CORONA DEL MAR
Pacific Coast Highway (MacArthur - Hazel)
March 2018
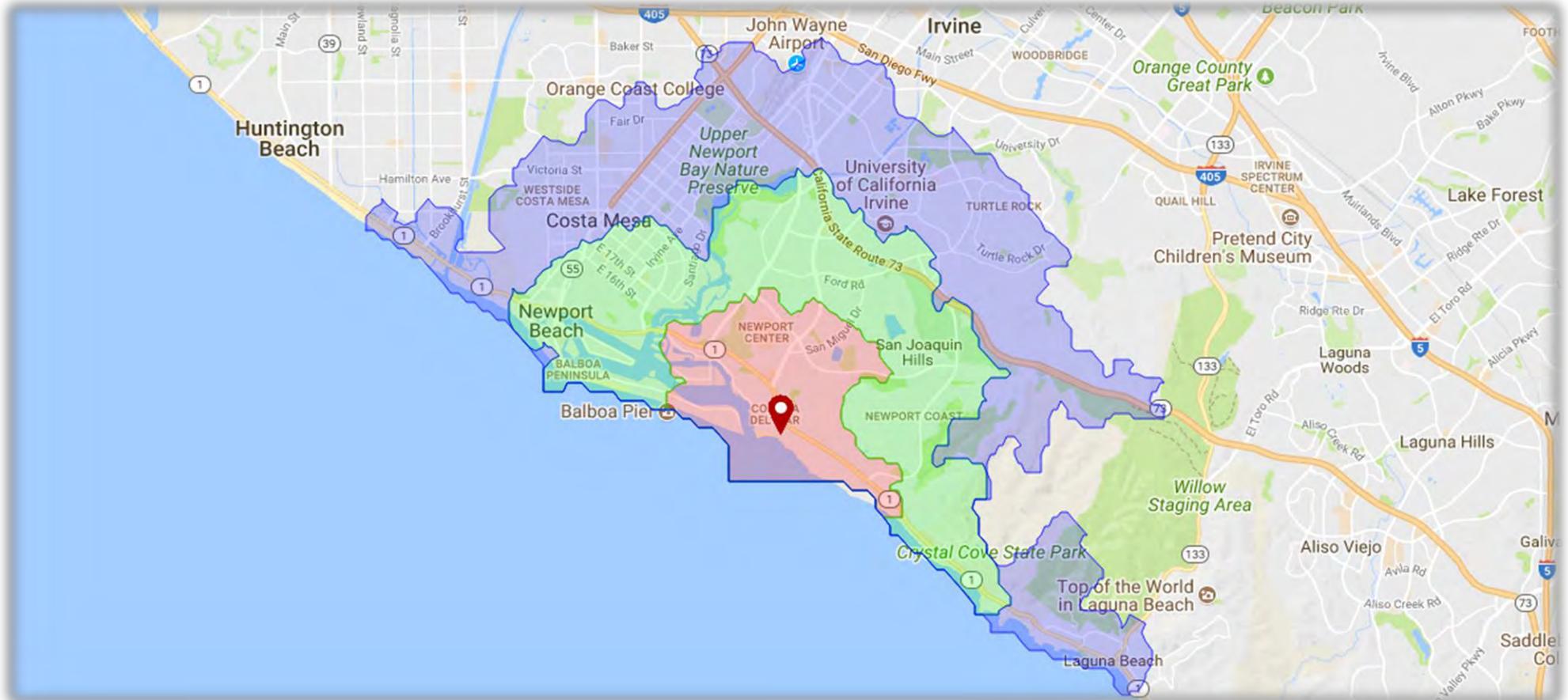
	5 Minutes	10 Minutes	15 Minutes
Population	22,747	84,118	205,751
Daytime Population	36,425	100,641	359,098
Households	11,211	38,382	83,837
Average Age	48.6	43.8	39.7
Average HH Income	$212,788	$190,228	$146,747
White Collar (Residents)	87%	86%	77%
Some College or Degree	79%	81%	72%

Traffic Counts	
Pacific Coast Hwy & MacArthur	> 50,000
Pacific Coast Hwy & Hazel Dr	> 47,000

Consumer Demographic Profile
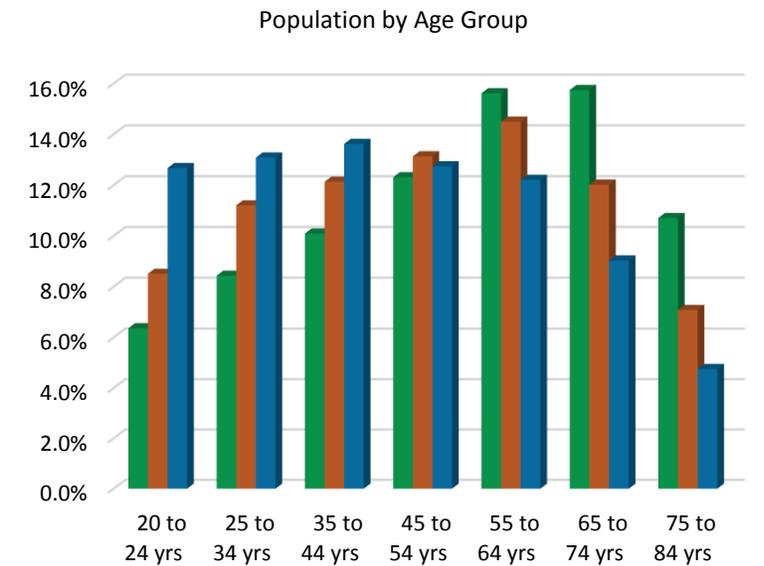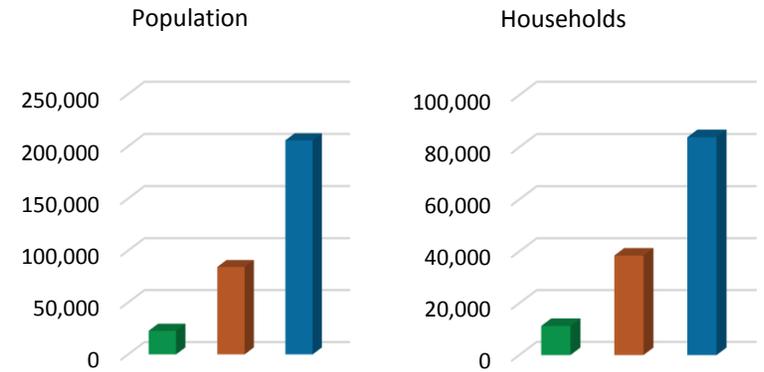
For Market:	Corona Del Mar
Market Definition:	Pacific Coast Highway (MacArthur - Hazel) - Newport Beach, CA
Date Report Created:	March 2018

