

# INSIGHT

MARKET ANALYTICS

by **ECON**Solutions



## CITY OF GARDENA, CA



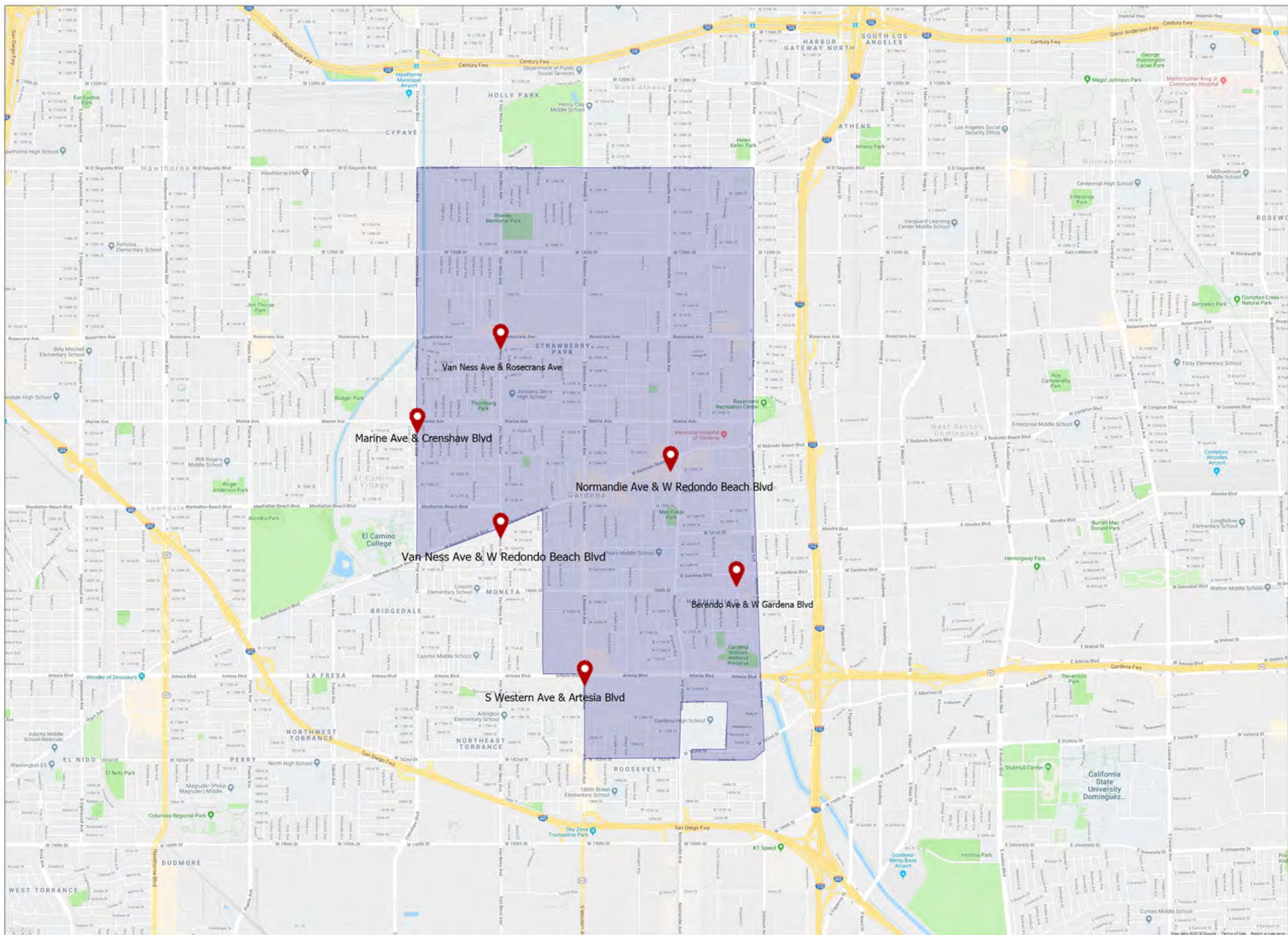
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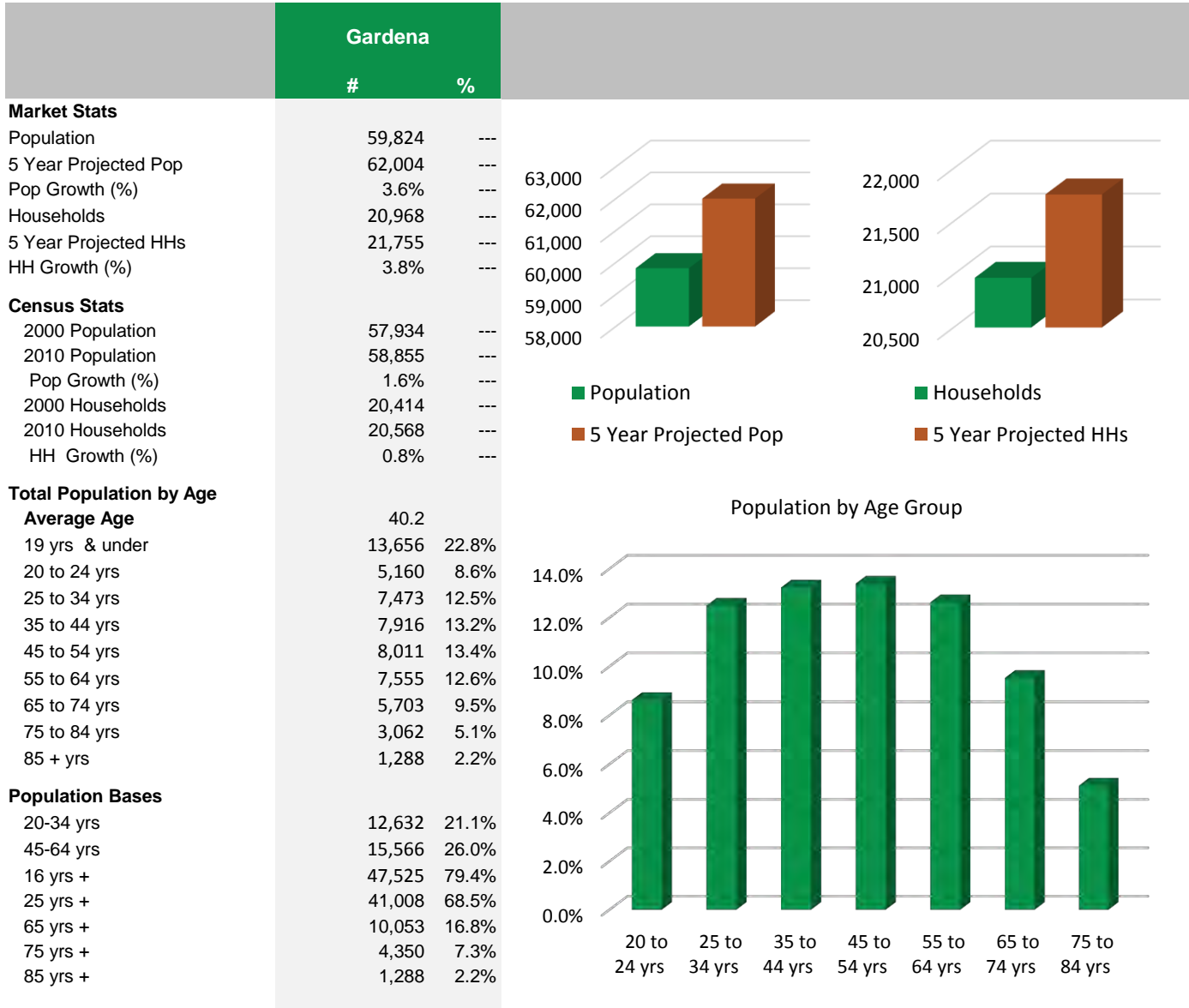
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## Consumer Demographic Profile

Site: City of Gardena  
Date Report Created: 9/19/2018



## Consumer Demographic Profile

Site: City of Gardena  
Date Report Created: 9/19/2018



	Gardena																				
	#	%																			
Population by Race																					
White	5,475	9.2%	<div>Ethnic Breakdown</div> <table><thead><tr><th>Race</th><th>%</th></tr></thead><tbody><tr><td>White</td><td>9.2%</td></tr><tr><td>Hispanic</td><td>37.3%</td></tr><tr><td>Black</td><td>24.0%</td></tr><tr><td>Asian</td><td>25.9%</td></tr></tbody></table>	Race	%	White	9.2%	Hispanic	37.3%	Black	24.0%	Asian	25.9%								
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Black	14,368	24.0%																			
Asian	15,516	25.9%																			
Ancestry																					
American Indian (ancestry)	108	0.2%	<div>Household Income Levels - %</div> <table><thead><tr><th>Income Level</th><th>%</th></tr></thead><tbody><tr><td>Less than \$25K</td><td>22.3%</td></tr><tr><td>\$25K to \$34.9K</td><td>11.7%</td></tr><tr><td>\$35K to \$49.9K</td><td>14.6%</td></tr><tr><td>\$50K to \$74.9K</td><td>18.3%</td></tr><tr><td>\$75K to \$99.9K</td><td>11.3%</td></tr><tr><td>\$100K to \$149.9K</td><td>13.4%</td></tr><tr><td>\$150K to \$199.9K</td><td>5.1%</td></tr><tr><td>\$200K +</td><td>3.3%</td></tr></tbody></table>	Income Level	%	Less than \$25K	22.3%	\$25K to \$34.9K	11.7%	\$35K to \$49.9K	14.6%	\$50K to \$74.9K	18.3%	\$75K to \$99.9K	11.3%	\$100K to \$149.9K	13.4%	\$150K to \$199.9K	5.1%	\$200K +	3.3%
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Hawaiin (ancestry)	383	0.6%																			
Household Income																					
Per Capita Income	\$23,867	---	<div>Education</div> <table><thead><tr><th>Education Level</th><th>%</th></tr></thead><tbody><tr><td>Less than 9th Grade</td><td>10.5%</td></tr><tr><td>Some HS, No Diploma</td><td>7.8%</td></tr><tr><td>HS Grad (or Equivalent)</td><td>26.0%</td></tr><tr><td>Some College, No Degree</td><td>23.0%</td></tr><tr><td>Associate Degree</td><td>8.7%</td></tr><tr><td>Bachelor Degree</td><td>18.5%</td></tr><tr><td>Graduates Degree</td><td>4.0%</td></tr></tbody></table>	Education Level	%	Less than 9th Grade	10.5%	Some HS, No Diploma	7.8%	HS Grad (or Equivalent)	26.0%	Some College, No Degree	23.0%	Associate Degree	8.7%	Bachelor Degree	18.5%	Graduates Degree	4.0%		
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Associate Degree	8.7%																				
Bachelor Degree	18.5%																				
Graduates Degree	4.0%																				
Average HH Income	\$68,094	---																			
Median HH Income	\$51,579	---																			
Less than \$25K	4,674	22.3%																			
\$25K to \$34.9K	2,455	11.7%																			
\$35K to \$49.9K	3,054	14.6%																			
\$50K to \$74.9K	3,847	18.3%																			
\$75K to \$99.9K	2,376	11.3%																			
\$100K to \$149.9K	2,799	13.4%																			
\$150K to \$199.9K	1,071	5.1%																			
\$200K +	691	3.3%																			
Education																					
Less than 9th Grade	4,311	10.5%																			
Some HS, No Diploma	3,181	7.8%																			
HS Grad (or Equivalent)	10,654	26.0%																			
Some College, No Degree	9,440	23.0%																			
Associate Degree	3,562	8.7%																			
Bachelor Degree	7,603	18.5%																			
Graduates Degree	1,623	4.0%																			



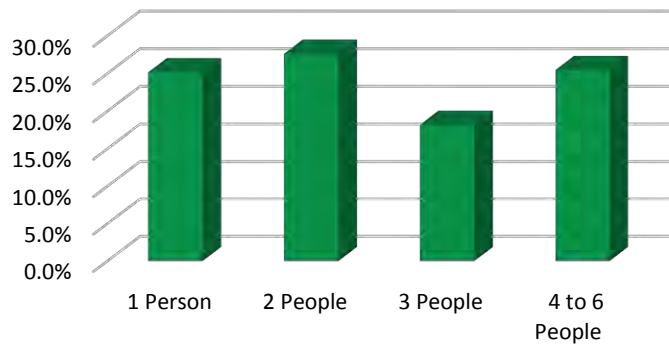
## Consumer Demographic Profile

Site: City of Gardena  
Date Report Created: 9/19/2018



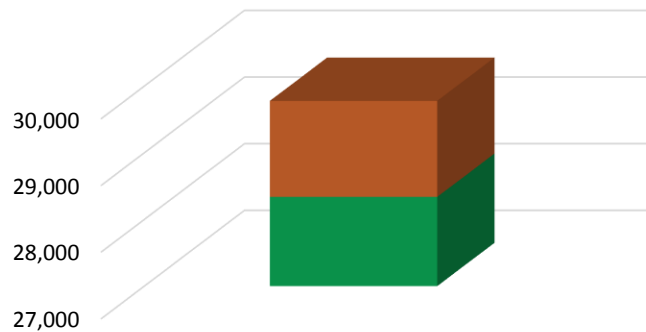
	Gardena	
	#	%
<b>Family Structure</b>	14,754	
Single - Male	1,099	7.4%
Single - Female	2,047	13.9%
Single Parent - Male	425	2.9%
Single Parent - Female	1,392	9.4%
Married w/ Children	4,001	27.1%
Married w/out Children	5,790	39.2%
<b>Household Size</b>		
1 Person	5,272	25.1%
2 People	5,787	27.6%
3 People	3,811	18.2%
4 to 6 People	5,338	25.5%
7+ People	759	3.6%
<b>Home Ownership</b>	20,968	
Owners	9,988	47.6%
Renters	10,981	52.4%
<b>Components of Change</b>		
Births	694	1.2%
Deaths	475	0.8%
Migration	562	0.9%
<b>Employment (Pop 16+)</b>	47,525	
Armed Services	0	0.0%
Civilian	29,778	62.7%
Employed	28,338	59.6%
Unemployed	1,440	3.0%
Not in Labor Force	17,747	37.3%
<b>Employed Population</b>	28,338	
White Collar	17,142	60.5%
Blue Collar	11,196	39.5%

Household Size



Civilian Employment

■ Employed ■ Unemployed

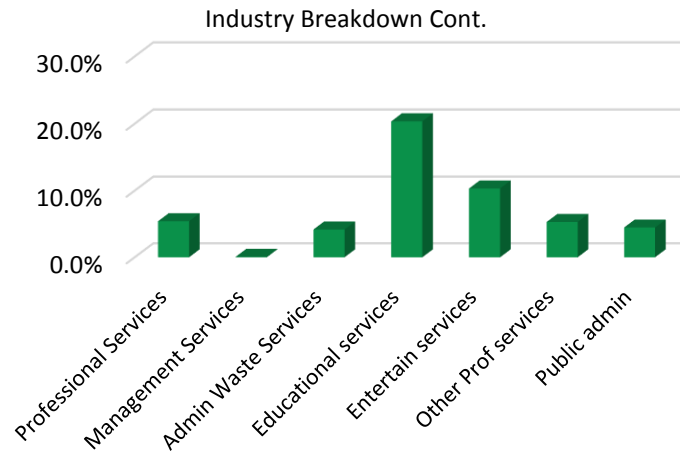
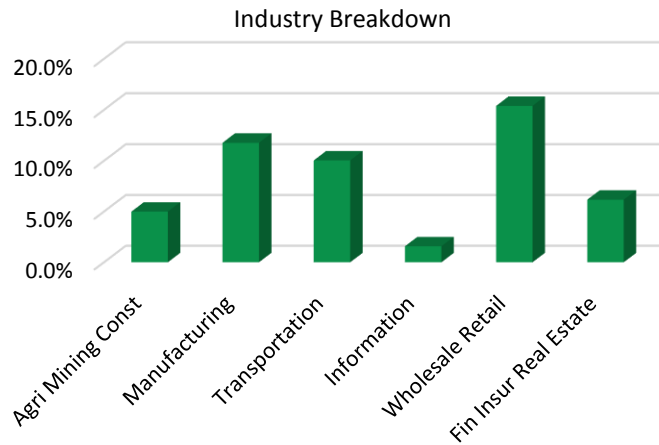


## Consumer Demographic Profile

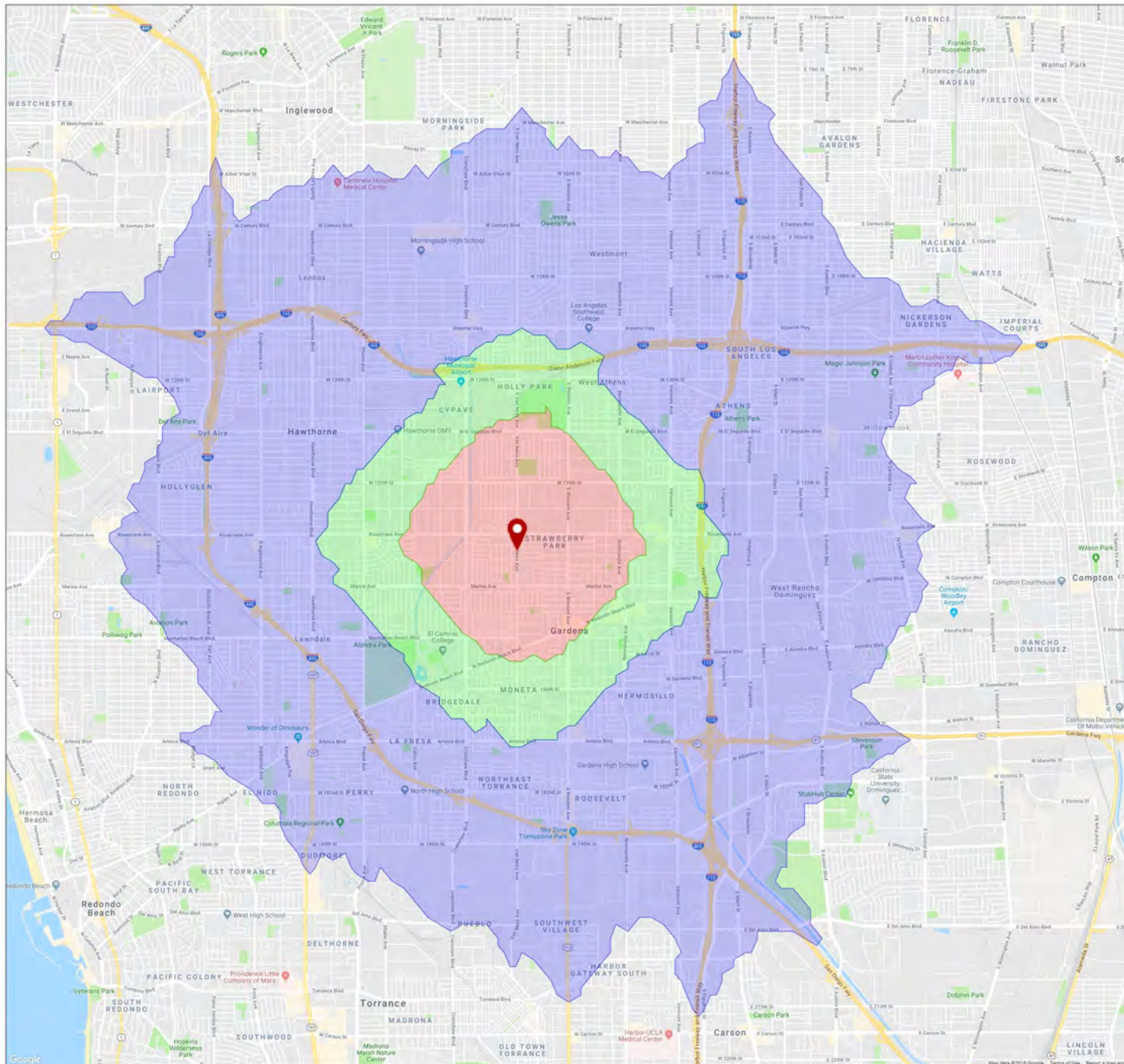
Site: City of Gardena  
Date Report Created: 9/19/2018



	Gardena		
	#	%	
<b>Employment By Occupation</b>	28,338		
White Collar	17,142	60.5%	
Managerial executive	3,486	12.3%	
Prof specialty	4,842	17.1%	
Healthcare support	691	2.4%	
Sales	3,136	11.1%	
Office Admin	4,986	17.6%	
Blue Collar	11,196	39.5%	
Protective	773	2.7%	
Food Prep Serving	1,695	6.0%	
Bldg Maint/Cleaning	1,042	3.7%	
Personal Care	1,440	5.1%	
Farming/Fishing/Forestry	99	0.3%	
Construction	1,770	6.2%	
Production Transp	4,377	15.4%	
<b>Employment By Industry</b>	28,338		
Agri Mining Const	1,415	5.0%	
Manufacturing	3,335	11.8%	
Transportation	2,845	10.0%	
Information	446	1.6%	
Wholesale Retail	4,360	15.4%	
Fin Insur Real Estate	1,749	6.2%	
Professional Services	1,531	5.4%	
Management Services	20	0.1%	
Admin Waste Services	1,179	4.2%	
Educational services	5,766	20.3%	
Entertain services	2,923	10.3%	
Other Prof services	1,504	5.3%	
Public admin	1,265	4.5%	



## Van Ness Ave & Rosecrans Ave



**ECON**Solutions  
By HdL

Drive Times: 3 Mins, 5 Mins, 10 Mins

Scale In Miles:

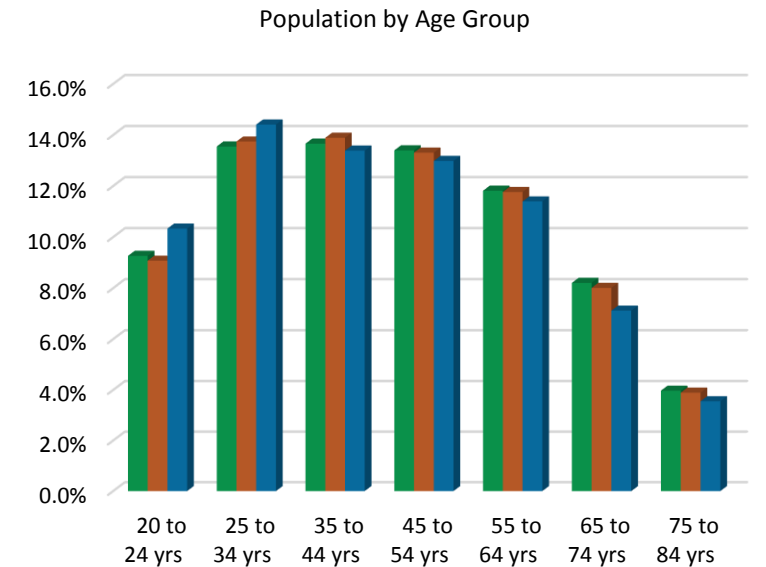
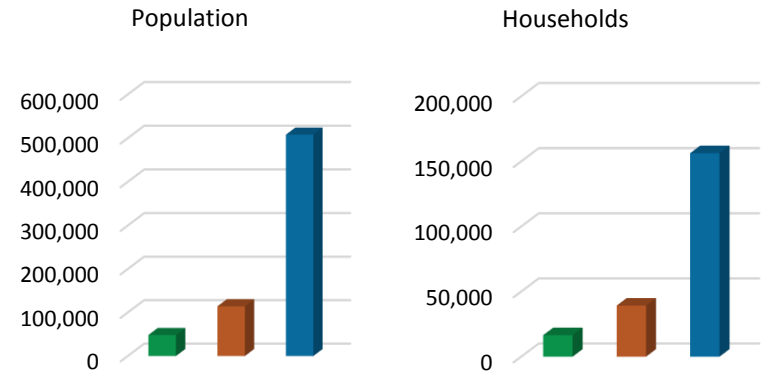


## Consumer Demographic Profile

Site: Van Ness Ave & Rosecrans Ave | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	48,423	---	114,459	---	508,113	---
5 Year Projected Pop	50,223	---	119,054	---	524,773	---
Pop Growth (%)	3.7%	---	4.0%	---	3.3%	---
Households	16,546	---	39,233	---	156,295	---
5 Year Projected HHs	17,180	---	40,830	---	161,476	---
HH Growth (%)	3.8%	---	4.1%	---	3.3%	---
<b>Census Stats</b>						
2000 Population	47,363	---	110,109	---	488,335	---
2010 Population	47,151	---	110,407	---	498,009	---
Pop Growth (%)	-0.4%	---	0.3%	---	2.0%	---
2000 Households	16,179	---	38,128	---	150,990	---
2010 Households	16,077	---	37,778	---	153,109	---
HH Growth (%)	-0.6%	---	-0.9%	---	1.4%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	38.0		37.9		36.8	
19 yrs & under	12,009	24.8%	28,490	24.9%	129,938	25.6%
20 to 24 yrs	4,485	9.3%	10,385	9.1%	52,490	10.3%
25 to 34 yrs	6,560	13.5%	15,731	13.7%	73,218	14.4%
35 to 44 yrs	6,615	13.7%	15,900	13.9%	68,029	13.4%
45 to 54 yrs	6,488	13.4%	15,232	13.3%	65,963	13.0%
55 to 64 yrs	5,722	11.8%	13,468	11.8%	57,905	11.4%
65 to 74 yrs	3,974	8.2%	9,166	8.0%	36,163	7.1%
75 to 84 yrs	1,922	4.0%	4,454	3.9%	18,032	3.5%
85 + yrs	647	1.3%	1,633	1.4%	6,375	1.3%
<b>Population Bases</b>						
20-34 yrs	11,045	22.8%	26,116	22.8%	125,708	24.7%
45-64 yrs	12,210	25.2%	28,700	25.1%	123,868	24.4%
16 yrs +	37,626	77.7%	88,851	77.6%	392,335	77.2%
25 yrs +	31,928	65.9%	75,584	66.0%	325,685	64.1%
65 yrs +	6,543	13.5%	15,253	13.3%	60,571	11.9%
75 yrs +	2,569	5.3%	6,087	5.3%	24,407	4.8%
85 yrs +	647	1.3%	1,633	1.4%	6,375	1.3%





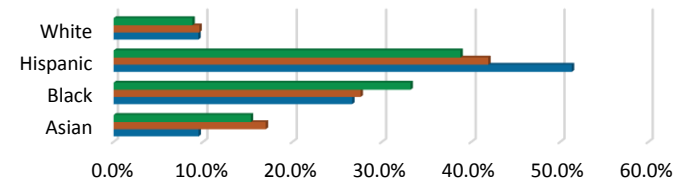
## Consumer Demographic Profile

Site: Van Ness Ave & Rosecrans Ave | Gardena CA  
Date Report Created: 9/20/2018

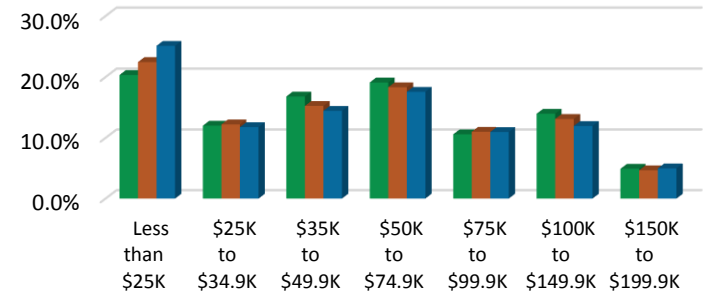


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	4,263	8.8%	10,976	9.6%	48,089	9.5%
Hispanic	18,774	38.8%	47,948	41.9%	260,710	51.3%
Black	16,073	33.2%	31,604	27.6%	135,506	26.7%
Asian	7,423	15.3%	19,468	17.0%	48,235	9.5%
<b>Ancestry</b>						
American Indian (ancestry)	99	0.2%	226	0.2%	958	0.2%
Hawaiin (ancestry)	339	0.7%	927	0.8%	2,966	0.6%
<b>Household Income</b>						
Per Capita Income	\$22,683	---	\$22,669	---	\$20,346	---
Average HH Income	\$66,384	---	\$66,134	---	\$66,144	---
Median HH Income	\$50,864	---	\$50,046	---	\$48,503	---
Less than \$25K	3,365	20.3%	8,812	22.5%	39,250	25.1%
\$25K to \$34.9K	1,990	12.0%	4,798	12.2%	18,416	11.8%
\$35K to \$49.9K	2,783	16.8%	5,991	15.3%	22,603	14.5%
\$50K to \$74.9K	3,162	19.1%	7,192	18.3%	27,483	17.6%
\$75K to \$99.9K	1,752	10.6%	4,322	11.0%	17,157	11.0%
\$100K to \$149.9K	2,313	14.0%	5,148	13.1%	18,708	12.0%
\$150K to \$199.9K	813	4.9%	1,830	4.7%	7,792	5.0%
\$200K +	368	2.2%	1,140	2.9%	4,886	3.1%
<b>Education</b>						
Less than 9th Grade	3,747	11.7%	8,624	11.4%	50,594	15.5%
Some HS, No Diploma	2,833	8.9%	6,874	9.1%	38,953	12.0%
HS Grad (or Equivalent)	8,299	26.0%	19,212	25.4%	80,440	24.7%
Some College, No Degree	7,495	23.5%	17,356	23.0%	73,472	22.6%
Associate Degree	3,091	9.7%	6,495	8.6%	22,717	7.0%
Bachelor Degree	4,956	15.5%	12,681	16.8%	42,274	13.0%
Graduates Degree	1,057	3.3%	3,193	4.2%	13,150	4.0%

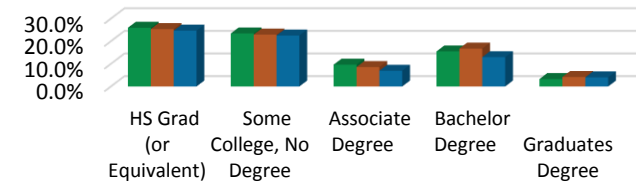
Ethnic Breakdown



Household Income Levels - %



Education



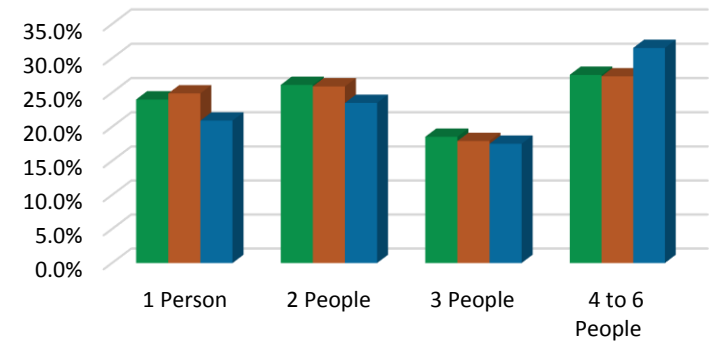
## Consumer Demographic Profile

Site: Van Ness Ave & Rosecrans Ave | Gardena CA  
Date Report Created: 9/20/2018

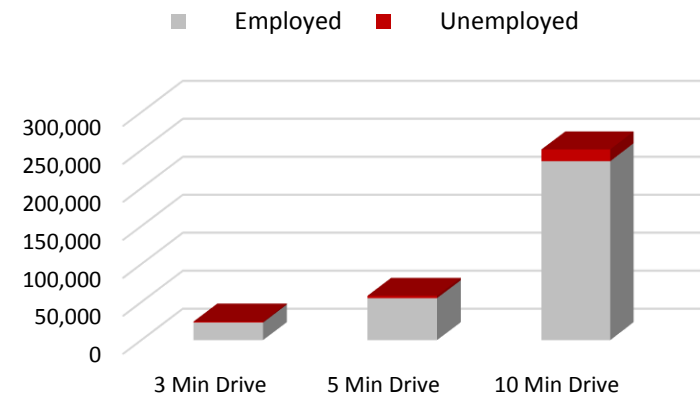


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	11,851		27,455		116,674	
Single - Male	938	7.9%	1,937	7.1%	8,126	7.0%
Single - Female	1,715	14.5%	3,929	14.3%	18,134	15.5%
Single Parent - Male	557	4.7%	1,297	4.7%	5,481	4.7%
Single Parent - Female	1,713	14.5%	3,973	14.5%	18,316	15.7%
Married w/ Children	3,233	27.3%	7,611	27.7%	32,056	27.5%
Married w/out Children	3,695	31.2%	8,708	31.7%	34,561	29.6%
<b>Household Size</b>						
1 Person	3,969	24.0%	9,759	24.9%	32,677	20.9%
2 People	4,322	26.1%	10,161	25.9%	36,715	23.5%
3 People	3,068	18.5%	7,035	17.9%	27,389	17.5%
4 to 6 People	4,564	27.6%	10,734	27.4%	49,252	31.5%
7+ People	623	3.8%	1,543	3.9%	10,262	6.6%
<b>Home Ownership</b>	16,546		39,233		156,295	
Owners	6,955	42.0%	15,963	40.7%	67,641	43.3%
Renters	9,591	58.0%	23,270	59.3%	88,654	56.7%
<b>Components of Change</b>						
Births	622	1.3%	1,434	1.3%	6,694	1.3%
Deaths	303	0.6%	728	0.6%	3,040	0.6%
Migration	251	0.5%	-311	-0.3%	-3,266	-0.6%
<b>Employment (Pop 16+)</b>	37,626		88,851		392,335	
Armed Services	0	0.0%	0	0.0%	76	0.0%
Civilian	24,436	64.9%	58,359	65.7%	251,072	64.0%
Employed	23,206	61.7%	55,298	62.2%	235,584	60.0%
Unemployed	1,230	3.3%	3,062	3.4%	15,488	3.9%
Not in Labor Force	13,190	35.1%	30,492	34.3%	141,186	36.0%
<b>Employed Population</b>	23,206		55,298		235,584	
White Collar	13,457	58.0%	32,438	58.7%	125,510	53.3%
Blue Collar	9,749	42.0%	22,860	41.3%	110,074	46.7%

Household Size



Civilian Employment

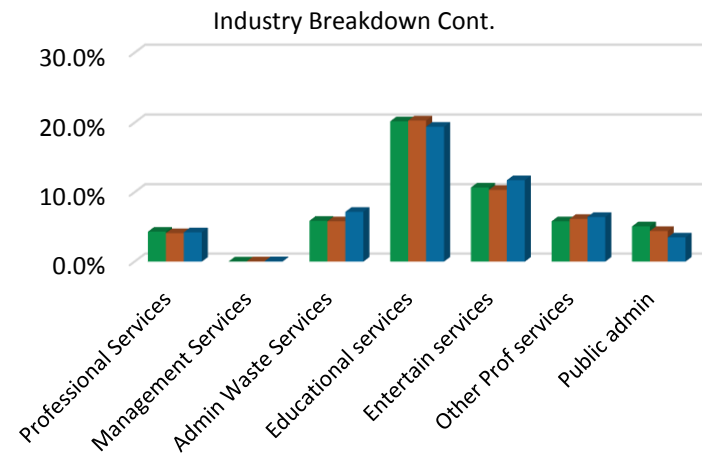
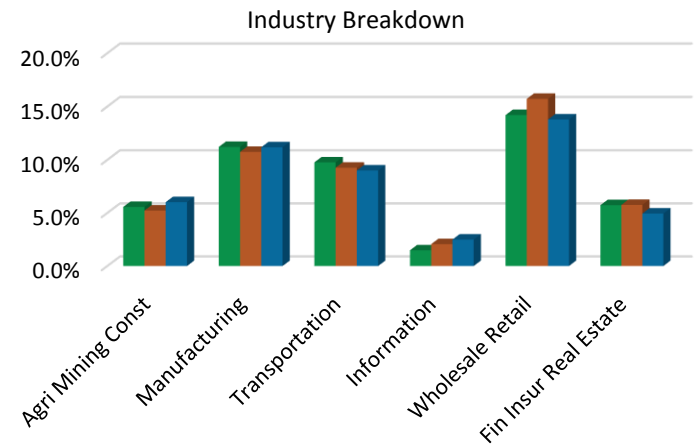


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Site: Van Ness Ave & Rosecrans Ave | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	23,206		55,298		235,584	
White Collar	13,457	58.0%	32,438	58.7%	125,510	53.3%
Managerial executive	2,636	11.4%	6,117	11.1%	24,311	10.3%
Prof specialty	3,683	15.9%	8,785	15.9%	34,170	14.5%
Healthcare support	564	2.4%	1,441	2.6%	5,412	2.3%
Sales	2,263	9.8%	6,037	10.9%	23,683	10.1%
Office Admin	4,311	18.6%	10,058	18.2%	37,934	16.1%
Blue Collar	9,749	42.0%	22,860	41.3%	110,074	46.7%
Protective	862	3.7%	1,743	3.2%	6,604	2.8%
Food Prep Serving	1,484	6.4%	3,339	6.0%	16,250	6.9%
Bldg Maint/Cleaning	1,143	4.9%	2,691	4.9%	15,631	6.6%
Personal Care	1,255	5.4%	3,096	5.6%	12,541	5.3%
Farming/Fishing/Forestry	116	0.5%	180	0.3%	939	0.4%
Construction	1,442	6.2%	3,469	6.3%	18,659	7.9%
Production Transp	3,446	14.9%	8,342	15.1%	39,448	16.7%
<b>Employment By Industry</b>	23,206		55,298		235,584	
Agri Mining Const	1,292	5.6%	2,891	5.2%	14,184	6.0%
Manufacturing	2,602	11.2%	5,948	10.8%	26,350	11.2%
Transportation	2,267	9.8%	5,122	9.3%	21,210	9.0%
Information	344	1.5%	1,143	2.1%	5,869	2.5%
Wholesale Retail	3,295	14.2%	8,693	15.7%	32,490	13.8%
Fin Insur Real Estate	1,331	5.7%	3,187	5.8%	11,643	4.9%
Professional Services	1,003	4.3%	2,272	4.1%	9,967	4.2%
Management Services	8	0.0%	23	0.0%	137	0.1%
Admin Waste Services	1,365	5.9%	3,218	5.8%	16,915	7.2%
Educational services	4,686	20.2%	11,228	20.3%	45,743	19.4%
Entertain services	2,480	10.7%	5,721	10.3%	27,676	11.7%
Other Prof services	1,351	5.8%	3,407	6.2%	15,177	6.4%
Public admin	1,181	5.1%	2,442	4.4%	8,224	3.5%





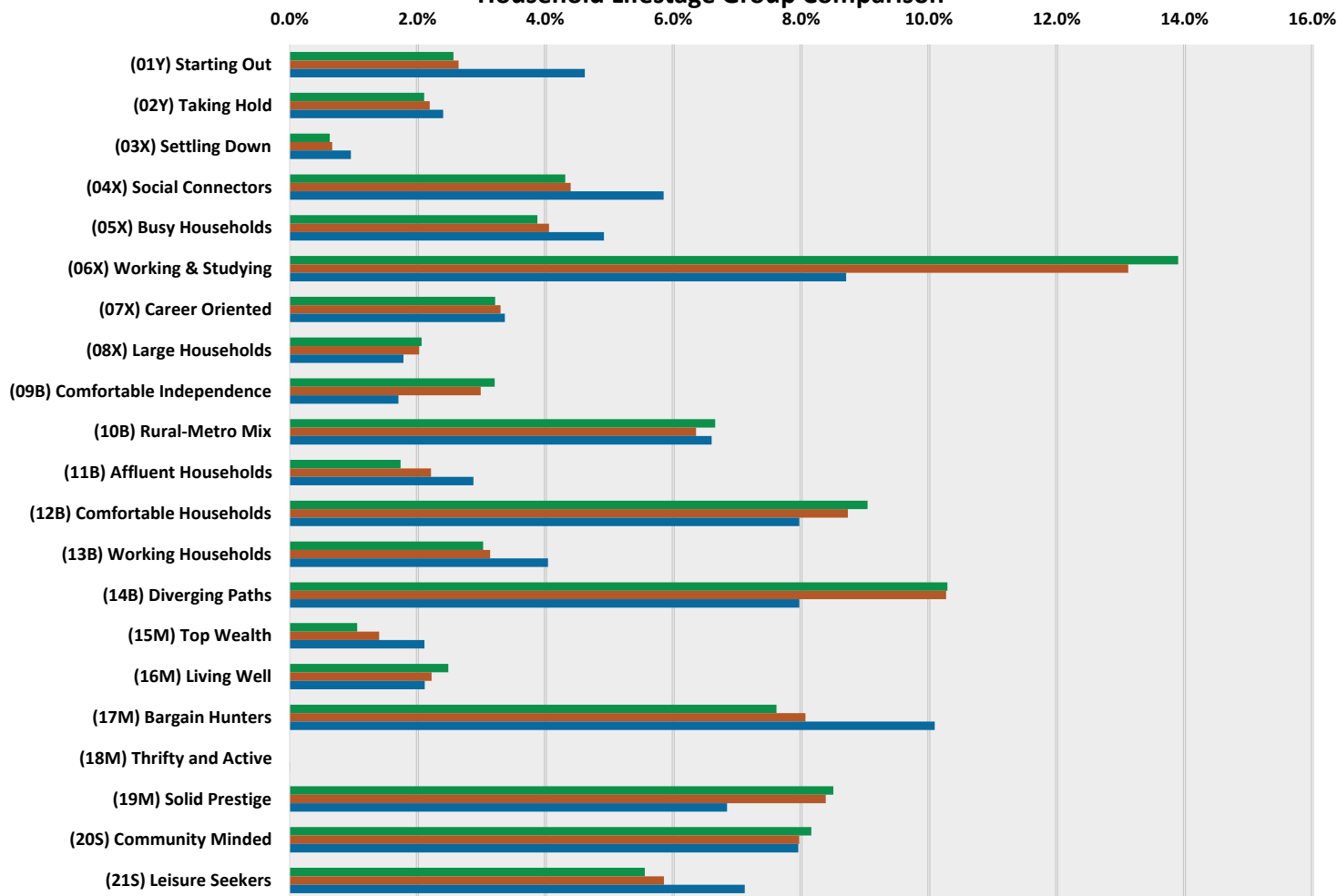
## Household Segmentation Profile

Site: Van Ness Ave & Rosecrans Ave | Gardena CA  
Date: 9/20/2018



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	3 Min Drive	5 Min Drive	10 Min Drive

### Household Lifestage Group Comparison



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	3 Min Drive	5 Min Drive	10 Min Drive
<b>Total Households</b>	<b>16,442</b> <b>100%</b>	<b>38,699</b> <b>100%</b>	<b>155,774</b> <b>100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	61- City Life	(06X) Working & Studying	2,039	12.4%	4,395	11.4%	8,878	5.7%
2	53- Metro Strivers	(10B) Rural-Metro Mix	1,094	6.7%	2,459	6.4%	10,260	6.6%
3	33- Urban Diversity	(14B) Diverging Paths	1,075	6.5%	2,653	6.9%	8,644	5.5%
4	36- Persistent & Productive	(20S) Community Minded	848	5.2%	2,028	5.2%	8,511	5.5%
5	17- Firmly Established	(12B) Comfortable Households	839	5.1%	1,840	4.8%	6,513	4.2%
6	63- Staying Home	(17M) Bargain Hunters	696	4.2%	1,788	4.6%	8,289	5.3%
7	13- Work & Play	(12B) Comfortable Households	648	3.9%	1,539	4.0%	5,907	3.8%
8	09- Busy Schedules	(19M) Solid Prestige	617	3.8%	1,449	3.7%	4,732	3.0%
9	08- Solid Surroundings	(19M) Solid Prestige	599	3.6%	1,340	3.5%	4,174	2.7%
10	38- Occupational Mix	(13B) Working Households	498	3.0%	1,214	3.1%	6,293	4.0%

\* 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: Van Ness Ave & Rosecrans Ave | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		16,442	100%	38,699	100%	155,774	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(01Y) Starting Out</b>		<b>421</b>	<b>2.6%</b>	<b>1,023</b>	<b>2.6%</b>	<b>7,192</b>	<b>4.6%</b>
	<a href="#">39- Setting Goals</a>	106	0.6%	271	0.7%	2,099	1.3%
	<a href="#">45- Offices &amp; Entertainment</a>	103	0.6%	224	0.6%	1,129	0.7%
	<a href="#">57- Collegiate Crowd</a>	113	0.7%	273	0.7%	1,811	1.2%
	<a href="#">58- Outdoor Fervor</a>	0	0.0%	0	0.0%	17	0.0%
	<a href="#">67- First Steps</a>	100	0.6%	255	0.7%	2,136	1.4%
<b>(02Y) Taking Hold</b>		<b>346</b>	<b>2.1%</b>	<b>848</b>	<b>2.2%</b>	<b>3,741</b>	<b>2.4%</b>
	<a href="#">18- Climbing the Ladder</a>	23	0.1%	70	0.2%	284	0.2%
	<a href="#">21- Children First</a>	105	0.6%	240	0.6%	905	0.6%
	<a href="#">24- Career Building</a>	183	1.1%	447	1.2%	2,181	1.4%
	<a href="#">30- Out &amp; About</a>	35	0.2%	91	0.2%	372	0.2%
<b>(03X) Settling Down</b>		<b>103</b>	<b>0.6%</b>	<b>257</b>	<b>0.7%</b>	<b>1,492</b>	<b>1.0%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">41- Rural Adventure</a>	0	0.0%	0	0.0%	7	0.0%
	<a href="#">46- Rural &amp; Active</a>	103	0.6%	257	0.7%	1,485	1.0%
<b>(04X) Social Connectors</b>		<b>709</b>	<b>4.3%</b>	<b>1,701</b>	<b>4.4%</b>	<b>9,115</b>	<b>5.9%</b>
	<a href="#">42- Creative Variety</a>	111	0.7%	250	0.6%	1,435	0.9%
	<a href="#">52- Stylish &amp; Striving</a>	268	1.6%	645	1.7%	2,943	1.9%
	<a href="#">59- Mobile Mixers</a>	330	2.0%	806	2.1%	4,736	3.0%
<b>(05X) Busy Households</b>		<b>637</b>	<b>3.9%</b>	<b>1,570</b>	<b>4.1%</b>	<b>7,659</b>	<b>4.9%</b>
	<a href="#">37- Firm Foundations</a>	188	1.1%	426	1.1%	2,228	1.4%
	<a href="#">62- Movies &amp; Sports</a>	449	2.7%	1,144	3.0%	5,431	3.5%
<b>(06X) Working &amp; Studying</b>		<b>2,286</b>	<b>13.9%</b>	<b>5,077</b>	<b>13.1%</b>	<b>13,562</b>	<b>8.7%</b>
	<a href="#">61- City Life</a>	2,039	12.4%	4,395	11.4%	8,878	5.7%
	<a href="#">69- Productive Havens</a>	44	0.3%	111	0.3%	1,299	0.8%
	<a href="#">70- Favorably Frugal</a>	203	1.2%	571	1.5%	3,385	2.2%
<b>(07X) Career Oriented</b>		<b>529</b>	<b>3.2%</b>	<b>1,277</b>	<b>3.3%</b>	<b>5,244</b>	<b>3.4%</b>
	<a href="#">06- Casual Comfort</a>	121	0.7%	266	0.7%	1,048	0.7%
	<a href="#">10- Careers &amp; Travel</a>	76	0.5%	182	0.5%	620	0.4%
	<a href="#">20- Carving Out Time</a>	48	0.3%	117	0.3%	491	0.3%
	<a href="#">26- Getting Established</a>	283	1.7%	712	1.8%	3,085	2.0%
<b>(08X) Large Households</b>		<b>340</b>	<b>2.1%</b>	<b>784</b>	<b>2.0%</b>	<b>2,773</b>	<b>1.8%</b>
	<a href="#">11- Schools &amp; Shopping</a>	67	0.4%	169	0.4%	637	0.4%
	<a href="#">12- On the Go</a>	119	0.7%	257	0.7%	801	0.5%
	<a href="#">19- Country Comfort</a>	10	0.1%	12	0.0%	15	0.0%
	<a href="#">27- Tenured Proprietors</a>	143	0.9%	346	0.9%	1,320	0.8%
<b>(09B) Comfortable Independence</b>		<b>527</b>	<b>3.2%</b>	<b>1,157</b>	<b>3.0%</b>	<b>2,652</b>	<b>1.7%</b>
	<a href="#">29- City Mixers</a>	368	2.2%	811	2.1%	974	0.6%
	<a href="#">35- Working &amp; Active</a>	96	0.6%	193	0.5%	795	0.5%
	<a href="#">56- Metro Active</a>	63	0.4%	153	0.4%	884	0.6%
<b>(10B) Rural-Metro Mix</b>		<b>1,095</b>	<b>6.7%</b>	<b>2,461</b>	<b>6.4%</b>	<b>10,283</b>	<b>6.6%</b>
	<a href="#">47- Rural Parents</a>	1	0.0%	1	0.0%	9	0.0%
	<a href="#">53- Metro Strivers</a>	1,094	6.7%	2,459	6.4%	10,260	6.6%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	1	0.0%	13	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: Van Ness Ave & Rosecrans Ave | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		16,442	100%	38,699	100%	155,774	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(11B) Affluent Households</b>		<b>285</b>	<b>1.7%</b>	<b>856</b>	<b>2.2%</b>	<b>4,478</b>	<b>2.9%</b>
	<a href="#">01- Summit Estates</a>	11	0.1%	32	0.1%	661	0.4%
	<a href="#">04- Top Professionals</a>	166	1.0%	524	1.4%	2,749	1.8%
	<a href="#">07- Active Lifestyles</a>	109	0.7%	300	0.8%	1,067	0.7%
<b>(12B) Comfortable Households</b>		<b>1,487</b>	<b>9.0%</b>	<b>3,380</b>	<b>8.7%</b>	<b>12,420</b>	<b>8.0%</b>
	<a href="#">13- Work &amp; Play</a>	648	3.9%	1,539	4.0%	5,907	3.8%
	<a href="#">17- Firmly Established</a>	839	5.1%	1,840	4.8%	6,513	4.2%
<b>(13B) Working Households</b>		<b>498</b>	<b>3.0%</b>	<b>1,214</b>	<b>3.1%</b>	<b>6,294</b>	<b>4.0%</b>
	<a href="#">38- Occupational Mix</a>	498	3.0%	1,214	3.1%	6,293	4.0%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	1	0.0%
<b>(14B) Diverging Paths</b>		<b>1,692</b>	<b>10.3%</b>	<b>3,974</b>	<b>10.3%</b>	<b>12,420</b>	<b>8.0%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	70	0.4%	152	0.4%	560	0.4%
	<a href="#">31- Mid-Americana</a>	122	0.7%	259	0.7%	989	0.6%
	<a href="#">32- Metro Mix</a>	425	2.6%	910	2.4%	2,227	1.4%
	<a href="#">33- Urban Diversity</a>	1,075	6.5%	2,653	6.9%	8,644	5.5%
<b>(15M) Top Wealth</b>		<b>174</b>	<b>1.1%</b>	<b>542</b>	<b>1.4%</b>	<b>3,286</b>	<b>2.1%</b>
	<a href="#">02- Established Elite</a>	33	0.2%	88	0.2%	904	0.6%
	<a href="#">03- Corporate Connected</a>	141	0.9%	453	1.2%	2,382	1.5%
<b>(16M) Living Well</b>		<b>408</b>	<b>2.5%</b>	<b>859</b>	<b>2.2%</b>	<b>3,292</b>	<b>2.1%</b>
	<a href="#">14- Career Centered</a>	302	1.8%	639	1.7%	2,510	1.6%
	<a href="#">15- Country Ways</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">23- Good Neighbors</a>	106	0.6%	220	0.6%	782	0.5%
<b>(17M) Bargain Hunters</b>		<b>1,252</b>	<b>7.6%</b>	<b>3,122</b>	<b>8.1%</b>	<b>15,722</b>	<b>10.1%</b>
	<a href="#">43- Work &amp; Causes</a>	130	0.8%	332	0.9%	1,764	1.1%
	<a href="#">44- Open Houses</a>	188	1.1%	445	1.2%	2,128	1.4%
	<a href="#">55- Community Life</a>	119	0.7%	282	0.7%	1,827	1.2%
	<a href="#">63- Staying Home</a>	696	4.2%	1,788	4.6%	8,289	5.3%
	<a href="#">68- Staying Healthy</a>	120	0.7%	275	0.7%	1,714	1.1%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>2</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	1	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	1	0.0%
<b>(19M) Solid Prestige</b>		<b>1,398</b>	<b>8.5%</b>	<b>3,245</b>	<b>8.4%</b>	<b>10,661</b>	<b>6.8%</b>
	<a href="#">05- Active &amp; Involved</a>	183	1.1%	457	1.2%	1,755	1.1%
	<a href="#">08- Solid Surroundings</a>	599	3.6%	1,340	3.5%	4,174	2.7%
	<a href="#">09- Busy Schedules</a>	617	3.8%	1,449	3.7%	4,732	3.0%
<b>(20S) Community Minded</b>		<b>1,342</b>	<b>8.2%</b>	<b>3,085</b>	<b>8.0%</b>	<b>12,397</b>	<b>8.0%</b>
	<a href="#">25- Clubs &amp; Causes</a>	243	1.5%	498	1.3%	1,855	1.2%
	<a href="#">28- Community Pillars</a>	251	1.5%	559	1.4%	2,030	1.3%
	<a href="#">36- Persistent &amp; Productive</a>	848	5.2%	2,028	5.2%	8,511	5.5%
<b>(21S) Leisure Seekers</b>		<b>914</b>	<b>5.6%</b>	<b>2,266</b>	<b>5.9%</b>	<b>11,091</b>	<b>7.1%</b>
	<a href="#">49- Home &amp; Garden</a>	229	1.4%	544	1.4%	2,238	1.4%
	<a href="#">51- Role Models</a>	154	0.9%	383	1.0%	1,923	1.2%
	<a href="#">64- Practical &amp; Careful</a>	84	0.5%	239	0.6%	1,183	0.8%
	<a href="#">65- Hobbies &amp; Shopping</a>	166	1.0%	399	1.0%	2,481	1.6%
	<a href="#">66- Helping Hands</a>	281	1.7%	701	1.8%	3,264	2.1%

