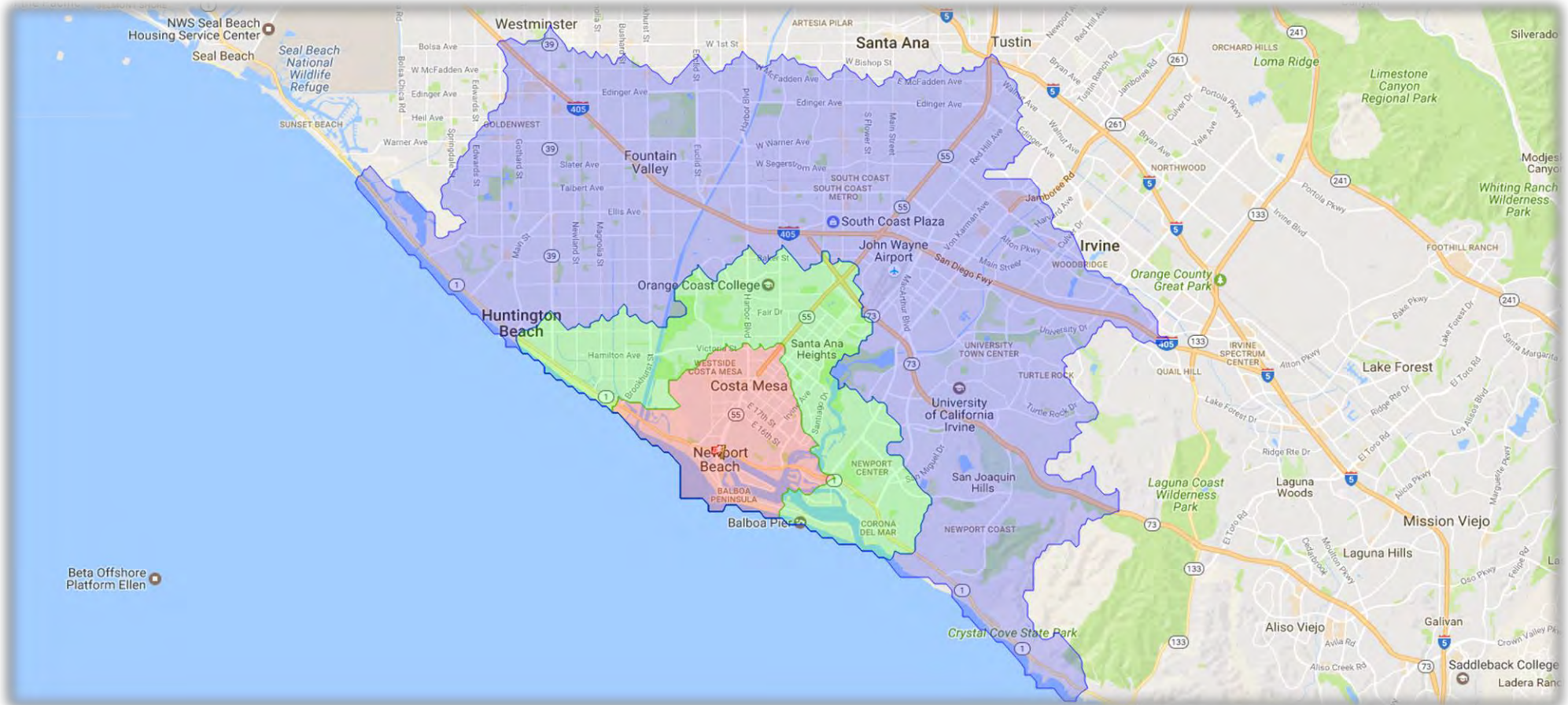


# Mariners Mile / Balboa Peninsula

Newport Blvd and Pacific Coast Highway

June 2017



	5 Minutes	10 Minutes	20 Minutes
<b>Population</b>	63,728	168,834	696,898
<b>Daytime Population</b>	68,263	212,073	1,043,707
<b>Households</b>	25,674	69,170	240,999
<b>Average Age</b>	38.9	40.4	38.6
<b>Average HH Income</b>	\$117,567	\$123,408	\$112,511
<b>White Collar (Residents)</b>	69%	72%	68%
<b>Some College or Degree</b>	67%	70%	63%

Traffic Counts	
Mariners Mile	> 50,000
Pacific Coast Hwy & Newport Blvd	> 49,200
Pacific Coast Hwy & Dover Dr	> 48,500
W Balboa Bvd & 20th St	> 21,000

