

CITY OF MURRIETA, CA

# INSIGHT

MARKET ANALYTICS

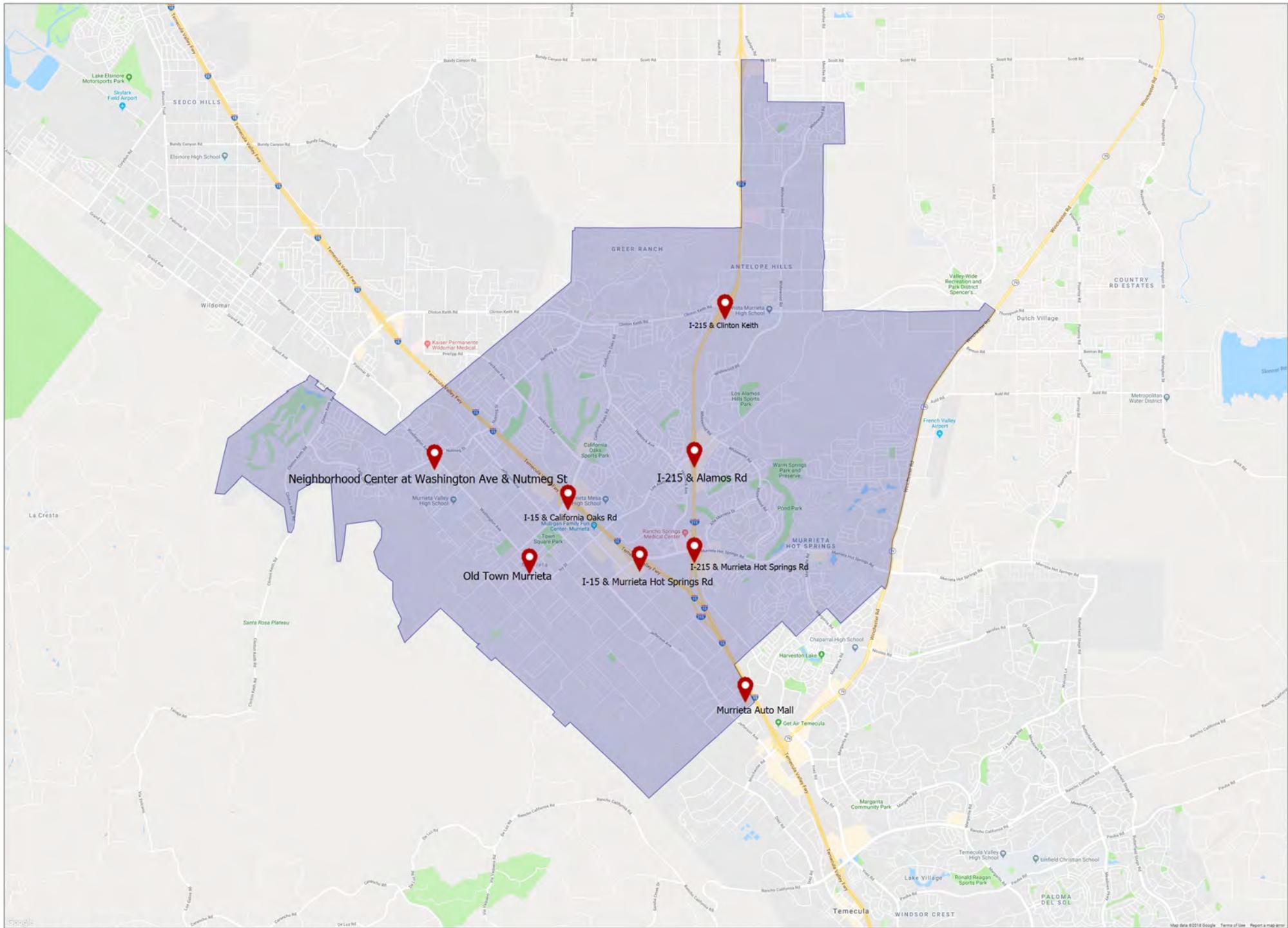
HdL  ECON Solutions

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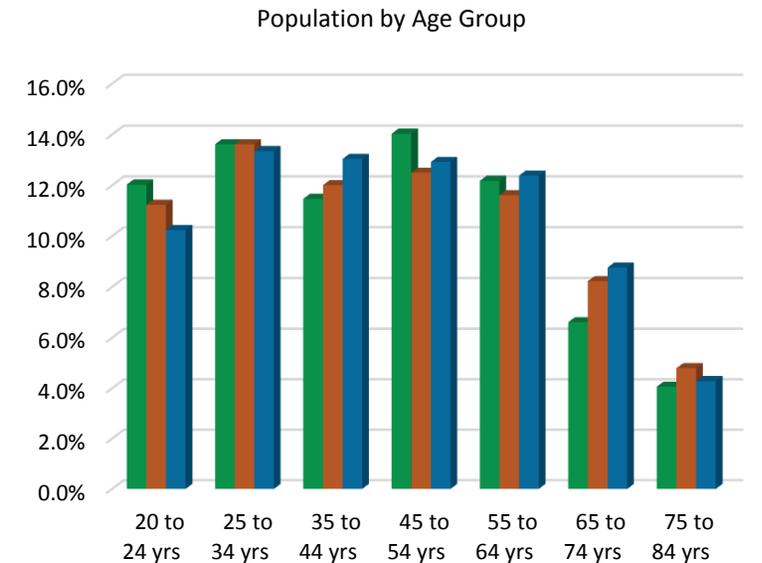
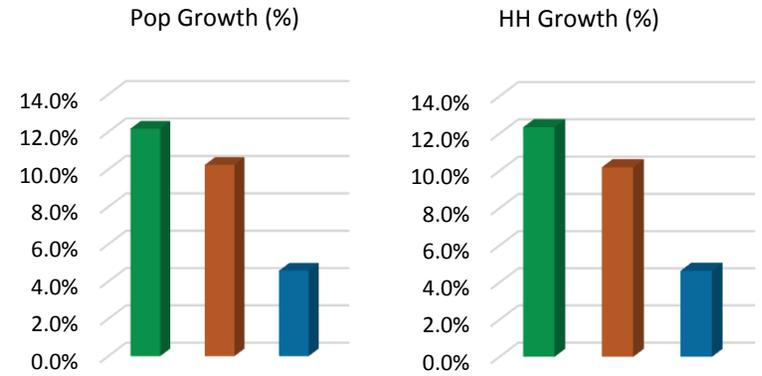
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# Consumer Demographic Profile

**Site:** City of Murrieta  
**Address:** City of Murrieta, Riverside County, California  
**Date Report Created:** 5/15/2019

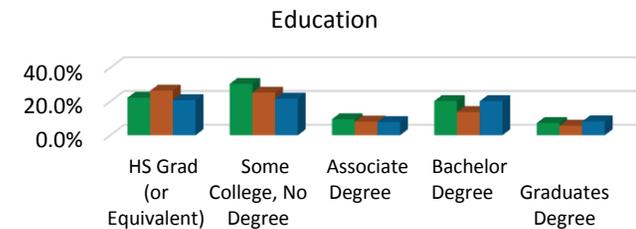
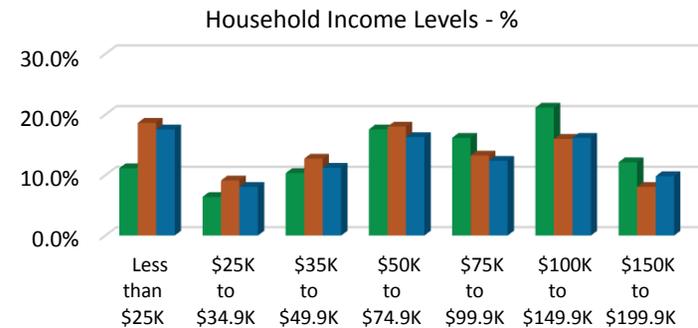
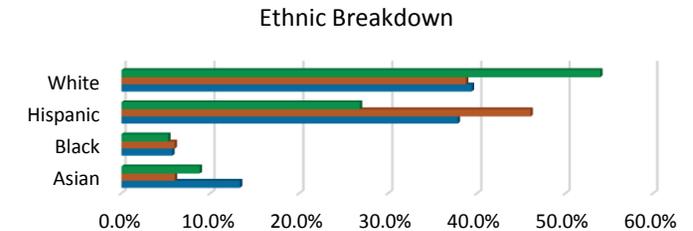
	Murrieta		Riverside County		California	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	115,231	---	2,438,093	---	39,385,143	---
5 Year Projected Pop	129,264	---	2,687,793	---	41,189,636	---
Pop Growth (%)	12.2%	---	10.2%	---	4.6%	---
Households	36,876	---	763,390	---	13,335,351	---
5 Year Projected HHs	41,425	---	841,199	---	13,952,268	---
HH Growth (%)	12.3%	---	10.2%	---	4.6%	---
<b>Census Stats</b>						
2000 Population	50,723	---	1,545,393	---	33,871,648	---
2010 Population	100,757	---	2,189,641	---	37,253,956	---
Pop Growth (%)	98.6%	---	41.7%	---	10.0%	---
2000 Households	16,699	---	506,217	---	11,502,864	---
2010 Households	32,032	---	686,260	---	12,577,498	---
HH Growth (%)	91.8%	---	35.6%	---	9.3%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	37.5		38.2		38.7	
19 yrs & under	27,966	24.3%	591,494	24.3%	9,220,681	23.4%
20 to 24 yrs	13,862	12.0%	273,780	11.2%	4,033,485	10.2%
25 to 34 yrs	15,692	13.6%	331,933	13.6%	5,257,290	13.3%
35 to 44 yrs	13,217	11.5%	292,763	12.0%	5,135,698	13.0%
45 to 54 yrs	16,170	14.0%	304,587	12.5%	5,087,912	12.9%
55 to 64 yrs	14,034	12.2%	283,038	11.6%	4,877,884	12.4%
65 to 74 yrs	7,617	6.6%	200,616	8.2%	3,451,477	8.8%
75 to 84 yrs	4,678	4.1%	116,919	4.8%	1,686,028	4.3%
85 + yrs	1,994	1.7%	42,963	1.8%	634,688	1.6%
<b>Population Bases</b>						
20-34 yrs	29,554	25.6%	605,713	24.8%	9,290,775	23.6%
45-64 yrs	30,204	26.2%	587,625	24.1%	9,965,796	25.3%
16 yrs +	90,655	78.7%	1,917,370	78.6%	31,164,667	79.1%
25 yrs +	73,403	63.7%	1,572,819	64.5%	26,130,977	66.3%
65 yrs +	14,290	12.4%	360,498	14.8%	5,772,193	14.7%
75 yrs +	6,672	5.8%	159,882	6.6%	2,320,716	5.9%
85 yrs +	1,994	1.7%	42,963	1.8%	634,688	1.6%



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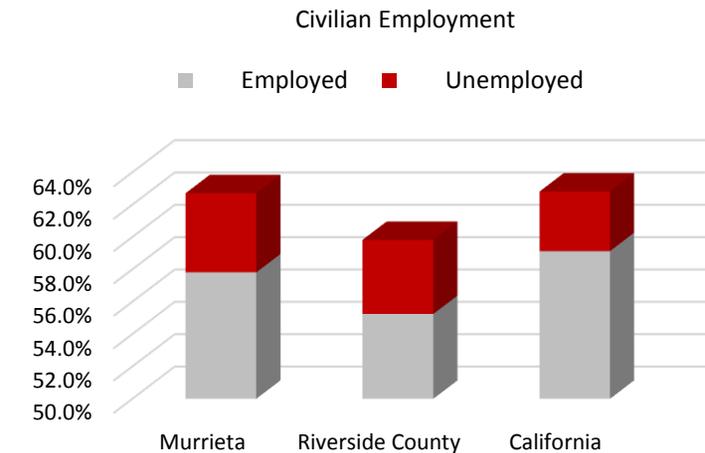
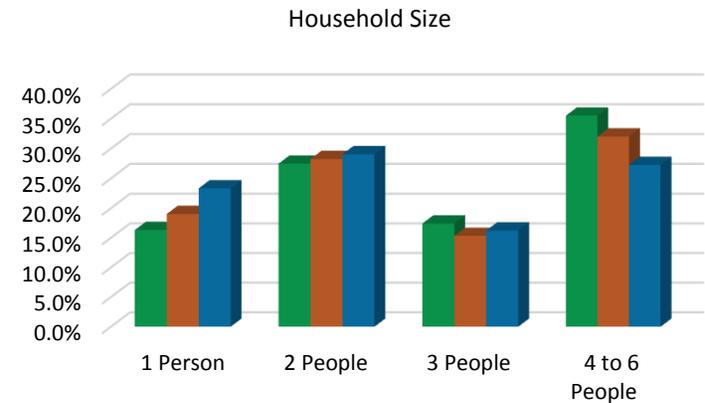
	Murrieta		Riverside County		California	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	62,173	54.0%	944,812	38.8%	15,517,129	39.4%
Hispanic	30,897	26.8%	1,122,024	46.0%	14,897,365	37.8%
Black	6,065	5.3%	145,871	6.0%	2,255,462	5.7%
Asian	10,159	8.8%	146,512	6.0%	5,251,949	13.3%
<b>Ancestry</b>						
American Indian (ancestry)	484	0.4%	12,231	0.5%	172,158	0.4%
Hawaiian (ancestry)	425	0.4%	6,615	0.3%	138,740	0.4%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$32,121	---	\$25,600	---	\$33,423	---
<b>Average HH Income</b>	\$100,375	---	\$81,760	---	\$98,713	---
<b>Median HH Income</b>	\$81,178	---	\$62,525	---	\$69,549	---
Less than \$25K	4,112	11.2%	142,283	18.6%	2,341,731	17.6%
\$25K to \$34.9K	2,359	6.4%	69,642	9.1%	1,071,683	8.0%
\$35K to \$49.9K	3,813	10.3%	97,278	12.7%	1,498,932	11.2%
\$50K to \$74.9K	6,479	17.6%	137,523	18.0%	2,171,418	16.3%
\$75K to \$99.9K	5,967	16.2%	101,222	13.3%	1,651,735	12.4%
\$100K to \$149.9K	7,798	21.1%	122,147	16.0%	2,159,151	16.2%
\$150K to \$199.9K	4,476	12.1%	61,315	8.0%	1,309,280	9.8%
\$200K +	1,871	5.1%	31,980	4.2%	1,131,421	8.5%
<b>Education</b>						
Less than 9th Grade	2,300	3.1%	146,742	9.3%	2,575,462	9.9%
Some HS, No Diploma	3,592	4.9%	152,941	9.7%	2,080,441	8.0%
HS Grad (or Equivalent)	16,250	22.1%	414,044	26.3%	5,412,729	20.7%
Some College, No Degree	22,307	30.4%	395,880	25.2%	5,637,522	21.6%
Associate Degree	6,931	9.4%	125,777	8.0%	2,037,417	7.8%
Bachelor Degree	14,837	20.2%	214,485	13.6%	5,250,500	20.1%
Graduates Degree	5,220	7.1%	87,121	5.5%	2,118,670	8.1%



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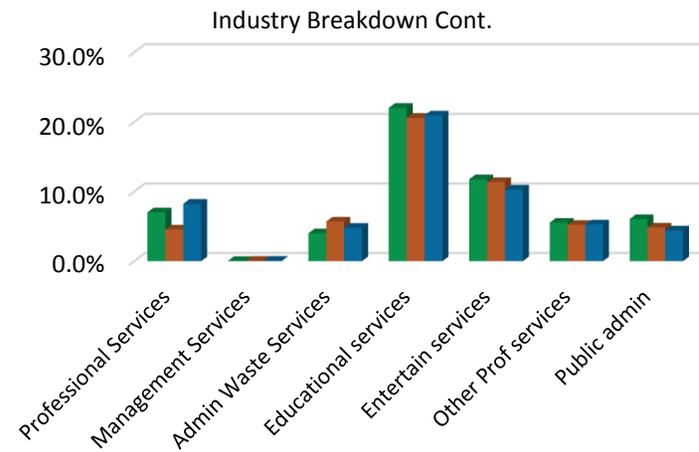
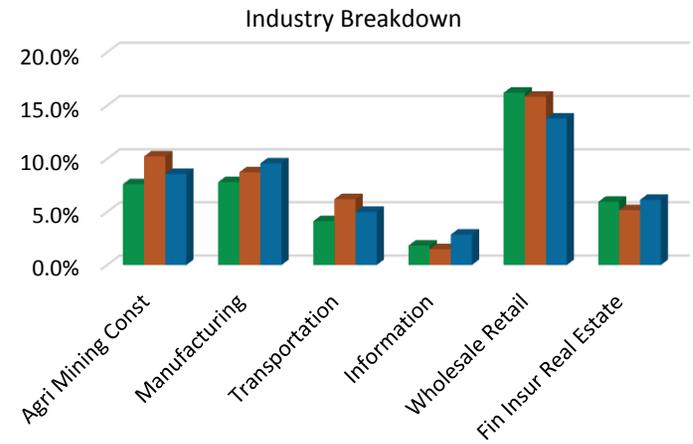
	Murrieta		Riverside County		California	
	#	%	#	%	#	%
<b>Family Structure</b>	29,188		576,104		9,230,786	
Single - Male	731	2.5%	24,512	4.3%	442,095	4.8%
Single - Female	1,895	6.5%	49,654	8.6%	905,501	9.8%
Single Parent - Male	1,323	4.5%	22,245	3.9%	347,475	3.8%
Single Parent - Female	3,070	10.5%	53,599	9.3%	873,221	9.5%
Married w/ Children	10,703	36.7%	190,532	33.1%	2,927,095	31.7%
Married w/out Children	11,467	39.3%	235,562	40.9%	3,735,399	40.5%
<b>Household Size</b>						
1 Person	6,017	16.3%	145,286	19.0%	3,112,465	23.3%
2 People	10,133	27.5%	215,677	28.3%	3,874,200	29.1%
3 People	6,423	17.4%	117,063	15.3%	2,167,235	16.3%
4 to 6 People	13,099	35.5%	244,506	32.0%	3,635,465	27.3%
7+ People	1,204	3.3%	40,858	5.4%	545,986	4.1%
<b>Home Ownership</b>	36,876		763,390		13,335,351	
Owners	25,723	69.8%	514,749	67.4%	7,475,073	56.1%
Renters	11,152	30.2%	248,641	32.6%	5,860,278	43.9%
<b>Components of Change</b>						
Births	1,507	1.3%	30,436	1.2%	469,294	1.2%
Deaths	802	0.7%	18,356	0.8%	282,263	0.7%
Migration	2,005	1.7%	17,770	0.7%	-9,450	0.0%
<b>Employment (Pop 16+)</b>	90,655		1,917,370		31,164,667	
Armed Services	858	0.9%	4,895	0.3%	143,600	0.5%
Civilian	56,844	62.7%	1,147,071	59.8%	19,575,518	62.8%
Employed	52,410	57.8%	1,059,255	55.2%	18,427,716	59.1%
Unemployed	4,434	4.9%	87,816	4.6%	1,147,802	3.7%
Not in Labor Force	32,953	36.3%	765,404	39.9%	11,445,549	36.7%
<b>Employed Population</b>	52,410		1,059,255		18,427,716	
White Collar	34,092	65.0%	595,902	56.3%	11,579,452	62.8%
Blue Collar	18,318	35.0%	463,353	43.7%	6,848,264	37.2%



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	Murrieta		Riverside County		California	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	52,410		1,059,255		18,427,716	
White Collar	34,092	65.0%	595,902	56.3%	11,579,452	62.8%
Managerial executive	8,470	16.2%	129,431	12.2%	2,852,454	15.5%
Prof specialty	11,801	22.5%	182,998	17.3%	4,129,182	22.4%
Healthcare support	785	1.5%	22,676	2.1%	347,421	1.9%
Sales	7,029	13.4%	122,310	11.5%	1,952,936	10.6%
Office Admin	6,008	11.5%	138,487	13.1%	2,297,459	12.5%
Blue Collar	18,318	35.0%	463,353	43.7%	6,848,264	37.2%
Protective	1,889	3.6%	29,364	2.8%	380,727	2.1%
Food Prep Serving	3,376	6.4%	65,523	6.2%	1,047,979	5.7%
Bldg Maint/Cleaning	1,420	2.7%	53,835	5.1%	783,894	4.3%
Personal Care	3,431	6.5%	53,444	5.0%	871,994	4.7%
Farming/Fishing/Forestry	105	0.2%	13,525	1.3%	314,718	1.7%
Construction	4,034	7.7%	108,171	10.2%	1,392,136	7.6%
Production Transp	4,062	7.8%	139,491	13.2%	2,056,816	11.2%
<b>Employment By Industry</b>	52,410		1,059,255		18,427,716	
Agri Mining Const	3,995	7.6%	108,467	10.2%	1,582,405	8.6%
Manufacturing	4,094	7.8%	92,573	8.7%	1,764,850	9.6%
Transportation	2,168	4.1%	65,763	6.2%	923,097	5.0%
Information	955	1.8%	15,686	1.5%	528,098	2.9%
Wholesale Retail	8,497	16.2%	167,659	15.8%	2,538,427	13.8%
Fin Insur Real Estate	3,120	6.0%	54,734	5.2%	1,131,114	6.1%
Professional Services	3,677	7.0%	48,220	4.6%	1,519,056	8.2%
Management Services	20	0.0%	552	0.1%	14,110	0.1%
Admin Waste Services	2,099	4.0%	60,284	5.7%	885,382	4.8%
Educational services	11,548	22.0%	218,306	20.6%	3,860,522	20.9%
Entertain services	6,167	11.8%	120,357	11.4%	1,895,791	10.3%
Other Prof services	2,900	5.5%	55,318	5.2%	972,592	5.3%
Public admin	3,171	6.0%	51,336	4.8%	812,272	4.4%



# Household Segmentation Profile

Site: City of Murrieta  
 Address: City of Murrieta, Riverside County, California  
 Date: 5/15/2019



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Trade Area 1:

Trade Area 2:

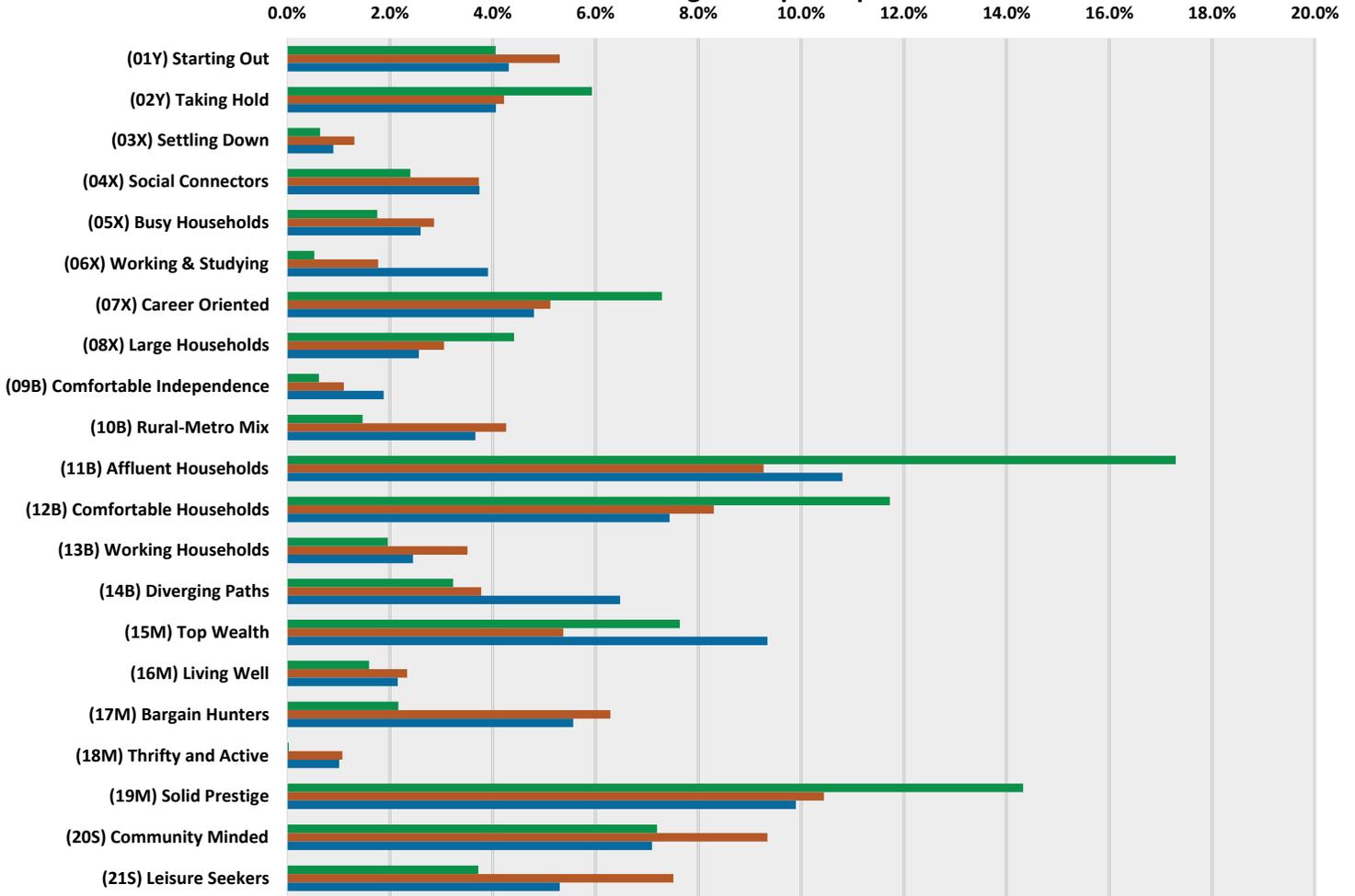
Trade Area 3:

Murrieta

Riverside County

California

## Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

Murrieta

Riverside County

California

Total Households

33,875

100%

729,508

100%

13,047,519 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	3,625	10.7%	40,928	5.6%	654,182	5.0%
2	17- Firmly Established	(12B) Comfortable Households	2,352	6.9%	36,046	4.9%	501,085	3.8%
3	09- Busy Schedules	(19M) Solid Prestige	2,067	6.1%	30,846	4.2%	556,820	4.3%
4	08- Solid Surroundings	(19M) Solid Prestige	1,749	5.2%	25,630	3.5%	430,733	3.3%
5	13- Work & Play	(12B) Comfortable Households	1,622	4.8%	24,524	3.4%	469,776	3.6%
6	36- Persistent & Productive	(20S) Community Minded	1,609	4.8%	40,632	5.6%	574,698	4.4%
7	03- Corporate Connected	(15M) Top Wealth	1,597	4.7%	24,353	3.3%	567,454	4.3%
8	24- Career Building	(02Y) Taking Hold	1,354	4.0%	18,186	2.5%	378,558	2.9%
9	06- Casual Comfort	(07X) Career Oriented	1,204	3.6%	18,558	2.5%	206,901	1.6%
10	01- Summit Estates	(11B) Affluent Households	1,193	3.5%	13,282	1.8%	549,291	4.2%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: City of Murrieta, Riverside County, California

Date: 5/15/2019

TOTAL HOUSEHOLDS		33,875	100%	729,508	100%	13,047,519	100%
Lifestage Group	Cluster Name	Murrieta		Riverside County		California	
<b>(01Y) Starting Out</b>		<b>1,375</b>	<b>4.1%</b>	<b>38,721</b>	<b>5.3%</b>	<b>563,119</b>	<b>4.3%</b>
	<a href="#">39- Setting Goals</a>	122	0.4%	6,602	0.9%	94,360	0.7%
	<a href="#">45- Offices &amp; Entertainment</a>	225	0.7%	5,895	0.8%	92,780	0.7%
	<a href="#">57- Collegiate Crowd</a>	713	2.1%	12,485	1.7%	191,417	1.5%
	<a href="#">58- Outdoor Fervor</a>	5	0.0%	2,328	0.3%	37,032	0.3%
	<a href="#">67- First Steps</a>	310	0.9%	11,411	1.6%	147,530	1.1%
<b>(02Y) Taking Hold</b>		<b>2,010</b>	<b>5.9%</b>	<b>30,793</b>	<b>4.2%</b>	<b>530,251</b>	<b>4.1%</b>
	<a href="#">18- Climbing the Ladder</a>	144	0.4%	2,058	0.3%	26,559	0.2%
	<a href="#">21- Children First</a>	361	1.1%	6,266	0.9%	87,682	0.7%
	<a href="#">24- Career Building</a>	1,354	4.0%	18,186	2.5%	378,558	2.9%
	<a href="#">30- Out &amp; About</a>	152	0.4%	4,283	0.6%	37,452	0.3%
<b>(03X) Settling Down</b>		<b>217</b>	<b>0.6%</b>	<b>9,571</b>	<b>1.3%</b>	<b>117,136</b>	<b>0.9%</b>
	<a href="#">34- Outward Bound</a>	1	0.0%	1,172	0.2%	18,060	0.1%
	<a href="#">41- Rural Adventure</a>	41	0.1%	1,763	0.2%	19,190	0.1%
	<a href="#">46- Rural &amp; Active</a>	175	0.5%	6,636	0.9%	79,886	0.6%
<b>(04X) Social Connectors</b>		<b>812</b>	<b>2.4%</b>	<b>27,235</b>	<b>3.7%</b>	<b>488,108</b>	<b>3.7%</b>
	<a href="#">42- Creative Variety</a>	187	0.6%	7,554	1.0%	92,338	0.7%
	<a href="#">52- Stylish &amp; Striving</a>	188	0.6%	7,048	1.0%	160,811	1.2%
	<a href="#">59- Mobile Mixers</a>	437	1.3%	12,633	1.7%	234,959	1.8%
<b>(05X) Busy Households</b>		<b>595</b>	<b>1.8%</b>	<b>20,864</b>	<b>2.9%</b>	<b>338,655</b>	<b>2.6%</b>
	<a href="#">37- Firm Foundations</a>	353	1.0%	10,258	1.4%	119,863	0.9%
	<a href="#">62- Movies &amp; Sports</a>	242	0.7%	10,606	1.5%	218,792	1.7%
<b>(06X) Working &amp; Studying</b>		<b>179</b>	<b>0.5%</b>	<b>12,929</b>	<b>1.8%</b>	<b>510,246</b>	<b>3.9%</b>
	<a href="#">61- City Life</a>	4	0.0%	1,065	0.1%	324,722	2.5%
	<a href="#">69- Productive Havens</a>	51	0.2%	4,516	0.6%	57,945	0.4%
	<a href="#">70- Favorably Frugal</a>	123	0.4%	7,348	1.0%	127,579	1.0%
<b>(07X) Career Oriented</b>		<b>2,471</b>	<b>7.3%</b>	<b>37,358</b>	<b>5.1%</b>	<b>626,520</b>	<b>4.8%</b>
	<a href="#">06- Casual Comfort</a>	1,204	3.6%	18,558	2.5%	206,901	1.6%
	<a href="#">10- Careers &amp; Travel</a>	286	0.8%	3,994	0.5%	83,236	0.6%
	<a href="#">20- Carving Out Time</a>	170	0.5%	2,660	0.4%	37,458	0.3%
	<a href="#">26- Getting Established</a>	811	2.4%	12,146	1.7%	298,925	2.3%
<b>(08X) Large Households</b>		<b>1,495</b>	<b>4.4%</b>	<b>22,289</b>	<b>3.1%</b>	<b>334,606</b>	<b>2.6%</b>
	<a href="#">11- Schools &amp; Shopping</a>	461	1.4%	5,237	0.7%	75,530	0.6%
	<a href="#">12- On the Go</a>	392	1.2%	5,318	0.7%	87,901	0.7%
	<a href="#">19- Country Comfort</a>	18	0.1%	3,070	0.4%	60,711	0.5%
	<a href="#">27- Tenured Proprietors</a>	625	1.8%	8,664	1.2%	110,464	0.8%
<b>(09B) Comfortable Independence</b>		<b>209</b>	<b>0.6%</b>	<b>8,074</b>	<b>1.1%</b>	<b>245,102</b>	<b>1.9%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	11	0.0%	141,312	1.1%
	<a href="#">35- Working &amp; Active</a>	101	0.3%	3,768	0.5%	51,813	0.4%
	<a href="#">56- Metro Active</a>	108	0.3%	4,295	0.6%	51,977	0.4%
<b>(10B) Rural-Metro Mix</b>		<b>498</b>	<b>1.5%</b>	<b>31,106</b>	<b>4.3%</b>	<b>478,261</b>	<b>3.7%</b>
	<a href="#">47- Rural Parents</a>	7	0.0%	3,285	0.5%	48,445	0.4%
	<a href="#">53- Metro Strivers</a>	482	1.4%	24,468	3.4%	369,818	2.8%
	<a href="#">60- Rural &amp; Mobile</a>	9	0.0%	3,353	0.5%	59,998	0.5%

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

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Market: City of Murrieta, Riverside County, California

Date: 5/15/2019

INSIGHT

MARKET ANALYTICS

Help ECONsolutions

TOTAL HOUSEHOLDS		33,875	100%	729,508	100%	13,047,519	100%
Lifestage Group	Cluster Name	Murrieta		Riverside County		California	
<b>(11B) Affluent Households</b>		<b>5,857</b>	<b>17.3%</b>	<b>67,650</b>	<b>9.3%</b>	<b>1,409,732</b>	<b>10.8%</b>
	<a href="#">01- Summit Estates</a>	1,193	3.5%	13,282	1.8%	549,291	4.2%
	<a href="#">04- Top Professionals</a>	3,625	10.7%	40,928	5.6%	654,182	5.0%
	<a href="#">07- Active Lifestyles</a>	1,039	3.1%	13,440	1.8%	206,259	1.6%
<b>(12B) Comfortable Households</b>		<b>3,974</b>	<b>11.7%</b>	<b>60,570</b>	<b>8.3%</b>	<b>970,861</b>	<b>7.4%</b>
	<a href="#">13- Work &amp; Play</a>	1,622	4.8%	24,524	3.4%	469,776	3.6%
	<a href="#">17- Firmly Established</a>	2,352	6.9%	36,046	4.9%	501,085	3.8%
<b>(13B) Working Households</b>		<b>663</b>	<b>2.0%</b>	<b>25,619</b>	<b>3.5%</b>	<b>319,681</b>	<b>2.5%</b>
	<a href="#">38- Occupational Mix</a>	658	1.9%	23,363	3.2%	286,990	2.2%
	<a href="#">48- Farm &amp; Home</a>	6	0.0%	2,256	0.3%	32,691	0.3%
<b>(14B) Diverging Paths</b>		<b>1,094</b>	<b>3.2%</b>	<b>27,554</b>	<b>3.8%</b>	<b>845,607</b>	<b>6.5%</b>
	<a href="#">16- Country Enthusiasts</a>	5	0.0%	1,749	0.2%	31,157	0.2%
	<a href="#">22- Comfortable Cornerstones</a>	119	0.4%	3,475	0.5%	42,603	0.3%
	<a href="#">31- Mid-American</a>	156	0.5%	5,040	0.7%	65,638	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	92	0.0%	84,177	0.6%
	<a href="#">33- Urban Diversity</a>	813	2.4%	17,198	2.4%	622,032	4.8%
<b>(15M) Top Wealth</b>		<b>2,588</b>	<b>7.6%</b>	<b>39,196</b>	<b>5.4%</b>	<b>1,219,154</b>	<b>9.3%</b>
	<a href="#">02- Established Elite</a>	991	2.9%	14,843	2.0%	651,700	5.0%
	<a href="#">03- Corporate Connected</a>	1,597	4.7%	24,353	3.3%	567,454	4.3%
<b>(16M) Living Well</b>		<b>541</b>	<b>1.6%</b>	<b>17,021</b>	<b>2.3%</b>	<b>281,255</b>	<b>2.2%</b>
	<a href="#">14- Career Centered</a>	398	1.2%	10,008	1.4%	177,112	1.4%
	<a href="#">15- Country Ways</a>	3	0.0%	1,561	0.2%	36,108	0.3%
	<a href="#">23- Good Neighbors</a>	140	0.4%	5,452	0.7%	68,035	0.5%
<b>(17M) Bargain Hunters</b>		<b>734</b>	<b>2.2%</b>	<b>45,912</b>	<b>6.3%</b>	<b>726,789</b>	<b>5.6%</b>
	<a href="#">43- Work &amp; Causes</a>	114	0.3%	6,834	0.9%	86,904	0.7%
	<a href="#">44- Open Houses</a>	135	0.4%	8,096	1.1%	105,266	0.8%
	<a href="#">55- Community Life</a>	184	0.5%	9,794	1.3%	108,460	0.8%
	<a href="#">63- Staying Home</a>	257	0.8%	17,584	2.4%	366,140	2.8%
	<a href="#">68- Staying Healthy</a>	43	0.1%	3,604	0.5%	60,019	0.5%
<b>(18M) Thrifty &amp; Active</b>		<b>12</b>	<b>0.0%</b>	<b>7,835</b>	<b>1.1%</b>	<b>132,500</b>	<b>1.0%</b>
	<a href="#">40- Great Outdoors</a>	3	0.0%	1,382	0.2%	21,967	0.2%
	<a href="#">50- Rural Community</a>	8	0.0%	4,160	0.6%	82,505	0.6%
	<a href="#">54- Work &amp; Outdoors</a>	2	0.0%	2,293	0.3%	28,028	0.2%
<b>(19M) Solid Prestige</b>		<b>4,852</b>	<b>14.3%</b>	<b>76,201</b>	<b>10.4%</b>	<b>1,291,543</b>	<b>9.9%</b>
	<a href="#">05- Active &amp; Involved</a>	1,036	3.1%	19,725	2.7%	303,990	2.3%
	<a href="#">08- Solid Surroundings</a>	1,749	5.2%	25,630	3.5%	430,733	3.3%
	<a href="#">09- Busy Schedules</a>	2,067	6.1%	30,846	4.2%	556,820	4.3%
<b>(20S) Community Minded</b>		<b>2,439</b>	<b>7.2%</b>	<b>68,173</b>	<b>9.3%</b>	<b>926,348</b>	<b>7.1%</b>
	<a href="#">25- Clubs &amp; Causes</a>	326	1.0%	12,216	1.7%	156,992	1.2%
	<a href="#">28- Community Pillars</a>	504	1.5%	15,325	2.1%	194,658	1.5%
	<a href="#">36- Persistent &amp; Productive</a>	1,609	4.8%	40,632	5.6%	574,698	4.4%
<b>(21S) Leisure Seekers</b>		<b>1,260</b>	<b>3.7%</b>	<b>54,837</b>	<b>7.5%</b>	<b>692,045</b>	<b>5.3%</b>
	<a href="#">49- Home &amp; Garden</a>	406	1.2%	11,201	1.5%	132,321	1.0%
	<a href="#">51- Role Models</a>	191	0.6%	9,204	1.3%	107,316	0.8%
	<a href="#">64- Practical &amp; Careful</a>	196	0.6%	11,289	1.5%	143,788	1.1%
	<a href="#">65- Hobbies &amp; Shopping</a>	202	0.6%	12,049	1.7%	143,610	1.1%
	<a href="#">66- Helping Hands</a>	265	0.8%	11,094	1.5%	165,010	1.3%

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

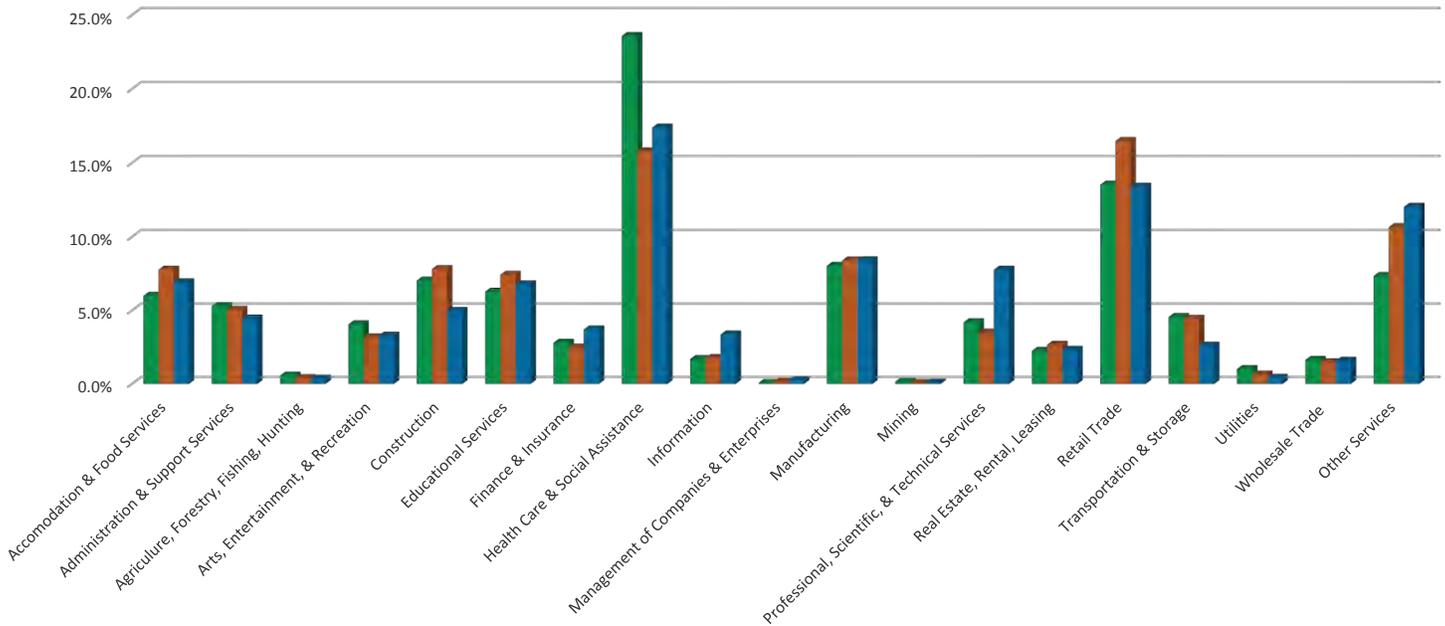
### Employment Profile

Site: City of Murrieta  
 Address: City of Murrieta, Riverside County, California  
 Date Report Created: 5/15/2019

	Murrieta	Riverside County	California
Daytime Population	100,955	2,294,957	43,413,683
Student Population	30,683	662,759	11,624,763
Median Employee Salary	44,237	43,199	50,304
Average Employee Salary	50,880	49,622	58,897
<b>Wages</b>	<b>#</b>	<b>#</b>	<b>#</b>
<b>Salary/Wage per Employee per Annum</b>			
Under \$15,000 CrYr	1,041 4.1%	27,223 4.2%	465,314 2.7%
15,000 to 30,000 CrYr	3,975 15.8%	109,933 16.8%	1,726,208 10.1%
30,000 to 45,000 CrYr	8,494 33.7%	224,202 34.3%	5,001,036 29.2%
45,000 to 60,000 CrYr	4,987 19.8%	125,962 19.3%	3,265,225 19.1%
60,000 to 75,000 CrYr	2,027 8.0%	52,234 8.0%	2,355,445 13.8%
75,000 to 90,000 CrYr	1,751 6.9%	46,190 7.1%	1,790,742 10.5%
90,000 to 100,000 CrYr	408 1.6%	12,768 2.0%	480,927 2.8%
Over 100,000 CrYr	2,544 10.1%	55,192 8.4%	2,040,941 11.9%

### Industry Groups

Employee's by Industry



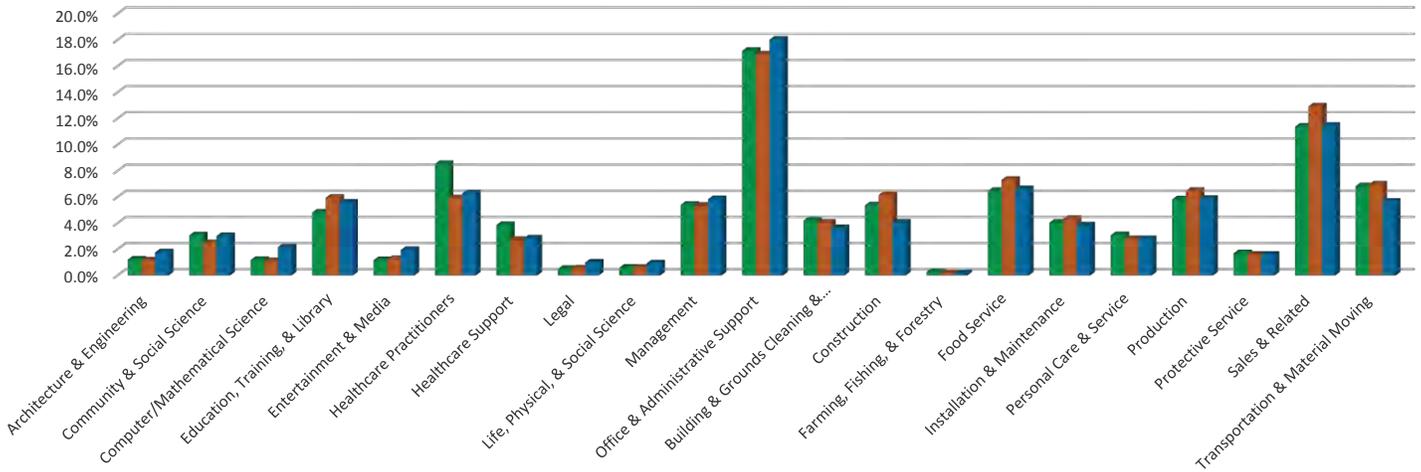
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>2,277</b>	<b>100%</b>	<b>25,226</b>	<b>100%</b>	<b>41,925</b>	<b>100%</b>	<b>653,704</b>	<b>100%</b>	<b>1,016,839</b>	<b>100%</b>	<b>17,125,838</b>	<b>100%</b>
Accommodation & Food Services	104	4.6%	1,511	6.0%	2,598	6.2%	50,821	7.8%	59,077	5.8%	1,184,461	6.9%
Administration & Support Services	96	4.2%	1,336	5.3%	1,638	3.9%	32,916	5.0%	33,164	3.3%	762,537	4.5%
Agriculture, Forestry, Fishing, Hunting	9	0.4%	141	0.6%	244	0.6%	2,519	0.4%	5,476	0.5%	61,040	0.4%
Arts, Entertainment, & Recreation	56	2.5%	1,023	4.1%	1,095	2.6%	20,687	3.2%	24,185	2.4%	562,571	3.3%
Construction	152	6.7%	1,774	7.0%	3,006	7.2%	51,100	7.8%	56,526	5.6%	850,706	5.0%
Educational Services	63	2.7%	1,583	6.3%	1,099	2.6%	48,518	7.4%	25,598	2.5%	1,158,985	6.8%
Finance & Insurance	146	6.4%	705	2.8%	2,172	5.2%	16,178	2.5%	55,077	5.4%	633,943	3.7%
Health Care & Social Assistance	526	23.1%	5,948	23.6%	7,262	17.3%	103,075	15.8%	181,139	17.8%	2,977,257	17.4%
Information	29	1.3%	425	1.7%	670	1.6%	11,468	1.8%	21,178	2.1%	574,656	3.4%
Management of Companies & Enterprises	1	0.0%	15	0.1%	25	0.1%	980	0.1%	755	0.1%	44,626	0.3%
Manufacturing	105	4.6%	2,028	8.0%	1,721	4.1%	54,852	8.4%	44,249	4.4%	1,439,257	8.4%
Mining	2	0.1%	37	0.1%	23	0.1%	396	0.1%	597	0.1%	14,478	0.1%
Professional, Scientific, & Technical Services	211	9.2%	1,057	4.2%	3,414	8.1%	22,781	3.5%	113,593	11.2%	1,331,243	7.8%
Real Estate, Rental, Leasing	105	4.6%	567	2.2%	2,139	5.1%	17,415	2.7%	44,381	4.4%	396,618	2.3%
Retail Trade	271	11.9%	3,411	13.5%	6,163	14.7%	107,688	16.5%	133,706	13.1%	2,291,625	13.4%
Transportation & Storage	19	0.8%	1,149	4.6%	557	1.3%	28,962	4.4%	13,527	1.3%	444,329	2.6%
Utilities	5	0.2%	254	1.0%	75	0.2%	4,148	0.6%	1,629	0.2%	69,492	0.4%
Wholesale Trade	50	2.2%	410	1.6%	995	2.4%	9,549	1.5%	25,785	2.5%	268,431	1.6%
Other Services	327	14.4%	1,852	7.3%	7,029	16.8%	69,651	10.7%	177,197	17.4%	2,059,583	12.0%

### Employment Profile

Site: City of Murrieta  
 Address: City of Murrieta, Riverside County, California  
 Date Report Created: 5/15/2019

Occupations	Murrieta		Riverside County		California	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	12,620	50.0%	303,737	46.5%	9,046,130	52.8%
Architecture & Engineering	304	1.2%	7,441	1.1%	300,332	1.8%
Community & Social Science	771	3.1%	16,046	2.5%	515,209	3.0%
Computer/Mathematical Science	295	1.2%	7,057	1.1%	370,492	2.2%
Education, Training, & Library	1,212	4.8%	38,810	5.9%	952,719	5.6%
Entertainment & Media	293	1.2%	8,098	1.2%	332,350	1.9%
Healthcare Practitioners	2,150	8.5%	38,557	5.9%	1,074,365	6.3%
Healthcare Support	971	3.9%	17,646	2.7%	483,507	2.8%
Legal	123	0.5%	3,392	0.5%	168,054	1.0%
Life, Physical, & Social Science	147	0.6%	3,739	0.6%	156,844	0.9%
Management	1,361	5.4%	34,801	5.3%	997,950	5.8%
Office & Administrative Support	4,328	17.2%	110,359	16.9%	3,084,925	18.0%
<b>Blue Collar</b>	12,379	49.1%	344,073	52.6%	7,791,704	45.5%
Building & Grounds Cleaning & Maintenance	1,060	4.2%	26,344	4.0%	619,171	3.6%
Construction	1,353	5.4%	40,201	6.1%	691,418	4.0%
Farming, Fishing, & Forestry	65	0.3%	1,022	0.2%	27,222	0.2%
Food Service	1,629	6.5%	47,727	7.3%	1,129,699	6.6%
Installation & Maintenance	1,016	4.0%	28,171	4.3%	655,130	3.8%
Personal Care & Service	774	3.1%	18,135	2.8%	474,968	2.8%
Production	1,468	5.8%	42,273	6.5%	1,002,941	5.9%
Protective Service	425	1.7%	10,307	1.6%	268,259	1.6%
Sales & Related	2,867	11.4%	84,427	12.9%	1,957,801	11.4%
Transportation & Material Moving	1,721	6.8%	45,466	7.0%	965,095	5.6%
<b>Military Services</b>	227	0.9%	5,894	0.9%	288,004	1.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	25,226	653,704	17,125,838
2018 Q3	23,222	600,310	16,287,750
2018 Q2	24,837	643,252	16,943,106
2018 Q1	25,831	662,239	17,390,276
2017 Q4	25,961	666,393	17,558,598
2017 Q3	24,126	619,258	16,876,570
2017 Q2	25,716	662,155	17,552,984
2017 Q1	26,031	669,422	17,518,623
2016 Q4	25,856	681,082	17,837,156

**Consumer Demand & Market Supply Assessment**

Site: City of Murrieta  
Address: City of Murrieta, Riverside County, California  
Date Report Created: 5/15/2019

**Demographics**

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

	Murrieta	Riverside County	California
Population	115,231	2,438,093	39,385,143
5-Year Population estimate	129,264	2,687,793	41,189,636
Population Households	114,797	2,403,044	38,583,074
Group Quarters Population	434	35,049	802,069
Households	36,876	763,390	13,335,351
5-Year Households estimate	41,425	841,199	13,952,268
WorkPlace Establishments	2,277	41,925	1,016,839
Workplace Employees	25,226	653,704	17,125,838
Median Household Income	\$81,178	\$62,525	\$69,549

**By Establishments**

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Direct Selling Establishments	\$10,058,332	\$1,687,295	(\$8,371,037)	-83%	\$212,454,615	\$90,908,251	(\$121,546,364)	-57%	\$3,527,109,103	\$2,905,107,059	(\$622,002,044)	-18%
Shoe Stores	\$12,511,180	\$3,714,128	(\$8,797,051)	-70%	\$253,707,866	\$295,967,729	\$42,259,863	17%	\$4,332,445,485	\$4,591,329,670	\$258,884,185	6%
Beer/Wine/Liquor Stores	\$17,407,402	\$5,363,229	(\$12,044,173)	-69%	\$360,289,756	\$275,816,139	(\$84,473,617)	-23%	\$6,077,651,012	\$6,463,833,201	\$386,182,189	6%
Automotive Dealers	\$379,371,333	\$144,608,890	(\$234,762,442)	-62%	\$7,727,365,057	\$8,050,213,370	\$322,848,313	4%	\$131,524,014,128	\$135,988,278,312	\$4,464,264,184	3%
Department Stores	\$48,971,732	\$19,307,017	(\$29,664,715)	-61%	\$1,017,842,187	\$1,179,999,490	\$162,157,303	16%	\$17,093,409,626	\$21,711,201,622	\$4,617,791,996	27%
Specialty Food Stores	\$12,050,532	\$5,001,103	(\$7,049,429)	-58%	\$253,180,021	\$130,619,687	(\$122,560,334)	-48%	\$4,271,523,294	\$4,100,145,794	(\$171,377,500)	-4%
Electronic Shopping/Mail Order Houses	\$275,858,778	\$120,115,754	(\$155,743,024)	-56%	\$5,812,066,275	\$2,553,384,357	(\$3,258,681,918)	-56%	\$100,877,515,567	\$82,289,386,374	(\$18,588,129,193)	-18%
Clothing Stores	\$91,192,410	\$44,408,663	(\$46,783,747)	-51%	\$1,878,960,335	\$1,719,229,131	(\$159,731,204)	-9%	\$31,668,843,473	\$32,627,901,680	\$959,058,207	3%
Florists/Misc. Store Retailers	\$2,789,968	\$1,493,036	(\$1,296,932)	-46%	\$58,325,596	\$36,954,082	(\$21,371,514)	-37%	\$973,550,960	\$1,051,549,438	\$77,998,478	8%
Jewelry/Luggage/Leather Goods	\$12,639,190	\$6,938,960	(\$5,700,230)	-45%	\$261,867,484	\$351,558,947	\$89,691,463	34%	\$4,356,585,517	\$4,504,197,113	\$147,611,596	3%
Grocery Stores	\$204,327,450	\$134,575,850	(\$69,751,600)	-34%	\$4,288,924,305	\$4,173,002,143	(\$115,922,162)	-3%	\$72,229,362,812	\$70,991,449,893	(\$1,237,912,919)	-2%
Special Food Services	\$18,648,520	\$12,327,735	(\$6,320,786)	-34%	\$394,703,296	\$378,071,851	(\$16,631,445)	-4%	\$7,747,279,601	\$8,328,307,553	\$581,027,952	7%
Health/Personal Care Stores	\$110,781,464	\$75,617,452	(\$35,164,012)	-32%	\$2,337,260,102	\$2,047,830,994	(\$289,429,108)	-12%	\$38,515,254,549	\$41,548,025,889	\$3,032,771,340	8%
Limited-Service Eating Places	\$89,398,041	\$62,353,935	(\$27,044,105)	-30%	\$1,891,365,609	\$2,030,504,517	\$139,138,908	7%	\$37,081,748,567	\$40,097,180,007	\$3,015,431,440	8%
Other Misc. Store Retailers	\$28,684,512	\$21,639,188	(\$7,045,325)	-25%	\$594,517,059	\$604,137,003	\$9,619,944	2%	\$10,109,961,052	\$10,815,844,624	\$705,883,572	7%
Office Supplies/Stationary/Gift	\$10,004,317	\$7,774,857	(\$2,229,461)	-22%	\$209,508,120	\$187,041,333	(\$22,466,787)	-11%	\$3,646,110,562	\$3,812,604,390	\$166,493,828	5%
Electronics/Appliance	\$32,441,535	\$25,376,496	(\$7,065,039)	-22%	\$691,677,894	\$571,287,674	(\$120,390,220)	-17%	\$13,021,377,704	\$12,478,673,403	(\$542,704,301)	-4%
Bar/Drinking Places (Alcoholic Beverages)	\$4,870,508	\$3,847,209	(\$1,023,299)	-21%	\$110,235,553	\$96,597,064	(\$13,638,489)	-12%	\$2,517,224,715	\$2,745,211,226	\$227,986,511	9%
Other General Merchandise Stores	\$211,228,925	\$174,396,326	(\$36,832,599)	-17%	\$4,425,808,408	\$4,895,619,947	\$469,811,539	11%	\$74,586,530,546	\$85,716,937,581	\$11,130,407,035	15%
Full-Service Restaurants	\$85,650,655	\$71,313,750	(\$14,336,906)	-17%	\$1,857,975,966	\$2,326,572,160	\$468,596,194	25%	\$38,722,028,966	\$41,429,801,984	\$2,707,773,018	7%
Gasoline Stations	\$151,683,992	\$126,406,477	(\$25,277,515)	-17%	\$3,153,064,278	\$4,482,596,786	\$1,329,532,508	42%	\$53,565,091,417	\$76,525,062,339	\$22,959,970,922	43%
Sporting Goods/Hobby/Musical Instrument	\$22,439,378	\$19,503,092	(\$2,936,285)	-13%	\$462,286,600	\$345,874,499	(\$116,412,101)	-25%	\$7,754,380,414	\$8,112,018,362	\$357,637,948	5%
Book/Periodical/Music Stores	\$6,369,264	\$5,622,410	(\$746,854)	-12%	\$132,814,312	\$108,614,655	(\$24,199,657)	-18%	\$2,240,435,441	\$2,385,281,902	\$144,846,461	6%
Automotive Parts/Accessories/Tire	\$32,220,796	\$30,273,014	(\$1,947,782)	-6%	\$677,364,475	\$775,777,263	\$98,412,788	15%	\$11,161,877,910	\$11,867,855,126	\$705,977,216	6%
Used Merchandise Stores	\$6,799,173	\$6,596,708	(\$202,465)	-3%	\$141,176,801	\$136,938,492	(\$4,238,309)	-3%	\$2,373,033,904	\$2,260,240,410	(\$112,793,494)	-5%
Furniture Stores	\$22,232,212	\$22,118,764	(\$113,449)	-1%	\$454,597,526	\$326,986,963	(\$127,610,563)	-28%	\$7,711,286,668	\$7,547,635,964	(\$163,650,704)	-2%
Home Furnishing Stores	\$20,549,481	\$22,303,790	\$1,754,310	9%	\$428,007,372	\$486,707,461	\$58,700,089	14%	\$7,133,105,993	\$7,564,900,479	\$431,794,486	6%
Other Motor Vehicle Dealers	\$23,642,683	\$25,949,755	\$2,307,072	10%	\$483,101,083	\$673,139,605	\$190,038,522	39%	\$8,234,326,487	\$8,784,805,922	\$550,479,435	7%
Building Material/Supplies Dealers	\$114,516,050	\$140,839,493	\$26,323,444	23%	\$2,395,015,200	\$2,677,356,846	\$282,341,646	12%	\$39,576,088,752	\$46,342,754,031	\$6,766,665,279	17%
Lawn/Garden Equipment/Supplies Stores	\$13,230,598	\$25,566,038	\$12,335,440	93%	\$276,271,129	\$489,383,968	\$213,112,839	77%	\$4,614,891,265	\$5,185,458,216	\$570,566,951	12%
Vending Machine Operators (Non-Store)	\$12,252,612	\$28,244,923	\$15,992,311	131%	\$257,546,108	\$284,392,316	\$26,846,208	10%	\$4,404,241,918	\$4,365,743,179	(\$38,498,739)	-1%
<b>Consumer Demand/Market Supply Index</b>	<b>\$2,084,823,021</b>	<b>\$1,395,285,335</b>	<b>149</b>		<b>\$43,499,280,388</b>	<b>\$42,783,084,723</b>	<b>102</b>		<b>\$751,648,287,408</b>	<b>\$795,138,722,743</b>	<b>95</b>	

**Consumer Demand & Market Supply Assessment**

Site: City of Murrieta  
Address: City of Murrieta, Riverside County, California  
Date Report Created: 5/15/2019

