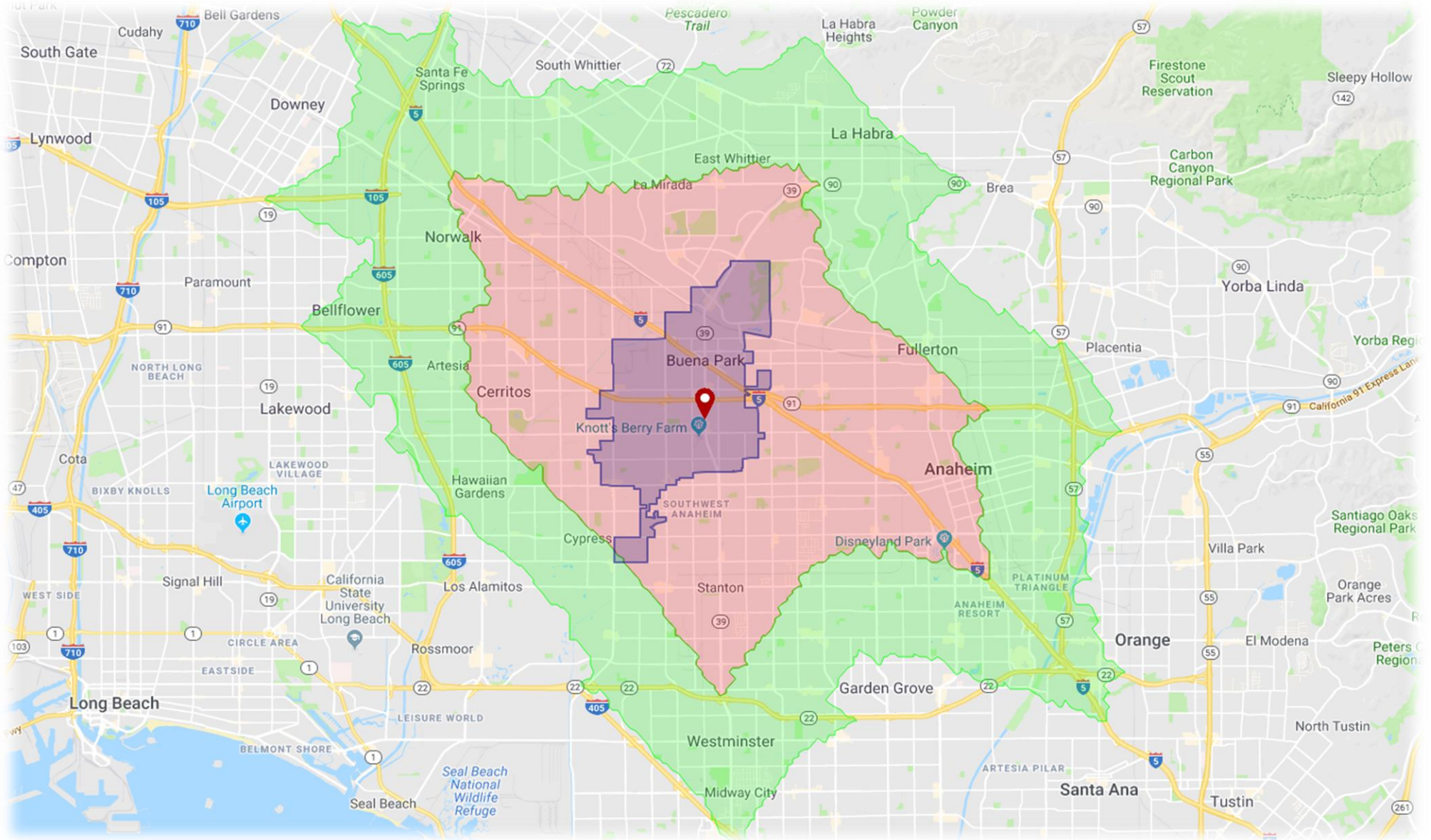


Market: City of Buena Park
Market Definition: Beach Boulevard @ SR 91 - Buena Park, CA
Date: 5/16/2018

City of Buena Park **10 Minutes** **15 Minutes**



Consumer Demographic Profile

For Market:

City of Buena Park

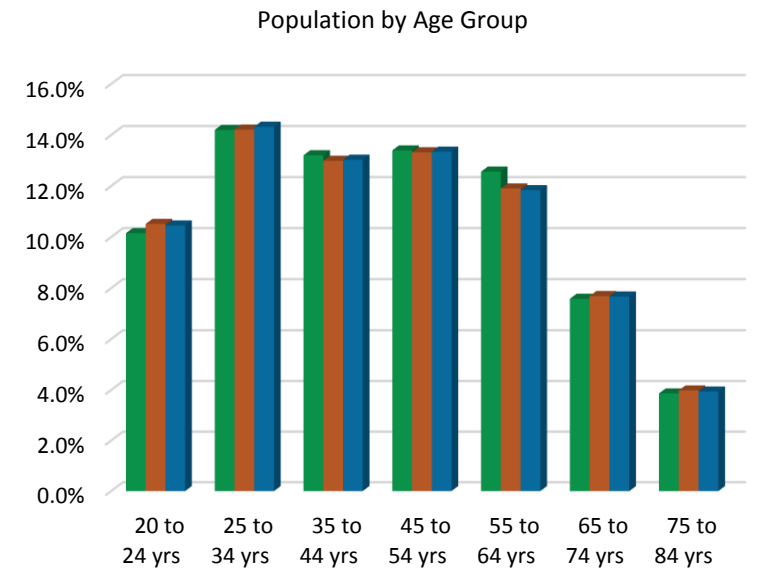
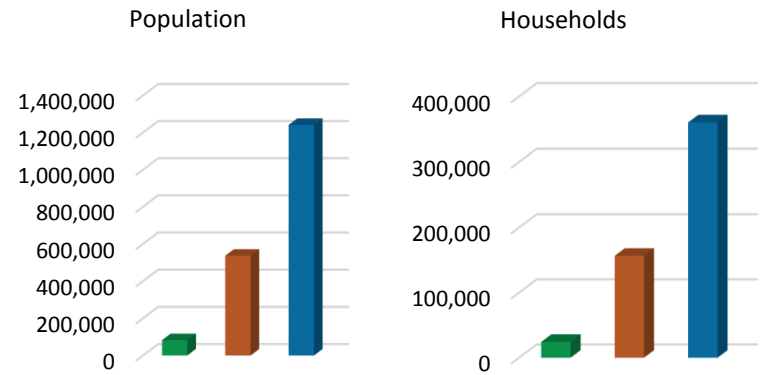
Market Definition:

Beach Boulevard @ SR 91 - Buena Park, CA

Date Report Created:

5/16/2018

	Buena Park		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	82,329	---	536,528	---	1,240,848	---
5 Year Projected Pop	82,593	---	541,878	---	1,254,500	---
Pop Growth (%)	0.3%	---	1.0%	---	1.1%	---
Households	24,294	---	156,444	---	360,292	---
5 Year Projected HHs	24,345	---	157,985	---	364,351	---
HH Growth (%)	0.2%	---	1.0%	---	1.1%	---
Census Stats						
2000 Population	76,820	---	502,438	---	1,174,139	---
2010 Population	78,979	---	517,971	---	1,207,118	---
Pop Growth (%)	2.8%	---	3.1%	---	2.8%	---
2000 Households	23,099	---	149,399	---	345,159	---
2010 Households	23,387	---	151,204	---	349,919	---
HH Growth (%)	1.2%	---	1.2%	---	1.4%	---
Total Population by Age						
Average Age	38.1		37.9		37.9	
19 yrs & under	19,425	23.6%	128,256	23.9%	296,149	23.9%
20 to 24 yrs	8,360	10.2%	56,411	10.5%	129,735	10.5%
25 to 34 yrs	11,689	14.2%	76,248	14.2%	177,755	14.3%
35 to 44 yrs	10,870	13.2%	69,700	13.0%	161,704	13.0%
45 to 54 yrs	11,028	13.4%	71,482	13.3%	165,604	13.3%
55 to 64 yrs	10,345	12.6%	63,868	11.9%	146,897	11.8%
65 to 74 yrs	6,241	7.6%	41,245	7.7%	95,160	7.7%
75 to 84 yrs	3,178	3.9%	21,354	4.0%	48,847	3.9%
85 + yrs	1,192	1.4%	7,965	1.5%	18,996	1.5%
Population Bases						
20-34 yrs	20,049	24.4%	132,659	24.7%	307,490	24.8%
45-64 yrs	21,373	26.0%	135,349	25.2%	312,500	25.2%
16 yrs +	64,982	78.9%	422,168	78.7%	977,100	78.7%
25 yrs +	54,544	66.3%	351,860	65.6%	814,964	65.7%
65 yrs +	10,611	12.9%	70,563	13.2%	163,004	13.1%
75 yrs +	4,370	5.3%	29,319	5.5%	67,844	5.5%
85 yrs +	1,192	1.4%	7,965	1.5%	18,996	1.5%



Consumer Demographic Profile

For Market:

City of Buena Park

Market Definition:

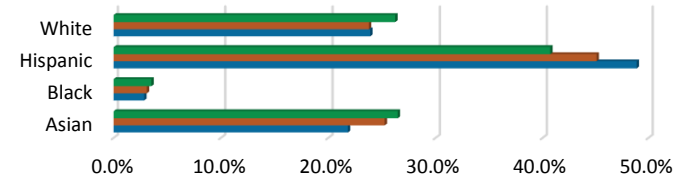
Beach Boulevard @ SR 91 - Buena Park, CA

Date Report Created:

5/16/2018

	Buena Park		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Population by Race						
White	21,597	26.2%	127,589	23.8%	296,555	23.9%
Hispanic	33,520	40.7%	241,900	45.1%	606,534	48.9%
Black	2,893	3.5%	16,569	3.1%	35,323	2.8%
Asian	21,789	26.5%	135,470	25.2%	270,717	21.8%
Ancestry						
American Indian (ancestry)	189	0.2%	1,163	0.2%	2,838	0.2%
Hawaiian (ancestry)	419	0.5%	2,358	0.4%	4,752	0.4%
Household Income						
Per Capita Income	\$24,832	---	\$23,747	---	\$23,911	---
Average HH Income	\$84,152	---	\$81,440	---	\$82,349	---
Median HH Income	\$69,456	---	\$64,677	---	\$65,121	---
Less than \$25K	3,891	16.0%	27,429	17.5%	61,902	17.2%
\$25K to \$34.9K	1,846	7.6%	12,974	8.3%	29,624	8.2%
\$35K to \$49.9K	2,874	11.8%	19,823	12.7%	45,294	12.6%
\$50K to \$74.9K	4,281	17.6%	28,982	18.5%	67,815	18.8%
\$75K to \$99.9K	3,774	15.5%	21,911	14.0%	50,464	14.0%
\$100K to \$149.9K	4,545	18.7%	26,059	16.7%	60,751	16.9%
\$150K to \$199.9K	1,903	7.8%	12,013	7.7%	27,999	7.8%
\$200K +	1,181	4.9%	7,254	4.6%	16,444	4.6%
Education						
Less than 9th Grade	5,822	10.7%	40,083	11.4%	99,049	12.2%
Some HS, No Diploma	4,537	8.3%	31,792	9.0%	77,807	9.5%
HS Grad (or Equivalent)	12,542	23.0%	81,267	23.1%	193,755	23.8%
Some College, No Degree	12,083	22.2%	76,238	21.7%	181,239	22.2%
Associate Degree	4,037	7.4%	27,052	7.7%	62,308	7.6%
Bachelor Degree	11,552	21.2%	67,545	19.2%	142,112	17.4%
Graduates Degree	2,799	5.1%	19,590	5.6%	42,311	5.2%

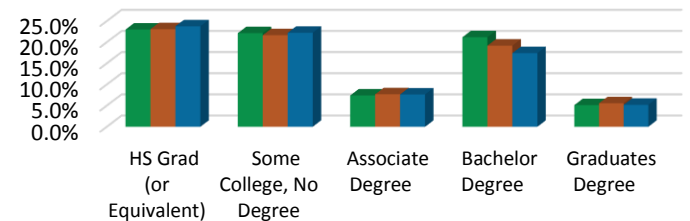
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

For Market:

City of Buena Park

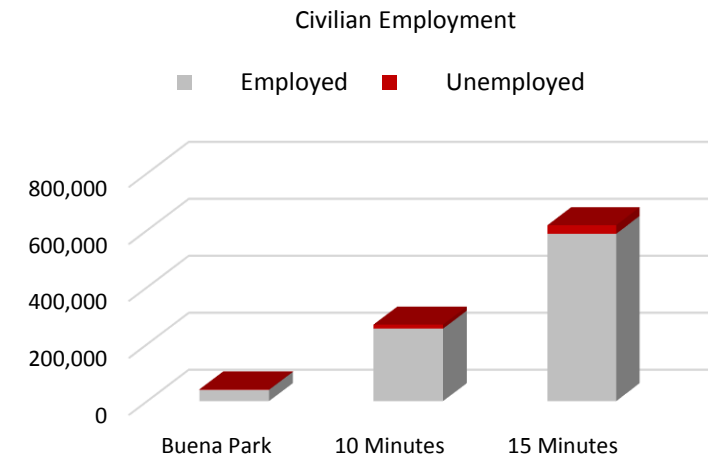
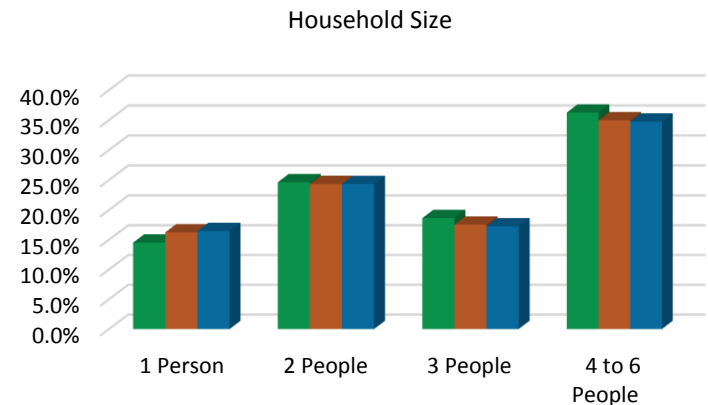
Market Definition:

Beach Boulevard @ SR 91 - Buena Park, CA

Date Report Created:

5/16/2018

	Buena Park		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Family Structure	19,651		122,990		282,036	
Single - Male	1,254	6.4%	6,988	5.7%	15,898	5.6%
Single - Female	2,257	11.5%	13,669	11.1%	31,467	11.2%
Single Parent - Male	901	4.6%	4,103	3.3%	9,709	3.4%
Single Parent - Female	1,647	8.4%	11,799	9.6%	26,522	9.4%
Married w/ Children	6,130	31.2%	40,486	32.9%	91,144	32.3%
Married w/out Children	7,463	38.0%	45,945	37.4%	107,295	38.0%
Household Size						
1 Person	3,529	14.5%	25,408	16.2%	59,280	16.5%
2 People	5,980	24.6%	38,066	24.3%	87,629	24.3%
3 People	4,527	18.6%	27,438	17.5%	62,174	17.3%
4 to 6 People	8,805	36.2%	54,678	35.0%	125,119	34.7%
7+ People	1,452	6.0%	10,855	6.9%	26,089	7.2%
Home Ownership	24,294		156,444		360,292	
Owners	13,272	54.6%	86,053	55.0%	203,218	56.4%
Renters	11,022	45.4%	70,391	45.0%	157,074	43.6%
Components of Change						
Births	1,051	1.3%	6,865	1.3%	15,879	1.3%
Deaths	543	0.7%	3,522	0.7%	8,160	0.7%
Migration	62	0.1%	-1,807	-0.3%	-4,707	-0.4%
Employment (Pop 16+)	64,982		422,168		977,100	
Armed Services	16	0.0%	86	0.0%	347	0.0%
Civilian	41,278	63.5%	268,613	63.6%	617,787	63.2%
Employed	39,611	61.0%	254,651	60.3%	587,289	60.1%
Unemployed	1,666	2.6%	13,963	3.3%	30,498	3.1%
Not in Labor Force	23,689	36.5%	153,468	36.4%	358,965	36.7%
Employed Population	39,611		254,651		587,289	
White Collar	24,165	61.0%	151,390	59.5%	343,183	58.4%
Blue Collar	15,446	39.0%	103,261	40.5%	244,107	41.6%



Consumer Demographic Profile

For Market:

City of Buena Park

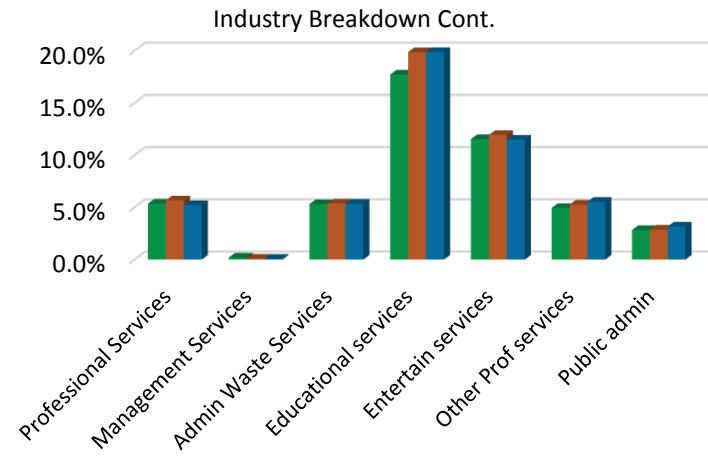
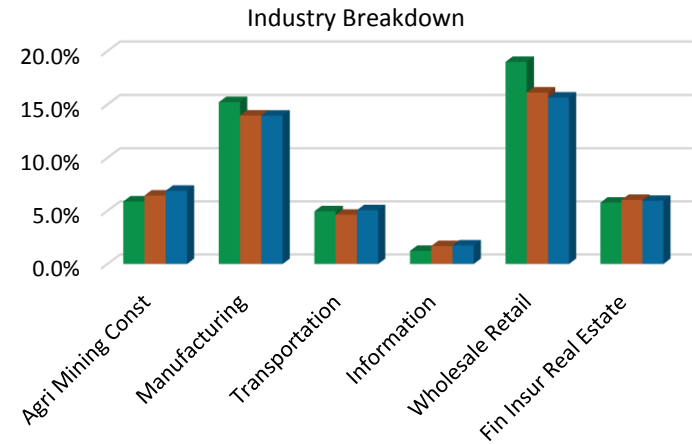
Market Definition:

Beach Boulevard @ SR 91 - Buena Park, CA

Date Report Created:

5/16/2018

	Buena Park		10 Minutes		15 Minutes	
	#	%	#	%	#	%
Employment By Occupation	39,611		254,651		587,289	
White Collar	24,165	61.0%	151,390	59.5%	343,183	58.4%
Managerial executive	5,329	13.5%	32,372	12.7%	72,772	12.4%
Prof specialty	6,773	17.1%	47,879	18.8%	106,801	18.2%
Healthcare support	673	1.7%	5,346	2.1%	11,678	2.0%
Sales	4,989	12.6%	28,022	11.0%	63,480	10.8%
Office Admin	6,401	16.2%	37,772	14.8%	88,451	15.1%
Blue Collar	15,446	39.0%	103,261	40.5%	244,107	41.6%
Protective	672	1.7%	4,124	1.6%	10,014	1.7%
Food Prep Serving	2,286	5.8%	15,883	6.2%	36,822	6.3%
Bldg Maint/Cleaning	1,461	3.7%	12,092	4.7%	27,310	4.7%
Personal Care	1,978	5.0%	12,601	4.9%	29,533	5.0%
Farming/Fishing/Forestry	153	0.4%	743	0.3%	2,480	0.4%
Construction	2,615	6.6%	19,433	7.6%	48,069	8.2%
Production Transp	6,280	15.9%	38,385	15.1%	89,879	15.3%
Employment By Industry	39,611		254,651		587,289	
Agri Mining Const	2,335	5.9%	16,430	6.5%	40,515	6.9%
Manufacturing	6,030	15.2%	35,579	14.0%	81,992	14.0%
Transportation	1,969	5.0%	11,828	4.6%	29,784	5.1%
Information	490	1.2%	4,310	1.7%	10,272	1.7%
Wholesale Retail	7,526	19.0%	41,062	16.1%	91,930	15.7%
Fin Insur Real Estate	2,292	5.8%	15,379	6.0%	34,988	6.0%
Professional Services	2,120	5.4%	14,438	5.7%	30,655	5.2%
Management Services	75	0.2%	230	0.1%	461	0.1%
Admin Waste Services	2,102	5.3%	13,672	5.4%	31,420	5.4%
Educational services	7,021	17.7%	50,579	19.9%	116,693	19.9%
Entertain services	4,571	11.5%	30,399	11.9%	67,433	11.5%
Other Prof services	1,959	4.9%	13,411	5.3%	32,555	5.5%
Public admin	1,121	2.8%	7,332	2.9%	18,591	3.2%



Consumer Demand & Market Supply Assessment

For Market: City of Buena Park
 Market Definition: Beach Boulevard @ SR 91 - Buena Park, CA
 Date Report Created: 5/16/2018

