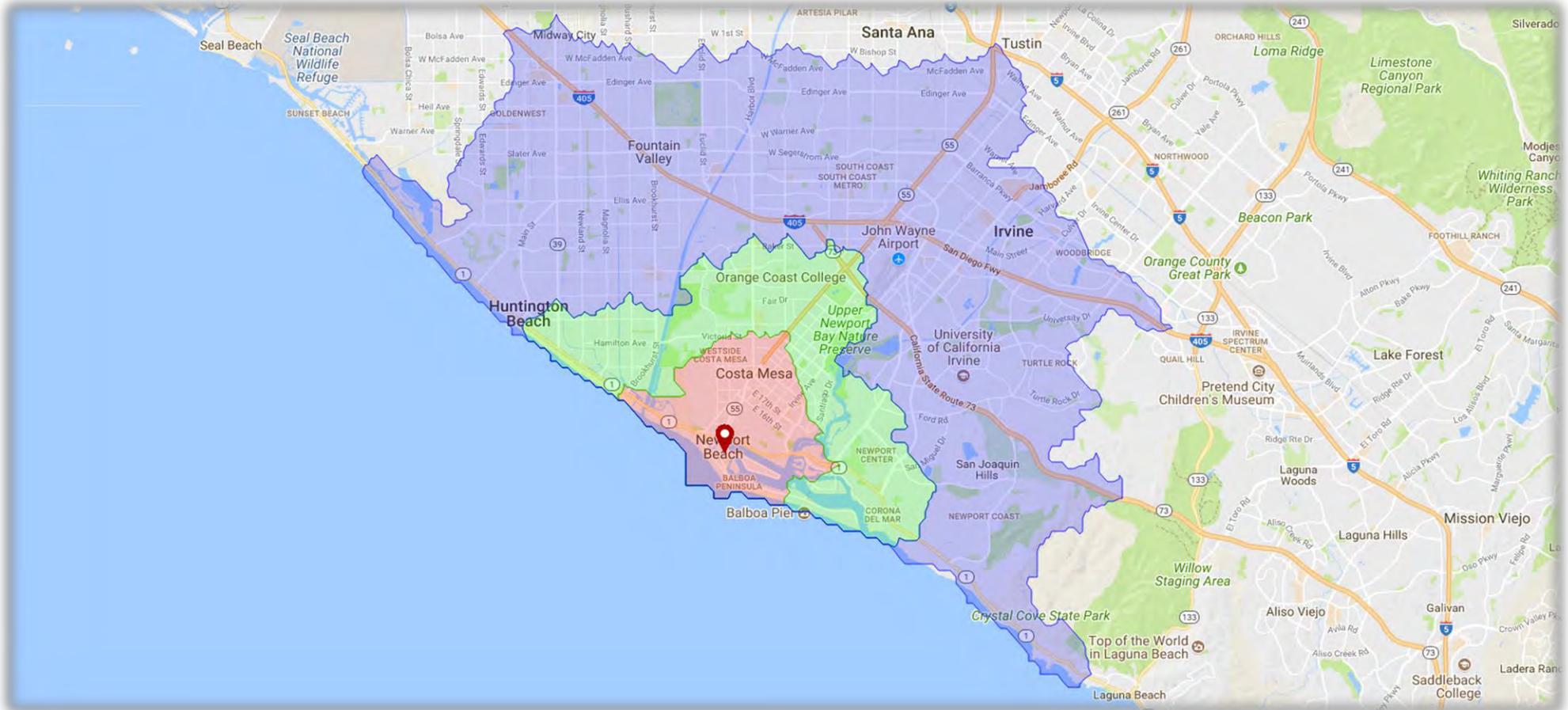


MARINERS MILE & THE BALBOA PENINSULA

Newport Blvd & Pacific Coast Highway - Newport Beach, CA

March 2018



	5 Minutes	10 Minutes	20 Minutes
Population	64,029	168,626	698,440
Daytime Population	68,100	211,891	1,038,333
Households	25,730	69,049	241,608
Average Age	39	40.6	38.8
Average HH Income	\$124,654	\$128,936	\$116,800
White Collar (Residents)	68%	71%	68%
Some College or Degree	67%	70%	63%

Traffic Counts	
Mariners Mile	> 50,000
Pacific Coast Hwy & Newport Blvd	> 49,200
Pacific Coast Hwy & Dover Dr	> 48,500
W Balboa Blvd & 16th St	> 26,000



Consumer Demographic Profile

For Market:

Mariners Mile & The Balboa Peninsula

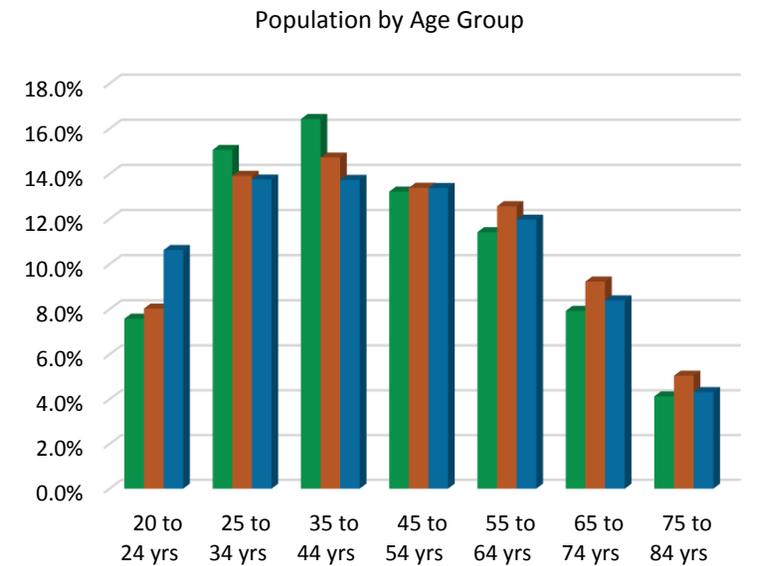
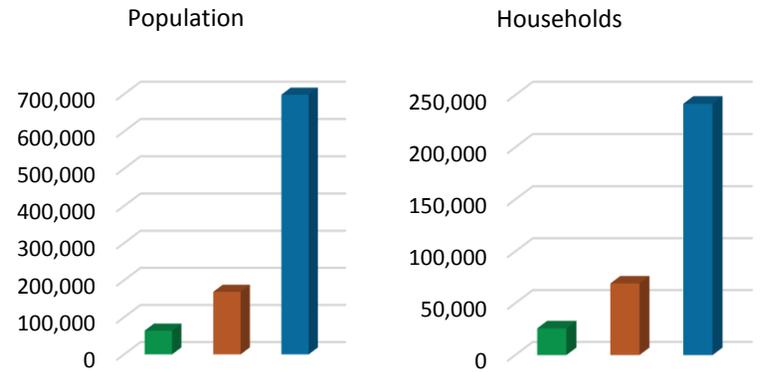
Market Definition:

Newport Blvd & Pacific Coast Hwy - Newport Beach, CA

Date Report Created:

March 2018

	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	64,029	---	168,626	---	698,440	---
5 Year Projected Pop	64,573	---	168,653	---	706,849	---
Pop Growth (%)	0.8%	---	0.0%	---	1.2%	---
Households	25,730	---	69,049	---	241,608	---
5 Year Projected HHs	25,864	---	68,933	---	244,683	---
HH Growth (%)	0.5%	---	-0.2%	---	1.3%	---
Census Stats						
2000 Population	62,349	---	167,053	---	642,273	---
2010 Population	61,551	---	164,603	---	669,350	---
Pop Growth (%)	-1.3%	---	-1.5%	---	4.2%	---
2000 Households	25,324	---	68,527	---	217,399	---
2010 Households	24,805	---	67,305	---	231,071	---
HH Growth (%)	-2.0%	---	-1.8%	---	6.3%	---
Total Population by Age						
Average Age	39.0		40.6		38.8	
19 yrs & under	14,317	22.4%	35,403	21.0%	155,790	22.3%
20 to 24 yrs	4,853	7.6%	13,538	8.0%	74,190	10.6%
25 to 34 yrs	9,642	15.1%	23,454	13.9%	96,012	13.7%
35 to 44 yrs	10,519	16.4%	24,822	14.7%	95,889	13.7%
45 to 54 yrs	8,459	13.2%	22,560	13.4%	93,366	13.4%
55 to 64 yrs	7,308	11.4%	21,186	12.6%	83,602	12.0%
65 to 74 yrs	5,074	7.9%	15,560	9.2%	58,623	8.4%
75 to 84 yrs	2,640	4.1%	8,513	5.0%	30,141	4.3%
85 + yrs	1,218	1.9%	3,590	2.1%	10,826	1.6%
Population Bases						
20-34 yrs	14,495	22.6%	36,992	21.9%	170,202	24.4%
45-64 yrs	15,767	24.6%	43,746	25.9%	176,968	25.3%
16 yrs +	50,985	79.6%	136,448	80.9%	558,353	79.9%
25 yrs +	44,860	70.1%	119,685	71.0%	468,459	67.1%
65 yrs +	8,932	14.0%	27,664	16.4%	99,590	14.3%
75 yrs +	3,858	6.0%	12,104	7.2%	40,967	5.9%
85 yrs +	1,218	1.9%	3,590	2.1%	10,826	1.6%



