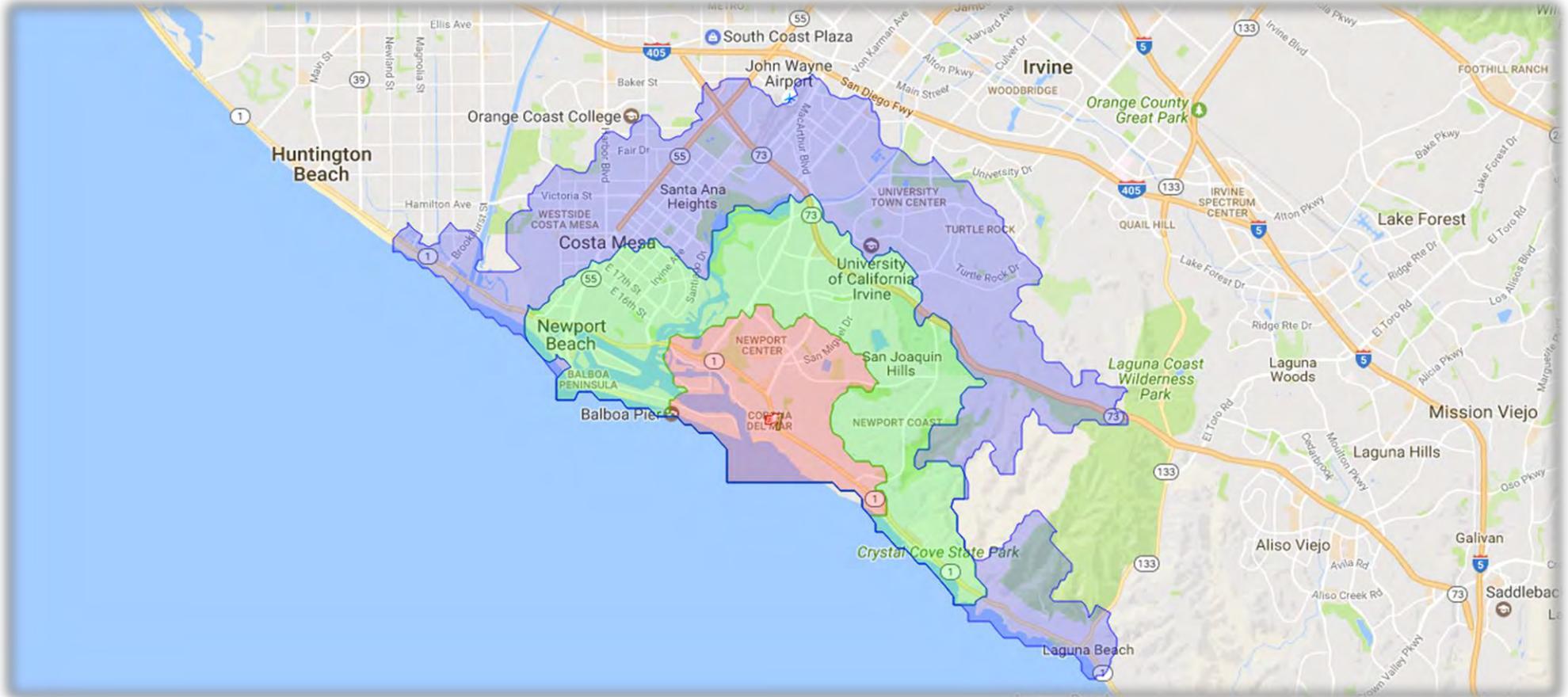


Corona Del Mar

Pacific Coast Highway (MacArthur - Hazel)

June 2017



	5 Minutes	10 Minutes	15 Minutes
Population	23,039	84,476	206,196
Daytime Population	37,116	101,358	361,218
Households	11,341	38,536	84,063
Average Age	48.5	43.7	39.6
Average HH Income	\$204,529	\$179,718	\$139,125
White Collar (Residents)	89%	87%	78%
Some College or Degree	79%	79%	72%

Traffic Counts	
Pacific Coast Hwy & MacArthur	> 50,000
Pacific Coast Hwy & Hazel Dr	> 47,000

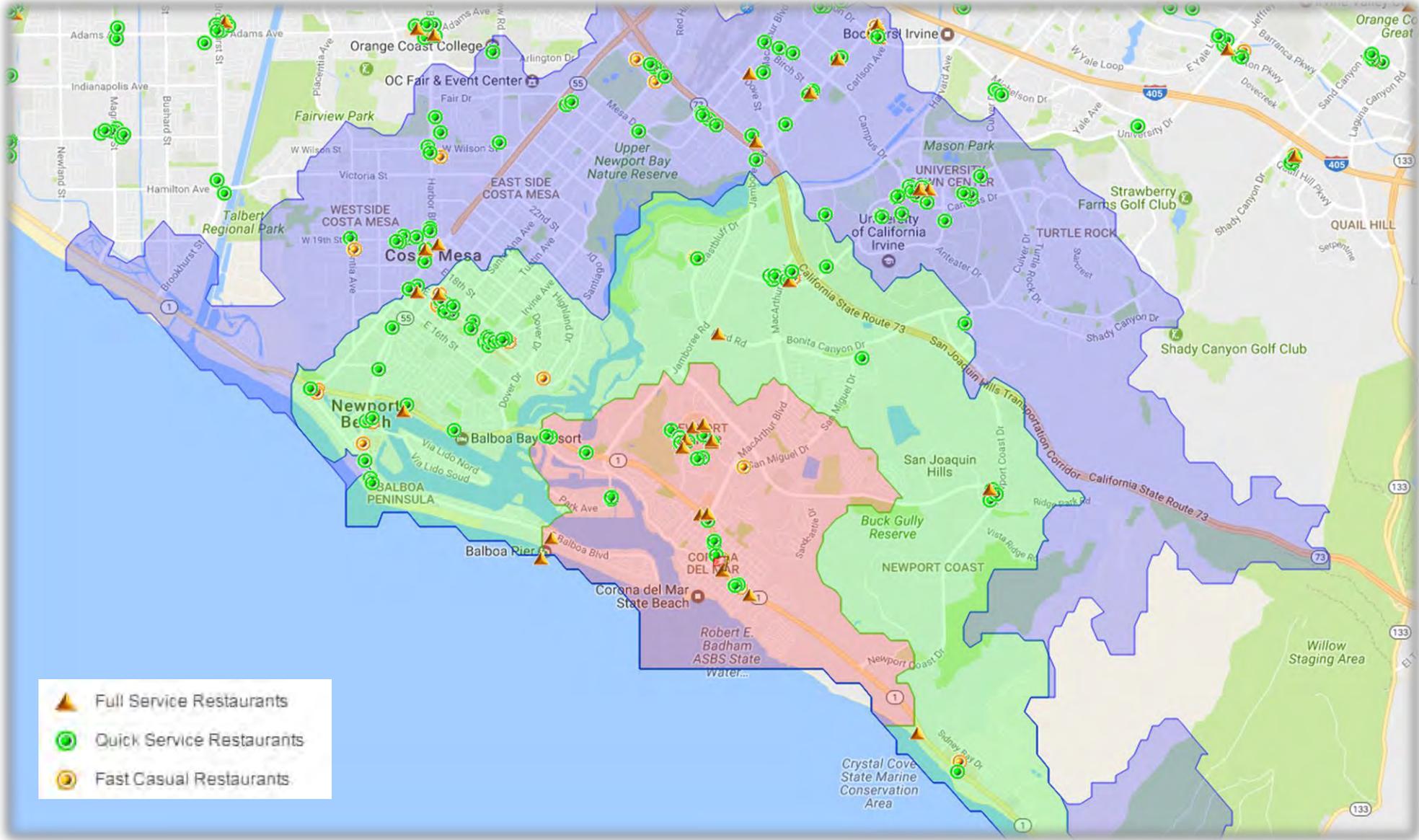


Corona Del Mar

Restaurants

June 2017

5 Minutes 10 Minutes 15 Minutes



- ▲ Full Service Restaurants
- Quick Service Restaurants
- Fast Casual Restaurants

