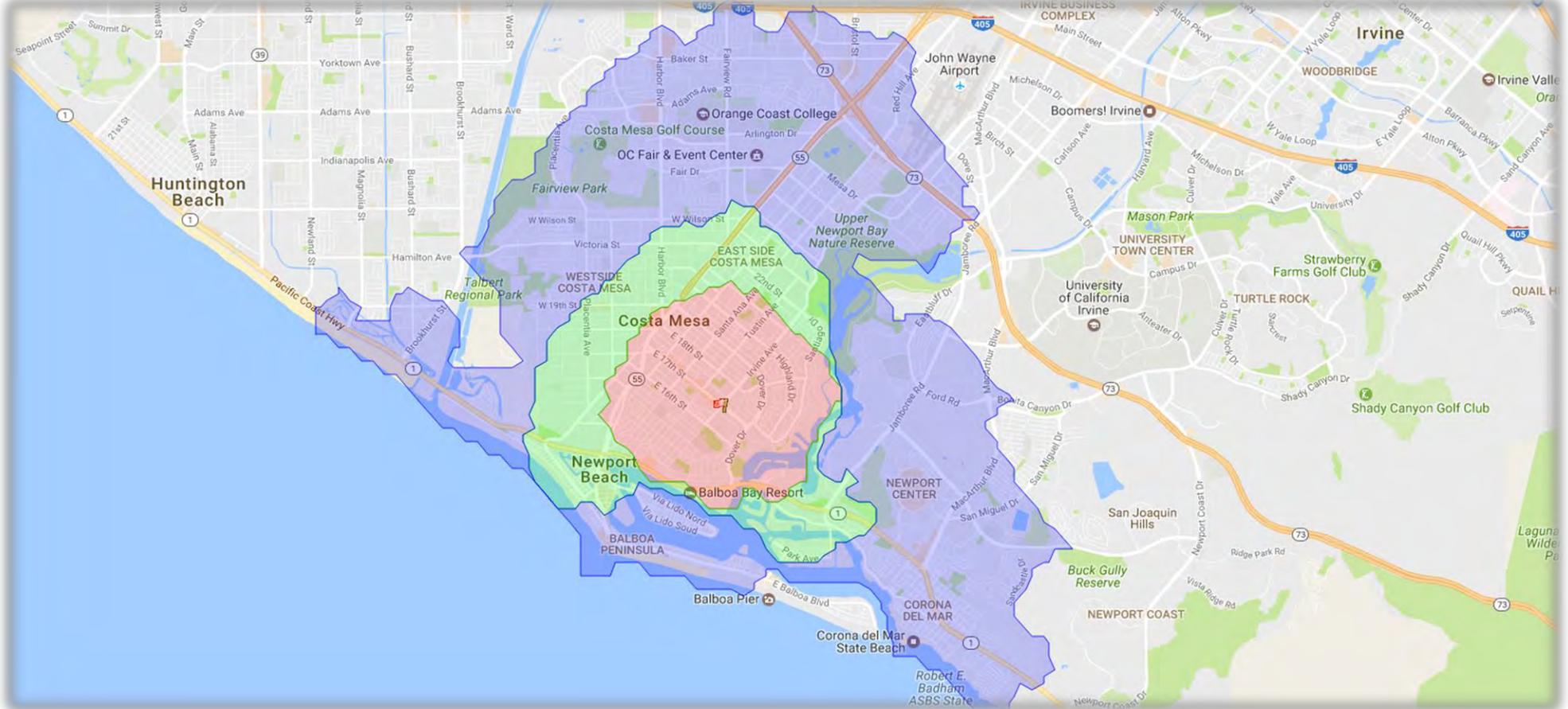


Westcliff

Westcliff Dr Irvine Ave

June 2017



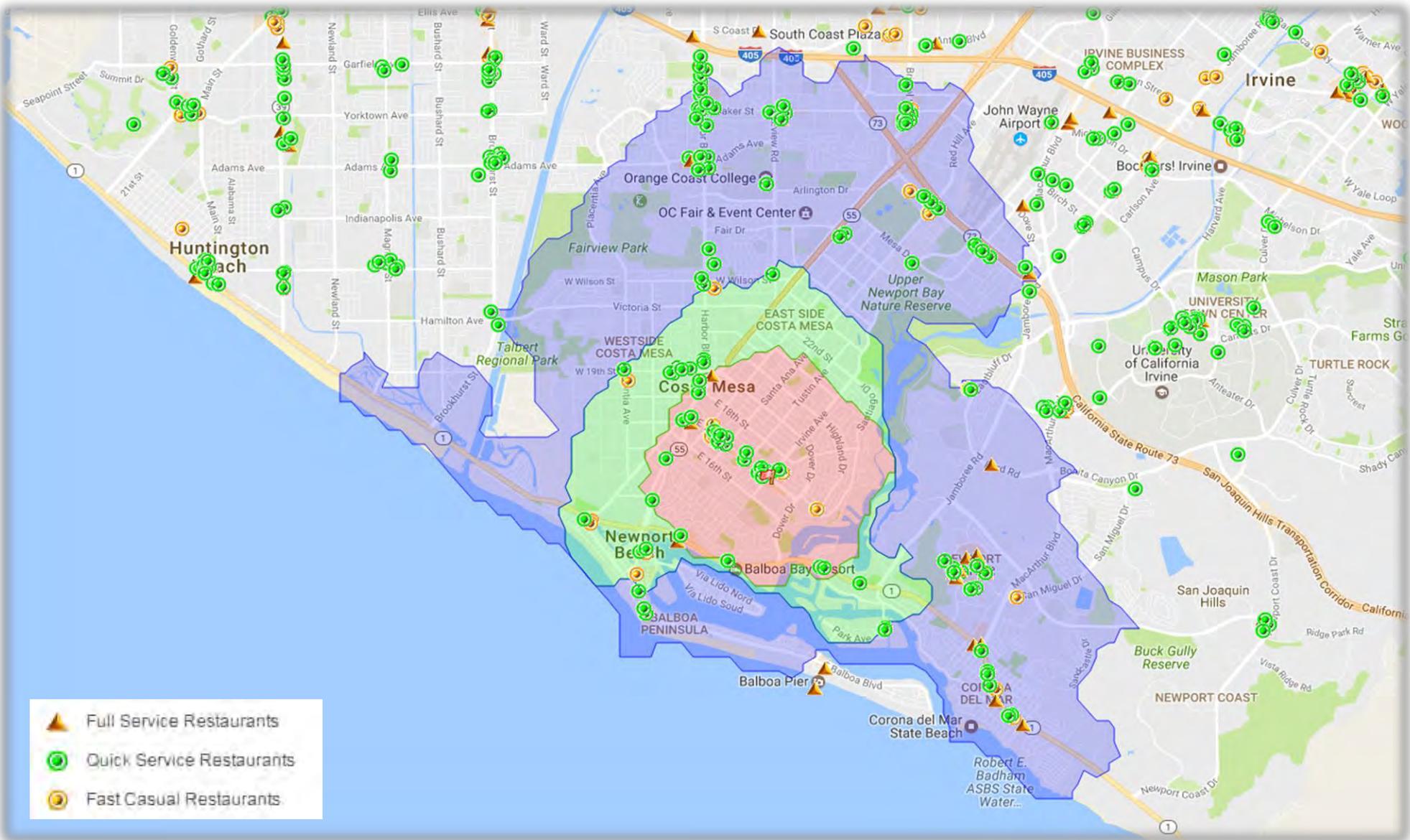
	3 Minutes	5 Minutes	10 Minutes
Population	24,712	64,418	163,043
Daytime Population	27,343	65,337	232,836
Households	10,725	26,204	65,753
Average Age	40.4	39.2	39.9
Average HH Income	\$139,729	\$118,860	\$126,719
White Collar (Residents)	84%	71%	71%
Some College or Degree	80%	70%	70%

Traffic Counts	
E 17th St & Irvine Ave	> 30,000
Irvine Ave & Shady Ln	> 22,000
Westcliff & Rutland Rd	> 16,000



Westcliff
Restaurants
June 2017

3 Minutes 5 Minutes 10 Minutes



-  Full Service Restaurants
-  Quick Service Restaurants
-  Fast Casual Restaurants