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



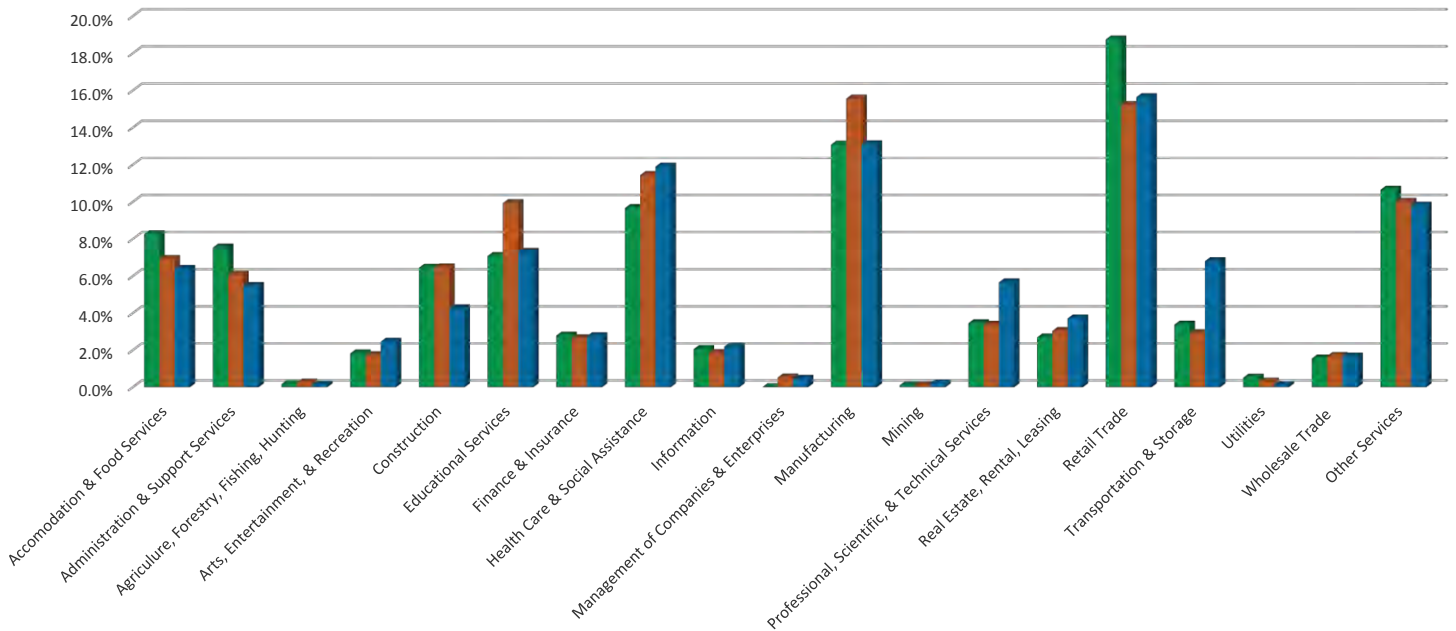
### Employment Profile

Site: Van Ness Ave & Rosecrans Ave | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Daytime Population	38,486		125,581		544,697	
Student Population	7,694		48,161		159,554	
Median Employee Salary	41,140		44,796		44,496	
Average Employee Salary	48,673		51,831		51,806	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	597	4.1%	1,507	3.9%	8,954	4.4%
15,000 to 30,000 CrYr	2,629	18.3%	6,504	16.7%	35,191	17.2%
30,000 to 45,000 CrYr	5,004	34.7%	12,181	31.3%	63,057	30.8%
45,000 to 60,000 CrYr	2,325	16.1%	6,319	16.3%	32,928	16.1%
60,000 to 75,000 CrYr	1,532	10.6%	4,634	11.9%	22,726	11.1%
75,000 to 90,000 CrYr	1,118	7.8%	3,590	9.2%	18,322	9.0%
90,000 to 100,000 CrYr	270	1.9%	803	2.1%	5,204	2.5%
Over 100,000 CrYr	927	6.4%	3,342	8.6%	18,120	8.9%

### Industry Groups

Employee's by Industry



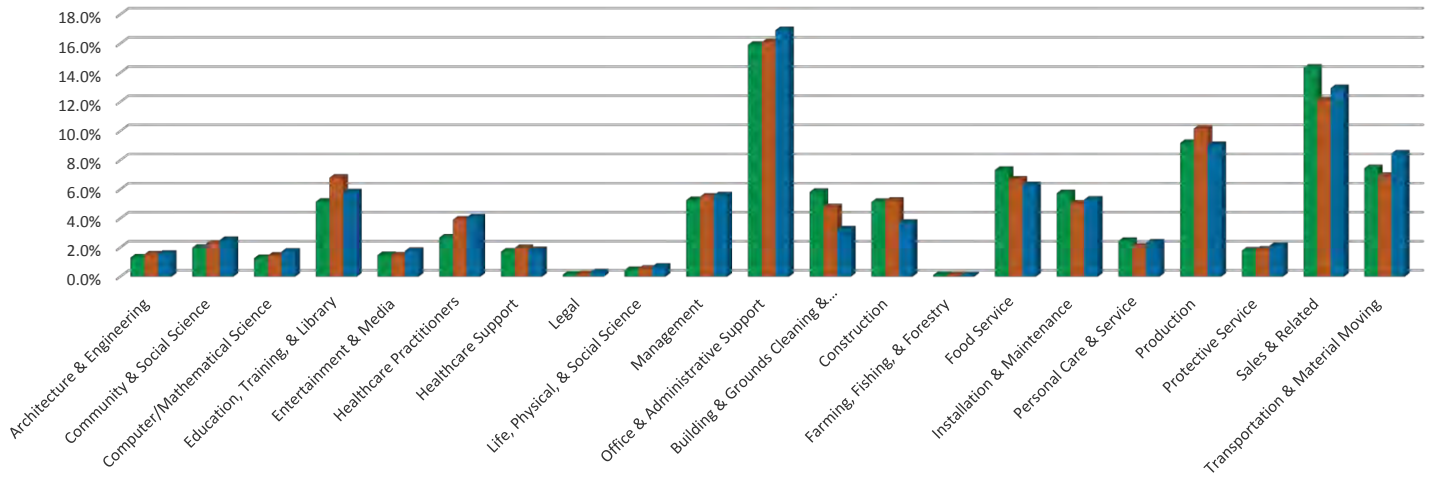
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>942</b>	<b>100%</b>	<b>14,402</b>	<b>100%</b>	<b>2,429</b>	<b>100%</b>	<b>38,879</b>	<b>100%</b>	<b>10,308</b>	<b>100%</b>	<b>204,501</b>	<b>100%</b>
Accommodation & Food Services	77	8.2%	1,190	8.3%	177	7.3%	2,692	6.9%	705	6.8%	13,072	6.4%
Administration & Support Services	40	4.2%	1,086	7.5%	86	3.5%	2,365	6.1%	330	3.2%	11,175	5.5%
Agriculture, Forestry, Fishing, Hunting	3	0.4%	24	0.2%	6	0.3%	95	0.2%	19	0.2%	275	0.1%
Arts, Entertainment, & Recreation	22	2.3%	263	1.8%	53	2.2%	670	1.7%	203	2.0%	5,029	2.5%
Construction	52	5.5%	929	6.5%	158	6.5%	2,515	6.5%	539	5.2%	8,710	4.3%
Educational Services	28	3.0%	1,020	7.1%	76	3.1%	3,862	9.9%	273	2.6%	14,939	7.3%
Finance & Insurance	30	3.1%	401	2.8%	87	3.6%	1,026	2.6%	445	4.3%	5,627	2.8%
Health Care & Social Assistance	109	11.5%	1,392	9.7%	321	13.2%	4,449	11.4%	1,357	13.2%	24,338	11.9%
Information	16	1.7%	297	2.1%	44	1.8%	716	1.8%	206	2.0%	4,484	2.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	202	0.5%	9	0.1%	926	0.5%
Manufacturing	69	7.3%	1,884	13.1%	210	8.6%	6,049	15.6%	707	6.9%	26,787	13.1%
Mining	1	0.1%	15	0.1%	2	0.1%	37	0.1%	9	0.1%	430	0.2%
Professional, Scientific, & Technical Services	49	5.2%	498	3.5%	122	5.0%	1,312	3.4%	816	7.9%	11,581	5.7%
Real Estate, Rental, Leasing	46	4.9%	387	2.7%	121	5.0%	1,180	3.0%	432	4.2%	7,590	3.7%
Retail Trade	153	16.2%	2,700	18.7%	358	14.8%	5,915	15.2%	1,648	16.0%	31,979	15.6%
Transportation & Storage	23	2.4%	487	3.4%	57	2.3%	1,133	2.9%	353	3.4%	13,929	6.8%
Utilities	2	0.2%	74	0.5%	3	0.1%	116	0.3%	6	0.1%	222	0.1%
Wholesale Trade	31	3.3%	223	1.5%	90	3.7%	654	1.7%	364	3.5%	3,382	1.7%
Other Services	193	20.4%	1,534	10.7%	457	18.8%	3,890	10.0%	1,888	18.3%	20,027	9.8%

## Employment Profile

Site: Van Ness Ave & Rosecrans Ave | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
<b>White Collar</b>	5,802	40.3%	17,384	44.7%	94,084	46.0%
Architecture & Engineering	188	1.3%	590	1.5%	3,188	1.6%
Community & Social Science	286	2.0%	878	2.3%	5,139	2.5%
Computer/Mathematical Science	182	1.3%	557	1.4%	3,494	1.7%
Education, Training, & Library	741	5.1%	2,640	6.8%	11,833	5.8%
Entertainment & Media	212	1.5%	563	1.4%	3,601	1.8%
Healthcare Practitioners	386	2.7%	1,520	3.9%	8,308	4.1%
Healthcare Support	247	1.7%	764	2.0%	3,704	1.8%
Legal	18	0.1%	62	0.2%	587	0.3%
Life, Physical, & Social Science	64	0.4%	210	0.5%	1,375	0.7%
Management	757	5.3%	2,133	5.5%	11,412	5.6%
Office & Administrative Support	2,292	15.9%	6,253	16.1%	34,598	16.9%
<b>Blue Collar</b>	8,542	59.3%	21,300	54.8%	109,303	53.4%
Building & Grounds Cleaning & Maintenance	838	5.8%	1,854	4.8%	6,620	3.2%
Construction	739	5.1%	2,024	5.2%	7,555	3.7%
Farming, Fishing, & Forestry	15	0.1%	32	0.1%	165	0.1%
Food Service	1,056	7.3%	2,590	6.7%	12,839	6.3%
Installation & Maintenance	825	5.7%	1,950	5.0%	10,804	5.3%
Personal Care & Service	352	2.4%	794	2.0%	4,772	2.3%
Production	1,322	9.2%	3,950	10.2%	18,482	9.0%
Protective Service	258	1.8%	719	1.8%	4,322	2.1%
Sales & Related	2,065	14.3%	4,699	12.1%	26,461	12.9%
Transportation & Material Moving	1,072	7.4%	2,688	6.9%	17,283	8.5%
<b>Military Services</b>	58	0.4%	195	0.5%	1,115	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	14,402	38,879	204,501
2018 Q1	14,769	39,266	208,532
2017 Q4	14,897	39,604	210,230
2017 Q3	14,573	37,289	198,391
2017 Q2	14,788	39,268	207,560
2017 Q1	14,913	39,637	209,417
2016 Q4	15,225	40,265	212,687
2016 Q3	14,872	37,897	198,180
2016 Q2	15,214	39,982	208,880

## Consumer Demand & Market Supply Assessment

Site:

Van Ness Ave & Rosecrans Ave | Gardena CA

Date Report Created:

9/20/2018

### Demographics

Population  
5-Year Population estimate  
Population Households  
Group Quarters Population  
Households  
5-Year Households estimate  
WorkPlace Establishments  
Workplace Employees  
Median Household Income

48,423  
50,223  
47,928  
495  
16,546  
17,180  
942  
14,402  
\$50,864

114,459  
119,054  
113,355  
1,104  
39,233  
40,830  
2,429  
38,879  
\$50,046

508,113  
524,773  
504,351  
3,762  
156,295  
161,476  
10,308  
204,501  
\$48,503

### By Establishments

Vending Machine Operators (Non-Store)  
Jewelry/Luggage/Leather Goods  
Book/Periodical/Music Stores  
Lawn/Garden Equipment/Supplies Stores  
Home Furnishing Stores  
Electronic Shopping/Mail Order Houses  
Other Motor Vehicle Dealers  
Direct Selling Establishments  
Clothing Stores  
Office Supplies/Stationary/Gift  
Grocery Stores  
Health/Personal Care Stores  
Florists/Misc. Store Retailers  
Specialty Food Stores  
Building Material/Supplies Dealers  
Full-Service Restaurants  
Shoe Stores  
Sporting Goods/Hobby/Musical Instrument  
Automotive Parts/Accessories/Tire  
Beer/Wine/Liquor Stores  
Special Food Services  
Limited-Service Eating Places  
Department Stores  
Used Merchandise Stores  
Gasoline Stations  
Automotive Dealers  
Other General Merchandise Stores  
Electronics/Appliance  
Bar/Drinking Places (Alcoholic Beverages)  
Furniture Stores  
Other Misc. Store Retailers

\$5,348,026  
\$5,392,277  
\$3,208,639  
\$4,911,403  
\$8,083,974  
\$107,862,103  
\$8,114,997  
\$4,248,837  
\$37,801,009  
\$4,707,437  
\$85,373,092  
\$46,962,889  
\$1,182,593  
\$4,727,433  
\$45,667,122  
\$38,865,371  
\$5,308,844  
\$9,728,498  
\$13,788,314  
\$6,953,879  
\$8,290,120  
\$38,020,925  
\$21,471,477  
\$2,557,669  
\$58,996,401  
\$148,775,442  
\$86,857,409  
\$14,240,624  
\$2,016,356  
\$8,905,691  
\$12,374,626

\$0  
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\$903,324  
\$2,432,369  
\$34,474,845  
\$3,197,581  
\$1,717,324  
\$20,387,489  
\$2,602,585  
\$51,843,920  
\$30,028,483  
\$841,432  
\$3,369,084  
\$34,702,624  
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\$4,323,636  
\$9,331,942  
\$13,552,590  
\$7,187,697  
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\$223,740,149  
\$149,758,088  
\$27,596,561  
\$4,256,285  
\$21,070,631  
\$36,880,044

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(\$2,896,050)  
(\$4,008,079)  
(\$5,651,605)  
(\$73,387,258)  
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\$13,355,938  
\$2,239,929  
\$12,164,940  
\$24,505,418

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\$12,838,741  
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\$258,931,197  
\$19,291,701  
\$10,139,694  
\$89,931,558  
\$11,285,311  
\$203,572,595  
\$111,951,798  
\$2,813,955  
\$11,273,553  
\$108,804,755  
\$96,941,304  
\$12,623,636  
\$23,133,318  
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\$3,365,353  
\$6,762,760  
\$6,610,153  
\$58,393,444  
\$11,042,744  
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\$43,848,170  
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(\$5,915,696)  
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\$17,725,953  
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\$714,924  
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\$35,120,356

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\$51,483,896  
\$85,187,793  
\$1,162,218,362  
\$84,801,781  
\$44,865,438  
\$396,684,334  
\$50,408,968  
\$901,477,127  
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\$130,073,635

\$69,580,389  
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\$90,410,677  
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\$375,952,622  
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\$51,752,513  
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\$178,399,767  
\$102,621,918  
\$87,082,613  
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\$173,269,373  
\$25,674,675  
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\$210,056,462

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\$340,506,216  
(\$6,628,795)  
(\$93,533,197)  
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(\$120,329,135)  
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(\$114,806,939)  
(\$3,772,461)  
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(\$9,514,773)  
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(\$359,031,845)  
\$321,103,126  
\$13,909,775  
\$195,420  
\$13,188,302  
\$79,982,826

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54%  
-23%  
35%  
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61%

Consumer Demand/Market Supply Index

\$850,743,479

\$880,941,705

97

\$2,037,425,932

\$1,904,375,674

107

\$9,095,695,717

\$9,810,565,976

93



## Consumer Demand & Market Supply Assessment

Site:

Van Ness Ave & Rosecrans Ave | Gardena CA

Date Report Created:

9/20/2018

### By Major Product Lines

	3 Min Drive				5 Min Drive				10 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Jewelry (including Watches)	\$8,005,882	\$2,635,033	(\$5,370,849)	-67%	\$19,063,838	\$6,270,345	(\$12,793,492)	-67%	\$84,139,918	\$66,483,492	(\$17,656,427)	-21%
Books/Periodicals	\$3,773,164	\$1,683,770	(\$2,089,394)	-55%	\$9,005,155	\$5,039,151	(\$3,966,004)	-44%	\$40,214,913	\$44,052,245	\$3,837,332	10%
Floor/Floor Coverings	\$6,633,229	\$3,587,661	(\$3,045,568)	-46%	\$15,815,556	\$11,301,852	(\$4,513,704)	-29%	\$70,216,172	\$64,544,510	(\$5,671,662)	-8%
Womens/Juniors/Misses Wear	\$31,882,216	\$18,629,821	(\$13,252,395)	-42%	\$75,773,557	\$36,700,589	(\$39,072,968)	-52%	\$334,462,242	\$296,575,837	(\$37,886,405)	-11%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$103,368,619	\$62,433,185	(\$40,935,434)	-40%	\$246,437,227	\$147,943,598	(\$98,493,629)	-40%	\$1,093,031,594	\$984,037,158	(\$108,994,437)	-10%
Lawn/Garden/Farm Equipment/Supplies	\$13,128,682	\$7,930,646	(\$5,198,036)	-40%	\$31,243,041	\$26,436,651	(\$4,806,390)	-15%	\$137,674,921	\$159,791,933	\$22,117,013	16%
Footwear, including Accessories	\$12,840,512	\$8,251,849	(\$4,588,663)	-36%	\$30,529,973	\$18,471,282	(\$12,058,692)	-39%	\$134,262,911	\$119,345,609	(\$14,917,302)	-11%
Mens Wear	\$12,174,485	\$8,963,442	(\$3,211,043)	-26%	\$29,001,308	\$17,704,889	(\$11,296,420)	-39%	\$127,680,338	\$142,254,871	\$14,574,533	11%
Kitchenware/Home Furnishings	\$10,196,214	\$7,657,291	(\$2,538,923)	-25%	\$24,303,455	\$16,315,845	(\$7,987,610)	-33%	\$107,480,433	\$123,371,045	\$15,890,612	15%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,505,665	\$1,165,296	(\$340,369)	-23%	\$3,598,066	\$2,764,941	(\$833,126)	-23%	\$15,874,086	\$22,686,679	\$6,812,594	43%
Dimensional Lumber/Other Building Materials	\$18,614,885	\$14,773,115	(\$3,841,770)	-21%	\$44,430,300	\$55,332,284	\$10,901,984	25%	\$196,889,296	\$235,983,764	\$39,094,469	20%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,412,549	\$2,797,254	(\$615,295)	-18%	\$8,131,566	\$10,233,647	\$2,102,082	26%	\$36,030,888	\$43,500,546	\$7,469,657	21%
Hardware/Tools/Plumbing/Electrical Supplies	\$12,983,469	\$10,811,591	(\$2,171,878)	-17%	\$30,883,133	\$37,027,141	\$6,144,008	20%	\$136,716,704	\$170,995,939	\$34,279,236	25%
Alcoholic Drinks Served at the Establishment	\$16,996,399	\$14,437,250	(\$2,559,148)	-15%	\$43,422,221	\$32,101,582	(\$11,320,639)	-26%	\$216,943,972	\$147,200,560	(\$69,743,412)	-32%
Computer Hardware/Software/Supplies	\$16,525,129	\$14,695,273	(\$1,829,856)	-11%	\$42,285,724	\$24,921,589	(\$17,364,134)	-41%	\$212,877,347	\$285,855,838	\$72,978,491	34%
Groceries/Other Food Items (Off Premises)	\$131,824,512	\$119,644,813	(\$12,179,699)	-9%	\$314,127,092	\$330,910,355	\$16,783,264	5%	\$1,389,443,494	\$1,405,927,528	\$16,484,034	1%
Childrens Wear/Infants/Toddlers Clothing	\$5,273,725	\$4,980,704	(\$293,021)	-6%	\$12,569,438	\$9,692,418	(\$2,877,020)	-23%	\$55,418,311	\$67,468,458	\$12,050,147	22%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,613,648	\$7,312,880	(\$300,768)	-4%	\$18,074,286	\$13,803,798	(\$4,270,488)	-24%	\$79,430,254	\$120,522,985	\$41,092,731	52%
Meats/Nonalcoholic Beverages	\$74,424,107	\$75,374,133	\$950,026	1%	\$183,139,501	\$184,126,791	\$987,289	1%	\$858,672,902	\$796,397,154	(\$62,275,748)	-7%
Automotive Tires/Tubes/Batteries/Parts	\$26,738,802	\$27,093,402	\$354,600	1%	\$63,728,721	\$63,809,612	\$80,891	0%	\$282,560,376	\$289,465,982	\$6,905,606	2%
Packaged Liquor/Wine/Beer	\$15,231,280	\$15,704,264	\$472,984	3%	\$36,279,795	\$35,087,699	(\$1,192,095)	-3%	\$159,822,543	\$204,204,718	\$44,382,175	28%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,851,214	\$1,922,021	\$70,808	4%	\$4,397,243	\$4,711,447	\$314,203	7%	\$19,306,432	\$21,922,672	\$2,616,240	14%
Small Electric Appliances	\$1,808,509	\$1,878,680	\$70,171	4%	\$4,306,799	\$3,866,911	(\$439,889)	-10%	\$19,065,739	\$27,799,320	\$8,733,582	46%
Audio Equipment/Musical Instruments	\$4,824,392	\$5,126,843	\$302,451	6%	\$11,484,821	\$8,946,764	(\$2,538,056)	-22%	\$50,766,918	\$72,606,663	\$21,839,745	43%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,743,691	\$4,087,441	\$343,750	9%	\$8,918,332	\$8,628,476	(\$289,856)	-3%	\$39,306,096	\$58,492,463	\$19,186,367	49%
All Other Merchandise	\$33,327,358	\$36,407,505	\$3,080,147	9%	\$79,364,754	\$69,905,348	(\$9,459,406)	-12%	\$349,676,783	\$485,788,953	\$136,112,170	39%
Furniture/Sleep/Outdoor/Patio Furniture	\$22,717,452	\$26,892,385	\$4,174,933	18%	\$54,138,412	\$53,108,571	(\$1,029,841)	-2%	\$238,287,037	\$240,738,068	\$2,451,031	1%
Toys/Hobby Goods/Games	\$4,328,767	\$5,154,912	\$826,145	19%	\$10,321,416	\$9,993,057	(\$328,359)	-3%	\$45,635,148	\$71,526,473	\$25,891,325	57%
Retailer Services	\$24,960,752	\$32,916,654	\$7,955,902	32%	\$59,233,215	\$60,978,734	\$1,745,519	3%	\$258,943,409	\$338,899,088	\$79,955,678	31%
Sewing/Knitting Materials/Supplies	\$371,827	\$510,927	\$139,099	37%	\$880,581	\$975,183	\$94,601	11%	\$3,809,968	\$5,847,554	\$2,037,586	53%
Autos/Cars/Vans/Trucks/Motorcycles	\$130,182,856	\$190,702,862	\$60,520,006	46%	\$309,514,143	\$319,644,814	\$10,130,671	3%	\$1,361,886,077	\$1,238,850,195	(\$123,035,882)	-9%
Soaps/Detergents/Household Cleaners	\$4,159,234	\$6,151,154	\$1,991,921	48%	\$9,913,311	\$14,471,420	\$4,558,109	46%	\$43,860,250	\$62,677,759	\$18,817,509	43%
Pets/Pet Foods/Pet Supplies	\$7,145,577	\$10,878,647	\$3,733,070	52%	\$17,025,841	\$20,165,197	\$3,139,356	18%	\$74,690,404	\$74,530,169	(\$160,236)	0%
Automotive Fuels	\$53,665,501	\$85,056,411	\$31,390,910	58%	\$127,609,022	\$157,857,603	\$30,248,581	24%	\$561,377,996	\$929,758,994	\$368,380,998	66%
Cigars/Cigarettes/Tobacco/Accessories	\$10,271,021	\$17,101,489	\$6,830,468	67%	\$24,565,714	\$33,752,292	\$9,186,578	37%	\$109,686,542	\$143,751,578	\$34,065,036	31%
Paper/Related Products	\$3,676,010	\$6,224,155	\$2,548,146	69%	\$8,769,971	\$13,804,682	\$5,034,711	57%	\$38,841,525	\$59,041,212	\$20,199,688	52%
Major Household Appliances	\$2,745,229	\$4,848,308	\$2,103,079	77%	\$6,486,030	\$10,342,789	\$3,856,759	59%	\$28,042,580	\$47,188,276	\$19,145,696	68%
Automotive Lubricants (incl Oil, Greases)	\$2,745,229	\$4,848,308	\$2,103,079	77%	\$6,486,030	\$10,342,789	\$3,856,759	59%	\$28,042,580	\$47,188,276	\$19,145,696	68%
Televisions/VCR/Video Cameras/DVD etc	\$5,416,120	\$10,685,327	\$5,269,207	97%	\$12,918,772	\$19,460,840	\$6,542,068	51%	\$57,224,016	\$104,026,371	\$46,802,356	82%
Photographic Equipment/Supplies	\$897,767	\$1,833,510	\$935,743	104%	\$2,146,210	\$3,230,955	\$1,084,745	51%	\$9,498,817	\$17,143,452	\$7,644,636	80%

**3 Min Drive****5 Min Drive****10 Min Drive**

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

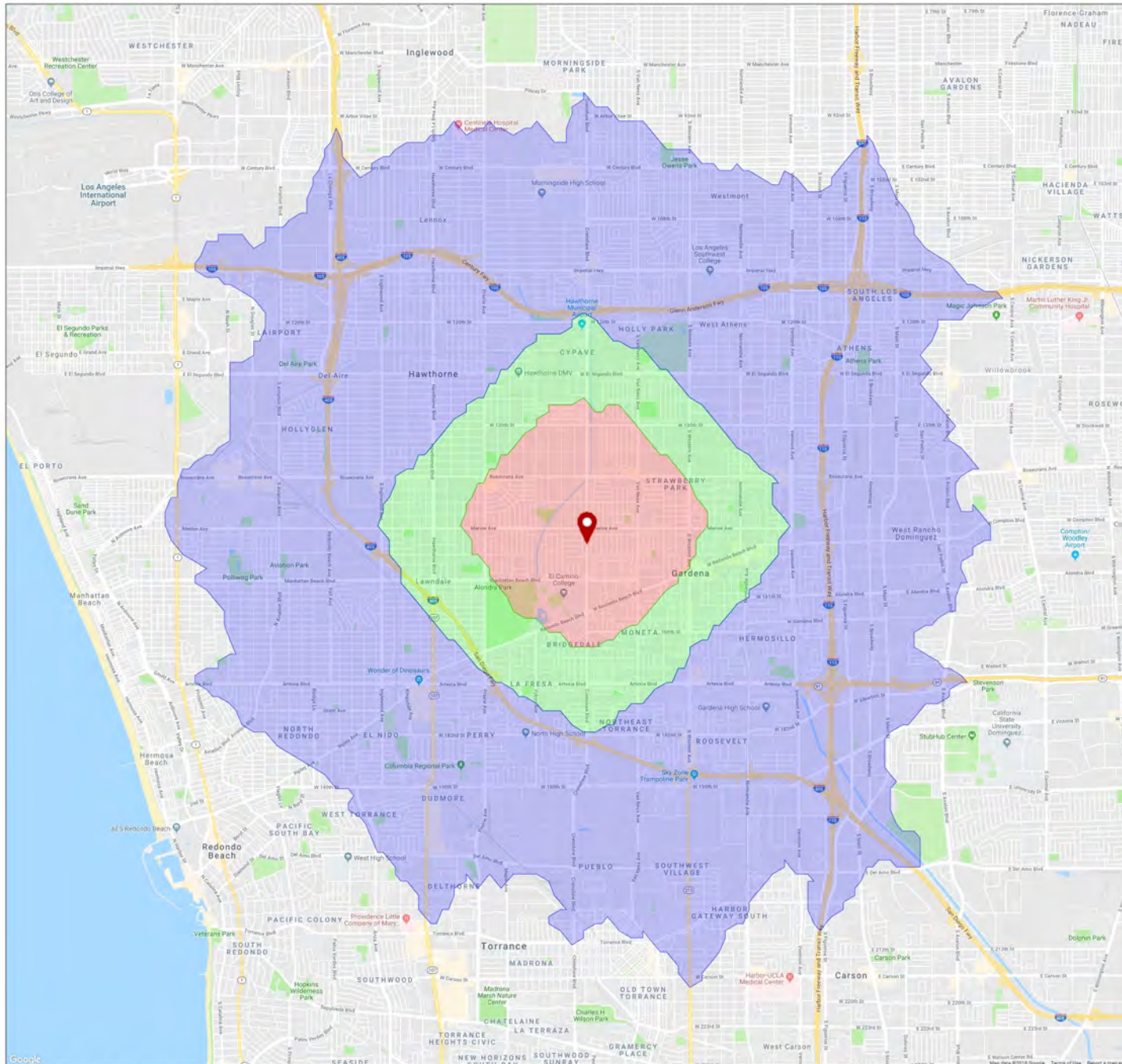
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

# Current View

## Marine Ave & Crenshaw Blvd

**ECON**Solutions  
By HdL

Drive Times: 3 Mins, 5 Mins, 10 Mins



Scale In Miles:



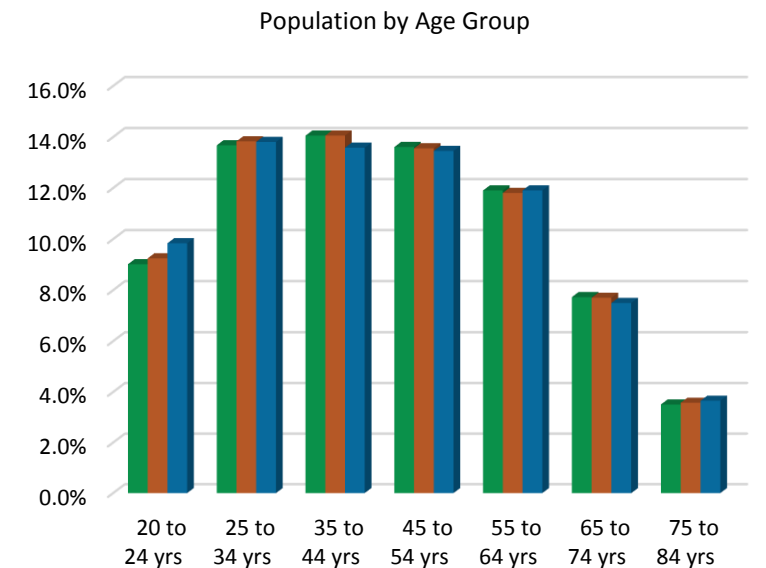
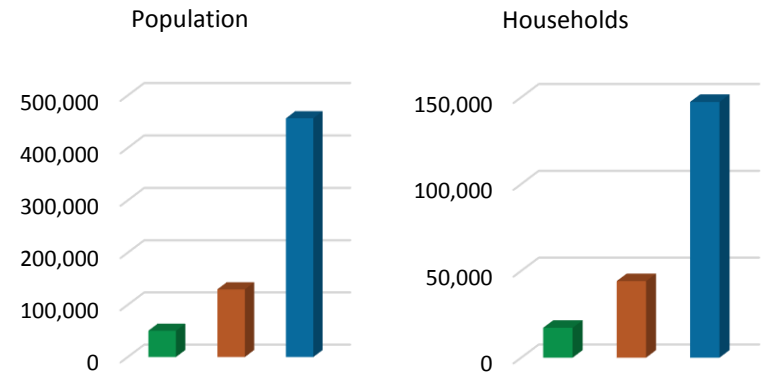


## Consumer Demographic Profile

Site: Marine Ave & Crenshaw Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	50,463	---	129,682	---	456,608	---
5 Year Projected Pop	52,232	---	134,644	---	471,031	---
Pop Growth (%)	3.5%	---	3.8%	---	3.2%	---
Households	17,206	---	44,089	---	147,325	---
5 Year Projected HHs	17,832	---	45,817	---	152,038	---
HH Growth (%)	3.6%	---	3.9%	---	3.2%	---
<b>Census Stats</b>						
2000 Population	49,052	---	125,206	---	442,203	---
2010 Population	49,221	---	125,773	---	448,358	---
Pop Growth (%)	0.3%	---	0.5%	---	1.4%	---
2000 Households	16,821	---	43,203	---	143,173	---
2010 Households	16,715	---	42,683	---	144,477	---
HH Growth (%)	-0.6%	---	-1.2%	---	0.9%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	37.5		37.6		37.4	
19 yrs & under	12,738	25.2%	32,316	24.9%	114,051	25.0%
20 to 24 yrs	4,549	9.0%	11,989	9.2%	44,914	9.8%
25 to 34 yrs	6,901	13.7%	17,935	13.8%	63,039	13.8%
35 to 44 yrs	7,092	14.1%	18,227	14.1%	62,010	13.6%
45 to 54 yrs	6,867	13.6%	17,582	13.6%	61,434	13.5%
55 to 64 yrs	6,008	11.9%	15,312	11.8%	54,362	11.9%
65 to 74 yrs	3,899	7.7%	9,986	7.7%	34,229	7.5%
75 to 84 yrs	1,768	3.5%	4,629	3.6%	16,672	3.7%
85 + yrs	640	1.3%	1,705	1.3%	5,897	1.3%
<b>Population Bases</b>						
20-34 yrs	11,451	22.7%	29,924	23.1%	107,953	23.6%
45-64 yrs	12,875	25.5%	32,894	25.4%	115,796	25.4%
16 yrs +	38,986	77.3%	100,640	77.6%	354,756	77.7%
25 yrs +	33,175	65.7%	85,377	65.8%	297,642	65.2%
65 yrs +	6,307	12.5%	16,321	12.6%	56,798	12.4%
75 yrs +	2,408	4.8%	6,335	4.9%	22,569	4.9%
85 yrs +	640	1.3%	1,705	1.3%	5,897	1.3%



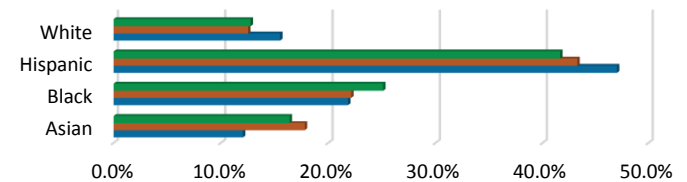
## Consumer Demographic Profile

**Site:** Marine Ave & Crenshaw Blvd | Gardena CA  
**Date Report Created:** 9/20/2018

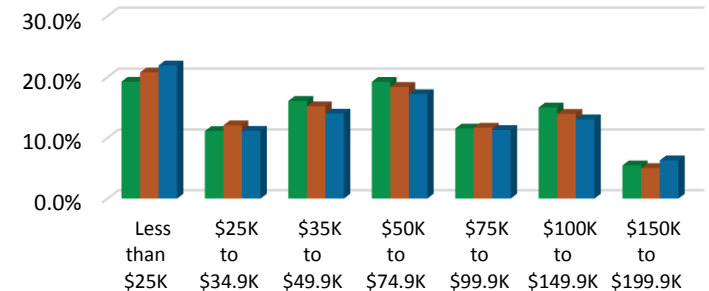


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	6,439	12.8%	16,252	12.5%	70,816	15.5%
Hispanic	21,020	41.7%	56,120	43.3%	214,672	47.0%
Black	12,669	25.1%	28,706	22.1%	99,718	21.8%
Asian	8,275	16.4%	23,093	17.8%	55,016	12.0%
<b>Ancestry</b>						
American Indian (ancestry)	119	0.2%	275	0.2%	913	0.2%
Hawaiin (ancestry)	390	0.8%	1,184	0.9%	2,899	0.6%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$23,539	---	\$23,277	---	\$24,266	---
<b>Average HH Income</b>	\$69,038	---	\$68,465	---	\$75,208	---
<b>Median HH Income</b>	\$54,044	---	\$52,240	---	\$53,807	---
Less than \$25K	3,310	19.2%	9,153	20.8%	32,271	21.9%
\$25K to \$34.9K	1,913	11.1%	5,326	12.1%	16,444	11.2%
\$35K to \$49.9K	2,768	16.1%	6,707	15.2%	20,622	14.0%
\$50K to \$74.9K	3,308	19.2%	8,106	18.4%	25,341	17.2%
\$75K to \$99.9K	1,985	11.5%	5,150	11.7%	16,653	11.3%
\$100K to \$149.9K	2,584	15.0%	6,155	14.0%	19,259	13.1%
\$150K to \$199.9K	942	5.5%	2,219	5.0%	9,281	6.3%
\$200K +	395	2.3%	1,275	2.9%	7,453	5.1%
<b>Education</b>						
Less than 9th Grade	3,629	10.9%	9,299	10.9%	39,890	13.4%
Some HS, No Diploma	3,055	9.2%	7,970	9.3%	30,805	10.3%
HS Grad (or Equivalent)	8,157	24.6%	21,228	24.9%	69,192	23.2%
Some College, No Degree	7,880	23.8%	19,953	23.4%	66,242	22.3%
Associate Degree	3,254	9.8%	7,290	8.5%	21,719	7.3%
Bachelor Degree	5,243	15.8%	14,565	17.1%	48,455	16.3%
Graduates Degree	1,395	4.2%	3,831	4.5%	15,893	5.3%

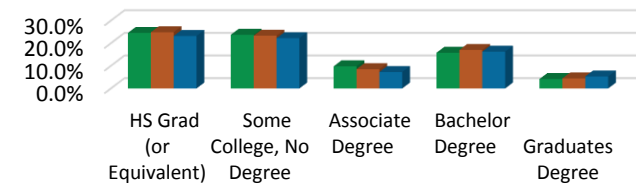
Ethnic Breakdown



Household Income Levels - %



Education

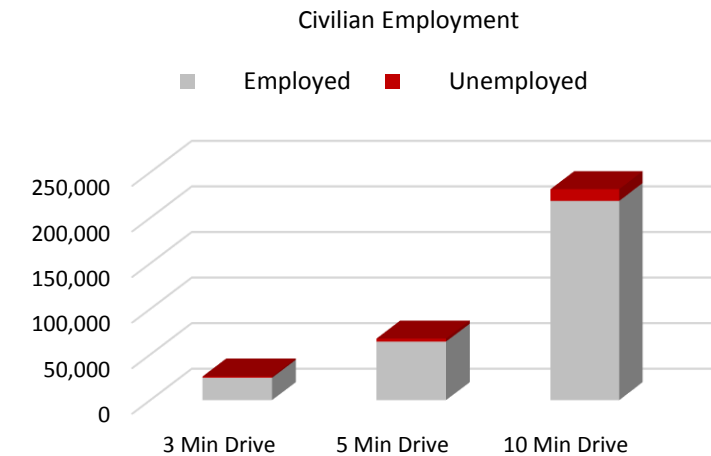
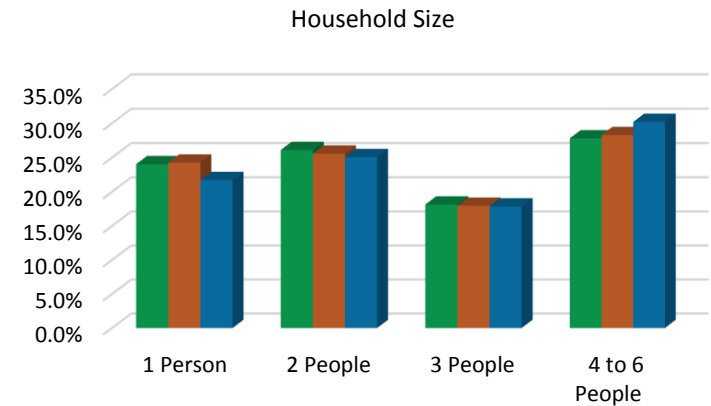


## Consumer Demographic Profile

**Site:** Marine Ave & Crenshaw Blvd | Gardena CA  
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	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	12,147		30,970		108,113	
Single - Male	812	6.7%	2,288	7.4%	7,629	7.1%
Single - Female	1,706	14.0%	4,224	13.6%	15,101	14.0%
Single Parent - Male	539	4.4%	1,438	4.6%	4,595	4.3%
Single Parent - Female	1,874	15.4%	4,450	14.4%	14,984	13.9%
Married w/ Children	3,442	28.3%	9,092	29.4%	31,474	29.1%
Married w/out Children	3,774	31.1%	9,478	30.6%	34,330	31.8%
<b>Household Size</b>						
1 Person	4,134	24.0%	10,695	24.3%	32,004	21.7%
2 People	4,490	26.1%	11,273	25.6%	36,935	25.1%
3 People	3,122	18.1%	7,921	18.0%	26,301	17.9%
4 to 6 People	4,783	27.8%	12,469	28.3%	44,484	30.2%
7+ People	676	3.9%	1,731	3.9%	7,600	5.2%
<b>Home Ownership</b>	17,206		44,089		147,325	
Owners	7,262	42.2%	17,076	38.7%	65,393	44.4%
Renters	9,944	57.8%	27,013	61.3%	81,932	55.6%
<b>Components of Change</b>						
Births	639	1.3%	1,634	1.3%	5,762	1.3%
Deaths	304	0.6%	790	0.6%	2,831	0.6%
Migration	-248	-0.5%	-463	-0.4%	-2,628	-0.6%
<b>Employment (Pop 16+)</b>	38,986		100,640		354,756	
Armed Services	0	0.0%	0	0.0%	134	0.0%
Civilian	25,938	66.5%	67,530	67.1%	231,465	65.2%
Employed	24,577	63.0%	64,257	63.8%	218,537	61.6%
Unemployed	1,361	3.5%	3,273	3.3%	12,928	3.6%
Not in Labor Force	13,047	33.5%	33,110	32.9%	123,158	34.7%
<b>Employed Population</b>	24,577		64,257		218,537	
White Collar	14,344	58.4%	37,465	58.3%	125,748	57.5%
Blue Collar	10,234	41.6%	26,792	41.7%	92,790	42.5%

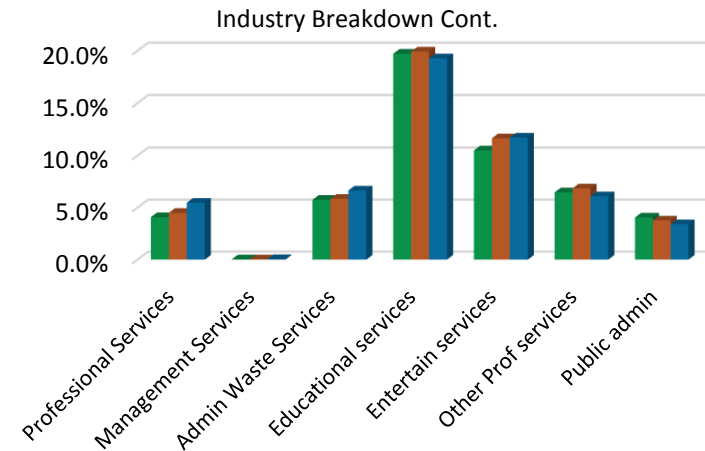
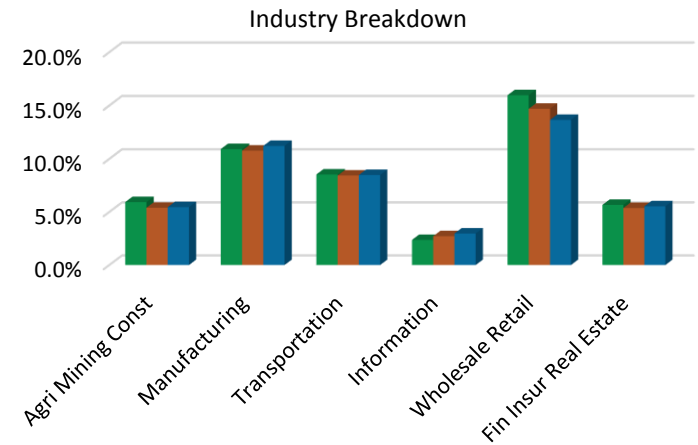


## Consumer Demographic Profile

Site: Marine Ave & Crenshaw Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	24,577		64,257		218,537	
White Collar	14,344	58.4%	37,465	58.3%	125,748	57.5%
Managerial executive	2,872	11.7%	7,485	11.6%	27,302	12.5%
Prof specialty	3,892	15.8%	10,518	16.4%	36,777	16.8%
Healthcare support	486	2.0%	1,516	2.4%	4,251	1.9%
Sales	2,715	11.0%	6,988	10.9%	22,866	10.5%
Office Admin	4,379	17.8%	10,958	17.1%	34,551	15.8%
Blue Collar	10,234	41.6%	26,792	41.7%	92,790	42.5%
Protective	851	3.5%	1,822	2.8%	6,153	2.8%
Food Prep Serving	1,688	6.9%	4,465	6.9%	14,608	6.7%
Bldg Maint/Cleaning	1,116	4.5%	3,524	5.5%	12,671	5.8%
Personal Care	1,527	6.2%	3,571	5.6%	11,320	5.2%
Farming/Fishing/Forestry	86	0.4%	173	0.3%	672	0.3%
Construction	1,650	6.7%	4,291	6.7%	15,633	7.2%
Production Transp	3,316	13.5%	8,945	13.9%	31,732	14.5%
<b>Employment By Industry</b>	24,577		64,257		218,537	
Agri Mining Const	1,457	5.9%	3,465	5.4%	11,926	5.5%
Manufacturing	2,685	10.9%	6,927	10.8%	24,518	11.2%
Transportation	2,096	8.5%	5,419	8.4%	18,535	8.5%
Information	581	2.4%	1,748	2.7%	6,492	3.0%
Wholesale Retail	3,925	16.0%	9,444	14.7%	29,848	13.7%
Fin Insur Real Estate	1,394	5.7%	3,455	5.4%	12,088	5.5%
Professional Services	1,004	4.1%	2,892	4.5%	11,956	5.5%
Management Services	7	0.0%	22	0.0%	117	0.1%
Admin Waste Services	1,414	5.8%	3,761	5.9%	14,525	6.6%
Educational services	4,846	19.7%	12,806	19.9%	42,123	19.3%
Entertain services	2,581	10.5%	7,488	11.7%	25,633	11.7%
Other Prof services	1,591	6.5%	4,407	6.9%	13,323	6.1%
Public admin	996	4.1%	2,422	3.8%	7,453	3.4%