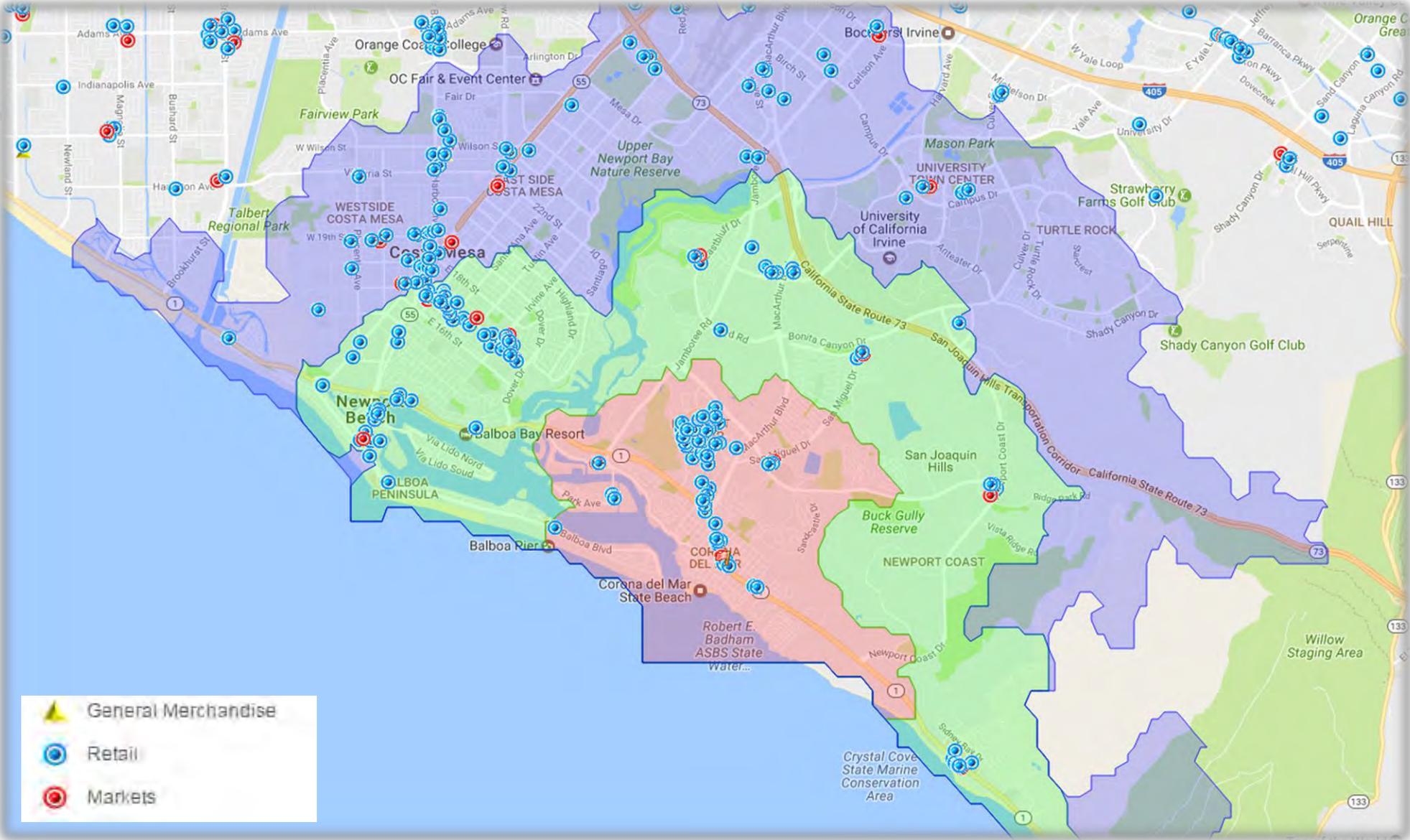


Corona Del Mar

General Merchandise/Retail/Markets

June 2017

5 Minutes 10 Minutes 15 Minutes



- General Merchandise
- Retail
- Markets



Consumer Demographic Profile

For Market:

Corona Del Mar

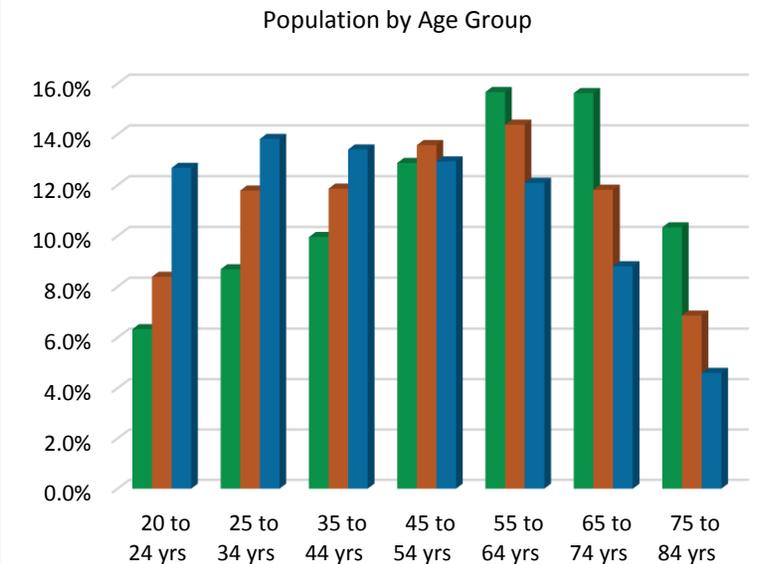
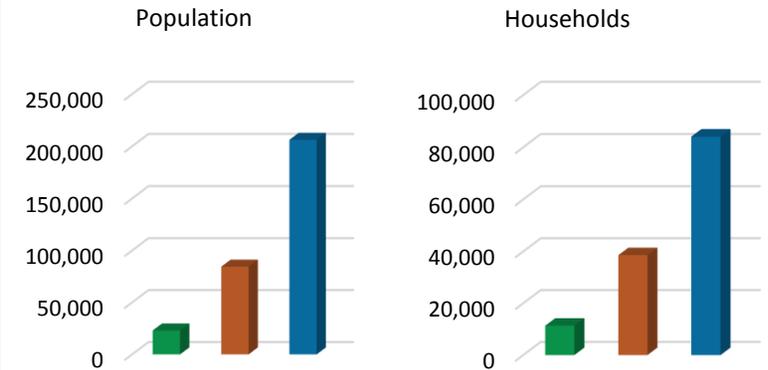
Market Definition:

PCH (MacArthur - Hazel)

Date Report Created:

6/1/2017

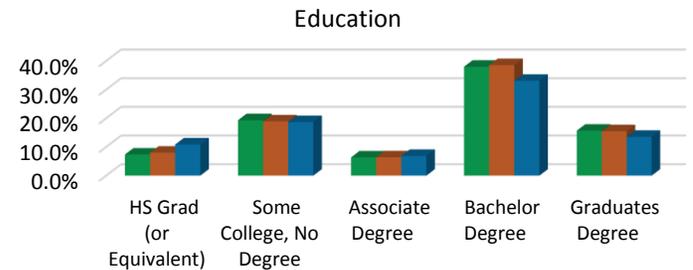
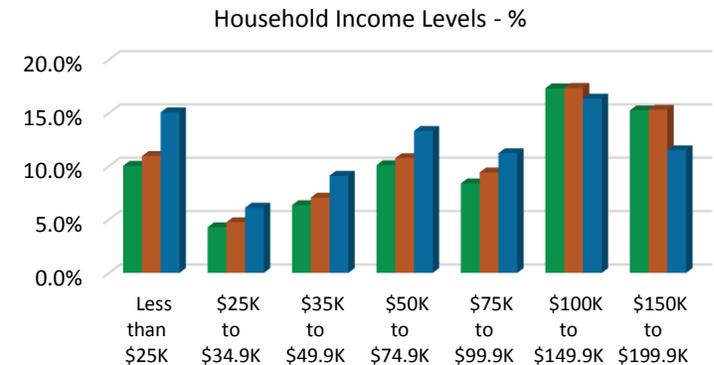
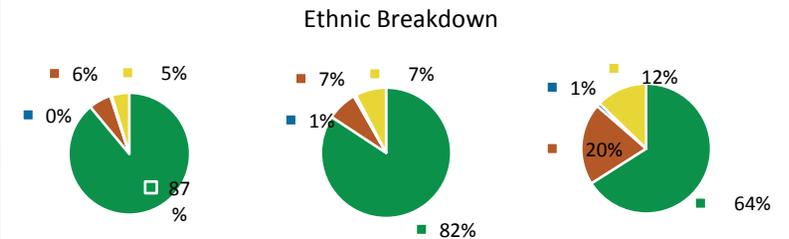
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	23,039	---	84,476	---	206,196	---
5 Year Projected Pop	23,000	---	84,560	---	208,542	---
Pop Growth (%)	-0.2%	---	0.1%	---	1.1%	---
Households	11,341	---	38,536	---	84,063	---
5 Year Projected HHs	11,326	---	38,553	---	85,034	---
HH Growth (%)	-0.1%	---	0.0%	---	1.2%	---
Census Stats						
2000 Population	22,799	---	74,755	---	181,705	---
2010 Population	22,077	---	81,846	---	199,051	---
Pop Growth (%)	-3.2%	---	9.5%	---	9.5%	---
2000 Households	11,247	---	34,969	---	73,370	---
2010 Households	10,854	---	37,306	---	80,875	---
HH Growth (%)	-3.5%	---	6.7%	---	10.2%	---
Total Population by Age						
Average Age	48.5		43.7		39.6	
19 yrs & under	3,750	16.3%	15,631	18.5%	40,629	19.7%
20 to 24 yrs	1,458	6.3%	7,086	8.4%	26,144	12.7%
25 to 34 yrs	2,001	8.7%	9,956	11.8%	28,492	13.8%
35 to 44 yrs	2,293	10.0%	10,020	11.9%	27,633	13.4%
45 to 54 yrs	2,965	12.9%	11,468	13.6%	26,662	12.9%
55 to 64 yrs	3,609	15.7%	12,146	14.4%	24,930	12.1%
65 to 74 yrs	3,600	15.6%	9,984	11.8%	18,154	8.8%
75 to 84 yrs	2,382	10.3%	5,798	6.9%	9,486	4.6%
85 + yrs	981	4.3%	2,388	2.8%	4,066	2.0%
Population Bases						
20-34 yrs	3,459	15.0%	17,042	20.2%	54,636	26.5%
45-64 yrs	6,574	28.5%	23,615	28.0%	51,593	25.0%
16 yrs +	19,694	85.5%	70,539	83.5%	169,497	82.2%
25 yrs +	17,831	77.4%	61,760	73.1%	139,423	67.6%
65 yrs +	6,963	30.2%	18,170	21.5%	31,705	15.4%
75 yrs +	3,363	14.6%	8,186	9.7%	13,551	6.6%
85 yrs +	981	4.3%	2,388	2.8%	4,066	2.0%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Corona Del Mar
 PCH (MacArthur - Hazel)
 6/1/2017

