



CITY OF CLOVIS, CA (Feb 2021)

INSIGHT

MARKET ANALYTICS

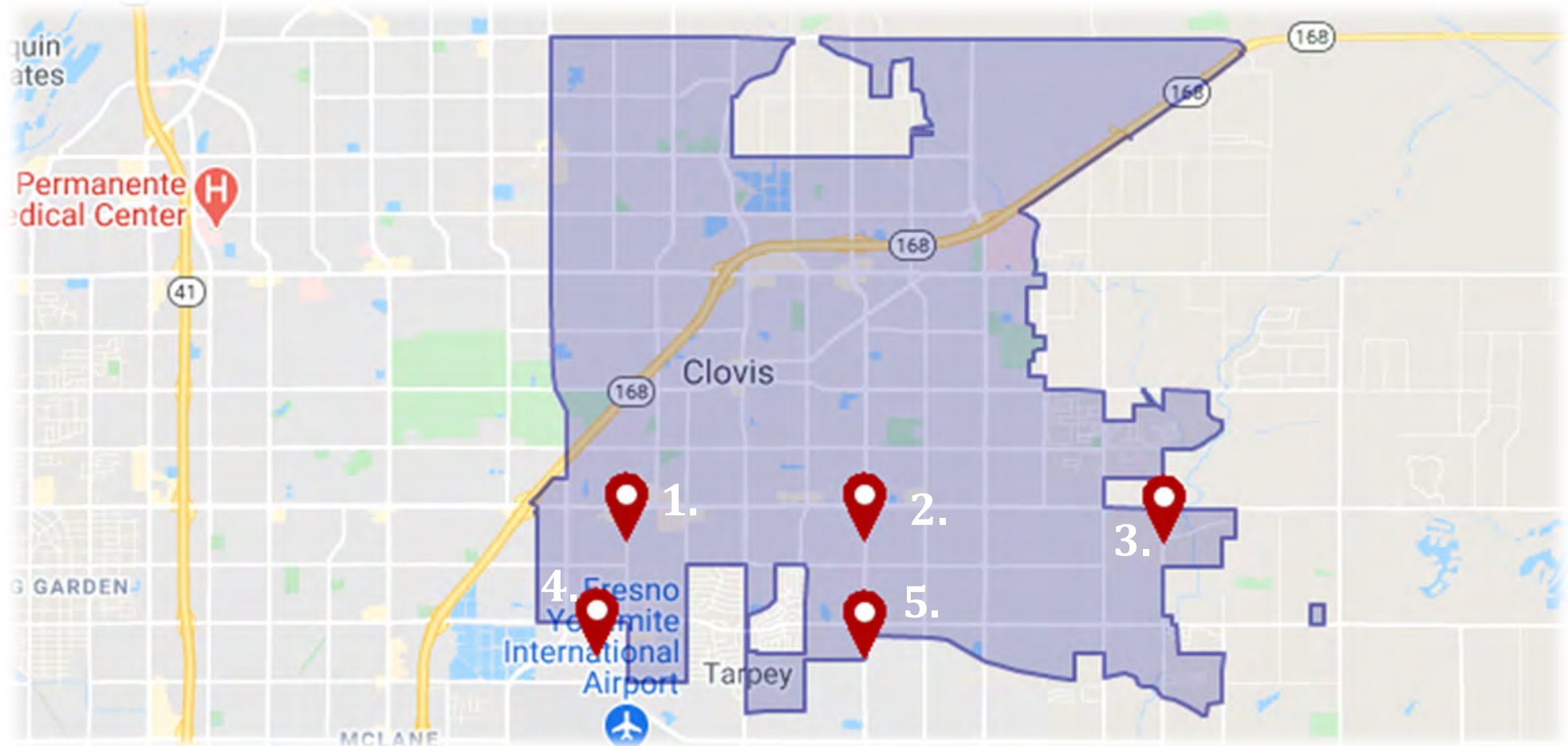
HdL ECON Solutions

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Population
Households
Average HH Income
White Collar (Residents)
College Degree & Above

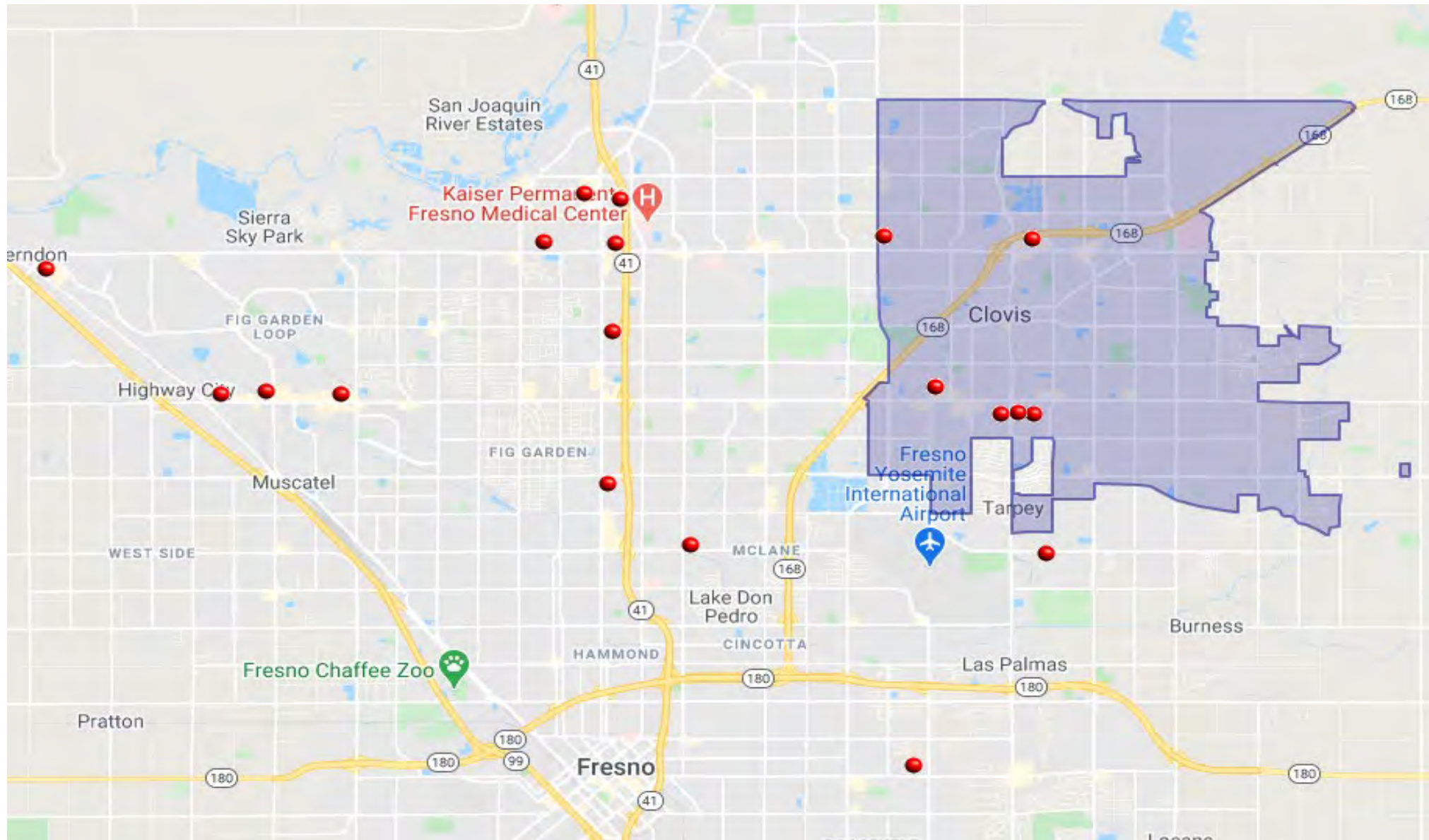
Clovis	
Population	115,846
Households	39,919
Average HH Income	\$98,766
White Collar (Residents)	70%
College Degree & Above	40%

Major Retail Areas

- 1 Shaw Ave & Peach Ave
- 2 Shaw Ave & Fowler Ave
- 3 Shaw Ave & Leonard Ave
- 4 Ashlan Ave & Willow/Peach Ave
- 5 Ashlan Ave & Fowler Ave

CITY OF CLOVIS

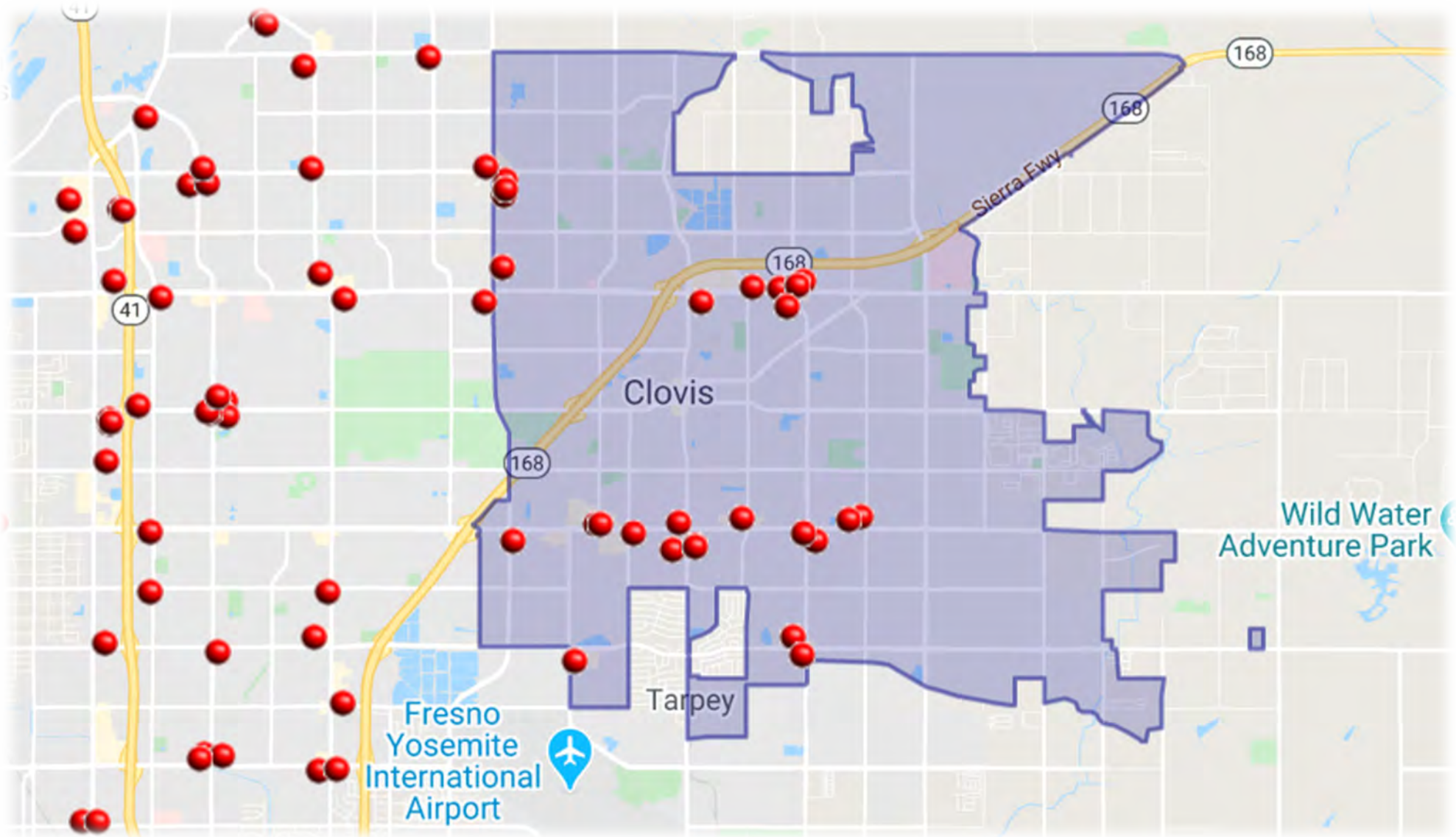
General Merchandise



GENERAL MERCHANDISE refers to the following categories: general stores and super centers

CITY OF CLOVIS

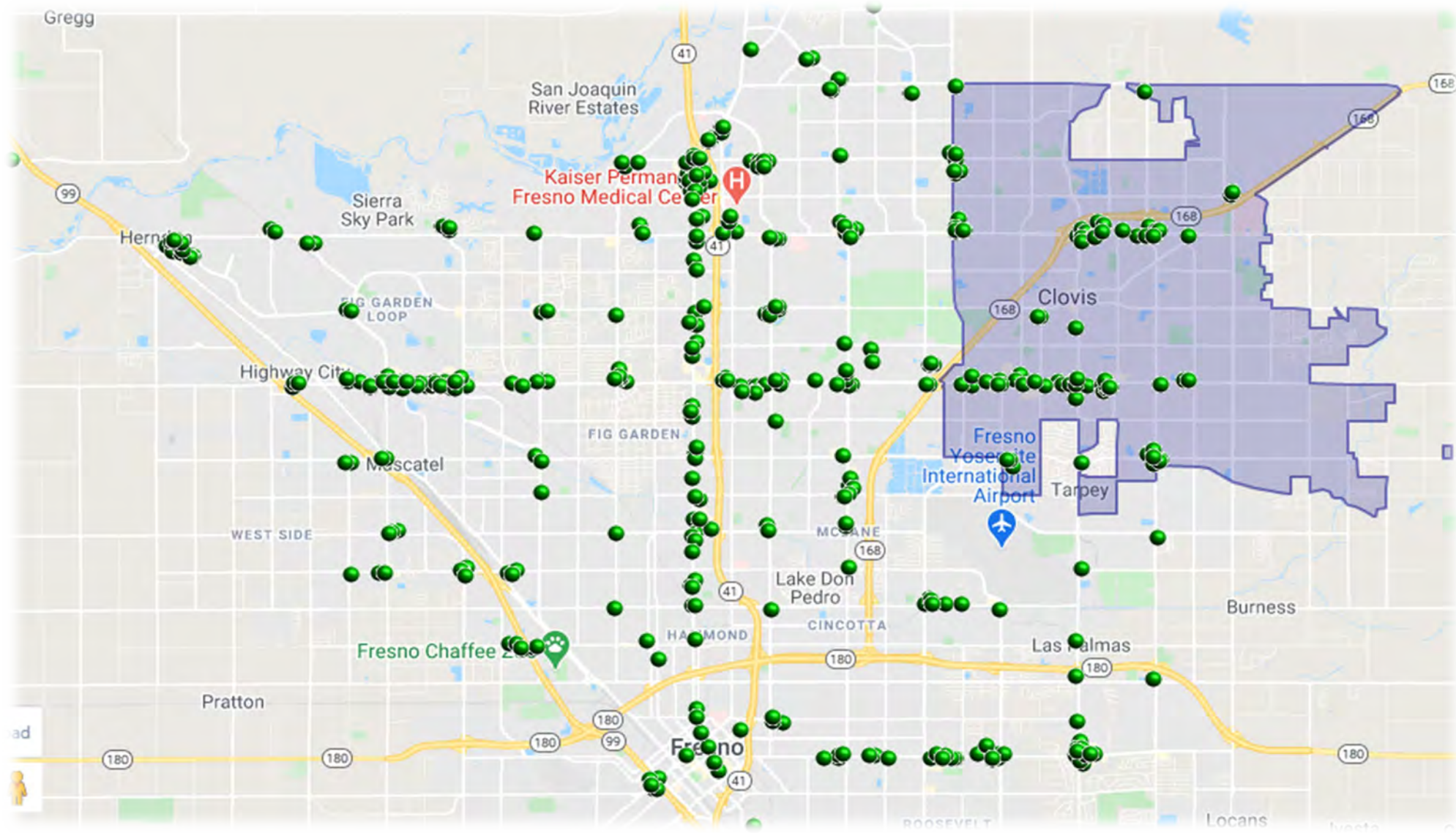
Markets



MARKETS refers to the following categories: Grocery Stores and Pharmacy stores

CITY OF CLOVIS

Restaurants

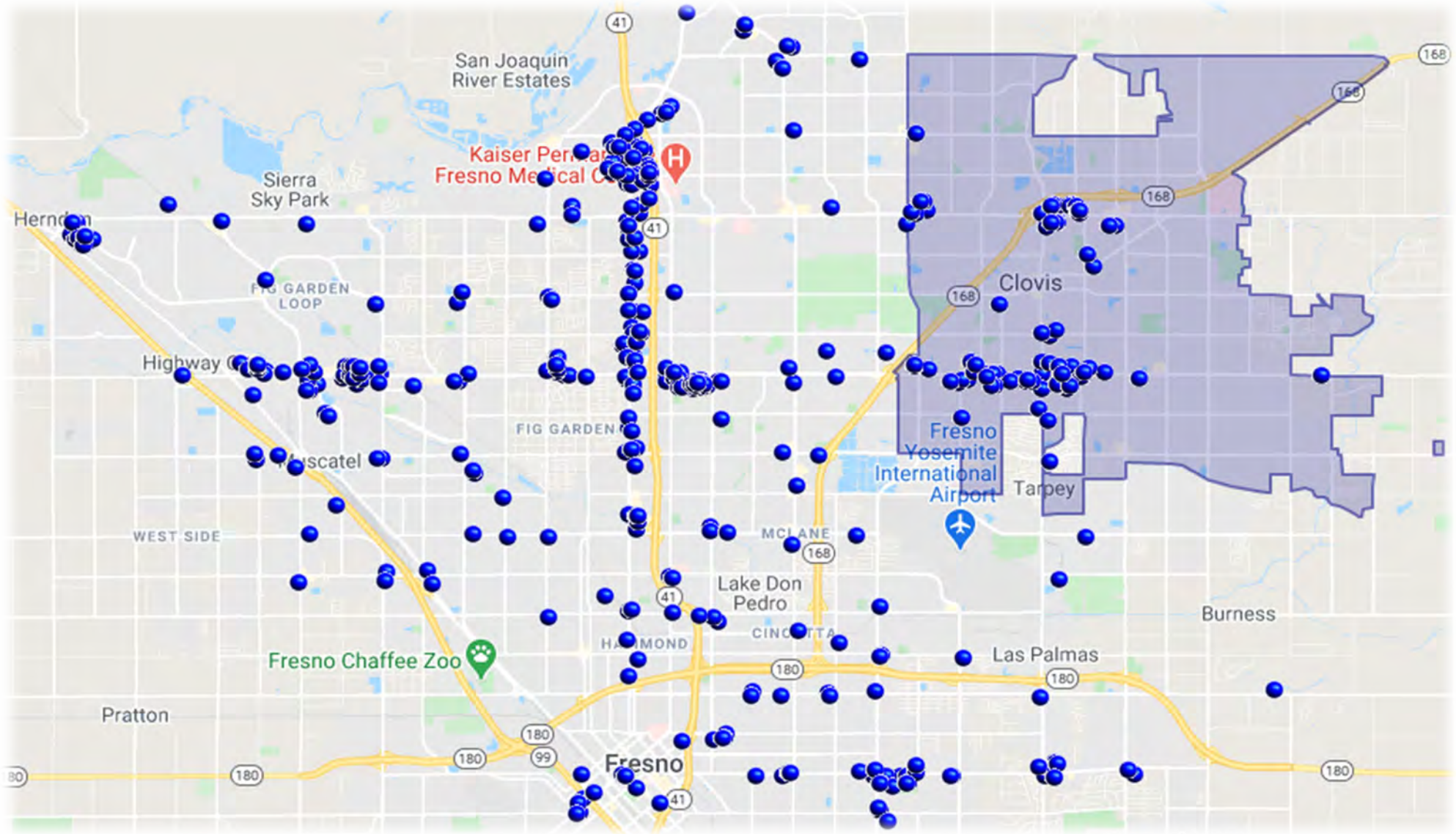


RESTAURANTS refer to the following categories: Fast Casual, Casual Dining, Fine Dining and Quick Services restaurants.



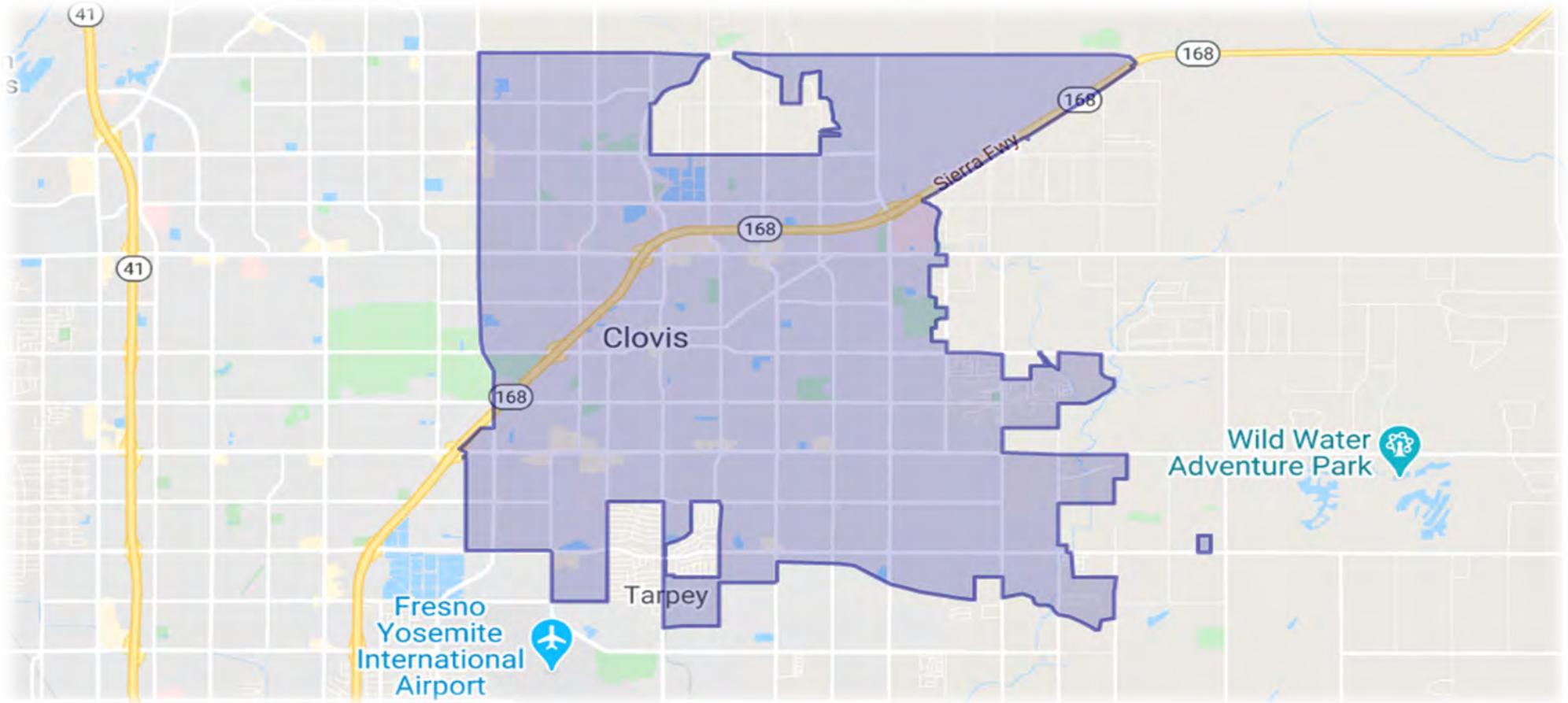
CITY OF CLOVIS

Retail



**RETAIL refers to the following concepts types: Clothing, Consumer Electronics Store, Cosmetics & Beauty, Department Stores, Footware/Shoes Stores, Hobbies/Toys/Crafts/Books., Home Improvement Stores, Home Specialty Retail Stores, Sports & Recreational*





Population
Households
Average HH Income
White Collar (Residents)
Colleg Degree & Above

Clovis

115,846
 39,919
 \$98,766
 70%
 40%

Consumer Demographic Profile

Site: Clovis City

Date Report Created: 2/26/2021

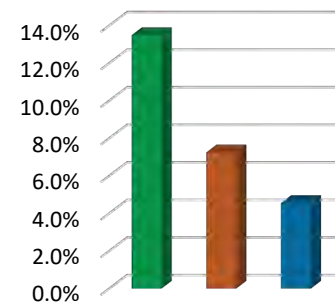
INSIGHT

MARKET ANALYTICS

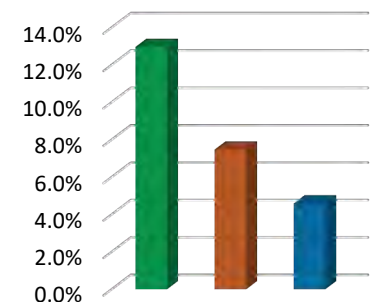
Hdl ECONsolutions

	Clovis CA		Fresno County CA		California	
	#	%	#	%	#	%
Market Stats						
Population	115,846	---	998,150	---	39,558,116	---
5 Year Projected Pop	131,476	---	1,070,528	---	41,361,144	---
Pop Growth (%)	13.5%	---	7.3%	---	4.6%	---
Households	39,919	---	310,928	---	13,387,323	---
5 Year Projected HHs	45,092	---	334,143	---	14,001,740	---
HH Growth (%)	13.0%	---	7.5%	---	4.6%	---
Census Stats						
2000 Population	71,117	---	798,824	---	33,871,648	---
2010 Population	97,160	---	930,450	---	37,253,956	---
Pop Growth (%)	36.6%	---	16.5%	---	10.0%	---
2000 Households	25,273	---	252,770	---	11,502,864	---
2010 Households	33,949	---	289,391	---	12,577,498	---
HH Growth (%)	34.3%	---	14.5%	---	9.3%	---
Total Population by Age						
Average Age	38.4		37.0		39.1	
19 yrs & under	27,862	24.1%	252,461	25.3%	9,189,707	23.2%
20 to 24 yrs	12,485	10.8%	110,622	11.1%	3,946,190	10.0%
25 to 34 yrs	15,619	13.5%	149,750	15.0%	5,223,741	13.2%
35 to 44 yrs	13,656	11.8%	129,049	12.9%	5,115,346	12.9%
45 to 54 yrs	14,535	12.5%	111,910	11.2%	4,989,336	12.6%
55 to 64 yrs	14,488	12.5%	109,153	10.9%	4,949,613	12.5%
65 to 74 yrs	10,658	9.2%	81,917	8.2%	3,688,919	9.3%
75 to 84 yrs	4,888	4.2%	39,337	3.9%	1,812,913	4.6%
85 + yrs	1,655	1.4%	13,951	1.4%	642,351	1.6%
Population Bases						
20-34 yrs	28,105	24.3%	260,372	26.1%	9,169,931	23.2%
45-64 yrs	29,023	25.1%	221,063	22.1%	9,938,949	25.1%
16 yrs +	91,203	78.7%	777,206	77.9%	31,359,763	79.3%
25 yrs +	75,499	65.2%	635,067	63.6%	26,422,219	66.8%
65 yrs +	17,201	14.8%	135,205	13.5%	6,144,183	15.5%
75 yrs +	6,543	5.6%	53,288	5.3%	2,455,264	6.2%
85 yrs +	1,655	1.4%	13,951	1.4%	642,351	1.6%

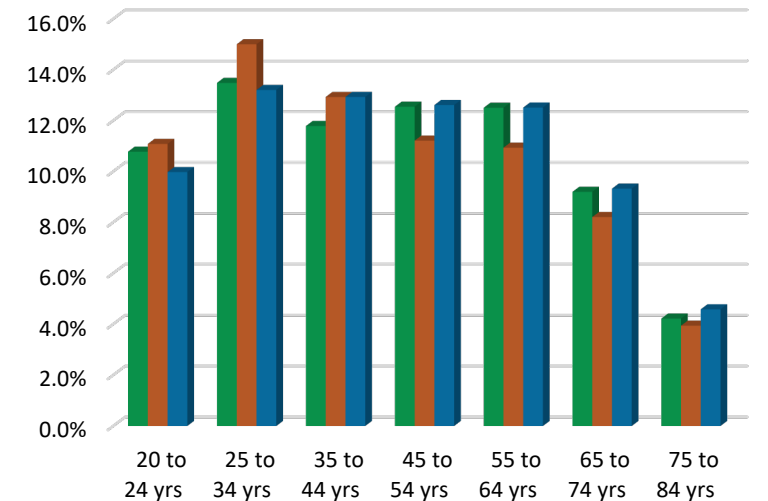
Pop Growth (%)



HH Growth (%)



Population by Age Group



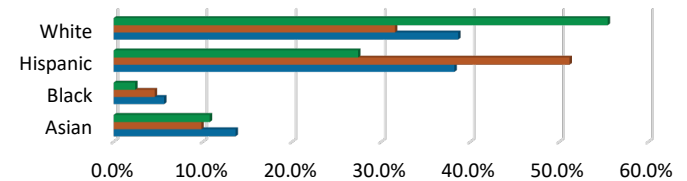
Consumer Demographic Profile

Site: Clovis City

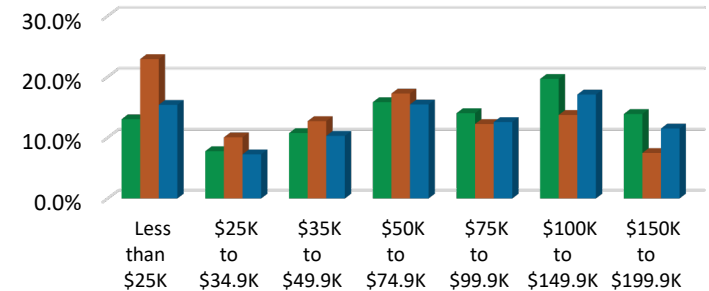
Date Report Created: 2/26/2021

	Clovis CA		Fresno County CA		California	
	#	%	#	%	#	%
Population by Race						
White	64,211	55.4%	314,878	31.5%	15,284,010	38.6%
Hispanic	31,750	27.4%	510,519	51.1%	15,119,959	38.2%
Black	2,795	2.4%	45,968	4.6%	2,237,231	5.7%
Asian	12,485	10.8%	98,206	9.8%	5,408,681	13.7%
Ancestry						
American Indian (ancestry)	882	0.8%	6,412	0.6%	176,088	0.4%
Hawaiin (ancestry)	215	0.2%	1,156	0.1%	141,452	0.4%
Household Income						
Per Capita Income	\$34,034	---	\$23,861	---	\$37,121	---
Average HH Income	\$98,766	---	\$76,599	---	\$109,689	---
Median HH Income	\$79,009	---	\$55,706	---	\$77,775	---
Less than \$25K	5,203	13.0%	71,246	22.9%	2,060,911	15.4%
\$25K to \$34.9K	3,105	7.8%	31,280	10.1%	971,145	7.3%
\$35K to \$49.9K	4,293	10.8%	39,552	12.7%	1,378,855	10.3%
\$50K to \$74.9K	6,323	15.8%	53,662	17.3%	2,069,387	15.5%
\$75K to \$99.9K	5,599	14.0%	38,069	12.2%	1,682,304	12.6%
\$100K to \$149.9K	7,848	19.7%	42,714	13.7%	2,288,052	17.1%
\$150K to \$199.9K	5,546	13.9%	23,258	7.5%	1,540,890	11.5%
\$200K +	2,002	5.0%	11,147	3.6%	1,395,779	10.4%
Education						
Less than 9th Grade	2,487	3.3%	90,292	14.2%	2,490,185	9.4%
Some HS, No Diploma	3,870	5.1%	66,123	10.4%	2,022,981	7.7%
HS Grad (or Equivalent)	15,264	20.2%	144,643	22.8%	5,457,034	20.7%
Some College, No Degree	20,855	27.6%	147,174	23.2%	5,585,970	21.1%
Associate Degree	7,999	10.6%	54,381	8.6%	2,071,448	7.8%
Bachelor Degree	16,150	21.4%	87,450	13.8%	5,488,526	20.8%
Graduates Degree	5,687	7.5%	28,552	4.5%	2,245,502	8.5%

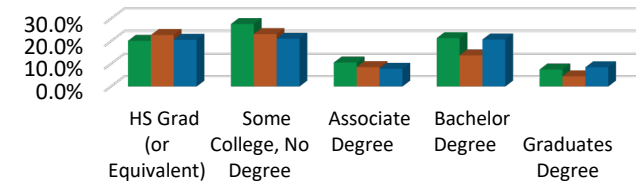
Ethnic Breakdown



Household Income Levels - %



Education

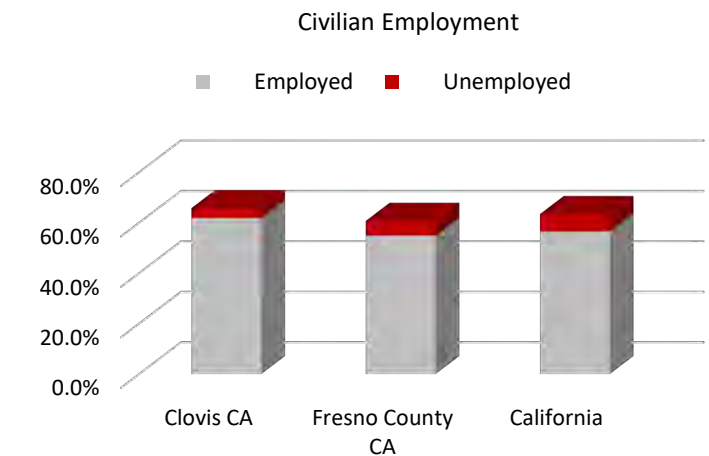
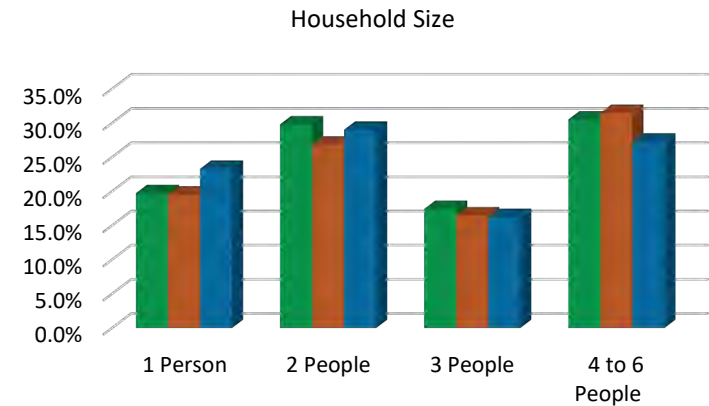


Consumer Demographic Profile

Site: Clovis City

Date Report Created: 2/26/2021

	Clovis CA		Fresno County CA		California	
	#	%	#	%	#	%
Family Structure	29,931		232,160		9,261,382	
Single - Male	1,515	5.1%	12,548	5.4%	456,986	4.9%
Single - Female	2,392	8.0%	23,641	10.2%	917,674	9.9%
Single Parent - Male	1,351	4.5%	12,088	5.2%	338,373	3.7%
Single Parent - Female	3,185	10.6%	32,753	14.1%	820,661	8.9%
Married w/ Children	9,835	32.9%	68,699	29.6%	2,890,209	31.2%
Married w/out Children	11,653	38.9%	82,431	35.5%	3,837,479	41.4%
Household Size						
1 Person	7,884	19.7%	60,796	19.6%	3,119,936	23.3%
2 People	11,907	29.8%	83,525	26.9%	3,887,183	29.0%
3 People	6,960	17.4%	51,295	16.5%	2,175,766	16.3%
4 to 6 People	12,187	30.5%	97,939	31.5%	3,655,586	27.3%
7+ People	982	2.5%	17,373	5.6%	548,852	4.1%
Home Ownership	39,919		310,928		13,387,323	
Owners	24,767	62.0%	171,230	55.1%	7,508,815	56.1%
Renters	15,152	38.0%	139,698	44.9%	5,878,508	43.9%
Components of Change						
Births	1,394	1.2%	12,633	1.3%	442,607	1.1%
Deaths	789	0.7%	6,296	0.6%	284,750	0.7%
Migration	2,377	2.1%	874	0.1%	-40,644	-0.1%
Employment (Pop 16+)	91,203		777,206		31,359,763	
Armed Services	262	0.3%	809	0.1%	146,118	0.5%
Civilian	60,035	65.8%	472,149	60.7%	19,898,849	63.5%
Employed	56,541	62.0%	427,811	55.0%	17,779,080	56.7%
Unemployed	3,494	3.8%	44,338	5.7%	2,119,769	6.8%
Not in Labor Force	31,168	34.2%	305,057	39.3%	11,460,914	36.5%
Employed Population	56,541		427,811		17,779,080	
White Collar	39,728	70.3%	239,147	55.9%	11,363,321	63.9%
Blue Collar	16,813	29.7%	188,664	44.1%	6,415,759	36.1%

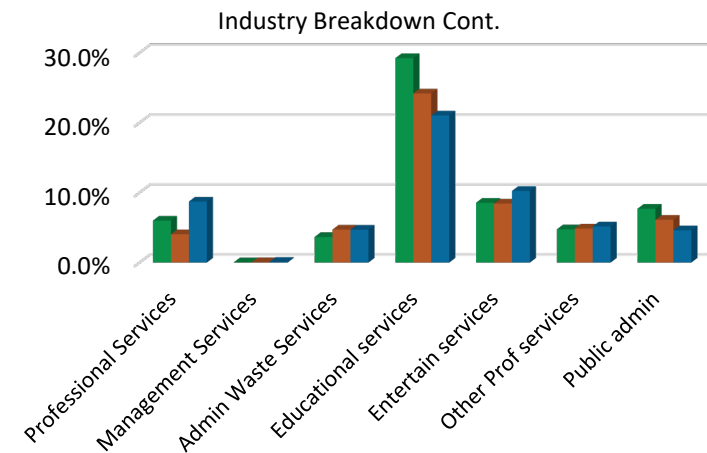
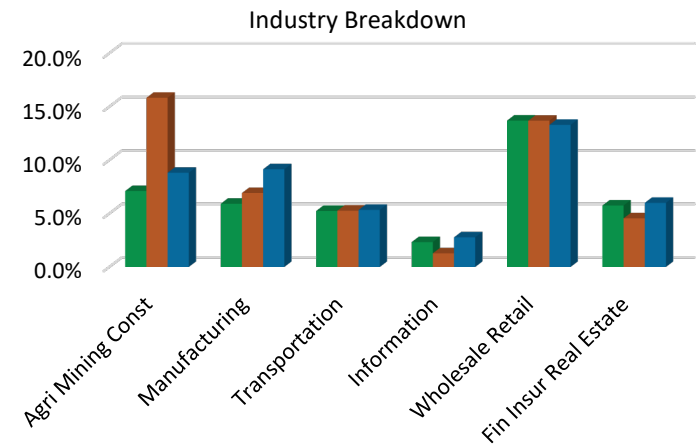


Consumer Demographic Profile

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	Clovis CA		Fresno County CA		California	
	#	%	#	%	#	%
Employment By Occupation	56,541		427,811		17,779,080	
White Collar	39,728	70.3%	239,147	55.9%	11,363,321	63.9%
Managerial executive	9,108	16.1%	49,705	11.6%	2,839,733	16.0%
Prof specialty	15,426	27.3%	80,619	18.8%	4,122,070	23.2%
Healthcare support	2,016	3.6%	20,182	4.7%	634,277	3.6%
Sales	6,470	11.4%	41,881	9.8%	1,816,519	10.2%
Office Admin	6,708	11.9%	46,760	10.9%	1,950,722	11.0%
Blue Collar	16,813	29.7%	188,664	44.1%	6,415,759	36.1%
Protective	1,787	3.2%	10,355	2.4%	373,367	2.1%
Food Prep Serving	2,974	5.3%	23,384	5.5%	999,963	5.6%
Bldg Maint/Cleaning	1,349	2.4%	18,238	4.3%	723,957	4.1%
Personal Care	1,574	2.8%	11,956	2.8%	535,282	3.0%
Farming/Fishing/Forestry	494	0.9%	32,542	7.6%	298,920	1.7%
Construction	3,207	5.7%	31,888	7.5%	1,342,780	7.6%
Production Transp	5,428	9.6%	60,301	14.1%	2,141,490	12.0%
Employment By Industry	56,541		427,811		17,779,080	
Agri Mining Const	4,020	7.1%	67,735	15.8%	1,567,778	8.8%
Manufacturing	3,344	5.9%	29,610	6.9%	1,625,964	9.1%
Transportation	2,963	5.2%	22,531	5.3%	949,604	5.3%
Information	1,317	2.3%	5,477	1.3%	493,913	2.8%
Wholesale Retail	7,745	13.7%	58,551	13.7%	2,364,346	13.3%
Fin Insur Real Estate	3,251	5.8%	19,485	4.6%	1,066,720	6.0%
Professional Services	3,394	6.0%	17,323	4.0%	1,551,240	8.7%
Management Services	22	0.0%	255	0.1%	20,250	0.1%
Admin Waste Services	2,071	3.7%	20,216	4.7%	837,104	4.7%
Educational services	16,530	29.2%	103,450	24.2%	3,740,353	21.0%
Entertain services	4,839	8.6%	36,142	8.4%	1,822,421	10.3%
Other Prof services	2,686	4.8%	20,840	4.9%	919,030	5.2%
Public admin	4,359	7.7%	26,196	6.1%	820,357	4.6%



Employment Profile

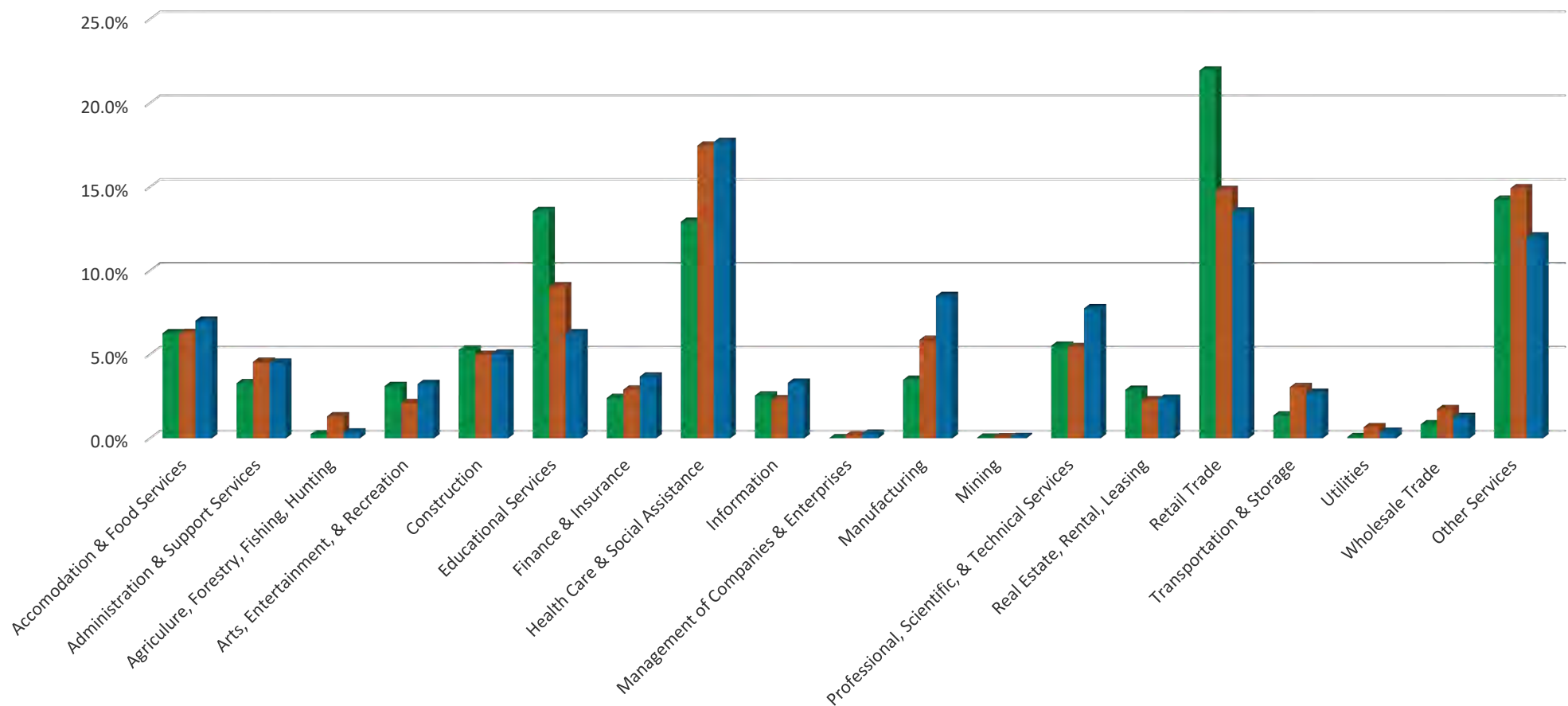
Site: Clovis City

Date Report Created: 2/26/2021

	Clovis CA		Fresno County CA		California	
Daytime Population	109,168		1,046,663		44,272,478	
Student Population	38,334		346,150		11,553,777	
Median Employee Salary	44,485		44,812		47,989	
Average Employee Salary	50,398		51,485		56,225	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	838	2.8%	9,144	3.1%	475,503	2.8%
15,000 to 30,000 CrYr	1,862	6.3%	16,235	5.5%	1,321,417	7.9%
30,000 to 45,000 CrYr	13,096	44.4%	129,000	43.9%	5,831,972	34.9%
45,000 to 60,000 CrYr	5,932	20.1%	59,919	20.4%	3,397,072	20.4%
60,000 to 75,000 CrYr	2,711	9.2%	24,870	8.5%	1,858,177	11.1%
75,000 to 90,000 CrYr	2,173	7.4%	20,807	7.1%	1,499,371	9.0%
90,000 to 100,000 CrYr	1,107	3.8%	14,025	4.8%	586,954	3.5%
Over 100,000 CrYr	1,768	6.0%	19,953	6.8%	1,720,275	10.3%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,215	100%	29,487	100%	19,677	100%	293,953	100%	1,027,610	100%	16,690,741	100%
Accommodation & Food Services	141	6.4%	1,847	6.3%	1,069	5.4%	18,451	6.3%	59,636	5.8%	1,171,210	7.0%
Administration & Support Services	88	4.0%	968	3.3%	765	3.9%	13,404	4.6%	33,481	3.3%	752,736	4.5%
Agriculture, Forestry, Fishing, Hunting	10	0.4%	73	0.2%	286	1.5%	3,854	1.3%	5,560	0.5%	57,641	0.3%
Arts, Entertainment, & Recreation	56	2.5%	919	3.1%	395	2.0%	6,183	2.1%	24,416	2.4%	540,554	3.2%
Construction	173	7.8%	1,560	5.3%	1,164	5.9%	14,623	5.0%	57,239	5.6%	843,974	5.1%
Educational Services	78	3.5%	3,997	13.6%	634	3.2%	26,662	9.1%	27,551	2.7%	1,045,752	6.3%
Finance & Insurance	142	6.4%	710	2.4%	1,031	5.2%	8,530	2.9%	55,453	5.4%	614,922	3.7%
Health Care & Social Assistance	345	15.6%	3,809	12.9%	3,415	17.4%	51,326	17.5%	182,545	17.8%	2,950,528	17.7%
Information	39	1.7%	752	2.6%	322	1.6%	6,839	2.3%	21,373	2.1%	553,014	3.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	11	0.1%	580	0.2%	763	0.1%	45,368	0.3%
Manufacturing	51	2.3%	1,029	3.5%	672	3.4%	17,272	5.9%	44,655	4.3%	1,416,701	8.5%
Mining	1	0.0%	11	0.0%	11	0.1%	164	0.1%	596	0.1%	13,288	0.1%
Professional, Scientific, & Technical Services	180	8.1%	1,627	5.5%	1,894	9.6%	15,987	5.4%	114,295	11.1%	1,294,844	7.8%
Real Estate, Rental, Leasing	121	5.5%	853	2.9%	872	4.4%	6,667	2.3%	44,879	4.4%	393,485	2.4%
Retail Trade	321	14.5%	6,467	21.9%	2,658	13.5%	43,540	14.8%	135,031	13.1%	2,258,600	13.5%
Transportation & Storage	22	1.0%	401	1.4%	490	2.5%	8,968	3.1%	13,739	1.3%	452,643	2.7%
Utilities	2	0.1%	22	0.1%	36	0.2%	1,944	0.7%	1,648	0.2%	64,353	0.4%
Wholesale Trade	40	1.8%	246	0.8%	547	2.8%	5,116	1.7%	26,149	2.5%	211,788	1.3%
Other Services	407	18.4%	4,196	14.2%	3,405	17.3%	43,843	14.9%	178,601	17.4%	2,009,340	12.0%



