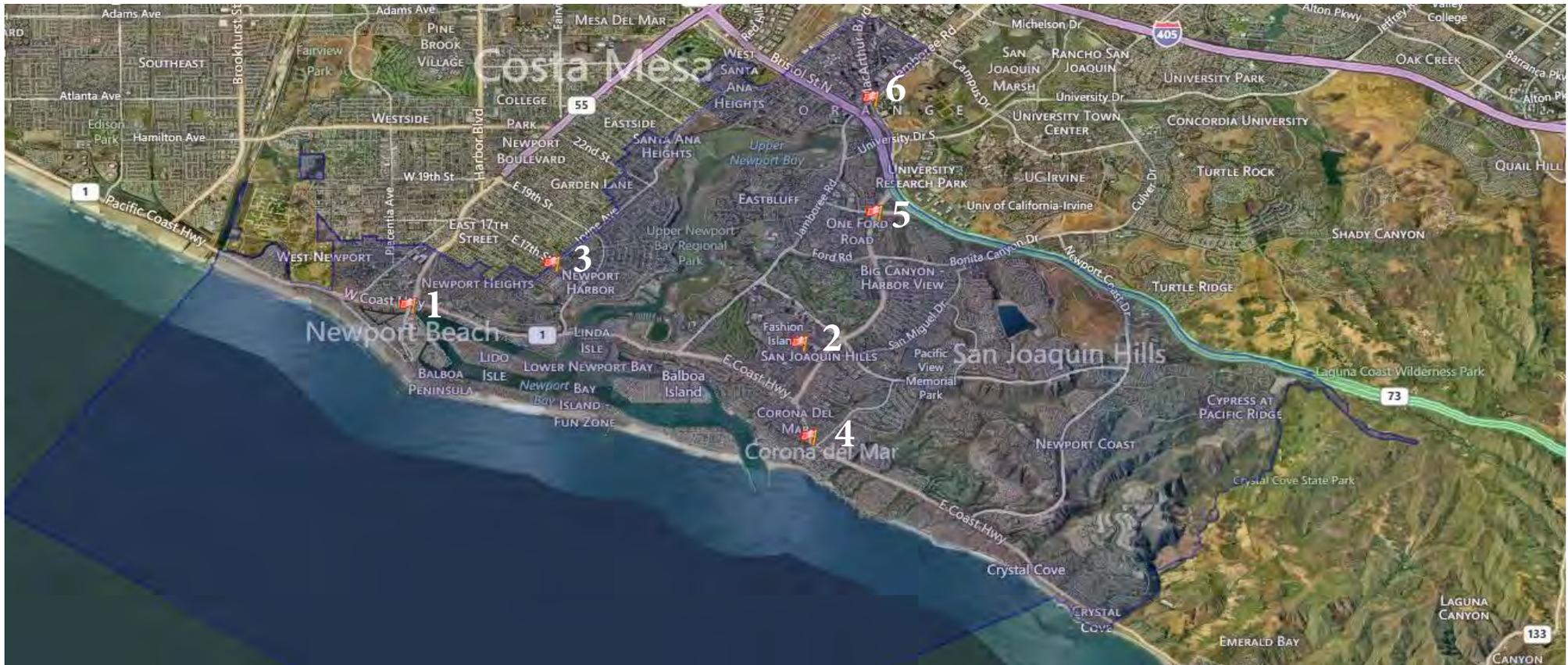




# City of Newport Beach



### Newport Beach

Population	87,709
Households	40,010
Average HH Income	\$178,140
White Collar (Residents)	88%
Some College or Degree	78%

### Major Retail Areas

- 1 Mariners' Mile / Balboa Peninsula
- 2 Newport Center
- 3 Westcliff
- 4 Corona del Mar
- 5 **Newport North / The Bluffs**
- 6 Jamboree at the 73

### Report Descriptions

### City of Newport Beach

## REPORT DESCRIPTIONS



### Consumer Demographic Profile

An ECONSolutions Consumer Demographic Profile uses the STI: PopStats database with over 1,200 variables with a bottom-up methodology to deliver the highest accuracy level and dependable demographic data. The side by side comparison helps users visualize consumer changes as the market size differs.

### Household Segmentation Profile

An ECONSolutions Household Segmentation Profile provides a deep understanding of consumer preferences, behaviors and habits. Utilizing the Personix Lifestage database the report segments 70 household clusters into one of 21 Lifestage Groups and ranks the top 10 individual clusters allowing the user to identify the most concentrated groups with ease. The document includes links to the Personix Online Guide that provides clients with an in depth summary of each group and cluster.

### Employment Profile

An ECONSolutions Employment Profile provides insight on the employment market located within a specific trade area. The Employment Profile breaks down Industry Groups as well as Occupational sectors to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding the types of businesses and the types of workers that are positioned near key areas of interest can greatly influence decisions.

### Consumer Demand & Market Profile (GAP Analysis)

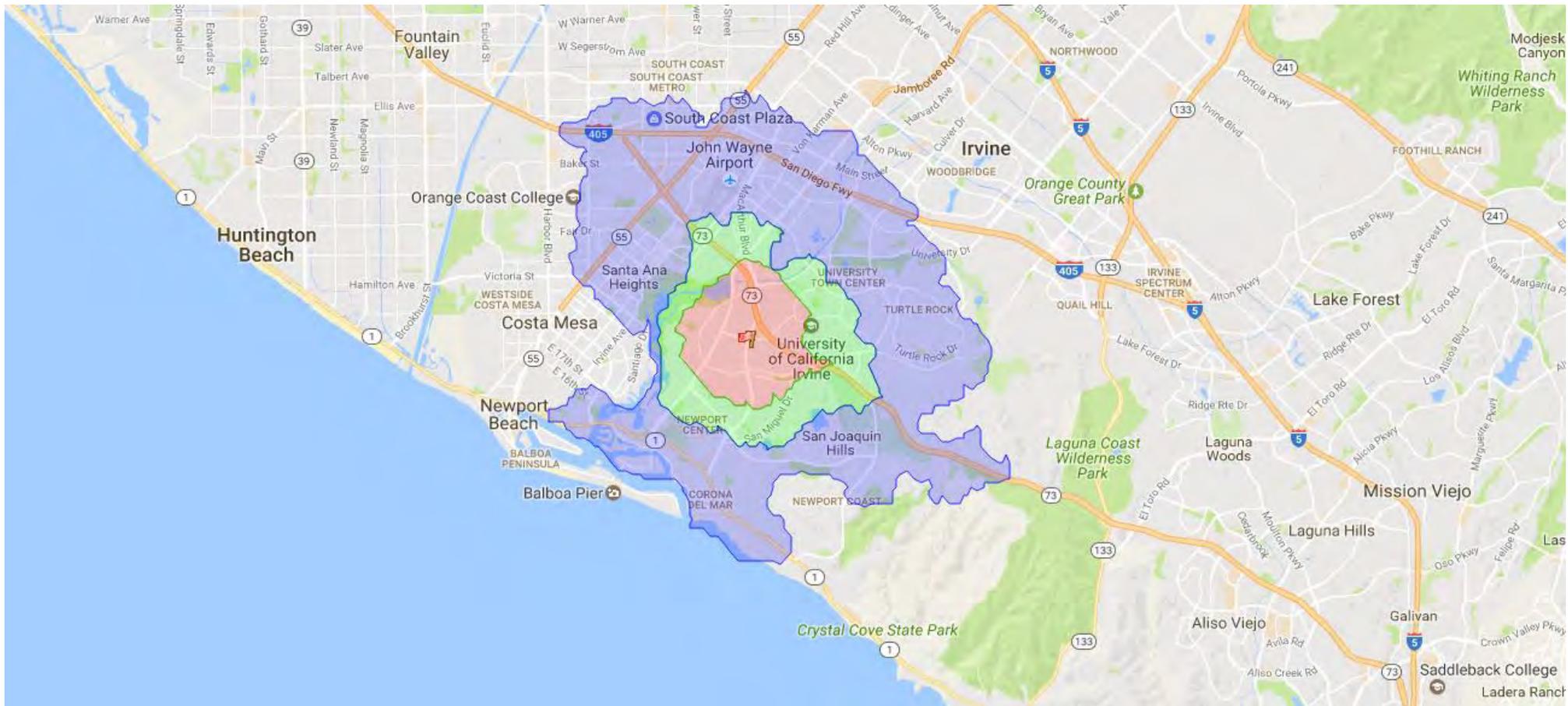
An ECONSolutions Consumer Demand & Market Supply Assessment examines opportunity/surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just an agencies boundaries, making it a useful tool to assist in development planning, recruitment strategies, and overall market analysis.



# Newport North / The Bluffs

Bison Ave & MacArthur Blvd

1/9/2017



	3 Minutes	5 Minutes	10 Minutes
<b>Population</b>	13,934	37,654	156,340
<b>Daytime Population</b>	15,893	91,068	404,978
<b>Households</b>	5,818	14,429	63,416
<b>Average Age</b>	41.3	37.7	39.5
<b>Average HH Income</b>	\$182,134	\$155,238	\$137,180
<b>White Collar (Residents)</b>	93%	89%	83%
<b>Some College or Degree</b>	80%	79%	75%

Traffic Counts	
MacArthur Blvd & Rivoli	> 34,000
MacArthur Blvd & University Dr	> 66,000
Bison Ave & Celtis Pl	> 13,000
Bison Ave & Bayswater	> 7,000

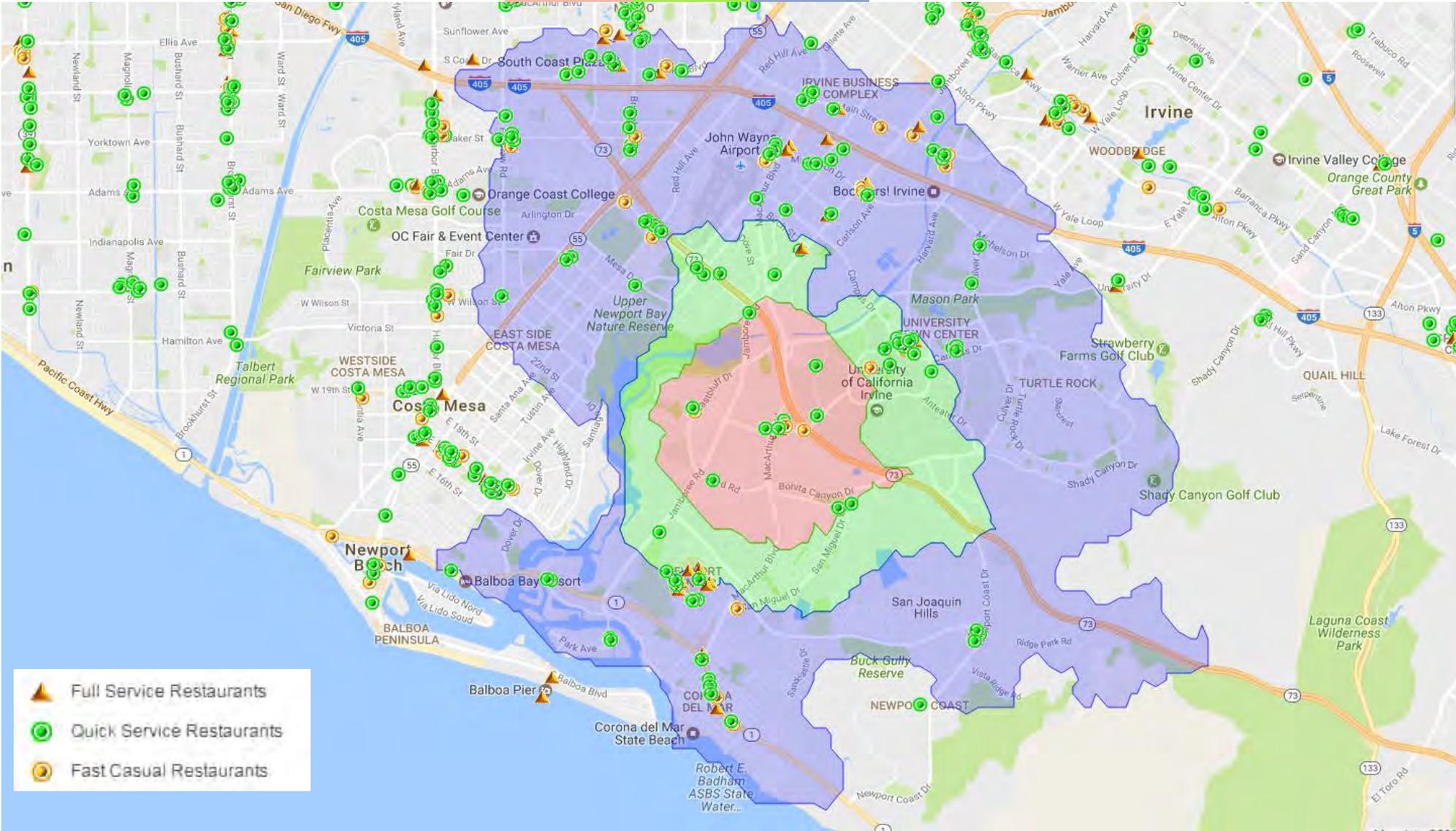


# Newport North / The Bluffs

Restaurants

1/9/2017

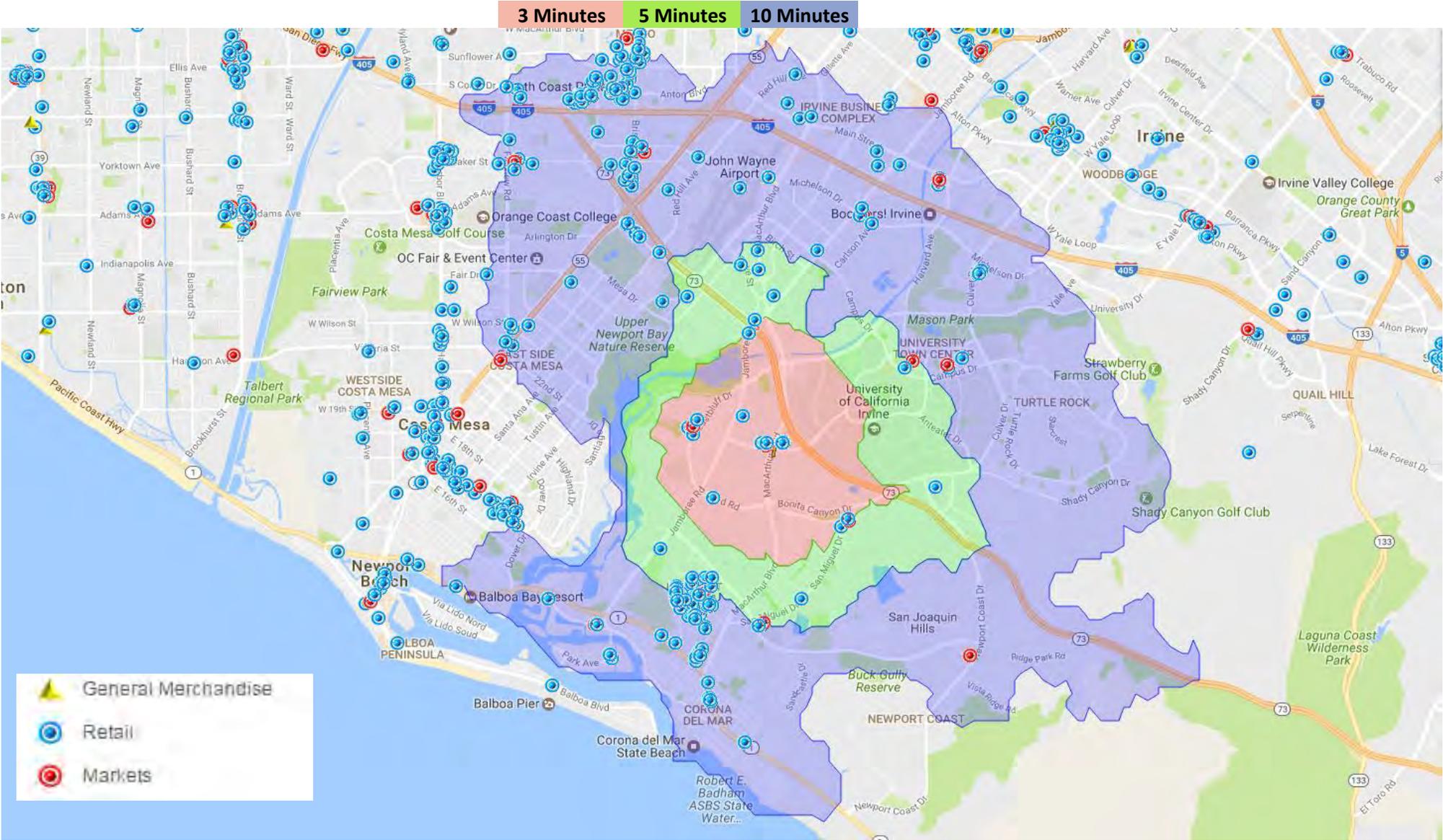
3 Minutes 5 Minutes 10 Minutes



# Newport North / The Bluffs

General Merchandise/Retail/Markets

1/9/2017

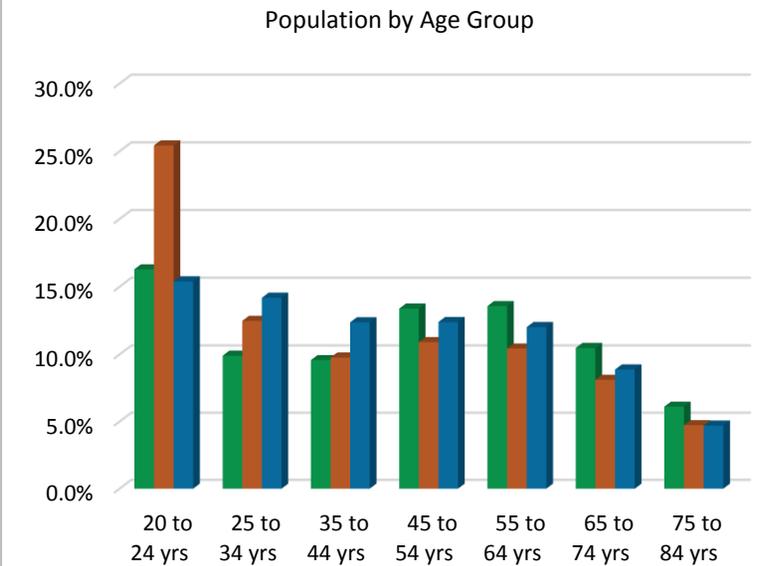
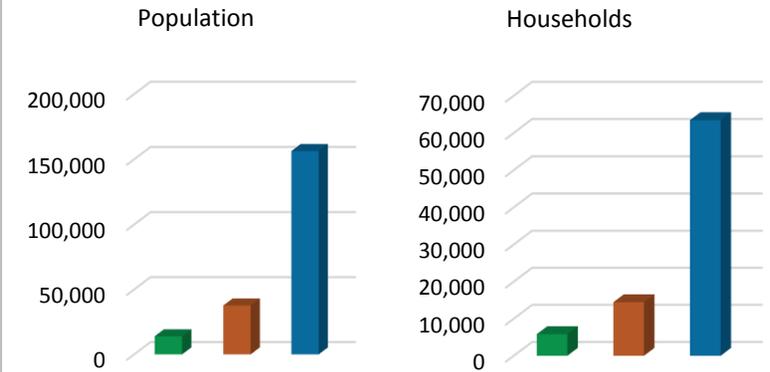