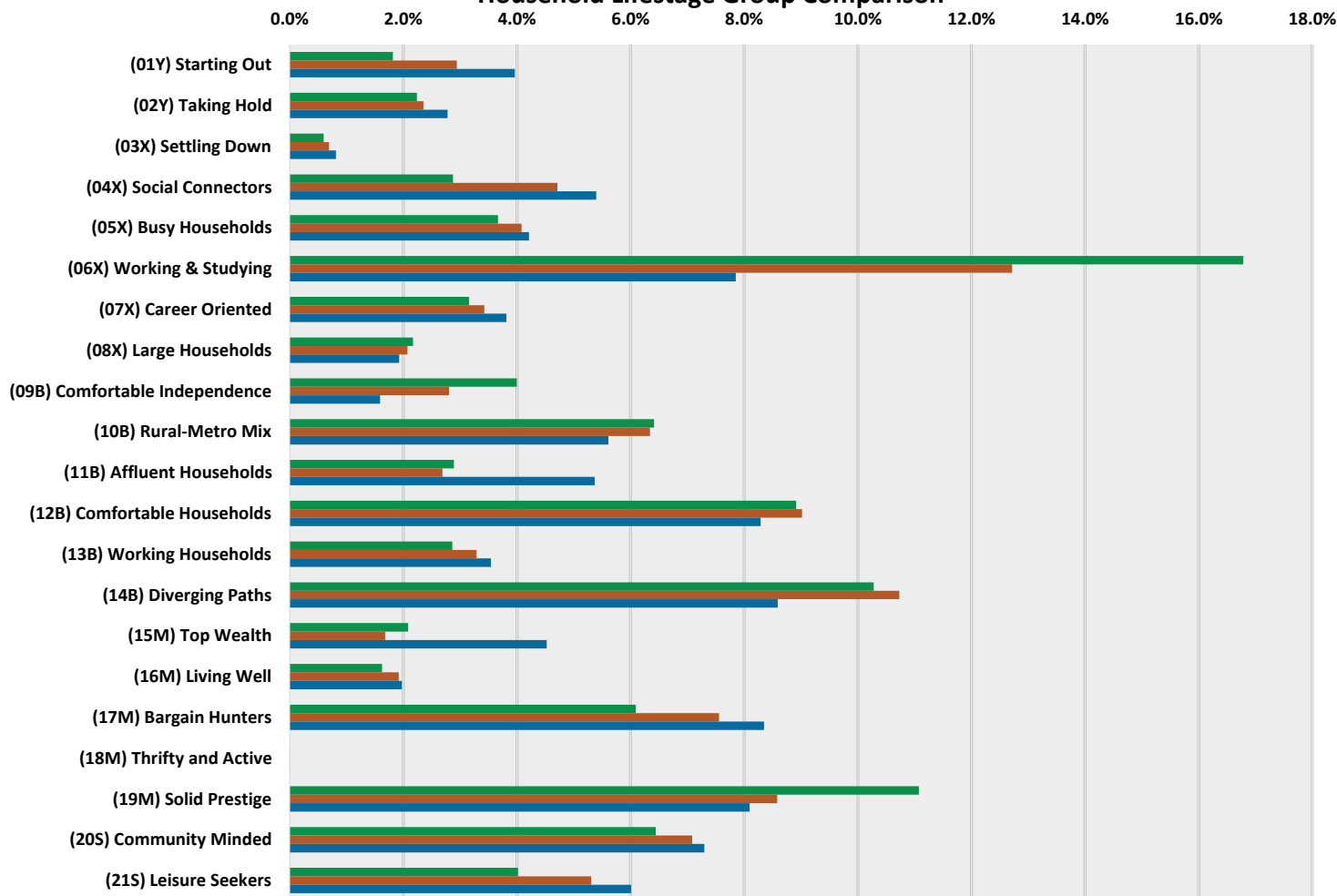
## Household Segmentation Profile

Site: Marine Ave & Crenshaw Blvd | Gardena CA  
Date: 9/20/2018



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	3 Min Drive	5 Min Drive	10 Min Drive

### Household Lifestage Group Comparison



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	3 Min Drive	5 Min Drive	10 Min Drive
<b>Total Households</b>	<b>16,972</b> <b>100%</b>	<b>43,361</b> <b>100%</b>	<b>147,049</b> <b>100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	61- City Life	(06X) Working & Studying	2,723	16.0%	4,744	10.9%	7,947	5.4%
2	33- Urban Diversity	(14B) Diverging Paths	1,098	6.5%	3,141	7.2%	9,139	6.2%
3	53- Metro Strivers	(10B) Rural-Metro Mix	1,088	6.4%	2,746	6.3%	8,241	5.6%
4	08- Solid Surroundings	(19M) Solid Prestige	849	5.0%	1,506	3.5%	4,548	3.1%
5	17- Firmly Established	(12B) Comfortable Households	845	5.0%	2,098	4.8%	6,281	4.3%
6	09- Busy Schedules	(19M) Solid Prestige	806	4.7%	1,713	4.0%	5,401	3.7%
7	36- Persistent & Productive	(20S) Community Minded	775	4.6%	2,123	4.9%	7,300	5.0%
8	13- Work & Play	(12B) Comfortable Households	668	3.9%	1,811	4.2%	5,909	4.0%
9	63- Staying Home	(17M) Bargain Hunters	640	3.8%	1,870	4.3%	6,617	4.5%
10	29- City Mixers	(09B) Comfortable Independence	542	3.2%	833	1.9%	1,016	0.7%

\* 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: Marine Ave & Crenshaw Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		16,972	100%	43,361	100%	147,049	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(01Y) Starting Out</b>		<b>309</b>	<b>1.8%</b>	<b>1,276</b>	<b>2.9%</b>	<b>5,827</b>	<b>4.0%</b>
	<a href="#">39- Setting Goals</a>	58	0.3%	323	0.7%	1,560	1.1%
	<a href="#">45- Offices &amp; Entertainment</a>	84	0.5%	274	0.6%	1,009	0.7%
	<a href="#">57- Collegiate Crowd</a>	99	0.6%	337	0.8%	1,574	1.1%
	<a href="#">58- Outdoor Fervor</a>	0	0.0%	0	0.0%	5	0.0%
	<a href="#">67- First Steps</a>	67	0.4%	342	0.8%	1,679	1.1%
<b>(02Y) Taking Hold</b>		<b>380</b>	<b>2.2%</b>	<b>1,021</b>	<b>2.4%</b>	<b>4,087</b>	<b>2.8%</b>
	<a href="#">18- Climbing the Ladder</a>	38	0.2%	91	0.2%	281	0.2%
	<a href="#">21- Children First</a>	100	0.6%	279	0.6%	857	0.6%
	<a href="#">24- Career Building</a>	204	1.2%	553	1.3%	2,646	1.8%
	<a href="#">30- Out &amp; About</a>	38	0.2%	98	0.2%	303	0.2%
<b>(03X) Settling Down</b>		<b>101</b>	<b>0.6%</b>	<b>300</b>	<b>0.7%</b>	<b>1,198</b>	<b>0.8%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">41- Rural Adventure</a>	0	0.0%	0	0.0%	7	0.0%
	<a href="#">46- Rural &amp; Active</a>	101	0.6%	300	0.7%	1,191	0.8%
<b>(04X) Social Connectors</b>		<b>488</b>	<b>2.9%</b>	<b>2,043</b>	<b>4.7%</b>	<b>7,936</b>	<b>5.4%</b>
	<a href="#">42- Creative Variety</a>	94	0.6%	283	0.7%	1,071	0.7%
	<a href="#">52- Stylish &amp; Striving</a>	177	1.0%	802	1.8%	2,747	1.9%
	<a href="#">59- Mobile Mixers</a>	217	1.3%	958	2.2%	4,117	2.8%
<b>(05X) Busy Households</b>		<b>622</b>	<b>3.7%</b>	<b>1,770</b>	<b>4.1%</b>	<b>6,194</b>	<b>4.2%</b>
	<a href="#">37- Firm Foundations</a>	185	1.1%	527	1.2%	1,833	1.2%
	<a href="#">62- Movies &amp; Sports</a>	437	2.6%	1,243	2.9%	4,361	3.0%
<b>(06X) Working &amp; Studying</b>		<b>2,848</b>	<b>16.8%</b>	<b>5,513</b>	<b>12.7%</b>	<b>11,547</b>	<b>7.9%</b>
	<a href="#">61- City Life</a>	2,723	16.0%	4,744	10.9%	7,947	5.4%
	<a href="#">69- Productive Havens</a>	29	0.2%	122	0.3%	824	0.6%
	<a href="#">70- Favorably Frugal</a>	96	0.6%	647	1.5%	2,775	1.9%
<b>(07X) Career Oriented</b>		<b>536</b>	<b>3.2%</b>	<b>1,485</b>	<b>3.4%</b>	<b>5,609</b>	<b>3.8%</b>
	<a href="#">06- Casual Comfort</a>	145	0.9%	272	0.6%	1,183	0.8%
	<a href="#">10- Careers &amp; Travel</a>	87	0.5%	210	0.5%	661	0.4%
	<a href="#">20- Carving Out Time</a>	42	0.2%	114	0.3%	445	0.3%
	<a href="#">26- Getting Established</a>	260	1.5%	889	2.1%	3,320	2.3%
<b>(08X) Large Households</b>		<b>369</b>	<b>2.2%</b>	<b>899</b>	<b>2.1%</b>	<b>2,833</b>	<b>1.9%</b>
	<a href="#">11- Schools &amp; Shopping</a>	82	0.5%	194	0.4%	708	0.5%
	<a href="#">12- On the Go</a>	144	0.8%	265	0.6%	828	0.6%
	<a href="#">19- Country Comfort</a>	10	0.1%	13	0.0%	19	0.0%
	<a href="#">27- Tenured Proprietors</a>	132	0.8%	428	1.0%	1,278	0.9%
<b>(09B) Comfortable Independence</b>		<b>679</b>	<b>4.0%</b>	<b>1,216</b>	<b>2.8%</b>	<b>2,338</b>	<b>1.6%</b>
	<a href="#">29- City Mixers</a>	542	3.2%	833	1.9%	1,016	0.7%
	<a href="#">35- Working &amp; Active</a>	74	0.4%	218	0.5%	654	0.4%
	<a href="#">56- Metro Active</a>	62	0.4%	165	0.4%	668	0.5%
<b>(10B) Rural-Metro Mix</b>		<b>1,089</b>	<b>6.4%</b>	<b>2,749</b>	<b>6.3%</b>	<b>8,248</b>	<b>5.6%</b>
	<a href="#">47- Rural Parents</a>	1	0.0%	3	0.0%	4	0.0%
	<a href="#">53- Metro Strivers</a>	1,088	6.4%	2,746	6.3%	8,241	5.6%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	1	0.0%	3	0.0%

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

## Household Segmentation Profile

Market: Marine Ave & Crenshaw Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		16,972	100%	43,361	100%	147,049	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(11B) Affluent Households</b>		<b>490</b>	<b>2.9%</b>	<b>1,166</b>	<b>2.7%</b>	<b>7,895</b>	<b>5.4%</b>
	<a href="#">01- Summit Estates</a>	19	0.1%	61	0.1%	2,429	1.7%
	<a href="#">04- Top Professionals</a>	339	2.0%	778	1.8%	4,223	2.9%
	<a href="#">07- Active Lifestyles</a>	132	0.8%	328	0.8%	1,243	0.8%
<b>(12B) Comfortable Households</b>		<b>1,513</b>	<b>8.9%</b>	<b>3,910</b>	<b>9.0%</b>	<b>12,190</b>	<b>8.3%</b>
	<a href="#">13- Work &amp; Play</a>	668	3.9%	1,811	4.2%	5,909	4.0%
	<a href="#">17- Firmly Established</a>	845	5.0%	2,098	4.8%	6,281	4.3%
<b>(13B) Working Households</b>		<b>486</b>	<b>2.9%</b>	<b>1,426</b>	<b>3.3%</b>	<b>5,206</b>	<b>3.5%</b>
	<a href="#">38- Occupational Mix</a>	486	2.9%	1,425	3.3%	5,205	3.5%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	1	0.0%	1	0.0%
<b>(14B) Diverging Paths</b>		<b>1,744</b>	<b>10.3%</b>	<b>4,653</b>	<b>10.7%</b>	<b>12,632</b>	<b>8.6%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	44	0.3%	114	0.3%	460	0.3%
	<a href="#">31- Mid-Americana</a>	114	0.7%	288	0.7%	878	0.6%
	<a href="#">32- Metro Mix</a>	488	2.9%	1,109	2.6%	2,155	1.5%
	<a href="#">33- Urban Diversity</a>	1,098	6.5%	3,141	7.2%	9,139	6.2%
<b>(15M) Top Wealth</b>		<b>354</b>	<b>2.1%</b>	<b>729</b>	<b>1.7%</b>	<b>6,651</b>	<b>4.5%</b>
	<a href="#">02- Established Elite</a>	63	0.4%	126	0.3%	2,893	2.0%
	<a href="#">03- Corporate Connected</a>	291	1.7%	603	1.4%	3,758	2.6%
<b>(16M) Living Well</b>		<b>276</b>	<b>1.6%</b>	<b>833</b>	<b>1.9%</b>	<b>2,904</b>	<b>2.0%</b>
	<a href="#">14- Career Centered</a>	211	1.2%	663	1.5%	2,261	1.5%
	<a href="#">15- Country Ways</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">23- Good Neighbors</a>	64	0.4%	170	0.4%	643	0.4%
<b>(17M) Bargain Hunters</b>		<b>1,034</b>	<b>6.1%</b>	<b>3,277</b>	<b>7.6%</b>	<b>12,279</b>	<b>8.4%</b>
	<a href="#">43- Work &amp; Causes</a>	87	0.5%	332	0.8%	1,363	0.9%
	<a href="#">44- Open Houses</a>	115	0.7%	486	1.1%	1,670	1.1%
	<a href="#">55- Community Life</a>	107	0.6%	283	0.7%	1,382	0.9%
	<a href="#">63- Staying Home</a>	640	3.8%	1,870	4.3%	6,617	4.5%
	<a href="#">68- Staying Healthy</a>	85	0.5%	306	0.7%	1,247	0.8%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>1</b>	<b>0.0%</b>	<b>1</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	1	0.0%	1	0.0%
<b>(19M) Solid Prestige</b>		<b>1,880</b>	<b>11.1%</b>	<b>3,721</b>	<b>8.6%</b>	<b>11,904</b>	<b>8.1%</b>
	<a href="#">05- Active &amp; Involved</a>	224	1.3%	502	1.2%	1,956	1.3%
	<a href="#">08- Solid Surroundings</a>	849	5.0%	1,506	3.5%	4,548	3.1%
	<a href="#">09- Busy Schedules</a>	806	4.7%	1,713	4.0%	5,401	3.7%
<b>(20S) Community Minded</b>		<b>1,093</b>	<b>6.4%</b>	<b>3,072</b>	<b>7.1%</b>	<b>10,733</b>	<b>7.3%</b>
	<a href="#">25- Clubs &amp; Causes</a>	157	0.9%	464	1.1%	1,616	1.1%
	<a href="#">28- Community Pillars</a>	162	1.0%	484	1.1%	1,817	1.2%
	<a href="#">36- Persistent &amp; Productive</a>	775	4.6%	2,123	4.9%	7,300	5.0%
<b>(21S) Leisure Seekers</b>		<b>682</b>	<b>4.0%</b>	<b>2,302</b>	<b>5.3%</b>	<b>8,837</b>	<b>6.0%</b>
	<a href="#">49- Home &amp; Garden</a>	175	1.0%	548	1.3%	1,871	1.3%
	<a href="#">51- Role Models</a>	115	0.7%	382	0.9%	1,537	1.0%
	<a href="#">64- Practical &amp; Careful</a>	49	0.3%	240	0.6%	1,022	0.7%
	<a href="#">65- Hobbies &amp; Shopping</a>	88	0.5%	414	1.0%	1,888	1.3%
	<a href="#">66- Helping Hands</a>	254	1.5%	718	1.7%	2,519	1.7%

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

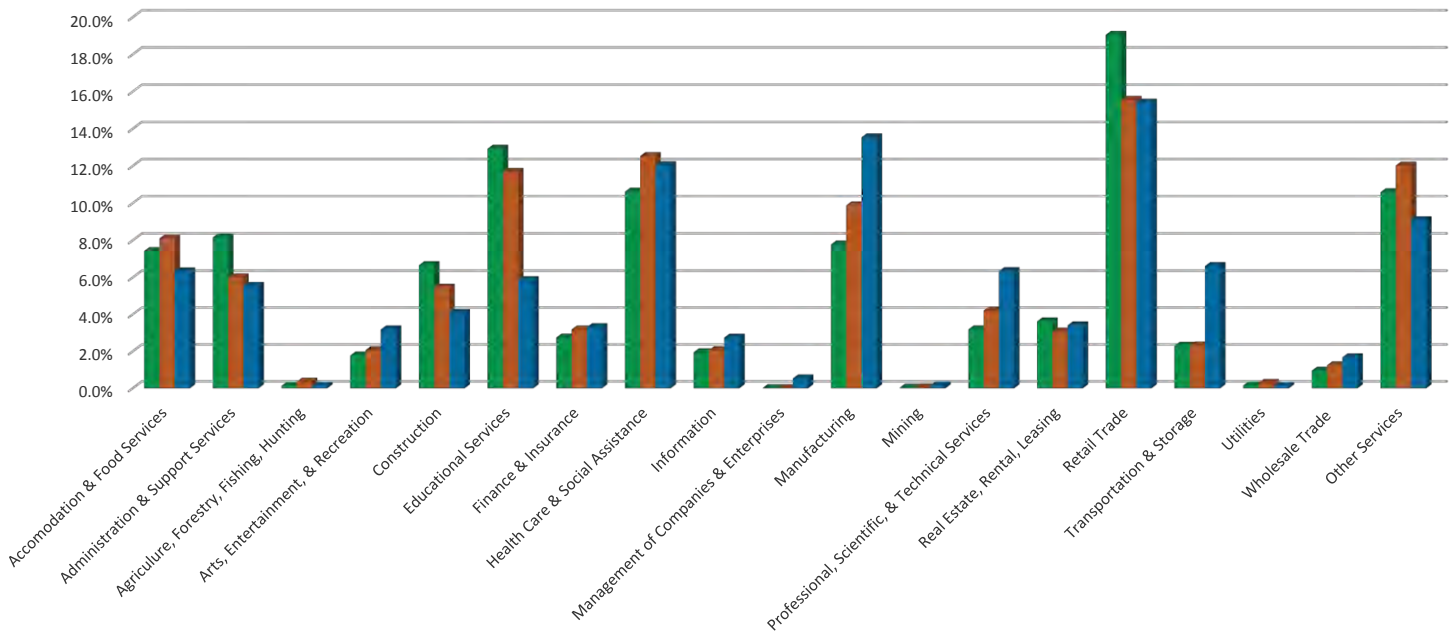
### Employment Profile

Site: Marine Ave & Crenshaw Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Daytime Population	57,882		140,335		519,046	
Student Population	27,319		60,311		138,770	
Median Employee Salary	43,236		45,725		44,679	
Average Employee Salary	50,361		52,611		52,491	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	463	3.3%	1,191	3.1%	9,607	4.3%
15,000 to 30,000 CrYr	2,410	17.3%	6,423	17.0%	37,780	17.0%
30,000 to 45,000 CrYr	4,764	34.2%	11,766	31.1%	68,434	30.7%
45,000 to 60,000 CrYr	2,283	16.4%	6,092	16.1%	35,501	15.9%
60,000 to 75,000 CrYr	1,527	11.0%	4,452	11.8%	24,674	11.1%
75,000 to 90,000 CrYr	1,162	8.3%	3,734	9.9%	19,081	8.6%
90,000 to 100,000 CrYr	232	1.7%	877	2.3%	6,204	2.8%
Over 100,000 CrYr	1,084	7.8%	3,316	8.8%	21,345	9.6%

### Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>887</b>	<b>100%</b>	<b>13,925</b>	<b>100%</b>	<b>2,475</b>	<b>100%</b>	<b>37,851</b>	<b>100%</b>	<b>11,257</b>	<b>100%</b>	<b>222,626</b>	<b>100%</b>
Accommodation & Food Services	69	7.8%	1,033	7.4%	193	7.8%	3,065	8.1%	728	6.5%	14,085	6.3%
Administration & Support Services	35	3.9%	1,136	8.2%	83	3.4%	2,271	6.0%	371	3.3%	12,326	5.5%
Agriculture, Forestry, Fishing, Hunting	3	0.3%	18	0.1%	7	0.3%	133	0.4%	20	0.2%	285	0.1%
Arts, Entertainment, & Recreation	20	2.3%	247	1.8%	57	2.3%	779	2.1%	236	2.1%	7,079	3.2%
Construction	54	6.0%	928	6.7%	142	5.7%	2,060	5.4%	590	5.2%	9,058	4.1%
Educational Services	32	3.6%	1,800	12.9%	85	3.5%	4,422	11.7%	271	2.4%	13,023	5.8%
Finance & Insurance	34	3.8%	382	2.7%	114	4.6%	1,203	3.2%	540	4.8%	7,353	3.3%
Health Care & Social Assistance	121	13.7%	1,478	10.6%	373	15.1%	4,743	12.5%	1,446	12.8%	26,795	12.0%
Information	14	1.6%	271	1.9%	40	1.6%	780	2.1%	250	2.2%	6,092	2.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	0.1%	1,180	0.5%
Manufacturing	43	4.9%	1,083	7.8%	141	5.7%	3,739	9.9%	759	6.7%	30,138	13.5%
Mining	0	0.0%	4	0.0%	1	0.0%	14	0.0%	7	0.1%	333	0.1%
Professional, Scientific, & Technical Services	42	4.8%	443	3.2%	144	5.8%	1,594	4.2%	1,047	9.3%	14,113	6.3%
Real Estate, Rental, Leasing	57	6.4%	504	3.6%	135	5.4%	1,160	3.1%	483	4.3%	7,574	3.4%
Retail Trade	143	16.1%	2,653	19.1%	349	14.1%	5,886	15.6%	1,748	15.5%	34,297	15.4%
Transportation & Storage	15	1.7%	320	2.3%	36	1.4%	877	2.3%	365	3.2%	14,725	6.6%
Utilities	1	0.1%	20	0.1%	3	0.1%	106	0.3%	6	0.1%	244	0.1%
Wholesale Trade	18	2.0%	133	1.0%	67	2.7%	470	1.2%	398	3.5%	3,723	1.7%
Other Services	186	21.0%	1,474	10.6%	505	20.4%	4,549	12.0%	1,981	17.6%	20,205	9.1%

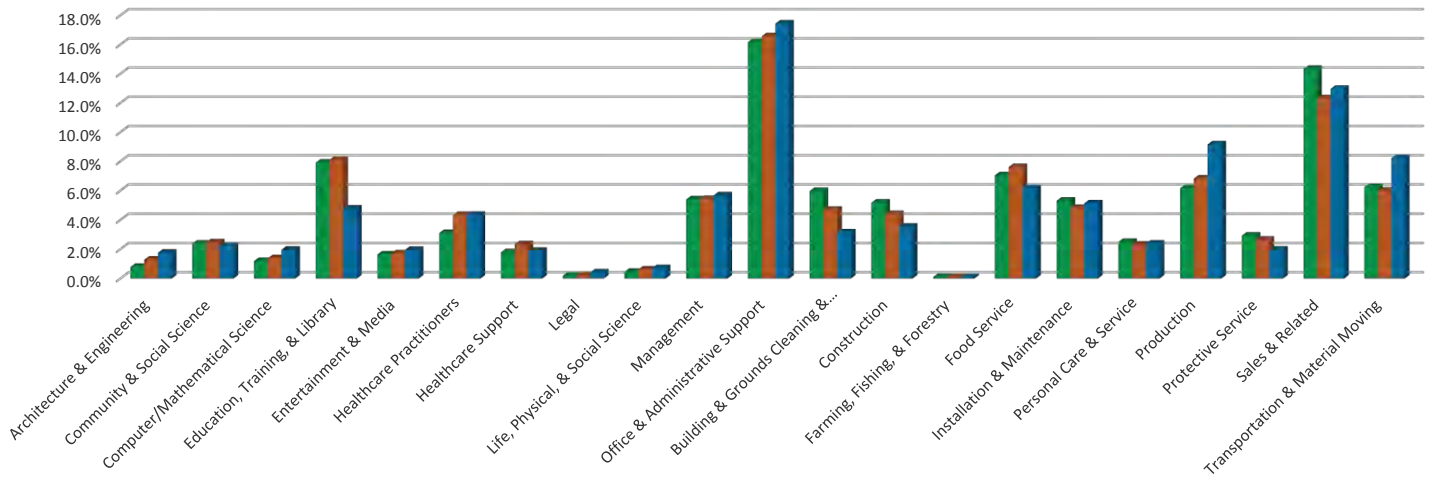


## Employment Profile

Site: Marine Ave & Crenshaw Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
<b>White Collar</b>	6,099	43.8%	18,044	47.7%	103,846	46.6%
Architecture & Engineering	110	0.8%	486	1.3%	3,917	1.8%
Community & Social Science	331	2.4%	933	2.5%	4,958	2.2%
Computer/Mathematical Science	166	1.2%	522	1.4%	4,373	2.0%
Education, Training, & Library	1,103	7.9%	3,070	8.1%	10,622	4.8%
Entertainment & Media	229	1.6%	647	1.7%	4,349	2.0%
Healthcare Practitioners	432	3.1%	1,641	4.3%	9,672	4.3%
Healthcare Support	249	1.8%	885	2.3%	4,196	1.9%
Legal	26	0.2%	77	0.2%	925	0.4%
Life, Physical, & Social Science	63	0.5%	231	0.6%	1,561	0.7%
Management	752	5.4%	2,054	5.4%	12,638	5.7%
Office & Administrative Support	2,252	16.2%	6,271	16.6%	38,823	17.4%
<b>Blue Collar</b>	7,769	55.8%	19,567	51.7%	117,447	52.8%
Building & Grounds Cleaning & Maintenance	832	6.0%	1,774	4.7%	6,998	3.1%
Construction	722	5.2%	1,664	4.4%	7,871	3.5%
Farming, Fishing, & Forestry	13	0.1%	30	0.1%	183	0.1%
Food Service	982	7.0%	2,882	7.6%	13,709	6.2%
Installation & Maintenance	740	5.3%	1,823	4.8%	11,415	5.1%
Personal Care & Service	348	2.5%	874	2.3%	5,295	2.4%
Production	859	6.2%	2,586	6.8%	20,401	9.2%
Protective Service	408	2.9%	1,002	2.6%	4,383	2.0%
Sales & Related	1,996	14.3%	4,661	12.3%	28,870	13.0%
Transportation & Material Moving	870	6.3%	2,270	6.0%	18,321	8.2%
<b>Military Services</b>	57	0.4%	240	0.6%	1,333	0.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	13,925	37,851	222,626
2018 Q1	14,346	38,666	227,658
2017 Q4	14,459	38,975	229,362
2017 Q3	13,548	36,004	218,940
2017 Q2	14,323	38,421	226,288
2017 Q1	14,455	38,725	228,710
2016 Q4	14,748	39,376	232,611
2016 Q3	13,835	36,628	217,436
2016 Q2	14,746	39,168	226,418

## Consumer Demand & Market Supply Assessment

Site:

Marine Ave & Crenshaw Blvd | Gardena CA

Date Report Created:

9/20/2018

	3 Min Drive				5 Min Drive				10 Min Drive			
<b>Demographics</b>												
Population	50,463				129,682				456,608			
5-Year Population estimate	52,232				134,644				471,031			
Population Households	50,069				128,586				453,713			
Group Quarters Population	394				1,095				2,894			
Households	17,206				44,089				147,325			
5-Year Households estimate	17,832				45,817				152,038			
WorkPlace Establishments	887				2,475				11,257			
Workplace Employees	13,925				37,851				222,626			
Median Household Income	\$54,044				\$52,240				\$53,807			
<b>By Establishments</b>	<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>		<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>		<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>	
Other Motor Vehicle Dealers	\$8,635,655	\$206,539	(\$8,429,116)	-98%	\$21,979,303	\$6,804,985	(\$15,174,318)	-69%	\$77,498,276	\$393,311,460	\$315,813,183	408%
Lawn/Garden Equipment/Supplies Stores	\$5,213,984	\$903,324	(\$4,310,660)	-83%	\$13,300,264	\$4,556,097	(\$8,744,167)	-66%	\$46,947,496	\$58,876,091	\$11,928,595	25%
Home Furnishing Stores	\$8,564,057	\$1,532,749	(\$7,031,307)	-82%	\$21,900,811	\$11,549,542	(\$10,351,269)	-47%	\$77,303,701	\$69,465,932	(\$7,837,769)	-10%
Jewelry/Luggage/Leather Goods	\$5,725,602	\$1,030,637	(\$4,694,965)	-82%	\$14,606,920	\$4,435,212	(\$10,171,708)	-70%	\$51,570,825	\$40,328,215	(\$11,242,610)	-22%
Florists/Misc. Store Retailers	\$1,255,264	\$407,802	(\$847,462)	-68%	\$3,202,018	\$3,415,283	\$213,266	7%	\$11,301,634	\$9,420,742	(\$1,880,892)	-17%
Electronic Shopping/Mail Order Houses	\$113,570,121	\$38,273,239	(\$75,296,882)	-66%	\$290,997,057	\$134,754,102	(\$156,242,955)	-54%	\$1,076,457,610	\$1,442,535,676	\$366,078,066	34%
Direct Selling Establishments	\$4,495,305	\$2,040,251	(\$2,455,055)	-55%	\$11,499,695	\$4,373,637	(\$7,126,058)	-62%	\$40,813,025	\$29,417,984	(\$11,395,041)	-28%
Full-Service Restaurants	\$39,848,103	\$25,972,250	(\$13,875,852)	-35%	\$103,120,423	\$69,003,763	(\$34,116,660)	-33%	\$473,059,568	\$397,426,982	(\$75,632,586)	-16%
Health/Personal Care Stores	\$49,597,746	\$32,613,059	(\$16,984,688)	-34%	\$127,068,149	\$72,307,819	(\$54,760,330)	-43%	\$448,482,877	\$411,792,745	(\$36,690,131)	-8%
Book/Periodical/Music Stores	\$3,400,717	\$2,267,460	(\$1,133,257)	-33%	\$8,693,322	\$5,315,886	(\$3,377,437)	-39%	\$31,166,630	\$31,552,492	\$385,862	1%
Automotive Parts/Accessories/Tire	\$14,578,473	\$9,932,313	(\$4,646,160)	-32%	\$37,335,754	\$42,505,776	\$5,170,022	14%	\$131,568,212	\$218,911,528	\$87,343,316	66%
Office Supplies/Stationary/Gift	\$4,966,245	\$3,394,573	(\$1,571,673)	-32%	\$12,707,059	\$14,232,624	\$1,525,565	12%	\$46,648,299	\$93,791,989	\$47,143,691	101%
Clothing Stores	\$40,150,716	\$28,392,926	(\$11,757,790)	-29%	\$102,342,099	\$44,232,957	(\$58,109,142)	-57%	\$362,081,518	\$398,227,752	\$36,146,234	10%
Gasoline Stations	\$62,596,537	\$45,257,244	(\$17,339,292)	-28%	\$159,871,238	\$177,985,186	\$18,113,948	11%	\$563,896,058	\$853,281,863	\$289,385,805	51%
Specialty Food Stores	\$5,002,321	\$3,662,040	(\$1,340,282)	-27%	\$12,791,550	\$10,425,928	(\$2,365,622)	-18%	\$45,401,677	\$50,466,174	\$5,064,497	11%
Sporting Goods/Hobby/Musical Instrument	\$10,345,369	\$7,794,274	(\$2,551,094)	-25%	\$26,340,334	\$22,628,878	(\$3,711,456)	-14%	\$92,965,443	\$137,745,509	\$44,780,066	48%
Building Material/Supplies Dealers	\$48,390,466	\$37,892,389	(\$10,498,077)	-22%	\$123,713,233	\$98,982,098	(\$24,731,135)	-20%	\$436,785,985	\$595,636,157	\$158,850,172	36%
Grocery Stores	\$90,340,503	\$79,220,612	(\$11,119,892)	-12%	\$231,031,330	\$126,048,915	(\$104,982,414)	-45%	\$819,357,979	\$766,927,825	(\$52,430,154)	-6%
Other General Merchandise Stores	\$91,908,968	\$82,319,882	(\$9,589,087)	-10%	\$235,068,815	\$255,565,255	\$20,496,440	9%	\$834,768,027	\$1,251,682,795	\$416,914,768	50%
Beer/Wine/Liquor Stores	\$7,376,424	\$6,861,149	(\$515,275)	-7%	\$18,842,477	\$13,858,283	(\$4,984,194)	-26%	\$66,963,908	\$86,713,858	\$19,749,950	29%
Department Stores	\$22,757,167	\$21,375,490	(\$1,381,677)	-6%	\$58,131,402	\$33,085,344	(\$25,046,059)	-43%	\$205,921,290	\$278,750,824	\$72,829,534	35%
Shoe Stores	\$5,658,245	\$5,902,073	\$243,828	4%	\$14,389,968	\$10,659,655	(\$3,730,313)	-26%	\$50,964,309	\$58,549,329	\$7,585,020	15%
Special Food Services	\$8,591,422	\$9,136,408	\$544,986	6%	\$22,112,818	\$21,388,552	(\$724,266)	-3%	\$95,138,219	\$96,436,192	\$1,297,973	1%
Limited-Service Eating Places	\$39,404,738	\$45,210,699	\$5,805,962	15%	\$101,417,885	\$110,639,449	\$9,221,564	9%	\$436,256,892	\$449,804,572	\$13,547,681	3%
Automotive Dealers	\$158,428,749	\$182,327,010	\$23,898,261	15%	\$403,140,840	\$378,103,557	(\$25,037,283)	-6%	\$1,420,921,135	\$1,355,272,156	(\$65,648,979)	-5%
Furniture Stores	\$9,490,868	\$16,404,049	\$6,913,180	73%	\$24,171,258	\$26,803,878	\$2,632,621	11%	\$85,453,705	\$121,867,419	\$36,413,714	43%
Used Merchandise Stores	\$2,712,064	\$4,962,127	\$2,250,062	83%	\$6,923,604	\$6,220,120	(\$703,484)	-10%	\$24,436,631	\$19,924,007	(\$4,512,624)	-18%
Electronics/Appliance	\$14,853,222	\$28,622,899	\$13,769,676	93%	\$38,173,571	\$45,924,287	\$7,750,716	20%	\$153,300,566	\$212,466,279	\$59,165,712	39%
Bar/Drinking Places (Alcoholic Beverages)	\$2,032,502	\$4,267,033	\$2,234,531	110%	\$5,305,900	\$7,230,258	\$1,924,358	36%	\$26,715,252	\$30,971,939	\$4,256,687	16%
Vending Machine Operators (Non-Store)	\$5,648,761	\$12,479,951	\$6,831,190	121%	\$14,452,355	\$12,479,951	(\$1,972,404)	-14%	\$52,250,271	\$66,239,742	\$13,989,471	27%
Other Misc. Store Retailers	\$13,116,170	\$33,927,883	\$20,811,713	159%	\$33,522,250	\$56,916,752	\$23,394,502	70%	\$118,230,897	\$226,646,664	\$108,415,768	92%
<b>Consumer Demand/Market Supply Index</b>	<b>\$898,656,486</b>	<b>\$774,590,332</b>	<b>116</b>		<b>\$2,298,153,700</b>	<b>\$1,832,434,026</b>	<b>125</b>		<b>\$8,404,627,913</b>	<b>\$10,254,442,893</b>	<b>82</b>	

## Consumer Demand & Market Supply Assessment

Site:

Marine Ave & Crenshaw Blvd | Gardena CA

Date Report Created:

9/20/2018

### By Major Product Lines

	3 Min Drive				5 Min Drive				10 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Jewelry (including Watches)	\$8,501,586	\$3,136,651	(\$5,364,934)	-63%	\$21,690,241	\$8,646,784	(\$13,043,456)	-60%	\$76,590,145	\$73,845,872	(\$2,744,273)	-4%
Floor/Floor Coverings	\$7,006,780	\$3,285,777	(\$3,721,003)	-53%	\$17,956,704	\$11,318,115	(\$6,638,590)	-37%	\$63,377,195	\$69,929,724	\$6,552,529	10%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$109,123,925	\$58,571,524	(\$50,552,401)	-46%	\$279,662,944	\$146,155,976	(\$133,506,968)	-48%	\$986,900,528	\$1,022,209,614	\$35,309,086	4%
Lawn/Garden/Farm Equipment/Supplies	\$13,934,101	\$7,668,611	(\$6,265,490)	-45%	\$35,549,430	\$23,524,385	(\$12,025,044)	-34%	\$125,486,930	\$169,790,335	\$44,303,404	35%
Kitchenware/Home Furnishings	\$10,786,750	\$6,694,978	(\$4,091,773)	-38%	\$27,636,123	\$18,326,675	(\$9,309,448)	-34%	\$97,286,434	\$131,528,838	\$34,242,404	35%
Womens/Juniors/Misses Wear	\$33,797,809	\$21,231,510	(\$12,566,299)	-37%	\$86,117,078	\$39,533,980	(\$46,583,098)	-54%	\$305,007,673	\$347,817,272	\$42,809,599	14%
Footwear, including Accessories	\$13,687,876	\$9,798,731	(\$3,889,145)	-28%	\$34,804,580	\$19,264,426	(\$15,540,153)	-45%	\$123,279,308	\$135,102,213	\$11,822,904	10%
Mens Wear	\$12,995,466	\$9,451,977	(\$3,543,489)	-27%	\$33,091,004	\$18,881,324	(\$14,209,680)	-43%	\$117,211,410	\$162,440,248	\$45,228,838	39%
Books/Periodicals	\$4,007,037	\$2,939,539	(\$1,067,498)	-27%	\$10,238,278	\$7,280,244	(\$2,958,034)	-29%	\$36,432,200	\$50,607,443	\$14,175,243	39%
Automotive Tires/Tubes/Batteries/Parts	\$28,257,312	\$20,857,254	(\$7,400,058)	-26%	\$72,403,833	\$64,956,398	(\$7,447,435)	-10%	\$255,111,749	\$332,686,919	\$77,575,170	30%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,108,563	\$5,994,157	(\$2,114,406)	-26%	\$20,592,832	\$17,621,522	(\$2,971,310)	-14%	\$72,613,261	\$133,123,575	\$60,510,314	83%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,591,709	\$1,177,689	(\$414,019)	-26%	\$4,077,776	\$2,812,733	(\$1,265,043)	-31%	\$14,387,852	\$18,345,510	\$3,957,658	28%
Small Electric Appliances	\$1,917,439	\$1,437,832	(\$479,607)	-25%	\$4,891,292	\$4,016,754	(\$874,538)	-18%	\$17,324,036	\$28,524,459	\$11,200,423	65%
Alcoholic Drinks Served at the Establishment	\$17,076,780	\$13,316,123	(\$3,760,656)	-22%	\$44,652,038	\$31,378,892	(\$13,273,146)	-30%	\$228,766,835	\$167,576,164	(\$61,190,671)	-27%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,974,404	\$3,155,044	(\$819,360)	-21%	\$10,144,118	\$8,829,477	(\$1,314,642)	-13%	\$35,932,117	\$61,141,626	\$25,209,509	70%
Hardware/Tools/Plumbing/Electrical Supplies	\$13,739,225	\$10,958,232	(\$2,780,993)	-20%	\$35,100,122	\$29,073,107	(\$6,027,015)	-17%	\$123,752,332	\$180,395,242	\$56,642,910	46%
Dimensional Lumber/Other Building Materials	\$19,731,425	\$16,071,409	(\$3,660,016)	-19%	\$50,519,007	\$41,841,256	(\$8,677,752)	-17%	\$178,593,354	\$251,087,897	\$72,494,543	41%
Automotive Fuels	\$57,013,176	\$46,925,730	(\$10,087,445)	-18%	\$145,487,364	\$174,951,928	\$29,464,564	20%	\$511,330,450	\$844,882,358	\$333,551,909	65%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,608,173	\$2,969,948	(\$638,225)	-18%	\$9,241,020	\$7,747,698	(\$1,493,322)	-16%	\$32,548,559	\$46,251,560	\$13,703,000	42%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,965,026	\$1,628,623	(\$336,403)	-17%	\$5,009,155	\$4,031,448	(\$977,707)	-20%	\$17,708,730	\$23,457,493	\$5,748,764	32%
Groceries/Other Food Items (Off Premises)	\$139,555,068	\$120,018,339	(\$19,536,729)	-14%	\$356,807,099	\$253,059,823	(\$103,747,276)	-29%	\$1,260,270,865	\$1,390,557,566	\$130,286,701	10%
Furniture/Sleep/Outdoor/Patio Furniture	\$24,217,753	\$21,600,352	(\$2,617,401)	-11%	\$61,667,891	\$43,493,687	(\$18,174,204)	-29%	\$217,994,326	\$259,690,412	\$41,696,086	19%
Childrens Wear/Infants/Toddlers Clothing	\$5,621,591	\$5,017,277	(\$604,313)	-11%	\$14,352,648	\$9,657,818	(\$4,694,831)	-33%	\$50,505,793	\$77,821,935	\$27,316,143	54%
Packaged Liquor/Wine/Beer	\$16,186,146	\$14,474,787	(\$1,711,358)	-11%	\$41,301,157	\$31,898,201	(\$9,402,956)	-23%	\$145,854,270	\$189,727,533	\$43,873,263	30%
Toys/Hobby Goods/Games	\$4,589,625	\$4,233,652	(\$355,973)	-8%	\$11,744,924	\$11,246,003	(\$498,921)	-4%	\$41,335,688	\$77,759,116	\$36,423,428	88%
Computer Hardware/Software/Supplies	\$16,482,375	\$15,266,516	(\$1,215,859)	-7%	\$43,225,766	\$37,169,846	(\$6,055,920)	-14%	\$224,403,151	\$298,840,482	\$74,437,331	33%
Meats/Nonalcoholic Beverages	\$77,155,765	\$75,538,606	(\$1,617,159)	-2%	\$198,542,593	\$185,388,299	(\$13,154,294)	-7%	\$852,859,959	\$854,598,939	\$1,738,980	0%
Sewing/Knitting Materials/Supplies	\$398,649	\$391,393	(\$7,256)	-2%	\$1,002,621	\$1,117,234	\$114,612	11%	\$3,533,648	\$6,813,645	\$3,279,998	93%
Audio Equipment/Musical Instruments	\$5,115,990	\$5,092,898	(\$23,092)	0%	\$13,061,022	\$11,218,596	(\$1,842,426)	-14%	\$46,174,798	\$78,760,671	\$32,585,873	71%
All Other Merchandise	\$35,316,371	\$35,508,399	\$192,029	1%	\$90,181,195	\$76,245,337	(\$13,935,858)	-15%	\$317,774,616	\$505,886,877	\$188,112,261	59%
Retailer Services	\$26,581,599	\$27,160,016	\$578,417	2%	\$67,541,224	\$61,059,774	(\$6,481,450)	-10%	\$238,443,382	\$357,085,130	\$118,641,747	50%
Soaps/Detergents/Household Cleaners	\$4,393,986	\$4,810,376	\$416,390	9%	\$11,245,904	\$11,558,866	\$312,963	3%	\$39,696,767	\$63,676,035	\$23,979,268	60%
Autos/Cars/Vans/Trucks/Motorcycles	\$138,711,167	\$154,159,565	\$15,448,398	11%	\$352,831,409	\$323,190,008	(\$29,641,401)	-8%	\$1,243,416,955	\$1,355,433,401	\$112,016,446	9%
Paper/Related Products	\$3,876,001	\$4,407,258	\$531,258	14%	\$9,940,265	\$11,220,874	\$1,280,608	13%	\$35,093,680	\$59,814,367	\$24,720,686	70%
Cigars/Cigarettes/Tobacco/Accessories	\$10,792,554	\$13,031,473	\$2,238,919	21%	\$27,818,990	\$30,479,063	\$2,660,073	10%	\$98,055,623	\$142,762,515	\$44,706,891	46%
Pets/Pet Foods/Pet Supplies	\$7,607,868	\$9,529,059	\$1,921,190	25%	\$19,388,485	\$17,580,177	(\$1,808,308)	-9%	\$68,439,944	\$78,924,779	\$10,484,835	15%
Televisions/VCR/Video Cameras/DVD etc	\$5,747,970	\$9,110,855	\$3,362,885	59%	\$14,710,681	\$19,480,909	\$4,770,229	32%	\$51,920,366	\$112,582,285	\$60,661,919	117%
Major Household Appliances	\$2,937,794	\$4,803,980	\$1,866,186	64%	\$7,408,776	\$9,488,549	\$2,079,773	28%	\$26,202,872	\$52,650,907	\$26,448,035	101%
Automotive Lubricants (incl Oil, Greases)	\$2,937,794	\$4,803,980	\$1,866,186	64%	\$7,408,776	\$9,488,549	\$2,079,773	28%	\$26,202,872	\$52,650,907	\$26,448,035	101%
Photographic Equipment/Supplies	\$956,652	\$1,677,185	\$720,534	75%	\$2,441,674	\$3,361,804	\$920,130	38%	\$8,655,398	\$18,936,609	\$10,281,211	119%



## Consumer Demand & Market Supply Assessment

Site:

Marine Ave & Crenshaw Blvd | Gardena CA

Date Report Created:

9/20/2018

3 Min Drive

5 Min Drive

10 Min Drive

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:

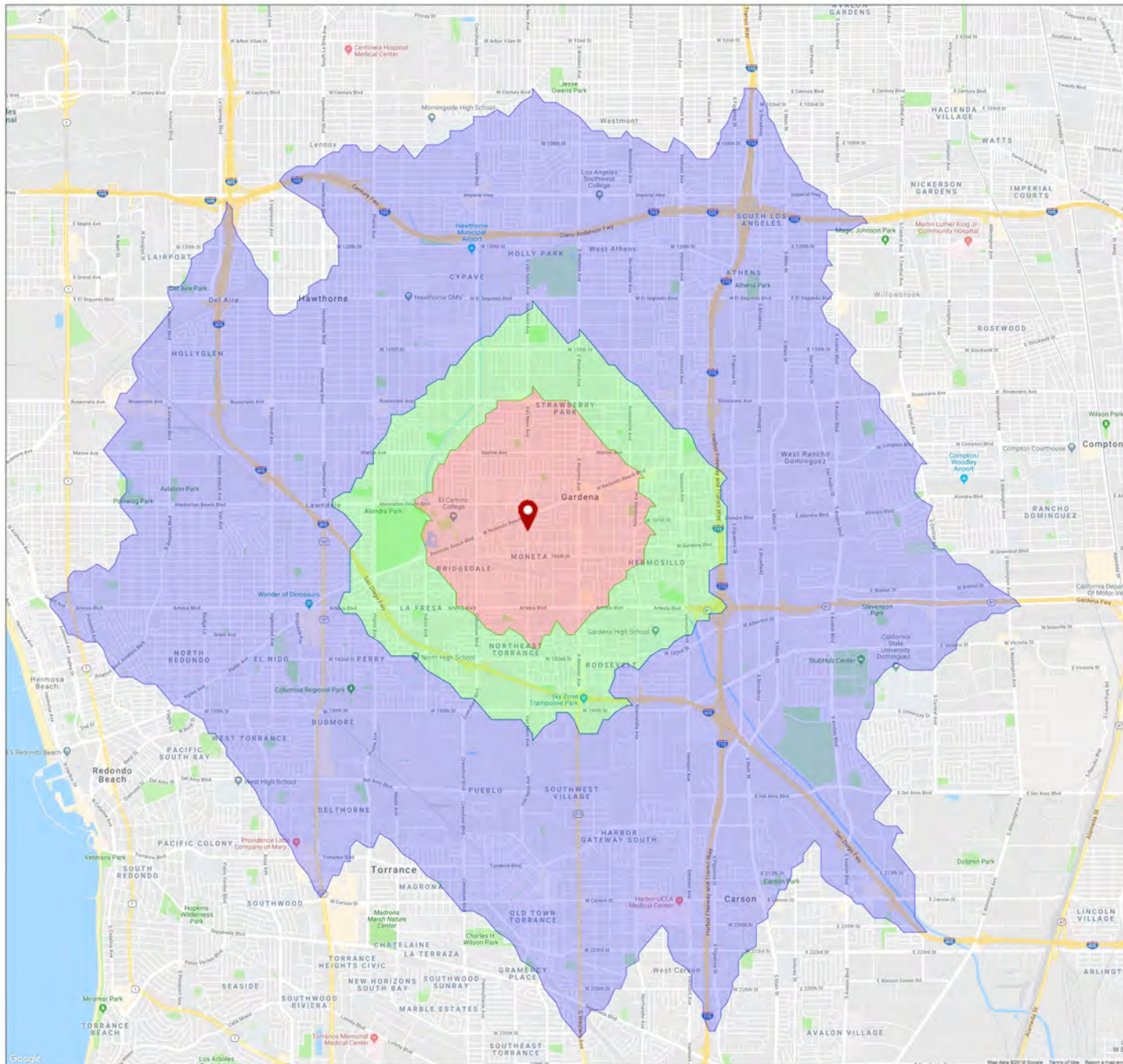
$n = 100$  (Equilibrium)

