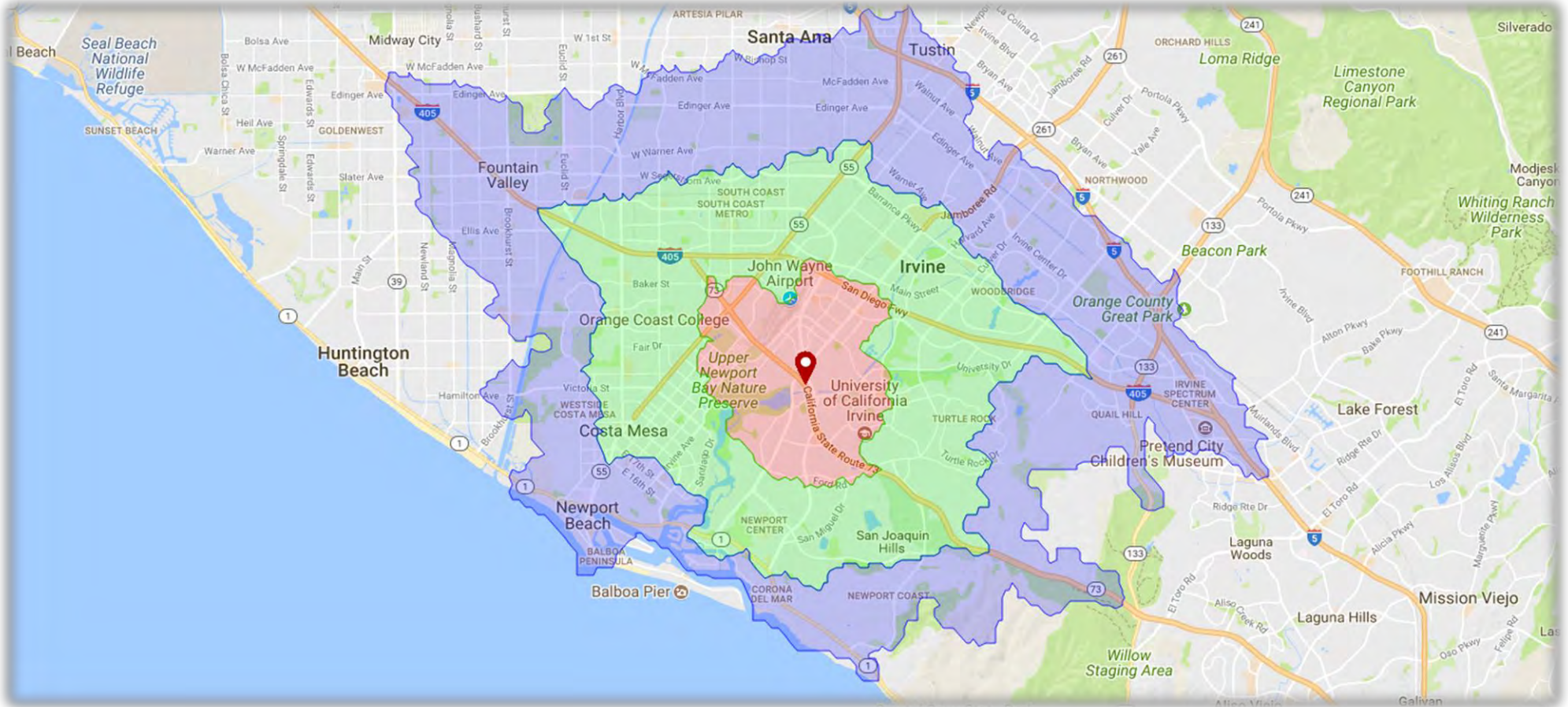


# JAMBOREE AT THE 73

Jamboree Rd & MacArthur Blvd - Newport Beach, CA

March 2018



	5 Minutes	10 Minutes	15 Minutes
<b>Population</b>	34,514	259,802	635,424
<b>Daytime Population</b>	151,554	568,325	1,048,701
<b>Households</b>	15,082	98,458	215,452
<b>Average Age</b>	37.5	37.9	37.9
<b>Average HH Income</b>	\$129,218	\$119,015	\$116,857
<b>White Collar (Residents)</b>	85%	75%	68%
<b>Some College or Degree</b>	78%	70%	62%

Traffic Counts	
MacArthur Blvd & Jamboree Rd	> 34,000
73 at Jamboree Rd	> 46,000
Bristol St & Dove St	> 16,000



### Consumer Demographic Profile

**For Market:**

Jamboree at the 73

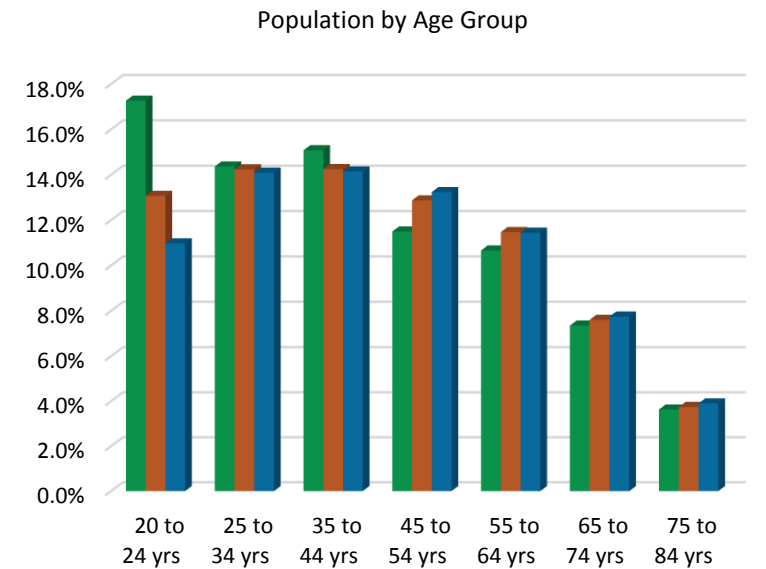
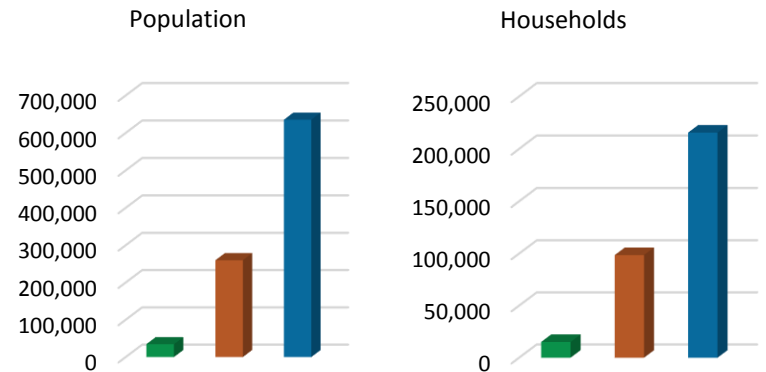
**Market Definition:**

Jamboree Rd & MacArthur Blvd - Newport Beach, CA

**Date Report Created:**

March 2018

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	34,514	---	259,802	---	635,424	---
5 Year Projected Pop	35,084	---	266,388	---	651,397	---
Pop Growth (%)	1.7%	---	2.5%	---	2.5%	---
Households	15,082	---	98,458	---	215,452	---
5 Year Projected HHs	15,385	---	100,994	---	222,334	---
HH Growth (%)	2.0%	---	2.6%	---	3.2%	---
<b>Census Stats</b>						
2000 Population	24,876	---	216,780	---	567,672	---
2010 Population	32,542	---	244,739	---	604,666	---
Pop Growth (%)	30.8%	---	12.9%	---	6.5%	---
2000 Households	10,245	---	81,105	---	184,542	---
2010 Households	14,131	---	92,589	---	202,572	---
HH Growth (%)	37.9%	---	14.2%	---	9.8%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	37.5		37.9		37.9	
19 yrs & under	6,451	18.7%	55,423	21.3%	146,717	23.1%
20 to 24 yrs	5,958	17.3%	33,946	13.1%	69,726	11.0%
25 to 34 yrs	4,956	14.4%	36,982	14.2%	89,527	14.1%
35 to 44 yrs	5,203	15.1%	37,018	14.2%	89,844	14.1%
45 to 54 yrs	3,967	11.5%	33,425	12.9%	84,082	13.2%
55 to 64 yrs	3,679	10.7%	29,794	11.5%	72,717	11.4%
65 to 74 yrs	2,536	7.3%	19,749	7.6%	49,205	7.7%
75 to 84 yrs	1,253	3.6%	9,722	3.7%	24,771	3.9%
85 + yrs	510	1.5%	3,743	1.4%	8,836	1.4%
<b>Population Bases</b>						
20-34 yrs	10,914	31.6%	70,928	27.3%	159,252	25.1%
45-64 yrs	7,646	22.2%	63,219	24.3%	156,799	24.7%
16 yrs +	28,541	82.7%	209,470	80.6%	503,472	79.2%
25 yrs +	22,104	64.0%	170,433	65.6%	418,982	65.9%
65 yrs +	4,299	12.5%	33,214	12.8%	82,812	13.0%
75 yrs +	1,763	5.1%	13,465	5.2%	33,607	5.3%
85 yrs +	510	1.5%	3,743	1.4%	8,836	1.4%



