

Population
Daytime Population
Households
Average HH Income
White Collar (Residents)
Some College or Degree

National City

62,760
 63,044
 16,769
 \$56,177
 45%
 55%

Report Descriptions

Major Retail Areas

- 1 Downtown National City
- 2 Plaza Boulevard
- 3 Bay Marina & Cleveland
- 4 Mile of Cars
- 5 Sweetwater
- 6 South Bay Marketplace
- 7 Westfield Plaza Bonita

REPORT DESCRIPTIONS



Consumer Demographic Profile

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

Household Segmentation Profile

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

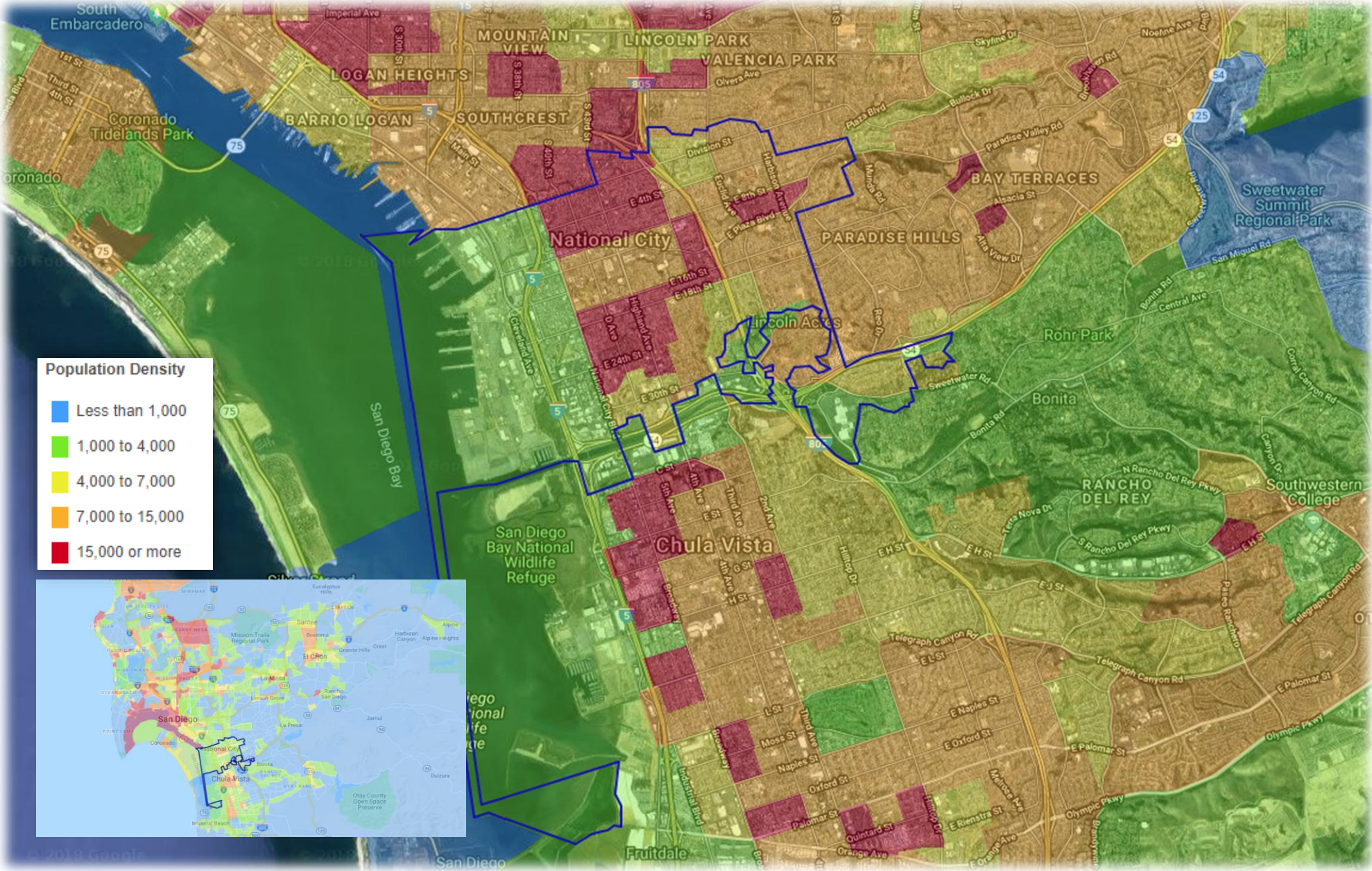
Employment Profile

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

Consumer Demand & Market Profile (GAP Analysis)

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

National City Population Density



National City Daytime Population Density



Daytime Population Density

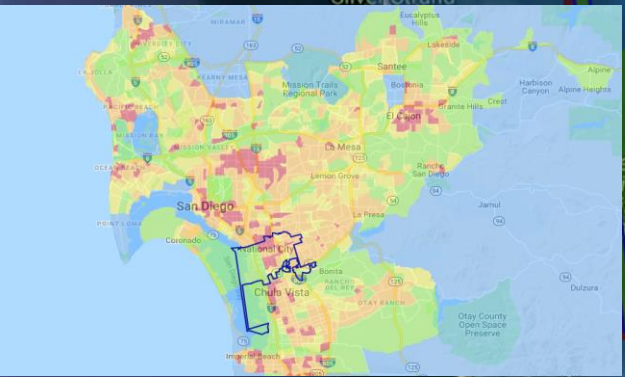
Blue	Less than 1,000
Green	1,000 to 4,000
Yellow	4,000 to 7,000
Orange	7,000 to 15,000
Red	15,000 or more

National City Employee Density



Employee - Density

Blue	Less than 1,000
Green	1,000 to 4,000
Yellow	4,000 to 7,000
Orange	7,000 to 15,000
Red	15,000 or more

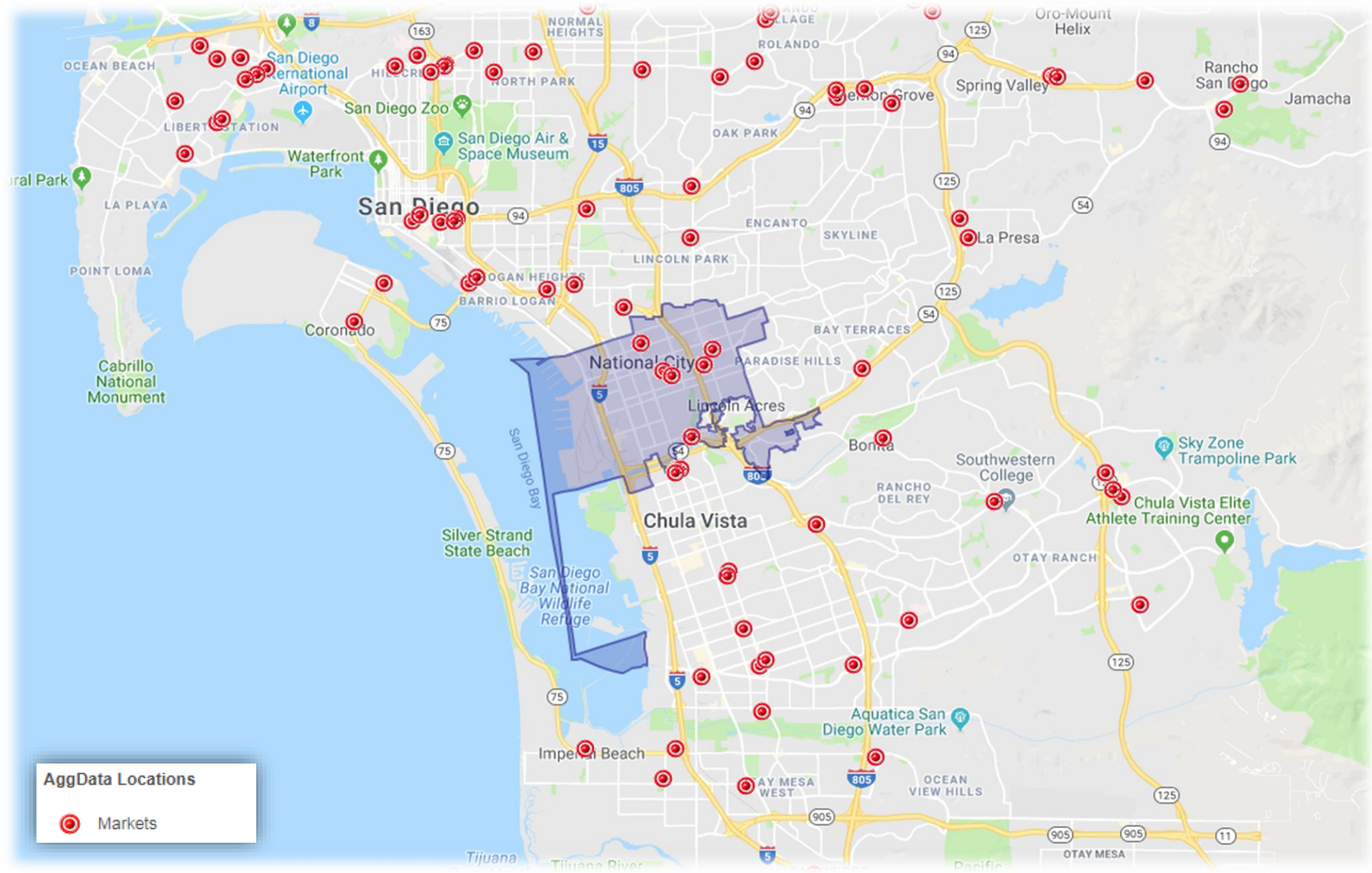


National City General Merchandise



* General Merchandise refers to the following Brands: Costco, Kmart, Stein Mart, Target, Walmart

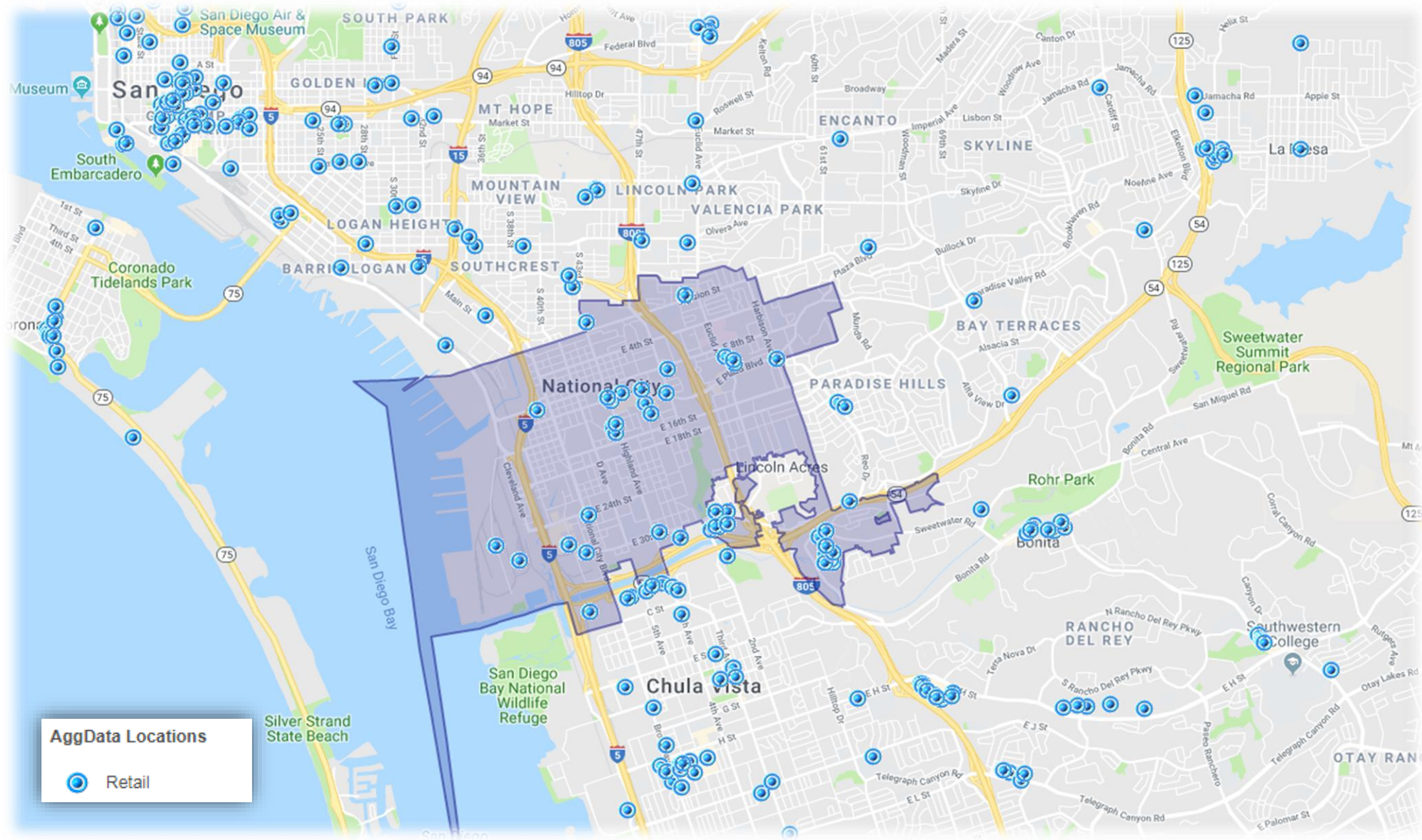
National City Markets



AggData Locations

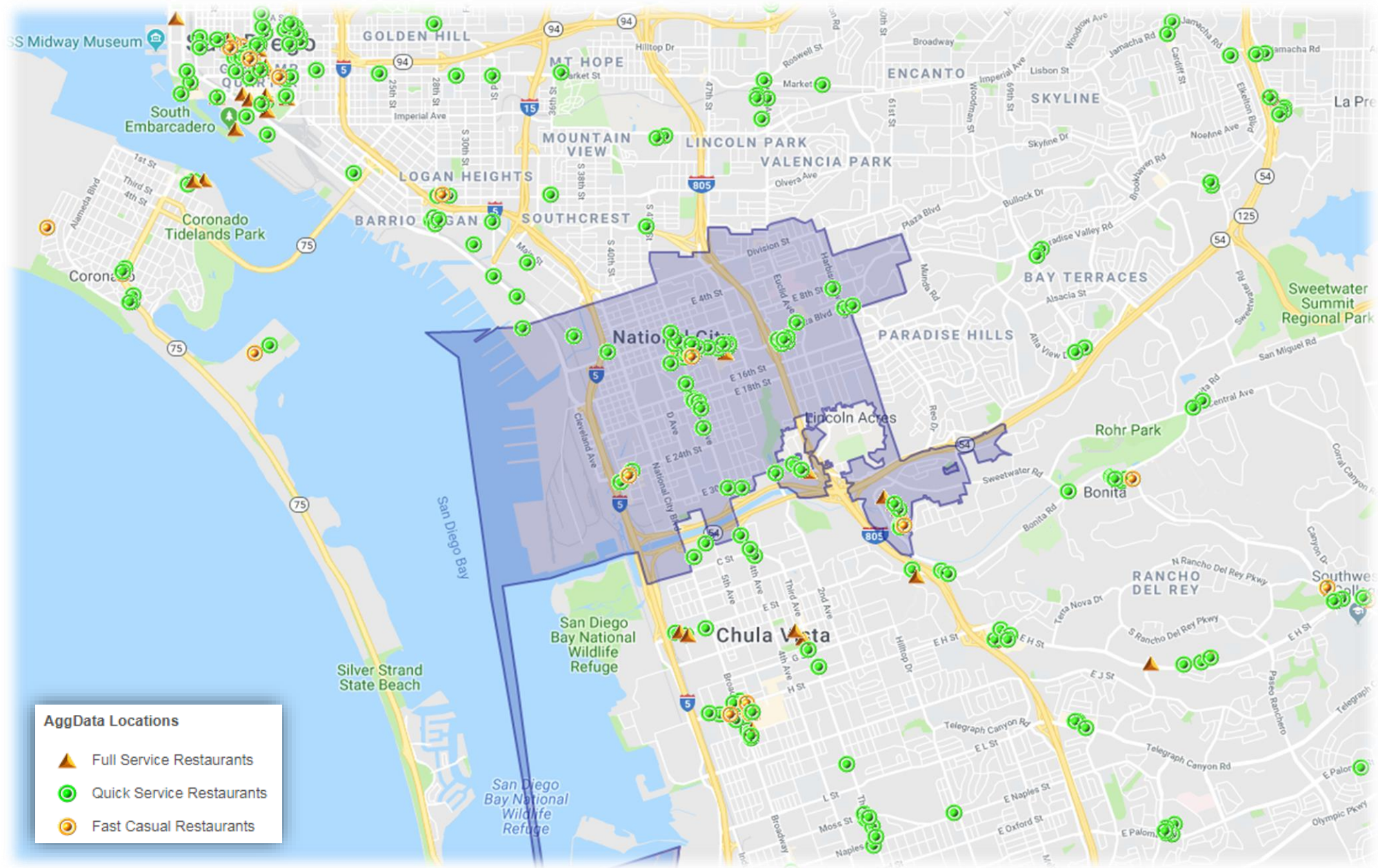
- Markets

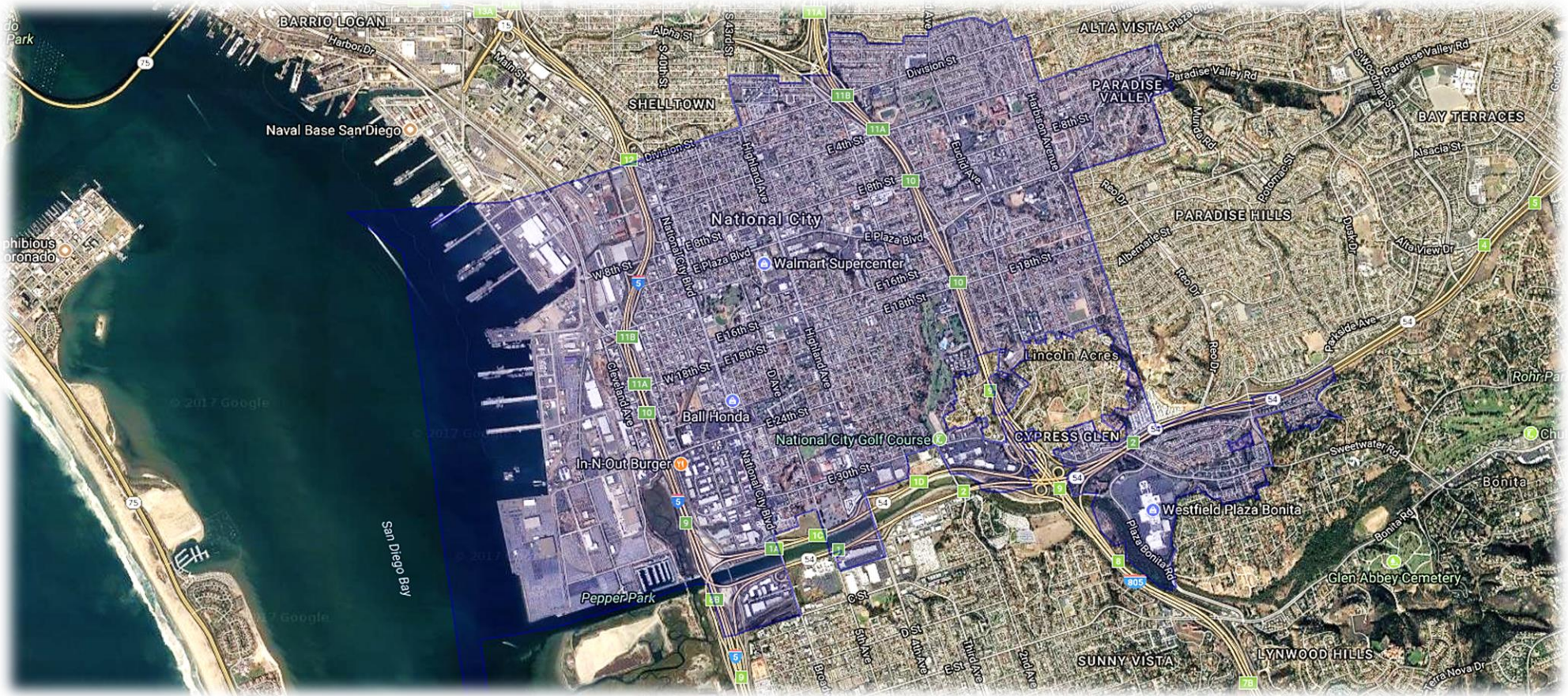
National City Retail



* Retail refers to the following concepts types: Beauty & Personal Services, Cell Phone Stores, Clothing, Consumer Electronics, Department Stores, Discount Stores, Furniture & Home Furnishings, Home Improvement, Pet & Animal Supplies, Pharmacy, Shoe Stores, Sporting Goods, Toys

National City Restaurants





Population
Households
Average Age
Average HH Income
White Collar (Residents)
Some College or Degree

National City	
Population	62,760
Households	16,769
Average Age	36.4
Average HH Income	\$56,177
White Collar (Residents)	45%
Some College or Degree	44%



Consumer Demographic Profile

For Market:

National City

Market Definition:

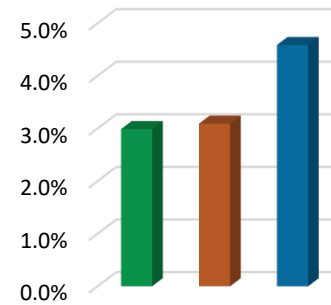
National City / San Diego County / California

Date Report Created:

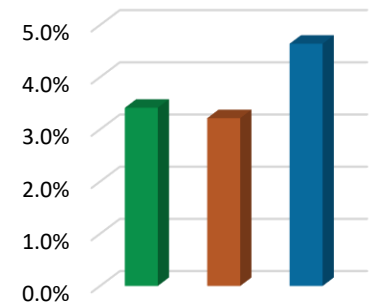
June 2018

	National City		San Diego County		California	
	#	%	#	%	#	%
Market Stats						
Population	62,760	---	3,324,240	---	39,239,111	---
5 Year Projected Pop	64,635	---	3,427,000	---	41,038,797	---
Pop Growth (%)	3.0%	---	3.1%	---	4.6%	---
Households	16,769	---	1,173,480	---	13,286,706	---
5 Year Projected HHs	17,342	---	1,211,210	---	13,903,293	---
HH Growth (%)	3.4%	---	3.2%	---	4.6%	---
Census Stats						
2000 Population	54,424	---	2,813,833	---	33,871,648	---
2010 Population	58,538	---	3,095,313	---	37,253,956	---
Pop Growth (%)	7.6%	---	10.0%	---	10.0%	---
2000 Households	15,036	---	994,676	---	11,502,864	---
2010 Households	15,468	---	1,086,865	---	12,577,498	---
HH Growth (%)	2.9%	---	9.3%	---	9.3%	---
Total Population by Age						
Average Age	36.4		38.3		38.5	
19 yrs & under	14,425	23.0%	766,531	23.1%	9,229,539	23.5%
20 to 24 yrs	9,348	14.9%	358,644	10.8%	4,071,831	10.4%
25 to 34 yrs	10,151	16.2%	466,279	14.0%	5,269,832	13.4%
35 to 44 yrs	7,524	12.0%	445,453	13.4%	5,132,129	13.1%
45 to 54 yrs	7,008	11.2%	422,885	12.7%	5,135,018	13.1%
55 to 64 yrs	6,588	10.5%	402,146	12.1%	4,816,210	12.3%
65 to 74 yrs	4,208	6.7%	273,414	8.2%	3,319,797	8.5%
75 to 84 yrs	2,399	3.8%	133,149	4.0%	1,632,508	4.2%
85 + yrs	1,108	1.8%	55,739	1.7%	632,247	1.6%
Population Bases						
20-34 yrs	19,499	31.1%	824,923	24.8%	9,341,663	23.8%
45-64 yrs	13,597	21.7%	825,031	24.8%	9,951,228	25.4%
16 yrs +	49,946	79.6%	2,636,823	79.3%	31,017,149	79.0%
25 yrs +	38,987	62.1%	2,199,065	66.2%	25,937,741	66.1%
65 yrs +	7,715	12.3%	462,302	13.9%	5,584,552	14.2%
75 yrs +	3,507	5.6%	188,888	5.7%	2,264,755	5.8%
85 yrs +	1,108	1.8%	55,739	1.7%	632,247	1.6%

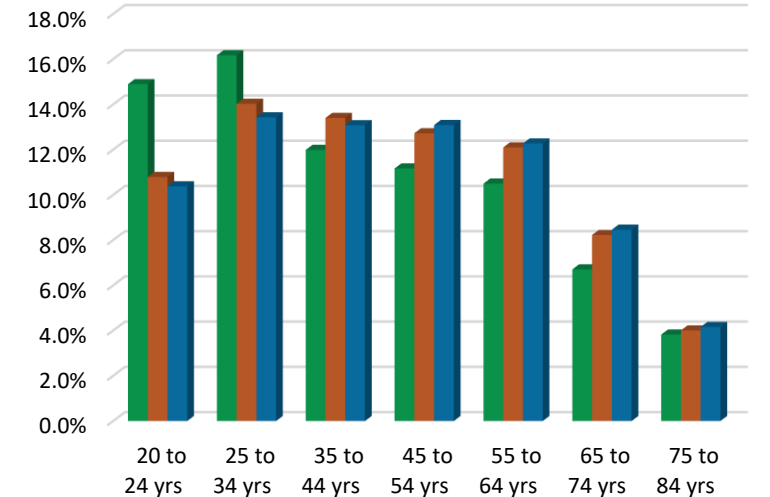
5 Yr. Proj Pop Growth (%)



5 Yr. Proj HH Growth (%)



Population by Age Group



Consumer Demographic Profile

For Market:

National City

Market Definition:

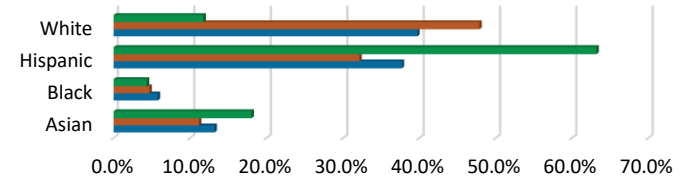
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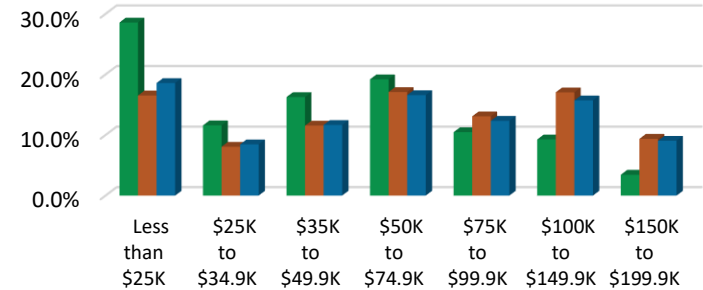
June 2018

	National City		San Diego County		California	
	#	%	#	%	#	%
Population by Race						
White	7,371	11.7%	1,590,488	47.8%	15,579,741	39.7%
Hispanic	39,659	63.2%	1,068,219	32.1%	14,782,327	37.7%
Black	2,723	4.3%	155,685	4.7%	2,260,823	5.8%
Asian	11,315	18.0%	371,260	11.2%	5,173,235	13.2%
Ancestry						
American Indian (ancestry)	167	0.3%	14,828	0.4%	170,338	0.4%
Hawaiian (ancestry)	398	0.6%	14,262	0.4%	137,563	0.4%
Household Income						
Per Capita Income	\$15,010	---	\$33,059	---	\$31,706	---
Average HH Income	\$56,177	---	\$93,650	---	\$93,636	---
Median HH Income	\$43,754	---	\$69,495	---	\$66,168	---
Less than \$25K	4,792	28.6%	194,037	16.5%	2,469,824	18.6%
\$25K to \$34.9K	1,945	11.6%	94,637	8.1%	1,123,457	8.5%
\$35K to \$49.9K	2,729	16.3%	135,645	11.6%	1,549,795	11.7%
\$50K to \$74.9K	3,219	19.2%	200,656	17.1%	2,203,918	16.6%
\$75K to \$99.9K	1,756	10.5%	153,603	13.1%	1,639,992	12.3%
\$100K to \$149.9K	1,554	9.3%	200,055	17.0%	2,088,679	15.7%
\$150K to \$199.9K	577	3.4%	110,010	9.4%	1,202,668	9.1%
\$200K +	198	1.2%	84,837	7.2%	1,008,373	7.6%
Education	38,987		2,199,065		25,937,741	
Less than 9th Grade	5,670	14.5%	157,149	7.1%	2,609,243	10.1%
Some HS, No Diploma	5,287	13.6%	145,324	6.6%	2,110,714	8.1%
HS Grad (or Equivalent)	10,461	26.8%	414,031	18.8%	5,364,628	20.7%
Some College, No Degree	9,300	23.9%	492,308	22.4%	5,636,900	21.7%
Associate Degree	2,787	7.1%	190,301	8.7%	2,024,677	7.8%
Bachelor Degree	4,401	11.3%	491,641	22.4%	5,143,765	19.8%
Graduates Degree	769	2.0%	203,188	9.2%	2,050,631	7.9%

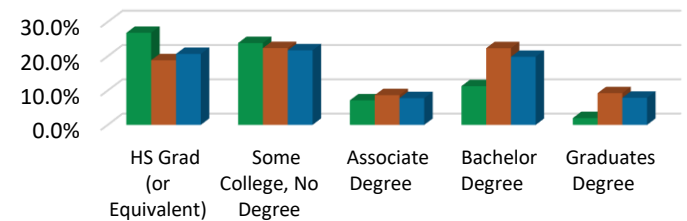
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

For Market:

National City

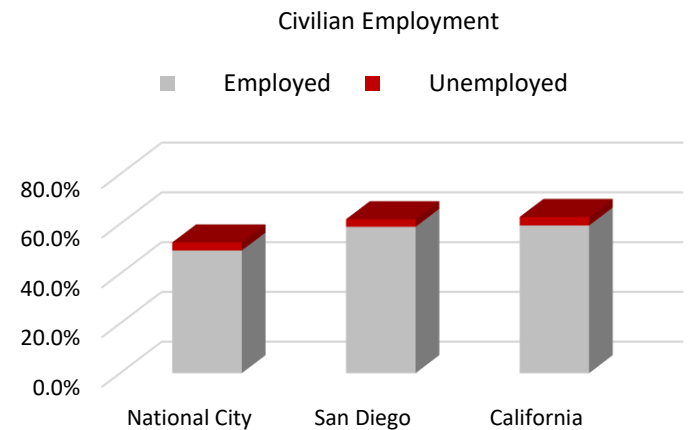
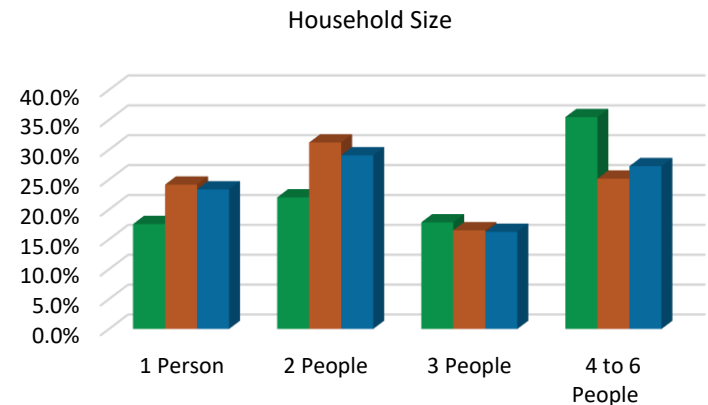
Market Definition:

National City / San Diego County / California

Date Report Created:

June 2018

	National City		San Diego County		California	
	#	%	#	%	#	%
Family Structure	12,931		785,569		9,198,545	
Single - Male	705	5.5%	32,088	4.1%	440,179	4.8%
Single - Female	1,913	14.8%	69,160	8.8%	891,918	9.7%
Single Parent - Male	576	4.5%	27,274	3.5%	353,432	3.8%
Single Parent - Female	2,007	15.5%	72,189	9.2%	901,875	9.8%
Married w/ Children	3,596	27.8%	256,597	32.7%	2,943,928	32.0%
Married w/out Children	4,134	32.0%	328,261	41.8%	3,667,213	39.9%
Household Size						
1 Person	2,944	17.6%	283,512	24.2%	3,102,729	23.4%
2 People	3,693	22.0%	366,301	31.2%	3,861,027	29.1%
3 People	2,993	17.8%	193,855	16.5%	2,159,045	16.2%
4 to 6 People	5,946	35.5%	295,164	25.2%	3,619,934	27.2%
7+ People	1,194	7.1%	34,648	3.0%	543,971	4.1%
Home Ownership	16,769		1,173,480		13,286,706	
Owners	5,998	35.8%	638,819	54.4%	7,446,257	56.0%
Renters	10,771	64.2%	534,661	45.6%	5,840,449	44.0%
Components of Change						
Births	794	1.3%	40,336	1.2%	475,089	1.2%
Deaths	394	0.6%	22,993	0.7%	273,337	0.7%
Migration	495	0.8%	8,436	0.3%	31,739	0.1%
Employment (Pop 16+)	49,946		2,636,823		31,017,149	
Armed Services	6,567	13.1%	84,888	3.2%	146,270	0.5%
Civilian	26,251	52.6%	1,632,701	61.9%	19,484,158	62.8%
Employed	24,633	49.3%	1,551,532	58.8%	18,412,515	59.4%
Unemployed	1,618	3.2%	81,169	3.1%	1,071,643	3.5%
Not in Labor Force	17,128	34.3%	919,234	34.9%	11,386,721	36.7%
Employed Population	24,633		1,551,532		18,412,515	
White Collar	11,028	44.8%	1,029,028	66.3%	11,548,520	62.7%
Blue Collar	13,605	55.2%	522,504	33.7%	6,863,995	37.3%



Consumer Demographic Profile

For Market:

National City

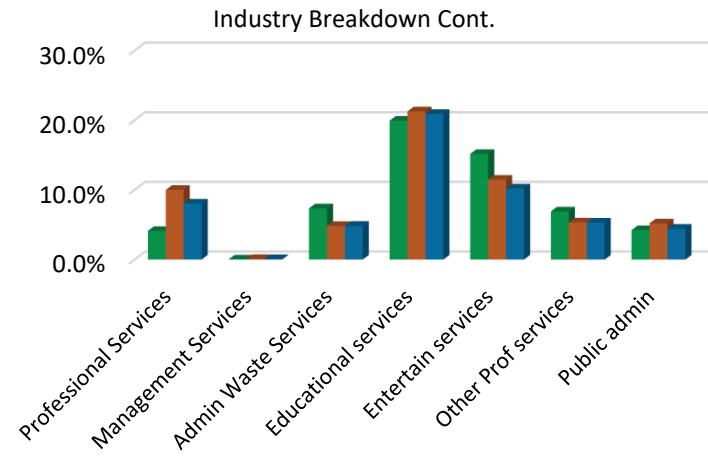
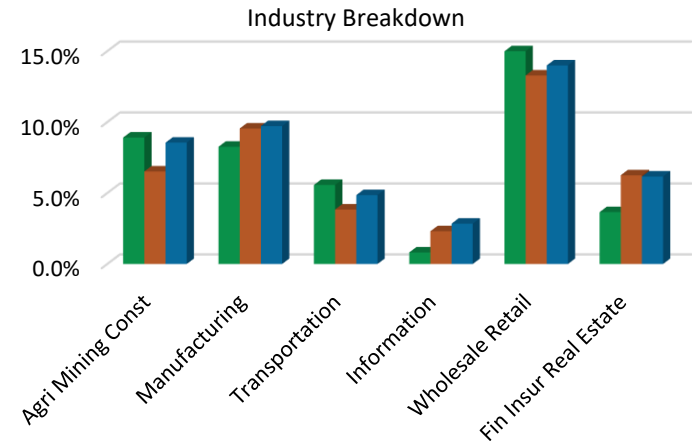
Market Definition:

National City / San Diego County / California

Date Report Created:

June 2018

	National City		San Diego County		California	
	#	%	#	%	#	%
Employment By Occupation	24,633		1,551,532		18,412,515	
White Collar	11,028	44.8%	1,029,028	66.3%	11,548,520	62.7%
Managerial executive	1,631	6.6%	253,371	16.3%	2,802,655	15.2%
Prof specialty	2,721	11.0%	387,703	25.0%	4,085,514	22.2%
Healthcare support	909	3.7%	29,786	1.9%	358,946	1.9%
Sales	2,529	10.3%	170,361	11.0%	1,983,049	10.8%
Office Admin	3,238	13.1%	187,807	12.1%	2,318,356	12.6%
Blue Collar	13,605	55.2%	522,504	33.7%	6,863,995	37.3%
Protective	752	3.1%	32,919	2.1%	385,944	2.1%
Food Prep Serving	2,160	8.8%	96,242	6.2%	1,037,177	5.6%
Bldg Maint/Cleaning	2,352	9.5%	68,094	4.4%	796,066	4.3%
Personal Care	1,379	5.6%	73,385	4.7%	868,759	4.7%
Farming/Fishing/Forestry	122	0.5%	9,255	0.6%	317,801	1.7%
Construction	2,916	11.8%	110,068	7.1%	1,392,716	7.6%
Production Transp	3,924	15.9%	132,541	8.5%	2,065,532	11.2%
Employment By Industry	24,633		1,551,532		18,412,515	
Agri Mining Const	2,195	8.9%	101,230	6.5%	1,575,171	8.6%
Manufacturing	2,036	8.3%	148,199	9.6%	1,789,878	9.7%
Transportation	1,372	5.6%	59,545	3.8%	894,010	4.9%
Information	201	0.8%	35,798	2.3%	523,661	2.8%
Wholesale Retail	3,693	15.0%	206,161	13.3%	2,577,046	14.0%
Fin Insur Real Estate	901	3.7%	97,034	6.3%	1,134,967	6.2%
Professional Services	1,014	4.1%	155,368	10.0%	1,483,843	8.1%
Management Services	5	0.0%	1,190	0.1%	13,205	0.1%
Admin Waste Services	1,813	7.4%	75,155	4.8%	892,364	4.8%
Educational services	4,915	20.0%	330,351	21.3%	3,851,924	20.9%
Entertain services	3,739	15.2%	178,126	11.5%	1,880,361	10.2%
Other Prof services	1,703	6.9%	82,688	5.3%	978,729	5.3%
Public admin	1,043	4.2%	80,687	5.2%	817,356	4.4%



Household Segmentation Profile

For Market: National City
Date: June 2018

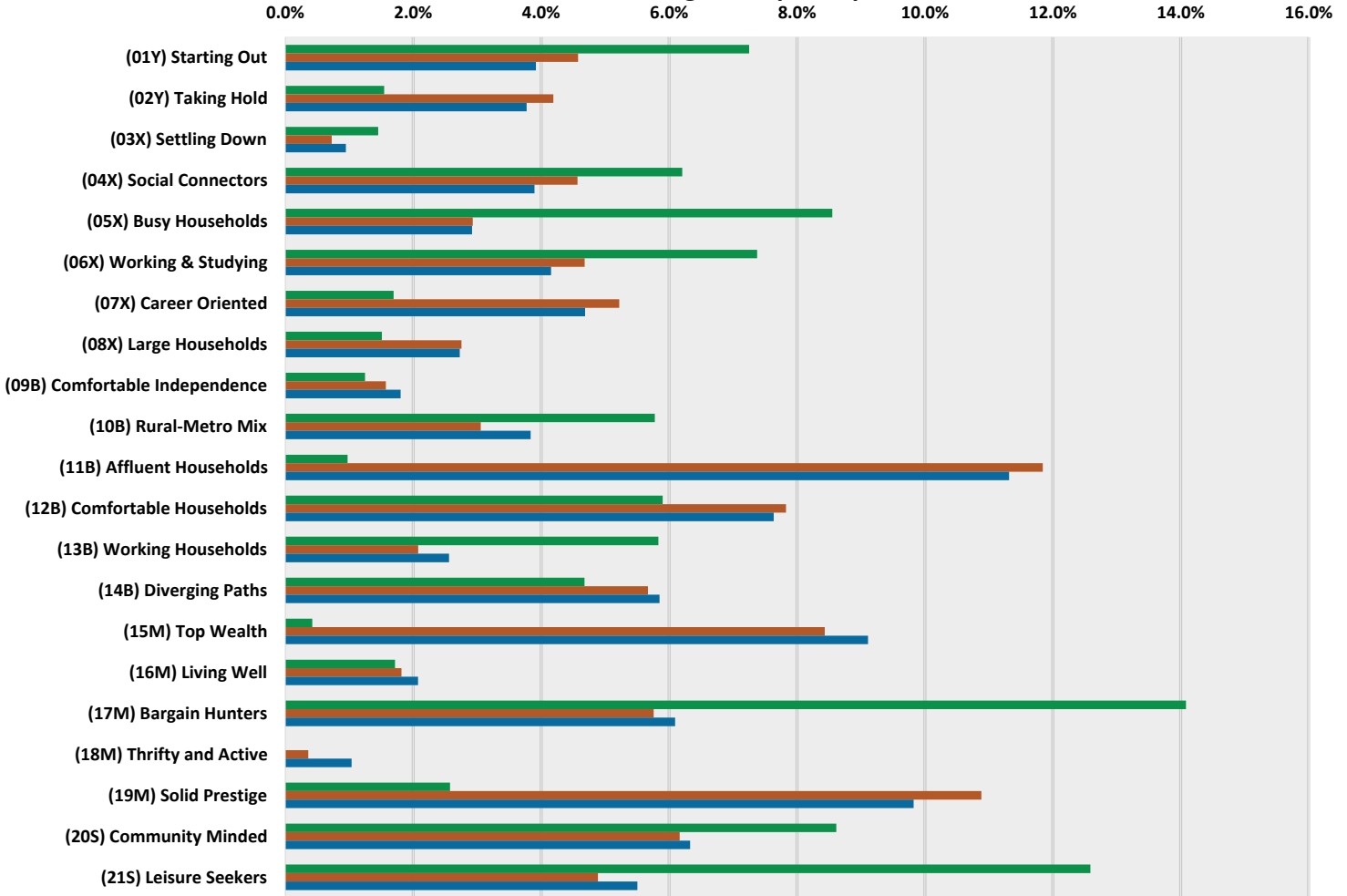


Trade Area 1:
National City

Trade Area 2:
San Diego County

Trade Area 3:
California

Household Lifestage Group Comparison



Trade Area 1:
National City

Trade Area 2:
San Diego County

Trade Area 3:
California

Total Households 15,716 100% 1,113,432 100% 12,893,812 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	63- Staying Home	(17M) Bargain Hunters	1,278	8.1%	34,933	3.1%	397,548	3.1%
2	36- Persistent & Productive	(20S) Community Minded	1,010	6.4%	40,990	3.7%	505,130	3.9%
3	62- Movies & Sports	(05X) Busy Households	989	6.3%	22,189	2.0%	242,707	1.9%
4	38- Occupational Mix	(13B) Working Households	917	5.8%	22,155	2.0%	293,483	2.3%
5	53- Metro Strivers	(10B) Rural-Metro Mix	908	5.8%	30,025	2.7%	390,254	3.0%
6	70- Favorably Frugal	(06X) Working & Studying	649	4.1%	12,980	1.2%	145,338	1.1%
7	66- Helping Hands	(21S) Leisure Seekers	633	4.0%	14,646	1.3%	179,377	1.4%
8	17- Firmly Established	(12B) Comfortable Households	545	3.5%	45,297	4.1%	507,476	3.9%
9	59- Mobile Mixers	(04X) Social Connectors	525	3.3%	27,039	2.4%	252,524	2.0%
10	65- Hobbies & Shopping	(21S) Leisure Seekers	458	2.9%	11,323	1.0%	163,202	1.3%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: National City

Date: June 2018

TOTAL HOUSEHOLDS		15,716	100%	1,113,432	100%	12,893,812	100%
Lifestage Group	Cluster Name	National City		San Diego County		California	
(01Y) Starting Out		1,140	7.3%	50,974	4.6%	505,206	3.9%
	39- Setting Goals	328	2.1%	8,051	0.7%	93,790	0.7%
	45- Offices & Entertainment	152	1.0%	10,129	0.9%	86,786	0.7%
	57- Collegiate Crowd	270	1.7%	15,412	1.4%	148,642	1.2%
	58- Outdoor Fervor	1	0.0%	3,565	0.3%	32,366	0.3%
	67- First Steps	388	2.5%	13,817	1.2%	143,622	1.1%
(02Y) Taking Hold		243	1.5%	46,654	4.2%	486,654	3.8%
	18- Climbing the Ladder	32	0.2%	2,851	0.3%	27,301	0.2%
	21- Children First	82	0.5%	6,809	0.6%	73,867	0.6%
	24- Career Building	80	0.5%	34,689	3.1%	353,090	2.7%
	30- Out & About	49	0.3%	2,305	0.2%	32,396	0.3%
(03X) Settling Down		228	1.5%	8,090	0.7%	122,227	0.9%
	34- Outward Bound	0	0.0%	593	0.1%	17,382	0.1%
	41- Rural Adventure	4	0.0%	777	0.1%	17,387	0.1%
	46- Rural & Active	224	1.4%	6,720	0.6%	87,458	0.7%
(04X) Social Connectors		975	6.2%	50,859	4.6%	502,292	3.9%
	42- Creative Variety	158	1.0%	8,918	0.8%	98,060	0.8%
	52- Stylish & Striving	293	1.9%	14,902	1.3%	151,708	1.2%
	59- Mobile Mixers	525	3.3%	27,039	2.4%	252,524	2.0%
(05X) Busy Households		1,344	8.6%	32,640	2.9%	376,523	2.9%
	37- Firm Foundations	355	2.3%	10,451	0.9%	133,816	1.0%
	62- Movies & Sports	989	6.3%	22,189	2.0%	242,707	1.9%
(06X) Working & Studying		1,160	7.4%	52,110	4.7%	535,773	4.2%
	61- City Life	319	2.0%	34,615	3.1%	325,244	2.5%
	69- Productive Havens	191	1.2%	4,515	0.4%	65,191	0.5%
	70- Favorably Frugal	649	4.1%	12,980	1.2%	145,338	1.1%
(07X) Career Oriented		266	1.7%	58,142	5.2%	604,266	4.7%
	06- Casual Comfort	82	0.5%	26,425	2.4%	291,563	2.3%
	10- Careers & Travel	20	0.1%	5,813	0.5%	59,710	0.5%
	20- Carving Out Time	42	0.3%	3,841	0.3%	39,687	0.3%
	26- Getting Established	123	0.8%	22,063	2.0%	213,306	1.7%
(08X) Large Households		237	1.5%	30,665	2.8%	351,583	2.7%
	11- Schools & Shopping	42	0.3%	8,489	0.8%	90,621	0.7%
	12- On the Go	43	0.3%	6,193	0.6%	58,887	0.5%
	19- Country Comfort	0	0.0%	2,823	0.3%	66,114	0.5%
	27- Tenured Proprietors	153	1.0%	13,160	1.2%	135,961	1.1%
(09B) Comfortable Independence		196	1.2%	17,506	1.6%	232,527	1.8%
	29- City Mixers	0	0.0%	8,377	0.8%	126,208	1.0%
	35- Working & Active	69	0.4%	4,429	0.4%	46,178	0.4%
	56- Metro Active	127	0.8%	4,700	0.4%	60,141	0.5%
(10B) Rural-Metro Mix		908	5.8%	34,019	3.1%	494,477	3.8%
	47- Rural Parents	0	0.0%	1,636	0.1%	51,140	0.4%
	53- Metro Strivers	908	5.8%	30,025	2.7%	390,254	3.0%
	60- Rural & Mobile	0	0.0%	2,358	0.2%	53,083	0.4%

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

Household Segmentation Profile

Market: National City

Date: June 2018

TOTAL HOUSEHOLDS		15,716	100%	1,113,432	100%	12,893,812	100%
Lifestage Group	Cluster Name	National City		San Diego County		California	
(11B) Affluent Households		153	1.0%	131,855	11.8%	1,458,955	11.3%
	01- Summit Estates	5	0.0%	45,981	4.1%	546,241	4.2%
	04- Top Professionals	55	0.3%	63,815	5.7%	663,453	5.1%
	07- Active Lifestyles	93	0.6%	22,059	2.0%	249,261	1.9%
(12B) Comfortable Households		927	5.9%	87,155	7.8%	984,717	7.6%
	13- Work & Play	382	2.4%	41,858	3.8%	477,241	3.7%
	17- Firmly Established	545	3.5%	45,297	4.1%	507,476	3.9%
(13B) Working Households		917	5.8%	23,124	2.1%	329,952	2.6%
	38- Occupational Mix	917	5.8%	22,155	2.0%	293,483	2.3%
	48- Farm & Home	0	0.0%	969	0.1%	36,469	0.3%
(14B) Diverging Paths		735	4.7%	63,122	5.7%	754,328	5.9%
	16- Country Enthusiasts	0	0.0%	1,024	0.1%	24,123	0.2%
	22- Comfortable Cornerstones	65	0.4%	3,580	0.3%	46,815	0.4%
	31- Mid-Americana	149	0.9%	5,954	0.5%	66,640	0.5%
	32- Metro Mix	86	0.5%	7,635	0.7%	88,259	0.7%
	33- Urban Diversity	435	2.8%	44,929	4.0%	528,491	4.1%
(15M) Top Wealth		66	0.4%	93,904	8.4%	1,174,613	9.1%
	02- Established Elite	11	0.1%	44,942	4.0%	627,321	4.9%
	03- Corporate Connected	55	0.3%	48,962	4.4%	547,292	4.2%
(16M) Living Well		270	1.7%	20,231	1.8%	267,632	2.1%
	14- Career Centered	154	1.0%	13,428	1.2%	157,181	1.2%
	15- Country Ways	0	0.0%	1,404	0.1%	37,614	0.3%
	23- Good Neighbors	116	0.7%	5,399	0.5%	72,837	0.6%
(17M) Bargain Hunters		2,213	14.1%	64,121	5.8%	785,944	6.1%
	43- Work & Causes	178	1.1%	7,060	0.6%	91,123	0.7%
	44- Open Houses	190	1.2%	8,905	0.8%	108,582	0.8%
	55- Community Life	354	2.3%	8,375	0.8%	118,390	0.9%
	63- Staying Home	1,278	8.1%	34,933	3.1%	397,548	3.1%
	68- Staying Healthy	212	1.4%	4,848	0.4%	70,301	0.5%
(18M) Thrifty & Active		0	0.0%	4,007	0.4%	133,706	1.0%
	40- Great Outdoors	0	0.0%	574	0.1%	23,242	0.2%
	50- Rural Community	0	0.0%	2,741	0.2%	80,777	0.6%
	54- Work & Outdoors	0	0.0%	692	0.1%	29,687	0.2%
(19M) Solid Prestige		405	2.6%	121,182	10.9%	1,266,683	9.8%
	05- Active & Involved	113	0.7%	31,384	2.8%	379,493	2.9%
	08- Solid Surroundings	146	0.9%	41,176	3.7%	390,531	3.0%
	09- Busy Schedules	145	0.9%	48,622	4.4%	496,659	3.9%
(20S) Community Minded		1,354	8.6%	68,658	6.2%	816,052	6.3%
	25- Clubs & Causes	151	1.0%	12,040	1.1%	144,058	1.1%
	28- Community Pillars	193	1.2%	15,628	1.4%	166,864	1.3%
	36- Persistent & Productive	1,010	6.4%	40,990	3.7%	505,130	3.9%
(21S) Leisure Seekers		1,978	12.6%	54,414	4.9%	709,702	5.5%
	49- Home & Garden	326	2.1%	11,394	1.0%	131,411	1.0%
	51- Role Models	269	1.7%	8,291	0.7%	104,114	0.8%
	64- Practical & Careful	292	1.9%	8,760	0.8%	131,598	1.0%
	65- Hobbies & Shopping	458	2.9%	11,323	1.0%	163,202	1.3%
	66- Helping Hands	633	4.0%	14,646	1.3%	179,377	1.4%

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

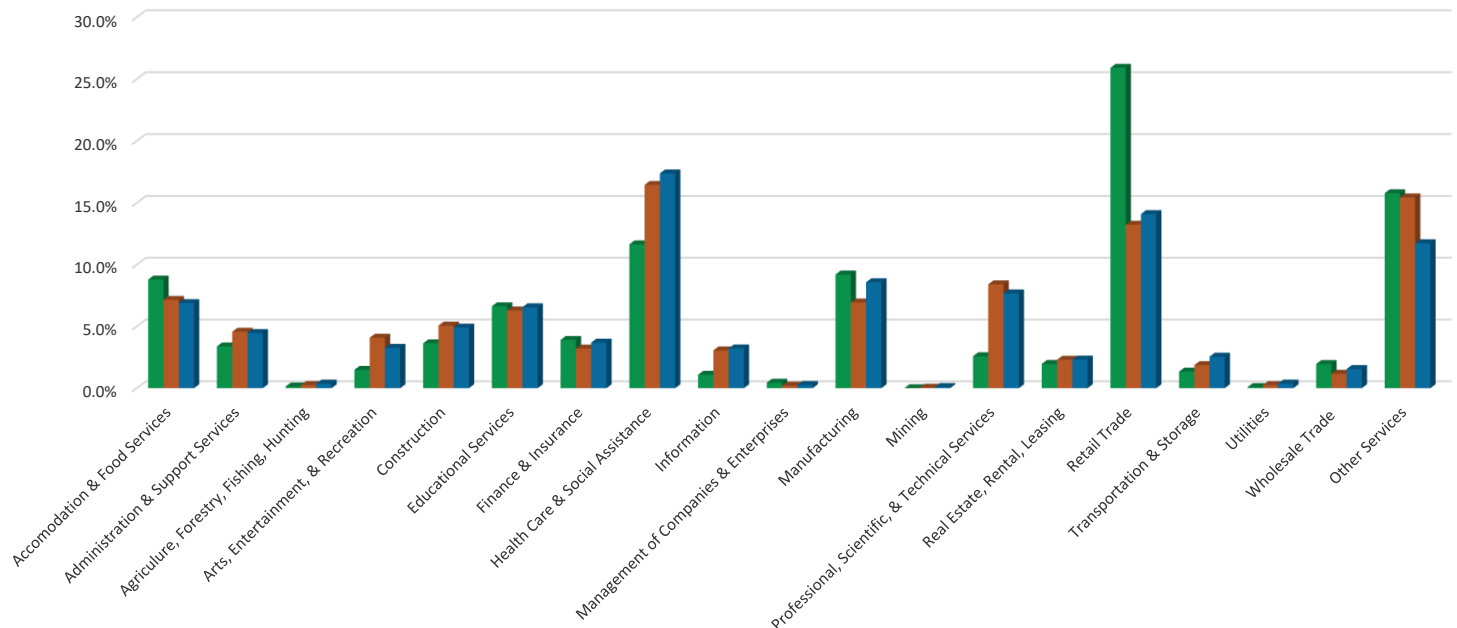
Employment Profile

For Market: National City
 Market Definition: National City / San Diego County / California
 Date Report Created: June 2018

	National City		San Diego County		California	
Daytime Population	63,044		3,883,638		44,083,969	
Student Population	15,078		1,023,728		11,695,032	
Median Employee Salary	41,291		45,618		48,179	
Average Employee Salary	49,608		54,164		56,702	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	806	3.3%	41,481	2.5%	506,366	2.8%
15,000 to 30,000 CrYr	5,701	23.4%	317,406	19.3%	2,570,406	14.4%
30,000 to 45,000 CrYr	7,090	29.1%	461,207	28.0%	5,126,362	28.7%
45,000 to 60,000 CrYr	4,703	19.3%	348,347	21.1%	3,133,679	17.5%
60,000 to 75,000 CrYr	1,809	7.4%	128,671	7.8%	2,204,235	12.3%
75,000 to 90,000 CrYr	1,469	6.0%	100,099	6.1%	1,770,689	9.9%
90,000 to 100,000 CrYr	500	2.1%	42,021	2.6%	560,991	3.1%
Over 100,000 CrYr	2,278	9.4%	208,478	12.7%	1,993,480	11.2%

Industry Groups

Employee's by Industry



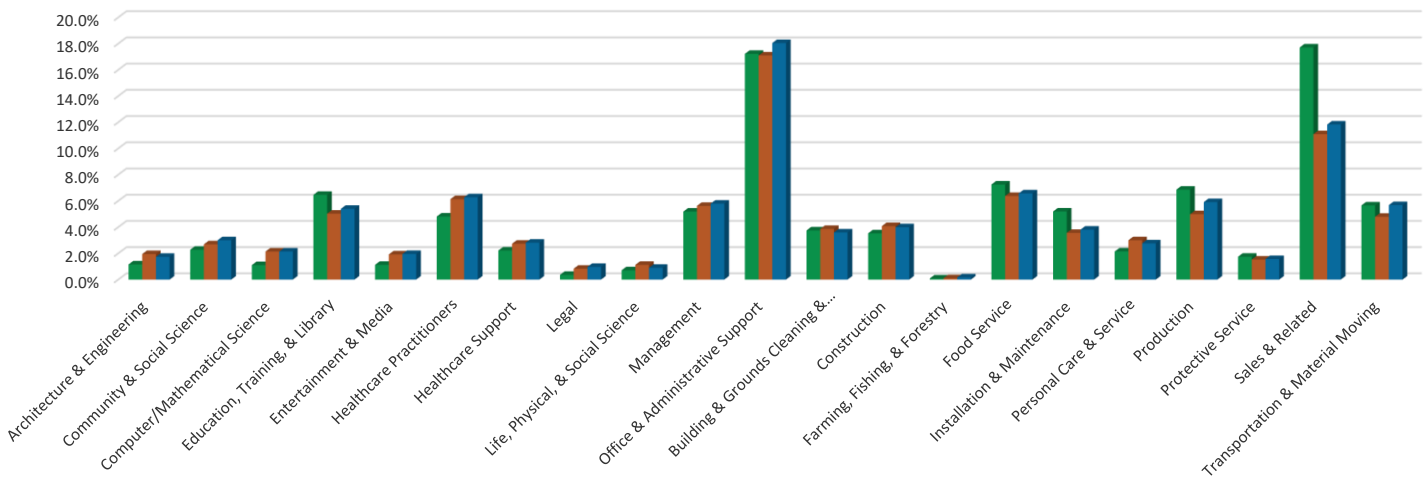
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,406	100%	24,356	100%	88,384	100%	1,647,710	100%	1,013,819	100%	17,866,208	100%
Accommodation & Food Services	110	7.8%	2,142	8.8%	5,263	6.0%	117,831	7.2%	58,917	5.8%	1,231,110	6.9%
Administration & Support Services	44	3.2%	824	3.4%	3,065	3.5%	75,291	4.6%	33,033	3.3%	797,682	4.5%
Agriculture, Forestry, Fishing, Hunting	2	0.2%	34	0.1%	371	0.4%	4,181	0.3%	5,439	0.5%	67,067	0.4%
Arts, Entertainment, & Recreation	31	2.2%	361	1.5%	2,244	2.5%	67,313	4.1%	24,098	2.4%	583,956	3.3%
Construction	65	4.6%	885	3.6%	5,100	5.8%	83,482	5.1%	56,289	5.6%	877,277	4.9%
Educational Services	33	2.4%	1,616	6.6%	2,140	2.4%	103,682	6.3%	25,526	2.5%	1,170,569	6.6%
Finance & Insurance	66	4.7%	952	3.9%	4,911	5.6%	52,842	3.2%	54,987	5.4%	659,468	3.7%
Health Care & Social Assistance	220	15.6%	2,836	11.6%	15,885	18.0%	271,122	16.5%	180,644	17.8%	3,105,527	17.4%
Information	21	1.5%	265	1.1%	1,853	2.1%	50,394	3.1%	21,140	2.1%	575,200	3.2%
Management of Companies & Enterprises	3	0.2%	109	0.4%	71	0.1%	3,384	0.2%	754	0.1%	47,435	0.3%
Manufacturing	78	5.5%	2,242	9.2%	3,538	4.0%	114,374	6.9%	44,053	4.3%	1,532,576	8.6%
Mining	0	0.0%	0	0.0%	33	0.0%	604	0.0%	598	0.1%	17,523	0.1%
Professional, Scientific, & Technical Services	71	5.1%	630	2.6%	10,894	12.3%	138,511	8.4%	113,265	11.2%	1,371,343	7.7%
Real Estate, Rental, Leasing	58	4.1%	479	2.0%	4,515	5.1%	37,961	2.3%	44,293	4.4%	414,025	2.3%
Retail Trade	262	18.6%	6,312	25.9%	11,065	12.5%	218,096	13.2%	133,362	13.2%	2,518,733	14.1%
Transportation & Storage	18	1.3%	326	1.3%	1,031	1.2%	30,761	1.9%	13,452	1.3%	455,917	2.6%
Utilities	1	0.1%	21	0.1%	115	0.1%	4,103	0.2%	1,625	0.2%	67,202	0.4%
Wholesale Trade	55	3.9%	476	2.0%	1,998	2.3%	19,242	1.2%	25,677	2.5%	277,196	1.6%
Other Services	267	19.0%	3,845	15.8%	14,292	16.2%	254,536	15.4%	176,667	17.4%	2,096,402	11.7%

Employment Profile

For Market: National City
 Market Definition: National City / San Diego County / California
 Date Report Created: June 2018

Occupations	National City		San Diego County		California	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	11,138	45.7%	832,791	50.5%	9,383,227	52.5%
Architecture & Engineering	282	1.2%	32,023	1.9%	309,672	1.7%
Community & Social Science	554	2.3%	44,327	2.7%	535,316	3.0%
Computer/Mathematical Science	268	1.1%	35,225	2.1%	381,667	2.1%
Education, Training, & Library	1,574	6.5%	82,839	5.0%	963,377	5.4%
Entertainment & Media	273	1.1%	31,563	1.9%	348,161	1.9%
Healthcare Practitioners	1,171	4.8%	101,063	6.1%	1,121,127	6.3%
Healthcare Support	540	2.2%	45,020	2.7%	502,935	2.8%
Legal	87	0.4%	13,635	0.8%	171,743	1.0%
Life, Physical, & Social Science	172	0.7%	18,446	1.1%	160,813	0.9%
Management	1,262	5.2%	92,618	5.6%	1,034,845	5.8%
Office & Administrative Support	4,193	17.2%	281,583	17.1%	3,222,698	18.0%
Blue Collar	13,124	53.9%	714,390	43.4%	8,192,041	45.9%
Building & Grounds Cleaning & Maintenance	912	3.7%	63,593	3.9%	640,982	3.6%
Construction	859	3.5%	67,219	4.1%	712,664	4.0%
Farming, Fishing, & Forestry	20	0.1%	1,650	0.1%	29,120	0.2%
Food Service	1,765	7.2%	105,010	6.4%	1,174,570	6.6%
Installation & Maintenance	1,265	5.2%	58,641	3.6%	680,162	3.8%
Personal Care & Service	522	2.1%	49,380	3.0%	493,173	2.8%
Production	1,670	6.9%	82,149	5.0%	1,055,032	5.9%
Protective Service	424	1.7%	25,108	1.5%	279,796	1.6%
Sales & Related	4,312	17.7%	182,721	11.1%	2,112,480	11.8%
Transportation & Material Moving	1,376	5.7%	78,919	4.8%	1,014,062	5.7%
Military Services	94	0.4%	100,529	6.1%	290,940	1.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	24,356	1,647,710	17,866,208
2017 Q3	23,461	1,593,280	17,299,211
2017 Q2	23,657	1,610,322	17,548,680
2017 Q1	23,625	1,606,822	17,514,581
2016 Q4	24,104	1,620,350	17,833,101
2016 Q3	23,022	1,552,962	17,017,370
2016 Q2	23,855	1,607,197	17,686,395
2016 Q1	23,679	1,595,187	17,505,152
2015 Q4	23,891	1,596,574	17,624,787

Consumer Demand & Market Supply Assessment

For Market: National City
 Market Definition: National City / San Diego County / California
 Date Report Created: June 2018

