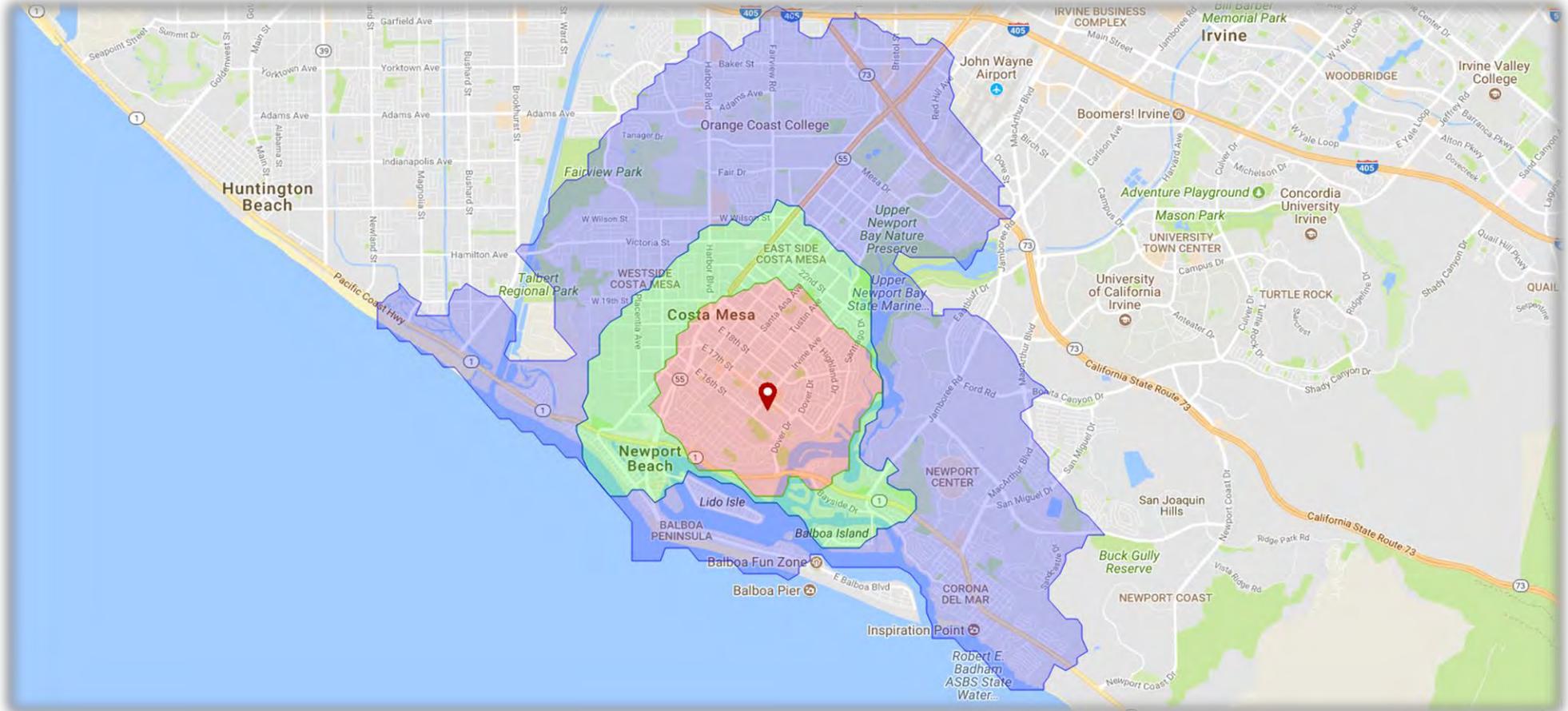


WESTCLIFF

Westcliff Dr & Irvine Ave - Newport Beach, CA

March 2018



	3 Minutes	5 Minutes	10 Minutes
Population	24,776	64,310	162,735
Daytime Population	26,973	64,234	232,211
Households	10,755	26,141	65,593
Average Age	40.5	39.3	40.1
Average HH Income	\$151,826	\$126,847	\$132,640
White Collar (Residents)	83%	71%	71%
Some College or Degree	81%	70%	69%

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



Consumer Demographic Profile

For Market:

Westcliff

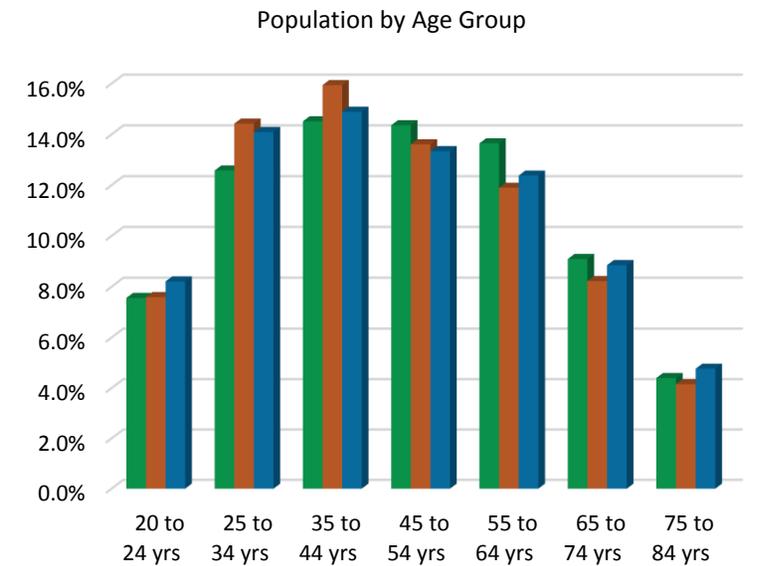
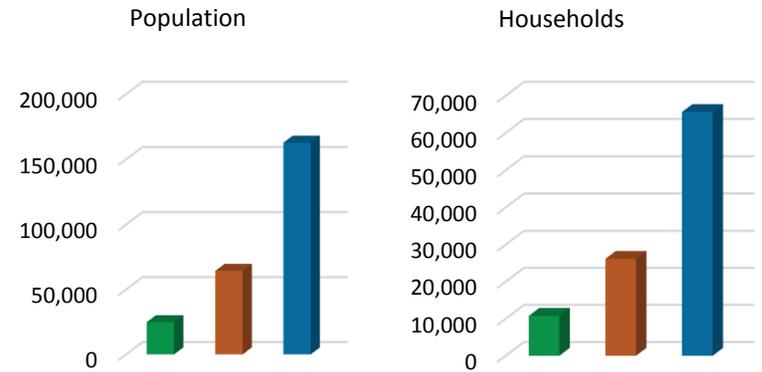
Market Definition:

Westcliff Dr & Irvine Ave - Newport Beach, CA

Date Report Created:

March 2018

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	24,776	---	64,310	---	162,735	---
5 Year Projected Pop	24,929	---	64,878	---	162,912	---
Pop Growth (%)	0.6%	---	0.9%	---	0.1%	---
Households	10,755	---	26,141	---	65,593	---
5 Year Projected HHs	10,801	---	26,304	---	65,547	---
HH Growth (%)	0.4%	---	0.6%	---	-0.1%	---
Census Stats						
2000 Population	23,570	---	61,714	---	159,970	---
2010 Population	24,197	---	61,671	---	158,826	---
Pop Growth (%)	2.7%	---	-0.1%	---	-0.7%	---
2000 Households	10,467	---	25,496	---	64,549	---
2010 Households	10,527	---	25,124	---	63,967	---
HH Growth (%)	0.6%	---	-1.5%	---	-0.9%	---
Total Population by Age						
Average Age	40.5		39.3		40.1	
19 yrs & under	5,410	21.8%	14,322	22.3%	34,895	21.4%
20 to 24 yrs	1,873	7.6%	4,880	7.6%	13,358	8.2%
25 to 34 yrs	3,116	12.6%	9,274	14.4%	22,925	14.1%
35 to 44 yrs	3,595	14.5%	10,248	15.9%	24,231	14.9%
45 to 54 yrs	3,557	14.4%	8,750	13.6%	21,703	13.3%
55 to 64 yrs	3,380	13.6%	7,650	11.9%	20,137	12.4%
65 to 74 yrs	2,252	9.1%	5,285	8.2%	14,402	8.8%
75 to 84 yrs	1,089	4.4%	2,668	4.1%	7,755	4.8%
85 + yrs	503	2.0%	1,231	1.9%	3,329	2.0%
Population Bases						
20-34 yrs	4,989	20.1%	14,154	22.0%	36,284	22.3%
45-64 yrs	6,938	28.0%	16,400	25.5%	41,840	25.7%
16 yrs +	19,923	80.4%	51,291	79.8%	131,056	80.5%
25 yrs +	17,494	70.6%	45,108	70.1%	114,482	70.3%
65 yrs +	3,844	15.5%	9,185	14.3%	25,486	15.7%
75 yrs +	1,592	6.4%	3,900	6.1%	11,084	6.8%
85 yrs +	503	2.0%	1,231	1.9%	3,329	2.0%