### Consumer Demographic Profile

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

Newport North / The Bluffs  
 Bison Ave & MacArthur Blvd  
 1/9/2017

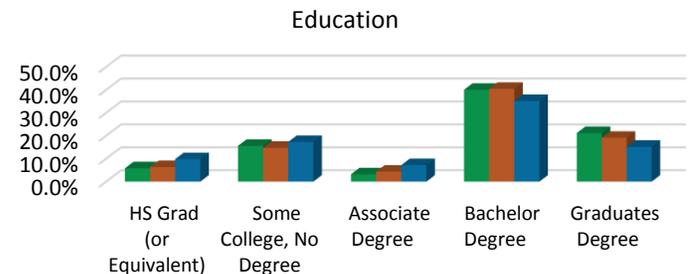
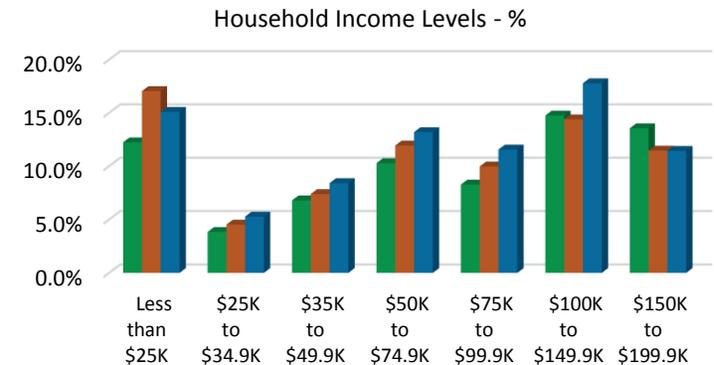
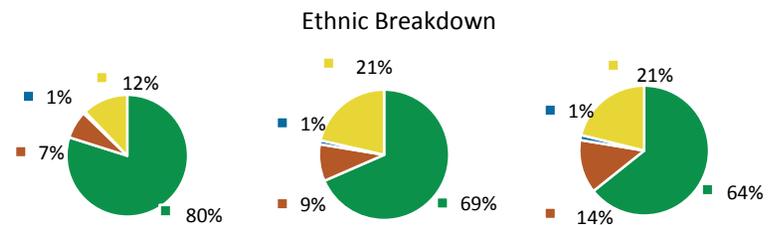
	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	13,934	---	37,654	---	156,340	---
5 Year Projected Pop	13,881	---	37,641	---	161,058	---
Pop Growth (%)	-0.4%	---	0.0%	---	3.0%	---
Households	5,818	---	14,429	---	63,416	---
5 Year Projected HHs	5,796	---	14,416	---	65,337	---
HH Growth (%)	-0.4%	---	-0.1%	---	3.0%	---
<b>Census Stats</b>						
2000 Population	10,275	---	30,591	---	129,099	---
2010 Population	13,235	---	36,629	---	147,442	---
Pop Growth (%)	28.8%	---	19.7%	---	14.2%	---
2000 Households	4,394	---	11,175	---	51,338	---
2010 Households	5,510	---	14,014	---	59,777	---
HH Growth (%)	25.4%	---	25.4%	---	16.4%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	41.3		37.7		39.5	
19 yrs & under	2,572	18.5%	6,144	16.3%	28,355	18.1%
20 to 24 yrs	2,269	16.3%	9,575	25.4%	24,066	15.4%
25 to 34 yrs	1,380	9.9%	4,698	12.5%	22,176	14.2%
35 to 44 yrs	1,335	9.6%	3,679	9.8%	19,339	12.4%
45 to 54 yrs	1,865	13.4%	4,106	10.9%	19,372	12.4%
55 to 64 yrs	1,890	13.6%	3,929	10.4%	18,784	12.0%
65 to 74 yrs	1,460	10.5%	3,053	8.1%	13,882	8.9%
75 to 84 yrs	851	6.1%	1,781	4.7%	7,344	4.7%
85 + yrs	314	2.3%	688	1.8%	3,023	1.9%
<b>Population Bases</b>						
20-34 yrs	3,648	26.2%	14,273	37.9%	46,241	29.6%
45-64 yrs	3,755	26.9%	8,036	21.3%	38,156	24.4%
16 yrs +	11,718	84.1%	32,244	85.6%	130,758	83.6%
25 yrs +	9,094	65.3%	21,935	58.3%	103,920	66.5%
65 yrs +	2,624	18.8%	5,522	14.7%	24,249	15.5%
75 yrs +	1,164	8.4%	2,469	6.6%	10,368	6.6%
85 yrs +	314	2.3%	688	1.8%	3,023	1.9%



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

**Consumer Demographic Profile**  
 Newport North / The Bluffs  
 Bison Ave & MacArthur Blvd  
 1/9/2017

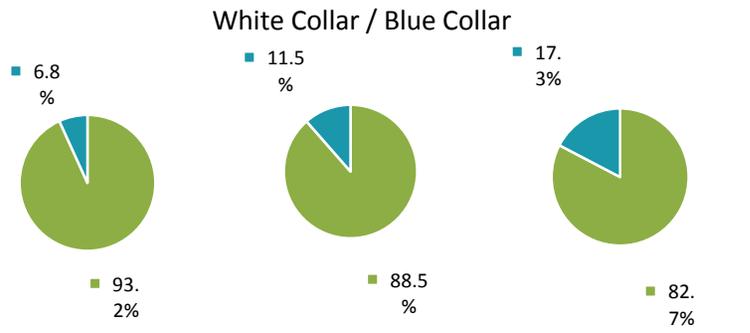
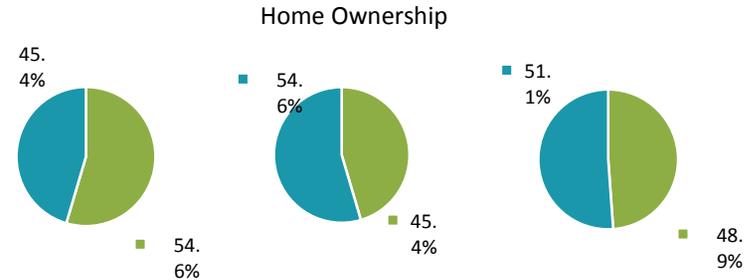
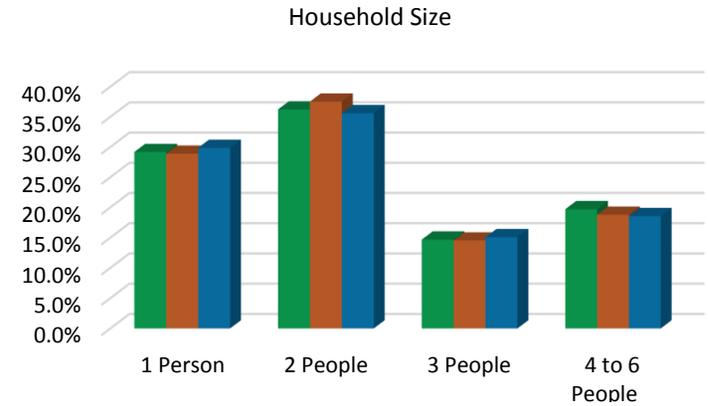
	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	10,842	77.8%	24,848	66.0%	96,599	61.8%
Hispanic	999	7.2%	3,320	8.8%	20,002	12.8%
African American	82	0.6%	352	0.9%	1,865	1.2%
Asian	1,650	11.8%	7,775	20.6%	31,775	20.3%
<b>Ancestry</b>						
American Indian (ancestry)	22	0.2%	48	0.1%	242	0.2%
Hawaiian (ancestry)	4	0.0%	22	0.1%	361	0.2%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$76,048	---	\$59,485	---	\$55,644	---
<b>Average HH Income</b>	\$182,134	---	\$155,238	---	\$137,180	---
<b>Median HH Income</b>	\$127,129	---	\$97,498	---	\$91,637	---
Less than \$25K	712	12.2%	2,460	17.0%	9,575	15.1%
\$25K to \$34.9K	224	3.8%	653	4.5%	3,347	5.3%
\$35K to \$49.9K	395	6.8%	1,066	7.4%	5,336	8.4%
\$50K to \$74.9K	598	10.3%	1,723	11.9%	8,362	13.2%
\$75K to \$99.9K	482	8.3%	1,439	10.0%	7,328	11.6%
\$100K to \$149.9K	859	14.8%	2,077	14.4%	11,282	17.8%
\$150K to \$199.9K	789	13.6%	1,653	11.5%	7,253	11.4%
\$200K +	1,760	30.2%	3,357	23.3%	10,933	17.2%
<b>Education</b>						
Less than 9th Grade	44	0.5%	121	0.6%	2,125	2.0%
Some HS, No Diploma	142	1.6%	436	2.0%	3,255	3.1%
HS Grad (or Equivalent)	531	5.8%	1,392	6.3%	10,208	9.8%
Some College, No Degree	1,418	15.6%	3,232	14.7%	17,971	17.3%
Associate Degree	291	3.2%	956	4.4%	7,476	7.2%
Bachelor Degree	3,641	40.0%	8,873	40.5%	36,511	35.1%
Graduate Degree	1,926	21.2%	4,198	19.1%	15,783	15.2%



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

**Consumer Demographic Profile**  
 Newport North / The Bluffs  
 Bison Ave & MacArthur Blvd  
 1/9/2017

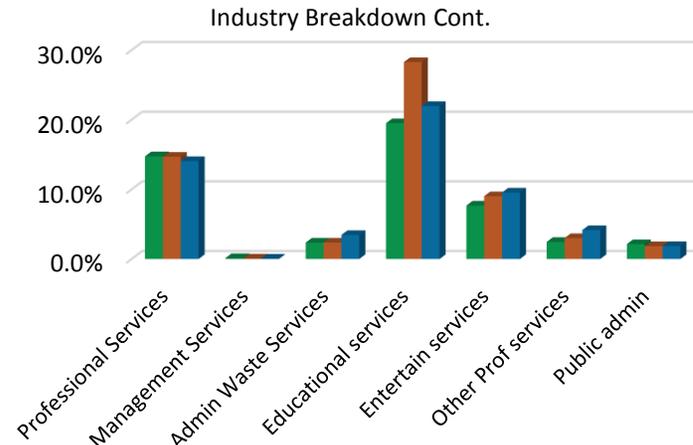
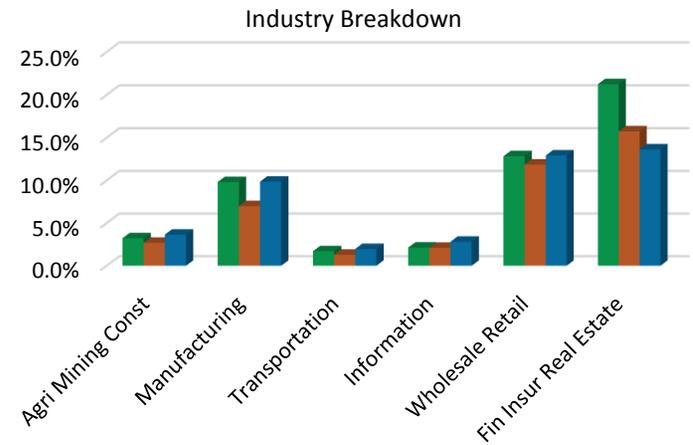
	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
<b>Family Structure</b>	3,533		7,939		36,141	
Single - Male	87	2.5%	151	1.9%	1,258	3.5%
Single - Female	137	3.9%	378	4.8%	2,741	7.6%
Single Parent - Male	47	1.3%	105	1.3%	716	2.0%
Single Parent - Female	326	9.2%	747	9.4%	2,759	7.6%
Married w/ Children	1,031	29.2%	2,750	34.6%	11,748	32.5%
Married w/o Children	1,906	53.9%	3,809	48.0%	16,920	46.8%
<b>Household Size</b>						
1 Person	1,697	29.2%	4,169	28.9%	18,937	29.9%
2 People	2,107	36.2%	5,413	37.5%	22,572	35.6%
3 People	854	14.7%	2,097	14.5%	9,567	15.1%
4 to 6 People	1,146	19.7%	2,710	18.8%	11,769	18.6%
7+ People	14	0.2%	39	0.3%	571	0.9%
<b>Home Ownership</b>	5,818		14,429		63,416	
Owners	3,175	54.6%	6,555	45.4%	30,986	48.9%
Renters	2,643	45.4%	7,874	54.6%	32,430	51.1%
<b>Components of Change</b>						
Births	175	1.3%	519	1.4%	2,153	1.4%
Deaths	128	0.9%	276	0.7%	1,197	0.8%
Migration	-96	-0.7%	-341	-0.9%	-493	-0.3%
<b>Employment (Pop 16+)</b>	11,718		32,244		130,758	
Armed Services	8	0.1%	18	0.1%	45	0.0%
Civilian	6,887	58.8%	18,089	56.1%	81,120	62.0%
Employed	6,587	56.2%	17,369	53.9%	77,839	59.5%
Unemployed	300	2.6%	720	2.2%	3,281	2.5%
Not in Labor Force	4,823	41.2%	14,137	43.8%	49,593	37.9%
<b>Employed Population</b>	6,587		17,369		77,839	
White Collar	6,139	93.2%	15,380	88.5%	64,345	82.7%
Blue Collar	448	6.8%	1,989	11.5%	13,494	17.3%



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

**Consumer Demographic Profile**  
 Newport North / The Bluffs  
 Bison Ave & MacArthur Blvd  
 1/9/2017

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	6,587		17,369		77,839	
White Collar	6,139	93.2%	15,380	88.5%	64,345	82.7%
Managerial executive	2,516	38.2%	4,885	28.1%	20,744	26.6%
Prof specialty	1,963	29.8%	6,154	35.4%	23,235	29.8%
Healthcare support	8	0.1%	107	0.6%	909	1.2%
Sales	1,153	17.5%	2,770	15.9%	11,490	14.8%
Office Admin	498	7.6%	1,465	8.4%	7,968	10.2%
Blue Collar	448	6.8%	1,989	11.5%	13,494	17.3%
Protective	15	0.2%	116	0.7%	706	0.9%
Food Prep Serving	147	2.2%	599	3.4%	3,054	3.9%
Bldg Maint/Cleaning	32	0.5%	129	0.7%	1,406	1.8%
Personal Care	105	1.6%	542	3.1%	2,933	3.8%
Farming/Fishing/Forestry	3	0.0%	19	0.1%	141	0.2%
Construction	3	0.1%	150	0.9%	2,143	2.8%
Production Transp	144	2.2%	434	2.5%	3,111	4.0%
<b>Employment By Industry</b>	6,587		17,369		77,839	
Agri Mining Const	213	3.2%	468	2.7%	2,841	3.7%
Manufacturing	647	9.8%	1,215	7.0%	7,676	9.9%
Transportation	112	1.7%	224	1.3%	1,534	2.0%
Information	141	2.1%	366	2.1%	2,194	2.8%
Wholesale Retail	846	12.8%	2,061	11.9%	10,063	12.9%
Fin Insur Real Estate	1,399	21.2%	2,734	15.7%	10,614	13.6%
Professional Services	972	14.8%	2,553	14.7%	10,950	14.1%
Management Services	8	0.1%	13	0.1%	44	0.1%
Admin Waste Services	155	2.4%	410	2.4%	2,690	3.5%
Educational services	1,285	19.5%	4,912	28.3%	17,107	22.0%
Entertain services	506	7.7%	1,568	9.0%	7,433	9.5%
Other Prof services	162	2.5%	522	3.0%	3,239	4.2%
Public admin	141	2.1%	322	1.9%	1,454	1.9%