	National City			San Diego County			California		
Demographics									
Population	62,760			3,324,240			39,239,111		
5-Year Population estimate	64,635			3,427,000			41,038,797		
Population Households	57,046			3,225,927			38,437,042		
Group Quarters Population	5,715			98,313			802,069		
Households	16,769			1,173,480			13,286,706		
5-Year Households estimate	17,342			1,211,210			13,903,293		
WorkPlace Establishments	1,406			88,384			1,013,819		
Workplace Employees	24,356			1,647,710			17,866,208		
Median Household Income	\$43,754			\$69,495			\$66,168		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Vending Machine Operators (Non-Store)	\$6,335,428	\$0	(\$6,335,428) -100%	\$377,184,041	\$412,002,269	\$34,818,228 9%	\$4,502,815,714	\$5,324,115,611	\$821,299,897 18%
Lawn/Garden Equipment/Supplies Stores	\$5,620,363	\$1,221,654	(\$4,398,709) -78%	\$336,775,978	\$348,782,183	\$12,006,205 4%	\$4,034,941,808	\$4,732,822,630	\$697,880,822 17%
Electronic Shopping/Mail Order Houses	\$127,780,260	\$43,942,125	(\$83,838,135) -66%	\$7,653,086,240	\$3,869,133,743	(\$3,783,952,497) -49%	\$90,903,707,466	\$90,665,365,411	(\$238,342,055) ↓ 0%
Florists/Misc. Store Retailers	\$1,355,520	\$478,053	(\$877,467) -65%	\$81,178,407	\$73,620,344	(\$7,558,063) ↓ -9%	\$972,378,788	\$1,085,617,250	\$113,238,462 12%
Special Food Services	\$10,397,016	\$4,479,999	(\$5,917,017) -57%	\$679,486,608	\$666,466,953	(\$13,019,655) ↓ -2%	\$7,862,279,256	\$8,320,213,506	\$457,934,250 6%
Direct Selling Establishments	\$5,022,962	\$2,534,810	(\$2,488,152) -50%	\$295,679,633	\$272,863,884	(\$22,815,749) ↓ -8%	\$3,511,002,887	\$3,285,309,968	(\$225,692,919) ↓ -6%
Electronics/Appliance	\$17,485,484	\$9,500,931	(\$7,984,554) -46%	\$1,093,604,723	\$1,378,388,791	\$284,784,068 26%	\$12,797,814,213	\$12,922,368,540	\$124,554,327 1%
Other Misc. Store Retailers	\$14,110,656	\$9,133,007	(\$4,977,649) -35%	\$835,810,116	\$716,439,409	(\$119,370,707) ↓ -14%	\$10,062,770,673	\$11,220,997,349	\$1,158,226,676 12%
Full-Service Restaurants	\$51,036,897	\$39,418,065	(\$11,618,832) ↓ -23%	\$3,381,444,170	\$3,481,041,581	\$99,597,411 3%	\$38,648,584,540	\$40,864,730,420	\$2,216,145,880 6%
Grocery Stores	\$100,325,707	\$83,037,189	(\$17,288,519) ↓ -17%	\$5,907,095,983	\$5,198,063,275	(\$709,032,708) ↓ -12%	\$70,774,271,974	\$72,906,742,593	\$2,132,470,619 3%
Used Merchandise Stores	\$2,932,273	\$2,621,819	(\$310,454) ↓ -11%	\$174,093,890	\$153,098,363	(\$20,995,527) ↓ -12%	\$2,087,576,610	\$2,257,772,009	\$170,195,399 8%
Specialty Food Stores	\$5,569,538	\$5,315,761	(\$253,777) ↓ -5%	\$328,178,877	\$321,101,095	(\$7,077,782) ↓ -2%	\$3,931,438,813	\$4,191,188,928	\$259,750,115 7%
Sporting Goods/Hobby/Musical Instrument	\$11,057,594	\$11,551,895	\$494,301 4%	\$666,060,626	\$748,188,391	\$82,127,765 12%	\$7,968,445,630	\$8,630,159,913	\$661,714,283 8%
Health/Personal Care Stores	\$55,054,920	\$59,148,615	\$4,093,695 7%	\$3,181,893,902	\$3,416,867,360	\$234,973,458 7%	\$38,164,359,551	\$44,062,922,725	\$5,898,563,174 15%
Other General Merchandise Stores	\$101,654,368	\$113,954,154	\$12,299,786 12%	\$5,991,286,537	\$6,976,307,681	\$985,021,144 16%	\$71,781,899,232	\$82,322,381,715	\$10,540,482,483 15%
Gasoline Stations	\$69,719,043	\$80,832,060	\$11,113,017 16%	\$4,154,709,731	\$4,254,072,508	\$99,362,777 2%	\$49,673,423,292	\$62,165,550,757	\$12,492,127,465 25%
Automotive Parts/Accessories/Tire	\$16,203,464	\$18,923,445	\$2,719,981 17%	\$939,110,843	\$1,020,772,486	\$81,661,643 9%	\$11,226,993,300	\$12,677,632,851	\$1,450,639,551 13%
Office Supplies/Stationary/Gift	\$5,517,838	\$6,453,310	\$935,472 17%	\$332,132,899	\$250,471,863	(\$81,661,036) ↓ -25%	\$3,952,176,358	\$4,324,560,985	\$372,384,627 9%
Beer/Wine/Liquor Stores	\$8,087,601	\$9,561,760	\$1,474,159 18%	\$485,009,966	\$403,281,359	(\$81,728,607) ↓ -17%	\$5,787,986,616	\$6,419,399,978	\$631,413,362 11%
Limited-Service Eating Places	\$47,645,817	\$62,693,908	\$15,048,091 32%	\$3,113,466,531	\$2,904,595,039	(\$208,871,492) ↓ -7%	\$36,031,075,028	\$38,605,334,102	\$2,574,259,074 7%
Clothing Stores	\$42,931,315	\$64,119,519	\$21,188,204 49%	\$2,589,836,127	\$2,798,052,981	\$208,216,854 8%	\$31,058,276,528	\$34,612,600,748	\$3,554,324,220 11%
Home Furnishing Stores	\$9,346,476	\$14,088,845	\$4,742,369 51%	\$549,989,374	\$551,500,017	\$1,510,643 0%	\$6,586,932,899	\$7,438,546,635	\$851,613,736 13%
Furniture Stores	\$10,117,171	\$15,669,545	\$5,552,374 55%	\$614,797,791	\$710,770,585	\$95,972,794 16%	\$7,358,323,834	\$8,072,246,225	\$713,922,391 10%
Bar/Drinking Places (Alcoholic Beverages)	\$2,837,985	\$4,514,660	\$1,676,674 59%	\$191,465,349	\$234,074,520	\$42,609,171 22%	\$2,151,655,295	\$2,403,760,681	\$252,105,386 12%
Jewelry/Luggage/Leather Goods	\$6,195,463	\$11,318,588	\$5,123,124 83%	\$369,782,337	\$351,399,534	(\$18,382,803) ↓ -5%	\$4,419,755,484	\$4,840,112,664	\$420,357,180 10%
Shoe Stores	\$5,932,796	\$11,268,608	\$5,335,812 90%	\$365,674,046	\$340,459,907	(\$25,214,139) ↓ -7%	\$4,389,359,738	\$4,868,546,625	\$479,186,887 11%
Book/Periodical/Music Stores	\$3,720,853	\$7,287,182	\$3,566,328 96%	\$221,535,294	\$249,210,828	\$27,675,534 12%	\$2,656,043,935	\$2,912,504,954	\$256,461,019 10%
Building Material/Supplies Dealers	\$52,806,851	\$109,104,189	\$56,297,339 107%	\$3,114,903,207	\$3,450,092,126	\$335,188,919 11%	\$37,264,312,264	\$42,163,813,645	\$4,899,501,381 13%
Department Stores	\$24,741,783	\$73,323,879	\$48,582,096 196%	\$1,469,560,391	\$1,635,382,198	\$165,821,807 11%	\$17,613,730,914	\$21,964,167,503	\$4,350,436,589 25%
Automotive Dealers	\$173,577,107	\$549,442,098	\$375,864,991 217%	\$10,503,132,828	\$10,622,464,034	\$119,331,206 1%	\$125,200,107,635	\$133,858,800,054	\$8,658,692,419 7%
Other Motor Vehicle Dealers	\$9,399,973	\$30,379,728	\$20,979,755 223%	\$569,989,348	\$827,970,731	\$257,981,383 45%	\$6,805,990,819	\$7,895,822,900	\$1,089,832,081 16%
Consumer Demand/Market Supply Index	\$1,004,520,525	\$1,455,319,400	69	\$60,567,955,793	\$58,636,936,038	103	\$720,180,431,094	\$788,016,109,875	91

Consumer Demand & Market Supply Assessment

For Market: National City
 Market Definition: National City / San Diego County / California
 Date Report Created: June 2018

By Major Product Lines	National City			San Diego County			California		
	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	\$23,712,845	\$9,976,475	(\$13,736,370) -58%	\$1,574,982,025	\$976,263,400	(\$598,718,625) -38%	\$17,674,046,028	\$16,561,767,747	(\$1,112,278,281) -6%
Alcoholic Drinks Served at the Establishment	\$24,209,614	\$15,815,533	(\$8,394,081) -35%	\$1,639,299,058	\$1,222,074,438	(\$417,224,620) -25%	\$18,368,880,692	\$15,609,761,305	(\$2,759,119,387) -15%
Pets/Pet Foods/Pet Supplies	\$7,930,716	\$5,749,158	(\$2,181,557) -28%	\$487,424,953	\$366,677,680	(\$120,747,273) -25%	\$5,880,137,093	\$4,959,242,257	(\$920,894,836) -16%
Audio Equipment/Musical Instruments	\$5,547,757	\$4,147,900	(\$1,399,857) -25%	\$329,358,626	\$301,192,836	(\$28,165,790) -9%	\$3,942,161,881	\$4,893,805,427	\$951,643,546 24%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$121,199,583	\$98,765,094	(\$22,434,489) -19%	\$6,979,509,292	\$5,634,331,789	(\$1,345,177,503) -19%	\$83,686,881,053	\$82,024,937,707	(\$1,661,943,346) -2%
Groceries/Other Food Items (Off Premises)	\$155,101,631	\$134,876,488	(\$20,225,143) -13%	\$9,113,543,820	\$8,336,927,134	(\$776,616,686) -9%	\$109,281,410,112	\$111,158,679,603	\$1,877,269,491 2%
All Other Merchandise	\$38,193,337	\$34,948,404	(\$3,244,933) -8%	\$2,257,002,122	\$2,039,376,329	(\$217,625,793) -10%	\$27,081,995,300	\$30,744,469,721	\$3,662,474,421 14%
Photographic Equipment/Supplies	\$1,039,423	\$962,316	(\$77,107) -7%	\$62,252,022	\$84,515,961	\$22,263,939 36%	\$744,666,180	\$1,184,865,543	\$440,199,363 59%
Lawn/Garden/Farm Equipment/Supplies	\$15,044,452	\$14,983,547	(\$60,905) -0%	\$899,350,489	\$889,030,965	(\$10,319,524) -1%	\$10,772,650,621	\$12,130,094,065	\$1,357,443,444 13%
Cigars/Cigarettes/Tobacco/Accessories	\$12,069,583	\$12,055,025	(\$14,557) 0%	\$665,347,386	\$717,865,116	\$52,517,730 8%	\$8,071,834,241	\$9,690,866,398	\$1,619,032,157 20%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,615,742	\$8,757,585	\$141,843 2%	\$521,322,624	\$514,294,991	(\$7,027,633) -1%	\$6,220,516,815	\$8,485,143,743	\$2,264,626,928 36%
Televisions/VCR/Video Cameras/DVD etc	\$6,219,812	\$6,381,671	\$161,859 3%	\$368,404,523	\$491,700,882	\$123,296,359 33%	\$4,419,486,723	\$7,022,769,384	\$2,603,282,661 59%
Furniture/Sleep/Outdoor/Patio Furniture	\$25,787,345	\$26,472,276	\$684,931 3%	\$1,568,431,172	\$1,269,352,847	(\$299,078,325) -19%	\$18,771,653,054	\$17,486,159,139	(\$1,285,493,915) -7%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,832,184	\$1,935,122	\$102,938 6%	\$106,650,332	\$167,230,441	\$60,580,109 57%	\$1,243,711,186	\$2,167,643,499	\$923,932,313 74%
Meats/Nonalcoholic Beverages	\$93,106,525	\$99,931,805	\$6,825,280 7%	\$6,085,058,989	\$6,362,429,047	\$277,370,058 5%	\$70,444,419,866	\$78,563,992,299	\$8,119,572,433 12%
Packaged Liquor/Wine/Beer	\$17,613,935	\$19,589,051	\$1,975,116 11%	\$1,061,677,602	\$1,034,699,569	(\$26,978,033) -3%	\$12,667,359,816	\$13,997,390,492	\$1,330,030,676 10%
Kitchenware/Home Furnishings	\$11,796,055	\$14,596,116	\$2,800,061 24%	\$688,357,481	\$668,687,096	(\$19,670,385) -3%	\$8,245,270,229	\$9,722,894,859	\$1,477,624,630 18%
Automotive Fuels	\$63,477,555	\$80,289,530	\$16,811,975 26%	\$3,801,258,066	\$4,320,513,559	\$519,255,493 14%	\$45,420,420,294	\$60,501,664,488	\$15,081,244,194 33%
Sewing/Knitting Materials/Supplies	\$406,606	\$520,757	\$114,151 28%	\$25,700,877	\$31,736,835	\$6,035,958 23%	\$308,560,796	\$457,210,972	\$148,650,176 48%
Small Electric Appliances	\$2,083,314	\$2,734,068	\$650,754 31%	\$122,207,102	\$127,835,585	\$5,628,483 5%	\$1,470,637,565	\$1,898,716,714	\$428,079,149 29%
Toys/Hobby Goods/Games	\$4,996,270	\$6,649,072	\$1,652,802 33%	\$293,004,256	\$340,386,934	\$47,382,678 16%	\$3,504,181,142	\$5,179,325,830	\$1,675,144,688 48%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,220,407	\$3,011,751	\$791,343 36%	\$136,631,266	\$170,085,727	\$33,454,461 24%	\$1,651,163,335	\$2,295,773,481	\$644,610,146 39%
Paper/Related Products	\$4,249,888	\$5,931,259	\$1,681,371 40%	\$244,260,367	\$319,863,520	\$75,603,153 31%	\$2,950,191,455	\$4,094,282,002	\$1,144,090,547 39%
Womens/Juniors/Misses Wear	\$36,312,442	\$51,774,973	\$15,462,531 43%	\$2,180,290,556	\$2,170,523,574	(\$9,766,982) 0%	\$26,165,194,388	\$29,192,643,778	\$3,027,449,390 12%
Footwear, including Accessories	\$14,331,103	\$20,606,571	\$6,275,468 44%	\$884,473,076	\$771,119,370	(\$113,353,706) -13%	\$10,618,644,982	\$10,819,243,662	\$200,598,680 2%
Soaps/Detergents/Household Cleaners	\$4,779,381	\$7,073,906	\$2,294,525 48%	\$276,446,379	\$344,003,146	\$67,556,767 24%	\$3,342,077,344	\$4,476,139,361	\$1,134,062,017 34%
Books/Periodicals	\$4,348,652	\$6,547,402	\$2,198,750 51%	\$258,226,238	\$271,288,208	\$13,061,970 5%	\$3,105,834,393	\$3,701,124,837	\$595,290,444 19%
Automotive Tires/Tubes/Batteries/Parts	\$31,474,023	\$48,994,480	\$17,520,457 56%	\$1,815,509,691	\$1,670,570,338	(\$144,939,353) -8%	\$21,701,539,042	\$21,557,254,910	(\$144,284,132) -1%
Mens Wear	\$13,676,216	\$21,930,268	\$8,254,052 60%	\$846,440,398	\$915,912,159	\$69,471,761 8%	\$10,133,774,762	\$12,657,930,285	\$2,524,155,523 25%
Floor/Floor Coverings	\$7,764,011	\$12,786,024	\$5,022,013 65%	\$447,630,700	\$460,544,063	\$12,913,363 3%	\$5,352,822,665	\$6,028,254,613	\$675,431,948 13%
Jewelry (including Watches)	\$9,207,960	\$15,382,798	\$6,174,838 67%	\$549,083,695	\$551,758,006	\$2,674,311 0%	\$6,558,611,234	\$7,827,626,911	\$1,269,015,677 19%
Curains/Draperies/Slipcovers/Bed/Coverings	\$4,260,112	\$7,357,891	\$3,097,780 73%	\$256,317,634	\$312,697,051	\$56,379,417 22%	\$3,083,487,234	\$4,449,015,585	\$1,365,528,351 44%
Major Household Appliances	\$2,938,250	\$5,268,751	\$2,330,501 79%	\$193,709,457	\$270,325,248	\$76,615,791 40%	\$2,325,945,904	\$3,554,463,677	\$1,228,517,773 53%
Automotive Lubricants (incl Oil, Greases)	\$2,938,250	\$5,268,751	\$2,330,501 79%	\$193,709,457	\$270,325,248	\$76,615,791 40%	\$2,325,945,904	\$3,554,463,677	\$1,228,517,773 53%
Hardware/Tools/Plumbing/Electrical Supplies	\$15,031,465	\$28,186,316	\$13,154,851 88%	\$878,831,605	\$943,454,762	\$64,623,157 7%	\$10,506,812,893	\$12,462,402,400	\$1,955,589,147 19%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,970,660	\$7,963,782	\$3,993,122 101%	\$229,981,118	\$254,706,641	\$24,725,523 11%	\$2,749,686,913	\$3,245,759,482	\$496,072,569 18%
Childrens Wear/Infants/Toddlers Clothing	\$5,905,332	\$11,941,317	\$6,035,985 102%	\$356,150,764	\$466,385,136	\$110,234,372 31%	\$4,271,154,242	\$6,129,530,896	\$1,858,376,654 44%
Dimensional Lumber/Other Building Materials	\$21,625,275	\$43,730,896	\$22,105,621 102%	\$1,274,271,302	\$1,388,017,069	\$113,745,767 9%	\$15,235,429,976	\$17,718,361,467	\$2,482,931,491 16%
Retailer Services	\$28,574,797	\$68,157,909	\$39,583,112 139%	\$1,779,960,867	\$1,826,436,871	\$46,476,004 3%	\$21,297,897,160	\$24,059,912,172	\$2,762,015,012 13%
Autos/Cars/Vans/Trucks/Motorcycles	\$152,084,466	\$485,209,357	\$333,124,891 219%	\$9,208,090,474	\$9,517,652,508	\$309,562,034 3%	\$109,694,253,069	\$117,872,952,217	\$8,178,699,148 7%

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:

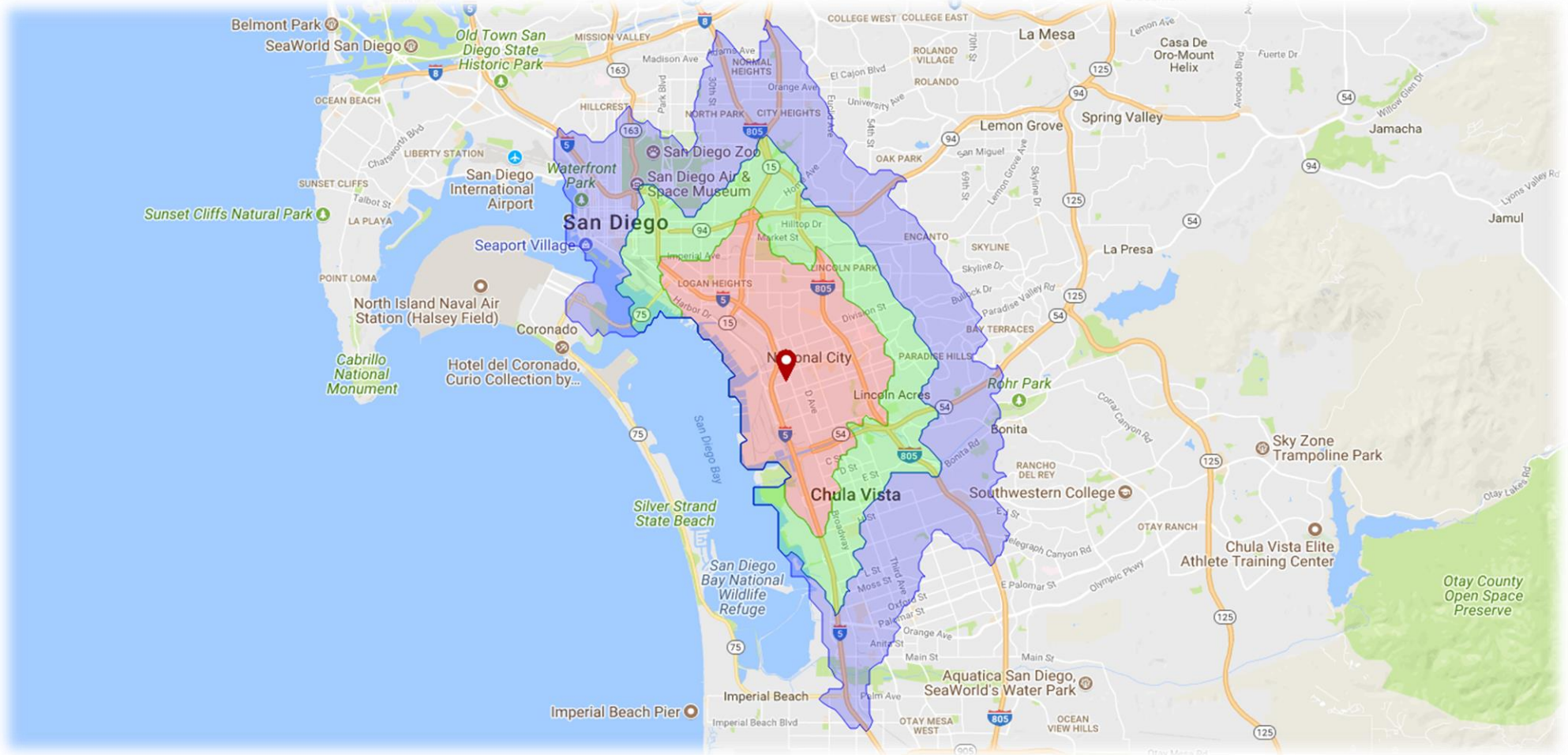
n = 100 (Equilibrium)

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

Downtown National City

National City Blvd & 8th St, National City, CA



	5 Minutes	7 Minutes	10 Minutes
Population	127,753	23,158	467,571
Daytime Population	114,198	234,594	501,132
Households	32,434	68,026	159,749
Average Age	34.3	35.5	36.7
Average HH Income	\$48,393	\$57,665	\$68,872
White Collar (Residents)	40%	46%	54%
Some College or Degree	36%	43%	50%

Traffic Counts	
National City Blvd & W 5th St	> 14,600
National City Blvd & W 9th St	> 13,800
National City Blvd & 11th St	> 13,700
W 8th St & Roosevelt Ave	> 18,600
I-5 @ W 8th St	> 177,000

Consumer Demographic Profile

For Market:

Downtown National City

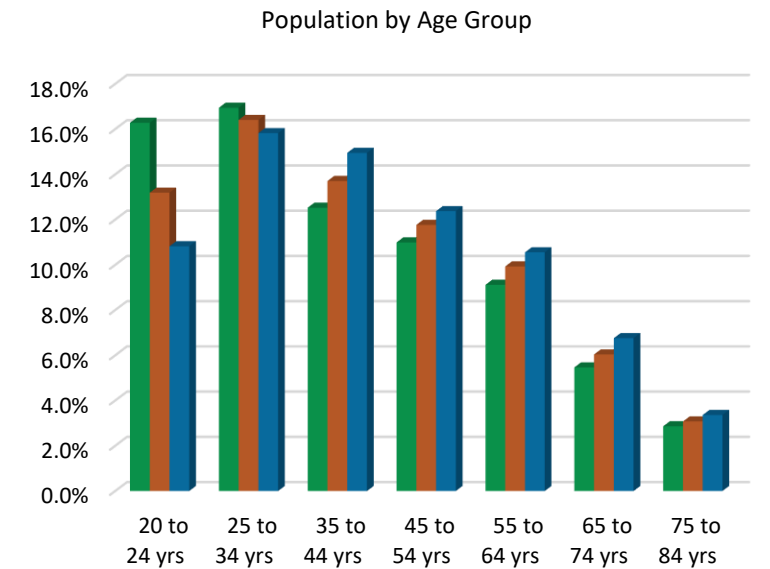
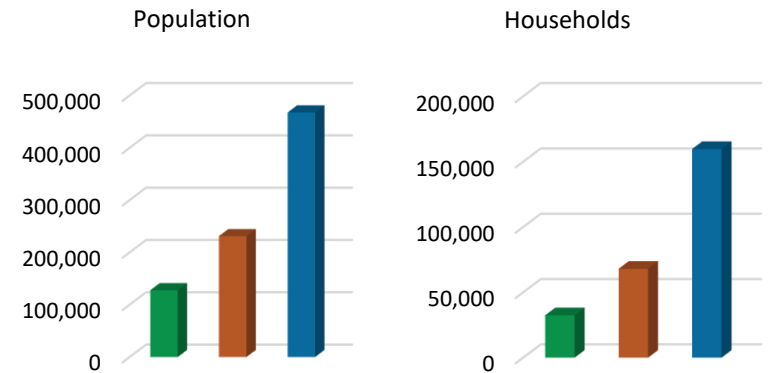
Market Definition:

National City Blvd & 8th St - National City, CA (Lat: 32.6758, Long: -117.1069)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	127,753	---	231,158	---	467,571	---
5 Year Projected Pop	130,368	---	236,576	---	478,039	---
Pop Growth (%)	2.0%	---	2.3%	---	2.2%	---
Households	32,434	---	68,026	---	159,749	---
5 Year Projected HHs	33,228	---	70,024	---	164,971	---
HH Growth (%)	2.4%	---	2.9%	---	3.3%	---
Census Stats						
2000 Population	116,271	---	209,962	---	425,771	---
2010 Population	121,155	---	217,516	---	441,780	---
Pop Growth (%)	4.2%	---	3.6%	---	3.8%	---
2000 Households	30,018	---	60,041	---	139,364	---
2010 Households	30,429	---	63,317	---	148,500	---
HH Growth (%)	1.4%	---	5.5%	---	6.6%	---
Total Population by Age						
Average Age	34.3		35.5		36.7	
19 yrs & under	31,475	24.6%	56,850	24.6%	112,142	24.0%
20 to 24 yrs	20,801	16.3%	30,494	13.2%	50,602	10.8%
25 to 34 yrs	21,646	16.9%	37,925	16.4%	73,987	15.8%
35 to 44 yrs	16,002	12.5%	31,687	13.7%	69,901	14.9%
45 to 54 yrs	14,042	11.0%	27,197	11.8%	57,860	12.4%
55 to 64 yrs	11,649	9.1%	22,957	9.9%	49,347	10.6%
65 to 74 yrs	6,982	5.5%	13,957	6.0%	31,613	6.8%
75 to 84 yrs	3,657	2.9%	7,113	3.1%	15,724	3.4%
85 + yrs	1,499	1.2%	2,978	1.3%	6,395	1.4%
Population Bases						
20-34 yrs	42,447	33.2%	68,419	29.6%	124,589	26.6%
45-64 yrs	25,690	20.1%	50,154	21.7%	107,207	22.9%
16 yrs +	99,912	78.2%	180,466	78.1%	366,656	78.4%
25 yrs +	75,477	59.1%	143,815	62.2%	304,827	65.2%
65 yrs +	12,138	9.5%	24,048	10.4%	53,732	11.5%
75 yrs +	5,157	4.0%	10,091	4.4%	22,119	4.7%
85 yrs +	1,499	1.2%	2,978	1.3%	6,395	1.4%



Consumer Demographic Profile

For Market:

Downtown National City

Market Definition:

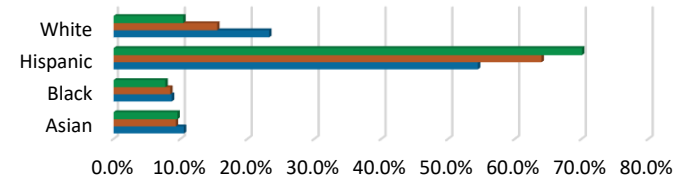
National City Blvd & 8th St - National City, CA (Lat: 32.6758, Long: -117.1069)

Date Report Created:

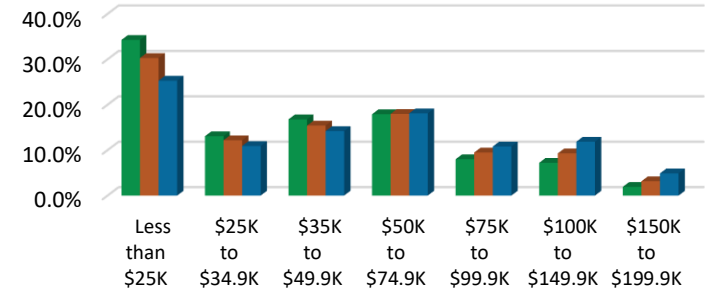
June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Population by Race						
White	13,274	10.4%	35,754	15.5%	108,651	23.2%
Hispanic	89,503	70.1%	147,921	64.0%	254,645	54.5%
Black	9,878	7.7%	19,545	8.5%	40,661	8.7%
Asian	12,181	9.5%	21,469	9.3%	49,055	10.5%
Ancestry						
American Indian (ancestry)	323	0.3%	663	0.3%	1,369	0.3%
Hawaiin (ancestry)	548	0.4%	1,235	0.5%	2,272	0.5%
Household Income						
Per Capita Income	\$12,286	---	\$16,970	---	\$23,531	---
Average HH Income	\$48,393	---	\$57,665	---	\$68,872	---
Median HH Income	\$37,156	---	\$41,929	---	\$49,535	---
Less than \$25K	11,119	34.3%	20,611	30.3%	40,409	25.3%
\$25K to \$34.9K	4,240	13.1%	8,283	12.2%	17,424	10.9%
\$35K to \$49.9K	5,441	16.8%	10,489	15.4%	22,699	14.2%
\$50K to \$74.9K	5,810	17.9%	12,234	18.0%	28,916	18.1%
\$75K to \$99.9K	2,596	8.0%	6,445	9.5%	17,257	10.8%
\$100K to \$149.9K	2,340	7.2%	6,320	9.3%	18,946	11.9%
\$150K to \$199.9K	621	1.9%	2,148	3.2%	7,796	4.9%
\$200K +	267	0.8%	1,495	2.2%	6,301	3.9%
Education						
	75,477		143,815		304,827	
Less than 9th Grade	14,399	19.1%	22,493	15.6%	38,604	12.7%
Some HS, No Diploma	13,050	17.3%	21,840	15.2%	37,053	12.2%
HS Grad (or Equivalent)	20,475	27.1%	36,485	25.4%	67,800	22.2%
Some College, No Degree	15,485	20.5%	30,749	21.4%	65,999	21.7%
Associate Degree	4,637	6.1%	9,450	6.6%	21,511	7.1%
Bachelor Degree	5,983	7.9%	16,156	11.2%	49,127	16.1%
Graduates Degree	941	1.2%	4,692	3.3%	16,441	5.4%

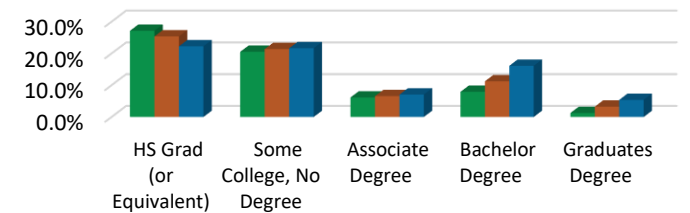
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

For Market:

Downtown National City

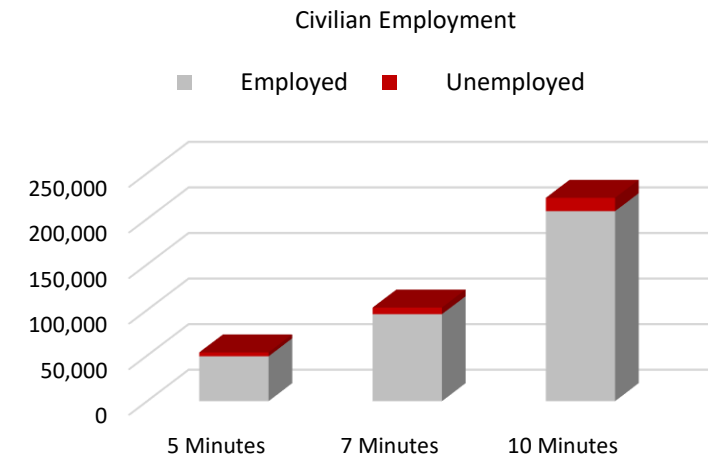
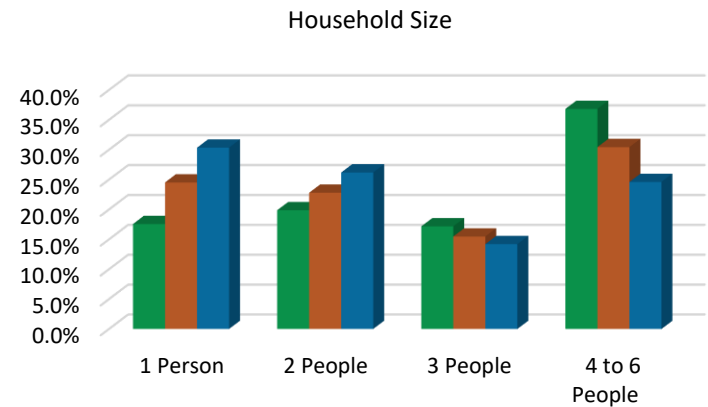
Market Definition:

National City Blvd & 8th St - National City, CA (Lat: 32.6758, Long: -117.1069)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Family Structure	25,002		46,430		96,259	
Single - Male	1,611	6.4%	2,856	6.2%	5,293	5.5%
Single - Female	3,472	13.9%	6,130	13.2%	11,917	12.4%
Single Parent - Male	1,145	4.6%	2,144	4.6%	4,538	4.7%
Single Parent - Female	4,804	19.2%	7,467	16.1%	13,586	14.1%
Married w/ Children	7,403	29.6%	13,813	29.7%	26,731	27.8%
Married w/out Children	6,567	26.3%	14,020	30.2%	34,194	35.5%
Household Size	25,002		46,430		96,259	
1 Person	5,697	17.6%	16,682	24.5%	48,479	30.3%
2 People	6,444	19.9%	15,515	22.8%	41,846	26.2%
3 People	5,570	17.2%	10,526	15.5%	22,683	14.2%
4 to 6 People	11,944	36.8%	20,706	30.4%	39,291	24.6%
7+ People	2,779	8.6%	4,597	6.8%	7,450	4.7%
Home Ownership	32,434		68,026		159,749	
Owners	10,016	30.9%	22,973	33.8%	58,160	36.4%
Renters	22,418	69.1%	45,053	66.2%	101,589	63.6%
Components of Change	25,002		46,430		96,259	
Births	1,695	1.3%	3,052	1.3%	6,076	1.3%
Deaths	637	0.5%	1,250	0.5%	2,749	0.6%
Migration	-322	-0.3%	-650	-0.3%	-484	-0.1%
Employment (Pop 16+)	99,912		180,466		366,656	
Armed Services	13,198	13.2%	14,305	7.9%	16,680	4.5%
Civilian	53,454	53.5%	102,694	56.9%	223,036	60.8%
Employed	49,216	49.3%	95,411	52.9%	208,398	56.8%
Unemployed	4,238	4.2%	7,283	4.0%	14,639	4.0%
Not in Labor Force	33,261	33.3%	63,468	35.2%	126,940	34.6%
Employed Population	49,216		95,411		208,398	
White Collar	19,562	39.7%	44,162	46.3%	113,395	54.4%
Blue Collar	29,654	60.3%	51,249	53.7%	95,002	45.6%



For Market:

Market Definition:

Date Report Created:

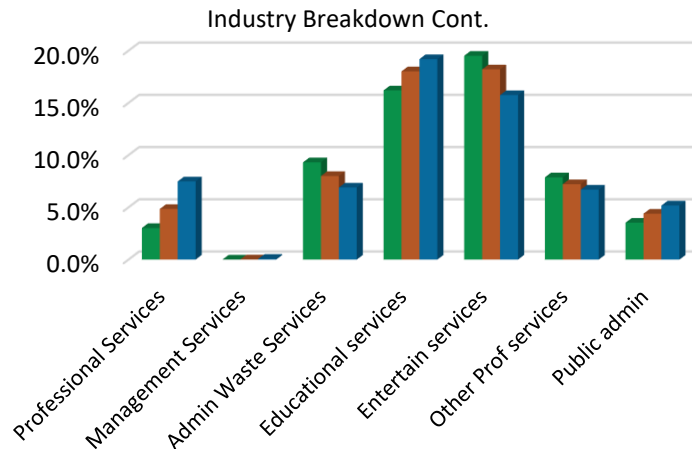
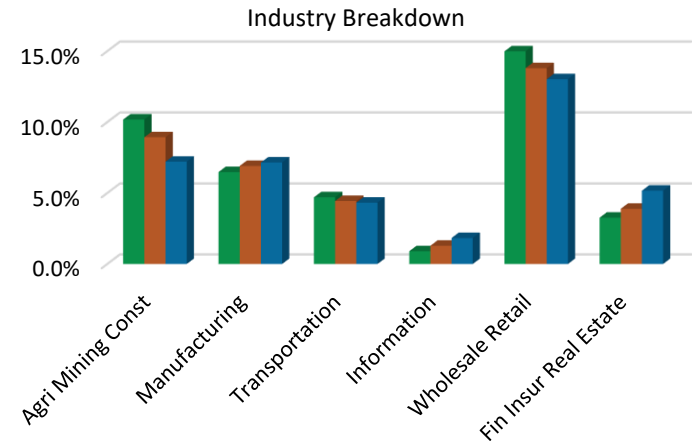
Consumer Demographic Profile

Downtown National City

National City Blvd & 8th St - National City, CA (Lat: 32.6758, Long: -117.1069)

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Employment By Occupation	49,216		95,411		208,398	
White Collar	19,562	39.7%	44,162	46.3%	113,395	54.4%
Managerial executive	2,727	5.5%	7,864	8.2%	24,798	11.9%
Prof specialty	4,510	9.2%	12,102	12.7%	36,862	17.7%
Healthcare support	1,371	2.8%	2,490	2.6%	5,063	2.4%
Sales	5,550	11.3%	10,347	10.8%	21,574	10.4%
Office Admin	5,405	11.0%	11,359	11.9%	25,098	12.0%
Blue Collar	29,654	60.3%	51,249	53.7%	95,002	45.6%
Protective	1,321	2.7%	2,497	2.6%	5,152	2.5%
Food Prep Serving	5,856	11.9%	10,050	10.5%	18,738	9.0%
Bldg Maint/Cleaning	6,263	12.7%	10,519	11.0%	16,919	8.1%
Personal Care	2,812	5.7%	5,220	5.5%	11,482	5.5%
Farming/Fishing/Forestry	468	1.0%	724	0.8%	1,008	0.5%
Construction	5,890	12.0%	10,241	10.7%	19,087	9.2%
Production Transp	7,045	14.3%	11,997	12.6%	22,617	10.9%
Employment By Industry	49,216		95,411		208,398	
Agri Mining Const	5,012	10.2%	8,525	8.9%	15,026	7.2%
Manufacturing	3,189	6.5%	6,593	6.9%	14,917	7.2%
Transportation	2,315	4.7%	4,237	4.4%	9,014	4.3%
Information	442	0.9%	1,227	1.3%	3,816	1.8%
Wholesale Retail	7,375	15.0%	13,168	13.8%	27,138	13.0%
Fin Insur Real Estate	1,607	3.3%	3,710	3.9%	10,770	5.2%
Professional Services	1,488	3.0%	4,630	4.9%	15,601	7.5%
Management Services	5	0.0%	21	0.0%	154	0.1%
Admin Waste Services	4,587	9.3%	7,639	8.0%	14,384	6.9%
Educational services	7,973	16.2%	17,198	18.0%	39,994	19.2%
Entertain services	9,605	19.5%	17,382	18.2%	32,827	15.8%
Other Prof services	3,878	7.9%	6,887	7.2%	13,960	6.7%
Public admin	1,741	3.5%	4,193	4.4%	10,794	5.2%



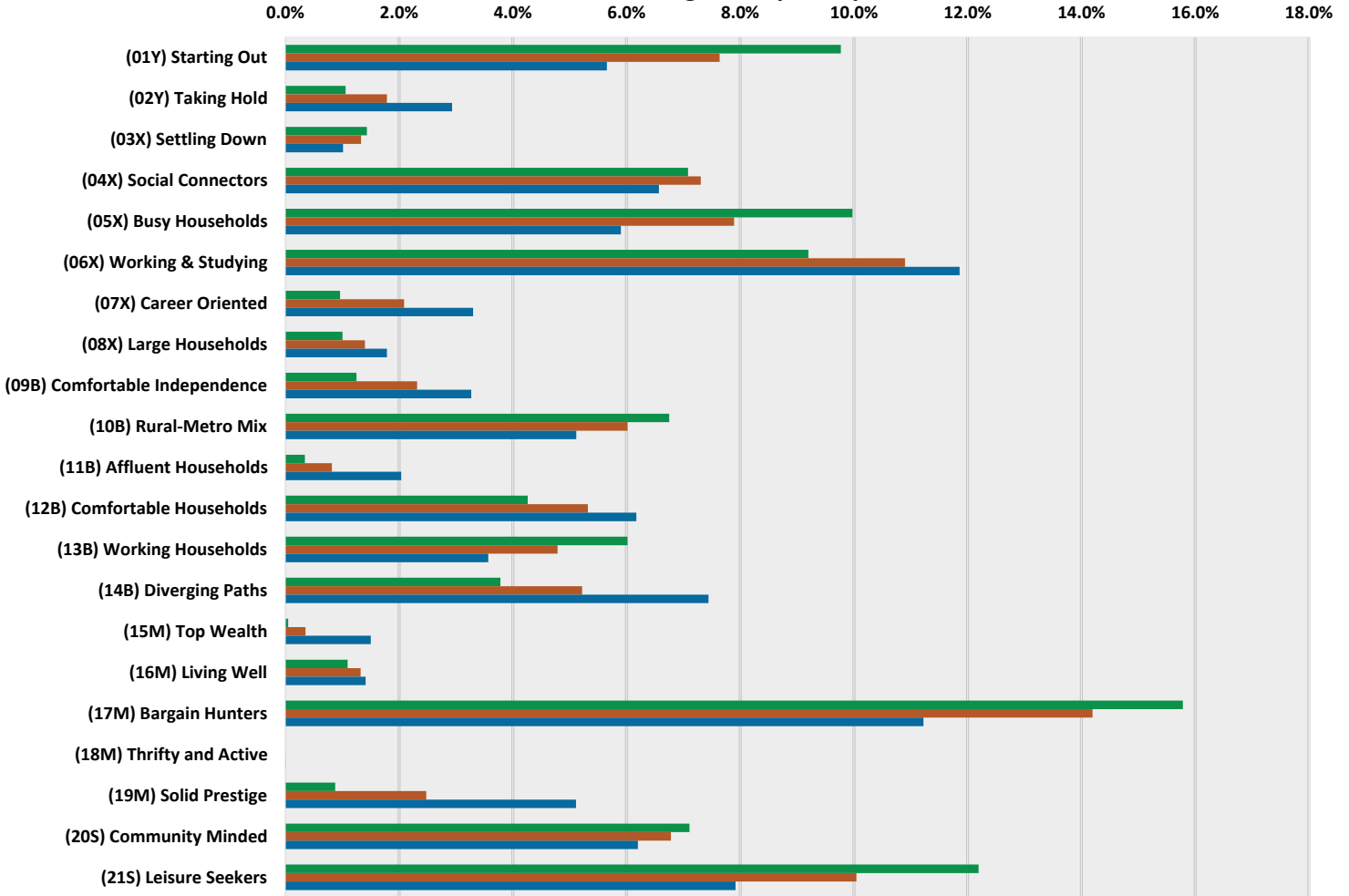
Household Segmentation Profile

For Market: National City Blvd & 8th St - National City, CA
Date: June 2018



Trade Area 1:	Trade Area 2:	Trade Area 3:
Downtown National City 5 Minute Drive Time	Downtown National City 7 Minute Drive Time	Downtown National City 10 Minute Drive Time

Household Lifestage Group Comparison



Trade Area 1:	Trade Area 2:	Trade Area 3:
Downtown National City 5 Minute Drive Time	Downtown National City 7 Minute Drive Time	Downtown National City 10 Minute Drive Time
30,621 100%	64,360 100%	150,080 100%

Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	63- Staying Home	(17M) Bargain Hunters	2,923	9.5%	5,619	8.7%	10,332	6.9%
2	62- Movies & Sports	(05X) Busy Households	2,373	7.8%	3,814	5.9%	6,544	4.4%
3	53- Metro Strivers	(10B) Rural-Metro Mix	2,067	6.8%	3,872	6.0%	7,674	5.1%
4	38- Occupational Mix	(13B) Working Households	1,843	6.0%	3,081	4.8%	5,355	3.6%
5	36- Persistent & Productive	(20S) Community Minded	1,794	5.9%	3,300	5.1%	6,579	4.4%
6	70- Favorably Frugal	(06X) Working & Studying	1,488	4.9%	2,423	3.8%	3,813	2.5%
7	59- Mobile Mixers	(04X) Social Connectors	1,338	4.4%	2,773	4.3%	5,427	3.6%
8	66- Helping Hands	(21S) Leisure Seekers	1,271	4.2%	2,134	3.3%	4,132	2.8%
9	67- First Steps	(01Y) Starting Out	1,146	3.7%	1,724	2.7%	2,741	1.8%
10	65- Hobbies & Shopping	(21S) Leisure Seekers	1,139	3.7%	1,709	2.7%	2,666	1.8%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: National City Blvd & 8th St - National City, CA

Date: June 2018



TOTAL HOUSEHOLDS		30,621	100%	64,360	100%	150,080	100%
Lifestage Group	Cluster Name	Downtown National City 5 Minute Drive Time		Downtown National City 7 Minute Drive Time		Downtown National City 10 Minute Drive Time	
(01Y) Starting Out		2,992	9.8%	4,916	7.6%	8,488	5.7%
	39- Setting Goals	799	2.6%	1,301	2.0%	2,100	1.4%
	45- Offices & Entertainment	291	0.9%	643	1.0%	1,451	1.0%
	57- Collegiate Crowd	755	2.5%	1,247	1.9%	2,194	1.5%
	58- Outdoor Fervor	1	0.0%	1	0.0%	2	0.0%
	67- First Steps	1,146	3.7%	1,724	2.7%	2,741	1.8%
(02Y) Taking Hold		325	1.1%	1,149	1.8%	4,401	2.9%
	18- Climbing the Ladder	27	0.1%	85	0.1%	245	0.2%
	21- Children First	123	0.4%	279	0.4%	715	0.5%
	24- Career Building	102	0.3%	621	1.0%	3,096	2.1%
	30- Out & About	73	0.2%	165	0.3%	346	0.2%
(03X) Settling Down		439	1.4%	857	1.3%	1,523	1.0%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	4	0.0%	4	0.0%	8	0.0%
	46- Rural & Active	435	1.4%	853	1.3%	1,515	1.0%
(04X) Social Connectors		2,168	7.1%	4,702	7.3%	9,861	6.6%
	42- Creative Variety	295	1.0%	747	1.2%	1,758	1.2%
	52- Stylish & Striving	536	1.8%	1,181	1.8%	2,676	1.8%
	59- Mobile Mixers	1,338	4.4%	2,773	4.3%	5,427	3.6%
(05X) Busy Households		3,054	10.0%	5,079	7.9%	8,856	5.9%
	37- Firm Foundations	681	2.2%	1,265	2.0%	2,312	1.5%
	62- Movies & Sports	2,373	7.8%	3,814	5.9%	6,544	4.4%
(06X) Working & Studying		2,817	9.2%	7,014	10.9%	17,795	11.9%
	61- City Life	760	2.5%	3,670	5.7%	12,555	8.4%
	69- Productive Havens	568	1.9%	921	1.4%	1,428	1.0%
	70- Favorably Frugal	1,488	4.9%	2,423	3.8%	3,813	2.5%
(07X) Career Oriented		295	1.0%	1,344	2.1%	4,956	3.3%
	06- Casual Comfort	70	0.2%	404	0.6%	1,727	1.2%
	10- Careers & Travel	27	0.1%	110	0.2%	420	0.3%
	20- Carving Out Time	50	0.2%	165	0.3%	432	0.3%
	26- Getting Established	148	0.5%	665	1.0%	2,376	1.6%
(08X) Large Households		308	1.0%	901	1.4%	2,681	1.8%
	11- Schools & Shopping	50	0.2%	146	0.2%	583	0.4%
	12- On the Go	56	0.2%	187	0.3%	638	0.4%
	19- Country Comfort	0	0.0%	4	0.0%	17	0.0%
	27- Tenured Proprietors	203	0.7%	565	0.9%	1,443	1.0%
(09B) Comfortable Independence		383	1.3%	1,492	2.3%	4,908	3.3%
	29- City Mixers	20	0.1%	559	0.9%	3,014	2.0%
	35- Working & Active	113	0.4%	338	0.5%	769	0.5%
	56- Metro Active	250	0.8%	595	0.9%	1,125	0.7%
(10B) Rural-Metro Mix		2,067	6.8%	3,873	6.0%	7,679	5.1%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	2,067	6.8%	3,872	6.0%	7,674	5.1%
	60- Rural & Mobile	0	0.0%	1	0.0%	5	0.0%

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

Household Segmentation Profile

Market: National City Blvd & 8th St - National City, CA

Date: June 2018



TOTAL HOUSEHOLDS		30,621	100%	64,360	100%	150,080	100%
Lifestage Group	Cluster Name	Downtown National City 5 Minute Drive Time		Downtown National City 7 Minute Drive Time		Downtown National City 10 Minute Drive Time	
(11B) Affluent Households		105	0.3%	527	0.8%	3,060	2.0%
	01- Summit Estates	1	0.0%	18	0.0%	372	0.2%
	04- Top Professionals	10	0.0%	188	0.3%	1,466	1.0%
	07- Active Lifestyles	95	0.3%	321	0.5%	1,222	0.8%
(12B) Comfortable Households		1,305	4.3%	3,425	5.3%	9,263	6.2%
	13- Work & Play	643	2.1%	1,652	2.6%	4,468	3.0%
	17- Firmly Established	661	2.2%	1,773	2.8%	4,795	3.2%
(13B) Working Households		1,843	6.0%	3,081	4.8%	5,355	3.6%
	38- Occupational Mix	1,843	6.0%	3,081	4.8%	5,355	3.6%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		1,158	3.8%	3,360	5.2%	11,169	7.4%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	72	0.2%	196	0.3%	426	0.3%
	31- Mid-Americana	191	0.6%	411	0.6%	880	0.6%
	32- Metro Mix	187	0.6%	621	1.0%	2,671	1.8%
	33- Urban Diversity	708	2.3%	2,132	3.3%	7,192	4.8%
(15M) Top Wealth		15	0.1%	227	0.4%	2,256	1.5%
	02- Established Elite	4	0.0%	47	0.1%	675	0.4%
	03- Corporate Connected	12	0.0%	180	0.3%	1,581	1.1%
(16M) Living Well		335	1.1%	853	1.3%	2,120	1.4%
	14- Career Centered	215	0.7%	562	0.9%	1,481	1.0%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	121	0.4%	291	0.5%	639	0.4%
(17M) Bargain Hunters		4,833	15.8%	9,136	14.2%	16,843	11.2%
	43- Work & Causes	297	1.0%	673	1.0%	1,375	0.9%
	44- Open Houses	339	1.1%	792	1.2%	1,669	1.1%
	55- Community Life	699	2.3%	1,144	1.8%	1,841	1.2%
	63- Staying Home	2,923	9.5%	5,619	8.7%	10,332	6.9%
	68- Staying Healthy	574	1.9%	908	1.4%	1,625	1.1%
(18M) Thrifty & Active		0	0.0%	2	0.0%	6	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	2	0.0%	5	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	1	0.0%
(19M) Solid Prestige		269	0.9%	1,595	2.5%	7,672	5.1%
	05- Active & Involved	108	0.4%	435	0.7%	1,909	1.3%
	08- Solid Surroundings	81	0.3%	593	0.9%	2,807	1.9%
	09- Busy Schedules	79	0.3%	566	0.9%	2,956	2.0%
(20S) Community Minded		2,177	7.1%	4,364	6.8%	9,306	6.2%
	25- Clubs & Causes	179	0.6%	523	0.8%	1,243	0.8%
	28- Community Pillars	204	0.7%	541	0.8%	1,485	1.0%
	36- Persistent & Productive	1,794	5.9%	3,300	5.1%	6,579	4.4%
(21S) Leisure Seekers		3,733	12.2%	6,464	10.0%	11,883	7.9%
	49- Home & Garden	417	1.4%	927	1.4%	1,870	1.2%
	51- Role Models	441	1.4%	843	1.3%	1,626	1.1%
	64- Practical & Careful	465	1.5%	850	1.3%	1,588	1.1%
	65- Hobbies & Shopping	1,139	3.7%	1,709	2.7%	2,666	1.8%
	66- Helping Hands	1,271	4.2%	2,134	3.3%	4,132	2.8%

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

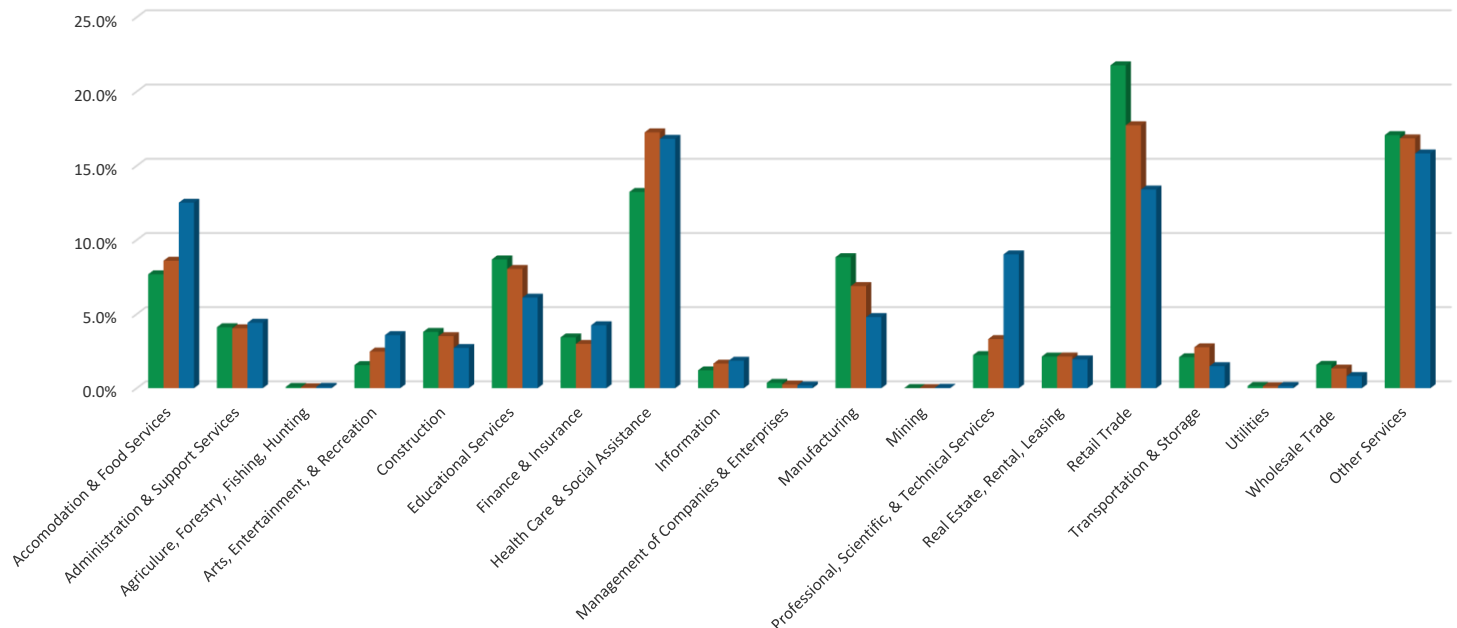
Employment Profile

For Market: Downtown National City
Market Definition: National City Blvd & 8th St - National City, CA (Lat: 32.6758, Long: -117.1069)
Date Report Created: June 2018

	5 Minutes		7 Minutes		10 Minutes	
Daytime Population	114,198		234,594		501,132	
Student Population	26,376		70,215		118,233	
Median Employee Salary	42,317		42,851		43,872	
Average Employee Salary	49,844		50,645		53,131	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,289	3.2%	2,228	2.9%	4,865	2.3%
15,000 to 30,000 CrYr	9,120	22.4%	17,767	22.7%	48,806	23.2%
30,000 to 45,000 CrYr	11,856	29.1%	22,148	28.3%	54,007	25.7%
45,000 to 60,000 CrYr	8,260	20.3%	15,846	20.3%	42,750	20.3%
60,000 to 75,000 CrYr	3,211	7.9%	5,897	7.5%	16,625	7.9%
75,000 to 90,000 CrYr	2,458	6.0%	4,812	6.2%	12,904	6.1%
90,000 to 100,000 CrYr	719	1.8%	1,623	2.1%	5,368	2.6%
Over 100,000 CrYr	3,805	9.3%	7,847	10.0%	25,124	11.9%

Industry Groups

Employee's by Industry



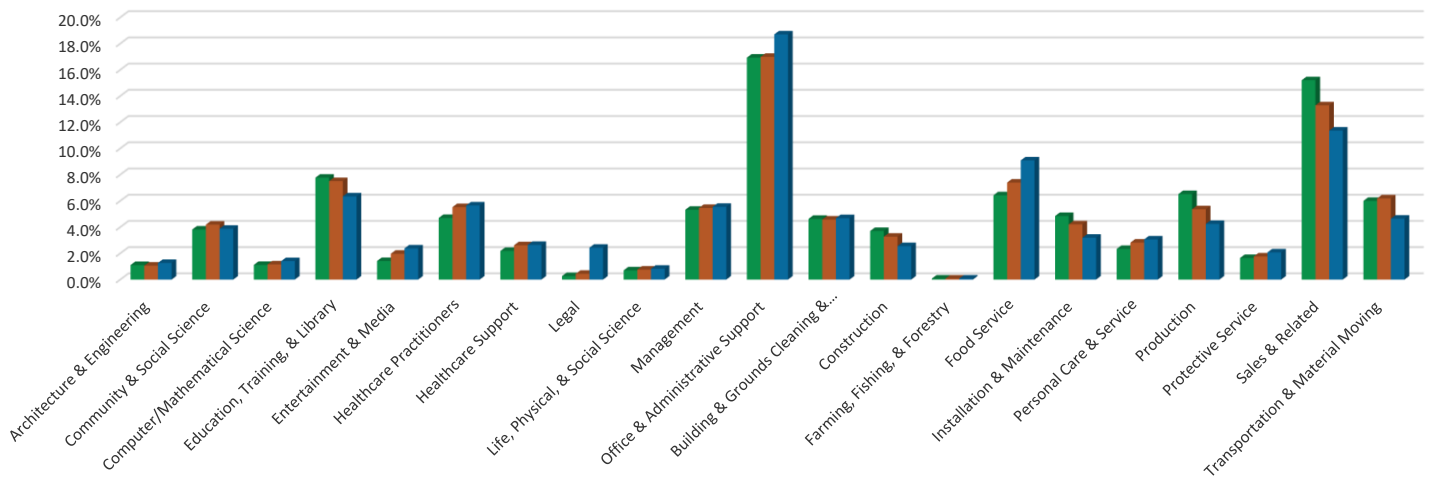
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,138	100%	40,719	100%	4,195	100%	78,166	100%	11,795	100%	210,451	100%
Accommodation & Food Services	180	8.4%	3,129	7.7%	325	7.7%	6,721	8.6%	906	7.7%	26,333	12.5%
Administration & Support Services	83	3.9%	1,675	4.1%	139	3.3%	3,160	4.0%	359	3.0%	9,291	4.4%
Agriculture, Forestry, Fishing, Hunting	3	0.1%	34	0.1%	6	0.1%	50	0.1%	19	0.2%	189	0.1%
Arts, Entertainment, & Recreation	46	2.1%	633	1.6%	97	2.3%	1,931	2.5%	281	2.4%	7,535	3.6%
Construction	107	5.0%	1,546	3.8%	191	4.6%	2,743	3.5%	441	3.7%	5,713	2.7%
Educational Services	51	2.4%	3,537	8.7%	104	2.5%	6,288	8.0%	265	2.2%	12,858	6.1%
Finance & Insurance	93	4.3%	1,395	3.4%	186	4.4%	2,336	3.0%	569	4.8%	8,935	4.2%
Health Care & Social Assistance	281	13.1%	5,390	13.2%	707	16.8%	13,483	17.2%	1,773	15.0%	35,378	16.8%
Information	31	1.5%	490	1.2%	69	1.6%	1,296	1.7%	217	1.8%	3,903	1.9%
Management of Companies & Enterprises	4	0.2%	147	0.4%	6	0.1%	193	0.2%	10	0.1%	385	0.2%
Manufacturing	113	5.3%	3,599	8.8%	168	4.0%	5,385	6.9%	358	3.0%	10,104	4.8%
Mining	1	0.0%	5	0.0%	1	0.0%	5	0.0%	4	0.0%	63	0.0%
Professional, Scientific, & Technical Services	109	5.1%	908	2.2%	310	7.4%	2,592	3.3%	1,896	16.1%	18,999	9.0%
Real Estate, Rental, Leasing	116	5.4%	869	2.1%	226	5.4%	1,672	2.1%	578	4.9%	4,086	1.9%
Retail Trade	388	18.1%	8,861	21.8%	666	15.9%	13,855	17.7%	1,594	13.5%	28,201	13.4%
Transportation & Storage	31	1.4%	851	2.1%	62	1.5%	2,158	2.8%	107	0.9%	3,124	1.5%
Utilities	3	0.1%	60	0.1%	4	0.1%	97	0.1%	14	0.1%	312	0.1%
Wholesale Trade	75	3.5%	642	1.6%	115	2.7%	1,036	1.3%	216	1.8%	1,724	0.8%
Other Services	425	19.9%	6,947	17.1%	812	19.4%	13,164	16.8%	2,186	18.5%	33,318	15.8%

Employment Profile

For Market: Downtown National City
Market Definition: National City Blvd & 8th St - National City, CA (Lat: 32.6758, Long: -117.1069)
Date Report Created: June 2018

Occupations	5 Minutes		7 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	19,672	48.3%	39,624	50.7%	114,921	54.6%
Architecture & Engineering	450	1.1%	829	1.1%	2,664	1.3%
Community & Social Science	1,554	3.8%	3,275	4.2%	8,158	3.9%
Computer/Mathematical Science	454	1.1%	905	1.2%	2,952	1.4%
Education, Training, & Library	3,165	7.8%	5,870	7.5%	13,350	6.3%
Entertainment & Media	576	1.4%	1,538	2.0%	4,999	2.4%
Healthcare Practitioners	1,913	4.7%	4,319	5.5%	11,887	5.6%
Healthcare Support	888	2.2%	2,045	2.6%	5,561	2.6%
Legal	107	0.3%	340	0.4%	5,106	2.4%
Life, Physical, & Social Science	286	0.7%	596	0.8%	1,735	0.8%
Management	2,167	5.3%	4,269	5.5%	11,668	5.5%
Office & Administrative Support	6,893	16.9%	13,276	17.0%	39,349	18.7%
Blue Collar	20,923	51.4%	38,263	49.0%	94,638	45.0%
Building & Grounds Cleaning & Maintenance	1,884	4.6%	3,580	4.6%	9,861	4.7%
Construction	1,507	3.7%	2,556	3.3%	5,367	2.6%
Farming, Fishing, & Forestry	29	0.1%	58	0.1%	156	0.1%
Food Service	2,618	6.4%	5,781	7.4%	19,126	9.1%
Installation & Maintenance	1,974	4.8%	3,292	4.2%	6,716	3.2%
Personal Care & Service	950	2.3%	2,204	2.8%	6,440	3.1%
Production	2,656	6.5%	4,189	5.4%	8,932	4.2%
Protective Service	670	1.6%	1,375	1.8%	4,353	2.1%
Sales & Related	6,191	15.2%	10,388	13.3%	23,910	11.4%
Transportation & Material Moving	2,444	6.0%	4,839	6.2%	9,776	4.6%
Military Services	124	0.3%	280	0.4%	892	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	40,719	78,166	210,451
2017 Q3	38,713	74,648	203,793
2017 Q2	39,629	76,435	207,435
2017 Q1	39,772	76,722	206,801
2016 Q4	40,537	77,679	208,273
2016 Q3	38,335	73,809	201,192
2016 Q2	40,287	77,407	208,196
2016 Q1	39,970	76,865	207,061
2015 Q4	40,263	77,536	206,918

Consumer Demand & Market Supply Assessment

For Market: Downtown National City
Market Definition: National City Blvd & 8th St - National City, Ca (Lat: 32.6758, Long: -117.1069)
Date Report Created: June 2018

