



CITY OF PACIFIC GROVE, CA

INSIGHT

MARKET ANALYTICS

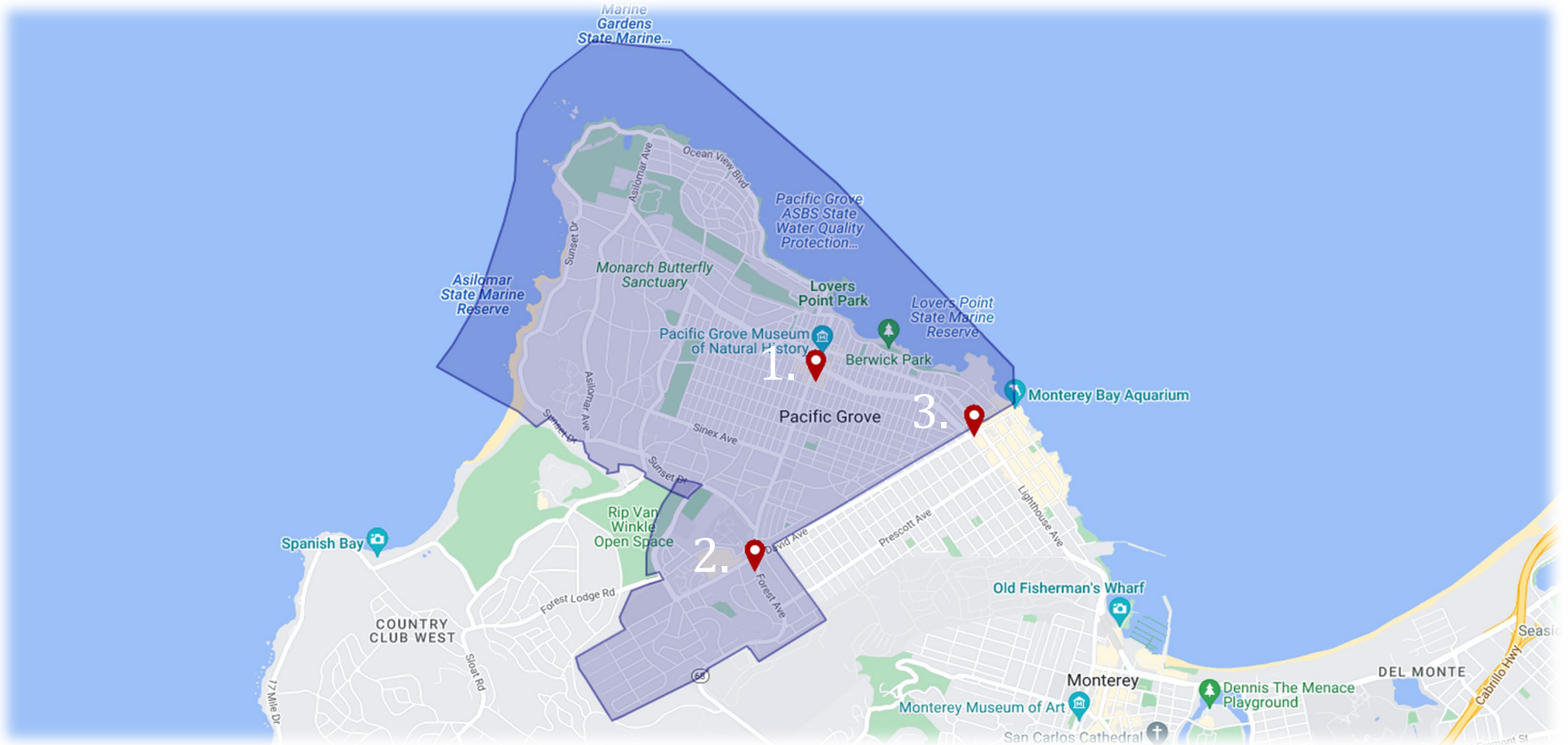
HdL  ECON Solutions

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

Pacific Grove

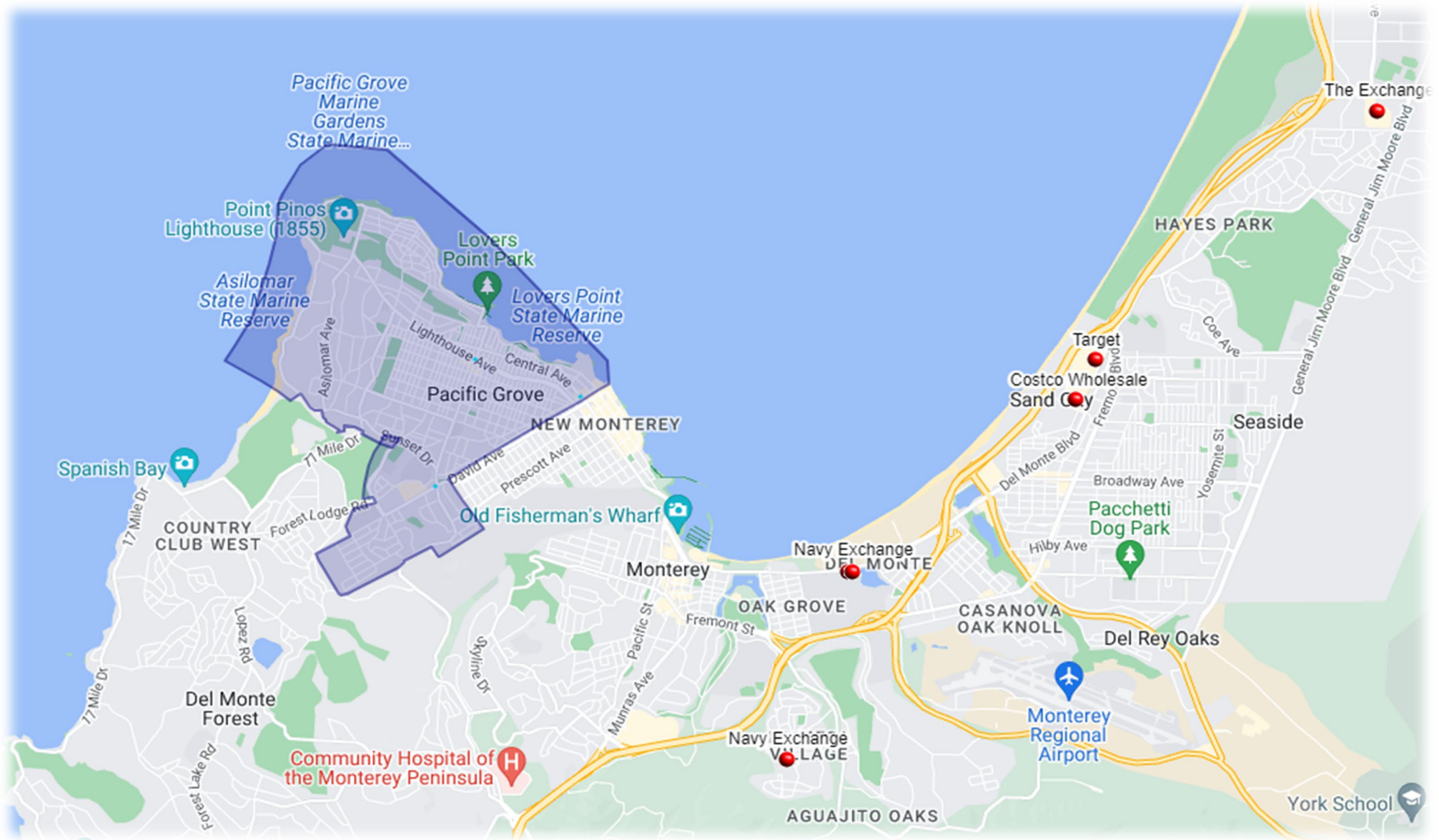
15,046
6,758
\$119,382
79%
54.3%

Major Retail Areas

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

CITY OF PACIFIC GROVE

General Merchandise

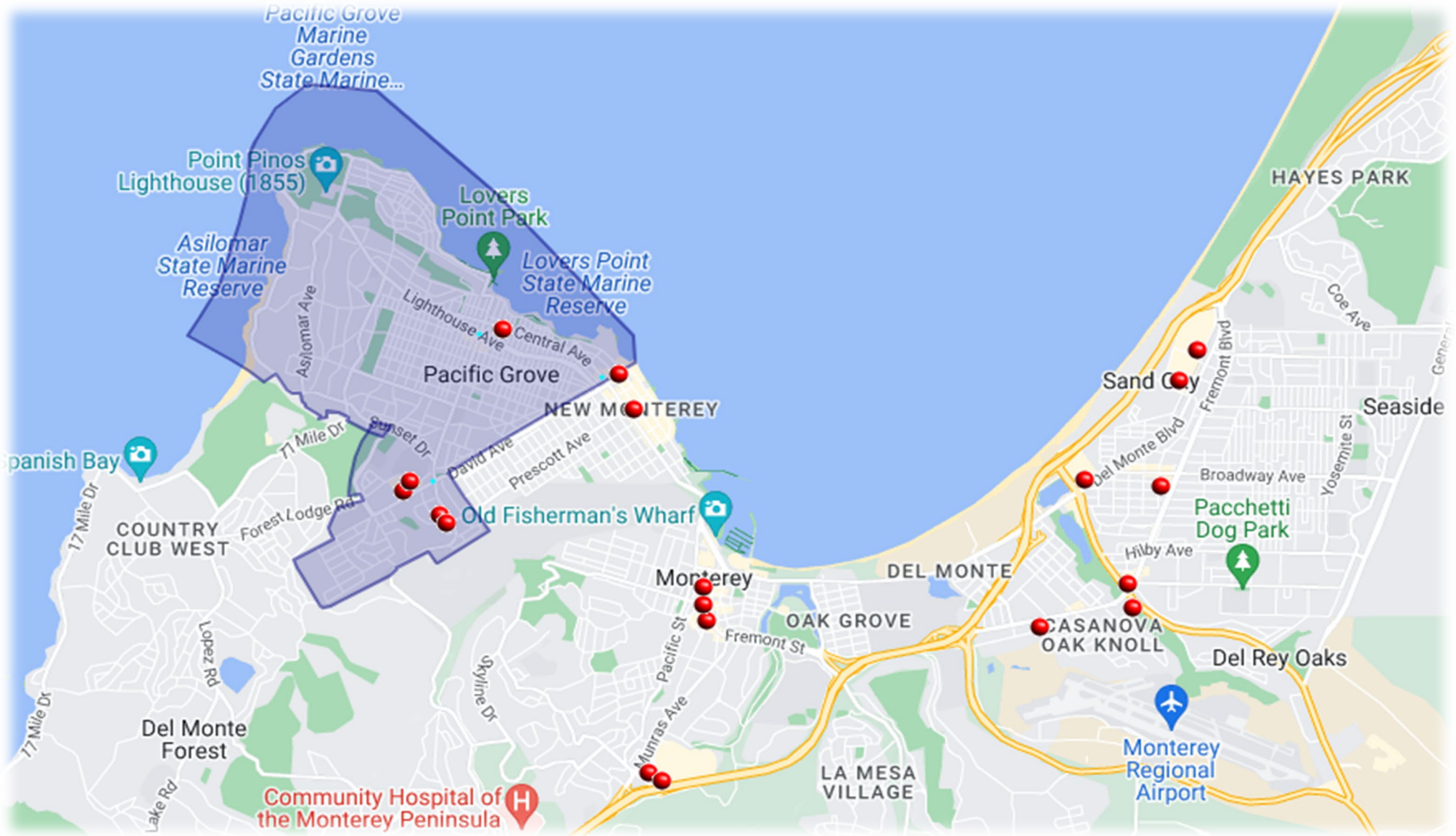


General Merchandise refers to general stores and super centers



CITY OF PACIFIC GROVE

Markets

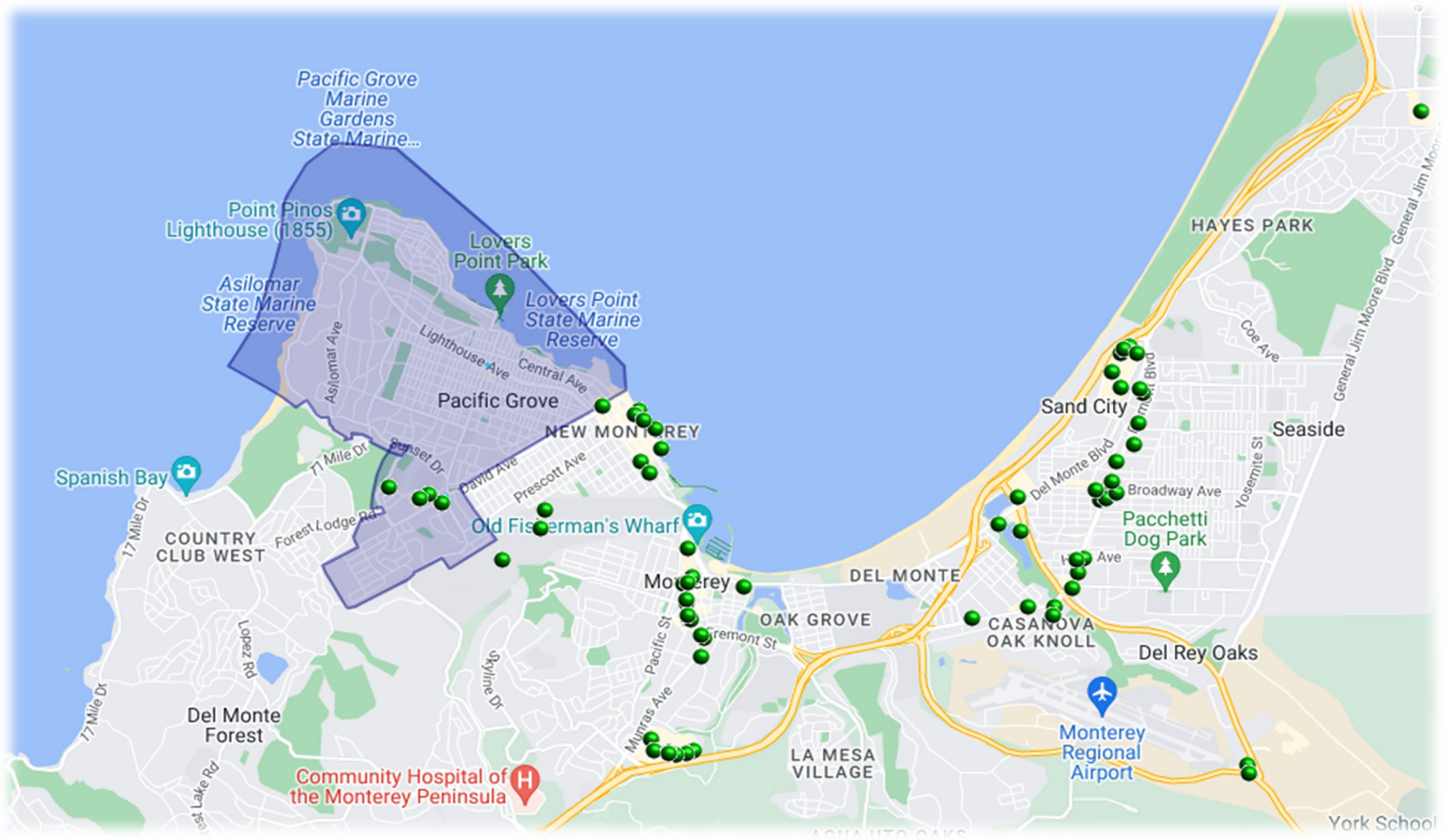


Markets refers to Grocery Stores and Pharmacy stores



CITY OF PACIFIC GROVE

Restaurants

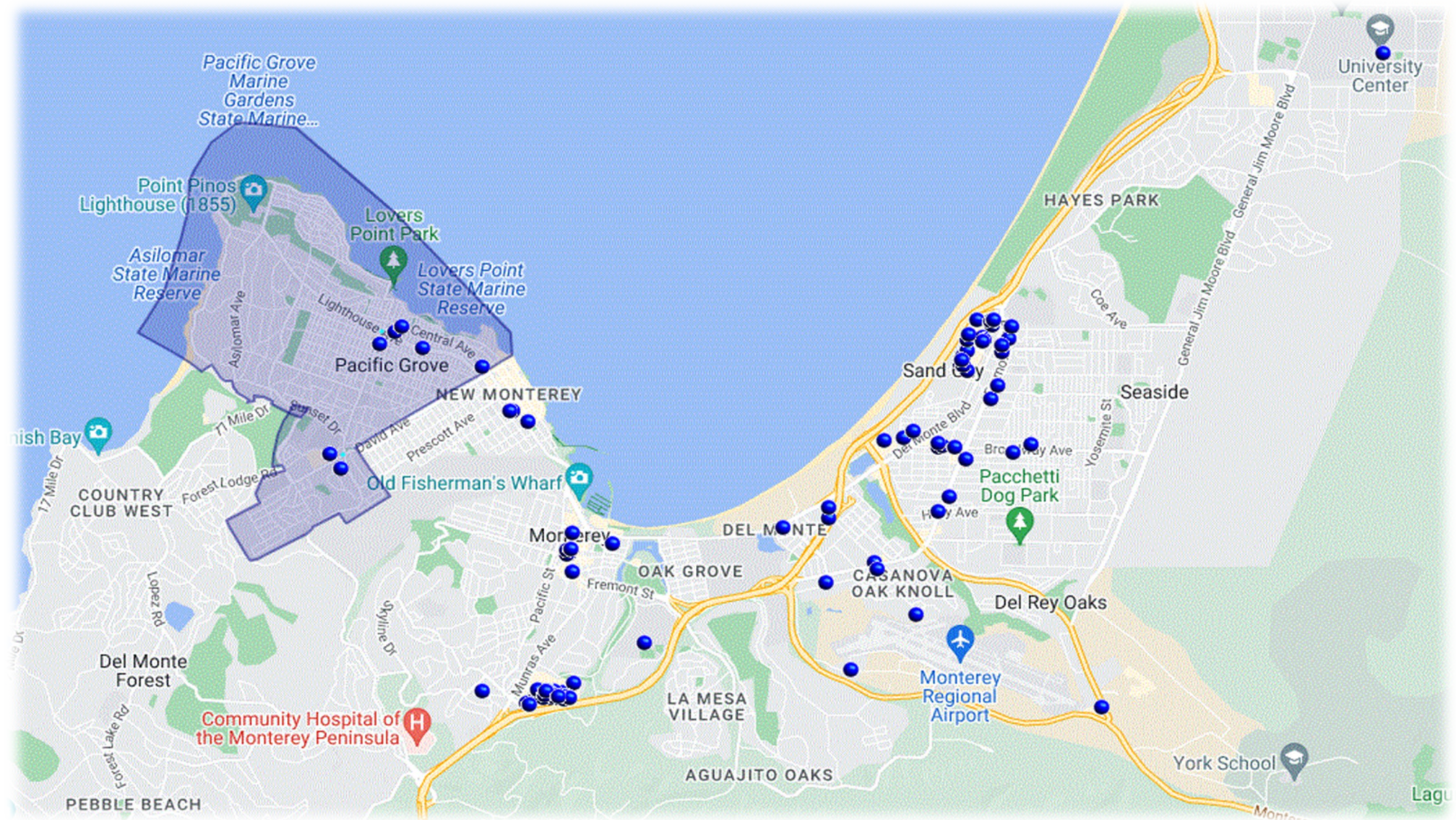


Restaurants refer to Fast Casual, Casual Dining, Fine Dining, Restaurants and Quick Services restaurants.



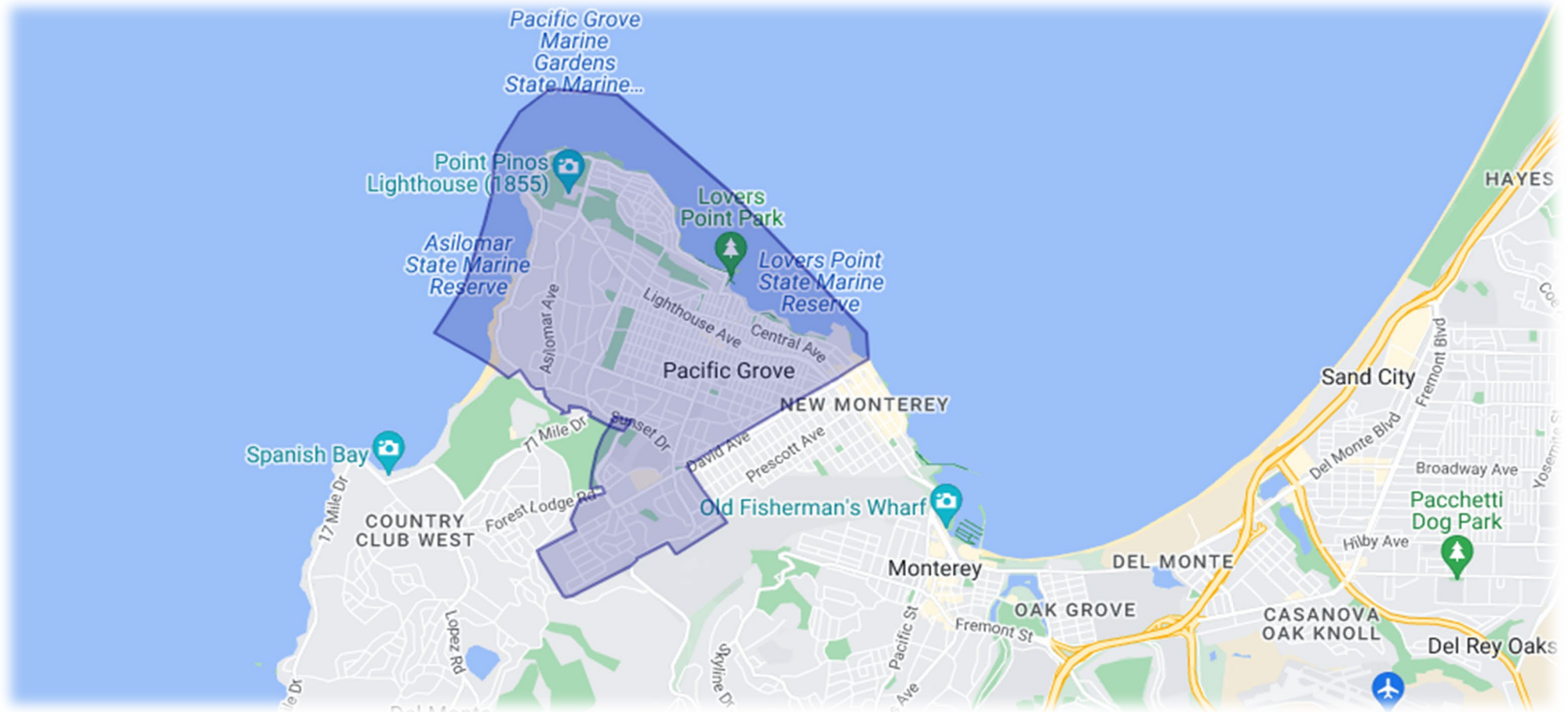
CITY OF PACIFIC GROVE

Retail



***Retail** refers to the following concepts types: Clothing, Consumer Electronics Store, Cosmetics & Beauty, Department Stores, Footware/Shoes Stores, Hobbies/ Toys Home Improvement Stores, Home Specialty Retail Stores, Sports & Recreational





Pacific Grove

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

15,046
14,996
6,758
47.8
\$119,382
79.0%
54.3%



Consumer Demographic Profile

Site: City / County/ State

Date Report Created: 10/11/2023

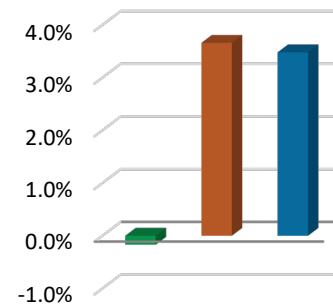
INSIGHT

MARKET ANALYTICS

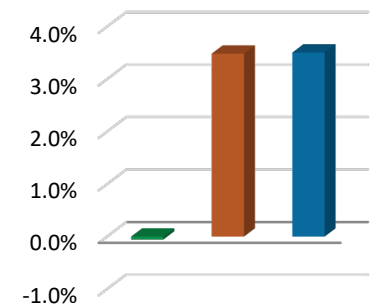
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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Market Stats						
Population	15,046	---	433,940	---	39,747,875	---
5 Year Projected Pop	15,020	---	449,819	---	41,130,708	---
Pop Growth (%)	-0.2%	---	3.7%	---	3.5%	---
Households	6,758	---	130,449	---	13,545,393	---
5 Year Projected HHs	6,754	---	134,997	---	14,020,620	---
HH Growth (%)	-0.1%	---	3.5%	---	3.5%	---
Census Stats						
2000 Population	15,490	---	396,276	---	33,859,150	---
2010 Population	15,087	---	439,035	---	39,538,223	---
Pop Growth (%)	-2.6%	---	10.8%	---	16.8%	---
2000 Households	7,295	---	121,233	---	11,501,888	---
2010 Households	6,774	---	131,789	---	13,475,623	---
HH Growth (%)	-7.1%	---	8.7%	---	17.2%	---
Total Population by Age						
Average Age	47.8		38.6		40.0	
19 yrs & under	2,477	16.5%	102,740	23.7%	8,793,123	22.1%
20 to 24 yrs	1,037	6.9%	45,674	10.5%	3,411,504	8.6%
25 to 34 yrs	1,410	9.4%	60,559	14.0%	5,557,671	14.0%
35 to 44 yrs	1,732	11.5%	58,483	13.5%	5,496,816	13.8%
45 to 54 yrs	1,765	11.7%	49,796	11.5%	4,961,764	12.5%
55 to 64 yrs	1,990	13.2%	47,308	10.9%	4,885,806	12.3%
65 to 74 yrs	2,456	16.3%	40,019	9.2%	3,874,434	9.7%
75 to 84 yrs	1,530	10.2%	21,032	4.8%	2,044,488	5.1%
85 + yrs	647	4.3%	8,329	1.9%	722,269	1.8%
Population Bases						
20-34 yrs	2,447	16.3%	106,233	24.5%	8,969,175	22.6%
45-64 yrs	3,755	25.0%	97,104	22.4%	9,847,570	24.8%
16 yrs +	12,908	85.8%	345,143	79.5%	31,965,723	80.4%
25 yrs +	11,531	76.6%	285,526	65.8%	27,543,248	69.3%
65 yrs +	4,633	30.8%	69,380	16.0%	6,641,191	16.7%
75 yrs +	2,177	14.5%	29,361	6.8%	2,766,757	7.0%
85 yrs +	647	4.3%	8,329	1.9%	722,269	1.8%

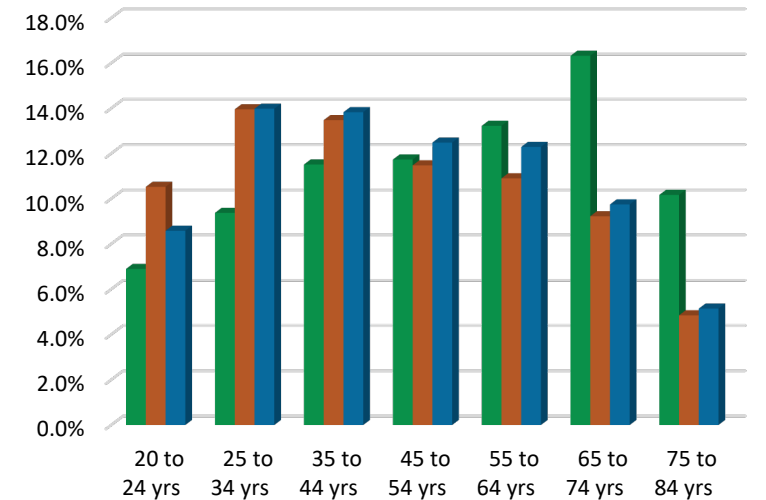
Pop Growth (%)



HH Growth (%)



Population by Age Group



Consumer Demographic Profile

Site: City / County/ State

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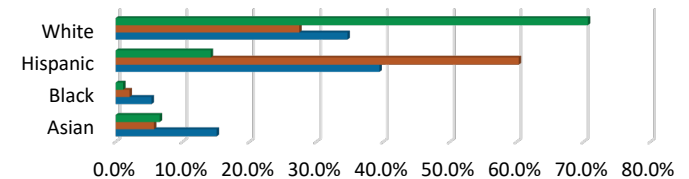
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MARKET ANALYTICS

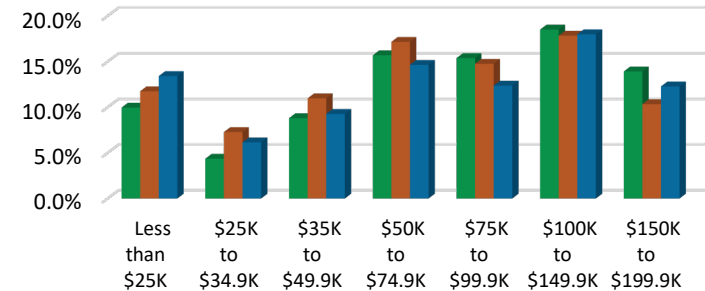
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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Population by Race						
White	10,628	70.6%	119,136	27.5%	13,777,694	34.7%
Hispanic	2,137	14.2%	261,634	60.3%	15,676,078	39.4%
Black	168	1.1%	9,002	2.1%	2,132,855	5.4%
Asian	991	6.6%	24,854	5.7%	6,003,879	15.1%
Ancestry						
American Indian (ancestry)	44	0.3%	1,300	0.3%	156,912	0.4%
Hawaiin (ancestry)	36	0.2%	1,857	0.4%	138,551	0.3%
Household Income						
Per Capita Income	\$53,624	---	\$32,113	---	\$41,763	---
Average HH Income	\$119,382	---	\$106,825	---	\$122,550	---
Median HH Income	\$92,331	---	\$79,322	---	\$87,110	---
Less than \$25K	673	10.0%	15,332	11.8%	1,817,884	13.4%
\$25K to \$34.9K	295	4.4%	9,502	7.3%	833,457	6.2%
\$35K to \$49.9K	595	8.8%	14,326	11.0%	1,255,932	9.3%
\$50K to \$74.9K	1,061	15.7%	22,392	17.2%	1,984,338	14.6%
\$75K to \$99.9K	1,040	15.4%	19,256	14.8%	1,675,841	12.4%
\$100K to \$149.9K	1,251	18.5%	23,277	17.8%	2,437,665	18.0%
\$150K to \$199.9K	941	13.9%	13,485	10.3%	1,663,823	12.3%
\$200K +	901	13.3%	12,879	9.9%	1,876,453	13.9%
Education						
Less than 9th Grade	95	0.8%	54,288	19.0%	2,409,952	8.7%
Some HS, No Diploma	306	2.7%	23,901	8.4%	1,945,140	7.1%
HS Grad (or Equivalent)	1,285	11.1%	56,620	19.8%	5,623,481	20.4%
Some College, No Degree	2,313	20.1%	52,348	18.3%	5,665,604	20.6%
Associate Degree	1,142	9.9%	24,050	8.4%	2,202,217	8.0%
Bachelor Degree	3,174	27.5%	44,743	15.7%	5,999,537	21.8%
Graduates Degree	1,945	16.9%	19,505	6.8%	2,517,854	9.1%

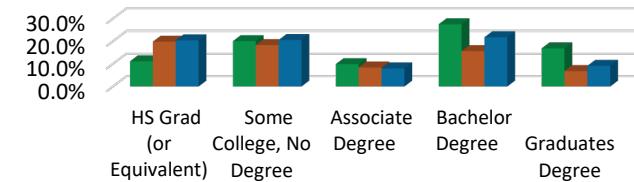
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: City / County/ State

Date Report Created: 10/11/2023

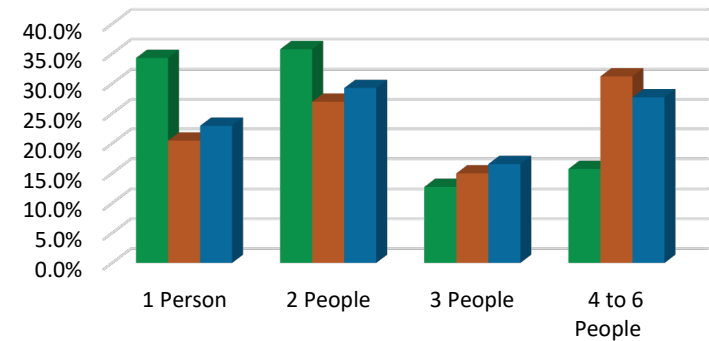
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MARKET ANALYTICS