By Major Product Lines	Murrieta				Riverside County				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Footwear, including Accessories	\$30,917,993	\$11,253,991	(\$19,664,002)	-64%	\$626,205,295	\$515,361,346	(\$110,843,949)	-18%	\$10,706,115,436	\$10,217,460,591	(\$488,654,845)	-5%
Autos/Cars/Vans/Trucks/Motorcycles	\$334,887,687	\$136,423,228	(\$198,464,459)	-59%	\$6,804,311,501	\$7,189,590,267	\$385,278,766	6%	\$115,855,814,428	\$120,130,246,188	\$4,274,431,760	4%
Womens/Juniors/Misses Wear	\$78,882,530	\$35,406,896	(\$43,475,634)	-55%	\$1,635,079,446	\$1,278,968,417	(\$356,111,029)	-22%	\$27,489,496,945	\$27,613,045,748	\$123,548,803	0%
Mens Wear	\$30,871,156	\$15,842,891	(\$15,028,266)	-49%	\$627,639,198	\$551,878,639	(\$75,760,559)	-12%	\$10,640,111,347	\$12,024,563,688	\$1,384,452,341	13%
Pets/Pet Foods/Pet Supplies	\$18,983,592	\$9,929,236	(\$9,054,356)	-48%	\$383,325,063	\$272,227,223	(\$111,097,840)	-29%	\$6,675,636,373	\$4,892,283,008	(\$1,783,353,365)	-27%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$247,800,032	\$134,955,254	(\$112,844,778)	-46%	\$5,233,615,911	\$3,672,948,466	(\$1,560,667,445)	-30%	\$85,923,015,094	\$77,779,311,460	(\$8,143,703,634)	-9%
Childrens Wear/Infants/Toddlers Clothing	\$12,899,033	\$7,345,253	(\$5,553,780)	-43%	\$262,101,520	\$272,316,942	\$10,215,422	4%	\$4,470,454,198	\$5,866,898,683	\$1,396,444,485	31%
Automotive Tires/Tubes/Batteries/Parts	\$64,396,945	\$38,277,300	(\$26,119,645)	-41%	\$1,356,627,842	\$1,183,309,719	(\$173,318,123)	-13%	\$22,267,128,761	\$20,811,188,095	(\$1,455,940,666)	-7%
Packaged Liquor/Wine/Beer	\$38,519,287	\$23,027,627	(\$15,491,660)	-40%	\$792,343,477	\$787,560,087	(\$4,783,390)	-1%	\$13,299,756,649	\$14,077,738,340	\$777,981,691	6%
Furniture/Sleep/Outdoor/Patio Furniture	\$57,411,376	\$34,445,017	(\$22,966,359)	-40%	\$1,173,096,368	\$656,010,133	(\$517,086,235)	-44%	\$19,900,010,066	\$16,554,680,372	(\$3,345,329,694)	-17%
Retailer Services	\$63,778,318	\$39,095,121	(\$24,683,197)	-39%	\$1,298,247,650	\$1,417,583,838	\$119,336,188	9%	\$22,586,493,753	\$24,317,804,346	\$1,731,310,593	8%
Jewelry (including Watches)	\$19,070,694	\$12,019,296	(\$7,051,397)	-37%	\$395,327,682	\$492,730,379	\$97,402,697	25%	\$6,554,902,822	\$7,338,758,668	\$783,855,846	12%
Small Electric Appliances	\$4,441,419	\$3,060,329	(\$1,381,089)	-31%	\$92,184,365	\$81,962,111	(\$10,222,254)	-11%	\$1,552,770,909	\$1,849,270,194	\$296,499,285	19%
Groceries/Other Food Items (Off Premises)	\$319,520,495	\$222,421,637	(\$97,098,858)	-30%	\$6,712,670,298	\$6,204,703,124	(\$507,967,174)	-8%	\$112,846,800,009	\$110,604,387,672	(\$2,242,412,337)	-2%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$3,895,998	\$2,745,887	(\$1,150,111)	-30%	\$83,993,802	\$106,112,613	\$22,118,811	26%	\$1,355,379,034	\$2,045,135,926	\$689,756,892	51%
Kitchenware/Home Furnishings	\$25,244,266	\$18,063,911	(\$7,180,355)	-28%	\$525,518,171	\$451,260,122	(\$74,258,049)	-14%	\$8,749,736,423	\$9,435,998,271	\$686,261,848	8%
All Other Merchandise	\$81,351,801	\$59,176,948	(\$22,174,853)	-27%	\$1,692,709,304	\$1,485,898,848	(\$206,810,456)	-12%	\$28,419,481,978	\$29,329,269,087	\$909,787,109	3%
Meats/Nonalcoholic Beverages	\$172,467,376	\$131,211,407	(\$41,255,969)	-24%	\$3,644,930,129	\$4,158,065,311	\$513,135,182	14%	\$71,345,528,677	\$80,479,358,090	\$9,133,829,413	13%
Audio Equipment/Musical Instruments	\$12,015,325	\$9,853,842	(\$2,161,483)	-18%	\$250,441,119	\$230,313,621	(\$20,127,498)	-8%	\$4,164,230,075	\$4,620,069,971	\$455,839,896	11%
Computer Hardware/Software/Supplies	\$33,690,318	\$27,660,575	(\$6,029,743)	-18%	\$789,790,952	\$609,041,468	(\$180,749,484)	-23%	\$18,848,236,245	\$15,481,932,386	(\$3,366,303,859)	-18%
Alcoholic Drinks Served at the Establishment	\$35,347,384	\$29,034,487	(\$6,312,897)	-18%	\$806,288,065	\$921,078,537	\$114,790,472	14%	\$18,718,338,233	\$16,113,196,512	(\$2,605,141,721)	-14%
Toys/Hobby Goods/Games	\$10,586,800	\$8,715,929	(\$1,870,872)	-18%	\$220,451,993	\$223,505,450	\$3,053,457	1%	\$3,648,690,523	\$4,942,168,432	\$1,293,477,909	35%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$9,390,326	\$7,758,284	(\$1,632,042)	-17%	\$191,701,643	\$201,734,868	\$10,033,225	5%	\$3,303,412,647	\$4,373,580,665	\$1,070,168,018	32%
Automotive Fuels	\$139,975,985	\$118,929,721	(\$21,046,264)	-15%	\$2,898,068,658	\$4,120,164,539	\$1,222,095,881	42%	\$49,260,845,977	\$72,873,338,128	\$23,612,492,151	48%
Cigars/Cigarettes/Tobacco/Accessories	\$22,843,782	\$19,465,943	(\$3,377,839)	-15%	\$497,087,699	\$604,092,527	\$107,004,828	22%	\$8,305,252,245	\$10,288,435,002	\$1,983,182,757	24%
Books/Periodicals	\$8,692,029	\$7,446,360	(\$1,245,668)	-14%	\$180,794,571	\$160,025,522	(\$20,769,049)	-11%	\$3,019,977,458	\$3,233,696,547	\$213,719,089	7%
Paper/Related Products	\$8,567,107	\$7,373,903	(\$1,193,204)	-14%	\$182,149,803	\$219,802,155	\$37,652,352	21%	\$3,049,548,456	\$4,136,874,815	\$1,087,326,359	36%
Soaps/Detergents/Household Cleaners	\$9,848,820	\$8,583,055	(\$1,265,765)	-13%	\$205,768,613	\$241,958,405	\$36,189,792	18%	\$3,488,716,416	\$4,549,413,588	\$1,060,697,172	30%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$18,743,359	\$16,574,603	(\$2,168,755)	-12%	\$385,314,134	\$357,955,638	(\$27,358,496)	-7%	\$6,436,080,498	\$8,028,901,909	\$1,592,821,411	25%
Optical Goods (incl Eyeglasses, Sunglasses)	\$4,572,362	\$4,060,674	(\$511,688)	-11%	\$95,474,156	\$112,575,312	\$17,101,156	18%	\$1,629,525,910	\$2,213,459,475	\$583,933,565	36%
Televisions/VCR/Video Cameras/DVD etc	\$13,659,989	\$14,720,164	\$1,060,175	8%	\$283,418,463	\$379,342,219	\$95,923,756	34%	\$4,733,901,685	\$6,893,680,087	\$2,159,778,402	46%
Floor/Floor Coverings	\$16,341,807	\$17,802,898	\$1,461,090	9%	\$345,744,831	\$366,721,872	\$20,977,041	6%	\$5,637,958,782	\$6,280,622,361	\$642,663,579	11%
Photographic Equipment/Supplies	\$2,345,523	\$2,640,018	\$294,495	13%	\$48,019,655	\$66,075,547	\$18,055,892	38%	\$796,616,242	\$1,158,815,543	\$362,199,301	45%
Hardware/Tools/Plumbing/Electrical Supplies	\$31,867,092	\$37,074,430	\$5,207,338	16%	\$672,511,614	\$730,887,270	\$58,375,656	9%	\$11,053,452,985	\$13,405,627,339	\$2,352,174,354	21%
Sewing/Knitting Materials/Supplies	\$892,967	\$1,039,597	\$146,630	16%	\$18,113,968	\$22,069,824	\$3,955,856	22%	\$310,053,177	\$438,862,705	\$128,809,528	42%
Lawn/Garden/Farm Equipment/Supplies	\$33,616,674	\$40,728,773	\$7,112,100	21%	\$704,521,539	\$829,552,189	\$125,030,650	18%	\$11,716,886,619	\$12,664,750,777	\$947,864,158	8%
Major Household Appliances	\$7,847,699	\$9,762,040	\$1,914,341	24%	\$157,732,537	\$212,552,401	\$54,819,864	35%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Automotive Lubricants (incl Oil, Greases)	\$7,847,699	\$9,762,040	\$1,914,341	24%	\$157,732,537	\$212,552,401	\$54,819,864	35%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Paints/Sundries/Wallpaper/Wall Coverings	\$8,454,169	\$10,544,326	\$2,090,158	25%	\$176,799,594	\$202,402,431	\$25,602,837	14%	\$2,894,475,511	\$3,557,115,548	\$662,640,037	23%
Dimensional Lumber/Other Building Materials	\$46,557,134	\$58,143,411	\$11,586,277	25%	\$972,303,381	\$1,107,219,174	\$134,915,793	14%	\$15,978,930,586	\$19,445,954,246	\$3,467,023,660	22%

## Consumer Demand & Market Supply Assessment

**Site:** City of Murrieta  
**Address:** City of Murrieta, Riverside County, California  
**Date Report Created:** 5/15/2019

Murrieta

Riverside County

California

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.

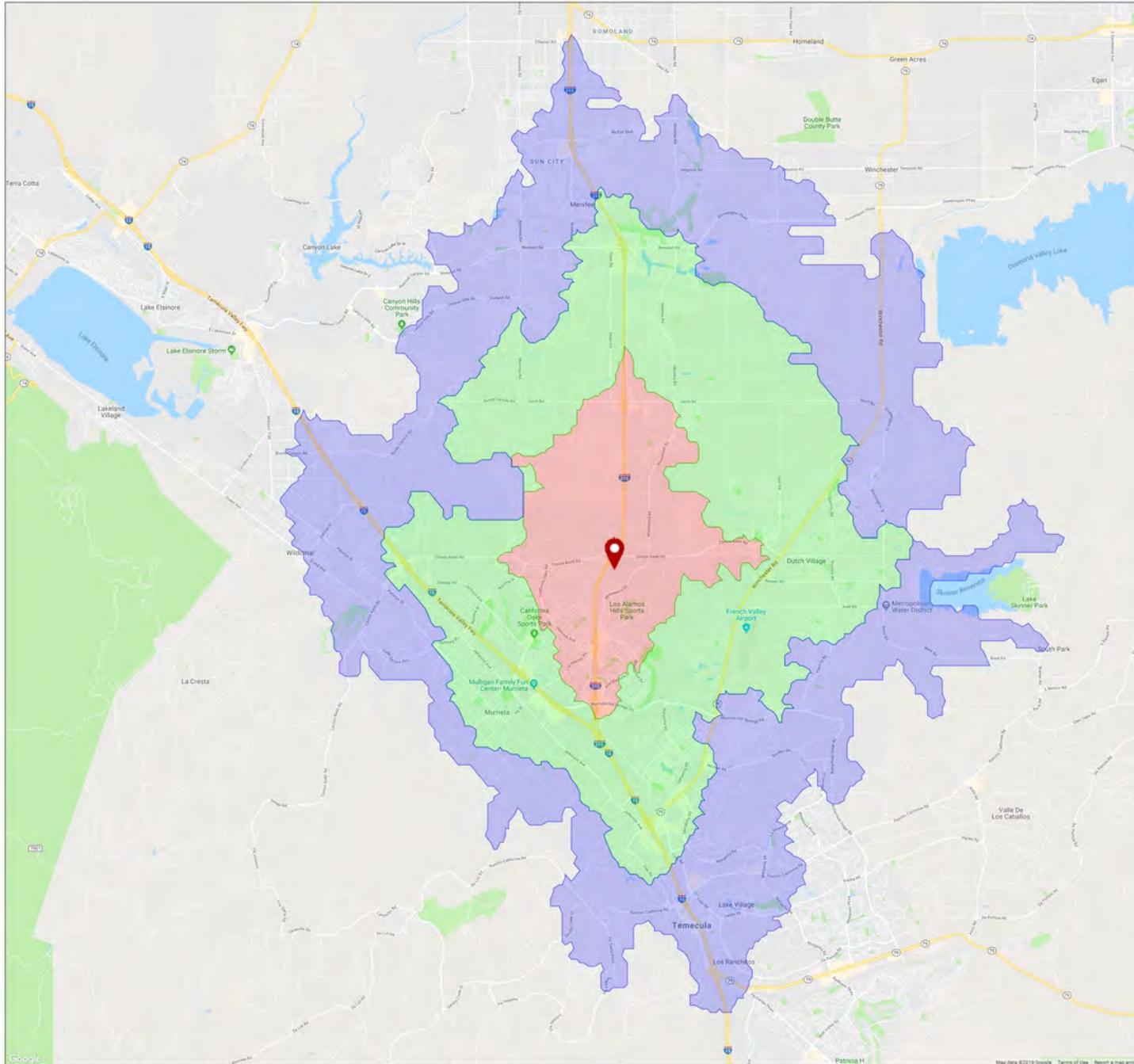
Consumer Demand/Market Supply Index:

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

# I-215 and Clinton Keith Rd



**INSIGHT**  
MARKET ANALYTICS  
Hdl ECON Solutions

Drive Times: 5 Mins, 10 Mins, 15 Mins

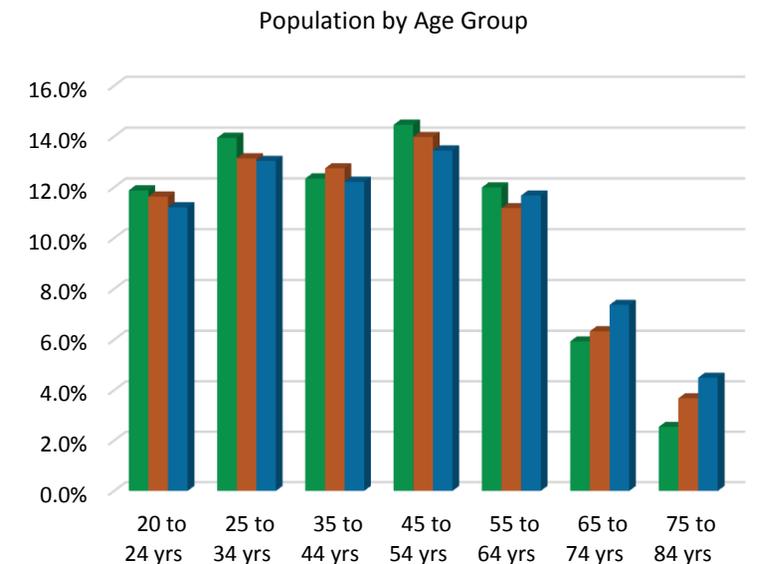
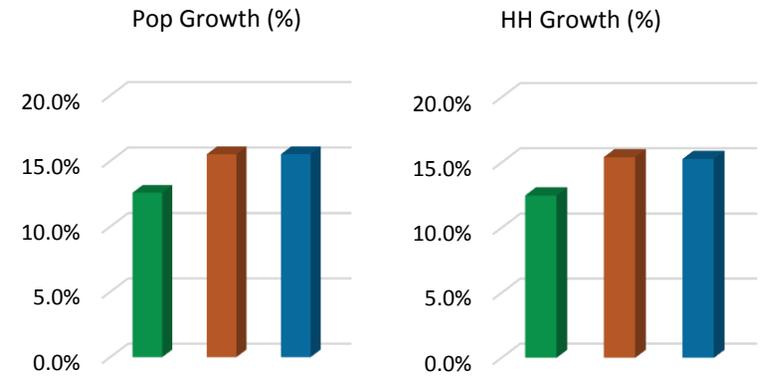
Scale In Miles:



# Consumer Demographic Profile

**Site:** I-215 and Clinton Keith Rd  
**Address:** I-215 and Clinton Keith Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	44,337	---	185,759	---	318,346	---
5 Year Projected Pop	49,919	---	214,587	---	367,769	---
Pop Growth (%)	12.6%	---	15.5%	---	15.5%	---
Households	13,526	---	57,878	---	102,392	---
5 Year Projected HHs	15,214	---	66,799	---	118,028	---
HH Growth (%)	12.5%	---	15.4%	---	15.3%	---
<b>Census Stats</b>						
2000 Population	21,051	---	64,007	---	131,085	---
2010 Population	38,712	---	153,322	---	262,249	---
Pop Growth (%)	83.9%	---	139.5%	---	100.1%	---
2000 Households	6,651	---	20,998	---	45,314	---
2010 Households	11,812	---	47,771	---	84,669	---
HH Growth (%)	77.6%	---	127.5%	---	86.8%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	35.8		36.6		37.8	
19 yrs & under	11,505	25.9%	48,011	25.8%	78,845	24.8%
20 to 24 yrs	5,268	11.9%	21,616	11.6%	35,696	11.2%
25 to 34 yrs	6,185	13.9%	24,411	13.1%	41,510	13.0%
35 to 44 yrs	5,475	12.3%	23,681	12.7%	38,898	12.2%
45 to 54 yrs	6,413	14.5%	25,977	14.0%	42,821	13.5%
55 to 64 yrs	5,318	12.0%	20,769	11.2%	37,174	11.7%
65 to 74 yrs	2,630	5.9%	11,761	6.3%	23,463	7.4%
75 to 84 yrs	1,127	2.5%	6,834	3.7%	14,320	4.5%
85 + yrs	414	0.9%	2,698	1.5%	5,618	1.8%
<b>Population Bases</b>						
20-34 yrs	11,452	25.8%	46,027	24.8%	77,206	24.3%
45-64 yrs	11,732	26.5%	46,747	25.2%	79,995	25.1%
16 yrs +	34,257	77.3%	143,497	77.2%	248,864	78.2%
25 yrs +	27,564	62.2%	116,133	62.5%	203,805	64.0%
65 yrs +	4,172	9.4%	21,293	11.5%	43,402	13.6%
75 yrs +	1,542	3.5%	9,532	5.1%	19,939	6.3%
85 yrs +	414	0.9%	2,698	1.5%	5,618	1.8%



# Consumer Demographic Profile

**Site:** I-215 and Clinton Keith Rd  
**Address:** I-215 and Clinton Keith Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

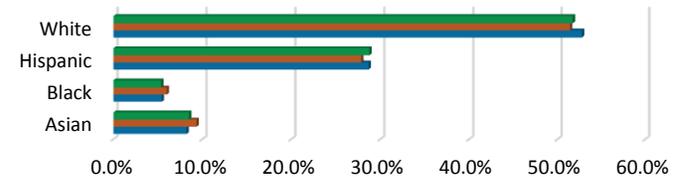
# INSIGHT

## MARKET ANALYTICS

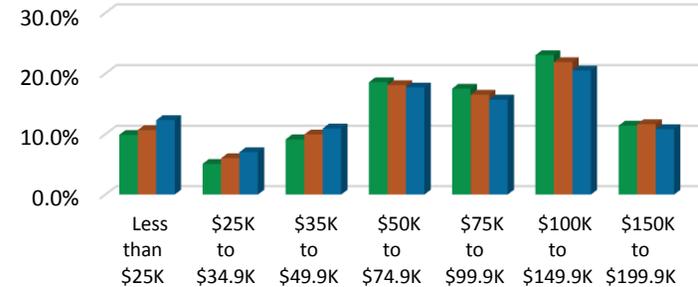
Hdl<sup>®</sup> ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	22,941	51.7%	95,514	51.4%	168,036	52.8%
Hispanic	12,761	28.8%	51,774	27.9%	91,339	28.7%
Black	2,385	5.4%	11,128	6.0%	17,312	5.4%
Asian	3,774	8.5%	17,370	9.4%	26,196	8.2%
<b>Ancestry</b>						
American Indian (ancestry)	199	0.4%	804	0.4%	1,486	0.5%
Hawaiian (ancestry)	217	0.5%	776	0.4%	1,250	0.4%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$31,315	---	\$30,391	---	\$30,191	---
<b>Average HH Income</b>	\$102,647	---	\$97,540	---	\$93,868	---
<b>Median HH Income</b>	\$84,220	---	\$82,053	---	\$77,763	---
Less than \$25K	1,337	9.9%	6,175	10.7%	12,616	12.3%
\$25K to \$34.9K	685	5.1%	3,477	6.0%	7,191	7.0%
\$35K to \$49.9K	1,236	9.1%	5,752	9.9%	11,196	10.9%
\$50K to \$74.9K	2,514	18.6%	10,479	18.1%	18,133	17.7%
\$75K to \$99.9K	2,371	17.5%	9,563	16.5%	16,100	15.7%
\$100K to \$149.9K	3,115	23.0%	12,675	21.9%	21,021	20.5%
\$150K to \$199.9K	1,543	11.4%	6,741	11.6%	11,095	10.8%
\$200K +	724	5.4%	3,017	5.2%	5,041	4.9%
<b>Education</b>						
Less than 9th Grade	748	2.7%	3,974	3.4%	8,030	3.9%
Some HS, No Diploma	1,341	4.9%	6,248	5.4%	11,835	5.8%
HS Grad (or Equivalent)	5,327	19.3%	25,867	22.3%	48,249	23.7%
Some College, No Degree	8,981	32.6%	35,635	30.7%	61,421	30.1%
Associate Degree	2,768	10.0%	11,401	9.8%	19,924	9.8%
Bachelor Degree	5,723	20.8%	22,519	19.4%	36,364	17.8%
Graduates Degree	2,029	7.4%	8,019	6.9%	13,522	6.6%

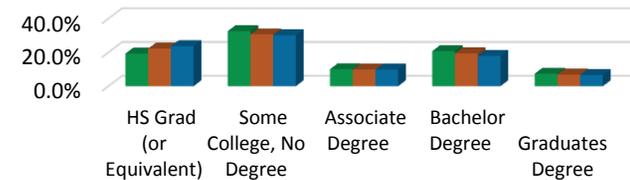
Ethnic Breakdown



Household Income Levels - %



Education



## Consumer Demographic Profile

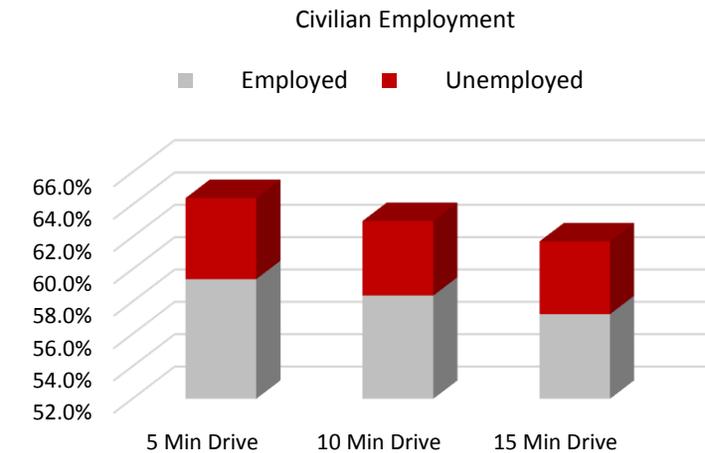
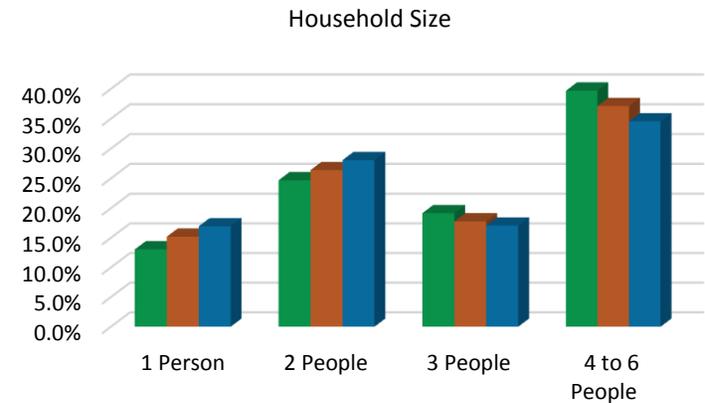
**Site:** I-215 and Clinton Keith Rd  
**Address:** I-215 and Clinton Keith Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

# INSIGHT

## MARKET ANALYTICS

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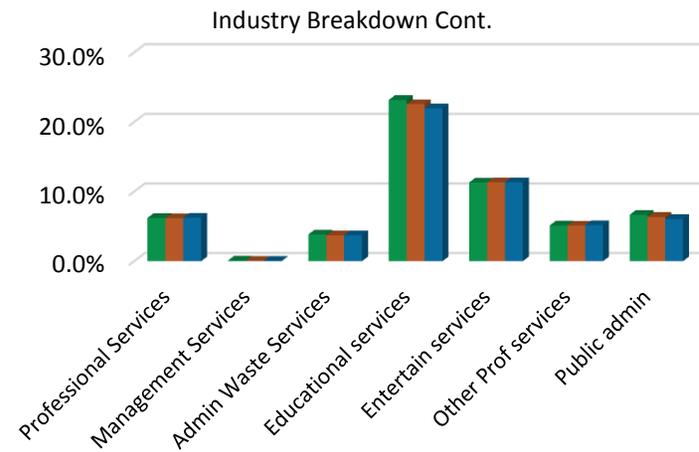
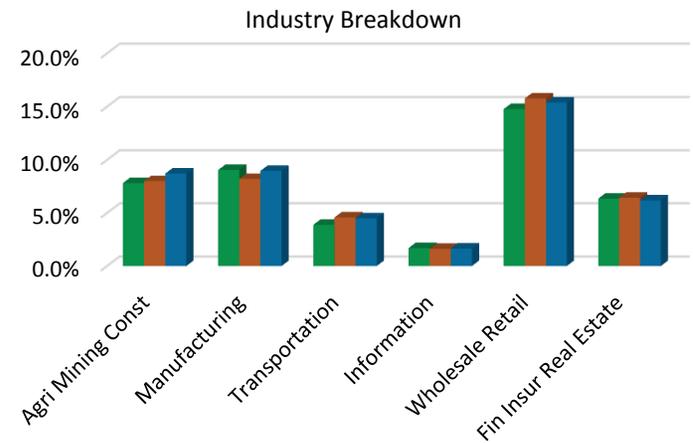
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	11,019		46,491		80,446	
Single - Male	321	2.9%	1,220	2.6%	2,357	2.9%
Single - Female	618	5.6%	2,992	6.4%	5,462	6.8%
Single Parent - Male	311	2.8%	1,991	4.3%	3,034	3.8%
Single Parent - Female	1,294	11.7%	4,834	10.4%	7,654	9.5%
Married w/ Children	4,690	42.6%	18,338	39.4%	30,361	37.7%
Married w/out Children	3,785	34.3%	17,117	36.8%	31,577	39.3%
<b>Household Size</b>						
1 Person	1,765	13.0%	8,798	15.2%	17,363	17.0%
2 People	3,340	24.7%	15,277	26.4%	28,737	28.1%
3 People	2,593	19.2%	10,290	17.8%	17,482	17.1%
4 to 6 People	5,370	39.7%	21,489	37.1%	35,393	34.6%
7+ People	458	3.4%	2,024	3.5%	3,417	3.3%
<b>Home Ownership</b>	13,526		57,878		102,392	
Owners	9,377	69.3%	40,890	70.6%	72,083	70.4%
Renters	4,149	30.7%	16,988	29.4%	30,309	29.6%
<b>Components of Change</b>						
Births	584	1.3%	2,362	1.3%	3,936	1.2%
Deaths	231	0.5%	1,175	0.6%	2,324	0.7%
Migration	259	0.6%	3,267	1.8%	5,111	1.6%
<b>Employment (Pop 16+)</b>	34,257		143,497		248,864	
Armed Services	345	1.0%	1,637	1.1%	2,694	1.1%
Civilian	22,063	64.4%	90,389	63.0%	153,625	61.7%
Employed	20,348	59.4%	83,772	58.4%	142,425	57.2%
Unemployed	1,716	5.0%	6,618	4.6%	11,200	4.5%
Not in Labor Force	11,848	34.6%	51,471	35.9%	92,545	37.2%
<b>Employed Population</b>	20,348		83,772		142,425	
White Collar	13,032	64.0%	53,852	64.3%	90,466	63.5%
Blue Collar	7,316	36.0%	29,920	35.7%	51,959	36.5%



# Consumer Demographic Profile

**Site:** I-215 and Clinton Keith Rd  
**Address:** I-215 and Clinton Keith Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	20,348		83,772		142,425	
White Collar	13,032	64.0%	53,852	64.3%	90,466	63.5%
Managerial executive	3,201	15.7%	12,806	15.3%	21,919	15.4%
Prof specialty	4,750	23.3%	18,527	22.1%	30,498	21.4%
Healthcare support	322	1.6%	1,499	1.8%	2,515	1.8%
Sales	2,426	11.9%	10,954	13.1%	18,191	12.8%
Office Admin	2,333	11.5%	10,065	12.0%	17,343	12.2%
Blue Collar	7,316	36.0%	29,920	35.7%	51,959	36.5%
Protective	741	3.6%	3,084	3.7%	4,986	3.5%
Food Prep Serving	1,250	6.1%	5,177	6.2%	8,918	6.3%
Bldg Maint/Cleaning	477	2.3%	2,121	2.5%	4,162	2.9%
Personal Care	1,327	6.5%	5,190	6.2%	8,137	5.7%
Farming/Fishing/Forestry	66	0.3%	146	0.2%	273	0.2%
Construction	1,612	7.9%	7,007	8.4%	12,542	8.8%
Production Transp	1,843	9.1%	7,194	8.6%	12,942	9.1%
<b>Employment By Industry</b>	20,348		83,772		142,425	
Agri Mining Const	1,592	7.8%	6,707	8.0%	12,410	8.7%
Manufacturing	1,841	9.0%	6,878	8.2%	12,765	9.0%
Transportation	790	3.9%	3,831	4.6%	6,402	4.5%
Information	343	1.7%	1,363	1.6%	2,352	1.7%
Wholesale Retail	3,005	14.8%	13,213	15.8%	21,918	15.4%
Fin Insur Real Estate	1,292	6.3%	5,393	6.4%	8,810	6.2%
Professional Services	1,268	6.2%	5,184	6.2%	8,913	6.3%
Management Services	18	0.1%	59	0.1%	71	0.0%
Admin Waste Services	782	3.8%	3,111	3.7%	5,331	3.7%
Educational services	4,716	23.2%	18,905	22.6%	31,285	22.0%
Entertain services	2,301	11.3%	9,498	11.3%	16,153	11.3%
Other Prof services	1,044	5.1%	4,288	5.1%	7,376	5.2%
Public admin	1,356	6.7%	5,341	6.4%	8,638	6.1%



# Household Segmentation Profile

Site: I-215 and Clinton Keith Rd  
 Address: I-215 and Clinton Keith Rd | Murrieta CA  
 Date: 5/15/2019



Hcl<sup>®</sup> ECOSolutions

Trade Area 1:

Trade Area 2:

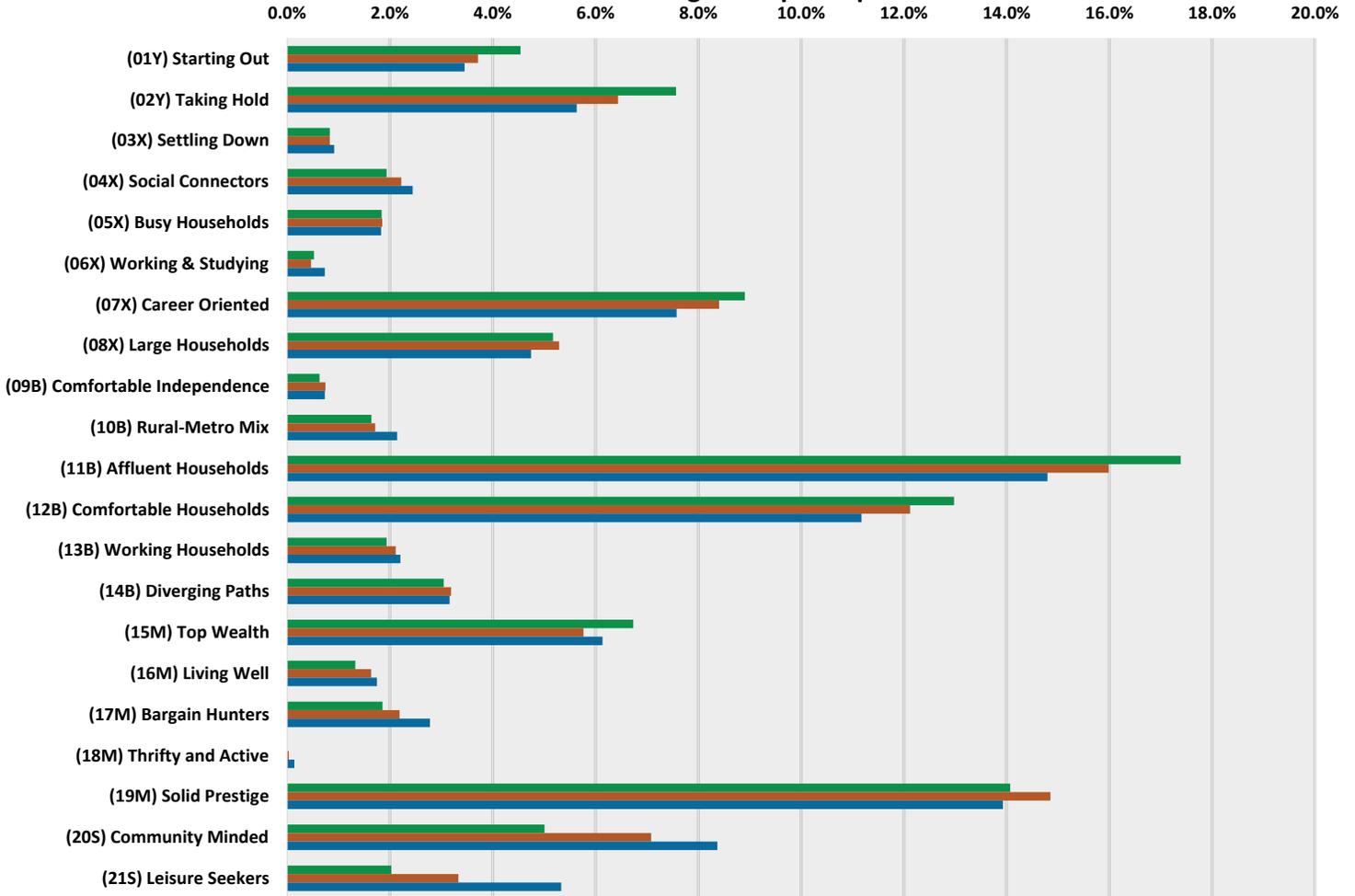
Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

## Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

Total Households

12,540

100%

53,974

100%

96,608

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	1,424	11.4%	5,953	11.0%	9,380	9.7%
2	17- Firmly Established	(12B) Comfortable Households	939	7.5%	3,842	7.1%	6,375	6.6%
3	08- Solid Surroundings	(19M) Solid Prestige	783	6.2%	3,145	5.8%	5,210	5.4%
4	13- Work & Play	(12B) Comfortable Households	689	5.5%	2,701	5.0%	4,420	4.6%
5	24- Career Building	(02Y) Taking Hold	633	5.0%	2,280	4.2%	3,522	3.6%
6	03- Corporate Connected	(15M) Top Wealth	614	4.9%	2,494	4.6%	4,253	4.4%
7	06- Casual Comfort	(07X) Career Oriented	598	4.8%	2,524	4.7%	4,097	4.2%
8	09- Busy Schedules	(19M) Solid Prestige	588	4.7%	3,116	5.8%	5,272	5.5%
9	36- Persistent & Productive	(20S) Community Minded	445	3.5%	2,533	4.7%	5,181	5.4%
10	07- Active Lifestyles	(11B) Affluent Households	434	3.5%	1,854	3.4%	2,977	3.1%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: I-215 and Clinton Keith Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		12,540	100%	53,974	100%	96,608	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>570</b>	<b>4.5%</b>	<b>2,005</b>	<b>3.7%</b>	<b>3,336</b>	<b>3.5%</b>
	<a href="#">39- Setting Goals</a>	59	0.5%	191	0.4%	382	0.4%
	<a href="#">45- Offices &amp; Entertainment</a>	100	0.8%	353	0.7%	594	0.6%
	<a href="#">57- Collegiate Crowd</a>	281	2.2%	1,047	1.9%	1,496	1.5%
	<a href="#">58- Outdoor Fervor</a>	0	0.0%	10	0.0%	113	0.1%
	<a href="#">67- First Steps</a>	130	1.0%	404	0.7%	751	0.8%
<b>(02Y) Taking Hold</b>		<b>949</b>	<b>7.6%</b>	<b>3,477</b>	<b>6.4%</b>	<b>5,442</b>	<b>5.6%</b>
	<a href="#">18- Climbing the Ladder</a>	85	0.7%	271	0.5%	443	0.5%
	<a href="#">21- Children First</a>	166	1.3%	615	1.1%	965	1.0%
	<a href="#">24- Career Building</a>	633	5.0%	2,280	4.2%	3,522	3.6%
	<a href="#">30- Out &amp; About</a>	66	0.5%	311	0.6%	513	0.5%
<b>(03X) Settling Down</b>		<b>104</b>	<b>0.8%</b>	<b>450</b>	<b>0.8%</b>	<b>887</b>	<b>0.9%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	13	0.0%	71	0.1%
	<a href="#">41- Rural Adventure</a>	31	0.2%	103	0.2%	205	0.2%
	<a href="#">46- Rural &amp; Active</a>	73	0.6%	334	0.6%	611	0.6%
<b>(04X) Social Connectors</b>		<b>243</b>	<b>1.9%</b>	<b>1,200</b>	<b>2.2%</b>	<b>2,361</b>	<b>2.4%</b>
	<a href="#">42- Creative Variety</a>	66	0.5%	318	0.6%	594	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	63	0.5%	325	0.6%	600	0.6%
	<a href="#">59- Mobile Mixers</a>	114	0.9%	557	1.0%	1,167	1.2%
<b>(05X) Busy Households</b>		<b>231</b>	<b>1.8%</b>	<b>999</b>	<b>1.9%</b>	<b>1,769</b>	<b>1.8%</b>
	<a href="#">37- Firm Foundations</a>	130	1.0%	651	1.2%	1,115	1.2%
	<a href="#">62- Movies &amp; Sports</a>	101	0.8%	349	0.6%	654	0.7%
<b>(06X) Working &amp; Studying</b>		<b>65</b>	<b>0.5%</b>	<b>252</b>	<b>0.5%</b>	<b>708</b>	<b>0.7%</b>
	<a href="#">61- City Life</a>	3	0.0%	6	0.0%	180	0.2%
	<a href="#">69- Productive Havens</a>	22	0.2%	93	0.2%	185	0.2%
	<a href="#">70- Favorably Frugal</a>	41	0.3%	153	0.3%	343	0.4%
<b>(07X) Career Oriented</b>		<b>1,117</b>	<b>8.9%</b>	<b>4,537</b>	<b>8.4%</b>	<b>7,322</b>	<b>7.6%</b>
	<a href="#">06- Casual Comfort</a>	598	4.8%	2,524	4.7%	4,097	4.2%
	<a href="#">10- Careers &amp; Travel</a>	121	1.0%	496	0.9%	771	0.8%
	<a href="#">20- Carving Out Time</a>	71	0.6%	266	0.5%	417	0.4%
	<a href="#">26- Getting Established</a>	328	2.6%	1,250	2.3%	2,037	2.1%
<b>(08X) Large Households</b>		<b>649</b>	<b>5.2%</b>	<b>2,857</b>	<b>5.3%</b>	<b>4,587</b>	<b>4.7%</b>
	<a href="#">11- Schools &amp; Shopping</a>	241	1.9%	967	1.8%	1,433	1.5%
	<a href="#">12- On the Go</a>	165	1.3%	751	1.4%	1,155	1.2%
	<a href="#">19- Country Comfort</a>	0	0.0%	60	0.1%	292	0.3%
	<a href="#">27- Tenured Proprietors</a>	243	1.9%	1,080	2.0%	1,707	1.8%
<b>(09B) Comfortable Independence</b>		<b>79</b>	<b>0.6%</b>	<b>402</b>	<b>0.7%</b>	<b>710</b>	<b>0.7%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	2	0.0%	2	0.0%
	<a href="#">35- Working &amp; Active</a>	45	0.4%	212	0.4%	384	0.4%
	<a href="#">56- Metro Active</a>	34	0.3%	189	0.3%	324	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>206</b>	<b>1.6%</b>	<b>926</b>	<b>1.7%</b>	<b>2,071</b>	<b>2.1%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	25	0.0%	146	0.2%
	<a href="#">53- Metro Strivers</a>	205	1.6%	891	1.7%	1,706	1.8%
	<a href="#">60- Rural &amp; Mobile</a>	1	0.0%	10	0.0%	218	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

Market: I-215 and Clinton Keith Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		12,540	100%	53,974	100%	96,608	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>2,181</b>	<b>17.4%</b>	<b>8,629</b>	<b>16.0%</b>	<b>14,294</b>	<b>14.8%</b>
	<a href="#">01- Summit Estates</a>	323	2.6%	822	1.5%	1,936	2.0%
	<a href="#">04- Top Professionals</a>	1,424	11.4%	5,953	11.0%	9,380	9.7%
	<a href="#">07- Active Lifestyles</a>	434	3.5%	1,854	3.4%	2,977	3.1%
<b>(12B) Comfortable Households</b>		<b>1,627</b>	<b>13.0%</b>	<b>6,543</b>	<b>12.1%</b>	<b>10,794</b>	<b>11.2%</b>
	<a href="#">13- Work &amp; Play</a>	689	5.5%	2,701	5.0%	4,420	4.6%
	<a href="#">17- Firmly Established</a>	939	7.5%	3,842	7.1%	6,375	6.6%
<b>(13B) Working Households</b>		<b>243</b>	<b>1.9%</b>	<b>1,142</b>	<b>2.1%</b>	<b>2,127</b>	<b>2.2%</b>
	<a href="#">38- Occupational Mix</a>	243	1.9%	1,129	2.1%	2,061	2.1%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	13	0.0%	66	0.1%
<b>(14B) Diverging Paths</b>		<b>382</b>	<b>3.0%</b>	<b>1,722</b>	<b>3.2%</b>	<b>3,057</b>	<b>3.2%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	15	0.0%	109	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	48	0.4%	195	0.4%	347	0.4%
	<a href="#">31- Mid-American</a>	49	0.4%	290	0.5%	526	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	0	0.0%	30	0.0%
	<a href="#">33- Urban Diversity</a>	285	2.3%	1,223	2.3%	2,046	2.1%
<b>(15M) Top Wealth</b>		<b>845</b>	<b>6.7%</b>	<b>3,113</b>	<b>5.8%</b>	<b>5,929</b>	<b>6.1%</b>
	<a href="#">02- Established Elite</a>	231	1.8%	619	1.1%	1,676	1.7%
	<a href="#">03- Corporate Connected</a>	614	4.9%	2,494	4.6%	4,253	4.4%
<b>(16M) Living Well</b>		<b>167</b>	<b>1.3%</b>	<b>883</b>	<b>1.6%</b>	<b>1,688</b>	<b>1.7%</b>
	<a href="#">14- Career Centered</a>	118	0.9%	626	1.2%	1,124	1.2%
	<a href="#">15- Country Ways</a>	0	0.0%	14	0.0%	68	0.1%
	<a href="#">23- Good Neighbors</a>	49	0.4%	243	0.4%	495	0.5%
<b>(17M) Bargain Hunters</b>		<b>233</b>	<b>1.9%</b>	<b>1,180</b>	<b>2.2%</b>	<b>2,689</b>	<b>2.8%</b>
	<a href="#">43- Work &amp; Causes</a>	43	0.3%	202	0.4%	415	0.4%
	<a href="#">44- Open Houses</a>	37	0.3%	225	0.4%	562	0.6%
	<a href="#">55- Community Life</a>	59	0.5%	301	0.6%	671	0.7%
	<a href="#">63- Staying Home</a>	87	0.7%	387	0.7%	867	0.9%
	<a href="#">68- Staying Healthy</a>	7	0.1%	64	0.1%	175	0.2%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>18</b>	<b>0.0%</b>	<b>138</b>	<b>0.1%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	3	0.0%	27	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	11	0.0%	81	0.1%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	4	0.0%	30	0.0%
<b>(19M) Solid Prestige</b>		<b>1,765</b>	<b>14.1%</b>	<b>8,017</b>	<b>14.9%</b>	<b>13,457</b>	<b>13.9%</b>
	<a href="#">05- Active &amp; Involved</a>	394	3.1%	1,756	3.3%	2,974	3.1%
	<a href="#">08- Solid Surroundings</a>	783	6.2%	3,145	5.8%	5,210	5.4%
	<a href="#">09- Busy Schedules</a>	588	4.7%	3,116	5.8%	5,272	5.5%
<b>(20S) Community Minded</b>		<b>629</b>	<b>5.0%</b>	<b>3,822</b>	<b>7.1%</b>	<b>8,090</b>	<b>8.4%</b>
	<a href="#">25- Clubs &amp; Causes</a>	74	0.6%	529	1.0%	1,225	1.3%
	<a href="#">28- Community Pillars</a>	110	0.9%	760	1.4%	1,684	1.7%
	<a href="#">36- Persistent &amp; Productive</a>	445	3.5%	2,533	4.7%	5,181	5.4%
<b>(21S) Leisure Seekers</b>		<b>255</b>	<b>2.0%</b>	<b>1,799</b>	<b>3.3%</b>	<b>5,152</b>	<b>5.3%</b>
	<a href="#">49- Home &amp; Garden</a>	55	0.4%	582	1.1%	1,483	1.5%
	<a href="#">51- Role Models</a>	41	0.3%	284	0.5%	798	0.8%
	<a href="#">64- Practical &amp; Careful</a>	47	0.4%	313	0.6%	871	0.9%
	<a href="#">65- Hobbies &amp; Shopping</a>	63	0.5%	271	0.5%	807	0.8%
	<a href="#">66- Helping Hands</a>	49	0.4%	350	0.6%	1,193	1.2%

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

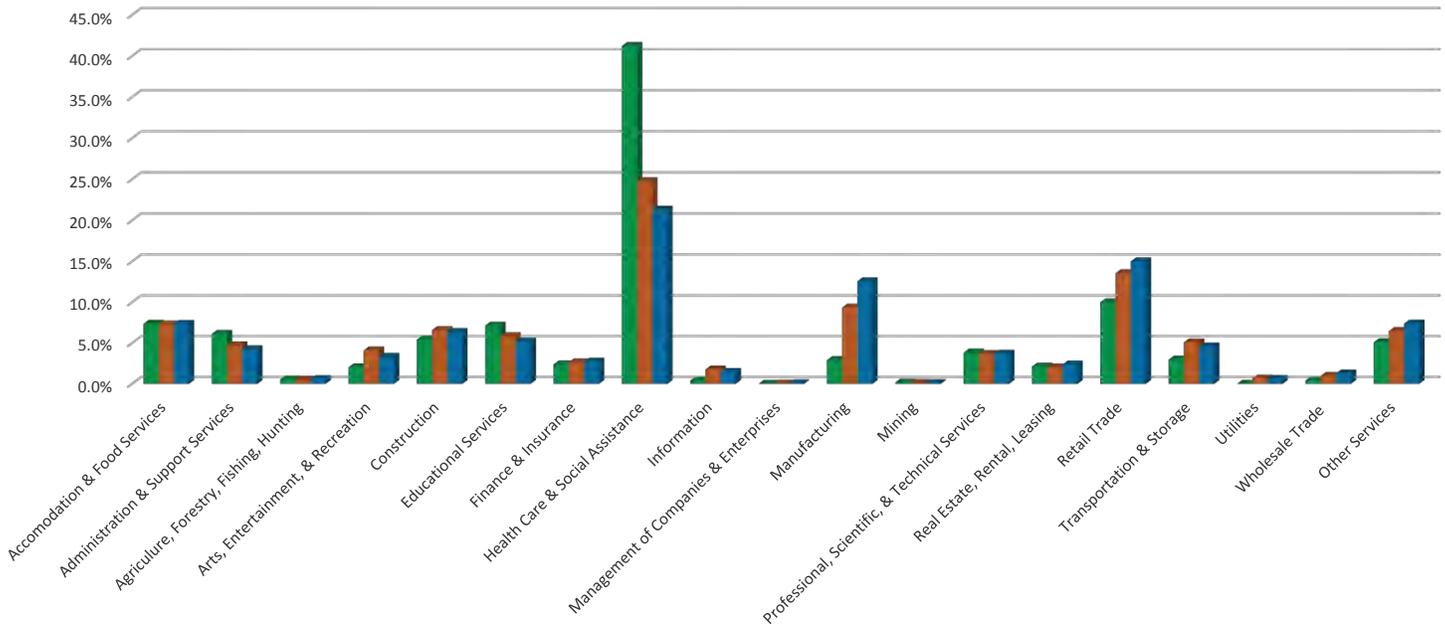
### Employment Profile

Site: I-215 and Clinton Keith Rd  
 Address: I-215 and Clinton Keith Rd | Murrieta CA  
 Date Report Created: 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	33,341		147,424		271,384	
Student Population	12,022		42,134		73,695	
Median Employee Salary	47,896		43,737		43,580	
Average Employee Salary	54,916		50,435		50,327	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	109	2.2%	1,402	4.0%	3,100	4.1%
15,000 to 30,000 CrYr	686	14.0%	5,933	17.0%	12,277	16.4%
30,000 to 45,000 CrYr	1,625	33.1%	11,727	33.6%	25,564	34.1%
45,000 to 60,000 CrYr	950	19.3%	6,820	19.5%	14,663	19.6%
60,000 to 75,000 CrYr	394	8.0%	2,668	7.6%	5,953	8.0%
75,000 to 90,000 CrYr	381	7.7%	2,285	6.5%	4,829	6.4%
90,000 to 100,000 CrYr	72	1.5%	639	1.8%	1,294	1.7%
Over 100,000 CrYr	699	14.2%	3,430	9.8%	7,188	9.6%

### Industry Groups

Employee's by Industry



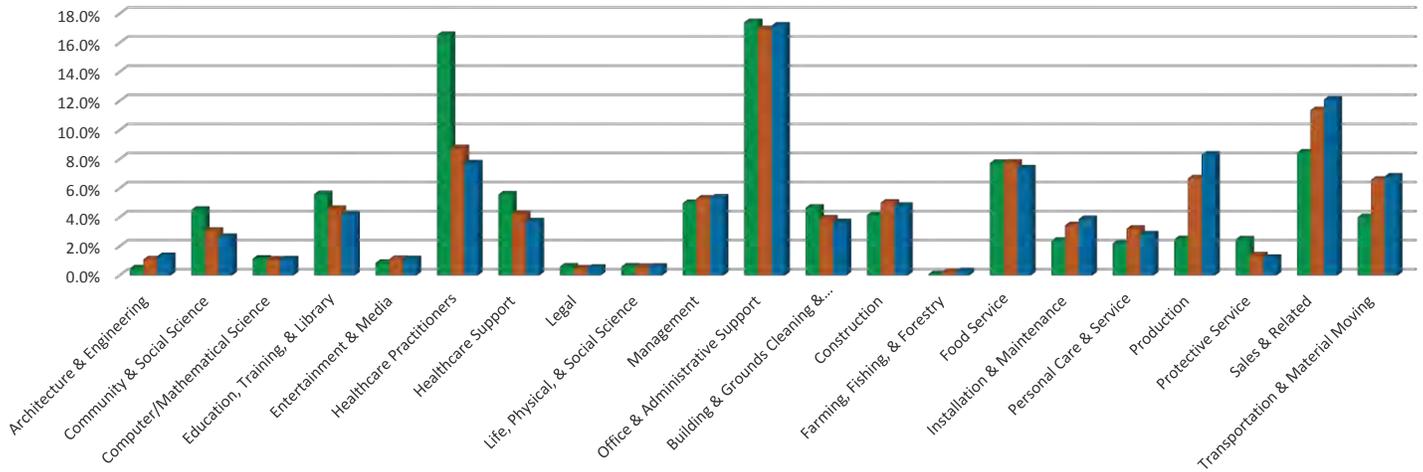
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>508</b>	<b>100%</b>	<b>4,916</b>	<b>100%</b>	<b>3,037</b>	<b>100%</b>	<b>34,903</b>	<b>100%</b>	<b>5,880</b>	<b>100%</b>	<b>74,867</b>	<b>100%</b>
Accommodation & Food Services	32	6.3%	361	7.4%	176	5.8%	2,542	7.3%	337	5.7%	5,499	7.3%
Administration & Support Services	28	5.5%	301	6.1%	124	4.1%	1,648	4.7%	230	3.9%	3,174	4.2%
Agriculture, Forestry, Fishing, Hunting	2	0.4%	26	0.5%	10	0.3%	176	0.5%	30	0.5%	433	0.6%
Arts, Entertainment, & Recreation	12	2.3%	99	2.0%	79	2.6%	1,427	4.1%	148	2.5%	2,477	3.3%
Construction	34	6.7%	267	5.4%	208	6.8%	2,299	6.6%	396	6.7%	4,757	6.4%
Educational Services	14	2.7%	351	7.1%	88	2.9%	2,037	5.8%	154	2.6%	3,879	5.2%
Finance & Insurance	25	4.9%	117	2.4%	178	5.9%	918	2.6%	357	6.1%	2,036	2.7%
Health Care & Social Assistance	167	32.9%	2,026	41.2%	736	24.2%	8,642	24.8%	1,286	21.9%	15,933	21.3%
Information	3	0.6%	19	0.4%	46	1.5%	613	1.8%	87	1.5%	1,086	1.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	7	0.0%	2	0.0%	43	0.1%
Manufacturing	11	2.2%	143	2.9%	115	3.8%	3,260	9.3%	230	3.9%	9,407	12.6%
Mining	1	0.2%	8	0.2%	3	0.1%	37	0.1%	4	0.1%	69	0.1%
Professional, Scientific, & Technical Services	39	7.6%	188	3.8%	265	8.7%	1,274	3.6%	527	9.0%	2,757	3.7%
Real Estate, Rental, Leasing	22	4.4%	104	2.1%	133	4.4%	704	2.0%	280	4.8%	1,762	2.4%
Retail Trade	59	11.6%	492	10.0%	393	12.9%	4,729	13.6%	785	13.3%	11,230	15.0%
Transportation & Storage	1	0.3%	146	3.0%	33	1.1%	1,773	5.1%	65	1.1%	3,423	4.6%
Utilities	0	0.0%	0	0.0%	5	0.2%	223	0.6%	9	0.2%	434	0.6%
Wholesale Trade	5	0.9%	19	0.4%	46	1.5%	338	1.0%	108	1.8%	941	1.3%
Other Services	53	10.5%	250	5.1%	402	13.2%	2,257	6.5%	846	14.4%	5,528	7.4%

### Employment Profile

Site: I-215 and Clinton Keith Rd  
 Address: I-215 and Clinton Keith Rd | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	2,968	60.4%	17,345	49.7%	35,929	48.0%
Architecture & Engineering	23	0.5%	382	1.1%	985	1.3%
Community & Social Science	222	4.5%	1,071	3.1%	1,971	2.6%
Computer/Mathematical Science	56	1.1%	379	1.1%	817	1.1%
Education, Training, & Library	275	5.6%	1,597	4.6%	3,136	4.2%
Entertainment & Media	42	0.9%	388	1.1%	825	1.1%
Healthcare Practitioners	813	16.5%	3,056	8.8%	5,761	7.7%
Healthcare Support	274	5.6%	1,475	4.2%	2,785	3.7%
Legal	29	0.6%	161	0.5%	382	0.5%
Life, Physical, & Social Science	29	0.6%	198	0.6%	440	0.6%
Management	245	5.0%	1,844	5.3%	4,008	5.4%
Office & Administrative Support	856	17.4%	5,911	16.9%	12,856	17.2%
<b>Blue Collar</b>	1,898	38.6%	17,282	49.5%	38,320	51.2%
Building & Grounds Cleaning & Maintenance	229	4.7%	1,363	3.9%	2,742	3.7%
Construction	204	4.2%	1,747	5.0%	3,586	4.8%
Farming, Fishing, & Forestry	4	0.1%	78	0.2%	206	0.3%
Food Service	380	7.7%	2,704	7.7%	5,512	7.4%
Installation & Maintenance	117	2.4%	1,203	3.4%	2,895	3.9%
Personal Care & Service	108	2.2%	1,120	3.2%	2,110	2.8%
Production	122	2.5%	2,328	6.7%	6,219	8.3%
Protective Service	122	2.5%	477	1.4%	902	1.2%
Sales & Related	415	8.4%	3,966	11.4%	9,061	12.1%
Transportation & Material Moving	197	4.0%	2,296	6.6%	5,089	6.8%
<b>Military Services</b>	51	1.0%	276	0.8%	618	0.8%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	4,916	34,903	74,867
2018 Q3	4,460	32,270	69,536
2018 Q2	4,760	34,252	73,015
2018 Q1	4,950	35,573	75,707
2017 Q4	4,990	35,818	76,202
2017 Q3	4,549	33,487	71,983
2017 Q2	4,890	35,469	75,765
2017 Q1	4,963	35,777	76,477
2016 Q4	4,841	35,293	76,715

**Consumer Demand & Market Supply Assessment**

Site: I-215 and Clinton Keith Rd  
Address: I-215 and Clinton Keith Rd | Murrieta CA  
Date Report Created: 5/15/2019

**Demographics**

Population 44,337  
5-Year Population estimate 49,919  
Population Households 44,312  
Group Quarters Population 25  
Households 13,526  
5-Year Households estimate 15,214  
WorkPlace Establishments 508  
Workplace Employees 4,916  
Median Household Income \$84,220

	5 Min Drive	10 Min Drive	15 Min Drive
Population	44,337	185,759	318,346
5-Year Population estimate	49,919	214,587	367,769
Population Households	44,312	184,516	316,539
Group Quarters Population	25	1,243	1,807
Households	13,526	57,878	102,392
5-Year Households estimate	15,214	66,799	118,028
WorkPlace Establishments	508	3,037	5,880
Workplace Employees	4,916	34,903	74,867
Median Household Income	\$84,220	\$82,053	\$77,763