$n > 100$  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



**Current View**  
**Van Ness Ave & W Redondo Beach Blvd**



**ECON**Solutions  
By HdL

Drive Times: 3 Mins, 5 Mins, 10 Mins

Scale In Miles:

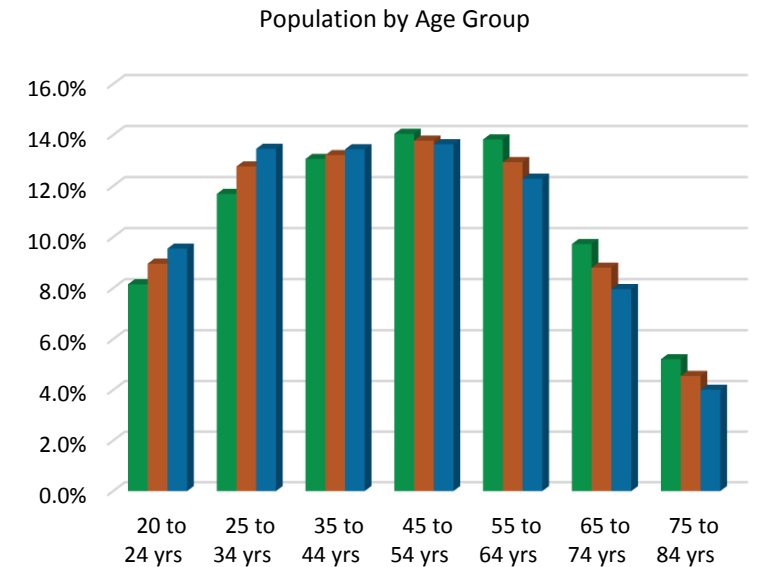
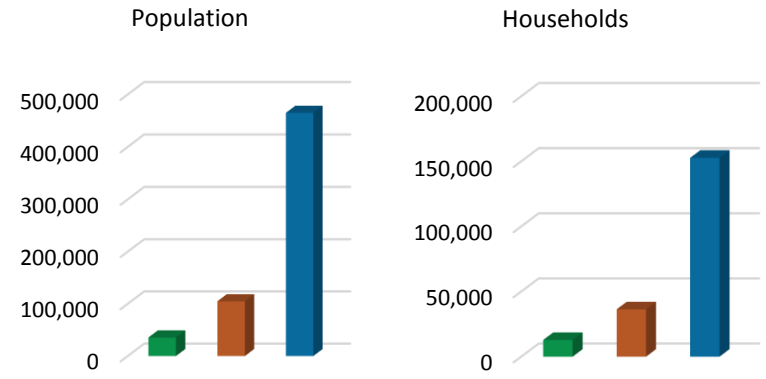


## Consumer Demographic Profile

Site: Van Ness Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	35,590	---	104,894	---	465,076	---
5 Year Projected Pop	36,741	---	108,223	---	481,020	---
Pop Growth (%)	3.2%	---	3.2%	---	3.4%	---
Households	12,831	---	36,379	---	152,759	---
5 Year Projected HHs	13,260	---	37,555	---	158,034	---
HH Growth (%)	3.3%	---	3.2%	---	3.5%	---
<b>Census Stats</b>						
2000 Population	34,512	---	102,352	---	442,483	---
2010 Population	34,844	---	103,550	---	454,030	---
Pop Growth (%)	1.0%	---	1.2%	---	2.6%	---
2000 Households	12,848	---	35,965	---	146,586	---
2010 Households	12,521	---	35,890	---	149,050	---
HH Growth (%)	-2.5%	---	-0.2%	---	1.7%	---
<b>Total Population by Age</b>						
Average Age	41.1		39.6		38.2	
19 yrs & under	7,800	21.9%	24,120	23.0%	112,544	24.2%
20 to 24 yrs	2,901	8.1%	9,398	9.0%	44,408	9.5%
25 to 34 yrs	4,161	11.7%	13,391	12.8%	62,590	13.5%
35 to 44 yrs	4,649	13.1%	13,858	13.2%	62,501	13.4%
45 to 54 yrs	4,999	14.0%	14,453	13.8%	63,420	13.6%
55 to 64 yrs	4,921	13.8%	13,571	12.9%	57,144	12.3%
65 to 74 yrs	3,462	9.7%	9,231	8.8%	37,025	8.0%
75 to 84 yrs	1,855	5.2%	4,773	4.6%	18,635	4.0%
85 + yrs	843	2.4%	2,099	2.0%	6,810	1.5%
<b>Population Bases</b>						
20-34 yrs	7,062	19.8%	22,789	21.7%	106,998	23.0%
45-64 yrs	9,920	27.9%	28,023	26.7%	120,563	25.9%
16 yrs +	28,563	80.3%	83,195	79.3%	364,378	78.3%
25 yrs +	24,889	69.9%	71,376	68.0%	308,124	66.3%
65 yrs +	6,160	17.3%	16,103	15.4%	62,470	13.4%
75 yrs +	2,698	7.6%	6,872	6.6%	25,445	5.5%
85 yrs +	843	2.4%	2,099	2.0%	6,810	1.5%



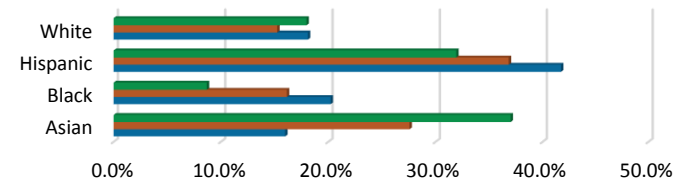
## Consumer Demographic Profile

**Site:** Van Ness Ave & W Redondo Beach Blvd | Gardena CA  
**Date Report Created:** 9/20/2018

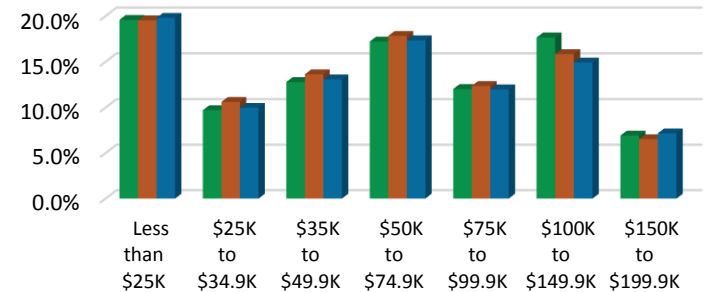


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	6,393	18.0%	15,987	15.2%	84,173	18.1%
Hispanic	11,361	31.9%	38,616	36.8%	194,089	41.7%
Black	3,089	8.7%	16,934	16.1%	94,010	20.2%
Asian	13,163	37.0%	28,914	27.6%	74,326	16.0%
<b>Ancestry</b>						
American Indian (ancestry)	55	0.2%	201	0.2%	967	0.2%
Hawaiin (ancestry)	176	0.5%	722	0.7%	3,541	0.8%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$28,031	---	\$26,102	---	\$26,491	---
<b>Average HH Income</b>	\$77,748	---	\$75,262	---	\$80,652	---
<b>Median HH Income</b>	\$60,702	---	\$57,715	---	\$59,699	---
Less than \$25K	2,513	19.6%	7,107	19.5%	30,259	19.8%
\$25K to \$34.9K	1,247	9.7%	3,864	10.6%	15,227	10.0%
\$35K to \$49.9K	1,641	12.8%	4,959	13.6%	19,979	13.1%
\$50K to \$74.9K	2,209	17.2%	6,488	17.8%	26,508	17.4%
\$75K to \$99.9K	1,543	12.0%	4,498	12.4%	18,318	12.0%
\$100K to \$149.9K	2,267	17.7%	5,763	15.8%	22,810	14.9%
\$150K to \$199.9K	890	6.9%	2,377	6.5%	10,957	7.2%
\$200K +	522	4.1%	1,322	3.6%	8,700	5.7%
<b>Education</b>						
Less than 9th Grade	1,823	7.3%	6,711	9.4%	35,422	11.5%
Some HS, No Diploma	1,526	6.1%	5,123	7.2%	28,066	9.1%
HS Grad (or Equivalent)	5,881	23.6%	17,722	24.8%	69,917	22.7%
Some College, No Degree	5,645	22.7%	16,128	22.6%	68,644	22.3%
Associate Degree	2,563	10.3%	6,437	9.0%	24,172	7.8%
Bachelor Degree	5,246	21.1%	14,147	19.8%	56,979	18.5%
Graduates Degree	1,671	6.7%	3,789	5.3%	18,562	6.0%

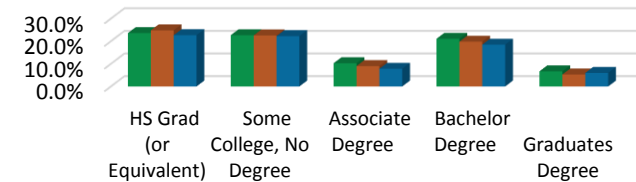
Ethnic Breakdown



Household Income Levels - %



Education



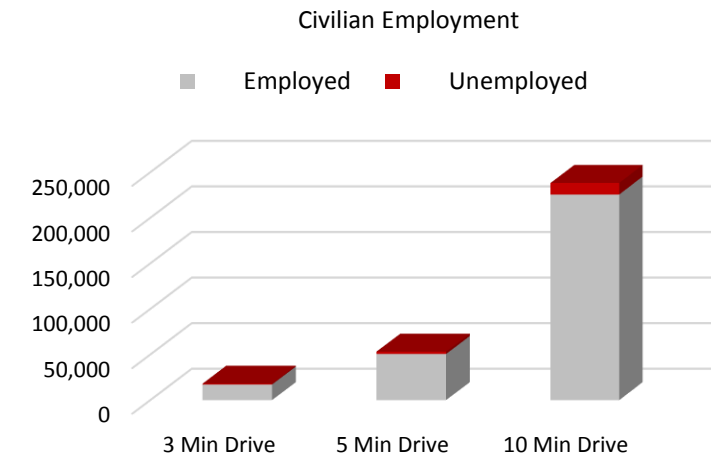
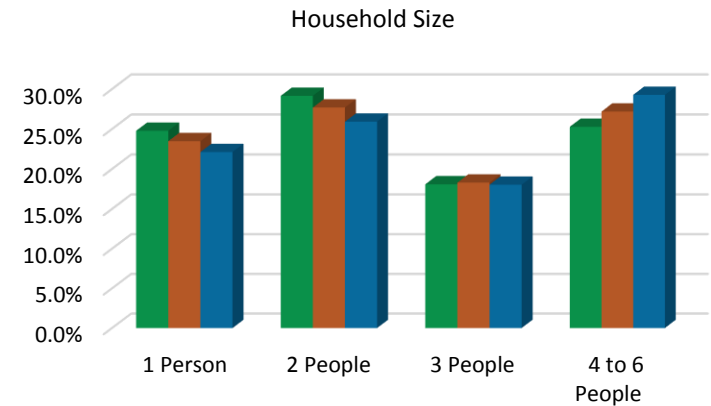


## Consumer Demographic Profile

Site: Van Ness Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	8,963		26,123		111,376	
Single - Male	535	6.0%	1,900	7.3%	7,485	6.7%
Single - Female	1,211	13.5%	3,479	13.3%	15,147	13.6%
Single Parent - Male	142	1.6%	789	3.0%	4,135	3.7%
Single Parent - Female	669	7.5%	2,560	9.8%	13,743	12.3%
Married w/ Children	2,815	31.4%	7,634	29.2%	33,111	29.7%
Married w/out Children	3,592	40.1%	9,761	37.4%	37,754	33.9%
<b>Household Size</b>						
1 Person	3,179	24.8%	8,541	23.5%	33,788	22.1%
2 People	3,740	29.1%	10,073	27.7%	39,592	25.9%
3 People	2,320	18.1%	6,657	18.3%	27,550	18.0%
4 to 6 People	3,243	25.3%	9,887	27.2%	44,717	29.3%
7+ People	350	2.7%	1,221	3.4%	7,112	4.7%
<b>Home Ownership</b>	12,831		36,379		152,759	
Owners	7,145	55.7%	17,854	49.1%	74,155	48.5%
Renters	5,687	44.3%	18,524	50.9%	78,604	51.5%
<b>Components of Change</b>						
Births	383	1.1%	1,233	1.2%	5,685	1.2%
Deaths	304	0.9%	795	0.8%	3,070	0.7%
Migration	-577	-1.6%	-225	-0.2%	-2,432	-0.5%
<b>Employment (Pop 16+)</b>	28,563		83,195		364,378	
Armed Services	0	0.0%	5	0.0%	172	0.0%
Civilian	18,028	63.1%	53,214	64.0%	238,279	65.4%
Employed	17,143	60.0%	50,630	60.9%	225,601	61.9%
Unemployed	885	3.1%	2,584	3.1%	12,677	3.5%
Not in Labor Force	10,535	36.9%	29,976	36.0%	125,927	34.6%
<b>Employed Population</b>	17,143		50,630		225,601	
White Collar	11,193	65.3%	31,388	62.0%	137,341	60.9%
Blue Collar	5,950	34.7%	19,242	38.0%	88,260	39.1%



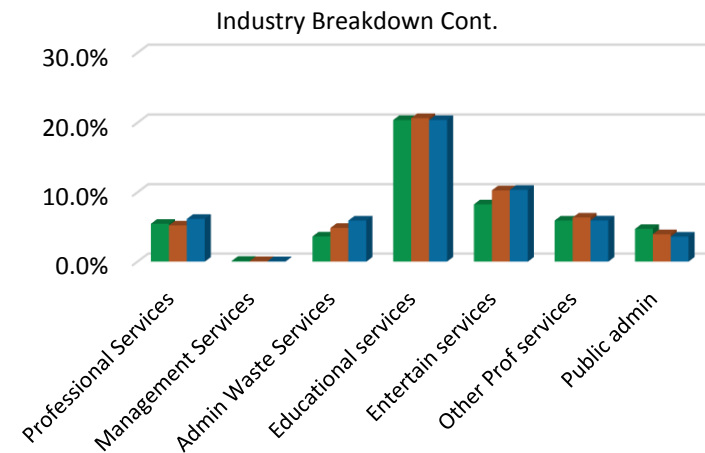
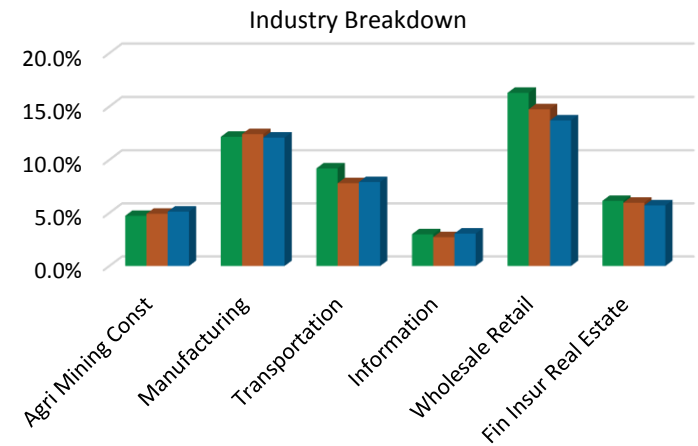


## Consumer Demographic Profile

Site: Van Ness Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	17,143		50,630		225,601	
White Collar	11,193	65.3%	31,388	62.0%	137,341	60.9%
Managerial executive	2,495	14.6%	7,011	13.8%	30,732	13.6%
Prof specialty	3,472	20.3%	9,282	18.3%	43,144	19.1%
Healthcare support	308	1.8%	1,048	2.1%	4,718	2.1%
Sales	1,738	10.1%	5,130	10.1%	22,857	10.1%
Office Admin	3,180	18.5%	8,918	17.6%	35,891	15.9%
Blue Collar	5,950	34.7%	19,242	38.0%	88,260	39.1%
Protective	425	2.5%	1,465	2.9%	5,900	2.6%
Food Prep Serving	959	5.6%	3,196	6.3%	13,174	5.8%
Bldg Maint/Cleaning	396	2.3%	1,890	3.7%	11,036	4.9%
Personal Care	915	5.3%	2,776	5.5%	11,204	5.0%
Farming/Fishing/Forestry	21	0.1%	133	0.3%	548	0.2%
Construction	998	5.8%	3,182	6.3%	15,194	6.7%
Production Transp	2,235	13.0%	6,599	13.0%	31,206	13.8%
<b>Employment By Industry</b>	17,143		50,630		225,601	
Agri Mining Const	810	4.7%	2,492	4.9%	11,566	5.1%
Manufacturing	2,086	12.2%	6,285	12.4%	27,275	12.1%
Transportation	1,577	9.2%	3,950	7.8%	17,851	7.9%
Information	513	3.0%	1,378	2.7%	6,898	3.1%
Wholesale Retail	2,791	16.3%	7,467	14.7%	30,899	13.7%
Fin Insur Real Estate	1,052	6.1%	3,019	6.0%	12,895	5.7%
Professional Services	937	5.5%	2,645	5.2%	13,896	6.2%
Management Services	19	0.1%	43	0.1%	136	0.1%
Admin Waste Services	622	3.6%	2,462	4.9%	13,353	5.9%
Educational services	3,493	20.4%	10,460	20.7%	45,962	20.4%
Entertain services	1,416	8.3%	5,204	10.3%	23,332	10.3%
Other Prof services	1,017	5.9%	3,222	6.4%	13,395	5.9%
Public admin	809	4.7%	2,002	4.0%	8,142	3.6%



## Household Segmentation Profile

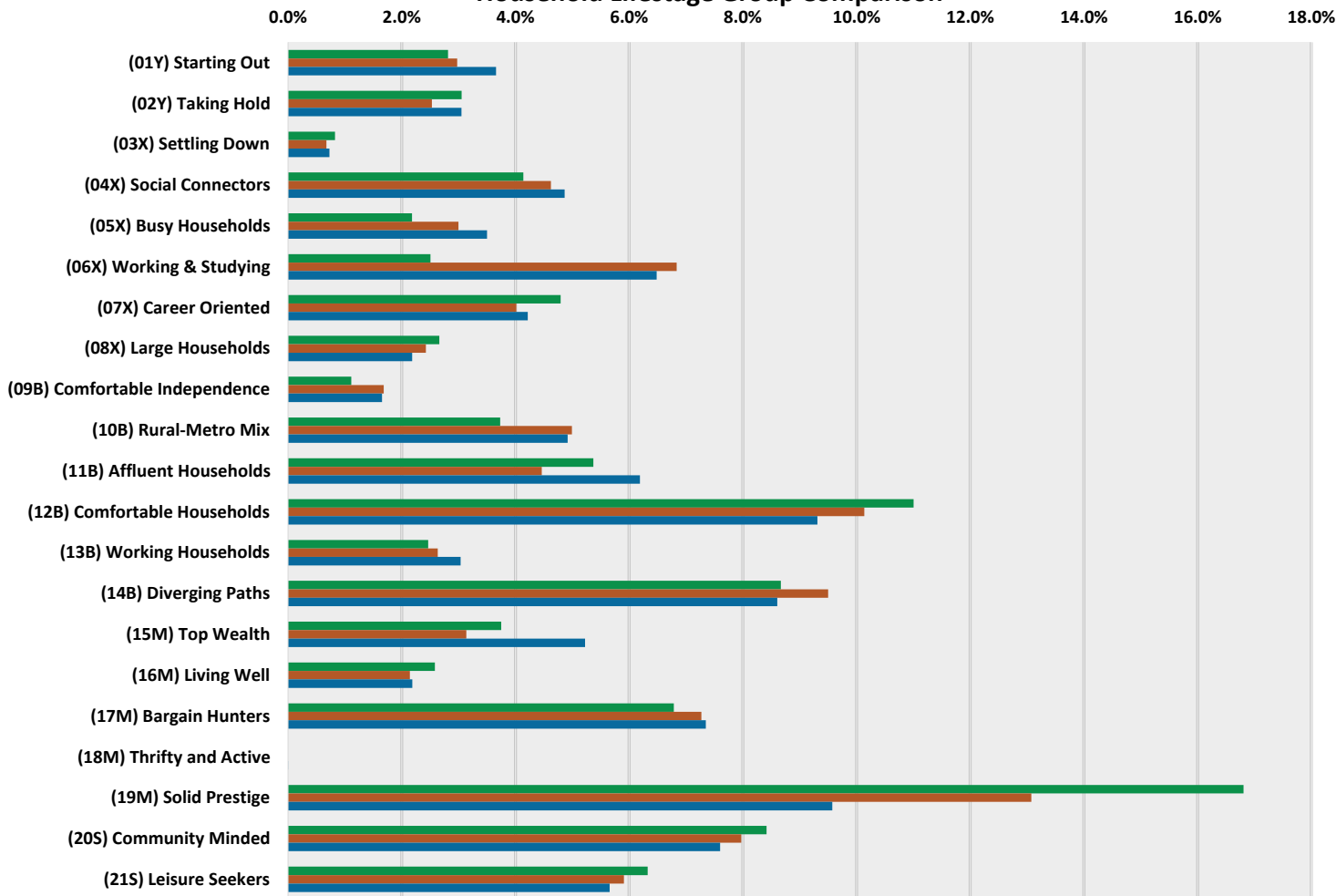
Site: Van Ness Ave & W Redondo Beach Blvd | Gardena CA

Date: 9/20/2018



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	3 Min Drive	5 Min Drive	10 Min Drive

### Household Lifestage Group Comparison



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	3 Min Drive	5 Min Drive	10 Min Drive
<b>Total Households</b>	<b>12,725</b> <b>100%</b>	<b>36,594</b> <b>100%</b>	<b>151,871</b> <b>100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,005	7.9%	2,308	6.3%	6,560	4.3%
2	08- Solid Surroundings	(19M) Solid Prestige	912	7.2%	1,906	5.2%	5,652	3.7%
3	33- Urban Diversity	(14B) Diverging Paths	865	6.8%	2,502	6.8%	9,630	6.3%
4	17- Firmly Established	(12B) Comfortable Households	790	6.2%	2,036	5.6%	7,380	4.9%
5	36- Persistent & Productive	(20S) Community Minded	723	5.7%	1,977	5.4%	7,605	5.0%
6	13- Work & Play	(12B) Comfortable Households	610	4.8%	1,673	4.6%	6,761	4.5%
7	04- Top Professionals	(11B) Affluent Households	511	4.0%	1,180	3.2%	5,214	3.4%
8	53- Metro Strivers	(10B) Rural-Metro Mix	475	3.7%	1,824	5.0%	7,461	4.9%
9	63- Staying Home	(17M) Bargain Hunters	398	3.1%	1,371	3.7%	5,696	3.8%
10	03- Corporate Connected	(15M) Top Wealth	387	3.0%	918	2.5%	4,605	3.0%

\* 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: Van Ness Ave & W Redondo Beach Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		12,725	100%	36,594	100%	151,871	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(01Y) Starting Out</b>		<b>358</b>	<b>2.8%</b>	<b>1,089</b>	<b>3.0%</b>	<b>5,558</b>	<b>3.7%</b>
	<a href="#">39- Setting Goals</a>	61	0.5%	223	0.6%	1,284	0.8%
	<a href="#">45- Offices &amp; Entertainment</a>	79	0.6%	243	0.7%	1,056	0.7%
	<a href="#">57- Collegiate Crowd</a>	116	0.9%	331	0.9%	1,632	1.1%
	<a href="#">58- Outdoor Fervor</a>	0	0.0%	1	0.0%	5	0.0%
	<a href="#">67- First Steps</a>	101	0.8%	291	0.8%	1,582	1.0%
<b>(02Y) Taking Hold</b>		<b>388</b>	<b>3.1%</b>	<b>926</b>	<b>2.5%</b>	<b>4,633</b>	<b>3.1%</b>
	<a href="#">18- Climbing the Ladder</a>	42	0.3%	89	0.2%	334	0.2%
	<a href="#">21- Children First</a>	93	0.7%	236	0.6%	933	0.6%
	<a href="#">24- Career Building</a>	220	1.7%	514	1.4%	3,035	2.0%
	<a href="#">30- Out &amp; About</a>	34	0.3%	87	0.2%	330	0.2%
<b>(03X) Settling Down</b>		<b>105</b>	<b>0.8%</b>	<b>247</b>	<b>0.7%</b>	<b>1,106</b>	<b>0.7%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">41- Rural Adventure</a>	0	0.0%	0	0.0%	7	0.0%
	<a href="#">46- Rural &amp; Active</a>	105	0.8%	247	0.7%	1,099	0.7%
<b>(04X) Social Connectors</b>		<b>527</b>	<b>4.1%</b>	<b>1,693</b>	<b>4.6%</b>	<b>7,390</b>	<b>4.9%</b>
	<a href="#">42- Creative Variety</a>	86	0.7%	246	0.7%	1,087	0.7%
	<a href="#">52- Stylish &amp; Striving</a>	235	1.8%	690	1.9%	2,724	1.8%
	<a href="#">59- Mobile Mixers</a>	206	1.6%	757	2.1%	3,579	2.4%
<b>(05X) Busy Households</b>		<b>278</b>	<b>2.2%</b>	<b>1,097</b>	<b>3.0%</b>	<b>5,317</b>	<b>3.5%</b>
	<a href="#">37- Firm Foundations</a>	117	0.9%	374	1.0%	1,678	1.1%
	<a href="#">62- Movies &amp; Sports</a>	160	1.3%	722	2.0%	3,639	2.4%
<b>(06X) Working &amp; Studying</b>		<b>319</b>	<b>2.5%</b>	<b>2,501</b>	<b>6.8%</b>	<b>9,848</b>	<b>6.5%</b>
	<a href="#">61- City Life</a>	167	1.3%	1,858	5.1%	7,076	4.7%
	<a href="#">69- Productive Havens</a>	27	0.2%	103	0.3%	609	0.4%
	<a href="#">70- Favorably Frugal</a>	124	1.0%	540	1.5%	2,162	1.4%
<b>(07X) Career Oriented</b>		<b>610</b>	<b>4.8%</b>	<b>1,470</b>	<b>4.0%</b>	<b>6,405</b>	<b>4.2%</b>
	<a href="#">06- Casual Comfort</a>	115	0.9%	287	0.8%	1,402	0.9%
	<a href="#">10- Careers &amp; Travel</a>	97	0.8%	209	0.6%	777	0.5%
	<a href="#">20- Carving Out Time</a>	50	0.4%	133	0.4%	520	0.3%
	<a href="#">26- Getting Established</a>	347	2.7%	840	2.3%	3,706	2.4%
<b>(08X) Large Households</b>		<b>339</b>	<b>2.7%</b>	<b>887</b>	<b>2.4%</b>	<b>3,317</b>	<b>2.2%</b>
	<a href="#">11- Schools &amp; Shopping</a>	84	0.7%	219	0.6%	844	0.6%
	<a href="#">12- On the Go</a>	113	0.9%	268	0.7%	955	0.6%
	<a href="#">19- Country Comfort</a>	1	0.0%	9	0.0%	20	0.0%
	<a href="#">27- Tenured Proprietors</a>	140	1.1%	390	1.1%	1,498	1.0%
<b>(09B) Comfortable Independence</b>		<b>141</b>	<b>1.1%</b>	<b>616</b>	<b>1.7%</b>	<b>2,512</b>	<b>1.7%</b>
	<a href="#">29- City Mixers</a>	14	0.1%	287	0.8%	1,123	0.7%
	<a href="#">35- Working &amp; Active</a>	79	0.6%	193	0.5%	709	0.5%
	<a href="#">56- Metro Active</a>	48	0.4%	136	0.4%	680	0.4%
<b>(10B) Rural-Metro Mix</b>		<b>475</b>	<b>3.7%</b>	<b>1,827</b>	<b>5.0%</b>	<b>7,468</b>	<b>4.9%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	3	0.0%	4	0.0%
	<a href="#">53- Metro Strivers</a>	475	3.7%	1,824	5.0%	7,461	4.9%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	0	0.0%	4	0.0%

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

## Household Segmentation Profile

Market: Van Ness Ave & W Redondo Beach Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		12,725	100%	36,594	100%	151,871	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(11B) Affluent Households</b>		<b>684</b>	<b>5.4%</b>	<b>1,633</b>	<b>4.5%</b>	<b>9,402</b>	<b>6.2%</b>
	<a href="#">01- Summit Estates</a>	42	0.3%	111	0.3%	2,759	1.8%
	<a href="#">04- Top Professionals</a>	511	4.0%	1,180	3.2%	5,214	3.4%
	<a href="#">07- Active Lifestyles</a>	130	1.0%	342	0.9%	1,429	0.9%
<b>(12B) Comfortable Households</b>		<b>1,400</b>	<b>11.0%</b>	<b>3,709</b>	<b>10.1%</b>	<b>14,141</b>	<b>9.3%</b>
	<a href="#">13- Work &amp; Play</a>	610	4.8%	1,673	4.6%	6,761	4.5%
	<a href="#">17- Firmly Established</a>	790	6.2%	2,036	5.6%	7,380	4.9%
<b>(13B) Working Households</b>		<b>314</b>	<b>2.5%</b>	<b>964</b>	<b>2.6%</b>	<b>4,610</b>	<b>3.0%</b>
	<a href="#">38- Occupational Mix</a>	314	2.5%	964	2.6%	4,609	3.0%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	1	0.0%
<b>(14B) Diverging Paths</b>		<b>1,103</b>	<b>8.7%</b>	<b>3,477</b>	<b>9.5%</b>	<b>13,071</b>	<b>8.6%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	55	0.4%	118	0.3%	560	0.4%
	<a href="#">31- Mid-Americana</a>	119	0.9%	267	0.7%	915	0.6%
	<a href="#">32- Metro Mix</a>	63	0.5%	590	1.6%	1,967	1.3%
	<a href="#">33- Urban Diversity</a>	865	6.8%	2,502	6.8%	9,630	6.3%
<b>(15M) Top Wealth</b>		<b>477</b>	<b>3.7%</b>	<b>1,147</b>	<b>3.1%</b>	<b>7,936</b>	<b>5.2%</b>
	<a href="#">02- Established Elite</a>	90	0.7%	230	0.6%	3,331	2.2%
	<a href="#">03- Corporate Connected</a>	387	3.0%	918	2.5%	4,605	3.0%
<b>(16M) Living Well</b>		<b>329</b>	<b>2.6%</b>	<b>785</b>	<b>2.1%</b>	<b>3,319</b>	<b>2.2%</b>
	<a href="#">14- Career Centered</a>	249	2.0%	618	1.7%	2,538	1.7%
	<a href="#">15- Country Ways</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">23- Good Neighbors</a>	80	0.6%	167	0.5%	781	0.5%
<b>(17M) Bargain Hunters</b>		<b>863</b>	<b>6.8%</b>	<b>2,661</b>	<b>7.3%</b>	<b>11,159</b>	<b>7.3%</b>
	<a href="#">43- Work &amp; Causes</a>	114	0.9%	322	0.9%	1,387	0.9%
	<a href="#">44- Open Houses</a>	165	1.3%	454	1.2%	1,689	1.1%
	<a href="#">55- Community Life</a>	128	1.0%	289	0.8%	1,384	0.9%
	<a href="#">63- Staying Home</a>	398	3.1%	1,371	3.7%	5,696	3.8%
	<a href="#">68- Staying Healthy</a>	58	0.5%	225	0.6%	1,003	0.7%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>1</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	1	0.0%
<b>(19M) Solid Prestige</b>		<b>2,139</b>	<b>16.8%</b>	<b>4,784</b>	<b>13.1%</b>	<b>14,540</b>	<b>9.6%</b>
	<a href="#">05- Active &amp; Involved</a>	223	1.7%	570	1.6%	2,327	1.5%
	<a href="#">08- Solid Surroundings</a>	912	7.2%	1,906	5.2%	5,652	3.7%
	<a href="#">09- Busy Schedules</a>	1,005	7.9%	2,308	6.3%	6,560	4.3%
<b>(20S) Community Minded</b>		<b>1,071</b>	<b>8.4%</b>	<b>2,917</b>	<b>8.0%</b>	<b>11,545</b>	<b>7.6%</b>
	<a href="#">25- Clubs &amp; Causes</a>	161	1.3%	447	1.2%	1,809	1.2%
	<a href="#">28- Community Pillars</a>	187	1.5%	493	1.3%	2,130	1.4%
	<a href="#">36- Persistent &amp; Productive</a>	723	5.7%	1,977	5.4%	7,605	5.0%
<b>(21S) Leisure Seekers</b>		<b>805</b>	<b>6.3%</b>	<b>2,162</b>	<b>5.9%</b>	<b>8,593</b>	<b>5.7%</b>
	<a href="#">49- Home &amp; Garden</a>	229	1.8%	609	1.7%	2,015	1.3%
	<a href="#">51- Role Models</a>	139	1.1%	346	0.9%	1,512	1.0%
	<a href="#">64- Practical &amp; Careful</a>	110	0.9%	271	0.7%	1,025	0.7%
	<a href="#">65- Hobbies &amp; Shopping</a>	147	1.2%	376	1.0%	1,771	1.2%
	<a href="#">66- Helping Hands</a>	180	1.4%	561	1.5%	2,269	1.5%

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

Site:

Van Ness Ave & W Redondo Beach Blvd | Gardena CA

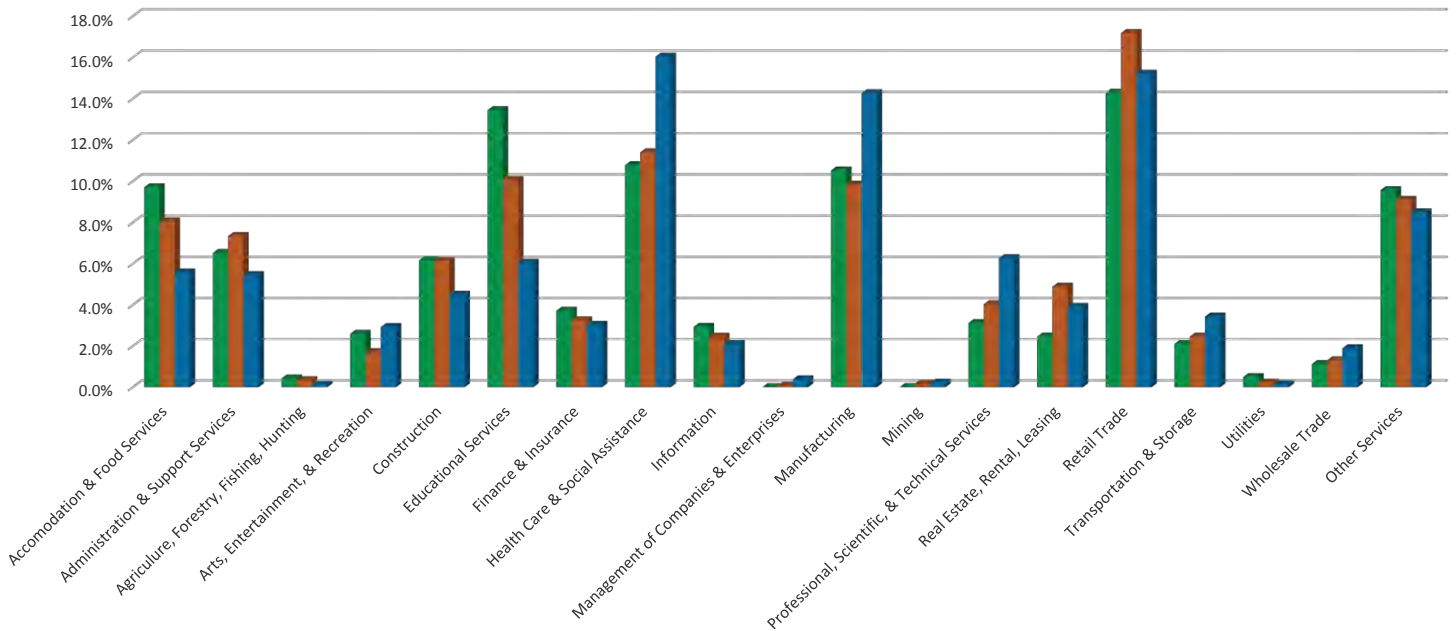
Date Report Created:

9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Daytime Population	57,588		131,098		547,705	
Student Population	28,275		53,563		152,018	
Median Employee Salary	44,214		43,471		44,890	
Average Employee Salary	51,463		50,902		53,008	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	568	3.4%	1,602	3.9%	9,544	4.0%
15,000 to 30,000 CrYr	3,118	18.7%	7,707	18.9%	39,013	16.5%
30,000 to 45,000 CrYr	5,087	30.5%	12,682	31.1%	72,434	30.7%
45,000 to 60,000 CrYr	2,649	15.9%	6,502	15.9%	39,490	16.7%
60,000 to 75,000 CrYr	1,962	11.7%	4,400	10.8%	25,326	10.7%
75,000 to 90,000 CrYr	1,570	9.4%	3,690	9.0%	20,566	8.7%
90,000 to 100,000 CrYr	392	2.3%	846	2.1%	6,308	2.7%
Over 100,000 CrYr	1,351	8.1%	3,378	8.3%	23,220	9.8%

## Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,004</b>	<b>100%</b>	<b>16,698</b>	<b>100%</b>	<b>2,386</b>	<b>100%</b>	<b>40,806</b>	<b>100%</b>	<b>12,770</b>	<b>100%</b>	<b>235,900</b>	<b>100%</b>
Accommodation & Food Services	101	10.0%	1,621	9.7%	202	8.5%	3,287	8.1%	739	5.8%	13,165	5.6%
Administration & Support Services	35	3.5%	1,090	6.5%	81	3.4%	2,996	7.3%	417	3.3%	12,854	5.4%
Agriculture, Forestry, Fishing, Hunting	3	0.3%	71	0.4%	6	0.3%	139	0.3%	22	0.2%	277	0.1%
Arts, Entertainment, & Recreation	35	3.5%	434	2.6%	62	2.6%	695	1.7%	260	2.0%	6,898	2.9%
Construction	54	5.3%	1,029	6.2%	133	5.6%	2,506	6.1%	686	5.4%	10,604	4.5%
Educational Services	42	4.2%	2,246	13.4%	82	3.4%	4,104	10.1%	304	2.4%	14,266	6.0%
Finance & Insurance	42	4.1%	621	3.7%	111	4.7%	1,328	3.3%	557	4.4%	7,155	3.0%
Health Care & Social Assistance	144	14.3%	1,800	10.8%	345	14.5%	4,653	11.4%	1,975	15.5%	37,829	16.0%
Information	24	2.4%	490	2.9%	55	2.3%	999	2.4%	253	2.0%	4,962	2.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	30	0.1%	9	0.1%	901	0.4%
Manufacturing	61	6.0%	1,757	10.5%	136	5.7%	4,012	9.8%	894	7.0%	33,658	14.3%
Mining	0	0.0%	1	0.0%	1	0.1%	70	0.2%	12	0.1%	512	0.2%
Professional, Scientific, & Technical Services	52	5.1%	521	3.1%	149	6.2%	1,646	4.0%	1,153	9.0%	14,794	6.3%
Real Estate, Rental, Leasing	37	3.7%	411	2.5%	101	4.2%	1,994	4.9%	521	4.1%	9,209	3.9%
Retail Trade	145	14.4%	2,388	14.3%	359	15.0%	7,013	17.2%	1,916	15.0%	35,878	15.2%
Transportation & Storage	11	1.1%	352	2.1%	41	1.7%	1,002	2.5%	396	3.1%	8,098	3.4%
Utilities	2	0.2%	82	0.5%	2	0.1%	88	0.2%	8	0.1%	344	0.1%
Wholesale Trade	25	2.5%	188	1.1%	67	2.8%	532	1.3%	503	3.9%	4,462	1.9%
Other Services	193	19.2%	1,598	9.6%	452	18.9%	3,711	9.1%	2,145	16.8%	20,036	8.5%

## Employment Profile

Site:

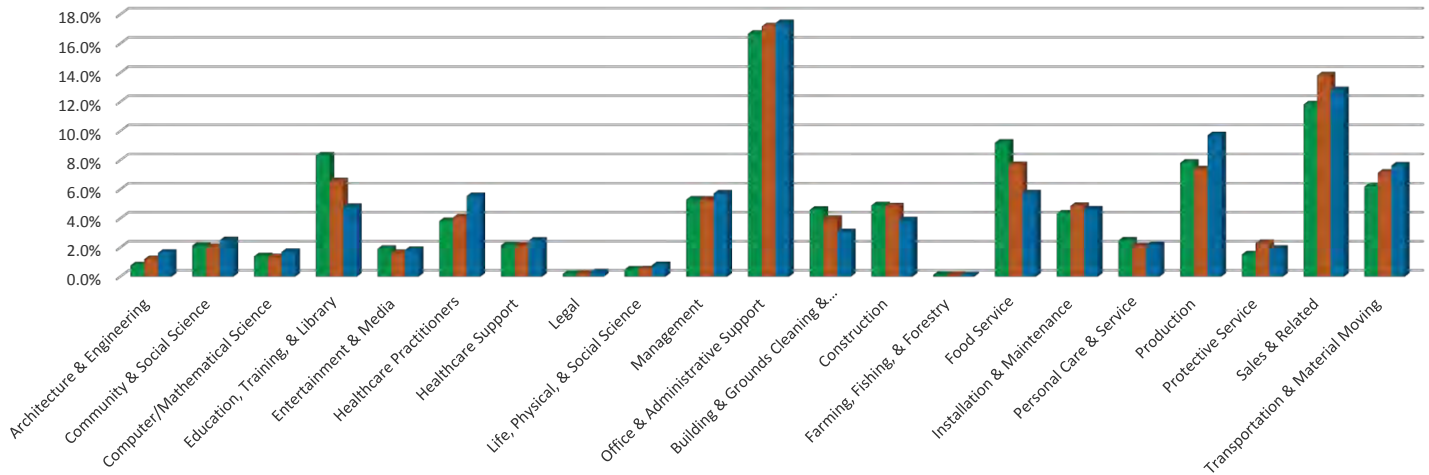
Van Ness Ave & W Redondo Beach Blvd | Gardena CA

Date Report Created:

9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
<b>White Collar</b>	7,747	46.4%	18,487	45.3%	113,355	48.1%
Architecture & Engineering	129	0.8%	488	1.2%	3,839	1.6%
Community & Social Science	355	2.1%	830	2.0%	5,898	2.5%
Computer/Mathematical Science	233	1.4%	543	1.3%	3,984	1.7%
Education, Training, & Library	1,388	8.3%	2,673	6.6%	11,288	4.8%
Entertainment & Media	318	1.9%	659	1.6%	4,303	1.8%
Healthcare Practitioners	637	3.8%	1,658	4.1%	13,054	5.5%
Healthcare Support	360	2.2%	870	2.1%	5,816	2.5%
Legal	31	0.2%	78	0.2%	686	0.3%
Life, Physical, & Social Science	80	0.5%	201	0.5%	1,852	0.8%
Management	884	5.3%	2,157	5.3%	13,476	5.7%
Office & Administrative Support	2,783	16.7%	7,008	17.2%	41,045	17.4%
<b>Blue Collar</b>	8,842	53.0%	22,078	54.1%	121,566	51.5%
Building & Grounds Cleaning & Maintenance	766	4.6%	1,620	4.0%	7,196	3.1%
Construction	818	4.9%	1,967	4.8%	9,116	3.9%
Farming, Fishing, & Forestry	20	0.1%	45	0.1%	200	0.1%
Food Service	1,535	9.2%	3,125	7.7%	13,483	5.7%
Installation & Maintenance	723	4.3%	1,981	4.9%	10,873	4.6%
Personal Care & Service	414	2.5%	846	2.1%	5,112	2.2%
Production	1,305	7.8%	3,006	7.4%	22,899	9.7%
Protective Service	254	1.5%	942	2.3%	4,504	1.9%
Sales & Related	1,974	11.8%	5,634	13.8%	30,190	12.8%
Transportation & Material Moving	1,033	6.2%	2,911	7.1%	17,994	7.6%
<b>Military Services</b>	109	0.7%	242	0.6%	979	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	16,698	40,806	235,900
2018 Q1	16,710	41,389	241,188
2017 Q4	16,851	41,749	243,248
2017 Q3	15,753	39,506	232,661
2017 Q2	16,735	41,401	241,079
2017 Q1	16,911	41,800	243,858
2016 Q4	17,209	42,451	248,472
2016 Q3	16,043	40,276	234,074
2016 Q2	17,096	42,322	243,285

## Consumer Demand & Market Supply Assessment

Site:

Van Ness Ave & W Redondo Beach Blvd | Gardena CA

Date Report Created:

9/20/2018

	3 Min Drive				5 Min Drive				10 Min Drive			
<b>Demographics</b>												
Population		35,590				104,894				465,076		
5-Year Population estimate		36,741				108,223				481,020		
Population Households		35,166				103,852				460,608		
Group Quarters Population		424				1,042				4,468		
Households		12,831				36,379				152,759		
5-Year Households estimate		13,260				37,555				158,034		
WorkPlace Establishments		1,004				2,386				12,770		
Workplace Employees		16,698				40,806				235,900		
Median Household Income		\$60,702				\$57,715				\$59,699		
<b>By Establishments</b>	<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>		<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>		<b>Consumer Demand</b>	<b>Market Supply</b>	<b>Opportunity Gap/Surplus</b>	
Electronic Shopping/Mail Order Houses	\$85,534,834	\$0	(\$85,534,834)	-100%	\$242,463,093	\$934,222,098	\$691,759,005	285%	\$1,108,145,275	\$1,468,819,716	\$360,674,441	33%
Vending Machine Operators (Non-Store)	\$4,187,520	\$0	(\$4,187,520)	-100%	\$11,933,081	\$14,763,977	\$2,830,896	24%	\$53,687,437	\$66,494,596	\$12,807,160	24%
Direct Selling Establishments	\$3,277,361	\$6,119	(\$3,271,242)	-100%	\$9,404,601	\$1,754,331	(\$7,650,271)	-81%	\$41,812,158	\$54,672,866	\$12,860,708	31%
Grocery Stores	\$65,763,438	\$19,596,028	(\$46,167,409)	-70%	\$188,784,696	\$176,999,744	(\$11,784,952)	-6%	\$839,238,204	\$816,100,644	(\$23,137,560)	-3%
Lawn/Garden Equipment/Supplies Stores	\$3,810,202	\$1,861,756	(\$1,948,446)	-51%	\$10,906,156	\$10,260,890	(\$645,266)	-6%	\$48,294,528	\$60,558,740	\$12,264,212	25%
Home Furnishing Stores	\$6,184,976	\$3,138,020	(\$3,046,956)	-49%	\$17,819,355	\$10,071,013	(\$7,748,342)	-43%	\$79,121,284	\$84,194,966	\$5,073,682	6%
Other Motor Vehicle Dealers	\$6,271,053	\$3,548,434	(\$2,722,619)	-43%	\$17,967,187	\$74,945,720	\$56,978,533	317%	\$79,800,702	\$443,043,613	\$363,242,911	455%
Clothing Stores	\$29,087,986	\$20,199,026	(\$8,888,959)	-31%	\$83,543,913	\$41,631,612	(\$41,912,300)	-50%	\$371,910,687	\$370,296,544	(\$1,614,143)	0%
Jewelry/Luggage/Leather Goods	\$4,135,643	\$3,176,116	(\$959,528)	-23%	\$11,899,839	\$6,442,281	(\$5,457,558)	-46%	\$52,913,063	\$40,105,196	(\$12,807,867)	-24%
Automotive Parts/Accessories/Tire	\$10,471,154	\$8,105,994	(\$2,365,160)	-23%	\$30,274,839	\$35,913,027	\$5,638,188	19%	\$134,260,274	\$271,580,151	\$137,319,878	102%
Other General Merchandise Stores	\$66,897,441	\$61,720,183	(\$5,177,258)	-8%	\$192,086,893	\$268,154,484	\$76,067,591	40%	\$855,149,762	\$1,054,555,870	\$199,406,108	23%
Automotive Dealers	\$114,678,802	\$108,938,919	(\$5,739,883)	-5%	\$328,975,422	\$320,731,095	(\$8,244,327)	-3%	\$1,462,527,000	\$1,640,914,652	\$178,387,653	12%
Department Stores	\$16,505,484	\$16,551,628	\$46,144	0%	\$47,433,729	\$61,428,598	\$13,994,869	30%	\$211,102,868	\$264,946,482	\$53,843,614	26%
Shoe Stores	\$4,116,263	\$4,786,126	\$669,863	16%	\$11,782,114	\$9,250,318	(\$2,531,796)	-21%	\$52,536,451	\$49,771,412	(\$2,765,039)	-5%
Beer/Wine/Liquor Stores	\$5,380,085	\$6,334,070	\$953,985	18%	\$15,423,361	\$12,824,553	(\$2,598,807)	-17%	\$68,770,543	\$86,854,027	\$18,083,484	26%
Health/Personal Care Stores	\$35,734,972	\$42,310,897	\$6,575,925	18%	\$103,192,283	\$78,768,527	(\$24,423,757)	-24%	\$457,580,679	\$428,956,914	(\$28,623,765)	-6%
Building Material/Supplies Dealers	\$35,035,886	\$42,695,983	\$7,660,097	22%	\$100,846,438	\$99,809,978	(\$1,036,460)	-1%	\$447,378,648	\$722,586,760	\$275,208,112	62%
Office Supplies/Stationary/Gift	\$3,729,321	\$4,945,921	\$1,216,600	33%	\$10,568,625	\$26,071,794	\$15,503,169	147%	\$48,070,426	\$105,948,656	\$57,878,230	120%
Book/Periodical/Music Stores	\$2,481,440	\$3,805,367	\$1,323,927	53%	\$7,117,099	\$5,715,585	(\$1,401,514)	-20%	\$31,948,422	\$33,944,691	\$1,996,269	6%
Full-Service Restaurants	\$36,746,153	\$57,378,516	\$20,632,363	56%	\$96,854,529	\$123,131,264	\$26,276,735	27%	\$500,441,944	\$402,026,726	(\$98,415,218)	-20%
Special Food Services	\$7,480,782	\$11,715,314	\$4,234,532	57%	\$20,077,755	\$20,237,764	\$160,009	1%	\$100,178,773	\$98,921,229	(\$1,257,544)	-1%
Sporting Goods/Hobby/Musical Instrument	\$7,482,611	\$12,135,780	\$4,653,169	62%	\$21,487,908	\$19,726,200	(\$1,761,708)	-8%	\$95,523,292	\$153,344,335	\$57,821,043	61%
Florists/Misc. Store Retailers	\$917,365	\$1,652,896	\$735,531	80%	\$2,625,701	\$2,417,679	(\$208,022)	-8%	\$11,625,610	\$12,599,983	\$974,373	8%
Specialty Food Stores	\$3,646,320	\$6,624,417	\$2,978,098	82%	\$10,460,294	\$15,253,225	\$4,792,932	46%	\$46,514,045	\$60,322,361	\$13,808,317	30%
Gasoline Stations	\$45,390,604	\$85,490,353	\$40,099,748	88%	\$130,447,942	\$189,167,645	\$58,719,702	45%	\$578,910,710	\$1,009,927,797	\$431,017,087	74%
Used Merchandise Stores	\$1,967,963	\$3,939,410	\$1,971,447	100%	\$5,648,231	\$4,146,747	(\$1,501,484)	-27%	\$25,068,339	\$26,323,458	\$1,255,120	5%
Limited-Service Eating Places	\$34,302,642	\$68,983,309	\$34,680,666	101%	\$92,070,732	\$136,722,252	\$44,651,521	48%	\$459,357,681	\$433,353,158	(\$26,004,524)	-6%
Furniture Stores	\$6,888,813	\$15,019,815	\$8,131,002	118%	\$19,754,643	\$21,802,070	\$2,047,427	10%	\$87,975,742	\$151,470,021	\$63,494,279	72%
Bar/Drinking Places (Alcoholic Beverages)	\$2,040,790	\$4,468,512	\$2,427,722	119%	\$5,243,908	\$6,791,096	\$1,547,188	30%	\$28,434,932	\$28,185,357	(\$249,575)	-1%
Electronics/Appliance	\$12,102,223	\$29,514,911	\$17,412,688	144%	\$33,285,243	\$49,238,416	\$15,953,172	48%	\$159,730,288	\$186,035,703	\$26,305,414	16%
Other Misc. Store Retailers	\$9,518,400	\$38,775,111	\$29,256,711	307%	\$27,344,487	\$56,457,247	\$29,112,759	106%	\$121,213,689	\$264,088,041	\$142,874,352	118%
<b>Consumer Demand/Market Supply Index</b>	<b>\$671,768,527</b>	<b>\$687,418,931</b>	<b>98</b>		<b>\$1,907,724,097</b>	<b>\$2,834,851,230</b>	<b>67</b>		<b>\$8,659,223,455</b>	<b>\$10,890,944,666</b>	<b>80</b>	