Consumer Demographic Profile

For Market:

Westcliff

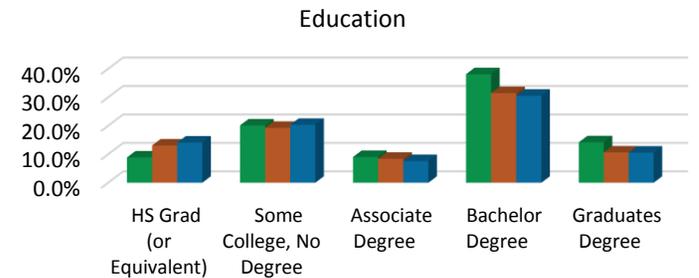
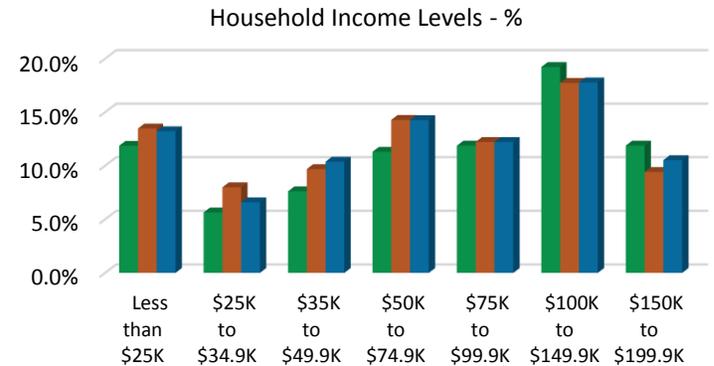
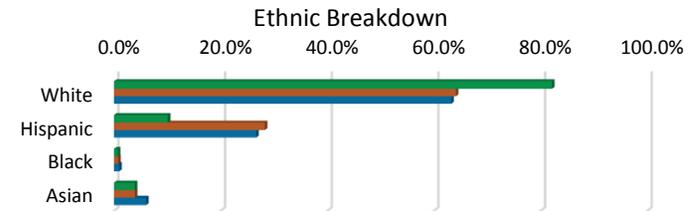
Market Definition:

Westcliff Dr & Irvine Ave - Newport Beach, CA

Date Report Created:

March 2018

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Population by Race						
White	20,353	82.1%	41,230	64.1%	102,914	63.2%
Hispanic	2,508	10.1%	18,191	28.3%	43,398	26.7%
Black	183	0.7%	506	0.8%	1,606	1.0%
Asian	967	3.9%	2,520	3.9%	9,826	6.0%
Ancestry						
American Indian (ancestry)	45	0.2%	140	0.2%	372	0.2%
Hawaiian (ancestry)	45	0.2%	147	0.2%	553	0.3%
Household Income						
Per Capita Income	\$65,902	---	\$51,562	---	\$53,463	---
Average HH Income	\$151,826	---	\$126,847	---	\$132,640	---
Median HH Income	\$104,324	---	\$83,623	---	\$85,559	---
Less than \$25K	1,276	11.9%	3,524	13.5%	8,673	13.2%
\$25K to \$34.9K	607	5.6%	2,088	8.0%	4,323	6.6%
\$35K to \$49.9K	818	7.6%	2,532	9.7%	6,807	10.4%
\$50K to \$74.9K	1,216	11.3%	3,734	14.3%	9,354	14.3%
\$75K to \$99.9K	1,277	11.9%	3,194	12.2%	8,012	12.2%
\$100K to \$149.9K	2,068	19.2%	4,638	17.7%	11,667	17.8%
\$150K to \$199.9K	1,278	11.9%	2,462	9.4%	6,898	10.5%
\$200K +	2,215	20.6%	3,970	15.2%	9,860	15.0%
Education						
Less than 9th Grade	207	1.2%	3,253	7.2%	7,833	6.8%
Some HS, No Diploma	346	2.0%	2,146	4.8%	5,244	4.6%
HS Grad (or Equivalent)	1,557	8.9%	5,904	13.1%	16,162	14.1%
Some College, No Degree	3,520	20.1%	8,693	19.3%	23,295	20.3%
Associate Degree	1,581	9.0%	3,790	8.4%	8,720	7.6%
Bachelor Degree	6,667	38.1%	14,199	31.5%	35,009	30.6%
Graduates Degree	2,487	14.2%	4,801	10.6%	12,121	10.6%



Consumer Demographic Profile

For Market:

Westcliff

Market Definition:

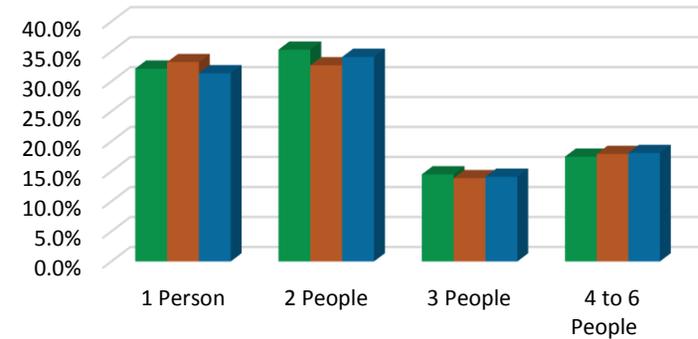
Westcliff Dr & Irvine Ave - Newport Beach, CA

Date Report Created:

