



	Rosemead
Population	54,195
Households	14,336
Average HH Income	\$59,627
White Collar (Residents)	55%
Some College or Degree	36%

Report Descriptions

Major Retail Areas

- 1 Garvey Ave & Del Mar Ave
- 2 Garvey Ave & Walnut Grove Ave
- 3 Rosmead Place Shopping Center
- 4 Valley Blvd & Walnut Grove Ave
- 5 Rosemead Blvd & Mission Dr
- 6 Valley Blvd & Temple City Blvd

City of Rosemead

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

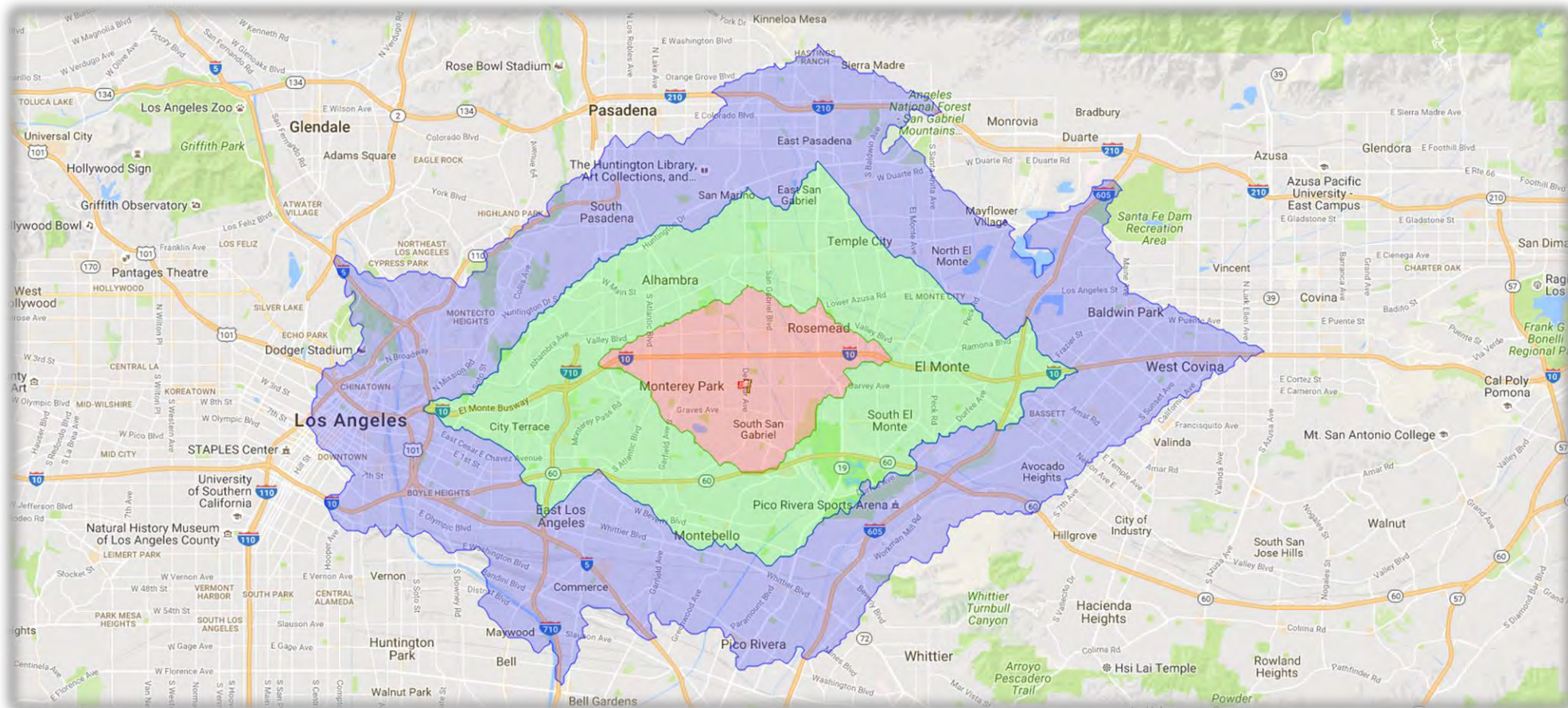
An ECONSolutions Employment Profile provides insight on the employment market located within a specific trade area. The Employment Profile breaks down Industry Groups as well as Occupational sectors to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding 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.



June 2017

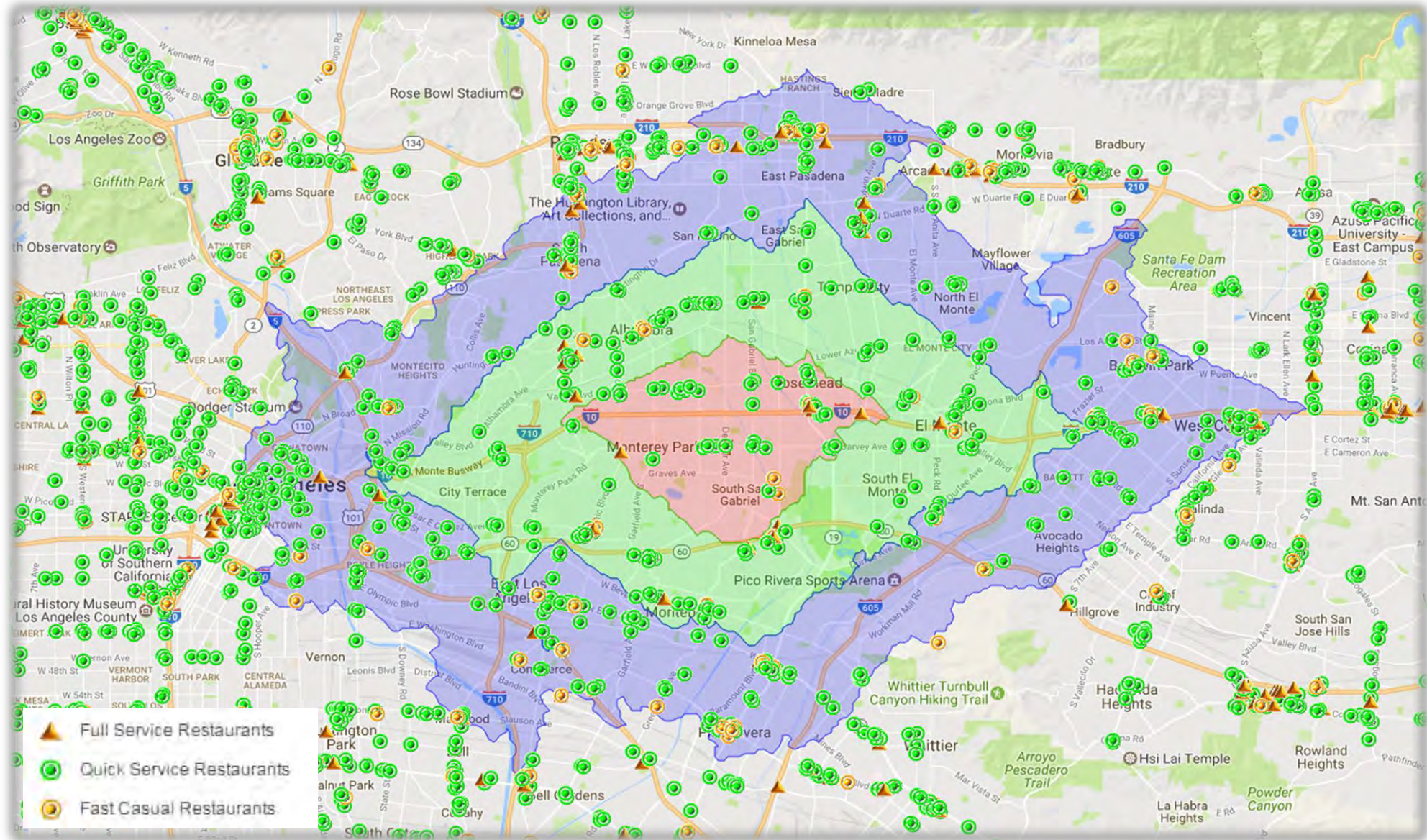


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Population	137,649	549,938	1,242,508
Daytime Population	133,302	594,077	1,505,119
Households	40,252	160,942	368,290
Average Age	41.2	39	38.3
Average HH Income	\$64,569	\$67,697	\$71,893
White Collar (Residents)	58%	58%	57%
Some College or Degree	42%	43%	42%

Traffic Counts	
Garvey Ave & Jackson Ave	> 28,124
Garvey Ave & Denton Ave	> 26,980
Del Mar Ave & Emerson Pl	> 22,803
Del Mar Ave & Fern Ave	> 16,595

June 2017

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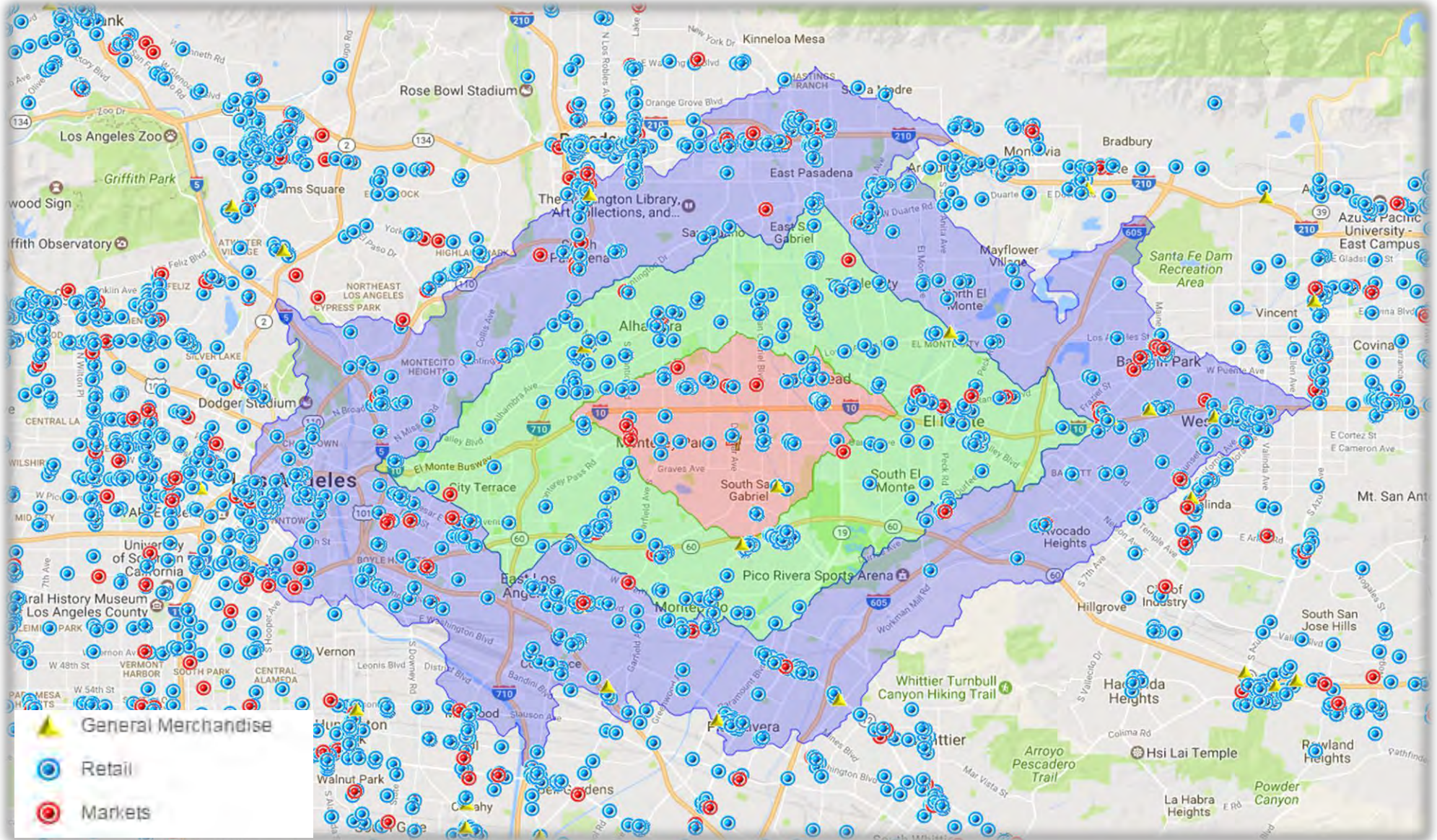


Garvey Ave and Del Mar Ave

General Merchandise/Retail/Markets

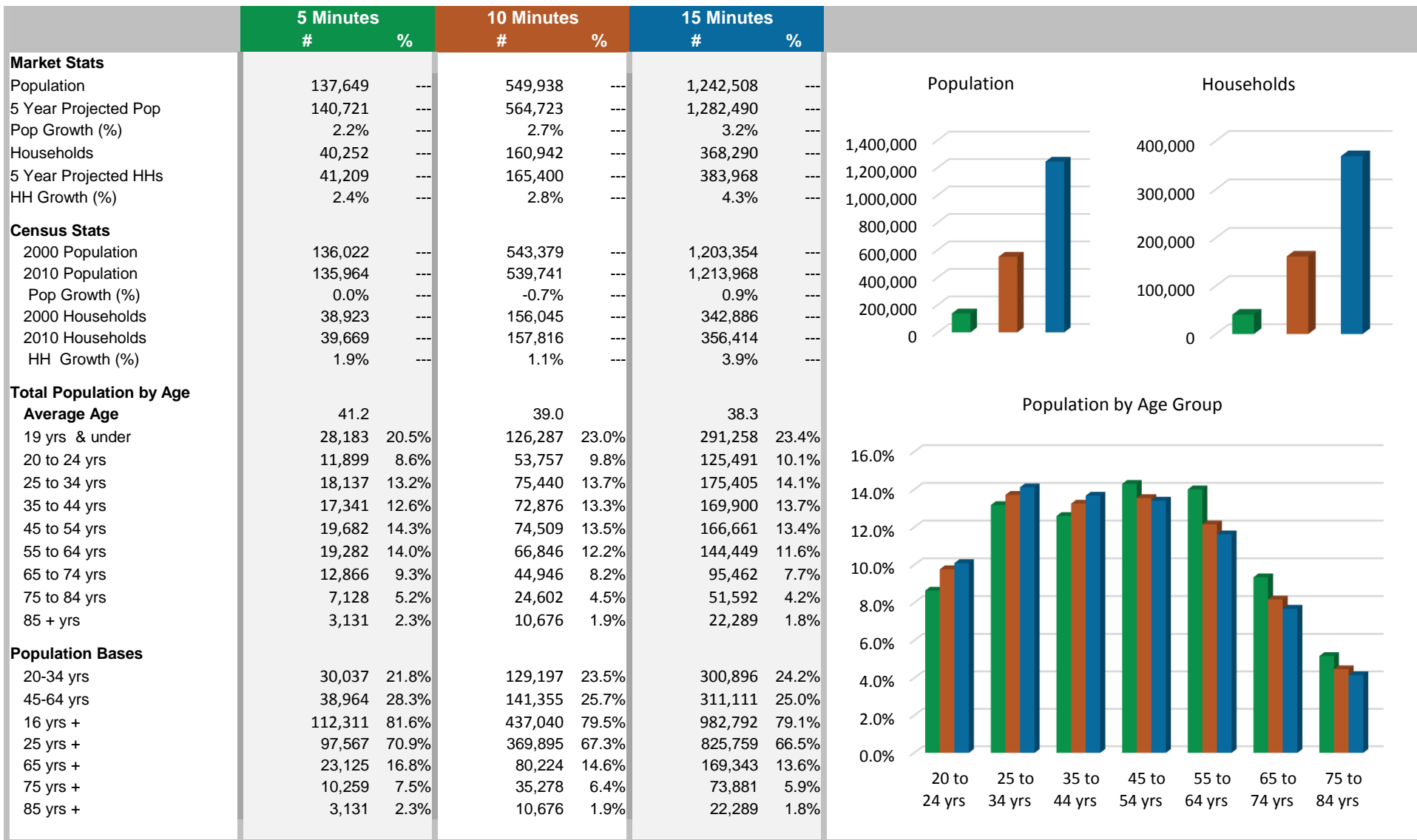
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For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Garvey Ave & Del Mar Ave
 Garvey Ave & Del Mar Ave
 6/1/2017

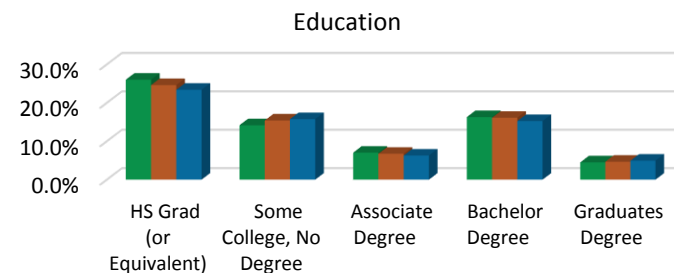
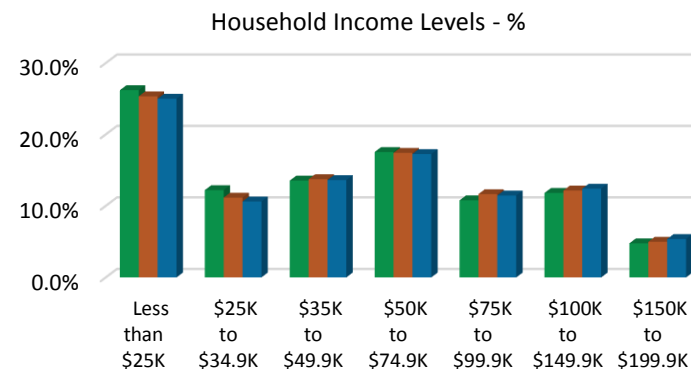
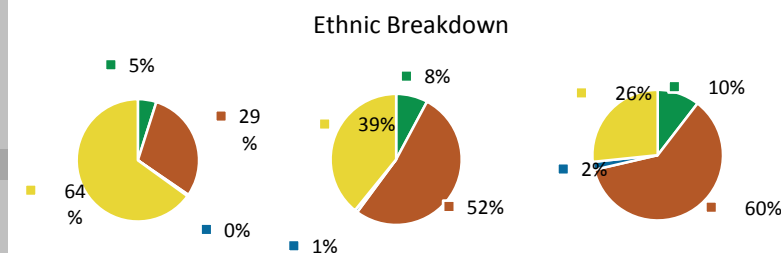


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Consumer Demographic Profile

Garvey Ave & Del Mar Ave
 Garvey Ave & Del Mar Ave
 6/1/2017

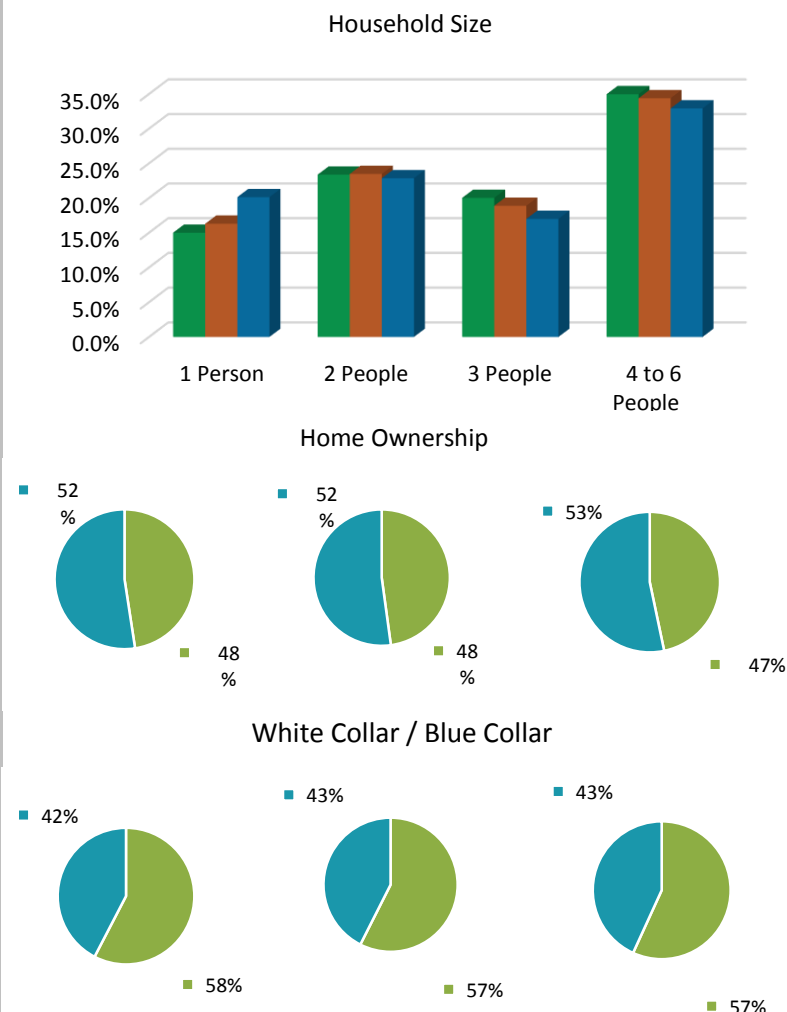
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	#	%	#	%	#	%
Population by Race						
White	6,666	4.8%	42,466	7.7%	127,964	10.3%
Hispanic	40,325	29.3%	283,957	51.6%	746,678	60.1%
African American	570	0.4%	3,902	0.7%	24,161	1.9%
Asian	88,504	64.3%	212,629	38.7%	326,369	26.3%
Ancestry						
American Indian (ancestry)	149	0.1%	729	0.1%	2,031	0.2%
Hawaiian (ancestry)	56	0.0%	269	0.0%	705	0.1%
Household Income						
Per Capita Income	\$18,882	---	\$19,812	---	\$21,310	---
Average HH Income	\$64,569	---	\$67,697	---	\$71,893	---
Median HH Income	\$47,440	---	\$49,686	---	\$50,990	---
Less than \$25K	10,551	26.2%	40,796	25.3%	92,088	25.0%
\$25K to \$34.9K	4,911	12.2%	17,958	11.2%	39,110	10.6%
\$35K to \$49.9K	5,450	13.5%	22,121	13.7%	50,107	13.6%
\$50K to \$74.9K	7,058	17.5%	28,040	17.4%	63,565	17.3%
\$75K to \$99.9K	4,342	10.8%	18,739	11.6%	42,192	11.5%
\$100K to \$149.9K	4,755	11.8%	19,566	12.2%	45,691	12.4%
\$150K to \$199.9K	1,921	4.8%	8,024	5.0%	19,793	5.4%
\$200K +	1,264	3.1%	5,699	3.5%	15,743	4.3%
Education						
Less than 9th Grade	19,159	19.6%	69,490	18.8%	160,262	19.4%
Some HS, No Diploma	10,593	10.9%	43,039	11.6%	103,287	12.5%
HS Grad (or Equivalent)	25,375	26.0%	91,032	24.6%	193,174	23.4%
Some College, No Degree	13,817	14.2%	56,925	15.4%	130,090	15.8%
Associate Degree	6,846	7.0%	24,911	6.7%	51,755	6.3%
Bachelor Degree	15,884	16.3%	59,565	16.1%	125,804	15.2%
Graduates Degree	4,384	4.5%	17,260	4.7%	40,718	4.9%



For Market:
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Consumer Demographic Profile
Garvey Ave & Del Mar Ave
Garvey Ave & Del Mar Ave
6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	32,427		127,141		274,408	
Single - Male	2,786	8.6%	9,879	7.8%	20,125	7.3%
Single - Female	4,693	14.5%	18,476	14.5%	37,352	13.6%
Single Parent - Male	886	2.7%	4,948	3.9%	10,858	4.0%
Single Parent - Female	2,365	7.3%	10,885	8.6%	26,623	9.7%
Married w/ Children	8,709	26.9%	36,011	28.3%	81,160	29.6%
Married w/out Children	12,989	40.1%	46,942	36.9%	98,291	35.8%
Household Size						
1 Person	6,035	15.0%	26,223	16.3%	74,093	20.1%
2 People	9,403	23.4%	37,758	23.5%	84,152	22.8%
3 People	8,053	20.0%	30,371	18.9%	62,544	17.0%
4 to 6 People	14,073	35.0%	55,339	34.4%	121,206	32.9%
7+ People	2,689	6.7%	11,250	7.0%	26,295	7.1%
Home Ownership	40,252		160,942		368,290	
Owners	19,151	47.6%	77,003	47.8%	172,003	46.7%
Renters	21,102	52.4%	83,939	52.2%	196,288	53.3%
Components of Change						
Births	1,659	1.2%	7,075	1.3%	16,201	1.3%
Deaths	1,207	0.9%	4,210	0.8%	8,939	0.7%
Migration	429	0.3%	259	0.0%	-510	0.0%
Employment (Pop 16+)	112,311		437,040		982,792	
Armed Services	10	0.0%	157	0.0%	364	0.0%
Civilian	66,060	58.8%	261,437	59.8%	593,046	60.3%
Employed	62,490	55.6%	247,936	56.7%	560,492	57.0%
Unemployed	3,570	3.2%	13,501	3.1%	32,554	3.3%
Not in Labor Force	46,241	41.2%	175,447	40.1%	389,382	39.6%
Employed Population	62,490		247,936		560,492	
White Collar	36,010	57.6%	142,459	57.5%	318,465	56.8%
Blue Collar	26,480	42.4%	105,477	42.5%	242,027	43.2%

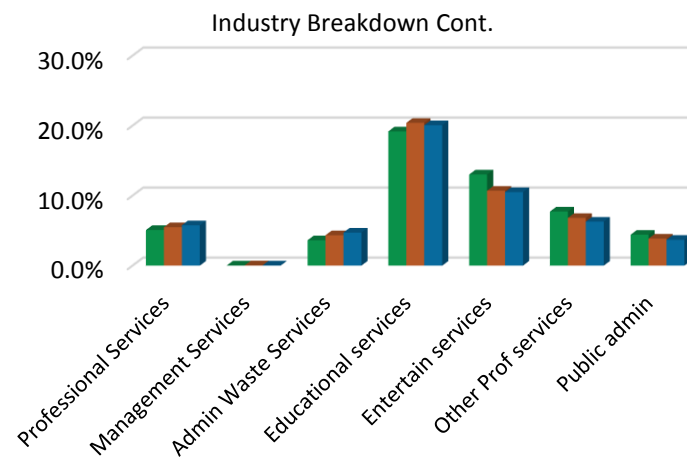
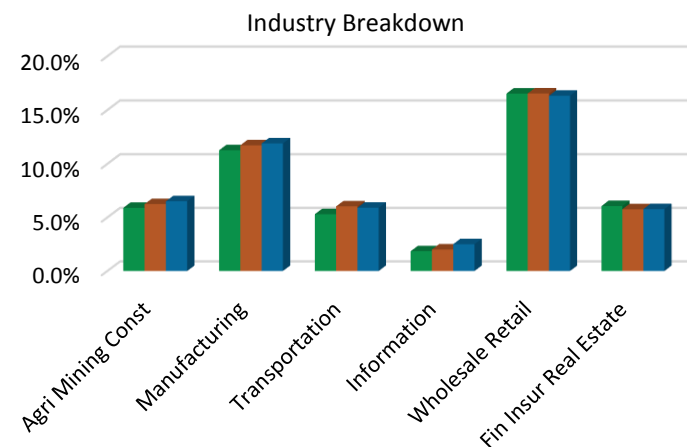


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Consumer Demographic Profile

Garvey Ave & Del Mar Ave
Garvey Ave & Del Mar Ave
6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	62,490		247,936		560,492	
White Collar	36,010	57.6%	142,459	57.5%	318,465	56.8%
Managerial executive	7,942	12.7%	28,967	11.7%	64,680	11.5%
Prof specialty	9,832	15.7%	42,236	17.0%	99,336	17.7%
Healthcare support	1,985	3.2%	6,840	2.8%	13,116	2.3%
Sales	7,362	11.8%	27,386	11.0%	60,617	10.8%
Office Admin	8,890	14.2%	37,030	14.9%	80,715	14.4%
Blue Collar	26,480	42.4%	105,477	42.5%	242,027	43.2%
Protective	785	1.3%	4,083	1.6%	9,649	1.7%
Food Prep Serving	5,155	8.2%	16,673	6.7%	35,628	6.4%
Bldg Maint/Cleaning	2,015	3.2%	9,940	4.0%	24,684	4.4%
Personal Care	5,343	8.6%	15,292	6.2%	30,564	5.5%
Farming/Fishing/Forestry	208	0.3%	1,147	0.5%	2,917	0.5%
Construction	4,661	7.5%	19,595	7.9%	45,157	8.1%
Production Transp	8,311	13.3%	38,746	15.6%	93,429	16.7%
Employment By Industry	62,490		247,936		560,492	
Agri Mining Const	3,683	5.9%	15,498	6.3%	36,493	6.5%
Manufacturing	7,040	11.3%	29,081	11.7%	66,707	11.9%
Transportation	3,315	5.3%	14,971	6.0%	33,110	5.9%
Information	1,155	1.8%	4,983	2.0%	14,030	2.5%
Wholesale Retail	10,328	16.5%	41,017	16.5%	91,509	16.3%
Fin Insur Real Estate	3,789	6.1%	14,298	5.8%	32,385	5.8%
Professional Services	3,182	5.1%	13,615	5.5%	32,317	5.8%
Management Services	13	0.0%	102	0.0%	205	0.0%
Admin Waste Services	2,267	3.6%	10,780	4.3%	26,440	4.7%
Educational services	11,986	19.2%	50,583	20.4%	112,484	20.1%
Entertain services	8,137	13.0%	26,543	10.7%	58,909	10.5%
Other Prof services	4,831	7.7%	16,897	6.8%	35,237	6.3%
Public admin	2,763	4.4%	9,566	3.9%	20,665	3.7%



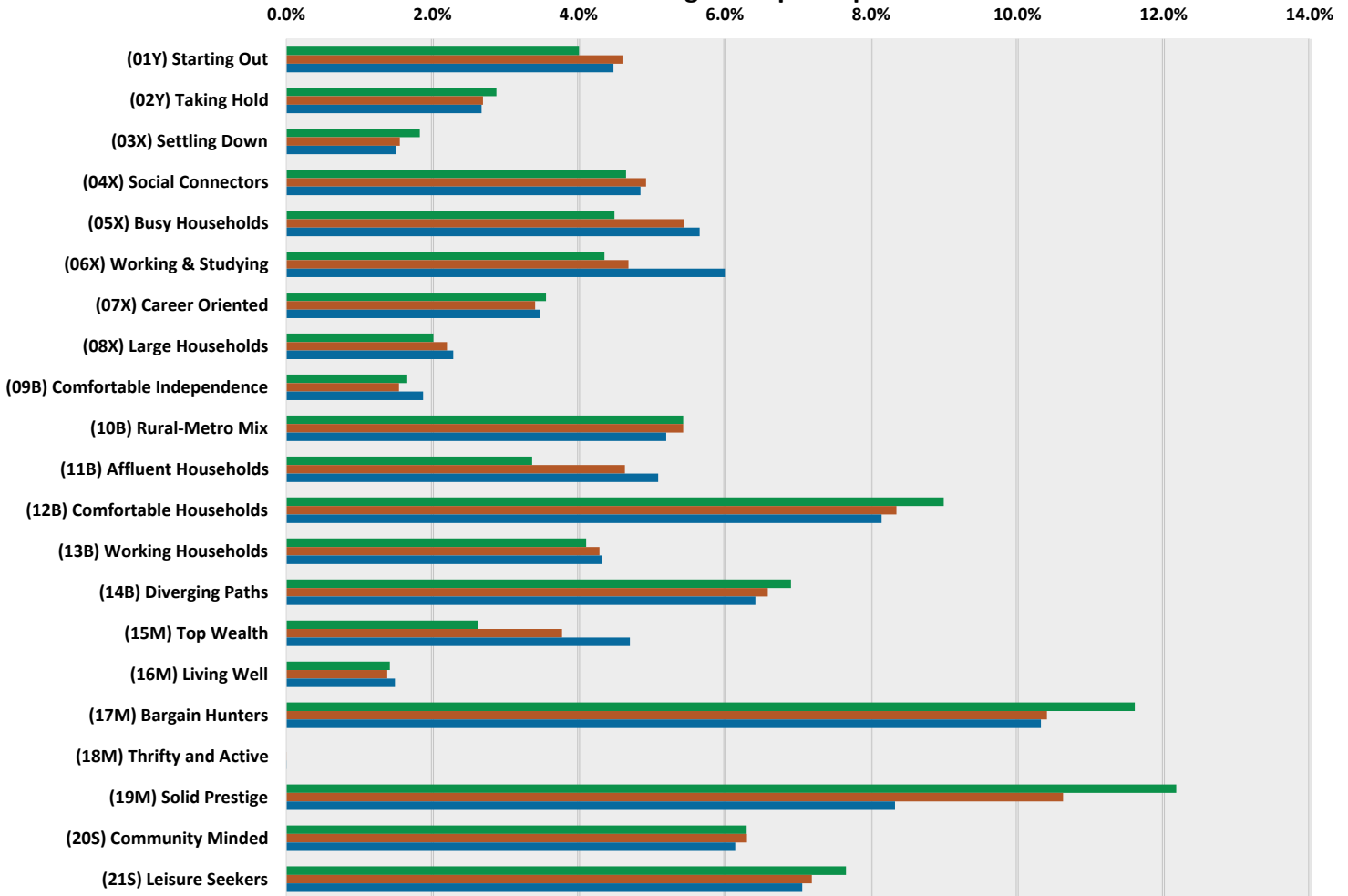
Household Segmentation Profile

For Market: Garvey Ave & Del Mar Ave

Date: 6/1/2017

	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
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Household Lifestage Group Comparison



	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
Total Households	39,553 100%	157,515 100%	354,143 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	08- Solid Surroundings	(19M) Solid Prestige	2,305	5.8%	7,547	4.8%	12,824	3.6%
2	53- Metro Strivers	(10B) Rural-Metro Mix	2,147	5.4%	8,552	5.4%	18,371	5.2%
3	63- Staying Home	(17M) Bargain Hunters	2,085	5.3%	8,048	5.1%	19,530	5.5%
4	09- Busy Schedules	(19M) Solid Prestige	1,950	4.9%	7,010	4.5%	11,979	3.4%
5	36- Persistent & Productive	(20S) Community Minded	1,935	4.9%	7,561	4.8%	16,317	4.6%
6	17- Firmly Established	(12B) Comfortable Households	1,853	4.7%	6,854	4.4%	15,513	4.4%
7	33- Urban Diversity	(14B) Diverging Paths	1,759	4.4%	6,739	4.3%	14,479	4.1%
8	13- Work & Play	(12B) Comfortable Households	1,704	4.3%	6,295	4.0%	13,330	3.8%
9	38- Occupational Mix	(13B) Working Households	1,623	4.1%	6,748	4.3%	15,305	4.3%
10	62- Movies & Sports	(05X) Busy Households	1,050	2.7%	5,460	3.5%	13,022	3.7%

* 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: Garvey Ave & Del Mar Ave

Date: 6/1/2017

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
TOTAL HOUSEHOLDS		39,553	100%	157,515	100%	354,143	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(01Y) Starting Out		1,584	4.0%	7,245	4.6%	15,850	4.5%
	39- Setting Goals	368	0.9%	1,966	1.2%	4,497	1.3%
	45- Offices & Entertainment	336	0.8%	1,212	0.8%	2,600	0.7%
	57- Collegiate Crowd	515	1.3%	2,311	1.5%	4,935	1.4%
	58- Outdoor Fervor	0	0.0%	0	0.0%	5	0.0%
	67- First Steps	366	0.9%	1,756	1.1%	3,813	1.1%
(02Y) Taking Hold		1,138	2.9%	4,238	2.7%	9,465	2.7%
	18- Climbing the Ladder	144	0.4%	463	0.3%	931	0.3%
	21- Children First	256	0.6%	977	0.6%	2,041	0.6%
	24- Career Building	569	1.4%	2,202	1.4%	5,260	1.5%
	30- Out & About	170	0.4%	596	0.4%	1,233	0.3%
(03X) Settling Down		723	1.8%	2,447	1.6%	5,306	1.5%
	34- Outward Bound	0	0.0%	0	0.0%	2	0.0%
	41- Rural Adventure	1	0.0%	7	0.0%	55	0.0%
	46- Rural & Active	722	1.8%	2,440	1.5%	5,249	1.5%
(04X) Social Connectors		1,838	4.6%	7,753	4.9%	17,159	4.8%
	42- Creative Variety	407	1.0%	1,600	1.0%	3,463	1.0%
	52- Stylish & Striving	787	2.0%	3,063	1.9%	6,506	1.8%
	59- Mobile Mixers	644	1.6%	3,089	2.0%	7,189	2.0%
(05X) Busy Households		1,776	4.5%	8,573	5.4%	20,030	5.7%
	37- Firm Foundations	726	1.8%	3,113	2.0%	7,007	2.0%
	62- Movies & Sports	1,050	2.7%	5,460	3.5%	13,022	3.7%
(06X) Working & Studying		1,722	4.4%	7,374	4.7%	21,295	6.0%
	61- City Life	688	1.7%	3,145	2.0%	12,015	3.4%
	69- Productive Havens	224	0.6%	1,003	0.6%	2,299	0.6%
	70- Favorably Frugal	810	2.0%	3,226	2.0%	6,980	2.0%
(07X) Career Oriented		1,406	3.6%	5,364	3.4%	12,276	3.5%
	06- Casual Comfort	353	0.9%	1,399	0.9%	3,370	1.0%
	10- Careers & Travel	137	0.3%	502	0.3%	1,208	0.3%
	20- Carving Out Time	152	0.4%	573	0.4%	1,397	0.4%
	26- Getting Established	764	1.9%	2,890	1.8%	6,300	1.8%
(08X) Large Households		797	2.0%	3,465	2.2%	8,093	2.3%
	11- Schools & Shopping	139	0.4%	671	0.4%	1,700	0.5%
	12- On the Go	158	0.4%	651	0.4%	1,484	0.4%
	19- Country Comfort	1	0.0%	7	0.0%	29	0.0%
	27- Tenured Proprietors	499	1.3%	2,136	1.4%	4,880	1.4%
(09B) Comfortable Independence		655	1.7%	2,430	1.5%	6,630	1.9%
	29- City Mixers	43	0.1%	374	0.2%	2,311	0.7%
	35- Working & Active	256	0.6%	887	0.6%	1,839	0.5%
	56- Metro Active	356	0.9%	1,170	0.7%	2,480	0.7%
(10B) Rural-Metro Mix		2,148	5.4%	8,553	5.4%	18,411	5.2%
	47- Rural Parents	0	0.0%	0	0.0%	7	0.0%
	53- Metro Strivers	2,147	5.4%	8,552	5.4%	18,371	5.2%
	60- Rural & Mobile	1	0.0%	1	0.0%	32	0.0%

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



Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(11B) Affluent Households		1,330	3.4%	7,297	4.6%	18,020	5.1%
	01- Summit Estates	108	0.3%	1,382	0.9%	6,177	1.7%
	04- Top Professionals	1,023	2.6%	4,985	3.2%	9,465	2.7%
	07- Active Lifestyles	200	0.5%	931	0.6%	2,377	0.7%
(12B) Comfortable Households		3,557	9.0%	13,149	8.3%	28,842	8.1%
	13- Work & Play	1,704	4.3%	6,295	4.0%	13,330	3.8%
	17- Firmly Established	1,853	4.7%	6,854	4.4%	15,513	4.4%
(13B) Working Households		1,623	4.1%	6,748	4.3%	15,309	4.3%
	38- Occupational Mix	1,623	4.1%	6,748	4.3%	15,305	4.3%
	48- Farm & Home	0	0.0%	0	0.0%	4	0.0%
(14B) Diverging Paths		2,731	6.9%	10,376	6.6%	22,729	6.4%
	16- Country Enthusiasts	0	0.0%	0	0.0%	2	0.0%
	22- Comfortable Cornerstones	107	0.3%	525	0.3%	1,329	0.4%
	31- Mid-Americana	420	1.1%	1,500	1.0%	3,035	0.9%
	32- Metro Mix	446	1.1%	1,612	1.0%	3,883	1.1%
	33- Urban Diversity	1,759	4.4%	6,739	4.3%	14,479	4.1%
(15M) Top Wealth		1,039	2.6%	5,942	3.8%	16,651	4.7%
	02- Established Elite	219	0.6%	2,054	1.3%	8,568	2.4%
	03- Corporate Connected	819	2.1%	3,888	2.5%	8,084	2.3%
(16M) Living Well		560	1.4%	2,176	1.4%	5,265	1.5%
	14- Career Centered	428	1.1%	1,553	1.0%	3,577	1.0%
	15- Country Ways	0	0.0%	0	0.0%	3	0.0%
	23- Good Neighbors	132	0.3%	623	0.4%	1,685	0.5%
(17M) Bargain Hunters		4,591	11.6%	16,391	10.4%	36,559	10.3%
	43- Work & Causes	601	1.5%	1,955	1.2%	3,939	1.1%
	44- Open Houses	586	1.5%	1,906	1.2%	3,736	1.1%
	55- Community Life	831	2.1%	2,804	1.8%	5,768	1.6%
	63- Staying Home	2,085	5.3%	8,048	5.1%	19,530	5.5%
	68- Staying Healthy	490	1.2%	1,678	1.1%	3,586	1.0%
(18M) Thrifty & Active		0	0.0%	1	0.0%	11	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	2	0.0%
	50- Rural Community	0	0.0%	0	0.0%	3	0.0%
	54- Work & Outdoors	0	0.0%	1	0.0%	6	0.0%
(19M) Solid Prestige		4,815	12.2%	16,738	10.6%	29,495	8.3%
	05- Active & Involved	560	1.4%	2,182	1.4%	4,692	1.3%
	08- Solid Surroundings	2,305	5.8%	7,547	4.8%	12,824	3.6%
	09- Busy Schedules	1,950	4.9%	7,010	4.5%	11,979	3.4%
(20S) Community Minded		2,491	6.3%	9,928	6.3%	21,749	6.1%
	25- Clubs & Causes	266	0.7%	1,099	0.7%	2,623	0.7%
	28- Community Pillars	290	0.7%	1,268	0.8%	2,809	0.8%
	36- Persistent & Productive	1,935	4.9%	7,561	4.8%	16,317	4.6%
(21S) Leisure Seekers		3,029	7.7%	11,324	7.2%	25,000	7.1%
	49- Home & Garden	578	1.5%	2,249	1.4%	4,738	1.3%
	51- Role Models	554	1.4%	1,986	1.3%	4,155	1.2%
	64- Practical & Careful	359	0.9%	1,287	0.8%	2,851	0.8%
	65- Hobbies & Shopping	658	1.7%	2,505	1.6%	5,191	1.5%
	66- Helping Hands	880	2.2%	3,298	2.1%	8,065	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.



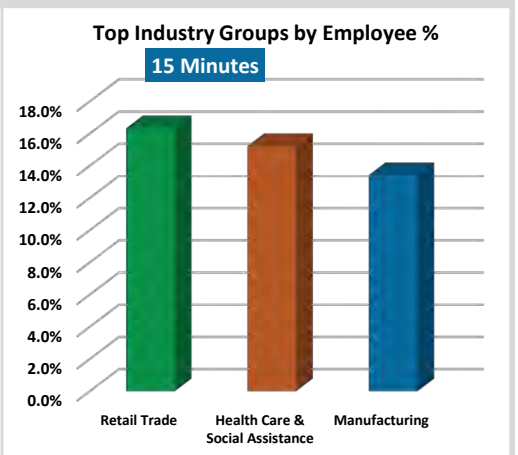
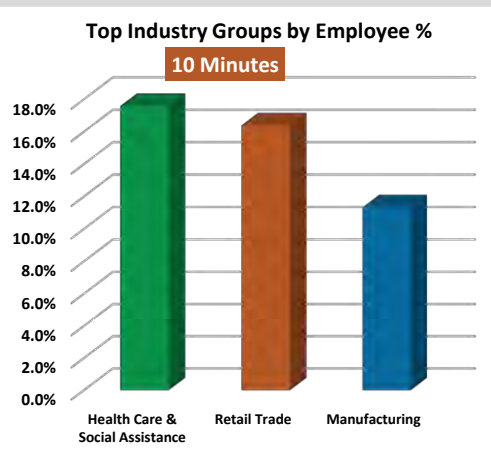
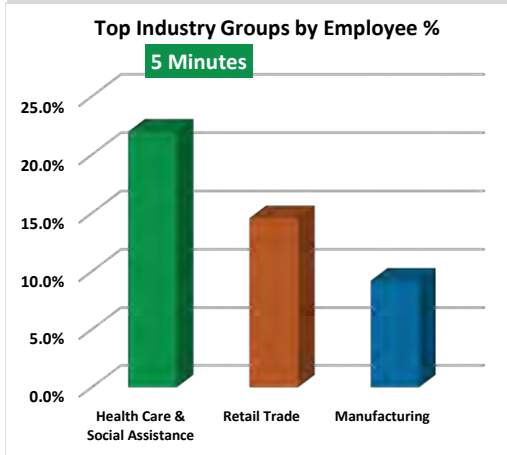
Employment Profile

For Market: Garvey Ave & Del Mar Ave
Market Definition: Garvey Ave & Del Mar Ave
Date Report Created: 6/1/2017

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	133,302	594,077	1,505,119
Student Population	24,910	186,095	396,604
Median Employee Salary	46,274	45,732	44,803
Average Employee Salary	54,293	53,489	53,473

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,533	2.9%	6,112	3.2%	21,899	3.5%
15,000 to 30,000 CrYr	10,820	20.7%	38,012	19.7%	129,954	20.8%
30,000 to 45,000 CrYr	13,284	25.4%	52,406	27.1%	167,396	26.7%
45,000 to 60,000 CrYr	8,259	15.8%	31,154	16.1%	99,020	15.8%
60,000 to 75,000 CrYr	5,950	11.4%	22,396	11.6%	69,444	11.1%
75,000 to 90,000 CrYr	5,082	9.7%	18,137	9.4%	54,762	8.7%
90,000 to 100,000 CrYr	2,032	3.9%	6,857	3.5%	20,138	3.2%
Over 100,000 CrYr	5,247	10.1%	18,338	9.5%	63,655	10.2%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	3,790	100%	52,206	100%	13,370	100%	193,413	100%	34,210	100%	626,269	100%
Accommodation & Food Services	299	7.9%	4,021	7.7%	838	6.3%	11,523	6.0%	1,978	5.8%	37,168	5.9%
Administration & Support Services	180	4.7%	2,393	4.6%	454	3.4%	7,999	4.1%	970	2.8%	26,465	4.2%
Agriculture, Forestry, Fishing, Hunting	5	0.1%	21	0.0%	22	0.2%	124	0.1%	55	0.2%	501	0.1%
Arts, Entertainment, & Recreation	81	2.1%	907	1.7%	224	1.7%	2,740	1.4%	543	1.6%	13,261	2.1%
Construction	84	2.2%	1,680	3.2%	485	3.6%	6,765	3.5%	1,111	3.2%	18,251	2.9%
Educational Services	129	3.4%	3,130	6.0%	435	3.3%	16,191	8.4%	883	2.6%	38,112	6.1%
Finance & Insurance	247	6.5%	3,893	7.5%	776	5.8%	9,967	5.2%	1,702	5.0%	24,397	3.9%
Health Care & Social Assistance	703	18.6%	11,471	22.0%	2,162	16.2%	34,014	17.6%	4,836	14.1%	95,310	15.2%
Information	79	2.1%	1,097	2.1%	222	1.7%	4,007	2.1%	556	1.6%	11,853	1.9%
Management of Companies & Enterprises	2	0.1%	98	0.2%	7	0.1%	336	0.2%	21	0.1%	1,159	0.2%
Manufacturing	166	4.4%	4,800	9.2%	881	6.6%	21,922	11.3%	2,449	7.2%	84,029	13.4%
Mining	2	0.0%	65	0.1%	5	0.0%	108	0.1%	16	0.0%	459	0.1%
Professional, Scientific, & Technical Services	375	9.9%	2,514	4.8%	1,178	8.8%	9,167	4.7%	3,783	11.1%	58,278	9.3%
Real Estate, Rental, Leasing	117	3.1%	844	1.6%	422	3.2%	2,833	1.5%	955	2.8%	7,654	1.2%
Retail Trade	694	18.3%	7,599	14.6%	2,545	19.0%	31,695	16.4%	7,120	20.8%	102,260	16.3%
Transportation & Storage	34	0.9%	440	0.8%	165	1.2%	3,151	1.6%	486	1.4%	13,924	2.2%
Utilities	5	0.1%	511	1.0%	15	0.1%	1,312	0.7%	42	0.1%	2,267	0.4%
Wholesale Trade	118	3.1%	943	1.8%	725	5.4%	5,208	2.7%	2,434	7.1%	22,368	3.6%
Other Services	471	12.4%	5,779	11.1%	1,810	13.5%	24,350	12.6%	4,269	12.5%	68,552	10.9%



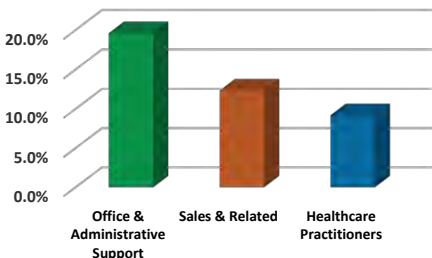
Employment Profile

For Market: Garvey Ave & Del Mar Ave
Market Definition: Garvey Ave & Del Mar Ave
Date Report Created: 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	28,872	55.3%	101,326	52.4%	321,687	51.4%
Architecture & Engineering	488	0.9%	2,173	1.1%	7,886	1.3%
Community & Social Science	1,522	2.9%	5,323	2.8%	15,745	2.5%
Computer/Mathematical Science	808	1.5%	2,936	1.5%	8,885	1.4%
Education, Training, & Library	2,857	5.5%	13,299	6.9%	33,887	5.4%
Entertainment & Media	634	1.2%	2,547	1.3%	11,050	1.8%
Healthcare Practitioners	4,798	9.2%	13,729	7.1%	37,392	6.0%
Healthcare Support	1,828	3.5%	5,767	3.0%	15,582	2.5%
Legal	463	0.9%	1,213	0.6%	15,923	2.5%
Life, Physical, & Social Science	380	0.7%	1,379	0.7%	4,288	0.7%
Management	2,839	5.4%	10,616	5.5%	33,449	5.3%
Office & Administrative Support	10,236	19.6%	35,485	18.3%	117,475	18.8%
Blue Collar	23,193	44.4%	91,429	47.3%	302,635	48.3%
Building & Grounds Cleaning & Maintenance	1,361	2.6%	5,695	2.9%	17,374	2.8%
Construction	1,459	2.8%	5,910	3.1%	16,590	2.6%
Farming, Fishing, & Forestry	44	0.1%	159	0.1%	578	0.1%
Food Service	3,982	7.6%	11,942	6.2%	37,258	5.9%
Installation & Maintenance	1,878	3.6%	7,917	4.1%	21,748	3.5%
Personal Care & Service	1,218	2.3%	4,403	2.3%	13,053	2.1%
Production	3,709	7.1%	15,895	8.2%	60,416	9.6%
Protective Service	517	1.0%	3,191	1.7%	10,234	1.6%
Sales & Related	6,438	12.3%	25,087	13.0%	84,782	13.5%
Transportation & Material Moving	2,589	5.0%	11,229	5.8%	40,603	6.5%
Military Services	141	0.3%	658	0.3%	1,946	0.3%

Top Occupations by Employee %

5 Minutes



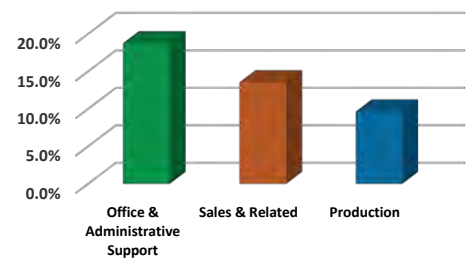
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

15 Minutes



Employee Totals and History

	#	#	#
Current	52,206	193,413	626,269
3rd Quarter 2016	50,166	183,565	604,890
2nd Quarter 2016	49,949	185,989	604,510
1st Quarter 2016	49,814	184,072	602,297
4th Quarter 2015	49,261	183,827	602,868
3rd Quarter 2015	46,747	171,366	571,695
2nd Quarter 2015	48,285	180,112	591,464
1st Quarter 2015	47,870	178,736	589,981
4th Quarter 2014	48,404	180,679	597,426



Consumer Demand & Market Supply Assessment

For Market:

Garvey Ave & Del Mar Ave

Market Definition:

Garvey Ave & Del Mar Ave

Date Report Created:

6/1/2017

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	137,649			549,938			1,242,508		
5-Year Population estimate	139,875			559,828			1,257,356		
Population Households	136,804			545,043			1,217,371		
Group Quarters Population	845			4,895			25,138		
Households	40,252			160,942			368,290		
5-Year Households estimate	41,209			165,400			383,968		
WorkPlace Establishments	3,868			13,704			35,036		
Workplace Employees	52,206			193,413			626,269		
Median Household Income	\$47,440			\$49,686			\$50,990		
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$280,482,997	\$49,562,359	(\$230,920,637)	\$1,107,936,890	\$488,616,429	(\$619,320,462)	\$2,566,430,643	\$1,219,048,188	(\$1,347,382,455)
Automotive Dealers	\$411,888,145	\$217,761,566	(\$194,126,579)	\$1,634,684,771	\$1,922,210,105	\$287,525,334	\$3,652,271,692	\$3,526,161,086	(\$126,110,606)
Other General Merchandise Stores	\$248,523,507	\$164,841,443	(\$83,682,064)	\$985,835,462	\$712,854,018	(\$272,981,445)	\$2,211,747,818	\$2,195,103,173	(\$16,644,645)
Building Material/Supplies Dealers	\$125,641,766	\$65,520,139	(\$60,121,627)	\$499,127,740	\$395,118,451	(\$104,009,288)	\$1,114,698,382	\$1,134,203,218	\$19,504,836
Clothing Stores	\$110,589,100	\$73,042,487	(\$37,546,613)	\$440,343,913	\$291,728,958	(\$148,614,955)	\$984,749,515	\$2,156,746,745	\$1,171,997,230
Electronics/Appliance	\$45,715,404	\$24,190,385	(\$21,525,019)	\$178,429,256	\$82,959,184	(\$95,470,072)	\$439,740,387	\$286,679,306	(\$153,061,080)
Other Motor Vehicle Dealers	\$23,427,248	\$3,934,405	(\$19,492,843)	\$92,907,001	\$32,629,264	(\$60,277,737)	\$207,579,566	\$86,841,780	(\$120,737,786)
Automotive Parts/Accessories/Tire	\$38,518,034	\$22,860,741	(\$15,657,293)	\$153,128,982	\$123,767,592	(\$29,361,390)	\$341,982,752	\$346,846,674	\$4,863,922
Vending Machine Operators (Non-Store)	\$13,368,135	\$0	(\$13,368,135)	\$52,865,157	\$94,021,585	\$41,156,428	\$120,210,101	\$144,345,368	\$24,135,267
Shoe Stores	\$14,428,549	\$3,139,399	(\$11,289,149)	\$57,552,023	\$65,281,935	\$7,729,912	\$128,761,072	\$213,259,229	\$84,498,158
Lawn/Garden Equipment/Supplies Stores	\$14,452,695	\$6,144,648	(\$8,308,047)	\$57,250,672	\$29,947,191	(\$27,303,481)	\$127,744,252	\$70,915,934	(\$56,828,318)
Furniture Stores	\$25,242,487	\$17,149,478	(\$8,093,009)	\$100,269,753	\$88,913,343	(\$11,356,411)	\$224,195,444	\$324,629,527	\$100,434,083
Gasoline Stations	\$177,352,685	\$170,029,034	(\$7,323,651)	\$704,026,025	\$750,165,034	\$46,139,008	\$1,576,022,928	\$2,078,626,586	\$502,603,657
Used Merchandise Stores	\$7,429,071	\$482,606	(\$6,946,465)	\$29,506,080	\$11,888,499	(\$17,617,581)	\$65,976,743	\$63,085,189	(\$2,891,554)
Beer/Wine/Liquor Stores	\$19,520,838	\$13,420,257	(\$6,100,581)	\$77,489,597	\$59,502,838	(\$17,986,759)	\$174,128,823	\$153,216,432	(\$20,912,391)
Home Furnishing Stores	\$22,036,806	\$16,666,644	(\$5,370,161)	\$87,557,509	\$60,244,641	(\$27,312,867)	\$195,606,032	\$236,282,588	\$40,676,556
Direct Selling Establishments	\$13,805,588	\$9,730,260	(\$4,075,328)	\$54,707,969	\$22,934,867	(\$31,773,103)	\$122,606,476	\$155,243,681	\$32,637,206
Bar/Drinking Places (Alcoholic Beverages)	\$5,925,890	\$2,060,900	(\$3,864,991)	\$22,322,114	\$10,017,646	(\$12,304,469)	\$66,378,371	\$54,408,545	(\$11,969,826)
Other Misc. Store Retailers	\$32,528,233	\$29,065,835	(\$3,462,399)	\$128,979,089	\$112,987,895	(\$15,991,194)	\$288,093,657	\$521,042,142	\$232,948,486
Special Food Services	\$23,447,385	\$20,719,908	(\$2,727,477)	\$90,554,700	\$64,356,372	(\$26,198,328)	\$237,334,935	\$265,668,615	\$28,333,681
Sporting Goods/Hobby/Musical Instrument	\$28,429,817	\$25,764,988	(\$2,664,829)	\$113,275,639	\$93,211,749	(\$20,063,890)	\$253,558,569	\$331,850,205	\$78,291,636
Office Supplies/Stationary/Gift	\$15,075,833	\$12,529,959	(\$2,545,874)	\$59,558,544	\$35,825,702	(\$23,732,842)	\$137,261,327	\$160,103,218	\$22,841,891
Jewelry/Luggage/Leather Goods	\$14,396,934	\$12,014,198	(\$2,382,736)	\$57,277,505	\$30,685,548	(\$26,591,957)	\$128,149,424	\$323,223,132	\$195,073,708
Department Stores	\$66,542,099	\$66,136,785	(\$405,314)	\$264,513,590	\$241,048,694	(\$23,464,896)	\$592,395,901	\$759,312,205	\$166,916,305
Book/Periodical/Music Stores	\$9,791,671	\$9,733,729	(\$57,942)	\$39,084,694	\$39,480,684	\$395,990	\$88,332,358	\$97,094,010	\$8,761,652
Florists/Misc. Store Retailers	\$3,134,369	\$4,927,335	\$1,792,967	\$12,415,292	\$13,875,026	\$1,459,734	\$27,700,852	\$50,554,610	\$22,853,758
Specialty Food Stores	\$14,233,214	\$25,372,919	\$11,139,705	\$56,413,921	\$75,301,428	\$18,887,507	\$126,426,975	\$250,032,824	\$123,605,849
Limited-Service Eating Places	\$107,748,453	\$140,992,632	\$33,244,179	\$416,189,077	\$398,483,766	(\$17,705,311)	\$1,090,616,700	\$1,122,304,277	\$31,687,577
Full-Service Restaurants	\$113,743,866	\$147,117,516	\$33,373,651	\$434,972,282	\$350,140,289	(\$84,831,992)	\$1,200,844,658	\$1,022,684,720	(\$178,159,938)
Health/Personal Care Stores	\$130,213,125	\$167,140,346	\$36,927,221	\$517,263,061	\$478,368,367	(\$38,894,694)	\$1,154,577,429	\$1,501,395,145	\$346,817,717
Grocery Stores	\$246,381,190	\$313,621,787	\$67,240,597	\$976,876,616	\$1,253,097,285	\$276,220,669	\$2,188,345,540	\$3,106,389,235	\$918,043,696