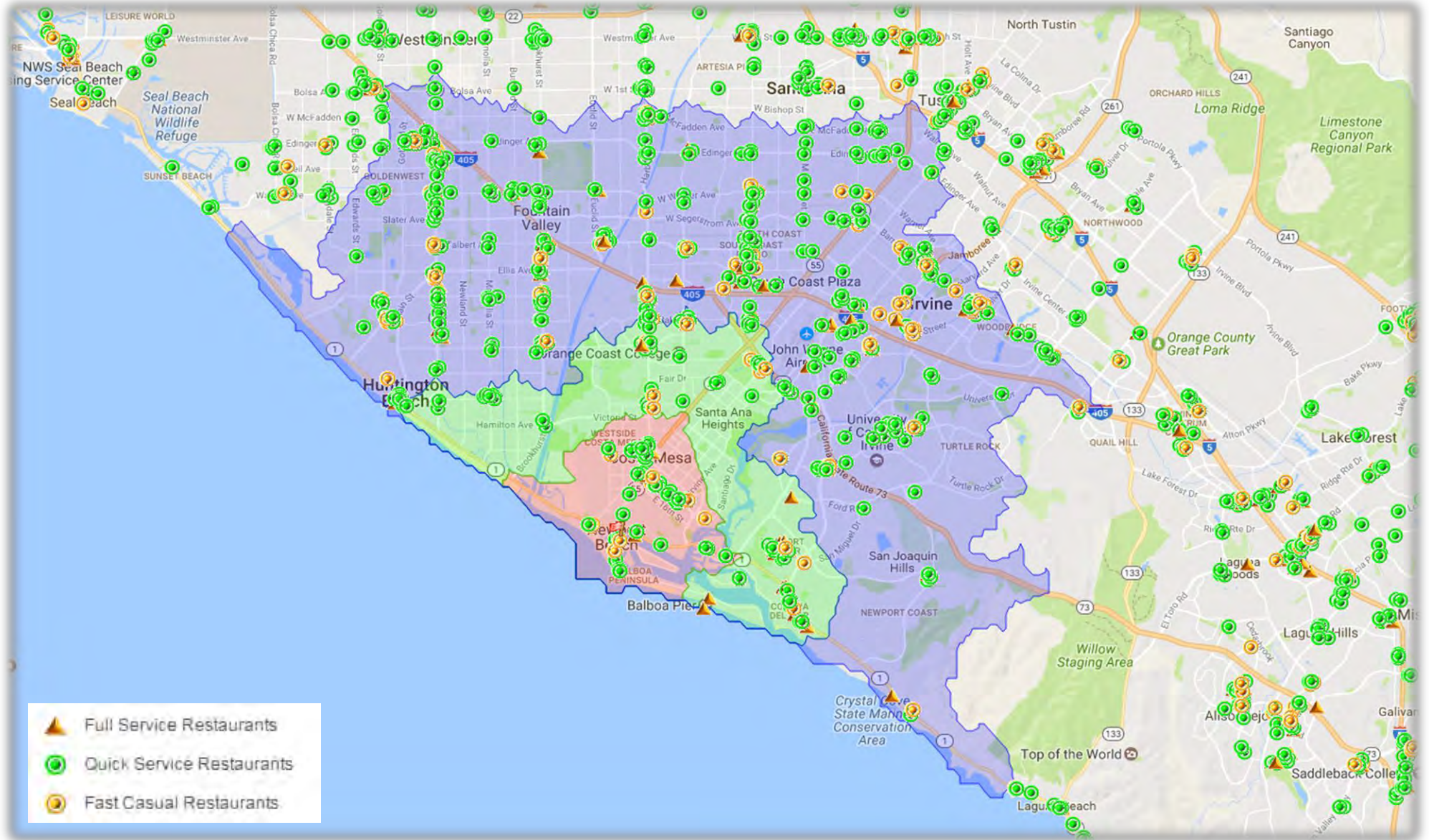


# Mariners Mile / Balboa Peninsula

Restaurants

June 2017

5 Minutes 10 Minutes 20 Minutes

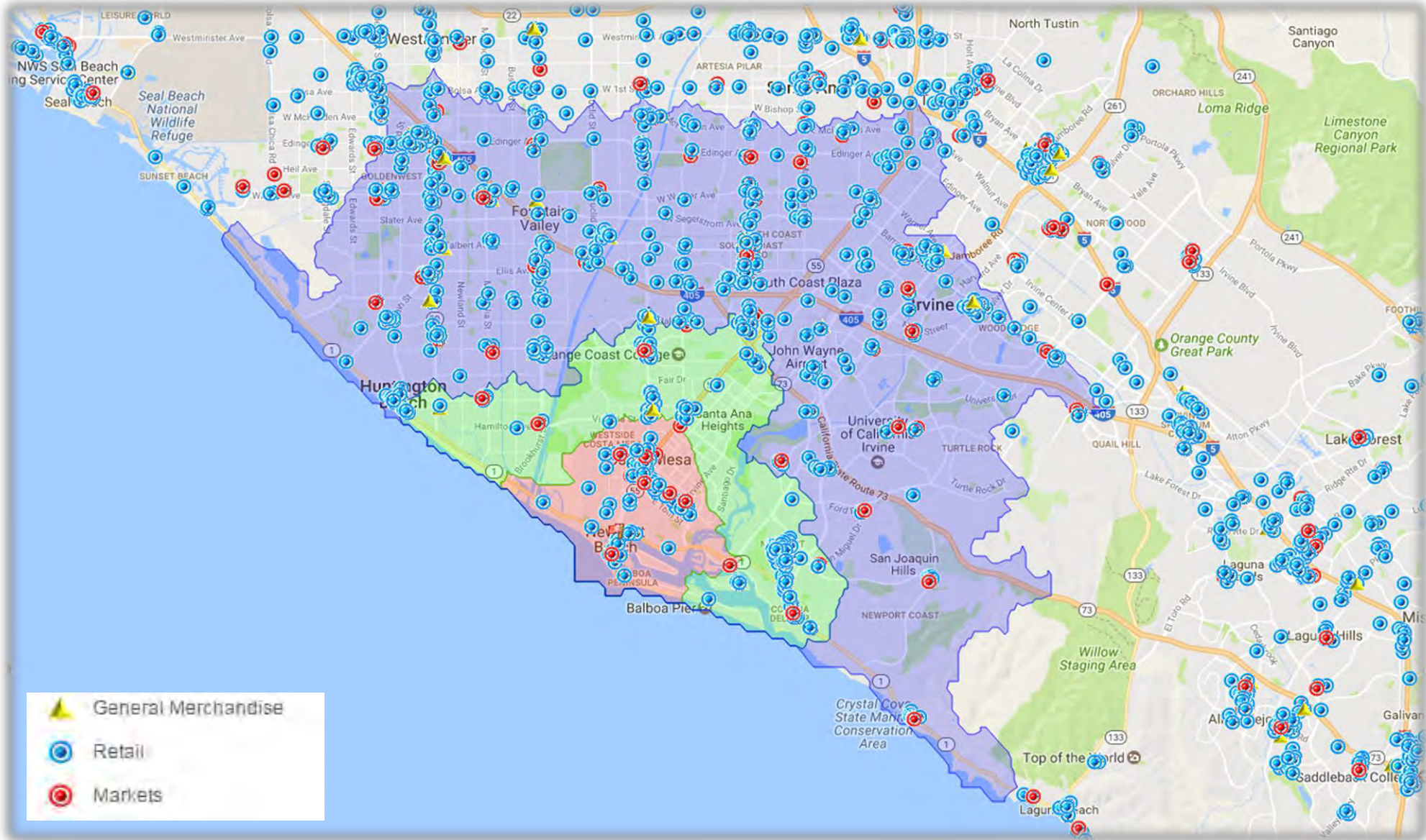


# Mariners Mile / Balboa Peninsula

General Merchandise/Restaurants/Markets

June 2017

5 Minutes 10 Minutes 20 Minutes



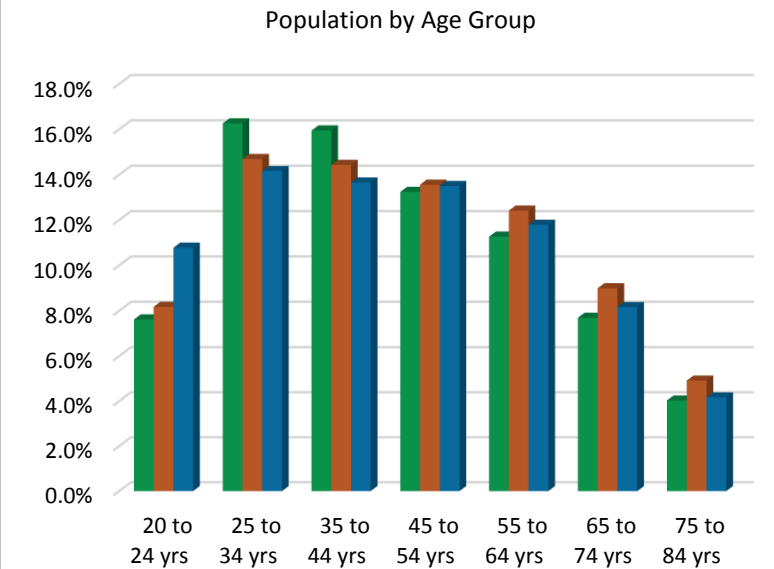
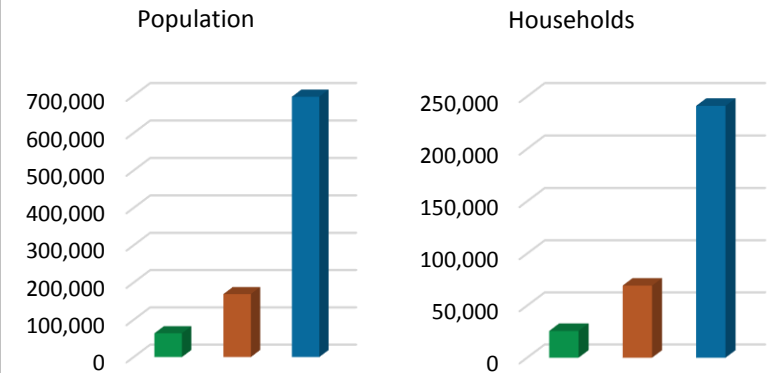
- General Merchandise
- Retail
- Markets



**For Market:**  
**Market Definition:**  
**Date Report Created:**

**Consumer Demographic Profile**  
 Mariners Mile / Balboa Peninsula  
 Newport Blvd & Pacific Coast Hwy  
 6/1/2017

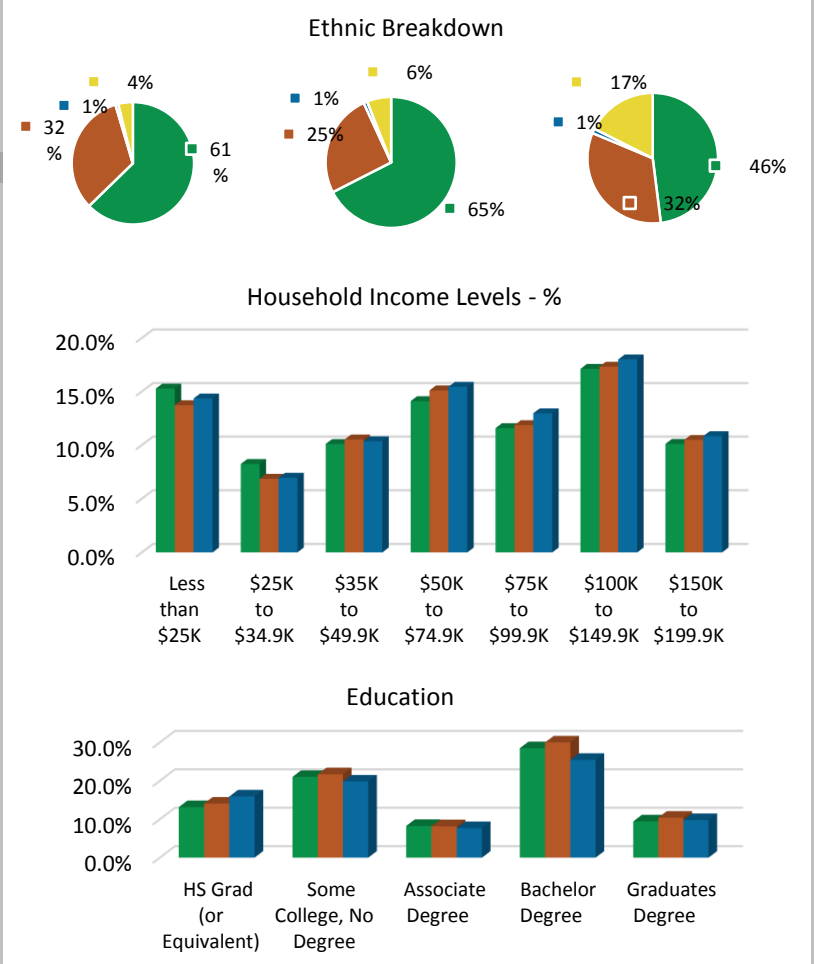
	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	63,728	---	168,834	---	696,898	---
5 Year Projected Pop	64,335	---	169,081	---	706,116	---
Pop Growth (%)	1.0%	---	0.1%	---	1.3%	---
Households	25,674	---	69,170	---	240,999	---
5 Year Projected HHs	25,891	---	69,209	---	244,357	---
HH Growth (%)	0.8%	---	0.1%	---	1.4%	---
<b>Census Stats</b>						
2000 Population	62,331	---	167,053	---	642,368	---
2010 Population	61,532	---	164,593	---	669,635	---
Pop Growth (%)	-1.3%	---	-1.5%	---	4.2%	---
2000 Households	25,319	---	68,525	---	217,417	---
2010 Households	24,800	---	67,298	---	231,140	---
HH Growth (%)	-2.1%	---	-1.8%	---	6.3%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	38.9		40.4		38.6	
19 yrs & under	14,014	22.0%	34,889	20.7%	154,962	22.2%
20 to 24 yrs	4,854	7.6%	13,801	8.2%	75,127	10.8%
25 to 34 yrs	10,363	16.3%	24,806	14.7%	98,675	14.2%
35 to 44 yrs	10,164	15.9%	24,367	14.4%	95,163	13.7%
45 to 54 yrs	8,438	13.2%	22,894	13.6%	94,092	13.5%
55 to 64 yrs	7,181	11.3%	20,965	12.4%	82,193	11.8%
65 to 74 yrs	4,902	7.7%	15,185	9.0%	56,909	8.2%
75 to 84 yrs	2,567	4.0%	8,296	4.9%	29,041	4.2%
85 + yrs	1,245	2.0%	3,631	2.2%	10,736	1.5%
<b>Population Bases</b>						
20-34 yrs	15,217	23.9%	38,608	22.9%	173,801	24.9%
45-64 yrs	15,619	24.5%	43,858	26.0%	176,285	25.3%
16 yrs +	50,979	80.0%	137,212	81.3%	557,925	80.1%
25 yrs +	44,860	70.4%	120,144	71.2%	466,809	67.0%
65 yrs +	8,714	13.7%	27,112	16.1%	96,687	13.9%
75 yrs +	3,812	6.0%	11,927	7.1%	39,777	5.7%
85 yrs +	1,245	2.0%	3,631	2.2%	10,736	1.5%