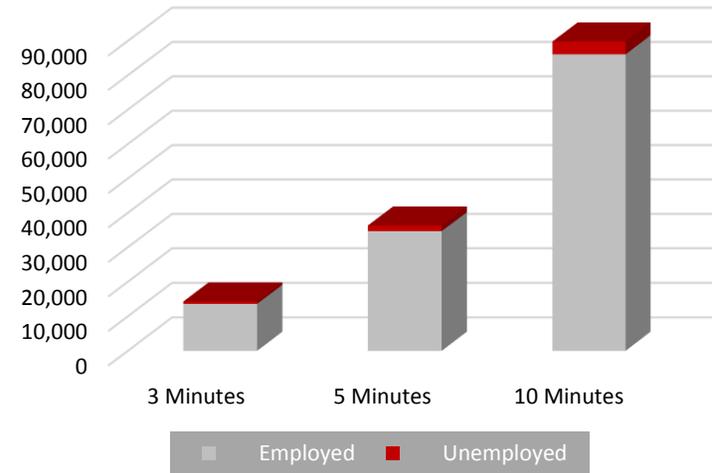
March 2018

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Family Structure	6,103		14,420		37,238	
Single - Male	257	4.2%	643	4.5%	1,666	4.5%
Single - Female	448	7.3%	1,087	7.5%	3,028	8.1%
Single Parent - Male	150	2.5%	724	5.0%	1,342	3.6%
Single Parent - Female	378	6.2%	1,150	8.0%	2,935	7.9%
Married w/ Children	2,127	34.9%	4,668	32.4%	11,113	29.8%
Married w/out Children	2,744	45.0%	6,148	42.6%	17,154	46.1%
Household Size						
1 Person	3,456	32.1%	8,687	33.2%	20,574	31.4%
2 People	3,798	35.3%	8,550	32.7%	22,370	34.1%
3 People	1,560	14.5%	3,627	13.9%	9,257	14.1%
4 to 6 People	1,877	17.5%	4,681	17.9%	11,850	18.1%
7+ People	64	0.6%	596	2.3%	1,543	2.4%
Home Ownership	10,755		26,141		65,593	
Owners	5,054	47.0%	10,675	40.8%	29,670	45.2%
Renters	5,701	53.0%	15,467	59.2%	35,923	54.8%
Components of Change						
Births	277	1.1%	744	1.2%	1,894	1.2%
Deaths	195	0.8%	459	0.7%	1,283	0.8%
Migration	-46	-0.2%	-473	-0.7%	-977	-0.6%
Employment (Pop 16+)	19,923		51,291		131,056	
Armed Services	0	0.0%	15	0.0%	64	0.0%
Civilian	14,251	71.5%	36,295	70.8%	89,827	68.5%
Employed	13,581	68.2%	34,639	67.5%	86,085	65.7%
Unemployed	669	3.4%	1,657	3.2%	3,742	2.9%
Not in Labor Force	5,672	28.5%	14,981	29.2%	41,165	31.4%
Employed Population	13,581		34,639		86,085	
White Collar	11,253	82.9%	24,570	70.9%	60,762	70.6%
Blue Collar	2,328	17.1%	10,069	29.1%	25,323	29.4%

Household Size



Civilian Employment



Consumer Demographic Profile

For Market:

Westcliff

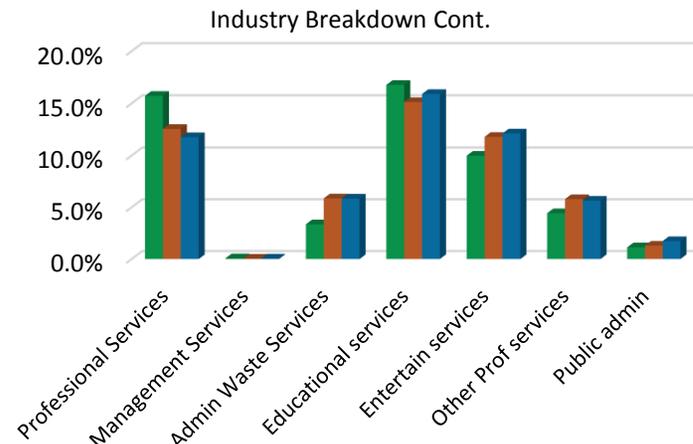
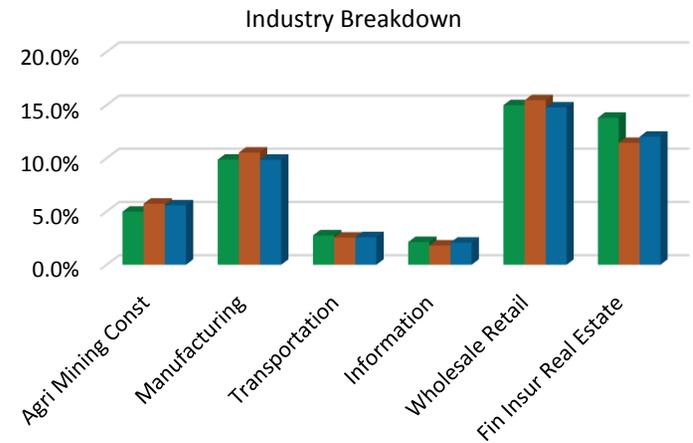
Market Definition:

Westcliff Dr & Irvine Ave - Newport Beach, CA

Date Report Created:

March 2018

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Employment By Occupation	13,581		34,639		86,085	
White Collar	11,253	82.9%	24,570	70.9%	60,762	70.6%
Managerial executive	3,957	29.1%	7,963	23.0%	20,247	23.5%
Prof specialty	3,417	25.2%	7,165	20.7%	17,824	20.7%
Healthcare support	29	0.2%	268	0.8%	1,018	1.2%
Sales	2,434	17.9%	5,469	15.8%	12,787	14.9%
Office Admin	1,416	10.4%	3,704	10.7%	8,885	10.3%
Blue Collar	2,328	17.1%	10,069	29.1%	25,323	29.4%
Protective	78	0.6%	323	0.9%	1,062	1.2%
Food Prep Serving	530	3.9%	2,294	6.6%	5,814	6.8%
Bldg Maint/Cleaning	208	1.5%	1,832	5.3%	4,295	5.0%
Personal Care	480	3.5%	1,271	3.7%	3,447	4.0%
Farming/Fishing/Forestry	41	0.3%	142	0.4%	297	0.3%
Construction	331	2.4%	1,635	4.7%	4,288	5.0%
Production Transp	659	4.9%	2,572	7.4%	6,119	7.1%
Employment By Industry	13,581		34,639		86,085	
Agri Mining Const	676	5.0%	1,984	5.7%	4,793	5.6%
Manufacturing	1,339	9.9%	3,647	10.5%	8,483	9.9%
Transportation	374	2.8%	884	2.6%	2,233	2.6%
Information	289	2.1%	627	1.8%	1,790	2.1%
Wholesale Retail	2,035	15.0%	5,355	15.5%	12,724	14.8%
Fin Insur Real Estate	1,875	13.8%	3,964	11.4%	10,354	12.0%
Professional Services	2,135	15.7%	4,349	12.6%	10,135	11.8%
Management Services	10	0.1%	14	0.0%	50	0.1%
Admin Waste Services	456	3.4%	2,032	5.9%	5,033	5.8%
Educational services	2,278	16.8%	5,242	15.1%	13,693	15.9%
Entertain services	1,356	10.0%	4,084	11.8%	10,438	12.1%
Other Prof services	602	4.4%	2,007	5.8%	4,859	5.6%
Public admin	154	1.1%	449	1.3%	1,499	1.7%