	Buena Park			10 Minutes			15 Minutes		
Demographics									
Population	82,329			536,528			1,240,848		
5-Year Population estimate	82,593			541,878			1,254,500		
Population Households	81,708			528,625			1,222,425		
Group Quarters Population	621			7,903			18,422		
Households	24,294			156,444			360,292		
5-Year Households estimate	24,345			157,985			364,351		
WorkPlace Establishments	1,855			12,343			30,109		
Workplace Employees	38,818			256,471			601,779		
Median Household Income	\$69,456			\$64,677			\$65,121		
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	\$193,323,994	\$32,501,149	(\$160,822,844) -83%	\$1,255,796,790	\$527,524,855	(\$728,271,935) -58%	\$2,912,323,994	\$2,532,264,180	(\$380,059,814) -13%
Furniture Stores	\$15,710,205	\$2,830,688	(\$12,879,517) -82%	\$101,416,745	\$155,346,291	\$53,929,546 53%	\$234,742,551	\$298,242,924	\$63,500,374 27%
Special Food Services	\$16,887,045	\$3,078,776	(\$13,808,268) -82%	\$110,306,816	\$76,366,746	(\$33,940,070) -31%	\$257,501,249	\$223,895,936	(\$33,605,313) -13%
Used Merchandise Stores	\$4,451,554	\$1,139,786	(\$3,311,768) -74%	\$28,790,699	\$22,154,239	(\$6,636,460) -23%	\$66,645,171	\$36,314,378	(\$30,330,793) -46%
Shoe Stores	\$9,382,942	\$4,384,715	(\$4,998,227) -53%	\$60,500,806	\$48,660,127	(\$11,840,679) -20%	\$139,885,758	\$141,300,895	\$1,415,137 1%
Other Motor Vehicle Dealers	\$14,452,223	\$7,234,840	(\$7,217,382) -50%	\$93,107,301	\$134,110,882	\$41,003,581 44%	\$215,206,810	\$233,723,134	\$18,516,324 9%
Jewelry/Luggage/Leather Goods	\$9,422,476	\$5,768,975	(\$3,653,501) -39%	\$60,918,193	\$86,725,774	\$25,807,581 42%	\$140,963,976	\$160,057,341	\$19,093,365 14%
Beer/Wine/Liquor Stores	\$12,149,979	\$7,862,594	(\$4,287,384) -35%	\$78,619,216	\$69,469,625	(\$9,149,591) -12%	\$182,202,888	\$175,334,906	(\$6,867,982) -4%
Office Supplies/Stationary/Gift	\$8,426,436	\$5,923,345	(\$2,503,091) -30%	\$54,646,966	\$69,908,449	\$15,261,483 28%	\$126,718,836	\$153,972,015	\$27,253,179 22%
Automotive Parts/Accessories/Tire	\$23,839,856	\$18,507,481	(\$5,332,376) -22%	\$154,465,923	\$208,632,612	\$54,166,689 35%	\$357,256,327	\$488,869,280	\$131,612,952 37%
Direct Selling Establishments	\$7,355,508	\$5,787,192	(\$1,568,317) -21%	\$47,678,570	\$63,936,749	\$16,258,179 34%	\$110,442,098	\$139,273,098	\$28,831,000 26%
Bar/Drinking Places (Alcoholic Beverages)	\$4,569,825	\$3,862,564	(\$707,260) -15%	\$30,193,647	\$45,101,254	\$14,907,607 49%	\$70,902,926	\$98,999,448	\$28,096,521 40%
Lawn/Garden Equipment/Supplies Stores	\$8,603,640	\$7,636,437	(\$967,203) -11%	\$55,597,427	\$31,382,487	(\$24,214,940) -44%	\$128,634,015	\$95,951,537	(\$32,682,479) -25%
Florists/Misc. Store Retailers	\$2,072,186	\$1,873,421	(\$198,765) -10%	\$13,389,772	\$18,303,509	\$4,913,737 37%	\$30,977,264	\$38,421,888	\$7,444,624 24%
Other Misc. Store Retailers	\$21,462,474	\$19,552,157	(\$1,910,317) -9%	\$138,856,020	\$120,637,245	(\$18,218,775) -13%	\$321,471,173	\$360,247,709	\$38,776,537 12%
Book/Periodical/Music Stores	\$5,648,592	\$5,383,387	(\$265,205) -5%	\$36,582,467	\$46,111,781	\$9,529,314 26%	\$84,715,979	\$89,185,332	\$4,469,353 5%
Building Material/Supplies Dealers	\$79,387,077	\$92,064,236	\$12,677,159 16%	\$514,003,763	\$663,341,237	\$149,337,474 29%	\$1,188,845,904	\$1,575,293,584	\$386,447,679 33%
Limited-Service Eating Places	\$77,421,740	\$90,777,405	\$13,355,665 17%	\$505,737,348	\$517,399,874	\$11,662,526 2%	\$1,180,636,088	\$1,153,870,931	(\$26,765,158) -2%
Specialty Food Stores	\$8,150,424	\$9,580,274	\$1,429,849 18%	\$52,867,630	\$54,527,269	\$1,659,638 3%	\$122,486,757	\$133,141,762	\$10,655,005 9%
Home Furnishing Stores	\$14,016,795	\$16,900,047	\$2,883,252 21%	\$90,746,350	\$117,339,789	\$26,593,439 29%	\$210,005,038	\$368,343,130	\$158,338,091 75%
Sporting Goods/Hobby/Musical Instrument	\$17,017,613	\$22,567,782	\$5,550,169 33%	\$109,935,052	\$125,257,440	\$15,322,388 14%	\$254,509,283	\$261,592,145	\$7,082,862 3%
Electronics/Appliance	\$27,341,755	\$36,536,951	\$9,195,196 34%	\$178,184,082	\$153,170,380	(\$25,013,702) -14%	\$414,644,548	\$343,730,682	(\$70,913,866) -17%
Health/Personal Care Stores	\$80,567,943	\$112,785,911	\$32,217,968 40%	\$522,857,019	\$594,621,018	\$71,763,999 14%	\$1,210,027,600	\$1,239,803,456	\$29,775,856 2%
Grocery Stores	\$147,324,670	\$208,822,858	\$61,498,189 42%	\$955,346,731	\$911,119,713	(\$44,227,017) -5%	\$2,213,007,774	\$1,920,620,353	(\$292,387,421) -13%
Vending Machine Operators (Non-Store)	\$9,369,349	\$13,547,861	\$4,178,512 45%	\$60,817,584	\$143,976,488	\$83,158,903 137%	\$141,017,176	\$283,301,337	\$142,284,160 101%
Department Stores	\$37,373,534	\$60,616,468	\$23,242,934 62%	\$241,878,868	\$284,686,077	\$42,807,209 18%	\$559,793,002	\$784,412,957	\$224,619,955 40%
Clothing Stores	\$66,201,244	\$123,759,627	\$57,558,383 87%	\$427,634,558	\$341,259,196	(\$86,375,362) -20%	\$988,999,295	\$913,206,774	(\$75,792,521) -8%
Full-Service Restaurants	\$82,665,172	\$162,051,670	\$79,386,499 96%	\$542,568,763	\$694,965,250	\$152,396,487 28%	\$1,269,779,319	\$1,489,987,769	\$220,208,450 17%
Gasoline Stations	\$105,116,429	\$219,433,012	\$114,316,583 109%	\$677,266,141	\$897,053,010	\$219,786,869 32%	\$1,564,389,357	\$1,937,470,049	\$373,080,692 24%
Other General Merchandise Stores	\$150,691,609	\$386,724,925	\$236,033,317 157%	\$976,556,692	\$1,856,164,861	\$879,608,168 90%	\$2,261,298,194	\$3,880,579,815	\$1,619,281,621 72%
Automotive Dealers	\$265,915,630	\$891,288,597	\$625,372,967 235%	\$1,712,927,931	\$3,457,068,706	\$1,744,140,775 102%	\$3,958,307,024	\$6,695,501,421	\$2,737,194,397 69%
Consumer Demand/Market Supply Index	\$1,526,319,919	\$2,580,785,132	59	\$9,890,195,871	\$12,536,322,933	79	\$22,918,337,376	\$28,246,910,165	81