**For Market:**  
**Market Definition:**  
**Date Report Created:**

**Consumer Demographic Profile**  
 Mariners Mile / Balboa Peninsula  
 Newport Blvd & Pacific Coast Hwy  
 6/1/2017

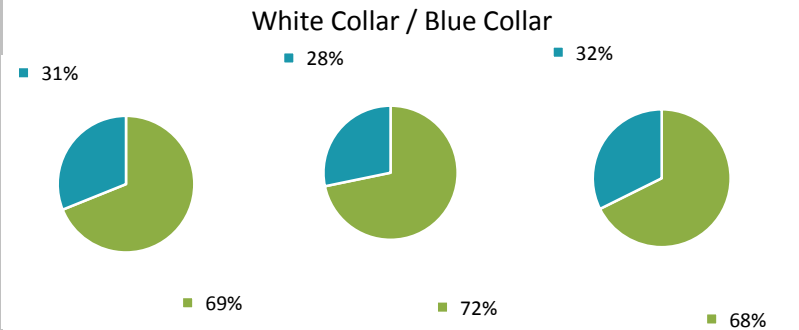
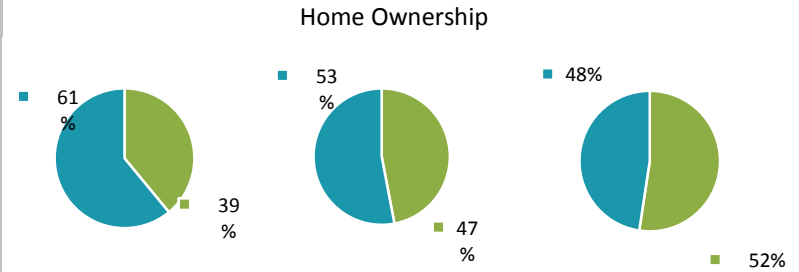
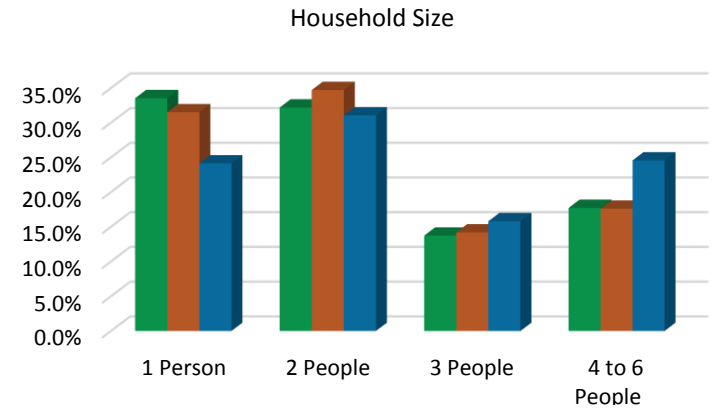
	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	38,905	61.0%	110,495	65.4%	324,018	46.5%
Hispanic	20,280	31.8%	41,934	24.8%	224,532	32.2%
African American	483	0.8%	1,504	0.9%	7,693	1.1%
Asian	2,374	3.7%	9,760	5.8%	118,578	17.0%
<b>Ancestry</b>						
American Indian (ancestry)	126	0.2%	406	0.2%	1,318	0.2%
Hawaiian (ancestry)	152	0.2%	502	0.3%	1,936	0.3%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$47,363	---	\$50,559	---	\$38,908	---
<b>Average HH Income</b>	\$117,567	---	\$123,408	---	\$112,511	---
<b>Median HH Income</b>	\$79,422	---	\$82,254	---	\$79,869	---
Less than \$25K	3,925	15.3%	9,501	13.7%	34,606	14.4%
\$25K to \$34.9K	2,116	8.2%	4,747	6.9%	16,779	7.0%
\$35K to \$49.9K	2,596	10.1%	7,284	10.5%	24,983	10.4%
\$50K to \$74.9K	3,624	14.1%	10,459	15.1%	37,244	15.5%
\$75K to \$99.9K	2,976	11.6%	8,213	11.9%	31,281	13.0%
\$100K to \$149.9K	4,397	17.1%	11,992	17.3%	43,416	18.0%
\$150K to \$199.9K	2,599	10.1%	7,257	10.5%	26,128	10.8%
\$200K +	3,441	13.4%	9,717	14.0%	26,561	11.0%
<b>Education</b>						
Less than 9th Grade	4,101	9.1%	6,998	5.8%	44,576	9.5%
Some HS, No Diploma	2,298	5.1%	5,439	4.5%	30,688	6.6%
HS Grad (or Equivalent)	5,908	13.2%	16,909	14.1%	74,321	15.9%
Some College, No Degree	9,424	21.0%	26,075	21.7%	92,517	19.8%
Associate Degree	3,696	8.2%	9,832	8.2%	35,858	7.7%
Bachelor Degree	12,780	28.5%	36,035	30.0%	118,830	25.5%
Graduates Degree	4,231	9.4%	12,508	10.4%	45,706	9.8%



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**Consumer Demographic Profile**  
 Mariners Mile / Balboa Peninsula  
 Newport Blvd & Pacific Coast Hwy  
 6/1/2017

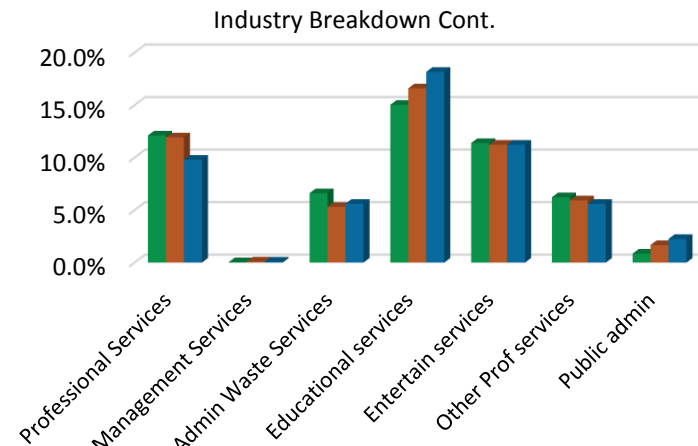
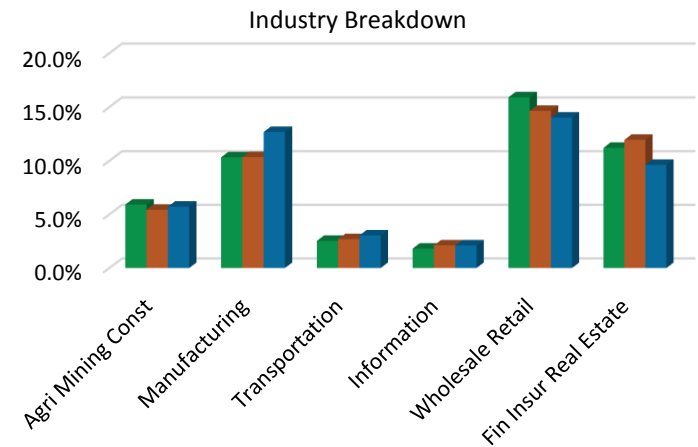
	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
<b>Family Structure</b>	13,863		39,591		158,555	
Single - Male	634	4.6%	1,596	4.0%	7,742	4.9%
Single - Female	1,087	7.8%	3,499	8.8%	14,389	9.1%
Single Parent - Male	828	6.0%	1,616	4.1%	5,194	3.3%
Single Parent - Female	1,308	9.4%	3,339	8.4%	12,702	8.0%
Married w/ Children	3,900	28.1%	11,317	28.6%	51,527	32.5%
Married w/out Children	6,106	44.0%	18,224	46.0%	67,002	42.3%
<b>Household Size</b>						
1 Person	8,608	33.5%	21,792	31.5%	58,123	24.1%
2 People	8,263	32.2%	24,010	34.7%	74,817	31.0%
3 People	3,521	13.7%	9,804	14.2%	38,056	15.8%
4 to 6 People	4,546	17.7%	12,165	17.6%	59,157	24.5%
7+ People	737	2.9%	1,399	2.0%	10,846	4.5%
<b>Home Ownership</b>	25,674		69,170		240,999	
Owners	10,021	39.0%	32,518	47.0%	126,265	52.4%
Renters	15,653	61.0%	36,652	53.0%	114,734	47.6%
<b>Components of Change</b>						
Births	812	1.3%	2,077	1.2%	9,105	1.3%
Deaths	465	0.7%	1,418	0.8%	4,930	0.7%
Migration	407	0.6%	181	0.1%	-674	-0.1%
<b>Employment (Pop 16+)</b>	50,979		137,212		557,925	
Armed Services	72	0.1%	131	0.1%	283	0.1%
Civilian	35,609	69.9%	94,292	68.7%	370,097	66.3%
Employed	33,609	65.9%	89,732	65.4%	352,621	63.2%
Unemployed	2,001	3.9%	4,560	3.3%	17,477	3.1%
Not in Labor Force	15,297	30.0%	42,789	31.2%	187,544	33.6%
<b>Employed Population</b>	33,609		89,732		352,621	
White Collar	23,159	68.9%	64,398	71.8%	238,583	67.7%
Blue Collar	10,449	31.1%	25,335	28.2%	114,038	32.3%