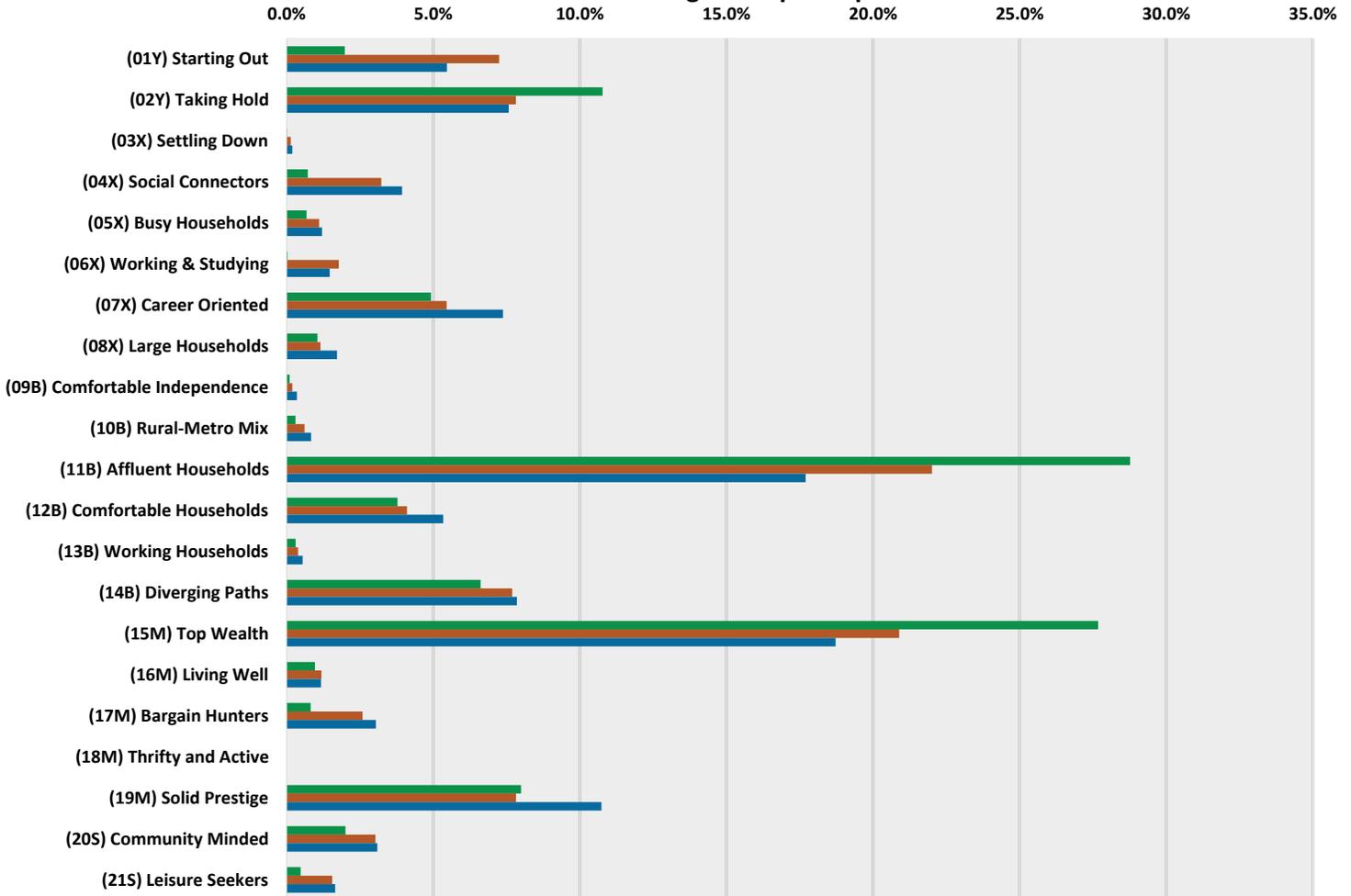
**Household Segmentation Profile**

**For Market:** Newport North / The Bluffs

**Date:** 1/9/2017

	<b>Trade Area 1:</b> 3 Minute Drive Time Bison Ave & MacArthur Blvd	<b>Trade Area 2:</b> 5 Minute Drive Time Bison Ave & MacArthur Blvd	<b>Trade Area 3:</b> 10 Minute Drive Time Bison Ave & MacArthur Blvd
--	---	---	--

**Household Lifestage Group Comparison**



	<b>Trade Area 1:</b> 3 Minute Drive Time Bison Ave & MacArthur Blvd	<b>Trade Area 2:</b> 5 Minute Drive Time Bison Ave & MacArthur Blvd	<b>Trade Area 3:</b> 10 Minute Drive Time Bison Ave & MacArthur Blvd
<b>Total Households</b>	<b>5,552</b> <b>100%</b>	<b>14,102</b> <b>100%</b>	<b>61,150</b> <b>100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	1,166	21.0%	2,197	15.6%	7,587	12.4%
2	01- Summit Estates	(11B) Affluent Households	980	17.7%	1,842	13.1%	5,507	9.0%
3	24- Career Building	(02Y) Taking Hold	572	10.3%	1,023	7.3%	4,134	6.8%
4	04- Top Professionals	(11B) Affluent Households	379	6.8%	727	5.2%	3,610	5.9%
5	03- Corporate Connected	(15M) Top Wealth	370	6.7%	749	5.3%	3,862	6.3%
6	33- Urban Diversity	(14B) Diverging Paths	359	6.5%	1,025	7.3%	4,458	7.3%
7	07- Active Lifestyles	(11B) Affluent Households	238	4.3%	534	3.8%	1,707	2.8%
8	05- Active & Involved	(19M) Solid Prestige	207	3.7%	499	3.5%	2,112	3.5%
9	09- Busy Schedules	(19M) Solid Prestige	155	2.8%	370	2.6%	2,543	4.2%
10	13- Work & Play	(12B) Comfortable Households	144	2.6%	365	2.6%	2,031	3.3%

\* Rank is based on Trade Area 1 Cluster sizes.

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: Newport North / The Bluffs

Date: 1/9/2017

		3 Minute Drive Time		5 Minute Drive Time		10 Minute Drive Time	
		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd	
<b>TOTAL HOUSEHOLDS</b>		<b>5,552</b>	<b>100%</b>	<b>14,102</b>	<b>100%</b>	<b>61,150</b>	<b>100%</b>
Lifestage Group	Cluster Name	3 Minute Drive Time		5 Minute Drive Time		10 Minute Drive Time	
		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd	
<b>(01Y) Starting Out</b>		<b>110</b>	<b>2.0%</b>	<b>1,022</b>	<b>7.2%</b>	<b>3,344</b>	<b>5.5%</b>
<a href="#">39- Setting Goals</a>		3	0.0%	52	0.4%	181	0.3%
<a href="#">45- Offices &amp; Entertainment</a>		51	0.9%	247	1.7%	948	1.5%
<a href="#">57- Collegiate Crowd</a>		52	0.9%	531	3.8%	1,601	2.6%
<a href="#">58- Outdoor Fervor</a>		0	0.0%	0	0.0%	2	0.0%
<a href="#">67- First Steps</a>		5	0.1%	192	1.4%	612	1.0%
<b>(02Y) Taking Hold</b>		<b>598</b>	<b>10.8%</b>	<b>1,103</b>	<b>7.8%</b>	<b>4,631</b>	<b>7.6%</b>
<a href="#">18- Climbing the Ladder</a>		2	0.0%	5	0.0%	104	0.2%
<a href="#">21- Children First</a>		24	0.4%	70	0.5%	342	0.6%
<a href="#">24- Career Building</a>		572	10.3%	1,023	7.3%	4,134	6.8%
<a href="#">30- Out &amp; About</a>		0	0.0%	5	0.0%	51	0.1%
<b>(03X) Settling Down</b>		<b>1</b>	<b>0.0%</b>	<b>20</b>	<b>0.1%</b>	<b>118</b>	<b>0.2%</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%	22	0.0%
<a href="#">46- Rural &amp; Active</a>		1	0.0%	20	0.1%	96	0.2%
<b>(04X) Social Connectors</b>		<b>40</b>	<b>0.7%</b>	<b>455</b>	<b>3.2%</b>	<b>2,407</b>	<b>3.9%</b>
<a href="#">42- Creative Variety</a>		2	0.0%	26	0.2%	182	0.3%
<a href="#">52- Stylish &amp; Striving</a>		19	0.3%	190	1.3%	853	1.4%
<a href="#">59- Mobile Mixers</a>		19	0.3%	239	1.7%	1,373	2.2%
<b>(05X) Busy Households</b>		<b>38</b>	<b>0.7%</b>	<b>156</b>	<b>1.1%</b>	<b>738</b>	<b>1.2%</b>
<a href="#">37- Firm Foundations</a>		3	0.1%	21	0.2%	158	0.3%
<a href="#">62- Movies &amp; Sports</a>		35	0.6%	135	1.0%	580	0.9%
<b>(06X) Working &amp; Studying</b>		<b>2</b>	<b>0.0%</b>	<b>250</b>	<b>1.8%</b>	<b>899</b>	<b>1.5%</b>
<a href="#">61- City Life</a>		0	0.0%	176	1.3%	619	1.0%
<a href="#">69- Productive Havens</a>		0	0.0%	11	0.1%	63	0.1%
<a href="#">70- Favorably Frugal</a>		2	0.0%	63	0.4%	216	0.4%
<b>(07X) Career Oriented</b>		<b>273</b>	<b>4.9%</b>	<b>769</b>	<b>5.5%</b>	<b>4,513</b>	<b>7.4%</b>
<a href="#">06- Casual Comfort</a>		80	1.4%	208	1.5%	1,335	2.2%
<a href="#">10- Careers &amp; Travel</a>		92	1.7%	172	1.2%	865	1.4%
<a href="#">20- Carving Out Time</a>		3	0.0%	13	0.1%	88	0.1%
<a href="#">26- Getting Established</a>		98	1.8%	377	2.7%	2,225	3.6%
<b>(08X) Large Households</b>		<b>58</b>	<b>1.1%</b>	<b>162</b>	<b>1.2%</b>	<b>1,052</b>	<b>1.7%</b>
<a href="#">11- Schools &amp; Shopping</a>		26	0.5%	56	0.4%	445	0.7%
<a href="#">12- On the Go</a>		22	0.4%	68	0.5%	326	0.5%
<a href="#">19- Country Comfort</a>		0	0.0%	0	0.0%	0	0.0%
<a href="#">27- Tenured Proprietors</a>		10	0.2%	38	0.3%	280	0.5%
<b>(09B) Comfortable Independence</b>		<b>6</b>	<b>0.1%</b>	<b>27</b>	<b>0.2%</b>	<b>213</b>	<b>0.3%</b>
<a href="#">29- City Mixers</a>		0	0.0%	1	0.0%	16	0.0%
<a href="#">35- Working &amp; Active</a>		3	0.1%	8	0.1%	88	0.1%
<a href="#">56- Metro Active</a>		3	0.0%	18	0.1%	109	0.2%
<b>(10B) Rural-Metro Mix</b>		<b>17</b>	<b>0.3%</b>	<b>86</b>	<b>0.6%</b>	<b>512</b>	<b>0.8%</b>
<a href="#">47- Rural Parents</a>		0	0.0%	0	0.0%	1	0.0%
<a href="#">53- Metro Strivers</a>		17	0.3%	86	0.6%	509	0.8%
<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	3 Minute Drive Time		5 Minute Drive Time		10 Minute Drive Time	
		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd	
<b>(11B) Affluent Households</b>		<b>1,597</b>	<b>28.8%</b>	<b>3,104</b>	<b>22.0%</b>	<b>10,825</b>	<b>17.7%</b>
	<a href="#">01- Summit Estates</a>	980	17.7%	1,842	13.1%	5,507	9.0%
	<a href="#">04- Top Professionals</a>	379	6.8%	727	5.2%	3,610	5.9%
	<a href="#">07- Active Lifestyles</a>	238	4.3%	534	3.8%	1,707	2.8%
<b>(12B) Comfortable Households</b>		<b>210</b>	<b>3.8%</b>	<b>579</b>	<b>4.1%</b>	<b>3,265</b>	<b>5.3%</b>
	<a href="#">13- Work &amp; Play</a>	144	2.6%	365	2.6%	2,031	3.3%
	<a href="#">17- Firmly Established</a>	66	1.2%	213	1.5%	1,235	2.0%
<b>(13B) Working Households</b>		<b>17</b>	<b>0.3%</b>	<b>55</b>	<b>0.4%</b>	<b>336</b>	<b>0.5%</b>
	<a href="#">38- Occupational Mix</a>	17	0.3%	55	0.4%	336	0.5%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	0	0.0%
<b>(14B) Diverging Paths</b>		<b>367</b>	<b>6.6%</b>	<b>1,085</b>	<b>7.7%</b>	<b>4,802</b>	<b>7.9%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	5	0.1%	10	0.1%	60	0.1%
	<a href="#">31- Mid-Americana</a>	3	0.1%	14	0.1%	122	0.2%
	<a href="#">32- Metro Mix</a>	0	0.0%	36	0.3%	162	0.3%
	<a href="#">33- Urban Diversity</a>	359	6.5%	1,025	7.3%	4,458	7.3%
<b>(15M) Top Wealth</b>		<b>1,537</b>	<b>27.7%</b>	<b>2,946</b>	<b>20.9%</b>	<b>11,448</b>	<b>18.7%</b>
	<a href="#">02- Established Elite</a>	1,166	21.0%	2,197	15.6%	7,587	12.4%
	<a href="#">03- Corporate Connected</a>	370	6.7%	749	5.3%	3,862	6.3%
<b>(16M) Living Well</b>		<b>54</b>	<b>1.0%</b>	<b>167</b>	<b>1.2%</b>	<b>717</b>	<b>1.2%</b>
	<a href="#">14- Career Centered</a>	48	0.9%	158	1.1%	648	1.1%
	<a href="#">15- Country Ways</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">23- Good Neighbors</a>	6	0.1%	9	0.1%	69	0.1%
<b>(17M) Bargain Hunters</b>		<b>46</b>	<b>0.8%</b>	<b>365</b>	<b>2.6%</b>	<b>1,862</b>	<b>3.0%</b>
	<a href="#">43- Work &amp; Causes</a>	3	0.0%	33	0.2%	148	0.2%
	<a href="#">44- Open Houses</a>	3	0.1%	35	0.2%	184	0.3%
	<a href="#">55- Community Life</a>	3	0.0%	12	0.1%	93	0.2%
	<a href="#">63- Staying Home</a>	35	0.6%	276	2.0%	1,378	2.3%
	<a href="#">68- Staying Healthy</a>	2	0.0%	9	0.1%	58	0.1%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	0	0.0%
<b>(19M) Solid Prestige</b>		<b>444</b>	<b>8.0%</b>	<b>1,104</b>	<b>7.8%</b>	<b>6,565</b>	<b>10.7%</b>
	<a href="#">05- Active &amp; Involved</a>	207	3.7%	499	3.5%	2,112	3.5%
	<a href="#">08- Solid Surroundings</a>	82	1.5%	235	1.7%	1,909	3.1%
	<a href="#">09- Busy Schedules</a>	155	2.8%	370	2.6%	2,543	4.2%
<b>(20S) Community Minded</b>		<b>111</b>	<b>2.0%</b>	<b>427</b>	<b>3.0%</b>	<b>1,892</b>	<b>3.1%</b>
	<a href="#">25- Clubs &amp; Causes</a>	20	0.4%	71	0.5%	269	0.4%
	<a href="#">28- Community Pillars</a>	35	0.6%	159	1.1%	585	1.0%
	<a href="#">36- Persistent &amp; Productive</a>	56	1.0%	197	1.4%	1,038	1.7%
<b>(21S) Leisure Seekers</b>		<b>27</b>	<b>0.5%</b>	<b>219</b>	<b>1.6%</b>	<b>1,012</b>	<b>1.7%</b>
	<a href="#">49- Home &amp; Garden</a>	4	0.1%	28	0.2%	163	0.3%
	<a href="#">51- Role Models</a>	2	0.0%	17	0.1%	97	0.2%
	<a href="#">64- Practical &amp; Careful</a>	13	0.2%	76	0.5%	299	0.5%
	<a href="#">65- Hobbies &amp; Shopping</a>	4	0.1%	46	0.3%	185	0.3%
	<a href="#">66- Helping Hands</a>	3	0.1%	53	0.4%	268	0.4%

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



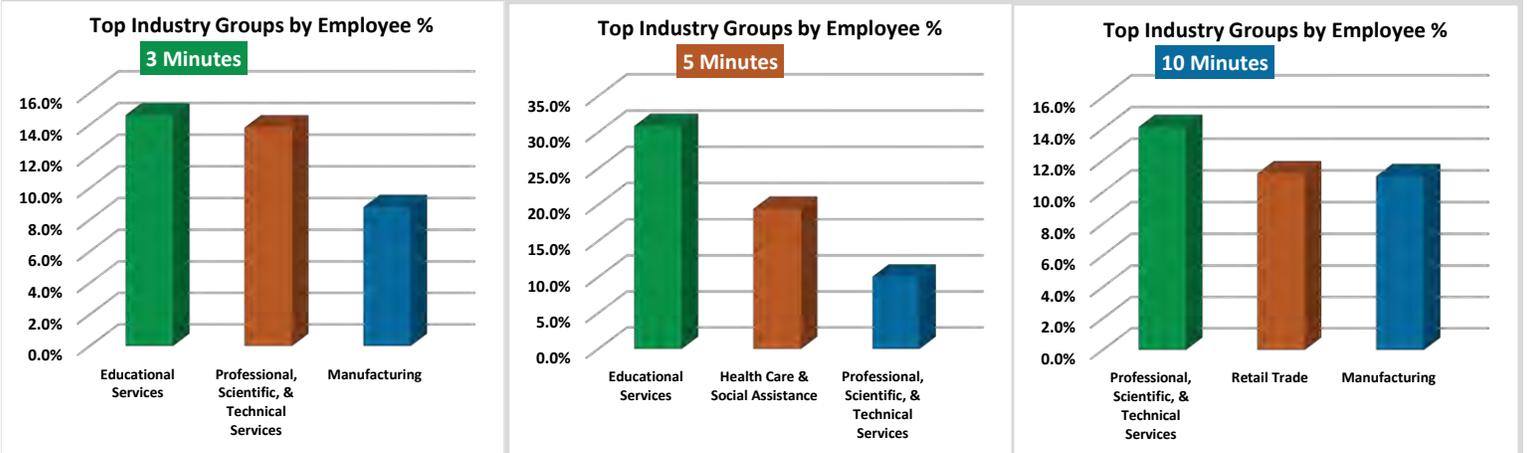
**Employment Profile**

For Market: Newport North / The Bluffs  
Market Definition: Bison Ave & MacArthur Blvd  
Date Report Created: 1/9/2017

	3 Minutes	5 Minutes	10 Minutes
Daytime Population	15,893	91,068	404,978
Student Population	5,170	38,805	81,591
Median Employee Salary	48,140	52,795	45,045
Average Employee Salary	58,873	63,276	56,873

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	129	2.6%	525	1.5%	8,112	3.1%
15,000 to 30,000 CrYr	706	14.5%	4,244	12.1%	39,531	15.2%
30,000 to 45,000 CrYr	1,550	31.8%	9,921	28.2%	84,989	32.7%
45,000 to 60,000 CrYr	719	14.7%	5,403	15.4%	39,954	15.4%
60,000 to 75,000 CrYr	422	8.7%	3,167	9.0%	20,646	8.0%
75,000 to 90,000 CrYr	318	6.5%	2,462	7.0%	20,449	7.9%
90,000 to 100,000 CrYr	386	7.9%	3,818	10.9%	12,517	4.8%
Over 100,000 CrYr	648	13.3%	5,614	16.0%	33,351	12.8%