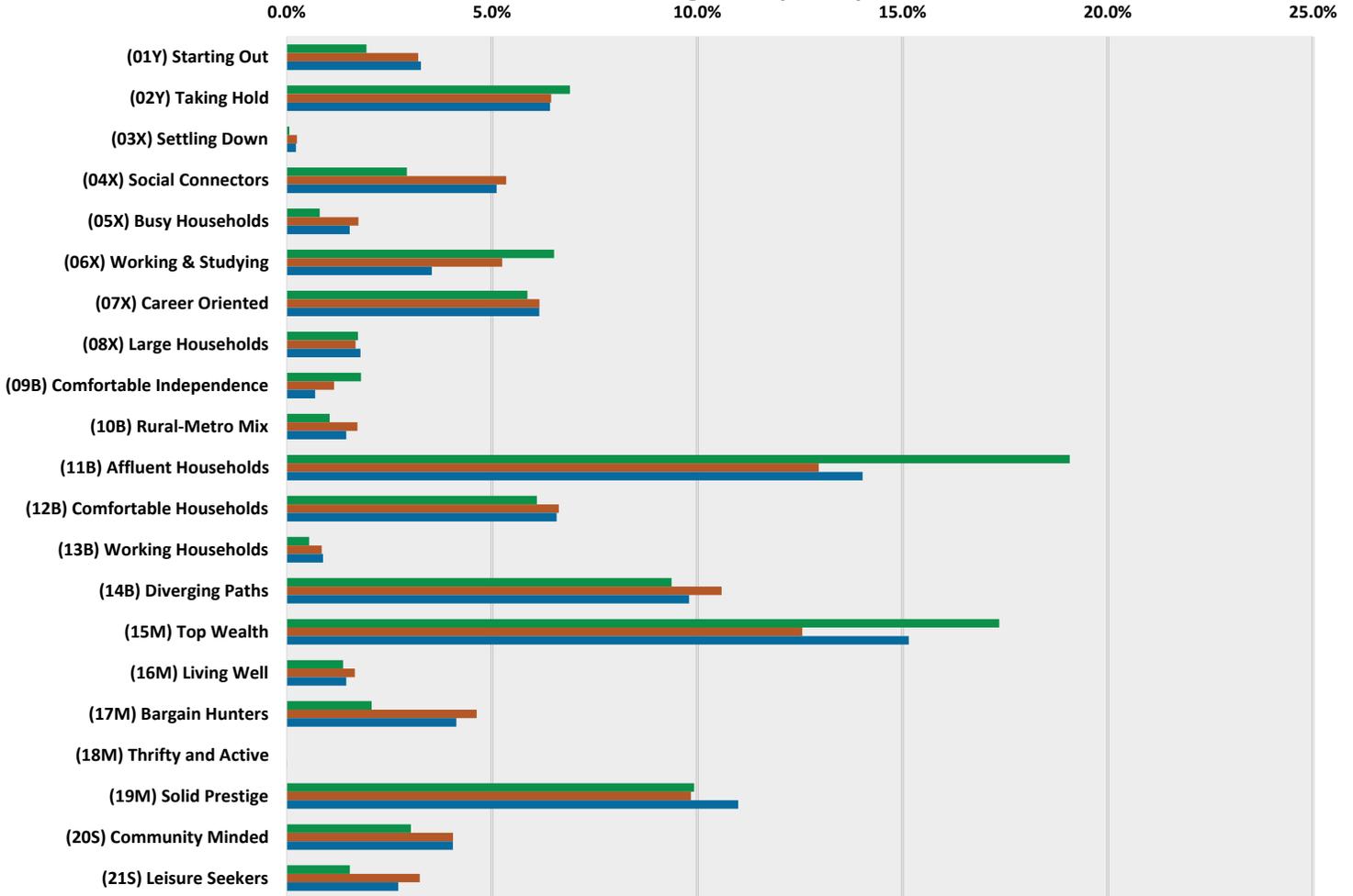
Household Segmentation Profile

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



Trade Area 1:	Trade Area 2:	Trade Area 3:
3 Minute Drive Time Westcliff Dr & Irvine Ave	5 Minute Drive Time Westcliff Dr & Irvine Ave	10 Minute Drive Time Westcliff Dr & Irvine Ave

Household Lifestage Group Comparison



Trade Area 1:	Trade Area 2:	Trade Area 3:
3 Minute Drive Time Westcliff Dr & Irvine Ave	5 Minute Drive Time Westcliff Dr & Irvine Ave	10 Minute Drive Time Westcliff Dr & Irvine Ave
10,748	25,546	64,833
100%	100%	100%

Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	1,297	12.1%	2,133	8.4%	6,553	10.1%
2	01- Summit Estates	(11B) Affluent Households	1,257	11.7%	1,787	7.0%	4,763	7.3%
3	33- Urban Diversity	(14B) Diverging Paths	930	8.7%	2,478	9.7%	5,833	9.0%
4	24- Career Building	(02Y) Taking Hold	687	6.4%	1,463	5.7%	3,647	5.6%
5	61- City Life	(06X) Working & Studying	684	6.4%	957	3.7%	1,568	2.4%
6	04- Top Professionals	(11B) Affluent Households	583	5.4%	1,034	4.0%	3,047	4.7%
7	03- Corporate Connected	(15M) Top Wealth	569	5.3%	1,075	4.2%	3,273	5.0%
8	09- Busy Schedules	(19M) Solid Prestige	430	4.0%	1,006	3.9%	2,935	4.5%
9	13- Work & Play	(12B) Comfortable Households	396	3.7%	1,053	4.1%	2,486	3.8%
10	26- Getting Established	(07X) Career Oriented	382	3.6%	923	3.6%	2,251	3.5%

* Rank is based on Trade Area 1 cluster size

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



Household Segmentation Profile

Market: Westcliff - Newport Beach, CA

Date: March 2018



TOTAL HOUSEHOLDS		10,748	100%	25,546	100%	64,833	100%
Lifestage Group	Cluster Name	3 Minute Drive Time Westcliff Dr & Irvine Ave		5 Minute Drive Time Westcliff Dr & Irvine Ave		10 Minute Drive Time Westcliff Dr & Irvine Ave	
(01Y) Starting Out		209	1.9%	819	3.2%	2,121	3.3%
	39- Setting Goals	17	0.2%	106	0.4%	240	0.4%
	45- Offices & Entertainment	83	0.8%	232	0.9%	554	0.9%
	57- Collegiate Crowd	76	0.7%	251	1.0%	808	1.2%
	58- Outdoor Fervor	0	0.0%	0	0.0%	1	0.0%
	67- First Steps	34	0.3%	229	0.9%	517	0.8%
(02Y) Taking Hold		742	6.9%	1,646	6.4%	4,161	6.4%
	18- Climbing the Ladder	18	0.2%	48	0.2%	126	0.2%
	21- Children First	30	0.3%	115	0.4%	327	0.5%
	24- Career Building	687	6.4%	1,463	5.7%	3,647	5.6%
	30- Out & About	6	0.1%	20	0.1%	61	0.1%
(03X) Settling Down		7	0.1%	64	0.3%	147	0.2%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	0	0.0%	2	0.0%
	46- Rural & Active	7	0.1%	64	0.3%	145	0.2%
(04X) Social Connectors		315	2.9%	1,366	5.3%	3,315	5.1%
	42- Creative Variety	22	0.2%	140	0.5%	282	0.4%
	52- Stylish & Striving	143	1.3%	444	1.7%	1,041	1.6%
	59- Mobile Mixers	149	1.4%	781	3.1%	1,992	3.1%
(05X) Busy Households		87	0.8%	447	1.7%	995	1.5%
	37- Firm Foundations	20	0.2%	105	0.4%	230	0.4%
	62- Movies & Sports	67	0.6%	343	1.3%	765	1.2%
(06X) Working & Studying		700	6.5%	1,341	5.2%	2,293	3.5%
	61- City Life	684	6.4%	957	3.7%	1,568	2.4%
	69- Productive Havens	4	0.0%	84	0.3%	158	0.2%
	70- Favorably Frugal	11	0.1%	299	1.2%	567	0.9%
(07X) Career Oriented		630	5.9%	1,573	6.2%	3,990	6.2%
	06- Casual Comfort	164	1.5%	431	1.7%	1,182	1.8%
	10- Careers & Travel	75	0.7%	177	0.7%	447	0.7%
	20- Carving Out Time	9	0.1%	42	0.2%	110	0.2%
	26- Getting Established	382	3.6%	923	3.6%	2,251	3.5%
(08X) Large Households		187	1.7%	429	1.7%	1,165	1.8%
	11- Schools & Shopping	86	0.8%	161	0.6%	402	0.6%
	12- On the Go	43	0.4%	116	0.5%	316	0.5%
	19- Country Comfort	0	0.0%	0	0.0%	0	0.0%
	27- Tenured Proprietors	58	0.5%	152	0.6%	448	0.7%
(09B) Comfortable Independence		195	1.8%	295	1.2%	450	0.7%
	29- City Mixers	170	1.6%	176	0.7%	183	0.3%
	35- Working & Active	14	0.1%	56	0.2%	129	0.2%
	56- Metro Active	10	0.1%	63	0.2%	138	0.2%
(10B) Rural-Metro Mix		113	1.0%	441	1.7%	941	1.5%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	113	1.0%	441	1.7%	941	1.5%
	60- Rural & Mobile	0	0.0%	0	0.0%	0	0.0%