	5 Minutes			7 Minutes			10 Minutes		
Demographics									
Population	127,753			231,158			467,571		
5-Year Population estimate	130,368			236,576			478,039		
Population Households	115,123			215,311			445,364		
Group Quarters Population	12,630			15,847			22,207		
Households	32,434			68,026			159,749		
5-Year Households estimate	33,228			70,024			164,971		
WorkPlace Establishments	2,138			4,195			11,795		
Workplace Employees	40,719			78,166			210,451		
Median Household Income	\$37,156			\$41,929			\$49,535		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Vending Machine Operators (Non-Store)	\$12,628,047	\$1,179,456	(\$11,448,591) -91%	\$23,873,529	\$8,162,714	(\$15,710,815) -66%	\$50,457,388	\$29,244,593	(\$21,212,795) -42%
Electronic Shopping/Mail Order Houses	\$252,955,983	\$51,036,356	(\$201,919,626) -80%	\$478,408,524	\$222,939,884	(\$255,468,640) -53%	\$1,022,777,403	\$940,498,333	(\$82,279,070) -8%
Lawn/Garden Equipment/Supplies Stores	\$11,210,495	\$2,505,962	(\$8,704,532) -78%	\$21,273,746	\$6,260,976	(\$15,012,770) -71%	\$44,631,769	\$20,883,236	(\$23,748,533) -53%
Electronics/Appliance	\$33,383,612	\$13,015,414	(\$20,368,198) -61%	\$63,629,244	\$29,265,732	(\$34,363,512) -54%	\$142,698,588	\$59,087,761	(\$83,610,827) -59%
Other Misc. Store Retailers	\$28,313,581	\$11,128,862	(\$17,184,720) -61%	\$53,548,506	\$26,160,525	(\$27,387,981) -51%	\$112,001,753	\$73,531,834	(\$38,469,919) -34%
Special Food Services	\$19,179,556	\$8,391,729	(\$10,787,827) -56%	\$36,918,192	\$31,248,878	(\$5,669,314) -15%	\$86,534,449	\$164,306,474	\$77,772,025 90%
Used Merchandise Stores	\$5,880,608	\$3,158,827	(\$2,721,781) -46%	\$11,126,661	\$9,755,498	(\$1,371,163) -12%	\$23,286,923	\$24,749,343	\$1,462,420 6%
Office Supplies/Stationary/Gift	\$10,906,968	\$5,950,812	(\$4,956,156) -45%	\$20,674,346	\$15,264,115	(\$5,410,232) -26%	\$44,183,083	\$35,460,252	(\$8,722,831) -20%
Direct Selling Establishments	\$10,072,141	\$5,510,903	(\$4,561,237) -45%	\$19,013,904	\$10,620,435	(\$8,393,468) -44%	\$39,779,736	\$19,725,174	(\$20,054,562) -50%
Clothing Stores	\$86,127,500	\$60,280,282	(\$25,847,217) -30%	\$163,382,635	\$109,607,831	(\$53,774,804) -33%	\$342,554,484	\$473,032,062	\$130,477,578 38%
Full-Service Restaurants	\$92,193,472	\$66,170,240	(\$26,023,232) -28%	\$177,650,843	\$146,528,145	(\$31,122,698) -18%	\$429,319,701	\$525,142,937	\$95,823,237 22%
Specialty Food Stores	\$11,187,903	\$8,359,819	(\$2,828,084) -25%	\$21,113,550	\$13,499,192	(\$7,614,358) -36%	\$44,149,303	\$43,796,966	(\$352,337) -1%
Grocery Stores	\$201,607,203	\$157,575,783	(\$44,031,420) -22%	\$380,459,667	\$280,476,403	(\$99,983,264) -26%	\$795,209,392	\$582,011,699	(\$213,197,693) -27%
Jewelry/Luggage/Leather Goods	\$12,443,615	\$10,168,637	(\$2,274,978) -18%	\$23,569,909	\$24,408,792	\$838,882 4%	\$49,326,421	\$84,048,784	\$34,722,363 70%
Health/Personal Care Stores	\$111,360,768	\$97,570,463	(\$13,790,305) -12%	\$209,285,849	\$154,805,802	(\$54,480,047) -26%	\$434,461,951	\$390,155,040	(\$44,306,911) -10%
Furniture Stores	\$20,223,194	\$17,949,430	(\$2,273,764) -11%	\$38,469,386	\$43,109,515	\$4,640,130 12%	\$80,959,993	\$142,167,903	\$61,207,910 76%
Gasoline Stations	\$139,400,279	\$124,875,106	(\$14,525,173) -10%	\$264,445,605	\$259,548,270	(\$4,897,335) -2%	\$554,597,076	\$507,709,867	(\$46,887,208) -8%
Home Furnishing Stores	\$18,831,320	\$17,170,274	(\$1,661,046) -9%	\$35,544,179	\$32,292,992	(\$3,251,187) -9%	\$74,129,913	\$47,909,512	(\$26,220,401) -35%
Sporting Goods/Hobby/Musical Instrument	\$22,152,950	\$21,218,227	(\$934,723) -4%	\$42,088,223	\$37,853,605	(\$4,234,618) -10%	\$88,365,216	\$68,645,772	(\$19,719,444) -22%
Shoe Stores	\$11,833,061	\$11,416,157	(\$416,905) -4%	\$22,579,517	\$19,257,020	(\$3,322,496) -15%	\$47,632,539	\$60,241,799	\$12,609,260 26%
Limited-Service Eating Places	\$87,900,056	\$85,915,505	(\$1,984,551) -2%	\$169,189,425	\$161,338,318	(\$7,851,106) -5%	\$396,545,744	\$425,720,677	\$29,174,933 7%
Florists/Misc. Store Retailers	\$2,703,375	\$2,973,162	\$269,787 10%	\$5,129,865	\$5,474,133	\$344,268 7%	\$10,760,944	\$10,690,418	(\$70,526) -1%
Beer/Wine/Liquor Stores	\$16,179,239	\$18,305,602	\$2,126,363 13%	\$30,679,804	\$29,294,437	(\$1,385,367) -5%	\$64,488,335	\$60,705,648	(\$3,782,687) -6%
Building Material/Supplies Dealers	\$106,269,630	\$122,917,458	\$16,647,829 16%	\$200,645,938	\$170,621,487	(\$30,024,451) -15%	\$418,799,531	\$262,797,351	(\$156,002,180) -37%
Book/Periodical/Music Stores	\$7,514,045	\$9,065,722	\$1,551,677 21%	\$14,136,561	\$15,969,042	\$1,832,481 13%	\$29,557,734	\$47,075,547	\$17,517,813 59%
Automotive Parts/Accessories/Tire	\$32,763,400	\$42,976,299	\$10,212,899 31%	\$61,659,700	\$82,858,979	\$21,199,279 34%	\$128,114,809	\$133,463,578	\$5,348,769 4%
Other General Merchandise Stores	\$204,177,761	\$354,974,845	\$150,797,084 74%	\$385,455,174	\$672,014,944	\$286,559,770 74%	\$806,448,699	\$1,054,336,225	\$247,887,526 31%
Bar/Drinking Places (Alcoholic Beverages)	\$4,978,132	\$8,781,227	\$3,803,094 76%	\$9,606,133	\$17,590,983	\$7,984,850 83%	\$24,216,619	\$75,102,049	\$50,885,429 210%
Other Motor Vehicle Dealers	\$18,730,135	\$33,306,380	\$14,576,245 78%	\$35,648,816	\$44,122,119	\$8,473,303 24%	\$75,007,169	\$71,097,880	(\$3,909,289) -5%
Automotive Dealers	\$346,277,083	\$623,671,151	\$277,394,067 80%	\$658,622,073	\$725,716,390	\$67,094,317 10%	\$1,384,618,146	\$1,007,809,857	(\$376,808,289) -27%
Department Stores	\$49,713,390	\$100,663,095	\$50,949,705 102%	\$94,016,812	\$158,514,734	\$64,497,922 69%	\$196,745,715	\$327,951,781	\$131,206,066 67%
Consumer Demand/Market Supply Index	\$1,989,098,502	\$2,098,183,185	95	\$3,771,846,316	\$3,564,581,891	106	\$8,042,360,528	\$7,769,100,351	104

Consumer Demand & Market Supply Assessment

For Market: Downtown National City
Market Definition: National City Blvd & 8th St - National City, Ca (Lat: 32.6758, Long: -117.1069)
Date Report Created: June 2018

By Major Product Lines	5 Minutes				7 Minutes			10 Minutes				
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$41,427,166	\$13,259,692	(\$28,167,474)	68%	\$79,387,673	\$43,238,393	(\$36,149,280)	46%	\$201,604,434	\$150,532,413	(\$51,072,020)	-25%
Audio Equipment/Musical Instruments	\$11,183,323	\$6,317,016	(\$4,866,306)	44%	\$21,137,392	\$14,506,703	(\$6,630,689)	-31%	\$44,128,370	\$39,342,744	(\$4,785,626)	-11%
All Other Merchandise	\$76,589,711	\$47,740,120	(\$28,849,591)	-38%	\$144,833,438	\$108,219,813	(\$36,613,625)	-25%	\$302,896,348	\$291,791,929	(\$11,104,419)	-4%
Alcoholic Drinks Served at the Establishment	\$42,226,242	\$27,419,867	(\$14,806,375)	-35%	\$81,514,818	\$58,915,932	(\$22,598,887)	-28%	\$207,140,203	\$220,669,488	\$13,529,284	7%
Pets/Pet Foods/Pet Supplies	\$15,747,872	\$10,255,844	(\$5,492,028)	-35%	\$30,051,189	\$20,692,527	(\$9,358,662)	-31%	\$63,531,803	\$45,412,323	(\$18,119,480)	-29%
Furniture/Sleep/Outdoor/Patio Furniture	\$51,546,874	\$35,030,430	(\$16,516,443)	-32%	\$98,071,596	\$80,506,050	(\$17,565,546)	-18%	\$206,423,194	\$237,669,146	\$31,245,952	15%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$245,449,932	\$173,132,989	(\$72,316,942)	-29%	\$460,876,558	\$331,282,879	(\$129,593,679)	-28%	\$955,747,173	\$848,016,718	(\$107,730,455)	-11%
Lawn/Garden/Farm Equipment/Supplies	\$30,011,996	\$22,634,595	(\$7,377,401)	-25%	\$56,922,731	\$39,836,936	(\$17,085,795)	-30%	\$119,347,011	\$85,764,962	(\$33,582,049)	-28%
Womens/Juniors/Misses Wear	\$72,881,557	\$59,622,740	(\$13,258,816)	-18%	\$137,911,468	\$113,198,400	(\$24,713,068)	-18%	\$288,525,119	\$387,257,672	\$98,732,553	34%
Footwear, including Accessories	\$28,574,932	\$23,720,707	(\$4,854,224)	-17%	\$54,545,124	\$43,674,856	(\$10,870,268)	-20%	\$115,104,516	\$135,130,788	\$20,026,272	17%
Photographic Equipment/Supplies	\$2,086,624	\$1,768,707	(\$317,916)	-15%	\$3,944,390	\$3,777,302	(\$167,088)	-4%	\$8,260,059	\$8,177,792	(\$82,267)	-1%
Jewelry (including Watches)	\$18,511,567	\$16,160,464	(\$2,351,103)	-13%	\$35,051,596	\$36,509,157	\$1,457,561	4%	\$73,318,241	\$119,286,476	\$45,968,235	63%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$17,258,342	\$15,310,176	(\$1,948,165)	-11%	\$32,853,638	\$30,411,311	(\$2,442,328)	-7%	\$69,093,286	\$68,783,268	(\$310,018)	0%
Meats/Nonalcoholic Beverages	\$171,811,285	\$153,047,619	(\$18,763,666)	-11%	\$330,740,301	\$318,645,911	(\$12,094,389)	-4%	\$774,821,193	\$1,002,140,653	\$227,319,461	29%
Kitchenware/Home Furnishings	\$23,775,126	\$21,308,217	(\$2,466,909)	-10%	\$44,838,703	\$42,718,105	(\$2,120,598)	-5%	\$93,350,004	\$101,954,664	\$8,604,660	9%
Floor/Floor Coverings	\$15,767,233	\$15,309,529	(\$457,704)	-3%	\$29,595,246	\$25,367,115	(\$4,228,130)	-14%	\$61,345,783	\$41,670,684	(\$19,675,099)	-32%
Groceries/Other Food Items (Off Premises)	\$312,204,037	\$305,897,239	(\$6,306,798)	-2%	\$588,896,983	\$566,965,147	(\$21,931,836)	-4%	\$1,227,911,793	\$1,069,309,498	(\$158,602,295)	-13%
Books/Periodicals	\$8,860,132	\$8,718,532	(\$141,600)	-2%	\$16,612,534	\$17,509,012	\$896,477	5%	\$34,442,194	\$51,915,979	\$17,473,786	51%
Mens Wear	\$27,262,804	\$27,341,269	\$78,465	0%	\$52,057,433	\$51,516,803	(\$540,630)	-1%	\$109,940,132	\$160,228,010	\$50,287,878	46%
Cigars/Cigarettes/Tobacco/Accessories	\$24,745,618	\$24,897,088	\$151,470	1%	\$46,002,544	\$47,959,142	\$1,956,597	4%	\$94,251,632	\$91,366,379	(\$2,885,253)	-3%
Televisions/VCR/Video Cameras/DVD etc	\$12,563,601	\$12,824,567	\$260,966	2%	\$23,719,127	\$26,679,190	\$2,960,063	12%	\$49,487,229	\$56,434,880	\$6,947,651	14%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$3,671,221	\$3,786,565	\$115,344	3%	\$6,918,976	\$7,165,440	\$246,464	4%	\$14,420,382	\$13,196,131	(\$1,224,251)	-8%
Automotive Fuels	\$126,761,081	\$139,101,423	\$12,340,342	10%	\$240,910,366	\$282,514,283	\$41,603,917	17%	\$505,446,760	\$532,183,526	\$26,736,766	5%
Hardware/Tools/Plumbing/Electrical Supplies	\$30,386,579	\$33,790,484	\$3,403,905	11%	\$57,273,204	\$49,950,375	(\$7,322,829)	-13%	\$119,183,865	\$83,304,162	(\$35,879,703)	-30%
Packaged Liquor/Wine/Beer	\$35,251,823	\$39,899,653	\$4,647,830	13%	\$66,955,740	\$71,047,975	\$4,092,235	6%	\$140,544,744	\$144,253,258	\$3,708,514	3%
Dimensional Lumber/Other Building Materials	\$43,536,757	\$49,294,871	\$5,758,113	13%	\$82,090,650	\$68,581,570	(\$13,509,080)	-16%	\$171,311,595	\$105,846,179	(\$65,465,416)	-38%
Paints/Sundries/Wallpaper/Wall Coverings	\$8,042,096	\$9,142,014	\$1,099,919	14%	\$15,127,262	\$12,846,949	(\$2,280,313)	-15%	\$31,420,493	\$19,883,166	(\$11,537,328)	-37%
Small Electric Appliances	\$4,187,413	\$4,826,742	\$639,329	15%	\$7,890,343	\$9,577,739	\$1,687,396	21%	\$16,457,520	\$20,967,501	\$4,509,981	27%
Toys/Hobby Goods/Games	\$10,100,496	\$11,665,152	\$1,564,656	15%	\$19,069,238	\$22,844,973	\$3,775,735	20%	\$39,764,543	\$51,591,045	\$11,826,502	30%
Major Household Appliances	\$5,670,296	\$6,807,110	\$1,136,814	20%	\$11,085,171	\$11,481,077	\$395,907	4%	\$23,901,962	\$21,484,911	(\$2,417,051)	-10%
Automotive Lubricants (incl Oil, Greases)	\$5,670,296	\$6,807,110	\$1,136,814	20%	\$11,085,171	\$11,481,077	\$395,907	4%	\$23,901,962	\$21,484,911	(\$2,417,051)	-10%
Automotive Tires/Tubes/Batteries/Parts	\$63,739,573	\$76,993,212	\$13,253,639	21%	\$119,816,098	\$126,048,236	\$6,232,137	5%	\$248,624,786	\$210,062,596	(\$38,562,189)	-16%
Childrens Wear/Infants/Toddlers Clothing	\$11,976,130	\$15,519,199	\$3,543,069	30%	\$22,839,769	\$28,218,259	\$5,378,490	24%	\$47,967,933	\$82,119,911	\$34,151,978	71%
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,384,424	\$5,811,591	\$1,427,168	33%	\$8,377,111	\$10,179,008	\$1,801,897	22%	\$17,712,927	\$22,486,879	\$4,773,952	27%
Sewing/Knitting Materials/Supplies	\$781,762	\$1,037,158	\$255,396	33%	\$1,514,323	\$1,932,754	\$418,431	28%	\$3,241,613	\$3,627,724	\$386,111	12%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$8,506,288	\$11,780,036	\$3,273,748	38%	\$16,138,748	\$22,600,232	\$6,461,485	40%	\$33,865,681	\$48,136,309	\$14,270,627	42%
Retailer Services	\$56,335,948	\$82,280,760	\$25,944,813	46%	\$108,061,921	\$112,203,512	\$4,141,591	4%	\$229,194,552	\$190,019,953	(\$39,174,600)	-17%
Soaps/Detergents/Household Cleaners	\$9,646,831	\$14,761,699	\$5,114,868	53%	\$18,142,404	\$26,369,611	\$8,227,206	45%	\$37,696,159	\$46,334,802	\$8,638,644	23%
Paper/Related Products	\$8,597,458	\$14,442,984	\$5,845,527	68%	\$16,156,370	\$26,773,075	\$10,616,705	66%	\$33,490,679	\$46,628,509	\$13,137,830	39%
Autos/Cars/Vans/Trucks/Motorcycles	\$303,412,097	\$550,148,327	\$246,736,231	81%	\$577,124,742	\$643,454,790	\$66,330,049	11%	\$1,213,402,375	\$900,297,684	(\$313,104,691)	-26%

Consumer Demand & Market Supply Assessment

For Market: Downtown National City
Market Definition: National City Blvd & 8th St - National City, Ca (Lat: 32.6758, Long: -117.1069)
Date Report Created: June 2018

5 Minutes

7 Minutes

10 Minutes

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.

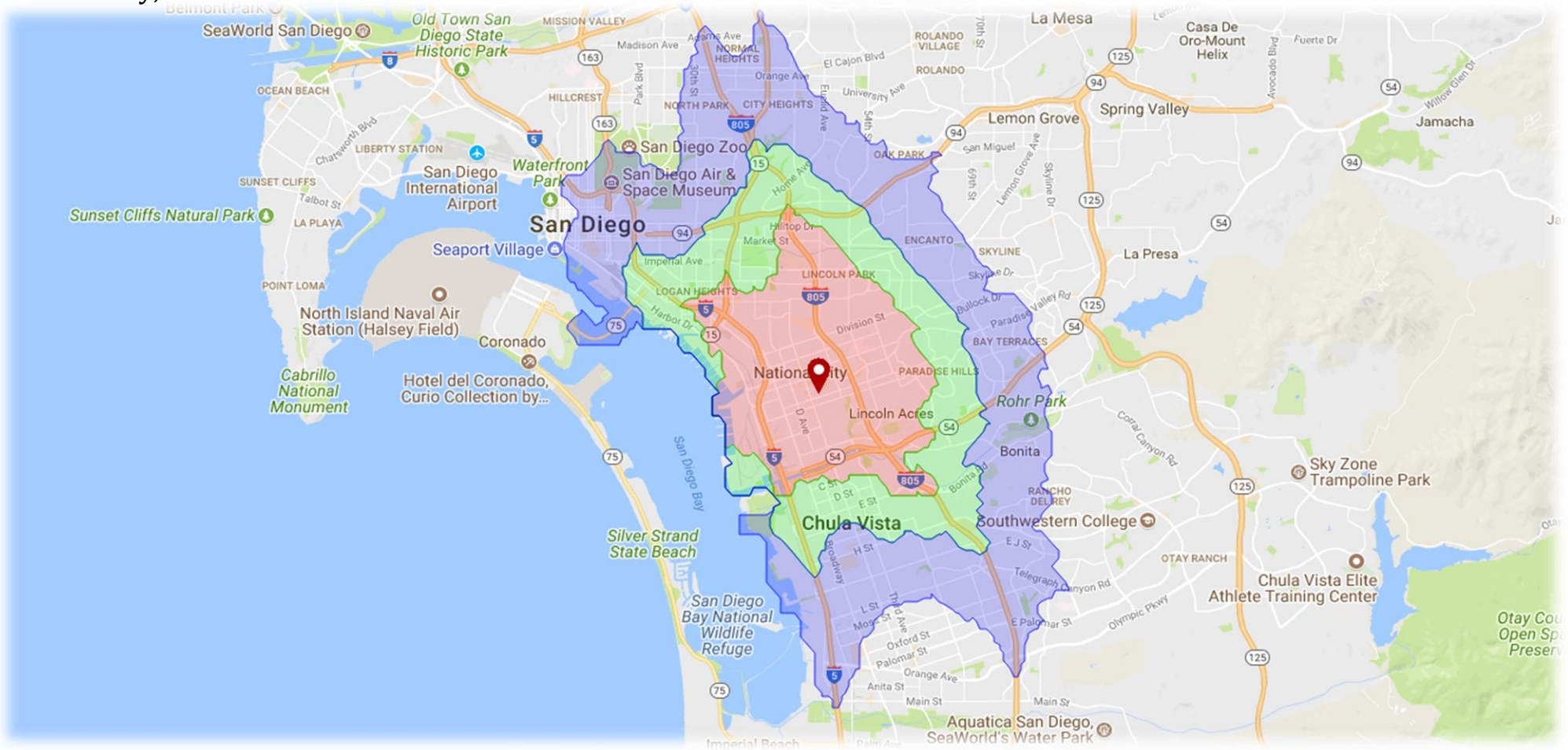
Consumer Demand/Market Supply Index:

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

Plaza Boulevard
 E. Plaza Blvd. & L Ave.
 National City, CA



	5 Minutes	7 Minutes	10 Minutes
Population	122,426	227,368	465,408
Daytime Population	107,093	194,048	458,489
Households	31,218	62,043	151,609
Average Age	35.3	35.7	36.6
Average HH Income	\$54,842	\$57,499	\$67,635
White Collar (Residents)	44%	45%	53%
Some College or Degree	40%	43%	50%

Traffic Counts	
E Plaza Blvd & L Ave	> 19,500
E Plaza Blvd & E Ave	> 11,700
E Plaza Blvd & I-805	> 30,000
Highland Ave & E 8th St	> 19,000
I-805 @ 8th St	> 214,000

Consumer Demographic Profile

For Market:

E. Plaza Blvd & L Ave.

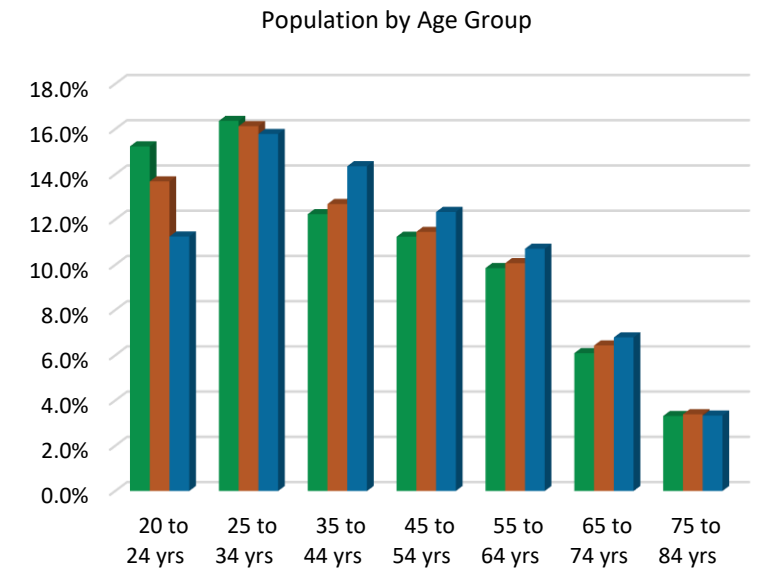
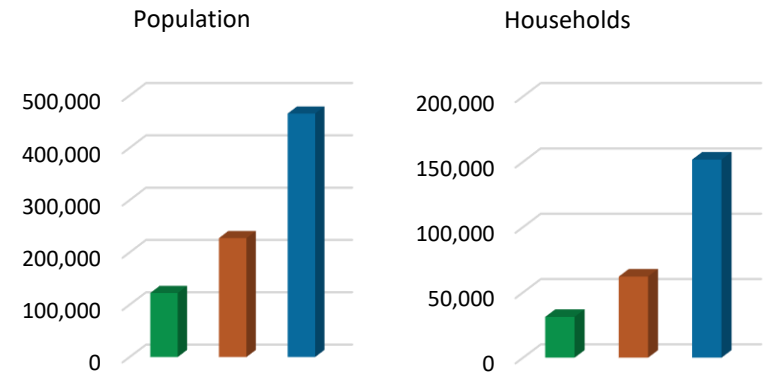
Market Definition:

National City, CA (Lat: 32.6772, Long: -117.0941)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	122,426	---	227,368	---	465,408	---
5 Year Projected Pop	124,906	---	231,167	---	474,527	---
Pop Growth (%)	2.0%	---	1.7%	---	2.0%	---
Households	31,218	---	62,043	---	151,609	---
5 Year Projected HHs	31,947	---	63,201	---	155,982	---
HH Growth (%)	2.3%	---	1.9%	---	2.9%	---
Census Stats						
2000 Population	110,987	---	210,571	---	429,683	---
2010 Population	115,978	---	216,300	---	441,230	---
Pop Growth (%)	4.5%	---	2.7%	---	2.7%	---
2000 Households	28,913	---	58,167	---	134,930	---
2010 Households	29,336	---	58,700	---	141,612	---
HH Growth (%)	1.5%	---	0.9%	---	5.0%	---
Total Population by Age						
Average Age	35.3		35.7		36.6	
19 yrs & under	29,674	24.2%	56,133	24.7%	112,163	24.1%
20 to 24 yrs	18,656	15.2%	31,125	13.7%	52,361	11.3%
25 to 34 yrs	20,034	16.4%	36,675	16.1%	73,465	15.8%
35 to 44 yrs	14,986	12.2%	28,850	12.7%	66,837	14.4%
45 to 54 yrs	13,766	11.2%	26,050	11.5%	57,429	12.3%
55 to 64 yrs	12,066	9.9%	22,904	10.1%	49,845	10.7%
65 to 74 yrs	7,462	6.1%	14,634	6.4%	31,611	6.8%
75 to 84 yrs	4,062	3.3%	7,713	3.4%	15,515	3.3%
85 + yrs	1,721	1.4%	3,286	1.4%	6,182	1.3%
Population Bases						
20-34 yrs	38,689	31.6%	67,800	29.8%	125,826	27.0%
45-64 yrs	25,832	21.1%	48,953	21.5%	107,273	23.0%
16 yrs +	96,190	78.6%	177,600	78.1%	364,847	78.4%
25 yrs +	74,097	60.5%	140,110	61.6%	300,884	64.6%
65 yrs +	13,245	10.8%	25,633	11.3%	53,309	11.5%
75 yrs +	5,783	4.7%	10,999	4.8%	21,697	4.7%
85 yrs +	1,721	1.4%	3,286	1.4%	6,182	1.3%



Consumer Demographic Profile

For Market:

E. Plaza Blvd & L Ave.

Market Definition:

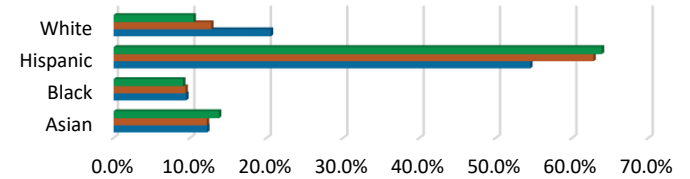
National City, CA (Lat: 32.6772, Long: -117.0941)

Date Report Created:

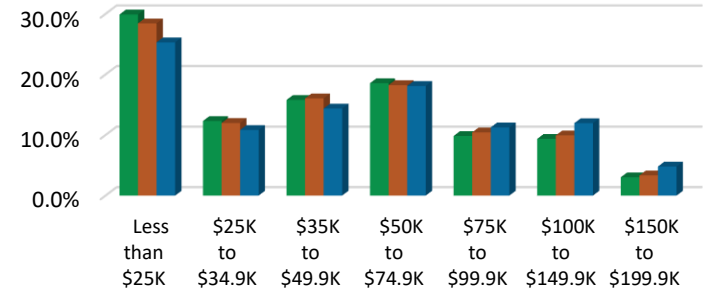
June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Population by Race						
White	12,776	10.4%	29,000	12.8%	95,603	20.5%
Hispanic	78,224	63.9%	142,778	62.8%	253,683	54.5%
Black	11,108	9.1%	21,348	9.4%	44,111	9.5%
Asian	16,860	13.8%	27,690	12.2%	56,853	12.2%
Ancestry						
American Indian (ancestry)	271	0.2%	549	0.2%	1,342	0.3%
Hawaiian (ancestry)	887	0.7%	1,444	0.6%	2,456	0.5%
Household Income						
Per Capita Income	\$13,984	---	\$15,690	---	\$22,032	---
Average HH Income	\$54,842	---	\$57,499	---	\$67,635	---
Median HH Income	\$42,107	---	\$43,579	---	\$49,442	---
Less than \$25K	9,337	29.9%	17,644	28.4%	38,358	25.3%
\$25K to \$34.9K	3,846	12.3%	7,438	12.0%	16,418	10.8%
\$35K to \$49.9K	4,931	15.8%	9,955	16.0%	21,790	14.4%
\$50K to \$74.9K	5,796	18.6%	11,316	18.2%	27,443	18.1%
\$75K to \$99.9K	3,074	9.8%	6,475	10.4%	17,064	11.3%
\$100K to \$149.9K	2,923	9.4%	6,165	9.9%	18,119	12.0%
\$150K to \$199.9K	944	3.0%	2,064	3.3%	7,277	4.8%
\$200K +	368	1.2%	985	1.6%	5,141	3.4%
Education						
	74,097		140,110		300,884	
Less than 9th Grade	12,311	16.6%	22,280	15.9%	38,986	13.0%
Some HS, No Diploma	11,128	15.0%	20,553	14.7%	36,832	12.2%
HS Grad (or Equivalent)	20,646	27.9%	36,659	26.2%	69,289	23.0%
Some College, No Degree	16,363	22.1%	31,361	22.4%	66,518	22.1%
Associate Degree	4,896	6.6%	9,738	7.0%	22,166	7.4%
Bachelor Degree	7,059	9.5%	14,718	10.5%	45,660	15.2%
Graduates Degree	1,265	1.7%	3,611	2.6%	15,001	5.0%

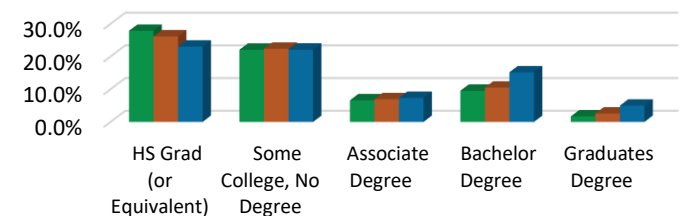
Ethnic Breakdown



Household Income Levels - %



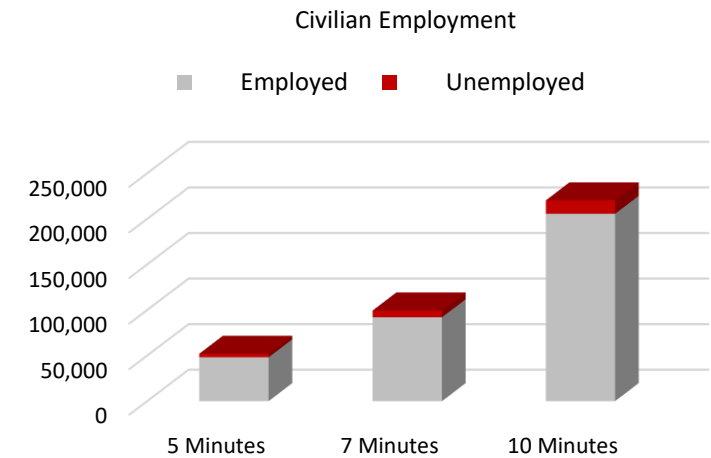
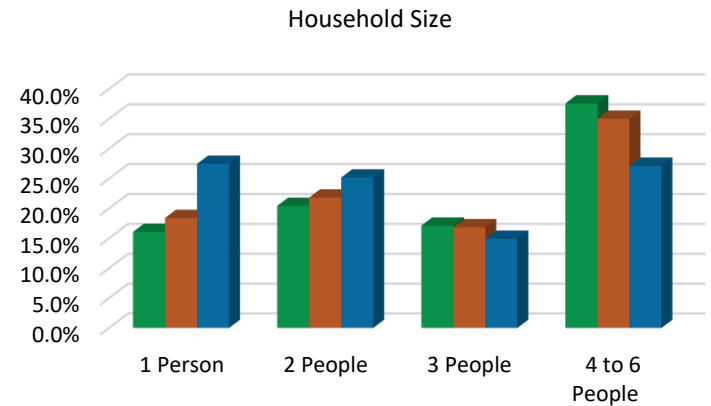
Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 E. Plaza Blvd & L Ave.
 National City, CA (Lat: 32.6772, Long: -117.0941)
 June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Family Structure	24,665		47,365		97,213	
Single - Male	1,373	5.6%	2,775	5.9%	5,392	5.5%
Single - Female	3,545	14.4%	6,515	13.8%	12,307	12.7%
Single Parent - Male	1,030	4.2%	1,888	4.0%	4,650	4.8%
Single Parent - Female	4,133	16.8%	7,419	15.7%	13,592	14.0%
Married w/ Children	7,163	29.0%	14,272	30.1%	27,373	28.2%
Married w/out Children	7,421	30.1%	14,497	30.6%	33,899	34.9%
Household Size	5,018		11,420		41,651	
1 Person	5,018	16.1%	11,420	18.4%	41,651	27.5%
2 People	6,378	20.4%	13,541	21.8%	38,187	25.2%
3 People	5,343	17.1%	10,460	16.9%	22,622	14.9%
4 to 6 People	11,732	37.6%	21,717	35.0%	41,148	27.1%
7+ People	2,747	8.8%	4,904	7.9%	8,001	5.3%
Home Ownership	31,218		62,043		151,609	
Owners	12,079	38.7%	24,955	40.2%	59,402	39.2%
Renters	19,139	61.3%	37,088	59.8%	92,207	60.8%
Components of Change	1,618		3,027		6,091	
Births	1,618	1.3%	3,027	1.3%	6,091	1.3%
Deaths	690	0.6%	1,316	0.6%	2,720	0.6%
Migration	76	0.1%	-658	-0.3%	-754	-0.2%
Employment (Pop 16+)	96,190		177,600		364,847	
Armed Services	10,897	11.3%	14,272	8.0%	16,424	4.5%
Civilian	52,013	54.1%	99,487	56.0%	220,320	60.4%
Employed	48,119	50.0%	92,023	51.8%	205,523	56.3%
Unemployed	3,894	4.0%	7,464	4.2%	14,797	4.1%
Not in Labor Force	33,281	34.6%	63,841	35.9%	128,103	35.1%
Employed Population	48,119		92,023		205,523	
White Collar	21,044	43.7%	41,666	45.3%	109,482	53.3%
Blue Collar	27,075	56.3%	50,357	54.7%	96,042	46.7%



Consumer Demographic Profile

For Market:

E. Plaza Blvd & L Ave.

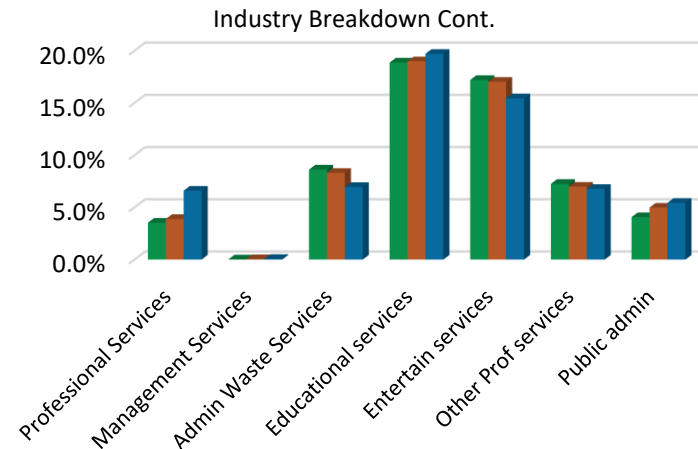
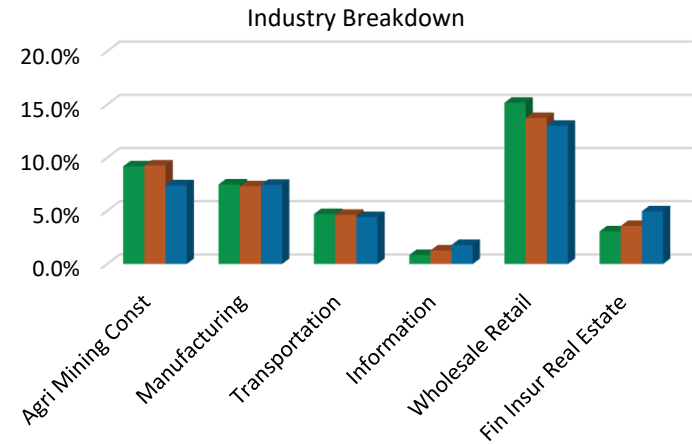
Market Definition:

National City, CA (Lat: 32.6772, Long: -117.0941)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Employment By Occupation	48,119		92,023		205,523	
White Collar	21,044	43.7%	41,666	45.3%	109,482	53.3%
Managerial executive	3,117	6.5%	6,859	7.5%	21,941	10.7%
Prof specialty	4,814	10.0%	11,214	12.2%	35,312	17.2%
Healthcare support	1,679	3.5%	2,912	3.2%	5,496	2.7%
Sales	5,598	11.6%	9,554	10.4%	20,920	10.2%
Office Admin	5,836	12.1%	11,127	12.1%	25,813	12.6%
Blue Collar	27,075	56.3%	50,357	54.7%	96,042	46.7%
Protective	1,368	2.8%	2,529	2.7%	5,484	2.7%
Food Prep Serving	4,781	9.9%	9,178	10.0%	18,280	8.9%
Bldg Maint/Cleaning	5,786	12.0%	10,259	11.1%	17,146	8.3%
Personal Care	2,720	5.7%	5,223	5.7%	11,131	5.4%
Farming/Fishing/Forestry	381	0.8%	724	0.8%	990	0.5%
Construction	5,386	11.2%	10,470	11.4%	19,656	9.6%
Production Transp	6,654	13.8%	11,974	13.0%	23,353	11.4%
Employment By Industry	48,119		92,023		205,523	
Agri Mining Const	4,416	9.2%	8,522	9.3%	15,209	7.4%
Manufacturing	3,598	7.5%	6,727	7.3%	15,302	7.4%
Transportation	2,260	4.7%	4,253	4.6%	9,064	4.4%
Information	408	0.8%	1,175	1.3%	3,687	1.8%
Wholesale Retail	7,293	15.2%	12,633	13.7%	26,711	13.0%
Fin Insur Real Estate	1,476	3.1%	3,290	3.6%	10,189	5.0%
Professional Services	1,701	3.5%	3,578	3.9%	13,573	6.6%
Management Services	11	0.0%	43	0.0%	144	0.1%
Admin Waste Services	4,150	8.6%	7,645	8.3%	14,299	7.0%
Educational services	9,078	18.9%	17,476	19.0%	40,500	19.7%
Entertain services	8,280	17.2%	15,669	17.0%	31,752	15.4%
Other Prof services	3,491	7.3%	6,429	7.0%	13,917	6.8%
Public admin	1,957	4.1%	4,584	5.0%	11,177	5.4%



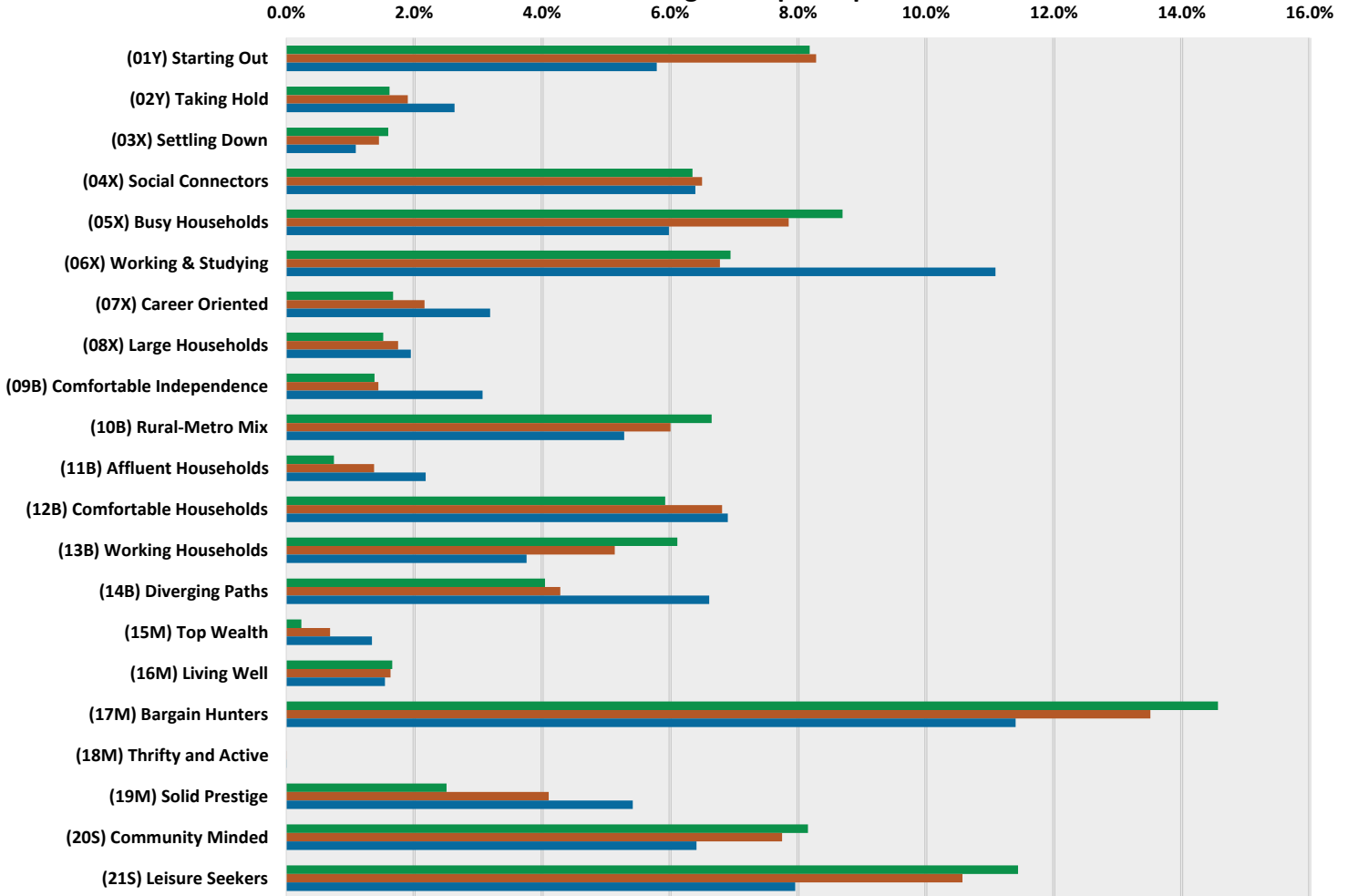
Household Segmentation Profile

For Market: National City, CA (Lat: 32.6772, Long: -117.0941)
Date: June 2018



Trade Area 1:	Trade Area 2:	Trade Area 3:
E. Plaza Blvd & L Ave. 5 Minute Drive Time	E. Plaza Blvd & L Ave. 7 Minute Drive Time	E. Plaza Blvd & L Ave. 10 Minute Drive Time

Household Lifestage Group Comparison



Trade Area 1:	Trade Area 2:	Trade Area 3:
E. Plaza Blvd & L Ave. 5 Minute Drive Time	E. Plaza Blvd & L Ave. 7 Minute Drive Time	E. Plaza Blvd & L Ave. 10 Minute Drive Time

Total Households **29,578** **100%** **59,309** **100%** **142,929** **100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	63- Staying Home	(17M) Bargain Hunters	2,358	8.0%	4,552	7.7%	9,724	6.8%
2	53- Metro Strivers	(10B) Rural-Metro Mix	1,967	6.7%	3,564	6.0%	7,545	5.3%
3	62- Movies & Sports	(05X) Busy Households	1,891	6.4%	3,390	5.7%	6,212	4.3%
4	36- Persistent & Productive	(20S) Community Minded	1,819	6.1%	3,352	5.7%	6,452	4.5%
5	38- Occupational Mix	(13B) Working Households	1,809	6.1%	3,046	5.1%	5,371	3.8%
6	70- Favorably Frugal	(06X) Working & Studying	1,129	3.8%	2,094	3.5%	3,535	2.5%
7	59- Mobile Mixers	(04X) Social Connectors	1,022	3.5%	2,212	3.7%	4,963	3.5%
8	66- Helping Hands	(21S) Leisure Seekers	1,017	3.4%	1,911	3.2%	3,816	2.7%
9	17- Firmly Established	(12B) Comfortable Households	1,009	3.4%	2,276	3.8%	5,294	3.7%
10	65- Hobbies & Shopping	(21S) Leisure Seekers	885	3.0%	1,678	2.8%	2,617	1.8%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: National City, CA (Lat: 32.6772, Long: -117.0941)

Date: June 2018



TOTAL HOUSEHOLDS		29,578	100%	59,309	100%	142,929	100%
Lifestage Group	Cluster Name	E. Plaza Blvd & L Ave. 5 Minute Drive Time		E. Plaza Blvd & L Ave. 7 Minute Drive Time		E. Plaza Blvd & L Ave. 10 Minute Drive Time	
(01Y) Starting Out		2,420	8.2%	4,914	8.3%	8,279	5.8%
	39- Setting Goals	678	2.3%	1,211	2.0%	2,046	1.4%
	45- Offices & Entertainment	316	1.1%	597	1.0%	1,347	0.9%
	57- Collegiate Crowd	593	2.0%	1,388	2.3%	2,184	1.5%
	58- Outdoor Fervor	1	0.0%	1	0.0%	2	0.0%
	67- First Steps	833	2.8%	1,717	2.9%	2,700	1.9%
(02Y) Taking Hold		478	1.6%	1,128	1.9%	3,761	2.6%
	18- Climbing the Ladder	50	0.2%	120	0.2%	278	0.2%
	21- Children First	161	0.5%	329	0.6%	739	0.5%
	24- Career Building	169	0.6%	502	0.8%	2,369	1.7%
	30- Out & About	98	0.3%	176	0.3%	376	0.3%
(03X) Settling Down		472	1.6%	860	1.5%	1,553	1.1%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	4	0.0%	6	0.0%	9	0.0%
	46- Rural & Active	468	1.6%	854	1.4%	1,545	1.1%
(04X) Social Connectors		1,878	6.4%	3,856	6.5%	9,141	6.4%
	42- Creative Variety	340	1.1%	639	1.1%	1,704	1.2%
	52- Stylish & Striving	516	1.7%	1,006	1.7%	2,474	1.7%
	59- Mobile Mixers	1,022	3.5%	2,212	3.7%	4,963	3.5%
(05X) Busy Households		2,573	8.7%	4,658	7.9%	8,552	6.0%
	37- Firm Foundations	682	2.3%	1,268	2.1%	2,341	1.6%
	62- Movies & Sports	1,891	6.4%	3,390	5.7%	6,212	4.3%
(06X) Working & Studying		2,054	6.9%	4,022	6.8%	15,847	11.1%
	61- City Life	517	1.7%	1,148	1.9%	10,915	7.6%
	69- Productive Havens	408	1.4%	780	1.3%	1,396	1.0%
	70- Favorably Frugal	1,129	3.8%	2,094	3.5%	3,535	2.5%
(07X) Career Oriented		494	1.7%	1,283	2.2%	4,558	3.2%
	06- Casual Comfort	148	0.5%	404	0.7%	1,658	1.2%
	10- Careers & Travel	36	0.1%	114	0.2%	353	0.2%
	20- Carving Out Time	89	0.3%	211	0.4%	495	0.3%
	26- Getting Established	221	0.7%	555	0.9%	2,052	1.4%
(08X) Large Households		448	1.5%	1,037	1.7%	2,783	1.9%
	11- Schools & Shopping	63	0.2%	199	0.3%	585	0.4%
	12- On the Go	74	0.3%	175	0.3%	607	0.4%
	19- Country Comfort	0	0.0%	0	0.0%	11	0.0%
	27- Tenured Proprietors	311	1.1%	664	1.1%	1,579	1.1%
(09B) Comfortable Independence		409	1.4%	854	1.4%	4,387	3.1%
	29- City Mixers	0	0.0%	21	0.0%	2,465	1.7%
	35- Working & Active	149	0.5%	321	0.5%	770	0.5%
	56- Metro Active	260	0.9%	512	0.9%	1,151	0.8%
(10B) Rural-Metro Mix		1,967	6.7%	3,564	6.0%	7,550	5.3%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	1,967	6.7%	3,564	6.0%	7,545	5.3%
	60- Rural & Mobile	0	0.0%	0	0.0%	5	0.0%

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

Household Segmentation Profile

Market: National City, CA (Lat: 32.6772, Long: -117.0941)

Date: June 2018



TOTAL HOUSEHOLDS		29,578	100%	59,309	100%	142,929	100%
Lifestage Group	Cluster Name	E. Plaza Blvd & L Ave. 5 Minute Drive Time		E. Plaza Blvd & L Ave. 7 Minute Drive Time		E. Plaza Blvd & L Ave. 10 Minute Drive Time	
(11B) Affluent Households		221	0.7%	815	1.4%	3,117	2.2%
	01- Summit Estates	4	0.0%	42	0.1%	317	0.2%
	04- Top Professionals	55	0.2%	364	0.6%	1,609	1.1%
	07- Active Lifestyles	162	0.5%	409	0.7%	1,192	0.8%
(12B) Comfortable Households		1,753	5.9%	4,041	6.8%	9,866	6.9%
	13- Work & Play	744	2.5%	1,765	3.0%	4,572	3.2%
	17- Firmly Established	1,009	3.4%	2,276	3.8%	5,294	3.7%
(13B) Working Households		1,809	6.1%	3,046	5.1%	5,371	3.8%
	38- Occupational Mix	1,809	6.1%	3,046	5.1%	5,371	3.8%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		1,197	4.0%	2,542	4.3%	9,453	6.6%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	131	0.4%	252	0.4%	487	0.3%
	31- Mid-Americana	261	0.9%	468	0.8%	946	0.7%
	32- Metro Mix	106	0.4%	257	0.4%	2,221	1.6%
	33- Urban Diversity	699	2.4%	1,565	2.6%	5,799	4.1%
(15M) Top Wealth		70	0.2%	407	0.7%	1,915	1.3%
	02- Established Elite	9	0.0%	85	0.1%	513	0.4%
	03- Corporate Connected	60	0.2%	321	0.5%	1,402	1.0%
(16M) Living Well		490	1.7%	967	1.6%	2,207	1.5%
	14- Career Centered	277	0.9%	592	1.0%	1,436	1.0%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	213	0.7%	374	0.6%	771	0.5%
(17M) Bargain Hunters		4,309	14.6%	8,013	13.5%	16,299	11.4%
	43- Work & Causes	374	1.3%	692	1.2%	1,412	1.0%
	44- Open Houses	407	1.4%	794	1.3%	1,681	1.2%
	55- Community Life	733	2.5%	1,203	2.0%	1,911	1.3%
	63- Staying Home	2,358	8.0%	4,552	7.7%	9,724	6.8%
	68- Staying Healthy	437	1.5%	772	1.3%	1,570	1.1%
(18M) Thrifty & Active		0	0.0%	1	0.0%	7	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	1	0.0%	6	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	1	0.0%
(19M) Solid Prestige		741	2.5%	2,434	4.1%	7,743	5.4%
	05- Active & Involved	217	0.7%	570	1.0%	1,781	1.2%
	08- Solid Surroundings	256	0.9%	927	1.6%	3,025	2.1%
	09- Busy Schedules	268	0.9%	937	1.6%	2,937	2.1%
(20S) Community Minded		2,412	8.2%	4,598	7.8%	9,166	6.4%
	25- Clubs & Causes	289	1.0%	609	1.0%	1,302	0.9%
	28- Community Pillars	305	1.0%	637	1.1%	1,412	1.0%
	36- Persistent & Productive	1,819	6.1%	3,352	5.7%	6,452	4.5%
(21S) Leisure Seekers		3,384	11.4%	6,270	10.6%	11,375	8.0%
	49- Home & Garden	564	1.9%	1,031	1.7%	1,852	1.3%
	51- Role Models	497	1.7%	862	1.5%	1,648	1.2%
	64- Practical & Careful	420	1.4%	788	1.3%	1,442	1.0%
	65- Hobbies & Shopping	885	3.0%	1,678	2.8%	2,617	1.8%
	66- Helping Hands	1,017	3.4%	1,911	3.2%	3,816	2.7%

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

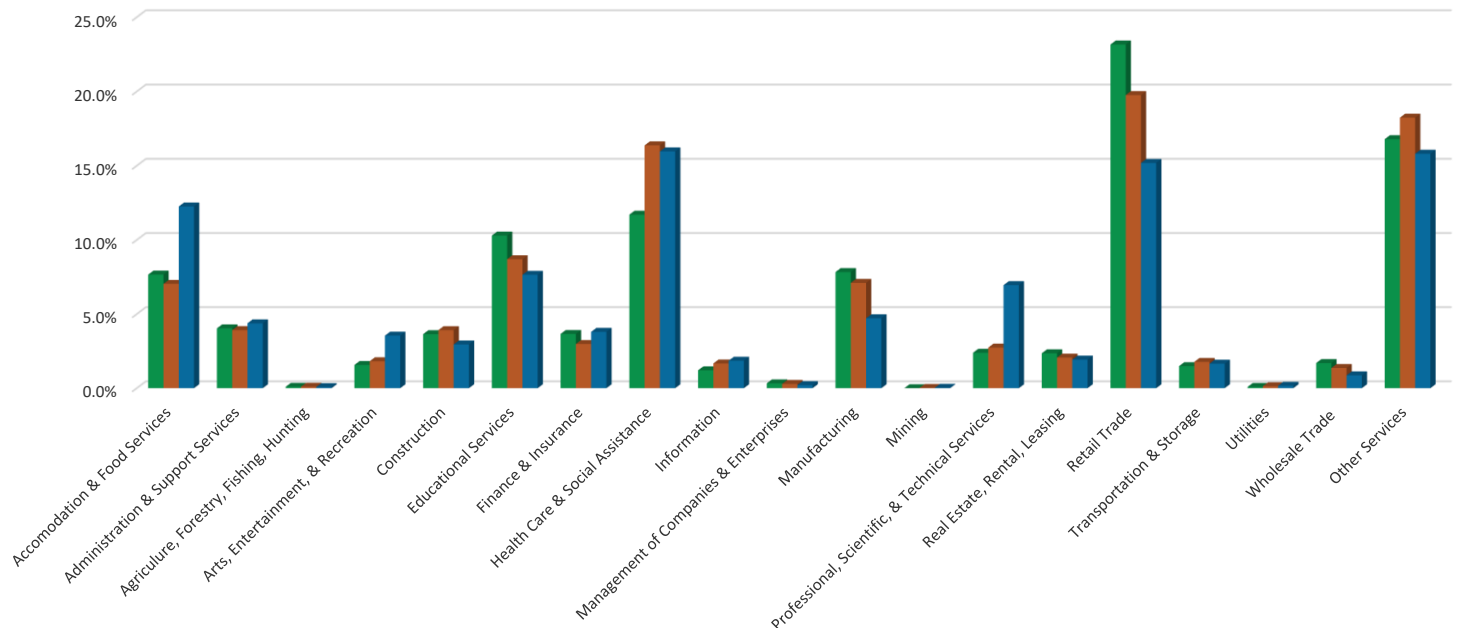
Employment Profile

For Market: E. Plaza Blvd & L Ave.
Market Definition: National City, CA (Lat: 32.6772, Long: -117.0941)
Date Report Created: June 2018

	5 Minutes		7 Minutes		10 Minutes	
Daytime Population	107,093		194,048		458,489	
Student Population	26,882		43,785		121,012	
Median Employee Salary	41,970		42,900		42,980	
Average Employee Salary	49,609		50,444		51,757	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,072	3.1%	1,837	2.8%	3,993	2.4%
15,000 to 30,000 CrYr	8,004	23.2%	14,974	23.0%	39,909	24.1%
30,000 to 45,000 CrYr	9,919	28.7%	18,059	27.8%	43,360	26.2%
45,000 to 60,000 CrYr	6,977	20.2%	13,564	20.9%	33,334	20.2%
60,000 to 75,000 CrYr	2,690	7.8%	5,093	7.8%	12,906	7.8%
75,000 to 90,000 CrYr	2,139	6.2%	3,966	6.1%	10,209	6.2%
90,000 to 100,000 CrYr	618	1.8%	1,270	2.0%	3,772	2.3%
Over 100,000 CrYr	3,106	9.0%	6,277	9.7%	17,924	10.8%

Industry Groups

Employee's by Industry



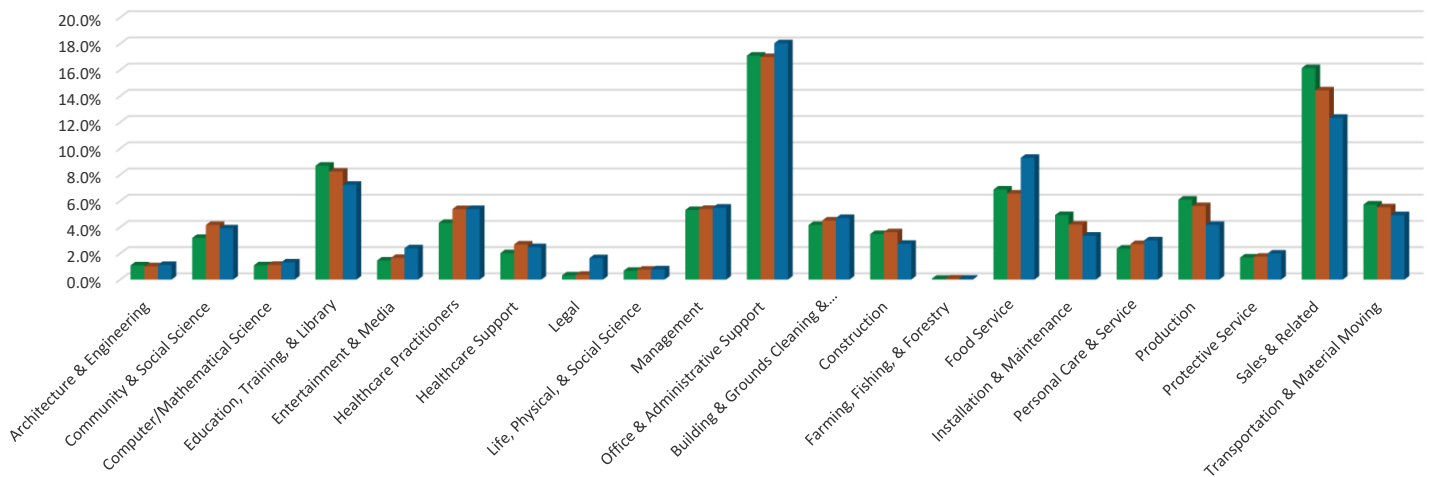
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,889	100%	34,525	100%	3,596	100%	65,040	100%	9,341	100%	165,407	100%
Accommodation & Food Services	151	8.0%	2,647	7.7%	269	7.5%	4,578	7.0%	762	8.2%	20,277	12.3%
Administration & Support Services	70	3.7%	1,394	4.0%	129	3.6%	2,550	3.9%	296	3.2%	7,239	4.4%
Agriculture, Forestry, Fishing, Hunting	2	0.1%	32	0.1%	8	0.2%	64	0.1%	16	0.2%	126	0.1%
Arts, Entertainment, & Recreation	40	2.1%	541	1.6%	74	2.1%	1,183	1.8%	236	2.5%	5,869	3.5%
Construction	97	5.1%	1,258	3.6%	185	5.1%	2,547	3.9%	380	4.1%	4,882	3.0%
Educational Services	53	2.8%	3,555	10.3%	94	2.6%	5,659	8.7%	239	2.6%	12,655	7.7%
Finance & Insurance	82	4.3%	1,263	3.7%	157	4.4%	1,939	3.0%	444	4.8%	6,288	3.8%
Health Care & Social Assistance	296	15.7%	4,042	11.7%	600	16.7%	10,650	16.4%	1,405	15.0%	26,409	16.0%
Information	25	1.3%	416	1.2%	60	1.7%	1,085	1.7%	180	1.9%	3,066	1.9%
Management of Companies & Enterprises	4	0.2%	113	0.3%	6	0.2%	187	0.3%	9	0.1%	343	0.2%
Manufacturing	95	5.0%	2,705	7.8%	149	4.2%	4,620	7.1%	299	3.2%	7,804	4.7%
Mining	0	0.0%	0	0.0%	1	0.0%	11	0.0%	3	0.0%	41	0.0%
Professional, Scientific, & Technical Services	89	4.7%	825	2.4%	225	6.2%	1,782	2.7%	1,202	12.9%	11,499	7.0%
Real Estate, Rental, Leasing	99	5.3%	813	2.4%	190	5.3%	1,343	2.1%	461	4.9%	3,189	1.9%
Retail Trade	323	17.1%	7,997	23.2%	611	17.0%	12,851	19.8%	1,384	14.8%	25,123	15.2%
Transportation & Storage	25	1.3%	514	1.5%	46	1.3%	1,154	1.8%	89	1.0%	2,734	1.7%
Utilities	2	0.1%	30	0.1%	4	0.1%	86	0.1%	12	0.1%	272	0.2%
Wholesale Trade	66	3.5%	585	1.7%	97	2.7%	888	1.4%	176	1.9%	1,436	0.9%
Other Services	368	19.5%	5,797	16.8%	690	19.2%	11,861	18.2%	1,748	18.7%	26,153	15.8%

Employment Profile

For Market: E. Plaza Blvd & L Ave.
Market Definition: National City, CA (Lat: 32.6772, Long: -117.0941)
Date Report Created: June 2018

Occupations	5 Minutes		7 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	16,640	48.2%	33,000	50.7%	87,785	53.1%
Architecture & Engineering	374	1.1%	659	1.0%	1,842	1.1%
Community & Social Science	1,097	3.2%	2,711	4.2%	6,457	3.9%
Computer/Mathematical Science	375	1.1%	728	1.1%	2,165	1.3%
Education, Training, & Library	2,998	8.7%	5,359	8.2%	11,961	7.2%
Entertainment & Media	501	1.5%	1,071	1.6%	3,948	2.4%
Healthcare Practitioners	1,492	4.3%	3,495	5.4%	8,905	5.4%
Healthcare Support	695	2.0%	1,741	2.7%	4,084	2.5%
Legal	109	0.3%	238	0.4%	2,699	1.6%
Life, Physical, & Social Science	232	0.7%	490	0.8%	1,288	0.8%
Management	1,832	5.3%	3,505	5.4%	9,075	5.5%
Office & Administrative Support	5,896	17.1%	11,039	17.0%	29,814	18.0%
Blue Collar	17,769	51.5%	31,827	48.9%	76,955	46.5%
Building & Grounds Cleaning & Maintenance	1,436	4.2%	2,929	4.5%	7,773	4.7%
Construction	1,198	3.5%	2,350	3.6%	4,511	2.7%
Farming, Fishing, & Forestry	22	0.1%	51	0.1%	116	0.1%
Food Service	2,370	6.9%	4,267	6.6%	15,361	9.3%
Installation & Maintenance	1,698	4.9%	2,723	4.2%	5,531	3.3%
Personal Care & Service	814	2.4%	1,762	2.7%	4,945	3.0%
Production	2,105	6.1%	3,645	5.6%	6,895	4.2%
Protective Service	580	1.7%	1,130	1.7%	3,283	2.0%
Sales & Related	5,570	16.1%	9,386	14.4%	20,409	12.3%
Transportation & Material Moving	1,975	5.7%	3,584	5.5%	8,130	4.9%
Military Services	115	0.3%	213	0.3%	667	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	34,525	65,040	165,407
2017 Q3	32,478	61,533	158,043
2017 Q2	33,668	63,492	162,696
2017 Q1	33,713	63,663	162,649
2016 Q4	34,378	64,665	163,977
2016 Q3	32,107	60,802	156,444
2016 Q2	34,093	64,309	163,931
2016 Q1	33,841	63,862	162,909
2015 Q4	34,071	64,254	163,081

Consumer Demand & Market Supply Assessment

For Market: E. Plaza Blvd & L Ave.
Market Definition: National City, CA (Lat: 32.6772, Long: -117.0941)
Date Report Created: June 2018

	5 Minutes			7 Minutes			10 Minutes		
Demographics									
Population	122,426			227,368			465,408		
5-Year Population estimate	124,906			231,167			474,527		
Population Households	112,441			213,377			444,576		
Group Quarters Population	9,986			13,992			20,833		
Households	31,218			62,043			151,609		
5-Year Households estimate	31,947			63,201			155,982		
WorkPlace Establishments	1,889			3,596			9,341		
Workplace Employees	34,525			65,040			165,407		
Median Household Income	\$42,107			\$43,579			\$49,442		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Vending Machine Operators (Non-Store)	\$12,352,487	\$780,276	(\$11,572,212) -94%	\$23,598,071	\$13,319,538	(\$10,278,533) -44%	\$49,893,354	\$22,678,134	(\$27,215,220) -55%
Electronic Shopping/Mail Order Houses	\$245,951,724	\$59,254,626	(\$186,697,098) -76%	\$469,418,457	\$60,141,976	(\$409,276,481) -87%	\$999,624,864	\$386,650,861	(\$612,974,004) -61%
Electronics/Appliance	\$31,946,143	\$9,958,488	(\$21,987,654) -69%	\$60,946,408	\$22,438,091	(\$38,508,317) -63%	\$134,076,675	\$54,452,165	(\$79,624,510) -59%
Lawn/Garden Equipment/Supplies Stores	\$11,094,273	\$3,718,639	(\$7,375,634) -66%	\$21,219,616	\$6,958,744	(\$14,260,872) -67%	\$44,665,523	\$19,040,603	(\$25,624,920) -57%
Florists/Misc. Store Retailers	\$2,675,506	\$1,120,960	(\$1,554,547) -58%	\$5,117,071	\$4,624,739	(\$492,332) -10%	\$10,769,176	\$9,032,375	(\$1,736,801) -16%
Other Misc. Store Retailers	\$27,882,159	\$11,941,717	(\$15,940,443) -57%	\$53,312,972	\$21,594,908	(\$31,718,065) -59%	\$112,004,426	\$62,159,297	(\$49,845,129) -45%
Used Merchandise Stores	\$5,793,987	\$2,621,819	(\$3,172,168) -55%	\$11,079,349	\$5,033,978	(\$6,045,370) -55%	\$23,282,789	\$20,724,355	(\$2,558,434) -11%
Direct Selling Establishments	\$9,891,303	\$4,744,211	(\$5,147,093) -52%	\$18,891,628	\$10,694,524	(\$8,197,104) -43%	\$39,672,450	\$17,972,537	(\$21,699,913) -55%
Special Food Services	\$18,117,087	\$8,872,432	(\$9,244,655) -51%	\$34,603,261	\$18,321,564	(\$16,281,697) -47%	\$78,619,547	\$121,701,242	\$43,081,695 55%
Full-Service Restaurants	\$85,438,145	\$53,214,234	(\$32,223,911) -38%	\$162,856,996	\$107,730,009	(\$55,126,987) -34%	\$378,612,800	\$428,086,479	\$49,473,679 13%
Clothing Stores	\$85,002,564	\$54,787,403	(\$30,215,161) -36%	\$162,641,922	\$117,833,874	(\$44,808,048) -28%	\$342,637,802	\$370,952,614	\$28,314,812 8%
Specialty Food Stores	\$10,979,178	\$7,227,582	(\$3,751,596) -34%	\$20,974,629	\$12,517,687	(\$8,456,942) -40%	\$44,041,778	\$29,043,735	(\$14,998,043) -34%
Sporting Goods/Hobby/Musical Instrument	\$21,884,209	\$15,499,566	(\$6,384,643) -29%	\$41,895,976	\$30,658,256	(\$11,237,720) -27%	\$88,361,759	\$60,752,828	(\$27,608,932) -31%
Grocery Stores	\$197,876,350	\$142,835,774	(\$55,040,576) -28%	\$378,007,789	\$240,440,180	(\$137,567,609) -36%	\$793,476,950	\$483,658,198	(\$309,818,752) -39%
Shoe Stores	\$11,737,792	\$8,514,976	(\$3,222,816) -27%	\$22,488,891	\$24,264,810	\$1,775,919 8%	\$47,647,815	\$53,930,876	\$6,283,061 13%
Office Supplies/Stationary/Gift	\$10,647,120	\$7,765,161	(\$2,881,959) -27%	\$20,344,198	\$13,009,955	(\$7,334,243) -36%	\$43,326,029	\$30,033,861	(\$13,292,168) -31%
Furniture Stores	\$20,018,052	\$15,503,087	(\$4,514,966) -23%	\$38,335,127	\$18,162,537	(\$20,172,590) -53%	\$80,982,148	\$96,996,002	\$16,013,854 20%
Jewelry/Luggage/Leather Goods	\$12,270,351	\$9,837,131	(\$2,433,221) -20%	\$23,458,654	\$24,926,354	\$1,467,701 6%	\$49,333,019	\$74,848,908	\$25,515,889 52%
Health/Personal Care Stores	\$109,006,091	\$93,126,764	(\$15,879,327) -15%	\$207,925,689	\$139,298,777	(\$68,626,913) -33%	\$434,127,105	\$336,864,719	(\$97,262,386) -22%
Home Furnishing Stores	\$18,502,703	\$16,836,407	(\$1,666,296) -9%	\$35,351,905	\$26,620,287	(\$8,731,619) -25%	\$74,111,643	\$48,078,929	(\$26,032,714) -35%
Beer/Wine/Liquor Stores	\$15,940,349	\$15,062,188	(\$878,161) -6%	\$30,497,235	\$27,692,337	(\$2,804,898) -9%	\$64,307,379	\$57,236,513	(\$7,070,867) -11%
Automotive Parts/Accessories/Tire	\$32,099,482	\$31,211,909	(\$887,573) -3%	\$61,261,579	\$62,639,505	\$1,377,927 2%	\$128,051,942	\$123,854,010	(\$4,197,932) -3%
Limited-Service Eating Places	\$83,028,668	\$86,260,963	\$3,232,296 4%	\$158,582,431	\$139,299,985	(\$19,282,446) -12%	\$360,284,224	\$366,850,040	\$6,565,816 2%
Gasoline Stations	\$137,671,940	\$143,192,565	\$5,520,625 4%	\$263,372,810	\$211,827,286	(\$51,545,525) -20%	\$554,500,225	\$457,444,855	(\$97,055,370) -18%
Bar/Drinking Places (Alcoholic Beverages)	\$4,484,451	\$5,202,121	\$717,669 16%	\$8,521,409	\$10,134,865	\$1,613,457 19%	\$20,492,691	\$64,978,634	\$44,485,943 217%
Building Material/Supplies Dealers	\$104,510,199	\$125,895,794	\$21,385,595 20%	\$199,632,926	\$150,097,584	(\$49,535,341) -25%	\$418,845,663	\$217,511,318	(\$201,334,345) -48%
Book/Periodical/Music Stores	\$7,356,846	\$10,742,878	\$3,386,031 46%	\$14,039,376	\$13,924,258	(\$115,118) -1%	\$29,455,424	\$37,633,321	\$8,177,897 28%
Other General Merchandise Stores	\$200,377,835	\$315,826,426	\$115,448,591 58%	\$382,775,255	\$579,071,539	\$196,296,284 51%	\$804,031,806	\$1,001,513,920	\$197,482,114 25%
Other Motor Vehicle Dealers	\$18,567,438	\$30,995,809	\$12,428,370 67%	\$35,571,998	\$34,603,593	(\$968,405) -3%	\$75,099,885	\$54,840,054	(\$20,259,831) -27%
Automotive Dealers	\$343,091,428	\$602,418,740	\$259,327,312 76%	\$657,209,565	\$716,014,127	\$58,804,562 9%	\$1,386,774,574	\$967,027,372	(\$419,747,202) -30%
Department Stores	\$48,892,157	\$98,601,430	\$49,709,273 102%	\$93,453,748	\$153,083,194	\$59,629,446 64%	\$196,451,717	\$295,285,039	\$98,833,322 50%
Consumer Demand/Market Supply Index	\$1,945,088,019	\$1,993,572,074	98	\$3,717,386,940	\$3,016,979,061	123	\$7,907,563,184	\$6,371,833,791	124