**By Establishments**

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Automotive Dealers	\$150,141,456	\$0	(\$150,141,456)	-100%	\$604,776,324	\$174,558,990	(\$430,217,335)	-71%	\$1,035,753,010	\$834,367,434	(\$201,385,577)	-19%
Home Furnishing Stores	\$8,067,469	\$0	(\$8,067,469)	-100%	\$32,647,899	\$20,088,079	(\$12,559,820)	-38%	\$56,261,401	\$40,757,965	(\$15,503,436)	-28%
Used Merchandise Stores	\$2,665,264	\$0	(\$2,665,264)	-100%	\$10,803,739	\$9,422,605	(\$1,381,134)	-13%	\$18,623,128	\$17,936,417	(\$686,711)	-4%
Direct Selling Establishments	\$3,923,122	\$8,065	(\$3,915,057)	-100%	\$15,968,699	\$2,397,425	(\$13,571,274)	-85%	\$27,634,795	\$8,799,835	(\$18,834,960)	-68%
Clothing Stores	\$35,925,605	\$2,651,153	(\$33,274,453)	-93%	\$145,217,038	\$91,628,491	(\$53,588,547)	-37%	\$249,364,845	\$184,836,336	(\$64,528,508)	-26%
Automotive Parts/Accessories/Tire	\$12,651,932	\$1,040,474	(\$11,611,458)	-92%	\$51,279,908	\$36,890,547	(\$14,389,361)	-28%	\$88,376,050	\$65,236,342	(\$23,139,708)	-26%
Building Material/Supplies Dealers	\$44,864,281	\$4,128,242	(\$40,736,038)	-91%	\$181,995,103	\$130,508,226	(\$51,486,877)	-28%	\$313,914,585	\$313,775,428	(\$139,157)	0%
Beer/Wine/Liquor Stores	\$6,841,360	\$719,845	(\$6,121,515)	-89%	\$27,666,411	\$6,642,435	(\$21,023,976)	-76%	\$47,634,421	\$13,967,989	(\$33,666,432)	-71%
Other Motor Vehicle Dealers	\$9,334,113	\$2,010,372	(\$7,323,741)	-78%	\$37,639,756	\$26,766,897	(\$10,872,859)	-29%	\$64,572,672	\$60,367,640	(\$4,205,032)	-7%
Sporting Goods/Hobby/Musical Instrument	\$8,837,544	\$1,965,270	(\$6,872,274)	-78%	\$35,702,812	\$23,748,608	(\$11,954,204)	-33%	\$61,339,827	\$56,539,824	(\$4,800,002)	-8%
Florists/Misc. Store Retailers	\$1,091,025	\$320,573	(\$770,453)	-71%	\$4,431,375	\$1,361,225	(\$3,070,149)	-69%	\$7,657,201	\$2,610,776	(\$5,046,424)	-66%
Specialty Food Stores	\$4,708,576	\$1,417,287	(\$3,291,288)	-70%	\$19,137,155	\$8,260,484	(\$10,876,671)	-57%	\$33,074,245	\$17,156,663	(\$15,917,582)	-48%
Health/Personal Care Stores	\$43,369,893	\$14,226,631	(\$29,143,262)	-67%	\$176,160,154	\$108,012,721	(\$68,147,433)	-39%	\$304,145,583	\$216,470,643	(\$87,674,940)	-29%
Other Misc. Store Retailers	\$11,253,300	\$3,955,341	(\$7,297,959)	-65%	\$45,507,731	\$31,301,286	(\$14,206,446)	-31%	\$78,478,023	\$59,712,225	(\$18,765,797)	-24%
Other General Merchandise Stores	\$82,588,404	\$29,415,999	(\$53,172,405)	-64%	\$335,483,297	\$270,365,654	(\$65,117,643)	-19%	\$579,359,814	\$509,263,759	(\$70,096,055)	-12%
Department Stores	\$19,213,633	\$7,874,250	(\$11,339,382)	-59%	\$77,861,512	\$34,507,440	(\$43,354,072)	-56%	\$134,108,941	\$80,157,885	(\$53,951,056)	-40%
Furniture Stores	\$8,767,759	\$3,609,128	(\$5,158,631)	-59%	\$35,322,357	\$29,039,953	(\$6,282,404)	-18%	\$60,613,197	\$50,895,318	(\$9,717,880)	-16%
Grocery Stores	\$79,897,710	\$34,697,605	(\$45,200,105)	-57%	\$324,542,159	\$198,818,109	(\$125,724,050)	-39%	\$560,660,481	\$377,000,719	(\$183,659,762)	-33%
Electronics/Appliance	\$11,727,837	\$5,441,174	(\$6,286,662)	-54%	\$50,492,683	\$35,303,573	(\$15,189,110)	-30%	\$89,867,336	\$80,306,249	(\$9,561,087)	-11%
Special Food Services	\$6,611,175	\$3,207,694	(\$3,403,481)	-51%	\$28,890,934	\$21,720,588	(\$7,170,346)	-25%	\$51,707,308	\$43,139,398	(\$8,567,911)	-17%
Office Supplies/Stationary/Gift	\$3,834,337	\$1,886,708	(\$1,947,629)	-51%	\$15,805,943	\$10,158,495	(\$5,647,449)	-36%	\$27,497,748	\$20,937,052	(\$6,560,696)	-24%
Limited-Service Eating Places	\$31,723,547	\$15,648,252	(\$16,075,294)	-51%	\$138,533,563	\$107,322,686	(\$31,210,877)	-23%	\$247,838,586	\$224,588,881	(\$23,249,705)	-9%
Shoe Stores	\$4,943,729	\$2,525,400	(\$2,418,329)	-49%	\$19,950,531	\$10,602,164	(\$9,348,367)	-47%	\$34,125,188	\$19,578,730	(\$14,546,458)	-43%
Jewelry/Luggage/Leather Goods	\$4,973,765	\$2,837,678	(\$2,136,087)	-43%	\$20,096,129	\$15,157,229	(\$4,938,899)	-25%	\$34,574,393	\$32,365,673	(\$2,208,720)	-6%
Book/Periodical/Music Stores	\$2,492,341	\$1,574,125	(\$918,216)	-37%	\$10,114,831	\$5,703,374	(\$4,411,457)	-44%	\$17,412,005	\$12,479,571	(\$4,932,434)	-28%
Electronic Shopping/Mail Order Houses	\$105,305,051	\$70,352,567	(\$34,952,484)	-33%	\$435,514,561	\$104,627,162	(\$330,887,398)	-76%	\$758,916,671	\$255,469,319	(\$503,447,352)	-66%
Full-Service Restaurants	\$28,464,115	\$20,436,741	(\$8,027,375)	-28%	\$130,780,276	\$130,184,082	(\$596,195)	0%	\$239,809,350	\$303,982,752	\$64,173,403	27%
Gasoline Stations	\$59,653,580	\$48,822,380	(\$10,831,200)	-18%	\$241,363,479	\$188,532,798	(\$52,830,681)	-22%	\$415,473,451	\$395,680,519	(\$19,792,933)	-5%
Bar/Drinking Places (Alcoholic Beverages)	\$1,428,341	\$1,330,080	(\$98,261)	-7%	\$7,244,901	\$4,206,608	(\$3,038,294)	-42%	\$13,870,608	\$12,767,472	(\$1,103,135)	-8%
Lawn/Garden Equipment/Supplies Stores	\$5,174,800	\$10,425,017	\$5,250,217	101%	\$21,010,161	\$34,629,901	\$13,619,740	65%	\$36,299,627	\$64,692,773	\$28,393,146	78%
Vending Machine Operators (Non-Store)	\$4,751,345	\$15,564,202	\$10,812,857	228%	\$19,419,225	\$17,178,059	(\$2,241,166)	-12%	\$33,656,202	\$24,762,440	(\$8,893,762)	-26%
<b>Consumer Demand/Market Supply Index</b>	<b>\$805,226,408</b>	<b>\$308,092,255</b>	<b>261</b>		<b>\$3,301,360,647</b>	<b>\$1,889,645,892</b>	<b>175</b>		<b>\$5,722,620,691</b>	<b>\$4,400,604,027</b>	<b>130</b>	

**Consumer Demand & Market Supply Assessment**

Site: I-215 and Clinton Keith Rd  
Address: I-215 and Clinton Keith Rd | Murrieta CA  
Date Report Created: 5/15/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Autos/Cars/Vans/Trucks/Motorcycles	\$132,679,556	\$1,174,164	(\$131,505,391)	-99%	\$534,173,837	\$162,264,249	(\$371,909,588)	-70%	\$914,079,515	\$740,318,803	(\$173,760,712)	-19%
Floor/Floor Coverings	\$6,404,496	\$610,613	(\$5,793,883)	-90%	\$25,999,077	\$16,583,235	(\$9,415,842)	-36%	\$44,871,858	\$36,655,596	(\$8,216,262)	-18%
Dimensional Lumber/Other Building Materials	\$18,230,118	\$1,763,634	(\$16,466,484)	-90%	\$74,016,995	\$53,992,146	(\$20,024,849)	-27%	\$127,618,272	\$129,554,039	\$1,935,767	2%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,320,473	\$339,664	(\$2,980,809)	-90%	\$13,453,648	\$9,884,638	(\$3,569,010)	-27%	\$23,155,609	\$23,610,111	\$454,502	2%
Automotive Tires/Tubes/Batteries/Parts	\$25,280,431	\$2,880,624	(\$22,399,806)	-89%	\$102,509,328	\$46,245,693	(\$56,263,636)	-55%	\$176,699,022	\$108,905,012	(\$67,794,011)	-38%
Hardware/Tools/Plumbing/Electrical Supplies	\$12,490,506	\$2,112,141	(\$10,378,364)	-83%	\$50,646,865	\$35,678,284	(\$14,968,582)	-30%	\$87,420,512	\$84,037,174	(\$3,383,338)	-4%
Retailer Services	\$25,127,580	\$4,268,998	(\$20,858,581)	-83%	\$101,218,672	\$46,992,974	(\$54,225,698)	-54%	\$173,914,069	\$145,910,366	(\$28,003,703)	-16%
Womens/Juniors/Misses Wear	\$31,015,119	\$6,777,490	(\$24,237,629)	-78%	\$125,582,912	\$62,518,703	(\$63,064,208)	-50%	\$216,005,959	\$129,684,812	(\$86,321,147)	-40%
Childrens Wear/Infants/Toddlers Clothing	\$5,134,125	\$1,393,532	(\$3,740,593)	-73%	\$20,696,552	\$12,940,953	(\$7,755,599)	-37%	\$35,220,167	\$26,701,469	(\$8,518,698)	-24%
Mens Wear	\$12,194,889	\$3,384,078	(\$8,810,811)	-72%	\$49,072,935	\$26,594,750	(\$22,478,185)	-46%	\$84,114,151	\$55,496,001	(\$28,618,150)	-34%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,513,290	\$427,920	(\$1,085,370)	-72%	\$6,182,160	\$3,729,312	(\$2,452,849)	-40%	\$10,748,191	\$10,265,422	(\$482,769)	-4%
Pets/Pet Foods/Pet Supplies	\$7,463,749	\$2,150,654	(\$5,313,095)	-71%	\$30,013,840	\$14,130,826	(\$15,883,014)	-53%	\$51,651,774	\$27,369,204	(\$24,282,569)	-47%
Furniture/Sleep/Outdoor/Patio Furniture	\$22,650,259	\$7,450,664	(\$15,199,596)	-67%	\$91,222,685	\$42,834,169	(\$48,388,515)	-53%	\$156,491,568	\$81,726,024	(\$74,765,544)	-48%
Footwear, including Accessories	\$12,220,437	\$4,207,723	(\$8,012,714)	-66%	\$49,314,786	\$21,661,837	(\$27,652,950)	-56%	\$84,319,384	\$43,621,597	(\$40,697,787)	-48%
Kitchenware/Home Furnishings	\$9,916,855	\$3,451,328	(\$6,465,527)	-65%	\$40,132,677	\$21,151,686	(\$18,980,991)	-47%	\$69,132,901	\$44,554,641	(\$24,578,260)	-36%
Packaged Liquor/Wine/Beer	\$15,206,217	\$5,561,962	(\$9,644,255)	-63%	\$61,277,630	\$32,561,258	(\$28,716,371)	-47%	\$105,262,173	\$64,525,236	(\$40,736,937)	-39%
Major Household Appliances	\$3,064,237	\$1,186,924	(\$1,877,314)	-61%	\$12,421,740	\$10,872,455	(\$1,549,285)	-12%	\$21,446,717	\$25,017,793	\$3,571,076	17%
Automotive Lubricants (incl Oil, Greases)	\$3,064,237	\$1,186,924	(\$1,877,314)	-61%	\$12,421,740	\$10,872,455	(\$1,549,285)	-12%	\$21,446,717	\$25,017,793	\$3,571,076	17%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,677,971	\$1,441,445	(\$2,236,527)	-61%	\$14,808,876	\$9,135,900	(\$5,672,977)	-38%	\$25,596,188	\$19,083,091	(\$6,513,097)	-25%
Soaps/Detergents/Household Cleaners	\$3,846,290	\$1,547,800	(\$2,298,491)	-60%	\$15,594,477	\$12,054,929	(\$3,539,548)	-23%	\$26,962,009	\$23,932,025	(\$3,029,983)	-11%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$96,988,251	\$39,405,739	(\$57,582,512)	-59%	\$394,075,546	\$179,606,347	(\$214,469,198)	-54%	\$680,446,535	\$369,757,165	(\$310,689,370)	-46%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,792,416	\$806,082	(\$986,333)	-55%	\$7,267,680	\$5,920,126	(\$1,347,554)	-19%	\$12,535,714	\$11,795,095	(\$740,619)	-6%
Sewing/Knitting Materials/Supplies	\$350,974	\$159,126	(\$191,847)	-55%	\$1,418,627	\$1,323,967	(\$94,660)	-7%	\$2,438,979	\$2,965,628	\$526,649	22%
Paper/Related Products	\$3,343,508	\$1,521,166	(\$1,822,342)	-55%	\$13,610,737	\$11,225,488	(\$2,385,249)	-18%	\$23,561,909	\$21,559,925	(\$2,001,984)	-8%
Small Electric Appliances	\$1,742,720	\$794,149	(\$948,571)	-54%	\$7,060,049	\$3,694,878	(\$3,365,171)	-48%	\$12,161,734	\$7,766,088	(\$4,395,646)	-36%
Groceries/Other Food Items (Off Premises)	\$125,098,694	\$59,504,265	(\$65,594,429)	-52%	\$507,694,293	\$311,986,629	(\$195,707,664)	-39%	\$876,784,729	\$591,643,123	(\$285,141,606)	-33%
All Other Merchandise	\$31,851,014	\$16,064,608	(\$15,786,406)	-50%	\$129,261,881	\$74,039,648	(\$55,222,233)	-43%	\$223,037,394	\$156,524,748	(\$66,512,646)	-30%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,387,796	\$3,884,499	(\$3,503,297)	-47%	\$29,805,368	\$19,690,796	(\$10,114,572)	-34%	\$51,182,816	\$45,141,470	(\$6,041,346)	-12%
Toys/Hobby Goods/Games	\$4,171,613	\$2,226,207	(\$1,945,407)	-47%	\$16,879,431	\$11,329,874	(\$5,549,557)	-33%	\$29,023,478	\$24,673,776	(\$4,349,703)	-15%
Cigars/Cigarettes/Tobacco/Accessories	\$8,954,025	\$4,913,891	(\$4,040,134)	-45%	\$36,355,516	\$29,035,189	(\$7,320,327)	-20%	\$62,969,010	\$57,270,478	(\$5,698,532)	-9%
Jewelry (including Watches)	\$7,508,401	\$4,272,478	(\$3,235,923)	-43%	\$30,324,821	\$21,854,975	(\$8,469,846)	-28%	\$52,162,326	\$46,593,770	(\$5,568,556)	-11%
Meats/Nonalcoholic Beverages	\$61,317,804	\$35,777,011	(\$25,540,793)	-42%	\$267,375,054	\$225,279,800	(\$42,095,254)	-16%	\$477,963,360	\$486,993,869	\$9,030,509	2%
Audio Equipment/Musical Instruments	\$4,722,505	\$3,334,308	(\$1,388,197)	-29%	\$19,111,324	\$11,602,123	(\$7,509,200)	-39%	\$32,900,530	\$26,447,228	(\$6,453,302)	-20%
Books/Periodicals	\$3,425,087	\$2,500,296	(\$924,791)	-27%	\$13,825,734	\$7,925,961	(\$5,899,772)	-43%	\$23,701,332	\$17,373,604	(\$6,327,728)	-27%
Televisions/VCR/Video Cameras/DVD etc	\$5,373,170	\$4,088,203	(\$1,284,967)	-24%	\$21,740,367	\$19,998,952	(\$1,741,414)	-8%	\$37,351,541	\$42,358,402	\$5,006,861	13%
Automotive Fuels	\$55,159,018	\$43,010,852	(\$12,148,166)	-22%	\$222,855,705	\$178,001,783	(\$44,853,922)	-20%	\$383,140,319	\$369,098,056	(\$14,042,263)	-4%
Photographic Equipment/Supplies	\$926,010	\$726,797	(\$199,213)	-22%	\$3,734,770	\$3,564,191	(\$170,580)	-5%	\$6,397,801	\$7,709,269	\$1,311,468	20%
Alcoholic Drinks Served at the Establishment	\$10,093,069	\$8,471,651	(\$1,621,418)	-16%	\$52,304,716	\$50,264,757	(\$2,039,959)	-4%	\$100,993,886	\$119,338,281	\$18,344,396	18%
Lawn/Garden/Farm Equipment/Supplies	\$13,135,182	\$11,463,059	(\$1,672,123)	-13%	\$53,394,962	\$49,019,596	(\$4,375,366)	-8%	\$92,322,181	\$98,905,633	\$6,583,452	7%
Computer Hardware/Software/Supplies	\$9,024,905	\$12,766,014	\$3,741,109	41%	\$49,149,756	\$28,986,979	(\$20,162,776)	-41%	\$96,876,193	\$67,697,692	(\$29,178,501)	-30%

## Consumer Demand & Market Supply Assessment

**Site:** I-215 and Clinton Keith Rd  
**Address:** I-215 and Clinton Keith Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

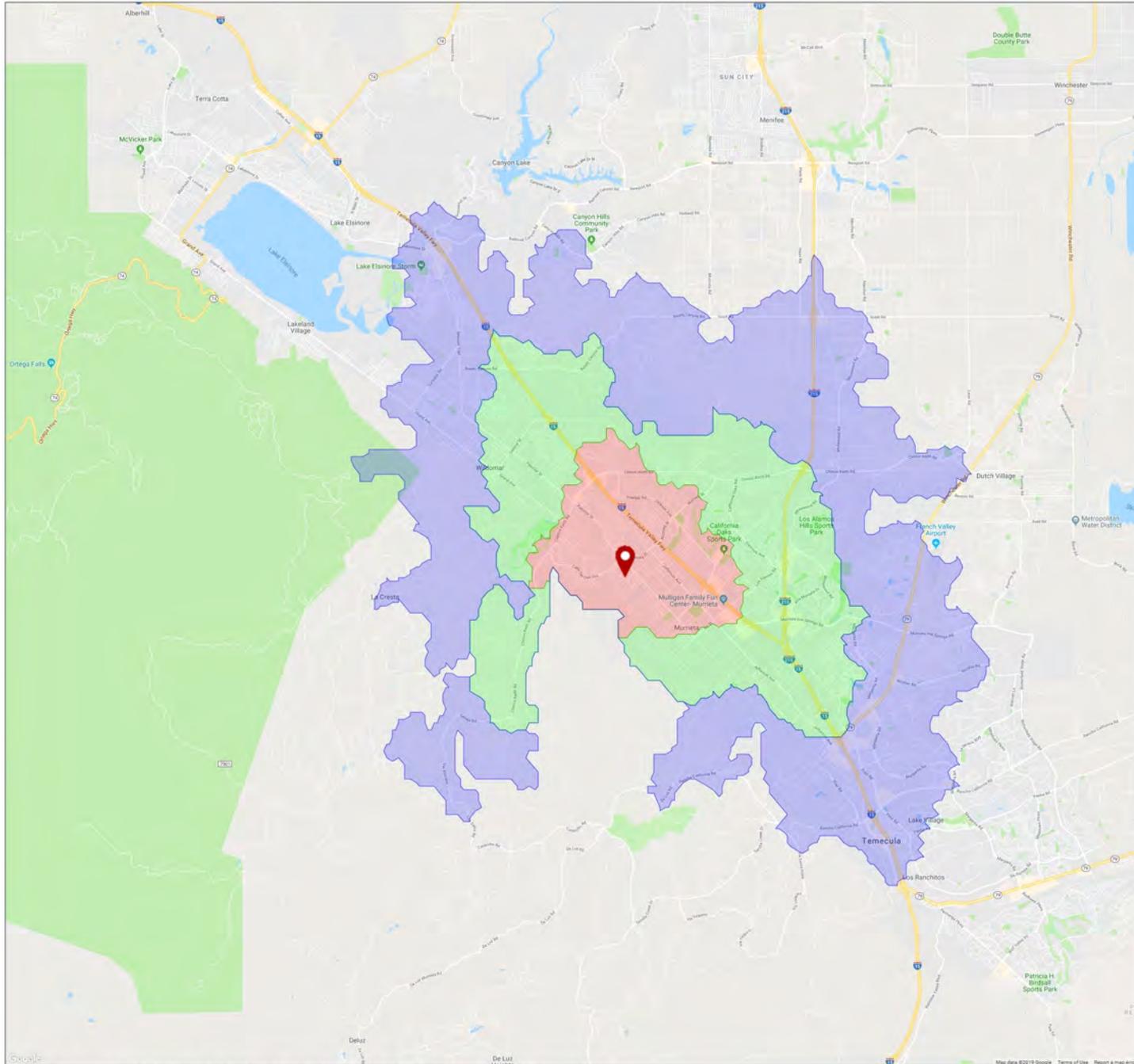
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

# Washingtgon Ave and Nutmeg St



**INSIGHT**  
MARKET ANALYTICS  
Hdl ECON Solutions

Drive Times: 5 Mins, 10 Mins, 15 Mins

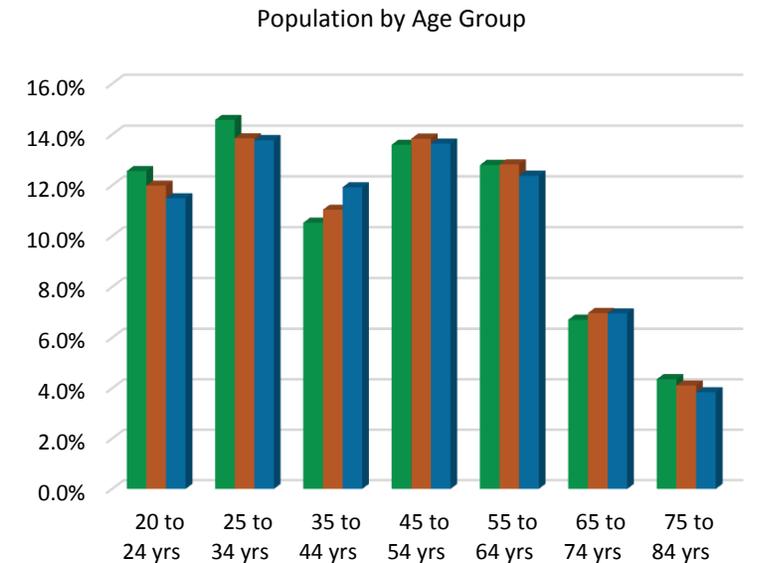
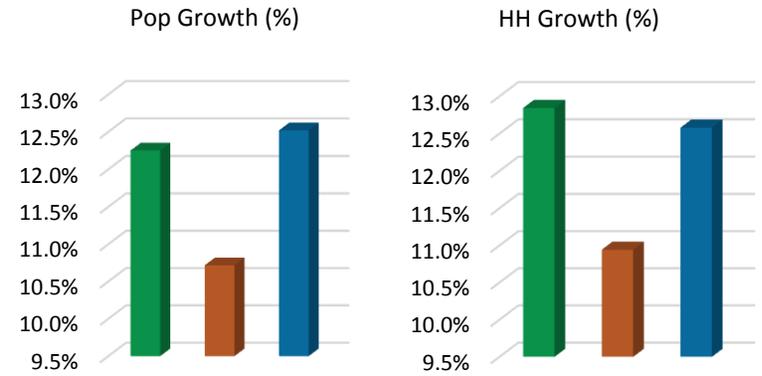
Scale In Miles:



# Consumer Demographic Profile

**Site:** Neighborhood Center  
**Address:** Washington Ave and Nutmeg St | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	36,004	---	108,081	---	209,452	---
5 Year Projected Pop	40,415	---	119,666	---	235,677	---
Pop Growth (%)	12.3%	---	10.7%	---	12.5%	---
Households	11,956	---	34,678	---	67,243	---
5 Year Projected HHs	13,492	---	38,473	---	75,702	---
HH Growth (%)	12.8%	---	10.9%	---	12.6%	---
<b>Census Stats</b>						
2000 Population	15,564	---	55,343	---	100,094	---
2010 Population	30,479	---	96,479	---	181,883	---
Pop Growth (%)	95.8%	---	74.3%	---	81.7%	---
2000 Households	5,072	---	17,823	---	32,840	---
2010 Households	9,966	---	30,728	---	58,210	---
HH Growth (%)	96.5%	---	72.4%	---	77.3%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	38.1		37.9		37.4	
19 yrs & under	8,213	22.8%	25,511	23.6%	51,318	24.5%
20 to 24 yrs	4,523	12.6%	12,956	12.0%	24,069	11.5%
25 to 34 yrs	5,248	14.6%	14,972	13.9%	28,860	13.8%
35 to 44 yrs	3,791	10.5%	11,932	11.0%	24,973	11.9%
45 to 54 yrs	4,896	13.6%	14,954	13.8%	28,582	13.6%
55 to 64 yrs	4,609	12.8%	13,862	12.8%	25,923	12.4%
65 to 74 yrs	2,415	6.7%	7,533	7.0%	14,567	7.0%
75 to 84 yrs	1,569	4.4%	4,441	4.1%	8,040	3.8%
85 + yrs	741	2.1%	1,919	1.8%	3,119	1.5%
<b>Population Bases</b>						
20-34 yrs	9,771	27.1%	27,928	25.8%	52,929	25.3%
45-64 yrs	9,505	26.4%	28,816	26.7%	54,505	26.0%
16 yrs +	28,771	79.9%	85,675	79.3%	164,238	78.4%
25 yrs +	23,268	64.6%	69,614	64.4%	134,065	64.0%
65 yrs +	4,725	13.1%	13,894	12.9%	25,726	12.3%
75 yrs +	2,310	6.4%	6,361	5.9%	11,159	5.3%
85 yrs +	741	2.1%	1,919	1.8%	3,119	1.5%



# Consumer Demographic Profile

**Site:** Neighborhood Center  
**Address:** Washington Ave and Nutmeg St | Murrieta CA  
**Date Report Created:** 5/15/2019

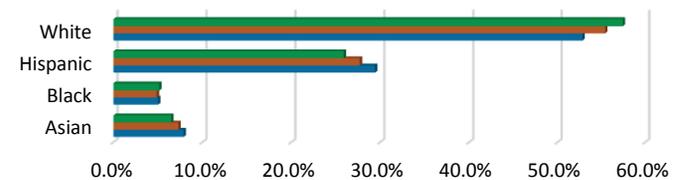
# INSIGHT

## MARKET ANALYTICS

Hdl<sup>®</sup> ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	20,684	57.4%	59,903	55.4%	110,667	52.8%
Hispanic	9,327	25.9%	29,959	27.7%	61,628	29.4%
Black	1,861	5.2%	5,272	4.9%	10,520	5.0%
Asian	2,344	6.5%	7,904	7.3%	16,543	7.9%
<b>Ancestry</b>						
American Indian (ancestry)	157	0.4%	454	0.4%	1,015	0.5%
Hawaiian (ancestry)	111	0.3%	378	0.3%	733	0.3%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$32,530	---	\$31,378	---	\$30,601	---
<b>Average HH Income</b>	\$97,959	---	\$97,794	---	\$95,317	---
<b>Median HH Income</b>	\$79,603	---	\$79,437	---	\$77,657	---
Less than \$25K	1,452	12.1%	4,155	12.0%	8,173	12.2%
\$25K to \$34.9K	790	6.6%	2,230	6.4%	4,809	7.2%
\$35K to \$49.9K	1,400	11.7%	3,823	11.0%	7,411	11.0%
\$50K to \$74.9K	1,981	16.6%	6,028	17.4%	11,910	17.7%
\$75K to \$99.9K	1,805	15.1%	5,542	16.0%	10,757	16.0%
\$100K to \$149.9K	2,204	18.4%	6,990	20.2%	13,559	20.2%
\$150K to \$199.9K	1,801	15.1%	4,207	12.1%	7,171	10.7%
\$200K +	524	4.4%	1,703	4.9%	3,453	5.1%
<b>Education</b>						
Less than 9th Grade	910	3.9%	2,581	3.7%	5,711	4.3%
Some HS, No Diploma	1,283	5.5%	3,786	5.4%	7,654	5.7%
HS Grad (or Equivalent)	5,245	22.5%	16,173	23.2%	32,163	24.0%
Some College, No Degree	7,193	30.9%	21,395	30.7%	40,422	30.2%
Associate Degree	2,028	8.7%	6,314	9.1%	12,165	9.1%
Bachelor Degree	4,354	18.7%	12,788	18.4%	23,907	17.8%
Graduates Degree	1,558	6.7%	4,788	6.9%	8,965	6.7%

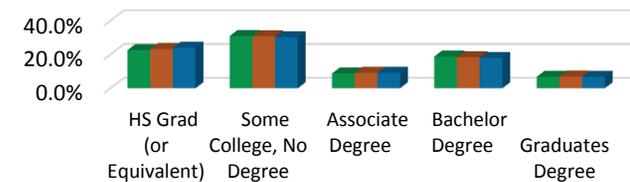
Ethnic Breakdown



Household Income Levels - %



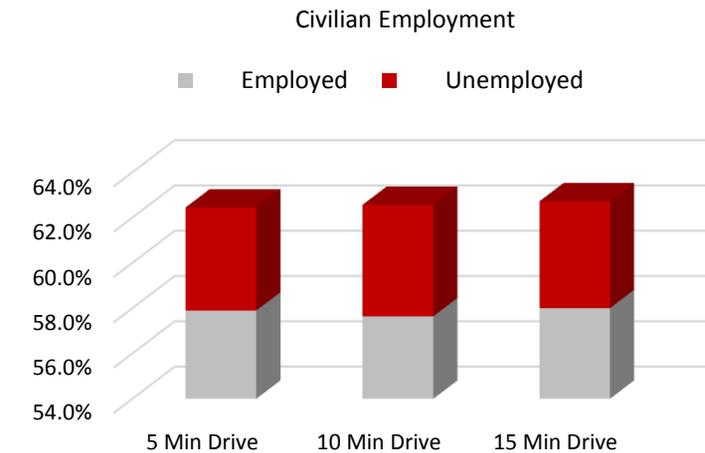
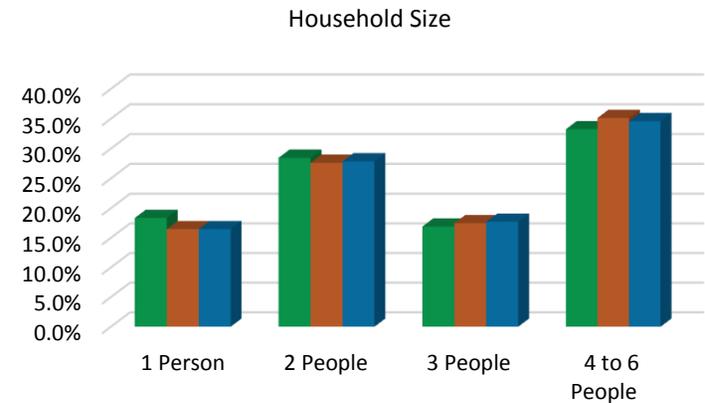
Education



# Consumer Demographic Profile

**Site:** Neighborhood Center  
**Address:** Washington Ave and Nutmeg St | Murrieta CA  
**Date Report Created:** 5/15/2019

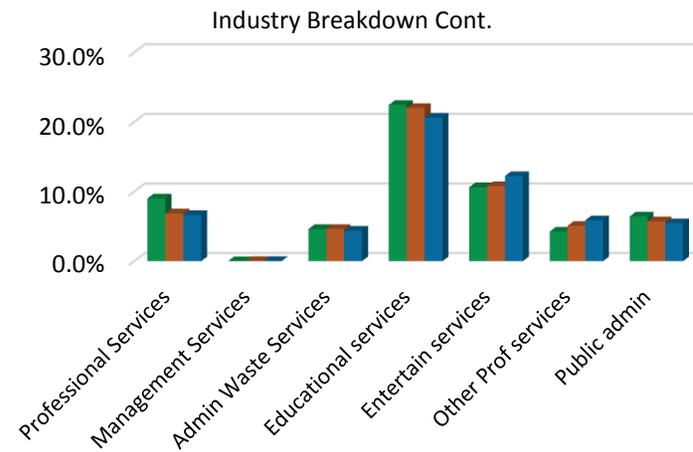
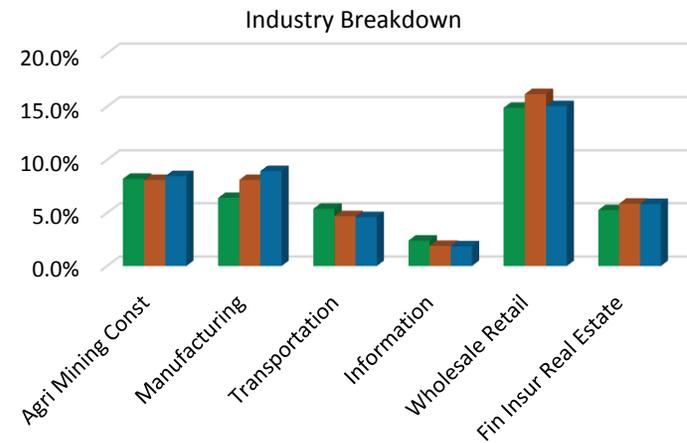
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	9,430		27,514		52,850	
Single - Male	163	1.7%	708	2.6%	1,631	3.1%
Single - Female	761	8.1%	2,024	7.4%	3,778	7.1%
Single Parent - Male	674	7.2%	1,167	4.2%	2,019	3.8%
Single Parent - Female	982	10.4%	2,799	10.2%	5,651	10.7%
Married w/ Children	3,087	32.7%	9,490	34.5%	18,819	35.6%
Married w/out Children	3,763	39.9%	11,326	41.2%	20,951	39.6%
<b>Household Size</b>						
1 Person	2,195	18.4%	5,708	16.5%	11,076	16.5%
2 People	3,402	28.5%	9,574	27.6%	18,724	27.8%
3 People	2,021	16.9%	6,059	17.5%	11,906	17.7%
4 to 6 People	3,975	33.2%	12,183	35.1%	23,256	34.6%
7+ People	363	3.0%	1,154	3.3%	2,281	3.4%
<b>Home Ownership</b>	11,956		34,678		67,243	
Owners	8,092	67.7%	24,477	70.6%	45,468	67.6%
Renters	3,865	32.3%	10,202	29.4%	21,775	32.4%
<b>Components of Change</b>						
Births	490	1.4%	1,403	1.3%	2,696	1.3%
Deaths	270	0.7%	772	0.7%	1,393	0.7%
Migration	1,419	3.9%	1,446	1.3%	2,305	1.1%
<b>Employment (Pop 16+)</b>	28,771		85,675		164,238	
Armed Services	163	0.6%	662	0.8%	1,598	1.0%
Civilian	17,966	62.4%	53,601	62.6%	103,015	62.7%
Employed	16,657	57.9%	49,385	57.6%	95,265	58.0%
Unemployed	1,309	4.5%	4,216	4.9%	7,750	4.7%
Not in Labor Force	10,641	37.0%	31,412	36.7%	59,625	36.3%
<b>Employed Population</b>	16,657		49,385		95,265	
White Collar	11,147	66.9%	31,986	64.8%	59,888	62.9%
Blue Collar	5,510	33.1%	17,399	35.2%	35,377	37.1%



# Consumer Demographic Profile

**Site:** Neighborhood Center  
**Address:** Washington Ave and Nutmeg St | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	16,657		49,385		95,265	
White Collar	11,147	66.9%	31,986	64.8%	59,888	62.9%
Managerial executive	2,629	15.8%	7,885	16.0%	15,007	15.8%
Prof specialty	3,980	23.9%	10,943	22.2%	19,601	20.6%
Healthcare support	330	2.0%	740	1.5%	1,510	1.6%
Sales	2,126	12.8%	6,539	13.2%	12,360	13.0%
Office Admin	2,082	12.5%	5,878	11.9%	11,410	12.0%
Blue Collar	5,510	33.1%	17,399	35.2%	35,377	37.1%
Protective	600	3.6%	1,675	3.4%	3,150	3.3%
Food Prep Serving	829	5.0%	2,891	5.9%	6,673	7.0%
Bldg Maint/Cleaning	349	2.1%	1,381	2.8%	3,278	3.4%
Personal Care	1,063	6.4%	2,975	6.0%	5,340	5.6%
Farming/Fishing/Forestry	13	0.1%	161	0.3%	234	0.2%
Construction	1,400	8.4%	4,026	8.2%	8,185	8.6%
Production Transp	1,256	7.5%	4,291	8.7%	8,519	8.9%
<b>Employment By Industry</b>	16,657		49,385		95,265	
Agri Mining Const	1,369	8.2%	4,007	8.1%	8,068	8.5%
Manufacturing	1,070	6.4%	4,009	8.1%	8,530	9.0%
Transportation	898	5.4%	2,317	4.7%	4,390	4.6%
Information	398	2.4%	937	1.9%	1,767	1.9%
Wholesale Retail	2,480	14.9%	7,988	16.2%	14,326	15.0%
Fin Insur Real Estate	877	5.3%	2,900	5.9%	5,569	5.8%
Professional Services	1,504	9.0%	3,389	6.9%	6,326	6.6%
Management Services	0	0.0%	20	0.0%	30	0.0%
Admin Waste Services	769	4.6%	2,289	4.6%	4,162	4.4%
Educational services	3,742	22.5%	10,872	22.0%	19,641	20.6%
Entertain services	1,770	10.6%	5,328	10.8%	11,660	12.2%
Other Prof services	709	4.3%	2,503	5.1%	5,596	5.9%
Public admin	1,070	6.4%	2,825	5.7%	5,200	5.5%



# Household Segmentation Profile

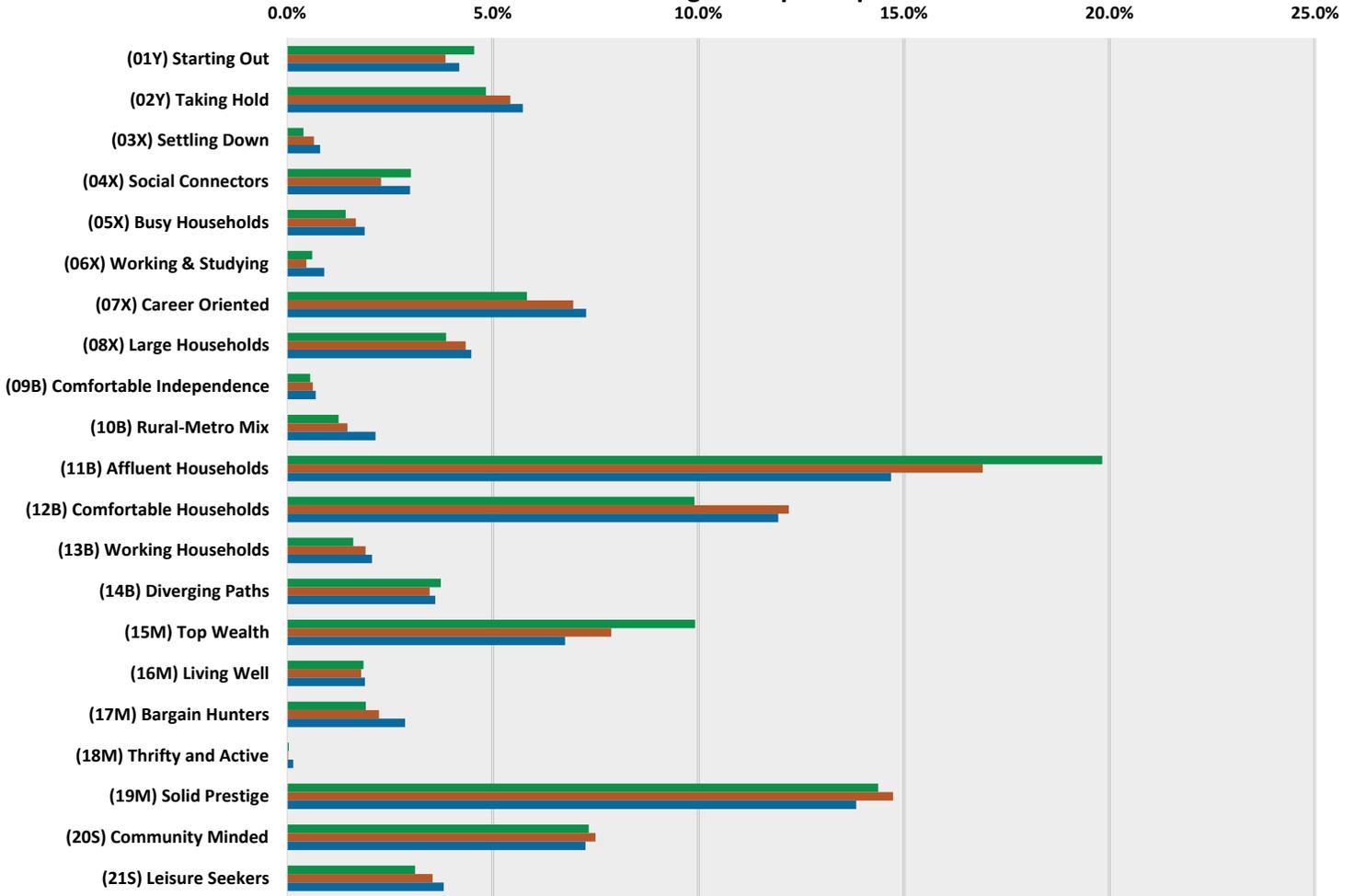
Site: Neighborhood Center  
 Address: Washington Ave and Nutmeg St | Murrieta CA  
 Date: 5/15/2019



Hcl ECONSolutions

	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive
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## Household Lifestage Group Comparison



	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive
<b>Total Households</b>	<b>10,756</b> <b>100%</b>	<b>32,707</b> <b>100%</b>	<b>62,374</b> <b>100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	1,282	11.9%	3,421	10.5%	5,659	9.1%
2	09- Busy Schedules	(19M) Solid Prestige	780	7.3%	2,080	6.4%	3,474	5.6%
3	03- Corporate Connected	(15M) Top Wealth	640	6.0%	1,633	5.0%	2,760	4.4%
4	17- Firmly Established	(12B) Comfortable Households	614	5.7%	2,383	7.3%	4,345	7.0%
5	01- Summit Estates	(11B) Affluent Households	536	5.0%	1,132	3.5%	1,634	2.6%
6	36- Persistent & Productive	(20S) Community Minded	518	4.8%	1,606	4.9%	2,931	4.7%
7	08- Solid Surroundings	(19M) Solid Prestige	480	4.5%	1,749	5.3%	3,256	5.2%
8	13- Work & Play	(12B) Comfortable Households	452	4.2%	1,608	4.9%	3,108	5.0%
9	02- Established Elite	(15M) Top Wealth	427	4.0%	947	2.9%	1,458	2.3%
10	24- Career Building	(02Y) Taking Hold	346	3.2%	1,145	3.5%	2,332	3.7%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: Washington Ave and Nutmeg St | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		10,756	100%	32,707	100%	62,374	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>490</b>	<b>4.6%</b>	<b>1,260</b>	<b>3.9%</b>	<b>2,614</b>	<b>4.2%</b>
	<a href="#">39- Setting Goals</a>	23	0.2%	109	0.3%	285	0.5%
	<a href="#">45- Offices &amp; Entertainment</a>	58	0.5%	208	0.6%	441	0.7%
	<a href="#">57- Collegiate Crowd</a>	324	3.0%	678	2.1%	1,202	1.9%
	<a href="#">58- Outdoor Fervor</a>	2	0.0%	4	0.0%	75	0.1%
	<a href="#">67- First Steps</a>	83	0.8%	262	0.8%	611	1.0%
<b>(02Y) Taking Hold</b>		<b>520</b>	<b>4.8%</b>	<b>1,776</b>	<b>5.4%</b>	<b>3,575</b>	<b>5.7%</b>
	<a href="#">18- Climbing the Ladder</a>	30	0.3%	152	0.5%	291	0.5%
	<a href="#">21- Children First</a>	118	1.1%	353	1.1%	656	1.1%
	<a href="#">24- Career Building</a>	346	3.2%	1,145	3.5%	2,332	3.7%
	<a href="#">30- Out &amp; About</a>	27	0.2%	125	0.4%	295	0.5%
<b>(03X) Settling Down</b>		<b>43</b>	<b>0.4%</b>	<b>214</b>	<b>0.7%</b>	<b>501</b>	<b>0.8%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	1	0.0%	18	0.0%
	<a href="#">41- Rural Adventure</a>	5	0.0%	45	0.1%	99	0.2%
	<a href="#">46- Rural &amp; Active</a>	37	0.3%	168	0.5%	384	0.6%
<b>(04X) Social Connectors</b>		<b>324</b>	<b>3.0%</b>	<b>747</b>	<b>2.3%</b>	<b>1,865</b>	<b>3.0%</b>
	<a href="#">42- Creative Variety</a>	54	0.5%	189	0.6%	400	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	58	0.5%	184	0.6%	469	0.8%
	<a href="#">59- Mobile Mixers</a>	212	2.0%	375	1.1%	996	1.6%
<b>(05X) Busy Households</b>		<b>153</b>	<b>1.4%</b>	<b>547</b>	<b>1.7%</b>	<b>1,175</b>	<b>1.9%</b>
	<a href="#">37- Firm Foundations</a>	81	0.8%	325	1.0%	669	1.1%
	<a href="#">62- Movies &amp; Sports</a>	72	0.7%	222	0.7%	506	0.8%
<b>(06X) Working &amp; Studying</b>		<b>66</b>	<b>0.6%</b>	<b>153</b>	<b>0.5%</b>	<b>565</b>	<b>0.9%</b>
	<a href="#">61- City Life</a>	1	0.0%	4	0.0%	179	0.3%
	<a href="#">69- Productive Havens</a>	13	0.1%	40	0.1%	113	0.2%
	<a href="#">70- Favorably Frugal</a>	51	0.5%	109	0.3%	274	0.4%
<b>(07X) Career Oriented</b>		<b>628</b>	<b>5.8%</b>	<b>2,275</b>	<b>7.0%</b>	<b>4,535</b>	<b>7.3%</b>
	<a href="#">06- Casual Comfort</a>	276	2.6%	1,063	3.2%	2,209	3.5%
	<a href="#">10- Careers &amp; Travel</a>	72	0.7%	248	0.8%	517	0.8%
	<a href="#">20- Carving Out Time</a>	37	0.3%	167	0.5%	312	0.5%
	<a href="#">26- Getting Established</a>	243	2.3%	797	2.4%	1,497	2.4%
<b>(08X) Large Households</b>		<b>416</b>	<b>3.9%</b>	<b>1,421</b>	<b>4.3%</b>	<b>2,794</b>	<b>4.5%</b>
	<a href="#">11- Schools &amp; Shopping</a>	137	1.3%	429	1.3%	849	1.4%
	<a href="#">12- On the Go</a>	105	1.0%	369	1.1%	737	1.2%
	<a href="#">19- Country Comfort</a>	7	0.1%	13	0.0%	84	0.1%
	<a href="#">27- Tenured Proprietors</a>	167	1.6%	610	1.9%	1,123	1.8%
<b>(09B) Comfortable Independence</b>		<b>60</b>	<b>0.6%</b>	<b>206</b>	<b>0.6%</b>	<b>435</b>	<b>0.7%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">35- Working &amp; Active</a>	30	0.3%	110	0.3%	223	0.4%
	<a href="#">56- Metro Active</a>	31	0.3%	96	0.3%	213	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>135</b>	<b>1.3%</b>	<b>480</b>	<b>1.5%</b>	<b>1,340</b>	<b>2.1%</b>
	<a href="#">47- Rural Parents</a>	3	0.0%	6	0.0%	67	0.1%
	<a href="#">53- Metro Strivers</a>	129	1.2%	468	1.4%	1,091	1.7%
	<a href="#">60- Rural &amp; Mobile</a>	3	0.0%	5	0.0%	182	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

Market: Washington Ave and Nutmeg St | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		10,756	100%	32,707	100%	62,374	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>2,133</b>	<b>19.8%</b>	<b>5,534</b>	<b>16.9%</b>	<b>9,161</b>	<b>14.7%</b>
	<a href="#">01- Summit Estates</a>	536	5.0%	1,132	3.5%	1,634	2.6%
	<a href="#">04- Top Professionals</a>	1,282	11.9%	3,421	10.5%	5,659	9.1%
	<a href="#">07- Active Lifestyles</a>	315	2.9%	981	3.0%	1,868	3.0%
<b>(12B) Comfortable Households</b>		<b>1,066</b>	<b>9.9%</b>	<b>3,991</b>	<b>12.2%</b>	<b>7,453</b>	<b>11.9%</b>
	<a href="#">13- Work &amp; Play</a>	452	4.2%	1,608	4.9%	3,108	5.0%
	<a href="#">17- Firmly Established</a>	614	5.7%	2,383	7.3%	4,345	7.0%
<b>(13B) Working Households</b>		<b>173</b>	<b>1.6%</b>	<b>625</b>	<b>1.9%</b>	<b>1,290</b>	<b>2.1%</b>
	<a href="#">38- Occupational Mix</a>	171	1.6%	620	1.9%	1,264	2.0%
	<a href="#">48- Farm &amp; Home</a>	2	0.0%	4	0.0%	25	0.0%
<b>(14B) Diverging Paths</b>		<b>402</b>	<b>3.7%</b>	<b>1,135</b>	<b>3.5%</b>	<b>2,247</b>	<b>3.6%</b>
	<a href="#">16- Country Enthusiasts</a>	2	0.0%	5	0.0%	46	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	33	0.3%	135	0.4%	262	0.4%
	<a href="#">31- Mid-Americana</a>	48	0.4%	161	0.5%	339	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	0	0.0%	30	0.0%
	<a href="#">33- Urban Diversity</a>	319	3.0%	834	2.6%	1,570	2.5%
<b>(15M) Top Wealth</b>		<b>1,067</b>	<b>9.9%</b>	<b>2,580</b>	<b>7.9%</b>	<b>4,218</b>	<b>6.8%</b>
	<a href="#">02- Established Elite</a>	427	4.0%	947	2.9%	1,458	2.3%
	<a href="#">03- Corporate Connected</a>	640	6.0%	1,633	5.0%	2,760	4.4%
<b>(16M) Living Well</b>		<b>200</b>	<b>1.9%</b>	<b>589</b>	<b>1.8%</b>	<b>1,181</b>	<b>1.9%</b>
	<a href="#">14- Career Centered</a>	160	1.5%	424	1.3%	825	1.3%
	<a href="#">15- Country Ways</a>	1	0.0%	2	0.0%	33	0.1%
	<a href="#">23- Good Neighbors</a>	38	0.4%	163	0.5%	323	0.5%
<b>(17M) Bargain Hunters</b>		<b>206</b>	<b>1.9%</b>	<b>732</b>	<b>2.2%</b>	<b>1,791</b>	<b>2.9%</b>
	<a href="#">43- Work &amp; Causes</a>	22	0.2%	115	0.4%	270	0.4%
	<a href="#">44- Open Houses</a>	41	0.4%	154	0.5%	352	0.6%
	<a href="#">55- Community Life</a>	37	0.3%	184	0.6%	425	0.7%
	<a href="#">63- Staying Home</a>	92	0.9%	239	0.7%	640	1.0%
	<a href="#">68- Staying Healthy</a>	13	0.1%	41	0.1%	105	0.2%
<b>(18M) Thrifty &amp; Active</b>		<b>5</b>	<b>0.0%</b>	<b>10</b>	<b>0.0%</b>	<b>92</b>	<b>0.1%</b>
	<a href="#">40- Great Outdoors</a>	1	0.0%	2	0.0%	16	0.0%
	<a href="#">50- Rural Community</a>	3	0.0%	6	0.0%	59	0.1%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	1	0.0%	18	0.0%
<b>(19M) Solid Prestige</b>		<b>1,546</b>	<b>14.4%</b>	<b>4,820</b>	<b>14.7%</b>	<b>8,634</b>	<b>13.8%</b>
	<a href="#">05- Active &amp; Involved</a>	286	2.7%	991	3.0%	1,904	3.1%
	<a href="#">08- Solid Surroundings</a>	480	4.5%	1,749	5.3%	3,256	5.2%
	<a href="#">09- Busy Schedules</a>	780	7.3%	2,080	6.4%	3,474	5.6%
<b>(20S) Community Minded</b>		<b>789</b>	<b>7.3%</b>	<b>2,453</b>	<b>7.5%</b>	<b>4,530</b>	<b>7.3%</b>
	<a href="#">25- Clubs &amp; Causes</a>	96	0.9%	323	1.0%	703	1.1%
	<a href="#">28- Community Pillars</a>	175	1.6%	525	1.6%	896	1.4%
	<a href="#">36- Persistent &amp; Productive</a>	518	4.8%	1,606	4.9%	2,931	4.7%
<b>(21S) Leisure Seekers</b>		<b>335</b>	<b>3.1%</b>	<b>1,159</b>	<b>3.5%</b>	<b>2,377</b>	<b>3.8%</b>
	<a href="#">49- Home &amp; Garden</a>	80	0.7%	333	1.0%	698	1.1%
	<a href="#">51- Role Models</a>	44	0.4%	182	0.6%	382	0.6%
	<a href="#">64- Practical &amp; Careful</a>	77	0.7%	204	0.6%	474	0.8%
	<a href="#">65- Hobbies &amp; Shopping</a>	79	0.7%	214	0.7%	407	0.7%
	<a href="#">66- Helping Hands</a>	56	0.5%	226	0.7%	415	0.7%

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

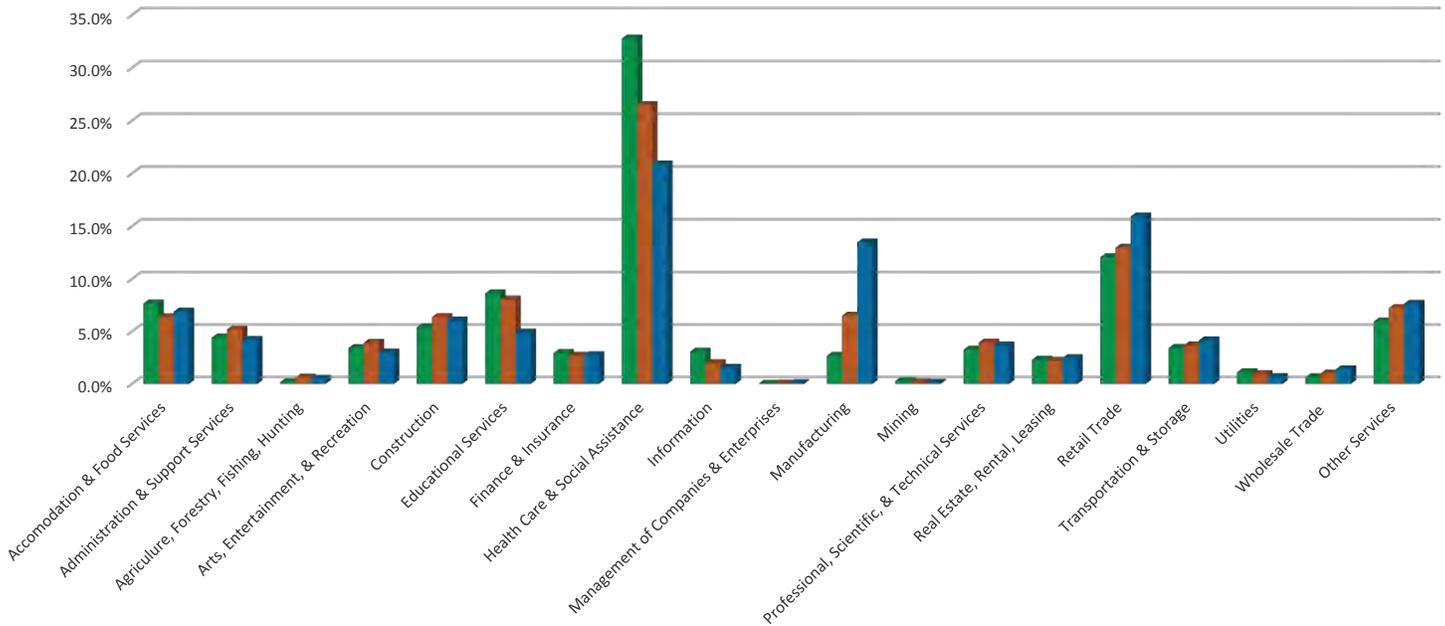
### Employment Profile

Site: Neighborhood Center  
 Address: Washington Ave and Nutmeg St | Murrieta CA  
 Date Report Created: 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	33,732		93,738		192,579	
Student Population	12,307		28,889		51,292	
Median Employee Salary	44,489		44,728		43,697	
Average Employee Salary	50,910		51,364		50,368	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	204	2.9%	794	3.5%	2,539	4.1%
15,000 to 30,000 CrYr	1,286	18.0%	3,640	16.2%	10,029	16.4%
30,000 to 45,000 CrYr	2,372	33.2%	7,428	33.1%	20,798	34.0%
45,000 to 60,000 CrYr	1,357	19.0%	4,443	19.8%	12,074	19.7%
60,000 to 75,000 CrYr	524	7.3%	1,774	7.9%	4,898	8.0%
75,000 to 90,000 CrYr	521	7.3%	1,623	7.2%	3,992	6.5%
90,000 to 100,000 CrYr	146	2.0%	379	1.7%	991	1.6%
Over 100,000 CrYr	744	10.4%	2,334	10.4%	5,875	9.6%

### Industry Groups

Employee's by Industry



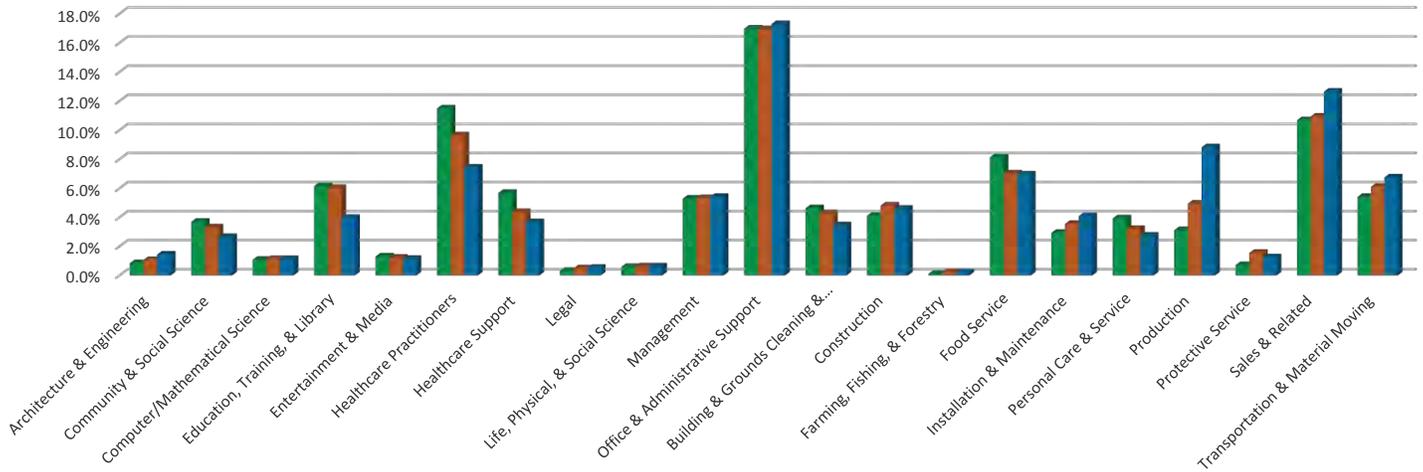
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>633</b>	<b>100%</b>	<b>7,153</b>	<b>100%</b>	<b>1,976</b>	<b>100%</b>	<b>22,414</b>	<b>100%</b>	<b>4,650</b>	<b>100%</b>	<b>61,196</b>	<b>100%</b>
Accommodation & Food Services	32	5.1%	548	7.7%	97	4.9%	1,423	6.3%	256	5.5%	4,213	6.9%
Administration & Support Services	23	3.6%	315	4.4%	81	4.1%	1,159	5.2%	178	3.8%	2,560	4.2%
Agriculture, Forestry, Fishing, Hunting	1	0.2%	11	0.2%	7	0.3%	130	0.6%	21	0.4%	294	0.5%
Arts, Entertainment, & Recreation	15	2.4%	244	3.4%	54	2.7%	874	3.9%	115	2.5%	1,824	3.0%
Construction	33	5.3%	386	5.4%	119	6.0%	1,426	6.4%	286	6.1%	3,695	6.0%
Educational Services	25	4.0%	617	8.6%	62	3.2%	1,799	8.0%	116	2.5%	2,990	4.9%
Finance & Insurance	43	6.8%	209	2.9%	126	6.4%	599	2.7%	299	6.4%	1,667	2.7%
Health Care & Social Assistance	191	30.1%	2,344	32.8%	492	24.9%	5,930	26.5%	1,004	21.6%	12,750	20.8%
Information	12	1.9%	219	3.1%	28	1.4%	441	2.0%	68	1.5%	931	1.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	4	0.0%	2	0.0%	43	0.1%
Manufacturing	11	1.8%	191	2.7%	80	4.1%	1,455	6.5%	194	4.2%	8,242	13.5%
Mining	1	0.1%	19	0.3%	2	0.1%	32	0.1%	3	0.1%	59	0.1%
Professional, Scientific, & Technical Services	47	7.5%	233	3.3%	176	8.9%	883	3.9%	420	9.0%	2,241	3.7%
Real Estate, Rental, Leasing	32	5.1%	164	2.3%	92	4.6%	492	2.2%	232	5.0%	1,497	2.4%
Retail Trade	72	11.4%	863	12.1%	236	11.9%	2,903	13.0%	621	13.3%	9,744	15.9%
Transportation & Storage	5	0.9%	245	3.4%	15	0.8%	821	3.7%	43	0.9%	2,539	4.1%
Utilities	1	0.2%	78	1.1%	4	0.2%	204	0.9%	8	0.2%	391	0.6%
Wholesale Trade	6	1.0%	44	0.6%	29	1.5%	220	1.0%	91	1.9%	846	1.4%
Other Services	80	12.6%	424	5.9%	276	13.9%	1,619	7.2%	693	14.9%	4,670	7.6%