**For Market:**  
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**Consumer Demographic Profile**  
 Mariners Mile / Balboa Peninsula  
 Newport Blvd & Pacific Coast Hwy  
 6/1/2017

	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	33,609		89,732		352,621	
White Collar	23,159	68.9%	64,398	71.8%	238,583	67.7%
Managerial executive	7,667	22.8%	21,639	24.1%	67,583	19.2%
Prof specialty	6,674	19.9%	18,752	20.9%	78,265	22.2%
Healthcare support	388	1.2%	1,258	1.4%	5,535	1.6%
Sales	5,232	15.6%	13,196	14.7%	44,870	12.7%
Office Admin	3,198	9.5%	9,553	10.6%	42,330	12.0%
Blue Collar	10,449	31.1%	25,335	28.2%	114,038	32.3%
Protective	316	0.9%	1,226	1.4%	4,775	1.4%
Food Prep Serving	2,326	6.9%	5,639	6.3%	22,089	6.3%
Bldg Maint/Cleaning	1,919	5.7%	3,781	4.2%	17,142	4.9%
Personal Care	1,050	3.1%	3,498	3.9%	14,456	4.1%
Farming/Fishing/Forestry	176	0.5%	248	0.3%	1,195	0.3%
Construction	1,912	5.7%	4,771	5.3%	20,563	5.8%
Production Transp	2,750	8.2%	6,171	6.9%	33,818	9.6%
<b>Employment By Industry</b>	33,609		89,732		352,621	
Agri Mining Const	1,989	5.9%	4,876	5.4%	20,201	5.7%
Manufacturing	3,473	10.3%	9,295	10.4%	44,749	12.7%
Transportation	853	2.5%	2,417	2.7%	10,741	3.0%
Information	608	1.8%	1,900	2.1%	7,446	2.1%
Wholesale Retail	5,347	15.9%	13,148	14.7%	49,447	14.0%
Fin Insur Real Estate	3,768	11.2%	10,730	12.0%	33,958	9.6%
Professional Services	4,070	12.1%	10,709	11.9%	34,570	9.8%
Management Services	14	0.0%	95	0.1%	349	0.1%
Admin Waste Services	2,223	6.6%	4,766	5.3%	19,775	5.6%
Educational services	5,052	15.0%	14,899	16.6%	64,094	18.2%
Entertain services	3,828	11.4%	10,074	11.2%	39,603	11.2%
Other Prof services	2,095	6.2%	5,321	5.9%	19,745	5.6%
Public admin	290	0.9%	1,505	1.7%	7,942	2.3%



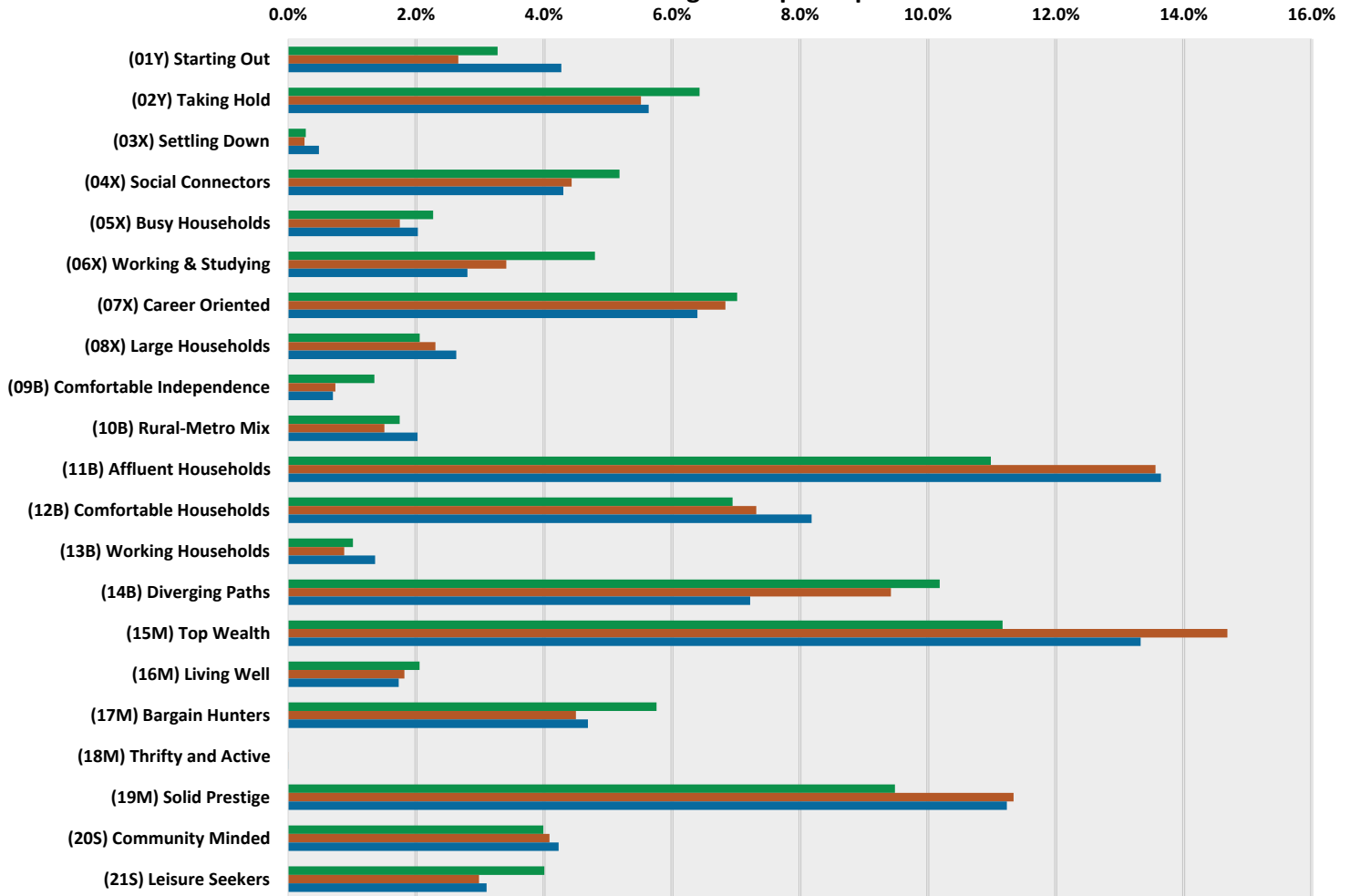
**Household Segmentation Profile**

**For Market:** Mariners Mile / Balboa Peninsula

**Date:** 6/1/2017

	<b>Trade Area 1:</b> 5 Minute Drive Time Newport & PCH	<b>Trade Area 2:</b> 10 Minute Drive Time Newport & PCH	<b>Trade Area 3:</b> 15 Minute Drive Time Newport & PCH
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**Household Lifestage Group Comparison**



	<b>Trade Area 1:</b> 5 Minute Drive Time Newport & PCH	<b>Trade Area 2:</b> 10 Minute Drive Time Newport & PCH	<b>Trade Area 3:</b> 15 Minute Drive Time Newport & PCH
<b>Total Households</b>	<b>25,064</b> 100%	<b>67,812</b> 100%	<b>235,667</b> 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	2,343	9.3%	5,836	8.6%	14,603	6.2%
2	02- Established Elite	(15M) Top Wealth	1,684	6.7%	6,156	9.1%	17,079	7.2%
3	24- Career Building	(02Y) Taking Hold	1,372	5.5%	3,119	4.6%	10,608	4.5%
4	01- Summit Estates	(11B) Affluent Households	1,228	4.9%	4,125	6.1%	12,228	5.2%
5	26- Getting Established	(07X) Career Oriented	1,161	4.6%	2,913	4.3%	8,207	3.5%
6	03- Corporate Connected	(15M) Top Wealth	1,116	4.5%	3,801	5.6%	14,329	6.1%
7	13- Work & Play	(12B) Comfortable Households	1,070	4.3%	2,902	4.3%	10,429	4.4%
8	04- Top Professionals	(11B) Affluent Households	1,037	4.1%	3,725	5.5%	15,269	6.5%
9	63- Staying Home	(17M) Bargain Hunters	981	3.9%	2,035	3.0%	6,536	2.8%
10	09- Busy Schedules	(19M) Solid Prestige	907	3.6%	3,247	4.8%	11,005	4.7%

\* 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: Mariners Mile / Balboa Peninsula