### Consumer Demographic Profile

**For Market:**

Jamboree at the 73

**Market Definition:**

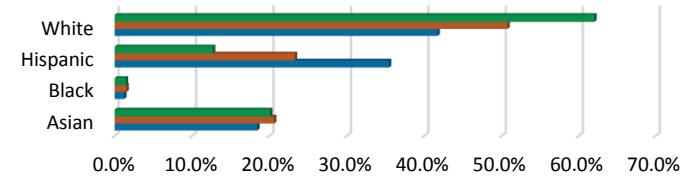
Jamboree Rd & MacArthur Blvd - Newport Beach, CA

**Date Report Created:**

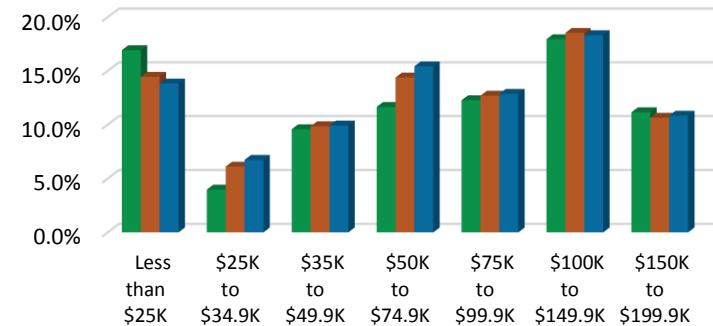
March 2018

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	21,411	62.0%	131,865	50.8%	265,036	41.7%
Hispanic	4,385	12.7%	60,506	23.3%	225,275	35.5%
Black	497	1.4%	4,006	1.5%	7,894	1.2%
Asian	6,937	20.1%	53,510	20.6%	117,075	18.4%
<b>Ancestry</b>						
American Indian (ancestry)	59	0.2%	423	0.2%	1,010	0.2%
Hawaiian (ancestry)	49	0.1%	734	0.3%	1,630	0.3%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$56,468	---	\$45,104	---	\$39,622	---
<b>Average HH Income</b>	\$129,218	---	\$119,015	---	\$116,857	---
<b>Median HH Income</b>	\$90,000	---	\$84,555	---	\$82,255	---
Less than \$25K	2,554	16.9%	14,224	14.4%	29,789	13.8%
\$25K to \$34.9K	599	4.0%	6,009	6.1%	14,494	6.7%
\$35K to \$49.9K	1,444	9.6%	9,695	9.8%	21,362	9.9%
\$50K to \$74.9K	1,757	11.6%	14,167	14.4%	33,227	15.4%
\$75K to \$99.9K	1,851	12.3%	12,501	12.7%	27,713	12.9%
\$100K to \$149.9K	2,707	18.0%	18,256	18.5%	39,479	18.3%
\$150K to \$199.9K	1,682	11.2%	10,481	10.6%	23,348	10.8%
\$200K +	2,488	16.5%	13,126	13.3%	26,041	12.1%
<b>Education</b>						
	22,104		170,433		418,982	
Less than 9th Grade	309	1.4%	8,917	5.2%	43,458	10.4%
Some HS, No Diploma	638	2.9%	6,959	4.1%	28,442	6.8%
HS Grad (or Equivalent)	2,210	10.0%	22,483	13.2%	63,652	15.2%
Some College, No Degree	3,639	16.5%	30,823	18.1%	74,180	17.7%
Associate Degree	1,279	5.8%	11,867	7.0%	28,793	6.9%
Bachelor Degree	8,528	38.6%	53,816	31.6%	112,364	26.8%
Graduates Degree	3,673	16.6%	22,979	13.5%	44,616	10.6%

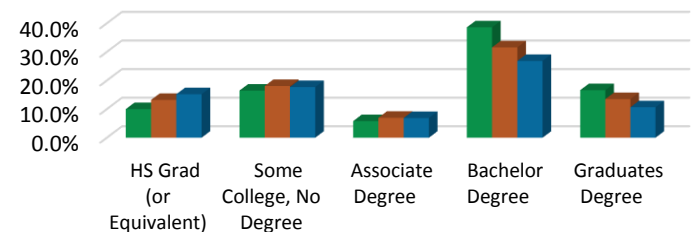
**Ethnic Breakdown**



**Household Income Levels - %**



**Education**



### Consumer Demographic Profile

**For Market:**

Jamboree at the 73

**Market Definition:**

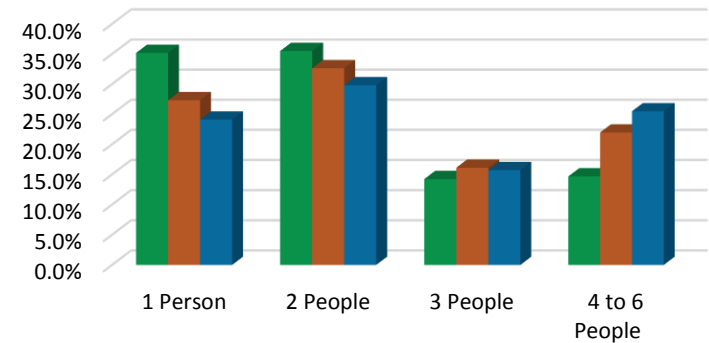
Jamboree Rd & MacArthur Blvd - Newport Beach, CA

**Date Report Created:**

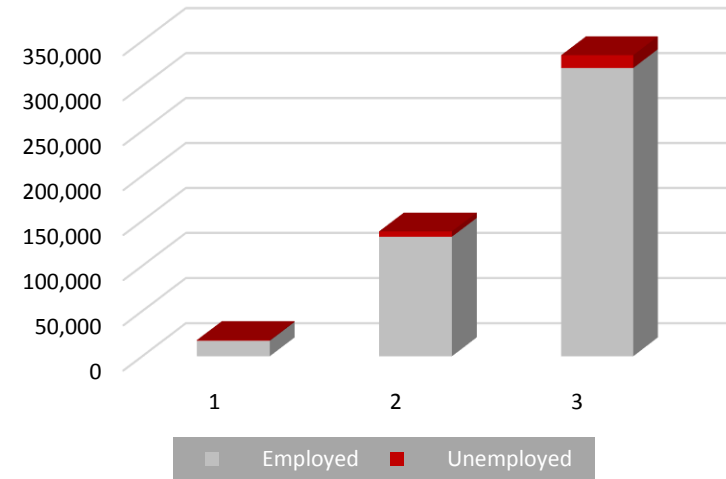
March 2018

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
<b>Family Structure</b>	6,960		58,673		142,465	
Single - Male	426	6.1%	2,686	4.6%	6,932	4.9%
Single - Female	473	6.8%	5,060	8.6%	12,971	9.1%
Single Parent - Male	224	3.2%	1,625	2.8%	4,698	3.3%
Single Parent - Female	496	7.1%	4,767	8.1%	11,276	7.9%
Married w/ Children	1,940	27.9%	20,267	34.5%	48,767	34.2%
Married w/out Children	3,400	48.9%	24,268	41.4%	57,819	40.6%
<b>Household Size</b>						
1 Person	5,307	35.2%	26,900	27.3%	51,934	24.1%
2 People	5,354	35.5%	32,143	32.6%	64,255	29.8%
3 People	2,148	14.2%	15,873	16.1%	33,871	15.7%
4 to 6 People	2,214	14.7%	21,624	22.0%	54,904	25.5%
7+ People	58	0.4%	1,917	1.9%	10,488	4.9%
<b>Home Ownership</b>	15,082		98,458		215,452	
Owners	5,995	39.7%	43,943	44.6%	109,276	50.7%
Renters	9,088	60.3%	54,515	55.4%	106,176	49.3%
<b>Components of Change</b>						
Births	472	1.4%	3,350	1.3%	7,993	1.3%
Deaths	216	0.6%	1,662	0.6%	4,124	0.6%
Migration	-349	-1.0%	220	0.1%	-1,131	-0.2%
<b>Employment (Pop 16+)</b>	28,541		209,470		503,472	
Armed Services	0	0.0%	71	0.0%	162	0.0%
Civilian	17,897	62.7%	138,222	66.0%	334,239	66.4%
Employed	17,130	60.0%	132,285	63.2%	319,925	63.5%
Unemployed	767	2.7%	5,937	2.8%	14,314	2.8%
Not in Labor Force	10,643	37.3%	71,177	34.0%	169,071	33.6%
<b>Employed Population</b>	17,130		132,285		319,925	
White Collar	14,520	84.8%	99,749	75.4%	217,187	67.9%
Blue Collar	2,610	15.2%	32,536	24.6%	102,739	32.1%