Consumer Demand & Market Supply Assessment

For Market:

Garvey Ave & Del Mar Ave

Market Definition:

Garvey Ave & Del Mar Ave

Date Report Created:

6/1/2017

	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
By Major Product Lines									
Autos/Cars/Vans/Trucks/Motorcycles	\$360,179,878	\$186,081,168	(\$174,098,710)	\$1,430,089,514	\$1,641,486,629	\$211,397,115	\$3,195,403,888	\$3,026,298,706	(\$169,105,182)
Drugs/Health Aids/Beauty Aids/Cosmetics	\$278,527,419	\$210,604,959	(\$67,922,461)	\$1,106,759,682	\$762,587,333	(\$344,172,349)	\$2,470,017,888	\$2,310,847,489	(\$159,170,399)
All Other Merchandise	\$92,981,102	\$49,789,076	(\$43,192,026)	\$369,117,008	\$225,618,507	(\$143,498,501)	\$824,590,346	\$828,709,365	\$4,119,018
Womens/Juniors/Misses Wear	\$93,024,784	\$53,085,065	(\$39,939,718)	\$369,619,877	\$225,671,788	(\$143,948,089)	\$825,466,710	\$1,316,955,463	\$491,488,753
Automotive Tires/Tubes/Batteries/Parts	\$73,651,548	\$36,003,077	(\$37,648,471)	\$292,947,536	\$237,879,546	(\$55,067,990)	\$654,233,098	\$565,579,986	(\$88,653,112)
Furniture/Sleep/Outdoor/Patio Furniture	\$62,631,612	\$29,522,881	(\$33,108,732)	\$248,821,062	\$152,876,801	(\$95,944,261)	\$556,277,965	\$539,926,713	(\$16,351,252)
Computer Hardware/Software/Supplies	\$49,810,145	\$17,307,200	(\$32,502,945)	\$187,240,328	\$107,598,660	(\$79,641,668)	\$559,513,795	\$302,607,363	(\$256,906,432)
Retailer Services	\$70,640,651	\$38,822,825	(\$31,817,826)	\$278,793,417	\$266,184,300	(\$12,609,117)	\$622,634,075	\$604,866,609	(\$17,767,467)
Dimensional Lumber/Other Building Materials	\$51,047,512	\$27,772,683	(\$23,274,829)	\$202,958,892	\$166,409,110	(\$36,549,782)	\$453,290,979	\$480,051,559	\$26,760,581
Footwear, including Accessories	\$35,453,780	\$14,385,218	(\$21,068,562)	\$141,439,682	\$108,395,166	(\$33,044,516)	\$316,425,579	\$436,911,660	\$120,486,082
Hardware/Tools/Plumbing/Electrical Supplies	\$35,288,860	\$19,624,361	(\$15,664,499)	\$140,260,494	\$114,538,999	(\$25,721,495)	\$313,357,170	\$329,230,927	\$15,873,758
Lawn/Garden/Farm Equipment/Supplies	\$37,204,724	\$23,761,067	(\$13,443,657)	\$147,376,223	\$112,368,500	(\$35,007,722)	\$328,759,818	\$312,114,644	(\$16,645,174)
Groceries/Other Food Items (Off Premises)	\$380,158,812	\$367,455,451	(\$12,703,361)	\$1,507,657,416	\$1,543,689,309	\$36,031,892	\$3,365,720,391	\$4,068,386,126	\$702,665,735
Mens Wear	\$35,419,902	\$23,332,217	(\$12,087,686)	\$141,248,134	\$101,904,550	(\$39,343,584)	\$316,699,804	\$540,128,355	\$223,428,552
Kitchenware/Home Furnishings	\$27,904,277	\$17,242,975	(\$10,661,302)	\$110,946,324	\$77,989,368	(\$32,956,956)	\$247,987,462	\$288,201,823	\$40,214,362
Pets/Pet Foods/Pet Supplies	\$19,045,687	\$10,708,270	(\$8,337,418)	\$75,262,217	\$43,555,003	(\$31,707,214)	\$168,146,562	\$171,436,253	\$3,289,691
Floor/Floor Coverings	\$17,899,686	\$10,853,852	(\$7,045,834)	\$71,210,725	\$49,766,771	(\$21,443,954)	\$159,022,433	\$168,005,058	\$8,982,625
Jewelry (including Watches)	\$21,447,715	\$14,692,953	(\$6,754,762)	\$85,372,067	\$47,545,014	(\$37,827,053)	\$191,056,399	\$367,385,036	\$176,328,637
Audio Equipment/Musical Instruments	\$13,746,762	\$7,908,211	(\$5,838,551)	\$54,695,452	\$37,534,283	(\$17,161,169)	\$122,317,286	\$113,524,080	(\$8,793,206)
Sporting Goods (incl Bicycles/Sports Vehicles)	\$21,211,993	\$16,079,385	(\$5,132,607)	\$84,636,656	\$69,654,206	(\$14,982,450)	\$189,645,906	\$229,163,855	\$39,517,949
Televisions/VCR/Video Cameras/DVD etc	\$16,180,226	\$11,978,505	(\$4,201,721)	\$64,598,393	\$52,357,951	(\$12,240,442)	\$144,585,431	\$161,626,971	\$17,041,540
Paints/Sundries/Wallpaper/Wall Coverings	\$9,273,078	\$5,143,488	(\$4,129,590)	\$36,910,175	\$30,552,848	(\$6,357,326)	\$82,456,304	\$88,203,497	\$5,747,193
Cigars/Cigarettes/Tobacco/Accessories	\$29,083,378	\$25,994,072	(\$3,089,307)	\$115,724,044	\$104,623,132	(\$11,100,911)	\$258,195,817	\$335,290,516	\$77,094,699
Packaged Liquor/Wine/Beer	\$43,002,233	\$40,132,930	(\$2,869,303)	\$170,868,066	\$166,898,833	(\$3,969,233)	\$382,130,581	\$442,973,785	\$60,843,205
Books/Periodicals	\$11,037,394	\$8,712,984	(\$2,324,410)	\$44,266,211	\$39,377,373	(\$4,888,838)	\$99,431,496	\$103,988,381	\$4,556,885
Childrens Wear/Infants/Toddlers Clothing	\$15,292,705	\$12,991,934	(\$2,300,772)	\$61,722,727	\$53,081,236	(\$8,641,491)	\$138,712,294	\$282,614,223	\$143,901,929
Major Household Appliances	\$8,287,026	\$6,174,207	(\$2,112,818)	\$32,672,842	\$28,208,018	(\$4,464,824)	\$72,825,323	\$87,692,660	\$14,867,337
Automotive Lubricants (incl Oil, Greases)	\$8,287,026	\$6,174,207	(\$2,112,818)	\$32,672,842	\$28,208,018	(\$4,464,824)	\$72,825,323	\$87,692,660	\$14,867,337
Curtains/Draperies/Slipcovers/Bed/Coverings	\$10,478,591	\$8,434,843	(\$2,043,748)	\$41,475,401	\$37,786,138	(\$3,689,263)	\$92,623,960	\$126,632,684	\$34,008,724
Toys/Hobby Goods/Games	\$12,295,213	\$10,650,913	(\$1,644,300)	\$49,084,543	\$45,111,884	(\$3,972,659)	\$109,866,970	\$152,265,594	\$42,398,624
Small Electric Appliances	\$4,976,631	\$3,497,564	(\$1,479,067)	\$19,793,577	\$16,285,527	(\$3,508,050)	\$44,184,156	\$48,812,270	\$4,628,114
Photographic Equipment/Supplies	\$2,764,546	\$2,025,735	(\$738,810)	\$11,001,795	\$8,352,513	(\$2,649,281)	\$24,599,004	\$26,547,889	\$1,948,884
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$5,252,935	\$5,214,749	(\$38,185)	\$20,775,528	\$13,886,368	(\$6,889,160)	\$46,311,255	\$81,051,681	\$34,740,426
Sewing/Knitting Materials/Supplies	\$1,097,836	\$1,102,406	\$4,570	\$4,352,642	\$4,258,312	(\$94,329)	\$9,723,663	\$14,542,566	\$4,818,903
Paper/Related Products	\$10,690,694	\$11,302,538	\$611,845	\$42,406,146	\$45,566,486	\$3,160,341	\$94,587,869	\$134,054,258	\$39,466,389
Soaps/Detergents/Household Cleaners	\$12,055,343	\$12,690,391	\$635,049	\$47,751,690	\$52,971,066	\$5,219,375	\$106,462,929	\$150,638,734	\$44,175,805
Optical Goods (incl Eyeglasses, Sunglasses)	\$5,198,134	\$6,317,547	\$1,119,412	\$20,513,457	\$20,385,566	(\$127,891)	\$45,779,011	\$66,745,794	\$20,966,783
Alcoholic Drinks Served at the Establishment	\$51,047,674	\$52,582,102	\$1,534,428	\$191,750,377	\$131,600,779	(\$60,149,597)	\$578,149,264	\$408,324,911	(\$169,824,354)
Automotive Fuels	\$162,520,240	\$165,165,106	\$2,644,866	\$645,386,849	\$724,450,116	\$79,063,267	\$1,441,968,207	\$2,019,206,075	\$577,237,868
Meats/Nonalcoholic Beverages	\$211,948,248	\$267,557,652	\$55,609,404	\$818,866,612	\$743,478,735	(\$75,387,877)	\$2,143,467,301	\$2,183,860,535	\$40,393,235



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

Market Outlook is based on the following -

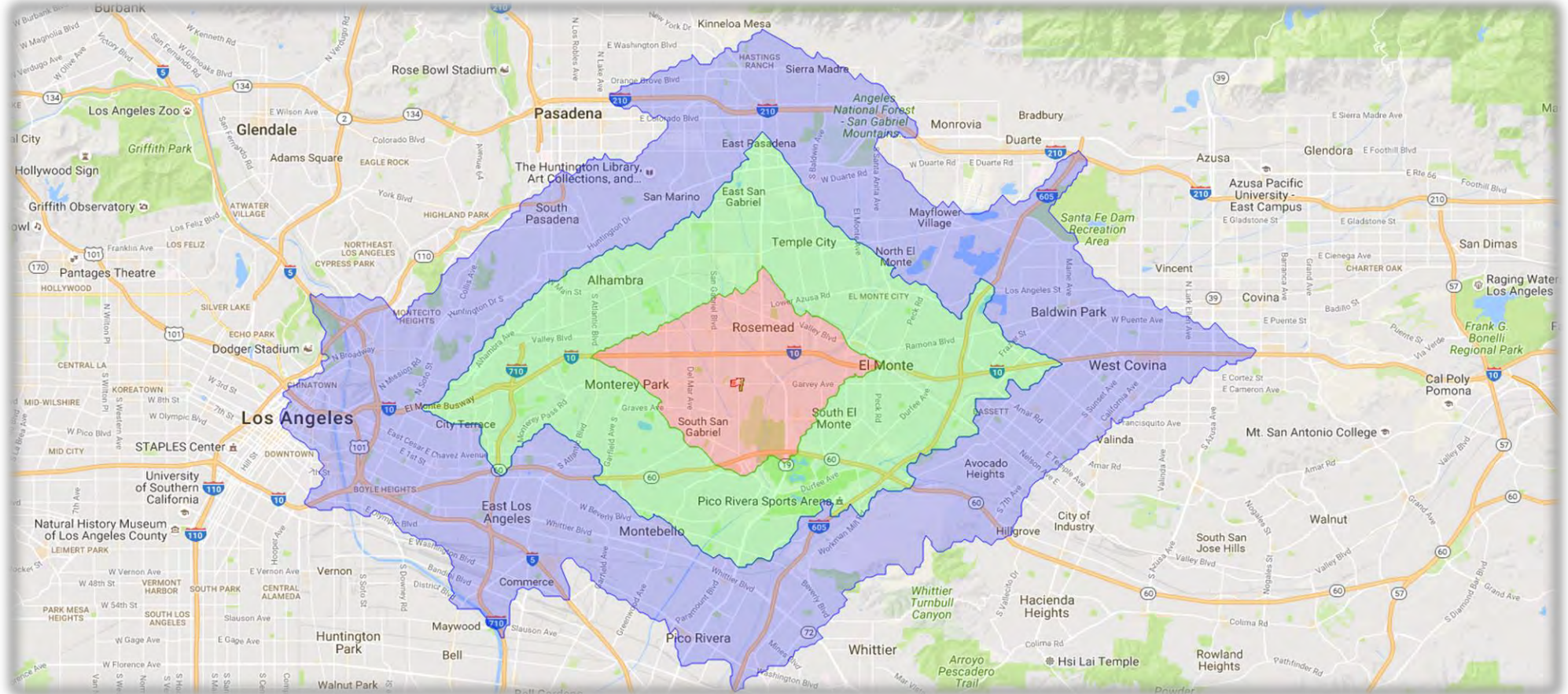
- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau’s monthly and annual Retail Trade (CRT) reports;
- the Census Bureau’s Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

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.

Garvey Ave and Walnut Grove Ave Rosemead, CA

June 2017



	5 Minutes	10 Minutes	15 Minutes
Population	130,033	517,583	1,238,353
Daytime Population	134,004	523,455	1,410,863
Households	35,486	150,755	358,408
Average Age	39.8	39.3	38.2
Average HH Income	\$59,386	\$68,711	\$73,083
White Collar (Residents)	53%	58%	57%
Some College or Degree	36%	44%	43%

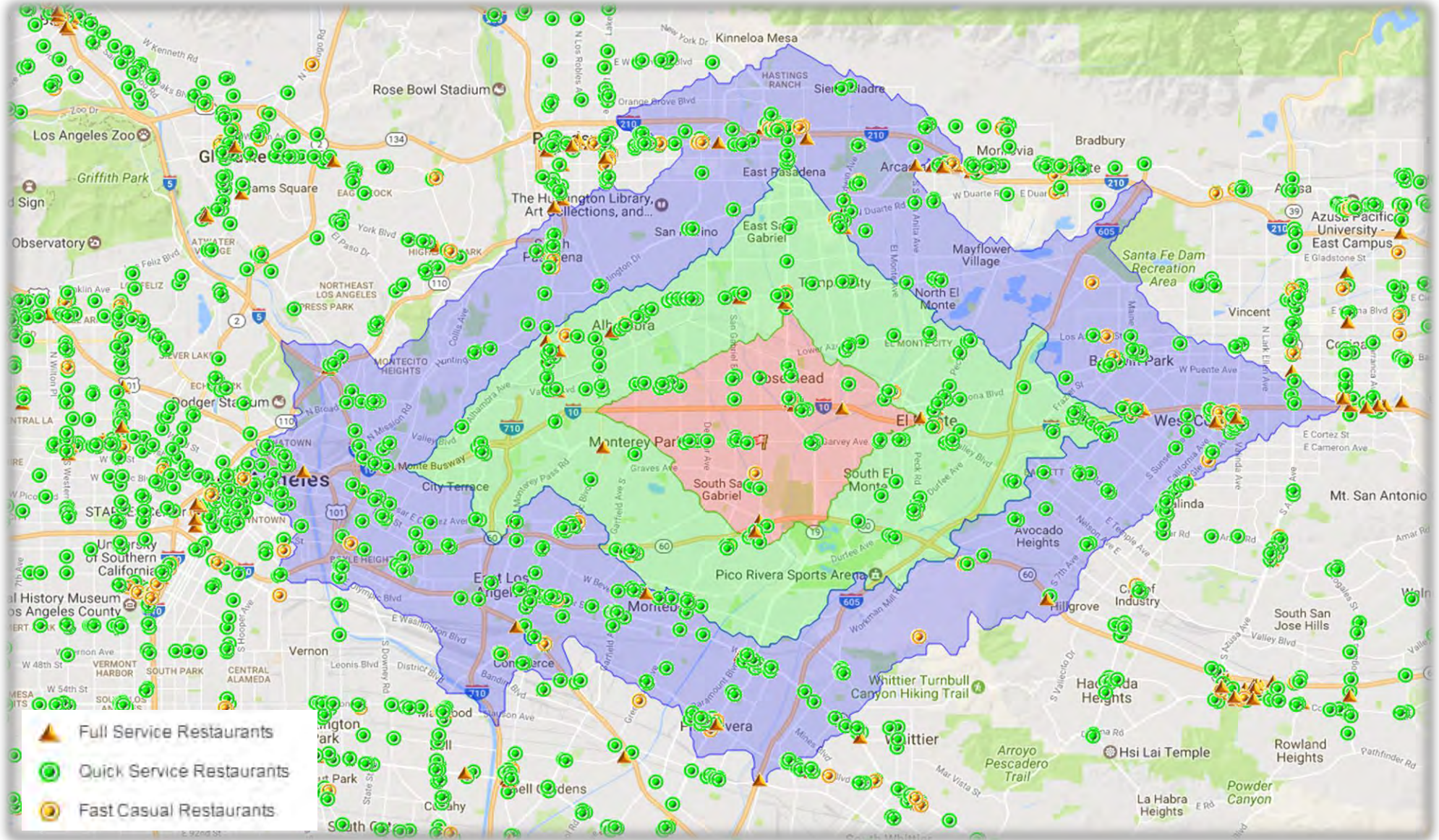
Traffic Counts	
Garvey Ave & Delta Ave	> 25,162
Garvey Ave & Muscatel Ave	> 27,431
Walnut Grove Ave & Dorothy St	> 25,495
Walnut Grove Ave & Fern Ave	> 16,253



Garvey Ave and Walnut Grove Ave Restaurants

June 2017

5 Minutes 10 Minutes 15 Minutes

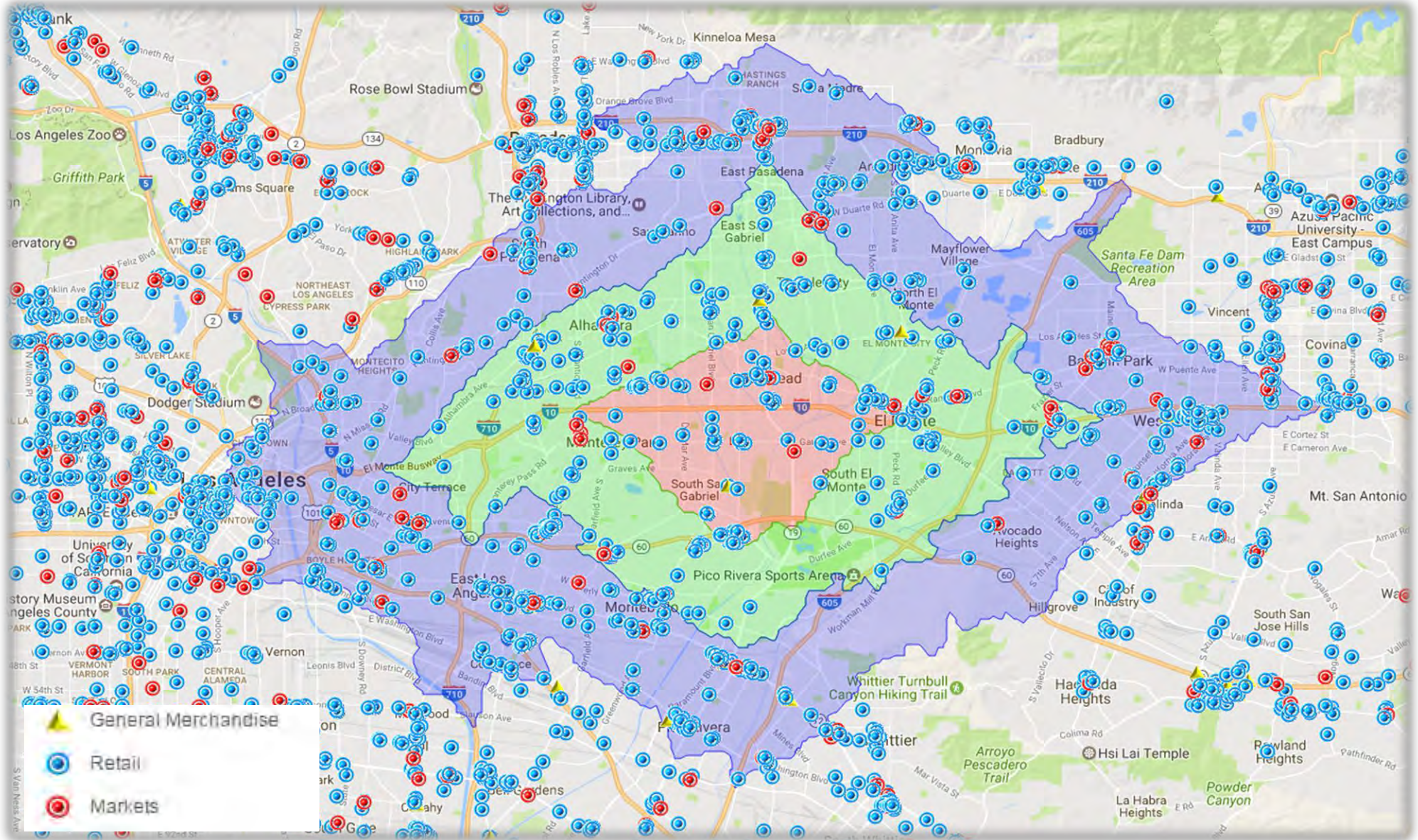


Garvey Ave Walnut Grove Ave

General Merchandise/Retail/Markets

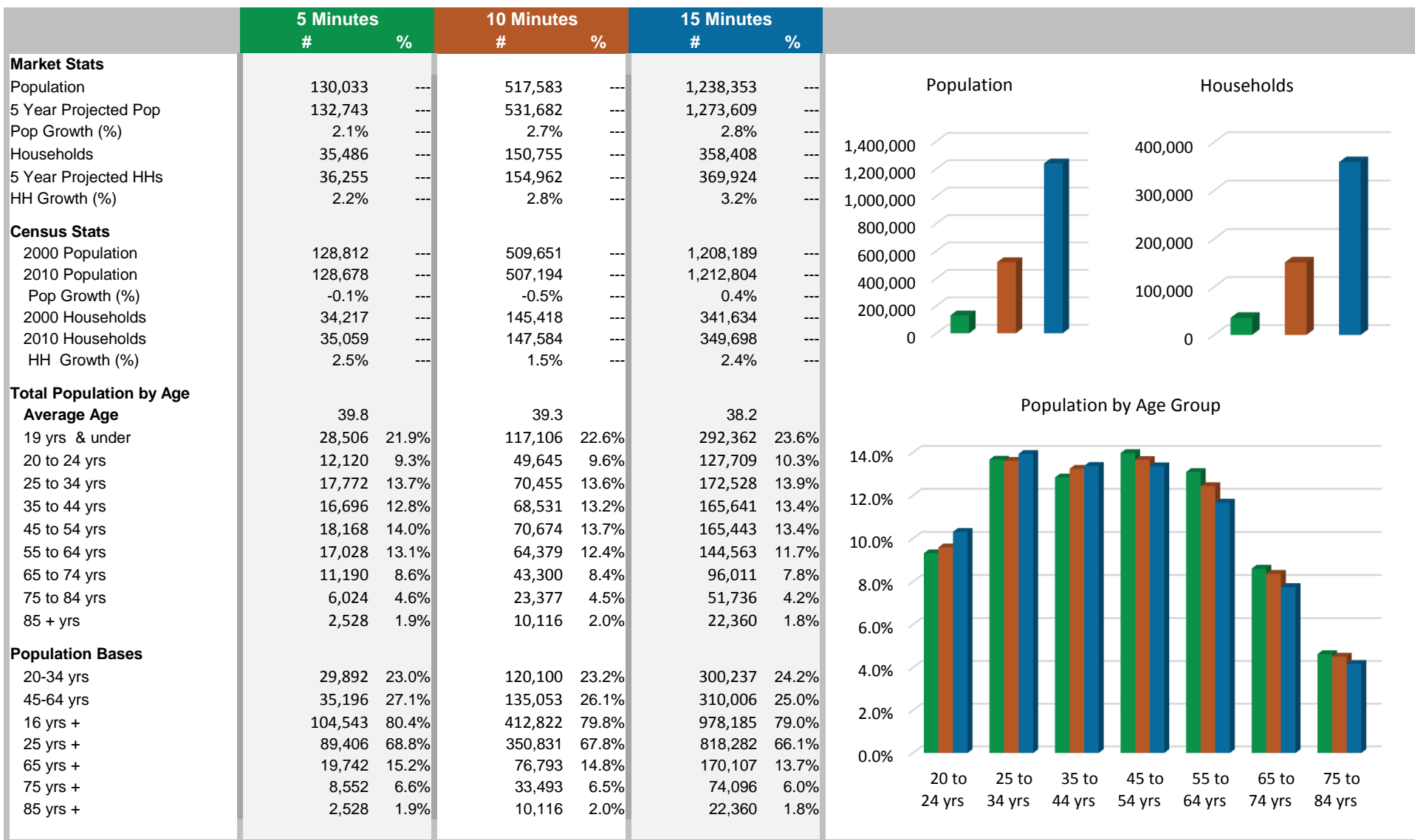
June 2017

5 Minutes 10 Minutes 15 Minutes



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Garvey Ave & Walnut Grove Ave
 Garvey Ave & Walnut Grove Ave
 6/1/2017

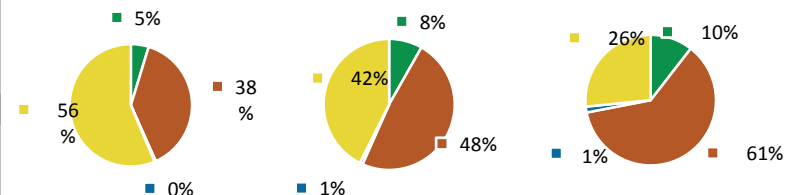


For Market:
Market Definition:
Date Report Created:

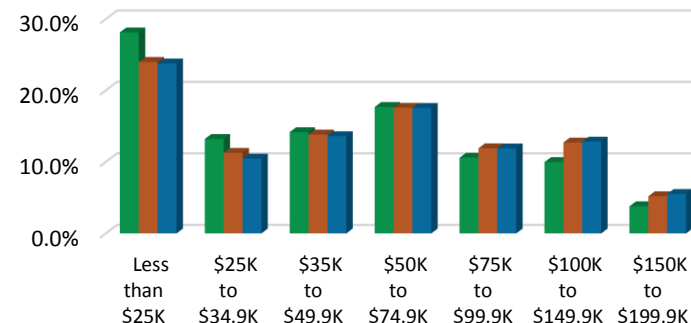
Consumer Demographic Profile
Garvey Ave & Walnut Grove Ave
Garvey Ave & Walnut Grove Ave
6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	6,065	4.7%	41,948	8.1%	128,415	10.4%
Hispanic	49,685	38.2%	247,514	47.8%	750,682	60.6%
African American	458	0.4%	3,774	0.7%	17,620	1.4%
Asian	72,485	55.7%	217,585	42.0%	324,824	26.2%
Ancestry						
American Indian (ancestry)	154	0.1%	671	0.1%	1,864	0.2%
Hawaiian (ancestry)	50	0.0%	286	0.1%	715	0.1%
Household Income						
Per Capita Income	\$16,206	---	\$20,013	---	\$21,152	---
Average HH Income	\$59,386	---	\$68,711	---	\$73,083	---
Median HH Income	\$43,333	---	\$51,154	---	\$52,766	---
Less than \$25K	9,987	28.1%	36,179	24.0%	85,230	23.8%
\$25K to \$34.9K	4,684	13.2%	16,987	11.3%	37,487	10.5%
\$35K to \$49.9K	5,026	14.2%	20,835	13.8%	48,736	13.6%
\$50K to \$74.9K	6,276	17.7%	26,502	17.6%	62,938	17.6%
\$75K to \$99.9K	3,758	10.6%	17,940	11.9%	42,604	11.9%
\$100K to \$149.9K	3,542	10.0%	19,151	12.7%	46,009	12.8%
\$150K to \$199.9K	1,347	3.8%	7,838	5.2%	19,807	5.5%
\$200K +	866	2.4%	5,322	3.5%	15,597	4.4%
Education						
Less than 9th Grade	21,273	23.8%	62,756	17.9%	155,320	19.0%
Some HS, No Diploma	11,097	12.4%	39,085	11.1%	99,720	12.2%
HS Grad (or Equivalent)	23,357	26.1%	87,660	25.0%	195,545	23.9%
Some College, No Degree	12,094	13.5%	54,141	15.4%	131,919	16.1%
Associate Degree	5,373	6.0%	24,336	6.9%	52,305	6.4%
Bachelor Degree	12,183	13.6%	58,806	16.8%	124,023	15.2%
Graduates Degree	2,911	3.3%	17,077	4.9%	39,786	4.9%

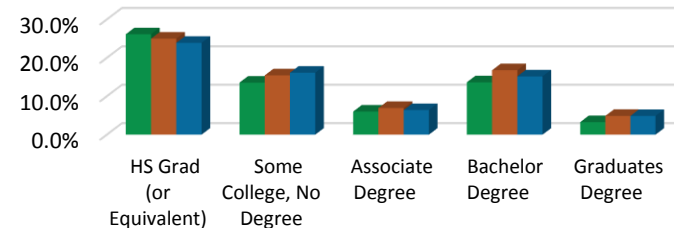
Ethnic Breakdown



Household Income Levels - %



Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Garvey Ave & Walnut Grove Ave
 Garvey Ave & Walnut Grove Ave
 6/1/2017

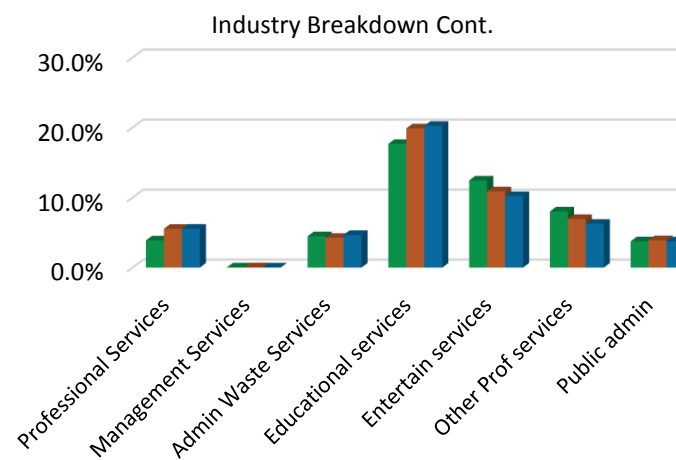
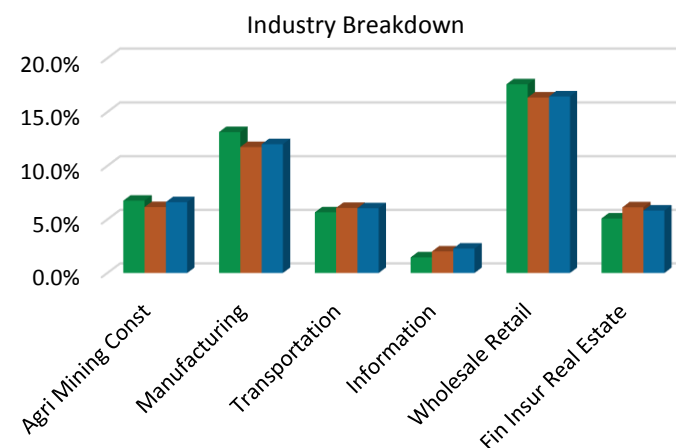
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	29,204		120,083		278,671	
Single - Male	2,669	9.1%	9,360	7.8%	20,109	7.2%
Single - Female	4,106	14.1%	16,885	14.1%	38,021	13.6%
Single Parent - Male	954	3.3%	4,500	3.7%	10,573	3.8%
Single Parent - Female	2,180	7.5%	9,138	7.6%	26,412	9.5%
Married w/ Children	7,982	27.3%	35,028	29.2%	83,150	29.8%
Married w/out Children	11,312	38.7%	45,172	37.6%	100,407	36.0%
Household Size						
1 Person	4,730	13.3%	23,879	15.8%	62,523	17.4%
2 People	7,390	20.8%	35,321	23.4%	82,175	22.9%
3 People	6,731	19.0%	28,677	19.0%	63,279	17.7%
4 to 6 People	13,543	38.2%	52,175	34.6%	123,656	34.5%
7+ People	3,093	8.7%	10,703	7.1%	26,776	7.5%
Home Ownership	35,486		150,755		358,408	
Owners	15,993	45.1%	75,566	50.1%	178,727	49.9%
Renters	19,493	54.9%	75,189	49.9%	179,682	50.1%
Components of Change						
Births	1,630	1.3%	6,578	1.3%	16,201	1.3%
Deaths	1,020	0.8%	3,996	0.8%	8,951	0.7%
Migration	-50	0.0%	402	0.1%	-1,275	-0.1%
Employment (Pop 16+)	104,543		412,822		978,185	
Armed Services	10	0.0%	138	0.0%	341	0.0%
Civilian	61,643	59.0%	246,364	59.7%	592,318	60.6%
Employed	58,215	55.7%	233,995	56.7%	560,119	57.3%
Unemployed	3,427	3.3%	12,368	3.0%	32,199	3.3%
Not in Labor Force	42,891	41.0%	166,320	40.3%	385,526	39.4%
Employed Population	58,215		233,995		560,119	
White Collar	30,609	52.6%	135,434	57.9%	319,644	57.1%
Blue Collar	27,606	47.4%	98,561	42.1%	240,475	42.9%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Garvey Ave & Walnut Grove Ave
 Garvey Ave & Walnut Grove Ave
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	58,215		233,995		560,119	
White Collar	30,609	52.6%	135,434	57.9%	319,644	57.1%
Managerial executive	6,292	10.8%	28,194	12.0%	64,151	11.5%
Prof specialty	7,563	13.0%	39,611	16.9%	98,067	17.5%
Healthcare support	2,106	3.6%	6,769	2.9%	13,206	2.4%
Sales	6,481	11.1%	26,210	11.2%	61,426	11.0%
Office Admin	8,167	14.0%	34,650	14.8%	82,795	14.8%
Blue Collar	27,606	47.4%	98,561	42.1%	240,475	42.9%
Protective	716	1.2%	3,687	1.6%	9,678	1.7%
Food Prep Serving	4,649	8.0%	15,985	6.8%	34,461	6.2%
Bldg Maint/Cleaning	2,461	4.2%	8,751	3.7%	24,070	4.3%
Personal Care	4,782	8.2%	15,157	6.5%	30,584	5.5%
Farming/Fishing/Forestry	280	0.5%	1,203	0.5%	3,058	0.5%
Construction	4,887	8.4%	18,372	7.9%	45,437	8.1%
Production Transp	9,832	16.9%	35,406	15.1%	93,186	16.6%
Employment By Industry	58,215		233,995		560,119	
Agri Mining Const	3,933	6.8%	14,396	6.2%	37,077	6.6%
Manufacturing	7,652	13.1%	27,506	11.8%	67,325	12.0%
Transportation	3,299	5.7%	14,214	6.1%	33,866	6.0%
Information	851	1.5%	4,716	2.0%	12,771	2.3%
Wholesale Retail	10,233	17.6%	38,262	16.4%	92,137	16.4%
Fin Insur Real Estate	2,965	5.1%	14,360	6.1%	32,645	5.8%
Professional Services	2,262	3.9%	12,992	5.6%	31,153	5.6%
Management Services	12	0.0%	96	0.0%	199	0.0%
Admin Waste Services	2,607	4.5%	9,975	4.3%	26,174	4.7%
Educational services	10,290	17.7%	46,564	19.9%	113,481	20.3%
Entertain services	7,248	12.4%	25,512	10.9%	57,275	10.2%
Other Prof services	4,672	8.0%	16,249	6.9%	35,037	6.3%
Public admin	2,191	3.8%	9,153	3.9%	20,980	3.7%



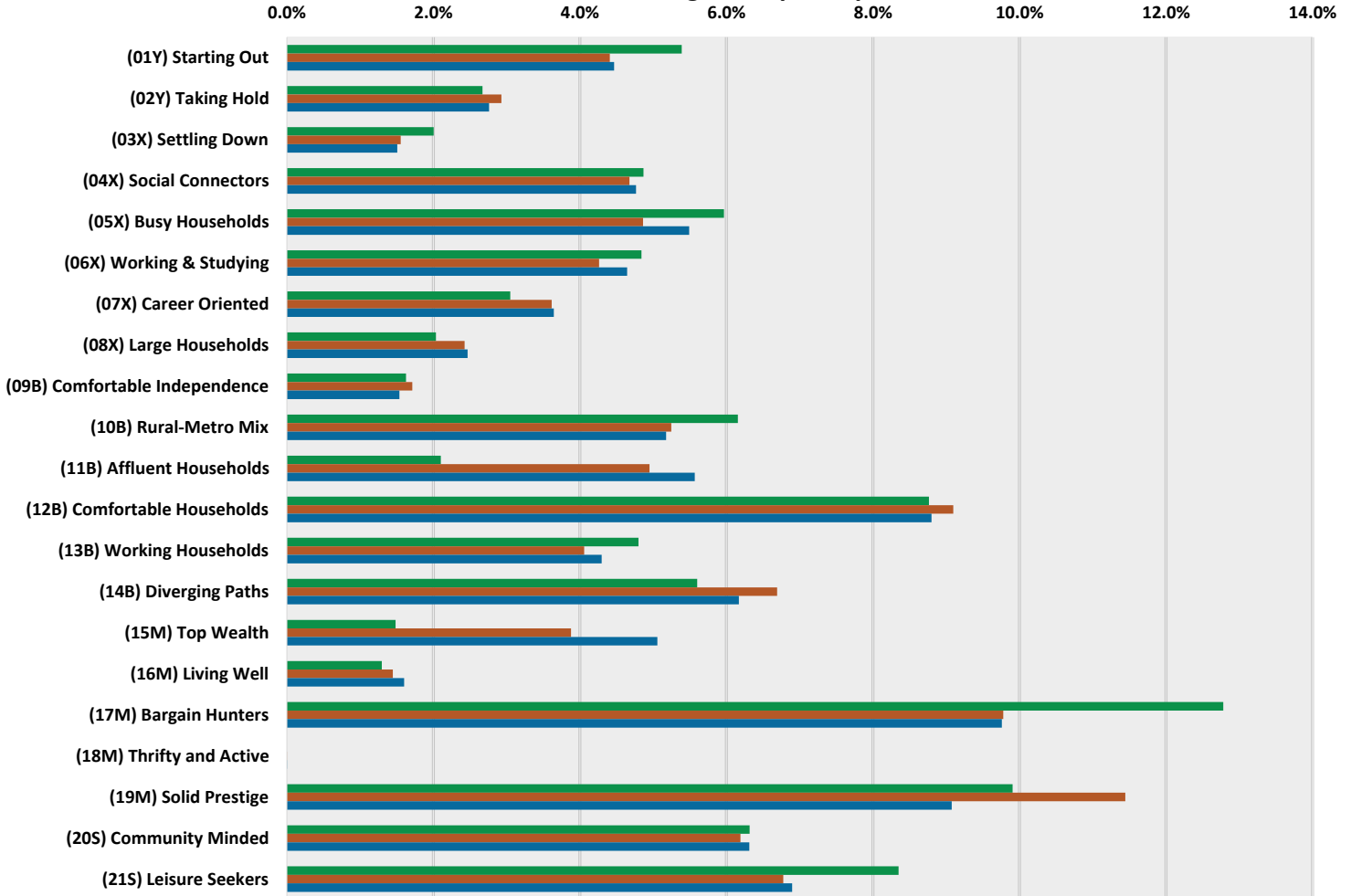
Household Segmentation Profile

For Market: Garvey Ave & Walnut Grove Ave

Date: 6/1/2017

	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
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Household Lifestage Group Comparison



	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
Total Households	34,871 100%	147,419 100%	348,026 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	53- Metro Strivers	(10B) Rural-Metro Mix	2,147	6.2%	7,732	5.2%	17,979	5.2%
2	63- Staying Home	(17M) Bargain Hunters	2,067	5.9%	6,721	4.6%	17,163	4.9%
3	08- Solid Surroundings	(19M) Solid Prestige	1,750	5.0%	7,646	5.2%	13,755	4.0%
4	36- Persistent & Productive	(20S) Community Minded	1,713	4.9%	6,885	4.7%	16,313	4.7%
5	38- Occupational Mix	(13B) Working Households	1,673	4.8%	5,982	4.1%	14,952	4.3%
6	17- Firmly Established	(12B) Comfortable Households	1,598	4.6%	7,128	4.8%	16,683	4.8%
7	13- Work & Play	(12B) Comfortable Households	1,458	4.2%	6,281	4.3%	13,940	4.0%
8	09- Busy Schedules	(19M) Solid Prestige	1,303	3.7%	7,004	4.8%	12,854	3.7%
9	62- Movies & Sports	(05X) Busy Households	1,270	3.6%	4,344	2.9%	12,177	3.5%
10	33- Urban Diversity	(14B) Diverging Paths	1,172	3.4%	6,367	4.3%	13,664	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: Garvey Ave & Walnut Grove Ave

Date: 6/1/2017

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
TOTAL HOUSEHOLDS		34,871	100%	147,419	100%	348,026	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(01Y) Starting Out		1,880	5.4%	6,499	4.4%	15,547	4.5%
	39- Setting Goals	465	1.3%	1,587	1.1%	4,341	1.2%
	45- Offices & Entertainment	311	0.9%	1,195	0.8%	2,611	0.8%
	57- Collegiate Crowd	628	1.8%	2,161	1.5%	4,865	1.4%
	58- Outdoor Fervor	0	0.0%	0	0.0%	6	0.0%
	67- First Steps	476	1.4%	1,555	1.1%	3,723	1.1%
(02Y) Taking Hold		931	2.7%	4,316	2.9%	9,608	2.8%
	18- Climbing the Ladder	111	0.3%	484	0.3%	989	0.3%
	21- Children First	249	0.7%	957	0.6%	2,115	0.6%
	24- Career Building	408	1.2%	2,271	1.5%	5,235	1.5%
	30- Out & About	163	0.5%	604	0.4%	1,268	0.4%
(03X) Settling Down		699	2.0%	2,292	1.6%	5,245	1.5%
	34- Outward Bound	0	0.0%	0	0.0%	1	0.0%
	41- Rural Adventure	3	0.0%	7	0.0%	52	0.0%
	46- Rural & Active	696	2.0%	2,285	1.5%	5,192	1.5%
(04X) Social Connectors		1,697	4.9%	6,893	4.7%	16,588	4.8%
	42- Creative Variety	405	1.2%	1,564	1.1%	3,464	1.0%
	52- Stylish & Striving	666	1.9%	2,754	1.9%	6,361	1.8%
	59- Mobile Mixers	626	1.8%	2,575	1.7%	6,763	1.9%
(05X) Busy Households		2,080	6.0%	7,166	4.9%	19,112	5.5%
	37- Firm Foundations	810	2.3%	2,822	1.9%	6,936	2.0%
	62- Movies & Sports	1,270	3.6%	4,344	2.9%	12,177	3.5%
(06X) Working & Studying		1,688	4.8%	6,282	4.3%	16,167	4.6%
	61- City Life	610	1.8%	2,788	1.9%	7,442	2.1%
	69- Productive Havens	265	0.8%	790	0.5%	2,080	0.6%
	70- Favorably Frugal	813	2.3%	2,705	1.8%	6,646	1.9%
(07X) Career Oriented		1,063	3.0%	5,329	3.6%	12,678	3.6%
	06- Casual Comfort	248	0.7%	1,494	1.0%	3,543	1.0%
	10- Careers & Travel	101	0.3%	495	0.3%	1,240	0.4%
	20- Carving Out Time	155	0.4%	587	0.4%	1,504	0.4%
	26- Getting Established	559	1.6%	2,753	1.9%	6,392	1.8%
(08X) Large Households		710	2.0%	3,577	2.4%	8,587	2.5%
	11- Schools & Shopping	115	0.3%	685	0.5%	1,799	0.5%
	12- On the Go	137	0.4%	681	0.5%	1,492	0.4%
	19- Country Comfort	1	0.0%	12	0.0%	27	0.0%
	27- Tenured Proprietors	457	1.3%	2,199	1.5%	5,268	1.5%
(09B) Comfortable Independence		567	1.6%	2,524	1.7%	5,347	1.5%
	29- City Mixers	27	0.1%	566	0.4%	1,046	0.3%
	35- Working & Active	230	0.7%	850	0.6%	1,874	0.5%
	56- Metro Active	310	0.9%	1,109	0.8%	2,427	0.7%
(10B) Rural-Metro Mix		2,147	6.2%	7,734	5.2%	18,017	5.2%
	47- Rural Parents	0	0.0%	1	0.0%	12	0.0%
	53- Metro Strivers	2,147	6.2%	7,732	5.2%	17,979	5.2%
	60- Rural & Mobile	0	0.0%	1	0.0%	26	0.0%

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



Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(11B) Affluent Households		732	2.1%	7,296	4.9%	19,379	5.6%
	01- Summit Estates	72	0.2%	1,162	0.8%	6,392	1.8%
	04- Top Professionals	495	1.4%	5,143	3.5%	10,436	3.0%
	07- Active Lifestyles	166	0.5%	991	0.7%	2,551	0.7%
(12B) Comfortable Households		3,056	8.8%	13,409	9.1%	30,623	8.8%
	13- Work & Play	1,458	4.2%	6,281	4.3%	13,940	4.0%
	17- Firmly Established	1,598	4.6%	7,128	4.8%	16,683	4.8%
(13B) Working Households		1,673	4.8%	5,982	4.1%	14,957	4.3%
	38- Occupational Mix	1,673	4.8%	5,982	4.1%	14,952	4.3%
	48- Farm & Home	0	0.0%	0	0.0%	5	0.0%
(14B) Diverging Paths		1,953	5.6%	9,864	6.7%	21,473	6.2%
	16- Country Enthusiasts	0	0.0%	0	0.0%	3	0.0%
	22- Comfortable Cornerstones	106	0.3%	553	0.4%	1,500	0.4%
	31- Mid-Americana	384	1.1%	1,459	1.0%	3,121	0.9%
	32- Metro Mix	291	0.8%	1,485	1.0%	3,185	0.9%
	33- Urban Diversity	1,172	3.4%	6,367	4.3%	13,664	3.9%
(15M) Top Wealth		518	1.5%	5,718	3.9%	17,598	5.1%
	02- Established Elite	106	0.3%	1,832	1.2%	8,861	2.5%
	03- Corporate Connected	411	1.2%	3,886	2.6%	8,737	2.5%
(16M) Living Well		452	1.3%	2,133	1.4%	5,574	1.6%
	14- Career Centered	332	1.0%	1,472	1.0%	3,711	1.1%
	15- Country Ways	0	0.0%	0	0.0%	2	0.0%
	23- Good Neighbors	119	0.3%	661	0.4%	1,862	0.5%
(17M) Bargain Hunters		4,457	12.8%	14,415	9.8%	33,966	9.8%
	43- Work & Causes	553	1.6%	1,863	1.3%	3,953	1.1%
	44- Open Houses	470	1.3%	1,793	1.2%	3,743	1.1%
	55- Community Life	866	2.5%	2,619	1.8%	5,816	1.7%
	63- Staying Home	2,067	5.9%	6,721	4.6%	17,163	4.9%
	68- Staying Healthy	500	1.4%	1,418	1.0%	3,290	0.9%
(18M) Thrifty & Active		0	0.0%	1	0.0%	11	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	2	0.0%
	50- Rural Community	0	0.0%	0	0.0%	3	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	5	0.0%
(19M) Solid Prestige		3,454	9.9%	16,871	11.4%	31,582	9.1%
	05- Active & Involved	401	1.2%	2,221	1.5%	4,974	1.4%
	08- Solid Surroundings	1,750	5.0%	7,646	5.2%	13,755	4.0%
	09- Busy Schedules	1,303	3.7%	7,004	4.8%	12,854	3.7%
(20S) Community Minded		2,202	6.3%	9,128	6.2%	21,968	6.3%
	25- Clubs & Causes	248	0.7%	1,081	0.7%	2,775	0.8%
	28- Community Pillars	241	0.7%	1,162	0.8%	2,880	0.8%
	36- Persistent & Productive	1,713	4.9%	6,885	4.7%	16,313	4.7%
(21S) Leisure Seekers		2,911	8.3%	9,989	6.8%	24,000	6.9%
	49- Home & Garden	504	1.4%	2,090	1.4%	4,821	1.4%
	51- Role Models	501	1.4%	1,815	1.2%	4,159	1.2%
	64- Practical & Careful	324	0.9%	1,123	0.8%	2,717	0.8%
	65- Hobbies & Shopping	745	2.1%	2,241	1.5%	5,114	1.5%
	66- Helping Hands	838	2.4%	2,720	1.8%	7,189	2.1%

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



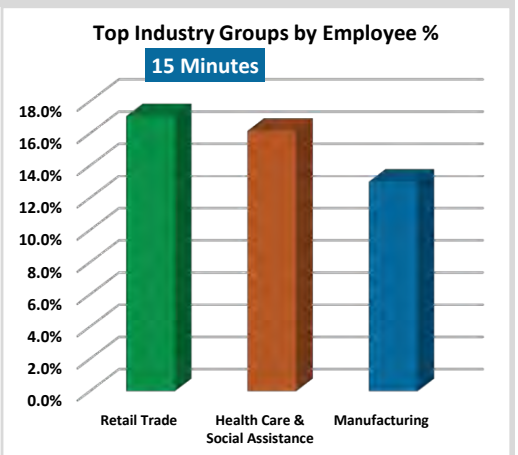
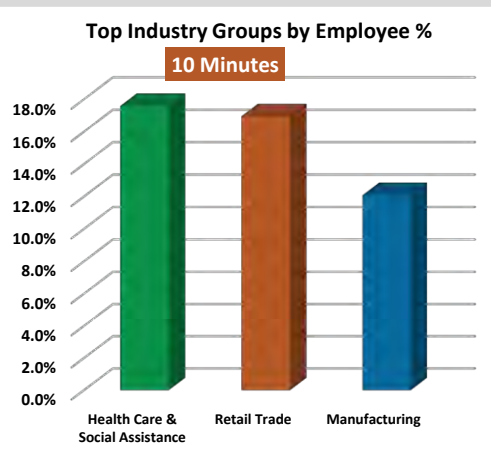
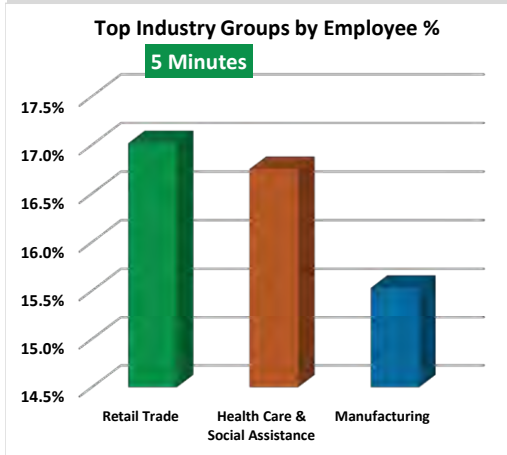
Employment Profile

For Market: Garvey Ave & Walnut Grove Ave
Market Definition: Garvey Ave & Walnut Grove Ave
Date Report Created: 6/1/2017

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	134,004	523,455	1,410,863
Student Population	26,637	135,058	395,200
Median Employee Salary	44,868	45,464	44,060
Average Employee Salary	52,944	53,180	52,283

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	2,035	3.7%	6,129	3.3%	18,673	3.5%
15,000 to 30,000 CrYr	10,830	19.8%	36,561	19.7%	113,865	21.1%
30,000 to 45,000 CrYr	15,005	27.4%	50,648	27.3%	148,369	27.5%
45,000 to 60,000 CrYr	8,784	16.0%	30,182	16.2%	85,702	15.9%
60,000 to 75,000 CrYr	6,248	11.4%	21,423	11.5%	58,634	10.9%
75,000 to 90,000 CrYr	4,836	8.8%	17,025	9.2%	47,182	8.8%
90,000 to 100,000 CrYr	1,956	3.6%	6,312	3.4%	17,392	3.2%
Over 100,000 CrYr	5,080	9.3%	17,512	9.4%	49,236	9.1%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	4,001	100%	54,775	100%	12,932	100%	185,791	100%	30,127	100%	539,052	100%
Accommodation & Food Services	271	6.8%	3,325	6.1%	800	6.2%	10,818	5.8%	1,862	6.2%	33,951	6.3%
Administration & Support Services	157	3.9%	1,877	3.4%	451	3.5%	7,652	4.1%	916	3.0%	23,625	4.4%
Agriculture, Forestry, Fishing, Hunting	8	0.2%	47	0.1%	22	0.2%	132	0.1%	60	0.2%	500	0.1%
Arts, Entertainment, & Recreation	72	1.8%	933	1.7%	216	1.7%	2,557	1.4%	519	1.7%	11,996	2.2%
Construction	136	3.4%	2,359	4.3%	497	3.8%	7,322	3.9%	1,117	3.7%	17,396	3.2%
Educational Services	119	3.0%	3,084	5.6%	410	3.2%	14,526	7.8%	901	3.0%	37,096	6.9%
Finance & Insurance	210	5.3%	2,802	5.1%	739	5.7%	9,088	4.9%	1,653	5.5%	21,630	4.0%
Health Care & Social Assistance	603	15.1%	9,175	16.8%	2,065	16.0%	32,679	17.6%	4,733	15.7%	87,154	16.2%
Information	64	1.6%	1,030	1.9%	212	1.6%	3,720	2.0%	498	1.7%	9,826	1.8%
Management of Companies & Enterprises	2	0.0%	76	0.1%	5	0.0%	275	0.1%	19	0.1%	847	0.2%
Manufacturing	334	8.3%	8,506	15.5%	904	7.0%	22,452	12.1%	1,995	6.6%	70,087	13.0%
Mining	2	0.0%	55	0.1%	4	0.0%	112	0.1%	15	0.0%	437	0.1%
Professional, Scientific, & Technical Services	333	8.3%	2,798	5.1%	1,090	8.4%	8,593	4.6%	2,746	9.1%	32,669	6.1%
Real Estate, Rental, Leasing	111	2.8%	779	1.4%	408	3.2%	2,719	1.5%	906	3.0%	7,042	1.3%
Retail Trade	802	20.0%	9,321	17.0%	2,516	19.5%	31,495	17.0%	5,920	19.6%	92,030	17.1%
Transportation & Storage	50	1.2%	786	1.4%	161	1.2%	3,275	1.8%	443	1.5%	11,656	2.2%
Utilities	5	0.1%	569	1.0%	16	0.1%	1,395	0.8%	43	0.1%	2,323	0.4%
Wholesale Trade	222	5.6%	1,631	3.0%	732	5.7%	5,306	2.9%	1,677	5.6%	15,929	3.0%
Other Services	500	12.5%	5,620	10.3%	1,683	13.0%	21,673	11.7%	4,103	13.6%	62,856	11.7%



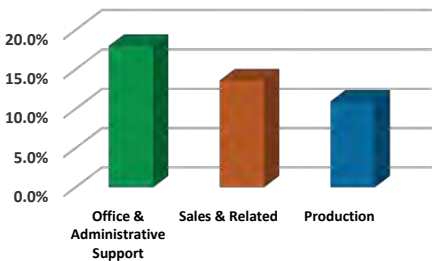
Employment Profile

For Market: Garvey Ave & Walnut Grove Ave
Market Definition: Garvey Ave & Walnut Grove Ave
Date Report Created: 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	27,027	49.3%	95,247	51.3%	270,002	50.1%
Architecture & Engineering	700	1.3%	2,202	1.2%	6,686	1.2%
Community & Social Science	1,269	2.3%	4,884	2.6%	14,545	2.7%
Computer/Mathematical Science	836	1.5%	2,752	1.5%	7,494	1.4%
Education, Training, & Library	2,703	4.9%	11,848	6.4%	32,461	6.0%
Entertainment & Media	634	1.2%	2,415	1.3%	9,363	1.7%
Healthcare Practitioners	3,832	7.0%	13,209	7.1%	33,611	6.2%
Healthcare Support	1,522	2.8%	5,479	2.9%	14,697	2.7%
Legal	267	0.5%	1,060	0.6%	5,234	1.0%
Life, Physical, & Social Science	394	0.7%	1,288	0.7%	3,740	0.7%
Management	2,980	5.4%	10,152	5.5%	29,141	5.4%
Office & Administrative Support	9,850	18.0%	33,551	18.1%	95,731	17.8%
Blue Collar	27,564	50.3%	89,877	48.4%	267,366	49.6%
Building & Grounds Cleaning & Maintenance	1,324	2.4%	5,359	2.9%	15,920	3.0%
Construction	1,965	3.6%	6,291	3.4%	15,611	2.9%
Farming, Fishing, & Forestry	51	0.1%	154	0.1%	503	0.1%
Food Service	3,390	6.2%	11,205	6.0%	34,546	6.4%
Installation & Maintenance	2,498	4.6%	7,836	4.2%	20,035	3.7%
Personal Care & Service	1,010	1.8%	4,058	2.2%	12,670	2.4%
Production	6,005	11.0%	16,054	8.6%	50,304	9.3%
Protective Service	478	0.9%	2,816	1.5%	8,970	1.7%
Sales & Related	7,449	13.6%	24,786	13.3%	73,667	13.7%
Transportation & Material Moving	3,395	6.2%	11,318	6.1%	35,140	6.5%
Military Services	184	0.3%	667	0.4%	1,685	0.3%