**Industry Groups**



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>216</b>	<b>100%</b>	<b>4,878</b>	<b>100%</b>	<b>1,244</b>	<b>100%</b>	<b>35,155</b>	<b>100%</b>	<b>12,064</b>	<b>100%</b>	<b>259,550</b>	<b>100%</b>
Accommodation & Food Services	10	4.5%	185	3.8%	40	3.2%	927	2.6%	453	3.8%	11,645	4.5%
Administration & Support Services	10	4.8%	426	8.7%	45	3.6%	1,514	4.3%	434	3.6%	19,980	7.7%
Agriculture, Forestry, Fishing, Hunting	2	0.7%	25	0.5%	2	0.2%	30	0.1%	13	0.1%	105	0.0%
Arts, Entertainment, & Recreation	5	2.2%	193	4.0%	18	1.5%	569	1.6%	227	1.9%	8,480	3.3%
Construction	9	4.4%	293	6.0%	51	4.1%	1,203	3.4%	513	4.3%	10,077	3.9%
Educational Services	8	3.9%	712	14.6%	26	2.1%	10,839	30.8%	230	1.9%	17,841	6.9%
Finance & Insurance	19	8.9%	419	8.6%	141	11.3%	2,237	6.4%	1,437	11.9%	23,235	9.0%
Health Care & Social Assistance	20	9.3%	335	6.9%	284	22.8%	6,818	19.4%	1,502	12.5%	26,392	10.2%
Information	3	1.6%	84	1.7%	22	1.7%	549	1.6%	275	2.3%	9,537	3.7%
Management of Companies & Enterprises	1	0.5%	39	0.8%	3	0.3%	200	0.6%	20	0.2%	1,351	0.5%
Manufacturing	7	3.4%	429	8.8%	22	1.8%	1,740	4.9%	514	4.3%	28,548	11.0%
Mining	0	0.0%	0	0.0%	1	0.1%	5	0.0%	9	0.1%	101	0.0%
Professional, Scientific, & Technical Services	61	28.1%	674	13.8%	289	23.2%	3,528	10.0%	2,980	24.7%	36,590	14.1%
Real Estate, Rental, Leasing	10	4.8%	168	3.4%	78	6.2%	993	2.8%	706	5.9%	9,165	3.5%
Retail Trade	22	10.0%	374	7.7%	113	9.1%	2,160	6.1%	1,373	11.4%	29,007	11.2%
Transportation & Storage	1	0.5%	40	0.8%	5	0.4%	131	0.4%	112	0.9%	8,293	3.2%
Utilities	0	0.0%	0	0.0%	1	0.1%	143	0.4%	22	0.2%	2,118	0.8%
Wholesale Trade	2	1.0%	18	0.4%	12	1.0%	131	0.4%	302	2.5%	3,848	1.5%
Other Services	25	11.5%	465	9.5%	91	7.3%	1,438	4.1%	943	7.8%	13,238	5.1%



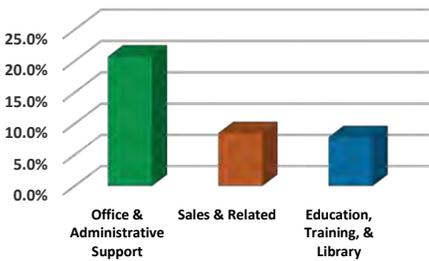
## Employment Profile

For Market: Newport North / The Bluffs  
Market Definition: Bison Ave & MacArthur Blvd  
Date Report Created: 1/9/2017

Occupations	3 Minutes		5 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	2,862	58.7%	24,912	70.9%	149,076	57.4%
Architecture & Engineering	129	2.6%	818	2.3%	8,777	3.4%
Community & Social Science	98	2.0%	864	2.5%	3,729	1.4%
Computer/Mathematical Science	160	3.3%	1,064	3.0%	7,733	3.0%
Education, Training, & Library	382	7.8%	4,589	13.1%	9,720	3.7%
Entertainment & Media	80	1.6%	600	1.7%	6,561	2.5%
Healthcare Practitioners	182	3.7%	3,206	9.1%	11,275	4.3%
Healthcare Support	67	1.4%	1,043	3.0%	4,807	1.9%
Legal	119	2.4%	536	1.5%	5,918	2.3%
Life, Physical, & Social Science	46	0.9%	414	1.2%	2,667	1.0%
Management	338	6.9%	2,459	7.0%	17,668	6.8%
Office & Administrative Support	1,009	20.7%	7,868	22.4%	57,114	22.0%
<b>Blue Collar</b>	1,981	40.6%	10,166	28.9%	109,983	42.4%
Building & Grounds Cleaning & Maintenance	175	3.6%	1,409	4.0%	9,317	3.6%
Construction	215	4.4%	977	2.8%	8,047	3.1%
Farming, Fishing, & Forestry	4	0.1%	31	0.1%	219	0.1%
Food Service	251	5.2%	1,101	3.1%	11,125	4.3%
Installation & Maintenance	152	3.1%	969	2.8%	10,834	4.2%
Personal Care & Service	130	2.7%	642	1.8%	5,675	2.2%
Production	338	6.9%	1,384	3.9%	19,076	7.3%
Protective Service	108	2.2%	436	1.2%	2,555	1.0%
Sales & Related	413	8.5%	2,363	6.7%	29,280	11.3%
Transportation & Material Moving	194	4.0%	854	2.4%	13,853	5.3%
<b>Military Services</b>	35	0.7%	77	0.2%	492	0.2%

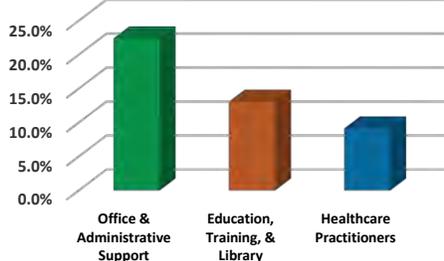
Top Occupations by Employee %

3 Minutes



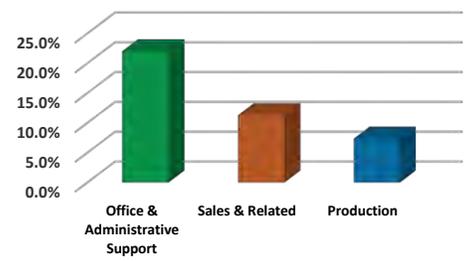
Top Occupations by Employee %

5 Minutes



Top Occupations by Employee %

10 Minutes



## Employee Totals and History

	#	#	#
Current	4,878	35,155	259,550
1st Quarter 2016	4,918	35,256	262,325
4th Quarter 2015	4,731	34,118	252,689
3rd Quarter 2015	4,337	28,723	244,528
2nd Quarter 2015	4,726	34,056	251,126
1st Quarter 2015	4,723	33,950	250,693
4th Quarter 2014	4,738	33,986	251,418
3rd Quarter 2014	4,382	29,478	242,622
2nd Quarter 2014	4,813	34,932	250,702



**Consumer Demand & Market Supply Assessment**

**For Market:** Newport North / The Bluffs  
**Market Definition:** Bison Ave & MacArthur Blvd  
**Date Report Created:** 1/9/2017

	3 Minutes			5 Minutes			10 Minutes		
<b>Demographics</b>									
Population	13,934			37,654			156,340		
5-Year Population estimate	13,600			33,426			153,907		
Population Households	13,654			33,437			149,182		
Group Quarters Population	281			4,218			7,158		
Households	5,818			14,429			63,416		
5-Year Households estimate	5,796			14,416			65,337		
Workplace Establishments	228			1,292			12,491		
Workplace Employees	4,878			35,155			259,550		
Median Household Income	\$127,129			\$97,498			\$91,637		
<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
Electronic Shopping/Mail Order Houses	\$26,623,264	\$0	(\$26,623,264)	\$74,968,133	\$1,176,435	(\$73,791,697)	\$398,063,359	\$480,256,596	\$82,193,237
Other General Merchandise Stores	\$26,132,850	\$0	(\$26,132,850)	\$63,072,932	\$13,827,955	(\$49,244,978)	\$282,366,908	\$461,134,195	\$178,767,287
Grocery Stores	\$24,937,235	\$0	(\$24,937,235)	\$60,052,151	\$6,429,523	(\$53,622,628)	\$267,694,447	\$257,573,553	(\$10,120,894)
Building Material/Supplies Dealers	\$12,636,289	\$771,965	(\$11,864,324)	\$30,184,726	\$27,209,338	(\$2,975,388)	\$132,268,067	\$293,671,668	\$161,403,601
Department Stores	\$7,297,379	\$0	(\$7,297,379)	\$17,531,387	\$7,802,514	(\$9,728,874)	\$78,331,769	\$168,528,735	\$90,196,965
Automotive Dealers	\$44,160,340	\$37,624,365	(\$6,535,975)	\$103,893,893	\$117,328,652	\$13,434,758	\$456,771,337	\$953,481,655	\$496,710,318
Limited-Service Eating Places	\$10,881,316	\$4,532,062	(\$6,349,254)	\$38,999,134	\$21,246,023	(\$17,753,111)	\$252,895,559	\$268,706,212	\$15,810,652
Clothing Stores	\$11,931,721	\$8,055,746	(\$3,875,975)	\$28,165,747	\$44,292,692	\$16,126,944	\$123,022,427	\$519,106,856	\$396,084,429
Sporting Goods/Hobby/Musical Instrument	\$3,065,184	\$0	(\$3,065,184)	\$7,222,450	\$5,878,878	(\$1,343,572)	\$31,645,505	\$71,099,633	\$39,454,128
Furniture Stores	\$2,668,583	\$0	(\$2,668,583)	\$6,221,784	\$4,272,785	(\$1,948,999)	\$26,923,405	\$83,474,148	\$56,550,743
Other Motor Vehicle Dealers	\$2,447,461	\$0	(\$2,447,461)	\$5,738,855	\$812,023	(\$4,926,831)	\$25,168,331	\$66,134,548	\$40,966,218
Health/Personal Care Stores	\$13,298,663	\$10,884,144	(\$2,414,519)	\$31,902,082	\$47,100,206	\$15,198,124	\$139,857,522	\$345,538,474	\$205,680,952
Automotive Parts/Accessories/Tire	\$3,876,208	\$1,545,252	(\$2,330,956)	\$9,288,503	\$2,432,056	(\$6,856,446)	\$40,791,394	\$82,530,967	\$41,739,573
Home Furnishing Stores	\$2,208,398	\$0	(\$2,208,398)	\$5,203,683	\$1,644,883	(\$3,558,800)	\$22,725,157	\$67,924,361	\$45,199,205
Direct Selling Establishments	\$2,005,463	\$0	(\$2,005,463)	\$4,806,547	\$1,051,339	(\$3,755,208)	\$21,312,215	\$36,174,204	\$14,861,988
Beer/Wine/Liquor Stores	\$1,938,179	\$0	(\$1,938,179)	\$4,639,686	\$406,237	(\$4,233,449)	\$20,681,900	\$17,335,398	(\$3,346,502)
Other Misc. Store Retailers	\$3,423,272	\$1,776,950	(\$1,646,322)	\$8,001,597	\$5,569,971	(\$2,431,626)	\$34,990,159	\$66,154,107	\$31,163,948
Shoe Stores	\$1,636,869	\$0	(\$1,636,869)	\$3,877,975	\$2,687,156	(\$1,190,819)	\$16,996,810	\$25,212,344	\$8,215,534
Special Food Services	\$2,502,018	\$909,852	(\$1,592,165)	\$9,179,203	\$4,670,852	(\$4,508,351)	\$60,349,386	\$61,796,903	\$1,447,518
Office Supplies/Stationary/Gift	\$1,552,752	\$0	(\$1,552,752)	\$4,369,381	\$2,491,246	(\$1,878,135)	\$23,415,933	\$31,328,761	\$7,912,829
Lawn/Garden Equipment/Supplies Stores	\$1,529,455	\$0	(\$1,529,455)	\$3,582,888	\$2,512,273	(\$1,070,615)	\$15,645,260	\$11,213,386	(\$4,431,874)
Vending Machine Operators (Non-Store)	\$1,460,235	\$0	(\$1,460,235)	\$3,676,790	\$0	(\$3,676,790)	\$17,396,318	\$14,609,579	(\$2,786,739)
Book/Periodical/Music Stores	\$971,975	\$0	(\$971,975)	\$2,368,938	\$1,373,714	(\$995,224)	\$10,545,822	\$40,591,851	\$30,046,029
Bar/Drinking Places (Alcoholic Beverages)	\$615,744	\$0	(\$615,744)	\$2,843,981	\$316,271	(\$2,527,710)	\$20,910,860	\$8,802,944	(\$12,107,916)
Used Merchandise Stores	\$819,456	\$238,438	(\$581,018)	\$1,946,046	\$657,694	(\$1,288,352)	\$8,595,037	\$9,310,948	\$715,912
Gasoline Stations	\$24,372,179	\$23,946,389	(\$425,790)	\$58,003,698	\$120,178,165	\$62,174,468	\$258,615,624	\$440,318,060	\$181,702,436
Florists/Misc. Store Retailers	\$305,411	\$0	(\$305,411)	\$715,675	\$578,053	(\$137,622)	\$3,124,152	\$7,085,590	\$3,961,438
Jewelry/Luggage/Leather Goods	\$1,586,921	\$1,356,918	(\$230,003)	\$3,724,571	\$5,744,930	\$2,020,359	\$16,223,891	\$61,758,296	\$45,534,405
Full-Service Restaurants	\$11,260,755	\$11,832,016	\$571,261	\$43,880,017	\$25,964,554	(\$17,915,464)	\$298,201,856	\$316,241,919	\$18,040,063
Specialty Food Stores	\$1,501,670	\$2,524,869	\$1,023,199	\$3,604,838	\$4,374,142	\$769,304	\$16,020,185	\$46,365,528	\$30,345,342
Electronics/Appliance	\$5,040,142	\$8,401,657	\$3,361,515	\$18,092,778	\$51,972,755	\$33,879,977	\$116,711,027	\$587,854,192	\$471,143,165