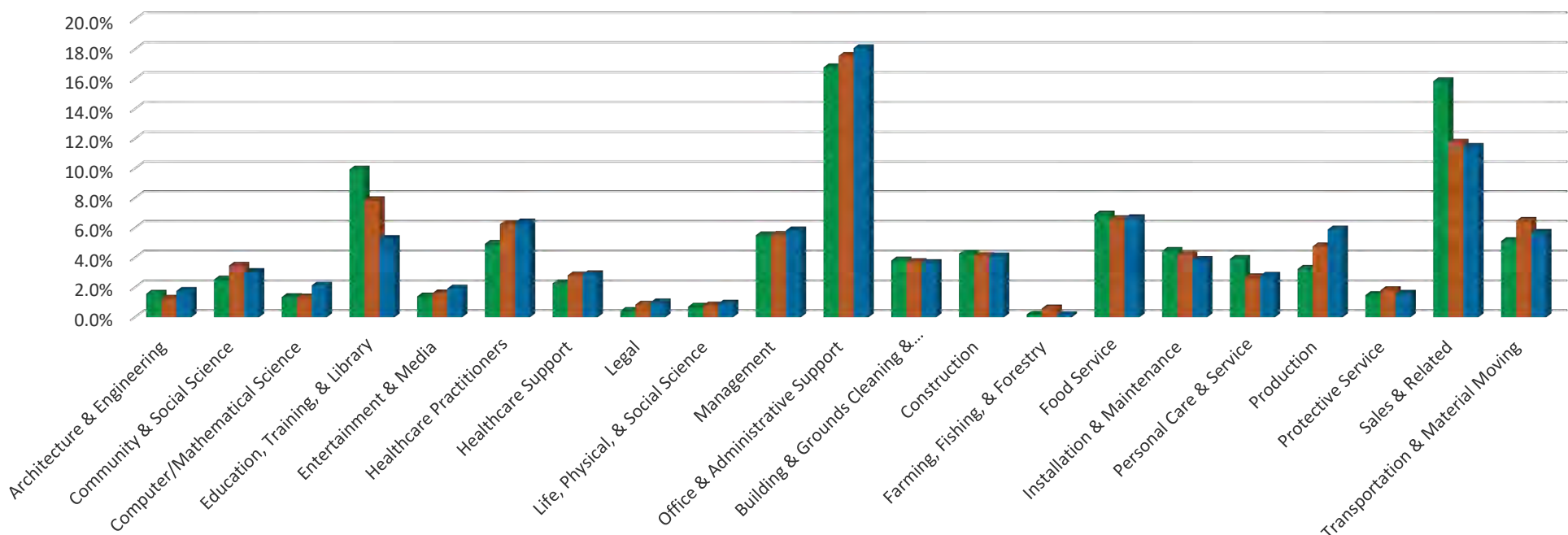
Employment Profile

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	Clovis CA		Fresno County CA		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	14,884	50.5%	154,247	52.5%	8,806,243	52.8%
Architecture & Engineering	465	1.6%	3,639	1.2%	294,293	1.8%
Community & Social Science	746	2.5%	10,185	3.5%	506,323	3.0%
Computer/Mathematical Science	398	1.3%	3,886	1.3%	358,139	2.1%
Education, Training, & Library	2,927	9.9%	23,105	7.9%	876,834	5.3%
Entertainment & Media	411	1.4%	4,698	1.6%	321,223	1.9%
Healthcare Practitioners	1,454	4.9%	18,411	6.3%	1,062,525	6.4%
Healthcare Support	672	2.3%	8,258	2.8%	482,066	2.9%
Legal	124	0.4%	2,471	0.8%	166,091	1.0%
Life, Physical, & Social Science	208	0.7%	2,316	0.8%	151,729	0.9%
Management	1,623	5.5%	16,263	5.5%	973,277	5.8%
Office & Administrative Support	4,949	16.8%	51,595	17.6%	3,018,225	18.1%
Blue Collar	14,513	49.2%	137,257	46.7%	7,635,932	45.7%
Building & Grounds Cleaning & Maintenance	1,122	3.8%	10,880	3.7%	606,668	3.6%
Construction	1,259	4.3%	12,154	4.1%	684,345	4.1%
Farming, Fishing, & Forestry	54	0.2%	1,720	0.6%	26,399	0.2%
Food Service	2,034	6.9%	19,370	6.6%	1,110,208	6.7%
Installation & Maintenance	1,313	4.5%	12,448	4.2%	641,176	3.8%
Personal Care & Service	1,154	3.9%	7,882	2.7%	464,293	2.8%
Production	957	3.2%	13,981	4.8%	983,584	5.9%
Protective Service	437	1.5%	5,324	1.8%	263,106	1.6%
Sales & Related	4,675	15.9%	34,469	11.7%	1,910,399	11.4%
Transportation & Material Moving	1,508	5.1%	19,029	6.5%	945,754	5.7%
Military Services	90	0.3%	2,449	0.8%	248,566	1.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	29,487	293,953	16,690,741
2020 Q3	28,434	283,750	16,148,532
2020 Q2	29,379	295,294	16,720,118
2020 Q1	28,718	288,135	16,530,774
2019 Q4	29,661	298,363	16,787,522
2019 Q3	28,431	287,215	16,201,344
2019 Q2	29,755	300,238	16,752,627
2019 Q1	28,896	291,962	16,633,018
2018 Q4	29,417	297,878	16,782,536



Consumer Demand & Market Supply Assessment

Site: Clovis City

Date Report Created: 2/26/2021

Demographics

Population	115,846
5-Year Population estimate	131,476
Population Households	115,507
Group Quarters Population	339
Households	39,919
5-Year Households estimate	45,092
WorkPlace Establishments	2,215
Workplace Employees	29,487
Median Household Income	\$79,009

By Establishments

	Clovis CA				Fresno County CA				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$356,904,761	\$0	(\$356,904,761)	-100%	\$3,048,863,920	\$1,897,299,581	(\$1,151,564,339)	-38%	\$128,768,264,851	\$100,208,475,983	(\$28,559,788,868)	-22%
Home Furnishing Stores	\$20,659,238	\$3,095,582	(\$17,563,656)	-85%	\$173,679,858	\$121,816,272	(\$51,863,586)	-30%	\$7,163,146,005	\$7,206,648,304	\$43,502,299	1%
Other Motor Vehicle Dealers	\$24,512,126	\$6,758,037	(\$17,754,089)	-72%	\$200,062,149	\$325,994,819	\$125,932,670	63%	\$8,453,349,827	\$8,512,369,205	\$59,019,378	1%
Furniture Stores	\$22,197,711	\$6,308,499	(\$15,889,212)	-72%	\$183,434,221	\$77,504,410	(\$105,929,811)	-58%	\$7,708,859,729	\$7,378,061,711	(\$330,798,018)	-4%
Lawn/Garden Equipment/Supplies Stores	\$12,393,707	\$3,989,971	(\$8,403,736)	-68%	\$103,053,363	\$96,053,402	(\$6,999,961)	-7%	\$4,281,475,222	\$4,468,101,626	\$186,626,404	4%
Florists/Misc. Store Retailers	\$3,137,887	\$1,131,665	(\$2,006,222)	-64%	\$26,088,219	\$19,841,850	(\$6,246,369)	-24%	\$1,084,026,456	\$1,122,154,100	\$38,127,644	4%
Special Food Services	\$30,514,147	\$14,144,997	(\$16,369,150)	-54%	\$262,622,934	\$241,481,807	(\$21,141,127)	-8%	\$12,398,340,330	\$12,779,740,552	\$381,400,222	3%
Used Merchandise Stores	\$6,431,134	\$3,109,484	(\$3,321,650)	-52%	\$53,852,885	\$34,981,705	(\$18,871,180)	-35%	\$2,225,598,123	\$1,964,313,309	(\$261,284,814)	-12%
Grocery Stores	\$221,634,848	\$116,664,801	(\$104,970,047)	-47%	\$1,876,637,998	\$1,329,657,803	(\$546,980,195)	-29%	\$76,311,660,694	\$72,641,820,201	(\$3,669,840,493)	-5%
Direct Selling Establishments	\$11,521,592	\$6,467,710	(\$5,053,882)	-44%	\$98,093,835	\$150,949,794	\$52,855,959	54%	\$3,978,028,700	\$3,126,648,977	(\$851,379,723)	-21%
Specialty Food Stores	\$11,692,205	\$6,759,512	(\$4,932,693)	-42%	\$99,020,806	\$68,445,220	(\$30,575,586)	-31%	\$4,022,980,660	\$3,715,427,104	(\$307,553,556)	-8%
Clothing Stores	\$92,132,068	\$57,802,334	(\$34,329,734)	-37%	\$768,345,270	\$424,113,790	(\$344,231,480)	-45%	\$31,874,132,119	\$32,547,855,253	\$673,723,134	2%
Bar/Drinking Places (Alcoholic Beverages)	\$6,240,966	\$4,390,275	(\$1,850,691)	-30%	\$54,504,165	\$37,246,525	(\$17,257,640)	-32%	\$2,746,282,332	\$2,997,497,801	\$251,215,469	9%
Other Misc. Store Retailers	\$32,361,738	\$22,855,376	(\$9,506,363)	-29%	\$271,151,417	\$129,550,886	(\$141,600,531)	-52%	\$11,209,113,138	\$11,375,810,979	\$166,697,841	1%
Automotive Parts/Accessories/Tire	\$34,292,017	\$24,399,757	(\$9,892,260)	-29%	\$292,149,973	\$309,759,560	\$17,609,587	6%	\$11,791,996,248	\$11,833,333,287	\$41,337,039	0%
Gasoline Stations	\$168,706,253	\$131,226,547	(\$37,479,706)	-22%	\$1,419,769,094	\$1,194,648,055	(\$225,121,039)	-16%	\$58,064,560,437	\$81,251,927,805	\$23,187,367,368	40%
Electronics/Appliance	\$32,724,816	\$25,739,357	(\$6,985,459)	-21%	\$281,137,977	\$197,269,953	(\$83,868,024)	-30%	\$12,750,722,633	\$11,881,907,078	(\$868,815,555)	-7%
Full-Service Restaurants	\$96,261,732	\$80,260,681	(\$16,001,051)	-17%	\$833,606,582	\$754,876,477	(\$78,730,105)	-9%	\$40,265,441,293	\$42,866,294,970	\$2,600,853,677	6%
Book/Periodical/Music Stores	\$6,391,028	\$5,757,998	(\$633,030)	-10%	\$53,738,149	\$53,515,506	(\$222,643)	0%	\$2,228,510,291	\$2,230,338,785	\$1,828,494	0%
Jewelry/Luggage/Leather Goods	\$12,537,400	\$11,827,106	(\$710,294)	-6%	\$104,941,285	\$71,429,499	(\$33,511,786)	-32%	\$4,323,677,704	\$4,259,200,011	(\$64,477,693)	-1%
Shoe Stores	\$13,614,320	\$14,832,532	\$1,218,212	9%	\$112,586,357	\$84,721,415	(\$27,864,942)	-25%	\$4,708,403,670	\$4,834,109,973	\$125,706,303	3%
Health/Personal Care Stores	\$119,687,569	\$135,664,001	\$15,976,431	13%	\$1,025,263,793	\$1,077,682,318	\$52,418,525	5%	\$41,310,363,548	\$42,615,187,001	\$1,304,823,453	3%
Other General Merchandise Stores	\$228,135,524	\$262,530,622	\$34,395,098	15%	\$1,932,226,092	\$1,967,975,289	\$35,749,197	2%	\$78,921,932,020	\$84,431,103,809	\$5,509,171,789	7%
Building Material/Supplies Dealers	\$118,620,183	\$139,510,975	\$20,890,792	18%	\$998,242,714	\$939,774,387	(\$58,468,327)	-6%	\$40,851,613,270	\$45,130,590,569	\$4,278,977,299	10%
Limited-Service Eating Places	\$104,963,933	\$125,741,254	\$20,777,321	20%	\$904,575,225	\$944,400,142	\$39,824,917	4%	\$42,701,932,694	\$45,530,409,259	\$2,828,476,565	7%
Beer/Wine/Liquor Stores	\$19,034,085	\$30,381,142	\$11,347,057	60%	\$157,488,923	\$193,525,142	\$36,036,219	23%	\$6,527,433,843	\$6,606,418,818	\$78,984,975	1%
Automotive Dealers	\$394,429,448	\$637,390,627	\$242,961,179	62%	\$3,223,214,231	\$3,146,420,817	(\$76,793,414)	-2%	\$135,734,759,934	\$133,917,693,131	(\$1,817,066,803)	-1%
Sporting Goods/Hobby/Musical Instrument	\$21,217,555	\$39,870,029	\$18,652,473	88%	\$175,817,221	\$176,909,614	\$1,092,393	1%	\$7,346,457,887	\$7,364,348,707	\$17,890,820	0%
Department Stores	\$44,321,775	\$123,116,485	\$78,794,711	178%	\$373,019,042	\$604,150,261	\$231,131,219	62%	\$15,341,117,624	\$19,197,046,402	\$3,855,928,778	25%
Vending Machine Operators (Non-Store)	\$15,554,122	\$45,206,862	\$29,652,740	191%	\$131,954,352	\$421,327,952	\$289,373,600	219%	\$5,442,389,125	\$5,307,680,086	(\$134,709,039)	-2%
Office Supplies/Stationary/Gift	\$10,334,577	\$34,415,513	\$24,080,936	233%	\$87,418,787	\$125,941,668	\$38,522,881	44%	\$3,710,210,522	\$3,698,060,362	(\$12,150,160)	0%
Consumer Demand/Market Supply Index	\$2,293,160,466	\$2,121,349,728	108		\$19,326,560,837	\$17,219,265,919	112		\$814,246,780,929	\$823,000,575,158	99	

Consumer Demand & Market Supply Assessment

Site: Clovis City

Date Report Created: 2/26/2021

By Major Product Lines

	Clovis CA				Fresno County CA				California			
	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	\$45,925,229	\$14,913,189	(\$31,012,040)	-68%	\$436,964,071	\$449,306,652	\$12,342,581	3%	\$23,154,845,606	\$17,661,664,613	(\$5,493,180,993)	-24%
Furniture/Sleep/Outdoor/Patio Furniture	\$63,443,072	\$24,496,155	(\$38,946,917)	-61%	\$524,238,533	\$328,868,571	(\$195,369,962)	-37%	\$22,033,004,892	\$17,210,537,932	(\$4,822,466,960)	-22%
Lawn/Garden/Farm Equipment/Supplies	\$34,821,156	\$15,361,793	(\$19,459,363)	-56%	\$290,391,648	\$199,002,412	(\$91,389,236)	-31%	\$12,027,922,925	\$12,353,563,927	\$325,641,002	3%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$297,188,259	\$176,922,831	(\$120,265,428)	-40%	\$2,552,407,654	\$1,797,502,924	(\$754,904,730)	-30%	\$102,515,418,083	\$83,002,658,944	(\$19,512,759,139)	-19%
Kitchenware/Home Furnishings	\$28,235,962	\$17,004,460	(\$11,231,502)	-40%	\$236,444,879	\$192,172,322	(\$44,272,557)	-19%	\$9,722,178,419	\$9,785,787,583	\$63,609,164	1%
Pets/Pet Foods/Pet Supplies	\$20,027,802	\$12,955,187	(\$7,072,615)	-35%	\$162,735,434	\$94,837,599	(\$67,897,835)	-42%	\$6,928,978,234	\$5,031,328,271	(\$1,897,649,963)	-27%
Small Electric Appliances	\$5,178,927	\$3,424,830	(\$1,754,097)	-34%	\$43,884,937	\$36,702,079	(\$7,182,858)	-16%	\$1,790,947,900	\$1,940,477,327	\$149,529,427	8%
All Other Merchandise	\$93,091,201	\$65,756,273	(\$27,334,928)	-29%	\$782,324,153	\$681,523,539	(\$100,800,614)	-13%	\$32,204,462,131	\$31,062,692,799	(\$1,141,769,332)	-4%
Floor/Floor Coverings	\$16,923,588	\$11,973,956	(\$4,949,632)	-29%	\$144,523,514	\$136,712,847	(\$7,810,667)	-5%	\$5,901,055,910	\$6,133,343,431	\$232,287,521	4%
Womens/Juniors/Misses Wear	\$80,614,414	\$57,148,577	(\$23,465,838)	-29%	\$675,816,486	\$478,444,094	(\$197,372,392)	-29%	\$27,921,500,329	\$28,281,961,448	\$360,461,119	1%
Audio Equipment/Musical Instruments	\$13,527,725	\$10,078,957	(\$3,448,768)	-25%	\$113,104,000	\$121,306,013	\$8,202,013	7%	\$4,657,264,091	\$4,889,481,692	\$232,217,601	5%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$4,093,089	\$3,111,001	(\$982,088)	-24%	\$35,445,709	\$63,548,608	\$28,102,899	79%	\$1,398,323,159	\$2,188,021,685	\$789,698,526	56%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$10,122,293	\$7,746,618	(\$2,375,675)	-23%	\$84,725,409	\$80,115,261	(\$4,610,148)	-5%	\$3,518,155,172	\$4,483,247,750	\$965,092,578	27%
Automotive Tires/Tubes/Batteries/Parts	\$69,473,047	\$53,697,225	(\$15,775,823)	-23%	\$594,860,407	\$481,292,291	(\$113,568,116)	-19%	\$23,879,018,148	\$21,122,130,839	(\$2,756,887,309)	-12%
Groceries/Other Food Items (Off Premises)	\$343,509,073	\$271,795,392	(\$71,713,681)	-21%	\$2,908,731,363	\$2,500,096,218	(\$408,635,145)	-14%	\$117,694,845,480	\$112,243,266,207	(\$5,451,579,273)	-5%
Automotive Fuels	\$155,043,221	\$122,841,904	(\$32,201,317)	-21%	\$1,299,603,206	\$1,100,866,086	(\$198,737,120)	-15%	\$53,200,038,857	\$76,899,853,483	\$23,699,814,626	45%
Books/Periodicals	\$8,738,259	\$6,944,181	(\$1,794,078)	-21%	\$73,169,325	\$90,129,122	\$16,959,797	23%	\$3,019,378,785	\$3,328,684,590	\$309,305,805	10%
Mens Wear	\$31,178,207	\$25,275,500	(\$5,902,707)	-19%	\$255,003,984	\$208,704,103	(\$46,299,881)	-18%	\$10,759,707,793	\$12,301,196,085	\$1,541,488,292	14%
Footwear, including Accessories	\$33,302,409	\$27,056,470	(\$6,245,939)	-19%	\$275,387,834	\$193,989,110	(\$81,398,724)	-30%	\$11,517,659,857	\$10,654,320,558	(\$863,339,299)	-7%
Alcoholic Drinks Served at the Establishment	\$36,987,110	\$34,340,099	(\$2,647,011)	-7%	\$324,131,612	\$317,707,999	(\$6,423,613)	-2%	\$16,494,949,561	\$16,972,436,455	\$477,486,894	3%
Meats/Nonalcoholic Beverages	\$211,929,805	\$205,947,355	(\$5,982,450)	-3%	\$1,826,706,438	\$1,797,296,886	(\$29,409,552)	-2%	\$86,251,561,924	\$91,130,297,310	\$4,878,735,386	6%
Jewelry (including Watches)	\$19,508,460	\$19,049,315	(\$459,144)	-2%	\$163,595,273	\$148,960,103	(\$14,635,170)	-9%	\$6,723,484,524	\$7,329,305,042	\$605,820,518	9%
Packaged Liquor/Wine/Beer	\$41,978,156	\$41,449,923	(\$528,233)	-1%	\$344,315,947	\$322,070,328	(\$22,245,619)	-6%	\$14,313,300,523	\$14,504,839,772	\$191,539,249	1%
Cigars/Cigarettes/Tobacco/Accessories	\$25,732,801	\$27,446,520	\$1,713,719	7%	\$229,890,737	\$216,575,518	(\$13,315,219)	-6%	\$8,978,626,839	\$10,583,776,855	\$1,605,150,016	18%
Childrens Wear/Infants/Toddlers Clothing	\$12,416,396	\$13,671,482	\$1,255,086	10%	\$103,042,836	\$96,377,046	(\$6,665,790)	-6%	\$4,298,722,146	\$5,864,031,134	\$1,565,308,988	36%
Hardware/Tools/Plumbing/Electrical Supplies	\$33,953,545	\$39,014,250	\$5,060,706	15%	\$288,022,675	\$288,911,799	\$889,124	0%	\$11,666,271,739	\$13,254,098,793	\$1,587,827,054	14%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$19,406,735	\$23,246,739	\$3,840,003	20%	\$159,472,664	\$179,860,355	\$20,387,691	13%	\$6,758,305,722	\$8,226,102,374	\$1,467,796,652	22%
Retailer Services	\$69,309,817	\$83,944,714	\$14,634,897	21%	\$548,525,249	\$578,970,170	\$30,444,921	6%	\$23,995,990,244	\$24,390,848,251	\$394,858,007	2%
Soaps/Detergents/Household Cleaners	\$10,079,635	\$12,464,533	\$2,384,898	24%	\$86,801,691	\$97,207,540	\$10,405,849	12%	\$3,524,901,727	\$4,520,941,197	\$996,039,470	28%
Toys/Hobby Goods/Games	\$10,954,034	\$13,820,163	\$2,866,129	26%	\$92,564,246	\$104,542,220	\$11,977,974	13%	\$3,762,573,107	\$5,045,051,472	\$1,282,478,365	34%
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,868,334	\$6,274,853	\$1,406,519	29%	\$39,964,099	\$50,146,490	\$10,182,391	25%	\$1,731,474,255	\$2,261,489,095	\$530,014,840	31%
Dimensional Lumber/Other Building Materials	\$48,154,753	\$62,950,564	\$14,795,811	31%	\$406,038,420	\$426,179,784	\$20,141,364	5%	\$16,544,453,292	\$18,933,402,268	\$2,388,948,976	14%
Paints/Sundries/Wallpaper/Wall Coverings	\$8,678,918	\$11,530,422	\$2,851,504	33%	\$74,089,834	\$77,972,768	\$3,882,934	5%	\$2,976,463,804	\$3,463,798,947	\$487,335,143	16%
Televisions/VCR/Video Cameras/DVD etc	\$14,068,217	\$18,940,696	\$4,872,480	35%	\$118,709,957	\$181,958,948	\$63,248,991	53%	\$4,845,954,323	\$7,019,415,710	\$2,173,461,387	45%
Major Household Appliances	\$7,932,294	\$10,744,958	\$2,812,664	35%	\$61,254,396	\$80,069,742	\$18,815,346	31%	\$2,747,212,957	\$3,538,713,725	\$791,500,768	29%
Automotive Lubricants (incl Oil, Greases)	\$7,932,294	\$10,744,958	\$2,812,664	35%	\$61,254,396	\$80,069,742	\$18,815,346	31%	\$2,747,212,957	\$3,538,713,725	\$791,500,768	29%
Paper/Related Products	\$8,899,582	\$12,158,712	\$3,259,130	37%	\$76,158,637	\$92,147,152	\$15,988,515	21%	\$3,089,850,877	\$4,111,320,492	\$1,021,469,615	33%
Photographic Equipment/Supplies	\$2,319,980	\$3,455,846	\$1,135,867	49%	\$19,308,264	\$31,665,085	\$12,356,821	64%	\$794,925,644	\$1,170,437,236	\$375,511,592	47%
Autos/Cars/Vans/Trucks/Motorcycles	\$346,680,628	\$546,491,255	\$199,810,626	58%	\$2,832,693,327	\$2,852,827,043	\$20,133,716	1%	\$119,233,876,890	\$118,255,824,734	(\$978,052,156)	-1%
Sewing/Knitting Materials/Supplies	\$1,137,340	\$1,830,279	\$692,939	61%	\$9,299,797	\$10,464,794	\$1,164,997	13%	\$390,078,983	\$420,103,518	\$30,024,535	8%

Consumer Demand & Market Supply Assessment

Site: Clovis City

Date Report Created: 2/26/2021

Clovis CA	Fresno County CA	California
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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.

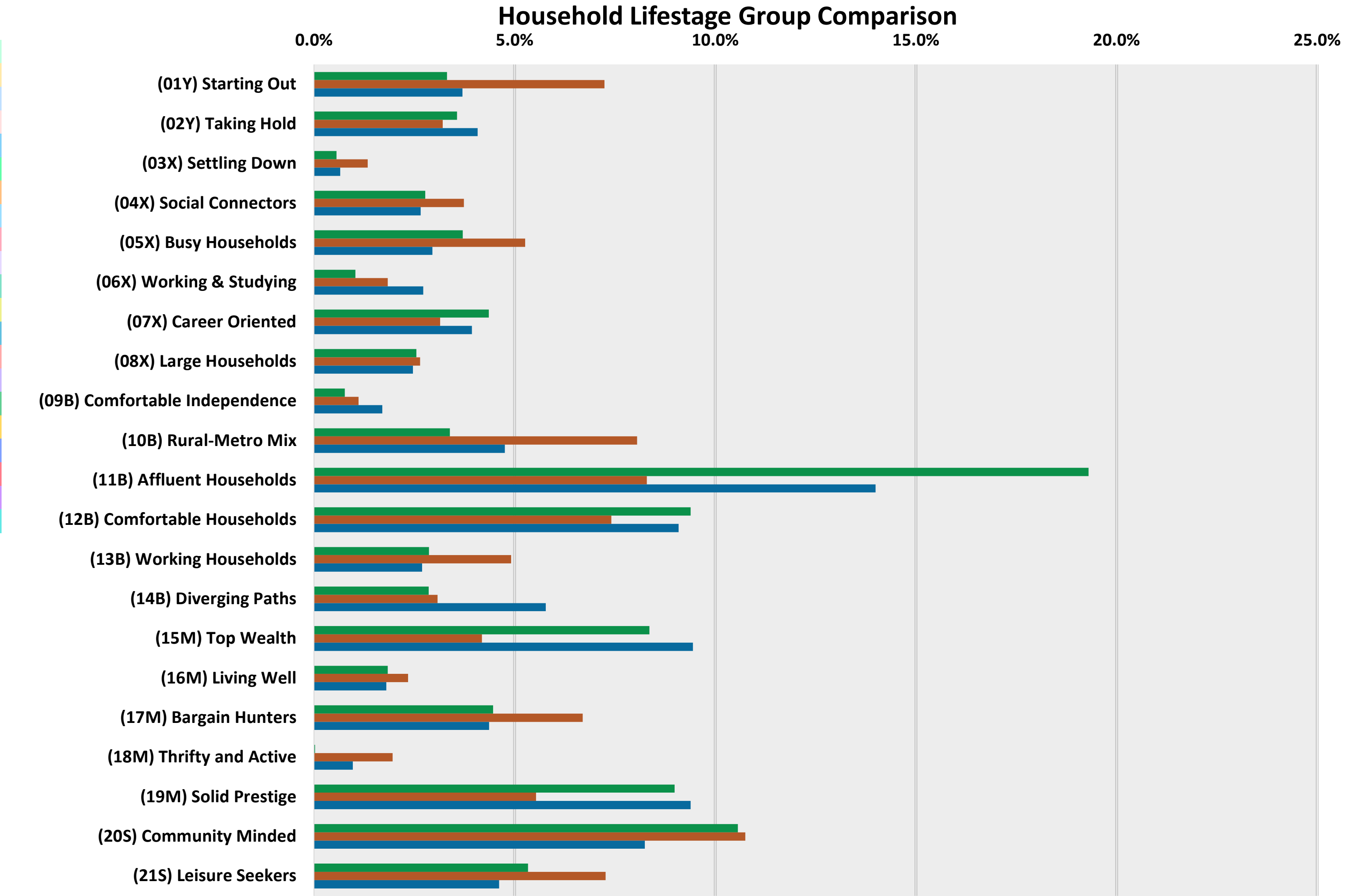
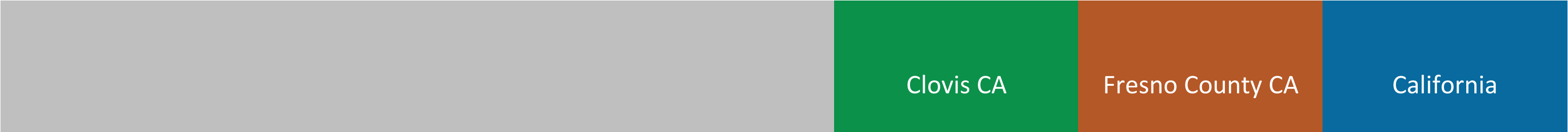
Consumer Demand/Market Supply Index:

- 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

Household Segmentation Profile

Site: Clovis City

Date: 2/26/2021



				Clovis CA		Fresno County CA		California	
Total Households				39,158	100%	303,988	100%	12,949,134	100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	4,226	10.8%	13,087	4.3%	815,653	6.3%
2	36- Persistent & Productive	(20S) Community Minded	2,697	6.9%	21,796	7.2%	723,097	5.6%
3	01- Summit Estates	(11B) Affluent Households	2,368	6.0%	7,456	2.5%	746,511	5.8%
4	17- Firmly Established	(12B) Comfortable Households	1,948	5.0%	11,868	3.9%	521,633	4.0%
5	03- Corporate Connected	(15M) Top Wealth	1,774	4.5%	6,133	2.0%	516,099	4.0%
6	09- Busy Schedules	(19M) Solid Prestige	1,754	4.5%	8,391	2.8%	624,529	4.8%
7	13- Work & Play	(12B) Comfortable Households	1,726	4.4%	10,653	3.5%	654,823	5.1%
8	02- Established Elite	(15M) Top Wealth	1,498	3.8%	6,582	2.2%	706,530	5.5%
9	53- Metro Strivers	(10B) Rural-Metro Mix	1,315	3.4%	18,375	6.0%	506,774	3.9%
10	38- Occupational Mix	(13B) Working Households	1,122	2.9%	12,194	4.0%	311,390	2.4%

* Rank is based on Trade Area 1 cluster size



Household Segmentation Profile

Date: 2/26/2021

TOTAL HOUSEHOLDS		39,158	100%	303,988	100%	12,949,134	100%
Lifestage Group	Cluster Name	Clovis CA		Fresno County CA		California	
(01Y) Starting Out		1,298	3.3%	22,003	7.2%	478,986	3.7%
	39- Setting Goals	378	1.0%	6,471	2.1%	123,889	1.0%
	45- Offices & Entertainment	253	0.6%	2,765	0.9%	80,205	0.6%
	57- Collegiate Crowd	348	0.9%	5,057	1.7%	139,928	1.1%
	58- Outdoor Fervor	12	0.0%	2,010	0.7%	28,881	0.2%
	67- First Steps	307	0.8%	5,700	1.9%	106,083	0.8%
(02Y) Taking Hold		1,396	3.6%	9,748	3.2%	528,516	4.1%
	18- Climbing the Ladder	69	0.2%	395	0.1%	17,737	0.1%
	21- Children First	388	1.0%	3,198	1.1%	137,018	1.1%
	24- Career Building	851	2.2%	5,175	1.7%	349,929	2.7%
	30- Out & About	88	0.2%	980	0.3%	23,832	0.2%
(03X) Settling Down		221	0.6%	4,071	1.3%	84,685	0.7%
	34- Outward Bound	10	0.0%	976	0.3%	13,654	0.1%
	41- Rural Adventure	20	0.1%	814	0.3%	15,610	0.1%
	46- Rural & Active	190	0.5%	2,281	0.8%	55,421	0.4%
(04X) Social Connectors		1,085	2.8%	11,354	3.7%	344,009	2.7%
	42- Creative Variety	211	0.5%	2,855	0.9%	73,758	0.6%
	52- Stylish & Striving	348	0.9%	3,539	1.2%	123,739	1.0%
	59- Mobile Mixers	525	1.3%	4,960	1.6%	146,512	1.1%
(05X) Busy Households		1,452	3.7%	16,005	5.3%	382,255	3.0%
	37- Firm Foundations	523	1.3%	5,026	1.7%	118,603	0.9%
	62- Movies & Sports	929	2.4%	10,979	3.6%	263,652	2.0%
(06X) Working & Studying		406	1.0%	5,598	1.8%	352,316	2.7%
	61- City Life	57	0.1%	410	0.1%	251,182	1.9%
	69- Productive Havens	116	0.3%	2,653	0.9%	40,514	0.3%
	70- Favorably Frugal	233	0.6%	2,535	0.8%	60,620	0.5%
(07X) Career Oriented		1,707	4.4%	9,560	3.1%	509,905	3.9%
	06- Casual Comfort	677	1.7%	3,296	1.1%	130,615	1.0%
	10- Careers & Travel	241	0.6%	1,290	0.4%	70,332	0.5%
	20- Carving Out Time	106	0.3%	753	0.2%	24,425	0.2%
	26- Getting Established	682	1.7%	4,221	1.4%	284,533	2.2%
(08X) Large Households		999	2.6%	8,040	2.6%	319,040	2.5%
	11- Schools & Shopping	261	0.7%	1,103	0.4%	73,498	0.6%
	12- On the Go	257	0.7%	1,163	0.4%	62,017	0.5%
	19- Country Comfort	7	0.0%	3,218	1.1%	69,619	0.5%
	27- Tenured Proprietors	474	1.2%	2,556	0.8%	113,906	0.9%
(09B) Comfortable Independence		300	0.8%	3,369	1.1%	220,730	1.7%
	29- City Mixers	0	0.0%	3	0.0%	133,949	1.0%
	35- Working & Active	156	0.4%	1,592	0.5%	45,841	0.4%
	56- Metro Active	145	0.4%	1,774	0.6%	40,940	0.3%
(10B) Rural-Metro Mix		1,325	3.4%	24,468	8.0%	616,170	4.8%
	47- Rural Parents	3	0.0%	4,177	1.4%	69,502	0.5%
	53- Metro Strivers	1,315	3.4%	18,375	6.0%	506,774	3.9%
	60- Rural & Mobile	7	0.0%	1,916	0.6%	39,894	0.3%

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

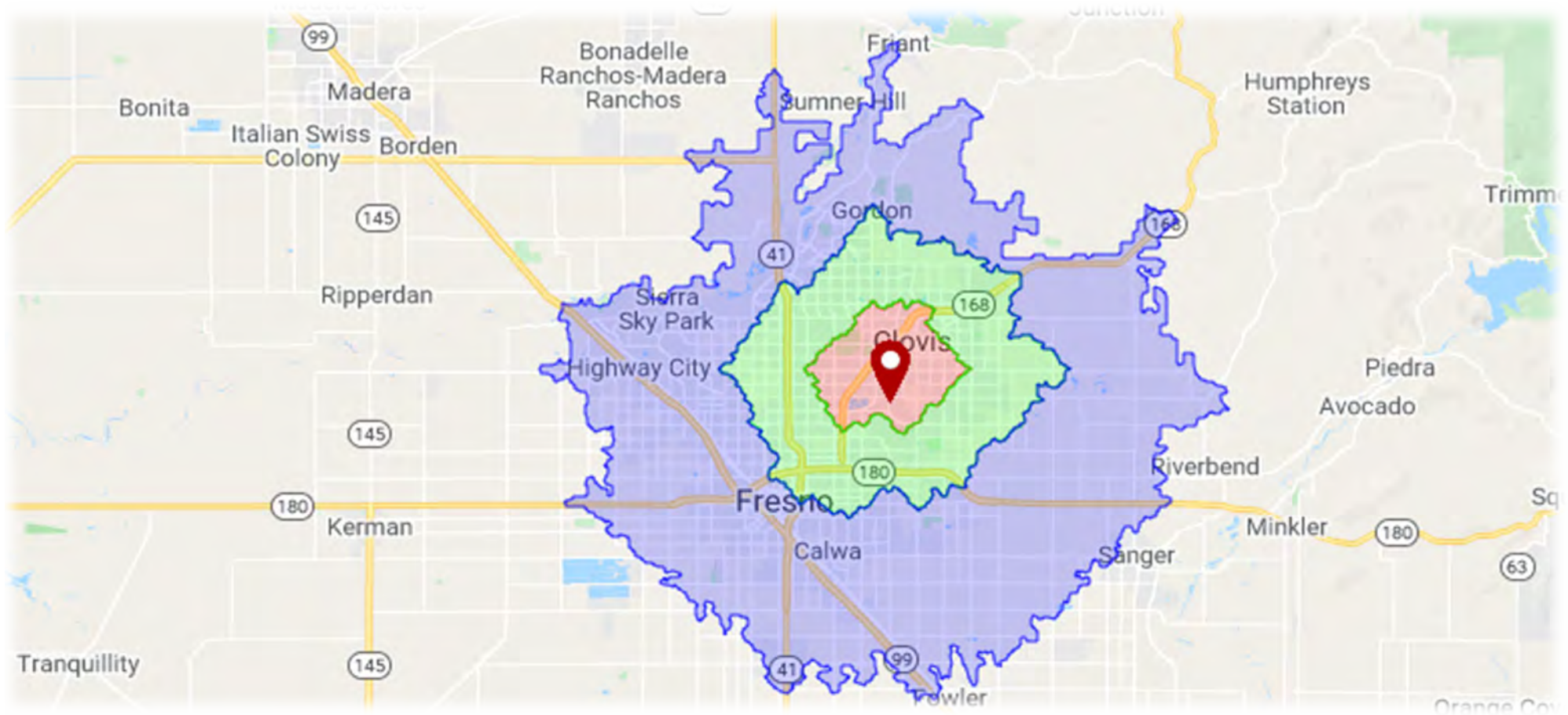
Date: 2/26/2021

TOTAL HOUSEHOLDS		39,158	100%	303,988	100%	12,949,134	100%
Lifestage Group	Cluster Name	Clovis CA		Fresno County CA		California	
(11B) Affluent Households		7,558	19.3%	25,214	8.3%	1,812,050	14.0%
01- Summit Estates		2,368	6.0%	7,456	2.5%	746,511	5.8%
04- Top Professionals		4,226	10.8%	13,087	4.3%	815,653	6.3%
07- Active Lifestyles		964	2.5%	4,671	1.5%	249,886	1.9%
(12B) Comfortable Households		3,674	9.4%	22,521	7.4%	1,176,456	9.1%
13- Work & Play		1,726	4.4%	10,653	3.5%	654,823	5.1%
17- Firmly Established		1,948	5.0%	11,868	3.9%	521,633	4.0%
(13B) Working Households		1,123	2.9%	14,929	4.9%	348,824	2.7%
38- Occupational Mix		1,122	2.9%	12,194	4.0%	311,390	2.4%
48- Farm & Home		1	0.0%	2,735	0.9%	37,434	0.3%
(14B) Diverging Paths		1,120	2.9%	9,366	3.1%	747,962	5.8%
16- Country Enthusiasts		2	0.0%	818	0.3%	30,081	0.2%
22- Comfortable Cornerstones		105	0.3%	1,065	0.4%	25,597	0.2%
31- Mid-Americana		189	0.5%	1,904	0.6%	54,423	0.4%
32- Metro Mix		3	0.0%	33	0.0%	79,182	0.6%
33- Urban Diversity		820	2.1%	5,546	1.8%	558,679	4.3%
(15M) Top Wealth		3,272	8.4%	12,715	4.2%	1,222,629	9.4%
02- Established Elite		1,498	3.8%	6,582	2.2%	706,530	5.5%
03- Corporate Connected		1,774	4.5%	6,133	2.0%	516,099	4.0%
(16M) Living Well		719	1.8%	7,128	2.3%	233,715	1.8%
14- Career Centered		441	1.1%	3,535	1.2%	156,087	1.2%
15- Country Ways		1	0.0%	1,318	0.4%	28,844	0.2%
23- Good Neighbors		277	0.7%	2,275	0.7%	48,784	0.4%
(17M) Bargain Hunters		1,748	4.5%	20,354	6.7%	565,000	4.4%
43- Work & Causes		189	0.5%	2,703	0.9%	74,406	0.6%
44- Open Houses		345	0.9%	3,608	1.2%	99,797	0.8%
55- Community Life		286	0.7%	3,997	1.3%	83,024	0.6%
63- Staying Home		821	2.1%	8,076	2.7%	257,580	2.0%
68- Staying Healthy		108	0.3%	1,970	0.6%	50,193	0.4%
(18M) Thrifty & Active		10	0.0%	5,961	2.0%	125,523	1.0%
40- Great Outdoors		8	0.0%	1,135	0.4%	16,456	0.1%
50- Rural Community		2	0.0%	3,711	1.2%	85,342	0.7%
54- Work & Outdoors		0	0.0%	1,115	0.4%	23,725	0.2%
(19M) Solid Prestige		3,518	9.0%	16,822	5.5%	1,215,416	9.4%
05- Active & Involved		680	1.7%	3,668	1.2%	196,321	1.5%
08- Solid Surroundings		1,084	2.8%	4,763	1.6%	394,566	3.0%
09- Busy Schedules		1,754	4.5%	8,391	2.8%	624,529	4.8%
(20S) Community Minded		4,136	10.6%	32,669	10.7%	1,067,267	8.2%
25- Clubs & Causes		721	1.8%	5,365	1.8%	147,435	1.1%
28- Community Pillars		719	1.8%	5,508	1.8%	196,735	1.5%
36- Persistent & Productive		2,697	6.9%	21,796	7.2%	723,097	5.6%
(21S) Leisure Seekers		2,090	5.3%	22,093	7.3%	597,680	4.6%
49- Home & Garden		549	1.4%	4,637	1.5%	132,413	1.0%
51- Role Models		376	1.0%	3,905	1.3%	96,148	0.7%
64- Practical & Careful		306	0.8%	3,930	1.3%	119,861	0.9%
65- Hobbies & Shopping		368	0.9%	4,808	1.6%	100,850	0.8%
66- Helping Hands		492	1.3%	4,813	1.6%	148,408	1.1%

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



Shaw Ave & Peach Ave, Clovis, CA



	5 Minutes	10 Minutes	20 Minutes
Population	89,406	378,369	735,647
Daytime Population	128,567	428,624	795,516
Households	32,450	125,766	239,564
Average Age	36.6	37	37.1
Average HH Income	\$61,804	\$77,383	\$79,464
White Collar (Residents)	61%	62%	60%
College Degree & Above	29%	32%	30%



Consumer Demographic Profile

Site: Shaw Ave & Peach Ave

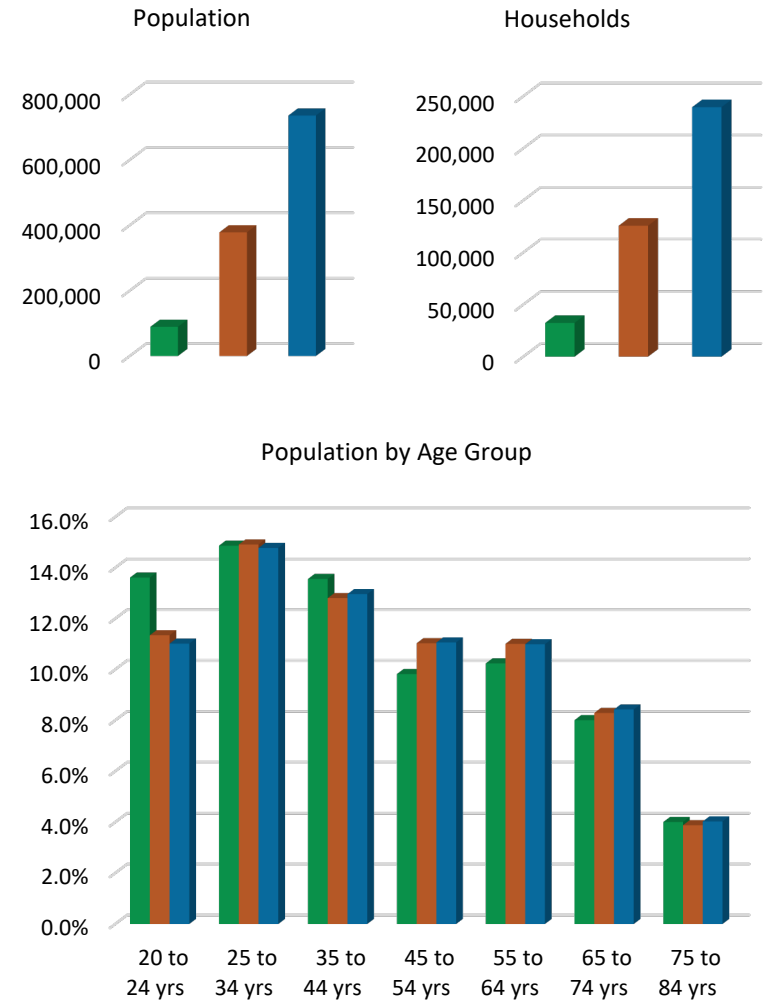
Date Report Created: 2/25/2021

INSIGHT

MARKET ANALYTICS

Hdl ECONSolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	89,406	---	378,369	---	735,647	---
5 Year Projected Pop	94,321	---	409,300	---	794,419	---
Pop Growth (%)	5.5%	---	8.2%	---	8.0%	---
Households	32,450	---	125,766	---	239,564	---
5 Year Projected HHs	34,251	---	135,994	---	258,978	---
HH Growth (%)	5.6%	---	8.1%	---	8.1%	---
Census Stats						
2000 Population	83,493	---	307,466	---	580,275	---
2010 Population	86,241	---	348,724	---	678,202	---
Pop Growth (%)	3.3%	---	13.4%	---	16.9%	---
2000 Households	30,905	---	104,231	---	193,099	---
2010 Households	31,446	---	116,238	---	220,875	---
HH Growth (%)	1.8%	---	11.5%	---	14.4%	---
Total Population by Age						
Average Age	36.6		37.0		37.1	
19 yrs & under	21,731	24.3%	95,457	25.2%	185,987	25.3%
20 to 24 yrs	12,172	13.6%	42,927	11.3%	81,040	11.0%
25 to 34 yrs	13,293	14.9%	56,429	14.9%	108,723	14.8%
35 to 44 yrs	12,123	13.6%	48,454	12.8%	95,366	13.0%
45 to 54 yrs	8,780	9.8%	41,746	11.0%	81,376	11.1%
55 to 64 yrs	9,153	10.2%	41,648	11.0%	80,858	11.0%
65 to 74 yrs	7,158	8.0%	31,368	8.3%	61,987	8.4%
75 to 84 yrs	3,582	4.0%	14,683	3.9%	29,637	4.0%
85 + yrs	1,413	1.6%	5,657	1.5%	10,672	1.5%
Population Bases						
20-34 yrs	25,465	28.5%	99,355	26.3%	189,763	25.8%
45-64 yrs	17,934	20.1%	83,395	22.0%	162,234	22.1%
16 yrs +	69,981	78.3%	294,319	77.8%	572,145	77.8%
25 yrs +	55,504	62.1%	239,986	63.4%	468,619	63.7%
65 yrs +	12,154	13.6%	51,708	13.7%	102,296	13.9%
75 yrs +	4,996	5.6%	20,340	5.4%	40,309	5.5%
85 yrs +	1,413	1.6%	5,657	1.5%	10,672	1.5%



Consumer Demographic Profile

Site: Shaw Ave & Peach Ave

Date Report Created: 2/25/2021

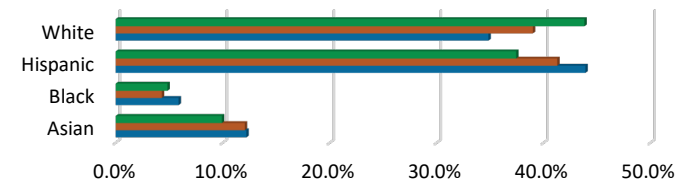
INSIGHT

MARKET ANALYTICS

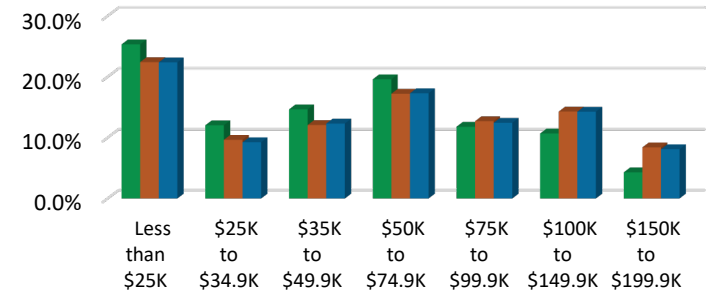
HdL ECONSolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	39,182	43.8%	147,571	39.0%	256,344	34.8%
Hispanic	33,475	37.4%	156,219	41.3%	323,110	43.9%
Black	4,326	4.8%	16,326	4.3%	43,275	5.9%
Asian	8,875	9.9%	45,663	12.1%	89,880	12.2%
Ancestry						
American Indian (ancestry)	800	0.9%	2,565	0.7%	4,642	0.6%
Hawaiin (ancestry)	217	0.2%	553	0.1%	1,012	0.1%
Household Income						
Per Capita Income	\$22,432	---	\$25,721	---	\$25,878	---
Average HH Income	\$61,804	---	\$77,383	---	\$79,464	---
Median HH Income	\$47,706	---	\$58,046	---	\$58,051	---
Less than \$25K	8,221	25.3%	28,192	22.4%	53,609	22.4%
\$25K to \$34.9K	3,905	12.0%	12,138	9.7%	22,154	9.2%
\$35K to \$49.9K	4,756	14.7%	15,185	12.1%	29,520	12.3%
\$50K to \$74.9K	6,359	19.6%	21,662	17.2%	41,446	17.3%
\$75K to \$99.9K	3,828	11.8%	15,988	12.7%	29,810	12.4%
\$100K to \$149.9K	3,469	10.7%	17,985	14.3%	34,192	14.3%
\$150K to \$199.9K	1,398	4.3%	10,576	8.4%	19,417	8.1%
\$200K +	515	1.6%	4,040	3.2%	9,416	3.9%
Education						
Less than 9th Grade	2,895	5.2%	22,484	9.4%	49,541	10.6%
Some HS, No Diploma	4,830	8.7%	22,257	9.3%	45,233	9.7%
HS Grad (or Equivalent)	13,937	25.1%	51,892	21.6%	103,784	22.1%
Some College, No Degree	17,012	30.7%	60,571	25.2%	113,770	24.3%
Associate Degree	5,413	9.8%	22,713	9.5%	43,262	9.2%
Bachelor Degree	8,045	14.5%	39,604	16.5%	73,766	15.7%
Graduates Degree	2,395	4.3%	13,368	5.6%	24,300	5.2%

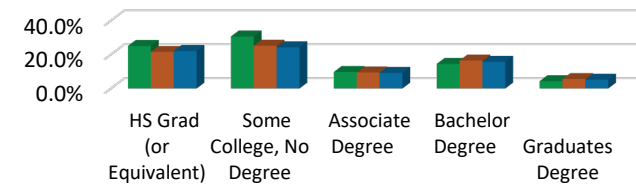
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: Shaw Ave & Peach Ave

Date Report Created: 2/25/2021

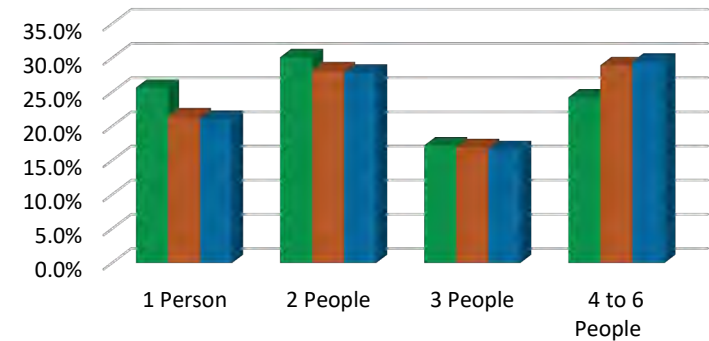
INSIGHT

MARKET ANALYTICS

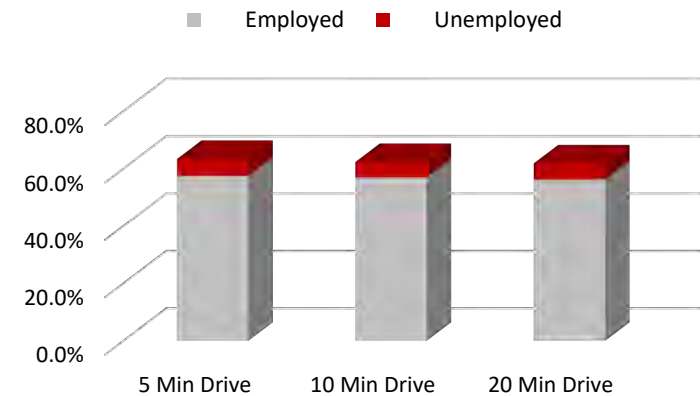
Hdl ECONsolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	20,825		90,095		173,737	
Single - Male	1,633	7.8%	5,012	5.6%	9,352	5.4%
Single - Female	2,466	11.8%	9,764	10.8%	18,517	10.7%
Single Parent - Male	1,167	5.6%	5,115	5.7%	9,473	5.5%
Single Parent - Female	3,900	18.7%	13,760	15.3%	25,699	14.8%
Married w/ Children	4,677	22.5%	25,638	28.5%	49,476	28.5%
Married w/out Children	6,982	33.5%	30,806	34.2%	61,220	35.2%
Household Size						
1 Person	8,337	25.7%	27,022	21.5%	50,590	21.1%
2 People	9,779	30.1%	35,504	28.2%	66,779	27.9%
3 People	5,589	17.2%	21,346	17.0%	39,955	16.7%
4 to 6 People	7,871	24.3%	36,424	29.0%	70,655	29.5%
7+ People	873	2.7%	5,470	4.3%	11,586	4.8%
Home Ownership	32,450		125,766		239,564	
Owners	14,158	43.6%	66,306	52.7%	131,040	54.7%
Renters	18,292	56.4%	59,460	47.3%	108,524	45.3%
Components of Change						
Births	1,196	1.3%	4,899	1.3%	9,341	1.3%
Deaths	572	0.6%	2,408	0.6%	4,734	0.6%
Migration	111	0.1%	1,328	0.4%	768	0.1%
Employment (Pop 16+)	69,981		294,319		572,145	
Armed Services	228	0.3%	523	0.2%	623	0.1%
Civilian	44,334	63.4%	183,291	62.3%	353,560	61.8%
Employed	40,231	57.5%	167,608	56.9%	321,325	56.2%
Unemployed	4,104	5.9%	15,683	5.3%	32,235	5.6%
Not in Labor Force	25,647	36.6%	111,028	37.7%	218,585	38.2%
Employed Population	40,231		167,608		321,325	
White Collar	24,613	61.2%	103,378	61.7%	193,862	60.3%
Blue Collar	15,617	38.8%	64,230	38.3%	127,463	39.7%