INSIGHT
MARKET ANALYTICS
by ECONSolutions

	5 Minutes #	5 Minutes %	10 Minutes #	10 Minutes %	15 Minutes #	15 Minutes %
Market Stats						
Population	22,747	---	84,118	---	205,751	---
5 Year Projected Pop	22,544	---	83,800	---	207,463	---
Pop Growth (%)	-0.9%	---	-0.4%	---	0.8%	---
Households	11,211	---	38,382	---	83,837	---
5 Year Projected HHs	11,120	---	38,214	---	84,463	---
HH Growth (%)	-0.8%	---	-0.4%	---	0.7%	---
Census Stats						
2000 Population	22,794	---	74,799	---	181,592	---
2010 Population	22,070	---	81,895	---	198,966	---
Pop Growth (%)	-3.2%	---	9.5%	---	9.6%	---
2000 Households	11,244	---	34,990	---	73,330	---
2010 Households	10,851	---	37,329	---	80,849	---
HH Growth (%)	-3.5%	---	6.7%	---	10.3%	---
Total Population by Age						
Average Age	48.6		43.8		39.7	
19 yrs & under	3,741	16.4%	15,656	18.6%	41,006	19.9%
20 to 24 yrs	1,448	6.4%	7,158	8.5%	26,074	12.7%
25 to 34 yrs	1,918	8.4%	9,424	11.2%	26,924	13.1%
35 to 44 yrs	2,296	10.1%	10,205	12.1%	28,028	13.6%
45 to 54 yrs	2,800	12.3%	11,047	13.1%	26,212	12.7%
55 to 64 yrs	3,552	15.6%	12,197	14.5%	25,120	12.2%
65 to 74 yrs	3,582	15.7%	10,112	12.0%	18,589	9.0%
75 to 84 yrs	2,435	10.7%	5,958	7.1%	9,781	4.8%
85 + yrs	975	4.3%	2,361	2.8%	4,017	2.0%
Population Bases						
20-34 yrs	3,366	14.8%	16,582	19.7%	52,998	25.8%
45-64 yrs	6,352	27.9%	23,244	27.6%	51,332	24.9%
16 yrs +	19,379	85.2%	70,049	83.3%	168,555	81.9%
25 yrs +	17,558	77.2%	61,305	72.9%	138,671	67.4%
65 yrs +	6,991	30.7%	18,431	21.9%	32,388	15.7%
75 yrs +	3,409	15.0%	8,319	9.9%	13,798	6.7%
85 yrs +	975	4.3%	2,361	2.8%	4,017	2.0%

Population

Households

Population by Age Group
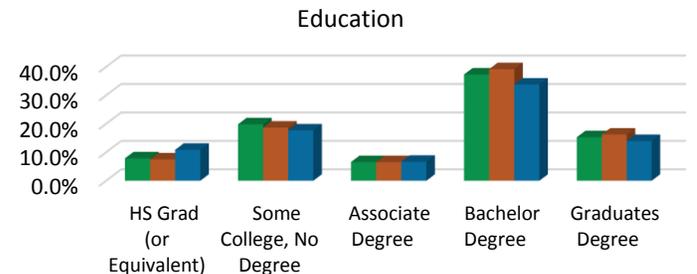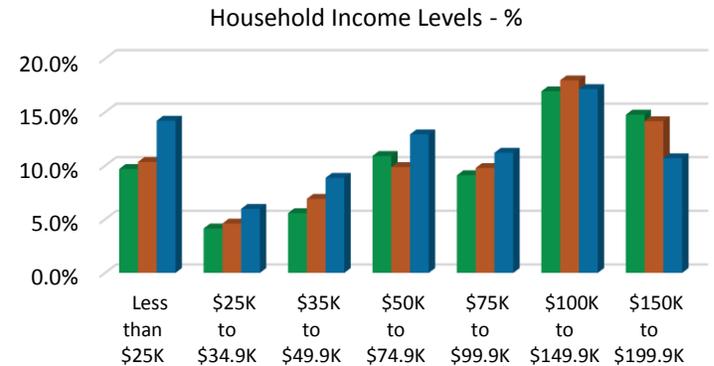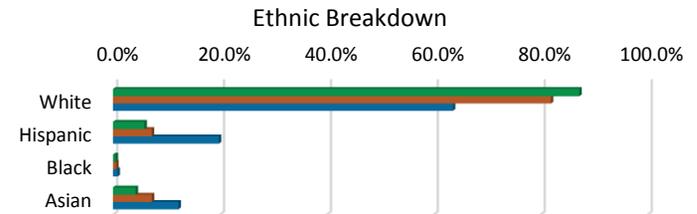
Consumer Demographic Profile

For Market: Corona Del Mar
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INSIGHT
MARKET ANALYTICS
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	5 Minutes		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	19,856	87.3%	68,964	82.0%	130,973	63.7%
Hispanic	1,346	5.9%	6,114	7.3%	40,826	19.8%
Black	113	0.5%	517	0.6%	1,792	0.9%
Asian	967	4.3%	6,136	7.3%	25,267	12.3%
Ancestry						
American Indian (ancestry)	36	0.2%	139	0.2%	378	0.2%
Hawaiin (ancestry)	21	0.1%	96	0.1%	413	0.2%
Household Income						
Per Capita Income	$104,877	---	$86,798	---	$59,795	---
Average HH Income	$212,788	---	$190,228	---	$146,747	---
Median HH Income	$128,315	---	$121,052	---	$92,145	---
Less than $25K	1,086	9.7%	3,972	10.3%	11,909	14.2%
$25K to $34.9K	465	4.2%	1,768	4.6%	5,008	6.0%
$35K to $49.9K	625	5.6%	2,652	6.9%	7,432	8.9%
$50K to $74.9K	1,223	10.9%	3,789	9.9%	10,842	12.9%
$75K to $99.9K	1,021	9.1%	3,757	9.8%	9,400	11.2%
$100K to $149.9K	1,901	17.0%	6,902	18.0%	14,392	17.2%
$150K to $199.9K	1,656	14.8%	5,433	14.2%	8,968	10.7%
$200K +	3,232	28.8%	10,108	26.3%	15,885	18.9%
Education	17,558		61,305		138,671	
Less than 9th Grade	117	0.7%	367	0.6%	6,682	4.8%
Some HS, No Diploma	333	1.9%	951	1.6%	4,969	3.6%
HS Grad (or Equivalent)	1,381	7.9%	4,608	7.5%	15,096	10.9%
Some College, No Degree	3,480	19.8%	11,440	18.7%	24,519	17.7%
Associate Degree	1,153	6.6%	4,002	6.5%	9,266	6.7%
Bachelor Degree	6,551	37.3%	24,026	39.2%	46,861	33.8%
Graduates Degree	2,681	15.3%	9,947	16.2%	19,367	14.0%

Ethnic Breakdown

Household Income Levels - %

Education

Consumer Demographic Profile

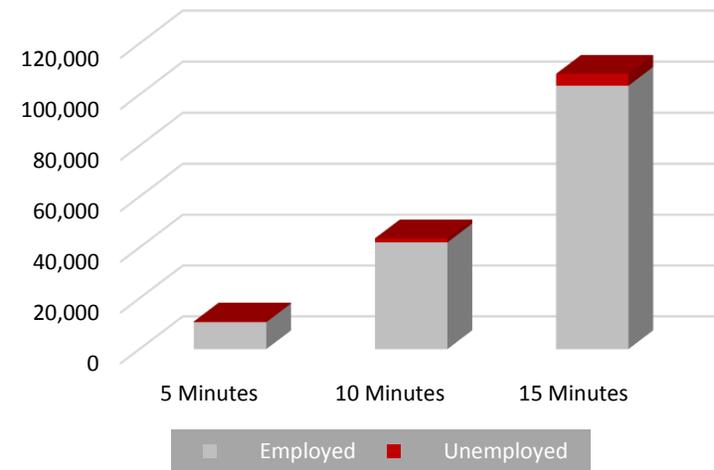|		
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	5 Minutes		10 Minutes		15 Minutes	
	#	**%**	**#**	**%**	**#**	**%**
Family Structure	6,548		21,874		46,776	
Single - Male	123	1.9%	621	2.8%	1,875	4.0%
Single - Female	333	5.1%	1,169	5.3%	3,095	6.6%
Single Parent - Male	58	0.9%	422	1.9%	1,647	3.5%
Single Parent - Female	210	3.2%	1,034	4.7%	2,908	6.2%
Married w/ Children	1,548	23.6%	6,256	28.6%	14,574	31.2%
Married w/out Children	4,275	65.3%	12,372	56.6%	22,677	48.5%
Household Size						
1 Person	4,112	36.7%	12,834	33.4%	26,336	31.4%
2 People	4,594	41.0%	14,611	38.1%	29,159	34.8%
3 People	1,192	10.6%	5,036	13.1%	11,941	14.2%
4 to 6 People	1,281	11.4%	5,757	15.0%	15,120	18.0%
7+ People	33	0.3%	144	0.4%	1,282	1.5%
Home Ownership	11,211		38,382		83,837	
Owners	6,493	57.9%	20,285	52.8%	39,215	46.8%
Renters	4,719	42.1%	18,097	47.2%	44,621	53.2%
Components of Change						
Births	196	0.9%	880	1.0%	2,460	1.2%
Deaths	341	1.5%	893	1.1%	1,591	0.8%
Migration	-128	-0.6%	-356	-0.4%	-1,309	-0.6%
Employment (Pop 16+)	19,379		70,049		168,555	
Armed Services	7	0.0%	17	0.0%	19	0.0%
Civilian	10,886	56.2%	43,598	62.2%	108,120	64.1%
Employed	10,591	54.7%	42,026	60.0%	103,468	61.4%
Unemployed	295	1.5%	1,572	2.2%	4,652	2.8%
Not in Labor Force	8,486	43.8%	26,434	37.7%	60,416	35.8%
Employed Population	10,591		42,026		103,468	
White Collar	9,190	86.8%	36,170	86.1%	79,707	77.0%
Blue Collar	1,402	13.2%	5,857	13.9%	23,761	23.0%