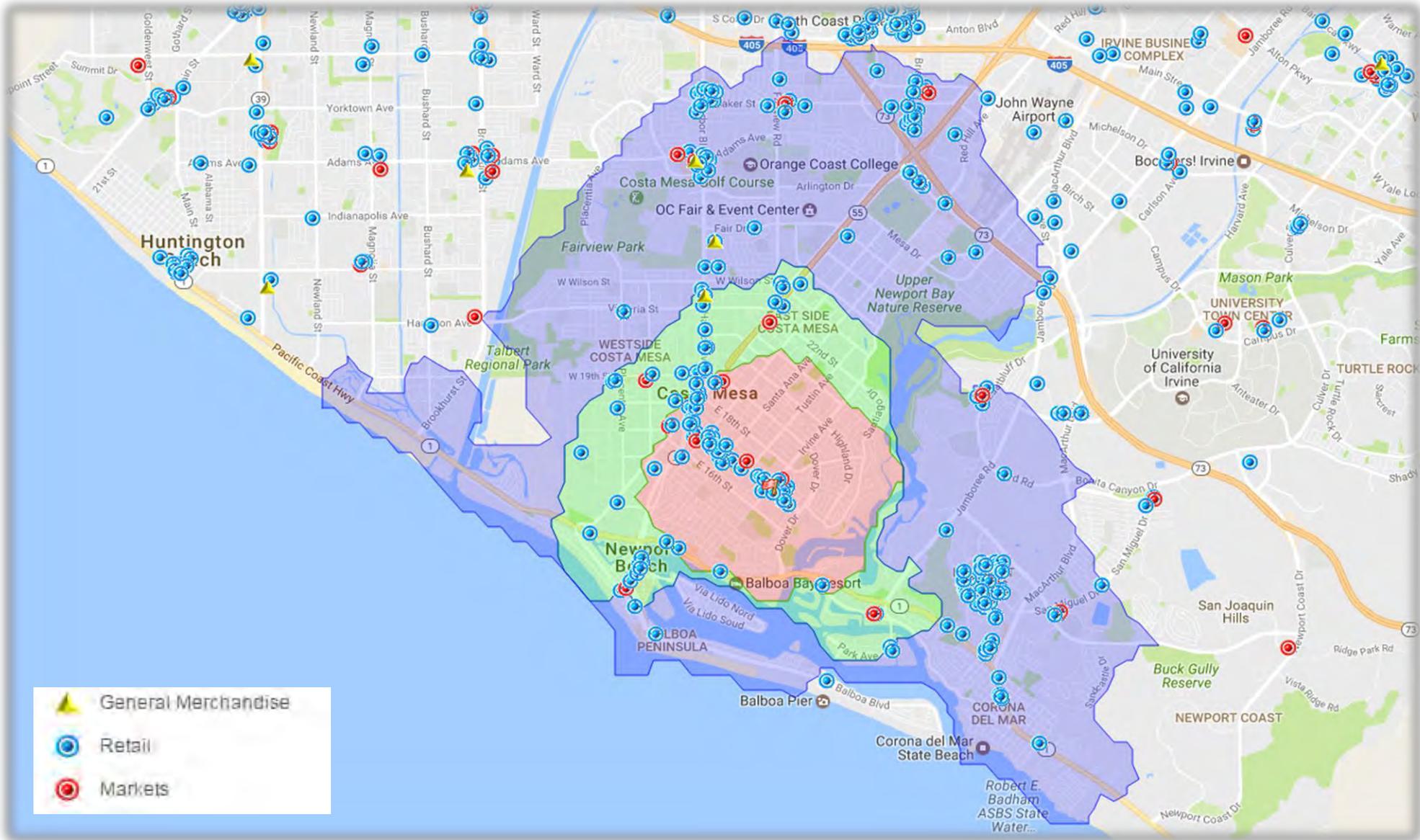


Westcliff

General Merchandise/Retail/Markets

June 2017

3 Minutes 5 Minutes 10 Minutes



- General Merchandise
- Retail
- Markets



Consumer Demographic Profile

For Market:

Westcliff

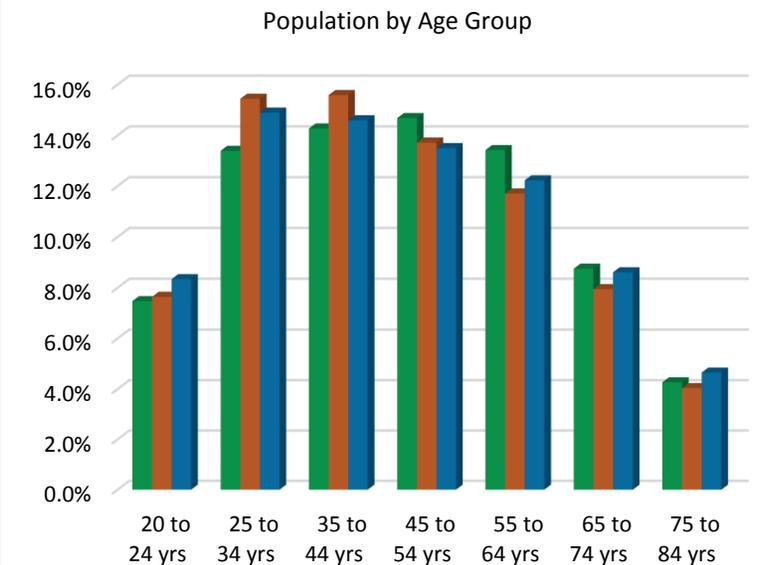
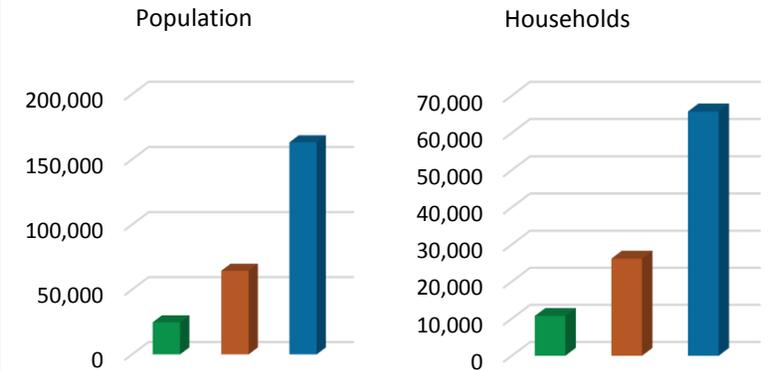
Market Definition:

Westcliff Dr & Irvine Ave

Date Report Created:

6/1/2017

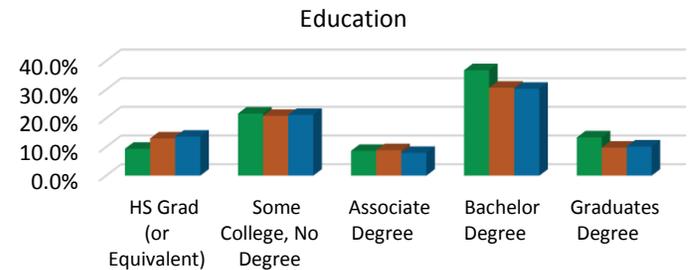
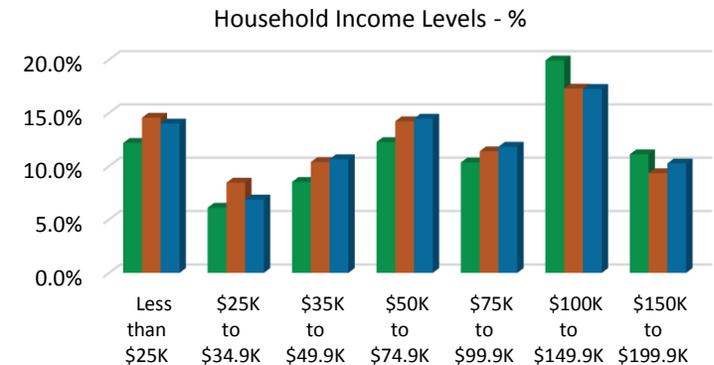
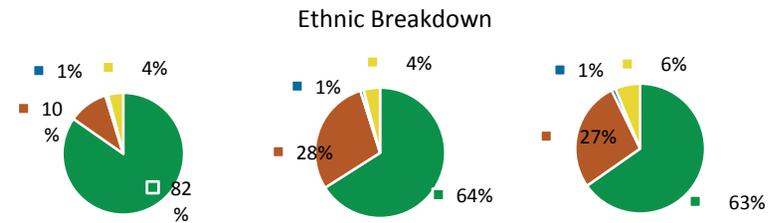
	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	24,712	---	64,418	---	163,043	---
5 Year Projected Pop	24,944	---	65,261	---	163,489	---
Pop Growth (%)	0.9%	---	1.3%	---	0.3%	---
Households	10,725	---	26,204	---	65,753	---
5 Year Projected HHs	10,811	---	26,517	---	65,880	---
HH Growth (%)	0.8%	---	1.2%	---	0.2%	---
Census Stats						
2000 Population	23,552	---	61,659	---	159,965	---
2010 Population	24,178	---	61,620	---	158,793	---
Pop Growth (%)	2.7%	---	-0.1%	---	-0.7%	---
2000 Households	10,459	---	25,473	---	64,544	---
2010 Households	10,518	---	25,103	---	63,946	---
HH Growth (%)	0.6%	---	-1.5%	---	-0.9%	---
Total Population by Age						
Average Age	40.4		39.2		39.9	
19 yrs & under	5,352	21.7%	14,151	22.0%	34,445	21.1%
20 to 24 yrs	1,846	7.5%	4,921	7.6%	13,590	8.3%
25 to 34 yrs	3,309	13.4%	9,944	15.4%	24,283	14.9%
35 to 44 yrs	3,525	14.3%	10,038	15.6%	23,792	14.6%
45 to 54 yrs	3,627	14.7%	8,833	13.7%	22,002	13.5%
55 to 64 yrs	3,316	13.4%	7,543	11.7%	19,935	12.2%
65 to 74 yrs	2,162	8.7%	5,118	7.9%	14,034	8.6%
75 to 84 yrs	1,054	4.3%	2,600	4.0%	7,584	4.7%
85 + yrs	521	2.1%	1,268	2.0%	3,378	2.1%
Population Bases						
20-34 yrs	5,154	20.9%	14,866	23.1%	37,874	23.2%
45-64 yrs	6,943	28.1%	16,377	25.4%	41,936	25.7%
16 yrs +	19,921	80.6%	51,575	80.1%	131,858	80.9%
25 yrs +	17,514	70.9%	45,346	70.4%	115,007	70.5%
65 yrs +	3,737	15.1%	8,986	14.0%	24,996	15.3%
75 yrs +	1,575	6.4%	3,868	6.0%	10,961	6.7%
85 yrs +	521	2.1%	1,268	2.0%	3,378	2.1%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Westcliff
 Westcliff Dr & Irvine Ave
 6/1/2017