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



Household Segmentation Profile

Market: Westcliff - Newport Beach, CA

Date: March 2018

TOTAL HOUSEHOLDS		10,748	100%	25,546	100%	64,833	100%
Lifestage Group	Cluster Name	3 Minute Drive Time Westcliff Dr & Irvine Ave		5 Minute Drive Time Westcliff Dr & Irvine Ave		10 Minute Drive Time Westcliff Dr & Irvine Ave	
(11B) Affluent Households		2,050	19.1%	3,311	13.0%	9,097	14.0%
	01- Summit Estates	1,257	11.7%	1,787	7.0%	4,763	7.3%
	04- Top Professionals	583	5.4%	1,034	4.0%	3,047	4.7%
	07- Active Lifestyles	210	2.0%	491	1.9%	1,286	2.0%
(12B) Comfortable Households		655	6.1%	1,694	6.6%	4,263	6.6%
	13- Work & Play	396	3.7%	1,053	4.1%	2,486	3.8%
	17- Firmly Established	259	2.4%	641	2.5%	1,777	2.7%
(13B) Working Households		59	0.5%	218	0.9%	575	0.9%
	38- Occupational Mix	59	0.5%	218	0.9%	575	0.9%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		1,008	9.4%	2,707	10.6%	6,355	9.8%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	15	0.1%	29	0.1%	68	0.1%
	31- Mid-Americana	20	0.2%	51	0.2%	144	0.2%
	32- Metro Mix	43	0.4%	148	0.6%	310	0.5%
	33- Urban Diversity	930	8.7%	2,478	9.7%	5,833	9.0%
(15M) Top Wealth		1,866	17.4%	3,208	12.6%	9,825	15.2%
	02- Established Elite	1,297	12.1%	2,133	8.4%	6,553	10.1%
	03- Corporate Connected	569	5.3%	1,075	4.2%	3,273	5.0%
(16M) Living Well		148	1.4%	424	1.7%	941	1.5%
	14- Career Centered	122	1.1%	371	1.5%	819	1.3%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	26	0.2%	53	0.2%	122	0.2%
(17M) Bargain Hunters		222	2.1%	1,182	4.6%	2,680	4.1%
	43- Work & Causes	22	0.2%	119	0.5%	250	0.4%
	44- Open Houses	21	0.2%	159	0.6%	330	0.5%
	55- Community Life	20	0.2%	74	0.3%	150	0.2%
	63- Staying Home	154	1.4%	750	2.9%	1,786	2.8%
	68- Staying Healthy	6	0.1%	81	0.3%	166	0.3%
(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		1,067	9.9%	2,516	9.8%	7,132	11.0%
	05- Active & Involved	353	3.3%	807	3.2%	2,064	3.2%
	08- Solid Surroundings	283	2.6%	703	2.8%	2,132	3.3%
	09- Busy Schedules	430	4.0%	1,006	3.9%	2,935	4.5%
(20S) Community Minded		325	3.0%	1,035	4.1%	2,625	4.0%
	25- Clubs & Causes	40	0.4%	159	0.6%	363	0.6%
	28- Community Pillars	87	0.8%	256	1.0%	660	1.0%
	36- Persistent & Productive	198	1.8%	620	2.4%	1,602	2.5%
(21S) Leisure Seekers		165	1.5%	828	3.2%	1,763	2.7%
	49- Home & Garden	31	0.3%	116	0.5%	286	0.4%
	51- Role Models	20	0.2%	92	0.4%	206	0.3%
	64- Practical & Careful	32	0.3%	147	0.6%	328	0.5%
	65- Hobbies & Shopping	25	0.2%	222	0.9%	432	0.7%
	66- Helping Hands	57	0.5%	252	1.0%	510	0.8%

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



Employment Profile

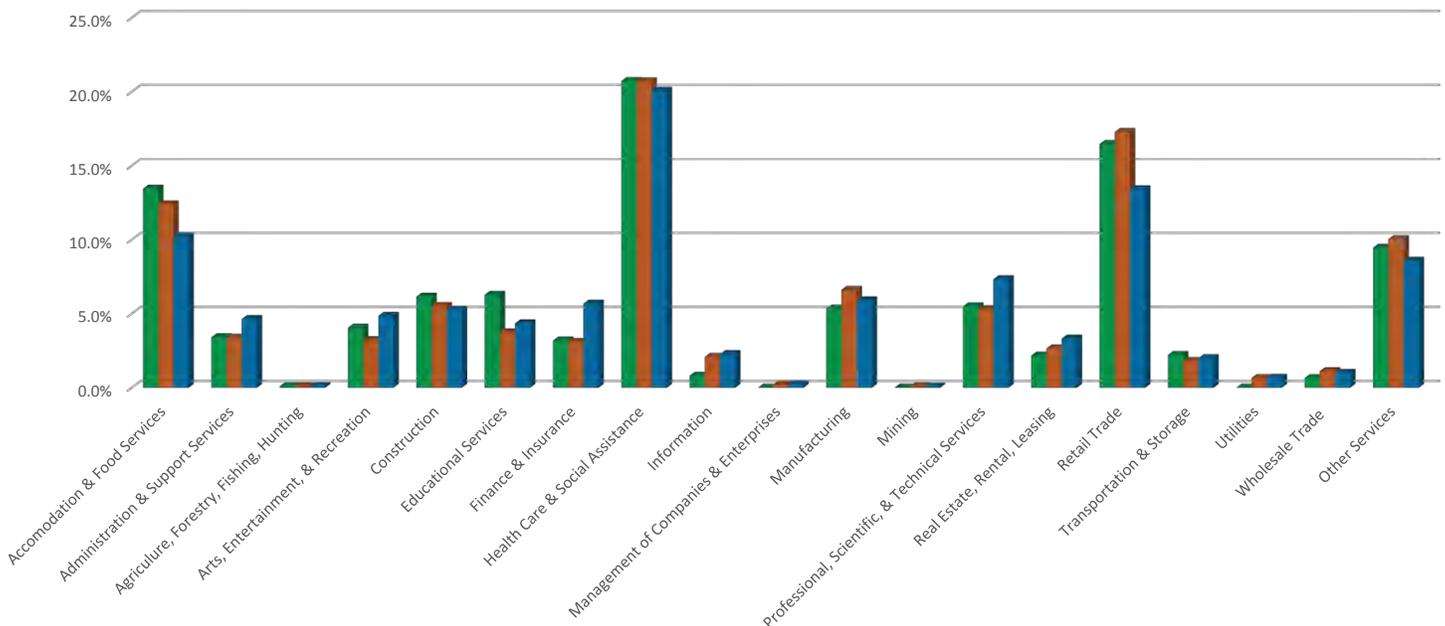
For Market: Westcliff
Market Definition: Westcliff Dr & Irvine Ave - Newport Beach, CA
Date Report Created: March 2018

	3 Minutes	5 Minutes	10 Minutes
Daytime Population	26,973	64,234	232,211
Student Population	5,755	8,943	61,625
Median Employee Salary	41,935	43,455	44,849
Average Employee Salary	51,920	53,530	55,750

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	404	3.1%	1,066	3.1%	3,069	2.7%
15,000 to 30,000 CrYr	1,839	14.2%	4,328	12.7%	13,470	11.7%
30,000 to 45,000 CrYr	5,018	38.6%	12,924	37.9%	42,398	36.9%
45,000 to 60,000 CrYr	2,045	15.7%	5,393	15.8%	17,777	15.5%
60,000 to 75,000 CrYr	1,266	9.7%	3,465	10.1%	11,593	10.1%
75,000 to 90,000 CrYr	830	6.4%	2,337	6.8%	8,372	7.3%
90,000 to 100,000 CrYr	260	2.0%	764	2.2%	3,270	2.8%
Over 100,000 CrYr	1,330	10.2%	3,861	11.3%	14,850	12.9%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,195	100%	12,992	100%	3,218	100%	34,138	100%	8,499	100%	114,799	100%
Accommodation & Food Services	61	5.1%	1,748	13.5%	168	5.2%	4,228	12.4%	482	5.7%	11,734	10.2%
Administration & Support Services	29	2.4%	443	3.4%	94	2.9%	1,152	3.4%	240	2.8%	5,332	4.6%
Agriculture, Forestry, Fishing, Hunting	2	0.2%	13	0.1%	6	0.2%	36	0.1%	22	0.3%	125	0.1%
Arts, Entertainment, & Recreation	38	3.2%	527	4.1%	93	2.9%	1,097	3.2%	239	2.8%	5,580	4.9%
Construction	64	5.4%	799	6.2%	176	5.5%	1,883	5.5%	449	5.3%	6,045	5.3%
Educational Services	40	3.3%	816	6.3%	71	2.2%	1,277	3.7%	194	2.3%	4,994	4.4%
Finance & Insurance	74	6.2%	414	3.2%	169	5.2%	1,055	3.1%	599	7.0%	6,522	5.7%
Health Care & Social Assistance	264	22.1%	2,693	20.7%	695	21.6%	7,069	20.7%	1,626	19.1%	23,045	20.1%
Information	13	1.1%	105	0.8%	49	1.5%	712	2.1%	144	1.7%	2,608	2.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	72	0.2%	10	0.1%	273	0.2%
Manufacturing	44	3.7%	694	5.3%	132	4.1%	2,260	6.6%	296	3.5%	6,776	5.9%
Mining	0	0.0%	1	0.0%	3	0.1%	34	0.1%	5	0.1%	83	0.1%
Professional, Scientific, & Technical Services	114	9.5%	714	5.5%	299	9.3%	1,810	5.3%	1,004	11.8%	8,414	7.3%
Real Estate, Rental, Leasing	48	4.0%	282	2.2%	148	4.6%	907	2.7%	450	5.3%	3,807	3.3%
Retail Trade	170	14.3%	2,140	16.5%	466	14.5%	5,900	17.3%	1,088	12.8%	15,400	13.4%
Transportation & Storage	10	0.9%	288	2.2%	26	0.8%	615	1.8%	64	0.7%	2,290	2.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	222	0.7%	8	0.1%	773	0.7%
Wholesale Trade	12	1.0%	84	0.7%	57	1.8%	381	1.1%	138	1.6%	1,148	1.0%
Other Services	212	17.7%	1,229	9.5%	562	17.5%	3,428	10.0%	1,440	16.9%	9,851	8.6%