Household Size
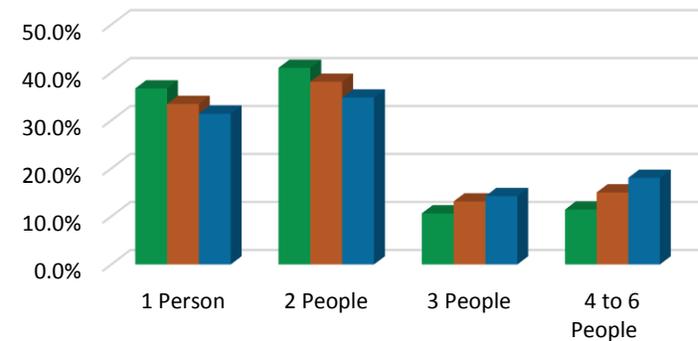
Civilian Employment

■ Employed ■ Unemployed

Consumer Demographic Profile
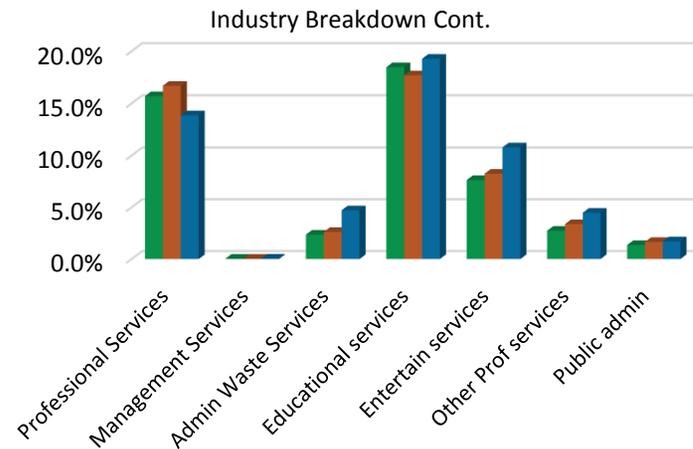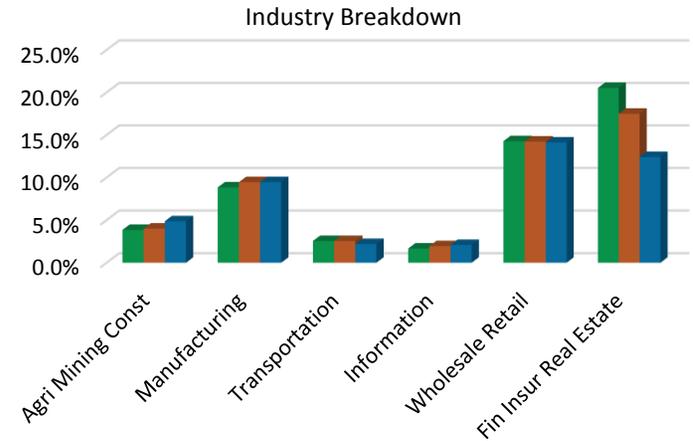
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	5 Minutes #	5 Minutes %	10 Minutes #	10 Minutes %	15 Minutes #	15 Minutes %
Employment By Occupation	10,591		42,026		103,468	
White Collar	9,190	86.8%	36,170	86.1%	79,707	77.0%
Managerial executive	3,707	35.0%	14,223	33.8%	26,842	25.9%
Prof specialty	2,564	24.2%	10,724	25.5%	26,712	25.8%
Healthcare support	123	1.2%	248	0.6%	1,035	1.0%
Sales	1,941	18.3%	7,649	18.2%	15,525	15.0%
Office Admin	854	8.1%	3,325	7.9%	9,592	9.3%
Blue Collar	1,402	13.2%	5,857	13.9%	23,761	23.0%
Protective	67	0.6%	327	0.8%	1,036	1.0%
Food Prep Serving	384	3.6%	1,293	3.1%	5,654	5.5%
Bldg Maint/Cleaning	91	0.9%	409	1.0%	3,802	3.7%
Personal Care	333	3.1%	1,299	3.1%	3,679	3.6%
Farming/Fishing/Forestry	1	0.0%	53	0.1%	334	0.3%
Construction	187	1.8%	940	2.2%	3,937	3.8%
Production Transp	339	3.2%	1,536	3.7%	5,319	5.1%
Employment By Industry	10,591		42,026		103,468	
Agri Mining Const	408	3.9%	1,683	4.0%	5,036	4.9%
Manufacturing	936	8.8%	3,973	9.5%	9,784	9.5%
Transportation	271	2.6%	1,070	2.5%	2,283	2.2%
Information	176	1.7%	817	1.9%	2,161	2.1%
Wholesale Retail	1,511	14.3%	5,981	14.2%	14,600	14.1%
Fin Insur Real Estate	2,175	20.5%	7,356	17.5%	12,838	12.4%
Professional Services	1,662	15.7%	7,013	16.7%	14,340	13.9%
Management Services	4	0.0%	14	0.0%	49	0.0%
Admin Waste Services	250	2.4%	1,103	2.6%	4,879	4.7%
Educational services	1,956	18.5%	7,434	17.7%	19,941	19.3%
Entertain services	809	7.6%	3,466	8.2%	11,156	10.8%
Other Prof services	290	2.7%	1,420	3.4%	4,630	4.5%
Public admin	144	1.4%	697	1.7%	1,770	1.7%

Industry Breakdown

Industry Breakdown Cont.