Household Size



Civilian Employment



### Consumer Demographic Profile

**For Market:**

Jamboree at the 73

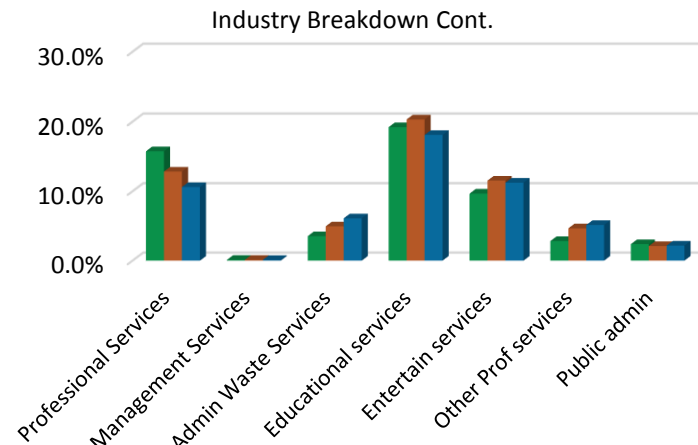
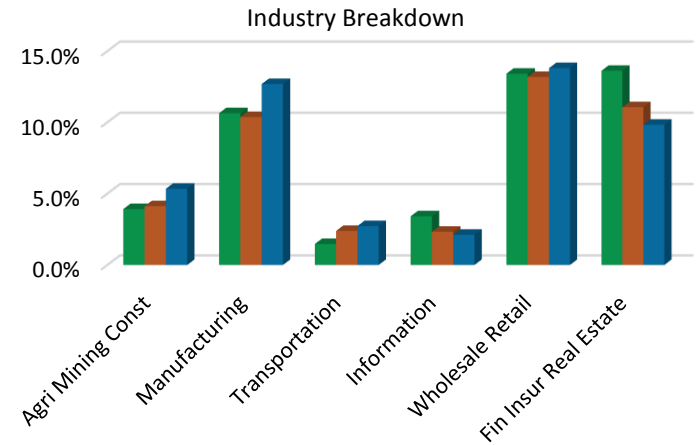
**Market Definition:**

Jamboree Rd & MacArthur Blvd - Newport Beach, CA

**Date Report Created:**

March 2018

	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	17,130		132,285		319,925	
White Collar	14,520	84.8%	99,749	75.4%	217,187	67.9%
Managerial executive	5,063	29.6%	30,401	23.0%	61,834	19.3%
Prof specialty	4,916	28.7%	36,262	27.4%	74,085	23.2%
Healthcare support	115	0.7%	1,824	1.4%	4,824	1.5%
Sales	2,622	15.3%	16,717	12.6%	39,368	12.3%
Office Admin	1,805	10.5%	14,545	11.0%	37,076	11.6%
Blue Collar	2,610	15.2%	32,536	24.6%	102,739	32.1%
Protective	235	1.4%	1,409	1.1%	3,660	1.1%
Food Prep Serving	670	3.9%	7,518	5.7%	19,857	6.2%
Bldg Maint/Cleaning	182	1.1%	4,530	3.4%	16,900	5.3%
Personal Care	497	2.9%	5,657	4.3%	12,382	3.9%
Farming/Fishing/Forestry	49	0.3%	276	0.2%	1,406	0.4%
Construction	402	2.3%	4,636	3.5%	17,137	5.4%
Production Transp	576	3.4%	8,510	6.4%	31,396	9.8%
<b>Employment By Industry</b>	17,130		132,285		319,925	
Agri Mining Const	671	3.9%	5,450	4.1%	17,086	5.3%
Manufacturing	1,824	10.6%	13,722	10.4%	40,598	12.7%
Transportation	252	1.5%	3,155	2.4%	8,727	2.7%
Information	584	3.4%	3,085	2.3%	6,773	2.1%
Wholesale Retail	2,298	13.4%	17,444	13.2%	44,181	13.8%
Fin Insur Real Estate	2,334	13.6%	14,635	11.1%	31,466	9.8%
Professional Services	2,701	15.8%	16,993	12.8%	33,961	10.6%
Management Services	19	0.1%	155	0.1%	325	0.1%
Admin Waste Services	605	3.5%	6,546	4.9%	19,502	6.1%
Educational services	3,293	19.2%	26,875	20.3%	57,936	18.1%
Entertain services	1,656	9.7%	15,272	11.5%	35,969	11.2%
Other Prof services	485	2.8%	6,165	4.7%	16,455	5.1%
Public admin	409	2.4%	2,787	2.1%	6,945	2.2%



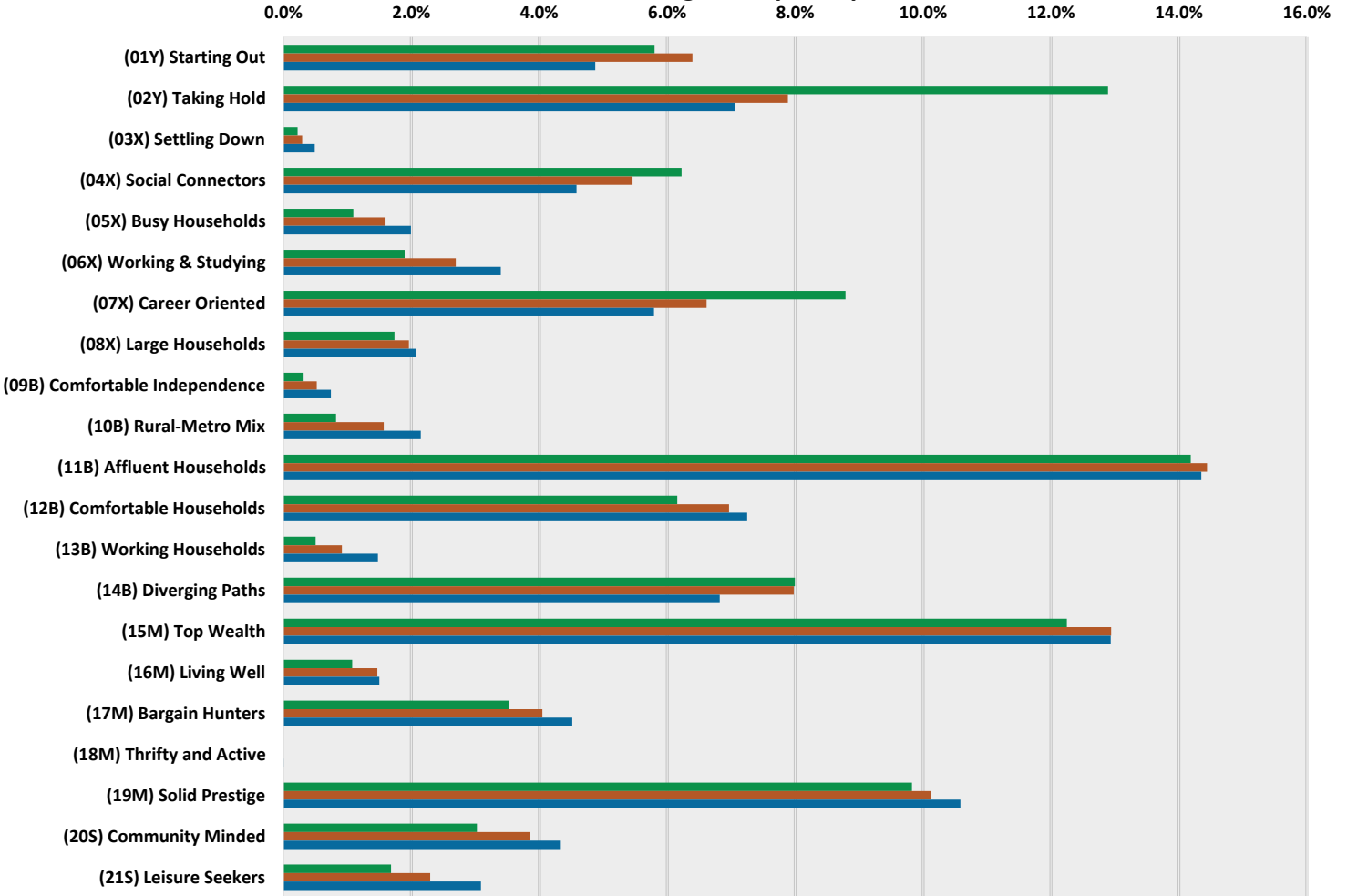
# Household Segmentation Profile

**For Market:** Jamboree at the 73 - Newport Beach, CA  
**Date:** March 2018



<b>Trade Area 1:</b> 5 Minute Drive Time Jamboree & MacArthur	<b>Trade Area 2:</b> 10 Minute Drive Time Jamboree & MacArthur	<b>Trade Area 3:</b> 15 Minute Drive Time Jamboree & MacArthur
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## Household Lifestage Group Comparison