Consumer Demand & Market Supply Assessment

For Market: City of Buena Park
Market Definition: Beach Boulevard @ SR 91 - Buena Park, CA
Date Report Created: 5/16/2018

By Major Product Lines	Buena Park			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
Furniture/Sleep/Outdoor/Patio Furniture	\$40,084,601	\$20,048,168	(\$20,036,433) -50%	\$258,758,705	\$253,940,096	(\$4,818,609) -2%	\$598,948,286	\$614,645,146	\$15,696,860 3%
Computer Hardware/Software/Supplies	\$37,886,394	\$18,994,113	(\$18,892,281) -50%	\$251,305,588	\$145,067,364	(\$106,238,224) -42%	\$590,691,630	\$526,452,231	(\$64,239,399) -11%
Jewelry (including Watches)	\$13,985,422	\$10,827,463	(\$3,157,960) -23%	\$90,437,017	\$100,991,215	\$10,554,198 12%	\$209,276,386	\$219,891,331	\$10,614,945 5%
All Other Merchandise	\$57,772,697	\$45,885,461	(\$11,887,236) -21%	\$373,798,336	\$328,530,665	(\$45,267,671) -12%	\$865,393,534	\$899,877,266	\$34,483,732 4%
Pets/Pet Foods/Pet Supplies	\$12,579,623	\$10,431,879	(\$2,147,744) -17%	\$81,125,175	\$57,695,482	(\$23,429,693) -29%	\$187,861,113	\$153,582,371	(\$34,278,742) -18%
Footwear, including Accessories	\$22,703,949	\$19,110,787	(\$3,593,162) -16%	\$146,378,089	\$106,841,706	(\$39,536,382) -27%	\$338,431,074	\$306,924,647	(\$31,506,427) -9%
Books/Periodicals	\$6,622,343	\$5,881,855	(\$740,488) -11%	\$42,853,802	\$48,922,144	\$6,068,342 14%	\$99,179,464	\$118,609,065	\$19,429,601 20%
Audio Equipment/Musical Instruments	\$8,393,569	\$8,476,589	\$83,019 1%	\$54,318,888	\$51,340,179	(\$2,978,709) -5%	\$125,696,867	\$150,213,901	\$24,517,034 20%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$177,073,488	\$180,412,747	\$3,339,259 2%	\$1,149,554,165	\$1,003,801,138	(\$145,753,027) -13%	\$2,660,250,779	\$2,544,003,170	(\$116,247,609) -4%
Lawn/Garden/Farm Equipment/Supplies	\$22,976,609	\$24,721,376	\$1,744,767 8%	\$148,524,426	\$148,993,745	\$469,319 0%	\$343,636,082	\$386,516,441	\$42,880,359 12%
Floor/Floor Coverings	\$11,369,212	\$12,543,660	\$1,174,448 10%	\$73,808,202	\$89,623,597	\$15,815,395 21%	\$170,807,360	\$249,514,761	\$78,707,400 46%
Kitchenware/Home Furnishings	\$17,620,396	\$20,363,311	\$2,742,915 16%	\$114,049,427	\$120,433,555	\$6,384,127 6%	\$264,004,283	\$344,024,042	\$80,019,759 30%
Dimensional Lumber/Other Building Materials	\$32,425,696	\$38,765,817	\$6,340,120 20%	\$210,102,039	\$279,044,906	\$68,942,867 33%	\$485,614,347	\$664,324,206	\$178,709,858 37%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$13,307,676	\$16,382,416	\$3,074,740 23%	\$85,972,397	\$99,616,338	\$13,643,941 16%	\$199,189,100	\$254,623,848	\$55,434,748 28%
Hardware/Tools/Plumbing/Electrical Supplies	\$22,416,152	\$27,712,899	\$5,296,747 24%	\$145,234,820	\$192,604,082	\$47,369,262 33%	\$336,053,663	\$466,599,235	\$130,545,573 39%
Paints/Sundries/Wallpaper/Wall Coverings	\$5,864,184	\$7,286,083	\$1,421,899 24%	\$38,024,587	\$51,658,342	\$13,633,755 36%	\$88,022,917	\$122,486,079	\$34,463,162 39%
Packaged Liquor/Wine/Beer	\$26,589,790	\$35,290,234	\$8,700,445 33%	\$171,847,232	\$193,852,241	\$22,005,010 13%	\$398,187,155	\$449,462,778	\$51,275,623 13%
Meats/Nonalcoholic Beverages	\$151,446,131	\$215,294,994	\$63,848,863 42%	\$989,121,976	\$1,124,793,596	\$135,671,620 14%	\$2,308,964,642	\$2,508,391,195	\$199,426,552 9%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,569,832	\$3,658,008	\$1,088,176 42%	\$16,678,691	\$34,337,293	\$17,658,602 106%	\$38,673,386	\$74,849,439	\$36,176,052 94%
Womens/Juniors/Misses Wear	\$55,632,225	\$79,420,334	\$23,788,109 43%	\$359,664,895	\$278,210,141	(\$81,454,755) -23%	\$831,574,888	\$786,000,680	(\$45,574,208) -5%