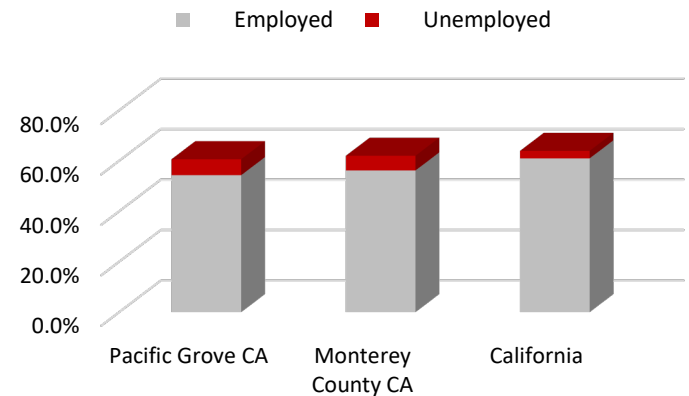
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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Family Structure	4,009		95,726		9,377,029	
Single - Male	116	2.9%	4,265	4.5%	489,845	5.2%
Single - Female	382	9.5%	8,174	8.5%	949,648	10.1%
Single Parent - Male	112	2.8%	4,235	4.4%	342,846	3.7%
Single Parent - Female	193	4.8%	8,503	8.9%	814,148	8.7%
Married w/ Children	1,075	26.8%	31,306	32.7%	2,873,417	30.6%
Married w/out Children	2,130	53.1%	39,243	41.0%	3,907,125	41.7%
Household Size						
1 Person	2,319	34.3%	26,716	20.5%	3,109,152	23.0%
2 People	2,417	35.8%	35,196	27.0%	3,966,051	29.3%
3 People	860	12.7%	19,562	15.0%	2,242,640	16.6%
4 to 6 People	1,063	15.7%	40,740	31.2%	3,755,511	27.7%
7+ People	99	1.5%	8,235	6.3%	472,039	3.5%
Home Ownership	6,758		130,449		13,545,393	
Owners	3,215	47.6%	66,502	51.0%	7,399,920	54.6%
Renters	3,543	52.4%	63,947	49.0%	6,145,473	45.4%
Components of Change						
Births	122	0.8%	4,627	1.1%	421,566	1.1%
Deaths	193	1.3%	3,131	0.7%	307,584	0.8%
Migration	35	0.2%	-6,339	-1.5%	-40,867	-0.1%
Employment (Pop 16+)	12,908		345,143		31,965,723	
Armed Services	300	2.3%	6,244	1.8%	166,316	0.5%
Civilian	7,823	60.6%	213,936	62.0%	20,434,793	63.9%
Employed	7,009	54.3%	193,870	56.2%	19,486,629	61.0%
Unemployed	814	6.3%	20,066	5.8%	948,164	3.0%
Not in Labor Force	5,085	39.4%	131,207	38.0%	11,530,930	36.1%
Employed Population	7,009		193,870		19,486,629	
White Collar	5,535	79.0%	103,463	53.4%	12,717,375	65.3%
Blue Collar	1,474	21.0%	90,407	46.6%	6,769,254	34.7%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: City / County/ State

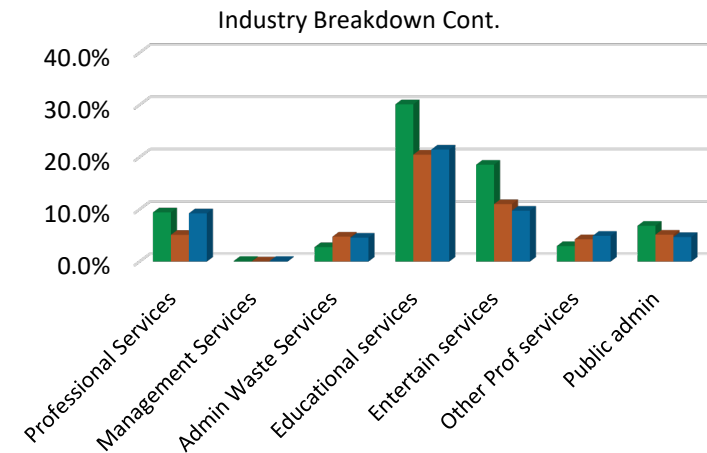
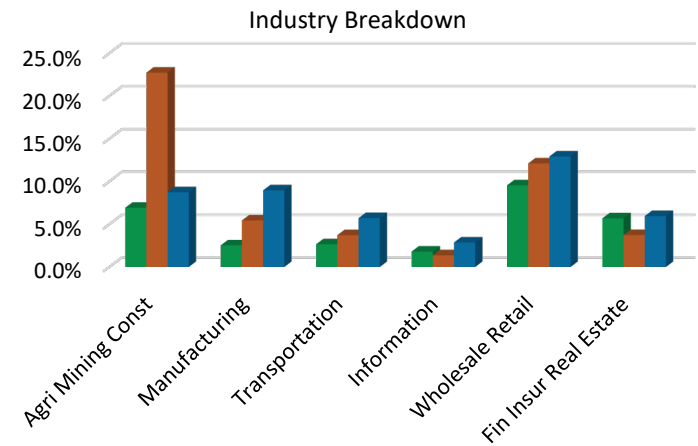
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INSIGHT

MARKET ANALYTICS

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	Pacific Grove CA		Monterey County CA		California	
	#	%	#	%	#	%
Employment By Occupation	7,009		193,870		19,486,629	
White Collar	5,535	79.0%	103,463	53.4%	12,717,375	65.3%
Managerial executive	1,510	21.6%	24,172	12.5%	3,276,709	16.8%
Prof specialty	2,532	36.1%	34,848	18.0%	4,755,973	24.4%
Healthcare support	124	1.8%	7,448	3.8%	709,143	3.6%
Sales	571	8.1%	17,907	9.2%	1,886,214	9.7%
Office Admin	797	11.4%	19,088	9.8%	2,089,336	10.7%
Blue Collar	1,474	21.0%	90,407	46.6%	6,769,254	34.7%
Protective	126	1.8%	4,136	2.1%	407,050	2.1%
Food Prep Serving	416	5.9%	10,973	5.7%	1,044,165	5.4%
Bldg Maint/Cleaning	164	2.3%	9,682	5.0%	739,644	3.8%
Personal Care	132	1.9%	5,154	2.7%	538,520	2.8%
Farming/Fishing/Forestry	28	0.4%	22,899	11.8%	277,387	1.4%
Construction	321	4.6%	15,015	7.7%	1,452,351	7.5%
Production Transp	287	4.1%	22,548	11.6%	2,310,137	11.9%
Employment By Industry	7,009		193,870		19,486,629	
Agri Mining Const	485	6.9%	44,068	22.7%	1,703,949	8.7%
Manufacturing	177	2.5%	10,551	5.4%	1,747,041	9.0%
Transportation	186	2.7%	7,220	3.7%	1,114,355	5.7%
Information	126	1.8%	2,649	1.4%	558,097	2.9%
Wholesale Retail	669	9.5%	23,482	12.1%	2,519,057	12.9%
Fin Insur Real Estate	399	5.7%	7,253	3.7%	1,160,805	6.0%
Professional Services	661	9.4%	9,943	5.1%	1,801,015	9.2%
Management Services	9	0.1%	67	0.0%	25,888	0.1%
Admin Waste Services	195	2.8%	9,283	4.8%	892,836	4.6%
Educational services	2,111	30.1%	39,706	20.5%	4,181,474	21.5%
Entertain services	1,300	18.5%	21,349	11.0%	1,900,273	9.8%
Other Prof services	209	3.0%	8,288	4.3%	962,867	4.9%
Public admin	481	6.9%	10,011	5.2%	918,972	4.7%



Employment Profile

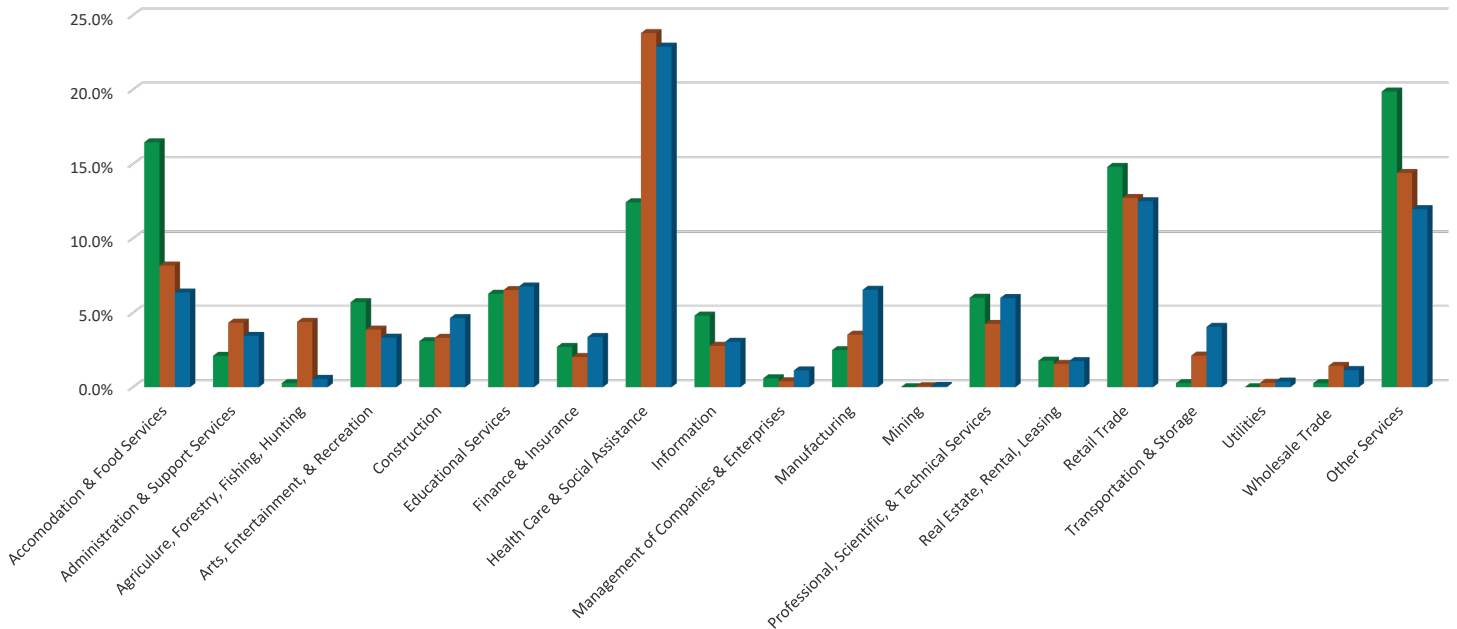
Site: City/ County/ State

Date Report Created: 10/11/2023

	Pacific Grove CA		Monterey County CA		California	
Daytime Population	14,996		487,399		41,986,544	
Student Population	2,900		141,890		11,588,595	
Median Employee Salary	50,125		54,389		64,270	
Average Employee Salary	60,799		64,095		71,129	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	95	1.8%	5,075	3.0%	305,410	2.0%
15,000 to 30,000 CrYr	82	1.6%	1,623	1.0%	118,112	0.8%
30,000 to 45,000 CrYr	1,982	38.3%	51,026	30.1%	2,641,116	17.5%
45,000 to 60,000 CrYr	1,072	20.7%	40,945	24.2%	3,160,569	21.0%
60,000 to 75,000 CrYr	604	11.7%	20,865	12.3%	2,874,849	19.1%
75,000 to 90,000 CrYr	498	9.6%	19,684	11.6%	2,717,727	18.1%
90,000 to 100,000 CrYr	159	3.1%	4,572	2.7%	1,028,720	6.8%
Over 100,000 CrYr	681	13.2%	25,645	15.1%	2,209,309	14.7%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	698	100%	5,174	100%	14,485	100%	169,435	100%	1,599,712	100%	15,055,812	100%
Accommodation & Food Services	74	10.6%	852	16.5%	971	6.7%	13,858	8.2%	97,059	6.1%	958,235	6.4%
Administration & Support Services	14	2.0%	109	2.1%	477	3.3%	7,345	4.3%	51,559	3.2%	519,287	3.4%
Agriculture, Forestry, Fishing, Hunting	4	0.6%	14	0.3%	272	1.9%	7,438	4.4%	12,550	0.8%	83,902	0.6%
Arts, Entertainment, & Recreation	29	4.2%	296	5.7%	391	2.7%	6,553	3.9%	45,272	2.8%	501,433	3.3%
Construction	32	4.6%	160	3.1%	804	5.6%	5,621	3.3%	95,638	6.0%	699,904	4.6%
Educational Services	22	3.2%	325	6.3%	386	2.7%	11,068	6.5%	41,470	2.6%	1,019,040	6.8%
Finance & Insurance	40	5.7%	140	2.7%	755	5.2%	3,438	2.0%	95,928	6.0%	507,904	3.4%
Health Care & Social Assistance	107	15.3%	643	12.4%	3,224	22.3%	40,325	23.8%	342,735	21.4%	3,446,562	22.9%
Information	20	2.9%	249	4.8%	300	2.1%	4,710	2.8%	36,469	2.3%	459,309	3.1%
Management of Companies & Enterprises	1	0.1%	31	0.6%	19	0.1%	666	0.4%	5,296	0.3%	169,387	1.1%
Manufacturing	20	2.9%	129	2.5%	464	3.2%	5,979	3.5%	67,297	4.2%	985,730	6.5%
Mining	0	0.0%	0	0.0%	9	0.1%	106	0.1%	995	0.1%	12,432	0.1%
Professional, Scientific, & Technical Services	72	10.3%	311	6.0%	1,268	8.8%	7,208	4.3%	168,300	10.5%	902,730	6.0%
Real Estate, Rental, Leasing	37	5.3%	92	1.8%	608	4.2%	2,644	1.6%	73,037	4.6%	263,748	1.8%
Retail Trade	114	16.3%	766	14.8%	1,960	13.5%	21,561	12.7%	210,304	13.1%	1,882,574	12.5%
Transportation & Storage	2	0.3%	14	0.3%	262	1.8%	3,596	2.1%	30,501	1.9%	610,551	4.1%
Utilities	0	0.0%	0	0.0%	24	0.2%	491	0.3%	1,765	0.1%	56,510	0.4%
Wholesale Trade	4	0.6%	14	0.3%	345	2.4%	2,424	1.4%	39,433	2.5%	173,586	1.2%
Other Services	106	15.2%	1,028	19.9%	1,946	13.4%	24,404	14.4%	184,104	11.5%	1,802,988	12.0%

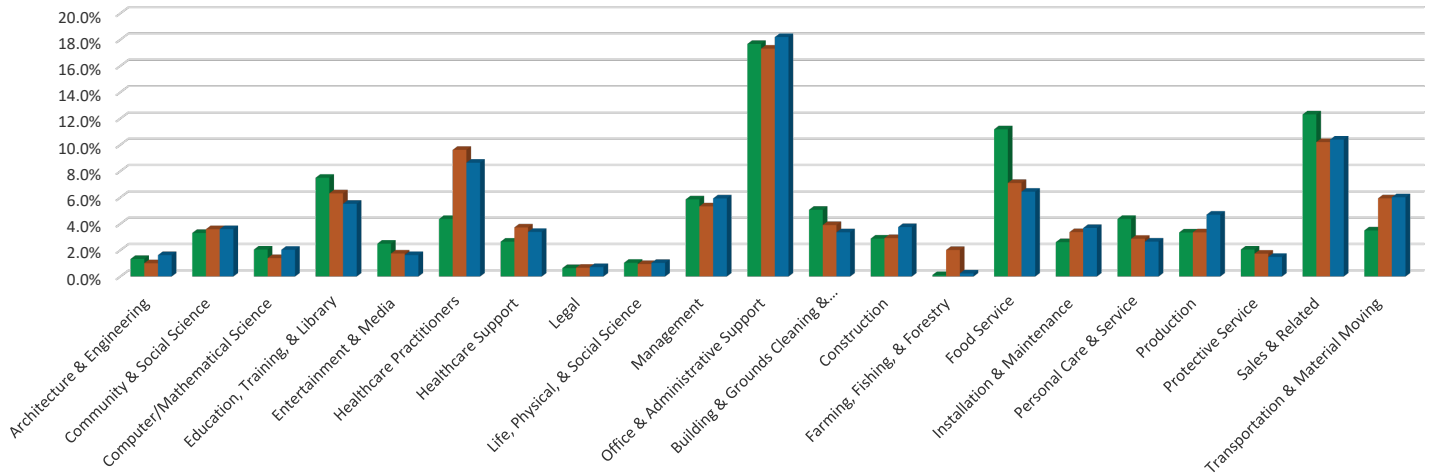
Employment Profile

Site: City/ County/ State

Date Report Created: 10/11/2023

	Pacific Grove CA		Monterey County CA		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	2,713	52.4%	92,506	54.6%	8,388,991	55.7%
Architecture & Engineering	69	1.3%	1,707	1.0%	245,079	1.6%
Community & Social Science	171	3.3%	6,094	3.6%	541,920	3.6%
Computer/Mathematical Science	106	2.0%	2,370	1.4%	305,937	2.0%
Education, Training, & Library	388	7.5%	10,702	6.3%	831,340	5.5%
Entertainment & Media	129	2.5%	2,960	1.7%	245,535	1.6%
Healthcare Practitioners	226	4.4%	16,300	9.6%	1,301,285	8.6%
Healthcare Support	137	2.6%	6,313	3.7%	509,951	3.4%
Legal	33	0.6%	1,131	0.7%	107,940	0.7%
Life, Physical, & Social Science	54	1.0%	1,603	0.9%	155,353	1.0%
Management	303	5.9%	9,026	5.3%	892,808	5.9%
Office & Administrative Support	914	17.7%	29,342	17.3%	2,739,999	18.2%
Blue Collar	2,454	47.4%	73,563	43.4%	6,434,998	42.7%
Building & Grounds Cleaning & Maintenance	262	5.1%	6,622	3.9%	505,707	3.4%
Construction	149	2.9%	4,941	2.9%	565,534	3.8%
Farming, Fishing, & Forestry	6	0.1%	3,414	2.0%	35,499	0.2%
Food Service	579	11.2%	12,036	7.1%	970,032	6.4%
Installation & Maintenance	135	2.6%	5,710	3.4%	554,961	3.7%
Personal Care & Service	226	4.4%	4,856	2.9%	399,259	2.7%
Production	173	3.3%	5,684	3.4%	707,288	4.7%
Protective Service	106	2.0%	2,941	1.7%	224,217	1.5%
Sales & Related	637	12.3%	17,298	10.2%	1,566,330	10.4%
Transportation & Material Moving	181	3.5%	10,061	5.9%	906,171	6.0%
Military Services	6	0.1%	3,366	2.0%	231,823	1.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	5,174	169,435	15,055,812
2023 Q1	4,726	155,794	16,351,047
2022 Q4	4,997	165,762	15,930,024
2022 Q3	5,536	180,390	15,415,055
2022 Q2	5,503	180,124	15,996,909
2022 Q1	4,776	155,982	16,253,942
2021 Q4	5,102	167,192	15,915,888
2021 Q3	5,314	173,093	15,018,555
2021 Q2	5,270	171,020	15,278,484

Consumer Demand & Market Supply Assessment

Site: City/ County/ State

Date Report Created: 10/11/2023

Demographics

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

15,046
15,020
14,682
364
6,758
6,754
698
5,174
\$92,331

433,940
449,819
416,260
17,680
130,449
134,997
14,485
169,435
\$79,322

39,747,875
41,130,708
38,849,641
898,234
13,545,393
14,020,620
1,599,712
15,055,812
\$87,110

By Establishments

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

\$2,443,652
\$1,909,334
\$1,010,135
\$62,736,166
\$35,253,217
\$5,781,652
\$71,080,349
\$5,289,826
\$4,382,349
\$4,331,807
\$1,866,378
\$3,107,504
\$3,777,932
\$2,840,493
\$2,993,791
\$5,459,344
\$781,600
\$4,167,991
\$12,643,218
\$1,410,394
\$19,394,356
\$16,562,848
\$1,838,776
\$16,931,505
\$33,955,613
\$1,050,704
\$2,179,447
\$16,400,191
\$537,733
\$1,804,158
\$25,994,252

\$0
\$0
\$0
\$41,053
\$524,087
\$820,679
\$10,804,091
\$876,463
\$1,391,848
\$1,409,447
\$799,650
\$1,406,186
\$1,722,668
\$1,301,182
\$1,636,899
\$3,292,870
\$584,877
\$3,128,618
\$10,544,439
\$1,252,747
\$18,072,551
\$16,054,377
\$2,330,074
\$23,889,824
\$49,315,555
\$1,865,186
\$4,333,545
\$33,680,405
\$1,128,594
\$6,159,553
\$93,805,660

(\$2,443,652)
(\$1,909,334)
(\$1,010,135)
(\$62,695,114)
(\$34,729,130)
(\$4,960,973)
(\$60,276,259)
(\$4,413,363)
(\$2,990,501)
(\$2,922,360)
(\$1,066,728)
(\$1,701,318)
(\$2,055,265)
(\$1,539,311)
(\$1,356,891)
(\$2,166,474)
(\$196,723)
(\$1,039,373)
(\$2,098,778)
(\$157,647)
(\$1,321,805)
(\$508,471)
\$491,299
\$6,958,319
\$15,359,942
\$814,483
\$2,154,098
\$17,280,214
\$590,862
\$4,355,395
\$67,811,408

-100%
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41%
45%
78%
99%
105%
110%
241%
261%

\$65,765,553
\$51,520,465
\$28,326,858
\$1,681,733,970
\$951,401,164
\$155,576,206
\$1,930,613,143
\$144,990,029
\$119,393,621
\$115,448,876
\$50,160,411
\$83,415,528
\$100,204,781
\$77,499,334
\$79,816,660
\$145,510,315
\$21,241,935
\$112,222,654
\$338,247,259
\$37,806,661
\$522,233,803
\$452,008,813
\$49,311,999
\$461,638,328
\$913,400,624
\$27,919,201
\$57,256,171
\$452,335,107
\$14,122,824
\$47,851,954
\$710,011,451

\$12,336,888
\$28,175,360
\$19,352,327
\$789,223,699
\$531,520,069
\$142,635,343
\$552,239,132
\$104,481,366
\$33,535,872
\$21,801,194
\$148,335,323
\$31,273,812
\$30,585,285
\$103,439,339
\$42,700,001
\$87,171,459
\$10,814,041
\$55,892,023
\$239,153,596
\$23,145,355
\$284,535,618
\$415,337,103
\$40,013,184
\$317,566,597
\$656,522,408
\$26,906,003
\$161,424,672
\$434,166,427
\$12,036,741
\$34,855,670
\$895,721,689

(\$53,428,665)
(\$23,345,105)
(\$8,974,531)
(\$892,510,271)
(\$419,881,095)
(\$12,940,863)
(\$1,378,374,011)
(\$40,508,663)
(\$85,857,749)
(\$93,647,682)
\$98,174,912
(\$52,141,716)
(\$69,619,496)
\$25,940,005
(\$37,116,659)
(\$58,338,856)
(\$10,427,894)
(\$56,330,631)
(\$99,093,663)
(\$14,661,306)
(\$237,698,185)
(\$36,671,710)
(\$9,298,815)
(\$144,071,731)
(\$256,878,215)
(\$1,013,198)
\$104,168,501
(\$18,168,680)
(\$2,086,082)
(\$12,996,284)
\$185,710,239

-81%
-45%
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-46%
-8%
-19%
-31%
-28%
-4%
182%
-4%
-15%
-27%
26%

\$6,284,888,129
\$4,889,493,748
\$3,140,067,545
\$159,089,544,690
\$90,454,411,636
\$14,861,079,296
\$188,095,278,054
\$13,664,785,557
\$12,144,376,389
\$10,981,122,604
\$4,753,743,034
\$7,964,482,185
\$9,695,295,234
\$8,002,371,779
\$7,576,732,965
\$13,999,030,645
\$2,037,759,776
\$10,722,103,693
\$32,413,924,136
\$3,698,628,865
\$49,741,634,582
\$46,657,116,040
\$4,740,553,788
\$43,668,433,467
\$86,588,090,250
\$2,685,345,558
\$5,507,419,858
\$48,047,696,825
\$1,357,585,688
\$4,591,395,681
\$66,767,868,146

\$5,576,919,003
\$3,656,533,604
\$3,318,545,352
\$151,646,856,124
\$96,023,513,620
\$18,341,402,981
\$142,288,100,483
\$13,568,570,730
\$10,890,343,292
\$10,607,693,994
\$4,268,438,476
\$7,898,825,255
\$9,102,722,136
\$7,901,300,473
\$7,664,870,491
\$14,220,339,824
\$2,039,908,614
\$10,714,580,685
\$33,463,002,889
\$3,629,310,598
\$54,197,057,245
\$49,552,946,342
\$4,761,524,793
\$44,559,365,414
\$80,384,105,276
\$2,293,137,055
\$5,637,419,034
\$50,955,718,020
\$1,387,585,995
\$4,443,034,923
\$92,733,512,238

(\$707,969,126)
(\$1,232,960,144)
\$178,477,807
(\$7,442,688,566)
\$5,569,101,984
\$3,480,323,685
(\$45,807,177,571)
(\$96,214,826)
(\$1,254,033,097)
(\$373,428,610)
(\$485,304,559)
(\$65,656,930)
(\$592,573,098)
(\$101,071,306)
\$88,137,526
\$221,309,179
\$2,148,838
(\$7,523,008)
\$1,049,078,752
(\$69,318,267)
\$4,455,422,663
\$2,895,830,302
\$20,971,005
\$890,931,947
(\$6,203,984,974)
(\$392,208,502)
\$129,999,176
\$2,908,021,195
\$30,000,308
(\$148,360,759)
\$25,965,644,092

-11%
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-2%
9%
6%
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2%
-7%
-15%
2%
6%
2%
-3%
39%

Consumer Demand/Market Supply Index **\$369,916,714** **\$292,173,129** **127** **\$9,998,985,698** **\$6,286,897,599** **159** **\$964,822,259,845** **\$947,727,184,958** **102**



Consumer Demand & Market Supply Assessment

Site: City/ County/ State

Date Report Created: 10/11/2023

By Major Product Lines

Autos/Cars/Vans/Trucks/Motorcycles
Computer Hardware/Software/Supplies
Automotive Tires/Tubes/Batteries/Parts
Furniture/Sleep/Outdoor/Patio Furniture
Televisions/VCR/Video Cameras/DVD etc
Audio Equipment/Musical Instruments
Photographic Equipment/Supplies
Retailer Services
Small Electric Appliances
Major Household Appliances
Automotive Lubricants (incl Oil, Greases)
All Other Merchandise
Kitchenware/Home Furnishings
Pets/Pet Foods/Pet Supplies
Curtains/Draperies/Slipcovers/Bed/Coverings
Books/Periodicals
Toys/Hobby Goods/Games
Drugs/Health Aids/Beauty Aids/Cosmetics
Sporting Goods (incl Bicycles/Sports Vehicles)
Womens/Juniors/Misses Wear
Mens Wear
Sewing/Knitting Materials/Supplies
Paper/Related Products
Footwear, including Accessories
Household Fuels (incl Oil, LP gas, Wood, Coal)
Childrens Wear/Infants/Toddlers Clothing
Soaps/Detergents/Household Cleaners
Floor/Floor Coverings
Packaged Liquor/Wine/Beer
Hardware/Tools/Plumbing/Electrical Supplies
Groceries/Other Food Items (Off Premises)
Dimensional Lumber/Other Building Materials
Paints/Sundries/Wallpaper/Wall Coverings
Lawn/Garden/Farm Equipment/Supplies
Optical Goods (incl Eyeglasses, Sunglasses)
Meats/Nonalcoholic Beverages
Alcoholic Drinks Served at the Establishment
Cigars/Cigarettes/Tobacco/Accessories
Jewelry (including Watches)
Automotive Fuels

Pacific Grove CA				Monterey County CA				California			
Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
\$55,471,613	\$881,821	(\$5,589,793)	-98%	\$1,488,088,105	\$695,375,642	(\$792,712,463)	-53%	\$140,606,993,148	\$134,494,858,664	(\$6,112,134,484)	-4%
\$9,298,561	\$1,163,181	(\$8,135,380)	-87%	\$268,076,221	\$50,924,530	(\$217,151,691)	-81%	\$30,556,708,531	\$22,850,995,175	(\$7,705,713,356)	-25%
\$11,173,748	\$1,403,311	(\$9,770,437)	-87%	\$307,242,034	\$155,451,517	(\$151,790,517)	-49%	\$28,923,289,891	\$24,818,975,591	(\$4,104,314,300)	-14%
\$11,171,847	\$1,610,295	(\$9,561,552)	-86%	\$296,283,638	\$89,705,083	(\$206,578,555)	-70%	\$28,681,501,144	\$21,587,199,297	(\$7,094,301,848)	-25%
\$2,165,277	\$437,933	(\$1,727,344)	-80%	\$59,571,719	\$23,881,527	(\$35,690,192)	-60%	\$5,673,107,665	\$7,926,097,890	\$2,252,990,225	40%
\$2,336,164	\$562,307	(\$1,773,857)	-76%	\$63,182,676	\$18,857,076	(\$44,325,600)	-70%	\$6,032,095,634	\$6,082,920,158	\$50,824,524	1%
\$336,959	\$83,519	(\$253,440)	-75%	\$9,341,308	\$3,502,915	(\$5,838,394)	-63%	\$883,797,625	\$1,279,879,245	\$396,081,620	45%
\$11,239,917	\$2,872,840	(\$8,367,076)	-74%	\$294,161,487	\$137,594,851	(\$156,566,636)	-53%	\$28,221,569,509	\$28,107,394,569	(\$114,174,941)	0%
\$917,646	\$271,149	(\$646,497)	-70%	\$24,161,214	\$11,376,227	(\$12,784,987)	-53%	\$2,342,196,063	\$2,378,291,983	\$36,095,920	2%
\$1,463,375	\$542,735	(\$920,640)	-63%	\$36,729,625	\$12,606,720	(\$24,122,905)	-66%	\$3,613,144,749	\$3,902,344,725	\$289,199,976	8%
\$1,463,375	\$542,735	(\$920,640)	-63%	\$36,729,625	\$12,606,720	(\$24,122,905)	-66%	\$3,613,144,749	\$3,902,344,725	\$289,199,976	8%
\$16,109,042	\$6,862,523	(\$9,246,520)	-57%	\$426,984,377	\$174,018,807	(\$252,965,570)	-59%	\$41,104,695,988	\$38,330,839,384	(\$2,773,856,604)	-7%
\$4,740,998	\$2,133,851	(\$2,607,147)	-55%	\$128,313,177	\$60,062,211	(\$68,250,966)	-53%	\$12,187,071,038	\$11,922,289,162	(\$264,781,876)	-2%
\$3,362,244	\$1,543,171	(\$1,819,073)	-54%	\$87,753,392	\$48,810,534	(\$38,942,858)	-44%	\$8,565,116,430	\$6,126,354,124	(\$2,438,762,307)	-28%
\$1,764,741	\$814,493	(\$950,249)	-54%	\$45,204,061	\$28,353,472	(\$16,850,589)	-37%	\$4,413,148,643	\$5,370,680,441	\$957,531,798	22%
\$1,346,123	\$664,899	(\$681,224)	-51%	\$36,801,347	\$18,028,704	(\$18,772,643)	-51%	\$3,512,924,944	\$3,794,237,881	\$281,312,937	8%
\$1,905,253	\$991,152	(\$914,101)	-48%	\$52,348,554	\$34,449,928	(\$17,898,626)	-34%	\$4,951,405,553	\$6,388,916,732	\$1,437,511,179	29%
\$49,137,281	\$25,768,139	(\$23,369,143)	-48%	\$1,343,327,330	\$539,022,232	(\$804,305,097)	-60%	\$126,885,215,218	\$98,012,504,874	(\$28,872,710,344)	-23%
\$3,676,107	\$2,016,775	(\$1,659,332)	-45%	\$99,342,384	\$57,982,479	(\$41,359,905)	-42%	\$9,477,265,767	\$11,260,818,135	\$1,783,552,368	19%
\$12,515,345	\$6,972,584	(\$5,542,762)	-44%	\$332,212,900	\$209,675,892	(\$122,537,008)	-37%	\$31,819,106,169	\$31,731,244,620	(\$87,861,550)	0%
\$4,873,353	\$2,920,316	(\$1,953,037)	-40%	\$130,714,985	\$91,878,040	(\$38,836,946)	-30%	\$12,549,205,818	\$14,052,582,048	\$1,503,376,229	12%
\$192,559	\$121,797	(\$70,762)	-37%	\$4,991,819	\$3,128,739	(\$1,863,080)	-37%	\$479,676,181	\$563,533,017	\$83,856,836	17%
\$1,358,328	\$888,648	(\$469,680)	-35%	\$36,789,751	\$31,826,003	(\$4,963,748)	-13%	\$3,499,361,440	\$4,607,335,209	\$1,107,973,769	32%
\$5,122,111	\$3,496,234	(\$1,625,877)	-32%	\$137,404,904	\$80,558,663	(\$56,846,241)	-41%	\$13,212,025,270	\$11,850,088,815	(\$1,361,936,455)	-10%
\$673,766	\$501,676	(\$172,090)	-26%	\$18,264,438	\$23,766,646	\$5,502,208	30%	\$1,715,218,448	\$2,557,929,777	\$842,711,329	49%
\$1,783,022	\$1,356,053	(\$426,969)	-24%	\$49,628,385	\$46,424,006	(\$3,204,379)	-6%	\$4,771,354,512	\$6,407,173,823	\$1,635,819,312	34%
\$1,568,655	\$1,293,160	(\$275,495)	-18%	\$42,050,458	\$35,156,236	(\$6,894,222)	-16%	\$4,034,747,173	\$5,105,897,568	\$1,071,150,395	27%
\$2,678,543	\$2,253,933	(\$424,611)	-16%	\$73,119,806	\$34,407,958	(\$38,711,848)	-53%	\$6,913,654,665	\$7,156,128,686	\$242,474,020	4%
\$6,687,677	\$5,683,596	(\$1,004,081)	-15%	\$177,335,213	\$107,984,201	(\$69,351,012)	-39%	\$16,796,421,649	\$16,717,134,344	(\$79,287,305)	0%
\$5,537,984	\$4,786,292	(\$751,692)	-14%	\$151,639,963	\$88,287,027	(\$63,352,936)	-42%	\$14,311,171,334	\$16,035,634,466	\$1,724,463,133	12%
\$53,231,298	\$46,294,698	(\$6,936,600)	-13%	\$1,430,204,321	\$1,003,939,396	(\$426,264,925)	-30%	\$135,228,920,123	\$125,602,539,712	(\$9,626,380,411)	-7%
\$7,826,593	\$7,896,864	\$70,271	1%	\$210,859,036	\$125,011,481	(\$85,847,555)	-41%	\$20,104,708,743	\$22,725,459,498	\$2,620,750,755	13%
\$1,390,209	\$1,410,142	\$19,933	1%	\$38,074,537	\$22,887,911	(\$15,186,626)	-40%	\$3,599,140,287	\$4,151,730,866	\$552,590,579	15%
\$6,066,635	\$7,127,741	\$1,061,106	17%	\$159,154,076	\$199,986,435	\$40,832,359	26%	\$15,306,102,045	\$15,340,512,635	\$34,410,590	0%
\$770,311	\$1,047,234	\$276,923	36%	\$20,085,287	\$19,222,854	(\$862,433)	-4%	\$1,979,434,128	\$2,489,490,530	\$510,056,402	26%
\$31,425,017	\$42,857,945	\$11,432,928	36%	\$857,356,682	\$854,547,081	(\$2,809,601)	0%	\$88,437,611,143	\$96,555,267,352	\$8,117,656,208	9%
\$7,196,623	\$9,863,297	\$2,666,674	37%	\$202,478,376	\$149,403,345	(\$53,075,031)	-26%	\$22,621,625,197	\$19,714,439,710	(\$2,907,185,487)	-13%
\$3,899,032	\$5,749,401	\$1,850,368	47%	\$110,082,682	\$90,800,918	(\$19,281,763)	-18%	\$10,317,429,352	\$12,185,520,674	\$1,868,091,322	18%
\$3,070,591	\$6,049,516	\$2,978,925	97%	\$81,450,708	\$55,251,903	(\$26,198,804)	-32%	\$7,812,690,272	\$8,259,216,756	\$446,526,484	6%
\$23,863,489	\$82,442,514	\$58,579,025	245%	\$652,375,347	\$840,845,358	\$188,470,012	29%	\$61,202,584,268	\$87,655,167,478	\$26,452,583,210	43%