## Consumer Demand & Market Supply Assessment

Site:

Van Ness Ave & W Redondo Beach Blvd | Gardena CA

Date Report Created:

9/20/2018

### By Major Product Lines

	3 Min Drive				5 Min Drive				10 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,159,834	\$340,158	(\$819,676)	-71%	\$3,331,201	\$1,783,800	(\$1,547,401)	-46%	\$14,714,823	\$30,638,307	\$15,923,483	108%
Womens/Juniors/Misses Wear	\$24,525,510	\$14,174,321	(\$10,351,188)	-42%	\$70,383,522	\$85,895,103	\$15,511,581	22%	\$313,145,099	\$332,124,943	\$18,979,844	6%
Computer Hardware/Software/Supplies	\$16,967,329	\$9,815,837	\$7,151,493)	-42%	\$43,303,375	\$159,719,880	\$116,416,505	269%	\$238,553,219	\$295,013,054	\$56,459,835	24%
Groceries/Other Food Items (Off Premises)	\$101,275,280	\$59,269,360	(\$42,005,920)	-41%	\$291,040,896	\$323,168,830	\$32,127,934	11%	\$1,290,127,134	\$1,367,943,866	\$77,816,732	6%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$78,519,469	\$48,836,632	(\$29,682,837)	-38%	\$226,927,165	\$384,437,175	\$157,510,011	69%	\$1,006,212,804	\$1,023,450,383	\$17,237,578	2%
Small Electric Appliances	\$1,384,079	\$918,680	(\$465,399)	-34%	\$3,983,651	\$11,171,864	\$7,188,213	180%	\$17,734,345	\$28,073,402	\$10,339,057	58%
Kitchenware/Home Furnishings	\$7,775,190	\$5,201,971	(\$2,573,220)	-33%	\$22,449,307	\$45,941,858	\$23,492,551	105%	\$99,460,194	\$136,030,080	\$36,569,886	37%
Jewelry (including Watches)	\$6,132,572	\$4,134,089	(\$1,998,483)	-33%	\$17,659,264	\$20,540,204	\$2,880,940	16%	\$78,560,407	\$73,342,407	(\$5,218,000)	-7%
Mens Wear	\$9,449,130	\$6,652,374	(\$2,796,755)	-30%	\$27,116,569	\$42,166,171	\$15,049,602	55%	\$120,848,005	\$156,565,487	\$35,717,482	30%
Automotive Tires/Tubes/Batteries/Parts	\$20,262,949	\$14,279,154	(\$5,983,795)	-30%	\$58,645,863	\$78,906,696	\$20,260,833	35%	\$260,089,639	\$394,657,317	\$134,567,678	52%
Footwear, including Accessories	\$9,960,149	\$7,536,358	(\$2,423,791)	-24%	\$28,501,120	\$33,843,514	\$5,342,394	19%	\$127,109,559	\$125,804,683	(\$1,304,875)	-1%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,913,660	\$2,267,051	(\$646,609)	-22%	\$8,321,476	\$20,548,676	\$12,227,200	147%	\$36,976,364	\$61,958,071	\$24,981,707	68%
Floor/Floor Coverings	\$5,022,535	\$3,908,274	(\$1,114,261)	-22%	\$14,539,524	\$14,022,703	(\$516,821)	-4%	\$64,571,151	\$82,991,582	\$18,420,430	29%
Lawn/Garden/Farm Equipment/Supplies	\$10,185,814	\$8,230,700	(\$1,955,114)	-19%	\$29,155,310	\$44,498,716	\$15,343,406	53%	\$129,066,025	\$185,549,739	\$56,483,713	44%
Childrens Wear/Infants/Toddlers Clothing	\$3,998,861	\$3,533,834	(\$465,026)	-12%	\$11,552,764	\$17,462,341	\$5,909,577	51%	\$51,714,172	\$73,544,325	\$21,830,153	42%
Packaged Liquor/Wine/Beer	\$11,752,641	\$10,700,487	(\$1,052,154)	-9%	\$33,732,418	\$43,219,763	\$9,487,345	28%	\$149,856,746	\$190,414,851	\$40,558,105	27%
Autos/Cars/Vans/Trucks/Motorcycles	\$100,300,963	\$93,875,878	(\$6,425,084)	-6%	\$287,768,864	\$312,414,657	\$24,645,793	9%	\$1,280,009,226	\$1,623,013,043	\$343,003,817	27%
Furniture/Sleep/Outdoor/Patio Furniture	\$17,572,724	\$17,757,350	\$184,626	1%	\$50,394,807	\$85,471,046	\$35,076,239	70%	\$224,454,081	\$288,749,901	\$64,295,820	29%
Soaps/Detergents/Household Cleaners	\$3,177,844	\$3,264,706	\$86,862	3%	\$9,152,397	\$14,378,218	\$5,225,821	57%	\$40,538,381	\$61,260,551	\$20,722,170	51%
Retailer Services	\$19,559,718	\$20,883,148	\$1,323,430	7%	\$55,687,235	\$87,558,524	\$31,871,288	57%	\$246,794,864	\$404,143,553	\$157,348,689	64%
Paper/Related Products	\$2,799,440	\$3,093,061	\$293,621	10%	\$8,079,809	\$13,809,498	\$5,729,688	71%	\$35,777,749	\$55,016,064	\$19,238,315	54%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,842,373	\$6,497,561	\$655,188	11%	\$16,787,627	\$42,642,749	\$25,855,123	154%	\$74,649,431	\$140,101,396	\$65,451,965	88%
Audio Equipment/Musical Instruments	\$3,699,650	\$4,207,527	\$507,877	14%	\$10,628,115	\$33,084,375	\$22,456,260	211%	\$47,314,397	\$78,243,183	\$30,928,786	65%
Hardware/Tools/Plumbing/Electrical Supplies	\$9,916,717	\$11,436,544	\$1,519,827	15%	\$28,514,819	\$38,180,893	\$9,666,075	34%	\$126,499,116	\$210,658,220	\$84,159,104	67%
Books/Periodicals	\$2,893,281	\$3,378,430	\$485,149	17%	\$8,334,775	\$18,902,975	\$10,568,200	127%	\$37,275,276	\$52,924,486	\$15,649,210	42%
Toys/Hobby Goods/Games	\$3,282,483	\$3,841,416	\$558,933	17%	\$9,503,979	\$25,507,996	\$16,004,017	168%	\$42,233,824	\$78,427,172	\$36,193,348	86%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,450,869	\$1,722,830	\$271,960	19%	\$4,134,420	\$5,526,525	\$1,392,105	34%	\$18,305,606	\$22,851,633	\$4,546,027	25%
Dimensional Lumber/Other Building Materials	\$14,271,248	\$18,126,306	\$3,855,058	27%	\$41,194,267	\$42,186,213	\$991,946	2%	\$182,858,580	\$304,511,598	\$121,653,018	67%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,590,721	\$3,317,496	\$726,775	28%	\$7,491,236	\$7,832,050	\$340,814	5%	\$33,208,630	\$55,669,446	\$22,460,817	68%
All Other Merchandise	\$25,617,574	\$33,885,071	\$8,267,496	32%	\$73,523,919	\$181,350,668	\$107,826,749	147%	\$325,816,225	\$539,323,577	\$213,507,352	66%
Alcoholic Drinks Served at the Establishment	\$17,425,926	\$24,096,265	\$6,670,339	38%	\$44,565,244	\$48,917,933	\$4,352,690	10%	\$243,773,199	\$166,413,144	(\$77,360,055)	-32%
Sewing/Knitting Materials/Supplies	\$302,442	\$485,296	\$182,854	60%	\$841,336	\$1,458,661	\$617,325	73%	\$3,698,578	\$7,128,474	\$3,429,897	93%
Meats/Nonalcoholic Beverages	\$67,087,360	\$119,588,170	\$52,500,810	78%	\$180,125,790	\$247,814,359	\$67,688,568	38%	\$897,998,564	\$843,545,659	(\$54,452,905)	-6%
Pets/Pet Foods/Pet Supplies	\$5,578,303	\$10,160,888	\$4,582,585	82%	\$15,932,202	\$20,634,713	\$4,702,511	30%	\$70,624,512	\$86,177,275	\$15,552,763	22%
Cigars/Cigarettes/Tobacco/Accessories	\$7,672,966	\$14,458,126	\$6,785,160	88%	\$22,365,435	\$32,075,564	\$9,710,129	43%	\$99,139,545	\$151,143,229	\$52,003,683	52%
Automotive Fuels	\$41,262,731	\$78,247,974	\$36,985,243	90%	\$118,623,283	\$186,547,794	\$67,924,511	57%	\$525,409,904	\$964,999,313	\$439,589,409	84%
Televisions/VCR/Video Cameras/DVD etc	\$4,132,805	\$7,843,100	\$3,710,295	90%	\$11,937,520	\$38,180,039	\$26,242,519	220%	\$53,145,445	\$102,948,110	\$49,802,666	94%
Major Household Appliances	\$2,220,750	\$4,807,414	\$2,586,664	116%	\$6,212,533	\$12,623,309	\$6,410,776	103%	\$27,467,408	\$53,655,256	\$26,187,848	95%
Automotive Lubricants (incl Oil, Greases)	\$2,220,750	\$4,807,414	\$2,586,664	116%	\$6,212,533	\$12,623,309	\$6,410,776	103%	\$27,467,408	\$53,655,256	\$26,187,848	95%
Photographic Equipment/Supplies	\$691,149	\$1,532,569	\$841,420	122%	\$1,989,316	\$6,219,760	\$4,230,443	213%	\$8,893,660	\$17,360,188	\$8,466,528	95%





## Consumer Demand & Market Supply Assessment

Site:

Van Ness Ave & W Redondo Beach Blvd | Gardena CA

Date Report Created:

9/20/2018

3 Min Drive

5 Min Drive

10 Min Drive

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.

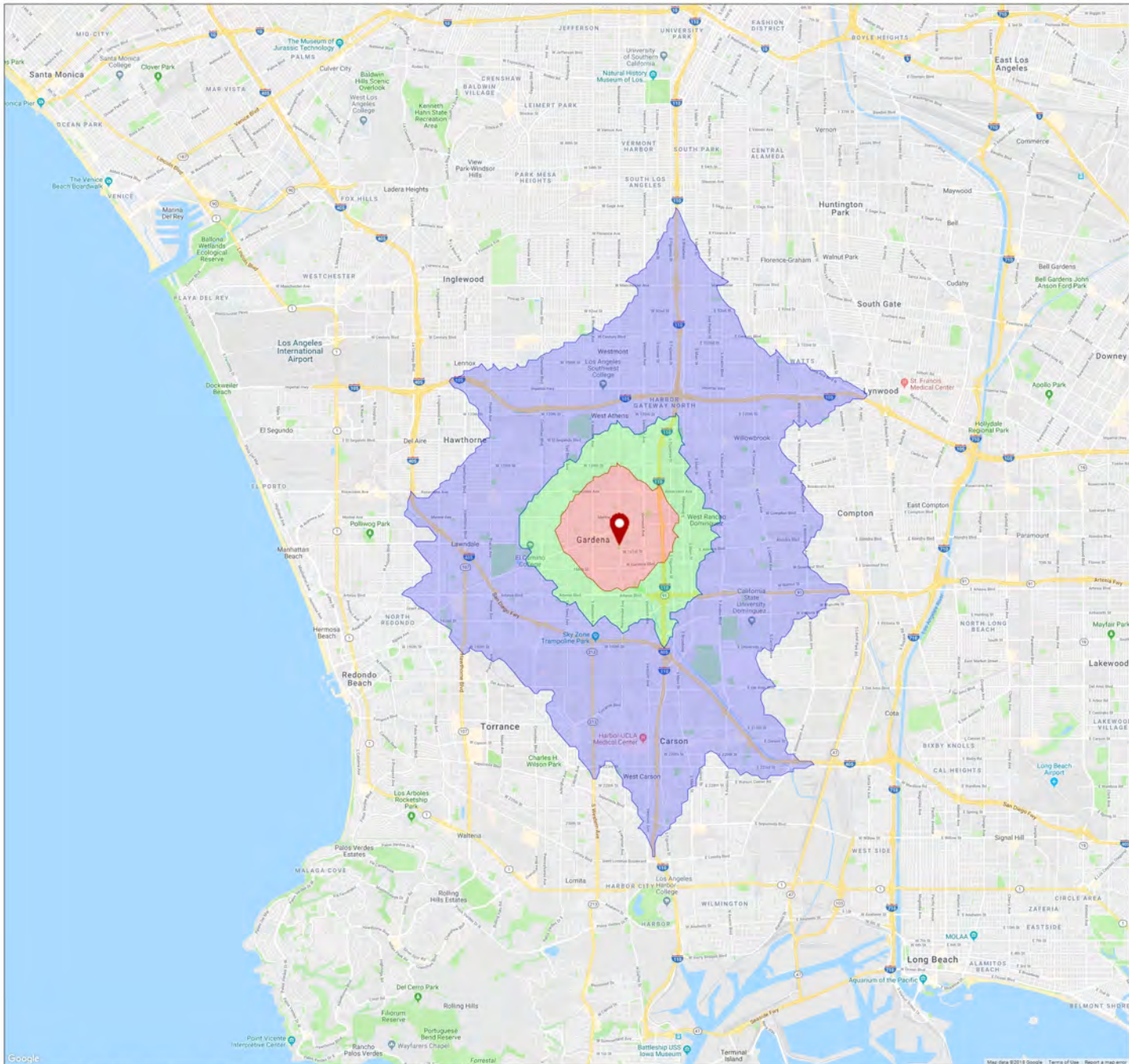
Consumer Demand/Market Supply Index:

$n = 100$  (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

**Current View**  
**Normandie Ave & W Redondo Beach Blvd**



**ECON**Solutions  
By HdL

Drive Times: 3 Mins, 5 Mins, 10 Mins

Scale In Miles:

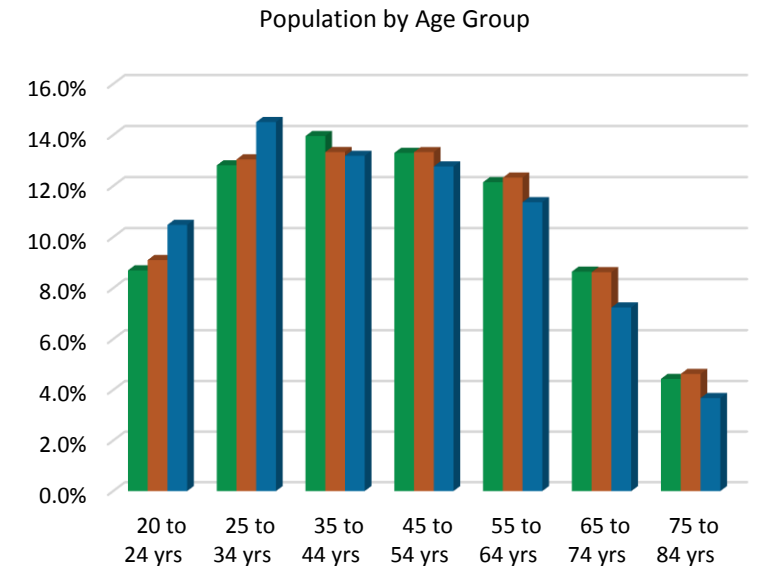
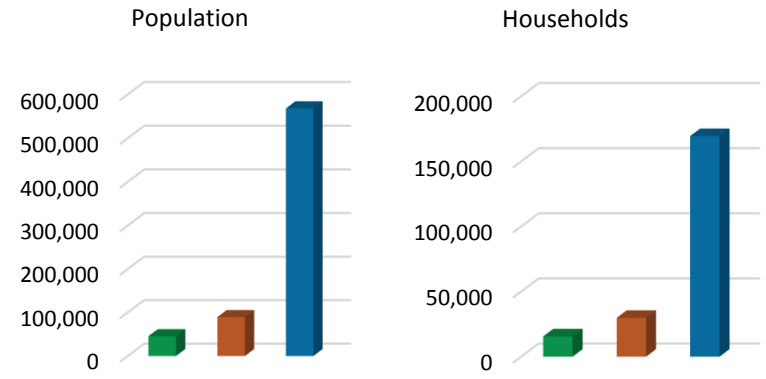


## Consumer Demographic Profile

Site: Normandie Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	45,677	---	89,400	---	568,255	---
5 Year Projected Pop	47,408	---	92,559	---	588,464	---
Pop Growth (%)	3.8%	---	3.5%	---	3.6%	---
Households	15,577	---	29,839	---	169,464	---
5 Year Projected HHs	16,170	---	30,896	---	175,548	---
HH Growth (%)	3.8%	---	3.5%	---	3.6%	---
<b>Census Stats</b>						
2000 Population	44,530	---	85,507	---	531,163	---
2010 Population	44,201	---	87,143	---	551,264	---
Pop Growth (%)	-0.7%	---	1.9%	---	3.8%	---
2000 Households	15,279	---	28,927	---	160,641	---
2010 Households	15,082	---	29,084	---	164,419	---
HH Growth (%)	-1.3%	---	0.5%	---	2.4%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	39.2		39.2		36.9	
19 yrs & under	10,911	23.9%	21,116	23.6%	144,663	25.5%
20 to 24 yrs	3,972	8.7%	8,136	9.1%	59,540	10.5%
25 to 34 yrs	5,852	12.8%	11,661	13.0%	82,438	14.5%
35 to 44 yrs	6,376	14.0%	11,917	13.3%	74,915	13.2%
45 to 54 yrs	6,074	13.3%	11,917	13.3%	72,547	12.8%
55 to 64 yrs	5,550	12.2%	11,022	12.3%	64,591	11.4%
65 to 74 yrs	3,948	8.6%	7,711	8.6%	41,148	7.2%
75 to 84 yrs	2,026	4.4%	4,140	4.6%	20,901	3.7%
85 + yrs	966	2.1%	1,781	2.0%	7,511	1.3%
<b>Population Bases</b>						
20-34 yrs	9,824	21.5%	19,797	22.1%	141,979	25.0%
45-64 yrs	11,625	25.4%	22,938	25.7%	137,138	24.1%
16 yrs +	35,883	78.6%	70,493	78.9%	439,537	77.3%
25 yrs +	30,794	67.4%	60,148	67.3%	364,052	64.1%
65 yrs +	6,941	15.2%	13,632	15.2%	69,560	12.2%
75 yrs +	2,992	6.6%	5,921	6.6%	28,412	5.0%
85 yrs +	966	2.1%	1,781	2.0%	7,511	1.3%



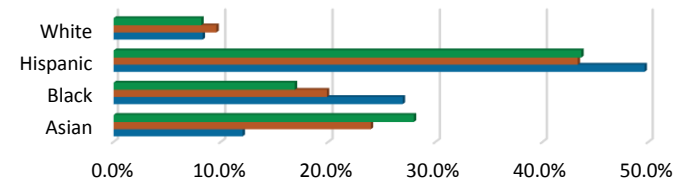
## Consumer Demographic Profile

Site: Normandie Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018

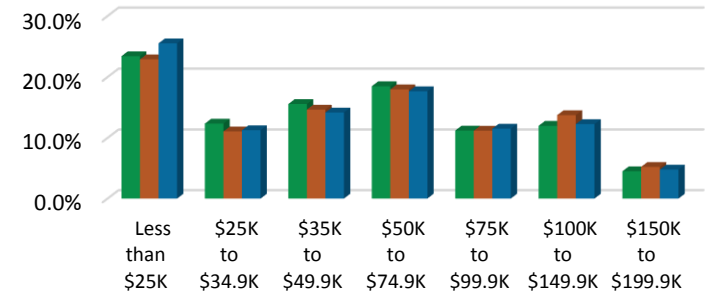


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	3,730	8.2%	8,555	9.6%	47,104	8.3%
Hispanic	19,940	43.7%	38,718	43.3%	282,004	49.6%
Black	7,707	16.9%	17,761	19.9%	153,038	26.9%
Asian	12,776	28.0%	21,422	24.0%	68,284	12.0%
<b>Ancestry</b>						
American Indian (ancestry)	46	0.1%	131	0.1%	1,060	0.2%
Hawaiin (ancestry)	337	0.7%	503	0.6%	4,148	0.7%
<b>Household Income</b>						
Per Capita Income	\$21,798	---	\$22,997	---	\$19,368	---
Average HH Income	\$63,923	---	\$68,902	---	\$64,945	---
Median HH Income	\$48,649	---	\$51,618	---	\$48,889	---
Less than \$25K	3,648	23.4%	6,834	22.9%	43,258	25.5%
\$25K to \$34.9K	1,924	12.4%	3,301	11.1%	19,100	11.3%
\$35K to \$49.9K	2,428	15.6%	4,377	14.7%	24,034	14.2%
\$50K to \$74.9K	2,881	18.5%	5,367	18.0%	29,946	17.7%
\$75K to \$99.9K	1,746	11.2%	3,337	11.2%	19,532	11.5%
\$100K to \$149.9K	1,868	12.0%	4,105	13.8%	20,802	12.3%
\$150K to \$199.9K	702	4.5%	1,558	5.2%	8,086	4.8%
\$200K +	379	2.4%	960	3.2%	4,706	2.8%
<b>Education</b>						
Less than 9th Grade	3,710	12.0%	7,474	12.4%	56,587	15.5%
Some HS, No Diploma	2,445	7.9%	5,114	8.5%	43,413	11.9%
HS Grad (or Equivalent)	8,281	26.9%	15,623	26.0%	91,579	25.2%
Some College, No Degree	6,407	20.8%	12,511	20.8%	80,542	22.1%
Associate Degree	2,565	8.3%	5,330	8.9%	25,750	7.1%
Bachelor Degree	5,738	18.6%	10,483	17.4%	48,357	13.3%
Graduates Degree	1,225	4.0%	2,662	4.4%	13,620	3.7%

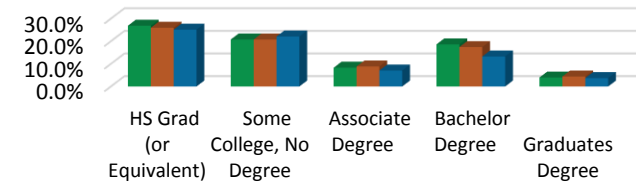
Ethnic Breakdown



Household Income Levels - %



Education





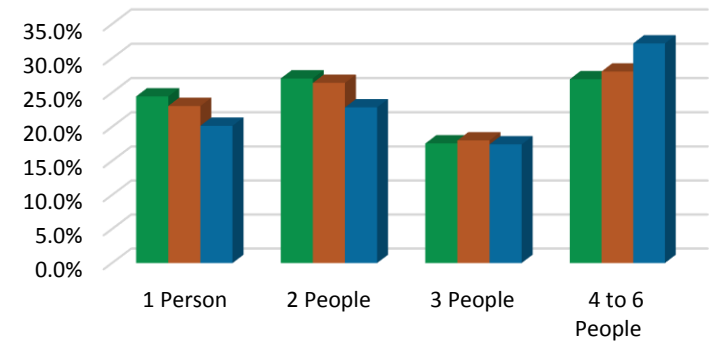
## Consumer Demographic Profile

Site: Normandie Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018

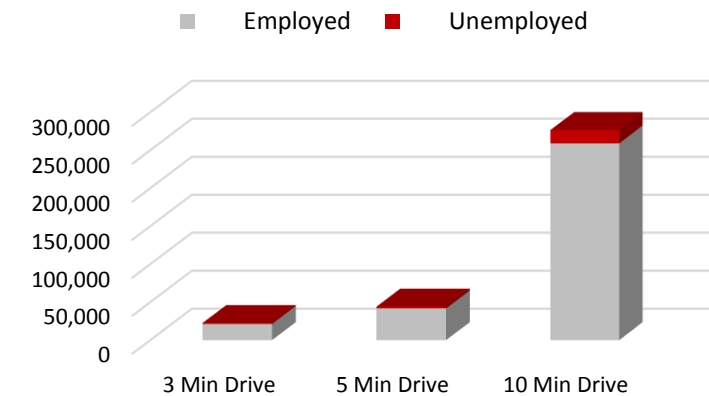


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	11,082		21,699		127,588	
Single - Male	1,018	9.2%	1,656	7.6%	8,862	6.9%
Single - Female	1,579	14.2%	3,005	13.8%	20,357	16.0%
Single Parent - Male	319	2.9%	590	2.7%	5,787	4.5%
Single Parent - Female	1,165	10.5%	2,292	10.6%	20,117	15.8%
Married w/ Children	3,022	27.3%	6,148	28.3%	34,574	27.1%
Married w/out Children	3,980	35.9%	8,008	36.9%	37,892	29.7%
<b>Household Size</b>						
1 Person	3,807	24.4%	6,877	23.0%	34,148	20.2%
2 People	4,215	27.1%	7,882	26.4%	38,711	22.8%
3 People	2,737	17.6%	5,376	18.0%	29,543	17.4%
4 to 6 People	4,197	26.9%	8,376	28.1%	54,519	32.2%
7+ People	621	4.0%	1,329	4.5%	12,543	7.4%
<b>Home Ownership</b>	15,577		29,839		169,464	
Owners	6,529	41.9%	14,508	48.6%	79,050	46.6%
Renters	9,048	58.1%	15,332	51.4%	90,413	53.4%
<b>Components of Change</b>						
Births	530	1.2%	1,062	1.2%	7,504	1.3%
Deaths	338	0.7%	677	0.8%	3,463	0.6%
Migration	-238	-0.5%	-336	-0.4%	-3,647	-0.6%
<b>Employment (Pop 16+)</b>	35,883		70,493		439,537	
Armed Services	0	0.0%	0	0.0%	86	0.0%
Civilian	22,445	62.6%	44,073	62.5%	276,680	62.9%
Employed	21,334	59.5%	41,819	59.3%	258,971	58.9%
Unemployed	1,111	3.1%	2,254	3.2%	17,709	4.0%
Not in Labor Force	13,438	37.4%	26,420	37.5%	162,771	37.0%
<b>Employed Population</b>	21,334		41,819		258,971	
White Collar	12,493	58.6%	24,516	58.6%	137,819	53.2%
Blue Collar	8,841	41.4%	17,304	41.4%	121,152	46.8%

Household Size



Civilian Employment

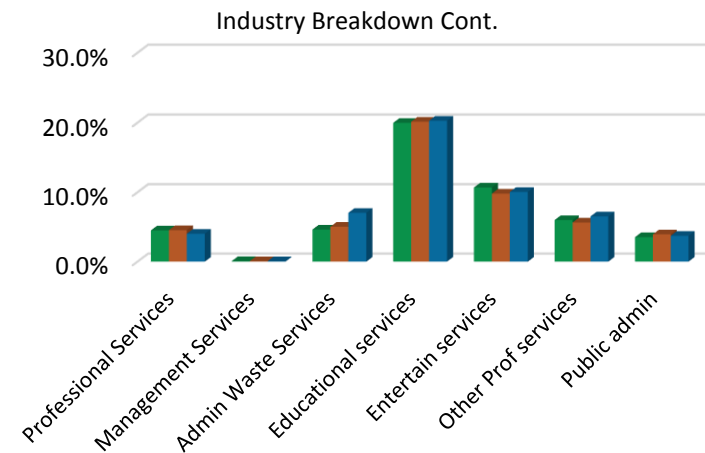
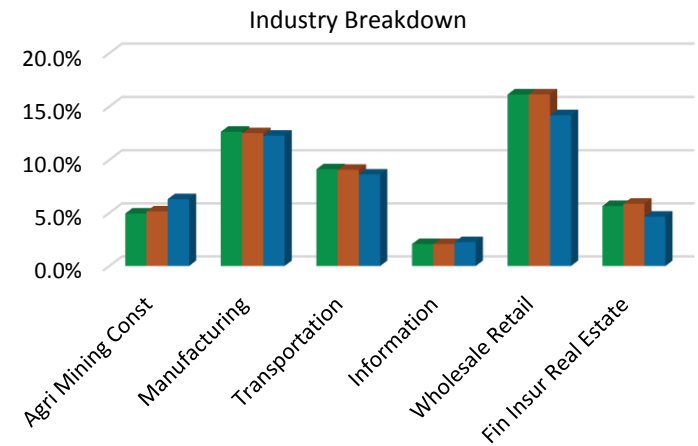


## Consumer Demographic Profile

Site: Normandie Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	21,334		41,819		258,971	
White Collar	12,493	58.6%	24,516	58.6%	137,819	53.2%
Managerial executive	2,379	11.2%	4,914	11.7%	25,833	10.0%
Prof specialty	3,446	16.2%	6,574	15.7%	37,828	14.6%
Healthcare support	543	2.5%	976	2.3%	6,867	2.7%
Sales	2,232	10.5%	4,389	10.5%	25,381	9.8%
Office Admin	3,893	18.2%	7,663	18.3%	41,910	16.2%
Blue Collar	8,841	41.4%	17,304	41.4%	121,152	46.8%
Protective	624	2.9%	1,147	2.7%	7,125	2.8%
Food Prep Serving	1,461	6.8%	2,564	6.1%	15,298	5.9%
Bldg Maint/Cleaning	866	4.1%	1,588	3.8%	16,285	6.3%
Personal Care	1,068	5.0%	2,189	5.2%	14,010	5.4%
Farming/Fishing/Forestry	74	0.3%	137	0.3%	1,082	0.4%
Construction	1,341	6.3%	2,746	6.6%	21,013	8.1%
Production Transp	3,407	16.0%	6,933	16.6%	46,339	17.9%
<b>Employment By Industry</b>	21,334		41,819		258,971	
Agri Mining Const	1,056	4.9%	2,155	5.2%	16,320	6.3%
Manufacturing	2,696	12.6%	5,228	12.5%	31,773	12.3%
Transportation	1,946	9.1%	3,792	9.1%	22,338	8.6%
Information	443	2.1%	866	2.1%	5,839	2.3%
Wholesale Retail	3,443	16.1%	6,748	16.1%	36,763	14.2%
Fin Insur Real Estate	1,207	5.7%	2,455	5.9%	12,052	4.7%
Professional Services	962	4.5%	1,900	4.5%	10,418	4.0%
Management Services	17	0.1%	31	0.1%	151	0.1%
Admin Waste Services	988	4.6%	2,108	5.0%	18,225	7.0%
Educational services	4,262	20.0%	8,420	20.1%	52,507	20.3%
Entertain services	2,280	10.7%	4,104	9.8%	26,048	10.1%
Other Prof services	1,280	6.0%	2,362	5.6%	16,892	6.5%
Public admin	755	3.5%	1,650	3.9%	9,646	3.7%



## Household Segmentation Profile

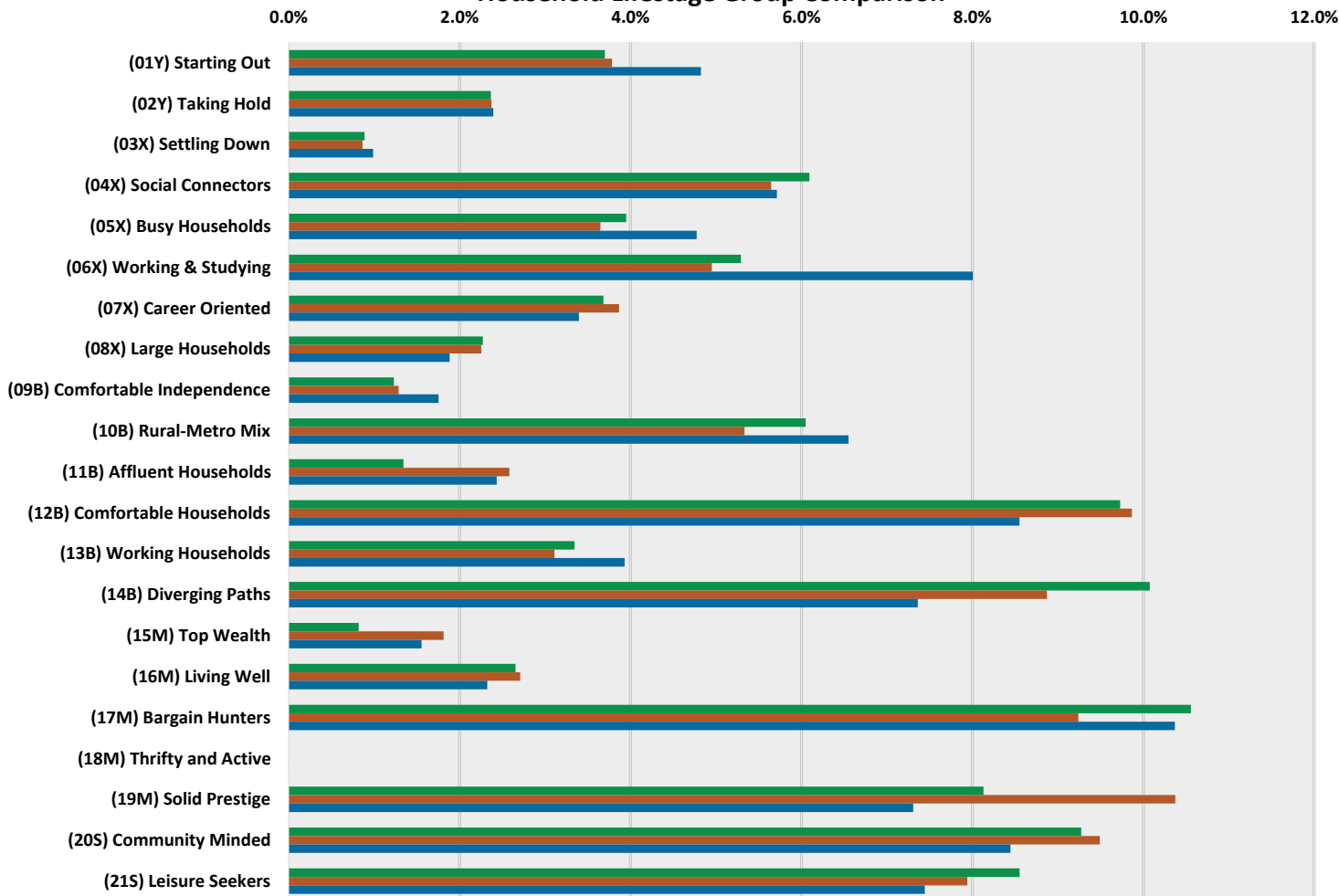
Site: Normandie Ave & W Redondo Beach Blvd | Gardena CA

Date: 9/20/2018



	Trade Area 1: 3 Min Drive	Trade Area 2: 5 Min Drive	Trade Area 3: 10 Min Drive
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Household Lifestage Group Comparison



	Trade Area 1: 3 Min Drive	Trade Area 2: 5 Min Drive	Trade Area 3: 10 Min Drive
<b>Total Households</b>	<b>15,418 100%</b>	<b>29,686 100%</b>	<b>167,206 100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	1,152	7.5%	1,916	6.5%	8,477	5.1%
2	36- Persistent & Productive	(20S) Community Minded	939	6.1%	1,798	6.1%	9,584	5.7%
3	53- Metro Strivers	(10B) Rural-Metro Mix	933	6.0%	1,583	5.3%	10,927	6.5%
4	17- Firmly Established	(12B) Comfortable Households	816	5.3%	1,617	5.4%	7,672	4.6%
5	63- Staying Home	(17M) Bargain Hunters	816	5.3%	1,361	4.6%	8,774	5.2%
6	13- Work & Play	(12B) Comfortable Households	684	4.4%	1,312	4.4%	6,624	4.0%
7	09- Busy Schedules	(19M) Solid Prestige	585	3.8%	1,414	4.8%	5,336	3.2%
8	08- Solid Surroundings	(19M) Solid Prestige	524	3.4%	1,273	4.3%	4,924	2.9%
9	38- Occupational Mix	(13B) Working Households	516	3.3%	923	3.1%	6,571	3.9%
10	59- Mobile Mixers	(04X) Social Connectors	443	2.9%	807	2.7%	4,756	2.8%

\* 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: Normandie Ave & W Redondo Beach Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		15,418	100%	29,686	100%	167,206	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(01Y) Starting Out</b>		<b>570</b>	<b>3.7%</b>	<b>1,123</b>	<b>3.8%</b>	<b>8,066</b>	<b>4.8%</b>
	<a href="#">39- Setting Goals</a>	145	0.9%	260	0.9%	2,248	1.3%
	<a href="#">45- Offices &amp; Entertainment</a>	111	0.7%	213	0.7%	1,253	0.7%
	<a href="#">57- Collegiate Crowd</a>	141	0.9%	311	1.0%	2,078	1.2%
	<a href="#">58- Outdoor Fervor</a>	0	0.0%	1	0.0%	18	0.0%
	<a href="#">67- First Steps</a>	172	1.1%	338	1.1%	2,469	1.5%
<b>(02Y) Taking Hold</b>		<b>365</b>	<b>2.4%</b>	<b>704</b>	<b>2.4%</b>	<b>4,003</b>	<b>2.4%</b>
	<a href="#">18- Climbing the Ladder</a>	25	0.2%	68	0.2%	342	0.2%
	<a href="#">21- Children First</a>	124	0.8%	199	0.7%	1,004	0.6%
	<a href="#">24- Career Building</a>	177	1.1%	355	1.2%	2,193	1.3%
	<a href="#">30- Out &amp; About</a>	39	0.3%	83	0.3%	463	0.3%
<b>(03X) Settling Down</b>		<b>137</b>	<b>0.9%</b>	<b>257</b>	<b>0.9%</b>	<b>1,653</b>	<b>1.0%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">41- Rural Adventure</a>	0	0.0%	2	0.0%	7	0.0%
	<a href="#">46- Rural &amp; Active</a>	137	0.9%	254	0.9%	1,646	1.0%
<b>(04X) Social Connectors</b>		<b>939</b>	<b>6.1%</b>	<b>1,676</b>	<b>5.6%</b>	<b>9,550</b>	<b>5.7%</b>
	<a href="#">42- Creative Variety</a>	150	1.0%	258	0.9%	1,812	1.1%
	<a href="#">52- Stylish &amp; Striving</a>	346	2.2%	611	2.1%	2,982	1.8%
	<a href="#">59- Mobile Mixers</a>	443	2.9%	807	2.7%	4,756	2.8%
<b>(05X) Busy Households</b>		<b>609</b>	<b>3.9%</b>	<b>1,083</b>	<b>3.6%</b>	<b>7,982</b>	<b>4.8%</b>
	<a href="#">37- Firm Foundations</a>	200	1.3%	334	1.1%	2,397	1.4%
	<a href="#">62- Movies &amp; Sports</a>	409	2.7%	749	2.5%	5,585	3.3%
<b>(06X) Working &amp; Studying</b>		<b>816</b>	<b>5.3%</b>	<b>1,470</b>	<b>5.0%</b>	<b>13,385</b>	<b>8.0%</b>
	<a href="#">61- City Life</a>	322	2.1%	749	2.5%	8,559	5.1%
	<a href="#">69- Productive Havens</a>	74	0.5%	129	0.4%	1,590	1.0%
	<a href="#">70- Favorably Frugal</a>	420	2.7%	591	2.0%	3,236	1.9%
<b>(07X) Career Oriented</b>		<b>568</b>	<b>3.7%</b>	<b>1,148</b>	<b>3.9%</b>	<b>5,678</b>	<b>3.4%</b>
	<a href="#">06- Casual Comfort</a>	82	0.5%	193	0.7%	1,041	0.6%
	<a href="#">10- Careers &amp; Travel</a>	75	0.5%	155	0.5%	731	0.4%
	<a href="#">20- Carving Out Time</a>	64	0.4%	120	0.4%	612	0.4%
	<a href="#">26- Getting Established</a>	347	2.3%	679	2.3%	3,294	2.0%
<b>(08X) Large Households</b>		<b>350</b>	<b>2.3%</b>	<b>669</b>	<b>2.3%</b>	<b>3,150</b>	<b>1.9%</b>
	<a href="#">11- Schools &amp; Shopping</a>	82	0.5%	159	0.5%	716	0.4%
	<a href="#">12- On the Go</a>	83	0.5%	191	0.6%	878	0.5%
	<a href="#">19- Country Comfort</a>	0	0.0%	3	0.0%	13	0.0%
	<a href="#">27- Tenured Proprietors</a>	185	1.2%	316	1.1%	1,543	0.9%
<b>(09B) Comfortable Independence</b>		<b>190</b>	<b>1.2%</b>	<b>382</b>	<b>1.3%</b>	<b>2,934</b>	<b>1.8%</b>
	<a href="#">29- City Mixers</a>	3	0.0%	57	0.2%	913	0.5%
	<a href="#">35- Working &amp; Active</a>	111	0.7%	179	0.6%	946	0.6%
	<a href="#">56- Metro Active</a>	76	0.5%	146	0.5%	1,074	0.6%
<b>(10B) Rural-Metro Mix</b>		<b>933</b>	<b>6.0%</b>	<b>1,583</b>	<b>5.3%</b>	<b>10,951</b>	<b>6.5%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	0	0.0%	9	0.0%
	<a href="#">53- Metro Strivers</a>	933	6.0%	1,583	5.3%	10,927	6.5%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	0	0.0%	15	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: Normandie Ave & W Redondo Beach Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		15,418	100%	29,686	100%	167,206	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(11B) Affluent Households</b>		<b>207</b>	<b>1.3%</b>	<b>766</b>	<b>2.6%</b>	<b>4,069</b>	<b>2.4%</b>
	<a href="#">01- Summit Estates</a>	6	0.0%	34	0.1%	306	0.2%
	<a href="#">04- Top Professionals</a>	107	0.7%	499	1.7%	2,547	1.5%
	<a href="#">07- Active Lifestyles</a>	95	0.6%	234	0.8%	1,216	0.7%
<b>(12B) Comfortable Households</b>		<b>1,500</b>	<b>9.7%</b>	<b>2,929</b>	<b>9.9%</b>	<b>14,296</b>	<b>8.5%</b>
	<a href="#">13- Work &amp; Play</a>	684	4.4%	1,312	4.4%	6,624	4.0%
	<a href="#">17- Firmly Established</a>	816	5.3%	1,617	5.4%	7,672	4.6%
<b>(13B) Working Households</b>		<b>516</b>	<b>3.3%</b>	<b>923</b>	<b>3.1%</b>	<b>6,572</b>	<b>3.9%</b>
	<a href="#">38- Occupational Mix</a>	516	3.3%	923	3.1%	6,571	3.9%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	1	0.0%
<b>(14B) Diverging Paths</b>		<b>1,554</b>	<b>10.1%</b>	<b>2,634</b>	<b>8.9%</b>	<b>12,308</b>	<b>7.4%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	55	0.4%	155	0.5%	692	0.4%
	<a href="#">31- Mid-Americana</a>	129	0.8%	249	0.8%	1,110	0.7%
	<a href="#">32- Metro Mix</a>	218	1.4%	314	1.1%	2,029	1.2%
	<a href="#">33- Urban Diversity</a>	1,152	7.5%	1,916	6.5%	8,477	5.1%
<b>(15M) Top Wealth</b>		<b>126</b>	<b>0.8%</b>	<b>538</b>	<b>1.8%</b>	<b>2,601</b>	<b>1.6%</b>
	<a href="#">02- Established Elite</a>	20	0.1%	96	0.3%	474	0.3%
	<a href="#">03- Corporate Connected</a>	106	0.7%	442	1.5%	2,126	1.3%
<b>(16M) Living Well</b>		<b>409</b>	<b>2.7%</b>	<b>804</b>	<b>2.7%</b>	<b>3,884</b>	<b>2.3%</b>
	<a href="#">14- Career Centered</a>	319	2.1%	611	2.1%	2,888	1.7%
	<a href="#">15- Country Ways</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">23- Good Neighbors</a>	91	0.6%	193	0.6%	996	0.6%
<b>(17M) Bargain Hunters</b>		<b>1,628</b>	<b>10.6%</b>	<b>2,743</b>	<b>9.2%</b>	<b>17,336</b>	<b>10.4%</b>
	<a href="#">43- Work &amp; Causes</a>	217	1.4%	377	1.3%	2,068	1.2%
	<a href="#">44- Open Houses</a>	309	2.0%	469	1.6%	2,447	1.5%
	<a href="#">55- Community Life</a>	161	1.0%	319	1.1%	2,161	1.3%
	<a href="#">63- Staying Home</a>	816	5.3%	1,361	4.6%	8,774	5.2%
	<a href="#">68- Staying Healthy</a>	125	0.8%	217	0.7%	1,885	1.1%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>3</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	1	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	1	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	1	0.0%
<b>(19M) Solid Prestige</b>		<b>1,254</b>	<b>8.1%</b>	<b>3,080</b>	<b>10.4%</b>	<b>12,219</b>	<b>7.3%</b>
	<a href="#">05- Active &amp; Involved</a>	145	0.9%	392	1.3%	1,960	1.2%
	<a href="#">08- Solid Surroundings</a>	524	3.4%	1,273	4.3%	4,924	2.9%
	<a href="#">09- Busy Schedules</a>	585	3.8%	1,414	4.8%	5,336	3.2%
<b>(20S) Community Minded</b>		<b>1,430</b>	<b>9.3%</b>	<b>2,818</b>	<b>9.5%</b>	<b>14,122</b>	<b>8.4%</b>
	<a href="#">25- Clubs &amp; Causes</a>	240	1.6%	501	1.7%	2,163	1.3%
	<a href="#">28- Community Pillars</a>	251	1.6%	518	1.7%	2,375	1.4%
	<a href="#">36- Persistent &amp; Productive</a>	939	6.1%	1,798	6.1%	9,584	5.7%
<b>(21S) Leisure Seekers</b>		<b>1,319</b>	<b>8.6%</b>	<b>2,357</b>	<b>7.9%</b>	<b>12,444</b>	<b>7.4%</b>
	<a href="#">49- Home &amp; Garden</a>	350	2.3%	614	2.1%	2,490	1.5%
	<a href="#">51- Role Models</a>	232	1.5%	397	1.3%	2,105	1.3%
	<a href="#">64- Practical &amp; Careful</a>	167	1.1%	315	1.1%	1,346	0.8%
	<a href="#">65- Hobbies &amp; Shopping</a>	243	1.6%	476	1.6%	2,859	1.7%
	<a href="#">66- Helping Hands</a>	327	2.1%	554	1.9%	3,644	2.2%