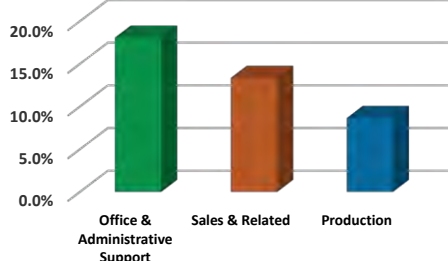
Top Occupations by Employee %

5 Minutes



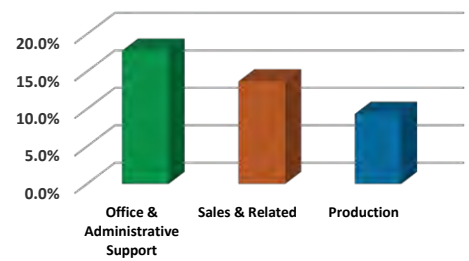
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

15 Minutes



Employee Totals and History

	#	#	#
Current	54,775	185,791	539,052
3rd Quarter 2016	53,068	176,918	517,921
2nd Quarter 2016	52,985	178,518	520,810
1st Quarter 2016	52,666	176,358	518,794
4th Quarter 2015	52,526	176,229	518,620
3rd Quarter 2015	50,082	164,646	488,682
2nd Quarter 2015	51,431	172,471	510,098
1st Quarter 2015	51,058	171,521	507,916
4th Quarter 2014	51,642	173,354	514,020



Consumer Demand & Market Supply Assessment

For Market: Garvey Ave & Walnut Grove Ave
 Market Definition: Garvey Ave & Walnut Grove Ave
 Date Report Created: 6/1/2017

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	130,033			517,583			1,238,353		
5-Year Population estimate	131,694			527,297			1,254,640		
Population Households	128,985			513,198			1,219,383		
Group Quarters Population	1,048			4,384			18,970		
Households	35,486			150,755			358,408		
5-Year Households estimate	36,255			154,962			369,924		
WorkPlace Establishments	4,089			13,259			30,836		
Workplace Employees	54,775			185,791			539,052		
Median Household Income	\$43,333			\$51,154			\$52,766		
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$265,682,251	\$106,595,469	(\$159,086,781)	\$1,048,285,372	\$611,380,409	(\$436,904,963)	\$2,535,036,662	\$1,086,073,426	(\$1,448,963,236)
Other General Merchandise Stores	\$233,164,834	\$202,780,561	(\$30,384,273)	\$931,418,453	\$744,553,482	(\$186,864,971)	\$2,214,748,668	\$2,034,866,063	(\$179,882,605)
Electronics/Appliance	\$43,965,461	\$21,429,371	(\$22,536,089)	\$169,582,457	\$80,106,100	(\$89,476,358)	\$423,472,592	\$265,767,208	(\$157,705,384)
Other Motor Vehicle Dealers	\$21,797,341	\$8,507,739	(\$13,289,602)	\$88,158,620	\$38,317,609	(\$49,841,011)	\$208,775,043	\$90,171,433	(\$118,603,610)
Special Food Services	\$22,941,293	\$13,942,322	(\$8,998,971)	\$86,441,888	\$57,827,033	(\$28,614,855)	\$223,048,991	\$241,226,044	\$18,177,053
Lawn/Garden Equipment/Supplies Stores	\$13,496,834	\$7,471,383	(\$6,025,451)	\$54,188,532	\$32,713,028	(\$21,475,504)	\$128,341,754	\$73,143,291	(\$55,198,463)
Bar/Drinking Places (Alcoholic Beverages)	\$6,060,996	\$430,297	(\$5,630,699)	\$21,407,905	\$11,262,075	(\$10,145,831)	\$59,315,537	\$50,918,745	(\$8,396,792)
Vending Machine Operators (Non-Store)	\$12,582,545	\$8,203,388	(\$4,379,157)	\$49,972,199	\$92,506,007	\$42,533,808	\$119,648,414	\$132,571,076	\$12,922,662
Gasoline Stations	\$165,924,083	\$161,625,740	(\$4,298,344)	\$666,971,837	\$674,400,614	\$7,428,777	\$1,582,303,497	\$2,012,083,125	\$429,779,627
Office Supplies/Stationary/Gift	\$14,226,654	\$9,961,815	(\$4,264,839)	\$56,389,184	\$36,676,123	(\$19,713,061)	\$135,960,189	\$138,779,345	\$2,819,156
Clothing Stores	\$103,383,321	\$99,430,352	(\$3,952,969)	\$416,542,055	\$277,812,469	(\$138,729,586)	\$988,916,975	\$1,392,217,996	\$403,301,021
Used Merchandise Stores	\$6,944,698	\$3,533,220	(\$3,411,479)	\$27,897,923	\$10,295,547	(\$17,602,375)	\$66,231,003	\$58,884,435	(\$7,346,568)
Beer/Wine/Liquor Stores	\$18,278,997	\$15,130,856	(\$3,148,141)	\$73,318,336	\$54,278,157	(\$19,040,179)	\$174,483,598	\$157,830,461	(\$16,653,137)
Jewelry/Luggage/Leather Goods	\$13,451,800	\$10,891,780	(\$2,560,021)	\$54,176,429	\$28,674,668	(\$25,501,761)	\$128,670,139	\$146,434,212	\$17,764,073
Home Furnishing Stores	\$20,646,470	\$19,141,064	(\$1,505,405)	\$82,720,583	\$57,423,488	(\$25,297,094)	\$196,293,281	\$233,559,056	\$37,265,775
Direct Selling Establishments	\$12,952,318	\$11,750,313	(\$1,202,005)	\$51,683,151	\$29,274,496	(\$22,408,655)	\$122,812,520	\$139,202,365	\$16,389,845
Automotive Parts/Accessories/Tire	\$36,210,090	\$35,370,339	(\$839,751)	\$144,493,472	\$130,713,239	(\$13,780,233)	\$342,943,204	\$333,067,374	(\$9,875,830)
Full-Service Restaurants	\$113,321,126	\$112,533,418	(\$787,708)	\$415,988,537	\$334,083,798	(\$81,904,739)	\$1,104,889,916	\$925,705,356	(\$179,184,561)
Building Material/Supplies Dealers	\$117,811,656	\$117,805,845	(\$5,812)	\$471,312,033	\$414,519,092	(\$56,792,941)	\$1,118,378,491	\$1,084,588,233	(\$33,790,258)
Shoe Stores	\$13,530,629	\$14,439,480	\$908,851	\$54,471,365	\$62,938,324	\$8,466,959	\$129,329,801	\$191,020,020	\$61,690,219
Florists/Misc. Store Retailers	\$2,927,315	\$3,887,948	\$960,633	\$11,749,847	\$12,681,272	\$931,426	\$27,829,180	\$45,217,922	\$17,388,743
Other Misc. Store Retailers	\$30,388,331	\$31,459,884	\$1,071,553	\$122,059,155	\$121,370,956	(\$688,199)	\$289,362,625	\$470,689,077	\$181,326,452
Book/Periodical/Music Stores	\$9,196,511	\$10,373,970	\$1,177,459	\$36,882,147	\$33,202,542	(\$3,679,604)	\$88,349,203	\$89,076,058	\$726,855
Sporting Goods/Hobby/Musical Instrument	\$26,568,042	\$29,467,758	\$2,899,715	\$107,219,883	\$93,924,461	(\$13,295,422)	\$254,627,904	\$267,741,637	\$13,113,733
Specialty Food Stores	\$13,345,740	\$25,477,790	\$12,132,051	\$53,276,545	\$76,582,052	\$23,305,507	\$126,612,214	\$226,677,912	\$100,065,699
Furniture Stores	\$23,573,645	\$38,629,511	\$15,055,866	\$94,925,830	\$90,471,010	(\$4,454,821)	\$225,246,497	\$315,973,873	\$90,727,376
Department Stores	\$62,357,176	\$79,833,355	\$17,476,179	\$250,002,323	\$256,543,950	\$6,541,628	\$594,015,614	\$755,225,495	\$161,209,881
Limited-Service Eating Places	\$105,424,392	\$128,645,565	\$23,221,173	\$397,273,363	\$374,285,915	(\$22,987,448)	\$1,025,036,494	\$1,067,822,248	\$42,785,754
Health/Personal Care Stores	\$122,378,109	\$156,963,708	\$34,585,599	\$487,867,321	\$471,852,802	(\$16,014,520)	\$1,157,647,156	\$1,420,537,874	\$262,890,718
Grocery Stores	\$231,029,797	\$355,687,976	\$124,658,179	\$922,617,440	\$1,043,653,474	\$121,036,034	\$2,192,160,113	\$2,934,759,775	\$742,599,662
Automotive Dealers	\$383,318,816	\$552,676,031	\$169,357,215	\$1,552,018,180	\$1,798,185,202	\$246,167,023	\$3,674,094,611	\$3,851,272,965	\$177,178,354



Consumer Demand & Market Supply Assessment

For Market:

Garvey Ave & Walnut Grove Ave

Market Definition:

Garvey Ave & Walnut Grove Ave

Date Report Created:

6/1/2017

	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
By Major Product Lines									
Drugs/Health Aids/Beauty Aids/Cosmetics	\$261,990,297	\$228,830,525	(\$33,159,772)	\$1,043,453,699	\$786,016,642	(\$257,437,057)	\$2,476,179,166	\$2,144,343,970	(\$331,835,196)
Computer Hardware/Software/Supplies	\$51,096,287	\$25,101,718	(\$25,994,569)	\$179,411,209	\$125,435,561	(\$53,975,648)	\$498,803,674	\$273,076,726	(\$225,726,948)
All Other Merchandise	\$86,930,844	\$61,217,476	(\$25,713,369)	\$348,937,911	\$240,652,929	(\$108,284,982)	\$827,870,218	\$729,626,266	(\$98,243,953)
Womens/Juniors/Misses Wear	\$86,711,828	\$72,410,116	(\$14,301,712)	\$349,533,608	\$227,717,301	(\$121,816,308)	\$829,127,353	\$919,099,427	\$89,972,073
Alcoholic Drinks Served at the Establishment	\$52,468,347	\$39,541,818	(\$12,926,529)	\$184,003,216	\$126,837,739	(\$57,165,477)	\$513,918,718	\$372,136,686	(\$141,782,033)
Pets/Pet Foods/Pet Supplies	\$17,627,313	\$12,233,142	(\$5,394,171)	\$71,563,242	\$45,859,055	(\$25,704,187)	\$169,297,692	\$156,802,016	(\$12,495,675)
Footwear, including Accessories	\$33,257,446	\$28,404,456	(\$4,852,990)	\$133,864,291	\$108,226,619	(\$25,637,672)	\$317,824,152	\$351,751,192	\$33,927,040
Jewelry (including Watches)	\$20,043,870	\$15,589,054	(\$4,454,816)	\$80,741,569	\$47,415,376	(\$33,326,194)	\$191,815,818	\$198,647,768	\$6,831,950
Lawn/Garden/Farm Equipment/Supplies	\$34,767,595	\$31,018,837	(\$3,748,758)	\$139,450,172	\$115,445,442	(\$24,004,729)	\$330,254,133	\$297,842,873	(\$32,411,260)
Furniture/Sleep/Outdoor/Patio Furniture	\$58,492,214	\$55,075,388	(\$3,416,826)	\$235,563,412	\$162,105,233	(\$73,458,179)	\$558,936,261	\$503,082,082	(\$55,854,179)
Kitchenware/Home Furnishings	\$26,124,684	\$23,013,700	(\$3,110,984)	\$104,790,956	\$81,688,184	(\$23,102,772)	\$248,815,111	\$250,146,782	\$1,331,671
Audio Equipment/Musical Instruments	\$12,856,247	\$10,060,573	(\$2,795,674)	\$51,722,102	\$40,378,632	(\$11,343,470)	\$122,802,216	\$102,203,975	(\$20,598,241)
Automotive Tires/Tubes/Batteries/Parts	\$69,316,049	\$67,232,144	(\$2,083,905)	\$276,287,582	\$240,745,389	(\$35,542,193)	\$655,887,503	\$565,324,337	(\$90,563,166)
Floor/Floor Coverings	\$16,855,420	\$15,314,673	(\$1,540,747)	\$67,160,492	\$50,520,011	(\$16,640,481)	\$159,418,569	\$163,020,764	\$3,602,195
Mens Wear	\$33,168,932	\$31,913,575	(\$1,255,357)	\$133,875,191	\$103,813,871	(\$30,061,320)	\$318,126,908	\$389,744,537	\$71,617,629
Televisions/VCR/Video Cameras/DVD etc	\$15,199,826	\$14,098,043	(\$1,101,783)	\$61,020,728	\$55,501,147	(\$5,519,581)	\$145,076,144	\$150,083,422	\$5,007,278
Photographic Equipment/Supplies	\$2,575,476	\$2,222,095	(\$353,381)	\$10,426,721	\$8,760,588	(\$1,666,133)	\$24,720,260	\$24,566,852	(\$153,408)
Books/Periodicals	\$10,347,820	\$10,275,632	(\$72,188)	\$41,713,926	\$36,937,557	(\$4,776,369)	\$99,802,419	\$95,052,794	(\$4,749,626)
Small Electric Appliances	\$4,674,237	\$4,606,810	(\$67,427)	\$18,703,270	\$17,456,102	(\$1,247,169)	\$44,379,767	\$46,103,955	\$1,724,188
Cigars/Cigarettes/Tobacco/Accessories	\$27,600,302	\$27,720,821	\$120,519	\$108,845,750	\$101,103,626	(\$7,742,123)	\$258,470,166	\$314,179,754	\$55,709,588
Sewing/Knitting Materials/Supplies	\$1,020,699	\$1,303,361	\$282,662	\$4,127,673	\$4,386,192	\$258,519	\$9,768,901	\$12,247,643	\$2,478,742
Paints/Sundries/Wallpaper/Wall Coverings	\$8,727,313	\$9,102,559	\$375,246	\$34,808,661	\$32,052,654	(\$2,756,007)	\$82,676,029	\$84,271,093	\$1,595,064
Major Household Appliances	\$7,582,205	\$8,110,715	\$528,510	\$31,144,651	\$29,189,205	(\$1,955,446)	\$73,528,345	\$83,006,547	\$9,478,202
Automotive Lubricants (incl Oil, Greases)	\$7,582,205	\$8,110,715	\$528,510	\$31,144,651	\$29,189,205	(\$1,955,446)	\$73,528,345	\$83,006,547	\$9,478,202
Sporting Goods (incl Bicycles/Sports Vehicles)	\$19,772,202	\$20,354,383	\$582,181	\$80,209,076	\$74,345,787	(\$5,863,289)	\$190,532,380	\$193,454,078	\$2,921,698
Hardware/Tools/Plumbing/Electrical Supplies	\$33,125,347	\$33,751,714	\$626,367	\$132,442,841	\$120,883,419	(\$11,559,422)	\$314,323,955	\$313,709,800	(\$614,155)
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$4,928,712	\$6,237,514	\$1,308,801	\$19,614,426	\$16,652,541	(\$2,961,885)	\$46,466,446	\$73,286,214	\$26,819,769
Curtains/Draperies/Slipcovers/Bed/Coverings	\$9,741,717	\$11,255,517	\$1,513,799	\$39,254,970	\$39,756,673	\$501,703	\$93,026,518	\$116,754,169	\$23,727,652
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,788,074	\$6,440,133	\$1,652,059	\$19,500,830	\$20,558,996	\$1,058,165	\$46,099,275	\$60,993,631	\$14,894,356
Toys/Hobby Goods/Games	\$11,557,658	\$13,220,370	\$1,662,711	\$46,339,482	\$47,668,895	\$1,329,413	\$110,176,316	\$131,528,990	\$21,352,674
Dimensional Lumber/Other Building Materials	\$47,941,925	\$49,619,342	\$1,677,417	\$191,414,285	\$174,552,689	(\$16,861,596)	\$454,517,363	\$458,938,023	\$4,420,660
Childrens Wear/Infants/Toddlers Clothing	\$14,439,033	\$17,040,709	\$2,601,677	\$58,357,381	\$53,628,991	(\$4,728,391)	\$139,161,723	\$206,396,974	\$67,235,251
Paper/Related Products	\$10,027,152	\$13,168,043	\$3,140,890	\$40,011,196	\$44,455,360	\$4,444,163	\$94,853,819	\$125,609,146	\$30,755,327
Soaps/Detergents/Household Cleaners	\$11,315,950	\$15,350,265	\$4,034,315	\$45,049,856	\$50,906,753	\$5,856,896	\$106,743,408	\$141,985,218	\$35,241,810
Packaged Liquor/Wine/Beer	\$40,156,791	\$45,226,859	\$5,070,068	\$161,733,222	\$152,106,915	(\$9,626,307)	\$383,912,984	\$428,516,704	\$44,603,719
Automotive Fuels	\$151,788,001	\$162,078,916	\$10,290,915	\$611,898,881	\$657,992,942	\$46,094,061	\$1,449,704,035	\$1,945,711,788	\$496,007,753
Retailer Services	\$65,352,622	\$75,754,367	\$10,401,745	\$264,922,420	\$258,073,306	(\$6,849,114)	\$626,825,505	\$613,173,743	(\$13,651,761)
Meats/Nonalcoholic Beverages	\$207,283,144	\$228,369,779	\$21,086,635	\$781,653,932	\$698,792,861	(\$82,861,072)	\$2,015,565,622	\$2,033,448,164	\$17,882,543
Groceries/Other Food Items (Off Premises)	\$356,099,069	\$425,538,585	\$69,439,516	\$1,423,439,926	\$1,397,051,147	(\$26,388,778)	\$3,376,148,899	\$3,819,269,122	\$443,120,222
Autos/Cars/Vans/Trucks/Motorcycles	\$335,119,132	\$471,427,727	\$136,308,596	\$1,358,343,408	\$1,540,024,832	\$181,681,424	\$3,215,090,672	\$3,302,281,423	\$87,190,751



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.

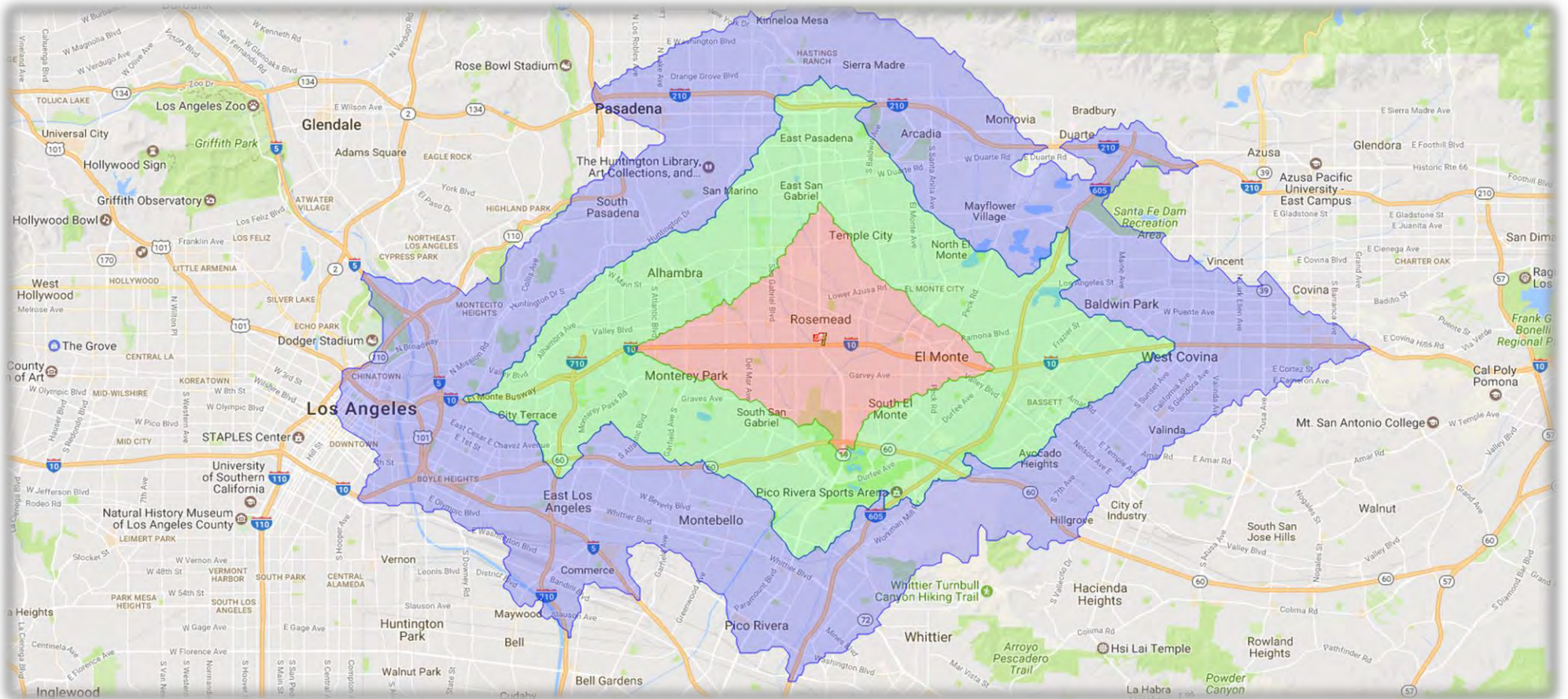
Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

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.

Rosemead Place Shopping Center

Rosemead, CA

June 2017



	5 Minutes	10 Minutes	15 Minutes
Population	181,714	613,883	1,419,327
Daytime Population	185,241	618,529	1,716,076
Households	49,592	178,147	424,137
Average Age	39.1	39.2	38.4
Average HH Income	\$60,168	\$72,308	\$75,369
White Collar (Residents)	53%	58%	58%
Some College or Degree	37%	45%	44%

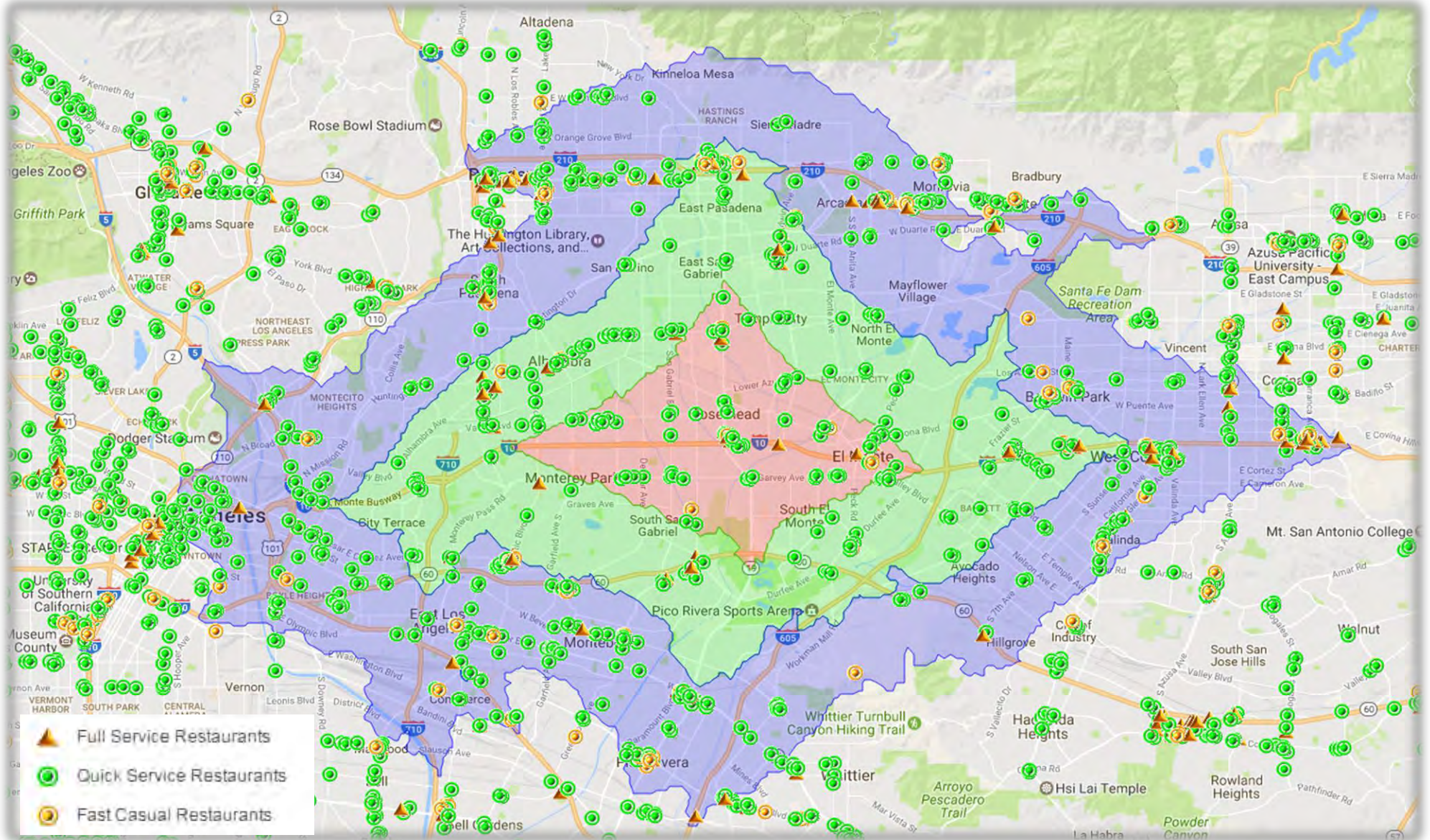
Traffic Counts	
Rosemead Blvd & I-10	> 52,000
Rosemead Blvd & Guess St	> 52,000
Marshall St & Rosemead Blvd	> 11,500
I-10 & Rosemead Blvd	> 223,000



Rosemead Place Shopping Center Restaurants

June 2017

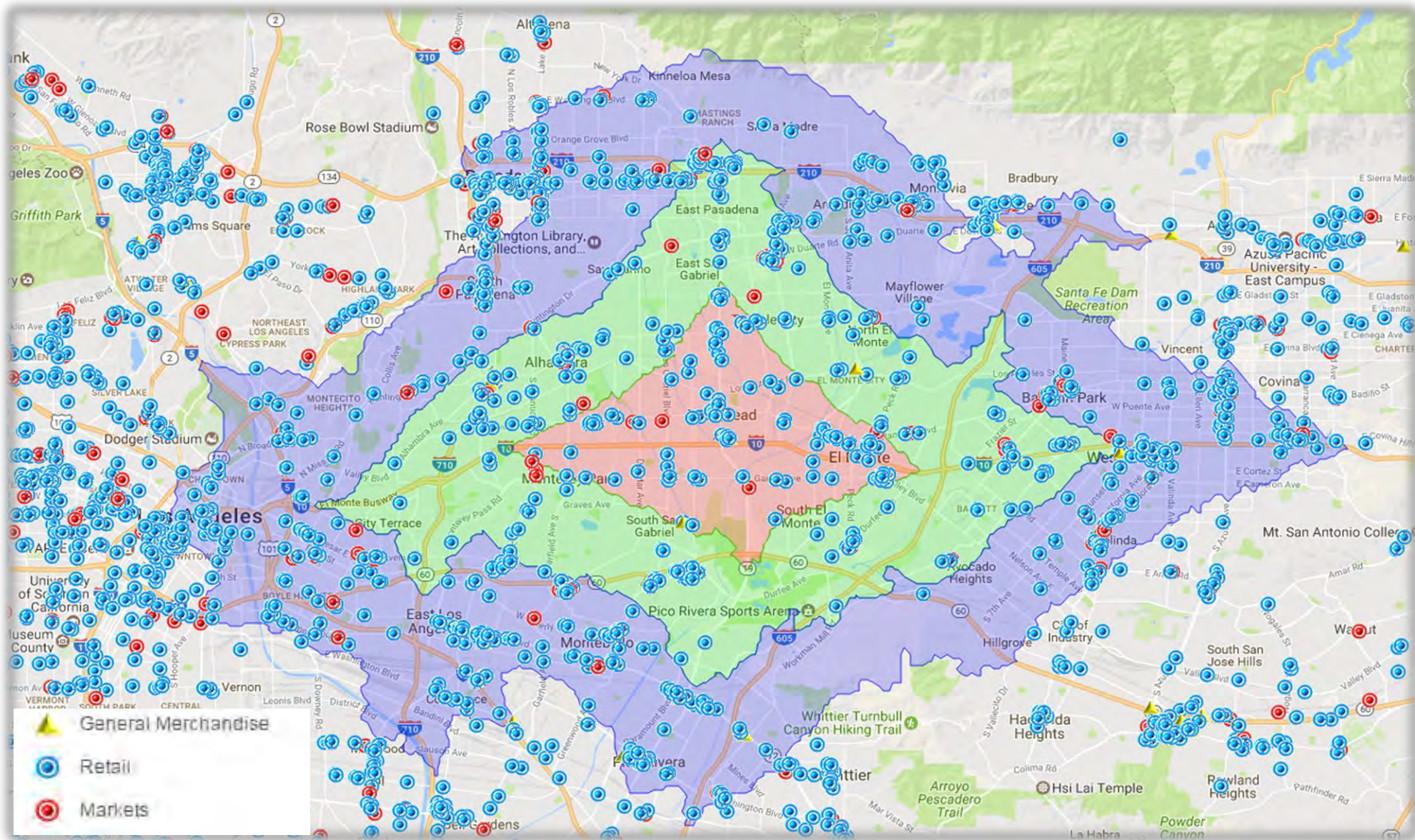
5 Minutes 10 Minutes 15 Minutes



Rosmead Place Shopping Center General Merchandise/Retail/Markets

June 2017

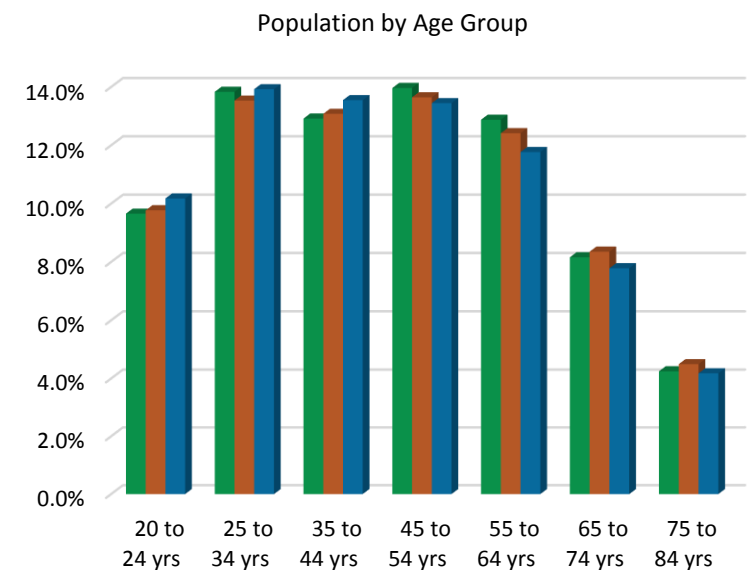
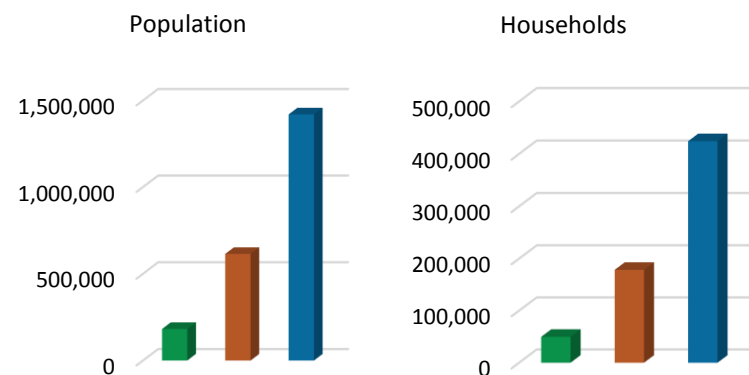
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For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Rosemead Place Shopping Center
 3500 Rosemead Blvd
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	181,714	---	613,883	---	1,419,327	---
5 Year Projected Pop	186,249	---	629,857	---	1,461,500	---
Pop Growth (%)	2.5%	---	2.6%	---	3.0%	---
Households	49,592	---	178,147	---	424,137	---
5 Year Projected HHs	50,835	---	182,905	---	439,371	---
HH Growth (%)	2.5%	---	2.7%	---	3.6%	---
Census Stats						
2000 Population	178,878	---	603,673	---	1,376,623	---
2010 Population	177,699	---	603,220	---	1,389,284	---
Pop Growth (%)	-0.7%	---	-0.1%	---	0.9%	---
2000 Households	47,827	---	172,133	---	399,475	---
2010 Households	48,464	---	174,950	---	412,630	---
HH Growth (%)	1.3%	---	1.6%	---	3.3%	---
Total Population by Age						
Average Age	39.1		39.2		38.4	
19 yrs & under	41,019	22.6%	139,823	22.8%	331,612	23.4%
20 to 24 yrs	17,545	9.7%	59,986	9.8%	144,433	10.2%
25 to 34 yrs	25,135	13.8%	83,065	13.5%	197,602	13.9%
35 to 44 yrs	23,471	12.9%	80,287	13.1%	192,287	13.5%
45 to 54 yrs	25,375	14.0%	83,757	13.6%	190,827	13.4%
55 to 64 yrs	23,397	12.9%	76,215	12.4%	167,048	11.8%
65 to 74 yrs	14,829	8.2%	51,277	8.4%	110,479	7.8%
75 to 84 yrs	7,718	4.2%	27,592	4.5%	59,301	4.2%
85 + yrs	3,225	1.8%	11,882	1.9%	25,738	1.8%
Population Bases						
20-34 yrs	42,680	23.5%	143,051	23.3%	342,034	24.1%
45-64 yrs	48,772	26.8%	159,972	26.1%	357,875	25.2%
16 yrs +	145,102	79.9%	489,083	79.7%	1,123,688	79.2%
25 yrs +	123,151	67.8%	414,074	67.5%	943,282	66.5%
65 yrs +	25,772	14.2%	90,751	14.8%	195,518	13.8%
75 yrs +	10,943	6.0%	39,474	6.4%	85,040	6.0%
85 yrs +	3,225	1.8%	11,882	1.9%	25,738	1.8%

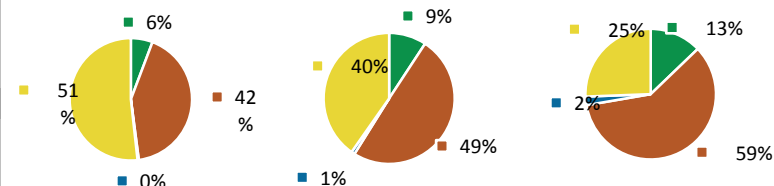


For Market:
Market Definition:
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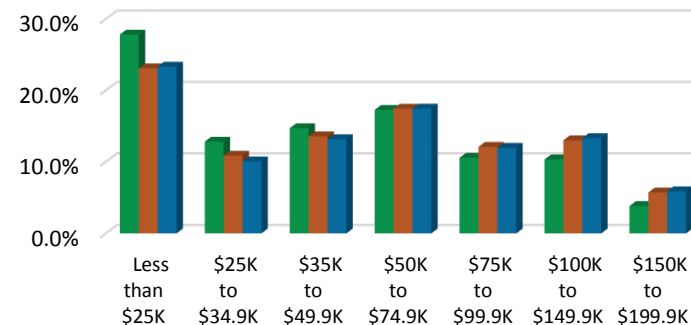
Consumer Demographic Profile
 Rosemead Place Shopping Center
 3500 Rosemead Blvd
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	10,353	5.7%	56,023	9.1%	179,246	12.6%
Hispanic	75,815	41.7%	300,641	49.0%	831,242	58.6%
African American	603	0.3%	5,071	0.8%	29,615	2.1%
Asian	93,062	51.2%	243,840	39.7%	357,702	25.2%
Ancestry						
American Indian (ancestry)	203	0.1%	810	0.1%	2,291	0.2%
Hawaiian (ancestry)	75	0.0%	348	0.1%	885	0.1%
Household Income						
Per Capita Income	\$16,420	---	\$20,983	---	\$22,523	---
Average HH Income	\$60,168	---	\$72,308	---	\$75,369	---
Median HH Income	\$43,675	---	\$53,156	---	\$54,397	---
Less than \$25K	13,801	27.8%	41,149	23.1%	98,986	23.3%
\$25K to \$34.9K	6,362	12.8%	19,361	10.9%	42,719	10.1%
\$35K to \$49.9K	7,294	14.7%	24,190	13.6%	55,894	13.2%
\$50K to \$74.9K	8,568	17.3%	31,078	17.4%	74,066	17.5%
\$75K to \$99.9K	5,249	10.6%	21,557	12.1%	50,734	12.0%
\$100K to \$149.9K	5,129	10.3%	23,197	13.0%	56,528	13.3%
\$150K to \$199.9K	1,900	3.8%	10,187	5.7%	24,952	5.9%
\$200K +	1,289	2.6%	7,427	4.2%	20,257	4.8%
Education						
Less than 9th Grade	28,103	22.8%	72,114	17.4%	168,747	17.9%
Some HS, No Diploma	15,192	12.3%	45,656	11.0%	110,231	11.7%
HS Grad (or Equivalent)	32,497	26.4%	102,183	24.7%	219,860	23.3%
Some College, No Degree	16,363	13.3%	64,575	15.6%	155,403	16.5%
Associate Degree	7,496	6.1%	28,593	6.9%	61,825	6.6%
Bachelor Degree	17,736	14.4%	70,256	17.0%	150,321	15.9%
Graduates Degree	4,317	3.5%	21,414	5.2%	50,788	5.4%

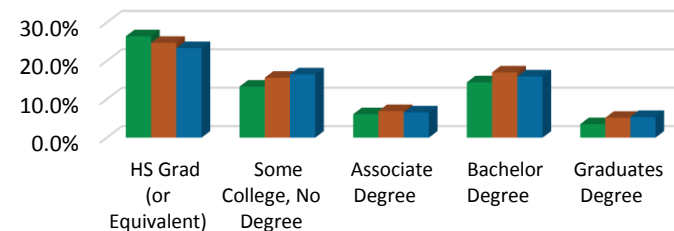
Ethnic Breakdown



Household Income Levels - %



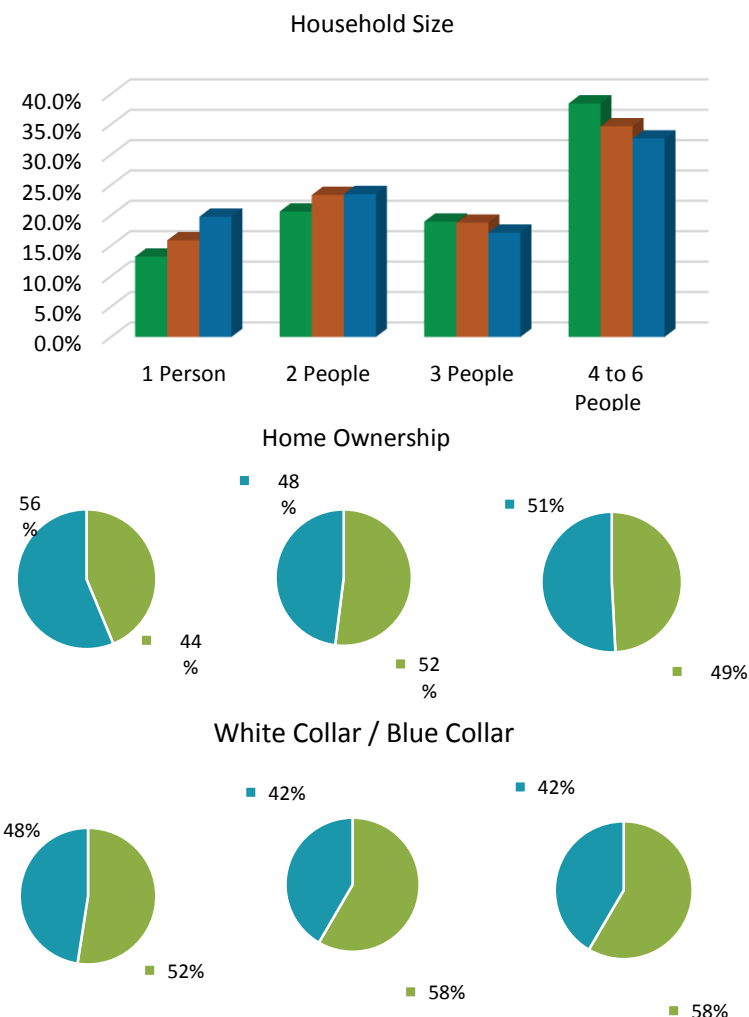
Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Rosemead Place Shopping Center
 3500 Rosemead Blvd
 6/1/2017

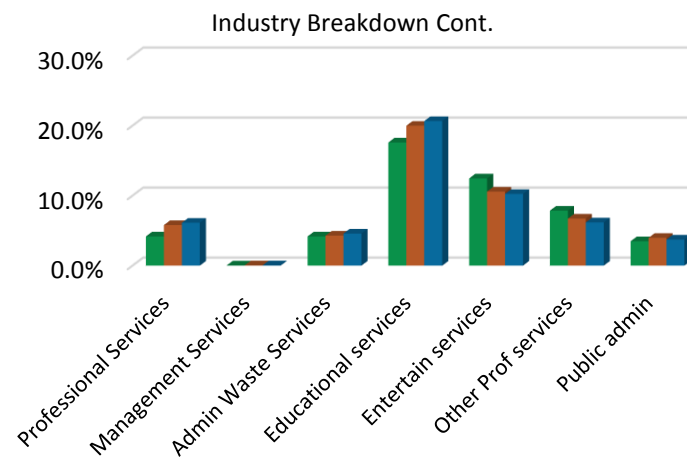
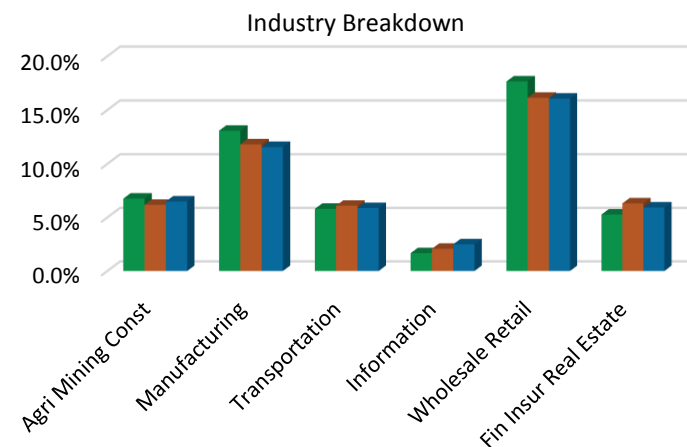
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	40,915		142,052		317,815	
Single - Male	3,404	8.3%	10,830	7.6%	22,601	7.1%
Single - Female	5,596	13.7%	19,424	13.7%	42,830	13.5%
Single Parent - Male	1,623	4.0%	5,076	3.6%	11,672	3.7%
Single Parent - Female	3,196	7.8%	10,924	7.7%	29,625	9.3%
Married w/ Children	12,022	29.4%	42,579	30.0%	95,237	30.0%
Married w/out Children	15,076	36.8%	53,218	37.5%	115,850	36.5%
Household Size						
1 Person	6,554	13.2%	28,322	15.9%	83,879	19.8%
2 People	10,219	20.6%	41,608	23.4%	99,661	23.5%
3 People	9,404	19.0%	33,470	18.8%	72,686	17.1%
4 to 6 People	19,061	38.4%	61,777	34.7%	138,523	32.7%
7+ People	4,353	8.8%	12,970	7.3%	29,388	6.9%
Home Ownership	49,592		178,147		424,137	
Owners	21,690	43.7%	92,639	52.0%	208,493	49.2%
Renters	27,902	56.3%	85,508	48.0%	215,643	50.8%
Components of Change						
Births	2,311	1.3%	7,838	1.3%	18,474	1.3%
Deaths	1,358	0.7%	4,727	0.8%	10,285	0.7%
Migration	675	0.4%	99	0.0%	-885	-0.1%
Employment (Pop 16+)	145,102		489,083		1,123,688	
Armed Services	18	0.0%	146	0.0%	386	0.0%
Civilian	85,758	59.1%	293,950	60.1%	685,704	61.0%
Employed	81,291	56.0%	279,061	57.1%	648,524	57.7%
Unemployed	4,466	3.1%	14,889	3.0%	37,180	3.3%
Not in Labor Force	59,327	40.9%	194,987	39.9%	437,599	38.9%
Employed Population	81,291		279,061		648,524	
White Collar	42,652	52.5%	162,945	58.4%	379,057	58.4%
Blue Collar	38,639	47.5%	116,115	41.6%	269,467	41.6%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Rosemead Place Shopping Center
 3500 Rosemead Blvd
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	81,291		279,061		648,524	
White Collar	42,652	52.5%	162,945	58.4%	379,057	58.4%
Managerial executive	8,604	10.6%	34,923	12.5%	78,334	12.1%
Prof specialty	10,740	13.2%	48,022	17.2%	120,697	18.6%
Healthcare support	2,735	3.4%	7,635	2.7%	14,716	2.3%
Sales	9,370	11.5%	30,898	11.1%	70,532	10.9%
Office Admin	11,203	13.8%	41,467	14.9%	94,778	14.6%
Blue Collar	38,639	47.5%	116,115	41.6%	269,467	41.6%
Protective	1,044	1.3%	4,412	1.6%	11,146	1.7%
Food Prep Serving	6,518	8.0%	18,481	6.6%	39,471	6.1%
Bldg Maint/Cleaning	3,300	4.1%	10,707	3.8%	27,471	4.2%
Personal Care	6,346	7.8%	17,402	6.2%	34,500	5.3%
Farming/Fishing/Forestry	387	0.5%	1,383	0.5%	3,312	0.5%
Construction	7,070	8.7%	21,524	7.7%	51,485	7.9%
Production Transp	13,974	17.2%	42,206	15.1%	102,081	15.7%
Employment By Industry	81,291		279,061		648,524	
Agri Mining Const	5,495	6.8%	17,235	6.2%	42,101	6.5%
Manufacturing	10,632	13.1%	32,979	11.8%	75,061	11.6%
Transportation	4,719	5.8%	17,008	6.1%	38,136	5.9%
Information	1,357	1.7%	5,796	2.1%	16,170	2.5%
Wholesale Retail	14,349	17.7%	45,048	16.1%	104,190	16.1%
Fin Insur Real Estate	4,283	5.3%	17,614	6.3%	38,483	5.9%
Professional Services	3,396	4.2%	16,169	5.8%	39,765	6.1%
Management Services	25	0.0%	108	0.0%	245	0.0%
Admin Waste Services	3,388	4.2%	11,968	4.3%	29,739	4.6%
Educational services	14,307	17.6%	55,779	20.0%	133,977	20.7%
Entertain services	10,126	12.5%	29,514	10.6%	66,420	10.2%
Other Prof services	6,386	7.9%	18,750	6.7%	40,054	6.2%
Public admin	2,830	3.5%	11,093	4.0%	24,182	3.7%



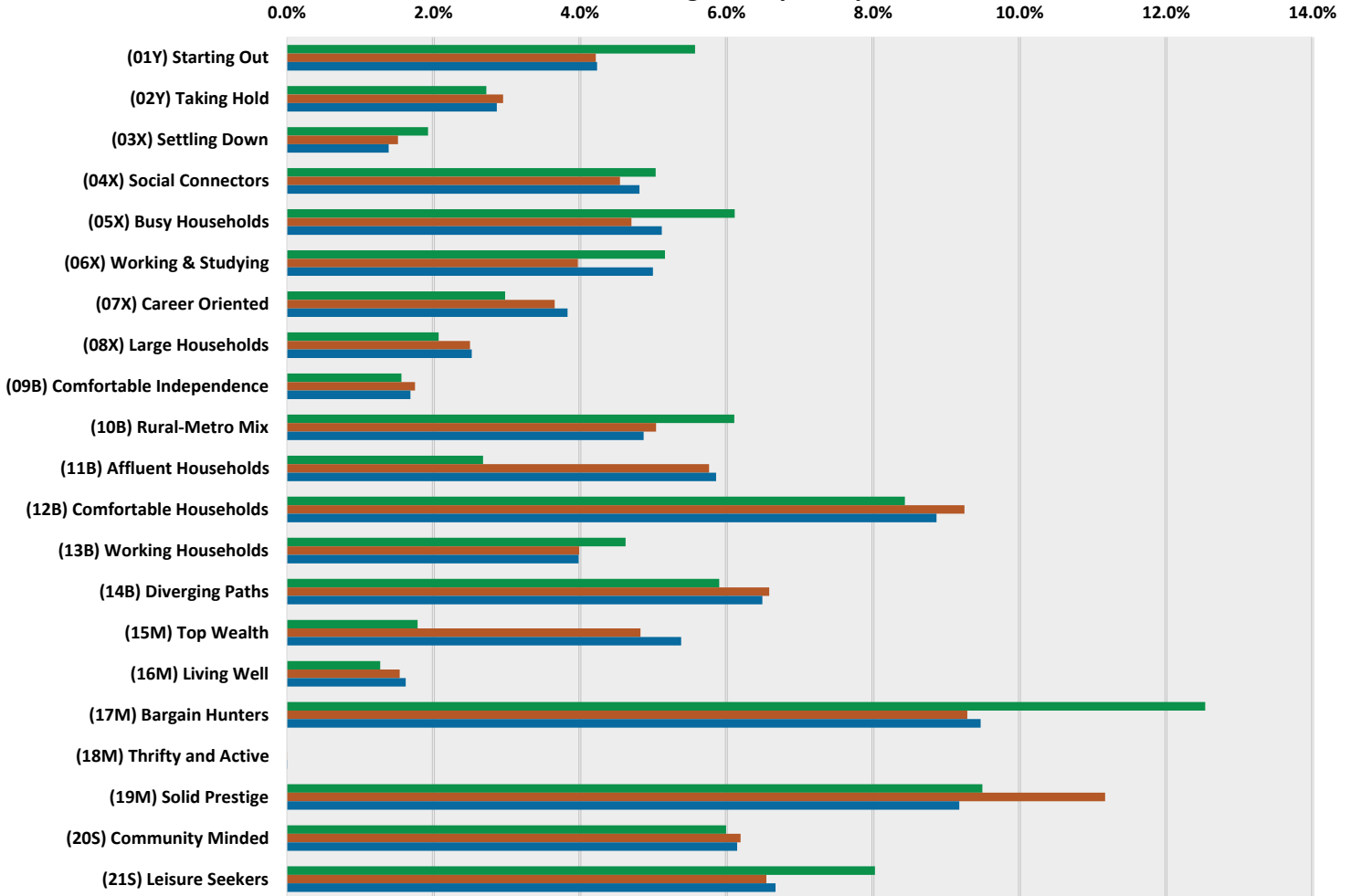
Household Segmentation Profile

For Market: Rosemead Place Shopping Center

Date: 6/1/2017

	Trade Area 1:	Trade Area 2:	Trade Area 3:
	5 Minute Drive Time	10 Minute Drive Time	15 Minute Drive Time
	3500 Rosemead Blvd	3500 Rosemead Blvd	3500 Rosemead Blvd

Household Lifestage Group Comparison



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	5 Minute Drive Time	10 Minute Drive Time	15 Minute Drive Time
	3500 Rosemead Blvd	3500 Rosemead Blvd	3500 Rosemead Blvd
Total Households	48,306	174,568	410,770
	100%	100%	100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	53- Metro Strivers	(10B) Rural-Metro Mix	2,950	6.1%	8,793	5.0%	19,939	4.9%
2	63- Staying Home	(17M) Bargain Hunters	2,923	6.1%	7,484	4.3%	20,266	4.9%
3	08- Solid Surroundings	(19M) Solid Prestige	2,319	4.8%	8,726	5.0%	16,437	4.0%
4	36- Persistent & Productive	(20S) Community Minded	2,282	4.7%	8,069	4.6%	18,529	4.5%
5	38- Occupational Mix	(13B) Working Households	2,233	4.6%	6,962	4.0%	16,345	4.0%
6	17- Firmly Established	(12B) Comfortable Households	2,112	4.4%	8,729	5.0%	19,706	4.8%
7	13- Work & Play	(12B) Comfortable Households	1,963	4.1%	7,415	4.2%	16,715	4.1%
8	62- Movies & Sports	(05X) Busy Households	1,878	3.9%	4,926	2.8%	13,460	3.3%
9	33- Urban Diversity	(14B) Diverging Paths	1,793	3.7%	7,335	4.2%	17,575	4.3%
10	09- Busy Schedules	(19M) Solid Prestige	1,740	3.6%	8,017	4.6%	15,224	3.7%

* 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: Rosemead Place Shopping Center

Date: 6/1/2017

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
		3500 Rosemead Blvd		3500 Rosemead Blvd		3500 Rosemead Blvd	
TOTAL HOUSEHOLDS		48,306	100%	174,568	100%	410,770	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
		3500 Rosemead Blvd		3500 Rosemead Blvd		3500 Rosemead Blvd	
(01Y) Starting Out		2,691	5.6%	7,362	4.2%	17,396	4.2%
	39- Setting Goals	679	1.4%	1,827	1.0%	4,718	1.1%
	45- Offices & Entertainment	420	0.9%	1,364	0.8%	3,122	0.8%
	57- Collegiate Crowd	912	1.9%	2,444	1.4%	5,446	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	11	0.0%
	67- First Steps	681	1.4%	1,727	1.0%	4,099	1.0%
(02Y) Taking Hold		1,315	2.7%	5,153	3.0%	11,772	2.9%
	18- Climbing the Ladder	145	0.3%	579	0.3%	1,169	0.3%
	21- Children First	323	0.7%	1,120	0.6%	2,473	0.6%
	24- Career Building	635	1.3%	2,719	1.6%	6,698	1.6%
	30- Out & About	212	0.4%	734	0.4%	1,433	0.3%
(03X) Settling Down		931	1.9%	2,648	1.5%	5,711	1.4%
	34- Outward Bound	0	0.0%	0	0.0%	3	0.0%
	41- Rural Adventure	3	0.0%	10	0.0%	61	0.0%
	46- Rural & Active	929	1.9%	2,637	1.5%	5,648	1.4%
(04X) Social Connectors		2,432	5.0%	7,938	4.5%	19,768	4.8%
	42- Creative Variety	548	1.1%	1,839	1.1%	3,930	1.0%
	52- Stylish & Striving	954	2.0%	3,132	1.8%	7,614	1.9%
	59- Mobile Mixers	930	1.9%	2,968	1.7%	8,224	2.0%
(05X) Busy Households		2,953	6.1%	8,211	4.7%	21,024	5.1%
	37- Firm Foundations	1,075	2.2%	3,285	1.9%	7,564	1.8%
	62- Movies & Sports	1,878	3.9%	4,926	2.8%	13,460	3.3%
(06X) Working & Studying		2,493	5.2%	6,933	4.0%	20,526	5.0%
	61- City Life	878	1.8%	3,181	1.8%	10,994	2.7%
	69- Productive Havens	379	0.8%	861	0.5%	2,259	0.5%
	70- Favorably Frugal	1,236	2.6%	2,891	1.7%	7,273	1.8%
(07X) Career Oriented		1,439	3.0%	6,383	3.7%	15,737	3.8%
	06- Casual Comfort	365	0.8%	1,879	1.1%	4,386	1.1%
	10- Careers & Travel	147	0.3%	574	0.3%	1,574	0.4%
	20- Carving Out Time	176	0.4%	740	0.4%	1,757	0.4%
	26- Getting Established	751	1.6%	3,190	1.8%	8,020	2.0%
(08X) Large Households		1,001	2.1%	4,364	2.5%	10,366	2.5%
	11- Schools & Shopping	175	0.4%	817	0.5%	2,249	0.5%
	12- On the Go	209	0.4%	798	0.5%	1,842	0.4%
	19- Country Comfort	1	0.0%	19	0.0%	40	0.0%
	27- Tenured Proprietors	616	1.3%	2,730	1.6%	6,234	1.5%
(09B) Comfortable Independence		756	1.6%	3,053	1.7%	6,927	1.7%
	29- City Mixers	34	0.1%	817	0.5%	2,099	0.5%
	35- Working & Active	297	0.6%	977	0.6%	2,134	0.5%
	56- Metro Active	424	0.9%	1,259	0.7%	2,694	0.7%
(10B) Rural-Metro Mix		2,950	6.1%	8,796	5.0%	19,999	4.9%
	47- Rural Parents	0	0.0%	2	0.0%	22	0.0%
	53- Metro Strivers	2,950	6.1%	8,793	5.0%	19,939	4.9%
	60- Rural & Mobile	0	0.0%	1	0.0%	38	0.0%