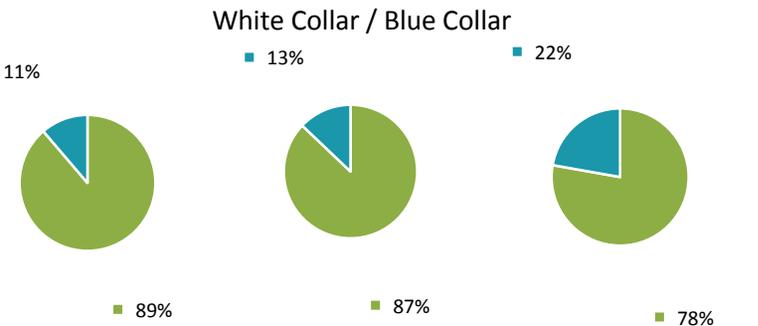
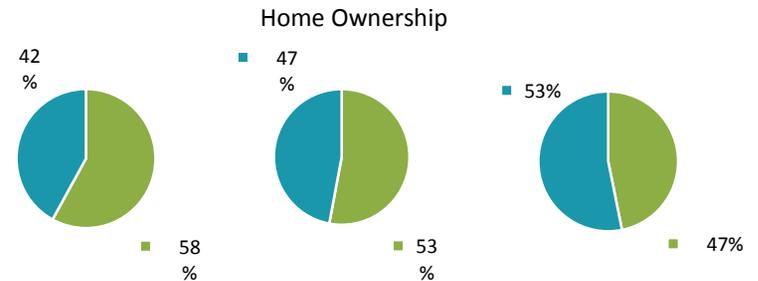
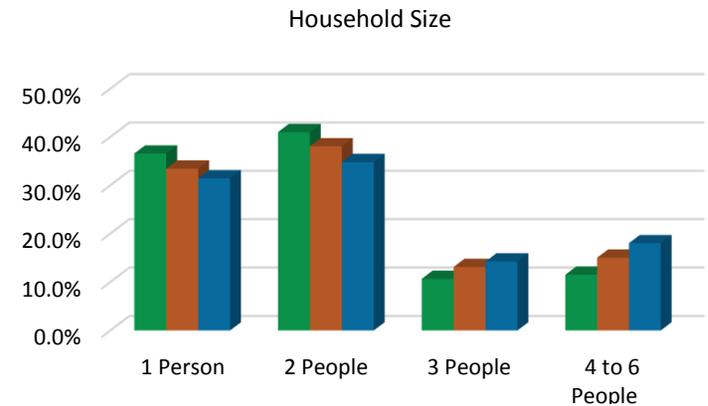
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	20,073	87.1%	69,193	81.9%	131,580	63.8%
Hispanic	1,354	5.9%	6,145	7.3%	40,612	19.7%
African American	91	0.4%	482	0.6%	1,769	0.9%
Asian	1,047	4.5%	6,284	7.4%	25,383	12.3%
Ancestry						
American Indian (ancestry)	36	0.2%	139	0.2%	378	0.2%
Hawaiian (ancestry)	21	0.1%	99	0.1%	403	0.2%
Household Income						
Per Capita Income	\$100,678	---	\$81,983	---	\$56,719	---
Average HH Income	\$204,529	---	\$179,718	---	\$139,125	---
Median HH Income	\$129,095	---	\$118,767	---	\$88,340	---
Less than \$25K	1,138	10.0%	4,221	11.0%	12,659	15.1%
\$25K to \$34.9K	486	4.3%	1,830	4.7%	5,140	6.1%
\$35K to \$49.9K	720	6.4%	2,719	7.1%	7,657	9.1%
\$50K to \$74.9K	1,145	10.1%	4,146	10.8%	11,188	13.3%
\$75K to \$99.9K	951	8.4%	3,630	9.4%	9,427	11.2%
\$100K to \$149.9K	1,963	17.3%	6,687	17.4%	13,741	16.3%
\$150K to \$199.9K	1,728	15.2%	5,895	15.3%	9,658	11.5%
\$200K +	3,209	28.3%	9,408	24.4%	14,594	17.4%
Education						
Less than 9th Grade	149	0.8%	415	0.7%	6,325	4.5%
Some HS, No Diploma	253	1.4%	911	1.5%	5,122	3.7%
HS Grad (or Equivalent)	1,312	7.4%	4,946	8.0%	15,164	10.9%
Some College, No Degree	3,448	19.3%	11,693	18.9%	26,034	18.7%
Associate Degree	1,134	6.4%	3,950	6.4%	9,607	6.9%
Bachelor Degree	6,770	38.0%	23,820	38.6%	46,132	33.1%
Graduates Degree	2,797	15.7%	9,579	15.5%	18,855	13.5%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Corona Del Mar
 PCH (MacArthur - Hazel)
 6/1/2017