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

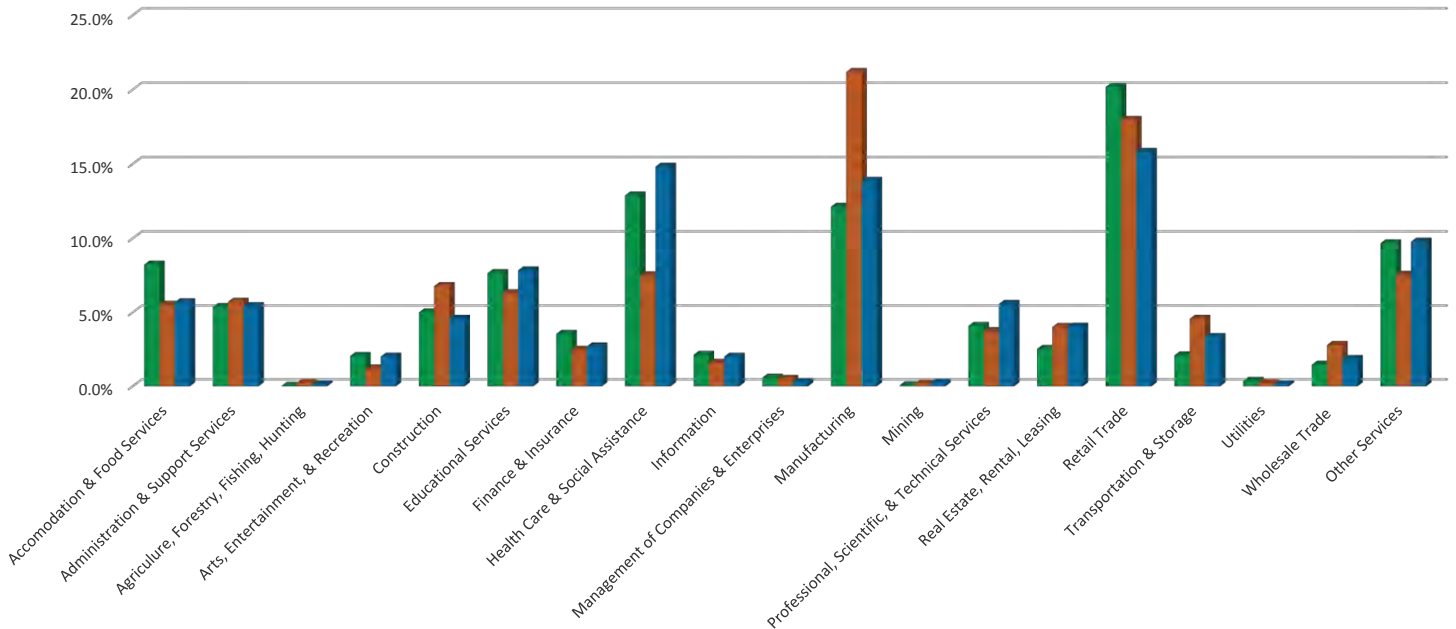
## Employment Profile

Site: Normandie Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Daytime Population	44,497		120,604		596,439	
Student Population	7,879		35,973		176,998	
Median Employee Salary	42,332		42,683		44,899	
Average Employee Salary	50,760		49,755		52,449	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	779	3.8%	2,835	5.4%	8,666	4.1%
15,000 to 30,000 CrYr	4,295	21.2%	9,134	17.4%	36,305	17.0%
30,000 to 45,000 CrYr	5,972	29.5%	16,797	32.0%	64,933	30.4%
45,000 to 60,000 CrYr	2,978	14.7%	8,612	16.4%	36,109	16.9%
60,000 to 75,000 CrYr	2,230	11.0%	5,802	11.0%	23,436	11.0%
75,000 to 90,000 CrYr	1,830	9.0%	4,304	8.2%	19,325	9.1%
90,000 to 100,000 CrYr	485	2.4%	899	1.7%	5,135	2.4%
Over 100,000 CrYr	1,661	8.2%	4,123	7.9%	19,473	9.1%

## Industry Groups

Employee's by Industry



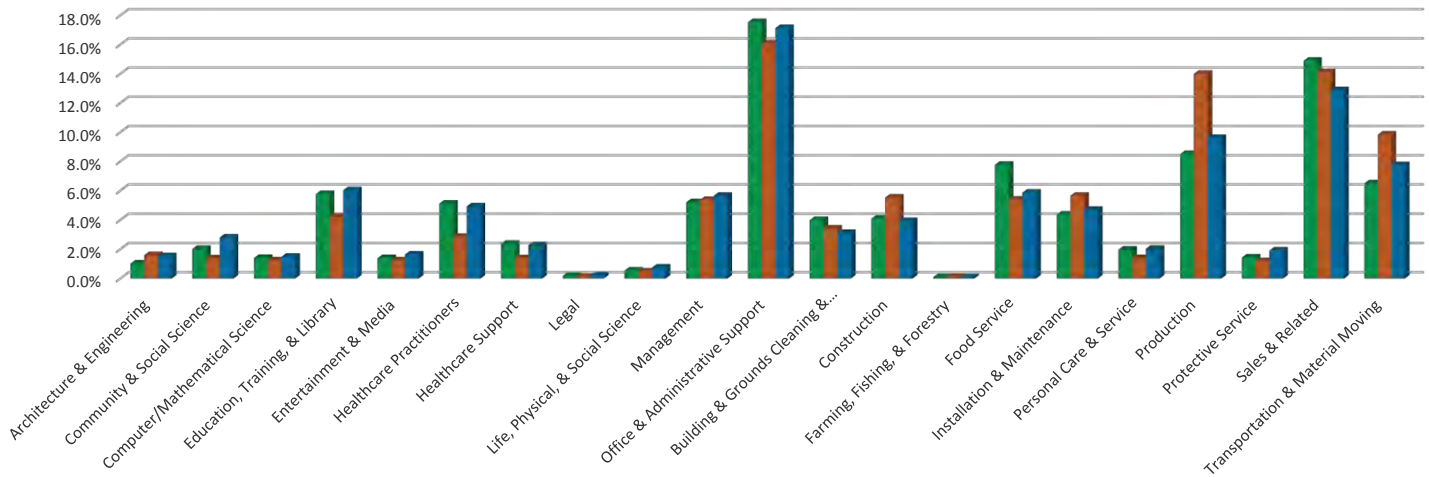
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,215</b>	<b>100%</b>	<b>20,230</b>	<b>100%</b>	<b>2,841</b>	<b>100%</b>	<b>52,505</b>	<b>100%</b>	<b>11,018</b>	<b>100%</b>	<b>213,382</b>	<b>100%</b>
Accommodation & Food Services	114	9.4%	1,666	8.2%	192	6.8%	2,896	5.5%	666	6.0%	12,129	5.7%
Administration & Support Services	41	3.4%	1,085	5.4%	90	3.2%	3,003	5.7%	348	3.2%	11,572	5.4%
Agriculture, Forestry, Fishing, Hunting	1	0.1%	5	0.0%	7	0.2%	120	0.2%	17	0.2%	247	0.1%
Arts, Entertainment, & Recreation	35	2.9%	414	2.0%	58	2.1%	633	1.2%	205	1.9%	4,275	2.0%
Construction	56	4.6%	1,011	5.0%	182	6.4%	3,560	6.8%	594	5.4%	9,731	4.6%
Educational Services	40	3.3%	1,549	7.7%	68	2.4%	3,307	6.3%	295	2.7%	16,741	7.8%
Finance & Insurance	45	3.7%	717	3.5%	81	2.8%	1,294	2.5%	443	4.0%	5,754	2.7%
Health Care & Social Assistance	179	14.7%	2,606	12.9%	275	9.7%	3,944	7.5%	1,627	14.8%	31,611	14.8%
Information	30	2.4%	430	2.1%	57	2.0%	834	1.6%	207	1.9%	4,267	2.0%
Management of Companies & Enterprises	1	0.1%	117	0.6%	3	0.1%	259	0.5%	6	0.1%	605	0.3%
Manufacturing	84	6.9%	2,453	12.1%	327	11.5%	11,122	21.2%	794	7.2%	29,577	13.9%
Mining	1	0.1%	12	0.1%	3	0.1%	95	0.2%	11	0.1%	504	0.2%
Professional, Scientific, & Technical Services	66	5.4%	826	4.1%	163	5.8%	1,959	3.7%	855	7.8%	11,888	5.6%
Real Estate, Rental, Leasing	37	3.0%	511	2.5%	90	3.2%	2,106	4.0%	419	3.8%	8,594	4.0%
Retail Trade	195	16.0%	4,081	20.2%	469	16.5%	9,433	18.0%	1,748	15.9%	33,744	15.8%
Transportation & Storage	24	2.0%	423	2.1%	123	4.3%	2,398	4.6%	358	3.2%	7,105	3.3%
Utilities	2	0.1%	72	0.4%	3	0.1%	114	0.2%	6	0.1%	252	0.1%
Wholesale Trade	42	3.4%	295	1.5%	156	5.5%	1,467	2.8%	435	3.9%	3,926	1.8%
Other Services	225	18.5%	1,956	9.7%	493	17.4%	3,961	7.5%	1,984	18.0%	20,858	9.8%

## Employment Profile

Site: Normandie Ave & W Redondo Beach Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
<b>White Collar</b>	9,343	46.2%	20,465	39.0%	101,742	47.7%
Architecture & Engineering	207	1.0%	837	1.6%	3,240	1.5%
Community & Social Science	408	2.0%	718	1.4%	5,967	2.8%
Computer/Mathematical Science	283	1.4%	647	1.2%	3,161	1.5%
Education, Training, & Library	1,166	5.8%	2,210	4.2%	12,857	6.0%
Entertainment & Media	280	1.4%	647	1.2%	3,487	1.6%
Healthcare Practitioners	1,035	5.1%	1,491	2.8%	10,504	4.9%
Healthcare Support	479	2.4%	722	1.4%	4,836	2.3%
Legal	36	0.2%	64	0.1%	462	0.2%
Life, Physical, & Social Science	109	0.5%	249	0.5%	1,585	0.7%
Management	1,053	5.2%	2,814	5.4%	12,050	5.6%
Office & Administrative Support	3,547	17.5%	8,437	16.1%	36,549	17.1%
<b>Blue Collar</b>	10,841	53.6%	31,803	60.6%	110,555	51.8%
Building & Grounds Cleaning & Maintenance	807	4.0%	1,789	3.4%	6,637	3.1%
Construction	828	4.1%	2,900	5.5%	8,364	3.9%
Farming, Fishing, & Forestry	18	0.1%	52	0.1%	171	0.1%
Food Service	1,572	7.8%	2,825	5.4%	12,503	5.9%
Installation & Maintenance	882	4.4%	2,965	5.6%	9,996	4.7%
Personal Care & Service	399	2.0%	728	1.4%	4,322	2.0%
Production	1,720	8.5%	7,349	14.0%	20,496	9.6%
Protective Service	289	1.4%	621	1.2%	4,074	1.9%
Sales & Related	3,012	14.9%	7,412	14.1%	27,475	12.9%
Transportation & Material Moving	1,314	6.5%	5,162	9.8%	16,519	7.7%
<b>Military Services</b>	46	0.2%	238	0.5%	1,085	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	20,230	52,505	213,382
2018 Q1	19,664	53,063	217,780
2017 Q4	19,844	53,583	219,640
2017 Q3	19,018	51,656	207,123
2017 Q2	19,711	53,072	217,759
2017 Q1	19,878	53,408	219,881
2016 Q4	20,106	54,215	223,387
2016 Q3	19,220	52,151	210,290
2016 Q2	19,894	53,706	221,973

## Consumer Demand & Market Supply Assessment

Site:

Normandie Ave & W Redondo Beach Blvd | Gardena CA

Date Report Created:

9/20/2018

### Demographics

Population  
5-Year Population estimate  
Population Households  
Group Quarters Population  
Households  
5-Year Households estimate  
WorkPlace Establishments  
Workplace Employees  
Median Household Income

45,677  
47,408  
45,045  
632  
15,577  
16,170  
1,215  
20,230  
\$48,649

89,400  
92,559  
88,530  
871  
29,839  
30,896  
2,841  
52,505  
\$51,618

568,255  
588,464  
561,653  
6,602  
169,464  
175,548  
11,018  
213,382  
\$48,889

### By Establishments

Electronic Shopping/Mail Order Houses  
Direct Selling Establishments  
Book/Periodical/Music Stores  
Jewelry/Luggage/Leather Goods  
Used Merchandise Stores  
Home Furnishing Stores  
Clothing Stores  
Electronics/Appliance  
Other Motor Vehicle Dealers  
Special Food Services  
Sporting Goods/Hobby/Musical Instrument  
Furniture Stores  
Beer/Wine/Liquor Stores  
Grocery Stores  
Bar/Drinking Places (Alcoholic Beverages)  
Health/Personal Care Stores  
Automotive Dealers  
Office Supplies/Stationary/Gift  
Florists/Misc. Store Retailers  
Full-Service Restaurants  
Automotive Parts/Accessories/Tire  
Shoe Stores  
Lawn/Garden Equipment/Supplies Stores  
Specialty Food Stores  
Limited-Service Eating Places  
Other Misc. Store Retailers  
Gasoline Stations  
Other General Merchandise Stores  
Building Material/Supplies Dealers  
Department Stores  
Vending Machine Operators (Non-Store)

\$105,199,120  
\$4,056,443  
\$3,058,610  
\$5,101,670  
\$2,427,717  
\$7,670,048  
\$35,699,840  
\$14,576,049  
\$7,656,703  
\$8,838,069  
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\$21,308,555

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(\$4,812,009)  
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237%

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(\$7,174,465)

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-31%  
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-35%  
51%  
-26%  
-20%  
19%  
-16%  
45%  
55%  
-9%  
15%  
1%  
-11%

Consumer Demand/Market Supply Index

\$823,075,568

\$994,140,780

83

\$1,667,824,452

\$2,411,741,420

69

\$10,091,705,317

\$10,292,720,427

98





## Consumer Demand & Market Supply Assessment

Site:

Normandie Ave & W Redondo Beach Blvd | Gardena CA

Date Report Created:

9/20/2018

### By Major Product Lines

	3 Min Drive				5 Min Drive				10 Min Drive			
	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	\$19,910,314	\$4,582,926	(\$15,327,387)	-77%	\$50,510,422	\$18,424,862	(\$32,085,560)	-64%	\$227,030,308	\$273,268,423	\$46,238,115	20%
Books/Periodicals	\$3,570,744	\$1,270,823	(\$2,299,921)	-64%	\$7,067,052	\$4,458,028	(\$2,609,024)	-37%	\$44,895,363	\$45,281,339	\$385,975	1%
Jewelry (including Watches)	\$7,572,191	\$3,354,145	(\$4,218,047)	-56%	\$14,919,280	\$8,143,824	(\$6,775,456)	-45%	\$93,746,169	\$62,575,076	(\$31,171,093)	-33%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,441,762	\$706,502	(\$735,260)	-51%	\$2,832,391	\$4,064,954	\$1,232,563	44%	\$17,687,376	\$47,174,370	\$29,486,994	167%
Womens/Juniors/Misses Wear	\$30,111,338	\$19,032,748	(\$11,078,590)	-37%	\$59,422,168	\$40,304,728	(\$19,117,440)	-32%	\$372,582,947	\$273,183,668	(\$99,399,278)	-27%
Furniture/Sleep/Outdoor/Patio Furniture	\$21,488,701	\$13,944,845	(\$7,543,856)	-35%	\$42,372,729	\$62,442,554	\$20,069,825	47%	\$265,497,920	\$252,831,119	(\$12,666,801)	-5%
Audio Equipment/Musical Instruments	\$4,565,176	\$3,047,498	(\$1,517,678)	-33%	\$8,997,102	\$8,368,065	(\$629,036)	-7%	\$56,539,002	\$69,781,385	\$13,242,383	23%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$98,331,378	\$77,004,977	(\$21,326,401)	-22%	\$193,188,708	\$150,307,760	(\$42,880,948)	-22%	\$1,217,508,103	\$959,703,441	(\$257,804,662)	-21%
All Other Merchandise	\$31,657,401	\$25,704,104	(\$5,953,297)	-19%	\$62,222,443	\$108,566,928	\$46,344,485	74%	\$389,756,774	\$482,731,122	\$92,974,348	24%
Mens Wear	\$11,484,050	\$9,649,695	(\$1,834,355)	-16%	\$22,707,719	\$21,708,986	(\$998,733)	-4%	\$142,077,613	\$131,941,190	(\$10,136,423)	-7%
Kitchenware/Home Furnishings	\$9,680,461	\$8,162,689	(\$1,517,772)	-16%	\$19,027,449	\$19,255,555	\$228,106	1%	\$119,771,644	\$124,106,068	\$4,334,424	4%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,155,163	\$6,320,640	(\$834,523)	-12%	\$14,117,680	\$18,054,555	\$3,936,875	28%	\$88,391,108	\$120,806,279	\$32,415,170	37%
Footwear, including Accessories	\$12,089,887	\$11,036,608	(\$1,053,278)	-9%	\$23,897,548	\$18,109,504	(\$5,788,044)	-24%	\$149,341,655	\$110,411,804	(\$38,929,851)	-26%
Automotive Tires/Tubes/Batteries/Parts	\$25,389,118	\$27,828,789	\$2,439,672	10%	\$49,872,711	\$91,211,650	\$41,338,939	83%	\$314,681,293	\$370,965,967	\$56,284,675	18%
Autos/Cars/Vans/Trucks/Motorcycles	\$122,580,853	\$137,642,100	\$15,061,247	12%	\$241,992,025	\$477,679,654	\$235,687,628	97%	\$1,517,484,504	\$1,647,990,355	\$130,505,851	9%
Retailer Services	\$23,544,617	\$26,655,310	\$3,110,693	13%	\$46,530,797	\$112,221,254	\$65,690,457	141%	\$288,491,629	\$387,859,172	\$99,367,543	34%
Floor/Floor Coverings	\$6,299,489	\$7,174,279	\$874,790	14%	\$12,379,107	\$15,970,193	\$3,591,086	29%	\$78,203,932	\$74,961,072	(\$3,242,860)	-4%
Alcoholic Drinks Served at the Establishment	\$20,326,928	\$23,367,679	\$3,040,751	15%	\$51,217,208	\$44,285,534	(\$6,931,674)	-14%	\$231,802,932	\$135,468,778	(\$96,334,154)	-42%
Packaged Liquor/Wine/Beer	\$14,425,865	\$16,974,286	\$2,548,421	18%	\$28,429,973	\$40,484,630	\$12,054,657	42%	\$178,074,996	\$221,409,193	\$43,334,197	24%
Pets/Pet Foods/Pet Supplies	\$6,770,686	\$8,013,869	\$1,243,183	18%	\$13,347,631	\$22,197,020	\$8,849,388	66%	\$83,231,621	\$71,494,085	(\$11,737,536)	-14%
Childrens Wear/Infants/Toddlers Clothing	\$4,962,651	\$5,987,833	\$1,025,182	21%	\$9,752,946	\$11,845,797	\$2,092,851	21%	\$61,620,805	\$61,246,216	(\$374,590)	-1%
Small Electric Appliances	\$1,713,676	\$2,155,115	\$441,439	26%	\$3,377,444	\$4,226,866	\$849,422	25%	\$21,209,235	\$26,473,251	\$5,264,016	25%
Toys/Hobby Goods/Games	\$4,099,738	\$5,294,886	\$1,195,148	29%	\$8,053,395	\$11,680,600	\$3,627,205	45%	\$50,830,225	\$68,780,876	\$17,950,651	35%
Photographic Equipment/Supplies	\$850,696	\$1,107,740	\$257,043	30%	\$1,679,068	\$3,283,442	\$1,604,374	96%	\$10,578,707	\$14,654,747	\$4,076,040	39%
Sewing/Knitting Materials/Supplies	\$354,449	\$467,129	\$112,679	32%	\$699,809	\$1,088,193	\$388,384	55%	\$4,256,765	\$5,774,039	\$1,517,274	36%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,557,380	\$4,924,391	\$1,367,011	38%	\$7,013,952	\$10,201,929	\$3,187,977	45%	\$43,753,838	\$57,848,108	\$14,094,269	32%
Groceries/Other Food Items (Off Premises)	\$125,354,411	\$173,637,327	\$48,282,915	39%	\$246,668,044	\$383,921,269	\$137,253,224	56%	\$1,547,960,959	\$1,353,861,685	(\$194,099,273)	-13%
Televisions/VCR/Video Cameras/DVD etc	\$5,128,471	\$7,378,584	\$2,250,114	44%	\$10,095,958	\$18,918,391	\$8,822,433	87%	\$63,755,741	\$88,896,947	\$25,141,206	39%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,750,806	\$2,540,215	\$789,409	45%	\$3,460,483	\$5,004,054	\$1,543,570	45%	\$21,512,750	\$20,257,122	(\$1,255,628)	-6%
Lawn/Garden/Farm Equipment/Supplies	\$12,459,629	\$19,211,407	\$6,751,778	54%	\$24,561,652	\$38,666,346	\$14,104,694	57%	\$153,458,960	\$159,954,282	\$6,495,322	4%
Meats/Nonalcoholic Beverages	\$79,252,277	\$122,366,651	\$43,114,374	54%	\$180,384,831	\$229,649,651	\$49,264,820	27%	\$935,437,110	\$754,107,748	(\$181,329,362)	-19%
Cigars/Cigarettes/Tobacco/Accessories	\$9,813,907	\$16,336,245	\$6,522,338	66%	\$19,224,932	\$37,061,848	\$17,836,916	93%	\$122,146,863	\$140,983,098	\$18,836,235	15%
Major Household Appliances	\$2,570,741	\$5,126,220	\$2,555,479	99%	\$5,126,514	\$12,134,623	\$7,008,109	137%	\$31,269,840	\$44,699,501	\$13,429,661	43%
Automotive Lubricants (incl Oil, Greases)	\$2,570,741	\$5,126,220	\$2,555,479	99%	\$5,126,514	\$12,134,623	\$7,008,109	137%	\$31,269,840	\$44,699,501	\$13,429,661	43%
Soaps/Detergents/Household Cleaners	\$3,964,692	\$8,076,675	\$4,111,983	104%	\$7,783,472	\$16,832,416	\$9,048,945	116%	\$48,853,535	\$56,817,824	\$7,964,290	16%
Paper/Related Products	\$3,507,970	\$7,286,202	\$3,778,232	108%	\$6,889,737	\$15,757,349	\$8,867,612	129%	\$43,266,107	\$50,681,585	\$7,415,478	17%
Hardware/Tools/Plumbing/Electrical Supplies	\$12,289,714	\$25,551,818	\$13,262,104	108%	\$24,195,675	\$49,834,875	\$25,639,200	106%	\$152,298,332	\$182,758,090	\$30,459,757	20%
Automotive Fuels	\$50,686,814	\$106,116,678	\$55,429,865	109%	\$99,807,867	\$178,564,528	\$78,756,661	79%	\$625,550,911	\$1,010,213,751	\$384,662,840	61%
Dimensional Lumber/Other Building Materials	\$17,692,447	\$39,624,910	\$21,932,463	124%	\$34,828,386	\$76,398,292	\$41,569,906	119%	\$219,244,807	\$259,937,970	\$40,693,163	19%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,238,113	\$7,270,790	\$4,032,678	125%	\$6,361,583	\$14,039,222	\$7,677,639	121%	\$40,141,461	\$47,530,423	\$7,388,962	18%



## Consumer Demand & Market Supply Assessment

Site:

Normandie Ave & W Redondo Beach Blvd | Gardena CA

Date Report Created:

9/20/2018

3 Min Drive

5 Min Drive

10 Min Drive

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

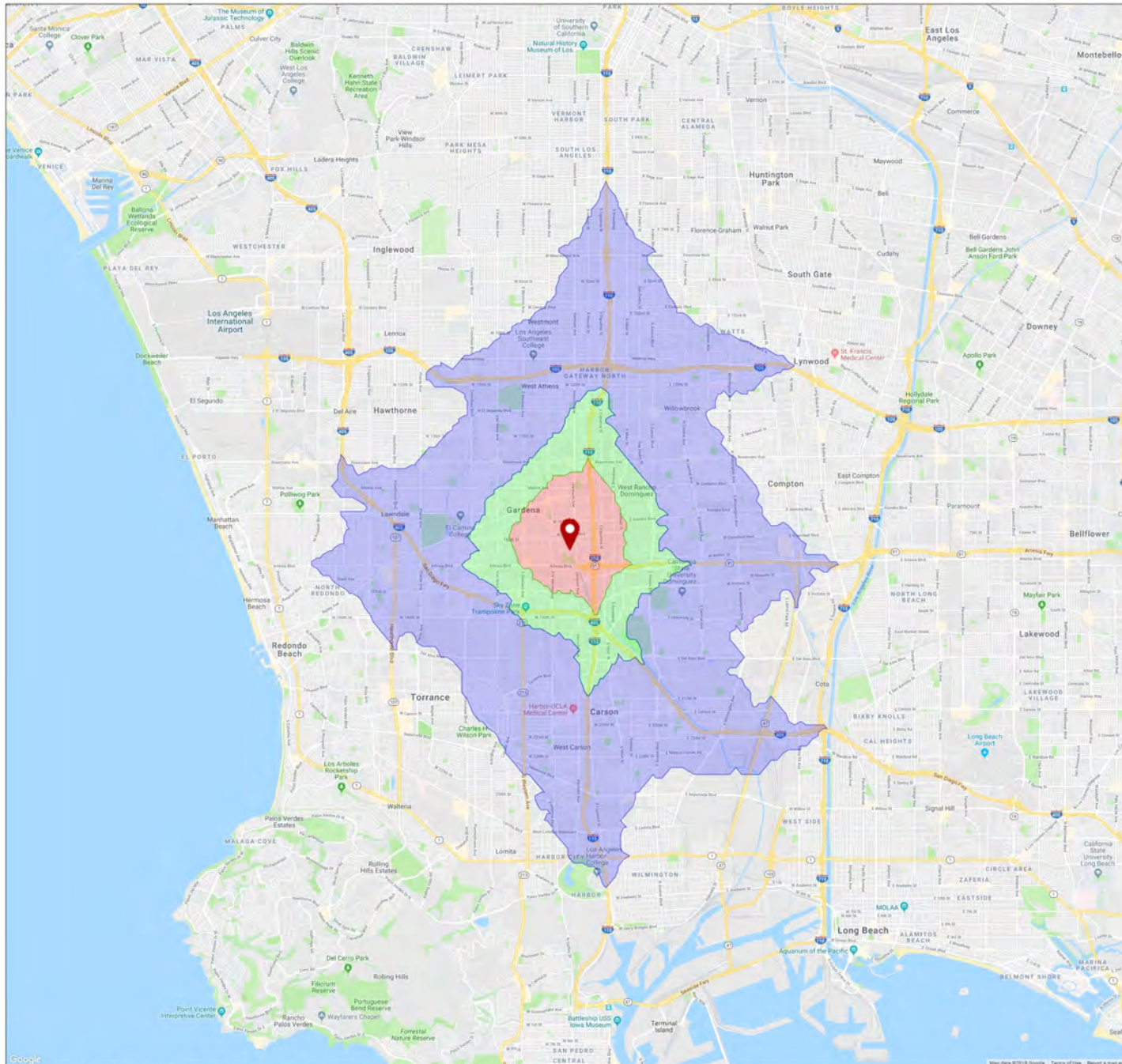
$n < 100$  suggests supply exceeds demand, attracting consumers from outside the defined area

# Current View

## Berendo Ave & W Gardena Blvd

**ECON**Solutions  
By HdL

Drive Times: 3 Mins, 5 Mins, 10 Mins



Scale In Miles:



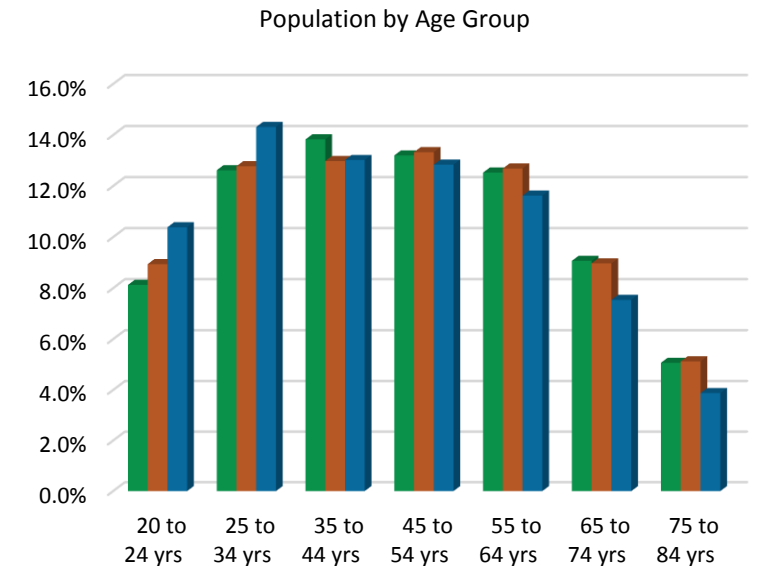
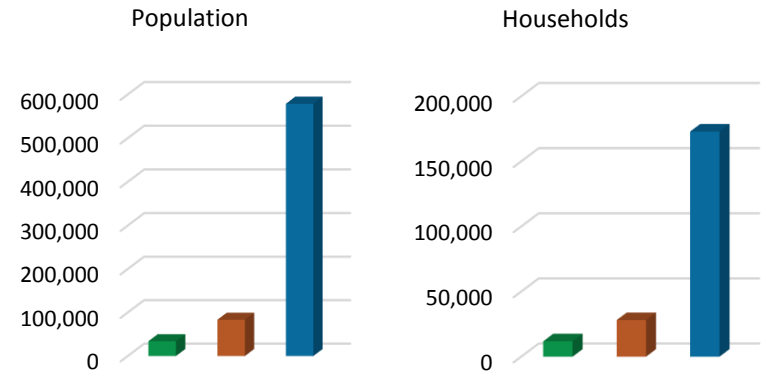


## Consumer Demographic Profile

Site: Berendo Ave & W Gardena Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	34,074	---	83,389	---	578,828	---
5 Year Projected Pop	35,429	---	86,529	---	598,936	---
Pop Growth (%)	4.0%	---	3.8%	---	3.5%	---
Households	11,838	---	28,122	---	172,900	---
5 Year Projected HHs	12,309	---	29,175	---	178,896	---
HH Growth (%)	4.0%	---	3.7%	---	3.5%	---
<b>Census Stats</b>						
2000 Population	32,536	---	79,997	---	541,881	---
2010 Population	32,808	---	80,664	---	563,727	---
Pop Growth (%)	0.8%	---	0.8%	---	4.0%	---
2000 Households	11,445	---	27,214	---	164,031	---
2010 Households	11,407	---	27,233	---	168,462	---
HH Growth (%)	-0.3%	---	0.1%	---	2.7%	---
<b>Total Population by Age</b>						
Average Age	40.2		40.0		37.3	
19 yrs & under	7,833	23.0%	19,069	22.9%	144,797	25.0%
20 to 24 yrs	2,769	8.1%	7,455	8.9%	60,110	10.4%
25 to 34 yrs	4,300	12.6%	10,655	12.8%	82,859	14.3%
35 to 44 yrs	4,712	13.8%	10,824	13.0%	75,356	13.0%
45 to 54 yrs	4,497	13.2%	11,114	13.3%	74,309	12.8%
55 to 64 yrs	4,269	12.5%	10,580	12.7%	67,277	11.6%
65 to 74 yrs	3,090	9.1%	7,480	9.0%	43,623	7.5%
75 to 84 yrs	1,728	5.1%	4,278	5.1%	22,429	3.9%
85 + yrs	878	2.6%	1,934	2.3%	8,069	1.4%
<b>Population Bases</b>						
20-34 yrs	7,068	20.7%	18,110	21.7%	142,969	24.7%
45-64 yrs	8,765	25.7%	21,693	26.0%	141,586	24.5%
16 yrs +	27,019	79.3%	66,304	79.5%	449,994	77.7%
25 yrs +	23,473	68.9%	56,865	68.2%	373,921	64.6%
65 yrs +	5,696	16.7%	13,692	16.4%	74,120	12.8%
75 yrs +	2,606	7.6%	6,212	7.4%	30,498	5.3%
85 yrs +	878	2.6%	1,934	2.3%	8,069	1.4%





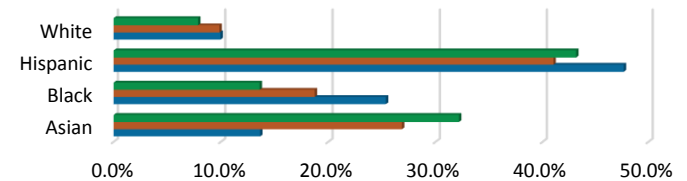
## Consumer Demographic Profile

Site: Berendo Ave & W Gardena Blvd | Gardena CA  
Date Report Created: 9/20/2018

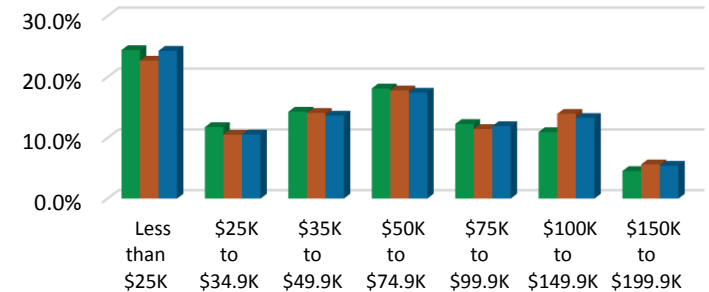


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	2,681	7.9%	8,222	9.9%	57,628	10.0%
Hispanic	14,705	43.2%	34,203	41.0%	275,861	47.7%
Black	4,634	13.6%	15,625	18.7%	146,837	25.4%
Asian	10,963	32.2%	22,406	26.9%	79,000	13.6%
<b>Ancestry</b>						
American Indian (ancestry)	39	0.1%	120	0.1%	1,094	0.2%
Hawaiian (ancestry)	231	0.7%	545	0.7%	4,835	0.8%
<b>Household Income</b>						
Per Capita Income	\$23,105	---	\$23,988	---	\$20,510	---
Average HH Income	\$66,503	---	\$71,131	---	\$68,663	---
Median HH Income	\$49,326	---	\$53,243	---	\$51,941	---
Less than \$25K	2,890	24.4%	6,382	22.7%	42,007	24.3%
\$25K to \$34.9K	1,395	11.8%	2,962	10.5%	18,271	10.6%
\$35K to \$49.9K	1,695	14.3%	3,969	14.1%	23,637	13.7%
\$50K to \$74.9K	2,146	18.1%	5,007	17.8%	30,169	17.4%
\$75K to \$99.9K	1,455	12.3%	3,224	11.5%	20,643	11.9%
\$100K to \$149.9K	1,297	11.0%	3,925	14.0%	22,989	13.3%
\$150K to \$199.9K	538	4.5%	1,585	5.6%	9,373	5.4%
\$200K +	421	3.6%	1,068	3.8%	5,811	3.4%
<b>Education</b>						
Less than 9th Grade	2,523	10.7%	6,380	11.2%	55,039	14.7%
Some HS, No Diploma	2,004	8.5%	4,618	8.1%	42,584	11.4%
HS Grad (or Equivalent)	6,395	27.2%	14,731	25.9%	92,134	24.6%
Some College, No Degree	4,895	20.9%	12,029	21.2%	82,766	22.1%
Associate Degree	1,722	7.3%	4,771	8.4%	27,770	7.4%
Bachelor Degree	4,385	18.7%	10,519	18.5%	53,118	14.2%
Graduates Degree	1,113	4.7%	2,753	4.8%	15,627	4.2%

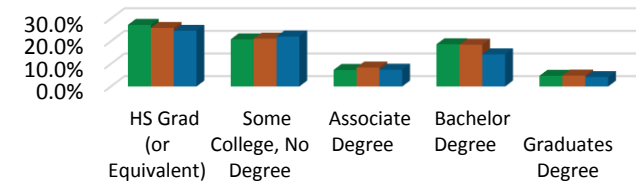
Ethnic Breakdown



Household Income Levels - %



Education



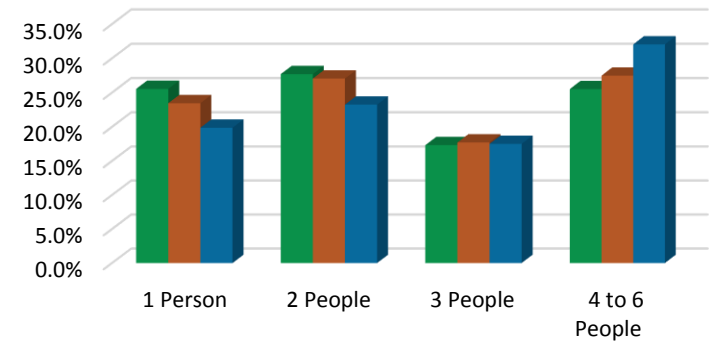
## Consumer Demographic Profile

Site: Berendo Ave & W Gardena Blvd | Gardena CA  
Date Report Created: 9/20/2018

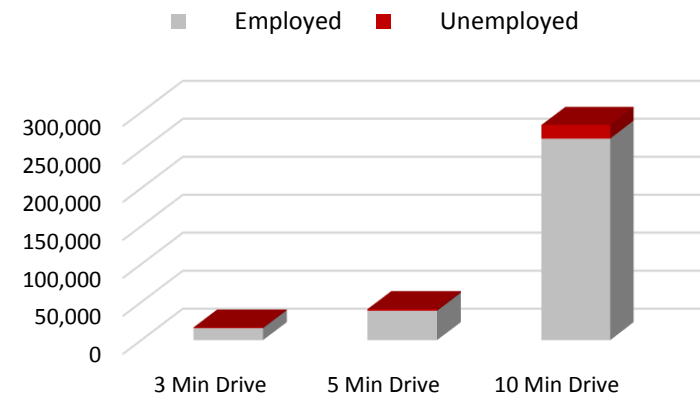


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	8,292		20,414		130,683	
Single - Male	685	8.3%	1,557	7.6%	8,936	6.8%
Single - Female	1,207	14.6%	2,953	14.5%	20,262	15.5%
Single Parent - Male	225	2.7%	582	2.9%	5,454	4.2%
Single Parent - Female	724	8.7%	1,976	9.7%	19,043	14.6%
Married w/ Children	2,230	26.9%	5,609	27.5%	35,890	27.5%
Married w/out Children	3,222	38.8%	7,737	37.9%	41,098	31.4%
<b>Household Size</b>						
1 Person	3,023	25.5%	6,594	23.4%	34,353	19.9%
2 People	3,278	27.7%	7,607	27.0%	40,182	23.2%
3 People	2,051	17.3%	4,985	17.7%	30,271	17.5%
4 to 6 People	3,019	25.5%	7,724	27.5%	55,382	32.0%
7+ People	467	3.9%	1,212	4.3%	12,712	7.4%
<b>Home Ownership</b>	11,838		28,122		172,900	
Owners	5,071	42.8%	14,632	52.0%	87,185	50.4%
Renters	6,767	57.2%	13,490	48.0%	85,715	49.6%
<b>Components of Change</b>						
Births	379	1.1%	962	1.2%	7,537	1.3%
Deaths	284	0.8%	687	0.8%	3,670	0.6%
Migration	73	0.2%	-51	-0.1%	-3,360	-0.6%
<b>Employment (Pop 16+)</b>	27,019		66,304		449,994	
Armed Services	0	0.0%	3	0.0%	134	0.0%
Civilian	16,670	61.7%	40,854	61.6%	283,379	63.0%
Employed	15,856	58.7%	38,752	58.4%	265,357	59.0%
Unemployed	814	3.0%	2,103	3.2%	18,023	4.0%
Not in Labor Force	10,349	38.3%	25,447	38.4%	166,480	37.0%
<b>Employed Population</b>	15,856		38,752		265,357	
White Collar	9,560	60.3%	23,339	60.2%	144,517	54.5%
Blue Collar	6,296	39.7%	15,413	39.8%	120,840	45.5%

Household Size



Civilian Employment

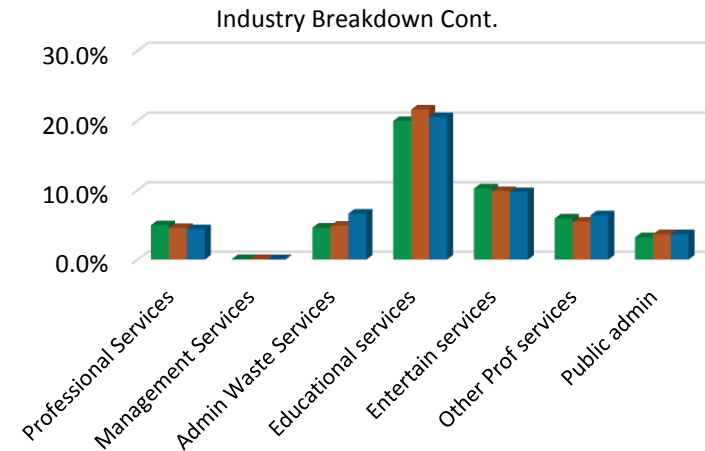
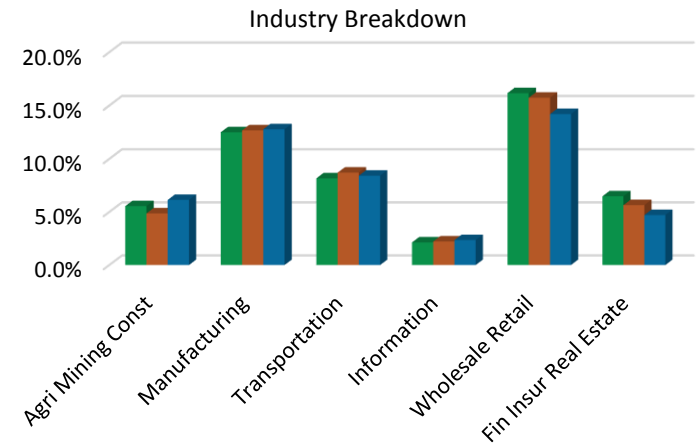


## Consumer Demographic Profile

Site: Berendo Ave & W Gardena Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	15,856		38,752		265,357	
White Collar	9,560	60.3%	23,339	60.2%	144,517	54.5%
Managerial executive	2,111	13.3%	4,670	12.1%	28,064	10.6%
Prof specialty	2,473	15.6%	6,879	17.8%	41,526	15.6%
Healthcare support	358	2.3%	897	2.3%	6,801	2.6%
Sales	1,690	10.7%	4,020	10.4%	25,937	9.8%
Office Admin	2,928	18.5%	6,873	17.7%	42,189	15.9%
Blue Collar	6,296	39.7%	15,413	39.8%	120,840	45.5%
Protective	448	2.8%	1,069	2.8%	7,010	2.6%
Food Prep Serving	964	6.1%	2,268	5.9%	15,164	5.7%
Bldg Maint/Cleaning	571	3.6%	1,434	3.7%	15,357	5.8%
Personal Care	841	5.3%	1,916	4.9%	14,187	5.3%
Farming/Fishing/Forestry	9	0.1%	116	0.3%	1,133	0.4%
Construction	1,081	6.8%	2,516	6.5%	21,051	7.9%
Production Transp	2,381	15.0%	6,094	15.7%	46,938	17.7%
<b>Employment By Industry</b>	15,856		38,752		265,357	
Agri Mining Const	880	5.6%	1,886	4.9%	16,291	6.1%
Manufacturing	1,982	12.5%	4,913	12.7%	33,915	12.8%
Transportation	1,295	8.2%	3,375	8.7%	22,341	8.4%
Information	337	2.1%	862	2.2%	6,240	2.4%
Wholesale Retail	2,563	16.2%	6,095	15.7%	37,681	14.2%
Fin Insur Real Estate	1,027	6.5%	2,187	5.6%	12,504	4.7%
Professional Services	785	5.0%	1,765	4.6%	11,657	4.4%
Management Services	12	0.1%	31	0.1%	155	0.1%
Admin Waste Services	730	4.6%	1,893	4.9%	17,625	6.6%
Educational services	3,165	20.0%	8,368	21.6%	54,397	20.5%
Entertain services	1,627	10.3%	3,832	9.9%	25,835	9.7%
Other Prof services	942	5.9%	2,124	5.5%	16,963	6.4%
Public admin	511	3.2%	1,423	3.7%	9,753	3.7%



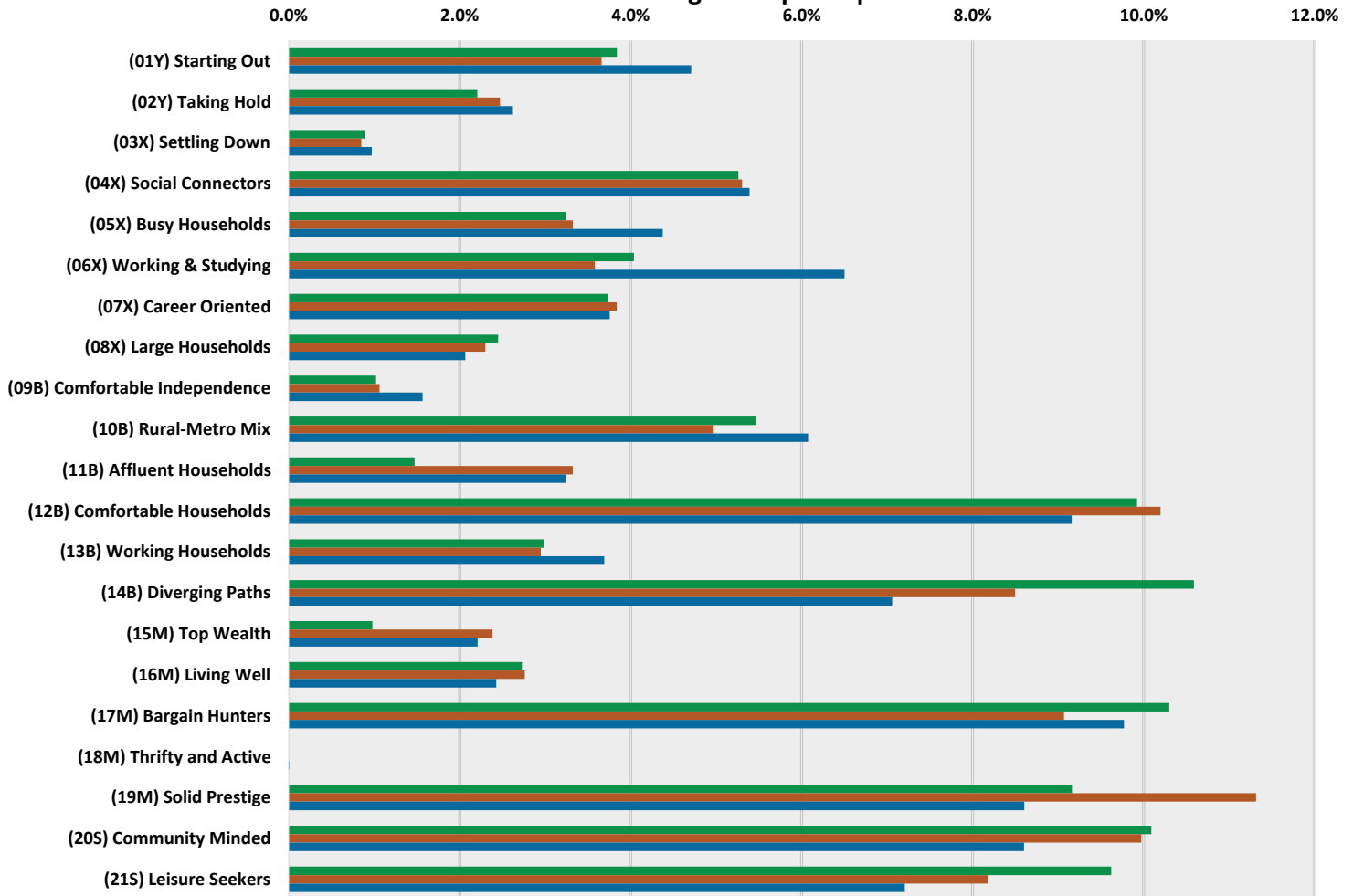
## Household Segmentation Profile

Site: Berendo Ave & W Gardena Blvd | Gardena CA  
Date: 9/20/2018



	Trade Area 1: 3 Min Drive	Trade Area 2: 5 Min Drive	Trade Area 3: 10 Min Drive
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Household Lifestage Group Comparison



	Trade Area 1: 3 Min Drive	Trade Area 2: 5 Min Drive	Trade Area 3: 10 Min Drive
<b>Total Households</b>	<b>11,716 100%</b>	<b>27,750 100%</b>	<b>171,441 100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	959	8.2%	1,757	6.3%	8,472	4.9%
2	36- Persistent & Productive	(20S) Community Minded	779	6.6%	1,752	6.3%	9,847	5.7%
3	53- Metro Strivers	(10B) Rural-Metro Mix	640	5.5%	1,379	5.0%	10,340	6.0%
4	17- Firmly Established	(12B) Comfortable Households	629	5.4%	1,556	5.6%	8,528	5.0%
5	63- Staying Home	(17M) Bargain Hunters	617	5.3%	1,218	4.4%	8,179	4.8%
6	13- Work & Play	(12B) Comfortable Households	533	4.6%	1,274	4.6%	7,175	4.2%
7	09- Busy Schedules	(19M) Solid Prestige	518	4.4%	1,523	5.5%	6,464	3.8%
8	08- Solid Surroundings	(19M) Solid Prestige	423	3.6%	1,212	4.4%	5,923	3.5%
9	38- Occupational Mix	(13B) Working Households	350	3.0%	818	2.9%	6,327	3.7%
10	49- Home & Garden	(21S) Leisure Seekers	304	2.6%	613	2.2%	2,555	1.5%