Consumer Demand & Market Supply Assessment

Site: City/ County/ State

Date Report Created: 10/11/2023

Pacific Grove CA

Monterey County CA

California

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

Household Segmentation Profile

Site: City/ County/ State

Date: 10/11/2023

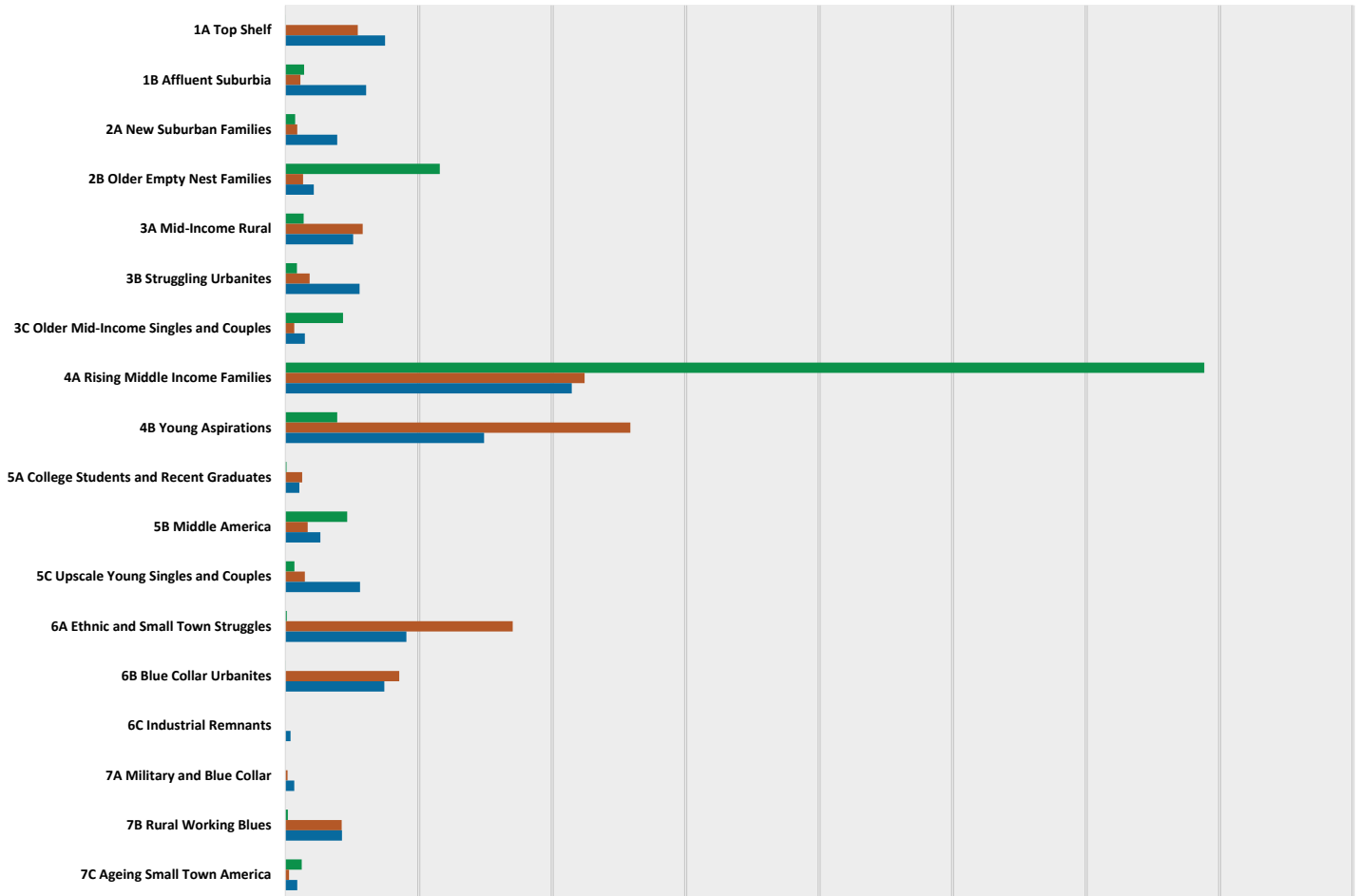
INSIGHT
MARKET ANALYTICS

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Household Lifestage Group Comparison

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0% 80.0%



Total Households 6,900 100% 133,504 100% 13,566,468 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	4,477	64.9%	13,285	10.0%	1,016,076	7.5%
2	15 Comfortable Retirement	2B Older Empty Nest Families	720	10.4%	1,073	0.8%	126,720	0.9%
3	49 Retirement	3C Older Mid-Income Singles and Couples	251	3.6%	841	0.6%	175,554	1.3%
4	39 Second City Beginnings	5B Middle America	235	3.4%	1,570	1.2%	117,319	0.9%
5	08 Living the Dream	4A Rising Middle Income Families	224	3.3%	5,938	4.4%	188,891	1.4%
6	14 American Playgrounds	4B Young Aspirations	148	2.1%	1,845	1.4%	102,199	0.8%
7	40 Beltway Commuters	4B Young Aspirations	121	1.8%	3,391	2.5%	426,912	3.1%
8	36 Olde New England	5B Middle America	85	1.2%	182	0.1%	17,014	0.1%
9	54 Agricultural Areas	7C Ageing Small Town America	85	1.2%	328	0.2%	60,272	0.4%
10	13 Cowboy Country	3A Mid-Income Rural	64	0.9%	7,569	5.7%	507,209	3.7%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from the originals.

Household Segmentation Profile

Date: 10/11/2023

TOTAL HOUSEHOLDS		6,900	100%	133,504	100%	13,566,468	100%
Segment Group	Cluster Name	Pacific Grove CA		Monterey County CA		California	
1A Top Shelf		0	0.0%	7,254	5.4%	1,014,096	7.5%
	01 One Percenters	0	0.0%	1,557	1.2%	237,054	1.7%
	02 Peak Performers	0	0.0%	5,665	4.2%	715,585	5.3%
	03 Second City Achievers	0	0.0%	32	0.0%	61,457	0.5%
1B Affluent Suburbia		97	1.4%	1,508	1.1%	821,876	6.1%
	04 Young Success	24	0.3%	645	0.5%	485,078	3.6%
	05 Affluent Parents	32	0.5%	716	0.5%	147,417	1.1%
	06 Best of Both Worlds	41	0.6%	147	0.1%	130,935	1.0%
	09 Successful Urban Commuters	0	0.0%	0	0.0%	58,446	0.4%
2A New Suburban Families		51	0.7%	1,198	0.9%	527,957	3.9%
	17 New American Dreams	0	0.0%	0	0.0%	81,259	0.6%
	21 New Suburban Style	6	0.1%	973	0.7%	366,670	2.7%
	34 Midwestern Comforts	0	0.0%	76	0.1%	22,372	0.2%
	42 Rising Fortunes	45	0.7%	149	0.1%	57,656	0.4%
2B Older Empty Nest Families		799	11.6%	1,773	1.3%	289,080	2.1%
	12 Mainstream Established Suburb	35	0.5%	536	0.4%	88,648	0.7%
	15 Comfortable Retirement	720	10.4%	1,073	0.8%	126,720	0.9%
	18 Small Town Middle Managers	0	0.0%	4	0.0%	7,098	0.1%
	33 Noreasters	44	0.6%	121	0.1%	58,535	0.4%
	41 All-American	0	0.0%	39	0.0%	8,079	0.1%
3A Mid-Income Rural		95	1.4%	7,747	5.8%	689,902	5.1%
	13 Cowboy Country	64	0.9%	7,569	5.7%	507,209	3.7%
	16 Spacious Suburbs	31	0.4%	178	0.1%	22,556	0.2%
	20 Strong Individualists	0	0.0%	0	0.0%	142,902	1.1%
	51 Low Cost Rural	0	0.0%	0	0.0%	17,235	0.1%
3B Struggling Urbanites		60	0.9%	2,434	1.8%	755,153	5.6%
	38 Middle America	0	0.0%	0	0.0%	11,199	0.1%
	44 Pacific Second City	49	0.7%	1,765	1.3%	570,071	4.2%
	45 Northern Perseverance	2	0.0%	21	0.0%	22,581	0.2%
	58 Urban Crowd	9	0.1%	648	0.5%	151,302	1.1%
3C Older Mid-Income Singles and Couples		298	4.3%	888	0.7%	198,349	1.5%
	46 Individual Singles	47	0.7%	47	0.0%	22,795	0.2%
	49 Retirement	251	3.6%	841	0.6%	175,554	1.3%
4A Rising Middle Income Families		4,751	68.9%	29,935	22.4%	2,910,844	21.5%
	07 Upscale Diversity	6	0.1%	214	0.2%	284,068	2.1%
	08 Living the Dream	224	3.3%	5,938	4.4%	188,891	1.4%
	10 Emerging Leaders	4,477	64.9%	13,285	10.0%	1,016,076	7.5%
	11 West Coast Affluence	44	0.6%	10,498	7.9%	1,421,809	10.5%
4B Young Aspirations		269	3.9%	34,519	25.9%	2,020,802	14.9%
	14 American Playgrounds	148	2.1%	1,845	1.4%	102,199	0.8%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	6,289	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	90	0.1%	80,616	0.6%
	35 Generational Dreams	0	0.0%	29,193	21.9%	1,404,786	10.4%
	40 Beltway Commuters	121	1.8%	3,391	2.5%	426,912	3.1%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from originals.



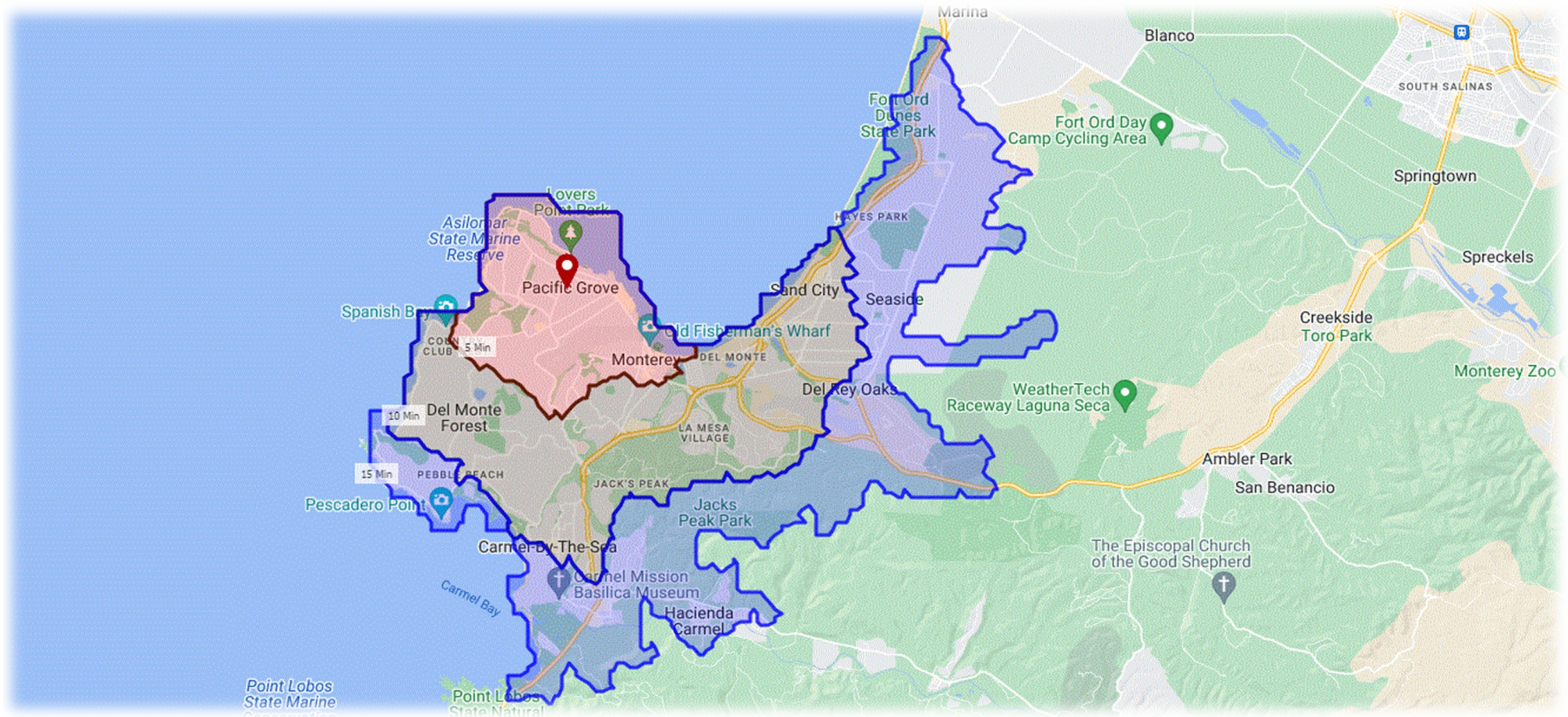
Household Segmentation Profile

Date: 10/11/2023

TOTAL HOUSEHOLDS		6,900	100%	133,504	100%	13,566,468	100%
Segment Group	Cluster Name	Pacific Grove CA		Monterey County CA		California	
5A College Students and Recent Graduates		6	0.1%	1,687	1.3%	143,097	1.1%
	57 College Towns	6	0.1%	24	0.0%	32,755	0.2%
	67 Starting Out	0	0.0%	1,663	1.2%	110,342	0.8%
5B Middle America		320	4.6%	2,232	1.7%	356,200	2.6%
	26 High Density Diversity	0	0.0%	332	0.2%	168,560	1.2%
	36 Olde New England	85	1.2%	182	0.1%	17,014	0.1%
	39 Second City Beginnings	235	3.4%	1,570	1.2%	117,319	0.9%
	43 Classic Interstate Suburbia	0	0.0%	148	0.1%	53,307	0.4%
5C Upscale Young Singles and Couples		47	0.7%	1,957	1.5%	759,051	5.6%
	25 Hipsters and Geeks	47	0.7%	410	0.3%	151,698	1.1%
	27 Young Coastal Technocrats	0	0.0%	1,547	1.2%	607,353	4.5%
6A Ethnic and Small Town Struggles		8	0.1%	22,744	17.0%	1,230,966	9.1%
	31 Latino Workforce	0	0.0%	18,288	13.7%	779,412	5.7%
	59 Hardworking Latino Families	0	0.0%	2,867	2.1%	317,707	2.3%
	60 Immigrant	0	0.0%	1,495	1.1%	98,718	0.7%
	64 Southern Cities	0	0.0%	7	0.0%	9,718	0.1%
	65 Small Towns	8	0.1%	87	0.1%	25,411	0.2%
6B Blue Collar Urbanites		1	0.0%	11,400	8.5%	1,006,912	7.4%
	28 Coastal Diversity	1	0.0%	11,400	8.5%	743,620	5.5%
	30 True Grit	0	0.0%	0	0.0%	23,136	0.2%
	32 Apartment Dwellers	0	0.0%	0	0.0%	240,156	1.8%
6C Industrial Remnants		0	0.0%	0	0.0%	53,274	0.4%
	63 Southern Small Towns	0	0.0%	0	0.0%	25,748	0.2%
	66 Metropolitan Blue Collar	0	0.0%	0	0.0%	1,088	0.0%
	68 Rust Belt	0	0.0%	0	0.0%	26,438	0.2%
7A Military and Blue Collar		0	0.0%	217	0.2%	90,446	0.7%
	61 Communal Living	0	0.0%	213	0.2%	29,682	0.2%
	62 Blue Collar Diversity	0	0.0%	4	0.0%	60,764	0.4%
7B Rural Working Blues		13	0.2%	5,641	4.2%	576,575	4.3%
	24 Remote Latino Neighborhoods	0	0.0%	4,591	3.4%	368,540	2.7%
	29 Metropolitan	0	0.0%	0	0.0%	76,868	0.6%
	47 Simply Southern	0	0.0%	1	0.0%	53,493	0.4%
	48 Tex-Mex	13	0.2%	1,049	0.8%	70,873	0.5%
	53 Classic Southerners	0	0.0%	0	0.0%	2,505	0.0%
	56 Blue Collar	0	0.0%	0	0.0%	4,296	0.0%
7C Ageing Small Town America		85	1.2%	370	0.3%	121,888	0.9%
	23 Long-Lasting Heartland	0	0.0%	8	0.0%	10,725	0.1%
	37 Industrial Town	0	0.0%	2	0.0%	15,235	0.1%
	50 Small Town	0	0.0%	18	0.0%	1,867	0.0%
	52 Great Open Country	0	0.0%	14	0.0%	22,520	0.2%
	54 Agricultural Areas	85	1.2%	328	0.2%	60,272	0.4%
	55 Mining Areas	0	0.0%	0	0.0%	11,269	0.1%



DOWNTOWN PACIFIC GROVE PACIFIC GROVE, CA



	5 Minutes	10 Minutes	15 Minutes
Population	29,783	71,243	95,868
Daytime Population	43,022	115,787	148,290
Households	12,140	28,634	36,908
Average Age	44.3	44.1	43.2
Average HH Income	\$119,159	\$116,075	\$120,102
White Collar (Residents)	73.2%	68.3%	68.1%
College Degree & Above	55.5%	49.4%	48.4%



Consumer Demographic Profile

Site: Downtown Pacific Grove

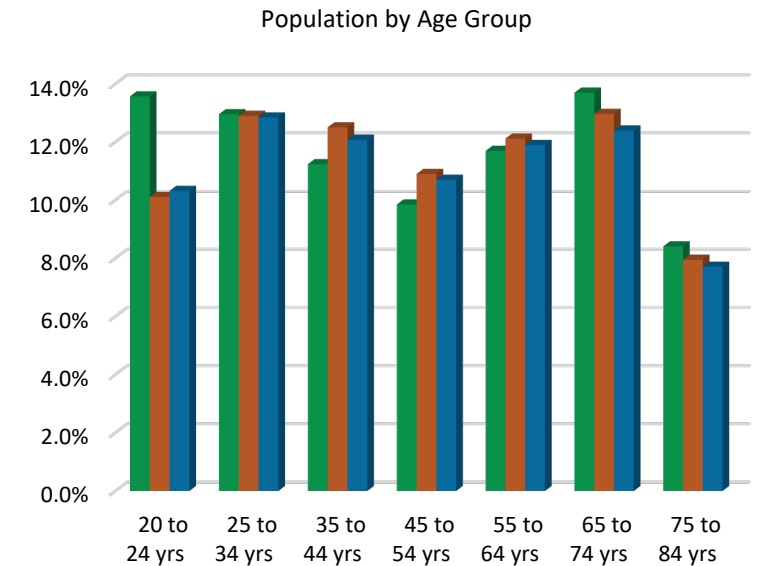
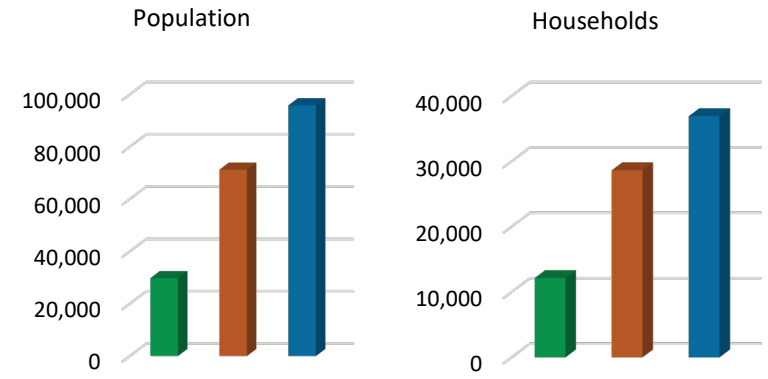
Date Report Created: 10/13/2023

INSIGHT

MARKET ANALYTICS

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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	29,783	---	71,243	---	95,868	---
5 Year Projected Pop	29,726	---	71,686	---	96,457	---
Pop Growth (%)	-0.2%	---	0.6%	---	0.6%	---
Households	12,140	---	28,634	---	36,908	---
5 Year Projected HHs	12,114	---	28,830	---	37,127	---
HH Growth (%)	-0.2%	---	0.7%	---	0.6%	---
Census Stats						
2000 Population	29,649	---	73,432	---	94,925	---
2010 Population	30,050	---	71,631	---	96,812	---
Pop Growth (%)	1.4%	---	-2.5%	---	2.0%	---
2000 Households	12,939	---	30,124	---	38,273	---
2010 Households	12,277	---	28,794	---	37,261	---
HH Growth (%)	-5.1%	---	-4.4%	---	-2.6%	---
Total Population by Age						
Average Age	44.3		44.1		43.2	
19 yrs & under	4,494	15.1%	12,197	17.1%	17,946	18.7%
20 to 24 yrs	4,042	13.6%	7,203	10.1%	9,892	10.3%
25 to 34 yrs	3,859	13.0%	9,191	12.9%	12,314	12.8%
35 to 44 yrs	3,347	11.2%	8,909	12.5%	11,582	12.1%
45 to 54 yrs	2,934	9.9%	7,767	10.9%	10,257	10.7%
55 to 64 yrs	3,484	11.7%	8,635	12.1%	11,407	11.9%
65 to 74 yrs	4,079	13.7%	9,238	13.0%	11,885	12.4%
75 to 84 yrs	2,504	8.4%	5,662	7.9%	7,390	7.7%
85 + yrs	1,041	3.5%	2,441	3.4%	3,195	3.3%
Population Bases						
20-34 yrs	7,900	26.5%	16,395	23.0%	22,207	23.2%
45-64 yrs	6,418	21.5%	16,402	23.0%	21,663	22.6%
16 yrs +	26,176	87.9%	60,867	85.4%	81,448	85.0%
25 yrs +	21,247	71.3%	51,843	72.8%	68,030	71.0%
65 yrs +	7,624	25.6%	17,341	24.3%	22,470	23.4%
75 yrs +	3,545	11.9%	8,103	11.4%	10,585	11.0%
85 yrs +	1,041	3.5%	2,441	3.4%	3,195	3.3%



Consumer Demographic Profile

Site: Downtown Pacific Grove

Date Report Created: 10/13/2023

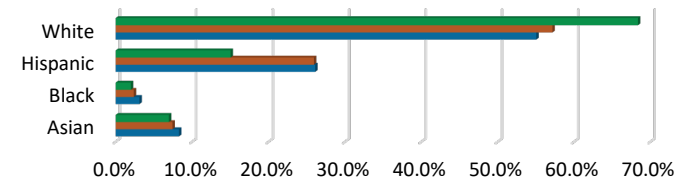
INSIGHT

MARKET ANALYTICS

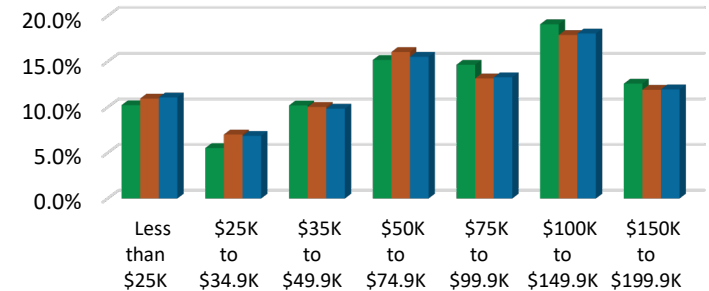
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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	20,361	68.4%	40,727	57.2%	52,782	55.1%
Hispanic	4,478	15.0%	18,484	25.9%	25,029	26.1%
Black	592	2.0%	1,688	2.4%	2,987	3.1%
Asian	2,076	7.0%	5,297	7.4%	7,946	8.3%
Ancestry						
American Indian (ancestry)	95	0.3%	225	0.3%	317	0.3%
Hawaiian (ancestry)	138	0.5%	489	0.7%	752	0.8%
Household Income						
Per Capita Income	\$48,573	---	\$46,653	---	\$46,238	---
Average HH Income	\$119,159	---	\$116,075	---	\$120,102	---
Median HH Income	\$89,128	---	\$85,215	---	\$86,705	---
Less than \$25K	1,242	10.2%	3,136	11.0%	4,087	11.1%
\$25K to \$34.9K	672	5.5%	2,009	7.0%	2,533	6.9%
\$35K to \$49.9K	1,238	10.2%	2,874	10.0%	3,634	9.8%
\$50K to \$74.9K	1,843	15.2%	4,598	16.1%	5,732	15.5%
\$75K to \$99.9K	1,779	14.7%	3,767	13.2%	4,902	13.3%
\$100K to \$149.9K	2,318	19.1%	5,129	17.9%	6,672	18.1%
\$150K to \$199.9K	1,528	12.6%	3,411	11.9%	4,414	12.0%
\$200K +	1,520	12.5%	3,709	13.0%	4,935	13.4%
Education						
Less than 9th Grade	256	1.2%	2,283	4.4%	3,269	4.8%
Some HS, No Diploma	548	2.6%	2,242	4.3%	2,802	4.1%
HS Grad (or Equivalent)	2,294	10.8%	7,383	14.2%	9,944	14.6%
Some College, No Degree	4,379	20.6%	10,433	20.1%	14,237	20.9%
Associate Degree	2,124	10.0%	4,685	9.0%	6,357	9.3%
Bachelor Degree	6,203	29.2%	13,212	25.5%	17,086	25.1%
Graduates Degree	3,468	16.3%	7,714	14.9%	9,502	14.0%

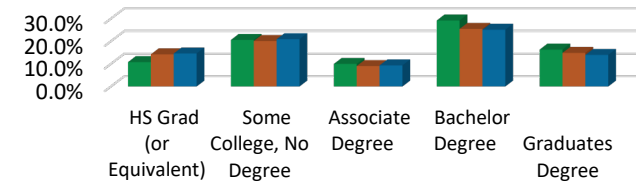
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: Downtown Pacific Grove

Date Report Created: 10/13/2023

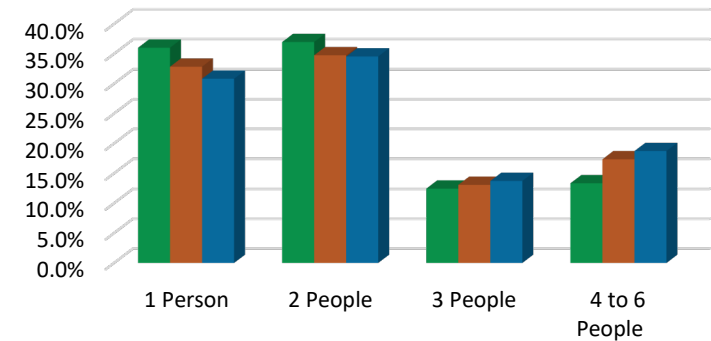
INSIGHT

MARKET ANALYTICS

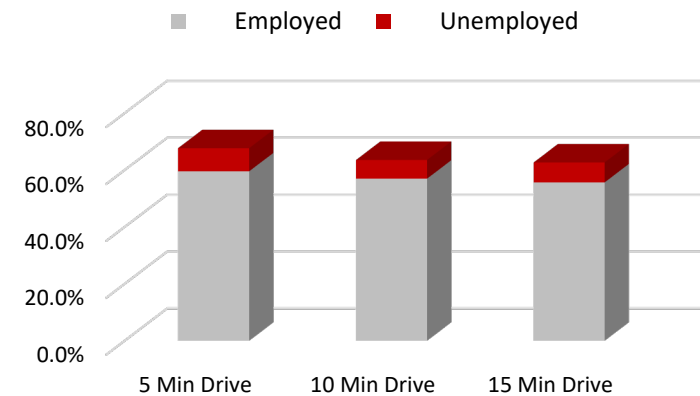
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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	6,544		16,672		22,429	
Single - Male	175	2.7%	715	4.3%	892	4.0%
Single - Female	658	10.1%	1,637	9.8%	2,176	9.7%
Single Parent - Male	211	3.2%	597	3.6%	809	3.6%
Single Parent - Female	287	4.4%	735	4.4%	1,025	4.6%
Married w/ Children	1,570	24.0%	4,433	26.6%	6,026	26.9%
Married w/out Children	3,643	55.7%	8,556	51.3%	11,501	51.3%
Household Size						
1 Person	4,373	36.0%	9,407	32.9%	11,380	30.8%
2 People	4,490	37.0%	9,955	34.8%	12,755	34.6%
3 People	1,510	12.4%	3,745	13.1%	5,067	13.7%
4 to 6 People	1,620	13.3%	4,971	17.4%	6,914	18.7%
7+ People	148	1.2%	556	1.9%	792	2.1%
Home Ownership	12,140		28,634		36,908	
Owners	5,271	43.4%	12,925	45.1%	17,283	46.8%
Renters	6,869	56.6%	15,710	54.9%	19,625	53.2%
Components of Change						
Births	245	0.8%	655	0.9%	885	0.9%
Deaths	319	1.1%	761	1.1%	1,001	1.0%
Migration	15	0.0%	44	0.1%	-373	-0.4%
Employment (Pop 16+)	26,176		60,867		81,448	
Armed Services	4,200	16.0%	4,907	8.1%	5,466	6.7%
Civilian	17,718	67.7%	38,674	63.5%	51,044	62.7%
Employed	15,592	59.6%	34,683	57.0%	45,344	55.7%
Unemployed	2,126	8.1%	3,991	6.6%	5,700	7.0%
Not in Labor Force	8,458	32.3%	22,193	36.5%	30,404	37.3%
Employed Population	15,592		34,683		45,344	
White Collar	11,420	73.2%	23,695	68.3%	30,875	68.1%
Blue Collar	4,172	26.8%	10,988	31.7%	14,470	31.9%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: Downtown Pacific Grove