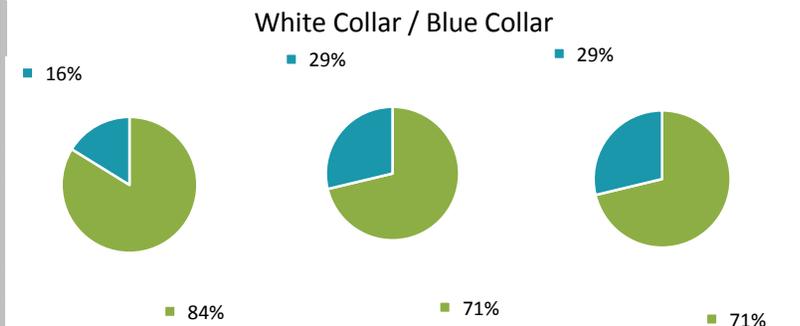
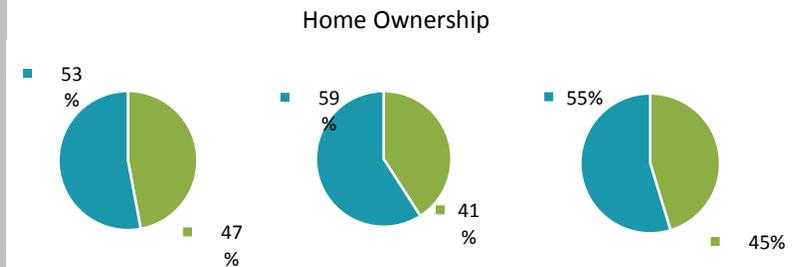
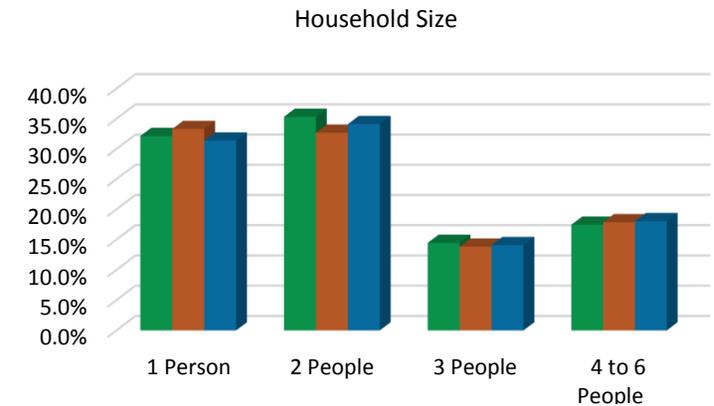
	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Population by Race						
White	20,323	82.2%	41,349	64.2%	103,274	63.3%
Hispanic	2,529	10.2%	18,229	28.3%	43,462	26.7%
African American	172	0.7%	511	0.8%	1,563	1.0%
Asian	967	3.9%	2,558	4.0%	9,874	6.1%
Ancestry						
American Indian (ancestry)	44	0.2%	137	0.2%	367	0.2%
Hawaiian (ancestry)	46	0.2%	144	0.2%	538	0.3%
Household Income						
Per Capita Income	\$60,646	---	\$48,349	---	\$51,104	---
Average HH Income	\$139,729	---	\$118,860	---	\$126,719	---
Median HH Income	\$101,375	---	\$79,920	---	\$82,761	---
Less than \$25K	1,306	12.2%	3,812	14.5%	9,206	14.0%
\$25K to \$34.9K	655	6.1%	2,215	8.5%	4,524	6.9%
\$35K to \$49.9K	914	8.5%	2,722	10.4%	7,006	10.7%
\$50K to \$74.9K	1,315	12.3%	3,726	14.2%	9,510	14.5%
\$75K to \$99.9K	1,110	10.4%	2,986	11.4%	7,776	11.8%
\$100K to \$149.9K	2,137	19.9%	4,528	17.3%	11,345	17.3%
\$150K to \$199.9K	1,192	11.1%	2,448	9.3%	6,739	10.2%
\$200K +	2,096	19.5%	3,767	14.4%	9,648	14.7%
Education						
Less than 9th Grade	136	0.8%	3,099	6.8%	7,557	6.6%
Some HS, No Diploma	371	2.1%	2,231	4.9%	5,551	4.8%
HS Grad (or Equivalent)	1,641	9.4%	5,884	13.0%	15,643	13.6%
Some College, No Degree	3,795	21.7%	9,452	20.8%	24,359	21.2%
Associate Degree	1,515	8.6%	4,017	8.9%	9,125	7.9%
Bachelor Degree	6,438	36.8%	13,905	30.7%	34,830	30.3%
Graduates Degree	2,332	13.3%	4,432	9.8%	11,690	10.2%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Westcliff
 Westcliff Dr & Irvine Ave
 6/1/2017

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Family Structure	6,060		14,428		37,531	
Single - Male	248	4.1%	572	4.0%	1,501	4.0%
Single - Female	445	7.3%	1,226	8.5%	3,250	8.7%
Single Parent - Male	200	3.3%	775	5.4%	1,461	3.9%
Single Parent - Female	409	6.8%	1,361	9.4%	3,354	8.9%
Married w/ Children	1,980	32.7%	4,299	29.8%	10,883	29.0%
Married w/out Children	2,777	45.8%	6,195	42.9%	17,082	45.5%
Household Size						
1 Person	3,448	32.1%	8,730	33.3%	20,641	31.4%
2 People	3,789	35.3%	8,568	32.7%	22,434	34.1%
3 People	1,552	14.5%	3,628	13.8%	9,268	14.1%
4 to 6 People	1,873	17.5%	4,682	17.9%	11,866	18.0%
7+ People	63	0.6%	596	2.3%	1,544	2.3%
Home Ownership	10,725		26,204		65,753	
Owners	5,045	47.0%	10,719	40.9%	29,779	45.3%
Renters	5,680	53.0%	15,484	59.1%	35,975	54.7%
Components of Change						
Births	301	1.2%	806	1.3%	2,038	1.2%
Deaths	197	0.8%	471	0.7%	1,319	0.8%
Migration	-38	-0.2%	331	0.5%	83	0.1%
Employment (Pop 16+)	19,921		51,575		131,858	
Armed Services	3	0.0%	64	0.1%	141	0.1%
Civilian	13,994	70.2%	36,592	70.9%	91,040	69.0%
Employed	13,244	66.5%	34,627	67.1%	86,598	65.7%
Unemployed	750	3.8%	1,965	3.8%	4,442	3.4%
Not in Labor Force	5,924	29.7%	14,919	28.9%	40,676	30.8%
Employed Population	13,244		34,627		86,598	
White Collar	11,100	83.8%	24,681	71.3%	61,704	71.3%
Blue Collar	2,144	16.2%	9,946	28.7%	24,895	28.7%



Consumer Demographic Profile

For Market:

Westcliff

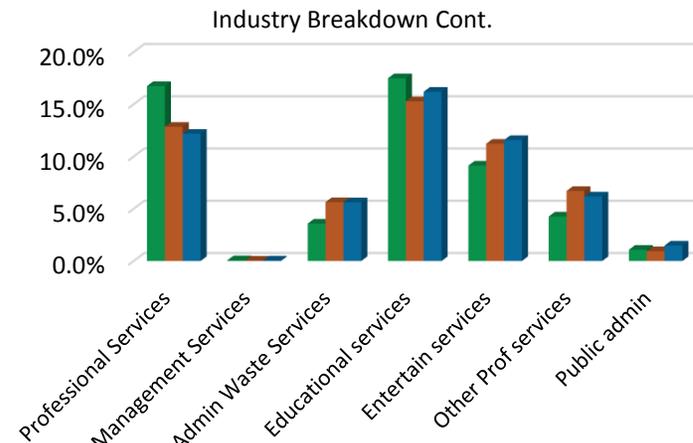
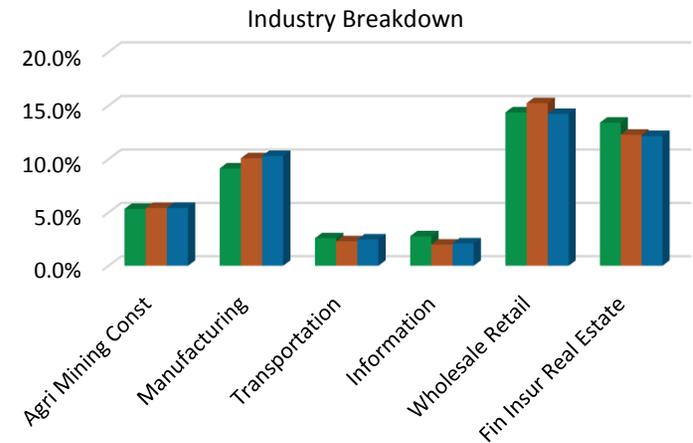
Market Definition:

Westcliff Dr & Irvine Ave

Date Report Created:

6/1/2017

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Employment By Occupation	13,244		34,627		86,598	
White Collar	11,100	83.8%	24,681	71.3%	61,704	71.3%
Managerial executive	3,953	29.8%	8,251	23.8%	20,923	24.2%
Prof specialty	3,429	25.9%	6,976	20.1%	17,760	20.5%
Healthcare support	36	0.3%	319	0.9%	1,195	1.4%
Sales	2,321	17.5%	5,335	15.4%	12,646	14.6%
Office Admin	1,361	10.3%	3,798	11.0%	9,180	10.6%
Blue Collar	2,144	16.2%	9,946	28.7%	24,895	28.7%
Protective	108	0.8%	314	0.9%	939	1.1%
Food Prep Serving	374	2.8%	2,208	6.4%	5,797	6.7%
Bldg Maint/Cleaning	150	1.1%	1,640	4.7%	3,995	4.6%
Personal Care	441	3.3%	1,234	3.6%	3,338	3.9%
Farming/Fishing/Forestry	38	0.3%	140	0.4%	276	0.3%
Construction	399	3.0%	1,787	5.2%	4,372	5.0%
Production Transp	634	4.8%	2,622	7.6%	6,178	7.1%
Employment By Industry	13,244		34,627		86,598	
Agri Mining Const	707	5.3%	1,877	5.4%	4,700	5.4%
Manufacturing	1,211	9.1%	3,494	10.1%	8,920	10.3%
Transportation	343	2.6%	797	2.3%	2,136	2.5%
Information	368	2.8%	687	2.0%	1,816	2.1%
Wholesale Retail	1,903	14.4%	5,271	15.2%	12,313	14.2%
Fin Insur Real Estate	1,776	13.4%	4,255	12.3%	10,535	12.2%
Professional Services	2,217	16.7%	4,451	12.9%	10,553	12.2%
Management Services	10	0.1%	14	0.0%	44	0.1%
Admin Waste Services	475	3.6%	1,950	5.6%	4,872	5.6%
Educational services	2,318	17.5%	5,293	15.3%	14,037	16.2%
Entertain services	1,210	9.1%	3,888	11.2%	10,034	11.6%
Other Prof services	565	4.3%	2,323	6.7%	5,358	6.2%
Public admin	143	1.1%	326	0.9%	1,280	1.5%

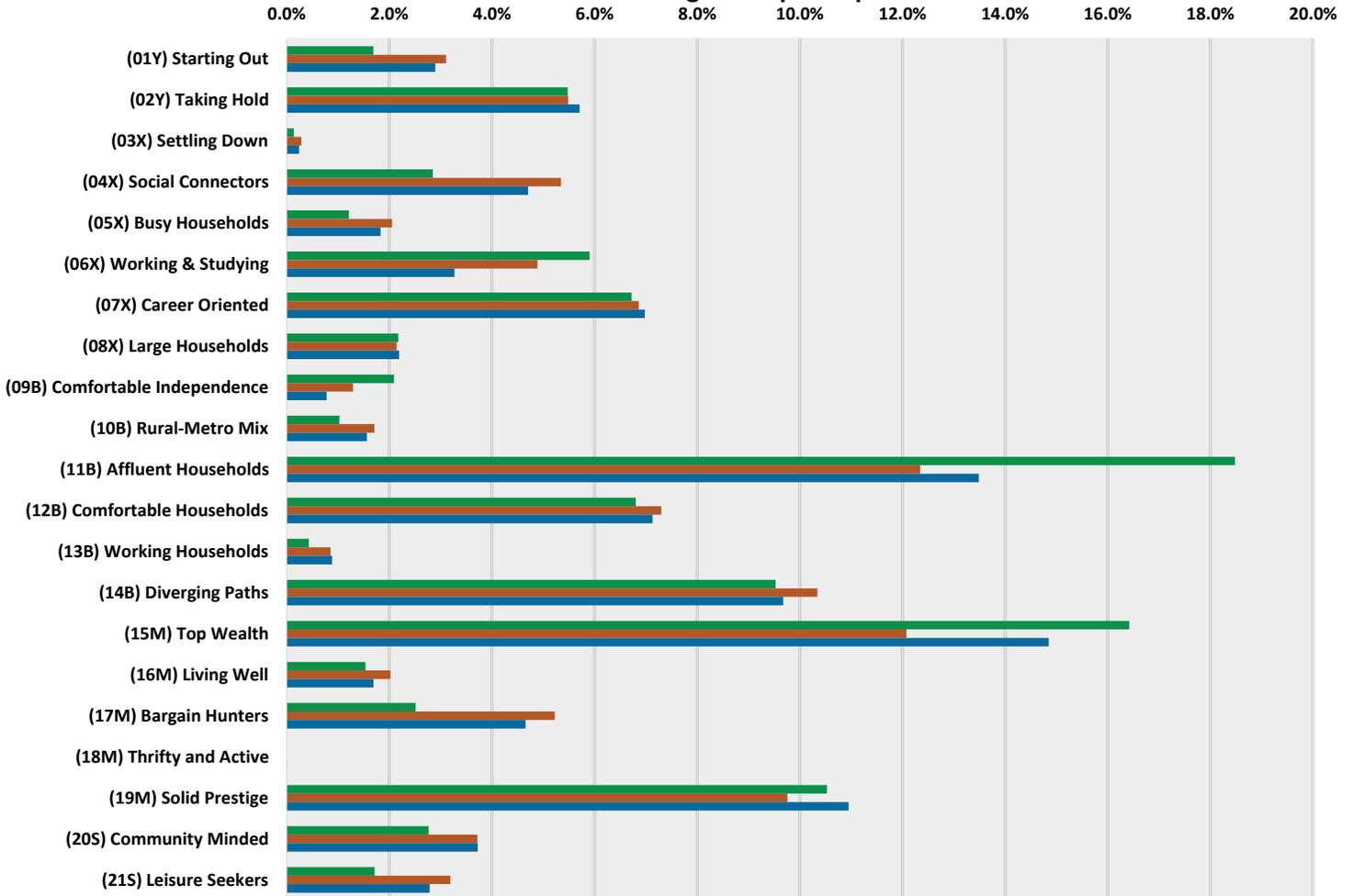


Household Segmentation Profile

For Market: Westcliff
Date: 6/1/2017

	Trade Area 1: 3 Minute Drive Time Westcliff & Irvine	Trade Area 2: 5 Minute Drive Time Westcliff & Irvine	Trade Area 3: 10 Minute Drive Time Westcliff & Irvine
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Household Lifestage Group Comparison