Household Segmentation Profile

For Market: Corona Del Mar - Newport Beach, CA
Date: March 2018

INSIGHT
MARKET ANALYTICS
by ECONSolutions

	Trade Area 1:	Trade Area 2:	Trade Area 3:
	5 Minute Drive Time PCH (MacArthur - Hazel)	10 Minute Drive Time PCH (MacArthur - Hazel)	15 Minute Drive Time PCH (MacArthur - Hazel)

Household Lifestage Group Comparison

	Trade Area 1: 5 Minute Drive Time PCH (MacArthur - Hazel)		Trade Area 2: 10 Minute Drive Time PCH (MacArthur - Hazel)		Trade Area 3: 15 Minute Drive Time PCH (MacArthur - Hazel)	
Total Households	**10,889**	**100%**	**37,481**	**100%**	**82,718**	**100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	2,915	26.8%	7,861	21.0%	10,732	13.0%
2	01- Summit Estates	(11B) Affluent Households	1,819	16.7%	5,899	15.7%	8,182	9.9%
3	33- Urban Diversity	(14B) Diverging Paths	1,251	11.5%	3,341	8.9%	6,662	8.1%
4	03- Corporate Connected	(15M) Top Wealth	893	8.2%	2,343	6.3%	4,338	5.2%
5	24- Career Building	(02Y) Taking Hold	758	7.0%	3,172	8.5%	5,987	7.2%
6	04- Top Professionals	(11B) Affluent Households	557	5.1%	1,630	4.3%	3,554	4.3%
7	05- Active & Involved	(19M) Solid Prestige	541	5.0%	1,556	4.2%	2,865	3.5%
8	09- Busy Schedules	(19M) Solid Prestige	477	4.4%	1,377	3.7%	2,982	3.6%
9	07- Active Lifestyles	(11B) Affluent Households	336	3.1%	1,133	3.0%	2,038	2.5%
10	36- Persistent & Productive	(20S) Community Minded	155	1.4%	556	1.5%	1,718	2.1%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: Corona Del Mar - Newport Beach, CA
Date: March 2018

TOTAL HOUSEHOLDS		10,889	100%	37,481	100%	82,718	100%
Lifestage Group	**Cluster Name**	**5 Minute Drive Time** PCH (MacArthur - Hazel)		**10 Minute Drive Time** PCH (MacArthur - Hazel)		**15 Minute Drive Time** PCH (MacArthur - Hazel)	
(01Y) Starting Out		**13**	**0.1%**	**479**	**1.3%**	**3,478**	**4.2%**
	39- Setting Goals	1	0.0%	21	0.1%	271	0.3%
	45- Offices & Entertainment	0	0.0%	188	0.5%	791	1.0%
	57- Collegiate Crowd	9	0.1%	188	0.5%	1,769	2.1%
	58- Outdoor Fervor	0	0.0%	1	0.0%	1	0.0%
	67- First Steps	3	0.0%	82	0.2%	647	0.8%
(02Y) Taking Hold		**776**	**7.1%**	**3,301**	**8.8%**	**6,511**	**7.9%**
	18- Climbing the Ladder	1	0.0%	27	0.1%	113	0.1%
	21- Children First	13	0.1%	88	0.2%	356	0.4%
	24- Career Building	758	7.0%	3,172	8.5%	5,987	7.2%
	30- Out & About	4	0.0%	13	0.0%	55	0.1%
(03X) Settling Down		**3**	**0.0%**	**15**	**0.0%**	**153**	**0.2%**
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	0	0.0%	15	0.0%
	46- Rural & Active	3	0.0%	15	0.0%	137	0.2%
(04X) Social Connectors		**13**	**0.1%**	**486**	**1.3%**	**3,501**	**4.2%**
	42- Creative Variety	2	0.0%	36	0.1%	287	0.3%
	52- Stylish & Striving	5	0.0%	222	0.6%	1,165	1.4%
	59- Mobile Mixers	6	0.1%	228	0.6%	2,049	2.5%
(05X) Busy Households		**22**	**0.2%**	**185**	**0.5%**	**1,060**	**1.3%**
	37- Firm Foundations	5	0.0%	27	0.1%	227	0.3%
	62- Movies & Sports	17	0.2%	158	0.4%	833	1.0%
(06X) Working & Studying		**9**	**0.1%**	**831**	**2.2%**	**2,465**	**3.0%**
	61- City Life	5	0.0%	783	2.1%	1,725	2.1%
	69- Productive Havens	4	0.0%	13	0.0%	159	0.2%
	70- Favorably Frugal	0	0.0%	35	0.1%	581	0.7%
(07X) Career Oriented		**314**	**2.9%**	**1,767**	**4.7%**	**4,990**	**6.0%**
	06- Casual Comfort	145	1.3%	591	1.6%	1,717	2.1%
	10- Careers & Travel	27	0.3%	258	0.7%	657	0.8%
	20- Carving Out Time	1	0.0%	22	0.1%	106	0.1%
	26- Getting Established	141	1.3%	896	2.4%	2,510	3.0%
(08X) Large Households		**60**	**0.6%**	**374**	**1.0%**	**1,188**	**1.4%**
	11- Schools & Shopping	30	0.3%	188	0.5%	474	0.6%
	12- On the Go	18	0.2%	91	0.2%	328	0.4%
	19- Country Comfort	0	0.0%	0	0.0%	0	0.0%
	27- Tenured Proprietors	12	0.1%	95	0.3%	386	0.5%
(09B) Comfortable Independence		**6**	**0.1%**	**212**	**0.6%**	**461**	**0.6%**
	29- City Mixers	1	0.0%	171	0.5%	187	0.2%
	35- Working & Active	1	0.0%	18	0.0%	125	0.2%
	56- Metro Active	3	0.0%	23	0.1%	149	0.2%
(10B) Rural-Metro Mix		**15**	**0.1%**	**161**	**0.4%**	**920**	**1.1%**
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	15	0.1%	161	0.4%	920	1.1%
	60- Rural & Mobile	0	0.0%	0	0.0%	0	0.0%