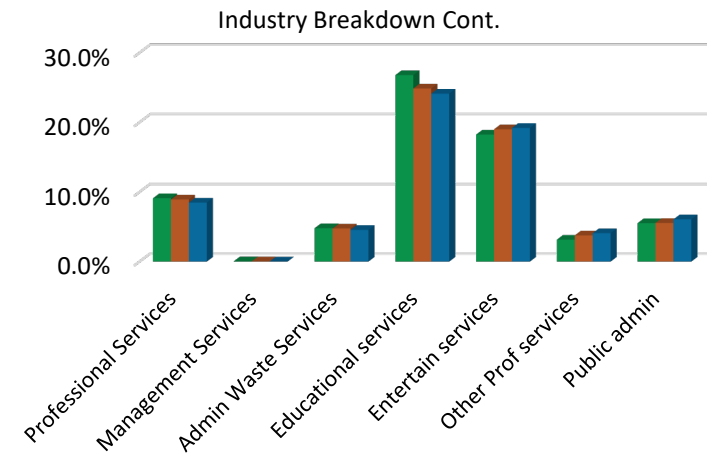
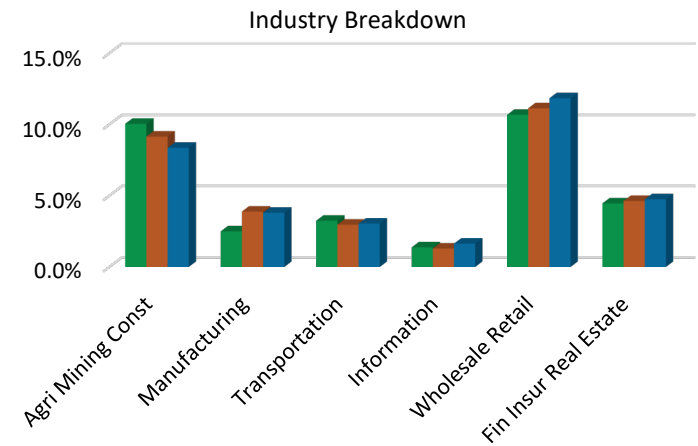
Date Report Created: 10/13/2023

INSIGHT

MARKET ANALYTICS

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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	15,592		34,683		45,344	
White Collar	11,420	73.2%	23,695	68.3%	30,875	68.1%
Managerial executive	3,052	19.6%	6,255	18.0%	8,164	18.0%
Prof specialty	5,066	32.5%	10,270	29.6%	12,913	28.5%
Healthcare support	287	1.8%	907	2.6%	1,237	2.7%
Sales	1,457	9.3%	3,158	9.1%	4,370	9.6%
Office Admin	1,558	10.0%	3,104	9.0%	4,191	9.2%
Blue Collar	4,172	26.8%	10,988	31.7%	14,470	31.9%
Protective	207	1.3%	595	1.7%	772	1.7%
Food Prep Serving	1,271	8.2%	3,169	9.1%	4,097	9.0%
Bldg Maint/Cleaning	438	2.8%	1,583	4.6%	2,242	4.9%
Personal Care	420	2.7%	1,132	3.3%	1,442	3.2%
Farming/Fishing/Forestry	93	0.6%	370	1.1%	401	0.9%
Construction	942	6.0%	2,162	6.2%	2,778	6.1%
Production Transp	800	5.1%	1,977	5.7%	2,739	6.0%
Employment By Industry	15,592		34,683		45,344	
Agri Mining Const	1,567	10.0%	3,174	9.2%	3,793	8.4%
Manufacturing	390	2.5%	1,348	3.9%	1,725	3.8%
Transportation	506	3.2%	1,030	3.0%	1,379	3.0%
Information	215	1.4%	449	1.3%	743	1.6%
Wholesale Retail	1,665	10.7%	3,863	11.1%	5,369	11.8%
Fin Insur Real Estate	695	4.5%	1,607	4.6%	2,156	4.8%
Professional Services	1,420	9.1%	3,096	8.9%	3,844	8.5%
Management Services	9	0.1%	14	0.0%	14	0.0%
Admin Waste Services	749	4.8%	1,651	4.8%	2,068	4.6%
Educational services	4,177	26.8%	8,625	24.9%	10,939	24.1%
Entertain services	2,845	18.2%	6,593	19.0%	8,706	19.2%
Other Prof services	492	3.2%	1,306	3.8%	1,853	4.1%
Public admin	862	5.5%	1,926	5.6%	2,755	6.1%



Employment Profile

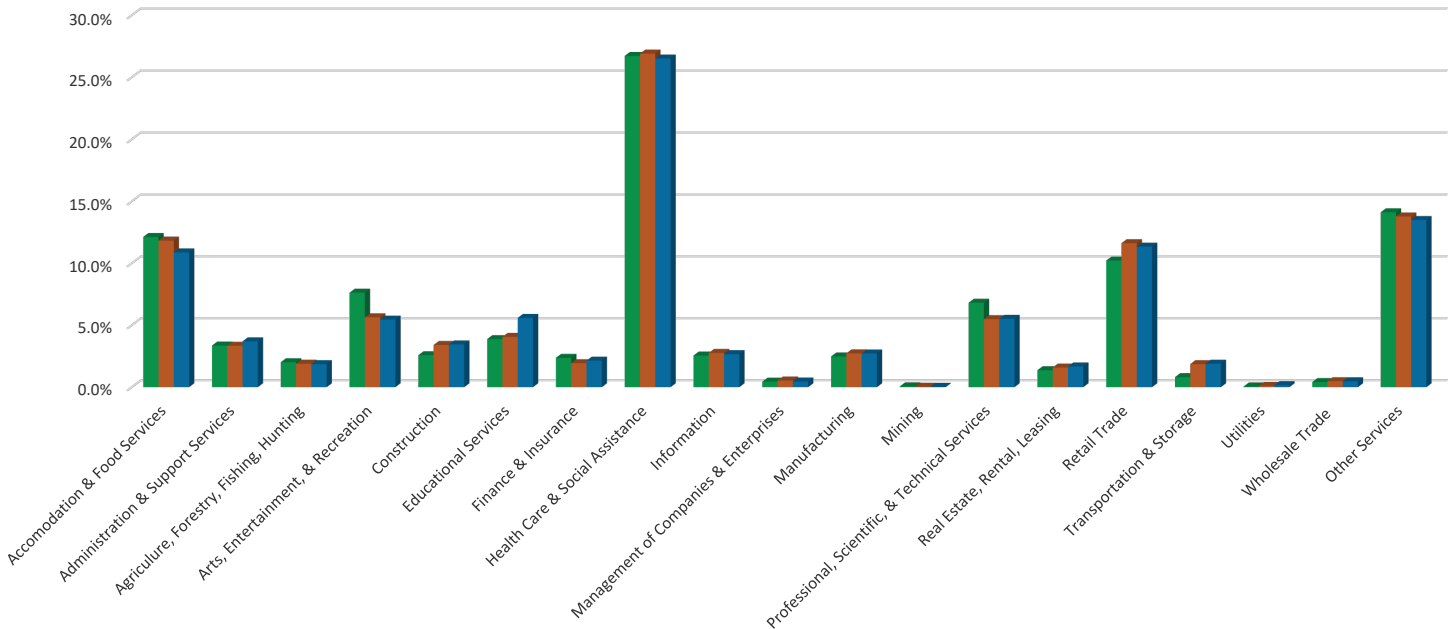
Site: Downtown Pacific Grove

Date Report Created: 10/13/2023

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	43,022		115,787		148,290	
Student Population	6,201		30,227		41,974	
Median Employee Salary	53,309		54,241		54,680	
Average Employee Salary	64,841		64,949		65,339	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	508	2.1%	1,306	2.4%	1,512	2.4%
15,000 to 30,000 CrYr	246	1.0%	484	0.9%	601	0.9%
30,000 to 45,000 CrYr	8,151	33.3%	17,285	32.0%	19,927	31.3%
45,000 to 60,000 CrYr	5,260	21.5%	12,198	22.6%	14,431	22.7%
60,000 to 75,000 CrYr	2,783	11.4%	6,292	11.6%	7,575	11.9%
75,000 to 90,000 CrYr	2,737	11.2%	6,192	11.4%	7,308	11.5%
90,000 to 100,000 CrYr	600	2.5%	1,334	2.5%	1,613	2.5%
Over 100,000 CrYr	4,175	17.1%	8,992	16.6%	10,638	16.7%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,169	100%	24,460	100%	4,524	100%	54,083	100%	5,424	100%	63,608	100%
Accommodation & Food Services	202	9.3%	2,965	12.1%	386	8.5%	6,396	11.8%	421	7.8%	6,917	10.9%
Administration & Support Services	61	2.8%	821	3.4%	134	3.0%	1,807	3.3%	177	3.3%	2,354	3.7%
Agriculture, Forestry, Fishing, Hunting	14	0.6%	493	2.0%	25	0.6%	1,024	1.9%	31	0.6%	1,183	1.9%
Arts, Entertainment, & Recreation	93	4.3%	1,865	7.6%	157	3.5%	3,053	5.6%	185	3.4%	3,468	5.5%
Construction	80	3.7%	631	2.6%	246	5.4%	1,844	3.4%	296	5.5%	2,192	3.4%
Educational Services	54	2.5%	949	3.9%	102	2.2%	2,195	4.1%	132	2.4%	3,557	5.6%
Finance & Insurance	118	5.4%	578	2.4%	226	5.0%	1,047	1.9%	326	6.0%	1,362	2.1%
Health Care & Social Assistance	480	22.1%	6,536	26.7%	1,049	23.2%	14,550	26.9%	1,255	23.1%	16,862	26.5%
Information	43	2.0%	624	2.6%	95	2.1%	1,495	2.8%	110	2.0%	1,696	2.7%
Management of Companies & Enterprises	3	0.1%	109	0.4%	8	0.2%	289	0.5%	8	0.1%	289	0.5%
Manufacturing	58	2.7%	606	2.5%	127	2.8%	1,475	2.7%	150	2.8%	1,730	2.7%
Mining	1	0.0%	16	0.1%	2	0.0%	20	0.0%	2	0.0%	20	0.0%
Professional, Scientific, & Technical Services	277	12.8%	1,667	6.8%	507	11.2%	2,970	5.5%	611	11.3%	3,510	5.5%
Real Estate, Rental, Leasing	87	4.0%	334	1.4%	182	4.0%	855	1.6%	232	4.3%	1,061	1.7%
Retail Trade	288	13.3%	2,499	10.2%	579	12.8%	6,286	11.6%	670	12.4%	7,213	11.3%
Transportation & Storage	16	0.8%	198	0.8%	51	1.1%	1,007	1.9%	59	1.1%	1,206	1.9%
Utilities	1	0.0%	14	0.1%	2	0.0%	57	0.1%	3	0.1%	104	0.2%
Wholesale Trade	14	0.6%	102	0.4%	43	1.0%	261	0.5%	51	0.9%	301	0.5%
Other Services	280	12.9%	3,452	14.1%	602	13.3%	7,451	13.8%	705	13.0%	8,581	13.5%

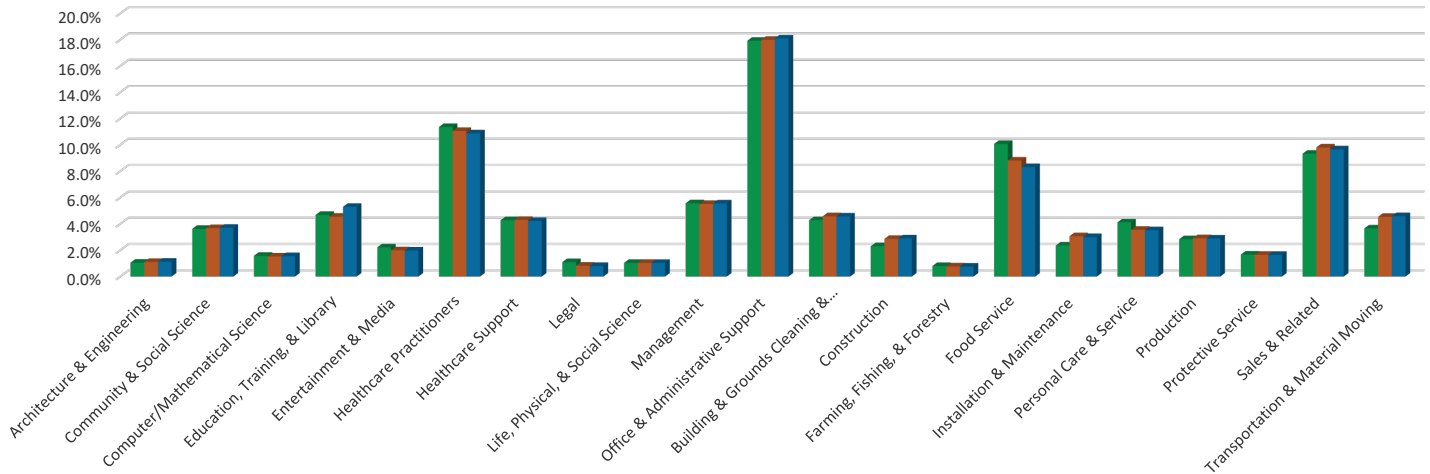
Employment Profile

Site: Downtown Pacific Grove

Date Report Created: 10/13/2023

	5 Min Drive		10 Min Drive		15 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	14,079	57.6%	30,580	56.5%	36,416	57.3%
Architecture & Engineering	257	1.1%	601	1.1%	716	1.1%
Community & Social Science	885	3.6%	1,987	3.7%	2,356	3.7%
Computer/Mathematical Science	385	1.6%	823	1.5%	984	1.5%
Education, Training, & Library	1,144	4.7%	2,457	4.5%	3,366	5.3%
Entertainment & Media	542	2.2%	1,076	2.0%	1,258	2.0%
Healthcare Practitioners	2,778	11.4%	5,980	11.1%	6,916	10.9%
Healthcare Support	1,047	4.3%	2,326	4.3%	2,686	4.2%
Legal	267	1.1%	443	0.8%	509	0.8%
Life, Physical, & Social Science	252	1.0%	561	1.0%	659	1.0%
Management	1,361	5.6%	2,981	5.5%	3,529	5.5%
Office & Administrative Support	4,382	17.9%	9,727	18.0%	11,511	18.1%
Blue Collar	10,125	41.4%	22,987	42.5%	26,597	41.8%
Building & Grounds Cleaning & Maintenance	1,047	4.3%	2,474	4.6%	2,900	4.6%
Construction	564	2.3%	1,546	2.9%	1,841	2.9%
Farming, Fishing, & Forestry	195	0.8%	415	0.8%	480	0.8%
Food Service	2,463	10.1%	4,763	8.8%	5,287	8.3%
Installation & Maintenance	576	2.4%	1,654	3.1%	1,909	3.0%
Personal Care & Service	1,006	4.1%	1,919	3.5%	2,236	3.5%
Production	693	2.8%	1,572	2.9%	1,837	2.9%
Protective Service	408	1.7%	892	1.6%	1,047	1.6%
Sales & Related	2,281	9.3%	5,301	9.8%	6,143	9.7%
Transportation & Material Moving	893	3.7%	2,450	4.5%	2,917	4.6%
Military Services	255	1.0%	515	1.0%	594	0.9%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	24,460	54,083	63,608
2023 Q1	22,254	49,188	57,949
2022 Q4	23,662	52,231	61,700
2022 Q3	26,968	59,314	69,046
2022 Q2	26,275	58,034	68,173
2022 Q1	22,510	49,803	58,710
2021 Q4	24,277	53,586	63,114
2021 Q3	25,925	56,973	66,357
2021 Q2	24,978	55,168	64,885

Consumer Demand & Market Supply Assessment

Site: Downtown Pacific Grove

Date Report Created: 10/13/2023

Demographics

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

5 Min Drive	10 Min Drive	15 Min Drive
29,783	71,243	95,868
29,726	71,686	96,457
25,519	66,192	88,135
4,264	5,052	7,733
12,140	28,634	36,908
12,114	28,830	37,127
2,169	4,524	5,424
24,460	54,083	63,608
\$89,128	\$85,215	\$86,705

By Establishments

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

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
	\$4,556,887	\$11,499	(\$4,545,388)	-100%	\$11,642,887	\$6,168,444	(\$5,474,443)	-47%	\$15,357,781	\$6,168,444	(\$9,189,337)	-60%
	\$109,338,794	\$31,488,897	(\$77,849,897)	-71%	\$285,522,358	\$323,392,009	\$37,869,651	13%	\$381,596,615	\$323,392,009	(\$58,204,606)	-15%
	\$11,519,682	\$4,813,339	(\$6,706,344)	-58%	\$26,302,509	\$12,383,569	(\$13,918,940)	-53%	\$32,995,475	\$15,264,215	(\$17,731,260)	-54%
	\$3,384,238	\$1,735,834	(\$1,648,404)	-49%	\$8,825,886	\$3,152,626	(\$5,673,260)	-64%	\$11,731,643	\$3,460,506	(\$8,271,138)	-71%
	\$146,881,720	\$79,662,720	(\$67,219,000)	-46%	\$362,434,292	\$120,167,495	(\$242,266,797)	-67%	\$470,906,440	\$161,252,423	(\$309,654,018)	-66%
	\$9,250,325	\$5,153,165	(\$4,097,160)	-44%	\$24,368,468	\$15,085,424	(\$9,283,044)	-38%	\$32,495,726	\$15,177,301	(\$17,318,425)	-53%
	\$62,716,719	\$40,578,633	(\$22,138,086)	-35%	\$163,226,571	\$139,198,700	(\$24,027,871)	-15%	\$216,921,355	\$140,306,555	(\$76,614,800)	-35%
	\$33,862,973	\$24,496,383	(\$9,366,590)	-28%	\$88,684,086	\$76,837,849	(\$11,846,237)	-13%	\$118,294,923	\$96,687,543	(\$21,607,380)	-18%
	\$5,424,704	\$4,878,904	(\$545,799)	-10%	\$14,198,225	\$9,565,261	(\$4,632,964)	-33%	\$18,936,538	\$12,896,392	(\$6,040,145)	-32%
	\$7,549,950	\$7,478,681	(\$71,269)	-1%	\$19,703,774	\$12,528,854	(\$7,174,920)	-36%	\$26,316,895	\$13,189,360	(\$13,127,535)	-50%
	\$6,608,863	\$7,903,098	\$1,294,235	20%	\$17,226,227	\$16,160,627	(\$1,065,600)	-6%	\$22,994,762	\$16,160,627	(\$6,834,135)	-30%
	\$4,195,777	\$5,243,160	\$1,047,384	25%	\$8,564,638	\$12,502,342	\$3,937,704	46%	\$10,098,865	\$12,914,767	\$2,815,902	28%
	\$7,282,110	\$10,481,074	\$3,198,963	44%	\$19,046,467	\$23,156,580	\$4,110,113	22%	\$25,404,397	\$27,757,143	\$2,352,746	9%
	\$59,977,532	\$87,259,651	\$27,282,118	45%	\$156,414,014	\$170,661,468	\$14,247,454	9%	\$208,038,192	\$191,438,801	(\$16,599,391)	-8%
	\$5,325,069	\$7,833,146	\$2,508,077	47%	\$13,780,314	\$13,620,563	(\$159,751)	-1%	\$18,306,810	\$15,539,589	(\$2,767,221)	-15%
	\$3,806,174	\$5,792,592	\$1,986,418	52%	\$9,901,455	\$13,271,620	\$3,370,165	34%	\$13,212,849	\$14,084,020	\$871,171	7%
	\$9,500,257	\$15,546,980	\$6,046,723	64%	\$24,812,629	\$36,775,900	\$11,963,271	48%	\$33,110,298	\$43,919,744	\$10,809,446	33%
	\$1,419,563	\$2,453,129	\$1,033,565	73%	\$3,671,190	\$4,964,068	\$1,292,878	35%	\$4,870,254	\$5,515,358	\$645,104	13%
	\$10,186,514	\$17,644,521	\$7,458,007	73%	\$26,577,030	\$69,004,570	\$42,427,540	160%	\$35,388,652	\$74,196,233	\$38,807,581	110%
	\$22,061,174	\$38,859,067	\$16,797,893	76%	\$57,629,211	\$80,973,240	\$23,344,029	41%	\$76,866,334	\$106,086,622	\$29,220,288	38%
	\$46,496,635	\$86,155,563	\$39,658,929	85%	\$104,076,936	\$145,618,958	\$41,542,022	40%	\$129,290,965	\$162,557,499	\$33,266,535	26%
	\$939,233	\$1,989,519	\$1,050,285	112%	\$2,443,735	\$3,805,898	\$1,362,163	56%	\$3,260,665	\$4,527,322	\$1,266,657	39%
	\$54,539,004	\$117,939,444	\$63,400,439	116%	\$116,909,771	\$188,696,412	\$71,786,641	61%	\$141,855,222	\$211,204,424	\$69,349,202	49%
	\$2,840,646	\$6,700,875	\$3,860,229	136%	\$7,050,544	\$11,409,452	\$4,358,908	62%	\$9,198,700	\$12,855,397	\$3,656,697	40%
	\$3,208,617	\$7,912,446	\$4,703,829	147%	\$8,383,404	\$16,801,733	\$8,418,328	100%	\$11,177,487	\$19,273,148	\$8,095,661	72%
	\$29,577,566	\$78,316,209	\$48,738,643	165%	\$77,817,444	\$156,470,243	\$78,652,798	101%	\$103,670,484	\$174,882,982	\$71,212,497	69%
	\$45,746,985	\$140,954,013	\$95,207,028	208%	\$119,892,550	\$227,490,221	\$107,597,672	90%	\$159,736,629	\$253,505,546	\$93,768,917	59%
	\$3,153,789	\$12,498,460	\$9,344,671	296%	\$8,214,053	\$17,947,311	\$9,733,258	118%	\$10,951,528	\$20,774,929	\$9,823,401	90%
	\$7,994,548	\$31,783,211	\$23,788,664	298%	\$17,881,438	\$70,959,223	\$53,077,785	297%	\$22,205,110	\$74,820,693	\$52,615,583	237%
	\$1,835,446	\$10,852,789	\$9,017,343	491%	\$4,790,826	\$12,543,974	\$7,753,148	162%	\$6,389,774	\$14,255,530	\$7,865,756	123%
	\$3,303,337	\$23,674,593	\$20,371,255	617%	\$8,607,092	\$38,960,944	\$30,353,852	353%	\$11,443,921	\$41,981,148	\$30,537,227	267%
Consumer Demand/Market Supply Index	\$724,484,833	\$918,091,595	79		\$1,818,600,025	\$2,050,275,578	89		\$2,383,025,287	\$2,286,046,268	104	



Consumer Demand & Market Supply Assessment

Site: Downtown Pacific Grove

Date Report Created: 10/13/2023

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$43,920,794	\$7,428,299	(\$36,492,495)	-83%	\$87,724,970	\$12,573,832	(\$75,151,138)	-86%	\$101,958,988	\$16,319,126	(\$85,639,862)	-84%
Autos/Cars/Vans/Trucks/Motorcycles	\$96,642,137	\$31,721,261	(\$64,920,875)	-67%	\$252,295,193	\$286,668,915	\$34,373,722	14%	\$337,311,300	\$287,169,187	(\$50,142,113)	-15%
Automotive Tires/Tubes/Batteries/Parts	\$19,544,288	\$9,577,615	(\$9,966,674)	-51%	\$51,533,685	\$35,328,070	(\$16,205,616)	-31%	\$68,718,397	\$36,831,133	(\$31,887,264)	-46%
Major Household Appliances	\$2,549,523	\$1,433,056	(\$1,116,467)	-44%	\$6,536,869	\$3,938,052	(\$2,598,817)	-40%	\$8,742,716	\$4,768,855	(\$3,973,861)	-45%
Automotive Lubricants (incl Oil, Greases)	\$2,549,523	\$1,433,056	(\$1,116,467)	-44%	\$6,536,869	\$3,938,052	(\$2,598,817)	-40%	\$8,742,716	\$4,768,855	(\$3,973,861)	-45%
Retailer Services	\$19,609,242	\$13,721,949	(\$5,887,293)	-30%	\$51,007,303	\$49,718,849	(\$1,288,454)	-3%	\$68,050,235	\$52,968,473	(\$15,081,762)	-22%
Audio Equipment/Musical Instruments	\$4,084,510	\$2,896,352	(\$1,188,158)	-29%	\$10,702,731	\$5,602,028	(\$5,100,703)	-48%	\$14,279,951	\$6,887,414	(\$7,392,537)	-52%
Furniture/Sleep/Outdoor/Patio Furniture	\$19,530,683	\$14,673,454	(\$4,857,229)	-25%	\$50,919,409	\$30,464,341	(\$20,455,067)	-40%	\$67,981,891	\$34,400,088	(\$33,581,803)	-49%
Televisions/VCR/Video Cameras/DVD etc	\$3,782,673	\$2,920,882	(\$861,791)	-23%	\$9,958,639	\$7,036,706	(\$2,921,933)	-29%	\$13,311,944	\$8,224,187	(\$5,087,757)	-38%
Photographic Equipment/Supplies	\$589,479	\$464,407	(\$125,072)	-21%	\$1,558,978	\$1,086,689	(\$472,289)	-30%	\$2,077,443	\$1,289,000	(\$788,443)	-38%
Dimensional Lumber/Other Building Materials	\$13,675,311	\$10,821,308	(\$2,854,003)	-21%	\$35,831,021	\$33,711,069	(\$2,119,952)	-6%	\$47,789,019	\$42,392,566	(\$5,396,453)	-11%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,423,785	\$1,977,778	(\$446,007)	-18%	\$6,375,790	\$6,190,803	(\$184,987)	-3%	\$8,510,991	\$7,745,268	(\$765,723)	-9%
Hardware/Tools/Plumbing/Electrical Supplies	\$9,661,630	\$7,956,542	(\$1,705,088)	-18%	\$25,405,944	\$23,260,796	(\$2,145,147)	-8%	\$33,878,826	\$28,819,077	(\$5,059,750)	-15%
Small Electric Appliances	\$1,609,698	\$1,451,405	(\$158,293)	-10%	\$4,167,674	\$3,272,720	(\$894,955)	-21%	\$5,554,018	\$3,838,049	(\$1,715,969)	-31%
Floor/Floor Coverings	\$4,682,163	\$4,546,716	(\$135,447)	-3%	\$12,319,246	\$10,108,406	(\$2,210,841)	-18%	\$16,420,717	\$12,814,798	(\$3,605,919)	-22%
Kitchenware/Home Furnishings	\$8,266,264	\$8,894,450	\$628,186	8%	\$21,697,554	\$17,910,983	(\$3,786,571)	-17%	\$28,941,105	\$21,751,126	(\$7,189,980)	-25%
Lawn/Garden/Farm Equipment/Supplies	\$10,599,680	\$12,204,816	\$1,605,136	15%	\$27,565,963	\$27,875,251	\$309,288	1%	\$36,782,099	\$32,063,175	(\$4,718,924)	-13%
Pets/Pet Foods/Pet Supplies	\$5,841,023	\$6,783,940	\$942,917	16%	\$15,133,082	\$16,483,241	\$1,350,160	9%	\$20,234,032	\$19,196,948	(\$1,037,084)	-5%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$85,840,252	\$99,894,733	\$14,054,480	16%	\$226,055,540	\$199,989,945	(\$26,065,595)	-12%	\$301,152,284	\$229,598,477	(\$71,553,807)	-24%
All Other Merchandise	\$28,036,999	\$33,460,628	\$5,423,630	19%	\$73,256,979	\$59,620,979	(\$13,635,999)	-19%	\$97,745,791	\$71,027,233	(\$26,718,558)	-27%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,066,360	\$3,706,160	\$639,800	21%	\$7,908,139	\$8,480,527	\$572,388	7%	\$10,552,497	\$10,012,162	(\$540,335)	-5%
Alcoholic Drinks Served at the Establishment	\$31,002,292	\$40,240,033	\$9,237,740	30%	\$62,828,210	\$68,636,100	\$5,807,891	9%	\$73,757,238	\$75,750,196	\$1,992,957	3%
Groceries/Other Food Items (Off Premises)	\$92,842,405	\$126,175,356	\$33,332,951	36%	\$243,280,467	\$271,928,840	\$28,648,373	12%	\$324,188,928	\$295,969,344	(\$28,219,584)	-9%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,431,130	\$9,085,576	\$2,654,446	41%	\$16,813,783	\$18,900,112	\$2,086,329	12%	\$22,428,995	\$22,832,873	\$403,878	2%
Packaged Liquor/Wine/Beer	\$11,647,849	\$16,533,359	\$4,885,509	42%	\$30,327,455	\$31,636,719	\$1,309,264	4%	\$40,425,839	\$35,553,967	(\$4,871,871)	-12%
Soaps/Detergents/Household Cleaners	\$2,729,683	\$3,888,009	\$1,158,326	42%	\$7,166,270	\$10,197,369	\$3,031,099	42%	\$9,540,443	\$11,147,585	\$1,607,142	17%
Womens/Juniors/Misses Wear	\$21,807,212	\$31,866,608	\$10,059,396	46%	\$56,868,165	\$69,021,794	\$12,153,629	21%	\$75,853,592	\$86,724,860	\$10,871,269	14%
Books/Periodicals	\$2,350,482	\$3,460,240	\$1,109,758	47%	\$6,180,519	\$6,306,536	\$126,017	2%	\$8,254,386	\$7,364,841	(\$889,545)	-11%
Sewing/Knitting Materials/Supplies	\$331,489	\$494,673	\$163,185	49%	\$862,376	\$1,135,988	\$273,612	32%	\$1,147,948	\$1,335,072	\$187,124	16%
Paper/Related Products	\$2,362,496	\$3,597,381	\$1,234,884	52%	\$6,215,977	\$9,475,280	\$3,259,302	52%	\$8,284,109	\$10,128,705	\$1,844,595	22%
Toys/Hobby Goods/Games	\$3,339,928	\$5,117,495	\$1,777,567	53%	\$8,782,636	\$11,350,487	\$2,567,851	29%	\$11,720,875	\$13,352,477	\$1,631,602	14%
Footwear, including Accessories	\$8,938,689	\$13,806,557	\$4,867,868	54%	\$23,355,372	\$29,474,135	\$6,118,763	26%	\$31,138,911	\$35,116,789	\$3,977,878	13%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,172,888	\$1,892,622	\$719,735	61%	\$3,088,238	\$3,483,058	\$394,821	13%	\$4,111,047	\$3,857,034	(\$254,013)	-6%
Mens Wear	\$8,493,336	\$13,727,435	\$5,234,099	62%	\$22,193,978	\$30,334,550	\$8,140,573	37%	\$29,582,285	\$37,445,423	\$7,863,137	27%
Cigars/Cigarettes/Tobacco/Accessories	\$6,785,273	\$13,679,318	\$6,894,045	102%	\$18,013,329	\$28,172,339	\$10,159,010	56%	\$23,955,386	\$31,504,862	\$7,549,475	32%
Childrens Wear/Infants/Toddlers Clothing	\$3,147,507	\$6,715,930	\$3,568,423	113%	\$8,276,712	\$16,055,304	\$7,778,591	94%	\$11,065,131	\$19,469,868	\$8,404,737	76%
Meats/Nonalcoholic Beverages	\$87,743,667	\$203,488,281	\$115,744,614	132%	\$196,689,388	\$355,981,150	\$159,291,761	81%	\$244,531,723	\$393,098,555	\$148,566,832	61%
Jewelry (including Watches)	\$5,371,574	\$14,912,702	\$9,541,129	178%	\$13,982,993	\$23,582,575	\$9,599,582	69%	\$18,640,689	\$27,800,632	\$9,159,942	49%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,342,130	\$3,861,609	\$2,519,479	188%	\$3,486,264	\$8,153,348	\$4,667,084	134%	\$4,649,346	\$9,108,656	\$4,459,310	96%
Automotive Fuels	\$41,694,584	\$127,896,632	\$86,202,048	207%	\$109,607,039	\$213,971,708	\$104,364,669	95%	\$146,252,275	\$237,109,840	\$90,857,565	62%