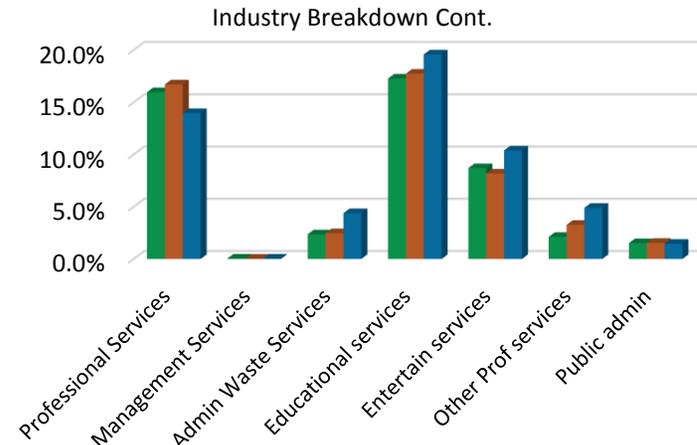
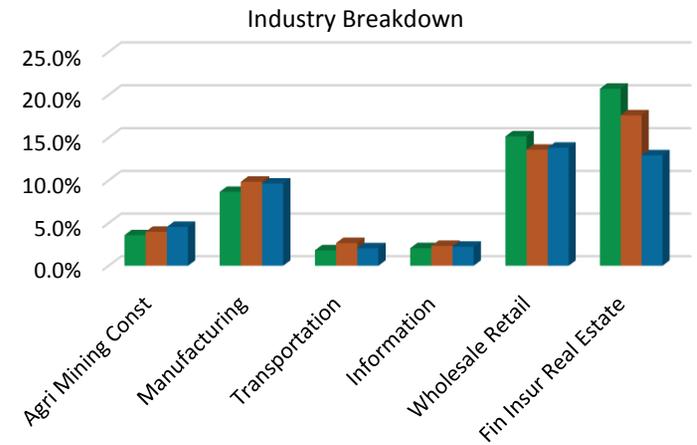
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	6,678		22,015		46,834	
Single - Male	137	2.0%	595	2.7%	1,783	3.8%
Single - Female	471	7.0%	1,310	5.9%	3,396	7.3%
Single Parent - Male	87	1.3%	504	2.3%	1,667	3.6%
Single Parent - Female	228	3.4%	1,267	5.8%	3,512	7.5%
Married w/ Children	1,753	26.2%	6,268	28.5%	14,393	30.7%
Married w/out Children	4,003	59.9%	12,072	54.8%	22,082	47.1%
Household Size						
1 Person	4,147	36.6%	12,885	33.4%	26,419	31.4%
2 People	4,650	41.0%	14,667	38.1%	29,248	34.8%
3 People	1,206	10.6%	5,052	13.1%	11,971	14.2%
4 to 6 People	1,305	11.5%	5,788	15.0%	15,147	18.0%
7+ People	34	0.3%	144	0.4%	1,279	1.5%
Home Ownership	11,341		38,536		84,063	
Owners	6,578	58.0%	20,402	52.9%	39,373	46.8%
Renters	4,763	42.0%	18,134	47.1%	44,690	53.2%
Components of Change						
Births	219	1.0%	958	1.1%	2,629	1.3%
Deaths	350	1.5%	917	1.1%	1,630	0.8%
Migration	326	1.4%	493	0.6%	-25	0.0%
Employment (Pop 16+)	19,694		70,539		169,497	
Armed Services	11	0.1%	39	0.1%	103	0.1%
Civilian	11,403	57.9%	43,988	62.4%	109,522	64.6%
Employed	11,026	56.0%	42,117	59.7%	104,301	61.5%
Unemployed	377	1.9%	1,872	2.7%	5,221	3.1%
Not in Labor Force	8,280	42.0%	26,512	37.6%	59,872	35.3%
Employed Population	11,026		42,117		104,301	
White Collar	9,784	88.7%	36,686	87.1%	81,120	77.8%
Blue Collar	1,242	11.3%	5,431	12.9%	23,181	22.2%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Corona Del Mar
 PCH (MacArthur - Hazel)
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	11,026		42,117		104,301	
White Collar	9,784	88.7%	36,686	87.1%	81,120	77.8%
Managerial executive	3,989	36.2%	14,680	34.9%	27,285	26.2%
Prof specialty	2,565	23.3%	10,775	25.6%	27,001	25.9%
Healthcare support	110	1.0%	248	0.6%	1,174	1.1%
Sales	2,186	19.8%	7,524	17.9%	15,561	14.9%
Office Admin	935	8.5%	3,459	8.2%	10,099	9.7%
Blue Collar	1,242	11.3%	5,431	12.9%	23,181	22.2%
Protective	38	0.3%	299	0.7%	848	0.8%
Food Prep Serving	337	3.1%	1,169	2.8%	5,573	5.3%
Bldg Maint/Cleaning	77	0.7%	330	0.8%	3,570	3.4%
Personal Care	321	2.9%	1,099	2.6%	3,530	3.4%
Farming/Fishing/Forestry	0	0.0%	43	0.1%	285	0.3%
Construction	168	1.5%	991	2.4%	4,015	3.8%
Production Transp	301	2.7%	1,499	3.6%	5,360	5.1%
Employment By Industry	11,026		42,117		104,301	
Agri Mining Const	395	3.6%	1,680	4.0%	4,751	4.6%
Manufacturing	956	8.7%	4,149	9.9%	10,051	9.6%
Transportation	200	1.8%	1,122	2.7%	2,143	2.1%
Information	227	2.1%	980	2.3%	2,333	2.2%
Wholesale Retail	1,672	15.2%	5,726	13.6%	14,430	13.8%
Fin Insur Real Estate	2,284	20.7%	7,420	17.6%	13,506	12.9%
Professional Services	1,761	16.0%	7,037	16.7%	14,572	14.0%
Management Services	5	0.0%	14	0.0%	43	0.0%
Admin Waste Services	261	2.4%	1,042	2.5%	4,580	4.4%
Educational services	1,905	17.3%	7,473	17.7%	20,419	19.6%
Entertain services	959	8.7%	3,448	8.2%	10,839	10.4%
Other Prof services	234	2.1%	1,376	3.3%	5,114	4.9%
Public admin	167	1.5%	650	1.5%	1,519	1.5%



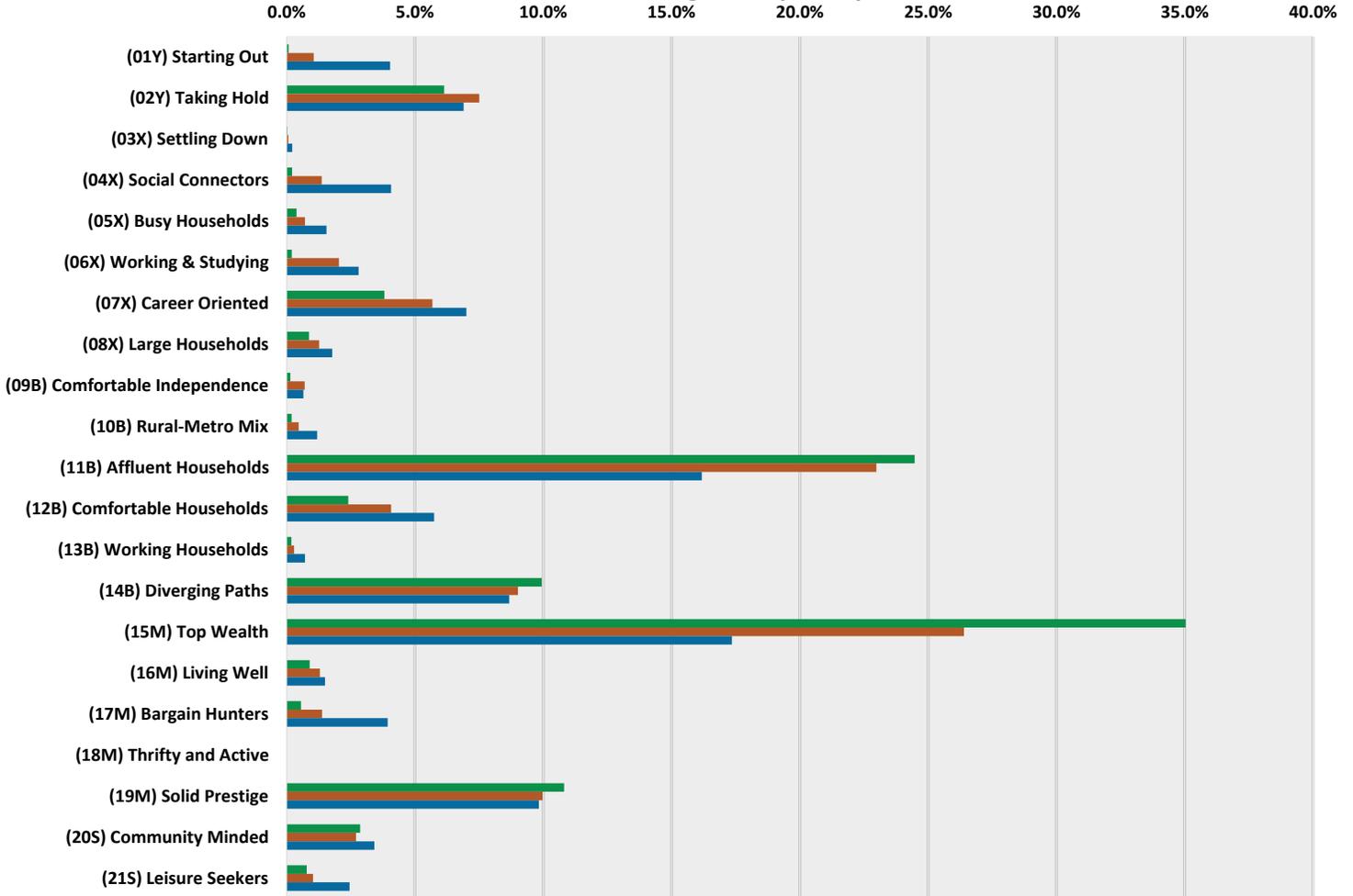
Household Segmentation Profile

For Market: Corona Del Mar

Date: 6/1/2017

Trade Area 1: 5 Minute Drive Time PCH (MacArthur - Hazel)	Trade Area 2: 10 Minute Drive Time PCH (MacArthur - Hazel)	Trade Area 3: 15 Minute Drive Time PCH (MacArthur - Hazel)
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Household Lifestage Group Comparison



Trade Area 1: 5 Minute Drive Time PCH (MacArthur - Hazel)	Trade Area 2: 10 Minute Drive Time PCH (MacArthur - Hazel)	Trade Area 3: 15 Minute Drive Time PCH (MacArthur - Hazel)
10,720 100%	37,133 100%	82,170 100%

Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	2,799	26.1%	7,257	19.5%	9,760	11.9%
2	01- Summit Estates	(11B) Affluent Households	1,726	16.1%	5,401	14.5%	7,273	8.9%
3	33- Urban Diversity	(14B) Diverging Paths	1,045	9.8%	3,225	8.7%	6,565	8.0%
4	03- Corporate Connected	(15M) Top Wealth	957	8.9%	2,545	6.9%	4,502	5.5%
5	24- Career Building	(02Y) Taking Hold	636	5.9%	2,601	7.0%	5,035	6.1%
6	04- Top Professionals	(11B) Affluent Households	584	5.4%	2,011	5.4%	4,020	4.9%
7	09- Busy Schedules	(19M) Solid Prestige	541	5.0%	1,484	4.0%	3,025	3.7%
8	05- Active & Involved	(19M) Solid Prestige	461	4.3%	1,434	3.9%	2,617	3.2%
9	07- Active Lifestyles	(11B) Affluent Households	314	2.9%	1,123	3.0%	2,004	2.4%
10	26- Getting Established	(07X) Career Oriented	180	1.7%	1,146	3.1%	3,201	3.9%

* Rank is based on Trade Area 1 cluster size

Uses the Personix household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.