### Employment Profile

Site: Neighborhood Center  
 Address: Washington Ave and Nutmeg St | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	3,981	55.7%	11,770	52.5%	29,235	47.8%
Architecture & Engineering	59	0.8%	236	1.1%	873	1.4%
Community & Social Science	264	3.7%	739	3.3%	1,611	2.6%
Computer/Mathematical Science	77	1.1%	252	1.1%	684	1.1%
Education, Training, & Library	440	6.1%	1,348	6.0%	2,423	4.0%
Entertainment & Media	93	1.3%	272	1.2%	689	1.1%
Healthcare Practitioners	821	11.5%	2,157	9.6%	4,539	7.4%
Healthcare Support	406	5.7%	977	4.4%	2,238	3.7%
Legal	22	0.3%	106	0.5%	310	0.5%
Life, Physical, & Social Science	41	0.6%	137	0.6%	369	0.6%
Management	378	5.3%	1,193	5.3%	3,306	5.4%
Office & Administrative Support	1,214	17.0%	3,795	16.9%	10,576	17.3%
<b>Blue Collar</b>	3,125	43.7%	10,431	46.5%	31,455	51.4%
Building & Grounds Cleaning & Maintenance	331	4.6%	957	4.3%	2,109	3.4%
Construction	293	4.1%	1,077	4.8%	2,801	4.6%
Farming, Fishing, & Forestry	7	0.1%	49	0.2%	123	0.2%
Food Service	582	8.1%	1,572	7.0%	4,245	6.9%
Installation & Maintenance	209	2.9%	793	3.5%	2,490	4.1%
Personal Care & Service	281	3.9%	717	3.2%	1,675	2.7%
Production	222	3.1%	1,107	4.9%	5,392	8.8%
Protective Service	50	0.7%	346	1.5%	760	1.2%
Sales & Related	764	10.7%	2,447	10.9%	7,733	12.6%
Transportation & Material Moving	386	5.4%	1,366	6.1%	4,125	6.7%
<b>Military Services</b>	47	0.7%	213	1.0%	506	0.8%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	7,153	22,414	61,196
2018 Q3	6,488	20,326	57,117
2018 Q2	7,323	22,556	60,331
2018 Q1	7,581	23,388	62,598
2017 Q4	7,590	23,512	63,025
2017 Q3	6,942	21,442	59,883
2017 Q2	7,456	23,207	62,912
2017 Q1	7,506	23,385	63,528
2016 Q4	7,213	23,150	64,158

**Consumer Demand & Market Supply Assessment**

Site: Neighborhood Center  
Address: Washington Ave and Nutmeg St | Murrieta CA  
Date Report Created: 5/15/2019

	5 Min Drive	10 Min Drive	15 Min Drive
<b>Demographics</b>			
Population	36,004	108,081	209,452
5-Year Population estimate	40,415	119,666	235,677
Population Households	35,826	107,759	208,664
Group Quarters Population	178	323	788
Households	11,956	34,678	67,243
5-Year Households estimate	13,492	38,473	75,702
WorkPlace Establishments	633	1,976	4,650
Workplace Employees	7,153	22,414	61,196
Median Household Income	\$79,603	\$79,437	\$77,657

**By Establishments**

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$83,216,360	\$0	(\$83,216,360)	-100%	\$258,079,322	\$82,767,431	(\$175,311,891)	-68%	\$511,700,075	\$157,761,242	(\$353,938,832)	-69%
Shoe Stores	\$3,781,347	\$30,107	(\$3,751,240)	-99%	\$11,707,374	\$3,052,910	(\$8,654,464)	-74%	\$22,651,815	\$15,748,533	(\$6,903,282)	-30%
Automotive Dealers	\$114,557,150	\$4,027,673	(\$110,529,476)	-96%	\$355,063,156	\$95,120,558	(\$259,942,598)	-73%	\$687,962,866	\$810,980,698	\$123,017,832	18%
Direct Selling Establishments	\$3,041,359	\$473,152	(\$2,568,207)	-84%	\$9,456,387	\$1,410,064	(\$8,046,322)	-85%	\$18,392,418	\$6,880,062	(\$11,512,356)	-63%
Furniture Stores	\$6,712,356	\$1,067,460	(\$5,644,896)	-84%	\$20,805,884	\$17,410,307	(\$3,395,577)	-16%	\$40,288,903	\$29,467,293	(\$10,821,610)	-27%
Beer/Wine/Liquor Stores	\$5,265,014	\$1,382,301	(\$3,882,713)	-74%	\$16,332,414	\$6,184,326	(\$10,148,089)	-62%	\$31,738,693	\$12,069,053	(\$19,669,640)	-62%
Florists/Misc. Store Retailers	\$845,054	\$258,116	(\$586,938)	-69%	\$2,620,651	\$753,883	(\$1,866,768)	-71%	\$5,081,754	\$2,019,205	(\$3,062,549)	-60%
Department Stores	\$14,812,107	\$4,716,284	(\$10,095,823)	-68%	\$45,933,351	\$19,836,789	(\$26,096,562)	-57%	\$89,173,391	\$80,562,674	(\$8,610,717)	-10%
Jewelry/Luggage/Leather Goods	\$3,828,729	\$1,797,098	(\$2,031,631)	-53%	\$11,854,406	\$7,146,233	(\$4,708,172)	-40%	\$22,987,164	\$26,072,755	\$3,085,590	13%
Specialty Food Stores	\$3,649,218	\$1,886,484	(\$1,762,734)	-48%	\$11,322,663	\$4,864,324	(\$6,458,339)	-57%	\$22,002,184	\$15,072,505	(\$6,929,680)	-31%
Electronics/Appliance	\$9,745,383	\$5,084,699	(\$4,660,684)	-48%	\$30,139,528	\$26,730,412	(\$3,409,116)	-11%	\$62,149,629	\$72,591,161	\$10,441,532	17%
Other Misc. Store Retailers	\$8,708,879	\$4,587,633	(\$4,121,245)	-47%	\$26,941,827	\$16,161,513	(\$10,780,314)	-40%	\$52,133,741	\$40,189,822	(\$11,943,919)	-23%
Grocery Stores	\$61,862,907	\$36,127,776	(\$25,735,131)	-42%	\$191,972,653	\$142,695,842	(\$49,276,811)	-26%	\$372,957,216	\$330,935,735	(\$42,021,481)	-11%
Other General Merchandise Stores	\$63,915,521	\$42,454,488	(\$21,461,033)	-34%	\$198,349,548	\$160,566,062	(\$37,783,486)	-19%	\$385,657,429	\$447,339,199	\$61,681,769	16%
Building Material/Supplies Dealers	\$34,678,083	\$25,563,473	(\$9,114,610)	-26%	\$107,510,285	\$109,663,207	\$2,152,922	2%	\$208,563,719	\$277,609,372	\$69,045,653	33%
Special Food Services	\$5,602,290	\$4,272,699	(\$1,329,591)	-24%	\$17,256,301	\$11,567,149	(\$5,689,153)	-33%	\$36,121,173	\$33,041,908	(\$3,079,265)	-9%
Home Furnishing Stores	\$6,217,763	\$4,948,768	(\$1,268,995)	-20%	\$19,276,384	\$15,954,555	(\$3,321,829)	-17%	\$37,394,929	\$37,417,769	\$22,840	0%
Gasoline Stations	\$45,854,269	\$36,610,829	(\$9,243,440)	-20%	\$142,363,348	\$127,112,352	(\$15,250,996)	-11%	\$276,415,369	\$329,140,039	\$52,724,669	19%
Clothing Stores	\$27,568,193	\$22,586,775	(\$4,981,418)	-18%	\$85,473,640	\$42,519,976	(\$42,953,664)	-50%	\$165,695,416	\$151,875,821	(\$13,819,595)	-8%
Bar/Drinking Places (Alcoholic Beverages)	\$1,437,968	\$1,179,644	(\$258,324)	-18%	\$4,428,184	\$2,956,304	(\$1,471,881)	-33%	\$10,428,592	\$11,049,131	\$620,539	6%
Office Supplies/Stationary/Gift	\$3,021,039	\$2,567,768	(\$453,271)	-15%	\$9,360,655	\$6,344,650	(\$3,016,005)	-32%	\$18,479,954	\$17,143,449	(\$1,336,505)	-7%
Limited-Service Eating Places	\$26,860,861	\$24,378,338	(\$2,482,524)	-9%	\$82,732,992	\$63,235,106	(\$19,497,886)	-24%	\$173,050,855	\$177,565,309	\$4,514,454	3%
Sporting Goods/Hobby/Musical Instrument	\$6,789,721	\$6,637,138	(\$152,583)	-2%	\$21,019,172	\$15,860,578	(\$5,158,594)	-25%	\$40,745,392	\$49,073,671	\$8,328,278	20%
Other Motor Vehicle Dealers	\$7,146,123	\$7,190,734	\$44,612	1%	\$22,137,692	\$16,006,660	(\$6,131,033)	-28%	\$42,880,342	\$54,250,385	\$11,370,043	27%
Full-Service Restaurants	\$25,572,087	\$26,502,839	\$930,753	4%	\$78,753,467	\$70,951,506	(\$7,801,961)	-10%	\$172,225,083	\$241,860,688	\$69,635,605	40%
Book/Periodical/Music Stores	\$1,921,671	\$2,035,485	\$113,814	6%	\$5,971,102	\$4,290,574	(\$1,680,527)	-28%	\$11,625,303	\$10,343,484	(\$1,281,819)	-11%
Health/Personal Care Stores	\$33,484,021	\$35,726,626	\$2,242,606	7%	\$104,124,849	\$74,009,958	(\$30,114,890)	-29%	\$202,257,904	\$167,899,684	(\$34,358,219)	-17%
Automotive Parts/Accessories/Tire	\$9,732,636	\$10,404,397	\$671,761	7%	\$30,267,495	\$24,602,267	(\$5,665,228)	-19%	\$58,798,608	\$62,422,422	\$3,623,813	6%
Vending Machine Operators (Non-Store)	\$3,708,116	\$7,121,763	\$3,413,646	92%	\$11,498,125	\$24,785,690	\$13,287,566	116%	\$22,480,993	\$24,948,810	\$2,467,817	11%
Used Merchandise Stores	\$2,057,464	\$4,736,391	\$2,678,927	130%	\$6,379,163	\$7,362,885	\$983,722	15%	\$12,365,844	\$14,491,429	\$2,125,585	17%
Lawn/Garden Equipment/Supplies Stores	\$4,009,317	\$10,129,733	\$6,120,416	153%	\$12,427,599	\$29,323,070	\$16,895,472	136%	\$24,090,453	\$43,690,885	\$19,600,432	81%
<b>Consumer Demand/Market Supply Index</b>	<b>\$629,603,007</b>	<b>\$336,486,673</b>	<b>187</b>		<b>\$1,951,559,618</b>	<b>\$1,231,247,142</b>	<b>159</b>		<b>\$3,838,497,205</b>	<b>\$3,751,514,192</b>	<b>102</b>	

**Consumer Demand & Market Supply Assessment**

Site: Neighborhood Center  
Address: Washington Ave and Nutmeg St | Murrieta CA  
Date Report Created: 5/15/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Autos/Cars/Vans/Trucks/Motorcycles	\$101,097,131	\$7,123,953	(\$93,973,179)	-93%	\$313,336,390	\$89,208,406	(\$224,127,984)	-72%	\$607,089,966	\$717,111,947	\$110,021,981	18%
Furniture/Sleep/Outdoor/Patio Furniture	\$17,330,351	\$3,356,835	(\$13,973,516)	-81%	\$53,723,538	\$27,205,632	(\$26,517,906)	-49%	\$104,017,453	\$54,983,424	(\$49,034,029)	-47%
Computer Hardware/Software/Supplies	\$9,902,209	\$2,009,106	(\$7,893,103)	-80%	\$30,471,504	\$22,047,338	(\$8,424,166)	-28%	\$74,746,718	\$49,682,921	(\$25,063,797)	-34%
Footwear, including Accessories	\$9,342,323	\$2,424,901	(\$6,917,422)	-74%	\$28,928,414	\$9,634,919	(\$19,293,495)	-67%	\$55,967,939	\$35,425,030	(\$20,542,908)	-37%
Retailer Services	\$19,305,906	\$6,561,375	(\$12,744,531)	-66%	\$59,694,160	\$29,368,316	(\$30,325,844)	-51%	\$115,469,648	\$133,923,347	\$18,453,699	16%
Pets/Pet Foods/Pet Supplies	\$5,802,788	\$2,275,163	(\$3,527,626)	-61%	\$17,804,804	\$8,337,457	(\$9,467,347)	-53%	\$34,254,669	\$20,486,789	(\$13,767,880)	-40%
Small Electric Appliances	\$1,341,905	\$533,641	(\$808,265)	-60%	\$4,168,596	\$2,526,232	(\$1,642,364)	-39%	\$8,082,279	\$6,506,547	(\$1,575,732)	-19%
Audio Equipment/Musical Instruments	\$3,617,382	\$1,662,969	(\$1,954,413)	-54%	\$11,266,017	\$8,420,771	(\$2,845,245)	-25%	\$21,884,352	\$21,369,385	(\$514,968)	-2%
Kitchenware/Home Furnishings	\$7,645,399	\$3,786,421	(\$3,858,978)	-50%	\$23,679,922	\$14,501,513	(\$9,178,410)	-39%	\$45,942,582	\$36,833,740	(\$9,108,842)	-20%
Automotive Tires/Tubes/Batteries/Parts	\$19,449,947	\$9,885,032	(\$9,564,914)	-49%	\$60,507,709	\$29,894,600	(\$30,613,110)	-51%	\$117,576,823	\$102,350,286	(\$15,226,537)	-13%
Packaged Liquor/Wine/Beer	\$11,654,355	\$6,012,790	(\$5,641,565)	-48%	\$36,135,790	\$23,354,144	(\$12,781,646)	-35%	\$70,004,338	\$54,991,757	(\$15,012,581)	-21%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,862,543	\$1,482,344	(\$1,380,199)	-48%	\$8,785,499	\$6,266,505	(\$2,518,994)	-29%	\$16,965,681	\$16,227,830	(\$737,850)	-4%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$74,891,301	\$40,074,777	(\$34,816,524)	-46%	\$232,917,090	\$121,801,585	(\$111,115,504)	-48%	\$452,499,460	\$288,906,449	(\$163,593,011)	-36%
Jewelry (including Watches)	\$5,777,770	\$3,123,800	(\$2,653,970)	-46%	\$17,886,786	\$11,352,535	(\$6,534,251)	-37%	\$34,692,588	\$37,414,714	\$2,722,126	8%
Womens/Juniors/Misses Wear	\$23,828,202	\$13,146,654	(\$10,681,548)	-45%	\$74,051,110	\$32,160,380	(\$41,890,730)	-57%	\$143,627,437	\$106,530,215	(\$37,097,221)	-26%
All Other Merchandise	\$24,631,511	\$13,745,155	(\$10,886,356)	-44%	\$76,366,682	\$48,892,250	(\$27,474,432)	-36%	\$147,974,578	\$121,415,096	(\$26,559,481)	-18%
Mens Wear	\$9,373,715	\$5,319,657	(\$4,054,058)	-43%	\$28,880,281	\$14,124,623	(\$14,755,657)	-51%	\$55,817,232	\$45,847,387	(\$9,969,845)	-18%
Groceries/Other Food Items (Off Premises)	\$96,777,753	\$58,281,862	(\$38,495,891)	-40%	\$300,325,405	\$218,546,402	(\$81,779,004)	-27%	\$582,611,906	\$519,650,007	(\$62,961,899)	-11%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,176,989	\$740,520	(\$436,468)	-37%	\$3,675,931	\$2,449,481	(\$1,226,450)	-33%	\$7,149,091	\$8,313,766	\$1,164,675	16%
Televisions/VCR/Video Cameras/DVD etc	\$4,124,157	\$2,664,907	(\$1,459,250)	-35%	\$12,805,257	\$13,565,252	\$759,996	6%	\$24,834,643	\$36,135,770	\$11,301,127	46%
Toys/Hobby Goods/Games	\$3,202,606	\$2,072,900	(\$1,129,706)	-35%	\$9,919,257	\$7,337,915	(\$2,581,342)	-26%	\$19,282,345	\$20,592,537	\$1,310,192	7%
Childrens Wear/Infants/Toddlers Clothing	\$3,878,434	\$2,637,647	(\$1,240,787)	-32%	\$12,011,024	\$6,794,090	(\$5,216,934)	-43%	\$23,377,400	\$22,568,398	(\$809,002)	-3%
Photographic Equipment/Supplies	\$711,539	\$486,037	(\$225,502)	-32%	\$2,195,678	\$2,488,549	\$292,871	13%	\$4,245,894	\$6,625,011	\$2,379,117	56%
Soaps/Detergents/Household Cleaners	\$2,988,548	\$2,056,053	(\$932,495)	-31%	\$9,248,647	\$7,956,367	(\$1,292,280)	-14%	\$17,904,816	\$20,995,457	\$3,090,641	17%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,681,886	\$3,989,195	(\$1,692,691)	-30%	\$17,546,560	\$13,215,820	(\$4,330,740)	-25%	\$34,010,643	\$37,284,124	\$3,273,481	10%
Hardware/Tools/Plumbing/Electrical Supplies	\$9,631,391	\$6,763,711	(\$2,867,680)	-30%	\$29,948,206	\$29,199,925	(\$748,281)	-2%	\$58,177,176	\$73,599,911	\$15,422,734	27%
Floor/Floor Coverings	\$4,936,356	\$3,477,273	(\$1,459,083)	-30%	\$15,355,203	\$13,356,317	(\$1,998,886)	-13%	\$29,860,719	\$32,524,242	\$2,663,524	9%
Paper/Related Products	\$2,585,703	\$1,882,169	(\$703,534)	-27%	\$8,066,289	\$6,985,143	(\$1,081,147)	-13%	\$15,666,774	\$18,816,279	\$3,149,504	20%
Dimensional Lumber/Other Building Materials	\$14,119,515	\$10,594,202	(\$3,525,313)	-25%	\$43,700,043	\$45,300,315	\$1,600,273	4%	\$84,748,568	\$114,497,446	\$29,748,878	35%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,553,852	\$1,930,250	(\$623,602)	-24%	\$7,933,349	\$8,234,997	\$301,647	4%	\$15,398,561	\$20,872,220	\$5,473,658	36%
Books/Periodicals	\$2,619,988	\$1,980,953	(\$639,035)	-24%	\$8,151,453	\$5,801,918	(\$2,349,535)	-29%	\$15,800,173	\$13,607,437	(\$2,192,736)	-14%
Major Household Appliances	\$2,387,580	\$1,815,326	(\$572,254)	-24%	\$7,337,788	\$8,430,445	\$1,092,657	15%	\$14,141,474	\$22,096,116	\$7,954,642	56%
Automotive Lubricants (incl Oil, Greases)	\$2,387,580	\$1,815,326	(\$572,254)	-24%	\$7,337,788	\$8,430,445	\$1,092,657	15%	\$14,141,474	\$22,096,116	\$7,954,642	56%
Cigars/Cigarettes/Tobacco/Accessories	\$6,890,932	\$5,289,893	(\$1,601,039)	-23%	\$21,579,475	\$18,208,286	(\$3,371,189)	-16%	\$42,113,942	\$46,869,385	\$4,755,443	11%
Automotive Fuels	\$42,314,188	\$33,837,472	(\$8,476,716)	-20%	\$131,329,616	\$118,702,118	(\$12,627,498)	-10%	\$254,687,732	\$308,981,640	\$54,293,908	21%
Meats/Nonalcoholic Beverages	\$51,831,704	\$48,325,201	(\$3,506,502)	-7%	\$159,632,894	\$130,511,007	(\$29,121,887)	-18%	\$333,445,588	\$387,718,202	\$54,272,614	16%
Alcoholic Drinks Served at the Establishment	\$10,413,860	\$10,560,799	\$146,940	1%	\$32,063,815	\$28,106,270	(\$3,957,546)	-12%	\$76,587,167	\$95,727,300	\$19,140,133	25%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,378,786	\$1,541,716	\$162,931	12%	\$4,295,981	\$3,835,916	(\$460,066)	-11%	\$8,328,389	\$9,531,006	\$1,202,618	14%
Sewing/Knitting Materials/Supplies	\$266,132	\$300,964	\$34,832	13%	\$836,129	\$866,555	\$30,426	4%	\$1,612,480	\$2,553,359	\$940,879	58%
Lawn/Garden/Farm Equipment/Supplies	\$10,183,050	\$12,030,572	\$1,847,523	18%	\$31,587,912	\$40,023,882	\$8,435,969	27%	\$61,266,222	\$74,494,381	\$13,228,159	22%

## Consumer Demand & Market Supply Assessment

**Site:** Neighborhood Center  
**Address:** Washington Ave and Nutmeg St | Murrieta CA  
**Date Report Created:** 5/15/2019

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

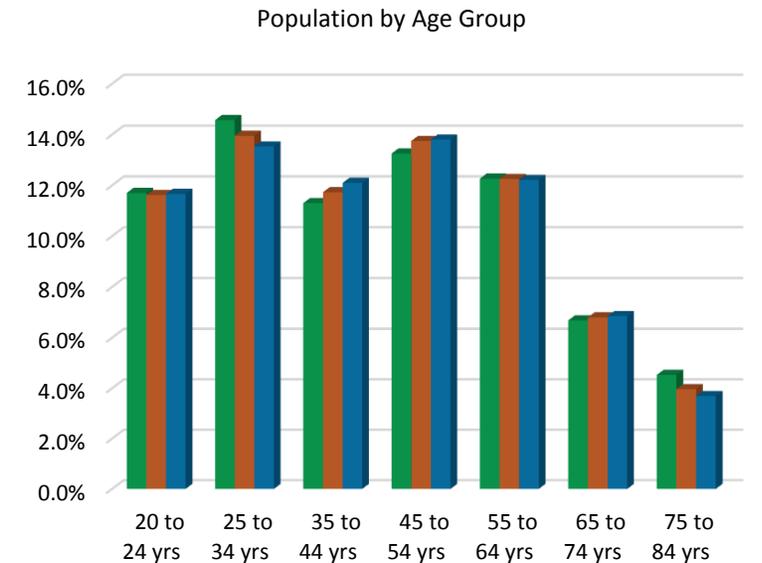
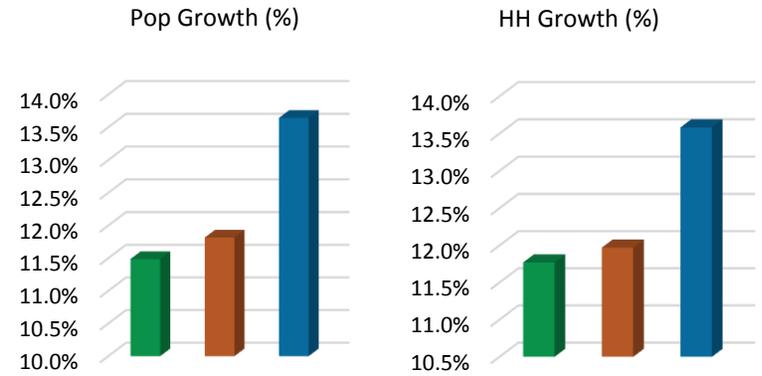
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area



# Consumer Demographic Profile

**Site:** I-15 and California Oaks Rd  
**Address:** I-15 and California Oaks Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

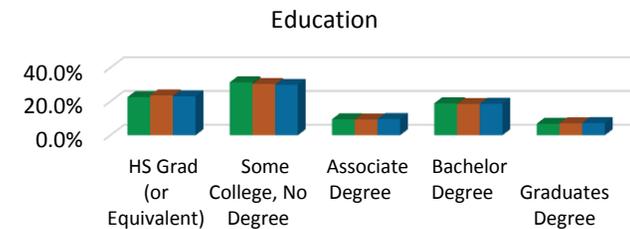
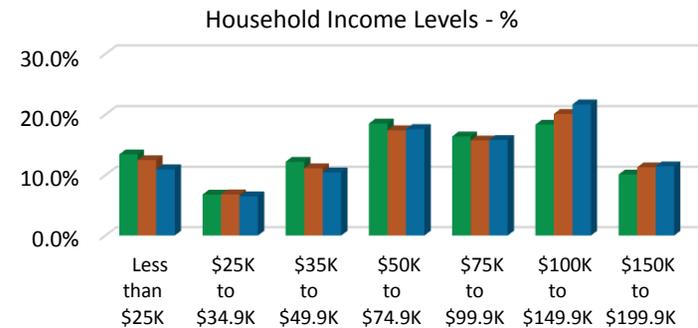
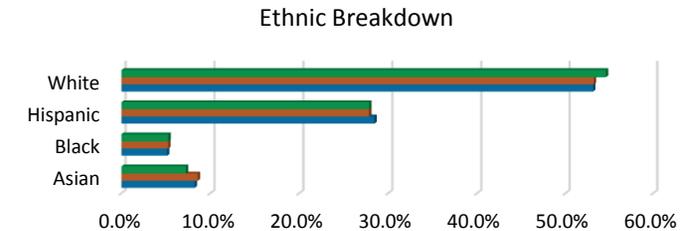
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	56,694	---	154,142	---	269,625	---
5 Year Projected Pop	63,207	---	172,357	---	306,411	---
Pop Growth (%)	11.5%	---	11.8%	---	13.6%	---
Households	19,122	---	50,328	---	85,092	---
5 Year Projected HHs	21,373	---	56,352	---	96,649	---
HH Growth (%)	11.8%	---	12.0%	---	13.6%	---
<b>Census Stats</b>						
2000 Population	32,908	---	73,342	---	122,662	---
2010 Population	49,458	---	134,755	---	229,805	---
Pop Growth (%)	50.3%	---	83.7%	---	87.3%	---
2000 Households	10,742	---	24,145	---	39,890	---
2010 Households	16,508	---	43,773	---	72,515	---
HH Growth (%)	53.7%	---	81.3%	---	81.8%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	38.1		37.5		37.2	
19 yrs & under	13,303	23.5%	37,476	24.3%	66,775	24.8%
20 to 24 yrs	6,634	11.7%	17,915	11.6%	31,449	11.7%
25 to 34 yrs	8,259	14.6%	21,502	13.9%	36,488	13.5%
35 to 44 yrs	6,408	11.3%	18,080	11.7%	32,610	12.1%
45 to 54 yrs	7,514	13.3%	21,191	13.7%	37,213	13.8%
55 to 64 yrs	6,953	12.3%	18,888	12.3%	32,934	12.2%
65 to 74 yrs	3,788	6.7%	10,483	6.8%	18,476	6.9%
75 to 84 yrs	2,567	4.5%	6,111	4.0%	9,952	3.7%
85 + yrs	1,268	2.2%	2,496	1.6%	3,727	1.4%
<b>Population Bases</b>						
20-34 yrs	14,894	26.3%	39,417	25.6%	67,937	25.2%
45-64 yrs	14,467	25.5%	40,079	26.0%	70,147	26.0%
16 yrs +	44,910	79.2%	121,080	78.6%	210,829	78.2%
25 yrs +	36,757	64.8%	98,751	64.1%	171,401	63.6%
65 yrs +	7,622	13.4%	19,090	12.4%	32,156	11.9%
75 yrs +	3,835	6.8%	8,607	5.6%	13,680	5.1%
85 yrs +	1,268	2.2%	2,496	1.6%	3,727	1.4%



# Consumer Demographic Profile

**Site:** I-15 and California Oaks Rd  
**Address:** I-15 and California Oaks Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

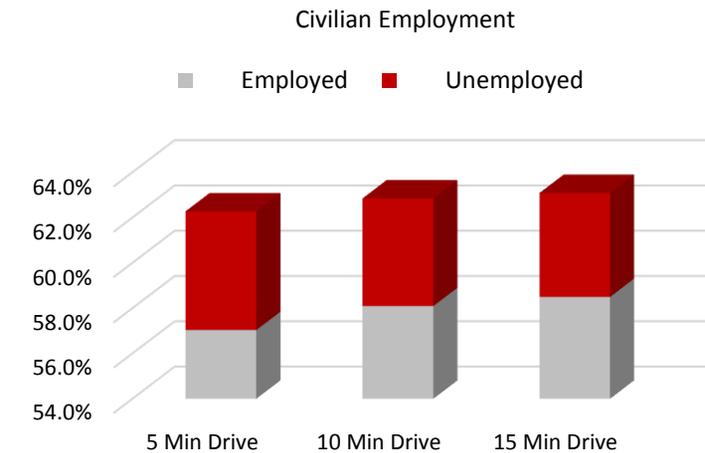
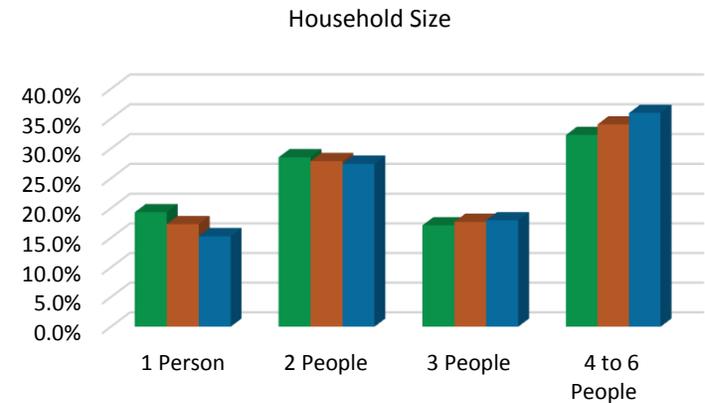
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	30,956	54.6%	82,028	53.2%	143,303	53.1%
Hispanic	15,803	27.9%	42,933	27.9%	76,712	28.5%
Black	2,995	5.3%	8,134	5.3%	13,869	5.1%
Asian	4,113	7.3%	13,264	8.6%	22,261	8.3%
<b>Ancestry</b>						
American Indian (ancestry)	223	0.4%	683	0.4%	1,320	0.5%
Hawaiian (ancestry)	228	0.4%	592	0.4%	1,019	0.4%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$30,464	---	\$31,419	---	\$30,964	---
<b>Average HH Income</b>	\$90,320	---	\$96,229	---	\$98,112	---
<b>Median HH Income</b>	\$73,577	---	\$77,887	---	\$81,141	---
Less than \$25K	2,570	13.4%	6,294	12.5%	9,329	11.0%
\$25K to \$34.9K	1,296	6.8%	3,435	6.8%	5,537	6.5%
\$35K to \$49.9K	2,339	12.2%	5,608	11.1%	8,913	10.5%
\$50K to \$74.9K	3,544	18.5%	8,766	17.4%	14,990	17.6%
\$75K to \$99.9K	3,137	16.4%	7,930	15.8%	13,472	15.8%
\$100K to \$149.9K	3,507	18.3%	10,130	20.1%	18,449	21.7%
\$150K to \$199.9K	1,934	10.1%	5,681	11.3%	9,745	11.5%
\$200K +	795	4.2%	2,484	4.9%	4,657	5.5%
<b>Education</b>						
Less than 9th Grade	1,222	3.3%	3,792	3.8%	6,583	3.8%
Some HS, No Diploma	2,027	5.5%	5,030	5.1%	9,651	5.6%
HS Grad (or Equivalent)	8,291	22.6%	23,271	23.6%	39,454	23.0%
Some College, No Degree	11,507	31.3%	29,916	30.3%	51,119	29.8%
Associate Degree	3,465	9.4%	9,120	9.2%	16,403	9.6%
Bachelor Degree	6,937	18.9%	18,280	18.5%	31,970	18.7%
Graduates Degree	2,492	6.8%	6,940	7.0%	12,353	7.2%



# Consumer Demographic Profile

**Site:** I-15 and California Oaks Rd  
**Address:** I-15 and California Oaks Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

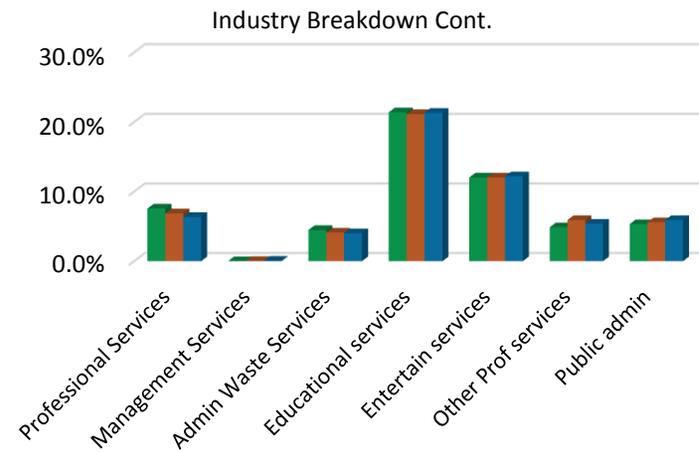
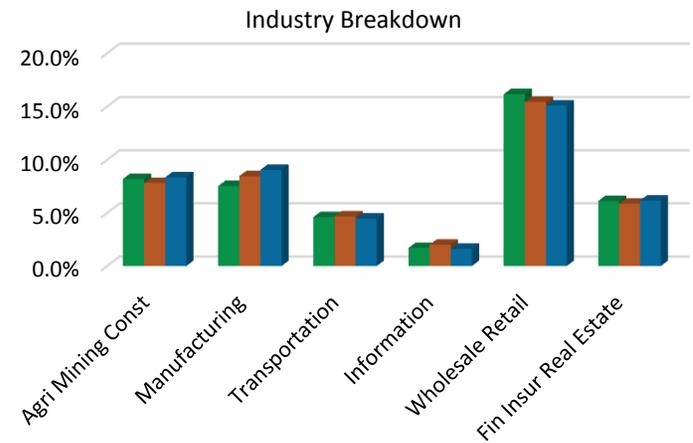
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	14,757		39,238		68,127	
Single - Male	360	2.4%	1,090	2.8%	1,934	2.8%
Single - Female	1,353	9.2%	2,659	6.8%	4,669	6.9%
Single Parent - Male	739	5.0%	1,636	4.2%	2,575	3.8%
Single Parent - Female	1,852	12.6%	4,488	11.4%	6,592	9.7%
Married w/ Children	4,670	31.6%	13,900	35.4%	25,740	37.8%
Married w/out Children	5,783	39.2%	15,465	39.4%	26,617	39.1%
<b>Household Size</b>						
1 Person	3,695	19.3%	8,710	17.3%	13,002	15.3%
2 People	5,456	28.5%	14,043	27.9%	23,349	27.4%
3 People	3,270	17.1%	8,905	17.7%	15,279	18.0%
4 to 6 People	6,172	32.3%	17,136	34.0%	30,602	36.0%
7+ People	529	2.8%	1,534	3.0%	2,861	3.4%
<b>Home Ownership</b>	19,122		50,328		85,092	
Owners	12,412	64.9%	33,054	65.7%	59,199	69.6%
Renters	6,711	35.1%	17,274	34.3%	25,893	30.4%
<b>Components of Change</b>						
Births	750	1.3%	2,011	1.3%	3,445	1.3%
Deaths	442	0.8%	1,049	0.7%	1,734	0.6%
Migration	1,509	2.7%	1,830	1.2%	3,141	1.2%
<b>Employment (Pop 16+)</b>	44,910		121,080		210,829	
Armed Services	340	0.8%	1,274	1.1%	2,309	1.1%
Civilian	27,968	62.3%	76,096	62.8%	133,010	63.1%
Employed	25,613	57.0%	70,339	58.1%	123,325	58.5%
Unemployed	2,355	5.2%	5,757	4.8%	9,686	4.6%
Not in Labor Force	16,602	37.0%	43,710	36.1%	75,510	35.8%
<b>Employed Population</b>	25,613		70,339		123,325	
White Collar	15,967	62.3%	45,315	64.4%	78,367	63.5%
Blue Collar	9,646	37.7%	25,024	35.6%	44,958	36.5%



# Consumer Demographic Profile

**Site:** I-15 and California Oaks Rd  
**Address:** I-15 and California Oaks Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	25,613		70,339		123,325	
White Collar	15,967	62.3%	45,315	64.4%	78,367	63.5%
Managerial executive	3,782	14.8%	11,633	16.5%	19,654	15.9%
Prof specialty	5,399	21.1%	14,849	21.1%	26,173	21.2%
Healthcare support	467	1.8%	1,217	1.7%	2,051	1.7%
Sales	3,361	13.1%	9,352	13.3%	15,977	13.0%
Office Admin	2,959	11.6%	8,264	11.7%	14,512	11.8%
Blue Collar	9,646	37.7%	25,024	35.6%	44,958	36.5%
Protective	718	2.8%	2,321	3.3%	4,357	3.5%
Food Prep Serving	1,730	6.8%	4,572	6.5%	8,312	6.7%
Bldg Maint/Cleaning	572	2.2%	2,191	3.1%	4,010	3.3%
Personal Care	1,942	7.6%	4,302	6.1%	6,879	5.6%
Farming/Fishing/Forestry	61	0.2%	163	0.2%	235	0.2%
Construction	2,248	8.8%	5,606	8.0%	10,394	8.4%
Production Transp	2,374	9.3%	5,870	8.3%	10,772	8.7%
<b>Employment By Industry</b>	25,613		70,339		123,325	
Agri Mining Const	2,101	8.2%	5,505	7.8%	10,314	8.4%
Manufacturing	1,930	7.5%	5,962	8.5%	11,171	9.1%
Transportation	1,180	4.6%	3,291	4.7%	5,500	4.5%
Information	435	1.7%	1,414	2.0%	1,991	1.6%
Wholesale Retail	4,139	16.2%	10,864	15.4%	18,604	15.1%
Fin Insur Real Estate	1,569	6.1%	4,134	5.9%	7,606	6.2%
Professional Services	1,938	7.6%	4,829	6.9%	7,846	6.4%
Management Services	0	0.0%	22	0.0%	68	0.1%
Admin Waste Services	1,147	4.5%	2,888	4.1%	4,941	4.0%
Educational services	5,480	21.4%	14,871	21.1%	26,304	21.3%
Entertain services	3,080	12.0%	8,453	12.0%	15,035	12.2%
Other Prof services	1,247	4.9%	4,163	5.9%	6,661	5.4%
Public admin	1,366	5.3%	3,946	5.6%	7,284	5.9%



# Household Segmentation Profile

Site: I-15 and California Oaks Rd  
 Address: I-15 and California Oaks Rd | Murrieta CA  
 Date: 5/15/2019



HclECON Solutions

Trade Area 1:

Trade Area 2:

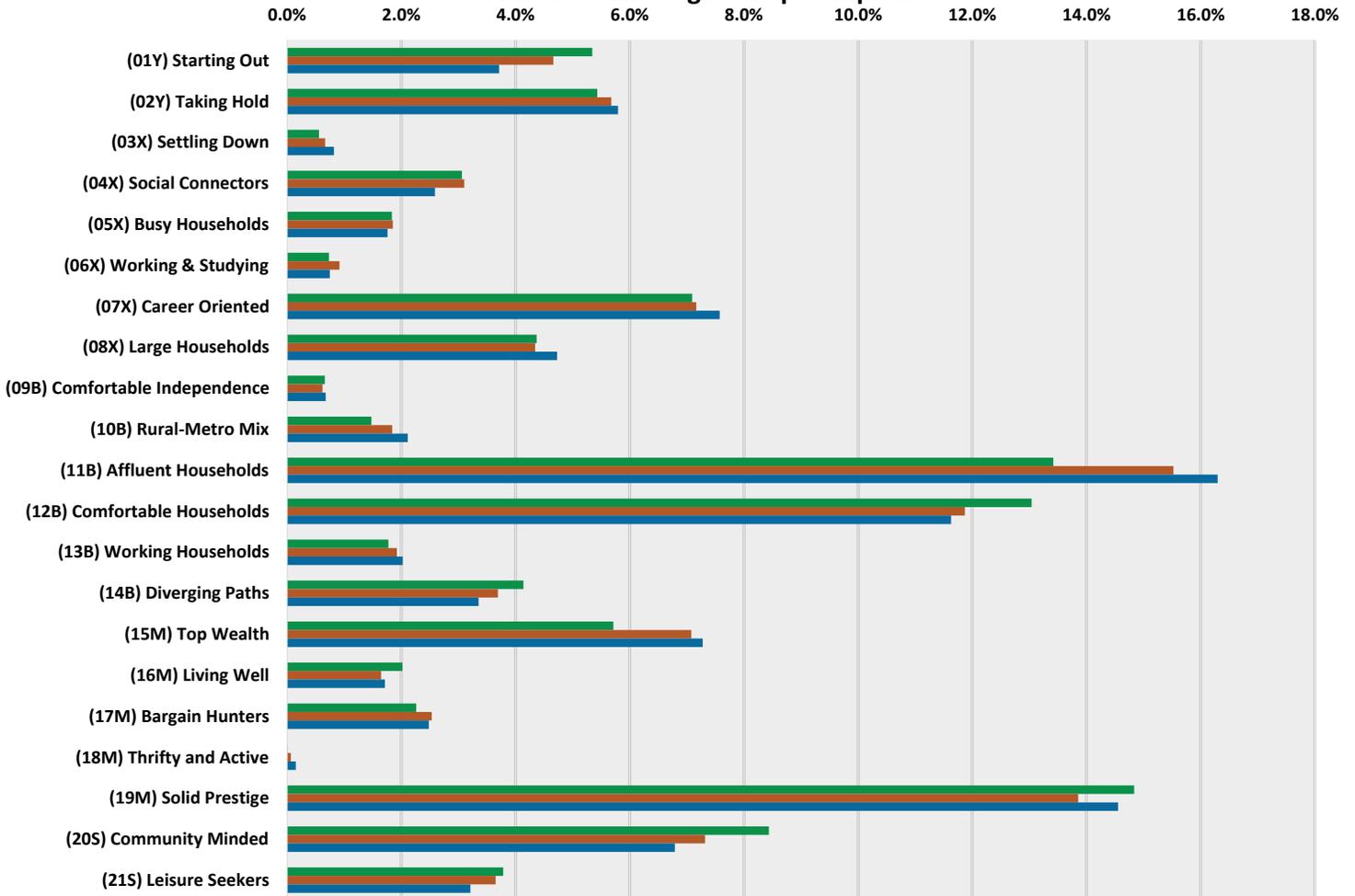
Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

## Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

Total Households

17,336

100%

46,560

100%

79,575

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	1,430	8.3%	4,557	9.8%	8,385	10.5%
2	17- Firmly Established	(12B) Comfortable Households	1,324	7.6%	3,209	6.9%	5,375	6.8%
3	09- Busy Schedules	(19M) Solid Prestige	1,289	7.4%	2,763	5.9%	4,621	5.8%
4	36- Persistent & Productive	(20S) Community Minded	943	5.4%	2,232	4.8%	3,567	4.5%
5	13- Work & Play	(12B) Comfortable Households	936	5.4%	2,317	5.0%	3,879	4.9%
6	08- Solid Surroundings	(19M) Solid Prestige	817	4.7%	2,323	5.0%	4,437	5.6%
7	03- Corporate Connected	(15M) Top Wealth	666	3.8%	2,178	4.7%	3,928	4.9%
8	24- Career Building	(02Y) Taking Hold	591	3.4%	1,762	3.8%	3,016	3.8%
9	33- Urban Diversity	(14B) Diverging Paths	558	3.2%	1,282	2.8%	1,837	2.3%
10	26- Getting Established	(07X) Career Oriented	533	3.1%	1,189	2.6%	1,808	2.3%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: I-15 and California Oaks Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		17,336	100%	46,560	100%	79,575	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>926</b>	<b>5.3%</b>	<b>2,172</b>	<b>4.7%</b>	<b>2,953</b>	<b>3.7%</b>
	<a href="#">39- Setting Goals</a>	71	0.4%	207	0.4%	314	0.4%
	<a href="#">45- Offices &amp; Entertainment</a>	136	0.8%	335	0.7%	522	0.7%
	<a href="#">57- Collegiate Crowd</a>	489	2.8%	1,048	2.3%	1,344	1.7%
	<a href="#">58- Outdoor Fervor</a>	1	0.0%	44	0.1%	121	0.2%
	<a href="#">67- First Steps</a>	229	1.3%	538	1.2%	652	0.8%
<b>(02Y) Taking Hold</b>		<b>942</b>	<b>5.4%</b>	<b>2,644</b>	<b>5.7%</b>	<b>4,614</b>	<b>5.8%</b>
	<a href="#">18- Climbing the Ladder</a>	76	0.4%	205	0.4%	385	0.5%
	<a href="#">21- Children First</a>	204	1.2%	485	1.0%	819	1.0%
	<a href="#">24- Career Building</a>	591	3.4%	1,762	3.8%	3,016	3.8%
	<a href="#">30- Out &amp; About</a>	70	0.4%	192	0.4%	394	0.5%
<b>(03X) Settling Down</b>		<b>97</b>	<b>0.6%</b>	<b>311</b>	<b>0.7%</b>	<b>652</b>	<b>0.8%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	6	0.0%	54	0.1%
	<a href="#">41- Rural Adventure</a>	14	0.1%	57	0.1%	140	0.2%
	<a href="#">46- Rural &amp; Active</a>	83	0.5%	248	0.5%	458	0.6%
<b>(04X) Social Connectors</b>		<b>531</b>	<b>3.1%</b>	<b>1,443</b>	<b>3.1%</b>	<b>2,059</b>	<b>2.6%</b>
	<a href="#">42- Creative Variety</a>	104	0.6%	253	0.5%	456	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	108	0.6%	336	0.7%	542	0.7%
	<a href="#">59- Mobile Mixers</a>	319	1.8%	855	1.8%	1,060	1.3%
<b>(05X) Busy Households</b>		<b>318</b>	<b>1.8%</b>	<b>863</b>	<b>1.9%</b>	<b>1,401</b>	<b>1.8%</b>
	<a href="#">37- Firm Foundations</a>	164	0.9%	456	1.0%	843	1.1%
	<a href="#">62- Movies &amp; Sports</a>	154	0.9%	406	0.9%	558	0.7%
<b>(06X) Working &amp; Studying</b>		<b>127</b>	<b>0.7%</b>	<b>427</b>	<b>0.9%</b>	<b>594</b>	<b>0.7%</b>
	<a href="#">61- City Life</a>	3	0.0%	130	0.3%	181	0.2%
	<a href="#">69- Productive Havens</a>	29	0.2%	72	0.2%	135	0.2%
	<a href="#">70- Favorably Frugal</a>	95	0.5%	225	0.5%	278	0.3%
<b>(07X) Career Oriented</b>		<b>1,230</b>	<b>7.1%</b>	<b>3,336</b>	<b>7.2%</b>	<b>6,028</b>	<b>7.6%</b>
	<a href="#">06- Casual Comfort</a>	460	2.7%	1,523	3.3%	3,168	4.0%
	<a href="#">10- Careers &amp; Travel</a>	136	0.8%	392	0.8%	679	0.9%
	<a href="#">20- Carving Out Time</a>	102	0.6%	232	0.5%	373	0.5%
	<a href="#">26- Getting Established</a>	533	3.1%	1,189	2.6%	1,808	2.3%
<b>(08X) Large Households</b>		<b>758</b>	<b>4.4%</b>	<b>2,023</b>	<b>4.3%</b>	<b>3,765</b>	<b>4.7%</b>
	<a href="#">11- Schools &amp; Shopping</a>	206	1.2%	613	1.3%	1,190	1.5%
	<a href="#">12- On the Go</a>	201	1.2%	552	1.2%	955	1.2%
	<a href="#">19- Country Comfort</a>	2	0.0%	43	0.1%	204	0.3%
	<a href="#">27- Tenured Proprietors</a>	349	2.0%	815	1.8%	1,415	1.8%
<b>(09B) Comfortable Independence</b>		<b>114</b>	<b>0.7%</b>	<b>288</b>	<b>0.6%</b>	<b>539</b>	<b>0.7%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	0	0.0%	1	0.0%
	<a href="#">35- Working &amp; Active</a>	55	0.3%	147	0.3%	279	0.4%
	<a href="#">56- Metro Active</a>	59	0.3%	140	0.3%	259	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>256</b>	<b>1.5%</b>	<b>857</b>	<b>1.8%</b>	<b>1,682</b>	<b>2.1%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	32	0.1%	122	0.2%
	<a href="#">53- Metro Strivers</a>	255	1.5%	713	1.5%	1,303	1.6%
	<a href="#">60- Rural &amp; Mobile</a>	0	0.0%	112	0.2%	257	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

Market: I-15 and California Oaks Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		17,336	100%	46,560	100%	79,575	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>2,326</b>	<b>13.4%</b>	<b>7,227</b>	<b>15.5%</b>	<b>12,966</b>	<b>16.3%</b>
	<a href="#">01- Summit Estates</a>	384	2.2%	1,293	2.8%	2,115	2.7%
	<a href="#">04- Top Professionals</a>	1,430	8.3%	4,557	9.8%	8,385	10.5%
	<a href="#">07- Active Lifestyles</a>	511	2.9%	1,376	3.0%	2,467	3.1%
<b>(12B) Comfortable Households</b>		<b>2,260</b>	<b>13.0%</b>	<b>5,526</b>	<b>11.9%</b>	<b>9,253</b>	<b>11.6%</b>
	<a href="#">13- Work &amp; Play</a>	936	5.4%	2,317	5.0%	3,879	4.9%
	<a href="#">17- Firmly Established</a>	1,324	7.6%	3,209	6.9%	5,375	6.8%
<b>(13B) Working Households</b>		<b>308</b>	<b>1.8%</b>	<b>895</b>	<b>1.9%</b>	<b>1,612</b>	<b>2.0%</b>
	<a href="#">38- Occupational Mix</a>	307	1.8%	883	1.9%	1,563	2.0%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	12	0.0%	49	0.1%
<b>(14B) Diverging Paths</b>		<b>718</b>	<b>4.1%</b>	<b>1,718</b>	<b>3.7%</b>	<b>2,669</b>	<b>3.4%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	19	0.0%	94	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	76	0.4%	175	0.4%	289	0.4%
	<a href="#">31- Mid-American</a>	83	0.5%	219	0.5%	419	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	22	0.0%	30	0.0%
	<a href="#">33- Urban Diversity</a>	558	3.2%	1,282	2.8%	1,837	2.3%
<b>(15M) Top Wealth</b>		<b>990</b>	<b>5.7%</b>	<b>3,295</b>	<b>7.1%</b>	<b>5,790</b>	<b>7.3%</b>
	<a href="#">02- Established Elite</a>	324	1.9%	1,117	2.4%	1,862	2.3%
	<a href="#">03- Corporate Connected</a>	666	3.8%	2,178	4.7%	3,928	4.9%
<b>(16M) Living Well</b>		<b>350</b>	<b>2.0%</b>	<b>767</b>	<b>1.6%</b>	<b>1,364</b>	<b>1.7%</b>
	<a href="#">14- Career Centered</a>	266	1.5%	560	1.2%	954	1.2%
	<a href="#">15- Country Ways</a>	0	0.0%	11	0.0%	48	0.1%
	<a href="#">23- Good Neighbors</a>	84	0.5%	196	0.4%	362	0.5%
<b>(17M) Bargain Hunters</b>		<b>392</b>	<b>2.3%</b>	<b>1,179</b>	<b>2.5%</b>	<b>1,977</b>	<b>2.5%</b>
	<a href="#">43- Work &amp; Causes</a>	63	0.4%	168	0.4%	316	0.4%
	<a href="#">44- Open Houses</a>	71	0.4%	210	0.5%	374	0.5%
	<a href="#">55- Community Life</a>	68	0.4%	250	0.5%	487	0.6%
	<a href="#">63- Staying Home</a>	167	1.0%	481	1.0%	682	0.9%
	<a href="#">68- Staying Healthy</a>	22	0.1%	70	0.1%	119	0.1%
<b>(18M) Thrifty &amp; Active</b>		<b>1</b>	<b>0.0%</b>	<b>31</b>	<b>0.1%</b>	<b>123</b>	<b>0.2%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	6	0.0%	27	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	20	0.0%	70	0.1%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	5	0.0%	26	0.0%
<b>(19M) Solid Prestige</b>		<b>2,571</b>	<b>14.8%</b>	<b>6,451</b>	<b>13.9%</b>	<b>11,580</b>	<b>14.6%</b>
	<a href="#">05- Active &amp; Involved</a>	465	2.7%	1,365	2.9%	2,522	3.2%
	<a href="#">08- Solid Surroundings</a>	817	4.7%	2,323	5.0%	4,437	5.6%
	<a href="#">09- Busy Schedules</a>	1,289	7.4%	2,763	5.9%	4,621	5.8%
<b>(20S) Community Minded</b>		<b>1,463</b>	<b>8.4%</b>	<b>3,407</b>	<b>7.3%</b>	<b>5,402</b>	<b>6.8%</b>
	<a href="#">25- Clubs &amp; Causes</a>	192	1.1%	464	1.0%	807	1.0%
	<a href="#">28- Community Pillars</a>	328	1.9%	712	1.5%	1,028	1.3%
	<a href="#">36- Persistent &amp; Productive</a>	943	5.4%	2,232	4.8%	3,567	4.5%
<b>(21S) Leisure Seekers</b>		<b>656</b>	<b>3.8%</b>	<b>1,700</b>	<b>3.7%</b>	<b>2,553</b>	<b>3.2%</b>
	<a href="#">49- Home &amp; Garden</a>	163	0.9%	496	1.1%	761	1.0%
	<a href="#">51- Role Models</a>	93	0.5%	262	0.6%	407	0.5%
	<a href="#">64- Practical &amp; Careful</a>	127	0.7%	349	0.8%	512	0.6%
	<a href="#">65- Hobbies &amp; Shopping</a>	138	0.8%	286	0.6%	420	0.5%
	<a href="#">66- Helping Hands</a>	136	0.8%	307	0.7%	454	0.6%

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

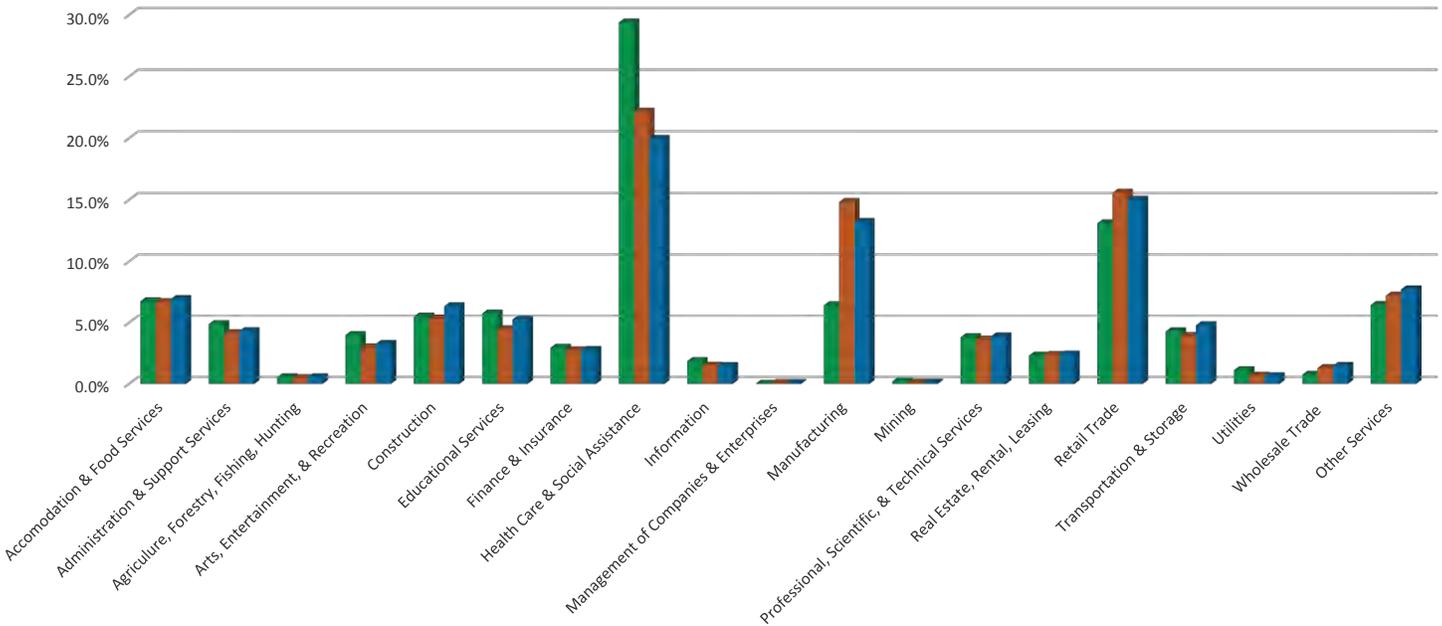
### Employment Profile

Site: I-15 and California Oaks Rd  
 Address: I-15 and California Oaks Rd | Murrieta CA  
 Date Report Created: 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	53,840		151,207		240,144	
Student Population	15,438		40,078		65,152	
Median Employee Salary	44,551		43,916		43,639	
Average Employee Salary	51,549		50,723		50,287	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	578	3.7%	2,107	4.1%	3,179	4.3%
15,000 to 30,000 CrYr	2,615	16.5%	8,323	16.1%	11,773	16.0%
30,000 to 45,000 CrYr	5,261	33.3%	17,657	34.1%	25,095	34.2%
45,000 to 60,000 CrYr	2,988	18.9%	10,167	19.7%	14,569	19.8%
60,000 to 75,000 CrYr	1,231	7.8%	4,133	8.0%	5,891	8.0%
75,000 to 90,000 CrYr	1,102	7.0%	3,378	6.5%	4,790	6.5%
90,000 to 100,000 CrYr	267	1.7%	859	1.7%	1,200	1.6%
Over 100,000 CrYr	1,759	11.1%	5,111	9.9%	6,979	9.5%