Consumer Demand & Market Supply Assessment

Site: Downtown Pacific Grove

Date Report Created: 10/13/2023

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

Household Segmentation Profile

Site: Downtown Pacific Grove

INSIGHT
MARKET ANALYTICS

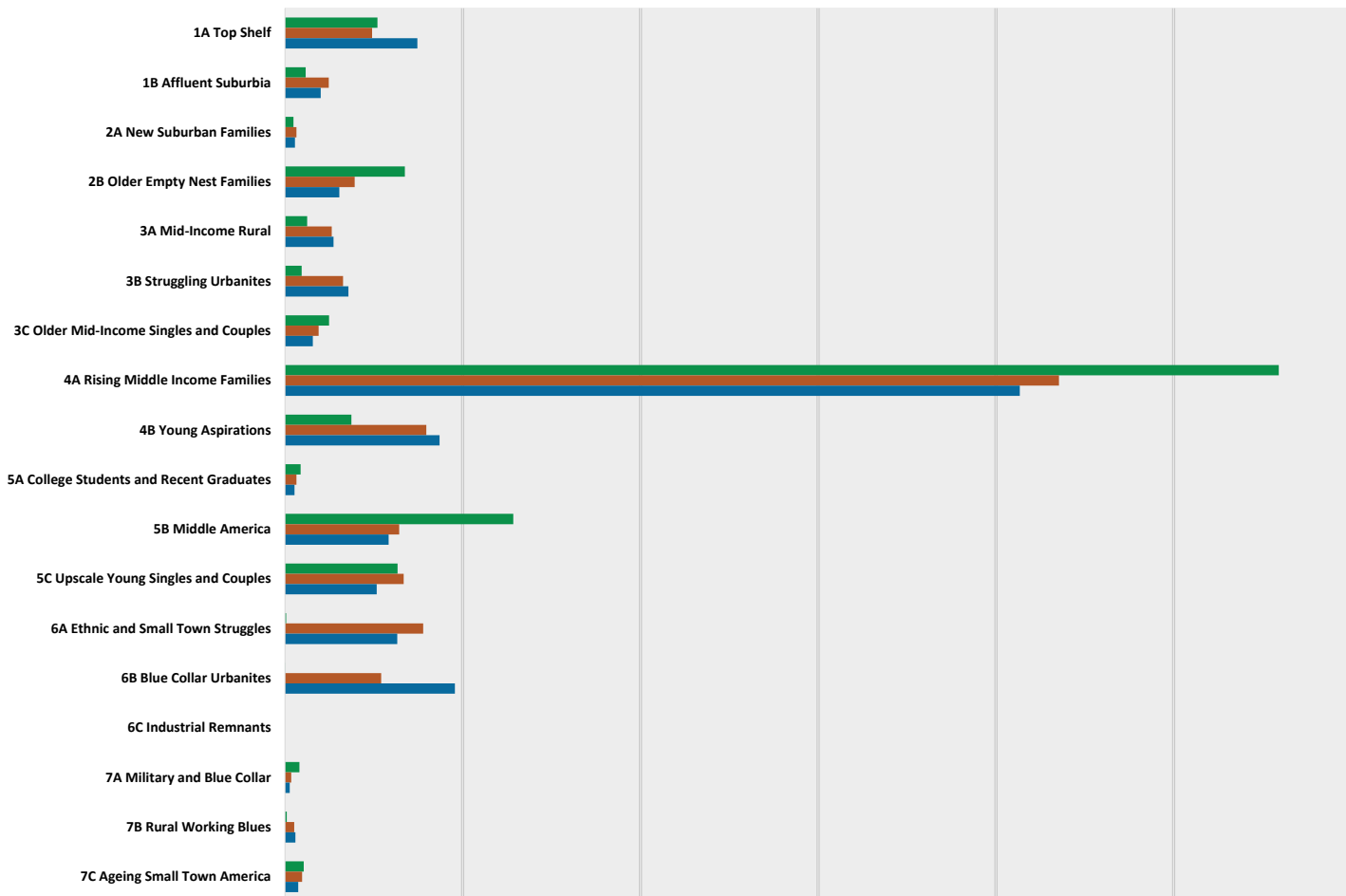
Hdl ECON Solutions

Date: 10/13/2023



Household Lifestage Group Comparison

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



Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	6,418	51.1%	9,177	31.3%	10,809	28.5%
2	39 Second City Beginnings	5B Middle America	1,484	11.8%	1,548	5.3%	1,548	4.1%
3	15 Comfortable Retirement	2B Older Empty Nest Families	752	6.0%	967	3.3%	975	2.6%
4	02 Peak Performers	1A Top Shelf	580	4.6%	1,225	4.2%	2,333	6.2%
5	08 Living the Dream	4A Rising Middle Income Families	524	4.2%	2,837	9.7%	3,314	8.7%
6	25 Hipsters and Geeks	5C Upscale Young Singles and Couples	410	3.3%	410	1.4%	410	1.1%
7	27 Young Coastal Technocrats	5C Upscale Young Singles and Couples	385	3.1%	1,547	5.3%	1,547	4.1%
8	49 Retirement	3C Older Mid-Income Singles and Couples	264	2.1%	507	1.7%	549	1.4%
9	40 Beltway Commuters	4B Young Aspirations	259	2.1%	1,302	4.4%	1,309	3.5%
10	14 American Playgrounds	4B Young Aspirations	210	1.7%	753	2.6%	1,551	4.1%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from the originals.



Household Segmentation Profile

Date: 10/13/2023

TOTAL HOUSEHOLDS		12,550	100%	29,294	100%	37,914	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
1A Top Shelf		653	5.2%	1,437	4.9%	2,823	7.4%
	01 One Percenters	73	0.6%	212	0.7%	490	1.3%
	02 Peak Performers	580	4.6%	1,225	4.2%	2,333	6.2%
	03 Second City Achievers	0	0.0%	0	0.0%	0	0.0%
1B Affluent Suburbia		146	1.2%	720	2.5%	761	2.0%
	04 Young Success	24	0.2%	384	1.3%	384	1.0%
	05 Affluent Parents	73	0.6%	241	0.8%	241	0.6%
	06 Best of Both Worlds	49	0.4%	95	0.3%	136	0.4%
	09 Successful Urban Commuters	0	0.0%	0	0.0%	0	0.0%
2A New Suburban Families		60	0.5%	190	0.6%	214	0.6%
	17 New American Dreams	0	0.0%	0	0.0%	0	0.0%
	21 New Suburban Style	6	0.0%	51	0.2%	51	0.1%
	34 Midwestern Comforts	0	0.0%	36	0.1%	59	0.2%
	42 Rising Fortunes	54	0.4%	103	0.4%	104	0.3%
2B Older Empty Nest Families		846	6.7%	1,149	3.9%	1,160	3.1%
	12 Mainstream Established Suburb	35	0.3%	49	0.2%	49	0.1%
	15 Comfortable Retirement	752	6.0%	967	3.3%	975	2.6%
	18 Small Town Middle Managers	0	0.0%	0	0.0%	0	0.0%
	33 Noreasters	44	0.4%	118	0.4%	121	0.3%
	41 All-American	15	0.1%	15	0.1%	15	0.0%
3A Mid-Income Rural		157	1.2%	770	2.6%	1,035	2.7%
	13 Cowboy Country	113	0.9%	675	2.3%	934	2.5%
	16 Spacious Suburbs	44	0.4%	95	0.3%	100	0.3%
	20 Strong Individualists	0	0.0%	0	0.0%	0	0.0%
	51 Low Cost Rural	0	0.0%	0	0.0%	0	0.0%
3B Struggling Urbanites		118	0.9%	958	3.3%	1,353	3.6%
	38 Middle America	0	0.0%	0	0.0%	0	0.0%
	44 Pacific Second City	69	0.5%	640	2.2%	720	1.9%
	45 Northern Perseverance	20	0.2%	20	0.1%	20	0.1%
	58 Urban Crowd	29	0.2%	299	1.0%	613	1.6%
3C Older Mid-Income Singles and Couples		311	2.5%	554	1.9%	596	1.6%
	46 Individual Singles	47	0.4%	47	0.2%	47	0.1%
	49 Retirement	264	2.1%	507	1.7%	549	1.4%
4A Rising Middle Income Families		7,017	55.9%	12,756	43.5%	15,675	41.3%
	07 Upscale Diversity	6	0.0%	78	0.3%	118	0.3%
	08 Living the Dream	524	4.2%	2,837	9.7%	3,314	8.7%
	10 Emerging Leaders	6,418	51.1%	9,177	31.3%	10,809	28.5%
	11 West Coast Affluence	69	0.5%	665	2.3%	1,434	3.8%
4B Young Aspirations		469	3.7%	2,329	8.0%	3,298	8.7%
	14 American Playgrounds	210	1.7%	753	2.6%	1,551	4.1%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	0	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	10	0.0%	26	0.1%
	35 Generational Dreams	0	0.0%	265	0.9%	412	1.1%
	40 Beltway Commuters	259	2.1%	1,302	4.4%	1,309	3.5%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from originals.



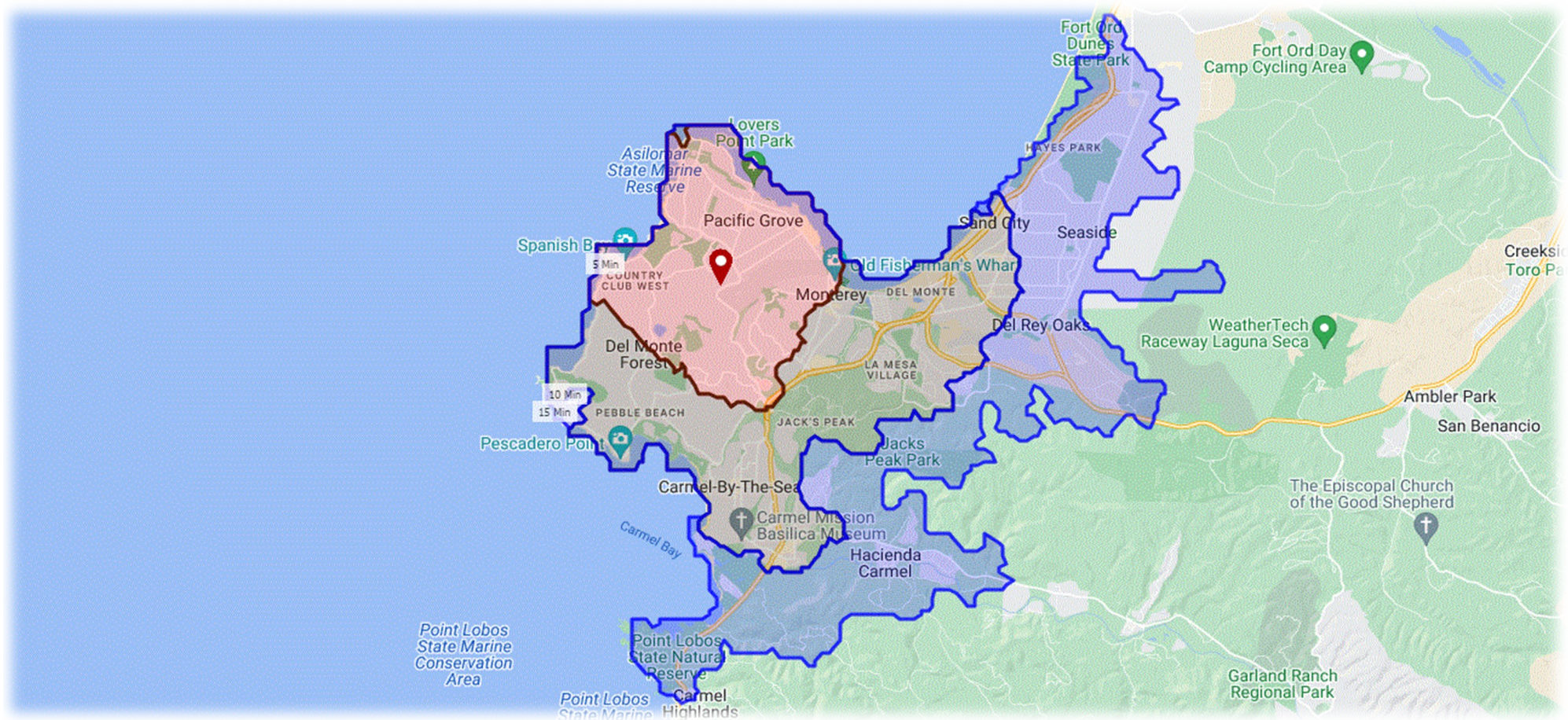
Household Segmentation Profile

Date: 10/13/2023

TOTAL HOUSEHOLDS		12,550	100%	29,294	100%	37,914	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
5A College Students and Recent Graduates		110	0.9%	190	0.6%	205	0.5%
	57 College Towns	6	0.0%	6	0.0%	21	0.1%
	67 Starting Out	104	0.8%	184	0.6%	184	0.5%
5B Middle America		1,612	12.8%	1,882	6.4%	2,210	5.8%
	26 High Density Diversity	0	0.0%	150	0.5%	332	0.9%
	36 Olde New England	128	1.0%	170	0.6%	182	0.5%
	39 Second City Beginnings	1,484	11.8%	1,548	5.3%	1,548	4.1%
	43 Classic Interstate Suburbia	0	0.0%	15	0.0%	148	0.4%
5C Upscale Young Singles and Couples		795	6.3%	1,957	6.7%	1,957	5.2%
	25 Hipsters and Geeks	410	3.3%	410	1.4%	410	1.1%
	27 Young Coastal Technocrats	385	3.1%	1,547	5.3%	1,547	4.1%
6A Ethnic and Small Town Struggles		8	0.1%	2,279	7.8%	2,395	6.3%
	31 Latino Workforce	0	0.0%	1,893	6.5%	1,893	5.0%
	59 Hardworking Latino Families	0	0.0%	371	1.3%	413	1.1%
	60 Immigrant	0	0.0%	0	0.0%	0	0.0%
	64 Southern Cities	0	0.0%	0	0.0%	7	0.0%
	65 Small Towns	8	0.1%	14	0.0%	82	0.2%
6B Blue Collar Urbanites		1	0.0%	1,585	5.4%	3,625	9.6%
	28 Coastal Diversity	1	0.0%	1,585	5.4%	3,625	9.6%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Apartment Dwellers	0	0.0%	0	0.0%	0	0.0%
6C Industrial Remnants		0	0.0%	0	0.0%	0	0.0%
	63 Southern Small Towns	0	0.0%	0	0.0%	0	0.0%
	66 Metropolitan Blue Collar	0	0.0%	0	0.0%	0	0.0%
	68 Rust Belt	0	0.0%	0	0.0%	0	0.0%
7A Military and Blue Collar		102	0.8%	102	0.3%	102	0.3%
	61 Communal Living	102	0.8%	102	0.3%	102	0.3%
	62 Blue Collar Diversity	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		13	0.1%	153	0.5%	223	0.6%
	24 Remote Latino Neighborhoods	0	0.0%	106	0.4%	156	0.4%
	29 Metropolitan	0	0.0%	0	0.0%	0	0.0%
	47 Simply Southern	0	0.0%	1	0.0%	1	0.0%
	48 Tex-Mex	13	0.1%	45	0.2%	66	0.2%
	53 Classic Southerners	0	0.0%	0	0.0%	0	0.0%
	56 Blue Collar	0	0.0%	0	0.0%	0	0.0%
7C Ageing Small Town America		133	1.1%	283	1.0%	283	0.7%
	23 Long-Lasting Heartland	0	0.0%	0	0.0%	0	0.0%
	37 Industrial Town	0	0.0%	0	0.0%	0	0.0%
	50 Small Town	0	0.0%	0	0.0%	0	0.0%
	52 Great Open Country	0	0.0%	0	0.0%	0	0.0%
	54 Agricultural Areas	133	1.1%	283	1.0%	283	0.7%
	55 Mining Areas	0	0.0%	0	0.0%	0	0.0%



DAVID AVE & FOREST AVE PACIFIC GROVE, CA



	5 Minutes	10 Minutes	15 Minutes
Population	32,961	62,922	93,133
Daytime Population	39,134	111,257	140,229
Households	13,464	26,394	37,147
Average Age	45.7	45.4	44.2
Average HH Income	\$126,072	\$125,397	\$120,291
White Collar (Residents)	74.4%	72.9%	68.4%
College Degree & Above	55.2%	53.7%	48.7%



Consumer Demographic Profile

Site: David Ave & Forest Ave

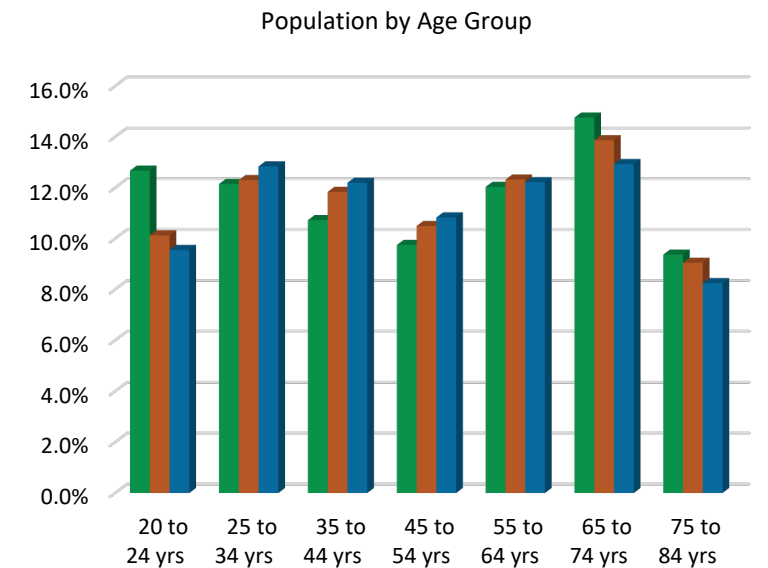
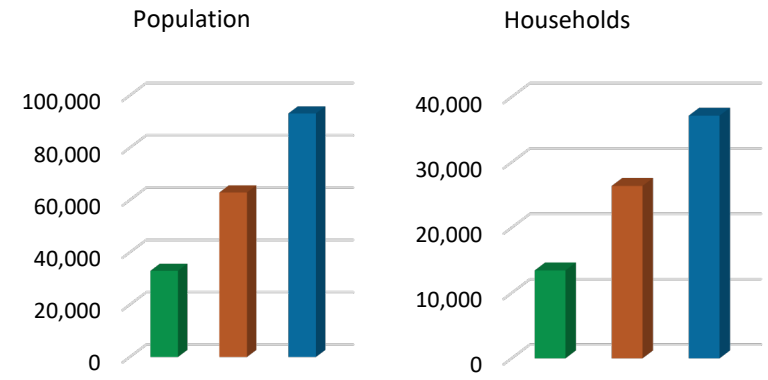
Date Report Created: 10/13/2023

INSIGHT

MARKET ANALYTICS

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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	32,961	---	62,922	---	93,133	---
5 Year Projected Pop	33,114	---	63,210	---	93,421	---
Pop Growth (%)	0.5%	---	0.5%	---	0.3%	---
Households	13,464	---	26,394	---	37,147	---
5 Year Projected HHs	13,532	---	26,529	---	37,233	---
HH Growth (%)	0.5%	---	0.5%	---	0.2%	---
Census Stats						
2000 Population	33,199	---	64,762	---	95,471	---
2010 Population	33,205	---	63,287	---	93,988	---
Pop Growth (%)	0.0%	---	-2.3%	---	-1.6%	---
2000 Households	14,428	---	28,271	---	38,871	---
2010 Households	13,587	---	26,549	---	37,487	---
HH Growth (%)	-5.8%	---	-6.1%	---	-3.6%	---
Total Population by Age						
Average Age	45.7		45.4		44.2	
19 yrs & under	4,785	14.5%	10,130	16.1%	16,393	17.6%
20 to 24 yrs	4,175	12.7%	6,369	10.1%	8,891	9.5%
25 to 34 yrs	4,002	12.1%	7,736	12.3%	11,952	12.8%
35 to 44 yrs	3,533	10.7%	7,445	11.8%	11,354	12.2%
45 to 54 yrs	3,212	9.7%	6,600	10.5%	10,084	10.8%
55 to 64 yrs	3,965	12.0%	7,750	12.3%	11,375	12.2%
65 to 74 yrs	4,863	14.8%	8,724	13.9%	12,036	12.9%
75 to 84 yrs	3,086	9.4%	5,690	9.0%	7,675	8.2%
85 + yrs	1,341	4.1%	2,479	3.9%	3,374	3.6%
Population Bases						
20-34 yrs	8,176	24.8%	14,105	22.4%	20,842	22.4%
45-64 yrs	7,176	21.8%	14,349	22.8%	21,458	23.0%
16 yrs +	29,106	88.3%	54,401	86.5%	79,066	84.9%
25 yrs +	24,001	72.8%	46,423	73.8%	67,849	72.9%
65 yrs +	9,290	28.2%	16,893	26.8%	23,085	24.8%
75 yrs +	4,427	13.4%	8,170	13.0%	11,049	11.9%
85 yrs +	1,341	4.1%	2,479	3.9%	3,374	3.6%



Consumer Demographic Profile

Site: David Ave & Forest Ave

Date Report Created: 10/13/2023

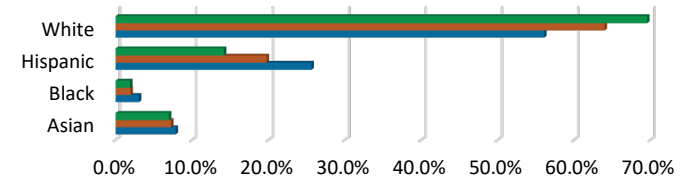
INSIGHT

MARKET ANALYTICS

Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	22,928	69.6%	40,275	64.0%	52,237	56.1%
Hispanic	4,670	14.2%	12,425	19.7%	23,851	25.6%
Black	624	1.9%	1,226	1.9%	2,837	3.0%
Asian	2,298	7.0%	4,567	7.3%	7,311	7.8%
Ancestry						
American Indian (ancestry)	99	0.3%	185	0.3%	311	0.3%
Hawaiin (ancestry)	141	0.4%	345	0.5%	729	0.8%
Household Income						
Per Capita Income	\$51,498	---	\$52,600	---	\$47,980	---
Average HH Income	\$126,072	---	\$125,397	---	\$120,291	---
Median HH Income	\$92,881	---	\$89,337	---	\$86,767	---
Less than \$25K	1,262	9.4%	2,697	10.2%	4,212	11.3%
\$25K to \$34.9K	694	5.2%	1,676	6.4%	2,510	6.8%
\$35K to \$49.9K	1,296	9.6%	2,557	9.7%	3,636	9.8%
\$50K to \$74.9K	1,984	14.7%	4,138	15.7%	5,723	15.4%
\$75K to \$99.9K	2,001	14.9%	3,474	13.2%	4,921	13.2%
\$100K to \$149.9K	2,524	18.7%	4,655	17.6%	6,729	18.1%
\$150K to \$199.9K	1,739	12.9%	3,349	12.7%	4,456	12.0%
\$200K +	1,964	14.6%	3,848	14.6%	4,960	13.4%
Education						
Less than 9th Grade	296	1.2%	1,289	2.8%	3,240	4.8%
Some HS, No Diploma	595	2.5%	1,499	3.2%	2,769	4.1%
HS Grad (or Equivalent)	2,556	10.6%	5,650	12.2%	9,907	14.6%
Some College, No Degree	4,852	20.2%	9,128	19.7%	13,911	20.5%
Associate Degree	2,247	9.4%	4,013	8.6%	6,238	9.2%
Bachelor Degree	6,947	28.9%	13,295	28.6%	17,243	25.4%
Graduates Degree	4,066	16.9%	7,669	16.5%	9,534	14.1%

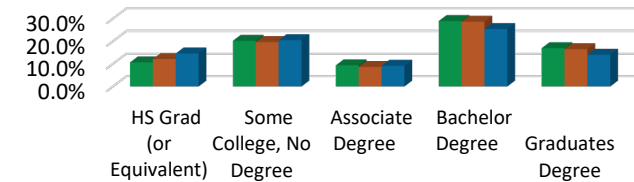
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: David Ave & Forest Ave

Date Report Created: 10/13/2023

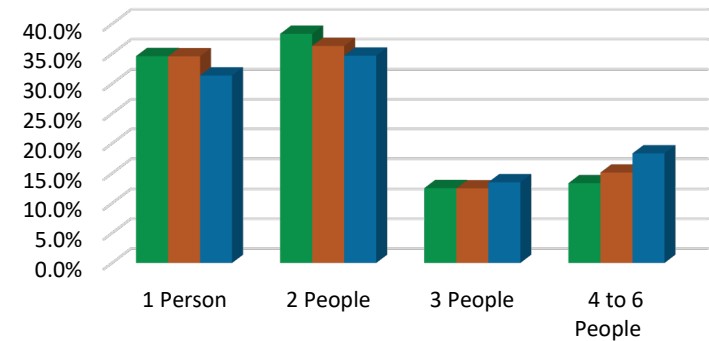
INSIGHT

MARKET ANALYTICS

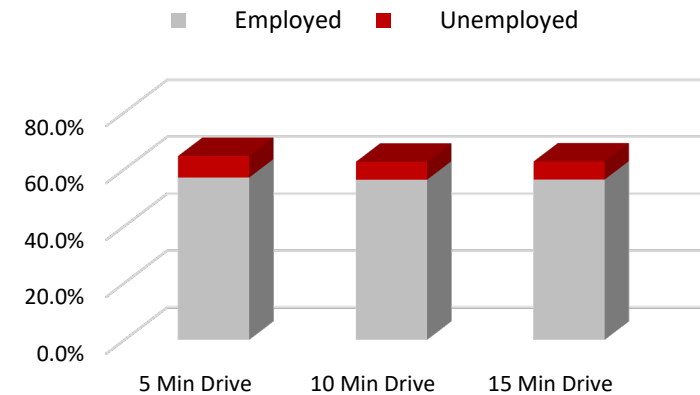
Hdl ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	7,588		14,952		22,461	
Single - Male	204	2.7%	585	3.9%	867	3.9%
Single - Female	723	9.5%	1,368	9.1%	2,149	9.6%
Single Parent - Male	219	2.9%	379	2.5%	795	3.5%
Single Parent - Female	309	4.1%	576	3.9%	963	4.3%
Married w/ Children	1,737	22.9%	4,034	27.0%	5,991	26.7%
Married w/out Children	4,397	57.9%	8,010	53.6%	11,696	52.1%
Household Size						
1 Person	4,660	34.6%	9,129	34.6%	11,654	31.4%
2 People	5,163	38.3%	9,589	36.3%	12,890	34.7%
3 People	1,686	12.5%	3,297	12.5%	5,018	13.5%
4 to 6 People	1,797	13.3%	3,993	15.1%	6,810	18.3%
7+ People	157	1.2%	385	1.5%	776	2.1%
Home Ownership	13,464		26,394		37,147	
Owners	6,527	48.5%	12,171	46.1%	17,624	47.4%
Renters	6,937	51.5%	14,223	53.9%	19,524	52.6%
Components of Change						
Births	259	0.8%	547	0.9%	863	0.9%
Deaths	388	1.2%	744	1.2%	1,036	1.1%
Migration	80	0.2%	142	0.2%	-229	-0.2%
Employment (Pop 16+)	29,106		54,401		79,066	
Armed Services	4,237	14.6%	4,844	8.9%	5,414	6.8%
Civilian	18,792	64.6%	34,038	62.6%	49,540	62.7%
Employed	16,596	57.0%	30,604	56.3%	44,531	56.3%
Unemployed	2,196	7.5%	3,434	6.3%	5,009	6.3%
Not in Labor Force	10,314	35.4%	20,364	37.4%	29,526	37.3%
Employed Population	16,596		30,604		44,531	
White Collar	12,340	74.4%	22,309	72.9%	30,440	68.4%
Blue Collar	4,256	25.6%	8,295	27.1%	14,090	31.6%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: David Ave & Forest Ave

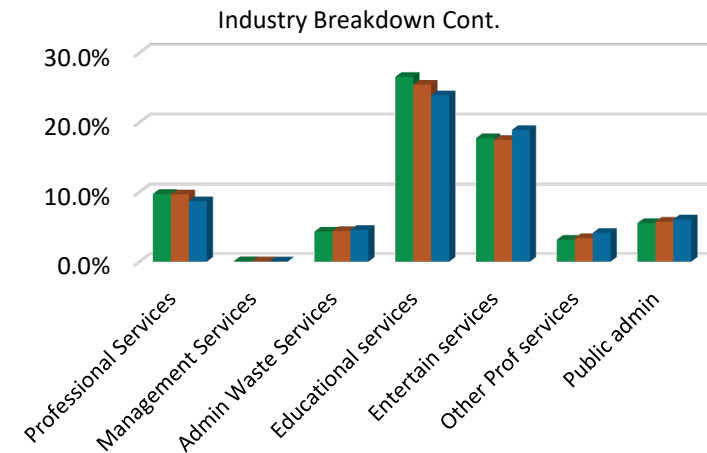
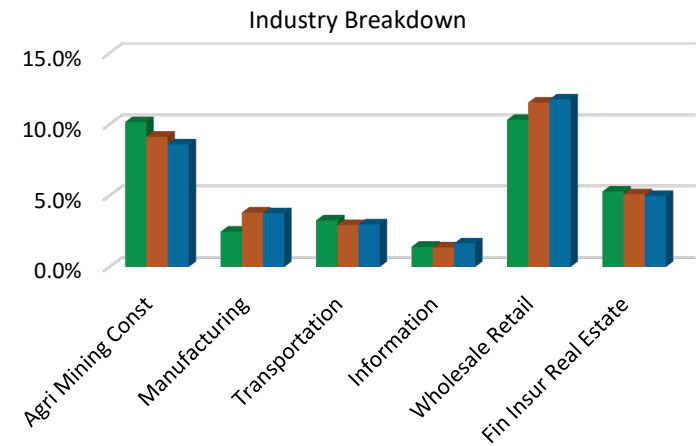
Date Report Created: 10/13/2023

INSIGHT

MARKET ANALYTICS

Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	16,596		30,604		44,531	
White Collar	12,340	74.4%	22,309	72.9%	30,440	68.4%
Managerial executive	3,365	20.3%	6,278	20.5%	8,197	18.4%
Prof specialty	5,471	33.0%	9,885	32.3%	12,752	28.6%
Healthcare support	295	1.8%	607	2.0%	1,196	2.7%
Sales	1,585	9.5%	2,858	9.3%	4,349	9.8%
Office Admin	1,624	9.8%	2,680	8.8%	3,946	8.9%
Blue Collar	4,256	25.6%	8,295	27.1%	14,090	31.6%
Protective	215	1.3%	475	1.6%	772	1.7%
Food Prep Serving	1,253	7.5%	2,511	8.2%	3,953	8.9%
Bldg Maint/Cleaning	435	2.6%	888	2.9%	2,169	4.9%
Personal Care	449	2.7%	894	2.9%	1,450	3.3%
Farming/Fishing/Forestry	93	0.6%	297	1.0%	396	0.9%
Construction	968	5.8%	1,776	5.8%	2,769	6.2%
Production Transp	843	5.1%	1,455	4.8%	2,581	5.8%
Employment By Industry	16,596		30,604		44,531	
Agri Mining Const	1,688	10.2%	2,797	9.1%	3,831	8.6%
Manufacturing	412	2.5%	1,169	3.8%	1,677	3.8%
Transportation	543	3.3%	899	2.9%	1,331	3.0%
Information	235	1.4%	420	1.4%	736	1.7%
Wholesale Retail	1,714	10.3%	3,531	11.5%	5,237	11.8%
Fin Insur Real Estate	879	5.3%	1,563	5.1%	2,217	5.0%
Professional Services	1,613	9.7%	2,955	9.7%	3,863	8.7%
Management Services	9	0.1%	12	0.0%	14	0.0%
Admin Waste Services	717	4.3%	1,341	4.4%	2,032	4.6%
Educational services	4,404	26.5%	7,779	25.4%	10,636	23.9%
Entertain services	2,943	17.7%	5,350	17.5%	8,421	18.9%
Other Prof services	521	3.1%	1,032	3.4%	1,835	4.1%
Public admin	918	5.5%	1,756	5.7%	2,701	6.1%