	Trade Area 1: 3 Minute Drive Time Westcliff & Irvine	Trade Area 2: 5 Minute Drive Time Westcliff & Irvine	Trade Area 3: 10 Minute Drive Time Westcliff & Irvine
Total Households	10,602 100%	25,386 100%	64,462 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	1,132	10.7%	1,925	7.6%	6,170	9.6%
2	01- Summit Estates	(11B) Affluent Households	1,053	9.9%	1,496	5.9%	4,280	6.6%
3	33- Urban Diversity	(14B) Diverging Paths	946	8.9%	2,407	9.5%	5,725	8.9%
4	04- Top Professionals	(11B) Affluent Households	663	6.3%	1,128	4.4%	3,129	4.9%
5	03- Corporate Connected	(15M) Top Wealth	608	5.7%	1,140	4.5%	3,402	5.3%
6	61- City Life	(06X) Working & Studying	604	5.7%	886	3.5%	1,407	2.2%
7	24- Career Building	(02Y) Taking Hold	503	4.7%	1,165	4.6%	3,063	4.8%
8	26- Getting Established	(07X) Career Oriented	465	4.4%	1,153	4.5%	2,808	4.4%
9	09- Busy Schedules	(19M) Solid Prestige	433	4.1%	991	3.9%	2,917	4.5%
10	13- Work & Play	(12B) Comfortable Households	427	4.0%	1,168	4.6%	2,728	4.2%

* 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: Westcliff
Date: 6/1/2017

		3 Minute Drive Time		5 Minute Drive Time		10 Minute Drive Time	
		Westcliff & Irvine		Westcliff & Irvine		Westcliff & Irvine	
TOTAL HOUSEHOLDS		10,602	100%	25,386	100%	64,462	100%
Lifestage Group	Cluster Name	3 Minute Drive Time		5 Minute Drive Time		10 Minute Drive Time	
		Westcliff & Irvine		Westcliff & Irvine		Westcliff & Irvine	
(01Y) Starting Out		179	1.7%	789	3.1%	1,867	2.9%
	39- Setting Goals	13	0.1%	109	0.4%	237	0.4%
	45- Offices & Entertainment	64	0.6%	190	0.8%	487	0.8%
	57- Collegiate Crowd	73	0.7%	279	1.1%	718	1.1%
	58- Outdoor Fervor	0	0.0%	0	0.0%	0	0.0%
	67- First Steps	29	0.3%	211	0.8%	425	0.7%
(02Y) Taking Hold		581	5.5%	1,392	5.5%	3,680	5.7%
	18- Climbing the Ladder	27	0.3%	72	0.3%	165	0.3%
	21- Children First	47	0.4%	141	0.6%	386	0.6%
	24- Career Building	503	4.7%	1,165	4.6%	3,063	4.8%
	30- Out & About	3	0.0%	15	0.1%	66	0.1%
(03X) Settling Down		15	0.1%	73	0.3%	157	0.2%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	0	0.0%	1	0.0%
	46- Rural & Active	15	0.1%	73	0.3%	157	0.2%
(04X) Social Connectors		302	2.8%	1,357	5.3%	3,031	4.7%
	42- Creative Variety	34	0.3%	146	0.6%	290	0.4%
	52- Stylish & Striving	129	1.2%	462	1.8%	1,024	1.6%
	59- Mobile Mixers	139	1.3%	749	3.0%	1,718	2.7%
(05X) Busy Households		128	1.2%	521	2.1%	1,178	1.8%
	37- Firm Foundations	26	0.2%	114	0.5%	241	0.4%
	62- Movies & Sports	103	1.0%	407	1.6%	937	1.5%
(06X) Working & Studying		626	5.9%	1,240	4.9%	2,109	3.3%
	61- City Life	604	5.7%	886	3.5%	1,407	2.2%
	69- Productive Havens	7	0.1%	79	0.3%	163	0.3%
	70- Favorably Frugal	15	0.1%	275	1.1%	539	0.8%
(07X) Career Oriented		713	6.7%	1,742	6.9%	4,499	7.0%
	06- Casual Comfort	146	1.4%	345	1.4%	994	1.5%
	10- Careers & Travel	90	0.9%	195	0.8%	570	0.9%
	20- Carving Out Time	12	0.1%	48	0.2%	127	0.2%
	26- Getting Established	465	4.4%	1,153	4.5%	2,808	4.4%
(08X) Large Households		231	2.2%	545	2.1%	1,413	2.2%
	11- Schools & Shopping	100	0.9%	216	0.8%	527	0.8%
	12- On the Go	61	0.6%	144	0.6%	390	0.6%
	19- Country Comfort	1	0.0%	1	0.0%	1	0.0%
	27- Tenured Proprietors	68	0.6%	184	0.7%	496	0.8%
(09B) Comfortable Independence		222	2.1%	328	1.3%	501	0.8%
	29- City Mixers	197	1.9%	201	0.8%	214	0.3%
	35- Working & Active	14	0.1%	60	0.2%	143	0.2%
	56- Metro Active	10	0.1%	67	0.3%	144	0.2%
(10B) Rural-Metro Mix		109	1.0%	434	1.7%	1,007	1.6%
	47- Rural Parents	0	0.0%	0	0.0%	1	0.0%
	53- Metro Strivers	109	1.0%	434	1.7%	1,006	1.6%
	60- Rural & Mobile	0	0.0%	0	0.0%	0	0.0%

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



Lifestage Group	Cluster Name	3 Minute Drive Time		5 Minute Drive Time		10 Minute Drive Time	
		Westcliff & Irvine		Westcliff & Irvine		Westcliff & Irvine	
(11B) Affluent Households		1,959	18.5%	3,134	12.3%	8,696	13.5%
	01- Summit Estates	1,053	9.9%	1,496	5.9%	4,280	6.6%
	04- Top Professionals	663	6.3%	1,128	4.4%	3,129	4.9%
	07- Active Lifestyles	243	2.3%	510	2.0%	1,287	2.0%
(12B) Comfortable Households		721	6.8%	1,853	7.3%	4,597	7.1%
	13- Work & Play	427	4.0%	1,168	4.6%	2,728	4.2%
	17- Firmly Established	294	2.8%	685	2.7%	1,869	2.9%
(13B) Working Households		46	0.4%	217	0.9%	571	0.9%
	38- Occupational Mix	46	0.4%	217	0.9%	571	0.9%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		1,010	9.5%	2,625	10.3%	6,237	9.7%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	15	0.1%	36	0.1%	80	0.1%
	31- Mid-Americana	14	0.1%	49	0.2%	154	0.2%
	32- Metro Mix	36	0.3%	133	0.5%	278	0.4%
	33- Urban Diversity	946	8.9%	2,407	9.5%	5,725	8.9%
(15M) Top Wealth		1,741	16.4%	3,066	12.1%	9,572	14.8%
	02- Established Elite	1,132	10.7%	1,925	7.6%	6,170	9.6%
	03- Corporate Connected	608	5.7%	1,140	4.5%	3,402	5.3%
(16M) Living Well		163	1.5%	513	2.0%	1,090	1.7%
	14- Career Centered	134	1.3%	446	1.8%	939	1.5%
	15- Country Ways	0	0.0%	0	0.0%	1	0.0%
	23- Good Neighbors	29	0.3%	67	0.3%	150	0.2%
(17M) Bargain Hunters		267	2.5%	1,326	5.2%	3,001	4.7%
	43- Work & Causes	24	0.2%	126	0.5%	273	0.4%
	44- Open Houses	28	0.3%	151	0.6%	322	0.5%
	55- Community Life	22	0.2%	71	0.3%	188	0.3%
	63- Staying Home	186	1.8%	894	3.5%	2,048	3.2%
	68- Staying Healthy	7	0.1%	83	0.3%	170	0.3%
(18M) Thrifty & Active		0	0.0%	0	0.0%	1	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	0	0.0%	1	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		1,116	10.5%	2,477	9.8%	7,058	10.9%
	05- Active & Involved	338	3.2%	704	2.8%	1,810	2.8%
	08- Solid Surroundings	345	3.3%	782	3.1%	2,332	3.6%
	09- Busy Schedules	433	4.1%	991	3.9%	2,917	4.5%
(20S) Community Minded		293	2.8%	944	3.7%	2,399	3.7%
	25- Clubs & Causes	48	0.5%	170	0.7%	387	0.6%
	28- Community Pillars	75	0.7%	232	0.9%	591	0.9%
	36- Persistent & Productive	170	1.6%	542	2.1%	1,422	2.2%
(21S) Leisure Seekers		182	1.7%	811	3.2%	1,797	2.8%
	49- Home & Garden	31	0.3%	101	0.4%	264	0.4%
	51- Role Models	21	0.2%	97	0.4%	224	0.3%
	64- Practical & Careful	39	0.4%	140	0.5%	330	0.5%
	65- Hobbies & Shopping	40	0.4%	236	0.9%	456	0.7%
	66- Helping Hands	51	0.5%	236	0.9%	523	0.8%

