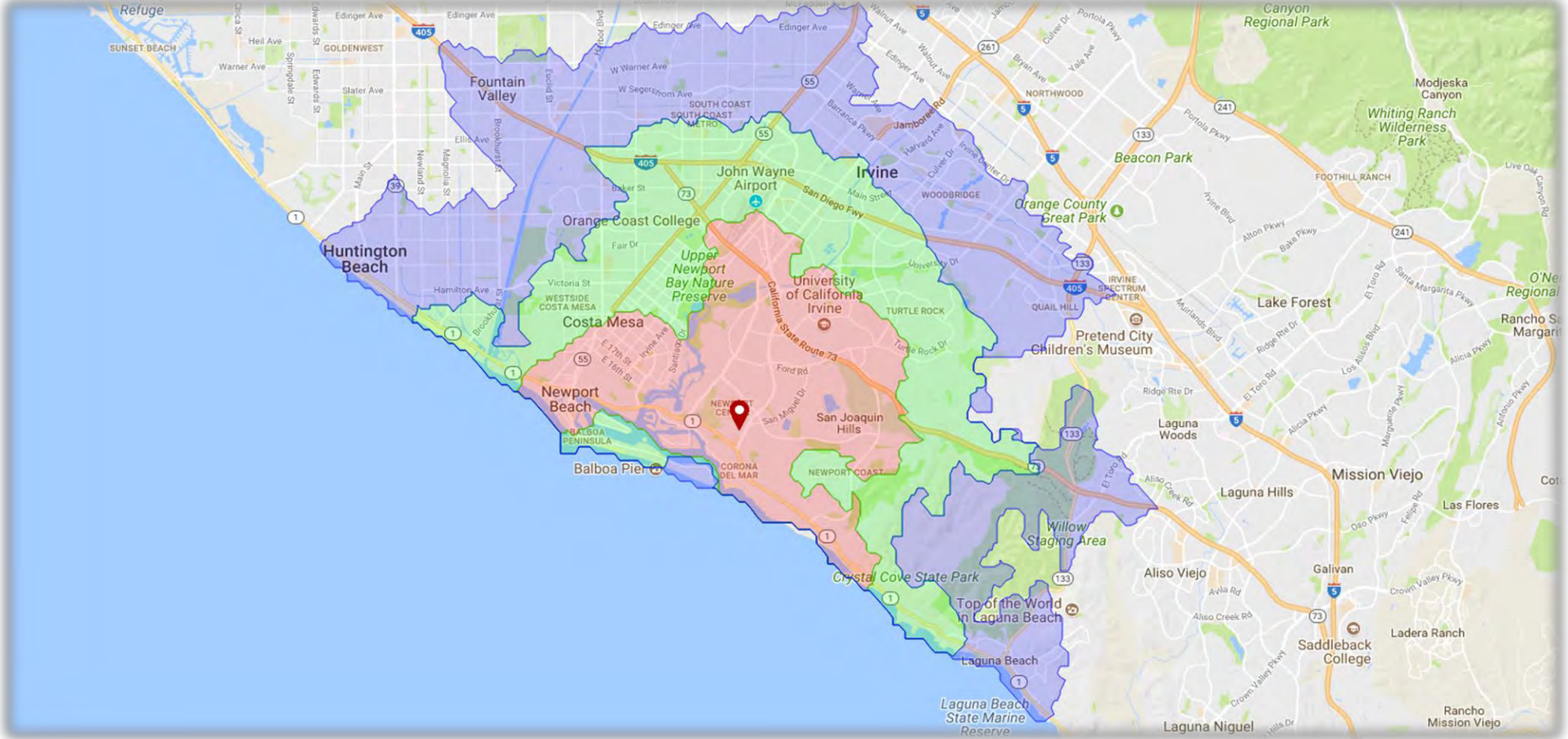


NEWPORT CENTER

401 Newport Center Drive - Newport Beach, CA

March 2018



	10 Minutes	15 Minutes	20 Minutes
Population	104,545	266,838	541,294
Daytime Population	184,942	513,357	918,909
Households	44,610	105,246	200,444
Average Age	40.8	39.1	39
Average HH Income	\$170,956	\$137,364	\$127,015
White Collar (Residents)	85%	76%	73%
Some College or Degree	79%	71%	68%

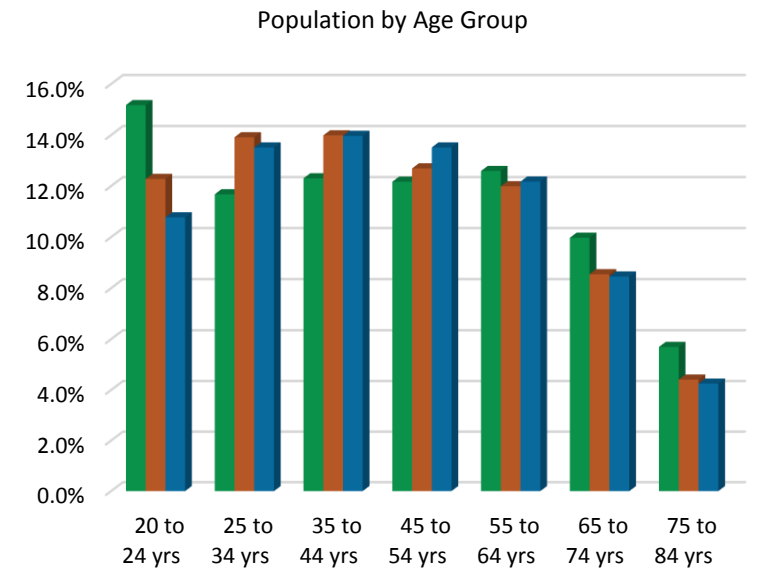
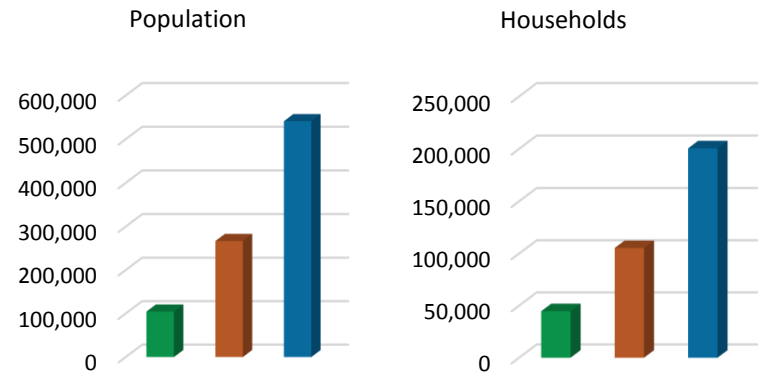
Traffic Counts	
Pacific Coast Hwy	> 41,000
Jamboree Rd & Sea Vista Dr	> 35,000
MacArthur Blvd & San Joaquin Hills Rd	> 64,000



Consumer Demographic Profile

For Market: Newport Center
Market Definition: 401 Newport Center Drive - Newport Beach, CA
Date Report Created: March 2018

	10 Minutes		15 Minutes		20 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	104,545	---	266,838	---	541,294	---
5 Year Projected Pop	104,656	---	271,014	---	553,670	---
Pop Growth (%)	0.1%	---	1.6%	---	2.3%	---
Households	44,610	---	105,246	---	200,444	---
5 Year Projected HHs	44,634	---	106,784	---	205,296	---
HH Growth (%)	0.1%	---	1.5%	---	2.4%	---
Census Stats						
2000 Population	90,482	---	231,826	---	473,124	---
2010 Population	101,455	---	254,069	---	513,780	---
Pop Growth (%)	12.1%	---	9.6%	---	8.6%	---
2000 Households	38,693	---	90,612	---	172,815	---
2010 Households	43,222	---	100,141	---	189,666	---
HH Growth (%)	11.7%	---	10.5%	---	9.8%	---
Total Population by Age						
Average Age	40.8		39.1		39.0	
19 yrs & under	18,964	18.1%	54,553	20.4%	117,854	21.8%
20 to 24 yrs	15,862	15.2%	32,758	12.3%	58,321	10.8%
25 to 34 yrs	12,206	11.7%	37,118	13.9%	73,126	13.5%
35 to 44 yrs	12,861	12.3%	37,315	14.0%	75,595	14.0%
45 to 54 yrs	12,723	12.2%	33,864	12.7%	73,128	13.5%
55 to 64 yrs	13,163	12.6%	31,994	12.0%	65,908	12.2%
65 to 74 yrs	10,429	10.0%	22,801	8.5%	45,775	8.5%
75 to 84 yrs	5,953	5.7%	11,765	4.4%	23,009	4.3%
85 + yrs	2,384	2.3%	4,671	1.8%	8,580	1.6%
Population Bases						
20-34 yrs	28,068	26.8%	69,876	26.2%	131,447	24.3%
45-64 yrs	25,886	24.8%	65,858	24.7%	139,036	25.7%
16 yrs +	87,394	83.6%	217,277	81.4%	434,923	80.3%
25 yrs +	69,719	66.7%	179,527	67.3%	365,120	67.5%
65 yrs +	18,765	17.9%	39,237	14.7%	77,363	14.3%
75 yrs +	8,337	8.0%	16,436	6.2%	31,589	5.8%
85 yrs +	2,384	2.3%	4,671	1.8%	8,580	1.6%