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

Household Segmentation Profile

INSIGHT MARKET ANALYTICS by ECONSolutions

Market: Corona Del Mar - Newport Beach, CA
Date: March 2018

		5 Minute Drive Time PCH (MacArthur - Hazel)		10 Minute Drive Time PCH (MacArthur - Hazel)		15 Minute Drive Time PCH (MacArthur - Hazel)	
TOTAL HOUSEHOLDS		**10,889**	**100%**	**37,481**	**100%**	**82,718**	**100%**
Lifestage Group	**Cluster Name**						
(11B) Affluent Households		**2,711**	**24.9%**	**8,663**	**23.1%**	**13,774**	**16.7%**
	01- Summit Estates	1,819	16.7%	5,899	15.7%	8,182	9.9%
	04- Top Professionals	557	5.1%	1,630	4.3%	3,554	4.3%
	07- Active Lifestyles	336	3.1%	1,133	3.0%	2,038	2.5%
(12B) Comfortable Households		**210**	**1.9%**	**1,383**	**3.7%**	**4,440**	**5.4%**
	13- Work & Play	104	1.0%	832	2.2%	2,699	3.3%
	17- Firmly Established	107	1.0%	551	1.5%	1,741	2.1%
(13B) Working Households		**22**	**0.2%**	**111**	**0.3%**	**579**	**0.7%**
	38- Occupational Mix	22	0.2%	111	0.3%	579	0.7%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		**1,272**	**11.7%**	**3,481**	**9.3%**	**7,210**	**8.7%**
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	3	0.0%	30	0.1%	70	0.1%
	31- Mid-Americana	4	0.0%	23	0.1%	119	0.1%
	32- Metro Mix	15	0.1%	87	0.2%	359	0.4%
	33- Urban Diversity	1,251	11.5%	3,341	8.9%	6,662	8.1%
(15M) Top Wealth		**3,808**	**35.0%**	**10,204**	**27.2%**	**15,070**	**18.2%**
	02- Established Elite	2,915	26.8%	7,861	21.0%	10,732	13.0%
	03- Corporate Connected	893	8.2%	2,343	6.3%	4,338	5.2%
(16M) Living Well		**86**	**0.8%**	**430**	**1.1%**	**1,119**	**1.4%**
	14- Career Centered	82	0.8%	389	1.0%	1,016	1.2%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	4	0.0%	41	0.1%	103	0.1%
(17M)Bargain Hunters		**45**	**0.4%**	**477**	**1.3%**	**2,893**	**3.5%**
	43- Work & Causes	6	0.1%	41	0.1%	254	0.3%
	44- Open Houses	4	0.0%	48	0.1%	344	0.4%
	55- Community Life	2	0.0%	25	0.1%	153	0.2%
	63- Staying Home	30	0.3%	348	0.9%	1,969	2.4%
	68- Staying Healthy	2	0.0%	15	0.0%	173	0.2%
(18M) Thrifty & Active		**0**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	0	0.0%	0	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		**1,132**	**10.4%**	**3,550**	**9.5%**	**7,976**	**9.6%**
	05- Active & Involved	541	5.0%	1,556	4.2%	2,865	3.5%
	08- Solid Surroundings	115	1.1%	617	1.6%	2,129	2.6%
	09- Busy Schedules	477	4.4%	1,377	3.7%	2,982	3.6%
(20S) Community Minded		**298**	**2.7%**	**1,051**	**2.8%**	**3,028**	**3.7%**
	25- Clubs & Causes	27	0.3%	146	0.4%	419	0.5%
	28- Community Pillars	115	1.1%	348	0.9%	891	1.1%
	36- Persistent & Productive	155	1.4%	556	1.5%	1,718	2.1%
(21S) Leisure Seekers		**74**	**0.7%**	**320**	**0.9%**	**1,900**	**2.3%**
	49- Home & Garden	13	0.1%	68	0.2%	298	0.4%
	51- Role Models	10	0.1%	35	0.1%	210	0.3%
	64- Practical & Careful	32	0.3%	96	0.3%	411	0.5%
	65- Hobbies & Shopping	8	0.1%	34	0.1%	412	0.5%
	66- Helping Hands	11	0.1%	87	0.2%	568	0.7%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.
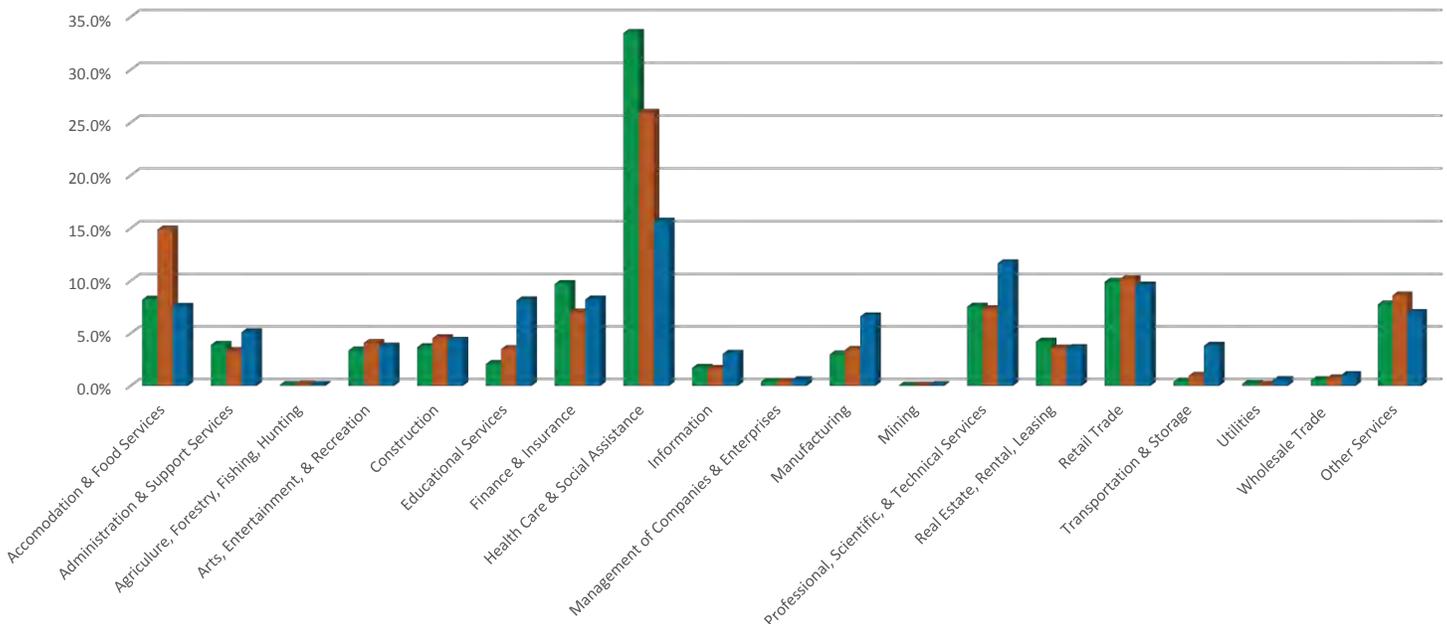
Employment Profile
For Market: Corona Del Mar
Market Definition: Pacific Coast Highway (MacArthur - Hazel) - Newport Beach, CA
Date Report Created: March 2018

	5 Minutes	10 Minutes	15 Minutes
Daytime Population	36,425	100,641	359,098
Student Population	1,633	15,242	75,504
Median Employee Salary	49,305	45,973	47,899
Average Employee Salary	61,122	57,236	59,356

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under $15,000 CrYr	361	1.5%	982	1.9%	5,802	2.8%
15,000 to 30,000 CrYr	2,399	9.7%	6,793	13.3%	18,705	9.1%
30,000 to 45,000 CrYr	8,563	34.8%	18,053	35.2%	71,347	34.8%
45,000 to 60,000 CrYr	3,775	15.3%	7,700	15.0%	33,936	16.6%
60,000 to 75,000 CrYr	2,608	10.6%	5,110	10.0%	19,540	9.5%
75,000 to 90,000 CrYr	1,723	7.0%	3,598	7.0%	16,655	8.1%
90,000 to 100,000 CrYr	979	4.0%	1,666	3.3%	9,141	4.5%
Over 100,000 CrYr	4,230	17.2%	7,318	14.3%	29,838	14.6%

Industry Groups

Employee's by Industry

|	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	**2,132**	**100%**	**24,638**	**100%**	**4,572**	**100%**	**51,220**	**100%**	**12,730**	**100%**	**204,963**	**100%**
Accomodation & Food Services	97	4.5%	2,020	8.2%	277	6.1%	7,614	14.9%	618	4.9%	15,410	7.5%
Administration & Support Services	54	2.5%	960	3.9%	106	2.3%	1,696	3.3%	366	2.9%	10,449	5.1%
Agriculture, Forestry, Fishing, Hunting	3	0.1%	17	0.1%	11	0.2%	60	0.1%	27	0.2%	157	0.1%
Arts, Entertainment, & Recreation	49	2.3%	827	3.4%	134	2.9%	2,087	4.1%	331	2.6%	7,643	3.7%
Construction	77	3.6%	905	3.7%	181	4.0%	2,317	4.5%	565	4.4%	8,768	4.3%
Educational Services	41	1.9%	511	2.1%	104	2.3%	1,791	3.5%	258	2.0%	16,664	8.1%
Finance & Insurance	215	10.1%	2,389	9.7%	373	8.2%	3,577	7.0%	1,158	9.1%	16,850	8.2%
Health Care & Social Assistance	534	25.0%	8,247	33.5%	1,042	22.8%	13,274	25.9%	2,118	16.6%	31,996	15.6%
Information	32	1.5%	421	1.7%	70	1.5%	819	1.6%	242	1.9%	6,229	3.0%
Management of Companies & Enterprises	3	0.1%	92	0.4%	8	0.2%	182	0.4%	19	0.2%	1,076	0.5%
Manufacturing	43	2.0%	734	3.0%	104	2.3%	1,748	3.4%	425	3.3%	13,550	6.6%
Mining	0	0.0%	0	0.0%	1	0.0%	3	0.0%	7	0.1%	114	0.1%
Professional, Scientific, & Technical Services	272	12.8%	1,857	7.5%	560	12.2%	3,735	7.3%	2,182	17.1%	23,916	11.7%
Real Estate, Rental, Leasing	138	6.5%	1,036	4.2%	253	5.5%	1,816	3.5%	709	5.6%	7,354	3.6%
Retail Trade	232	10.9%	2,442	9.9%	546	11.9%	5,209	10.2%	1,378	10.8%	19,576	9.6%
Transportation & Storage	5	0.2%	96	0.4%	26	0.6%	484	0.9%	105	0.8%	7,823	3.8%
Utilities	1	0.0%	45	0.2%	1	0.0%	45	0.1%	10	0.1%	1,109	0.5%
Wholesale Trade	17	0.8%	130	0.5%	50	1.1%	355	0.7%	200	1.6%	2,083	1.0%
Other Services	320	15.0%	1,909	7.7%	725	15.9%	4,406	8.6%	2,011	15.8%	14,196	6.9%