Household Size



Civilian Employment



Consumer Demographic Profile

Site: Shaw Ave & Peach Ave

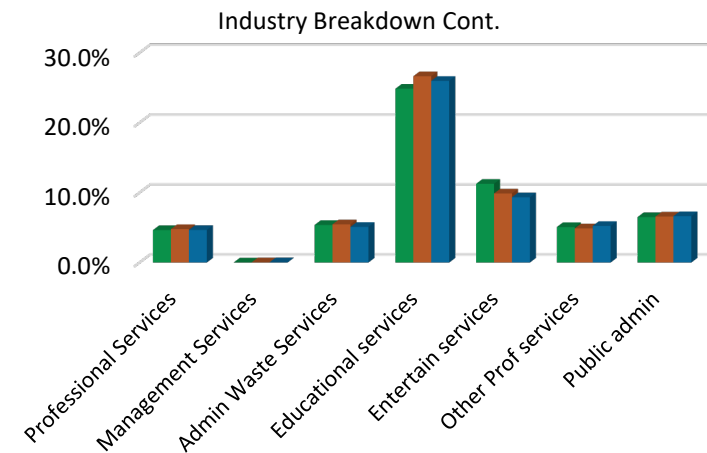
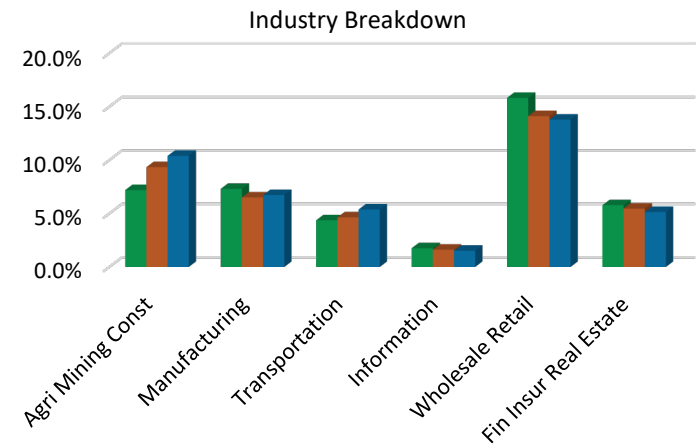
Date Report Created: 2/25/2021

INSIGHT

MARKET ANALYTICS

HdL ECONSolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	40,231		167,608		321,325	
White Collar	24,613	61.2%	103,378	61.7%	193,862	60.3%
Managerial executive	4,218	10.5%	20,564	12.3%	40,290	12.5%
Prof specialty	8,153	20.3%	36,895	22.0%	66,856	20.8%
Healthcare support	2,060	5.1%	8,226	4.9%	16,309	5.1%
Sales	4,858	12.1%	18,079	10.8%	33,362	10.4%
Office Admin	5,325	13.2%	19,614	11.7%	37,046	11.5%
Blue Collar	15,617	38.8%	64,230	38.3%	127,463	39.7%
Protective	1,064	2.6%	4,680	2.8%	7,981	2.5%
Food Prep Serving	3,021	7.5%	10,924	6.5%	19,340	6.0%
Bldg Maint/Cleaning	1,482	3.7%	7,056	4.2%	13,592	4.2%
Personal Care	1,331	3.3%	5,022	3.0%	10,036	3.1%
Farming/Fishing/Forestry	506	1.3%	4,247	2.5%	10,183	3.2%
Construction	2,639	6.6%	11,784	7.0%	23,592	7.3%
Production Transp	5,574	13.9%	20,517	12.2%	42,739	13.3%
Employment By Industry	40,231		167,608		321,325	
Agri Mining Const	2,895	7.2%	15,660	9.3%	33,416	10.4%
Manufacturing	2,941	7.3%	10,907	6.5%	21,634	6.7%
Transportation	1,757	4.4%	7,781	4.6%	17,301	5.4%
Information	706	1.8%	2,714	1.6%	4,894	1.5%
Wholesale Retail	6,366	15.8%	23,663	14.1%	44,313	13.8%
Fin Insur Real Estate	2,327	5.8%	9,163	5.5%	16,535	5.1%
Professional Services	1,870	4.6%	8,026	4.8%	14,985	4.7%
Management Services	10	0.0%	70	0.0%	188	0.1%
Admin Waste Services	2,166	5.4%	9,162	5.5%	16,397	5.1%
Educational services	10,001	24.9%	44,665	26.6%	83,494	26.0%
Entertain services	4,532	11.3%	16,561	9.9%	30,005	9.3%
Other Prof services	2,043	5.1%	8,201	4.9%	16,847	5.2%
Public admin	2,616	6.5%	11,036	6.6%	21,317	6.6%



Employment Profile

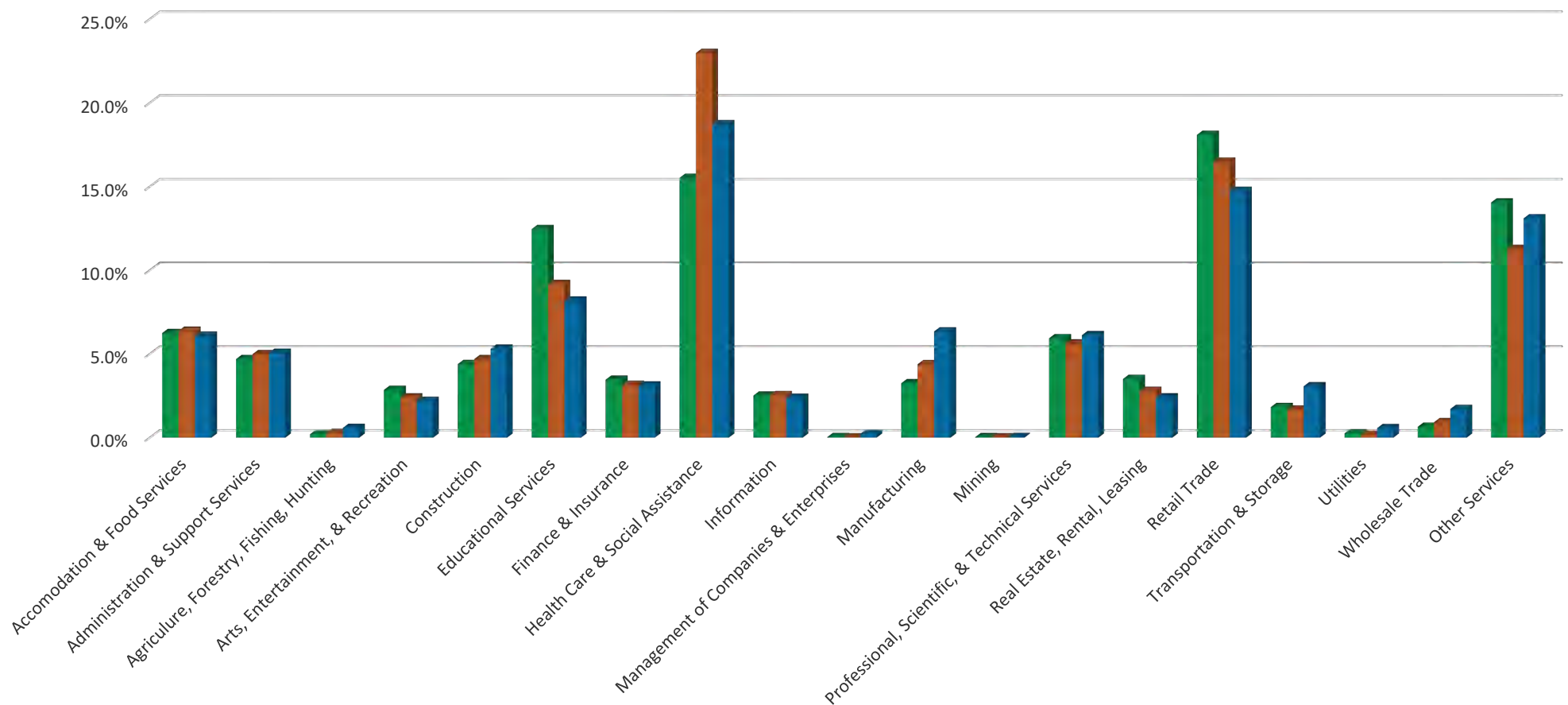
Site: Shaw Ave & Peach Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Daytime Population	128,567		428,624		795,516	
Student Population	51,105		145,298		255,292	
Median Employee Salary	44,432		44,579		44,687	
Average Employee Salary	51,610		51,481		51,498	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,104	2.6%	3,692	2.8%	7,713	3.1%
15,000 to 30,000 CrYr	2,482	5.9%	7,354	5.5%	13,577	5.5%
30,000 to 45,000 CrYr	18,768	44.6%	59,373	44.3%	107,979	43.9%
45,000 to 60,000 CrYr	8,040	19.1%	27,188	20.3%	49,706	20.2%
60,000 to 75,000 CrYr	3,683	8.7%	11,319	8.4%	21,039	8.6%
75,000 to 90,000 CrYr	2,987	7.1%	9,635	7.2%	17,633	7.2%
90,000 to 100,000 CrYr	1,915	4.5%	6,154	4.6%	11,082	4.5%
Over 100,000 CrYr	3,119	7.4%	9,253	6.9%	17,084	7.0%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,713	100%	42,097	100%	9,304	100%	133,970	100%	16,305	100%	245,814	100%
Accommodation & Food Services	159	5.9%	2,630	6.2%	486	5.2%	8,555	6.4%	849	5.2%	14,974	6.1%
Administration & Support Services	106	3.9%	1,976	4.7%	390	4.2%	6,679	5.0%	677	4.1%	12,472	5.1%
Agriculture, Forestry, Fishing, Hunting	12	0.5%	85	0.2%	34	0.4%	382	0.3%	103	0.6%	1,428	0.6%
Arts, Entertainment, & Recreation	67	2.5%	1,201	2.9%	197	2.1%	3,216	2.4%	333	2.0%	5,395	2.2%
Construction	159	5.9%	1,851	4.4%	546	5.9%	6,290	4.7%	1,005	6.2%	13,074	5.3%
Educational Services	78	2.9%	5,246	12.5%	259	2.8%	12,298	9.2%	462	2.8%	20,137	8.2%
Finance & Insurance	202	7.5%	1,458	3.5%	584	6.3%	4,223	3.2%	904	5.5%	7,655	3.1%
Health Care & Social Assistance	489	18.0%	6,534	15.5%	2,092	22.5%	30,784	23.0%	2,962	18.2%	46,018	18.7%
Information	48	1.8%	1,060	2.5%	144	1.5%	3,398	2.5%	263	1.6%	5,859	2.4%
Management of Companies & Enterprises	1	0.0%	16	0.0%	2	0.0%	21	0.0%	8	0.0%	553	0.2%
Manufacturing	68	2.5%	1,370	3.3%	286	3.1%	5,879	4.4%	597	3.7%	15,596	6.3%
Mining	1	0.0%	13	0.0%	2	0.0%	28	0.0%	7	0.0%	98	0.0%
Professional, Scientific, & Technical Services	274	10.1%	2,499	5.9%	957	10.3%	7,540	5.6%	1,745	10.7%	15,050	6.1%
Real Estate, Rental, Leasing	156	5.8%	1,477	3.5%	428	4.6%	3,741	2.8%	740	4.5%	5,913	2.4%
Retail Trade	348	12.8%	7,615	18.1%	1,227	13.2%	22,090	16.5%	2,155	13.2%	36,231	14.7%
Transportation & Storage	17	0.6%	769	1.8%	100	1.1%	2,249	1.7%	387	2.4%	7,545	3.1%
Utilities	4	0.1%	108	0.3%	8	0.1%	251	0.2%	20	0.1%	1,399	0.6%
Wholesale Trade	37	1.3%	275	0.7%	160	1.7%	1,240	0.9%	446	2.7%	4,215	1.7%
Other Services	484	17.9%	5,914	14.0%	1,402	15.1%	15,106	11.3%	2,642	16.2%	32,205	13.1%



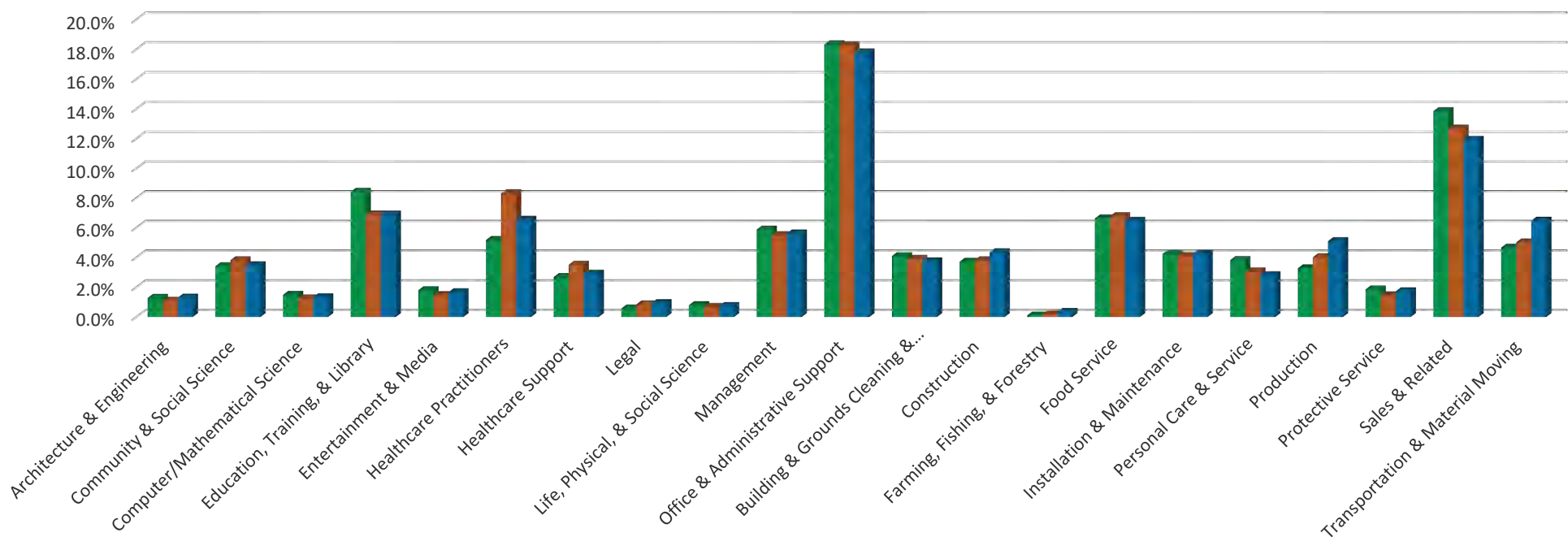
Employment Profile

Site: Shaw Ave & Peach Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	22,499	53.4%	73,283	54.7%	128,767	52.4%
Architecture & Engineering	539	1.3%	1,459	1.1%	3,192	1.3%
Community & Social Science	1,436	3.4%	5,112	3.8%	8,552	3.5%
Computer/Mathematical Science	626	1.5%	1,672	1.2%	3,259	1.3%
Education, Training, & Library	3,544	8.4%	9,235	6.9%	16,934	6.9%
Entertainment & Media	758	1.8%	1,971	1.5%	4,091	1.7%
Healthcare Practitioners	2,179	5.2%	11,148	8.3%	16,069	6.5%
Healthcare Support	1,130	2.7%	4,699	3.5%	7,148	2.9%
Legal	239	0.6%	1,132	0.8%	2,288	0.9%
Life, Physical, & Social Science	335	0.8%	902	0.7%	1,803	0.7%
Management	2,472	5.9%	7,370	5.5%	13,806	5.6%
Office & Administrative Support	7,718	18.3%	24,480	18.3%	43,725	17.8%
Blue Collar	19,468	46.2%	60,312	45.0%	115,997	47.2%
Building & Grounds Cleaning & Maintenance	1,725	4.1%	5,236	3.9%	9,196	3.7%
Construction	1,564	3.7%	5,111	3.8%	10,705	4.4%
Farming, Fishing, & Forestry	44	0.1%	259	0.2%	840	0.3%
Food Service	2,790	6.6%	9,081	6.8%	15,897	6.5%
Installation & Maintenance	1,786	4.2%	5,508	4.1%	10,482	4.3%
Personal Care & Service	1,612	3.8%	4,100	3.1%	6,905	2.8%
Production	1,378	3.3%	5,380	4.0%	12,535	5.1%
Protective Service	780	1.9%	1,947	1.5%	4,240	1.7%
Sales & Related	5,827	13.8%	16,973	12.7%	29,274	11.9%
Transportation & Material Moving	1,962	4.7%	6,717	5.0%	15,923	6.5%
Military Services	130	0.3%	376	0.3%	1,050	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	42,097	133,970	245,814
2020 Q3	41,178	130,502	239,480
2020 Q2	42,179	134,358	246,701
2020 Q1	41,369	131,034	240,481
2019 Q4	42,989	136,012	249,397
2019 Q3	42,000	132,419	242,955
2019 Q2	43,314	137,219	251,433
2019 Q1	42,055	133,359	244,304
2018 Q4	42,853	136,180	249,371



Consumer Demand & Market Supply Assessment

Site:

Shaw Ave & Peach Ave

Date Report Created:

2/25/2021

Demographics

Population	89,406
5-Year Population estimate	94,321
Population Households	87,583
Group Quarters Population	1,822
Households	32,450
5-Year Households estimate	34,251
WorkPlace Establishments	2,713
Workplace Employees	42,097
Median Household Income	\$47,706

5 Min Drive	10 Min Drive	20 Min Drive
Population	378,369	735,647
5-Year Population estimate	409,300	794,419
Population Households	374,692	726,083
Group Quarters Population	3,677	9,564
Households	125,766	239,564
5-Year Households estimate	135,994	258,978
WorkPlace Establishments	9,304	16,305
Workplace Employees	133,970	245,814
Median Household Income	\$58,046	\$58,051

By Establishments

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	\$16,075,483	\$6,308,499	(\$9,766,984)	-61%	\$70,089,259	\$48,704,209	(\$21,385,050)	-31%	\$136,359,108	\$75,701,982	(\$60,657,126)	-44%
Electronic Shopping/Mail Order Houses	\$283,486,306	\$125,069,178	(\$158,417,128)	-56%	\$1,182,365,181	\$957,035,162	(\$225,330,019)	-19%	\$2,285,809,897	\$1,613,970,912	(\$671,838,985)	-29%
Home Furnishing Stores	\$15,315,498	\$8,368,313	(\$6,947,185)	-45%	\$66,263,616	\$53,206,653	(\$13,056,963)	-20%	\$128,882,586	\$109,185,552	(\$19,697,034)	-15%
Used Merchandise Stores	\$4,744,247	\$3,494,627	(\$1,249,620)	-26%	\$20,555,080	\$18,063,340	(\$2,491,741)	-12%	\$39,977,155	\$32,066,563	(\$7,910,592)	-20%
Florists/Misc. Store Retailers	\$2,290,605	\$1,715,750	(\$574,855)	-25%	\$9,954,060	\$3,237,454	(\$6,716,605)	-67%	\$19,372,508	\$16,440,586	(\$2,931,922)	-15%
Other Motor Vehicle Dealers	\$17,457,182	\$13,756,828	(\$3,700,355)	-21%	\$76,472,198	\$49,522,706	(\$26,949,492)	-35%	\$148,777,146	\$300,078,714	\$151,301,567	102%
Bar/Drinking Places (Alcoholic Beverages)	\$6,317,622	\$5,334,030	(\$983,592)	-16%	\$23,064,339	\$19,733,787	(\$3,330,553)	-14%	\$43,398,449	\$33,989,224	(\$9,409,225)	-22%
Specialty Food Stores	\$8,790,617	\$7,707,798	(\$1,082,820)	-12%	\$37,809,678	\$23,813,373	(\$13,996,305)	-37%	\$73,441,656	\$51,841,781	(\$21,599,875)	-29%
Automotive Parts/Accessories/Tire	\$25,939,808	\$22,904,461	(\$3,035,347)	-12%	\$111,304,504	\$119,808,633	\$8,504,129	8%	\$216,305,349	\$255,146,312	\$38,840,963	18%
Lawn/Garden Equipment/Supplies Stores	\$9,051,236	\$8,013,627	(\$1,037,609)	-11%	\$39,320,923	\$31,924,763	(\$7,396,160)	-19%	\$76,523,829	\$69,484,744	(\$7,039,085)	-9%
Special Food Services	\$27,737,004	\$24,618,357	(\$3,118,647)	-11%	\$107,056,270	\$92,103,158	(\$14,953,113)	-14%	\$203,849,837	\$194,856,161	(\$8,993,676)	-4%
Direct Selling Establishments	\$8,727,595	\$8,192,454	(\$535,141)	-6%	\$37,431,173	\$53,898,102	\$16,466,928	44%	\$72,747,086	\$117,090,341	\$44,343,256	61%
Clothing Stores	\$67,457,482	\$69,190,677	\$1,733,195	3%	\$293,438,275	\$227,394,585	(\$66,043,690)	-23%	\$570,537,275	\$373,675,801	(\$196,861,474)	-35%
Grocery Stores	\$166,536,015	\$190,524,164	\$23,988,149	14%	\$716,428,797	\$582,621,146	(\$133,807,651)	-19%	\$1,391,798,634	\$1,002,047,947	(\$389,750,687)	-28%
Full-Service Restaurants	\$91,103,598	\$113,942,546	\$22,838,948	25%	\$344,361,709	\$408,339,412	\$63,977,703	19%	\$652,894,022	\$644,167,902	(\$8,726,120)	-1%
Gasoline Stations	\$125,774,614	\$169,370,629	\$43,596,015	35%	\$541,632,934	\$479,811,274	(\$61,821,660)	-11%	\$1,052,802,333	\$893,451,007	(\$159,351,327)	-15%
Other General Merchandise Stores	\$171,867,801	\$243,756,208	\$71,888,407	42%	\$738,068,611	\$756,229,899	\$18,161,288	2%	\$1,433,810,670	\$1,533,188,371	\$99,377,701	7%
Electronics/Appliance	\$28,380,190	\$40,895,179	\$12,514,989	44%	\$112,498,591	\$96,938,201	(\$15,560,390)	-14%	\$215,409,864	\$182,641,851	(\$32,768,013)	-15%
Other Misc. Store Retailers	\$23,891,782	\$35,058,231	\$11,166,449	47%	\$103,394,781	\$82,427,418	(\$20,967,363)	-20%	\$201,192,450	\$118,505,119	(\$82,687,331)	-41%
Jewelry/Luggage/Leather Goods	\$9,235,694	\$14,658,003	\$5,422,309	59%	\$39,999,421	\$39,563,001	(\$436,421)	-1%	\$77,826,491	\$64,893,466	(\$12,933,025)	-17%
Limited-Service Eating Places	\$95,680,044	\$156,174,894	\$60,494,849	63%	\$368,875,451	\$482,348,850	\$113,473,400	31%	\$702,270,248	\$779,614,992	\$77,344,745	11%
Shoe Stores	\$9,827,594	\$17,354,444	\$7,526,850	77%	\$43,054,316	\$51,725,928	\$8,671,612	20%	\$83,686,516	\$73,911,264	(\$9,775,252)	-12%
Building Material/Supplies Dealers	\$88,179,878	\$177,846,511	\$89,666,634	102%	\$380,670,075	\$570,998,519	\$190,328,444	50%	\$740,178,180	\$817,260,158	\$77,081,978	10%
Sporting Goods/Hobby/Musical Instrument	\$15,430,905	\$31,768,963	\$16,338,058	106%	\$67,174,169	\$101,138,322	\$33,964,153	51%	\$130,646,131	\$157,351,286	\$26,705,155	20%
Health/Personal Care Stores	\$91,143,214	\$187,979,278	\$96,836,063	106%	\$390,483,628	\$624,190,485	\$233,706,857	60%	\$758,944,172	\$918,998,677	\$160,054,505	21%
Book/Periodical/Music Stores	\$4,792,191	\$9,991,820	\$5,199,629	109%	\$20,613,760	\$28,382,886	\$7,769,126	38%	\$39,993,006	\$46,910,744	\$6,917,738	17%
Automotive Dealers	\$281,833,155	\$677,500,163	\$395,667,008	140%	\$1,232,115,683	\$2,039,388,230	\$807,272,546	66%	\$2,395,927,637	\$2,505,947,776	\$110,020,139	5%
Beer/Wine/Liquor Stores	\$13,841,507	\$38,286,163	\$24,444,657	177%	\$60,258,777	\$123,740,362	\$63,481,585	105%	\$117,068,928	\$168,153,176	\$51,084,248	44%
Office Supplies/Stationary/Gift	\$8,043,753	\$22,645,209	\$14,601,456	182%	\$33,842,352	\$68,537,431	\$34,695,079	103%	\$65,504,519	\$107,616,673	\$42,112,154	64%
Department Stores	\$32,992,467	\$165,599,758	\$132,607,291	402%	\$142,440,785	\$347,004,966	\$204,564,181	144%	\$276,852,330	\$516,213,289	\$239,360,959	86%
Vending Machine Operators (Non-Store)	\$11,925,840	\$64,950,357	\$53,024,517	445%	\$50,706,806	\$92,833,707	\$42,126,901	83%	\$98,297,618	\$421,327,952	\$323,030,334	329%
Consumer Demand/Market Supply Index	\$1,763,870,927	\$2,662,977,120	66		\$7,461,745,205	\$8,674,665,962	86		\$14,451,085,630	\$14,195,730,324	102	

Consumer Demand & Market Supply Assessment

Site: Shaw Ave & Peach Ave

Date Report Created: 2/25/2021

By Major Product Lines

	5 Min Drive				10 Min Drive				20 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	\$57,315,863	\$41,609,243	(\$15,706,620)	-27%	\$192,612,839	\$224,427,438	\$31,814,598	17%	\$357,262,231	\$385,677,272	\$28,415,041	8%
Furniture/Sleep/Outdoor/Patio Furniture	\$45,932,782	\$34,773,521	(\$11,159,261)	-24%	\$200,297,661	\$170,190,092	(\$30,107,570)	-15%	\$389,685,758	\$286,238,994	(\$103,446,765)	-27%
Lawn/Garden/Farm Equipment/Supplies	\$25,533,177	\$23,617,327	(\$1,915,850)	-8%	\$110,771,769	\$84,117,906	(\$26,653,864)	-24%	\$215,569,530	\$157,503,506	(\$58,066,024)	-27%
Automotive Tires/Tubes/Batteries/Parts	\$52,932,994	\$57,167,168	\$4,234,174	8%	\$226,560,628	\$226,618,284	\$57,656	0%	\$440,201,441	\$393,428,700	(\$46,772,741)	-11%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$227,133,343	\$259,970,877	\$32,837,534	14%	\$971,895,061	\$945,940,290	(\$25,954,772)	-3%	\$1,888,941,302	\$1,505,662,318	(\$383,278,984)	-20%
Kitchenware/Home Furnishings	\$20,847,094	\$24,183,136	\$3,336,042	16%	\$90,265,259	\$94,379,501	\$4,114,243	5%	\$175,484,745	\$162,710,942	(\$12,773,803)	-7%
Pets/Pet Foods/Pet Supplies	\$14,200,885	\$17,606,650	\$3,405,766	24%	\$62,205,099	\$48,285,392	(\$13,919,707)	-22%	\$121,134,666	\$79,566,009	(\$41,568,657)	-34%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$3,150,930	\$3,935,718	\$784,787	25%	\$13,467,891	\$23,011,687	\$9,543,796	71%	\$26,205,125	\$49,328,891	\$23,123,766	88%
Alcoholic Drinks Served at the Establishment	\$38,133,750	\$47,657,248	\$9,523,497	25%	\$137,984,829	\$169,984,219	\$31,999,390	23%	\$259,140,868	\$272,306,410	\$13,165,541	5%
Small Electric Appliances	\$3,887,308	\$4,877,596	\$990,288	25%	\$16,717,158	\$17,506,315	\$789,157	5%	\$32,503,321	\$30,423,674	(\$2,079,647)	-6%
Womens/Juniors/Misses Wear	\$59,502,154	\$76,390,284	\$16,888,130	28%	\$257,977,100	\$249,835,155	(\$8,141,945)	-3%	\$501,663,289	\$411,579,485	(\$90,083,804)	-18%
All Other Merchandise	\$68,955,097	\$88,871,316	\$19,916,219	29%	\$298,428,500	\$330,844,580	\$32,416,080	11%	\$580,467,031	\$585,756,133	\$5,289,103	1%
Automotive Fuels	\$114,748,382	\$153,825,465	\$39,077,083	34%	\$495,491,516	\$440,985,194	(\$54,506,322)	-11%	\$963,408,001	\$827,086,045	(\$136,321,956)	-14%
Groceries/Other Food Items (Off Premises)	\$257,101,430	\$350,201,488	\$93,100,058	36%	\$1,108,884,168	\$984,161,478	(\$124,722,690)	-11%	\$2,154,940,254	\$2,010,178,307	(\$144,761,947)	-7%
Floor/Floor Coverings	\$12,805,449	\$17,590,019	\$4,784,570	37%	\$55,066,846	\$70,965,493	\$15,898,647	29%	\$107,109,406	\$119,390,993	\$12,281,587	11%
Footwear, including Accessories	\$24,034,064	\$33,733,813	\$9,699,749	40%	\$105,318,727	\$108,109,230	\$2,790,503	3%	\$204,707,135	\$167,465,571	(\$37,241,564)	-18%
Meats/Nonalcoholic Beverages	\$193,266,486	\$272,478,161	\$79,211,674	41%	\$744,961,740	\$877,689,440	\$132,727,700	18%	\$1,418,240,909	\$1,498,033,198	\$79,792,290	6%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$7,468,043	\$10,795,834	\$3,327,792	45%	\$32,355,077	\$38,331,625	\$5,976,548	18%	\$62,949,065	\$66,971,927	\$4,022,862	6%
Mens Wear	\$22,153,567	\$33,038,701	\$10,885,134	49%	\$97,566,974	\$106,675,685	\$9,108,711	9%	\$189,622,020	\$178,779,748	(\$10,842,272)	-6%
Audio Equipment/Musical Instruments	\$9,976,237	\$15,838,491	\$5,862,254	59%	\$43,159,370	\$61,592,398	\$18,433,028	43%	\$83,898,797	\$104,164,844	\$20,266,048	24%
Cigars/Cigarettes/Tobacco/Accessories	\$20,695,000	\$33,631,071	\$12,936,071	63%	\$87,092,227	\$98,261,946	\$11,169,719	13%	\$169,378,311	\$171,552,574	\$2,174,262	1%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$13,969,508	\$24,399,353	\$10,429,846	75%	\$60,964,650	\$90,996,439	\$30,031,789	49%	\$118,643,722	\$154,806,426	\$36,162,704	30%
Jewelry (including Watches)	\$14,410,498	\$25,288,538	\$10,878,040	75%	\$62,332,962	\$79,095,123	\$16,762,161	27%	\$121,281,999	\$130,343,236	\$9,061,238	7%
Packaged Liquor/Wine/Beer	\$30,026,454	\$53,639,829	\$23,613,375	79%	\$131,656,421	\$173,256,906	\$41,600,485	32%	\$255,895,428	\$265,252,814	\$9,357,386	4%
Childrens Wear/Infants/Toddlers Clothing	\$9,018,659	\$17,196,126	\$8,177,467	91%	\$39,388,293	\$49,952,374	\$10,564,081	27%	\$76,575,380	\$81,948,096	\$5,372,716	7%
Soaps/Detergents/Household Cleaners	\$7,702,721	\$14,730,434	\$7,027,714	91%	\$32,975,367	\$43,587,185	\$10,611,817	32%	\$64,226,474	\$77,165,706	\$12,939,232	20%
Books/Periodicals	\$6,443,092	\$12,367,089	\$5,923,997	92%	\$27,985,953	\$45,836,718	\$17,850,766	64%	\$54,341,385	\$77,237,401	\$22,896,016	42%
Toys/Hobby Goods/Games	\$8,212,716	\$15,784,339	\$7,571,623	92%	\$35,330,779	\$52,901,925	\$17,571,146	50%	\$68,628,497	\$88,205,786	\$19,577,289	29%
Hardware/Tools/Plumbing/Electrical Supplies	\$25,586,935	\$50,244,081	\$24,657,146	96%	\$109,816,606	\$165,767,861	\$55,951,255	51%	\$213,386,666	\$247,927,532	\$34,540,866	16%
Paper/Related Products	\$6,760,472	\$13,393,812	\$6,633,340	98%	\$28,966,690	\$39,601,882	\$10,635,192	37%	\$56,383,065	\$72,737,178	\$16,354,113	29%
Retailer Services	\$47,066,930	\$95,380,814	\$48,313,884	103%	\$209,984,375	\$303,035,791	\$93,051,416	44%	\$409,363,288	\$478,990,459	\$69,627,171	17%
Sewing/Knitting Materials/Supplies	\$809,088	\$1,654,707	\$845,619	105%	\$3,551,674	\$5,392,840	\$1,841,166	52%	\$6,918,013	\$8,956,728	\$2,038,715	29%
Paints/Sundries/Wallpaper/Wall Coverings	\$6,589,906	\$14,607,922	\$8,018,015	122%	\$28,230,260	\$46,768,962	\$18,538,701	66%	\$54,840,315	\$67,588,534	\$12,748,218	23%
Dimensional Lumber/Other Building Materials	\$35,883,001	\$80,375,914	\$44,492,913	124%	\$154,785,053	\$258,320,590	\$103,535,537	67%	\$300,934,663	\$370,529,808	\$69,595,145	23%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,503,730	\$8,018,831	\$4,515,101	129%	\$15,287,049	\$26,533,547	\$11,246,498	74%	\$29,692,496	\$41,952,925	\$12,260,429	41%
Autos/Cars/Vans/Trucks/Motorcycles	\$247,835,954	\$584,524,816	\$336,688,863	136%	\$1,082,979,119	\$1,764,925,972	\$681,946,853	63%	\$2,105,485,741	\$2,293,213,457	\$187,727,716	9%
Televisions/VCR/Video Cameras/DVD etc	\$10,511,657	\$25,687,662	\$15,176,006	144%	\$45,282,743	\$83,640,695	\$38,357,953	85%	\$87,994,613	\$152,407,909	\$64,413,296	73%
Photographic Equipment/Supplies	\$1,700,307	\$4,736,982	\$3,036,675	179%	\$7,383,700	\$14,949,002	\$7,565,302	102%	\$14,336,868	\$26,970,719	\$12,633,851	88%
Major Household Appliances	\$5,187,017	\$14,796,078	\$9,609,061	185%	\$23,502,805	\$43,204,728	\$19,701,923	84%	\$45,833,827	\$69,787,262	\$23,953,436	52%
Automotive Lubricants (incl Oil, Greases)	\$5,187,017	\$14,796,078	\$9,609,061	185%	\$23,502,805	\$43,204,728	\$19,701,923	84%	\$45,833,827	\$69,787,262	\$23,953,436	52%

Consumer Demand & Market Supply Assessment

Site: Shaw Ave & Peach Ave

Date Report Created: 2/25/2021

5 Min Drive	10 Min Drive	20 Min Drive
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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

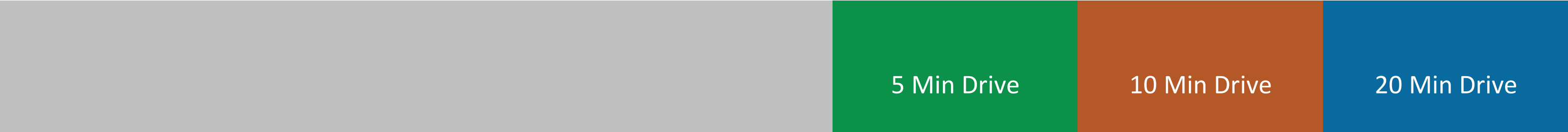
Household Segmentation Profile

Site: Shaw Ave & Peach Ave

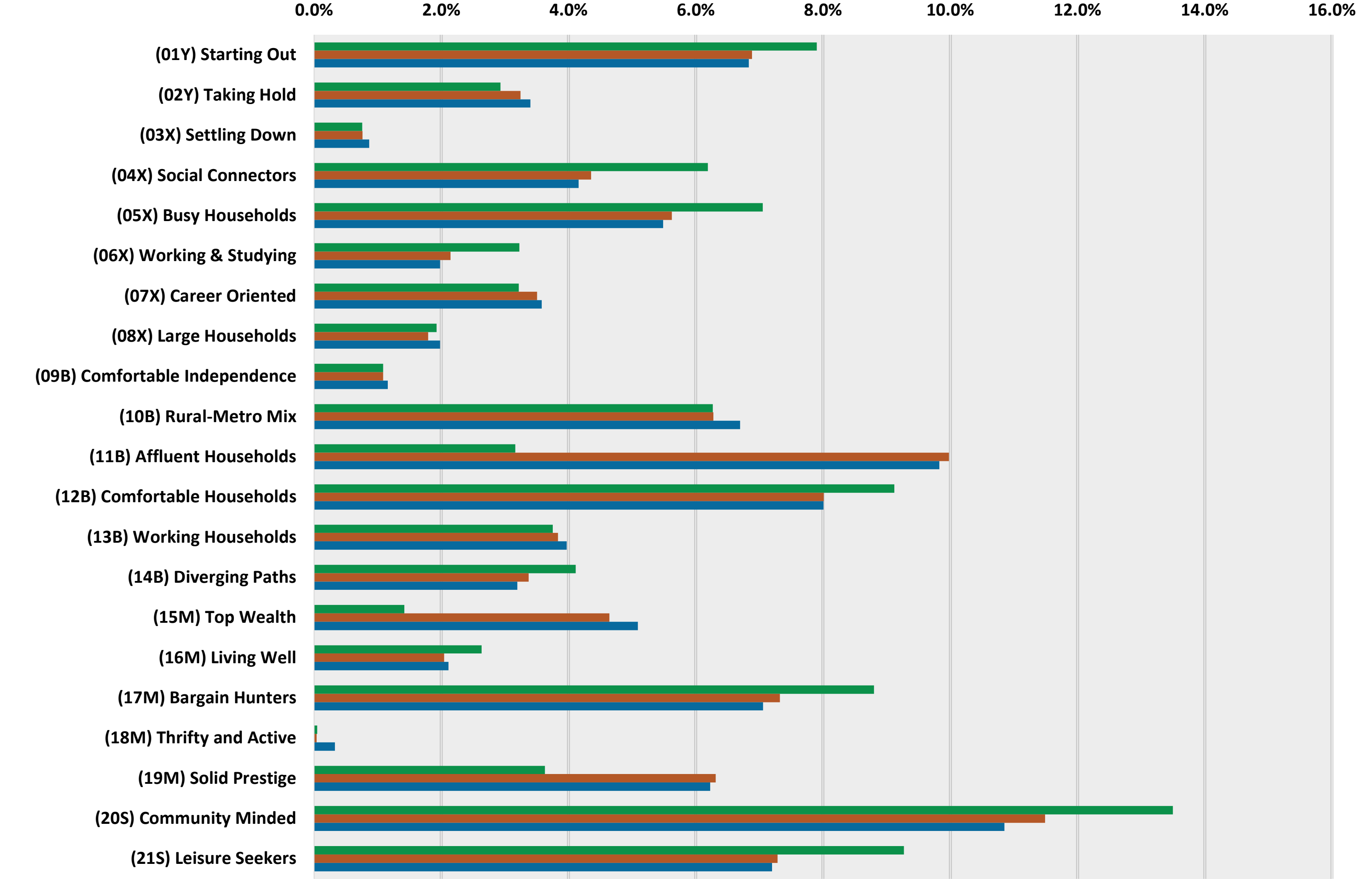


Hdl ECONSolutions

Date: 2/25/2021



Household Lifestage Group Comparison



Total Households	31,618	100%	123,477	100%	233,918	100%
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Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	36- Persistent & Productive	(20S) Community Minded	2,662	8.4%	9,127	7.4%	16,522	7.1%
2	53- Metro Strivers	(10B) Rural-Metro Mix	1,927	6.1%	7,640	6.2%	14,889	6.4%
3	62- Movies & Sports	(05X) Busy Households	1,652	5.2%	4,887	4.0%	8,941	3.8%
4	17- Firmly Established	(12B) Comfortable Households	1,582	5.0%	5,142	4.2%	9,522	4.1%
5	63- Staying Home	(17M) Bargain Hunters	1,443	4.6%	4,084	3.3%	6,986	3.0%
6	13- Work & Play	(12B) Comfortable Households	1,303	4.1%	4,749	3.8%	9,206	3.9%
7	38- Occupational Mix	(13B) Working Households	1,185	3.7%	4,727	3.8%	8,970	3.8%
8	59- Mobile Mixers	(04X) Social Connectors	1,039	3.3%	2,501	2.0%	4,390	1.9%
9	33- Urban Diversity	(14B) Diverging Paths	935	3.0%	2,956	2.4%	5,054	2.2%
10	25- Clubs & Causes	(20S) Community Minded	806	2.5%	2,360	1.9%	4,299	1.8%

* Rank is based on Trade Area 1 cluster size

Household Segmentation Profile

Date: 2/25/2021

TOTAL HOUSEHOLDS		31,618	100%	123,477	100%	233,918	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(01Y) Starting Out		2,499	7.9%	8,499	6.9%	15,987	6.8%
	39- Setting Goals	688	2.2%	2,391	1.9%	4,567	2.0%
	45- Offices & Entertainment	377	1.2%	1,257	1.0%	2,279	1.0%
	57- Collegiate Crowd	645	2.0%	2,160	1.7%	4,134	1.8%
	58- Outdoor Fervor	21	0.1%	47	0.0%	285	0.1%
	67- First Steps	768	2.4%	2,644	2.1%	4,721	2.0%
(02Y) Taking Hold		926	2.9%	4,009	3.2%	7,954	3.4%
	18- Climbing the Ladder	50	0.2%	168	0.1%	330	0.1%
	21- Children First	282	0.9%	1,197	1.0%	2,426	1.0%
	24- Career Building	538	1.7%	2,299	1.9%	4,484	1.9%
	30- Out & About	57	0.2%	345	0.3%	714	0.3%
(03X) Settling Down		240	0.8%	939	0.8%	2,026	0.9%
	34- Outward Bound	0	0.0%	20	0.0%	174	0.1%
	41- Rural Adventure	7	0.0%	55	0.0%	195	0.1%
	46- Rural & Active	233	0.7%	864	0.7%	1,656	0.7%
(04X) Social Connectors		1,957	6.2%	5,376	4.4%	9,726	4.2%
	42- Creative Variety	312	1.0%	1,098	0.9%	2,285	1.0%
	52- Stylish & Striving	606	1.9%	1,777	1.4%	3,051	1.3%
	59- Mobile Mixers	1,039	3.3%	2,501	2.0%	4,390	1.9%
(05X) Busy Households		2,229	7.1%	6,944	5.6%	12,838	5.5%
	37- Firm Foundations	578	1.8%	2,057	1.7%	3,896	1.7%
	62- Movies & Sports	1,652	5.2%	4,887	4.0%	8,941	3.8%
(06X) Working & Studying		1,020	3.2%	2,646	2.1%	4,631	2.0%
	61- City Life	373	1.2%	375	0.3%	408	0.2%
	69- Productive Havens	192	0.6%	987	0.8%	2,057	0.9%
	70- Favorably Frugal	455	1.4%	1,283	1.0%	2,166	0.9%
(07X) Career Oriented		1,017	3.2%	4,326	3.5%	8,365	3.6%
	06- Casual Comfort	162	0.5%	1,369	1.1%	2,819	1.2%
	10- Careers & Travel	137	0.4%	640	0.5%	1,181	0.5%
	20- Carving Out Time	84	0.3%	302	0.2%	588	0.3%
	26- Getting Established	634	2.0%	2,014	1.6%	3,778	1.6%
(08X) Large Households		608	1.9%	2,215	1.8%	4,627	2.0%
	11- Schools & Shopping	106	0.3%	538	0.4%	965	0.4%
	12- On the Go	158	0.5%	560	0.5%	989	0.4%
	19- Country Comfort	3	0.0%	29	0.0%	536	0.2%
	27- Tenured Proprietors	341	1.1%	1,088	0.9%	2,136	0.9%
(09B) Comfortable Independence		343	1.1%	1,343	1.1%	2,708	1.2%
	29- City Mixers	3	0.0%	3	0.0%	3	0.0%
	35- Working & Active	163	0.5%	634	0.5%	1,294	0.6%
	56- Metro Active	177	0.6%	705	0.6%	1,411	0.6%
(10B) Rural-Metro Mix		1,981	6.3%	7,748	6.3%	15,669	6.7%
	47- Rural Parents	15	0.0%	29	0.0%	486	0.2%
	53- Metro Strivers	1,927	6.1%	7,640	6.2%	14,889	6.4%
	60- Rural & Mobile	40	0.1%	79	0.1%	294	0.1%

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



Household Segmentation Profile

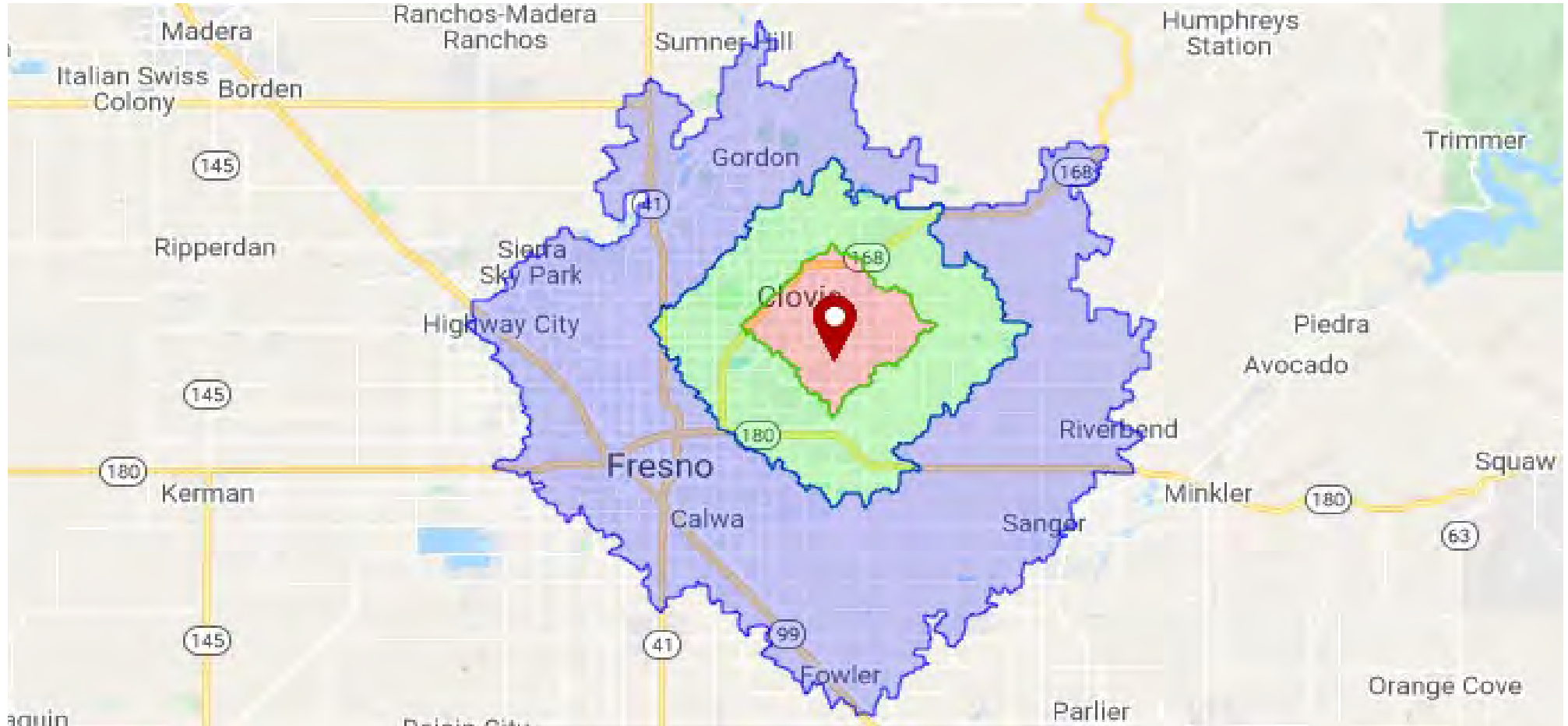
Date: 2/25/2021

TOTAL HOUSEHOLDS		31,618	100%	123,477	100%	233,918	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(11B) Affluent Households		1,000	3.2%	12,321	10.0%	22,993	9.8%
	01- Summit Estates	131	0.4%	3,273	2.7%	7,070	3.0%
	04- Top Professionals	551	1.7%	7,049	5.7%	12,057	5.2%
	07- Active Lifestyles	318	1.0%	1,999	1.6%	3,866	1.7%
(12B) Comfortable Households		2,884	9.1%	9,892	8.0%	18,728	8.0%
	13- Work & Play	1,303	4.1%	4,749	3.8%	9,206	3.9%
	17- Firmly Established	1,582	5.0%	5,142	4.2%	9,522	4.1%
(13B) Working Households		1,187	3.8%	4,736	3.8%	9,285	4.0%
	38- Occupational Mix	1,185	3.7%	4,727	3.8%	8,970	3.8%
	48- Farm & Home	2	0.0%	9	0.0%	315	0.1%
(14B) Diverging Paths		1,301	4.1%	4,165	3.4%	7,476	3.2%
	16- Country Enthusiasts	0	0.0%	10	0.0%	177	0.1%
	22- Comfortable Cornerstones	126	0.4%	376	0.3%	796	0.3%
	31- Mid-Americana	216	0.7%	797	0.6%	1,416	0.6%
	32- Metro Mix	24	0.1%	26	0.0%	33	0.0%
	33- Urban Diversity	935	3.0%	2,956	2.4%	5,054	2.2%
(15M) Top Wealth		448	1.4%	5,730	4.6%	11,907	5.1%
	02- Established Elite	145	0.5%	2,470	2.0%	6,182	2.6%
	03- Corporate Connected	304	1.0%	3,260	2.6%	5,725	2.4%
(16M) Living Well		832	2.6%	2,523	2.0%	4,943	2.1%
	14- Career Centered	487	1.5%	1,579	1.3%	3,051	1.3%
	15- Country Ways	2	0.0%	7	0.0%	155	0.1%
	23- Good Neighbors	343	1.1%	937	0.8%	1,736	0.7%
(17M) Bargain Hunters		2,782	8.8%	9,040	7.3%	16,508	7.1%
	43- Work & Causes	305	1.0%	1,092	0.9%	2,173	0.9%
	44- Open Houses	479	1.5%	1,594	1.3%	3,008	1.3%
	55- Community Life	365	1.2%	1,445	1.2%	2,740	1.2%
	63- Staying Home	1,443	4.6%	4,084	3.3%	6,986	3.0%
	68- Staying Healthy	190	0.6%	824	0.7%	1,601	0.7%
(18M) Thrifty & Active		15	0.0%	48	0.0%	762	0.3%
	40- Great Outdoors	5	0.0%	20	0.0%	166	0.1%
	50- Rural Community	3	0.0%	20	0.0%	469	0.2%
	54- Work & Outdoors	7	0.0%	9	0.0%	127	0.1%
(19M) Solid Prestige		1,148	3.6%	7,796	6.3%	14,560	6.2%
	05- Active & Involved	271	0.9%	1,547	1.3%	2,940	1.3%
	08- Solid Surroundings	247	0.8%	2,241	1.8%	4,226	1.8%
	09- Busy Schedules	630	2.0%	4,007	3.2%	7,394	3.2%
(20S) Community Minded		4,268	13.5%	14,189	11.5%	25,382	10.9%
	25- Clubs & Causes	806	2.5%	2,360	1.9%	4,299	1.8%
	28- Community Pillars	800	2.5%	2,702	2.2%	4,562	2.0%
	36- Persistent & Productive	2,662	8.4%	9,127	7.4%	16,522	7.1%
(21S) Leisure Seekers		2,932	9.3%	8,994	7.3%	16,843	7.2%
	49- Home & Garden	734	2.3%	2,152	1.7%	3,541	1.5%
	51- Role Models	517	1.6%	1,639	1.3%	3,018	1.3%
	64- Practical & Careful	410	1.3%	1,070	0.9%	2,302	1.0%
	65- Hobbies & Shopping	560	1.8%	1,999	1.6%	3,969	1.7%
	66- Helping Hands	711	2.2%	2,134	1.7%	4,014	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.