Consumer Demographic Profile

For Market:

Newport Center

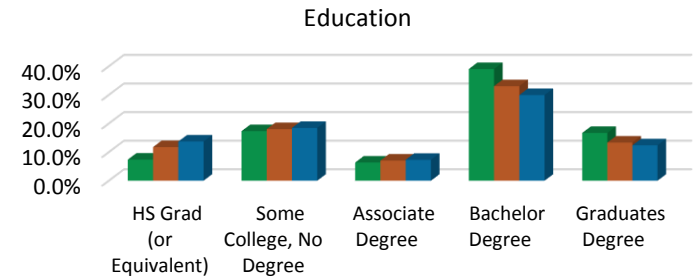
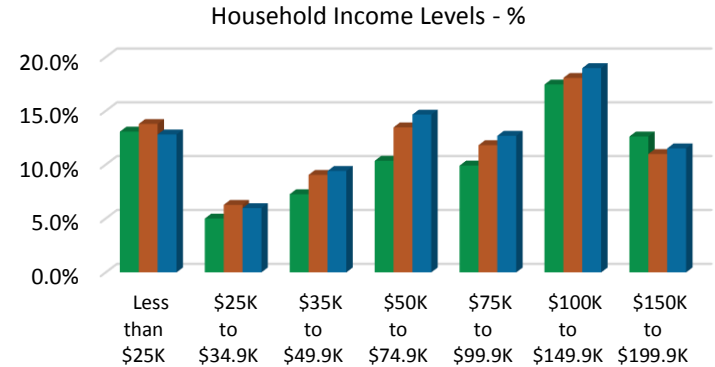
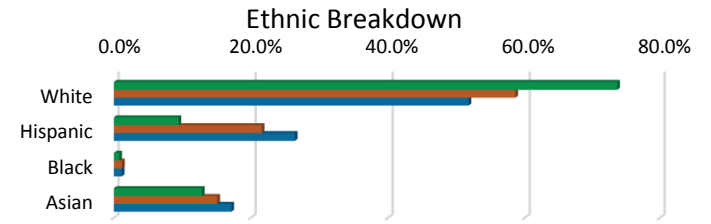
Market Definition:

401 Newport Center Drive - Newport Beach, CA

Date Report Created:

March 2018

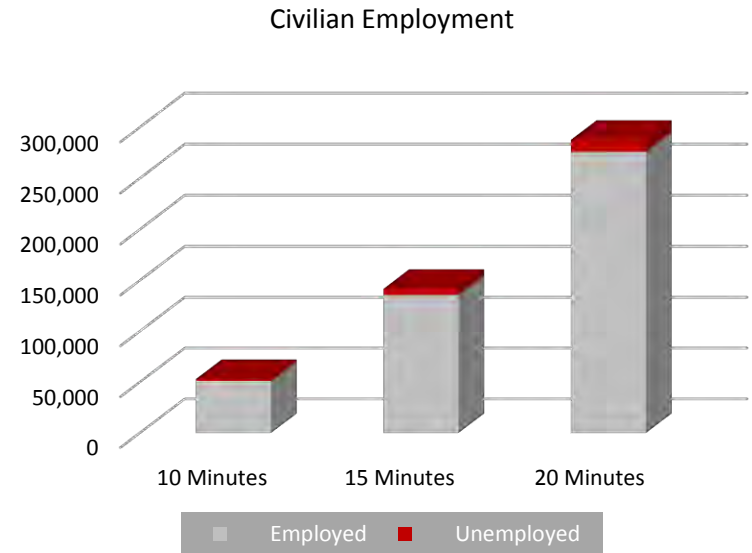
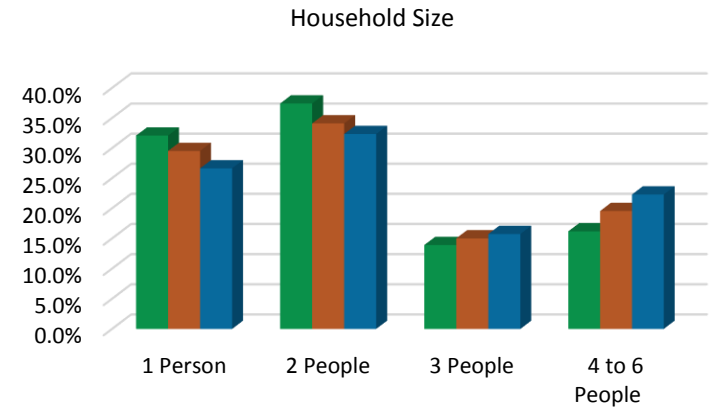
	10 Minutes		15 Minutes		20 Minutes	
	#	%	#	%	#	%
Population by Race						
White	77,000	73.7%	156,323	58.6%	280,268	51.8%
Hispanic	9,867	9.4%	57,593	21.6%	142,994	26.4%
Black	832	0.8%	3,171	1.2%	6,320	1.2%
Asian	13,427	12.8%	40,272	15.1%	92,843	17.2%
Ancestry						
American Indian (ancestry)	166	0.2%	465	0.2%	960	0.2%
Hawaiian (ancestry)	112	0.1%	685	0.3%	1,353	0.2%
Household Income						
Per Capita Income	\$72,947	---	\$54,179	---	\$47,034	---
Average HH Income	\$170,956	---	\$137,364	---	\$127,015	---
Median HH Income	\$111,412	---	\$89,860	---	\$88,180	---
Less than \$25K	5,833	13.1%	14,508	13.8%	25,669	12.8%
\$25K to \$34.9K	2,231	5.0%	6,592	6.3%	11,959	6.0%
\$35K to \$49.9K	3,236	7.3%	9,528	9.1%	18,864	9.4%
\$50K to \$74.9K	4,622	10.4%	14,177	13.5%	29,379	14.7%
\$75K to \$99.9K	4,422	9.9%	12,430	11.8%	25,427	12.7%
\$100K to \$149.9K	7,788	17.5%	19,018	18.1%	38,046	19.0%
\$150K to \$199.9K	5,631	12.6%	11,565	11.0%	23,077	11.5%
\$200K +	10,847	24.3%	17,427	16.6%	28,023	14.0%
Education						
Less than 9th Grade	664	1.0%	9,096	5.1%	24,819	6.8%
Some HS, No Diploma	1,296	1.9%	6,866	3.8%	17,321	4.7%
HS Grad (or Equivalent)	5,132	7.4%	21,105	11.8%	50,038	13.7%
Some College, No Degree	12,072	17.3%	32,407	18.1%	67,395	18.5%
Associate Degree	4,429	6.4%	12,629	7.0%	26,656	7.3%
Bachelor Degree	27,210	39.0%	59,319	33.0%	109,300	29.9%
Graduates Degree	11,644	16.7%	23,927	13.3%	45,114	12.4%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Newport Center
 401 Newport Center Drive - Newport Beach, CA
 March 2018