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



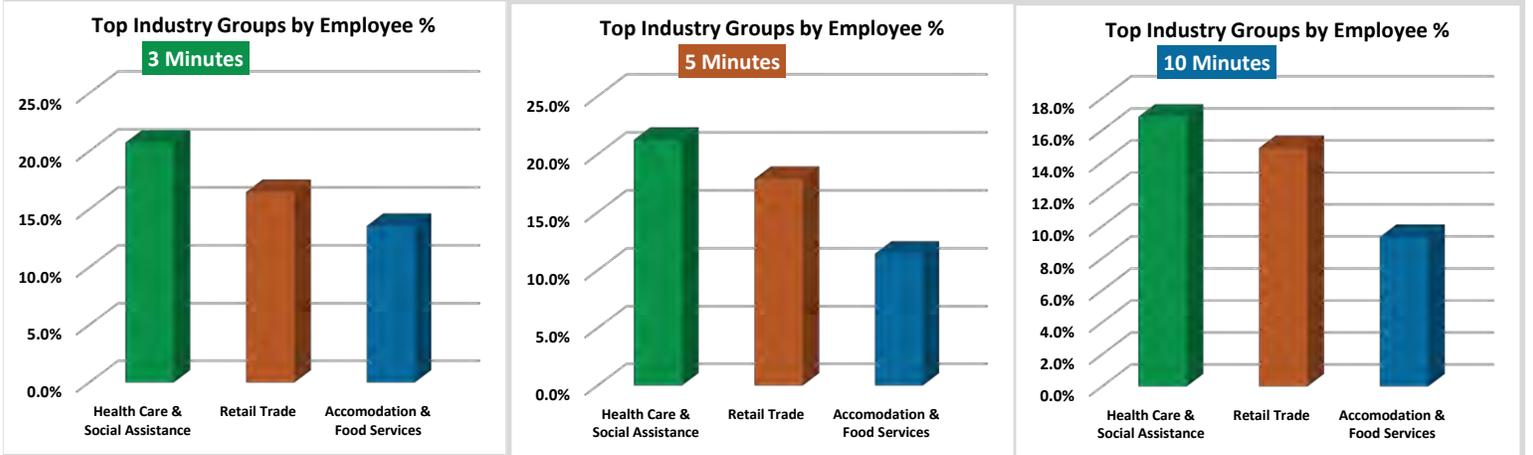
Employment Profile

For Market: Westcliff
Market Definition: Westcliff Dr & Irvine Ave
Date Report Created: 6/1/2017

	3 Minutes	5 Minutes	10 Minutes
Daytime Population	27,343	65,337	232,836
Student Population	5,611	9,334	61,052
Median Employee Salary	40,990	42,274	43,152
Average Employee Salary	51,636	52,823	54,227

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	352	2.7%	1,060	3.1%	3,365	2.9%
15,000 to 30,000 CrYr	2,164	16.3%	4,802	13.8%	15,128	13.0%
30,000 to 45,000 CrYr	5,043	38.1%	13,417	38.6%	44,438	38.3%
45,000 to 60,000 CrYr	2,108	15.9%	5,572	16.0%	18,051	15.6%
60,000 to 75,000 CrYr	1,186	9.0%	3,196	9.2%	10,804	9.3%
75,000 to 90,000 CrYr	758	5.7%	2,028	5.8%	7,334	6.3%
90,000 to 100,000 CrYr	291	2.2%	752	2.2%	3,374	2.9%
Over 100,000 CrYr	1,344	10.1%	3,909	11.3%	13,543	11.7%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,161	100%	13,246	100%	3,120	100%	34,736	100%	8,181	100%	116,037	100%
Accommodation & Food Services	66	5.6%	1,796	13.6%	162	5.2%	3,968	11.4%	422	5.2%	10,824	9.3%
Administration & Support Services	35	3.0%	622	4.7%	95	3.0%	1,221	3.5%	285	3.5%	6,934	6.0%
Agriculture, Forestry, Fishing, Hunting	2	0.2%	11	0.1%	5	0.1%	27	0.1%	20	0.2%	96	0.1%
Arts, Entertainment, & Recreation	42	3.6%	450	3.4%	97	3.1%	1,080	3.1%	217	2.7%	5,273	4.5%
Construction	54	4.7%	744	5.6%	168	5.4%	1,804	5.2%	440	5.4%	6,064	5.2%
Educational Services	39	3.3%	571	4.3%	72	2.3%	967	2.8%	190	2.3%	4,741	4.1%
Finance & Insurance	80	6.9%	506	3.8%	169	5.4%	1,128	3.2%	586	7.2%	6,763	5.8%
Health Care & Social Assistance	232	20.0%	2,747	20.7%	637	20.4%	7,379	21.2%	1,463	17.9%	19,534	16.8%
Information	22	1.9%	177	1.3%	57	1.8%	551	1.6%	159	1.9%	2,205	1.9%
Management of Companies & Enterprises	1	0.1%	36	0.3%	2	0.1%	82	0.2%	8	0.1%	355	0.3%
Manufacturing	36	3.1%	669	5.1%	128	4.1%	2,417	7.0%	311	3.8%	7,152	6.2%
Mining	0	0.0%	0	0.0%	1	0.0%	15	0.0%	4	0.1%	59	0.1%
Professional, Scientific, & Technical Services	136	11.8%	873	6.6%	336	10.8%	1,973	5.7%	1,126	13.8%	9,655	8.3%
Real Estate, Rental, Leasing	52	4.5%	313	2.4%	160	5.1%	947	2.7%	465	5.7%	4,380	3.8%
Retail Trade	196	16.8%	2,183	16.5%	536	17.2%	6,207	17.9%	1,249	15.3%	17,270	14.9%
Transportation & Storage	10	0.8%	206	1.6%	30	1.0%	725	2.1%	78	1.0%	2,245	1.9%
Utilities	0	0.0%	0	0.0%	3	0.1%	297	0.9%	7	0.1%	818	0.7%
Wholesale Trade	23	2.0%	149	1.1%	84	2.7%	525	1.5%	194	2.4%	1,627	1.4%
Other Services	135	11.6%	1,194	9.0%	379	12.1%	3,424	9.9%	956	11.7%	10,042	8.7%



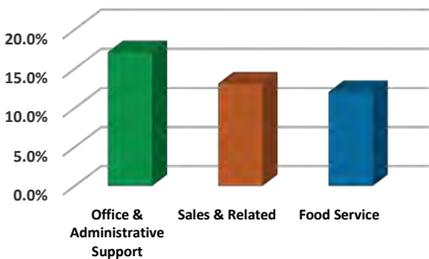
Employment Profile

For Market: Westcliff
Market Definition: Westcliff Dr & Irvine Ave
Date Report Created: 6/1/2017

Occupations	3 Minutes		5 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	6,528	49.3%	17,078	49.2%	59,833	51.6%
Architecture & Engineering	158	1.2%	462	1.3%	2,194	1.9%
Community & Social Science	490	3.7%	1,204	3.5%	2,884	2.5%
Computer/Mathematical Science	183	1.4%	465	1.3%	1,963	1.7%
Education, Training, & Library	489	3.7%	993	2.9%	3,797	3.3%
Entertainment & Media	237	1.8%	618	1.8%	2,862	2.5%
Healthcare Practitioners	996	7.5%	2,832	8.2%	7,614	6.6%
Healthcare Support	432	3.3%	1,111	3.2%	3,151	2.7%
Legal	90	0.7%	236	0.7%	1,184	1.0%
Life, Physical, & Social Science	93	0.7%	248	0.7%	890	0.8%
Management	732	5.5%	1,976	5.7%	7,098	6.1%
Office & Administrative Support	2,269	17.1%	5,960	17.2%	21,900	18.9%
Blue Collar	6,651	50.2%	17,519	50.4%	55,778	48.1%
Building & Grounds Cleaning & Maintenance	427	3.2%	1,174	3.4%	4,369	3.8%
Construction	528	4.0%	1,350	3.9%	4,536	3.9%
Farming, Fishing, & Forestry	9	0.1%	22	0.1%	95	0.1%
Food Service	1,595	12.0%	3,471	10.0%	9,528	8.2%
Installation & Maintenance	498	3.8%	1,680	4.8%	5,224	4.5%
Personal Care & Service	419	3.2%	901	2.6%	3,236	2.8%
Production	682	5.1%	2,015	5.8%	6,042	5.2%
Protective Service	88	0.7%	297	0.9%	1,600	1.4%
Sales & Related	1,738	13.1%	4,739	13.6%	15,092	13.0%
Transportation & Material Moving	667	5.0%	1,869	5.4%	6,056	5.2%
Military Services	68	0.5%	139	0.4%	425	0.4%