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



Lifestage Group	Cluster Name	5 Minute Drive Time 3500 Rosemead Blvd		10 Minute Drive Time 3500 Rosemead Blvd		15 Minute Drive Time 3500 Rosemead Blvd	
(11B) Affluent Households		1,293	2.7%	10,061	5.8%	24,067	5.9%
	01- Summit Estates	111	0.2%	2,664	1.5%	8,012	2.0%
	04- Top Professionals	948	2.0%	6,158	3.5%	12,863	3.1%
	07- Active Lifestyles	234	0.5%	1,240	0.7%	3,193	0.8%
(12B) Comfortable Households		4,074	8.4%	16,144	9.2%	36,421	8.9%
	13- Work & Play	1,963	4.1%	7,415	4.2%	16,715	4.1%
	17- Firmly Established	2,112	4.4%	8,729	5.0%	19,706	4.8%
(13B) Working Households		2,233	4.6%	6,963	4.0%	16,355	4.0%
	38- Occupational Mix	2,233	4.6%	6,962	4.0%	16,345	4.0%
	48- Farm & Home	0	0.0%	1	0.0%	9	0.0%
(14B) Diverging Paths		2,851	5.9%	11,495	6.6%	26,663	6.5%
	16- Country Enthusiasts	0	0.0%	1	0.0%	5	0.0%
	22- Comfortable Cornerstones	141	0.3%	712	0.4%	1,748	0.4%
	31- Mid-Americana	492	1.0%	1,677	1.0%	3,491	0.8%
	32- Metro Mix	425	0.9%	1,770	1.0%	3,844	0.9%
	33- Urban Diversity	1,793	3.7%	7,335	4.2%	17,575	4.3%
(15M) Top Wealth		862	1.8%	8,424	4.8%	22,109	5.4%
	02- Established Elite	182	0.4%	3,684	2.1%	11,161	2.7%
	03- Corporate Connected	680	1.4%	4,740	2.7%	10,947	2.7%
(16M) Living Well		615	1.3%	2,690	1.5%	6,663	1.6%
	14- Career Centered	455	0.9%	1,787	1.0%	4,503	1.1%
	15- Country Ways	0	0.0%	1	0.0%	5	0.0%
	23- Good Neighbors	160	0.3%	902	0.5%	2,155	0.5%
(17M) Bargain Hunters		6,056	12.5%	16,214	9.3%	38,897	9.5%
	43- Work & Causes	717	1.5%	2,157	1.2%	4,454	1.1%
	44- Open Houses	667	1.4%	2,036	1.2%	4,246	1.0%
	55- Community Life	1,048	2.2%	3,009	1.7%	6,288	1.5%
	63- Staying Home	2,923	6.1%	7,484	4.3%	20,266	4.9%
	68- Staying Healthy	701	1.5%	1,528	0.9%	3,644	0.9%
(18M) Thrifty & Active		0	0.0%	2	0.0%	22	0.0%
	40- Great Outdoors	0	0.0%	1	0.0%	5	0.0%
	50- Rural Community	0	0.0%	1	0.0%	8	0.0%
	54- Work & Outdoors	0	0.0%	1	0.0%	9	0.0%
(19M) Solid Prestige		4,586	9.5%	19,498	11.2%	37,702	9.2%
	05- Active & Involved	527	1.1%	2,754	1.6%	6,040	1.5%
	08- Solid Surroundings	2,319	4.8%	8,726	5.0%	16,437	4.0%
	09- Busy Schedules	1,740	3.6%	8,017	4.6%	15,224	3.7%
(20S) Community Minded		2,896	6.0%	10,810	6.2%	25,244	6.1%
	25- Clubs & Causes	301	0.6%	1,324	0.8%	3,245	0.8%
	28- Community Pillars	313	0.6%	1,417	0.8%	3,470	0.8%
	36- Persistent & Productive	2,282	4.7%	8,069	4.6%	18,529	4.5%
(21S) Leisure Seekers		3,878	8.0%	11,427	6.5%	27,401	6.7%
	49- Home & Garden	657	1.4%	2,416	1.4%	5,374	1.3%
	51- Role Models	669	1.4%	2,071	1.2%	4,590	1.1%
	64- Practical & Careful	449	0.9%	1,280	0.7%	3,267	0.8%
	65- Hobbies & Shopping	989	2.0%	2,525	1.4%	5,630	1.4%
	66- Helping Hands	1,114	2.3%	3,135	1.8%	8,540	2.1%

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



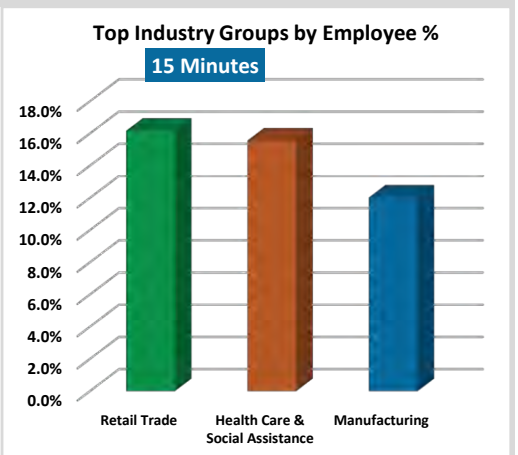
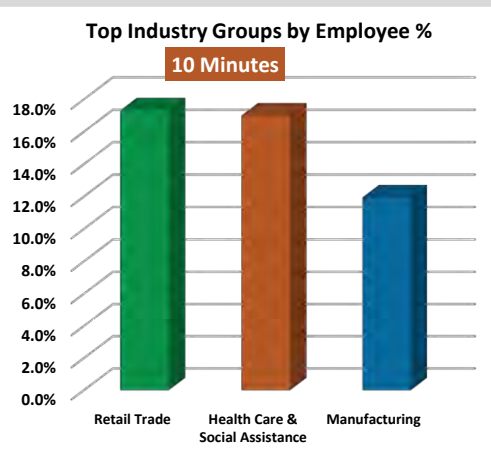
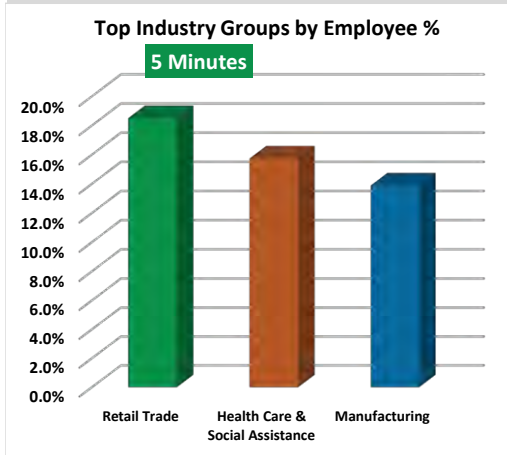
Employment Profile

For Market: Rosemead Place Shopping Center
Market Definition: 3500 Rosemead Blvd
Date Report Created: 6/1/2017

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	185,241	618,529	1,716,076
Student Population	37,348	157,426	477,384
Median Employee Salary	44,537	45,060	45,006
Average Employee Salary	52,843	52,855	53,521

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	2,649	3.5%	7,417	3.3%	22,800	3.3%
15,000 to 30,000 CrYr	14,941	19.9%	44,811	20.1%	143,500	20.6%
30,000 to 45,000 CrYr	20,983	27.9%	61,113	27.4%	185,872	26.7%
45,000 to 60,000 CrYr	12,189	16.2%	36,203	16.2%	111,671	16.1%
60,000 to 75,000 CrYr	8,395	11.2%	25,228	11.3%	76,829	11.1%
75,000 to 90,000 CrYr	6,649	8.8%	20,216	9.1%	61,012	8.8%
90,000 to 100,000 CrYr	2,600	3.5%	7,553	3.4%	23,716	3.4%
Over 100,000 CrYr	6,865	9.1%	20,451	9.2%	69,618	10.0%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	5,624	100%	75,271	100%	15,073	100%	222,994	100%	38,296	100%	695,015	100%
Accommodation & Food Services	383	6.8%	4,749	6.3%	930	6.2%	13,210	5.9%	2,284	6.0%	44,648	6.4%
Administration & Support Services	210	3.7%	2,336	3.1%	519	3.4%	9,438	4.2%	1,155	3.0%	30,527	4.4%
Agriculture, Forestry, Fishing, Hunting	10	0.2%	56	0.1%	27	0.2%	184	0.1%	71	0.2%	634	0.1%
Arts, Entertainment, & Recreation	99	1.8%	1,203	1.6%	256	1.7%	3,763	1.7%	657	1.7%	16,576	2.4%
Construction	187	3.3%	2,969	3.9%	606	4.0%	8,798	3.9%	1,416	3.7%	22,053	3.2%
Educational Services	172	3.1%	4,479	6.0%	496	3.3%	17,030	7.6%	1,078	2.8%	46,986	6.8%
Finance & Insurance	331	5.9%	3,887	5.2%	919	6.1%	11,367	5.1%	2,156	5.6%	29,380	4.2%
Health Care & Social Assistance	850	15.1%	11,840	15.7%	2,349	15.6%	37,898	17.0%	5,845	15.3%	108,185	15.6%
Information	93	1.7%	1,484	2.0%	243	1.6%	4,529	2.0%	647	1.7%	13,800	2.0%
Management of Companies & Enterprises	3	0.1%	83	0.1%	7	0.0%	278	0.1%	28	0.1%	1,611	0.2%
Manufacturing	425	7.6%	10,453	13.9%	1,044	6.9%	26,645	11.9%	2,442	6.4%	83,554	12.0%
Mining	2	0.0%	71	0.1%	5	0.0%	116	0.1%	18	0.0%	603	0.1%
Professional, Scientific, & Technical Services	457	8.1%	4,143	5.5%	1,289	8.6%	11,202	5.0%	4,276	11.2%	57,639	8.3%
Real Estate, Rental, Leasing	152	2.7%	1,024	1.4%	478	3.2%	3,178	1.4%	1,188	3.1%	9,896	1.4%
Retail Trade	1,150	20.4%	13,925	18.5%	2,898	19.2%	38,608	17.3%	7,283	19.0%	112,397	16.2%
Transportation & Storage	73	1.3%	1,425	1.9%	194	1.3%	3,957	1.8%	512	1.3%	14,185	2.0%
Utilities	7	0.1%	648	0.9%	22	0.1%	1,507	0.7%	47	0.1%	2,482	0.4%
Wholesale Trade	293	5.2%	2,076	2.8%	833	5.5%	6,101	2.7%	2,125	5.5%	19,907	2.9%
Other Services	731	13.0%	8,420	11.2%	1,956	13.0%	25,185	11.3%	5,068	13.2%	79,954	11.5%



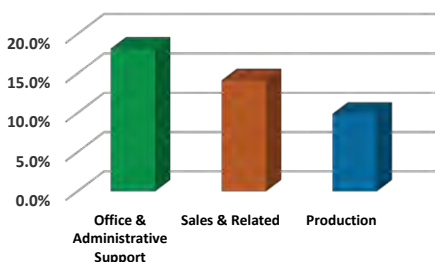
Employment Profile

For Market: Rosemead Place Shopping Center
Market Definition: 3500 Rosemead Blvd
Date Report Created: 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	37,200	49.4%	113,259	50.8%	359,466	51.7%
Architecture & Engineering	914	1.2%	2,721	1.2%	9,525	1.4%
Community & Social Science	1,787	2.4%	5,745	2.6%	18,347	2.6%
Computer/Mathematical Science	1,165	1.5%	3,356	1.5%	10,570	1.5%
Education, Training, & Library	3,942	5.2%	13,909	6.2%	40,121	5.8%
Entertainment & Media	887	1.2%	3,079	1.4%	12,360	1.8%
Healthcare Practitioners	4,903	6.5%	14,995	6.7%	41,685	6.0%
Healthcare Support	2,029	2.7%	6,539	2.9%	18,231	2.6%
Legal	395	0.5%	1,159	0.5%	13,117	1.9%
Life, Physical, & Social Science	556	0.7%	1,497	0.7%	5,082	0.7%
Management	4,132	5.5%	12,305	5.5%	38,154	5.5%
Office & Administrative Support	13,665	18.2%	40,233	18.0%	128,874	18.5%
Blue Collar	37,802	50.2%	108,890	48.8%	333,360	48.0%
Building & Grounds Cleaning & Maintenance	1,793	2.4%	6,386	2.9%	20,642	3.0%
Construction	2,537	3.4%	7,547	3.4%	19,709	2.8%
Farming, Fishing, & Forestry	65	0.1%	173	0.1%	656	0.1%
Food Service	4,826	6.4%	13,730	6.2%	44,656	6.4%
Installation & Maintenance	3,478	4.6%	9,176	4.1%	24,727	3.6%
Personal Care & Service	1,473	2.0%	5,320	2.4%	16,503	2.4%
Production	7,438	9.9%	19,157	8.6%	60,179	8.7%
Protective Service	714	0.9%	3,353	1.5%	11,336	1.6%
Sales & Related	10,643	14.1%	30,367	13.6%	91,931	13.2%
Transportation & Material Moving	4,835	6.4%	13,679	6.1%	43,022	6.2%
Military Services	269	0.4%	845	0.4%	2,189	0.3%

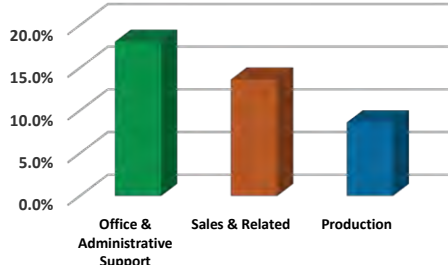
Top Occupations by Employee %

5 Minutes



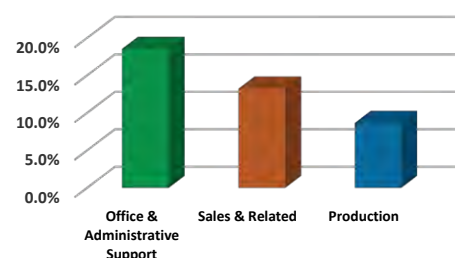
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

15 Minutes



Employee Totals and History

	#	#	#
Current	75,271	222,994	695,015
3rd Quarter 2016	72,808	212,538	669,542
2nd Quarter 2016	72,502	214,733	671,547
1st Quarter 2016	71,925	212,505	669,153
4th Quarter 2015	71,842	212,367	669,266
3rd Quarter 2015	68,204	198,541	632,362
2nd Quarter 2015	70,209	208,266	658,621
1st Quarter 2015	69,968	207,726	656,682
4th Quarter 2014	70,760	209,943	664,840



Consumer Demand & Market Supply Assessment

For Market: Rosemead Place Shopping Center
Market Definition: 3500 Rosemead Blvd
Date Report Created: 6/1/2017

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	181,714			613,883			1,419,327		
5-Year Population estimate	185,426			624,873			1,436,232		
Population Households	180,892			608,900			1,394,056		
Group Quarters Population	822			4,983			25,271		
Households	49,592			178,147			424,137		
5-Year Households estimate	50,835			182,905			439,371		
WorkPlace Establishments	5,756			15,461			39,204		
Workplace Employees	75,271			222,994			695,015		
Median Household Income	\$43,675			\$53,156			\$54,397		
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$369,871,051	\$201,754,793	(\$168,116,258)	\$1,248,067,889	\$790,388,095	(\$457,679,794)	\$2,936,933,167	\$1,458,357,564	(\$1,478,575,602)
Electronics/Appliance	\$61,002,811	\$28,734,611	(\$32,268,200)	\$202,593,082	\$112,957,269	(\$89,635,813)	\$501,142,558	\$384,689,883	(\$116,452,675)
Other Motor Vehicle Dealers	\$30,433,076	\$14,321,854	(\$16,111,222)	\$104,992,381	\$48,338,009	(\$56,654,371)	\$239,366,089	\$117,133,043	(\$122,233,046)
Gasoline Stations	\$231,617,048	\$216,025,525	(\$15,591,524)	\$793,611,700	\$843,114,815	\$49,503,115	\$1,813,305,188	\$2,556,642,543	\$743,337,355
Lawn/Garden Equipment/Supplies Stores	\$18,814,125	\$6,527,063	(\$12,287,062)	\$64,485,316	\$34,837,711	(\$29,647,605)	\$146,984,716	\$98,987,425	(\$47,997,291)
Clothing Stores	\$144,314,947	\$133,236,652	(\$11,078,295)	\$495,713,523	\$367,208,042	(\$128,505,481)	\$1,132,822,847	\$1,802,676,805	\$669,853,958
Building Material/Supplies Dealers	\$164,342,937	\$154,364,714	(\$9,978,223)	\$560,248,121	\$452,936,459	(\$107,311,662)	\$1,279,591,906	\$1,319,474,418	\$39,882,512
Special Food Services	\$31,735,251	\$23,619,228	(\$8,116,023)	\$103,580,318	\$73,311,885	(\$30,268,432)	\$269,266,384	\$323,074,247	\$53,807,863
Office Supplies/Stationary/Gift	\$19,809,906	\$11,911,201	(\$7,898,705)	\$67,170,207	\$44,329,584	(\$22,840,624)	\$157,334,726	\$189,706,851	\$32,372,125
Bar/Drinking Places (Alcoholic Beverages)	\$8,324,643	\$2,871,647	(\$5,452,996)	\$25,758,158	\$19,872,196	(\$5,885,961)	\$74,348,135	\$60,791,828	(\$13,556,307)
Jewelry/Luggage/Leather Goods	\$18,785,211	\$14,347,232	(\$4,437,979)	\$64,479,522	\$31,730,658	(\$32,748,863)	\$147,377,909	\$249,153,804	\$101,775,895
Direct Selling Establishments	\$18,050,720	\$14,263,015	(\$3,787,704)	\$61,446,000	\$53,196,131	(\$8,249,868)	\$140,710,118	\$171,121,052	\$30,410,934
Home Furnishing Stores	\$28,801,373	\$26,260,179	(\$2,541,194)	\$98,368,482	\$91,309,917	(\$7,058,565)	\$224,669,250	\$280,491,697	\$55,822,447
Used Merchandise Stores	\$9,686,969	\$7,261,596	(\$2,425,373)	\$33,201,194	\$12,700,825	(\$20,500,370)	\$75,871,086	\$79,117,793	\$3,246,707
Other Misc. Store Retailers	\$42,380,054	\$41,557,278	(\$822,776)	\$145,257,903	\$148,541,722	\$3,283,818	\$331,382,647	\$550,786,221	\$219,403,574
Florists/Misc. Store Retailers	\$4,080,325	\$4,647,600	\$567,274	\$13,981,908	\$14,405,055	\$423,147	\$31,870,761	\$52,893,588	\$21,022,827
Sporting Goods/Hobby/Musical Instrument	\$37,119,475	\$37,844,858	\$725,383	\$127,618,504	\$135,245,770	\$7,627,267	\$291,850,230	\$334,400,496	\$42,550,266
Book/Periodical/Music Stores	\$12,844,462	\$14,227,454	\$1,382,992	\$43,945,730	\$37,929,015	(\$6,016,714)	\$101,432,390	\$118,739,726	\$17,307,336
Beer/Wine/Liquor Stores	\$25,504,290	\$27,781,553	\$2,277,264	\$87,270,520	\$68,834,864	(\$18,435,656)	\$200,190,691	\$193,555,874	(\$6,634,817)
Automotive Parts/Accessories/Tire	\$50,522,894	\$52,892,478	\$2,369,584	\$171,634,147	\$152,867,484	(\$18,766,663)	\$392,137,531	\$401,577,687	\$9,440,156
Shoe Stores	\$18,895,341	\$21,880,145	\$2,984,804	\$64,819,066	\$70,151,659	\$5,332,592	\$148,146,405	\$231,212,974	\$83,066,569
Full-Service Restaurants	\$156,301,406	\$164,690,317	\$8,388,911	\$499,286,482	\$429,275,671	(\$70,010,811)	\$1,355,012,074	\$1,269,051,237	(\$85,960,837)
Specialty Food Stores	\$18,603,796	\$35,645,249	\$17,041,453	\$63,328,109	\$98,144,784	\$34,816,675	\$145,059,191	\$266,278,799	\$121,219,608
Other General Merchandise Stores	\$325,108,397	\$342,429,892	\$17,321,495	\$1,107,378,106	\$880,494,704	(\$226,883,403)	\$2,538,360,122	\$2,459,391,478	(\$78,968,644)
Department Stores	\$86,995,240	\$110,932,118	\$23,936,878	\$297,340,294	\$310,368,577	\$13,028,282	\$680,510,280	\$865,901,841	\$185,391,561
Limited-Service Eating Places	\$145,839,553	\$175,610,986	\$29,771,432	\$476,031,465	\$432,522,750	(\$43,508,715)	\$1,237,355,567	\$1,339,252,238	\$101,896,672
Furniture Stores	\$32,899,771	\$64,562,667	\$31,662,897	\$113,050,462	\$119,650,636	\$6,600,174	\$258,124,038	\$367,728,283	\$109,604,245
Vending Machine Operators (Non-Store)	\$17,527,557	\$57,206,059	\$39,678,502	\$59,442,598	\$91,478,473	\$32,035,875	\$137,774,107	\$180,874,498	\$43,100,391
Health/Personal Care Stores	\$170,610,668	\$222,433,262	\$51,822,593	\$579,384,936	\$583,289,310	\$3,904,374	\$1,323,536,163	\$1,683,103,535	\$359,567,372
Grocery Stores	\$322,080,695	\$508,678,869	\$186,598,174	\$1,096,706,929	\$1,378,676,001	\$281,969,071	\$2,511,168,394	\$3,456,527,916	\$945,359,521
Automotive Dealers	\$535,482,337	\$1,033,004,846	\$497,522,510	\$1,848,009,061	\$2,106,337,506	\$258,328,445	\$4,212,379,267	\$4,449,928,721	\$237,549,454



Consumer Demand & Market Supply Assessment

For Market: Rosemead Place Shopping Center
Market Definition: 3500 Rosemead Blvd
Date Report Created: 6/1/2017

	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
By Major Product Lines									
All Other Merchandise	\$121,217,660	\$92,156,736	(\$29,060,924)	\$415,173,333	\$303,303,872	(\$111,869,461)	\$948,103,153	\$928,584,069	(\$19,519,084)
Computer Hardware/Software/Supplies	\$70,109,065	\$42,806,424	(\$27,302,641)	\$215,853,626	\$164,049,239	(\$51,804,387)	\$625,967,702	\$373,187,768	(\$252,779,934)
Drugs/Health Aids/Beauty Aids/Cosmetics	\$365,221,353	\$344,170,594	(\$21,050,759)	\$1,238,899,904	\$983,463,666	(\$255,436,237)	\$2,830,307,814	\$2,594,386,693	(\$235,921,121)
Womens/Juniors/Misses Wear	\$120,952,675	\$101,837,428	(\$19,115,247)	\$416,014,536	\$294,672,600	(\$121,341,936)	\$949,780,656	\$1,173,513,914	\$223,733,258
Alcoholic Drinks Served at the Establishment	\$72,008,853	\$59,838,472	(\$12,170,381)	\$221,505,292	\$167,096,691	(\$54,408,601)	\$646,734,585	\$499,456,441	(\$147,278,144)
Lawn/Garden/Farm Equipment/Supplies	\$48,457,493	\$39,935,396	(\$8,522,098)	\$165,915,427	\$132,962,347	(\$32,953,080)	\$378,160,832	\$369,681,971	(\$8,478,861)
Pets/Pet Foods/Pet Supplies	\$24,594,038	\$17,225,922	(\$7,368,116)	\$85,368,916	\$56,033,120	(\$29,335,797)	\$194,262,371	\$185,282,285	(\$8,980,086)
Jewelry (including Watches)	\$27,997,877	\$21,716,385	(\$6,281,491)	\$96,093,600	\$56,421,384	(\$39,672,216)	\$219,692,610	\$304,398,012	\$84,705,402
Footwear, including Accessories	\$46,444,312	\$41,733,083	(\$4,711,229)	\$159,287,349	\$130,303,997	(\$28,983,352)	\$364,050,161	\$436,644,586	\$72,594,425
Audio Equipment/Musical Instruments	\$17,957,463	\$15,360,209	(\$2,597,255)	\$61,540,174	\$53,306,441	(\$8,233,733)	\$140,656,454	\$133,253,858	(\$7,402,596)
Floor/Floor Coverings	\$23,508,649	\$21,020,798	(\$2,487,851)	\$79,751,412	\$66,970,730	(\$12,780,682)	\$182,251,264	\$197,279,048	\$15,027,784
Kitchenware/Home Furnishings	\$36,456,423	\$34,429,534	(\$2,026,889)	\$124,599,904	\$107,200,434	(\$17,399,470)	\$284,816,204	\$310,322,538	\$25,506,334
Dimensional Lumber/Other Building Materials	\$66,895,689	\$65,015,214	(\$1,880,474)	\$227,416,727	\$191,241,678	(\$36,175,049)	\$519,741,002	\$558,191,674	\$38,450,672
Mens Wear	\$46,337,219	\$45,416,239	(\$920,980)	\$159,419,446	\$133,339,698	(\$26,079,748)	\$364,681,740	\$494,761,450	\$130,079,710
Hardware/Tools/Plumbing/Electrical Supplies	\$46,213,957	\$45,729,343	(\$484,614)	\$157,394,342	\$134,964,668	(\$22,429,675)	\$359,576,135	\$382,396,319	\$22,820,184
Photographic Equipment/Supplies	\$3,596,113	\$3,383,569	(\$212,544)	\$12,407,782	\$11,377,726	(\$1,030,056)	\$28,344,835	\$32,833,542	\$4,488,708
Paints/Sundries/Wallpaper/Wall Coverings	\$12,176,811	\$11,997,927	(\$178,884)	\$41,345,166	\$35,152,415	(\$6,192,751)	\$94,529,138	\$102,447,817	\$7,918,679
Sewing/Knitting Materials/Supplies	\$1,423,246	\$1,801,351	\$378,104	\$4,911,880	\$6,029,507	\$1,117,627	\$11,197,916	\$15,209,363	\$4,011,447
Books/Periodicals	\$14,472,022	\$15,110,057	\$638,035	\$49,730,755	\$44,145,527	(\$5,585,228)	\$114,278,436	\$124,878,660	\$10,600,224
Major Household Appliances	\$10,560,471	\$11,235,415	\$674,944	\$37,267,061	\$35,749,523	(\$1,517,538)	\$84,662,119	\$106,816,676	\$22,154,557
Automotive Lubricants (incl Oil, Greases)	\$10,560,471	\$11,235,415	\$674,944	\$37,267,061	\$35,749,523	(\$1,517,538)	\$84,662,119	\$106,816,676	\$22,154,557
Small Electric Appliances	\$6,510,796	\$7,216,567	\$705,771	\$22,250,366	\$22,127,684	(\$122,683)	\$50,778,031	\$56,274,770	\$5,496,740
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$6,862,594	\$7,703,109	\$840,515	\$23,305,723	\$28,386,668	\$5,080,945	\$53,131,002	\$90,267,636	\$37,136,634
Televisions/VCR/Video Cameras/DVD etc	\$21,243,071	\$22,171,345	\$928,274	\$72,557,609	\$70,766,867	(\$1,790,742)	\$166,009,824	\$195,749,618	\$29,739,795
Sporting Goods (incl Bicycles/Sports Vehicles)	\$27,660,602	\$29,144,798	\$1,484,196	\$95,525,827	\$100,854,872	\$5,329,045	\$218,627,360	\$242,641,490	\$24,014,129
Cigars/Cigarettes/Tobacco/Accessories	\$38,469,634	\$40,308,997	\$1,839,363	\$129,015,613	\$124,951,631	(\$4,063,983)	\$294,868,139	\$380,143,397	\$85,275,258
Optical Goods (incl Eyeglasses, Sunglasses)	\$6,685,746	\$9,468,751	\$2,783,006	\$23,253,554	\$25,368,107	\$2,114,553	\$52,925,096	\$73,208,321	\$20,283,225
Toys/Hobby Goods/Games	\$16,142,814	\$19,421,090	\$3,278,276	\$55,079,950	\$61,927,593	\$6,847,643	\$126,077,863	\$163,359,884	\$37,282,021
Curtains/Draperies/Slipcovers/Bed/Coverings	\$13,585,704	\$17,087,045	\$3,501,341	\$46,778,976	\$51,557,500	\$4,778,524	\$106,613,450	\$141,991,402	\$35,377,952
Childrens Wear/Infants/Toddlers Clothing	\$20,237,068	\$24,047,133	\$3,810,064	\$69,403,003	\$68,384,624	(\$1,018,379)	\$159,399,536	\$259,857,644	\$100,458,108
Paper/Related Products	\$13,978,057	\$20,332,462	\$6,354,406	\$47,517,171	\$54,721,423	\$7,204,252	\$108,452,008	\$150,315,736	\$41,863,728
Soaps/Detergents/Household Cleaners	\$15,760,535	\$23,086,998	\$7,326,463	\$53,484,016	\$62,624,017	\$9,140,001	\$122,067,295	\$169,264,306	\$47,197,011
Furniture/Sleep/Outdoor/Patio Furniture	\$81,636,035	\$90,346,509	\$8,710,474	\$280,546,354	\$211,321,215	(\$69,225,139)	\$640,493,183	\$606,243,404	(\$34,249,779)
Automotive Fuels	\$211,968,952	\$223,027,706	\$11,058,754	\$728,274,099	\$820,709,154	\$92,435,056	\$1,660,725,310	\$2,456,157,846	\$795,432,536
Packaged Liquor/Wine/Beer	\$56,058,366	\$71,488,069	\$15,429,704	\$192,559,942	\$193,719,280	\$1,159,339	\$439,885,703	\$518,030,969	\$78,145,266
Automotive Tires/Tubes/Batteries/Parts	\$96,717,494	\$113,107,637	\$16,390,144	\$328,086,065	\$284,127,300	(\$43,958,764)	\$749,779,141	\$675,568,245	(\$74,210,896)
Retailer Services	\$91,134,957	\$133,106,504	\$41,971,547	\$315,992,456	\$308,943,905	(\$7,048,551)	\$719,361,279	\$736,945,730	\$17,584,450
Meats/Nonalcoholic Beverages	\$286,767,693	\$330,477,287	\$43,709,594	\$936,608,440	\$846,311,530	(\$90,296,910)	\$2,432,270,154	\$2,636,759,084	\$204,488,930
Groceries/Other Food Items (Off Premises)	\$496,487,230	\$669,809,528	\$173,322,298	\$1,691,664,994	\$1,763,959,690	\$72,294,696	\$3,862,826,264	\$4,563,714,521	\$700,888,256
Autos/Cars/Vans/Trucks/Motorcycles	\$468,281,672	\$880,302,352	\$412,020,681	\$1,617,432,797	\$1,805,919,285	\$188,486,489	\$3,686,573,710	\$3,822,901,054	\$136,327,344



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

Market Outlook is based on the following -

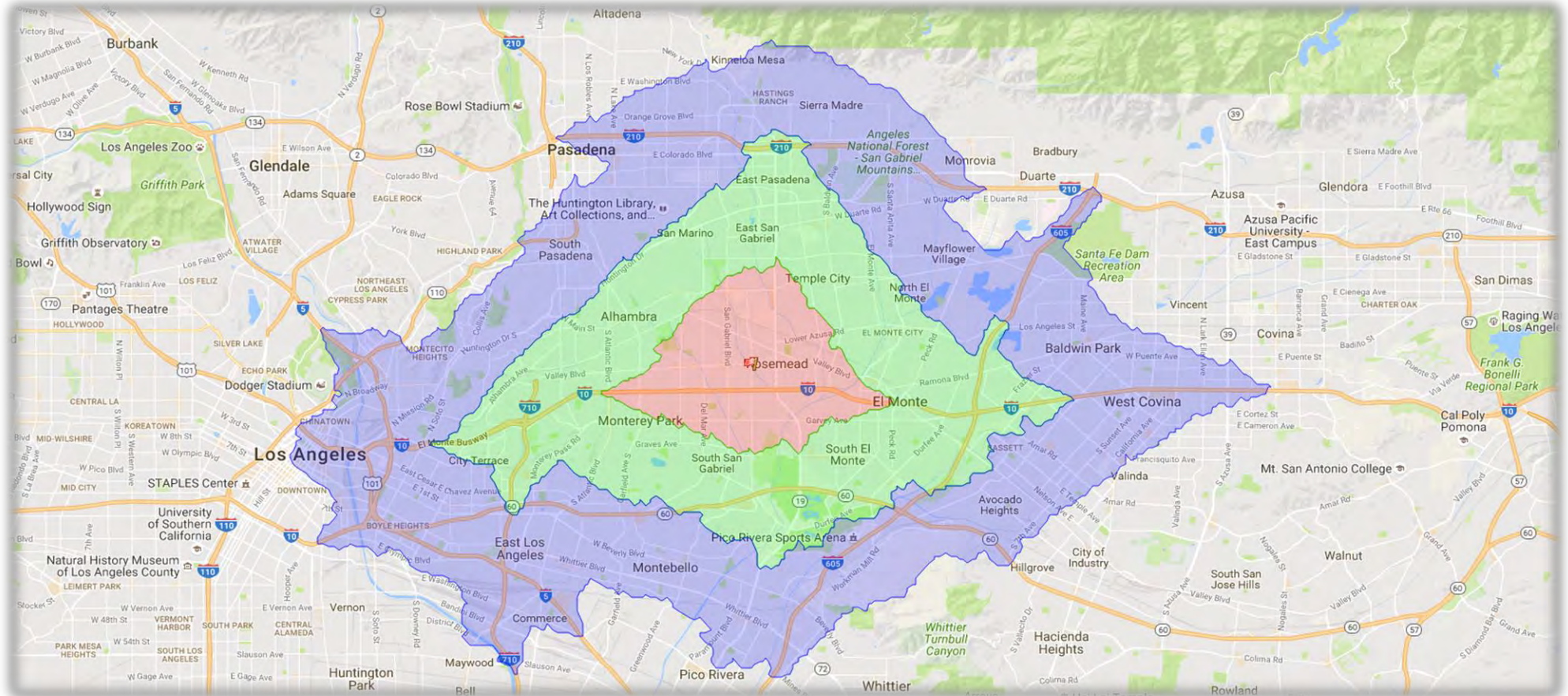
- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

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.

Valley Blvd and Walnut Grove Ave Rosemead, CA

June 2017



	5 Minutes	10 Minutes	15 Minutes
Population	140,371	525,194	1,271,073
Daytime Population	140,342	536,283	1,522,747
Households	39,871	155,264	378,272
Average Age	40	39.5	38.4
Average HH Income	\$62,428	\$732,966	\$75,529
White Collar (Residents)	56%	59%	59%
Some College or Degree	40%	46%	44%

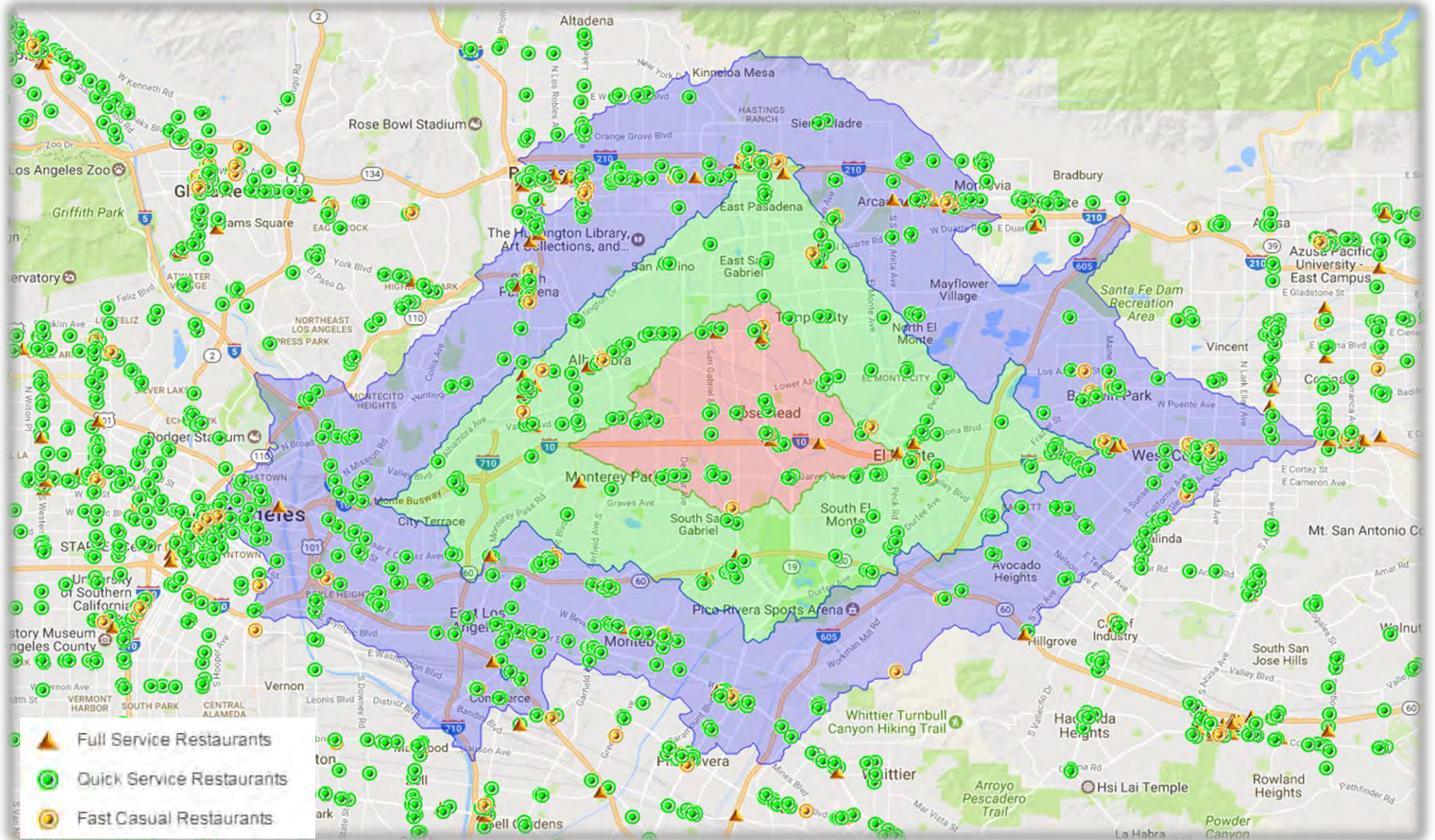
Traffic Counts	
Valley Blvd & Delta St	> 29,000
Valley Blvd & Gernert Ave	> 25,830
Walnut Grove Ave & Abilene St	> 18,561
Walnut Grove Ave & Marshall St	> 23,293



Valley Blvd and Walnut Grove Ave Restaurants

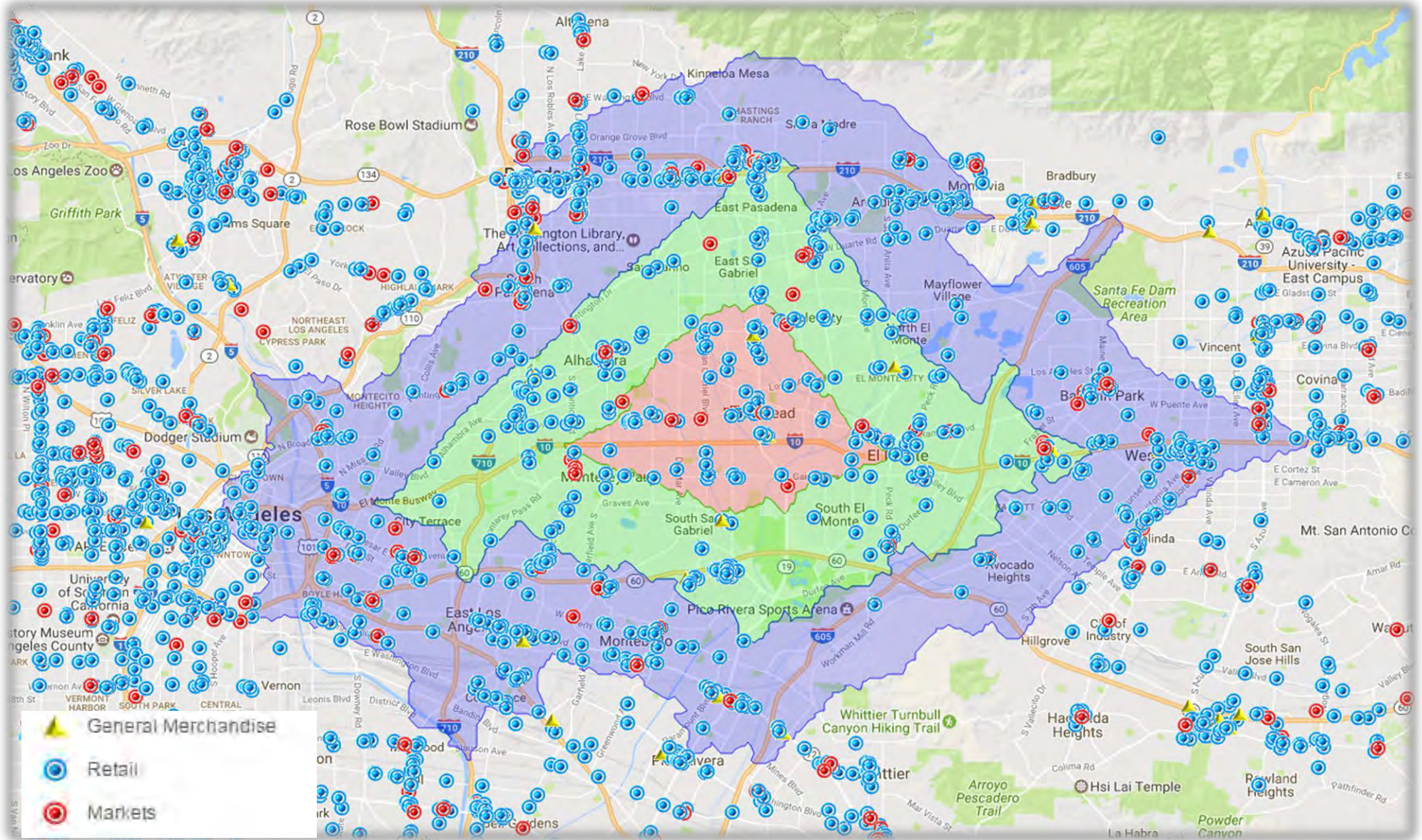
June 2017

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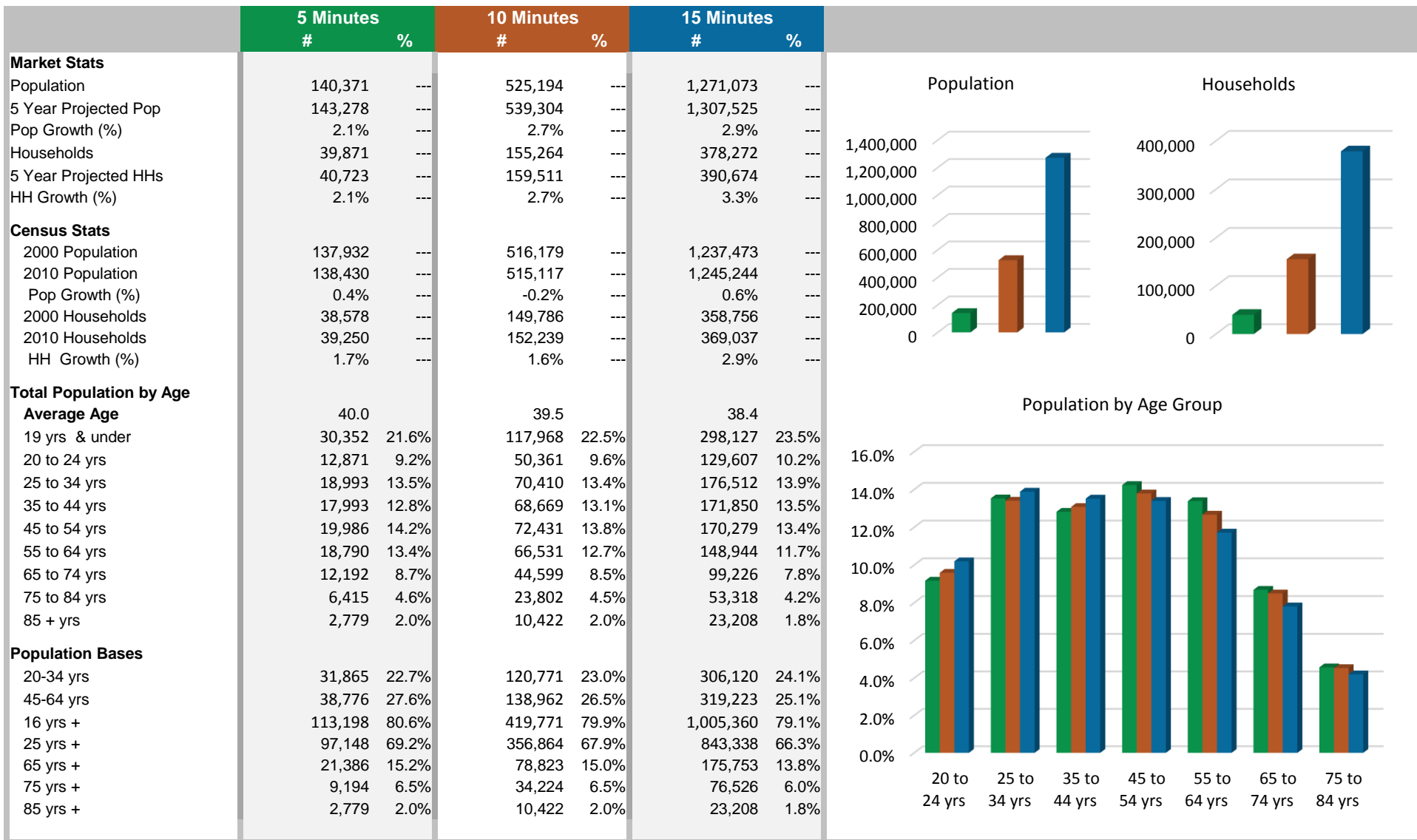
INSIGHT
MARKET ANALYTICS
by **ECON**Solutions

5 Minutes **10 Minutes** **15 Minutes**



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Valley Blvd & Walnut Grove Ave
 Valley Blvd & Walnut Grove Ave
 6/1/2017

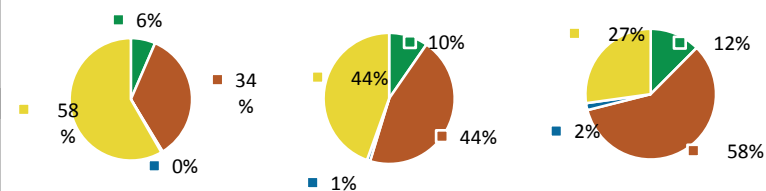


For Market:
Market Definition:
Date Report Created:

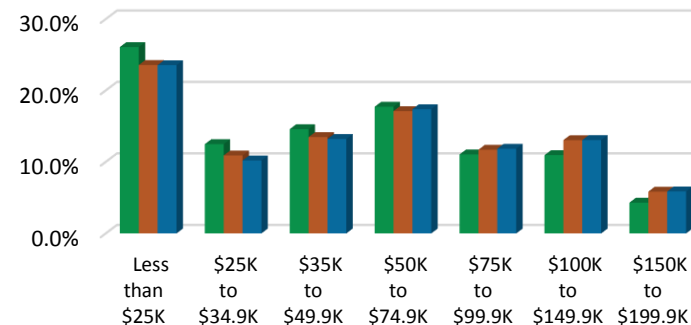
Consumer Demographic Profile
Valley Blvd & Walnut Grove Ave
Valley Blvd & Walnut Grove Ave
6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	8,999	6.4%	49,909	9.5%	155,827	12.3%
Hispanic	48,285	34.4%	233,308	44.4%	734,081	57.8%
African American	541	0.4%	4,180	0.8%	21,568	1.7%
Asian	80,890	57.6%	230,436	43.9%	340,739	26.8%
Ancestry						
American Indian (ancestry)	174	0.1%	665	0.1%	1,909	0.2%
Hawaiian (ancestry)	55	0.0%	279	0.1%	737	0.1%
Household Income						
Per Capita Income	\$17,732	---	\$21,669	---	\$22,477	---
Average HH Income	\$62,428	---	\$73,296	---	\$75,529	---
Median HH Income	\$45,969	---	\$52,680	---	\$53,925	---
Less than \$25K	10,401	26.1%	36,591	23.6%	89,054	23.5%
\$25K to \$34.9K	4,976	12.5%	16,920	10.9%	38,596	10.2%
\$35K to \$49.9K	5,813	14.6%	20,913	13.5%	49,934	13.2%
\$50K to \$74.9K	7,065	17.7%	26,561	17.1%	65,717	17.4%
\$75K to \$99.9K	4,406	11.1%	18,171	11.7%	44,792	11.8%
\$100K to \$149.9K	4,364	10.9%	20,247	13.0%	49,399	13.1%
\$150K to \$199.9K	1,716	4.3%	9,072	5.8%	22,216	5.9%
\$200K +	1,130	2.8%	6,789	4.4%	18,565	4.9%
Education						
Less than 9th Grade	20,226	20.8%	61,666	17.3%	154,570	18.3%
Some HS, No Diploma	10,980	11.3%	37,800	10.6%	98,286	11.7%
HS Grad (or Equivalent)	25,398	26.1%	85,847	24.1%	195,010	23.1%
Some College, No Degree	13,624	14.0%	54,173	15.2%	134,205	15.9%
Associate Degree	6,220	6.4%	24,944	7.0%	55,051	6.5%
Bachelor Degree	15,630	16.1%	63,831	17.9%	135,548	16.1%
Graduates Degree	3,736	3.8%	19,684	5.5%	46,197	5.5%

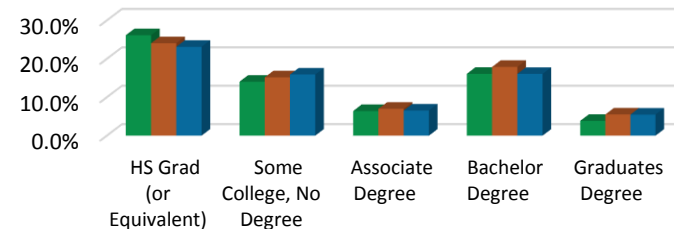
Ethnic Breakdown



Household Income Levels - %



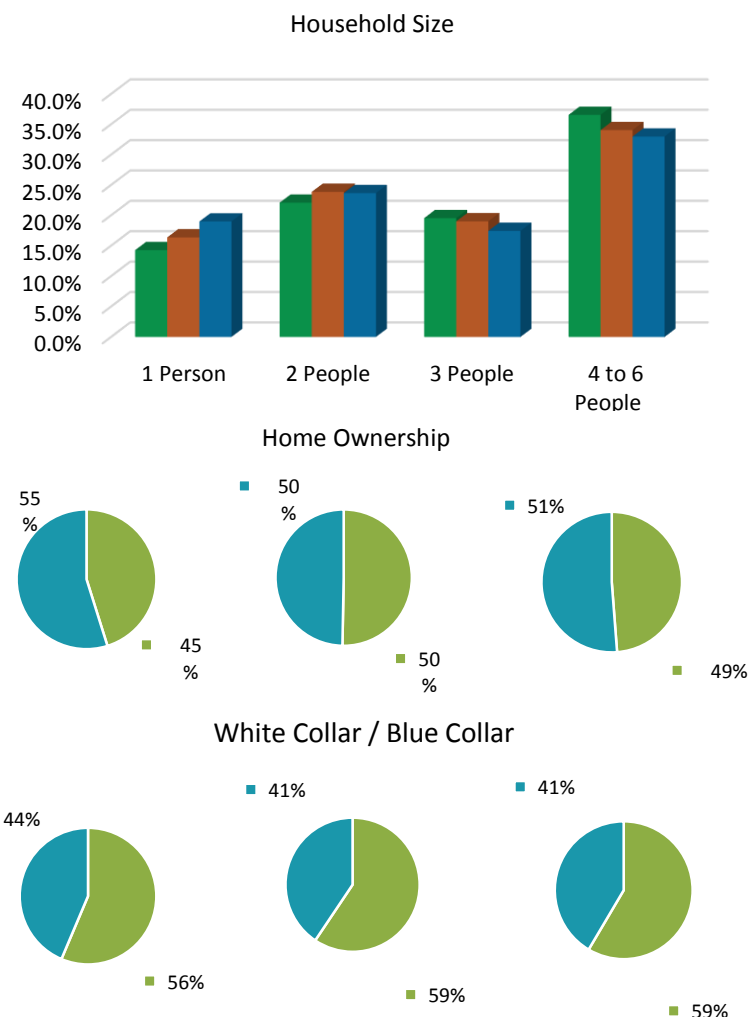
Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Valley Blvd & Walnut Grove Ave
 Valley Blvd & Walnut Grove Ave
 6/1/2017

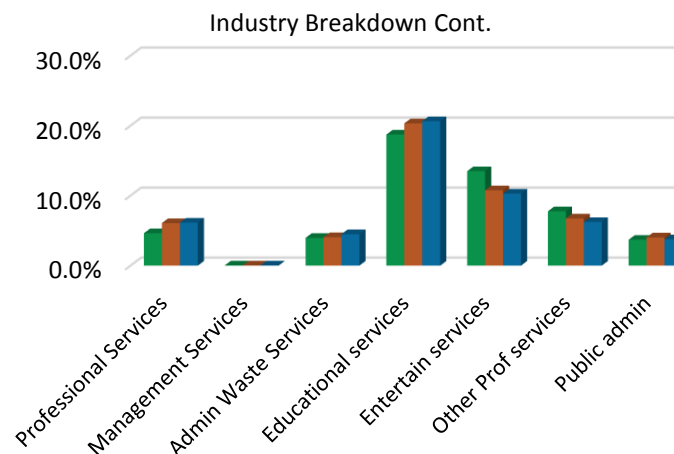
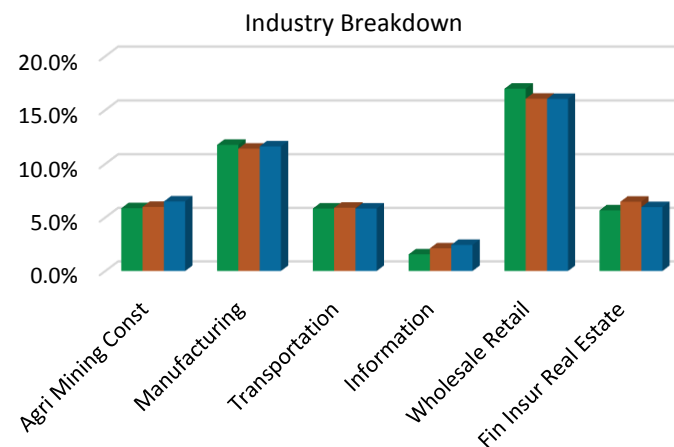
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	32,419		122,779		286,373	
Single - Male	2,793	8.6%	9,209	7.5%	20,450	7.1%
Single - Female	4,665	14.4%	16,648	13.6%	38,431	13.4%
Single Parent - Male	992	3.1%	4,374	3.6%	10,477	3.7%
Single Parent - Female	2,262	7.0%	9,234	7.5%	26,893	9.4%
Married w/ Children	9,267	28.6%	37,046	30.2%	85,843	30.0%
Married w/out Children	12,439	38.4%	46,270	37.7%	104,279	36.4%
Household Size						
1 Person	5,692	14.3%	25,425	16.4%	71,798	19.0%
2 People	8,804	22.1%	37,057	23.9%	89,516	23.7%
3 People	7,789	19.5%	29,522	19.0%	65,945	17.4%
4 to 6 People	14,575	36.6%	52,863	34.0%	124,760	33.0%
7+ People	3,012	7.6%	10,398	6.7%	26,252	6.9%
Home Ownership	39,871		155,264		378,272	
Owners	18,003	45.2%	78,103	50.3%	184,540	48.8%
Renters	21,868	54.8%	77,161	49.7%	193,732	51.2%
Components of Change						
Births	1,744	1.2%	6,611	1.3%	16,538	1.3%
Deaths	1,115	0.8%	4,099	0.8%	9,236	0.7%
Migration	-308	-0.2%	394	0.1%	-1,141	-0.1%
Employment (Pop 16+)	113,198		419,771		1,005,360	
Armed Services	16	0.0%	116	0.0%	334	0.0%
Civilian	67,600	59.7%	251,519	59.9%	612,474	60.9%
Employed	64,155	56.7%	239,164	57.0%	579,361	57.6%
Unemployed	3,445	3.0%	12,355	2.9%	33,113	3.3%
Not in Labor Force	45,581	40.3%	168,137	40.1%	392,551	39.0%
Employed Population	64,155		239,164		579,361	
White Collar	36,164	56.4%	142,085	59.4%	338,928	58.5%
Blue Collar	27,991	43.6%	97,078	40.6%	240,433	41.5%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Valley Blvd & Walnut Grove Ave
 Valley Blvd & Walnut Grove Ave
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	64,155		239,164		579,361	
White Collar	36,164	56.4%	142,085	59.4%	338,928	58.5%
Managerial executive	7,858	12.2%	30,881	12.9%	70,296	12.1%
Prof specialty	9,094	14.2%	42,898	17.9%	108,205	18.7%
Healthcare support	2,307	3.6%	6,645	2.8%	13,288	2.3%
Sales	7,697	12.0%	26,496	11.1%	62,877	10.9%
Office Admin	9,207	14.4%	35,166	14.7%	84,263	14.5%
Blue Collar	27,991	43.6%	97,078	40.6%	240,433	41.5%
Protective	761	1.2%	3,625	1.5%	9,730	1.7%
Food Prep Serving	5,215	8.1%	16,067	6.7%	35,313	6.1%
Bldg Maint/Cleaning	2,329	3.6%	8,551	3.6%	24,133	4.2%
Personal Care	5,280	8.2%	15,262	6.4%	31,191	5.4%
Farming/Fishing/Forestry	250	0.4%	1,177	0.5%	2,950	0.5%
Construction	4,983	7.8%	17,958	7.5%	45,643	7.9%
Production Transp	9,173	14.3%	34,439	14.4%	91,472	15.8%
Employment By Industry	64,155		239,164		579,361	
Agri Mining Const	3,761	5.9%	14,323	6.0%	37,617	6.5%
Manufacturing	7,552	11.8%	27,297	11.4%	67,357	11.6%
Transportation	3,743	5.8%	14,130	5.9%	33,787	5.8%
Information	999	1.6%	5,060	2.1%	14,113	2.4%
Wholesale Retail	10,896	17.0%	38,391	16.1%	92,891	16.0%
Fin Insur Real Estate	3,631	5.7%	15,475	6.5%	34,554	6.0%
Professional Services	2,970	4.6%	14,533	6.1%	35,640	6.2%
Management Services	22	0.0%	86	0.0%	206	0.0%
Admin Waste Services	2,547	4.0%	9,728	4.1%	26,078	4.5%
Educational services	12,015	18.7%	48,602	20.3%	119,534	20.6%
Entertain services	8,658	13.5%	25,749	10.8%	59,629	10.3%
Other Prof services	4,987	7.8%	16,130	6.7%	36,121	6.2%
Public admin	2,374	3.7%	9,659	4.0%	21,834	3.8%