	10 Minutes		15 Minutes		20 Minutes	
	#	%	#	%	#	%
Family Structure	24,729		60,484		125,595	
Single - Male	773	3.1%	2,620	4.3%	5,492	4.4%
Single - Female	1,478	6.0%	4,645	7.7%	10,605	8.4%
Single Parent - Male	545	2.2%	1,953	3.2%	4,056	3.2%
Single Parent - Female	1,313	5.3%	4,222	7.0%	8,877	7.1%
Married w/ Children	7,788	31.5%	19,191	31.7%	41,600	33.1%
Married w/out Children	12,832	51.9%	27,852	46.0%	54,966	43.8%
Household Size						
1 Person	14,311	32.1%	31,071	29.5%	53,390	26.6%
2 People	16,690	37.4%	35,900	34.1%	64,830	32.3%
3 People	6,204	13.9%	15,804	15.0%	31,536	15.7%
4 to 6 People	7,220	16.2%	20,581	19.6%	44,677	22.3%
7+ People	185	0.4%	1,889	1.8%	6,010	3.0%
Home Ownership	44,610		105,246		200,444	
Owners	22,129	49.6%	49,163	46.7%	102,650	51.2%
Renters	22,481	50.4%	56,083	53.3%	97,793	48.8%
Components of Change						
Births	1,209	1.2%	3,288	1.2%	6,561	1.2%
Deaths	918	0.9%	1,935	0.7%	3,824	0.7%
Migration	-778	-0.7%	-1,524	-0.6%	-321	-0.1%
Employment (Pop 16+)	87,394		217,277		434,923	
Armed Services	17	0.0%	28	0.0%	183	0.0%
Civilian	53,086	60.7%	141,777	65.3%	287,728	66.2%
Employed	51,114	58.5%	135,754	62.5%	275,862	63.4%
Unemployed	1,973	2.3%	6,022	2.8%	11,866	2.7%
Not in Labor Force	34,291	39.2%	75,472	34.7%	147,012	33.8%
Employed Population	51,114		135,754		275,862	
White Collar	43,604	85.3%	102,649	75.6%	201,466	73.0%
Blue Collar	7,509	14.7%	33,106	24.4%	74,396	27.0%



For Market:

Market Definition:

Date Report Created:

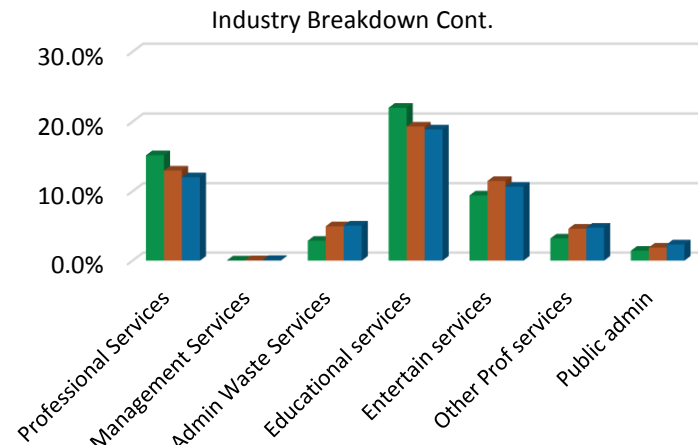
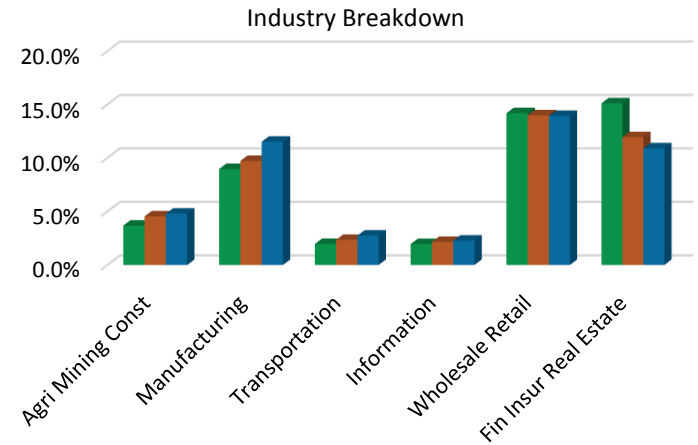
Consumer Demographic Profile

Newport Center

401 Newport Center Drive - Newport Beach, CA

March 2018

	10 Minutes		15 Minutes		20 Minutes	
	#	%	#	%	#	%
Employment By Occupation	51,114		135,754		275,862	
White Collar	43,604	85.3%	102,649	75.6%	201,466	73.0%
Managerial executive	15,563	30.4%	33,355	24.6%	60,552	22.0%
Prof specialty	14,394	28.2%	34,566	25.5%	70,291	25.5%
Healthcare support	361	0.7%	1,633	1.2%	3,659	1.3%
Sales	8,865	17.3%	19,064	14.0%	36,549	13.2%
Office Admin	4,421	8.6%	14,030	10.3%	30,415	11.0%
Blue Collar	7,509	14.7%	33,106	24.4%	74,396	27.0%
Protective	400	0.8%	1,328	1.0%	3,493	1.3%
Food Prep Serving	1,981	3.9%	7,913	5.8%	15,372	5.6%
Bldg Maint/Cleaning	590	1.2%	4,938	3.6%	10,422	3.8%
Personal Care	1,653	3.2%	5,474	4.0%	10,936	4.0%
Farming/Fishing/Forestry	100	0.2%	366	0.3%	815	0.3%
Construction	1,000	2.0%	5,118	3.8%	12,318	4.5%
Production Transp	1,786	3.5%	7,969	5.9%	21,040	7.6%
Employment By Industry	51,114		135,754		275,862	
Agri Mining Const	1,881	3.7%	6,165	4.5%	13,244	4.8%
Manufacturing	4,582	9.0%	13,195	9.7%	31,767	11.5%
Transportation	1,001	2.0%	3,187	2.3%	7,575	2.7%
Information	1,000	2.0%	2,925	2.2%	6,274	2.3%
Wholesale Retail	7,253	14.2%	18,996	14.0%	38,436	13.9%
Fin Insur Real Estate	7,727	15.1%	16,212	11.9%	30,054	10.9%
Professional Services	7,771	15.2%	17,631	13.0%	33,154	12.0%
Management Services	15	0.0%	93	0.1%	273	0.1%
Admin Waste Services	1,466	2.9%	6,723	5.0%	13,940	5.1%
Educational services	11,240	22.0%	26,213	19.3%	52,130	18.9%
Entertain services	4,808	9.4%	15,601	11.5%	29,430	10.7%
Other Prof services	1,636	3.2%	6,256	4.6%	13,121	4.8%
Public admin	734	1.4%	2,557	1.9%	6,465	2.3%