Top Occupations by Employee %

3 Minutes



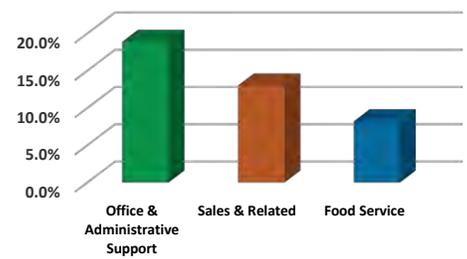
Top Occupations by Employee %

5 Minutes



Top Occupations by Employee %

10 Minutes



Employee Totals and History

	#	#	#
Current	13,246	34,736	116,037
3rd Quarter 2016	12,853	34,112	113,322
2nd Quarter 2016	12,643	33,438	111,419
1st Quarter 2016	12,636	33,368	111,271
4th Quarter 2015	12,669	33,952	112,106
3rd Quarter 2015	12,423	33,492	109,790
2nd Quarter 2015	12,714	33,746	111,640
1st Quarter 2015	12,676	33,775	112,623
4th Quarter 2014	12,683	33,921	112,909



Consumer Demand & Market Supply Assessment

For Market: Westcliff
Market Definition: Westcliff Dr & Irvine Ave
Date Report Created: 6/1/2017

	3 Minutes			5 Minutes			10 Minutes		
Demographics									
Population	24,712			64,418			163,043		
5-Year Population estimate	24,641			63,618			160,231		
Population Households	24,409			62,774			159,782		
Group Quarters Population	303			1,644			3,261		
Households	10,725			26,204			65,753		
5-Year Households estimate	10,811			26,517			65,880		
WorkPlace Establishments	1,199			3,205			8,414		
Workplace Employees	13,246			34,736			116,037		
Median Household Income	\$101,375			\$79,920			\$82,761		
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	\$54,425,023	\$21,312,620	(\$33,112,403)	\$136,883,257	\$95,096,424	(\$41,786,833)	\$362,933,771	\$247,268,281	(\$115,665,491)
Other General Merchandise Stores	\$46,312,527	\$19,373,567	(\$26,938,961)	\$115,828,924	\$51,769,137	(\$64,059,787)	\$298,795,968	\$270,182,197	(\$28,613,771)
Building Material/Supplies Dealers	\$23,332,572	\$11,916,248	(\$11,416,323)	\$58,452,145	\$55,554,463	(\$2,897,682)	\$149,947,177	\$174,680,679	\$24,733,502
Department Stores	\$12,546,271	\$7,454,350	(\$5,091,921)	\$31,281,562	\$24,503,532	(\$6,778,031)	\$80,498,699	\$56,202,828	(\$24,295,870)
Electronics/Appliance	\$9,648,884	\$5,191,163	(\$4,457,721)	\$24,327,185	\$21,753,102	(\$2,574,083)	\$67,745,804	\$119,108,138	\$51,362,334
Vending Machine Operators (Non-Store)	\$2,516,811	\$0	(\$2,516,811)	\$6,300,436	\$0	(\$6,300,436)	\$16,463,488	\$4,413,999	(\$12,049,489)
Direct Selling Establishments	\$2,565,651	\$1,576,563	(\$989,088)	\$6,408,923	\$5,344,854	(\$1,064,068)	\$16,524,417	\$20,651,442	\$4,127,025
Limited-Service Eating Places	\$24,308,296	\$24,306,941	(\$1,355)	\$61,675,079	\$52,540,242	(\$9,134,838)	\$179,001,746	\$216,547,884	\$37,546,138
Lawn/Garden Equipment/Supplies Stores	\$2,752,850	\$2,757,210	\$4,361	\$6,808,054	\$5,757,770	(\$1,050,284)	\$17,539,982	\$14,859,472	(\$2,680,510)
Automotive Parts/Accessories/Tire	\$7,083,908	\$7,609,954	\$526,045	\$17,869,374	\$26,367,268	\$8,497,894	\$45,801,117	\$63,542,665	\$17,741,548
Specialty Food Stores	\$2,627,496	\$3,226,753	\$599,256	\$6,567,514	\$7,879,623	\$1,312,108	\$16,932,250	\$23,847,413	\$6,915,163
Florists/Misc. Store Retailers	\$597,552	\$1,709,979	\$1,112,426	\$1,477,597	\$2,392,700	\$915,103	\$3,806,170	\$7,337,968	\$3,531,798
Book/Periodical/Music Stores	\$1,876,541	\$3,018,616	\$1,142,075	\$4,661,489	\$9,501,719	\$4,840,230	\$12,095,453	\$32,698,316	\$20,602,863
Furniture Stores	\$4,874,121	\$6,126,786	\$1,252,665	\$12,048,731	\$14,722,366	\$2,673,634	\$30,998,802	\$66,230,164	\$35,231,362
Used Merchandise Stores	\$1,423,947	\$2,686,188	\$1,262,241	\$3,523,611	\$4,558,628	\$1,035,017	\$9,055,452	\$9,758,208	\$702,755
Sporting Goods/Hobby/Musical Instrument	\$5,475,471	\$7,753,823	\$2,278,352	\$13,590,390	\$20,554,269	\$6,963,878	\$34,898,177	\$54,037,657	\$19,139,481
Shoe Stores	\$2,766,175	\$5,071,911	\$2,305,736	\$6,875,921	\$28,236,748	\$21,360,827	\$17,583,705	\$46,043,569	\$28,459,864
Other Misc. Store Retailers	\$6,153,576	\$8,517,726	\$2,364,150	\$15,250,865	\$17,901,015	\$2,650,150	\$39,254,355	\$44,890,351	\$5,635,996
Jewelry/Luggage/Leather Goods	\$2,748,731	\$5,176,139	\$2,427,409	\$6,817,342	\$11,779,440	\$4,962,098	\$17,577,905	\$30,585,583	\$13,007,678
Office Supplies/Stationary/Gift	\$2,965,086	\$5,757,071	\$2,791,986	\$7,395,437	\$11,491,918	\$4,096,481	\$19,520,374	\$25,702,311	\$6,181,938
Bar/Drinking Places (Alcoholic Beverages)	\$1,466,379	\$4,850,675	\$3,384,295	\$3,829,283	\$10,533,399	\$6,704,115	\$11,922,250	\$19,483,585	\$7,561,335
Home Furnishing Stores	\$4,136,275	\$8,480,671	\$4,344,397	\$10,316,640	\$16,486,958	\$6,170,317	\$26,491,058	\$40,608,074	\$14,117,016
Beer/Wine/Liquor Stores	\$3,722,488	\$9,947,479	\$6,224,990	\$9,233,009	\$21,261,755	\$12,028,746	\$23,891,523	\$41,094,176	\$17,202,653
Gasoline Stations	\$34,166,052	\$49,231,415	\$15,065,363	\$85,077,589	\$121,084,860	\$36,007,271	\$219,500,106	\$309,687,175	\$90,187,069
Health/Personal Care Stores	\$23,698,612	\$38,989,211	\$15,290,598	\$59,735,303	\$88,141,456	\$28,406,154	\$153,114,525	\$197,766,783	\$44,652,258
Special Food Services	\$5,292,616	\$22,732,720	\$17,440,104	\$13,427,267	\$48,727,560	\$35,300,293	\$38,975,991	\$101,604,149	\$62,628,158
Other Motor Vehicle Dealers	\$4,619,793	\$22,200,503	\$17,580,710	\$11,367,031	\$74,133,827	\$62,766,797	\$29,330,247	\$122,036,219	\$92,705,972
Grocery Stores	\$45,562,167	\$70,496,737	\$24,934,570	\$113,898,229	\$98,457,506	(\$15,440,724)	\$293,501,767	\$295,031,995	\$1,530,228
Clothing Stores	\$21,182,069	\$46,469,868	\$25,287,799	\$52,503,558	\$106,009,422	\$53,505,864	\$135,043,556	\$331,262,510	\$196,218,954
Full-Service Restaurants	\$26,670,077	\$53,135,693	\$26,465,616	\$68,502,757	\$111,832,057	\$43,329,300	\$205,068,815	\$279,470,538	\$74,401,723
Automotive Dealers	\$81,208,797	\$154,153,116	\$72,944,319	\$200,303,421	\$687,779,823	\$487,476,402	\$516,852,170	\$1,710,902,685	\$1,194,050,515



Consumer Demand & Market Supply Assessment

For Market: Westcliff
Market Definition: Westcliff Dr & Irvine Ave
Date Report Created: 6/1/2017