**Shaw Ave & Fowler Ave,
Clovis, CA**



	5 Minutes	10 Minutes	20 Minutes
Population	90,454	264,607	713,646
Daytime Population	92,440	282,848	784,427
Households	30,974	88,323	232,482
Average Age	38.2	37.1	37.1
Average HH Income	\$84,754	\$83,256	\$78,084
White Collar (Residents)	66%	65%	60%
College Degree & Above	36%	34%	30%



Consumer Demographic Profile

Site: Shaw Ave & Fowler Ave

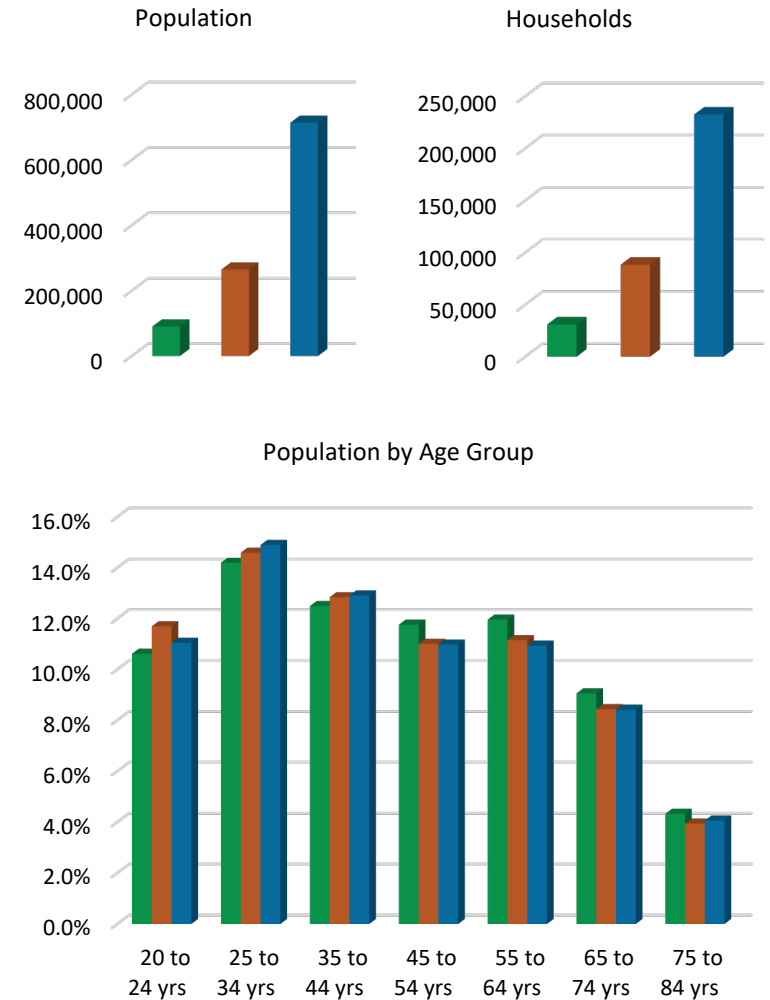
Date Report Created: 2/25/2021

INSIGHT

MARKET ANALYTICS

Hdl ECONsolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	90,454	---	264,607	---	713,646	---
5 Year Projected Pop	100,530	---	293,192	---	769,382	---
Pop Growth (%)	11.1%	---	10.8%	---	7.8%	---
Households	30,974	---	88,323	---	232,482	---
5 Year Projected HHs	34,253	---	97,698	---	250,959	---
HH Growth (%)	10.6%	---	10.6%	---	7.9%	---
Census Stats						
2000 Population	64,387	---	189,958	---	575,373	---
2010 Population	77,597	---	232,423	---	660,603	---
Pop Growth (%)	20.5%	---	22.4%	---	14.8%	---
2000 Households	22,776	---	65,851	---	190,642	---
2010 Households	27,022	---	78,059	---	215,136	---
HH Growth (%)	18.6%	---	18.5%	---	12.8%	---
Total Population by Age						
Average Age	38.2		37.1		37.1	
19 yrs & under	21,787	24.1%	65,806	24.9%	180,330	25.3%
20 to 24 yrs	9,603	10.6%	30,951	11.7%	78,848	11.0%
25 to 34 yrs	12,843	14.2%	38,604	14.6%	106,296	14.9%
35 to 44 yrs	11,301	12.5%	33,978	12.8%	92,135	12.9%
45 to 54 yrs	10,638	11.8%	29,128	11.0%	78,358	11.0%
55 to 64 yrs	10,820	12.0%	29,503	11.1%	78,058	10.9%
65 to 74 yrs	8,193	9.1%	22,330	8.4%	60,072	8.4%
75 to 84 yrs	3,916	4.3%	10,437	3.9%	29,002	4.1%
85 + yrs	1,352	1.5%	3,870	1.5%	10,547	1.5%
Population Bases						
20-34 yrs	22,446	24.8%	69,555	26.3%	185,144	25.9%
45-64 yrs	21,459	23.7%	58,631	22.2%	156,416	21.9%
16 yrs +	71,099	78.6%	206,459	78.0%	555,199	77.8%
25 yrs +	59,064	65.3%	167,850	63.4%	454,467	63.7%
65 yrs +	13,461	14.9%	36,638	13.8%	99,621	14.0%
75 yrs +	5,268	5.8%	14,307	5.4%	39,549	5.5%
85 yrs +	1,352	1.5%	3,870	1.5%	10,547	1.5%



Consumer Demographic Profile

Site: Shaw Ave & Fowler Ave

Date Report Created: 2/25/2021

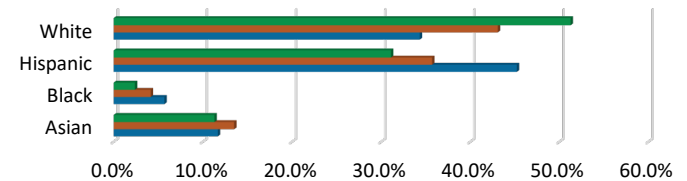
INSIGHT

MARKET ANALYTICS

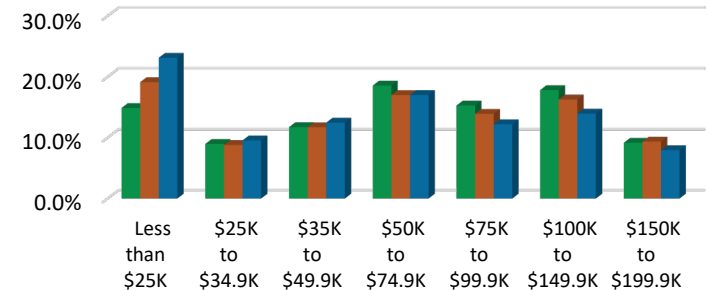
Hdl ECONsolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	46,372	51.3%	114,022	43.1%	245,016	34.3%
Hispanic	28,130	31.1%	94,510	35.7%	322,752	45.2%
Black	2,157	2.4%	10,994	4.2%	40,612	5.7%
Asian	10,224	11.3%	35,759	13.5%	83,348	11.7%
Ancestry						
American Indian (ancestry)	752	0.8%	1,857	0.7%	4,490	0.6%
Hawaiin (ancestry)	178	0.2%	449	0.2%	979	0.1%
Household Income						
Per Capita Income	\$29,022	---	\$27,790	---	\$25,437	---
Average HH Income	\$84,754	---	\$83,256	---	\$78,084	---
Median HH Income	\$68,703	---	\$64,320	---	\$56,537	---
Less than \$25K	4,609	14.9%	16,891	19.1%	53,790	23.1%
\$25K to \$34.9K	2,781	9.0%	7,776	8.8%	22,199	9.5%
\$35K to \$49.9K	3,634	11.7%	10,343	11.7%	28,995	12.5%
\$50K to \$74.9K	5,749	18.6%	15,018	17.0%	39,569	17.0%
\$75K to \$99.9K	4,734	15.3%	12,292	13.9%	28,394	12.2%
\$100K to \$149.9K	5,520	17.8%	14,373	16.3%	32,449	14.0%
\$150K to \$199.9K	2,838	9.2%	8,262	9.4%	18,474	7.9%
\$200K +	1,109	3.6%	3,369	3.8%	8,612	3.7%
Education						
Less than 9th Grade	2,447	4.1%	11,100	6.6%	50,228	11.1%
Some HS, No Diploma	3,562	6.0%	12,812	7.6%	44,580	9.8%
HS Grad (or Equivalent)	13,637	23.1%	36,360	21.7%	100,421	22.1%
Some College, No Degree	16,951	28.7%	45,265	27.0%	109,687	24.1%
Associate Degree	6,752	11.4%	17,155	10.2%	41,380	9.1%
Bachelor Degree	10,595	17.9%	30,110	17.9%	70,437	15.5%
Graduates Degree	3,634	6.2%	9,945	5.9%	23,470	5.2%

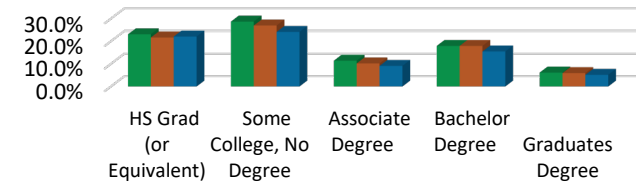
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: Shaw Ave & Fowler Ave

Date Report Created: 2/25/2021

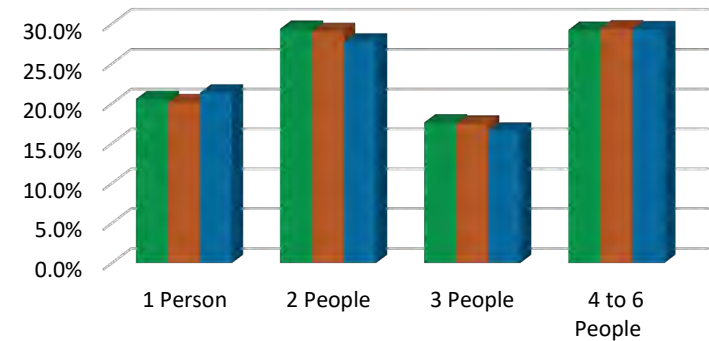
INSIGHT

MARKET ANALYTICS

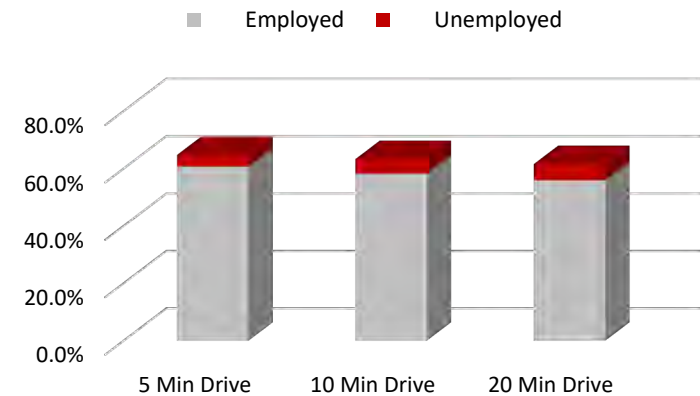
Hdl ECONsolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	22,819		64,733		167,780	
Single - Male	1,346	5.9%	3,597	5.6%	9,239	5.5%
Single - Female	2,071	9.1%	5,908	9.1%	18,100	10.8%
Single Parent - Male	1,147	5.0%	3,510	5.4%	9,304	5.5%
Single Parent - Female	2,658	11.6%	8,893	13.7%	25,335	15.1%
Married w/ Children	6,896	30.2%	19,651	30.4%	47,159	28.1%
Married w/out Children	8,701	38.1%	23,173	35.8%	58,643	35.0%
Household Size						
1 Person	6,374	20.6%	17,811	20.2%	49,710	21.4%
2 People	9,105	29.4%	25,712	29.1%	64,599	27.8%
3 People	5,461	17.6%	15,451	17.5%	38,603	16.6%
4 to 6 People	9,061	29.3%	25,998	29.4%	68,191	29.3%
7+ People	972	3.1%	3,352	3.8%	11,379	4.9%
Home Ownership	30,974		88,323		232,482	
Owners	18,538	59.9%	49,546	56.1%	124,571	53.6%
Renters	12,436	40.1%	38,776	43.9%	107,911	46.4%
Components of Change						
Births	1,112	1.2%	3,393	1.3%	9,090	1.3%
Deaths	627	0.7%	1,704	0.6%	4,615	0.6%
Migration	1,345	1.5%	1,223	0.5%	324	0.0%
Employment (Pop 16+)	71,099		206,459		555,199	
Armed Services	228	0.3%	448	0.2%	641	0.1%
Civilian	46,058	64.8%	130,678	63.3%	341,757	61.6%
Employed	43,161	60.7%	120,250	58.2%	310,669	56.0%
Unemployed	2,897	4.1%	10,429	5.1%	31,088	5.6%
Not in Labor Force	25,041	35.2%	75,780	36.7%	213,442	38.4%
Employed Population	43,161		120,250		310,669	
White Collar	28,514	66.1%	77,736	64.6%	185,842	59.8%
Blue Collar	14,647	33.9%	42,514	35.4%	124,827	40.2%

Household Size



Civilian Employment

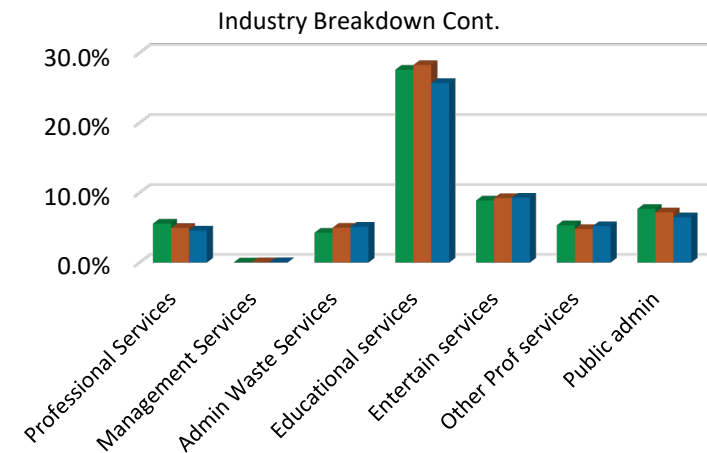
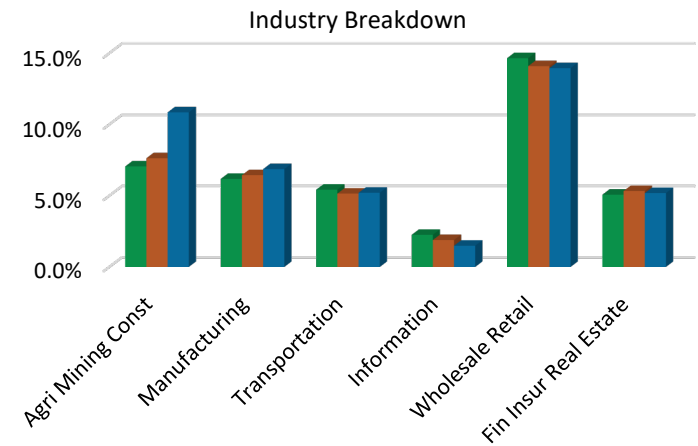


Consumer Demographic Profile

Site: Shaw Ave & Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	43,161		120,250		310,669	
White Collar	28,514	66.1%	77,736	64.6%	185,842	59.8%
Managerial executive	5,907	13.7%	16,207	13.5%	38,858	12.5%
Prof specialty	10,537	24.4%	28,600	23.8%	63,932	20.6%
Healthcare support	1,871	4.3%	5,453	4.5%	15,608	5.0%
Sales	4,957	11.5%	13,118	10.9%	31,981	10.3%
Office Admin	5,243	12.1%	14,358	11.9%	35,463	11.4%
Blue Collar	14,647	33.9%	42,514	35.4%	124,827	40.2%
Protective	1,336	3.1%	3,755	3.1%	7,513	2.4%
Food Prep Serving	2,492	5.8%	7,226	6.0%	18,550	6.0%
Bldg Maint/Cleaning	1,151	2.7%	4,169	3.5%	13,329	4.3%
Personal Care	1,411	3.3%	3,577	3.0%	9,640	3.1%
Farming/Fishing/Forestry	575	1.3%	1,375	1.1%	11,601	3.7%
Construction	2,666	6.2%	7,899	6.6%	22,671	7.3%
Production Transp	5,016	11.6%	14,513	12.1%	41,522	13.4%
Employment By Industry	43,161		120,250		310,669	
Agri Mining Const	3,047	7.1%	9,179	7.6%	33,718	10.9%
Manufacturing	2,667	6.2%	7,748	6.4%	21,345	6.9%
Transportation	2,342	5.4%	6,194	5.2%	16,181	5.2%
Information	973	2.3%	2,273	1.9%	4,631	1.5%
Wholesale Retail	6,324	14.7%	16,950	14.1%	43,345	14.0%
Fin Insur Real Estate	2,191	5.1%	6,411	5.3%	16,107	5.2%
Professional Services	2,408	5.6%	5,952	4.9%	14,252	4.6%
Management Services	11	0.0%	58	0.0%	179	0.1%
Admin Waste Services	1,843	4.3%	5,997	5.0%	15,967	5.1%
Educational services	11,903	27.6%	33,970	28.2%	79,775	25.7%
Entertain services	3,831	8.9%	11,096	9.2%	28,854	9.3%
Other Prof services	2,306	5.3%	5,780	4.8%	16,182	5.2%
Public admin	3,314	7.7%	8,641	7.2%	20,133	6.5%



Employment Profile

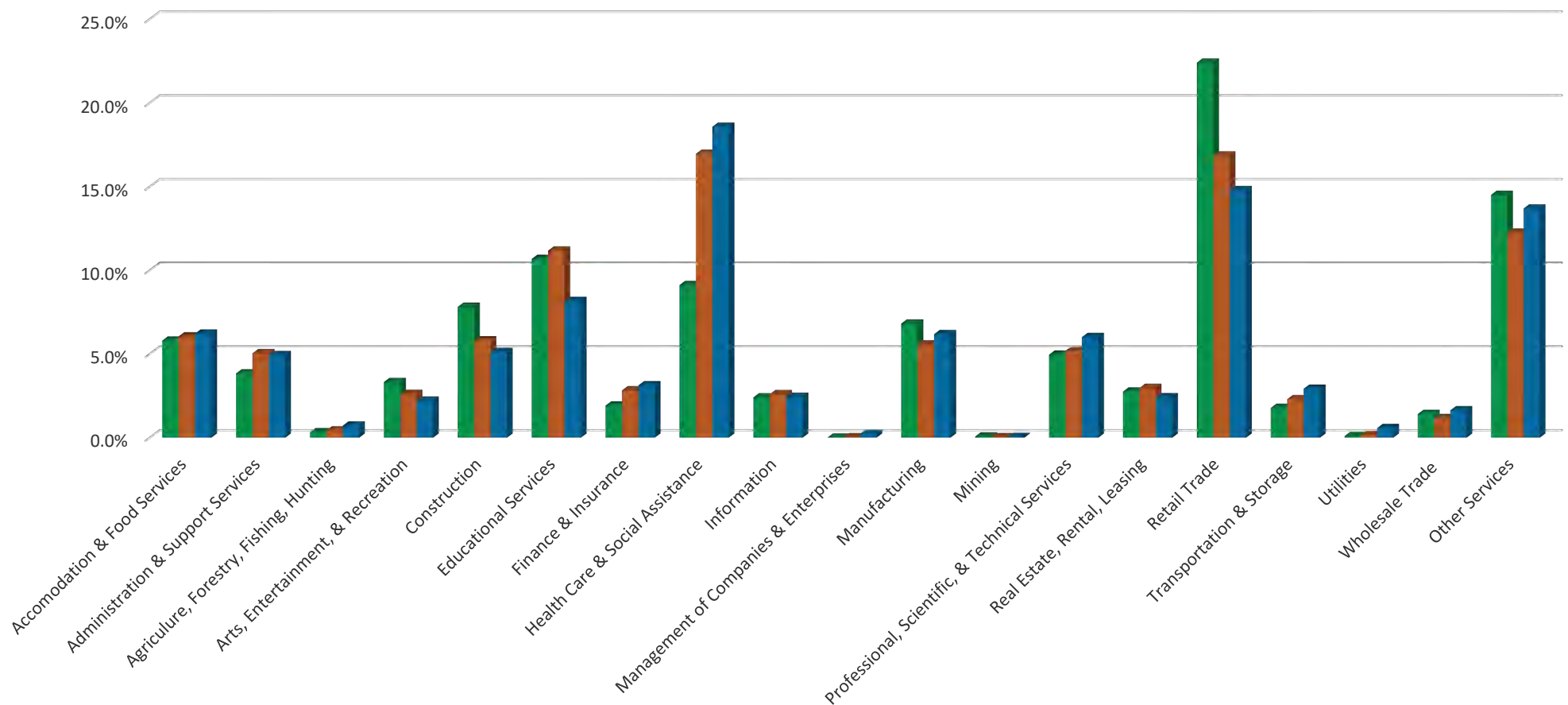
Site: Shaw Ave & Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive	10 Min Drive	20 Min Drive
Daytime Population	92,440	282,848	784,427
Student Population	29,566	100,883	252,301
Median Employee Salary	43,929	44,424	44,652
Average Employee Salary	50,046	51,015	51,483
Wages	#	#	#
Salary/Wage per Employee per Annum			
Under \$15,000 CrYr	1,023 3.5%	2,391 3.0%	7,646 3.1%
15,000 to 30,000 CrYr	1,699 5.8%	4,443 5.5%	13,665 5.6%
30,000 to 45,000 CrYr	13,271 45.1%	35,688 44.6%	107,867 44.0%
45,000 to 60,000 CrYr	5,634 19.1%	15,901 19.9%	49,513 20.2%
60,000 to 75,000 CrYr	2,739 9.3%	7,017 8.8%	20,795 8.5%
75,000 to 90,000 CrYr	2,103 7.1%	5,649 7.1%	17,515 7.1%
90,000 to 100,000 CrYr	1,157 3.9%	3,374 4.2%	11,308 4.6%
Over 100,000 CrYr	1,824 6.2%	5,612 7.0%	16,965 6.9%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,090	100%	29,451	100%	5,486	100%	80,076	100%	16,370	100%	245,273	100%
Accommodation & Food Services	119	5.7%	1,707	5.8%	286	5.2%	4,843	6.0%	863	5.3%	15,243	6.2%
Administration & Support Services	96	4.6%	1,130	3.8%	256	4.7%	4,034	5.0%	659	4.0%	12,096	4.9%
Agriculture, Forestry, Fishing, Hunting	9	0.4%	96	0.3%	23	0.4%	347	0.4%	106	0.6%	1,763	0.7%
Arts, Entertainment, & Recreation	55	2.7%	978	3.3%	130	2.4%	2,090	2.6%	336	2.1%	5,415	2.2%
Construction	223	10.7%	2,302	7.8%	424	7.7%	4,653	5.8%	980	6.0%	12,614	5.1%
Educational Services	61	2.9%	3,145	10.7%	162	3.0%	8,949	11.2%	467	2.9%	20,025	8.2%
Finance & Insurance	112	5.4%	565	1.9%	324	5.9%	2,262	2.8%	917	5.6%	7,672	3.1%
Health Care & Social Assistance	217	10.4%	2,685	9.1%	1,021	18.6%	13,577	17.0%	2,975	18.2%	45,550	18.6%
Information	34	1.6%	710	2.4%	94	1.7%	2,082	2.6%	270	1.6%	5,982	2.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	16	0.0%	10	0.1%	567	0.2%
Manufacturing	94	4.5%	2,007	6.8%	196	3.6%	4,461	5.6%	583	3.6%	15,164	6.2%
Mining	1	0.0%	19	0.1%	1	0.0%	19	0.0%	8	0.0%	99	0.0%
Professional, Scientific, & Technical Services	160	7.6%	1,461	5.0%	482	8.8%	4,156	5.2%	1,728	10.6%	14,737	6.0%
Real Estate, Rental, Leasing	109	5.2%	811	2.8%	268	4.9%	2,376	3.0%	743	4.5%	5,919	2.4%
Retail Trade	321	15.4%	6,597	22.4%	724	13.2%	13,500	16.9%	2,192	13.4%	36,277	14.8%
Transportation & Storage	28	1.3%	523	1.8%	71	1.3%	1,837	2.3%	354	2.2%	7,159	2.9%
Utilities	2	0.1%	27	0.1%	6	0.1%	131	0.2%	21	0.1%	1,400	0.6%
Wholesale Trade	56	2.7%	416	1.4%	116	2.1%	936	1.2%	434	2.7%	4,007	1.6%
Other Services	392	18.8%	4,271	14.5%	902	16.4%	9,807	12.2%	2,724	16.6%	33,585	13.7%



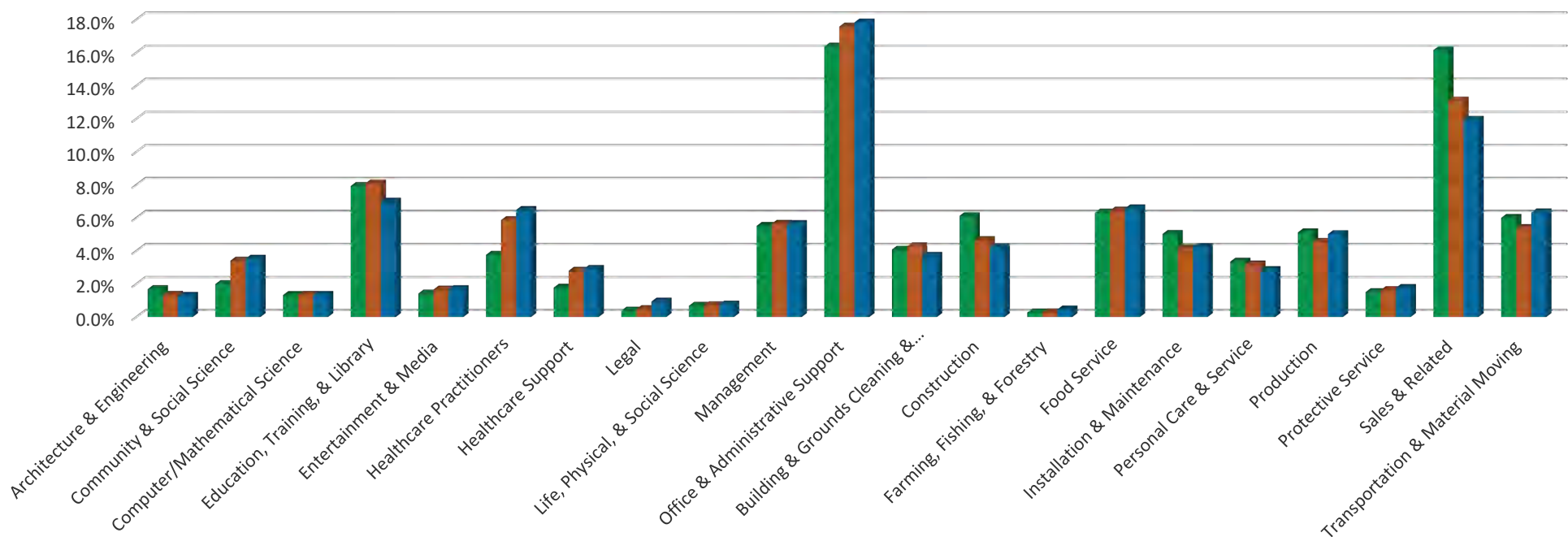
Employment Profile

Site: Shaw Ave & Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	13,495	45.8%	41,648	52.0%	128,846	52.5%
Architecture & Engineering	496	1.7%	1,071	1.3%	3,128	1.3%
Community & Social Science	587	2.0%	2,727	3.4%	8,643	3.5%
Computer/Mathematical Science	391	1.3%	1,068	1.3%	3,267	1.3%
Education, Training, & Library	2,334	7.9%	6,491	8.1%	17,124	7.0%
Entertainment & Media	417	1.4%	1,325	1.7%	4,130	1.7%
Healthcare Practitioners	1,108	3.8%	4,695	5.9%	15,880	6.5%
Healthcare Support	522	1.8%	2,239	2.8%	7,130	2.9%
Legal	112	0.4%	381	0.5%	2,276	0.9%
Life, Physical, & Social Science	200	0.7%	568	0.7%	1,836	0.7%
Management	1,624	5.5%	4,515	5.6%	13,787	5.6%
Office & Administrative Support	4,818	16.4%	14,069	17.6%	43,706	17.8%
Blue Collar	15,884	53.9%	38,157	47.7%	115,407	47.1%
Building & Grounds Cleaning & Maintenance	1,203	4.1%	3,423	4.3%	9,066	3.7%
Construction	1,804	6.1%	3,725	4.7%	10,370	4.2%
Farming, Fishing, & Forestry	80	0.3%	223	0.3%	1,113	0.5%
Food Service	1,861	6.3%	5,157	6.4%	16,122	6.6%
Installation & Maintenance	1,479	5.0%	3,352	4.2%	10,396	4.2%
Personal Care & Service	985	3.3%	2,545	3.2%	6,966	2.8%
Production	1,508	5.1%	3,637	4.5%	12,292	5.0%
Protective Service	442	1.5%	1,301	1.6%	4,297	1.8%
Sales & Related	4,756	16.1%	10,485	13.1%	29,264	11.9%
Transportation & Material Moving	1,766	6.0%	4,309	5.4%	15,521	6.3%
Military Services	72	0.2%	271	0.3%	1,019	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	29,451	80,076	245,273
2020 Q3	29,063	77,343	239,172
2020 Q2	29,386	80,307	246,232
2020 Q1	28,555	78,156	239,809
2019 Q4	29,587	80,978	248,539
2019 Q3	29,036	77,993	242,156
2019 Q2	29,778	81,555	250,479
2019 Q1	28,888	79,273	243,459
2018 Q4	29,444	80,854	248,435



Consumer Demand & Market Supply Assessment

Site: Shaw Ave & Fowler Ave

Date Report Created: 2/25/2021

Demographics

Population	90,454
5-Year Population estimate	100,530
Population Households	90,135
Group Quarters Population	319
Households	30,974
5-Year Households estimate	34,253
WorkPlace Establishments	2,090
Workplace Employees	29,451
Median Household Income	\$68,703

By Establishments

	5 Min Drive				10 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$281,898,398	\$61,323,678	(\$220,574,720)	-78%	\$817,948,662	\$740,528,077	(\$77,420,585)	-9%	\$2,220,181,643	\$1,754,238,673	(\$465,942,971)	-21%
Florists/Misc. Store Retailers	\$2,413,753	\$983,481	(\$1,430,272)	-59%	\$7,018,400	\$2,139,784	(\$4,878,616)	-70%	\$18,747,234	\$15,321,270	(\$3,425,964)	-18%
Home Furnishing Stores	\$15,971,470	\$7,236,682	(\$8,734,788)	-55%	\$46,587,507	\$27,632,867	(\$18,954,640)	-41%	\$124,812,724	\$111,335,231	(\$13,477,493)	-11%
Special Food Services	\$25,236,024	\$14,457,757	(\$10,778,268)	-43%	\$71,683,433	\$56,471,444	(\$15,211,989)	-21%	\$198,930,057	\$196,867,988	(\$2,062,070)	-1%
Clothing Stores	\$70,910,039	\$49,770,548	(\$21,139,491)	-30%	\$206,627,329	\$112,956,237	(\$93,671,092)	-45%	\$552,268,216	\$370,229,776	(\$182,038,440)	-33%
Used Merchandise Stores	\$4,960,602	\$3,600,295	(\$1,360,307)	-27%	\$14,456,913	\$10,007,199	(\$4,449,714)	-31%	\$38,709,295	\$31,695,921	(\$7,013,375)	-18%
Furniture Stores	\$17,042,641	\$12,619,705	(\$4,422,936)	-26%	\$49,548,402	\$32,145,573	(\$17,402,829)	-35%	\$131,871,583	\$77,504,410	(\$54,367,173)	-41%
Specialty Food Stores	\$9,069,283	\$6,725,602	(\$2,343,681)	-26%	\$26,454,520	\$13,750,379	(\$12,704,141)	-48%	\$71,246,659	\$51,136,740	(\$20,109,919)	-28%
Grocery Stores	\$171,912,386	\$128,511,693	(\$43,400,692)	-25%	\$501,475,713	\$291,534,374	(\$209,941,339)	-42%	\$1,349,938,964	\$1,055,950,046	(\$293,988,918)	-22%
Bar/Drinking Places (Alcoholic Beverages)	\$5,381,137	\$4,566,217	(\$814,920)	-15%	\$15,040,833	\$9,138,626	(\$5,902,207)	-39%	\$42,567,685	\$33,710,839	(\$8,856,846)	-21%
Direct Selling Establishments	\$8,960,999	\$7,699,226	(\$1,261,773)	-14%	\$26,160,027	\$24,906,534	(\$1,253,493)	-5%	\$70,556,579	\$112,517,867	\$41,961,288	59%
Electronics/Appliance	\$26,625,703	\$23,872,259	(\$2,753,444)	-10%	\$76,164,094	\$68,095,688	(\$8,068,406)	-11%	\$209,908,961	\$178,627,535	(\$31,281,425)	-15%
Full-Service Restaurants	\$80,831,005	\$76,883,005	(\$3,948,000)	-5%	\$228,338,122	\$212,073,370	(\$16,264,752)	-7%	\$638,323,791	\$657,572,201	\$19,248,411	3%
Other Misc. Store Retailers	\$25,037,227	\$23,817,933	(\$1,219,294)	-5%	\$72,753,958	\$60,316,013	(\$12,437,945)	-17%	\$194,724,525	\$120,359,713	(\$74,364,812)	-38%
Lawn/Garden Equipment/Supplies Stores	\$9,538,949	\$9,385,471	(\$153,478)	-2%	\$27,727,011	\$23,414,577	(\$4,312,435)	-16%	\$74,048,261	\$67,196,718	(\$6,851,544)	-9%
Gasoline Stations	\$130,860,497	\$129,195,286	(\$1,665,211)	-1%	\$380,720,130	\$317,138,569	(\$63,581,560)	-17%	\$1,019,546,013	\$895,842,027	(\$123,703,986)	-12%
Shoe Stores	\$10,403,674	\$10,533,376	\$129,702	1%	\$30,377,290	\$24,888,487	(\$5,488,803)	-18%	\$80,962,251	\$73,911,264	(\$7,050,987)	-9%
Other Motor Vehicle Dealers	\$18,730,697	\$20,505,276	\$1,774,579	9%	\$54,262,562	\$39,606,893	(\$14,655,669)	-27%	\$143,756,739	\$268,552,012	\$124,795,273	87%
Jewelry/Luggage/Leather Goods	\$9,685,783	\$11,367,170	\$1,681,387	17%	\$28,181,551	\$19,337,050	(\$8,844,501)	-31%	\$75,350,864	\$65,204,706	(\$10,146,158)	-13%
Health/Personal Care Stores	\$93,207,375	\$115,000,361	\$21,792,986	23%	\$272,854,762	\$358,654,957	\$85,800,195	31%	\$736,257,455	\$928,620,790	\$192,363,335	26%
Book/Periodical/Music Stores	\$4,943,268	\$6,114,300	\$1,171,032	24%	\$14,447,927	\$18,118,527	\$3,670,600	25%	\$38,753,565	\$45,999,624	\$7,246,060	19%
Limited-Service Eating Places	\$86,891,909	\$108,824,394	\$21,932,485	25%	\$246,836,193	\$266,453,661	\$19,617,468	8%	\$685,393,698	\$799,219,610	\$113,825,911	17%
Automotive Parts/Accessories/Tire	\$26,696,626	\$33,996,357	\$7,299,731	27%	\$77,948,476	\$65,049,888	(\$12,898,588)	-17%	\$209,685,946	\$252,695,668	\$43,009,722	21%
Other General Merchandise Stores	\$177,188,930	\$294,109,254	\$116,920,324	66%	\$516,641,448	\$580,369,325	\$63,727,876	12%	\$1,390,283,314	\$1,481,698,299	\$91,414,985	7%
Beer/Wine/Liquor Stores	\$14,620,222	\$28,549,879	\$13,929,657	95%	\$42,511,573	\$67,429,262	\$24,917,689	59%	\$113,341,426	\$171,076,244	\$57,734,818	51%
Automotive Dealers	\$301,905,688	\$609,592,913	\$307,687,226	102%	\$874,552,378	\$948,469,129	\$73,916,751	8%	\$2,314,730,941	\$2,588,391,933	\$273,660,992	12%
Building Material/Supplies Dealers	\$91,807,648	\$195,940,877	\$104,133,228	113%	\$267,503,857	\$424,517,716	\$157,013,859	59%	\$717,001,053	\$830,913,152	\$113,912,099	16%
Sporting Goods/Hobby/Musical Instrument	\$16,325,811	\$36,349,685	\$20,023,874	123%	\$47,463,341	\$64,646,136	\$17,182,795	36%	\$126,371,595	\$158,450,518	\$32,078,923	25%
Office Supplies/Stationary/Gift	\$8,108,364	\$26,467,512	\$18,359,147	226%	\$23,508,913	\$50,507,819	\$26,998,906	115%	\$63,562,698	\$110,976,414	\$47,413,716	75%
Department Stores	\$34,293,991	\$114,285,384	\$79,991,393	233%	\$99,995,171	\$214,985,467	\$114,990,295	115%	\$268,213,963	\$515,101,962	\$246,887,999	92%
Vending Machine Operators (Non-Store)	\$12,140,333	\$45,206,862	\$33,066,529	272%	\$35,322,409	\$68,714,430	\$33,392,021	95%	\$95,416,855	\$400,505,186	\$305,088,331	320%
Consumer Demand/Market Supply Index	\$1,793,600,433	\$2,217,492,439	81		\$5,201,112,905	\$5,213,998,055	100		\$14,015,464,552	\$14,421,424,337	97	

Consumer Demand & Market Supply Assessment

Site:

Shaw Ave & Fowler Ave

Date Report Created:

2/25/2021

By Major Product Lines

	5 Min Drive				10 Min Drive				20 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	\$43,023,306	\$25,068,098	(\$17,955,208)	-42%	\$119,151,769	\$170,833,284	\$51,681,515	43%	\$353,512,615	\$410,314,760	\$56,802,145	16%
Furniture/Sleep/Outdoor/Patio Furniture	\$48,704,642	\$35,336,989	(\$13,367,652)	-27%	\$141,612,992	\$119,604,324	(\$22,008,667)	-16%	\$376,850,138	\$296,025,292	(\$80,824,846)	-21%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$231,690,453	\$176,467,695	(\$55,222,759)	-24%	\$678,668,613	\$603,502,449	(\$75,166,164)	-11%	\$1,832,705,660	\$1,542,420,389	(\$290,285,271)	-16%
Lawn/Garden/Farm Equipment/Supplies	\$26,822,698	\$23,553,226	(\$3,269,472)	-12%	\$78,035,899	\$60,441,165	(\$17,594,734)	-23%	\$208,647,617	\$157,343,212	(\$51,304,405)	-25%
Womens/Juniors/Misses Wear	\$62,284,741	\$55,419,816	(\$6,864,925)	-11%	\$181,317,215	\$150,144,264	(\$31,172,951)	-17%	\$485,839,736	\$416,309,939	(\$69,529,797)	-14%
Footwear, including Accessories	\$25,443,940	\$23,342,800	(\$2,101,141)	-8%	\$74,306,000	\$61,885,560	(\$12,420,440)	-17%	\$198,044,312	\$169,666,659	(\$28,377,653)	-14%
Pets/Pet Foods/Pet Supplies	\$15,382,786	\$14,258,034	(\$1,124,752)	-7%	\$44,234,325	\$34,654,902	(\$9,579,422)	-22%	\$116,886,214	\$79,973,512	(\$36,912,702)	-32%
Kitchenware/Home Furnishings	\$21,834,255	\$20,321,448	(\$1,512,807)	-7%	\$63,562,239	\$63,905,619	\$343,380	1%	\$169,889,909	\$167,056,954	(\$2,832,956)	-2%
All Other Merchandise	\$71,876,669	\$72,160,010	\$283,341	0%	\$209,640,814	\$235,324,777	\$25,683,964	12%	\$562,197,406	\$599,415,502	\$37,218,096	7%
Small Electric Appliances	\$4,026,409	\$4,052,374	\$25,965	1%	\$11,735,770	\$12,320,167	\$584,397	5%	\$31,472,629	\$31,115,359	(\$357,270)	-1%
Automotive Fuels	\$120,047,027	\$123,213,998	\$3,166,971	3%	\$349,033,005	\$294,123,841	(\$54,909,164)	-16%	\$932,492,327	\$826,888,519	(\$105,603,808)	-11%
Alcoholic Drinks Served at the Establishment	\$32,123,626	\$33,063,401	\$939,775	3%	\$89,576,591	\$87,839,672	(\$1,736,919)	-2%	\$254,391,081	\$277,073,315	\$22,682,234	9%
Mens Wear	\$23,670,302	\$24,997,845	\$1,327,544	6%	\$69,078,139	\$66,057,518	(\$3,020,621)	-4%	\$183,283,289	\$180,412,673	(\$2,870,616)	-2%
Meats/Nonalcoholic Beverages	\$175,462,186	\$188,342,312	\$12,880,126	7%	\$498,451,351	\$486,906,202	(\$11,545,150)	-2%	\$1,384,151,549	\$1,525,125,115	\$140,973,566	10%
Groceries/Other Food Items (Off Premises)	\$266,066,159	\$292,495,795	\$26,429,636	10%	\$776,628,690	\$610,978,575	(\$165,650,115)	-21%	\$2,090,282,491	\$2,013,966,307	(\$76,316,184)	-4%
Audio Equipment/Musical Instruments	\$10,432,999	\$11,600,174	\$1,167,175	11%	\$30,402,865	\$43,788,061	\$13,385,196	44%	\$81,223,014	\$108,148,559	\$26,925,545	33%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$3,198,691	\$3,660,970	\$462,279	14%	\$9,369,432	\$11,164,901	\$1,795,469	19%	\$25,441,694	\$47,538,669	\$22,096,975	87%
Automotive Tires/Tubes/Batteries/Parts	\$54,213,504	\$62,537,151	\$8,323,647	15%	\$158,442,519	\$122,864,334	(\$35,578,185)	-22%	\$426,864,592	\$396,538,673	(\$30,325,919)	-7%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$7,827,754	\$9,199,791	\$1,372,036	18%	\$22,769,828	\$26,109,322	\$3,339,494	15%	\$60,946,700	\$68,141,089	\$7,194,389	12%
Books/Periodicals	\$6,714,337	\$8,259,890	\$1,545,554	23%	\$19,693,725	\$31,671,051	\$11,977,326	61%	\$52,616,516	\$78,780,464	\$26,163,948	50%
Jewelry (including Watches)	\$15,091,233	\$19,161,597	\$4,070,364	27%	\$43,908,420	\$46,755,246	\$2,846,826	6%	\$117,436,360	\$132,774,289	\$15,337,928	13%
Packaged Liquor/Wine/Beer	\$32,080,523	\$41,299,299	\$9,218,776	29%	\$93,230,779	\$100,060,052	\$6,829,272	7%	\$247,567,061	\$270,273,285	\$22,706,224	9%
Floor/Floor Coverings	\$13,147,068	\$17,994,538	\$4,847,470	37%	\$38,533,359	\$47,229,019	\$8,695,660	23%	\$103,835,840	\$121,707,737	\$17,871,897	17%
Childrens Wear/Infants/Toddlers Clothing	\$9,550,602	\$13,108,303	\$3,557,701	37%	\$27,822,864	\$30,580,001	\$2,757,137	10%	\$74,032,189	\$82,228,407	\$8,196,219	11%
Cigars/Cigarettes/Tobacco/Accessories	\$20,427,690	\$28,155,750	\$7,728,061	38%	\$60,112,625	\$65,338,881	\$5,226,255	9%	\$164,658,647	\$171,325,644	\$6,666,996	4%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,723,084	\$5,855,778	\$2,132,694	57%	\$10,807,946	\$16,375,926	\$5,567,980	52%	\$28,762,095	\$42,117,743	\$13,355,648	46%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$14,914,947	\$24,141,518	\$9,226,571	62%	\$43,245,713	\$63,010,104	\$19,764,391	46%	\$114,646,400	\$158,020,900	\$43,374,500	38%
Toys/Hobby Goods/Games	\$8,503,346	\$14,174,512	\$5,671,165	67%	\$24,831,615	\$36,459,826	\$11,628,211	47%	\$66,478,334	\$89,863,049	\$23,384,715	35%
Retailer Services	\$52,173,033	\$87,231,956	\$35,058,923	67%	\$150,194,586	\$163,393,039	\$13,198,454	9%	\$394,921,082	\$481,419,242	\$86,498,161	22%
Soaps/Detergents/Household Cleaners	\$7,870,036	\$13,801,853	\$5,931,817	75%	\$22,990,857	\$29,263,848	\$6,272,992	27%	\$62,293,593	\$77,139,284	\$14,845,691	24%
Paper/Related Products	\$6,932,198	\$12,947,648	\$6,015,451	87%	\$20,248,409	\$27,102,818	\$6,854,409	34%	\$54,672,029	\$72,104,074	\$17,432,045	32%
Televisions/VCR/Video Cameras/DVD etc	\$10,913,870	\$21,087,781	\$10,173,911	93%	\$31,846,364	\$61,349,111	\$29,502,747	93%	\$85,208,600	\$153,190,479	\$67,981,879	80%
Autos/Cars/Vans/Trucks/Motorcycles	\$265,454,358	\$530,041,587	\$264,587,229	100%	\$768,952,477	\$829,989,928	\$61,037,451	8%	\$2,033,851,878	\$2,347,446,725	\$313,594,846	15%
Sewing/Knitting Materials/Supplies	\$884,685	\$1,780,745	\$896,060	101%	\$2,524,372	\$3,626,444	\$1,102,072	44%	\$6,685,684	\$8,997,227	\$2,311,543	35%
Hardware/Tools/Plumbing/Electrical Supplies	\$26,478,591	\$53,919,488	\$27,440,898	104%	\$77,051,580	\$122,627,303	\$45,575,723	59%	\$206,781,197	\$252,082,178	\$45,300,981	22%
Photographic Equipment/Supplies	\$1,777,203	\$3,661,886	\$1,884,683	106%	\$5,206,755	\$10,881,339	\$5,674,583	109%	\$13,871,726	\$27,145,113	\$13,273,387	96%
Major Household Appliances	\$5,917,502	\$12,792,251	\$6,874,749	116%	\$16,904,601	\$30,964,662	\$14,060,061	83%	\$44,125,803	\$70,138,820	\$26,013,017	59%
Automotive Lubricants (incl Oil, Greases)	\$5,917,502	\$12,792,251	\$6,874,749	116%	\$16,904,601	\$30,964,662	\$14,060,061	83%	\$44,125,803	\$70,138,820	\$26,013,017	59%
Dimensional Lumber/Other Building Materials	\$37,240,031	\$88,409,379	\$51,169,348	137%	\$108,677,836	\$191,826,417	\$83,148,581	77%	\$291,618,055	\$376,664,744	\$85,046,690	29%
Paints/Sundries/Wallpaper/Wall Coverings	\$6,755,237	\$16,060,355	\$9,305,118	138%	\$19,760,698	\$34,726,345	\$14,965,647	76%	\$53,173,851	\$68,614,926	\$15,441,075	29%

Consumer Demand & Market Supply Assessment

Site: Shaw Ave & Fowler Ave

Date Report Created: 2/25/2021

5 Min Drive	10 Min Drive	20 Min Drive
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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.