Date: 6/1/2017

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
		Newport & PCH		Newport & PCH		Newport & PCH	
<b>TOTAL HOUSEHOLDS</b>		<b>25,064</b>	<b>100%</b>	<b>67,812</b>	<b>100%</b>	<b>235,667</b>	<b>100%</b>
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
		Newport & PCH		Newport & PCH		Newport & PCH	
<b>(01Y) Starting Out</b>		<b>821</b>	<b>3.3%</b>	<b>1,804</b>	<b>2.7%</b>	<b>10,065</b>	<b>4.3%</b>
<a href="#">39- Setting Goals</a>		108	0.4%	234	0.3%	1,142	0.5%
<a href="#">45- Offices &amp; Entertainment</a>		199	0.8%	469	0.7%	2,590	1.1%
<a href="#">57- Collegiate Crowd</a>		294	1.2%	705	1.0%	4,371	1.9%
<a href="#">58- Outdoor Fervor</a>		0	0.0%	0	0.0%	2	0.0%
<a href="#">67- First Steps</a>		220	0.9%	395	0.6%	1,960	0.8%
<b>(02Y) Taking Hold</b>		<b>1,612</b>	<b>6.4%</b>	<b>3,740</b>	<b>5.5%</b>	<b>13,286</b>	<b>5.6%</b>
<a href="#">18- Climbing the Ladder</a>		68	0.3%	167	0.2%	670	0.3%
<a href="#">21- Children First</a>		157	0.6%	387	0.6%	1,581	0.7%
<a href="#">24- Career Building</a>		1,372	5.5%	3,119	4.6%	10,608	4.5%
<a href="#">30- Out &amp; About</a>		15	0.1%	68	0.1%	428	0.2%
<b>(03X) Settling Down</b>		<b>69</b>	<b>0.3%</b>	<b>174</b>	<b>0.3%</b>	<b>1,137</b>	<b>0.5%</b>
<a href="#">34- Outward Bound</a>		0	0.0%	0	0.0%	0	0.0%
<a href="#">41- Rural Adventure</a>		0	0.0%	0	0.0%	65	0.0%
<a href="#">46- Rural &amp; Active</a>		69	0.3%	174	0.3%	1,073	0.5%
<b>(04X) Social Connectors</b>		<b>1,299</b>	<b>5.2%</b>	<b>3,006</b>	<b>4.4%</b>	<b>10,142</b>	<b>4.3%</b>
<a href="#">42- Creative Variety</a>		139	0.6%	314	0.5%	1,495	0.6%
<a href="#">52- Stylish &amp; Striving</a>		443	1.8%	1,044	1.5%	3,508	1.5%
<a href="#">59- Mobile Mixers</a>		716	2.9%	1,648	2.4%	5,139	2.2%
<b>(05X) Busy Households</b>		<b>568</b>	<b>2.3%</b>	<b>1,185</b>	<b>1.7%</b>	<b>4,779</b>	<b>2.0%</b>
<a href="#">37- Firm Foundations</a>		98	0.4%	259	0.4%	1,382	0.6%
<a href="#">62- Movies &amp; Sports</a>		470	1.9%	926	1.4%	3,397	1.4%
<b>(06X) Working &amp; Studying</b>		<b>1,202</b>	<b>4.8%</b>	<b>2,313</b>	<b>3.4%</b>	<b>6,610</b>	<b>2.8%</b>
<a href="#">61- City Life</a>		832	3.3%	1,605	2.4%	4,333	1.8%
<a href="#">69- Productive Havens</a>		84	0.3%	170	0.3%	551	0.2%
<a href="#">70- Favorably Frugal</a>		286	1.1%	538	0.8%	1,725	0.7%
<b>(07X) Career Oriented</b>		<b>1,760</b>	<b>7.0%</b>	<b>4,636</b>	<b>6.8%</b>	<b>15,078</b>	<b>6.4%</b>
<a href="#">06- Casual Comfort</a>		352	1.4%	1,052	1.6%	4,017	1.7%
<a href="#">10- Careers &amp; Travel</a>		202	0.8%	548	0.8%	2,278	1.0%
<a href="#">20- Carving Out Time</a>		45	0.2%	123	0.2%	578	0.2%
<a href="#">26- Getting Established</a>		1,161	4.6%	2,913	4.3%	8,207	3.5%
<b>(08X) Large Households</b>		<b>516</b>	<b>2.1%</b>	<b>1,562</b>	<b>2.3%</b>	<b>6,196</b>	<b>2.6%</b>
<a href="#">11- Schools &amp; Shopping</a>		195	0.8%	600	0.9%	2,280	1.0%
<a href="#">12- On the Go</a>		143	0.6%	428	0.6%	1,619	0.7%
<a href="#">19- Country Comfort</a>		1	0.0%	2	0.0%	6	0.0%
<a href="#">27- Tenured Proprietors</a>		176	0.7%	532	0.8%	2,291	1.0%
<b>(09B) Comfortable Independence</b>		<b>338</b>	<b>1.3%</b>	<b>502</b>	<b>0.7%</b>	<b>1,650</b>	<b>0.7%</b>
<a href="#">29- City Mixers</a>		202	0.8%	215	0.3%	302	0.1%
<a href="#">35- Working &amp; Active</a>		61	0.2%	145	0.2%	657	0.3%
<a href="#">56- Metro Active</a>		75	0.3%	142	0.2%	691	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>437</b>	<b>1.7%</b>	<b>1,021</b>	<b>1.5%</b>	<b>4,768</b>	<b>2.0%</b>
<a href="#">47- Rural Parents</a>		0	0.0%	1	0.0%	2	0.0%
<a href="#">53- Metro Strivers</a>		437	1.7%	1,020	1.5%	4,764	2.0%
<a href="#">60- Rural &amp; Mobile</a>		0	0.0%	0	0.0%	2	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	
		Newport & PCH		Newport & PCH		Newport & PCH	
<b>(11B) Affluent Households</b>		<b>2,753</b>	<b>11.0%</b>	<b>9,195</b>	<b>13.6%</b>	<b>32,155</b>	<b>13.6%</b>
	<a href="#">01- Summit Estates</a>	1,228	4.9%	4,125	6.1%	12,228	5.2%
	<a href="#">04- Top Professionals</a>	1,037	4.1%	3,725	5.5%	15,269	6.5%
	<a href="#">07- Active Lifestyles</a>	488	1.9%	1,346	2.0%	4,657	2.0%
<b>(12B) Comfortable Households</b>		<b>1,741</b>	<b>6.9%</b>	<b>4,963</b>	<b>7.3%</b>	<b>19,285</b>	<b>8.2%</b>
	<a href="#">13- Work &amp; Play</a>	1,070	4.3%	2,902	4.3%	10,429	4.4%
	<a href="#">17- Firmly Established</a>	671	2.7%	2,061	3.0%	8,857	3.8%
<b>(13B) Working Households</b>		<b>254</b>	<b>1.0%</b>	<b>596</b>	<b>0.9%</b>	<b>3,205</b>	<b>1.4%</b>
	<a href="#">38- Occupational Mix</a>	254	1.0%	596	0.9%	3,205	1.4%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	0	0.0%
<b>(14B) Diverging Paths</b>		<b>2,553</b>	<b>10.2%</b>	<b>6,390</b>	<b>9.4%</b>	<b>17,022</b>	<b>7.2%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	42	0.2%	89	0.1%	591	0.3%
	<a href="#">31- Mid-Americana</a>	48	0.2%	156	0.2%	869	0.4%
	<a href="#">32- Metro Mix</a>	120	0.5%	309	0.5%	959	0.4%
	<a href="#">33- Urban Diversity</a>	2,343	9.3%	5,836	8.6%	14,603	6.2%
<b>(15M) Top Wealth</b>		<b>2,799</b>	<b>11.2%</b>	<b>9,957</b>	<b>14.7%</b>	<b>31,408</b>	<b>13.3%</b>
	<a href="#">02- Established Elite</a>	1,684	6.7%	6,156	9.1%	17,079	7.2%
	<a href="#">03- Corporate Connected</a>	1,116	4.5%	3,801	5.6%	14,329	6.1%
<b>(16M) Living Well</b>		<b>515</b>	<b>2.1%</b>	<b>1,233</b>	<b>1.8%</b>	<b>4,075</b>	<b>1.7%</b>
	<a href="#">14- Career Centered</a>	440	1.8%	1,055	1.6%	3,278	1.4%
	<a href="#">15- Country Ways</a>	0	0.0%	1	0.0%	1	0.0%
	<a href="#">23- Good Neighbors</a>	75	0.3%	178	0.3%	796	0.3%
<b>(17M) Bargain Hunters</b>		<b>1,443</b>	<b>5.8%</b>	<b>3,052</b>	<b>4.5%</b>	<b>11,045</b>	<b>4.7%</b>
	<a href="#">43- Work &amp; Causes</a>	130	0.5%	295	0.4%	1,327	0.6%
	<a href="#">44- Open Houses</a>	149	0.6%	336	0.5%	1,352	0.6%
	<a href="#">55- Community Life</a>	85	0.3%	213	0.3%	1,168	0.5%
	<a href="#">63- Staying Home</a>	981	3.9%	2,035	3.0%	6,536	2.8%
	<a href="#">68- Staying Healthy</a>	99	0.4%	173	0.3%	663	0.3%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>1</b>	<b>0.0%</b>	<b>4</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	2	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	1	0.0%	2	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	0	0.0%
<b>(19M) Solid Prestige</b>		<b>2,378</b>	<b>9.5%</b>	<b>7,690</b>	<b>11.3%</b>	<b>26,477</b>	<b>11.2%</b>
	<a href="#">05- Active &amp; Involved</a>	672	2.7%	2,003	3.0%	6,475	2.7%
	<a href="#">08- Solid Surroundings</a>	799	3.2%	2,439	3.6%	8,997	3.8%
	<a href="#">09- Busy Schedules</a>	907	3.6%	3,247	4.8%	11,005	4.7%
<b>(20S) Community Minded</b>		<b>1,000</b>	<b>4.0%</b>	<b>2,770</b>	<b>4.1%</b>	<b>9,964</b>	<b>4.2%</b>
	<a href="#">25- Clubs &amp; Causes</a>	182	0.7%	450	0.7%	1,584	0.7%
	<a href="#">28- Community Pillars</a>	255	1.0%	696	1.0%	2,233	0.9%
	<a href="#">36- Persistent &amp; Productive</a>	563	2.2%	1,625	2.4%	6,147	2.6%
<b>(21S) Leisure Seekers</b>		<b>1,004</b>	<b>4.0%</b>	<b>2,024</b>	<b>3.0%</b>	<b>7,313</b>	<b>3.1%</b>
	<a href="#">49- Home &amp; Garden</a>	121	0.5%	338	0.5%	1,303	0.6%
	<a href="#">51- Role Models</a>	135	0.5%	251	0.4%	1,097	0.5%
	<a href="#">64- Practical &amp; Careful</a>	163	0.7%	352	0.5%	1,256	0.5%
	<a href="#">65- Hobbies &amp; Shopping</a>	281	1.1%	474	0.7%	1,693	0.7%
	<a href="#">66- Helping Hands</a>	303	1.2%	609	0.9%	1,964	0.8%