Employment Profile
For Market: Corona Del Mar
Market Definition: Pacific Coast Highway (MacArthur - Hazel) - Newport Beach, CA
Date Report Created: March 2018

Occupations	5 Minutes # of Employee's		10 Minutes # of Employee's		15 Minutes # of Employee's	
White Collar	15,615	63.4%	28,616	55.9%	117,846	57.5%
Architecture & Engineering	246	1.0%	631	1.2%	4,643	2.3%
Community & Social Science	1,185	4.8%	2,072	4.0%	5,381	2.6%
Computer/Mathematical Science	447	1.8%	845	1.6%	5,623	2.7%
Education, Training, & Library	485	2.0%	1,496	2.9%	9,128	4.5%
Entertainment & Media	353	1.4%	832	1.6%	4,154	2.0%
Healthcare Practitioners	2,965	12.0%	4,889	9.5%	11,818	5.8%
Healthcare Support	1,166	4.7%	1,897	3.7%	5,005	2.4%
Legal	368	1.5%	598	1.2%	3,655	1.8%
Life, Physical, & Social Science	228	0.9%	426	0.8%	2,082	1.0%
Management	1,658	6.7%	3,242	6.3%	13,832	6.7%
Office & Administrative Support	5,454	22.1%	9,780	19.1%	43,075	21.0%
Blue Collar	8,856	35.9%	22,229	43.4%	85,772	41.8%
Building & Grounds Cleaning & Maintenance	819	3.3%	1,662	3.2%	7,042	3.4%
Construction	628	2.5%	1,640	3.2%	6,743	3.3%
Farming, Fishing, & Forestry	15	0.1%	37	0.1%	164	0.1%
Food Service	1,784	7.2%	6,623	12.9%	14,271	7.0%
Installation & Maintenance	584	2.4%	1,328	2.6%	8,023	3.9%
Personal Care & Service	752	3.1%	1,592	3.1%	5,498	2.7%
Production	703	2.9%	1,673	3.3%	10,586	5.2%
Protective Service	278	1.1%	489	1.0%	2,287	1.1%
Sales & Related	2,601	10.6%	5,350	10.4%	20,455	10.0%
Transportation & Material Moving	691	2.8%	1,835	3.6%	10,703	5.2%
Military Services	166	0.7%	375	0.7%	1,345	0.7%

Employee's by Occupation
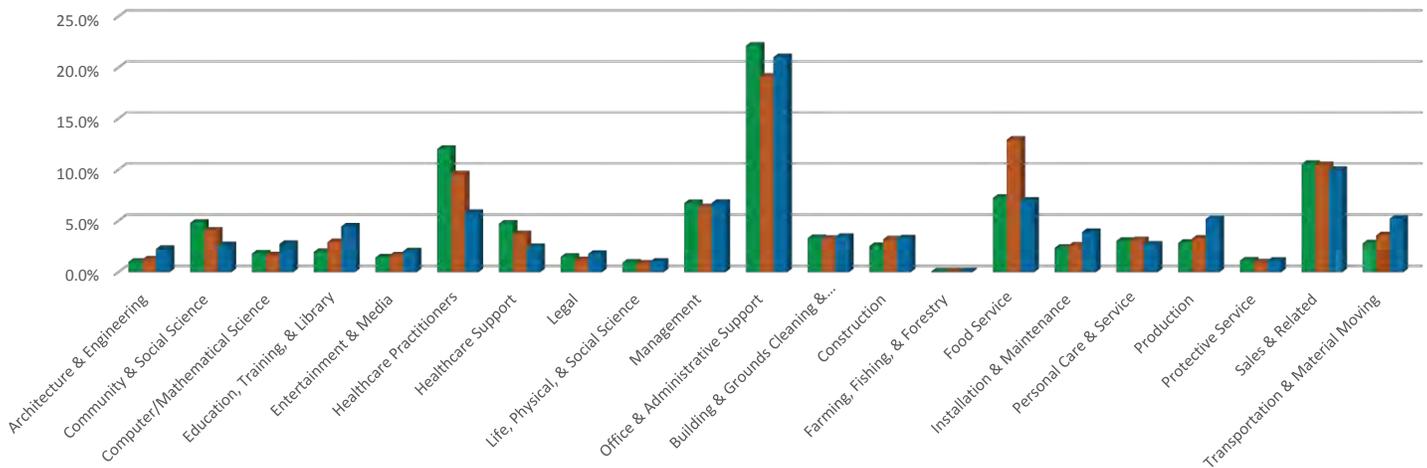
Employee Totals and History	#	#	#
Current	24,638	51,220	204,963
2017 Q3	24,209	50,875	196,337
2017 Q2	24,081	51,352	202,976
2017 Q1	24,287	50,649	202,876
2016 Q4	25,009	51,470	204,901
2016 Q3	24,402	49,773	193,477
2016 Q2	24,364	50,502	201,978
2016 Q1	24,307	50,434	202,390
2015 Q4	24,306	50,579	202,510

INSIGHT MARKET ANALYTICS by ECONSolutions

Consumer Demand & Market Supply Assessment

For Market:	Corona Del Mar
Market Definition:	Pacific Coast Highway (MacArthur - Hazel) - Newport Beach, CA
Date Report Created:	March 2018

	5 Minutes	10 Minutes	15 Minutes
Demographics			
Population	22,747	84,118	205,751
5-Year Population estimate	22,544	83,800	207,463
Population Households	22,735	83,532	198,183
Group Quarters Population	12	586	7,569
Households	11,211	38,382	83,837
5-Year Households estimate	11,120	38,214	84,463
WorkPlace Establishments	2,132	4,572	12,730
Workplace Employees	24,638	51,220	204,963
Median Household Income	$128,315	$121,052	$92,145