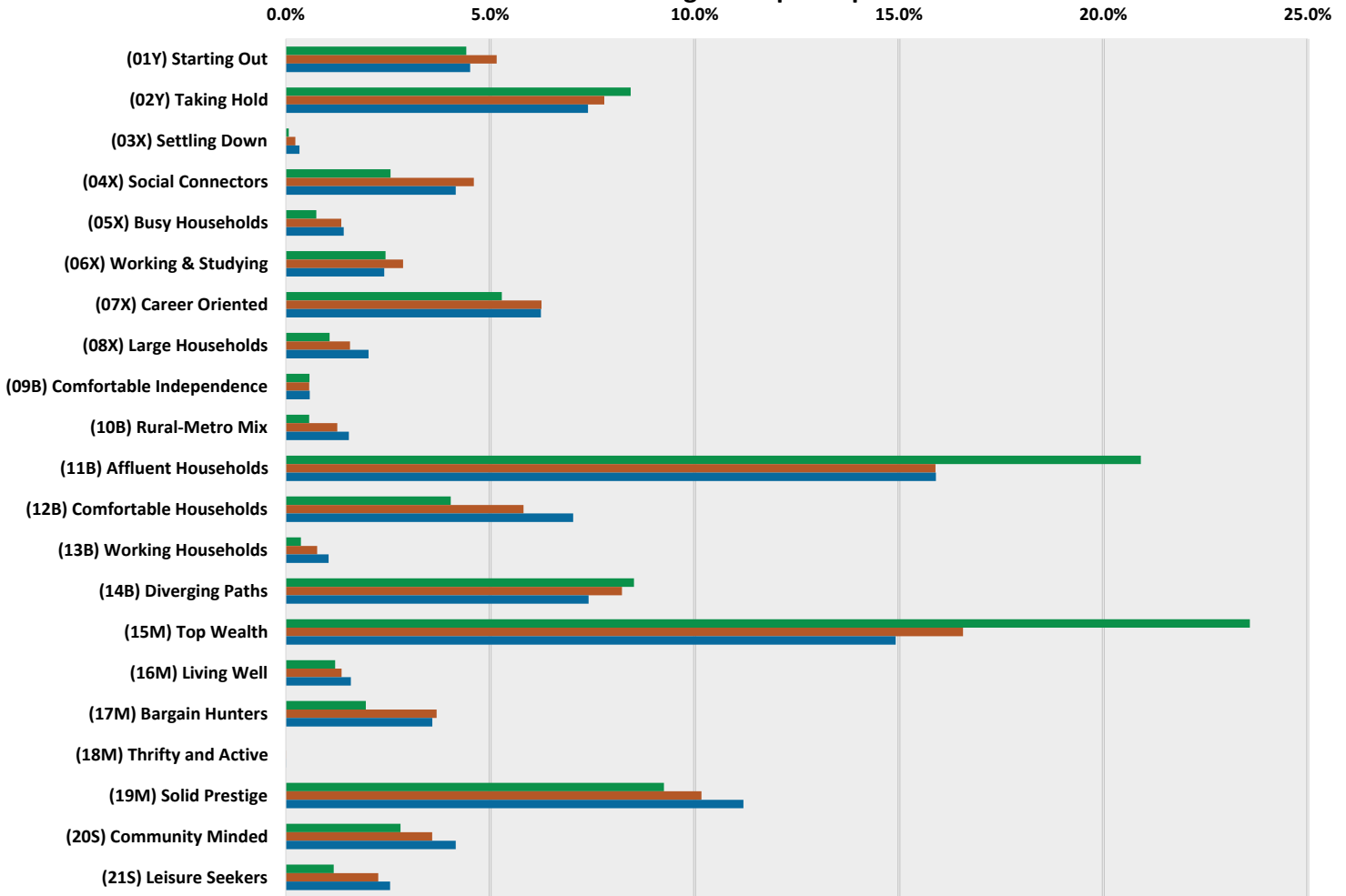
Household Segmentation Profile

For Market: Newport Center - Newport Beach, CA
Date: March 2018



Trade Area 1: 10 Minute Drive Time 401 Newport Center Dr	Trade Area 2: 15 Minute Drive Time 401 Newport Center Dr	Trade Area 3: 20 Minute Drive Time 401 Newport Center Dr
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Household Lifestage Group Comparison



	Trade Area 1: 10 Minute Drive Time 401 Newport Center Dr	Trade Area 2: 15 Minute Drive Time 401 Newport Center Dr	Trade Area 3: 20 Minute Drive Time 401 Newport Center Dr
Total Households	43,782 100%	102,460 100%	194,180 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	7,684	17.6%	11,410	11.1%	17,437	9.0%
2	01- Summit Estates	(11B) Affluent Households	5,960	13.6%	8,765	8.6%	14,060	7.2%
3	33- Urban Diversity	(14B) Diverging Paths	3,554	8.1%	7,706	7.5%	12,887	6.6%
4	24- Career Building	(02Y) Taking Hold	3,495	8.0%	7,216	7.0%	12,636	6.5%
5	03- Corporate Connected	(15M) Top Wealth	2,641	6.0%	5,566	5.4%	11,537	5.9%
6	04- Top Professionals	(11B) Affluent Households	1,970	4.5%	5,068	4.9%	12,112	6.2%
7	05- Active & Involved	(19M) Solid Prestige	1,668	3.8%	3,468	3.4%	6,587	3.4%
8	09- Busy Schedules	(19M) Solid Prestige	1,538	3.5%	4,038	3.9%	8,713	4.5%
9	07- Active Lifestyles	(11B) Affluent Households	1,228	2.8%	2,453	2.4%	4,714	2.4%
10	26- Getting Established	(07X) Career Oriented	1,177	2.7%	3,217	3.1%	5,851	3.0%

* 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: Newport Center - Newport Beach, CA

Date: March 2018



TOTAL HOUSEHOLDS		43,782	100%	102,460	100%	194,180	100%
Lifestage Group	Cluster Name	10 Minute Drive Time 401 Newport Center Dr		15 Minute Drive Time 401 Newport Center Dr		20 Minute Drive Time 401 Newport Center Dr	
(01Y) Starting Out		1,934	4.4%	5,285	5.2%	8,759	4.5%
	39- Setting Goals	90	0.2%	378	0.4%	739	0.4%
	45- Offices & Entertainment	413	0.9%	1,358	1.3%	2,288	1.2%
	57- Collegiate Crowd	1,080	2.5%	2,425	2.4%	3,898	2.0%
	58- Outdoor Fervor	1	0.0%	1	0.0%	3	0.0%
	67- First Steps	350	0.8%	1,122	1.1%	1,831	0.9%
(02Y) Taking Hold		3,694	8.4%	7,983	7.8%	14,356	7.4%
	18- Climbing the Ladder	38	0.1%	154	0.2%	372	0.2%
	21- Children First	141	0.3%	516	0.5%	1,056	0.5%
	24- Career Building	3,495	8.0%	7,216	7.0%	12,636	6.5%
	30- Out & About	20	0.0%	97	0.1%	292	0.2%
(03X) Settling Down		31	0.1%	240	0.2%	650	0.3%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	2	0.0%	31	0.0%	55	0.0%
	46- Rural & Active	29	0.1%	209	0.2%	595	0.3%
(04X) Social Connectors		1,121	2.6%	4,714	4.6%	8,072	4.2%
	42- Creative Variety	65	0.1%	418	0.4%	995	0.5%
	52- Stylish & Striving	453	1.0%	1,470	1.4%	2,587	1.3%
	59- Mobile Mixers	603	1.4%	2,826	2.8%	4,491	2.3%
(05X) Busy Households		326	0.7%	1,389	1.4%	2,752	1.4%
	37- Firm Foundations	54	0.1%	318	0.3%	801	0.4%
	62- Movies & Sports	273	0.6%	1,071	1.0%	1,951	1.0%
(06X) Working & Studying		1,068	2.4%	2,939	2.9%	4,673	2.4%
	61- City Life	915	2.1%	2,034	2.0%	3,163	1.6%
	69- Productive Havens	35	0.1%	225	0.2%	403	0.2%
	70- Favorably Frugal	118	0.3%	680	0.7%	1,107	0.6%
(07X) Career Oriented		2,313	5.3%	6,408	6.3%	12,121	6.2%
	06- Casual Comfort	747	1.7%	2,230	2.2%	4,400	2.3%
	10- Careers & Travel	350	0.8%	801	0.8%	1,478	0.8%
	20- Carving Out Time	40	0.1%	160	0.2%	393	0.2%
	26- Getting Established	1,177	2.7%	3,217	3.1%	5,851	3.0%
(08X) Large Households		469	1.1%	1,607	1.6%	3,929	2.0%
	11- Schools & Shopping	210	0.5%	625	0.6%	1,440	0.7%
	12- On the Go	129	0.3%	440	0.4%	1,015	0.5%
	19- Country Comfort	0	0.0%	0	0.0%	0	0.0%
	27- Tenured Proprietors	129	0.3%	543	0.5%	1,474	0.8%
(09B) Comfortable Independence		254	0.6%	586	0.6%	1,135	0.6%
	29- City Mixers	172	0.4%	189	0.2%	196	0.1%
	35- Working & Active	37	0.1%	189	0.2%	435	0.2%
	56- Metro Active	45	0.1%	209	0.2%	504	0.3%
(10B) Rural-Metro Mix		251	0.6%	1,292	1.3%	2,992	1.5%
	47- Rural Parents	0	0.0%	0	0.0%	2	0.0%
	53- Metro Strivers	251	0.6%	1,290	1.3%	2,987	1.5%
	60- Rural & Mobile	0	0.0%	2	0.0%	3	0.0%

