.3%
	62 Living Here in Allentown	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		17	0.1%	153	0.5%	219	0.6%
	24 Isolated Hispanic Neighborhood	0	0.0%	107	0.3%	153	0.4%
	29 Big Apple Dreamers	0	0.0%	0	0.0%	0	0.0%
	47 Simply Southern	0	0.0%	1	0.0%	1	0.0%
	48 Tex-Mex	16	0.1%	45	0.1%	65	0.2%
	53 Classic Dixie	0	0.0%	0	0.0%	0	0.0%
	56 Gospel and Guns	0	0.0%	0	0.0%	0	0.0%
7C Ageing Small Town America		137	1.0%	280	0.9%	280	0.7%
	23 Enduring Heartland	0	0.0%	0	0.0%	0	0.0%
	37 Faded Industrial Dreams	0	0.0%	0	0.0%	0	0.0%
	50 Great Plains Great Struggles	0	0.0%	0	0.0%	0	0.0%
	52 Great Open Country	0	0.0%	0	0.0%	0	0.0%
	54 Off the Beaten Path	137	1.0%	280	0.9%	280	0.7%
	55 Hollows and Hills	0	0.0%	0	0.0%	0	0.0%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Central & Eardley Ave Pacific Grove, CA



	5 Minutes	10 Minutes	15 Minutes
Population	32,943	85,369	101,969
Daytime Population	67,032	121,565	145,222
Households	15,123	34,798	40,822
Average Age	43.4	42.5	42.3
Average HH Income	\$121,195	\$119,044	\$124,230
White Collar (Residents)	74.9%	67.5%	68.0%
College Degree & Above	56%	48%	48%



Consumer Demographic Profile

Site: Central & Eardley Ave

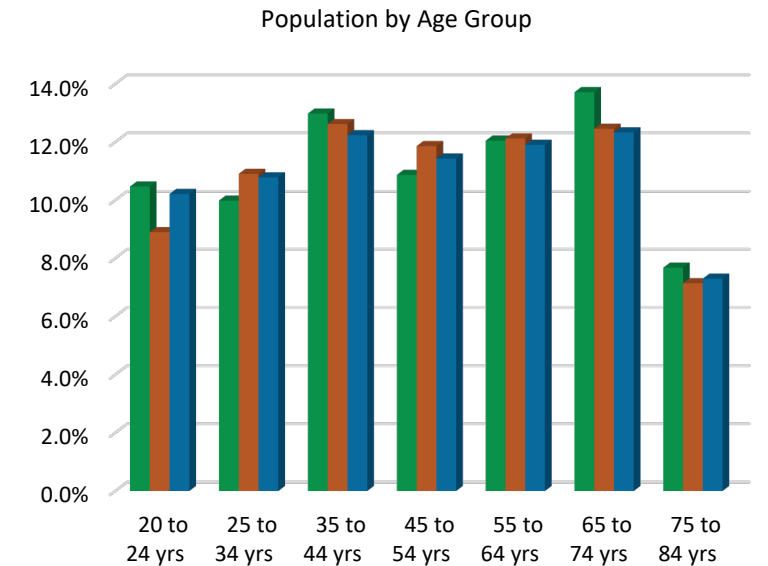
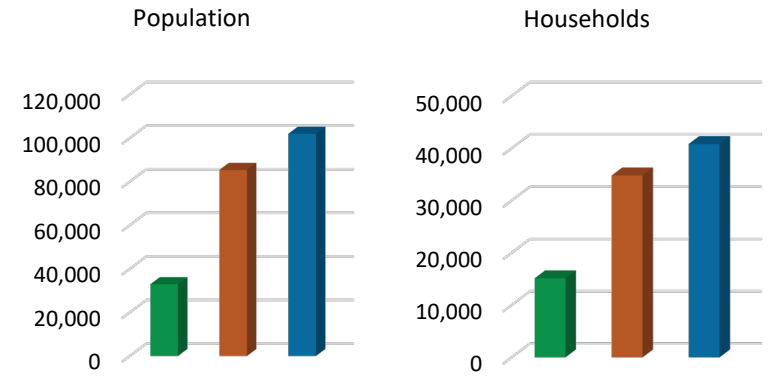
Date Report Created: 10/17/2022

INSIGHT

MARKET ANALYTICS

Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	32,943	---	85,369	---	101,969	---
5 Year Projected Pop	33,864	---	87,993	---	105,695	---
Pop Growth (%)	2.8%	---	3.1%	---	3.7%	---
Households	15,123	---	34,798	---	40,822	---
5 Year Projected HHs	15,593	---	35,942	---	42,388	---
HH Growth (%)	3.1%	---	3.3%	---	3.8%	---
Census Stats						
2000 Population	34,131	---	85,462	---	104,882	---
2010 Population	32,248	---	82,729	---	97,455	---
Pop Growth (%)	-5.5%	---	-3.2%	---	-7.1%	---
2000 Households	15,227	---	34,461	---	39,975	---
2010 Households	14,739	---	33,636	---	38,960	---
HH Growth (%)	-3.2%	---	-2.4%	---	-2.5%	---
Total Population by Age						
Average Age	43.4		42.5		42.3	
19 yrs & under	6,380	19.4%	18,192	21.3%	21,472	21.1%
20 to 24 yrs	3,449	10.5%	7,597	8.9%	10,414	10.2%
25 to 34 yrs	3,289	10.0%	9,310	10.9%	10,997	10.8%
35 to 44 yrs	4,276	13.0%	10,771	12.6%	12,475	12.2%
45 to 54 yrs	3,581	10.9%	10,125	11.9%	11,655	11.4%
55 to 64 yrs	3,969	12.0%	10,348	12.1%	12,137	11.9%
65 to 74 yrs	4,518	13.7%	10,633	12.5%	12,575	12.3%
75 to 84 yrs	2,528	7.7%	6,095	7.1%	7,442	7.3%
85 + yrs	953	2.9%	2,300	2.7%	2,802	2.7%
Population Bases						
20-34 yrs	6,738	20.5%	16,907	19.8%	21,411	21.0%
45-64 yrs	7,549	22.9%	20,473	24.0%	23,792	23.3%
16 yrs +	27,074	82.2%	69,064	80.9%	82,772	81.2%
25 yrs +	23,114	70.2%	59,581	69.8%	70,083	68.7%
65 yrs +	8,000	24.3%	19,028	22.3%	22,820	22.4%
75 yrs +	3,481	10.6%	8,394	9.8%	10,244	10.0%
85 yrs +	953	2.9%	2,300	2.7%	2,802	2.7%