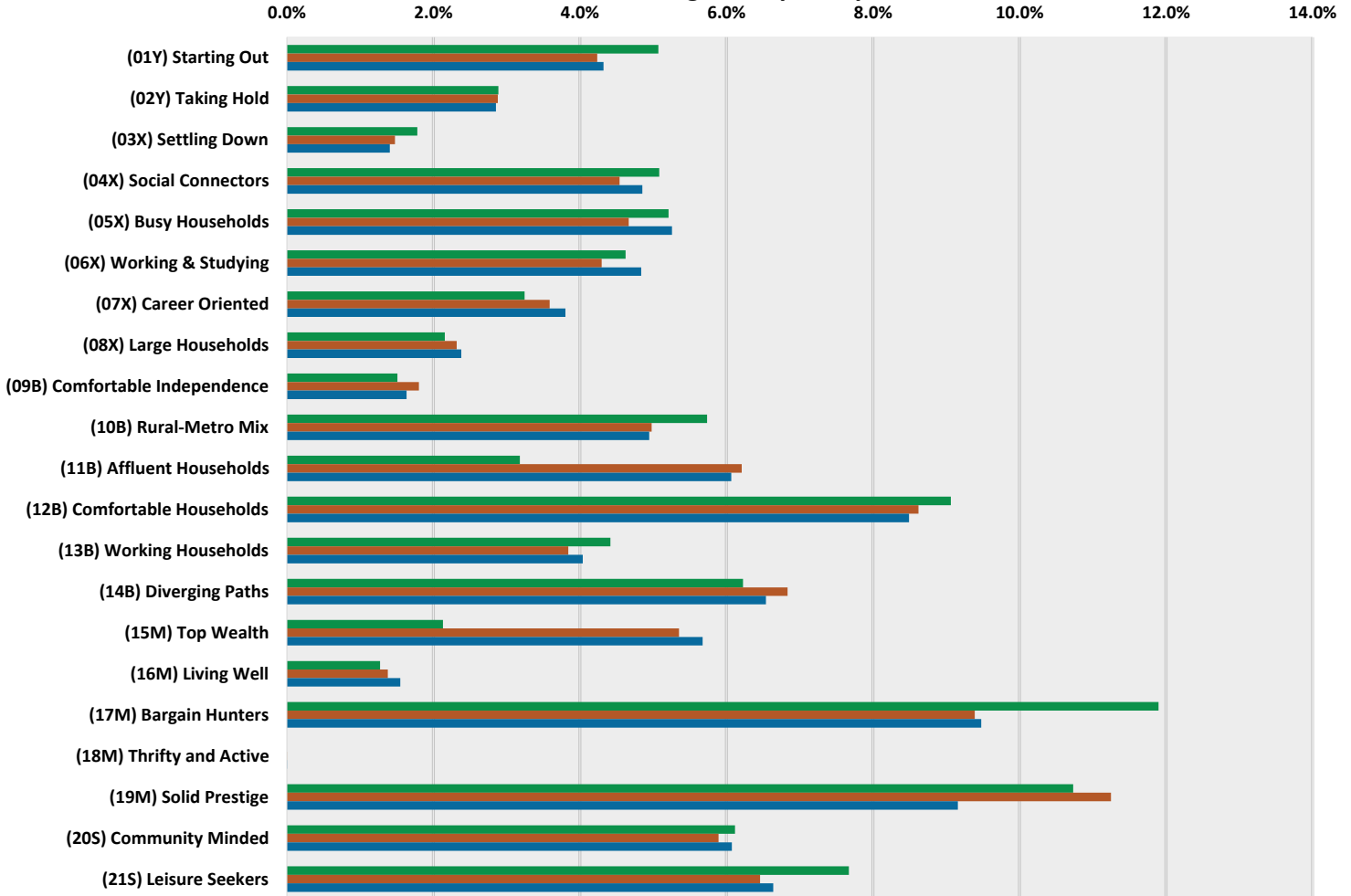
Household Segmentation Profile

For Market: Valley Blvd & Walnut Grove Ave

Date: 6/1/2017

	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
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Household Lifestage Group Comparison



	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
Total Households	39,126 100%	151,962 100%	367,222 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	53- Metro Strivers	(10B) Rural-Metro Mix	2,244	5.7%	7,563	5.0%	18,124	4.9%
2	63- Staying Home	(17M) Bargain Hunters	2,221	5.7%	6,776	4.5%	17,990	4.9%
3	08- Solid Surroundings	(19M) Solid Prestige	2,151	5.5%	7,676	5.1%	14,511	4.0%
4	36- Persistent & Productive	(20S) Community Minded	1,851	4.7%	6,741	4.4%	16,476	4.5%
5	17- Firmly Established	(12B) Comfortable Households	1,808	4.6%	6,827	4.5%	16,644	4.5%
6	13- Work & Play	(12B) Comfortable Households	1,737	4.4%	6,275	4.1%	14,542	4.0%
7	38- Occupational Mix	(13B) Working Households	1,728	4.4%	5,836	3.8%	14,823	4.0%
8	33- Urban Diversity	(14B) Diverging Paths	1,605	4.1%	6,760	4.4%	15,923	4.3%
9	09- Busy Schedules	(19M) Solid Prestige	1,577	4.0%	7,033	4.6%	13,728	3.7%
10	62- Movies & Sports	(05X) Busy Households	1,209	3.1%	4,337	2.9%	12,449	3.4%

* 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: Valley Blvd & Walnut Grove Ave

Date: 6/1/2017

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
TOTAL HOUSEHOLDS		39,126	100%	151,962	100%	367,222	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(01Y) Starting Out		1,984	5.1%	6,436	4.2%	15,874	4.3%
	39- Setting Goals	470	1.2%	1,565	1.0%	4,361	1.2%
	45- Offices & Entertainment	331	0.8%	1,173	0.8%	2,767	0.8%
	57- Collegiate Crowd	705	1.8%	2,150	1.4%	4,944	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	6	0.0%
	67- First Steps	478	1.2%	1,548	1.0%	3,797	1.0%
(02Y) Taking Hold		1,130	2.9%	4,376	2.9%	10,482	2.9%
	18- Climbing the Ladder	133	0.3%	466	0.3%	998	0.3%
	21- Children First	267	0.7%	926	0.6%	2,181	0.6%
	24- Career Building	553	1.4%	2,387	1.6%	6,035	1.6%
	30- Out & About	177	0.5%	597	0.4%	1,267	0.3%
(03X) Settling Down		696	1.8%	2,244	1.5%	5,163	1.4%
	34- Outward Bound	0	0.0%	0	0.0%	1	0.0%
	41- Rural Adventure	2	0.0%	7	0.0%	50	0.0%
	46- Rural & Active	694	1.8%	2,237	1.5%	5,111	1.4%
(04X) Social Connectors		1,989	5.1%	6,902	4.5%	17,815	4.9%
	42- Creative Variety	428	1.1%	1,529	1.0%	3,510	1.0%
	52- Stylish & Striving	803	2.1%	2,775	1.8%	6,900	1.9%
	59- Mobile Mixers	758	1.9%	2,598	1.7%	7,405	2.0%
(05X) Busy Households		2,038	5.2%	7,091	4.7%	19,303	5.3%
	37- Firm Foundations	829	2.1%	2,754	1.8%	6,854	1.9%
	62- Movies & Sports	1,209	3.1%	4,337	2.9%	12,449	3.4%
(06X) Working & Studying		1,809	4.6%	6,528	4.3%	17,761	4.8%
	61- City Life	664	1.7%	3,075	2.0%	8,895	2.4%
	69- Productive Havens	270	0.7%	783	0.5%	2,121	0.6%
	70- Favorably Frugal	876	2.2%	2,670	1.8%	6,745	1.8%
(07X) Career Oriented		1,269	3.2%	5,450	3.6%	13,963	3.8%
	06- Casual Comfort	327	0.8%	1,590	1.0%	3,839	1.0%
	10- Careers & Travel	130	0.3%	495	0.3%	1,391	0.4%
	20- Carving Out Time	128	0.3%	567	0.4%	1,478	0.4%
	26- Getting Established	684	1.7%	2,798	1.8%	7,256	2.0%
(08X) Large Households		843	2.2%	3,522	2.3%	8,746	2.4%
	11- Schools & Shopping	147	0.4%	673	0.4%	1,886	0.5%
	12- On the Go	184	0.5%	680	0.4%	1,591	0.4%
	19- Country Comfort	1	0.0%	18	0.0%	28	0.0%
	27- Tenured Proprietors	512	1.3%	2,151	1.4%	5,241	1.4%
(09B) Comfortable Independence		590	1.5%	2,737	1.8%	6,000	1.6%
	29- City Mixers	31	0.1%	815	0.5%	1,670	0.5%
	35- Working & Active	245	0.6%	837	0.6%	1,878	0.5%
	56- Metro Active	314	0.8%	1,086	0.7%	2,452	0.7%
(10B) Rural-Metro Mix		2,244	5.7%	7,565	5.0%	18,161	4.9%
	47- Rural Parents	0	0.0%	1	0.0%	11	0.0%
	53- Metro Strivers	2,244	5.7%	7,563	5.0%	18,124	4.9%
	60- Rural & Mobile	0	0.0%	1	0.0%	26	0.0%

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



Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(11B) Affluent Households		1,244	3.2%	9,435	6.2%	22,278	6.1%
	01- Summit Estates	122	0.3%	2,821	1.9%	7,773	2.1%
	04- Top Professionals	913	2.3%	5,602	3.7%	11,749	3.2%
	07- Active Lifestyles	208	0.5%	1,013	0.7%	2,756	0.8%
(12B) Comfortable Households		3,546	9.1%	13,102	8.6%	31,186	8.5%
	13- Work & Play	1,737	4.4%	6,275	4.1%	14,542	4.0%
	17- Firmly Established	1,808	4.6%	6,827	4.5%	16,644	4.5%
(13B) Working Households		1,728	4.4%	5,836	3.8%	14,828	4.0%
	38- Occupational Mix	1,728	4.4%	5,836	3.8%	14,823	4.0%
	48- Farm & Home	0	0.0%	0	0.0%	5	0.0%
(14B) Diverging Paths		2,436	6.2%	10,384	6.8%	24,013	6.5%
	16- Country Enthusiasts	0	0.0%	0	0.0%	3	0.0%
	22- Comfortable Cornerstones	116	0.3%	514	0.3%	1,421	0.4%
	31- Mid-Americana	422	1.1%	1,390	0.9%	3,073	0.8%
	32- Metro Mix	293	0.7%	1,720	1.1%	3,593	1.0%
	33- Urban Diversity	1,605	4.1%	6,760	4.4%	15,923	4.3%
(15M) Top Wealth		834	2.1%	8,134	5.4%	20,839	5.7%
	02- Established Elite	180	0.5%	3,817	2.5%	10,769	2.9%
	03- Corporate Connected	654	1.7%	4,317	2.8%	10,071	2.7%
(16M) Living Well		498	1.3%	2,093	1.4%	5,682	1.5%
	14- Career Centered	369	0.9%	1,473	1.0%	3,900	1.1%
	15- Country Ways	0	0.0%	0	0.0%	2	0.0%
	23- Good Neighbors	129	0.3%	620	0.4%	1,779	0.5%
(17M) Bargain Hunters		4,655	11.9%	14,267	9.4%	34,801	9.5%
	43- Work & Causes	586	1.5%	1,812	1.2%	4,003	1.1%
	44- Open Houses	511	1.3%	1,756	1.2%	3,815	1.0%
	55- Community Life	834	2.1%	2,508	1.7%	5,627	1.5%
	63- Staying Home	2,221	5.7%	6,776	4.5%	17,990	4.9%
	68- Staying Healthy	503	1.3%	1,415	0.9%	3,366	0.9%
(18M) Thrifty & Active		0	0.0%	1	0.0%	13	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	2	0.0%
	50- Rural Community	0	0.0%	0	0.0%	5	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	5	0.0%
(19M) Solid Prestige		4,199	10.7%	17,093	11.2%	33,631	9.2%
	05- Active & Involved	470	1.2%	2,383	1.6%	5,392	1.5%
	08- Solid Surroundings	2,151	5.5%	7,676	5.1%	14,511	4.0%
	09- Busy Schedules	1,577	4.0%	7,033	4.6%	13,728	3.7%
(20S) Community Minded		2,393	6.1%	8,952	5.9%	22,301	6.1%
	25- Clubs & Causes	262	0.7%	1,043	0.7%	2,759	0.8%
	28- Community Pillars	280	0.7%	1,168	0.8%	3,066	0.8%
	36- Persistent & Productive	1,851	4.7%	6,741	4.4%	16,476	4.5%
(21S) Leisure Seekers		3,002	7.7%	9,814	6.5%	24,382	6.6%
	49- Home & Garden	542	1.4%	1,978	1.3%	4,740	1.3%
	51- Role Models	498	1.3%	1,741	1.1%	4,113	1.1%
	64- Practical & Careful	339	0.9%	1,148	0.8%	2,884	0.8%
	65- Hobbies & Shopping	750	1.9%	2,216	1.5%	5,148	1.4%
	66- Helping Hands	872	2.2%	2,731	1.8%	7,496	2.0%

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



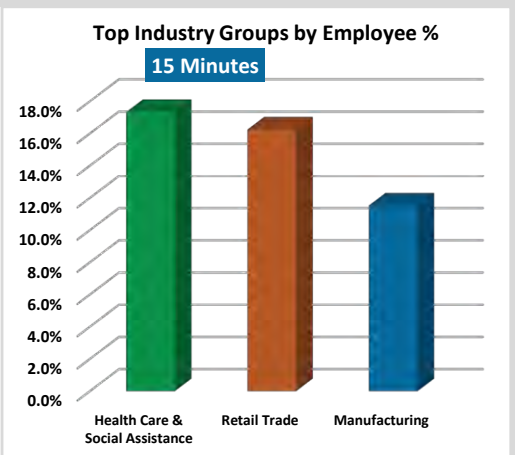
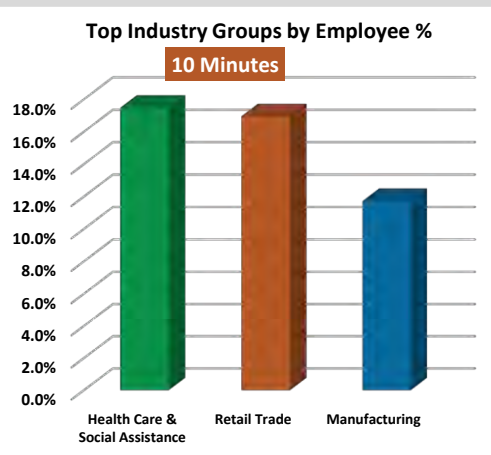
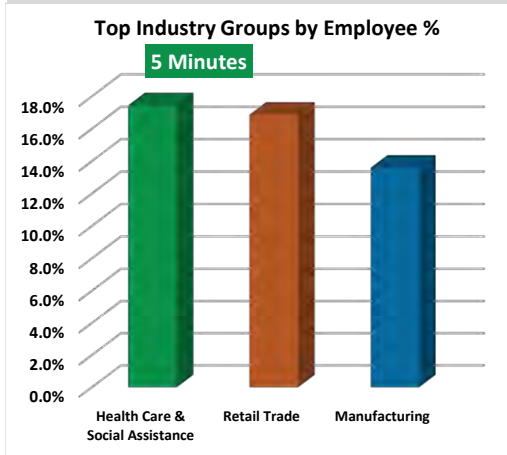
Employment Profile

For Market: Valley Blvd & Walnut Grove Ave
Market Definition: Valley Blvd & Walnut Grove Ave
Date Report Created: 6/1/2017

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	140,342	536,283	1,522,747
Student Population	29,198	134,813	440,643
Median Employee Salary	44,984	45,353	44,952
Average Employee Salary	53,011	53,200	53,282

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,895	3.4%	6,398	3.3%	19,247	3.2%
15,000 to 30,000 CrYr	11,153	20.2%	39,041	19.9%	123,567	20.8%
30,000 to 45,000 CrYr	15,060	27.2%	53,611	27.3%	159,086	26.8%
45,000 to 60,000 CrYr	8,855	16.0%	31,921	16.2%	95,678	16.1%
60,000 to 75,000 CrYr	6,338	11.5%	22,305	11.3%	65,284	11.0%
75,000 to 90,000 CrYr	4,969	9.0%	17,957	9.1%	52,167	8.8%
90,000 to 100,000 CrYr	1,910	3.5%	6,883	3.5%	20,299	3.4%
Over 100,000 CrYr	5,117	9.3%	18,546	9.4%	59,163	10.0%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	4,319	100%	55,297	100%	13,904	100%	196,662	100%	33,406	100%	594,491	100%
Accommodation & Food Services	308	7.1%	3,636	6.6%	852	6.1%	11,485	5.8%	2,013	6.0%	38,063	6.4%
Administration & Support Services	165	3.8%	1,641	3.0%	488	3.5%	8,215	4.2%	1,004	3.0%	25,205	4.2%
Agriculture, Forestry, Fishing, Hunting	7	0.2%	44	0.1%	26	0.2%	168	0.1%	65	0.2%	562	0.1%
Arts, Entertainment, & Recreation	79	1.8%	930	1.7%	236	1.7%	3,337	1.7%	581	1.7%	14,138	2.4%
Construction	145	3.4%	2,324	4.2%	538	3.9%	7,616	3.9%	1,216	3.6%	18,627	3.1%
Educational Services	137	3.2%	3,367	6.1%	453	3.3%	14,704	7.5%	980	2.9%	42,395	7.1%
Finance & Insurance	273	6.3%	3,085	5.6%	873	6.3%	10,355	5.3%	1,921	5.7%	25,605	4.3%
Health Care & Social Assistance	677	15.7%	9,646	17.4%	2,218	16.0%	34,369	17.5%	5,534	16.6%	103,034	17.3%
Information	74	1.7%	1,090	2.0%	223	1.6%	4,192	2.1%	573	1.7%	11,547	1.9%
Management of Companies & Enterprises	3	0.1%	76	0.1%	8	0.1%	269	0.1%	24	0.1%	1,261	0.2%
Manufacturing	305	7.1%	7,517	13.6%	948	6.8%	23,056	11.7%	2,044	6.1%	68,524	11.5%
Mining	2	0.0%	71	0.1%	5	0.0%	111	0.1%	16	0.0%	523	0.1%
Professional, Scientific, & Technical Services	367	8.5%	2,880	5.2%	1,222	8.8%	10,108	5.1%	3,480	10.4%	41,284	6.9%
Real Estate, Rental, Leasing	124	2.9%	794	1.4%	431	3.1%	2,773	1.4%	1,026	3.1%	8,121	1.4%
Retail Trade	841	19.5%	9,325	16.9%	2,634	18.9%	33,340	17.0%	6,236	18.7%	96,586	16.2%
Transportation & Storage	63	1.5%	1,049	1.9%	167	1.2%	3,356	1.7%	440	1.3%	11,625	2.0%
Utilities	4	0.1%	351	0.6%	18	0.1%	1,412	0.7%	41	0.1%	2,174	0.4%
Wholesale Trade	206	4.8%	1,445	2.6%	762	5.5%	5,459	2.8%	1,708	5.1%	15,914	2.7%
Other Services	540	12.5%	6,023	10.9%	1,805	13.0%	22,338	11.4%	4,504	13.5%	69,302	11.7%



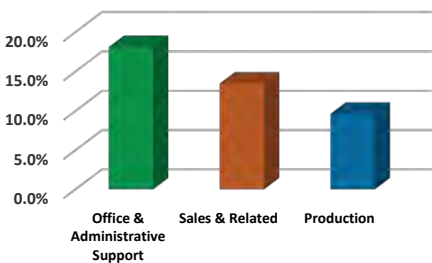
Employment Profile

For Market: Valley Blvd & Walnut Grove Ave
Market Definition: Valley Blvd & Walnut Grove Ave
Date Report Created: 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	27,837	50.3%	101,069	51.4%	309,328	52.0%
Architecture & Engineering	624	1.1%	2,371	1.2%	7,624	1.3%
Community & Social Science	1,389	2.5%	5,117	2.6%	16,985	2.9%
Computer/Mathematical Science	853	1.5%	3,043	1.5%	8,746	1.5%
Education, Training, & Library	2,909	5.3%	12,092	6.1%	35,537	6.0%
Entertainment & Media	656	1.2%	2,724	1.4%	10,761	1.8%
Healthcare Practitioners	3,950	7.1%	13,658	6.9%	39,644	6.7%
Healthcare Support	1,659	3.0%	5,931	3.0%	17,016	2.9%
Legal	289	0.5%	1,118	0.6%	7,373	1.2%
Life, Physical, & Social Science	409	0.7%	1,349	0.7%	4,367	0.7%
Management	3,019	5.5%	10,874	5.5%	32,706	5.5%
Office & Administrative Support	10,005	18.1%	35,890	18.2%	108,686	18.3%
Blue Collar	27,240	49.3%	94,843	48.2%	283,257	47.6%
Building & Grounds Cleaning & Maintenance	1,349	2.4%	5,602	2.8%	17,653	3.0%
Construction	1,907	3.4%	6,527	3.3%	16,625	2.8%
Farming, Fishing, & Forestry	44	0.1%	159	0.1%	543	0.1%
Food Service	3,675	6.6%	12,044	6.1%	38,455	6.5%
Installation & Maintenance	2,404	4.3%	8,099	4.1%	21,296	3.6%
Personal Care & Service	1,179	2.1%	4,710	2.4%	14,526	2.4%
Production	5,321	9.6%	16,601	8.4%	50,116	8.4%
Protective Service	520	0.9%	2,856	1.5%	9,502	1.6%
Sales & Related	7,442	13.5%	26,433	13.4%	78,365	13.2%
Transportation & Material Moving	3,399	6.1%	11,813	6.0%	36,176	6.1%
Military Services	219	0.4%	750	0.4%	1,906	0.3%

Top Occupations by Employee %

5 Minutes



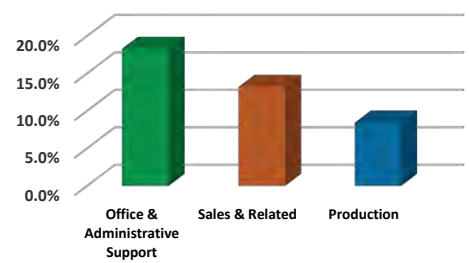
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

15 Minutes



Employee Totals and History

	#	#	#
Current	55,297	196,662	594,491
3rd Quarter 2016	53,204	187,868	571,381
2nd Quarter 2016	53,426	189,485	574,315
1st Quarter 2016	53,087	187,339	572,245
4th Quarter 2015	53,042	187,332	572,247
3rd Quarter 2015	50,228	175,602	539,215
2nd Quarter 2015	51,831	183,572	562,459
1st Quarter 2015	51,449	183,177	560,366
4th Quarter 2014	52,055	185,208	566,684



Consumer Demand & Market Supply Assessment

For Market: Valley Blvd & Walnut Grove Ave
 Market Definition: Valley Blvd & Walnut Grove Ave
 Date Report Created: 6/1/2017

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	140,371			525,194			1,271,073		
5-Year Population estimate	142,565			534,789			1,287,186		
Population Households	139,658			520,679			1,250,733		
Group Quarters Population	713			4,515			20,340		
Households	39,871			155,264			378,272		
5-Year Households estimate	40,723			159,511			390,674		
WorkPlace Establishments	4,422			14,276			34,203		
Workplace Employees	55,297			196,662			594,491		
Median Household Income	\$45,969			\$52,680			\$53,925		
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$287,236,567	\$108,385,943	(\$178,850,623)	\$1,069,594,461	\$634,723,865	(\$434,870,596)	\$2,621,617,849	\$1,347,091,239	(\$1,274,526,610)
Gasoline Stations	\$180,862,787	\$148,315,445	(\$32,547,342)	\$678,082,398	\$679,296,898	\$1,214,500	\$1,625,603,101	\$2,248,232,308	\$622,629,208
Other General Merchandise Stores	\$253,515,730	\$223,006,671	(\$30,509,058)	\$947,104,720	\$750,273,447	(\$196,831,273)	\$2,276,315,239	\$2,134,701,424	(\$141,613,816)
Electronics/Appliance	\$47,076,134	\$20,824,660	(\$26,251,474)	\$174,454,489	\$99,237,447	(\$75,217,042)	\$443,382,967	\$299,862,580	(\$143,520,386)
Building Material/Supplies Dealers	\$128,181,819	\$103,890,514	(\$24,291,305)	\$478,849,780	\$395,063,543	(\$83,786,238)	\$1,148,312,070	\$1,086,119,163	(\$62,192,908)
Other Motor Vehicle Dealers	\$23,816,416	\$5,425,734	(\$18,390,682)	\$89,728,660	\$41,688,598	(\$48,040,062)	\$214,626,222	\$94,238,506	(\$120,387,716)
Clothing Stores	\$112,732,898	\$95,686,229	(\$17,046,669)	\$423,664,765	\$316,613,599	(\$107,051,166)	\$1,016,144,880	\$1,462,306,662	\$446,161,783
Lawn/Garden Equipment/Supplies Stores	\$14,718,110	\$5,739,089	(\$8,979,021)	\$55,122,417	\$32,555,498	(\$22,566,919)	\$131,880,543	\$81,436,315	(\$50,444,228)
Special Food Services	\$24,313,617	\$15,428,881	(\$8,884,736)	\$89,604,181	\$64,324,229	(\$25,279,953)	\$236,227,282	\$276,884,450	\$40,657,167
Office Supplies/Stationary/Gift	\$15,413,696	\$7,406,922	(\$8,006,774)	\$57,554,629	\$36,396,121	(\$21,158,508)	\$140,535,380	\$152,056,812	\$11,521,432
Shoe Stores	\$14,742,565	\$7,676,811	(\$7,065,754)	\$55,350,089	\$57,038,503	\$1,688,414	\$132,850,177	\$200,780,541	\$67,930,364
Used Merchandise Stores	\$7,568,358	\$2,465,639	(\$5,102,719)	\$28,388,104	\$11,391,836	(\$16,996,267)	\$68,068,302	\$65,080,245	(\$2,988,057)
Bar/Drinking Places (Alcoholic Beverages)	\$6,254,408	\$2,306,347	(\$3,948,061)	\$22,528,278	\$15,258,759	(\$7,269,518)	\$64,221,628	\$51,916,351	(\$12,305,277)
Direct Selling Establishments	\$14,079,726	\$10,257,079	(\$3,822,647)	\$52,555,997	\$40,908,957	(\$11,647,040)	\$126,214,769	\$146,252,122	\$20,037,353
Jewelry/Luggage/Leather Goods	\$14,672,684	\$11,701,063	(\$2,971,621)	\$55,126,429	\$28,910,733	(\$26,215,696)	\$132,214,683	\$164,183,856	\$31,969,172
Beer/Wine/Liquor Stores	\$19,900,593	\$17,481,360	(\$2,419,233)	\$74,640,785	\$57,669,404	(\$16,971,381)	\$179,455,144	\$165,392,242	(\$14,062,902)
Automotive Parts/Accessories/Tire	\$39,340,575	\$38,458,212	(\$882,363)	\$146,696,155	\$134,016,469	(\$12,679,686)	\$351,948,919	\$343,329,408	(\$8,619,511)
Sporting Goods/Hobby/Musical Instrument	\$28,991,942	\$28,372,790	(\$619,152)	\$109,023,468	\$115,615,749	\$6,592,281	\$261,689,596	\$282,565,594	\$20,875,998
Book/Periodical/Music Stores	\$10,012,668	\$9,897,492	(\$115,177)	\$37,578,855	\$35,049,783	(\$2,529,072)	\$90,902,864	\$106,145,320	\$15,242,456
Home Furnishing Stores	\$22,478,960	\$22,644,236	\$165,276	\$84,083,663	\$78,610,639	(\$5,473,024)	\$201,614,328	\$249,034,334	\$47,420,006
Other Misc. Store Retailers	\$33,136,678	\$34,170,446	\$1,033,769	\$124,181,654	\$133,000,899	\$8,819,244	\$297,271,995	\$458,276,528	\$161,004,533
Florists/Misc. Store Retailers	\$3,191,762	\$4,299,822	\$1,108,061	\$11,952,385	\$12,882,481	\$930,096	\$28,596,880	\$48,422,488	\$19,825,608
Full-Service Restaurants	\$118,795,670	\$126,004,138	\$7,208,468	\$433,806,112	\$390,367,842	(\$43,438,270)	\$1,180,989,503	\$1,064,012,673	(\$116,976,830)
Vending Machine Operators (Non-Store)	\$13,648,797	\$21,288,817	\$7,640,020	\$50,905,046	\$88,889,247	\$37,984,202	\$123,315,030	\$145,997,104	\$22,682,074
Furniture Stores	\$25,725,019	\$33,749,972	\$8,024,954	\$96,592,424	\$112,235,967	\$15,643,543	\$231,527,835	\$328,812,767	\$97,284,932
Specialty Food Stores	\$14,510,142	\$24,398,314	\$9,888,172	\$54,179,443	\$83,766,280	\$29,586,837	\$130,117,762	\$237,353,670	\$107,235,908
Department Stores	\$67,877,877	\$85,526,402	\$17,648,525	\$254,188,636	\$266,222,333	\$12,033,698	\$610,385,815	\$784,530,362	\$174,144,548
Health/Personal Care Stores	\$132,896,910	\$154,899,306	\$22,002,396	\$495,278,443	\$507,995,601	\$12,717,159	\$1,188,022,981	\$1,484,727,005	\$296,704,024
Limited-Service Eating Places	\$111,732,846	\$138,665,323	\$26,932,477	\$411,787,030	\$380,208,465	(\$31,578,565)	\$1,085,551,308	\$1,154,854,317	\$69,303,009
Grocery Stores	\$251,203,537	\$342,756,779	\$91,553,242	\$938,136,333	\$1,235,513,375	\$297,377,042	\$2,252,588,934	\$3,058,431,902	\$805,842,968
Automotive Dealers	\$418,857,450	\$545,369,022	\$126,511,572	\$1,578,790,746	\$1,864,667,339	\$285,876,593	\$3,776,389,261	\$3,938,981,132	\$162,591,870



Consumer Demand & Market Supply Assessment

For Market: Valley Blvd & Walnut Grove Ave
Market Definition: Valley Blvd & Walnut Grove Ave
Date Report Created: 6/1/2017

	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
By Major Product Lines									
Drugs/Health Aids/Beauty Aids/Cosmetics	\$284,369,918	\$230,078,483	(\$54,291,435)	\$1,058,979,955	\$840,023,006	(\$218,956,949)	\$2,540,735,176	\$2,300,283,405	(\$240,451,770)
All Other Merchandise	\$94,705,287	\$60,113,181	(\$34,592,106)	\$355,012,326	\$258,572,902	(\$96,439,424)	\$850,726,578	\$784,448,398	(\$66,278,180)
Computer Hardware/Software/Supplies	\$52,620,638	\$25,054,850	(\$27,565,788)	\$188,844,854	\$134,761,069	(\$54,083,785)	\$540,409,905	\$324,835,406	(\$215,574,498)
Womens/Juniors/Misses Wear	\$94,604,317	\$71,417,566	(\$23,186,750)	\$355,778,164	\$251,104,914	(\$104,673,250)	\$852,099,232	\$975,447,351	\$123,348,119
Footwear, including Accessories	\$36,232,169	\$22,314,069	(\$13,918,100)	\$136,008,777	\$108,275,041	(\$27,733,736)	\$326,459,911	\$373,309,702	\$46,849,791
Automotive Fuels	\$165,644,877	\$151,989,064	(\$13,655,814)	\$622,049,727	\$667,150,418	\$45,100,691	\$1,488,971,956	\$2,157,915,978	\$668,944,021
Furniture/Sleep/Outdoor/Patio Furniture	\$63,832,981	\$51,167,517	(\$12,665,464)	\$239,689,768	\$187,580,613	(\$52,109,155)	\$574,505,202	\$537,326,586	(\$37,178,616)
Lawn/Garden/Farm Equipment/Supplies	\$37,898,852	\$28,652,362	(\$9,246,490)	\$141,822,363	\$117,329,798	(\$24,492,566)	\$339,331,652	\$316,334,065	(\$22,997,587)
Dimensional Lumber/Other Building Materials	\$52,113,540	\$43,868,618	(\$8,244,923)	\$194,365,310	\$166,814,128	(\$27,551,182)	\$466,474,986	\$459,733,219	(\$6,741,767)
Alcoholic Drinks Served at the Establishment	\$53,985,572	\$45,813,037	(\$8,172,534)	\$193,972,081	\$149,090,322	(\$44,881,759)	\$557,737,967	\$420,376,342	(\$137,361,625)
Pets/Pet Foods/Pet Supplies	\$19,328,721	\$13,032,642	(\$6,296,080)	\$72,978,510	\$49,417,158	(\$23,561,352)	\$174,118,007	\$156,678,202	(\$17,439,805)
Automotive Tires/Tubes/Batteries/Parts	\$75,266,096	\$69,667,164	(\$5,598,931)	\$280,399,969	\$248,142,741	(\$32,257,228)	\$672,984,327	\$587,811,495	(\$85,172,832)
Jewelry (including Watches)	\$21,863,873	\$16,273,537	(\$5,590,336)	\$82,153,271	\$49,310,800	(\$32,842,470)	\$197,089,505	\$219,614,107	\$22,524,602
Hardware/Tools/Plumbing/Electrical Supplies	\$36,028,680	\$30,554,752	(\$5,473,929)	\$134,523,135	\$117,004,895	(\$17,518,240)	\$322,701,344	\$318,531,666	(\$4,169,679)
Mens Wear	\$36,183,269	\$31,391,184	(\$4,792,085)	\$136,156,414	\$113,379,912	(\$22,776,501)	\$326,943,730	\$414,387,881	\$87,444,151
Kitchenware/Home Furnishings	\$28,449,935	\$23,805,680	(\$4,644,255)	\$106,515,288	\$91,040,311	(\$15,474,977)	\$255,554,441	\$269,537,252	\$13,982,811
Audio Equipment/Musical Instruments	\$14,015,941	\$10,030,686	(\$3,985,255)	\$52,609,933	\$44,909,394	(\$7,700,540)	\$126,188,752	\$114,904,164	(\$11,284,588)
Floor/Floor Coverings	\$18,300,503	\$15,797,814	(\$2,502,689)	\$68,151,305	\$57,772,121	(\$10,379,185)	\$163,596,303	\$170,367,200	\$6,770,897
Televisions/VCR/Video Cameras/DVD etc	\$16,540,792	\$14,644,277	(\$1,896,515)	\$61,980,175	\$60,183,340	(\$1,796,835)	\$148,945,100	\$165,992,517	\$17,047,417
Cigars/Cigarettes/Tobacco/Accessories	\$29,861,164	\$28,246,034	(\$1,615,130)	\$110,236,107	\$106,894,762	(\$3,341,345)	\$264,770,088	\$328,458,675	\$63,688,587
Sporting Goods (incl Bicycles/Sports Vehicles)	\$21,620,837	\$20,060,833	(\$1,560,004)	\$81,570,597	\$84,988,662	\$3,418,065	\$195,918,629	\$209,698,773	\$13,780,143
Paints/Sundries/Wallpaper/Wall Coverings	\$9,476,608	\$8,090,461	(\$1,386,147)	\$35,323,819	\$30,650,021	(\$4,673,798)	\$84,837,069	\$84,491,112	(\$345,957)
Books/Periodicals	\$11,290,534	\$9,977,151	(\$1,313,383)	\$42,492,148	\$38,981,910	(\$3,510,238)	\$102,531,852	\$111,345,855	\$8,814,003
Major Household Appliances	\$8,352,078	\$7,737,039	(\$615,039)	\$31,880,504	\$30,996,430	(\$884,074)	\$75,850,534	\$88,148,233	\$12,297,699
Automotive Lubricants (incl Oil, Greases)	\$8,352,078	\$7,737,039	(\$615,039)	\$31,880,504	\$30,996,430	(\$884,074)	\$75,850,534	\$88,148,233	\$12,297,699
Photographic Equipment/Supplies	\$2,811,855	\$2,261,191	(\$550,664)	\$10,606,052	\$9,699,596	(\$906,456)	\$25,408,759	\$27,335,566	\$1,926,808
Small Electric Appliances	\$5,079,690	\$4,872,324	(\$207,366)	\$19,012,612	\$18,670,855	(\$341,757)	\$45,569,939	\$50,005,944	\$4,436,006
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$5,354,857	\$5,491,939	\$137,083	\$19,934,137	\$22,062,855	\$2,128,718	\$47,704,159	\$77,288,910	\$29,584,750
Sewing/Knitting Materials/Supplies	\$1,114,203	\$1,295,732	\$181,529	\$4,195,332	\$5,134,390	\$939,058	\$10,036,304	\$13,009,728	\$2,973,424
Toys/Hobby Goods/Games	\$12,575,124	\$13,361,613	\$786,489	\$47,050,128	\$52,414,508	\$5,364,380	\$113,121,559	\$141,775,243	\$28,653,683
Curtains/Draperies/Slipcovers/Bed/Coverings	\$10,657,268	\$11,884,351	\$1,227,083	\$40,035,464	\$43,809,314	\$3,773,850	\$95,702,430	\$125,159,943	\$29,457,513
Optical Goods (incl Eyeglasses, Sunglasses)	\$5,252,778	\$6,493,560	\$1,240,782	\$19,900,008	\$21,892,730	\$1,992,722	\$47,432,157	\$64,129,874	\$16,697,717
Childrens Wear/Infants/Toddlers Clothing	\$15,728,471	\$17,077,228	\$1,348,757	\$59,175,048	\$58,435,826	(\$739,222)	\$142,933,561	\$218,017,130	\$75,083,569
Paper/Related Products	\$10,892,790	\$13,682,889	\$2,790,099	\$40,642,302	\$47,390,477	\$6,748,175	\$97,362,351	\$131,478,009	\$34,115,658
Retailer Services	\$71,569,083	\$74,456,545	\$2,887,461	\$270,308,655	\$270,811,151	\$502,496	\$645,040,887	\$638,995,044	(\$6,045,843)
Packaged Liquor/Wine/Beer	\$43,790,305	\$46,878,068	\$3,087,764	\$164,631,774	\$166,763,162	\$2,131,388	\$394,568,717	\$452,451,778	\$57,883,061
Soaps/Detergents/Household Cleaners	\$12,288,810	\$15,595,447	\$3,306,636	\$45,732,375	\$54,559,610	\$8,827,234	\$109,568,995	\$147,859,032	\$38,290,036
Meats/Nonalcoholic Beverages	\$219,748,687	\$250,124,936	\$30,376,248	\$810,121,042	\$752,617,140	(\$57,503,902)	\$2,134,152,571	\$2,253,223,914	\$119,071,343
Groceries/Other Food Items (Off Premises)	\$387,400,955	\$434,657,516	\$47,256,562	\$1,446,912,768	\$1,556,321,118	\$109,408,350	\$3,466,962,737	\$4,008,943,623	\$541,980,887
Autos/Cars/Vans/Trucks/Motorcycles	\$366,282,220	\$463,633,535	\$97,351,315	\$1,381,568,579	\$1,597,995,659	\$216,427,081	\$3,304,624,394	\$3,379,059,970	\$74,435,577



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.

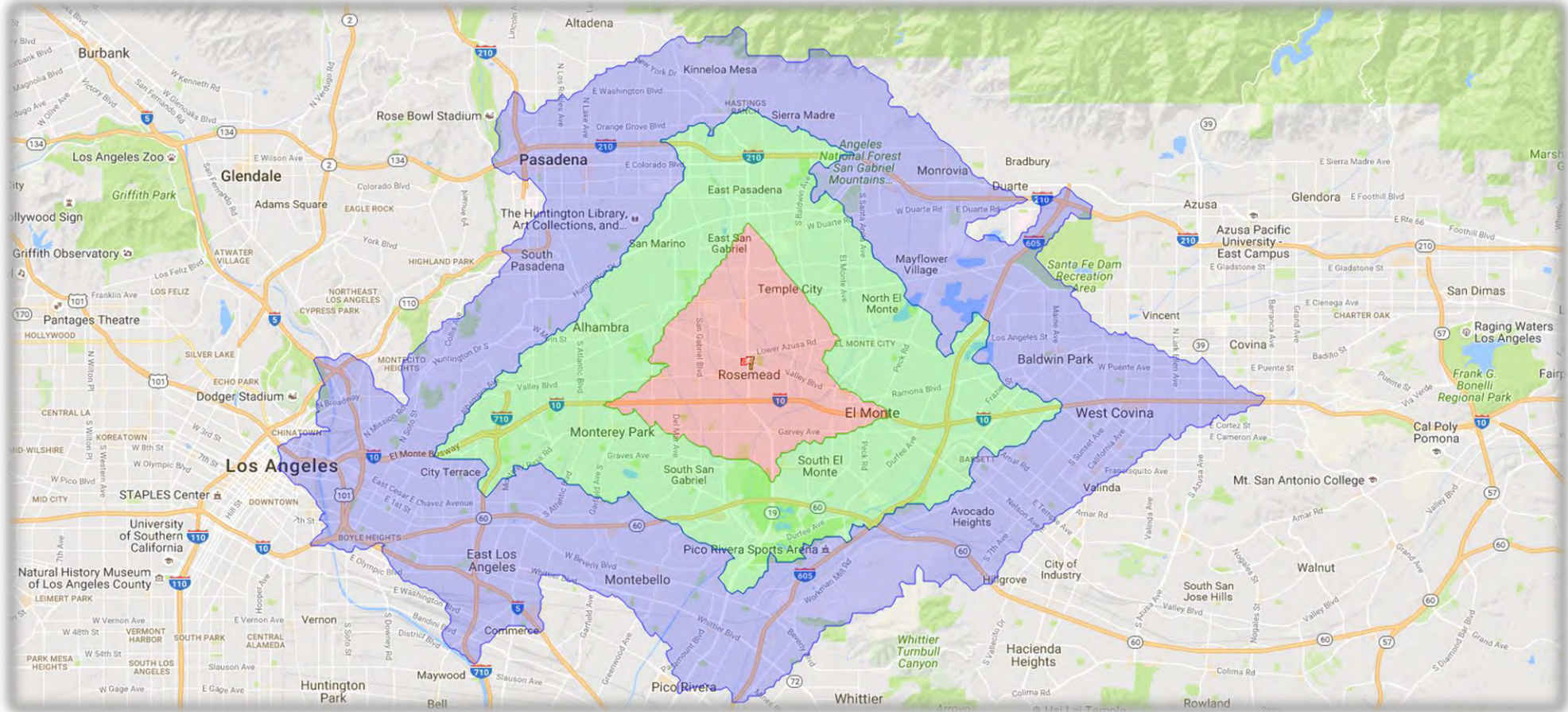
Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

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.

Rosemead Blvd and Mission Dr

Rosemead, CA

June 2017



	5 Minutes	10 Minutes	15 Minutes
Population	144,578	534,827	1,309,266
Daytime Population	146,076	554,625	1,548,370
Households	41,314	158,212	390,875
Average Age	39.7	39.6	38.4
Average HH Income	\$66,165	\$75,629	\$77,142
White Collar (Residents)	58%	60%	59%
Some College or Degree	43%	46%	45%

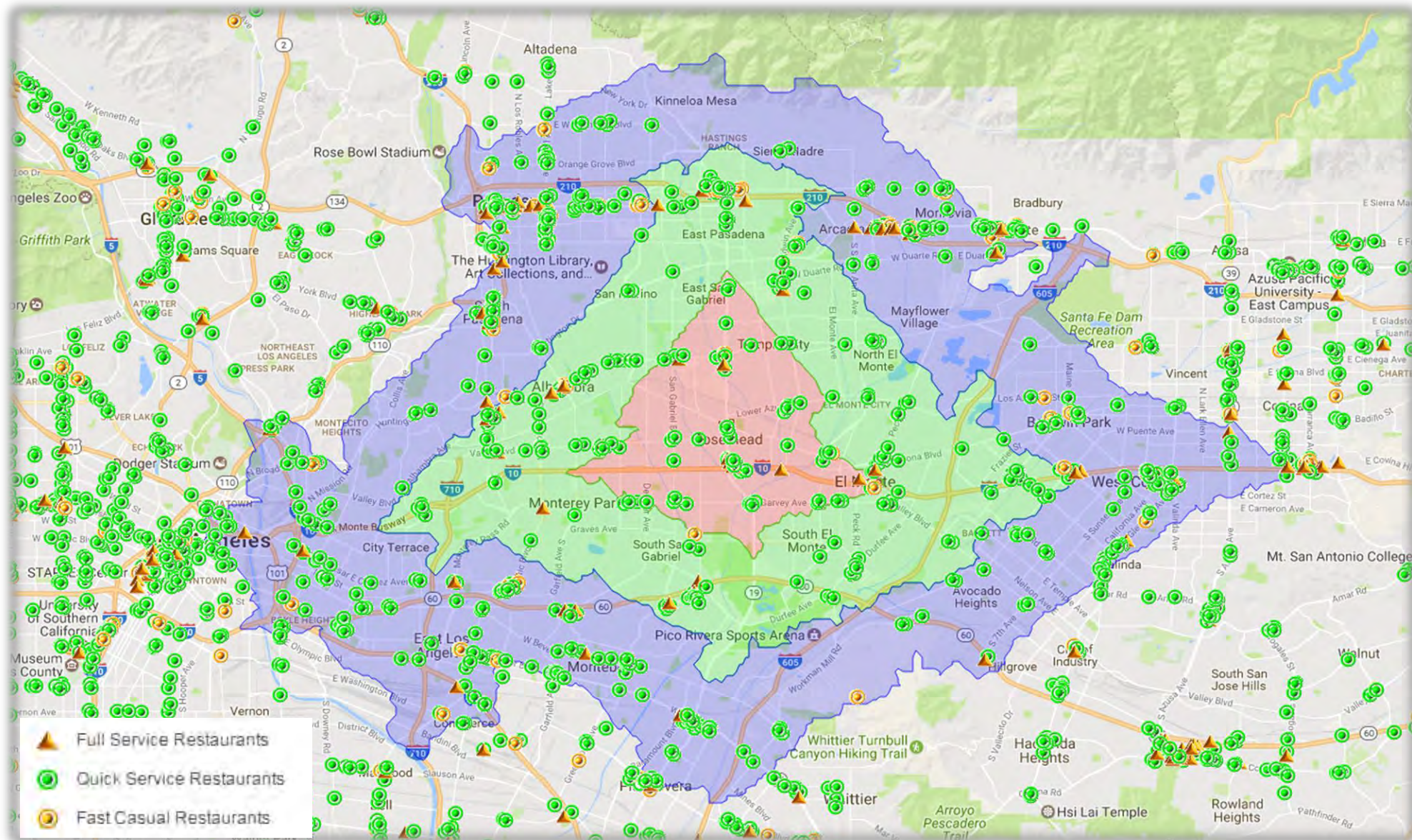
Traffic Counts	
Rosemead Blvd & Mission Dr	> 45,000
Rosmeand Blvd & Newby Ave	> 58,000
Mission Dr & Ivar Ave	> 18,789
Mission Dr & Loma Ave	> 12,857



Rosemead Blvd and Mission Dr Restaurants

June 2017

5 Minutes 10 Minutes 15 Minutes

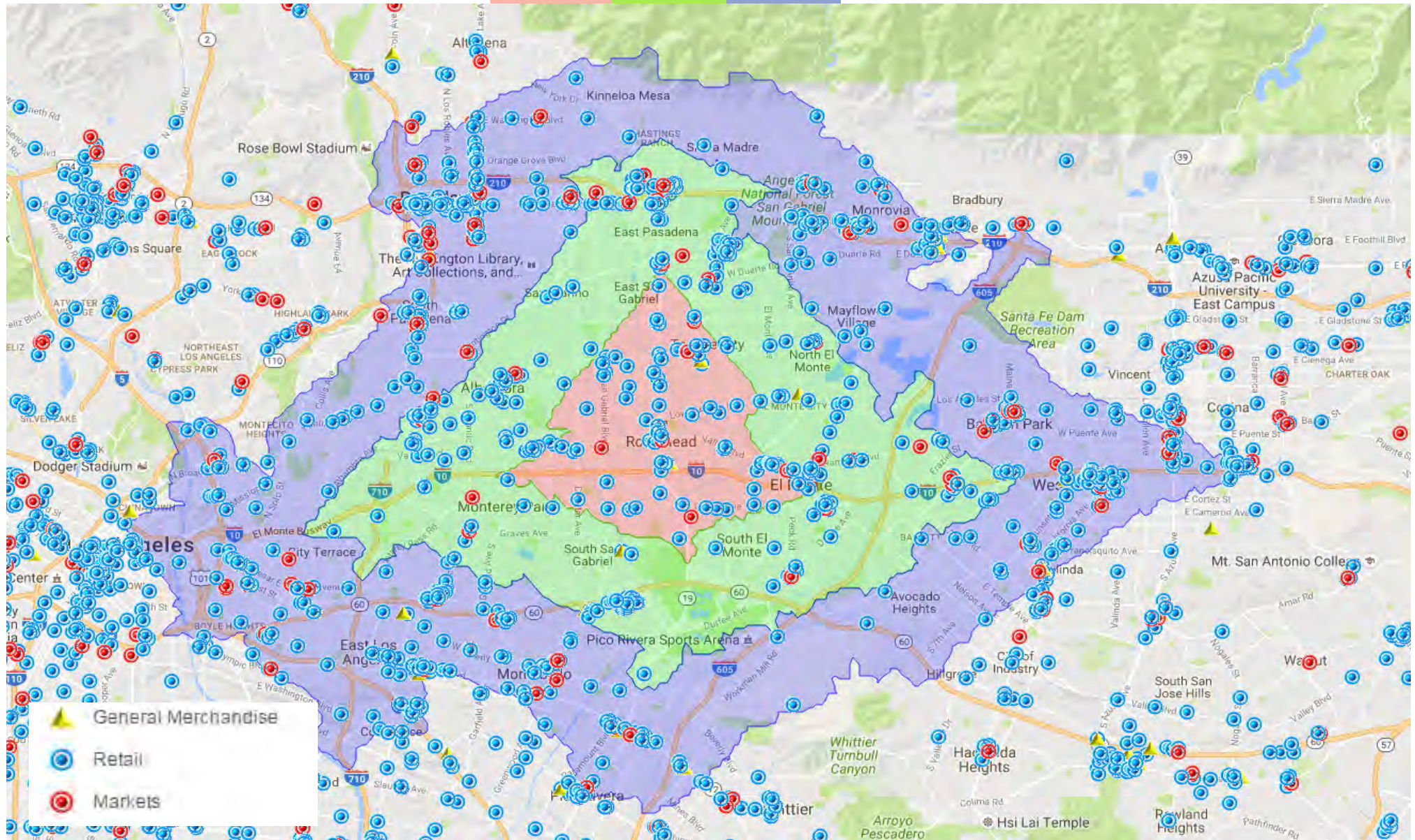


Rosemead Blvd and Mission Dr

General Merchandise/Retail/Markets

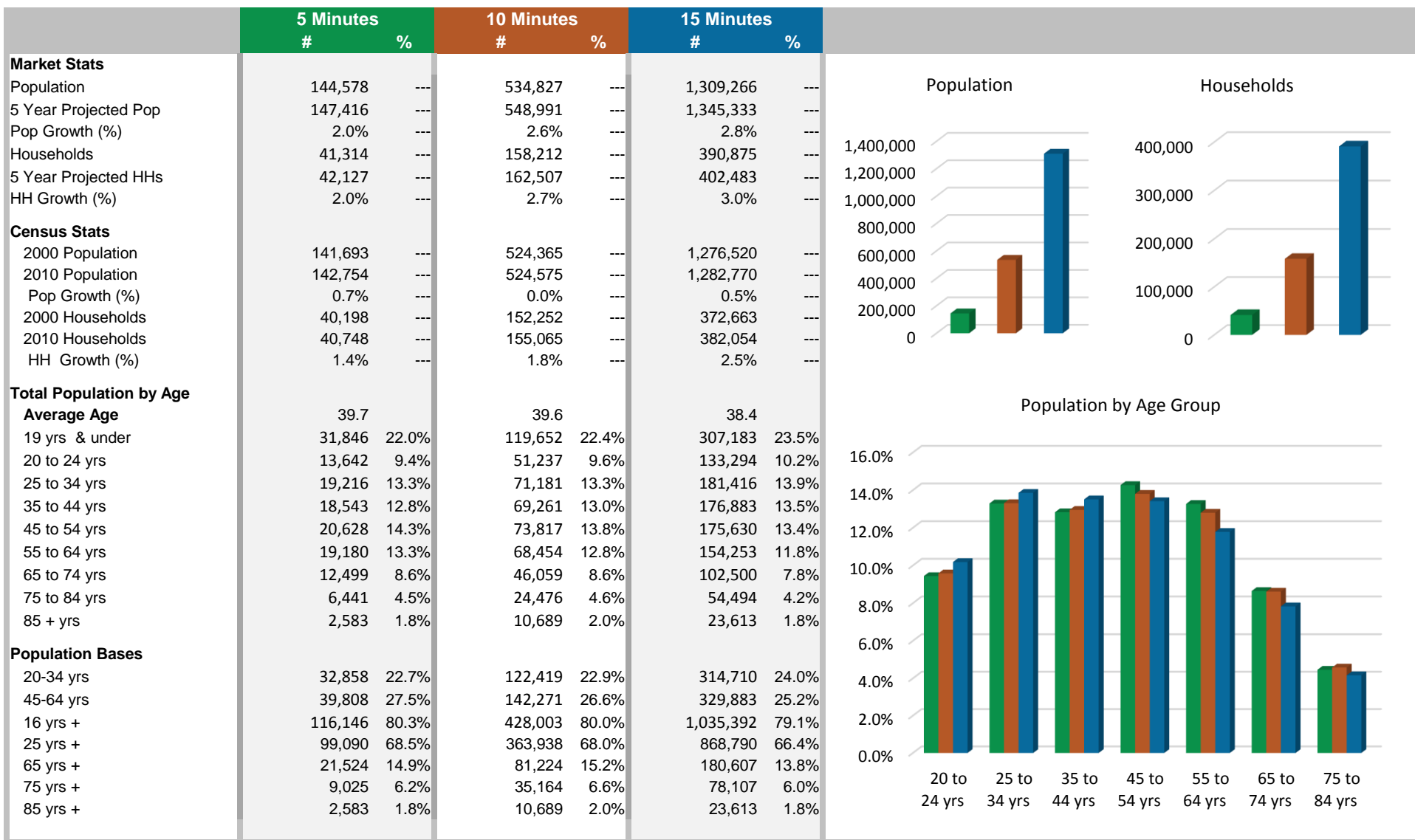
June 2017

5 Minutes 10 Minutes 15 Minutes



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Rosemead Blvd & Mission Dr
 Rosemead Blvd & Mission Dr
 6/1/2017

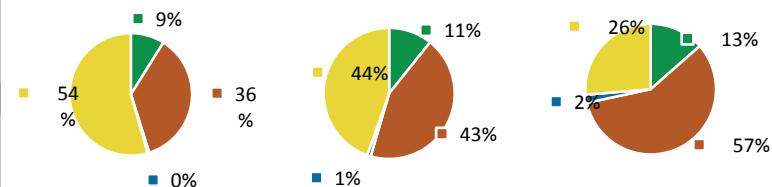


For Market:
Market Definition:
Date Report Created:

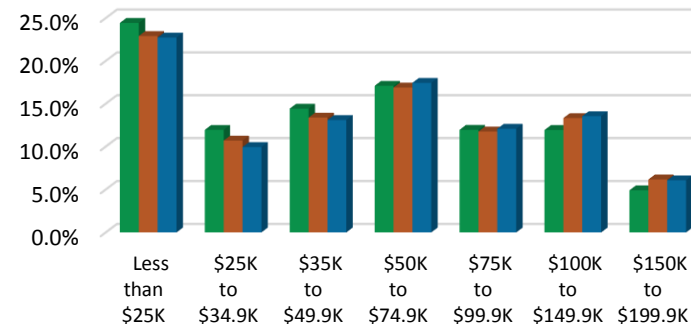
Consumer Demographic Profile
 Rosemead Blvd & Mission Dr
 Rosemead Blvd & Mission Dr
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	12,767	8.8%	56,679	10.6%	174,366	13.3%
Hispanic	51,687	35.7%	230,932	43.2%	749,049	57.2%
African American	626	0.4%	4,754	0.9%	25,525	1.9%
Asian	77,692	53.7%	234,814	43.9%	340,047	26.0%
Ancestry						
American Indian (ancestry)	179	0.1%	670	0.1%	1,965	0.2%
Hawaiian (ancestry)	68	0.0%	307	0.1%	843	0.1%
Household Income						
Per Capita Income	\$18,907	---	\$22,372	---	\$23,030	---
Average HH Income	\$66,165	---	\$75,629	---	\$77,142	---
Median HH Income	\$48,989	---	\$53,985	---	\$55,479	---
Less than \$25K	10,098	24.4%	36,243	22.9%	88,821	22.7%
\$25K to \$34.9K	4,934	11.9%	16,924	10.7%	38,856	9.9%
\$35K to \$49.9K	5,958	14.4%	21,167	13.4%	51,172	13.1%
\$50K to \$74.9K	7,061	17.1%	26,724	16.9%	68,143	17.4%
\$75K to \$99.9K	4,938	12.0%	18,597	11.8%	47,209	12.1%
\$100K to \$149.9K	4,930	11.9%	21,078	13.3%	52,954	13.5%
\$150K to \$199.9K	2,026	4.9%	9,760	6.2%	23,723	6.1%
\$200K +	1,368	3.3%	7,718	4.9%	19,997	5.1%
Education						
Less than 9th Grade	19,440	19.6%	60,610	16.7%	153,298	17.6%
Some HS, No Diploma	10,741	10.8%	38,196	10.5%	98,577	11.3%
HS Grad (or Equivalent)	24,977	25.2%	87,187	24.0%	200,932	23.1%
Some College, No Degree	14,455	14.6%	55,138	15.2%	140,878	16.2%
Associate Degree	6,549	6.6%	25,781	7.1%	57,480	6.6%
Bachelor Degree	17,159	17.3%	66,423	18.3%	141,991	16.3%
Graduates Degree	4,273	4.3%	21,009	5.8%	49,314	5.7%