### Industry Groups

Employee's by Industry



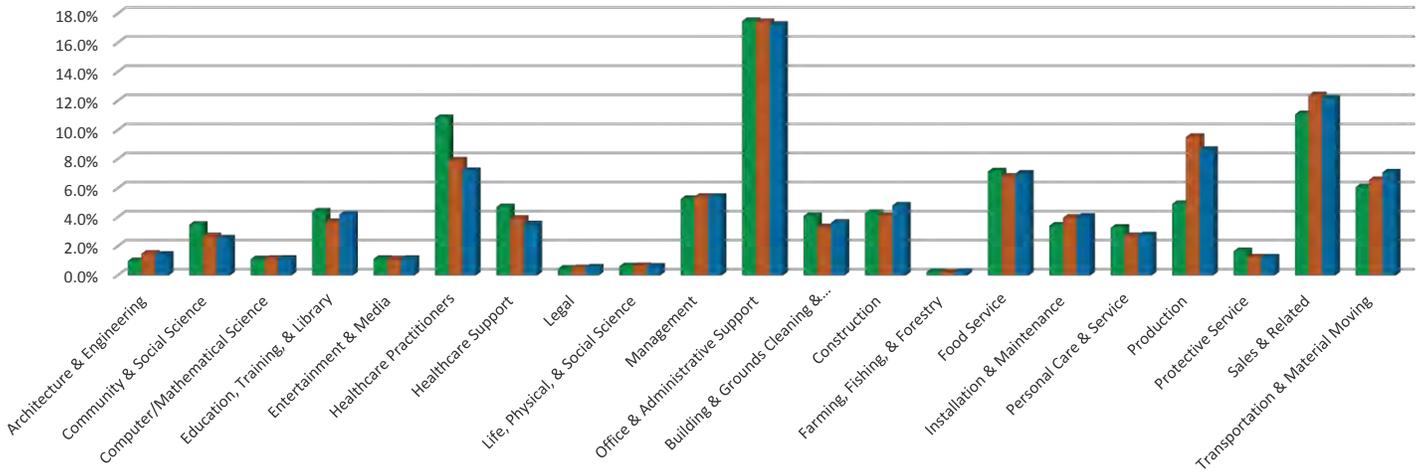
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,496</b>	<b>100%</b>	<b>15,801</b>	<b>100%</b>	<b>3,870</b>	<b>100%</b>	<b>51,733</b>	<b>100%</b>	<b>5,682</b>	<b>100%</b>	<b>73,476</b>	<b>100%</b>
Accommodation & Food Services	76	5.1%	1,066	6.7%	214	5.5%	3,451	6.7%	308	5.4%	5,093	6.9%
Administration & Support Services	57	3.8%	771	4.9%	140	3.6%	2,134	4.1%	222	3.9%	3,162	4.3%
Agriculture, Forestry, Fishing, Hunting	4	0.3%	85	0.5%	15	0.4%	241	0.5%	30	0.5%	396	0.5%
Arts, Entertainment, & Recreation	38	2.5%	629	4.0%	97	2.5%	1,544	3.0%	141	2.5%	2,398	3.3%
Construction	79	5.3%	868	5.5%	208	5.4%	2,761	5.3%	365	6.4%	4,655	6.3%
Educational Services	42	2.8%	908	5.7%	97	2.5%	2,303	4.5%	145	2.6%	3,865	5.3%
Finance & Insurance	102	6.8%	466	2.9%	254	6.6%	1,417	2.7%	356	6.3%	2,029	2.8%
Health Care & Social Assistance	403	27.0%	4,644	29.4%	889	23.0%	11,457	22.1%	1,209	21.3%	14,651	19.9%
Information	19	1.3%	293	1.9%	54	1.4%	766	1.5%	84	1.5%	1,065	1.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	39	0.1%	3	0.0%	52	0.1%
Manufacturing	62	4.1%	1,015	6.4%	166	4.3%	7,669	14.8%	238	4.2%	9,700	13.2%
Mining	2	0.1%	31	0.2%	3	0.1%	51	0.1%	4	0.1%	71	0.1%
Professional, Scientific, & Technical Services	131	8.7%	602	3.8%	352	9.1%	1,867	3.6%	532	9.4%	2,850	3.9%
Real Estate, Rental, Leasing	71	4.7%	365	2.3%	191	4.9%	1,220	2.4%	277	4.9%	1,754	2.4%
Retail Trade	183	12.2%	2,069	13.1%	517	13.4%	8,055	15.6%	733	12.9%	11,020	15.0%
Transportation & Storage	11	0.7%	677	4.3%	33	0.9%	2,024	3.9%	66	1.2%	3,517	4.8%
Utilities	4	0.3%	176	1.1%	7	0.2%	342	0.7%	10	0.2%	452	0.6%
Wholesale Trade	18	1.2%	118	0.7%	73	1.9%	666	1.3%	118	2.1%	1,074	1.5%
Other Services	194	13.0%	1,017	6.4%	557	14.4%	3,727	7.2%	842	14.8%	5,672	7.7%

### Employment Profile

Site: I-15 and California Oaks Rd  
 Address: I-15 and California Oaks Rd | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	8,368	53.0%	25,068	48.5%	34,941	47.6%
Architecture & Engineering	155	1.0%	770	1.5%	1,036	1.4%
Community & Social Science	551	3.5%	1,394	2.7%	1,870	2.5%
Computer/Mathematical Science	176	1.1%	584	1.1%	843	1.1%
Education, Training, & Library	695	4.4%	1,896	3.7%	3,081	4.2%
Entertainment & Media	178	1.1%	570	1.1%	828	1.1%
Healthcare Practitioners	1,711	10.8%	4,089	7.9%	5,278	7.2%
Healthcare Support	743	4.7%	2,016	3.9%	2,586	3.5%
Legal	71	0.5%	256	0.5%	398	0.5%
Life, Physical, & Social Science	97	0.6%	327	0.6%	435	0.6%
Management	831	5.3%	2,793	5.4%	3,966	5.4%
Office & Administrative Support	2,764	17.5%	9,012	17.4%	12,658	17.2%
<b>Blue Collar</b>	7,297	46.2%	26,248	50.7%	37,889	51.6%
Building & Grounds Cleaning & Maintenance	645	4.1%	1,713	3.3%	2,659	3.6%
Construction	678	4.3%	2,106	4.1%	3,534	4.8%
Farming, Fishing, & Forestry	37	0.2%	100	0.2%	167	0.2%
Food Service	1,130	7.1%	3,511	6.8%	5,141	7.0%
Installation & Maintenance	540	3.4%	2,051	4.0%	2,963	4.0%
Personal Care & Service	519	3.3%	1,402	2.7%	2,027	2.8%
Production	777	4.9%	4,925	9.5%	6,344	8.6%
Protective Service	262	1.7%	635	1.2%	898	1.2%
Sales & Related	1,751	11.1%	6,408	12.4%	8,950	12.2%
Transportation & Material Moving	959	6.1%	3,398	6.6%	5,206	7.1%
<b>Military Services</b>	135	0.9%	417	0.8%	646	0.9%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	15,801	51,733	73,476
2018 Q3	14,641	48,475	68,350
2018 Q2	15,738	51,204	72,157
2018 Q1	16,362	53,150	74,900
2017 Q4	16,422	53,506	75,398
2017 Q3	15,233	50,870	71,434
2017 Q2	16,059	53,296	75,225
2017 Q1	16,250	53,828	75,969
2016 Q4	15,872	54,197	76,607

**Consumer Demand & Market Supply Assessment**

Site: I-15 and California Oaks Rd  
Address: I-15 and California Oaks Rd | Murrieta CA  
Date Report Created: 5/15/2019

	5 Min Drive	10 Min Drive	15 Min Drive
<b>Demographics</b>			
Population	56,694	154,142	269,625
5-Year Population estimate	63,207	172,357	306,411
Population Households	56,541	153,602	268,092
Group Quarters Population	153	540	1,533
Households	19,122	50,328	85,092
5-Year Households estimate	21,373	56,352	96,649
WorkPlace Establishments	1,496	3,870	5,682
Workplace Employees	15,801	51,733	73,476
Median Household Income	\$73,577	\$77,887	\$81,141

**By Establishments**

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$133,876,960	\$26,833,045	(\$107,043,915)	-80%	\$380,304,329	\$143,138,553	(\$237,165,776)	-62%	\$654,583,718	\$211,473,696	(\$443,110,022)	-68%
Automotive Dealers	\$179,685,295	\$43,605,314	(\$136,079,981)	-76%	\$505,602,959	\$747,202,206	\$241,599,248	48%	\$888,318,583	\$857,559,444	(\$30,759,139)	-3%
Direct Selling Establishments	\$4,839,696	\$1,261,649	(\$3,578,047)	-74%	\$13,525,315	\$5,984,137	(\$7,541,177)	-56%	\$23,577,647	\$8,263,381	(\$15,314,266)	-65%
Shoe Stores	\$5,892,409	\$2,768,405	(\$3,124,004)	-53%	\$16,663,208	\$13,909,042	(\$2,754,167)	-17%	\$29,295,033	\$17,529,757	(\$11,765,276)	-40%
Florists/Misc. Store Retailers	\$1,333,876	\$680,778	(\$653,098)	-49%	\$3,734,963	\$1,633,351	(\$2,101,611)	-56%	\$6,531,034	\$2,100,484	(\$4,430,550)	-68%
Beer/Wine/Liquor Stores	\$8,309,390	\$4,556,348	(\$3,753,043)	-45%	\$23,365,673	\$8,460,317	(\$14,905,356)	-64%	\$40,846,539	\$13,807,600	(\$27,038,939)	-66%
Jewelry/Luggage/Leather Goods	\$6,017,493	\$3,799,681	(\$2,217,812)	-37%	\$16,893,184	\$23,415,718	\$6,522,534	39%	\$29,584,915	\$32,519,877	\$2,934,962	10%
Specialty Food Stores	\$5,776,448	\$3,805,777	(\$1,970,671)	-34%	\$16,186,884	\$10,633,900	(\$5,552,983)	-34%	\$28,245,165	\$17,195,150	(\$11,050,015)	-39%
Department Stores	\$23,356,349	\$19,039,680	(\$4,316,668)	-18%	\$65,588,866	\$64,060,267	(\$1,528,599)	-2%	\$114,696,626	\$78,770,794	(\$35,925,832)	-31%
Electronics/Appliance	\$16,138,159	\$13,427,508	(\$2,710,651)	-17%	\$47,111,334	\$54,797,636	\$7,686,302	16%	\$78,943,556	\$81,458,525	\$2,514,969	3%
Clothing Stores	\$43,280,367	\$36,494,798	(\$6,785,569)	-16%	\$121,817,835	\$139,603,834	\$17,785,999	15%	\$213,550,711	\$179,403,019	(\$34,147,691)	-16%
Special Food Services	\$9,338,868	\$8,454,381	(\$884,487)	-9%	\$27,612,971	\$26,174,594	(\$1,438,377)	-5%	\$45,856,665	\$41,734,725	(\$4,121,941)	-9%
Book/Periodical/Music Stores	\$3,049,371	\$2,798,725	(\$250,646)	-8%	\$8,568,954	\$9,248,077	\$679,123	8%	\$14,939,485	\$12,080,543	(\$2,858,942)	-19%
Other Misc. Store Retailers	\$13,649,912	\$12,803,462	(\$846,451)	-6%	\$38,334,445	\$34,688,734	(\$3,645,711)	-10%	\$67,128,854	\$53,050,938	(\$14,077,915)	-21%
Bar/Drinking Places (Alcoholic Beverages)	\$2,666,568	\$2,660,160	(\$6,408)	0%	\$8,366,416	\$8,504,770	\$138,355	2%	\$12,912,375	\$12,772,380	(\$139,995)	-1%
Limited-Service Eating Places	\$44,747,803	\$46,069,383	\$1,321,580	3%	\$132,249,264	\$144,031,357	\$11,782,092	9%	\$219,725,970	\$207,754,751	(\$11,971,219)	-5%
Grocery Stores	\$97,927,754	\$104,751,364	\$6,823,610	7%	\$274,346,655	\$278,487,789	\$4,141,135	2%	\$478,838,092	\$389,992,505	(\$88,845,587)	-19%
Full-Service Restaurants	\$44,339,889	\$48,100,873	\$3,760,984	8%	\$134,171,560	\$211,578,675	\$77,407,114	58%	\$216,568,584	\$277,206,759	\$60,638,175	28%
Office Supplies/Stationary/Gift	\$4,827,514	\$5,295,360	\$467,846	10%	\$13,712,107	\$14,063,952	\$351,845	3%	\$23,688,498	\$20,347,604	(\$3,340,895)	-14%
Other Motor Vehicle Dealers	\$11,194,854	\$12,373,549	\$1,178,696	11%	\$31,517,679	\$34,428,286	\$2,910,607	9%	\$55,345,919	\$68,758,801	\$13,412,881	24%
Automotive Parts/Accessories/Tire	\$15,482,358	\$17,664,241	\$2,181,883	14%	\$43,199,015	\$46,521,215	\$3,322,201	8%	\$75,429,067	\$71,104,676	(\$4,324,391)	-6%
Health/Personal Care Stores	\$53,274,445	\$61,279,512	\$8,005,067	15%	\$148,620,825	\$142,721,602	(\$5,899,223)	-4%	\$259,320,189	\$194,393,672	(\$64,926,518)	-25%
Gasoline Stations	\$72,552,326	\$83,693,032	\$11,140,706	15%	\$203,188,436	\$236,980,307	\$33,791,871	17%	\$355,378,555	\$397,153,881	\$41,775,326	12%
Other General Merchandise Stores	\$101,229,627	\$117,893,344	\$16,663,717	16%	\$283,798,800	\$365,063,883	\$81,265,083	29%	\$495,186,342	\$518,880,920	\$23,694,578	5%
Building Material/Supplies Dealers	\$54,791,040	\$65,548,408	\$10,757,369	20%	\$153,305,005	\$221,415,641	\$68,110,636	44%	\$267,910,342	\$317,295,737	\$49,385,395	18%
Sporting Goods/Hobby/Musical Instrument	\$10,647,484	\$13,169,259	\$2,521,775	24%	\$29,963,611	\$42,086,703	\$12,123,092	40%	\$52,510,695	\$57,770,362	\$5,259,667	10%
Home Furnishing Stores	\$9,796,881	\$13,298,027	\$3,501,146	36%	\$27,484,862	\$30,041,899	\$2,557,037	9%	\$48,075,992	\$42,476,556	(\$5,599,436)	-12%
Furniture Stores	\$10,516,202	\$15,107,181	\$4,590,979	44%	\$29,615,156	\$26,450,165	(\$3,164,991)	-11%	\$51,954,412	\$56,217,367	\$4,262,956	8%
Used Merchandise Stores	\$3,237,990	\$5,876,598	\$2,638,608	81%	\$9,091,012	\$12,862,471	\$3,771,460	41%	\$15,915,217	\$20,623,378	\$4,708,161	30%
Lawn/Garden Equipment/Supplies Stores	\$6,322,608	\$14,667,954	\$8,345,347	132%	\$17,707,550	\$34,626,402	\$16,918,852	96%	\$30,967,769	\$52,955,146	\$21,987,376	71%
Vending Machine Operators (Non-Store)	\$5,894,287	\$17,979,398	\$12,085,111	205%	\$16,594,804	\$24,762,440	\$8,167,636	49%	\$28,833,180	\$31,465,138	\$2,631,958	9%
<b>Consumer Demand/Market Supply Index</b>	<b>\$1,003,994,223</b>	<b>\$825,757,191</b>	<b>122</b>		<b>\$2,842,243,674</b>	<b>\$3,157,577,925</b>	<b>90</b>		<b>\$4,924,659,730</b>	<b>\$4,344,117,565</b>	<b>113</b>	

**Consumer Demand & Market Supply Assessment**

Site: I-15 and California Oaks Rd  
Address: I-15 and California Oaks Rd | Murrieta CA  
Date Report Created: 5/15/2019

	5 Min Drive			10 Min Drive				15 Min Drive				
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus			
<b>By Major Product Lines</b>												
Autos/Cars/Vans/Trucks/Motorcycles	\$158,536,675	\$43,464,017	(\$115,072,659)	-73%	\$446,161,072	\$652,723,672	\$206,562,600	46%	\$784,250,609	\$764,241,795	(\$20,008,813)	-3%
Computer Hardware/Software/Supplies	\$19,096,235	\$9,307,067	(\$9,789,167)	-51%	\$60,881,396	\$41,529,661	(\$19,351,735)	-32%	\$91,564,962	\$61,263,350	(\$30,301,612)	-33%
Footwear, including Accessories	\$14,553,620	\$7,557,287	(\$6,996,334)	-48%	\$41,172,779	\$31,250,993	(\$9,921,785)	-24%	\$72,400,460	\$40,717,062	(\$31,683,398)	-44%
Retailer Services	\$30,013,268	\$17,618,035	(\$12,395,232)	-41%	\$84,895,000	\$114,882,895	\$29,987,895	35%	\$149,192,177	\$149,481,643	\$289,466	0%
Automotive Tires/Tubes/Batteries/Parts	\$30,987,901	\$19,657,677	(\$11,330,224)	-37%	\$86,379,891	\$83,667,842	(\$2,712,049)	-3%	\$150,759,154	\$114,413,095	(\$36,346,059)	-24%
Womens/Juniors/Misses Wear	\$37,578,718	\$25,234,426	(\$12,344,292)	-33%	\$105,562,343	\$95,387,011	(\$10,175,332)	-10%	\$184,857,195	\$124,720,368	(\$60,136,827)	-33%
Pets/Pet Foods/Pet Supplies	\$8,919,182	\$6,028,824	(\$2,890,358)	-32%	\$25,225,588	\$17,195,899	(\$8,029,689)	-32%	\$44,344,567	\$25,365,753	(\$18,978,814)	-43%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$119,247,185	\$87,034,763	(\$32,212,421)	-27%	\$332,488,643	\$245,390,824	(\$87,097,819)	-26%	\$580,004,234	\$340,348,639	(\$239,655,595)	-41%
Mens Wear	\$14,544,162	\$10,874,225	(\$3,669,937)	-25%	\$41,063,715	\$40,419,410	(\$644,305)	-2%	\$72,148,996	\$53,536,765	(\$18,612,231)	-26%
Jewelry (including Watches)	\$9,084,220	\$6,868,834	(\$2,215,385)	-24%	\$25,493,811	\$33,271,311	\$7,777,500	31%	\$44,640,141	\$45,815,648	\$1,175,507	3%
Furniture/Sleep/Outdoor/Patio Furniture	\$27,149,560	\$20,776,720	(\$6,372,840)	-23%	\$76,455,879	\$47,837,510	(\$28,618,369)	-37%	\$134,149,135	\$84,794,882	(\$49,354,252)	-37%
Small Electric Appliances	\$2,120,312	\$1,684,782	(\$435,530)	-21%	\$5,941,997	\$5,374,947	(\$567,050)	-10%	\$10,395,910	\$7,551,509	(\$2,844,401)	-27%
All Other Merchandise	\$38,770,026	\$31,915,102	(\$6,854,924)	-18%	\$108,765,937	\$100,988,981	(\$7,776,956)	-7%	\$190,418,046	\$150,768,399	(\$39,649,647)	-21%
Audio Equipment/Musical Instruments	\$5,732,137	\$4,729,156	(\$1,002,981)	-17%	\$16,078,708	\$17,689,665	\$1,610,957	10%	\$28,120,421	\$25,378,736	(\$2,741,684)	-10%
Books/Periodicals	\$4,149,768	\$3,513,872	(\$635,897)	-15%	\$11,623,728	\$11,982,237	\$358,509	3%	\$20,325,123	\$16,471,761	(\$3,853,361)	-19%
Kitchenware/Home Furnishings	\$12,028,999	\$10,186,738	(\$1,842,261)	-15%	\$33,772,236	\$30,916,207	(\$2,856,029)	-8%	\$59,095,107	\$43,683,088	(\$15,412,019)	-26%
Childrens Wear/Infants/Toddlers Clothing	\$6,054,457	\$5,466,490	(\$587,967)	-10%	\$17,196,614	\$19,816,855	\$2,620,241	15%	\$30,239,165	\$25,936,880	(\$4,302,284)	-14%
Packaged Liquor/Wine/Beer	\$18,316,215	\$16,779,828	(\$1,536,387)	-8%	\$51,475,438	\$43,839,810	(\$7,635,629)	-15%	\$90,229,677	\$64,520,504	(\$25,709,172)	-28%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,893,318	\$1,808,048	(\$85,270)	-5%	\$5,247,063	\$6,764,904	\$1,517,841	29%	\$9,128,802	\$9,930,366	\$801,564	9%
Alcoholic Drinks Served at the Establishment	\$19,558,385	\$19,727,528	\$169,143	1%	\$61,770,537	\$82,393,819	\$20,623,282	33%	\$94,562,870	\$110,005,589	\$15,442,719	16%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,404,083	\$4,474,376	\$70,293	2%	\$12,479,585	\$13,404,366	\$924,781	7%	\$21,890,002	\$18,924,863	(\$2,965,139)	-14%
Toys/Hobby Goods/Games	\$5,048,077	\$5,222,822	\$174,745	3%	\$14,173,022	\$17,410,086	\$3,237,064	23%	\$24,800,633	\$24,103,064	(\$697,569)	-3%
Groceries/Other Food Items (Off Premises)	\$153,016,703	\$160,045,563	\$7,028,860	5%	\$428,230,424	\$430,823,638	\$2,593,214	1%	\$748,106,023	\$609,308,016	(\$138,798,007)	-19%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,881,240	\$9,340,602	\$459,362	5%	\$25,014,424	\$31,566,251	\$6,551,828	26%	\$43,842,502	\$44,464,883	\$622,381	1%
Meats/Nonalcoholic Beverages	\$86,230,131	\$92,759,282	\$6,529,152	8%	\$254,679,833	\$324,434,442	\$69,754,609	27%	\$423,531,162	\$453,012,384	\$29,481,222	7%
Hardware/Tools/Plumbing/Electrical Supplies	\$15,328,110	\$17,533,950	\$2,205,840	14%	\$42,746,549	\$58,904,134	\$16,157,585	38%	\$74,567,384	\$84,478,456	\$9,911,072	13%
Cigars/Cigarettes/Tobacco/Accessories	\$11,149,229	\$13,177,294	\$2,028,065	18%	\$30,893,203	\$37,105,476	\$6,212,272	20%	\$53,664,548	\$56,281,048	\$2,616,500	5%
Automotive Fuels	\$66,831,335	\$79,181,155	\$12,349,820	18%	\$187,132,540	\$226,176,459	\$39,043,919	21%	\$327,704,056	\$371,213,941	\$43,509,885	13%
Floor/Floor Coverings	\$7,859,524	\$9,409,657	\$1,550,133	20%	\$21,938,372	\$26,125,633	\$4,187,260	19%	\$38,268,844	\$37,416,795	(\$852,049)	-2%
Soaps/Detergents/Household Cleaners	\$4,710,584	\$5,723,970	\$1,013,385	22%	\$13,177,381	\$17,201,344	\$4,023,963	31%	\$22,994,540	\$24,222,386	\$1,227,846	5%
Dimensional Lumber/Other Building Materials	\$22,261,074	\$27,122,772	\$4,861,698	22%	\$62,309,552	\$91,337,321	\$29,027,769	47%	\$108,908,222	\$130,918,083	\$22,009,861	20%
Paints/Sundries/Wallpaper/Wall Coverings	\$4,054,491	\$4,949,232	\$894,741	22%	\$11,320,644	\$16,654,601	\$5,333,957	47%	\$19,775,353	\$23,866,065	\$4,090,712	21%
Televisions/VCR/Video Cameras/DVD etc	\$6,518,683	\$8,012,419	\$1,493,736	23%	\$18,260,868	\$28,946,781	\$10,685,914	59%	\$31,946,755	\$41,795,968	\$9,849,213	31%
Paper/Related Products	\$4,134,875	\$5,201,475	\$1,066,601	26%	\$11,513,374	\$15,454,120	\$3,940,746	34%	\$20,061,684	\$21,767,116	\$1,705,432	9%
Photographic Equipment/Supplies	\$1,112,911	\$1,412,044	\$299,134	27%	\$3,123,488	\$5,241,980	\$2,118,492	68%	\$5,480,228	\$7,609,493	\$2,129,265	39%
Major Household Appliances	\$3,660,132	\$4,942,007	\$1,281,875	35%	\$10,391,526	\$17,416,220	\$7,024,694	68%	\$18,315,735	\$25,176,490	\$6,860,755	37%
Automotive Lubricants (incl Oil, Greases)	\$3,660,132	\$4,942,007	\$1,281,875	35%	\$10,391,526	\$17,416,220	\$7,024,694	68%	\$18,315,735	\$25,176,490	\$6,860,755	37%
Lawn/Garden/Farm Equipment/Supplies	\$16,096,514	\$21,807,907	\$5,711,393	35%	\$45,027,616	\$59,774,987	\$14,747,372	33%	\$78,698,404	\$88,184,526	\$9,486,122	12%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,187,838	\$3,019,182	\$831,345	38%	\$6,118,736	\$8,036,796	\$1,918,059	31%	\$10,699,305	\$11,064,512	\$365,207	3%
Sewing/Knitting Materials/Supplies	\$425,602	\$673,293	\$247,691	58%	\$1,190,148	\$2,159,552	\$969,404	81%	\$2,083,474	\$2,996,458	\$912,984	44%

**Consumer Demand & Market Supply Assessment**

**Site:** I-15 and California Oaks Rd  
**Address:** I-15 and California Oaks Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

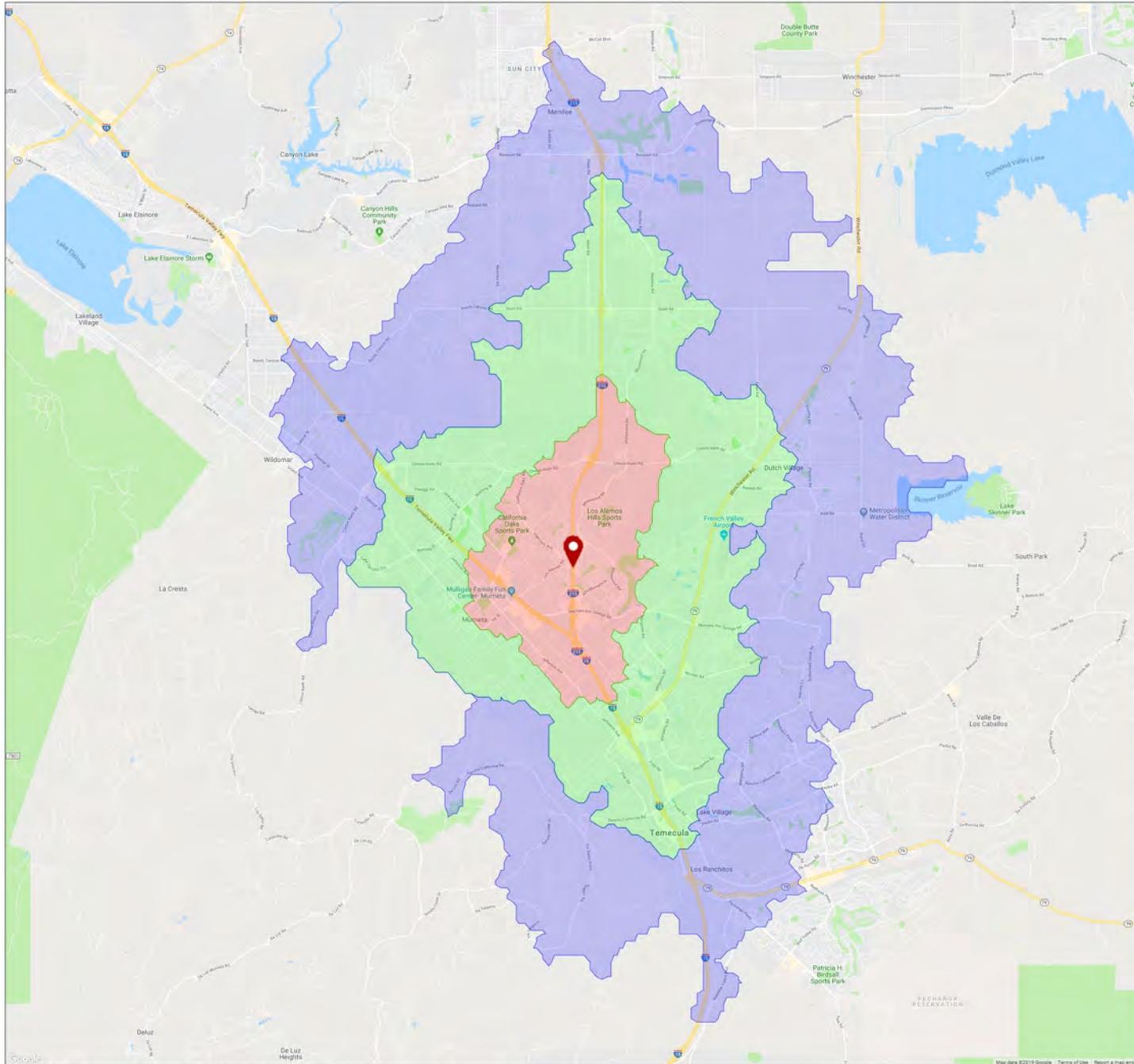
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

# I-215 and Los Alamos Rd



INSIGHT

MARKET ANALYTICS

HydECON Solutions

Drive Times: 5 Mins, 10 Mins, 15 Mins

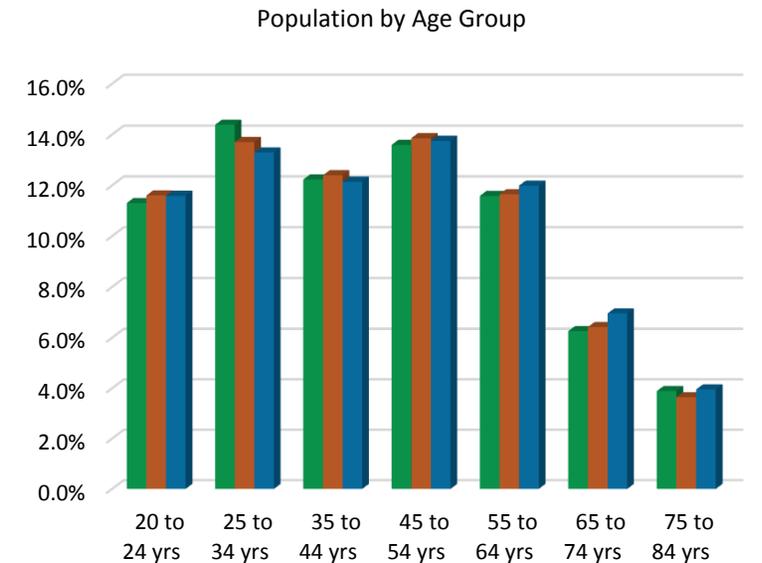
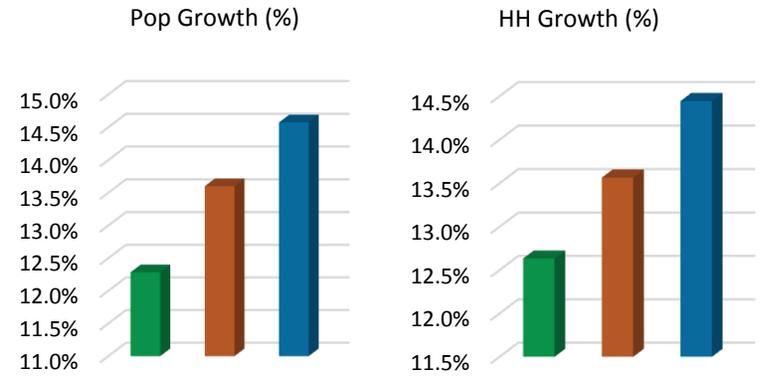
Scale In Miles:



# Consumer Demographic Profile

**Site:** I-215 and Los Alamos Rd  
**Address:** I-215 and Los Alamos Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	53,349	---	177,841	---	306,907	---
5 Year Projected Pop	59,903	---	202,030	---	351,636	---
Pop Growth (%)	12.3%	---	13.6%	---	14.6%	---
Households	17,713	---	56,795	---	97,178	---
5 Year Projected HHs	19,950	---	64,500	---	111,216	---
HH Growth (%)	12.6%	---	13.6%	---	14.4%	---
<b>Census Stats</b>						
2000 Population	29,244	---	73,731	---	132,884	---
2010 Population	46,559	---	150,946	---	257,696	---
Pop Growth (%)	59.2%	---	104.7%	---	93.9%	---
2000 Households	9,627	---	24,247	---	43,749	---
2010 Households	15,270	---	48,119	---	81,739	---
HH Growth (%)	58.6%	---	98.5%	---	86.8%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	37.1		36.8		37.3	
19 yrs & under	13,308	24.9%	44,979	25.3%	76,265	24.8%
20 to 24 yrs	6,029	11.3%	20,633	11.6%	35,567	11.6%
25 to 34 yrs	7,673	14.4%	24,374	13.7%	40,801	13.3%
35 to 44 yrs	6,525	12.2%	22,047	12.4%	37,263	12.1%
45 to 54 yrs	7,252	13.6%	24,641	13.9%	42,206	13.8%
55 to 64 yrs	6,181	11.6%	20,720	11.7%	36,798	12.0%
65 to 74 yrs	3,338	6.3%	11,414	6.4%	21,342	7.0%
75 to 84 yrs	2,073	3.9%	6,481	3.6%	12,131	4.0%
85 + yrs	969	1.8%	2,550	1.4%	4,535	1.5%
<b>Population Bases</b>						
20-34 yrs	13,703	25.7%	45,008	25.3%	76,368	24.9%
45-64 yrs	13,433	25.2%	45,362	25.5%	79,004	25.7%
16 yrs +	41,566	77.9%	138,166	77.7%	239,748	78.1%
25 yrs +	34,012	63.8%	112,229	63.1%	195,075	63.6%
65 yrs +	6,381	12.0%	20,446	11.5%	38,007	12.4%
75 yrs +	3,042	5.7%	9,031	5.1%	16,665	5.4%
85 yrs +	969	1.8%	2,550	1.4%	4,535	1.5%



# Consumer Demographic Profile

**Site:** I-215 and Los Alamos Rd  
**Address:** I-215 and Los Alamos Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

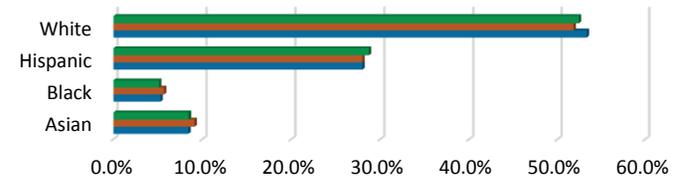
# INSIGHT

## MARKET ANALYTICS

Hdl<sup>®</sup> ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	27,976	52.4%	92,180	51.8%	163,665	53.3%
Hispanic	15,322	28.7%	49,782	28.0%	85,928	28.0%
Black	2,734	5.1%	10,123	5.7%	16,239	5.3%
Asian	4,522	8.5%	16,217	9.1%	25,868	8.4%
<b>Ancestry</b>						
American Indian (ancestry)	211	0.4%	811	0.5%	1,452	0.5%
Hawaiian (ancestry)	230	0.4%	766	0.4%	1,175	0.4%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$30,386	---	\$30,955	---	\$30,850	---
<b>Average HH Income</b>	\$91,519	---	\$96,929	---	\$97,431	---
<b>Median HH Income</b>	\$74,527	---	\$79,742	---	\$81,054	---
Less than \$25K	2,253	12.7%	6,601	11.6%	10,716	11.0%
\$25K to \$34.9K	1,117	6.3%	3,656	6.4%	6,248	6.4%
\$35K to \$49.9K	2,136	12.1%	6,126	10.8%	10,200	10.5%
\$50K to \$74.9K	3,412	19.3%	10,002	17.6%	17,172	17.7%
\$75K to \$99.9K	2,960	16.7%	9,122	16.1%	15,381	15.8%
\$100K to \$149.9K	3,481	19.7%	11,908	21.0%	21,180	21.8%
\$150K to \$199.9K	1,509	8.5%	6,655	11.7%	11,153	11.5%
\$200K +	843	4.8%	2,725	4.8%	5,128	5.3%
<b>Education</b>						
Less than 9th Grade	974	2.9%	4,065	3.6%	7,004	3.6%
Some HS, No Diploma	1,748	5.1%	5,907	5.3%	10,739	5.5%
HS Grad (or Equivalent)	7,237	21.3%	25,421	22.7%	44,583	22.9%
Some College, No Degree	10,915	32.1%	34,149	30.4%	58,402	29.9%
Associate Degree	3,321	9.8%	10,570	9.4%	19,333	9.9%
Bachelor Degree	6,642	19.5%	21,514	19.2%	36,561	18.7%
Graduates Degree	2,469	7.3%	8,127	7.2%	14,011	7.2%

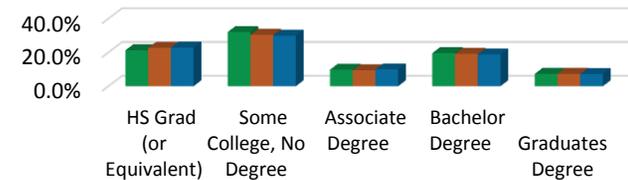
Ethnic Breakdown



Household Income Levels - %



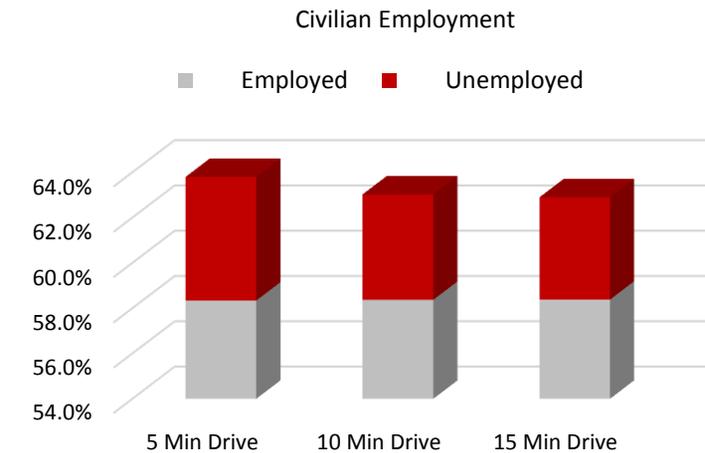
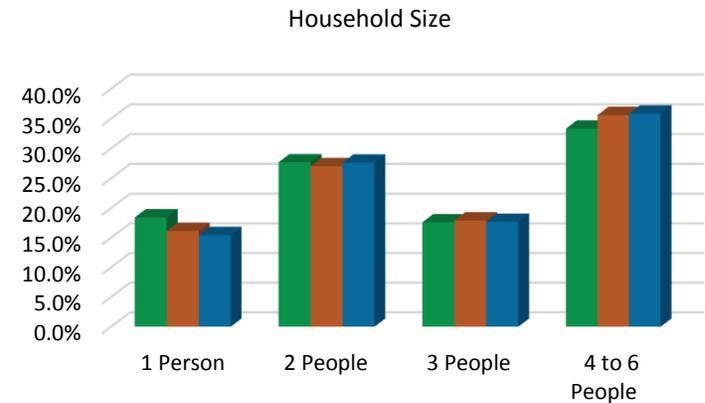
Education



# Consumer Demographic Profile

**Site:** I-215 and Los Alamos Rd  
**Address:** I-215 and Los Alamos Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

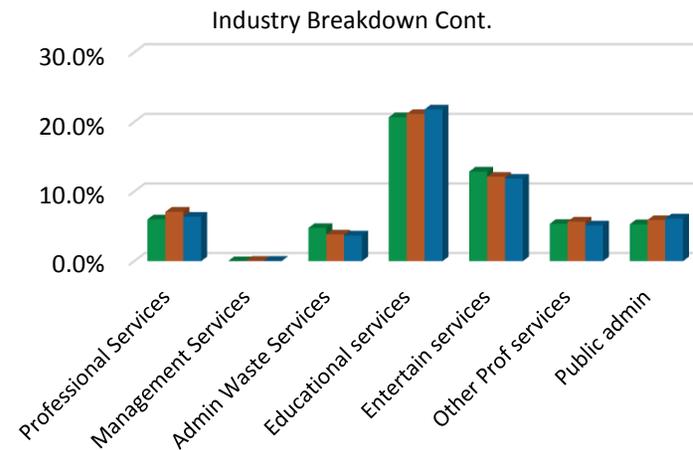
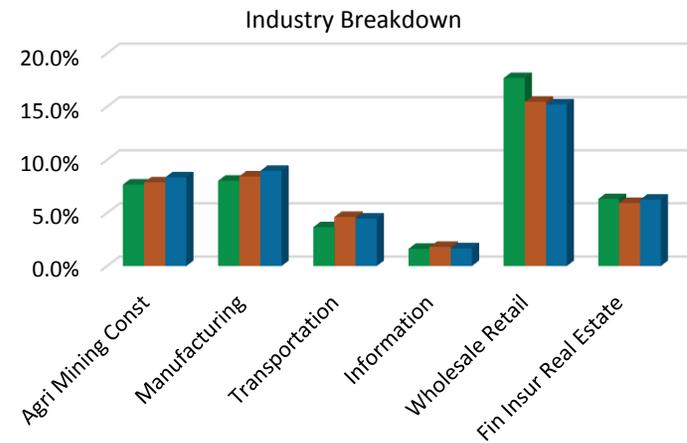
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	13,643		44,905		77,883	
Single - Male	411	3.0%	1,249	2.8%	2,133	2.7%
Single - Female	1,097	8.0%	2,964	6.6%	5,091	6.5%
Single Parent - Male	528	3.9%	1,910	4.3%	2,937	3.8%
Single Parent - Female	1,850	13.6%	5,064	11.3%	7,434	9.5%
Married w/ Children	4,579	33.6%	16,890	37.6%	30,119	38.7%
Married w/out Children	5,178	38.0%	16,829	37.5%	30,170	38.7%
<b>Household Size</b>						
1 Person	3,270	18.5%	9,177	16.2%	15,034	15.5%
2 People	4,908	27.7%	15,370	27.1%	26,874	27.7%
3 People	3,122	17.6%	10,185	17.9%	17,210	17.7%
4 to 6 People	5,907	33.3%	20,232	35.6%	34,849	35.9%
7+ People	505	2.9%	1,831	3.2%	3,212	3.3%
<b>Home Ownership</b>	17,713		56,795		97,178	
Owners	11,510	65.0%	37,663	66.3%	68,572	70.6%
Renters	6,202	35.0%	19,132	33.7%	28,606	29.4%
<b>Components of Change</b>						
Births	702	1.3%	2,314	1.3%	3,887	1.3%
Deaths	367	0.7%	1,127	0.6%	2,046	0.7%
Migration	637	1.2%	2,377	1.3%	4,276	1.4%
<b>Employment (Pop 16+)</b>	41,566		138,166		239,748	
Armed Services	388	0.9%	1,610	1.2%	2,713	1.1%
Civilian	26,517	63.8%	87,078	63.0%	150,799	62.9%
Employed	24,249	58.3%	80,647	58.4%	139,965	58.4%
Unemployed	2,268	5.5%	6,431	4.7%	10,835	4.5%
Not in Labor Force	14,661	35.3%	49,478	35.8%	86,236	36.0%
<b>Employed Population</b>	24,249		80,647		139,965	
White Collar	15,174	62.6%	51,746	64.2%	89,905	64.2%
Blue Collar	9,075	37.4%	28,901	35.8%	50,060	35.8%



## Consumer Demographic Profile

**Site:** I-215 and Los Alamos Rd  
**Address:** I-215 and Los Alamos Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	24,249		80,647		139,965	
White Collar	15,174	62.6%	51,746	64.2%	89,905	64.2%
Managerial executive	3,561	14.7%	12,840	15.9%	22,211	15.9%
Prof specialty	5,162	21.3%	17,232	21.4%	30,384	21.7%
Healthcare support	398	1.6%	1,519	1.9%	2,368	1.7%
Sales	3,413	14.1%	10,644	13.2%	18,038	12.9%
Office Admin	2,641	10.9%	9,511	11.8%	16,903	12.1%
Blue Collar	9,075	37.4%	28,901	35.8%	50,060	35.8%
Protective	673	2.8%	2,784	3.5%	5,021	3.6%
Food Prep Serving	1,781	7.3%	5,343	6.6%	8,939	6.4%
Bldg Maint/Cleaning	627	2.6%	2,299	2.9%	3,983	2.8%
Personal Care	1,826	7.5%	4,854	6.0%	7,885	5.6%
Farming/Fishing/Forestry	82	0.3%	159	0.2%	227	0.2%
Construction	1,919	7.9%	6,479	8.0%	11,777	8.4%
Production Transp	2,167	8.9%	6,983	8.7%	12,227	8.7%
<b>Employment By Industry</b>	24,249		80,647		139,965	
Agri Mining Const	1,862	7.7%	6,352	7.9%	11,696	8.4%
Manufacturing	1,950	8.0%	6,819	8.5%	12,553	9.0%
Transportation	888	3.7%	3,734	4.6%	6,259	4.5%
Information	392	1.6%	1,446	1.8%	2,336	1.7%
Wholesale Retail	4,287	17.7%	12,451	15.4%	21,272	15.2%
Fin Insur Real Estate	1,530	6.3%	4,784	5.9%	8,741	6.2%
Professional Services	1,459	6.0%	5,724	7.1%	8,944	6.4%
Management Services	0	0.0%	40	0.1%	73	0.1%
Admin Waste Services	1,157	4.8%	3,093	3.8%	5,149	3.7%
Educational services	5,017	20.7%	17,067	21.2%	30,533	21.8%
Entertain services	3,122	12.9%	9,785	12.1%	16,598	11.9%
Other Prof services	1,300	5.4%	4,587	5.7%	7,218	5.2%
Public admin	1,285	5.3%	4,767	5.9%	8,593	6.1%



# Household Segmentation Profile

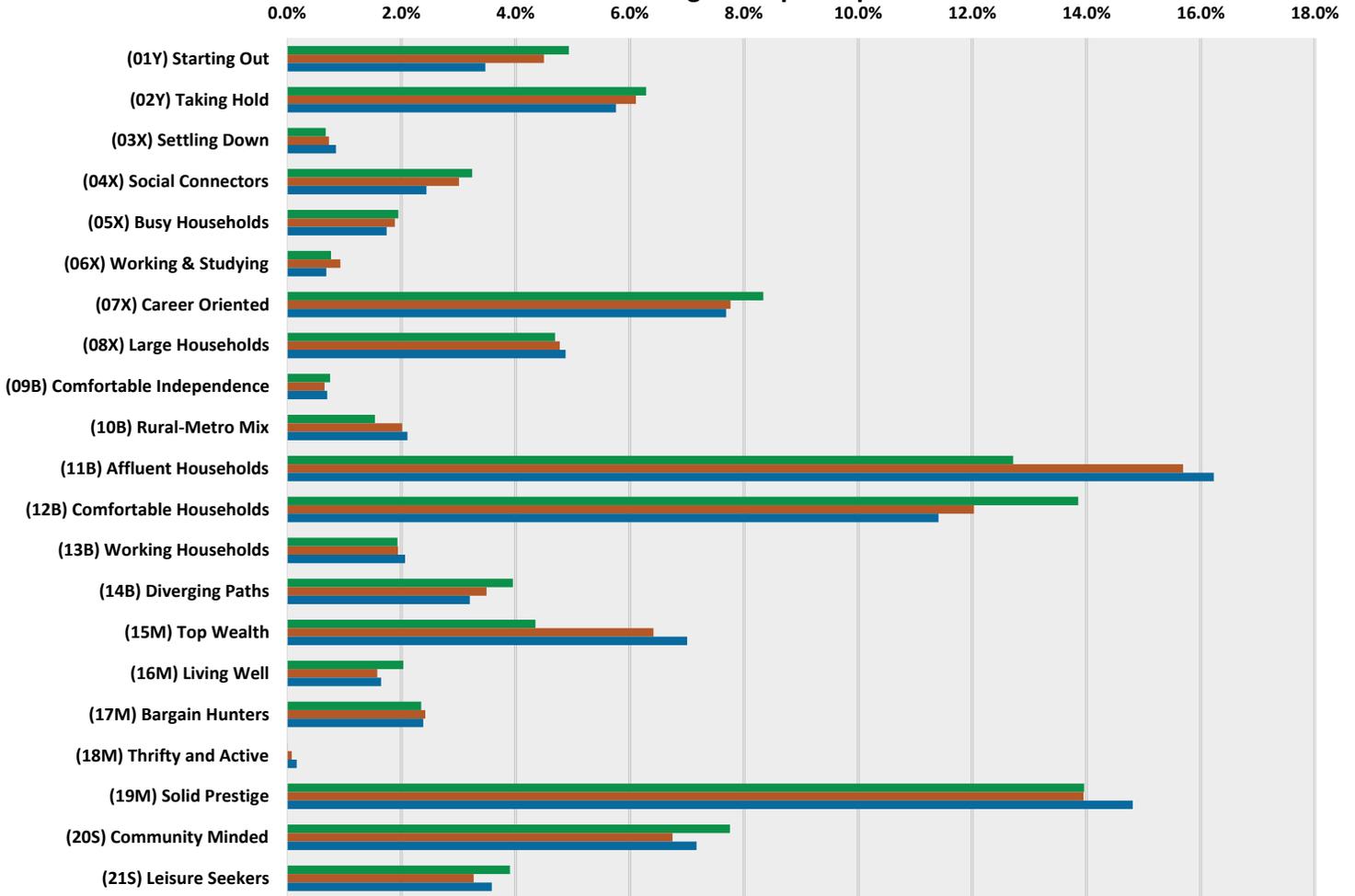
Site: I-215 and Los Alamos Rd  
 Address: I-215 and Los Alamos Rd | Murrieta CA  
 Date: 5/15/2019



Hdl ECON Solutions

	<b>Trade Area 1:</b>	<b>Trade Area 2:</b>	<b>Trade Area 3:</b>
	5 Min Drive	10 Min Drive	15 Min Drive

## Household Lifestage Group Comparison



	<b>Trade Area 1:</b>	<b>Trade Area 2:</b>	<b>Trade Area 3:</b>
	5 Min Drive	10 Min Drive	15 Min Drive
<b>Total Households</b>	<b>16,131</b> <b>100%</b>	<b>52,083</b> <b>100%</b>	<b>91,548</b> <b>100%</b>

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	1,413	8.8%	5,345	10.3%	9,744	10.6%
2	17- Firmly Established	(12B) Comfortable Households	1,306	8.1%	3,582	6.9%	6,090	6.7%
3	09- Busy Schedules	(19M) Solid Prestige	962	6.0%	2,977	5.7%	5,474	6.0%
4	13- Work & Play	(12B) Comfortable Households	929	5.8%	2,683	5.2%	4,352	4.8%
5	08- Solid Surroundings	(19M) Solid Prestige	828	5.1%	2,740	5.3%	5,170	5.6%
6	36- Persistent & Productive	(20S) Community Minded	815	5.1%	2,346	4.5%	4,331	4.7%
7	24- Career Building	(02Y) Taking Hold	676	4.2%	2,130	4.1%	3,437	3.8%
8	03- Corporate Connected	(15M) Top Wealth	571	3.5%	2,386	4.6%	4,466	4.9%
9	06- Casual Comfort	(07X) Career Oriented	552	3.4%	1,999	3.8%	3,822	4.2%
10	26- Getting Established	(07X) Career Oriented	543	3.4%	1,313	2.5%	2,029	2.2%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: I-215 and Los Alamos Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		16,131	100%	52,083	100%	91,548	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>796</b>	<b>4.9%</b>	<b>2,344</b>	<b>4.5%</b>	<b>3,181</b>	<b>3.5%</b>
	<a href="#">39- Setting Goals</a>	73	0.5%	223	0.4%	342	0.4%
	<a href="#">45- Offices &amp; Entertainment</a>	143	0.9%	386	0.7%	576	0.6%
	<a href="#">57- Collegiate Crowd</a>	373	2.3%	1,115	2.1%	1,436	1.6%
	<a href="#">58- Outdoor Fervor</a>	1	0.0%	63	0.1%	134	0.1%
	<a href="#">67- First Steps</a>	207	1.3%	556	1.1%	692	0.8%
<b>(02Y) Taking Hold</b>		<b>1,014</b>	<b>6.3%</b>	<b>3,182</b>	<b>6.1%</b>	<b>5,271</b>	<b>5.8%</b>
	<a href="#">18- Climbing the Ladder</a>	84	0.5%	239	0.5%	435	0.5%
	<a href="#">21- Children First</a>	186	1.2%	559	1.1%	931	1.0%
	<a href="#">24- Career Building</a>	676	4.2%	2,130	4.1%	3,437	3.8%
	<a href="#">30- Out &amp; About</a>	69	0.4%	253	0.5%	468	0.5%
<b>(03X) Settling Down</b>		<b>109</b>	<b>0.7%</b>	<b>382</b>	<b>0.7%</b>	<b>783</b>	<b>0.9%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	12	0.0%	74	0.1%
	<a href="#">41- Rural Adventure</a>	26	0.2%	78	0.1%	186	0.2%
	<a href="#">46- Rural &amp; Active</a>	83	0.5%	292	0.6%	523	0.6%
<b>(04X) Social Connectors</b>		<b>523</b>	<b>3.2%</b>	<b>1,567</b>	<b>3.0%</b>	<b>2,237</b>	<b>2.4%</b>
	<a href="#">42- Creative Variety</a>	106	0.7%	286	0.5%	532	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	99	0.6%	378	0.7%	580	0.6%
	<a href="#">59- Mobile Mixers</a>	318	2.0%	903	1.7%	1,125	1.2%
<b>(05X) Busy Households</b>		<b>314</b>	<b>1.9%</b>	<b>983</b>	<b>1.9%</b>	<b>1,594</b>	<b>1.7%</b>
	<a href="#">37- Firm Foundations</a>	169	1.0%	540	1.0%	985	1.1%
	<a href="#">62- Movies &amp; Sports</a>	145	0.9%	443	0.9%	610	0.7%
<b>(06X) Working &amp; Studying</b>		<b>124</b>	<b>0.8%</b>	<b>487</b>	<b>0.9%</b>	<b>628</b>	<b>0.7%</b>
	<a href="#">61- City Life</a>	3	0.0%	155	0.3%	181	0.2%
	<a href="#">69- Productive Havens</a>	30	0.2%	90	0.2%	149	0.2%
	<a href="#">70- Favorably Frugal</a>	91	0.6%	241	0.5%	299	0.3%
<b>(07X) Career Oriented</b>		<b>1,345</b>	<b>8.3%</b>	<b>4,044</b>	<b>7.8%</b>	<b>7,037</b>	<b>7.7%</b>
	<a href="#">06- Casual Comfort</a>	552	3.4%	1,999	3.8%	3,822	4.2%
	<a href="#">10- Careers &amp; Travel</a>	145	0.9%	474	0.9%	769	0.8%
	<a href="#">20- Carving Out Time</a>	105	0.7%	258	0.5%	416	0.5%
	<a href="#">26- Getting Established</a>	543	3.4%	1,313	2.5%	2,029	2.2%
<b>(08X) Large Households</b>		<b>757</b>	<b>4.7%</b>	<b>2,486</b>	<b>4.8%</b>	<b>4,465</b>	<b>4.9%</b>
	<a href="#">11- Schools &amp; Shopping</a>	216	1.3%	804	1.5%	1,414	1.5%
	<a href="#">12- On the Go</a>	206	1.3%	654	1.3%	1,104	1.2%
	<a href="#">19- Country Comfort</a>	1	0.0%	67	0.1%	303	0.3%
	<a href="#">27- Tenured Proprietors</a>	334	2.1%	961	1.8%	1,644	1.8%
<b>(09B) Comfortable Independence</b>		<b>122</b>	<b>0.8%</b>	<b>341</b>	<b>0.7%</b>	<b>641</b>	<b>0.7%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	0	0.0%	2	0.0%
	<a href="#">35- Working &amp; Active</a>	59	0.4%	172	0.3%	338	0.4%
	<a href="#">56- Metro Active</a>	63	0.4%	169	0.3%	301	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>248</b>	<b>1.5%</b>	<b>1,048</b>	<b>2.0%</b>	<b>1,929</b>	<b>2.1%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	49	0.1%	158	0.2%
	<a href="#">53- Metro Strivers</a>	248	1.5%	842	1.6%	1,497	1.6%
	<a href="#">60- Rural &amp; Mobile</a>	1	0.0%	157	0.3%	274	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

Market: I-215 and Los Alamos Rd | Murrieta CA

Date: 5/15/2019

INSIGHT

MARKET ANALYTICS

McLSP ECON Solutions

TOTAL HOUSEHOLDS		16,131	100%	52,083	100%	91,548	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>2,051</b>	<b>12.7%</b>	<b>8,173</b>	<b>15.7%</b>	<b>14,858</b>	<b>16.2%</b>
	<a href="#">01- Summit Estates</a>	152	0.9%	1,188	2.3%	2,235	2.4%
	<a href="#">04- Top Professionals</a>	1,413	8.8%	5,345	10.3%	9,744	10.6%
	<a href="#">07- Active Lifestyles</a>	486	3.0%	1,640	3.1%	2,878	3.1%
<b>(12B) Comfortable Households</b>		<b>2,235</b>	<b>13.9%</b>	<b>6,266</b>	<b>12.0%</b>	<b>10,442</b>	<b>11.4%</b>
	<a href="#">13- Work &amp; Play</a>	929	5.8%	2,683	5.2%	4,352	4.8%
	<a href="#">17- Firmly Established</a>	1,306	8.1%	3,582	6.9%	6,090	6.7%
<b>(13B) Working Households</b>		<b>311</b>	<b>1.9%</b>	<b>1,013</b>	<b>1.9%</b>	<b>1,893</b>	<b>2.1%</b>
	<a href="#">38- Occupational Mix</a>	311	1.9%	995	1.9%	1,824	2.0%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	18	0.0%	69	0.1%
<b>(14B) Diverging Paths</b>		<b>638</b>	<b>4.0%</b>	<b>1,819</b>	<b>3.5%</b>	<b>2,928</b>	<b>3.2%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	29	0.1%	118	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	77	0.5%	184	0.4%	308	0.3%
	<a href="#">31- Mid-American</a>	69	0.4%	246	0.5%	473	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	26	0.1%	30	0.0%
	<a href="#">33- Urban Diversity</a>	493	3.1%	1,334	2.6%	1,998	2.2%
<b>(15M) Top Wealth</b>		<b>701</b>	<b>4.3%</b>	<b>3,342</b>	<b>6.4%</b>	<b>6,413</b>	<b>7.0%</b>
	<a href="#">02- Established Elite</a>	130	0.8%	956	1.8%	1,947	2.1%
	<a href="#">03- Corporate Connected</a>	571	3.5%	2,386	4.6%	4,466	4.9%
<b>(16M) Living Well</b>		<b>328</b>	<b>2.0%</b>	<b>823</b>	<b>1.6%</b>	<b>1,508</b>	<b>1.6%</b>
	<a href="#">14- Career Centered</a>	248	1.5%	603	1.2%	1,027	1.1%
	<a href="#">15- Country Ways</a>	0	0.0%	18	0.0%	71	0.1%
	<a href="#">23- Good Neighbors</a>	80	0.5%	201	0.4%	410	0.4%
<b>(17M) Bargain Hunters</b>		<b>379</b>	<b>2.3%</b>	<b>1,259</b>	<b>2.4%</b>	<b>2,185</b>	<b>2.4%</b>
	<a href="#">43- Work &amp; Causes</a>	65	0.4%	192	0.4%	358	0.4%
	<a href="#">44- Open Houses</a>	71	0.4%	214	0.4%	421	0.5%
	<a href="#">55- Community Life</a>	82	0.5%	268	0.5%	532	0.6%
	<a href="#">63- Staying Home</a>	139	0.9%	514	1.0%	742	0.8%
	<a href="#">68- Staying Healthy</a>	22	0.1%	72	0.1%	131	0.1%
<b>(18M) Thrifty &amp; Active</b>		<b>0</b>	<b>0.0%</b>	<b>43</b>	<b>0.1%</b>	<b>152</b>	<b>0.2%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	8	0.0%	31	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	28	0.1%	89	0.1%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	7	0.0%	33	0.0%
<b>(19M) Solid Prestige</b>		<b>2,251</b>	<b>14.0%</b>	<b>7,263</b>	<b>13.9%</b>	<b>13,556</b>	<b>14.8%</b>
	<a href="#">05- Active &amp; Involved</a>	462	2.9%	1,547	3.0%	2,913	3.2%
	<a href="#">08- Solid Surroundings</a>	828	5.1%	2,740	5.3%	5,170	5.6%
	<a href="#">09- Busy Schedules</a>	962	6.0%	2,977	5.7%	5,474	6.0%
<b>(20S) Community Minded</b>		<b>1,251</b>	<b>7.8%</b>	<b>3,515</b>	<b>6.7%</b>	<b>6,566</b>	<b>7.2%</b>
	<a href="#">25- Clubs &amp; Causes</a>	177	1.1%	489	0.9%	957	1.0%
	<a href="#">28- Community Pillars</a>	260	1.6%	679	1.3%	1,277	1.4%
	<a href="#">36- Persistent &amp; Productive</a>	815	5.1%	2,346	4.5%	4,331	4.7%
<b>(21S) Leisure Seekers</b>		<b>630</b>	<b>3.9%</b>	<b>1,702</b>	<b>3.3%</b>	<b>3,282</b>	<b>3.6%</b>
	<a href="#">49- Home &amp; Garden</a>	183	1.1%	486	0.9%	994	1.1%
	<a href="#">51- Role Models</a>	95	0.6%	257	0.5%	519	0.6%
	<a href="#">64- Practical &amp; Careful</a>	94	0.6%	362	0.7%	619	0.7%
	<a href="#">65- Hobbies &amp; Shopping</a>	114	0.7%	281	0.5%	507	0.6%
	<a href="#">66- Helping Hands</a>	144	0.9%	315	0.6%	644	0.7%