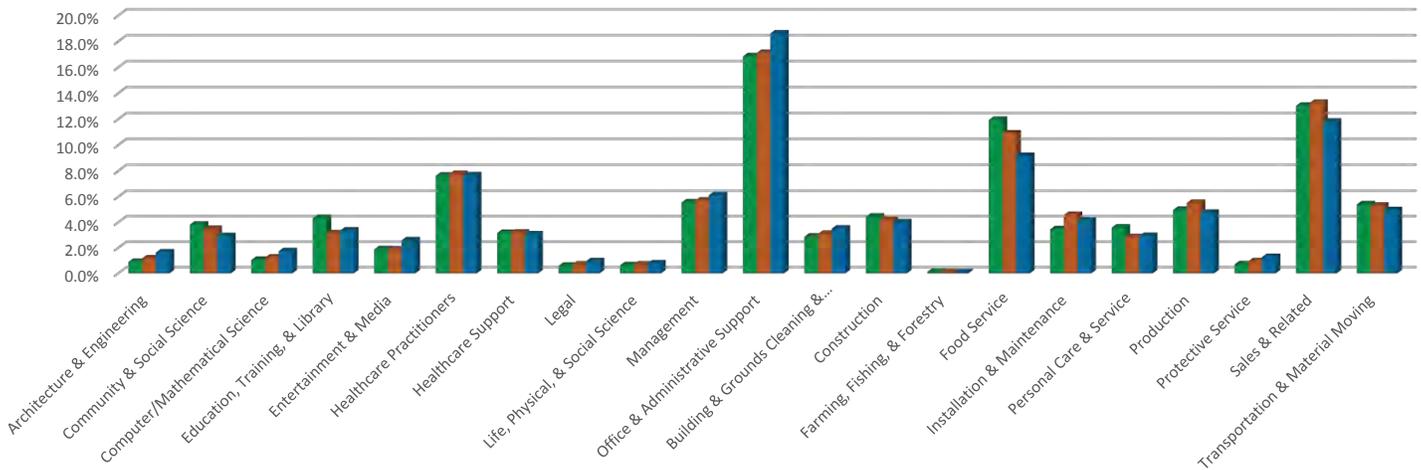


Employment Profile

For Market: Westcliff
Market Definition: Westcliff Dr & Irvine Ave - Newport Beach, CA
Date Report Created: March 2018

Occupations	3 Minutes		5 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	6,354	48.9%	16,649	48.8%	60,746	52.9%
Architecture & Engineering	115	0.9%	396	1.2%	1,859	1.6%
Community & Social Science	495	3.8%	1,184	3.5%	3,337	2.9%
Computer/Mathematical Science	136	1.0%	419	1.2%	1,978	1.7%
Education, Training, & Library	561	4.3%	1,066	3.1%	3,838	3.3%
Entertainment & Media	244	1.9%	636	1.9%	2,958	2.6%
Healthcare Practitioners	990	7.6%	2,647	7.8%	8,782	7.7%
Healthcare Support	410	3.2%	1,087	3.2%	3,501	3.0%
Legal	76	0.6%	235	0.7%	1,072	0.9%
Life, Physical, & Social Science	81	0.6%	236	0.7%	883	0.8%
Management	720	5.5%	1,945	5.7%	7,024	6.1%
Office & Administrative Support	2,189	16.8%	5,838	17.1%	21,369	18.6%
Blue Collar	6,555	50.5%	17,280	50.6%	53,375	46.5%
Building & Grounds Cleaning & Maintenance	373	2.9%	1,056	3.1%	4,013	3.5%
Construction	576	4.4%	1,427	4.2%	4,578	4.0%
Farming, Fishing, & Forestry	14	0.1%	28	0.1%	88	0.1%
Food Service	1,550	11.9%	3,715	10.9%	10,500	9.1%
Installation & Maintenance	447	3.4%	1,557	4.6%	4,750	4.1%
Personal Care & Service	464	3.6%	966	2.8%	3,349	2.9%
Production	645	5.0%	1,880	5.5%	5,434	4.7%
Protective Service	91	0.7%	319	0.9%	1,455	1.3%
Sales & Related	1,692	13.0%	4,521	13.2%	13,538	11.8%
Transportation & Material Moving	701	5.4%	1,808	5.3%	5,669	4.9%
Military Services	83	0.6%	209	0.6%	678	0.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	12,992	34,138	114,799
2017 Q3	12,348	32,920	110,921
2017 Q2	12,723	33,299	111,987
2017 Q1	12,826	33,484	112,611
2016 Q4	13,034	33,953	114,555
2016 Q3	12,487	32,935	110,519
2016 Q2	12,659	33,263	111,933
2016 Q1	12,653	33,191	111,787
2015 Q4	12,686	33,779	112,614

Consumer Demand & Market Supply Assessment

For Market: Westcliff
 Market Definition: Westcliff Dr & Irvine Ave - Newport Beach, CA
 Date Report Created: March 2018