By Establishments	Consumer Demand	Market Supply		Opportunity Gap/Surplus	Consumer Demand	Market Supply		Opportunity Gap/Surplus	Consumer Demand	Market Supply		Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	$64,974,125	$0	-100%	($64,974,125)	$215,062,585	$38,945,094	-82%	($176,117,491)	$538,986,547	$697,544,174	29%	$158,557,627
Automotive Parts/Accessories/Tire	$6,895,318	$2,429,439	-65%	($4,465,878)	$25,061,564	$9,633,677	-62%	($15,427,887)	$58,606,683	$68,363,088	17%	$9,756,405
Bar/Drinking Places (Alcoholic Beverages)	$2,555,501	$1,109,265	-57%	($1,446,235)	$5,979,904	$7,292,461	22%	$1,312,558	$20,711,832	$20,553,901	-1%	($157,931)
Grocery Stores	$44,609,978	$31,186,427	-30%	($13,423,550)	$159,479,576	$115,779,384	-27%	($43,700,192)	$370,234,843	$319,840,872	-14%	($50,393,971)
Special Food Services	$7,716,016	$5,818,815	-25%	($1,897,202)	$20,874,599	$70,344,354	237%	$49,469,755	$62,435,691	$113,977,602	83%	$51,541,912
Building Material/Supplies Dealers	$23,638,238	$19,492,318	-18%	($4,145,920)	$85,537,619	$37,329,958	-56%	($48,207,661)	$197,260,451	$239,033,655	21%	$41,773,203
Vending Machine Operators (Non-Store)	$2,995,083	$2,540,224	-15%	($454,859)	$10,306,416	$2,562,562	-75%	($7,743,855)	$24,730,360	$5,613,309	-77%	($19,117,051)
Other Motor Vehicle Dealers	$4,424,846	$3,771,768	-15%	($653,078)	$16,004,150	$54,235,988	239%	$38,231,839	$36,390,413	$129,792,042	257%	$93,401,629
Other Misc. Store Retailers	$6,489,563	$5,819,699	-10%	($669,864)	$23,353,974	$16,634,078	-29%	($6,719,897)	$53,492,867	$68,570,497	28%	$15,077,631
Full-Service Restaurants	$41,298,823	$37,799,111	-8%	($3,499,711)	$104,667,684	$151,668,427	45%	$47,000,743	$334,470,343	$381,812,910	14%	$47,342,567
Sporting Goods/Hobby/Musical Instrument	$5,135,346	$5,359,499	4%	$224,152	$18,686,177	$16,413,984	-12%	($2,272,194)	$42,819,276	$67,610,266	58%	$24,790,990
Other General Merchandise Stores	$45,680,957	$57,317,923	25%	$11,636,966	$163,041,322	$70,843,312	-57%	($92,198,010)	$380,230,180	$402,757,118	6%	$22,526,938
Home Furnishing Stores	$4,181,445	$5,724,612	37%	$1,543,167	$15,140,472	$13,497,819	-11%	($1,642,653)	$34,939,836	$56,018,452	60%	$21,078,616
Lawn/Garden Equipment/Supplies Stores	$2,646,530	$3,644,721	38%	$998,191	$9,495,357	$7,016,451	-26%	($2,478,906)	$21,545,765	$15,781,756	-27%	($5,764,009)
Beer/Wine/Liquor Stores	$3,751,718	$5,368,593	43%	$1,616,876	$13,396,091	$15,384,093	15%	$1,988,002	$31,045,451	$42,551,938	37%	$11,506,487
Health/Personal Care Stores	$23,620,801	$34,308,152	45%	$10,687,351	$85,383,319	$79,558,289	-7%	($5,825,030)	$198,894,686	$328,543,970	65%	$129,649,284
Electronics/Appliance	$11,037,008	$16,137,588	46%	$5,100,580	$32,265,272	$32,120,505	0%	($144,767)	$90,064,476	$245,808,686	173%	$155,744,211
Used Merchandise Stores	$1,349,672	$2,030,364	50%	$680,692	$4,858,253	$4,338,766	-11%	($519,488)	$11,141,079	$11,646,731	5%	$505,653
Department Stores	$11,355,784	$18,125,705	60%	$6,769,921	$40,907,574	$24,848,726	-39%	($16,058,849)	$94,357,452	$77,337,219	-18%	($17,020,233)
Gasoline Stations	$31,057,820	$52,146,864	68%	$21,089,044	$112,312,933	$139,143,188	24%	$26,830,256	$260,877,961	$331,025,682	27%	$70,147,721
Office Supplies/Stationary/Gift	$2,813,572	$4,846,266	72%	$2,032,694	$9,400,295	$9,338,440	-1%	($61,856)	$23,166,649	$27,265,287	18%	$4,098,638
Direct Selling Establishments	$2,247,226	$4,073,243	81%	$1,826,017	$7,997,312	$5,558,538	-30%	($2,438,774)	$18,555,996	$20,675,834	11%	$2,119,838
Florists/Misc. Store Retailers	$637,491	$1,183,442	86%	$545,951	$2,286,419	$3,118,182	36%	$831,764	$5,188,264	$9,402,361	81%	$4,214,097
Limited-Service Eating Places	$35,352,002	$73,857,725	109%	$38,505,723	$95,651,482	$171,431,614	79%	$75,780,133	$286,134,226	$343,621,579	20%	$57,487,353
Book/Periodical/Music Stores	$1,731,015	$3,693,631	113%	$1,962,616	$6,194,476	$7,050,291	14%	$855,815	$14,597,021	$36,621,386	151%	$22,024,365
Automotive Dealers	$80,182,147	$179,815,646	124%	$99,633,499	$291,321,691	$349,844,495	20%	$58,522,804	$666,264,612	$1,806,179,984	171%	$1,139,915,372
Furniture Stores	$4,847,048	$11,650,846	140%	$6,803,798	$17,586,031	$14,948,433	-15%	($2,637,598)	$39,942,769	$68,544,735	72%	$28,601,966
Specialty Food Stores	$2,476,318	$6,296,461	154%	$3,820,143	$8,836,997	$11,975,578	36%	$3,138,580	$20,520,065	$27,584,721	34%	$7,064,656
Shoe Stores	$2,953,681	$7,892,487	167%	$4,938,806	$10,735,253	$12,632,954	18%	$1,897,701	$24,123,956	$49,281,017	104%	$25,157,060
Jewelry/Luggage/Leather Goods	$2,849,888	$12,585,692	342%	$9,735,804	$10,343,943	$22,679,779	119%	$12,335,835	$23,693,718	$43,635,364	84%	$19,941,646
Clothing Stores	$20,428,897	$117,275,051	474%	$96,846,153	$74,156,670	$174,547,962	135%	$100,391,292	$168,366,265	$346,873,709	106%	$178,507,443
Consumer Demand/Market Supply Index	**$501,933,855**	**$733,301,577**		**68**	**$1,696,325,411**	**$1,690,717,382**		**100**	**$4,153,789,730**	**$6,403,869,841**		**65**