\* 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: Berendo Ave & W Gardena Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		11,716	100%	27,750	100%	171,441	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(01Y) Starting Out</b>		<b>450</b>	<b>3.8%</b>	<b>1,015</b>	<b>3.7%</b>	<b>8,073</b>	<b>4.7%</b>
	<a href="#">39- Setting Goals</a>	99	0.8%	240	0.9%	2,124	1.2%
	<a href="#">45- Offices &amp; Entertainment</a>	78	0.7%	185	0.7%	1,290	0.8%
	<a href="#">57- Collegiate Crowd</a>	127	1.1%	285	1.0%	2,185	1.3%
	<a href="#">58- Outdoor Fervor</a>	1	0.0%	1	0.0%	59	0.0%
	<a href="#">67- First Steps</a>	146	1.2%	304	1.1%	2,414	1.4%
<b>(02Y) Taking Hold</b>		<b>259</b>	<b>2.2%</b>	<b>686</b>	<b>2.5%</b>	<b>4,477</b>	<b>2.6%</b>
	<a href="#">18- Climbing the Ladder</a>	27	0.2%	74	0.3%	382	0.2%
	<a href="#">21- Children First</a>	77	0.7%	201	0.7%	1,063	0.6%
	<a href="#">24- Career Building</a>	124	1.1%	345	1.2%	2,542	1.5%
	<a href="#">30- Out &amp; About</a>	31	0.3%	67	0.2%	490	0.3%
<b>(03X) Settling Down</b>		<b>104</b>	<b>0.9%</b>	<b>236</b>	<b>0.8%</b>	<b>1,665</b>	<b>1.0%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	0	0.0%	5	0.0%
	<a href="#">41- Rural Adventure</a>	1	0.0%	6	0.0%	15	0.0%
	<a href="#">46- Rural &amp; Active</a>	103	0.9%	229	0.8%	1,645	1.0%
<b>(04X) Social Connectors</b>		<b>616</b>	<b>5.3%</b>	<b>1,472</b>	<b>5.3%</b>	<b>9,240</b>	<b>5.4%</b>
	<a href="#">42- Creative Variety</a>	97	0.8%	225	0.8%	1,830	1.1%
	<a href="#">52- Stylish &amp; Striving</a>	239	2.0%	559	2.0%	2,965	1.7%
	<a href="#">59- Mobile Mixers</a>	280	2.4%	688	2.5%	4,445	2.6%
<b>(05X) Busy Households</b>		<b>380</b>	<b>3.2%</b>	<b>922</b>	<b>3.3%</b>	<b>7,499</b>	<b>4.4%</b>
	<a href="#">37- Firm Foundations</a>	140	1.2%	288	1.0%	2,327	1.4%
	<a href="#">62- Movies &amp; Sports</a>	240	2.1%	634	2.3%	5,173	3.0%
<b>(06X) Working &amp; Studying</b>		<b>473</b>	<b>4.0%</b>	<b>994</b>	<b>3.6%</b>	<b>11,147</b>	<b>6.5%</b>
	<a href="#">61- City Life</a>	132	1.1%	343	1.2%	6,703	3.9%
	<a href="#">69- Productive Havens</a>	47	0.4%	117	0.4%	1,524	0.9%
	<a href="#">70- Favorably Frugal</a>	295	2.5%	534	1.9%	2,920	1.7%
<b>(07X) Career Oriented</b>		<b>437</b>	<b>3.7%</b>	<b>1,065</b>	<b>3.8%</b>	<b>6,438</b>	<b>3.8%</b>
	<a href="#">06- Casual Comfort</a>	55	0.5%	174	0.6%	1,278	0.7%
	<a href="#">10- Careers &amp; Travel</a>	55	0.5%	151	0.5%	855	0.5%
	<a href="#">20- Carving Out Time</a>	53	0.5%	117	0.4%	654	0.4%
	<a href="#">26- Getting Established</a>	274	2.3%	623	2.2%	3,650	2.1%
<b>(08X) Large Households</b>		<b>287</b>	<b>2.4%</b>	<b>638</b>	<b>2.3%</b>	<b>3,541</b>	<b>2.1%</b>
	<a href="#">11- Schools &amp; Shopping</a>	68	0.6%	156	0.6%	872	0.5%
	<a href="#">12- On the Go</a>	70	0.6%	173	0.6%	978	0.6%
	<a href="#">19- Country Comfort</a>	0	0.0%	0	0.0%	26	0.0%
	<a href="#">27- Tenured Proprietors</a>	149	1.3%	309	1.1%	1,665	1.0%
<b>(09B) Comfortable Independence</b>		<b>120</b>	<b>1.0%</b>	<b>295</b>	<b>1.1%</b>	<b>2,686</b>	<b>1.6%</b>
	<a href="#">29- City Mixers</a>	2	0.0%	9	0.0%	632	0.4%
	<a href="#">35- Working &amp; Active</a>	62	0.5%	161	0.6%	974	0.6%
	<a href="#">56- Metro Active</a>	56	0.5%	125	0.4%	1,080	0.6%
<b>(10B) Rural-Metro Mix</b>		<b>640</b>	<b>5.5%</b>	<b>1,379</b>	<b>5.0%</b>	<b>10,416</b>	<b>6.1%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	0	0.0%	16	0.0%
	<a href="#">53- Metro Strivers</a>	640	5.5%	1,379	5.0%	10,340	6.0%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	0	0.0%	61	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: Berendo Ave & W Gardena Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		11,716	100%	27,750	100%	171,441	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(11B) Affluent Households</b>		<b>173</b>	<b>1.5%</b>	<b>922</b>	<b>3.3%</b>	<b>5,561</b>	<b>3.2%</b>
	<a href="#">01- Summit Estates</a>	3	0.0%	52	0.2%	565	0.3%
	<a href="#">04- Top Professionals</a>	97	0.8%	626	2.3%	3,518	2.1%
	<a href="#">07- Active Lifestyles</a>	73	0.6%	244	0.9%	1,478	0.9%
<b>(12B) Comfortable Households</b>		<b>1,162</b>	<b>9.9%</b>	<b>2,830</b>	<b>10.2%</b>	<b>15,702</b>	<b>9.2%</b>
	<a href="#">13- Work &amp; Play</a>	533	4.6%	1,274	4.6%	7,175	4.2%
	<a href="#">17- Firmly Established</a>	629	5.4%	1,556	5.6%	8,528	5.0%
<b>(13B) Working Households</b>		<b>350</b>	<b>3.0%</b>	<b>818</b>	<b>2.9%</b>	<b>6,329</b>	<b>3.7%</b>
	<a href="#">38- Occupational Mix</a>	350	3.0%	818	2.9%	6,327	3.7%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	2	0.0%
<b>(14B) Diverging Paths</b>		<b>1,241</b>	<b>10.6%</b>	<b>2,358</b>	<b>8.5%</b>	<b>12,103</b>	<b>7.1%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	8	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	55	0.5%	138	0.5%	756	0.4%
	<a href="#">31- Mid-Americana</a>	97	0.8%	225	0.8%	1,183	0.7%
	<a href="#">32- Metro Mix</a>	130	1.1%	238	0.9%	1,683	1.0%
	<a href="#">33- Urban Diversity</a>	959	8.2%	1,757	6.3%	8,472	4.9%
<b>(15M) Top Wealth</b>		<b>115</b>	<b>1.0%</b>	<b>661</b>	<b>2.4%</b>	<b>3,787</b>	<b>2.2%</b>
	<a href="#">02- Established Elite</a>	14	0.1%	127	0.5%	814	0.5%
	<a href="#">03- Corporate Connected</a>	101	0.9%	534	1.9%	2,973	1.7%
<b>(16M) Living Well</b>		<b>319</b>	<b>2.7%</b>	<b>766</b>	<b>2.8%</b>	<b>4,161</b>	<b>2.4%</b>
	<a href="#">14- Career Centered</a>	244	2.1%	571	2.1%	3,056	1.8%
	<a href="#">15- Country Ways</a>	0	0.0%	0	0.0%	2	0.0%
	<a href="#">23- Good Neighbors</a>	76	0.6%	195	0.7%	1,103	0.6%
<b>(17M) Bargain Hunters</b>		<b>1,207</b>	<b>10.3%</b>	<b>2,516</b>	<b>9.1%</b>	<b>16,751</b>	<b>9.8%</b>
	<a href="#">43- Work &amp; Causes</a>	171	1.5%	348	1.3%	2,118	1.2%
	<a href="#">44- Open Houses</a>	206	1.8%	452	1.6%	2,476	1.4%
	<a href="#">55- Community Life</a>	129	1.1%	298	1.1%	2,214	1.3%
	<a href="#">63- Staying Home</a>	617	5.3%	1,218	4.4%	8,179	4.8%
	<a href="#">68- Staying Healthy</a>	83	0.7%	201	0.7%	1,763	1.0%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>13</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	5	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	6	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	2	0.0%
<b>(19M) Solid Prestige</b>		<b>1,073</b>	<b>9.2%</b>	<b>3,140</b>	<b>11.3%</b>	<b>14,752</b>	<b>8.6%</b>
	<a href="#">05- Active &amp; Involved</a>	133	1.1%	405	1.5%	2,364	1.4%
	<a href="#">08- Solid Surroundings</a>	423	3.6%	1,212	4.4%	5,923	3.5%
	<a href="#">09- Busy Schedules</a>	518	4.4%	1,523	5.5%	6,464	3.8%
<b>(20S) Community Minded</b>		<b>1,182</b>	<b>10.1%</b>	<b>2,767</b>	<b>10.0%</b>	<b>14,745</b>	<b>8.6%</b>
	<a href="#">25- Clubs &amp; Causes</a>	189	1.6%	500	1.8%	2,313	1.3%
	<a href="#">28- Community Pillars</a>	214	1.8%	516	1.9%	2,586	1.5%
	<a href="#">36- Persistent &amp; Productive</a>	779	6.6%	1,752	6.3%	9,847	5.7%
<b>(21S) Leisure Seekers</b>		<b>1,127</b>	<b>9.6%</b>	<b>2,269</b>	<b>8.2%</b>	<b>12,356</b>	<b>7.2%</b>
	<a href="#">49- Home &amp; Garden</a>	304	2.6%	613	2.2%	2,555	1.5%
	<a href="#">51- Role Models</a>	178	1.5%	373	1.3%	2,106	1.2%
	<a href="#">64- Practical &amp; Careful</a>	174	1.5%	326	1.2%	1,328	0.8%
	<a href="#">65- Hobbies &amp; Shopping</a>	206	1.8%	437	1.6%	2,890	1.7%
	<a href="#">66- Helping Hands</a>	266	2.3%	520	1.9%	3,477	2.0%

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

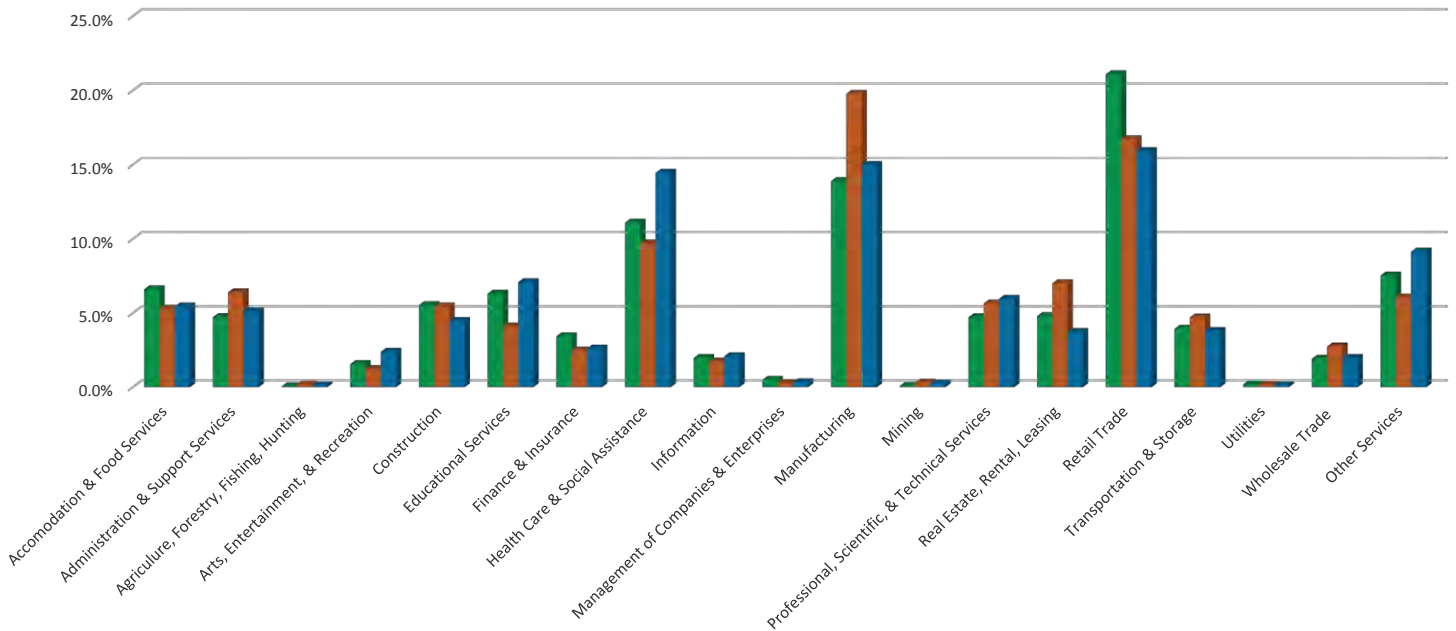
## Employment Profile

Site: Berendo Ave & W Gardena Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Daytime Population	43,315		116,372		629,877	
Student Population	8,253		17,016		178,576	
Median Employee Salary	42,372		42,352		44,681	
Average Employee Salary	50,366		50,178		52,317	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	1,058	4.7%	3,886	5.7%	10,180	4.2%
15,000 to 30,000 CrYr	4,428	19.7%	10,878	15.9%	41,220	17.1%
30,000 to 45,000 CrYr	6,862	30.5%	22,648	33.0%	73,315	30.4%
45,000 to 60,000 CrYr	3,452	15.3%	11,496	16.8%	41,262	17.1%
60,000 to 75,000 CrYr	2,370	10.5%	7,022	10.2%	26,212	10.9%
75,000 to 90,000 CrYr	1,984	8.8%	5,539	8.1%	21,136	8.8%
90,000 to 100,000 CrYr	498	2.2%	1,484	2.2%	5,951	2.5%
Over 100,000 CrYr	1,840	8.2%	5,595	8.2%	22,121	9.2%

## Industry Groups

Employee's by Industry



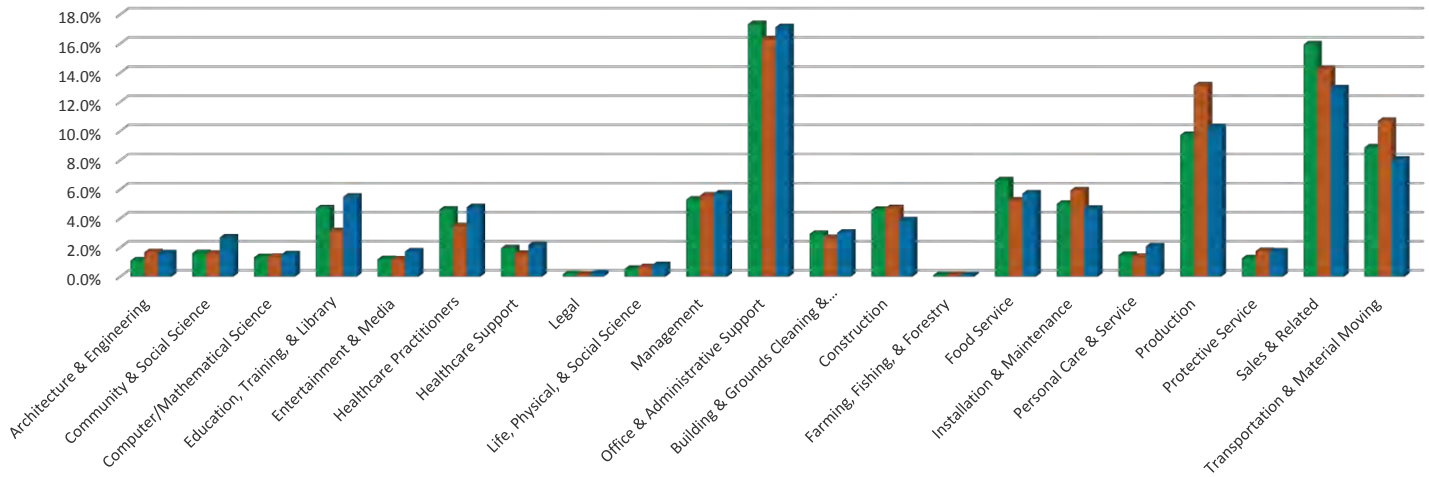
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,173</b>	<b>100%</b>	<b>22,493</b>	<b>100%</b>	<b>3,348</b>	<b>100%</b>	<b>68,547</b>	<b>100%</b>	<b>12,202</b>	<b>100%</b>	<b>241,397</b>	<b>100%</b>
Accommodation & Food Services	100	8.5%	1,487	6.6%	214	6.4%	3,633	5.3%	697	5.7%	13,157	5.5%
Administration & Support Services	33	2.8%	1,064	4.7%	109	3.3%	4,393	6.4%	388	3.2%	12,388	5.1%
Agriculture, Forestry, Fishing, Hunting	2	0.1%	12	0.1%	8	0.2%	130	0.2%	17	0.1%	251	0.1%
Arts, Entertainment, & Recreation	30	2.5%	351	1.6%	68	2.0%	841	1.2%	238	1.9%	5,765	2.4%
Construction	66	5.6%	1,247	5.5%	192	5.7%	3,736	5.5%	666	5.5%	10,784	4.5%
Educational Services	32	2.7%	1,422	6.3%	71	2.1%	2,811	4.1%	314	2.6%	17,121	7.1%
Finance & Insurance	40	3.4%	772	3.4%	114	3.4%	1,695	2.5%	481	3.9%	6,291	2.6%
Health Care & Social Assistance	155	13.2%	2,498	11.1%	358	10.7%	6,654	9.7%	1,757	14.4%	34,897	14.5%
Information	29	2.5%	444	2.0%	68	2.0%	1,185	1.7%	234	1.9%	5,032	2.1%
Management of Companies & Enterprises	1	0.1%	111	0.5%	2	0.1%	187	0.3%	8	0.1%	800	0.3%
Manufacturing	96	8.2%	3,126	13.9%	378	11.3%	13,553	19.8%	905	7.4%	36,172	15.0%
Mining	0	0.0%	20	0.1%	5	0.1%	208	0.3%	15	0.1%	605	0.3%
Professional, Scientific, & Technical Services	73	6.2%	1,062	4.7%	251	7.5%	3,877	5.7%	1,009	8.3%	14,404	6.0%
Real Estate, Rental, Leasing	35	3.0%	1,081	4.8%	105	3.1%	4,812	7.0%	437	3.6%	9,001	3.7%
Retail Trade	192	16.3%	4,743	21.1%	523	15.6%	11,460	16.7%	1,946	15.9%	38,418	15.9%
Transportation & Storage	41	3.5%	887	3.9%	167	5.0%	3,226	4.7%	437	3.6%	9,149	3.8%
Utilities	1	0.1%	40	0.2%	3	0.1%	107	0.2%	7	0.1%	303	0.1%
Wholesale Trade	50	4.2%	431	1.9%	193	5.8%	1,884	2.7%	520	4.3%	4,757	2.0%
Other Services	197	16.8%	1,696	7.5%	520	15.5%	4,154	6.1%	2,125	17.4%	22,102	9.2%

## Employment Profile

Site: Berendo Ave & W Gardena Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
<b>White Collar</b>	9,747	43.3%	27,325	39.9%	113,633	47.1%
Architecture & Engineering	247	1.1%	1,142	1.7%	3,850	1.6%
Community & Social Science	361	1.6%	1,068	1.6%	6,484	2.7%
Computer/Mathematical Science	298	1.3%	920	1.3%	3,676	1.5%
Education, Training, & Library	1,054	4.7%	2,134	3.1%	13,242	5.5%
Entertainment & Media	267	1.2%	803	1.2%	4,153	1.7%
Healthcare Practitioners	1,034	4.6%	2,369	3.5%	11,506	4.8%
Healthcare Support	438	1.9%	1,066	1.6%	5,260	2.2%
Legal	35	0.2%	89	0.1%	529	0.2%
Life, Physical, & Social Science	118	0.5%	442	0.6%	1,881	0.8%
Management	1,189	5.3%	3,813	5.6%	13,761	5.7%
Office & Administrative Support	3,898	17.3%	11,164	16.3%	41,317	17.1%
<b>Blue Collar</b>	12,699	56.5%	40,954	59.7%	126,292	52.3%
Building & Grounds Cleaning & Maintenance	660	2.9%	1,817	2.7%	7,272	3.0%
Construction	1,030	4.6%	3,222	4.7%	9,317	3.9%
Farming, Fishing, & Forestry	21	0.1%	64	0.1%	198	0.1%
Food Service	1,487	6.6%	3,578	5.2%	13,769	5.7%
Installation & Maintenance	1,123	5.0%	4,059	5.9%	11,233	4.7%
Personal Care & Service	332	1.5%	922	1.3%	5,010	2.1%
Production	2,186	9.7%	8,997	13.1%	24,767	10.3%
Protective Service	281	1.3%	1,197	1.7%	4,154	1.7%
Sales & Related	3,584	15.9%	9,775	14.3%	31,201	12.9%
Transportation & Material Moving	1,995	8.9%	7,323	10.7%	19,373	8.0%
<b>Military Services</b>	48	0.2%	268	0.4%	1,472	0.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	22,493	68,547	241,397
2018 Q1	22,495	68,997	246,728
2017 Q4	22,715	69,653	248,766
2017 Q3	21,804	67,675	236,227
2017 Q2	22,535	69,046	246,722
2017 Q1	22,676	69,439	249,237
2016 Q4	22,944	70,441	253,502
2016 Q3	21,917	68,243	239,795
2016 Q2	22,642	69,856	251,718

## Consumer Demand & Market Supply Assessment

Site:

Berendo Ave & W Gardena Blvd | Gardena CA

Date Report Created:

9/20/2018

### Demographics

Population  
5-Year Population estimate  
Population Households  
Group Quarters Population  
Households  
5-Year Households estimate  
WorkPlace Establishments  
Workplace Employees  
Median Household Income

34,074  
35,429  
33,596  
478  
11,838  
12,309  
1,173  
22,493  
\$49,326

83,389  
86,529  
82,503  
886  
28,122  
29,175  
3,348  
68,547  
\$53,243

578,828  
598,936  
572,099  
6,728  
172,900  
178,896  
12,202  
241,397  
\$51,941

### By Establishments

Electronic Shopping/Mail Order Houses  
Clothing Stores  
Book/Periodical/Music Stores  
Electronics/Appliance  
Bar/Drinking Places (Alcoholic Beverages)  
Used Merchandise Stores  
Jewelry/Luggage/Leather Goods  
Beer/Wine/Liquor Stores  
Special Food Services  
Home Furnishing Stores  
Sporting Goods/Hobby/Musical Instrument  
Direct Selling Establishments  
Automotive Dealers  
Health/Personal Care Stores  
Furniture Stores  
Shoe Stores  
Other Misc. Store Retailers  
Florists/Misc. Store Retailers  
Full-Service Restaurants  
Limited-Service Eating Places  
Gasoline Stations  
Other General Merchandise Stores  
Grocery Stores  
Lawn/Garden Equipment/Supplies Stores  
Automotive Parts/Accessories/Tire  
Specialty Food Stores  
Office Supplies/Stationary/Gift  
Department Stores  
Building Material/Supplies Dealers  
Vending Machine Operators (Non-Store)  
Other Motor Vehicle Dealers

\$82,124,269  
\$26,419,709  
\$2,290,257  
\$12,385,804  
\$2,451,930  
\$1,799,028  
\$3,777,127  
\$4,940,206  
\$8,014,471  
\$5,683,140  
\$6,797,185  
\$3,025,167  
\$103,607,403  
\$33,106,336  
\$6,245,536  
\$3,701,057  
\$8,719,289  
\$832,423  
\$41,370,810  
\$36,744,093  
\$41,471,223  
\$61,777,570  
\$60,610,990  
\$3,457,478  
\$9,688,698  
\$3,360,827  
\$3,544,530  
\$15,144,051  
\$32,119,104  
\$3,923,382  
\$5,664,756

\$0  
\$11,372,044  
\$1,034,937  
\$5,624,720  
\$1,412,239  
\$1,104,767  
\$2,507,161  
\$3,624,219  
\$6,639,038  
\$5,144,522  
\$7,542,351  
\$3,414,241  
\$143,222,948  
\$47,002,310  
\$9,208,843  
\$6,330,371  
\$14,973,045  
\$1,447,976  
\$73,708,090  
\$65,741,221  
\$84,666,661  
\$126,650,458  
\$135,982,155  
\$9,156,477  
\$27,258,156  
\$10,027,407  
\$10,737,422  
\$50,812,812  
\$113,599,387  
\$21,539,857  
\$73,997,843

(\$82,124,269)  
(\$15,047,665)  
(\$1,255,320)  
(\$6,761,084)  
(\$1,039,691)  
(\$694,261)  
(\$1,269,966)  
(\$1,315,987)  
(\$1,375,433)  
(\$538,618)  
\$745,166  
\$389,078  
\$39,615,544  
\$13,895,975  
\$2,963,307  
\$2,629,314  
\$6,253,756  
\$615,553  
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\$43,195,438  
\$64,872,888  
\$75,371,165  
\$5,698,999  
\$17,569,457  
\$6,666,581  
\$7,192,892  
\$35,668,761  
\$81,480,283  
\$17,616,475  
\$68,333,088

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\$210,432,944  
\$65,562,724  
\$5,729,793  
\$33,443,676  
\$7,245,394  
\$4,455,944  
\$9,352,410  
\$12,297,975  
\$22,422,518  
\$14,053,309  
\$16,846,426  
\$7,514,065  
\$257,642,447  
\$81,716,075  
\$15,482,049  
\$9,210,734  
\$21,554,688  
\$2,065,009  
\$118,668,505  
\$139,946,658  
\$102,797,009  
\$103,057,614  
\$153,519,956  
\$150,417,380  
\$8,576,126  
\$23,925,716  
\$8,345,438  
\$9,044,285  
\$37,574,673  
\$79,491,638  
\$9,887,131  
\$14,077,099

\$16,643,198  
\$35,100,692  
\$5,151,397  
\$26,130,418  
\$3,101,058  
\$7,015,023  
\$6,825,784  
\$14,104,308  
\$24,257,719  
\$16,903,772  
\$31,840,717  
\$15,658,578  
\$420,562,855  
\$88,944,541  
\$45,844,051  
\$9,006,426  
\$61,972,937  
\$2,320,532  
\$139,946,658  
\$136,529,532  
\$213,665,235  
\$261,782,307  
\$199,850,148  
\$15,093,444  
\$73,312,792  
\$23,367,608  
\$42,404,984  
\$86,464,131  
\$259,726,704  
\$32,639,873  
\$347,515,381

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(\$578,396)  
(\$7,313,258)  
(\$4,144,336)  
\$2,559,079  
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\$1,835,201  
\$2,850,463  
\$14,994,291  
\$8,144,512  
\$162,920,408  
\$7,228,466  
\$30,362,003  
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\$40,418,248  
\$255,523  
\$21,278,153  
\$33,732,523  
\$110,607,621  
\$108,262,350  
\$49,432,768  
\$6,517,318  
\$49,387,077  
\$15,022,170  
\$33,360,699  
\$48,889,458  
\$180,235,066  
\$22,752,742  
\$333,438,282

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180%  
369%  
130%  
227%  
230%  
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\$1,330,632,527  
\$452,739,731  
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\$184,385,863  
\$30,160,333  
\$30,655,946  
\$64,623,506  
\$83,718,622  
\$111,829,939  
\$97,043,295  
\$116,207,941  
\$51,167,302  
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\$564,302,903  
\$106,823,826  
\$63,437,708  
\$148,377,145  
\$14,167,926  
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\$706,679,896  
\$1,046,233,299  
\$1,027,756,739  
\$58,850,696  
\$165,464,198  
\$56,940,262  
\$57,753,612  
\$257,908,711  
\$548,480,717  
\$65,099,418  
\$96,948,288

\$1,483,672,150  
\$296,363,619  
\$32,219,695  
\$141,611,820  
\$20,330,719  
\$26,286,456  
\$32,470,035  
\$132,771,465  
\$102,961,732  
\$106,185,554  
\$135,242,385  
\$138,971,215  
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\$6,724,472  
\$116,276,720  
\$22,897,131  
\$43,764,222  
\$17,829,294  
\$169,403,634  
(\$7,499,642)  
\$340,192,576

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-5%  
-7%  
11%  
70%  
40%  
76%  
7%  
31%  
-12%  
351%

Consumer Demand/Market Supply Index

\$634,797,844

\$1,075,483,677

59

\$1,616,410,749

\$2,663,682,800

61

\$10,415,474,924

\$11,116,183,319

94

## Consumer Demand & Market Supply Assessment

Site:

Berendo Ave & W Gardena Blvd | Gardena CA

Date Report Created:

9/20/2018

### By Major Product Lines

	3 Min Drive				5 Min Drive				10 Min Drive			
	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	\$20,890,514	\$3,702,598	(\$17,187,917)	-82%	\$62,328,868	\$16,560,138	(\$45,768,730)	-73%	\$251,889,330	\$283,300,334	\$31,411,004	12%
Books/Periodicals	\$2,639,210	\$1,587,105	(\$1,052,105)	-40%	\$6,556,729	\$6,190,913	(\$365,816)	-6%	\$45,949,242	\$52,200,750	\$6,251,508	14%
Jewelry (including Watches)	\$5,605,728	\$4,075,461	(\$1,530,267)	-27%	\$13,877,503	\$10,693,491	(\$3,184,012)	-23%	\$95,984,884	\$65,523,748	(\$30,461,136)	-32%
Womens/Juniors/Misses Wear	\$22,272,611	\$16,251,643	(\$6,020,968)	-27%	\$55,314,602	\$40,123,494	(\$15,191,109)	-27%	\$381,826,009	\$297,729,431	(\$84,096,578)	-22%
Audio Equipment/Musical Instruments	\$3,377,180	\$2,719,336	(\$657,844)	-19%	\$8,369,862	\$8,361,059	(\$8,802)	0%	\$57,861,669	\$74,310,915	\$16,449,246	28%
Furniture/Sleep/Outdoor/Patio Furniture	\$15,924,011	\$15,623,552	(\$300,458)	-2%	\$39,467,463	\$60,687,855	\$21,220,392	54%	\$272,493,145	\$272,695,866	\$202,721	0%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$72,864,187	\$73,907,526	\$1,043,339	1%	\$179,764,998	\$144,156,329	(\$35,608,669)	-20%	\$1,242,289,647	\$1,041,743,877	(\$200,545,770)	-16%
Footwear, including Accessories	\$8,948,653	\$9,686,088	\$737,435	8%	\$22,276,323	\$18,319,752	(\$3,956,571)	-18%	\$153,400,589	\$120,040,279	(\$33,360,310)	-22%
Mens Wear	\$8,519,911	\$9,356,828	\$836,917	10%	\$21,168,855	\$24,666,264	\$3,497,410	17%	\$145,993,202	\$143,312,545	(\$2,680,658)	-2%
Kitchenware/Home Furnishings	\$7,172,110	\$8,415,054	\$1,242,944	17%	\$17,722,435	\$21,650,114	\$3,927,679	22%	\$122,366,237	\$138,838,861	\$16,472,624	13%
Pets/Pet Foods/Pet Supplies	\$5,039,144	\$6,217,935	\$1,178,791	23%	\$12,479,410	\$19,788,083	\$7,308,673	59%	\$85,542,712	\$79,240,801	(\$6,301,911)	-7%
Alcoholic Drinks Served at the Establishment	\$21,169,263	\$26,464,609	\$5,295,346	25%	\$62,866,312	\$51,190,621	(\$11,675,691)	-19%	\$257,178,219	\$148,519,128	(\$108,659,091)	-42%
Photographic Equipment/Supplies	\$630,559	\$866,442	\$235,883	37%	\$1,564,507	\$2,541,107	\$976,600	62%	\$10,845,512	\$15,362,822	\$4,517,310	42%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,295,552	\$7,553,036	\$2,257,484	43%	\$13,115,593	\$27,762,746	\$14,647,154	112%	\$90,595,090	\$132,596,925	\$42,001,835	46%
Childrens Wear/Infants/Toddlers Clothing	\$3,656,615	\$5,261,450	\$1,604,835	44%	\$9,036,882	\$11,559,743	\$2,522,861	28%	\$62,995,197	\$66,868,680	\$3,873,483	6%
All Other Merchandise	\$23,438,550	\$34,547,574	\$11,109,023	47%	\$57,984,737	\$132,055,572	\$74,070,835	128%	\$398,955,746	\$518,046,242	\$119,090,496	30%
Televisions/VCR/Video Cameras/DVD etc	\$3,792,905	\$5,721,408	\$1,928,503	51%	\$9,389,271	\$14,786,291	\$5,397,020	57%	\$65,203,937	\$93,616,028	\$28,412,091	44%
Packaged Liquor/Wine/Beer	\$10,688,822	\$16,694,988	\$6,006,165	56%	\$26,491,408	\$36,408,588	\$9,917,180	37%	\$182,555,688	\$237,604,698	\$55,049,010	30%
Sewing/Knitting Materials/Supplies	\$262,822	\$423,734	\$160,912	61%	\$658,290	\$1,406,978	\$748,688	114%	\$4,405,685	\$6,544,634	\$2,138,949	49%
Small Electric Appliances	\$1,269,537	\$2,060,411	\$790,875	62%	\$3,146,957	\$4,346,674	\$1,199,717	38%	\$21,689,087	\$28,823,400	\$7,134,312	33%
Toys/Hobby Goods/Games	\$3,032,428	\$4,990,741	\$1,958,313	65%	\$7,483,305	\$13,342,906	\$5,859,600	78%	\$51,920,118	\$75,068,498	\$23,148,380	45%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,304,013	\$2,263,034	\$959,021	74%	\$3,243,200	\$4,522,047	\$1,278,846	39%	\$22,127,327	\$22,442,551	\$315,224	1%
Autos/Cars/Vans/Trucks/Motorcycles	\$90,543,565	\$160,059,962	\$69,516,397	77%	\$225,268,835	\$538,846,681	\$313,577,847	139%	\$1,556,467,171	\$1,650,189,188	\$93,722,017	6%
Meats/Nonalcoholic Beverages	\$71,765,688	\$128,577,712	\$56,812,024	79%	\$200,672,563	\$265,722,018	\$65,049,455	32%	\$1,002,876,345	\$824,549,425	(\$178,326,920)	-18%
Cigars/Cigarettes/Tobacco/Accessories	\$7,266,647	\$13,446,079	\$6,179,432	85%	\$17,839,787	\$34,620,543	\$16,780,757	94%	\$124,056,636	\$154,061,916	\$30,005,280	24%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,640,895	\$4,918,499	\$2,277,604	86%	\$6,555,126	\$11,124,855	\$4,569,729	70%	\$44,909,580	\$64,979,719	\$20,070,140	45%
Floor/Floor Coverings	\$4,664,477	\$8,846,320	\$4,181,843	90%	\$11,506,980	\$22,454,137	\$10,947,157	95%	\$79,766,261	\$91,849,778	\$12,083,517	15%
Automotive Tires/Tubes/Batteries/Parts	\$18,791,713	\$35,959,856	\$17,168,143	91%	\$46,383,672	\$102,522,390	\$56,138,718	121%	\$321,029,843	\$405,279,011	\$84,249,168	26%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,069,025	\$2,208,118	\$1,139,093	107%	\$2,641,065	\$9,006,337	\$6,365,273	241%	\$18,092,486	\$70,073,346	\$51,980,859	287%
Groceries/Other Food Items (Off Premises)	\$92,932,255	\$202,592,329	\$109,660,074	118%	\$229,828,973	\$352,597,195	\$122,768,222	53%	\$1,583,364,508	\$1,490,100,560	(\$93,263,949)	-6%
Automotive Fuels	\$37,471,353	\$85,378,181	\$47,906,827	128%	\$93,005,311	\$208,240,092	\$115,234,781	124%	\$640,972,949	\$1,094,041,782	\$453,068,833	71%
Retailer Services	\$17,472,302	\$42,067,311	\$24,595,009	141%	\$43,485,506	\$153,479,282	\$109,993,776	253%	\$297,020,001	\$402,710,653	\$105,690,652	36%
Lawn/Garden/Farm Equipment/Supplies	\$9,246,018	\$23,492,888	\$14,246,870	154%	\$22,936,854	\$46,115,408	\$23,178,554	101%	\$157,366,364	\$193,531,430	\$36,165,066	23%
Paper/Related Products	\$2,602,696	\$6,931,402	\$4,328,706	166%	\$6,412,363	\$13,780,514	\$7,368,151	115%	\$44,152,756	\$55,095,240	\$10,942,483	25%
Major Household Appliances	\$1,917,003	\$5,224,497	\$3,307,495	173%	\$4,809,786	\$13,048,601	\$8,238,814	171%	\$32,450,047	\$49,349,786	\$16,899,738	52%
Automotive Lubricants (incl Oil, Greases)	\$1,917,003	\$5,224,497	\$3,307,495	173%	\$4,809,786	\$13,048,601	\$8,238,814	171%	\$32,450,047	\$49,349,786	\$16,899,738	52%
Soaps/Detergents/Household Cleaners	\$2,939,742	\$8,305,690	\$5,365,948	183%	\$7,248,173	\$16,015,486	\$8,767,313	121%	\$49,901,019	\$62,423,226	\$12,522,207	25%
Hardware/Tools/Plumbing/Electrical Supplies	\$9,086,179	\$30,222,930	\$21,136,751	233%	\$22,499,355	\$69,119,409	\$46,620,054	207%	\$155,609,439	\$210,007,619	\$54,398,180	35%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,397,880	\$8,665,587	\$6,267,707	261%	\$5,917,014	\$19,826,084	\$13,909,071	235%	\$40,971,261	\$55,254,090	\$14,282,829	35%
Dimensional Lumber/Other Building Materials	\$13,136,332	\$47,563,640	\$34,427,308	262%	\$32,483,520	\$109,005,801	\$76,522,281	236%	\$224,302,694	\$302,842,823	\$78,540,129	35%





## Consumer Demand & Market Supply Assessment

Site:

Berendo Ave & W Gardena Blvd | Gardena CA

Date Report Created:

9/20/2018

3 Min Drive

5 Min Drive

10 Min Drive

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.

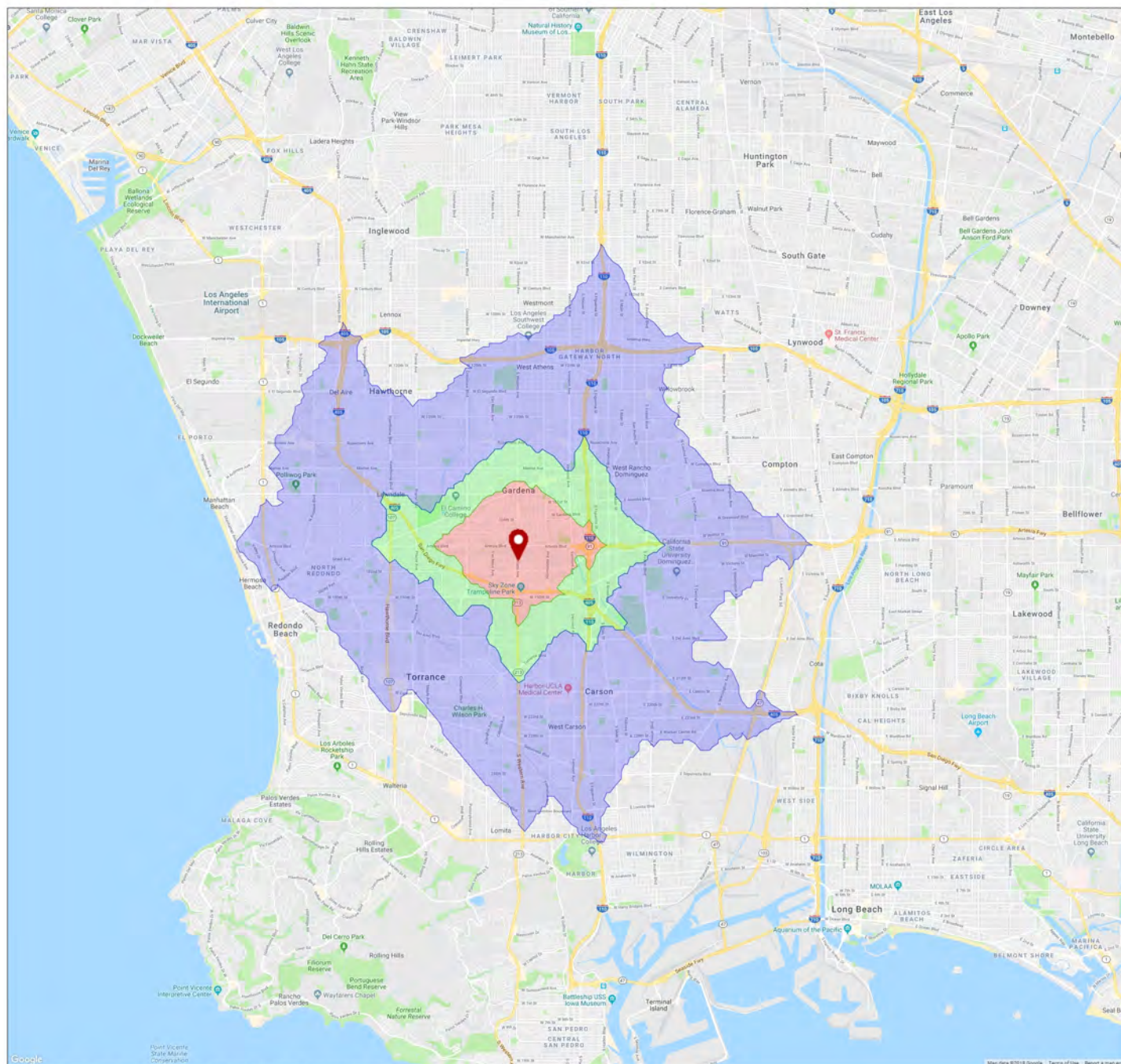
Consumer Demand/Market Supply Index:

$n = 100$  (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

**Current View**  
**S Western Ave & Artesia Blvd**



**ECON**Solutions  
By HdL

Drive Times: 3 Mins, 5 Mins, 10 Mins

Scale In Miles:

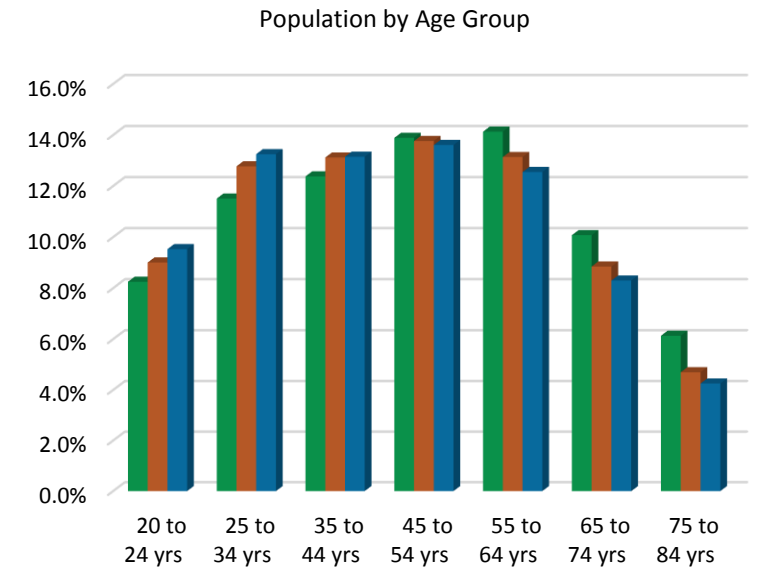
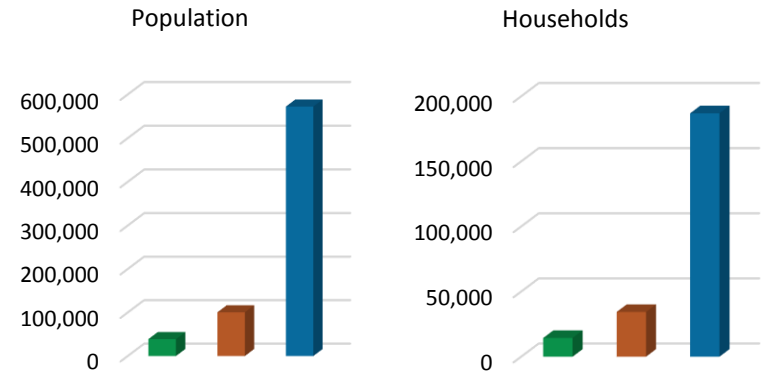


## Consumer Demographic Profile

Site: S Western Ave & Artesia Blvd | Gardena CA  
Date Report Created: 9/20/2018



	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	38,927	---	100,540	---	572,413	---
5 Year Projected Pop	40,264	---	103,796	---	592,843	---
Pop Growth (%)	3.4%	---	3.2%	---	3.6%	---
Households	14,389	---	34,359	---	186,953	---
5 Year Projected HHs	14,887	---	35,485	---	193,589	---
HH Growth (%)	3.5%	---	3.3%	---	3.5%	---
<b>Census Stats</b>						
2000 Population	37,325	---	98,020	---	536,823	---
2010 Population	37,878	---	98,961	---	557,171	---
Pop Growth (%)	1.5%	---	1.0%	---	3.8%	---
2000 Households	14,079	---	34,018	---	177,587	---
2010 Households	13,981	---	33,824	---	182,055	---
HH Growth (%)	-0.7%	---	-0.6%	---	2.5%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	42.4		39.9		38.7	
19 yrs & under	7,998	20.5%	22,656	22.5%	136,231	23.8%
20 to 24 yrs	3,211	8.2%	9,053	9.0%	54,533	9.5%
25 to 34 yrs	4,479	11.5%	12,840	12.8%	75,836	13.2%
35 to 44 yrs	4,818	12.4%	13,189	13.1%	75,258	13.1%
45 to 54 yrs	5,406	13.9%	13,839	13.8%	77,896	13.6%
55 to 64 yrs	5,501	14.1%	13,208	13.1%	71,836	12.5%
65 to 74 yrs	3,922	10.1%	8,893	8.8%	47,496	8.3%
75 to 84 yrs	2,387	6.1%	4,723	4.7%	24,358	4.3%
85 + yrs	1,205	3.1%	2,140	2.1%	8,969	1.6%
<b>Population Bases</b>						
20-34 yrs	7,690	19.8%	21,893	21.8%	130,368	22.8%
45-64 yrs	10,907	28.0%	27,046	26.9%	149,732	26.2%
16 yrs +	31,714	81.5%	80,242	79.8%	450,629	78.7%
25 yrs +	27,718	71.2%	68,832	68.5%	381,649	66.7%
65 yrs +	7,514	19.3%	15,756	15.7%	80,823	14.1%
75 yrs +	3,592	9.2%	6,863	6.8%	33,328	5.8%
85 yrs +	1,205	3.1%	2,140	2.1%	8,969	1.6%



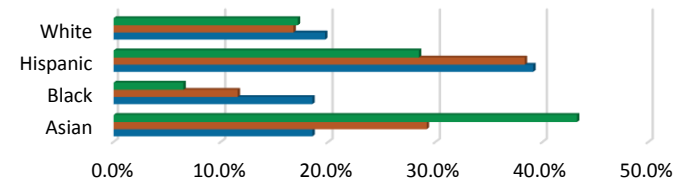
## Consumer Demographic Profile

**Site:** S Western Ave & Artesia Blvd | Gardena CA  
**Date Report Created:** 9/20/2018

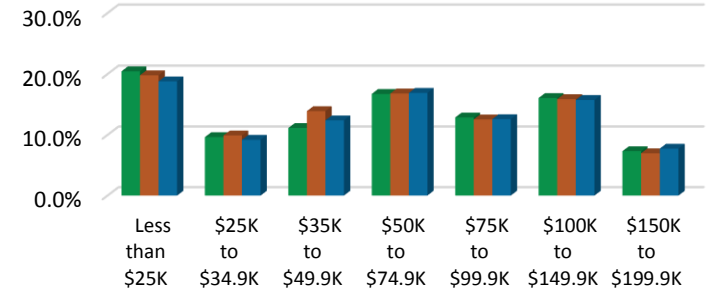


	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	6,677	17.2%	16,842	16.8%	112,751	19.7%
Hispanic	11,069	28.4%	38,518	38.3%	223,855	39.1%
Black	2,528	6.5%	11,614	11.6%	105,956	18.5%
Asian	16,832	43.2%	29,329	29.2%	106,003	18.5%
<b>Ancestry</b>						
American Indian (ancestry)	70	0.2%	176	0.2%	1,170	0.2%
Hawaiin (ancestry)	213	0.5%	646	0.6%	5,054	0.9%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$30,418	---	\$26,398	---	\$27,958	---
<b>Average HH Income</b>	\$82,291	---	\$77,245	---	\$85,602	---
<b>Median HH Income</b>	\$62,136	---	\$58,535	---	\$63,449	---
Less than \$25K	2,943	20.5%	6,802	19.8%	35,146	18.8%
\$25K to \$34.9K	1,386	9.6%	3,405	9.9%	17,185	9.2%
\$35K to \$49.9K	1,603	11.1%	4,782	13.9%	23,189	12.4%
\$50K to \$74.9K	2,409	16.7%	5,780	16.8%	31,638	16.9%
\$75K to \$99.9K	1,852	12.9%	4,314	12.6%	23,539	12.6%
\$100K to \$149.9K	2,315	16.1%	5,462	15.9%	29,463	15.8%
\$150K to \$199.9K	1,053	7.3%	2,395	7.0%	14,465	7.7%
\$200K +	828	5.8%	1,419	4.1%	12,327	6.6%
<b>Education</b>						
Less than 9th Grade	1,782	6.4%	6,194	9.0%	41,178	10.8%
Some HS, No Diploma	1,586	5.7%	4,956	7.2%	32,088	8.4%
HS Grad (or Equivalent)	6,483	23.4%	17,338	25.2%	84,923	22.3%
Some College, No Degree	6,256	22.6%	15,639	22.7%	83,116	21.8%
Associate Degree	2,460	8.9%	5,808	8.4%	30,496	8.0%
Bachelor Degree	6,586	23.8%	13,757	20.0%	76,219	20.0%
Graduates Degree	1,852	6.7%	3,852	5.6%	24,816	6.5%