Consumer Demographic Profile

Site: Central & Eardley Ave

Date Report Created: 10/17/2022

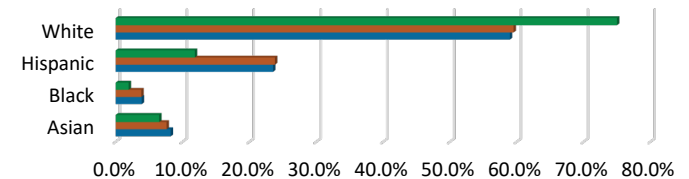
INSIGHT

MARKET ANALYTICS

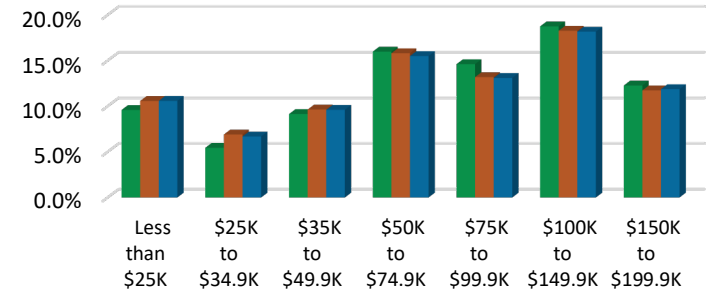
HdL[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	24,705	75.0%	50,809	59.5%	60,123	59.0%
Hispanic	3,900	11.8%	20,332	23.8%	23,995	23.5%
Black	641	1.9%	3,282	3.8%	3,974	3.9%
Asian	2,145	6.5%	6,496	7.6%	8,391	8.2%
Ancestry						
American Indian (ancestry)	131	0.4%	289	0.3%	337	0.3%
Hawaiin (ancestry)	99	0.3%	658	0.8%	827	0.8%
Household Income						
Per Capita Income	\$55,637	---	\$48,525	---	\$49,733	---
Average HH Income	\$121,195	---	\$119,044	---	\$124,230	---
Median HH Income	\$91,053	---	\$87,567	---	\$88,708	---
Less than \$25K	1,450	9.6%	3,683	10.6%	4,324	10.6%
\$25K to \$34.9K	824	5.4%	2,404	6.9%	2,730	6.7%
\$35K to \$49.9K	1,384	9.2%	3,357	9.6%	3,924	9.6%
\$50K to \$74.9K	2,418	16.0%	5,501	15.8%	6,328	15.5%
\$75K to \$99.9K	2,209	14.6%	4,590	13.2%	5,348	13.1%
\$100K to \$149.9K	2,836	18.8%	6,360	18.3%	7,421	18.2%
\$150K to \$199.9K	1,856	12.3%	4,085	11.7%	4,847	11.9%
\$200K +	2,145	14.2%	4,817	13.8%	5,899	14.5%
Education						
Less than 9th Grade	332	1.4%	3,113	5.2%	3,710	5.3%
Some HS, No Diploma	602	2.6%	2,567	4.3%	2,977	4.2%
HS Grad (or Equivalent)	2,506	10.8%	9,033	15.2%	10,406	14.8%
Some College, No Degree	4,629	20.0%	12,086	20.3%	14,139	20.2%
Associate Degree	2,190	9.5%	5,433	9.1%	6,524	9.3%
Bachelor Degree	6,851	29.6%	14,761	24.8%	17,671	25.2%
Graduates Degree	3,881	16.8%	8,343	14.0%	9,556	13.6%

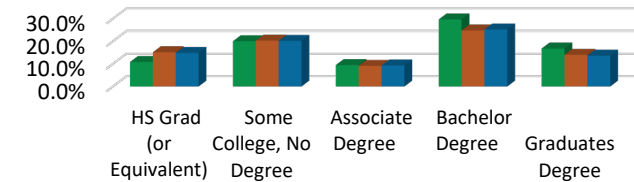
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: Central & Eardley Ave

Date Report Created: 10/17/2022

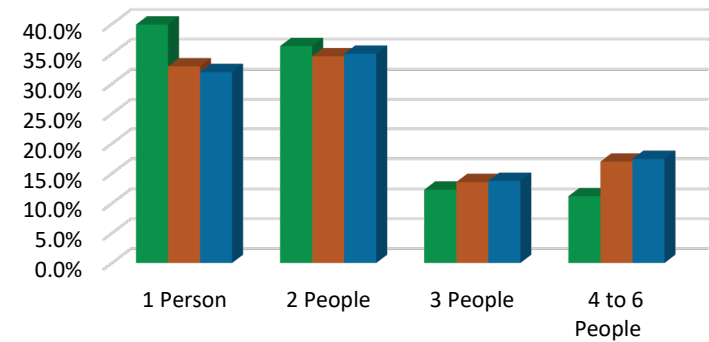
INSIGHT

MARKET ANALYTICS

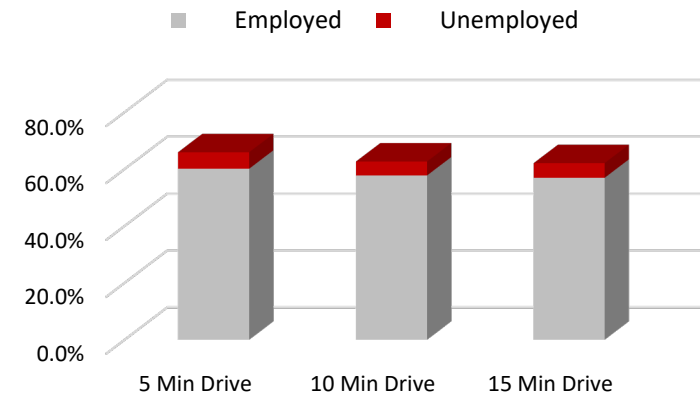
Hdl ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	7,458		20,488		24,527	
Single - Male	200	2.7%	870	4.2%	1,065	4.3%
Single - Female	716	9.6%	2,063	10.1%	2,357	9.6%
Single Parent - Male	240	3.2%	710	3.5%	862	3.5%
Single Parent - Female	322	4.3%	920	4.5%	1,033	4.2%
Married w/ Children	1,776	23.8%	5,394	26.3%	6,579	26.8%
Married w/out Children	4,204	56.4%	10,530	51.4%	12,632	51.5%
Household Size						
1 Person	6,035	39.9%	11,452	32.9%	13,042	31.9%
2 People	5,490	36.3%	12,038	34.6%	14,293	35.0%
3 People	1,856	12.3%	4,713	13.5%	5,606	13.7%
4 to 6 People	1,690	11.2%	5,903	17.0%	7,109	17.4%
7+ People	52	0.3%	693	2.0%	772	1.9%
Home Ownership	15,123		34,798		40,822	
Owners	6,214	41.1%	16,288	46.8%	19,421	47.6%
Renters	8,909	58.9%	18,511	53.2%	21,400	52.4%
Components of Change						
Births	246	0.7%	723	0.8%	857	0.8%
Deaths	405	1.2%	1,020	1.2%	1,234	1.2%
Migration	308	0.9%	589	0.7%	309	0.3%
Employment (Pop 16+)	27,074		69,064		82,772	
Armed Services	2,895	10.7%	3,821	5.5%	4,123	5.0%
Civilian	17,844	65.9%	43,271	62.7%	51,385	62.1%
Employed	16,277	60.1%	39,887	57.8%	47,121	56.9%
Unemployed	1,567	5.8%	3,385	4.9%	4,263	5.2%
Not in Labor Force	9,230	34.1%	25,793	37.3%	31,387	37.9%
Employed Population	16,277		39,887		47,121	
White Collar	12,184	74.9%	26,941	67.5%	32,048	68.0%
Blue Collar	4,093	25.1%	12,946	32.5%	15,073	32.0%