Consumer Demographic Profile

For Market:

Mariners Mile & The Balboa Peninsula

Market Definition:

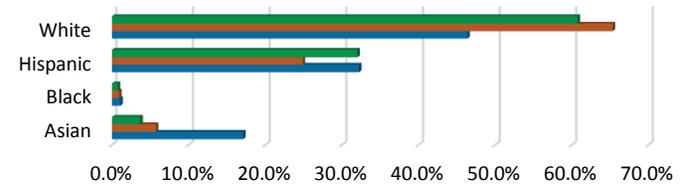
Newport Blvd & Pacific Coast Hwy - Newport Beach, CA

Date Report Created:

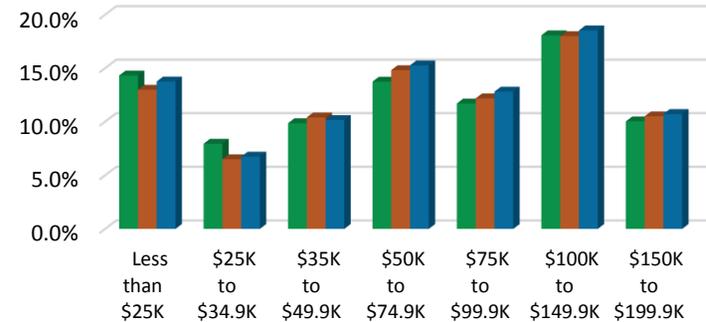
March 2018

	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
Population by Race						
White	38,898	60.8%	110,172	65.3%	323,847	46.4%
Hispanic	20,493	32.0%	41,958	24.9%	224,973	32.2%
Black	484	0.8%	1,580	0.9%	7,695	1.1%
Asian	2,372	3.7%	9,664	5.7%	119,471	17.1%
Ancestry						
American Indian (ancestry)	128	0.2%	410	0.2%	1,327	0.2%
Hawaiian (ancestry)	152	0.2%	517	0.3%	1,979	0.3%
Household Income						
Per Capita Income	\$50,092	---	\$52,797	---	\$40,404	---
Average HH Income	\$124,654	---	\$128,936	---	\$116,800	---
Median HH Income	\$83,191	---	\$85,080	---	\$82,254	---
Less than \$25K	3,684	14.3%	8,965	13.0%	33,236	13.8%
\$25K to \$34.9K	2,045	7.9%	4,489	6.5%	16,282	6.7%
\$35K to \$49.9K	2,537	9.9%	7,181	10.4%	24,538	10.2%
\$50K to \$74.9K	3,536	13.7%	10,234	14.8%	36,888	15.3%
\$75K to \$99.9K	3,012	11.7%	8,414	12.2%	30,942	12.8%
\$100K to \$149.9K	4,653	18.1%	12,431	18.0%	44,782	18.5%
\$150K to \$199.9K	2,582	10.0%	7,252	10.5%	25,911	10.7%
\$200K +	3,682	14.3%	10,083	14.6%	29,028	12.0%
Education						
Less than 9th Grade	4,376	9.8%	7,476	6.2%	44,244	9.4%
Some HS, No Diploma	2,170	4.8%	5,197	4.3%	30,168	6.4%
HS Grad (or Equivalent)	5,986	13.3%	17,058	14.3%	73,801	15.8%
Some College, No Degree	8,833	19.7%	25,193	21.0%	91,371	19.5%
Associate Degree	3,565	7.9%	9,476	7.9%	35,114	7.5%
Bachelor Degree	13,051	29.1%	36,274	30.3%	122,598	26.2%
Graduates Degree	4,488	10.0%	12,869	10.8%	46,961	10.0%

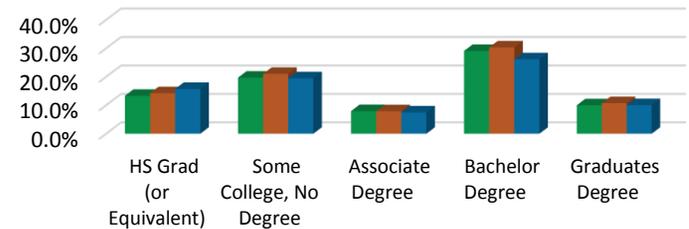
Ethnic Breakdown



Household Income Levels - %



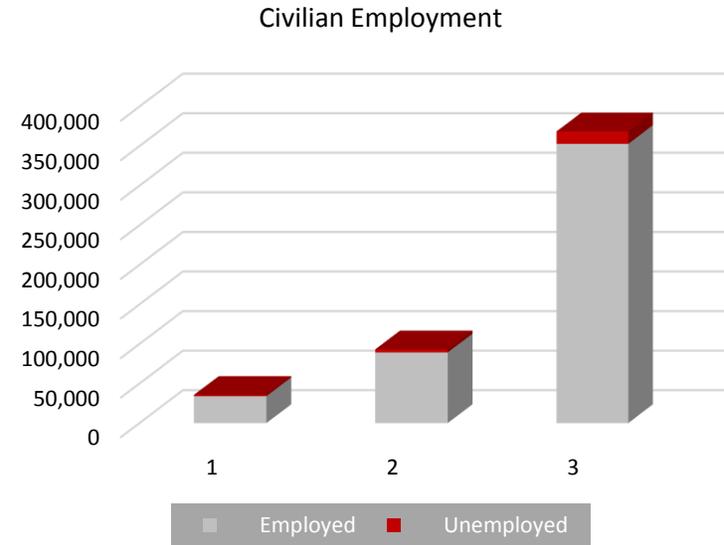
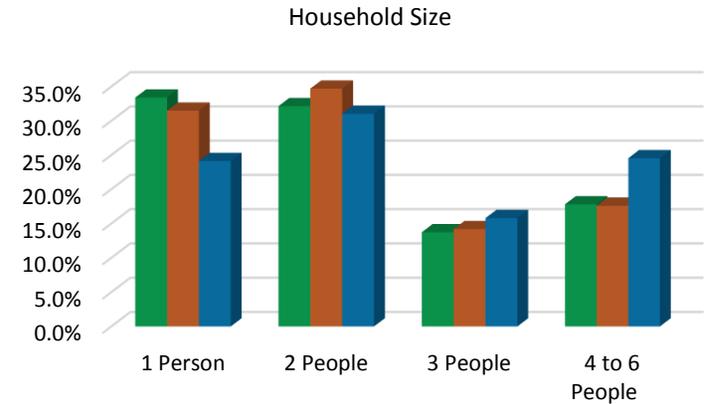
Education



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Mariners Mile & The Balboa Peninsula
 Newport Blvd & Pacific Coast Hwy - Newport Beach, CA
 March 2018