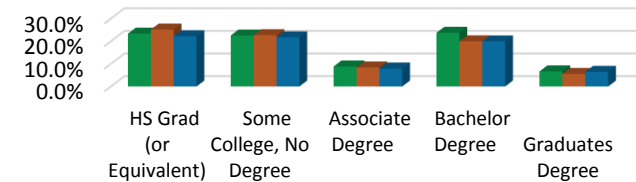
Ethnic Breakdown



Household Income Levels - %



Education



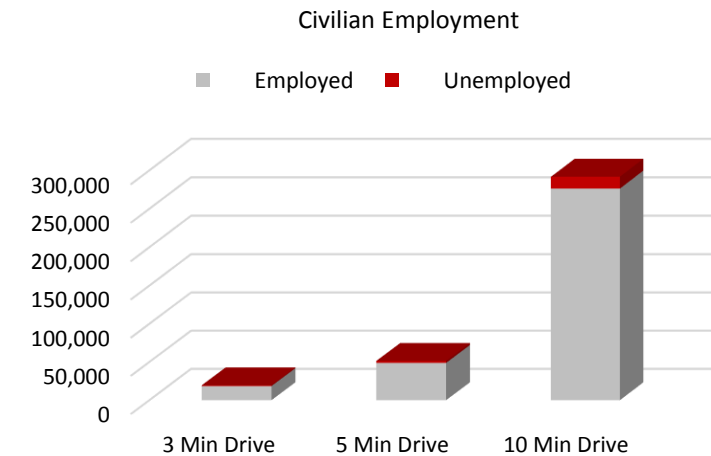
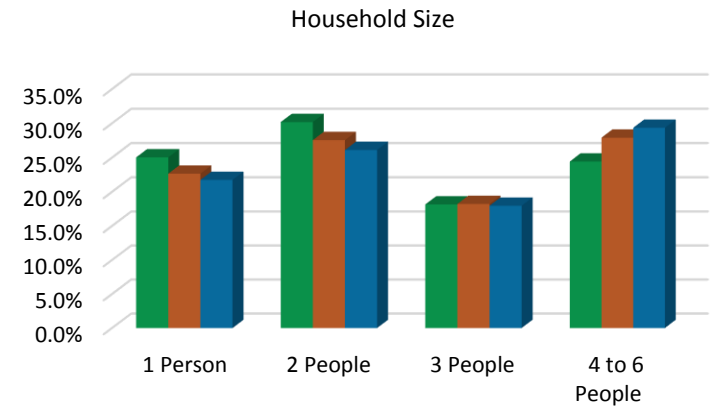


## Consumer Demographic Profile

Site: S Western Ave & Artesia Blvd | Gardena CA  
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	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	10,111		24,885		136,902	
Single - Male	580	5.7%	1,755	7.1%	8,822	6.4%
Single - Female	1,162	11.5%	3,558	14.3%	18,061	13.2%
Single Parent - Male	216	2.1%	583	2.3%	4,920	3.6%
Single Parent - Female	578	5.7%	2,300	9.2%	15,358	11.2%
Married w/ Children	2,964	29.3%	7,080	28.5%	41,310	30.2%
Married w/out Children	4,610	45.6%	9,609	38.6%	48,431	35.4%
<b>Household Size</b>						
1 Person	3,601	25.0%	7,783	22.7%	40,636	21.7%
2 People	4,342	30.2%	9,465	27.5%	48,811	26.1%
3 People	2,613	18.2%	6,263	18.2%	33,593	18.0%
4 to 6 People	3,513	24.4%	9,586	27.9%	54,858	29.3%
7+ People	319	2.2%	1,262	3.7%	9,055	4.8%
<b>Home Ownership</b>	14,389		34,359		186,953	
Owners	8,007	55.6%	17,769	51.7%	99,267	53.1%
Renters	6,382	44.4%	16,590	48.3%	87,686	46.9%
<b>Components of Change</b>						
Births	405	1.0%	1,153	1.1%	6,913	1.2%
Deaths	388	1.0%	796	0.8%	3,950	0.7%
Migration	337	0.9%	-945	-0.9%	-2,752	-0.5%
<b>Employment (Pop 16+)</b>	31,714		80,242		450,629	
Armed Services	1	0.0%	10	0.0%	220	0.0%
Civilian	19,450	61.3%	51,374	64.0%	291,697	64.7%
Employed	18,529	58.4%	48,811	60.8%	276,316	61.3%
Unemployed	921	2.9%	2,564	3.2%	15,381	3.4%
Not in Labor Force	12,263	38.7%	28,858	36.0%	158,711	35.2%
<b>Employed Population</b>	18,529		48,811		276,316	
White Collar	12,891	69.6%	30,049	61.6%	172,215	62.3%
Blue Collar	5,638	30.4%	18,762	38.4%	104,101	37.7%



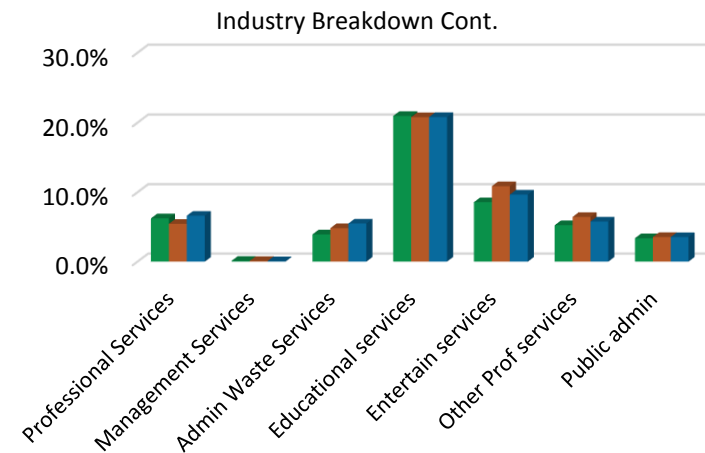
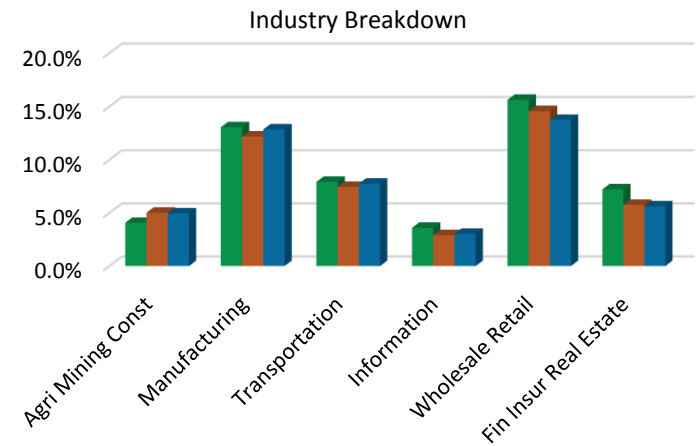


## Consumer Demographic Profile

Site: S Western Ave & Artesia Blvd | Gardena CA  
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	3 Min Drive		5 Min Drive		10 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	18,529		48,811		276,316	
White Collar	12,891	69.6%	30,049	61.6%	172,215	62.3%
Managerial executive	3,145	17.0%	6,588	13.5%	39,191	14.2%
Prof specialty	3,956	21.3%	9,241	18.9%	55,908	20.2%
Healthcare support	400	2.2%	885	1.8%	5,936	2.1%
Sales	2,021	10.9%	4,858	10.0%	28,012	10.1%
Office Admin	3,369	18.2%	8,476	17.4%	43,169	15.6%
Blue Collar	5,638	30.4%	18,762	38.4%	104,101	37.7%
Protective	393	2.1%	1,070	2.2%	6,636	2.4%
Food Prep Serving	891	4.8%	3,219	6.6%	15,185	5.5%
Bldg Maint/Cleaning	352	1.9%	1,880	3.9%	12,203	4.4%
Personal Care	854	4.6%	2,548	5.2%	13,073	4.7%
Farming/Fishing/Forestry	10	0.1%	85	0.2%	685	0.2%
Construction	1,065	5.7%	3,398	7.0%	18,103	6.6%
Production Transp	2,073	11.2%	6,562	13.4%	38,216	13.8%
<b>Employment By Industry</b>	18,529		48,811		276,316	
Agri Mining Const	754	4.1%	2,452	5.0%	13,702	5.0%
Manufacturing	2,420	13.1%	5,951	12.2%	35,534	12.9%
Transportation	1,469	7.9%	3,642	7.5%	21,438	7.8%
Information	666	3.6%	1,419	2.9%	8,384	3.0%
Wholesale Retail	2,897	15.6%	7,115	14.6%	37,992	13.7%
Fin Insur Real Estate	1,339	7.2%	2,814	5.8%	15,549	5.6%
Professional Services	1,158	6.2%	2,661	5.5%	18,303	6.6%
Management Services	23	0.1%	52	0.1%	204	0.1%
Admin Waste Services	729	3.9%	2,362	4.8%	15,194	5.5%
Educational services	3,884	21.0%	10,146	20.8%	57,511	20.8%
Entertain services	1,589	8.6%	5,313	10.9%	26,729	9.7%
Other Prof services	975	5.3%	3,148	6.4%	15,977	5.8%
Public admin	626	3.4%	1,734	3.6%	9,799	3.5%



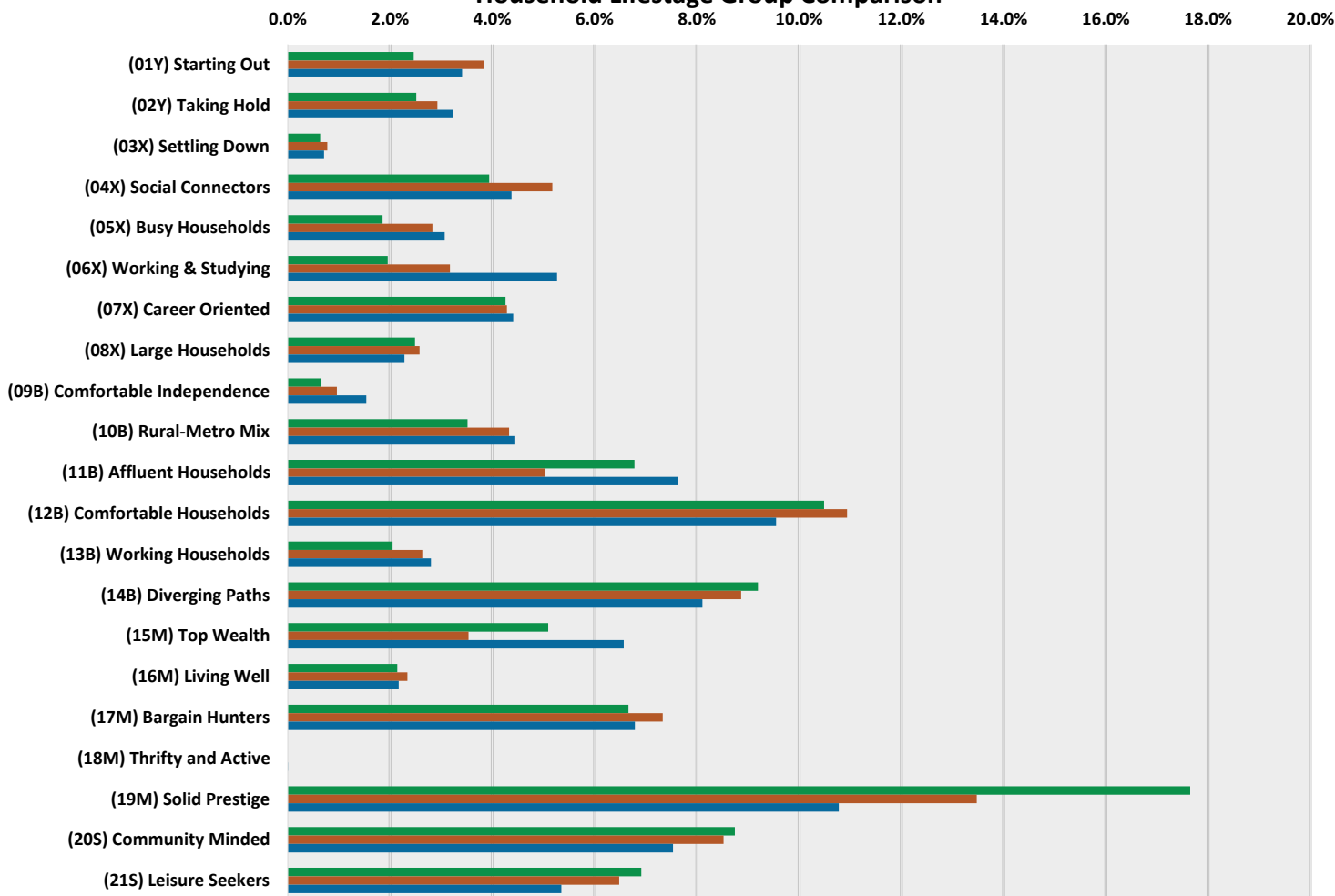
## Household Segmentation Profile

Site: S Western Ave & Artesia Blvd | Gardena CA  
Date: 9/20/2018



	Trade Area 1: 3 Min Drive	Trade Area 2: 5 Min Drive	Trade Area 3: 10 Min Drive
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Household Lifestage Group Comparison



	Trade Area 1: 3 Min Drive	Trade Area 2: 5 Min Drive	Trade Area 3: 10 Min Drive
Total Households	14,270 100%	34,340 100%	185,772 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,308	9.2%	2,257	6.6%	9,120	4.9%
2	33- Urban Diversity	(14B) Diverging Paths	1,080	7.6%	2,300	6.7%	11,305	6.1%
3	08- Solid Surroundings	(19M) Solid Prestige	938	6.6%	1,806	5.3%	7,631	4.1%
4	36- Persistent & Productive	(20S) Community Minded	845	5.9%	1,966	5.7%	9,231	5.0%
5	17- Firmly Established	(12B) Comfortable Households	813	5.7%	2,034	5.9%	9,337	5.0%
6	04- Top Professionals	(11B) Affluent Households	738	5.2%	1,259	3.7%	7,719	4.2%
7	13- Work & Play	(12B) Comfortable Households	684	4.8%	1,723	5.0%	8,407	4.5%
8	03- Corporate Connected	(15M) Top Wealth	574	4.0%	969	2.8%	6,866	3.7%
9	53- Metro Strivers	(10B) Rural-Metro Mix	500	3.5%	1,484	4.3%	8,189	4.4%
10	63- Staying Home	(17M) Bargain Hunters	473	3.3%	1,186	3.5%	6,077	3.3%

\* 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: S Western Ave & Artesia Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		14,270	100%	34,340	100%	185,772	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(01Y) Starting Out</b>		<b>351</b>	<b>2.5%</b>	<b>1,315</b>	<b>3.8%</b>	<b>6,333</b>	<b>3.4%</b>
	<a href="#">39- Setting Goals</a>	69	0.5%	244	0.7%	1,405	0.8%
	<a href="#">45- Offices &amp; Entertainment</a>	78	0.5%	256	0.7%	1,180	0.6%
	<a href="#">57- Collegiate Crowd</a>	97	0.7%	439	1.3%	1,947	1.0%
	<a href="#">58- Outdoor Fervor</a>	1	0.0%	1	0.0%	34	0.0%
	<a href="#">67- First Steps</a>	107	0.7%	374	1.1%	1,768	1.0%
<b>(02Y) Taking Hold</b>		<b>359</b>	<b>2.5%</b>	<b>1,005</b>	<b>2.9%</b>	<b>5,996</b>	<b>3.2%</b>
	<a href="#">18- Climbing the Ladder</a>	45	0.3%	104	0.3%	440	0.2%
	<a href="#">21- Children First</a>	72	0.5%	256	0.7%	1,137	0.6%
	<a href="#">24- Career Building</a>	208	1.5%	561	1.6%	4,000	2.2%
	<a href="#">30- Out &amp; About</a>	34	0.2%	83	0.2%	420	0.2%
<b>(03X) Settling Down</b>		<b>90</b>	<b>0.6%</b>	<b>265</b>	<b>0.8%</b>	<b>1,319</b>	<b>0.7%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	0	0.0%	3	0.0%
	<a href="#">41- Rural Adventure</a>	0	0.0%	5	0.0%	13	0.0%
	<a href="#">46- Rural &amp; Active</a>	90	0.6%	261	0.8%	1,303	0.7%
<b>(04X) Social Connectors</b>		<b>562</b>	<b>3.9%</b>	<b>1,777</b>	<b>5.2%</b>	<b>8,130</b>	<b>4.4%</b>
	<a href="#">42- Creative Variety</a>	76	0.5%	251	0.7%	1,313	0.7%
	<a href="#">52- Stylish &amp; Striving</a>	260	1.8%	738	2.2%	3,058	1.6%
	<a href="#">59- Mobile Mixers</a>	226	1.6%	788	2.3%	3,759	2.0%
<b>(05X) Busy Households</b>		<b>265</b>	<b>1.9%</b>	<b>972</b>	<b>2.8%</b>	<b>5,703</b>	<b>3.1%</b>
	<a href="#">37- Firm Foundations</a>	98	0.7%	332	1.0%	1,911	1.0%
	<a href="#">62- Movies &amp; Sports</a>	167	1.2%	640	1.9%	3,792	2.0%
<b>(06X) Working &amp; Studying</b>		<b>279</b>	<b>2.0%</b>	<b>1,089</b>	<b>3.2%</b>	<b>9,783</b>	<b>5.3%</b>
	<a href="#">61- City Life</a>	98	0.7%	445	1.3%	6,837	3.7%
	<a href="#">69- Productive Havens</a>	30	0.2%	102	0.3%	761	0.4%
	<a href="#">70- Favorably Frugal</a>	151	1.1%	542	1.6%	2,185	1.2%
<b>(07X) Career Oriented</b>		<b>608</b>	<b>4.3%</b>	<b>1,472</b>	<b>4.3%</b>	<b>8,191</b>	<b>4.4%</b>
	<a href="#">06- Casual Comfort</a>	92	0.6%	255	0.7%	1,885	1.0%
	<a href="#">10- Careers &amp; Travel</a>	89	0.6%	199	0.6%	1,064	0.6%
	<a href="#">20- Carving Out Time</a>	60	0.4%	138	0.4%	620	0.3%
	<a href="#">26- Getting Established</a>	366	2.6%	879	2.6%	4,623	2.5%
<b>(08X) Large Households</b>		<b>355</b>	<b>2.5%</b>	<b>885</b>	<b>2.6%</b>	<b>4,239</b>	<b>2.3%</b>
	<a href="#">11- Schools &amp; Shopping</a>	94	0.7%	227	0.7%	1,183	0.6%
	<a href="#">12- On the Go</a>	100	0.7%	241	0.7%	1,199	0.6%
	<a href="#">19- Country Comfort</a>	0	0.0%	0	0.0%	31	0.0%
	<a href="#">27- Tenured Proprietors</a>	161	1.1%	418	1.2%	1,826	1.0%
<b>(09B) Comfortable Independence</b>		<b>94</b>	<b>0.7%</b>	<b>330</b>	<b>1.0%</b>	<b>2,852</b>	<b>1.5%</b>
	<a href="#">29- City Mixers</a>	4	0.0%	9	0.0%	1,160	0.6%
	<a href="#">35- Working &amp; Active</a>	57	0.4%	187	0.5%	845	0.5%
	<a href="#">56- Metro Active</a>	33	0.2%	134	0.4%	847	0.5%
<b>(10B) Rural-Metro Mix</b>		<b>502</b>	<b>3.5%</b>	<b>1,486</b>	<b>4.3%</b>	<b>8,232</b>	<b>4.4%</b>
	<a href="#">47- Rural Parents</a>	2	0.0%	2	0.0%	10	0.0%
	<a href="#">53- Metro Strivers</a>	500	3.5%	1,484	4.3%	8,189	4.4%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	0	0.0%	33	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: S Western Ave & Artesia Blvd | Gardena CA

Date: 9/20/2018



TOTAL HOUSEHOLDS		14,270	100%	34,340	100%	185,772	100%
Lifestage Group	Cluster Name	3 Min Drive		5 Min Drive		10 Min Drive	
<b>(11B) Affluent Households</b>		<b>968</b>	<b>6.8%</b>	<b>1,725</b>	<b>5.0%</b>	<b>14,170</b>	<b>7.6%</b>
	<a href="#">01- Summit Estates</a>	74	0.5%	134	0.4%	4,431	2.4%
	<a href="#">04- Top Professionals</a>	738	5.2%	1,259	3.7%	7,719	4.2%
	<a href="#">07- Active Lifestyles</a>	156	1.1%	332	1.0%	2,020	1.1%
<b>(12B) Comfortable Households</b>		<b>1,497</b>	<b>10.5%</b>	<b>3,757</b>	<b>10.9%</b>	<b>17,744</b>	<b>9.6%</b>
	<a href="#">13- Work &amp; Play</a>	684	4.8%	1,723	5.0%	8,407	4.5%
	<a href="#">17- Firmly Established</a>	813	5.7%	2,034	5.9%	9,337	5.0%
<b>(13B) Working Households</b>		<b>293</b>	<b>2.1%</b>	<b>903</b>	<b>2.6%</b>	<b>5,201</b>	<b>2.8%</b>
	<a href="#">38- Occupational Mix</a>	293	2.1%	903	2.6%	5,200	2.8%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	0	0.0%	2	0.0%
<b>(14B) Diverging Paths</b>		<b>1,312</b>	<b>9.2%</b>	<b>3,045</b>	<b>8.9%</b>	<b>15,067</b>	<b>8.1%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	0	0.0%	4	0.0%
	<a href="#">22- Comfortable Cornerstones</a>	59	0.4%	129	0.4%	667	0.4%
	<a href="#">31- Mid-Americana</a>	108	0.8%	258	0.8%	1,129	0.6%
	<a href="#">32- Metro Mix</a>	65	0.5%	357	1.0%	1,962	1.1%
	<a href="#">33- Urban Diversity</a>	1,080	7.6%	2,300	6.7%	11,305	6.1%
<b>(15M) Top Wealth</b>		<b>727</b>	<b>5.1%</b>	<b>1,214</b>	<b>3.5%</b>	<b>12,207</b>	<b>6.6%</b>
	<a href="#">02- Established Elite</a>	152	1.1%	245	0.7%	5,341	2.9%
	<a href="#">03- Corporate Connected</a>	574	4.0%	969	2.8%	6,866	3.7%
<b>(16M) Living Well</b>		<b>306</b>	<b>2.1%</b>	<b>804</b>	<b>2.3%</b>	<b>4,029</b>	<b>2.2%</b>
	<a href="#">14- Career Centered</a>	240	1.7%	635	1.8%	3,056	1.6%
	<a href="#">15- Country Ways</a>	0	0.0%	0	0.0%	1	0.0%
	<a href="#">23- Good Neighbors</a>	66	0.5%	169	0.5%	972	0.5%
<b>(17M) Bargain Hunters</b>		<b>951</b>	<b>6.7%</b>	<b>2,518</b>	<b>7.3%</b>	<b>12,609</b>	<b>6.8%</b>
	<a href="#">43- Work &amp; Causes</a>	112	0.8%	341	1.0%	1,682	0.9%
	<a href="#">44- Open Houses</a>	157	1.1%	480	1.4%	1,980	1.1%
	<a href="#">55- Community Life</a>	140	1.0%	308	0.9%	1,754	0.9%
	<a href="#">63- Staying Home</a>	473	3.3%	1,186	3.5%	6,077	3.3%
	<a href="#">68- Staying Healthy</a>	68	0.5%	203	0.6%	1,116	0.6%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>8</b>	<b>0.0%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	0	0.0%	3	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	0	0.0%	3	0.0%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	0	0.0%	2	0.0%
<b>(19M) Solid Prestige</b>		<b>2,519</b>	<b>17.6%</b>	<b>4,627</b>	<b>13.5%</b>	<b>20,022</b>	<b>10.8%</b>
	<a href="#">05- Active &amp; Involved</a>	273	1.9%	563	1.6%	3,271	1.8%
	<a href="#">08- Solid Surroundings</a>	938	6.6%	1,806	5.3%	7,631	4.1%
	<a href="#">09- Busy Schedules</a>	1,308	9.2%	2,257	6.6%	9,120	4.9%
<b>(20S) Community Minded</b>		<b>1,248</b>	<b>8.7%</b>	<b>2,927</b>	<b>8.5%</b>	<b>13,995</b>	<b>7.5%</b>
	<a href="#">25- Clubs &amp; Causes</a>	179	1.3%	481	1.4%	2,175	1.2%
	<a href="#">28- Community Pillars</a>	223	1.6%	480	1.4%	2,588	1.4%
	<a href="#">36- Persistent &amp; Productive</a>	845	5.9%	1,966	5.7%	9,231	5.0%
<b>(21S) Leisure Seekers</b>		<b>987</b>	<b>6.9%</b>	<b>2,225</b>	<b>6.5%</b>	<b>9,940</b>	<b>5.4%</b>
	<a href="#">49- Home &amp; Garden</a>	286	2.0%	606	1.8%	2,379	1.3%
	<a href="#">51- Role Models</a>	146	1.0%	366	1.1%	1,712	0.9%
	<a href="#">64- Practical &amp; Careful</a>	171	1.2%	333	1.0%	1,147	0.6%
	<a href="#">65- Hobbies &amp; Shopping</a>	155	1.1%	417	1.2%	2,130	1.1%
	<a href="#">66- Helping Hands</a>	229	1.6%	503	1.5%	2,572	1.4%

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



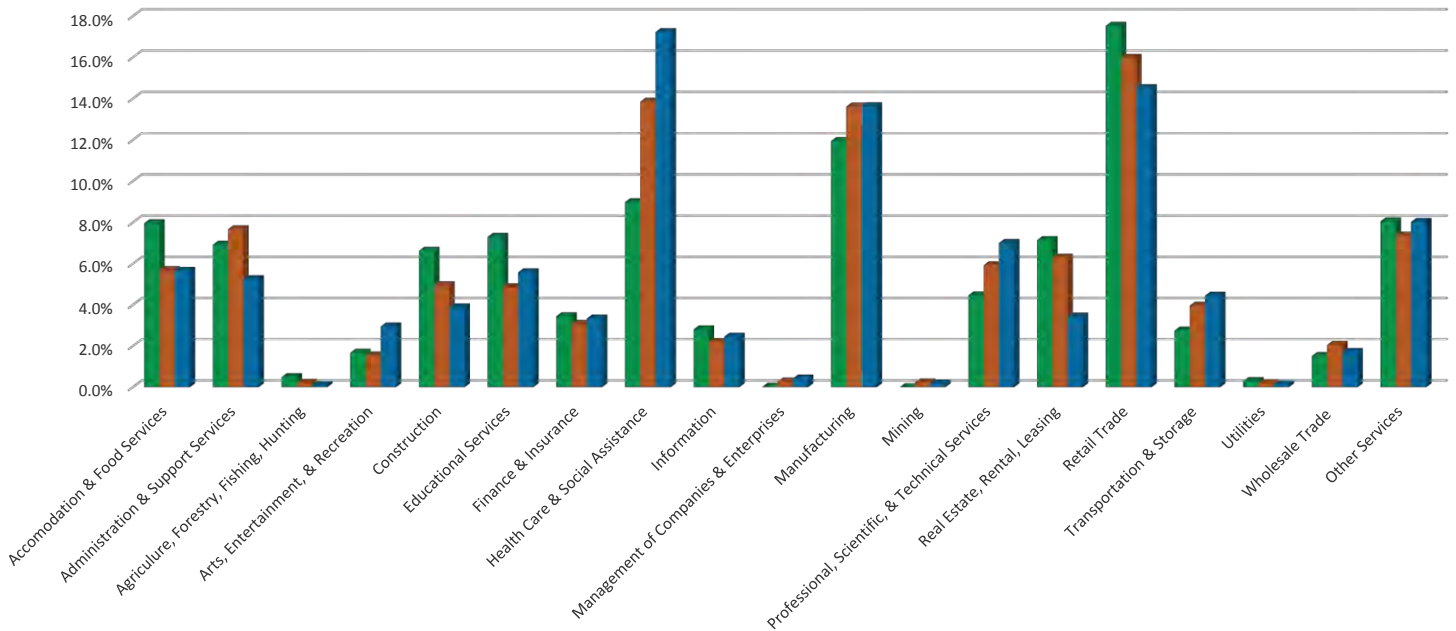
### Employment Profile

Site: S Western Ave & Artesia Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Daytime Population	48,052		126,158		692,603	
Student Population	9,499		22,620		180,643	
Median Employee Salary	42,056		43,525		45,694	
Average Employee Salary	49,645		51,524		53,855	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	1,139	4.7%	3,296	4.8%	12,482	4.0%
15,000 to 30,000 CrYr	4,703	19.5%	11,071	16.3%	51,385	16.5%
30,000 to 45,000 CrYr	7,342	30.5%	21,552	31.6%	93,166	29.8%
45,000 to 60,000 CrYr	3,917	16.3%	11,528	16.9%	51,332	16.4%
60,000 to 75,000 CrYr	2,595	10.8%	6,904	10.1%	34,069	10.9%
75,000 to 90,000 CrYr	2,233	9.3%	5,926	8.7%	27,269	8.7%
90,000 to 100,000 CrYr	551	2.3%	1,792	2.6%	8,953	2.9%
Over 100,000 CrYr	1,622	6.7%	6,045	8.9%	33,533	10.7%

### Industry Groups

Employee's by Industry



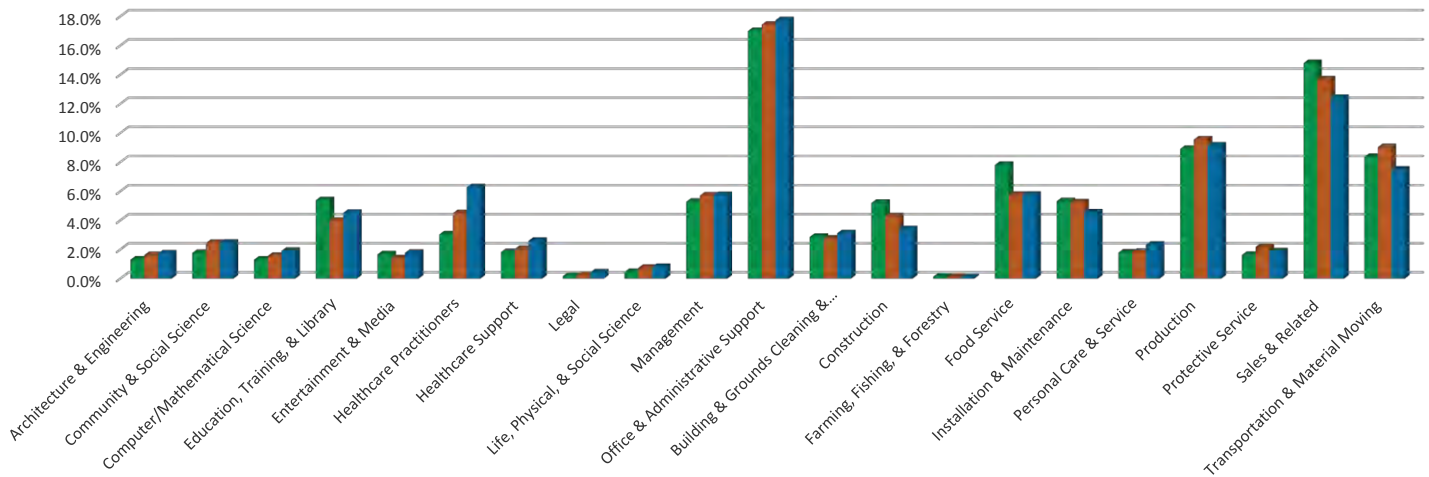
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,274</b>	<b>100%</b>	<b>24,102</b>	<b>100%</b>	<b>3,490</b>	<b>100%</b>	<b>68,113</b>	<b>100%</b>	<b>15,917</b>	<b>100%</b>	<b>312,189</b>	<b>100%</b>
Accommodation & Food Services	110	8.6%	1,920	8.0%	225	6.5%	3,882	5.7%	886	5.6%	17,673	5.7%
Administration & Support Services	40	3.2%	1,669	6.9%	117	3.4%	5,230	7.7%	520	3.3%	16,391	5.3%
Agriculture, Forestry, Fishing, Hunting	4	0.3%	118	0.5%	6	0.2%	142	0.2%	28	0.2%	320	0.1%
Arts, Entertainment, & Recreation	37	2.9%	404	1.7%	77	2.2%	1,051	1.5%	341	2.1%	9,219	3.0%
Construction	75	5.9%	1,598	6.6%	182	5.2%	3,378	5.0%	800	5.0%	12,116	3.9%
Educational Services	45	3.5%	1,761	7.3%	88	2.5%	3,308	4.9%	375	2.4%	17,449	5.6%
Finance & Insurance	67	5.3%	832	3.5%	170	4.9%	2,098	3.1%	796	5.0%	10,427	3.3%
Health Care & Social Assistance	155	12.2%	2,166	9.0%	469	13.4%	9,438	13.9%	2,528	15.9%	53,794	17.2%
Information	33	2.6%	678	2.8%	74	2.1%	1,498	2.2%	317	2.0%	7,667	2.5%
Management of Companies & Enterprises	0	0.0%	5	0.0%	2	0.1%	188	0.3%	12	0.1%	1,320	0.4%
Manufacturing	85	6.6%	2,880	11.9%	269	7.7%	9,278	13.6%	1,028	6.5%	42,565	13.6%
Mining	0	0.0%	0	0.0%	3	0.1%	157	0.2%	15	0.1%	584	0.2%
Professional, Scientific, & Technical Services	90	7.0%	1,077	4.5%	316	9.1%	4,039	5.9%	1,626	10.2%	21,883	7.0%
Real Estate, Rental, Leasing	46	3.6%	1,724	7.2%	120	3.4%	4,288	6.3%	644	4.0%	10,738	3.4%
Retail Trade	184	14.5%	4,226	17.5%	519	14.9%	10,886	16.0%	2,319	14.6%	45,315	14.5%
Transportation & Storage	25	1.9%	664	2.8%	124	3.5%	2,701	4.0%	479	3.0%	13,902	4.5%
Utilities	2	0.1%	71	0.3%	3	0.1%	133	0.2%	9	0.1%	414	0.1%
Wholesale Trade	41	3.2%	366	1.5%	150	4.3%	1,401	2.1%	582	3.7%	5,341	1.7%
Other Services	237	18.6%	1,942	8.1%	573	16.4%	5,017	7.4%	2,611	16.4%	25,070	8.0%

## Employment Profile

Site: S Western Ave & Artesia Blvd | Gardena CA  
Date Report Created: 9/20/2018

	3 Min Drive		5 Min Drive		10 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
<b>White Collar</b>	10,241	42.5%	30,772	45.2%	154,424	49.5%
Architecture & Engineering	314	1.3%	1,097	1.6%	5,371	1.7%
Community & Social Science	425	1.8%	1,666	2.4%	7,683	2.5%
Computer/Mathematical Science	313	1.3%	1,057	1.6%	5,941	1.9%
Education, Training, & Library	1,297	5.4%	2,703	4.0%	14,099	4.5%
Entertainment & Media	401	1.7%	943	1.4%	5,519	1.8%
Healthcare Practitioners	731	3.0%	3,061	4.5%	19,597	6.3%
Healthcare Support	438	1.8%	1,379	2.0%	8,092	2.6%
Legal	39	0.2%	152	0.2%	1,312	0.4%
Life, Physical, & Social Science	108	0.5%	498	0.7%	2,477	0.8%
Management	1,272	5.3%	3,887	5.7%	17,898	5.7%
Office & Administrative Support	4,095	17.0%	11,867	17.4%	55,340	17.7%
<b>Blue Collar</b>	13,685	56.8%	37,026	54.4%	156,348	50.1%
Building & Grounds Cleaning & Maintenance	691	2.9%	1,871	2.7%	9,707	3.1%
Construction	1,253	5.2%	2,914	4.3%	10,574	3.4%
Farming, Fishing, & Forestry	31	0.1%	68	0.1%	262	0.1%
Food Service	1,882	7.8%	3,913	5.7%	17,967	5.8%
Installation & Maintenance	1,281	5.3%	3,564	5.2%	14,187	4.5%
Personal Care & Service	430	1.8%	1,251	1.8%	7,250	2.3%
Production	2,147	8.9%	6,507	9.6%	28,512	9.1%
Protective Service	391	1.6%	1,480	2.2%	5,825	1.9%
Sales & Related	3,566	14.8%	9,309	13.7%	38,710	12.4%
Transportation & Material Moving	2,014	8.4%	6,150	9.0%	23,355	7.5%
<b>Military Services</b>	177	0.7%	316	0.5%	1,417	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	24,102	68,113	312,189
2018 Q1	24,298	68,775	319,708
2017 Q4	24,525	69,418	322,204
2017 Q3	23,411	67,388	308,963
2017 Q2	24,330	68,923	319,098
2017 Q1	24,532	69,457	322,656
2016 Q4	24,939	70,500	328,479
2016 Q3	23,935	68,153	309,361
2016 Q2	24,930	70,002	321,289



## Consumer Demand & Market Supply Assessment

Site:

S Western Ave & Artesia Blvd | Gardena CA

Date Report Created:

9/20/2018

### Demographics

Population  
5-Year Population estimate  
Population Households  
Group Quarters Population  
Households  
5-Year Households estimate  
WorkPlace Establishments  
Workplace Employees  
Median Household Income

38,927  
40,264  
38,558  
370  
14,389  
14,887  
1,274  
24,102  
\$62,136

100,540  
103,796  
99,738  
802  
34,359  
35,485  
3,490  
68,113  
\$58,535

572,413  
592,843  
567,088  
5,325  
186,953  
193,589  
15,917  
312,189  
\$63,449

### By Establishments

Vending Machine Operators (Non-Store)  
Shoe Stores  
Furniture Stores  
Clothing Stores  
Direct Selling Establishments  
Beer/Wine/Liquor Stores  
Used Merchandise Stores  
Bar/Drinking Places (Alcoholic Beverages)  
Book/Periodical/Music Stores  
Home Furnishing Stores  
Health/Personal Care Stores  
Jewelry/Luggage/Leather Goods  
Special Food Services  
Electronics/Appliance  
Sporting Goods/Hobby/Musical Instrument  
Automotive Dealers  
Lawn/Garden Equipment/Supplies Stores  
Grocery Stores  
Building Material/Supplies Dealers  
Florists/Misc. Store Retailers  
Gasoline Stations  
Other General Merchandise Stores  
Full-Service Restaurants  
Automotive Parts/Accessories/Tire  
Limited-Service Eating Places  
Department Stores  
Other Misc. Store Retailers  
Electronic Shopping/Mail Order Houses  
Specialty Food Stores  
Office Supplies/Stationary/Gift  
Other Motor Vehicle Dealers

\$4,556,659  
\$4,380,999  
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\$90,309,390

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\$382,026,171

-4%  
15%  
55%  
11%  
76%  
35%  
-3%  
-14%  
20%  
11%  
1%  
-22%  
7%  
22%  
78%  
19%  
18%  
-1%  
50%  
12%  
83%  
18%  
-16%  
96%  
-6%  
45%  
104%  
9%  
47%  
100%  
386%

Consumer Demand/Market Supply Index

\$736,942,601

\$1,299,280,866

57

\$1,940,726,637

\$3,866,137,986

50

\$10,788,028,544

\$13,422,517,501

80

## Consumer Demand & Market Supply Assessment

Site:

S Western Ave & Artesia Blvd | Gardena CA

Date Report Created:

9/20/2018

### By Major Product Lines

	3 Min Drive				5 Min Drive				10 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Footwear, including Accessories	\$10,599,183	\$9,803,867	(\$795,316)	-8%	\$27,613,935	\$44,017,089	\$16,403,154	59%	\$157,865,071	\$168,683,357	\$10,818,287	7%
Womens/Juniors/Misses Wear	\$26,103,653	\$30,979,858	\$4,876,206	19%	\$68,158,781	\$108,972,179	\$40,813,398	60%	\$388,160,411	\$427,730,405	\$39,569,994	10%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,241,122	\$1,584,554	\$343,432	28%	\$3,227,762	\$8,018,337	\$4,790,575	148%	\$18,196,996	\$48,825,958	\$30,628,962	168%
Alcoholic Drinks Served at the Establishment	\$23,572,531	\$30,250,748	\$6,678,217	28%	\$65,467,628	\$59,225,238	(\$6,242,390)	-10%	\$318,639,179	\$218,959,270	(\$99,679,909)	-31%
Floor/Floor Coverings	\$5,364,085	\$6,931,764	\$1,567,680	29%	\$14,067,244	\$29,240,506	\$15,173,262	108%	\$79,613,000	\$99,582,886	\$19,969,886	25%
Furniture/Sleep/Outdoor/Patio Furniture	\$18,724,644	\$25,223,408	\$6,498,764	35%	\$48,856,627	\$128,407,138	\$79,550,511	163%	\$278,557,318	\$324,919,655	\$46,362,337	17%
Jewelry (including Watches)	\$6,535,106	\$9,162,550	\$2,627,444	40%	\$17,099,775	\$29,669,347	\$12,569,573	74%	\$97,245,995	\$90,114,394	(\$7,131,602)	-7%
Packaged Liquor/Wine/Beer	\$12,525,819	\$17,730,807	\$5,204,988	42%	\$32,683,380	\$49,264,181	\$16,580,801	51%	\$185,778,929	\$240,340,949	\$54,562,020	29%
Pets/Pet Foods/Pet Supplies	\$5,976,196	\$8,694,196	\$2,718,000	45%	\$15,432,193	\$25,194,721	\$9,762,528	63%	\$87,756,113	\$100,502,124	\$12,746,011	15%
Groceries/Other Food Items (Off Premises)	\$108,204,239	\$160,682,654	\$52,478,415	48%	\$282,026,208	\$335,874,040	\$53,847,833	19%	\$1,595,206,285	\$1,685,229,258	\$90,022,973	6%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,562,149	\$2,459,341	\$897,192	57%	\$4,008,677	\$6,434,100	\$2,425,422	61%	\$22,768,813	\$28,934,378	\$6,165,565	27%
Mens Wear	\$10,092,005	\$16,212,373	\$6,120,368	61%	\$26,291,402	\$56,349,357	\$30,057,954	114%	\$150,167,004	\$199,194,700	\$49,027,696	33%
Dimensional Lumber/Other Building Materials	\$15,346,265	\$24,966,036	\$9,619,771	63%	\$39,901,672	\$96,812,006	\$56,910,334	143%	\$226,089,959	\$349,627,757	\$123,537,798	55%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$83,972,103	\$139,421,646	\$55,449,544	66%	\$219,645,349	\$508,589,552	\$288,944,204	132%	\$1,241,049,841	\$1,221,111,180	(\$19,938,661)	-2%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,766,648	\$4,605,832	\$1,839,185	66%	\$7,245,845	\$17,579,958	\$10,334,113	143%	\$40,962,021	\$63,970,345	\$23,008,325	56%
Childrens Wear/Infants/Toddlers Clothing	\$4,213,454	\$7,111,624	\$2,898,170	69%	\$11,166,391	\$20,931,249	\$9,764,859	87%	\$63,852,420	\$95,937,643	\$32,085,223	50%
Autos/Cars/Vans/Trucks/Motorcycles	\$106,451,962	\$186,706,857	\$80,254,894	75%	\$279,016,345	\$421,877,525	\$142,861,180	51%	\$1,586,789,358	\$2,082,531,970	\$495,742,612	31%
Cigars/Cigarettes/Tobacco/Accessories	\$8,208,688	\$14,470,259	\$6,261,571	76%	\$21,620,033	\$38,631,507	\$17,011,474	79%	\$121,641,150	\$185,067,973	\$63,426,823	52%
Automotive Tires/Tubes/Batteries/Parts	\$21,644,371	\$39,047,673	\$17,403,301	80%	\$56,745,801	\$126,664,272	\$69,918,471	123%	\$320,641,336	\$475,531,471	\$154,890,135	48%
Meats/Nonalcoholic Beverages	\$82,089,057	\$149,829,528	\$67,740,471	83%	\$222,383,416	\$292,102,376	\$69,718,959	31%	\$1,150,325,748	\$1,106,480,119	(\$43,845,629)	-4%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,534,761	\$19,467,012	\$8,932,251	85%	\$27,606,468	\$74,670,765	\$47,064,297	170%	\$156,185,763	\$241,402,809	\$85,217,046	55%
Lawn/Garden/Farm Equipment/Supplies	\$10,909,173	\$20,352,540	\$9,443,367	87%	\$28,260,443	\$70,705,787	\$42,445,344	150%	\$160,005,459	\$215,066,510	\$55,061,052	34%
Automotive Fuels	\$43,956,586	\$82,801,087	\$38,844,500	88%	\$114,827,832	\$287,494,247	\$172,666,415	150%	\$650,466,903	\$1,240,805,330	\$590,338,427	91%
Books/Periodicals	\$3,073,590	\$6,176,096	\$3,102,506	101%	\$8,073,097	\$27,558,495	\$19,485,398	241%	\$46,178,428	\$65,131,390	\$18,952,961	41%
Kitchenware/Home Furnishings	\$8,319,139	\$16,746,733	\$8,427,594	101%	\$21,733,947	\$65,798,884	\$44,064,937	203%	\$122,831,590	\$161,006,942	\$38,175,352	31%
Sewing/Knitting Materials/Supplies	\$319,933	\$652,087	\$332,154	104%	\$818,239	\$2,168,588	\$1,350,349	165%	\$4,619,309	\$9,315,709	\$4,696,400	102%
Soaps/Detergents/Household Cleaners	\$3,396,978	\$7,112,826	\$3,715,848	109%	\$8,862,394	\$15,663,315	\$6,800,921	77%	\$50,043,914	\$74,448,092	\$24,404,178	49%
Computer Hardware/Software/Supplies	\$23,114,486	\$49,377,258	\$26,262,772	114%	\$64,467,075	\$220,787,899	\$156,320,824	242%	\$311,762,668	\$322,496,861	\$10,734,193	3%
Paper/Related Products	\$2,995,674	\$6,743,743	\$3,748,069	125%	\$7,822,814	\$13,287,972	\$5,465,158	70%	\$44,139,446	\$66,869,599	\$22,730,153	51%
Major Household Appliances	\$2,365,168	\$5,491,786	\$3,126,617	132%	\$6,027,350	\$18,572,040	\$12,544,690	208%	\$34,454,604	\$65,634,202	\$31,179,598	90%
Automotive Lubricants (incl Oil, Greases)	\$2,365,168	\$5,491,786	\$3,126,617	132%	\$6,027,350	\$18,572,040	\$12,544,690	208%	\$34,454,604	\$65,634,202	\$31,179,598	90%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,115,469	\$7,760,792	\$4,645,323	149%	\$8,073,941	\$28,808,558	\$20,734,617	257%	\$45,856,492	\$73,904,309	\$28,047,817	61%
Retailer Services	\$20,879,563	\$53,511,864	\$32,632,301	156%	\$53,984,444	\$148,204,068	\$94,219,624	175%	\$307,247,913	\$490,711,559	\$183,463,647	60%
Small Electric Appliances	\$1,478,286	\$4,027,552	\$2,549,266	172%	\$3,863,922	\$15,036,566	\$11,172,644	289%	\$21,932,302	\$32,614,165	\$10,681,863	49%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,188,777	\$17,123,829	\$10,935,052	177%	\$16,254,063	\$66,138,982	\$49,884,920	307%	\$92,481,668	\$172,004,888	\$79,523,220	86%
Audio Equipment/Musical Instruments	\$3,934,032	\$11,005,939	\$7,071,907	180%	\$10,294,586	\$45,541,350	\$35,246,764	342%	\$58,538,755	\$92,367,866	\$33,829,111	58%
Toys/Hobby Goods/Games	\$3,499,505	\$9,836,805	\$6,337,299	181%	\$9,191,086	\$34,971,210	\$25,780,123	280%	\$52,136,368	\$96,012,073	\$43,875,706	84%
All Other Merchandise	\$27,303,993	\$76,797,581	\$49,493,588	181%	\$71,236,346	\$266,523,290	\$195,286,944	274%	\$403,146,248	\$614,441,345	\$211,295,097	52%
Photographic Equipment/Supplies	\$740,927	\$2,298,571	\$1,557,644	210%	\$1,930,673	\$7,572,486	\$5,641,813	292%	\$11,028,807	\$21,118,293	\$10,089,486	91%
Televisions/VCR/Video Cameras/DVD etc	\$4,410,677	\$13,744,464	\$9,333,787	212%	\$11,554,847	\$46,353,255	\$34,798,408	301%	\$65,693,447	\$123,654,135	\$57,960,688	88%



## Consumer Demand & Market Supply Assessment

Site:

S Western Ave & Artesia Blvd | Gardena CA

Date Report Created:

9/20/2018

3 Min Drive

5 Min Drive

10 Min Drive

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