By Major Product Lines	3 Minutes			5 Minutes			10 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Computer Hardware/Software/Supplies	\$12,244,911	\$5,533,318	(\$6,711,593)	\$32,128,254	\$22,518,409	(\$9,609,845)	\$100,327,163	\$77,764,993	(\$22,562,170)
Dimensional Lumber/Other Building Materials	\$9,344,245	\$5,145,963	(\$4,198,282)	\$23,547,629	\$23,521,453	(\$26,175)	\$60,316,632	\$73,748,963	\$13,432,331
Hardware/Tools/Plumbing/Electrical Supplies	\$6,517,047	\$3,687,564	(\$2,829,482)	\$16,380,888	\$16,032,688	(\$348,200)	\$41,996,406	\$50,319,111	\$8,322,706
Furniture/Sleep/Outdoor/Patio Furniture	\$12,092,751	\$10,174,866	(\$1,917,885)	\$29,894,870	\$26,783,227	(\$3,111,643)	\$76,895,323	\$99,059,804	\$22,164,481
Drugs/Health Aids/Beauty Aids/Cosmetics	\$50,455,435	\$49,037,930	(\$1,417,505)	\$127,468,643	\$123,055,466	(\$4,413,176)	\$326,465,760	\$313,022,227	(\$13,443,534)
Pets/Pet Foods/Pet Supplies	\$3,721,482	\$2,692,044	(\$1,029,439)	\$9,070,446	\$5,933,618	(\$3,136,828)	\$23,569,282	\$16,546,609	(\$7,022,674)
Paints/Sundries/Wallpaper/Wall Coverings	\$1,689,949	\$936,987	(\$752,962)	\$4,271,318	\$4,268,306	(\$3,012)	\$10,932,782	\$13,457,109	\$2,524,327
Televisions/VCR/Video Cameras/DVD etc	\$3,020,358	\$2,274,766	(\$745,592)	\$7,593,404	\$8,495,281	\$901,877	\$19,465,389	\$37,623,974	\$18,158,585
Major Household Appliances	\$1,787,059	\$1,210,947	(\$576,112)	\$4,213,333	\$4,895,923	\$682,591	\$10,925,615	\$20,367,756	\$9,442,141
Automotive Lubricants (incl Oil, Greases)	\$1,787,059	\$1,210,947	(\$576,112)	\$4,213,333	\$4,895,923	\$682,591	\$10,925,615	\$20,367,756	\$9,442,141
Audio Equipment/Musical Instruments	\$2,629,631	\$2,106,420	(\$523,211)	\$6,528,508	\$7,173,884	\$645,376	\$16,770,330	\$24,604,006	\$7,833,675
Lawn/Garden/Farm Equipment/Supplies	\$7,061,084	\$6,819,302	(\$241,782)	\$17,482,525	\$16,521,950	(\$960,576)	\$45,020,508	\$48,347,355	\$3,326,847
Small Electric Appliances	\$939,693	\$787,156	(\$152,537)	\$2,332,025	\$2,260,383	(\$71,642)	\$5,991,901	\$6,772,685	\$780,784
Photographic Equipment/Supplies	\$536,137	\$423,004	(\$113,133)	\$1,323,433	\$1,562,132	\$238,700	\$3,408,760	\$7,048,603	\$3,639,842
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$954,734	\$945,459	(\$9,275)	\$2,385,935	\$3,067,470	\$681,535	\$6,125,928	\$11,072,371	\$4,946,442
Paper/Related Products	\$1,946,359	\$1,992,789	\$46,430	\$4,894,928	\$4,164,329	(\$730,599)	\$12,578,709	\$15,023,909	\$2,445,200
Soaps/Detergents/Household Cleaners	\$2,197,067	\$2,270,084	\$73,018	\$5,521,269	\$4,847,995	(\$673,274)	\$14,111,808	\$16,837,863	\$2,726,054
Sewing/Knitting Materials/Supplies	\$210,357	\$295,673	\$85,316	\$518,163	\$805,076	\$286,913	\$1,331,516	\$2,280,371	\$948,855
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,057,347	\$2,348,043	\$290,696	\$5,023,018	\$6,086,114	\$1,063,096	\$12,965,013	\$17,950,087	\$4,985,074
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,028,295	\$1,449,084	\$420,789	\$2,494,338	\$3,426,089	\$931,751	\$6,508,574	\$8,881,167	\$2,372,593
Toys/Hobby Goods/Games	\$2,282,383	\$2,801,385	\$519,002	\$5,752,540	\$7,841,568	\$2,089,028	\$14,746,637	\$22,447,668	\$7,701,031
Books/Periodicals	\$2,108,819	\$2,760,849	\$652,030	\$5,220,663	\$8,720,795	\$3,500,132	\$13,471,956	\$28,412,116	\$14,940,160
Floor/Floor Coverings	\$3,262,234	\$4,034,341	\$772,107	\$8,244,274	\$10,020,831	\$1,776,557	\$21,092,526	\$27,587,909	\$6,495,383
Kitchenware/Home Furnishings	\$5,218,921	\$6,089,430	\$870,509	\$13,022,106	\$15,308,018	\$2,285,912	\$33,462,026	\$43,640,138	\$10,178,112
Sporting Goods (incl Bicycles/Sports Vehicles)	\$4,151,221	\$5,106,716	\$955,495	\$10,277,394	\$15,207,814	\$4,930,420	\$26,398,674	\$39,310,556	\$12,911,882
Cigars/Cigarettes/Tobacco/Accessories	\$4,982,480	\$6,511,613	\$1,529,133	\$12,838,794	\$14,355,448	\$1,516,654	\$32,650,610	\$40,318,146	\$7,667,536
Jewelry (including Watches)	\$4,084,692	\$6,197,299	\$2,112,607	\$10,141,724	\$14,783,629	\$4,641,905	\$26,164,383	\$39,800,064	\$13,635,680
Childrens Wear/Infants/Toddlers Clothing	\$2,961,677	\$5,413,186	\$2,451,509	\$7,448,905	\$13,170,213	\$5,721,308	\$18,907,462	\$40,016,689	\$21,109,227
All Other Merchandise	\$17,789,952	\$20,294,685	\$2,504,734	\$44,022,557	\$54,555,430	\$10,532,872	\$112,936,266	\$142,336,377	\$29,400,111
Footwear, including Accessories	\$6,791,361	\$9,379,519	\$2,588,158	\$16,887,896	\$37,662,747	\$20,774,851	\$43,166,206	\$77,690,796	\$34,524,591
Automotive Tires/Tubes/Batteries/Parts	\$13,449,172	\$16,697,732	\$3,248,560	\$34,028,036	\$66,329,636	\$32,301,600	\$87,133,330	\$163,327,480	\$76,194,151
Groceries/Other Food Items (Off Premises)	\$69,790,490	\$73,426,569	\$3,636,078	\$174,380,573	\$126,327,352	(\$48,053,221)	\$447,929,326	\$422,276,932	(\$25,652,394)
Mens Wear	\$6,902,265	\$10,976,259	\$4,073,993	\$17,110,909	\$28,323,786	\$11,212,877	\$43,880,914	\$82,141,668	\$38,260,755
Packaged Liquor/Wine/Beer	\$8,242,165	\$14,664,520	\$6,422,355	\$20,351,998	\$29,719,423	\$9,367,425	\$52,477,171	\$70,457,936	\$17,980,765
Womens/Juniors/Misses Wear	\$17,786,963	\$26,658,451	\$8,871,488	\$43,901,371	\$65,111,361	\$21,209,990	\$113,375,638	\$196,802,904	\$83,427,266
Alcoholic Drinks Served at the Establishment	\$12,762,584	\$22,757,887	\$9,995,303	\$33,421,978	\$48,222,577	\$14,800,599	\$104,756,545	\$114,953,418	\$10,196,872
Retailer Services	\$14,327,777	\$25,591,543	\$11,263,766	\$34,745,075	\$99,332,503	\$64,587,427	\$90,143,505	\$240,683,483	\$150,539,978
Automotive Fuels	\$31,625,572	\$45,165,955	\$13,540,384	\$78,562,004	\$109,965,652	\$31,403,648	\$202,512,339	\$293,165,752	\$90,653,413
Meats/Nonalcoholic Beverages	\$47,802,461	\$83,470,119	\$35,667,659	\$121,229,933	\$177,410,584	\$56,180,652	\$351,599,113	\$511,035,870	\$159,436,757
Autos/Cars/Vans/Trucks/Motorcycles	\$71,199,139	\$141,950,888	\$70,751,749	\$175,620,436	\$620,152,399	\$444,531,963	\$453,142,998	\$1,509,734,408	\$1,056,591,409



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.