Employment Profile

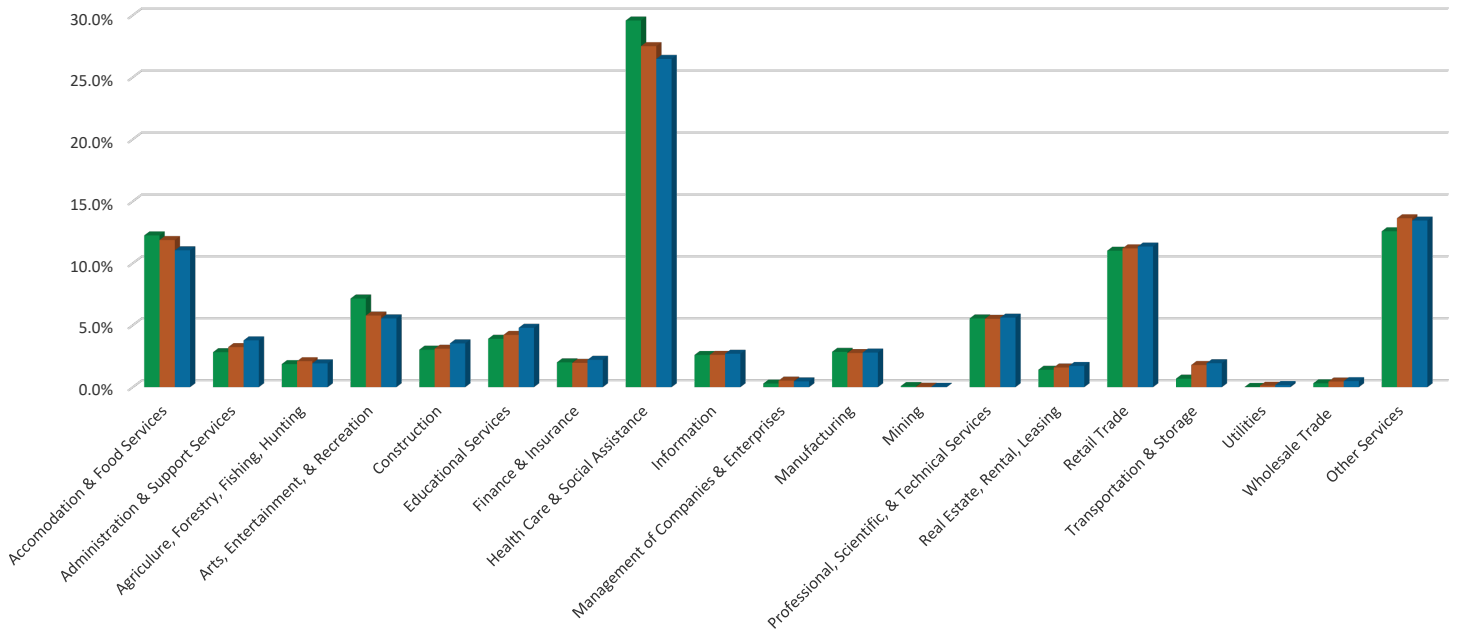
Site: David Ave & Forest Ave

Date Report Created: 10/13/2023

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	39,134		111,257		140,229	
Student Population	6,601		29,966		36,649	
Median Employee Salary	53,668		54,363		54,408	
Average Employee Salary	64,527		65,185		64,913	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	356	1.9%	1,237	2.4%	1,502	2.4%
15,000 to 30,000 CrYr	216	1.2%	472	0.9%	585	0.9%
30,000 to 45,000 CrYr	5,987	32.8%	16,749	31.9%	19,594	31.6%
45,000 to 60,000 CrYr	3,886	21.3%	11,810	22.5%	14,156	22.8%
60,000 to 75,000 CrYr	2,066	11.3%	6,094	11.6%	7,363	11.9%
75,000 to 90,000 CrYr	2,324	12.7%	6,065	11.5%	7,103	11.4%
90,000 to 100,000 CrYr	426	2.3%	1,284	2.4%	1,577	2.5%
Over 100,000 CrYr	3,014	16.5%	8,842	16.8%	10,214	16.4%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,692	100%	18,276	100%	4,408	100%	52,554	100%	5,346	100%	62,094	100%
Accommodation & Food Services	161	9.5%	2,238	12.2%	370	8.4%	6,240	11.9%	415	7.8%	6,858	11.0%
Administration & Support Services	43	2.5%	516	2.8%	125	2.8%	1,700	3.2%	177	3.3%	2,345	3.8%
Agriculture, Forestry, Fishing, Hunting	11	0.7%	340	1.9%	26	0.6%	1,102	2.1%	33	0.6%	1,193	1.9%
Arts, Entertainment, & Recreation	75	4.4%	1,308	7.2%	154	3.5%	3,037	5.8%	183	3.4%	3,445	5.5%
Construction	70	4.1%	553	3.0%	224	5.1%	1,631	3.1%	296	5.5%	2,193	3.5%
Educational Services	43	2.5%	713	3.9%	101	2.3%	2,216	4.2%	130	2.4%	2,976	4.8%
Finance & Insurance	86	5.1%	366	2.0%	228	5.2%	1,031	2.0%	327	6.1%	1,372	2.2%
Health Care & Social Assistance	399	23.6%	5,405	29.6%	1,041	23.6%	14,454	27.5%	1,206	22.6%	16,443	26.5%
Information	34	2.0%	475	2.6%	90	2.0%	1,370	2.6%	109	2.0%	1,675	2.7%
Management of Companies & Enterprises	2	0.1%	54	0.3%	8	0.2%	278	0.5%	8	0.1%	289	0.5%
Manufacturing	47	2.8%	521	2.8%	124	2.8%	1,448	2.8%	150	2.8%	1,735	2.8%
Mining	1	0.1%	17	0.1%	2	0.0%	20	0.0%	2	0.0%	20	0.0%
Professional, Scientific, & Technical Services	184	10.9%	1,014	5.5%	504	11.4%	2,900	5.5%	607	11.3%	3,485	5.6%
Real Estate, Rental, Leasing	69	4.1%	257	1.4%	180	4.1%	834	1.6%	233	4.4%	1,063	1.7%
Retail Trade	242	14.3%	2,013	11.0%	565	12.8%	5,887	11.2%	661	12.4%	7,048	11.4%
Transportation & Storage	11	0.6%	126	0.7%	48	1.1%	940	1.8%	59	1.1%	1,200	1.9%
Utilities	0	0.0%	4	0.0%	2	0.0%	63	0.1%	3	0.1%	105	0.2%
Wholesale Trade	10	0.6%	58	0.3%	39	0.9%	239	0.5%	51	1.0%	301	0.5%
Other Services	205	12.1%	2,299	12.6%	577	13.1%	7,164	13.6%	696	13.0%	8,349	13.4%

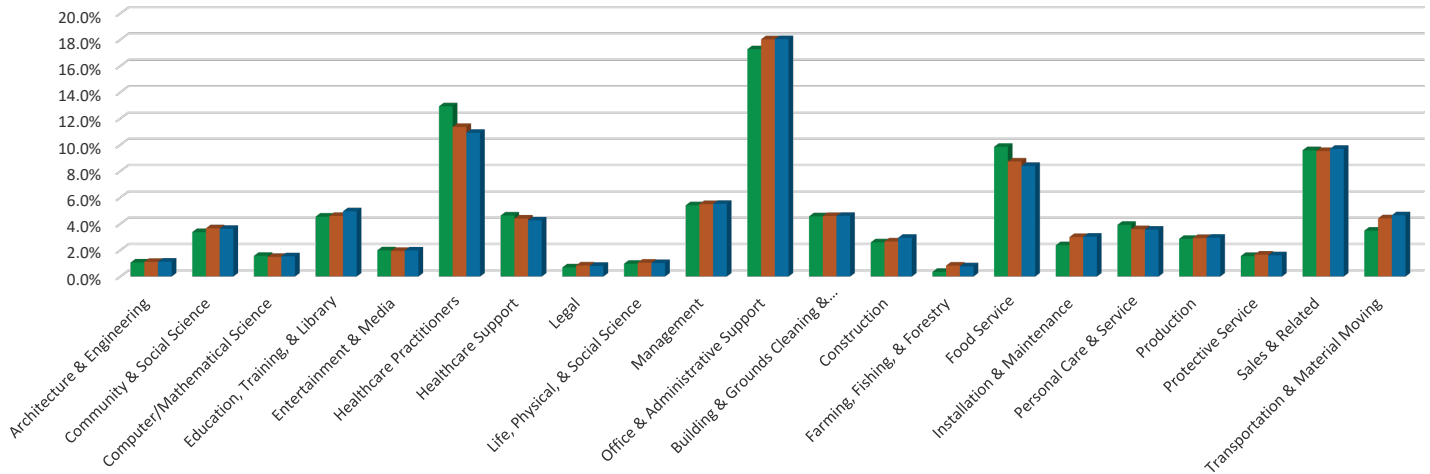
Employment Profile

Site: David Ave & Forest Ave

Date Report Created: 10/13/2023

	5 Min Drive		10 Min Drive		15 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	10,487	57.4%	29,949	57.0%	35,279	56.8%
Architecture & Engineering	194	1.1%	584	1.1%	701	1.1%
Community & Social Science	617	3.4%	1,926	3.7%	2,248	3.6%
Computer/Mathematical Science	287	1.6%	782	1.5%	954	1.5%
Education, Training, & Library	831	4.5%	2,417	4.6%	3,076	5.0%
Entertainment & Media	363	2.0%	1,023	1.9%	1,229	2.0%
Healthcare Practitioners	2,363	12.9%	5,972	11.4%	6,778	10.9%
Healthcare Support	847	4.6%	2,315	4.4%	2,647	4.3%
Legal	126	0.7%	440	0.8%	503	0.8%
Life, Physical, & Social Science	177	1.0%	552	1.1%	634	1.0%
Management	989	5.4%	2,891	5.5%	3,425	5.5%
Office & Administrative Support	3,157	17.3%	9,473	18.0%	11,203	18.0%
Blue Collar	7,523	41.2%	22,042	41.9%	26,213	42.2%
Building & Grounds Cleaning & Maintenance	835	4.6%	2,415	4.6%	2,859	4.6%
Construction	474	2.6%	1,398	2.7%	1,828	2.9%
Farming, Fishing, & Forestry	65	0.4%	436	0.8%	481	0.8%
Food Service	1,800	9.9%	4,588	8.7%	5,216	8.4%
Installation & Maintenance	435	2.4%	1,576	3.0%	1,879	3.0%
Personal Care & Service	717	3.9%	1,890	3.6%	2,208	3.6%
Production	523	2.9%	1,535	2.9%	1,831	2.9%
Protective Service	284	1.6%	873	1.7%	1,002	1.6%
Sales & Related	1,753	9.6%	5,009	9.5%	6,021	9.7%
Transportation & Material Moving	637	3.5%	2,323	4.4%	2,888	4.7%
Military Services	266	1.5%	562	1.1%	602	1.0%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	18,276	52,554	62,094
2023 Q1	16,596	47,802	56,480
2022 Q4	17,655	50,746	59,965
2022 Q3	20,052	57,546	67,646
2022 Q2	19,566	56,360	66,537
2022 Q1	16,782	48,352	57,159
2021 Q4	18,097	52,023	61,487
2021 Q3	19,262	55,258	64,947
2021 Q2	18,653	53,578	63,239

Consumer Demand & Market Supply Assessment

Site:

David Ave & Forest Ave

Date Report Created:

10/13/2023

Demographics

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

32,961
33,114
28,487
4,474
13,464
13,532
1,692
18,276
\$92,881

62,922
63,210
57,713
5,209
26,394
26,529
4,408
52,554
\$89,337

93,133
93,421
87,851
5,282
37,147
37,233
5,346
62,094
\$86,767

By Establishments

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

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
	\$5,027,604	\$0	(\$5,027,604)	-100%	\$10,303,785	\$6,168,444	(\$4,135,341)	-40%	\$15,492,915	\$6,168,444	(\$9,324,471)	-60%
	\$123,755,952	\$15,609,972	(\$108,145,980)	-87%	\$250,995,346	\$306,768,217	\$55,772,871	22%	\$384,961,148	\$323,392,009	(\$61,569,139)	-16%
	\$156,544,427	\$32,985,391	(\$123,559,037)	-79%	\$324,566,692	\$120,912,257	(\$203,654,435)	-63%	\$474,287,246	\$159,533,314	(\$314,753,932)	-66%
	\$10,424,990	\$3,813,251	(\$6,611,739)	-63%	\$21,281,284	\$14,053,173	(\$7,228,111)	-34%	\$32,799,027	\$15,177,301	(\$17,621,726)	-54%
	\$11,435,751	\$4,431,951	(\$7,003,800)	-61%	\$24,271,085	\$11,096,253	(\$13,174,832)	-54%	\$33,119,453	\$15,385,573	(\$17,733,879)	-54%
	\$3,801,003	\$1,735,453	(\$2,065,550)	-54%	\$7,755,917	\$2,939,286	(\$4,816,631)	-62%	\$11,846,107	\$3,465,855	(\$8,380,252)	-71%
	\$7,500,309	\$3,518,826	(\$3,981,482)	-53%	\$15,177,555	\$15,888,989	\$711,434	5%	\$23,196,970	\$16,184,623	(\$7,012,348)	-30%
	\$3,742,614	\$2,064,379	(\$1,678,234)	-45%	\$8,251,512	\$11,788,294	\$3,536,782	43%	\$10,077,209	\$12,970,178	\$2,892,970	29%
	\$70,310,734	\$38,881,767	(\$31,428,967)	-45%	\$143,409,925	\$106,618,365	(\$36,791,560)	-26%	\$218,944,683	\$140,306,555	(\$78,638,128)	-36%
	\$11,473,421	\$6,629,444	(\$4,843,977)	-42%	\$23,336,334	\$60,114,793	\$36,778,459	158%	\$35,716,683	\$71,786,308	\$36,069,624	101%
	\$38,290,781	\$24,157,200	(\$14,133,581)	-37%	\$77,847,769	\$84,785,835	\$6,938,066	9%	\$119,421,703	\$97,089,359	(\$22,332,344)	-19%
	\$6,136,506	\$4,256,229	(\$1,880,277)	-31%	\$12,464,352	\$10,627,189	(\$1,837,163)	-15%	\$19,114,929	\$13,286,418	(\$5,828,511)	-30%
	\$8,554,695	\$6,571,639	(\$1,983,056)	-23%	\$17,343,448	\$12,445,117	(\$4,898,330)	-28%	\$26,557,792	\$13,191,644	(\$13,366,148)	-50%
	\$1,579,665	\$1,543,509	(\$36,155)	-2%	\$3,231,354	\$4,690,669	\$1,459,315	45%	\$4,911,621	\$5,588,708	\$677,087	14%
	\$67,427,776	\$72,139,436	\$4,711,659	7%	\$137,392,779	\$155,897,700	\$18,504,920	13%	\$210,031,020	\$191,837,168	(\$18,193,853)	-9%
	\$4,321,993	\$4,755,333	\$433,340	10%	\$8,747,143	\$11,478,773	\$2,731,630	31%	\$13,338,932	\$14,169,174	\$830,243	6%
	\$5,974,027	\$6,934,642	\$960,616	16%	\$12,130,271	\$14,441,637	\$2,311,366	19%	\$18,475,611	\$15,703,996	(\$2,771,615)	-15%
	\$8,228,784	\$9,568,177	\$1,339,393	16%	\$16,696,645	\$23,353,064	\$6,656,419	40%	\$25,632,670	\$27,939,022	\$2,306,352	9%
	\$1,066,737	\$1,383,335	\$316,598	30%	\$2,159,170	\$3,881,539	\$1,722,370	80%	\$3,291,998	\$4,731,725	\$1,439,727	44%
	\$24,959,016	\$34,323,001	\$9,363,985	38%	\$50,600,520	\$93,980,075	\$43,379,555	86%	\$77,578,445	\$106,023,421	\$28,444,975	37%
	\$45,377,803	\$66,438,057	\$21,060,254	46%	\$96,714,512	\$141,334,740	\$44,620,228	46%	\$129,637,952	\$163,248,771	\$33,610,819	26%
	\$10,743,518	\$16,135,324	\$5,391,806	50%	\$21,813,247	\$38,774,660	\$16,961,413	78%	\$33,427,906	\$44,391,300	\$10,963,394	33%
	\$33,325,535	\$53,767,439	\$20,441,903	61%	\$68,009,846	\$153,820,830	\$85,810,985	126%	\$104,683,332	\$173,212,984	\$68,529,651	65%
	\$51,026,073	\$87,527,899	\$36,501,826	72%	\$110,468,452	\$184,637,340	\$74,168,888	67%	\$141,930,707	\$212,944,984	\$71,014,277	50%
	\$3,625,200	\$6,546,690	\$2,921,490	81%	\$7,348,303	\$15,938,012	\$8,589,709	117%	\$11,275,264	\$19,163,986	\$7,888,722	70%
	\$7,797,235	\$14,818,497	\$7,021,261	90%	\$16,622,272	\$67,265,245	\$50,642,973	305%	\$22,264,120	\$74,682,720	\$52,418,600	235%
	\$3,059,695	\$6,099,918	\$3,040,223	99%	\$6,317,214	\$10,989,798	\$4,672,584	74%	\$9,270,304	\$12,605,676	\$3,335,372	36%
	\$51,388,709	\$126,881,040	\$75,492,332	147%	\$104,837,218	\$221,877,876	\$117,040,658	112%	\$161,143,199	\$257,656,120	\$96,512,921	60%
	\$3,581,599	\$11,209,994	\$7,628,395	213%	\$7,231,848	\$19,314,011	\$12,082,163	167%	\$11,052,514	\$20,844,847	\$9,792,333	89%
	\$2,079,181	\$7,374,593	\$5,295,413	255%	\$4,221,387	\$13,112,289	\$8,890,902	211%	\$6,452,860	\$14,473,679	\$8,020,820	124%
	\$3,711,641	\$19,208,572	\$15,496,931	418%	\$7,564,726	\$38,221,773	\$30,657,047	405%	\$11,553,594	\$41,944,046	\$30,390,452	263%
Consumer Demand/Market Supply Index	\$786,272,972	\$691,310,960	114		\$1,619,111,910	\$1,977,216,246	82		\$2,401,487,911	\$2,289,099,906	105	



Consumer Demand & Market Supply Assessment

Site:

David Ave & Forest Ave

Date Report Created:

10/13/2023

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$38,177,867	\$3,803,015	(\$34,374,852)	-90%	\$85,166,907	\$12,250,747	(\$72,916,159)	-86%	\$101,590,165	\$16,200,709	(\$85,389,456)	-84%
Autos/Cars/Vans/Trucks/Motorcycles	\$109,373,197	\$17,355,635	(\$92,017,562)	-84%	\$221,775,645	\$272,276,146	\$50,500,501	23%	\$340,246,650	\$287,166,127	(\$53,080,522)	-16%
Automotive Tires/Tubes/Batteries/Parts	\$22,013,454	\$6,096,331	(\$15,917,123)	-72%	\$44,967,037	\$33,247,819	(\$11,719,218)	-26%	\$69,359,256	\$36,775,147	(\$32,584,109)	-47%
Furniture/Sleep/Outdoor/Patio Furniture	\$22,173,801	\$7,003,191	(\$15,170,611)	-68%	\$44,861,277	\$29,792,925	(\$15,068,352)	-34%	\$68,577,410	\$34,285,397	(\$34,292,013)	-50%
Audio Equipment/Musical Instruments	\$4,611,152	\$1,765,156	(\$2,845,996)	-62%	\$9,372,462	\$5,379,852	(\$3,992,610)	-43%	\$14,406,218	\$6,857,720	(\$7,548,499)	-52%
Major Household Appliances	\$2,919,242	\$1,165,598	(\$1,753,644)	-60%	\$5,836,835	\$3,840,842	(\$1,995,993)	-34%	\$8,827,798	\$4,767,892	(\$4,059,906)	-46%
Automotive Lubricants (incl Oil, Greases)	\$2,919,242	\$1,165,598	(\$1,753,644)	-60%	\$5,836,835	\$3,840,842	(\$1,995,993)	-34%	\$8,827,798	\$4,767,892	(\$4,059,906)	-46%
Retailer Services	\$22,289,205	\$9,682,174	(\$12,607,031)	-57%	\$45,081,654	\$47,714,632	\$2,632,979	6%	\$68,697,768	\$52,992,978	(\$15,704,790)	-23%
Televisions/VCR/Video Cameras/DVD etc	\$4,266,511	\$1,984,260	(\$2,282,251)	-53%	\$8,702,027	\$6,222,046	(\$2,479,981)	-28%	\$13,421,929	\$8,191,240	(\$5,230,688)	-39%
Small Electric Appliances	\$1,826,220	\$873,227	(\$952,992)	-52%	\$3,676,589	\$3,022,494	(\$654,096)	-18%	\$5,603,617	\$3,805,694	(\$1,797,922)	-32%
Photographic Equipment/Supplies	\$662,945	\$332,899	(\$330,046)	-50%	\$1,357,365	\$974,183	(\$383,182)	-28%	\$2,095,895	\$1,284,856	(\$811,038)	-39%
Kitchenware/Home Furnishings	\$9,340,037	\$6,071,426	(\$3,268,612)	-35%	\$19,005,545	\$17,811,401	(\$1,194,144)	-6%	\$29,217,896	\$21,714,956	(\$7,502,940)	-26%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,894,074	\$7,095,072	(\$3,799,002)	-35%	\$22,217,912	\$24,792,156	\$2,574,244	12%	\$34,200,435	\$28,875,879	(\$5,324,556)	-16%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$96,685,935	\$63,624,895	(\$33,061,040)	-34%	\$197,431,690	\$192,811,198	(\$4,620,492)	-2%	\$304,096,531	\$227,370,210	(\$76,726,321)	-25%
Dimensional Lumber/Other Building Materials	\$15,468,097	\$10,665,593	(\$4,802,504)	-31%	\$31,452,321	\$37,164,356	\$5,712,036	18%	\$48,245,710	\$42,575,133	(\$5,670,577)	-12%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,490,099	\$2,411,398	(\$1,078,701)	-31%	\$7,012,258	\$8,053,504	\$1,041,246	15%	\$10,652,294	\$9,962,223	(\$690,071)	-6%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,726,624	\$1,942,176	(\$784,449)	-29%	\$5,565,361	\$6,774,866	\$1,209,506	22%	\$8,589,430	\$7,776,078	(\$813,351)	-9%
Floor/Floor Coverings	\$5,279,717	\$3,970,876	(\$1,308,841)	-25%	\$10,771,814	\$10,912,337	\$140,523	1%	\$16,577,589	\$12,977,348	(\$3,600,241)	-22%
All Other Merchandise	\$31,805,364	\$24,471,768	(\$7,333,597)	-23%	\$64,584,993	\$59,523,983	(\$5,061,010)	-8%	\$98,746,464	\$71,010,759	(\$27,735,705)	-28%
Books/Periodicals	\$2,649,757	\$2,053,194	(\$596,563)	-23%	\$5,401,563	\$6,067,554	\$665,991	12%	\$8,325,656	\$7,393,002	(\$932,655)	-11%
Lawn/Garden/Farm Equipment/Supplies	\$12,040,521	\$9,450,988	(\$2,589,533)	-22%	\$24,364,631	\$26,535,060	\$2,170,429	9%	\$37,134,769	\$32,298,194	(\$4,836,575)	-13%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,266,052	\$6,600,495	(\$665,558)	-9%	\$14,721,462	\$18,534,439	\$3,812,977	26%	\$22,623,139	\$22,806,977	\$183,838	1%
Toys/Hobby Goods/Games	\$3,762,795	\$3,543,933	(\$218,862)	-6%	\$7,670,404	\$10,807,248	\$3,136,844	41%	\$11,823,362	\$13,269,229	\$1,445,867	12%
Womens/Juniors/Misses Wear	\$24,687,551	\$23,655,726	(\$1,031,825)	-4%	\$50,041,968	\$73,727,870	\$23,685,902	47%	\$76,592,511	\$86,146,944	\$9,554,434	12%
Pets/Pet Foods/Pet Supplies	\$6,620,921	\$6,453,783	(\$167,137)	-3%	\$13,369,044	\$16,443,983	\$3,074,939	23%	\$20,413,422	\$19,312,596	(\$1,100,826)	-5%
Groceries/Other Food Items (Off Premises)	\$104,865,170	\$104,673,511	(\$191,659)	0%	\$213,394,720	\$244,074,380	\$30,679,661	14%	\$327,367,245	\$296,104,330	(\$31,262,915)	-10%
Alcoholic Drinks Served at the Establishment	\$27,459,634	\$28,077,758	\$618,123	2%	\$60,706,500	\$66,704,695	\$5,998,195	10%	\$73,567,466	\$76,302,291	\$2,734,825	4%
Soaps/Detergents/Household Cleaners	\$3,084,128	\$3,184,433	\$100,305	3%	\$6,283,376	\$9,010,986	\$2,727,610	43%	\$9,640,224	\$11,108,237	\$1,468,013	15%
Packaged Liquor/Wine/Beer	\$13,177,444	\$13,678,246	\$500,802	4%	\$26,651,505	\$30,587,681	\$3,936,177	15%	\$40,808,655	\$35,701,444	(\$5,107,211)	-13%
Mens Wear	\$9,632,541	\$10,003,045	\$370,504	4%	\$19,474,467	\$31,518,369	\$12,043,903	62%	\$29,851,317	\$37,172,321	\$7,321,003	25%
Footwear, including Accessories	\$10,096,419	\$10,508,966	\$412,547	4%	\$20,467,380	\$29,136,218	\$8,668,838	42%	\$31,409,493	\$34,884,809	\$3,475,316	11%
Paper/Related Products	\$2,664,965	\$2,957,521	\$292,556	11%	\$5,442,905	\$8,103,258	\$2,660,353	49%	\$8,370,308	\$10,082,164	\$1,711,856	20%
Sewing/Knitting Materials/Supplies	\$372,771	\$417,406	\$44,635	12%	\$758,295	\$1,097,932	\$339,638	45%	\$1,158,897	\$1,338,486	\$179,589	15%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,324,578	\$1,809,849	\$485,271	37%	\$2,706,629	\$3,299,810	\$593,181	22%	\$4,155,804	\$3,879,100	(\$276,705)	-7%
Childrens Wear/Infants/Toddlers Clothing	\$3,529,899	\$4,950,499	\$1,420,601	40%	\$7,182,692	\$16,419,564	\$9,236,872	129%	\$11,135,403	\$19,280,535	\$8,145,133	73%
Cigars/Cigarettes/Tobacco/Accessories	\$7,568,519	\$12,328,230	\$4,759,711	63%	\$15,551,800	\$26,986,168	\$11,434,367	74%	\$24,185,165	\$31,738,242	\$7,553,077	31%
Meats/Nonalcoholic Beverages	\$85,756,547	\$145,507,259	\$59,750,712	70%	\$182,672,705	\$344,233,219	\$161,560,514	88%	\$245,203,370	\$394,908,144	\$149,704,774	61%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,524,217	\$2,698,760	\$1,174,543	77%	\$3,080,957	\$7,829,866	\$4,748,908	154%	\$4,694,967	\$9,030,713	\$4,335,746	92%
Jewelry (including Watches)	\$6,101,914	\$12,326,000	\$6,224,086	102%	\$12,308,919	\$24,831,365	\$12,522,446	102%	\$18,809,946	\$27,779,101	\$8,969,155	48%
Automotive Fuels	\$46,966,830	\$115,184,161	\$68,217,332	145%	\$95,734,962	\$205,772,944	\$110,037,982	115%	\$147,529,909	\$240,711,622	\$93,181,714	63%



Consumer Demand & Market Supply Assessment

Site: David Ave & Forest Ave

Date Report Created: 10/13/2023

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

Household Segmentation Profile

Site: David Ave & Forest Ave

Date: 10/13/2023

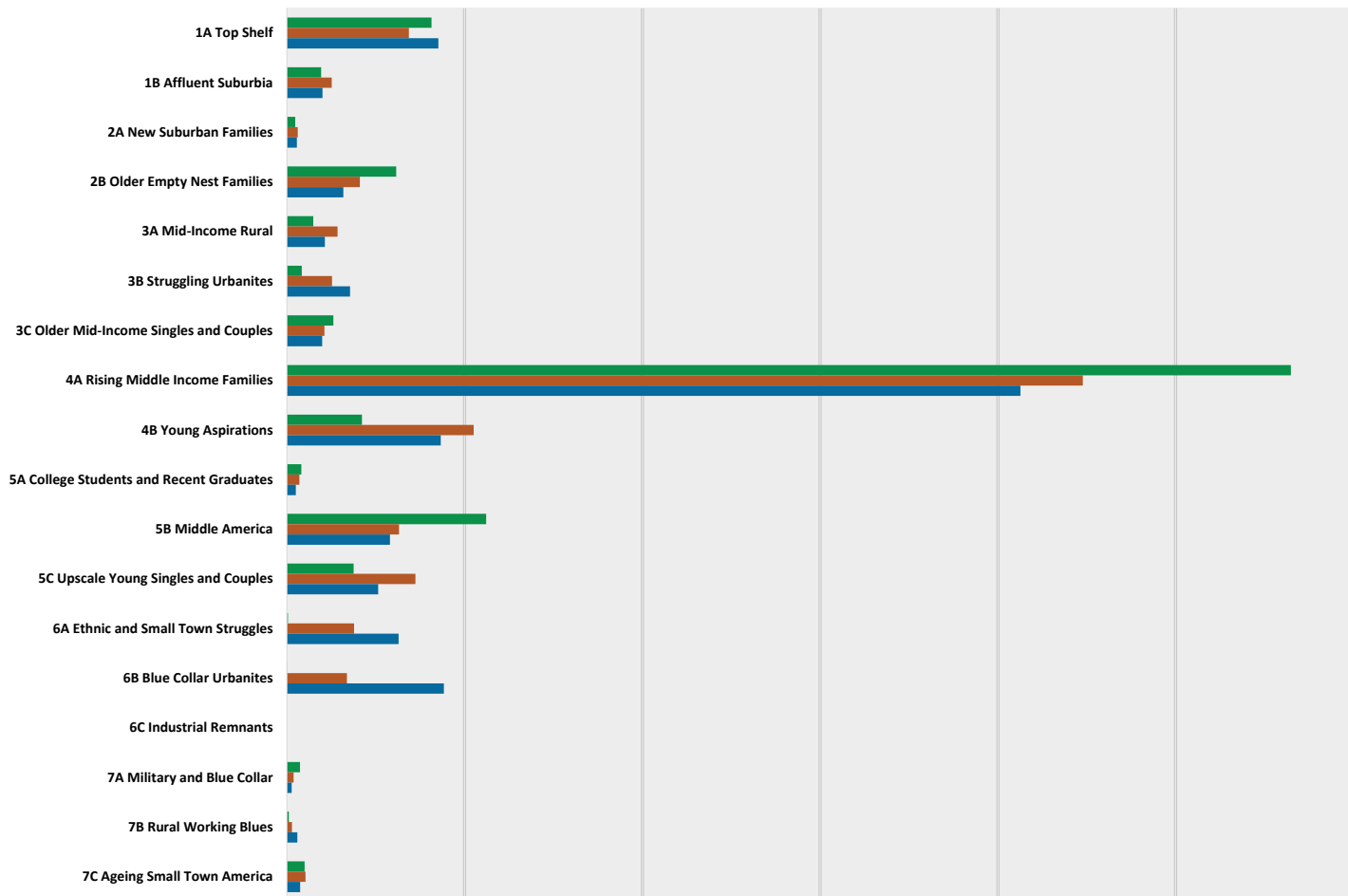
INSIGHT
MARKET ANALYTICS

Hdl® ECON Solutions



Household Lifestage Group Comparison

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



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	6,517	46.9%	9,089	33.6%	10,809	28.4%
2	39 Second City Beginnings	5B Middle America	1,424	10.3%	1,548	5.7%	1,548	4.1%
3	08 Living the Dream	4A Rising Middle Income Families	1,249	9.0%	2,920	10.8%	3,372	8.8%
4	02 Peak Performers	1A Top Shelf	1,001	7.2%	1,507	5.6%	2,325	6.1%
5	15 Comfortable Retirement	2B Older Empty Nest Families	760	5.5%	931	3.4%	1,027	2.7%
6	25 Hipsters and Geeks	5C Upscale Young Singles and Couples	410	3.0%	410	1.5%	410	1.1%
7	14 American Playgrounds	4B Young Aspirations	327	2.4%	1,498	5.5%	1,552	4.1%
8	49 Retirement	3C Older Mid-Income Singles and Couples	315	2.3%	525	1.9%	711	1.9%
9	40 Beltway Commuters	4B Young Aspirations	259	1.9%	1,290	4.8%	1,309	3.4%
10	05 Affluent Parents	1B Affluent Suburbia	194	1.4%	241	0.9%	244	0.6%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from the originals.