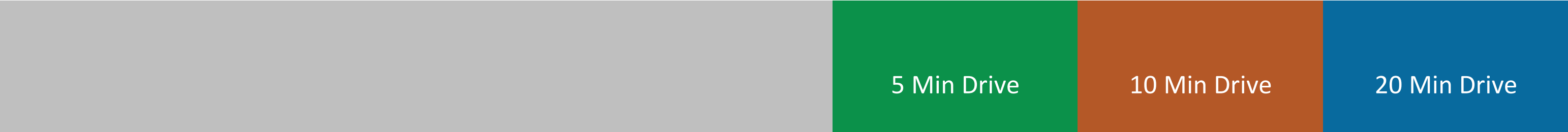
Consumer Demand/Market Supply Index:

- 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

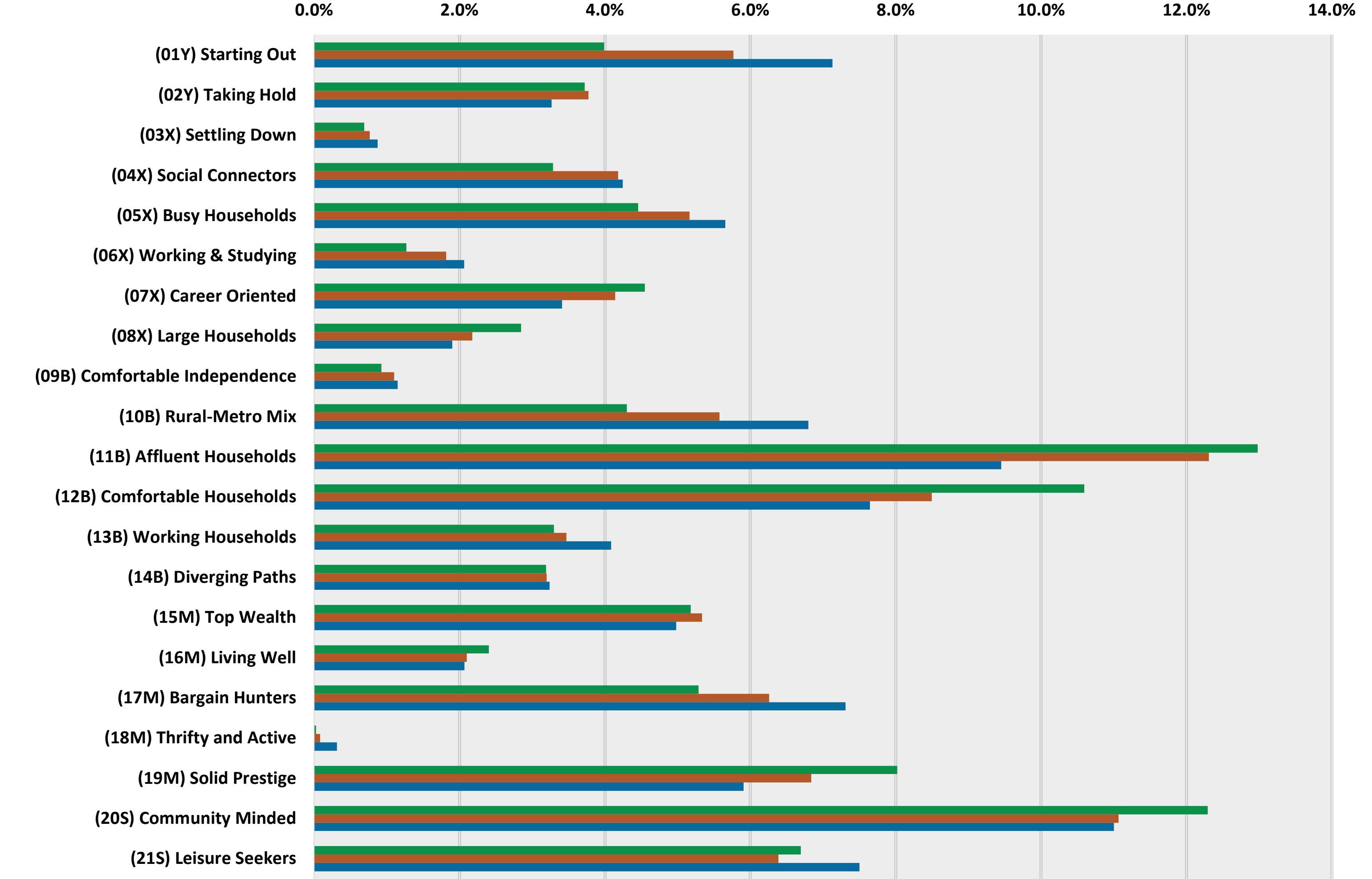
Household Segmentation Profile

Site: Shaw Ave & Fowler Ave

Date: 2/25/2021



Household Lifestage Group Comparison



Total Households

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	2,668	8.7%	5,837	6.7%	11,064	4.9%
2	36- Persistent & Productive	(20S) Community Minded	2,370	7.7%	6,122	7.0%	16,306	7.2%
3	17- Firmly Established	(12B) Comfortable Households	1,737	5.6%	3,870	4.4%	8,905	3.9%
4	13- Work & Play	(12B) Comfortable Households	1,525	5.0%	3,523	4.0%	8,425	3.7%
5	53- Metro Strivers	(10B) Rural-Metro Mix	1,315	4.3%	4,729	5.4%	14,657	6.5%
6	09- Busy Schedules	(19M) Solid Prestige	1,211	3.9%	2,873	3.3%	6,926	3.1%
7	03- Corporate Connected	(15M) Top Wealth	1,091	3.5%	2,530	2.9%	5,364	2.4%
8	38- Occupational Mix	(13B) Working Households	1,015	3.3%	2,993	3.4%	8,969	4.0%
9	62- Movies & Sports	(05X) Busy Households	840	2.7%	2,973	3.4%	9,019	4.0%
10	08- Solid Surroundings	(19M) Solid Prestige	741	2.4%	1,788	2.1%	3,748	1.7%

* 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

Date: 2/25/2021

TOTAL HOUSEHOLDS		30,791	100%	87,008	100%	226,720	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(01Y) Starting Out		1,228	4.0%	5,018	5.8%	16,169	7.1%
	39- Setting Goals	348	1.1%	1,394	1.6%	4,650	2.1%
	45- Offices & Entertainment	238	0.8%	830	1.0%	2,248	1.0%
	57- Collegiate Crowd	338	1.1%	1,302	1.5%	4,169	1.8%
	58- Outdoor Fervor	11	0.0%	46	0.1%	255	0.1%
	67- First Steps	293	1.0%	1,446	1.7%	4,847	2.1%
(02Y) Taking Hold		1,146	3.7%	3,284	3.8%	7,410	3.3%
	18- Climbing the Ladder	68	0.2%	135	0.2%	302	0.1%
	21- Children First	336	1.1%	952	1.1%	2,271	1.0%
	24- Career Building	644	2.1%	1,908	2.2%	4,146	1.8%
	30- Out & About	98	0.3%	289	0.3%	692	0.3%
(03X) Settling Down		212	0.7%	665	0.8%	1,985	0.9%
	34- Outward Bound	8	0.0%	29	0.0%	153	0.1%
	41- Rural Adventure	24	0.1%	61	0.1%	198	0.1%
	46- Rural & Active	180	0.6%	575	0.7%	1,634	0.7%
(04X) Social Connectors		1,012	3.3%	3,638	4.2%	9,624	4.2%
	42- Creative Variety	216	0.7%	815	0.9%	2,199	1.0%
	52- Stylish & Striving	317	1.0%	1,148	1.3%	3,035	1.3%
	59- Mobile Mixers	479	1.6%	1,675	1.9%	4,389	1.9%
(05X) Busy Households		1,372	4.5%	4,492	5.2%	12,827	5.7%
	37- Firm Foundations	532	1.7%	1,518	1.7%	3,808	1.7%
	62- Movies & Sports	840	2.7%	2,973	3.4%	9,019	4.0%
(06X) Working & Studying		391	1.3%	1,580	1.8%	4,682	2.1%
	61- City Life	57	0.2%	375	0.4%	408	0.2%
	69- Productive Havens	109	0.4%	457	0.5%	2,065	0.9%
	70- Favorably Frugal	225	0.7%	748	0.9%	2,209	1.0%
(07X) Career Oriented		1,400	4.5%	3,603	4.1%	7,732	3.4%
	06- Casual Comfort	551	1.8%	1,398	1.6%	2,533	1.1%
	10- Careers & Travel	191	0.6%	513	0.6%	1,086	0.5%
	20- Carving Out Time	96	0.3%	240	0.3%	545	0.2%
	26- Getting Established	562	1.8%	1,452	1.7%	3,569	1.6%
(08X) Large Households		877	2.8%	1,892	2.2%	4,309	1.9%
	11- Schools & Shopping	229	0.7%	477	0.5%	886	0.4%
	12- On the Go	203	0.7%	472	0.5%	924	0.4%
	19- Country Comfort	5	0.0%	66	0.1%	569	0.3%
	27- Tenured Proprietors	439	1.4%	877	1.0%	1,929	0.9%
(09B) Comfortable Independence		285	0.9%	958	1.1%	2,604	1.1%
	29- City Mixers	0	0.0%	3	0.0%	3	0.0%
	35- Working & Active	144	0.5%	451	0.5%	1,229	0.5%
	56- Metro Active	140	0.5%	504	0.6%	1,372	0.6%
(10B) Rural-Metro Mix		1,324	4.3%	4,852	5.6%	15,410	6.8%
	47- Rural Parents	3	0.0%	49	0.1%	468	0.2%
	53- Metro Strivers	1,315	4.3%	4,729	5.4%	14,657	6.5%
	60- Rural & Mobile	6	0.0%	75	0.1%	286	0.1%

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



Household Segmentation Profile

Date: 2/25/2021

TOTAL HOUSEHOLDS		30,791	100%	87,008	100%	226,720	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(11B) Affluent Households		3,996	13.0%	10,709	12.3%	21,425	9.4%
	01- Summit Estates	613	2.0%	3,035	3.5%	6,826	3.0%
	04- Top Professionals	2,668	8.7%	5,837	6.7%	11,064	4.9%
	07- Active Lifestyles	715	2.3%	1,837	2.1%	3,535	1.6%
(12B) Comfortable Households		3,261	10.6%	7,394	8.5%	17,330	7.6%
	13- Work & Play	1,525	5.0%	3,523	4.0%	8,425	3.7%
	17- Firmly Established	1,737	5.6%	3,870	4.4%	8,905	3.9%
(13B) Working Households		1,016	3.3%	3,019	3.5%	9,260	4.1%
	38- Occupational Mix	1,015	3.3%	2,993	3.4%	8,969	4.0%
	48- Farm & Home	0	0.0%	25	0.0%	291	0.1%
(14B) Diverging Paths		983	3.2%	2,783	3.2%	7,339	3.2%
	16- Country Enthusiasts	2	0.0%	18	0.0%	181	0.1%
	22- Comfortable Cornerstones	114	0.4%	278	0.3%	751	0.3%
	31- Mid-Americana	181	0.6%	554	0.6%	1,406	0.6%
	32- Metro Mix	3	0.0%	26	0.0%	33	0.0%
	33- Urban Diversity	683	2.2%	1,907	2.2%	4,969	2.2%
(15M) Top Wealth		1,595	5.2%	4,643	5.3%	11,291	5.0%
	02- Established Elite	504	1.6%	2,113	2.4%	5,927	2.6%
	03- Corporate Connected	1,091	3.5%	2,530	2.9%	5,364	2.4%
(16M) Living Well		740	2.4%	1,829	2.1%	4,690	2.1%
	14- Career Centered	440	1.4%	1,085	1.2%	2,851	1.3%
	15- Country Ways	0	0.0%	11	0.0%	166	0.1%
	23- Good Neighbors	299	1.0%	732	0.8%	1,673	0.7%
(17M) Bargain Hunters		1,628	5.3%	5,446	6.3%	16,570	7.3%
	43- Work & Causes	183	0.6%	712	0.8%	2,136	0.9%
	44- Open Houses	339	1.1%	995	1.1%	2,960	1.3%
	55- Community Life	280	0.9%	860	1.0%	2,794	1.2%
	63- Staying Home	724	2.3%	2,470	2.8%	7,071	3.1%
	68- Staying Healthy	102	0.3%	408	0.5%	1,609	0.7%
(18M) Thrifty & Active		8	0.0%	71	0.1%	717	0.3%
	40- Great Outdoors	6	0.0%	29	0.0%	144	0.1%
	50- Rural Community	2	0.0%	31	0.0%	453	0.2%
	54- Work & Outdoors	0	0.0%	11	0.0%	120	0.1%
(19M) Solid Prestige		2,470	8.0%	5,951	6.8%	13,397	5.9%
	05- Active & Involved	518	1.7%	1,291	1.5%	2,723	1.2%
	08- Solid Surroundings	741	2.4%	1,788	2.1%	3,748	1.7%
	09- Busy Schedules	1,211	3.9%	2,873	3.3%	6,926	3.1%
(20S) Community Minded		3,785	12.3%	9,627	11.1%	24,944	11.0%
	25- Clubs & Causes	738	2.4%	1,673	1.9%	4,185	1.8%
	28- Community Pillars	677	2.2%	1,831	2.1%	4,454	2.0%
	36- Persistent & Productive	2,370	7.7%	6,122	7.0%	16,306	7.2%
(21S) Leisure Seekers		2,061	6.7%	5,556	6.4%	17,003	7.5%
	49- Home & Garden	574	1.9%	1,496	1.7%	3,591	1.6%
	51- Role Models	389	1.3%	1,024	1.2%	3,046	1.3%
	64- Practical & Careful	279	0.9%	718	0.8%	2,341	1.0%
	65- Hobbies & Shopping	341	1.1%	1,064	1.2%	3,965	1.7%
	66- Helping Hands	479	1.6%	1,254	1.4%	4,060	1.8%

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



**Shaw Ave & Leonard Ave,
Clovis, CA**



	5 Minutes	10 Minutes	20 Minutes
Population	44,972	149,034	628,775
Daytime Population	35,187	164,924	708,279
Households	14,460	50,226	204,941
Average Age	39.8	38.3	37.2
Average HH Income	\$112,805	\$93,126	\$78,492
White Collar (Residents)	73%	68%	60%
College Degree & Above	44%	38%	30%



Consumer Demographic Profile

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

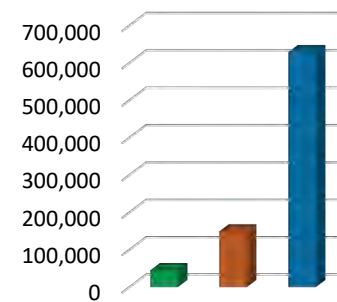
INSIGHT

MARKET ANALYTICS

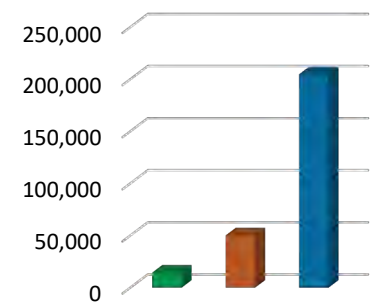
Hdl ECONsolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	44,972	---	149,034	---	628,775	---
5 Year Projected Pop	53,850	---	169,162	---	678,556	---
Pop Growth (%)	19.7%	---	13.5%	---	7.9%	---
Households	14,460	---	50,226	---	204,941	---
5 Year Projected HHs	17,290	---	56,834	---	221,461	---
HH Growth (%)	19.6%	---	13.2%	---	8.1%	---
Census Stats						
2000 Population	20,993	---	96,207	---	508,123	---
2010 Population	32,144	---	123,855	---	581,232	---
Pop Growth (%)	53.1%	---	28.7%	---	14.4%	---
2000 Households	6,861	---	33,652	---	168,396	---
2010 Households	10,410	---	42,189	---	189,436	---
HH Growth (%)	51.7%	---	25.4%	---	12.5%	---
Total Population by Age						
Average Age	39.8		38.3		37.2	
19 yrs & under	9,932	22.1%	35,424	23.8%	157,954	25.1%
20 to 24 yrs	5,097	11.3%	17,018	11.4%	69,889	11.1%
25 to 34 yrs	5,983	13.3%	20,517	13.8%	93,705	14.9%
35 to 44 yrs	4,729	10.5%	18,300	12.3%	80,690	12.8%
45 to 54 yrs	5,599	12.5%	17,297	11.6%	69,305	11.0%
55 to 64 yrs	5,957	13.2%	17,991	12.1%	68,922	11.0%
65 to 74 yrs	4,843	10.8%	13,798	9.3%	53,051	8.4%
75 to 84 yrs	2,212	4.9%	6,541	4.4%	25,719	4.1%
85 + yrs	620	1.4%	2,148	1.4%	9,540	1.5%
Population Bases						
20-34 yrs	11,080	24.6%	37,535	25.2%	163,594	26.0%
45-64 yrs	11,556	25.7%	35,288	23.7%	138,227	22.0%
16 yrs +	36,207	80.5%	117,622	78.9%	490,017	77.9%
25 yrs +	29,943	66.6%	96,592	64.8%	400,932	63.8%
65 yrs +	7,675	17.1%	22,487	15.1%	88,310	14.0%
75 yrs +	2,832	6.3%	8,689	5.8%	35,259	5.6%
85 yrs +	620	1.4%	2,148	1.4%	9,540	1.5%

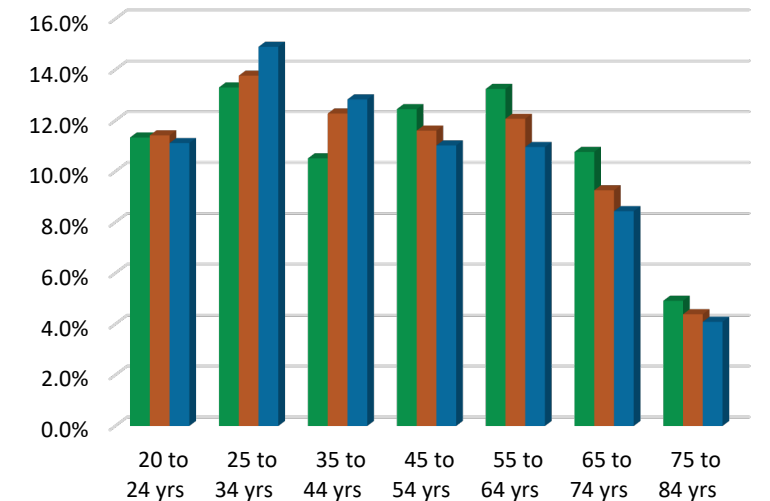
Population



Households



Population by Age Group



Consumer Demographic Profile

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

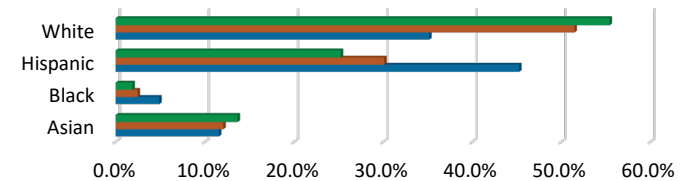
INSIGHT

MARKET ANALYTICS

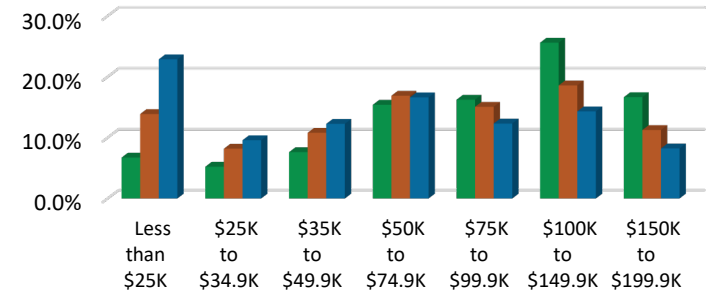
HdL ECONSolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	24,922	55.4%	76,725	51.5%	221,151	35.2%
Hispanic	11,352	25.2%	44,896	30.1%	284,623	45.3%
Black	848	1.9%	3,681	2.5%	30,807	4.9%
Asian	6,150	13.7%	18,000	12.1%	72,875	11.6%
Ancestry						
American Indian (ancestry)	291	0.6%	1,150	0.8%	3,975	0.6%
Hawaiin (ancestry)	77	0.2%	276	0.2%	861	0.1%
Household Income						
Per Capita Income	\$36,272	---	\$31,384	---	\$25,584	---
Average HH Income	\$112,805	---	\$93,126	---	\$78,492	---
Median HH Income	\$97,773	---	\$75,312	---	\$57,312	---
Less than \$25K	973	6.7%	6,974	13.9%	46,894	22.9%
\$25K to \$34.9K	756	5.2%	4,115	8.2%	19,646	9.6%
\$35K to \$49.9K	1,103	7.6%	5,427	10.8%	25,150	12.3%
\$50K to \$74.9K	2,229	15.4%	8,487	16.9%	34,075	16.6%
\$75K to \$99.9K	2,348	16.2%	7,573	15.1%	25,254	12.3%
\$100K to \$149.9K	3,704	25.6%	9,337	18.6%	29,363	14.3%
\$150K to \$199.9K	2,409	16.7%	5,654	11.3%	16,878	8.2%
\$200K +	939	6.5%	2,658	5.3%	7,681	3.7%
Education						
Less than 9th Grade	1,069	3.6%	4,013	4.2%	44,612	11.1%
Some HS, No Diploma	945	3.2%	5,372	5.6%	38,630	9.6%
HS Grad (or Equivalent)	5,379	18.0%	20,697	21.4%	87,535	21.8%
Some College, No Degree	8,133	27.2%	26,361	27.3%	96,778	24.1%
Associate Degree	3,774	12.6%	10,662	11.0%	36,011	9.0%
Bachelor Degree	7,204	24.1%	19,689	20.4%	63,322	15.8%
Graduates Degree	2,288	7.6%	6,584	6.8%	21,408	5.3%

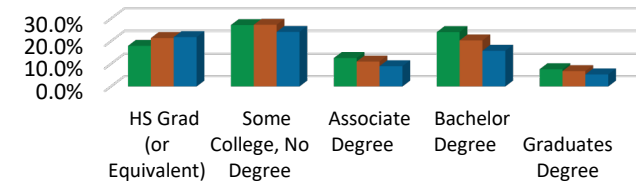
Ethnic Breakdown



Household Income Levels - %



Education

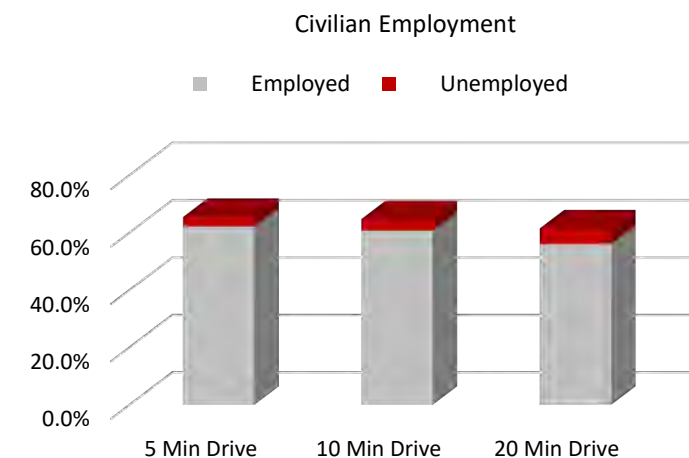
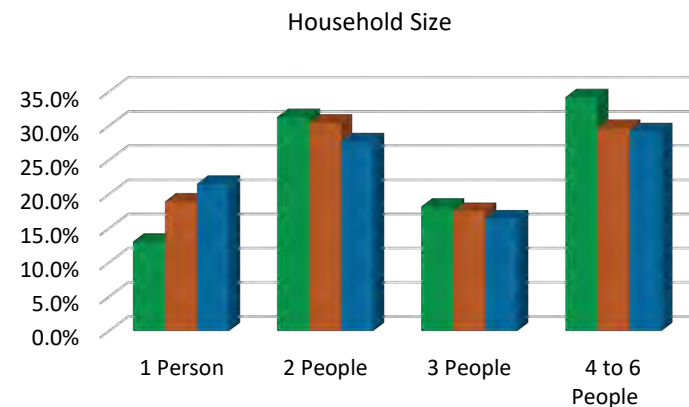


Consumer Demographic Profile

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	11,968		37,744		147,327	
Single - Male	364	3.0%	1,984	5.3%	8,010	5.4%
Single - Female	693	5.8%	3,012	8.0%	15,951	10.8%
Single Parent - Male	528	4.4%	1,752	4.6%	8,110	5.5%
Single Parent - Female	855	7.1%	3,934	10.4%	21,935	14.9%
Married w/ Children	4,137	34.6%	12,114	32.1%	41,630	28.3%
Married w/out Children	5,391	45.0%	14,949	39.6%	51,692	35.1%
Household Size						
1 Person	1,892	13.1%	9,530	19.0%	44,210	21.6%
2 People	4,532	31.3%	15,324	30.5%	56,938	27.8%
3 People	2,635	18.2%	8,830	17.6%	33,801	16.5%
4 to 6 People	4,951	34.2%	14,943	29.8%	59,964	29.3%
7+ People	450	3.1%	1,599	3.2%	10,028	4.9%
Home Ownership	14,460		50,226		204,941	
Owners	10,718	74.1%	31,047	61.8%	109,880	53.6%
Renters	3,743	25.9%	19,179	38.2%	95,060	46.4%
Components of Change						
Births	521	1.2%	1,801	1.2%	8,011	1.3%
Deaths	339	0.8%	1,028	0.7%	4,090	0.7%
Migration	1,018	2.3%	1,500	1.0%	462	0.1%
Employment (Pop 16+)	36,207		117,622		490,017	
Armed Services	74	0.2%	311	0.3%	639	0.1%
Civilian	23,694	65.4%	76,102	64.7%	301,122	61.5%
Employed	22,499	62.1%	71,444	60.7%	274,521	56.0%
Unemployed	1,196	3.3%	4,658	4.0%	26,600	5.4%
Not in Labor Force	12,513	34.6%	41,520	35.3%	188,895	38.5%
Employed Population	22,499		71,444		274,521	
White Collar	16,413	73.0%	48,559	68.0%	165,019	60.1%
Blue Collar	6,086	27.0%	22,885	32.0%	109,503	39.9%

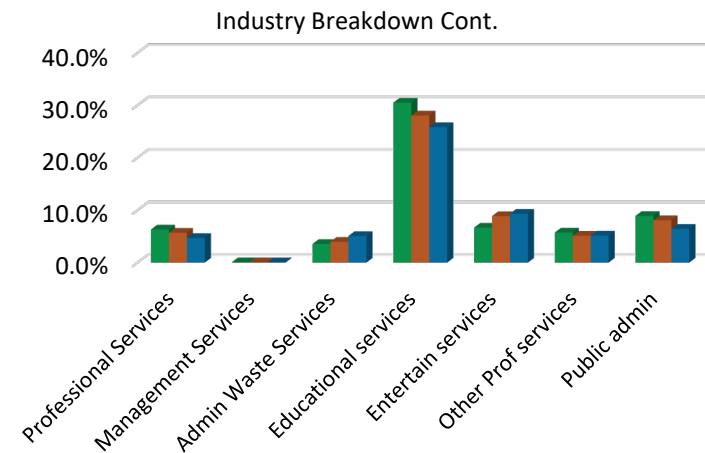
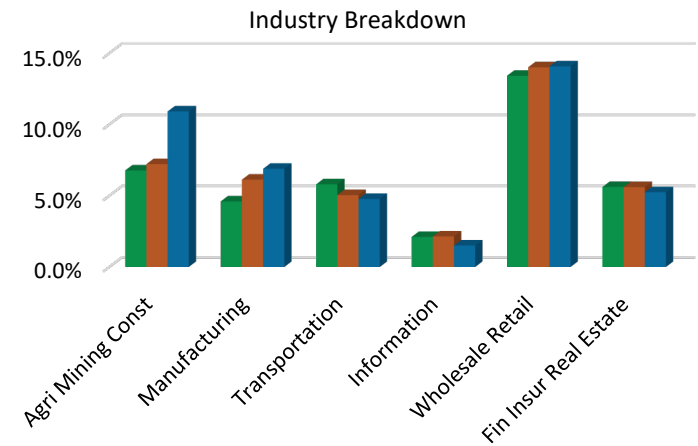


Consumer Demographic Profile

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	22,499		71,444		274,521	
White Collar	16,413	73.0%	48,559	68.0%	165,019	60.1%
Managerial executive	3,913	17.4%	10,992	15.4%	34,162	12.4%
Prof specialty	6,652	29.6%	18,731	26.2%	57,592	21.0%
Healthcare support	688	3.1%	2,682	3.8%	13,536	4.9%
Sales	2,729	12.1%	8,112	11.4%	28,606	10.4%
Office Admin	2,432	10.8%	8,042	11.3%	31,123	11.3%
Blue Collar	6,086	27.0%	22,885	32.0%	109,503	39.9%
Protective	947	4.2%	2,207	3.1%	6,789	2.5%
Food Prep Serving	830	3.7%	3,947	5.5%	16,785	6.1%
Bldg Maint/Cleaning	437	1.9%	1,809	2.5%	11,721	4.3%
Personal Care	742	3.3%	2,246	3.1%	8,569	3.1%
Farming/Fishing/Forestry	262	1.2%	714	1.0%	10,664	3.9%
Construction	1,045	4.6%	4,356	6.1%	19,571	7.1%
Production Transp	1,823	8.1%	7,605	10.6%	35,404	12.9%
Employment By Industry	22,499		71,444		274,521	
Agri Mining Const	1,524	6.8%	5,156	7.2%	29,965	10.9%
Manufacturing	1,035	4.6%	4,379	6.1%	18,917	6.9%
Transportation	1,305	5.8%	3,606	5.0%	13,114	4.8%
Information	475	2.1%	1,530	2.1%	4,138	1.5%
Wholesale Retail	3,019	13.4%	10,015	14.0%	38,650	14.1%
Fin Insur Real Estate	1,263	5.6%	4,004	5.6%	14,395	5.2%
Professional Services	1,419	6.3%	4,064	5.7%	12,881	4.7%
Management Services	11	0.1%	44	0.1%	169	0.1%
Admin Waste Services	800	3.6%	2,839	4.0%	13,924	5.1%
Educational services	6,860	30.5%	20,045	28.1%	70,942	25.8%
Entertain services	1,498	6.7%	6,332	8.9%	25,577	9.3%
Other Prof services	1,288	5.7%	3,665	5.1%	14,145	5.2%
Public admin	2,000	8.9%	5,766	8.1%	17,706	6.4%



Employment Profile

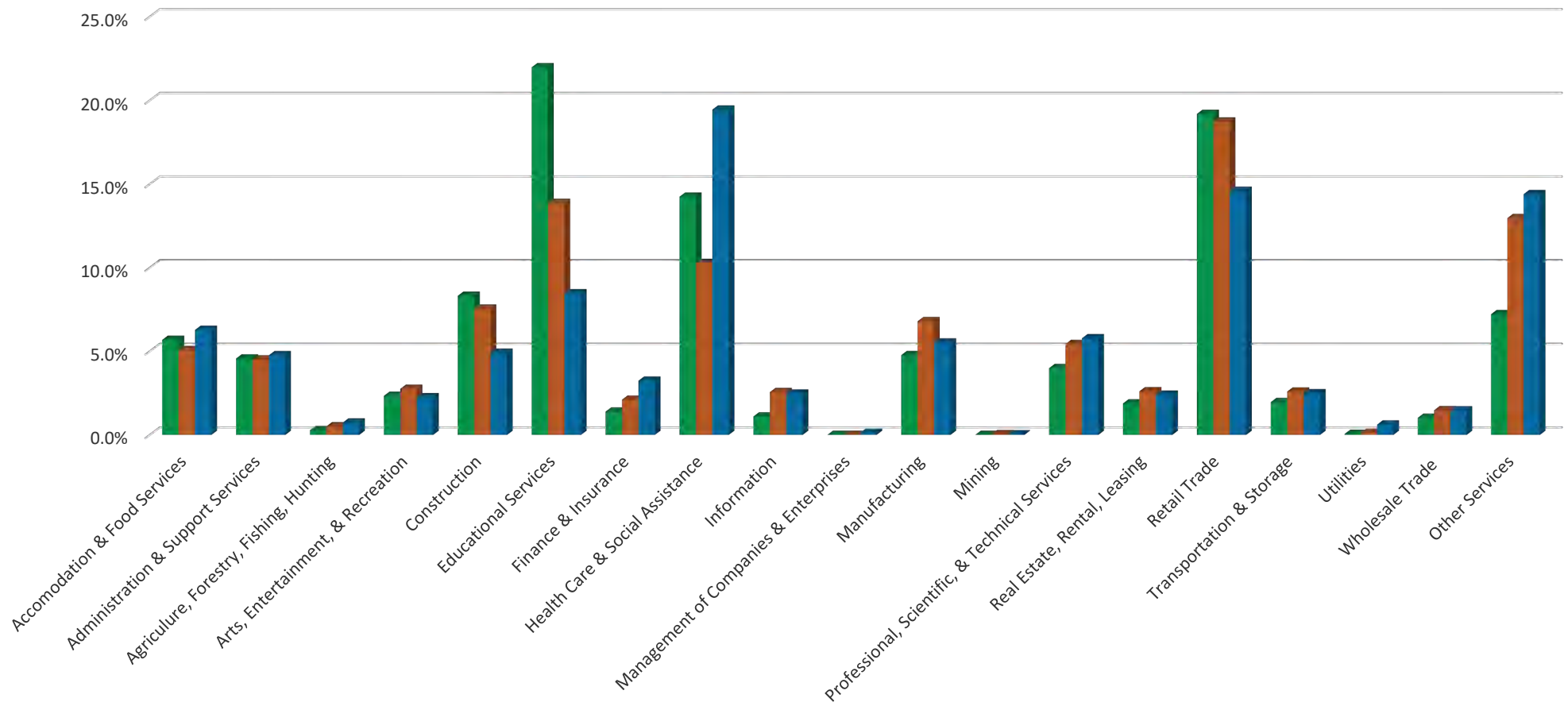
Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

	5 Min Drive	10 Min Drive	20 Min Drive
Daytime Population	35,187	164,924	708,279
Student Population	14,047	65,738	235,091
Median Employee Salary	45,917	45,052	44,887
Average Employee Salary	49,750	51,433	51,766
Wages	#	#	#
Salary/Wage per Employee per Annum			
Under \$15,000 CrYr	133 2.7%	1,462 3.3%	6,429 2.9%
15,000 to 30,000 CrYr	311 6.2%	2,311 5.2%	12,293 5.6%
30,000 to 45,000 CrYr	2,182 43.4%	19,411 43.7%	96,689 43.7%
45,000 to 60,000 CrYr	1,152 22.9%	8,639 19.4%	45,001 20.3%
60,000 to 75,000 CrYr	471 9.4%	4,219 9.5%	18,764 8.5%
75,000 to 90,000 CrYr	375 7.5%	3,268 7.4%	15,958 7.2%
90,000 to 100,000 CrYr	161 3.2%	1,909 4.3%	10,619 4.8%
Over 100,000 CrYr	241 4.8%	3,225 7.3%	15,413 7.0%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	416	100%	5,027	100%	3,026	100%	44,444	100%	14,650	100%	221,166	100%
Accommodation & Food Services	26	6.3%	286	5.7%	154	5.1%	2,257	5.1%	787	5.4%	13,888	6.3%
Administration & Support Services	23	5.5%	230	4.6%	147	4.8%	2,004	4.5%	566	3.9%	10,538	4.8%
Agriculture, Forestry, Fishing, Hunting	2	0.4%	14	0.3%	16	0.5%	227	0.5%	93	0.6%	1,633	0.7%
Arts, Entertainment, & Recreation	7	1.7%	117	2.3%	74	2.4%	1,224	2.8%	303	2.1%	4,974	2.2%
Construction	47	11.4%	418	8.3%	325	10.7%	3,355	7.5%	826	5.6%	10,862	4.9%
Educational Services	16	4.0%	1,105	22.0%	93	3.1%	6,164	13.9%	428	2.9%	18,721	8.5%
Finance & Insurance	19	4.6%	70	1.4%	159	5.3%	936	2.1%	872	6.0%	7,167	3.2%
Health Care & Social Assistance	88	21.0%	716	14.2%	367	12.1%	4,569	10.3%	2,801	19.1%	43,013	19.4%
Information	4	1.0%	55	1.1%	51	1.7%	1,136	2.6%	242	1.7%	5,465	2.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	0.1%	293	0.1%
Manufacturing	14	3.4%	240	4.8%	134	4.4%	3,022	6.8%	468	3.2%	12,216	5.5%
Mining	0	0.0%	0	0.0%	1	0.0%	19	0.0%	6	0.0%	82	0.0%
Professional, Scientific, & Technical Services	33	7.9%	201	4.0%	262	8.7%	2,415	5.4%	1,594	10.9%	12,779	5.8%
Real Estate, Rental, Leasing	16	3.8%	95	1.9%	146	4.8%	1,158	2.6%	643	4.4%	5,312	2.4%
Retail Trade	51	12.2%	965	19.2%	431	14.2%	8,327	18.7%	1,919	13.1%	32,271	14.6%
Transportation & Storage	9	2.2%	99	2.0%	42	1.4%	1,152	2.6%	246	1.7%	5,506	2.5%
Utilities	0	0.1%	3	0.1%	3	0.1%	60	0.1%	19	0.1%	1,363	0.6%
Wholesale Trade	6	1.5%	51	1.0%	84	2.8%	656	1.5%	341	2.3%	3,244	1.5%
Other Services	54	13.0%	363	7.2%	537	17.8%	5,762	13.0%	2,487	17.0%	31,838	14.4%



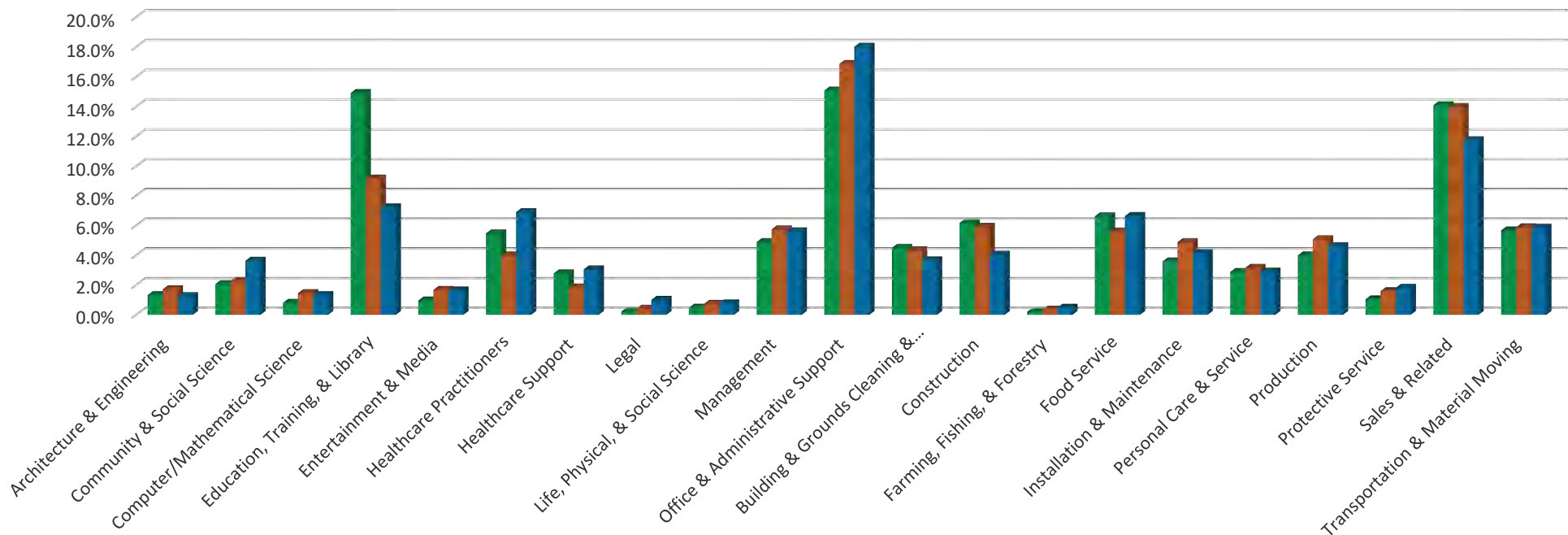
Employment Profile

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	2,558	50.9%	21,741	48.9%	118,798	53.7%
Architecture & Engineering	67	1.3%	762	1.7%	2,782	1.3%
Community & Social Science	104	2.1%	1,013	2.3%	8,035	3.6%
Computer/Mathematical Science	41	0.8%	646	1.5%	2,936	1.3%
Education, Training, & Library	749	14.9%	4,069	9.2%	15,977	7.2%
Entertainment & Media	48	1.0%	742	1.7%	3,619	1.6%
Healthcare Practitioners	275	5.5%	1,777	4.0%	15,253	6.9%
Healthcare Support	140	2.8%	814	1.8%	6,749	3.1%
Legal	11	0.2%	180	0.4%	2,224	1.0%
Life, Physical, & Social Science	24	0.5%	326	0.7%	1,704	0.8%
Management	245	4.9%	2,552	5.7%	12,402	5.6%
Office & Administrative Support	758	15.1%	7,489	16.9%	39,837	18.0%
Blue Collar	2,451	48.8%	22,544	50.7%	101,471	45.9%
Building & Grounds Cleaning & Maintenance	226	4.5%	1,928	4.3%	8,087	3.7%
Construction	311	6.2%	2,627	5.9%	8,934	4.0%
Farming, Fishing, & Forestry	10	0.2%	152	0.3%	1,046	0.5%
Food Service	333	6.6%	2,484	5.6%	14,679	6.6%
Installation & Maintenance	180	3.6%	2,170	4.9%	9,226	4.2%
Personal Care & Service	145	2.9%	1,402	3.2%	6,421	2.9%
Production	201	4.0%	2,257	5.1%	10,189	4.6%
Protective Service	52	1.0%	707	1.6%	4,008	1.8%
Sales & Related	708	14.1%	6,206	14.0%	25,937	11.7%
Transportation & Material Moving	285	5.7%	2,612	5.9%	12,944	5.9%
Military Services	18	0.4%	159	0.4%	896	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	5,027	44,444	221,166
2020 Q3	4,324	42,767	215,524
2020 Q2	4,820	44,496	222,043
2020 Q1	4,654	43,254	216,646
2019 Q4	4,750	44,678	224,400
2019 Q3	3,972	42,735	218,395
2019 Q2	4,662	44,893	226,127
2019 Q1	4,538	43,662	219,899
2018 Q4	4,616	44,461	224,361



Consumer Demand & Market Supply Assessment

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

Demographics

Population	44,972
5-Year Population estimate	53,850
Population Households	44,898
Group Quarters Population	73
Households	14,460
5-Year Households estimate	17,290
WorkPlace Establishments	416
Workplace Employees	5,027
Median Household Income	\$97,773

By Establishments

	5 Min Drive				10 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$133,100,095	\$10,842,790	(\$122,257,305)	-92%	\$462,151,595	\$333,543,485	(\$128,608,109)	-28%	\$1,960,182,302	\$1,757,191,304	(\$202,990,998)	-10%
Bar/Drinking Places (Alcoholic Beverages)	\$1,857,040	\$157,823	(\$1,699,217)	-92%	\$8,599,301	\$5,471,874	(\$3,127,427)	-36%	\$38,077,781	\$33,492,723	(\$4,585,057)	-12%
Grocery Stores	\$85,645,699	\$9,065,560	(\$76,580,138)	-89%	\$283,311,691	\$138,074,537	(\$145,237,154)	-51%	\$1,189,076,450	\$910,145,572	(\$278,930,878)	-23%
Home Furnishing Stores	\$8,052,064	\$857,218	(\$7,194,846)	-89%	\$26,431,146	\$14,873,772	(\$11,557,374)	-44%	\$109,938,551	\$99,795,419	(\$10,143,132)	-9%
Book/Periodical/Music Stores	\$2,469,859	\$272,605	(\$2,197,254)	-89%	\$8,178,726	\$7,968,110	(\$210,616)	-3%	\$34,161,534	\$43,165,669	\$9,004,135	26%
Used Merchandise Stores	\$2,508,713	\$318,410	(\$2,190,303)	-87%	\$8,208,542	\$5,543,757	(\$2,664,785)	-32%	\$34,105,229	\$29,871,610	(\$4,233,619)	-12%
Clothing Stores	\$36,017,016	\$4,721,290	(\$31,295,726)	-87%	\$117,494,747	\$61,298,884	(\$56,195,863)	-48%	\$486,579,062	\$353,723,858	(\$132,855,204)	-27%
Electronics/Appliance	\$11,369,472	\$1,671,526	(\$9,697,946)	-85%	\$43,281,064	\$46,446,464	\$3,165,400	7%	\$186,259,564	\$164,036,634	(\$22,222,929)	-12%
Gasoline Stations	\$65,544,143	\$10,899,690	(\$54,644,452)	-83%	\$215,725,580	\$170,136,462	(\$45,589,119)	-21%	\$897,988,923	\$736,678,139	(\$161,310,784)	-18%
Automotive Parts/Accessories/Tire	\$13,270,623	\$2,260,258	(\$11,010,365)	-83%	\$43,920,076	\$41,129,100	(\$2,790,976)	-6%	\$184,594,627	\$220,775,662	\$36,181,035	20%
Florists/Misc. Store Retailers	\$1,231,022	\$226,333	(\$1,004,689)	-82%	\$3,999,662	\$1,150,158	(\$2,849,504)	-71%	\$16,518,502	\$14,115,772	(\$2,402,730)	-15%
Special Food Services	\$10,134,850	\$2,271,712	(\$7,863,138)	-78%	\$40,812,569	\$19,581,582	(\$21,230,987)	-52%	\$176,977,881	\$171,807,090	(\$5,170,792)	-3%
Other Motor Vehicle Dealers	\$9,714,468	\$2,430,683	(\$7,283,785)	-75%	\$31,194,607	\$32,325,349	\$1,130,742	4%	\$126,753,980	\$195,858,638	\$69,104,658	55%
Other Misc. Store Retailers	\$12,625,648	\$3,176,771	(\$9,448,877)	-75%	\$41,341,332	\$29,833,464	(\$11,507,868)	-28%	\$171,460,956	\$114,352,531	(\$57,108,425)	-33%
Other General Merchandise Stores	\$88,076,583	\$22,582,713	(\$65,493,870)	-74%	\$291,954,686	\$356,604,650	\$64,649,964	22%	\$1,224,666,295	\$1,010,418,929	(\$214,247,366)	-17%
Direct Selling Establishments	\$4,438,241	\$1,149,361	(\$3,288,880)	-74%	\$14,748,482	\$12,248,049	(\$2,500,433)	-17%	\$62,134,892	\$98,696,035	\$36,561,142	59%
Furniture Stores	\$8,731,207	\$2,625,802	(\$6,105,405)	-70%	\$28,335,448	\$15,320,640	(\$13,014,808)	-46%	\$116,239,035	\$61,282,557	(\$54,956,478)	-47%
Automotive Dealers	\$156,108,668	\$50,504,342	(\$105,604,326)	-68%	\$502,203,258	\$763,291,376	\$261,088,118	52%	\$2,040,590,735	\$2,477,010,017	\$436,419,281	21%
Jewelry/Luggage/Leather Goods	\$4,907,086	\$1,753,221	(\$3,153,864)	-64%	\$16,036,036	\$11,827,106	(\$4,208,930)	-26%	\$66,392,231	\$62,708,602	(\$3,683,629)	-6%
Full-Service Restaurants	\$30,773,641	\$11,400,521	(\$19,373,120)	-63%	\$130,123,322	\$100,452,671	(\$29,670,652)	-23%	\$568,980,799	\$621,998,882	\$53,018,083	9%
Building Material/Supplies Dealers	\$46,180,168	\$20,255,621	(\$25,924,548)	-56%	\$151,582,465	\$259,509,962	\$107,927,497	71%	\$631,575,898	\$765,982,968	\$134,407,070	21%
Limited-Service Eating Places	\$34,782,330	\$18,091,454	(\$16,690,876)	-48%	\$140,454,322	\$137,954,687	(\$2,499,635)	-2%	\$609,770,107	\$741,996,666	\$132,226,559	22%
Specialty Food Stores	\$4,515,666	\$2,593,339	(\$1,922,327)	-43%	\$14,945,182	\$9,183,582	(\$5,761,600)	-39%	\$62,760,241	\$44,970,216	(\$17,790,025)	-28%
Vending Machine Operators (Non-Store)	\$5,927,773	\$3,462,399	(\$2,465,373)	-42%	\$19,967,944	\$61,077,712	\$41,109,768	206%	\$84,133,864	\$344,929,875	\$260,796,010	310%
Health/Personal Care Stores	\$46,108,311	\$27,111,641	(\$18,996,670)	-41%	\$153,241,922	\$148,669,405	(\$4,572,517)	-3%	\$648,081,460	\$823,734,199	\$175,652,739	27%
Lawn/Garden Equipment/Supplies Stores	\$4,860,539	\$3,054,559	(\$1,805,980)	-37%	\$15,799,785	\$20,090,273	\$4,290,489	27%	\$65,240,397	\$52,875,195	(\$12,365,203)	-19%
Shoe Stores	\$5,338,115	\$3,911,204	(\$1,426,911)	-27%	\$17,299,468	\$12,948,246	(\$4,351,222)	-25%	\$71,361,114	\$73,911,264	\$2,550,150	4%
Sporting Goods/Hobby/Musical Instrument	\$8,335,320	\$6,199,553	(\$2,135,767)	-26%	\$27,095,442	\$45,693,031	\$18,597,589	69%	\$111,365,505	\$149,214,401	\$37,848,895	34%
Department Stores	\$17,209,950	\$23,774,924	\$6,564,974	38%	\$56,645,086	\$124,820,506	\$68,175,421	120%	\$236,275,546	\$497,483,022	\$261,207,476	111%
Office Supplies/Stationary/Gift	\$3,895,528	\$5,816,434	\$1,920,906	49%	\$13,336,975	\$34,357,639	\$21,020,664	158%	\$56,119,919	\$105,936,891	\$49,816,973	89%
Beer/Wine/Liquor Stores	\$7,444,817	\$12,400,550	\$4,955,733	67%	\$24,230,027	\$38,519,046	\$14,289,019	59%	\$99,906,570	\$161,677,099	\$61,770,528	62%
Consumer Demand/Market Supply Index	\$871,174,654	\$265,860,309	328		\$2,952,650,487	\$3,059,945,580	96		\$12,368,269,953	\$12,939,837,438	96	