**Consumer Demand & Market Supply Assessment**

**For Market:**

Newport North / The Bluffs

**Market Definition:**

Bison Ave & MacArthur Blvd

**Date Report Created:**

1/9/2017

By Major Product Lines	3 Minutes			5 Minutes			10 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)	\$39,192,610	\$4,370,734	(\$34,821,876)	\$93,114,799	\$25,913,591	(\$67,201,208)	\$407,751,275	\$542,450,857	\$134,699,582
Drugs/Health Aids/Beauty Aids/Cosmetics	\$27,959,706	\$9,606,757	(\$18,352,950)	\$67,252,701	\$45,767,566	(\$21,485,136)	\$294,871,514	\$568,983,055	\$274,111,541
Meats/Nonalcoholic Beverages	\$22,650,817	\$14,309,330	(\$8,341,487)	\$81,248,652	\$46,081,173	(\$35,167,480)	\$527,171,408	\$574,191,261	\$47,019,854
All Other Merchandise	\$9,576,192	\$2,588,513	(\$6,987,680)	\$22,351,513	\$15,818,283	(\$6,533,230)	\$97,294,746	\$251,764,142	\$154,469,397
Furniture/Sleep/Outdoor/Patio Furniture	\$6,679,664	\$255,645	(\$6,424,019)	\$15,549,795	\$6,563,316	(\$8,986,479)	\$67,112,877	\$148,980,577	\$81,867,700
Autos/Cars/Vans/Trucks/Motorcycles	\$37,664,122	\$31,473,677	(\$6,190,445)	\$88,856,396	\$98,435,938	\$9,579,542	\$391,394,299	\$822,730,343	\$431,336,044
Womens/Juniors/Misses Wear	\$9,421,331	\$4,191,151	(\$5,230,180)	\$22,329,161	\$24,682,488	\$2,353,327	\$97,348,555	\$320,533,949	\$223,185,394
Dimensional Lumber/Other Building Materials	\$5,186,157	\$340,011	(\$4,846,146)	\$12,549,485	\$11,659,402	(\$890,083)	\$55,073,353	\$127,550,491	\$72,477,138
Packaged Liquor/Wine/Beer	\$4,691,853	\$652,383	(\$4,039,470)	\$11,081,857	\$4,115,245	(\$6,966,612)	\$48,710,756	\$67,431,880	\$18,721,124
Automotive Tires/Tubes/Batteries/Parts	\$7,029,834	\$3,219,125	(\$3,810,710)	\$16,919,078	\$8,463,864	(\$8,455,214)	\$74,384,811	\$142,652,534	\$68,267,722
Hardware/Tools/Plumbing/Electrical Supplies	\$3,533,314	\$241,202	(\$3,292,112)	\$8,393,507	\$7,220,783	(\$1,172,724)	\$36,830,217	\$85,763,749	\$48,933,532
Lawn/Garden/Farm Equipment/Supplies	\$3,276,071	\$96,494	(\$3,179,576)	\$7,688,315	\$5,630,761	(\$2,057,554)	\$33,578,032	\$57,050,107	\$23,472,076
Footwear, including Accessories	\$3,534,455	\$558,598	(\$2,975,857)	\$8,380,065	\$6,304,900	(\$2,075,165)	\$36,739,549	\$77,987,926	\$41,248,377
Retailer Services	\$8,401,985	\$5,524,697	(\$2,877,288)	\$19,185,867	\$20,835,811	\$1,649,943	\$83,202,440	\$205,994,337	\$122,791,896
Sporting Goods (incl Bicycles/Sports Vehicles)	\$2,838,086	\$62,231	(\$2,775,855)	\$6,692,037	\$3,070,598	(\$3,621,439)	\$29,430,493	\$71,310,183	\$41,879,690
Kitchenware/Home Furnishings	\$2,904,271	\$345,395	(\$2,558,875)	\$6,870,597	\$3,558,294	(\$3,312,303)	\$30,164,770	\$77,694,824	\$47,530,054
Mens Wear	\$3,789,292	\$1,587,548	(\$2,201,743)	\$8,861,158	\$9,952,662	\$1,091,504	\$38,727,539	\$132,752,076	\$94,024,537
Computer Hardware/Software/Supplies	\$4,603,617	\$2,586,453	(\$2,017,164)	\$30,741,825	\$16,692,475	(\$14,049,350)	\$252,911,099	\$262,166,249	\$9,255,150
Automotive Fuels	\$22,160,398	\$20,200,978	(\$1,959,421)	\$52,236,717	\$102,318,554	\$50,081,837	\$231,094,821	\$404,599,783	\$173,504,962
Floor/Floor Coverings	\$1,793,745	\$55,731	(\$1,738,013)	\$4,319,945	\$2,440,968	(\$1,878,977)	\$18,886,154	\$47,618,065	\$28,731,912
Books/Periodicals	\$1,792,601	\$56,976	(\$1,735,624)	\$4,277,687	\$1,350,910	(\$2,926,777)	\$18,205,809	\$47,416,153	\$29,210,344
Cigars/Cigarettes/Tobacco/Accessories	\$3,113,450	\$1,382,421	(\$1,731,029)	\$7,769,440	\$7,052,130	(\$717,310)	\$34,329,060	\$56,411,194	\$22,082,135
Pets/Pet Foods/Pet Supplies	\$1,997,228	\$470,613	(\$1,526,615)	\$4,546,834	\$1,774,202	(\$2,772,633)	\$19,883,817	\$25,749,860	\$5,866,043
Jewelry (including Watches)	\$2,610,715	\$1,331,998	(\$1,278,718)	\$6,135,600	\$6,062,994	(\$72,606)	\$26,728,257	\$77,347,771	\$50,619,514
Soaps/Detergents/Household Cleaners	\$1,299,737	\$91,720	(\$1,208,018)	\$3,102,170	\$1,308,195	(\$1,793,975)	\$13,683,332	\$26,370,939	\$12,687,607
Toys/Hobby Goods/Games	\$1,253,329	\$150,181	(\$1,103,148)	\$3,011,866	\$2,154,644	(\$857,222)	\$13,274,536	\$41,234,755	\$27,960,218
Paper/Related Products	\$1,158,784	\$80,486	(\$1,078,298)	\$2,760,192	\$1,013,489	(\$1,746,703)	\$12,171,921	\$24,040,775	\$11,868,854
Curtains/Draperies/Slipcovers/Bed/Coverings	\$1,230,663	\$197,526	(\$1,033,137)	\$2,784,203	\$1,899,120	(\$885,084)	\$12,142,695	\$37,777,865	\$25,635,170
Paints/Sundries/Wallpaper/Wall Coverings	\$946,564	\$60,693	(\$885,871)	\$2,282,298	\$2,099,131	(\$183,167)	\$9,986,061	\$23,178,234	\$13,192,172
Childrens Wear/Infants/Toddlers Clothing	\$1,432,175	\$599,863	(\$832,312)	\$3,398,396	\$4,044,009	\$645,614	\$15,063,141	\$58,898,159	\$43,835,018
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$885,467	\$119,603	(\$765,863)	\$2,119,616	\$1,109,671	(\$1,009,945)	\$9,307,018	\$18,717,194	\$9,410,176
Alcoholic Drinks Served at the Establishment	\$3,838,677	\$3,142,964	(\$695,713)	\$18,422,584	\$7,494,421	(\$10,928,163)	\$137,541,288	\$96,222,415	(\$41,318,873)
Audio Equipment/Musical Instruments	\$1,491,223	\$803,225	(\$687,998)	\$3,433,252	\$5,663,811	\$2,230,559	\$14,817,174	\$78,431,604	\$63,614,431
Small Electric Appliances	\$428,449	\$71,347	(\$357,102)	\$1,005,365	\$654,139	(\$351,226)	\$4,399,882	\$13,387,775	\$8,987,893
Optical Goods (incl Eyeglasses, Sunglasses)	\$662,667	\$335,981	(\$326,686)	\$1,516,833	\$1,650,482	\$133,649	\$6,569,110	\$17,017,954	\$10,448,844
Televisions/VCR/Video Cameras/DVD etc	\$1,853,956	\$1,631,544	(\$222,412)	\$4,441,850	\$10,805,631	\$6,363,781	\$19,434,285	\$143,756,182	\$124,321,897
Sewing/Knitting Materials/Supplies	\$126,815	\$3,790	(\$123,026)	\$304,365	\$267,011	(\$37,355)	\$1,337,208	\$4,016,227	\$2,679,018
Major Household Appliances	\$1,022,830	\$984,502	(\$38,328)	\$2,262,575	\$6,736,605	\$4,474,030	\$9,921,090	\$81,560,194	\$71,639,104
Automotive Lubricants (incl Oil, Greases)	\$1,022,830	\$984,502	(\$38,328)	\$2,262,575	\$6,736,605	\$4,474,030	\$9,921,090	\$81,560,194	\$71,639,104
Photographic Equipment/Supplies	\$331,617	\$407,409	\$75,792	\$776,039	\$2,586,717	\$1,810,678	\$3,323,180	\$31,014,510	\$27,691,330



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

Market Outlook is based on the following -

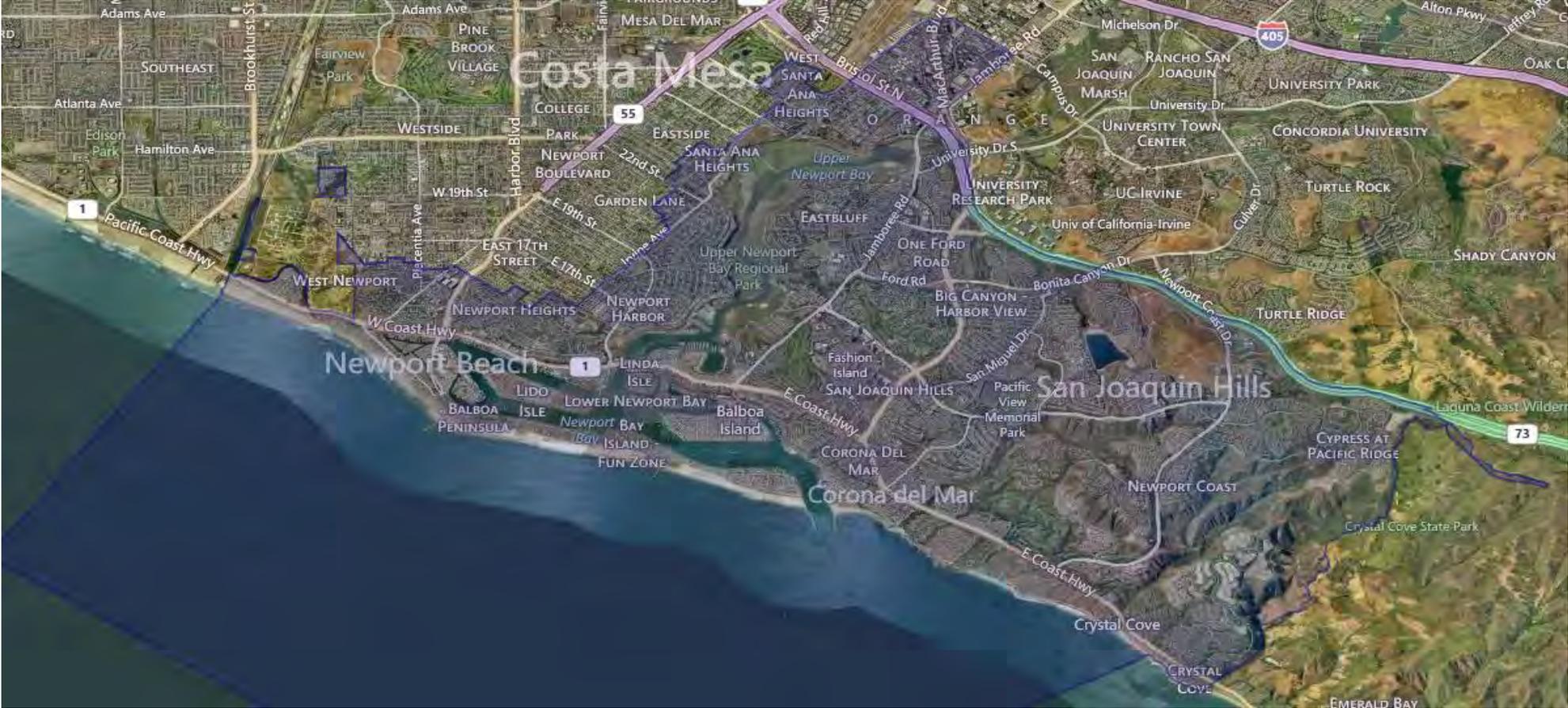
- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

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.

# City of Newport Beach

1/9/2017



**Newport Beach**

<b>Population</b>	87,709
<b>Households</b>	40,010
<b>Average Age</b>	43.9
<b>Average HH Income</b>	\$178,140
<b>White Collar (Residents)</b>	88%
<b>Some College or Degree</b>	78%



### Consumer Demographic Profile

**For Market:**

City of Newport Beach

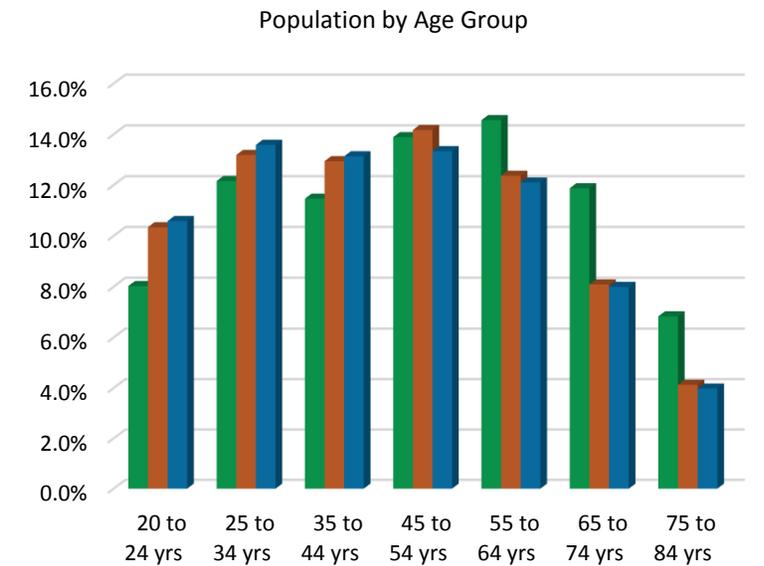
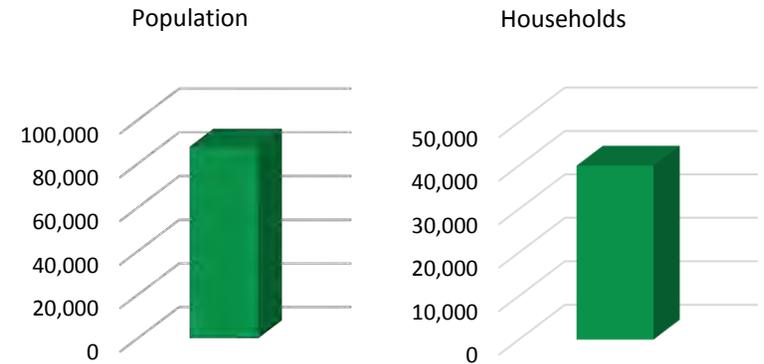
**Market Definition:**

Newport Beach / Orange County / California

**Date Report Created:**

1/9/2017

	Newport Beach		Orange County CA		California	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	87,709	---	3,152,294	---	39,021,925	---
5 Year Projected Pop	87,046	---	3,205,459	---	40,834,820	---
Pop Growth (%)	-0.8%	---	1.7%	---	4.6%	---
Households	40,010	---	1,044,912	---	13,212,521	---
5 Year Projected HHs	39,733	---	1,066,458	---	13,839,659	---
HH Growth (%)	-0.7%	---	2.1%	---	4.7%	---
<b>Census Stats</b>						
2000 Population	78,750	---	2,846,295	---	33,871,648	---
2010 Population	85,187	---	3,010,232	---	37,253,956	---
Pop Growth (%)	8.2%	---	5.8%	---	10.0%	---
2000 Households	36,785	---	935,273	---	11,502,864	---
2010 Households	38,797	---	992,781	---	12,577,498	---
HH Growth (%)	5.5%	---	6.1%	---	9.3%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	43.9		38.7		38.2	
19 yrs & under	16,038	18.3%	727,264	23.1%	9,238,941	23.7%
20 to 24 yrs	7,039	8.0%	325,995	10.3%	4,129,934	10.6%
25 to 34 yrs	10,668	12.2%	415,645	13.2%	5,301,068	13.6%
35 to 44 yrs	10,054	11.5%	407,965	12.9%	5,125,292	13.1%
45 to 54 yrs	12,182	13.9%	446,682	14.2%	5,204,523	13.3%
55 to 64 yrs	12,769	14.6%	389,906	12.4%	4,722,516	12.1%
65 to 74 yrs	10,416	11.9%	254,981	8.1%	3,118,776	8.0%
75 to 84 yrs	5,993	6.8%	130,146	4.1%	1,552,259	4.0%
85 + yrs	2,551	2.9%	53,710	1.7%	628,616	1.6%
<b>Population Bases</b>						
20-34 yrs	17,706	20.2%	741,640	23.5%	9,431,002	24.2%
45-64 yrs	24,951	28.4%	836,588	26.5%	9,927,039	25.4%
16 yrs +	73,499	83.8%	2,506,777	79.5%	30,803,159	78.9%
25 yrs +	64,632	73.7%	2,099,035	66.6%	25,653,050	65.7%
65 yrs +	18,960	21.6%	438,837	13.9%	5,299,651	13.6%
75 yrs +	8,544	9.7%	183,856	5.8%	2,180,875	5.6%
85 yrs +	2,551	2.9%	53,710	1.7%	628,616	1.6%



### Consumer Demographic Profile

**For Market:**

City of Newport Beach

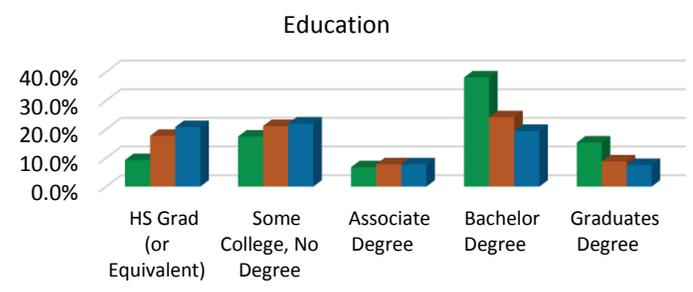
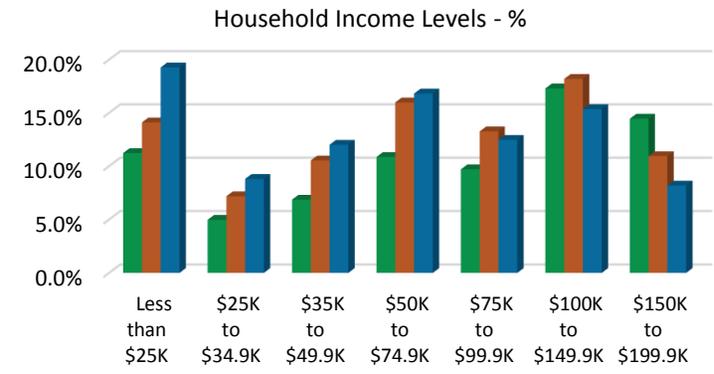
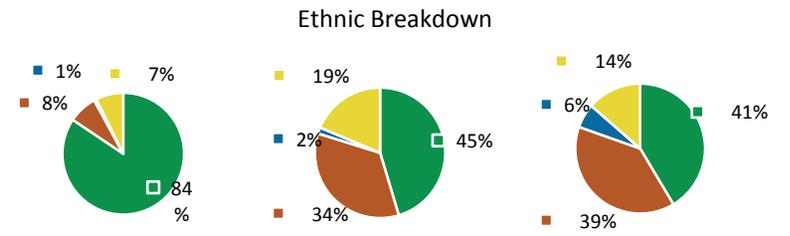
**Market Definition:**

Newport Beach / Orange County / California

**Date Report Created:**

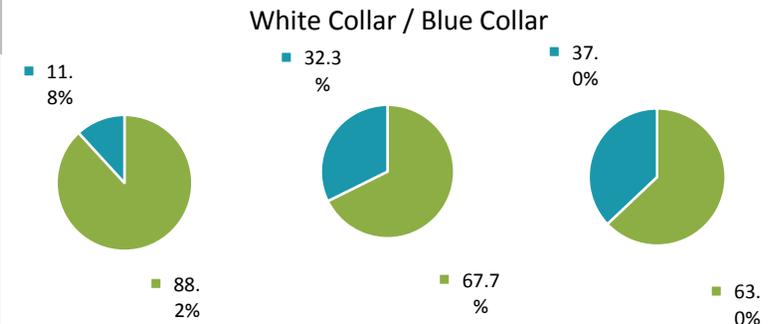
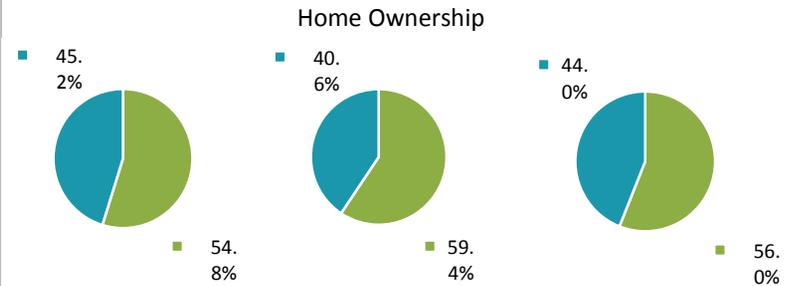
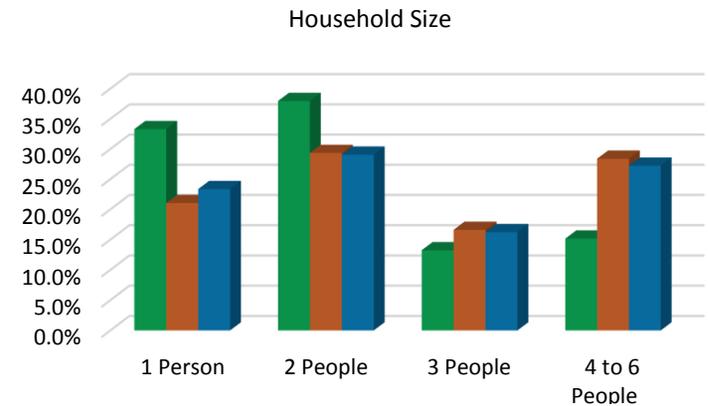
1/9/2017