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



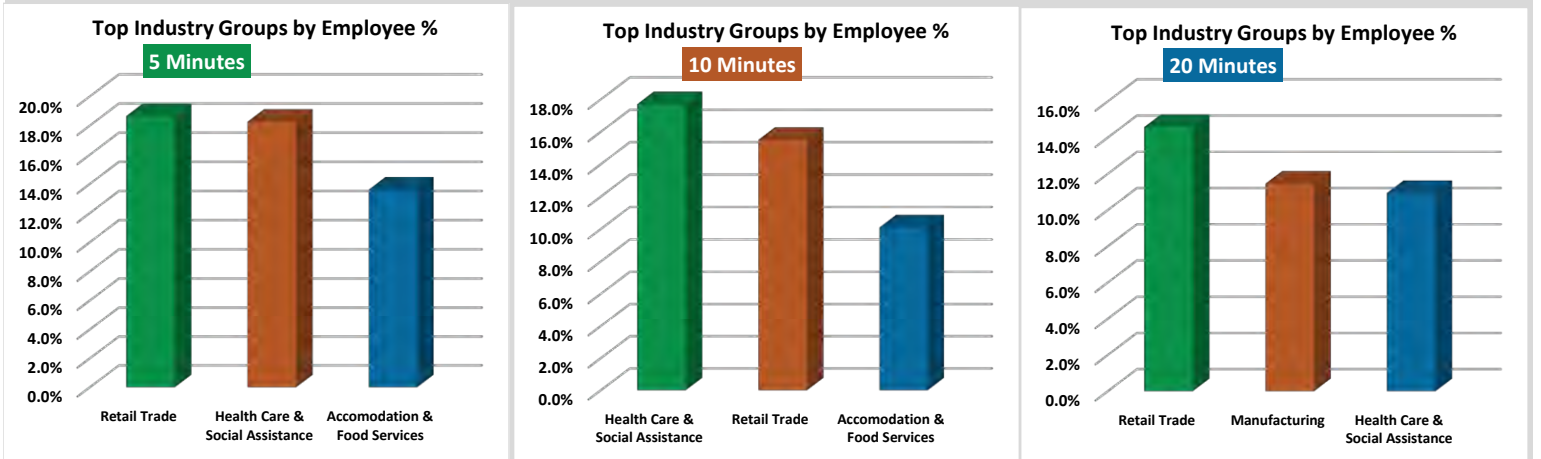
**Employment Profile**

**For Market:** Mariners Mile / Balboa Peninsula  
**Market Definition:** Newport Blvd & Pacific Coast Hwy  
**Date Report Created:** 6/1/2017

	5 Minutes	10 Minutes	20 Minutes
Daytime Population	68,263	212,073	1,043,707
Student Population	9,240	56,130	255,323
Median Employee Salary	41,217	42,947	43,754
Average Employee Salary	51,357	53,695	55,464

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,314	3.5%	2,760	2.8%	17,351	3.2%
15,000 to 30,000 CrYr	5,286	14.1%	13,195	13.5%	63,150	11.7%
30,000 to 45,000 CrYr	14,795	39.5%	37,382	38.4%	206,554	38.2%
45,000 to 60,000 CrYr	6,050	16.2%	15,155	15.6%	81,668	15.1%
60,000 to 75,000 CrYr	3,326	8.9%	9,323	9.6%	48,438	8.9%
75,000 to 90,000 CrYr	2,135	5.7%	5,953	6.1%	41,156	7.6%
90,000 to 100,000 CrYr	762	2.0%	2,578	2.6%	19,594	3.6%
Over 100,000 CrYr	3,765	10.1%	11,104	11.4%	63,413	11.7%

**Industry Groups**



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>3,474</b>	<b>100%</b>	<b>37,434</b>	<b>100%</b>	<b>7,496</b>	<b>100%</b>	<b>97,449</b>	<b>100%</b>	<b>29,659</b>	<b>100%</b>	<b>541,325</b>	<b>100%</b>
Accommodation & Food Services	184	5.3%	5,093	13.6%	406	5.4%	9,841	10.1%	1,424	4.8%	30,974	5.7%
Administration & Support Services	113	3.3%	1,333	3.6%	260	3.5%	5,150	5.3%	1,152	3.9%	40,666	7.5%
Agriculture, Forestry, Fishing, Hunting	7	0.2%	41	0.1%	21	0.3%	91	0.1%	59	0.2%	465	0.1%
Arts, Entertainment, & Recreation	111	3.2%	1,138	3.0%	208	2.8%	4,072	4.2%	640	2.2%	18,181	3.4%
Construction	205	5.9%	1,999	5.3%	427	5.7%	5,102	5.2%	1,559	5.3%	23,967	4.4%
Educational Services	74	2.1%	937	2.5%	181	2.4%	4,407	4.5%	638	2.2%	33,344	6.2%
Finance & Insurance	177	5.1%	911	2.4%	490	6.5%	4,837	5.0%	2,418	8.2%	36,325	6.7%
Health Care & Social Assistance	601	17.3%	6,834	18.3%	1,328	17.7%	17,248	17.7%	4,299	14.5%	59,176	10.9%
Information	75	2.2%	679	1.8%	147	2.0%	1,840	1.9%	627	2.1%	17,005	3.1%
Management of Companies & Enterprises	2	0.1%	76	0.2%	6	0.1%	232	0.2%	30	0.1%	1,834	0.3%
Manufacturing	165	4.8%	2,968	7.9%	289	3.9%	5,746	5.9%	1,697	5.7%	62,000	11.5%
Mining	1	0.0%	20	0.1%	4	0.0%	50	0.1%	22	0.1%	369	0.1%
Professional, Scientific, & Technical Services	372	10.7%	1,973	5.3%	933	12.5%	6,942	7.1%	5,066	17.1%	57,795	10.7%
Real Estate, Rental, Leasing	175	5.0%	868	2.3%	430	5.7%	3,735	3.8%	1,519	5.1%	16,486	3.0%
Retail Trade	616	17.7%	6,981	18.6%	1,191	15.9%	15,105	15.5%	4,246	14.3%	78,914	14.6%
Transportation & Storage	36	1.0%	854	2.3%	73	1.0%	1,589	1.6%	314	1.1%	12,466	2.3%
Utilities	4	0.1%	382	1.0%	7	0.1%	713	0.7%	37	0.1%	3,232	0.6%
Wholesale Trade	108	3.1%	724	1.9%	184	2.5%	1,380	1.4%	1,036	3.5%	10,566	2.0%
Other Services	444	12.8%	3,623	9.7%	912	12.2%	9,369	9.6%	2,876	9.7%	37,559	6.9%



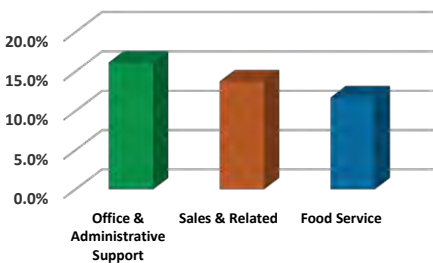
**Employment Profile**

**For Market:** Mariners Mile / Balboa Peninsula  
**Market Definition:** Newport Blvd & Pacific Coast Hwy  
**Date Report Created:** 6/1/2017