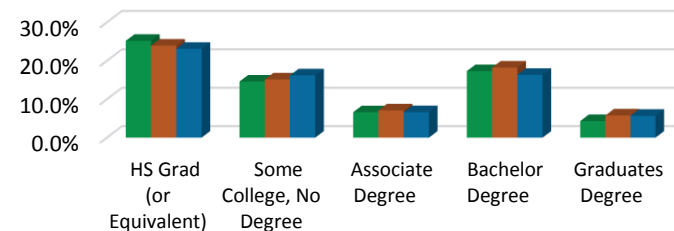
Ethnic Breakdown



Household Income Levels - %



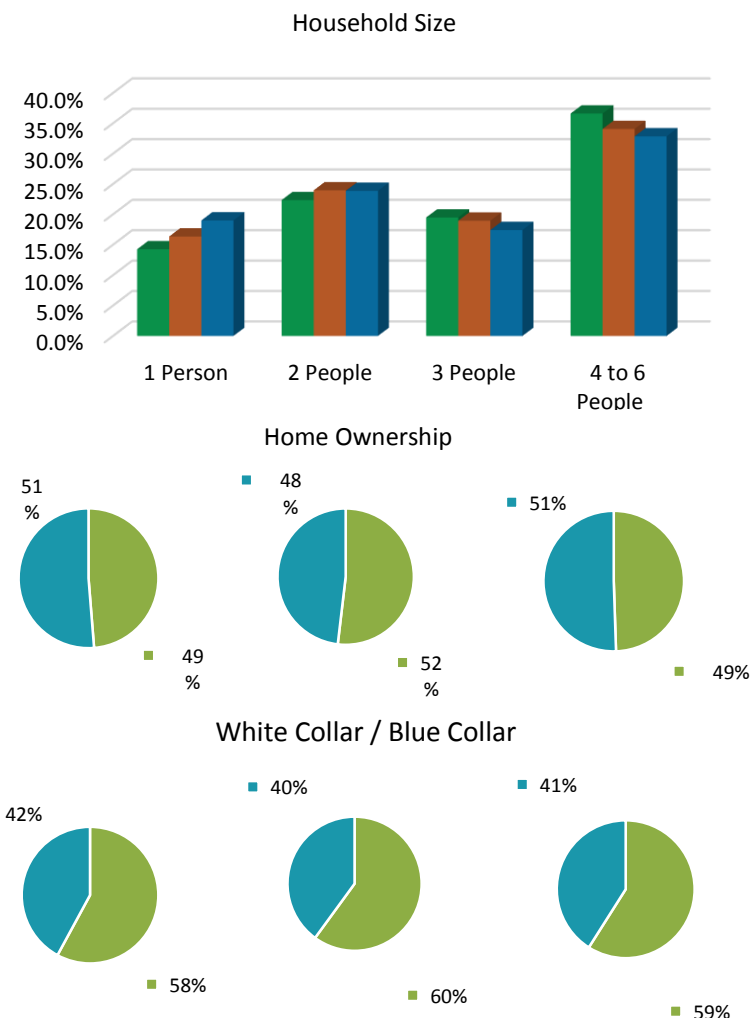
Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Rosemead Blvd & Mission Dr
 Rosemead Blvd & Mission Dr
 6/1/2017

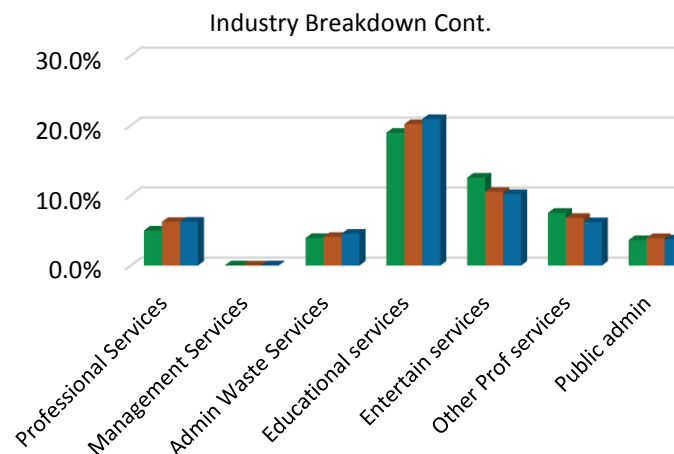
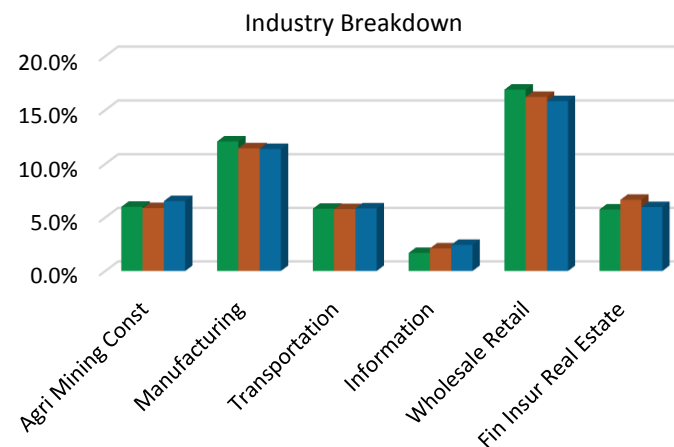
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	33,781		125,321		295,859	
Single - Male	2,749	8.1%	9,218	7.4%	21,016	7.1%
Single - Female	4,589	13.6%	16,581	13.2%	39,404	13.3%
Single Parent - Male	1,143	3.4%	4,279	3.4%	10,918	3.7%
Single Parent - Female	2,298	6.8%	9,257	7.4%	27,182	9.2%
Married w/ Children	10,228	30.3%	37,911	30.3%	88,948	30.1%
Married w/out Children	12,774	37.8%	48,076	38.4%	108,391	36.6%
Household Size						
1 Person	5,888	14.3%	25,874	16.4%	74,242	19.0%
2 People	9,231	22.3%	37,911	24.0%	93,290	23.9%
3 People	8,045	19.5%	29,982	19.0%	68,074	17.4%
4 to 6 People	15,123	36.6%	53,891	34.1%	128,392	32.8%
7+ People	3,027	7.3%	10,555	6.7%	26,877	6.9%
Home Ownership	41,314		158,212		390,875	
Owners	20,131	48.7%	82,056	51.9%	193,406	49.5%
Renters	21,183	51.3%	76,156	48.1%	197,470	50.5%
Components of Change						
Births	1,793	1.2%	6,691	1.3%	17,028	1.3%
Deaths	1,121	0.8%	4,213	0.8%	9,463	0.7%
Migration	-263	-0.2%	326	0.1%	-1,765	-0.1%
Employment (Pop 16+)	116,146		428,003		1,035,392	
Armed Services	15	0.0%	118	0.0%	334	0.0%
Civilian	69,814	60.1%	256,253	59.9%	634,826	61.3%
Employed	66,404	57.2%	243,760	57.0%	600,746	58.0%
Unemployed	3,411	2.9%	12,493	2.9%	34,080	3.3%
Not in Labor Force	46,317	39.9%	171,631	40.1%	400,232	38.7%
Employed Population	66,404		243,760		600,746	
White Collar	38,456	57.9%	146,337	60.0%	354,410	59.0%
Blue Collar	27,947	42.1%	97,423	40.0%	246,336	41.0%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Rosemead Blvd & Mission Dr
 Rosemead Blvd & Mission Dr
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	66,404		243,760		600,746	
White Collar	38,456	57.9%	146,337	60.0%	354,410	59.0%
Managerial executive	8,202	12.4%	32,521	13.3%	74,553	12.4%
Prof specialty	10,125	15.2%	44,207	18.1%	113,586	18.9%
Healthcare support	2,227	3.4%	6,691	2.7%	13,754	2.3%
Sales	8,141	12.3%	27,609	11.3%	65,286	10.9%
Office Admin	9,762	14.7%	35,309	14.5%	87,231	14.5%
Blue Collar	27,947	42.1%	97,423	40.0%	246,336	41.0%
Protective	733	1.1%	3,580	1.5%	10,036	1.7%
Food Prep Serving	4,965	7.5%	15,978	6.6%	36,283	6.0%
Bldg Maint/Cleaning	2,480	3.7%	8,563	3.5%	25,089	4.2%
Personal Care	4,880	7.3%	15,620	6.4%	32,149	5.4%
Farming/Fishing/Forestry	303	0.5%	1,078	0.4%	3,044	0.5%
Construction	5,093	7.7%	17,966	7.4%	47,466	7.9%
Production Transp	9,492	14.3%	34,638	14.2%	92,269	15.4%
Employment By Industry	66,404		243,760		600,746	
Agri Mining Const	3,982	6.0%	14,314	5.9%	39,181	6.5%
Manufacturing	8,028	12.1%	27,896	11.4%	68,352	11.4%
Transportation	3,861	5.8%	14,092	5.8%	35,082	5.8%
Information	1,123	1.7%	5,143	2.1%	14,660	2.4%
Wholesale Retail	11,223	16.9%	39,523	16.2%	95,076	15.8%
Fin Insur Real Estate	3,814	5.7%	16,206	6.6%	35,873	6.0%
Professional Services	3,328	5.0%	15,239	6.3%	37,705	6.3%
Management Services	29	0.0%	75	0.0%	281	0.0%
Admin Waste Services	2,622	3.9%	10,007	4.1%	27,426	4.6%
Educational services	12,607	19.0%	49,291	20.2%	125,835	20.9%
Entertain services	8,353	12.6%	25,721	10.6%	61,437	10.2%
Other Prof services	5,009	7.5%	16,655	6.8%	37,332	6.2%
Public admin	2,426	3.7%	9,596	3.9%	22,505	3.7%



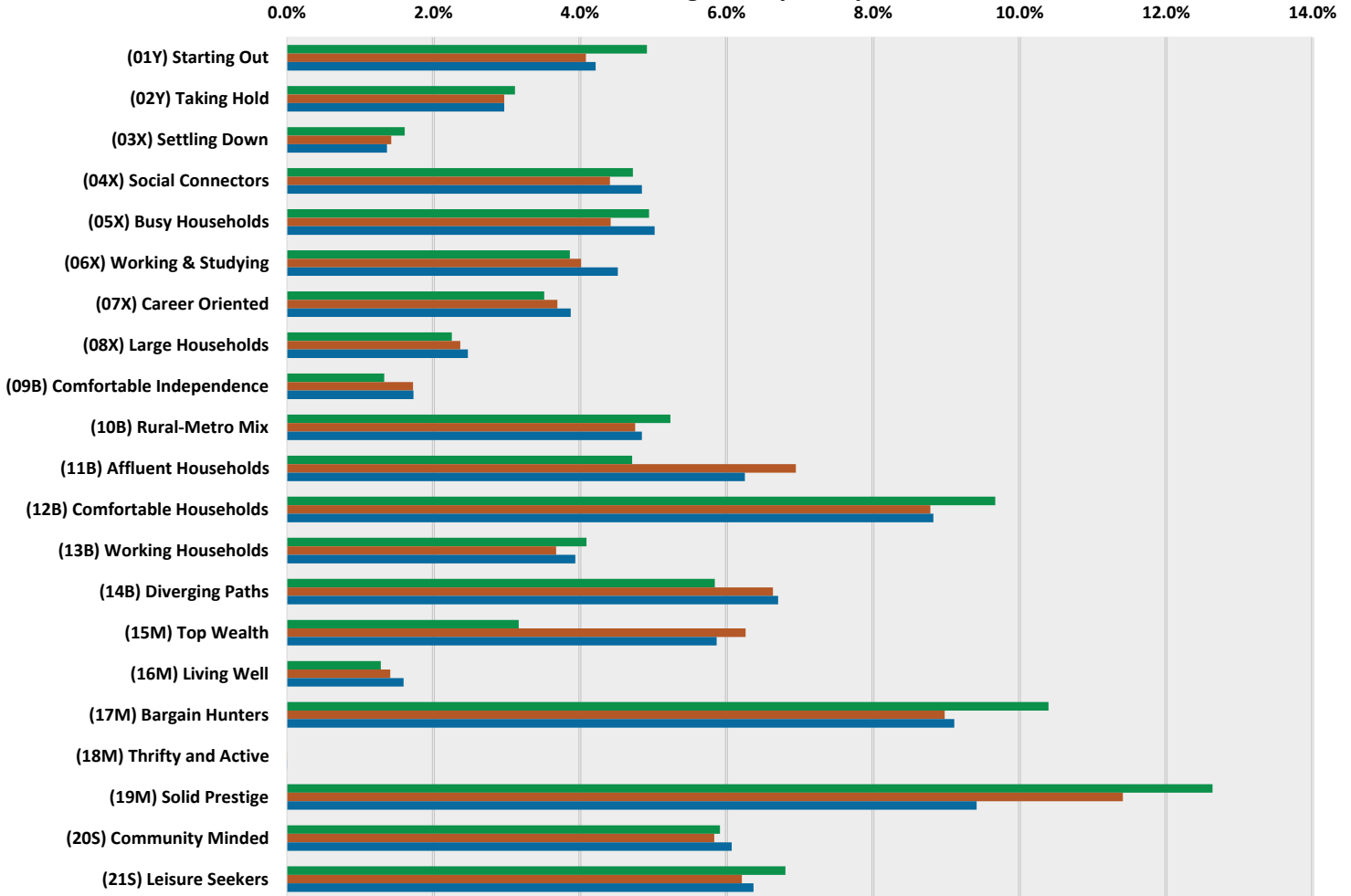
Household Segmentation Profile

For Market: Rosemead Blvd & Mission Dr

Date: 6/1/2017

	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
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Household Lifestage Group Comparison



	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
Total Households	40,693 100%	154,778 100%	380,662 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	08- Solid Surroundings	(19M) Solid Prestige	2,590	6.4%	7,853	5.1%	15,495	4.1%
2	53- Metro Strivers	(10B) Rural-Metro Mix	2,130	5.2%	7,357	4.8%	18,414	4.8%
3	17- Firmly Established	(12B) Comfortable Households	2,002	4.9%	7,156	4.6%	17,964	4.7%
4	63- Staying Home	(17M) Bargain Hunters	1,979	4.9%	6,547	4.2%	17,621	4.6%
5	09- Busy Schedules	(19M) Solid Prestige	1,973	4.8%	7,260	4.7%	14,566	3.8%
6	13- Work & Play	(12B) Comfortable Households	1,932	4.7%	6,439	4.2%	15,629	4.1%
7	36- Persistent & Productive	(20S) Community Minded	1,877	4.6%	6,723	4.3%	16,904	4.4%
8	38- Occupational Mix	(13B) Working Households	1,664	4.1%	5,687	3.7%	14,980	3.9%
9	33- Urban Diversity	(14B) Diverging Paths	1,608	4.0%	6,707	4.3%	17,111	4.5%
10	04- Top Professionals	(11B) Affluent Households	1,489	3.7%	6,056	3.9%	12,497	3.3%

* 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: Rosemead Blvd & Mission Dr

Date: 6/1/2017

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
TOTAL HOUSEHOLDS		40,693	100%	154,778	100%	380,662	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(01Y) Starting Out		1,999	4.9%	6,318	4.1%	16,041	4.2%
	39- Setting Goals	461	1.1%	1,491	1.0%	4,363	1.1%
	45- Offices & Entertainment	314	0.8%	1,192	0.8%	2,910	0.8%
	57- Collegiate Crowd	746	1.8%	2,153	1.4%	5,040	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	8	0.0%
	67- First Steps	479	1.2%	1,482	1.0%	3,720	1.0%
(02Y) Taking Hold		1,267	3.1%	4,594	3.0%	11,295	3.0%
	18- Climbing the Ladder	144	0.4%	474	0.3%	1,060	0.3%
	21- Children First	272	0.7%	936	0.6%	2,310	0.6%
	24- Career Building	674	1.7%	2,576	1.7%	6,620	1.7%
	30- Out & About	177	0.4%	606	0.4%	1,306	0.3%
(03X) Settling Down		654	1.6%	2,205	1.4%	5,204	1.4%
	34- Outward Bound	0	0.0%	0	0.0%	2	0.0%
	41- Rural Adventure	2	0.0%	7	0.0%	46	0.0%
	46- Rural & Active	652	1.6%	2,197	1.4%	5,155	1.4%
(04X) Social Connectors		1,922	4.7%	6,824	4.4%	18,448	4.8%
	42- Creative Variety	414	1.0%	1,535	1.0%	3,600	0.9%
	52- Stylish & Striving	803	2.0%	2,752	1.8%	7,114	1.9%
	59- Mobile Mixers	705	1.7%	2,537	1.6%	7,734	2.0%
(05X) Busy Households		2,012	4.9%	6,840	4.4%	19,113	5.0%
	37- Firm Foundations	797	2.0%	2,680	1.7%	6,975	1.8%
	62- Movies & Sports	1,214	3.0%	4,160	2.7%	12,138	3.2%
(06X) Working & Studying		1,571	3.9%	6,214	4.0%	17,200	4.5%
	61- City Life	535	1.3%	2,898	1.9%	8,652	2.3%
	69- Productive Havens	262	0.6%	748	0.5%	2,009	0.5%
	70- Favorably Frugal	774	1.9%	2,567	1.7%	6,540	1.7%
(07X) Career Oriented		1,429	3.5%	5,716	3.7%	14,747	3.9%
	06- Casual Comfort	402	1.0%	1,732	1.1%	4,106	1.1%
	10- Careers & Travel	140	0.3%	531	0.3%	1,450	0.4%
	20- Carving Out Time	131	0.3%	595	0.4%	1,562	0.4%
	26- Getting Established	757	1.9%	2,857	1.8%	7,629	2.0%
(08X) Large Households		916	2.3%	3,664	2.4%	9,406	2.5%
	11- Schools & Shopping	173	0.4%	692	0.4%	2,027	0.5%
	12- On the Go	202	0.5%	719	0.5%	1,712	0.4%
	19- Country Comfort	1	0.0%	17	0.0%	35	0.0%
	27- Tenured Proprietors	540	1.3%	2,235	1.4%	5,632	1.5%
(09B) Comfortable Independence		541	1.3%	2,665	1.7%	6,578	1.7%
	29- City Mixers	25	0.1%	772	0.5%	2,179	0.6%
	35- Working & Active	228	0.6%	828	0.5%	1,940	0.5%
	56- Metro Active	289	0.7%	1,065	0.7%	2,459	0.6%
(10B) Rural-Metro Mix		2,130	5.2%	7,359	4.8%	18,450	4.8%
	47- Rural Parents	0	0.0%	1	0.0%	16	0.0%
	53- Metro Strivers	2,130	5.2%	7,357	4.8%	18,414	4.8%
	60- Rural & Mobile	0	0.0%	1	0.0%	20	0.0%

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



Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(11B) Affluent Households		1,918	4.7%	10,752	6.9%	23,794	6.3%
	01- Summit Estates	197	0.5%	3,587	2.3%	8,307	2.2%
	04- Top Professionals	1,489	3.7%	6,056	3.9%	12,497	3.3%
	07- Active Lifestyles	232	0.6%	1,110	0.7%	2,990	0.8%
(12B) Comfortable Households		3,935	9.7%	13,595	8.8%	33,593	8.8%
	13- Work & Play	1,932	4.7%	6,439	4.2%	15,629	4.1%
	17- Firmly Established	2,002	4.9%	7,156	4.6%	17,964	4.7%
(13B) Working Households		1,664	4.1%	5,687	3.7%	14,986	3.9%
	38- Occupational Mix	1,664	4.1%	5,687	3.7%	14,980	3.9%
	48- Farm & Home	0	0.0%	0	0.0%	6	0.0%
(14B) Diverging Paths		2,377	5.8%	10,269	6.6%	25,522	6.7%
	16- Country Enthusiasts	0	0.0%	0	0.0%	4	0.0%
	22- Comfortable Cornerstones	125	0.3%	539	0.3%	1,546	0.4%
	31- Mid-Americana	456	1.1%	1,422	0.9%	3,214	0.8%
	32- Metro Mix	188	0.5%	1,601	1.0%	3,647	1.0%
	33- Urban Diversity	1,608	4.0%	6,707	4.3%	17,111	4.5%
(15M) Top Wealth		1,288	3.2%	9,691	6.3%	22,334	5.9%
	02- Established Elite	283	0.7%	4,878	3.2%	11,578	3.0%
	03- Corporate Connected	1,005	2.5%	4,814	3.1%	10,756	2.8%
(16M) Living Well		522	1.3%	2,183	1.4%	6,061	1.6%
	14- Career Centered	387	1.0%	1,507	1.0%	4,138	1.1%
	15- Country Ways	0	0.0%	0	0.0%	3	0.0%
	23- Good Neighbors	135	0.3%	676	0.4%	1,920	0.5%
(17M) Bargain Hunters		4,231	10.4%	13,898	9.0%	34,678	9.1%
	43- Work & Causes	541	1.3%	1,804	1.2%	4,075	1.1%
	44- Open Houses	441	1.1%	1,736	1.1%	3,930	1.0%
	55- Community Life	822	2.0%	2,461	1.6%	5,746	1.5%
	63- Staying Home	1,979	4.9%	6,547	4.2%	17,621	4.6%
	68- Staying Healthy	447	1.1%	1,350	0.9%	3,305	0.9%
(18M) Thrifty & Active		0	0.0%	1	0.0%	16	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	3	0.0%
	50- Rural Community	0	0.0%	0	0.0%	6	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	6	0.0%
(19M) Solid Prestige		5,141	12.6%	17,663	11.4%	35,837	9.4%
	05- Active & Involved	578	1.4%	2,550	1.6%	5,776	1.5%
	08- Solid Surroundings	2,590	6.4%	7,853	5.1%	15,495	4.1%
	09- Busy Schedules	1,973	4.8%	7,260	4.7%	14,566	3.8%
(20S) Community Minded		2,405	5.9%	9,028	5.8%	23,113	6.1%
	25- Clubs & Causes	262	0.6%	1,087	0.7%	2,901	0.8%
	28- Community Pillars	266	0.7%	1,218	0.8%	3,308	0.9%
	36- Persistent & Productive	1,877	4.6%	6,723	4.3%	16,904	4.4%
(21S) Leisure Seekers		2,769	6.8%	9,612	6.2%	24,248	6.4%
	49- Home & Garden	501	1.2%	1,934	1.2%	4,870	1.3%
	51- Role Models	464	1.1%	1,719	1.1%	4,184	1.1%
	64- Practical & Careful	313	0.8%	1,134	0.7%	2,896	0.8%
	65- Hobbies & Shopping	715	1.8%	2,161	1.4%	5,142	1.4%
	66- Helping Hands	777	1.9%	2,664	1.7%	7,155	1.9%

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



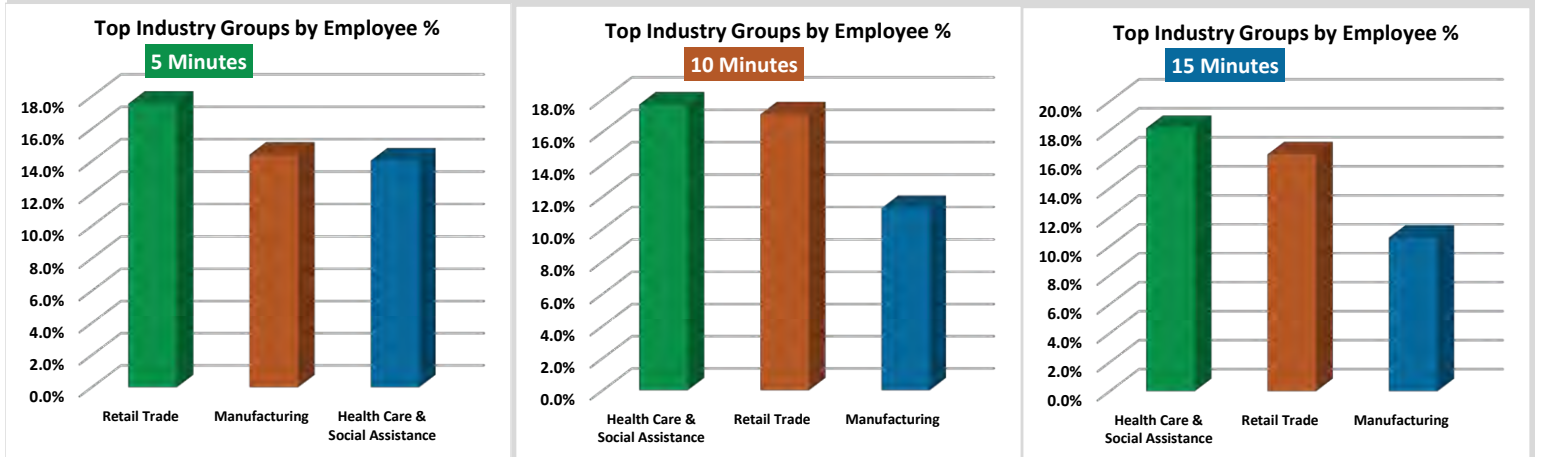
Employment Profile

For Market: Rosemead Blvd & Mission Dr
Market Definition: Rosemead Blvd & Mission Dr
Date Report Created: 6/1/2017

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	146,076	554,625	1,548,370
Student Population	31,667	137,630	449,121
Median Employee Salary	44,521	45,373	45,216
Average Employee Salary	52,597	53,251	53,459

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	2,046	3.5%	6,761	3.2%	18,375	3.1%
15,000 to 30,000 CrYr	11,448	19.8%	41,278	19.8%	123,311	20.5%
30,000 to 45,000 CrYr	16,194	28.1%	56,558	27.2%	160,593	26.7%
45,000 to 60,000 CrYr	9,340	16.2%	33,998	16.3%	98,516	16.4%
60,000 to 75,000 CrYr	6,568	11.4%	23,465	11.3%	65,882	11.0%
75,000 to 90,000 CrYr	5,130	8.9%	18,938	9.1%	53,178	8.9%
90,000 to 100,000 CrYr	2,091	3.6%	7,695	3.7%	21,263	3.5%
Over 100,000 CrYr	4,914	8.5%	19,415	9.3%	59,563	9.9%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	4,515	100%	57,732	100%	14,396	100%	208,107	100%	33,981	100%	600,681	100%
Accommodation & Food Services	297	6.6%	3,485	6.0%	884	6.1%	12,203	5.9%	2,080	6.1%	39,434	6.6%
Administration & Support Services	165	3.7%	1,663	2.9%	504	3.5%	8,657	4.2%	1,043	3.1%	25,532	4.3%
Agriculture, Forestry, Fishing, Hunting	7	0.2%	44	0.1%	27	0.2%	184	0.1%	66	0.2%	581	0.1%
Arts, Entertainment, & Recreation	76	1.7%	957	1.7%	251	1.7%	3,600	1.7%	625	1.8%	14,364	2.4%
Construction	170	3.8%	2,587	4.5%	587	4.1%	8,337	4.0%	1,319	3.9%	19,517	3.2%
Educational Services	151	3.3%	3,666	6.4%	459	3.2%	14,918	7.2%	1,015	3.0%	43,458	7.2%
Finance & Insurance	297	6.6%	3,218	5.6%	919	6.4%	11,116	5.3%	2,079	6.1%	27,296	4.5%
Health Care & Social Assistance	610	13.5%	8,104	14.0%	2,290	15.9%	36,791	17.7%	5,811	17.1%	109,020	18.1%
Information	73	1.6%	1,039	1.8%	236	1.6%	4,337	2.1%	604	1.8%	12,729	2.1%
Management of Companies & Enterprises	2	0.0%	58	0.1%	8	0.1%	274	0.1%	24	0.1%	1,237	0.2%
Manufacturing	342	7.6%	8,314	14.4%	968	6.7%	23,483	11.3%	1,942	5.7%	63,594	10.6%
Mining	2	0.0%	45	0.1%	5	0.0%	102	0.0%	18	0.1%	577	0.1%
Professional, Scientific, & Technical Services	396	8.8%	3,303	5.7%	1,291	9.0%	12,095	5.8%	3,537	10.4%	39,074	6.5%
Real Estate, Rental, Leasing	138	3.1%	846	1.5%	452	3.1%	2,905	1.4%	1,114	3.3%	9,096	1.5%
Retail Trade	897	19.9%	10,128	17.5%	2,696	18.7%	35,532	17.1%	6,103	18.0%	98,126	16.3%
Transportation & Storage	69	1.5%	1,333	2.3%	171	1.2%	3,605	1.7%	409	1.2%	10,421	1.7%
Utilities	5	0.1%	410	0.7%	21	0.1%	1,459	0.7%	43	0.1%	2,234	0.4%
Wholesale Trade	224	5.0%	1,533	2.7%	770	5.4%	5,480	2.6%	1,491	4.4%	13,265	2.2%
Other Services	595	13.2%	6,999	12.1%	1,856	12.9%	23,030	11.1%	4,659	13.7%	71,126	11.8%



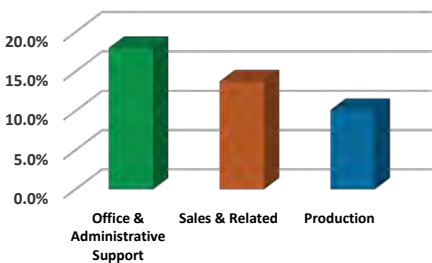
Employment Profile

For Market: Rosemead Blvd & Mission Dr
Market Definition: Rosemead Blvd & Mission Dr
Date Report Created: 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	28,240	48.9%	107,252	51.5%	315,086	52.5%
Architecture & Engineering	721	1.2%	2,593	1.2%	8,367	1.4%
Community & Social Science	1,309	2.3%	5,480	2.6%	18,231	3.0%
Computer/Mathematical Science	916	1.6%	3,285	1.6%	9,553	1.6%
Education, Training, & Library	3,217	5.6%	12,310	5.9%	36,256	6.0%
Entertainment & Media	699	1.2%	3,019	1.5%	10,435	1.7%
Healthcare Practitioners	3,316	5.7%	14,514	7.0%	41,060	6.8%
Healthcare Support	1,518	2.6%	6,412	3.1%	17,889	3.0%
Legal	283	0.5%	1,125	0.5%	4,767	0.8%
Life, Physical, & Social Science	430	0.7%	1,448	0.7%	4,625	0.8%
Management	3,194	5.5%	11,602	5.6%	33,793	5.6%
Office & Administrative Support	10,384	18.0%	38,029	18.3%	109,212	18.2%
Blue Collar	29,232	50.6%	100,059	48.1%	283,631	47.2%
Building & Grounds Cleaning & Maintenance	1,408	2.4%	5,891	2.8%	18,757	3.1%
Construction	2,121	3.7%	7,128	3.4%	17,324	2.9%
Farming, Fishing, & Forestry	50	0.1%	161	0.1%	498	0.1%
Food Service	3,558	6.2%	12,796	6.1%	40,089	6.7%
Installation & Maintenance	2,670	4.6%	8,528	4.1%	21,957	3.7%
Personal Care & Service	1,221	2.1%	5,031	2.4%	15,819	2.6%
Production	5,842	10.1%	17,173	8.3%	46,502	7.7%
Protective Service	610	1.1%	2,728	1.3%	9,136	1.5%
Sales & Related	7,935	13.7%	28,124	13.5%	78,865	13.1%
Transportation & Material Moving	3,817	6.6%	12,500	6.0%	34,685	5.8%
Military Services	260	0.5%	796	0.4%	1,964	0.3%

Top Occupations by Employee %

5 Minutes



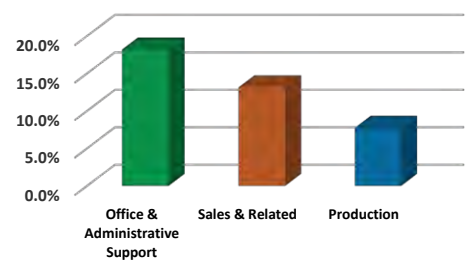
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

15 Minutes



Employee Totals and History

	#	#	#
Current	57,732	208,107	600,681
3rd Quarter 2016	55,578	199,243	576,828
2nd Quarter 2016	55,861	200,673	579,771
1st Quarter 2016	55,498	198,582	577,698
4th Quarter 2015	55,580	198,653	577,415
3rd Quarter 2015	52,611	186,419	543,052
2nd Quarter 2015	54,282	194,768	567,979
1st Quarter 2015	53,954	194,390	566,025
4th Quarter 2014	54,592	196,456	572,427



Consumer Demand & Market Supply Assessment

For Market: Rosemead Blvd & Mission Dr
Market Definition: Rosemead Blvd & Mission Dr
Date Report Created: 6/1/2017

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	144,578			534,827			1,309,266		
5-Year Population estimate	146,894			544,406			1,325,203		
Population Households	144,056			530,242			1,289,135		
Group Quarters Population	522			4,585			20,131		
Households	41,314			158,212			390,875		
5-Year Households estimate	42,127			162,507			402,483		
WorkPlace Establishments	4,638			14,779			34,786		
Workplace Employees	57,732			208,107			600,681		
Median Household Income	\$48,989			\$53,985			\$55,479		
By Establishments									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$297,271,545	\$179,886,120	(\$117,385,425)	\$1,095,529,314	\$787,376,857	(\$308,152,457)	\$2,700,619,388	\$1,325,637,169	(\$1,374,982,219)
Electronics/Appliance	\$48,911,748	\$21,092,334	(\$27,819,415)	\$179,931,806	\$120,317,689	(\$59,614,117)	\$455,392,670	\$344,727,567	(\$110,665,103)
Other Motor Vehicle Dealers	\$24,690,825	\$6,981,324	(\$17,709,501)	\$91,777,918	\$44,626,919	(\$47,151,000)	\$222,020,049	\$99,306,472	(\$122,713,577)
Gasoline Stations	\$187,268,521	\$174,263,089	(\$13,005,432)	\$692,930,854	\$702,799,146	\$9,868,292	\$1,679,872,605	\$2,303,308,938	\$623,436,333
Clothing Stores	\$116,740,431	\$105,448,737	(\$11,291,694)	\$432,867,736	\$326,190,549	(\$106,677,187)	\$1,049,999,356	\$1,296,888,323	\$246,888,966
Full-Service Restaurants	\$124,089,024	\$113,087,927	(\$11,001,097)	\$452,593,984	\$417,153,760	(\$35,440,225)	\$1,205,099,867	\$1,175,614,377	(\$29,485,491)
Office Supplies/Stationary/Gift	\$15,964,365	\$5,696,864	(\$10,267,501)	\$58,961,015	\$39,258,732	(\$19,702,283)	\$144,887,010	\$151,489,428	\$6,602,417
Special Food Services	\$25,363,970	\$15,482,557	(\$9,881,413)	\$93,033,927	\$68,869,797	(\$24,164,130)	\$241,879,745	\$281,824,345	\$39,944,600
Building Material/Supplies Dealers	\$132,389,633	\$122,726,758	(\$9,662,875)	\$488,696,706	\$407,730,663	(\$80,966,043)	\$1,185,340,092	\$1,225,139,675	\$39,799,583
Lawn/Garden Equipment/Supplies Stores	\$15,226,090	\$9,143,963	(\$6,082,126)	\$56,326,140	\$32,631,566	(\$23,694,574)	\$136,278,060	\$92,359,966	(\$43,918,094)
Shoe Stores	\$15,275,682	\$9,752,715	(\$5,522,967)	\$56,503,726	\$56,148,779	(\$354,947)	\$137,317,578	\$214,770,165	\$77,452,587
Used Merchandise Stores	\$7,831,259	\$3,621,118	(\$4,210,140)	\$29,003,985	\$14,352,148	(\$14,651,837)	\$70,313,011	\$82,745,389	\$12,432,378
Bar/Drinking Places (Alcoholic Beverages)	\$6,544,880	\$2,402,831	(\$4,142,050)	\$23,673,483	\$17,527,609	(\$6,145,874)	\$65,219,425	\$52,501,549	(\$12,717,876)
Direct Selling Establishments	\$14,543,752	\$10,875,186	(\$3,668,566)	\$53,668,700	\$59,014,752	\$5,346,051	\$130,251,133	\$137,896,245	\$7,645,112
Jewelry/Luggage/Leather Goods	\$15,185,434	\$11,937,154	(\$3,248,280)	\$56,340,522	\$29,016,818	(\$27,323,704)	\$136,582,396	\$135,633,110	(\$949,286)
Other General Merchandise Stores	\$261,983,712	\$259,745,184	(\$2,238,529)	\$967,178,533	\$781,046,134	(\$186,132,399)	\$2,349,123,971	\$1,967,197,958	(\$381,926,013)
Home Furnishing Stores	\$23,228,314	\$21,239,340	(\$1,988,973)	\$85,845,120	\$85,381,160	(\$463,959)	\$208,171,699	\$262,428,604	\$54,256,905
Automotive Parts/Accessories/Tire	\$40,592,880	\$39,082,814	(\$1,510,067)	\$149,614,982	\$136,864,023	(\$12,750,958)	\$363,128,639	\$353,668,095	(\$9,460,544)
Book/Periodical/Music Stores	\$10,366,201	\$9,236,312	(\$1,129,889)	\$38,417,552	\$37,175,556	(\$1,241,996)	\$93,798,654	\$107,253,419	\$13,454,765
Beer/Wine/Liquor Stores	\$20,605,437	\$20,288,773	(\$316,663)	\$76,304,619	\$58,508,617	(\$17,796,002)	\$185,328,054	\$173,945,495	(\$11,382,559)
Sporting Goods/Hobby/Musical Instrument	\$30,032,429	\$30,649,949	\$617,521	\$111,384,315	\$128,888,069	\$17,503,753	\$270,509,507	\$280,226,016	\$9,716,508
Florists/Misc. Store Retailers	\$3,301,664	\$4,511,686	\$1,210,022	\$12,213,041	\$12,984,872	\$771,831	\$29,549,221	\$48,708,429	\$19,159,208
Other Misc. Store Retailers	\$34,293,199	\$36,477,572	\$2,184,373	\$126,885,766	\$150,119,171	\$23,233,405	\$307,113,658	\$453,400,122	\$146,286,464
Specialty Food Stores	\$14,988,569	\$24,146,562	\$9,157,993	\$55,321,461	\$83,438,105	\$28,116,644	\$134,256,171	\$212,546,179	\$78,290,008
Furniture Stores	\$26,621,519	\$41,112,554	\$14,491,035	\$98,737,414	\$118,845,345	\$20,107,930	\$239,337,369	\$330,532,743	\$91,195,374
Department Stores	\$70,195,150	\$85,668,115	\$15,472,965	\$259,587,887	\$289,367,143	\$29,779,256	\$630,259,301	\$780,254,086	\$149,994,785
Limited-Service Eating Places	\$116,560,432	\$134,570,259	\$18,009,826	\$427,532,752	\$404,155,558	(\$23,377,194)	\$1,111,534,468	\$1,217,964,526	\$106,430,058
Health/Personal Care Stores	\$137,113,427	\$156,286,948	\$19,173,521	\$505,049,859	\$538,650,833	\$33,600,974	\$1,225,474,480	\$1,431,462,725	\$205,988,245
Vending Machine Operators (Non-Store)	\$14,111,554	\$37,243,776	\$23,132,222	\$52,056,095	\$88,966,459	\$36,910,365	\$127,143,920	\$160,340,393	\$33,196,473
Grocery Stores	\$259,507,929	\$359,903,719	\$100,395,791	\$957,863,280	\$1,220,363,271	\$262,499,991	\$2,324,420,400	\$3,017,133,542	\$692,713,142
Automotive Dealers	\$434,324,569	\$711,371,724	\$277,047,155	\$1,614,593,981	\$2,027,884,470	\$413,290,489	\$3,907,233,956	\$4,785,834,547	\$878,600,592



Consumer Demand & Market Supply Assessment

For Market: Rosemead Blvd & Mission Dr
Market Definition: Rosemead Blvd & Mission Dr
Date Report Created: 6/1/2017

	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
By Major Product Lines									
Drugs/Health Aids/Beauty Aids/Cosmetics	\$293,281,008	\$257,041,678	(\$36,239,330)	\$1,079,584,268	\$918,510,642	(\$161,073,626)	\$2,620,372,000	\$2,219,365,299	(\$401,006,701)
All Other Merchandise	\$97,976,888	\$70,931,989	(\$27,044,900)	\$362,632,042	\$294,825,141	(\$67,806,902)	\$878,726,987	\$792,106,652	(\$86,620,335)
Computer Hardware/Software/Supplies	\$55,009,670	\$35,932,368	(\$19,077,302)	\$198,449,134	\$164,627,096	(\$33,822,038)	\$548,404,394	\$333,991,262	(\$214,413,132)
Womens/Juniors/Misses Wear	\$97,965,343	\$80,858,153	(\$17,107,190)	\$363,682,816	\$268,757,608	(\$94,925,208)	\$880,378,166	\$888,734,484	\$8,356,318
Alcoholic Drinks Served at the Establishment	\$56,515,423	\$41,681,755	(\$14,833,669)	\$204,114,361	\$160,319,611	(\$43,794,750)	\$565,921,984	\$458,230,886	(\$107,691,097)
Footwear, including Accessories	\$37,542,753	\$26,538,885	(\$11,003,868)	\$138,827,589	\$113,007,693	(\$25,819,897)	\$337,436,320	\$372,157,174	\$34,720,854
Pets/Pet Foods/Pet Supplies	\$20,070,381	\$14,357,904	(\$5,712,477)	\$74,761,194	\$54,498,172	(\$20,263,022)	\$180,231,468	\$154,077,872	(\$26,153,596)
Jewelry (including Watches)	\$22,626,249	\$17,705,130	(\$4,921,118)	\$83,962,473	\$52,403,742	(\$31,558,732)	\$203,586,676	\$191,712,304	(\$11,874,371)
Lawn/Garden/Farm Equipment/Supplies	\$39,195,032	\$35,550,464	(\$3,644,568)	\$144,889,495	\$122,221,733	(\$22,667,762)	\$350,602,298	\$336,353,108	(\$14,249,190)
Furniture/Sleep/Outdoor/Patio Furniture	\$66,056,898	\$62,866,720	(\$3,190,179)	\$245,009,117	\$205,839,802	(\$39,169,315)	\$593,904,194	\$535,286,749	(\$58,617,445)
Audio Equipment/Musical Instruments	\$14,502,552	\$12,302,784	(\$2,199,768)	\$53,745,640	\$52,476,235	(\$1,269,405)	\$130,372,729	\$118,094,827	(\$12,277,902)
Kitchenware/Home Furnishings	\$29,408,869	\$27,289,526	(\$2,119,343)	\$108,737,922	\$100,706,174	(\$8,031,748)	\$263,838,270	\$266,249,435	\$2,411,165
Floor/Floor Coverings	\$18,875,487	\$16,783,877	(\$2,091,611)	\$69,484,451	\$62,066,594	(\$7,417,856)	\$168,765,474	\$182,772,975	\$14,007,501
Dimensional Lumber/Other Building Materials	\$53,780,853	\$51,736,658	(\$2,044,195)	\$198,231,699	\$172,352,808	(\$25,878,891)	\$481,253,213	\$517,824,664	\$36,571,451
Mens Wear	\$37,512,793	\$35,679,648	(\$1,833,145)	\$139,171,034	\$121,960,094	(\$17,210,940)	\$338,090,356	\$382,311,360	\$44,221,004
Books/Periodicals	\$11,691,743	\$10,691,448	(\$1,000,295)	\$43,417,697	\$43,251,680	(\$166,017)	\$105,833,970	\$112,135,643	\$6,301,673
Hardware/Tools/Plumbing/Electrical Supplies	\$37,197,479	\$36,351,462	(\$846,017)	\$137,280,031	\$122,417,249	(\$14,862,782)	\$333,057,511	\$351,020,951	\$17,963,440
Photographic Equipment/Supplies	\$2,918,684	\$2,596,797	(\$321,887)	\$10,842,919	\$11,261,602	\$418,683	\$26,279,150	\$28,617,075	\$2,337,925
Paints/Sundries/Wallpaper/Wall Coverings	\$9,780,153	\$9,532,371	(\$247,782)	\$36,015,970	\$31,669,224	(\$4,346,746)	\$87,524,822	\$94,750,374	\$7,225,552
Major Household Appliances	\$8,709,825	\$8,700,422	(\$9,403)	\$32,743,641	\$34,513,126	\$1,769,485	\$78,739,318	\$96,624,619	\$17,885,301
Automotive Lubricants (incl Oil, Greases)	\$8,709,825	\$8,700,422	(\$9,403)	\$32,743,641	\$34,513,126	\$1,769,485	\$78,739,318	\$96,624,619	\$17,885,301
Televisions/VCR/Video Cameras/DVD etc	\$17,094,403	\$17,210,500	\$116,097	\$63,248,945	\$68,958,251	\$5,709,306	\$153,775,579	\$169,625,594	\$15,850,015
Sewing/Knitting Materials/Supplies	\$1,158,734	\$1,441,439	\$282,705	\$4,290,477	\$5,708,465	\$1,417,988	\$10,371,733	\$12,782,555	\$2,410,822
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$5,523,584	\$5,903,654	\$380,070	\$20,342,734	\$30,554,116	\$10,211,382	\$49,223,498	\$73,703,721	\$24,480,223
Small Electric Appliances	\$5,259,031	\$5,723,052	\$464,021	\$19,412,417	\$20,764,102	\$1,351,686	\$47,061,740	\$49,339,534	\$2,277,794
Cigars/Cigarettes/Tobacco/Accessories	\$30,744,601	\$31,354,867	\$610,266	\$112,153,459	\$112,650,087	\$496,629	\$272,673,309	\$323,390,891	\$50,717,582
Sporting Goods (incl Bicycles/Sports Vehicles)	\$22,423,528	\$23,674,813	\$1,251,285	\$83,368,946	\$96,330,485	\$12,961,539	\$202,700,684	\$206,388,673	\$3,687,989
Optical Goods (incl Eyeglasses, Sunglasses)	\$5,457,037	\$6,882,101	\$1,425,063	\$20,392,040	\$23,321,164	\$2,929,124	\$49,103,853	\$61,163,741	\$12,059,888
Toys/Hobby Goods/Games	\$12,989,194	\$15,368,674	\$2,379,480	\$48,008,717	\$58,434,270	\$10,425,554	\$116,770,537	\$138,128,465	\$21,357,929
Curtains/Draperies/Slipcovers/Bed/Coverings	\$11,029,284	\$13,450,435	\$2,421,151	\$40,957,435	\$48,223,186	\$7,265,751	\$98,895,455	\$124,151,741	\$25,256,286
Childrens Wear/Infants/Toddlers Clothing	\$16,298,825	\$18,847,473	\$2,548,648	\$60,339,192	\$62,208,006	\$1,868,814	\$147,742,891	\$200,637,280	\$52,894,389
Paper/Related Products	\$11,239,868	\$15,092,826	\$3,852,958	\$41,457,676	\$49,088,433	\$7,630,757	\$100,428,303	\$125,528,792	\$25,100,488
Automotive Tires/Tubes/Batteries/Parts	\$77,629,447	\$81,581,926	\$3,952,479	\$285,881,287	\$264,100,357	(\$21,780,930)	\$694,201,812	\$640,978,936	(\$53,222,876)
Soaps/Detergents/Household Cleaners	\$12,673,536	\$17,194,715	\$4,521,179	\$46,628,405	\$56,168,311	\$9,539,906	\$113,028,045	\$144,247,768	\$31,219,724
Automotive Fuels	\$171,607,335	\$177,460,721	\$5,853,386	\$635,779,136	\$689,933,383	\$54,154,247	\$1,539,495,884	\$2,190,827,956	\$651,332,072
Packaged Liquor/Wine/Beer	\$45,362,805	\$52,383,716	\$7,020,910	\$168,294,353	\$170,351,383	\$2,057,030	\$407,746,601	\$452,345,315	\$44,598,715
Meats/Nonalcoholic Beverages	\$229,249,166	\$240,595,061	\$11,345,895	\$841,030,369	\$799,311,210	(\$41,719,159)	\$2,185,449,624	\$2,391,830,787	\$206,381,163
Retailer Services	\$74,269,209	\$93,438,775	\$19,169,566	\$276,992,429	\$295,527,649	\$18,535,220	\$667,658,285	\$727,768,007	\$60,109,722
Groceries/Other Food Items (Off Premises)	\$400,073,404	\$480,690,583	\$80,617,179	\$1,476,816,379	\$1,570,360,126	\$93,543,747	\$3,577,902,069	\$3,894,310,954	\$316,408,885
Autos/Cars/Vans/Trucks/Motorcycles	\$379,933,304	\$604,778,375	\$224,845,071	\$1,412,923,868	\$1,737,692,883	\$324,769,015	\$3,419,771,249	\$4,096,798,479	\$677,027,230



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

Market Outlook is based on the following -

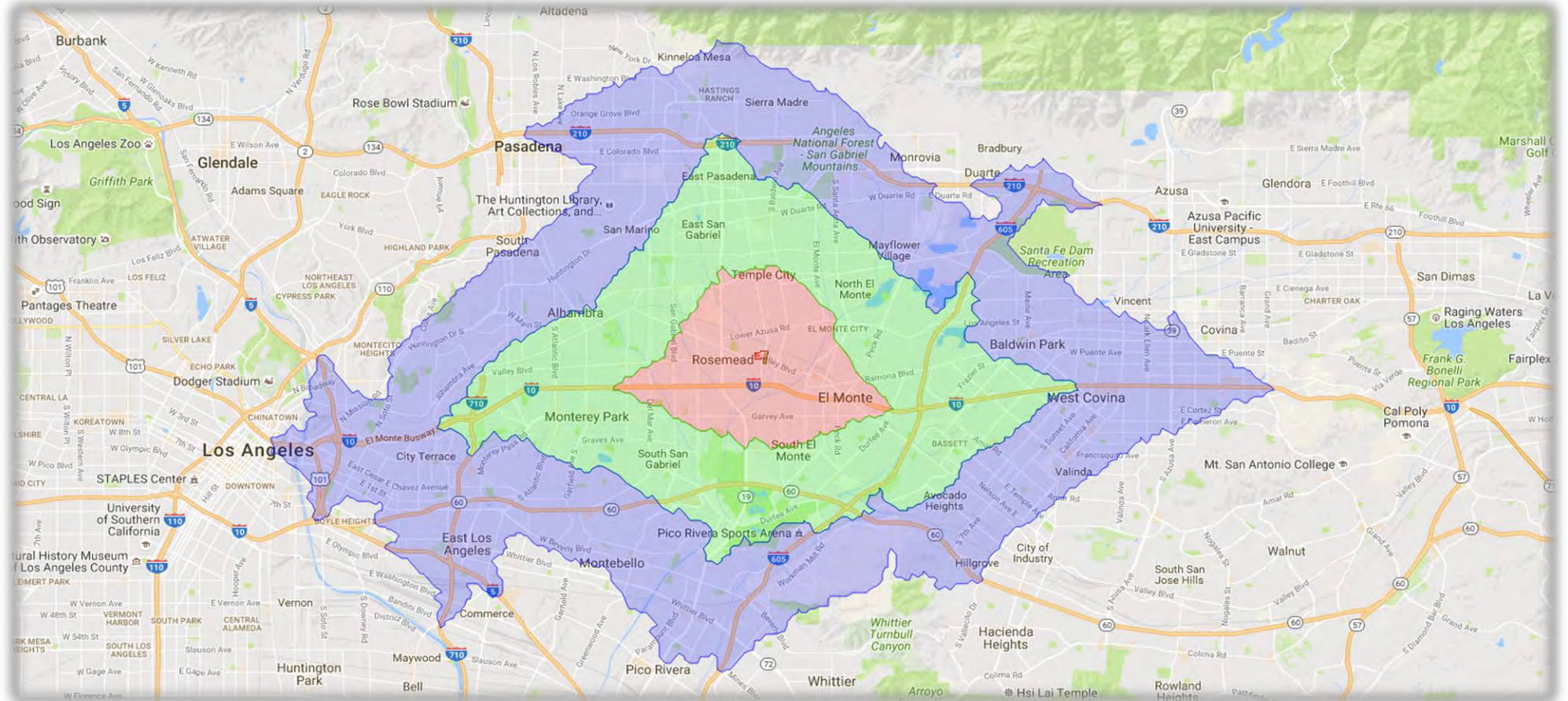
- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

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.