<b>Trade Area 1:</b> 5 Minute Drive Time Jamboree & MacArthur	<b>Trade Area 2:</b> 10 Minute Drive Time Jamboree & MacArthur	<b>Trade Area 3:</b> 15 Minute Drive Time Jamboree & MacArthur
---	--	--

**Total Households**      15,362      100%      95,021      100%      209,889      100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	24- Career Building	(02Y) Taking Hold	1,849	12.0%	6,613	7.0%	12,761	6.1%
2	02- Established Elite	(15M) Top Wealth	1,210	7.9%	7,239	7.6%	15,566	7.4%
3	33- Urban Diversity	(14B) Diverging Paths	1,136	7.4%	6,825	7.2%	12,266	5.8%
4	01- Summit Estates	(11B) Affluent Households	968	6.3%	6,061	6.4%	12,697	6.0%
5	03- Corporate Connected	(15M) Top Wealth	671	4.4%	5,058	5.3%	11,579	5.5%
6	04- Top Professionals	(11B) Affluent Households	667	4.3%	5,286	5.6%	12,675	6.0%
7	59- Mobile Mixers	(04X) Social Connectors	649	4.2%	3,077	3.2%	5,444	2.6%
8	13- Work & Play	(12B) Comfortable Households	630	4.1%	3,921	4.1%	8,153	3.9%
9	05- Active & Involved	(19M) Solid Prestige	575	3.7%	2,976	3.1%	6,458	3.1%
10	06- Casual Comfort	(07X) Career Oriented	563	3.7%	2,187	2.3%	4,645	2.2%

\* 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: Jamboree at the 73 - Newport Beach, CA

Date: March 2018



TOTAL HOUSEHOLDS		15,362	100%	95,021	100%	209,889	100%
Lifestage Group	Cluster Name	5 Minute Drive Time Jamboree & MacArthur		10 Minute Drive Time Jamboree & MacArthur		15 Minute Drive Time Jamboree & MacArthur	
<b>(01Y) Starting Out</b>		<b>891</b>	<b>5.8%</b>	<b>6,075</b>	<b>6.4%</b>	<b>10,232</b>	<b>4.9%</b>
	<a href="#">39- Setting Goals</a>	37	0.2%	410	0.4%	1,138	0.5%
	<a href="#">45- Offices &amp; Entertainment</a>	232	1.5%	1,539	1.6%	2,396	1.1%
	<a href="#">57- Collegiate Crowd</a>	543	3.5%	2,840	3.0%	4,371	2.1%
	<a href="#">58- Outdoor Fervor</a>	1	0.0%	1	0.0%	4	0.0%
	<a href="#">67- First Steps</a>	78	0.5%	1,285	1.4%	2,324	1.1%
<b>(02Y) Taking Hold</b>		<b>1,980</b>	<b>12.9%</b>	<b>7,494</b>	<b>7.9%</b>	<b>14,819</b>	<b>7.1%</b>
	<a href="#">18- Climbing the Ladder</a>	21	0.1%	172	0.2%	416	0.2%
	<a href="#">21- Children First</a>	99	0.6%	576	0.6%	1,213	0.6%
	<a href="#">24- Career Building</a>	1,849	12.0%	6,613	7.0%	12,761	6.1%
	<a href="#">30- Out &amp; About</a>	12	0.1%	133	0.1%	430	0.2%
<b>(03X) Settling Down</b>		<b>34</b>	<b>0.2%</b>	<b>277</b>	<b>0.3%</b>	<b>1,028</b>	<b>0.5%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">41- Rural Adventure</a>	16	0.1%	45	0.0%	73	0.0%
	<a href="#">46- Rural &amp; Active</a>	18	0.1%	232	0.2%	955	0.5%
<b>(04X) Social Connectors</b>		<b>956</b>	<b>6.2%</b>	<b>5,186</b>	<b>5.5%</b>	<b>9,616</b>	<b>4.6%</b>
	<a href="#">42- Creative Variety</a>	35	0.2%	486	0.5%	1,327	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	272	1.8%	1,623	1.7%	2,844	1.4%
	<a href="#">59- Mobile Mixers</a>	649	4.2%	3,077	3.2%	5,444	2.6%
<b>(05X) Busy Households</b>		<b>168</b>	<b>1.1%</b>	<b>1,503</b>	<b>1.6%</b>	<b>4,180</b>	<b>2.0%</b>
	<a href="#">37- Firm Foundations</a>	30	0.2%	401	0.4%	1,235	0.6%
	<a href="#">62- Movies &amp; Sports</a>	138	0.9%	1,102	1.2%	2,945	1.4%
<b>(06X) Working &amp; Studying</b>		<b>291</b>	<b>1.9%</b>	<b>2,561</b>	<b>2.7%</b>	<b>7,132</b>	<b>3.4%</b>
	<a href="#">61- City Life</a>	241	1.6%	1,663	1.7%	4,787	2.3%
	<a href="#">69- Productive Havens</a>	11	0.1%	232	0.2%	608	0.3%
	<a href="#">70- Favorably Frugal</a>	38	0.2%	666	0.7%	1,737	0.8%
<b>(07X) Career Oriented</b>		<b>1,350</b>	<b>8.8%</b>	<b>6,286</b>	<b>6.6%</b>	<b>12,161</b>	<b>5.8%</b>
	<a href="#">06- Casual Comfort</a>	563	3.7%	2,187	2.3%	4,645	2.2%
	<a href="#">10- Careers &amp; Travel</a>	205	1.3%	755	0.8%	1,416	0.7%
	<a href="#">20- Carving Out Time</a>	25	0.2%	187	0.2%	482	0.2%
	<a href="#">26- Getting Established</a>	556	3.6%	3,157	3.3%	5,618	2.7%
<b>(08X) Large Households</b>		<b>266</b>	<b>1.7%</b>	<b>1,863</b>	<b>2.0%</b>	<b>4,336</b>	<b>2.1%</b>
	<a href="#">11- Schools &amp; Shopping</a>	125	0.8%	684	0.7%	1,496	0.7%
	<a href="#">12- On the Go</a>	78	0.5%	492	0.5%	1,046	0.5%
	<a href="#">19- Country Comfort</a>	0	0.0%	0	0.0%	2	0.0%
	<a href="#">27- Tenured Proprietors</a>	64	0.4%	686	0.7%	1,792	0.9%
<b>(09B) Comfortable Independence</b>		<b>48</b>	<b>0.3%</b>	<b>493</b>	<b>0.5%</b>	<b>1,558</b>	<b>0.7%</b>
	<a href="#">29- City Mixers</a>	5	0.0%	19	0.0%	346	0.2%
	<a href="#">35- Working &amp; Active</a>	20	0.1%	226	0.2%	543	0.3%
	<a href="#">56- Metro Active</a>	24	0.2%	249	0.3%	669	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>126</b>	<b>0.8%</b>	<b>1,490</b>	<b>1.6%</b>	<b>4,507</b>	<b>2.1%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	2	0.0%	2	0.0%
	<a href="#">53- Metro Strivers</a>	126	0.8%	1,486	1.6%	4,501	2.1%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	2	0.0%	4	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: Jamboree at the 73 - Newport Beach, CA