	3 Minutes			5 Minutes			10 Minutes					
Demographics												
Population	24,776			64,310			162,735					
5-Year Population estimate	24,929			64,878			162,912					
Population Households	24,472			62,666			159,475					
Group Quarters Population	305			1,645			3,261					
Households	10,755			26,141			65,593					
5-Year Households estimate	10,801			26,304			65,547					
WorkPlace Establishments	1,195			3,218			8,499					
Workplace Employees	12,992			34,138			114,799					
Median Household Income	\$104,324			\$83,623			\$85,559					
By Establishments												
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus			
Other General Merchandise Stores	\$46,631,322	\$16,062,015	-66% (\$30,569,307)	\$117,724,621	\$44,593,574	-62% (\$73,131,047)	\$302,632,028	\$259,900,859	-14% (\$42,731,169)			
Electronic Shopping/Mail Order Houses	\$60,672,449	\$23,996,447	-60% (\$36,676,002)	\$153,236,532	\$79,200,755	-48% (\$74,035,777)	\$406,416,448	\$255,380,482	-37% (\$151,035,966)			
Building Material/Supplies Dealers	\$24,451,314	\$12,338,889	-50% (\$12,112,425)	\$61,757,445	\$59,494,206	-4% (\$2,263,239)	\$158,172,752	\$185,246,116	17% \$27,073,364			
Vending Machine Operators (Non-Store)	\$2,919,434	\$1,522,577	-48% (\$1,396,856)	\$7,358,711	\$1,693,483	-77% (\$5,665,228)	\$19,201,100	\$5,927,190	-69% (\$13,273,910)			
Department Stores	\$11,689,940	\$6,964,329	-40% (\$4,725,611)	\$29,344,738	\$22,624,138	-23% (\$6,720,600)	\$75,264,850	\$58,303,616	-23% (\$16,961,234)			
Electronics/Appliance	\$8,829,779	\$5,274,148	-40% (\$3,555,631)	\$22,224,479	\$19,385,055	-13% (\$2,839,424)	\$62,409,173	\$105,366,213	69% \$42,957,040			
Direct Selling Establishments	\$2,278,457	\$1,386,901	-39% (\$891,556)	\$5,747,529	\$4,254,923	-26% (\$1,492,606)	\$14,779,452	\$15,843,921	7% \$1,064,470			
Automotive Parts/Accessories/Tire	\$7,256,888	\$7,262,117	0% \$5,228	\$18,511,206	\$26,028,196	41% \$7,516,989	\$47,206,204	\$68,196,483	44% \$20,990,279			
Lawn/Garden Equipment/Supplies Stores	\$2,691,492	\$2,712,923	1% \$21,431	\$6,726,415	\$5,638,098	-16% (\$1,088,316)	\$17,277,571	\$14,761,302	-15% (\$2,516,269)			
Limited-Service Eating Places	\$25,651,924	\$26,752,887	4% \$1,100,963	\$64,248,687	\$55,855,358	-13% (\$8,393,329)	\$188,076,447	\$229,092,465	22% \$41,016,019			
Furniture Stores	\$5,003,960	\$5,527,696	10% \$523,737	\$12,434,358	\$11,108,747	-11% (\$1,325,612)	\$31,913,684	\$57,799,148	81% \$25,885,464			
Specialty Food Stores	\$2,520,922	\$3,030,026	20% \$509,104	\$6,359,610	\$7,298,896	15% \$939,286	\$16,345,686	\$22,519,912	38% \$6,174,226			
Gasoline Stations	\$32,333,090	\$44,352,160	37% \$12,019,070	\$81,596,366	\$105,964,019	30% \$24,367,653	\$209,269,641	\$265,958,794	27% \$56,689,153			
Sporting Goods/Hobby/Musical Instrument	\$5,370,153	\$7,583,218	41% \$2,213,065	\$13,415,726	\$19,328,820	44% \$5,913,094	\$34,339,183	\$49,523,215	44% \$15,184,031			
Other Misc. Store Retailers	\$6,673,216	\$9,577,792	44% \$2,904,576	\$16,775,477	\$19,455,334	16% \$2,679,857	\$43,003,444	\$49,113,001	14% \$6,109,557			
Health/Personal Care Stores	\$24,614,348	\$36,872,023	50% \$12,257,675	\$62,650,257	\$87,031,641	39% \$24,381,384	\$159,913,464	\$193,898,188	21% \$33,984,724			
Grocery Stores	\$45,557,889	\$69,705,119	53% \$24,147,230	\$114,971,009	\$96,074,353	-16% (\$18,896,656)	\$295,271,735	\$280,187,643	-5% (\$15,084,092)			
Book/Periodical/Music Stores	\$1,761,830	\$2,794,999	59% \$1,033,168	\$4,402,970	\$8,396,572	91% \$3,993,603	\$11,394,416	\$29,617,622	160% \$18,223,206			
Jewelry/Luggage/Leather Goods	\$2,953,798	\$5,012,894	70% \$2,059,096	\$7,401,753	\$11,682,773	58% \$4,281,020	\$18,953,494	\$31,529,752	66% \$12,576,258			
Full-Service Restaurants	\$27,667,249	\$50,634,098	83% \$22,966,849	\$69,645,486	\$108,618,300	56% \$38,972,813	\$210,784,574	\$270,495,468	28% \$59,710,895			
Shoe Stores	\$3,039,884	\$5,572,342	83% \$2,532,458	\$7,477,252	\$29,675,758	297% \$22,198,507	\$19,196,263	\$47,816,984	149% \$28,620,720			
Used Merchandise Stores	\$1,385,374	\$2,564,329	85% \$1,178,955	\$3,481,269	\$4,588,620	32% \$1,107,351	\$8,929,920	\$9,654,919	8% \$724,999			
Automotive Dealers	\$83,131,445	\$155,070,581	87% \$71,939,136	\$207,843,366	\$690,816,809	232% \$482,973,443	\$534,045,662	\$1,761,095,581	230% \$1,227,049,919			
Office Supplies/Stationary/Gift	\$2,648,317	\$5,203,394	96% \$2,555,077	\$6,670,483	\$10,419,830	56% \$3,749,346	\$17,630,018	\$22,984,577	30% \$5,354,559			
Clothing Stores	\$21,063,266	\$44,974,147	114% \$23,910,881	\$52,308,319	\$101,445,809	94% \$49,137,490	\$134,089,621	\$322,102,314	140% \$188,012,693			
Home Furnishing Stores	\$4,344,097	\$9,895,077	128% \$5,550,980	\$10,961,396	\$18,100,417	65% \$7,139,021	\$28,033,536	\$49,898,497	78% \$21,864,962			
Beer/Wine/Liquor Stores	\$3,827,175	\$10,723,203	180% \$6,896,028	\$9,574,655	\$23,239,739	143% \$13,665,084	\$24,644,955	\$46,291,332	88% \$21,646,377			
Florists/Misc. Store Retailers	\$647,968	\$1,878,863	190% \$1,230,895	\$1,619,738	\$2,601,624	61% \$981,886	\$4,160,237	\$7,459,883	79% \$3,299,647			
Bar/Drinking Places (Alcoholic Beverages)	\$1,550,601	\$5,960,594	284% \$4,409,993	\$3,930,371	\$11,918,366	203% \$7,987,995	\$12,417,144	\$21,082,694	70% \$8,665,550			
Special Food Services	\$5,597,283	\$23,340,284	317% \$17,743,001	\$14,017,218	\$50,803,017	262% \$36,785,799	\$41,034,956	\$104,664,449	155% \$63,629,493			
Other Motor Vehicle Dealers	\$4,551,189	\$24,875,317	447% \$20,324,128	\$11,341,810	\$74,277,394	555% \$62,935,584	\$29,144,661	\$121,672,838	317% \$92,528,178			
Consumer Demand/Market Supply Index	\$479,316,051	\$629,421,389	76	\$1,205,759,250	\$1,811,614,622	67	\$3,175,952,316	\$4,963,385,460	64			



Consumer Demand & Market Supply Assessment

For Market: Westcliff
 Market Definition: Westcliff Dr & Irvine Ave - Newport Beach, CA
 Date Report Created: March 2018