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

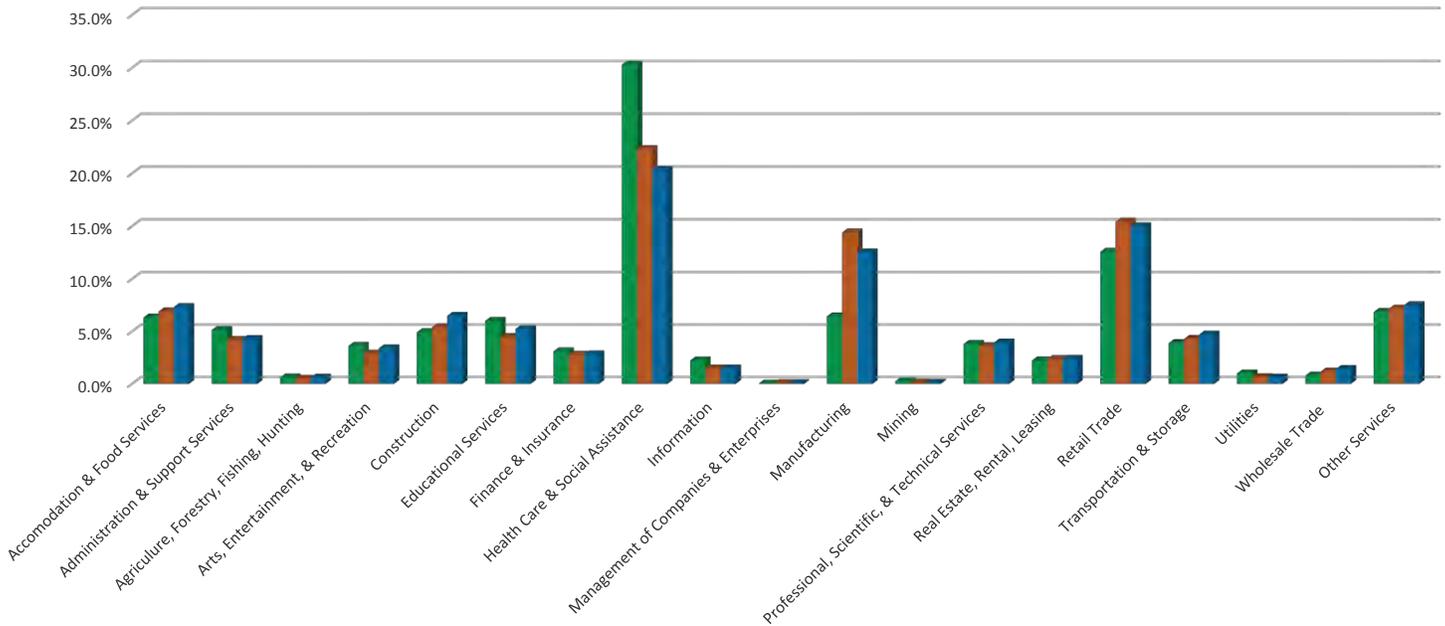
### Employment Profile

Site: I-215 and Los Alamos Rd  
 Address: I-215 and Los Alamos Rd | Murrieta CA  
 Date Report Created: 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	49,537		161,942		271,682	
Student Population	15,820		42,596		74,470	
Median Employee Salary	44,692		43,886		43,507	
Average Employee Salary	51,914		50,636		50,291	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	459	3.5%	2,125	4.1%	3,451	4.2%
15,000 to 30,000 CrYr	2,119	16.3%	8,392	16.2%	13,251	16.3%
30,000 to 45,000 CrYr	4,283	33.0%	17,679	34.1%	27,743	34.1%
45,000 to 60,000 CrYr	2,523	19.5%	10,171	19.6%	15,952	19.6%
60,000 to 75,000 CrYr	1,014	7.8%	4,137	8.0%	6,512	8.0%
75,000 to 90,000 CrYr	906	7.0%	3,355	6.5%	5,273	6.5%
90,000 to 100,000 CrYr	240	1.8%	877	1.7%	1,348	1.7%
Over 100,000 CrYr	1,429	11.0%	5,096	9.8%	7,764	9.6%

### Industry Groups

Employee's by Industry



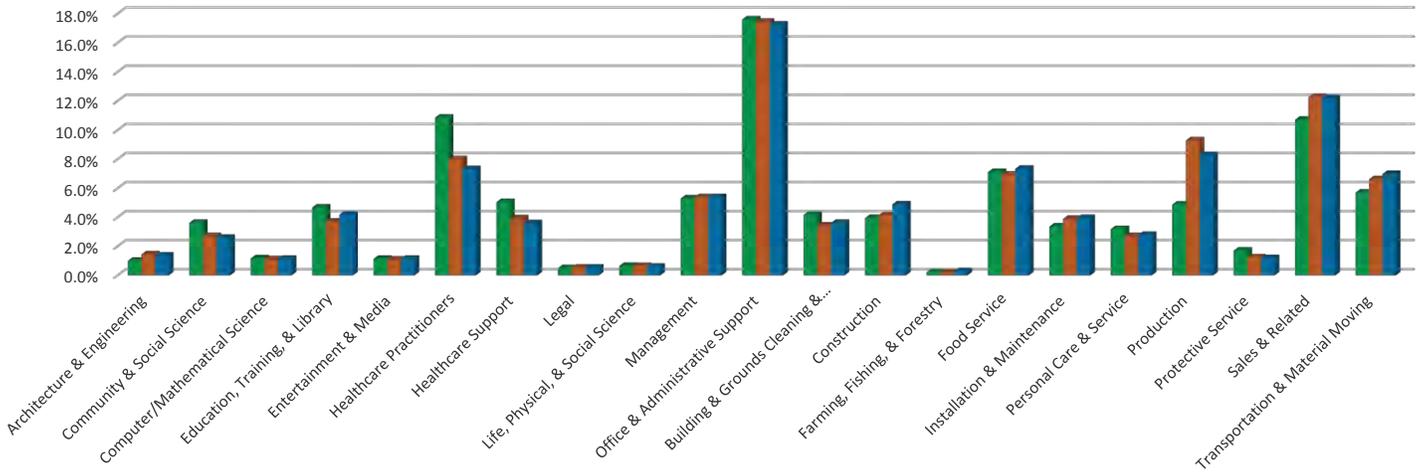
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,219</b>	<b>100%</b>	<b>12,974</b>	<b>100%</b>	<b>3,918</b>	<b>100%</b>	<b>51,831</b>	<b>100%</b>	<b>6,391</b>	<b>100%</b>	<b>81,295</b>	<b>100%</b>
Accommodation & Food Services	62	5.0%	820	6.3%	223	5.7%	3,575	6.9%	363	5.7%	5,947	7.3%
Administration & Support Services	50	4.1%	666	5.1%	148	3.8%	2,169	4.2%	243	3.8%	3,471	4.3%
Agriculture, Forestry, Fishing, Hunting	4	0.3%	79	0.6%	16	0.4%	246	0.5%	35	0.5%	473	0.6%
Arts, Entertainment, & Recreation	30	2.5%	469	3.6%	96	2.4%	1,487	2.9%	162	2.5%	2,751	3.4%
Construction	59	4.8%	638	4.9%	222	5.7%	2,799	5.4%	423	6.6%	5,267	6.5%
Educational Services	34	2.8%	778	6.0%	99	2.5%	2,312	4.5%	167	2.6%	4,254	5.2%
Finance & Insurance	84	6.9%	402	3.1%	255	6.5%	1,432	2.8%	390	6.1%	2,274	2.8%
Health Care & Social Assistance	340	27.8%	3,930	30.3%	901	23.0%	11,555	22.3%	1,376	21.5%	16,533	20.3%
Information	17	1.4%	289	2.2%	55	1.4%	757	1.5%	96	1.5%	1,188	1.5%
Management of Companies & Enterprises	0	0.0%	2	0.0%	2	0.0%	33	0.1%	3	0.0%	54	0.1%
Manufacturing	49	4.0%	835	6.4%	159	4.1%	7,466	14.4%	260	4.1%	10,174	12.5%
Mining	2	0.2%	32	0.2%	3	0.1%	55	0.1%	5	0.1%	78	0.1%
Professional, Scientific, & Technical Services	105	8.6%	493	3.8%	355	9.1%	1,865	3.6%	591	9.2%	3,194	3.9%
Real Estate, Rental, Leasing	58	4.7%	289	2.2%	196	5.0%	1,223	2.4%	303	4.7%	1,929	2.4%
Retail Trade	144	11.8%	1,632	12.6%	526	13.4%	8,003	15.4%	834	13.1%	12,186	15.0%
Transportation & Storage	6	0.5%	504	3.9%	36	0.9%	2,214	4.3%	73	1.1%	3,812	4.7%
Utilities	3	0.2%	128	1.0%	6	0.2%	326	0.6%	10	0.2%	476	0.6%
Wholesale Trade	15	1.2%	101	0.8%	68	1.7%	601	1.2%	128	2.0%	1,140	1.4%
Other Services	160	13.1%	889	6.8%	552	14.1%	3,712	7.2%	929	14.5%	6,092	7.5%

### Employment Profile

Site: I-215 and Los Alamos Rd  
 Address: I-215 and Los Alamos Rd | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	7,018	54.1%	25,146	48.5%	38,766	47.7%
Architecture & Engineering	129	1.0%	748	1.4%	1,100	1.4%
Community & Social Science	468	3.6%	1,397	2.7%	2,096	2.6%
Computer/Mathematical Science	151	1.2%	576	1.1%	923	1.1%
Education, Training, & Library	606	4.7%	1,913	3.7%	3,398	4.2%
Entertainment & Media	147	1.1%	559	1.1%	923	1.1%
Healthcare Practitioners	1,408	10.9%	4,139	8.0%	5,944	7.3%
Healthcare Support	654	5.0%	2,031	3.9%	2,913	3.6%
Legal	64	0.5%	270	0.5%	431	0.5%
Life, Physical, & Social Science	84	0.6%	325	0.6%	479	0.6%
Management	687	5.3%	2,785	5.4%	4,372	5.4%
Office & Administrative Support	2,284	17.6%	9,041	17.4%	14,015	17.2%
<b>Blue Collar</b>	5,831	44.9%	26,260	50.7%	41,825	51.4%
Building & Grounds Cleaning & Maintenance	541	4.2%	1,771	3.4%	2,932	3.6%
Construction	512	3.9%	2,148	4.1%	3,971	4.9%
Farming, Fishing, & Forestry	27	0.2%	98	0.2%	223	0.3%
Food Service	922	7.1%	3,594	6.9%	5,963	7.3%
Installation & Maintenance	436	3.4%	2,012	3.9%	3,208	3.9%
Personal Care & Service	413	3.2%	1,398	2.7%	2,263	2.8%
Production	632	4.9%	4,813	9.3%	6,723	8.3%
Protective Service	221	1.7%	638	1.2%	957	1.2%
Sales & Related	1,389	10.7%	6,362	12.3%	9,914	12.2%
Transportation & Material Moving	739	5.7%	3,426	6.6%	5,671	7.0%
<b>Military Services</b>	124	1.0%	424	0.8%	704	0.9%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	12,974	51,831	81,295
2018 Q3	12,003	48,529	75,499
2018 Q2	12,695	50,945	79,349
2018 Q1	13,207	52,896	82,300
2017 Q4	13,246	53,220	82,845
2017 Q3	12,263	50,594	78,322
2017 Q2	13,107	52,974	82,413
2017 Q1	13,277	53,549	83,238
2016 Q4	12,836	53,835	83,646

**Consumer Demand & Market Supply Assessment**

Site: I-215 and Los Alamos Rd  
Address: I-215 and Los Alamos Rd | Murrieta CA  
Date Report Created: 5/15/2019

**Demographics**

Population 53,349  
5-Year Population estimate 59,903  
Population Households 53,181  
Group Quarters Population 169  
Households 17,713  
5-Year Households estimate 19,950  
WorkPlace Establishments 1,219  
Workplace Employees 12,974  
Median Household Income \$74,527

	5 Min Drive	10 Min Drive	15 Min Drive
Population	53,349	177,841	306,907
5-Year Population estimate	59,903	202,030	351,636
Population Households	53,181	177,195	305,176
Group Quarters Population	169	646	1,731
Households	17,713	56,795	97,178
5-Year Households estimate	19,950	64,500	111,216
WorkPlace Establishments	1,219	3,918	6,391
Workplace Employees	12,974	51,831	81,295
Median Household Income	\$74,527	\$79,742	\$81,054

**By Establishments**

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Direct Selling Establishments	\$4,579,305	\$800,925	(\$3,778,380)	-83%	\$15,465,475	\$6,095,463	(\$9,370,012)	-61%	\$26,769,036	\$9,346,461	(\$17,422,574)	-65%
Automotive Dealers	\$171,208,242	\$49,656,305	(\$121,551,936)	-71%	\$581,645,102	\$713,065,081	\$131,419,980	23%	\$1,008,732,234	\$896,037,088	(\$112,695,146)	-11%
Beer/Wine/Liquor Stores	\$7,891,088	\$3,399,876	(\$4,491,213)	-57%	\$26,767,072	\$8,602,881	(\$18,164,192)	-68%	\$46,343,249	\$14,109,683	(\$32,233,566)	-70%
Florists/Misc. Store Retailers	\$1,263,373	\$551,468	(\$711,905)	-56%	\$4,276,788	\$1,793,234	(\$2,483,554)	-58%	\$7,422,312	\$2,177,945	(\$5,244,367)	-71%
Shoe Stores	\$5,627,530	\$2,883,533	(\$2,743,997)	-49%	\$19,173,936	\$14,224,721	(\$4,949,215)	-26%	\$33,271,727	\$20,211,351	(\$13,060,376)	-39%
Specialty Food Stores	\$5,469,037	\$2,984,436	(\$2,484,601)	-45%	\$18,517,344	\$11,774,671	(\$6,742,672)	-36%	\$32,073,456	\$17,763,430	(\$14,310,026)	-45%
Clothing Stores	\$41,225,058	\$22,676,209	(\$18,548,849)	-45%	\$139,904,174	\$147,717,944	\$7,813,770	6%	\$242,507,838	\$207,371,405	(\$35,136,433)	-14%
Electronic Shopping/Mail Order Houses	\$125,765,048	\$76,410,492	(\$49,354,555)	-39%	\$431,372,192	\$124,334,890	(\$307,037,302)	-71%	\$741,706,008	\$318,423,256	(\$423,282,752)	-57%
Other Misc. Store Retailers	\$12,930,412	\$9,264,652	(\$3,665,760)	-28%	\$43,900,519	\$35,147,810	(\$8,752,709)	-20%	\$76,253,925	\$65,450,757	(\$10,803,168)	-14%
Other Motor Vehicle Dealers	\$10,655,619	\$7,796,016	(\$2,859,603)	-27%	\$36,221,918	\$36,561,210	\$339,292	1%	\$62,852,655	\$65,391,978	\$2,539,323	4%
Department Stores	\$22,180,303	\$16,328,113	(\$5,852,189)	-26%	\$75,192,213	\$64,802,869	(\$10,389,344)	-14%	\$130,253,771	\$86,635,609	(\$43,618,162)	-33%
Automotive Parts/Accessories/Tire	\$14,690,482	\$10,869,872	(\$3,820,610)	-26%	\$49,530,109	\$43,495,116	(\$6,034,993)	-12%	\$85,634,246	\$74,773,609	(\$10,860,637)	-13%
Special Food Services	\$8,549,494	\$6,718,799	(\$1,830,695)	-21%	\$30,549,358	\$27,961,035	(\$2,588,323)	-8%	\$51,685,505	\$47,783,461	(\$3,902,044)	-8%
Health/Personal Care Stores	\$50,506,422	\$40,211,602	(\$10,294,820)	-20%	\$170,227,079	\$145,605,861	(\$24,621,218)	-14%	\$294,488,711	\$222,455,780	(\$72,032,930)	-24%
Electronics/Appliance	\$14,865,733	\$12,274,056	(\$2,591,677)	-17%	\$52,442,865	\$52,653,909	\$211,044	0%	\$89,110,273	\$85,349,544	(\$3,760,729)	-4%
Grocery Stores	\$92,751,001	\$78,534,748	(\$14,216,253)	-15%	\$313,931,691	\$264,348,542	(\$49,583,149)	-16%	\$543,731,355	\$425,501,091	(\$118,230,263)	-22%
Building Material/Supplies Dealers	\$51,931,834	\$45,959,710	(\$5,972,123)	-11%	\$175,684,276	\$199,830,147	\$24,145,871	14%	\$304,355,433	\$343,522,808	\$39,167,375	13%
Other General Merchandise Stores	\$95,899,861	\$88,209,936	(\$7,689,924)	-8%	\$324,764,400	\$362,193,921	\$37,429,520	12%	\$562,238,724	\$578,736,088	\$16,497,364	3%
Limited-Service Eating Places	\$40,978,461	\$37,794,201	(\$3,184,259)	-8%	\$146,359,218	\$147,324,339	\$965,122	1%	\$247,677,615	\$239,056,127	(\$8,621,488)	-3%
Book/Periodical/Music Stores	\$2,892,770	\$2,724,223	(\$168,547)	-6%	\$9,810,173	\$9,109,132	(\$701,041)	-7%	\$16,947,614	\$14,359,555	(\$2,588,059)	-15%
Jewelry/Luggage/Leather Goods	\$5,712,960	\$5,637,137	(\$75,823)	-1%	\$19,384,987	\$24,496,451	\$5,111,464	26%	\$33,582,378	\$36,673,175	\$3,090,797	9%
Office Supplies/Stationary/Gift	\$4,541,706	\$4,583,084	\$41,379	1%	\$15,579,385	\$15,339,967	(\$239,419)	-2%	\$26,857,146	\$22,646,197	(\$4,210,949)	-16%
Full-Service Restaurants	\$39,781,363	\$40,235,971	\$454,608	1%	\$145,703,220	\$206,172,807	\$60,469,587	42%	\$243,023,364	\$324,812,757	\$81,789,394	34%
Sporting Goods/Hobby/Musical Instrument	\$10,130,332	\$10,318,467	\$188,135	2%	\$34,409,385	\$42,549,513	\$8,140,128	24%	\$59,636,321	\$61,693,053	\$2,056,731	3%
Bar/Drinking Places (Alcoholic Beverages)	\$2,313,883	\$2,481,579	\$167,696	7%	\$8,826,061	\$9,782,347	\$956,286	11%	\$14,384,348	\$14,454,622	\$70,274	0%
Gasoline Stations	\$68,902,051	\$76,490,285	\$7,588,234	11%	\$233,016,027	\$248,572,518	\$15,556,491	7%	\$403,515,076	\$432,354,218	\$28,839,142	7%
Home Furnishing Stores	\$9,300,628	\$10,458,589	\$1,157,961	12%	\$31,512,641	\$27,138,218	(\$4,374,423)	-14%	\$54,595,337	\$44,303,337	(\$10,292,000)	-19%
Furniture Stores	\$10,018,537	\$11,468,908	\$1,450,371	14%	\$34,020,616	\$25,076,391	(\$8,944,224)	-26%	\$59,001,535	\$63,831,528	\$4,829,994	8%
Used Merchandise Stores	\$3,072,856	\$5,787,544	\$2,714,688	88%	\$10,420,959	\$13,997,198	\$3,576,239	34%	\$18,078,721	\$22,233,143	\$4,154,422	23%
Lawn/Garden Equipment/Supplies Stores	\$5,987,532	\$13,817,711	\$7,830,179	131%	\$20,275,552	\$35,590,284	\$15,314,733	76%	\$35,195,429	\$66,114,313	\$30,918,884	88%
Vending Machine Operators (Non-Store)	\$5,564,956	\$17,178,059	\$11,613,103	209%	\$18,928,574	\$23,217,022	\$4,288,448	23%	\$32,720,842	\$43,862,857	\$11,142,015	34%
<b>Consumer Demand/Market Supply Index</b>	<b>\$947,187,875</b>	<b>\$714,506,508</b>	<b>133</b>		<b>\$3,237,813,310</b>	<b>\$3,088,575,495</b>	<b>105</b>		<b>\$5,584,646,184</b>	<b>\$4,867,436,228</b>	<b>115</b>	

**Consumer Demand & Market Supply Assessment**

Site: I-215 and Los Alamos Rd  
Address: I-215 and Los Alamos Rd | Murrieta CA  
Date Report Created: 5/15/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Autos/Cars/Vans/Trucks/Motorcycles	\$151,134,777	\$46,350,225	(\$104,784,552)	-69%	\$513,514,268	\$624,780,323	\$111,266,056	22%	\$890,582,743	\$795,421,653	(\$95,161,090)	-11%
Automotive Tires/Tubes/Batteries/Parts	\$29,397,304	\$14,671,798	(\$14,725,506)	-50%	\$99,032,760	\$79,119,008	(\$19,913,752)	-20%	\$171,155,203	\$122,263,540	(\$48,891,663)	-29%
Footwear, including Accessories	\$13,905,287	\$7,138,639	(\$6,766,648)	-49%	\$47,386,172	\$31,823,146	(\$15,563,025)	-33%	\$82,227,303	\$47,704,721	(\$34,522,582)	-42%
Retailer Services	\$28,547,198	\$15,793,689	(\$12,753,509)	-45%	\$97,449,236	\$110,993,852	\$13,544,616	14%	\$169,397,803	\$158,750,838	(\$10,646,965)	-6%
Womens/Juniors/Misses Wear	\$35,788,481	\$19,830,031	(\$15,958,451)	-45%	\$121,113,771	\$98,610,038	(\$22,503,733)	-19%	\$209,861,571	\$146,663,903	(\$63,197,668)	-30%
Pets/Pet Foods/Pet Supplies	\$8,435,794	\$4,731,455	(\$3,704,339)	-44%	\$28,882,479	\$17,132,224	(\$11,750,254)	-41%	\$50,420,329	\$30,257,498	(\$20,162,832)	-40%
Mens Wear	\$13,825,537	\$8,894,173	(\$4,931,364)	-36%	\$47,188,749	\$41,490,291	(\$5,698,457)	-12%	\$81,980,975	\$62,630,919	(\$19,350,057)	-24%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$113,044,208	\$76,279,104	(\$36,765,104)	-33%	\$380,831,312	\$241,798,015	(\$139,033,297)	-37%	\$658,684,122	\$406,731,601	(\$251,952,521)	-38%
Furniture/Sleep/Outdoor/Patio Furniture	\$25,871,808	\$18,360,020	(\$7,511,787)	-29%	\$87,843,610	\$45,430,492	(\$42,413,118)	-48%	\$152,345,050	\$98,991,819	(\$53,353,231)	-35%
Childrens Wear/Infants/Toddlers Clothing	\$5,817,868	\$4,188,541	(\$1,629,326)	-28%	\$19,873,955	\$20,416,862	\$542,907	3%	\$34,360,820	\$30,027,994	(\$4,332,825)	-13%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,786,425	\$1,350,078	(\$436,348)	-24%	\$5,989,182	\$6,848,749	\$859,567	14%	\$10,363,287	\$11,049,255	\$685,968	7%
Packaged Liquor/Wine/Beer	\$17,428,551	\$13,327,694	(\$4,100,858)	-24%	\$59,070,894	\$43,146,076	(\$15,924,818)	-27%	\$102,397,717	\$71,110,795	(\$31,286,921)	-31%
Kitchenware/Home Furnishings	\$11,420,650	\$9,461,761	(\$1,958,889)	-17%	\$38,730,440	\$29,622,568	(\$9,107,871)	-24%	\$67,100,895	\$50,518,307	(\$16,582,588)	-25%
Small Electric Appliances	\$2,015,406	\$1,675,251	(\$340,155)	-17%	\$6,812,088	\$5,114,045	(\$1,698,043)	-25%	\$11,807,747	\$8,863,723	(\$2,944,024)	-25%
Groceries/Other Food Items (Off Premises)	\$144,980,635	\$125,125,591	(\$19,855,044)	-14%	\$490,270,858	\$419,292,477	(\$70,978,380)	-14%	\$849,653,383	\$679,455,323	(\$170,198,060)	-20%
All Other Merchandise	\$36,765,787	\$32,658,219	(\$4,107,568)	-11%	\$124,636,718	\$100,184,331	(\$24,452,388)	-20%	\$216,360,211	\$178,010,445	(\$38,349,766)	-18%
Hardware/Tools/Plumbing/Electrical Supplies	\$14,532,075	\$12,911,291	(\$1,620,784)	-11%	\$48,961,897	\$53,558,761	\$4,596,864	9%	\$84,667,471	\$92,484,663	\$7,817,192	9%
Dimensional Lumber/Other Building Materials	\$21,089,238	\$19,048,888	(\$2,040,349)	-10%	\$71,423,555	\$82,477,818	\$11,054,263	15%	\$123,745,551	\$141,809,516	\$18,063,965	15%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,848,023	\$3,478,006	(\$370,017)	-10%	\$12,985,770	\$15,066,888	\$2,081,118	16%	\$22,458,560	\$25,863,372	\$3,404,812	15%
Meats/Nonalcoholic Beverages	\$79,016,874	\$76,498,771	(\$2,518,103)	-3%	\$282,023,490	\$325,479,186	\$43,455,696	15%	\$477,478,172	\$524,599,547	\$47,121,375	10%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,166,845	\$4,047,513	(\$119,332)	-3%	\$14,285,081	\$12,739,915	(\$1,545,166)	-11%	\$24,884,257	\$21,629,806	(\$3,254,450)	-13%
Soaps/Detergents/Household Cleaners	\$4,453,056	\$4,331,216	(\$121,841)	-3%	\$15,067,476	\$16,671,368	\$1,603,892	11%	\$26,136,973	\$26,859,036	\$722,063	3%
Floor/Floor Coverings	\$7,455,616	\$7,253,815	(\$201,801)	-3%	\$25,138,410	\$23,661,823	(\$1,476,587)	-6%	\$43,443,604	\$40,270,033	(\$3,173,571)	-7%
Cigars/Cigarettes/Tobacco/Accessories	\$10,553,197	\$10,416,088	(\$137,109)	-1%	\$35,309,768	\$37,564,184	\$2,254,417	6%	\$60,801,613	\$63,220,847	\$2,419,234	4%
Alcoholic Drinks Served at the Establishment	\$16,865,017	\$16,703,439	(\$161,578)	-1%	\$64,826,445	\$81,834,641	\$17,008,196	26%	\$105,201,902	\$128,290,407	\$23,088,505	22%
Jewelry (including Watches)	\$8,623,921	\$8,546,557	(\$77,364)	-1%	\$29,257,408	\$34,283,319	\$5,025,911	17%	\$50,664,322	\$53,133,817	\$2,469,496	5%
Computer Hardware/Software/Supplies	\$16,211,147	\$16,324,482	\$113,335	1%	\$63,163,537	\$38,143,428	(\$25,020,109)	-40%	\$101,577,460	\$79,479,658	(\$22,097,803)	-22%
Paper/Related Products	\$3,917,700	\$3,968,929	\$51,229	1%	\$13,164,412	\$15,254,159	\$2,089,747	16%	\$22,782,276	\$24,289,100	\$1,506,824	7%
Toys/Hobby Goods/Games	\$4,803,759	\$4,951,712	\$147,954	3%	\$16,281,895	\$17,215,876	\$933,981	6%	\$28,165,017	\$27,868,272	(\$296,745)	-1%
Books/Periodicals	\$3,948,500	\$4,101,752	\$153,252	4%	\$13,342,518	\$11,633,055	(\$1,709,463)	-13%	\$23,056,862	\$20,336,686	(\$2,720,176)	-12%
Audio Equipment/Musical Instruments	\$5,461,071	\$5,684,683	\$223,612	4%	\$18,451,455	\$16,907,368	(\$1,544,087)	-8%	\$31,927,537	\$30,133,228	(\$1,794,310)	-6%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,077,139	\$2,164,304	\$87,164	4%	\$7,009,276	\$8,108,924	\$1,099,648	16%	\$12,154,057	\$12,662,713	\$508,656	4%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,445,690	\$9,073,428	\$627,738	7%	\$28,733,805	\$31,189,996	\$2,456,192	9%	\$49,778,995	\$50,792,238	\$1,013,243	2%
Automotive Fuels	\$63,528,843	\$70,717,029	\$7,188,186	11%	\$214,799,750	\$235,296,316	\$20,496,566	10%	\$372,174,173	\$405,054,259	\$32,880,086	9%
Major Household Appliances	\$3,462,097	\$4,028,878	\$566,781	16%	\$11,913,557	\$16,257,108	\$4,343,551	36%	\$20,869,712	\$27,352,747	\$6,483,035	31%
Automotive Lubricants (incl Oil, Greases)	\$3,462,097	\$4,028,878	\$566,781	16%	\$11,913,557	\$16,257,108	\$4,343,551	36%	\$20,869,712	\$27,352,747	\$6,483,035	31%
Lawn/Garden/Farm Equipment/Supplies	\$15,238,394	\$19,435,209	\$4,196,815	28%	\$51,545,122	\$58,384,421	\$6,839,298	13%	\$89,448,194	\$104,563,985	\$15,115,791	17%
Televisions/VCR/Video Cameras/DVD etc	\$6,202,286	\$7,911,519	\$1,709,233	28%	\$20,966,865	\$27,977,480	\$7,010,615	33%	\$36,285,643	\$47,542,585	\$11,256,941	31%
Photographic Equipment/Supplies	\$1,055,865	\$1,402,553	\$346,688	33%	\$3,589,573	\$5,064,161	\$1,474,588	41%	\$6,228,752	\$8,543,453	\$2,314,701	37%
Sewing/Knitting Materials/Supplies	\$405,855	\$556,323	\$150,467	37%	\$1,363,946	\$2,157,679	\$793,733	58%	\$2,374,322	\$3,287,953	\$913,631	38%

**Consumer Demand & Market Supply Assessment**

**Site:** I-215 and Los Alamos Rd  
**Address:** I-215 and Los Alamos Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

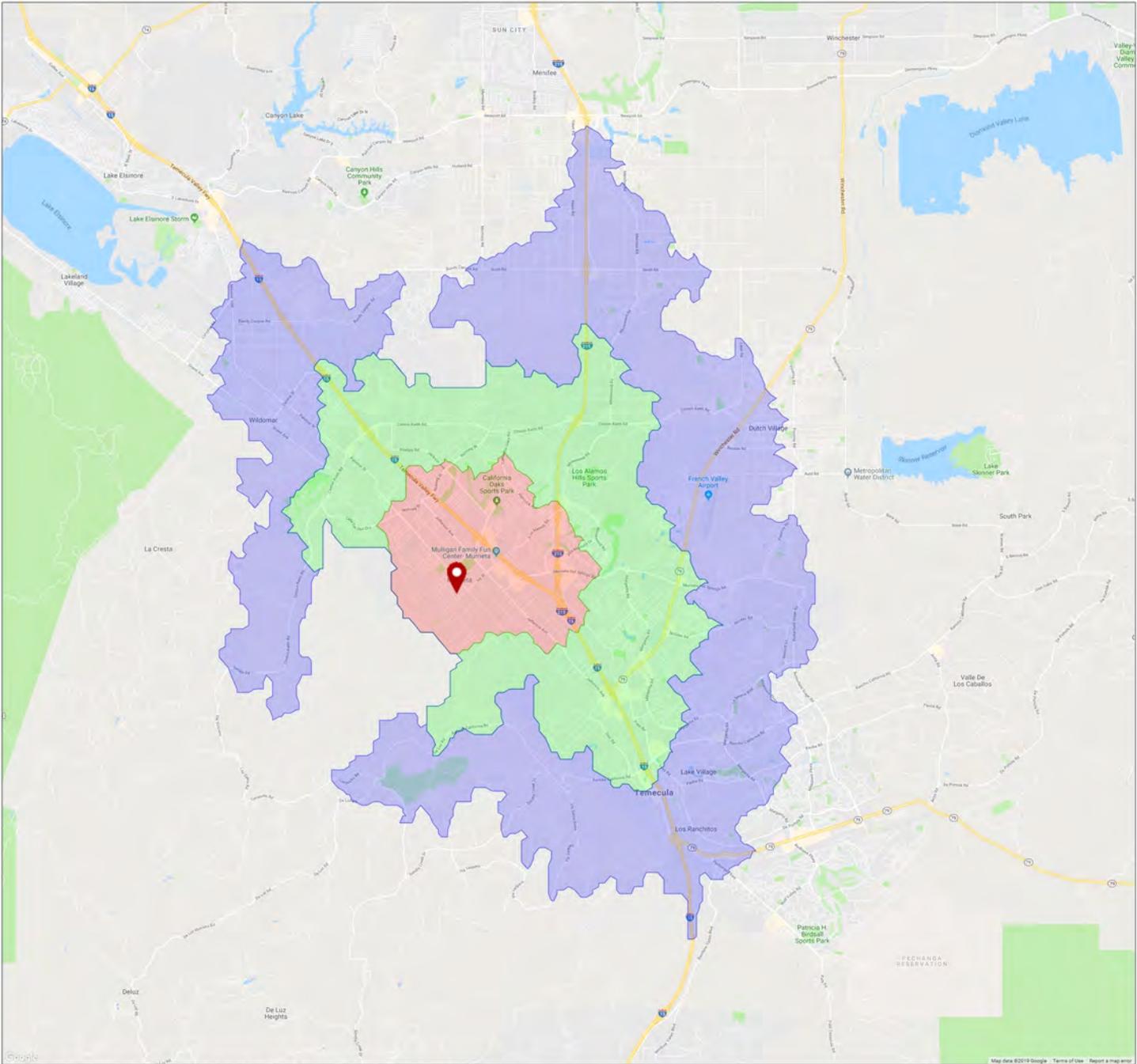
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

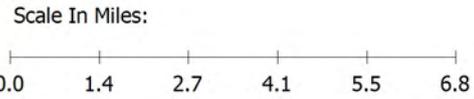
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

# B St and Washington Blvd



**INSIGHT**  
MARKET ANALYTICS  
Hdl ECONsolutions

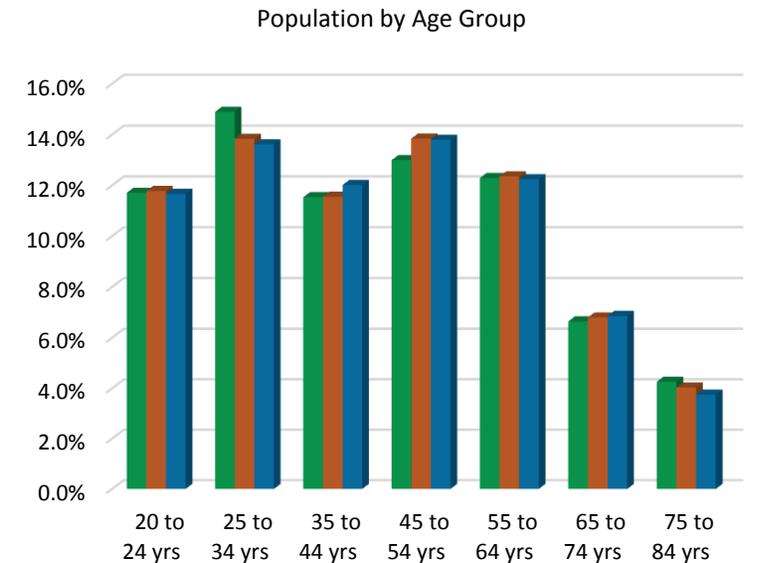
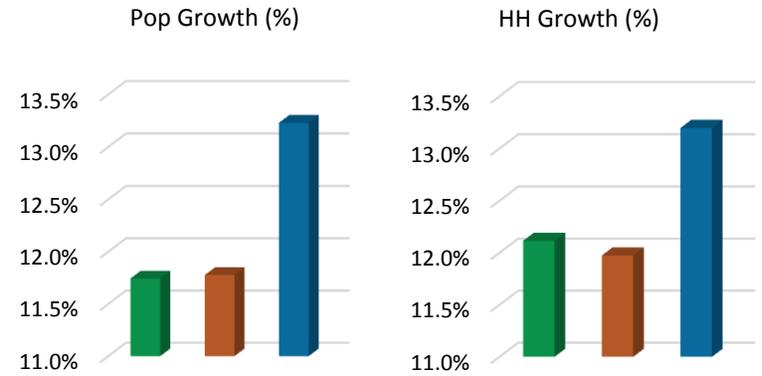
Drive Times: 5 Mins, 10 Mins, 15 Mins



# Consumer Demographic Profile

**Site:** Old Town Murrieta  
**Address:** B St and Washington Blvd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	38,145	---	135,352	---	241,257	---
5 Year Projected Pop	42,624	---	151,292	---	273,175	---
Pop Growth (%)	11.7%	---	11.8%	---	13.2%	---
Households	13,081	---	44,150	---	76,489	---
5 Year Projected HHs	14,665	---	49,437	---	86,583	---
HH Growth (%)	12.1%	---	12.0%	---	13.2%	---
<b>Census Stats</b>						
2000 Population	21,953	---	64,245	---	110,465	---
2010 Population	33,016	---	118,108	---	206,738	---
Pop Growth (%)	50.4%	---	83.8%	---	87.2%	---
2000 Households	7,155	---	21,040	---	35,960	---
2010 Households	11,187	---	38,283	---	65,493	---
HH Growth (%)	56.4%	---	82.0%	---	82.1%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	37.8		37.6		37.2	
19 yrs & under	9,011	23.6%	32,660	24.1%	59,445	24.6%
20 to 24 yrs	4,466	11.7%	15,941	11.8%	28,151	11.7%
25 to 34 yrs	5,681	14.9%	18,722	13.8%	32,850	13.6%
35 to 44 yrs	4,399	11.5%	15,635	11.6%	28,982	12.0%
45 to 54 yrs	4,956	13.0%	18,734	13.8%	33,283	13.8%
55 to 64 yrs	4,688	12.3%	16,721	12.4%	29,540	12.2%
65 to 74 yrs	2,533	6.6%	9,201	6.8%	16,542	6.9%
75 to 84 yrs	1,623	4.3%	5,452	4.0%	9,040	3.7%
85 + yrs	788	2.1%	2,286	1.7%	3,426	1.4%
<b>Population Bases</b>						
20-34 yrs	10,147	26.6%	34,663	25.6%	61,000	25.3%
45-64 yrs	9,644	25.3%	35,455	26.2%	62,823	26.0%
16 yrs +	30,126	79.0%	106,563	78.7%	188,907	78.3%
25 yrs +	24,668	64.7%	86,751	64.1%	153,662	63.7%
65 yrs +	4,944	13.0%	16,939	12.5%	29,008	12.0%
75 yrs +	2,411	6.3%	7,738	5.7%	12,465	5.2%
85 yrs +	788	2.1%	2,286	1.7%	3,426	1.4%



# Consumer Demographic Profile

**Site:** Old Town Murrieta  
**Address:** B St and Washington Blvd | Murrieta CA  
**Date Report Created:** 5/15/2019

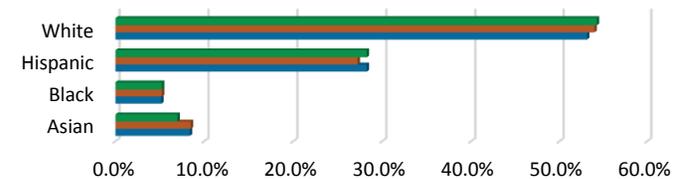
# INSIGHT

## MARKET ANALYTICS

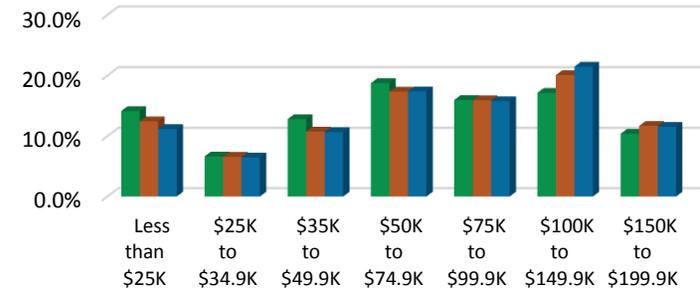
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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	20,699	54.3%	73,059	54.0%	128,219	53.1%
Hispanic	10,784	28.3%	36,880	27.2%	68,220	28.3%
Black	1,997	5.2%	7,096	5.2%	12,432	5.2%
Asian	2,666	7.0%	11,489	8.5%	20,245	8.4%
<b>Ancestry</b>						
American Indian (ancestry)	166	0.4%	580	0.4%	1,179	0.5%
Hawaiian (ancestry)	147	0.4%	518	0.4%	926	0.4%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$30,544	---	\$31,849	---	\$31,183	---
<b>Average HH Income</b>	\$89,072	---	\$97,639	---	\$98,356	---
<b>Median HH Income</b>	\$71,592	---	\$78,811	---	\$80,916	---
Less than \$25K	1,853	14.2%	5,494	12.4%	8,549	11.2%
\$25K to \$34.9K	868	6.6%	2,913	6.6%	4,953	6.5%
\$35K to \$49.9K	1,678	12.8%	4,752	10.8%	8,168	10.7%
\$50K to \$74.9K	2,455	18.8%	7,671	17.4%	13,300	17.4%
\$75K to \$99.9K	2,089	16.0%	7,042	16.0%	12,082	15.8%
\$100K to \$149.9K	2,246	17.2%	8,866	20.1%	16,426	21.5%
\$150K to \$199.9K	1,360	10.4%	5,158	11.7%	8,816	11.5%
\$200K +	532	4.1%	2,253	5.1%	4,197	5.5%
<b>Education</b>						
Less than 9th Grade	776	3.1%	3,334	3.8%	5,832	3.8%
Some HS, No Diploma	1,380	5.6%	4,280	4.9%	8,514	5.5%
HS Grad (or Equivalent)	5,709	23.1%	20,141	23.2%	35,397	23.0%
Some College, No Degree	7,633	30.9%	26,411	30.4%	45,924	29.9%
Associate Degree	2,303	9.3%	7,978	9.2%	14,650	9.5%
Bachelor Degree	4,598	18.6%	16,274	18.8%	28,796	18.7%
Graduates Degree	1,716	7.0%	6,141	7.1%	11,032	7.2%

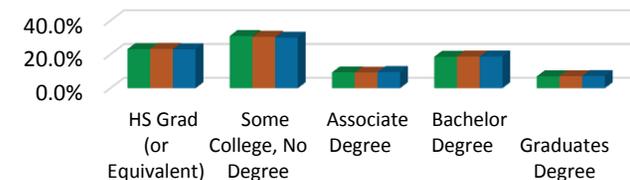
Ethnic Breakdown



Household Income Levels - %



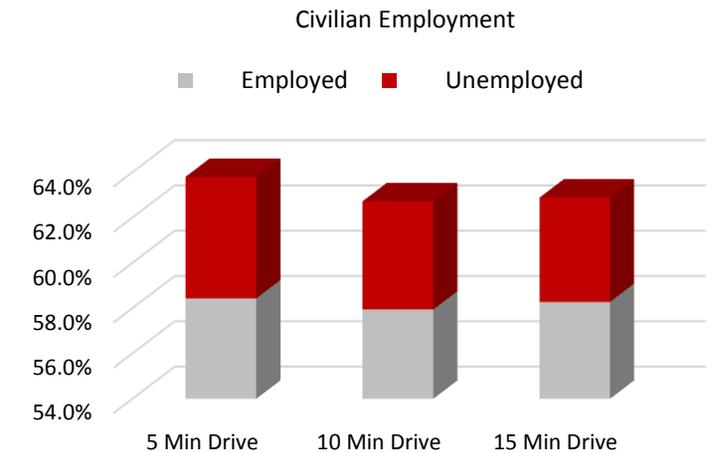
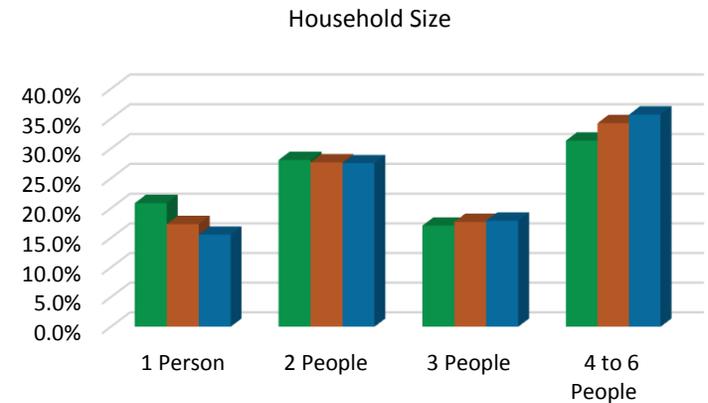
Education



# Consumer Demographic Profile

**Site:** Old Town Murrieta  
**Address:** B St and Washington Blvd | Murrieta CA  
**Date Report Created:** 5/15/2019

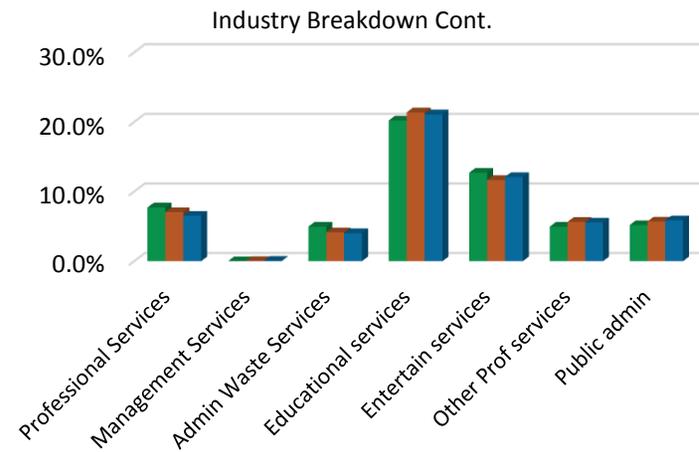
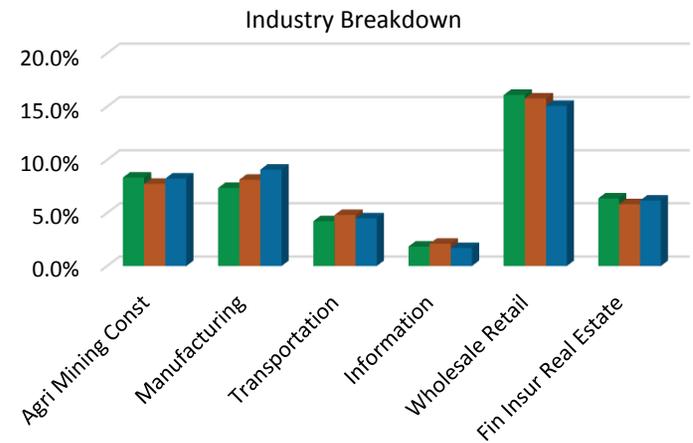
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	10,017		34,557		61,067	
Single - Male	277	2.8%	895	2.6%	1,725	2.8%
Single - Female	1,008	10.1%	2,420	7.0%	4,175	6.8%
Single Parent - Male	544	5.4%	1,485	4.3%	2,326	3.8%
Single Parent - Female	1,349	13.5%	3,926	11.4%	6,016	9.9%
Married w/ Children	2,941	29.4%	12,111	35.0%	22,921	37.5%
Married w/out Children	3,897	38.9%	13,720	39.7%	23,905	39.1%
<b>Household Size</b>						
1 Person	2,730	20.9%	7,651	17.3%	11,890	15.5%
2 People	3,674	28.1%	12,228	27.7%	21,071	27.5%
3 People	2,232	17.1%	7,815	17.7%	13,692	17.9%
4 to 6 People	4,100	31.3%	15,126	34.3%	27,303	35.7%
7+ People	345	2.6%	1,331	3.0%	2,534	3.3%
<b>Home Ownership</b>	13,081		44,150		76,489	
Owners	7,974	61.0%	29,672	67.2%	52,678	68.9%
Renters	5,106	39.0%	14,478	32.8%	23,812	31.1%
<b>Components of Change</b>						
Births	513	1.3%	1,763	1.3%	3,097	1.3%
Deaths	283	0.7%	937	0.7%	1,568	0.6%
Migration	1,057	2.8%	1,808	1.3%	2,523	1.0%
<b>Employment (Pop 16+)</b>	30,126		106,563		188,907	
Armed Services	189	0.6%	1,056	1.0%	2,068	1.1%
Civilian	19,220	63.8%	66,836	62.7%	118,788	62.9%
Employed	17,604	58.4%	61,744	57.9%	110,087	58.3%
Unemployed	1,616	5.4%	5,092	4.8%	8,701	4.6%
Not in Labor Force	10,717	35.6%	38,671	36.3%	68,051	36.0%
<b>Employed Population</b>	17,604		61,744		110,087	
White Collar	10,763	61.1%	40,132	65.0%	70,307	63.9%
Blue Collar	6,841	38.9%	21,611	35.0%	39,780	36.1%



# Consumer Demographic Profile

**Site:** Old Town Murrieta  
**Address:** B St and Washington Blvd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	17,604		61,744		110,087	
White Collar	10,763	61.1%	40,132	65.0%	70,307	63.9%
Managerial executive	2,747	15.6%	10,383	16.8%	17,890	16.3%
Prof specialty	3,482	19.8%	13,194	21.4%	23,307	21.2%
Healthcare support	385	2.2%	1,082	1.8%	1,836	1.7%
Sales	2,157	12.3%	8,225	13.3%	14,209	12.9%
Office Admin	1,991	11.3%	7,249	11.7%	13,066	11.9%
Blue Collar	6,841	38.9%	21,611	35.0%	39,780	36.1%
Protective	455	2.6%	2,053	3.3%	3,879	3.5%
Food Prep Serving	1,328	7.5%	3,876	6.3%	7,335	6.7%
Bldg Maint/Cleaning	396	2.3%	1,885	3.1%	3,510	3.2%
Personal Care	1,380	7.8%	3,779	6.1%	6,158	5.6%
Farming/Fishing/Forestry	43	0.2%	144	0.2%	222	0.2%
Construction	1,569	8.9%	4,808	7.8%	8,984	8.2%
Production Transp	1,669	9.5%	5,066	8.2%	9,692	8.8%
<b>Employment By Industry</b>	17,604		61,744		110,087	
Agri Mining Const	1,468	8.3%	4,780	7.7%	9,073	8.2%
Manufacturing	1,296	7.4%	5,020	8.1%	10,005	9.1%
Transportation	744	4.2%	2,963	4.8%	4,939	4.5%
Information	322	1.8%	1,296	2.1%	1,859	1.7%
Wholesale Retail	2,833	16.1%	9,736	15.8%	16,598	15.1%
Fin Insur Real Estate	1,122	6.4%	3,594	5.8%	6,786	6.2%
Professional Services	1,360	7.7%	4,353	7.0%	7,194	6.5%
Management Services	0	0.0%	21	0.0%	49	0.0%
Admin Waste Services	873	5.0%	2,559	4.1%	4,433	4.0%
Educational services	3,561	20.2%	13,203	21.4%	23,230	21.1%
Entertain services	2,239	12.7%	7,204	11.7%	13,321	12.1%
Other Prof services	872	5.0%	3,489	5.6%	6,124	5.6%
Public admin	914	5.2%	3,527	5.7%	6,474	5.9%



# Household Segmentation Profile

Site: Old Town Murrieta  
 Address: B St and Washington Blvd | Murrieta CA  
 Date: 5/15/2019



HclECON Solutions

Trade Area 1:

Trade Area 2:

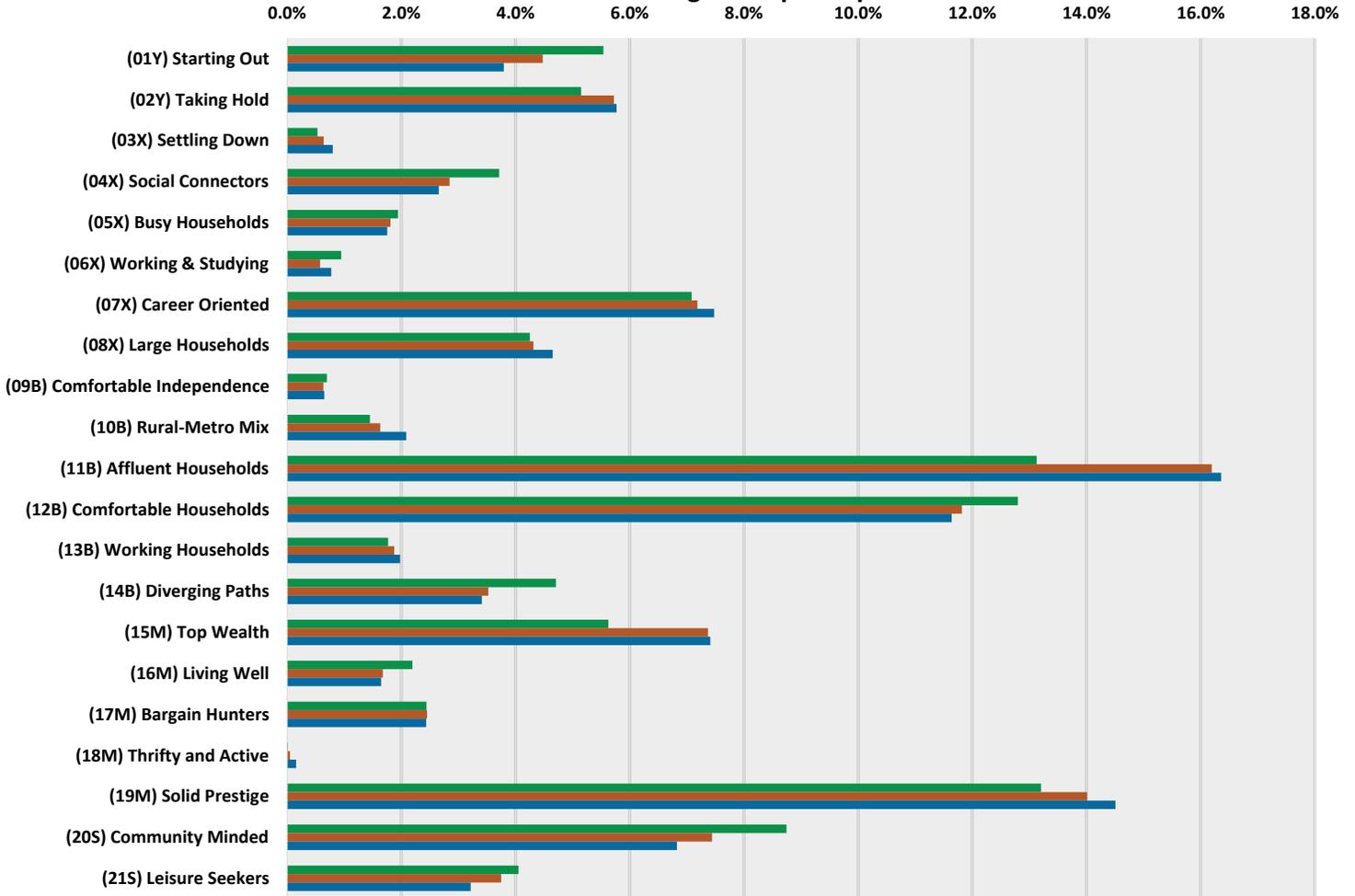
Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

## Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

Total Households

11,748

100%

40,727

100%

71,440

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	890	7.6%	4,137	10.2%	7,552	10.6%
2	17- Firmly Established	(12B) Comfortable Households	844	7.2%	2,834	7.0%	4,810	6.7%
3	09- Busy Schedules	(19M) Solid Prestige	763	6.5%	2,459	6.0%	4,206	5.9%
4	13- Work & Play	(12B) Comfortable Households	659	5.6%	1,980	4.9%	3,504	4.9%
5	36- Persistent & Productive	(20S) Community Minded	649	5.5%	1,968	4.8%	3,236	4.5%
6	08- Solid Surroundings	(19M) Solid Prestige	498	4.2%	2,049	5.0%	3,935	5.5%
7	33- Urban Diversity	(14B) Diverging Paths	446	3.8%	1,080	2.7%	1,701	2.4%
8	03- Corporate Connected	(15M) Top Wealth	414	3.5%	1,966	4.8%	3,570	5.0%
9	26- Getting Established	(07X) Career Oriented	391	3.3%	1,032	2.5%	1,654	2.3%
10	24- Career Building	(02Y) Taking Hold	378	3.2%	1,553	3.8%	2,721	3.8%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: B St and Washington Blvd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		11,748	100%	40,727	100%	71,440	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>651</b>	<b>5.5%</b>	<b>1,824</b>	<b>4.5%</b>	<b>2,713</b>	<b>3.8%</b>
	<a href="#">39- Setting Goals</a>	48	0.4%	164	0.4%	283	0.4%
	<a href="#">45- Offices &amp; Entertainment</a>	93	0.8%	274	0.7%	466	0.7%
	<a href="#">57- Collegiate Crowd</a>	321	2.7%	934	2.3%	1,248	1.7%
	<a href="#">58- Outdoor Fervor</a>	1	0.0%	23	0.1%	114	0.2%
	<a href="#">67- First Steps</a>	188	1.6%	429	1.1%	602	0.8%
<b>(02Y) Taking Hold</b>		<b>605</b>	<b>5.2%</b>	<b>2,331</b>	<b>5.7%</b>	<b>4,122</b>	<b>5.8%</b>
	<a href="#">18- Climbing the Ladder</a>	39	0.3%	180	0.4%	334	0.5%
	<a href="#">21- Children First</a>	142	1.2%	431	1.1%	728	1.0%
	<a href="#">24- Career Building</a>	378	3.2%	1,553	3.8%	2,721	3.8%
	<a href="#">30- Out &amp; About</a>	46	0.4%	167	0.4%	339	0.5%
<b>(03X) Settling Down</b>		<b>63</b>	<b>0.5%</b>	<b>261</b>	<b>0.6%</b>	<b>571</b>	<b>0.8%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	4	0.0%	47	0.1%
	<a href="#">41- Rural Adventure</a>	6	0.1%	47	0.1%	128	0.2%
	<a href="#">46- Rural &amp; Active</a>	56	0.5%	211	0.5%	396	0.6%
<b>(04X) Social Connectors</b>		<b>436</b>	<b>3.7%</b>	<b>1,158</b>	<b>2.8%</b>	<b>1,897</b>	<b>2.7%</b>
	<a href="#">42- Creative Variety</a>	74	0.6%	221	0.5%	398	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	75	0.6%	274	0.7%	488	0.7%
	<a href="#">59- Mobile Mixers</a>	287	2.4%	663	1.6%	1,011	1.4%
<b>(05X) Busy Households</b>		<b>229</b>	<b>1.9%</b>	<b>738</b>	<b>1.8%</b>	<b>1,254</b>	<b>1.8%</b>
	<a href="#">37- Firm Foundations</a>	108	0.9%	398	1.0%	733	1.0%
	<a href="#">62- Movies &amp; Sports</a>	121	1.0%	340	0.8%	521	0.7%
<b>(06X) Working &amp; Studying</b>		<b>111</b>	<b>0.9%</b>	<b>236</b>	<b>0.6%</b>	<b>554</b>	<b>0.8%</b>
	<a href="#">61- City Life</a>	2	0.0%	8	0.0%	180	0.3%
	<a href="#">69- Productive Havens</a>	25	0.2%	61	0.1%	112	0.2%
	<a href="#">70- Favorably Frugal</a>	84	0.7%	167	0.4%	262	0.4%
<b>(07X) Career Oriented</b>		<b>832</b>	<b>7.1%</b>	<b>2,926</b>	<b>7.2%</b>	<b>5,341</b>	<b>7.5%</b>
	<a href="#">06- Casual Comfort</a>	284	2.4%	1,341	3.3%	2,755	3.9%
	<a href="#">10- Careers &amp; Travel</a>	89	0.8%	345	0.8%	599	0.8%
	<a href="#">20- Carving Out Time</a>	68	0.6%	209	0.5%	333	0.5%
	<a href="#">26- Getting Established</a>	391	3.3%	1,032	2.5%	1,654	2.3%
<b>(08X) Large Households</b>		<b>500</b>	<b>4.3%</b>	<b>1,757</b>	<b>4.3%</b>	<b>3,323</b>	<b>4.7%</b>
	<a href="#">11- Schools &amp; Shopping</a>	126	1.1%	530	1.3%	1,042	1.5%
	<a href="#">12- On the Go</a>	132	1.1%	486	1.2%	842	1.2%
	<a href="#">19- Country Comfort</a>	3	0.0%	30	0.1%	181	0.3%
	<a href="#">27- Tenured Proprietors</a>	240	2.0%	711	1.7%	1,259	1.8%
<b>(09B) Comfortable Independence</b>		<b>82</b>	<b>0.7%</b>	<b>258</b>	<b>0.6%</b>	<b>464</b>	<b>0.6%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	0	0.0%	0	0.0%
	<a href="#">35- Working &amp; Active</a>	34	0.3%	132	0.3%	240	0.3%
	<a href="#">56- Metro Active</a>	48	0.4%	126	0.3%	224	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>170</b>	<b>1.4%</b>	<b>665</b>	<b>1.6%</b>	<b>1,491</b>	<b>2.1%</b>
	<a href="#">47- Rural Parents</a>	1	0.0%	18	0.0%	110	0.2%
	<a href="#">53- Metro Strivers</a>	168	1.4%	589	1.4%	1,135	1.6%
	<a href="#">60- Rural &amp; Mobile</a>	1	0.0%	58	0.1%	246	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