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



Household Segmentation Profile

Market: Newport Center - Newport Beach, CA

Date: March 2018



TOTAL HOUSEHOLDS		43,782	100%	102,460	100%	194,180	100%
Lifestage Group	Cluster Name	10 Minute Drive Time 401 Newport Center Dr		15 Minute Drive Time 401 Newport Center Dr		20 Minute Drive Time 401 Newport Center Dr	
(11B) Affluent Households		9,158	20.9%	16,287	15.9%	30,886	15.9%
	01- Summit Estates	5,960	13.6%	8,765	8.6%	14,060	7.2%
	04- Top Professionals	1,970	4.5%	5,068	4.9%	12,112	6.2%
	07- Active Lifestyles	1,228	2.8%	2,453	2.4%	4,714	2.4%
(12B) Comfortable Households		1,767	4.0%	5,958	5.8%	13,650	7.0%
	13- Work & Play	1,096	2.5%	3,569	3.5%	7,556	3.9%
	17- Firmly Established	671	1.5%	2,389	2.3%	6,094	3.1%
(13B) Working Households		162	0.4%	787	0.8%	2,031	1.0%
	38- Occupational Mix	162	0.4%	787	0.8%	2,031	1.0%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		3,729	8.5%	8,426	8.2%	14,383	7.4%
	16- Country Enthusiasts	0	0.0%	1	0.0%	2	0.0%
	22- Comfortable Cornerstones	35	0.1%	108	0.1%	335	0.2%
	31- Mid-Americana	40	0.1%	207	0.2%	526	0.3%
	32- Metro Mix	100	0.2%	403	0.4%	633	0.3%
	33- Urban Diversity	3,554	8.1%	7,706	7.5%	12,887	6.6%
(15M) Top Wealth		10,326	23.6%	16,976	16.6%	28,974	14.9%
	02- Established Elite	7,684	17.6%	11,410	11.1%	17,437	9.0%
	03- Corporate Connected	2,641	6.0%	5,566	5.4%	11,537	5.9%
(16M) Living Well		529	1.2%	1,399	1.4%	3,093	1.6%
	14- Career Centered	477	1.1%	1,232	1.2%	2,576	1.3%
	15- Country Ways	0	0.0%	1	0.0%	2	0.0%
	23- Good Neighbors	52	0.1%	166	0.2%	515	0.3%
(17M) Bargain Hunters		858	2.0%	3,781	3.7%	6,960	3.6%
	43- Work & Causes	65	0.1%	367	0.4%	865	0.4%
	44- Open Houses	78	0.2%	453	0.4%	956	0.5%
	55- Community Life	46	0.1%	217	0.2%	632	0.3%
	63- Staying Home	636	1.5%	2,525	2.5%	4,105	2.1%
	68- Staying Healthy	33	0.1%	219	0.2%	401	0.2%
(18M) Thrifty & Active		0	0.0%	1	0.0%	1	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	1	0.0%	1	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		4,050	9.3%	10,419	10.2%	21,736	11.2%
	05- Active & Involved	1,668	3.8%	3,468	3.4%	6,587	3.4%
	08- Solid Surroundings	844	1.9%	2,914	2.8%	6,436	3.3%
	09- Busy Schedules	1,538	3.5%	4,038	3.9%	8,713	4.5%
(20S) Community Minded		1,229	2.8%	3,668	3.6%	8,073	4.2%
	25- Clubs & Causes	177	0.4%	499	0.5%	1,196	0.6%
	28- Community Pillars	395	0.9%	985	1.0%	2,010	1.0%
	36- Persistent & Productive	658	1.5%	2,184	2.1%	4,867	2.5%
(21S) Leisure Seekers		513	1.2%	2,316	2.3%	4,952	2.6%
	49- Home & Garden	81	0.2%	356	0.3%	897	0.5%
	51- Role Models	54	0.1%	267	0.3%	680	0.4%
	64- Practical & Careful	145	0.3%	494	0.5%	904	0.5%
	65- Hobbies & Shopping	99	0.2%	538	0.5%	1,166	0.6%
	66- Helping Hands	134	0.3%	662	0.6%	1,306	0.7%

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



Employment Profile

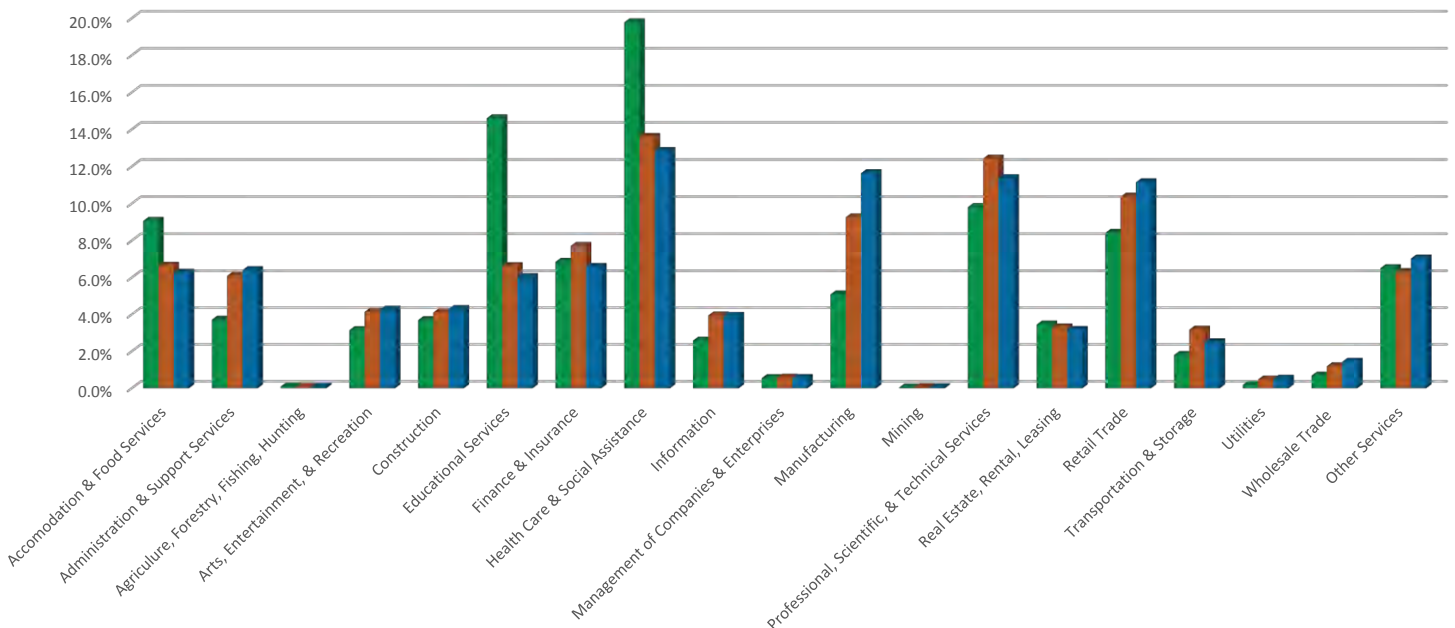
For Market: Newport Center
Market Definition: 401 Newport Center Drive - Newport Beach, CA
Date Report Created: March 2018

	10 Minutes	15 Minutes	20 Minutes
Daytime Population	184,942	513,357	918,909
Student Population	51,877	114,898	239,968
Median Employee Salary	49,959	47,195	46,325
Average Employee Salary	60,812	58,936	57,777