	Newport Beach		Orange County CA		California	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	71,970	82.1%	1,385,932	44.0%	15,581,433	39.9%
Hispanic	6,506	7.4%	1,052,434	33.4%	14,656,997	37.6%
African American	543	0.6%	46,755	1.5%	2,262,143	5.8%
Asian	6,239	7.1%	569,780	18.1%	5,101,116	13.1%
<b>Ancestry</b>						
American Indian (ancestry)	156	0.2%	6,451	0.2%	168,299	0.4%
Hawaiian (ancestry)	104	0.1%	8,620	0.3%	135,983	0.3%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$81,261	---	\$34,968	---	\$30,304	---
<b>Average HH Income</b>	\$178,140	---	\$105,492	---	\$89,501	---
<b>Median HH Income</b>	\$116,068	---	\$78,658	---	\$63,826	---
Less than \$25K	4,492	11.2%	147,396	14.1%	2,545,901	19.3%
\$25K to \$34.9K	1,988	5.0%	75,006	7.2%	1,163,780	8.8%
\$35K to \$49.9K	2,744	6.9%	110,090	10.5%	1,586,419	12.0%
\$50K to \$74.9K	4,345	10.9%	167,001	16.0%	2,221,771	16.8%
\$75K to \$99.9K	3,883	9.7%	138,596	13.3%	1,647,262	12.5%
\$100K to \$149.9K	6,922	17.3%	190,046	18.2%	2,028,632	15.4%
\$150K to \$199.9K	5,785	14.5%	114,289	10.9%	1,081,173	8.2%
\$200K +	9,851	24.6%	102,488	9.8%	937,583	7.1%
<b>Education</b>						
Less than 9th Grade	526	0.8%	186,346	8.9%	2,638,223	10.3%
Some HS, No Diploma	1,024	1.6%	151,224	7.2%	2,174,259	8.5%
HS Grad (or Equivalent)	5,982	9.3%	371,880	17.7%	5,326,331	20.8%
Some College, No Degree	11,271	17.4%	443,250	21.1%	5,639,537	22.0%
Associate Degree	4,355	6.7%	163,754	7.8%	1,993,943	7.8%
Bachelor Degree	24,592	38.0%	507,604	24.2%	4,977,937	19.4%
Graduate Degree	9,935	15.4%	184,701	8.8%	1,934,085	7.5%



**Consumer Demographic Profile**  
 City of Newport Beach  
 Newport Beach / Orange County / California  
 1/9/2017

	Newport Beach		Orange County CA		California	
	#	%	#	%	#	%
<b>Family Structure</b>	22,383		754,646		9,152,551	
Single - Male	545	2.4%	33,941	4.5%	428,358	4.7%
Single - Female	1,316	5.9%	64,280	8.5%	865,545	9.5%
Single Parent - Male	486	2.2%	22,531	3.0%	358,053	3.9%
Single Parent - Female	1,333	6.0%	61,929	8.2%	944,268	10.3%
Married w/ Children	6,225	27.8%	264,370	35.0%	2,995,169	32.7%
Married w/o Children	12,478	55.7%	307,595	40.8%	3,561,158	38.9%
<b>Household Size</b>						
1 Person	13,320	33.3%	220,048	21.1%	3,086,940	23.4%
2 People	15,184	38.0%	306,640	29.3%	3,839,237	29.1%
3 People	5,298	13.2%	173,701	16.6%	2,147,030	16.2%
4 to 6 People	6,069	15.2%	296,629	28.4%	3,597,887	27.2%
7+ People	138	0.3%	47,894	4.6%	541,427	4.1%
<b>Home Ownership</b>	40,010		1,044,912		13,212,521	
Owners	21,923	54.8%	620,316	59.4%	7,401,005	56.0%
Renters	18,087	45.2%	424,596	40.6%	5,811,516	44.0%
<b>Components of Change</b>						
Births	995	1.1%	39,752	1.3%	500,909	1.3%
Deaths	923	1.1%	22,163	0.7%	264,225	0.7%
Migration	507	0.6%	6,563	0.2%	115,421	0.3%
<b>Employment (Pop 16+)</b>	73,499		2,506,777		30,803,159	
Armed Services	65	0.1%	2,103	0.1%	151,577	0.5%
Civilian	46,069	62.7%	1,663,376	66.4%	19,487,890	63.3%
Employed	44,279	60.2%	1,584,522	63.2%	18,246,513	59.2%
Unemployed	1,790	2.4%	78,854	3.1%	1,241,377	4.0%
Not in Labor Force	27,365	37.2%	841,298	33.6%	11,163,692	36.2%
<b>Employed Population</b>	44,279		1,584,522		18,246,513	
White Collar	39,048	88.2%	1,072,392	67.7%	11,486,998	63.0%
Blue Collar	5,230	11.8%	512,130	32.3%	6,759,515	37.0%



**For Market:**

**Market Definition:**

**Date Report Created:**

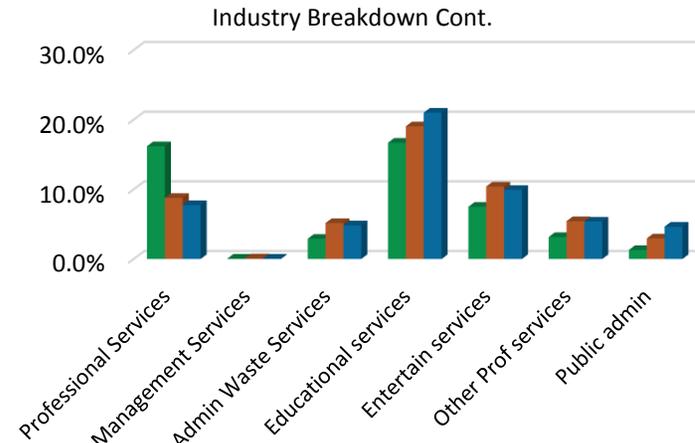
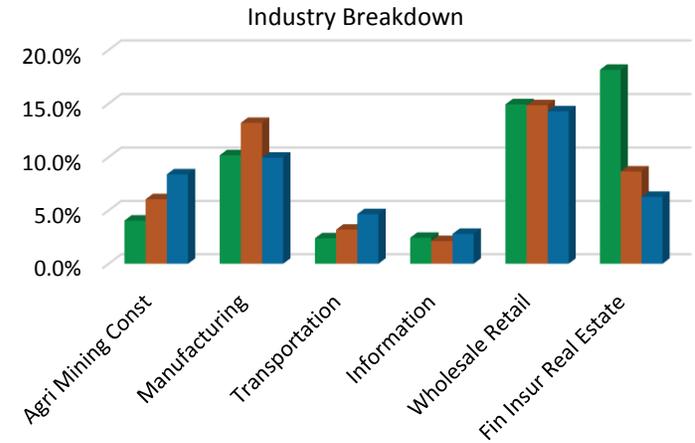
### Consumer Demographic Profile

City of Newport Beach

Newport Beach / Orange County / California

1/9/2017

	Newport Beach		Orange County CA		California	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	44,279		1,584,522		18,246,513	
White Collar	39,048	88.2%	1,072,392	67.7%	11,486,998	63.0%
Managerial executive	15,539	35.1%	285,021	18.0%	2,729,871	15.0%
Prof specialty	11,299	25.5%	348,890	22.0%	3,993,786	21.9%
Healthcare support	311	0.7%	24,908	1.6%	370,100	2.0%
Sales	8,233	18.6%	207,492	13.1%	2,018,976	11.1%
Office Admin	3,666	8.3%	206,081	13.0%	2,374,265	13.0%
Blue Collar	5,230	11.8%	512,130	32.3%	6,759,515	37.0%
Protective	215	0.5%	25,939	1.6%	395,454	2.2%
Food Prep Serving	1,239	2.8%	86,965	5.5%	1,004,835	5.5%
Bldg Maint/Cleaning	361	0.8%	68,530	4.3%	810,788	4.4%
Personal Care	987	2.2%	65,366	4.1%	834,626	4.6%
Farming/Fishing/Forestry	27	0.1%	4,838	0.3%	307,360	1.7%
Construction	957	2.2%	102,055	6.4%	1,384,854	7.6%
Production Transp	1,445	3.3%	158,437	10.0%	2,021,598	11.1%
<b>Employment By Industry</b>	44,279		1,584,522		18,246,513	
Agri Mining Const	1,795	4.1%	95,942	6.1%	1,530,178	8.4%
Manufacturing	4,505	10.2%	209,193	13.2%	1,816,193	10.0%
Transportation	1,060	2.4%	50,742	3.2%	849,108	4.7%
Information	1,081	2.4%	33,835	2.1%	511,989	2.8%
Wholesale Retail	6,612	14.9%	235,303	14.9%	2,605,274	14.3%
Fin Insur Real Estate	8,039	18.2%	137,140	8.7%	1,146,278	6.3%
Professional Services	7,173	16.2%	139,062	8.8%	1,414,956	7.8%
Management Services	27	0.1%	1,638	0.1%	11,440	0.1%
Admin Waste Services	1,289	2.9%	81,758	5.2%	881,910	4.8%
Educational services	7,398	16.7%	301,985	19.1%	3,836,284	21.0%
Entertain services	3,324	7.5%	164,919	10.4%	1,813,008	9.9%
Other Prof services	1,398	3.2%	86,239	5.4%	981,146	5.4%
Public admin	577	1.3%	46,766	3.0%	848,749	4.7%



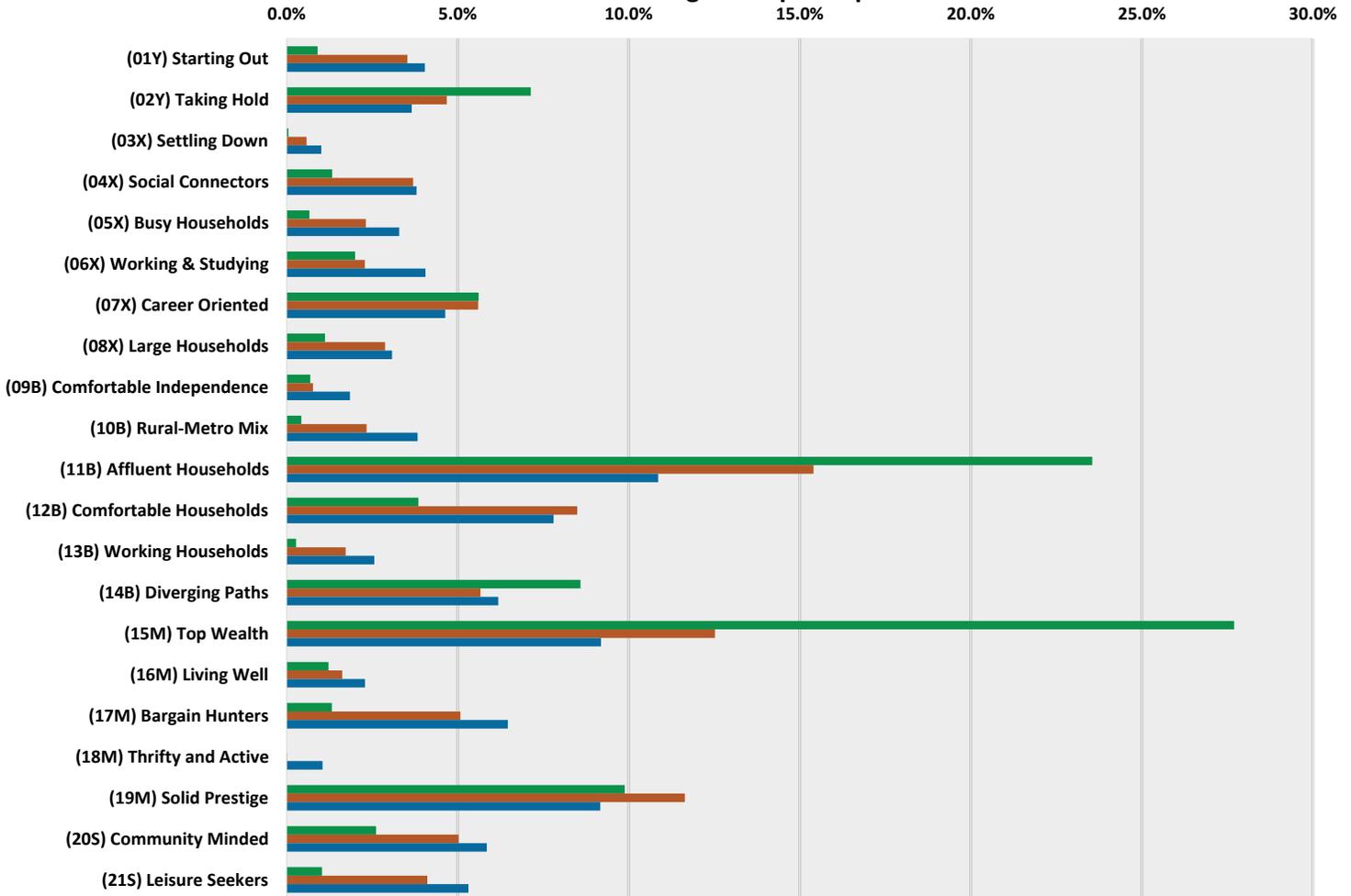
**Household Segmentation Profile**

**For Market:** City of Newport Beach

**Date:** 1/9/2017

	Trade Area 1: Newport Beach	Trade Area 2: Orange County	Trade Area 3: California
--	--------------------------------	--------------------------------	-----------------------------

**Household Lifestage Group Comparison**



	Trade Area 1: Newport Beach	Trade Area 2: Orange County	Trade Area 3: California
<b>Total Households</b>	<b>38,736</b> <b>100%</b>	<b>1,025,309</b> <b>100%</b>	<b>12,815,530</b> <b>100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	8,006	20.7%	64,464	6.3%	619,723	4.8%
2	01- Summit Estates	(11B) Affluent Households	5,947	15.4%	53,382	5.2%	506,677	4.0%
3	33- Urban Diversity	(14B) Diverging Paths	3,189	8.2%	46,504	4.5%	545,215	4.3%
4	03- Corporate Connected	(15M) Top Wealth	2,722	7.0%	63,916	6.2%	557,913	4.4%
5	24- Career Building	(02Y) Taking Hold	2,584	6.7%	36,208	3.5%	327,200	2.6%
6	04- Top Professionals	(11B) Affluent Households	2,096	5.4%	82,443	8.0%	652,677	5.1%
7	09- Busy Schedules	(19M) Solid Prestige	1,558	4.0%	49,664	4.8%	460,729	3.6%
8	05- Active & Involved	(19M) Solid Prestige	1,456	3.8%	26,762	2.6%	315,918	2.5%
9	26- Getting Established	(07X) Career Oriented	1,146	3.0%	25,212	2.5%	253,552	2.0%
10	07- Active Lifestyles	(11B) Affluent Households	1,080	2.8%	22,100	2.2%	232,640	1.8%

\* Rank is based on Trade Area 1 Cluster sizes.

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: City of Newport Beach

Date: 1/9/2017

		Newport Beach		Orange County		California	
<b>TOTAL HOUSEHOLDS</b>		<b>38,736</b>	<b>100%</b>	<b>1,025,309</b>	<b>100%</b>	<b>12,815,530</b>	<b>100%</b>
Lifestage Group	Cluster Name	Newport Beach		Orange County		California	
<b>(01Y) Starting Out</b>		<b>350</b>	<b>0.9%</b>	<b>36,207</b>	<b>3.5%</b>	<b>518,166</b>	<b>4.0%</b>
	<a href="#">39- Setting Goals</a>	13	0.0%	5,500	0.5%	99,904	0.8%
	<a href="#">45- Offices &amp; Entertainment</a>	144	0.4%	8,411	0.8%	85,238	0.7%
	<a href="#">57- Collegiate Crowd</a>	140	0.4%	14,291	1.4%	169,567	1.3%
	<a href="#">58- Outdoor Fervor</a>	0	0.0%	167	0.0%	32,638	0.3%
	<a href="#">67- First Steps</a>	53	0.1%	7,838	0.8%	130,819	1.0%
<b>(02Y) Taking Hold</b>		<b>2,765</b>	<b>7.1%</b>	<b>48,029</b>	<b>4.7%</b>	<b>468,619</b>	<b>3.7%</b>
	<a href="#">18- Climbing the Ladder</a>	39	0.1%	3,039	0.3%	32,031	0.2%
	<a href="#">21- Children First</a>	133	0.3%	6,571	0.6%	77,899	0.6%
	<a href="#">24- Career Building</a>	2,584	6.7%	36,208	3.5%	327,200	2.6%
	<a href="#">30- Out &amp; About</a>	9	0.0%	2,211	0.2%	31,489	0.2%
<b>(03X) Settling Down</b>		<b>21</b>	<b>0.1%</b>	<b>5,977</b>	<b>0.6%</b>	<b>129,923</b>	<b>1.0%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	19	0.0%	18,883	0.1%
	<a href="#">41- Rural Adventure</a>	0	0.0%	241	0.0%	19,875	0.2%
	<a href="#">46- Rural &amp; Active</a>	21	0.1%	5,717	0.6%	91,165	0.7%
<b>(04X) Social Connectors</b>		<b>515</b>	<b>1.3%</b>	<b>37,933</b>	<b>3.7%</b>	<b>486,678</b>	<b>3.8%</b>
	<a href="#">42- Creative Variety</a>	46	0.1%	6,419	0.6%	91,984	0.7%
	<a href="#">52- Stylish &amp; Striving</a>	226	0.6%	13,540	1.3%	161,928	1.3%
	<a href="#">59- Mobile Mixers</a>	243	0.6%	17,974	1.8%	232,766	1.8%
<b>(05X) Busy Households</b>		<b>258</b>	<b>0.7%</b>	<b>23,752</b>	<b>2.3%</b>	<b>421,955</b>	<b>3.3%</b>
	<a href="#">37- Firm Foundations</a>	35	0.1%	7,604	0.7%	139,875	1.1%
	<a href="#">62- Movies &amp; Sports</a>	223	0.6%	16,148	1.6%	282,080	2.2%
<b>(06X) Working &amp; Studying</b>		<b>775</b>	<b>2.0%</b>	<b>23,447</b>	<b>2.3%</b>	<b>520,036</b>	<b>4.1%</b>
	<a href="#">61- City Life</a>	718	1.9%	12,221	1.2%	320,746	2.5%
	<a href="#">69- Productive Havens</a>	24	0.1%	2,467	0.2%	57,289	0.4%
	<a href="#">70- Favorably Frugal</a>	33	0.1%	8,759	0.9%	142,001	1.1%
<b>(07X) Career Oriented</b>		<b>2,173</b>	<b>5.6%</b>	<b>57,437</b>	<b>5.6%</b>	<b>594,197</b>	<b>4.6%</b>
	<a href="#">06- Casual Comfort</a>	663	1.7%	21,090	2.1%	225,963	1.8%
	<a href="#">10- Careers &amp; Travel</a>	338	0.9%	7,932	0.8%	69,208	0.5%
	<a href="#">20- Carving Out Time</a>	27	0.1%	3,203	0.3%	45,474	0.4%
	<a href="#">26- Getting Established</a>	1,146	3.0%	25,212	2.5%	253,552	2.0%
<b>(08X) Large Households</b>		<b>435</b>	<b>1.1%</b>	<b>29,492</b>	<b>2.9%</b>	<b>394,934</b>	<b>3.1%</b>
	<a href="#">11- Schools &amp; Shopping</a>	198	0.5%	10,909	1.1%	104,404	0.8%
	<a href="#">12- On the Go</a>	139	0.4%	6,625	0.6%	68,168	0.5%
	<a href="#">19- Country Comfort</a>	1	0.0%	119	0.0%	69,943	0.5%
	<a href="#">27- Tenured Proprietors</a>	97	0.2%	11,839	1.2%	152,419	1.2%
<b>(09B) Comfortable Independence</b>		<b>268</b>	<b>0.7%</b>	<b>7,904</b>	<b>0.8%</b>	<b>236,958</b>	<b>1.8%</b>
	<a href="#">29- City Mixers</a>	204	0.5%	1,086	0.1%	135,166	1.1%
	<a href="#">35- Working &amp; Active</a>	32	0.1%	3,362	0.3%	46,643	0.4%
	<a href="#">56- Metro Active</a>	32	0.1%	3,456	0.3%	55,149	0.4%
<b>(10B) Rural-Metro Mix</b>		<b>166</b>	<b>0.4%</b>	<b>23,957</b>	<b>2.3%</b>	<b>490,424</b>	<b>3.8%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	58	0.0%	49,780	0.4%
	<a href="#">53- Metro Strivers</a>	166	0.4%	23,712	2.3%	379,782	3.0%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	187	0.0%	60,862	0.5%