Valley Blvd and Temple City Blvd Rosemead, CA

June 2017



	5 Minutes	10 Minutes	15 Minutes
Population	134,826	511,277	1,183,345
Daytime Population	137,858	518,458	1,351,079
Households	36,247	146,692	345,032
Average Age	38.5	39.3	34.4
Average HH Income	\$62,055	\$71,740	\$75,662
White Collar (Residents)	53%	58%	58%
Some College or Degree	38%	44%	44%

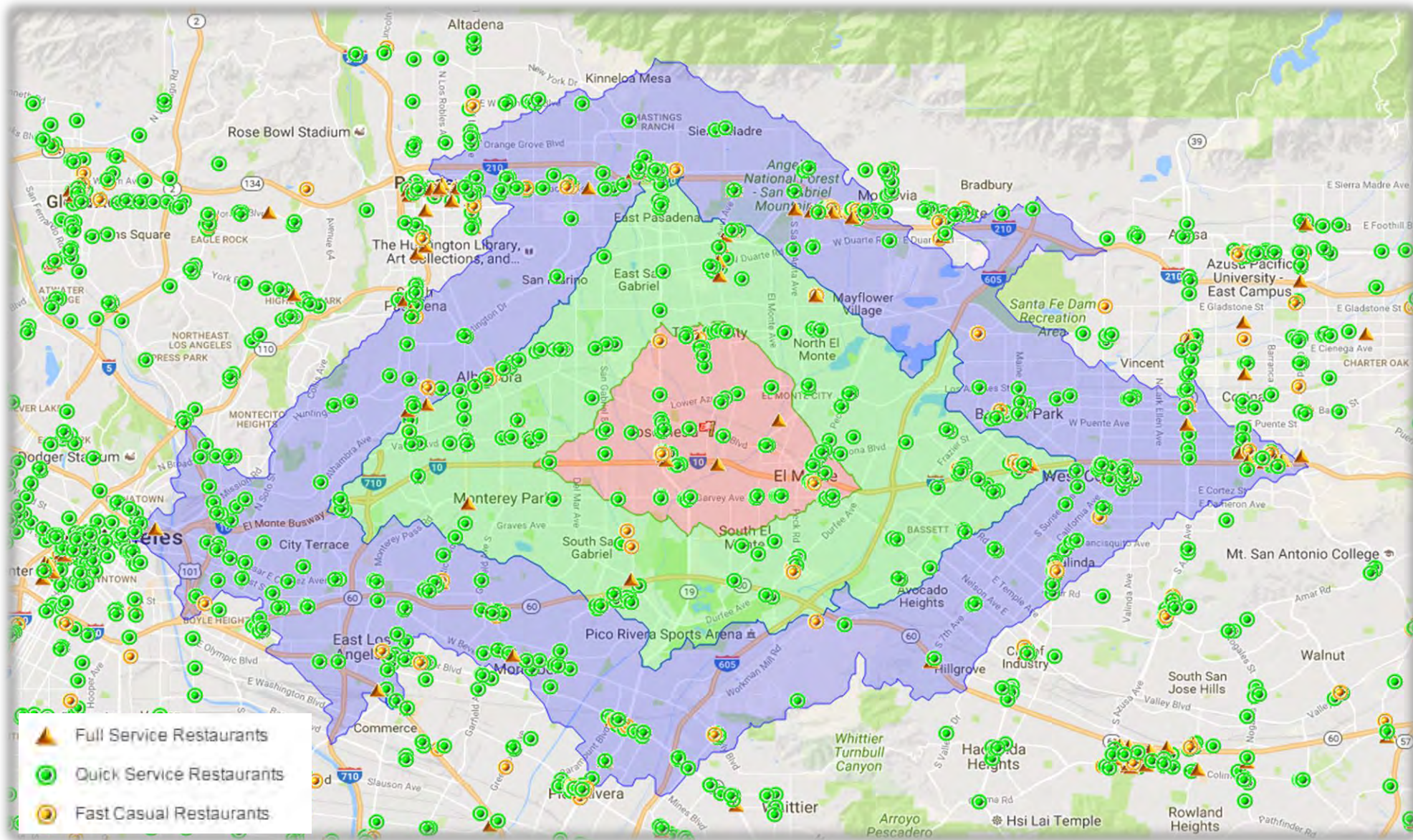
Traffic Counts	
Valley Blvd & Temple City Blvd	> 22,240
Temple City Blvd & Lorica St	> 17,900



Valley Blvd and Temple City Blvd Restaurants

June 2017

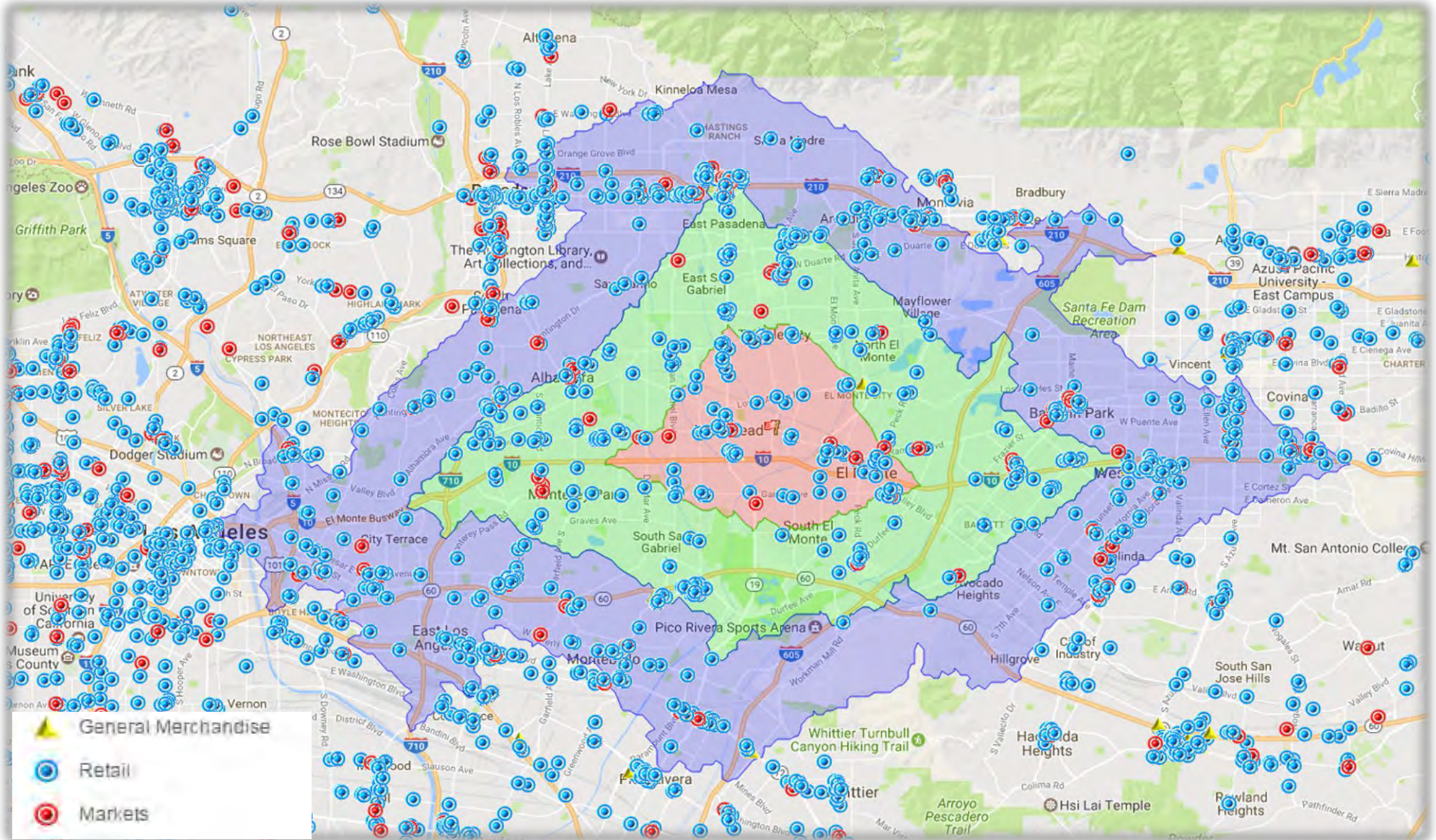
5 Minutes 10 Minutes 15 Minutes



Valley Blvd and Temple City Blvd General Merchandise/Retail/Markets

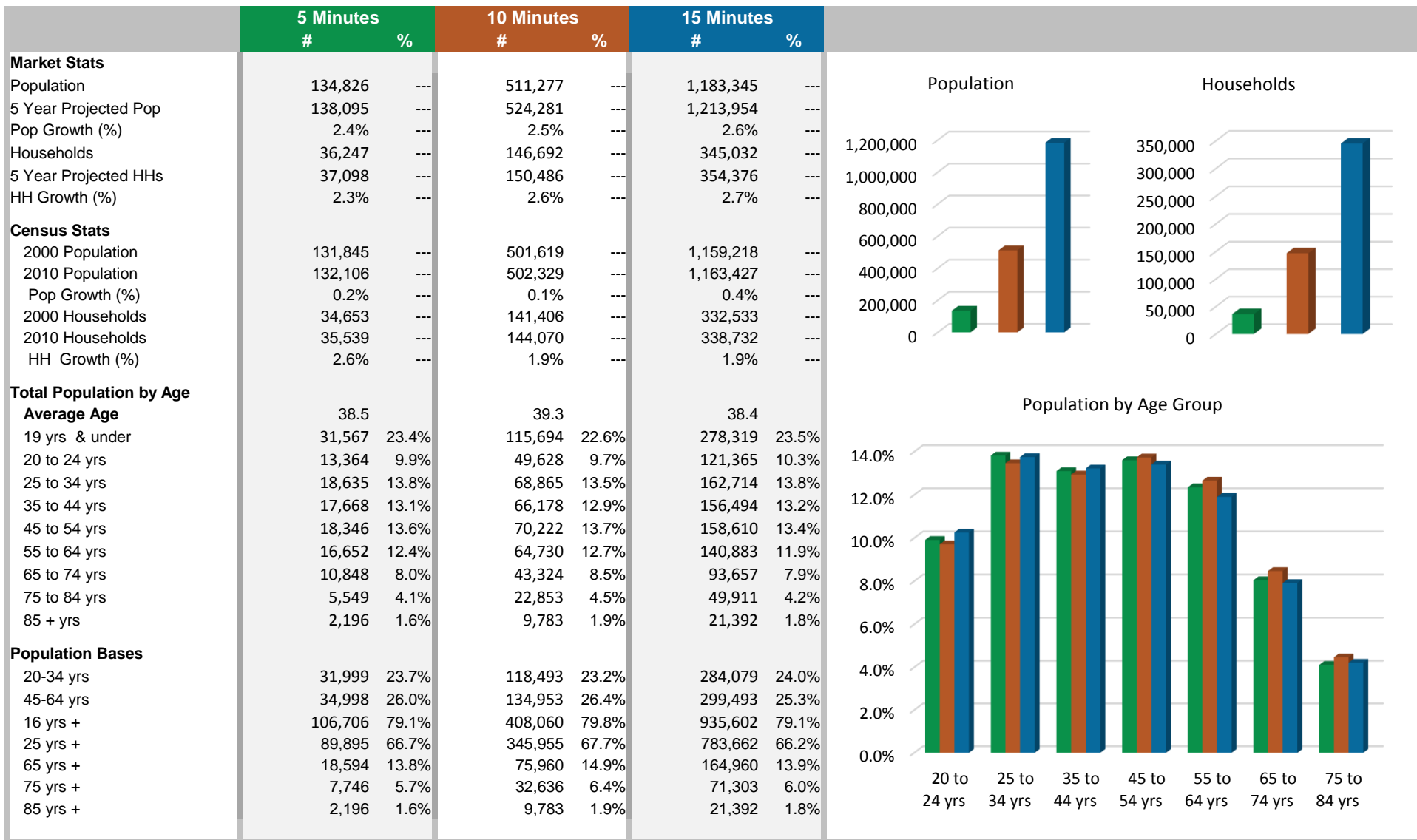
June 2017

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For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Valley Blvd & Temple City Blvd
 Valley Blvd & Temple City Blvd
 6/1/2017

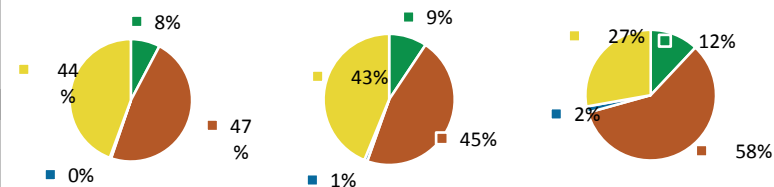


For Market:
Market Definition:
Date Report Created:

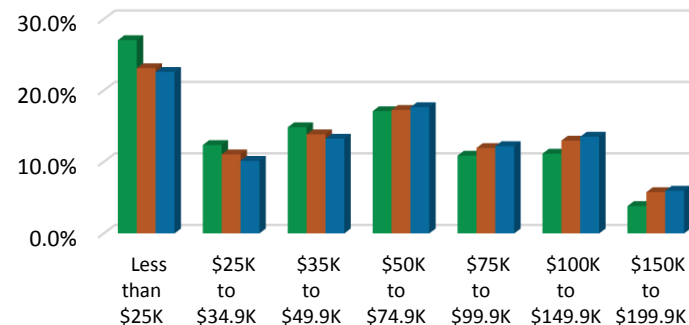
Consumer Demographic Profile
 Valley Blvd & Temple City Blvd
 Valley Blvd & Temple City Blvd
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	10,318	7.7%	47,297	9.3%	139,902	11.8%
Hispanic	63,381	47.0%	232,277	45.4%	684,354	57.8%
African American	514	0.4%	3,863	0.8%	17,898	1.5%
Asian	59,237	43.9%	221,042	43.2%	324,057	27.4%
Ancestry						
American Indian (ancestry)	167	0.1%	657	0.1%	1,752	0.1%
Hawaiian (ancestry)	65	0.0%	314	0.1%	713	0.1%
Household Income						
Per Capita Income	\$16,683	---	\$20,583	---	\$22,061	---
Average HH Income	\$62,055	---	\$71,740	---	\$75,662	---
Median HH Income	\$44,514	---	\$52,572	---	\$55,157	---
Less than \$25K	9,805	27.1%	33,902	23.1%	77,944	22.6%
\$25K to \$34.9K	4,479	12.4%	16,205	11.0%	35,030	10.2%
\$35K to \$49.9K	5,378	14.8%	20,321	13.9%	45,670	13.2%
\$50K to \$74.9K	6,196	17.1%	25,332	17.3%	60,904	17.7%
\$75K to \$99.9K	3,941	10.9%	17,513	11.9%	42,109	12.2%
\$100K to \$149.9K	4,043	11.2%	19,035	13.0%	46,643	13.5%
\$150K to \$199.9K	1,388	3.8%	8,465	5.8%	20,605	6.0%
\$200K +	1,016	2.8%	5,919	4.0%	16,127	4.7%
Education						
Less than 9th Grade	20,259	22.5%	60,640	17.5%	139,292	17.8%
Some HS, No Diploma	11,103	12.4%	37,827	10.9%	90,137	11.5%
HS Grad (or Equivalent)	23,446	26.1%	87,074	25.2%	187,309	23.9%
Some College, No Degree	12,601	14.0%	52,120	15.1%	128,134	16.4%
Associate Degree	5,643	6.3%	24,334	7.0%	52,554	6.7%
Bachelor Degree	12,411	13.8%	59,150	17.1%	125,012	16.0%
Graduates Degree	3,356	3.7%	17,723	5.1%	40,915	5.2%

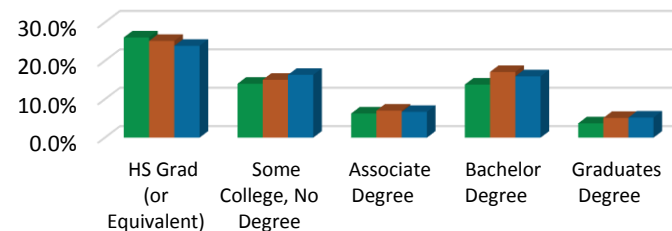
Ethnic Breakdown



Household Income Levels - %



Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Valley Blvd & Temple City Blvd
 Valley Blvd & Temple City Blvd
 6/1/2017

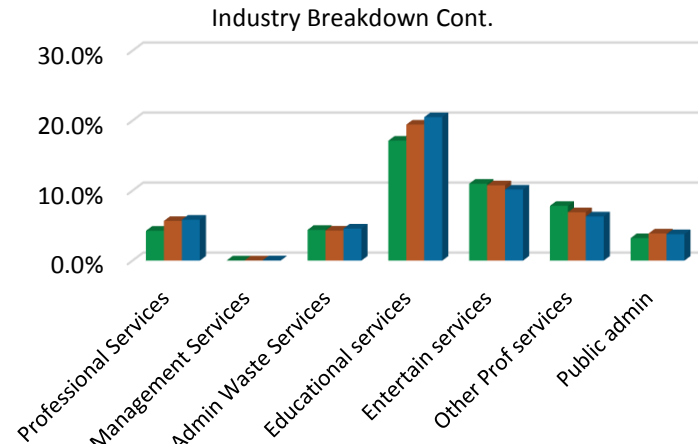
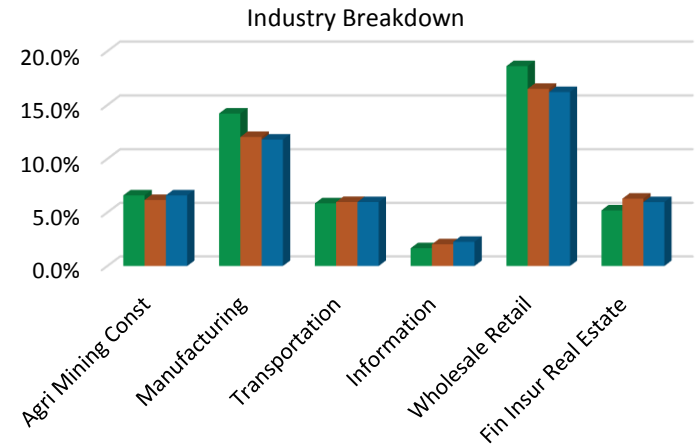
	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	30,143		117,925		268,997	
Single - Male	2,446	8.1%	9,056	7.7%	19,157	7.1%
Single - Female	3,799	12.6%	15,612	13.2%	36,125	13.4%
Single Parent - Male	1,311	4.4%	3,977	3.4%	9,657	3.6%
Single Parent - Female	2,377	7.9%	8,919	7.6%	24,354	9.1%
Married w/ Children	9,213	30.6%	35,869	30.4%	81,594	30.3%
Married w/out Children	10,997	36.5%	44,491	37.7%	98,111	36.5%
Household Size						
1 Person	4,725	13.0%	22,482	15.3%	59,319	17.2%
2 People	7,340	20.2%	33,583	22.9%	80,368	23.3%
3 People	6,627	18.3%	27,804	19.0%	61,688	17.9%
4 to 6 People	14,177	39.1%	51,809	35.3%	118,352	34.3%
7+ People	3,378	9.3%	11,014	7.5%	25,304	7.3%
Home Ownership	36,247		146,692		345,032	
Owners	17,150	47.3%	76,170	51.9%	177,798	51.5%
Renters	19,097	52.7%	70,521	48.1%	167,234	48.5%
Components of Change						
Births	1,731	1.3%	6,466	1.3%	15,445	1.3%
Deaths	962	0.7%	3,922	0.8%	8,634	0.7%
Migration	377	0.3%	140	0.0%	-1,899	-0.2%
Employment (Pop 16+)	106,706		408,060		935,602	
Armed Services	15	0.0%	127	0.0%	331	0.0%
Civilian	63,307	59.3%	244,015	59.8%	572,527	61.2%
Employed	60,056	56.3%	231,924	56.8%	541,458	57.9%
Unemployed	3,251	3.0%	12,091	3.0%	31,070	3.3%
Not in Labor Force	43,384	40.7%	163,918	40.2%	362,744	38.8%
Employed Population	60,056		231,924		541,458	
White Collar	31,870	53.1%	134,649	58.1%	315,410	58.3%
Blue Collar	28,186	46.9%	97,275	41.9%	226,047	41.7%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Valley Blvd & Temple City Blvd
 Valley Blvd & Temple City Blvd
 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	60,056		231,924		541,458	
White Collar	31,870	53.1%	134,649	58.1%	315,410	58.3%
Managerial executive	5,990	10.0%	28,892	12.5%	65,350	12.1%
Prof specialty	8,029	13.4%	38,822	16.7%	97,147	17.9%
Healthcare support	1,865	3.1%	6,627	2.9%	13,052	2.4%
Sales	7,371	12.3%	26,594	11.5%	59,145	10.9%
Office Admin	8,616	14.3%	33,714	14.5%	80,716	14.9%
Blue Collar	28,186	46.9%	97,275	41.9%	226,047	41.7%
Protective	781	1.3%	3,366	1.5%	9,301	1.7%
Food Prep Serving	4,049	6.7%	15,858	6.8%	32,857	6.1%
Bldg Maint/Cleaning	2,622	4.4%	8,591	3.7%	22,305	4.1%
Personal Care	4,143	6.9%	15,375	6.6%	29,488	5.4%
Farming/Fishing/Forestry	276	0.5%	1,084	0.5%	2,850	0.5%
Construction	5,252	8.7%	17,874	7.7%	43,569	8.0%
Production Transp	11,062	18.4%	35,126	15.1%	85,677	15.8%
Employment By Industry	60,056		231,924		541,458	
Agri Mining Const	3,961	6.6%	14,297	6.2%	35,720	6.6%
Manufacturing	8,538	14.2%	27,916	12.0%	63,878	11.8%
Transportation	3,514	5.9%	13,864	6.0%	32,329	6.0%
Information	997	1.7%	4,714	2.0%	12,207	2.3%
Wholesale Retail	11,181	18.6%	38,288	16.5%	87,781	16.2%
Fin Insur Real Estate	3,119	5.2%	14,582	6.3%	32,306	6.0%
Professional Services	2,564	4.3%	13,153	5.7%	31,646	5.8%
Management Services	16	0.0%	79	0.0%	213	0.0%
Admin Waste Services	2,638	4.4%	9,969	4.3%	24,779	4.6%
Educational services	10,296	17.1%	45,086	19.4%	111,005	20.5%
Entertain services	6,599	11.0%	24,966	10.8%	54,999	10.2%
Other Prof services	4,701	7.8%	16,021	6.9%	34,172	6.3%
Public admin	1,933	3.2%	8,989	3.9%	20,424	3.8%



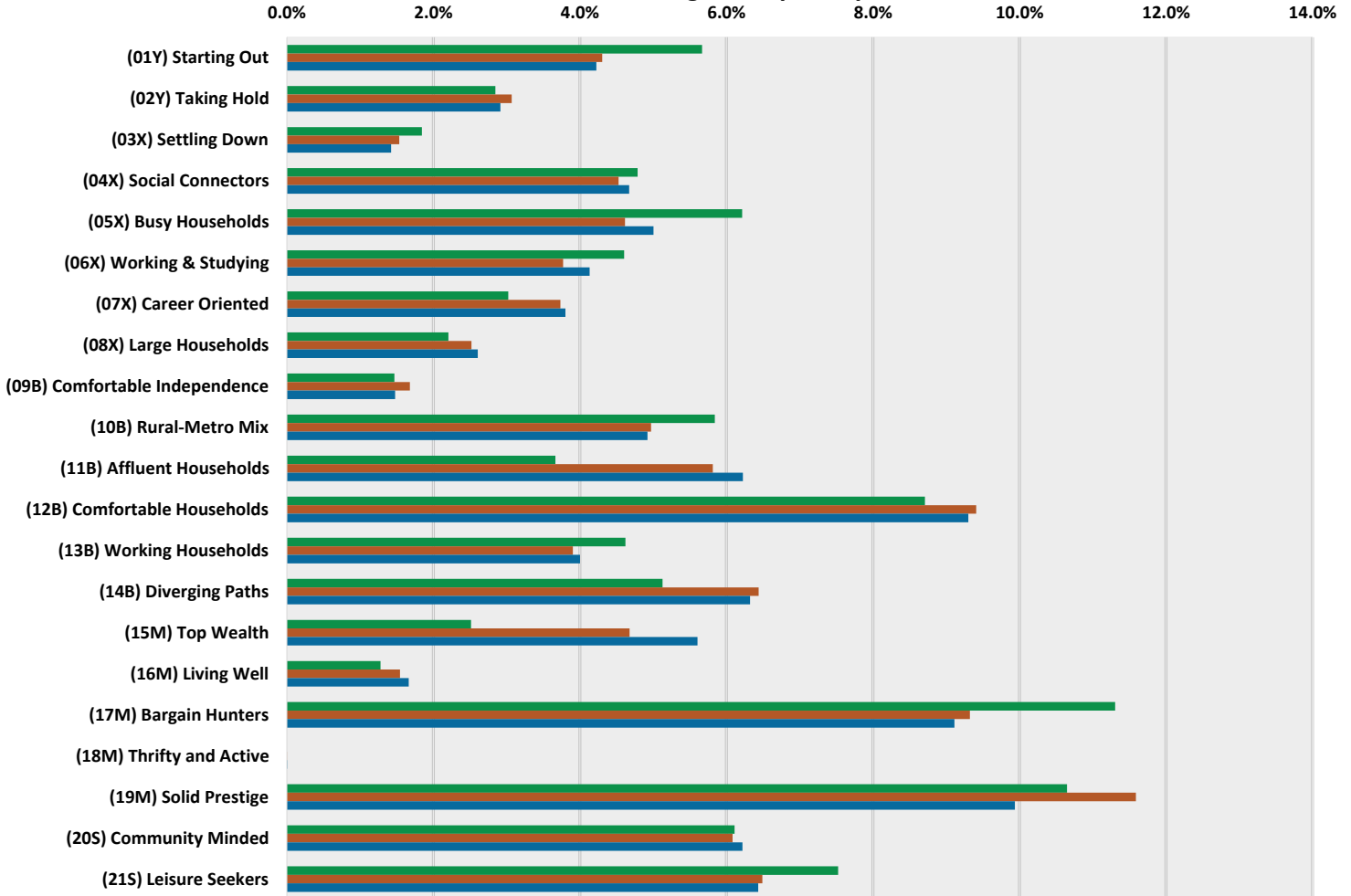
Household Segmentation Profile

For Market: Valley Blvd & Temple City Blvd

Date: 6/1/2017

	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minutes Drive Time	Trade Area 3: 15 Minute Drive Time
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Household Lifestage Group Comparison



	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minutes Drive Time	Trade Area 3: 15 Minute Drive Time
Total Households	35,485 100%	143,659 100%	337,171 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	53- Metro Strivers	(10B) Rural-Metro Mix	2,073	5.8%	7,137	5.0%	16,561	4.9%
2	08- Solid Surroundings	(19M) Solid Prestige	1,925	5.4%	7,568	5.3%	14,603	4.3%
3	63- Staying Home	(17M) Bargain Hunters	1,904	5.4%	6,168	4.3%	15,208	4.5%
4	36- Persistent & Productive	(20S) Community Minded	1,703	4.8%	6,501	4.5%	15,372	4.6%
5	38- Occupational Mix	(13B) Working Households	1,640	4.6%	5,608	3.9%	13,486	4.0%
6	17- Firmly Established	(12B) Comfortable Households	1,613	4.5%	7,301	5.1%	17,183	5.1%
7	13- Work & Play	(12B) Comfortable Households	1,477	4.2%	6,216	4.3%	14,177	4.2%
8	09- Busy Schedules	(19M) Solid Prestige	1,421	4.0%	6,731	4.7%	13,620	4.0%
9	62- Movies & Sports	(05X) Busy Households	1,406	4.0%	3,976	2.8%	10,534	3.1%
10	33- Urban Diversity	(14B) Diverging Paths	1,139	3.2%	5,961	4.1%	13,831	4.1%

* 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: Valley Blvd & Temple City Blvd

Date: 6/1/2017

		5 Minute Drive Time		10 Minutes Drive Time		15 Minute Drive Time	
TOTAL HOUSEHOLDS		35,485	100%	143,659	100%	337,171	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minutes Drive Time		15 Minute Drive Time	
(01Y) Starting Out		2,011	5.7%	6,185	4.3%	14,243	4.2%
	39- Setting Goals	496	1.4%	1,475	1.0%	3,857	1.1%
	45- Offices & Entertainment	288	0.8%	1,171	0.8%	2,581	0.8%
	57- Collegiate Crowd	721	2.0%	2,097	1.5%	4,508	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	7	0.0%
	67- First Steps	506	1.4%	1,441	1.0%	3,290	1.0%
(02Y) Taking Hold		1,010	2.8%	4,410	3.1%	9,827	2.9%
	18- Climbing the Ladder	108	0.3%	487	0.3%	1,023	0.3%
	21- Children First	240	0.7%	938	0.7%	2,142	0.6%
	24- Career Building	499	1.4%	2,369	1.6%	5,405	1.6%
	30- Out & About	163	0.5%	616	0.4%	1,258	0.4%
(03X) Settling Down		654	1.8%	2,205	1.5%	4,798	1.4%
	34- Outward Bound	0	0.0%	0	0.0%	3	0.0%
	41- Rural Adventure	2	0.0%	10	0.0%	36	0.0%
	46- Rural & Active	652	1.8%	2,194	1.5%	4,760	1.4%
(04X) Social Connectors		1,699	4.8%	6,503	4.5%	15,753	4.7%
	42- Creative Variety	389	1.1%	1,536	1.1%	3,311	1.0%
	52- Stylish & Striving	657	1.9%	2,573	1.8%	6,116	1.8%
	59- Mobile Mixers	653	1.8%	2,393	1.7%	6,326	1.9%
(05X) Busy Households		2,205	6.2%	6,631	4.6%	16,871	5.0%
	37- Firm Foundations	799	2.3%	2,655	1.8%	6,336	1.9%
	62- Movies & Sports	1,406	4.0%	3,976	2.8%	10,534	3.1%
(06X) Working & Studying		1,633	4.6%	5,418	3.8%	13,933	4.1%
	61- City Life	576	1.6%	2,258	1.6%	6,403	1.9%
	69- Productive Havens	274	0.8%	705	0.5%	1,786	0.5%
	70- Favorably Frugal	784	2.2%	2,455	1.7%	5,744	1.7%
(07X) Career Oriented		1,072	3.0%	5,363	3.7%	12,820	3.8%
	06- Casual Comfort	295	0.8%	1,637	1.1%	3,676	1.1%
	10- Careers & Travel	110	0.3%	470	0.3%	1,240	0.4%
	20- Carving Out Time	138	0.4%	616	0.4%	1,493	0.4%
	26- Getting Established	530	1.5%	2,640	1.8%	6,411	1.9%
(08X) Large Households		782	2.2%	3,619	2.5%	8,785	2.6%
	11- Schools & Shopping	142	0.4%	648	0.5%	1,832	0.5%
	12- On the Go	174	0.5%	683	0.5%	1,530	0.5%
	19- Country Comfort	1	0.0%	15	0.0%	38	0.0%
	27- Tenured Proprietors	465	1.3%	2,273	1.6%	5,384	1.6%
(09B) Comfortable Independence		521	1.5%	2,413	1.7%	4,985	1.5%
	29- City Mixers	21	0.1%	556	0.4%	997	0.3%
	35- Working & Active	223	0.6%	809	0.6%	1,785	0.5%
	56- Metro Active	277	0.8%	1,048	0.7%	2,204	0.7%
(10B) Rural-Metro Mix		2,073	5.8%	7,140	5.0%	16,594	4.9%
	47- Rural Parents	0	0.0%	2	0.0%	21	0.0%
	53- Metro Strivers	2,073	5.8%	7,137	5.0%	16,561	4.9%
	60- Rural & Mobile	0	0.0%	1	0.0%	12	0.0%

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



Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minutes Drive Time		15 Minute Drive Time	
(11B) Affluent Households		1,301	3.7%	8,352	5.8%	20,984	6.2%
	01- Summit Estates	132	0.4%	1,995	1.4%	6,794	2.0%
	04- Top Professionals	986	2.8%	5,312	3.7%	11,508	3.4%
	07- Active Lifestyles	182	0.5%	1,044	0.7%	2,682	0.8%
(12B) Comfortable Households		3,091	8.7%	13,517	9.4%	31,360	9.3%
	13- Work & Play	1,477	4.2%	6,216	4.3%	14,177	4.2%
	17- Firmly Established	1,613	4.5%	7,301	5.1%	17,183	5.1%
(13B) Working Households		1,640	4.6%	5,609	3.9%	13,495	4.0%
	38- Occupational Mix	1,640	4.6%	5,608	3.9%	13,486	4.0%
	48- Farm & Home	0	0.0%	1	0.0%	8	0.0%
(14B) Diverging Paths		1,819	5.1%	9,250	6.4%	21,316	6.3%
	16- Country Enthusiasts	0	0.0%	1	0.0%	5	0.0%
	22- Comfortable Cornerstones	116	0.3%	578	0.4%	1,512	0.4%
	31- Mid-Americana	382	1.1%	1,413	1.0%	3,020	0.9%
	32- Metro Mix	183	0.5%	1,297	0.9%	2,949	0.9%
	33- Urban Diversity	1,139	3.2%	5,961	4.1%	13,831	4.1%
(15M) Top Wealth		892	2.5%	6,719	4.7%	18,896	5.6%
	02- Established Elite	204	0.6%	2,776	1.9%	9,387	2.8%
	03- Corporate Connected	688	1.9%	3,944	2.7%	9,508	2.8%
(16M) Living Well		454	1.3%	2,218	1.5%	5,606	1.7%
	14- Career Centered	321	0.9%	1,468	1.0%	3,710	1.1%
	15- Country Ways	0	0.0%	1	0.0%	4	0.0%
	23- Good Neighbors	133	0.4%	749	0.5%	1,892	0.6%
(17M) Bargain Hunters		4,011	11.3%	13,392	9.3%	30,725	9.1%
	43- Work & Causes	472	1.3%	1,798	1.3%	3,765	1.1%
	44- Open Houses	411	1.2%	1,688	1.2%	3,562	1.1%
	55- Community Life	766	2.2%	2,452	1.7%	5,297	1.6%
	63- Staying Home	1,904	5.4%	6,168	4.3%	15,208	4.5%
	68- Staying Healthy	458	1.3%	1,286	0.9%	2,892	0.9%
(18M) Thrifty & Active		0	0.0%	2	0.0%	19	0.0%
	40- Great Outdoors	0	0.0%	1	0.0%	5	0.0%
	50- Rural Community	0	0.0%	1	0.0%	6	0.0%
	54- Work & Outdoors	0	0.0%	1	0.0%	8	0.0%
(19M) Solid Prestige		3,778	10.6%	16,650	11.6%	33,503	9.9%
	05- Active & Involved	433	1.2%	2,350	1.6%	5,281	1.6%
	08- Solid Surroundings	1,925	5.4%	7,568	5.3%	14,603	4.3%
	09- Busy Schedules	1,421	4.0%	6,731	4.7%	13,620	4.0%
(20S) Community Minded		2,169	6.1%	8,740	6.1%	20,966	6.2%
	25- Clubs & Causes	242	0.7%	1,088	0.8%	2,714	0.8%
	28- Community Pillars	224	0.6%	1,151	0.8%	2,879	0.9%
	36- Persistent & Productive	1,703	4.8%	6,501	4.5%	15,372	4.6%
(21S) Leisure Seekers		2,670	7.5%	9,325	6.5%	21,693	6.4%
	49- Home & Garden	445	1.3%	1,885	1.3%	4,455	1.3%
	51- Role Models	451	1.3%	1,718	1.2%	3,827	1.1%
	64- Practical & Careful	312	0.9%	1,075	0.7%	2,487	0.7%
	65- Hobbies & Shopping	703	2.0%	2,126	1.5%	4,606	1.4%
	66- Helping Hands	759	2.1%	2,519	1.8%	6,317	1.9%

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



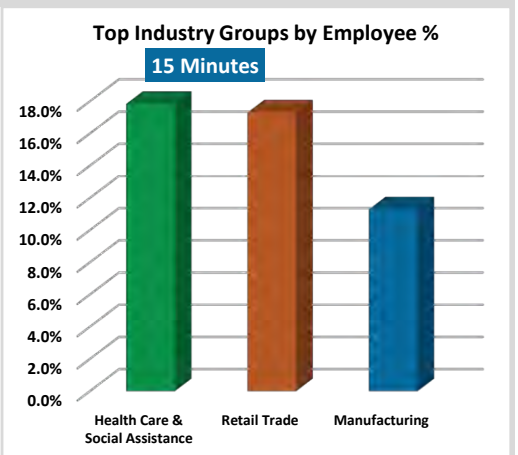
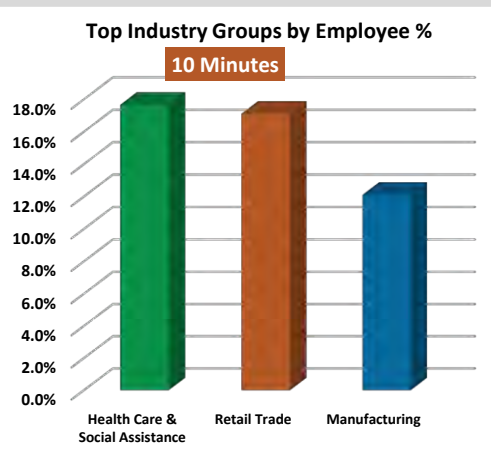
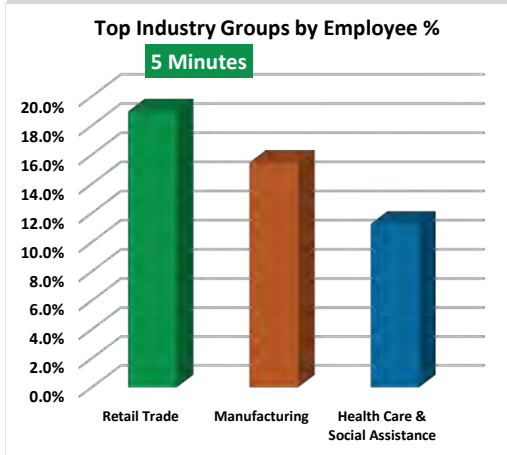
Employment Profile

For Market: Valley Blvd & Temple City Blvd
Market Definition: Valley Blvd & Temple City Blvd
Date Report Created: 6/1/2017

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	137,858	518,458	1,351,079
Student Population	27,463	126,518	422,483
Median Employee Salary	44,165	45,067	44,692
Average Employee Salary	52,447	52,832	52,811

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	2,178	3.8%	6,514	3.4%	15,248	3.2%
15,000 to 30,000 CrYr	10,634	18.6%	38,451	20.0%	98,570	20.6%
30,000 to 45,000 CrYr	16,807	29.3%	52,674	27.4%	130,800	27.3%
45,000 to 60,000 CrYr	9,495	16.6%	31,521	16.4%	77,637	16.2%
60,000 to 75,000 CrYr	6,434	11.2%	21,725	11.3%	53,305	11.1%
75,000 to 90,000 CrYr	4,866	8.5%	17,356	9.0%	42,706	8.9%
90,000 to 100,000 CrYr	2,005	3.5%	6,617	3.4%	15,710	3.3%
Over 100,000 CrYr	4,873	8.5%	17,657	9.2%	44,649	9.3%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	4,173	100%	57,293	100%	13,188	100%	192,515	100%	28,368	100%	478,625	100%
Accommodation & Food Services	236	5.7%	2,925	5.1%	821	6.2%	11,400	5.9%	1,724	6.1%	30,728	6.4%
Administration & Support Services	146	3.5%	1,651	2.9%	471	3.6%	8,030	4.2%	921	3.2%	20,306	4.2%
Agriculture, Forestry, Fishing, Hunting	9	0.2%	50	0.1%	24	0.2%	177	0.1%	59	0.2%	480	0.1%
Arts, Entertainment, & Recreation	61	1.5%	844	1.5%	227	1.7%	3,408	1.8%	492	1.7%	9,036	1.9%
Construction	187	4.5%	2,774	4.8%	539	4.1%	7,933	4.1%	1,165	4.1%	17,075	3.6%
Educational Services	127	3.1%	3,309	5.8%	417	3.2%	13,693	7.1%	904	3.2%	37,120	7.8%
Finance & Insurance	248	5.9%	3,077	5.4%	801	6.1%	9,587	5.0%	1,701	6.0%	21,567	4.5%
Health Care & Social Assistance	522	12.5%	6,449	11.3%	2,077	15.8%	34,006	17.7%	4,719	16.6%	85,379	17.8%
Information	58	1.4%	982	1.7%	206	1.6%	3,500	1.8%	460	1.6%	8,801	1.8%
Management of Companies & Enterprises	1	0.0%	35	0.1%	6	0.0%	240	0.1%	21	0.1%	959	0.2%
Manufacturing	357	8.6%	8,858	15.5%	936	7.1%	23,311	12.1%	1,743	6.1%	54,009	11.3%
Mining	1	0.0%	16	0.0%	3	0.0%	98	0.1%	11	0.0%	329	0.1%
Professional, Scientific, & Technical Services	339	8.1%	3,563	6.2%	1,093	8.3%	9,435	4.9%	2,591	9.1%	26,350	5.5%
Real Estate, Rental, Leasing	121	2.9%	804	1.4%	407	3.1%	2,703	1.4%	931	3.3%	7,116	1.5%
Retail Trade	860	20.6%	10,869	19.0%	2,535	19.2%	32,942	17.1%	5,307	18.7%	82,818	17.3%
Transportation & Storage	65	1.6%	1,574	2.7%	164	1.2%	3,626	1.9%	369	1.3%	8,884	1.9%
Utilities	7	0.2%	550	1.0%	20	0.1%	1,339	0.7%	38	0.1%	2,056	0.4%
Wholesale Trade	245	5.9%	1,656	2.9%	742	5.6%	5,406	2.8%	1,368	4.8%	11,658	2.4%
Other Services	585	14.0%	7,304	12.7%	1,698	12.9%	21,678	11.3%	3,843	13.5%	53,955	11.3%

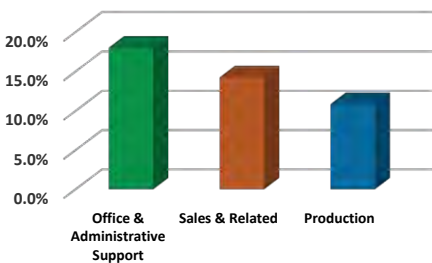
Employment Profile

For Market: Valley Blvd & Temple City Blvd
Market Definition: Valley Blvd & Temple City Blvd
Date Report Created: 6/1/2017

	5 Minutes		10 Minutes		15 Minutes	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	27,085	47.3%	97,523	50.7%	245,166	51.2%
Architecture & Engineering	782	1.4%	2,288	1.2%	6,218	1.3%
Community & Social Science	1,225	2.1%	5,016	2.6%	13,929	2.9%
Computer/Mathematical Science	914	1.6%	2,795	1.5%	7,110	1.5%
Education, Training, & Library	3,050	5.3%	11,407	5.9%	30,279	6.3%
Entertainment & Media	710	1.2%	2,520	1.3%	7,052	1.5%
Healthcare Practitioners	2,614	4.6%	13,582	7.1%	32,154	6.7%
Healthcare Support	1,205	2.1%	5,847	3.0%	14,314	3.0%
Legal	250	0.4%	992	0.5%	2,562	0.5%
Life, Physical, & Social Science	443	0.8%	1,287	0.7%	3,407	0.7%
Management	3,237	5.6%	10,527	5.5%	26,530	5.5%
Office & Administrative Support	10,323	18.0%	34,605	18.0%	85,549	17.9%
Blue Collar	29,973	52.3%	94,225	48.9%	231,904	48.5%
Building & Grounds Cleaning & Maintenance	1,372	2.4%	5,555	2.9%	14,585	3.0%
Construction	2,329	4.1%	6,780	3.5%	14,894	3.1%
Farming, Fishing, & Forestry	55	0.1%	152	0.1%	404	0.1%
Food Service	3,076	5.4%	11,924	6.2%	31,230	6.5%
Installation & Maintenance	2,892	5.0%	7,900	4.1%	18,498	3.9%
Personal Care & Service	1,080	1.9%	4,524	2.3%	12,397	2.6%
Production	6,225	10.9%	16,804	8.7%	38,740	8.1%
Protective Service	603	1.1%	2,505	1.3%	7,129	1.5%
Sales & Related	8,168	14.3%	26,032	13.5%	65,035	13.6%
Transportation & Material Moving	4,175	7.3%	12,049	6.3%	28,992	6.1%
Military Services	236	0.4%	767	0.4%	1,555	0.3%

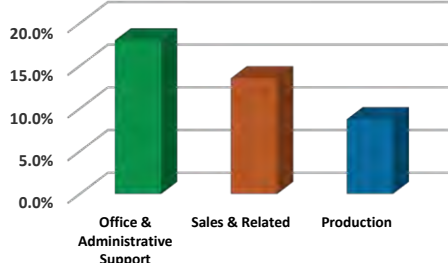
Top Occupations by Employee %

5 Minutes



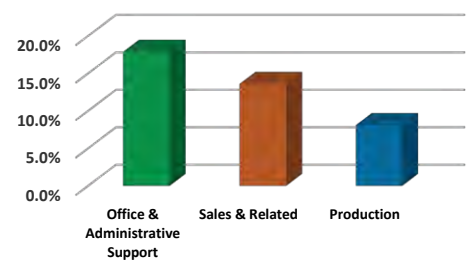
Top Occupations by Employee %

10 Minutes



Top Occupations by Employee %

15 Minutes



Employee Totals and History

	#	#	#
Current	57,293	192,515	478,625
3rd Quarter 2016	55,708	184,249	458,068
2nd Quarter 2016	55,334	185,469	462,595
1st Quarter 2016	54,584	183,279	460,377
4th Quarter 2015	54,688	183,140	459,874
3rd Quarter 2015	52,076	171,887	430,450
2nd Quarter 2015	53,261	179,715	452,137
1st Quarter 2015	53,213	179,451	450,061
4th Quarter 2014	53,823	181,407	454,701



Consumer Demand & Market Supply Assessment

For Market: Valley Blvd & Temple City Blvd
 Market Definition: Valley Blvd & Temple City Blvd
 Date Report Created: 6/1/2017

	5 Minutes			10 Minutes			15 Minutes		
Demographics									
Population	134,826			511,277			1,183,345		
5-Year Population estimate	137,420			519,978			1,200,513		
Population Households	134,152			506,974			1,169,904		
Group Quarters Population	674			4,303			13,441		
Households	36,247			146,692			345,032		
5-Year Households estimate	37,098			150,486			354,376		
WorkPlace Establishments	4,288			13,527			29,033		
Workplace Employees	57,293			192,515			478,625		
Median Household Income	\$44,514			\$52,572			\$55,157		
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Full-Service Restaurants	\$117,943,806	\$87,406,214	(\$30,537,592)	\$423,630,531	\$387,228,193	(\$36,402,338)	\$1,019,353,251	\$895,101,288	(\$124,251,963)
Electronics/Appliance	\$45,621,229	\$20,432,604	(\$25,188,624)	\$170,124,238	\$90,748,977	(\$79,375,261)	\$400,066,078	\$296,018,501	(\$104,047,577)
Clothing Stores	\$107,268,408	\$96,699,652	(\$10,568,756)	\$412,676,734	\$322,199,822	(\$90,476,912)	\$953,430,545	\$961,755,636	\$8,325,091
Office Supplies/Stationary/Gift	\$14,742,782	\$5,060,750	(\$9,682,032)	\$56,074,103	\$36,747,107	(\$19,326,995)	\$130,183,077	\$111,003,845	(\$19,179,233)
Special Food Services	\$23,863,450	\$14,417,821	(\$9,445,630)	\$87,448,085	\$63,382,087	(\$24,065,998)	\$208,222,106	\$214,300,779	\$6,078,673
Lawn/Garden Equipment/Supplies Stores	\$13,968,773	\$5,390,996	(\$8,577,777)	\$53,694,735	\$30,688,435	(\$23,006,300)	\$123,805,885	\$81,985,199	(\$41,820,686)
Jewelry/Luggage/Leather Goods	\$13,956,739	\$5,820,465	(\$8,136,273)	\$53,695,617	\$27,956,010	(\$25,739,607)	\$124,032,087	\$110,846,063	(\$13,186,024)
Other Motor Vehicle Dealers	\$22,602,473	\$15,223,370	(\$7,379,103)	\$87,436,079	\$46,192,821	(\$41,243,258)	\$201,719,053	\$102,781,862	(\$98,937,191)
Other Misc. Store Retailers	\$31,468,635	\$24,760,001	(\$6,708,634)	\$121,003,066	\$130,466,066	\$9,463,000	\$278,986,955	\$356,445,590	\$77,458,634
Direct Selling Establishments	\$13,394,320	\$8,374,362	(\$5,019,958)	\$51,194,045	\$47,014,199	(\$4,179,846)	\$118,133,959	\$120,843,887	\$2,709,928
Bar/Drinking Places (Alcoholic Beverages)	\$6,312,541	\$2,438,837	(\$3,873,704)	\$22,020,106	\$18,960,923	(\$3,059,183)	\$53,805,612	\$42,249,541	(\$11,556,071)
Home Furnishing Stores	\$21,377,604	\$18,690,405	(\$2,687,198)	\$81,908,139	\$84,584,718	\$2,676,579	\$189,030,963	\$229,200,182	\$40,169,219
Book/Periodical/Music Stores	\$9,556,580	\$7,363,964	(\$2,192,617)	\$36,608,508	\$32,447,184	(\$4,161,324)	\$84,926,516	\$81,651,738	(\$3,274,778)
Used Merchandise Stores	\$7,194,281	\$7,044,992	(\$149,289)	\$27,645,816	\$11,129,059	(\$16,516,757)	\$63,828,463	\$59,467,933	(\$4,360,531)
Florists/Misc. Store Retailers	\$3,029,329	\$3,540,004	\$510,676	\$11,642,023	\$11,758,457	\$116,434	\$26,843,944	\$36,396,256	\$9,552,313
Limited-Service Eating Places	\$109,666,868	\$110,712,111	\$1,045,244	\$401,878,092	\$373,887,161	(\$27,990,930)	\$956,917,014	\$957,088,699	\$171,684
Automotive Parts/Accessories/Tire	\$37,479,077	\$41,582,874	\$4,103,797	\$142,931,467	\$134,784,200	(\$8,147,267)	\$329,816,214	\$334,425,578	\$4,609,364
Shoe Stores	\$14,052,694	\$18,291,867	\$4,239,173	\$53,949,939	\$59,823,007	\$5,873,069	\$124,691,604	\$167,412,977	\$42,721,373
Beer/Wine/Liquor Stores	\$18,953,634	\$24,622,350	\$5,668,716	\$72,707,350	\$62,893,834	(\$9,813,515)	\$168,030,084	\$151,038,913	(\$16,991,171)
Sporting Goods/Hobby/Musical Instrument	\$27,605,007	\$33,286,094	\$5,681,087	\$106,223,353	\$121,189,316	\$14,965,962	\$245,582,672	\$247,072,198	\$1,489,526
Specialty Food Stores	\$13,805,278	\$22,585,632	\$8,780,354	\$52,757,029	\$82,172,181	\$29,415,152	\$121,762,136	\$176,967,712	\$55,205,576
Department Stores	\$64,614,598	\$76,426,643	\$11,812,045	\$247,604,664	\$252,151,881	\$4,547,218	\$571,903,992	\$690,989,794	\$119,085,803
Health/Personal Care Stores	\$126,549,879	\$140,465,011	\$13,915,132	\$482,413,909	\$511,837,556	\$29,423,647	\$1,112,948,269	\$1,207,342,015	\$94,393,746
Gasoline Stations	\$172,046,485	\$188,318,587	\$16,272,101	\$661,201,349	\$674,756,850	\$13,555,501	\$1,525,670,537	\$1,969,007,888	\$443,337,351
Building Material/Supplies Dealers	\$121,969,533	\$151,802,695	\$29,833,162	\$466,521,770	\$415,333,523	(\$51,188,247)	\$1,076,514,862	\$1,005,357,987	(\$71,156,875)
Electronic Shopping/Mail Order Houses	\$275,294,699	\$313,413,051	\$38,118,352	\$1,042,319,420	\$730,065,341	(\$312,254,079)	\$2,422,474,163	\$1,128,643,795	(\$1,293,830,368)
Furniture Stores	\$24,424,735	\$62,819,730	\$38,394,995	\$94,135,742	\$110,523,938	\$16,388,196	\$217,351,649	\$283,119,232	\$65,767,584
Other General Merchandise Stores	\$241,344,568	\$279,937,735	\$38,593,168	\$922,550,742	\$798,818,582	(\$123,732,160)	\$2,130,127,825	\$1,783,287,507	(\$346,840,318)
Vending Machine Operators (Non-Store)	\$13,022,546	\$69,857,811	\$56,835,264	\$49,578,426	\$90,207,614	\$40,629,188	\$114,749,043	\$135,487,422	\$20,738,379
Grocery Stores	\$239,020,243	\$351,540,317	\$112,520,073	\$913,587,671	\$1,110,704,116	\$197,116,445	\$2,108,515,337	\$2,594,410,233	\$485,894,896
Automotive Dealers	\$397,716,269	\$986,409,729	\$588,693,461	\$1,538,859,466	\$1,676,687,872	\$137,828,406	\$3,550,654,529	\$4,124,633,545	\$573,979,016



Consumer Demand & Market Supply Assessment

For Market: Valley Blvd & Temple City Blvd
Market Definition: Valley Blvd & Temple City Blvd
Date Report Created: 6/1/2017

	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
By Major Product Lines									
Alcoholic Drinks Served at the Establishment	\$54,656,223	\$33,027,855	(\$21,628,368)	\$189,630,459	\$151,288,535	(\$38,341,923)	\$464,729,351	\$351,687,345	(\$113,042,006)
Meats/Nonalcoholic Beverages	\$215,630,793	\$203,067,381	(\$12,563,411)	\$790,620,094	\$742,188,625	(\$48,431,469)	\$1,882,171,218	\$1,865,721,709	(\$16,449,510)
Womens/Juniors/Misses Wear	\$89,846,837	\$82,899,582	(\$6,947,255)	\$346,379,920	\$257,935,819	(\$88,444,100)	\$799,602,325	\$690,522,811	(\$109,079,514)
Jewelry (including Watches)	\$20,802,928	\$13,942,887	(\$6,860,041)	\$80,023,215	\$49,683,003	(\$30,340,212)	\$184,882,266	\$155,860,388	(\$29,021,877)
All Other Merchandise	\$90,011,948	\$83,222,693	(\$6,789,254)	\$345,681,605	\$267,249,388	(\$78,432,217)	\$797,773,364	\$645,812,237	(\$151,961,126)
Pets/Pet Foods/Pet Supplies	\$18,275,871	\$12,077,098	(\$6,198,773)	\$71,144,548	\$49,154,831	(\$21,989,717)	\$163,849,166	\$125,675,379	(\$38,173,787)
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$5,085,735	\$4,836,409	(\$249,326)	\$19,418,433	\$24,913,368	\$5,494,935	\$44,712,936	\$64,416,089	\$19,703,154
Photographic Equipment/Supplies	\$2,673,619	\$3,010,942	\$337,323	\$10,329,544	\$9,748,637	(\$580,907)	\$23,866,828	\$24,744,099	\$877,271
Sewing/Knitting Materials/Supplies	\$1,061,332	\$1,602,512	\$541,180	\$4,089,693	\$5,397,862	\$1,308,170	\$9,426,977	\$11,282,409	\$1,855,432
Lawn/Garden/Farm Equipment/Supplies	\$35,975,925	\$36,520,818	\$544,892	\$138,141,411	\$116,953,946	(\$21,187,465)	\$318,513,778	\$282,902,939	(\$35,610,839)
Books/Periodicals	\$10,770,334	\$11,374,116	\$603,782	\$41,394,870	\$38,630,154	(\$2,764,716)	\$96,075,721	\$88,512,905	(\$7,562,816)
Floor/Floor Coverings	\$17,441,103	\$18,227,665	\$786,562	\$66,401,895	\$61,626,385	(\$4,775,510)	\$153,245,149	\$155,912,170	\$2,667,021
Footwear, including Accessories	\$34,541,547	\$35,871,652	\$1,330,105	\$132,573,208	\$112,947,245	(\$19,625,963)	\$306,415,786	\$294,617,453	(\$11,798,332)
Cigars/Cigarettes/Tobacco/Accessories	\$28,528,916	\$30,191,682	\$1,662,766	\$107,520,269	\$106,622,361	(\$897,908)	\$247,745,256	\$273,748,400	\$26,003,144
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,965,982	\$6,701,921	\$1,735,939	\$19,371,387	\$22,422,427	\$3,051,040	\$44,638,508	\$52,066,242	\$7,427,734
Small Electric Appliances	\$4,838,391	\$6,795,044	\$1,956,653	\$18,523,145	\$19,643,110	\$1,119,965	\$42,747,452	\$43,133,582	\$386,130
Major Household Appliances	\$7,851,458	\$9,956,022	\$2,104,565	\$31,031,183	\$31,044,908	\$13,725	\$71,514,692	\$81,988,500	\$10,473,808
Automotive Lubricants (incl Oil, Greases)	\$7,851,458	\$9,956,022	\$2,104,565	\$31,031,183	\$31,044,908	\$13,725	\$71,514,692	\$81,988,500	\$10,473,808
Audio Equipment/Musical Instruments	\$13,337,726	\$15,949,705	\$2,611,979	\$51,242,415	\$46,749,060	(\$4,493,354)	\$118,369,544	\$101,493,920	(\$16,875,624)
Paints/Sundries/Wallpaper/Wall Coverings	\$9,038,112	\$11,696,583	\$2,658,471	\$34,419,114	\$32,196,059	(\$2,223,055)	\$79,484,211	\$77,941,831	(\$1,542,379)
Computer Hardware/Software/Supplies	\$53,149,376	\$55,831,634	\$2,682,258	\$184,634,680	\$146,812,344	(\$37,822,336)	\$451,589,320	\$283,860,552	(\$167,728,768)
Mens Wear	\$34,486,623	\$37,708,365	\$3,221,743	\$132,741,844	\$116,788,117	(\$15,953,727)	\$306,890,467	\$302,521,744	(\$4,368,723)
Childrens Wear/Infants/Toddlers Clothing	\$15,094,727	\$18,716,465	\$3,621,739	\$57,684,718	\$59,283,429	\$1,598,711	\$134,005,737	\$159,274,288	\$25,268,551
Kitchenware/Home Furnishings	\$27,068,899	\$31,551,741	\$4,482,843	\$103,739,054	\$96,027,033	(\$7,712,021)	\$239,545,803	\$224,650,729	(\$14,895,075)
Televisions/VCR/Video Cameras/DVD etc	\$15,776,901	\$20,281,453	\$4,504,552	\$60,407,090	\$61,506,004	\$1,098,914	\$139,655,508	\$148,025,070	\$8,369,562
Paper/Related Products	\$10,361,769	\$15,413,833	\$5,052,064	\$39,574,830	\$47,265,936	\$7,691,106	\$91,225,700	\$110,229,453	\$19,003,753
Curtains/Draperies/Slipcovers/Bed/Coverings	\$10,084,761	\$15,289,731	\$5,204,970	\$38,964,400	\$45,965,041	\$7,000,641	\$89,784,867	\$107,438,868	\$17,654,001
Toys/Hobby Goods/Games	\$11,993,804	\$17,737,429	\$5,743,624	\$45,851,758	\$54,793,134	\$8,941,376	\$106,011,360	\$118,879,496	\$12,868,136
Soaps/Detergents/Household Cleaners	\$11,679,678	\$17,782,854	\$6,103,176	\$44,535,267	\$53,773,296	\$9,238,029	\$102,630,725	\$125,812,205	\$23,181,480
Sporting Goods (incl Bicycles/Sports Vehicles)	\$20,591,136	\$29,076,215	\$8,485,079	\$79,479,305	\$90,647,720	\$11,168,415	\$183,985,010	\$180,829,866	(\$3,155,144)
Drugs/Health Aids/Beauty Aids/Cosmetics	\$270,871,881	\$280,303,955	\$9,432,074	\$1,031,486,052	\$866,534,940	(\$164,951,112)	\$2,379,766,118	\$1,894,173,363	(\$485,592,754)
Hardware/Tools/Plumbing/Electrical Supplies	\$34,288,613	\$44,959,516	\$10,670,903	\$131,095,152	\$123,133,506	(\$7,961,646)	\$302,472,851	\$291,207,015	(\$11,265,835)
Dimensional Lumber/Other Building Materials	\$49,646,588	\$63,712,613	\$14,066,026	\$189,354,820	\$175,319,391	(\$14,035,429)	\$437,062,844	\$425,033,042	(\$12,029,802)
Packaged Liquor/Wine/Beer	\$41,657,174	\$57,319,883	\$15,662,709	\$160,350,684	\$166,634,520	\$6,283,836	\$370,328,705	\$391,702,584	\$21,373,879
Furniture/Sleep/Outdoor/Patio Furniture	\$60,605,707	\$90,246,628	\$29,640,922	\$233,602,008	\$192,886,824	(\$40,715,184)	\$539,379,298	\$455,942,118	(\$83,437,181)
Automotive Tires/Tubes/Batteries/Parts	\$71,742,699	\$102,554,606	\$30,811,906	\$273,206,429	\$241,581,024	(\$31,625,405)	\$630,494,399	\$579,212,694	(\$51,281,705)
Automotive Fuels	\$157,463,040	\$190,880,351	\$33,417,311	\$606,670,080	\$664,564,388	\$57,894,307	\$1,399,360,385	\$1,881,317,884	\$481,957,499
Retailer Services	\$67,653,853	\$124,561,910	\$56,908,058	\$263,311,728	\$255,309,772	(\$8,001,956)	\$606,682,435	\$627,880,112	\$21,197,678
Groceries/Other Food Items (Off Premises)	\$368,305,004	\$511,318,083	\$143,013,079	\$1,408,846,001	\$1,483,477,172	\$74,631,171	\$3,249,148,261	\$3,379,006,907	\$129,858,645
Autos/Cars/Vans/Trucks/Motorcycles	\$347,857,981	\$841,658,087	\$493,800,105	\$1,346,752,668	\$1,441,847,824	\$95,095,156	\$3,107,836,718	\$3,539,856,045	\$432,019,327