Household Segmentation Profile

Market: Corona Del Mar
Date: 6/1/2017

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
		PCH (MacArthur - Hazel)		PCH (MacArthur - Hazel)		PCH (MacArthur - Hazel)	
TOTAL HOUSEHOLDS		10,720	100%	37,133	100%	82,170	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
		PCH (MacArthur - Hazel)		PCH (MacArthur - Hazel)		PCH (MacArthur - Hazel)	
(01Y) Starting Out		8	0.1%	391	1.1%	3,314	4.0%
	39- Setting Goals	3	0.0%	14	0.0%	266	0.3%
	45- Offices & Entertainment	0	0.0%	162	0.4%	882	1.1%
	57- Collegiate Crowd	4	0.0%	172	0.5%	1,602	1.9%
	58- Outdoor Fervor	0	0.0%	0	0.0%	2	0.0%
	67- First Steps	2	0.0%	42	0.1%	561	0.7%
(02Y) Taking Hold		658	6.1%	2,787	7.5%	5,667	6.9%
	18- Climbing the Ladder	4	0.0%	45	0.1%	156	0.2%
	21- Children First	16	0.1%	132	0.4%	417	0.5%
	24- Career Building	636	5.9%	2,601	7.0%	5,035	6.1%
	30- Out & About	3	0.0%	9	0.0%	58	0.1%
(03X) Settling Down		3	0.0%	25	0.1%	179	0.2%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	0	0.0%	6	0.0%
	46- Rural & Active	3	0.0%	25	0.1%	173	0.2%
(04X) Social Connectors		22	0.2%	508	1.4%	3,345	4.1%
	42- Creative Variety	5	0.0%	52	0.1%	297	0.4%
	52- Stylish & Striving	11	0.1%	230	0.6%	1,187	1.4%
	59- Mobile Mixers	6	0.1%	226	0.6%	1,860	2.3%
(05X) Busy Households		41	0.4%	265	0.7%	1,277	1.6%
	37- Firm Foundations	6	0.1%	32	0.1%	249	0.3%
	62- Movies & Sports	35	0.3%	232	0.6%	1,027	1.3%
(06X) Working & Studying		22	0.2%	756	2.0%	2,304	2.8%
	61- City Life	16	0.2%	711	1.9%	1,601	1.9%
	69- Productive Havens	3	0.0%	18	0.0%	159	0.2%
	70- Favorably Frugal	3	0.0%	27	0.1%	543	0.7%
(07X) Career Oriented		408	3.8%	2,109	5.7%	5,757	7.0%
	06- Casual Comfort	170	1.6%	604	1.6%	1,502	1.8%
	10- Careers & Travel	53	0.5%	332	0.9%	940	1.1%
	20- Carving Out Time	5	0.0%	27	0.1%	114	0.1%
	26- Getting Established	180	1.7%	1,146	3.1%	3,201	3.9%
(08X) Large Households		93	0.9%	470	1.3%	1,460	1.8%
	11- Schools & Shopping	56	0.5%	215	0.6%	597	0.7%
	12- On the Go	28	0.3%	150	0.4%	421	0.5%
	19- Country Comfort	0	0.0%	1	0.0%	1	0.0%
	27- Tenured Proprietors	9	0.1%	104	0.3%	441	0.5%
(09B) Comfortable Independence		15	0.1%	262	0.7%	535	0.7%
	29- City Mixers	2	0.0%	202	0.5%	216	0.3%
	35- Working & Active	9	0.1%	31	0.1%	144	0.2%
	56- Metro Active	4	0.0%	29	0.1%	175	0.2%
(10B) Rural-Metro Mix		21	0.2%	174	0.5%	976	1.2%
	47- Rural Parents	0	0.0%	0	0.0%	1	0.0%
	53- Metro Strivers	21	0.2%	174	0.5%	974	1.2%
	60- Rural & Mobile	0	0.0%	0	0.0%	1	0.0%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.



Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
		PCH (MacArthur - Hazel)		PCH (MacArthur - Hazel)		PCH (MacArthur - Hazel)	
(11B) Affluent Households		2,624	24.5%	8,535	23.0%	13,297	16.2%
	01- Summit Estates	1,726	16.1%	5,401	14.5%	7,273	8.9%
	04- Top Professionals	584	5.4%	2,011	5.4%	4,020	4.9%
	07- Active Lifestyles	314	2.9%	1,123	3.0%	2,004	2.4%
(12B) Comfortable Households		258	2.4%	1,512	4.1%	4,723	5.7%
	13- Work & Play	129	1.2%	920	2.5%	2,924	3.6%
	17- Firmly Established	129	1.2%	592	1.6%	1,799	2.2%
(13B) Working Households		20	0.2%	108	0.3%	585	0.7%
	38- Occupational Mix	20	0.2%	108	0.3%	585	0.7%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		1,066	9.9%	3,348	9.0%	7,128	8.7%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	3	0.0%	25	0.1%	85	0.1%
	31- Mid-Americana	4	0.0%	23	0.1%	136	0.2%
	32- Metro Mix	14	0.1%	75	0.2%	342	0.4%
	33- Urban Diversity	1,045	9.8%	3,225	8.7%	6,565	8.0%
(15M) Top Wealth		3,756	35.0%	9,802	26.4%	14,261	17.4%
	02- Established Elite	2,799	26.1%	7,257	19.5%	9,760	11.9%
	03- Corporate Connected	957	8.9%	2,545	6.9%	4,502	5.5%
(16M) Living Well		96	0.9%	480	1.3%	1,230	1.5%
	14- Career Centered	91	0.8%	435	1.2%	1,102	1.3%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	5	0.0%	45	0.1%	128	0.2%
(17M) Bargain Hunters		60	0.6%	513	1.4%	3,234	3.9%
	43- Work & Causes	8	0.1%	54	0.1%	288	0.3%
	44- Open Houses	12	0.1%	61	0.2%	329	0.4%
	55- Community Life	4	0.0%	33	0.1%	175	0.2%
	63- Staying Home	34	0.3%	349	0.9%	2,273	2.8%
	68- Staying Healthy	2	0.0%	16	0.0%	170	0.2%
(18M) Thrifty & Active		0	0.0%	0	0.0%	0	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	0	0.0%	0	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		1,159	10.8%	3,704	10.0%	8,076	9.8%
	05- Active & Involved	461	4.3%	1,434	3.9%	2,617	3.2%
	08- Solid Surroundings	157	1.5%	787	2.1%	2,435	3.0%
	09- Busy Schedules	541	5.0%	1,484	4.0%	3,025	3.7%
(20S) Community Minded		307	2.9%	1,004	2.7%	2,808	3.4%
	25- Clubs & Causes	42	0.4%	153	0.4%	456	0.6%
	28- Community Pillars	98	0.9%	328	0.9%	832	1.0%
	36- Persistent & Productive	167	1.6%	522	1.4%	1,520	1.8%
(21S) Leisure Seekers		84	0.8%	380	1.0%	2,015	2.5%
	49- Home & Garden	9	0.1%	69	0.2%	282	0.3%
	51- Role Models	10	0.1%	42	0.1%	233	0.3%
	64- Practical & Careful	37	0.3%	124	0.3%	451	0.5%
	65- Hobbies & Shopping	12	0.1%	58	0.2%	463	0.6%
	66- Helping Hands	16	0.2%	88	0.2%	586	0.7%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.