Consumer Demand & Market Supply Assessment

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

By Major Product Lines

	5 Min Drive				10 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Automotive Fuels	\$60,465,477	\$10,257,855	(\$50,207,622)	-83%	\$198,066,846	\$160,067,473	(\$37,999,373)	-19%	\$821,305,524	\$669,181,862	(\$152,123,662)	-19%
Automotive Tires/Tubes/Batteries/Parts	\$26,799,411	\$4,906,760	(\$21,892,651)	-82%	\$89,047,557	\$82,243,923	(\$6,803,634)	-8%	\$375,707,241	\$356,972,096	(\$18,735,145)	-5%
Groceries/Other Food Items (Off Premises)	\$133,074,915	\$27,304,610	(\$105,770,305)	-79%	\$438,620,212	\$352,627,282	(\$85,992,930)	-20%	\$1,840,838,916	\$1,638,890,530	(\$201,948,386)	-11%
Pets/Pet Foods/Pet Supplies	\$7,933,861	\$1,793,026	(\$6,140,836)	-77%	\$25,503,652	\$18,765,622	(\$6,738,030)	-26%	\$102,958,313	\$69,089,993	(\$33,868,320)	-33%
Books/Periodicals	\$3,412,331	\$771,574	(\$2,640,758)	-77%	\$11,147,160	\$14,944,048	\$3,796,888	34%	\$46,358,308	\$74,396,482	\$28,038,173	60%
Furniture/Sleep/Outdoor/Patio Furniture	\$24,957,337	\$5,743,547	(\$19,213,790)	-77%	\$80,984,232	\$60,817,105	(\$20,167,127)	-25%	\$332,174,089	\$264,237,488	(\$67,936,601)	-20%
Womens/Juniors/Misses Wear	\$31,465,715	\$7,729,517	(\$23,736,198)	-75%	\$103,014,659	\$80,179,238	(\$22,835,420)	-22%	\$427,882,930	\$394,866,701	(\$33,016,229)	-8%
Kitchenware/Home Furnishings	\$11,036,184	\$2,857,496	(\$8,178,688)	-74%	\$36,099,220	\$34,261,273	(\$1,837,947)	-5%	\$149,668,517	\$152,589,195	\$2,920,678	2%
Small Electric Appliances	\$2,012,191	\$544,681	(\$1,467,510)	-73%	\$6,632,020	\$6,572,228	(\$59,792)	-1%	\$27,710,813	\$27,606,161	(\$104,652)	0%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$114,329,389	\$33,016,624	(\$81,312,765)	-71%	\$380,675,426	\$278,204,061	(\$102,471,365)	-27%	\$1,613,058,865	\$1,384,423,174	(\$228,635,691)	-14%
Retailer Services	\$28,031,142	\$8,328,100	(\$19,703,042)	-70%	\$87,827,440	\$117,174,395	\$29,346,955	33%	\$348,742,139	\$436,303,708	\$87,561,569	25%
Mens Wear	\$12,302,330	\$3,685,351	(\$8,616,979)	-70%	\$39,491,754	\$36,003,146	(\$3,488,609)	-9%	\$161,662,467	\$168,628,039	\$6,965,572	4%
All Other Merchandise	\$36,238,197	\$10,928,928	(\$25,309,270)	-70%	\$118,798,577	\$126,913,558	\$8,114,981	7%	\$495,242,171	\$554,209,252	\$58,967,081	12%
Floor/Floor Coverings	\$6,536,405	\$1,971,489	(\$4,564,916)	-70%	\$21,716,848	\$27,266,385	\$5,549,537	26%	\$91,414,048	\$110,602,915	\$19,188,867	21%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,952,374	\$1,238,215	(\$2,714,159)	-69%	\$12,948,670	\$14,198,340	\$1,249,669	10%	\$53,668,283	\$60,466,091	\$6,797,808	13%
Lawn/Garden/Farm Equipment/Supplies	\$13,634,116	\$4,277,332	(\$9,356,785)	-69%	\$44,398,882	\$39,558,015	(\$4,840,867)	-11%	\$183,814,676	\$136,422,731	(\$47,391,945)	-26%
Audio Equipment/Musical Instruments	\$5,284,187	\$1,682,181	(\$3,602,006)	-68%	\$17,266,375	\$23,549,119	\$6,282,744	36%	\$71,569,804	\$103,086,482	\$31,516,678	44%
Autos/Cars/Vans/Trucks/Motorcycles	\$137,141,295	\$44,302,516	(\$92,838,779)	-68%	\$441,419,078	\$667,632,143	\$226,213,065	51%	\$1,792,875,397	\$2,214,999,772	\$422,124,374	24%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,566,668	\$511,420	(\$1,055,248)	-67%	\$5,240,074	\$5,632,535	\$392,460	7%	\$22,380,648	\$41,438,313	\$19,057,665	85%
Computer Hardware/Software/Supplies	\$10,417,972	\$3,495,520	(\$6,922,452)	-66%	\$66,649,819	\$84,171,101	\$17,521,282	26%	\$317,756,502	\$401,330,140	\$83,573,638	26%
Cigars/Cigarettes/Tobacco/Accessories	\$9,701,577	\$3,486,683	(\$6,214,894)	-64%	\$33,227,542	\$35,298,078	\$2,070,536	6%	\$144,643,482	\$139,334,119	(\$5,309,363)	-4%
Soaps/Detergents/Household Cleaners	\$3,874,824	\$1,435,044	(\$2,439,780)	-63%	\$12,930,523	\$16,716,961	\$3,786,438	29%	\$54,803,745	\$61,695,263	\$6,891,517	13%
Jewelry (including Watches)	\$7,630,982	\$2,993,709	(\$4,637,273)	-61%	\$24,973,156	\$25,944,889	\$971,733	4%	\$103,468,364	\$126,790,513	\$23,322,149	23%
Paper/Related Products	\$3,435,431	\$1,365,538	(\$2,069,893)	-60%	\$11,403,251	\$15,613,094	\$4,209,843	37%	\$48,116,748	\$55,693,057	\$7,576,309	16%
Childrens Wear/Infants/Toddlers Clothing	\$4,828,324	\$1,944,745	(\$2,883,579)	-60%	\$15,820,253	\$17,023,033	\$1,202,780	8%	\$65,258,830	\$76,031,332	\$10,772,503	17%
Televisions/VCR/Video Cameras/DVD etc	\$5,467,413	\$2,211,344	(\$3,256,070)	-60%	\$18,003,472	\$35,136,164	\$17,132,692	95%	\$75,039,027	\$131,786,308	\$56,747,280	76%
Meats/Nonalcoholic Beverages	\$70,201,635	\$28,865,512	(\$41,336,123)	-59%	\$283,601,427	\$241,500,593	(\$42,100,834)	-15%	\$1,231,434,572	\$1,399,504,033	\$168,069,461	14%
Alcoholic Drinks Served at the Establishment	\$10,776,791	\$4,572,591	(\$6,204,201)	-58%	\$51,220,298	\$42,705,672	(\$8,514,627)	-17%	\$227,747,545	\$262,817,574	\$35,070,029	15%
Footwear, including Accessories	\$13,056,270	\$5,649,151	(\$7,407,118)	-57%	\$42,311,976	\$33,084,102	(\$9,227,874)	-22%	\$174,557,989	\$164,517,327	(\$10,040,663)	-6%
Hardware/Tools/Plumbing/Electrical Supplies	\$13,161,160	\$5,712,784	(\$7,448,377)	-57%	\$43,525,954	\$73,625,606	\$30,099,652	69%	\$182,119,379	\$229,416,399	\$47,297,020	26%
Major Household Appliances	\$3,222,064	\$1,443,382	(\$1,778,682)	-55%	\$9,971,349	\$18,856,764	\$8,885,415	89%	\$38,986,637	\$64,035,457	\$25,048,820	64%
Automotive Lubricants (incl Oil, Greases)	\$3,222,064	\$1,443,382	(\$1,778,682)	-55%	\$9,971,349	\$18,856,764	\$8,885,415	89%	\$38,986,637	\$64,035,457	\$25,048,820	64%
Photographic Equipment/Supplies	\$903,267	\$407,272	(\$495,995)	-55%	\$2,944,602	\$6,349,291	\$3,404,689	116%	\$12,221,038	\$23,933,408	\$11,712,370	96%
Dimensional Lumber/Other Building Materials	\$18,728,391	\$9,165,261	(\$9,563,130)	-51%	\$61,492,744	\$117,221,689	\$55,728,945	91%	\$256,865,061	\$347,123,252	\$90,258,190	35%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,342,287	\$1,662,077	(\$1,680,210)	-50%	\$11,104,054	\$21,220,855	\$10,116,801	91%	\$46,804,381	\$62,853,619	\$16,049,238	34%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,664,148	\$3,856,882	(\$3,807,266)	-50%	\$24,831,626	\$37,689,882	\$12,858,256	52%	\$101,042,801	\$146,206,341	\$45,163,540	45%
Toys/Hobby Goods/Games	\$4,246,866	\$2,189,886	(\$2,056,980)	-48%	\$14,016,516	\$20,944,717	\$6,928,201	49%	\$58,544,236	\$81,640,267	\$23,096,031	39%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,916,799	\$1,066,751	(\$850,048)	-44%	\$6,183,145	\$7,695,904	\$1,512,760	24%	\$25,364,040	\$36,003,527	\$10,639,487	42%
Sewing/Knitting Materials/Supplies	\$458,796	\$270,438	(\$188,358)	-41%	\$1,460,380	\$2,352,989	\$892,609	61%	\$5,895,354	\$8,022,759	\$2,127,405	36%
Packaged Liquor/Wine/Beer	\$16,536,530	\$11,835,584	(\$4,700,946)	-28%	\$53,298,239	\$54,613,534	\$1,315,295	2%	\$218,237,746	\$240,230,331	\$21,992,586	10%

Consumer Demand & Market Supply Assessment

Site: Shaw Ave & Leonard Ave

Date Report Created: 2/25/2021

5 Min Drive	10 Min Drive	20 Min Drive
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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.

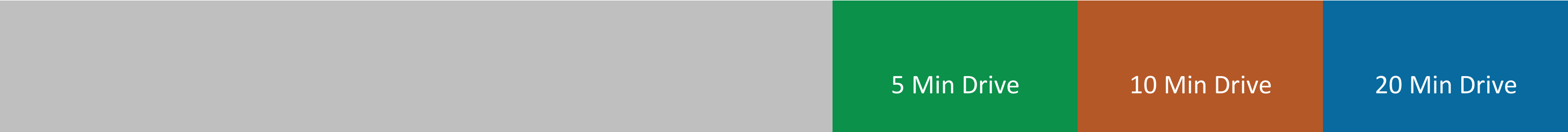
Consumer Demand/Market Supply Index:

- 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

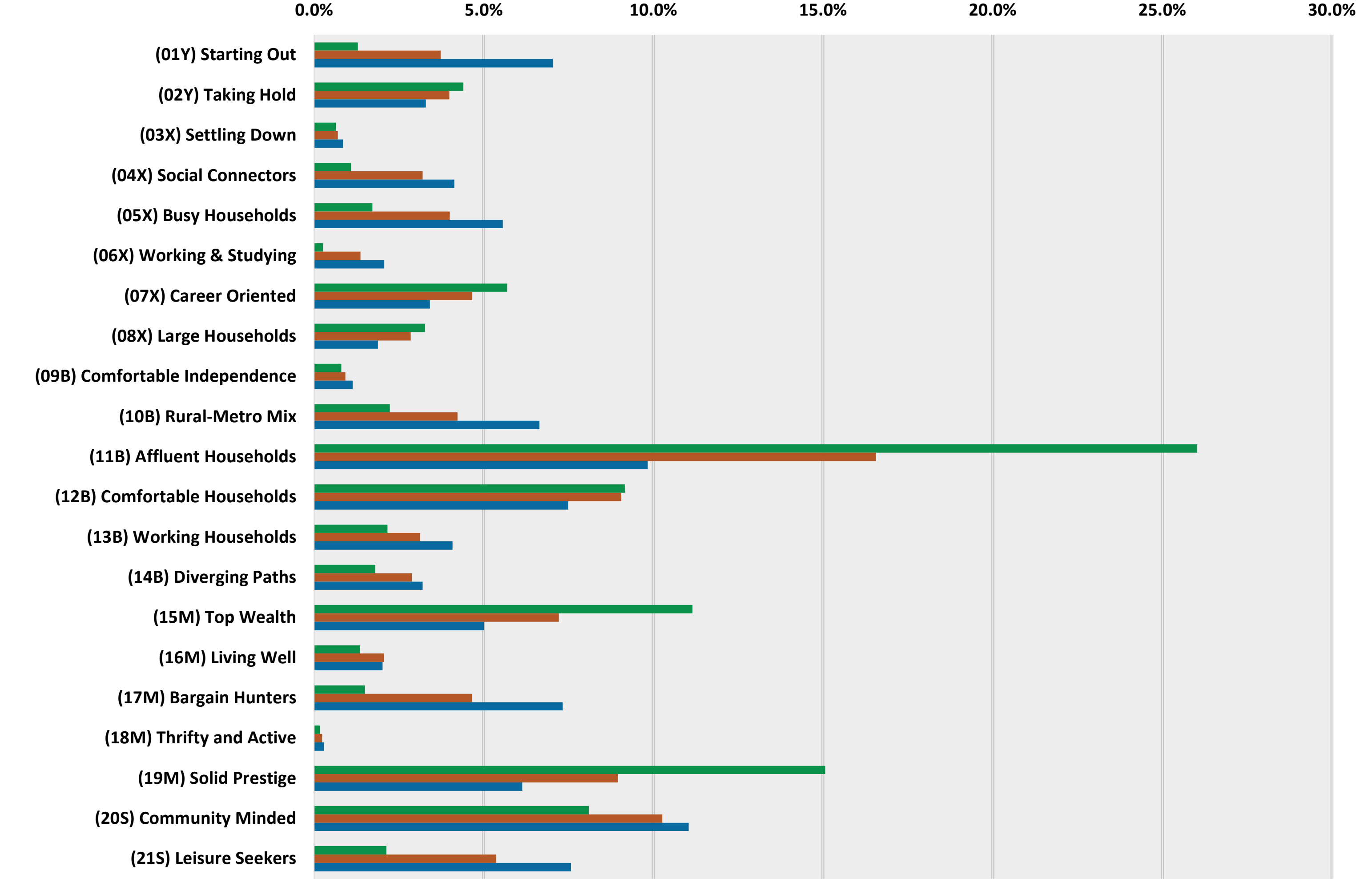
Household Segmentation Profile

Site: Shaw Ave & Leonard Ave

Date: 2/25/2021



Household Lifestage Group Comparison



Total Households	15,355	100%	50,717	100%	200,782	100%
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Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	2,582	16.8%	4,936	9.7%	10,424	5.2%
2	09- Busy Schedules	(19M) Solid Prestige	1,112	7.2%	2,212	4.4%	6,353	3.2%
3	03- Corporate Connected	(15M) Top Wealth	1,076	7.0%	2,081	4.1%	5,003	2.5%
4	36- Persistent & Productive	(20S) Community Minded	850	5.5%	3,373	6.7%	14,531	7.2%
5	01- Summit Estates	(11B) Affluent Households	766	5.0%	2,123	4.2%	6,106	3.0%
6	13- Work & Play	(12B) Comfortable Households	710	4.6%	2,200	4.3%	7,320	3.6%
7	08- Solid Surroundings	(19M) Solid Prestige	708	4.6%	1,388	2.7%	3,510	1.7%
8	17- Firmly Established	(12B) Comfortable Households	696	4.5%	2,393	4.7%	7,713	3.8%
9	07- Active Lifestyles	(11B) Affluent Households	648	4.2%	1,339	2.6%	3,219	1.6%
10	02- Established Elite	(15M) Top Wealth	636	4.1%	1,578	3.1%	5,053	2.5%

* 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

Date: 2/25/2021

TOTAL HOUSEHOLDS		15,355	100%	50,717	100%	200,782	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(01Y) Starting Out		198	1.3%	1,890	3.7%	14,117	7.0%
	39- Setting Goals	43	0.3%	528	1.0%	4,085	2.0%
	45- Offices & Entertainment	46	0.3%	367	0.7%	2,006	1.0%
	57- Collegiate Crowd	74	0.5%	534	1.1%	3,650	1.8%
	58- Outdoor Fervor	11	0.1%	37	0.1%	178	0.1%
	67- First Steps	23	0.1%	425	0.8%	4,198	2.1%
(02Y) Taking Hold		675	4.4%	2,020	4.0%	6,612	3.3%
	18- Climbing the Ladder	38	0.3%	98	0.2%	271	0.1%
	21- Children First	184	1.2%	573	1.1%	1,999	1.0%
	24- Career Building	384	2.5%	1,172	2.3%	3,712	1.8%
	30- Out & About	68	0.4%	177	0.3%	630	0.3%
(03X) Settling Down		98	0.6%	354	0.7%	1,706	0.8%
	34- Outward Bound	21	0.1%	35	0.1%	105	0.1%
	41- Rural Adventure	25	0.2%	57	0.1%	153	0.1%
	46- Rural & Active	52	0.3%	262	0.5%	1,449	0.7%
(04X) Social Connectors		167	1.1%	1,621	3.2%	8,301	4.1%
	42- Creative Variety	65	0.4%	380	0.7%	1,915	1.0%
	52- Stylish & Striving	54	0.4%	501	1.0%	2,654	1.3%
	59- Mobile Mixers	47	0.3%	740	1.5%	3,732	1.9%
(05X) Busy Households		264	1.7%	2,025	4.0%	11,169	5.6%
	37- Firm Foundations	188	1.2%	800	1.6%	3,405	1.7%
	62- Movies & Sports	76	0.5%	1,225	2.4%	7,764	3.9%
(06X) Working & Studying		41	0.3%	694	1.4%	4,149	2.1%
	61- City Life	0	0.0%	202	0.4%	406	0.2%
	69- Productive Havens	30	0.2%	174	0.3%	1,809	0.9%
	70- Favorably Frugal	11	0.1%	317	0.6%	1,934	1.0%
(07X) Career Oriented		874	5.7%	2,363	4.7%	6,847	3.4%
	06- Casual Comfort	494	3.2%	1,072	2.1%	2,324	1.2%
	10- Careers & Travel	128	0.8%	320	0.6%	970	0.5%
	20- Carving Out Time	45	0.3%	140	0.3%	458	0.2%
	26- Getting Established	207	1.3%	831	1.6%	3,095	1.5%
(08X) Large Households		501	3.3%	1,445	2.8%	3,778	1.9%
	11- Schools & Shopping	163	1.1%	355	0.7%	819	0.4%
	12- On the Go	123	0.8%	337	0.7%	823	0.4%
	19- Country Comfort	28	0.2%	146	0.3%	454	0.2%
	27- Tenured Proprietors	187	1.2%	607	1.2%	1,682	0.8%
(09B) Comfortable Independence		124	0.8%	469	0.9%	2,280	1.1%
	29- City Mixers	0	0.0%	0	0.0%	3	0.0%
	35- Working & Active	66	0.4%	234	0.5%	1,052	0.5%
	56- Metro Active	58	0.4%	235	0.5%	1,225	0.6%
(10B) Rural-Metro Mix		343	2.2%	2,145	4.2%	13,332	6.6%
	47- Rural Parents	13	0.1%	86	0.2%	335	0.2%
	53- Metro Strivers	320	2.1%	2,007	4.0%	12,773	6.4%
	60- Rural & Mobile	10	0.1%	52	0.1%	225	0.1%

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



Household Segmentation Profile

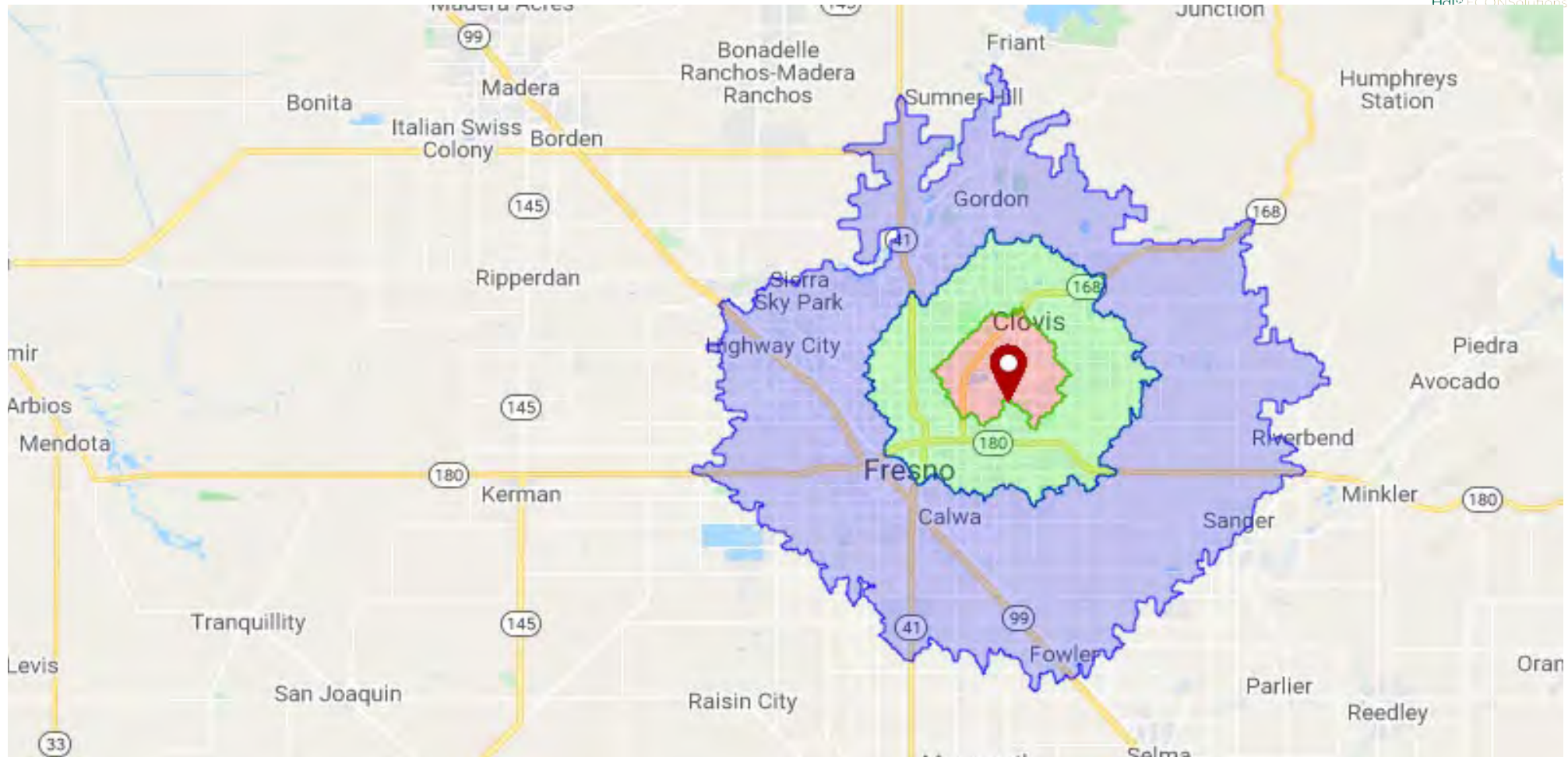
Date: 2/25/2021

TOTAL HOUSEHOLDS		15,355	100%	50,717	100%	200,782	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(11B) Affluent Households		3,997	26.0%	8,398	16.6%	19,749	9.8%
01- Summit Estates		766	5.0%	2,123	4.2%	6,106	3.0%
04- Top Professionals		2,582	16.8%	4,936	9.7%	10,424	5.2%
07- Active Lifestyles		648	4.2%	1,339	2.6%	3,219	1.6%
(12B) Comfortable Households		1,406	9.2%	4,594	9.1%	15,034	7.5%
13- Work & Play		710	4.6%	2,200	4.3%	7,320	3.6%
17- Firmly Established		696	4.5%	2,393	4.7%	7,713	3.8%
(13B) Working Households		332	2.2%	1,582	3.1%	8,186	4.1%
38- Occupational Mix		323	2.1%	1,533	3.0%	7,975	4.0%
48- Farm & Home		9	0.1%	49	0.1%	211	0.1%
(14B) Diverging Paths		276	1.8%	1,461	2.9%	6,424	3.2%
16- Country Enthusiasts		10	0.1%	39	0.1%	129	0.1%
22- Comfortable Cornerstones		28	0.2%	152	0.3%	627	0.3%
31- Mid-Americana		62	0.4%	266	0.5%	1,252	0.6%
32- Metro Mix		0	0.0%	21	0.0%	33	0.0%
33- Urban Diversity		177	1.2%	983	1.9%	4,384	2.2%
(15M) Top Wealth		1,713	11.2%	3,658	7.2%	10,056	5.0%
02- Established Elite		636	4.1%	1,578	3.1%	5,053	2.5%
03- Corporate Connected		1,076	7.0%	2,081	4.1%	5,003	2.5%
(16M) Living Well		208	1.4%	1,045	2.1%	4,055	2.0%
14- Career Centered		131	0.9%	625	1.2%	2,508	1.2%
15- Country Ways		2	0.0%	27	0.1%	146	0.1%
23- Good Neighbors		75	0.5%	394	0.8%	1,401	0.7%
(17M) Bargain Hunters		230	1.5%	2,360	4.7%	14,712	7.3%
43- Work & Causes		34	0.2%	285	0.6%	1,864	0.9%
44- Open Houses		72	0.5%	476	0.9%	2,576	1.3%
55- Community Life		64	0.4%	399	0.8%	2,478	1.2%
63- Staying Home		43	0.3%	1,044	2.1%	6,363	3.2%
68- Staying Healthy		17	0.1%	156	0.3%	1,432	0.7%
(18M) Thrifty & Active		26	0.2%	122	0.2%	584	0.3%
40- Great Outdoors		16	0.1%	39	0.1%	117	0.1%
50- Rural Community		9	0.1%	66	0.1%	376	0.2%
54- Work & Outdoors		1	0.0%	17	0.0%	91	0.0%
(19M) Solid Prestige		2,313	15.1%	4,547	9.0%	12,320	6.1%
05- Active & Involved		492	3.2%	946	1.9%	2,457	1.2%
08- Solid Surroundings		708	4.6%	1,388	2.7%	3,510	1.7%
09- Busy Schedules		1,112	7.2%	2,212	4.4%	6,353	3.2%
(20S) Community Minded		1,244	8.1%	5,206	10.3%	22,165	11.0%
25- Clubs & Causes		202	1.3%	924	1.8%	3,652	1.8%
28- Community Pillars		192	1.3%	909	1.8%	3,983	2.0%
36- Persistent & Productive		850	5.5%	3,373	6.7%	14,531	7.2%
(21S) Leisure Seekers		327	2.1%	2,719	5.4%	15,204	7.6%
49- Home & Garden		113	0.7%	738	1.5%	3,260	1.6%
51- Role Models		69	0.4%	494	1.0%	2,714	1.4%
64- Practical & Careful		42	0.3%	424	0.8%	2,061	1.0%
65- Hobbies & Shopping		58	0.4%	465	0.9%	3,485	1.7%
66- Helping Hands		46	0.3%	598	1.2%	3,684	1.8%

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



Ashlan Ave & Willow/Peach Ave, Clovis, CA



	5 Minutes	10 Minutes	20 Minutes
Population	76,732	377,754	745,534
Daytime Population	106,678	446,960	812,177
Households	27,133	123,087	241,949
Average Age	36.2	36.5	37.1
Average HH Income	\$58,131	\$71,269	\$78,591
White Collar (Residents)	58%	59%	60%
College Degree & Above	26%	29%	30%



Consumer Demographic Profile

Site: Ashlan & Willow / Peach Ave

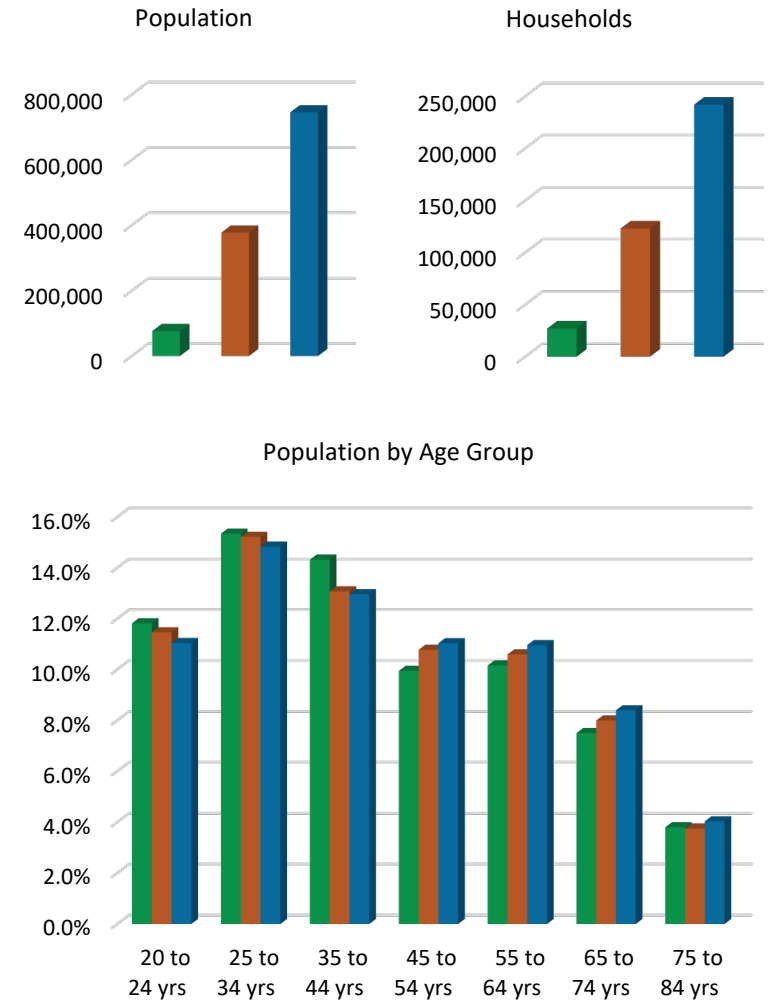
Date Report Created: 2/25/2021

INSIGHT

MARKET ANALYTICS

Hdl ECONSolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	76,732	---	377,754	---	745,534	---
5 Year Projected Pop	80,874	---	406,304	---	804,339	---
Pop Growth (%)	5.4%	---	7.6%	---	7.9%	---
Households	27,133	---	123,087	---	241,949	---
5 Year Projected HHs	28,615	---	132,419	---	261,323	---
HH Growth (%)	5.5%	---	7.6%	---	8.0%	---
Census Stats						
2000 Population	71,573	---	314,165	---	591,204	---
2010 Population	74,117	---	350,755	---	688,505	---
Pop Growth (%)	3.6%	---	11.6%	---	16.5%	---
2000 Households	26,120	---	104,207	---	195,821	---
2010 Households	26,322	---	114,608	---	223,442	---
HH Growth (%)	0.8%	---	10.0%	---	14.1%	---
Total Population by Age						
Average Age	36.2		36.5		37.1	
19 yrs & under	19,669	25.6%	96,980	25.7%	188,597	25.3%
20 to 24 yrs	9,066	11.8%	43,292	11.5%	82,293	11.0%
25 to 34 yrs	11,772	15.3%	57,473	15.2%	110,573	14.8%
35 to 44 yrs	10,989	14.3%	49,384	13.1%	96,617	13.0%
45 to 54 yrs	7,632	9.9%	40,702	10.8%	82,238	11.0%
55 to 64 yrs	7,795	10.2%	40,005	10.6%	81,685	11.0%
65 to 74 yrs	5,755	7.5%	30,197	8.0%	62,586	8.4%
75 to 84 yrs	2,917	3.8%	14,164	3.7%	30,065	4.0%
85 + yrs	1,139	1.5%	5,557	1.5%	10,879	1.5%
Population Bases						
20-34 yrs	20,838	27.2%	100,765	26.7%	192,866	25.9%
45-64 yrs	15,427	20.1%	80,707	21.4%	163,923	22.0%
16 yrs +	59,252	77.2%	292,527	77.4%	579,766	77.8%
25 yrs +	47,997	62.6%	237,482	62.9%	474,644	63.7%
65 yrs +	9,810	12.8%	49,918	13.2%	103,531	13.9%
75 yrs +	4,055	5.3%	19,721	5.2%	40,945	5.5%
85 yrs +	1,139	1.5%	5,557	1.5%	10,879	1.5%



Consumer Demographic Profile

Site: Ashlan Ave & Willow / Peach Ave

Date Report Created: 2/25/2021

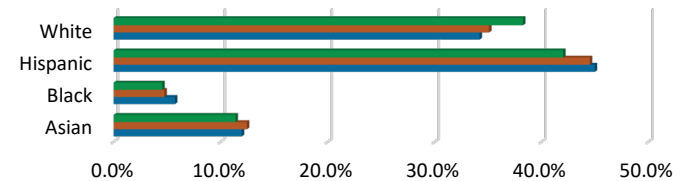
INSIGHT

MARKET ANALYTICS

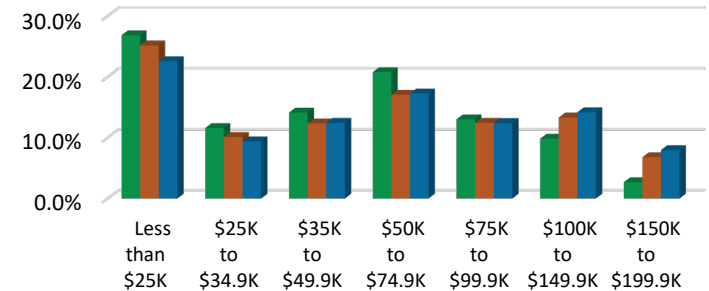
Hdl ECONsolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	29,364	38.3%	132,594	35.1%	255,051	34.2%
Hispanic	32,250	42.0%	168,179	44.5%	335,361	45.0%
Black	3,490	4.5%	17,926	4.7%	42,722	5.7%
Asian	8,739	11.4%	47,045	12.5%	89,307	12.0%
Ancestry						
American Indian (ancestry)	651	0.8%	2,561	0.7%	4,699	0.6%
Hawaiian (ancestry)	168	0.2%	545	0.1%	1,016	0.1%
Household Income						
Per Capita Income	\$20,556	---	\$23,222	---	\$25,505	---
Average HH Income	\$58,131	---	\$71,269	---	\$78,591	---
Median HH Income	\$46,984	---	\$53,168	---	\$57,400	---
Less than \$25K	7,281	26.8%	30,982	25.2%	54,610	22.6%
\$25K to \$34.9K	3,144	11.6%	12,462	10.1%	22,731	9.4%
\$35K to \$49.9K	3,834	14.1%	15,186	12.3%	30,101	12.4%
\$50K to \$74.9K	5,639	20.8%	20,998	17.1%	41,786	17.3%
\$75K to \$99.9K	3,529	13.0%	15,327	12.5%	30,058	12.4%
\$100K to \$149.9K	2,667	9.8%	16,390	13.3%	34,285	14.2%
\$150K to \$199.9K	727	2.7%	8,350	6.8%	19,277	8.0%
\$200K +	312	1.2%	3,392	2.8%	9,102	3.8%
Education						
Less than 9th Grade	3,157	6.6%	26,101	11.0%	51,666	10.9%
Some HS, No Diploma	5,158	10.7%	24,549	10.3%	45,947	9.7%
HS Grad (or Equivalent)	12,704	26.5%	53,660	22.6%	105,900	22.3%
Some College, No Degree	14,140	29.5%	59,757	25.2%	114,903	24.2%
Associate Degree	4,915	10.2%	21,736	9.2%	43,638	9.2%
Bachelor Degree	5,808	12.1%	34,524	14.5%	73,633	15.5%
Graduates Degree	1,598	3.3%	11,420	4.8%	24,243	5.1%

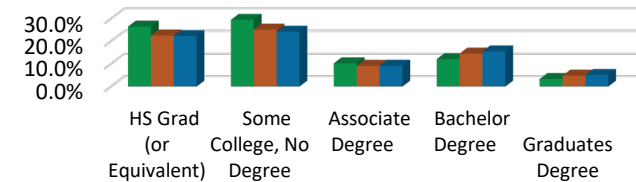
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

Site: Ashlan Ave & Willow/Peach Ave

Date Report Created: 2/25/2021

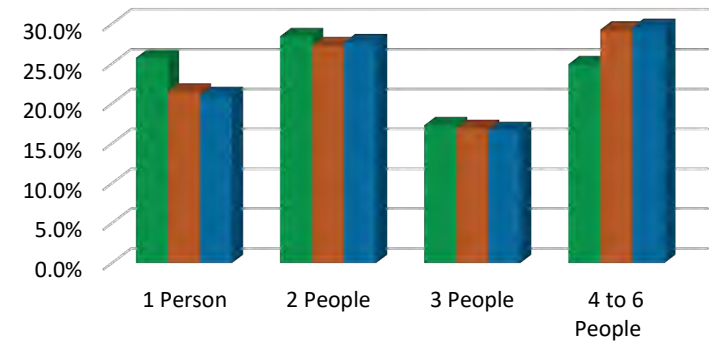
INSIGHT

MARKET ANALYTICS

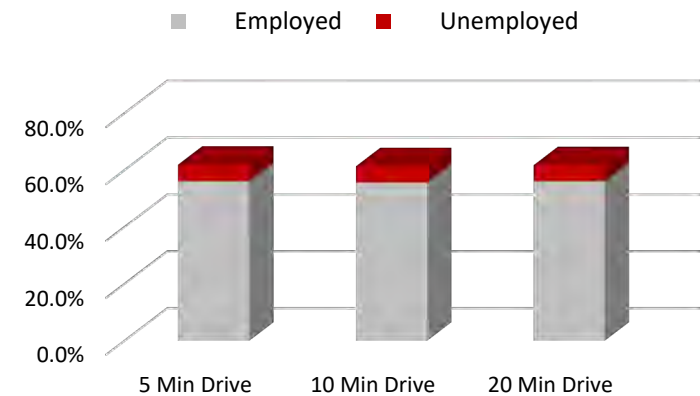
Hdl ECONsolutions

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	17,886		87,935		175,589	
Single - Male	1,431	8.0%	5,265	6.0%	9,600	5.5%
Single - Female	2,212	12.4%	9,548	10.9%	18,838	10.7%
Single Parent - Male	1,075	6.0%	5,550	6.3%	9,660	5.5%
Single Parent - Female	3,179	17.8%	14,438	16.4%	26,066	14.8%
Married w/ Children	4,318	24.1%	24,531	27.9%	49,910	28.4%
Married w/out Children	5,671	31.7%	28,603	32.5%	61,516	35.0%
Household Size						
1 Person	6,989	25.8%	26,476	21.5%	50,992	21.1%
2 People	7,723	28.5%	33,641	27.3%	67,048	27.7%
3 People	4,690	17.3%	20,845	16.9%	40,334	16.7%
4 to 6 People	6,771	25.0%	36,064	29.3%	71,657	29.6%
7+ People	961	3.5%	6,062	4.9%	11,917	4.9%
Home Ownership	27,133		123,087		241,949	
Owners	11,696	43.1%	61,759	50.2%	131,688	54.4%
Renters	15,437	56.9%	61,328	49.8%	110,261	45.6%
Components of Change						
Births	1,008	1.3%	4,960	1.3%	9,484	1.3%
Deaths	478	0.6%	2,310	0.6%	4,799	0.6%
Migration	114	0.1%	-10	0.0%	800	0.1%
Employment (Pop 16+)	59,252		292,527		579,766	
Armed Services	207	0.3%	453	0.2%	645	0.1%
Civilian	36,671	61.9%	179,427	61.3%	357,813	61.7%
Employed	33,254	56.1%	162,812	55.7%	325,199	56.1%
Unemployed	3,417	5.8%	16,616	5.7%	32,614	5.6%
Not in Labor Force	22,581	38.1%	113,100	38.7%	221,953	38.3%
Employed Population	33,254		162,812		325,199	
White Collar	19,393	58.3%	95,776	58.8%	194,943	59.9%
Blue Collar	13,861	41.7%	67,035	41.2%	130,256	40.1%

Household Size



Civilian Employment

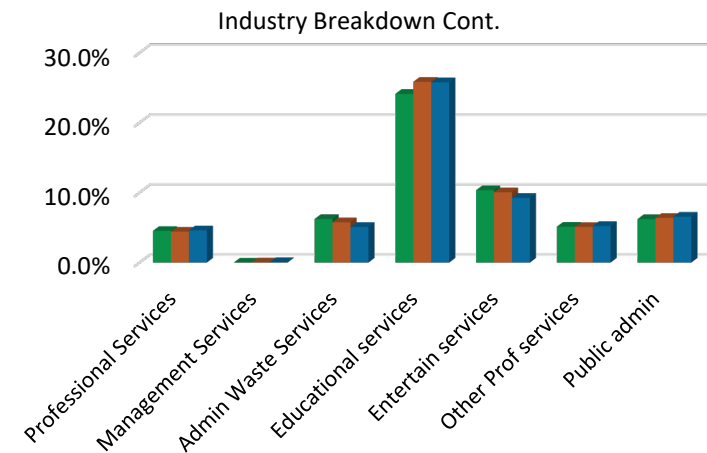
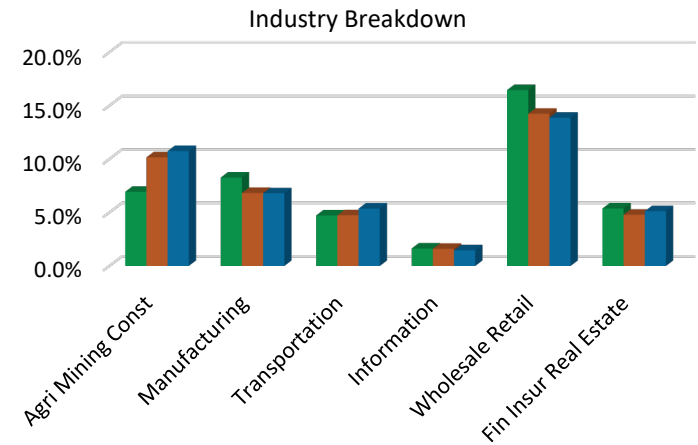


Consumer Demographic Profile

Site: Ashlan & Willow / Peach Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	33,254		162,812		325,199	
White Collar	19,393	58.3%	95,776	58.8%	194,943	59.9%
Managerial executive	3,175	9.5%	18,337	11.3%	40,504	12.5%
Prof specialty	5,928	17.8%	32,733	20.1%	66,932	20.6%
Healthcare support	1,954	5.9%	8,659	5.3%	16,506	5.1%
Sales	3,827	11.5%	17,026	10.5%	33,617	10.3%
Office Admin	4,509	13.6%	19,021	11.7%	37,384	11.5%
Blue Collar	13,861	41.7%	67,035	41.2%	130,256	40.1%
Protective	648	2.0%	4,549	2.8%	7,872	2.4%
Food Prep Serving	2,447	7.4%	10,994	6.8%	19,363	6.0%
Bldg Maint/Cleaning	1,539	4.6%	7,413	4.6%	13,877	4.3%
Personal Care	1,061	3.2%	4,942	3.0%	10,089	3.1%
Farming/Fishing/Forestry	501	1.5%	5,150	3.2%	11,341	3.5%
Construction	2,403	7.2%	12,005	7.4%	24,108	7.4%
Production Transp	5,262	15.8%	21,982	13.5%	43,607	13.4%
Employment By Industry	33,254		162,812		325,199	
Agri Mining Const	2,309	6.9%	16,557	10.2%	34,978	10.8%
Manufacturing	2,751	8.3%	11,123	6.8%	22,115	6.8%
Transportation	1,573	4.7%	7,726	4.7%	17,470	5.4%
Information	544	1.6%	2,615	1.6%	4,770	1.5%
Wholesale Retail	5,473	16.5%	23,189	14.2%	45,117	13.9%
Fin Insur Real Estate	1,789	5.4%	7,807	4.8%	16,674	5.1%
Professional Services	1,507	4.5%	7,205	4.4%	14,975	4.6%
Management Services	0	0.0%	39	0.0%	198	0.1%
Admin Waste Services	2,070	6.2%	9,379	5.8%	16,587	5.1%
Educational services	8,022	24.1%	42,084	25.8%	83,865	25.8%
Entertain services	3,443	10.4%	16,381	10.1%	30,106	9.3%
Other Prof services	1,705	5.1%	8,296	5.1%	16,994	5.2%
Public admin	2,069	6.2%	10,410	6.4%	21,351	6.6%



Employment Profile

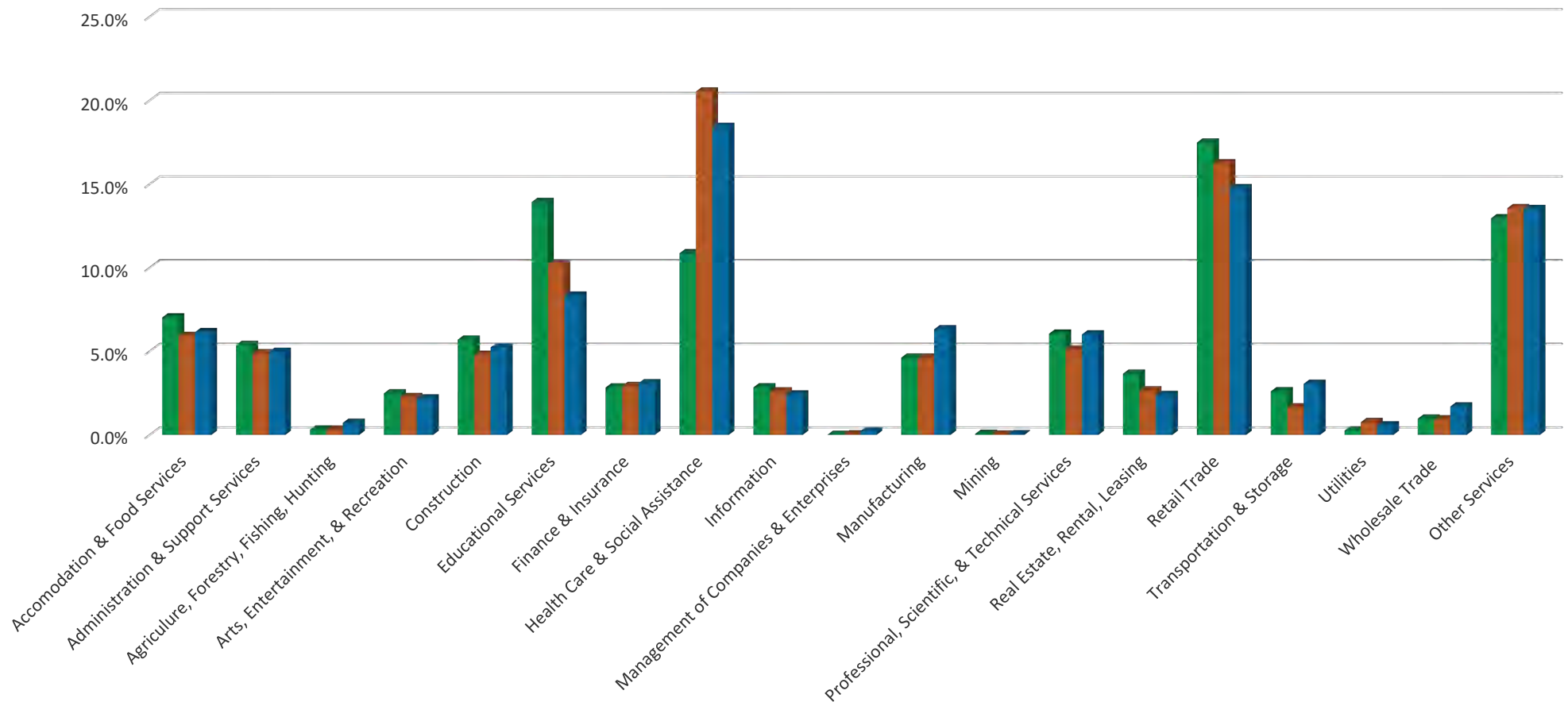
Site: Ashlan Ave & Willow/ Peach Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Daytime Population	106,678		446,960		812,177	
Student Population	44,663		167,157		263,046	
Median Employee Salary	44,066		45,247		44,685	
Average Employee Salary	51,157		51,953		51,485	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	934	3.0%	3,495	2.7%	7,865	3.1%
15,000 to 30,000 CrYr	1,778	5.7%	6,833	5.4%	13,857	5.5%
30,000 to 45,000 CrYr	14,192	45.3%	55,544	43.5%	110,059	43.9%
45,000 to 60,000 CrYr	5,730	18.3%	26,081	20.4%	50,754	20.3%
60,000 to 75,000 CrYr	2,809	9.0%	10,824	8.5%	21,341	8.5%
75,000 to 90,000 CrYr	2,208	7.0%	9,427	7.4%	17,923	7.2%
90,000 to 100,000 CrYr	1,338	4.3%	6,127	4.8%	11,448	4.6%
Over 100,000 CrYr	2,350	7.5%	9,259	7.3%	17,325	6.9%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,861	100%	31,339	100%	8,580	100%	127,592	100%	16,630	100%	250,571	100%
Accommodation & Food Services	116	6.2%	2,200	7.0%	450	5.2%	7,548	5.9%	871	5.2%	15,395	6.1%
Administration & Support Services	91	4.9%	1,684	5.4%	373	4.3%	6,228	4.9%	675	4.1%	12,441	5.0%
Agriculture, Forestry, Fishing, Hunting	11	0.6%	99	0.3%	30	0.4%	399	0.3%	110	0.7%	1,805	0.7%
Arts, Entertainment, & Recreation	47	2.5%	778	2.5%	182	2.1%	2,883	2.3%	340	2.0%	5,456	2.2%
Construction	144	7.7%	1,784	5.7%	517	6.0%	6,106	4.8%	1,010	6.1%	13,119	5.2%
Educational Services	57	3.0%	4,364	13.9%	254	3.0%	13,056	10.2%	484	2.9%	20,855	8.3%
Finance & Insurance	119	6.4%	888	2.8%	492	5.7%	3,723	2.9%	921	5.5%	7,734	3.1%
Health Care & Social Assistance	219	11.8%	3,404	10.9%	1,802	21.0%	26,190	20.5%	3,003	18.1%	46,136	18.4%
Information	36	2.0%	890	2.8%	141	1.6%	3,314	2.6%	271	1.6%	6,043	2.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.0%	38	0.0%	8	0.0%	549	0.2%
Manufacturing	66	3.5%	1,447	4.6%	273	3.2%	5,892	4.6%	600	3.6%	15,815	6.3%
Mining	1	0.1%	19	0.1%	1	0.0%	20	0.0%	8	0.0%	102	0.0%
Professional, Scientific, & Technical Services	187	10.0%	1,896	6.1%	811	9.5%	6,547	5.1%	1,747	10.5%	15,047	6.0%
Real Estate, Rental, Leasing	128	6.9%	1,147	3.7%	393	4.6%	3,392	2.7%	750	4.5%	5,968	2.4%
Retail Trade	250	13.4%	5,477	17.5%	1,176	13.7%	20,713	16.2%	2,225	13.4%	36,954	14.7%
Transportation & Storage	15	0.8%	816	2.6%	90	1.0%	2,091	1.6%	387	2.3%	7,647	3.1%
Utilities	3	0.2%	81	0.3%	8	0.1%	971	0.8%	21	0.1%	1,415	0.6%
Wholesale Trade	38	2.0%	304	1.0%	150	1.7%	1,185	0.9%	452	2.7%	4,256	1.7%
Other Services	334	17.9%	4,059	13.0%	1,435	16.7%	17,295	13.6%	2,748	16.5%	33,833	13.5%