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

Market Outlook is based on the following -

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

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

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

City of Rosemead

June 2017

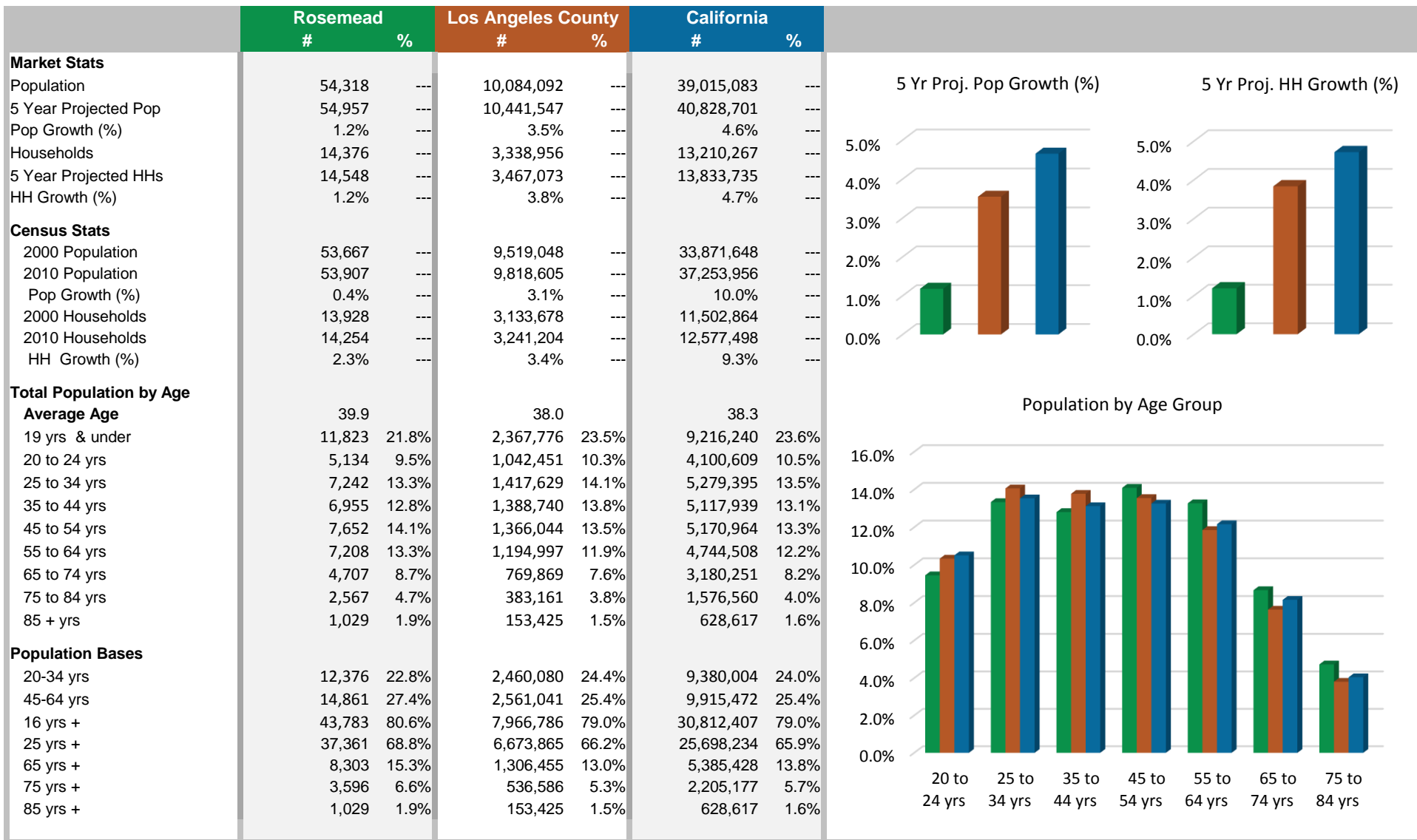


	Rosemead
Population	54,318
Households	14,376
Average Age	39.9
Average HH Income	\$59,669
White Collar (Residents)	55%
Some College or Degree	36%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
City of Rosemead
City of Rosemead
6/1/2017

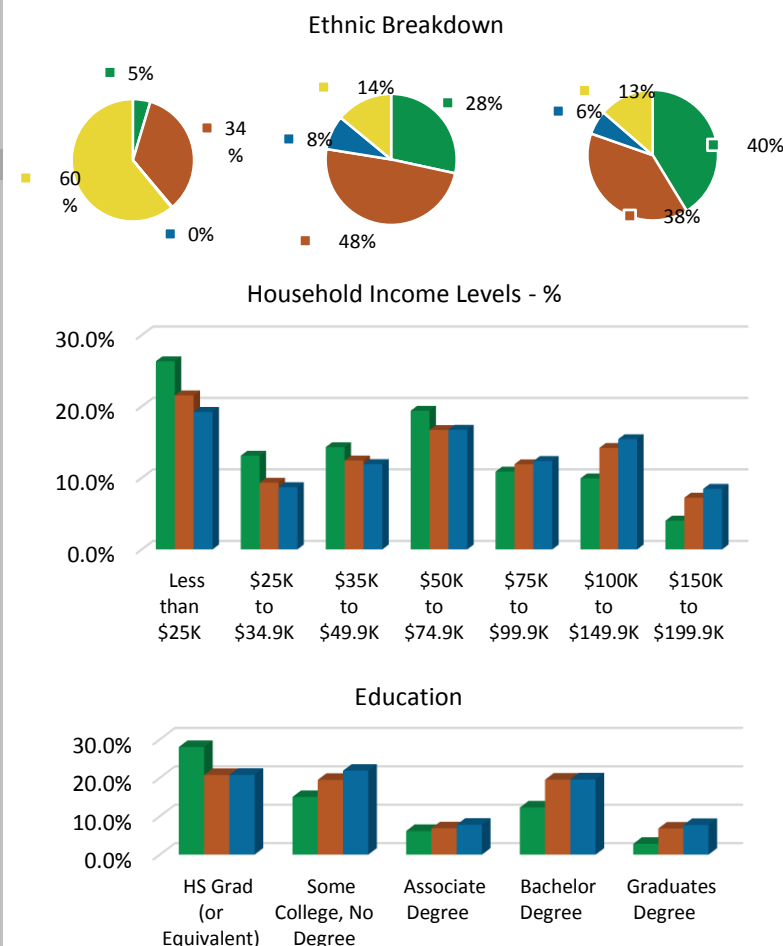


For Market:
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Consumer Demographic Profile

City of Rosemead
City of Rosemead
6/1/2017

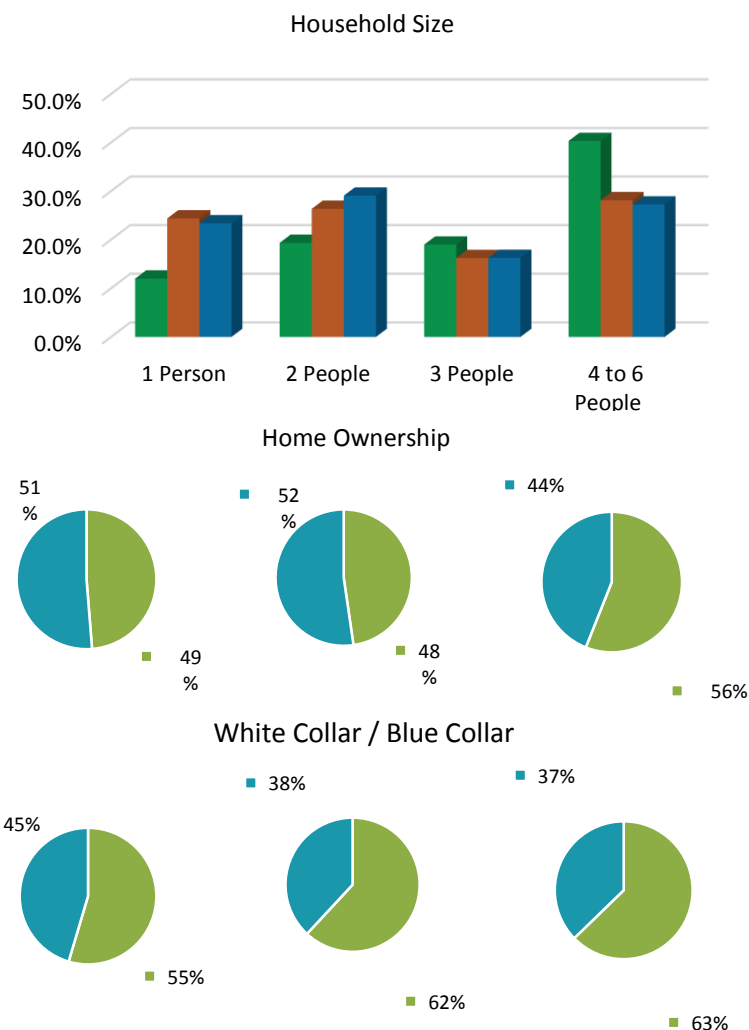
	Rosemead		Los Angeles County		California	
	#	%	#	%	#	%
Population by Race						
White	2,492	4.6%	2,786,643	27.6%	15,522,539	39.8%
Hispanic	18,401	33.9%	4,819,905	47.8%	14,685,127	37.6%
African American	137	0.3%	830,219	8.2%	2,253,296	5.8%
Asian	32,766	60.3%	1,372,799	13.6%	5,127,794	13.1%
Ancestry						
American Indian (ancestry)	62	0.1%	19,754	0.2%	168,745	0.4%
Hawaiian (ancestry)	18	0.0%	23,311	0.2%	136,091	0.3%
Household Income						
Per Capita Income	\$15,793	---	\$28,483	---	\$30,608	---
Average HH Income	\$59,669	---	\$86,023	---	\$90,399	---
Median HH Income	\$45,082	---	\$59,199	---	\$64,191	---
Less than \$25K	3,786	26.3%	719,585	21.6%	2,542,160	19.2%
\$25K to \$34.9K	1,884	13.1%	311,732	9.3%	1,150,634	8.7%
\$35K to \$49.9K	2,055	14.3%	415,030	12.4%	1,576,671	11.9%
\$50K to \$74.9K	2,789	19.4%	557,444	16.7%	2,211,169	16.7%
\$75K to \$99.9K	1,565	10.9%	397,592	11.9%	1,633,217	12.4%
\$100K to \$149.9K	1,428	9.9%	474,012	14.2%	2,036,970	15.4%
\$150K to \$199.9K	579	4.0%	241,650	7.2%	1,119,286	8.5%
\$200K +	290	2.0%	221,911	6.6%	940,160	7.1%
Education						
Less than 9th Grade	8,852	23.7%	904,482	13.6%	2,615,041	10.2%
Some HS, No Diploma	4,200	11.2%	637,978	9.6%	2,132,497	8.3%
HS Grad (or Equivalent)	10,463	28.0%	1,383,792	20.7%	5,337,049	20.8%
Some College, No Degree	5,607	15.0%	1,298,335	19.5%	5,615,065	21.9%
Associate Degree	2,300	6.2%	457,614	6.9%	2,002,705	7.8%
Bachelor Degree	4,583	12.3%	1,302,481	19.5%	5,035,925	19.6%
Graduates Degree	1,050	2.8%	453,633	6.8%	1,981,087	7.7%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
City of Rosemead
City of Rosemead
6/1/2017

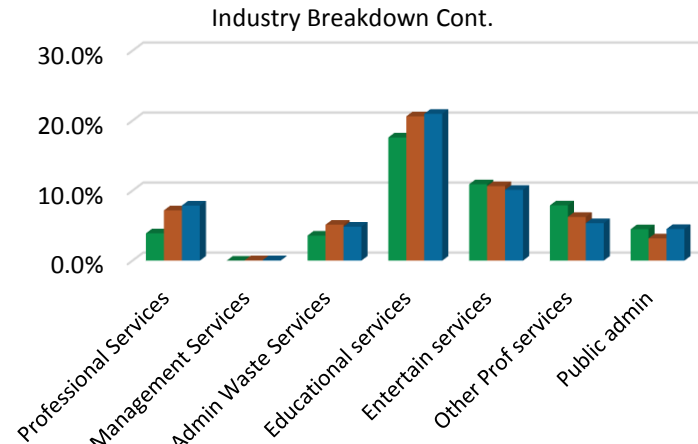
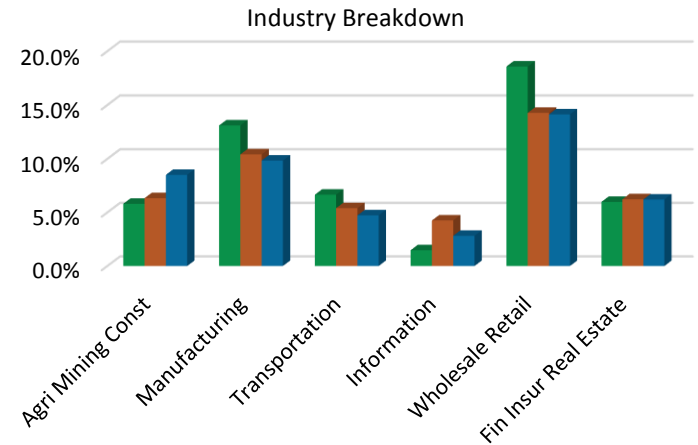
	Rosemead		Los Angeles County		California	
	#	%	#	%	#	%
Family Structure	12,138		2,273,721		9,149,146	
Single - Male	1,064	8.8%	135,656	6.0%	432,086	4.7%
Single - Female	1,510	12.4%	273,509	12.0%	876,655	9.6%
Single Parent - Male	446	3.7%	94,208	4.1%	355,882	3.9%
Single Parent - Female	912	7.5%	254,435	11.2%	925,641	10.1%
Married w/ Children	3,448	28.4%	689,327	30.3%	2,954,276	32.3%
Married w/out Children	4,758	39.2%	826,586	36.4%	3,604,606	39.4%
Household Size						
1 Person	1,724	12.0%	813,605	24.4%	3,086,080	23.4%
2 People	2,780	19.3%	879,442	26.3%	3,838,990	29.1%
3 People	2,727	19.0%	541,680	16.2%	2,146,411	16.2%
4 to 6 People	5,796	40.3%	938,457	28.1%	3,597,571	27.2%
7+ People	1,349	9.4%	165,772	5.0%	541,215	4.1%
Home Ownership	14,376		3,338,956		13,210,267	
Owners	7,006	48.7%	1,592,902	47.7%	7,400,845	56.0%
Renters	7,371	51.3%	1,746,054	52.3%	5,809,422	44.0%
Components of Change						
Births	670	1.2%	133,161	1.3%	497,470	1.3%
Deaths	433	0.8%	67,752	0.7%	275,720	0.7%
Migration	0	0.0%	-19,756	-0.2%	70,720	0.2%
Employment (Pop 16+)	43,783		7,966,786		30,812,407	
Armed Services	0	0.0%	3,203	0.0%	147,653	0.5%
Civilian	25,810	58.9%	5,119,536	64.3%	19,408,518	63.0%
Employed	24,278	55.5%	4,843,263	60.8%	18,246,628	59.2%
Unemployed	1,532	3.5%	276,273	3.5%	1,161,890	3.8%
Not in Labor Force	17,974	41.1%	2,844,047	35.7%	11,256,236	36.5%
Employed Population	24,278		4,843,263		18,246,628	
White Collar	13,252	54.6%	2,998,671	61.9%	11,448,875	62.7%
Blue Collar	11,026	45.4%	1,844,592	38.1%	6,797,753	37.3%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 City of Rosemead
 City of Rosemead
 6/1/2017

	Rosemead		Los Angeles County		California	
	#	%	#	%	#	%
Employment By Occupation	24,278		4,843,263		18,246,628	
White Collar	13,252	54.6%	2,998,671	61.9%	11,448,875	62.7%
Managerial executive	2,914	12.0%	677,960	14.0%	2,747,791	15.1%
Prof specialty	2,926	12.1%	1,032,101	21.3%	4,016,546	22.0%
Healthcare support	732	3.0%	98,116	2.0%	367,898	2.0%
Sales	3,137	12.9%	533,555	11.0%	1,991,092	10.9%
Office Admin	3,544	14.6%	656,939	13.6%	2,325,548	12.7%
Blue Collar	11,026	45.4%	1,844,592	38.1%	6,797,753	37.3%
Protective	331	1.4%	93,020	1.9%	390,503	2.1%
Food Prep Serving	1,635	6.7%	270,706	5.6%	1,018,656	5.6%
Bldg Maint/Cleaning	780	3.2%	228,973	4.7%	799,937	4.4%
Personal Care	2,273	9.4%	236,494	4.9%	849,196	4.7%
Farming/Fishing/Forestry	117	0.5%	17,090	0.4%	315,710	1.7%
Construction	1,957	8.1%	364,830	7.5%	1,383,850	7.6%
Production Transp	3,932	16.2%	633,479	13.1%	2,039,901	11.2%
Employment By Industry	24,278		4,843,263		18,246,628	
Agri Mining Const	1,411	5.8%	306,685	6.3%	1,552,974	8.5%
Manufacturing	3,183	13.1%	504,573	10.4%	1,796,298	9.8%
Transportation	1,617	6.7%	261,527	5.4%	862,985	4.7%
Information	358	1.5%	206,154	4.3%	514,319	2.8%
Wholesale Retail	4,510	18.6%	691,593	14.3%	2,579,522	14.1%
Fin Insur Real Estate	1,454	6.0%	301,869	6.2%	1,132,588	6.2%
Professional Services	948	3.9%	348,156	7.2%	1,436,199	7.9%
Management Services	0	0.0%	2,730	0.1%	11,833	0.1%
Admin Waste Services	868	3.6%	248,931	5.1%	885,263	4.9%
Educational services	4,274	17.6%	998,719	20.6%	3,827,888	21.0%
Entertain services	2,649	10.9%	515,793	10.6%	1,845,679	10.1%
Other Prof services	1,917	7.9%	302,507	6.2%	976,899	5.4%
Public admin	1,089	4.5%	154,026	3.2%	824,181	4.5%



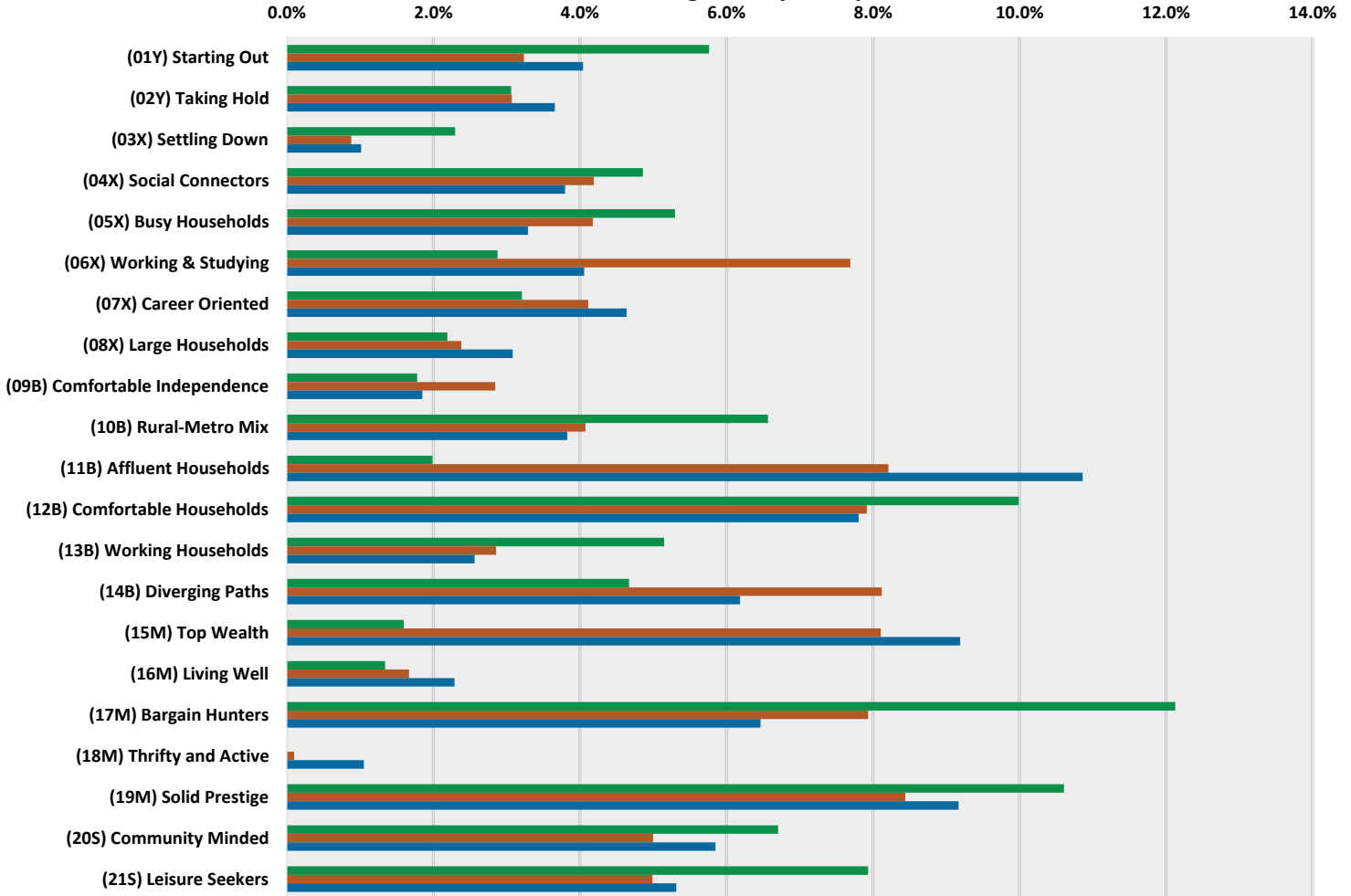
Household Segmentation Profile

For Market: City of Rosemead

Date: 6/1/2017

	Trade Area 1: Rosemead	Trade Area 2: Los Angeles County	Trade Area 3: California
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Household Lifestage Group Comparison



	Trade Area 1: Rosemead	Trade Area 2: Los Angeles County	Trade Area 3: California
Total Households	14,213 100%	3,258,952 100%	12,815,530 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	53- Metro Strivers	(10B) Rural-Metro Mix	933	6.6%	129,376	4.0%	379,782	3.0%
2	08- Solid Surroundings	(19M) Solid Prestige	811	5.7%	107,316	3.3%	398,278	3.1%
3	17- Firmly Established	(12B) Comfortable Households	735	5.2%	129,890	4.0%	507,932	4.0%
4	38- Occupational Mix	(13B) Working Households	732	5.1%	92,180	2.8%	291,220	2.3%
5	36- Persistent & Productive	(20S) Community Minded	719	5.1%	112,636	3.5%	448,849	3.5%
6	63- Staying Home	(17M) Bargain Hunters	700	4.9%	151,104	4.6%	434,843	3.4%
7	13- Work & Play	(12B) Comfortable Households	685	4.8%	128,071	3.9%	492,252	3.8%
8	09- Busy Schedules	(19M) Solid Prestige	539	3.8%	110,640	3.4%	460,729	3.6%
9	62- Movies & Sports	(05X) Busy Households	428	3.0%	94,640	2.9%	282,080	2.2%
10	55- Community Life	(17M) Bargain Hunters	419	2.9%	30,631	0.9%	128,862	1.0%

* 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: City of Rosemead

Date: 6/1/2017

		Rosemead		Los Angeles County		California	
TOTAL HOUSEHOLDS		14,213	100%	3,258,952	100%	12,815,530	100%
Lifestage Group	Cluster Name	Rosemead		Los Angeles County		California	
(01Y) Starting Out		819	5.8%	105,445	3.2%	518,166	4.0%
	39- Setting Goals	182	1.3%	27,387	0.8%	99,904	0.8%
	45- Offices & Entertainment	145	1.0%	19,865	0.6%	85,238	0.7%
	57- Collegiate Crowd	272	1.9%	32,713	1.0%	169,567	1.3%
	58- Outdoor Fervor	0	0.0%	1,013	0.0%	32,638	0.3%
	67- First Steps	221	1.6%	24,467	0.8%	130,819	1.0%
(02Y) Taking Hold		435	3.1%	100,095	3.1%	468,619	3.7%
	18- Climbing the Ladder	57	0.4%	7,679	0.2%	32,031	0.2%
	21- Children First	119	0.8%	15,727	0.5%	77,899	0.6%
	24- Career Building	192	1.3%	68,961	2.1%	327,200	2.6%
	30- Out & About	68	0.5%	7,728	0.2%	31,489	0.2%
(03X) Settling Down		326	2.3%	28,674	0.9%	129,923	1.0%
	34- Outward Bound	0	0.0%	553	0.0%	18,883	0.1%
	41- Rural Adventure	0	0.0%	881	0.0%	19,875	0.2%
	46- Rural & Active	326	2.3%	27,240	0.8%	91,165	0.7%
(04X) Social Connectors		691	4.9%	136,566	4.2%	486,678	3.8%
	42- Creative Variety	170	1.2%	24,606	0.8%	91,984	0.7%
	52- Stylish & Striving	262	1.8%	48,413	1.5%	161,928	1.3%
	59- Mobile Mixers	259	1.8%	63,547	1.9%	232,766	1.8%
(05X) Busy Households		753	5.3%	136,146	4.2%	421,955	3.3%
	37- Firm Foundations	325	2.3%	41,506	1.3%	139,875	1.1%
	62- Movies & Sports	428	3.0%	94,640	2.9%	282,080	2.2%
(06X) Working & Studying		409	2.9%	250,627	7.7%	520,036	4.1%
	61- City Life	27	0.2%	189,426	5.8%	320,746	2.5%
	69- Productive Havens	83	0.6%	16,457	0.5%	57,289	0.4%
	70- Favorably Frugal	298	2.1%	44,744	1.4%	142,001	1.1%
(07X) Career Oriented		456	3.2%	134,028	4.1%	594,197	4.6%
	06- Casual Comfort	97	0.7%	41,808	1.3%	225,963	1.8%
	10- Careers & Travel	43	0.3%	14,058	0.4%	69,208	0.5%
	20- Carving Out Time	67	0.5%	10,546	0.3%	45,474	0.4%
	26- Getting Established	249	1.8%	67,616	2.1%	253,552	2.0%
(08X) Large Households		312	2.2%	77,597	2.4%	394,934	3.1%
	11- Schools & Shopping	39	0.3%	21,084	0.6%	104,404	0.8%
	12- On the Go	66	0.5%	14,529	0.4%	68,168	0.5%
	19- Country Comfort	0	0.0%	2,678	0.1%	69,943	0.5%
	27- Tenured Proprietors	207	1.5%	39,306	1.2%	152,419	1.2%
(09B) Comfortable Independence		253	1.8%	92,697	2.8%	236,958	1.8%
	29- City Mixers	2	0.0%	64,824	2.0%	135,166	1.1%
	35- Working & Active	113	0.8%	13,049	0.4%	46,643	0.4%
	56- Metro Active	137	1.0%	14,824	0.5%	55,149	0.4%
(10B) Rural-Metro Mix		933	6.6%	132,836	4.1%	490,424	3.8%
	47- Rural Parents	0	0.0%	1,716	0.1%	49,780	0.4%
	53- Metro Strivers	933	6.6%	129,376	4.0%	379,782	3.0%
	60- Rural & Mobile	0	0.0%	1,744	0.1%	60,862	0.5%

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



Lifestage Group	Cluster Name	Rosemead		Los Angeles County		California	
(11B) Affluent Households		283	2.0%	267,603	8.2%	1,391,994	10.9%
	01- Summit Estates	51	0.4%	107,082	3.3%	506,677	4.0%
	04- Top Professionals	164	1.2%	126,427	3.9%	652,677	5.1%
	07- Active Lifestyles	68	0.5%	34,094	1.0%	232,640	1.8%
(12B) Comfortable Households		1,420	10.0%	257,961	7.9%	1,000,184	7.8%
	13- Work & Play	685	4.8%	128,071	3.9%	492,252	3.8%
	17- Firmly Established	735	5.2%	129,890	4.0%	507,932	4.0%
(13B) Working Households		732	5.1%	93,052	2.9%	328,494	2.6%
	38- Occupational Mix	732	5.1%	92,180	2.8%	291,220	2.3%
	48- Farm & Home	0	0.0%	872	0.0%	37,274	0.3%
(14B) Diverging Paths		664	4.7%	264,646	8.1%	792,735	6.2%
	16- Country Enthusiasts	0	0.0%	1,292	0.0%	26,531	0.2%
	22- Comfortable Cornerstones	57	0.4%	11,148	0.3%	56,773	0.4%
	31- Mid-Americana	192	1.3%	18,014	0.6%	71,694	0.6%
	32- Metro Mix	14	0.1%	51,502	1.6%	92,522	0.7%
	33- Urban Diversity	401	2.8%	182,690	5.6%	545,215	4.3%
(15M) Top Wealth		227	1.6%	264,212	8.1%	1,177,636	9.2%
	02- Established Elite	60	0.4%	146,180	4.5%	619,723	4.8%
	03- Corporate Connected	167	1.2%	118,032	3.6%	557,913	4.4%
(16M) Living Well		190	1.3%	54,359	1.7%	293,324	2.3%
	14- Career Centered	132	0.9%	38,383	1.2%	166,888	1.3%
	15- Country Ways	0	0.0%	1,535	0.0%	43,697	0.3%
	23- Good Neighbors	59	0.4%	14,441	0.4%	82,739	0.6%
(17M) Bargain Hunters		1,724	12.1%	258,510	7.9%	828,569	6.5%
	43- Work & Causes	240	1.7%	25,649	0.8%	92,622	0.7%
	44- Open Houses	181	1.3%	26,424	0.8%	102,578	0.8%
	55- Community Life	419	2.9%	30,631	0.9%	128,862	1.0%
	63- Staying Home	700	4.9%	151,104	4.6%	434,843	3.4%
	68- Staying Healthy	183	1.3%	24,702	0.8%	69,664	0.5%
(18M) Thrifty & Active		0	0.0%	3,248	0.1%	134,753	1.1%
	40- Great Outdoors	0	0.0%	622	0.0%	26,438	0.2%
	50- Rural Community	0	0.0%	1,806	0.1%	79,259	0.6%
	54- Work & Outdoors	0	0.0%	820	0.0%	29,056	0.2%
(19M) Solid Prestige		1,508	10.6%	275,088	8.4%	1,174,925	9.2%
	05- Active & Involved	158	1.1%	57,132	1.8%	315,918	2.5%
	08- Solid Surroundings	811	5.7%	107,316	3.3%	398,278	3.1%
	09- Busy Schedules	539	3.8%	110,640	3.4%	460,729	3.6%
(20S) Community Minded		953	6.7%	162,898	5.0%	749,774	5.9%
	25- Clubs & Causes	104	0.7%	23,564	0.7%	142,972	1.1%
	28- Community Pillars	130	0.9%	26,698	0.8%	157,953	1.2%
	36- Persistent & Productive	719	5.1%	112,636	3.5%	448,849	3.5%
(21S) Leisure Seekers		1,127	7.9%	162,664	5.0%	681,252	5.3%
	49- Home & Garden	217	1.5%	29,602	0.9%	132,553	1.0%
	51- Role Models	217	1.5%	24,977	0.8%	101,961	0.8%
	64- Practical & Careful	128	0.9%	20,113	0.6%	126,246	1.0%
	65- Hobbies & Shopping	311	2.2%	31,405	1.0%	151,039	1.2%
	66- Helping Hands	255	1.8%	56,567	1.7%	169,453	1.3%

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



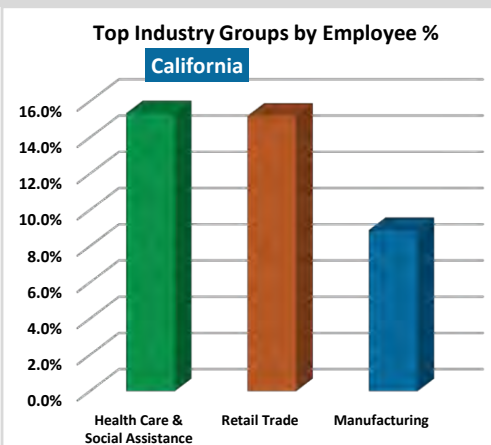
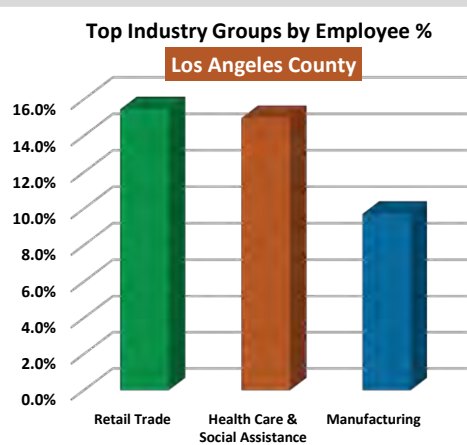
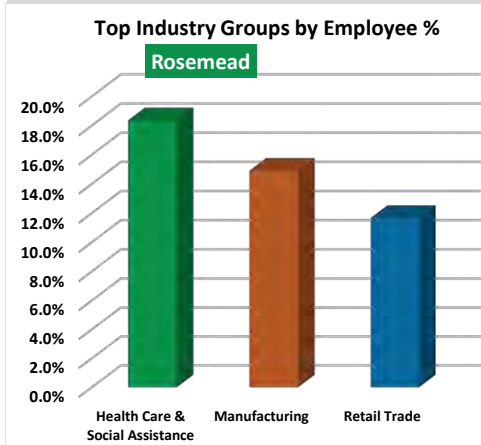
Employment Profile

For Market: City of Rosemead
Market Definition: City of Rosemead
Date Report Created: 6/1/2017

	Rosemead	Los Angeles County	California
Daytime Population	52,857	11,805,402	44,388,072
Student Population	12,063	3,078,477	11,570,061
Median Employee Salary	45,924	45,505	45,753
Average Employee Salary	53,663	53,772	54,778

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	533	2.9%	164,937	3.3%	569,877	3.1%
15,000 to 30,000 CrYr	3,569	19.1%	1,017,342	20.2%	3,088,802	16.8%
30,000 to 45,000 CrYr	5,141	27.5%	1,340,619	26.6%	5,461,081	29.8%
45,000 to 60,000 CrYr	3,047	16.3%	833,640	16.5%	3,228,982	17.6%
60,000 to 75,000 CrYr	2,285	12.2%	567,551	11.2%	1,892,201	10.3%
75,000 to 90,000 CrYr	1,918	10.3%	443,380	8.8%	1,527,498	8.3%
90,000 to 100,000 CrYr	569	3.0%	170,195	3.4%	564,313	3.1%
Over 100,000 CrYr	1,628	8.7%	507,612	10.1%	2,003,873	10.9%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,139	100%	18,690	100%	278,825	100%	5,045,276	100%	987,292	100%	18,336,627	100%
Accommodation & Food Services	91	7.9%	1,494	8.0%	16,270	5.8%	346,887	6.9%	57,905	5.9%	1,224,474	6.7%
Administration & Support Services	42	3.7%	483	2.6%	9,379	3.4%	248,211	4.9%	35,538	3.6%	907,363	4.9%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	623	0.2%	5,561	0.1%	6,055	0.6%	79,598	0.4%
Arts, Entertainment, & Recreation	21	1.9%	368	2.0%	6,584	2.4%	150,341	3.0%	22,430	2.3%	554,236	3.0%
Construction	28	2.4%	839	4.5%	12,479	4.5%	196,655	3.9%	56,638	5.7%	936,718	5.1%
Educational Services	50	4.4%	1,455	7.8%	7,348	2.6%	347,153	6.9%	26,677	2.7%	1,192,896	6.5%
Finance & Insurance	78	6.9%	1,754	9.4%	16,113	5.8%	205,593	4.1%	56,086	5.7%	697,421	3.8%
Health Care & Social Assistance	174	15.3%	3,431	18.4%	43,791	15.7%	755,062	15.0%	156,033	15.8%	2,813,259	15.3%
Information	20	1.8%	295	1.6%	7,073	2.5%	166,836	3.3%	20,354	2.1%	515,322	2.8%
Management of Companies & Enterprises	2	0.2%	76	0.4%	227	0.1%	14,222	0.3%	657	0.1%	40,404	0.2%
Manufacturing	69	6.1%	2,785	14.9%	14,730	5.3%	490,278	9.7%	46,732	4.7%	1,629,777	8.9%
Mining	1	0.1%	16	0.1%	158	0.1%	5,265	0.1%	625	0.1%	18,319	0.1%
Professional, Scientific, & Technical Services	99	8.7%	596	3.2%	36,226	13.0%	451,112	8.9%	122,765	12.4%	1,493,170	8.1%
Real Estate, Rental, Leasing	43	3.8%	362	1.9%	11,752	4.2%	114,038	2.3%	44,943	4.6%	423,697	2.3%
Retail Trade	207	18.2%	2,180	11.7%	46,630	16.7%	779,718	15.5%	151,316	15.3%	2,786,876	15.2%
Transportation & Storage	12	1.1%	81	0.4%	4,123	1.5%	147,831	2.9%	14,443	1.5%	482,256	2.6%
Utilities	3	0.3%	409	2.2%	249	0.1%	10,817	0.2%	1,393	0.1%	54,471	0.3%
Wholesale Trade	33	2.9%	335	1.8%	11,134	4.0%	107,669	2.1%	33,083	3.4%	358,035	2.0%
Other Services	164	14.4%	1,731	9.3%	33,936	12.2%	502,027	10.0%	133,619	13.5%	2,128,335	11.6%



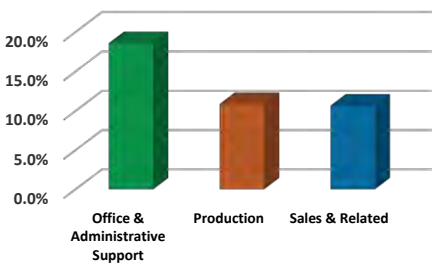
Employment Profile

For Market: City of Rosemead
Market Definition: City of Rosemead
Date Report Created: 6/1/2017

	Rosemead		Los Angeles County		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	9,730	52.1%	2,600,915	51.6%	9,421,898	51.4%
Architecture & Engineering	186	1.0%	77,393	1.5%	334,731	1.8%
Community & Social Science	548	2.9%	124,320	2.5%	478,616	2.6%
Computer/Mathematical Science	267	1.4%	88,201	1.7%	353,902	1.9%
Education, Training, & Library	1,172	6.3%	264,245	5.2%	971,393	5.3%
Entertainment & Media	180	1.0%	103,432	2.1%	343,215	1.9%
Healthcare Practitioners	1,335	7.1%	291,881	5.8%	1,079,046	5.9%
Healthcare Support	537	2.9%	126,977	2.5%	471,591	2.6%
Legal	66	0.4%	71,175	1.4%	209,429	1.1%
Life, Physical, & Social Science	117	0.6%	37,011	0.7%	156,026	0.9%
Management	1,043	5.6%	286,967	5.7%	1,045,245	5.7%
Office & Administrative Support	3,475	18.6%	939,722	18.6%	3,329,630	18.2%
Blue Collar	8,894	47.6%	2,420,998	48.0%	8,634,345	47.1%
Building & Grounds Cleaning & Maintenance	445	2.4%	163,080	3.2%	652,582	3.6%
Construction	694	3.7%	164,931	3.3%	753,908	4.1%
Farming, Fishing, & Forestry	7	0.0%	4,293	0.1%	32,533	0.2%
Food Service	1,444	7.7%	336,551	6.7%	1,159,684	6.3%
Installation & Maintenance	829	4.4%	195,841	3.9%	720,256	3.9%
Personal Care & Service	388	2.1%	137,506	2.7%	484,269	2.6%
Production	2,034	10.9%	362,843	7.2%	1,160,403	6.3%
Protective Service	156	0.8%	79,627	1.6%	278,101	1.5%
Sales & Related	1,995	10.7%	665,219	13.2%	2,304,598	12.6%
Transportation & Material Moving	903	4.8%	311,107	6.2%	1,088,011	5.9%
Military Services	65	0.3%	23,363	0.5%	280,384	1.5%

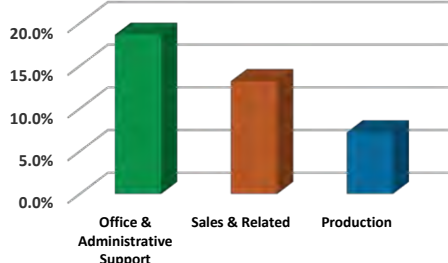
Top Occupations by Employee %

Rosemead



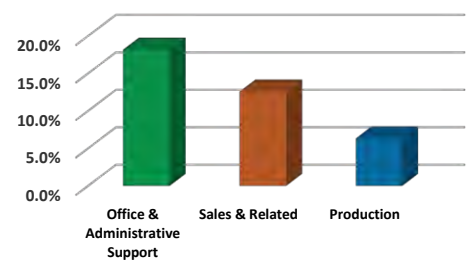
Top Occupations by Employee %

Los Angeles County



Top Occupations by Employee %

California



Employee Totals and History

	#	#	#
Current	18,690	5,045,276	18,336,627
3rd Quarter 2016	17,583	4,842,742	17,713,000
2nd Quarter 2016	17,860	4,849,947	17,685,304
1st Quarter 2016	17,765	4,836,119	17,504,760
4th Quarter 2015	17,703	4,842,378	17,624,654
3rd Quarter 2015	16,603	4,598,283	16,859,884
2nd Quarter 2015	17,448	4,779,308	17,365,395
1st Quarter 2015	17,435	4,780,106	17,245,389
4th Quarter 2014	17,636	4,824,788	17,357,382



Consumer Demand & Market Supply Assessment

For Market: City of Rosemead
 Market Definition: City of Rosemead
 Date Report Created: 6/1/2017

	Rosemead			Los Angeles County CA			California		
Demographics									
Population	54,318			10,084,092			39,015,083		
5-Year Population estimate	54,669			10,274,085			40,023,772		
Population Households	54,030			9,916,616			38,213,014		
Group Quarters Population	288			167,476			802,069		
Households	14,376			3,338,956			13,210,267		
5-Year Households estimate	14,548			3,467,073			13,833,735		
WorkPlace Establishments	1,168			286,212			1,011,178		
Workplace Employees	18,690			5,045,276			18,336,627		
Median Household Income	\$45,082			\$59,199			\$64,191		
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$109,221,523	\$0	(\$109,221,523)	\$21,073,160,787	\$10,891,138,685	(\$10,182,022,102)	\$80,817,826,433	\$77,380,025,051	(\$3,437,801,382)
Automotive Dealers	\$161,140,805	\$53,698,116	(\$107,442,689)	\$30,293,117,820	\$31,046,629,615	\$753,511,795	\$120,350,305,432	\$128,885,340,528	\$8,535,035,096
Other General Merchandise Stores	\$97,462,246	\$24,911,168	(\$72,551,078)	\$18,166,186,053	\$17,749,244,174	(\$416,941,879)	\$70,661,167,633	\$80,764,406,418	\$10,103,238,785
Gasoline Stations	\$69,489,951	\$25,717,725	(\$43,772,226)	\$13,003,845,160	\$16,655,532,080	\$3,651,686,920	\$51,855,427,033	\$64,195,283,008	\$12,339,855,975
Clothing Stores	\$43,316,193	\$21,344,396	(\$21,971,797)	\$8,137,154,226	\$12,305,978,609	\$4,168,824,383	\$31,327,189,355	\$35,258,633,379	\$3,931,444,024
Building Material/Supplies Dealers	\$49,373,716	\$29,682,138	(\$19,691,579)	\$9,152,473,594	\$9,472,378,232	\$319,904,638	\$35,221,749,805	\$40,052,686,401	\$4,830,936,596
Electronics/Appliance	\$17,474,347	\$4,637,420	(\$12,836,927)	\$3,619,118,844	\$3,444,233,301	(\$174,885,543)	\$13,795,493,460	\$14,238,281,799	\$442,788,339
Other Motor Vehicle Dealers	\$9,154,022	\$0	(\$9,154,022)	\$1,721,965,736	\$2,040,695,052	\$318,729,316	\$6,809,917,989	\$7,869,066,562	\$1,059,148,573
Furniture Stores	\$9,900,589	\$4,263,331	(\$5,637,258)	\$1,856,412,387	\$2,585,710,751	\$729,298,364	\$7,165,716,273	\$8,041,207,240	\$875,490,967
Automotive Parts/Accessories/Tire	\$15,167,711	\$9,576,981	(\$5,590,730)	\$2,800,584,284	\$2,897,473,348	\$96,889,064	\$10,862,518,442	\$12,250,357,130	\$1,387,838,688
Sporting Goods/Hobby/Musical Instrument	\$11,122,170	\$5,864,069	(\$5,258,101)	\$2,097,631,650	\$2,366,979,442	\$269,347,792	\$8,094,029,323	\$8,994,049,306	\$900,019,983
Vending Machine Operators (Non-Store)	\$5,223,602	\$0	(\$5,223,602)	\$987,056,596	\$1,025,065,475	\$38,008,879	\$3,846,551,170	\$4,470,961,547	\$624,410,377
Department Stores	\$26,096,000	\$21,069,983	(\$5,026,017)	\$4,876,911,476	\$5,809,749,113	\$932,837,637	\$18,816,097,785	\$23,464,314,261	\$4,648,216,476
Jewelry/Luggage/Leather Goods	\$5,640,149	\$981,023	(\$4,659,126)	\$1,059,157,759	\$1,338,316,562	\$279,158,803	\$4,090,638,898	\$4,458,738,945	\$368,100,047
Lawn/Garden Equipment/Supplies Stores	\$5,667,685	\$1,461,741	(\$4,205,944)	\$1,054,394,774	\$754,942,387	(\$299,452,387)	\$4,072,371,454	\$4,922,543,277	\$850,171,823
Office Supplies/Stationary/Gift	\$5,863,847	\$2,243,838	(\$3,620,009)	\$1,130,655,419	\$1,454,383,601	\$323,728,182	\$4,341,207,349	\$4,755,955,004	\$414,747,655
Book/Periodical/Music Stores	\$3,833,015	\$303,423	(\$3,529,592)	\$729,620,891	\$691,951,966	(\$37,668,925)	\$2,805,961,861	\$3,078,378,527	\$272,416,666
Shoe Stores	\$5,656,663	\$2,389,568	(\$3,267,094)	\$1,063,679,043	\$1,438,943,358	\$375,264,315	\$4,081,641,681	\$4,613,962,876	\$532,321,195
Special Food Services	\$8,824,449	\$5,780,556	(\$3,043,893)	\$1,954,590,027	\$2,521,121,156	\$566,531,129	\$7,370,438,348	\$7,984,150,069	\$613,711,721
Other Misc. Store Retailers	\$12,729,441	\$9,853,179	(\$2,876,262)	\$2,376,597,669	\$3,889,545,234	\$1,512,947,565	\$9,147,433,919	\$10,160,494,503	\$1,013,060,584
Used Merchandise Stores	\$2,908,102	\$391,300	(\$2,516,803)	\$544,427,336	\$576,795,876	\$32,368,540	\$2,098,403,382	\$2,264,877,600	\$166,474,218
Bar/Drinking Places (Alcoholic Beverages)	\$2,161,232	\$143,432	(\$2,017,800)	\$541,730,472	\$606,575,837	\$64,845,365	\$2,020,298,922	\$2,278,387,934	\$258,089,012
Beer/Wine/Liquor Stores	\$7,642,412	\$6,012,664	(\$1,629,748)	\$1,437,778,769	\$1,548,629,505	\$110,850,736	\$5,609,917,884	\$6,297,029,704	\$687,111,820
Home Furnishing Stores	\$8,654,976	\$7,470,404	(\$1,184,572)	\$1,609,322,228	\$1,950,995,289	\$341,673,061	\$6,200,969,287	\$6,992,803,487	\$791,834,200
Specialty Food Stores	\$5,581,641	\$5,081,211	(\$500,431)	\$1,037,729,885	\$1,431,006,054	\$393,276,169	\$4,058,906,762	\$4,339,671,054	\$280,764,292
Grocery Stores	\$96,644,727	\$96,410,814	(\$233,914)	\$17,964,328,993	\$19,136,569,806	\$1,172,240,813	\$70,128,526,143	\$71,880,466,912	\$1,751,940,769
Florists/Misc. Store Retailers	\$1,229,239	\$1,365,719	\$136,481	\$228,606,541	\$374,687,104	\$146,080,563	\$883,885,342	\$983,625,898	\$99,740,556
Direct Selling Establishments	\$5,414,846	\$6,061,785	\$646,939	\$1,006,475,642	\$1,095,752,758	\$89,277,116	\$3,911,503,846	\$3,702,539,582	(\$208,964,264)
Full-Service Restaurants	\$42,276,299	\$45,273,868	\$2,997,569	\$9,851,897,697	\$10,307,092,094	\$455,194,397	\$36,952,875,029	\$38,921,001,705	\$1,968,126,676
Health/Personal Care Stores	\$51,262,590	\$62,251,763	\$10,989,173	\$9,438,753,433	\$11,338,241,745	\$1,899,488,312	\$36,464,130,314	\$42,016,789,984	\$5,552,659,670
Limited-Service Eating Places	\$40,556,390	\$56,025,860	\$15,469,470	\$8,981,604,035	\$9,305,026,970	\$323,422,935	\$33,845,821,789	\$36,260,607,580	\$2,414,785,791



Consumer Demand & Market Supply Assessment

For Market: City of Rosemead
Market Definition: City of Rosemead
Date Report Created: 6/1/2017

	Rosemead			Los Angeles County CA			California		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
By Major Product Lines									
Autos/Cars/Vans/Trucks/Motorcycles	\$140,939,594	\$45,350,696	(\$95,588,899)	\$26,515,552,243	\$27,319,961,772	\$804,409,529	\$105,473,510,744	\$113,621,059,079	\$8,147,548,335
Groceries/Other Food Items (Off Premises)	\$149,223,897	\$98,531,086	(\$50,692,811)	\$27,622,527,819	\$27,575,488,968	(\$47,038,851)	\$108,155,384,962	\$109,083,700,075	\$928,315,113
Drugs/Health Aids/Beauty Aids/Cosmetics	\$109,739,744	\$67,034,286	(\$42,705,457)	\$20,169,137,370	\$17,671,796,949	(\$2,497,340,421)	\$77,690,928,155	\$76,757,640,524	(\$933,287,631)
Automotive Fuels	\$63,658,327	\$26,195,080	(\$37,463,247)	\$11,918,470,417	\$16,065,990,095	\$4,147,519,678	\$47,871,363,453	\$62,096,521,226	\$14,225,157,773
All Other Merchandise	\$36,396,585	\$11,767,483	(\$24,629,102)	\$6,797,733,591	\$6,856,644,818	\$58,911,227	\$26,160,700,109	\$29,170,745,252	\$3,010,045,143
Womens/Juniors/Misses Wear	\$36,364,257	\$14,654,077	(\$21,710,180)	\$6,821,063,124	\$8,060,106,581	\$1,239,043,457	\$26,285,080,543	\$28,880,126,309	\$2,595,045,766
Retailer Services	\$27,438,224	\$9,769,168	(\$17,669,056)	\$5,194,809,486	\$5,536,290,554	\$341,481,068	\$20,779,837,912	\$23,313,258,115	\$2,533,420,203
Furniture/Sleep/Outdoor/Patio Furniture	\$24,570,886	\$7,156,406	(\$17,414,480)	\$4,606,692,429	\$4,302,516,522	(\$304,175,907)	\$17,775,178,860	\$16,726,917,340	(\$1,048,261,520)
Automotive Tires/Tubes/Batteries/Parts	\$29,030,548	\$11,812,096	(\$17,218,452)	\$5,350,501,439	\$4,857,797,949	(\$492,703,490)	\$20,706,943,257	\$20,587,707,497	(\$119,235,760)
Computer Hardware/Software/Supplies	\$18,160,295	\$1,841,491	(\$16,318,804)	\$4,554,528,056	\$2,952,414,908	(\$1,602,113,148)	\$16,822,652,087	\$15,288,680,712	(\$1,533,971,375)
Footwear, including Accessories	\$13,901,851	\$5,102,092	(\$8,799,759)	\$2,613,473,627	\$2,875,903,607	\$262,429,980	\$10,024,267,579	\$10,427,863,163	\$403,595,584
Mens Wear	\$13,868,881	\$6,256,594	(\$7,612,287)	\$2,625,334,345	\$3,415,053,194	\$789,718,849	\$10,112,402,180	\$12,478,265,375	\$2,365,863,195
Dimensional Lumber/Other Building Materials	\$20,076,628	\$12,553,730	(\$7,522,898)	\$3,710,992,951	\$4,005,962,875	\$294,969,924	\$14,248,610,932	\$16,834,384,308	\$2,585,773,376
Lawn/Garden/Farm Equipment/Supplies	\$14,603,074	\$7,193,606	(\$7,409,468)	\$2,711,271,602	\$2,609,711,465	(\$101,560,137)	\$10,457,297,499	\$11,756,996,137	\$1,299,698,638
Jewelry (including Watches)	\$8,405,813	\$1,999,016	(\$6,406,797)	\$1,579,109,418	\$1,793,118,974	\$214,009,556	\$6,094,973,899	\$7,337,715,906	\$1,242,742,007
Kitchenware/Home Furnishings	\$10,943,398	\$4,946,677	(\$5,996,721)	\$2,039,824,058	\$2,169,628,878	\$129,804,820	\$7,844,021,788	\$9,201,314,876	\$1,357,293,088
Hardware/Tools/Plumbing/Electrical Supplies	\$13,891,495	\$8,013,309	(\$5,878,186)	\$2,571,966,805	\$2,741,952,897	\$169,986,092	\$9,888,341,084	\$11,814,352,599	\$1,926,011,515
Cigars/Cigarettes/Tobacco/Accessories	\$11,524,314	\$6,479,829	(\$5,044,485)	\$2,092,094,775	\$2,572,635,033	\$480,540,258	\$7,910,114,702	\$9,483,916,101	\$1,573,801,399
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,272,614	\$3,367,395	(\$4,905,220)	\$1,574,906,467	\$1,758,121,354	\$183,214,887	\$6,087,840,400	\$8,203,300,438	\$2,115,460,038
Televisions/VCR/Video Cameras/DVD etc	\$6,363,363	\$2,106,104	(\$4,257,259)	\$1,189,552,300	\$1,532,331,062	\$342,778,762	\$4,563,920,375	\$7,011,713,694	\$2,447,793,319
Pets/Pet Foods/Pet Supplies	\$7,400,128	\$3,220,764	(\$4,179,364)	\$1,401,321,116	\$1,296,899,881	(\$104,421,235)	\$5,417,899,390	\$4,637,172,787	(\$780,726,603)
Packaged Liquor/Wine/Beer	\$16,839,779	\$12,822,130	(\$4,017,648)	\$3,162,355,598	\$3,506,355,741	\$344,000,143	\$12,374,951,955	\$13,665,804,534	\$1,290,852,579
Audio Equipment/Musical Instruments	\$5,393,138	\$1,549,077	(\$3,844,061)	\$1,010,411,161	\$1,001,284,592	(\$9,126,569)	\$3,896,279,402	\$4,733,506,453	\$837,227,051
Books/Periodicals	\$4,328,939	\$585,234	(\$3,743,704)	\$823,094,353	\$790,286,963	(\$32,807,390)	\$3,161,242,994	\$3,647,695,297	\$486,452,303
Alcoholic Drinks Served at the Establishment	\$18,549,460	\$15,925,513	(\$2,623,947)	\$4,714,408,799	\$4,127,111,567	(\$587,297,232)	\$17,552,300,954	\$14,848,153,589	(\$2,704,147,365)
Childrens Wear/Infants/Toddlers Clothing	\$6,047,682	\$3,581,014	(\$2,466,668)	\$1,147,460,587	\$1,782,397,656	\$634,937,069	\$4,374,831,775	\$6,149,895,491	\$1,775,063,716
Toys/Hobby Goods/Games	\$4,838,868	\$2,382,304	(\$2,456,564)	\$903,190,462	\$1,152,753,432	\$249,562,970	\$3,466,059,107	\$5,038,073,563	\$1,572,014,456
Floor/Floor Coverings	\$7,062,653	\$4,676,771	(\$2,385,882)	\$1,300,612,497	\$1,392,005,834	\$91,393,337	\$4,990,814,335	\$5,686,955,420	\$696,141,085
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,088,453	\$2,460,851	(\$1,627,602)	\$768,147,574	\$990,127,715	\$221,980,141	\$2,964,151,590	\$4,234,483,732	\$1,270,332,142
Paper/Related Products	\$4,195,818	\$2,705,052	(\$1,490,766)	\$773,697,526	\$1,004,944,983	\$231,247,457	\$2,959,974,014	\$4,039,613,704	\$1,079,639,690
Paints/Sundries/Wallpaper/Wall Coverings	\$3,656,931	\$2,277,291	(\$1,379,641)	\$674,762,960	\$735,206,482	\$60,443,522	\$2,589,130,354	\$3,087,174,570	\$498,044,216
Soaps/Detergents/Household Cleaners	\$4,736,201	\$3,389,612	(\$1,346,589)	\$869,548,884	\$1,109,002,112	\$239,453,228	\$3,317,294,481	\$4,395,909,813	\$1,078,615,332
Major Household Appliances	\$3,168,798	\$1,828,658	(\$1,340,139)	\$614,878,676	\$831,019,219	\$216,140,543	\$2,402,570,147	\$3,591,694,849	\$1,189,124,702
Automotive Lubricants (incl Oil, Greases)	\$3,168,798	\$1,828,658	(\$1,340,139)	\$614,878,676	\$831,019,219	\$216,140,543	\$2,402,570,147	\$3,591,694,849	\$1,189,124,702
Small Electric Appliances	\$1,953,388	\$889,693	(\$1,063,696)	\$363,375,672	\$395,038,020	\$31,662,348	\$1,393,252,863	\$1,789,718,946	\$396,466,083
Photographic Equipment/Supplies	\$1,077,719	\$373,047	(\$704,673)	\$203,990,651	\$265,221,440	\$61,230,789	\$788,822,294	\$1,203,887,823	\$415,065,529
Sewing/Knitting Materials/Supplies	\$428,512	\$243,013	(\$185,499)	\$80,108,250	\$108,283,134	\$28,174,884	\$308,268,482	\$461,138,894	\$152,870,412
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,013,969	\$2,081,218	\$67,249	\$381,985,136	\$502,253,427	\$120,268,291	\$1,601,373,451	\$2,202,126,466	\$600,753,015
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,063,297	\$2,951,368	\$888,070	\$379,118,378	\$583,386,857	\$204,268,479	\$1,477,974,531	\$2,377,618,802	\$899,644,271
Meats/Nonalcoholic Beverages	\$79,794,367	\$93,325,039	\$13,530,672	\$17,655,654,494	\$19,456,801,103	\$1,801,146,609	\$66,522,049,174	\$74,511,783,834	\$7,989,734,660



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.