Household Segmentation Profile

Date: 10/13/2023

TOTAL HOUSEHOLDS		13,882	100%	27,058	100%	38,122	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
1A Top Shelf		1,130	8.1%	1,856	6.9%	3,248	8.5%
	01 One Percenters	129	0.9%	350	1.3%	923	2.4%
	02 Peak Performers	1,001	7.2%	1,507	5.6%	2,325	6.1%
	03 Second City Achievers	0	0.0%	0	0.0%	0	0.0%
1B Affluent Suburbia		268	1.9%	683	2.5%	764	2.0%
	04 Young Success	24	0.2%	384	1.4%	384	1.0%
	05 Affluent Parents	194	1.4%	241	0.9%	244	0.6%
	06 Best of Both Worlds	50	0.4%	58	0.2%	136	0.4%
	09 Successful Urban Commuters	0	0.0%	0	0.0%	0	0.0%
2A New Suburban Families		65	0.5%	164	0.6%	214	0.6%
	17 New American Dreams	0	0.0%	0	0.0%	0	0.0%
	21 New Suburban Style	6	0.0%	51	0.2%	51	0.1%
	34 Midwestern Comforts	0	0.0%	10	0.0%	59	0.2%
	42 Rising Fortunes	59	0.4%	103	0.4%	104	0.3%
2B Older Empty Nest Families		854	6.1%	1,112	4.1%	1,212	3.2%
	12 Mainstream Established Suburb	35	0.3%	49	0.2%	49	0.1%
	15 Comfortable Retirement	760	5.5%	931	3.4%	1,027	2.7%
	18 Small Town Middle Managers	0	0.0%	0	0.0%	0	0.0%
	33 Noreasters	44	0.3%	116	0.4%	121	0.3%
	41 All-American	15	0.1%	15	0.1%	15	0.0%
3A Mid-Income Rural		206	1.5%	771	2.8%	813	2.1%
	13 Cowboy Country	148	1.1%	676	2.5%	676	1.8%
	16 Spacious Suburbs	58	0.4%	95	0.4%	137	0.4%
	20 Strong Individualists	0	0.0%	0	0.0%	0	0.0%
	51 Low Cost Rural	0	0.0%	0	0.0%	0	0.0%
3B Struggling Urbanites		117	0.8%	687	2.5%	1,353	3.5%
	38 Middle America	0	0.0%	0	0.0%	0	0.0%
	44 Pacific Second City	69	0.5%	398	1.5%	720	1.9%
	45 Northern Perseverance	20	0.1%	20	0.1%	20	0.1%
	58 Urban Crowd	28	0.2%	269	1.0%	613	1.6%
3C Older Mid-Income Singles and Couples		362	2.6%	572	2.1%	758	2.0%
	46 Individual Singles	47	0.3%	47	0.2%	47	0.1%
	49 Retirement	315	2.3%	525	1.9%	711	1.9%
4A Rising Middle Income Families		7,841	56.5%	12,116	44.8%	15,733	41.3%
	07 Upscale Diversity	6	0.0%	30	0.1%	118	0.3%
	08 Living the Dream	1,249	9.0%	2,920	10.8%	3,372	8.8%
	10 Emerging Leaders	6,517	46.9%	9,089	33.6%	10,809	28.4%
	11 West Coast Affluence	69	0.5%	77	0.3%	1,434	3.8%
4B Young Aspirations		586	4.2%	2,843	10.5%	3,299	8.7%
	14 American Playgrounds	327	2.4%	1,498	5.5%	1,552	4.1%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	0	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	0	0.0%	26	0.1%
	35 Generational Dreams	0	0.0%	55	0.2%	412	1.1%
	40 Beltway Commuters	259	1.9%	1,290	4.8%	1,309	3.4%



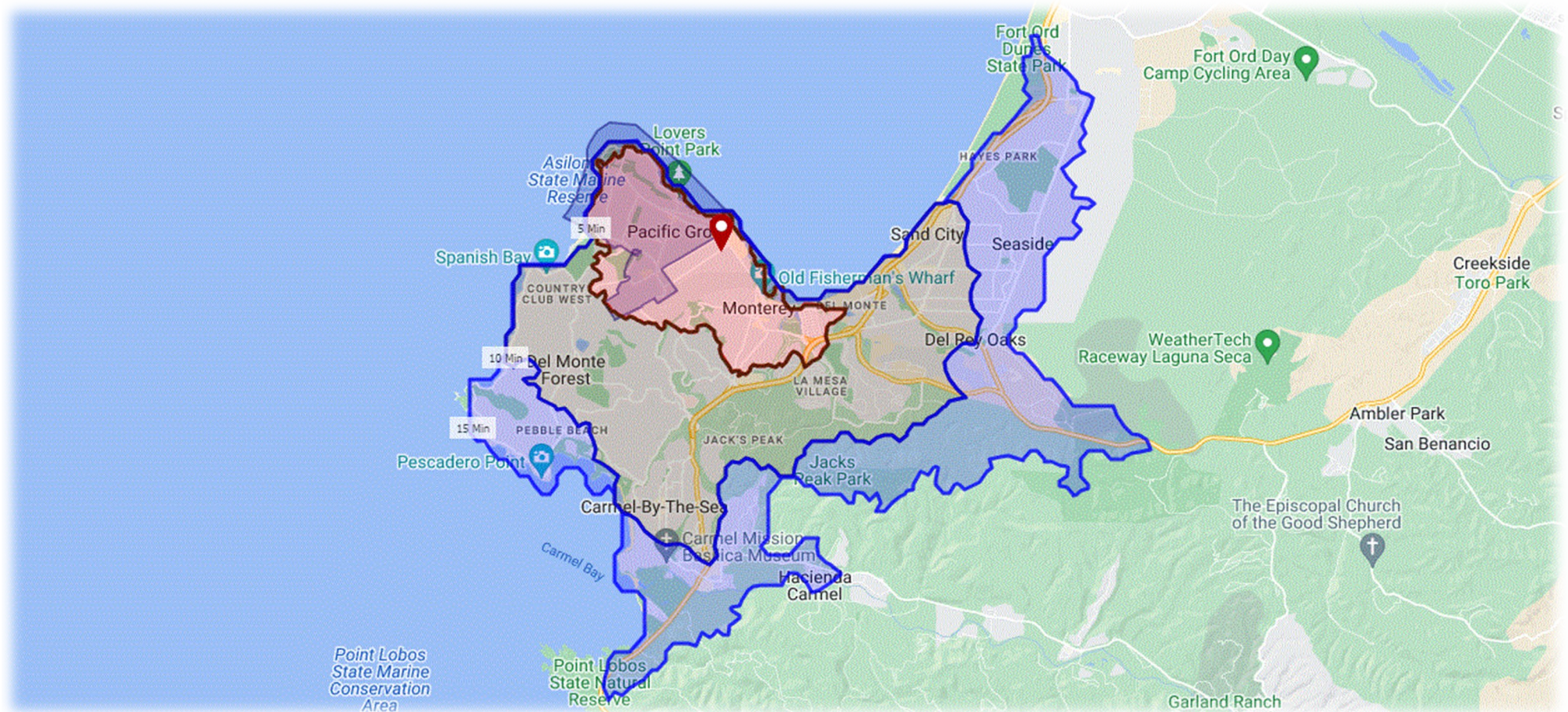
Household Segmentation Profile

Date: 10/13/2023

TOTAL HOUSEHOLDS		13,882	100%	27,058	100%	38,122	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
5A College Students and Recent Graduates		113	0.8%	190	0.7%	190	0.5%
	57 College Towns	6	0.0%	6	0.0%	6	0.0%
	67 Starting Out	107	0.8%	184	0.7%	184	0.5%
5B Middle America		1,556	11.2%	1,708	6.3%	2,210	5.8%
	26 High Density Diversity	0	0.0%	0	0.0%	332	0.9%
	36 Olde New England	132	0.9%	160	0.6%	182	0.5%
	39 Second City Beginnings	1,424	10.3%	1,548	5.7%	1,548	4.1%
	43 Classic Interstate Suburbia	0	0.0%	0	0.0%	148	0.4%
5C Upscale Young Singles and Couples		521	3.8%	1,957	7.2%	1,957	5.1%
	25 Hipsters and Geeks	410	3.0%	410	1.5%	410	1.1%
	27 Young Coastal Technocrats	111	0.8%	1,547	5.7%	1,547	4.1%
6A Ethnic and Small Town Struggles		8	0.1%	1,023	3.8%	2,395	6.3%
	31 Latino Workforce	0	0.0%	809	3.0%	1,893	5.0%
	59 Hardworking Latino Families	0	0.0%	206	0.8%	413	1.1%
	60 Immigrant	0	0.0%	0	0.0%	0	0.0%
	64 Southern Cities	0	0.0%	0	0.0%	7	0.0%
	65 Small Towns	8	0.1%	8	0.0%	82	0.2%
6B Blue Collar Urbanites		1	0.0%	914	3.4%	3,368	8.8%
	28 Coastal Diversity	1	0.0%	914	3.4%	3,368	8.8%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Apartment Dwellers	0	0.0%	0	0.0%	0	0.0%
6C Industrial Remnants		0	0.0%	0	0.0%	0	0.0%
	63 Southern Small Towns	0	0.0%	0	0.0%	0	0.0%
	66 Metropolitan Blue Collar	0	0.0%	0	0.0%	0	0.0%
	68 Rust Belt	0	0.0%	0	0.0%	0	0.0%
7A Military and Blue Collar		102	0.7%	102	0.4%	102	0.3%
	61 Communal Living	102	0.7%	102	0.4%	102	0.3%
	62 Blue Collar Diversity	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		15	0.1%	77	0.3%	223	0.6%
	24 Remote Latino Neighborhoods	0	0.0%	47	0.2%	156	0.4%
	29 Metropolitan	0	0.0%	0	0.0%	0	0.0%
	47 Simply Southern	1	0.0%	1	0.0%	1	0.0%
	48 Tex-Mex	14	0.1%	29	0.1%	66	0.2%
	53 Classic Southerners	0	0.0%	0	0.0%	0	0.0%
	56 Blue Collar	0	0.0%	0	0.0%	0	0.0%
7C Ageing Small Town America		138	1.0%	283	1.0%	283	0.7%
	23 Long-Lasting Heartland	0	0.0%	0	0.0%	0	0.0%
	37 Industrial Town	0	0.0%	0	0.0%	0	0.0%
	50 Small Town	0	0.0%	0	0.0%	0	0.0%
	52 Great Open Country	0	0.0%	0	0.0%	0	0.0%
	54 Agricultural Areas	138	1.0%	283	1.0%	283	0.7%
	55 Mining Areas	0	0.0%	0	0.0%	0	0.0%



Central Eardley Ave Pacific Grove, CA



	5 Minutes	10 Minutes	15 Minutes
Population	34,206	81,778	101,122
Daytime Population	73,465	124,925	153,493
Households	14,537	32,469	39,015
Average Age	44.5	43.9	43.1
Average HH Income	\$117,852	\$114,612	\$118,319
White Collar (Residents)	73.7%	67.4%	67.5%
College Degree & Above	56%	48%	48%



Consumer Demographic Profile

Site: Central & Eardley Ave

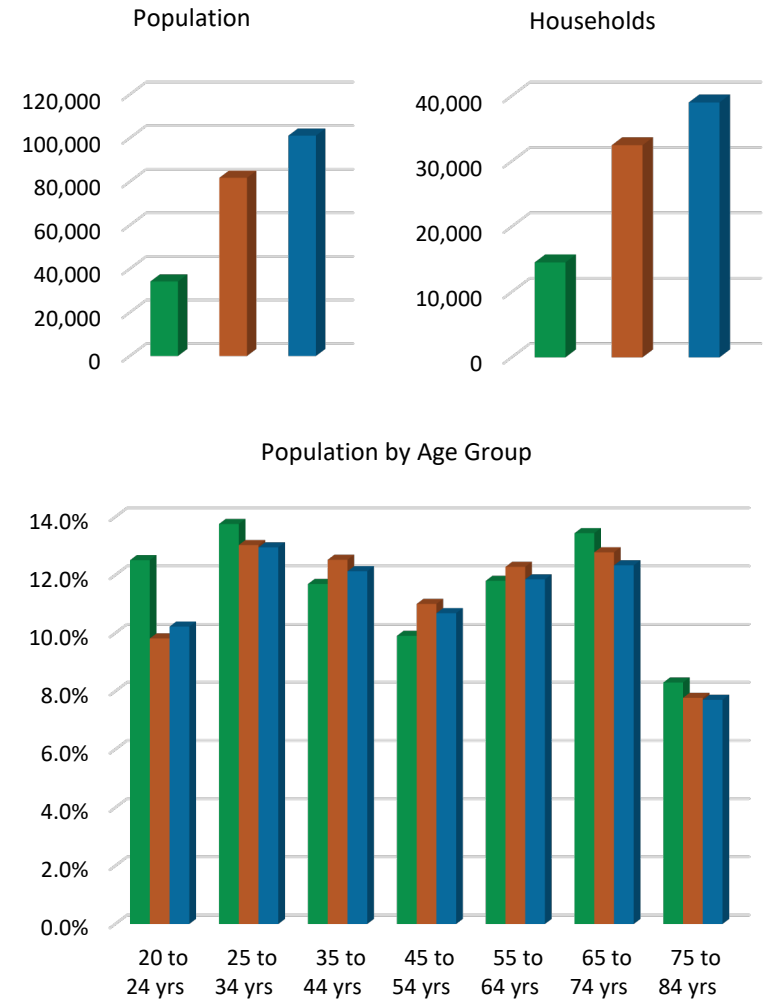
Date Report Created: 10/13/2023

INSIGHT

MARKET ANALYTICS

Hdl ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	34,206	---	81,778	---	101,122	---
5 Year Projected Pop	34,139	---	82,270	---	102,365	---
Pop Growth (%)	-0.2%	---	0.6%	---	1.2%	---
Households	14,537	---	32,469	---	39,015	---
5 Year Projected HHs	14,509	---	32,677	---	39,461	---
HH Growth (%)	-0.2%	---	0.6%	---	1.1%	---
Census Stats						
2000 Population	34,187	---	84,508	---	100,030	---
2010 Population	34,501	---	82,316	---	102,033	---
Pop Growth (%)	0.9%	---	-2.6%	---	2.0%	---
2000 Households	15,327	---	34,035	---	40,169	---
2010 Households	14,682	---	32,678	---	39,361	---
HH Growth (%)	-4.2%	---	-4.0%	---	-2.0%	---
Total Population by Age						
Average Age	44.5		43.9		43.1	
19 yrs & under	5,075	14.8%	14,253	17.4%	18,989	18.8%
20 to 24 yrs	4,279	12.5%	8,028	9.8%	10,340	10.2%
25 to 34 yrs	4,705	13.8%	10,656	13.0%	13,095	13.0%
35 to 44 yrs	3,999	11.7%	10,242	12.5%	12,265	12.1%
45 to 54 yrs	3,389	9.9%	9,000	11.0%	10,807	10.7%
55 to 64 yrs	4,037	11.8%	10,044	12.3%	11,983	11.9%
65 to 74 yrs	4,597	13.4%	10,451	12.8%	12,471	12.3%
75 to 84 yrs	2,839	8.3%	6,356	7.8%	7,791	7.7%
85 + yrs	1,285	3.8%	2,747	3.4%	3,380	3.3%
Population Bases						
20-34 yrs	8,985	26.3%	18,684	22.8%	23,435	23.2%
45-64 yrs	7,425	21.7%	19,044	23.3%	22,790	22.5%
16 yrs +	30,063	87.9%	69,576	85.1%	85,774	84.8%
25 yrs +	24,851	72.7%	59,497	72.8%	71,793	71.0%
65 yrs +	8,722	25.5%	19,555	23.9%	23,643	23.4%
75 yrs +	4,125	12.1%	9,103	11.1%	11,171	11.0%
85 yrs +	1,285	3.8%	2,747	3.4%	3,380	3.3%



Consumer Demographic Profile

Site: Central & Eardley Ave

Date Report Created: 10/13/2023

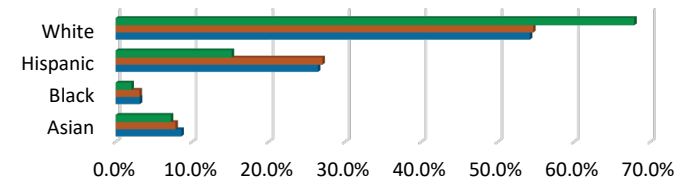
INSIGHT

MARKET ANALYTICS

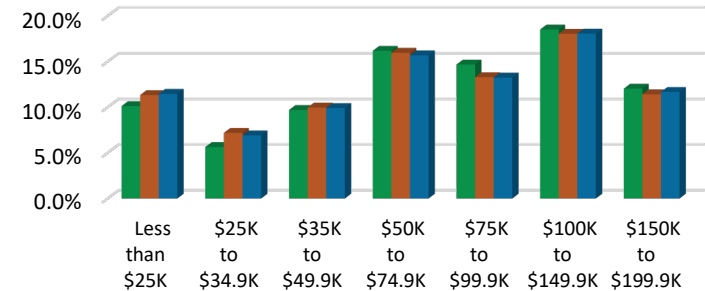
Hdl ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	23,222	67.9%	44,695	54.7%	54,831	54.2%
Hispanic	5,192	15.2%	22,129	27.1%	26,769	26.5%
Black	709	2.1%	2,555	3.1%	3,206	3.2%
Asian	2,470	7.2%	6,402	7.8%	8,702	8.6%
Ancestry						
American Indian (ancestry)	118	0.3%	273	0.3%	328	0.3%
Hawaiin (ancestry)	162	0.5%	659	0.8%	825	0.8%
Household Income						
Per Capita Income	\$50,084	---	\$45,505	---	\$45,650	---
Average HH Income	\$117,852	---	\$114,612	---	\$118,319	---
Median HH Income	\$88,118	---	\$84,399	---	\$85,476	---
Less than \$25K	1,472	10.1%	3,680	11.3%	4,476	11.5%
\$25K to \$34.9K	820	5.6%	2,338	7.2%	2,698	6.9%
\$35K to \$49.9K	1,411	9.7%	3,237	10.0%	3,868	9.9%
\$50K to \$74.9K	2,353	16.2%	5,186	16.0%	6,121	15.7%
\$75K to \$99.9K	2,134	14.7%	4,318	13.3%	5,170	13.3%
\$100K to \$149.9K	2,692	18.5%	5,860	18.0%	7,049	18.1%
\$150K to \$199.9K	1,751	12.0%	3,708	11.4%	4,556	11.7%
\$200K +	1,903	13.1%	4,142	12.8%	5,077	13.0%
Education						
Less than 9th Grade	390	1.6%	3,063	5.1%	3,636	5.1%
Some HS, No Diploma	656	2.6%	2,545	4.3%	3,036	4.2%
HS Grad (or Equivalent)	2,690	10.8%	8,984	15.1%	10,655	14.8%
Some College, No Degree	4,992	20.1%	12,127	20.4%	14,954	20.8%
Associate Degree	2,417	9.7%	5,500	9.2%	6,842	9.5%
Bachelor Degree	7,373	29.7%	14,732	24.8%	17,884	24.9%
Graduates Degree	4,135	16.6%	8,389	14.1%	9,774	13.6%

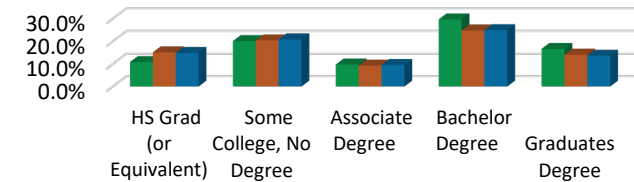
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: Central & Eardley Ave

Date Report Created: 10/13/2023

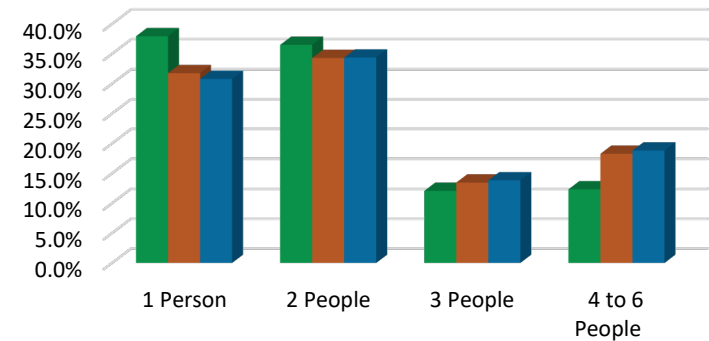
INSIGHT

MARKET ANALYTICS

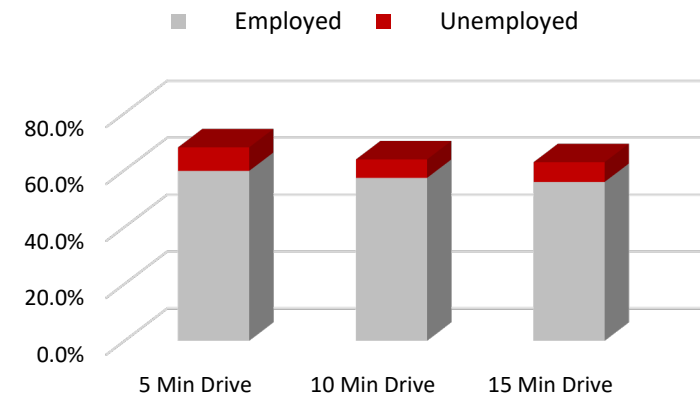
Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	7,356		19,375		23,727	
Single - Male	202	2.7%	839	4.3%	1,037	4.4%
Single - Female	705	9.6%	1,987	10.3%	2,291	9.7%
Single Parent - Male	241	3.3%	679	3.5%	833	3.5%
Single Parent - Female	317	4.3%	890	4.6%	1,082	4.6%
Married w/ Children	1,761	23.9%	5,072	26.2%	6,387	26.9%
Married w/out Children	4,130	56.1%	9,907	51.1%	12,097	51.0%
Household Size						
1 Person	5,517	37.9%	10,314	31.8%	12,017	30.8%
2 People	5,306	36.5%	11,142	34.3%	13,414	34.4%
3 People	1,754	12.1%	4,371	13.5%	5,396	13.8%
4 to 6 People	1,792	12.3%	5,933	18.3%	7,343	18.8%
7+ People	168	1.2%	708	2.2%	846	2.2%
Home Ownership	14,537		32,469		39,015	
Owners	5,845	40.2%	14,979	46.1%	18,113	46.4%
Renters	8,691	59.8%	17,490	53.9%	20,903	53.6%
Components of Change						
Births	298	0.9%	763	0.9%	943	0.9%
Deaths	379	1.1%	864	1.1%	1,057	1.0%
Migration	27	0.1%	-42	-0.1%	-308	-0.3%
Employment (Pop 16+)	30,063		69,576		85,774	
Armed Services	4,334	14.4%	5,094	7.3%	5,492	6.4%
Civilian	20,436	68.0%	44,346	63.7%	53,843	62.8%
Employed	17,947	59.7%	39,827	57.2%	47,875	55.8%
Unemployed	2,488	8.3%	4,519	6.5%	5,967	7.0%
Not in Labor Force	9,628	32.0%	25,230	36.3%	31,932	37.2%
Employed Population	17,947		39,827		47,875	
White Collar	13,228	73.7%	26,825	67.4%	32,303	67.5%
Blue Collar	4,719	26.3%	13,002	32.6%	15,572	32.5%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: Central & Eardley Ave

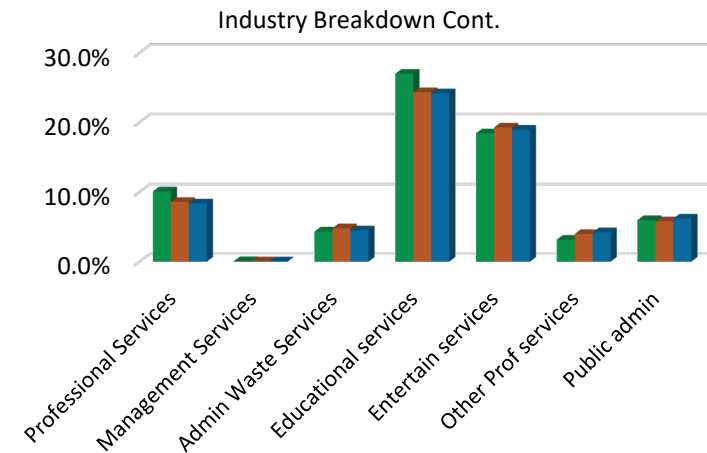
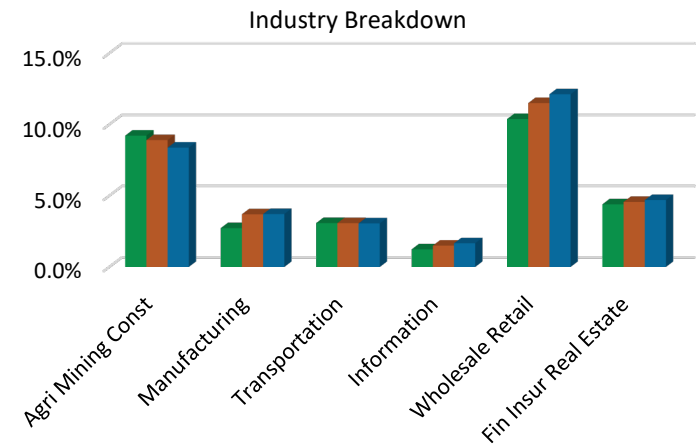
Date Report Created: 10/13/2023

INSIGHT

MARKET ANALYTICS

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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	17,947		39,827		47,875	
White Collar	13,228	73.7%	26,825	67.4%	32,303	67.5%
Managerial executive	3,424	19.1%	7,035	17.7%	8,381	17.5%
Prof specialty	6,119	34.1%	11,388	28.6%	13,443	28.1%
Healthcare support	321	1.8%	1,057	2.7%	1,349	2.8%
Sales	1,616	9.0%	3,700	9.3%	4,722	9.9%
Office Admin	1,748	9.7%	3,645	9.2%	4,407	9.2%
Blue Collar	4,719	26.3%	13,002	32.6%	15,572	32.5%
Protective	268	1.5%	722	1.8%	887	1.9%
Food Prep Serving	1,487	8.3%	3,643	9.1%	4,351	9.1%
Bldg Maint/Cleaning	445	2.5%	2,015	5.1%	2,349	4.9%
Personal Care	521	2.9%	1,298	3.3%	1,627	3.4%
Farming/Fishing/Forestry	93	0.5%	383	1.0%	406	0.8%
Construction	984	5.5%	2,566	6.4%	2,965	6.2%
Production Transp	921	5.1%	2,375	6.0%	2,986	6.2%
Employment By Industry	17,947		39,827		47,875	
Agri Mining Const	1,655	9.2%	3,546	8.9%	4,010	8.4%
Manufacturing	489	2.7%	1,473	3.7%	1,779	3.7%
Transportation	553	3.1%	1,226	3.1%	1,464	3.1%
Information	222	1.2%	597	1.5%	796	1.7%
Wholesale Retail	1,863	10.4%	4,582	11.5%	5,804	12.1%
Fin Insur Real Estate	790	4.4%	1,818	4.6%	2,248	4.7%
Professional Services	1,809	10.1%	3,414	8.6%	3,997	8.3%
Management Services	9	0.1%	14	0.0%	14	0.0%
Admin Waste Services	776	4.3%	1,909	4.8%	2,142	4.5%
Educational services	4,841	27.0%	9,693	24.3%	11,572	24.2%
Entertain services	3,307	18.4%	7,670	19.3%	9,074	19.0%
Other Prof services	564	3.1%	1,581	4.0%	2,016	4.2%
Public admin	1,069	6.0%	2,303	5.8%	2,958	6.2%



Employment Profile

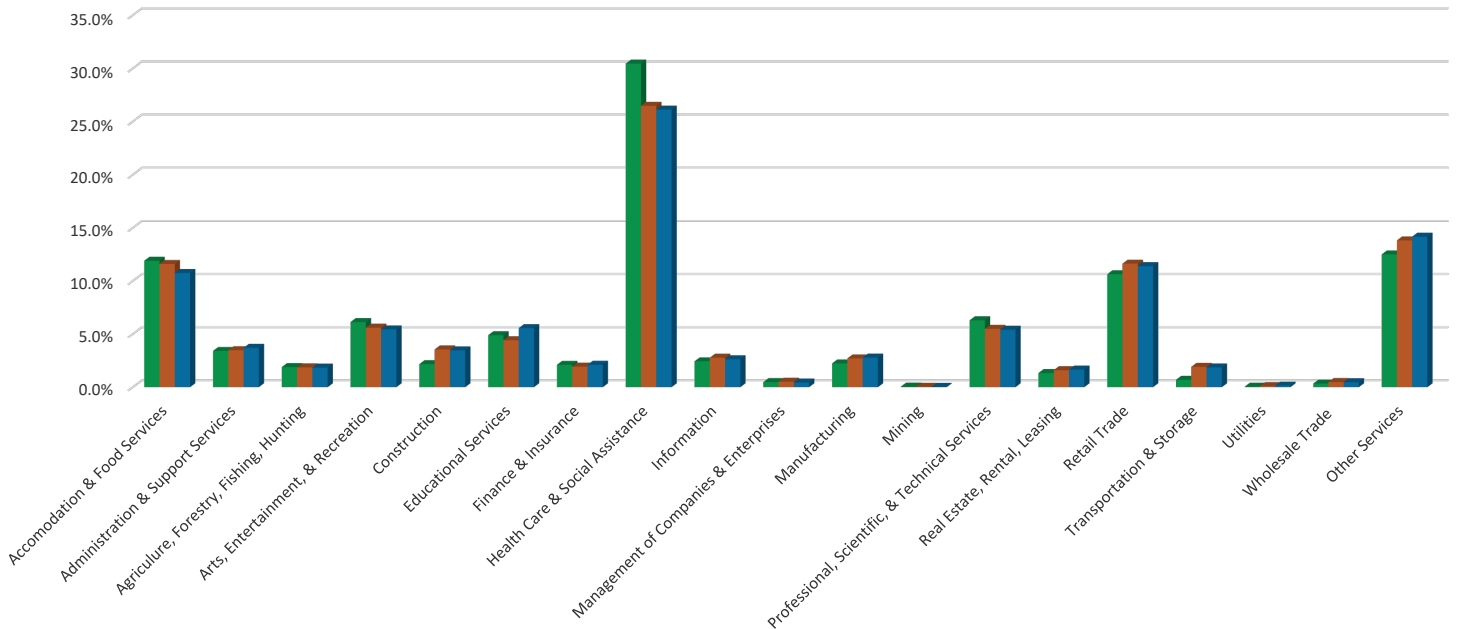
Site: Central & Eardley Ave

Date Report Created: 10/13/2023

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	73,465		124,925		153,493	
Student Population	25,852		33,092		42,966	
Median Employee Salary	53,922		54,290		54,708	
Average Employee Salary	65,702		64,845		65,370	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	665	2.0%	1,366	2.4%	1,569	2.4%
15,000 to 30,000 CrYr	328	1.0%	514	0.9%	622	0.9%
30,000 to 45,000 CrYr	10,716	32.4%	17,882	31.9%	20,551	31.3%
45,000 to 60,000 CrYr	7,248	21.9%	12,669	22.6%	14,863	22.6%
60,000 to 75,000 CrYr	3,771	11.4%	6,589	11.8%	7,848	12.0%
75,000 to 90,000 CrYr	3,741	11.3%	6,419	11.4%	7,540	11.5%
90,000 to 100,000 CrYr	752	2.3%	1,397	2.5%	1,670	2.5%
Over 100,000 CrYr	5,830	17.6%	9,239	16.5%	10,964	16.7%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,809	100%	33,050	100%	4,684	100%	56,074	100%	5,589	100%	65,627	100%
Accommodation & Food Services	244	8.7%	3,934	11.9%	393	8.4%	6,505	11.6%	432	7.7%	7,055	10.8%
Administration & Support Services	74	2.6%	1,126	3.4%	148	3.2%	1,952	3.5%	182	3.3%	2,432	3.7%
Agriculture, Forestry, Fishing, Hunting	17	0.6%	626	1.9%	26	0.6%	1,042	1.9%	33	0.6%	1,209	1.8%
Arts, Entertainment, & Recreation	101	3.6%	2,027	6.1%	162	3.5%	3,140	5.6%	192	3.4%	3,570	5.4%
Construction	98	3.5%	717	2.2%	262	5.6%	1,993	3.6%	308	5.5%	2,270	3.5%
Educational Services	67	2.4%	1,617	4.9%	108	2.3%	2,478	4.4%	135	2.4%	3,650	5.6%
Finance & Insurance	145	5.2%	695	2.1%	233	5.0%	1,081	1.9%	332	5.9%	1,384	2.1%
Health Care & Social Assistance	741	26.4%	10,065	30.5%	1,069	22.8%	14,849	26.5%	1,285	23.0%	17,144	26.1%
Information	52	1.9%	805	2.4%	98	2.1%	1,557	2.8%	113	2.0%	1,727	2.6%
Management of Companies & Enterprises	4	0.1%	159	0.5%	8	0.2%	289	0.5%	8	0.1%	289	0.4%
Manufacturing	73	2.6%	738	2.2%	132	2.8%	1,518	2.7%	156	2.8%	1,829	2.8%
Mining	1	0.0%	17	0.1%	2	0.0%	20	0.0%	2	0.0%	20	0.0%
Professional, Scientific, & Technical Services	343	12.2%	2,082	6.3%	525	11.2%	3,082	5.5%	618	11.1%	3,551	5.4%
Real Estate, Rental, Leasing	109	3.9%	440	1.3%	190	4.1%	897	1.6%	242	4.3%	1,089	1.7%
Retail Trade	364	13.0%	3,515	10.6%	595	12.7%	6,520	11.6%	691	12.4%	7,482	11.4%
Transportation & Storage	18	0.6%	230	0.7%	56	1.2%	1,073	1.9%	60	1.1%	1,216	1.9%
Utilities	1	0.0%	16	0.0%	2	0.0%	57	0.1%	3	0.1%	105	0.2%
Wholesale Trade	15	0.5%	111	0.3%	45	1.0%	272	0.5%	52	0.9%	305	0.5%
Other Services	341	12.1%	4,131	12.5%	629	13.4%	7,749	13.8%	744	13.3%	9,300	14.2%