Household Size



Civilian Employment

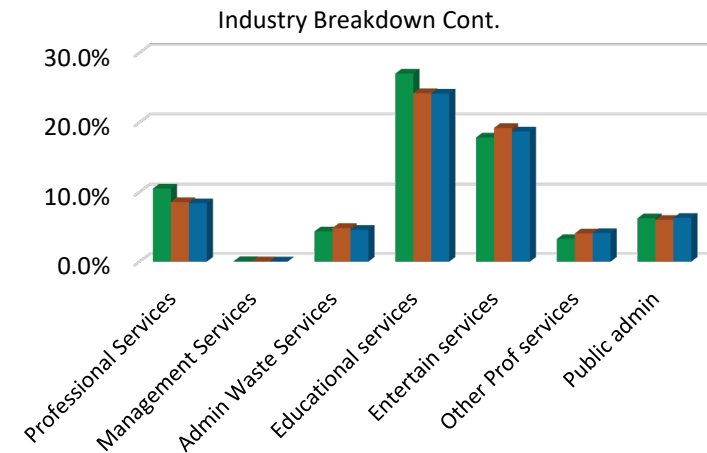
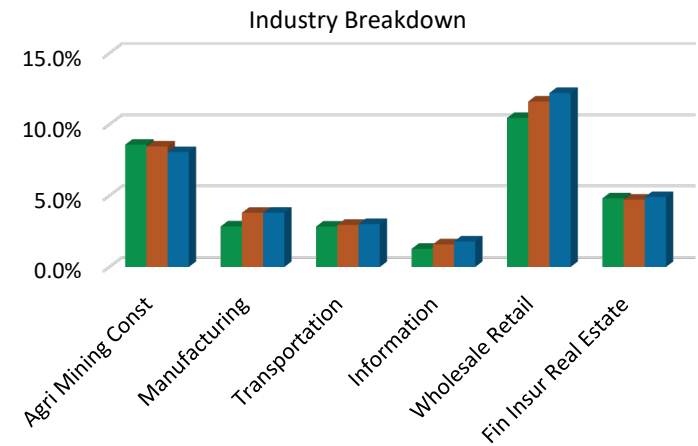


Consumer Demographic Profile

Site: Central & Eardley Ave

Date Report Created: 10/17/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	16,277		39,887		47,121	
White Collar	12,184	74.9%	26,941	67.5%	32,048	68.0%
Managerial executive	3,190	19.6%	7,133	17.9%	8,457	17.9%
Prof specialty	5,651	34.7%	11,329	28.4%	13,229	28.1%
Healthcare support	304	1.9%	1,099	2.8%	1,362	2.9%
Sales	1,457	9.0%	3,776	9.5%	4,751	10.1%
Office Admin	1,582	9.7%	3,604	9.0%	4,249	9.0%
Blue Collar	4,093	25.1%	12,946	32.5%	15,073	32.0%
Protective	254	1.6%	736	1.8%	902	1.9%
Food Prep Serving	1,236	7.6%	3,555	8.9%	4,131	8.8%
Bldg Maint/Cleaning	428	2.6%	2,136	5.4%	2,383	5.1%
Personal Care	475	2.9%	1,308	3.3%	1,614	3.4%
Farming/Fishing/Forestry	70	0.4%	373	0.9%	396	0.8%
Construction	819	5.0%	2,484	6.2%	2,835	6.0%
Production Transp	810	5.0%	2,355	5.9%	2,813	6.0%
Employment By Industry	16,277		39,887		47,121	
Agri Mining Const	1,397	8.6%	3,373	8.5%	3,799	8.1%
Manufacturing	463	2.8%	1,517	3.8%	1,793	3.8%
Transportation	462	2.8%	1,178	3.0%	1,421	3.0%
Information	208	1.3%	632	1.6%	843	1.8%
Wholesale Retail	1,702	10.5%	4,631	11.6%	5,753	12.2%
Fin Insur Real Estate	784	4.8%	1,884	4.7%	2,311	4.9%
Professional Services	1,708	10.5%	3,415	8.6%	3,953	8.4%
Management Services	10	0.1%	15	0.0%	16	0.0%
Admin Waste Services	706	4.3%	1,927	4.8%	2,153	4.6%
Educational services	4,396	27.0%	9,649	24.2%	11,373	24.1%
Entertain services	2,901	17.8%	7,658	19.2%	8,812	18.7%
Other Prof services	527	3.2%	1,615	4.0%	1,933	4.1%
Public admin	1,013	6.2%	2,392	6.0%	2,961	6.3%