Consumer Demand & Market Supply Assessment

For Market: E. Plaza Blvd & L Ave.
Market Definition: National City, CA (Lat: 32.6772, Long: -117.0941)
Date Report Created: June 2018

By Major Product Lines	5 Minutes			7 Minutes			10 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Computer Hardware/Software/Supplies	\$36,747,066	\$13,401,746	(\$23,345,320) -64%	\$69,507,223	\$19,190,033	(\$50,317,190) -72%	\$168,000,292	\$75,708,209	(\$92,292,083) -55%
Audio Equipment/Musical Instruments	\$10,993,359	\$5,777,381	(\$5,215,978) -47%	\$21,008,247	\$9,413,968	(\$11,594,279) -55%	\$44,113,798	\$25,319,177	(\$18,794,621) -43%
Alcoholic Drinks Served at the Establishment	\$37,834,391	\$20,675,722	(\$17,158,669) -45%	\$71,852,814	\$41,052,716	(\$30,800,098) -43%	\$173,951,931	\$183,204,920	\$9,252,988 5%
All Other Merchandise	\$75,434,169	\$47,088,778	(\$28,345,391) -38%	\$144,236,439	\$74,789,694	(\$69,446,745) -48%	\$302,889,744	\$201,199,089	(\$101,690,655) -34%
Furniture/Sleep/Outdoor/Patio Furniture	\$51,034,124	\$32,382,369	(\$18,651,755) -37%	\$97,736,682	\$45,009,153	(\$52,727,529) -54%	\$206,501,885	\$159,442,280	(\$47,059,606) -23%
Pets/Pet Foods/Pet Supplies	\$15,637,741	\$9,951,686	(\$5,686,055) -36%	\$30,002,892	\$17,298,037	(\$12,704,855) -42%	\$63,584,019	\$38,484,286	(\$25,099,733) -39%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$240,048,660	\$165,378,301	(\$74,670,358) -31%	\$457,749,777	\$256,726,173	(\$201,023,604) -44%	\$954,931,736	\$621,965,829	(\$332,965,907) -35%
Footwear, including Accessories	\$28,353,029	\$20,136,782	(\$8,216,247) -29%	\$54,325,491	\$43,897,793	(\$10,427,698) -19%	\$115,139,133	\$107,399,090	(\$7,740,043) -7%
Lawn/Garden/Farm Equipment/Supplies	\$29,695,629	\$22,009,072	(\$7,686,557) -26%	\$56,779,936	\$33,827,518	(\$22,952,418) -40%	\$119,441,298	\$67,418,105	(\$52,023,193) -44%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$17,063,444	\$12,830,086	(\$4,233,359) -25%	\$32,691,282	\$22,264,755	(\$10,426,527) -32%	\$69,073,814	\$49,679,003	(\$19,394,810) -28%
Photographic Equipment/Supplies	\$2,056,842	\$1,583,071	(\$473,771) -23%	\$3,927,288	\$2,860,175	(\$1,067,113) -27%	\$8,264,372	\$6,377,432	(\$1,886,940) -23%
Womens/Juniors/Misses Wear	\$71,855,161	\$55,897,711	(\$15,957,450) -22%	\$137,362,496	\$103,931,298	(\$33,431,198) -24%	\$288,674,564	\$291,111,875	\$2,437,311 1%
Jewelry (including Watches)	\$18,246,743	\$15,622,723	(\$2,624,021) -14%	\$34,877,281	\$33,551,612	(\$1,325,669) -4%	\$73,325,510	\$97,223,891	\$23,898,382 33%
Kitchenware/Home Furnishings	\$23,352,002	\$20,402,835	(\$2,949,167) -13%	\$44,614,206	\$32,698,590	(\$11,915,616) -27%	\$93,361,232	\$75,192,836	(\$18,168,396) -19%
Meats/Nonalcoholic Beverages	\$162,371,354	\$143,268,364	(\$19,102,990) -12%	\$310,151,586	\$253,760,961	(\$56,390,625) -18%	\$704,398,100	\$828,288,405	\$123,890,305 18%
Groceries/Other Food Items (Off Premises)	\$306,630,707	\$277,309,057	(\$29,321,650) -10%	\$585,785,584	\$493,123,249	(\$92,662,335) -16%	\$1,227,776,637	\$931,902,415	(\$295,874,222) -24%
Televisions/VCR/Video Cameras/DVD etc	\$12,347,347	\$11,589,055	(\$758,293) -6%	\$23,587,199	\$20,483,857	(\$3,103,342) -13%	\$49,513,504	\$44,056,867	(\$5,456,637) -11%
Mens Wear	\$27,061,984	\$25,432,278	(\$1,629,706) -6%	\$51,889,828	\$46,214,518	(\$5,675,310) -11%	\$110,046,014	\$121,517,081	\$11,471,066 10%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$3,608,087	\$3,434,597	(\$173,490) -5%	\$6,886,041	\$6,929,634	\$43,593 1%	\$14,416,486	\$11,958,550	(\$2,457,935) -17%
Floor/Floor Coverings	\$15,401,195	\$15,313,366	(\$87,829) -1%	\$29,372,736	\$21,005,797	(\$8,366,939) -28%	\$61,286,065	\$36,079,206	(\$25,206,859) -41%
Cigars/Cigarettes/Tobacco/Accessories	\$23,964,036	\$24,061,015	\$96,979 0%	\$45,526,572	\$40,871,061	(\$4,655,510) -10%	\$94,125,068	\$82,653,328	(\$11,471,740) -12%
Packaged Liquor/Wine/Beer	\$34,844,745	\$35,464,886	\$620,141 2%	\$66,717,144	\$61,742,274	(\$4,974,870) -7%	\$140,611,002	\$125,797,524	(\$14,813,478) -11%
Automotive Tires/Tubes/Batteries/Parts	\$62,373,962	\$65,366,687	\$2,992,725 5%	\$118,994,068	\$102,268,450	(\$16,725,618) -14%	\$248,473,155	\$184,002,117	(\$64,471,037) -26%
Sewing/Knitting Materials/Supplies	\$792,692	\$839,309	\$46,617 6%	\$1,524,442	\$1,560,398	\$35,956 2%	\$3,251,304	\$3,084,920	(\$166,384) -5%
Toys/Hobby Goods/Games	\$9,912,852	\$10,503,420	\$590,569 6%	\$18,945,170	\$17,919,895	(\$1,025,275) -5%	\$39,739,474	\$39,210,559	(\$528,915) -1%
Small Electric Appliances	\$4,109,131	\$4,600,143	\$491,012 12%	\$7,841,485	\$7,376,784	(\$464,701) -6%	\$16,446,005	\$15,560,480	(\$885,524) -5%
Major Household Appliances	\$5,773,216	\$6,528,743	\$755,526 13%	\$11,146,829	\$9,517,618	(\$1,629,210) -15%	\$23,968,532	\$17,837,327	(\$6,131,204) -26%
Automotive Lubricants (incl Oil, Greases)	\$5,773,216	\$6,528,743	\$755,526 13%	\$11,146,829	\$9,517,618	(\$1,629,210) -15%	\$23,968,532	\$17,837,327	(\$6,131,204) -26%
Books/Periodicals	\$8,681,892	\$9,823,133	\$1,141,241 13%	\$16,557,058	\$13,277,059	(\$3,279,999) -20%	\$34,533,292	\$37,110,474	\$2,577,182 7%
Hardware/Tools/Plumbing/Electrical Supplies	\$29,783,616	\$34,191,277	\$4,407,661 15%	\$56,892,856	\$42,731,588	(\$14,161,268) -25%	\$119,148,745	\$66,895,863	(\$52,252,882) -44%
Dimensional Lumber/Other Building Materials	\$42,799,261	\$50,487,730	\$7,688,469 18%	\$81,686,165	\$60,316,363	(\$21,369,802) -26%	\$171,368,620	\$87,704,431	(\$83,664,189) -49%
Paints/Sundries/Wallpaper/Wall Coverings	\$7,875,769	\$9,323,570	\$1,447,802 18%	\$15,030,592	\$11,291,070	(\$3,739,522) -25%	\$31,405,289	\$16,565,133	(\$14,840,156) -47%
Automotive Fuels	\$125,525,147	\$151,196,601	\$25,671,454 20%	\$240,290,401	\$233,397,556	(\$6,892,846) -3%	\$506,196,150	\$482,762,513	(\$23,433,638) -5%
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,372,889	\$5,397,968	\$1,025,078 23%	\$8,381,519	\$8,830,407	\$448,888 5%	\$17,740,296	\$19,236,407	\$1,496,111 8%
Childrens Wear/Infants/Toddlers Clothing	\$11,775,068	\$14,589,444	\$2,814,377 24%	\$22,597,045	\$26,285,365	\$3,688,320 16%	\$47,851,083	\$65,325,948	\$17,474,864 37%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$8,401,243	\$11,248,570	\$2,847,327 34%	\$16,081,917	\$17,966,524	\$1,884,606 12%	\$33,867,268	\$37,473,196	\$3,605,928 11%
Retailer Services	\$56,277,306	\$78,198,105	\$21,920,799 39%	\$108,050,166	\$100,464,167	(\$7,585,999) -7%	\$229,485,484	\$164,872,837	(\$64,612,647) -28%
Soaps/Detergents/Household Cleaners	\$9,447,557	\$13,613,910	\$4,166,353 44%	\$18,023,735	\$22,882,620	\$4,858,885 27%	\$37,653,339	\$41,437,430	\$3,784,090 10%
Paper/Related Products	\$8,409,232	\$13,132,980	\$4,723,748 56%	\$16,039,258	\$23,184,472	\$7,145,214 45%	\$33,444,633	\$42,435,979	\$8,991,346 27%
Autos/Cars/Vans/Trucks/Motorcycles	\$300,661,237	\$530,782,261	\$230,121,024 77%	\$575,978,449	\$629,667,488	\$53,689,039 9%	\$1,215,533,110	\$855,508,803	(\$360,024,307) -30%

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:

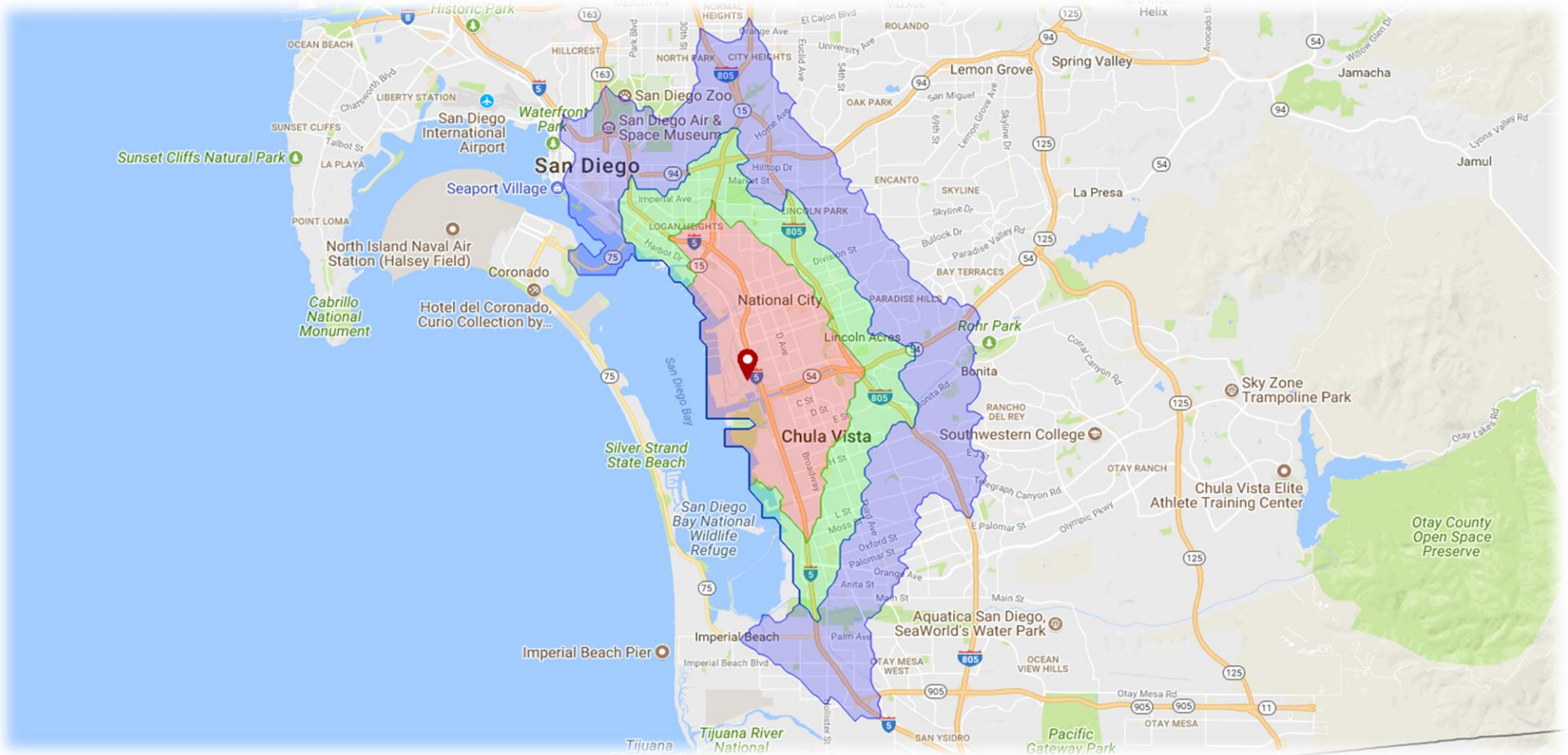
n = 100 (Equilibrium)

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

Bay Marina & Cleveland

Bay Marina Dr & Cleveland Ave, National City, CA



	5 Minutes	7 Minutes	10 Minutes
Population	96,783	190,385	411,589
Daytime Population	95,017	186,185	445,117
Households	26,628	53,716	132,468
Average Age	34.9	35.3	36.5
Average HH Income	\$48,732	\$53,400	\$65,518
White Collar (Residents)	44%	44%	52%
Some College or Degree	38%	40%	47%

Traffic Counts	
W 24th St & Haffley Ave	> 10,900
W 24th St @ I-5	> 21,500
I-5 @ Mile of Cars	> 187,000
MTS Blue Line	> 52,000/Week

Consumer Demographic Profile

For Market:

Bay Marina & Cleveland

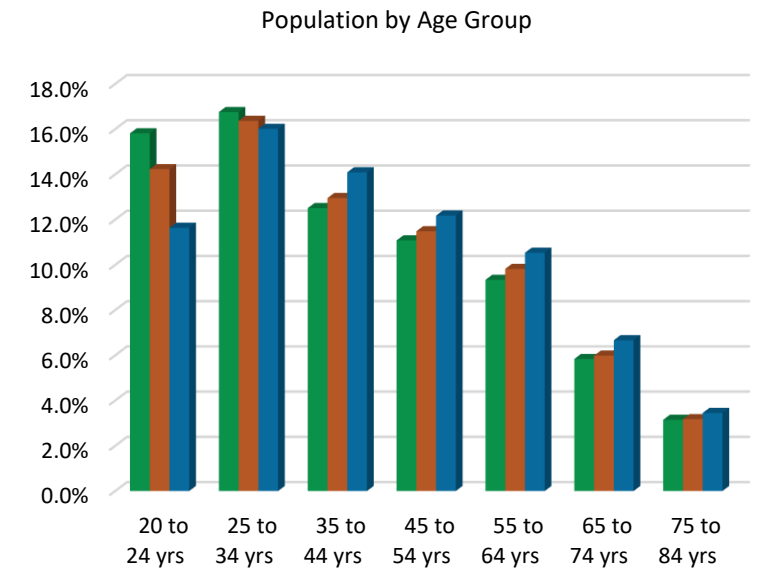
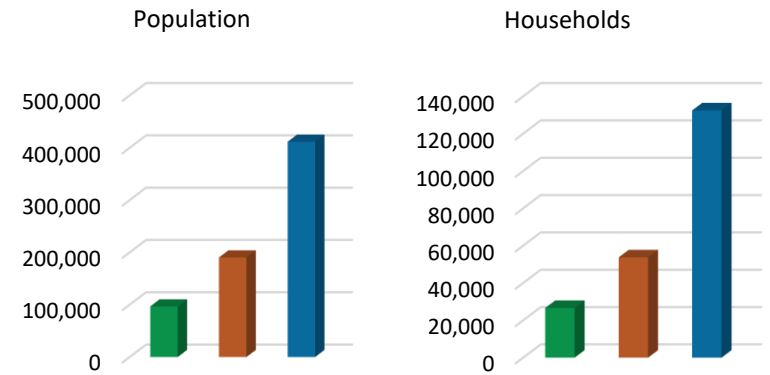
Market Definition:

Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	96,783	---	190,385	---	411,589	---
5 Year Projected Pop	99,050	---	194,455	---	420,470	---
Pop Growth (%)	2.3%	---	2.1%	---	2.2%	---
Households	26,628	---	53,716	---	132,468	---
5 Year Projected HHs	27,294	---	55,059	---	136,752	---
HH Growth (%)	2.5%	---	2.5%	---	3.2%	---
Census Stats						
2000 Population	87,054	---	171,695	---	372,937	---
2010 Population	91,384	---	179,965	---	389,736	---
Pop Growth (%)	5.0%	---	4.8%	---	4.5%	---
2000 Households	25,097	---	49,307	---	116,093	---
2010 Households	25,040	---	50,325	---	123,379	---
HH Growth (%)	-0.2%	---	2.1%	---	6.3%	---
Total Population by Age						
Average Age	34.9		35.3		36.5	
19 yrs & under	23,359	24.1%	46,814	24.6%	98,791	24.0%
20 to 24 yrs	15,308	15.8%	27,093	14.2%	47,904	11.6%
25 to 34 yrs	16,215	16.8%	31,163	16.4%	65,910	16.0%
35 to 44 yrs	12,106	12.5%	24,662	13.0%	57,989	14.1%
45 to 54 yrs	10,728	11.1%	21,866	11.5%	50,130	12.2%
55 to 64 yrs	9,039	9.3%	18,698	9.8%	43,360	10.5%
65 to 74 yrs	5,650	5.8%	11,400	6.0%	27,447	6.7%
75 to 84 yrs	3,047	3.1%	6,051	3.2%	14,211	3.5%
85 + yrs	1,331	1.4%	2,638	1.4%	5,847	1.4%
Population Bases						
20-34 yrs	31,523	32.6%	58,256	30.6%	113,814	27.7%
45-64 yrs	19,766	20.4%	40,564	21.3%	93,490	22.7%
16 yrs +	76,026	78.6%	148,796	78.2%	323,166	78.5%
25 yrs +	58,116	60.0%	116,478	61.2%	264,894	64.4%
65 yrs +	10,028	10.4%	20,089	10.6%	47,506	11.5%
75 yrs +	4,379	4.5%	8,689	4.6%	20,059	4.9%
85 yrs +	1,331	1.4%	2,638	1.4%	5,847	1.4%



Consumer Demographic Profile

For Market:

Bay Marina & Cleveland

Market Definition:

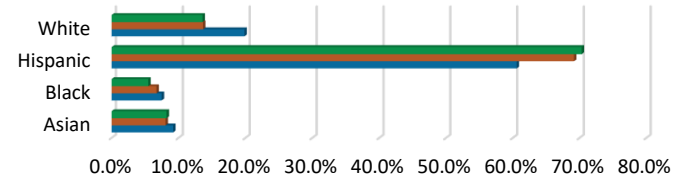
Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)

Date Report Created:

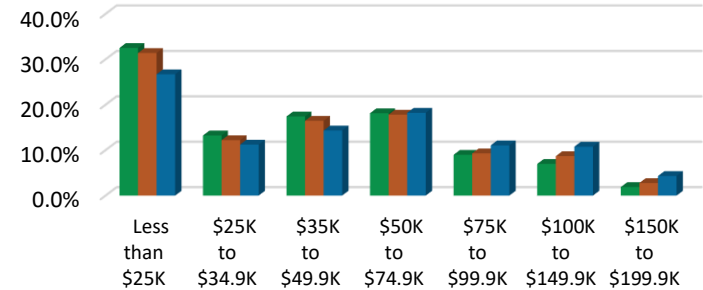
June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Population by Race						
White	13,143	13.6%	26,010	13.7%	81,658	19.8%
Hispanic	68,052	70.3%	131,664	69.2%	249,305	60.6%
Black	5,308	5.5%	12,756	6.7%	30,774	7.5%
Asian	7,950	8.2%	15,333	8.1%	37,837	9.2%
Ancestry						
American Indian (ancestry)	291	0.3%	537	0.3%	1,163	0.3%
Hawaiian (ancestry)	372	0.4%	800	0.4%	1,994	0.5%
Household Income						
Per Capita Income	\$13,408	---	\$15,066	---	\$21,087	---
Average HH Income	\$48,732	---	\$53,400	---	\$65,518	---
Median HH Income	\$38,150	---	\$40,316	---	\$47,437	---
Less than \$25K	8,655	32.5%	16,865	31.4%	35,377	26.7%
\$25K to \$34.9K	3,526	13.2%	6,552	12.2%	14,867	11.2%
\$35K to \$49.9K	4,639	17.4%	8,853	16.5%	18,982	14.3%
\$50K to \$74.9K	4,829	18.1%	9,575	17.8%	24,141	18.2%
\$75K to \$99.9K	2,391	9.0%	4,993	9.3%	14,644	11.1%
\$100K to \$149.9K	1,858	7.0%	4,664	8.7%	14,257	10.8%
\$150K to \$199.9K	503	1.9%	1,485	2.8%	5,718	4.3%
\$200K +	228	0.9%	730	1.4%	4,481	3.4%
Education						
	58,116		116,478		264,894	
Less than 9th Grade	9,839	16.9%	19,476	16.7%	36,596	13.8%
Some HS, No Diploma	10,061	17.3%	19,175	16.5%	36,758	13.9%
HS Grad (or Equivalent)	15,531	26.7%	30,783	26.4%	61,876	23.4%
Some College, No Degree	12,686	21.8%	25,005	21.5%	58,099	21.9%
Associate Degree	3,622	6.2%	7,548	6.5%	18,439	7.0%
Bachelor Degree	4,921	8.5%	10,804	9.3%	36,275	13.7%
Graduates Degree	990	1.7%	2,672	2.3%	11,489	4.3%

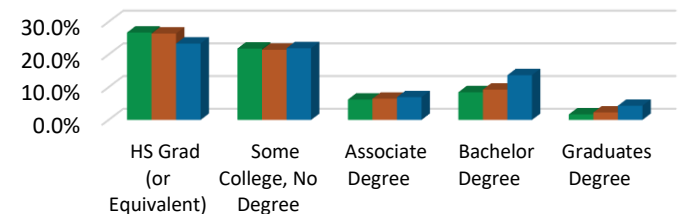
Ethnic Breakdown



Household Income Levels - %

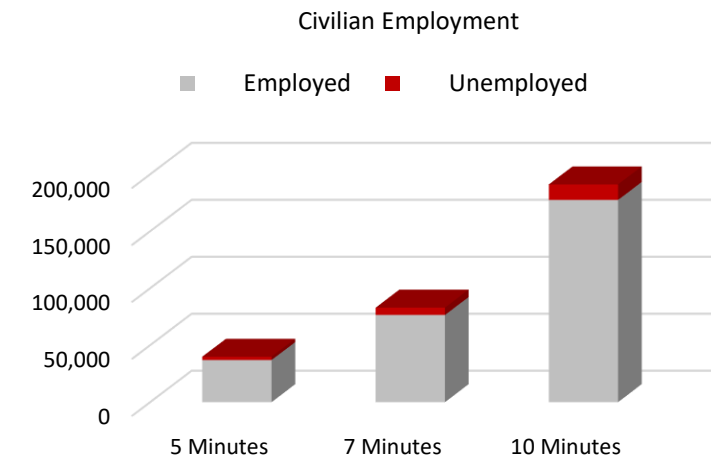
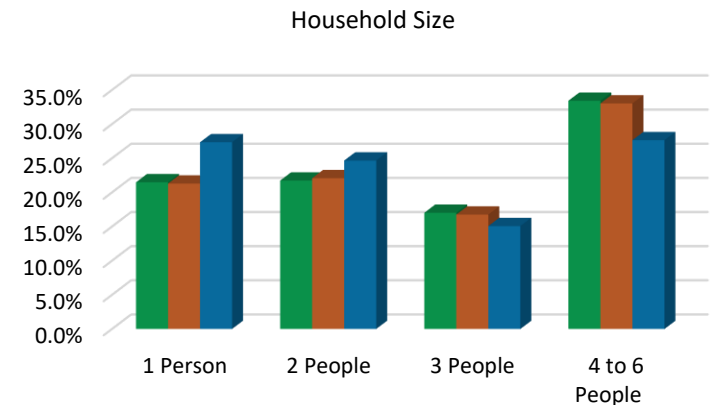


Education



Consumer Demographic Profile
For Market: Bay Marina & Cleveland
Market Definition: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)
Date Report Created: June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Family Structure	19,372		39,351		86,294	
Single - Male	1,239	6.4%	2,479	6.3%	4,717	5.5%
Single - Female	2,404	12.4%	5,166	13.1%	11,238	13.0%
Single Parent - Male	1,040	5.4%	1,892	4.8%	3,937	4.6%
Single Parent - Female	3,533	18.2%	6,612	16.8%	12,757	14.8%
Married w/ Children	5,828	30.1%	11,916	30.3%	24,395	28.3%
Married w/out Children	5,328	27.5%	11,285	28.7%	29,251	33.9%
Household Size						
1 Person	5,721	21.5%	11,439	21.3%	36,226	27.3%
2 People	5,786	21.7%	11,862	22.1%	32,670	24.7%
3 People	4,530	17.0%	8,999	16.8%	19,967	15.1%
4 to 6 People	8,900	33.4%	17,741	33.0%	36,629	27.7%
7+ People	1,691	6.4%	3,674	6.8%	6,977	5.3%
Home Ownership	26,628		53,716		132,468	
Owners	7,483	28.1%	17,572	32.7%	49,817	37.6%
Renters	19,144	71.9%	36,144	67.3%	82,651	62.4%
Components of Change						
Births	1,244	1.3%	2,516	1.3%	5,402	1.3%
Deaths	518	0.5%	1,051	0.6%	2,444	0.6%
Migration	-38	0.0%	-587	-0.3%	-836	-0.2%
Employment (Pop 16+)	76,026		148,796		323,166	
Armed Services	10,788	14.2%	13,586	9.1%	16,038	5.0%
Civilian	39,848	52.4%	82,956	55.8%	191,089	59.1%
Employed	36,972	48.6%	76,490	51.4%	177,456	54.9%
Unemployed	2,876	3.8%	6,467	4.3%	13,633	4.2%
Not in Labor Force	25,390	33.4%	52,253	35.1%	116,039	35.9%
Employed Population	36,972		76,490		177,456	
White Collar	16,142	43.7%	33,587	43.9%	91,662	51.7%
Blue Collar	20,830	56.3%	42,902	56.1%	85,794	48.3%



Consumer Demographic Profile

For Market:

Bay Marina & Cleveland

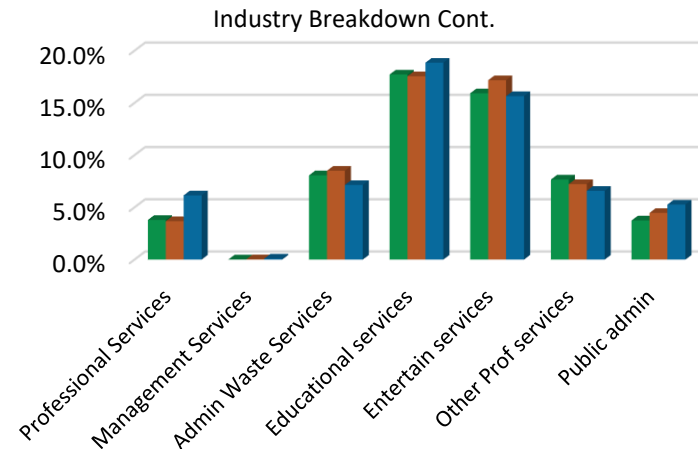
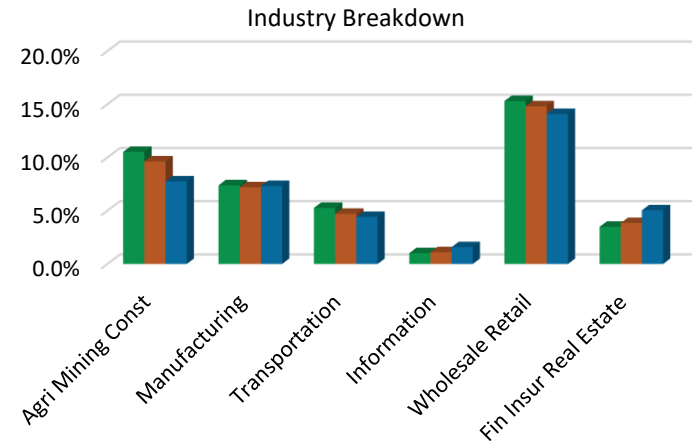
Market Definition:

Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Employment By Occupation	36,972		76,490		177,456	
White Collar	16,142	43.7%	33,587	43.9%	91,662	51.7%
Managerial executive	2,728	7.4%	5,597	7.3%	18,700	10.5%
Prof specialty	3,742	10.1%	8,161	10.7%	26,644	15.0%
Healthcare support	993	2.7%	2,080	2.7%	4,459	2.5%
Sales	4,112	11.1%	8,294	10.8%	19,199	10.8%
Office Admin	4,567	12.4%	9,456	12.4%	22,660	12.8%
Blue Collar	20,830	56.3%	42,902	56.1%	85,794	48.3%
Protective	972	2.6%	2,105	2.8%	4,626	2.6%
Food Prep Serving	3,304	8.9%	7,693	10.1%	15,560	8.8%
Bldg Maint/Cleaning	3,911	10.6%	8,560	11.2%	15,621	8.8%
Personal Care	2,102	5.7%	4,375	5.7%	10,181	5.7%
Farming/Fishing/Forestry	223	0.6%	631	0.8%	1,063	0.6%
Construction	4,785	12.9%	9,044	11.8%	17,481	9.9%
Production Transp	5,534	15.0%	10,494	13.7%	21,261	12.0%
Employment By Industry	36,972		76,490		177,456	
Agri Mining Const	3,896	10.5%	7,376	9.6%	13,764	7.8%
Manufacturing	2,734	7.4%	5,509	7.2%	13,014	7.3%
Transportation	1,949	5.3%	3,606	4.7%	7,850	4.4%
Information	377	1.0%	846	1.1%	2,807	1.6%
Wholesale Retail	5,663	15.3%	11,335	14.8%	25,011	14.1%
Fin Insur Real Estate	1,294	3.5%	2,943	3.8%	8,958	5.0%
Professional Services	1,404	3.8%	2,815	3.7%	10,915	6.2%
Management Services	6	0.0%	29	0.0%	180	0.1%
Admin Waste Services	2,985	8.1%	6,508	8.5%	12,684	7.1%
Educational services	6,552	17.7%	13,430	17.6%	33,453	18.9%
Entertain services	5,888	15.9%	13,137	17.2%	27,781	15.7%
Other Prof services	2,835	7.7%	5,533	7.2%	11,690	6.6%
Public admin	1,387	3.8%	3,421	4.5%	9,351	5.3%



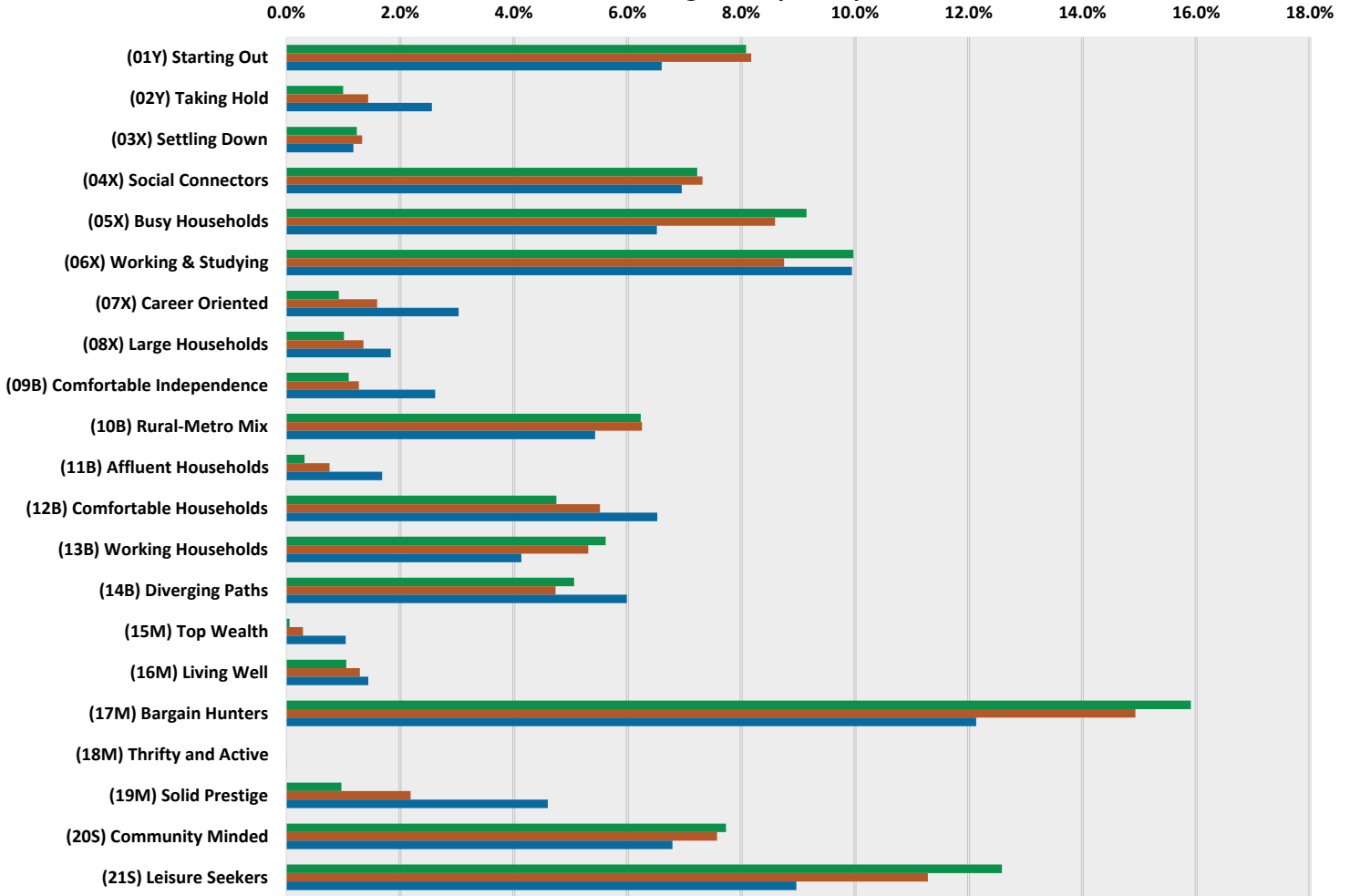
Household Segmentation Profile

For Market: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)
Date: June 2018



Trade Area 1:	Trade Area 2:	Trade Area 3:
Bay Marina & Cleveland 5 Minute Drive Time	Bay Marina & Cleveland 7 Minute Drive Time	Bay Marina & Cleveland 10 Minute Drive Time

Household Lifestage Group Comparison



Trade Area 1:	Trade Area 2:	Trade Area 3:
Bay Marina & Cleveland 5 Minute Drive Time	Bay Marina & Cleveland 7 Minute Drive Time	Bay Marina & Cleveland 10 Minute Drive Time
25,070	50,637	124,438
100%	100%	100%

Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	63- Staying Home	(17M) Bargain Hunters	2,556	10.2%	4,640	9.2%	9,077	7.3%
2	62- Movies & Sports	(05X) Busy Households	1,770	7.1%	3,307	6.5%	5,948	4.8%
3	53- Metro Strivers	(10B) Rural-Metro Mix	1,562	6.2%	3,167	6.3%	6,753	5.4%
4	36- Persistent & Productive	(20S) Community Minded	1,540	6.1%	2,948	5.8%	6,080	4.9%
5	38- Occupational Mix	(13B) Working Households	1,408	5.6%	2,689	5.3%	5,146	4.1%
6	70- Favorably Frugal	(06X) Working & Studying	1,282	5.1%	2,289	4.5%	3,902	3.1%
7	59- Mobile Mixers	(04X) Social Connectors	1,143	4.6%	2,255	4.5%	4,829	3.9%
8	66- Helping Hands	(21S) Leisure Seekers	1,133	4.5%	1,856	3.7%	3,561	2.9%
9	61- City Life	(06X) Working & Studying	847	3.4%	1,380	2.7%	7,131	5.7%
10	33- Urban Diversity	(14B) Diverging Paths	839	3.3%	1,592	3.1%	4,826	3.9%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)

Date: June 2018



TOTAL HOUSEHOLDS		25,070	100%	50,637	100%	124,438	100%
Lifestage Group	Cluster Name	Bay Marina & Cleveland 5 Minute Drive Time		Bay Marina & Cleveland 7 Minute Drive Time		Bay Marina & Cleveland 10 Minute Drive Time	
(01Y) Starting Out		2,027	8.1%	4,140	8.2%	8,215	6.6%
	39- Setting Goals	575	2.3%	1,117	2.2%	2,019	1.6%
	45- Offices & Entertainment	226	0.9%	477	0.9%	1,275	1.0%
	57- Collegiate Crowd	502	2.0%	1,048	2.1%	2,153	1.7%
	58- Outdoor Fervor	1	0.0%	2	0.0%	2	0.0%
	67- First Steps	722	2.9%	1,497	3.0%	2,766	2.2%
(02Y) Taking Hold		251	1.0%	729	1.4%	3,188	2.6%
	18- Climbing the Ladder	23	0.1%	70	0.1%	231	0.2%
	21- Children First	97	0.4%	224	0.4%	625	0.5%
	24- Career Building	77	0.3%	304	0.6%	2,006	1.6%
	30- Out & About	54	0.2%	131	0.3%	325	0.3%
(03X) Settling Down		311	1.2%	675	1.3%	1,470	1.2%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	4	0.0%	4	0.0%	8	0.0%
	46- Rural & Active	307	1.2%	671	1.3%	1,462	1.2%
(04X) Social Connectors		1,812	7.2%	3,706	7.3%	8,653	7.0%
	42- Creative Variety	202	0.8%	503	1.0%	1,476	1.2%
	52- Stylish & Striving	466	1.9%	948	1.9%	2,349	1.9%
	59- Mobile Mixers	1,143	4.6%	2,255	4.5%	4,829	3.9%
(05X) Busy Households		2,293	9.1%	4,353	8.6%	8,109	6.5%
	37- Firm Foundations	524	2.1%	1,047	2.1%	2,161	1.7%
	62- Movies & Sports	1,770	7.1%	3,307	6.5%	5,948	4.8%
(06X) Working & Studying		2,500	10.0%	4,433	8.8%	12,378	9.9%
	61- City Life	847	3.4%	1,380	2.7%	7,131	5.7%
	69- Productive Havens	371	1.5%	764	1.5%	1,346	1.1%
	70- Favorably Frugal	1,282	5.1%	2,289	4.5%	3,902	3.1%
(07X) Career Oriented		232	0.9%	810	1.6%	3,770	3.0%
	06- Casual Comfort	56	0.2%	221	0.4%	1,330	1.1%
	10- Careers & Travel	24	0.1%	74	0.1%	276	0.2%
	20- Carving Out Time	32	0.1%	115	0.2%	416	0.3%
	26- Getting Established	120	0.5%	400	0.8%	1,748	1.4%
(08X) Large Households		254	1.0%	687	1.4%	2,286	1.8%
	11- Schools & Shopping	44	0.2%	117	0.2%	475	0.4%
	12- On the Go	46	0.2%	120	0.2%	470	0.4%
	19- Country Comfort	0	0.0%	0	0.0%	9	0.0%
	27- Tenured Proprietors	163	0.7%	450	0.9%	1,332	1.1%
(09B) Comfortable Independence		275	1.1%	646	1.3%	3,259	2.6%
	29- City Mixers	20	0.1%	23	0.0%	1,581	1.3%
	35- Working & Active	87	0.3%	216	0.4%	662	0.5%
	56- Metro Active	168	0.7%	407	0.8%	1,016	0.8%
(10B) Rural-Metro Mix		1,562	6.2%	3,168	6.3%	6,758	5.4%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	1,562	6.2%	3,167	6.3%	6,753	5.4%
	60- Rural & Mobile	0	0.0%	1	0.0%	5	0.0%

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

Household Segmentation Profile

Market: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)

Date: June 2018



TOTAL HOUSEHOLDS		25,070	100%	50,637	100%	124,438	100%
Lifestage Group	Cluster Name	Bay Marina & Cleveland 5 Minute Drive Time		Bay Marina & Cleveland 7 Minute Drive Time		Bay Marina & Cleveland 10 Minute Drive Time	
(11B) Affluent Households		80	0.3%	386	0.8%	2,100	1.7%
	01- Summit Estates	0	0.0%	16	0.0%	168	0.1%
	04- Top Professionals	8	0.0%	121	0.2%	970	0.8%
	07- Active Lifestyles	73	0.3%	248	0.5%	961	0.8%
(12B) Comfortable Households		1,191	4.7%	2,793	5.5%	8,118	6.5%
	13- Work & Play	593	2.4%	1,284	2.5%	3,708	3.0%
	17- Firmly Established	598	2.4%	1,510	3.0%	4,410	3.5%
(13B) Working Households		1,408	5.6%	2,689	5.3%	5,146	4.1%
	38- Occupational Mix	1,408	5.6%	2,689	5.3%	5,146	4.1%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		1,269	5.1%	2,397	4.7%	7,453	6.0%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	57	0.2%	142	0.3%	404	0.3%
	31- Mid-Americana	152	0.6%	354	0.7%	857	0.7%
	32- Metro Mix	220	0.9%	308	0.6%	1,365	1.1%
	33- Urban Diversity	839	3.3%	1,592	3.1%	4,826	3.9%
(15M) Top Wealth		14	0.1%	149	0.3%	1,300	1.0%
	02- Established Elite	5	0.0%	36	0.1%	343	0.3%
	03- Corporate Connected	9	0.0%	113	0.2%	957	0.8%
(16M) Living Well		264	1.1%	655	1.3%	1,795	1.4%
	14- Career Centered	177	0.7%	422	0.8%	1,182	0.9%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	87	0.3%	234	0.5%	613	0.5%
(17M) Bargain Hunters		3,988	15.9%	7,561	14.9%	15,098	12.1%
	43- Work & Causes	237	0.9%	524	1.0%	1,247	1.0%
	44- Open Houses	313	1.2%	635	1.3%	1,487	1.2%
	55- Community Life	456	1.8%	974	1.9%	1,886	1.5%
	63- Staying Home	2,556	10.2%	4,640	9.2%	9,077	7.3%
	68- Staying Healthy	427	1.7%	788	1.6%	1,402	1.1%
(18M) Thrifty & Active		0	0.0%	0	0.0%	5	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	0	0.0%	5	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		243	1.0%	1,108	2.2%	5,723	4.6%
	05- Active & Involved	101	0.4%	316	0.6%	1,426	1.1%
	08- Solid Surroundings	58	0.2%	378	0.7%	2,145	1.7%
	09- Busy Schedules	84	0.3%	413	0.8%	2,152	1.7%
(20S) Community Minded		1,939	7.7%	3,837	7.6%	8,451	6.8%
	25- Clubs & Causes	191	0.8%	424	0.8%	1,128	0.9%
	28- Community Pillars	207	0.8%	465	0.9%	1,243	1.0%
	36- Persistent & Productive	1,540	6.1%	2,948	5.8%	6,080	4.9%
(21S) Leisure Seekers		3,155	12.6%	5,713	11.3%	11,162	9.0%
	49- Home & Garden	362	1.4%	790	1.6%	1,808	1.5%
	51- Role Models	375	1.5%	731	1.4%	1,577	1.3%
	64- Practical & Careful	456	1.8%	800	1.6%	1,525	1.2%
	65- Hobbies & Shopping	829	3.3%	1,536	3.0%	2,693	2.2%
	66- Helping Hands	1,133	4.5%	1,856	3.7%	3,561	2.9%

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

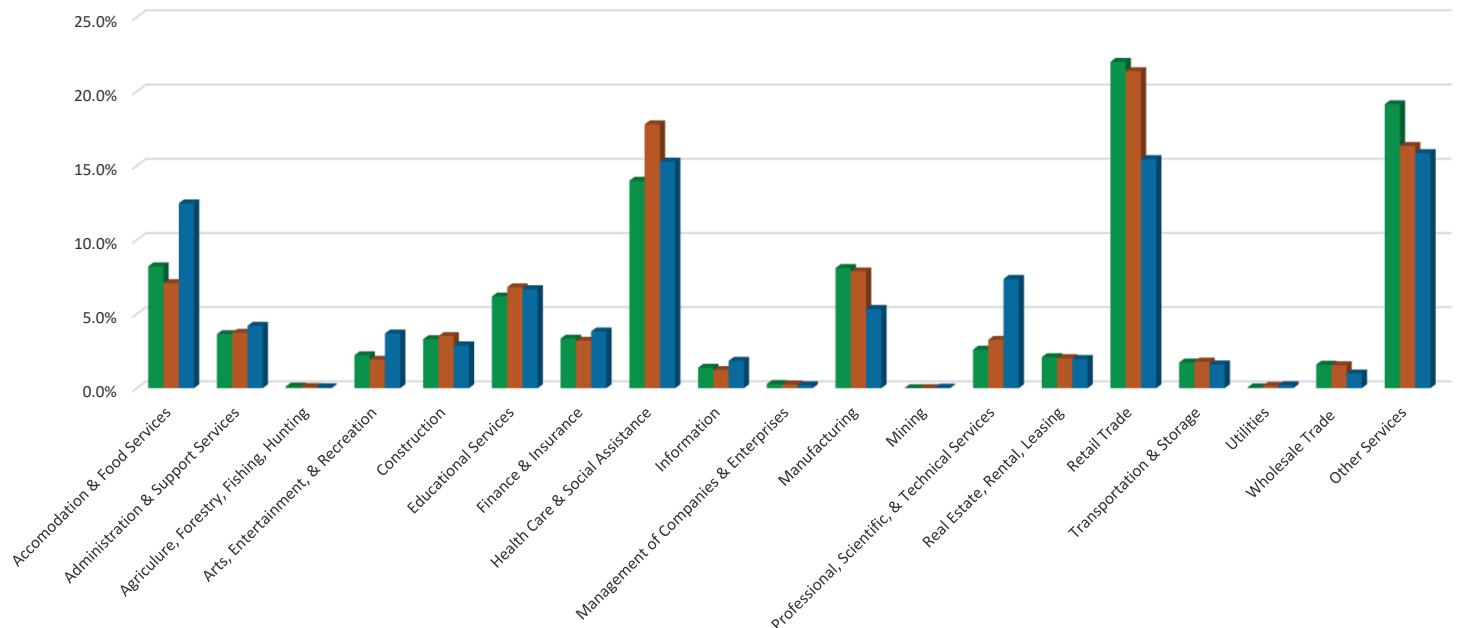
Employment Profile

For Market: Bay Marina & Cleveland
Market Definition: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)
Date Report Created: June 2018

	5 Minutes		7 Minutes		10 Minutes	
Daytime Population	95,017		186,185		445,117	
Student Population	18,594		39,825		115,139	
Median Employee Salary	42,080		42,354		42,859	
Average Employee Salary	50,310		50,509		51,791	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,287	3.2%	2,282	3.1%	4,383	2.5%
15,000 to 30,000 CrYr	9,468	23.3%	18,103	24.2%	42,650	24.5%
30,000 to 45,000 CrYr	11,562	28.5%	20,234	27.1%	45,375	26.0%
45,000 to 60,000 CrYr	7,972	19.6%	14,908	19.9%	34,613	19.8%
60,000 to 75,000 CrYr	2,977	7.3%	5,520	7.4%	13,319	7.6%
75,000 to 90,000 CrYr	2,471	6.1%	4,544	6.1%	10,663	6.1%
90,000 to 100,000 CrYr	796	2.0%	1,489	2.0%	4,200	2.4%
Over 100,000 CrYr	4,084	10.1%	7,687	10.3%	19,189	11.0%

Industry Groups

Employee's by Industry



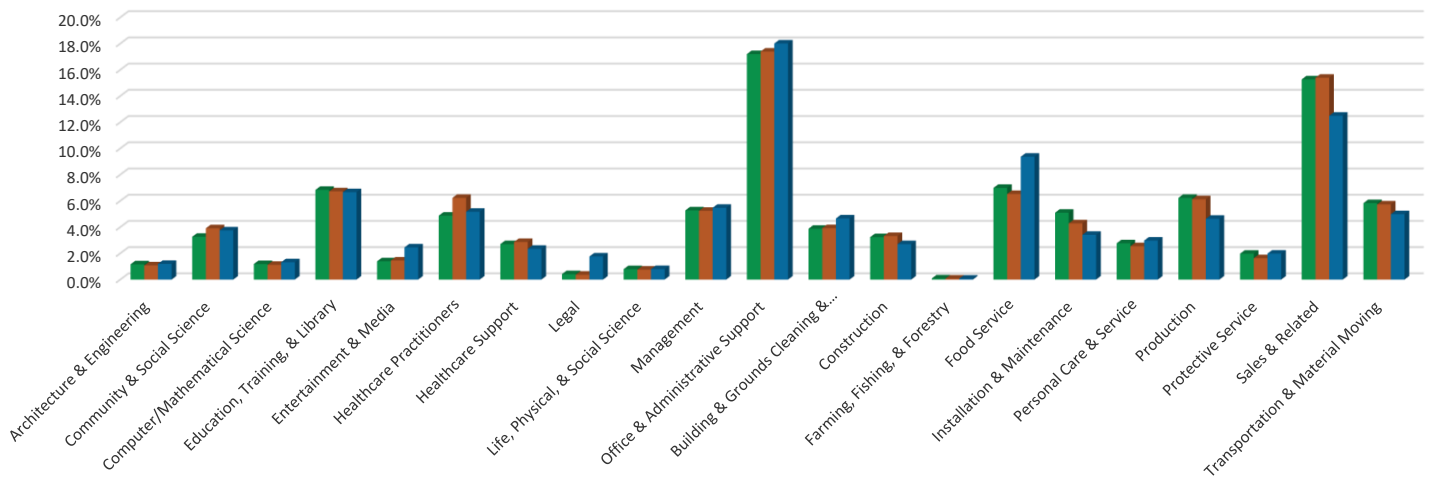
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,331	100%	40,617	100%	4,213	100%	74,767	100%	9,523	100%	174,391	100%
Accommodation & Food Services	179	7.7%	3,339	8.2%	301	7.1%	5,300	7.1%	776	8.1%	21,750	12.5%
Administration & Support Services	72	3.1%	1,481	3.6%	134	3.2%	2,794	3.7%	286	3.0%	7,341	4.2%
Agriculture, Forestry, Fishing, Hunting	5	0.2%	45	0.1%	6	0.1%	59	0.1%	11	0.1%	107	0.1%
Arts, Entertainment, & Recreation	46	2.0%	903	2.2%	87	2.1%	1,435	1.9%	241	2.5%	6,436	3.7%
Construction	99	4.3%	1,344	3.3%	187	4.4%	2,628	3.5%	374	3.9%	5,045	2.9%
Educational Services	52	2.2%	2,511	6.2%	92	2.2%	5,091	6.8%	219	2.3%	11,651	6.7%
Finance & Insurance	119	5.1%	1,358	3.3%	204	4.9%	2,395	3.2%	450	4.7%	6,678	3.8%
Health Care & Social Assistance	355	15.2%	5,684	14.0%	738	17.5%	13,303	17.8%	1,375	14.4%	26,654	15.3%
Information	36	1.5%	561	1.4%	68	1.6%	916	1.2%	179	1.9%	3,220	1.8%
Management of Companies & Enterprises	4	0.2%	115	0.3%	6	0.1%	193	0.3%	9	0.1%	348	0.2%
Manufacturing	123	5.3%	3,293	8.1%	194	4.6%	5,890	7.9%	333	3.5%	9,328	5.3%
Mining	0	0.0%	0	0.0%	1	0.0%	5	0.0%	3	0.0%	64	0.0%
Professional, Scientific, & Technical Services	143	6.1%	1,056	2.6%	279	6.6%	2,438	3.3%	1,271	13.3%	12,863	7.4%
Real Estate, Rental, Leasing	128	5.5%	849	2.1%	225	5.3%	1,517	2.0%	499	5.2%	3,441	2.0%
Retail Trade	414	17.8%	8,933	22.0%	737	17.5%	15,973	21.4%	1,404	14.7%	26,941	15.4%
Transportation & Storage	26	1.1%	702	1.7%	51	1.2%	1,340	1.8%	98	1.0%	2,797	1.6%
Utilities	2	0.1%	24	0.1%	6	0.1%	120	0.2%	12	0.1%	356	0.2%
Wholesale Trade	76	3.2%	643	1.6%	137	3.3%	1,158	1.5%	217	2.3%	1,730	1.0%
Other Services	453	19.4%	7,774	19.1%	759	18.0%	12,212	16.3%	1,766	18.6%	27,640	15.8%

Employment Profile

For Market: Bay Marina & Cleveland
Market Definition: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)
Date Report Created: June 2018

Occupations	5 Minutes		7 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	19,618	48.3%	37,499	50.2%	91,247	52.3%
Architecture & Engineering	473	1.2%	808	1.1%	2,082	1.2%
Community & Social Science	1,324	3.3%	2,926	3.9%	6,533	3.7%
Computer/Mathematical Science	480	1.2%	838	1.1%	2,304	1.3%
Education, Training, & Library	2,778	6.8%	5,030	6.7%	11,622	6.7%
Entertainment & Media	565	1.4%	1,086	1.5%	4,272	2.4%
Healthcare Practitioners	1,979	4.9%	4,657	6.2%	9,015	5.2%
Healthcare Support	1,097	2.7%	2,142	2.9%	4,087	2.3%
Legal	168	0.4%	276	0.4%	3,066	1.8%
Life, Physical, & Social Science	323	0.8%	567	0.8%	1,393	0.8%
Management	2,142	5.3%	3,921	5.2%	9,544	5.5%
Office & Administrative Support	6,984	17.2%	13,002	17.4%	31,399	18.0%
Blue Collar	20,859	51.4%	37,041	49.5%	82,474	47.3%
Building & Grounds Cleaning & Maintenance	1,575	3.9%	2,933	3.9%	8,130	4.7%
Construction	1,313	3.2%	2,481	3.3%	4,717	2.7%
Farming, Fishing, & Forestry	35	0.1%	55	0.1%	121	0.1%
Food Service	2,839	7.0%	4,878	6.5%	16,344	9.4%
Installation & Maintenance	2,072	5.1%	3,206	4.3%	5,957	3.4%
Personal Care & Service	1,123	2.8%	1,900	2.5%	5,184	3.0%
Production	2,531	6.2%	4,578	6.1%	8,083	4.6%
Protective Service	802	2.0%	1,219	1.6%	3,453	2.0%
Sales & Related	6,202	15.3%	11,508	15.4%	21,792	12.5%
Transportation & Material Moving	2,368	5.8%	4,283	5.7%	8,692	5.0%
Military Services	140	0.3%	227	0.3%	670	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	40,617	74,767	174,391
2017 Q3	39,470	71,935	167,881
2017 Q2	39,676	72,904	171,779
2017 Q1	39,723	73,063	171,616
2016 Q4	40,354	73,878	172,611
2016 Q3	38,970	70,659	165,576
2016 Q2	40,148	73,500	172,256
2016 Q1	39,897	73,018	171,194
2015 Q4	40,201	73,175	171,182

Consumer Demand & Market Supply Assessment

For Market: Bay Marina & Cleveland
Market Definition: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)
Date Report Created: June 2018

	5 Minutes			7 Minutes			10 Minutes		
Demographics									
Population	96,783			190,385			411,589		
5-Year Population estimate	99,050			194,455			420,470		
Population Households	86,709			176,187			390,600		
Group Quarters Population	10,074			14,198			20,989		
Households	26,628			53,716			132,468		
5-Year Households estimate	27,294			55,059			136,752		
WorkPlace Establishments	2,331			4,213			9,523		
Workplace Employees	40,617			74,767			174,391		
Median Household Income	\$38,150			\$40,316			\$47,437		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Vending Machine Operators (Non-Store)	\$9,637,337	\$859,233	(\$8,778,104) -91%	\$19,629,979	\$2,904,120	(\$16,725,859) -85%	\$44,079,909	\$14,100,364	(\$29,979,545) -68%
Electronic Shopping/Mail Order Houses	\$195,529,137	\$44,196,644	(\$151,332,494) -77%	\$395,949,855	\$60,141,976	(\$335,807,879) -85%	\$890,877,178	\$470,918,088	(\$419,959,090) -47%
Special Food Services	\$16,235,943	\$7,214,586	(\$9,021,357) -56%	\$31,900,071	\$21,206,721	(\$10,693,349) -34%	\$73,821,066	\$141,714,022	\$67,892,956 92%
Direct Selling Establishments	\$7,610,438	\$3,937,863	(\$3,672,576) -48%	\$15,558,892	\$8,909,042	(\$6,649,850) -43%	\$34,840,787	\$16,416,585	(\$18,424,203) -53%
Lawn/Garden Equipment/Supplies Stores	\$8,453,749	\$5,192,029	(\$3,261,720) -39%	\$17,349,188	\$6,266,003	(\$11,083,186) -64%	\$39,076,130	\$13,460,912	(\$25,615,219) -66%
Other Misc. Store Retailers	\$21,336,664	\$14,651,507	(\$6,685,157) -31%	\$43,709,440	\$25,242,841	(\$18,466,599) -42%	\$98,105,760	\$62,153,744	(\$35,952,016) -37%
Used Merchandise Stores	\$4,433,088	\$3,275,653	(\$1,157,435) -26%	\$9,081,148	\$6,305,807	(\$2,775,342) -31%	\$20,393,259	\$20,959,963	\$566,704 3%
Specialty Food Stores	\$8,449,278	\$7,572,504	(\$876,773) -10%	\$17,274,812	\$16,737,656	(\$537,155) -3%	\$38,668,174	\$54,440,413	\$15,772,239 41%
Electronics/Appliance	\$27,071,864	\$24,934,198	(\$2,137,666) -8%	\$53,907,206	\$31,379,948	(\$22,527,258) -42%	\$122,930,534	\$51,277,278	(\$71,653,256) -58%
Office Supplies/Stationary/Gift	\$8,410,733	\$8,042,643	(\$368,091) -4%	\$17,067,778	\$14,108,304	(\$2,959,473) -17%	\$38,493,565	\$29,730,930	(\$8,762,636) -23%
Florists/Misc. Store Retailers	\$2,038,869	\$2,044,482	\$5,613 0%	\$4,183,627	\$5,889,993	\$1,706,366 41%	\$9,421,880	\$9,637,820	\$215,941 2%
Book/Periodical/Music Stores	\$5,653,712	\$5,756,673	\$102,961 2%	\$11,589,263	\$13,676,055	\$2,086,791 18%	\$25,909,269	\$36,244,136	\$10,334,867 40%
Grocery Stores	\$152,210,769	\$158,874,419	\$6,663,651 4%	\$311,203,399	\$327,477,372	\$16,273,974 5%	\$696,548,222	\$533,729,203	(\$162,819,020) -23%
Health/Personal Care Stores	\$83,851,684	\$91,589,455	\$7,737,771 9%	\$171,174,849	\$220,619,071	\$49,444,222 29%	\$381,149,898	\$379,342,831	(\$1,807,067) 0%
Full-Service Restaurants	\$80,785,481	\$90,130,309	\$9,344,828 12%	\$156,488,037	\$132,721,643	(\$23,766,394) -15%	\$363,765,657	\$452,520,437	\$88,754,780 24%
Clothing Stores	\$64,823,064	\$72,847,722	\$8,024,657 12%	\$133,111,365	\$144,005,805	\$10,894,441 8%	\$299,699,416	\$406,453,610	\$106,754,195 36%
Gasoline Stations	\$105,317,133	\$124,212,382	\$18,895,248 18%	\$215,724,441	\$202,863,319	(\$12,861,122) -6%	\$485,522,345	\$497,163,554	\$11,641,209 2%
Beer/Wine/Liquor Stores	\$12,229,927	\$14,435,237	\$2,205,310 18%	\$25,048,344	\$26,054,775	\$1,006,431 4%	\$56,410,104	\$45,925,107	(\$10,484,998) -19%
Furniture Stores	\$15,222,656	\$18,356,885	\$3,134,229 21%	\$31,297,876	\$28,755,868	(\$2,542,008) -8%	\$70,775,764	\$103,888,538	\$33,112,774 47%
Limited-Service Eating Places	\$74,406,689	\$90,744,568	\$16,337,879 22%	\$146,192,597	\$155,955,461	\$9,762,864 7%	\$338,291,012	\$381,150,642	\$42,859,629 13%
Building Material/Supplies Dealers	\$79,981,825	\$115,708,326	\$35,726,502 45%	\$163,857,664	\$169,784,043	\$5,926,379 4%	\$366,960,868	\$260,339,897	(\$106,620,971) -29%
Sporting Goods/Hobby/Musical Instrument	\$16,674,615	\$25,870,063	\$9,195,447 55%	\$34,270,967	\$47,239,034	\$12,968,067 38%	\$77,266,332	\$70,407,006	(\$6,859,326) -9%
Home Furnishing Stores	\$14,176,680	\$23,307,443	\$9,130,763 64%	\$29,016,603	\$33,750,174	\$4,733,570 16%	\$64,954,279	\$44,479,597	(\$20,474,682) -32%
Jewelry/Luggage/Leather Goods	\$9,365,117	\$16,147,555	\$6,782,438 72%	\$19,210,664	\$26,645,345	\$7,434,681 39%	\$43,180,254	\$74,703,271	\$31,523,017 73%
Shoe Stores	\$8,904,411	\$15,544,871	\$6,640,459 75%	\$18,353,273	\$29,239,154	\$10,885,881 59%	\$41,593,316	\$53,602,790	\$12,009,474 29%
Bar/Drinking Places (Alcoholic Beverages)	\$4,575,368	\$8,987,011	\$4,411,643 96%	\$8,694,100	\$11,442,524	\$2,748,424 32%	\$20,332,244	\$61,733,040	\$41,400,797 204%
Automotive Dealers	\$260,580,141	\$636,613,943	\$376,033,801 144%	\$536,189,182	\$719,430,477	\$183,241,295 34%	\$1,211,163,660	\$945,505,584	(\$265,658,075) -22%
Other General Merchandise Stores	\$154,294,243	\$382,454,710	\$228,160,467 148%	\$315,347,681	\$662,248,148	\$346,900,467 110%	\$706,181,891	\$1,042,221,085	\$336,039,194 48%
Automotive Parts/Accessories/Tire	\$24,666,997	\$64,942,841	\$40,275,844 163%	\$50,384,637	\$87,798,675	\$37,414,038 74%	\$112,351,158	\$125,418,136	\$13,066,979 12%
Other Motor Vehicle Dealers	\$14,108,229	\$38,251,763	\$24,143,534 171%	\$29,021,366	\$47,989,323	\$18,967,957 65%	\$65,601,741	\$63,089,496	(\$2,512,244) -4%
Department Stores	\$37,488,930	\$109,057,455	\$71,568,525 191%	\$76,726,422	\$204,910,995	\$128,144,573 167%	\$172,233,164	\$318,802,890	\$146,569,726 85%
Consumer Demand/Market Supply Index	\$1,528,524,771	\$2,225,754,970	69	\$3,108,554,726	\$3,491,699,674	89	\$7,010,598,835	\$6,781,530,968	103