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,820	2.0%	8,695	2.9%	14,570	3.0%
15,000 to 30,000 CrYr	8,580	9.6%	28,937	9.7%	49,846	10.3%
30,000 to 45,000 CrYr	29,721	33.3%	104,694	35.0%	172,605	35.6%
45,000 to 60,000 CrYr	14,116	15.8%	49,199	16.4%	78,896	16.3%
60,000 to 75,000 CrYr	8,838	9.9%	27,995	9.4%	46,277	9.5%
75,000 to 90,000 CrYr	8,008	9.0%	24,384	8.1%	39,647	8.2%
90,000 to 100,000 CrYr	5,089	5.7%	11,305	3.8%	15,931	3.3%
Over 100,000 CrYr	13,212	14.8%	44,201	14.8%	67,157	13.8%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	5,806	100%	89,386	100%	16,730	100%	299,411	100%	27,457	100%	484,929	100%
Accommodation & Food Services	286	4.9%	8,098	9.1%	794	4.7%	19,863	6.6%	1,336	4.9%	30,362	6.3%
Administration & Support Services	143	2.5%	3,322	3.7%	496	3.0%	18,249	6.1%	870	3.2%	31,042	6.4%
Agriculture, Forestry, Fishing, Hunting	13	0.2%	75	0.1%	31	0.2%	204	0.1%	53	0.2%	359	0.1%
Arts, Entertainment, & Recreation	150	2.6%	2,812	3.1%	420	2.5%	12,405	4.1%	657	2.4%	20,660	4.3%
Construction	231	4.0%	3,302	3.7%	731	4.4%	12,295	4.1%	1,298	4.7%	20,819	4.3%
Educational Services	129	2.2%	13,051	14.6%	329	2.0%	19,814	6.6%	544	2.0%	29,229	6.0%
Finance & Insurance	502	8.6%	6,125	6.9%	1,507	9.0%	23,092	7.7%	2,156	7.9%	31,896	6.6%
Health Care & Social Assistance	1,292	22.3%	17,675	19.8%	2,600	15.5%	40,687	13.6%	4,533	16.5%	62,227	12.8%
Information	92	1.6%	2,306	2.6%	356	2.1%	11,818	3.9%	595	2.2%	19,025	3.9%
Management of Companies & Enterprises	7	0.1%	485	0.5%	24	0.1%	1,702	0.6%	40	0.1%	2,660	0.5%
Manufacturing	155	2.7%	4,545	5.1%	667	4.0%	27,703	9.3%	1,417	5.2%	56,426	11.6%
Mining	2	0.0%	27	0.0%	8	0.0%	160	0.1%	12	0.0%	227	0.0%
Professional, Scientific, & Technical Services	835	14.4%	8,768	9.8%	3,072	18.4%	37,204	12.4%	4,462	16.2%	55,116	11.4%
Real Estate, Rental, Leasing	323	5.6%	3,084	3.5%	870	5.2%	9,858	3.3%	1,271	4.6%	15,295	3.2%
Retail Trade	644	11.1%	7,522	8.4%	1,829	10.9%	31,044	10.4%	3,186	11.6%	54,045	11.1%
Transportation & Storage	33	0.6%	1,608	1.8%	149	0.9%	9,502	3.2%	256	0.9%	12,078	2.5%
Utilities	2	0.0%	157	0.2%	13	0.1%	1,405	0.5%	31	0.1%	2,471	0.5%
Wholesale Trade	67	1.2%	608	0.7%	307	1.8%	3,552	1.2%	627	2.3%	6,914	1.4%
Other Services	899	15.5%	5,815	6.5%	2,528	15.1%	18,853	6.3%	4,112	15.0%	34,080	7.0%

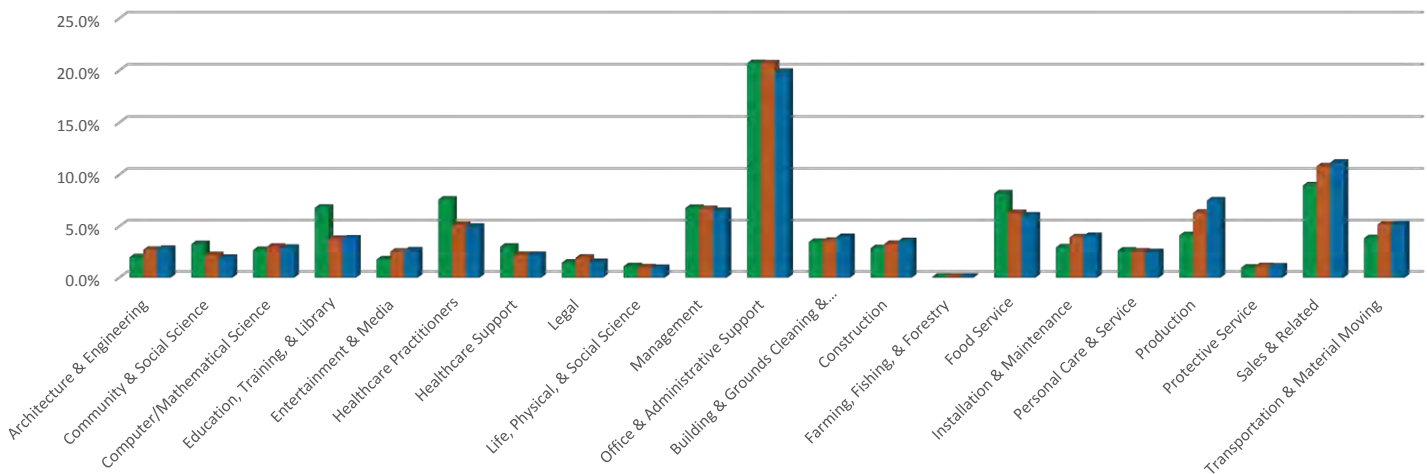


Employment Profile

For Market: Newport Center
Market Definition: 401 Newport Center Drive - Newport Beach, CA
Date Report Created: March 2018

Occupations	10 Minutes		15 Minutes		20 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	54,728	61.2%	168,645	56.3%	263,577	54.4%
Architecture & Engineering	1,777	2.0%	8,087	2.7%	13,543	2.8%
Community & Social Science	2,913	3.3%	6,540	2.2%	9,284	1.9%
Computer/Mathematical Science	2,397	2.7%	8,972	3.0%	14,064	2.9%
Education, Training, & Library	6,076	6.8%	11,264	3.8%	18,460	3.8%
Entertainment & Media	1,580	1.8%	7,557	2.5%	12,800	2.6%
Healthcare Practitioners	6,790	7.6%	15,367	5.1%	24,019	5.0%
Healthcare Support	2,685	3.0%	6,589	2.2%	10,680	2.2%
Legal	1,303	1.5%	5,799	1.9%	7,345	1.5%
Life, Physical, & Social Science	984	1.1%	2,976	1.0%	4,525	0.9%
Management	6,060	6.8%	19,972	6.7%	31,473	6.5%
Office & Administrative Support	18,506	20.7%	61,909	20.7%	96,289	19.9%
Blue Collar	34,056	38.1%	128,899	43.1%	218,579	45.1%
Building & Grounds Cleaning & Maintenance	3,106	3.5%	10,702	3.6%	19,152	3.9%
Construction	2,565	2.9%	9,813	3.3%	17,219	3.6%
Farming, Fishing, & Forestry	75	0.1%	230	0.1%	391	0.1%
Food Service	7,325	8.2%	18,814	6.3%	29,303	6.0%
Installation & Maintenance	2,627	2.9%	11,712	3.9%	19,632	4.0%
Personal Care & Service	2,349	2.6%	7,592	2.5%	11,991	2.5%
Production	3,688	4.1%	18,932	6.3%	36,424	7.5%
Protective Service	867	1.0%	3,297	1.1%	5,211	1.1%
Sales & Related	8,019	9.0%	32,303	10.8%	54,058	11.1%
Transportation & Material Moving	3,434	3.8%	15,503	5.2%	25,197	5.2%
Military Services	601	0.7%	1,868	0.6%	2,773	0.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	89,386	299,411	484,929
2017 Q3	83,617	288,613	467,523
2017 Q2	89,274	295,119	478,080
2017 Q1	88,694	295,357	479,764
2016 Q4	89,449	299,409	488,088
2016 Q3	81,805	285,632	467,222
2016 Q2	87,900	294,625	480,759
2016 Q1	87,752	294,721	480,166
2015 Q4	87,932	295,906	482,648



Consumer Demand & Market Supply Assessment

For Market: Newport Center
 Market Definition: 401 Newport Center Drive - Newport Beach, CA
 Date Report Created: March 2018