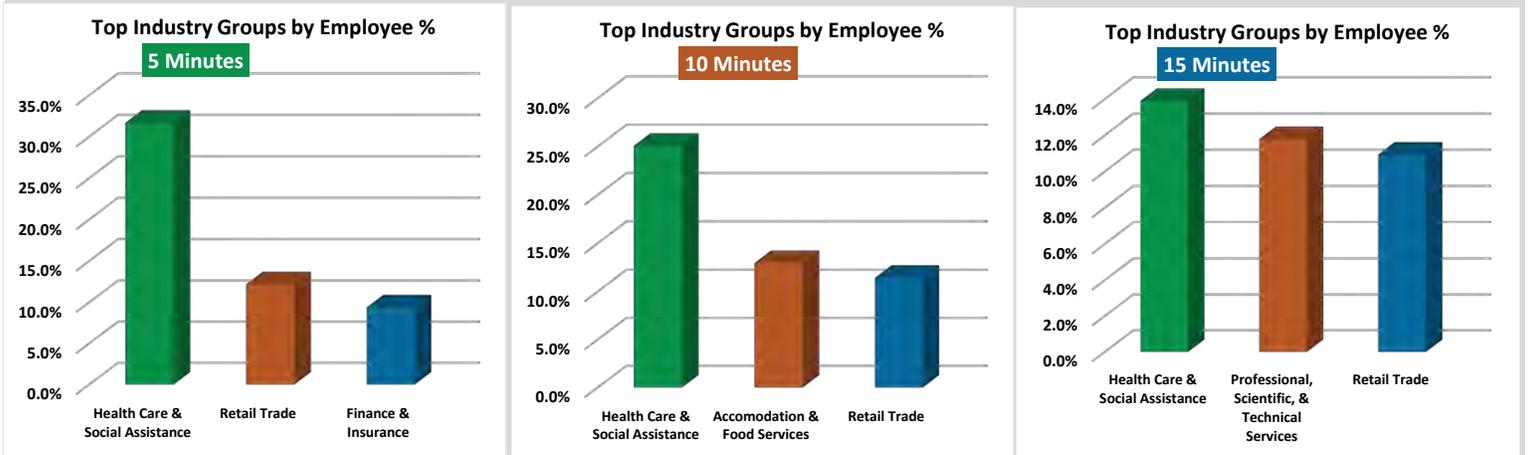
Employment Profile

For Market: Corona Del Mar
Market Definition: PCH (MacArthur - Hazel)
Date Report Created: 6/1/2017

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	37,116	101,358	361,218
Student Population	1,530	14,582	74,637
Median Employee Salary	47,374	44,603	45,954
Average Employee Salary	60,173	56,298	58,024

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	441	1.7%	1,130	2.2%	6,275	3.0%
15,000 to 30,000 CrYr	2,600	10.2%	7,333	14.0%	20,905	10.0%
30,000 to 45,000 CrYr	9,200	36.1%	18,906	36.1%	76,265	36.7%
45,000 to 60,000 CrYr	4,092	16.1%	8,210	15.7%	32,508	15.6%
60,000 to 75,000 CrYr	2,594	10.2%	4,910	9.4%	18,747	9.0%
75,000 to 90,000 CrYr	1,268	5.0%	2,855	5.5%	16,075	7.7%
90,000 to 100,000 CrYr	993	3.9%	1,759	3.4%	9,932	4.8%
Over 100,000 CrYr	4,281	16.8%	7,235	13.8%	27,306	13.1%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,082	100%	25,468	100%	4,415	100%	52,338	100%	12,234	100%	208,013	100%
Accommodation & Food Services	88	4.2%	1,881	7.4%	256	5.8%	6,775	12.9%	574	4.7%	13,949	6.7%
Administration & Support Services	60	2.9%	1,124	4.4%	137	3.1%	2,490	4.8%	422	3.4%	13,047	6.3%
Agriculture, Forestry, Fishing, Hunting	4	0.2%	15	0.1%	13	0.3%	68	0.1%	26	0.2%	150	0.1%
Arts, Entertainment, & Recreation	40	1.9%	725	2.8%	128	2.9%	1,979	3.8%	299	2.4%	6,811	3.3%
Construction	71	3.4%	864	3.4%	166	3.8%	2,046	3.9%	577	4.7%	8,844	4.3%
Educational Services	44	2.1%	667	2.6%	110	2.5%	1,820	3.5%	256	2.1%	16,304	7.8%
Finance & Insurance	212	10.2%	2,390	9.4%	367	8.3%	3,559	6.8%	1,237	10.1%	18,650	9.0%
Health Care & Social Assistance	536	25.7%	8,069	31.7%	997	22.6%	13,124	25.1%	1,801	14.7%	28,904	13.9%
Information	36	1.7%	428	1.7%	85	1.9%	835	1.6%	254	2.1%	4,626	2.2%
Management of Companies & Enterprises	3	0.1%	108	0.4%	6	0.1%	205	0.4%	20	0.2%	1,156	0.6%
Manufacturing	49	2.3%	767	3.0%	112	2.5%	2,052	3.9%	434	3.6%	14,398	6.9%
Mining	1	0.0%	16	0.1%	1	0.0%	16	0.0%	7	0.1%	141	0.1%
Professional, Scientific, & Technical Services	311	14.9%	2,022	7.9%	635	14.4%	4,007	7.7%	2,403	19.6%	24,515	11.8%
Real Estate, Rental, Leasing	128	6.2%	988	3.9%	246	5.6%	1,695	3.2%	745	6.1%	7,469	3.6%
Retail Trade	287	13.8%	3,102	12.2%	629	14.3%	5,980	11.4%	1,579	12.9%	22,739	10.9%
Transportation & Storage	13	0.6%	123	0.5%	36	0.8%	496	0.9%	109	0.9%	7,175	3.4%
Utilities	1	0.0%	244	1.0%	7	0.2%	499	1.0%	23	0.2%	2,303	1.1%
Wholesale Trade	20	0.9%	144	0.6%	61	1.4%	396	0.8%	263	2.1%	2,559	1.2%
Other Services	179	8.6%	1,791	7.0%	422	9.6%	4,295	8.2%	1,203	9.8%	14,274	6.9%



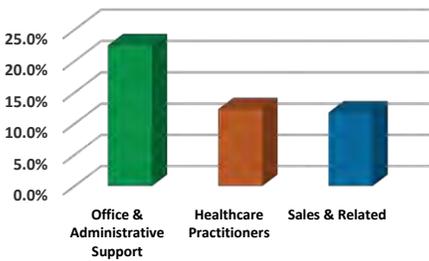
Employment Profile

For Market: Corona Del Mar
Market Definition: PCH (MacArthur - Hazel)
Date Report Created: 6/1/2017

Occupations	5 Minutes		10 Minutes		15 Minutes	
	# of Employee's		# of Employee's		# of Employee's	
White Collar	16,038	63.0%	29,305	56.0%	118,842	57.1%
Architecture & Engineering	322	1.3%	775	1.5%	5,198	2.5%
Community & Social Science	969	3.8%	1,885	3.6%	4,447	2.1%
Computer/Mathematical Science	421	1.7%	862	1.6%	5,127	2.5%
Education, Training, & Library	547	2.1%	1,539	2.9%	9,168	4.4%
Entertainment & Media	355	1.4%	802	1.5%	3,991	1.9%
Healthcare Practitioners	3,134	12.3%	5,050	9.6%	11,796	5.7%
Healthcare Support	1,186	4.7%	1,919	3.7%	4,663	2.2%
Legal	406	1.6%	624	1.2%	3,842	1.8%
Life, Physical, & Social Science	225	0.9%	424	0.8%	2,033	1.0%
Management	1,646	6.5%	3,227	6.2%	13,885	6.7%
Office & Administrative Support	5,725	22.5%	10,228	19.5%	44,758	21.5%
Blue Collar	9,330	36.6%	22,767	43.5%	88,244	42.4%
Building & Grounds Cleaning & Maintenance	797	3.1%	1,712	3.3%	7,213	3.5%
Construction	585	2.3%	1,447	2.8%	6,672	3.2%
Farming, Fishing, & Forestry	18	0.1%	44	0.1%	185	0.1%
Food Service	1,632	6.4%	5,925	11.3%	12,846	6.2%
Installation & Maintenance	722	2.8%	1,652	3.2%	8,791	4.2%
Personal Care & Service	701	2.8%	1,547	3.0%	5,158	2.5%
Production	829	3.3%	2,107	4.0%	11,884	5.7%
Protective Service	257	1.0%	564	1.1%	2,203	1.1%
Sales & Related	2,997	11.8%	5,756	11.0%	22,244	10.7%
Transportation & Material Moving	793	3.1%	2,012	3.8%	11,048	5.3%
Military Services	100	0.4%	266	0.5%	927	0.4%