	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
Family Structure	13,794		39,373		159,048	
Single - Male	679	4.9%	1,772	4.5%	7,668	4.8%
Single - Female	1,026	7.4%	3,205	8.1%	14,706	9.2%
Single Parent - Male	818	5.9%	1,451	3.7%	5,057	3.2%
Single Parent - Female	1,117	8.1%	2,982	7.6%	12,033	7.6%
Married w/ Children	4,217	30.6%	11,413	29.0%	51,274	32.2%
Married w/out Children	5,936	43.0%	18,549	47.1%	68,310	42.9%
Household Size						
1 Person	8,594	33.4%	21,737	31.5%	58,281	24.1%
2 People	8,271	32.1%	23,961	34.7%	74,997	31.0%
3 People	3,535	13.7%	9,796	14.2%	38,164	15.8%
4 to 6 People	4,582	17.8%	12,155	17.6%	59,298	24.5%
7+ People	748	2.9%	1,401	2.0%	10,867	4.5%
Home Ownership	25,730		69,049		241,608	
Owners	10,040	39.0%	32,438	47.0%	126,586	52.4%
Renters	15,690	61.0%	36,611	53.0%	115,022	47.6%
Components of Change						
Births	756	1.2%	1,945	1.2%	8,592	1.2%
Deaths	456	0.7%	1,386	0.8%	4,889	0.7%
Migration	-296	-0.5%	-789	-0.5%	-1,659	-0.2%
Employment (Pop 16+)	50,985		136,448		558,353	
Armed Services	19	0.0%	60	0.0%	207	0.0%
Civilian	35,567	69.8%	93,063	68.2%	368,493	66.0%
Employed	33,961	66.6%	89,196	65.4%	352,748	63.2%
Unemployed	1,606	3.1%	3,867	2.8%	15,746	2.8%
Not in Labor Force	15,399	30.2%	43,325	31.8%	189,653	34.0%
Employed Population	33,961		89,196		352,748	
White Collar	22,978	67.7%	63,279	70.9%	238,094	67.5%
Blue Collar	10,984	32.3%	25,917	29.1%	114,654	32.5%



For Market:

Market Definition:

Date Report Created:

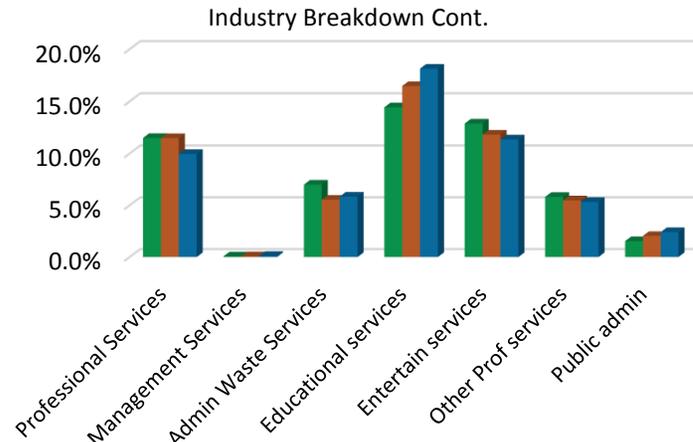
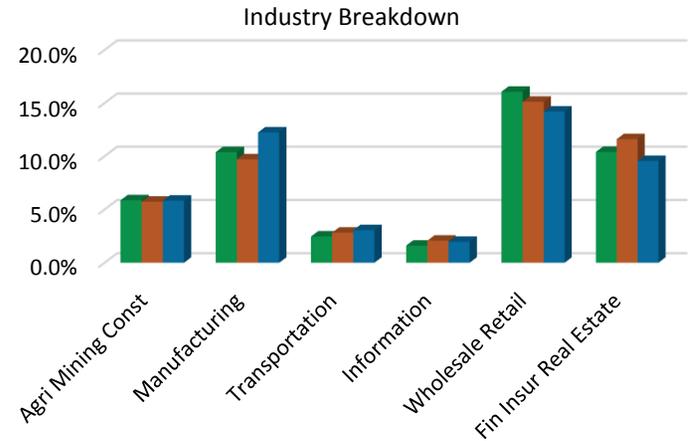
Consumer Demographic Profile

Mariners Mile & The Balboa Peninsula

Newport Blvd & Pacific Coast Hwy - Newport Beach, CA

March 2018

	5 Minutes		10 Minutes		20 Minutes	
	#	%	#	%	#	%
Employment By Occupation	33,961		89,196		352,748	
White Collar	22,978	67.7%	63,279	70.9%	238,094	67.5%
Managerial executive	7,342	21.6%	21,051	23.6%	67,878	19.2%
Prof specialty	6,775	20.0%	18,673	20.9%	78,861	22.4%
Healthcare support	345	1.0%	1,107	1.2%	5,433	1.5%
Sales	5,344	15.7%	13,245	14.8%	44,646	12.7%
Office Admin	3,171	9.3%	9,202	10.3%	41,275	11.7%
Blue Collar	10,984	32.3%	25,917	29.1%	114,654	32.5%
Protective	377	1.1%	1,335	1.5%	4,807	1.4%
Food Prep Serving	2,601	7.7%	5,800	6.5%	21,872	6.2%
Bldg Maint/Cleaning	2,128	6.3%	4,100	4.6%	16,776	4.8%
Personal Care	1,232	3.6%	3,623	4.1%	15,195	4.3%
Farming/Fishing/Forestry	187	0.6%	273	0.3%	1,456	0.4%
Construction	1,816	5.3%	4,724	5.3%	20,464	5.8%
Production Transp	2,642	7.8%	6,062	6.8%	34,083	9.7%
Employment By Industry	33,961		89,196		352,748	
Agri Mining Const	1,990	5.9%	5,112	5.7%	20,551	5.8%
Manufacturing	3,526	10.4%	8,656	9.7%	43,173	12.2%
Transportation	837	2.5%	2,517	2.8%	10,806	3.1%
Information	545	1.6%	1,854	2.1%	6,927	2.0%
Wholesale Retail	5,457	16.1%	13,494	15.1%	50,111	14.2%
Fin Insur Real Estate	3,532	10.4%	10,355	11.6%	33,681	9.5%
Professional Services	3,903	11.5%	10,248	11.5%	35,150	10.0%
Management Services	23	0.1%	71	0.1%	391	0.1%
Admin Waste Services	2,377	7.0%	4,944	5.5%	20,584	5.8%
Educational services	4,900	14.4%	14,692	16.5%	63,987	18.1%
Entertain services	4,374	12.9%	10,540	11.8%	40,053	11.4%
Other Prof services	1,975	5.8%	4,891	5.5%	18,817	5.3%
Public admin	524	1.5%	1,822	2.0%	8,516	2.4%