Occupations	5 Minutes		10 Minutes		20 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	16,973	45.3%	49,435	50.7%	283,019	52.3%
Architecture & Engineering	533	1.4%	1,571	1.6%	15,218	2.8%
Community & Social Science	1,170	3.1%	2,622	2.7%	8,740	1.6%
Computer/Mathematical Science	448	1.2%	1,505	1.5%	13,402	2.5%
Education, Training, & Library	991	2.6%	3,622	3.7%	21,375	3.9%
Entertainment & Media	637	1.7%	2,150	2.2%	12,454	2.3%
Healthcare Practitioners	2,586	6.9%	6,831	7.0%	24,623	4.5%
Healthcare Support	1,020	2.7%	2,773	2.8%	10,477	1.9%
Legal	198	0.5%	814	0.8%	7,767	1.4%
Life, Physical, & Social Science	248	0.7%	718	0.7%	4,573	0.8%
Management	2,120	5.7%	5,829	6.0%	33,854	6.3%
Office & Administrative Support	6,047	16.2%	17,689	18.2%	107,528	19.9%
<b>Blue Collar</b>	20,312	54.3%	47,662	48.9%	256,276	47.3%
Building & Grounds Cleaning & Maintenance	1,238	3.3%	3,772	3.9%	22,850	4.2%
Construction	1,538	4.1%	3,828	3.9%	19,550	3.6%
Farming, Fishing, & Forestry	32	0.1%	85	0.1%	487	0.1%
Food Service	4,383	11.7%	8,714	8.9%	29,891	5.5%
Installation & Maintenance	2,045	5.5%	4,392	4.5%	23,279	4.3%
Personal Care & Service	952	2.5%	2,775	2.8%	12,146	2.2%
Production	2,416	6.5%	4,913	5.0%	41,922	7.7%
Protective Service	325	0.9%	1,354	1.4%	5,849	1.1%
Sales & Related	5,143	13.7%	12,830	13.2%	70,519	13.0%
Transportation & Material Moving	2,239	6.0%	4,998	5.1%	29,784	5.5%
<b>Military Services</b>	150	0.4%	352	0.4%	2,029	0.4%

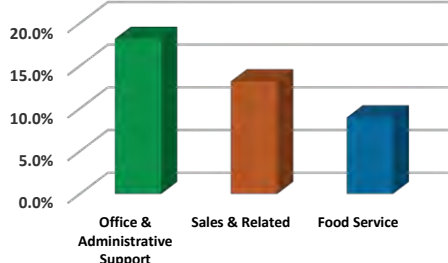
Top Occupations by Employee %

5 Minutes



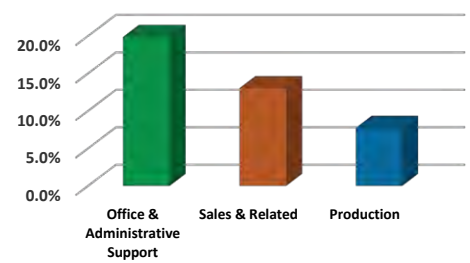
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

20 Minutes



**Employee Totals and History**

	#	#	#
Current	37,434	97,449	541,325
3rd Quarter 2016	36,875	94,724	524,258
2nd Quarter 2016	35,724	93,482	524,183
1st Quarter 2016	35,667	93,303	522,783
4th Quarter 2015	36,303	93,888	525,900
3rd Quarter 2015	36,038	91,697	508,449
2nd Quarter 2015	36,340	93,699	514,603
1st Quarter 2015	36,383	94,291	515,537
4th Quarter 2014	36,649	94,556	517,422



**Consumer Demand & Market Supply Assessment**

**For Market:** Mariners Mile / Balboa Peninsula  
**Market Definition:** Newport Blvd & Pacific Coast Hwy  
**Date Report Created:** 6/1/2017

	5 Minutes			10 Minutes			20 Minutes		
<b>Demographics</b>									
Population	63,728			168,834			696,898		
5-Year Population estimate	63,095			165,889			695,275		
Population Households	62,488			165,639			686,049		
Group Quarters Population	1,240			3,195			10,849		
Households	25,674			69,170			240,999		
5-Year Households estimate	25,891			69,209			244,357		
WorkPlace Establishments	3,568			7,705			30,548		
Workplace Employees	37,434			97,449			541,325		
Median Household Income	\$79,422			\$82,254			\$79,869		
<b>By Establishments</b>									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Other General Merchandise Stores	\$115,263,136	\$50,122,328	(\$65,140,808)	\$307,925,803	\$234,714,906	(\$73,210,897)	\$1,280,128,416	\$2,321,264,930	\$1,041,136,515
Department Stores	\$31,102,175	\$15,161,810	(\$15,940,365)	\$83,116,518	\$51,247,008	(\$31,869,510)	\$344,345,358	\$556,271,524	\$211,926,166
Electronic Shopping/Mail Order Houses	\$137,357,001	\$127,875,723	(\$9,481,278)	\$365,054,081	\$209,473,155	(\$155,580,926)	\$1,570,779,812	\$1,749,465,596	\$178,685,784
Limited-Service Eating Places	\$63,531,810	\$55,884,371	(\$7,647,439)	\$166,983,179	\$196,110,709	\$29,127,530	\$796,786,519	\$799,345,161	\$2,558,641
Vending Machine Operators (Non-Store)	\$6,290,964	\$37,913	(\$6,253,051)	\$16,782,123	\$5,149,665	(\$11,632,458)	\$70,762,991	\$42,071,870	(\$28,691,120)
Grocery Stores	\$113,289,482	\$107,367,088	(\$5,922,394)	\$302,756,082	\$245,710,499	(\$57,045,583)	\$1,255,689,438	\$1,020,383,710	(\$235,305,728)
Electronics/Appliance	\$24,749,041	\$22,828,608	(\$1,920,433)	\$65,437,202	\$86,851,933	\$21,414,731	\$297,680,985	\$933,247,686	\$635,566,702
Lawn/Garden Equipment/Supplies Stores	\$6,762,263	\$5,825,079	(\$937,184)	\$18,152,248	\$13,297,653	(\$4,854,595)	\$74,803,786	\$59,506,978	(\$15,296,809)
Florists/Misc. Store Retailers	\$1,467,562	\$2,412,125	\$944,564	\$3,939,110	\$6,395,804	\$2,456,694	\$16,224,936	\$20,452,732	\$4,227,796
Specialty Food Stores	\$6,532,737	\$7,702,966	\$1,170,229	\$17,458,602	\$21,065,046	\$3,606,444	\$72,428,075	\$101,926,240	\$29,498,164
Other Misc. Store Retailers	\$15,144,484	\$16,609,156	\$1,464,672	\$40,632,733	\$42,429,286	\$1,796,553	\$167,897,845	\$241,947,279	\$74,049,434
Used Merchandise Stores	\$3,497,394	\$5,244,313	\$1,746,918	\$9,370,786	\$9,160,024	(\$210,763)	\$38,605,949	\$33,722,001	(\$4,883,948)
Direct Selling Establishments	\$6,373,732	\$8,462,105	\$2,088,373	\$17,043,241	\$20,308,677	\$3,265,435	\$70,736,203	\$62,526,625	(\$8,209,579)
Office Supplies/Stationary/Gift	\$7,402,125	\$10,958,321	\$3,556,196	\$19,729,760	\$22,792,343	\$3,062,583	\$84,117,868	\$106,152,224	\$22,034,356
Book/Periodical/Music Stores	\$4,647,806	\$9,779,152	\$5,131,347	\$12,409,900	\$24,981,244	\$12,571,344	\$52,118,652	\$120,179,650	\$68,060,998
Jewelry/Luggage/Leather Goods	\$6,779,113	\$12,003,634	\$5,224,521	\$18,161,786	\$28,781,509	\$10,619,723	\$75,204,041	\$130,189,002	\$54,984,961
Home Furnishing Stores	\$10,251,747	\$16,565,507	\$6,313,760	\$27,408,126	\$33,468,081	\$6,059,955	\$113,273,715	\$175,084,882	\$61,811,167
Building Material/Supplies Dealers	\$58,108,473	\$66,491,445	\$8,382,971	\$155,151,397	\$144,965,487	(\$10,185,911)	\$641,806,389	\$1,078,134,340	\$436,327,951
Bar/Drinking Places (Alcoholic Beverages)	\$4,044,906	\$12,542,121	\$8,497,215	\$10,447,566	\$16,932,143	\$6,484,578	\$54,307,515	\$33,115,028	(\$21,192,486)
Furniture Stores	\$11,970,818	\$21,666,565	\$9,695,747	\$32,086,511	\$49,990,378	\$17,903,868	\$132,614,660	\$243,822,370	\$111,207,710
Beer/Wine/Liquor Stores	\$9,191,382	\$19,536,046	\$10,344,664	\$24,606,156	\$42,452,720	\$17,846,564	\$102,301,883	\$101,590,343	(\$711,540)
Sporting Goods/Hobby/Musical Instrument	\$13,505,965	\$25,039,365	\$11,533,400	\$36,099,317	\$56,948,915	\$20,849,598	\$149,293,031	\$266,942,544	\$117,649,513
Automotive Parts/Accessories/Tire	\$17,781,998	\$30,921,322	\$13,139,324	\$47,359,782	\$53,662,903	\$6,303,120	\$196,501,149	\$284,164,143	\$87,662,994
Shoe Stores	\$6,827,035	\$30,576,733	\$23,749,698	\$18,199,896	\$44,281,398	\$26,081,502	\$75,214,103	\$89,982,096	\$14,767,993
Gasoline Stations	\$84,562,751	\$112,120,356	\$27,557,605	\$226,826,236	\$276,279,654	\$49,453,418	\$944,367,994	\$1,003,805,330	\$59,437,337
Health/Personal Care Stores	\$59,409,120	\$88,579,787	\$29,170,667	\$158,366,677	\$189,173,378	\$30,806,701	\$655,616,531	\$959,643,954	\$304,027,423
Full-Service Restaurants	\$71,339,738	\$114,385,502	\$43,045,764	\$186,088,505	\$261,889,907	\$75,801,402	\$922,383,982	\$1,026,013,376	\$103,629,394
Clothing Stores	\$52,137,924	\$108,191,861	\$56,053,937	\$139,636,455	\$296,545,278	\$156,908,823	\$576,813,834	\$1,018,833,696	\$442,019,862
Special Food Services	\$13,832,001	\$73,746,087	\$59,914,086	\$36,356,974	\$96,883,974	\$60,527,000	\$173,494,129	\$211,803,716	\$38,309,587
Other Motor Vehicle Dealers	\$11,282,020	\$102,916,031	\$91,634,011	\$30,372,771	\$126,530,050	\$96,157,279	\$125,437,708	\$274,795,371	\$149,357,663
Automotive Dealers	\$198,861,466	\$944,894,400	\$746,032,934	\$535,212,894	\$1,527,637,581	\$992,424,687	\$2,215,424,019	\$3,056,152,773	\$840,728,755