Small Electric Appliances	\$3,115,551	\$4,571,960	\$1,456,409 47%	\$20,261,031	\$26,417,705	\$6,156,675 30%	\$46,898,331	\$73,533,326	\$26,634,995 57%
Alcoholic Drinks Served at the Establishment	\$38,987,917	\$57,673,753	\$18,685,836 48%	\$257,900,965	\$277,179,871	\$19,278,906 7%	\$606,004,608	\$599,009,625	(\$6,994,984) -1%
Automotive Tires/Tubes/Batteries/Parts	\$46,102,572	\$70,988,354	\$24,885,782 54%	\$298,903,114	\$412,745,895	\$113,842,781 38%	\$691,377,751	\$916,752,222	\$225,374,471 33%
Mens Wear	\$21,642,428	\$33,729,365	\$12,086,936 56%	\$139,504,205	\$130,692,431	(\$8,811,775) -6%	\$322,639,624	\$361,074,697	\$38,435,073 12%
Toys/Hobby Goods/Games	\$7,491,295	\$12,132,077	\$4,640,782 62%	\$48,500,597	\$67,013,137	\$18,512,540 38%	\$112,324,851	\$172,291,905	\$59,967,054 53%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$6,581,590	\$10,767,576	\$4,185,986 64%	\$42,466,351	\$62,817,074	\$20,350,723 48%	\$98,202,918	\$173,317,250	\$75,114,332 76%
Groceries/Other Food Items (Off Premises)	\$226,280,164	\$377,762,038	\$151,481,874 67%	\$1,467,522,178	\$1,835,183,359	\$367,661,181 25%	\$3,399,347,892	\$3,912,362,198	\$513,014,306 15%
Major Household Appliances	\$5,018,163	\$8,639,278	\$3,621,115 72%	\$32,039,251	\$48,179,441	\$16,140,190 50%	\$74,152,992	\$116,439,137	\$42,286,144 57%
Automotive Lubricants (incl Oil, Greases)	\$5,018,163	\$8,639,278	\$3,621,115 72%	\$32,039,251	\$48,179,441	\$16,140,190 50%	\$74,152,992	\$116,439,137	\$42,286,144 57%
Cigars/Cigarettes/Tobacco/Accessories	\$17,197,261	\$30,888,668	\$13,691,407 80%	\$112,083,935	\$148,464,655	\$36,380,720 32%	\$259,524,482	\$335,534,531	\$76,010,049 29%
Sewing/Knitting Materials/Supplies	\$668,919	\$1,214,309	\$545,389 82%	\$4,286,062	\$6,606,260	\$2,320,198 54%	\$9,921,075	\$14,794,534	\$4,873,459 49%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,286,348	\$6,062,947	\$2,776,599 84%	\$21,181,156	\$30,604,733	\$9,423,577 44%	\$48,954,775	\$66,996,918	\$18,042,143 37%
Photographic Equipment/Supplies	\$1,583,380	\$3,079,921	\$1,496,541 95%	\$10,247,822	\$15,312,587	\$5,064,765 49%	\$23,688,158	\$38,104,900	\$14,416,742 61%
Childrens Wear/Infants/Toddlers Clothing	\$9,238,532	\$18,831,965	\$9,593,434 104%	\$59,497,836	\$70,074,024	\$10,576,189 18%	\$137,703,314	\$187,471,501	\$49,768,187 36%
Televisions/VCR/Video Cameras/DVD etc	\$9,452,846	\$19,466,968	\$10,014,122 106%	\$61,167,224	\$98,330,443	\$37,163,218 61%	\$141,568,811	\$244,783,665	\$103,214,854 73%
Automotive Fuels	\$96,285,686	\$222,612,251	\$126,326,565 131%	\$619,224,403	\$934,424,841	\$315,200,438 51%	\$1,429,222,302	\$2,006,833,779	\$577,611,477 40%
Soaps/Detergents/Household Cleaners	\$7,113,122	\$16,512,904	\$9,399,782 132%	\$46,144,951	\$81,251,146	\$35,106,195 76%	\$106,806,549	\$178,903,577	\$72,097,028 68%
Retailer Services	\$44,969,508	\$105,992,321	\$61,022,813 136%	\$288,721,258	\$481,799,557	\$193,078,299 67%	\$666,844,622	\$992,773,036	\$325,928,414 49%
Paper/Related Products	\$6,277,774	\$16,208,416	\$9,930,642 158%	\$40,724,858	\$78,381,023	\$37,656,165 92%	\$94,253,341	\$169,994,082	\$75,740,741 80%
Autos/Cars/Vans/Trucks/Motorcycles	\$233,126,624	\$756,505,589	\$523,378,964 225%	\$1,501,516,898	\$2,991,287,138	\$1,489,770,240 99%	\$3,469,708,792	\$5,782,871,231	\$2,313,162,438 67%

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:

n = 100 (Equilibrium)

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

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