Employment Profile

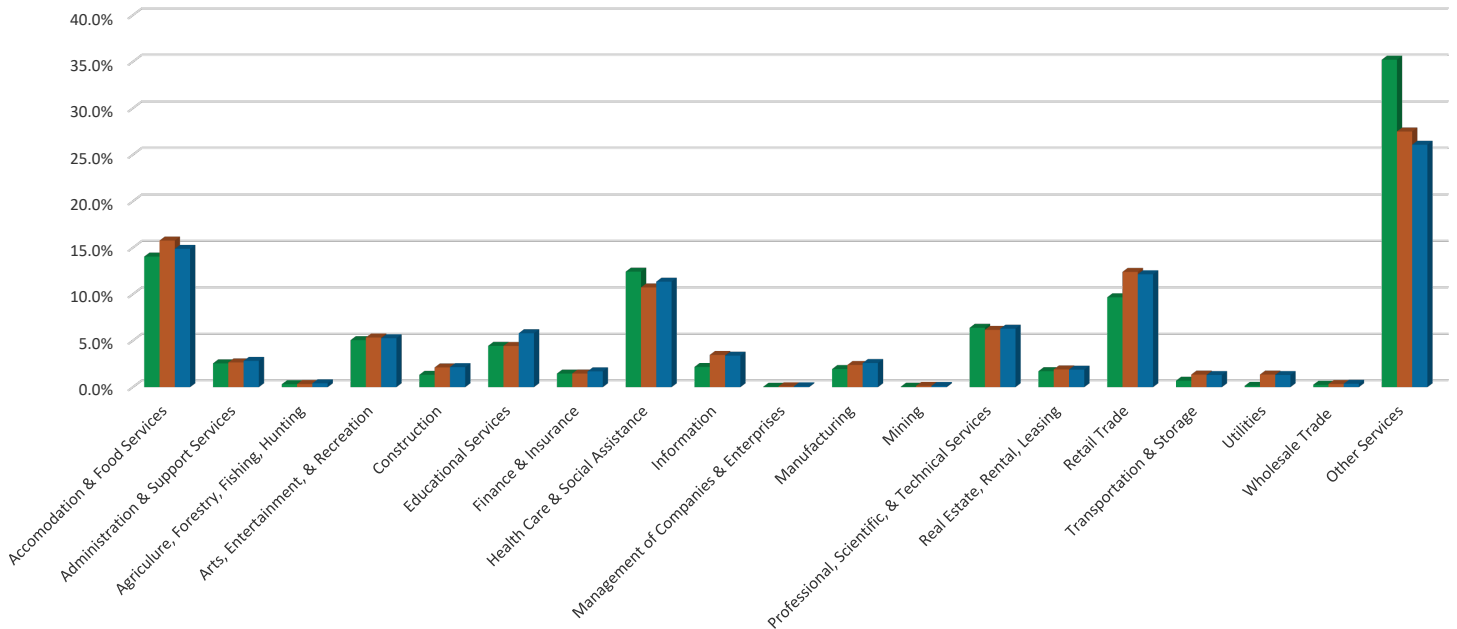
Site: Central & Eardley Ave

Date Report Created: 10/17/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	67,032		121,565		145,222	
Student Population	21,534		33,188		42,701	
Median Employee Salary	47,637		48,491		49,379	
Average Employee Salary	56,533		57,735		58,856	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	546	1.7%	1,016	1.9%	1,131	1.9%
15,000 to 30,000 CrYr	1,007	3.2%	1,687	3.2%	1,876	3.2%
30,000 to 45,000 CrYr	12,241	38.8%	19,084	36.6%	20,960	35.8%
45,000 to 60,000 CrYr	9,125	28.9%	14,040	26.9%	15,303	26.1%
60,000 to 75,000 CrYr	2,308	7.3%	4,444	8.5%	5,162	8.8%
75,000 to 90,000 CrYr	2,635	8.4%	5,213	10.0%	5,724	9.8%
90,000 to 100,000 CrYr	657	2.1%	1,369	2.6%	1,556	2.7%
Over 100,000 CrYr	3,021	9.6%	5,337	10.2%	6,841	11.7%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,955	100%	31,540	100%	3,636	100%	52,189	100%	4,247	100%	58,555	100%
Accommodation & Food Services	166	8.5%	4,432	14.1%	322	8.9%	8,233	15.8%	353	8.3%	8,714	14.9%
Administration & Support Services	40	2.0%	807	2.6%	98	2.7%	1,389	2.7%	116	2.7%	1,655	2.8%
Agriculture, Forestry, Fishing, Hunting	7	0.4%	101	0.3%	10	0.3%	176	0.3%	13	0.3%	245	0.4%
Arts, Entertainment, & Recreation	69	3.6%	1,596	5.1%	113	3.1%	2,789	5.3%	130	3.1%	3,082	5.3%
Construction	61	3.1%	420	1.3%	166	4.6%	1,107	2.1%	193	4.5%	1,263	2.2%
Educational Services	46	2.3%	1,403	4.4%	82	2.3%	2,315	4.4%	105	2.5%	3,399	5.8%
Finance & Insurance	84	4.3%	461	1.5%	164	4.5%	765	1.5%	210	4.9%	996	1.7%
Health Care & Social Assistance	426	21.8%	3,920	12.4%	637	17.5%	5,600	10.7%	757	17.8%	6,649	11.4%
Information	33	1.7%	687	2.2%	68	1.9%	1,811	3.5%	77	1.8%	1,986	3.4%
Management of Companies & Enterprises	1	0.1%	15	0.0%	3	0.1%	46	0.1%	4	0.1%	52	0.1%
Manufacturing	46	2.4%	615	1.9%	101	2.8%	1,247	2.4%	119	2.8%	1,520	2.6%
Mining	0	0.0%	16	0.1%	1	0.0%	74	0.1%	1	0.0%	74	0.1%
Professional, Scientific, & Technical Services	252	12.9%	2,016	6.4%	429	11.8%	3,220	6.2%	510	12.0%	3,685	6.3%
Real Estate, Rental, Leasing	76	3.9%	542	1.7%	146	4.0%	997	1.9%	173	4.1%	1,104	1.9%
Retail Trade	268	13.7%	3,050	9.7%	550	15.1%	6,474	12.4%	623	14.7%	7,113	12.1%
Transportation & Storage	9	0.5%	220	0.7%	31	0.9%	706	1.4%	34	0.8%	765	1.3%
Utilities	1	0.1%	47	0.1%	3	0.1%	707	1.4%	5	0.1%	764	1.3%
Wholesale Trade	12	0.6%	82	0.3%	36	1.0%	178	0.3%	41	1.0%	216	0.4%
Other Services	357	18.3%	11,109	35.2%	677	18.6%	14,354	27.5%	784	18.5%	15,272	26.1%

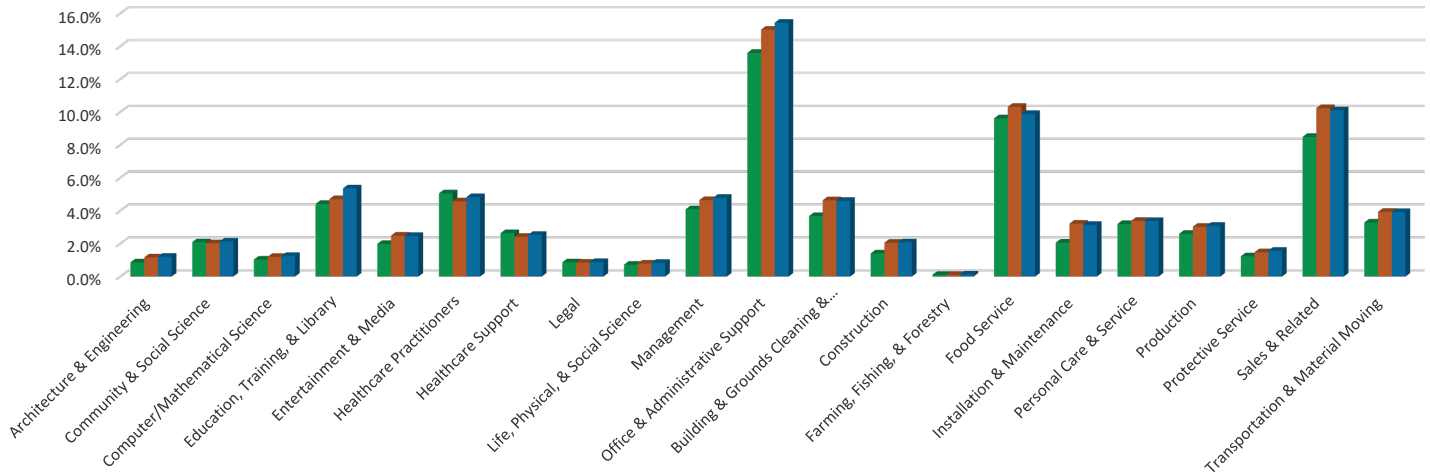
Employment Profile

Site: Central & Eardley Ave

Date Report Created: 10/17/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	12,486	39.6%	22,152	42.4%	25,999	44.4%
Architecture & Engineering	271	0.9%	606	1.2%	704	1.2%
Community & Social Science	659	2.1%	1,054	2.0%	1,248	2.1%
Computer/Mathematical Science	325	1.0%	624	1.2%	733	1.3%
Education, Training, & Library	1,391	4.4%	2,454	4.7%	3,137	5.4%
Entertainment & Media	625	2.0%	1,298	2.5%	1,443	2.5%
Healthcare Practitioners	1,594	5.1%	2,385	4.6%	2,825	4.8%
Healthcare Support	831	2.6%	1,260	2.4%	1,481	2.5%
Legal	272	0.9%	441	0.8%	515	0.9%
Life, Physical, & Social Science	227	0.7%	412	0.8%	488	0.8%
Management	1,289	4.1%	2,425	4.6%	2,801	4.8%
Office & Administrative Support	4,290	13.6%	7,833	15.0%	9,038	15.4%
Blue Collar	11,240	35.6%	22,112	42.4%	24,527	41.9%
Building & Grounds Cleaning & Maintenance	1,159	3.7%	2,419	4.6%	2,694	4.6%
Construction	443	1.4%	1,071	2.1%	1,222	2.1%
Farming, Fishing, & Forestry	33	0.1%	55	0.1%	73	0.1%
Food Service	3,032	9.6%	5,382	10.3%	5,786	9.9%
Installation & Maintenance	650	2.1%	1,677	3.2%	1,840	3.1%
Personal Care & Service	1,007	3.2%	1,764	3.4%	1,974	3.4%
Production	818	2.6%	1,579	3.0%	1,805	3.1%
Protective Service	387	1.2%	770	1.5%	919	1.6%
Sales & Related	2,676	8.5%	5,343	10.2%	5,918	10.1%
Transportation & Material Moving	1,035	3.3%	2,051	3.9%	2,295	3.9%
Military Services	7,814	24.8%	7,925	15.2%	8,029	13.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	31,540	52,189	58,555
2022 Q1	30,424	50,114	56,242
2021 Q4	32,134	53,337	59,886
2021 Q3	33,313	55,640	61,997
2021 Q2	32,836	54,858	61,564
2021 Q1	30,434	50,115	56,196
2020 Q4	30,649	50,530	56,637
2020 Q3	32,414	53,724	59,772
2020 Q2	31,243	51,871	58,140