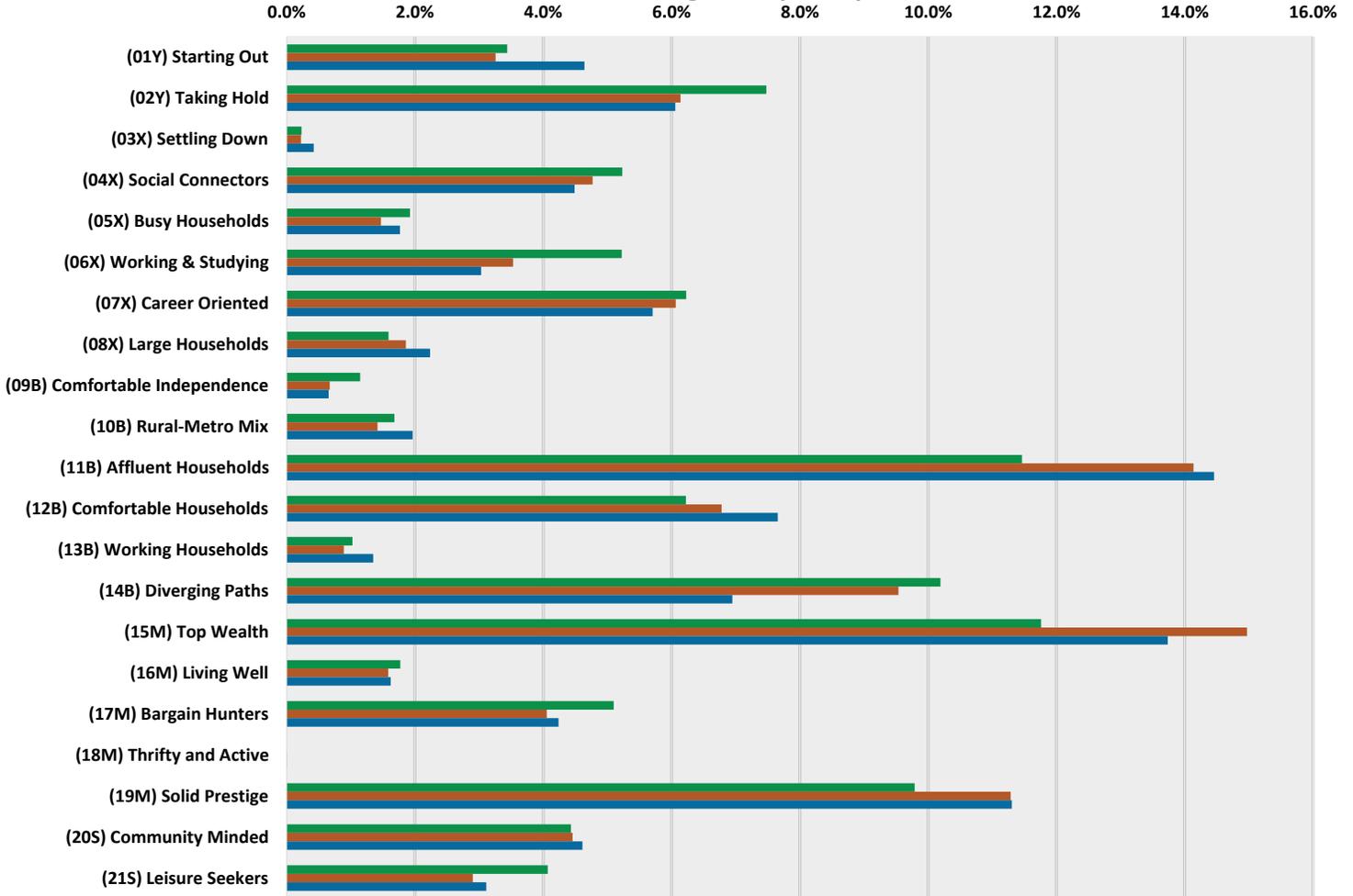
Household Segmentation Profile

For Market: Mariners Mile & The Balboa Peninsula
Date: March 2018



Trade Area 1: 5 Minute Drive Time Newport Blvd & PCH	Trade Area 2: 10 Minute Drive Time Newport Blvd & PCH	Trade Area 3: 20 Minute Drive Time Newport Blvd & PCH
---	--	--

Household Lifestage Group Comparison



Trade Area 1: 5 Minute Drive Time Newport Blvd & PCH	Trade Area 2: 10 Minute Drive Time Newport Blvd & PCH	Trade Area 3: 20 Minute Drive Time Newport Blvd & PCH
---	--	--

Total Households **25,167** **100%** **68,211** **100%** **236,882** **100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	2,353	9.3%	5,957	8.7%	14,255	6.0%
2	02- Established Elite	(15M) Top Wealth	1,917	7.6%	6,591	9.7%	18,930	8.0%
3	24- Career Building	(02Y) Taking Hold	1,695	6.7%	3,669	5.4%	12,033	5.1%
4	01- Summit Estates	(11B) Affluent Households	1,508	6.0%	4,696	6.9%	14,601	6.2%
5	03- Corporate Connected	(15M) Top Wealth	1,042	4.1%	3,621	5.3%	13,607	5.7%
6	13- Work & Play	(12B) Comfortable Households	964	3.8%	2,629	3.9%	9,663	4.1%
7	09- Busy Schedules	(19M) Solid Prestige	940	3.7%	3,268	4.8%	11,154	4.7%
8	26- Getting Established	(07X) Career Oriented	921	3.7%	2,309	3.4%	6,565	2.8%
9	61- City Life	(06X) Working & Studying	912	3.6%	1,697	2.5%	4,716	2.0%
10	04- Top Professionals	(11B) Affluent Households	906	3.6%	3,585	5.3%	14,775	6.2%

* 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: Mariners Mile & The Balboa Peninsula

Date: March 2018

TOTAL HOUSEHOLDS		25,167	100%	68,211	100%	236,882	100%
Lifestage Group	Cluster Name	5 Minute Drive Time Newport Blvd & PCH		10 Minute Drive Time Newport Blvd & PCH		20 Minute Drive Time Newport Blvd & PCH	
(01Y) Starting Out		865	3.4%	2,222	3.3%	10,996	4.6%
	39- Setting Goals	116	0.5%	235	0.3%	1,138	0.5%
	45- Offices & Entertainment	237	0.9%	554	0.8%	2,585	1.1%
	57- Collegiate Crowd	272	1.1%	916	1.3%	4,819	2.0%
	58- Outdoor Fervor	0	0.0%	0	0.0%	3	0.0%
	67- First Steps	240	1.0%	516	0.8%	2,452	1.0%
(02Y) Taking Hold		1,882	7.5%	4,187	6.1%	14,350	6.1%
	18- Climbing the Ladder	47	0.2%	134	0.2%	506	0.2%
	21- Children First	120	0.5%	324	0.5%	1,365	0.6%
	24- Career Building	1,695	6.7%	3,669	5.4%	12,033	5.1%
	30- Out & About	19	0.1%	60	0.1%	447	0.2%
(03X) Settling Down		58	0.2%	152	0.2%	999	0.4%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	0	0.0%	50	0.0%
	46- Rural & Active	58	0.2%	152	0.2%	949	0.4%
(04X) Social Connectors		1,317	5.2%	3,253	4.8%	10,629	4.5%
	42- Creative Variety	121	0.5%	298	0.4%	1,428	0.6%
	52- Stylish & Striving	399	1.6%	1,037	1.5%	3,184	1.3%
	59- Mobile Mixers	796	3.2%	1,918	2.8%	6,018	2.5%
(05X) Busy Households		484	1.9%	1,002	1.5%	4,187	1.8%
	37- Firm Foundations	84	0.3%	239	0.4%	1,228	0.5%
	62- Movies & Sports	400	1.6%	763	1.1%	2,959	1.2%
(06X) Working & Studying		1,315	5.2%	2,407	3.5%	7,179	3.0%
	61- City Life	912	3.6%	1,697	2.5%	4,716	2.0%
	69- Productive Havens	83	0.3%	157	0.2%	617	0.3%
	70- Favorably Frugal	320	1.3%	552	0.8%	1,847	0.8%
(07X) Career Oriented		1,568	6.2%	4,138	6.1%	13,516	5.7%
	06- Casual Comfort	424	1.7%	1,263	1.9%	4,773	2.0%
	10- Careers & Travel	186	0.7%	458	0.7%	1,654	0.7%
	20- Carving Out Time	37	0.1%	107	0.2%	524	0.2%
	26- Getting Established	921	3.7%	2,309	3.4%	6,565	2.8%
(08X) Large Households		400	1.6%	1,268	1.9%	5,295	2.2%
	11- Schools & Shopping	147	0.6%	445	0.7%	1,922	0.8%
	12- On the Go	103	0.4%	349	0.5%	1,302	0.5%
	19- Country Comfort	0	0.0%	0	0.0%	2	0.0%
	27- Tenured Proprietors	150	0.6%	474	0.7%	2,069	0.9%
(09B) Comfortable Independence		288	1.1%	459	0.7%	1,547	0.7%
	29- City Mixers	173	0.7%	184	0.3%	262	0.1%
	35- Working & Active	56	0.2%	134	0.2%	594	0.3%
	56- Metro Active	59	0.2%	141	0.2%	691	0.3%
(10B) Rural-Metro Mix		423	1.7%	965	1.4%	4,654	2.0%
	47- Rural Parents	0	0.0%	0	0.0%	2	0.0%
	53- Metro Strivers	423	1.7%	965	1.4%	4,649	2.0%
	60- Rural & Mobile	0	0.0%	0	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: Mariners Mile & The Balboa Peninsula