Date: March 2018



TOTAL HOUSEHOLDS		15,362	100%	95,021	100%	209,889	100%
Lifestage Group	Cluster Name	5 Minute Drive Time Jamboree & MacArthur		10 Minute Drive Time Jamboree & MacArthur		15 Minute Drive Time Jamboree & MacArthur	
<b>(11B) Affluent Households</b>		<b>2,179</b>	<b>14.2%</b>	<b>13,721</b>	<b>14.4%</b>	<b>30,121</b>	<b>14.4%</b>
	<a href="#">01- Summit Estates</a>	968	6.3%	6,061	6.4%	12,697	6.0%
	<a href="#">04- Top Professionals</a>	667	4.3%	5,286	5.6%	12,675	6.0%
	<a href="#">07- Active Lifestyles</a>	544	3.5%	2,374	2.5%	4,749	2.3%
<b>(12B) Comfortable Households</b>		<b>946</b>	<b>6.2%</b>	<b>6,619</b>	<b>7.0%</b>	<b>15,217</b>	<b>7.3%</b>
	<a href="#">13- Work &amp; Play</a>	630	4.1%	3,921	4.1%	8,153	3.9%
	<a href="#">17- Firmly Established</a>	316	2.1%	2,698	2.8%	7,064	3.4%
<b>(13B) Working Households</b>		<b>77</b>	<b>0.5%</b>	<b>868</b>	<b>0.9%</b>	<b>3,101</b>	<b>1.5%</b>
	<a href="#">38- Occupational Mix</a>	77	0.5%	868	0.9%	3,101	1.5%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	0	0.0%
<b>(14B) Diverging Paths</b>		<b>1,228</b>	<b>8.0%</b>	<b>7,581</b>	<b>8.0%</b>	<b>14,318</b>	<b>6.8%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	1	0.0%	2	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	12	0.1%	133	0.1%	435	0.2%
	<a href="#">31- Mid-Americana</a>	20	0.1%	245	0.3%	704	0.3%
	<a href="#">32- Metro Mix</a>	60	0.4%	377	0.4%	912	0.4%
	<a href="#">33- Urban Diversity</a>	1,136	7.4%	6,825	7.2%	12,266	5.8%
<b>(15M) Top Wealth</b>		<b>1,882</b>	<b>12.2%</b>	<b>12,297</b>	<b>12.9%</b>	<b>27,146</b>	<b>12.9%</b>
	<a href="#">02- Established Elite</a>	1,210	7.9%	7,239	7.6%	15,566	7.4%
	<a href="#">03- Corporate Connected</a>	671	4.4%	5,058	5.3%	11,579	5.5%
<b>(16M) Living Well</b>		<b>165</b>	<b>1.1%</b>	<b>1,395</b>	<b>1.5%</b>	<b>3,148</b>	<b>1.5%</b>
	<a href="#">14- Career Centered</a>	145	0.9%	1,198	1.3%	2,521	1.2%
	<a href="#">15- Country Ways</a>	0	0.0%	1	0.0%	1	0.0%
	<a href="#">23- Good Neighbors</a>	20	0.1%	196	0.2%	626	0.3%
<b>(17M) Bargain Hunters</b>		<b>541</b>	<b>3.5%</b>	<b>3,847</b>	<b>4.0%</b>	<b>9,476</b>	<b>4.5%</b>
	<a href="#">43- Work &amp; Causes</a>	32	0.2%	410	0.4%	1,123	0.5%
	<a href="#">44- Open Houses</a>	49	0.3%	491	0.5%	1,232	0.6%
	<a href="#">55- Community Life</a>	25	0.2%	227	0.2%	956	0.5%
	<a href="#">63- Staying Home</a>	417	2.7%	2,510	2.6%	5,440	2.6%
	<a href="#">68- Staying Healthy</a>	17	0.1%	208	0.2%	725	0.3%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	0	0.0%
<b>(19M) Solid Prestige</b>		<b>1,509</b>	<b>9.8%</b>	<b>9,620</b>	<b>10.1%</b>	<b>22,212</b>	<b>10.6%</b>
	<a href="#">05- Active &amp; Involved</a>	575	3.7%	2,976	3.1%	6,458	3.1%
	<a href="#">08- Solid Surroundings</a>	457	3.0%	2,934	3.1%	6,834	3.3%
	<a href="#">09- Busy Schedules</a>	478	3.1%	3,709	3.9%	8,919	4.2%
<b>(20S) Community Minded</b>		<b>465</b>	<b>3.0%</b>	<b>3,667</b>	<b>3.9%</b>	<b>9,102</b>	<b>4.3%</b>
	<a href="#">25- Clubs &amp; Causes</a>	61	0.4%	508	0.5%	1,318	0.6%
	<a href="#">28- Community Pillars</a>	131	0.9%	936	1.0%	2,049	1.0%
	<a href="#">36- Persistent &amp; Productive</a>	273	1.8%	2,223	2.3%	5,735	2.7%
<b>(21S) Leisure Seekers</b>		<b>258</b>	<b>1.7%</b>	<b>2,180</b>	<b>2.3%</b>	<b>6,481</b>	<b>3.1%</b>
	<a href="#">49- Home &amp; Garden</a>	19	0.1%	334	0.4%	1,067	0.5%
	<a href="#">51- Role Models</a>	23	0.2%	263	0.3%	961	0.5%
	<a href="#">64- Practical &amp; Careful</a>	116	0.8%	502	0.5%	1,049	0.5%
	<a href="#">65- Hobbies &amp; Shopping</a>	56	0.4%	520	0.5%	1,696	0.8%
	<a href="#">66- Helping Hands</a>	45	0.3%	563	0.6%	1,709	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

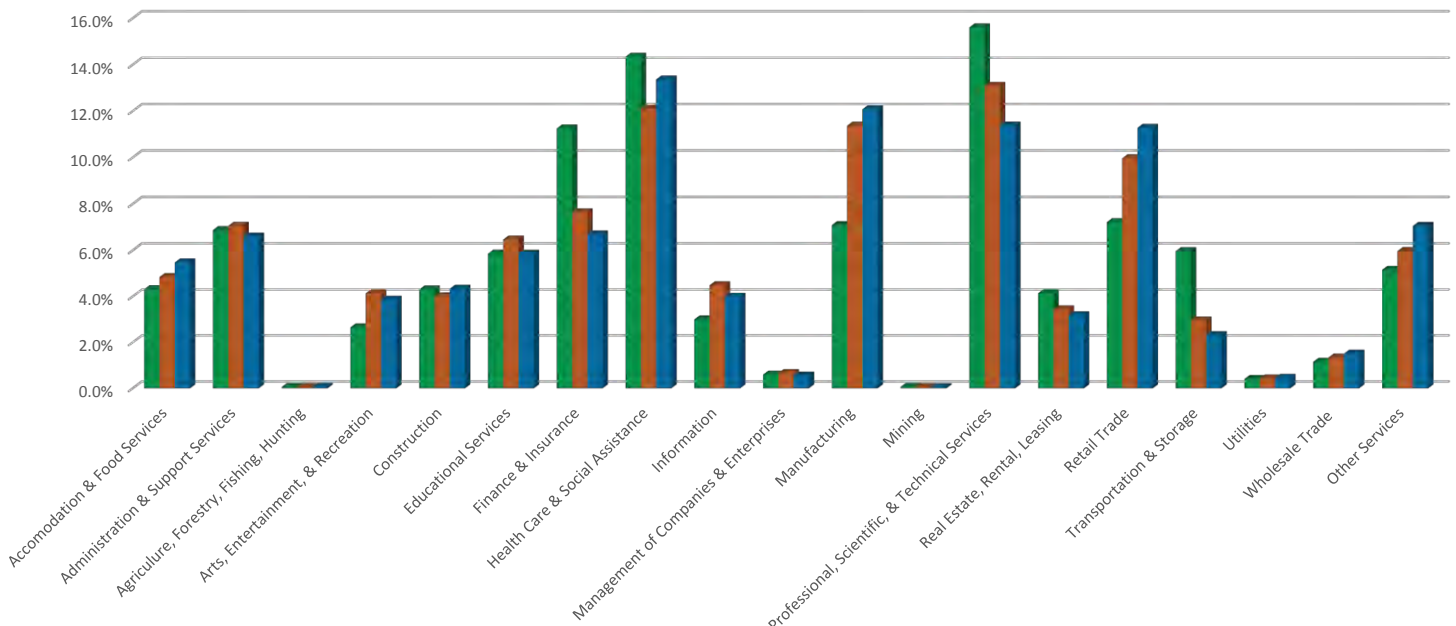
**For Market:** Jamboree at the 73  
**Market Definition:** Jamboree Rd & MacArthur Blvd - Newport Beach, CA  
**Date Report Created:** March 2018

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	151,554	568,325	1,048,701
Student Population	23,444	136,596	265,533
Median Employee Salary	48,634	47,376	46,512
Average Employee Salary	61,328	59,260	57,949

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	3,746	3.3%	10,116	3.0%	16,947	3.0%
15,000 to 30,000 CrYr	7,326	6.4%	30,790	9.1%	55,774	10.0%
30,000 to 45,000 CrYr	39,759	34.8%	117,887	35.0%	200,084	35.7%
45,000 to 60,000 CrYr	19,612	17.2%	55,858	16.6%	90,836	16.2%
60,000 to 75,000 CrYr	10,668	9.3%	31,641	9.4%	53,969	9.6%
75,000 to 90,000 CrYr	9,273	8.1%	28,358	8.4%	46,648	8.3%
90,000 to 100,000 CrYr	5,115	4.5%	12,286	3.6%	17,527	3.1%
Over 100,000 CrYr	18,637	16.3%	50,357	14.9%	78,408	14.0%

## Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>5,405</b>	<b>100%</b>	<b>114,136</b>	<b>100%</b>	<b>16,295</b>	<b>100%</b>	<b>337,294</b>	<b>100%</b>	<b>30,607</b>	<b>100%</b>	<b>560,193</b>	<b>100%</b>
Accommodation & Food Services	194	3.6%	4,923	4.3%	696	4.3%	16,327	4.8%	1,409	4.6%	30,669	5.5%
Administration & Support Services	172	3.2%	7,843	6.9%	502	3.1%	23,782	7.1%	1,003	3.3%	36,906	6.6%
Agriculture, Forestry, Fishing, Hunting	7	0.1%	61	0.1%	23	0.1%	183	0.1%	53	0.2%	371	0.1%
Arts, Entertainment, & Recreation	99	1.8%	3,026	2.7%	346	2.1%	13,951	4.1%	688	2.2%	21,593	3.9%
Construction	204	3.8%	4,910	4.3%	662	4.1%	13,503	4.0%	1,435	4.7%	24,284	4.3%
Educational Services	85	1.6%	6,682	5.9%	301	1.8%	21,799	6.5%	600	2.0%	32,767	5.8%
Finance & Insurance	676	12.5%	12,839	11.2%	1,528	9.4%	25,742	7.6%	2,381	7.8%	37,419	6.7%
Health Care & Social Assistance	734	13.6%	16,366	14.3%	2,464	15.1%	40,793	12.1%	5,263	17.2%	74,831	13.4%
Information	115	2.1%	3,423	3.0%	384	2.4%	15,121	4.5%	687	2.2%	22,322	4.0%
Management of Companies & Enterprises	7	0.1%	679	0.6%	24	0.1%	2,227	0.7%	39	0.1%	3,076	0.5%
Manufacturing	167	3.1%	8,085	7.1%	769	4.7%	38,340	11.4%	1,693	5.5%	67,652	12.1%
Mining	3	0.0%	71	0.1%	8	0.0%	172	0.1%	15	0.0%	251	0.0%
Professional, Scientific, & Technical Services	1,373	25.4%	17,808	15.6%	3,314	20.3%	44,124	13.1%	4,952	16.2%	63,708	11.4%
Real Estate, Rental, Leasing	344	6.4%	4,723	4.1%	831	5.1%	11,582	3.4%	1,371	4.5%	17,798	3.2%
Retail Trade	344	6.4%	8,233	7.2%	1,615	9.9%	33,606	10.0%	3,510	11.5%	63,168	11.3%
Transportation & Storage	49	0.9%	6,806	6.0%	150	0.9%	9,953	3.0%	285	0.9%	12,946	2.3%
Utilities	3	0.1%	459	0.4%	15	0.1%	1,436	0.4%	30	0.1%	2,535	0.5%
Wholesale Trade	93	1.7%	1,312	1.1%	345	2.1%	4,524	1.3%	756	2.5%	8,422	1.5%
Other Services	736	13.6%	5,889	5.2%	2,316	14.2%	20,129	6.0%	4,437	14.5%	39,477	7.0%

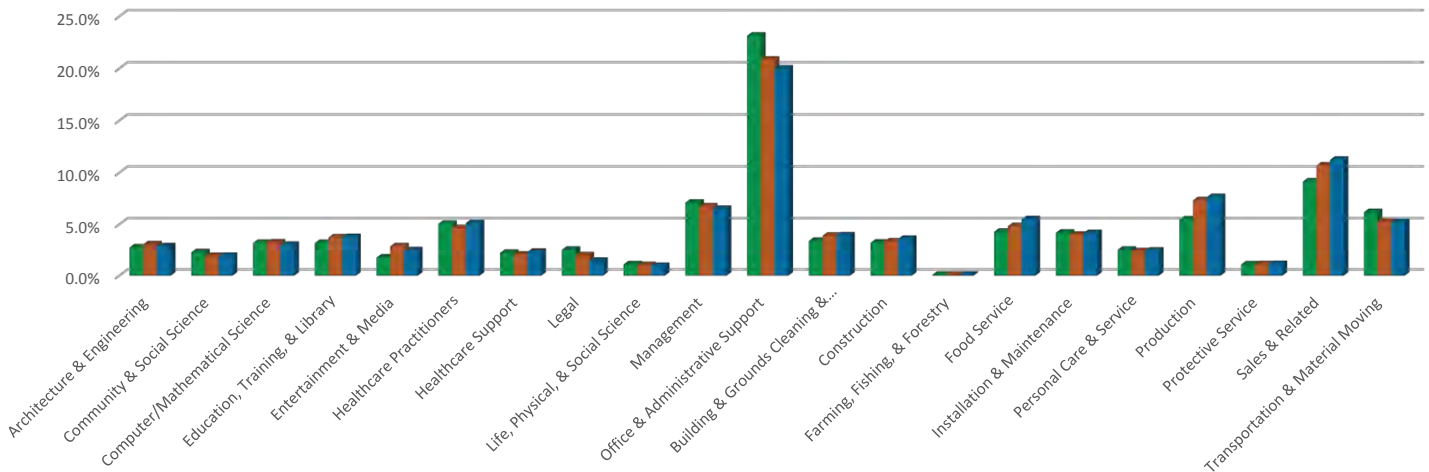


## Employment Profile

**For Market:** Jamboree at the 73  
**Market Definition:** Jamboree Rd & MacArthur Blvd - Newport Beach, CA  
**Date Report Created:** March 2018

Occupations	5 Minutes		10 Minutes		15 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	68,303	59.8%	190,960	56.6%	306,193	54.7%
Architecture & Engineering	3,128	2.7%	10,263	3.0%	15,966	2.9%
Community & Social Science	2,589	2.3%	6,416	1.9%	10,722	1.9%
Computer/Mathematical Science	3,630	3.2%	10,854	3.2%	16,765	3.0%
Education, Training, & Library	3,621	3.2%	12,533	3.7%	21,016	3.8%
Entertainment & Media	2,011	1.8%	9,606	2.8%	13,812	2.5%
Healthcare Practitioners	5,759	5.0%	15,580	4.6%	28,636	5.1%
Healthcare Support	2,525	2.2%	6,877	2.0%	12,972	2.3%
Legal	2,866	2.5%	6,679	2.0%	8,067	1.4%
Life, Physical, & Social Science	1,249	1.1%	3,436	1.0%	5,217	0.9%
Management	8,104	7.1%	22,718	6.7%	36,371	6.5%
Office & Administrative Support	26,419	23.1%	70,269	20.8%	112,004	20.0%
<b>Blue Collar</b>	45,098	39.5%	144,372	42.8%	251,089	44.8%
Building & Grounds Cleaning & Maintenance	3,860	3.4%	13,109	3.9%	21,915	3.9%
Construction	3,660	3.2%	11,201	3.3%	20,028	3.6%
Farming, Fishing, & Forestry	83	0.1%	266	0.1%	435	0.1%
Food Service	4,872	4.3%	16,238	4.8%	30,736	5.5%
Installation & Maintenance	4,768	4.2%	13,408	4.0%	23,187	4.1%
Personal Care & Service	2,873	2.5%	7,960	2.4%	13,563	2.4%
Production	6,236	5.5%	24,749	7.3%	42,860	7.7%
Protective Service	1,244	1.1%	3,726	1.1%	6,256	1.1%
Sales & Related	10,441	9.1%	36,036	10.7%	62,926	11.2%
Transportation & Material Moving	7,061	6.2%	17,679	5.2%	29,184	5.2%
<b>Military Services</b>	736	0.6%	1,962	0.6%	2,911	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	114,136	337,294	560,193
2017 Q3	110,752	324,821	541,612
2017 Q2	113,111	332,018	552,569
2017 Q1	113,730	333,670	554,412
2016 Q4	114,836	339,311	564,519
2016 Q3	109,816	324,382	540,692
2016 Q2	113,970	334,205	555,169
2016 Q1	114,596	333,902	553,968
2015 Q4	114,106	335,376	556,662

### Consumer Demand & Market Supply Assessment

For Market: Jamboree at the 73  
 Market Definition: Jamboree Rd & MacArthur Blvd - Newport Beach, CA  
 Date Report Created: March 2018