Consumer Demand & Market Supply Assessment

For Market: Bay Marina & Cleveland
 Market Definition: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)
 Date Report Created: June 2018

By Major Product Lines	5 Minutes				7 Minutes				10 Minutes			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	%	Consumer Demand	Market Supply	Opportunity Gap/Surplus	%	Consumer Demand	Market Supply	Opportunity Gap/Surplus	%
Computer Hardware/Software/Supplies	\$38,625,425	\$16,146,825	(\$22,478,599)	-58%	\$72,707,391	\$22,468,385	(\$50,239,006)	-69%	\$168,980,934	\$86,039,418	(\$82,941,516)	-49%
Alcoholic Drinks Served at the Establishment	\$39,157,763	\$34,212,058	(\$4,945,705)	-13%	\$74,149,982	\$49,386,934	(\$24,763,048)	-33%	\$173,621,564	\$187,680,795	\$14,059,231	8%
Audio Equipment/Musical Instruments	\$8,412,848	\$7,495,361	(\$917,487)	-11%	\$17,242,541	\$12,228,015	(\$5,014,526)	-29%	\$38,641,520	\$27,996,762	(\$10,644,758)	-28%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$184,776,429	\$171,601,059	(\$13,175,370)	-7%	\$377,044,567	\$351,892,089	(\$25,152,478)	-7%	\$838,645,534	\$695,586,681	(\$143,058,853)	-17%
All Other Merchandise	\$57,762,855	\$54,488,658	(\$3,274,198)	-6%	\$118,234,943	\$90,045,240	(\$28,189,704)	-24%	\$265,314,740	\$216,586,936	(\$48,727,803)	-18%
Furniture/Sleep/Outdoor/Patio Furniture	\$38,792,308	\$36,931,146	(\$1,861,161)	-5%	\$79,772,862	\$59,838,789	(\$19,934,072)	-25%	\$180,446,068	\$172,732,612	(\$7,713,456)	-4%
Pets/Pet Foods/Pet Supplies	\$11,874,326	\$11,709,898	(\$164,428)	-1%	\$24,463,910	\$20,402,037	(\$4,061,873)	-17%	\$55,529,567	\$39,780,780	(\$15,748,787)	-28%
Books/Periodicals	\$6,600,344	\$6,536,827	(\$63,517)	-1%	\$13,588,153	\$13,763,550	\$175,396	1%	\$30,268,212	\$37,605,587	\$7,337,375	24%
Lawn/Garden/Farm Equipment/Supplies	\$22,632,984	\$23,684,367	\$1,051,383	5%	\$46,433,278	\$38,340,737	(\$8,092,540)	-17%	\$104,511,973	\$69,665,349	(\$34,846,623)	-33%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,767,587	\$3,007,264	\$239,677	9%	\$5,661,176	\$6,138,264	\$477,088	8%	\$12,646,422	\$11,421,081	(\$1,225,341)	-10%
Meats/Nonalcoholic Beverages	\$145,344,562	\$174,315,675	\$28,971,113	20%	\$285,666,325	\$293,381,197	\$7,714,872	3%	\$661,068,797	\$880,363,354	\$219,294,556	33%
Womens/Juniors/Misses Wear	\$54,852,948	\$67,982,958	\$13,130,010	24%	\$112,543,084	\$128,719,593	\$16,176,508	14%	\$252,678,694	\$320,097,957	\$67,419,263	27%
Kitchenware/Home Furnishings	\$17,915,404	\$23,822,781	\$5,907,377	33%	\$36,613,823	\$40,038,942	\$3,425,119	9%	\$81,846,592	\$81,005,400	(\$841,193)	-1%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$12,979,223	\$17,481,393	\$4,502,170	35%	\$26,720,476	\$30,686,982	\$3,966,507	15%	\$60,356,910	\$56,644,656	(\$3,712,253)	-6%
Groceries/Other Food Items (Off Premises)	\$235,130,615	\$317,453,015	\$82,322,400	35%	\$481,207,969	\$597,708,065	\$116,500,096	24%	\$1,076,204,308	\$1,011,075,066	(\$65,129,242)	-6%
Footwear, including Accessories	\$21,502,994	\$29,129,977	\$7,626,983	35%	\$44,330,346	\$54,368,293	\$10,037,947	23%	\$100,496,873	\$113,584,802	\$13,087,929	13%
Cigars/Cigarettes/Tobacco/Accessories	\$18,592,731	\$26,166,049	\$7,573,318	41%	\$37,744,871	\$46,694,065	\$8,949,194	24%	\$82,921,514	\$86,735,970	\$3,814,456	5%
Packaged Liquor/Wine/Beer	\$26,553,707	\$37,380,019	\$10,826,312	41%	\$54,520,188	\$69,494,874	\$14,974,686	27%	\$122,984,011	\$122,944,422	(\$39,589)	0%
Hardware/Tools/Plumbing/Electrical Supplies	\$22,862,784	\$32,450,455	\$9,587,670	42%	\$46,791,268	\$48,736,111	\$1,944,844	4%	\$104,441,832	\$78,319,171	(\$26,122,661)	-25%
Dimensional Lumber/Other Building Materials	\$32,732,403	\$46,504,594	\$13,772,191	42%	\$67,077,156	\$68,253,165	\$1,176,009	2%	\$150,156,665	\$104,733,363	(\$45,423,302)	-30%
Paints/Sundries/Wallpaper/Wall Coverings	\$6,054,333	\$8,667,463	\$2,613,130	43%	\$12,364,238	\$12,803,312	\$439,074	4%	\$27,561,357	\$19,671,400	(\$7,889,956)	-29%
Floor/Floor Coverings	\$11,855,083	\$17,042,080	\$5,186,998	44%	\$24,200,075	\$25,141,948	\$941,873	4%	\$53,818,354	\$38,070,654	(\$15,747,700)	-29%
Photographic Equipment/Supplies	\$1,564,902	\$2,294,944	\$730,042	47%	\$3,213,679	\$3,545,015	\$331,336	10%	\$7,228,284	\$6,630,009	(\$598,275)	-8%
Automotive Fuels	\$95,671,317	\$140,750,324	\$45,079,007	47%	\$196,234,789	\$234,383,063	\$38,148,274	19%	\$442,489,991	\$520,996,161	\$78,506,169	18%
Mens Wear	\$20,491,792	\$30,941,021	\$10,449,229	51%	\$42,273,101	\$57,541,453	\$15,268,351	36%	\$96,026,237	\$133,283,275	\$37,257,038	39%
Jewelry (including Watches)	\$13,926,710	\$22,040,317	\$8,113,607	58%	\$28,567,611	\$37,782,581	\$9,214,971	32%	\$64,185,509	\$100,439,889	\$36,254,380	56%
Televisions/VCR/Video Cameras/DVD etc	\$9,432,715	\$15,429,749	\$5,997,034	64%	\$19,347,421	\$24,788,528	\$5,441,107	28%	\$43,357,793	\$46,258,290	\$2,900,497	7%
Small Electric Appliances	\$3,151,100	\$5,209,291	\$2,058,190	65%	\$6,446,072	\$8,932,533	\$2,486,461	39%	\$14,413,744	\$16,848,044	\$2,434,300	17%
Toys/Hobby Goods/Games	\$7,599,646	\$12,891,561	\$5,291,915	70%	\$15,550,595	\$23,113,000	\$7,562,406	49%	\$34,823,007	\$43,282,941	\$8,459,934	24%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,318,192	\$5,861,579	\$2,543,388	77%	\$6,820,590	\$12,140,442	\$5,319,852	78%	\$15,492,141	\$21,134,021	\$5,641,880	36%
Major Household Appliances	\$4,307,281	\$7,804,702	\$3,497,421	81%	\$8,968,150	\$11,650,552	\$2,682,403	30%	\$20,803,076	\$19,338,276	(\$1,464,800)	-7%
Automotive Lubricants (incl Oil, Greases)	\$4,307,281	\$7,804,702	\$3,497,421	81%	\$8,968,150	\$11,650,552	\$2,682,403	30%	\$20,803,076	\$19,338,276	(\$1,464,800)	-7%
Childrens Wear/Infants/Toddlers Clothing	\$9,029,544	\$17,454,389	\$8,424,845	93%	\$18,510,886	\$32,729,533	\$14,218,646	77%	\$41,806,009	\$71,139,980	\$29,333,971	70%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$6,413,049	\$12,988,665	\$6,575,615	103%	\$13,174,771	\$21,895,783	\$8,721,012	66%	\$29,643,966	\$40,051,181	\$10,407,216	35%
Automotive Tires/Tubes/Batteries/Parts	\$47,978,700	\$97,214,053	\$49,235,353	103%	\$97,941,734	\$126,108,994	\$28,167,260	29%	\$218,090,894	\$187,413,567	(\$30,677,327)	-14%
Sewing/Knitting Materials/Supplies	\$593,432	\$1,206,975	\$613,543	103%	\$1,234,385	\$2,154,788	\$920,403	75%	\$2,829,469	\$3,445,791	\$616,322	22%
Retailer Services	\$42,559,961	\$88,315,181	\$45,755,221	108%	\$87,783,742	\$110,303,910	\$22,520,168	26%	\$200,147,089	\$168,773,830	(\$31,373,258)	-16%
Soaps/Detergents/Household Cleaners	\$7,272,091	\$15,464,052	\$8,191,961	113%	\$14,841,398	\$27,638,023	\$12,796,625	86%	\$33,059,819	\$44,412,488	\$11,352,668	34%
Paper/Related Products	\$6,482,730	\$15,409,330	\$8,926,600	138%	\$13,215,610	\$27,775,426	\$14,559,816	110%	\$29,380,689	\$44,828,968	\$15,448,278	53%
Autos/Cars/Vans/Trucks/Motorcycles	\$228,225,482	\$563,855,189	\$335,629,707	147%	\$469,795,629	\$639,809,908	\$170,014,279	36%	\$1,061,350,106	\$841,779,169	(\$219,570,938)	-21%

Consumer Demand & Market Supply Assessment

For Market: Bay Marina & Cleveland
Market Definition: Bay Marina Dr & Cleveland Ave (Lat: 32.6598, Long: -117.1098)
Date Report Created: June 2018

5 Minutes

7 Minutes

10 Minutes

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:

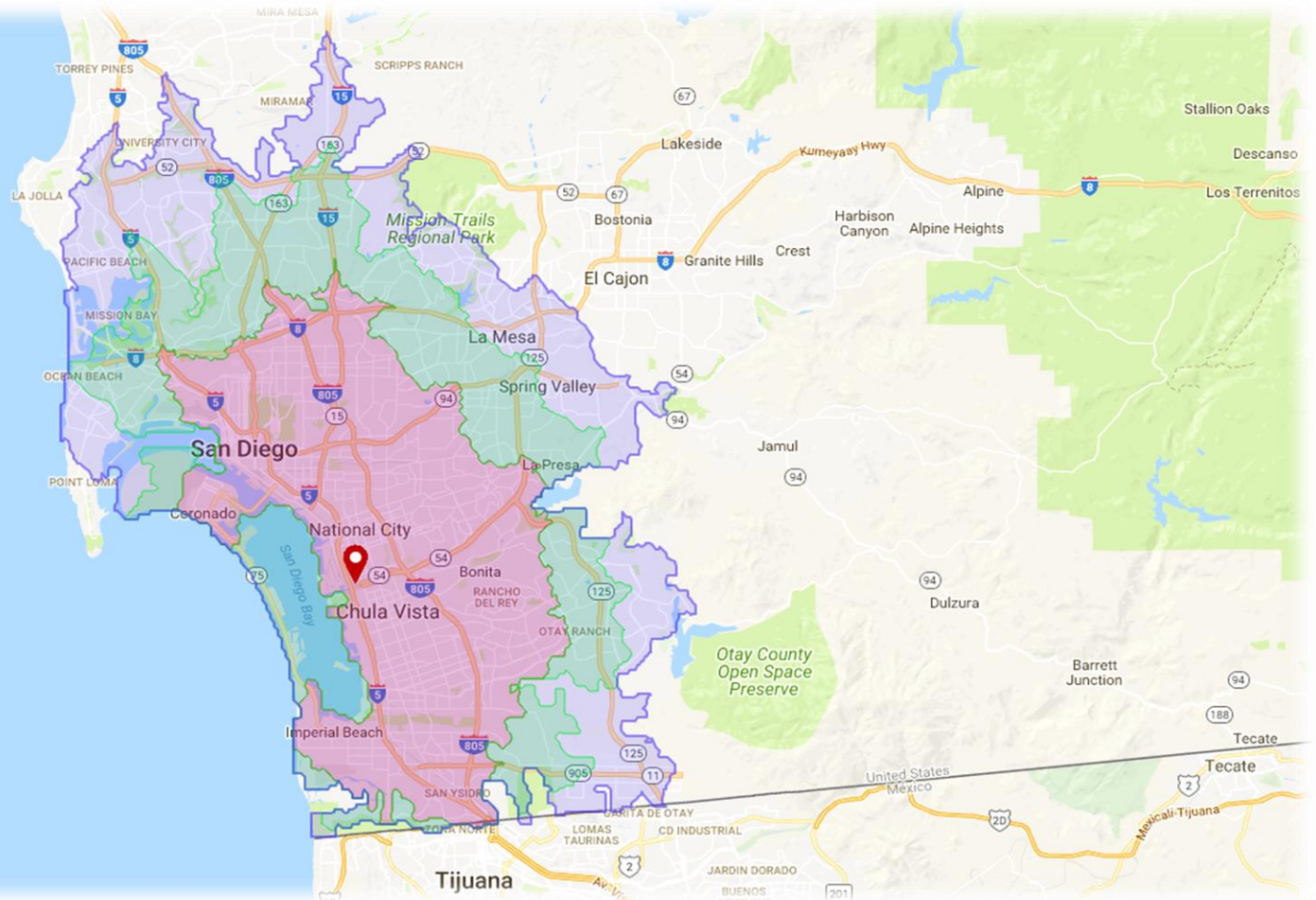
n = 100 (Equilibrium)

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

Mile of Cars

National City Blvd & Mile of Cars Way, National City, CA



	15 Minutes	20 Minutes	25 Minutes
Population	893,943	1,261,929	1,544,459
Daytime Population	892,529	1,501,329	1,770,097
Households	305,040	437,385	553,486
Average Age	37.2	37.1	37.5
Average HH Income	\$73,606	\$77,375	\$82,291
White Collar (Residents)	58%	61%	64%
Some College or Degree	53%	57%	60%

Traffic Counts	
National City Blvd & E 17th St	> 13,300
National City Blvd & E 20th St	> 13,300
National City Blvd & E 27th St	> 14,900
National City Blvd & W33rd St	> 17,800
Mile of Cars Way & National City Blvd	> 14,200
I-5 @ 24th St	> 160,000

Consumer Demographic Profile

For Market:

Mile of Cars

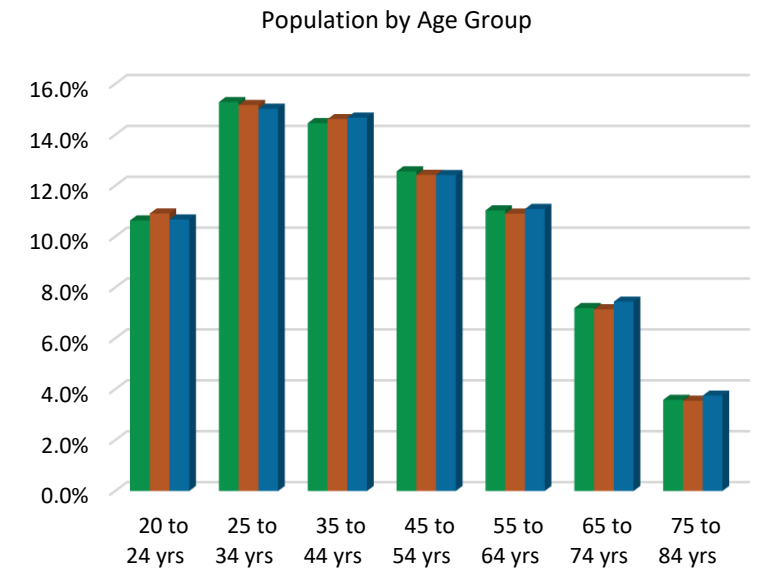
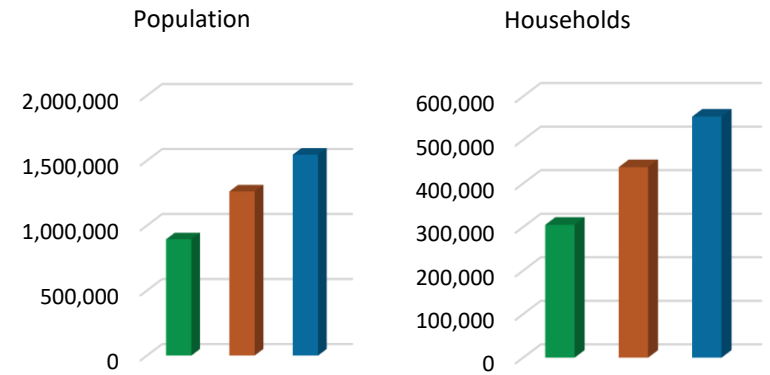
Market Definition:

National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)

Date Report Created:

June 2018

	15 Minutes		20 Minutes		25 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	893,943	---	1,261,929	---	1,544,459	---
5 Year Projected Pop	910,744	---	1,294,515	---	1,588,602	---
Pop Growth (%)	1.9%	---	2.6%	---	2.9%	---
Households	305,040	---	437,385	---	553,486	---
5 Year Projected HHs	312,708	---	450,175	---	570,524	---
HH Growth (%)	2.5%	---	2.9%	---	3.1%	---
Census Stats						
2000 Population	805,680	---	1,107,528	---	1,342,601	---
2010 Population	849,465	---	1,190,237	---	1,449,257	---
Pop Growth (%)	5.4%	---	7.5%	---	7.9%	---
2000 Households	268,860	---	379,938	---	480,831	---
2010 Households	286,696	---	407,965	---	514,790	---
HH Growth (%)	6.6%	---	7.4%	---	7.1%	---
Total Population by Age						
Average Age	37.2		37.1		37.5	
19 yrs & under	213,064	23.8%	300,607	23.8%	360,784	23.4%
20 to 24 yrs	95,067	10.6%	137,639	10.9%	164,828	10.7%
25 to 34 yrs	136,646	15.3%	191,437	15.2%	232,063	15.0%
35 to 44 yrs	129,266	14.5%	184,445	14.6%	226,646	14.7%
45 to 54 yrs	112,303	12.6%	156,794	12.4%	191,802	12.4%
55 to 64 yrs	98,600	11.0%	137,583	10.9%	171,230	11.1%
65 to 74 yrs	64,281	7.2%	90,162	7.1%	114,949	7.4%
75 to 84 yrs	32,046	3.6%	44,781	3.5%	57,906	3.7%
85 + yrs	12,670	1.4%	18,481	1.5%	24,251	1.6%
Population Bases						
20-34 yrs	231,714	25.9%	329,076	26.1%	396,890	25.7%
45-64 yrs	210,903	23.6%	294,376	23.3%	363,032	23.5%
16 yrs +	702,382	78.6%	991,109	78.5%	1,218,725	78.9%
25 yrs +	585,812	65.5%	823,683	65.3%	1,018,847	66.0%
65 yrs +	108,997	12.2%	153,425	12.2%	197,106	12.8%
75 yrs +	44,715	5.0%	63,262	5.0%	82,157	5.3%
85 yrs +	12,670	1.4%	18,481	1.5%	24,251	1.6%



Consumer Demographic Profile

For Market:

Mile of Cars

Market Definition:

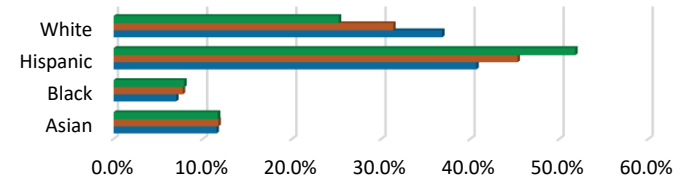
National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)

Date Report Created:

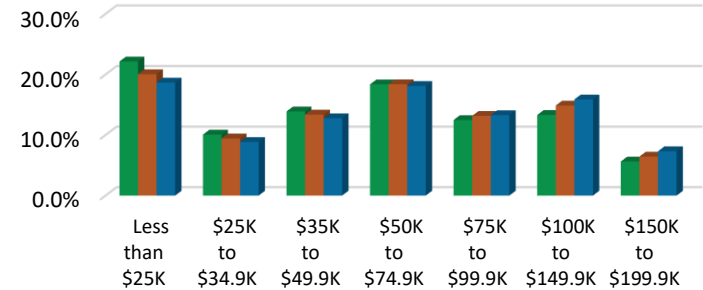
June 2018

	15 Minutes		20 Minutes		25 Minutes	
	#	%	#	%	#	%
Population by Race						
White	225,597	25.2%	395,474	31.3%	568,799	36.8%
Hispanic	462,920	51.8%	571,646	45.3%	628,151	40.7%
Black	70,729	7.9%	97,759	7.7%	108,338	7.0%
Asian	104,477	11.7%	148,206	11.7%	178,115	11.5%
Ancestry						
American Indian (ancestry)	2,471	0.3%	3,802	0.3%	4,626	0.3%
Hawaiian (ancestry)	4,372	0.5%	6,441	0.5%	7,411	0.5%
Household Income						
Per Capita Income	\$25,116	---	\$26,818	---	\$29,491	---
Average HH Income	\$73,606	---	\$77,375	---	\$82,291	---
Median HH Income	\$54,741	---	\$58,976	---	\$62,472	---
Less than \$25K	67,537	22.1%	87,709	20.1%	103,337	18.7%
\$25K to \$34.9K	30,713	10.1%	41,264	9.4%	49,024	8.9%
\$35K to \$49.9K	42,389	13.9%	58,494	13.4%	70,635	12.8%
\$50K to \$74.9K	56,020	18.4%	80,416	18.4%	100,210	18.1%
\$75K to \$99.9K	38,056	12.5%	57,551	13.2%	73,488	13.3%
\$100K to \$149.9K	40,603	13.3%	65,035	14.9%	87,838	15.9%
\$150K to \$199.9K	17,149	5.6%	28,138	6.4%	40,517	7.3%
\$200K +	12,573	4.1%	18,778	4.3%	28,435	5.1%
Education						
	585,812		823,683		1,018,847	
Less than 9th Grade	69,012	11.8%	81,150	9.9%	86,956	8.5%
Some HS, No Diploma	64,359	11.0%	76,935	9.3%	83,113	8.2%
HS Grad (or Equivalent)	124,199	21.2%	169,560	20.6%	198,227	19.5%
Some College, No Degree	130,610	22.3%	193,459	23.5%	235,111	23.1%
Associate Degree	44,472	7.6%	65,305	7.9%	81,554	8.0%
Bachelor Degree	100,471	17.2%	155,410	18.9%	212,980	20.9%
Graduates Degree	35,912	6.1%	56,246	6.8%	82,197	8.1%

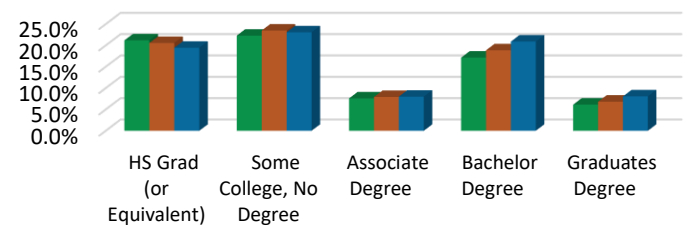
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

For Market:

Mile of Cars

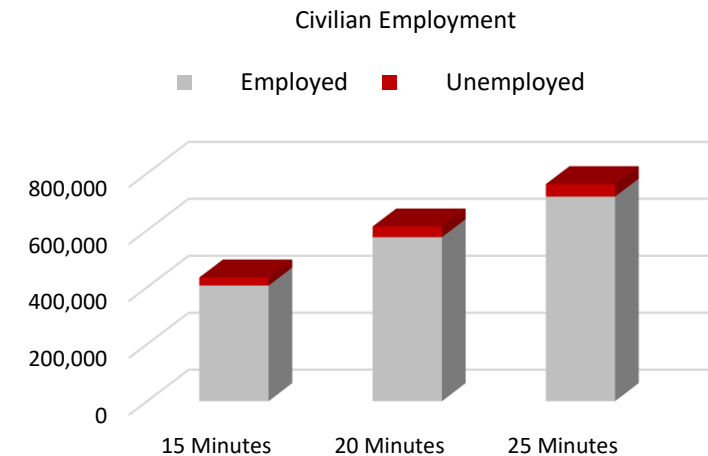
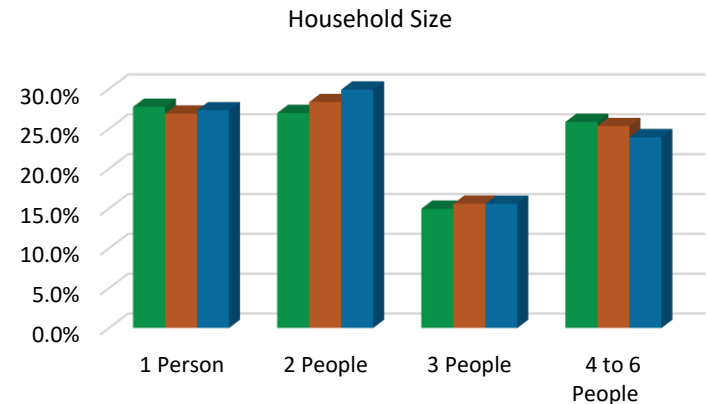
Market Definition:

National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)

Date Report Created:

June 2018

	15 Minutes		20 Minutes		25 Minutes	
	#	%	#	%	#	%
Family Structure	191,922		275,912		342,975	
Single - Male	10,641	5.5%	14,182	5.1%	16,993	5.0%
Single - Female	23,093	12.0%	31,486	11.4%	37,167	10.8%
Single Parent - Male	8,506	4.4%	11,581	4.2%	13,522	3.9%
Single Parent - Female	24,806	12.9%	32,673	11.8%	37,696	11.0%
Married w/ Children	54,997	28.7%	83,797	30.4%	104,106	30.4%
Married w/out Children	69,879	36.4%	102,194	37.0%	133,490	38.9%
Household Size						
1 Person	84,643	27.7%	117,667	26.9%	151,205	27.3%
2 People	82,309	27.0%	124,049	28.4%	165,612	29.9%
3 People	45,651	15.0%	68,217	15.6%	86,215	15.6%
4 to 6 People	78,884	25.9%	110,831	25.3%	132,528	23.9%
7+ People	13,552	4.4%	16,621	3.8%	17,926	3.2%
Home Ownership	305,040		437,385		553,486	
Owners	127,412	41.8%	195,365	44.7%	258,347	46.7%
Renters	177,628	58.2%	242,020	55.3%	295,138	53.3%
Components of Change						
Births	11,655	1.3%	16,285	1.3%	19,757	1.3%
Deaths	5,519	0.6%	7,811	0.6%	10,015	0.6%
Migration	-2,101	-0.2%	-3,016	-0.2%	1,018	0.1%
Employment (Pop 16+)	702,382		991,109		1,218,725	
Armed Services	25,701	3.7%	39,865	4.0%	44,756	3.7%
Civilian	434,120	61.8%	613,220	61.9%	761,811	62.5%
Employed	405,795	57.8%	575,806	58.1%	718,101	58.9%
Unemployed	28,325	4.0%	37,414	3.8%	43,710	3.6%
Not in Labor Force	242,561	34.5%	338,024	34.1%	412,157	33.8%
Employed Population	405,795		575,806		718,101	
White Collar	236,347	58.2%	350,602	60.9%	456,800	63.6%
Blue Collar	169,447	41.8%	225,204	39.1%	261,301	36.4%



Consumer Demographic Profile

For Market:

Mile of Cars

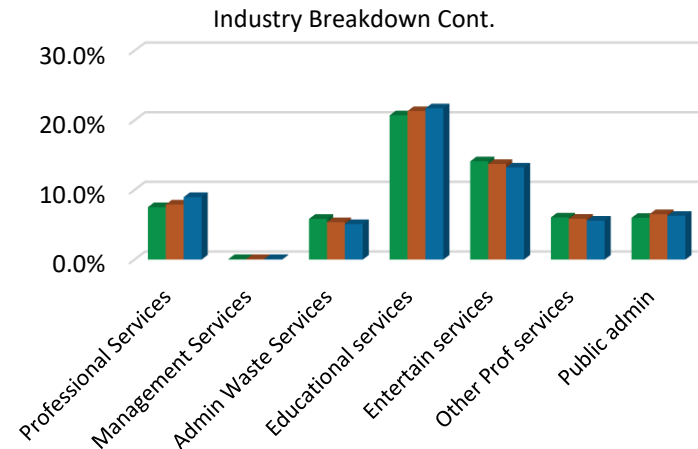
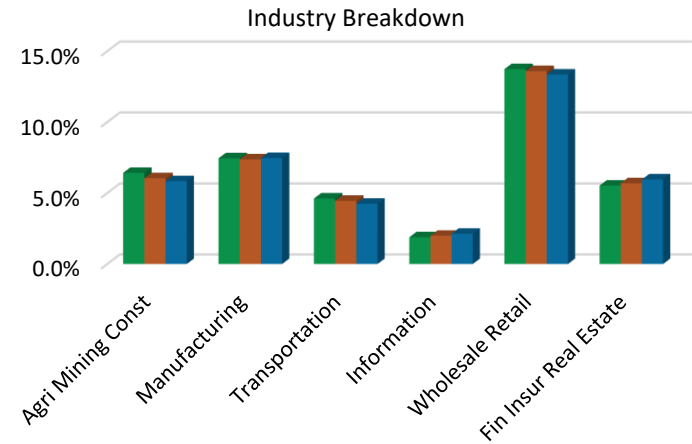
Market Definition:

National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)

Date Report Created:

June 2018

	15 Minutes		20 Minutes		25 Minutes	
	#	%	#	%	#	%
Employment By Occupation	405,795		575,806		718,101	
White Collar	236,347	58.2%	350,602	60.9%	456,800	63.6%
Managerial executive	51,254	12.6%	78,284	13.6%	105,511	14.7%
Prof specialty	78,728	19.4%	121,223	21.1%	166,424	23.2%
Healthcare support	9,780	2.4%	13,351	2.3%	15,809	2.2%
Sales	43,389	10.7%	61,905	10.8%	77,885	10.8%
Office Admin	53,196	13.1%	75,838	13.2%	91,171	12.7%
Blue Collar	169,447	41.8%	225,204	39.1%	261,301	36.4%
Protective	10,159	2.5%	14,581	2.5%	17,698	2.5%
Food Prep Serving	32,300	8.0%	44,035	7.6%	52,619	7.3%
Bldg Maint/Cleaning	26,566	6.5%	32,016	5.6%	35,184	4.9%
Personal Care	21,836	5.4%	31,377	5.4%	37,020	5.2%
Farming/Fishing/Forestry	1,537	0.4%	1,811	0.3%	2,039	0.3%
Construction	34,318	8.5%	45,738	7.9%	53,430	7.4%
Production Transp	42,732	10.5%	55,647	9.7%	63,311	8.8%
Employment By Industry	405,795		575,806		718,101	
Agri Mining Const	26,065	6.4%	34,806	6.0%	41,925	5.8%
Manufacturing	30,233	7.5%	42,487	7.4%	53,627	7.5%
Transportation	18,740	4.6%	25,668	4.5%	30,521	4.3%
Information	7,652	1.9%	11,476	2.0%	15,342	2.1%
Wholesale Retail	55,736	13.7%	78,289	13.6%	95,905	13.4%
Fin Insur Real Estate	22,431	5.5%	32,789	5.7%	42,806	6.0%
Professional Services	30,559	7.5%	45,557	7.9%	64,469	9.0%
Management Services	310	0.1%	444	0.1%	563	0.1%
Admin Waste Services	23,745	5.9%	30,971	5.4%	36,616	5.1%
Educational services	84,098	20.7%	122,820	21.3%	156,022	21.7%
Entertain services	57,309	14.1%	79,093	13.7%	94,983	13.2%
Other Prof services	24,564	6.1%	33,795	5.9%	40,136	5.6%
Public admin	24,354	6.0%	37,609	6.5%	45,185	6.3%

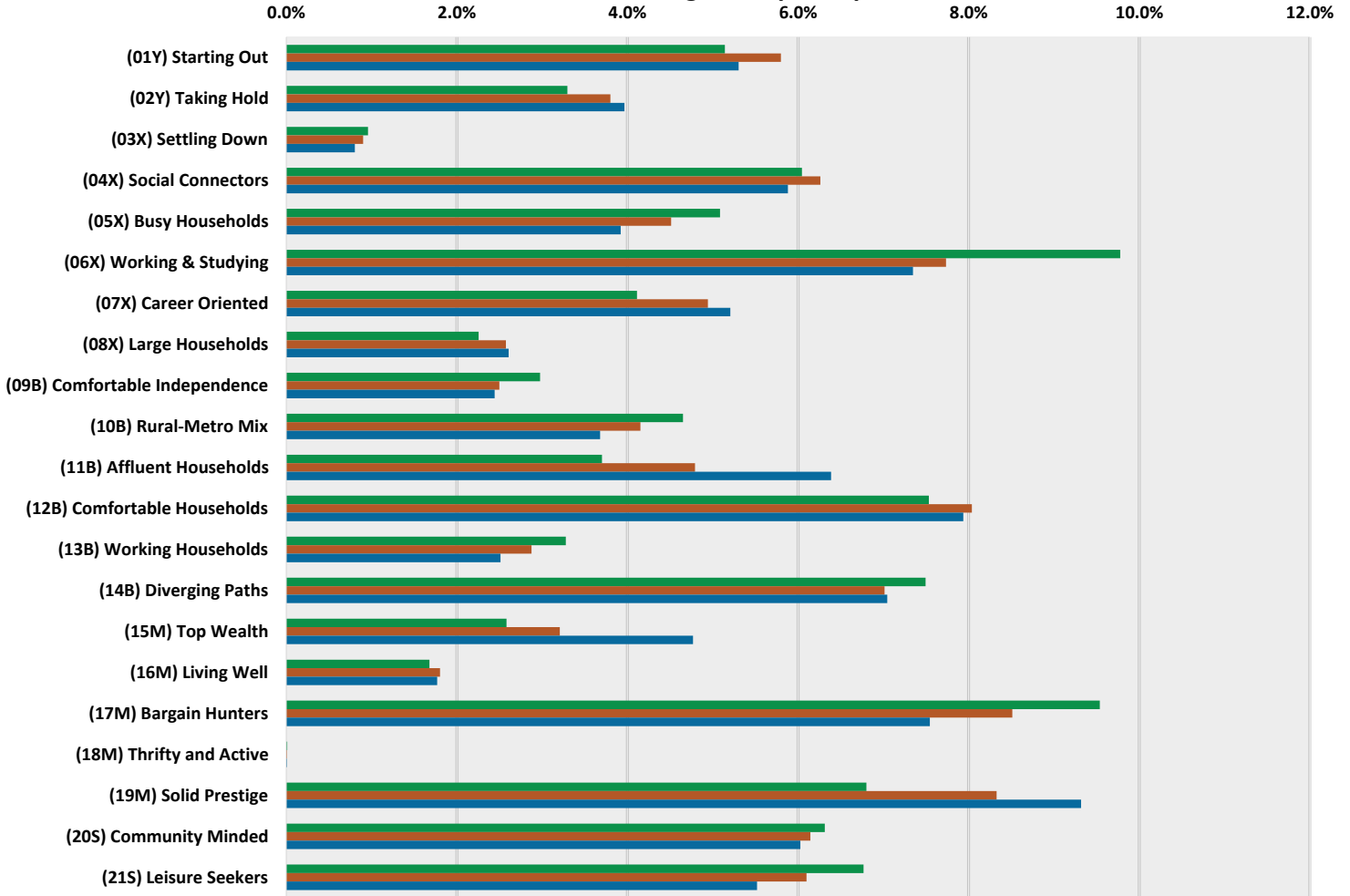


Household Segmentation Profile

For Market: National City Blvd & Mile of Cars Way - National City
Date: June 2018

Trade Area 1: Mile of Cars 15 Minute Drive Time	Trade Area 2: Mile of Cars 20 Minute Drive Time	Trade Area 3: Mile of Cars 25 Minute Drive Time
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Household Lifestage Group Comparison



Trade Area 1: Mile of Cars 15 Minute Drive Time	Trade Area 2: Mile of Cars 20 Minute Drive Time	Trade Area 3: Mile of Cars 25 Minute Drive Time
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Total Households **290,143** **100%** **417,080** **100%** **526,476** **100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	61- City Life	(06X) Working & Studying	20,505	7.1%	22,582	5.4%	27,904	5.3%
2	63- Staying Home	(17M) Bargain Hunters	16,038	5.5%	19,929	4.8%	22,186	4.2%
3	33- Urban Diversity	(14B) Diverging Paths	14,087	4.9%	19,699	4.7%	25,780	4.9%
4	53- Metro Strivers	(10B) Rural-Metro Mix	13,428	4.6%	17,229	4.1%	19,241	3.7%
5	36- Persistent & Productive	(20S) Community Minded	12,272	4.2%	16,405	3.9%	19,759	3.8%
6	17- Firmly Established	(12B) Comfortable Households	11,549	4.0%	17,339	4.2%	21,326	4.1%
7	62- Movies & Sports	(05X) Busy Households	10,479	3.6%	13,028	3.1%	14,189	2.7%
8	13- Work & Play	(12B) Comfortable Households	10,311	3.6%	16,184	3.9%	20,461	3.9%
9	38- Occupational Mix	(13B) Working Households	9,469	3.3%	11,943	2.9%	13,154	2.5%
10	59- Mobile Mixers	(04X) Social Connectors	9,270	3.2%	13,670	3.3%	16,140	3.1%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: National City Blvd & Mile of Cars Way - National City

Date: June 2018



TOTAL HOUSEHOLDS		290,143	100%	417,080	100%	526,476	100%
Lifestage Group	Cluster Name	Mile of Cars 15 Minute Drive Time		Mile of Cars 20 Minute Drive Time		Mile of Cars 25 Minute Drive Time	
(01Y) Starting Out		14,921	5.1%	24,184	5.8%	27,923	5.3%
	39- Setting Goals	3,319	1.1%	4,347	1.0%	4,771	0.9%
	45- Offices & Entertainment	2,827	1.0%	4,742	1.1%	5,939	1.1%
	57- Collegiate Crowd	4,092	1.4%	7,815	1.9%	8,896	1.7%
	58- Outdoor Fervor	21	0.0%	31	0.0%	100	0.0%
	67- First Steps	4,663	1.6%	7,248	1.7%	8,218	1.6%
(02Y) Taking Hold		9,564	3.3%	15,849	3.8%	20,875	4.0%
	18- Climbing the Ladder	666	0.2%	1,072	0.3%	1,349	0.3%
	21- Children First	1,628	0.6%	2,645	0.6%	3,241	0.6%
	24- Career Building	6,535	2.3%	11,073	2.7%	15,060	2.9%
	30- Out & About	735	0.3%	1,058	0.3%	1,225	0.2%
(03X) Settling Down		2,779	1.0%	3,758	0.9%	4,229	0.8%
	34- Outward Bound	14	0.0%	18	0.0%	26	0.0%
	41- Rural Adventure	71	0.0%	149	0.0%	175	0.0%
	46- Rural & Active	2,694	0.9%	3,591	0.9%	4,028	0.8%
(04X) Social Connectors		17,538	6.0%	26,117	6.3%	30,959	5.9%
	42- Creative Variety	3,218	1.1%	4,706	1.1%	5,459	1.0%
	52- Stylish & Striving	5,051	1.7%	7,741	1.9%	9,361	1.8%
	59- Mobile Mixers	9,270	3.2%	13,670	3.3%	16,140	3.1%
(05X) Busy Households		14,754	5.1%	18,823	4.5%	20,643	3.9%
	37- Firm Foundations	4,275	1.5%	5,796	1.4%	6,454	1.2%
	62- Movies & Sports	10,479	3.6%	13,028	3.1%	14,189	2.7%
(06X) Working & Studying		28,368	9.8%	32,260	7.7%	38,686	7.3%
	61- City Life	20,505	7.1%	22,582	5.4%	27,904	5.3%
	69- Productive Havens	2,150	0.7%	2,587	0.6%	2,845	0.5%
	70- Favorably Frugal	5,713	2.0%	7,090	1.7%	7,937	1.5%
(07X) Career Oriented		11,928	4.1%	20,613	4.9%	27,408	5.2%
	06- Casual Comfort	4,474	1.5%	8,238	2.0%	11,067	2.1%
	10- Careers & Travel	1,126	0.4%	1,964	0.5%	2,685	0.5%
	20- Carving Out Time	1,061	0.4%	1,603	0.4%	1,912	0.4%
	26- Getting Established	5,267	1.8%	8,809	2.1%	11,744	2.2%
(08X) Large Households		6,544	2.3%	10,743	2.6%	13,729	2.6%
	11- Schools & Shopping	1,618	0.6%	2,863	0.7%	3,753	0.7%
	12- On the Go	1,424	0.5%	2,295	0.6%	3,064	0.6%
	19- Country Comfort	75	0.0%	88	0.0%	122	0.0%
	27- Tenured Proprietors	3,426	1.2%	5,497	1.3%	6,789	1.3%
(09B) Comfortable Independence		8,634	3.0%	10,417	2.5%	12,861	2.4%
	29- City Mixers	5,242	1.8%	5,500	1.3%	7,184	1.4%
	35- Working & Active	1,468	0.5%	2,312	0.6%	2,734	0.5%
	56- Metro Active	1,924	0.7%	2,605	0.6%	2,943	0.6%
(10B) Rural-Metro Mix		13,497	4.7%	17,315	4.2%	19,375	3.7%
	47- Rural Parents	36	0.0%	46	0.0%	62	0.0%
	53- Metro Strivers	13,428	4.6%	17,229	4.1%	19,241	3.7%
	60- Rural & Mobile	33	0.0%	40	0.0%	72	0.0%

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

Household Segmentation Profile

Market: National City Blvd & Mile of Cars Way - National City

Date: June 2018



TOTAL HOUSEHOLDS		290,143	100%	417,080	100%	526,476	100%
Lifestage Group	Cluster Name	Mile of Cars 15 Minute Drive Time		Mile of Cars 20 Minute Drive Time		Mile of Cars 25 Minute Drive Time	
(11B) Affluent Households		10,737	3.7%	19,990	4.8%	33,627	6.4%
	01- Summit Estates	1,626	0.6%	2,959	0.7%	6,792	1.3%
	04- Top Professionals	5,822	2.0%	11,454	2.7%	19,070	3.6%
	07- Active Lifestyles	3,288	1.1%	5,577	1.3%	7,765	1.5%
(12B) Comfortable Households		21,860	7.5%	33,523	8.0%	41,787	7.9%
	13- Work & Play	10,311	3.6%	16,184	3.9%	20,461	3.9%
	17- Firmly Established	11,549	4.0%	17,339	4.2%	21,326	4.1%
(13B) Working Households		9,510	3.3%	11,992	2.9%	13,223	2.5%
	38- Occupational Mix	9,469	3.3%	11,943	2.9%	13,154	2.5%
	48- Farm & Home	40	0.0%	49	0.0%	70	0.0%
(14B) Diverging Paths		21,748	7.5%	29,256	7.0%	37,099	7.0%
	16- Country Enthusiasts	9	0.0%	11	0.0%	16	0.0%
	22- Comfortable Cornerstones	1,010	0.3%	1,519	0.4%	1,779	0.3%
	31- Mid-Americana	1,881	0.6%	2,736	0.7%	3,202	0.6%
	32- Metro Mix	4,761	1.6%	5,291	1.3%	6,321	1.2%
	33- Urban Diversity	14,087	4.9%	19,699	4.7%	25,780	4.9%
(15M) Top Wealth		7,492	2.6%	13,377	3.2%	25,106	4.8%
	02- Established Elite	2,508	0.9%	4,358	1.0%	9,697	1.8%
	03- Corporate Connected	4,984	1.7%	9,018	2.2%	15,409	2.9%
(16M) Living Well		4,871	1.7%	7,518	1.8%	9,317	1.8%
	14- Career Centered	3,371	1.2%	5,328	1.3%	6,724	1.3%
	15- Country Ways	1	0.0%	1	0.0%	4	0.0%
	23- Good Neighbors	1,500	0.5%	2,189	0.5%	2,588	0.5%
(17M) Bargain Hunters		27,672	9.5%	35,503	8.5%	39,722	7.5%
	43- Work & Causes	2,658	0.9%	3,810	0.9%	4,320	0.8%
	44- Open Houses	3,159	1.1%	4,549	1.1%	5,287	1.0%
	55- Community Life	3,347	1.2%	4,330	1.0%	4,830	0.9%
	63- Staying Home	16,038	5.5%	19,929	4.8%	22,186	4.2%
	68- Staying Healthy	2,469	0.9%	2,885	0.7%	3,099	0.6%
(18M) Thrifty & Active		35	0.0%	41	0.0%	53	0.0%
	40- Great Outdoors	8	0.0%	9	0.0%	12	0.0%
	50- Rural Community	16	0.0%	19	0.0%	24	0.0%
	54- Work & Outdoors	12	0.0%	13	0.0%	17	0.0%
(19M) Solid Prestige		19,734	6.8%	34,736	8.3%	49,060	9.3%
	05- Active & Involved	4,988	1.7%	8,047	1.9%	11,437	2.2%
	08- Solid Surroundings	7,305	2.5%	13,438	3.2%	18,134	3.4%
	09- Busy Schedules	7,441	2.6%	13,252	3.2%	19,488	3.7%
(20S) Community Minded		18,321	6.3%	25,629	6.1%	31,734	6.0%
	25- Clubs & Causes	2,909	1.0%	4,383	1.1%	5,425	1.0%
	28- Community Pillars	3,140	1.1%	4,841	1.2%	6,550	1.2%
	36- Persistent & Productive	12,272	4.2%	16,405	3.9%	19,759	3.8%
(21S) Leisure Seekers		19,637	6.8%	25,437	6.1%	29,060	5.5%
	49- Home & Garden	3,447	1.2%	4,842	1.2%	5,819	1.1%
	51- Role Models	2,870	1.0%	3,880	0.9%	4,428	0.8%
	64- Practical & Careful	2,482	0.9%	3,261	0.8%	3,801	0.7%
	65- Hobbies & Shopping	4,202	1.4%	5,508	1.3%	6,153	1.2%
	66- Helping Hands	6,636	2.3%	7,945	1.9%	8,859	1.7%

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

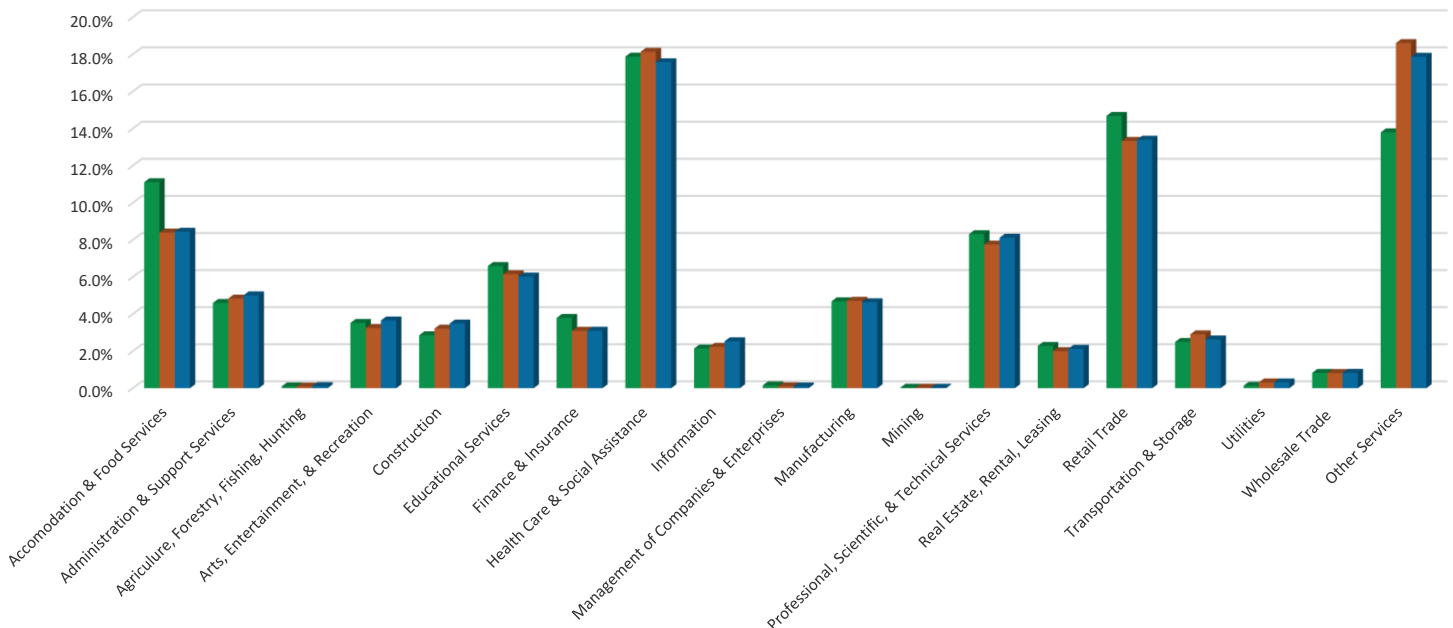
Employment Profile

For Market: Mile of Cars
Market Definition: National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)
Date Report Created: June 2018

	15 Minutes		20 Minutes		25 Minutes	
Daytime Population	892,529		1,501,329		1,770,097	
Student Population	219,016		400,512		460,283	
Median Employee Salary	43,690		44,640		44,492	
Average Employee Salary	52,477		52,752		52,705	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	8,592	2.5%	15,720	2.4%	18,699	2.5%
15,000 to 30,000 CrYr	80,659	23.3%	127,429	19.9%	151,707	20.2%
30,000 to 45,000 CrYr	89,718	26.0%	189,032	29.5%	218,697	29.1%
45,000 to 60,000 CrYr	70,083	20.3%	133,849	20.9%	155,618	20.7%
60,000 to 75,000 CrYr	27,047	7.8%	49,478	7.7%	57,965	7.7%
75,000 to 90,000 CrYr	21,347	6.2%	37,827	5.9%	44,776	6.0%
90,000 to 100,000 CrYr	8,945	2.6%	15,563	2.4%	18,913	2.5%
Over 100,000 CrYr	39,325	11.4%	72,960	11.4%	84,641	11.3%

Industry Groups

Employee's by Industry



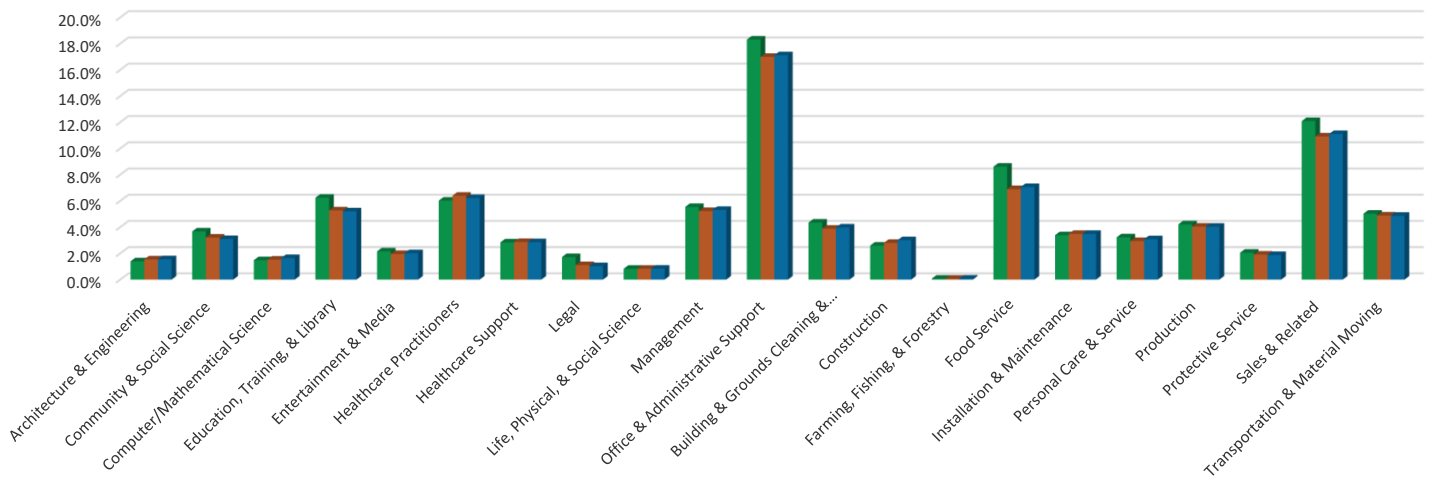
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	19,919	100%	345,716	100%	30,950	100%	641,858	100%	37,602	100%	751,016	100%
Accommodation & Food Services	1,464	7.4%	38,432	11.1%	2,167	7.0%	53,924	8.4%	2,575	6.8%	63,425	8.4%
Administration & Support Services	604	3.0%	15,913	4.6%	1,014	3.3%	31,025	4.8%	1,271	3.4%	37,637	5.0%
Agriculture, Forestry, Fishing, Hunting	37	0.2%	333	0.1%	63	0.2%	569	0.1%	85	0.2%	819	0.1%
Arts, Entertainment, & Recreation	482	2.4%	12,181	3.5%	778	2.5%	20,883	3.3%	999	2.7%	27,458	3.7%
Construction	759	3.8%	9,874	2.9%	1,308	4.2%	20,627	3.2%	1,699	4.5%	26,230	3.5%
Educational Services	492	2.5%	22,797	6.6%	771	2.5%	39,485	6.2%	946	2.5%	45,251	6.0%
Finance & Insurance	1,015	5.1%	13,112	3.8%	1,567	5.1%	19,876	3.1%	1,975	5.3%	23,309	3.1%
Health Care & Social Assistance	3,396	17.1%	61,801	17.9%	5,803	18.7%	116,417	18.1%	6,930	18.4%	131,988	17.6%
Information	373	1.9%	7,410	2.1%	604	2.0%	14,332	2.2%	760	2.0%	19,027	2.5%
Management of Companies & Enterprises	14	0.1%	522	0.2%	18	0.1%	661	0.1%	18	0.0%	679	0.1%
Manufacturing	629	3.2%	16,211	4.7%	1,020	3.3%	30,292	4.7%	1,195	3.2%	34,834	4.6%
Mining	5	0.0%	90	0.0%	10	0.0%	177	0.0%	12	0.0%	206	0.0%
Professional, Scientific, & Technical Services	2,794	14.0%	28,746	8.3%	3,963	12.8%	49,771	7.8%	4,824	12.8%	60,993	8.1%
Real Estate, Rental, Leasing	1,041	5.2%	7,882	2.3%	1,541	5.0%	12,851	2.0%	1,921	5.1%	15,966	2.1%
Retail Trade	2,695	13.5%	50,773	14.7%	4,079	13.2%	85,624	13.3%	4,832	12.9%	100,661	13.4%
Transportation & Storage	252	1.3%	8,627	2.5%	414	1.3%	18,656	2.9%	483	1.3%	19,756	2.6%
Utilities	19	0.1%	455	0.1%	30	0.1%	2,005	0.3%	38	0.1%	2,347	0.3%
Wholesale Trade	372	1.9%	2,856	0.8%	591	1.9%	5,253	0.8%	703	1.9%	6,225	0.8%
Other Services	3,474	17.4%	47,702	13.8%	5,211	16.8%	119,430	18.6%	6,335	16.8%	134,203	17.9%

Employment Profile

For Market: Mile of Cars
Market Definition: National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)
Date Report Created: June 2018

Occupations	15 Minutes		20 Minutes		25 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	185,249	53.6%	321,383	50.1%	376,168	50.1%
Architecture & Engineering	4,814	1.4%	9,849	1.5%	11,651	1.6%
Community & Social Science	12,684	3.7%	20,545	3.2%	23,198	3.1%
Computer/Mathematical Science	5,103	1.5%	9,791	1.5%	12,318	1.6%
Education, Training, & Library	21,586	6.2%	33,866	5.3%	39,094	5.2%
Entertainment & Media	7,432	2.1%	12,507	1.9%	15,102	2.0%
Healthcare Practitioners	20,814	6.0%	41,056	6.4%	46,757	6.2%
Healthcare Support	9,803	2.8%	18,410	2.9%	21,425	2.9%
Legal	5,929	1.7%	7,076	1.1%	7,689	1.0%
Life, Physical, & Social Science	2,844	0.8%	5,316	0.8%	6,263	0.8%
Management	19,154	5.5%	33,548	5.2%	39,925	5.3%
Office & Administrative Support	63,299	18.3%	109,018	17.0%	128,496	17.1%
Blue Collar	157,682	45.6%	268,387	41.8%	319,578	42.6%
Building & Grounds Cleaning & Maintenance	15,035	4.3%	24,924	3.9%	29,830	4.0%
Construction	8,958	2.6%	17,955	2.8%	22,549	3.0%
Farming, Fishing, & Forestry	242	0.1%	448	0.1%	544	0.1%
Food Service	29,769	8.6%	44,278	6.9%	53,031	7.1%
Installation & Maintenance	11,690	3.4%	22,362	3.5%	26,173	3.5%
Personal Care & Service	11,149	3.2%	18,872	2.9%	23,115	3.1%
Production	14,581	4.2%	25,925	4.0%	30,298	4.0%
Protective Service	7,089	2.1%	12,218	1.9%	14,067	1.9%
Sales & Related	41,795	12.1%	70,053	10.9%	83,395	11.1%
Transportation & Material Moving	17,375	5.0%	31,351	4.9%	36,576	4.9%
Military Services	2,785	0.8%	52,088	8.1%	55,269	7.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	345,716	641,858	751,016
2017 Q3	333,077	621,542	727,255
2017 Q2	339,373	628,437	734,753
2017 Q1	339,408	628,522	734,840
2016 Q4	341,931	633,657	740,911
2016 Q3	327,776	609,972	713,917
2016 Q2	341,153	631,436	738,432
2016 Q1	339,073	627,285	733,663
2015 Q4	339,379	627,143	733,416

Consumer Demand & Market Supply Assessment

For Market: Mile of Cars
 Market Definition: National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)
 Date Report Created: June 2018

	15 Minutes			20 Minutes			25 Minutes		
Demographics									
Population	893,943			1,261,929			1,544,459		
5-Year Population estimate	910,744			1,294,515			1,588,602		
Population Households	864,515			1,218,534			1,496,856		
Group Quarters Population	29,428			43,395			47,603		
Households	305,040			437,385			553,486		
5-Year Households estimate	312,708			450,175			570,524		
WorkPlace Establishments	19,919			30,950			37,602		
Workplace Employees	345,716			641,858			751,016		
Median Household Income	\$54,741			\$58,976			\$62,472		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Direct Selling Establishments	\$77,827,257	\$31,802,979	(\$46,024,278) -59%	\$110,454,264	\$55,395,707	(\$55,058,557) -50%	\$135,830,321	\$64,072,747	(\$71,757,573) -53%
Vending Machine Operators (Non-Store)	\$98,146,324	\$44,609,359	(\$53,536,965) -55%	\$140,910,495	\$103,491,623	(\$37,418,872) -27%	\$173,034,350	\$119,459,767	(\$53,574,582) -31%
Electronic Shopping/Mail Order Houses	\$1,971,215,968	\$976,425,387	(\$994,790,581) -50%	\$2,869,339,872	\$1,143,411,512	(\$1,725,928,360) -60%	\$3,512,314,280	\$1,186,910,103	(\$2,325,404,177) -66%
Electronics/Appliance	\$268,110,625	\$152,475,378	(\$115,635,248) -43%	\$410,147,567	\$363,262,695	(\$46,884,872) -11%	\$498,674,333	\$461,883,130	(\$36,791,203) -7%
Lawn/Garden Equipment/Supplies Stores	\$87,898,944	\$50,023,417	(\$37,875,527) -43%	\$124,721,041	\$80,814,759	(\$43,906,282) -35%	\$153,877,767	\$87,723,666	(\$66,154,101) -43%
Home Furnishing Stores	\$145,248,660	\$89,152,600	(\$56,096,059) -39%	\$205,613,265	\$154,925,279	(\$50,687,987) -25%	\$252,957,785	\$188,446,265	(\$64,511,520) -26%
Sporting Goods/Hobby/Musical Instrument	\$173,902,496	\$112,691,484	(\$61,211,012) -35%	\$247,189,383	\$210,687,051	(\$36,502,333) -15%	\$304,955,274	\$272,971,930	(\$31,983,344) -10%
Other Misc. Store Retailers	\$219,906,664	\$142,525,154	(\$77,381,510) -35%	\$311,403,948	\$235,148,266	(\$76,255,682) -24%	\$383,390,632	\$277,320,309	(\$106,070,323) -28%
Automotive Dealers	\$2,732,200,782	\$1,866,935,345	(\$865,265,437) -32%	\$3,887,561,205	\$4,548,932,561	\$661,371,356 17%	\$4,800,209,479	\$5,161,697,884	\$361,488,406 8%
Grocery Stores	\$1,555,817,654	\$1,081,879,274	(\$473,938,380) -30%	\$2,207,181,729	\$1,824,070,029	(\$383,111,700) -17%	\$2,714,544,607	\$2,140,536,984	(\$574,007,623) -21%
Florists/Misc. Store Retailers	\$21,191,426	\$17,476,199	(\$3,715,227) -18%	\$30,067,081	\$24,415,195	(\$5,651,886) -19%	\$37,094,643	\$31,546,815	(\$5,547,829) -15%
Office Supplies/Stationary/Gift	\$85,520,538	\$71,523,105	(\$13,997,433) -16%	\$124,143,054	\$97,800,552	(\$26,342,502) -21%	\$152,209,885	\$109,348,025	(\$42,861,860) -28%
Health/Personal Care Stores	\$848,068,446	\$716,780,857	(\$131,287,589) -15%	\$1,197,183,490	\$1,163,195,099	(\$33,988,391) -3%	\$1,469,586,876	\$1,395,097,169	(\$74,489,707) -5%
Automotive Parts/Accessories/Tire	\$250,280,037	\$214,667,082	(\$35,612,955) -14%	\$353,618,438	\$391,845,174	\$38,226,737 11%	\$434,047,433	\$453,296,410	\$19,248,977 4%
Gasoline Stations	\$1,090,422,862	\$970,519,301	(\$119,903,561) -11%	\$1,549,940,114	\$1,556,374,382	\$6,434,268 0%	\$1,907,794,007	\$1,880,606,303	(\$27,187,704) -1%
Other Motor Vehicle Dealers	\$148,053,698	\$133,873,331	(\$14,180,367) -10%	\$210,625,374	\$329,089,208	\$118,463,834 56%	\$260,160,214	\$465,155,391	\$204,995,177 79%
Beer/Wine/Liquor Stores	\$126,545,389	\$115,734,760	(\$10,810,629) -9%	\$180,240,632	\$165,861,987	(\$14,378,644) -8%	\$222,001,909	\$208,390,743	(\$13,611,166) -6%
Used Merchandise Stores	\$45,727,592	\$41,872,968	(\$3,854,625) -8%	\$64,837,512	\$57,761,882	(\$7,075,630) -11%	\$79,860,279	\$73,360,981	(\$6,499,298) -8%
Building Material/Supplies Dealers	\$821,236,338	\$758,373,593	(\$62,862,744) -8%	\$1,163,078,755	\$1,315,763,150	\$152,684,395 13%	\$1,431,559,544	\$1,585,060,766	\$153,501,222 11%
Other General Merchandise Stores	\$1,576,989,390	\$1,556,001,627	(\$20,987,764) -1%	\$2,239,847,190	\$2,541,032,431	\$301,185,241 13%	\$2,753,896,100	\$3,046,729,279	\$292,833,178 11%
Limited-Service Eating Places	\$730,577,466	\$738,802,203	\$8,224,737 1%	\$1,165,938,207	\$1,144,094,439	(\$21,843,768) -2%	\$1,411,229,309	\$1,413,552,388	\$2,323,079 0%
Full-Service Restaurants	\$773,225,890	\$896,914,305	\$123,688,415 16%	\$1,274,638,553	\$1,375,495,420	\$100,856,868 8%	\$1,532,730,070	\$1,657,004,408	\$124,274,338 8%
Clothing Stores	\$674,197,574	\$798,611,839	\$124,414,265 18%	\$957,689,769	\$1,234,380,809	\$276,691,040 29%	\$1,182,278,853	\$1,413,468,562	\$231,189,709 20%
Jewelry/Luggage/Leather Goods	\$96,903,975	\$117,084,264	\$20,180,289 21%	\$137,518,270	\$165,411,882	\$27,893,612 20%	\$169,505,108	\$186,283,547	\$16,778,438 10%
Furniture Stores	\$159,622,452	\$193,805,718	\$34,183,266 21%	\$227,124,529	\$249,536,816	\$22,412,287 10%	\$280,587,910	\$273,942,972	(\$6,644,938) -2%
Shoe Stores	\$94,146,506	\$116,993,052	\$22,846,546 24%	\$134,145,112	\$175,854,129	\$41,709,017 31%	\$166,041,544	\$194,190,465	\$28,148,920 17%
Book/Periodical/Music Stores	\$57,802,144	\$74,646,504	\$16,844,361 29%	\$82,452,371	\$114,636,769	\$32,184,398 39%	\$101,447,833	\$129,675,909	\$28,228,076 28%
Specialty Food Stores	\$86,367,653	\$111,655,378	\$25,287,725 29%	\$122,576,459	\$148,987,407	\$26,410,948 22%	\$150,766,203	\$174,217,642	\$23,451,438 16%
Department Stores	\$385,687,218	\$522,191,133	\$136,503,915 35%	\$547,514,857	\$763,829,145	\$216,314,288 40%	\$674,173,589	\$838,461,157	\$164,287,598 24%
Special Food Services	\$159,427,946	\$240,998,802	\$81,570,857 51%	\$254,435,344	\$339,342,508	\$84,907,164 33%	\$307,968,869	\$397,553,554	\$89,584,685 29%
Bar/Drinking Places (Alcoholic Beverages)	\$42,272,005	\$111,157,581	\$68,885,576 163%	\$72,812,419	\$141,516,467	\$68,704,048 94%	\$86,798,129	\$167,972,548	\$81,174,419 94%
Consumer Demand/Market Supply Index	\$15,604,541,919	\$13,068,203,980	119	\$22,604,950,299	\$22,216,364,331	102	\$27,741,527,137	\$26,055,937,847	106