Date: March 2018



TOTAL HOUSEHOLDS		25,167	100%	68,211	100%	236,882	100%
Lifestage Group	Cluster Name	5 Minute Drive Time Newport Blvd & PCH		10 Minute Drive Time Newport Blvd & PCH		20 Minute Drive Time Newport Blvd & PCH	
(11B) Affluent Households		2,885	11.5%	9,644	14.1%	34,245	14.5%
	01- Summit Estates	1,508	6.0%	4,696	6.9%	14,601	6.2%
	04- Top Professionals	906	3.6%	3,585	5.3%	14,775	6.2%
	07- Active Lifestyles	472	1.9%	1,363	2.0%	4,869	2.1%
(12B) Comfortable Households		1,567	6.2%	4,625	6.8%	18,139	7.7%
	13- Work & Play	964	3.8%	2,629	3.9%	9,663	4.1%
	17- Firmly Established	602	2.4%	1,995	2.9%	8,475	3.6%
(13B) Working Households		258	1.0%	607	0.9%	3,198	1.4%
	38- Occupational Mix	258	1.0%	607	0.9%	3,198	1.4%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		2,565	10.2%	6,506	9.5%	16,457	6.9%
	16- Country Enthusiasts	0	0.0%	1	0.0%	2	0.0%
	22- Comfortable Cornerstones	31	0.1%	70	0.1%	490	0.2%
	31- Mid-Americana	51	0.2%	150	0.2%	801	0.3%
	32- Metro Mix	130	0.5%	328	0.5%	909	0.4%
	33- Urban Diversity	2,353	9.3%	5,957	8.7%	14,255	6.0%
(15M) Top Wealth		2,960	11.8%	10,212	15.0%	32,537	13.7%
	02- Established Elite	1,917	7.6%	6,591	9.7%	18,930	8.0%
	03- Corporate Connected	1,042	4.1%	3,621	5.3%	13,607	5.7%
(16M) Living Well		446	1.8%	1,080	1.6%	3,840	1.6%
	14- Career Centered	384	1.5%	935	1.4%	3,117	1.3%
	15- Country Ways	0	0.0%	1	0.0%	2	0.0%
	23- Good Neighbors	62	0.2%	144	0.2%	721	0.3%
(17M) Bargain Hunters		1,283	5.1%	2,766	4.1%	10,037	4.2%
	43- Work & Causes	116	0.5%	268	0.4%	1,214	0.5%
	44- Open Houses	144	0.6%	361	0.5%	1,367	0.6%
	55- Community Life	77	0.3%	174	0.3%	1,021	0.4%
	63- Staying Home	857	3.4%	1,791	2.6%	5,772	2.4%
	68- Staying Healthy	89	0.4%	171	0.3%	663	0.3%
(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		2,464	9.8%	7,699	11.3%	26,781	11.3%
	05- Active & Involved	798	3.2%	2,251	3.3%	7,516	3.2%
	08- Solid Surroundings	726	2.9%	2,179	3.2%	8,111	3.4%
	09- Busy Schedules	940	3.7%	3,268	4.8%	11,154	4.7%
(20S) Community Minded		1,116	4.4%	3,040	4.5%	10,924	4.6%
	25- Clubs & Causes	172	0.7%	434	0.6%	1,645	0.7%
	28- Community Pillars	297	1.2%	772	1.1%	2,466	1.0%
	36- Persistent & Productive	647	2.6%	1,834	2.7%	6,812	2.9%
(21S) Leisure Seekers		1,024	4.1%	1,979	2.9%	7,369	3.1%
	49- Home & Garden	146	0.6%	364	0.5%	1,304	0.6%
	51- Role Models	123	0.5%	233	0.3%	1,041	0.4%
	64- Practical & Careful	165	0.7%	334	0.5%	1,229	0.5%
	65- Hobbies & Shopping	258	1.0%	455	0.7%	1,806	0.8%
	66- Helping Hands	332	1.3%	592	0.9%	1,990	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

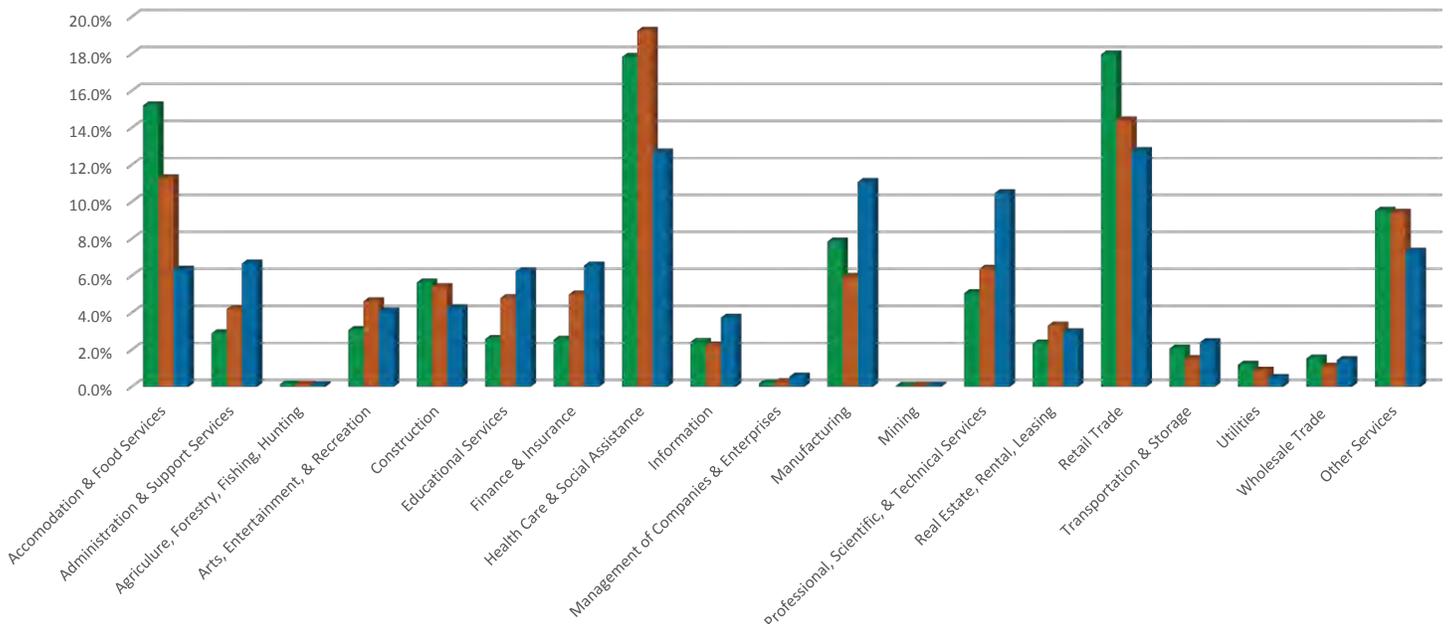
For Market: Mariners Mile & The Balboa Peninsula
Market Definition: Newport Blvd & Pacific Coast Hwy - Newport Beach, CA
Date Report Created: March 2018

	5 Minutes	10 Minutes	20 Minutes
Daytime Population	68,100	211,891	1,038,333
Student Population	9,615	57,022	259,619
Median Employee Salary	42,320	44,540	45,586
Average Employee Salary	52,236	54,984	56,887