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	Newport Beach		Orange County		California	
<b>(11B) Affluent Households</b>		<b>9,123</b>	<b>23.6%</b>	<b>157,925</b>	<b>15.4%</b>	<b>1,391,994</b>	<b>10.9%</b>
	<a href="#">01- Summit Estates</a>	5,947	15.4%	53,382	5.2%	506,677	4.0%
	<a href="#">04- Top Professionals</a>	2,096	5.4%	82,443	8.0%	652,677	5.1%
	<a href="#">07- Active Lifestyles</a>	1,080	2.8%	22,100	2.2%	232,640	1.8%
<b>(12B) Comfortable Households</b>		<b>1,492</b>	<b>3.9%</b>	<b>87,083</b>	<b>8.5%</b>	<b>1,000,184</b>	<b>7.8%</b>
	<a href="#">13- Work &amp; Play</a>	943	2.4%	44,036	4.3%	492,252	3.8%
	<a href="#">17- Firmly Established</a>	549	1.4%	43,047	4.2%	507,932	4.0%
<b>(13B) Working Households</b>		<b>107</b>	<b>0.3%</b>	<b>17,704</b>	<b>1.7%</b>	<b>328,494</b>	<b>2.6%</b>
	<a href="#">38- Occupational Mix</a>	107	0.3%	17,664	1.7%	291,220	2.3%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	40	0.0%	37,274	0.3%
<b>(14B) Diverging Paths</b>		<b>3,328</b>	<b>8.6%</b>	<b>58,101</b>	<b>5.7%</b>	<b>792,735</b>	<b>6.2%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	67	0.0%	26,531	0.2%
	<a href="#">22- Comfortable Cornerstones</a>	28	0.1%	3,179	0.3%	56,773	0.4%
	<a href="#">31- Mid-Americana</a>	33	0.1%	4,939	0.5%	71,694	0.6%
	<a href="#">32- Metro Mix</a>	78	0.2%	3,412	0.3%	92,522	0.7%
	<a href="#">33- Urban Diversity</a>	3,189	8.2%	46,504	4.5%	545,215	4.3%
<b>(15M) Top Wealth</b>		<b>10,728</b>	<b>27.7%</b>	<b>128,380</b>	<b>12.5%</b>	<b>1,177,636</b>	<b>9.2%</b>
	<a href="#">02- Established Elite</a>	8,006	20.7%	64,464	6.3%	619,723	4.8%
	<a href="#">03- Corporate Connected</a>	2,722	7.0%	63,916	6.2%	557,913	4.4%
<b>(16M) Living Well</b>		<b>474</b>	<b>1.2%</b>	<b>16,640</b>	<b>1.6%</b>	<b>293,324</b>	<b>2.3%</b>
	<a href="#">14- Career Centered</a>	432	1.1%	12,628	1.2%	166,888	1.3%
	<a href="#">15- Country Ways</a>	0	0.0%	84	0.0%	43,697	0.3%
	<a href="#">23- Good Neighbors</a>	42	0.1%	3,928	0.4%	82,739	0.6%
<b>(17M) Bargain Hunters</b>		<b>513</b>	<b>1.3%</b>	<b>52,108</b>	<b>5.1%</b>	<b>828,569</b>	<b>6.5%</b>
	<a href="#">43- Work &amp; Causes</a>	55	0.1%	6,492	0.6%	92,622	0.7%
	<a href="#">44- Open Houses</a>	55	0.1%	6,937	0.7%	102,578	0.8%
	<a href="#">55- Community Life</a>	25	0.1%	7,021	0.7%	128,862	1.0%
	<a href="#">63- Staying Home</a>	360	0.9%	28,225	2.8%	434,843	3.4%
	<a href="#">68- Staying Healthy</a>	19	0.0%	3,433	0.3%	69,664	0.5%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>136</b>	<b>0.0%</b>	<b>134,753</b>	<b>1.1%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	45	0.0%	26,438	0.2%
	<a href="#">50- Rural Community</a>	0	0.0%	59	0.0%	79,259	0.6%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	32	0.0%	29,056	0.2%
<b>(19M) Solid Prestige</b>		<b>3,830</b>	<b>9.9%</b>	<b>119,377</b>	<b>11.6%</b>	<b>1,174,925</b>	<b>9.2%</b>
	<a href="#">05- Active &amp; Involved</a>	1,456	3.8%	26,762	2.6%	315,918	2.5%
	<a href="#">08- Solid Surroundings</a>	816	2.1%	42,951	4.2%	398,278	3.1%
	<a href="#">09- Busy Schedules</a>	1,558	4.0%	49,664	4.8%	460,729	3.6%
<b>(20S) Community Minded</b>		<b>1,012</b>	<b>2.6%</b>	<b>51,540</b>	<b>5.0%</b>	<b>749,774</b>	<b>5.9%</b>
	<a href="#">25- Clubs &amp; Causes</a>	156	0.4%	7,922	0.8%	142,972	1.1%
	<a href="#">28- Community Pillars</a>	336	0.9%	11,383	1.1%	157,953	1.2%
	<a href="#">36- Persistent &amp; Productive</a>	520	1.3%	32,235	3.1%	448,849	3.5%
<b>(21S) Leisure Seekers</b>		<b>401</b>	<b>1.0%</b>	<b>42,180</b>	<b>4.1%</b>	<b>681,252</b>	<b>5.3%</b>
	<a href="#">49- Home &amp; Garden</a>	67	0.2%	9,119	0.9%	132,553	1.0%
	<a href="#">51- Role Models</a>	43	0.1%	6,468	0.6%	101,961	0.8%
	<a href="#">64- Practical &amp; Careful</a>	141	0.4%	5,822	0.6%	126,246	1.0%
	<a href="#">65- Hobbies &amp; Shopping</a>	64	0.2%	8,847	0.9%	151,039	1.2%
	<a href="#">66- Helping Hands</a>	87	0.2%	11,924	1.2%	169,453	1.3%

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



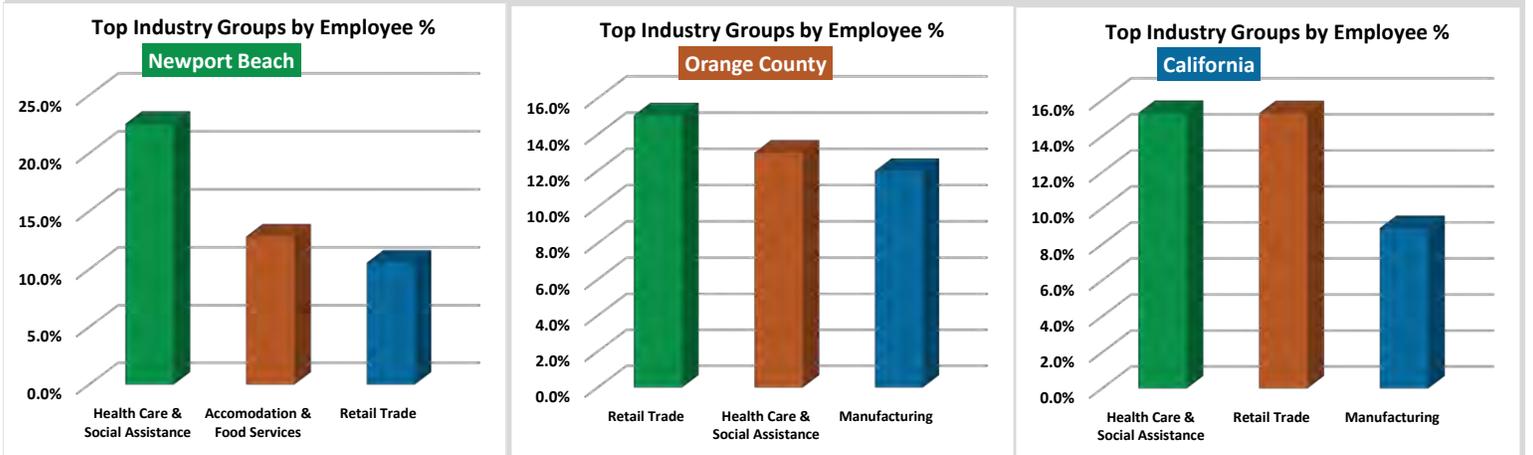
**Employment Profile**

For Market: City of Newport Beach  
Market Definition: Newport Beach / Orange County / California  
Date Report Created: 1/9/2017

	Newport Beach	Orange County	California
Daytime Population	108,118	3,978,886	44,514,939
Student Population	14,544	1,025,787	11,592,158
Median Employee Salary	43,654	42,531	44,383
Average Employee Salary	54,811	52,447	53,463

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,297	2.2%	59,592	3.2%	578,930	3.1%
15,000 to 30,000 CrYr	11,333	19.5%	324,495	17.5%	3,097,613	16.8%
30,000 to 45,000 CrYr	18,371	31.6%	640,707	34.5%	5,874,980	31.8%
45,000 to 60,000 CrYr	9,756	16.8%	306,079	16.5%	3,340,405	18.1%
60,000 to 75,000 CrYr	4,540	7.8%	155,898	8.4%	1,725,934	9.4%
75,000 to 90,000 CrYr	3,539	6.1%	120,047	6.5%	1,341,046	7.3%
90,000 to 100,000 CrYr	1,577	2.7%	51,363	2.8%	543,736	2.9%
Over 100,000 CrYr	7,730	13.3%	197,715	10.7%	1,948,702	10.6%

**Industry Groups**



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>4,745</b>	<b>100%</b>	<b>58,142</b>	<b>100%</b>	<b>104,095</b>	<b>100%</b>	<b>1,855,896</b>	<b>100%</b>	<b>982,195</b>	<b>100%</b>	<b>18,451,346</b>	<b>100%</b>
Accommodation & Food Services	263	5.5%	7,450	12.8%	5,375	5.2%	112,174	6.0%	57,586	5.9%	1,236,609	6.7%
Administration & Support Services	147	3.1%	2,956	5.1%	4,224	4.1%	126,118	6.8%	35,367	3.6%	912,946	4.9%
Agriculture, Forestry, Fishing, Hunting	17	0.4%	81	0.1%	260	0.2%	2,371	0.1%	6,023	0.6%	81,651	0.4%
Arts, Entertainment, & Recreation	129	2.7%	2,122	3.6%	2,313	2.2%	66,827	3.6%	22,321	2.3%	546,058	3.0%
Construction	192	4.0%	2,539	4.4%	6,519	6.3%	114,515	6.2%	56,341	5.7%	928,815	5.0%
Educational Services	105	2.2%	1,844	3.2%	2,490	2.4%	102,647	5.5%	26,596	2.7%	1,212,296	6.6%
Finance & Insurance	426	9.0%	4,601	7.9%	7,315	7.0%	101,289	5.5%	55,839	5.7%	701,351	3.8%
Health Care & Social Assistance	1,047	22.1%	13,103	22.5%	15,673	15.1%	241,214	13.0%	155,187	15.8%	2,821,584	15.3%
Information	94	2.0%	1,083	1.9%	2,163	2.1%	48,778	2.6%	20,292	2.1%	526,059	2.9%
Management of Companies & Enterprises	4	0.1%	116	0.2%	89	0.1%	6,111	0.3%	649	0.1%	39,861	0.2%
Manufacturing	111	2.3%	2,179	3.7%	6,316	6.1%	222,493	12.0%	46,448	4.7%	1,641,506	8.9%
Mining	2	0.0%	14	0.0%	59	0.1%	692	0.0%	624	0.1%	18,989	0.1%
Professional, Scientific, & Technical Services	762	16.1%	5,446	9.4%	14,458	13.9%	154,712	8.3%	122,104	12.4%	1,527,994	8.3%
Real Estate, Rental, Leasing	277	5.8%	2,309	4.0%	4,687	4.5%	51,940	2.8%	44,663	4.5%	429,568	2.3%
Retail Trade	623	13.1%	6,142	10.6%	16,014	15.4%	279,366	15.1%	150,542	15.3%	2,817,869	15.3%
Transportation & Storage	37	0.8%	477	0.8%	1,189	1.1%	34,789	1.9%	14,316	1.5%	473,437	2.6%
Utilities	10	0.2%	669	1.2%	122	0.1%	9,247	0.5%	1,379	0.1%	56,172	0.3%
Wholesale Trade	65	1.4%	417	0.7%	3,884	3.7%	36,236	2.0%	32,892	3.3%	357,700	1.9%
Other Services	433	9.1%	4,593	7.9%	10,945	10.5%	144,377	7.8%	133,026	13.5%	2,120,881	11.5%



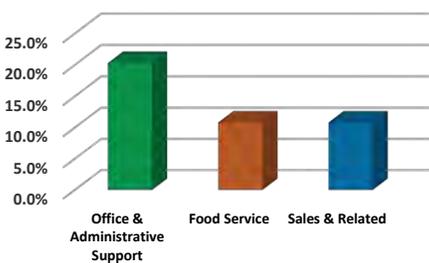
**Employment Profile**

**For Market:** City of Newport Beach  
**Market Definition:** Newport Beach / Orange County / California  
**Date Report Created:** 1/9/2017

Occupations	Newport Beach		Orange County		California	
	# of Employee's		# of Employee's		# of Employee's	
<b>White Collar</b>	32,722	56.3%	935,546	50.4%	9,511,277	51.5%
Architecture & Engineering	1,095	1.9%	45,081	2.4%	339,879	1.8%
Community & Social Science	1,872	3.2%	33,283	1.8%	481,201	2.6%
Computer/Mathematical Science	1,024	1.8%	39,828	2.1%	356,756	1.9%
Education, Training, & Library	1,590	2.7%	74,846	4.0%	982,156	5.3%
Entertainment & Media	920	1.6%	40,263	2.2%	348,460	1.9%
Healthcare Practitioners	5,037	8.7%	100,521	5.4%	1,082,364	5.9%
Healthcare Support	1,974	3.4%	42,622	2.3%	473,787	2.6%
Legal	813	1.4%	15,346	0.8%	215,885	1.2%
Life, Physical, & Social Science	483	0.8%	14,841	0.8%	156,111	0.8%
Management	3,721	6.4%	111,677	6.0%	1,055,006	5.7%
Office & Administrative Support	11,806	20.3%	345,343	18.6%	3,362,479	18.2%
<b>Blue Collar</b>	25,268	43.5%	915,563	49.3%	8,685,483	47.1%
Building & Grounds Cleaning & Maintenance	2,019	3.5%	78,546	4.2%	661,329	3.6%
Construction	1,774	3.1%	91,231	4.9%	749,536	4.1%
Farming, Fishing, & Forestry	54	0.1%	2,089	0.1%	33,340	0.2%
Food Service	6,294	10.8%	108,211	5.8%	1,167,214	6.3%
Installation & Maintenance	1,949	3.4%	76,704	4.1%	724,344	3.9%
Personal Care & Service	1,669	2.9%	42,677	2.3%	487,728	2.6%
Production	2,297	4.0%	148,346	8.0%	1,167,215	6.3%
Protective Service	627	1.1%	22,587	1.2%	277,055	1.5%
Sales & Related	6,293	10.8%	240,329	12.9%	2,327,827	12.6%
Transportation & Material Moving	2,291	3.9%	104,843	5.6%	1,089,895	5.9%
<b>Military Services</b>	153	0.3%	4,787	0.3%	254,586	1.4%