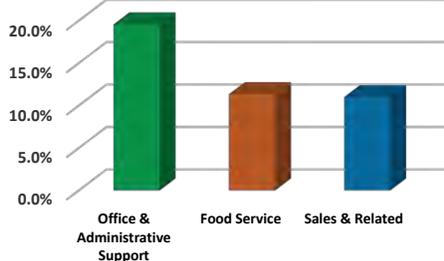
Top Occupations by Employee %

5 Minutes



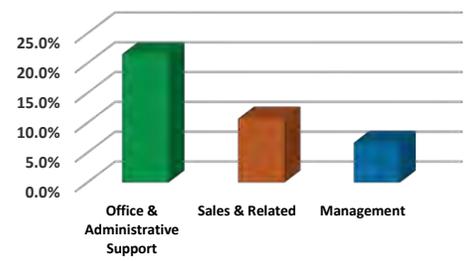
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

15 Minutes



Employee Totals and History

	#	#	#
Current	25,468	52,338	208,013
3rd Quarter 2016	25,155	51,244	198,829
2nd Quarter 2016	24,368	50,454	201,715
1st Quarter 2016	24,311	50,386	202,127
4th Quarter 2015	24,310	50,531	202,244
3rd Quarter 2015	24,266	50,185	194,474
2nd Quarter 2015	24,571	50,982	203,931
1st Quarter 2015	24,625	51,025	203,239
4th Quarter 2014	24,477	50,939	203,510



Consumer Demand & Market Supply Assessment

For Market: Corona Del mar
Market Definition: PCH (MacArthur - Hazel)
Date Report Created: 6/1/2017

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	23,039			84,476			206,196		
5-Year Population estimate	22,988			83,975			200,979		
Population Households	23,027			83,891			198,627		
Group Quarters Population	12			585			7,569		
Households	11,341			38,536			84,063		
5-Year Households estimate	11,326			38,553			85,034		
WorkPlace Establishments	2,146			4,568			12,657		
Workplace Employees	25,468			52,338			208,013		
Median Household Income	\$129,095			\$118,767			\$88,340		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$57,666,888	\$0	(\$57,666,888)	\$191,705,470	\$34,517,633	(\$157,187,838)	\$480,359,392	\$659,210,370	\$178,850,977
Full-Service Restaurants	\$40,574,733	\$33,797,889	(\$6,776,845)	\$102,030,335	\$147,461,509	\$45,431,173	\$324,846,914	\$386,811,553	\$61,964,638
Automotive Parts/Accessories/Tire	\$6,659,287	\$2,356,370	(\$4,302,917)	\$24,305,229	\$9,958,146	(\$14,347,083)	\$57,005,843	\$65,538,558	\$8,532,715
Building Material/Supplies Dealers	\$22,048,410	\$19,348,881	(\$2,699,529)	\$80,300,397	\$36,514,206	(\$43,786,192)	\$186,772,876	\$232,289,922	\$45,517,047
Special Food Services	\$7,381,304	\$5,638,938	(\$1,742,366)	\$19,872,244	\$7,712,013	\$50,839,769	\$59,215,315	\$111,349,484	\$52,134,169
Bar/Drinking Places (Alcoholic Beverages)	\$2,483,538	\$1,130,831	(\$1,352,707)	\$5,752,385	\$7,142,943	\$1,390,558	\$19,834,305	\$19,043,431	(\$790,874)
Grocery Stores	\$44,110,662	\$43,435,269	(\$675,393)	\$158,269,537	\$129,400,240	(\$28,869,297)	\$368,704,862	\$337,780,141	(\$30,924,721)
Other Motor Vehicle Dealers	\$4,435,887	\$3,832,125	(\$603,763)	\$16,106,235	\$53,205,879	\$37,099,644	\$36,617,930	\$132,675,122	\$96,057,193
Other Misc. Store Retailers	\$5,903,508	\$5,934,624	\$31,116	\$21,390,000	\$16,327,671	(\$5,062,329)	\$49,062,777	\$63,314,348	\$14,251,570
Vending Machine Operators (Non-Store)	\$2,557,484	\$2,942,666	\$385,182	\$8,825,447	\$2,942,666	(\$5,882,781)	\$21,215,955	\$4,134,354	(\$17,081,601)
Florists/Misc. Store Retailers	\$579,483	\$1,078,752	\$499,269	\$2,092,676	\$2,887,332	\$794,656	\$4,760,894	\$9,160,367	\$4,399,474
Used Merchandise Stores	\$1,365,671	\$2,131,437	\$765,766	\$4,950,887	\$4,480,702	(\$470,185)	\$11,344,406	\$11,795,389	\$450,983
Beer/Wine/Liquor Stores	\$3,640,692	\$4,623,193	\$982,501	\$13,045,393	\$14,195,578	\$1,150,185	\$30,271,179	\$37,360,478	\$7,089,299
Sporting Goods/Hobby/Musical Instrument	\$5,142,594	\$6,303,365	\$1,160,771	\$18,855,905	\$18,142,986	(\$712,919)	\$43,517,674	\$73,975,520	\$30,457,845
Lawn/Garden Equipment/Supplies Stores	\$2,668,289	\$3,854,639	\$1,186,350	\$9,638,224	\$7,275,611	(\$2,362,613)	\$21,936,580	\$15,628,947	(\$6,307,633)
Home Furnishing Stores	\$3,931,927	\$5,583,072	\$1,651,145	\$14,312,641	\$12,565,074	(\$1,747,567)	\$33,104,842	\$50,682,538	\$17,577,697
Direct Selling Establishments	\$2,486,414	\$4,279,798	\$1,793,384	\$8,912,124	\$7,131,930	(\$1,780,194)	\$20,791,876	\$26,506,741	\$5,714,865
Book/Periodical/Music Stores	\$1,832,960	\$4,093,049	\$2,260,090	\$6,575,513	\$7,844,040	\$1,268,526	\$15,535,149	\$40,893,433	\$25,358,284
Office Supplies/Stationary/Gift	\$3,106,976	\$5,650,220	\$2,543,244	\$10,457,334	\$10,676,812	\$219,478	\$25,655,965	\$30,983,266	\$5,327,301
Specialty Food Stores	\$2,551,879	\$6,708,006	\$4,156,127	\$9,136,208	\$12,809,297	\$3,673,089	\$21,290,500	\$29,020,143	\$7,729,643
Shoe Stores	\$2,545,798	\$7,753,806	\$5,208,008	\$9,418,050	\$11,838,136	\$2,420,086	\$21,899,469	\$47,246,944	\$25,347,475
Electronics/Appliance	\$11,917,100	\$18,908,453	\$6,991,354	\$35,158,847	\$36,972,511	\$1,813,664	\$96,974,309	\$275,356,147	\$178,381,838
Furniture Stores	\$4,623,698	\$13,437,564	\$8,813,866	\$16,914,801	\$16,857,245	(\$57,557)	\$38,841,869	\$78,107,528	\$39,265,659
Department Stores	\$12,002,722	\$21,030,154	\$9,027,432	\$43,434,407	\$28,229,955	(\$15,204,452)	\$100,852,862	\$85,349,177	(\$15,503,685)
Jewelry/Luggage/Leather Goods	\$2,655,275	\$12,232,166	\$9,576,891	\$9,624,470	\$21,515,269	\$11,890,799	\$22,060,230	\$41,806,632	\$19,746,402
Health/Personal Care Stores	\$22,420,925	\$36,604,484	\$14,183,559	\$81,441,066	\$83,651,198	\$2,210,131	\$190,613,882	\$333,192,885	\$142,579,003
Other General Merchandise Stores	\$44,809,676	\$60,561,144	\$15,751,468	\$160,628,265	\$89,297,397	(\$71,330,868)	\$375,943,411	\$429,855,246	\$53,911,835
Gasoline Stations	\$32,487,708	\$60,971,601	\$28,483,893	\$117,905,995	\$172,206,875	\$54,300,880	\$274,160,060	\$405,790,533	\$131,630,473
Limited-Service Eating Places	\$33,886,731	\$70,605,312	\$36,718,581	\$91,247,853	\$163,006,074	\$71,758,221	\$271,922,548	\$325,553,356	\$53,630,809
Clothing Stores	\$20,196,513	\$120,292,516	\$100,096,003	\$73,492,663	\$183,889,156	\$110,396,493	\$168,708,754	\$357,410,501	\$188,701,747
Automotive Dealers	\$77,385,730	\$178,175,441	\$100,789,711	\$281,901,045	\$346,184,822	\$64,283,777	\$643,916,634	\$1,757,203,622	\$1,113,286,988



Consumer Demand & Market Supply Assessment

For Market: Corona Del mar
Market Definition: PCH (MacArthur - Hazel)
Date Report Created: 6/1/2017