Consumer Demand & Market Supply Assessment

For Market: Mile of Cars
Market Definition: National City Blvd & Mile of Cars Way - National City (Lat: 32.6620, Long: -117.1016)
Date Report Created: June 2018

By Major Product Lines	15 Minutes			20 Minutes			25 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Computer Hardware/Software/Supplies	\$346,213,101	\$189,195,779	(\$157,017,322) -45%	\$604,708,147	\$281,406,916	(\$323,301,232) -53%	\$716,606,404	\$320,055,434	(\$396,550,970) -55%
Pets/Pet Foods/Pet Supplies	\$125,770,338	\$77,856,578	(\$47,913,760) -38%	\$178,949,678	\$125,503,982	(\$53,445,695) -30%	\$221,344,342	\$147,225,525	(\$74,118,817) -33%
Audio Equipment/Musical Instruments	\$86,546,539	\$56,482,527	(\$30,064,012) -35%	\$122,678,444	\$91,636,832	(\$31,041,612) -25%	\$151,099,066	\$108,021,832	(\$43,077,234) -29%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$1,864,140,414	\$1,278,850,907	(\$585,289,507) -31%	\$2,630,139,158	\$1,937,513,896	(\$692,625,261) -26%	\$3,227,086,824	\$2,250,549,570	(\$976,537,254) -30%
Automotive Tires/Tubes/Batteries/Parts	\$485,193,499	\$337,278,674	(\$147,914,826) -30%	\$685,099,007	\$655,856,445	(\$29,242,562) -4%	\$840,365,781	\$753,974,088	(\$86,391,693) -10%
Autos/Cars/Vans/Trucks/Motorcycles	\$2,394,844,245	\$1,667,207,105	(\$727,637,139) -30%	\$3,408,600,364	\$4,060,898,719	\$652,298,354 19%	\$4,209,105,356	\$4,657,082,517	\$447,977,161 11%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$135,999,347	\$97,561,985	(\$38,437,362) -28%	\$193,569,049	\$159,093,101	(\$34,475,948) -18%	\$238,875,809	\$194,102,869	(\$44,772,940) -19%
Retailer Services	\$455,055,056	\$338,210,932	(\$116,844,124) -26%	\$649,199,141	\$717,583,819	\$68,384,678 11%	\$804,875,529	\$846,579,273	\$41,703,744 5%
All Other Merchandise	\$594,536,910	\$444,223,362	(\$150,313,548) -25%	\$842,019,982	\$688,764,495	(\$153,255,487) -18%	\$1,036,609,922	\$810,471,553	(\$226,138,369) -22%
Lawn/Garden/Farm Equipment/Supplies	\$234,956,083	\$175,930,808	(\$59,025,274) -25%	\$333,274,912	\$282,921,549	(\$50,353,363) -15%	\$411,098,746	\$329,709,149	(\$81,389,598) -20%
Groceries/Other Food Items (Off Premises)	\$2,405,722,312	\$1,814,566,941	(\$591,155,371) -25%	\$3,403,802,898	\$2,979,739,183	(\$424,063,715) -12%	\$4,188,417,270	\$3,518,881,516	(\$669,535,754) -16%
Floor/Floor Coverings	\$119,597,161	\$90,615,177	(\$28,981,984) -24%	\$168,800,215	\$153,920,798	(\$14,879,417) -9%	\$207,083,176	\$184,876,782	(\$22,206,394) -11%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$28,243,901	\$22,453,290	(\$5,790,611) -21%	\$39,874,665	\$38,684,350	(\$1,190,316) -3%	\$49,028,444	\$45,335,807	(\$3,692,637) -8%
Furniture/Sleep/Outdoor/Patio Furniture	\$407,073,446	\$324,970,229	(\$82,103,218) -20%	\$579,242,768	\$440,580,376	(\$138,662,393) -24%	\$715,695,120	\$491,018,898	(\$224,676,223) -31%
Kitchenware/Home Furnishings	\$182,747,867	\$153,635,637	(\$29,112,231) -16%	\$258,435,612	\$232,397,171	(\$26,038,441) -10%	\$317,491,893	\$268,429,880	(\$49,062,013) -15%
Photographic Equipment/Supplies	\$16,229,344	\$13,732,749	(\$2,496,595) -15%	\$23,042,964	\$25,296,135	\$2,253,171 10%	\$28,450,891	\$30,644,386	\$2,193,494 8%
Sewing/Knitting Materials/Supplies	\$6,502,461	\$5,584,943	(\$917,518) -14%	\$9,312,786	\$9,680,285	\$367,498 4%	\$11,582,070	\$12,065,360	\$483,290 4%
Cigars/Cigarettes/Tobacco/Accessories	\$182,150,457	\$157,970,808	(\$24,179,648) -13%	\$255,123,727	\$256,152,441	\$1,028,713 0%	\$310,985,868	\$306,682,561	(\$4,303,307) -1%
Hardware/Tools/Plumbing/Electrical Supplies	\$233,139,404	\$209,049,372	(\$24,090,032) -10%	\$329,908,553	\$355,819,596	\$25,911,043 8%	\$405,489,496	\$426,105,109	\$20,615,613 5%
Packaged Liquor/Wine/Beer	\$276,865,102	\$250,313,758	(\$26,551,344) -10%	\$393,291,712	\$385,976,509	(\$7,315,203) -2%	\$485,203,697	\$465,897,502	(\$19,306,195) -4%
Dimensional Lumber/Other Building Materials	\$335,885,300	\$304,524,314	(\$31,360,986) -9%	\$475,536,410	\$528,273,434	\$52,737,024 11%	\$585,344,804	\$636,337,606	\$50,992,801 9%
Televisions/VCR/Video Cameras/DVD etc	\$97,079,039	\$88,309,785	(\$8,769,254) -9%	\$137,653,783	\$154,089,870	\$16,436,087 12%	\$169,412,810	\$184,504,711	\$15,091,901 9%
Paints/Sundries/Wallpaper/Wall Coverings	\$61,378,080	\$56,010,633	(\$5,367,448) -9%	\$86,735,281	\$97,007,777	\$10,272,497 12%	\$106,423,705	\$116,799,898	\$10,376,194 10%
Small Electric Appliances	\$32,203,889	\$29,962,175	(\$2,241,714) -7%	\$45,534,461	\$44,926,821	(\$607,640) -1%	\$56,050,668	\$51,525,681	(\$4,524,987) -8%
Toys/Hobby Goods/Games	\$77,831,918	\$74,994,198	(\$2,837,720) -4%	\$110,269,117	\$116,366,113	\$6,096,996 6%	\$135,487,387	\$136,833,242	\$1,345,855 1%
Automotive Fuels	\$996,392,652	\$979,355,405	(\$17,037,247) -2%	\$1,415,638,607	\$1,576,964,946	\$161,326,339 11%	\$1,744,046,193	\$1,902,040,521	\$157,994,328 9%
Footwear, including Accessories	\$227,561,280	\$226,009,303	(\$1,551,977) -1%	\$324,304,026	\$339,041,473	\$14,737,447 5%	\$401,483,716	\$381,146,182	(\$20,337,535) -5%
Major Household Appliances	\$48,118,783	\$47,939,545	(\$179,238) -0%	\$69,266,605	\$88,561,116	\$19,294,511 28%	\$86,542,601	\$107,477,455	\$20,934,854 24%
Automotive Lubricants (incl Oil, Greases)	\$48,118,783	\$47,939,545	(\$179,238) -0%	\$69,266,605	\$88,561,116	\$19,294,511 28%	\$86,542,601	\$107,477,455	\$20,934,854 24%
Alcoholic Drinks Served at the Establishment	\$359,535,627	\$361,206,367	\$1,670,740 0%	\$624,332,189	\$527,799,949	(\$96,532,240) -15%	\$743,128,152	\$633,816,094	(\$109,312,058) -15%
Soaps/Detergents/Household Cleaners	\$73,601,136	\$77,940,093	\$4,338,957 6%	\$103,843,553	\$127,126,340	\$23,282,788 22%	\$127,511,076	\$150,240,819	\$22,729,743 18%
Optical Goods (incl Eyeglasses, Sunglasses)	\$35,107,811	\$37,294,929	\$2,187,118 6%	\$49,953,603	\$59,670,337	\$9,716,734 19%	\$61,865,127	\$70,996,275	\$9,131,149 15%
Womens/Juniors/Misses Wear	\$567,505,528	\$605,778,140	\$38,272,612 7%	\$805,310,629	\$910,695,624	\$105,384,996 13%	\$994,137,134	\$1,033,700,060	\$39,562,927 4%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$66,740,275	\$72,592,809	\$5,852,534 9%	\$94,713,442	\$110,591,077	\$15,877,635 17%	\$116,948,984	\$127,524,716	\$10,575,731 9%
Books/Periodicals	\$67,623,013	\$75,426,717	\$7,803,704 12%	\$95,879,736	\$111,268,048	\$15,388,312 16%	\$118,141,867	\$125,427,207	\$7,285,340 6%
Paper/Related Products	\$65,268,002	\$72,947,989	\$7,679,987 12%	\$92,001,169	\$117,551,524	\$25,550,355 28%	\$112,888,060	\$138,889,555	\$26,001,495 23%
Mens Wear	\$217,479,852	\$248,471,370	\$30,991,518 14%	\$309,997,189	\$376,139,402	\$66,142,213 21%	\$383,826,170	\$429,340,629	\$45,514,459 12%
Jewelry (including Watches)	\$143,981,924	\$168,180,974	\$24,199,051 17%	\$204,326,517	\$239,299,505	\$34,972,988 17%	\$251,816,954	\$269,320,325	\$17,503,370 7%
Meats/Nonalcoholic Beverages	\$1,428,300,161	\$1,682,178,154	\$253,877,993 18%	\$2,278,108,192	\$2,570,031,306	\$291,923,114 13%	\$2,757,894,089	\$3,116,617,709	\$358,723,621 13%
Childrens Wear/Infants/Toddlers Clothing	\$94,090,833	\$129,971,788	\$35,880,955 38%	\$133,963,096	\$196,627,885	\$62,664,789 47%	\$164,935,791	\$223,459,416	\$58,523,625 35%

15 Minutes

20 Minutes

25 Minutes

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:

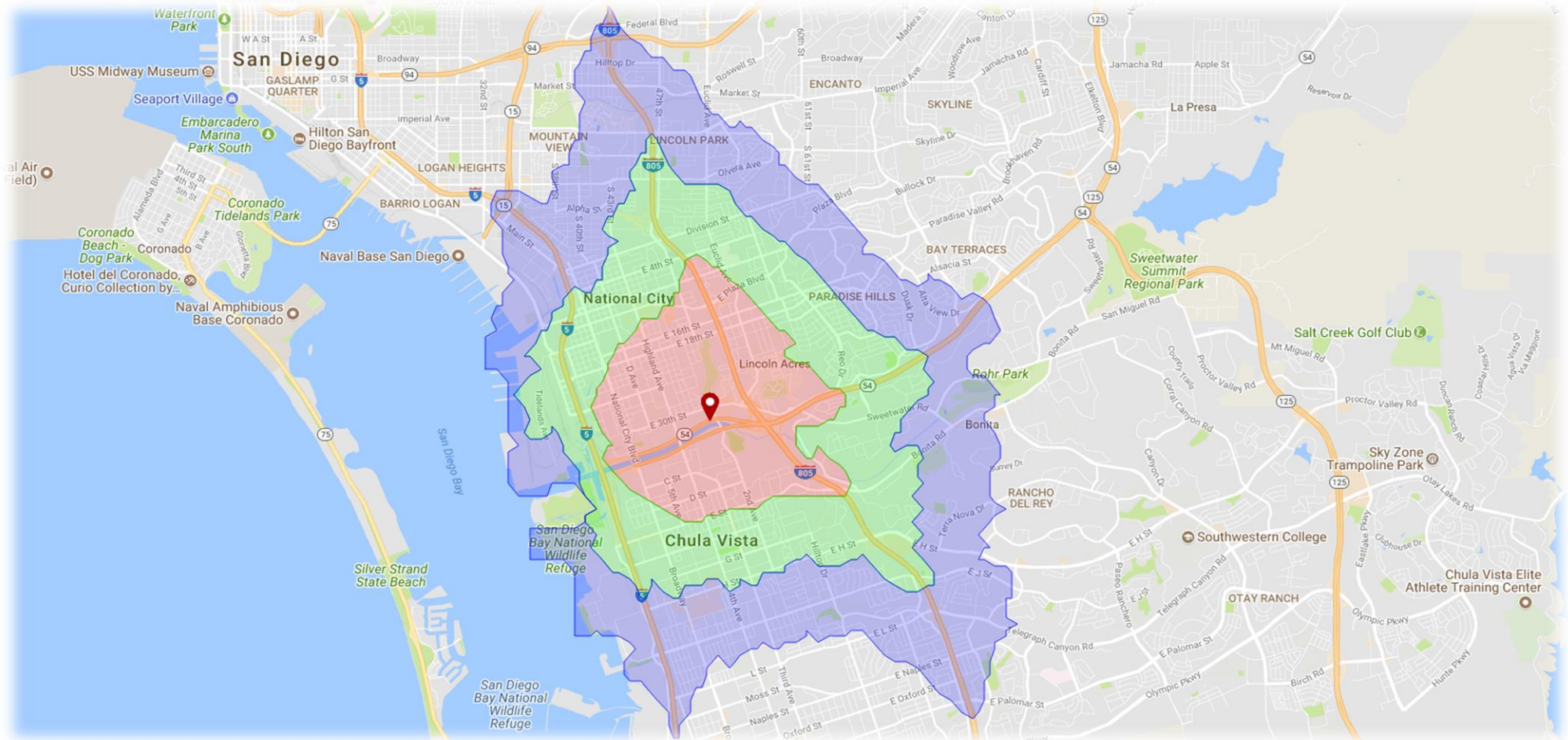
n = 100 (Equilibrium)

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

Sweetwater Road

Sweetwater Rd & E 30th St, National City, CA



	3 Minute	5 Minute	7 Minute
Population	41,685	113,095	209,851
Daytime Population	39,209	107,043	186,982
Households	12,863	35,008	60,351
Average Age	37.3	37.6	36.7
Average HH Income	\$56,885	\$58,438	\$61,312
White Collar (Residents)	46%	48%	50%
Some College or Degree	44%	45%	47%

Traffic Counts	
Sweetwater Rd & Prospect St	> 26,300
E 30th St & L Ave	> 20,600
Highland Ave & E 30th St	> 21,200
I-805 @ Euclid Ave	> 200,000

Consumer Demographic Profile

For Market:

Sweetwater Road

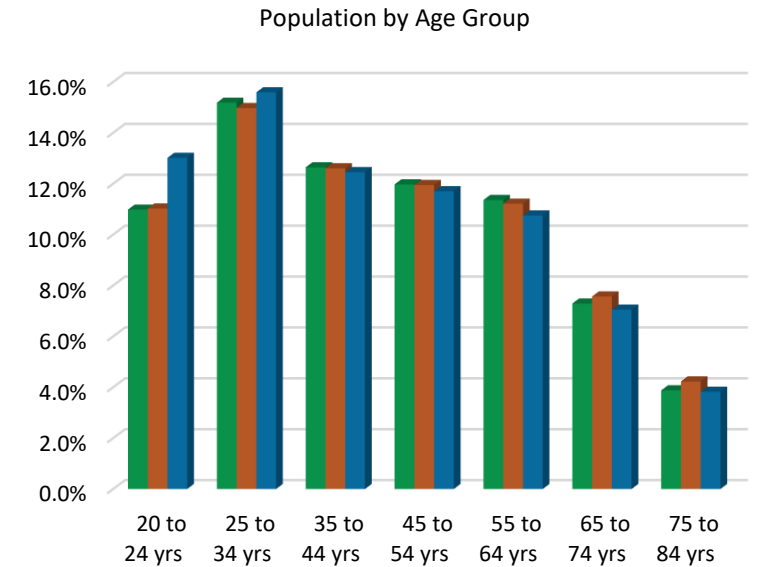
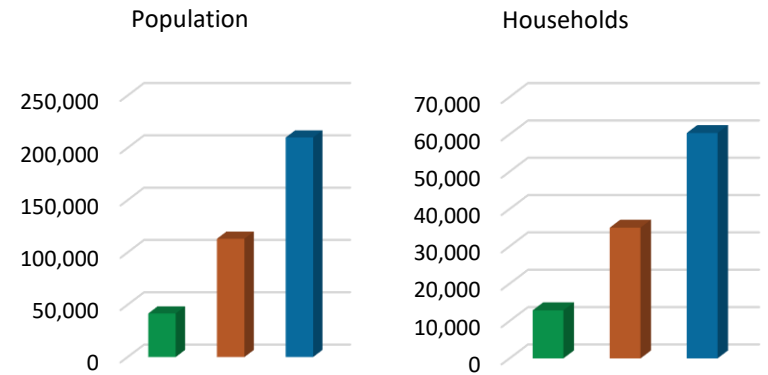
Market Definition:

Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)

Date Report Created:

June 2018

	3 Minutes		5 Minutes		7 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	41,685	---	113,095	---	209,851	---
5 Year Projected Pop	42,814	---	115,492	---	213,347	---
Pop Growth (%)	2.7%	---	2.1%	---	1.7%	---
Households	12,863	---	35,008	---	60,351	---
5 Year Projected HHs	13,206	---	35,754	---	61,398	---
HH Growth (%)	2.7%	---	2.1%	---	1.7%	---
Census Stats						
2000 Population	37,234	---	103,327	---	192,900	---
2010 Population	38,855	---	106,850	---	199,635	---
Pop Growth (%)	4.4%	---	3.4%	---	3.5%	---
2000 Households	11,831	---	32,834	---	57,437	---
2010 Households	11,982	---	33,028	---	57,243	---
HH Growth (%)	1.3%	---	0.6%	---	-0.3%	---
Total Population by Age						
Average Age	37.3		37.6		36.7	
19 yrs & under	10,302	24.7%	27,672	24.5%	50,187	23.9%
20 to 24 yrs	4,577	11.0%	12,468	11.0%	27,317	13.0%
25 to 34 yrs	6,329	15.2%	16,934	15.0%	32,718	15.6%
35 to 44 yrs	5,270	12.6%	14,254	12.6%	26,135	12.5%
45 to 54 yrs	4,991	12.0%	13,514	11.9%	24,562	11.7%
55 to 64 yrs	4,735	11.4%	12,684	11.2%	22,562	10.8%
65 to 74 yrs	3,039	7.3%	8,561	7.6%	14,796	7.1%
75 to 84 yrs	1,617	3.9%	4,783	4.2%	8,029	3.8%
85 + yrs	824	2.0%	2,224	2.0%	3,545	1.7%
Population Bases						
20-34 yrs	10,906	26.2%	29,402	26.0%	60,034	28.6%
45-64 yrs	9,726	23.3%	26,198	23.2%	47,125	22.5%
16 yrs +	32,499	78.0%	88,451	78.2%	165,232	78.7%
25 yrs +	26,806	64.3%	72,954	64.5%	132,347	63.1%
65 yrs +	5,481	13.1%	15,568	13.8%	26,370	12.6%
75 yrs +	2,441	5.9%	7,008	6.2%	11,574	5.5%
85 yrs +	824	2.0%	2,224	2.0%	3,545	1.7%



Consumer Demographic Profile

For Market:

Sweetwater Road

Market Definition:

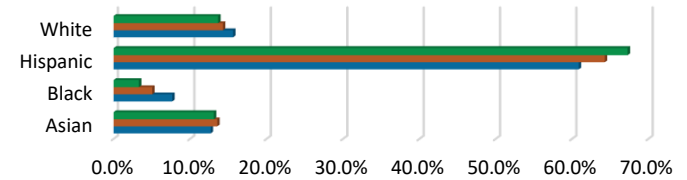
Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)

Date Report Created:

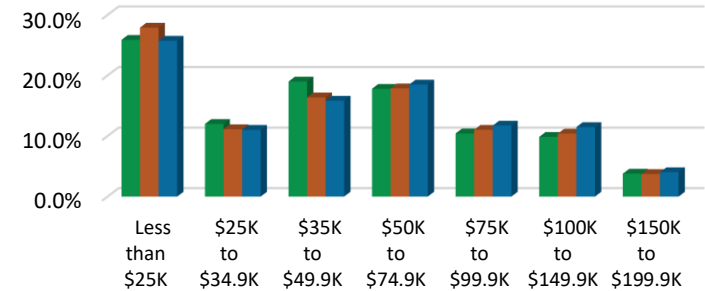
June 2018

	3 Minutes		5 Minutes		7 Minutes	
	#	%	#	%	#	%
Population by Race						
White	5,699	13.7%	16,161	14.3%	32,793	15.6%
Hispanic	28,048	67.3%	72,701	64.3%	127,741	60.9%
Black	1,382	3.3%	5,706	5.0%	16,088	7.7%
Asian	5,464	13.1%	15,328	13.6%	26,622	12.7%
Ancestry						
American Indian (ancestry)	104	0.2%	271	0.2%	547	0.3%
Hawaiian (ancestry)	223	0.5%	683	0.6%	1,389	0.7%
Household Income						
Per Capita Income	\$17,554	---	\$18,089	---	\$17,633	---
Average HH Income	\$56,885	---	\$58,438	---	\$61,312	---
Median HH Income	\$44,248	---	\$44,592	---	\$47,364	---
Less than \$25K	3,329	25.9%	9,768	27.9%	15,531	25.7%
\$25K to \$34.9K	1,544	12.0%	3,897	11.1%	6,651	11.0%
\$35K to \$49.9K	2,445	19.0%	5,733	16.4%	9,557	15.8%
\$50K to \$74.9K	2,290	17.8%	6,256	17.9%	11,167	18.5%
\$75K to \$99.9K	1,341	10.4%	3,863	11.0%	7,076	11.7%
\$100K to \$149.9K	1,269	9.9%	3,639	10.4%	6,925	11.5%
\$150K to \$199.9K	487	3.8%	1,305	3.7%	2,427	4.0%
\$200K +	158	1.2%	546	1.6%	1,018	1.7%
Education						
	26,806		72,954		132,347	
Less than 9th Grade	3,748	14.0%	9,651	13.2%	17,578	13.3%
Some HS, No Diploma	3,951	14.7%	10,212	14.0%	17,663	13.3%
HS Grad (or Equivalent)	7,070	26.4%	19,343	26.5%	34,286	25.9%
Some College, No Degree	6,483	24.2%	17,417	23.9%	31,772	24.0%
Associate Degree	1,837	6.9%	5,221	7.2%	9,951	7.5%
Bachelor Degree	2,900	10.8%	8,325	11.4%	15,521	11.7%
Graduates Degree	595	2.2%	2,099	2.9%	4,325	3.3%

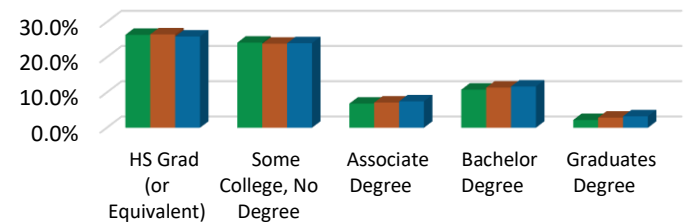
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

For Market:

Sweetwater Road

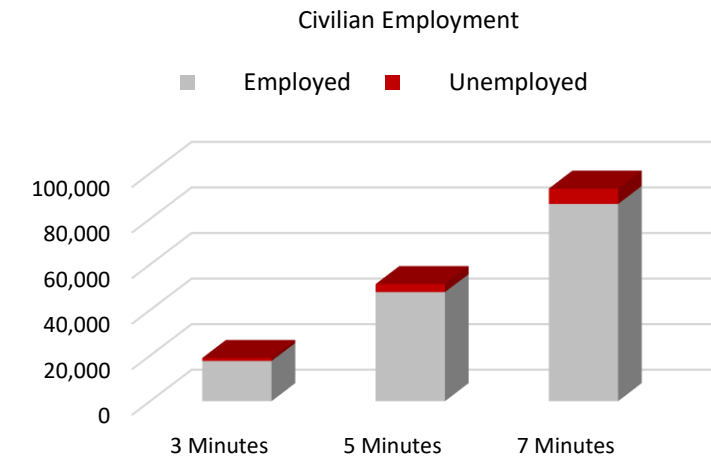
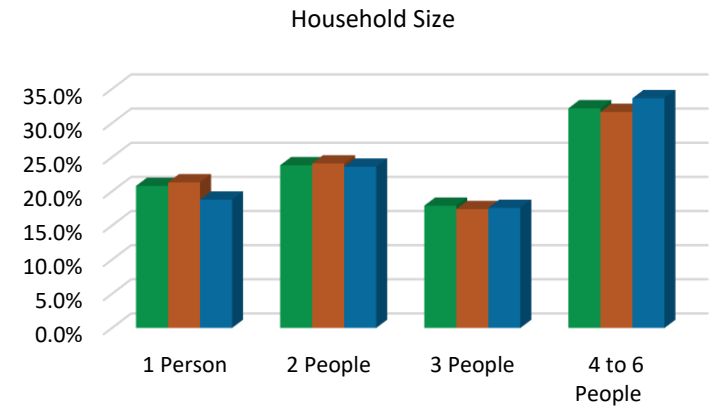
Market Definition:

Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)

Date Report Created:

June 2018

	3 Minutes		5 Minutes		7 Minutes	
	#	%	#	%	#	%
Family Structure	9,516		25,682		46,052	
Single - Male	593	6.2%	1,557	6.1%	2,551	5.5%
Single - Female	1,219	12.8%	3,590	14.0%	6,114	13.3%
Single Parent - Male	470	4.9%	1,126	4.4%	1,997	4.3%
Single Parent - Female	1,475	15.5%	3,769	14.7%	6,617	14.4%
Married w/ Children	2,842	29.9%	7,272	28.3%	13,340	29.0%
Married w/out Children	2,916	30.6%	8,367	32.6%	15,433	33.5%
Household Size						
1 Person	2,677	20.8%	7,464	21.3%	11,343	18.8%
2 People	3,065	23.8%	8,434	24.1%	14,250	23.6%
3 People	2,303	17.9%	6,096	17.4%	10,615	17.6%
4 to 6 People	4,138	32.2%	11,073	31.6%	20,304	33.6%
7+ People	681	5.3%	1,941	5.5%	3,840	6.4%
Home Ownership	12,863		35,008		60,351	
Owners	4,197	32.6%	13,464	38.5%	26,668	44.2%
Renters	8,666	67.4%	21,544	61.5%	33,682	55.8%
Components of Change						
Births	557	1.3%	1,491	1.3%	2,730	1.3%
Deaths	272	0.7%	787	0.7%	1,352	0.6%
Migration	261	0.6%	157	0.1%	-362	-0.2%
Employment (Pop 16+)	32,499		88,451		165,232	
Armed Services	740	2.3%	3,015	3.4%	11,746	7.1%
Civilian	18,936	58.3%	51,392	58.1%	93,296	56.5%
Employed	17,628	54.2%	47,844	54.1%	86,522	52.4%
Unemployed	1,308	4.0%	3,547	4.0%	6,773	4.1%
Not in Labor Force	12,823	39.5%	34,044	38.5%	60,191	36.4%
Employed Population	17,628		47,844		86,522	
White Collar	8,131	46.1%	23,020	48.1%	43,496	50.3%
Blue Collar	9,497	53.9%	24,824	51.9%	43,026	49.7%



Consumer Demographic Profile

For Market:

Sweetwater Road

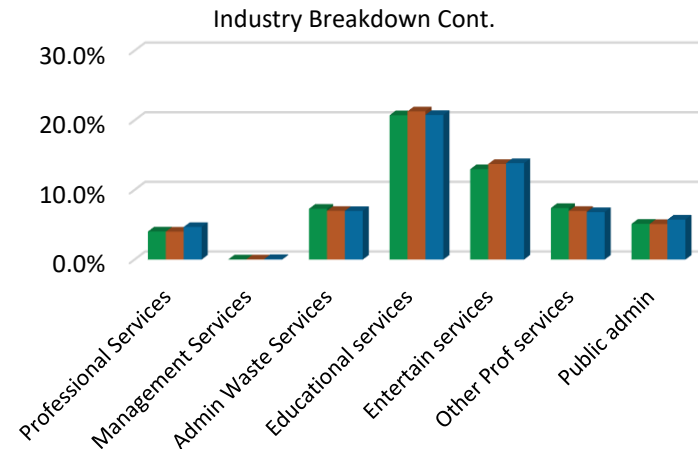
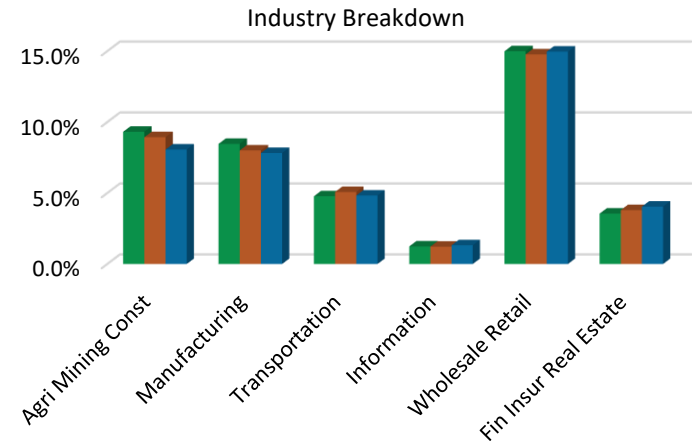
Market Definition:

Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)

Date Report Created:

June 2018

	3 Minutes		5 Minutes		7 Minutes	
	#	%	#	%	#	%
Employment By Occupation	17,628		47,844		86,522	
White Collar	8,131	46.1%	23,020	48.1%	43,496	50.3%
Managerial executive	1,432	8.1%	3,823	8.0%	7,563	8.7%
Prof specialty	1,913	10.9%	6,088	12.7%	11,668	13.5%
Healthcare support	513	2.9%	1,747	3.7%	2,947	3.4%
Sales	1,845	10.5%	5,024	10.5%	9,217	10.7%
Office Admin	2,428	13.8%	6,339	13.2%	12,102	14.0%
Blue Collar	9,497	53.9%	24,824	51.9%	43,026	49.7%
Protective	603	3.4%	1,414	3.0%	2,503	2.9%
Food Prep Serving	1,345	7.6%	3,757	7.9%	6,782	7.8%
Bldg Maint/Cleaning	1,552	8.8%	4,252	8.9%	7,790	9.0%
Personal Care	1,115	6.3%	2,876	6.0%	4,817	5.6%
Farming/Fishing/Forestry	137	0.8%	238	0.5%	436	0.5%
Construction	2,192	12.4%	5,689	11.9%	9,421	10.9%
Production Transp	2,554	14.5%	6,597	13.8%	11,279	13.0%
Employment By Industry	17,628		47,844		86,522	
Agri Mining Const	1,643	9.3%	4,276	8.9%	6,980	8.1%
Manufacturing	1,493	8.5%	3,830	8.0%	6,769	7.8%
Transportation	842	4.8%	2,428	5.1%	4,176	4.8%
Information	218	1.2%	585	1.2%	1,143	1.3%
Wholesale Retail	2,643	15.0%	7,068	14.8%	12,950	15.0%
Fin Insur Real Estate	626	3.6%	1,817	3.8%	3,498	4.0%
Professional Services	712	4.0%	1,925	4.0%	4,057	4.7%
Management Services	7	0.0%	17	0.0%	76	0.1%
Admin Waste Services	1,287	7.3%	3,350	7.0%	6,043	7.0%
Educational services	3,655	20.7%	10,185	21.3%	17,974	20.8%
Entertain services	2,289	13.0%	6,571	13.7%	11,986	13.9%
Other Prof services	1,307	7.4%	3,345	7.0%	5,900	6.8%
Public admin	907	5.1%	2,447	5.1%	4,970	5.7%



Household Segmentation Profile

For Market: Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)

Date: June 2018

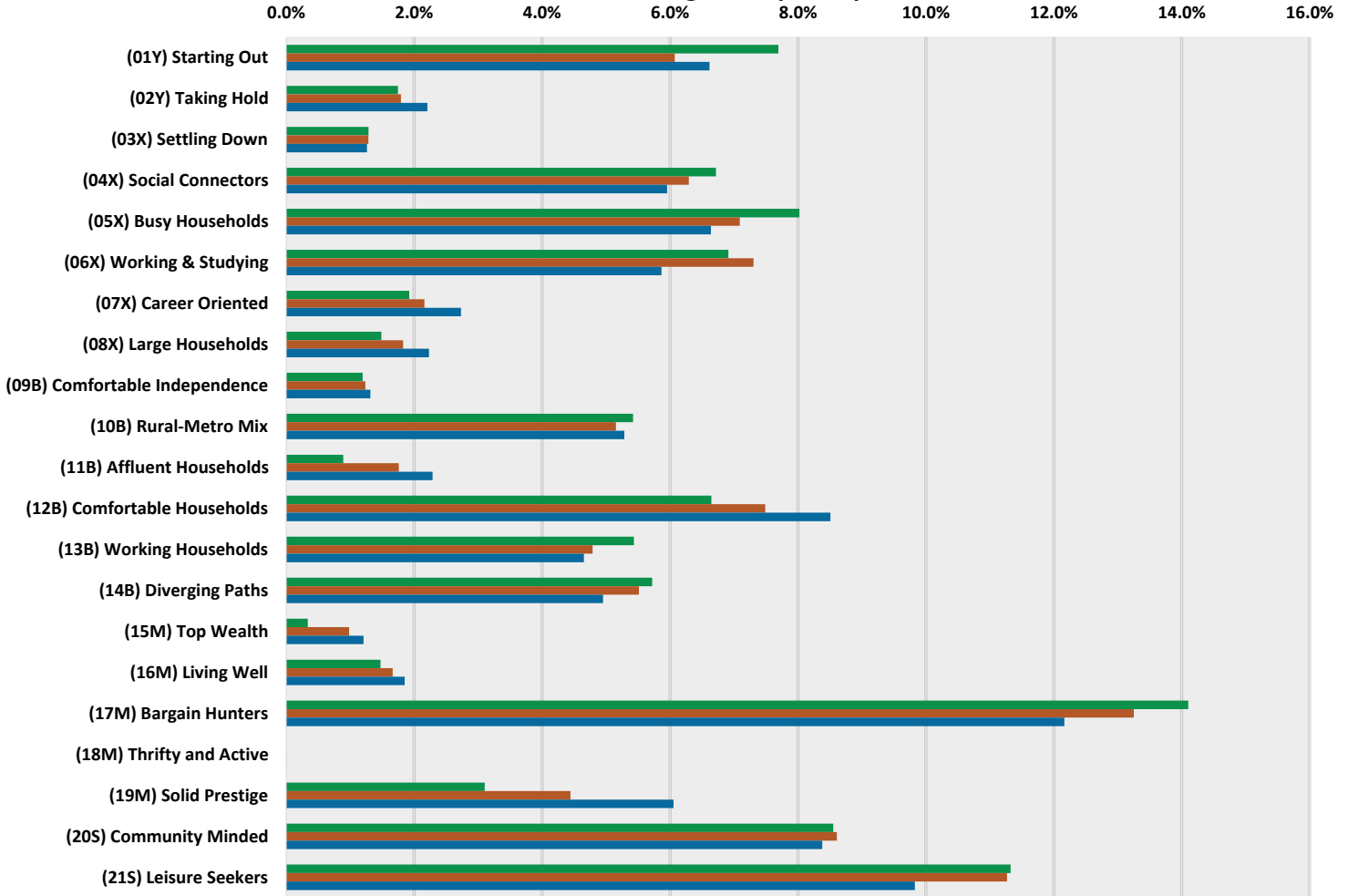


Trade Area 1:
Sweetwater
3 Minute Drive Time

Trade Area 2:
Sweetwater
5 Minute Drive Time

Trade Area 3:
Sweetwater
7 Minute Drive Time

Household Lifestage Group Comparison



Trade Area 1:
Sweetwater
3 Minute Drive Time

Trade Area 2:
Sweetwater
5 Minute Drive Time

Trade Area 3:
Sweetwater
7 Minute Drive Time

Total Households

12,049

100%

33,331

100%

57,863

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	63- Staying Home	(17M) Bargain Hunters	1,047	8.7%	2,697	8.1%	3,959	6.8%
2	36- Persistent & Productive	(20S) Community Minded	738	6.1%	2,031	6.1%	3,318	5.7%
3	62- Movies & Sports	(05X) Busy Households	714	5.9%	1,721	5.2%	2,713	4.7%
4	38- Occupational Mix	(13B) Working Households	655	5.4%	1,597	4.8%	2,693	4.7%
5	53- Metro Strivers	(10B) Rural-Metro Mix	653	5.4%	1,718	5.2%	3,058	5.3%
6	70- Favorably Frugal	(06X) Working & Studying	553	4.6%	1,225	3.7%	1,800	3.1%
7	33- Urban Diversity	(14B) Diverging Paths	481	4.0%	1,191	3.6%	1,791	3.1%
8	59- Mobile Mixers	(04X) Social Connectors	471	3.9%	1,231	3.7%	1,934	3.3%
9	17- Firmly Established	(12B) Comfortable Households	437	3.6%	1,400	4.2%	2,833	4.9%
10	66- Helping Hands	(21S) Leisure Seekers	384	3.2%	1,218	3.7%	1,666	2.9%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)

Date: June 2018



TOTAL HOUSEHOLDS		12,049	100%	33,331	100%	57,863	100%
Lifestage Group	Cluster Name	Sweetwater 3 Minute Drive Time		Sweetwater 5 Minute Drive Time		Sweetwater 7 Minute Drive Time	
(01Y) Starting Out		927	7.7%	2,024	6.1%	3,828	6.6%
	39- Setting Goals	236	2.0%	549	1.6%	975	1.7%
	45- Offices & Entertainment	132	1.1%	303	0.9%	566	1.0%
	57- Collegiate Crowd	245	2.0%	496	1.5%	1,086	1.9%
	58- Outdoor Fervor	0	0.0%	1	0.0%	2	0.0%
	67- First Steps	314	2.6%	676	2.0%	1,200	2.1%
(02Y) Taking Hold		210	1.7%	598	1.8%	1,277	2.2%
	18- Climbing the Ladder	19	0.2%	79	0.2%	148	0.3%
	21- Children First	68	0.6%	163	0.5%	361	0.6%
	24- Career Building	91	0.8%	262	0.8%	577	1.0%
	30- Out & About	33	0.3%	94	0.3%	191	0.3%
(03X) Settling Down		155	1.3%	428	1.3%	730	1.3%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	5	0.0%	7	0.0%
	46- Rural & Active	155	1.3%	423	1.3%	723	1.2%
(04X) Social Connectors		810	6.7%	2,097	6.3%	3,445	6.0%
	42- Creative Variety	87	0.7%	285	0.9%	569	1.0%
	52- Stylish & Striving	252	2.1%	581	1.7%	942	1.6%
	59- Mobile Mixers	471	3.9%	1,231	3.7%	1,934	3.3%
(05X) Busy Households		967	8.0%	2,364	7.1%	3,841	6.6%
	37- Firm Foundations	252	2.1%	642	1.9%	1,129	2.0%
	62- Movies & Sports	714	5.9%	1,721	5.2%	2,713	4.7%
(06X) Working & Studying		833	6.9%	2,435	7.3%	3,394	5.9%
	61- City Life	187	1.6%	877	2.6%	1,064	1.8%
	69- Productive Havens	92	0.8%	333	1.0%	531	0.9%
	70- Favorably Frugal	553	4.6%	1,225	3.7%	1,800	3.1%
(07X) Career Oriented		232	1.9%	720	2.2%	1,581	2.7%
	06- Casual Comfort	66	0.5%	242	0.7%	577	1.0%
	10- Careers & Travel	16	0.1%	60	0.2%	131	0.2%
	20- Carving Out Time	27	0.2%	107	0.3%	245	0.4%
	26- Getting Established	123	1.0%	311	0.9%	629	1.1%
(08X) Large Households		179	1.5%	609	1.8%	1,291	2.2%
	11- Schools & Shopping	25	0.2%	137	0.4%	274	0.5%
	12- On the Go	30	0.2%	94	0.3%	203	0.4%
	19- Country Comfort	0	0.0%	0	0.0%	0	0.0%
	27- Tenured Proprietors	125	1.0%	378	1.1%	813	1.4%
(09B) Comfortable Independence		144	1.2%	412	1.2%	761	1.3%
	29- City Mixers	0	0.0%	20	0.1%	20	0.0%
	35- Working & Active	54	0.4%	153	0.5%	295	0.5%
	56- Metro Active	90	0.7%	239	0.7%	446	0.8%
(10B) Rural-Metro Mix		653	5.4%	1,718	5.2%	3,058	5.3%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	653	5.4%	1,718	5.2%	3,058	5.3%
	60- Rural & Mobile	0	0.0%	0	0.0%	0	0.0%

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

Household Segmentation Profile

Market: Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)

Date: June 2018



TOTAL HOUSEHOLDS		12,049	100%	33,331	100%	57,863	100%
Lifestage Group	Cluster Name	Sweetwater 3 Minute Drive Time		Sweetwater 5 Minute Drive Time		Sweetwater 7 Minute Drive Time	
(11B) Affluent Households		107	0.9%	587	1.8%	1,324	2.3%
	01- Summit Estates	4	0.0%	41	0.1%	98	0.2%
	04- Top Professionals	37	0.3%	280	0.8%	637	1.1%
	07- Active Lifestyles	67	0.6%	265	0.8%	588	1.0%
(12B) Comfortable Households		801	6.6%	2,496	7.5%	4,923	8.5%
	13- Work & Play	364	3.0%	1,096	3.3%	2,091	3.6%
	17- Firmly Established	437	3.6%	1,400	4.2%	2,833	4.9%
(13B) Working Households		655	5.4%	1,597	4.8%	2,693	4.7%
	38- Occupational Mix	655	5.4%	1,597	4.8%	2,693	4.7%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		689	5.7%	1,838	5.5%	2,866	5.0%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	52	0.4%	141	0.4%	276	0.5%
	31- Mid-Americana	105	0.9%	269	0.8%	516	0.9%
	32- Metro Mix	52	0.4%	237	0.7%	283	0.5%
	33- Urban Diversity	481	4.0%	1,191	3.6%	1,791	3.1%
(15M) Top Wealth		41	0.3%	328	1.0%	699	1.2%
	02- Established Elite	8	0.1%	80	0.2%	158	0.3%
	03- Corporate Connected	32	0.3%	247	0.7%	541	0.9%
(16M) Living Well		178	1.5%	555	1.7%	1,072	1.9%
	14- Career Centered	107	0.9%	340	1.0%	635	1.1%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	71	0.6%	215	0.6%	437	0.8%
(17M) Bargain Hunters		1,699	14.1%	4,417	13.3%	7,040	12.2%
	43- Work & Causes	129	1.1%	352	1.1%	651	1.1%
	44- Open Houses	175	1.5%	424	1.3%	765	1.3%
	55- Community Life	235	2.0%	561	1.7%	1,063	1.8%
	63- Staying Home	1,047	8.7%	2,697	8.1%	3,959	6.8%
	68- Staying Healthy	114	0.9%	382	1.1%	602	1.0%
(18M) Thrifty & Active		0	0.0%	1	0.0%	1	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	1	0.0%	1	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		374	3.1%	1,481	4.4%	3,503	6.1%
	05- Active & Involved	104	0.9%	383	1.1%	836	1.4%
	08- Solid Surroundings	121	1.0%	500	1.5%	1,254	2.2%
	09- Busy Schedules	149	1.2%	598	1.8%	1,412	2.4%
(20S) Community Minded		1,031	8.6%	2,869	8.6%	4,849	8.4%
	25- Clubs & Causes	129	1.1%	405	1.2%	733	1.3%
	28- Community Pillars	163	1.4%	434	1.3%	798	1.4%
	36- Persistent & Productive	738	6.1%	2,031	6.1%	3,318	5.7%
(21S) Leisure Seekers		1,364	11.3%	3,756	11.3%	5,686	9.8%
	49- Home & Garden	242	2.0%	670	2.0%	1,098	1.9%
	51- Role Models	206	1.7%	508	1.5%	863	1.5%
	64- Practical & Careful	208	1.7%	569	1.7%	772	1.3%
	65- Hobbies & Shopping	325	2.7%	792	2.4%	1,287	2.2%
	66- Helping Hands	384	3.2%	1,218	3.7%	1,666	2.9%

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

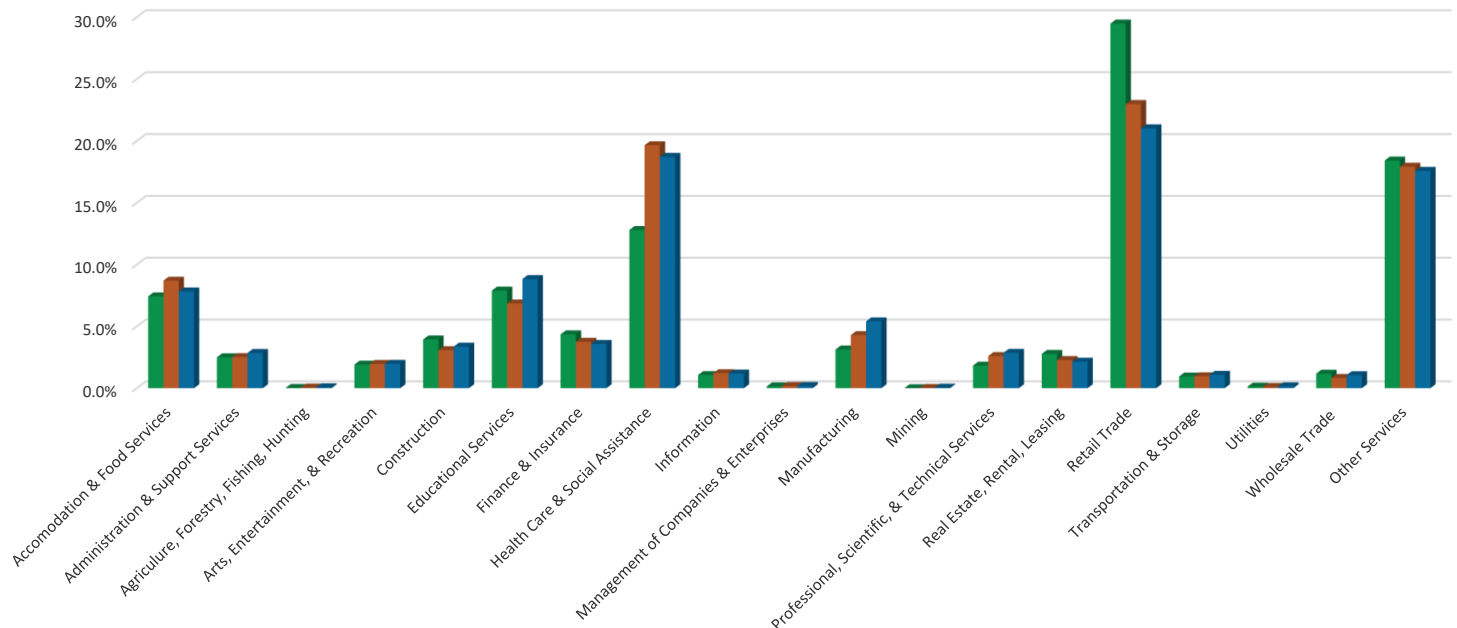
Employment Profile

For Market: Sweetwater Road
Market Definition: Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)
Date Report Created: June 2018

	3 Minutes		5 Minutes		7 Minutes	
Daytime Population	39,209		107,043		186,982	
Student Population	9,850		22,612		44,499	
Median Employee Salary	40,104		41,900		42,689	
Average Employee Salary	48,689		50,752		51,056	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	355	2.7%	997	2.4%	1,585	2.5%
15,000 to 30,000 CrYr	3,803	29.2%	10,825	26.3%	15,472	24.4%
30,000 to 45,000 CrYr	3,288	25.3%	10,751	26.1%	16,801	26.5%
45,000 to 60,000 CrYr	2,499	19.2%	7,977	19.4%	12,768	20.2%
60,000 to 75,000 CrYr	906	7.0%	2,914	7.1%	4,846	7.7%
75,000 to 90,000 CrYr	718	5.5%	2,468	6.0%	3,988	6.3%
90,000 to 100,000 CrYr	270	2.1%	853	2.1%	1,169	1.8%
Over 100,000 CrYr	1,179	9.1%	4,429	10.7%	6,664	10.5%

Industry Groups

Employee's by Industry



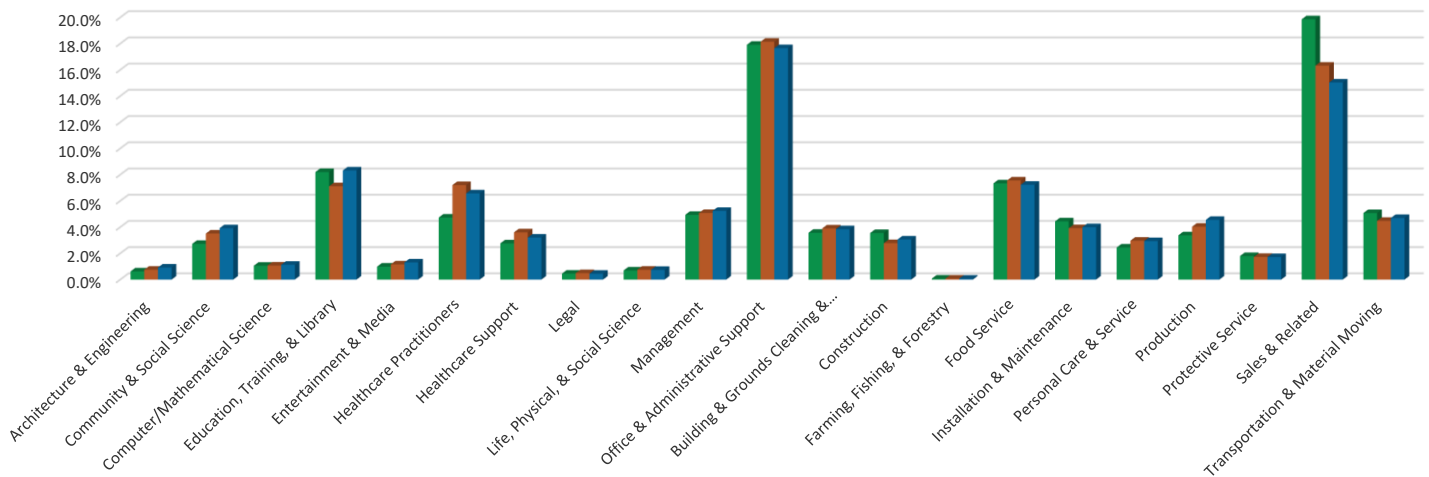
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	738	100%	13,018	100%	2,498	100%	41,215	100%	3,782	100%	63,293	100%
Accommodation & Food Services	55	7.5%	968	7.4%	193	7.7%	3,588	8.7%	279	7.4%	4,957	7.8%
Administration & Support Services	27	3.7%	326	2.5%	70	2.8%	1,038	2.5%	113	3.0%	1,807	2.9%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	3	0.0%	5	0.2%	21	0.1%	7	0.2%	50	0.1%
Arts, Entertainment, & Recreation	16	2.1%	249	1.9%	55	2.2%	809	2.0%	77	2.0%	1,248	2.0%
Construction	39	5.4%	514	3.9%	101	4.0%	1,271	3.1%	168	4.5%	2,130	3.4%
Educational Services	17	2.3%	1,029	7.9%	61	2.5%	2,828	6.9%	100	2.7%	5,591	8.8%
Finance & Insurance	46	6.3%	567	4.4%	136	5.4%	1,549	3.8%	198	5.2%	2,269	3.6%
Health Care & Social Assistance	118	15.9%	1,667	12.8%	537	21.5%	8,101	19.7%	782	20.7%	11,851	18.7%
Information	10	1.4%	139	1.1%	42	1.7%	503	1.2%	60	1.6%	750	1.2%
Management of Companies & Enterprises	2	0.3%	19	0.1%	3	0.1%	73	0.2%	4	0.1%	115	0.2%
Manufacturing	20	2.6%	408	3.1%	78	3.1%	1,771	4.3%	142	3.8%	3,426	5.4%
Mining	0	0.0%	0	0.0%	0	0.0%	6	0.0%	1	0.0%	30	0.0%
Professional, Scientific, & Technical Services	39	5.3%	238	1.8%	164	6.6%	1,073	2.6%	264	7.0%	1,812	2.9%
Real Estate, Rental, Leasing	56	7.6%	362	2.8%	142	5.7%	939	2.3%	202	5.3%	1,360	2.1%
Retail Trade	133	18.0%	3,839	29.5%	416	16.7%	9,475	23.0%	607	16.1%	13,308	21.0%
Transportation & Storage	6	0.8%	123	0.9%	15	0.6%	399	1.0%	30	0.8%	687	1.1%
Utilities	1	0.1%	16	0.1%	3	0.1%	43	0.1%	6	0.1%	98	0.2%
Wholesale Trade	17	2.3%	152	1.2%	40	1.6%	342	0.8%	79	2.1%	669	1.1%
Other Services	134	18.2%	2,398	18.4%	436	17.5%	7,387	17.9%	663	17.5%	11,135	17.6%

Employment Profile

For Market: Sweetwater Road
Market Definition: Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)
Date Report Created: June 2018

Occupations	3 Minutes		5 Minutes		7 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	6,280	48.2%	21,435	52.0%	33,268	52.6%
Architecture & Engineering	81	0.6%	310	0.8%	580	0.9%
Community & Social Science	355	2.7%	1,447	3.5%	2,477	3.9%
Computer/Mathematical Science	138	1.1%	442	1.1%	713	1.1%
Education, Training, & Library	1,068	8.2%	2,933	7.1%	5,269	8.3%
Entertainment & Media	129	1.0%	477	1.2%	828	1.3%
Healthcare Practitioners	616	4.7%	2,971	7.2%	4,161	6.6%
Healthcare Support	360	2.8%	1,484	3.6%	2,026	3.2%
Legal	59	0.5%	202	0.5%	281	0.4%
Life, Physical, & Social Science	91	0.7%	309	0.8%	470	0.7%
Management	642	4.9%	2,093	5.1%	3,315	5.2%
Office & Administrative Support	2,331	17.9%	7,475	18.1%	11,172	17.7%
Blue Collar	6,706	51.5%	19,677	47.7%	29,821	47.1%
Building & Grounds Cleaning & Maintenance	465	3.6%	1,607	3.9%	2,429	3.8%
Construction	462	3.5%	1,145	2.8%	1,934	3.1%
Farming, Fishing, & Forestry	10	0.1%	32	0.1%	43	0.1%
Food Service	955	7.3%	3,115	7.6%	4,577	7.2%
Installation & Maintenance	578	4.4%	1,615	3.9%	2,529	4.0%
Personal Care & Service	319	2.4%	1,222	3.0%	1,857	2.9%
Production	439	3.4%	1,661	4.0%	2,879	4.5%
Protective Service	234	1.8%	712	1.7%	1,086	1.7%
Sales & Related	2,585	19.9%	6,724	16.3%	9,514	15.0%
Transportation & Material Moving	661	5.1%	1,845	4.5%	2,972	4.7%
Military Services	32	0.2%	102	0.2%	204	0.3%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	13,018	41,215	63,293
2017 Q3	12,340	39,632	59,869
2017 Q2	12,787	40,267	61,848
2017 Q1	12,779	40,247	61,826
2016 Q4	12,962	40,811	62,687
2016 Q3	12,154	38,974	58,929
2016 Q2	12,877	40,584	62,337
2016 Q1	12,808	40,367	61,990
2015 Q4	12,930	40,649	62,311

Consumer Demand & Market Supply Assessment

For Market: Sweetwater Road
Market Definition: Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)
Date Report Created: June 2018

	3 Minutes			5 Minutes			7 Minutes		
Demographics									
Population	41,685			113,095			209,851		
5-Year Population estimate	42,814			115,492			213,347		
Population Households	40,515			110,224			198,536		
Group Quarters Population	1,169			2,871			11,315		
Households	12,863			35,008			60,351		
5-Year Households estimate	13,206			35,754			61,398		
WorkPlace Establishments	738			2,498			3,782		
Workplace Employees	13,018			41,215			63,293		
Median Household Income	\$44,248			\$44,592			\$47,364		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Used Merchandise Stores	\$2,090,357	\$0	(\$2,090,357) -100%	\$5,737,459	\$4,909,815	(\$827,644) -14%	\$10,396,524	\$5,103,404	(\$5,293,120) -51%
Furniture Stores	\$7,223,649	\$597,606	(\$6,626,043) -92%	\$19,829,432	\$10,626,362	(\$9,203,070) -46%	\$36,067,368	\$21,452,143	(\$14,615,225) -41%
Vending Machine Operators (Non-Store)	\$4,463,663	\$859,233	(\$3,604,430) -81%	\$12,315,562	\$859,233	(\$11,456,329) -93%	\$22,157,511	\$859,233	(\$21,298,278) -96%
Electronic Shopping/Mail Order Houses	\$88,928,223	\$29,915,461	(\$59,012,762) -66%	\$246,517,726	\$36,731,562	(\$209,786,163) -85%	\$440,881,885	\$60,141,976	(\$380,739,909) -86%
Special Food Services	\$6,665,788	\$2,308,603	(\$4,357,186) -65%	\$19,285,080	\$7,554,846	(\$11,730,234) -61%	\$33,119,569	\$13,349,138	(\$19,770,431) -60%
Other Misc. Store Retailers	\$10,051,773	\$4,253,793	(\$5,797,981) -58%	\$27,614,968	\$15,617,293	(\$11,997,675) -43%	\$50,019,757	\$24,461,847	(\$25,557,911) -51%
Direct Selling Establishments	\$3,573,739	\$1,540,595	(\$2,033,144) -57%	\$9,805,533	\$3,398,822	(\$6,406,711) -65%	\$17,713,486	\$5,935,139	(\$11,778,347) -66%
Specialty Food Stores	\$3,960,648	\$1,718,824	(\$2,241,824) -57%	\$10,878,028	\$8,446,156	(\$2,431,872) -22%	\$19,658,677	\$12,631,852	(\$7,026,825) -36%
Other Motor Vehicle Dealers	\$6,715,518	\$4,131,255	(\$2,584,262) -38%	\$18,411,542	\$15,976,106	(\$2,435,436) -13%	\$33,496,490	\$38,467,975	\$4,971,485 15%
Other General Merchandise Stores	\$72,266,571	\$47,485,094	(\$24,781,477) -34%	\$198,426,505	\$246,731,358	\$48,304,853 24%	\$358,685,533	\$441,458,473	\$82,772,941 23%
Electronics/Appliance	\$11,644,732	\$7,899,738	(\$3,744,994) -32%	\$33,011,872	\$21,507,303	(\$11,504,568) -35%	\$57,752,853	\$34,224,638	(\$23,528,215) -41%
Florists/Misc. Store Retailers	\$968,286	\$668,693	(\$299,593) -31%	\$2,656,166	\$1,472,226	(\$1,183,940) -45%	\$4,817,329	\$2,573,965	(\$2,243,364) -47%
Beer/Wine/Liquor Stores	\$5,752,048	\$4,408,199	(\$1,343,849) -23%	\$15,802,872	\$13,988,673	(\$1,814,199) -11%	\$28,645,863	\$20,756,949	(\$7,888,914) -28%
Clothing Stores	\$30,704,409	\$26,080,632	(\$4,623,777) -15%	\$84,110,244	\$115,642,772	\$31,532,528 37%	\$152,771,491	\$138,652,587	(\$14,118,904) -9%
Full-Service Restaurants	\$31,560,690	\$30,672,062	(\$888,628) -3%	\$92,959,083	\$92,432,545	(\$526,538) -1%	\$156,444,511	\$139,983,554	(\$16,460,957) -11%
Home Furnishing Stores	\$6,664,672	\$6,502,141	(\$162,532) -2%	\$18,268,726	\$16,395,837	(\$1,872,889) -10%	\$33,093,899	\$27,541,950	(\$5,551,949) -17%
Grocery Stores	\$71,369,403	\$71,098,629	(\$270,774) 0%	\$195,952,321	\$149,963,396	(\$45,988,925) -23%	\$354,223,167	\$222,117,615	(\$132,105,552) -37%
Sporting Goods/Hobby/Musical Instrument	\$7,900,690	\$8,319,799	\$419,109 5%	\$21,648,864	\$21,278,011	(\$370,853) -2%	\$39,353,619	\$34,334,928	(\$5,018,691) -13%
Office Supplies/Stationary/Gift	\$3,853,890	\$4,152,134	\$298,244 8%	\$10,676,548	\$9,475,118	(\$1,201,430) -11%	\$19,137,003	\$13,984,710	(\$5,152,292) -27%
Gasoline Stations	\$49,772,709	\$57,803,454	\$8,030,745 16%	\$136,381,740	\$114,322,294	(\$22,059,445) -16%	\$247,595,028	\$210,974,115	(\$36,620,913) -15%
Automotive Parts/Accessories/Tire	\$11,555,806	\$13,433,265	\$1,877,458 16%	\$31,617,018	\$43,540,610	\$11,923,592 38%	\$57,217,445	\$67,242,685	\$10,025,239 18%
Health/Personal Care Stores	\$39,212,053	\$48,606,140	\$9,394,086 24%	\$107,429,324	\$120,404,680	\$12,975,356 12%	\$194,155,978	\$191,342,898	(\$2,813,080) -1%
Limited-Service Eating Places	\$30,548,328	\$38,346,628	\$7,798,300 26%	\$88,375,713	\$109,174,214	\$20,798,500 24%	\$151,776,343	\$154,556,803	\$2,780,460 2%
Lawn/Garden Equipment/Supplies Stores	\$4,014,196	\$5,131,828	\$1,117,632 28%	\$11,013,841	\$5,192,029	(\$5,821,812) -53%	\$19,976,551	\$5,192,029	(\$14,784,522) -74%
Shoe Stores	\$4,255,253	\$5,683,876	\$1,428,623 34%	\$11,642,257	\$25,803,644	\$14,161,387 122%	\$21,195,104	\$29,519,339	\$8,324,235 39%
Building Material/Supplies Dealers	\$37,659,446	\$50,846,125	\$13,186,679 35%	\$103,245,150	\$103,931,107	\$685,957 1%	\$187,087,276	\$150,833,914	(\$36,253,362) -19%
Book/Periodical/Music Stores	\$2,629,446	\$3,981,390	\$1,351,945 51%	\$7,253,735	\$6,898,249	(\$355,486) -5%	\$13,134,031	\$11,362,040	(\$1,771,991) -13%
Automotive Dealers	\$123,983,210	\$190,503,820	\$66,520,610 54%	\$339,643,500	\$464,182,173	\$124,538,673 37%	\$618,337,388	\$641,764,880	\$23,427,492 4%
Jewelry/Luggage/Leather Goods	\$4,421,427	\$6,835,726	\$2,414,299 55%	\$12,120,070	\$26,899,684	\$14,779,613 122%	\$22,004,075	\$28,552,248	\$6,548,172 30%
Bar/Drinking Places (Alcoholic Beverages)	\$1,666,332	\$2,766,667	\$1,100,335 66%	\$5,038,849	\$7,848,128	\$2,809,279 56%	\$8,230,690	\$10,816,350	\$2,585,660 31%
Department Stores	\$17,636,360	\$57,599,247	\$39,962,887 227%	\$48,368,561	\$141,180,549	\$92,811,988 192%	\$87,616,369	\$173,855,604	\$86,239,235 98%
Consumer Demand/Market Supply Index	\$703,713,317	\$734,150,658	96	\$1,946,038,288	\$1,962,384,795	99	\$3,496,762,812	\$2,934,044,979	119

Consumer Demand & Market Supply Assessment

For Market: Sweetwater Road
 Market Definition: Sweetwater Rd & E. 30th St - National City (Lat: 32.6610, Long: -117.0845)
 Date Report Created: June 2018

By Major Product Lines	3 Minutes			5 Minutes			7 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Furniture/Sleep/Outdoor/Patio Furniture	\$18,414,588	\$7,358,632	(\$11,055,956) -60%	\$50,547,320	\$27,722,383	(\$22,824,936) -45%	\$91,960,103	\$46,679,044	(\$45,281,059) -49%
Computer Hardware/Software/Supplies	\$13,681,999	\$7,027,441	(\$6,654,559) -49%	\$41,564,039	\$13,662,670	(\$27,901,369) -67%	\$66,918,075	\$22,008,241	(\$44,909,834) -67%
Pets/Pet Foods/Pet Supplies	\$5,647,029	\$3,193,934	(\$2,453,095) -43%	\$15,594,114	\$10,407,662	(\$5,186,452) -33%	\$28,347,157	\$16,363,531	(\$11,983,626) -42%
All Other Merchandise	\$27,235,073	\$18,329,661	(\$8,905,412) -33%	\$74,731,318	\$51,214,443	(\$23,516,875) -31%	\$135,317,668	\$77,980,274	(\$57,337,395) -42%
Audio Equipment/Musical Instruments	\$3,958,427	\$2,925,759	(\$1,032,668) -26%	\$10,849,984	\$6,923,106	(\$3,926,878) -36%	\$19,669,575	\$10,435,965	(\$9,233,610) -47%
Groceries/Other Food Items (Off Premises)	\$110,566,185	\$89,852,121	(\$20,714,064) -19%	\$303,311,216	\$257,902,644	(\$45,408,572) -15%	\$548,771,353	\$413,647,907	(\$135,123,446) -25%
Alcoholic Drinks Served at the Establishment	\$14,076,146	\$11,472,169	(\$2,603,977) -18%	\$42,780,576	\$34,067,292	(\$8,713,284) -20%	\$69,482,418	\$50,560,642	(\$18,921,776) -27%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$86,313,858	\$72,275,123	(\$14,038,735) -16%	\$236,406,574	\$184,017,980	(\$52,388,593) -22%	\$427,126,170	\$286,883,829	(\$140,242,342) -33%
Cigars/Cigarettes/Tobacco/Accessories	\$8,574,902	\$7,185,593	(\$1,389,309) -16%	\$23,420,475	\$21,700,152	(\$1,720,323) -7%	\$42,134,216	\$37,049,031	(\$5,085,186) -12%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,308,095	\$1,151,315	(\$156,780) -12%	\$3,579,325	\$2,564,575	(\$1,014,750) -28%	\$6,457,443	\$4,438,173	(\$2,019,269) -31%
Photographic Equipment/Supplies	\$740,597	\$654,091	(\$86,507) -12%	\$2,027,664	\$1,905,856	(\$121,808) -6%	\$3,681,506	\$3,035,272	(\$646,234) -18%
Televisions/VCR/Video Cameras/DVD etc	\$4,430,668	\$4,027,656	(\$403,012) -9%	\$12,150,940	\$12,395,759	\$244,819 2%	\$22,067,599	\$19,899,894	(\$2,167,704) -10%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,153,808	\$5,608,911	(\$544,897) -9%	\$16,855,223	\$14,460,886	(\$2,394,337) -14%	\$30,697,485	\$22,996,303	(\$7,701,183) -25%
Packaged Liquor/Wine/Beer	\$12,574,687	\$11,760,839	(\$813,848) -6%	\$34,501,351	\$33,104,587	(\$1,396,765) -4%	\$62,715,969	\$52,042,656	(\$10,673,313) -17%
Kitchenware/Home Furnishings	\$8,403,044	\$7,924,658	(\$478,386) -6%	\$23,046,342	\$21,736,921	(\$1,309,421) -6%	\$41,744,858	\$32,296,253	(\$9,448,605) -23%
Womens/Juniors/Misses Wear	\$25,944,318	\$26,661,242	\$716,924 3%	\$71,106,581	\$92,571,453	\$21,464,872 30%	\$129,004,691	\$116,026,223	(\$12,978,468) -10%
Automotive Tires/Tubes/Batteries/Parts	\$22,441,996	\$23,579,378	\$1,137,382 5%	\$61,380,733	\$67,504,058	\$6,123,325 10%	\$111,036,220	\$101,306,502	(\$9,729,718) -9%
Floor/Floor Coverings	\$5,529,754	\$5,957,172	\$427,418 8%	\$15,138,791	\$13,571,075	(\$1,567,717) -10%	\$27,370,710	\$21,185,866	(\$6,184,844) -23%
Footwear, including Accessories	\$10,281,336	\$11,166,671	\$885,335 9%	\$28,126,145	\$41,709,540	\$13,583,395 48%	\$51,210,197	\$50,751,890	(\$458,307) -1%
Meats/Nonalcoholic Beverages	\$59,740,659	\$65,692,299	\$5,951,640 10%	\$172,767,083	\$191,679,109	\$18,912,026 11%	\$296,847,098	\$282,656,076	(\$14,191,022) -5%
Small Electric Appliances	\$1,487,787	\$1,661,809	\$174,022 12%	\$4,058,262	\$4,523,971	\$465,709 11%	\$7,339,938	\$6,865,294	(\$474,644) -6%
Lawn/Garden/Farm Equipment/Supplies	\$10,746,727	\$12,017,478	\$1,270,751 12%	\$29,475,086	\$21,102,995	(\$8,372,091) -28%	\$53,445,213	\$29,554,162	(\$23,891,051) -45%
Paper/Related Products	\$3,028,281	\$3,455,303	\$427,021 14%	\$8,296,441	\$11,976,814	\$3,680,373 44%	\$14,967,733	\$19,515,535	\$4,547,801 30%
Sewing/Knitting Materials/Supplies	\$292,679	\$342,848	\$50,170 17%	\$806,774	\$968,721	\$161,946 20%	\$1,465,890	\$1,564,607	\$98,718 7%
Books/Periodicals	\$3,083,371	\$3,660,913	\$577,542 19%	\$8,500,177	\$7,070,376	(\$1,429,801) -17%	\$15,453,977	\$11,320,311	(\$4,133,666) -27%
Mens Wear	\$9,803,851	\$11,690,559	\$1,886,709 19%	\$26,834,483	\$39,019,205	\$12,184,722 45%	\$48,918,895	\$50,335,857	\$1,416,961 3%
Automotive Fuels	\$45,417,217	\$54,839,200	\$9,421,984 21%	\$124,348,057	\$121,059,284	(\$3,288,773) -3%	\$226,170,284	\$220,989,519	(\$5,180,766) -2%
Toys/Hobby Goods/Games	\$3,564,472	\$4,339,549	\$775,077 22%	\$9,758,673	\$11,861,519	\$2,102,846 22%	\$17,705,073	\$17,772,168	\$67,095 0%
Soaps/Detergents/Household Cleaners	\$3,408,248	\$4,160,194	\$751,947 22%	\$9,336,624	\$12,589,360	\$3,252,735 35%	\$16,844,647	\$19,871,117	\$3,026,470 18%
Retailer Services	\$20,453,450	\$25,072,871	\$4,619,421 23%	\$56,221,615	\$64,356,073	\$8,134,457 14%	\$102,405,441	\$95,611,499	(\$6,793,942) -7%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,718,643	\$13,447,347	\$2,728,705 25%	\$29,370,570	\$28,643,293	(\$727,277) -2%	\$53,167,305	\$42,056,551	(\$11,110,754) -21%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,828,757	\$3,722,463	\$893,707 32%	\$7,753,575	\$7,732,452	(\$21,122) -0%	\$14,035,365	\$11,269,008	(\$2,766,357) -20%
Dimensional Lumber/Other Building Materials	\$15,414,779	\$20,400,774	\$4,985,995 32%	\$42,244,138	\$41,743,183	(\$500,955) -1%	\$76,561,992	\$60,618,202	(\$15,943,789) -21%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,584,538	\$2,099,214	\$514,675 32%	\$4,368,576	\$6,068,479	\$1,699,903 39%	\$7,941,417	\$9,712,357	\$1,770,939 22%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,046,833	\$4,133,862	\$1,087,030 36%	\$8,357,223	\$11,419,282	\$3,062,058 37%	\$15,130,869	\$17,121,788	\$1,990,919 13%
Jewelry (including Watches)	\$6,570,596	\$9,172,541	\$2,601,946 40%	\$18,008,264	\$32,967,656	\$14,959,392 83%	\$32,699,311	\$37,417,770	\$4,718,459 14%
Major Household Appliances	\$2,108,964	\$2,985,636	\$876,672 42%	\$7,119,036	\$5,845,935	(\$1,273,101) -22%	\$10,711,308	\$10,510,459	(\$200,849) -2%
Automotive Lubricants (incl Oil, Greases)	\$2,108,964	\$2,985,636	\$876,672 42%	\$5,845,935	\$7,119,036	\$1,273,101 22%	\$10,711,308	\$10,510,459	(\$200,849) -2%
Autos/Cars/Vans/Trucks/Motorcycles	\$108,622,834	\$164,824,574	\$56,201,741 52%	\$297,493,996	\$404,727,838	\$107,233,842 36%	\$541,844,630	\$568,408,626	\$26,563,996 5%
Childrens Wear/Infants/Toddlers Clothing	\$4,245,503	\$6,704,609	\$2,459,106 58%	\$11,603,357	\$21,995,277	\$10,391,920 90%	\$21,122,808	\$28,253,125	\$7,130,317 34%

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.