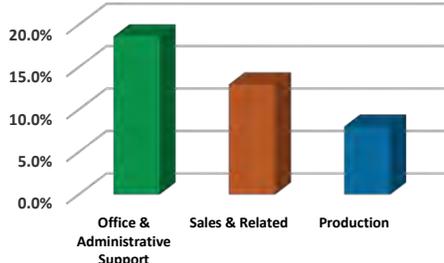
**Top Occupations by Employee %**

**Newport Beach**



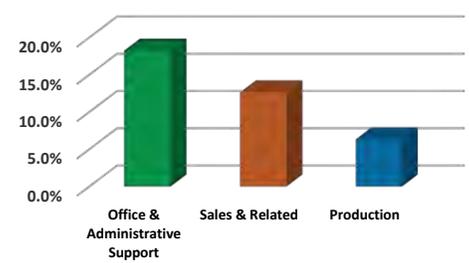
**Top Occupations by Employee %**

**Orange County**



**Top Occupations by Employee %**

**California**



**Employee Totals and History**

	#	#	#
Current	58,142	1,855,896	18,451,346
1st Quarter 2016	58,618	1,869,155	18,342,135
4th Quarter 2015	56,394	1,797,219	17,624,754
3rd Quarter 2015	56,008	1,726,900	16,860,009
2nd Quarter 2015	56,727	1,753,301	17,365,461
1st Quarter 2015	56,738	1,755,650	17,245,285
4th Quarter 2014	56,702	1,760,019	17,357,327
3rd Quarter 2014	55,841	1,696,623	16,740,104
2nd Quarter 2014	56,773	1,748,221	17,440,173



**Consumer Demand & Market Supply Assessment**

**For Market:** City of Newport Beach  
**Market Definition:** Newport Beach / Orange County / California  
**Date Report Created:** 1/9/2017

	Newport Beach			Orange County CA			California		
<b>Demographics</b>									
Population	87,709			3,152,294			39,021,925		
5-Year Population estimate	86,658			3,167,421			40,029,891		
Population Households	87,321			3,114,244			38,219,856		
Group Quarters Population	388			38,050			802,069		
Households	40,010			1,044,912			13,212,521		
5-Year Households estimate	39,733			1,066,458			13,839,659		
Workplace Establishments	4,917			107,144			1,005,994		
Workplace Employees	58,142			1,855,896			18,451,346		
Median Household Income	\$116,068			\$78,658			\$63,826		
<b>By Establishments</b>	<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>	<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>	<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>
Electronic Shopping/Mail Order Houses	\$185,287,033	\$15,218,966	(\$170,068,067)	\$6,191,700,432	\$7,378,210,762	\$1,186,510,330	\$72,267,388,803	\$70,114,867,438	(\$2,152,521,365)
Grocery Stores	\$159,226,676	\$103,159,300	(\$56,067,376)	\$5,450,479,832	\$4,377,896,101	(\$1,072,583,731)	\$67,068,981,538	\$66,537,798,022	(\$531,183,516)
Other General Merchandise Stores	\$166,873,548	\$115,916,076	(\$50,957,473)	\$5,709,293,530	\$8,835,217,708	\$3,125,924,178	\$69,608,497,272	\$77,217,842,672	\$7,609,345,400
Building Material/Supplies Dealers	\$79,891,769	\$42,821,018	(\$37,070,752)	\$2,758,220,364	\$3,806,821,634	\$1,048,601,270	\$33,324,316,303	\$37,235,268,151	\$3,910,951,848
Department Stores	\$46,473,245	\$22,368,241	(\$24,105,004)	\$1,576,190,015	\$2,164,279,793	\$588,089,778	\$18,902,394,760	\$24,354,033,569	\$5,451,638,809
Automotive Parts/Accessories/Tire	\$24,507,597	\$9,111,303	(\$15,396,294)	\$853,893,173	\$1,051,236,396	\$197,343,223	\$10,377,962,305	\$11,470,207,226	\$1,092,244,921
Health/Personal Care Stores	\$84,166,798	\$74,878,916	(\$9,287,882)	\$2,921,895,163	\$3,272,947,541	\$351,052,378	\$35,736,306,683	\$39,909,628,045	\$4,173,321,362
Other Misc. Store Retailers	\$21,556,279	\$12,454,436	(\$9,101,843)	\$723,316,003	\$727,838,701	\$4,522,698	\$8,624,254,201	\$9,396,158,118	\$771,903,917
Vending Machine Operators (Non-Store)	\$9,578,974	\$3,083,518	(\$6,495,456)	\$324,096,115	\$442,484,899	\$118,388,784	\$3,945,649,032	\$4,533,924,205	\$588,275,173
Home Furnishing Stores	\$13,919,509	\$8,844,820	(\$5,074,690)	\$469,842,561	\$707,938,437	\$238,095,876	\$5,631,353,193	\$6,275,952,345	\$644,599,152
Beer/Wine/Liquor Stores	\$12,343,202	\$8,843,352	(\$3,499,850)	\$423,187,679	\$365,547,364	(\$57,640,315)	\$5,151,852,508	\$5,675,521,570	\$523,669,062
Furniture Stores	\$16,690,157	\$13,741,375	(\$2,948,782)	\$547,338,319	\$595,100,671	\$47,762,352	\$6,471,950,466	\$7,381,923,348	\$909,972,882
Direct Selling Establishments	\$12,736,857	\$10,045,212	(\$2,691,645)	\$436,417,867	\$409,755,326	(\$26,662,541)	\$5,325,145,992	\$5,126,844,658	(\$198,301,334)
Lawn/Garden Equipment/Supplies Stores	\$9,619,280	\$7,376,064	(\$2,243,215)	\$323,277,574	\$337,495,913	\$14,218,339	\$3,868,053,650	\$4,579,432,653	\$711,379,003
Office Supplies/Stationary/Gift	\$10,842,310	\$8,664,600	(\$2,177,710)	\$354,998,551	\$394,969,837	\$39,971,286	\$4,088,665,757	\$4,380,088,712	\$291,422,955
Bar/Drinking Places (Alcoholic Beverages)	\$5,991,396	\$3,941,097	(\$2,050,299)	\$186,858,975	\$158,741,433	(\$28,117,542)	\$1,957,742,959	\$2,157,883,762	\$200,140,803
Used Merchandise Stores	\$5,173,818	\$3,465,189	(\$1,708,629)	\$172,628,281	\$127,087,547	(\$45,540,734)	\$2,047,657,561	\$2,150,603,395	\$102,945,834
Sporting Goods/Hobby/Musical Instrument	\$19,360,688	\$18,860,533	(\$500,154)	\$654,442,987	\$892,198,254	\$237,755,267	\$7,808,798,004	\$8,522,919,906	\$714,121,902
Florists/Misc. Store Retailers	\$1,920,666	\$2,549,396	\$628,730	\$64,532,084	\$62,664,080	(\$1,868,004)	\$772,561,151	\$845,742,743	\$73,181,592
Electronics/Appliance	\$41,018,936	\$42,064,271	\$1,045,335	\$1,307,037,382	\$2,056,054,010	\$749,016,628	\$14,299,481,019	\$14,596,330,739	\$296,849,720
Book/Periodical/Music Stores	\$6,080,109	\$7,321,954	\$1,241,846	\$203,481,222	\$268,737,968	\$65,256,746	\$2,407,042,153	\$2,614,821,020	\$207,778,867
Shoe Stores	\$10,337,677	\$12,929,251	\$2,591,574	\$352,082,334	\$288,753,246	(\$63,329,088)	\$4,193,645,010	\$4,636,432,888	\$442,787,878
Specialty Food Stores	\$9,581,928	\$12,771,005	\$3,189,077	\$327,042,924	\$407,637,017	\$80,594,093	\$4,038,924,548	\$4,298,881,353	\$259,956,805
Jewelry/Luggage/Leather Goods	\$9,994,197	\$20,513,861	\$10,519,664	\$333,329,902	\$490,834,096	\$157,504,194	\$3,965,000,311	\$4,210,708,561	\$245,708,250
Other Motor Vehicle Dealers	\$15,429,424	\$46,818,686	\$31,389,261	\$521,812,242	\$520,168,187	(\$1,644,055)	\$6,232,245,928	\$7,071,589,386	\$839,343,458
Full-Service Restaurants	\$97,473,750	\$135,760,897	\$38,287,147	\$3,072,809,392	\$3,502,640,706	\$429,831,314	\$32,896,841,921	\$34,247,693,413	\$1,350,851,492
Special Food Services	\$20,808,606	\$74,451,045	\$53,642,438	\$658,569,317	\$637,552,478	(\$21,016,839)	\$7,108,746,766	\$7,463,361,767	\$354,615,001
Gasoline Stations	\$155,025,348	\$218,128,552	\$63,103,204	\$5,363,081,809	\$6,088,087,266	\$725,005,457	\$64,833,033,387	\$78,539,535,911	\$13,706,502,524
Limited-Service Eating Places	\$89,123,620	\$155,968,652	\$66,845,032	\$2,825,656,972	\$2,556,025,954	(\$269,631,018)	\$30,598,216,078	\$32,069,158,601	\$1,470,942,523
Clothing Stores	\$75,233,270	\$165,595,571	\$90,362,301	\$2,538,320,665	\$2,817,916,578	\$279,595,913	\$30,267,444,146	\$32,877,180,566	\$2,609,736,420
Automotive Dealers	\$277,034,100	\$400,407,788	\$123,373,689	\$9,501,098,906	\$12,565,462,966	\$3,064,364,060	\$113,989,476,439	\$121,248,192,809	\$7,258,716,370



**Consumer Demand & Market Supply Assessment**

For Market:

City of Newport Beach

Market Definition:

Newport Beach / Orange County / California

Date Report Created:

1/9/2017

By Major Product Lines	Newport Beach			Orange County CA			California		
	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)	\$248,605,352	\$168,432,252	(\$80,173,100)	\$8,501,875,744	\$9,104,183,566	\$602,307,822	\$105,378,825,575	\$104,427,652,545	(\$951,173,030)
Drugs/Health Aids/Beauty Aids/Cosmetics	\$176,993,025	\$99,862,913	(\$77,130,112)	\$6,169,526,017	\$6,950,657,577	\$781,131,560	\$75,426,317,979	\$74,962,320,398	(\$463,997,581)
Computer Hardware/Software/Supplies	\$58,379,940	\$17,556,413	(\$40,823,526)	\$1,774,825,016	\$1,876,653,127	\$101,828,111	\$17,334,136,692	\$14,894,187,050	(\$2,439,949,642)
Furniture/Sleep/Outdoor/Patio Furniture	\$41,720,817	\$22,140,269	(\$19,580,548)	\$1,366,705,789	\$1,498,041,653	\$131,335,864	\$16,155,511,977	\$16,053,865,034	(\$101,646,943)
All Other Merchandise	\$60,157,863	\$42,310,681	(\$17,847,182)	\$2,002,860,816	\$2,515,029,443	\$512,168,627	\$23,827,568,334	\$27,337,463,840	\$3,509,895,506
Dimensional Lumber/Other Building Materials	\$32,834,674	\$18,588,734	(\$14,245,940)	\$1,154,304,010	\$1,650,479,824	\$496,175,814	\$14,047,830,543	\$16,150,819,541	\$2,102,988,998
Automotive Tires/Tubes/Batteries/Parts	\$44,484,829	\$30,683,847	(\$13,800,983)	\$1,560,447,872	\$1,912,080,798	\$351,632,926	\$19,001,979,162	\$19,020,899,554	\$18,920,392
Hardware/Tools/Plumbing/Electrical Supplies	\$22,364,815	\$12,505,562	(\$9,859,253)	\$768,832,197	\$1,126,660,000	\$357,827,803	\$9,258,857,508	\$10,916,178,462	\$1,657,320,954
Packaged Liquor/Wine/Beer	\$29,696,876	\$21,764,066	(\$7,932,810)	\$1,016,361,559	\$1,138,317,995	\$121,956,436	\$12,375,851,112	\$13,544,015,944	\$1,168,164,832
Pets/Pet Foods/Pet Supplies	\$12,562,838	\$5,022,978	(\$7,539,860)	\$409,738,141	\$336,236,861	(\$73,501,280)	\$4,809,599,249	\$4,392,052,044	(\$417,547,205)
Kitchenware/Home Furnishings	\$18,404,196	\$11,542,281	(\$6,861,915)	\$626,709,502	\$895,609,000	\$268,899,498	\$7,499,449,800	\$8,684,480,858	\$1,185,031,058
Lawn/Garden/Farm Equipment/Supplies	\$20,600,591	\$14,912,936	(\$5,687,656)	\$694,095,716	\$913,013,090	\$218,917,374	\$8,313,942,124	\$9,700,598,552	\$1,386,656,428
Floor/Floor Coverings	\$11,302,654	\$6,551,456	(\$4,751,198)	\$393,576,417	\$552,075,635	\$158,499,218	\$4,783,267,503	\$5,347,594,385	\$564,326,882
Books/Periodicals	\$10,938,857	\$6,802,194	(\$4,136,663)	\$368,042,102	\$481,268,384	\$113,226,282	\$4,370,844,666	\$4,407,899,519	\$37,054,853
Paints/Sundries/Wallpaper/Wall Coverings	\$6,003,182	\$3,419,352	(\$2,583,830)	\$208,561,758	\$302,324,132	\$93,762,374	\$2,529,417,000	\$2,938,282,473	\$408,865,473
Audio Equipment/Musical Instruments	\$9,231,485	\$7,538,555	(\$1,692,930)	\$300,598,549	\$513,501,810	\$212,903,261	\$3,552,053,706	\$4,430,210,231	\$878,156,525
Soaps/Detergents/Household Cleaners	\$8,229,590	\$6,557,376	(\$1,672,214)	\$287,412,953	\$432,910,612	\$145,497,659	\$3,478,174,714	\$4,315,199,736	\$837,025,022
Paper/Related Products	\$7,370,978	\$6,199,484	(\$1,171,494)	\$256,057,695	\$404,303,511	\$148,245,816	\$3,110,111,566	\$4,049,018,797	\$938,907,231
Toys/Hobby Goods/Games	\$7,956,640	\$7,121,987	(\$834,653)	\$278,313,831	\$527,372,371	\$249,058,540	\$3,367,176,754	\$4,924,505,505	\$1,557,328,751
Small Electric Appliances	\$2,707,310	\$1,874,568	(\$832,742)	\$91,250,975	\$164,036,756	\$72,785,781	\$1,088,026,790	\$1,509,821,984	\$421,795,194
Cigars/Cigarettes/Tobacco/Accessories	\$19,769,395	\$19,061,121	(\$708,274)	\$730,113,358	\$854,992,132	\$124,878,774	\$9,052,484,966	\$9,864,259,322	\$811,774,356
Curtains/Draperies/Slipcovers/Bed/Coverings	\$7,747,040	\$7,442,741	(\$304,299)	\$247,074,631	\$393,485,360	\$146,410,729	\$2,888,017,052	\$3,940,625,755	\$1,052,608,703
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,155,695	\$3,897,270	(\$258,425)	\$134,578,510	\$177,955,308	\$43,376,798	\$1,691,709,573	\$2,176,300,004	\$484,590,431
Sewing/Knitting Materials/Supplies	\$788,887	\$858,675	\$69,788	\$27,876,387	\$51,273,977	\$23,397,590	\$340,468,894	\$513,278,029	\$172,809,135
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$5,596,823	\$5,672,474	\$75,651	\$194,785,257	\$219,623,026	\$24,837,769	\$2,404,328,302	\$3,246,957,537	\$842,629,235
Major Household Appliances	\$6,496,492	\$6,877,397	\$380,905	\$202,657,131	\$428,476,579	\$225,819,448	\$2,309,085,113	\$3,580,350,507	\$1,271,265,394
Automotive Lubricants (incl Oil, Greases)	\$6,496,492	\$6,877,397	\$380,905	\$202,657,131	\$428,476,579	\$225,819,448	\$2,309,085,113	\$3,580,350,507	\$1,271,265,394
Photographic Equipment/Supplies	\$2,036,080	\$2,551,470	\$515,390	\$67,429,255	\$147,074,490	\$79,645,235	\$793,073,401	\$1,177,684,329	\$384,610,928
Televisions/VCR/Video Cameras/DVD etc	\$11,657,577	\$12,931,145	\$1,273,568	\$404,534,415	\$881,477,963	\$476,943,548	\$4,853,869,949	\$7,243,536,202	\$2,389,666,253
Footwear, including Accessories	\$22,327,664	\$25,905,592	\$3,577,928	\$761,377,942	\$730,251,581	(\$31,126,361)	\$9,072,228,651	\$9,475,922,480	\$403,693,829
Jewelry (including Watches)	\$16,446,097	\$22,183,299	\$5,737,202	\$549,045,893	\$694,293,198	\$145,247,305	\$6,530,203,300	\$7,400,178,884	\$869,975,584
Childrens Wear/Infants/Toddlers Clothing	\$9,047,834	\$15,755,519	\$6,707,684	\$315,526,981	\$524,223,064	\$208,696,083	\$3,762,389,720	\$5,503,103,043	\$1,740,713,323
Alcoholic Drinks Served at the Establishment	\$38,384,107	\$45,711,426	\$7,327,318	\$1,194,020,102	\$1,113,412,105	(\$80,607,997)	\$12,434,696,997	\$11,313,477,083	(\$1,121,219,914)
Sporting Goods (incl Bicycles/Sports Vehicles)	\$18,055,094	\$27,181,586	\$9,126,492	\$611,934,533	\$809,668,123	\$197,733,590	\$7,287,676,895	\$8,828,842,879	\$1,541,165,984
Retailer Services	\$52,724,998	\$65,954,537	\$13,229,539	\$1,699,483,595	\$2,188,604,147	\$489,120,552	\$20,202,293,796	\$22,168,396,280	\$1,966,102,484
Mens Wear	\$23,814,775	\$37,808,214	\$13,993,438	\$707,555,417	\$994,488,971	\$196,933,554	\$9,398,565,090	\$11,457,807,057	\$2,059,241,967
Womens/Juniors/Misses Wear	\$59,454,163	\$92,671,344	\$33,217,181	\$2,005,560,137	\$2,193,111,319	\$187,551,182	\$23,972,763,304	\$26,219,012,694	\$2,246,249,390
Automotive Fuels	\$140,433,656	\$192,982,701	\$52,549,045	\$4,859,726,663	\$5,746,734,177	\$887,007,514	\$58,656,676,567	\$71,265,638,969	\$12,608,962,402
Autos/Cars/Vans/Trucks/Motorcycles	\$236,143,413	\$351,269,906	\$115,126,493	\$8,156,788,257	\$10,724,924,286	\$2,568,136,029	\$97,888,760,112	\$104,696,501,504	\$6,807,741,392
Meats/Nonalcoholic Beverages	\$185,629,915	\$327,736,462	\$142,106,547	\$5,883,642,317	\$6,025,409,817	\$141,767,500	\$63,665,851,363	\$68,499,760,059	\$4,833,908,696



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.