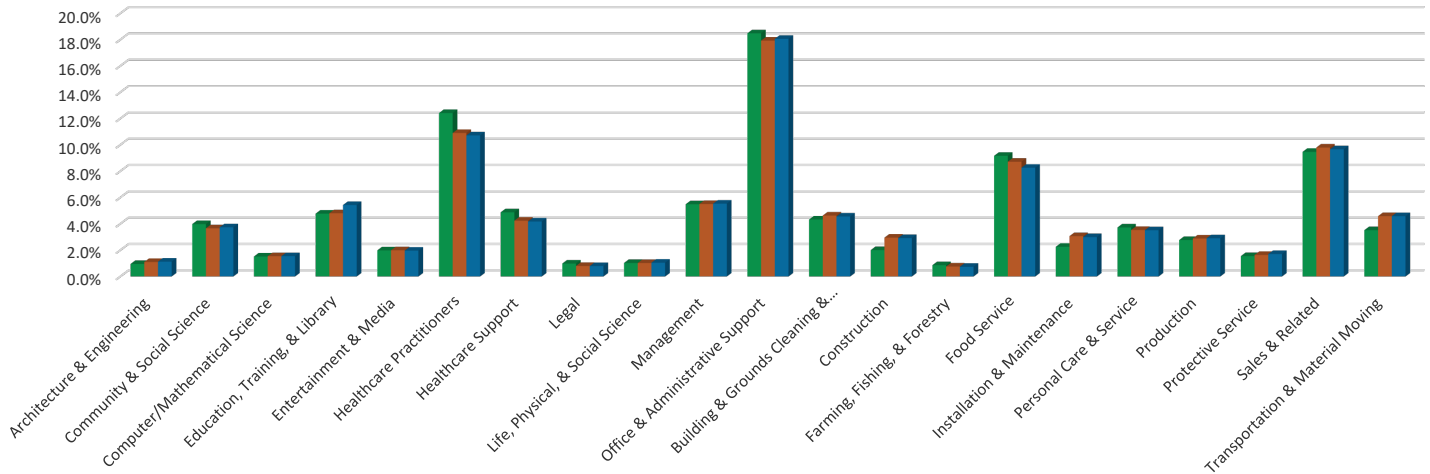
Employment Profile

Site: Central & Eardley Ave

Date Report Created: 10/13/2023

	5 Min Drive		10 Min Drive		15 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	19,667	59.5%	31,680	56.5%	37,539	57.2%
Architecture & Engineering	315	1.0%	619	1.1%	741	1.1%
Community & Social Science	1,317	4.0%	2,054	3.7%	2,453	3.7%
Computer/Mathematical Science	503	1.5%	866	1.5%	1,013	1.5%
Education, Training, & Library	1,579	4.8%	2,695	4.8%	3,565	5.4%
Entertainment & Media	657	2.0%	1,118	2.0%	1,290	2.0%
Healthcare Practitioners	4,106	12.4%	6,113	10.9%	7,035	10.7%
Healthcare Support	1,612	4.9%	2,379	4.2%	2,743	4.2%
Legal	326	1.0%	449	0.8%	521	0.8%
Life, Physical, & Social Science	340	1.0%	576	1.0%	689	1.1%
Management	1,814	5.5%	3,087	5.5%	3,633	5.5%
Office & Administrative Support	6,109	18.5%	10,053	17.9%	11,854	18.1%
Blue Collar	13,111	39.7%	23,875	42.6%	27,468	41.9%
Building & Grounds Cleaning & Maintenance	1,431	4.3%	2,597	4.6%	2,992	4.6%
Construction	664	2.0%	1,657	3.0%	1,916	2.9%
Farming, Fishing, & Forestry	285	0.9%	426	0.8%	485	0.7%
Food Service	3,030	9.2%	4,888	8.7%	5,423	8.3%
Installation & Maintenance	747	2.3%	1,720	3.1%	1,966	3.0%
Personal Care & Service	1,232	3.7%	1,982	3.5%	2,307	3.5%
Production	915	2.8%	1,619	2.9%	1,907	2.9%
Protective Service	513	1.6%	919	1.6%	1,121	1.7%
Sales & Related	3,130	9.5%	5,494	9.8%	6,343	9.7%
Transportation & Material Moving	1,164	3.5%	2,572	4.6%	3,008	4.6%
Military Services	272	0.8%	519	0.9%	620	0.9%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	33,050	56,074	65,627
2023 Q1	30,085	51,022	59,885
2022 Q4	31,973	54,168	63,742
2022 Q3	36,227	61,286	71,137
2022 Q2	35,510	60,149	70,262
2022 Q1	30,425	51,667	60,573
2021 Q4	32,796	55,572	65,085
2021 Q3	34,806	58,877	68,372
2021 Q2	33,717	57,177	66,898

Consumer Demand & Market Supply Assessment

Site: Central & Eardley Ave

Date Report Created: 10/13/2023

Demographics

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

34,206
34,139
29,830
4,377
14,537
14,509
2,809
33,050
\$88,118

81,778
82,270
76,729
5,050
32,469
32,677
4,684
56,074
\$84,399

101,122
102,365
93,301
7,820
39,015
39,461
5,589
65,627
\$85,476

By Establishments

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

\$5,307,607
\$126,374,947
\$13,751,167
\$3,924,720
\$172,537,359
\$72,754,334
\$39,195,122
\$10,714,188
\$8,728,944
\$6,279,276
\$7,645,658
\$69,530,357
\$8,433,252
\$5,118,846
\$10,992,079
\$6,173,993
\$55,689,863
\$1,649,248
\$65,906,251
\$1,084,598
\$4,394,981
\$25,527,029
\$3,329,582
\$11,802,423
\$3,714,198
\$34,273,649
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\$3,648,082
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\$2,124,702
\$3,830,174

\$763,155
\$49,542,122
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(\$8,034,409)
(\$2,164,007)
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\$68,701,761
\$106,295,060
\$9,779,460
\$33,446,259
\$9,284,835
\$22,736,571

-86%
-61%
-58%
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100%
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199%
200%
201%
268%
349%
437%
594%

\$13,440,207
\$332,207,584
\$29,217,961
\$10,249,319
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\$6,168,444
\$323,392,009
\$13,703,092
\$3,297,437
\$119,976,043
\$140,306,555
\$83,554,331
\$15,177,301
\$12,662,117
\$9,922,233
\$16,160,627
\$185,354,029
\$24,184,275
\$12,487,925
\$38,345,819
\$14,047,894
\$151,014,502
\$5,029,791
\$196,100,367
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\$13,272,448
\$89,107,152
\$3,854,257
\$71,786,308
\$17,207,727
\$162,815,572
\$229,817,279
\$19,483,835
\$72,953,996
\$12,725,148
\$39,816,436

(\$7,271,763)
(\$8,815,575)
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\$3,631,937
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\$3,390,852
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\$36,203,634
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\$1,265,429
\$1,770,646
\$22,073,341
\$3,854,257
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\$7,451,710
\$72,208,450
\$90,304,513
\$9,935,291
\$53,234,246
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\$16,256,669
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\$34,496,450
\$27,892,852
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\$220,645,098
\$26,937,566
\$10,410,859
\$35,116,203
\$19,402,905
\$134,915,753
\$5,159,266
\$147,230,474
\$3,455,276
\$14,001,135
\$81,499,921
\$9,708,173
\$37,525,628
\$11,846,870
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\$169,482,529
\$11,602,897
\$23,168,925
\$6,774,846
\$12,135,827

\$6,168,444
\$323,392,009
\$15,774,275
\$3,894,484
\$161,252,423
\$146,335,018
\$98,708,428
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\$13,212,783
\$13,187,199
\$16,160,627
\$206,462,707
\$28,998,009
\$12,952,021
\$44,926,810
\$15,655,503
\$165,739,678
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\$269,909,514
\$20,814,897
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\$14,394,196
\$43,069,226

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(\$18,739,800)
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(\$335,567,505)
(\$83,689,120)
(\$26,787,172)
(\$18,165,984)
(\$14,680,069)
(\$6,894,740)
(\$8,190,518)
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\$9,810,607
(\$3,747,402)
\$30,823,925
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\$1,215,813
\$82,885
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\$38,544,627
\$7,656,615
\$71,524,833
\$100,426,986
\$9,212,001
\$52,112,118
\$7,619,350
\$30,933,399

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32%
34%
103%
65%
65%
59%
79%
225%
112%
255%

Consumer Demand/Market Supply Index **\$847,026,367** **\$1,098,223,799** **77** **\$2,087,961,696** **\$2,115,890,917** **99** **\$2,517,946,971** **\$2,350,664,641** **107**



Consumer Demand & Market Supply Assessment

Site: Central & Eardley Ave

Date Report Created: 10/13/2023

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$53,854,077	\$8,292,778	(\$45,561,300)	-85%	\$92,261,751	\$12,861,018	(\$79,400,733)	-86%	\$104,791,030	\$16,450,022	(\$88,341,009)	-84%
Autos/Cars/Vans/Trucks/Motorcycles	\$111,678,096	\$47,485,175	(\$64,192,921)	-57%	\$293,589,097	\$286,745,277	(\$6,843,820)	-2%	\$357,501,007	\$287,184,441	(\$70,316,567)	-20%
Automotive Tires/Tubes/Batteries/Parts	\$22,639,585	\$12,886,948	(\$9,752,637)	-43%	\$60,019,446	\$35,464,932	(\$24,554,515)	-41%	\$72,959,822	\$37,957,448	(\$35,002,374)	-48%
Major Household Appliances	\$2,936,946	\$1,733,161	(\$1,203,785)	-41%	\$7,578,792	\$4,228,173	(\$3,350,619)	-44%	\$9,240,086	\$4,887,223	(\$4,352,863)	-47%
Automotive Lubricants (incl Oil, Greases)	\$2,936,946	\$1,733,161	(\$1,203,785)	-41%	\$7,578,792	\$4,228,173	(\$3,350,619)	-44%	\$9,240,086	\$4,887,223	(\$4,352,863)	-47%
Audio Equipment/Musical Instruments	\$4,728,326	\$3,439,372	(\$1,288,954)	-27%	\$12,457,437	\$5,799,159	(\$6,658,278)	-53%	\$15,147,918	\$7,029,647	(\$8,118,270)	-54%
Dimensional Lumber/Other Building Materials	\$15,831,236	\$11,643,017	(\$4,188,219)	-26%	\$41,673,964	\$36,631,437	(\$5,042,527)	-12%	\$50,689,232	\$43,278,392	(\$7,410,840)	-15%
Furniture/Sleep/Outdoor/Patio Furniture	\$22,592,813	\$17,047,479	(\$5,545,334)	-25%	\$59,165,103	\$30,861,691	(\$28,303,412)	-48%	\$71,989,545	\$34,676,055	(\$37,313,490)	-52%
Retailer Services	\$22,670,737	\$17,221,230	(\$5,449,507)	-24%	\$59,231,114	\$50,490,117	(\$8,740,997)	-15%	\$72,079,226	\$53,543,557	(\$18,535,669)	-26%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,809,279	\$2,134,056	(\$675,223)	-24%	\$7,428,912	\$6,715,898	(\$713,014)	-10%	\$9,034,384	\$7,910,576	(\$1,123,808)	-12%
Hardware/Tools/Plumbing/Electrical Supplies	\$11,194,069	\$8,766,283	(\$2,427,785)	-22%	\$29,584,960	\$24,987,637	(\$4,597,323)	-16%	\$35,987,887	\$29,428,130	(\$6,559,757)	-18%
Televisions/VCR/Video Cameras/DVD etc	\$4,380,580	\$3,447,493	(\$933,088)	-21%	\$11,600,912	\$7,319,034	(\$4,281,879)	-37%	\$14,120,451	\$8,430,524	(\$5,689,927)	-40%
Photographic Equipment/Supplies	\$683,223	\$550,568	(\$132,655)	-19%	\$1,816,697	\$1,143,046	(\$673,651)	-37%	\$2,206,860	\$1,321,921	(\$884,939)	-40%
Small Electric Appliances	\$1,855,975	\$1,789,877	(\$66,098)	-4%	\$4,843,075	\$3,351,383	(\$1,491,692)	-31%	\$5,885,380	\$3,923,727	(\$1,961,654)	-33%
Floor/Floor Coverings	\$5,424,747	\$5,439,996	\$15,249	0%	\$14,340,721	\$10,657,817	(\$3,682,904)	-26%	\$17,431,723	\$13,069,368	(\$4,362,356)	-25%
Kitchenware/Home Furnishings	\$9,576,477	\$11,019,520	\$1,443,043	15%	\$25,260,179	\$18,526,980	(\$6,733,199)	-27%	\$30,707,046	\$22,154,366	(\$8,552,679)	-28%
All Other Merchandise	\$32,449,624	\$38,206,519	\$5,756,895	18%	\$85,142,410	\$61,533,197	(\$23,609,213)	-28%	\$103,662,739	\$72,241,094	(\$31,421,645)	-30%
Pets/Pet Foods/Pet Supplies	\$6,741,636	\$8,001,709	\$1,260,073	19%	\$17,587,560	\$17,107,620	(\$479,940)	-3%	\$21,425,083	\$19,696,204	(\$1,728,879)	-8%
Alcoholic Drinks Served at the Establishment	\$37,874,089	\$47,339,574	\$9,465,485	25%	\$66,522,804	\$70,859,015	\$4,336,211	7%	\$75,954,835	\$77,215,566	\$1,260,731	2%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$99,482,735	\$126,046,525	\$26,563,790	27%	\$263,252,808	\$206,709,879	(\$56,542,929)	-21%	\$319,846,259	\$236,900,954	(\$82,945,305)	-26%
Groceries/Other Food Items (Off Premises)	\$107,507,948	\$136,797,695	\$29,289,747	27%	\$283,032,236	\$285,519,909	\$2,487,673	1%	\$343,965,805	\$312,856,370	(\$31,109,435)	-9%
Lawn/Garden/Farm Equipment/Supplies	\$12,236,315	\$16,074,419	\$3,838,104	31%	\$32,017,028	\$28,919,085	(\$3,097,943)	-10%	\$38,975,846	\$32,626,570	(\$6,349,276)	-16%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,539,213	\$4,709,834	\$1,170,621	33%	\$9,179,520	\$8,732,534	(\$446,986)	-5%	\$11,165,589	\$10,227,642	(\$937,946)	-8%
Soaps/Detergents/Household Cleaners	\$3,160,592	\$4,453,779	\$1,293,187	41%	\$8,335,860	\$10,660,971	\$2,325,112	28%	\$10,127,187	\$11,672,467	\$1,545,280	15%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,358,707	\$2,022,246	\$663,539	49%	\$3,593,342	\$3,607,526	\$14,184	0%	\$4,368,454	\$4,216,623	(\$151,831)	-3%
Packaged Liquor/Wine/Beer	\$13,474,201	\$20,057,500	\$6,583,299	49%	\$35,288,273	\$32,933,155	(\$2,355,118)	-7%	\$42,864,623	\$36,919,716	(\$5,944,907)	-14%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,453,576	\$11,285,715	\$3,832,139	51%	\$19,564,364	\$19,470,740	(\$93,623)	0%	\$23,777,608	\$23,517,444	(\$260,164)	-1%
Paper/Related Products	\$2,739,022	\$4,155,476	\$1,416,454	52%	\$7,236,815	\$9,801,865	\$2,565,050	35%	\$8,800,304	\$10,595,124	\$1,794,820	20%
Books/Periodicals	\$2,720,664	\$4,225,550	\$1,504,886	55%	\$7,196,608	\$6,388,026	(\$808,582)	-11%	\$8,755,793	\$7,441,923	(\$1,313,870)	-15%
Sewing/Knitting Materials/Supplies	\$381,398	\$630,462	\$249,064	65%	\$1,001,675	\$1,177,222	\$175,547	18%	\$1,218,789	\$1,387,615	\$168,826	14%
Toys/Hobby Goods/Games	\$3,873,915	\$6,532,280	\$2,658,366	69%	\$10,226,591	\$11,713,938	\$1,487,347	15%	\$12,436,807	\$13,714,025	\$1,277,218	10%
Womens/Juniors/Misses Wear	\$25,223,900	\$46,072,903	\$20,849,003	83%	\$66,122,416	\$73,882,785	\$7,760,369	12%	\$80,441,610	\$87,995,040	\$7,553,430	9%
Footwear, including Accessories	\$10,347,961	\$19,243,495	\$8,895,534	86%	\$27,180,572	\$30,633,629	\$3,453,056	13%	\$33,003,025	\$35,636,591	\$2,633,566	8%
Mens Wear	\$9,817,693	\$19,576,004	\$9,758,310	99%	\$25,825,594	\$32,202,899	\$6,377,306	25%	\$31,351,245	\$38,054,297	\$6,703,052	21%
Cigars/Cigarettes/Tobacco/Accessories	\$7,884,874	\$15,753,104	\$7,868,230	100%	\$21,038,581	\$28,983,546	\$7,944,965	38%	\$25,504,164	\$32,935,753	\$7,431,589	29%
Meats/Nonalcoholic Beverages	\$105,058,564	\$236,966,866	\$131,908,301	126%	\$217,098,403	\$368,827,050	\$151,728,647	70%	\$255,213,335	\$400,724,478	\$145,511,143	57%
Jewelry (including Watches)	\$6,213,023	\$16,928,872	\$10,715,849	172%	\$16,255,081	\$25,246,987	\$8,991,906	55%	\$19,746,411	\$27,968,339	\$8,221,929	42%
Childrens Wear/Infants/Toddlers Clothing	\$3,653,392	\$9,985,945	\$6,332,552	173%	\$9,639,849	\$17,091,810	\$7,451,961	77%	\$11,726,175	\$19,823,373	\$8,097,198	69%
Automotive Fuels	\$48,275,522	\$143,897,002	\$95,621,480	198%	\$127,661,898	\$216,453,735	\$88,791,837	70%	\$155,197,285	\$252,236,772	\$97,039,487	63%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,549,412	\$5,007,960	\$3,458,548	223%	\$4,048,136	\$8,454,870	\$4,406,734	109%	\$4,925,845	\$9,440,338	\$4,514,493	92%



Consumer Demand & Market Supply Assessment

Site: Central & Eardley Ave

Date Report Created: 10/13/2023

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

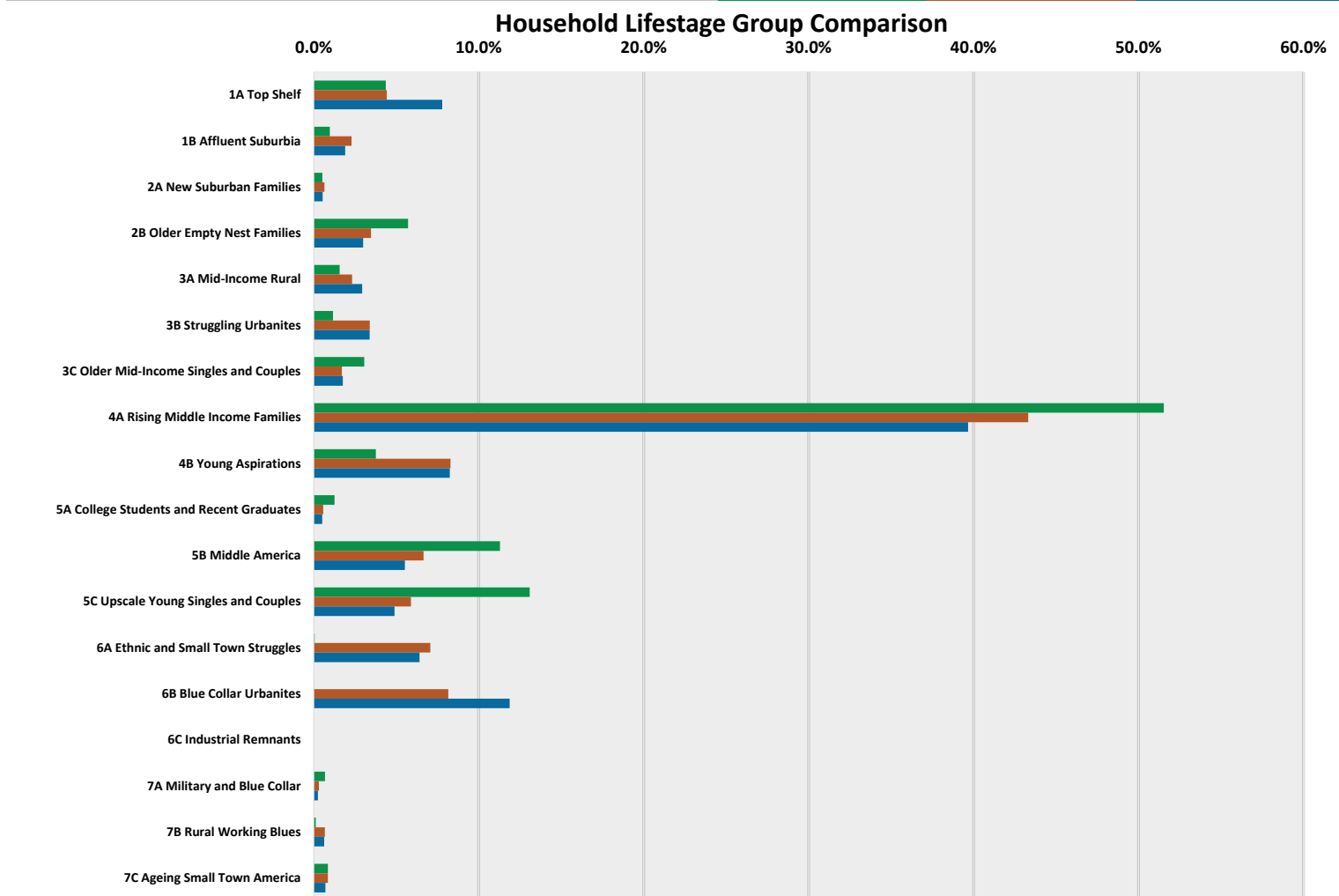
Household Segmentation Profile

Site: Central & Eardley Ave

Date: 10/13/2023

INSIGHT
MARKET ANALYTICS

Hdl ECON Solutions



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	10 Emerging Leaders	4A Rising Middle Income Families	7,154	47.8%	9,981	30.0%	10,952	27.4%
2	39 Second City Beginnings	5B Middle America	1,547	10.3%	1,548	4.7%	1,548	3.9%
3	27 Young Coastal Technocrats	5C Upscale Young Singles and Couples	1,547	10.3%	1,547	4.7%	1,547	3.9%
4	15 Comfortable Retirement	2B Older Empty Nest Families	760	5.1%	967	2.9%	1,010	2.5%
5	02 Peak Performers	1A Top Shelf	579	3.9%	1,228	3.7%	2,333	5.8%
6	08 Living the Dream	4A Rising Middle Income Families	477	3.2%	2,853	8.6%	3,335	8.3%
7	49 Retirement	3C Older Mid-Income Singles and Couples	410	2.7%	517	1.6%	658	1.6%
8	25 Hipsters and Geeks	5C Upscale Young Singles and Couples	410	2.7%	410	1.2%	410	1.0%
9	40 Beltway Commuters	4B Young Aspirations	358	2.4%	1,309	3.9%	1,309	3.3%
10	14 American Playgrounds	4B Young Aspirations	205	1.4%	1,006	3.0%	1,551	3.9%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from the originals.



Household Segmentation Profile

Date: 10/13/2023

TOTAL HOUSEHOLDS		14,953	100%	33,215	100%	39,997	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
1A Top Shelf		653	4.4%	1,469	4.4%	3,115	7.8%
	01 One Percenters	74	0.5%	241	0.7%	782	2.0%
	02 Peak Performers	579	3.9%	1,228	3.7%	2,333	5.8%
	03 Second City Achievers	0	0.0%	0	0.0%	0	0.0%
1B Affluent Suburbia		146	1.0%	759	2.3%	761	1.9%
	04 Young Success	24	0.2%	384	1.2%	384	1.0%
	05 Affluent Parents	72	0.5%	239	0.7%	241	0.6%
	06 Best of Both Worlds	50	0.3%	136	0.4%	136	0.3%
	09 Successful Urban Commuters	0	0.0%	0	0.0%	0	0.0%
2A New Suburban Families		78	0.5%	213	0.6%	214	0.5%
	17 New American Dreams	0	0.0%	0	0.0%	0	0.0%
	21 New Suburban Style	6	0.0%	51	0.2%	51	0.1%
	34 Midwestern Comforts	0	0.0%	59	0.2%	59	0.1%
	42 Rising Fortunes	72	0.5%	103	0.3%	104	0.3%
2B Older Empty Nest Families		855	5.7%	1,152	3.5%	1,195	3.0%
	12 Mainstream Established Suburb	35	0.2%	49	0.1%	49	0.1%
	15 Comfortable Retirement	760	5.1%	967	2.9%	1,010	2.5%
	18 Small Town Middle Managers	0	0.0%	0	0.0%	0	0.0%
	33 Noreasters	45	0.3%	121	0.4%	121	0.3%
	41 All-American	15	0.1%	15	0.0%	15	0.0%
3A Mid-Income Rural		234	1.6%	771	2.3%	1,173	2.9%
	13 Cowboy Country	161	1.1%	676	2.0%	1,048	2.6%
	16 Spacious Suburbs	73	0.5%	95	0.3%	125	0.3%
	20 Strong Individualists	0	0.0%	0	0.0%	0	0.0%
	51 Low Cost Rural	0	0.0%	0	0.0%	0	0.0%
3B Struggling Urbanites		174	1.2%	1,127	3.4%	1,353	3.4%
	38 Middle America	0	0.0%	0	0.0%	0	0.0%
	44 Pacific Second City	69	0.5%	680	2.0%	720	1.8%
	45 Northern Perseverance	20	0.1%	20	0.1%	20	0.1%
	58 Urban Crowd	85	0.6%	427	1.3%	613	1.5%
3C Older Mid-Income Singles and Couples		457	3.1%	564	1.7%	705	1.8%
	46 Individual Singles	47	0.3%	47	0.1%	47	0.1%
	49 Retirement	410	2.7%	517	1.6%	658	1.6%
4A Rising Middle Income Families		7,705	51.5%	14,386	43.3%	15,864	39.7%
	07 Upscale Diversity	6	0.0%	118	0.4%	118	0.3%
	08 Living the Dream	477	3.2%	2,853	8.6%	3,335	8.3%
	10 Emerging Leaders	7,154	47.8%	9,981	30.0%	10,952	27.4%
	11 West Coast Affluence	69	0.5%	1,434	4.3%	1,459	3.6%
4B Young Aspirations		563	3.8%	2,753	8.3%	3,298	8.2%
	14 American Playgrounds	205	1.4%	1,006	3.0%	1,551	3.9%
	19 Outer Suburban Affluence	0	0.0%	0	0.0%	0	0.0%
	22 Up and Coming Suburban Diver:	0	0.0%	26	0.1%	26	0.1%
	35 Generational Dreams	0	0.0%	412	1.2%	412	1.0%
	40 Beltway Commuters	358	2.4%	1,309	3.9%	1,309	3.3%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from originals.



Household Segmentation Profile

Date: 10/13/2023

TOTAL HOUSEHOLDS		14,953	100%	33,215	100%	39,997	100%
Segment Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
5A College Students and Recent Graduates		188	1.3%	190	0.6%	205	0.5%
	57 College Towns	6	0.0%	6	0.0%	21	0.1%
	67 Starting Out	182	1.2%	184	0.6%	184	0.5%
5B Middle America		1,688	11.3%	2,210	6.7%	2,210	5.5%
	26 High Density Diversity	0	0.0%	332	1.0%	332	0.8%
	36 Olde New England	141	0.9%	182	0.5%	182	0.5%
	39 Second City Beginnings	1,547	10.3%	1,548	4.7%	1,548	3.9%
	43 Classic Interstate Suburbia	0	0.0%	148	0.4%	148	0.4%
5C Upscale Young Singles and Couples		1,957	13.1%	1,957	5.9%	1,957	4.9%
	25 Hipsters and Geeks	410	2.7%	410	1.2%	410	1.0%
	27 Young Coastal Technocrats	1,547	10.3%	1,547	4.7%	1,547	3.9%
6A Ethnic and Small Town Struggles		8	0.1%	2,347	7.1%	2,564	6.4%
	31 Latino Workforce	0	0.0%	1,893	5.7%	1,946	4.9%
	59 Hardworking Latino Families	0	0.0%	405	1.2%	529	1.3%
	60 Immigrant	0	0.0%	0	0.0%	0	0.0%
	64 Southern Cities	0	0.0%	7	0.0%	7	0.0%
	65 Small Towns	8	0.1%	42	0.1%	82	0.2%
6B Blue Collar Urbanites		1	0.0%	2,709	8.2%	4,749	11.9%
	28 Coastal Diversity	1	0.0%	2,709	8.2%	4,749	11.9%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Apartment Dwellers	0	0.0%	0	0.0%	0	0.0%
6C Industrial Remnants		0	0.0%	0	0.0%	0	0.0%
	63 Southern Small Towns	0	0.0%	0	0.0%	0	0.0%
	66 Metropolitan Blue Collar	0	0.0%	0	0.0%	0	0.0%
	68 Rust Belt	0	0.0%	0	0.0%	0	0.0%
7A Military and Blue Collar		102	0.7%	102	0.3%	102	0.3%
	61 Communal Living	102	0.7%	102	0.3%	102	0.3%
	62 Blue Collar Diversity	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		17	0.1%	223	0.7%	250	0.6%
	24 Remote Latino Neighborhoods	0	0.0%	156	0.5%	183	0.5%
	29 Metropolitan	0	0.0%	0	0.0%	0	0.0%
	47 Simply Southern	0	0.0%	1	0.0%	1	0.0%
	48 Tex-Mex	17	0.1%	66	0.2%	66	0.2%
	53 Classic Southerners	0	0.0%	0	0.0%	0	0.0%
	56 Blue Collar	0	0.0%	0	0.0%	0	0.0%
7C Ageing Small Town America		127	0.9%	283	0.9%	283	0.7%
	23 Long-Lasting Heartland	0	0.0%	0	0.0%	0	0.0%
	37 Industrial Town	0	0.0%	0	0.0%	0	0.0%
	50 Small Town	0	0.0%	0	0.0%	0	0.0%
	52 Great Open Country	0	0.0%	0	0.0%	0	0.0%
	54 Agricultural Areas	127	0.9%	283	0.9%	283	0.7%
	55 Mining Areas	0	0.0%	0	0.0%	0	0.0%