Consumer Demand & Market Supply Assessment

Site: Central & Eardley Ave

Date Report Created: 10/17/2022

Demographics

Population
5-Year Population estimate
Population Households
Group Quarters Population
Households
5-Year Households estimate
WorkPlace Establishments
Workplace Employees
Median Household Income

5 Min Drive	10 Min Drive	15 Min Drive
32,943	85,369	101,969
33,864	87,993	105,695
30,355	82,043	96,896
2,588	3,327	5,073
15,123	34,798	40,822
15,593	35,942	42,388
1,955	3,636	4,247
31,540	52,189	58,555
\$91,053	\$87,567	\$88,708

By Establishments

Vending Machine Operators (Non-Store)
Furniture Stores
Electronics/Appliance
Direct Selling Establishments
Automotive Dealers
Automotive Parts/Accessories/Tire
Electronic Shopping/Mail Order Houses
Other General Merchandise Stores
Building Material/Supplies Dealers
Other Motor Vehicle Dealers
Home Furnishing Stores
Grocery Stores
Bar/Drinking Places (Alcoholic Beverages)
Sporting Goods/Hobby/Musical Instrument
Other Misc. Store Retailers
Limited-Service Eating Places
Beer/Wine/Liquor Stores
Book/Periodical/Music Stores
Full-Service Restaurants
Clothing Stores
Florists/Misc. Store Retailers
Lawn/Garden Equipment/Supplies Stores
Office Supplies/Stationary/Gift
Department Stores
Shoe Stores
Health/Personal Care Stores
Gasoline Stations
Jewelry/Luggage/Leather Goods
Special Food Services
Used Merchandise Stores
Specialty Food Stores

Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
\$4,405,294	\$973,806	(\$3,431,488)	-78%	\$11,331,876	\$5,647,261	(\$5,684,615)	-50%	\$13,309,566	\$5,647,261	(\$7,662,305)	-58%
\$6,230,612	\$1,736,000	(\$4,494,612)	-72%	\$16,642,553	\$8,296,994	(\$8,345,559)	-50%	\$19,571,363	\$8,296,994	(\$11,274,369)	-58%
\$11,716,874	\$5,314,518	(\$6,402,356)	-55%	\$25,262,032	\$13,192,045	(\$12,069,987)	-48%	\$29,201,128	\$14,791,791	(\$14,409,337)	-49%
\$3,320,360	\$1,528,368	(\$1,791,992)	-54%	\$8,829,025	\$3,029,838	(\$5,799,188)	-66%	\$10,388,006	\$3,482,643	(\$6,905,362)	-66%
\$107,646,801	\$49,779,087	(\$57,867,713)	-54%	\$287,520,663	\$307,503,430	\$19,982,767	7%	\$339,067,755	\$307,503,430	(\$31,564,325)	-9%
\$9,507,722	\$4,896,875	(\$4,610,848)	-48%	\$25,622,191	\$13,056,482	(\$12,565,709)	-49%	\$30,197,104	\$14,264,990	(\$15,932,114)	-53%
\$141,960,990	\$73,331,333	(\$68,629,657)	-48%	\$346,019,801	\$95,563,324	(\$250,456,477)	-72%	\$404,358,239	\$124,463,136	(\$279,895,102)	-69%
\$68,903,328	\$44,646,554	(\$24,256,774)	-35%	\$182,731,421	\$154,640,169	(\$28,091,252)	-15%	\$215,058,821	\$161,226,845	(\$53,831,976)	-25%
\$35,181,340	\$27,908,644	(\$7,272,696)	-21%	\$94,526,882	\$92,366,339	(\$2,160,543)	-2%	\$111,396,224	\$106,110,693	(\$5,285,532)	-5%
\$7,261,783	\$8,552,663	\$1,290,880	18%	\$19,374,130	\$13,107,231	(\$6,266,899)	-32%	\$22,849,627	\$13,895,305	(\$8,954,321)	-39%
\$5,231,509	\$6,463,604	\$1,232,095	24%	\$14,036,840	\$10,337,198	(\$3,699,642)	-26%	\$16,528,111	\$13,472,230	(\$3,055,881)	-18%
\$69,511,778	\$102,919,273	\$33,407,495	48%	\$184,979,203	\$226,929,341	\$41,950,138	23%	\$217,812,902	\$249,570,168	\$31,757,266	15%
\$4,899,505	\$8,175,981	\$3,276,476	67%	\$9,031,261	\$12,148,663	\$3,117,401	35%	\$10,252,078	\$12,890,709	\$2,638,631	26%
\$6,817,813	\$11,788,068	\$4,970,255	73%	\$18,273,729	\$21,462,590	\$3,188,861	17%	\$21,513,285	\$25,223,992	\$3,710,707	17%
\$9,543,031	\$16,616,498	\$7,073,466	74%	\$25,569,564	\$34,818,778	\$9,249,214	36%	\$30,124,066	\$40,601,003	\$10,476,937	35%
\$49,340,565	\$89,724,377	\$40,383,812	82%	\$102,925,090	\$143,115,783	\$40,190,693	39%	\$118,670,728	\$154,913,508	\$36,242,780	31%
\$5,958,276	\$11,259,198	\$5,300,922	89%	\$15,742,992	\$16,033,834	\$290,842	2%	\$18,528,304	\$17,449,667	(\$1,078,637)	-6%
\$1,371,467	\$2,713,478	\$1,342,010	98%	\$3,600,931	\$4,282,967	\$682,037	19%	\$4,231,680	\$4,836,605	\$604,926	14%
\$43,557,798	\$89,886,284	\$46,328,486	106%	\$85,753,735	\$138,195,864	\$52,442,129	61%	\$98,183,414	\$150,009,778	\$51,826,364	53%
\$18,110,932	\$43,181,996	\$25,071,064	138%	\$48,458,619	\$77,053,076	\$28,594,457	59%	\$57,097,724	\$90,066,632	\$32,968,909	58%
\$928,594	\$2,261,749	\$1,333,155	144%	\$2,490,542	\$4,373,609	\$1,883,067	76%	\$2,937,189	\$4,967,044	\$2,029,855	69%
\$3,876,094	\$9,687,104	\$5,811,010	150%	\$10,399,099	\$13,905,448	\$3,506,349	34%	\$12,262,659	\$15,083,876	\$2,821,217	23%
\$2,632,793	\$7,169,058	\$4,536,266	172%	\$6,476,640	\$10,539,398	\$4,062,757	63%	\$7,580,503	\$11,173,174	\$3,592,672	47%
\$10,260,658	\$30,632,160	\$20,371,502	199%	\$27,352,393	\$70,495,848	\$43,143,455	158%	\$32,208,216	\$75,500,912	\$43,292,695	134%
\$2,686,425	\$8,423,070	\$5,736,646	214%	\$7,180,792	\$14,089,414	\$6,908,622	96%	\$8,479,508	\$15,956,323	\$7,476,815	88%
\$31,864,024	\$104,927,163	\$73,063,139	229%	\$85,679,287	\$168,593,179	\$82,913,893	97%	\$100,943,678	\$189,813,172	\$88,869,494	88%
\$39,716,782	\$136,396,517	\$96,679,736	243%	\$106,363,401	\$199,671,873	\$93,308,472	88%	\$125,275,516	\$232,024,887	\$106,749,371	85%
\$3,527,911	\$14,489,034	\$10,961,123	311%	\$9,442,967	\$22,034,291	\$12,591,324	133%	\$11,114,897	\$23,213,051	\$12,098,154	109%
\$2,815,881	\$12,135,414	\$9,319,533	331%	\$5,870,571	\$20,902,421	\$15,031,849	256%	\$6,768,118	\$21,714,855	\$14,946,737	221%
\$1,477,285	\$8,881,962	\$7,404,677	501%	\$3,939,397	\$10,055,574	\$6,116,177	155%	\$4,643,595	\$11,180,823	\$6,537,228	141%
\$3,528,129	\$26,021,168	\$22,493,039	638%	\$9,374,293	\$38,015,242	\$28,640,949	306%	\$11,037,693	\$40,621,639	\$29,583,946	268%
Consumer Demand/Market Supply Index	\$713,792,354	\$962,421,002	74	\$1,800,801,919	\$1,963,457,504	92		\$2,111,591,696	\$2,159,967,138	98	