**Consumer Demand & Market Supply Assessment**

**For Market:**

Mariners Mile / Balboa Peninsula

**Market Definition:**

Newport Blvd & Pacific Coast Hwy

**Date Report Created:**

6/1/2017

By Major Product Lines	5 Minutes			10 Minutes			20 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Groceries/Other Food Items (Off Premises)	\$173,277,079	\$131,877,087	(\$41,399,992)	\$463,300,040	\$362,523,517	(\$100,776,523)	\$1,913,459,801	\$2,170,044,422	\$256,584,621
Computer Hardware/Software/Supplies	\$33,977,102	\$27,693,554	(\$6,283,548)	\$87,668,219	\$61,786,569	(\$25,881,650)	\$458,186,484	\$570,439,651	\$112,253,167
Pets/Pet Foods/Pet Supplies	\$9,001,170	\$5,685,483	(\$3,315,687)	\$24,404,295	\$15,166,331	(\$9,237,964)	\$101,041,545	\$99,595,476	(\$1,446,069)
Paper/Related Products	\$4,871,515	\$4,076,495	(\$795,019)	\$13,013,937	\$13,098,749	\$84,812	\$53,819,377	\$103,290,343	\$49,470,967
Soaps/Detergents/Household Cleaners	\$5,479,671	\$4,941,905	(\$537,765)	\$14,625,909	\$14,506,665	(\$119,244)	\$60,198,515	\$109,361,638	\$49,163,124
Small Electric Appliances	\$2,317,042	\$2,440,043	\$123,001	\$6,199,525	\$5,788,009	(\$411,516)	\$25,527,245	\$47,589,825	\$22,062,580
Photographic Equipment/Supplies	\$1,312,550	\$1,674,105	\$361,555	\$3,525,781	\$5,421,691	\$1,895,910	\$14,611,087	\$54,671,246	\$40,060,159
Sewing/Knitting Materials/Supplies	\$512,686	\$956,526	\$443,840	\$1,385,455	\$2,286,794	\$901,339	\$5,688,303	\$12,876,474	\$7,188,171
Paints/Sundries/Wallpaper/Wall Coverings	\$4,249,064	\$5,080,618	\$831,554	\$11,307,285	\$11,188,850	(\$118,435)	\$46,965,509	\$83,494,943	\$36,529,435
Cigars/Cigarettes/Tobacco/Accessories	\$12,797,129	\$13,687,014	\$889,885	\$33,741,414	\$36,539,034	\$2,797,620	\$140,872,600	\$201,754,015	\$60,881,415
Lawn/Garden/Farm Equipment/Supplies	\$17,366,879	\$18,291,220	\$924,340	\$46,588,961	\$41,546,200	(\$5,042,761)	\$191,916,842	\$247,469,729	\$55,552,887
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,471,839	\$3,480,891	\$1,009,052	\$6,735,300	\$8,284,115	\$1,548,814	\$27,856,481	\$48,696,387	\$20,839,907
Major Household Appliances	\$4,151,513	\$5,361,130	\$1,209,618	\$11,363,828	\$15,790,549	\$4,426,721	\$45,885,297	\$149,377,303	\$103,492,005
Automotive Lubricants (incl Oil, Greases)	\$4,151,513	\$5,361,130	\$1,209,618	\$11,363,828	\$15,790,549	\$4,426,721	\$45,885,297	\$149,377,303	\$103,492,005
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,985,959	\$6,465,935	\$1,479,976	\$13,421,788	\$15,332,484	\$1,910,696	\$54,922,508	\$108,543,527	\$53,621,019
Televisions/VCR/Video Cameras/DVD etc	\$7,564,790	\$9,179,884	\$1,615,094	\$20,122,496	\$29,385,639	\$9,263,143	\$83,640,604	\$293,551,130	\$209,910,526
Audio Equipment/Musical Instruments	\$6,484,981	\$8,380,243	\$1,895,261	\$17,342,420	\$20,478,946	\$3,136,526	\$71,712,901	\$169,953,351	\$98,240,451
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,368,897	\$4,550,014	\$2,181,118	\$6,342,921	\$10,762,780	\$4,419,859	\$26,180,256	\$35,167,124	\$8,986,868
Floor/Floor Coverings	\$8,201,729	\$10,896,734	\$2,695,005	\$21,812,133	\$22,841,863	\$1,029,729	\$90,413,914	\$142,380,273	\$51,966,360
Hardware/Tools/Plumbing/Electrical Supplies	\$16,290,978	\$19,086,095	\$2,795,117	\$43,443,833	\$42,020,043	(\$1,423,790)	\$180,066,947	\$316,825,356	\$136,758,408
Toys/Hobby Goods/Games	\$5,731,871	\$8,768,919	\$3,037,048	\$15,227,641	\$20,932,048	\$5,704,407	\$63,289,202	\$134,185,168	\$70,895,966
Kitchenware/Home Furnishings	\$12,931,723	\$16,629,934	\$3,698,211	\$34,614,800	\$37,915,128	\$3,300,327	\$143,262,456	\$229,885,854	\$86,623,398
Books/Periodicals	\$5,198,794	\$9,393,674	\$4,194,879	\$13,894,899	\$22,384,436	\$8,489,537	\$58,106,689	\$122,409,726	\$64,303,037
Dimensional Lumber/Other Building Materials	\$23,425,084	\$28,080,038	\$4,654,954	\$62,396,936	\$61,249,867	(\$1,147,070)	\$258,457,036	\$453,736,565	\$195,279,529
Drugs/Health Aids/Beauty Aids/Cosmetics	\$126,793,311	\$131,459,904	\$4,666,593	\$337,678,495	\$285,583,696	(\$52,094,798)	\$1,398,114,797	\$1,796,372,798	\$398,258,000
Jewelry (including Watches)	\$10,089,594	\$15,270,523	\$5,180,929	\$27,021,464	\$36,712,893	\$9,691,430	\$112,036,580	\$177,422,545	\$65,385,964
Furniture/Sleep/Outdoor/Patio Furniture	\$29,701,733	\$34,936,984	\$5,235,251	\$79,604,182	\$78,800,163	(\$804,019)	\$328,999,846	\$456,454,645	\$127,454,799
Childrens Wear/Infants/Toddlers Clothing	\$7,419,232	\$13,150,677	\$5,731,446	\$19,495,574	\$35,772,897	\$16,277,323	\$80,956,249	\$164,469,782	\$83,513,533
Sporting Goods (incl Bicycles/Sports Vehicles)	\$10,217,893	\$18,720,624	\$8,502,732	\$27,307,284	\$38,936,007	\$11,628,724	\$113,038,488	\$213,959,538	\$100,921,050
Packaged Liquor/Wine/Beer	\$20,230,282	\$28,877,993	\$8,647,712	\$54,269,362	\$66,747,401	\$12,478,038	\$224,199,895	\$264,090,852	\$39,890,956
Mens Wear	\$17,012,998	\$29,769,218	\$12,756,220	\$45,387,846	\$74,093,793	\$28,705,947	\$187,282,574	\$323,709,794	\$136,427,220
Alcoholic Drinks Served at the Establishment	\$35,389,884	\$51,622,561	\$16,232,677	\$91,254,805	\$106,495,774	\$15,240,969	\$478,176,788	\$382,330,698	(\$95,846,090)
All Other Merchandise	\$43,666,201	\$62,598,624	\$18,932,423	\$116,974,885	\$126,545,231	\$9,570,346	\$480,562,984	\$758,815,131	\$278,252,147
Womens/Juniors/Misses Wear	\$43,550,464	\$67,145,646	\$23,595,182	\$117,235,170	\$176,113,796	\$58,878,626	\$483,899,302	\$737,015,526	\$253,116,224
Footwear, including Accessories	\$16,766,946	\$40,543,220	\$23,776,274	\$44,682,032	\$72,705,570	\$28,023,538	\$184,685,562	\$238,786,601	\$54,101,039
Automotive Fuels	\$78,025,575	\$102,595,780	\$24,570,205	\$209,653,491	\$260,747,092	\$51,093,601	\$871,437,486	\$1,064,547,904	\$193,110,418
Automotive Tires/Tubes/Batteries/Parts	\$33,870,269	\$85,910,864	\$52,040,595	\$90,088,813	\$143,279,626	\$53,190,813	\$374,003,168	\$503,033,918	\$129,030,750
Meats/Nonalcoholic Beverages	\$124,844,667	\$206,135,482	\$81,290,815	\$328,212,424	\$472,710,409	\$144,497,985	\$1,564,652,657	\$1,751,608,600	\$186,955,943
Retailer Services	\$34,457,483	\$133,152,486	\$98,695,003	\$93,364,249	\$216,960,221	\$123,595,972	\$383,994,693	\$621,148,398	\$237,153,704
Autos/Cars/Vans/Trucks/Motorcycles	\$174,344,069	\$852,537,223	\$678,193,153	\$469,283,819	\$1,357,273,751	\$887,989,932	\$1,943,470,692	\$2,729,728,043	\$786,257,351



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.