	10 Minutes			15 Minutes			20 Minutes					
Demographics												
Population	104,545			266,838			541,294					
5-Year Population estimate	104,656			271,014			553,670					
Population Households	99,231			257,741			530,824					
Group Quarters Population	5,314			9,097			10,470					
Households	44,610			105,246			200,444					
5-Year Households estimate	44,634			106,784			205,296					
WorkPlace Establishments	5,806			16,730			27,457					
Workplace Employees	89,386			299,411			484,929					
Median Household Income	\$111,412			\$89,860			\$88,180					
By Establishments												
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus			
Vending Machine Operators (Non-Store)	\$12,414,666	\$3,894,580	-69% (\$8,520,086)	\$32,485,105	\$20,397,352	-37% (\$12,087,753)	\$65,029,345	\$48,432,907	-26% (\$16,596,438)			
Electronic Shopping/Mail Order Houses	\$267,030,641	\$112,542,572	-58% (\$154,488,069)	\$716,151,486	\$954,832,108	33%	\$238,680,622	\$1,402,759,801	56%	\$792,010,591		
Other General Merchandise Stores	\$192,544,945	\$111,960,574	-42% (\$80,584,370)	\$494,804,467	\$569,413,815	15%	\$74,609,348	\$1,008,276,964	63%	\$639,490,727		
Automotive Parts/Accessories/Tire	\$29,565,082	\$17,260,066	-42% (\$12,305,016)	\$76,125,209	\$118,839,035	56%	\$42,713,826	\$156,266,595	39%	\$61,640,060		
Department Stores	\$48,082,692	\$28,318,247	-41% (\$19,764,446)	\$122,488,558	\$195,926,675	60%	\$73,438,116	\$250,114,080	44%	\$109,383,833		
Building Material/Supplies Dealers	\$100,306,405	\$71,019,566	-29% (\$29,286,838)	\$255,932,220	\$380,099,569	49%	\$124,167,349	\$525,282,741	36%	\$189,158,299		
Direct Selling Establishments	\$9,414,261	\$6,738,563	-28% (\$2,675,698)	\$24,119,364	\$28,011,818	16%	\$3,892,455	\$49,152,755	-15%	(\$7,586,528)		
Grocery Stores	\$187,789,030	\$136,358,353	-27% (\$51,430,677)	\$481,191,326	\$451,273,742	-6% (\$29,917,583)	\$982,189,264	\$766,937,512	-22%	(\$215,251,752)		
Lawn/Garden Equipment/Supplies Stores	\$11,025,178	\$9,888,394	-10% (\$1,136,783)	\$27,913,043	\$20,251,650	-27% (\$7,661,394)	\$57,307,147	\$50,928,788	-11%	(\$6,378,359)		
Other Misc. Store Retailers	\$27,225,677	\$25,281,229	-7% (\$1,944,449)	\$69,336,162	\$101,992,715	47%	\$32,656,553	\$142,248,464	58%	\$82,110,831		
Bar/Drinking Places (Alcoholic Beverages)	\$9,373,964	\$9,588,734	2%	\$214,771	\$29,671,941	\$23,967,661	-19%	(\$5,704,280)	\$50,287,508	\$32,261,863	-36%	(\$18,025,645)
Used Merchandise Stores	\$5,679,337	\$5,948,416	5%	\$269,079	\$14,447,991	\$13,740,441	-5%	(\$707,550)	\$29,601,458	\$26,940,425	-9%	(\$2,661,033)
Office Supplies/Stationary/Gift	\$11,532,134	\$12,096,918	5%	\$564,783	\$30,681,471	\$41,700,279	36%	\$11,018,808	\$60,490,831	\$78,942,364	31%	\$18,451,533
Full-Service Restaurants	\$154,640,924	\$163,257,267	6%	\$8,616,343	\$472,201,690	\$526,823,733	12%	\$54,622,042	\$824,253,484	\$971,594,940	18%	\$147,341,457
Sporting Goods/Hobby/Musical Instrument	\$21,884,017	\$24,504,959	12%	\$2,620,942	\$55,572,576	\$96,531,874	74%	\$40,959,298	\$113,946,595	\$181,769,288	60%	\$67,822,693
Furniture Stores	\$20,512,000	\$23,522,651	15%	\$3,010,652	\$51,763,159	\$106,332,541	105%	\$54,569,381	\$105,952,452	\$181,318,744	71%	\$75,366,292
Home Furnishing Stores	\$17,769,461	\$21,270,973	20%	\$3,501,512	\$45,303,208	\$107,937,328	138%	\$62,634,120	\$92,827,459	\$170,665,147	84%	\$77,837,688
Beer/Wine/Liquor Stores	\$15,804,624	\$19,982,788	26%	\$4,178,163	\$40,368,002	\$57,667,964	43%	\$17,299,961	\$82,077,097	\$86,687,890	6%	\$4,610,793
Limited-Service Eating Places	\$134,752,917	\$185,218,452	37%	\$50,465,534	\$398,693,260	\$449,145,564	13%	\$50,452,304	\$714,294,693	\$715,455,150	0%	\$1,160,457
Gasoline Stations	\$131,938,341	\$185,776,171	41%	\$53,837,830	\$339,692,718	\$451,218,980	33%	\$111,526,262	\$697,679,409	\$728,160,980	4%	\$30,481,570
Health/Personal Care Stores	\$100,606,604	\$144,565,473	44%	\$43,958,869	\$257,981,865	\$462,085,267	79%	\$204,103,402	\$528,785,710	\$875,788,491	66%	\$347,002,781
Shoe Stores	\$12,486,199	\$17,963,713	44%	\$5,477,514	\$31,209,490	\$62,671,016	101%	\$31,461,526	\$63,817,734	\$89,198,638	40%	\$25,380,904
Specialty Food Stores	\$10,408,447	\$15,014,618	44%	\$4,606,171	\$26,677,461	\$50,828,466	91%	\$24,151,006	\$54,419,299	\$88,184,814	62%	\$33,765,515
Book/Periodical/Music Stores	\$7,437,751	\$11,306,438	52%	\$3,868,686	\$19,031,711	\$56,162,214	195%	\$37,130,503	\$38,448,296	\$84,562,915	120%	\$46,114,619
Automotive Dealers	\$340,283,794	\$535,949,410	58%	\$195,665,616	\$865,670,328	\$2,026,273,286	134%	\$1,160,602,959	\$1,778,885,415	\$2,584,811,306	45%	\$805,925,890
Florists/Misc. Store Retailers	\$2,654,960	\$4,512,318	70%	\$1,857,358	\$6,721,104	\$10,851,083	61%	\$4,129,978	\$13,798,429	\$21,873,034	59%	\$8,074,604
Jewelry/Luggage/Leather Goods	\$12,113,219	\$24,467,021	102%	\$12,353,802	\$30,719,963	\$77,140,925	151%	\$46,420,963	\$62,887,915	\$120,559,654	92%	\$57,671,739
Electronics/Appliance	\$43,229,670	\$91,124,120	111%	\$47,894,450	\$123,276,770	\$490,363,360	298%	\$367,086,590	\$228,221,815	\$772,942,414	239%	\$544,720,599
Clothing Stores	\$86,653,910	\$191,929,355	121%	\$105,275,445	\$217,923,421	\$695,939,010	219%	\$478,015,589	\$445,358,648	\$918,644,459	106%	\$473,285,811
Special Food Services	\$29,406,015	\$70,649,853	140%	\$41,243,838	\$86,994,031	\$139,305,426	60%	\$52,311,396	\$155,843,468	\$200,764,087	29%	\$44,920,619
Other Motor Vehicle Dealers	\$18,639,780	\$59,278,245	218%	\$40,638,465	\$47,210,083	\$162,921,861	245%	\$115,711,779	\$96,895,407	\$250,832,163	159%	\$153,936,756
Consumer Demand/Market Supply Index	\$2,073,206,645	\$2,341,190,036	89	\$5,492,359,182	\$8,950,646,758	61	\$10,877,400,278	\$15,448,567,185	70			



Consumer Demand & Market Supply Assessment

For Market: Newport Center
 Market Definition: 401 Newport Center Drive - Newport Beach, CA
 Date Report Created: March 2018