Consumer Demand & Market Supply Assessment

Site: Central & Eardley Ave

Date Report Created: 10/17/2022

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$46,188,176	\$7,105,601	(\$39,082,575)	-85%	\$81,281,324	\$10,887,295	(\$70,394,029)	-87%	\$91,716,722	\$13,433,383	(\$78,283,339)	-85%
Furniture/Sleep/Outdoor/Patio Furniture	\$18,566,937	\$9,320,801	(\$9,246,136)	-50%	\$49,618,405	\$21,998,300	(\$27,620,105)	-56%	\$58,345,529	\$24,897,892	(\$33,447,637)	-57%
Autos/Cars/Vans/Trucks/Motorcycles	\$94,900,265	\$48,099,931	(\$46,800,334)	-49%	\$253,459,466	\$273,210,561	\$19,751,094	8%	\$298,890,769	\$273,749,265	(\$25,141,503)	-8%
Automotive Tires/Tubes/Batteries/Parts	\$19,447,420	\$10,202,565	(\$9,244,855)	-48%	\$52,461,130	\$32,214,445	(\$20,246,686)	-39%	\$61,823,987	\$34,375,285	(\$27,448,702)	-44%
Major Household Appliances	\$2,188,531	\$1,633,775	(\$554,756)	-25%	\$5,736,741	\$4,276,316	(\$1,460,425)	-25%	\$6,799,708	\$4,837,341	(\$1,962,367)	-29%
Automotive Lubricants (incl Oil, Greases)	\$2,188,531	\$1,633,775	(\$554,756)	-25%	\$5,736,741	\$4,276,316	(\$1,460,425)	-25%	\$6,799,708	\$4,837,341	(\$1,962,367)	-29%
Audio Equipment/Musical Instruments	\$3,900,532	\$2,985,765	(\$914,766)	-23%	\$10,487,662	\$5,196,281	(\$5,291,381)	-50%	\$12,359,033	\$6,123,088	(\$6,235,945)	-50%
Retailer Services	\$19,399,154	\$15,629,460	(\$3,769,695)	-19%	\$51,502,047	\$46,977,649	(\$4,524,398)	-9%	\$60,781,398	\$49,547,406	(\$11,233,992)	-18%
Televisions/VCR/Video Cameras/DVD etc	\$3,751,875	\$3,138,535	(\$613,340)	-16%	\$10,111,241	\$7,041,876	(\$3,069,364)	-30%	\$11,897,201	\$7,912,449	(\$3,984,752)	-33%
Photographic Equipment/Supplies	\$592,889	\$504,310	(\$88,579)	-15%	\$1,594,708	\$1,093,712	(\$500,996)	-31%	\$1,879,077	\$1,232,285	(\$646,792)	-34%
Dimensional Lumber/Other Building Materials	\$14,237,660	\$12,346,411	(\$1,891,249)	-13%	\$38,232,961	\$40,423,714	\$2,190,754	6%	\$45,049,267	\$46,455,215	\$1,405,948	3%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,544,914	\$2,257,776	(\$287,138)	-11%	\$6,886,229	\$7,402,207	\$515,978	7%	\$8,102,466	\$8,487,492	\$385,026	5%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,031,976	\$8,964,471	(\$1,067,505)	-11%	\$27,052,598	\$27,005,188	(\$47,410)	0%	\$31,883,024	\$30,961,466	(\$921,557)	-3%
Small Electric Appliances	\$1,530,040	\$1,648,566	\$118,526	8%	\$4,114,621	\$3,272,291	(\$842,330)	-20%	\$4,855,253	\$3,748,140	(\$1,107,113)	-23%
Floor/Floor Coverings	\$4,685,813	\$5,350,178	\$664,365	14%	\$12,636,604	\$11,195,041	(\$1,441,562)	-11%	\$14,886,033	\$13,411,545	(\$1,474,488)	-10%
Kitchenware/Home Furnishings	\$7,953,185	\$9,692,485	\$1,739,301	22%	\$21,378,468	\$17,388,843	(\$3,989,625)	-19%	\$25,177,540	\$20,330,949	(\$4,846,591)	-19%
All Other Merchandise	\$26,989,177	\$33,551,375	\$6,562,198	24%	\$72,007,677	\$55,177,241	(\$16,830,436)	-23%	\$84,931,514	\$63,459,217	(\$21,472,297)	-25%
Pets/Pet Foods/Pet Supplies	\$5,890,049	\$7,538,428	\$1,648,379	28%	\$15,738,351	\$16,287,466	\$549,115	3%	\$18,539,605	\$18,597,224	\$57,620	0%
Alcoholic Drinks Served at the Establishment	\$26,533,145	\$34,457,761	\$7,924,616	30%	\$48,414,944	\$52,731,068	\$4,316,124	9%	\$54,885,684	\$56,947,512	\$2,061,827	4%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,989,456	\$4,233,724	\$1,244,268	42%	\$7,931,613	\$8,488,003	\$556,391	7%	\$9,317,180	\$9,759,608	\$442,428	5%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$86,814,166	\$123,430,439	\$36,616,273	42%	\$233,730,378	\$207,452,323	(\$26,278,055)	-11%	\$275,379,514	\$236,199,605	(\$39,179,909)	-14%
Groceries/Other Food Items (Off Premises)	\$101,822,849	\$146,015,193	\$44,192,343	43%	\$273,050,694	\$319,497,979	\$46,447,285	17%	\$321,726,389	\$347,059,085	\$25,332,696	8%
Lawn/Garden/Farm Equipment/Supplies	\$10,644,649	\$16,332,763	\$5,688,115	53%	\$28,581,258	\$30,533,679	\$1,952,421	7%	\$33,706,436	\$34,235,042	\$528,606	2%
Soaps/Detergents/Household Cleaners	\$2,986,792	\$4,674,985	\$1,688,193	57%	\$8,025,670	\$11,794,308	\$3,768,638	47%	\$9,437,614	\$12,823,433	\$3,385,819	36%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,139,694	\$1,785,915	\$646,221	57%	\$3,072,391	\$3,354,033	\$281,643	9%	\$3,612,969	\$3,838,307	\$225,337	6%
Books/Periodicals	\$2,228,528	\$3,546,507	\$1,317,979	59%	\$6,012,612	\$5,462,922	(\$549,691)	-9%	\$7,075,044	\$6,337,174	(\$737,869)	-10%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,046,013	\$9,794,477	\$3,748,464	62%	\$16,263,291	\$17,390,500	\$1,127,209	7%	\$19,121,960	\$20,489,471	\$1,367,511	7%
Packaged Liquor/Wine/Beer	\$12,542,496	\$20,704,342	\$8,161,846	65%	\$33,496,608	\$36,349,998	\$2,853,390	9%	\$39,467,494	\$40,063,622	\$596,128	2%
Paper/Related Products	\$2,565,475	\$4,299,984	\$1,734,509	68%	\$6,914,652	\$10,663,464	\$3,748,811	54%	\$8,144,059	\$11,477,735	\$3,333,675	41%
Sewing/Knitting Materials/Supplies	\$311,548	\$553,415	\$241,867	78%	\$817,022	\$1,080,496	\$263,474	32%	\$954,861	\$1,247,071	\$292,211	31%
Toys/Hobby Goods/Games	\$3,214,211	\$5,740,359	\$2,526,149	79%	\$8,646,186	\$10,856,902	\$2,210,716	26%	\$10,178,842	\$12,438,767	\$2,259,924	22%
Womens/Juniors/Misses Wear	\$19,261,751	\$36,074,681	\$16,812,930	87%	\$51,532,487	\$65,510,636	\$13,978,148	27%	\$60,733,641	\$75,911,393	\$15,177,753	25%
Footwear, including Accessories	\$7,951,447	\$15,126,483	\$7,175,036	90%	\$21,255,078	\$26,237,030	\$4,981,953	23%	\$25,104,744	\$30,121,597	\$5,016,853	20%
Mens Wear	\$7,756,045	\$15,648,526	\$7,892,481	102%	\$20,693,446	\$28,851,264	\$8,157,819	39%	\$24,381,867	\$33,243,388	\$8,861,521	36%
Meats/Nonalcoholic Beverages	\$80,611,715	\$169,377,754	\$88,766,040	110%	\$168,440,230	\$271,327,095	\$102,886,865	61%	\$194,251,703	\$293,153,388	\$98,901,685	51%
Cigars/Cigarettes/Tobacco/Accessories	\$6,784,291	\$14,883,910	\$8,099,619	119%	\$18,520,195	\$28,320,886	\$9,800,690	53%	\$21,758,071	\$31,881,158	\$10,123,087	47%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,173,707	\$5,014,101	\$2,840,394	131%	\$5,726,689	\$8,683,694	\$2,957,004	52%	\$6,747,474	\$9,726,049	\$2,978,576	44%
Childrens Wear/Infants/Toddlers Clothing	\$2,880,377	\$8,021,461	\$5,141,084	178%	\$7,739,422	\$15,650,782	\$7,911,360	102%	\$9,092,256	\$17,745,766	\$8,653,510	95%
Jewelry (including Watches)	\$5,408,621	\$16,907,531	\$11,498,910	213%	\$14,487,637	\$26,499,676	\$12,012,039	83%	\$17,045,226	\$28,689,965	\$11,644,739	68%
Automotive Fuels	\$37,317,955	\$124,713,791	\$87,395,836	234%	\$100,415,297	\$192,688,698	\$92,273,401	92%	\$118,331,861	\$221,859,466	\$103,527,605	87%