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,281	3.5%	2,565	2.7%	16,359	3.1%
15,000 to 30,000 CrYr	4,885	13.2%	11,958	12.4%	57,038	10.7%
30,000 to 45,000 CrYr	14,338	38.7%	35,711	37.1%	192,379	36.2%
45,000 to 60,000 CrYr	5,908	15.9%	14,897	15.5%	85,835	16.2%
60,000 to 75,000 CrYr	3,622	9.8%	9,864	10.2%	50,134	9.4%
75,000 to 90,000 CrYr	2,443	6.6%	6,947	7.2%	42,358	8.0%
90,000 to 100,000 CrYr	767	2.1%	2,647	2.7%	16,890	3.2%
Over 100,000 CrYr	3,842	10.4%	11,681	12.1%	69,835	13.2%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	3,609	100%	37,086	100%	7,785	100%	96,271	100%	30,544	100%	530,828	100%
Accommodation & Food Services	202	5.6%	5,640	15.2%	460	5.9%	10,842	11.3%	1,545	5.1%	33,588	6.3%
Administration & Support Services	100	2.8%	1,071	2.9%	223	2.9%	4,044	4.2%	1,004	3.3%	35,365	6.7%
Agriculture, Forestry, Fishing, Hunting	10	0.3%	48	0.1%	22	0.3%	120	0.1%	58	0.2%	409	0.1%
Arts, Entertainment, & Recreation	108	3.0%	1,136	3.1%	227	2.9%	4,444	4.6%	739	2.4%	21,610	4.1%
Construction	213	5.9%	2,089	5.6%	445	5.7%	5,184	5.4%	1,542	5.0%	22,499	4.2%
Educational Services	74	2.1%	956	2.6%	185	2.4%	4,609	4.8%	630	2.1%	33,144	6.2%
Finance & Insurance	188	5.2%	941	2.5%	506	6.5%	4,799	5.0%	2,358	7.7%	34,770	6.6%
Health Care & Social Assistance	658	18.2%	6,614	17.8%	1,451	18.6%	18,526	19.2%	5,028	16.5%	67,226	12.7%
Information	63	1.7%	897	2.4%	131	1.7%	2,146	2.2%	642	2.1%	19,821	3.7%
Management of Companies & Enterprises	4	0.1%	65	0.2%	12	0.2%	235	0.2%	42	0.1%	2,887	0.5%
Manufacturing	160	4.4%	2,911	7.8%	279	3.6%	5,714	5.9%	1,578	5.2%	58,765	11.1%
Mining	2	0.1%	16	0.0%	4	0.1%	49	0.1%	16	0.1%	280	0.1%
Professional, Scientific, & Technical Services	339	9.4%	1,876	5.1%	835	10.7%	6,138	6.4%	4,610	15.1%	55,561	10.5%
Real Estate, Rental, Leasing	167	4.6%	866	2.3%	409	5.3%	3,183	3.3%	1,410	4.6%	15,630	2.9%
Retail Trade	544	15.1%	6,664	18.0%	1,040	13.4%	13,863	14.4%	3,682	12.1%	67,627	12.7%
Transportation & Storage	36	1.0%	765	2.1%	57	0.7%	1,437	1.5%	291	1.0%	12,762	2.4%
Utilities	5	0.1%	439	1.2%	11	0.1%	840	0.9%	31	0.1%	2,496	0.5%
Wholesale Trade	82	2.3%	564	1.5%	137	1.8%	1,041	1.1%	723	2.4%	7,630	1.4%
Other Services	654	18.1%	3,527	9.5%	1,352	17.4%	9,055	9.4%	4,617	15.1%	38,760	7.3%

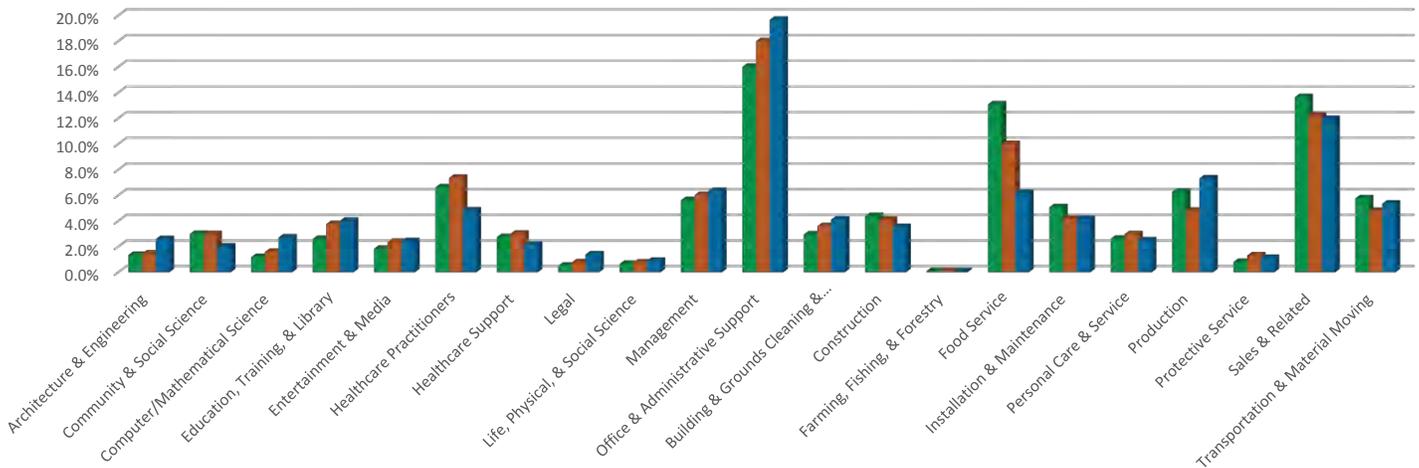


Employment Profile

For Market: Mariners Mile & The Balboa Peninsula
Market Definition: Newport Blvd & Pacific Coast Hwy - Newport Beach, CA
Date Report Created: March 2018

Occupations	5 Minutes		10 Minutes		20 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	16,578	44.7%	49,477	51.4%	282,357	53.2%
Architecture & Engineering	499	1.3%	1,401	1.5%	13,691	2.6%
Community & Social Science	1,108	3.0%	2,859	3.0%	10,623	2.0%
Computer/Mathematical Science	437	1.2%	1,523	1.6%	14,387	2.7%
Education, Training, & Library	962	2.6%	3,617	3.8%	21,295	4.0%
Entertainment & Media	679	1.8%	2,272	2.4%	12,815	2.4%
Healthcare Practitioners	2,455	6.6%	7,082	7.4%	25,573	4.8%
Healthcare Support	1,015	2.7%	2,889	3.0%	11,410	2.1%
Legal	186	0.5%	740	0.8%	7,355	1.4%
Life, Physical, & Social Science	240	0.6%	724	0.8%	4,685	0.9%
Management	2,086	5.6%	5,791	6.0%	33,638	6.3%
Office & Administrative Support	5,935	16.0%	17,327	18.0%	104,367	19.7%
Blue Collar	20,269	54.7%	46,202	48.0%	245,575	46.3%
Building & Grounds Cleaning & Maintenance	1,092	2.9%	3,463	3.6%	21,797	4.1%
Construction	1,624	4.4%	3,945	4.1%	18,702	3.5%
Farming, Fishing, & Forestry	32	0.1%	81	0.1%	428	0.1%
Food Service	4,850	13.1%	9,620	10.0%	32,842	6.2%
Installation & Maintenance	1,881	5.1%	4,019	4.2%	22,120	4.2%
Personal Care & Service	969	2.6%	2,847	3.0%	13,157	2.5%
Production	2,330	6.3%	4,610	4.8%	38,861	7.3%
Protective Service	297	0.8%	1,258	1.3%	5,918	1.1%
Sales & Related	5,059	13.6%	11,759	12.2%	63,391	11.9%
Transportation & Material Moving	2,136	5.8%	4,600	4.8%	28,359	5.3%
Military Services	239	0.6%	592	0.6%	2,897	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	37,086	96,271	530,828
2017 Q3	35,630	92,180	509,719
2017 Q2	36,003	93,616	521,953
2017 Q1	36,113	94,150	523,619
2016 Q4	36,587	95,957	532,146
2016 Q3	35,599	92,135	508,991
2016 Q2	35,540	93,651	524,172
2016 Q1	35,482	93,470	522,772
2015 Q4	36,120	94,051	525,879

Consumer Demand & Market Supply Assessment

For Market: Mariners Mile & The Balboa Peninsula
 Market Definition: Newport Blvd & Pacific Coast Hwy - Newport Beach, CA
 Date Report Created: March 2018