By Major Product Lines	5 Minutes			10 Minutes			15 Minutes		
	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	\$20,909,305	\$6,728,518	(\$14,180,787)	\$47,983,638	\$18,087,807	(\$29,895,831)	\$167,633,857	\$188,129,081	\$20,495,224
Alcoholic Drinks Served at the Establishment	\$22,004,966	\$13,278,227	(\$8,726,738)	\$50,283,534	\$58,974,074	\$8,690,541	\$175,670,541	\$151,289,948	(\$24,380,593)
Pets/Pet Foods/Pet Supplies	\$3,676,267	\$2,529,135	(\$1,147,131)	\$13,189,112	\$5,884,542	(\$7,304,570)	\$29,554,289	\$24,502,218	(\$5,052,071)
Dimensional Lumber/Other Building Materials	\$8,756,609	\$8,206,073	(\$550,536)	\$31,947,638	\$15,544,796	(\$16,402,842)	\$74,956,638	\$98,057,960	\$23,101,322
Hardware/Tools/Plumbing/Electrical Supplies	\$6,134,259	\$5,763,879	(\$370,380)	\$22,392,068	\$11,063,322	(\$11,328,746)	\$52,309,249	\$70,915,688	\$18,606,439
Paints/Sundries/Wallpaper/Wall Coverings	\$1,572,007	\$1,524,714	(\$47,294)	\$5,763,968	\$2,863,844	(\$2,900,124)	\$13,612,678	\$17,948,939	\$4,336,262
Small Electric Appliances	\$895,384	\$987,386	\$92,001	\$3,259,050	\$1,960,545	(\$1,298,506)	\$7,491,645	\$12,478,174	\$4,986,530
Sewing/Knitting Materials/Supplies	\$198,112	\$300,069	\$101,957	\$717,523	\$746,543	\$29,021	\$1,645,609	\$3,399,364	\$1,753,754
Automotive Tires/Tubes/Batteries/Parts	\$12,587,943	\$12,967,765	\$379,821	\$46,009,835	\$31,927,378	(\$14,082,458)	\$108,368,875	\$181,147,927	\$72,779,053
Sporting Goods (incl Bicycles/Sports Vehicles)	\$3,862,298	\$4,247,827	\$385,530	\$14,250,374	\$12,349,152	(\$1,901,222)	\$32,855,698	\$62,998,281	\$30,142,582
Audio Equipment/Musical Instruments	\$2,483,358	\$2,934,843	\$451,485	\$9,087,511	\$6,862,714	(\$2,224,797)	\$20,965,892	\$51,864,404	\$30,898,512
Floor/Floor Coverings	\$3,051,602	\$3,530,526	\$478,924	\$11,160,497	\$7,380,164	(\$3,780,333)	\$26,268,688	\$36,907,006	\$10,638,318
Photographic Equipment/Supplies	\$507,364	\$1,098,116	\$590,753	\$1,853,584	\$2,131,091	\$277,507	\$4,255,321	\$15,590,763	\$11,335,442
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,036,175	\$1,800,980	\$764,805	\$3,683,956	\$3,617,797	(\$66,159)	\$8,177,088	\$14,548,507	\$6,371,419
Lawn/Garden/Farm Equipment/Supplies	\$6,842,896	\$7,623,254	\$780,358	\$24,715,599	\$16,194,678	(\$8,520,922)	\$56,293,827	\$66,623,046	\$10,329,219
Soaps/Detergents/Household Cleaners	\$2,076,013	\$3,165,724	\$1,089,711	\$7,529,906	\$6,088,469	(\$1,441,437)	\$17,548,080	\$24,128,998	\$6,580,918
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,026,274	\$3,195,788	\$1,169,514	\$7,289,710	\$5,806,667	(\$1,483,043)	\$16,313,521	\$28,409,901	\$12,096,381
Paper/Related Products	\$1,860,390	\$3,089,349	\$1,228,958	\$6,731,789	\$5,634,803	(\$1,096,986)	\$15,665,352	\$22,250,910	\$6,585,558
Major Household Appliances	\$1,767,622	\$3,073,440	\$1,305,818	\$6,333,729	\$5,795,391	(\$538,339)	\$13,636,512	\$40,156,710	\$26,520,198
Automotive Lubricants (incl Oil, Greases)	\$1,767,622	\$3,073,440	\$1,305,818	\$6,333,729	\$5,795,391	(\$538,339)	\$13,636,512	\$40,156,710	\$26,520,198
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$917,497	\$2,229,173	\$1,311,676	\$3,313,936	\$3,995,975	\$682,038	\$7,661,068	\$14,233,591	\$6,572,523
Books/Periodicals	\$2,006,467	\$3,340,123	\$1,333,656	\$7,386,752	\$6,848,172	(\$538,580)	\$17,207,262	\$40,967,241	\$23,759,979
Toys/Hobby Goods/Games	\$2,131,744	\$3,681,340	\$1,549,595	\$7,824,322	\$7,605,707	(\$218,614)	\$18,374,796	\$36,551,614	\$18,176,818
Packaged Liquor/Wine/Beer	\$7,967,521	\$9,831,670	\$1,864,149	\$28,916,363	\$26,671,156	(\$2,245,207)	\$66,019,617	\$82,971,443	\$16,951,826
All Other Merchandise	\$17,028,075	\$19,288,549	\$2,260,474	\$61,747,322	\$49,192,377	(\$12,554,946)	\$141,157,180	\$239,867,986	\$98,710,806
Drugs/Health Aids/Beauty Aids/Cosmetics	\$47,585,085	\$50,054,764	\$2,469,679	\$173,011,103	\$112,397,652	(\$60,613,451)	\$406,059,083	\$571,678,713	\$165,619,631
Cigars/Cigarettes/Tobacco/Accessories	\$4,483,419	\$7,243,112	\$2,759,693	\$16,606,683	\$17,408,226	\$801,542	\$40,460,944	\$56,106,439	\$15,645,495
Televisions/VCR/Video Cameras/DVD etc	\$2,808,929	\$5,872,906	\$3,063,977	\$10,355,658	\$11,126,430	\$770,771	\$24,296,556	\$81,305,384	\$57,008,827
Kitchenware/Home Furnishings	\$4,977,355	\$8,184,032	\$3,206,677	\$18,073,147	\$15,293,595	(\$2,779,552)	\$41,835,888	\$66,747,487	\$24,911,599
Furniture/Sleep/Outdoor/Patio Furniture	\$11,452,808	\$18,243,139	\$6,790,331	\$41,944,742	\$27,125,337	(\$14,819,405)	\$96,326,997	\$141,374,244	\$45,047,247
Jewelry (including Watches)	\$3,949,846	\$13,949,169	\$9,999,323	\$14,317,401	\$24,157,642	\$9,840,241	\$32,857,952	\$56,112,057	\$23,254,105
Retailer Services	\$14,215,796	\$24,730,948	\$10,515,152	\$50,988,522	\$62,010,210	\$11,021,688	\$113,303,329	\$278,274,304	\$164,970,975
Childrens Wear/Infants/Toddlers Clothing	\$2,586,479	\$13,286,448	\$10,699,970	\$9,856,087	\$20,508,440	\$10,652,352	\$23,375,566	\$48,840,636	\$25,465,071
Footwear, including Accessories	\$6,228,540	\$17,342,719	\$11,114,179	\$23,077,992	\$27,739,512	\$4,661,520	\$53,743,551	\$91,699,855	\$37,956,304
Groceries/Other Food Items (Off Premises)	\$66,934,106	\$78,506,356	\$11,572,250	\$242,105,466	\$175,695,101	(\$66,410,366)	\$559,346,969	\$555,174,575	(\$4,172,393)
Mens Wear	\$6,512,433	\$25,035,847	\$18,523,414	\$23,867,236	\$40,232,976	\$16,365,741	\$54,805,328	\$102,973,412	\$48,168,084
Automotive Fuels	\$29,871,468	\$57,912,017	\$28,040,549	\$109,061,403	\$157,106,405	\$48,045,002	\$251,906,200	\$388,852,248	\$136,946,048
Meats/Nonalcoholic Beverages	\$66,496,203	\$100,077,753	\$33,581,550	\$179,368,251	\$331,463,042	\$152,094,791	\$533,572,961	\$703,224,365	\$169,651,404
Womens/Juniors/Misses Wear	\$17,317,635	\$64,870,614	\$47,552,979	\$62,350,225	\$101,320,098	\$38,969,873	\$141,916,364	\$239,744,897	\$97,828,533
Autos/Cars/Vans/Trucks/Motorcycles	\$67,620,772	\$152,480,456	\$84,859,684	\$246,714,367	\$320,518,422	\$73,804,055	\$564,059,741	\$1,555,320,821	\$991,261,080



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.