Consumer Demand & Market Supply Assessment

Site: Central & Eardley Ave

Date Report Created: 10/17/2022

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

Household Segmentation Profile

Site: Central & Eardley Ave

Date: 10/17/2022

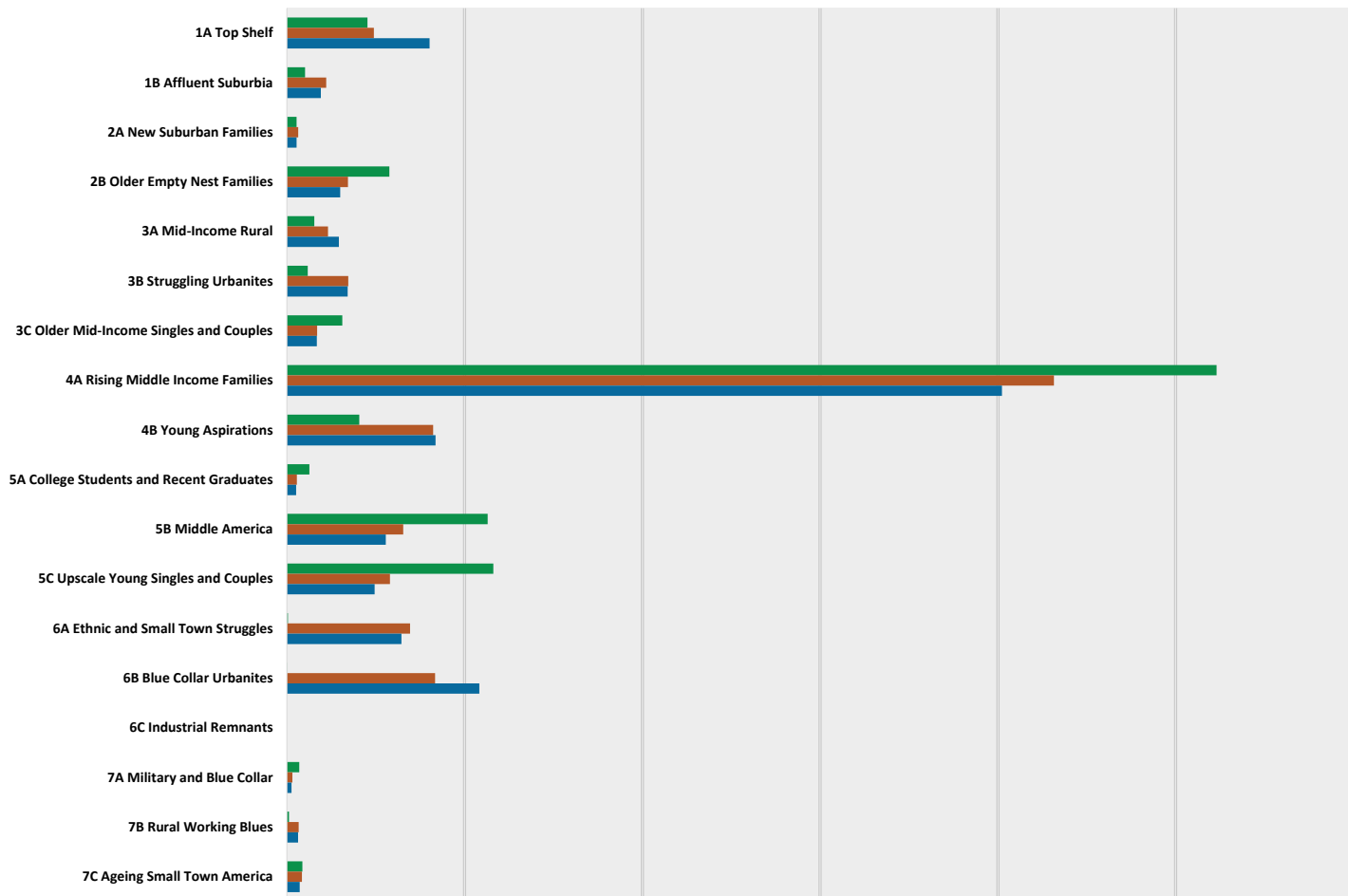
INSIGHT
MARKET ANALYTICS

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Household Lifestage Group Comparison

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	7,046	48.2%	9,974	30.1%	10,785	27.7%
2	39 Second City Beginnings	5B Middle America	1,511	10.3%	1,512	4.6%	1,512	3.9%
3	27 Young Coastal Technocrats	5C Upscale Young Singles and Couples	1,301	8.9%	1,525	4.6%	1,525	3.9%
4	15 Comfortable Retirement	2B Older Empty Nest Families	747	5.1%	954	2.9%	982	2.5%
5	02 Peak Performers	1A Top Shelf	587	4.0%	1,356	4.1%	2,441	6.3%
6	08 Living the Dream	4A Rising Middle Income Families	531	3.6%	2,810	8.5%	3,316	8.5%
7	49 Sierra Siesta	3C Older Mid-Income Singles and Couples	411	2.8%	519	1.6%	611	1.6%
8	25 Hipsters and Geeks	5C Upscale Young Singles and Couples	398	2.7%	398	1.2%	398	1.0%
9	40 Beltway Commuters	4B Young Aspirations	367	2.5%	1,278	3.9%	1,280	3.3%
10	14 American Playgrounds	4B Young Aspirations	229	1.6%	1,016	3.1%	1,544	4.0%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