By Major Product Lines	3 Minutes			5 Minutes			10 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Computer Hardware/Software/Supplies	\$12,709,820	\$5,880,278	-54% (\$6,829,541)	\$32,559,294	\$19,242,808	-41% (\$13,316,486)	\$104,358,990	\$74,487,383	-29% (\$29,871,607)
Dimensional Lumber/Other Building Materials	\$9,944,421	\$5,345,650	-46% (\$4,598,770)	\$25,147,217	\$25,189,342	0% \$42,125	\$64,522,409	\$78,274,707	21% \$13,752,298
Paints/Sundries/Wallpaper/Wall Coverings	\$1,775,428	\$967,934	-45% (\$807,493)	\$4,538,691	\$4,558,472	0% \$19,781	\$11,569,256	\$14,253,971	23% \$2,684,715
Hardware/Tools/Plumbing/Electrical Supplies	\$6,839,302	\$3,785,652	-45% (\$3,053,649)	\$17,382,613	\$16,724,035	-4% (\$658,578)	\$44,383,259	\$52,871,028	19% \$8,487,769
Pets/Pet Foods/Pet Supplies	\$4,036,267	\$2,908,576	-28% (\$1,127,692)	\$9,951,852	\$6,155,444	-38% (\$3,796,408)	\$25,651,103	\$17,455,210	-32% (\$8,195,894)
Major Household Appliances	\$1,689,957	\$1,230,137	-27% (\$459,820)	\$4,040,571	\$4,678,741	16% \$638,170	\$10,446,364	\$19,337,166	85% \$8,890,802
Automotive Lubricants (incl Oil, Greases)	\$1,689,957	\$1,230,137	-27% (\$459,820)	\$4,040,571	\$4,678,741	16% \$638,170	\$10,446,364	\$19,337,166	85% \$8,890,802
Furniture/Sleep/Outdoor/Patio Furniture	\$12,778,407	\$9,794,489	-23% (\$2,983,919)	\$31,740,237	\$22,388,664	-29% (\$9,351,572)	\$81,455,192	\$92,231,987	13% \$10,776,795
Televisions/VCR/Video Cameras/DVD etc	\$2,905,598	\$2,239,464	-23% (\$666,134)	\$7,350,226	\$7,430,839	1% \$80,614	\$18,803,354	\$34,849,686	85% \$16,046,332
Audio Equipment/Musical Instruments	\$2,637,397	\$2,141,205	-19% (\$496,192)	\$6,608,342	\$6,370,034	-4% (\$238,308)	\$16,893,737	\$23,184,810	37% \$6,291,073
Small Electric Appliances	\$984,396	\$818,513	-17% (\$165,884)	\$2,464,558	\$2,097,889	-15% (\$366,669)	\$6,316,049	\$7,019,434	11% \$703,385
Photographic Equipment/Supplies	\$497,470	\$418,669	-16% (\$78,800)	\$1,246,026	\$1,376,785	10% \$130,759	\$3,202,620	\$6,448,053	101% \$3,245,433
Drugs/Health Aids/Beauty Aids/Cosmetics	\$53,953,930	\$47,407,779	-12% (\$6,546,151)	\$137,585,027	\$116,041,145	-16% (\$21,543,882)	\$350,967,423	\$309,572,206	-12% (\$41,395,218)
Paper/Related Products	\$1,924,727	\$1,865,222	-3% (\$59,505)	\$4,899,253	\$3,851,199	-21% (\$1,048,054)	\$12,480,541	\$14,524,216	16% \$2,043,676
Lawn/Garden/Farm Equipment/Supplies	\$7,167,552	\$6,976,617	-3% (\$190,935)	\$17,934,368	\$16,526,742	-8% (\$1,407,626)	\$46,063,217	\$49,177,549	7% \$3,114,331
Soaps/Detergents/Household Cleaners	\$2,186,666	\$2,169,755	-1% (\$16,910)	\$5,549,080	\$4,616,356	-17% (\$932,724)	\$14,166,669	\$16,499,574	16% \$2,332,905
Groceries/Other Food Items (Off Premises)	\$69,841,277	\$72,203,540	3% \$2,362,262	\$176,237,724	\$120,811,023	-31% (\$55,426,701)	\$451,116,174	\$403,812,778	-10% (\$47,303,396)
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$790,156	\$847,847	7% \$57,692	\$1,998,798	\$2,523,017	26% \$524,219	\$5,120,328	\$8,735,441	71% \$3,615,112
All Other Merchandise	\$17,886,019	\$20,868,769	17% \$2,982,751	\$45,080,304	\$52,003,504	15% \$6,923,200	\$115,567,296	\$140,228,193	21% \$24,660,896
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,097,532	\$2,477,958	18% \$380,426	\$5,200,833	\$5,851,527	13% \$650,693	\$13,364,287	\$18,913,376	42% \$5,549,089
Automotive Tires/Tubes/Batteries/Parts	\$13,965,561	\$16,546,448	18% \$2,580,887	\$35,731,862	\$65,667,641	84% \$29,935,779	\$91,052,092	\$170,057,204	87% \$79,005,113
Kitchenware/Home Furnishings	\$5,365,328	\$6,365,977	19% \$1,000,650	\$13,644,590	\$14,735,644	8% \$1,091,054	\$34,861,394	\$45,363,564	30% \$10,502,169
Toys/Hobby Goods/Games	\$2,293,384	\$2,741,085	20% \$447,701	\$5,843,299	\$7,174,172	23% \$1,330,873	\$14,895,355	\$21,638,938	45% \$6,743,583
Sporting Goods (incl Bicycles/Sports Vehicles)	\$4,211,814	\$5,138,147	22% \$926,333	\$10,529,469	\$14,094,250	34% \$3,564,781	\$26,895,161	\$37,482,188	39% \$10,587,027
Cigars/Cigarettes/Tobacco/Accessories	\$5,016,303	\$6,383,748	27% \$1,367,445	\$13,116,585	\$13,812,054	5% \$695,469	\$33,224,266	\$38,910,291	17% \$5,686,026
Books/Periodicals	\$2,062,396	\$2,628,666	27% \$566,269	\$5,129,210	\$7,700,493	50% \$2,571,283	\$13,178,017	\$26,330,907	100% \$13,152,890
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,054,524	\$1,367,105	30% \$312,581	\$2,596,453	\$3,308,354	27% \$711,901	\$6,693,517	\$8,684,816	30% \$1,991,298
Floor/Floor Coverings	\$3,471,201	\$4,575,544	32% \$1,104,343	\$8,854,877	\$10,705,046	21% \$1,850,169	\$22,569,480	\$31,468,803	39% \$8,899,322
Footwear, including Accessories	\$7,365,060	\$9,725,040	32% \$2,359,981	\$18,103,770	\$38,130,182	111% \$20,026,412	\$46,478,652	\$78,471,487	69% \$31,992,835
Sewing/Knitting Materials/Supplies	\$215,203	\$288,837	34% \$73,634	\$519,008	\$748,732	44% \$229,724	\$1,351,028	\$2,130,324	58% \$779,296
Automotive Fuels	\$29,630,442	\$40,724,017	37% \$11,093,575	\$74,656,350	\$96,420,111	29% \$21,763,761	\$191,147,478	\$254,607,039	33% \$63,459,561
Jewelry (including Watches)	\$4,381,312	\$6,031,989	38% \$1,650,678	\$10,985,987	\$14,330,787	30% \$3,344,800	\$28,119,310	\$40,422,157	44% \$12,302,847
Womens/Juniors/Misses Wear	\$17,711,575	\$25,955,026	47% \$8,243,451	\$43,876,974	\$61,565,725	40% \$17,688,751	\$112,626,618	\$192,572,982	71% \$79,946,365
Mens Wear	\$7,016,639	\$10,758,380	53% \$3,741,741	\$17,250,784	\$26,859,311	56% \$9,608,527	\$44,355,717	\$80,484,475	81% \$36,128,758
Meats/Nonalcoholic Beverages	\$50,176,670	\$84,875,145	69% \$34,698,474	\$125,640,682	\$180,373,134	44% \$54,732,451	\$367,517,373	\$519,419,721	41% \$151,902,348
Alcoholic Drinks Served at the Establishment	\$13,261,444	\$23,008,235	73% \$9,746,791	\$33,653,377	\$48,555,454	44% \$14,902,077	\$107,115,353	\$113,801,964	6% \$6,686,612
Packaged Liquor/Wine/Beer	\$8,420,047	\$15,095,982	79% \$6,675,936	\$20,979,988	\$30,616,515	46% \$9,636,527	\$53,761,930	\$73,067,471	36% \$19,305,541
Retailer Services	\$14,669,679	\$26,359,498	80% \$11,689,819	\$35,879,140	\$99,027,666	176% \$63,148,527	\$92,443,173	\$244,554,891	165% \$152,111,718
Childrens Wear/Infants/Toddlers Clothing	\$2,898,464	\$5,231,893	81% \$2,333,428	\$7,337,570	\$12,431,731	69% \$5,094,161	\$18,559,878	\$39,168,710	111% \$20,608,832
Autos/Cars/Vans/Trucks/Motorcycles	\$72,710,517	\$144,143,935	98% \$71,433,417	\$181,923,684	\$622,758,694	242% \$440,835,009	\$467,591,904	\$1,551,943,608	232% \$1,084,351,704



Consumer Demand & Market Supply Assessment

For Market: Westcliff
Market Definition: Westcliff Dr & Irvine Ave - Newport Beach, CA
Date Report Created: March 2018

3 Minutes

5 Minutes

10 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