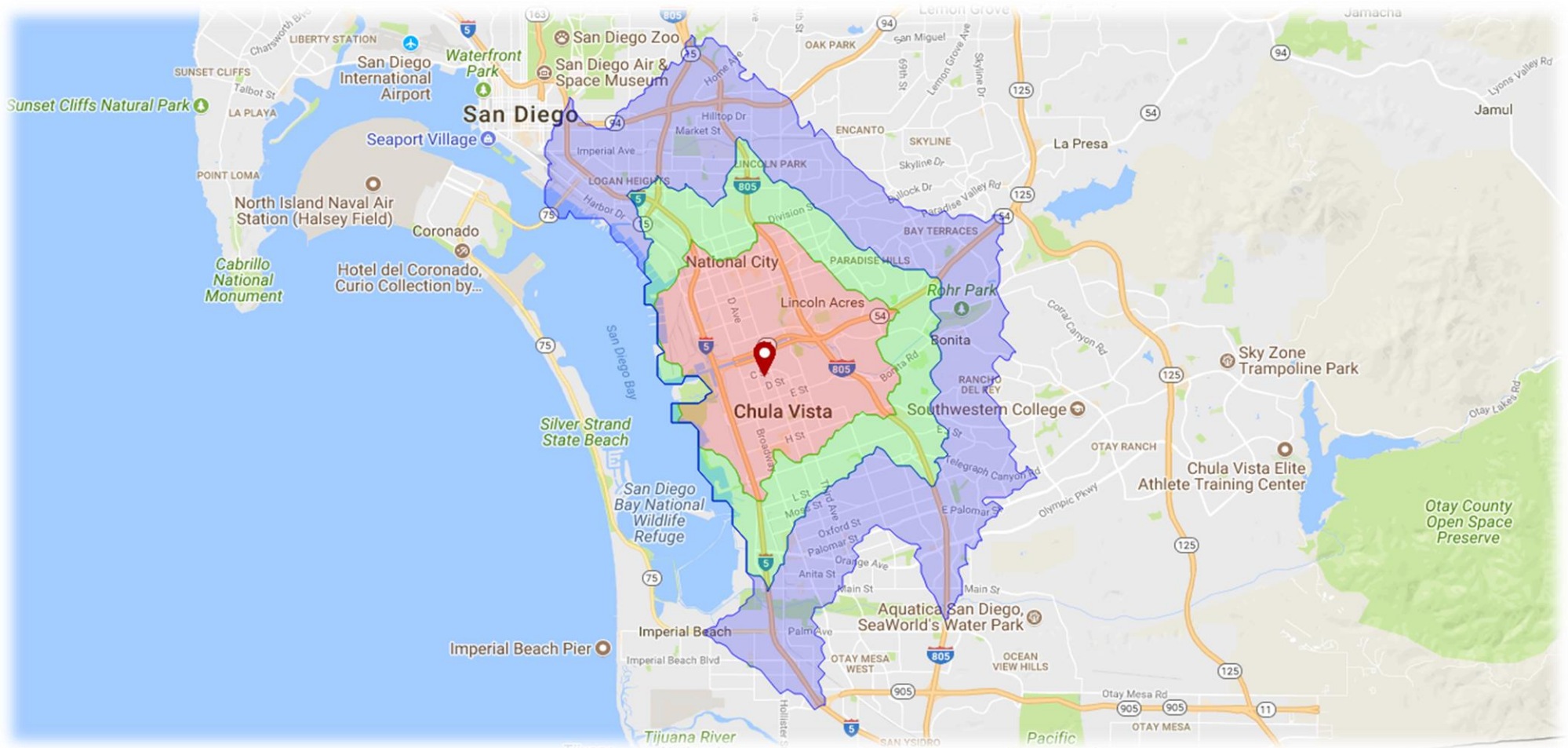
Consumer Demand/Market Supply Index:

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

South Bay Marketplace
3410 Highland Ave, National City, CA



	5 Minute	7 Minute	10 Minute
Population	94,787	181,929	380,594
Daytime Population	102,058	176,714	340,158
Households	29,347	53,056	110,422
Average Age	37.2	36.8	36.5
Average HH Income	\$56,797	\$59,117	\$62,284
White Collar (Residents)	48%	50%	50%
Some College or Degree	46%	45%	46%

Traffic Counts	
Highland Ave & S Bay Fwy	> 26,500
4th Ave & C St	> 31,700
S Bay Fwy @ 4th St	> 110,000

Consumer Demographic Profile

For Market:

South Bay Marketplace

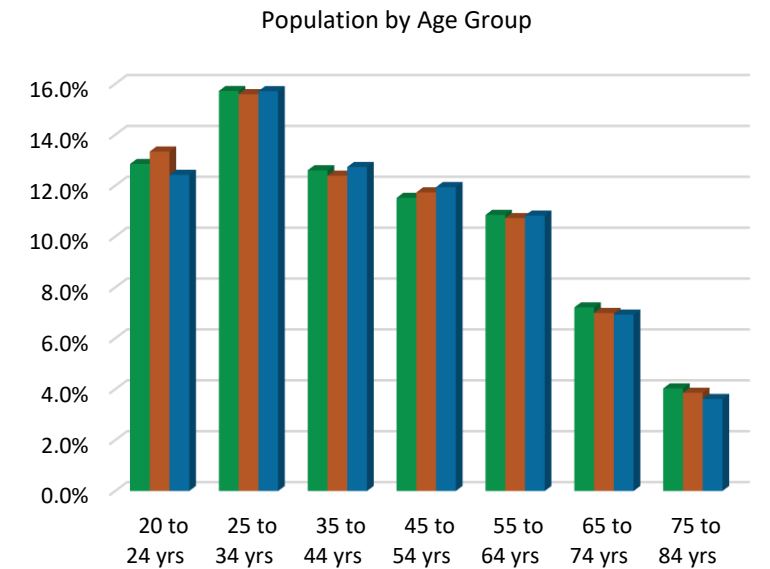
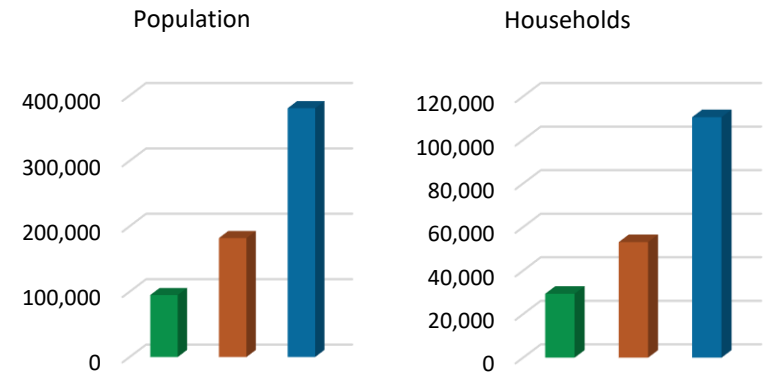
Market Definition:

3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	94,787	---	181,929	---	380,594	---
5 Year Projected Pop	97,406	---	185,311	---	385,983	---
Pop Growth (%)	2.8%	---	1.9%	---	1.4%	---
Households	29,347	---	53,056	---	110,422	---
5 Year Projected HHs	30,163	---	54,087	---	112,166	---
HH Growth (%)	2.8%	---	1.9%	---	1.6%	---
Census Stats						
2000 Population	82,994	---	164,052	---	350,252	---
2010 Population	88,240	---	172,691	---	363,852	---
Pop Growth (%)	6.3%	---	5.3%	---	3.9%	---
2000 Households	27,302	---	49,958	---	102,917	---
2010 Households	27,261	---	50,185	---	105,140	---
HH Growth (%)	-0.2%	---	0.5%	---	2.2%	---
Total Population by Age						
Average Age	37.2		36.8		36.5	
19 yrs & under	22,103	23.3%	42,939	23.6%	92,573	24.3%
20 to 24 yrs	12,183	12.9%	24,273	13.3%	47,296	12.4%
25 to 34 yrs	14,901	15.7%	28,372	15.6%	59,804	15.7%
35 to 44 yrs	11,949	12.6%	22,544	12.4%	48,469	12.7%
45 to 54 yrs	10,922	11.5%	21,354	11.7%	45,457	11.9%
55 to 64 yrs	10,285	10.9%	19,513	10.7%	41,197	10.8%
65 to 74 yrs	6,841	7.2%	12,729	7.0%	26,377	6.9%
75 to 84 yrs	3,823	4.0%	7,023	3.9%	13,761	3.6%
85 + yrs	1,780	1.9%	3,182	1.7%	5,659	1.5%
Population Bases						
20-34 yrs	27,084	28.6%	52,645	28.9%	107,101	28.1%
45-64 yrs	21,207	22.4%	40,867	22.5%	86,654	22.8%
16 yrs +	75,028	79.2%	143,753	79.0%	298,334	78.4%
25 yrs +	60,501	63.8%	114,717	63.1%	240,725	63.2%
65 yrs +	12,443	13.1%	22,934	12.6%	45,797	12.0%
75 yrs +	5,602	5.9%	10,205	5.6%	19,420	5.1%
85 yrs +	1,780	1.9%	3,182	1.7%	5,659	1.5%



Consumer Demographic Profile

For Market:

South Bay Marketplace

Market Definition:

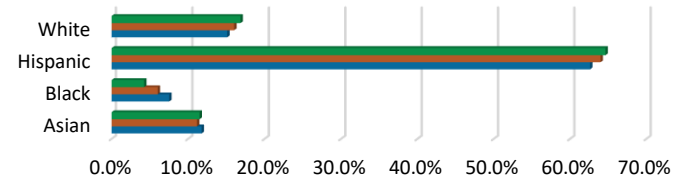
3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)

Date Report Created:

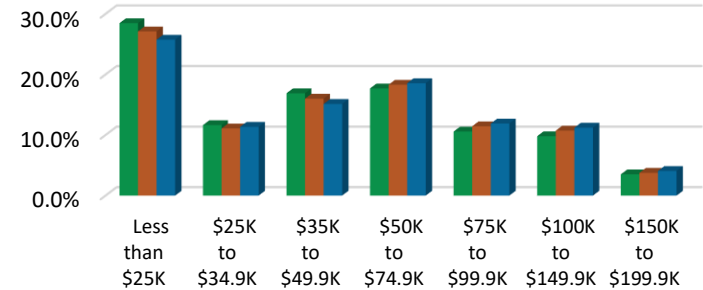
June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Population by Race						
White	15,967	16.8%	29,148	16.0%	57,508	15.1%
Hispanic	61,269	64.6%	116,407	64.0%	238,323	62.6%
Black	4,025	4.2%	10,947	6.0%	28,648	7.5%
Asian	10,892	11.5%	20,303	11.2%	44,751	11.8%
Ancestry						
American Indian (ancestry)	305	0.3%	501	0.3%	940	0.2%
Hawaiian (ancestry)	453	0.5%	1,014	0.6%	2,159	0.6%
Household Income						
Per Capita Income	\$17,585	---	\$17,240	---	\$18,070	---
Average HH Income	\$56,797	---	\$59,117	---	\$62,284	---
Median HH Income	\$43,365	---	\$45,630	---	\$47,665	---
Less than \$25K	8,357	28.5%	14,385	27.1%	28,433	25.7%
\$25K to \$34.9K	3,417	11.6%	5,885	11.1%	12,538	11.4%
\$35K to \$49.9K	4,958	16.9%	8,492	16.0%	16,710	15.1%
\$50K to \$74.9K	5,194	17.7%	9,713	18.3%	20,488	18.6%
\$75K to \$99.9K	3,102	10.6%	6,071	11.4%	13,130	11.9%
\$100K to \$149.9K	2,877	9.8%	5,697	10.7%	12,387	11.2%
\$150K to \$199.9K	1,030	3.5%	1,994	3.8%	4,495	4.1%
\$200K +	410	1.4%	819	1.5%	2,241	2.0%
Education						
	60,501		114,717		240,725	
Less than 9th Grade	7,930	13.1%	15,696	13.7%	34,148	14.2%
Some HS, No Diploma	8,664	14.3%	16,219	14.1%	33,663	14.0%
HS Grad (or Equivalent)	15,689	25.9%	30,190	26.3%	59,122	24.6%
Some College, No Degree	14,604	24.1%	27,000	23.5%	55,760	23.2%
Associate Degree	4,447	7.4%	8,235	7.2%	17,780	7.4%
Bachelor Degree	6,789	11.2%	12,814	11.2%	28,972	12.0%
Graduates Degree	1,764	2.9%	3,511	3.1%	8,544	3.5%

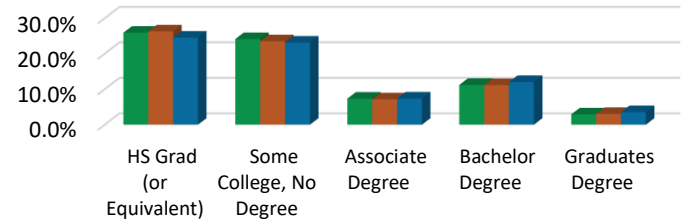
Ethnic Breakdown



Household Income Levels - %



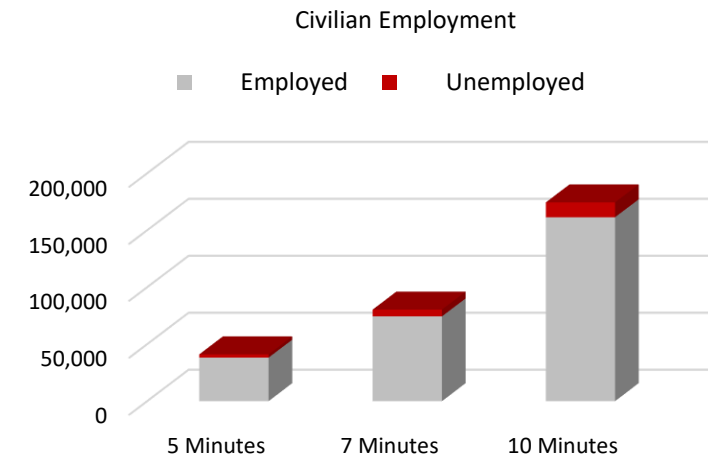
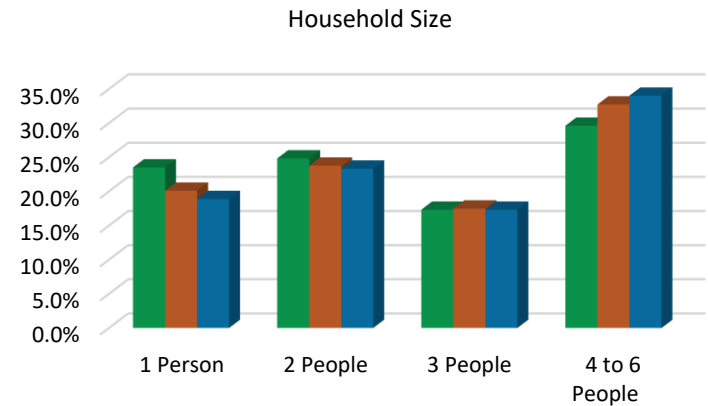
Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 South Bay Marketplace
 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)
 June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Family Structure	20,786		39,755		83,891	
Single - Male	1,341	6.5%	2,333	5.9%	4,487	5.3%
Single - Female	2,812	13.5%	5,449	13.7%	10,905	13.0%
Single Parent - Male	1,048	5.0%	1,762	4.4%	3,526	4.2%
Single Parent - Female	3,072	14.8%	5,855	14.7%	12,334	14.7%
Married w/ Children	6,061	29.2%	11,380	28.6%	24,525	29.2%
Married w/out Children	6,453	31.0%	12,975	32.6%	28,114	33.5%
Household Size	20,786		39,755		83,891	
1 Person	6,898	23.5%	10,662	20.1%	20,849	18.9%
2 People	7,285	24.8%	12,611	23.8%	25,764	23.3%
3 People	5,084	17.3%	9,276	17.5%	19,115	17.3%
4 to 6 People	8,690	29.6%	17,367	32.7%	37,564	34.0%
7+ People	1,389	4.7%	3,140	5.9%	7,131	6.5%
Home Ownership	29,347		53,056		110,422	
Owners	10,077	34.3%	21,945	41.4%	48,596	44.0%
Renters	19,270	65.7%	31,111	58.6%	61,826	56.0%
Components of Change	20,786		39,755		83,891	
Births	1,183	1.2%	2,344	1.3%	5,073	1.3%
Deaths	630	0.7%	1,179	0.6%	2,341	0.6%
Migration	154	0.2%	-165	-0.1%	-1,443	-0.4%
Employment (Pop 16+)	75,028		143,753		298,334	
Armed Services	6,582	8.8%	11,407	7.9%	15,357	5.1%
Civilian	41,021	54.7%	80,374	55.9%	174,428	58.5%
Employed	38,184	50.9%	74,402	51.8%	161,392	54.1%
Unemployed	2,837	3.8%	5,972	4.2%	13,035	4.4%
Not in Labor Force	27,426	36.6%	51,973	36.2%	108,549	36.4%
Employed Population	38,184		74,402		161,392	
White Collar	18,499	48.4%	36,824	49.5%	81,101	50.3%
Blue Collar	19,685	51.6%	37,577	50.5%	80,292	49.7%



Consumer Demographic Profile

For Market:

South Bay Marketplace

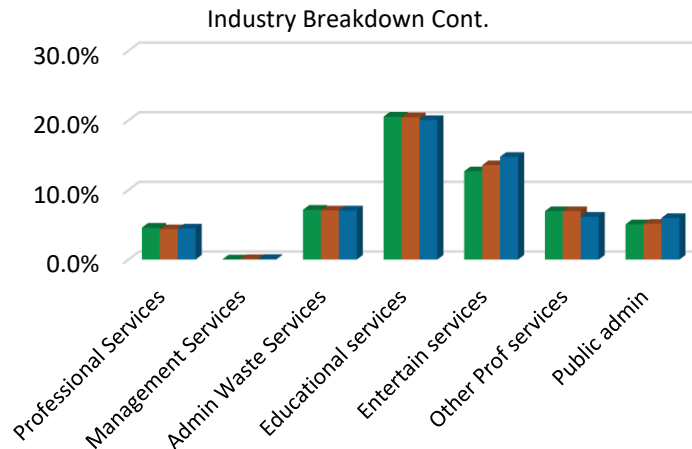
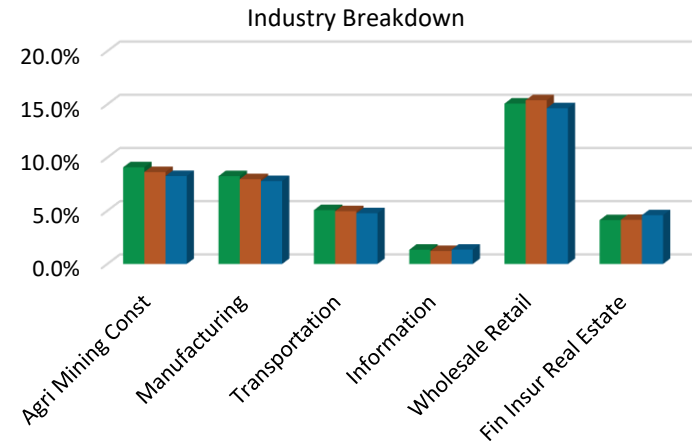
Market Definition:

3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)

Date Report Created:

June 2018

	5 Minutes		7 Minutes		10 Minutes	
	#	%	#	%	#	%
Employment By Occupation	38,184		74,402		161,392	
White Collar	18,499	48.4%	36,824	49.5%	81,101	50.3%
Managerial executive	3,311	8.7%	6,359	8.5%	14,834	9.2%
Prof specialty	4,851	12.7%	9,656	13.0%	22,003	13.6%
Healthcare support	1,251	3.3%	2,441	3.3%	4,629	2.9%
Sales	3,795	9.9%	7,993	10.7%	16,986	10.5%
Office Admin	5,291	13.9%	10,375	13.9%	22,648	14.0%
Blue Collar	19,685	51.6%	37,577	50.5%	80,292	49.7%
Protective	1,077	2.8%	2,108	2.8%	4,680	2.9%
Food Prep Serving	2,717	7.1%	5,657	7.6%	13,587	8.4%
Bldg Maint/Cleaning	3,345	8.8%	6,507	8.7%	14,563	9.0%
Personal Care	2,319	6.1%	4,195	5.6%	8,825	5.5%
Farming/Fishing/Forestry	174	0.5%	399	0.5%	919	0.6%
Construction	4,682	12.3%	8,419	11.3%	17,409	10.8%
Production Transp	5,371	14.1%	10,292	13.8%	20,309	12.6%
Employment By Industry	38,184		74,402		161,392	
Agri Mining Const	3,469	9.1%	6,430	8.6%	13,341	8.3%
Manufacturing	3,152	8.3%	5,936	8.0%	12,575	7.8%
Transportation	1,933	5.1%	3,691	5.0%	7,696	4.8%
Information	512	1.3%	910	1.2%	2,180	1.4%
Wholesale Retail	5,755	15.1%	11,451	15.4%	23,617	14.6%
Fin Insur Real Estate	1,575	4.1%	3,085	4.1%	7,402	4.6%
Professional Services	1,753	4.6%	3,256	4.4%	7,227	4.5%
Management Services	12	0.0%	68	0.1%	168	0.1%
Admin Waste Services	2,738	7.2%	5,261	7.1%	11,402	7.1%
Educational services	7,840	20.5%	15,220	20.5%	32,356	20.0%
Entertain services	4,845	12.7%	10,094	13.6%	23,830	14.8%
Other Prof services	2,661	7.0%	5,174	7.0%	9,941	6.2%
Public admin	1,938	5.1%	3,826	5.1%	9,659	6.0%



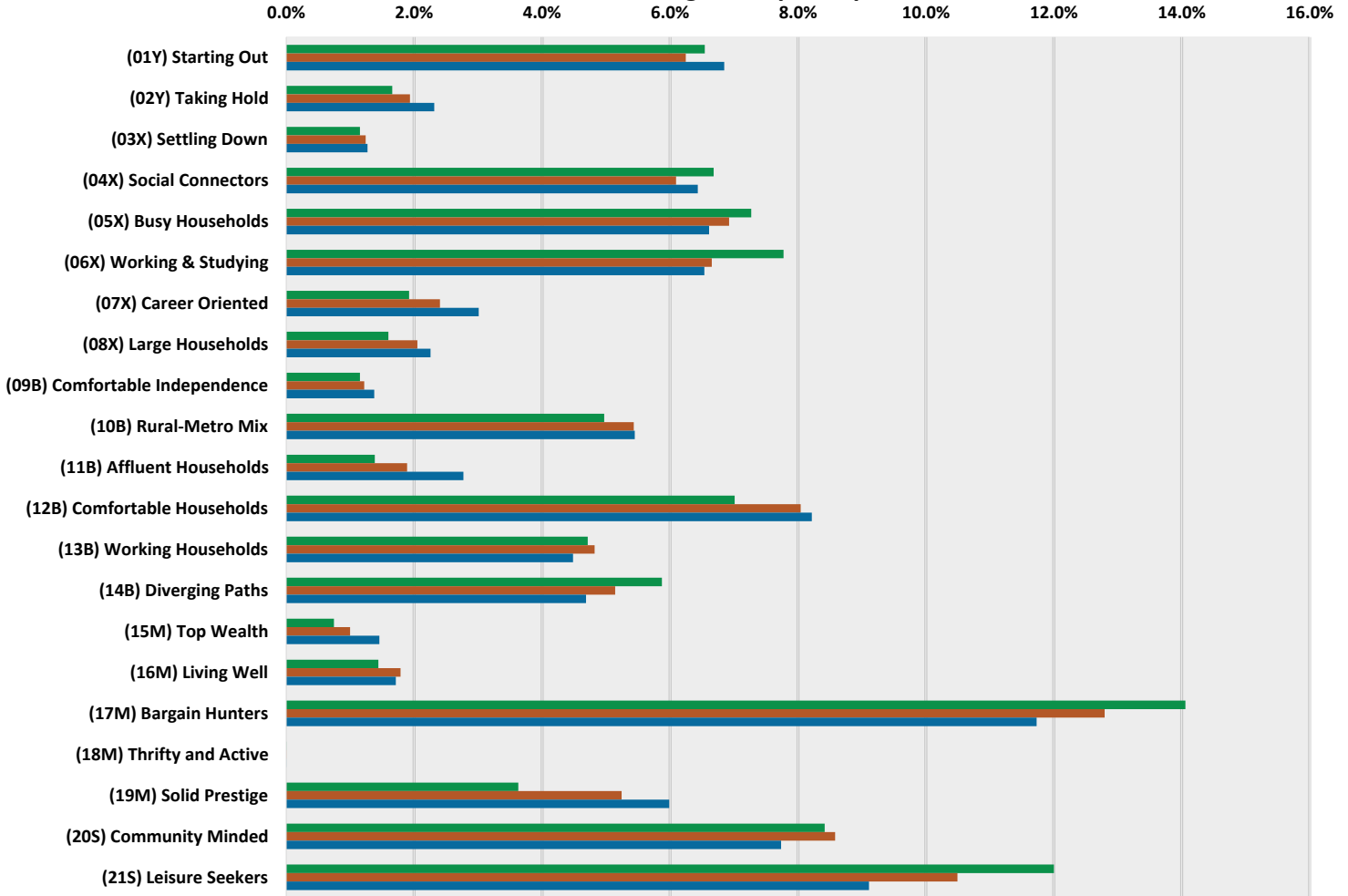
Household Segmentation Profile

For Market: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)
Date: June 2018



Trade Area 1:	Trade Area 2:	Trade Area 3:
South Bay Marketplace 5 Minute Drive Time	South Bay Marketplace 7 Minute Drive Time	South Bay Marketplace 10 Minute Drive Time

Household Lifestage Group Comparison



Trade Area 1:	Trade Area 2:	Trade Area 3:
South Bay Marketplace 5 Minute Drive Time	South Bay Marketplace 7 Minute Drive Time	South Bay Marketplace 10 Minute Drive Time
27,423 100%	50,517 100%	106,349 100%

Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	63- Staying Home	(17M) Bargain Hunters	2,482	9.0%	3,757	7.4%	7,092	6.7%
2	36- Persistent & Productive	(20S) Community Minded	1,675	6.1%	3,011	6.0%	5,740	5.4%
3	62- Movies & Sports	(05X) Busy Households	1,486	5.4%	2,532	5.0%	5,003	4.7%
4	53- Metro Strivers	(10B) Rural-Metro Mix	1,363	5.0%	2,744	5.4%	5,793	5.4%
5	38- Occupational Mix	(13B) Working Households	1,293	4.7%	2,436	4.8%	4,768	4.5%
6	70- Favorably Frugal	(06X) Working & Studying	1,167	4.3%	1,820	3.6%	3,437	3.2%
7	59- Mobile Mixers	(04X) Social Connectors	1,109	4.0%	1,765	3.5%	3,921	3.7%
8	33- Urban Diversity	(14B) Diverging Paths	1,096	4.0%	1,665	3.3%	3,189	3.0%
9	66- Helping Hands	(21S) Leisure Seekers	1,091	4.0%	1,614	3.2%	2,888	2.7%
10	17- Firmly Established	(12B) Comfortable Households	1,027	3.7%	2,351	4.7%	5,031	4.7%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)

Date: June 2018



TOTAL HOUSEHOLDS		27,423	100%	50,517	100%	106,349	100%
Lifestage Group	Cluster Name	South Bay Marketplace 5 Minute Drive Time		South Bay Marketplace 7 Minute Drive Time		South Bay Marketplace 10 Minute Drive Time	
(01Y) Starting Out		1,795	6.5%	3,155	6.2%	7,282	6.8%
	39- Setting Goals	463	1.7%	852	1.7%	1,814	1.7%
	45- Offices & Entertainment	247	0.9%	455	0.9%	1,029	1.0%
	57- Collegiate Crowd	460	1.7%	801	1.6%	2,002	1.9%
	58- Outdoor Fervor	1	0.0%	2	0.0%	2	0.0%
	67- First Steps	624	2.3%	1,045	2.1%	2,435	2.3%
(02Y) Taking Hold		454	1.7%	978	1.9%	2,462	2.3%
	18- Climbing the Ladder	52	0.2%	127	0.3%	273	0.3%
	21- Children First	130	0.5%	275	0.5%	644	0.6%
	24- Career Building	206	0.8%	422	0.8%	1,216	1.1%
	30- Out & About	67	0.2%	154	0.3%	330	0.3%
(03X) Settling Down		316	1.2%	627	1.2%	1,351	1.3%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	5	0.0%	7	0.0%	10	0.0%
	46- Rural & Active	312	1.1%	621	1.2%	1,341	1.3%
(04X) Social Connectors		1,832	6.7%	3,079	6.1%	6,843	6.4%
	42- Creative Variety	204	0.7%	465	0.9%	1,095	1.0%
	52- Stylish & Striving	520	1.9%	848	1.7%	1,827	1.7%
	59- Mobile Mixers	1,109	4.0%	1,765	3.5%	3,921	3.7%
(05X) Busy Households		1,994	7.3%	3,498	6.9%	7,030	6.6%
	37- Firm Foundations	508	1.9%	965	1.9%	2,027	1.9%
	62- Movies & Sports	1,486	5.4%	2,532	5.0%	5,003	4.7%
(06X) Working & Studying		2,132	7.8%	3,361	6.7%	6,951	6.5%
	61- City Life	708	2.6%	1,052	2.1%	2,385	2.2%
	69- Productive Havens	257	0.9%	488	1.0%	1,129	1.1%
	70- Favorably Frugal	1,167	4.3%	1,820	3.6%	3,437	3.2%
(07X) Career Oriented		527	1.9%	1,215	2.4%	3,200	3.0%
	06- Casual Comfort	166	0.6%	414	0.8%	1,158	1.1%
	10- Careers & Travel	45	0.2%	103	0.2%	279	0.3%
	20- Carving Out Time	64	0.2%	188	0.4%	479	0.4%
	26- Getting Established	252	0.9%	510	1.0%	1,284	1.2%
(08X) Large Households		438	1.6%	1,036	2.1%	2,399	2.3%
	11- Schools & Shopping	93	0.3%	226	0.4%	511	0.5%
	12- On the Go	71	0.3%	163	0.3%	379	0.4%
	19- Country Comfort	0	0.0%	0	0.0%	1	0.0%
	27- Tenured Proprietors	274	1.0%	648	1.3%	1,507	1.4%
(09B) Comfortable Independence		316	1.2%	616	1.2%	1,463	1.4%
	29- City Mixers	20	0.1%	20	0.0%	106	0.1%
	35- Working & Active	116	0.4%	238	0.5%	538	0.5%
	56- Metro Active	180	0.7%	358	0.7%	820	0.8%
(10B) Rural-Metro Mix		1,363	5.0%	2,744	5.4%	5,794	5.4%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	1,363	5.0%	2,744	5.4%	5,793	5.4%
	60- Rural & Mobile	0	0.0%	1	0.0%	1	0.0%

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

Household Segmentation Profile

Market: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)

Date: June 2018



TOTAL HOUSEHOLDS		27,423	100%	50,517	100%	106,349	100%
Lifestage Group	Cluster Name	South Bay Marketplace 5 Minute Drive Time		South Bay Marketplace 7 Minute Drive Time		South Bay Marketplace 10 Minute Drive Time	
(11B) Affluent Households		380	1.4%	955	1.9%	2,946	2.8%
	01- Summit Estates	24	0.1%	54	0.1%	259	0.2%
	04- Top Professionals	172	0.6%	442	0.9%	1,637	1.5%
	07- Active Lifestyles	184	0.7%	458	0.9%	1,050	1.0%
(12B) Comfortable Households		1,923	7.0%	4,063	8.0%	8,738	8.2%
	13- Work & Play	895	3.3%	1,713	3.4%	3,707	3.5%
	17- Firmly Established	1,027	3.7%	2,351	4.7%	5,031	4.7%
(13B) Working Households		1,293	4.7%	2,436	4.8%	4,768	4.5%
	38- Occupational Mix	1,293	4.7%	2,436	4.8%	4,768	4.5%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		1,611	5.9%	2,598	5.1%	4,984	4.7%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	95	0.3%	225	0.4%	467	0.4%
	31- Mid-Americana	216	0.8%	440	0.9%	859	0.8%
	32- Metro Mix	204	0.7%	268	0.5%	469	0.4%
	33- Urban Diversity	1,096	4.0%	1,665	3.3%	3,189	3.0%
(15M) Top Wealth		205	0.7%	504	1.0%	1,548	1.5%
	02- Established Elite	52	0.2%	104	0.2%	341	0.3%
	03- Corporate Connected	153	0.6%	400	0.8%	1,208	1.1%
(16M) Living Well		395	1.4%	903	1.8%	1,821	1.7%
	14- Career Centered	256	0.9%	531	1.1%	1,116	1.0%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	139	0.5%	372	0.7%	705	0.7%
(17M) Bargain Hunters		3,855	14.1%	6,464	12.8%	12,477	11.7%
	43- Work & Causes	273	1.0%	553	1.1%	1,136	1.1%
	44- Open Houses	358	1.3%	648	1.3%	1,276	1.2%
	55- Community Life	423	1.5%	927	1.8%	1,837	1.7%
	63- Staying Home	2,482	9.0%	3,757	7.4%	7,092	6.7%
	68- Staying Healthy	320	1.2%	579	1.1%	1,136	1.1%
(18M) Thrifty & Active		0	0.0%	1	0.0%	3	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	1	0.0%	3	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		995	3.6%	2,649	5.2%	6,368	6.0%
	05- Active & Involved	255	0.9%	651	1.3%	1,497	1.4%
	08- Solid Surroundings	334	1.2%	926	1.8%	2,376	2.2%
	09- Busy Schedules	405	1.5%	1,073	2.1%	2,495	2.3%
(20S) Community Minded		2,309	8.4%	4,334	8.6%	8,228	7.7%
	25- Clubs & Causes	311	1.1%	620	1.2%	1,219	1.1%
	28- Community Pillars	322	1.2%	704	1.4%	1,270	1.2%
	36- Persistent & Productive	1,675	6.1%	3,011	6.0%	5,740	5.4%
(21S) Leisure Seekers		3,291	12.0%	5,302	10.5%	9,689	9.1%
	49- Home & Garden	498	1.8%	977	1.9%	1,736	1.6%
	51- Role Models	439	1.6%	767	1.5%	1,471	1.4%
	64- Practical & Careful	532	1.9%	744	1.5%	1,184	1.1%
	65- Hobbies & Shopping	731	2.7%	1,199	2.4%	2,410	2.3%
	66- Helping Hands	1,091	4.0%	1,614	3.2%	2,888	2.7%

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

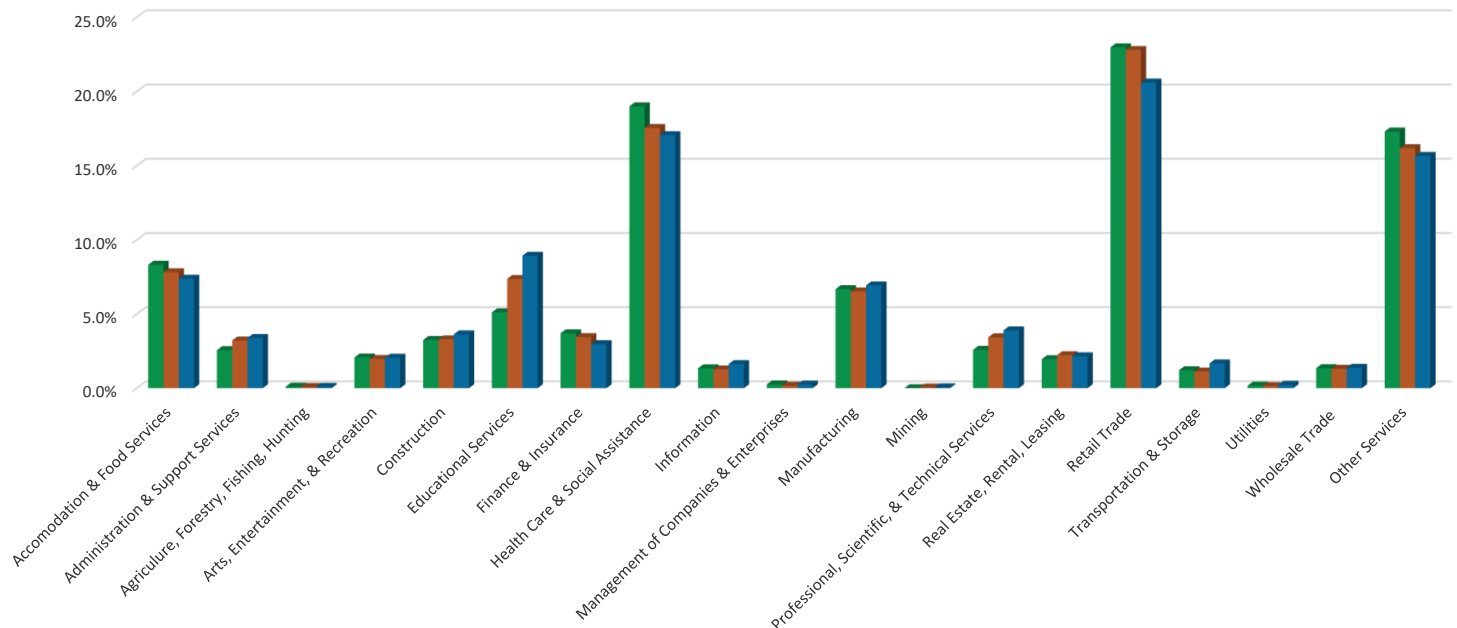
Employment Profile

For Market: South Bay Marketplace
Market Definition: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)
Date Report Created: June 2018

	5 Minutes		7 Minutes		10 Minutes	
Daytime Population	102,058		176,714		340,158	
Student Population	20,365		40,610		86,426	
Median Employee Salary	42,158		41,830		42,467	
Average Employee Salary	51,151		50,410		50,150	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,256	2.8%	1,896	2.8%	3,176	2.9%
15,000 to 30,000 CrYr	11,135	24.7%	17,152	25.6%	27,646	24.9%
30,000 to 45,000 CrYr	12,026	26.7%	17,608	26.3%	29,546	26.6%
45,000 to 60,000 CrYr	8,757	19.5%	13,192	19.7%	22,545	20.3%
60,000 to 75,000 CrYr	3,201	7.1%	4,914	7.3%	8,480	7.6%
75,000 to 90,000 CrYr	2,699	6.0%	4,087	6.1%	6,917	6.2%
90,000 to 100,000 CrYr	902	2.0%	1,260	1.9%	2,302	2.1%
Over 100,000 CrYr	5,041	11.2%	6,905	10.3%	10,565	9.5%

Industry Groups

Employee's by Industry



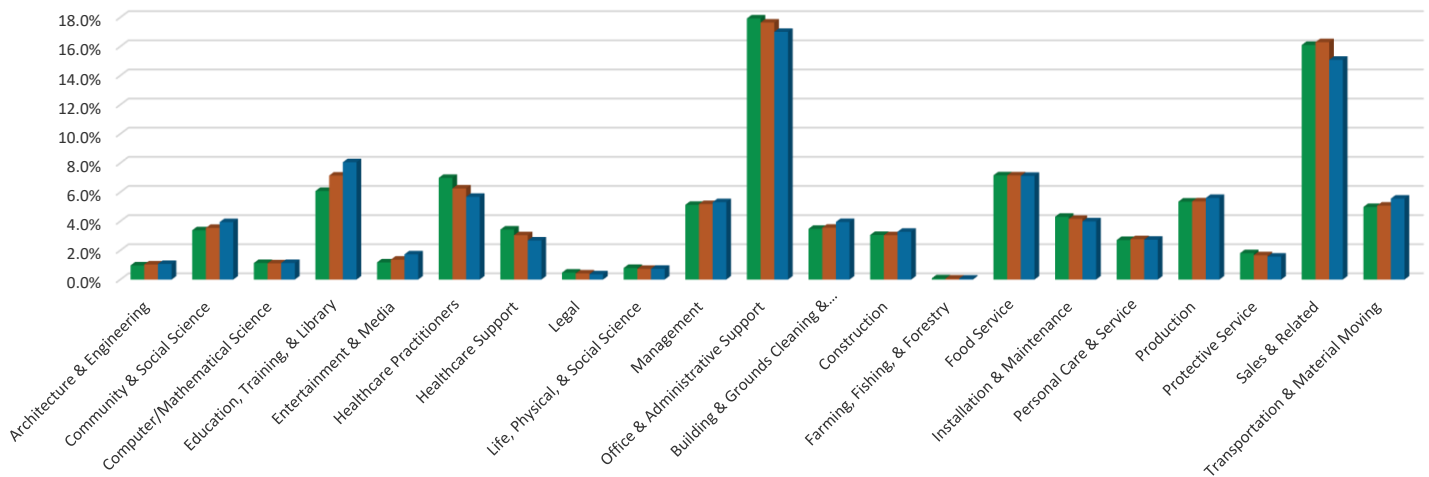
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,742	100%	45,017	100%	4,020	100%	67,015	100%	6,487	100%	111,177	100%
Accommodation & Food Services	199	7.3%	3,750	8.3%	291	7.2%	5,244	7.8%	466	7.2%	8,212	7.4%
Administration & Support Services	73	2.7%	1,157	2.6%	117	2.9%	2,158	3.2%	197	3.0%	3,770	3.4%
Agriculture, Forestry, Fishing, Hunting	5	0.2%	46	0.1%	7	0.2%	57	0.1%	11	0.2%	100	0.1%
Arts, Entertainment, & Recreation	54	2.0%	933	2.1%	83	2.1%	1,320	2.0%	134	2.1%	2,286	2.1%
Construction	115	4.2%	1,465	3.3%	173	4.3%	2,210	3.3%	317	4.9%	4,038	3.6%
Educational Services	57	2.1%	2,304	5.1%	94	2.3%	4,940	7.4%	178	2.7%	9,935	8.9%
Finance & Insurance	151	5.5%	1,669	3.7%	207	5.2%	2,310	3.4%	306	4.7%	3,305	3.0%
Health Care & Social Assistance	556	20.3%	8,554	19.0%	774	19.3%	11,759	17.5%	1,141	17.6%	18,967	17.1%
Information	49	1.8%	604	1.3%	65	1.6%	848	1.3%	104	1.6%	1,807	1.6%
Management of Companies & Enterprises	4	0.1%	115	0.3%	4	0.1%	115	0.2%	8	0.1%	280	0.3%
Manufacturing	118	4.3%	3,010	6.7%	173	4.3%	4,376	6.5%	271	4.2%	7,709	6.9%
Mining	0	0.0%	0	0.0%	1	0.0%	30	0.0%	3	0.0%	63	0.1%
Professional, Scientific, & Technical Services	183	6.7%	1,164	2.6%	276	6.9%	2,302	3.4%	449	6.9%	4,340	3.9%
Real Estate, Rental, Leasing	140	5.1%	881	2.0%	222	5.5%	1,494	2.2%	372	5.7%	2,393	2.2%
Retail Trade	471	17.2%	10,343	23.0%	697	17.3%	15,276	22.8%	1,084	16.7%	22,908	20.6%
Transportation & Storage	25	0.9%	546	1.2%	36	0.9%	754	1.1%	79	1.2%	1,860	1.7%
Utilities	5	0.2%	78	0.2%	5	0.1%	95	0.1%	8	0.1%	256	0.2%
Wholesale Trade	72	2.6%	609	1.4%	108	2.7%	877	1.3%	186	2.9%	1,530	1.4%
Other Services	465	17.0%	7,791	17.3%	687	17.1%	10,849	16.2%	1,173	18.1%	17,419	15.7%

Employment Profile

For Market: South Bay Marketplace
Market Definition: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)
Date Report Created: June 2018

Occupations	5 Minutes		7 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	22,799	50.6%	33,861	50.5%	56,348	50.7%
Architecture & Engineering	437	1.0%	694	1.0%	1,188	1.1%
Community & Social Science	1,522	3.4%	2,377	3.5%	4,381	3.9%
Computer/Mathematical Science	510	1.1%	746	1.1%	1,259	1.1%
Education, Training, & Library	2,736	6.1%	4,783	7.1%	8,953	8.1%
Entertainment & Media	530	1.2%	916	1.4%	1,922	1.7%
Healthcare Practitioners	3,142	7.0%	4,191	6.3%	6,314	5.7%
Healthcare Support	1,544	3.4%	2,039	3.0%	2,978	2.7%
Legal	214	0.5%	281	0.4%	398	0.4%
Life, Physical, & Social Science	357	0.8%	492	0.7%	821	0.7%
Management	2,308	5.1%	3,472	5.2%	5,905	5.3%
Office & Administrative Support	8,069	17.9%	11,821	17.6%	18,903	17.0%
Blue Collar	22,079	49.0%	32,938	49.1%	54,420	48.9%
Building & Grounds Cleaning & Maintenance	1,567	3.5%	2,385	3.6%	4,392	4.0%
Construction	1,378	3.1%	2,037	3.0%	3,646	3.3%
Farming, Fishing, & Forestry	38	0.1%	45	0.1%	71	0.1%
Food Service	3,219	7.2%	4,790	7.1%	7,913	7.1%
Installation & Maintenance	1,941	4.3%	2,792	4.2%	4,442	4.0%
Personal Care & Service	1,221	2.7%	1,855	2.8%	3,037	2.7%
Production	2,408	5.3%	3,595	5.4%	6,225	5.6%
Protective Service	816	1.8%	1,117	1.7%	1,750	1.6%
Sales & Related	7,249	16.1%	10,920	16.3%	16,769	15.1%
Transportation & Material Moving	2,241	5.0%	3,401	5.1%	6,177	5.6%
Military Services	139	0.3%	217	0.3%	409	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	45,017	67,015	111,177
2017 Q3	43,772	64,125	104,708
2017 Q2	43,987	65,373	108,632
2017 Q1	43,938	65,375	108,902
2016 Q4	44,595	66,115	109,677
2016 Q3	43,076	62,850	102,471
2016 Q2	44,350	65,724	109,050
2016 Q1	44,103	65,352	108,386
2015 Q4	44,458	65,442	108,377

Consumer Demand & Market Supply Assessment

For Market: South Bay Marketplace
Market Definition: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)
Date Report Created: June 2018

	5 Minutes			7 Minutes			10 Minutes		
Demographics									
Population	94,787			181,929			380,594		
5-Year Population estimate	97,406			185,311			385,983		
Population Households	88,344			170,749			364,637		
Group Quarters Population	6,443			11,180			15,958		
Households	29,347			53,056			110,422		
5-Year Households estimate	30,163			54,087			112,166		
WorkPlace Establishments	2,742			4,020			6,487		
Workplace Employees	45,017			67,015			111,177		
Median Household Income	\$43,365			\$45,630			\$47,665		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Vending Machine Operators (Non-Store)	\$9,999,190	\$859,233	(\$9,139,957) -91%	\$19,150,222	\$859,233	(\$18,290,989) -96%	\$40,709,278	\$13,409,161	(\$27,300,118) -67%
Electronic Shopping/Mail Order Houses	\$203,269,436	\$60,141,976	(\$143,127,460) -70%	\$384,199,697	\$60,141,976	(\$324,057,721) -84%	\$808,658,275	\$98,940,844	(\$709,717,431) -88%
Special Food Services	\$17,541,806	\$7,486,043	(\$10,055,764) -57%	\$30,496,994	\$15,446,539	(\$15,050,455) -49%	\$60,039,965	\$47,186,138	(\$12,853,826) -21%
Direct Selling Establishments	\$7,868,175	\$3,397,258	(\$4,470,918) -57%	\$15,215,617	\$5,591,690	(\$9,623,927) -63%	\$32,584,808	\$13,927,784	(\$18,657,024) -57%
Lawn/Garden Equipment/Supplies Stores	\$8,796,977	\$5,192,029	(\$3,604,948) -41%	\$17,095,336	\$5,336,570	(\$11,758,765) -69%	\$36,746,428	\$10,022,306	(\$26,724,122) -73%
Used Merchandise Stores	\$4,585,808	\$3,456,846	(\$1,128,961) -25%	\$8,907,735	\$5,452,273	(\$3,455,462) -39%	\$19,140,084	\$13,507,123	(\$5,632,961) -29%
Other Misc. Store Retailers	\$22,065,546	\$18,103,342	(\$3,962,204) -18%	\$42,870,966	\$26,511,661	(\$16,359,306) -38%	\$92,095,007	\$47,233,731	(\$44,861,276) -49%
Florists/Misc. Store Retailers	\$2,121,607	\$1,763,085	(\$358,522) -17%	\$4,122,508	\$2,959,186	(\$1,163,322) -28%	\$8,860,545	\$7,975,714	(\$884,831) -10%
Specialty Food Stores	\$8,727,319	\$8,217,100	(\$510,220) -6%	\$16,886,587	\$15,804,108	(\$1,082,478) -6%	\$36,163,138	\$43,979,872	\$7,816,733 22%
Electronics/Appliance	\$28,704,439	\$27,264,378	(\$1,440,062) -5%	\$51,828,400	\$34,747,612	(\$17,080,788) -33%	\$105,275,703	\$42,369,249	(\$62,906,454) -60%
Furniture Stores	\$15,824,452	\$15,119,060	(\$705,392) -4%	\$30,821,890	\$25,168,481	(\$5,653,409) -18%	\$66,468,881	\$36,621,235	(\$29,847,646) -45%
Grocery Stores	\$157,143,405	\$162,510,604	\$5,367,199 3%	\$304,195,736	\$253,124,967	(\$51,070,769) -17%	\$651,647,071	\$459,070,765	(\$192,576,306) -30%
Gasoline Stations	\$109,121,806	\$117,481,468	\$8,359,662 8%	\$211,980,505	\$203,975,098	(\$8,005,408) -4%	\$455,800,083	\$392,869,428	(\$62,930,655) -14%
Beer/Wine/Liquor Stores	\$12,673,153	\$13,884,739	\$1,211,586 10%	\$24,568,633	\$21,744,569	(\$2,824,064) -11%	\$52,742,900	\$40,016,191	(\$12,726,709) -24%
Book/Periodical/Music Stores	\$5,829,063	\$6,487,762	\$658,700 11%	\$11,291,849	\$13,116,471	\$1,824,622 16%	\$24,190,213	\$22,168,020	(\$2,022,193) -8%
Full-Service Restaurants	\$87,933,804	\$98,803,556	\$10,869,752 12%	\$147,801,233	\$142,647,365	(\$5,153,867) -3%	\$281,959,884	\$207,442,894	(\$74,516,990) -26%
Office Supplies/Stationary/Gift	\$8,762,138	\$10,674,428	\$1,912,290 22%	\$16,629,630	\$14,124,693	(\$2,504,937) -15%	\$35,125,699	\$22,492,950	(\$12,632,750) -36%
Limited-Service Eating Places	\$80,386,258	\$104,149,176	\$23,762,919 30%	\$139,756,473	\$161,495,855	\$21,739,382 16%	\$275,147,136	\$265,234,678	(\$9,912,458) -4%
Health/Personal Care Stores	\$85,976,888	\$124,247,798	\$38,270,910 45%	\$166,681,746	\$222,907,648	\$56,225,903 34%	\$357,099,460	\$340,860,295	(\$16,239,165) -5%
Building Material/Supplies Dealers	\$82,525,442	\$120,816,449	\$38,291,007 46%	\$160,326,620	\$157,591,680	(\$2,734,940) -2%	\$344,361,571	\$232,518,303	(\$111,843,268) -32%
Other General Merchandise Stores	\$159,285,984	\$254,165,643	\$94,879,658 60%	\$308,137,711	\$533,934,402	\$225,796,691 73%	\$659,836,060	\$974,226,426	\$314,390,366 48%
Sporting Goods/Hobby/Musical Instrument	\$17,291,646	\$28,231,777	\$10,940,131 63%	\$33,650,893	\$43,469,903	\$9,819,010 29%	\$72,514,440	\$64,917,500	(\$7,596,940) -10%
Home Furnishing Stores	\$14,604,078	\$24,462,148	\$9,858,070 68%	\$28,362,367	\$30,196,004	\$1,833,637 6%	\$60,915,923	\$39,594,709	(\$21,321,214) -35%
Clothing Stores	\$67,167,282	\$120,710,432	\$53,543,150 80%	\$130,656,864	\$164,193,199	\$33,536,335 26%	\$281,395,331	\$200,857,382	(\$80,537,948) -29%
Bar/Drinking Places (Alcoholic Beverages)	\$5,028,686	\$9,687,345	\$4,658,659 93%	\$8,073,158	\$11,043,239	\$2,970,081 37%	\$14,703,161	\$13,837,784	(\$865,377) -6%
Automotive Parts/Accessories/Tire	\$25,297,374	\$53,407,805	\$28,110,431 111%	\$49,078,278	\$77,998,856	\$28,920,578 59%	\$105,282,229	\$119,910,818	\$14,628,589 14%
Automotive Dealers	\$271,142,398	\$574,777,505	\$303,635,107 112%	\$528,112,808	\$684,467,985	\$156,355,177 30%	\$1,139,566,053	\$873,930,772	(\$265,635,281) -23%
Other Motor Vehicle Dealers	\$14,695,701	\$34,599,388	\$19,903,688 135%	\$28,615,940	\$43,544,297	\$14,928,357 52%	\$61,716,027	\$58,790,999	(\$2,925,028) -5%
Jewelry/Luggage/Leather Goods	\$9,680,416	\$25,932,799	\$16,252,383 168%	\$18,829,001	\$29,586,602	\$10,757,601 57%	\$40,528,967	\$34,632,927	(\$5,896,040) -15%
Shoe Stores	\$9,288,030	\$24,893,776	\$15,605,746 168%	\$18,093,535	\$35,107,997	\$17,014,461 94%	\$39,053,661	\$39,077,610	\$23,949 0%
Department Stores	\$38,727,710	\$133,195,298	\$94,467,588 244%	\$75,118,505	\$212,183,364	\$137,064,859 182%	\$161,270,490	\$287,705,510	\$126,435,020 78%
Consumer Demand/Market Supply Index	\$1,592,066,017	\$2,194,120,243	73	\$3,031,557,437	\$3,254,473,523	93	\$6,421,598,469	\$5,065,329,117	127

Consumer Demand & Market Supply Assessment

For Market: South Bay Marketplace
Market Definition: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)
Date Report Created: June 2018

By Major Product Lines	5 Minutes				7 Minutes				10 Minutes			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Computer Hardware/Software/Supplies	\$42,301,926	\$18,527,978	(\$23,773,949)	-56%	\$66,688,168	\$22,781,173	(\$43,906,995)	-66%	\$118,999,301	\$33,456,544	(\$85,542,757)	-72%
Furniture/Sleep/Outdoor/Patio Furniture	\$40,330,253	\$34,445,266	(\$5,884,986)	-15%	\$78,571,941	\$53,999,563	(\$24,572,378)	-31%	\$169,488,757	\$81,639,010	(\$87,849,747)	-52%
Alcoholic Drinks Served at the Establishment	\$43,117,390	\$37,386,710	(\$5,730,680)	-13%	\$68,643,323	\$51,648,673	(\$16,994,650)	-25%	\$123,906,805	\$74,207,588	(\$49,699,217)	-40%
Pets/Pet Foods/Pet Supplies	\$12,431,519	\$11,304,402	(\$1,127,117)	-9%	\$24,237,271	\$18,739,821	(\$5,497,450)	-23%	\$52,250,850	\$32,512,919	(\$19,737,931)	-38%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,863,529	\$2,648,747	(\$214,782)	-8%	\$5,541,695	\$4,337,424	(\$1,204,271)	-22%	\$11,879,753	\$9,686,078	(\$2,193,675)	-18%
Audio Equipment/Musical Instruments	\$8,672,826	\$8,221,516	(\$451,310)	-5%	\$16,850,704	\$11,870,962	(\$4,979,742)	-30%	\$36,221,933	\$17,574,169	(\$18,647,764)	-51%
Lawn/Garden/Farm Equipment/Supplies	\$23,546,318	\$23,495,486	(\$50,832)	0%	\$45,743,136	\$32,049,114	(\$13,694,022)	-30%	\$98,286,031	\$54,739,679	(\$43,546,352)	-44%
All Other Merchandise	\$59,721,136	\$59,719,756	(\$1,380)	0%	\$115,972,251	\$86,137,582	(\$29,834,669)	-26%	\$249,079,706	\$138,371,602	(\$110,708,104)	-44%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$189,223,250	\$194,445,120	\$5,221,871	3%	\$366,769,668	\$335,141,835	(\$31,627,832)	-9%	\$785,532,503	\$530,206,348	(\$255,326,156)	-33%
Books/Periodicals	\$6,776,470	\$7,114,850	\$338,380	5%	\$13,234,748	\$13,008,135	(\$226,612)	-2%	\$28,504,465	\$21,953,831	(\$6,550,634)	-23%
Groceries/Other Food Items (Off Premises)	\$242,578,141	\$270,588,884	\$28,010,743	12%	\$470,636,006	\$484,595,681	\$13,959,676	3%	\$1,009,817,711	\$894,014,631	(\$115,803,080)	-11%
Cigars/Cigarettes/Tobacco/Accessories	\$18,789,021	\$22,770,587	\$3,981,566	21%	\$36,307,356	\$41,419,305	\$5,111,949	14%	\$77,471,275	\$74,816,478	(\$2,654,796)	-3%
Meats/Nonalcoholic Beverages	\$157,023,396	\$191,819,296	\$34,795,900	22%	\$273,188,632	\$296,104,727	\$22,916,094	8%	\$538,206,095	\$492,288,650	(\$45,917,445)	-9%
Packaged Liquor/Wine/Beer	\$27,536,387	\$34,311,246	\$6,774,858	25%	\$53,628,724	\$58,037,461	\$4,408,737	8%	\$115,557,132	\$104,421,426	(\$11,135,706)	-10%
Automotive Fuels	\$99,272,767	\$124,692,449	\$25,419,682	26%	\$193,300,794	\$223,191,334	\$29,890,540	15%	\$416,500,360	\$424,785,373	\$8,285,013	2%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$13,463,979	\$18,185,306	\$4,721,326	35%	\$26,226,758	\$28,149,551	\$1,922,794	7%	\$56,624,085	\$43,123,802	(\$13,500,283)	-24%
Photographic Equipment/Supplies	\$1,619,556	\$2,188,331	\$568,775	35%	\$3,147,570	\$3,376,320	\$228,750	7%	\$6,783,901	\$5,081,679	(\$1,702,222)	-25%
Kitchenware/Home Furnishings	\$18,423,722	\$25,183,188	\$6,759,465	37%	\$35,779,887	\$37,206,495	\$1,426,607	4%	\$76,792,567	\$55,760,942	(\$21,031,624)	-27%
Hardware/Tools/Plumbing/Electrical Supplies	\$23,501,549	\$32,989,618	\$9,488,068	40%	\$45,595,340	\$44,766,902	(\$828,439)	-2%	\$97,886,912	\$67,458,457	(\$30,428,455)	-31%
Televisions/VCR/Video Cameras/DVD etc	\$9,703,312	\$13,807,219	\$4,103,907	42%	\$18,890,332	\$22,716,147	\$3,825,814	20%	\$40,683,405	\$35,804,599	(\$4,878,806)	-12%
Dimensional Lumber/Other Building Materials	\$33,755,979	\$48,571,118	\$14,815,140	44%	\$65,620,400	\$63,350,569	(\$2,269,831)	-3%	\$140,923,341	\$93,485,709	(\$47,437,632)	-34%
Paints/Sundries/Wallpaper/Wall Coverings	\$6,201,315	\$8,959,132	\$2,757,817	44%	\$12,042,109	\$11,841,157	(\$200,952)	-2%	\$25,831,615	\$17,590,803	(\$8,240,812)	-32%
Floor/Floor Coverings	\$12,116,846	\$17,655,350	\$5,538,505	46%	\$23,496,411	\$22,827,483	(\$668,928)	-3%	\$50,375,349	\$32,267,633	(\$18,107,716)	-36%
Small Electric Appliances	\$3,251,267	\$4,935,829	\$1,684,562	52%	\$6,294,423	\$8,046,345	\$1,751,922	28%	\$13,496,107	\$12,739,991	(\$756,116)	-6%
Womens/Juniors/Misses Wear	\$56,801,854	\$96,030,148	\$39,228,293	69%	\$110,406,065	\$137,885,176	\$27,479,111	25%	\$237,503,384	\$181,679,992	(\$55,823,392)	-24%
Automotive Tires/Tubes/Batteries/Parts	\$49,125,140	\$83,062,458	\$33,937,318	69%	\$95,274,328	\$114,296,255	\$19,021,928	20%	\$204,292,865	\$167,970,210	(\$36,322,655)	-18%
Toys/Hobby Goods/Games	\$7,800,563	\$13,218,052	\$5,417,489	69%	\$15,160,734	\$21,410,326	\$6,249,592	41%	\$32,625,182	\$33,175,107	\$549,925	2%
Soaps/Detergents/Household Cleaners	\$7,473,048	\$13,115,159	\$5,642,111	75%	\$14,471,590	\$23,393,027	\$8,921,437	62%	\$30,973,772	\$40,008,659	\$9,034,887	29%
Major Household Appliances	\$4,643,069	\$8,169,792	\$3,526,723	76%	\$9,094,911	\$11,355,445	\$2,260,534	25%	\$19,732,484	\$16,130,131	(\$3,602,353)	-18%
Automotive Lubricants (incl Oil, Greases)	\$4,643,069	\$8,169,792	\$3,526,723	76%	\$9,094,911	\$11,355,445	\$2,260,534	25%	\$19,732,484	\$16,130,131	(\$3,602,353)	-18%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,482,786	\$6,297,026	\$2,814,240	81%	\$6,785,179	\$11,467,573	\$4,682,394	69%	\$14,605,129	\$18,298,461	\$3,693,332	25%
Retailer Services	\$44,801,365	\$81,545,661	\$36,744,296	82%	\$87,341,553	\$103,781,115	\$16,439,562	19%	\$188,605,649	\$142,366,201	(\$46,239,448)	-25%
Sewing/Knitting Materials/Supplies	\$643,023	\$1,187,441	\$544,418	85%	\$1,252,691	\$1,936,555	\$683,864	55%	\$2,680,907	\$3,026,522	\$345,615	13%
Paper/Related Products	\$6,642,437	\$12,301,238	\$5,658,801	85%	\$12,858,349	\$23,296,303	\$10,437,954	81%	\$27,511,847	\$40,648,057	\$13,136,211	48%
Footwear, including Accessories	\$22,437,627	\$42,115,573	\$19,677,946	88%	\$43,711,764	\$60,478,855	\$16,767,091	38%	\$94,357,959	\$74,854,621	(\$19,503,338)	-21%
Mens Wear	\$21,396,335	\$40,809,267	\$19,412,932	91%	\$41,734,676	\$59,990,586	\$18,255,909	44%	\$90,210,073	\$81,239,589	(\$8,970,484)	-10%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$6,673,539	\$12,783,063	\$6,109,524	92%	\$12,964,608	\$19,952,693	\$6,988,084	54%	\$27,852,447	\$20,478,244	\$7,374,203	36%
Autos/Cars/Vans/Trucks/Motorcycles	\$237,492,286	\$509,161,546	\$271,669,260	114%	\$462,680,984	\$607,580,944	\$144,899,960	31%	\$998,789,309	\$777,559,593	(\$221,229,717)	-22%
Jewelry (including Watches)	\$14,383,857	\$32,520,624	\$18,136,767	126%	\$27,980,087	\$40,573,748	\$12,593,661	45%	\$60,233,189	\$51,383,409	(\$8,849,780)	-15%
Childrens Wear/Infants/Toddlers Clothing	\$9,268,614	\$22,377,852	\$13,109,238	141%	\$18,045,144	\$33,780,339	\$15,735,195	87%	\$38,982,433	\$46,364,961	\$7,382,528	19%