	5 Minutes			10 Minutes			20 Minutes					
Demographics												
Population	64,029			168,626			698,440					
5-Year Population estimate	64,573			168,653			706,849					
Population Households	62,790			165,431			687,598					
Group Quarters Population	1,240			3,195			10,841					
Households	25,730			69,049			241,608					
5-Year Households estimate	25,864			68,933			244,683					
WorkPlace Establishments	3,609			7,785			30,544					
Workplace Employees	37,086			96,271			530,828					
Median Household Income	\$83,191			\$85,080			\$82,254					
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)	\$7,342,729	\$1,736,074	-76% (\$5,606,655)	\$19,628,221	\$6,773,931	-65% (\$12,854,290)	\$82,603,389	\$50,667,044	-39% (\$31,936,345)			
Other General Merchandise Stores	\$117,044,349	\$43,204,972	-63% (\$73,839,377)	\$312,720,017	\$217,384,328	-30% (\$95,335,689)	\$1,295,982,755	\$2,282,410,209	76% \$986,427,454			
Department Stores	\$29,153,137	\$13,779,453	-53% (\$15,373,684)	\$77,900,726	\$47,043,620	-40% (\$30,857,107)	\$321,516,273	\$512,891,792	60% \$191,375,519			
Electronic Shopping/Mail Order Houses	\$153,642,728	\$111,983,420	-27% (\$41,659,308)	\$409,674,628	\$205,139,042	-50% (\$204,535,587)	\$1,758,165,040	\$1,910,929,324	9% \$152,764,284			
Lawn/Garden Equipment/Supplies Stores	\$6,668,442	\$5,715,187	-14% (\$953,254)	\$17,942,848	\$13,175,185	-27% (\$4,767,663)	\$73,793,828	\$58,642,485	-21% (\$15,151,343)			
Limited-Service Eating Places	\$66,086,612	\$59,738,032	-10% (\$6,348,580)	\$176,340,836	\$209,215,893	19% \$32,875,057	\$836,909,228	\$846,275,891	1% \$9,366,663			
Electronics/Appliance	\$22,608,714	\$20,740,105	-8% (\$1,868,610)	\$60,288,673	\$77,591,668	29% \$17,302,994	\$274,629,683	\$821,786,663	199% \$547,156,981			
Grocery Stores	\$114,267,579	\$105,840,749	-7% (\$8,426,830)	\$305,446,785	\$225,031,482	-26% (\$80,415,304)	\$1,263,781,056	\$961,831,885	-24% (\$301,949,172)			
Direct Selling Establishments	\$5,712,283	\$6,123,111	7% \$410,828	\$15,278,459	\$13,636,455	-11% (\$1,642,004)	\$63,204,662	\$50,797,660	-20% (\$12,407,002)			
Specialty Food Stores	\$6,321,833	\$7,154,707	13% \$832,874	\$16,902,342	\$19,927,602	18% \$3,025,259	\$69,981,694	\$100,862,729	44% \$30,881,035			
Other Misc. Store Retailers	\$16,648,987	\$19,277,373	16% \$2,628,386	\$44,621,074	\$47,943,537	7% \$3,322,462	\$183,396,804	\$269,778,097	47% \$86,381,293			
Building Material/Supplies Dealers	\$61,352,326	\$72,162,382	18% \$10,810,056	\$164,117,688	\$151,517,309	-8% (\$12,600,379)	\$677,828,642	\$1,124,218,178	66% \$446,389,536			
Gasoline Stations	\$80,996,560	\$95,800,309	18% \$14,803,748	\$216,875,768	\$244,387,983	13% \$27,512,216	\$899,161,438	\$894,910,534	0% (\$4,250,904)			
Furniture Stores	\$12,346,704	\$16,793,797	36% \$4,447,093	\$33,075,741	\$42,552,073	29% \$9,476,332	\$135,922,037	\$227,868,344	68% \$91,946,307			
Health/Personal Care Stores	\$62,247,580	\$85,049,697	37% \$22,802,116	\$165,853,385	\$195,849,955	18% \$29,996,570	\$684,149,739	\$1,000,884,935	46% \$316,735,196			
Office Supplies/Stationary/Gift	\$6,678,692	\$9,924,125	49% \$3,245,433	\$17,846,042	\$20,276,582	14% \$2,430,540	\$76,060,643	\$95,077,796	25% \$19,017,153			
Used Merchandise Stores	\$3,457,381	\$5,208,889	51% \$1,751,509	\$9,258,157	\$9,031,622	-2% (\$226,535)	\$38,130,982	\$39,598,190	4% \$1,467,208			
Full-Service Restaurants	\$72,392,415	\$113,486,989	57% \$41,094,574	\$192,519,137	\$255,816,972	33% \$63,297,835	\$947,215,607	\$1,068,922,013	13% \$121,706,406			
Florists/Misc. Store Retailers	\$1,605,712	\$2,594,851	62% \$989,139	\$4,320,492	\$6,547,045	52% \$2,226,554	\$17,770,053	\$21,610,630	22% \$3,840,577			
Jewelry/Luggage/Leather Goods	\$7,351,649	\$11,950,821	63% \$4,599,173	\$19,644,328	\$29,596,426	51% \$9,952,099	\$80,927,373	\$137,349,510	70% \$56,422,137			
Automotive Parts/Accessories/Tire	\$18,394,451	\$31,110,937	69% \$12,716,486	\$48,962,177	\$57,544,663	18% \$8,582,486	\$202,268,256	\$284,972,671	41% \$82,704,416			
Home Furnishing Stores	\$10,885,222	\$18,779,535	73% \$7,894,313	\$29,069,526	\$39,629,408	36% \$10,559,882	\$119,735,276	\$190,127,011	59% \$70,391,736			
Sporting Goods/Hobby/Musical Instrument	\$13,315,213	\$23,815,971	79% \$10,500,757	\$35,602,728	\$48,223,756	35% \$12,621,028	\$146,475,782	\$246,351,641	68% \$99,875,859			
Book/Periodical/Music Stores	\$4,385,243	\$8,561,894	95% \$4,176,651	\$11,716,510	\$22,637,672	93% \$10,921,162	\$49,117,347	\$110,339,340	125% \$61,221,993			
Clothing Stores	\$51,911,290	\$103,685,136	100% \$51,773,845	\$138,953,099	\$288,575,374	108% \$149,622,275	\$571,548,296	\$1,008,581,973	76% \$437,033,677			
Beer/Wine/Liquor Stores	\$9,513,706	\$21,408,883	125% \$11,895,177	\$25,454,449	\$46,851,146	84% \$21,396,696	\$105,198,095	\$110,422,124	5% \$5,224,029			
Bar/Drinking Places (Alcoholic Beverages)	\$4,142,482	\$13,923,342	236% \$9,780,861	\$10,967,142	\$18,456,215	68% \$7,489,073	\$56,474,966	\$36,116,085	-36% (\$20,358,881)			
Shoe Stores	\$7,416,944	\$31,754,899	328% \$24,337,956	\$19,900,139	\$46,137,067	132% \$26,236,928	\$81,634,481	\$95,077,101	16% \$13,442,620			
Automotive Dealers	\$206,276,715	\$979,380,264	375% \$773,103,549	\$553,912,866	\$1,574,525,993	184% \$1,020,613,126	\$2,288,169,904	\$3,169,317,418	39% \$881,147,514			
Special Food Services	\$14,418,109	\$74,256,134	415% \$59,838,025	\$38,473,155	\$99,591,813	159% \$61,118,657	\$182,583,730	\$222,695,468	22% \$40,111,738			
Other Motor Vehicle Dealers	\$11,251,159	\$100,788,063	796% \$89,536,904	\$30,233,200	\$121,524,109	302% \$91,290,910	\$124,539,600	\$265,231,267	113% \$140,691,667			
Consumer Demand/Market Supply Index	\$1,205,836,944	\$2,215,730,100	54	\$3,223,500,340	\$4,402,135,926	73	\$13,708,876,659	\$18,216,546,011	75			



Consumer Demand & Market Supply Assessment

For Market:

Mariners Mile & The Balboa Peninsula

Market Definition:

Newport Blvd & Pacific Coast Hwy - Newport Beach, CA

Date Report Created:

March 2018

By Major Product Lines	5 Minutes			10 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	\$9,861,398	\$6,180,343	-37% (\$3,681,055)	\$26,630,785	\$16,184,901	-39% (\$10,445,884)	\$108,829,494	\$105,788,760	-3% (\$3,040,734)
Computer Hardware/Software/Supplies	\$34,477,052	\$24,504,258	-29% (\$9,972,795)	\$90,999,727	\$57,945,699	-36% (\$33,054,028)	\$477,989,716	\$559,760,676	17% \$81,770,960
Groceries/Other Food Items (Off Premises)	\$175,012,624	\$126,833,134	-28% (\$48,179,489)	\$467,947,314	\$336,695,895	-28% (\$131,251,419)	\$1,928,887,087	\$2,107,594,950	9% \$178,707,863
Paper/Related Products	\$4,865,420	\$3,787,191	-22% (\$1,078,228)	\$12,946,763	\$12,263,931	-5% (\$682,832)	\$53,189,982	\$101,031,271	90% \$47,841,289
Soaps/Detergents/Household Cleaners	\$5,502,458	\$4,760,413	-13% (\$742,045)	\$14,701,114	\$13,747,011	-6% (\$954,103)	\$60,414,999	\$107,585,283	78% \$47,170,284
Drugs/Health Aids/Beauty Aids/Cosmetics	\$136,725,638	\$122,465,048	-10% (\$14,260,590)	\$363,999,129	\$284,966,702	-22% (\$79,032,426)	\$1,501,940,551	\$1,858,229,034	24% \$356,288,483
Furniture/Sleep/Outdoor/Patio Furniture	\$31,517,387	\$29,465,948	-7% (\$2,051,439)	\$84,427,153	\$71,454,229	-15% (\$12,972,924)	\$346,878,332	\$449,107,289	29% \$102,228,957
Small Electric Appliances	\$2,440,375	\$2,302,344	-6% (\$138,032)	\$6,547,897	\$5,716,344	-13% (\$831,553)	\$26,850,685	\$48,342,978	80% \$21,492,293
Cigars/Cigarettes/Tobacco/Accessories	\$13,041,226	\$13,271,539	2% \$230,313	\$34,457,429	\$35,735,456	4% \$1,278,026	\$142,924,047	\$201,496,104	41% \$58,572,057
Lawn/Garden/Farm Equipment/Supplies	\$17,778,994	\$18,451,226	4% \$672,232	\$47,844,300	\$41,556,067	-13% (\$6,288,233)	\$196,871,553	\$253,440,829	29% \$56,569,276
Televisions/VCR/Video Cameras/DVD etc	\$7,318,807	\$8,176,997	12% \$858,190	\$19,482,503	\$26,885,809	38% \$7,403,306	\$80,784,462	\$273,549,234	239% \$192,764,772
Audio Equipment/Musical Instruments	\$6,557,672	\$7,598,229	16% \$1,040,557	\$17,508,793	\$18,689,294	7% \$1,180,501	\$72,053,768	\$162,198,907	125% \$90,145,139
Hardware/Tools/Plumbing/Electrical Supplies	\$17,275,154	\$20,198,193	17% \$2,923,039	\$46,027,984	\$43,303,080	-6% (\$2,724,904)	\$190,426,710	\$328,679,791	73% \$138,253,081
Automotive Fuels	\$74,047,079	\$88,033,681	19% \$13,986,601	\$198,474,102	\$231,535,362	17% \$33,061,260	\$821,371,794	\$967,008,915	18% \$145,637,121
Kitchenware/Home Furnishings	\$13,558,192	\$16,212,967	20% \$2,654,776	\$36,162,225	\$38,015,923	5% \$1,853,698	\$149,415,501	\$235,758,673	58% \$86,343,172
Photographic Equipment/Supplies	\$1,239,055	\$1,502,183	21% \$263,128	\$3,318,254	\$4,936,472	49% \$1,618,218	\$13,706,838	\$50,164,080	266% \$36,457,242
Dimensional Lumber/Other Building Materials	\$25,006,407	\$30,481,051	22% \$5,474,644	\$66,956,975	\$64,071,214	-4% (\$2,885,761)	\$277,152,845	\$473,261,404	71% \$196,108,559
Paints/Sundries/Wallpaper/Wall Coverings	\$4,513,064	\$5,502,965	22% \$989,901	\$12,000,737	\$11,675,286	-3% (\$325,451)	\$49,650,994	\$86,927,331	75% \$37,276,337
Curtains/Draperies/Slipcovers/Bed/Coverings	\$5,143,422	\$6,302,602	23% \$1,159,181	\$13,875,173	\$15,432,265	11% \$1,557,091	\$56,685,792	\$110,497,359	95% \$53,811,567
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,568,945	\$3,295,592	28% \$726,646	\$6,960,221	\$8,306,357	19% \$1,346,135	\$28,486,626	\$49,698,110	74% \$21,211,484
Major Household Appliances	\$3,977,477	\$5,227,902	31% \$1,250,425	\$10,874,092	\$14,925,708	37% \$4,051,616	\$44,100,814	\$139,361,130	216% \$95,260,316
Automotive Lubricants (incl Oil, Greases)	\$3,977,477	\$5,227,902	31% \$1,250,425	\$10,874,092	\$14,925,708	37% \$4,051,616	\$44,100,814	\$139,361,130	216% \$95,260,316
All Other Merchandise	\$44,771,016	\$60,225,486	35% \$15,454,470	\$119,904,824	\$123,219,229	3% \$3,314,405	\$493,293,059	\$763,593,007	55% \$270,299,947
Floor/Floor Coverings	\$8,804,652	\$11,871,359	35% \$3,066,707	\$23,390,753	\$25,248,503	8% \$1,857,749	\$96,573,450	\$150,601,221	56% \$54,027,772
Jewelry (including Watches)	\$10,913,648	\$14,865,155	36% \$3,951,507	\$29,138,969	\$36,945,953	27% \$7,806,984	\$120,107,081	\$184,177,411	53% \$64,070,330
Toys/Hobby Goods/Games	\$5,816,038	\$8,122,704	40% \$2,306,665	\$15,432,212	\$19,080,908	24% \$3,648,697	\$63,775,258	\$131,335,048	106% \$67,559,791
Packaged Liquor/Wine/Beer	\$20,813,442	\$29,685,781	43% \$8,872,338	\$55,749,552	\$68,408,948	23% \$12,659,397	\$228,833,019	\$267,947,516	17% \$39,114,497
Womens/Juniors/Misses Wear	\$43,488,379	\$63,656,318	46% \$20,167,940	\$116,712,539	\$170,575,698	46% \$53,863,158	\$480,296,101	\$732,890,315	53% \$252,594,213
Alcoholic Drinks Served at the Establishment	\$35,556,006	\$52,665,421	48% \$17,109,415	\$94,065,251	\$106,207,117	13% \$12,141,867	\$488,182,857	\$400,037,313	-18% (\$88,145,544)
Meats/Nonalcoholic Beverages	\$129,201,476	\$209,687,067	62% \$80,485,591	\$344,801,055	\$483,068,916	40% \$138,267,861	\$1,635,013,034	\$1,833,971,947	12% \$198,958,913
Books/Periodicals	\$5,098,921	\$8,293,273	63% \$3,194,353	\$13,624,875	\$20,565,349	51% \$6,940,474	\$56,842,617	\$117,696,824	107% \$60,854,206
Mens Wear	\$17,142,176	\$28,291,244	65% \$11,149,068	\$45,964,834	\$71,488,589	56% \$25,523,754	\$188,721,335	\$321,209,186	70% \$132,487,850
Sporting Goods (incl Bicycles/Sports Vehicles)	\$10,450,156	\$17,557,611	68% \$7,107,455	\$27,881,160	\$34,600,902	24% \$6,719,741	\$114,715,824	\$208,414,499	82% \$93,698,675
Childrens Wear/Infants/Toddlers Clothing	\$7,316,939	\$12,446,823	70% \$5,129,885	\$19,194,066	\$34,502,620	80% \$15,308,554	\$79,001,762	\$161,694,697	105% \$82,692,936
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,983,480	\$3,422,624	73% \$1,439,144	\$5,312,929	\$7,574,506	43% \$2,261,577	\$21,821,579	\$29,446,276	35% \$7,624,697
Sewing/Knitting Materials/Supplies	\$508,264	\$900,836	77% \$392,571	\$1,411,196	\$1,984,682	41% \$573,486	\$5,736,353	\$12,182,283	112% \$6,445,929
Footwear, including Accessories	\$17,955,989	\$40,794,980	127% \$22,838,991	\$48,184,014	\$72,847,501	51% \$24,663,487	\$197,623,112	\$242,425,459	23% \$44,802,347
Automotive Tires/Tubes/Batteries/Parts	\$35,516,865	\$87,352,250	146% \$51,835,385	\$94,435,303	\$148,620,719	57% \$54,185,416	\$390,439,138	\$512,403,774	31% \$121,964,636
Retailer Services	\$35,497,664	\$135,421,679	281% \$99,924,015	\$95,951,629	\$219,350,472	129% \$123,398,843	\$391,858,699	\$622,720,225	59% \$230,861,526
Autos/Cars/Vans/Trucks/Motorcycles	\$180,593,426	\$880,498,568	388% \$699,905,142	\$484,950,103	\$1,394,213,352	187% \$909,263,249	\$2,005,680,567	\$2,820,572,172	41% \$814,891,605



Consumer Demand & Market Supply Assessment

For Market: Mariners Mile & The Balboa Peninsula
Market Definition: Newport Blvd & Pacific Coast Hwy - Newport Beach, CA
Date Report Created: March 2018

5 Minutes

10 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