Consumer Demand & Market Supply Assessment

For Market:	Corona Del Mar
Market Definition:	Pacific Coast Highway (MacArthur - Hazel) - 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	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Computer Hardware/Software/Supplies	$21,737,650	$5,783,549	-73% ($15,954,102)	$49,243,527	$17,032,045	-65% ($32,211,482)	$177,173,441	$184,419,875	4% $7,246,434
Pets/Pet Foods/Pet Supplies	$3,999,347	$2,398,867	-40% ($1,600,480)	$14,314,044	$5,695,091	-60% ($8,618,953)	$32,001,482	$25,458,032	-20% ($6,543,450)
Alcoholic Drinks Served at the Establishment	$22,221,909	$14,612,835	-34% ($7,609,073)	$51,316,574	$60,594,730	18% $9,278,156	$180,128,973	$151,417,869	-16% ($28,711,104)
Dimensional Lumber/Other Building Materials	$9,674,037	$8,264,547	-15% ($1,409,490)	$35,015,237	$15,891,258	-55% ($19,123,979)	$80,700,858	$100,947,655	25% $20,246,797
Hardware/Tools/Plumbing/Electrical Supplies	$6,500,234	$5,710,578	-12% ($789,656)	$23,654,643	$11,062,872	-53% ($12,591,770)	$55,168,009	$72,529,468	31% $17,361,459
Drugs/Health Aids/Beauty Aids/Cosmetics	$51,650,800	$46,289,952	-10% ($5,360,848)	$186,872,750	$105,965,638	-43% ($80,907,112)	$436,310,392	$571,563,860	31% $135,253,468
Paints/Sundries/Wallpaper/Wall Coverings	$1,675,941	$1,530,743	-9% ($145,197)	$6,106,240	$2,908,226	-52% ($3,198,014)	$14,351,093	$18,437,846	28% $4,086,752
Sporting Goods (incl Bicycles/Sports Vehicles)	$3,961,479	$3,738,457	-6% ($223,023)	$14,508,384	$11,481,164	-21% ($3,027,220)	$33,434,001	$60,842,414	82% $27,408,413
Small Electric Appliances	$958,137	$909,890	-5% ($48,247)	$3,445,710	$1,830,740	-47% ($1,614,970)	$7,877,052	$12,582,809	60% $4,705,757
Groceries/Other Food Items (Off Premises)	$67,785,817	$66,047,803	-3% ($1,738,014)	$244,366,313	$153,515,860	-37% ($90,850,453)	$562,271,005	$524,094,008	-7% ($38,176,997)
Automotive Tires/Tubes/Batteries/Parts	$13,216,966	$13,030,387	-1% ($186,579)	$48,105,218	$31,662,082	-34% ($16,443,136)	$112,951,038	$186,520,898	65% $73,569,859
Audio Equipment/Musical Instruments	$2,531,936	$2,531,040	0% ($896)	$9,194,977	$6,267,348	-32% ($2,927,630)	$21,112,977	$49,493,926	134% $28,380,949
All Other Merchandise	$17,438,359	$17,794,426	2% $356,067	$62,686,866	$47,264,292	-25% ($15,422,574)	$143,706,642	$236,854,930	65% $93,148,288
Lawn/Garden/Farm Equipment/Supplies	$7,051,069	$7,301,621	4% $250,552	$25,286,292	$15,915,464	-37% ($9,370,828)	$57,426,115	$67,702,207	18% $10,276,092
Floor/Floor Coverings	$3,302,888	$3,554,858	8% $251,970	$12,005,188	$7,702,492	-36% ($4,302,696)	$28,102,522	$39,139,654	39% $11,037,132
Packaged Liquor/Wine/Beer	$8,143,677	$9,499,759	17% $1,356,082	$29,456,921	$25,838,558	-12% ($3,618,363)	$67,178,667	$84,701,260	26% $17,522,593
Sewing/Knitting Materials/Supplies	$215,152	$262,698	22% $47,546	$753,268	$669,558	-11% ($83,710)	$1,653,590	$3,168,372	92% $1,514,783
Furniture/Sleep/Outdoor/Patio Furniture	$12,366,884	$16,305,186	32% $3,938,302	$44,909,016	$24,913,548	-45% ($19,995,468)	$101,936,172	$133,793,773	31% $31,857,601
Soaps/Detergents/Household Cleaners	$2,116,981	$2,805,201	33% $688,219	$7,600,783	$5,303,651	-30% ($2,297,132)	$17,572,094	$23,090,449	31% $5,518,355
Cigars/Cigarettes/Tobacco/Accessories	$4,628,357	$6,576,598	42% $1,948,241	$16,915,058	$15,256,147	-10% ($1,658,911)	$40,941,942	$52,942,603	29% $12,000,661
Curtains/Draperies/Slipcovers/Bed/Coverings	$2,073,033	$3,019,437	46% $946,405	$7,402,710	$5,531,442	-25% ($1,871,268)	$16,645,478	$28,739,468	73% $12,093,989
Paper/Related Products	$1,857,185	$2,765,705	49% $908,520	$6,677,436	$4,801,072	-28% ($1,876,365)	$15,495,761	$21,036,920	36% $5,541,159
Kitchenware/Home Furnishings	$5,124,553	$7,827,983	53% $2,703,430	$18,601,152	$14,780,145	-21% ($3,821,007)	$43,360,609	$67,705,964	56% $24,345,355
Meats/Nonalcoholic Beverages	$69,017,590	$105,622,007	53% $36,604,417	$187,046,642	$341,125,761	82% $154,079,119	$558,558,576	$718,474,423	29% $159,915,847
Books/Periodicals	$1,963,633	$3,021,734	54% $1,058,101	$7,229,527	$6,261,063	-13% ($968,464)	$16,757,936	$38,361,717	129% $21,603,781
Toys/Hobby Goods/Games	$2,160,447	$3,332,942	54% $1,172,496	$7,912,781	$6,948,386	-12% ($964,395)	$18,509,665	$35,329,832	91% $16,820,167
Major Household Appliances	$1,719,866	$2,742,313	59% $1,022,447	$6,067,459	$5,241,682	-14% ($825,777)	$13,059,754	$37,289,186	186% $24,229,432
Automotive Lubricants (incl Oil, Greases)	$1,719,866	$2,742,313	59% $1,022,447	$6,067,459	$5,241,682	-14% ($825,777)	$13,059,754	$37,289,186	186% $24,229,432
Optical Goods (incl Eyeglasses, Sunglasses)	$1,061,722	$1,696,963	60% $635,241	$3,771,985	$3,361,760	-11% ($410,224)	$8,383,490	$14,243,958	70% $5,860,468
Retailer Services	$14,666,659	$24,399,480	66% $9,732,820	$52,382,261	$61,685,504	18% $9,303,243	$116,029,602	$279,627,852	141% $163,598,250
Automotive Fuels	$28,242,330	$49,860,507	77% $21,618,177	$102,838,033	$127,111,817	24% $24,273,784	$237,291,116	$322,394,142	36% $85,103,026
Televisions/VCR/Video Cameras/DVD etc	$2,768,220	$5,174,435	87% $2,406,215	$10,149,961	$9,701,162	-4% ($448,799)	$23,534,965	$75,462,285	221% $51,927,320
Photographic Equipment/Supplies	$486,779	$956,071	96% $469,292	$1,767,427	$1,863,129	5% $95,702	$4,032,163	$14,329,786	255% $10,297,623
Autos/Cars/Vans/Trucks/Motorcycles	$69,937,335	$153,833,165	120% $83,895,830	$254,574,694	$324,160,650	27% $69,585,956	$583,213,449	$1,595,232,180	174% $1,012,018,731
Footwear, including Accessories	$7,156,887	$17,053,478	138% $9,896,591	$26,013,256	$27,533,019	6% $1,519,763	$58,412,616	$92,605,021	59% $34,192,405
Household Fuels (incl Oil, LP gas, Wood, Coal)	$781,256	$2,105,362	169% $1,324,106	$2,784,636	$3,168,755	14% $384,118	$6,366,891	$11,317,978	78% $4,951,087
Jewelry (including Watches)	$4,215,175	$14,080,079	234% $9,864,905	$15,326,096	$24,796,574	62% $9,470,478	$35,161,361	$57,521,748	64% $22,360,388
Mens Wear	$6,810,199	$24,183,182	255% $17,372,983	$24,838,223	$38,152,379	54% $13,314,156	$55,898,413	$100,777,988	80% $44,879,575
Womens/Juniors/Misses Wear	$17,404,763	$62,839,871	261% $45,435,108	$62,786,681	$96,053,884	53% $33,267,202	$141,888,780	$234,642,010	65% $92,753,229
Childrens Wear/Infants/Toddlers Clothing	$2,582,061	$12,783,352	395% $10,201,291	$9,748,464	$19,280,736	98% $9,532,272	$22,915,414	$47,364,736	107% $24,449,322

5 Minutes	10 Minutes	15 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 = Equalibrium
>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