Consumer Demand & Market Supply Assessment

For Market: South Bay Marketplace
Market Definition: 3410 Highland Ave - National City (Lat: 32.6533, Long: -117.0898)
Date Report Created: June 2018

5 Minutes

7 Minutes

10 Minutes

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

Westfield Plaza Bonita

3030 Plaza Bonita Rd
National City, CA



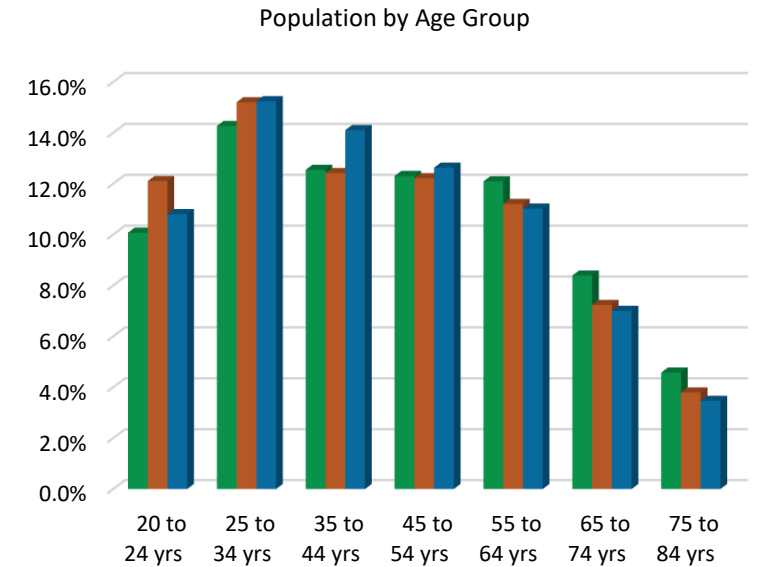
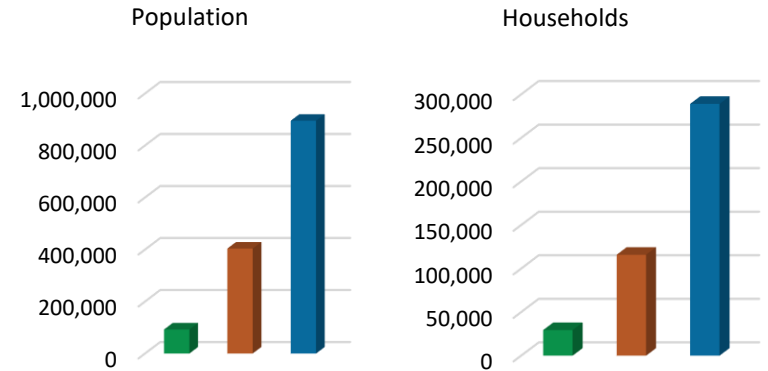
	5 Minutes	10 Minutes	15 Minutes
Population	92,243	403,608	895,001
Daytime Population	85,878	335,861	837,381
Households	29,349	115,823	289,033
Average Age	38.8	36.9	36.8
Average HH Income	\$67,020	\$67,524	\$70,960
White Collar (Residents)	55%	54%	57%
Some College or Degree	52%	49%	52%

Traffic Counts	
I-805 @ Bonita Rd	> 228,000
Bonita Rd & I-805	> 45,000
Sweetwater Rd & Cypress St	> 22,800
Plaza Bonita Rd & Ring Rd	> 17,900

Consumer Demographic Profile

For Market: Westfield Plaza Bonita
Market Definition: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)
Date Report Created: June 2018

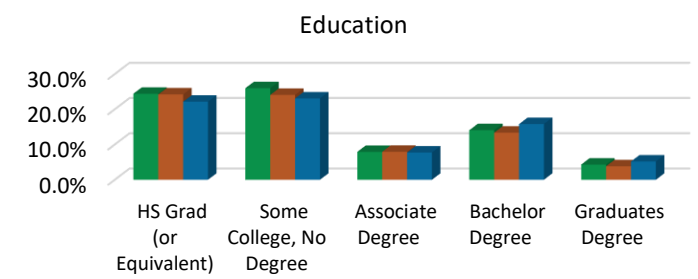
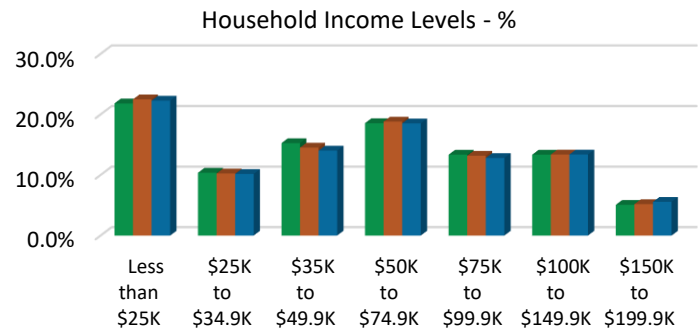
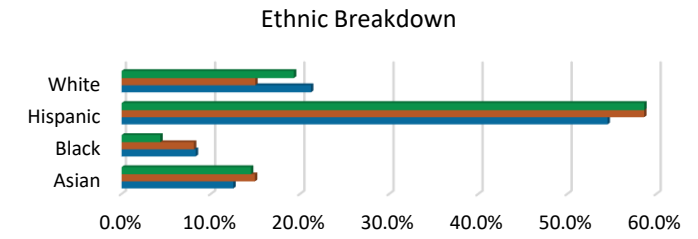
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	92,243	---	403,608	---	895,001	---
5 Year Projected Pop	93,407	---	409,533	---	913,567	---
Pop Growth (%)	1.3%	---	1.5%	---	2.1%	---
Households	29,349	---	115,823	---	289,033	---
5 Year Projected HHs	29,713	---	117,521	---	296,550	---
HH Growth (%)	1.2%	---	1.5%	---	2.6%	---
Census Stats						
2000 Population	86,073	---	357,402	---	787,613	---
2010 Population	88,420	---	385,931	---	848,246	---
Pop Growth (%)	2.7%	---	8.0%	---	7.7%	---
2000 Households	28,043	---	105,399	---	250,581	---
2010 Households	28,100	---	110,642	---	271,675	---
HH Growth (%)	0.2%	---	5.0%	---	8.4%	---
Total Population by Age						
Average Age	38.8		36.9		36.8	
19 yrs & under	21,754	23.6%	98,121	24.3%	218,521	24.4%
20 to 24 yrs	9,291	10.1%	48,849	12.1%	96,699	10.8%
25 to 34 yrs	13,160	14.3%	61,351	15.2%	136,410	15.2%
35 to 44 yrs	11,572	12.5%	50,121	12.4%	126,239	14.1%
45 to 54 yrs	11,348	12.3%	49,308	12.2%	113,045	12.6%
55 to 64 yrs	11,153	12.1%	45,234	11.2%	98,631	11.0%
65 to 74 yrs	7,738	8.4%	29,198	7.2%	62,666	7.0%
75 to 84 yrs	4,223	4.6%	15,322	3.8%	30,997	3.5%
85 + yrs	2,002	2.2%	6,105	1.5%	11,793	1.3%
Population Bases						
20-34 yrs	22,452	24.3%	110,200	27.3%	233,109	26.0%
45-64 yrs	22,501	24.4%	94,542	23.4%	211,675	23.7%
16 yrs +	72,837	79.0%	316,542	78.4%	699,505	78.2%
25 yrs +	61,197	66.3%	256,639	63.6%	579,781	64.8%
65 yrs +	13,964	15.1%	50,625	12.5%	105,456	11.8%
75 yrs +	6,225	6.7%	21,427	5.3%	42,790	4.8%
85 yrs +	2,002	2.2%	6,105	1.5%	11,793	1.3%



Consumer Demographic Profile

For Market: Westfield Plaza Bonita
Market Definition: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)
Date Report Created: June 2018

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	17,808	19.3%	60,439	15.0%	189,884	21.2%
Hispanic	54,085	58.6%	236,610	58.6%	487,883	54.5%
Black	3,994	4.3%	32,708	8.1%	74,371	8.3%
Asian	13,369	14.5%	60,291	14.9%	112,014	12.5%
Ancestry						
American Indian (ancestry)	223	0.2%	931	0.2%	2,324	0.3%
Hawaiian (ancestry)	605	0.7%	2,677	0.7%	4,738	0.5%
Household Income						
Per Capita Income	\$21,324	---	\$19,377	---	\$22,916	---
Average HH Income	\$67,020	---	\$67,524	---	\$70,960	---
Median HH Income	\$53,302	---	\$53,366	---	\$54,256	---
Less than \$25K	6,403	21.8%	26,056	22.5%	64,398	22.3%
\$25K to \$34.9K	3,045	10.4%	11,885	10.3%	29,407	10.2%
\$35K to \$49.9K	4,480	15.3%	16,823	14.5%	40,545	14.0%
\$50K to \$74.9K	5,445	18.6%	21,797	18.8%	53,548	18.5%
\$75K to \$99.9K	3,921	13.4%	15,265	13.2%	37,040	12.8%
\$100K to \$149.9K	3,920	13.4%	15,498	13.4%	38,700	13.4%
\$150K to \$199.9K	1,490	5.1%	6,009	5.2%	16,092	5.6%
\$200K +	646	2.2%	2,488	2.1%	9,303	3.2%
Education						
	61,197		256,639		579,781	
Less than 9th Grade	6,706	11.0%	32,929	12.8%	71,512	12.3%
Some HS, No Diploma	6,761	11.0%	32,159	12.5%	66,630	11.5%
HS Grad (or Equivalent)	14,945	24.4%	62,171	24.2%	128,507	22.2%
Some College, No Degree	15,909	26.0%	61,833	24.1%	133,885	23.1%
Associate Degree	4,849	7.9%	20,398	7.9%	44,866	7.7%
Bachelor Degree	8,614	14.1%	34,320	13.4%	91,707	15.8%
Graduates Degree	2,648	4.3%	9,874	3.8%	30,167	5.2%



Consumer Demographic Profile

For Market:

Westfield Plaza Bonita

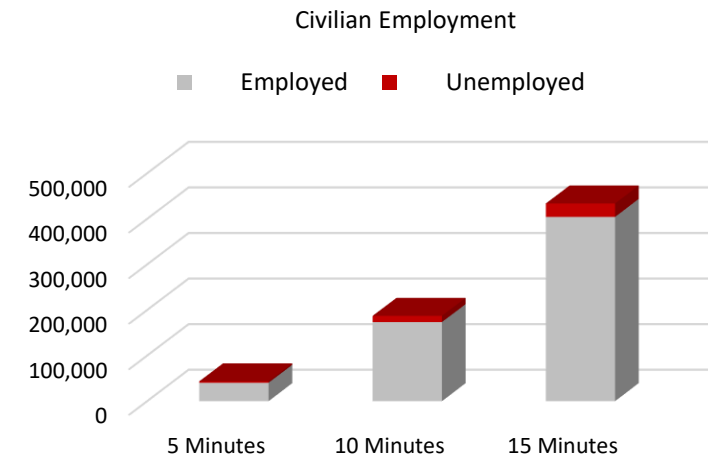
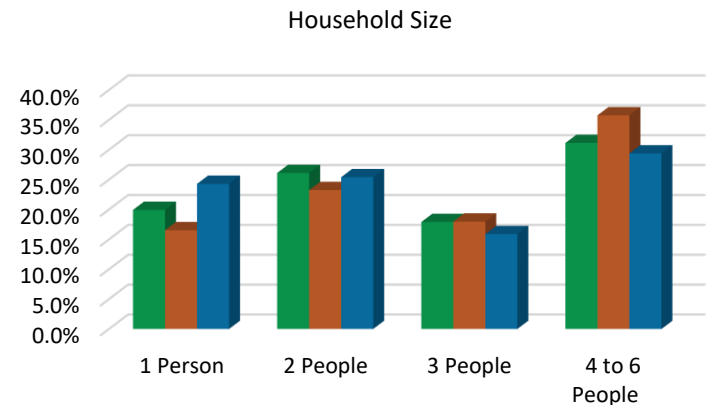
Market Definition:

3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)

Date Report Created:

June 2018

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	22,047		91,357		195,379	
Single - Male	1,222	5.5%	4,864	5.3%	10,447	5.3%
Single - Female	3,068	13.9%	11,380	12.5%	23,740	12.2%
Single Parent - Male	877	4.0%	3,568	3.9%	8,728	4.5%
Single Parent - Female	2,605	11.8%	12,242	13.4%	25,410	13.0%
Married w/ Children	6,338	28.7%	27,685	30.3%	58,363	29.9%
Married w/out Children	7,937	36.0%	31,618	34.6%	68,691	35.2%
Household Size	22,047		91,357		195,379	
1 Person	5,849	19.9%	19,139	16.5%	70,191	24.3%
2 People	7,664	26.1%	26,920	23.2%	73,416	25.4%
3 People	5,253	17.9%	20,815	18.0%	45,850	15.9%
4 to 6 People	9,136	31.1%	41,410	35.8%	84,901	29.4%
7+ People	1,447	4.9%	7,538	6.5%	14,675	5.1%
Home Ownership	29,349		115,823		289,033	
Owners	14,293	48.7%	58,082	50.1%	128,392	44.4%
Renters	15,056	51.3%	57,741	49.9%	160,641	55.6%
Components of Change	22,047		91,357		195,379	
Births	1,184	1.3%	5,360	1.3%	11,835	1.3%
Deaths	699	0.8%	2,566	0.6%	5,355	0.6%
Migration	185	0.2%	-1,148	-0.3%	-1,851	-0.2%
Employment (Pop 16+)	72,837		316,542		699,505	
Armed Services	802	1.1%	13,229	4.2%	20,861	3.0%
Civilian	43,354	59.5%	187,139	59.1%	433,627	62.0%
Employed	40,370	55.4%	173,514	54.8%	404,252	57.8%
Unemployed	2,984	4.1%	13,625	4.3%	29,375	4.2%
Not in Labor Force	28,681	39.4%	116,174	36.7%	245,017	35.0%
Employed Population	40,370		173,514		404,252	
White Collar	22,147	54.9%	93,334	53.8%	229,499	56.8%
Blue Collar	18,223	45.1%	80,180	46.2%	174,753	43.2%



Consumer Demographic Profile

For Market:

Westfield Plaza Bonita

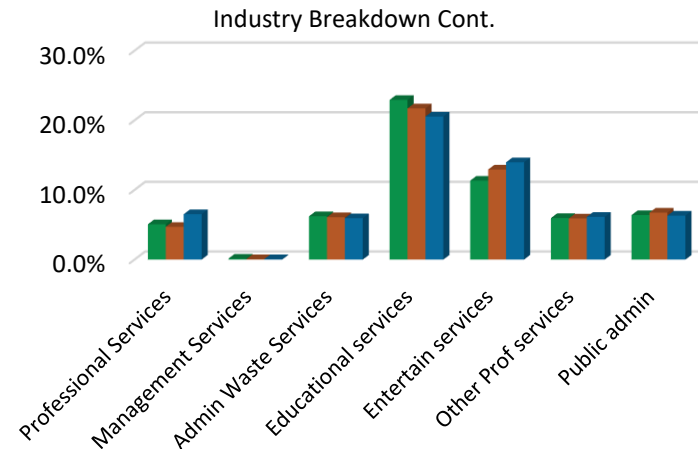
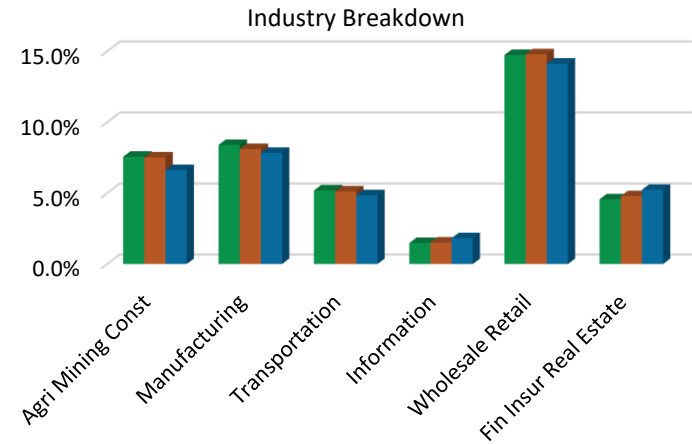
Market Definition:

3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)

Date Report Created:

June 2018

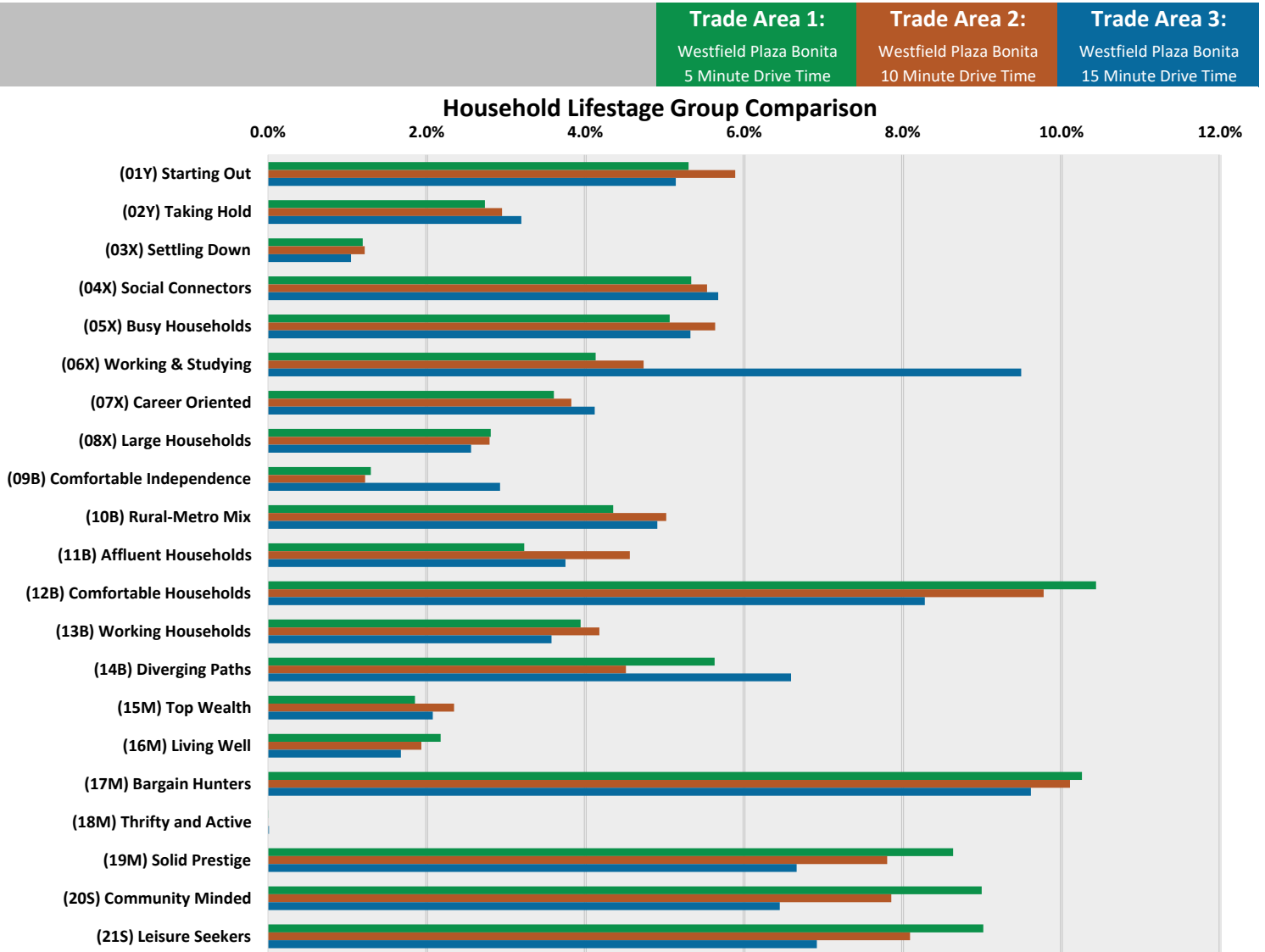
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	40,370		173,514		404,252	
White Collar	22,147	54.9%	93,334	53.8%	229,499	56.8%
Managerial executive	4,149	10.3%	17,382	10.0%	47,267	11.7%
Prof specialty	6,422	15.9%	26,751	15.4%	73,443	18.2%
Healthcare support	1,412	3.5%	5,149	3.0%	10,185	2.5%
Sales	4,068	10.1%	18,197	10.5%	43,786	10.8%
Office Admin	6,096	15.1%	25,854	14.9%	54,817	13.6%
Blue Collar	18,223	45.1%	80,180	46.2%	174,753	43.2%
Protective	1,270	3.1%	5,186	3.0%	10,646	2.6%
Food Prep Serving	2,663	6.6%	12,728	7.3%	31,904	7.9%
Bldg Maint/Cleaning	2,671	6.6%	13,159	7.6%	27,360	6.8%
Personal Care	2,061	5.1%	9,285	5.4%	22,385	5.5%
Farming/Fishing/Forestry	158	0.4%	745	0.4%	1,563	0.4%
Construction	4,294	10.6%	17,645	10.2%	35,984	8.9%
Production Transp	5,106	12.6%	21,432	12.4%	44,912	11.1%
Employment By Industry	40,370		173,514		404,252	
Agri Mining Const	3,053	7.6%	13,038	7.5%	26,765	6.6%
Manufacturing	3,387	8.4%	14,059	8.1%	31,659	7.8%
Transportation	2,092	5.2%	8,880	5.1%	19,580	4.8%
Information	598	1.5%	2,627	1.5%	7,366	1.8%
Wholesale Retail	5,947	14.7%	25,655	14.8%	57,085	14.1%
Fin Insur Real Estate	1,841	4.6%	8,296	4.8%	21,135	5.2%
Professional Services	2,050	5.1%	8,161	4.7%	26,371	6.5%
Management Services	57	0.1%	117	0.1%	295	0.1%
Admin Waste Services	2,515	6.2%	10,582	6.1%	24,051	5.9%
Educational services	9,260	22.9%	37,678	21.7%	83,073	20.5%
Entertain services	4,577	11.3%	22,449	12.9%	56,494	14.0%
Other Prof services	2,410	6.0%	10,264	5.9%	24,839	6.1%
Public admin	2,583	6.4%	11,707	6.7%	25,536	6.3%



Household Segmentation Profile

For Market: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)

Date: June 2018



	Trade Area 1: Westfield Plaza Bonita 5 Minute Drive Time	Trade Area 2: Westfield Plaza Bonita 10 Minute Drive Time	Trade Area 3: Westfield Plaza Bonita 15 Minute Drive Time
Total Households	28,411 100%	112,019 100%	276,520 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	17- Firmly Established	(12B) Comfortable Households	1,759	6.2%	6,385	5.7%	12,541	4.5%
2	36- Persistent & Productive	(20S) Community Minded	1,628	5.7%	5,909	5.3%	12,098	4.4%
3	63- Staying Home	(17M) Bargain Hunters	1,605	5.6%	5,991	5.3%	15,082	5.5%
4	53- Metro Strivers	(10B) Rural-Metro Mix	1,236	4.4%	5,621	5.0%	13,496	4.9%
5	13- Work & Play	(12B) Comfortable Households	1,207	4.2%	4,568	4.1%	10,351	3.7%
6	38- Occupational Mix	(13B) Working Households	1,120	3.9%	4,678	4.2%	9,840	3.6%
7	33- Urban Diversity	(14B) Diverging Paths	1,067	3.8%	3,139	2.8%	10,967	4.0%
8	09- Busy Schedules	(19M) Solid Prestige	1,031	3.6%	3,241	2.9%	6,478	2.3%
9	62- Movies & Sports	(05X) Busy Households	927	3.3%	4,242	3.8%	10,260	3.7%
10	08- Solid Surroundings	(19M) Solid Prestige	877	3.1%	3,396	3.0%	7,474	2.7%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)

Date: June 2018



TOTAL HOUSEHOLDS		28,411	100%	112,019	100%	276,520	100%
Lifestage Group	Cluster Name	Westfield Plaza Bonita 5 Minute Drive Time		Westfield Plaza Bonita 10 Minute Drive Time		Westfield Plaza Bonita 15 Minute Drive Time	
(01Y) Starting Out		1,506	5.3%	6,597	5.9%	14,215	5.1%
	39- Setting Goals	352	1.2%	1,609	1.4%	3,316	1.2%
	45- Offices & Entertainment	262	0.9%	1,059	0.9%	2,619	0.9%
	57- Collegiate Crowd	458	1.6%	1,899	1.7%	3,893	1.4%
	58- Outdoor Fervor	0	0.0%	3	0.0%	22	0.0%
	67- First Steps	435	1.5%	2,028	1.8%	4,366	1.6%
(02Y) Taking Hold		777	2.7%	3,305	3.0%	8,830	3.2%
	18- Climbing the Ladder	101	0.4%	360	0.3%	717	0.3%
	21- Children First	196	0.7%	801	0.7%	1,710	0.6%
	24- Career Building	380	1.3%	1,750	1.6%	5,589	2.0%
	30- Out & About	100	0.4%	394	0.4%	815	0.3%
(03X) Settling Down		339	1.2%	1,367	1.2%	2,895	1.0%
	34- Outward Bound	0	0.0%	0	0.0%	16	0.0%
	41- Rural Adventure	3	0.0%	32	0.0%	99	0.0%
	46- Rural & Active	336	1.2%	1,335	1.2%	2,780	1.0%
(04X) Social Connectors		1,516	5.3%	6,200	5.5%	15,692	5.7%
	42- Creative Variety	247	0.9%	1,126	1.0%	3,108	1.1%
	52- Stylish & Striving	467	1.6%	1,716	1.5%	4,330	1.6%
	59- Mobile Mixers	802	2.8%	3,358	3.0%	8,253	3.0%
(05X) Busy Households		1,439	5.1%	6,314	5.6%	14,723	5.3%
	37- Firm Foundations	512	1.8%	2,071	1.8%	4,464	1.6%
	62- Movies & Sports	927	3.3%	4,242	3.8%	10,260	3.7%
(06X) Working & Studying		1,174	4.1%	5,303	4.7%	26,253	9.5%
	61- City Life	319	1.1%	1,493	1.3%	18,633	6.7%
	69- Productive Havens	154	0.5%	864	0.8%	2,080	0.8%
	70- Favorably Frugal	701	2.5%	2,947	2.6%	5,541	2.0%
(07X) Career Oriented		1,024	3.6%	4,282	3.8%	11,389	4.1%
	06- Casual Comfort	379	1.3%	1,881	1.7%	5,075	1.8%
	10- Careers & Travel	81	0.3%	401	0.4%	975	0.4%
	20- Carving Out Time	144	0.5%	550	0.5%	1,126	0.4%
	26- Getting Established	419	1.5%	1,451	1.3%	4,214	1.5%
(08X) Large Households		798	2.8%	3,129	2.8%	7,081	2.6%
	11- Schools & Shopping	190	0.7%	814	0.7%	1,841	0.7%
	12- On the Go	120	0.4%	480	0.4%	1,358	0.5%
	19- Country Comfort	0	0.0%	0	0.0%	75	0.0%
	27- Tenured Proprietors	488	1.7%	1,834	1.6%	3,806	1.4%
(09B) Comfortable Independence		368	1.3%	1,372	1.2%	8,088	2.9%
	29- City Mixers	0	0.0%	20	0.0%	4,721	1.7%
	35- Working & Active	160	0.6%	576	0.5%	1,464	0.5%
	56- Metro Active	208	0.7%	776	0.7%	1,902	0.7%
(10B) Rural-Metro Mix		1,236	4.4%	5,623	5.0%	13,570	4.9%
	47- Rural Parents	0	0.0%	1	0.0%	39	0.0%
	53- Metro Strivers	1,236	4.4%	5,621	5.0%	13,496	4.9%
	60- Rural & Mobile	0	0.0%	1	0.0%	34	0.0%

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

Household Segmentation Profile

Market: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)

Date: June 2018



TOTAL HOUSEHOLDS		28,411	100%	112,019	100%	276,520	100%
Lifestage Group	Cluster Name	Westfield Plaza Bonita 5 Minute Drive Time		Westfield Plaza Bonita 10 Minute Drive Time		Westfield Plaza Bonita 15 Minute Drive Time	
(11B) Affluent Households		918	3.2%	5,110	4.6%	10,370	3.8%
	01- Summit Estates	62	0.2%	460	0.4%	1,063	0.4%
	04- Top Professionals	470	1.7%	3,069	2.7%	6,009	2.2%
	07- Active Lifestyles	386	1.4%	1,581	1.4%	3,298	1.2%
(12B) Comfortable Households		2,965	10.4%	10,953	9.8%	22,892	8.3%
	13- Work & Play	1,207	4.2%	4,568	4.1%	10,351	3.7%
	17- Firmly Established	1,759	6.2%	6,385	5.7%	12,541	4.5%
(13B) Working Households		1,120	3.9%	4,679	4.2%	9,884	3.6%
	38- Occupational Mix	1,120	3.9%	4,678	4.2%	9,840	3.6%
	48- Farm & Home	0	0.0%	1	0.0%	44	0.0%
(14B) Diverging Paths		1,600	5.6%	5,055	4.5%	18,234	6.6%
	16- Country Enthusiasts	0	0.0%	0	0.0%	9	0.0%
	22- Comfortable Cornerstones	162	0.6%	572	0.5%	1,151	0.4%
	31- Mid-Americana	267	0.9%	979	0.9%	1,969	0.7%
	32- Metro Mix	104	0.4%	365	0.3%	4,139	1.5%
	33- Urban Diversity	1,067	3.8%	3,139	2.8%	10,967	4.0%
(15M) Top Wealth		527	1.9%	2,627	2.3%	5,744	2.1%
	02- Established Elite	110	0.4%	558	0.5%	1,485	0.5%
	03- Corporate Connected	416	1.5%	2,069	1.8%	4,259	1.5%
(16M) Living Well		618	2.2%	2,167	1.9%	4,633	1.7%
	14- Career Centered	368	1.3%	1,280	1.1%	2,945	1.1%
	15- Country Ways	0	0.0%	0	0.0%	1	0.0%
	23- Good Neighbors	251	0.9%	886	0.8%	1,687	0.6%
(17M) Bargain Hunters		2,915	10.3%	11,323	10.1%	26,591	9.6%
	43- Work & Causes	313	1.1%	1,207	1.1%	2,609	0.9%
	44- Open Houses	364	1.3%	1,354	1.2%	3,011	1.1%
	55- Community Life	453	1.6%	1,854	1.7%	3,534	1.3%
	63- Staying Home	1,605	5.6%	5,991	5.3%	15,082	5.5%
	68- Staying Healthy	180	0.6%	917	0.8%	2,355	0.9%
(18M) Thrifty & Active		1	0.0%	2	0.0%	38	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	9	0.0%
	50- Rural Community	1	0.0%	2	0.0%	17	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	12	0.0%
(19M) Solid Prestige		2,453	8.6%	8,742	7.8%	18,429	6.7%
	05- Active & Involved	545	1.9%	2,106	1.9%	4,477	1.6%
	08- Solid Surroundings	877	3.1%	3,396	3.0%	7,474	2.7%
	09- Busy Schedules	1,031	3.6%	3,241	2.9%	6,478	2.3%
(20S) Community Minded		2,556	9.0%	8,802	7.9%	17,836	6.5%
	25- Clubs & Causes	445	1.6%	1,434	1.3%	2,905	1.1%
	28- Community Pillars	483	1.7%	1,458	1.3%	2,833	1.0%
	36- Persistent & Productive	1,628	5.7%	5,909	5.3%	12,098	4.4%
(21S) Leisure Seekers		2,562	9.0%	9,066	8.1%	19,133	6.9%
	49- Home & Garden	629	2.2%	1,827	1.6%	3,500	1.3%
	51- Role Models	434	1.5%	1,457	1.3%	2,946	1.1%
	64- Practical & Careful	367	1.3%	1,100	1.0%	2,264	0.8%
	65- Hobbies & Shopping	494	1.7%	2,118	1.9%	4,178	1.5%
	66- Helping Hands	638	2.2%	2,565	2.3%	6,245	2.3%

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

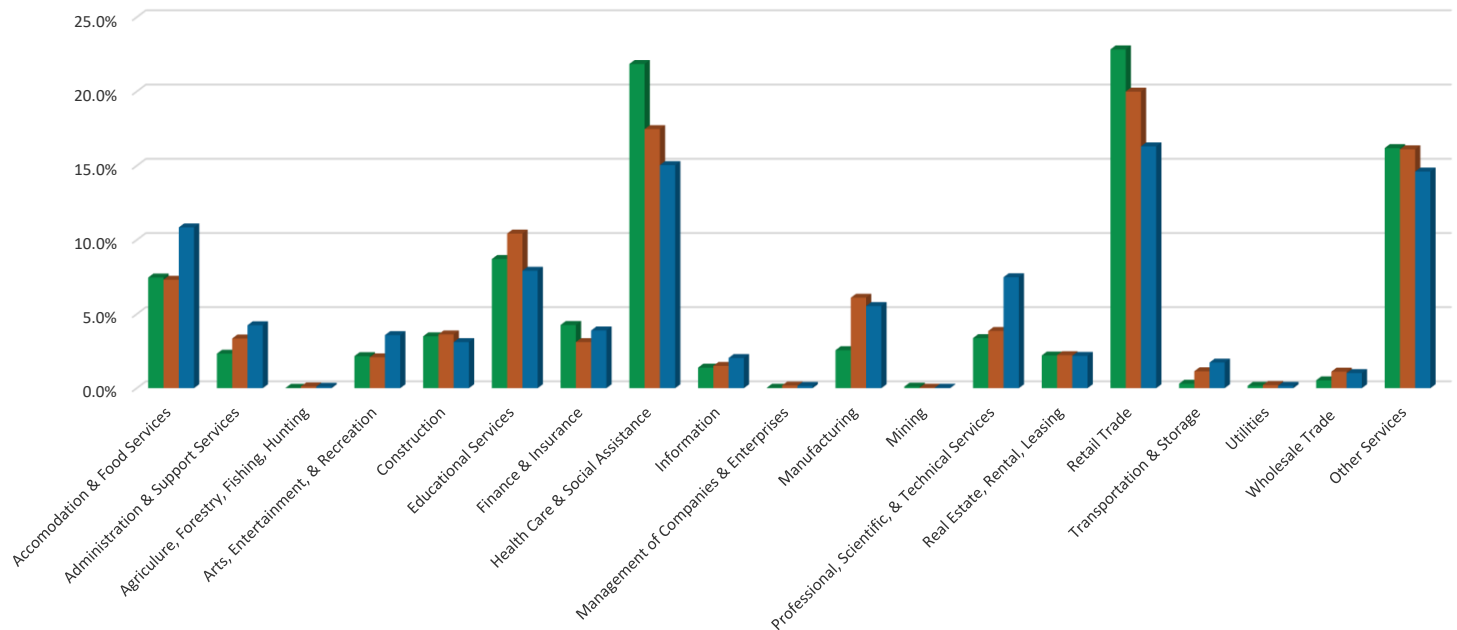
Employment Profile

For Market: Westfield Plaza Bonita
 Market Definition: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)
 Date Report Created: June 2018

	5 Minutes		10 Minutes		15 Minutes	
Daytime Population	85,878		335,861		837,381	
Student Population	21,186		86,585		231,764	
Median Employee Salary	41,964		42,927		43,219	
Average Employee Salary	51,003		50,694		51,740	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	589	2.0%	2,505	2.6%	7,130	2.6%
15,000 to 30,000 CrYr	8,236	28.3%	23,896	24.4%	67,403	24.3%
30,000 to 45,000 CrYr	6,824	23.5%	25,781	26.3%	71,677	25.8%
45,000 to 60,000 CrYr	5,891	20.2%	20,354	20.8%	56,436	20.3%
60,000 to 75,000 CrYr	2,168	7.5%	7,817	8.0%	21,682	7.8%
75,000 to 90,000 CrYr	1,749	6.0%	6,284	6.4%	17,025	6.1%
90,000 to 100,000 CrYr	572	2.0%	1,886	1.9%	6,808	2.5%
Over 100,000 CrYr	3,065	10.5%	9,456	9.7%	29,595	10.7%

Industry Groups

Employee's by Industry



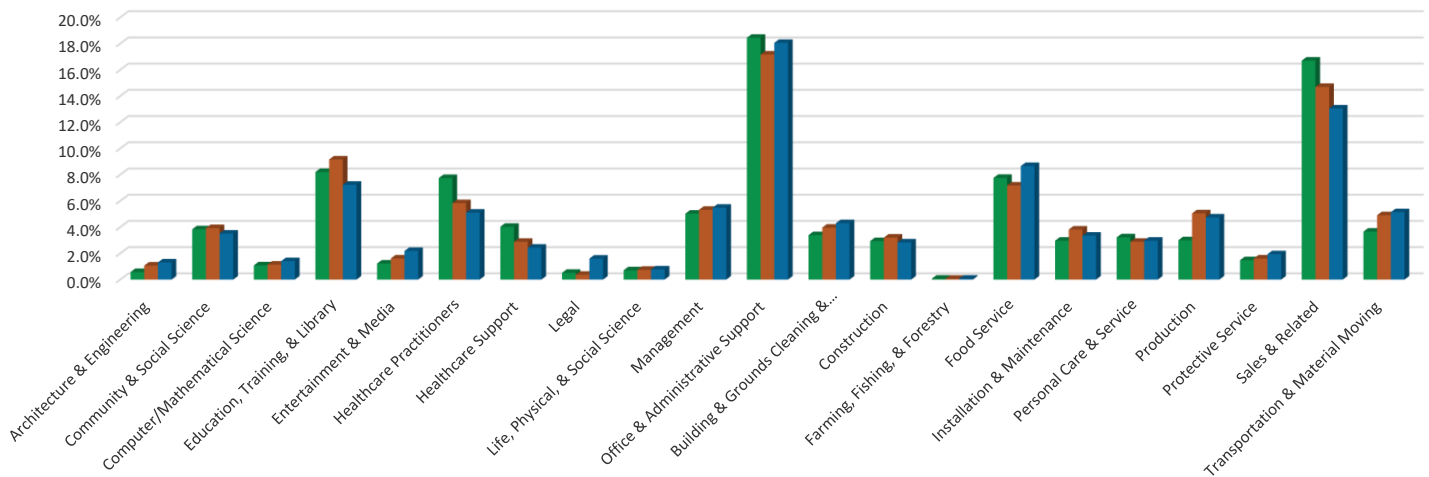
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,833	100%	29,095	100%	5,904	100%	97,978	100%	16,544	100%	277,755	100%
Accommodation & Food Services	130	7.1%	2,173	7.5%	412	7.0%	7,168	7.3%	1,241	7.5%	30,126	10.8%
Administration & Support Services	53	2.9%	678	2.3%	186	3.1%	3,287	3.4%	507	3.1%	11,792	4.2%
Agriculture, Forestry, Fishing, Hunting	3	0.2%	7	0.0%	14	0.2%	117	0.1%	33	0.2%	274	0.1%
Arts, Entertainment, & Recreation	42	2.3%	629	2.2%	118	2.0%	2,042	2.1%	397	2.4%	9,949	3.6%
Construction	84	4.6%	1,018	3.5%	288	4.9%	3,556	3.6%	706	4.3%	8,637	3.1%
Educational Services	50	2.7%	2,536	8.7%	185	3.1%	10,221	10.4%	432	2.6%	22,010	7.9%
Finance & Insurance	113	6.2%	1,241	4.3%	283	4.8%	3,048	3.1%	830	5.0%	10,818	3.9%
Health Care & Social Assistance	427	23.3%	6,357	21.8%	1,176	19.9%	17,115	17.5%	2,443	14.8%	41,780	15.0%
Information	35	1.9%	403	1.4%	92	1.6%	1,475	1.5%	312	1.9%	5,655	2.0%
Management of Companies & Enterprises	1	0.1%	9	0.0%	6	0.1%	177	0.2%	11	0.1%	431	0.2%
Manufacturing	36	2.0%	746	2.6%	235	4.0%	5,981	6.1%	584	3.5%	15,390	5.5%
Mining	1	0.1%	30	0.1%	1	0.0%	32	0.0%	5	0.0%	91	0.0%
Professional, Scientific, & Technical Services	152	8.3%	983	3.4%	399	6.8%	3,782	3.9%	2,098	12.7%	20,793	7.5%
Real Estate, Rental, Leasing	103	5.6%	642	2.2%	340	5.8%	2,181	2.2%	868	5.2%	6,058	2.2%
Retail Trade	288	15.7%	6,643	22.8%	940	15.9%	19,589	20.0%	2,451	14.8%	45,285	16.3%
Transportation & Storage	6	0.3%	87	0.3%	61	1.0%	1,118	1.1%	247	1.5%	4,799	1.7%
Utilities	2	0.1%	46	0.2%	8	0.1%	208	0.2%	19	0.1%	448	0.2%
Wholesale Trade	17	0.9%	154	0.5%	138	2.3%	1,097	1.1%	373	2.3%	2,828	1.0%
Other Services	289	15.8%	4,711	16.2%	1,024	17.3%	15,785	16.1%	2,988	18.1%	40,592	14.6%

Employment Profile

For Market: Westfield Plaza Bonita
Market Definition: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)
Date Report Created: June 2018

Occupations	5 Minutes		10 Minutes		15 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	15,872	54.6%	51,199	52.3%	145,807	52.5%
Architecture & Engineering	168	0.6%	1,048	1.1%	3,620	1.3%
Community & Social Science	1,115	3.8%	3,845	3.9%	9,739	3.5%
Computer/Mathematical Science	315	1.1%	1,121	1.1%	3,907	1.4%
Education, Training, & Library	2,388	8.2%	8,973	9.2%	20,081	7.2%
Entertainment & Media	355	1.2%	1,578	1.6%	6,064	2.2%
Healthcare Practitioners	2,252	7.7%	5,710	5.8%	14,186	5.1%
Healthcare Support	1,172	4.0%	2,819	2.9%	6,758	2.4%
Legal	149	0.5%	358	0.4%	4,431	1.6%
Life, Physical, & Social Science	206	0.7%	729	0.7%	2,146	0.8%
Management	1,462	5.0%	5,212	5.3%	15,226	5.5%
Office & Administrative Support	5,366	18.4%	16,817	17.2%	50,144	18.1%
Blue Collar	13,141	45.2%	46,393	47.4%	130,661	47.0%
Building & Grounds Cleaning & Maintenance	986	3.4%	3,882	4.0%	11,950	4.3%
Construction	853	2.9%	3,137	3.2%	7,870	2.8%
Farming, Fishing, & Forestry	19	0.1%	59	0.1%	199	0.1%
Food Service	2,256	7.8%	7,029	7.2%	24,055	8.7%
Installation & Maintenance	863	3.0%	3,740	3.8%	9,302	3.3%
Personal Care & Service	937	3.2%	2,820	2.9%	8,238	3.0%
Production	872	3.0%	4,949	5.1%	13,148	4.7%
Protective Service	430	1.5%	1,574	1.6%	5,373	1.9%
Sales & Related	4,859	16.7%	14,397	14.7%	36,252	13.1%
Transportation & Material Moving	1,064	3.7%	4,807	4.9%	14,274	5.1%
Military Services	82	0.3%	386	0.4%	1,287	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	29,095	97,978	277,755
2017 Q3	27,435	91,092	264,254
2017 Q2	28,502	95,730	272,944
2017 Q1	28,486	95,771	272,949
2016 Q4	28,818	96,736	274,456
2016 Q3	26,922	89,338	260,093
2016 Q2	28,646	96,283	273,830
2016 Q1	28,498	95,724	272,011
2015 Q4	28,643	95,777	272,149

Consumer Demand & Market Supply Assessment

For Market: Westfield Plaza Bonita
Market Definition: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)
Date Report Created: June 2018

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	92,243			403,608			895,001		
5-Year Population estimate	93,407			409,533			913,567		
Population Households	91,087			391,156			870,803		
Group Quarters Population	1,156			12,452			24,198		
Households	29,349			115,823			289,033		
5-Year Households estimate	29,713			117,521			296,550		
WorkPlace Establishments	1,833			5,904			16,544		
Workplace Employees	29,095			97,978			277,755		
Median Household Income	\$53,302			\$53,366			\$54,256		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Furniture Stores	\$16,779,362	\$0	(\$16,779,362) -100%	\$72,183,950	\$33,947,117	(\$38,236,833) -53%	\$160,619,076	\$169,460,039	\$8,840,963 6%
Vending Machine Operators (Non-Store)	\$10,256,975	\$859,233	(\$9,397,742) -92%	\$43,713,397	\$17,364,604	(\$26,348,793) -60%	\$97,863,479	\$48,498,783	(\$49,364,696) -50%
Electronic Shopping/Mail Order Houses	\$203,814,221	\$26,729,767	(\$177,084,454) -87%	\$862,304,319	\$70,900,924	(\$791,403,395) -92%	\$1,947,496,258	\$730,579,020	(\$1,216,917,238) -62%
Other Motor Vehicle Dealers	\$15,609,924	\$2,166,078	(\$13,443,846) -86%	\$67,070,631	\$49,968,113	(\$17,102,518) -25%	\$149,067,587	\$90,599,981	(\$58,467,606) -39%
Special Food Services	\$15,499,141	\$5,195,619	(\$10,303,522) -66%	\$61,642,409	\$36,051,560	(\$25,590,850) -42%	\$147,850,684	\$189,561,016	\$41,710,331 28%
Direct Selling Establishments	\$8,200,197	\$2,782,410	(\$5,417,788) -66%	\$35,120,857	\$9,944,499	(\$25,176,358) -72%	\$78,134,160	\$32,225,111	(\$45,909,049) -59%
Automotive Dealers	\$287,876,172	\$122,447,679	(\$165,428,493) -57%	\$1,238,315,508	\$814,561,174	(\$423,754,334) -34%	\$2,752,206,584	\$1,535,291,965	(\$1,216,914,619) -44%
Used Merchandise Stores	\$4,819,003	\$2,226,838	(\$2,592,166) -54%	\$20,701,045	\$7,240,233	(\$13,460,812) -65%	\$46,001,430	\$37,646,338	(\$8,355,092) -18%
Florists/Misc. Store Retailers	\$2,242,523	\$1,124,985	(\$1,117,538) -50%	\$9,607,811	\$5,720,402	(\$3,887,409) -40%	\$21,321,204	\$13,794,666	(\$7,526,538) -35%
Lawn/Garden Equipment/Supplies Stores	\$9,299,420	\$4,725,681	(\$4,573,739) -49%	\$39,846,700	\$6,322,479	(\$33,524,221) -84%	\$88,436,112	\$36,496,227	(\$51,939,885) -59%
Electronics/Appliance	\$26,833,391	\$15,286,124	(\$11,547,268) -43%	\$109,992,077	\$43,085,805	(\$66,906,272) -61%	\$256,148,070	\$112,930,295	(\$143,217,774) -56%
Home Furnishing Stores	\$15,288,735	\$9,244,470	(\$6,044,265) -40%	\$65,754,275	\$37,689,628	(\$28,064,647) -43%	\$146,168,206	\$66,381,319	(\$79,786,887) -55%
Grocery Stores	\$163,772,562	\$100,007,554	(\$63,765,008) -39%	\$702,585,395	\$359,357,267	(\$343,228,127) -49%	\$1,562,884,444	\$1,006,514,399	(\$556,370,044) -36%
Building Material/Supplies Dealers	\$86,524,249	\$53,777,724	(\$32,746,525) -38%	\$371,942,872	\$192,778,258	(\$179,164,614) -48%	\$826,527,154	\$668,804,887	(\$157,722,267) -19%
Other Misc. Store Retailers	\$23,184,813	\$14,889,201	(\$8,295,612) -36%	\$99,549,959	\$38,796,623	(\$60,753,335) -61%	\$221,215,290	\$110,937,033	(\$110,278,256) -50%
Specialty Food Stores	\$9,090,527	\$6,623,933	(\$2,466,594) -27%	\$38,987,738	\$26,495,466	(\$12,492,272) -32%	\$86,736,626	\$107,666,914	\$20,930,289 24%
Beer/Wine/Liquor Stores	\$13,290,848	\$9,699,213	(\$3,591,635) -27%	\$57,023,363	\$43,598,410	(\$13,424,954) -24%	\$127,059,975	\$96,018,386	(\$31,041,589) -24%
Gasoline Stations	\$114,973,773	\$90,221,168	(\$24,752,604) -22%	\$493,511,965	\$348,190,638	(\$145,321,327) -29%	\$1,097,587,282	\$904,078,841	(\$193,508,441) -18%
Book/Periodical/Music Stores	\$6,055,888	\$4,796,793	(\$1,259,095) -21%	\$26,095,920	\$20,007,595	(\$6,088,325) -23%	\$58,044,164	\$63,289,174	\$5,245,010 9%
Bar/Drinking Places (Alcoholic Beverages)	\$3,839,127	\$3,446,547	(\$392,580) -10%	\$14,207,975	\$12,139,458	(\$2,068,516) -15%	\$36,641,170	\$89,321,716	\$52,680,546 144%
Automotive Parts/Accessories/Tire	\$26,350,979	\$24,061,620	(\$2,289,359) -9%	\$113,325,660	\$110,463,805	(\$2,861,855) -3%	\$251,947,945	\$205,297,250	(\$46,650,695) -19%
Other General Merchandise Stores	\$165,821,478	\$152,203,168	(\$13,618,311) -8%	\$711,174,905	\$789,342,232	\$78,167,327 11%	\$1,583,279,509	\$1,475,860,900	(\$107,418,610) -7%
Sporting Goods/Hobby/Musical Instrument	\$18,277,995	\$17,010,840	(\$1,267,155) -7%	\$78,607,585	\$59,262,458	(\$19,345,128) -25%	\$175,046,250	\$103,181,401	(\$71,864,850) -41%
Office Supplies/Stationary/Gift	\$8,871,776	\$8,377,815	(\$493,961) -6%	\$37,589,234	\$21,820,846	(\$15,768,388) -42%	\$84,695,487	\$45,622,030	(\$39,073,457) -46%
Health/Personal Care Stores	\$89,356,529	\$92,076,388	\$2,719,858 3%	\$384,101,427	\$314,263,750	(\$69,837,677) -18%	\$853,302,367	\$621,216,959	(\$232,085,408) -27%
Full-Service Restaurants	\$73,119,248	\$83,188,760	\$10,069,512 14%	\$282,771,862	\$188,590,254	(\$94,181,608) -33%	\$697,670,682	\$696,540,766	(\$1,129,917) 0%
Limited-Service Eating Places	\$71,023,844	\$89,259,814	\$18,235,969 26%	\$282,491,216	\$246,376,108	(\$36,115,108) -13%	\$677,550,124	\$627,971,528	(\$49,578,596) -7%
Clothing Stores	\$70,875,372	\$95,328,237	\$24,452,864 35%	\$305,064,154	\$189,806,197	(\$115,257,957) -38%	\$678,449,070	\$710,473,376	\$32,024,306 5%
Shoe Stores	\$9,883,781	\$18,778,745	\$8,894,964 90%	\$42,518,620	\$39,033,939	(\$3,484,680) -8%	\$94,717,781	\$115,795,909	\$21,078,128 22%
Jewelry/Luggage/Leather Goods	\$10,192,826	\$20,742,823	\$10,549,997 104%	\$43,863,975	\$34,991,002	(\$8,872,972) -20%	\$97,529,268	\$95,913,537	(\$1,615,731) -2%
Department Stores	\$40,544,292	\$114,259,599	\$73,715,307 182%	\$174,204,289	\$263,392,380	\$89,188,091 51%	\$387,684,306	\$498,255,096	\$110,570,790 29%
Consumer Demand/Market Supply Index	\$1,621,568,973	\$1,191,538,826	136	\$6,885,871,092	\$4,431,503,225	155	\$15,489,881,743	\$11,306,224,861	137

Consumer Demand & Market Supply Assessment

For Market: Westfield Plaza Bonita
Market Definition: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)
Date Report Created: June 2018

By Major Product Lines	5 Minutes			10 Minutes			15 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Furniture/Sleep/Outdoor/Patio Furniture	\$42,786,280	\$12,539,475	(\$30,246,805) -71%	\$184,100,043	\$71,873,667	(\$112,226,376) -61%	\$409,650,013	\$278,312,887	(\$131,337,126) -32%
Computer Hardware/Software/Supplies	\$30,970,119	\$9,834,119	(\$21,136,000) -68%	\$112,604,575	\$28,858,698	(\$83,745,877) -74%	\$295,480,263	\$142,605,048	(\$152,875,215) -52%
Autos/Cars/Vans/Trucks/Motorcycles	\$252,252,422	\$105,712,938	(\$146,539,484) -58%	\$1,085,653,377	\$722,081,034	(\$363,572,343) -33%	\$2,412,874,947	\$1,360,421,561	(\$1,052,453,386) -44%
Retailer Services	\$48,122,484	\$23,967,651	(\$24,154,833) -50%	\$205,955,909	\$128,897,192	(\$77,058,717) -37%	\$457,699,025	\$276,711,235	(\$180,987,790) -40%
Lawn/Garden/Farm Equipment/Supplies	\$24,872,893	\$13,959,078	(\$10,913,815) -44%	\$106,548,880	\$42,529,537	(\$64,019,343) -60%	\$236,397,955	\$146,719,383	(\$89,678,571) -38%
Audio Equipment/Musical Instruments	\$9,087,994	\$5,111,156	(\$3,976,838) -44%	\$39,146,125	\$15,476,777	(\$23,669,347) -60%	\$87,098,542	\$46,291,600	(\$40,806,942) -47%
All Other Merchandise	\$62,713,169	\$36,892,301	(\$25,820,869) -41%	\$269,246,712	\$116,624,272	(\$152,622,440) -57%	\$598,128,259	\$355,111,201	(\$243,017,058) -41%
Floor/Floor Coverings	\$12,565,105	\$7,413,432	(\$5,151,673) -41%	\$54,125,673	\$28,476,598	(\$25,649,075) -47%	\$120,354,601	\$75,357,770	(\$44,996,830) -37%
Automotive Tires/Tubes/Batteries/Parts	\$51,070,347	\$30,865,753	(\$20,204,594) -40%	\$219,697,143	\$153,362,462	(\$66,334,681) -30%	\$488,455,077	\$302,945,169	(\$185,509,908) -38%
Dimensional Lumber/Other Building Materials	\$35,401,478	\$21,653,766	(\$13,747,711) -39%	\$152,173,853	\$77,541,045	(\$74,632,808) -49%	\$338,029,334	\$268,337,744	(\$69,691,590) -21%
Pets/Pet Foods/Pet Supplies	\$13,266,849	\$8,204,960	(\$5,061,889) -38%	\$56,863,004	\$26,730,464	(\$30,132,541) -53%	\$126,451,972	\$65,893,979	(\$60,557,993) -48%
Paints/Sundries/Wallpaper/Wall Coverings	\$6,457,906	\$4,044,687	(\$2,413,219) -37%	\$27,802,399	\$14,591,282	(\$13,211,117) -48%	\$61,807,825	\$49,460,361	(\$12,347,463) -20%
Hardware/Tools/Plumbing/Electrical Supplies	\$24,500,545	\$15,443,483	(\$9,057,062) -37%	\$105,519,707	\$55,933,447	(\$49,586,260) -47%	\$234,704,494	\$184,280,886	(\$50,423,607) -21%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,994,226	\$1,972,506	(\$1,021,720) -34%	\$12,800,298	\$7,281,301	(\$5,518,996) -43%	\$28,395,269	\$22,082,618	(\$6,312,651) -22%
Groceries/Other Food Items (Off Premises)	\$253,688,036	\$171,648,592	(\$82,039,443) -32%	\$1,089,815,902	\$719,438,619	(\$370,377,283) -34%	\$2,420,542,590	\$1,703,083,998	(\$717,458,592) -30%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$196,383,050	\$136,384,703	(\$59,998,347) -31%	\$844,325,847	\$465,166,196	(\$379,159,651) -45%	\$1,875,730,118	\$1,104,730,158	(\$770,999,959) -41%
Books/Periodicals	\$7,108,285	\$4,948,989	(\$2,159,296) -30%	\$30,847,552	\$19,116,265	(\$11,731,287) -38%	\$68,267,024	\$63,220,748	(\$5,046,277) -7%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$14,264,112	\$10,875,295	(\$3,388,817) -24%	\$61,399,098	\$37,915,600	(\$23,483,498) -38%	\$136,953,644	\$85,051,418	(\$51,902,226) -38%
Packaged Liquor/Wine/Beer	\$29,145,954	\$22,671,194	(\$6,474,759) -22%	\$125,318,084	\$94,590,812	(\$30,727,272) -25%	\$278,700,375	\$220,790,625	(\$57,909,750) -21%
Kitchenware/Home Furnishings	\$19,263,221	\$15,022,365	(\$4,240,856) -22%	\$82,829,272	\$48,499,627	(\$34,329,645) -41%	\$183,990,364	\$130,555,633	(\$53,434,731) -29%
Photographic Equipment/Supplies	\$1,704,318	\$1,341,868	(\$362,450) -21%	\$7,346,938	\$4,522,488	(\$2,824,450) -38%	\$16,326,446	\$11,215,164	(\$5,111,281) -31%
Cigars/Cigarettes/Tobacco/Accessories	\$19,161,462	\$15,760,924	(\$3,400,538) -18%	\$82,583,481	\$63,272,140	(\$19,311,341) -23%	\$183,370,186	\$142,462,707	(\$40,907,479) -22%
Televisions/VCR/Video Cameras/DVD etc	\$10,183,987	\$8,551,695	(\$1,632,293) -16%	\$43,963,031	\$30,949,895	(\$13,013,136) -30%	\$97,782,823	\$74,758,267	(\$23,024,556) -24%
Alcoholic Drinks Served at the Establishment	\$32,400,454	\$27,294,130	(\$5,106,324) -16%	\$118,849,705	\$67,000,344	(\$51,849,361) -44%	\$309,257,377	\$283,984,653	(\$25,272,724) -8%
Automotive Fuels	\$105,210,524	\$91,606,844	(\$13,603,681) -13%	\$451,931,674	\$369,377,731	(\$82,553,943) -18%	\$1,004,284,996	\$914,380,575	(\$89,904,421) -9%
Major Household Appliances	\$5,115,360	\$4,519,789	(\$595,571) -12%	\$21,807,434	\$14,278,765	(\$7,528,669) -35%	\$48,426,941	\$40,594,957	(\$7,831,985) -16%
Automotive Lubricants (incl Oil, Greases)	\$5,115,360	\$4,519,789	(\$595,571) -12%	\$21,807,434	\$14,278,765	(\$7,528,669) -35%	\$48,426,941	\$40,594,957	(\$7,831,985) -16%
Small Electric Appliances	\$3,393,502	\$3,143,432	(\$250,070) -7%	\$14,556,316	\$10,813,101	(\$3,743,215) -26%	\$32,379,911	\$26,156,987	(\$6,222,925) -19%
Sewing/Knitting Materials/Supplies	\$703,178	\$729,475	\$26,296 4%	\$2,960,222	\$2,668,045	(\$292,177) -10%	\$6,541,831	\$5,075,221	(\$1,466,610) -22%
Soaps/Detergents/Household Cleaners	\$7,768,857	\$8,309,892	\$541,035 7%	\$33,322,960	\$32,919,501	(\$403,459) -1%	\$74,015,309	\$72,375,693	(\$1,639,616) -2%
Toys/Hobby Goods/Games	\$8,162,053	\$8,945,765	\$783,713 10%	\$35,174,048	\$28,882,015	(\$6,292,032) -18%	\$78,360,803	\$66,166,231	(\$12,194,572) -16%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$7,044,656	\$7,783,974	\$739,318 10%	\$30,211,024	\$26,305,301	(\$3,905,723) -13%	\$67,118,084	\$63,311,943	(\$3,806,140) -6%
Meats/Nonalcoholic Beverages	\$138,931,194	\$159,515,906	\$20,584,712 15%	\$552,883,495	\$443,342,362	(\$109,541,133) -20%	\$1,325,366,486	\$1,375,177,650	\$49,811,164 4%
Paper/Related Products	\$6,883,189	\$8,064,250	\$1,181,061 17%	\$29,549,479	\$33,490,398	\$3,940,918 13%	\$65,627,371	\$67,931,279	\$2,303,908 4%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,721,940	\$4,448,688	\$726,748 20%	\$15,923,870	\$16,166,332	\$242,462 2%	\$35,308,988	\$33,111,559	(\$2,197,429) -6%
Womens/Juniors/Misses Wear	\$59,798,539	\$74,544,012	\$14,745,473 25%	\$257,280,867	\$166,169,371	(\$91,111,496) -35%	\$571,114,730	\$537,100,195	(\$34,014,536) -6%
Footwear, including Accessories	\$23,886,526	\$31,651,642	\$7,765,116 33%	\$102,756,958	\$70,948,897	(\$31,808,061) -31%	\$228,937,948	\$210,439,794	(\$18,498,154) -8%
Mens Wear	\$22,841,605	\$30,850,165	\$8,008,560 35%	\$98,255,539	\$73,609,206	(\$24,646,333) -25%	\$218,820,796	\$220,902,441	\$2,081,644 1%
Jewelry (including Watches)	\$15,136,848	\$25,542,148	\$10,405,300 69%	\$65,171,680	\$49,070,075	(\$16,101,604) -25%	\$144,921,921	\$140,894,854	(\$4,027,068) -3%
Childrens Wear/Infants/Toddlers Clothing	\$9,732,484	\$17,489,971	\$7,757,487 80%	\$42,189,774	\$41,901,119	(\$288,655) -1%	\$94,691,944	\$116,892,650	\$22,200,706 23%

Consumer Demand & Market Supply Assessment

For Market: Westfield Plaza Bonita
Market Definition: 3030 Plaza Bonita Rd - National City (Lat: 32.6565, Long: -117.0658)
Date Report Created: June 2018

5 Minutes

10 Minutes

15 Minutes

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