	5 Minutes				10 Minutes				15 Minutes			
<b>Demographics</b>												
Population	34,514				259,802				635,424			
5-Year Population estimate	35,084				266,388				651,397			
Population Households	32,590				251,250				624,625			
Group Quarters Population	1,924				8,552				10,799			
Households	15,082				98,458				215,452			
5-Year Households estimate	15,385				100,994				222,334			
WorkPlace Establishments	5,405				16,295				30,607			
Workplace Employees	114,136				337,294				560,193			
Median Household Income	\$90,000				\$84,555				\$82,255			
<b>By Establishments</b>												
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	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)	\$5,075,646	\$116,629	-98% (\$4,959,017)	\$31,873,802	\$31,336,136	-2% (\$537,667)	\$75,805,702	\$65,012,162	-14% (\$10,793,540)			
Bar/Drinking Places (Alcoholic Beverages)	\$10,187,914	\$4,427,115	-57% (\$5,760,799)	\$32,778,721	\$14,680,360	-55% (\$18,098,360)	\$58,011,888	\$31,904,898	-45% (\$26,106,990)			
Shoe Stores	\$3,977,245	\$1,911,047	-52% (\$2,066,198)	\$29,883,562	\$53,614,964	79% \$23,731,402	\$73,925,078	\$94,293,461	28%	\$20,368,383		
Special Food Services	\$24,801,310	\$22,981,301	-7% (\$1,820,009)	\$92,692,109	\$85,023,515	-8% (\$7,668,594)	\$179,960,890	\$205,527,270	14%	\$25,566,380		
Full-Service Restaurants	\$147,702,693	\$146,355,475	-1% (\$1,347,218)	\$511,952,349	\$536,214,257	5%	\$24,261,908	\$951,383,395	\$1,074,093,694	13%	\$122,710,299	
Limited-Service Eating Places	\$113,649,179	\$114,219,082	1%	\$569,903	\$424,822,683	\$377,850,315	-11% (\$46,972,368)	\$824,875,787	\$743,068,314	-10%	(\$81,807,474)	
Beer/Wine/Liquor Stores	\$5,468,502	\$6,005,287	10%	\$536,785	\$38,998,026	\$42,897,740	10%	\$3,899,714	\$95,577,117	\$87,055,225	-9%	(\$8,521,892)
Office Supplies/Stationary/Gift	\$5,356,393	\$8,675,915	62%	\$3,319,522	\$30,467,045	\$47,502,985	56%	\$17,035,940	\$70,421,095	\$92,386,069	31%	\$21,964,974
Lawn/Garden Equipment/Supplies Stores	\$3,506,269	\$6,174,298	76%	\$2,668,029	\$26,776,652	\$25,279,612	-6%	(\$1,497,040)	\$66,679,098	\$55,919,789	-16%	(\$10,759,310)
Used Merchandise Stores	\$1,838,948	\$3,738,643	103%	\$1,899,695	\$13,892,236	\$12,664,630	-9%	(\$1,227,606)	\$34,516,946	\$31,285,973	-9%	(\$3,230,973)
Department Stores	\$15,990,448	\$33,453,251	109%	\$17,462,804	\$118,024,170	\$253,914,314	115%	\$135,890,144	\$291,680,466	\$449,580,409	54%	\$157,899,943
Grocery Stores	\$63,575,407	\$134,988,576	112%	\$71,413,169	\$464,599,437	\$373,304,528	-20%	(\$91,294,909)	\$1,146,971,733	\$1,033,221,064	-10%	(\$113,750,669)
Gasoline Stations	\$44,008,816	\$101,264,694	130%	\$57,255,878	\$328,610,391	\$476,658,506	45%	\$148,048,115	\$815,343,022	\$896,302,889	10%	\$80,959,866
Clothing Stores	\$27,762,199	\$82,328,265	197%	\$54,566,067	\$208,970,693	\$658,816,851	215%	\$449,846,157	\$517,638,288	\$940,161,955	82%	\$422,523,667
Jewelry/Luggage/Leather Goods	\$3,898,713	\$12,058,767	209%	\$8,160,054	\$29,521,502	\$86,047,236	191%	\$56,525,734	\$73,313,843	\$157,063,765	114%	\$83,749,921
Other Misc. Store Retailers	\$8,741,746	\$27,515,193	215%	\$18,773,447	\$66,621,663	\$129,597,071	95%	\$62,975,409	\$165,861,545	\$265,795,074	60%	\$99,933,529
Specialty Food Stores	\$3,545,350	\$11,640,262	228%	\$8,094,912	\$25,767,731	\$60,229,397	134%	\$34,461,667	\$63,533,718	\$111,360,991	75%	\$47,827,273
Health/Personal Care Stores	\$32,639,514	\$109,994,084	237%	\$77,354,570	\$248,556,677	\$533,745,460	115%	\$285,188,783	\$619,824,673	\$985,049,738	59%	\$365,225,065
Direct Selling Establishments	\$3,217,319	\$11,118,678	246%	\$7,901,359	\$23,284,093	\$25,961,987	12%	\$2,677,895	\$57,369,305	\$53,471,401	-7%	(\$3,897,905)
Automotive Parts/Accessories/Tire	\$9,620,404	\$33,328,446	246%	\$23,708,042	\$73,462,039	\$137,850,413	88%	\$64,388,374	\$183,346,328	\$282,628,838	54%	\$99,282,510
Other Motor Vehicle Dealers	\$5,969,935	\$20,997,370	252%	\$15,027,435	\$45,359,696	\$116,666,671	157%	\$71,306,974	\$112,682,893	\$253,811,693	125%	\$141,128,801
Sporting Goods/Hobby/Musical Instrument	\$7,070,900	\$25,615,991	262%	\$18,545,091	\$53,474,628	\$102,106,130	91%	\$48,631,502	\$132,697,065	\$202,705,227	53%	\$70,008,162
Building Material/Supplies Dealers	\$32,333,956	\$129,484,599	300%	\$97,150,642	\$246,447,313	\$437,746,588	78%	\$191,299,275	\$613,817,023	\$869,234,150	42%	\$255,417,127
Electronic Shopping/Mail Order Houses	\$130,269,314	\$524,269,633	302%	\$394,000,319	\$715,099,720	\$1,155,803,191	62%	\$440,703,471	\$1,634,725,855	\$3,305,005,733	102%	\$1,670,279,878
Other General Merchandise Stores	\$66,517,616	\$314,046,507	372%	\$247,528,891	\$478,680,717	\$728,609,297	52%	\$249,928,580	\$1,177,636,604	\$2,467,619,097	110%	\$1,289,982,494
Florists/Misc. Store Retailers	\$844,136	\$3,996,229	373%	\$3,152,093	\$6,446,936	\$12,689,357	97%	\$6,242,421	\$16,056,354	\$19,992,896	25%	\$3,936,542
Home Furnishing Stores	\$5,739,016	\$28,180,853	391%	\$22,441,837	\$43,588,480	\$117,761,886	170%	\$74,173,406	\$108,458,164	\$195,282,653	80%	\$86,824,489
Electronics/Appliance	\$30,536,324	\$157,489,268	416%	\$126,952,943	\$128,330,448	\$633,908,510	394%	\$505,578,062	\$264,574,180	\$866,857,390	228%	\$602,283,209
Automotive Dealers	\$109,542,417	\$626,650,216	472%	\$517,107,800	\$833,609,709	\$1,681,552,549	102%	\$847,942,840	\$2,071,798,898	\$2,996,743,668	45%	\$924,944,770
Furniture Stores	\$6,597,982	\$43,197,855	555%	\$36,599,873	\$49,692,930	\$139,543,037	181%	\$89,850,107	\$123,089,085	\$195,527,514	59%	\$72,438,429
Book/Periodical/Music Stores	\$2,702,336	\$23,066,568	754%	\$20,364,232	\$18,523,590	\$64,448,863	248%	\$45,925,273	\$44,828,278	\$96,317,809	115%	\$51,489,531
<b>Consumer Demand/Market Supply Index</b>	<b>\$932,687,948</b>	<b>\$2,769,290,098</b>	<b>34</b>	<b>\$5,440,809,747</b>	<b>\$9,154,026,355</b>	<b>59</b>	<b>\$12,666,404,317</b>	<b>\$19,124,280,807</b>	<b>66</b>			



### Consumer Demand & Market Supply Assessment

For Market: Jamboree at the 73  
 Market Definition: Jamboree Rd & MacArthur Blvd - Newport Beach, CA  
 Date Report Created: March 2018