By Major Product Lines	10 Minutes			15 Minutes			20 Minutes				
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus		
Pets/Pet Foods/Pet Supplies	\$16,475,157	\$8,690,349	-47% (\$7,784,808)	\$41,408,825	\$37,936,581	-8% (\$3,472,244)	\$84,905,651	\$86,185,544	2%	\$1,279,892	
Computer Hardware/Software/Supplies	\$79,368,443	\$46,345,837	-42% (\$33,022,606)	\$255,111,811	\$299,348,714	17%	\$44,236,903	\$428,220,895	36%	\$153,260,797	
Groceries/Other Food Items (Off Premises)	\$286,034,387	\$200,399,191	-30% (\$85,635,196)	\$728,835,522	\$771,308,206	6%	\$42,472,684	\$1,494,786,073	9%	\$137,762,618	
Dimensional Lumber/Other Building Materials	\$41,085,629	\$30,112,799	-27% (\$10,972,830)	\$104,657,856	\$160,673,029	54%	\$56,015,173	\$214,794,245	41%	\$87,072,419	
Hardware/Tools/Plumbing/Electrical Supplies	\$27,882,216	\$20,772,007	-26% (\$7,110,209)	\$71,715,818	\$113,767,603	59%	\$42,051,784	\$147,309,386	51%	\$75,371,324	
Paints/Sundries/Wallpaper/Wall Coverings	\$7,223,656	\$5,487,631	-24% (\$1,736,025)	\$18,657,498	\$29,310,620	57%	\$10,653,122	\$38,337,795	45%	\$17,243,083	
Furniture/Sleep/Outdoor/Patio Furniture	\$52,368,561	\$40,279,307	-23% (\$12,089,254)	\$132,088,897	\$208,043,091	58%	\$75,954,194	\$270,409,330	46%	\$123,816,497	
Small Electric Appliances	\$4,029,815	\$3,226,774	-20% (\$803,042)	\$10,194,670	\$19,834,981	95%	\$9,640,312	\$20,846,753	106%	\$22,014,298	
Alcoholic Drinks Served at the Establishment	\$81,246,405	\$66,696,007	-18% (\$14,550,398)	\$258,656,158	\$204,081,900	-21% (\$54,574,258)	\$436,339,582	\$362,074,711	-17%	(\$74,264,871)	
Lawn/Garden/Farm Equipment/Supplies	\$29,366,456	\$25,054,154	-15% (\$4,312,303)	\$74,405,092	\$96,033,377	29%	\$21,628,284	\$152,808,172	34%	\$51,780,262	
Soaps/Detergents/Household Cleaners	\$8,902,137	\$7,610,681	-15% (\$1,291,456)	\$22,768,756	\$34,823,650	53%	\$12,054,893	\$46,701,196	70%	\$32,679,806	
Drugs/Health Aids/Beauty Aids/Cosmetics	\$220,464,253	\$189,272,289	-14% (\$31,191,965)	\$566,001,264	\$822,346,633	45%	\$256,345,369	\$1,160,182,890	47%	\$549,025,112	
Paper/Related Products	\$7,841,258	\$6,897,503	-12% (\$943,755)	\$20,064,874	\$31,228,850	56%	\$11,163,976	\$41,089,766	84%	\$34,663,948	
Automotive Tires/Tubes/Batteries/Parts	\$56,858,125	\$51,282,139	-10% (\$5,575,986)	\$146,778,693	\$254,183,515	73%	\$107,404,821	\$301,383,063	39%	\$118,586,390	
Floor/Floor Coverings	\$14,204,547	\$13,013,392	-8% (\$1,191,155)	\$36,465,594	\$68,618,569	88%	\$32,152,975	\$74,636,902	60%	\$44,518,309	
Kitchenware/Home Furnishings	\$21,905,888	\$21,793,855	-1% (\$112,033)	\$56,287,365	\$111,736,936	99%	\$55,449,571	\$115,592,115	83%	\$95,827,608	
Curtains/Draperies/Slipcovers/Bed/Coverings	\$8,559,059	\$8,542,823	0% (\$16,236)	\$21,526,116	\$47,878,942	122%	\$26,352,826	\$44,120,881	116%	\$51,236,840	
Packaged Liquor/Wine/Beer	\$34,428,551	\$34,833,648	1%	\$405,097	\$86,991,523	\$117,502,136	35%	\$30,510,613	\$177,995,381	22%	\$38,579,136
All Other Merchandise	\$73,129,246	\$76,955,095	5%	\$3,825,849	\$186,322,856	\$362,642,199	95%	\$176,319,343	\$382,349,019	85%	\$324,713,898
Sporting Goods (incl Bicycles/Sports Vehicles)	\$17,047,328	\$17,996,695	6%	\$949,367	\$43,470,028	\$87,131,631	100%	\$43,661,603	\$89,259,956	100%	\$89,395,948
Cigars/Cigarettes/Tobacco/Accessories	\$20,242,682	\$21,975,608	9%	\$1,732,927	\$53,248,246	\$75,046,853	41%	\$21,798,607	\$109,494,252	45%	\$49,318,932
Toys/Hobby Goods/Games	\$9,346,698	\$10,722,739	15%	\$1,376,041	\$24,071,805	\$54,603,780	127%	\$30,531,975	\$49,375,012	126%	\$62,369,328
Footwear, including Accessories	\$30,246,432	\$35,880,051	19%	\$5,633,619	\$75,565,978	\$142,476,935	89%	\$66,910,958	\$154,524,800	44%	\$68,310,327
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$3,239,886	\$3,925,801	21%	\$685,915	\$8,236,890	\$15,434,953	87%	\$7,198,063	\$16,880,701	41%	\$6,861,183
Sewing/Knitting Materials/Supplies	\$854,561	\$1,047,555	23%	\$192,994	\$2,149,907	\$4,666,794	117%	\$2,516,888	\$4,468,959	111%	\$4,978,049
Books/Periodicals	\$8,629,693	\$10,628,492	23%	\$1,998,798	\$21,711,334	\$57,302,681	164%	\$35,591,347	\$44,251,251	127%	\$56,018,062
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,333,639	\$5,680,818	31%	\$1,347,179	\$10,822,685	\$20,777,313	92%	\$9,954,628	\$22,208,388	89%	\$19,831,195
Audio Equipment/Musical Instruments	\$10,786,289	\$14,330,348	33%	\$3,544,059	\$27,360,988	\$82,975,591	203%	\$55,614,603	\$55,971,846	176%	\$98,600,482
Meats/Nonalcoholic Beverages	\$263,186,732	\$364,705,435	39%	\$101,518,702	\$778,030,833	\$952,621,618	22%	\$174,590,785	\$1,394,853,817	15%	\$206,911,658
Automotive Fuels	\$120,256,096	\$170,677,947	42%	\$50,421,851	\$308,651,197	\$441,250,054	43%	\$132,598,858	\$636,416,274	21%	\$133,593,057
Womens/Juniors/Misses Wear	\$73,299,717	\$110,439,584	51%	\$37,139,868	\$183,405,491	\$445,055,818	143%	\$261,650,327	\$374,216,417	79%	\$294,158,111
Retailer Services	\$60,273,965	\$91,836,411	52%	\$31,562,447	\$149,823,717	\$357,351,797	139%	\$207,528,080	\$306,422,907	74%	\$226,258,141
Mens Wear	\$28,938,760	\$44,844,568	55%	\$15,905,808	\$72,300,000	\$184,638,506	155%	\$112,338,506	\$147,643,197	96%	\$141,650,724
Jewelry (including Watches)	\$17,969,478	\$27,987,593	56%	\$10,018,115	\$45,598,623	\$100,531,960	120%	\$54,933,337	\$93,328,420	77%	\$72,049,314
Autos/Cars/Vans/Trucks/Motorcycles	\$297,617,372	\$484,132,886	63%	\$186,515,514	\$758,275,537	\$1,799,165,001	137%	\$1,040,889,464	\$1,559,097,435	49%	\$760,836,808
Major Household Appliances	\$6,861,378	\$12,735,312	86%	\$5,873,934	\$16,859,103	\$69,727,922	314%	\$52,868,819	\$34,647,563	242%	\$83,686,299
Automotive Lubricants (incl Oil, Greases)	\$6,861,378	\$12,735,312	86%	\$5,873,934	\$16,859,103	\$69,727,922	314%	\$52,868,819	\$34,647,563	242%	\$83,686,299
Childrens Wear/Infants/Toddlers Clothing	\$11,529,143	\$22,188,086	92%	\$10,658,943	\$29,888,364	\$91,083,282	205%	\$61,194,918	\$141,003,437	129%	\$79,562,000
Televisions/VCR/Video Cameras/DVD etc	\$11,960,095	\$23,820,455	99%	\$11,860,361	\$30,569,208	\$135,269,926	343%	\$104,700,718	\$62,657,363	297%	\$186,366,606
Photographic Equipment/Supplies	\$2,070,388	\$4,762,028	130%	\$2,691,640	\$5,221,880	\$26,465,246	407%	\$21,243,366	\$10,677,554	335%	\$35,772,938



Consumer Demand & Market Supply Assessment

For Market: Newport Center
Market Definition: 401 Newport Center Drive - Newport Beach, CA
Date Report Created: March 2018

10 Minutes

15 Minutes

20 Minutes

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

100 = Equilibrium

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

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