Date: 10/17/2022

TOTAL HOUSEHOLDS		14,630	100%	33,159	100%	38,963	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
1A Top Shelf		663	4.5%	1,624	4.9%	3,127	8.0%
	01 One Percenters	76	0.5%	267	0.8%	686	1.8%
	02 Peak Performers	587	4.0%	1,356	4.1%	2,441	6.3%
	03 Second City Moguls	0	0.0%	0	0.0%	0	0.0%
1B Affluent Suburbia		149	1.0%	733	2.2%	744	1.9%
	04 Sprawl Success	29	0.2%	372	1.1%	375	1.0%
	05 Transitioning Affluent Families	71	0.5%	228	0.7%	236	0.6%
	06 Best of Both Worlds	49	0.3%	133	0.4%	133	0.3%
	09 Successful Urban Refugees	0	0.0%	0	0.0%	0	0.0%
2A New Suburban Families		80	0.5%	212	0.6%	213	0.5%
	17 New American Dreams	0	0.0%	0	0.0%	0	0.0%
	21 New Suburban Style	6	0.0%	50	0.2%	50	0.1%
	34 Midwestern Comforts	0	0.0%	59	0.2%	59	0.2%
	42 Rising Fortunes	73	0.5%	103	0.3%	104	0.3%
2B Older Empty Nest Families		844	5.8%	1,139	3.4%	1,167	3.0%
	12 Mainstream Established Suburb	35	0.2%	49	0.1%	49	0.1%
	15 Comfortable Retirement	747	5.1%	954	2.9%	982	2.5%
	18 Small Town Middle Managers	0	0.0%	0	0.0%	0	0.0%
	33 Noreasters	46	0.3%	121	0.4%	121	0.3%
	41 Garden Variety Suburbia	15	0.1%	15	0.0%	15	0.0%
3A Mid-Income Rural		226	1.5%	766	2.3%	1,140	2.9%
	13 Cowboy Country	154	1.1%	671	2.0%	1,027	2.6%
	16 Spacious Suburbs	72	0.5%	95	0.3%	114	0.3%
	20 Rugged Individualists	0	0.0%	0	0.0%	0	0.0%
	51 Boots and Brew	0	0.0%	0	0.0%	0	0.0%
3B Struggling Urbanites		172	1.2%	1,145	3.5%	1,332	3.4%
	38 Failing Prospects	0	0.0%	0	0.0%	0	0.0%
	44 Pacific Second City	69	0.5%	678	2.0%	711	1.8%
	45 Northern Blues	20	0.1%	20	0.1%	20	0.1%
	58 Marking Time	83	0.6%	447	1.3%	601	1.5%
3C Older Mid-Income Singles and Couples		456	3.1%	564	1.7%	656	1.7%
	46 Recessive Singles	45	0.3%	45	0.1%	45	0.1%
	49 Sierra Siesta	411	2.8%	519	1.6%	611	1.6%
4A Rising Middle Income Families		7,652	52.3%	14,308	43.1%	15,673	40.2%
	07 Upscale Diversity	6	0.0%	114	0.3%	116	0.3%
	08 Living the Dream	531	3.6%	2,810	8.5%	3,316	8.5%
	10 Emerging Leaders	7,046	48.2%	9,974	30.1%	10,785	27.7%
	11 Affluent Newcomers	69	0.5%	1,409	4.2%	1,456	3.7%
4B Young Aspirations		596	4.1%	2,728	8.2%	3,258	8.4%
	14 American Playgrounds	229	1.6%	1,016	3.1%	1,544	4.0%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	0	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	26	0.1%	26	0.1%
	35 Generational Dreams	0	0.0%	408	1.2%	408	1.0%
	40 Beltway Commuters	367	2.5%	1,278	3.9%	1,280	3.3%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.



Household Segmentation Profile

Date: 10/17/2022

TOTAL HOUSEHOLDS		14,630	100%	33,159	100%	38,963	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
5A College Students and Recent Graduates		186	1.3%	187	0.6%	203	0.5%
	57 Cap and Gown	6	0.0%	6	0.0%	22	0.1%
	67 Starting Out	180	1.2%	181	0.5%	181	0.5%
5B Middle America		1,653	11.3%	2,169	6.5%	2,169	5.6%
	26 High Density Diversity	0	0.0%	327	1.0%	327	0.8%
	36 Olde New England	142	1.0%	182	0.5%	182	0.5%
	39 Second City Beginnings	1,511	10.3%	1,512	4.6%	1,512	3.9%
	43 Classic Interstate Suburbia	0	0.0%	148	0.4%	148	0.4%
5C Upscale Young Singles and Couples		1,699	11.6%	1,923	5.8%	1,923	4.9%
	25 Hipsters and Geeks	398	2.7%	398	1.2%	398	1.0%
	27 Young Coastal Technocrats	1,301	8.9%	1,525	4.6%	1,525	3.9%
6A Ethnic and Small Town Struggles		8	0.1%	2,296	6.9%	2,512	6.4%
	31 Working Hispania	0	0.0%	1,845	5.6%	1,900	4.9%
	59 Hispanic Working Poor	0	0.0%	397	1.2%	525	1.3%
	60 Bordertown Blues	0	0.0%	0	0.0%	0	0.0%
	64 Struggling Southerners	0	0.0%	7	0.0%	7	0.0%
	65 Forgotten Towns	8	0.1%	47	0.1%	80	0.2%
6B Blue Collar Urbanites		1	0.0%	2,764	8.3%	4,217	10.8%
	28 Asian-Hispanic Fusion	1	0.0%	2,764	8.3%	4,217	10.8%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Struggling Singles	0	0.0%	0	0.0%	0	0.0%
6C Industrial Remnants		0	0.0%	0	0.0%	0	0.0%
	63 Southern Small City Blues	0	0.0%	0	0.0%	0	0.0%
	66 Post Industrial Trauma	0	0.0%	0	0.0%	0	0.0%
	68 Rust Belt Poverty	0	0.0%	0	0.0%	0	0.0%
7A Military and Blue Collar		102	0.7%	102	0.3%	102	0.3%
	61 Communal Living	102	0.7%	102	0.3%	102	0.3%
	62 Living Here in Allentown	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		18	0.1%	219	0.7%	246	0.6%
	24 Isolated Hispanic Neighborhood	0	0.0%	153	0.5%	180	0.5%
	29 Big Apple Dreamers	0	0.0%	0	0.0%	0	0.0%
	47 Simply Southern	0	0.0%	1	0.0%	1	0.0%
	48 Tex-Mex	18	0.1%	65	0.2%	65	0.2%
	53 Classic Dixie	0	0.0%	0	0.0%	0	0.0%
	56 Gospel and Guns	0	0.0%	0	0.0%	0	0.0%
7C Ageing Small Town America		127	0.9%	280	0.8%	280	0.7%
	23 Enduring Heartland	0	0.0%	0	0.0%	0	0.0%
	37 Faded Industrial Dreams	0	0.0%	0	0.0%	0	0.0%
	50 Great Plains Great Struggles	0	0.0%	0	0.0%	0	0.0%
	52 Great Open Country	0	0.0%	0	0.0%	0	0.0%
	54 Off the Beaten Path	127	0.9%	280	0.8%	280	0.7%
	55 Hollows and Hills	0	0.0%	0	0.0%	0	0.0%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.