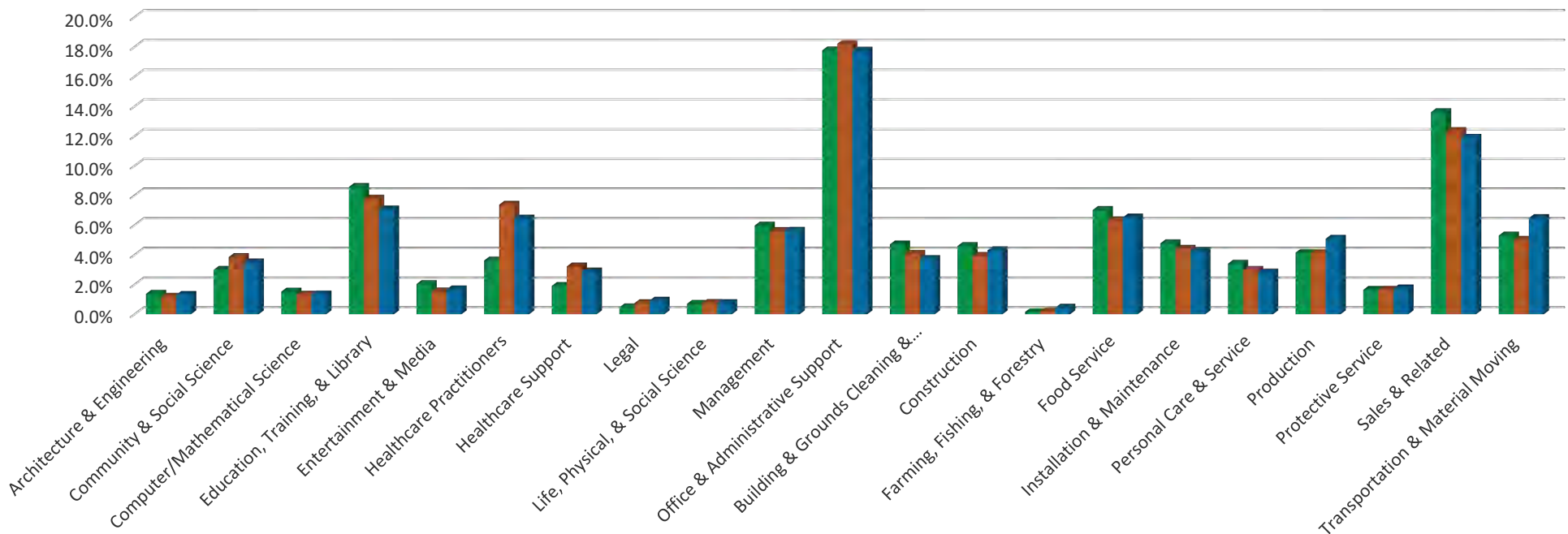
Employment Profile

Site: Ashlan Ave & Willow/ Peach Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	15,778	50.3%	69,787	54.7%	131,217	52.4%
Architecture & Engineering	430	1.4%	1,492	1.2%	3,250	1.3%
Community & Social Science	936	3.0%	4,905	3.8%	8,737	3.5%
Computer/Mathematical Science	476	1.5%	1,676	1.3%	3,321	1.3%
Education, Training, & Library	2,685	8.6%	9,928	7.8%	17,672	7.1%
Entertainment & Media	636	2.0%	1,955	1.5%	4,178	1.7%
Healthcare Practitioners	1,132	3.6%	9,404	7.4%	16,131	6.4%
Healthcare Support	596	1.9%	4,098	3.2%	7,214	2.9%
Legal	144	0.5%	945	0.7%	2,284	0.9%
Life, Physical, & Social Science	218	0.7%	961	0.8%	1,861	0.7%
Management	1,870	6.0%	7,146	5.6%	14,064	5.6%
Office & Administrative Support	5,564	17.8%	23,223	18.2%	44,454	17.7%
Blue Collar	15,451	49.3%	57,437	45.0%	118,250	47.2%
Building & Grounds Cleaning & Maintenance	1,472	4.7%	5,186	4.1%	9,306	3.7%
Construction	1,438	4.6%	5,006	3.9%	10,791	4.3%
Farming, Fishing, & Forestry	46	0.1%	273	0.2%	1,091	0.4%
Food Service	2,198	7.0%	8,059	6.3%	16,314	6.5%
Installation & Maintenance	1,495	4.8%	5,616	4.4%	10,685	4.3%
Personal Care & Service	1,066	3.4%	3,805	3.0%	7,026	2.8%
Production	1,299	4.1%	5,272	4.1%	12,721	5.1%
Protective Service	514	1.6%	2,096	1.6%	4,347	1.7%
Sales & Related	4,263	13.6%	15,734	12.3%	29,756	11.9%
Transportation & Material Moving	1,660	5.3%	6,390	5.0%	16,214	6.5%
Military Services	110	0.4%	367	0.3%	1,104	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	31,339	127,592	250,571
2020 Q3	30,409	123,486	243,818
2020 Q2	31,512	128,053	251,497
2020 Q1	30,817	124,840	245,155
2019 Q4	32,031	129,387	254,086
2019 Q3	30,989	125,061	247,127
2019 Q2	32,261	130,427	256,100
2019 Q1	31,358	126,833	248,896
2018 Q4	31,980	129,424	253,989



Consumer Demand & Market Supply Assessment

Site: Ashlan Ave & Willow/ Peach Ave

Date Report Created: 2/25/2021

Demographics

Population	76,732
5-Year Population estimate	80,874
Population Households	75,415
Group Quarters Population	1,317
Households	27,133
5-Year Households estimate	28,615
WorkPlace Establishments	1,861
Workplace Employees	31,339
Median Household Income	\$46,984

By Establishments

	5 Min Drive				10 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Florists/Misc. Store Retailers	\$1,958,641	\$709,649	(\$1,248,992)	-64%	\$9,848,881	\$5,179,182	(\$4,669,699)	-47%	\$19,609,030	\$16,566,299	(\$3,042,731)	-16%
Electronic Shopping/Mail Order Houses	\$238,822,836	\$120,202,803	(\$118,620,033)	-50%	\$1,168,790,293	\$821,990,618	(\$346,799,675)	-30%	\$2,315,980,665	\$1,730,694,273	(\$585,286,392)	-25%
Specialty Food Stores	\$7,533,233	\$4,365,945	(\$3,167,288)	-42%	\$37,547,946	\$21,726,099	(\$15,821,847)	-42%	\$74,411,203	\$52,028,280	(\$22,382,922)	-30%
Furniture Stores	\$13,721,126	\$8,313,913	(\$5,407,213)	-39%	\$69,240,521	\$45,961,918	(\$23,278,603)	-34%	\$137,994,358	\$77,504,410	(\$60,489,948)	-44%
Clothing Stores	\$57,747,052	\$41,467,521	(\$16,279,530)	-28%	\$290,650,532	\$174,137,303	(\$116,513,229)	-40%	\$577,575,902	\$373,748,328	(\$203,827,574)	-35%
Home Furnishing Stores	\$13,124,107	\$9,924,723	(\$3,199,384)	-24%	\$65,703,620	\$43,840,958	(\$21,862,662)	-33%	\$130,501,242	\$113,520,040	(\$16,981,202)	-13%
Bar/Drinking Places (Alcoholic Beverages)	\$4,922,974	\$4,047,938	(\$875,035)	-18%	\$22,151,533	\$18,506,240	(\$3,645,294)	-16%	\$44,025,573	\$33,710,839	(\$10,314,733)	-23%
Direct Selling Establishments	\$7,481,470	\$6,333,158	(\$1,148,311)	-15%	\$37,203,484	\$54,640,438	\$17,436,954	47%	\$73,699,012	\$120,150,271	\$46,451,259	63%
Used Merchandise Stores	\$4,060,012	\$3,707,442	(\$352,570)	-9%	\$20,366,907	\$19,214,027	(\$1,152,879)	-6%	\$40,473,170	\$32,066,563	(\$8,406,607)	-21%
Automotive Parts/Accessories/Tire	\$22,267,242	\$20,590,056	(\$1,677,186)	-8%	\$110,739,175	\$119,375,950	\$8,636,775	8%	\$219,136,559	\$260,109,096	\$40,972,538	19%
Grocery Stores	\$142,732,897	\$135,087,291	(\$7,645,606)	-5%	\$711,484,981	\$482,594,725	(\$228,890,256)	-32%	\$1,410,079,754	\$1,053,396,948	(\$356,682,806)	-25%
Gasoline Stations	\$107,710,846	\$104,228,708	(\$3,482,138)	-3%	\$537,442,148	\$443,136,136	(\$94,306,012)	-18%	\$1,066,192,290	\$917,323,910	(\$148,868,381)	-14%
Shoe Stores	\$8,399,005	\$8,496,988	\$97,983	1%	\$42,594,932	\$50,427,031	\$7,832,099	18%	\$84,684,636	\$73,911,264	(\$10,773,372)	-13%
Special Food Services	\$22,279,464	\$23,176,251	\$896,787	4%	\$103,977,535	\$88,613,869	(\$15,363,666)	-15%	\$206,588,898	\$199,954,701	(\$6,634,198)	-3%
Jewelry/Luggage/Leather Goods	\$7,901,066	\$8,810,015	\$908,949	12%	\$39,623,721	\$32,542,893	(\$7,080,828)	-18%	\$78,813,181	\$65,204,706	(\$13,608,475)	-17%
Lawn/Garden Equipment/Supplies Stores	\$7,743,830	\$9,549,484	\$1,805,654	23%	\$38,906,766	\$29,406,270	(\$9,500,496)	-24%	\$77,456,952	\$69,456,778	(\$8,000,174)	-10%
Full-Service Restaurants	\$72,376,880	\$89,627,267	\$17,250,387	24%	\$333,182,191	\$295,632,717	(\$37,549,474)	-11%	\$661,910,276	\$657,180,158	(\$4,730,118)	-1%
Other Motor Vehicle Dealers	\$14,858,251	\$18,609,172	\$3,750,921	25%	\$75,357,191	\$50,159,833	(\$25,197,358)	-33%	\$150,511,110	\$315,257,068	\$164,745,959	109%
Other General Merchandise Stores	\$147,173,454	\$198,775,458	\$51,602,004	35%	\$732,778,875	\$802,300,331	\$69,521,456	9%	\$1,452,482,731	\$1,549,432,207	\$96,949,476	7%
Other Misc. Store Retailers	\$20,508,823	\$28,984,380	\$8,475,558	41%	\$102,440,625	\$79,323,106	(\$23,117,520)	-23%	\$203,668,007	\$120,804,726	(\$82,863,281)	-41%
Office Supplies/Stationary/Gift	\$6,781,954	\$10,970,516	\$4,188,561	62%	\$33,408,838	\$67,033,740	\$33,624,901	101%	\$66,343,586	\$110,110,707	\$43,767,120	66%
Limited-Service Eating Places	\$76,847,226	\$125,639,405	\$48,792,179	63%	\$358,308,740	\$423,797,022	\$65,488,282	18%	\$711,727,638	\$806,529,087	\$94,801,449	13%
Health/Personal Care Stores	\$78,321,563	\$128,211,188	\$49,889,626	64%	\$388,963,083	\$555,978,902	\$167,015,818	43%	\$769,034,049	\$939,178,847	\$170,144,798	22%
Sporting Goods/Hobby/Musical Instrument	\$13,198,745	\$22,674,424	\$9,475,679	72%	\$66,415,432	\$84,127,970	\$17,712,537	27%	\$132,236,360	\$159,106,914	\$26,870,554	20%
Electronics/Appliance	\$23,152,576	\$41,719,265	\$18,566,689	80%	\$109,951,340	\$88,746,619	(\$21,204,722)	-19%	\$218,312,091	\$181,633,804	(\$36,678,286)	-17%
Automotive Dealers	\$240,039,648	\$502,282,031	\$262,242,383	109%	\$1,214,763,654	\$2,063,516,819	\$848,753,165	70%	\$2,423,923,538	\$2,614,843,525	\$190,919,987	8%
Building Material/Supplies Dealers	\$75,540,394	\$166,666,363	\$91,125,970	121%	\$377,783,820	\$549,831,692	\$172,047,872	46%	\$749,618,572	\$835,296,259	\$85,677,687	11%
Book/Periodical/Music Stores	\$4,083,042	\$9,241,868	\$5,158,826	126%	\$20,425,035	\$26,726,668	\$6,301,633	31%	\$40,495,644	\$46,687,580	\$6,191,936	15%
Beer/Wine/Liquor Stores	\$11,826,306	\$27,700,370	\$15,874,065	134%	\$59,583,292	\$129,764,181	\$70,180,888	118%	\$118,516,498	\$170,261,595	\$51,745,098	44%
Department Stores	\$28,254,312	\$97,671,374	\$69,417,061	246%	\$141,296,136	\$295,684,604	\$154,388,468	109%	\$280,365,819	\$519,329,698	\$238,963,879	85%
Vending Machine Operators (Non-Store)	\$10,149,447	\$61,093,380	\$50,943,933	502%	\$50,246,609	\$216,638,071	\$166,391,462	331%	\$99,598,053	\$419,378,353	\$319,780,300	321%
Consumer Demand/Market Supply Index	\$1,491,518,421	\$2,038,878,349	73		\$7,371,177,839	\$8,180,555,930	90		\$14,635,966,396	\$14,634,377,237	100	

Consumer Demand & Market Supply Assessment

Site:

Ashlan Ave & Willow/ Peach Ave

Date Report Created:

2/25/2021

By Major Product Lines

	5 Min Drive				10 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	\$39,208,161	\$30,797,726	(\$8,410,436)	-21%	\$197,875,446	\$155,067,162	(\$42,808,284)	-22%	\$394,356,152	\$297,157,458	(\$97,198,694)	-25%
Computer Hardware/Software/Supplies	\$43,557,627	\$38,969,488	(\$4,588,139)	-11%	\$184,493,905	\$196,832,480	\$12,338,575	7%	\$363,189,702	\$407,448,593	\$44,258,890	12%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$195,261,276	\$186,806,246	(\$8,455,031)	-4%	\$968,671,845	\$846,255,677	(\$122,416,168)	-13%	\$1,914,163,073	\$1,555,539,579	(\$358,623,494)	-19%
Womens/Juniors/Misses Wear	\$50,984,692	\$49,287,702	(\$1,696,989)	-3%	\$255,692,281	\$206,415,367	(\$49,276,914)	-19%	\$507,965,309	\$419,335,696	(\$88,629,613)	-17%
Footwear, including Accessories	\$20,541,756	\$19,884,230	(\$657,526)	-3%	\$104,198,395	\$97,142,317	(\$7,056,078)	-7%	\$207,147,681	\$170,123,601	(\$37,024,080)	-18%
Automotive Fuels	\$98,296,534	\$97,761,490	(\$535,044)	-1%	\$491,464,927	\$412,377,055	(\$79,087,872)	-16%	\$975,525,771	\$848,208,192	(\$127,317,578)	-13%
Lawn/Garden/Farm Equipment/Supplies	\$21,851,934	\$22,009,838	\$157,903	1%	\$109,680,579	\$79,741,553	(\$29,939,026)	-27%	\$218,219,080	\$160,640,309	(\$57,578,771)	-26%
Automotive Tires/Tubes/Batteries/Parts	\$45,490,744	\$46,259,231	\$768,487	2%	\$225,664,238	\$224,629,304	(\$1,034,934)	0%	\$446,028,743	\$405,563,558	(\$40,465,186)	-9%
Kitchenware/Home Furnishings	\$17,859,259	\$19,013,364	\$1,154,105	6%	\$89,484,909	\$83,989,506	(\$5,495,403)	-6%	\$177,682,082	\$168,433,053	(\$9,249,029)	-5%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,715,828	\$3,003,963	\$288,135	11%	\$13,441,664	\$23,169,488	\$9,727,823	72%	\$26,558,621	\$50,613,065	\$24,054,444	91%
Small Electric Appliances	\$3,330,488	\$3,737,465	\$406,977	12%	\$16,603,593	\$15,968,726	(\$634,866)	-4%	\$32,913,248	\$31,479,653	(\$1,433,595)	-4%
Mens Wear	\$18,856,478	\$21,783,794	\$2,927,315	16%	\$96,325,312	\$90,144,493	(\$6,180,819)	-6%	\$191,791,971	\$182,449,741	(\$9,342,230)	-5%
Pets/Pet Foods/Pet Supplies	\$12,189,369	\$14,152,078	\$1,962,708	16%	\$61,201,955	\$46,322,380	(\$14,879,575)	-24%	\$122,484,038	\$81,250,651	(\$41,233,387)	-34%
All Other Merchandise	\$59,081,071	\$70,659,024	\$11,577,954	20%	\$295,945,683	\$304,465,439	\$8,519,756	3%	\$587,707,949	\$607,878,558	\$20,170,609	3%
Groceries/Other Food Items (Off Premises)	\$220,721,654	\$268,265,515	\$47,543,861	22%	\$1,101,865,790	\$1,018,360,449	(\$83,505,342)	-8%	\$2,183,398,589	\$2,059,706,556	(\$123,692,033)	-6%
Alcoholic Drinks Served at the Establishment	\$29,586,508	\$37,474,531	\$7,888,023	27%	\$132,313,894	\$129,361,505	(\$2,952,389)	-2%	\$262,928,234	\$277,143,792	\$14,215,558	5%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$6,409,978	\$8,315,176	\$1,905,197	30%	\$32,057,061	\$34,725,506	\$2,668,444	8%	\$63,724,545	\$69,081,507	\$5,356,962	8%
Jewelry (including Watches)	\$12,331,978	\$16,316,104	\$3,984,126	32%	\$61,769,130	\$67,063,955	\$5,294,825	9%	\$122,833,813	\$133,012,700	\$10,178,886	8%
Cigars/Cigarettes/Tobacco/Accessories	\$17,914,416	\$24,308,397	\$6,393,981	36%	\$87,431,865	\$94,666,240	\$7,234,375	8%	\$171,794,183	\$175,214,042	\$3,419,859	2%
Childrens Wear/Infants/Toddlers Clothing	\$7,763,872	\$10,948,980	\$3,185,108	41%	\$39,019,621	\$42,425,269	\$3,405,648	9%	\$77,519,992	\$83,103,404	\$5,583,412	7%
Meats/Nonalcoholic Beverages	\$155,220,093	\$221,019,873	\$65,799,780	42%	\$723,623,868	\$758,267,786	\$34,643,917	5%	\$1,437,331,101	\$1,539,222,769	\$101,891,668	7%
Packaged Liquor/Wine/Beer	\$25,667,256	\$38,873,264	\$13,206,008	51%	\$130,038,888	\$171,341,226	\$41,302,338	32%	\$258,992,850	\$271,439,083	\$12,446,233	5%
Audio Equipment/Musical Instruments	\$8,527,173	\$13,156,897	\$4,629,725	54%	\$42,776,092	\$54,027,968	\$11,251,876	26%	\$84,948,150	\$108,203,406	\$23,255,256	27%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$11,945,644	\$18,484,981	\$6,539,337	55%	\$60,094,614	\$79,039,128	\$18,944,514	32%	\$120,061,685	\$159,711,174	\$39,649,489	33%
Floor/Floor Coverings	\$11,001,318	\$17,137,002	\$6,135,683	56%	\$54,750,671	\$64,749,888	\$9,999,216	18%	\$108,499,306	\$123,203,437	\$14,704,131	14%
Toys/Hobby Goods/Games	\$7,049,673	\$11,365,111	\$4,315,438	61%	\$35,114,918	\$47,108,108	\$11,993,190	34%	\$69,511,064	\$90,616,469	\$21,105,405	30%
Soaps/Detergents/Household Cleaners	\$6,633,513	\$11,150,229	\$4,516,716	68%	\$32,842,515	\$41,549,360	\$8,706,845	27%	\$65,071,910	\$78,893,298	\$13,821,388	21%
Paper/Related Products	\$5,808,595	\$9,924,281	\$4,115,686	71%	\$28,825,706	\$38,542,555	\$9,716,849	34%	\$57,121,480	\$74,138,869	\$17,017,390	30%
Sewing/Knitting Materials/Supplies	\$692,704	\$1,220,277	\$527,573	76%	\$3,511,794	\$4,747,225	\$1,235,431	35%	\$7,000,527	\$9,108,029	\$2,107,502	30%
Retailer Services	\$39,687,520	\$74,897,942	\$35,210,422	89%	\$205,318,771	\$299,773,435	\$94,454,664	46%	\$413,781,412	\$497,550,878	\$83,769,466	20%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,985,444	\$5,662,722	\$2,677,277	90%	\$15,089,332	\$24,242,050	\$9,152,718	61%	\$30,068,645	\$42,832,115	\$12,763,469	42%
Books/Periodicals	\$5,507,559	\$10,912,034	\$5,404,476	98%	\$27,755,323	\$42,027,924	\$14,272,600	51%	\$55,012,319	\$79,270,611	\$24,258,292	44%
Autos/Cars/Vans/Trucks/Motorcycles	\$211,152,386	\$437,753,327	\$226,600,941	107%	\$1,067,808,749	\$1,785,536,947	\$717,728,198	67%	\$2,130,032,737	\$2,394,054,554	\$264,021,817	12%
Hardware/Tools/Plumbing/Electrical Supplies	\$21,991,725	\$46,067,486	\$24,075,760	109%	\$109,192,608	\$158,810,387	\$49,617,778	45%	\$216,181,234	\$254,017,903	\$37,836,669	18%
Paints/Sundries/Wallpaper/Wall Coverings	\$5,658,059	\$13,613,005	\$7,954,946	141%	\$28,118,557	\$45,086,171	\$16,967,614	60%	\$55,560,255	\$69,053,426	\$13,493,171	24%
Televisions/VCR/Video Cameras/DVD etc	\$9,016,161	\$21,923,944	\$12,907,783	143%	\$44,983,988	\$78,786,576	\$33,802,588	75%	\$89,112,701	\$155,916,002	\$66,803,301	75%
Dimensional Lumber/Other Building Materials	\$30,704,208	\$75,331,703	\$44,627,494	145%	\$153,721,140	\$248,650,537	\$94,929,397	62%	\$304,812,309	\$378,716,820	\$73,904,511	24%
Photographic Equipment/Supplies	\$1,454,258	\$4,104,947	\$2,650,689	182%	\$7,317,205	\$13,935,157	\$6,617,953	90%	\$14,508,035	\$27,543,460	\$13,035,425	90%
Major Household Appliances	\$4,385,486	\$13,157,544	\$8,772,058	200%	\$22,852,023	\$40,357,376	\$17,505,353	77%	\$46,292,627	\$70,901,839	\$24,609,212	53%
Automotive Lubricants (incl Oil, Greases)	\$4,385,486	\$13,157,544	\$8,772,058	200%	\$22,852,023	\$40,357,376	\$17,505,353	77%	\$46,292,627	\$70,901,839	\$24,609,212	53%

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)

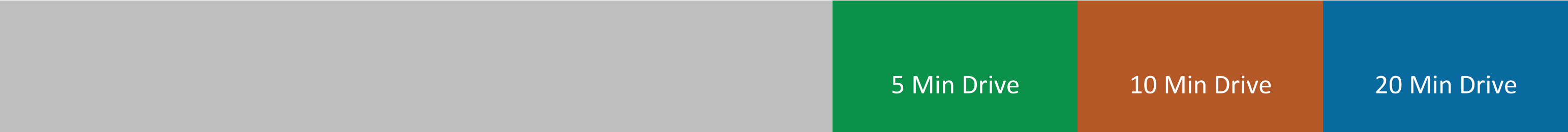
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

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

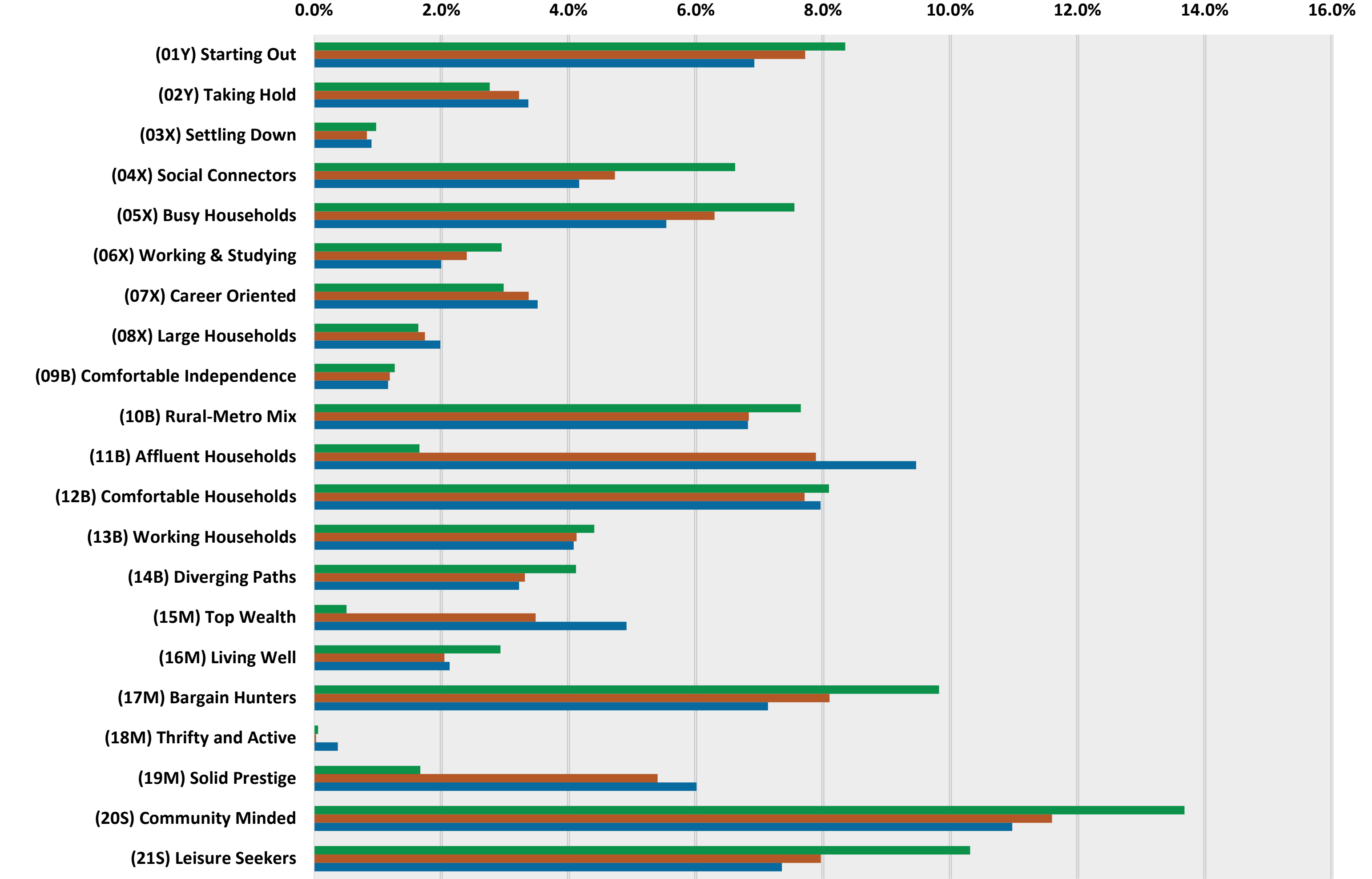
Household Segmentation Profile

Site: Ashlan & Willow/Peach Ave

Date: 2/25/2021



Household Lifestage Group Comparison



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	36- Persistent & Productive	(20S) Community Minded	2,323	8.7%	9,145	7.6%	16,858	7.1%
2	53- Metro Strivers	(10B) Rural-Metro Mix	1,986	7.4%	8,163	6.8%	15,152	6.4%
3	62- Movies & Sports	(05X) Busy Households	1,436	5.4%	5,397	4.5%	9,083	3.8%
4	63- Staying Home	(17M) Bargain Hunters	1,297	4.9%	4,499	3.7%	7,075	3.0%
5	17- Firmly Established	(12B) Comfortable Households	1,185	4.4%	4,863	4.0%	9,622	4.1%
6	38- Occupational Mix	(13B) Working Households	1,174	4.4%	4,980	4.1%	9,255	3.9%
7	13- Work & Play	(12B) Comfortable Households	977	3.7%	4,461	3.7%	9,167	3.9%
8	59- Mobile Mixers	(04X) Social Connectors	896	3.4%	2,672	2.2%	4,428	1.9%
9	33- Urban Diversity	(14B) Diverging Paths	754	2.8%	2,774	2.3%	5,071	2.1%
10	25- Clubs & Causes	(20S) Community Minded	685	2.6%	2,320	1.9%	4,407	1.9%

* Rank is based on Trade Area 1 cluster size



Household Segmentation Profile

Date: 2/25/2021

TOTAL HOUSEHOLDS		26,702	100%	120,915	100%	235,949	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(01Y) Starting Out		2,230	8.4%	9,332	7.7%	16,324	6.9%
	39- Setting Goals	638	2.4%	2,685	2.2%	4,695	2.0%
	45- Offices & Entertainment	378	1.4%	1,368	1.1%	2,308	1.0%
	57- Collegiate Crowd	555	2.1%	2,306	1.9%	4,182	1.8%
	58- Outdoor Fervor	21	0.1%	45	0.0%	328	0.1%
	67- First Steps	638	2.4%	2,927	2.4%	4,811	2.0%
(02Y) Taking Hold		737	2.8%	3,894	3.2%	7,945	3.4%
	18- Climbing the Ladder	46	0.2%	164	0.1%	326	0.1%
	21- Children First	233	0.9%	1,170	1.0%	2,453	1.0%
	24- Career Building	394	1.5%	2,170	1.8%	4,436	1.9%
	30- Out & About	63	0.2%	390	0.3%	730	0.3%
(03X) Settling Down		260	1.0%	1,005	0.8%	2,131	0.9%
	34- Outward Bound	0	0.0%	16	0.0%	197	0.1%
	41- Rural Adventure	9	0.0%	55	0.0%	231	0.1%
	46- Rural & Active	251	0.9%	934	0.8%	1,703	0.7%
(04X) Social Connectors		1,767	6.6%	5,717	4.7%	9,837	4.2%
	42- Creative Variety	340	1.3%	1,217	1.0%	2,321	1.0%
	52- Stylish & Striving	531	2.0%	1,828	1.5%	3,088	1.3%
	59- Mobile Mixers	896	3.4%	2,672	2.2%	4,428	1.9%
(05X) Busy Households		2,016	7.5%	7,611	6.3%	13,061	5.5%
	37- Firm Foundations	579	2.2%	2,214	1.8%	3,979	1.7%
	62- Movies & Sports	1,436	5.4%	5,397	4.5%	9,083	3.8%
(06X) Working & Studying		788	2.9%	2,903	2.4%	4,714	2.0%
	61- City Life	202	0.8%	406	0.3%	408	0.2%
	69- Productive Havens	184	0.7%	1,107	0.9%	2,101	0.9%
	70- Favorably Frugal	402	1.5%	1,390	1.1%	2,205	0.9%
(07X) Career Oriented		795	3.0%	4,080	3.4%	8,290	3.5%
	06- Casual Comfort	131	0.5%	1,302	1.1%	2,772	1.2%
	10- Careers & Travel	110	0.4%	614	0.5%	1,153	0.5%
	20- Carving Out Time	66	0.2%	305	0.3%	591	0.3%
	26- Getting Established	488	1.8%	1,858	1.5%	3,774	1.6%
(08X) Large Households		437	1.6%	2,109	1.7%	4,683	2.0%
	11- Schools & Shopping	77	0.3%	504	0.4%	957	0.4%
	12- On the Go	120	0.5%	517	0.4%	984	0.4%
	19- Country Comfort	4	0.0%	20	0.0%	609	0.3%
	27- Tenured Proprietors	236	0.9%	1,067	0.9%	2,134	0.9%
(09B) Comfortable Independence		338	1.3%	1,437	1.2%	2,748	1.2%
	29- City Mixers	3	0.0%	3	0.0%	3	0.0%
	35- Working & Active	155	0.6%	655	0.5%	1,318	0.6%
	56- Metro Active	181	0.7%	779	0.6%	1,427	0.6%
(10B) Rural-Metro Mix		2,042	7.6%	8,260	6.8%	16,089	6.8%
	47- Rural Parents	14	0.1%	27	0.0%	589	0.2%
	53- Metro Strivers	1,986	7.4%	8,163	6.8%	15,152	6.4%
	60- Rural & Mobile	43	0.2%	71	0.1%	348	0.1%

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



Household Segmentation Profile

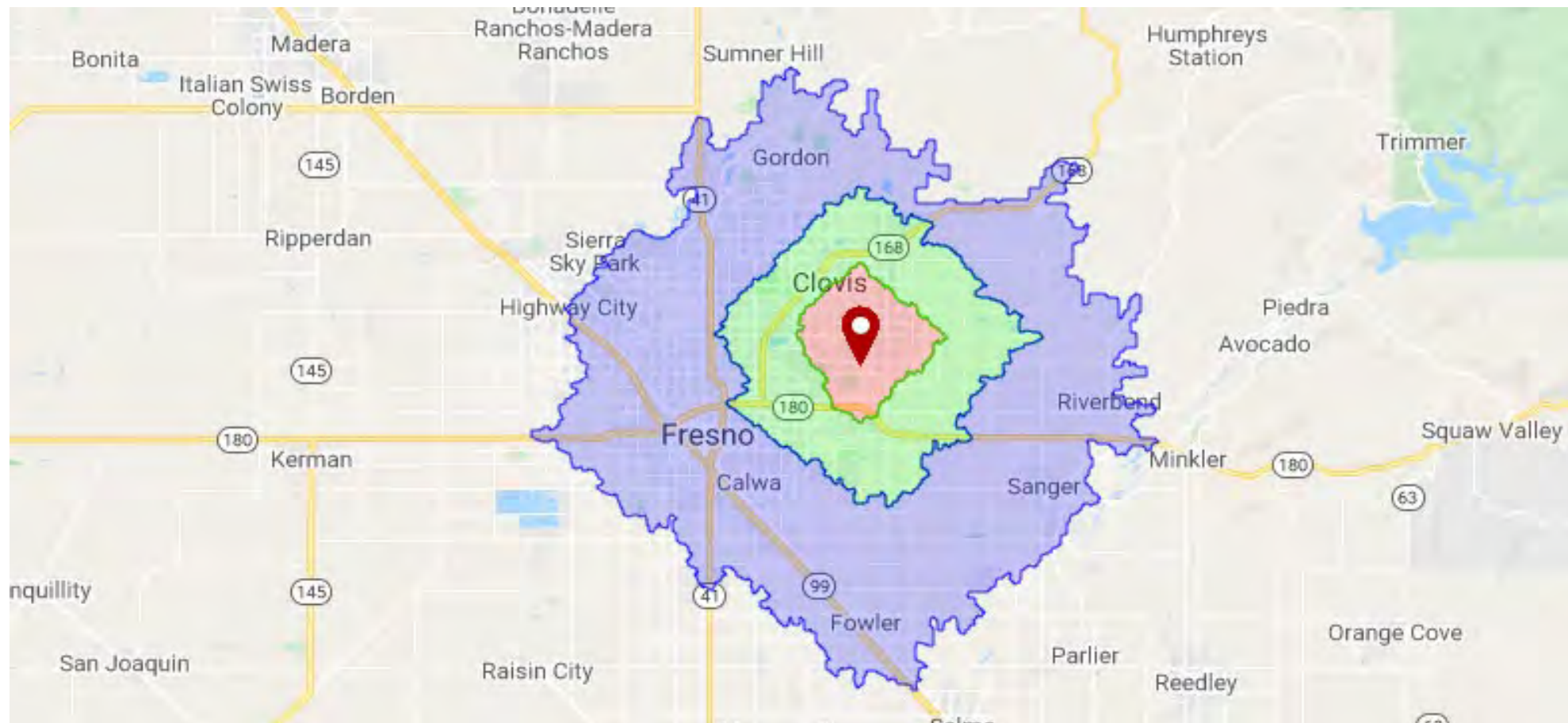
Date: 2/25/2021

TOTAL HOUSEHOLDS		26,702	100%	120,915	100%	235,949	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(11B) Affluent Households		442	1.7%	9,538	7.9%	22,328	9.5%
	01- Summit Estates	36	0.1%	2,203	1.8%	6,917	2.9%
	04- Top Professionals	176	0.7%	5,496	4.5%	11,605	4.9%
	07- Active Lifestyles	229	0.9%	1,839	1.5%	3,807	1.6%
(12B) Comfortable Households		2,161	8.1%	9,325	7.7%	18,789	8.0%
	13- Work & Play	977	3.7%	4,461	3.7%	9,167	3.9%
	17- Firmly Established	1,185	4.4%	4,863	4.0%	9,622	4.1%
(13B) Working Households		1,176	4.4%	4,988	4.1%	9,629	4.1%
	38- Occupational Mix	1,174	4.4%	4,980	4.1%	9,255	3.9%
	48- Farm & Home	2	0.0%	7	0.0%	374	0.2%
(14B) Diverging Paths		1,100	4.1%	4,006	3.3%	7,604	3.2%
	16- Country Enthusiasts	0	0.0%	8	0.0%	208	0.1%
	22- Comfortable Cornerstones	111	0.4%	382	0.3%	823	0.3%
	31- Mid-Americana	214	0.8%	810	0.7%	1,468	0.6%
	32- Metro Mix	21	0.1%	33	0.0%	33	0.0%
	33- Urban Diversity	754	2.8%	2,774	2.3%	5,071	2.1%
(15M) Top Wealth		137	0.5%	4,213	3.5%	11,586	4.9%
	02- Established Elite	45	0.2%	1,728	1.4%	6,033	2.6%
	03- Corporate Connected	91	0.3%	2,484	2.1%	5,554	2.4%
(16M) Living Well		782	2.9%	2,478	2.0%	5,029	2.1%
	14- Career Centered	448	1.7%	1,507	1.2%	3,053	1.3%
	15- Country Ways	2	0.0%	7	0.0%	188	0.1%
	23- Good Neighbors	333	1.2%	964	0.8%	1,788	0.8%
(17M) Bargain Hunters		2,624	9.8%	9,796	8.1%	16,835	7.1%
	43- Work & Causes	298	1.1%	1,178	1.0%	2,205	0.9%
	44- Open Houses	464	1.7%	1,669	1.4%	3,069	1.3%
	55- Community Life	363	1.4%	1,531	1.3%	2,858	1.2%
	63- Staying Home	1,297	4.9%	4,499	3.7%	7,075	3.0%
	68- Staying Healthy	202	0.8%	919	0.8%	1,628	0.7%
(18M) Thrifty & Active		16	0.1%	39	0.0%	883	0.4%
	40- Great Outdoors	5	0.0%	17	0.0%	183	0.1%
	50- Rural Community	4	0.0%	13	0.0%	547	0.2%
	54- Work & Outdoors	7	0.0%	8	0.0%	153	0.1%
(19M) Solid Prestige		446	1.7%	6,527	5.4%	14,190	6.0%
	05- Active & Involved	173	0.6%	1,406	1.2%	2,910	1.2%
	08- Solid Surroundings	86	0.3%	1,865	1.5%	4,055	1.7%
	09- Busy Schedules	187	0.7%	3,256	2.7%	7,225	3.1%
(20S) Community Minded		3,654	13.7%	14,027	11.6%	25,899	11.0%
	25- Clubs & Causes	685	2.6%	2,320	1.9%	4,407	1.9%
	28- Community Pillars	646	2.4%	2,562	2.1%	4,634	2.0%
	36- Persistent & Productive	2,323	8.7%	9,145	7.6%	16,858	7.1%
(21S) Leisure Seekers		2,754	10.3%	9,632	8.0%	17,355	7.4%
	49- Home & Garden	671	2.5%	2,125	1.8%	3,694	1.6%
	51- Role Models	505	1.9%	1,714	1.4%	3,118	1.3%
	64- Practical & Careful	363	1.4%	1,181	1.0%	2,399	1.0%
	65- Hobbies & Shopping	543	2.0%	2,227	1.8%	4,027	1.7%
	66- Helping Hands	672	2.5%	2,385	2.0%	4,118	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.



Ashlan Ave & Fowler Ave, Clovis, CA



	5 Minutes	10 Minutes	20 Minutes
Population	71,671	275,101	705,317
Daytime Population	73,355	283,017	781,114
Households	23,715	88,003	229,018
Average Age	38.1	36.5	37.1
Average HH Income	\$85,362	\$78,012	\$77,588
White Collar (Residents)	64%	61%	60%
College Degree & Above	35%	31%	30%

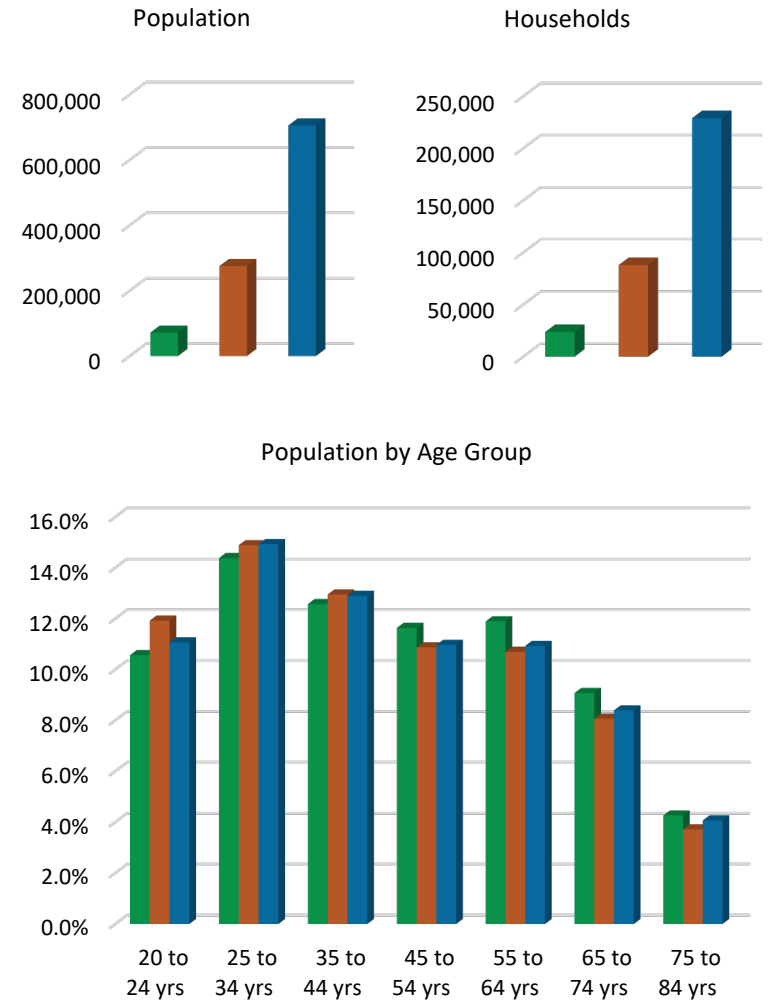


Consumer Demographic Profile

Site: Ashlan Ave and Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	71,671	---	275,101	---	705,317	---
5 Year Projected Pop	80,100	---	302,433	---	759,790	---
Pop Growth (%)	11.8%	---	9.9%	---	7.7%	---
Households	23,715	---	88,003	---	229,018	---
5 Year Projected HHs	26,407	---	96,769	---	247,035	---
HH Growth (%)	11.4%	---	10.0%	---	7.9%	---
Census Stats						
2000 Population	48,371	---	204,907	---	570,344	---
2010 Population	59,790	---	244,567	---	654,037	---
Pop Growth (%)	23.6%	---	19.4%	---	14.7%	---
2000 Households	16,404	---	67,405	---	188,458	---
2010 Households	19,969	---	78,415	---	212,279	---
HH Growth (%)	21.7%	---	16.3%	---	12.6%	---
Total Population by Age						
Average Age	38.1		36.5		37.1	
19 yrs & under	17,357	24.2%	70,373	25.6%	178,226	25.3%
20 to 24 yrs	7,570	10.6%	32,795	11.9%	78,058	11.1%
25 to 34 yrs	10,307	14.4%	40,955	14.9%	105,297	14.9%
35 to 44 yrs	9,010	12.6%	35,624	12.9%	90,962	12.9%
45 to 54 yrs	8,339	11.6%	29,897	10.9%	77,354	11.0%
55 to 64 yrs	8,524	11.9%	29,421	10.7%	77,057	10.9%
65 to 74 yrs	6,502	9.1%	22,191	8.1%	59,187	8.4%
75 to 84 yrs	3,055	4.3%	10,225	3.7%	28,690	4.1%
85 + yrs	1,006	1.4%	3,621	1.3%	10,486	1.5%
Population Bases						
20-34 yrs	17,877	24.9%	73,750	26.8%	183,355	26.0%
45-64 yrs	16,863	23.5%	59,317	21.6%	154,411	21.9%
16 yrs +	56,264	78.5%	213,307	77.5%	548,795	77.8%
25 yrs +	46,744	65.2%	171,933	62.5%	449,033	63.7%
65 yrs +	10,563	14.7%	36,037	13.1%	98,363	13.9%
75 yrs +	4,061	5.7%	13,846	5.0%	39,176	5.6%
85 yrs +	1,006	1.4%	3,621	1.3%	10,486	1.5%



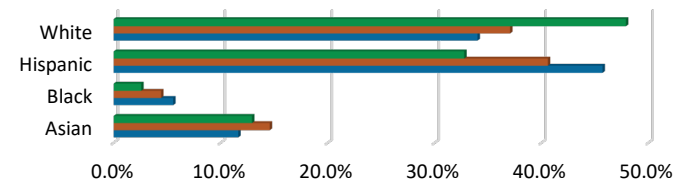
Consumer Demographic Profile

Site: Ashlan Ave and Fowler Ave

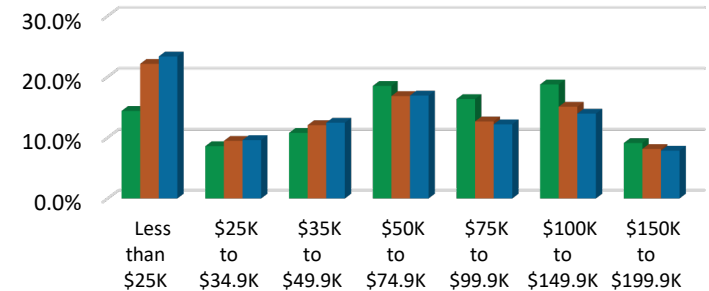
Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	34,327	47.9%	101,960	37.1%	239,918	34.0%
Hispanic	23,489	32.8%	111,676	40.6%	322,398	45.7%
Black	1,849	2.6%	12,200	4.4%	39,250	5.6%
Asian	9,268	12.9%	40,124	14.6%	82,153	11.6%
Ancestry						
American Indian (ancestry)	556	0.8%	1,846	0.7%	4,446	0.6%
Hawaiin (ancestry)	133	0.2%	443	0.2%	972	0.1%
Household Income						
Per Capita Income	\$28,245	---	\$24,956	---	\$25,193	---
Average HH Income	\$85,362	---	\$78,012	---	\$77,588	---
Median HH Income	\$71,413	---	\$58,510	---	\$56,219	---
Less than \$25K	3,414	14.4%	19,476	22.1%	53,469	23.3%
\$25K to \$34.9K	2,040	8.6%	8,337	9.5%	21,990	9.6%
\$35K to \$49.9K	2,559	10.8%	10,611	12.1%	28,549	12.5%
\$50K to \$74.9K	4,389	18.5%	14,818	16.8%	38,762	16.9%
\$75K to \$99.9K	3,876	16.3%	11,146	12.7%	27,917	12.2%
\$100K to \$149.9K	4,446	18.7%	13,277	15.1%	31,953	14.0%
\$150K to \$199.9K	2,163	9.1%	7,162	8.1%	18,015	7.9%
\$200K +	828	3.5%	3,176	3.6%	8,362	3.7%
Education						
Less than 9th Grade	2,203	4.7%	16,161	9.4%	50,775	11.3%
Some HS, No Diploma	2,969	6.4%	15,626	9.1%	44,224	9.8%
HS Grad (or Equivalent)	11,033	23.6%	38,366	22.3%	99,543	22.2%
Some College, No Degree	13,258	28.4%	45,041	26.2%	108,114	24.1%
Associate Degree	5,437	11.6%	16,504	9.6%	40,450	9.0%
Bachelor Degree	8,034	17.2%	27,185	15.8%	69,050	15.4%
Graduates Degree	2,675	5.7%	8,761	5.1%	23,049	5.1%

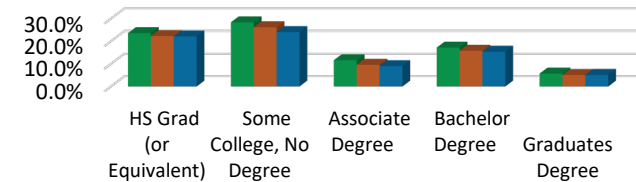
Ethnic Breakdown



Household Income Levels - %



Education

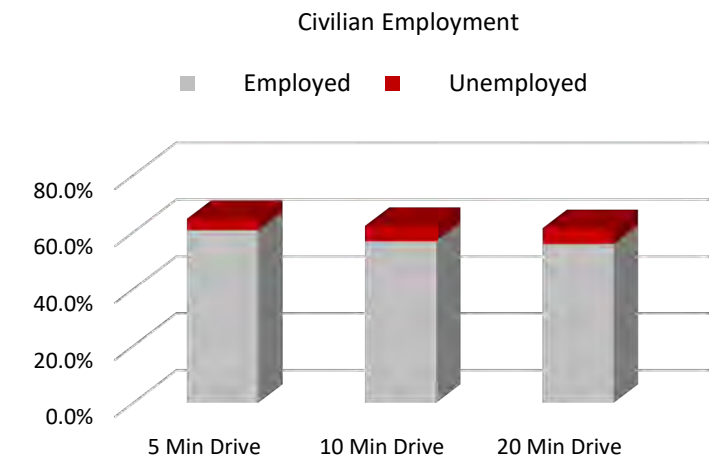
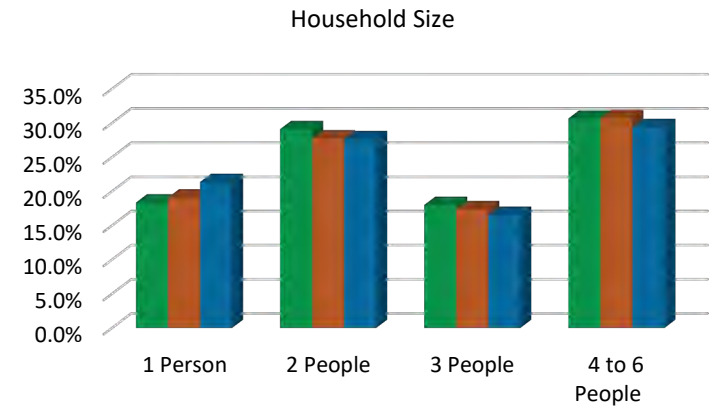