By Major Product Lines	5 Minutes				10 Minutes				15 Minutes			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Opportunity Gap/Surplus
Alcoholic Drinks Served at the Establishment	\$90,041,585	\$53,977,168	-40%	(\$36,064,417)	\$286,572,393	\$195,959,531	-32%	(\$90,612,862)	\$503,312,842	\$395,692,370	-21%	(\$107,620,472)
Meats/Nonalcoholic Beverages	\$221,229,891	\$241,258,169	9%	\$20,028,277	\$828,648,758	\$841,033,666	1%	\$12,384,908	\$1,610,749,643	\$1,726,121,508	7%	\$115,371,864
Computer Hardware/Software/Supplies	\$90,182,463	\$129,172,868	43%	\$38,990,404	\$283,819,270	\$374,324,733	32%	\$90,505,463	\$494,968,509	\$783,238,208	58%	\$288,269,699
Footwear, including Accessories	\$9,630,180	\$22,077,957	129%	\$12,447,777	\$72,348,373	\$138,623,928	92%	\$66,275,555	\$178,962,587	\$258,229,094	44%	\$79,266,506
Pets/Pet Foods/Pet Supplies	\$5,212,682	\$12,673,677	143%	\$7,460,994	\$39,615,598	\$47,321,841	19%	\$7,706,242	\$98,238,095	\$110,179,627	12%	\$11,941,532
Packaged Liquor/Wine/Beer	\$11,052,591	\$30,912,415	180%	\$19,859,824	\$83,478,809	\$109,651,964	31%	\$26,173,156	\$207,062,733	\$271,511,294	31%	\$64,448,561
Automotive Fuels	\$38,825,611	\$114,624,457	195%	\$75,798,847	\$297,965,269	\$473,592,529	59%	\$175,627,261	\$743,530,846	\$984,302,379	32%	\$240,771,534
Groceries/Other Food Items (Off Premises)	\$91,947,354	\$282,199,066	207%	\$190,251,712	\$700,775,455	\$814,335,580	16%	\$113,560,125	\$1,745,901,530	\$2,279,097,324	31%	\$533,195,794
Womens/Juniors/Misses Wear	\$23,353,276	\$80,585,094	245%	\$57,231,818	\$175,571,758	\$447,495,389	155%	\$271,923,631	\$434,607,128	\$765,506,717	76%	\$330,899,589
Jewelry (including Watches)	\$5,792,252	\$20,468,351	253%	\$14,676,099	\$43,837,026	\$111,248,799	154%	\$67,411,773	\$108,844,645	\$214,298,481	97%	\$105,453,835
Cigars/Cigarettes/Tobacco/Accessories	\$6,701,770	\$23,932,577	257%	\$17,230,807	\$51,659,113	\$86,306,286	67%	\$34,647,173	\$129,670,031	\$206,031,063	59%	\$76,361,032
Lawn/Garden/Farm Equipment/Supplies	\$9,336,877	\$36,577,569	292%	\$27,240,691	\$71,389,752	\$112,425,998	57%	\$41,036,247	\$177,877,251	\$255,617,297	44%	\$77,740,046
Mens Wear	\$9,239,122	\$36,764,205	298%	\$27,525,083	\$69,211,451	\$188,215,261	172%	\$119,003,809	\$170,891,918	\$339,356,618	99%	\$168,464,700
Dimensional Lumber/Other Building Materials	\$13,228,374	\$54,580,695	313%	\$41,352,320	\$100,807,504	\$185,057,385	84%	\$84,249,881	\$251,050,736	\$367,038,350	46%	\$115,987,614
Drugs/Health Aids/Beauty Aids/Cosmetics	\$71,557,356	\$296,251,816	314%	\$224,694,460	\$545,515,070	\$963,597,565	77%	\$418,082,495	\$1,360,943,676	\$2,245,104,735	65%	\$884,161,059
Paints/Sundries/Wallpaper/Wall Coverings	\$2,360,395	\$10,040,606	325%	\$7,680,211	\$18,042,161	\$33,847,001	88%	\$15,804,840	\$45,021,966	\$67,989,298	51%	\$22,967,332
Childrens Wear/Infants/Toddlers Clothing	\$3,841,777	\$16,705,541	335%	\$12,863,764	\$28,960,639	\$93,595,295	223%	\$64,634,656	\$72,016,229	\$163,608,553	127%	\$91,592,324
Automotive Tires/Tubes/Batteries/Parts	\$18,551,287	\$81,631,524	340%	\$63,080,237	\$141,770,158	\$258,370,031	82%	\$116,599,872	\$354,026,176	\$537,300,377	52%	\$183,274,201
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,354,864	\$6,144,085	353%	\$4,789,221	\$10,331,793	\$24,115,481	133%	\$13,783,688	\$25,692,409	\$51,823,786	102%	\$26,131,377
Hardware/Tools/Plumbing/Electrical Supplies	\$9,064,894	\$41,399,306	357%	\$32,334,412	\$69,228,314	\$132,351,745	91%	\$63,123,431	\$172,589,228	\$281,650,855	63%	\$109,061,627
Floor/Floor Coverings	\$4,626,644	\$21,209,898	358%	\$16,583,254	\$35,158,153	\$77,161,083	119%	\$42,002,930	\$87,582,715	\$143,481,719	64%	\$55,899,004
Soaps/Detergents/Household Cleaners	\$2,866,357	\$13,958,146	387%	\$11,091,790	\$21,889,378	\$40,121,614	83%	\$18,232,235	\$54,642,715	\$110,862,045	103%	\$56,219,330
Furniture/Sleep/Outdoor/Patio Furniture	\$16,806,610	\$85,028,464	406%	\$68,221,854	\$126,782,107	\$257,511,029	103%	\$130,728,922	\$314,106,218	\$495,246,988	58%	\$181,140,770
Paper/Related Products	\$2,527,248	\$13,274,495	425%	\$10,747,247	\$19,273,206	\$37,000,957	92%	\$17,727,751	\$48,146,510	\$107,756,345	124%	\$59,609,836
Kitchenware/Home Furnishings	\$7,120,482	\$37,825,969	431%	\$30,705,488	\$54,309,423	\$126,171,217	132%	\$71,861,794	\$135,417,018	\$275,822,080	104%	\$140,405,062
All Other Merchandise	\$23,470,099	\$127,887,044	445%	\$104,416,945	\$179,043,673	\$424,365,589	137%	\$245,321,917	\$446,168,765	\$910,060,832	104%	\$463,892,068
Retailer Services	\$18,917,773	\$106,577,831	463%	\$87,660,058	\$142,809,153	\$336,398,976	136%	\$193,589,822	\$353,651,589	\$626,543,466	77%	\$272,891,877
Autos/Cars/Vans/Trucks/Motorcycles	\$95,984,651	\$541,360,295	464%	\$445,375,644	\$730,848,652	\$1,484,081,375	103%	\$753,232,724	\$1,816,475,160	\$2,671,722,230	47%	\$855,247,070
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,030,591	\$5,827,268	465%	\$4,796,677	\$7,888,899	\$14,644,921	86%	\$6,756,023	\$19,707,071	\$30,389,523	54%	\$10,682,452
Sewing/Knitting Materials/Supplies	\$269,437	\$1,538,940	471%	\$1,269,503	\$2,065,922	\$5,242,166	154%	\$3,176,244	\$5,138,704	\$11,652,176	127%	\$6,513,473
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,538,989	\$31,667,027	472%	\$26,128,038	\$41,921,586	\$97,066,763	132%	\$55,145,178	\$103,994,489	\$231,178,643	122%	\$127,184,154
Toys/Hobby Goods/Games	\$3,057,649	\$19,721,328	545%	\$16,663,679	\$23,254,157	\$63,227,586	172%	\$39,973,430	\$57,905,351	\$147,439,802	155%	\$89,534,451
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,710,970	\$17,513,130	546%	\$14,802,160	\$20,592,906	\$55,843,141	171%	\$35,250,235	\$51,196,917	\$127,872,555	150%	\$76,675,638
Small Electric Appliances	\$1,294,214	\$8,402,552	549%	\$7,108,339	\$9,780,081	\$23,938,278	145%	\$14,158,197	\$24,297,499	\$60,065,404	147%	\$35,767,905
Books/Periodicals	\$2,808,113	\$24,946,691	788%	\$22,138,578	\$20,970,765	\$66,795,781	219%	\$45,825,016	\$51,610,579	\$127,273,359	147%	\$75,662,780
Audio Equipment/Musical Instruments	\$3,474,524	\$32,026,881	822%	\$28,552,357	\$26,288,217	\$102,594,623	290%	\$76,306,406	\$65,279,237	\$198,759,335	204%	\$133,480,098
Major Household Appliances	\$2,106,572	\$23,231,547	1003%	\$21,124,975	\$16,000,383	\$88,028,987	450%	\$72,028,605	\$39,657,755	\$139,624,765	252%	\$99,967,011
Automotive Lubricants (incl Oil, Greases)	\$2,106,572	\$23,231,547	1003%	\$21,124,975	\$16,000,383	\$88,028,987	450%	\$72,028,605	\$39,657,755	\$139,624,765	252%	\$99,967,011
Televisions/VCR/Video Cameras/DVD etc	\$3,877,334	\$50,984,255	1215%	\$47,106,921	\$29,476,710	\$172,717,530	486%	\$143,240,820	\$73,305,397	\$314,756,309	329%	\$241,450,912
Photographic Equipment/Supplies	\$664,915	\$9,445,513	1321%	\$8,780,598	\$5,016,184	\$33,873,377	575%	\$28,857,192	\$12,432,253	\$56,785,349	357%	\$44,353,096



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