Consumer Demographic Profile

Site: Ashlan Ave and Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	18,236		65,539		165,368	
Single - Male	1,041	5.7%	3,770	5.8%	9,023	5.5%
Single - Female	1,470	8.1%	6,254	9.5%	17,764	10.7%
Single Parent - Male	958	5.3%	3,915	6.0%	9,086	5.5%
Single Parent - Female	2,098	11.5%	9,771	14.9%	24,994	15.1%
Married w/ Children	5,650	31.0%	19,607	29.9%	46,615	28.2%
Married w/out Children	7,018	38.5%	22,223	33.9%	57,886	35.0%
Household Size						
1 Person	4,357	18.4%	16,815	19.1%	48,954	21.4%
2 People	6,905	29.1%	24,429	27.8%	63,332	27.7%
3 People	4,272	18.0%	15,311	17.4%	37,918	16.6%
4 to 6 People	7,276	30.7%	27,097	30.8%	67,391	29.4%
7+ People	905	3.8%	4,351	4.9%	11,423	5.0%
Home Ownership	23,715		88,003		229,018	
Owners	15,058	63.5%	47,657	54.2%	122,537	53.5%
Renters	8,657	36.5%	40,346	45.8%	106,481	46.5%
Components of Change						
Births	891	1.2%	3,580	1.3%	8,994	1.3%
Deaths	485	0.7%	1,674	0.6%	4,565	0.6%
Migration	592	0.8%	19	0.0%	22	0.0%
Employment (Pop 16+)	56,264		213,307		548,795	
Armed Services	201	0.4%	427	0.2%	638	0.1%
Civilian	36,398	64.7%	132,575	62.2%	336,864	61.4%
Employed	34,128	60.7%	121,108	56.8%	306,180	55.8%
Unemployed	2,270	4.0%	11,467	5.4%	30,684	5.6%
Not in Labor Force	19,866	35.3%	80,733	37.8%	211,931	38.6%
Employed Population	34,128		121,108		306,180	
White Collar	21,986	64.4%	74,023	61.1%	182,757	59.7%
Blue Collar	12,142	35.6%	47,085	38.9%	123,423	40.3%

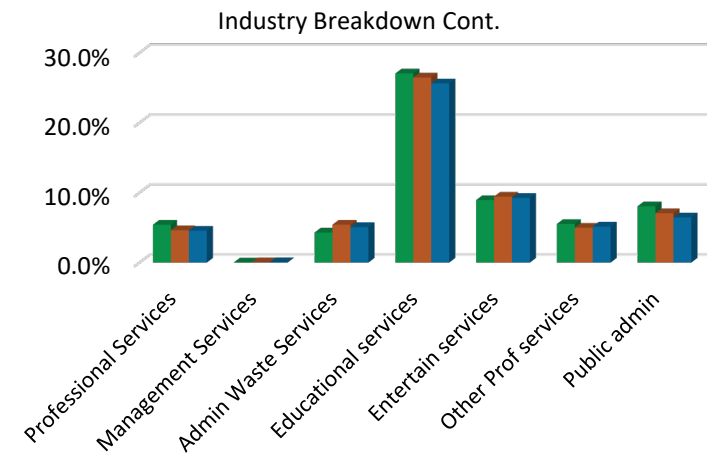
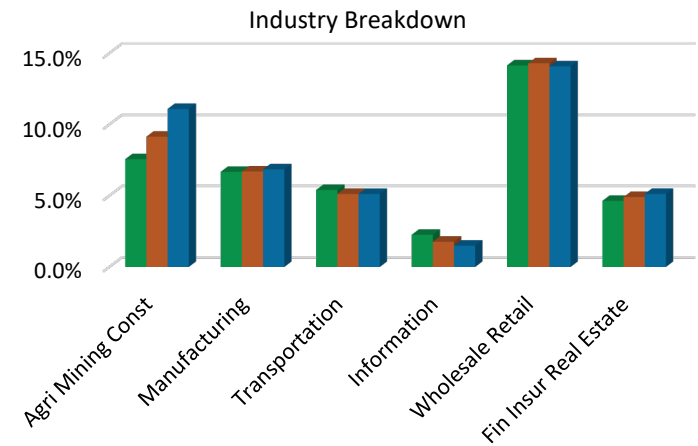


Consumer Demographic Profile

Site: Ashlan Ave and Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	34,128		121,108		306,180	
White Collar	21,986	64.4%	74,023	61.1%	182,757	59.7%
Managerial executive	4,772	14.0%	14,854	12.3%	38,048	12.4%
Prof specialty	8,092	23.7%	26,213	21.6%	62,707	20.5%
Healthcare support	1,534	4.5%	5,773	4.8%	15,495	5.1%
Sales	3,784	11.1%	13,061	10.8%	31,616	10.3%
Office Admin	3,803	11.1%	14,122	11.7%	34,892	11.4%
Blue Collar	12,142	35.6%	47,085	38.9%	123,423	40.3%
Protective	1,184	3.5%	3,750	3.1%	7,370	2.4%
Food Prep Serving	2,067	6.1%	7,527	6.2%	18,342	6.0%
Bldg Maint/Cleaning	927	2.7%	4,791	4.0%	13,119	4.3%
Personal Care	1,198	3.5%	3,716	3.1%	9,420	3.1%
Farming/Fishing/Forestry	546	1.6%	2,885	2.4%	12,067	3.9%
Construction	2,035	6.0%	8,417	7.0%	22,458	7.3%
Production Transp	4,185	12.3%	15,999	13.2%	40,646	13.3%
Employment By Industry	34,128		121,108		306,180	
Agri Mining Const	2,582	7.6%	11,076	9.1%	33,968	11.1%
Manufacturing	2,278	6.7%	8,119	6.7%	20,977	6.9%
Transportation	1,846	5.4%	6,202	5.1%	15,696	5.1%
Information	771	2.3%	2,146	1.8%	4,581	1.5%
Wholesale Retail	4,828	14.1%	17,312	14.3%	43,115	14.1%
Fin Insur Real Estate	1,583	4.6%	5,946	4.9%	15,710	5.1%
Professional Services	1,849	5.4%	5,609	4.6%	13,964	4.6%
Management Services	5	0.0%	50	0.0%	180	0.1%
Admin Waste Services	1,468	4.3%	6,567	5.4%	15,596	5.1%
Educational services	9,231	27.0%	32,061	26.5%	78,452	25.6%
Entertain services	3,051	8.9%	11,430	9.4%	28,343	9.3%
Other Prof services	1,886	5.5%	6,045	5.0%	15,802	5.2%
Public admin	2,748	8.1%	8,544	7.1%	19,797	6.5%



Employment Profile

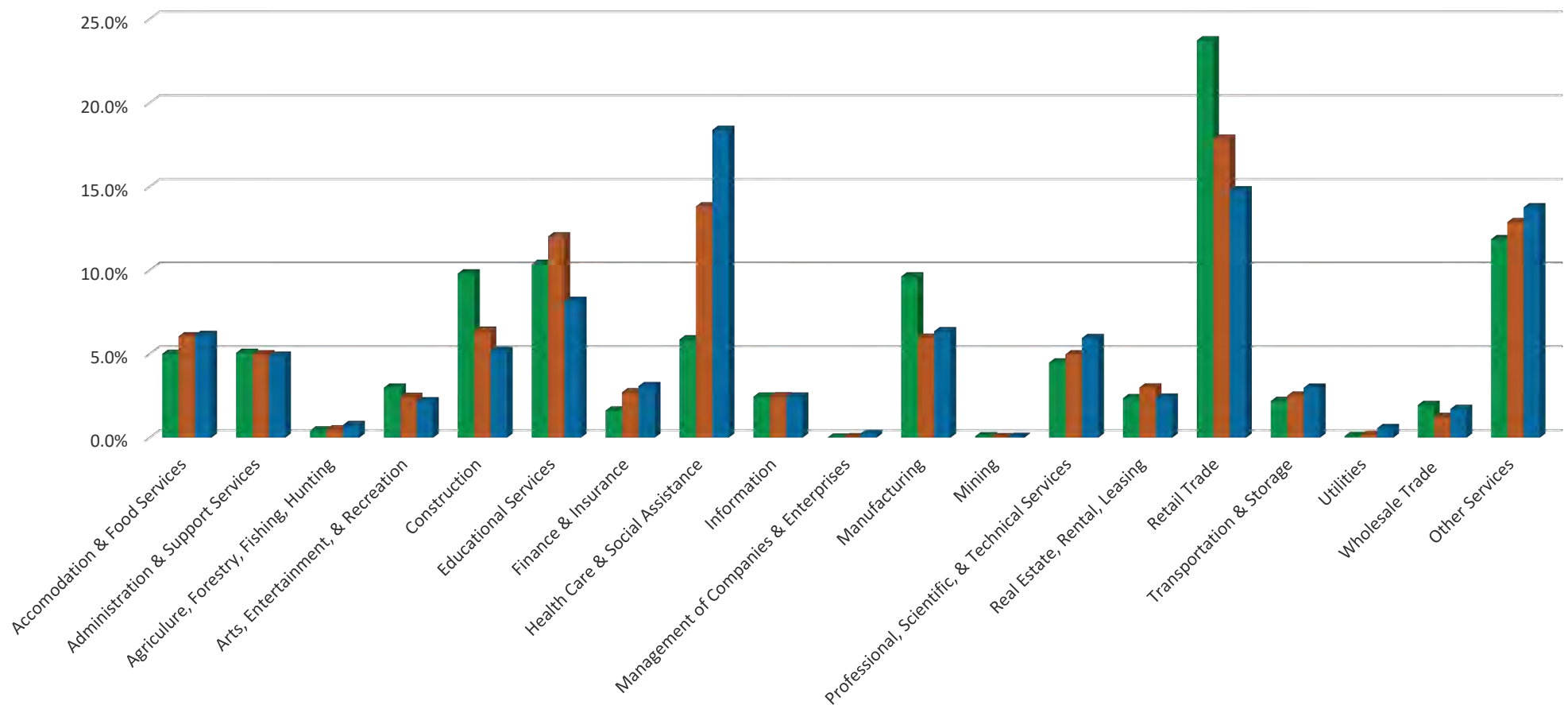
Site: Ashlan Ave & Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Daytime Population	73,355		283,017		781,114	
Student Population	23,685		101,547		251,893	
Median Employee Salary	43,102		44,079		44,688	
Average Employee Salary	48,970		50,552		51,500	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	951	4.0%	2,276	3.1%	7,702	3.1%
15,000 to 30,000 CrYr	1,295	5.5%	4,173	5.7%	13,536	5.5%
30,000 to 45,000 CrYr	10,912	46.3%	32,965	45.1%	107,609	43.9%
45,000 to 60,000 CrYr	4,527	19.2%	14,308	19.6%	49,570	20.2%
60,000 to 75,000 CrYr	2,097	8.9%	6,333	8.7%	20,802	8.5%
75,000 to 90,000 CrYr	1,622	6.9%	5,218	7.1%	17,510	7.1%
90,000 to 100,000 CrYr	799	3.4%	3,036	4.2%	11,300	4.6%
Over 100,000 CrYr	1,351	5.7%	4,816	6.6%	16,966	6.9%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,657	100%	23,554	100%	4,957	100%	73,124	100%	16,264	100%	244,994	100%
Accommodation & Food Services	82	4.9%	1,178	5.0%	264	5.3%	4,425	6.1%	854	5.2%	15,023	6.1%
Administration & Support Services	94	5.7%	1,193	5.1%	241	4.9%	3,637	5.0%	652	4.0%	11,988	4.9%
Agriculture, Forestry, Fishing, Hunting	7	0.4%	101	0.4%	23	0.5%	361	0.5%	109	0.7%	1,839	0.8%
Arts, Entertainment, & Recreation	42	2.5%	704	3.0%	110	2.2%	1,777	2.4%	329	2.0%	5,317	2.2%
Construction	216	13.0%	2,311	9.8%	413	8.3%	4,668	6.4%	978	6.0%	12,762	5.2%
Educational Services	46	2.8%	2,446	10.4%	151	3.0%	8,792	12.0%	466	2.9%	20,009	8.2%
Finance & Insurance	79	4.8%	382	1.6%	280	5.7%	1,983	2.7%	906	5.6%	7,537	3.1%
Health Care & Social Assistance	131	7.9%	1,382	5.9%	792	16.0%	10,106	13.8%	2,938	18.1%	45,044	18.4%
Information	28	1.7%	577	2.5%	83	1.7%	1,804	2.5%	269	1.7%	5,999	2.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	16	0.0%	11	0.1%	574	0.2%
Manufacturing	103	6.2%	2,269	9.6%	184	3.7%	4,363	6.0%	589	3.6%	15,573	6.4%
Mining	1	0.1%	19	0.1%	1	0.0%	19	0.0%	8	0.0%	103	0.0%
Professional, Scientific, & Technical Services	120	7.3%	1,057	4.5%	410	8.3%	3,639	5.0%	1,711	10.5%	14,578	6.0%
Real Estate, Rental, Leasing	78	4.7%	556	2.4%	250	5.0%	2,191	3.0%	729	4.5%	5,842	2.4%
Retail Trade	260	15.7%	5,589	23.7%	715	14.4%	13,058	17.9%	2,180	13.4%	36,199	14.8%
Transportation & Storage	27	1.6%	516	2.2%	70	1.4%	1,836	2.5%	355	2.2%	7,303	3.0%
Utilities	2	0.1%	22	0.1%	5	0.1%	129	0.2%	20	0.1%	1,392	0.6%
Wholesale Trade	58	3.5%	459	1.9%	111	2.2%	903	1.2%	444	2.7%	4,201	1.7%
Other Services	284	17.1%	2,792	11.9%	854	17.2%	9,418	12.9%	2,716	16.7%	33,710	13.8%



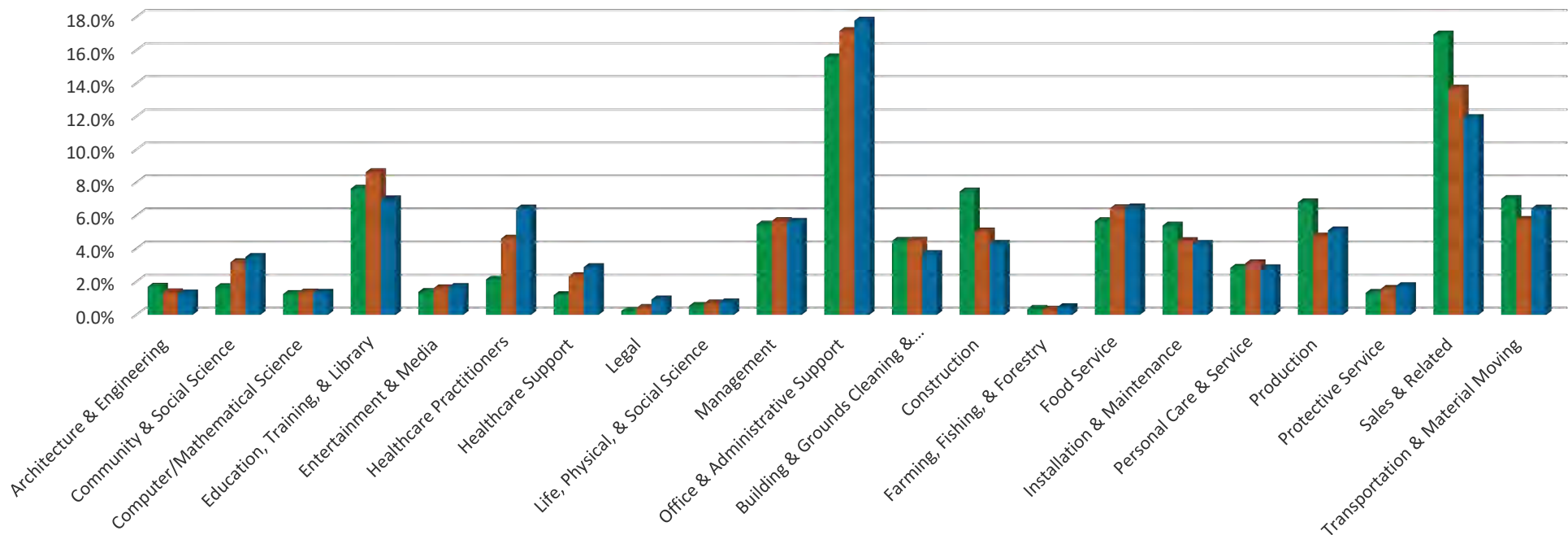
Employment Profile

Site: Ashlan Ave & Fowler Ave

Date Report Created: 2/25/2021

	5 Min Drive		10 Min Drive		20 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	9,780	41.5%	36,625	50.1%	128,353	52.4%
Architecture & Engineering	399	1.7%	994	1.4%	3,153	1.3%
Community & Social Science	394	1.7%	2,323	3.2%	8,570	3.5%
Computer/Mathematical Science	295	1.3%	982	1.3%	3,257	1.3%
Education, Training, & Library	1,797	7.6%	6,306	8.6%	17,110	7.0%
Entertainment & Media	325	1.4%	1,169	1.6%	4,112	1.7%
Healthcare Practitioners	503	2.1%	3,367	4.6%	15,746	6.4%
Healthcare Support	280	1.2%	1,707	2.3%	7,063	2.9%
Legal	56	0.2%	302	0.4%	2,264	0.9%
Life, Physical, & Social Science	126	0.5%	501	0.7%	1,830	0.7%
Management	1,286	5.5%	4,144	5.7%	13,770	5.6%
Office & Administrative Support	3,666	15.6%	12,546	17.2%	43,559	17.8%
Blue Collar	13,717	58.2%	36,236	49.6%	115,562	47.2%
Building & Grounds Cleaning & Maintenance	1,052	4.5%	3,279	4.5%	8,995	3.7%
Construction	1,756	7.5%	3,685	5.0%	10,512	4.3%
Farming, Fishing, & Forestry	83	0.4%	225	0.3%	1,128	0.5%
Food Service	1,334	5.7%	4,712	6.4%	15,906	6.5%
Installation & Maintenance	1,272	5.4%	3,257	4.5%	10,504	4.3%
Personal Care & Service	668	2.8%	2,276	3.1%	6,889	2.8%
Production	1,601	6.8%	3,464	4.7%	12,504	5.1%
Protective Service	311	1.3%	1,143	1.6%	4,242	1.7%
Sales & Related	3,991	16.9%	10,000	13.7%	29,146	11.9%
Transportation & Material Moving	1,649	7.0%	4,196	5.7%	15,738	6.4%
Military Services	56	0.2%	264	0.4%	1,079	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	23,554	73,124	244,994
2020 Q3	23,024	70,240	238,907
2020 Q2	23,576	73,371	245,942
2020 Q1	22,745	71,399	239,484
2019 Q4	23,629	74,002	248,198
2019 Q3	22,937	70,803	241,823
2019 Q2	23,766	74,489	250,159
2019 Q1	23,043	72,431	243,188
2018 Q4	23,507	73,874	248,160



Consumer Demand & Market Supply Assessment

Site:

Ashlan Ave and Fowler Ave

Date Report Created:

2/25/2021

Demographics

Population	71,671
5-Year Population estimate	80,100
Population Households	71,523
Group Quarters Population	148
Households	23,715
5-Year Households estimate	26,407
WorkPlace Establishments	1,657
Workplace Employees	23,554
Median Household Income	\$71,413

5 Min Drive	10 Min Drive	20 Min Drive
71,671	275,101	705,317
80,100	302,433	759,790
71,523	272,316	695,738
148	2,784	9,578
23,715	88,003	229,018
26,407	96,769	247,035
1,657	4,957	16,264
23,554	73,124	244,994
\$71,413	\$58,510	\$56,219

By Establishments

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

Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
\$1,917,467	\$519,957	(\$1,397,510)	-73%	\$7,244,540	\$2,694,469	(\$4,550,072)	-63%	\$18,529,944	\$15,427,348	(\$3,102,596)	-17%
\$19,992,911	\$8,458,068	(\$11,534,843)	-58%	\$70,878,797	\$51,313,129	(\$19,565,667)	-28%	\$197,271,196	\$192,885,758	(\$4,385,438)	-2%
\$223,821,286	\$102,913,584	(\$120,907,703)	-54%	\$839,669,083	\$757,357,864	(\$82,311,219)	-10%	\$2,196,753,102	\$1,754,505,540	(\$442,247,561)	-20%
\$56,384,473	\$27,373,703	(\$29,010,770)	-51%	\$213,775,597	\$106,232,761	(\$107,542,836)	-50%	\$545,858,872	\$369,141,174	(\$176,717,699)	-32%
\$4,255,841	\$2,488,279	(\$1,767,562)	-42%	\$14,462,882	\$12,037,850	(\$2,425,032)	-17%	\$42,293,277	\$33,679,281	(\$8,613,996)	-20%
\$12,695,553	\$8,312,325	(\$4,383,228)	-35%	\$48,253,361	\$20,543,367	(\$27,709,995)	-57%	\$123,374,535	\$109,019,397	(\$14,355,138)	-12%
\$3,941,572	\$2,620,893	(\$1,320,679)	-34%	\$14,956,452	\$10,043,891	(\$4,912,561)	-33%	\$38,261,901	\$30,789,172	(\$7,472,729)	-20%
\$104,021,700	\$70,690,030	(\$33,331,670)	-32%	\$394,135,450	\$295,092,993	(\$99,042,457)	-25%	\$1,007,817,747	\$869,116,678	(\$138,701,069)	-14%
\$7,702,825	\$5,626,324	(\$2,076,501)	-27%	\$29,148,778	\$20,029,104	(\$9,119,674)	-31%	\$74,485,149	\$64,633,350	(\$9,851,798)	-13%
\$7,202,834	\$5,959,641	(\$1,243,193)	-17%	\$27,431,288	\$13,240,329	(\$14,190,960)	-52%	\$70,445,471	\$51,499,363	(\$18,946,108)	-27%
\$7,115,172	\$6,026,009	(\$1,089,163)	-15%	\$27,149,917	\$43,153,332	\$16,003,415	59%	\$69,759,729	\$117,020,003	\$47,260,274	68%
\$8,278,559	\$7,168,339	(\$1,110,220)	-13%	\$31,393,039	\$32,778,110	\$1,385,071	4%	\$80,017,957	\$73,981,547	(\$6,036,409)	-8%
\$63,998,092	\$60,235,928	(\$3,762,163)	-6%	\$223,619,168	\$175,157,060	(\$48,462,107)	-22%	\$633,437,856	\$648,980,501	\$15,542,644	2%
\$136,546,002	\$136,848,212	\$302,210	0%	\$519,976,042	\$306,164,647	(\$213,811,395)	-41%	\$1,334,712,110	\$1,063,626,704	(\$271,085,407)	-20%
\$19,880,362	\$20,262,176	\$381,814	2%	\$75,250,486	\$53,472,067	(\$21,778,418)	-29%	\$192,449,087	\$119,800,595	(\$72,648,492)	-38%
\$13,552,312	\$15,176,193	\$1,623,881	12%	\$51,096,547	\$15,320,640	(\$35,775,907)	-70%	\$130,333,614	\$77,504,410	(\$52,829,204)	-41%
\$68,837,663	\$77,515,838	\$8,678,176	13%	\$244,054,572	\$251,774,837	\$7,720,265	3%	\$679,697,380	\$789,927,061	\$110,229,681	16%
\$21,105,540	\$25,441,662	\$4,336,123	21%	\$76,405,025	\$69,604,737	(\$6,800,288)	-9%	\$208,000,082	\$178,033,365	(\$29,966,717)	-14%
\$14,888,673	\$20,713,370	\$5,824,697	39%	\$55,799,044	\$39,582,787	(\$16,216,257)	-29%	\$142,058,625	\$310,519,202	\$168,460,576	119%
\$74,049,582	\$105,035,704	\$30,986,123	42%	\$284,010,584	\$297,310,040	\$13,299,455	5%	\$727,939,400	\$906,053,778	\$178,114,378	24%
\$7,577,594	\$11,225,628	\$3,648,033	48%	\$28,618,408	\$23,432,632	(\$5,185,775)	-18%	\$73,188,718	\$64,975,067	(\$8,213,651)	-11%
\$3,932,450	\$6,084,315	\$2,151,865	55%	\$14,938,103	\$12,797,657	(\$2,140,446)	-14%	\$38,317,942	\$45,076,786	\$6,758,844	18%
\$21,216,674	\$33,035,492	\$11,818,817	56%	\$81,035,210	\$61,842,801	(\$19,192,408)	-24%	\$207,295,791	\$256,082,940	\$48,787,149	24%
\$9,639,427	\$15,401,996	\$5,762,569	60%	\$36,464,284	\$68,714,430	\$32,250,146	88%	\$94,371,566	\$397,762,438	\$303,390,872	321%
\$140,755,604	\$257,236,573	\$116,480,969	83%	\$535,403,066	\$646,411,622	\$111,008,557	21%	\$1,374,577,965	\$1,430,818,728	\$56,240,763	4%
\$240,039,204	\$485,002,547	\$244,963,343	102%	\$899,482,744	\$851,309,473	(\$48,173,270)	-5%	\$2,287,415,999	\$2,613,917,690	\$326,501,691	14%
\$12,985,413	\$27,370,080	\$14,384,667	111%	\$48,969,681	\$57,146,428	\$8,176,747	17%	\$124,893,554	\$157,153,645	\$32,260,090	26%
\$11,626,214	\$25,239,883	\$13,613,669	117%	\$43,811,774	\$98,685,602	\$54,873,827	125%	\$112,030,410	\$168,560,480	\$56,530,071	50%
\$72,981,772	\$213,290,504	\$140,308,732	192%	\$277,195,218	\$387,866,013	\$110,670,795	40%	\$708,762,447	\$825,598,744	\$116,836,297	16%
\$6,437,242	\$19,762,683	\$13,325,441	207%	\$24,113,886	\$55,677,365	\$31,563,479	131%	\$62,877,624	\$110,330,610	\$47,452,986	75%
\$27,256,066	\$87,710,252	\$60,454,186	222%	\$103,563,069	\$196,361,144	\$92,798,075	90%	\$265,143,667	\$514,598,554	\$249,454,887	94%
Consumer Demand/Market Supply Index	\$1,424,636,081	\$1,890,746,193	75	\$5,342,306,094	\$5,033,149,182	106		\$13,862,372,719	\$14,361,019,910	97	

Consumer Demand & Market Supply Assessment

Site:

Ashlan Ave and Fowler Ave

Date Report Created:

2/25/2021

By Major Product Lines

	5 Min Drive				10 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Automotive Fuels	\$95,449,277	\$74,024,383	(\$21,424,894)	-22%	\$361,171,895	\$280,741,470	(\$80,430,425)	-22%	\$921,676,726	\$802,740,093	(\$118,936,633)	-13%
Womens/Juniors/Misses Wear	\$49,503,375	\$40,664,108	(\$8,839,267)	-18%	\$187,814,804	\$146,243,103	(\$41,571,701)	-22%	\$480,207,789	\$415,171,079	(\$65,036,710)	-14%
Footwear, including Accessories	\$20,247,953	\$17,513,274	(\$2,734,679)	-14%	\$76,796,952	\$67,829,319	(\$8,967,633)	-12%	\$195,734,266	\$169,362,951	(\$26,371,315)	-13%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$184,069,725	\$168,134,394	(\$15,935,332)	-9%	\$706,896,834	\$563,173,270	(\$143,723,563)	-20%	\$1,812,033,195	\$1,518,292,013	(\$293,741,182)	-16%
Computer Hardware/Software/Supplies	\$33,901,544	\$32,080,528	(\$1,821,015)	-5%	\$112,289,729	\$175,469,624	\$63,179,894	56%	\$352,156,619	\$409,641,201	\$57,484,582	16%
Furniture/Sleep/Outdoor/Patio Furniture	\$38,731,055	\$37,569,153	(\$1,161,902)	-3%	\$146,042,740	\$105,581,507	(\$40,461,233)	-28%	\$372,454,262	\$294,382,215	(\$78,072,047)	-21%
Alcoholic Drinks Served at the Establishment	\$25,399,018	\$24,756,060	(\$642,958)	-3%	\$85,756,566	\$77,892,065	(\$7,864,501)	-9%	\$252,828,238	\$273,808,105	\$20,979,868	8%
Meats/Nonalcoholic Beverages	\$139,005,096	\$135,523,803	(\$3,481,292)	-3%	\$492,822,313	\$445,592,866	(\$47,229,447)	-10%	\$1,372,649,804	\$1,505,240,750	\$132,590,946	10%
Mens Wear	\$18,832,566	\$19,153,790	\$321,225	2%	\$71,167,515	\$64,898,624	(\$6,268,891)	-9%	\$181,138,664	\$180,213,698	(\$924,966)	-1%
Pets/Pet Foods/Pet Supplies	\$12,209,527	\$12,711,111	\$501,585	4%	\$45,339,772	\$33,654,348	(\$11,685,424)	-26%	\$115,461,558	\$78,919,798	(\$36,541,760)	-32%
Jewelry (including Watches)	\$12,003,805	\$12,765,158	\$761,353	6%	\$45,430,474	\$47,296,655	\$1,866,181	4%	\$116,091,379	\$131,941,005	\$15,849,626	14%
Kitchenware/Home Furnishings	\$17,372,569	\$19,215,636	\$1,843,067	11%	\$65,760,590	\$62,624,630	(\$3,135,960)	-5%	\$167,921,108	\$165,486,675	(\$2,434,433)	-1%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,536,512	\$2,856,377	\$319,865	13%	\$9,777,501	\$18,097,743	\$8,320,241	85%	\$25,154,715	\$49,212,868	\$24,058,153	96%
All Other Merchandise	\$57,090,714	\$66,842,540	\$9,751,827	17%	\$217,096,309	\$236,794,876	\$19,698,566	9%	\$555,700,901	\$602,442,322	\$46,741,421	8%
Groceries/Other Food Items (Off Premises)	\$211,320,657	\$250,301,264	\$38,980,607	18%	\$806,247,679	\$647,373,076	(\$158,874,603)	-20%	\$2,066,634,634	\$1,994,695,551	(\$71,939,084)	-3%
Small Electric Appliances	\$3,196,710	\$3,850,281	\$653,571	20%	\$12,173,012	\$12,425,132	\$252,120	2%	\$31,110,180	\$30,764,383	(\$345,797)	-1%
Lawn/Garden/Farm Equipment/Supplies	\$21,306,785	\$25,721,581	\$4,414,796	21%	\$80,597,767	\$59,767,639	(\$20,830,128)	-26%	\$206,236,565	\$155,130,751	(\$51,105,814)	-25%
Childrens Wear/Infants/Toddlers Clothing	\$7,606,997	\$9,836,811	\$2,229,814	29%	\$28,753,007	\$29,834,106	\$1,081,099	4%	\$73,166,502	\$81,706,941	\$8,540,438	12%
Automotive Tires/Tubes/Batteries/Parts	\$43,085,481	\$56,246,051	\$13,160,570	31%	\$164,912,917	\$116,541,717	(\$48,371,200)	-29%	\$422,017,075	\$401,030,648	(\$20,986,428)	-5%
Cigars/Cigarettes/Tobacco/Accessories	\$16,211,717	\$22,355,436	\$6,143,719	38%	\$63,231,075	\$66,199,612	\$2,968,537	5%	\$162,840,191	\$167,302,330	\$4,462,139	3%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$6,213,745	\$8,612,097	\$2,398,352	39%	\$23,549,538	\$25,851,856	\$2,302,318	10%	\$60,242,105	\$67,399,493	\$7,157,388	12%
Audio Equipment/Musical Instruments	\$8,298,032	\$11,561,082	\$3,263,051	39%	\$31,448,120	\$43,685,982	\$12,237,862	39%	\$80,291,167	\$107,774,381	\$27,483,214	34%
Packaged Liquor/Wine/Beer	\$25,520,660	\$37,129,663	\$11,609,003	45%	\$95,976,974	\$126,240,663	\$30,263,689	32%	\$244,664,294	\$266,604,441	\$21,940,148	9%
Books/Periodicals	\$5,347,047	\$8,448,034	\$3,100,987	58%	\$20,415,289	\$28,374,078	\$7,958,789	39%	\$52,014,880	\$77,895,467	\$25,880,588	50%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$11,862,448	\$20,518,830	\$8,656,381	73%	\$44,476,292	\$60,839,644	\$16,363,352	37%	\$113,287,214	\$157,926,775	\$44,639,561	39%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,959,016	\$5,239,930	\$2,280,915	77%	\$11,125,843	\$14,826,966	\$3,701,123	33%	\$28,431,328	\$41,116,696	\$12,685,368	45%
Retailer Services	\$41,453,150	\$73,450,868	\$31,997,718	77%	\$153,351,370	\$152,806,564	(\$544,806)	0%	\$390,146,295	\$492,933,717	\$102,787,422	26%
Toys/Hobby Goods/Games	\$6,764,423	\$12,101,099	\$5,336,676	79%	\$25,753,159	\$35,878,392	\$10,125,233	39%	\$65,717,076	\$88,982,420	\$23,265,344	35%
Floor/Floor Coverings	\$10,448,174	\$19,637,249	\$9,189,075	88%	\$40,070,247	\$42,161,681	\$2,091,434	5%	\$102,654,645	\$120,329,699	\$17,675,054	17%
Autos/Cars/Vans/Trucks/Motorcycles	\$211,080,179	\$424,093,741	\$213,013,562	101%	\$790,759,018	\$747,240,578	(\$43,518,440)	-6%	\$2,009,842,952	\$2,390,859,992	\$381,017,040	19%
Sewing/Knitting Materials/Supplies	\$706,209	\$1,426,993	\$720,784	102%	\$2,589,995	\$3,454,630	\$864,635	33%	\$6,605,130	\$8,886,696	\$2,281,566	35%
Soaps/Detergents/Household Cleaners	\$6,244,489	\$12,713,176	\$6,468,687	104%	\$23,950,526	\$30,349,124	\$6,398,598	27%	\$61,585,032	\$75,884,195	\$14,299,163	23%
Paper/Related Products	\$5,501,404	\$11,430,476	\$5,929,072	108%	\$21,051,888	\$28,791,167	\$7,739,279	37%	\$54,051,545	\$70,587,347	\$16,535,802	31%
Televisions/VCR/Video Cameras/DVD etc	\$8,682,091	\$20,231,972	\$11,549,881	133%	\$33,020,829	\$63,855,867	\$30,835,039	93%	\$84,228,732	\$151,109,001	\$66,880,269	79%
Photographic Equipment/Supplies	\$1,412,944	\$3,553,140	\$2,140,196	151%	\$5,381,151	\$11,280,429	\$5,899,279	110%	\$13,710,628	\$26,844,127	\$13,133,499	96%
Hardware/Tools/Plumbing/Electrical Supplies	\$21,069,874	\$57,880,226	\$36,810,351	175%	\$79,972,884	\$114,540,773	\$34,567,888	43%	\$204,403,152	\$250,303,614	\$45,900,463	22%
Major Household Appliances	\$4,705,533	\$13,124,995	\$8,419,462	179%	\$17,129,783	\$29,789,884	\$12,660,101	74%	\$43,572,704	\$69,687,337	\$26,114,634	60%
Automotive Lubricants (incl Oil, Greases)	\$4,705,533	\$13,124,995	\$8,419,462	179%	\$17,129,783	\$29,789,884	\$12,660,101	74%	\$43,572,704	\$69,687,337	\$26,114,634	60%
Paints/Sundries/Wallpaper/Wall Coverings	\$5,366,383	\$17,373,885	\$12,007,502	224%	\$20,554,166	\$31,855,090	\$11,300,924	55%	\$52,569,988	\$68,133,601	\$15,563,613	30%
Dimensional Lumber/Other Building Materials	\$29,599,116	\$96,197,780	\$66,598,664	225%	\$112,726,593	\$175,298,101	\$62,571,509	56%	\$288,293,538	\$374,244,254	\$85,950,716	30%

Consumer Demand & Market Supply Assessment

Site: Ashlan Ave and Fowler Ave

Date Report Created: 2/25/2021

5 Min Drive	10 Min Drive	20 Min Drive
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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.

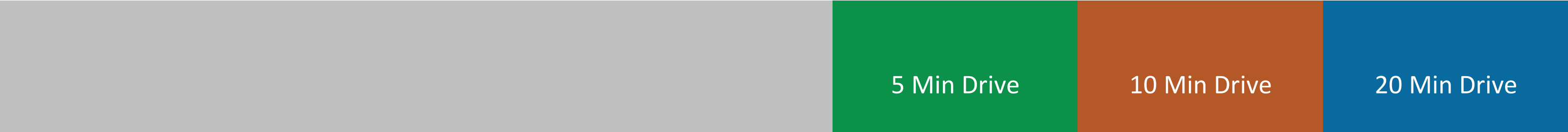
Consumer Demand/Market Supply Index:

- 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

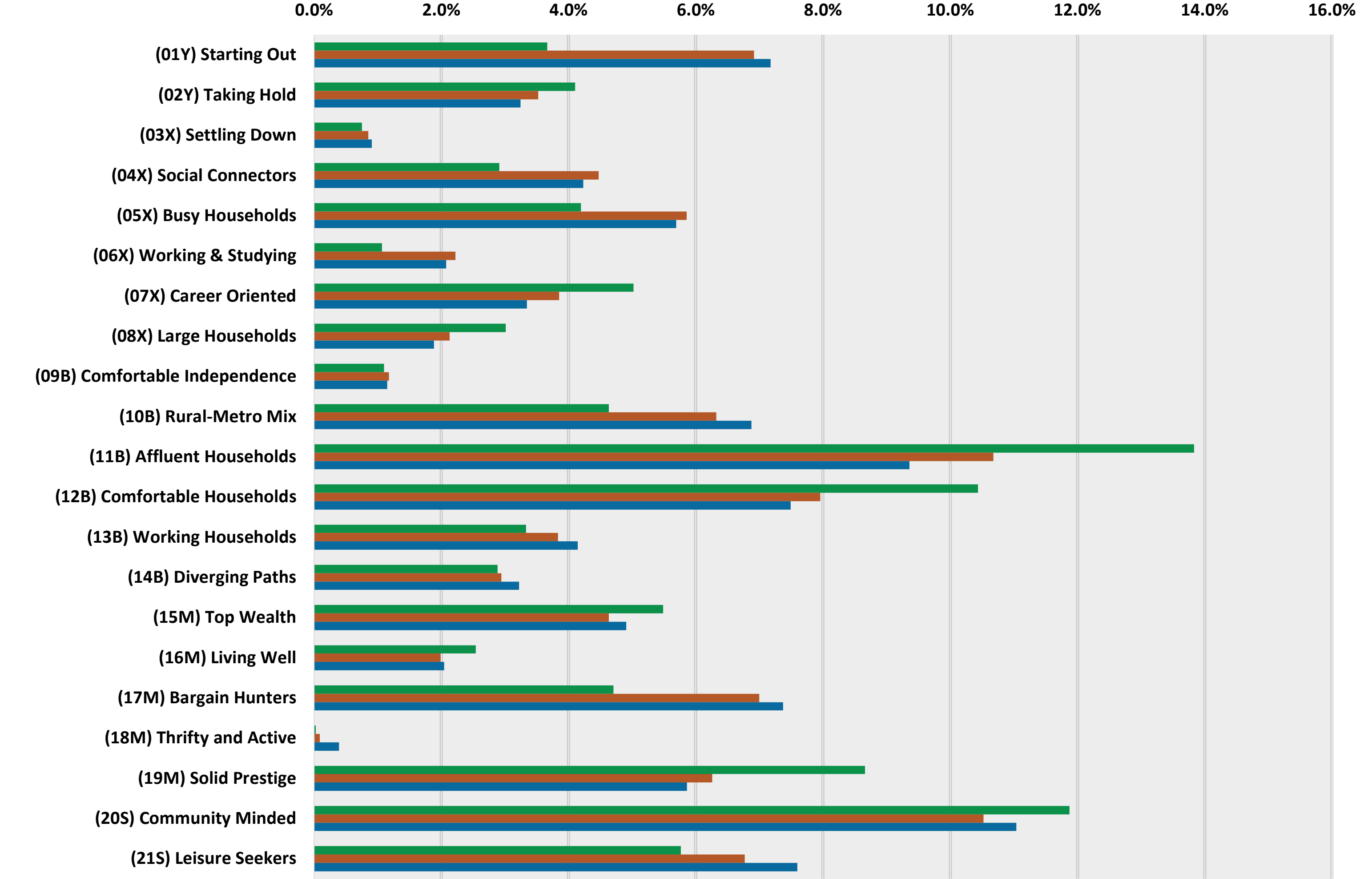
Household Segmentation Profile

Site: Ashlan Ave and Fowler Ave

Date: 2/25/2021



Household Lifestage Group Comparison



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	2,171	9.0%	5,224	6.0%	10,874	4.9%
2	36- Persistent & Productive	(20S) Community Minded	1,755	7.3%	6,038	7.0%	16,187	7.2%
3	17- Firmly Established	(12B) Comfortable Households	1,313	5.5%	3,593	4.1%	8,609	3.8%
4	13- Work & Play	(12B) Comfortable Households	1,193	5.0%	3,315	3.8%	8,141	3.6%
5	53- Metro Strivers	(10B) Rural-Metro Mix	1,103	4.6%	5,363	6.2%	14,450	6.5%
6	09- Busy Schedules	(19M) Solid Prestige	988	4.1%	2,609	3.0%	6,782	3.0%
7	03- Corporate Connected	(15M) Top Wealth	879	3.7%	2,267	2.6%	5,283	2.4%
8	38- Occupational Mix	(13B) Working Households	800	3.3%	3,301	3.8%	8,909	4.0%
9	07- Active Lifestyles	(11B) Affluent Households	647	2.7%	1,673	1.9%	3,441	1.5%
10	08- Solid Surroundings	(19M) Solid Prestige	625	2.6%	1,676	1.9%	3,672	1.6%

* 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

Date: 2/25/2021

TOTAL HOUSEHOLDS		24,013	100%	86,822	100%	223,652	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(01Y) Starting Out		880	3.7%	6,006	6.9%	16,053	7.2%
	39- Setting Goals	272	1.1%	1,742	2.0%	4,634	2.1%
	45- Offices & Entertainment	176	0.7%	900	1.0%	2,214	1.0%
	57- Collegiate Crowd	232	1.0%	1,536	1.8%	4,116	1.8%
	58- Outdoor Fervor	9	0.0%	49	0.1%	309	0.1%
	67- First Steps	191	0.8%	1,779	2.0%	4,780	2.1%
(02Y) Taking Hold		985	4.1%	3,059	3.5%	7,254	3.2%
	18- Climbing the Ladder	60	0.2%	142	0.2%	299	0.1%
	21- Children First	288	1.2%	890	1.0%	2,256	1.0%
	24- Career Building	536	2.2%	1,717	2.0%	4,008	1.8%
	30- Out & About	101	0.4%	310	0.4%	691	0.3%
(03X) Settling Down		181	0.8%	740	0.9%	2,026	0.9%
	34- Outward Bound	5	0.0%	28	0.0%	179	0.1%
	41- Rural Adventure	22	0.1%	63	0.1%	212	0.1%
	46- Rural & Active	153	0.6%	649	0.7%	1,635	0.7%
(04X) Social Connectors		699	2.9%	3,886	4.5%	9,465	4.2%
	42- Creative Variety	210	0.9%	890	1.0%	2,169	1.0%
	52- Stylish & Striving	197	0.8%	1,203	1.4%	2,991	1.3%
	59- Mobile Mixers	293	1.2%	1,794	2.1%	4,306	1.9%
(05X) Busy Households		1,007	4.2%	5,084	5.9%	12,726	5.7%
	37- Firm Foundations	451	1.9%	1,635	1.9%	3,781	1.7%
	62- Movies & Sports	557	2.3%	3,449	4.0%	8,944	4.0%
(06X) Working & Studying		256	1.1%	1,929	2.2%	4,645	2.1%
	61- City Life	14	0.1%	390	0.4%	407	0.2%
	69- Productive Havens	93	0.4%	669	0.8%	2,062	0.9%
	70- Favorably Frugal	149	0.6%	870	1.0%	2,177	1.0%
(07X) Career Oriented		1,206	5.0%	3,344	3.9%	7,477	3.3%
	06- Casual Comfort	560	2.3%	1,340	1.5%	2,481	1.1%
	10- Careers & Travel	159	0.7%	465	0.5%	1,052	0.5%
	20- Carving Out Time	76	0.3%	232	0.3%	526	0.2%
	26- Getting Established	410	1.7%	1,307	1.5%	3,418	1.5%
(08X) Large Households		723	3.0%	1,849	2.1%	4,211	1.9%
	11- Schools & Shopping	200	0.8%	470	0.5%	865	0.4%
	12- On the Go	162	0.7%	440	0.5%	895	0.4%
	19- Country Comfort	3	0.0%	74	0.1%	595	0.3%
	27- Tenured Proprietors	358	1.5%	865	1.0%	1,856	0.8%
(09B) Comfortable Independence		264	1.1%	1,022	1.2%	2,567	1.1%
	29- City Mixers	0	0.0%	3	0.0%	3	0.0%
	35- Working & Active	131	0.5%	476	0.5%	1,201	0.5%
	56- Metro Active	133	0.6%	543	0.6%	1,363	0.6%
(10B) Rural-Metro Mix		1,113	4.6%	5,489	6.3%	15,371	6.9%
	47- Rural Parents	2	0.0%	57	0.1%	577	0.3%
	53- Metro Strivers	1,103	4.6%	5,363	6.2%	14,450	6.5%
	60- Rural & Mobile	7	0.0%	69	0.1%	344	0.2%

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



Household Segmentation Profile

Date: 2/25/2021

TOTAL HOUSEHOLDS		24,013	100%	86,822	100%	223,652	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		20 Min Drive	
(11B) Affluent Households		3,321	13.8%	9,269	10.7%	20,925	9.4%
	01- Summit Estates	503	2.1%	2,372	2.7%	6,611	3.0%
	04- Top Professionals	2,171	9.0%	5,224	6.0%	10,874	4.9%
	07- Active Lifestyles	647	2.7%	1,673	1.9%	3,441	1.5%
(12B) Comfortable Households		2,506	10.4%	6,908	8.0%	16,749	7.5%
	13- Work & Play	1,193	5.0%	3,315	3.8%	8,141	3.6%
	17- Firmly Established	1,313	5.5%	3,593	4.1%	8,609	3.8%
(13B) Working Households		800	3.3%	3,328	3.8%	9,267	4.1%
	38- Occupational Mix	800	3.3%	3,301	3.8%	8,909	4.0%
	48- Farm & Home	0	0.0%	27	0.0%	358	0.2%
(14B) Diverging Paths		693	2.9%	2,556	2.9%	7,204	3.2%
	16- Country Enthusiasts	1	0.0%	20	0.0%	204	0.1%
	22- Comfortable Cornerstones	99	0.4%	261	0.3%	730	0.3%
	31- Mid-Americana	147	0.6%	541	0.6%	1,388	0.6%
	32- Metro Mix	0	0.0%	29	0.0%	33	0.0%
	33- Urban Diversity	446	1.9%	1,705	2.0%	4,850	2.2%
(15M) Top Wealth		1,318	5.5%	4,022	4.6%	10,979	4.9%
	02- Established Elite	439	1.8%	1,756	2.0%	5,695	2.5%
	03- Corporate Connected	879	3.7%	2,267	2.6%	5,283	2.4%
(16M) Living Well		610	2.5%	1,728	2.0%	4,576	2.0%
	14- Career Centered	345	1.4%	1,030	1.2%	2,758	1.2%
	15- Country Ways	0	0.0%	14	0.0%	190	0.1%
	23- Good Neighbors	265	1.1%	684	0.8%	1,628	0.7%
(17M) Bargain Hunters		1,130	4.7%	6,076	7.0%	16,489	7.4%
	43- Work & Causes	144	0.6%	745	0.9%	2,110	0.9%
	44- Open Houses	258	1.1%	1,038	1.2%	2,926	1.3%
	55- Community Life	222	0.9%	984	1.1%	2,797	1.3%
	63- Staying Home	430	1.8%	2,764	3.2%	7,040	3.1%
	68- Staying Healthy	76	0.3%	546	0.6%	1,616	0.7%
(18M) Thrifty & Active		6	0.0%	76	0.1%	873	0.4%
	40- Great Outdoors	4	0.0%	28	0.0%	173	0.1%
	50- Rural Community	2	0.0%	35	0.0%	549	0.2%
	54- Work & Outdoors	0	0.0%	13	0.0%	151	0.1%
(19M) Solid Prestige		2,079	8.7%	5,434	6.3%	13,111	5.9%
	05- Active & Involved	466	1.9%	1,150	1.3%	2,657	1.2%
	08- Solid Surroundings	625	2.6%	1,676	1.9%	3,672	1.6%
	09- Busy Schedules	988	4.1%	2,609	3.0%	6,782	3.0%
(20S) Community Minded		2,852	11.9%	9,138	10.5%	24,689	11.0%
	25- Clubs & Causes	576	2.4%	1,566	1.8%	4,112	1.8%
	28- Community Pillars	520	2.2%	1,533	1.8%	4,390	2.0%
	36- Persistent & Productive	1,755	7.3%	6,038	7.0%	16,187	7.2%
(21S) Leisure Seekers		1,385	5.8%	5,878	6.8%	16,992	7.6%
	49- Home & Garden	413	1.7%	1,386	1.6%	3,574	1.6%
	51- Role Models	283	1.2%	1,086	1.3%	3,023	1.4%
	64- Practical & Careful	161	0.7%	747	0.9%	2,381	1.1%
	65- Hobbies & Shopping	241	1.0%	1,259	1.4%	3,968	1.8%
	66- Helping Hands	286	1.2%	1,401	1.6%	4,046	1.8%

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