Market: B St and Washington Blvd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		11,748	100%	40,727	100%	71,440	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>1,542</b>	<b>13.1%</b>	<b>6,594</b>	<b>16.2%</b>	<b>11,688</b>	<b>16.4%</b>
	<a href="#">01- Summit Estates</a>	303	2.6%	1,228	3.0%	1,950	2.7%
	<a href="#">04- Top Professionals</a>	890	7.6%	4,137	10.2%	7,552	10.6%
	<a href="#">07- Active Lifestyles</a>	349	3.0%	1,230	3.0%	2,186	3.1%
<b>(12B) Comfortable Households</b>		<b>1,504</b>	<b>12.8%</b>	<b>4,814</b>	<b>11.8%</b>	<b>8,314</b>	<b>11.6%</b>
	<a href="#">13- Work &amp; Play</a>	659	5.6%	1,980	4.9%	3,504	4.9%
	<a href="#">17- Firmly Established</a>	844	7.2%	2,834	7.0%	4,810	6.7%
<b>(13B) Working Households</b>		<b>208</b>	<b>1.8%</b>	<b>764</b>	<b>1.9%</b>	<b>1,414</b>	<b>2.0%</b>
	<a href="#">38- Occupational Mix</a>	207	1.8%	756	1.9%	1,370	1.9%
	<a href="#">48- Farm &amp; Home</a>	1	0.0%	8	0.0%	44	0.1%
<b>(14B) Diverging Paths</b>		<b>553</b>	<b>4.7%</b>	<b>1,436</b>	<b>3.5%</b>	<b>2,435</b>	<b>3.4%</b>
	<a href="#">16- Country Enthusiasts</a>	1	0.0%	12	0.0%	86	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	51	0.4%	160	0.4%	256	0.4%
	<a href="#">31- Mid-American</a>	56	0.5%	185	0.5%	363	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	0	0.0%	30	0.0%
	<a href="#">33- Urban Diversity</a>	446	3.8%	1,080	2.7%	1,701	2.4%
<b>(15M) Top Wealth</b>		<b>661</b>	<b>5.6%</b>	<b>3,002</b>	<b>7.4%</b>	<b>5,294</b>	<b>7.4%</b>
	<a href="#">02- Established Elite</a>	247	2.1%	1,036	2.5%	1,724	2.4%
	<a href="#">03- Corporate Connected</a>	414	3.5%	1,966	4.8%	3,570	5.0%
<b>(16M) Living Well</b>		<b>258</b>	<b>2.2%</b>	<b>682</b>	<b>1.7%</b>	<b>1,178</b>	<b>1.6%</b>
	<a href="#">14- Career Centered</a>	205	1.7%	499	1.2%	833	1.2%
	<a href="#">15- Country Ways</a>	0	0.0%	7	0.0%	42	0.1%
	<a href="#">23- Good Neighbors</a>	53	0.4%	176	0.4%	302	0.4%
<b>(17M) Bargain Hunters</b>		<b>287</b>	<b>2.4%</b>	<b>997</b>	<b>2.4%</b>	<b>1,739</b>	<b>2.4%</b>
	<a href="#">43- Work &amp; Causes</a>	44	0.4%	148	0.4%	273	0.4%
	<a href="#">44- Open Houses</a>	49	0.4%	187	0.5%	321	0.4%
	<a href="#">55- Community Life</a>	44	0.4%	213	0.5%	422	0.6%
	<a href="#">63- Staying Home</a>	133	1.1%	394	1.0%	622	0.9%
	<a href="#">68- Staying Healthy</a>	16	0.1%	56	0.1%	101	0.1%
<b>(18M) Thrifty &amp; Active</b>		<b>2</b>	<b>0.0%</b>	<b>21</b>	<b>0.1%</b>	<b>112</b>	<b>0.2%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	5	0.0%	25	0.0%
	<a href="#">50- Rural Community</a>	1	0.0%	13	0.0%	63	0.1%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	3	0.0%	23	0.0%
<b>(19M) Solid Prestige</b>		<b>1,551</b>	<b>13.2%</b>	<b>5,705</b>	<b>14.0%</b>	<b>10,362</b>	<b>14.5%</b>
	<a href="#">05- Active &amp; Involved</a>	290	2.5%	1,196	2.9%	2,221	3.1%
	<a href="#">08- Solid Surroundings</a>	498	4.2%	2,049	5.0%	3,935	5.5%
	<a href="#">09- Busy Schedules</a>	763	6.5%	2,459	6.0%	4,206	5.9%
<b>(20S) Community Minded</b>		<b>1,028</b>	<b>8.7%</b>	<b>3,032</b>	<b>7.4%</b>	<b>4,877</b>	<b>6.8%</b>
	<a href="#">25- Clubs &amp; Causes</a>	137	1.2%	408	1.0%	693	1.0%
	<a href="#">28- Community Pillars</a>	241	2.1%	656	1.6%	948	1.3%
	<a href="#">36- Persistent &amp; Productive</a>	649	5.5%	1,968	4.8%	3,236	4.5%
<b>(21S) Leisure Seekers</b>		<b>476</b>	<b>4.1%</b>	<b>1,526</b>	<b>3.7%</b>	<b>2,298</b>	<b>3.2%</b>
	<a href="#">49- Home &amp; Garden</a>	98	0.8%	444	1.1%	669	0.9%
	<a href="#">51- Role Models</a>	62	0.5%	233	0.6%	365	0.5%
	<a href="#">64- Practical &amp; Careful</a>	110	0.9%	310	0.8%	479	0.7%
	<a href="#">65- Hobbies &amp; Shopping</a>	117	1.0%	255	0.6%	374	0.5%
	<a href="#">66- Helping Hands</a>	89	0.8%	285	0.7%	411	0.6%

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

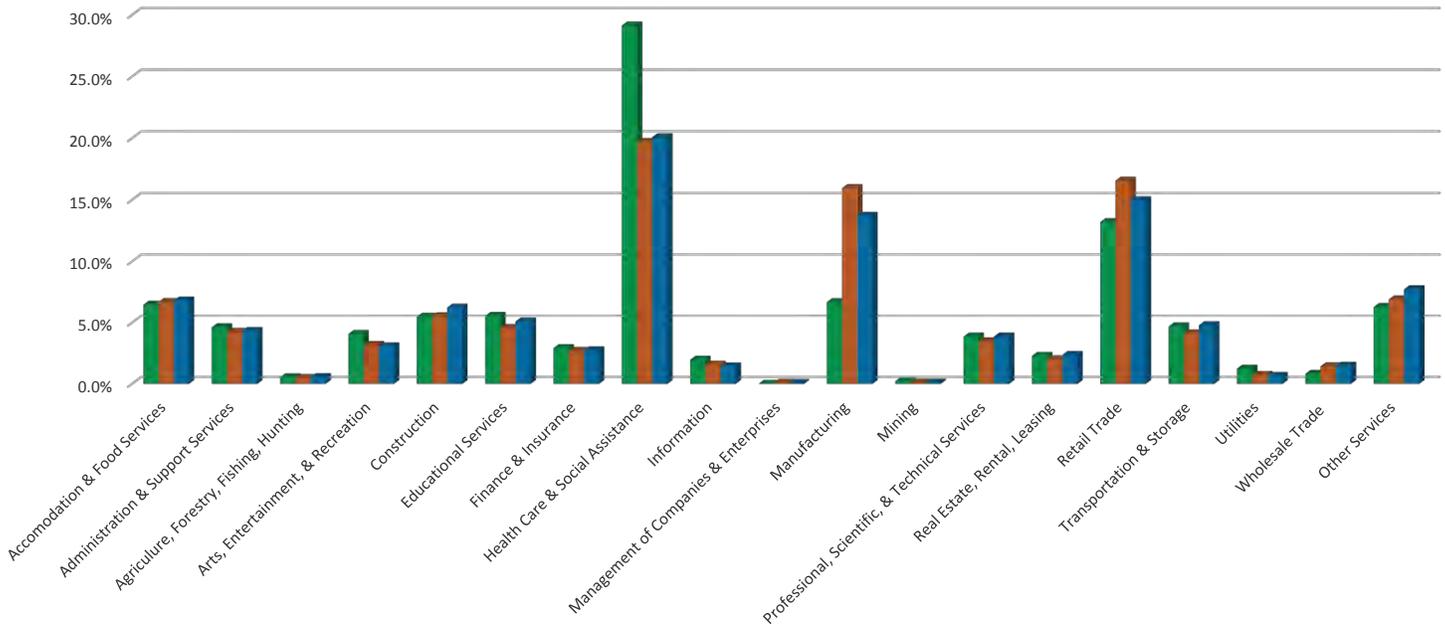
### Employment Profile

Site: Old Town Murrieta  
 Address: B St and Washington Blvd | Murrieta CA  
 Date Report Created: 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	40,902		137,699		221,435	
Student Population	11,505		37,812		60,266	
Median Employee Salary	44,489		43,543		43,781	
Average Employee Salary	51,518		50,233		50,444	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	567	3.9%	2,035	4.3%	3,022	4.3%
15,000 to 30,000 CrYr	2,391	16.4%	7,845	16.6%	11,009	15.8%
30,000 to 45,000 CrYr	4,833	33.2%	16,095	34.1%	23,804	34.2%
45,000 to 60,000 CrYr	2,764	19.0%	9,284	19.7%	13,846	19.9%
60,000 to 75,000 CrYr	1,138	7.8%	3,631	7.7%	5,620	8.1%
75,000 to 90,000 CrYr	1,011	6.9%	3,083	6.5%	4,561	6.5%
90,000 to 100,000 CrYr	256	1.8%	760	1.6%	1,134	1.6%
Over 100,000 CrYr	1,609	11.0%	4,465	9.5%	6,702	9.6%

### Industry Groups

Employee's by Industry



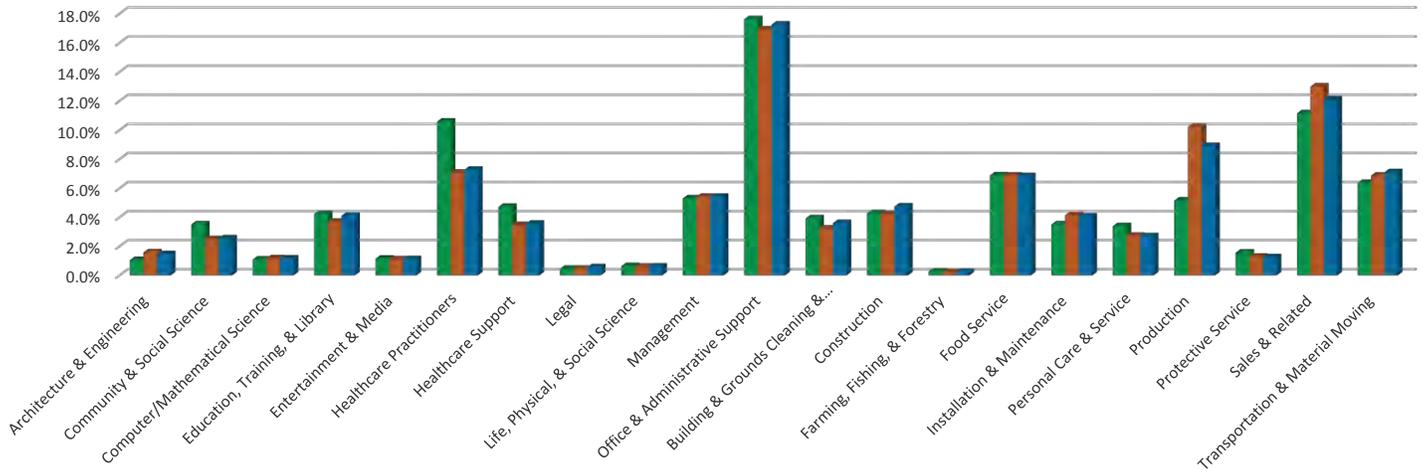
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,367</b>	<b>100%</b>	<b>14,570</b>	<b>100%</b>	<b>3,584</b>	<b>100%</b>	<b>47,198</b>	<b>100%</b>	<b>5,323</b>	<b>100%</b>	<b>69,698</b>	<b>100%</b>
Accommodation & Food Services	65	4.7%	942	6.5%	201	5.6%	3,161	6.7%	283	5.3%	4,738	6.8%
Administration & Support Services	48	3.5%	673	4.6%	132	3.7%	2,000	4.2%	207	3.9%	3,008	4.3%
Agriculture, Forestry, Fishing, Hunting	4	0.3%	78	0.5%	14	0.4%	228	0.5%	27	0.5%	382	0.5%
Arts, Entertainment, & Recreation	33	2.4%	595	4.1%	93	2.6%	1,500	3.2%	129	2.4%	2,136	3.1%
Construction	72	5.2%	798	5.5%	196	5.5%	2,607	5.5%	336	6.3%	4,344	6.2%
Educational Services	35	2.6%	808	5.5%	91	2.6%	2,158	4.6%	132	2.5%	3,552	5.1%
Finance & Insurance	95	7.0%	426	2.9%	232	6.5%	1,277	2.7%	338	6.3%	1,909	2.7%
Health Care & Social Assistance	375	27.4%	4,246	29.1%	789	22.0%	9,292	19.7%	1,134	21.3%	13,999	20.1%
Information	18	1.3%	286	2.0%	53	1.5%	735	1.6%	77	1.4%	992	1.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	41	0.1%	3	0.1%	52	0.1%
Manufacturing	58	4.3%	972	6.7%	165	4.6%	7,528	16.0%	228	4.3%	9,553	13.7%
Mining	2	0.1%	31	0.2%	3	0.1%	46	0.1%	4	0.1%	69	0.1%
Professional, Scientific, & Technical Services	124	9.1%	562	3.9%	318	8.9%	1,638	3.5%	501	9.4%	2,689	3.9%
Real Estate, Rental, Leasing	65	4.7%	333	2.3%	161	4.5%	949	2.0%	259	4.9%	1,647	2.4%
Retail Trade	167	12.2%	1,922	13.2%	500	13.9%	7,814	16.6%	688	12.9%	10,431	15.0%
Transportation & Storage	11	0.8%	683	4.7%	31	0.9%	1,942	4.1%	62	1.2%	3,340	4.8%
Utilities	4	0.3%	181	1.2%	7	0.2%	347	0.7%	10	0.2%	446	0.6%
Wholesale Trade	18	1.3%	119	0.8%	74	2.1%	677	1.4%	113	2.1%	1,026	1.5%
Other Services	175	12.8%	915	6.3%	524	14.6%	3,258	6.9%	792	14.9%	5,384	7.7%

### Employment Profile

Site: Old Town Murrieta  
 Address: B St and Washington Blvd | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	7,694	52.8%	21,950	46.5%	33,202	47.6%
Architecture & Engineering	152	1.0%	743	1.6%	1,010	1.4%
Community & Social Science	510	3.5%	1,171	2.5%	1,772	2.5%
Computer/Mathematical Science	158	1.1%	549	1.2%	802	1.1%
Education, Training, & Library	617	4.2%	1,740	3.7%	2,857	4.1%
Entertainment & Media	167	1.1%	518	1.1%	772	1.1%
Healthcare Practitioners	1,540	10.6%	3,332	7.1%	5,063	7.3%
Healthcare Support	687	4.7%	1,630	3.5%	2,472	3.5%
Legal	65	0.4%	209	0.4%	386	0.6%
Life, Physical, & Social Science	91	0.6%	278	0.6%	419	0.6%
Management	771	5.3%	2,552	5.4%	3,767	5.4%
Office & Administrative Support	2,566	17.6%	7,982	16.9%	12,018	17.2%
<b>Blue Collar</b>	6,765	46.4%	24,870	52.7%	35,873	51.5%
Building & Grounds Cleaning & Maintenance	571	3.9%	1,518	3.2%	2,504	3.6%
Construction	623	4.3%	1,992	4.2%	3,300	4.7%
Farming, Fishing, & Forestry	37	0.3%	94	0.2%	158	0.2%
Food Service	1,003	6.9%	3,236	6.9%	4,760	6.8%
Installation & Maintenance	510	3.5%	1,953	4.1%	2,824	4.1%
Personal Care & Service	493	3.4%	1,286	2.7%	1,871	2.7%
Production	750	5.1%	4,823	10.2%	6,198	8.9%
Protective Service	227	1.6%	600	1.3%	863	1.2%
Sales & Related	1,624	11.1%	6,131	13.0%	8,449	12.1%
Transportation & Material Moving	926	6.4%	3,238	6.9%	4,945	7.1%
<b>Military Services</b>	111	0.8%	378	0.8%	624	0.9%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	14,570	47,198	69,698
2018 Q3	13,518	44,183	64,899
2018 Q2	14,451	46,707	68,520
2018 Q1	15,025	48,484	71,130
2017 Q4	15,078	48,859	71,599
2017 Q3	13,977	46,411	67,873
2017 Q2	14,724	48,673	71,404
2017 Q1	14,903	49,131	72,118
2016 Q4	14,548	49,401	72,795

**Consumer Demand & Market Supply Assessment**

Site: Old Town Murrieta  
Address: B St and Washington Blvd | Murrieta CA  
Date Report Created: 5/15/2019

	5 Min Drive	10 Min Drive	15 Min Drive
<b>Demographics</b>			
Population	38,145	135,352	241,257
5-Year Population estimate	42,624	151,292	273,175
Population Households	37,991	134,866	239,899
Group Quarters Population	154	486	1,357
Households	13,081	44,150	76,489
5-Year Households estimate	14,665	49,437	86,583
WorkPlace Establishments	1,367	3,584	5,323
Workplace Employees	14,570	47,198	69,698
Median Household Income	\$71,592	\$78,811	\$80,916

**By Establishments**

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$90,895,389	\$0	(\$90,895,389)	-100%	\$334,893,336	\$150,478,383	(\$184,414,953)	-55%	\$588,266,293	\$185,057,742	(\$403,208,551)	-69%
Direct Selling Establishments	\$3,212,616	\$1,153,442	(\$2,059,174)	-64%	\$11,871,511	\$5,886,172	(\$5,985,339)	-50%	\$21,112,193	\$7,670,862	(\$13,441,331)	-64%
Automotive Dealers	\$118,241,652	\$45,276,371	(\$72,965,281)	-62%	\$444,012,298	\$757,920,506	\$313,908,208	71%	\$794,740,049	\$849,632,503	\$54,892,454	7%
Shoe Stores	\$3,879,347	\$2,132,025	(\$1,747,322)	-45%	\$14,643,962	\$13,983,966	(\$659,996)	-5%	\$26,207,234	\$16,817,176	(\$9,390,058)	-36%
Jewelry/Luggage/Leather Goods	\$3,973,571	\$3,070,535	(\$903,036)	-23%	\$14,829,990	\$22,197,538	\$7,367,548	50%	\$26,480,135	\$31,722,266	\$5,242,131	20%
Florists/Misc. Store Retailers	\$882,902	\$691,466	(\$191,437)	-22%	\$3,277,981	\$1,471,219	(\$1,806,762)	-55%	\$5,844,906	\$2,097,249	(\$3,747,657)	-64%
Specialty Food Stores	\$3,832,154	\$3,124,740	(\$707,414)	-18%	\$14,210,029	\$9,770,281	(\$4,439,747)	-31%	\$25,289,943	\$15,419,258	(\$9,870,685)	-39%
Book/Periodical/Music Stores	\$2,026,669	\$1,662,592	(\$364,077)	-18%	\$7,527,189	\$8,654,116	\$1,126,927	15%	\$13,385,161	\$11,868,081	(\$1,517,081)	-11%
Beer/Wine/Liquor Stores	\$5,499,283	\$4,661,554	(\$837,728)	-15%	\$20,522,861	\$7,638,852	(\$12,884,009)	-63%	\$36,574,024	\$12,566,076	(\$24,007,949)	-66%
Bar/Drinking Places (Alcoholic Beverages)	\$2,151,533	\$1,987,513	(\$164,021)	-8%	\$7,528,080	\$6,801,411	(\$726,669)	-10%	\$11,952,539	\$12,597,778	\$645,239	5%
Department Stores	\$15,462,053	\$15,157,728	(\$304,324)	-2%	\$57,586,837	\$62,818,152	\$5,231,315	9%	\$102,669,834	\$70,740,303	(\$31,929,531)	-31%
Electronics/Appliance	\$11,463,599	\$11,762,250	\$298,651	3%	\$41,741,086	\$50,703,621	\$8,962,535	21%	\$71,462,255	\$75,686,562	\$4,224,307	6%
Special Food Services	\$6,740,319	\$7,237,484	\$497,165	7%	\$24,529,857	\$24,391,489	(\$138,367)	-1%	\$41,621,043	\$38,695,468	(\$2,925,575)	-7%
Full-Service Restaurants	\$33,448,002	\$41,060,298	\$7,612,296	23%	\$119,801,340	\$201,052,231	\$81,250,891	68%	\$198,046,268	\$260,265,040	\$62,218,773	31%
Clothing Stores	\$28,560,895	\$35,122,156	\$6,561,261	23%	\$106,982,281	\$131,496,560	\$24,514,279	23%	\$191,090,952	\$171,899,252	(\$19,191,700)	-10%
Limited-Service Eating Places	\$32,273,591	\$40,504,439	\$8,230,848	26%	\$117,472,214	\$128,969,092	\$11,496,878	10%	\$199,404,721	\$192,618,907	(\$6,785,814)	-3%
Other Misc. Store Retailers	\$9,032,218	\$12,117,836	\$3,085,618	34%	\$33,663,804	\$33,449,013	(\$214,791)	-1%	\$60,079,087	\$48,362,883	(\$11,716,204)	-20%
Office Supplies/Stationary/Gift	\$3,261,356	\$4,799,335	\$1,537,979	47%	\$12,073,185	\$12,798,823	\$725,638	6%	\$21,274,173	\$19,135,815	(\$2,138,358)	-10%
Grocery Stores	\$64,939,250	\$97,659,677	\$32,720,427	50%	\$240,828,341	\$268,214,139	\$27,385,797	11%	\$428,715,203	\$364,653,722	(\$64,061,482)	-15%
Gasoline Stations	\$47,999,786	\$73,308,034	\$25,308,248	53%	\$178,345,404	\$215,104,333	\$36,758,929	21%	\$318,049,487	\$357,046,908	\$38,997,422	12%
Other General Merchandise Stores	\$67,183,468	\$107,206,745	\$40,023,277	60%	\$249,156,352	\$363,302,775	\$114,146,423	46%	\$443,407,217	\$470,545,622	\$27,138,404	6%
Health/Personal Care Stores	\$35,298,383	\$56,347,608	\$21,049,225	60%	\$130,367,810	\$139,156,626	\$8,788,816	7%	\$232,128,384	\$184,321,998	(\$47,806,386)	-21%
Automotive Parts/Accessories/Tire	\$10,250,942	\$17,009,263	\$6,758,321	66%	\$37,892,844	\$46,802,212	\$8,909,368	24%	\$67,514,318	\$65,028,648	(\$2,485,669)	-4%
Sporting Goods/Hobby/Musical Instrument	\$7,031,212	\$11,729,147	\$4,697,935	67%	\$26,307,193	\$41,324,361	\$15,017,168	57%	\$46,994,441	\$54,989,920	\$7,995,478	17%
Other Motor Vehicle Dealers	\$7,371,440	\$12,606,389	\$5,234,949	71%	\$27,682,199	\$33,494,578	\$5,812,379	21%	\$49,521,331	\$61,832,607	\$12,311,276	25%
Building Material/Supplies Dealers	\$36,299,239	\$63,956,025	\$27,656,785	76%	\$134,525,537	\$215,656,020	\$81,130,483	60%	\$239,793,536	\$309,886,444	\$70,092,908	29%
Furniture Stores	\$6,936,440	\$13,783,582	\$6,847,142	99%	\$26,015,942	\$27,182,471	\$1,166,529	4%	\$46,496,330	\$51,212,290	\$4,715,961	10%
Home Furnishing Stores	\$6,479,354	\$13,669,130	\$7,189,776	111%	\$24,123,505	\$31,247,820	\$7,124,315	30%	\$43,033,010	\$39,193,919	(\$3,839,091)	-9%
Used Merchandise Stores	\$2,139,883	\$5,911,781	\$3,771,898	176%	\$7,982,915	\$11,504,532	\$3,521,616	44%	\$14,245,207	\$19,903,420	\$5,658,214	40%
Lawn/Garden Equipment/Supplies Stores	\$4,185,711	\$11,891,771	\$7,706,060	184%	\$15,541,874	\$32,760,500	\$17,218,626	111%	\$27,713,946	\$50,346,253	\$22,632,307	82%
Vending Machine Operators (Non-Store)	\$3,939,429	\$19,303,918	\$15,364,489	390%	\$14,583,701	\$24,904,674	\$10,320,972	71%	\$25,846,425	\$25,183,514	(\$662,912)	-3%
<b>Consumer Demand/Market Supply Index</b>	<b>\$674,891,686</b>	<b>\$735,904,832</b>	<b>92</b>		<b>\$2,500,521,458</b>	<b>\$3,081,136,464</b>	<b>81</b>		<b>\$4,418,959,644</b>	<b>\$4,076,998,485</b>	<b>108</b>	

**Consumer Demand & Market Supply Assessment**

Site: Old Town Murrieta  
Address: B St and Washington Blvd | Murrieta CA  
Date Report Created: 5/15/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 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	\$15,962,331	\$4,567,761	(\$11,394,570)	-71%	\$54,988,212	\$41,361,745	(\$13,626,466)	-25%	\$85,339,121	\$55,113,851	(\$30,225,270)	-35%
Autos/Cars/Vans/Trucks/Motorcycles	\$104,278,050	\$44,948,267	(\$59,329,783)	-57%	\$391,813,418	\$661,362,321	\$269,548,904	69%	\$701,588,137	\$753,896,771	\$52,308,634	7%
Footwear, including Accessories	\$9,578,875	\$6,157,122	(\$3,421,753)	-36%	\$36,184,732	\$30,756,338	(\$5,428,394)	-15%	\$64,767,791	\$38,435,133	(\$26,332,658)	-41%
Books/Periodicals	\$2,743,286	\$2,183,203	(\$560,083)	-20%	\$10,203,726	\$11,569,194	\$1,365,468	13%	\$18,198,280	\$15,564,953	(\$2,633,327)	-14%
Retailer Services	\$19,740,667	\$16,590,639	(\$3,150,028)	-16%	\$74,617,681	\$114,798,668	\$40,180,987	54%	\$133,515,409	\$143,580,379	\$10,064,970	8%
Automotive Tires/Tubes/Batteries/Parts	\$20,526,486	\$18,465,116	(\$2,061,369)	-10%	\$75,759,404	\$84,432,468	\$8,673,065	11%	\$134,941,488	\$107,465,171	(\$27,476,317)	-20%
Womens/Juniors/Misses Wear	\$24,781,958	\$22,357,624	(\$2,424,334)	-10%	\$92,696,426	\$91,395,801	(\$1,300,625)	-1%	\$165,432,860	\$117,463,644	(\$47,969,216)	-29%
Audio Equipment/Musical Instruments	\$3,789,144	\$3,426,314	(\$362,830)	-10%	\$14,108,814	\$17,338,992	\$3,230,178	23%	\$25,170,865	\$23,300,151	(\$1,870,714)	-7%
Jewelry (including Watches)	\$5,999,258	\$5,519,610	(\$479,648)	-8%	\$22,377,992	\$31,879,825	\$9,501,833	42%	\$39,956,387	\$43,798,117	\$3,841,730	10%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$79,026,795	\$72,709,651	(\$6,317,144)	-8%	\$291,628,181	\$242,913,925	(\$48,714,256)	-17%	\$519,187,802	\$314,537,490	(\$204,650,311)	-39%
Pets/Pet Foods/Pet Supplies	\$5,898,634	\$5,470,075	(\$428,559)	-7%	\$22,183,237	\$16,766,878	(\$5,416,359)	-24%	\$39,675,045	\$23,216,445	(\$16,458,600)	-41%
Mens Wear	\$9,603,907	\$9,469,242	(\$134,665)	-1%	\$36,096,399	\$38,979,771	\$2,883,372	8%	\$64,547,296	\$50,178,867	(\$14,368,429)	-22%
Small Electric Appliances	\$1,399,744	\$1,391,186	(\$8,558)	-1%	\$5,216,181	\$5,400,118	\$183,937	4%	\$9,304,027	\$6,872,187	(\$2,431,839)	-26%
Furniture/Sleep/Outdoor/Patio Furniture	\$17,903,953	\$18,023,498	\$119,544	1%	\$67,164,410	\$48,555,380	(\$18,609,030)	-28%	\$120,053,119	\$77,330,857	(\$42,722,263)	-36%
Alcoholic Drinks Served at the Establishment	\$15,970,843	\$16,613,602	\$642,759	4%	\$55,657,131	\$76,988,959	\$21,331,829	38%	\$87,730,405	\$103,772,697	\$16,042,292	18%
All Other Merchandise	\$25,618,905	\$26,650,678	\$1,031,773	4%	\$95,503,737	\$97,883,767	\$2,380,030	2%	\$170,425,179	\$138,823,923	(\$31,601,256)	-19%
Kitchenware/Home Furnishings	\$7,952,853	\$8,952,543	\$999,690	13%	\$29,642,697	\$30,867,482	\$1,224,784	4%	\$52,895,969	\$40,361,291	(\$12,534,678)	-24%
Childrens Wear/Infants/Toddlers Clothing	\$4,004,573	\$4,870,218	\$865,645	22%	\$15,087,236	\$19,056,192	\$3,968,956	26%	\$27,045,267	\$24,283,957	(\$2,761,310)	-10%
Toys/Hobby Goods/Games	\$3,340,318	\$4,272,050	\$931,732	28%	\$12,432,379	\$17,207,411	\$4,775,031	38%	\$22,193,943	\$22,250,852	\$56,909	0%
Packaged Liquor/Wine/Beer	\$12,071,360	\$15,523,962	\$3,452,602	29%	\$45,203,776	\$42,036,678	(\$3,167,098)	-7%	\$80,748,275	\$59,222,938	(\$21,525,337)	-27%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,864,232	\$7,573,207	\$1,708,975	29%	\$21,959,276	\$31,336,853	\$9,377,577	43%	\$39,241,627	\$41,342,223	\$2,100,596	5%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,256,876	\$1,640,996	\$384,120	31%	\$4,601,603	\$6,527,888	\$1,926,284	42%	\$8,172,793	\$9,178,376	\$1,005,583	12%
Meats/Nonalcoholic Beverages	\$62,104,114	\$81,151,865	\$19,047,751	31%	\$226,188,814	\$300,513,428	\$74,324,614	33%	\$384,270,173	\$421,407,266	\$37,137,093	10%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,911,743	\$3,954,036	\$1,042,293	36%	\$10,968,449	\$13,472,164	\$2,503,715	23%	\$19,594,416	\$17,360,905	(\$2,233,511)	-11%
Groceries/Other Food Items (Off Premises)	\$101,308,697	\$148,821,119	\$47,512,421	47%	\$375,821,513	\$419,808,123	\$43,986,609	12%	\$669,620,665	\$557,962,384	(\$111,658,281)	-17%
Televisions/VCR/Video Cameras/DVD etc	\$4,314,174	\$6,517,168	\$2,202,994	51%	\$16,026,031	\$28,187,335	\$12,161,304	76%	\$28,592,400	\$38,121,205	\$9,528,805	33%
Photographic Equipment/Supplies	\$736,982	\$1,155,920	\$418,938	57%	\$2,744,096	\$5,044,513	\$2,300,417	84%	\$4,902,349	\$6,970,541	\$2,068,193	42%
Automotive Fuels	\$44,142,587	\$69,738,180	\$25,595,593	58%	\$164,245,732	\$207,773,538	\$43,527,806	27%	\$293,206,320	\$334,291,607	\$41,085,287	14%
Cigars/Cigarettes/Tobacco/Accessories	\$7,420,177	\$11,984,363	\$4,564,185	62%	\$27,051,983	\$35,472,974	\$8,420,991	31%	\$48,056,883	\$51,218,953	\$3,162,070	7%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,167,614	\$16,746,463	\$6,578,849	65%	\$37,492,945	\$57,530,441	\$20,037,496	53%	\$66,749,640	\$81,873,266	\$15,123,626	23%
Soaps/Detergents/Household Cleaners	\$3,126,624	\$5,236,321	\$2,109,697	67%	\$11,567,371	\$16,891,541	\$5,324,170	46%	\$20,583,674	\$22,403,952	\$1,820,278	9%
Paper/Related Products	\$2,738,074	\$4,707,462	\$1,969,388	72%	\$10,099,506	\$15,223,275	\$5,123,769	51%	\$17,961,631	\$19,887,058	\$1,925,427	11%
Lawn/Garden/Farm Equipment/Supplies	\$10,661,012	\$18,658,150	\$7,997,137	75%	\$39,512,626	\$57,483,877	\$17,971,251	45%	\$70,430,158	\$84,085,753	\$13,655,596	19%
Floor/Floor Coverings	\$5,208,633	\$9,312,619	\$4,103,985	79%	\$19,237,494	\$26,254,080	\$7,016,587	36%	\$34,259,783	\$35,492,158	\$1,232,375	4%
Dimensional Lumber/Other Building Materials	\$14,753,227	\$26,457,281	\$11,704,054	79%	\$54,676,797	\$88,976,353	\$34,299,556	63%	\$97,478,454	\$127,808,272	\$30,329,819	31%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,685,134	\$4,819,977	\$2,134,843	80%	\$9,932,095	\$16,228,826	\$6,296,732	63%	\$17,699,547	\$23,269,382	\$5,569,835	31%
Major Household Appliances	\$2,415,021	\$4,522,612	\$2,107,591	87%	\$9,142,421	\$16,777,450	\$7,635,029	84%	\$16,379,297	\$23,882,737	\$7,503,439	46%
Automotive Lubricants (incl Oil, Greases)	\$2,415,021	\$4,522,612	\$2,107,591	87%	\$9,142,421	\$16,777,450	\$7,635,029	84%	\$16,379,297	\$23,882,737	\$7,503,439	46%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,444,900	\$2,724,710	\$1,279,809	89%	\$5,372,007	\$7,890,611	\$2,518,604	47%	\$9,575,842	\$10,318,914	\$743,072	8%
Sewing/Knitting Materials/Supplies	\$281,046	\$589,151	\$308,105	110%	\$1,044,956	\$2,132,170	\$1,087,214	104%	\$1,864,124	\$2,805,777	\$941,653	51%

## Consumer Demand & Market Supply Assessment

**Site:** Old Town Murrieta  
**Address:** B St and Washington Blvd | Murrieta CA  
**Date Report Created:** 5/15/2019

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

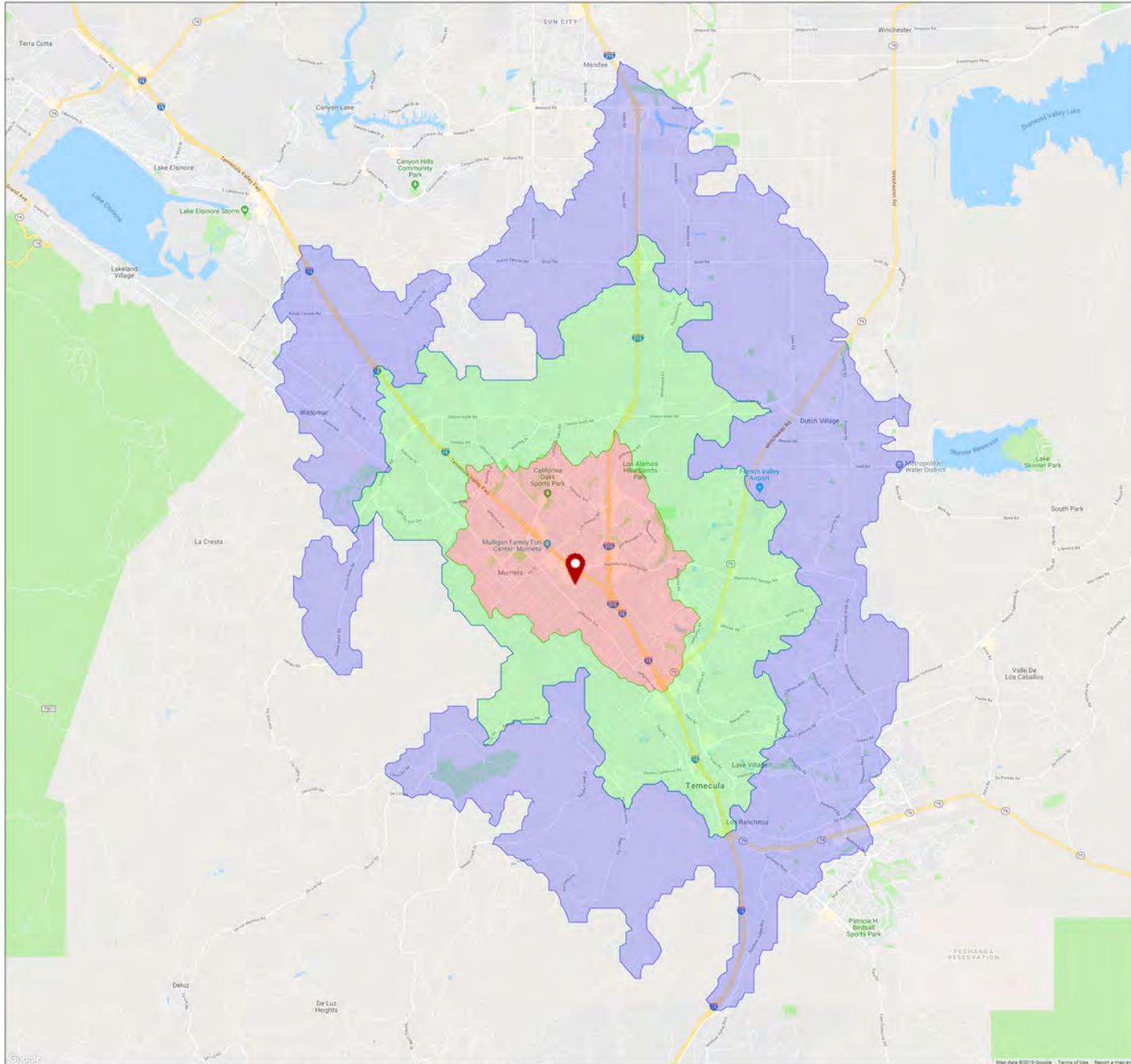
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

# I-15 and Murrieta Hot Springs Rd



**INSIGHT**  
MARKET ANALYTICS  
Hdl ECON Solutions

Drive Times: 5 Mins, 10 Mins, 15 Mins

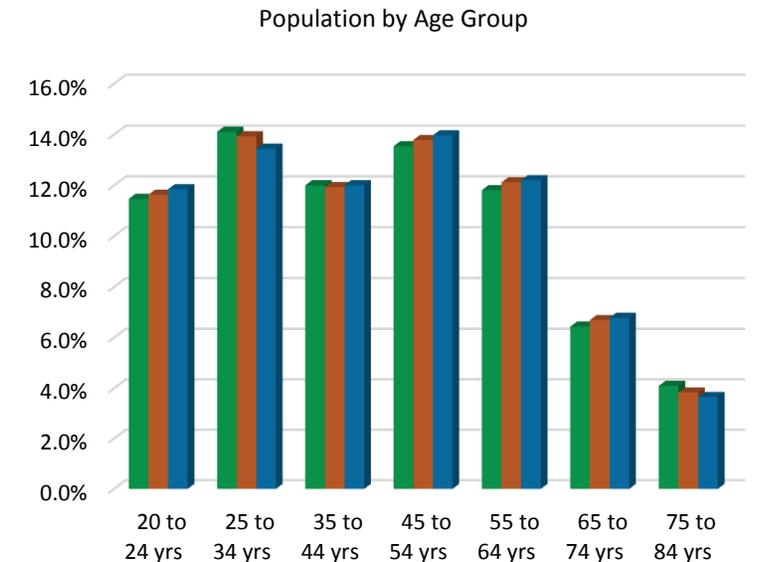
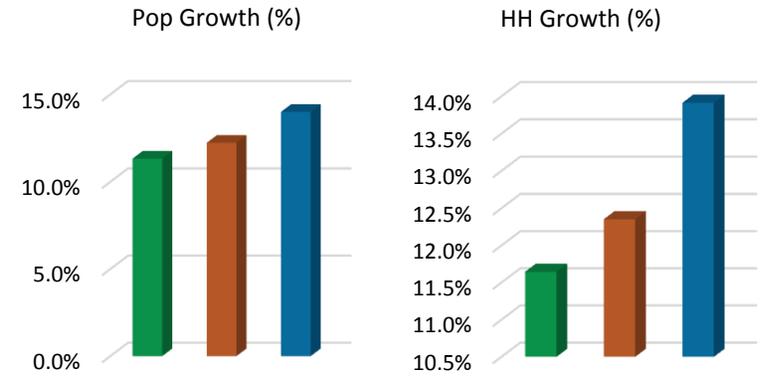
Scale In Miles:



# Consumer Demographic Profile

**Site:** I-15 and Murrieta Hot Springs Rd  
**Address:** I-15 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	59,680	---	169,283	---	291,551	---
5 Year Projected Pop	66,442	---	190,002	---	332,390	---
Pop Growth (%)	11.3%	---	12.2%	---	14.0%	---
Households	19,968	---	54,851	---	91,569	---
5 Year Projected HHs	22,294	---	61,626	---	104,309	---
HH Growth (%)	11.6%	---	12.4%	---	13.9%	---
<b>Census Stats</b>						
2000 Population	31,313	---	79,111	---	131,524	---
2010 Population	52,585	---	147,021	---	247,083	---
Pop Growth (%)	67.9%	---	85.8%	---	87.9%	---
2000 Households	10,205	---	25,904	---	42,349	---
2010 Households	17,416	---	47,446	---	77,666	---
HH Growth (%)	70.7%	---	83.2%	---	83.4%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	37.4		37.3		37.1	
19 yrs & under	14,686	24.6%	41,555	24.5%	72,178	24.8%
20 to 24 yrs	6,843	11.5%	19,690	11.6%	34,541	11.8%
25 to 34 yrs	8,421	14.1%	23,583	13.9%	39,188	13.4%
35 to 44 yrs	7,164	12.0%	20,203	11.9%	35,004	12.0%
45 to 54 yrs	8,082	13.5%	23,333	13.8%	40,722	14.0%
55 to 64 yrs	7,049	11.8%	20,512	12.1%	35,577	12.2%
65 to 74 yrs	3,841	6.4%	11,328	6.7%	19,776	6.8%
75 to 84 yrs	2,444	4.1%	6,485	3.8%	10,641	3.6%
85 + yrs	1,151	1.9%	2,595	1.5%	3,924	1.3%
<b>Population Bases</b>						
20-34 yrs	15,265	25.6%	43,273	25.6%	73,729	25.3%
45-64 yrs	15,131	25.4%	43,845	25.9%	76,299	26.2%
16 yrs +	46,679	78.2%	132,638	78.4%	228,064	78.2%
25 yrs +	38,151	63.9%	108,039	63.8%	184,832	63.4%
65 yrs +	7,435	12.5%	20,408	12.1%	34,341	11.8%
75 yrs +	3,594	6.0%	9,080	5.4%	14,565	5.0%
85 yrs +	1,151	1.9%	2,595	1.5%	3,924	1.3%

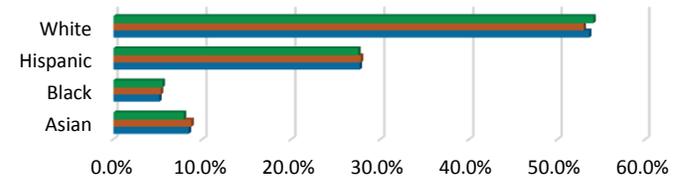


# Consumer Demographic Profile

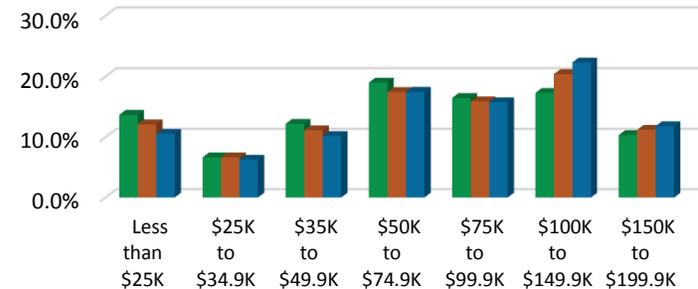
**Site:** I-15 and Murrieta Hot Springs Rd  
**Address:** I-15 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	32,284	54.1%	89,688	53.0%	156,294	53.6%
Hispanic	16,444	27.6%	47,140	27.8%	80,798	27.7%
Black	3,301	5.5%	9,057	5.3%	15,033	5.2%
Asian	4,732	7.9%	14,857	8.8%	24,707	8.5%
<b>Ancestry</b>						
American Indian (ancestry)	219	0.4%	762	0.5%	1,447	0.5%
Hawaiian (ancestry)	218	0.4%	647	0.4%	1,113	0.4%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$30,125	---	\$31,194	---	\$31,249	---
<b>Average HH Income</b>	\$90,037	---	\$96,272	---	\$99,494	---
<b>Median HH Income</b>	\$72,746	---	\$78,444	---	\$82,701	---
Less than \$25K	2,736	13.7%	6,662	12.1%	9,655	10.5%
\$25K to \$34.9K	1,328	6.6%	3,656	6.7%	5,745	6.3%
\$35K to \$49.9K	2,439	12.2%	6,118	11.2%	9,342	10.2%
\$50K to \$74.9K	3,800	19.0%	9,592	17.5%	16,024	17.5%
\$75K to \$99.9K	3,291	16.5%	8,737	15.9%	14,441	15.8%
\$100K to \$149.9K	3,459	17.3%	11,198	20.4%	20,453	22.3%
\$150K to \$199.9K	2,066	10.3%	6,146	11.2%	10,822	11.8%
\$200K +	850	4.3%	2,742	5.0%	5,087	5.6%
<b>Education</b>						
Less than 9th Grade	1,098	2.9%	3,919	3.6%	6,641	3.6%
Some HS, No Diploma	2,051	5.4%	5,546	5.1%	9,867	5.3%
HS Grad (or Equivalent)	8,605	22.6%	24,902	23.0%	41,632	22.5%
Some College, No Degree	11,978	31.4%	32,889	30.4%	55,224	29.9%
Associate Degree	3,710	9.7%	10,073	9.3%	18,101	9.8%
Bachelor Degree	7,282	19.1%	20,551	19.0%	35,308	19.1%
Graduates Degree	2,671	7.0%	7,630	7.1%	13,783	7.5%

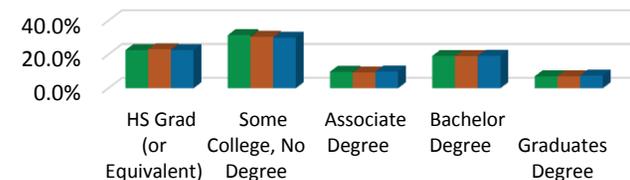
Ethnic Breakdown



Household Income Levels - %



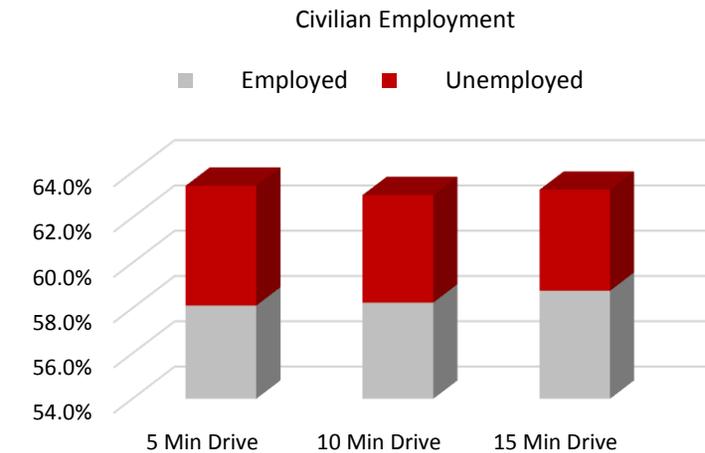
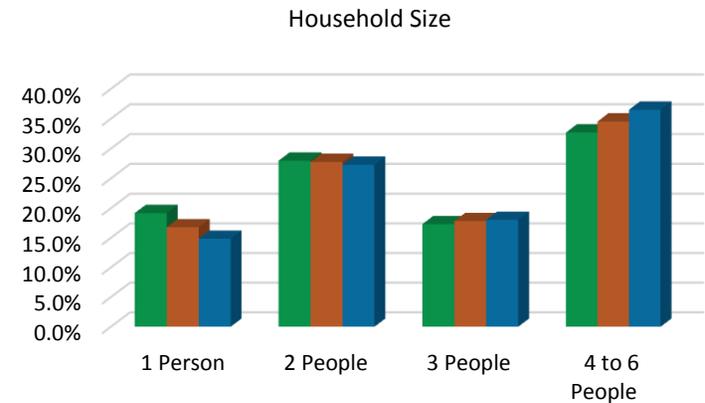
Education



# Consumer Demographic Profile

**Site:** I-15 and Murrieta Hot Springs Rd  
**Address:** I-15 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

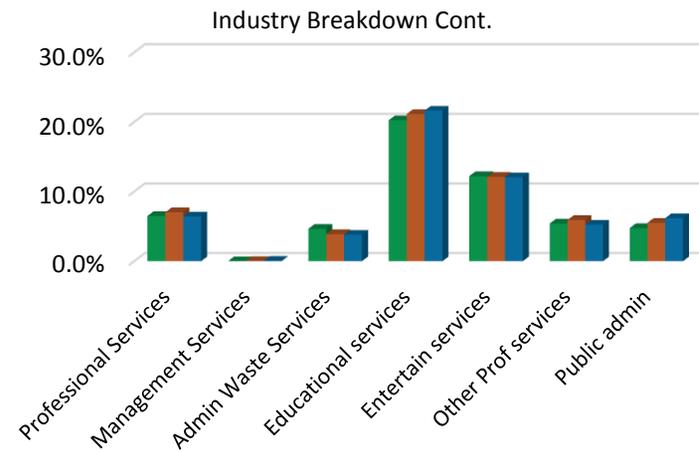
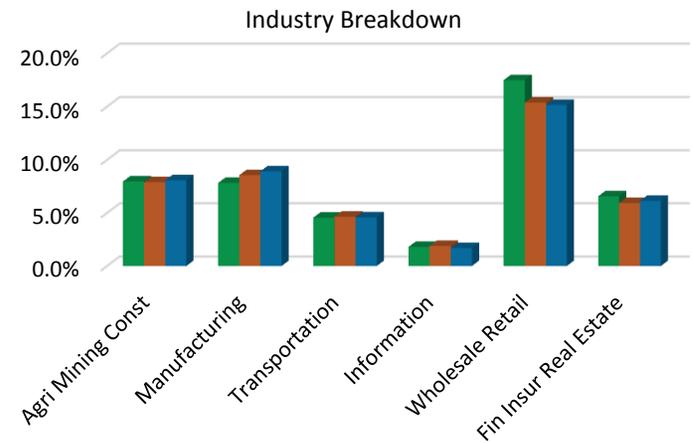
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	15,389		42,992		73,761	
Single - Male	419	2.7%	1,121	2.6%	1,984	2.7%
Single - Female	1,388	9.0%	2,935	6.8%	4,844	6.6%
Single Parent - Male	666	4.3%	1,724	4.0%	2,719	3.7%
Single Parent - Female	2,102	13.7%	4,858	11.3%	6,927	9.4%
Married w/ Children	4,861	31.6%	15,626	36.3%	28,532	38.7%
Married w/out Children	5,953	38.7%	16,728	38.9%	28,756	39.0%
<b>Household Size</b>						
1 Person	3,833	19.2%	9,213	16.8%	13,601	14.9%
2 People	5,586	28.0%	15,230	27.8%	24,989	27.3%
3 People	3,458	17.3%	9,780	17.8%	16,522	18.0%
4 to 6 People	6,527	32.7%	18,944	34.5%	33,437	36.5%
7+ People	564	2.8%	1,684	3.1%	3,019	3.3%
<b>Home Ownership</b>	19,968		54,851		91,569	
Owners	12,776	64.0%	36,082	65.8%	64,276	70.2%
Renters	7,193	36.0%	18,769	34.2%	27,292	29.8%
<b>Components of Change</b>						
Births	781	1.3%	2,210	1.3%	3,732	1.3%
Deaths	423	0.7%	1,120	0.7%	1,853	0.6%
Migration	1,072	1.8%	2,070	1.2%	3,688	1.3%
<b>Employment (Pop 16+)</b>	46,679		132,638		228,064	
Armed Services	380	0.8%	1,477	1.1%	2,610	1.1%
Civilian	29,595	63.4%	83,556	63.0%	144,204	63.2%
Employed	27,127	58.1%	77,258	58.2%	134,028	58.8%
Unemployed	2,468	5.3%	6,297	4.7%	10,176	4.5%
Not in Labor Force	16,703	35.8%	47,605	35.9%	81,251	35.6%
<b>Employed Population</b>	27,127		77,258		134,028	
White Collar	17,247	63.6%	49,832	64.5%	86,156	64.3%
Blue Collar	9,880	36.4%	27,426	35.5%	47,872	35.7%



# Consumer Demographic Profile

**Site:** I-15 and Murrieta Hot Springs Rd  
**Address:** I-15 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	27,127		77,258		134,028	
White Collar	17,247	63.6%	49,832	64.5%	86,156	64.3%
Managerial executive	4,313	15.9%	12,589	16.3%	21,615	16.1%
Prof specialty	5,548	20.5%	16,476	21.3%	29,207	21.8%
Healthcare support	559	2.1%	1,318	1.7%	2,200	1.6%
Sales	3,947	14.5%	10,282	13.3%	17,462	13.0%
Office Admin	2,881	10.6%	9,166	11.9%	15,672	11.7%
Blue Collar	9,880	36.4%	27,426	35.5%	47,872	35.7%
Protective	675	2.5%	2,572	3.3%	4,927	3.7%
Food Prep Serving	1,834	6.8%	5,101	6.6%	8,623	6.4%
Bldg Maint/Cleaning	652	2.4%	2,279	3.0%	4,078	3.0%
Personal Care	1,990	7.3%	4,591	5.9%	7,625	5.7%
Farming/Fishing/Forestry	60	0.2%	167	0.2%	225	0.2%
Construction	2,316	8.5%	6,233	8.1%	10,806	8.1%
Production Transp	2,353	8.7%	6,483	8.4%	11,588	8.6%
<b>Employment By Industry</b>	27,127		77,258		134,028	
Agri Mining Const	2,160	8.0%	6,105	7.9%	10,831	8.1%
Manufacturing	2,124	7.8%	6,617	8.6%	11,965	8.9%
Transportation	1,237	4.6%	3,596	4.7%	6,147	4.6%
Information	487	1.8%	1,459	1.9%	2,256	1.7%
Wholesale Retail	4,743	17.5%	11,888	15.4%	20,323	15.2%
Fin Insur Real Estate	1,783	6.6%	4,587	5.9%	8,226	6.1%
Professional Services	1,764	6.5%	5,435	7.0%	8,625	6.4%
Management Services	0	0.0%	27	0.0%	76	0.1%
Admin Waste Services	1,262	4.7%	3,007	3.9%	5,091	3.8%
Educational services	5,496	20.3%	16,338	21.1%	28,987	21.6%
Entertain services	3,314	12.2%	9,361	12.1%	16,182	12.1%
Other Prof services	1,468	5.4%	4,577	5.9%	7,029	5.2%
Public admin	1,290	4.8%	4,261	5.5%	8,290	6.2%



# Household Segmentation Profile

Site: I-15 and Murrieta Hot Springs Rd  
 Address: I-15 and Murrieta Hot Springs Rd | Murrieta CA  
 Date: 5/15/2019



Hcl ECONSolutions

Trade Area 1:

Trade Area 2:

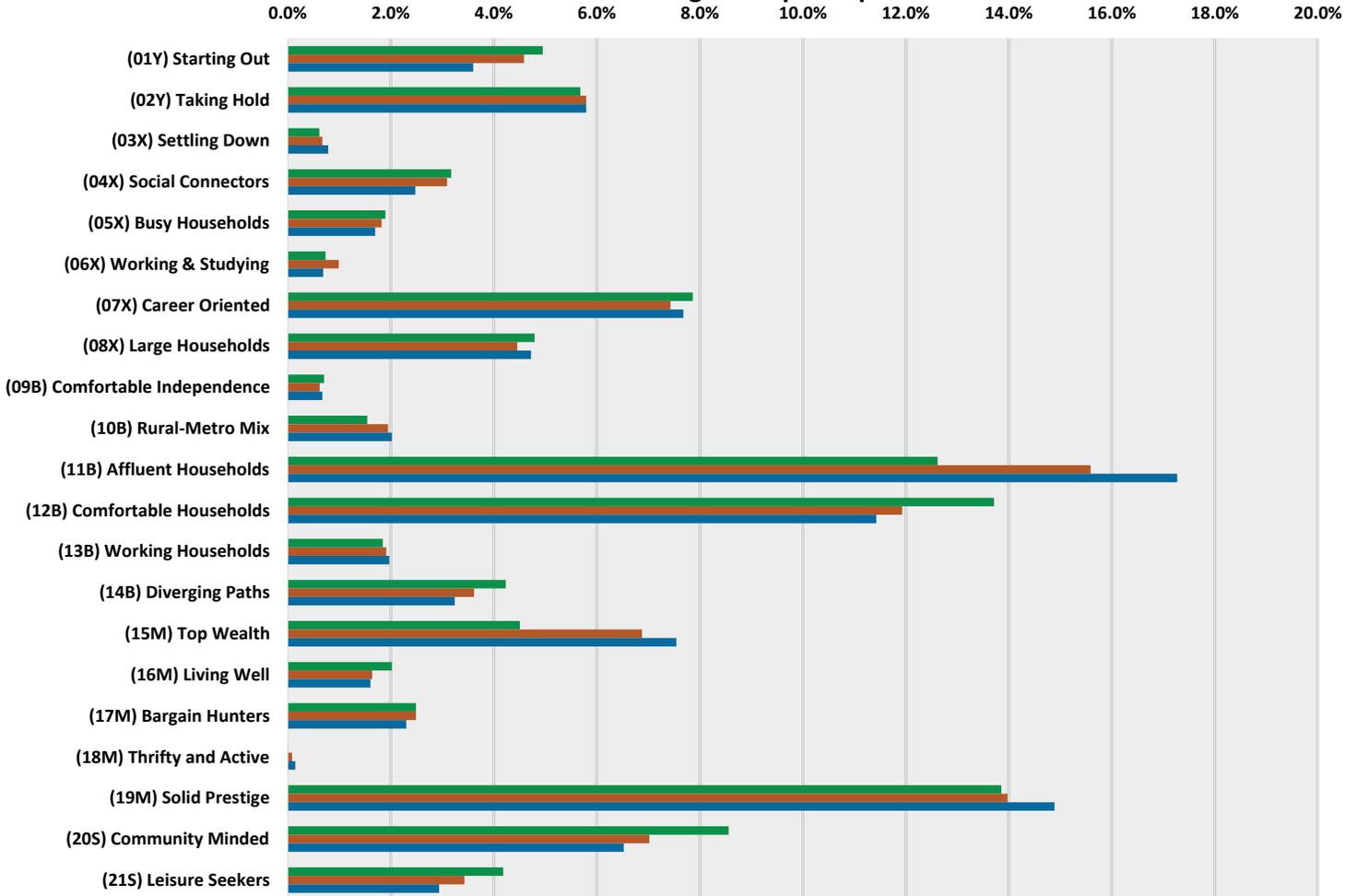
Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

## Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

Total Households

18,377

100%

50,888

100%

85,836

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	1,505	8.2%	5,083	10.0%	9,750	11.4%
2	17- Firmly Established	(12B) Comfortable Households	1,469	8.0%	3,479	6.8%	5,667	6.6%
3	09- Busy Schedules	(19M) Solid Prestige	1,145	6.2%	3,010	5.9%	5,127	6.0%
4	13- Work & Play	(12B) Comfortable Households	1,051	5.7%	2,592	5.1%	4,141	4.8%
5	36- Persistent & Productive	(20S) Community Minded	1,007	5.5%	2,363	4.6%	3,764	4.4%
6	08- Solid Surroundings	(19M) Solid Prestige	894	4.9%	2,607	5.1%	4,926	5.7%
7	24- Career Building	(02Y) Taking Hold	690	3.8%	1,975	3.9%	3,266	3.8%
8	03- Corporate Connected	(15M) Top Wealth	642	3.5%	2,410	4.7%	4,438	5.2%
9	26- Getting Established	(07X) Career Oriented	605	3.3%	1,326	2.6%	1,933	2.3%
10	33- Urban Diversity	(14B) Diverging Paths	604	3.3%	1,364	2.7%	1,919	2.2%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: I-15 and Murrieta Hot Springs Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		18,377	100%	50,888	100%	85,836	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>910</b>	<b>5.0%</b>	<b>2,336</b>	<b>4.6%</b>	<b>3,092</b>	<b>3.6%</b>
	<a href="#">39- Setting Goals</a>	75	0.4%	225	0.4%	316	0.4%
	<a href="#">45- Offices &amp; Entertainment</a>	164	0.9%	375	0.7%	570	0.7%
	<a href="#">57- Collegiate Crowd</a>	440	2.4%	1,108	2.2%	1,412	1.6%
	<a href="#">58- Outdoor Fervor</a>	1	0.0%	64	0.1%	126	0.1%
	<a href="#">67- First Steps</a>	230	1.3%	563	1.1%	669	0.8%
<b>(02Y) Taking Hold</b>		<b>1,044</b>	<b>5.7%</b>	<b>2,950</b>	<b>5.8%</b>	<b>4,973</b>	<b>5.8%</b>
	<a href="#">18- Climbing the Ladder</a>	74	0.4%	228	0.4%	410	0.5%
	<a href="#">21- Children First</a>	209	1.1%	527	1.0%	872	1.0%
	<a href="#">24- Career Building</a>	690	3.8%	1,975	3.9%	3,266	3.8%
	<a href="#">30- Out &amp; About</a>	71	0.4%	220	0.4%	425	0.5%
<b>(03X) Settling Down</b>		<b>113</b>	<b>0.6%</b>	<b>343</b>	<b>0.7%</b>	<b>674</b>	<b>0.8%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	9	0.0%	57	0.1%
	<a href="#">41- Rural Adventure</a>	21	0.1%	64	0.1%	147	0.2%
	<a href="#">46- Rural &amp; Active</a>	92	0.5%	270	0.5%	469	0.5%
<b>(04X) Social Connectors</b>		<b>584</b>	<b>3.2%</b>	<b>1,574</b>	<b>3.1%</b>	<b>2,127</b>	<b>2.5%</b>
	<a href="#">42- Creative Variety</a>	115	0.6%	281	0.6%	481	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	130	0.7%	373	0.7%	561	0.7%
	<a href="#">59- Mobile Mixers</a>	339	1.8%	920	1.8%	1,086	1.3%
<b>(05X) Busy Households</b>		<b>349</b>	<b>1.9%</b>	<b>929</b>	<b>1.8%</b>	<b>1,456</b>	<b>1.7%</b>
	<a href="#">37- Firm Foundations</a>	183	1.0%	488	1.0%	885	1.0%
	<a href="#">62- Movies &amp; Sports</a>	166	0.9%	441	0.9%	571	0.7%
<b>(06X) Working &amp; Studying</b>		<b>135</b>	<b>0.7%</b>	<b>503</b>	<b>1.0%</b>	<b>590</b>	<b>0.7%</b>
	<a href="#">61- City Life</a>	3	0.0%	179	0.4%	181	0.2%
	<a href="#">69- Productive Havens</a>	31	0.2%	81	0.2%	131	0.2%
	<a href="#">70- Favorably Frugal</a>	101	0.5%	244	0.5%	278	0.3%
<b>(07X) Career Oriented</b>		<b>1,445</b>	<b>7.9%</b>	<b>3,783</b>	<b>7.4%</b>	<b>6,596</b>	<b>7.7%</b>
	<a href="#">06- Casual Comfort</a>	559	3.0%	1,762	3.5%	3,517	4.1%
	<a href="#">10- Careers &amp; Travel</a>	162	0.9%	445	0.9%	746	0.9%
	<a href="#">20- Carving Out Time</a>	119	0.6%	250	0.5%	400	0.5%
	<a href="#">26- Getting Established</a>	605	3.3%	1,326	2.6%	1,933	2.3%
<b>(08X) Large Households</b>		<b>880</b>	<b>4.8%</b>	<b>2,267</b>	<b>4.5%</b>	<b>4,057</b>	<b>4.7%</b>
	<a href="#">11- Schools &amp; Shopping</a>	246	1.3%	701	1.4%	1,310	1.5%
	<a href="#">12- On the Go</a>	252	1.4%	605	1.2%	1,025	1.2%
	<a href="#">19- Country Comfort</a>	2	0.0%	57	0.1%	222	0.3%
	<a href="#">27- Tenured Proprietors</a>	380	2.1%	906	1.8%	1,500	1.7%
<b>(09B) Comfortable Independence</b>		<b>130</b>	<b>0.7%</b>	<b>317</b>	<b>0.6%</b>	<b>576</b>	<b>0.7%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	0	0.0%	1	0.0%
	<a href="#">35- Working &amp; Active</a>	63	0.3%	162	0.3%	300	0.3%
	<a href="#">56- Metro Active</a>	67	0.4%	155	0.3%	274	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>284</b>	<b>1.5%</b>	<b>991</b>	<b>1.9%</b>	<b>1,735</b>	<b>2.0%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	45	0.1%	129	0.2%
	<a href="#">53- Metro Strivers</a>	283	1.5%	782	1.5%	1,336	1.6%
	<a href="#">60- Rural &amp; Mobile</a>	1	0.0%	163	0.3%	269	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

Market: I-15 and Murrieta Hot Springs Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		18,377	100%	50,888	100%	85,836	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>2,319</b>	<b>12.6%</b>	<b>7,932</b>	<b>15.6%</b>	<b>14,821</b>	<b>17.3%</b>
	<a href="#">01- Summit Estates</a>	218	1.2%	1,302	2.6%	2,385	2.8%
	<a href="#">04- Top Professionals</a>	1,505	8.2%	5,083	10.0%	9,750	11.4%
	<a href="#">07- Active Lifestyles</a>	596	3.2%	1,547	3.0%	2,686	3.1%
<b>(12B) Comfortable Households</b>		<b>2,520</b>	<b>13.7%</b>	<b>6,071</b>	<b>11.9%</b>	<b>9,808</b>	<b>11.4%</b>
	<a href="#">13- Work &amp; Play</a>	1,051	5.7%	2,592	5.1%	4,141	4.8%
	<a href="#">17- Firmly Established</a>	1,469	8.0%	3,479	6.8%	5,667	6.6%
<b>(13B) Working Households</b>		<b>339</b>	<b>1.8%</b>	<b>974</b>	<b>1.9%</b>	<b>1,691</b>	<b>2.0%</b>
	<a href="#">38- Occupational Mix</a>	338	1.8%	958	1.9%	1,638	1.9%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	16	0.0%	53	0.1%
<b>(14B) Diverging Paths</b>		<b>778</b>	<b>4.2%</b>	<b>1,842</b>	<b>3.6%</b>	<b>2,783</b>	<b>3.2%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	27	0.1%	100	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	88	0.5%	186	0.4%	291	0.3%
	<a href="#">31- Mid-Americana</a>	86	0.5%	235	0.5%	443	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	30	0.1%	30	0.0%
	<a href="#">33- Urban Diversity</a>	604	3.3%	1,364	2.7%	1,919	2.2%
<b>(15M) Top Wealth</b>		<b>828</b>	<b>4.5%</b>	<b>3,500</b>	<b>6.9%</b>	<b>6,475</b>	<b>7.5%</b>
	<a href="#">02- Established Elite</a>	186	1.0%	1,090	2.1%	2,038	2.4%
	<a href="#">03- Corporate Connected</a>	642	3.5%	2,410	4.7%	4,438	5.2%
<b>(16M) Living Well</b>		<b>372</b>	<b>2.0%</b>	<b>835</b>	<b>1.6%</b>	<b>1,379</b>	<b>1.6%</b>
	<a href="#">14- Career Centered</a>	283	1.5%	617	1.2%	972	1.1%
	<a href="#">15- Country Ways</a>	0	0.0%	16	0.0%	51	0.1%
	<a href="#">23- Good Neighbors</a>	88	0.5%	202	0.4%	356	0.4%
<b>(17M) Bargain Hunters</b>		<b>458</b>	<b>2.5%</b>	<b>1,266</b>	<b>2.5%</b>	<b>1,973</b>	<b>2.3%</b>
	<a href="#">43- Work &amp; Causes</a>	72	0.4%	184	0.4%	324	0.4%
	<a href="#">44- Open Houses</a>	86	0.5%	217	0.4%	368	0.4%
	<a href="#">55- Community Life</a>	83	0.5%	267	0.5%	481	0.6%
	<a href="#">63- Staying Home</a>	190	1.0%	525	1.0%	682	0.8%
	<a href="#">68- Staying Healthy</a>	26	0.1%	73	0.1%	118	0.1%
<b>(18M) Thrifty &amp; Active</b>		<b>1</b>	<b>0.0%</b>	<b>43</b>	<b>0.1%</b>	<b>127</b>	<b>0.1%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	8	0.0%	28	0.0%
	<a href="#">50- Rural Community</a>	1	0.0%	28	0.1%	73	0.1%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	7	0.0%	27	0.0%
<b>(19M) Solid Prestige</b>		<b>2,546</b>	<b>13.9%</b>	<b>7,111</b>	<b>14.0%</b>	<b>12,776</b>	<b>14.9%</b>
	<a href="#">05- Active &amp; Involved</a>	506	2.8%	1,494	2.9%	2,723	3.2%
	<a href="#">08- Solid Surroundings</a>	894	4.9%	2,607	5.1%	4,926	5.7%
	<a href="#">09- Busy Schedules</a>	1,145	6.2%	3,010	5.9%	5,127	6.0%
<b>(20S) Community Minded</b>		<b>1,574</b>	<b>8.6%</b>	<b>3,574</b>	<b>7.0%</b>	<b>5,603</b>	<b>6.5%</b>
	<a href="#">25- Clubs &amp; Causes</a>	217	1.2%	499	1.0%	794	0.9%
	<a href="#">28- Community Pillars</a>	349	1.9%	712	1.4%	1,045	1.2%
	<a href="#">36- Persistent &amp; Productive</a>	1,007	5.5%	2,363	4.6%	3,764	4.4%
<b>(21S) Leisure Seekers</b>		<b>769</b>	<b>4.2%</b>	<b>1,747</b>	<b>3.4%</b>	<b>2,524</b>	<b>2.9%</b>
	<a href="#">49- Home &amp; Garden</a>	205	1.1%	500	1.0%	749	0.9%
	<a href="#">51- Role Models</a>	108	0.6%	269	0.5%	403	0.5%
	<a href="#">64- Practical &amp; Careful</a>	150	0.8%	372	0.7%	516	0.6%
	<a href="#">65- Hobbies &amp; Shopping</a>	149	0.8%	289	0.6%	406	0.5%
	<a href="#">66- Helping Hands</a>	157	0.9%	317	0.6%	450	0.5%

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

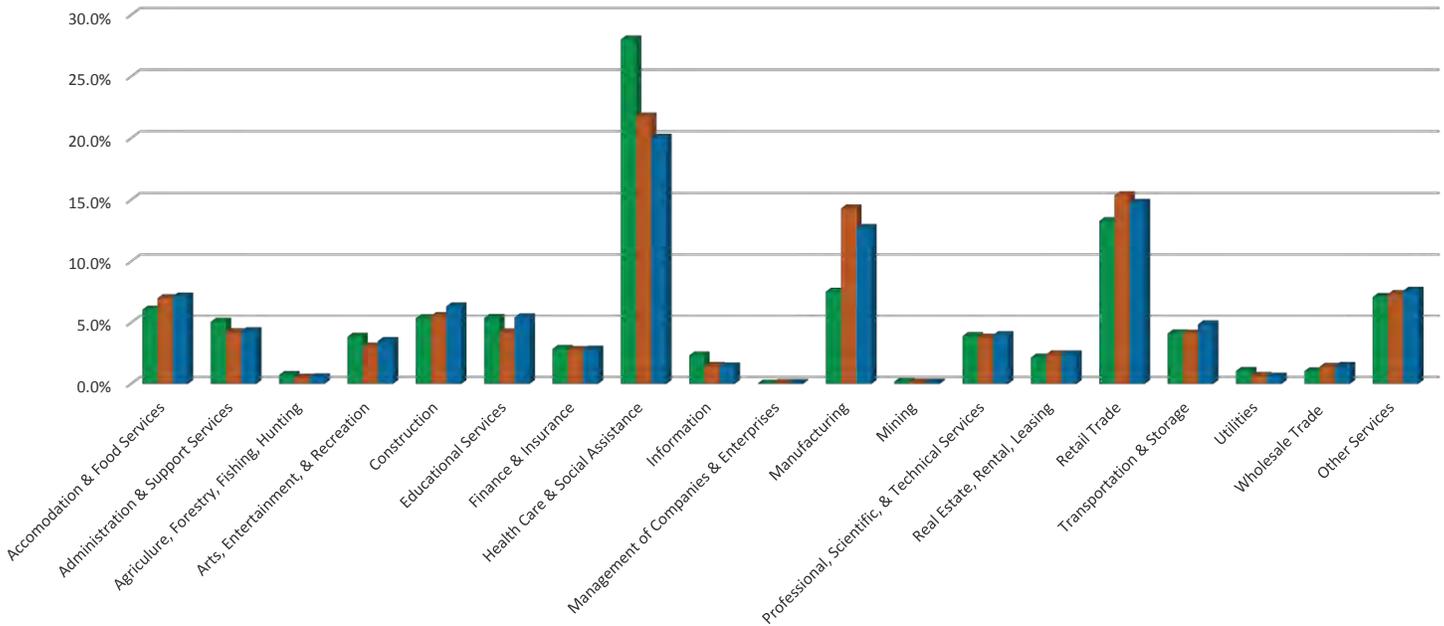
### Employment Profile

Site: I-15 and Murrieta Hot Springs Rd  
 Address: I-15 and Murrieta Hot Springs Rd | Murrieta CA  
 Date Report Created: 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	58,227		164,661		259,720	
Student Population	15,763		42,999		71,098	
Median Employee Salary	44,302		43,794		43,579	
Average Employee Salary	51,453		50,648		50,310	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	730	3.8%	2,351	4.1%	3,406	4.3%
15,000 to 30,000 CrYr	3,094	16.3%	9,148	16.1%	12,743	16.1%
30,000 to 45,000 CrYr	6,286	33.1%	19,452	34.2%	27,052	34.2%
45,000 to 60,000 CrYr	3,710	19.6%	11,134	19.6%	15,584	19.7%
60,000 to 75,000 CrYr	1,503	7.9%	4,569	8.0%	6,345	8.0%
75,000 to 90,000 CrYr	1,307	6.9%	3,694	6.5%	5,172	6.5%
90,000 to 100,000 CrYr	328	1.7%	926	1.6%	1,306	1.6%
Over 100,000 CrYr	2,012	10.6%	5,630	9.9%	7,550	9.5%

### Industry Groups

Employee's by Industry



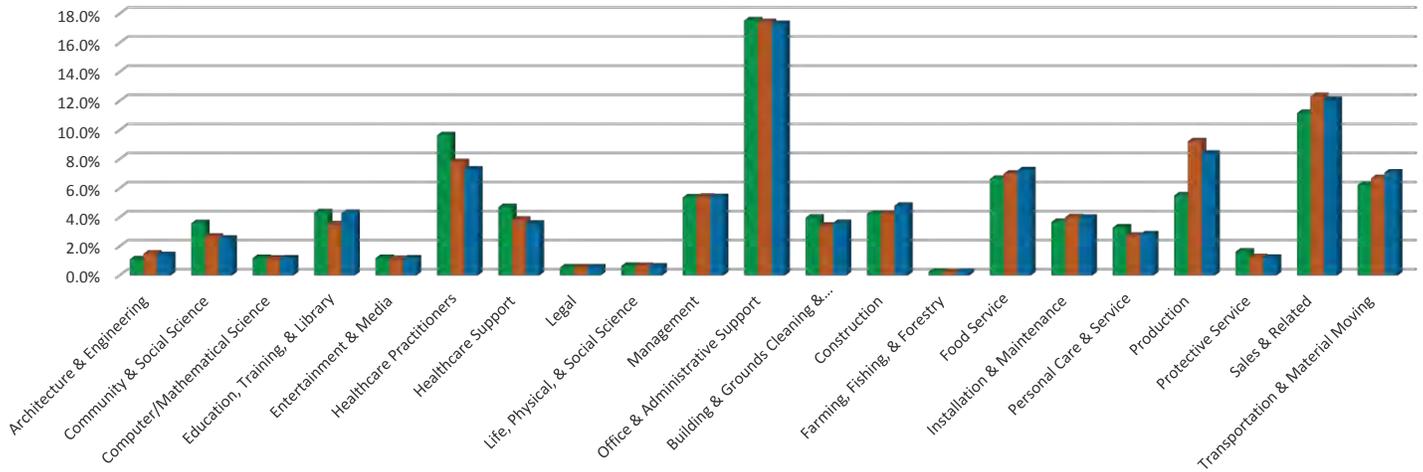
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,698</b>	<b>100%</b>	<b>18,970</b>	<b>100%</b>	<b>4,287</b>	<b>100%</b>	<b>56,904</b>	<b>100%</b>	<b>6,241</b>	<b>100%</b>	<b>79,158</b>	<b>100%</b>
Accommodation & Food Services	79	4.6%	1,150	6.1%	236	5.5%	3,982	7.0%	348	5.6%	5,651	7.1%
Administration & Support Services	65	3.8%	962	5.1%	160	3.7%	2,398	4.2%	241	3.9%	3,406	4.3%
Agriculture, Forestry, Fishing, Hunting	6	0.3%	137	0.7%	19	0.4%	290	0.5%	33	0.5%	427	0.5%
Arts, Entertainment, & Recreation	42	2.5%	729	3.8%	106	2.5%	1,733	3.0%	164	2.6%	2,765	3.5%
Construction	87	5.1%	1,019	5.4%	239	5.6%	3,154	5.5%	399	6.4%	5,006	6.3%
Educational Services	45	2.7%	1,022	5.4%	105	2.4%	2,393	4.2%	166	2.7%	4,304	5.4%
Finance & Insurance	113	6.7%	541	2.9%	281	6.5%	1,578	2.8%	389	6.2%	2,214	2.8%
Health Care & Social Assistance	445	26.2%	5,314	28.0%	962	22.4%	12,377	21.8%	1,335	21.4%	15,860	20.0%
Information	26	1.6%	439	2.3%	60	1.4%	831	1.5%	92	1.5%	1,128	1.4%
Management of Companies & Enterprises	0	0.0%	4	0.0%	2	0.1%	43	0.1%	3	0.0%	54	0.1%
Manufacturing	77	4.6%	1,430	7.5%	184	4.3%	8,136	14.3%	255	4.1%	10,059	12.7%
Mining	2	0.1%	32	0.2%	3	0.1%	59	0.1%	4	0.1%	73	0.1%
Professional, Scientific, & Technical Services	154	9.1%	740	3.9%	401	9.3%	2,154	3.8%	586	9.4%	3,150	4.0%
Real Estate, Rental, Leasing	78	4.6%	408	2.1%	214	5.0%	1,366	2.4%	306	4.9%	1,902	2.4%
Retail Trade	203	11.9%	2,518	13.3%	562	13.1%	8,744	15.4%	792	12.7%	11,675	14.7%
Transportation & Storage	12	0.7%	781	4.1%	39	0.9%	2,334	4.1%	74	1.2%	3,849	4.9%
Utilities	4	0.3%	200	1.1%	7	0.2%	367	0.6%	10	0.2%	466	0.6%
Wholesale Trade	26	1.5%	196	1.0%	86	2.0%	793	1.4%	129	2.1%	1,151	1.5%
Other Services	233	13.7%	1,346	7.1%	623	14.5%	4,172	7.3%	915	14.7%	6,016	7.6%

### Employment Profile

Site: I-15 and Murrieta Hot Springs Rd  
 Address: I-15 and Murrieta Hot Springs Rd | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	9,943	52.4%	27,391	48.1%	37,830	47.8%
Architecture & Engineering	208	1.1%	844	1.5%	1,095	1.4%
Community & Social Science	679	3.6%	1,509	2.7%	1,996	2.5%
Computer/Mathematical Science	225	1.2%	650	1.1%	915	1.2%
Education, Training, & Library	823	4.3%	1,996	3.5%	3,391	4.3%
Entertainment & Media	225	1.2%	634	1.1%	913	1.2%
Healthcare Practitioners	1,828	9.6%	4,430	7.8%	5,758	7.3%
Healthcare Support	893	4.7%	2,176	3.8%	2,813	3.6%
Legal	101	0.5%	305	0.5%	425	0.5%
Life, Physical, & Social Science	122	0.6%	357	0.6%	468	0.6%
Management	1,018	5.4%	3,071	5.4%	4,261	5.4%
Office & Administrative Support	3,324	17.5%	9,906	17.4%	13,676	17.3%
<b>Blue Collar</b>	8,831	46.6%	29,028	51.0%	40,631	51.3%
Building & Grounds Cleaning & Maintenance	753	4.0%	1,938	3.4%	2,851	3.6%
Construction	804	4.2%	2,414	4.2%	3,792	4.8%
Farming, Fishing, & Forestry	45	0.2%	119	0.2%	181	0.2%
Food Service	1,258	6.6%	3,975	7.0%	5,717	7.2%
Installation & Maintenance	696	3.7%	2,269	4.0%	3,133	4.0%
Personal Care & Service	624	3.3%	1,547	2.7%	2,231	2.8%
Production	1,042	5.5%	5,246	9.2%	6,624	8.4%
Protective Service	309	1.6%	702	1.2%	952	1.2%
Sales & Related	2,118	11.2%	7,016	12.3%	9,550	12.1%
Transportation & Material Moving	1,182	6.2%	3,803	6.7%	5,600	7.1%
<b>Military Services</b>	196	1.0%	484	0.9%	697	0.9%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	18,970	56,904	79,158
2018 Q3	17,620	53,442	73,501
2018 Q2	18,644	56,077	77,632
2018 Q1	19,384	58,229	80,588
2017 Q4	19,470	58,596	81,151
2017 Q3	18,146	55,896	76,727
2017 Q2	19,242	58,390	80,888
2017 Q1	19,458	59,015	81,694
2016 Q4	19,106	59,498	82,357

**Consumer Demand & Market Supply Assessment**

Site: I-15 and Murrieta Hot Springs Rd  
Address: I-15 and Murrieta Hot Springs Rd | Murrieta CA  
Date Report Created: 5/15/2019

**Demographics**

	5 Min Drive	10 Min Drive	15 Min Drive
Population	59,680	169,283	291,551
5-Year Population estimate	66,442	190,002	332,390
Population Households	59,392	168,554	289,824
Group Quarters Population	288	729	1,728
Households	19,968	54,851	91,569
5-Year Households estimate	22,294	61,626	104,309
WorkPlace Establishments	1,698	4,287	6,241
Workplace Employees	18,970	56,904	79,158
Median Household Income	\$72,746	\$78,444	\$82,701

**By Establishments**

	5 Min Drive				10 Min Drive				15 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	\$142,398,951	\$12,414,864	(\$129,984,087)	-91%	\$417,370,060	\$156,601,971	(\$260,768,089)	-62%	\$708,002,249	\$287,086,154	(\$420,916,095)	-59%
Direct Selling Establishments	\$5,107,252	\$1,216,299	(\$3,890,953)	-76%	\$14,833,426	\$6,439,821	(\$8,393,605)	-57%	\$25,479,388	\$9,416,048	(\$16,063,340)	-63%
Shoe Stores	\$6,224,481	\$3,005,898	(\$3,218,583)	-52%	\$18,304,487	\$14,164,907	(\$4,139,580)	-23%	\$31,779,481	\$17,958,248	(\$13,821,233)	-43%
Florists/Misc. Store Retailers	\$1,403,533	\$753,883	(\$649,649)	-46%	\$4,096,669	\$1,924,444	(\$2,172,224)	-53%	\$7,066,068	\$2,191,591	(\$4,874,477)	-69%
Beer/Wine/Liquor Stores	\$8,764,094	\$4,876,468	(\$3,887,626)	-44%	\$25,637,021	\$8,736,859	(\$16,900,162)	-66%	\$44,210,346	\$13,467,807	(\$30,742,540)	-70%
Automotive Dealers	\$189,327,492	\$107,819,353	(\$81,508,139)	-43%	\$555,446,134	\$777,027,345	\$221,581,211	40%	\$962,995,051	\$879,446,259	(\$83,548,792)	-9%
Specialty Food Stores	\$6,092,307	\$4,199,832	(\$1,892,474)	-31%	\$17,750,841	\$12,866,326	(\$4,884,516)	-28%	\$30,548,439	\$17,267,925	(\$13,280,514)	-43%
Department Stores	\$24,642,382	\$19,327,846	(\$5,314,536)	-22%	\$71,977,687	\$64,060,267	(\$7,917,420)	-11%	\$124,145,636	\$84,962,801	(\$39,182,835)	-32%
Special Food Services	\$10,129,988	\$9,019,505	(\$1,110,484)	-11%	\$30,323,549	\$32,113,671	\$1,790,121	6%	\$49,665,312	\$47,310,343	(\$2,354,969)	-5%
Clothing Stores	\$45,691,337	\$40,764,035	(\$4,927,302)	-11%	\$133,748,178	\$150,180,569	\$16,432,391	12%	\$231,310,832	\$193,827,764	(\$37,483,069)	-16%
Book/Periodical/Music Stores	\$3,224,537	\$2,902,568	(\$321,969)	-10%	\$9,404,579	\$10,334,049	\$929,470	10%	\$16,166,400	\$12,906,261	(\$3,260,138)	-20%
Electronics/Appliance	\$17,419,513	\$16,559,825	(\$859,688)	-5%	\$51,717,117	\$59,000,392	\$7,283,275	14%	\$85,411,309	\$83,623,359	(\$1,787,950)	-2%
Full-Service Restaurants	\$48,873,184	\$46,924,196	(\$1,948,988)	-4%	\$147,381,697	\$229,933,936	\$82,552,239	56%	\$234,316,742	\$302,792,048	\$68,475,306	29%
Other Misc. Store Retailers	\$14,355,430	\$14,018,711	(\$336,719)	-2%	\$42,040,595	\$38,616,901	(\$3,423,694)	-8%	\$72,703,605	\$60,534,938	(\$12,168,668)	-17%
Bar/Drinking Places (Alcoholic Beverages)	\$3,014,813	\$2,958,871	(\$55,941)	-2%	\$9,193,821	\$10,844,599	\$1,650,778	18%	\$13,946,479	\$13,639,124	(\$307,355)	-2%
Grocery Stores	\$103,272,917	\$105,595,544	\$2,322,627	2%	\$300,875,200	\$296,884,787	(\$3,990,413)	-1%	\$517,889,595	\$432,935,148	(\$84,954,447)	-16%
Limited-Service Eating Places	\$48,523,863	\$49,969,722	\$1,445,859	3%	\$145,230,409	\$162,767,259	\$17,536,850	12%	\$237,980,444	\$231,182,769	(\$6,797,675)	-3%
Office Supplies/Stationary/Gift	\$5,123,901	\$5,363,044	\$239,143	5%	\$15,047,152	\$16,003,534	\$956,382	6%	\$25,635,420	\$21,644,144	(\$3,991,276)	-16%
Health/Personal Care Stores	\$56,204,982	\$61,243,372	\$5,038,390	9%	\$163,037,325	\$158,373,568	(\$4,663,758)	-3%	\$280,242,717	\$214,325,482	(\$65,917,235)	-24%
Jewelry/Luggage/Leather Goods	\$6,339,458	\$7,642,167	\$1,302,709	21%	\$18,541,769	\$26,051,420	\$7,509,651	41%	\$32,022,325	\$34,979,984	\$2,957,659	9%
Gasoline Stations	\$76,490,837	\$95,485,950	\$18,995,113	25%	\$223,026,285	\$274,453,470	\$51,427,185	23%	\$384,586,244	\$425,691,082	\$41,104,838	11%
Other Motor Vehicle Dealers	\$11,792,971	\$15,471,611	\$3,678,640	31%	\$34,611,052	\$41,470,402	\$6,859,350	20%	\$59,987,919	\$66,729,394	\$6,741,475	11%
Other General Merchandise Stores	\$106,803,407	\$141,789,564	\$34,986,157	33%	\$311,308,849	\$387,279,510	\$75,970,661	24%	\$535,631,793	\$574,506,142	\$38,874,348	7%
Automotive Parts/Accessories/Tire	\$16,335,617	\$21,767,636	\$5,432,020	33%	\$47,409,202	\$50,849,466	\$3,440,264	7%	\$81,533,978	\$75,948,198	(\$5,585,779)	-7%
Sporting Goods/Hobby/Musical Instrument	\$11,224,252	\$15,358,403	\$4,134,151	37%	\$32,893,870	\$47,298,568	\$14,404,698	44%	\$56,879,743	\$58,626,209	\$1,746,465	3%
Building Material/Supplies Dealers	\$57,732,398	\$84,143,431	\$26,411,033	46%	\$168,189,670	\$249,041,793	\$80,852,123	48%	\$289,828,360	\$329,179,550	\$39,351,190	14%
Home Furnishing Stores	\$10,326,460	\$15,954,555	\$5,628,095	55%	\$30,157,207	\$32,642,545	\$2,485,338	8%	\$52,022,866	\$42,157,195	(\$9,865,672)	-19%
Furniture Stores	\$11,089,367	\$17,412,537	\$6,323,170	57%	\$32,516,822	\$28,936,616	(\$3,580,206)	-11%	\$56,292,531	\$63,348,863	\$7,056,331	13%
Lawn/Garden Equipment/Supplies Stores	\$6,650,938	\$13,241,242	\$6,590,304	99%	\$19,421,743	\$35,256,259	\$15,834,516	82%	\$33,510,180	\$55,745,464	\$22,235,284	66%
Used Merchandise Stores	\$3,411,427	\$8,068,791	\$4,657,363	137%	\$9,974,832	\$14,546,213	\$4,571,381	46%	\$17,227,318	\$22,553,012	\$5,325,695	31%
Vending Machine Operators (Non-Store)	\$6,231,463	\$17,606,784	\$11,375,321	183%	\$18,200,479	\$24,904,674	\$6,704,194	37%	\$31,188,618	\$46,178,920	\$14,990,301	48%
<b>Consumer Demand/Market Supply Index</b>	<b>\$1,064,223,552</b>	<b>\$962,876,509</b>	<b>111</b>		<b>\$3,119,667,729</b>	<b>\$3,419,606,142</b>	<b>91</b>		<b>\$5,330,207,388</b>	<b>\$4,722,162,224</b>	<b>113</b>	

**Consumer Demand & Market Supply Assessment**

Site: I-15 and Murrieta Hot Springs Rd  
Address: I-15 and Murrieta Hot Springs Rd | Murrieta CA  
Date Report Created: 5/15/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 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	\$21,869,631	\$8,142,327	(\$13,727,304)	-63%	\$66,876,825	\$45,134,308	(\$21,742,517)	-33%	\$98,752,353	\$74,027,622	(\$24,724,732)	-25%
Footwear, including Accessories	\$15,378,094	\$8,081,273	(\$7,296,820)	-47%	\$45,230,766	\$32,898,731	(\$12,332,034)	-27%	\$78,547,671	\$43,928,789	(\$34,618,881)	-44%
Autos/Cars/Vans/Trucks/Motorcycles	\$167,036,574	\$99,577,652	(\$67,458,922)	-40%	\$490,233,819	\$681,703,451	\$191,469,632	39%	\$850,344,312	\$781,952,428	(\$68,391,884)	-8%
Womens/Juniors/Misses Wear	\$39,702,070	\$27,207,401	(\$12,494,669)	-31%	\$115,879,602	\$102,084,633	(\$13,794,970)	-12%	\$200,078,363	\$137,759,072	(\$62,319,291)	-31%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$125,817,296	\$86,412,180	(\$39,405,115)	-31%	\$364,747,791	\$267,010,271	(\$97,737,521)	-27%	\$626,727,547	\$390,105,101	(\$236,622,446)	-38%
Pets/Pet Foods/Pet Supplies	\$9,333,112	\$6,597,871	(\$2,735,241)	-29%	\$27,651,032	\$18,672,171	(\$8,978,861)	-32%	\$48,181,774	\$28,523,148	(\$19,658,626)	-41%
Mens Wear	\$15,290,825	\$11,752,020	(\$3,538,806)	-23%	\$45,092,312	\$43,281,493	(\$1,810,820)	-4%	\$78,293,345	\$59,020,402	(\$19,272,943)	-25%
Automotive Tires/Tubes/Batteries/Parts	\$32,699,111	\$26,253,767	(\$6,445,344)	-20%	\$94,798,648	\$89,603,788	(\$5,194,860)	-5%	\$162,924,950	\$121,776,144	(\$41,148,805)	-25%
Furniture/Sleep/Outdoor/Patio Furniture	\$28,630,877	\$23,246,663	(\$5,384,214)	-19%	\$83,950,759	\$52,002,072	(\$31,948,687)	-38%	\$145,354,622	\$96,299,433	(\$49,055,189)	-34%
Books/Periodicals	\$4,384,597	\$3,565,054	(\$819,543)	-19%	\$12,759,061	\$13,230,100	\$471,039	4%	\$21,995,388	\$18,713,036	(\$3,282,352)	-15%
Audio Equipment/Musical Instruments	\$6,058,402	\$4,950,903	(\$1,107,499)	-18%	\$17,651,584	\$19,209,942	\$1,558,358	9%	\$30,414,441	\$28,642,463	(\$1,771,978)	-6%
Small Electric Appliances	\$2,234,366	\$1,830,014	(\$404,352)	-18%	\$6,520,537	\$5,744,168	(\$776,368)	-12%	\$11,249,324	\$8,525,355	(\$2,723,969)	-24%
Retailer Services	\$31,602,927	\$26,210,870	(\$5,392,057)	-17%	\$93,171,181	\$122,658,707	\$29,487,526	32%	\$161,789,248	\$155,450,918	(\$6,338,330)	-4%
All Other Merchandise	\$40,822,048	\$34,977,720	(\$5,844,328)	-14%	\$119,319,857	\$111,497,128	(\$7,822,730)	-7%	\$206,089,494	\$169,769,759	(\$36,319,735)	-18%
Alcoholic Drinks Served at the Establishment	\$22,214,011	\$19,685,592	(\$2,528,418)	-11%	\$67,884,506	\$91,202,449	\$23,317,944	34%	\$102,107,240	\$119,979,858	\$17,872,618	18%
Kitchenware/Home Furnishings	\$12,678,917	\$11,351,658	(\$1,327,259)	-10%	\$37,055,295	\$33,451,599	(\$3,603,696)	-10%	\$63,959,834	\$48,073,738	(\$15,886,096)	-25%
Childrens Wear/Infants/Toddlers Clothing	\$6,430,580	\$5,952,505	(\$478,075)	-7%	\$18,907,585	\$21,078,263	\$2,170,677	11%	\$32,803,152	\$28,480,613	(\$4,322,539)	-13%
Packaged Liquor/Wine/Beer	\$19,291,858	\$17,888,413	(\$1,403,444)	-7%	\$56,483,180	\$47,031,701	(\$9,451,479)	-17%	\$97,699,258	\$70,210,350	(\$27,488,908)	-28%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,998,006	\$1,940,018	(\$57,988)	-3%	\$5,750,529	\$7,433,828	\$1,683,298	29%	\$9,842,801	\$10,959,946	\$1,117,145	11%
Meats/Nonalcoholic Beverages	\$93,457,486	\$96,912,067	\$3,454,581	4%	\$279,677,840	\$361,851,911	\$82,174,071	29%	\$458,745,591	\$502,226,643	\$43,481,052	9%
Groceries/Other Food Items (Off Premises)	\$161,277,479	\$171,556,298	\$10,278,819	6%	\$469,586,914	\$460,201,764	(\$9,385,150)	-2%	\$809,081,061	\$682,899,770	(\$126,181,291)	-16%
Toys/Hobby Goods/Games	\$5,327,267	\$5,677,361	\$350,093	7%	\$15,559,863	\$18,886,263	\$3,326,400	21%	\$26,838,381	\$26,629,009	(\$209,371)	-1%
Jewelry (including Watches)	\$9,570,461	\$10,371,505	\$801,044	8%	\$27,983,087	\$36,495,940	\$8,512,853	30%	\$48,312,567	\$50,454,605	\$2,142,038	4%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,610,938	\$5,038,291	\$427,353	9%	\$13,678,967	\$14,375,454	\$696,486	5%	\$23,740,428	\$20,800,417	(\$2,940,011)	-12%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$9,355,490	\$10,267,472	\$911,982	10%	\$27,462,728	\$34,930,340	\$7,467,612	27%	\$47,494,247	\$48,177,170	\$682,923	1%
Cigars/Cigarettes/Tobacco/Accessories	\$11,805,331	\$14,819,937	\$3,014,606	26%	\$33,878,403	\$40,981,318	\$7,102,914	21%	\$57,806,896	\$61,803,334	\$3,996,437	7%
Automotive Fuels	\$70,415,373	\$90,581,980	\$20,166,607	29%	\$205,437,297	\$259,034,693	\$53,597,396	26%	\$354,752,426	\$399,394,913	\$44,642,488	13%
Lawn/Garden/Farm Equipment/Supplies	\$16,934,497	\$22,231,763	\$5,297,266	31%	\$49,384,941	\$63,605,929	\$14,220,988	29%	\$85,127,294	\$93,945,234	\$8,817,940	10%
Soaps/Detergents/Household Cleaners	\$4,952,292	\$6,504,061	\$1,551,768	31%	\$14,441,676	\$18,420,956	\$3,979,280	28%	\$24,887,158	\$26,590,074	\$1,702,917	7%
Televisions/VCR/Video Cameras/DVD etc	\$6,880,390	\$9,110,434	\$2,230,044	32%	\$20,047,585	\$30,923,257	\$10,875,671	54%	\$34,579,232	\$46,188,391	\$11,609,159	34%
Paper/Related Products	\$4,363,086	\$5,881,921	\$1,518,835	35%	\$12,622,084	\$16,429,197	\$3,807,113	30%	\$21,662,947	\$24,112,360	\$2,449,413	11%
Hardware/Tools/Plumbing/Electrical Supplies	\$16,169,030	\$22,064,286	\$5,895,256	36%	\$46,894,605	\$65,874,757	\$18,980,152	40%	\$80,576,877	\$88,612,763	\$8,035,886	10%
Photographic Equipment/Supplies	\$1,171,149	\$1,610,353	\$439,204	38%	\$3,428,716	\$5,620,165	\$2,191,449	64%	\$5,942,667	\$8,296,169	\$2,353,502	40%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,306,873	\$3,177,751	\$870,878	38%	\$6,712,521	\$8,764,743	\$2,052,222	31%	\$11,573,508	\$12,263,008	\$689,501	6%
Floor/Floor Coverings	\$8,298,899	\$11,530,687	\$3,231,788	39%	\$24,071,171	\$28,872,610	\$4,801,439	20%	\$41,347,751	\$38,480,413	(\$2,867,338)	-7%
Paints/Sundries/Wallpaper/Wall Coverings	\$4,276,889	\$6,336,193	\$2,059,304	48%	\$12,424,589	\$18,707,182	\$6,282,593	51%	\$21,391,864	\$24,795,125	\$3,403,261	16%
Dimensional Lumber/Other Building Materials	\$23,452,561	\$34,763,091	\$11,310,531	48%	\$68,360,107	\$102,699,801	\$34,339,694	50%	\$117,847,884	\$135,836,849	\$17,988,966	15%
Major Household Appliances	\$3,830,930	\$6,071,517	\$2,240,587	58%	\$11,400,111	\$19,099,786	\$7,699,675	68%	\$19,905,834	\$26,432,881	\$6,527,047	33%
Automotive Lubricants (incl Oil, Greases)	\$3,830,930	\$6,071,517	\$2,240,587	58%	\$11,400,111	\$19,099,786	\$7,699,675	68%	\$19,905,834	\$26,432,881	\$6,527,047	33%
Sewing/Knitting Materials/Supplies	\$446,286	\$777,544	\$331,258	74%	\$1,305,068	\$2,384,095	\$1,079,027	83%	\$2,262,342	\$3,152,014	\$889,672	39%

## Consumer Demand & Market Supply Assessment

**Site:** I-15 and Murrieta Hot Springs Rd  
**Address:** I-15 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

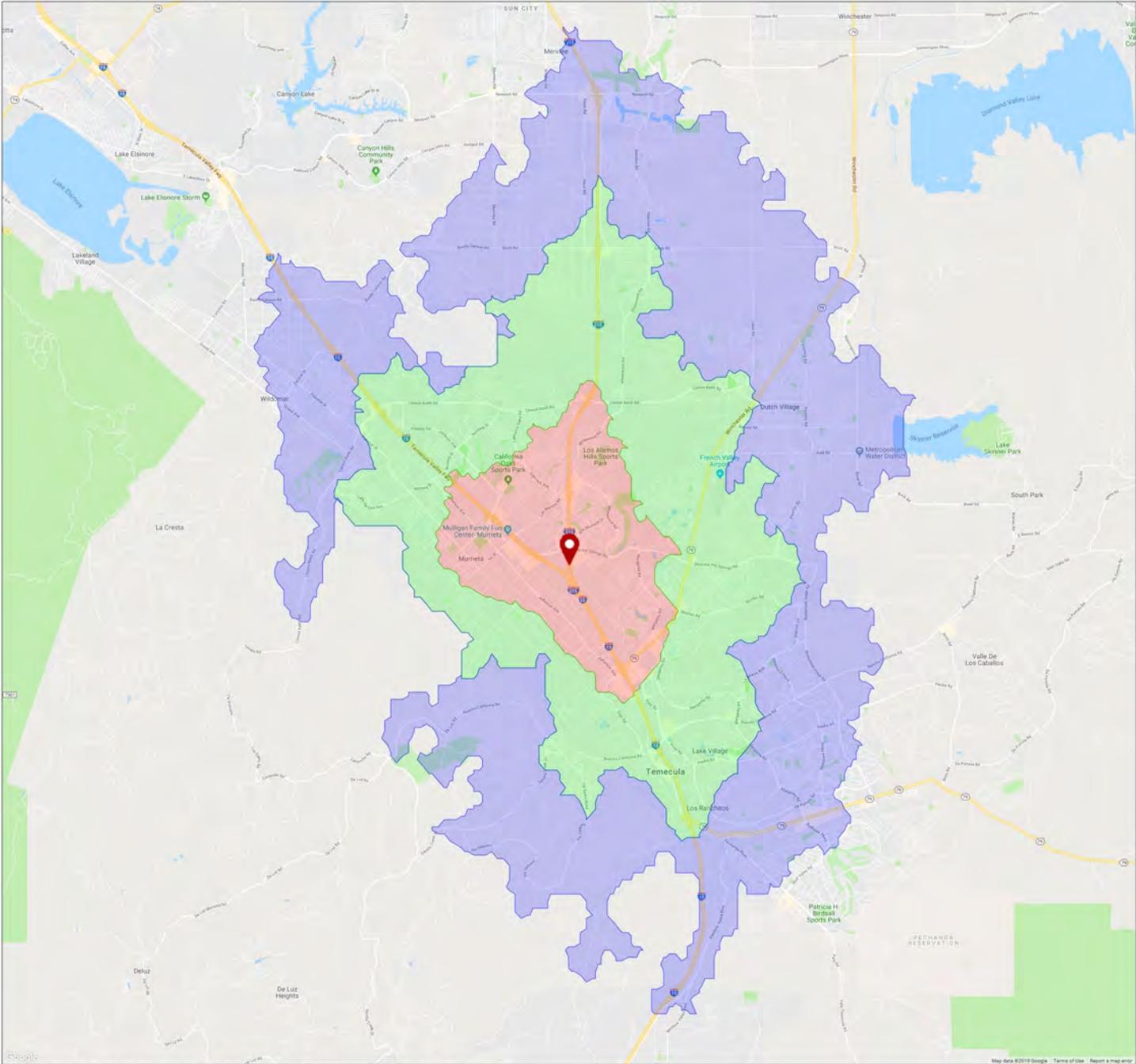
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

# I-215 and Murrieta Hot Springs Rd



**INSIGHT**  
MARKET ANALYTICS  
Hdl ECONsolutions

Drive Times: 5 Mins, 10 Mins, 15 Mins

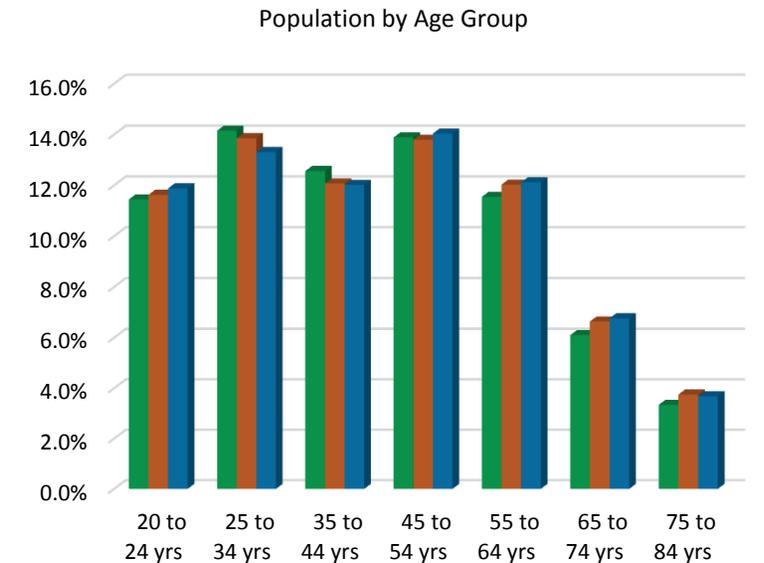
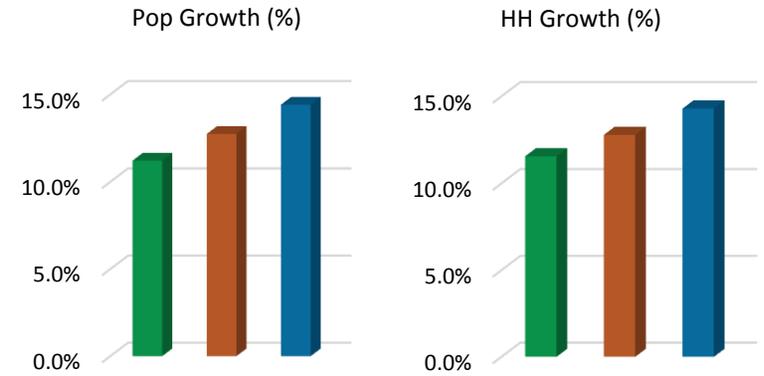
Scale In Miles:



# Consumer Demographic Profile

**Site:** I-215 and Murrieta Hot Springs Rd  
**Address:** I-215 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	65,420	---	179,511	---	311,034	---
5 Year Projected Pop	72,759	---	202,388	---	355,874	---
Pop Growth (%)	11.2%	---	12.7%	---	14.4%	---
Households	21,449	---	57,751	---	97,474	---
5 Year Projected HHs	23,926	---	65,131	---	111,406	---
HH Growth (%)	11.6%	---	12.8%	---	14.3%	---
<b>Census Stats</b>						
2000 Population	32,274	---	82,604	---	137,193	---
2010 Population	58,283	---	154,477	---	261,597	---
Pop Growth (%)	80.6%	---	87.0%	---	90.7%	---
2000 Households	10,403	---	26,997	---	44,219	---
2010 Households	18,928	---	49,575	---	82,112	---
HH Growth (%)	81.9%	---	83.6%	---	85.7%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	36.4		37.1		37.1	
19 yrs & under	16,731	25.6%	44,428	24.7%	77,266	24.8%
20 to 24 yrs	7,487	11.4%	20,870	11.6%	36,945	11.9%
25 to 34 yrs	9,258	14.2%	24,868	13.9%	41,396	13.3%
35 to 44 yrs	8,220	12.6%	21,670	12.1%	37,382	12.0%
45 to 54 yrs	9,084	13.9%	24,766	13.8%	43,666	14.0%
55 to 64 yrs	7,554	11.5%	21,590	12.0%	37,690	12.1%
65 to 74 yrs	3,990	6.1%	11,915	6.6%	21,035	6.8%
75 to 84 yrs	2,185	3.3%	6,732	3.8%	11,454	3.7%
85 + yrs	910	1.4%	2,671	1.5%	4,201	1.4%
<b>Population Bases</b>						
20-34 yrs	16,745	25.6%	45,738	25.5%	78,340	25.2%
45-64 yrs	16,638	25.4%	46,356	25.8%	81,355	26.2%
16 yrs +	50,629	77.4%	140,335	78.2%	243,096	78.2%
25 yrs +	41,202	63.0%	114,212	63.6%	196,823	63.3%
65 yrs +	7,086	10.8%	21,318	11.9%	36,690	11.8%
75 yrs +	3,096	4.7%	9,404	5.2%	15,655	5.0%
85 yrs +	910	1.4%	2,671	1.5%	4,201	1.4%

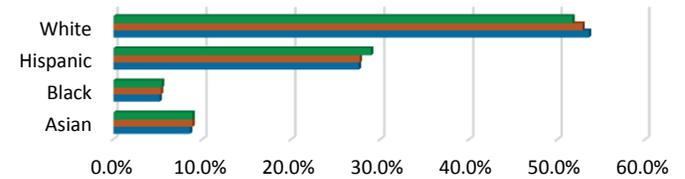


# Consumer Demographic Profile

**Site:** I-215 and Murrieta Hot Springs Rd  
**Address:** I-215 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	33,823	51.7%	94,881	52.9%	166,666	53.6%
Hispanic	18,951	29.0%	49,751	27.7%	85,816	27.6%
Black	3,572	5.5%	9,617	5.4%	16,115	5.2%
Asian	5,823	8.9%	15,973	8.9%	26,797	8.6%
<b>Ancestry</b>						
American Indian (ancestry)	228	0.3%	833	0.5%	1,532	0.5%
Hawaiian (ancestry)	237	0.4%	711	0.4%	1,185	0.4%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$30,179	---	\$31,203	---	\$31,176	---
<b>Average HH Income</b>	\$92,048	---	\$96,990	---	\$99,481	---
<b>Median HH Income</b>	\$74,439	---	\$79,115	---	\$82,948	---
Less than \$25K	2,901	13.5%	6,856	11.9%	10,207	10.5%
\$25K to \$34.9K	1,410	6.6%	3,778	6.5%	6,046	6.2%
\$35K to \$49.9K	2,484	11.6%	6,342	11.0%	9,856	10.1%
\$50K to \$74.9K	4,016	18.7%	10,131	17.5%	17,097	17.5%
\$75K to \$99.9K	3,538	16.5%	9,239	16.0%	15,467	15.9%
\$100K to \$149.9K	4,004	18.7%	11,873	20.6%	21,846	22.4%
\$150K to \$199.9K	2,117	9.9%	6,594	11.4%	11,628	11.9%
\$200K +	979	4.6%	2,939	5.1%	5,327	5.5%
<b>Education</b>						
Less than 9th Grade	1,420	3.4%	4,054	3.5%	6,943	3.5%
Some HS, No Diploma	2,073	5.0%	5,846	5.1%	10,450	5.3%
HS Grad (or Equivalent)	9,291	22.5%	25,887	22.7%	44,110	22.4%
Some College, No Degree	12,944	31.4%	34,784	30.5%	58,951	30.0%
Associate Degree	4,078	9.9%	10,713	9.4%	19,481	9.9%
Bachelor Degree	7,683	18.6%	22,094	19.3%	37,565	19.1%
Graduates Degree	2,857	6.9%	8,179	7.2%	14,676	7.5%

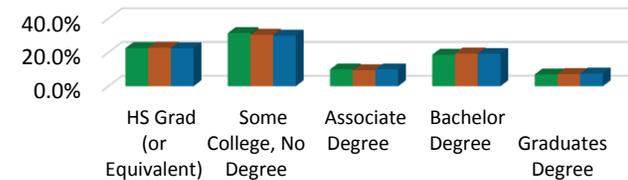
Ethnic Breakdown



Household Income Levels - %



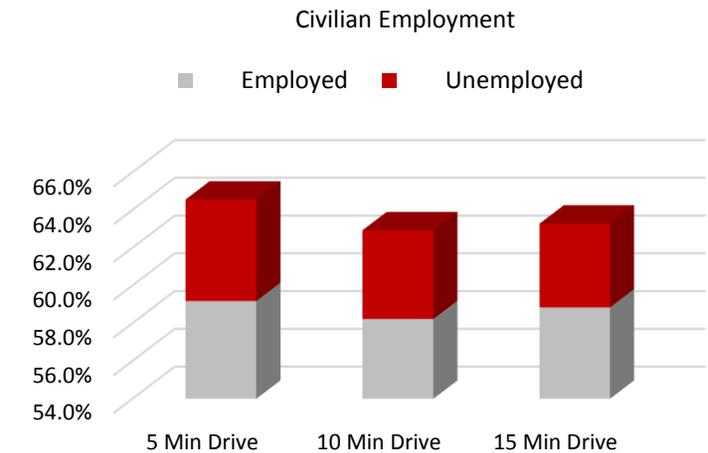
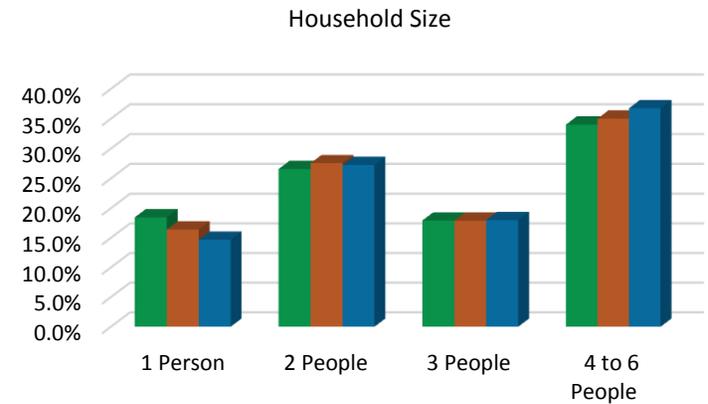
Education



# Consumer Demographic Profile

**Site:** I-215 and Murrieta Hot Springs Rd  
**Address:** I-215 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

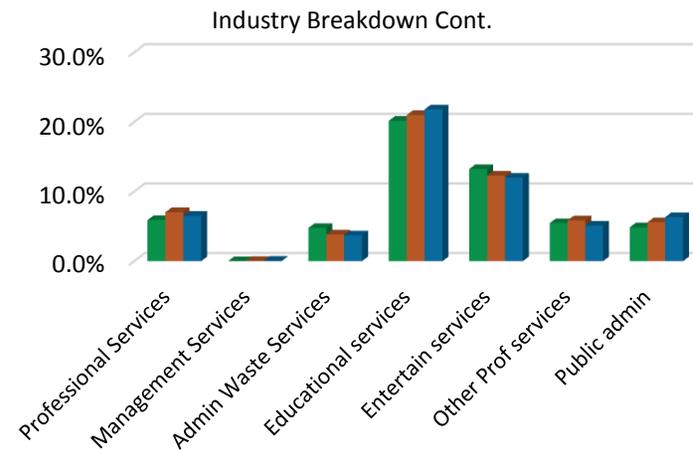
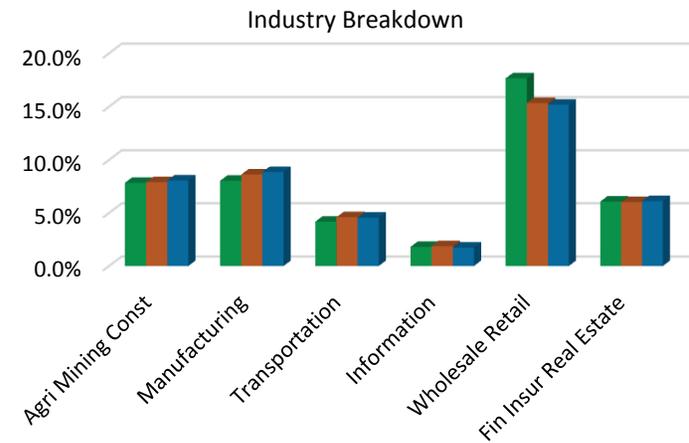
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	16,545		45,517		78,780	
Single - Male	517	3.1%	1,192	2.6%	2,067	2.6%
Single - Female	1,370	8.3%	3,099	6.8%	5,023	6.4%
Single Parent - Male	717	4.3%	1,854	4.1%	2,907	3.7%
Single Parent - Female	2,355	14.2%	5,063	11.1%	7,288	9.3%
Married w/ Children	5,589	33.8%	16,778	36.9%	30,895	39.2%
Married w/out Children	5,997	36.2%	17,532	38.5%	30,599	38.8%
<b>Household Size</b>						
1 Person	3,962	18.5%	9,475	16.4%	14,325	14.7%
2 People	5,699	26.6%	15,909	27.5%	26,552	27.2%
3 People	3,846	17.9%	10,340	17.9%	17,549	18.0%
4 to 6 People	7,298	34.0%	20,223	35.0%	35,837	36.8%
7+ People	644	3.0%	1,804	3.1%	3,211	3.3%
<b>Home Ownership</b>	21,449		57,751		97,474	
Owners	13,316	62.1%	38,239	66.2%	68,945	70.7%
Renters	8,133	37.9%	19,512	33.8%	28,529	29.3%
<b>Components of Change</b>						
Births	869	1.3%	2,340	1.3%	3,969	1.3%
Deaths	394	0.6%	1,170	0.7%	1,981	0.6%
Migration	959	1.5%	2,076	1.2%	3,772	1.2%
<b>Employment (Pop 16+)</b>	50,629		140,335		243,096	
Armed Services	467	0.9%	1,600	1.1%	2,853	1.2%
Civilian	32,684	64.6%	88,312	62.9%	153,833	63.3%
Employed	29,962	59.2%	81,710	58.2%	143,046	58.8%
Unemployed	2,722	5.4%	6,602	4.7%	10,788	4.4%
Not in Labor Force	17,478	34.5%	50,423	35.9%	86,409	35.5%
<b>Employed Population</b>	29,962		81,710		143,046	
White Collar	19,115	63.8%	52,662	64.5%	92,190	64.4%
Blue Collar	10,847	36.2%	29,048	35.5%	50,856	35.6%



## Consumer Demographic Profile

**Site:** I-215 and Murrieta Hot Springs Rd  
**Address:** I-215 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	29,962		81,710		143,046	
White Collar	19,115	63.8%	52,662	64.5%	92,190	64.4%
Managerial executive	4,790	16.0%	13,301	16.3%	22,934	16.0%
Prof specialty	6,105	20.4%	17,454	21.4%	31,441	22.0%
Healthcare support	577	1.9%	1,402	1.7%	2,301	1.6%
Sales	4,368	14.6%	10,825	13.2%	18,484	12.9%
Office Admin	3,275	10.9%	9,680	11.8%	17,029	11.9%
Blue Collar	10,847	36.2%	29,048	35.5%	50,856	35.6%
Protective	726	2.4%	2,714	3.3%	5,283	3.7%
Food Prep Serving	2,104	7.0%	5,459	6.7%	9,069	6.3%
Bldg Maint/Cleaning	813	2.7%	2,342	2.9%	4,245	3.0%
Personal Care	2,111	7.0%	4,794	5.9%	8,072	5.6%
Farming/Fishing/Forestry	82	0.3%	158	0.2%	229	0.2%
Construction	2,489	8.3%	6,582	8.1%	11,676	8.2%
Production Transp	2,522	8.4%	6,998	8.6%	12,282	8.6%
<b>Employment By Industry</b>	29,962		81,710		143,046	
Agri Mining Const	2,350	7.8%	6,458	7.9%	11,523	8.1%
Manufacturing	2,407	8.0%	7,050	8.6%	12,674	8.9%
Transportation	1,252	4.2%	3,755	4.6%	6,511	4.6%
Information	539	1.8%	1,530	1.9%	2,484	1.7%
Wholesale Retail	5,289	17.7%	12,538	15.3%	21,730	15.2%
Fin Insur Real Estate	1,820	6.1%	4,922	6.0%	8,759	6.1%
Professional Services	1,771	5.9%	5,746	7.0%	9,318	6.5%
Management Services	0	0.0%	30	0.0%	78	0.1%
Admin Waste Services	1,428	4.8%	3,143	3.8%	5,274	3.7%
Educational services	6,044	20.2%	17,156	21.0%	31,197	21.8%
Entertain services	3,967	13.2%	10,037	12.3%	17,144	12.0%
Other Prof services	1,639	5.5%	4,782	5.9%	7,313	5.1%
Public admin	1,456	4.9%	4,565	5.6%	9,040	6.3%



# Household Segmentation Profile

Site: I-215 and Murrieta Hot Springs Rd  
 Address: I-215 and Murrieta Hot Springs Rd | Murrieta CA  
 Date: 5/15/2019



Hcl<sup>®</sup> ECOSolutions

Trade Area 1:

Trade Area 2:

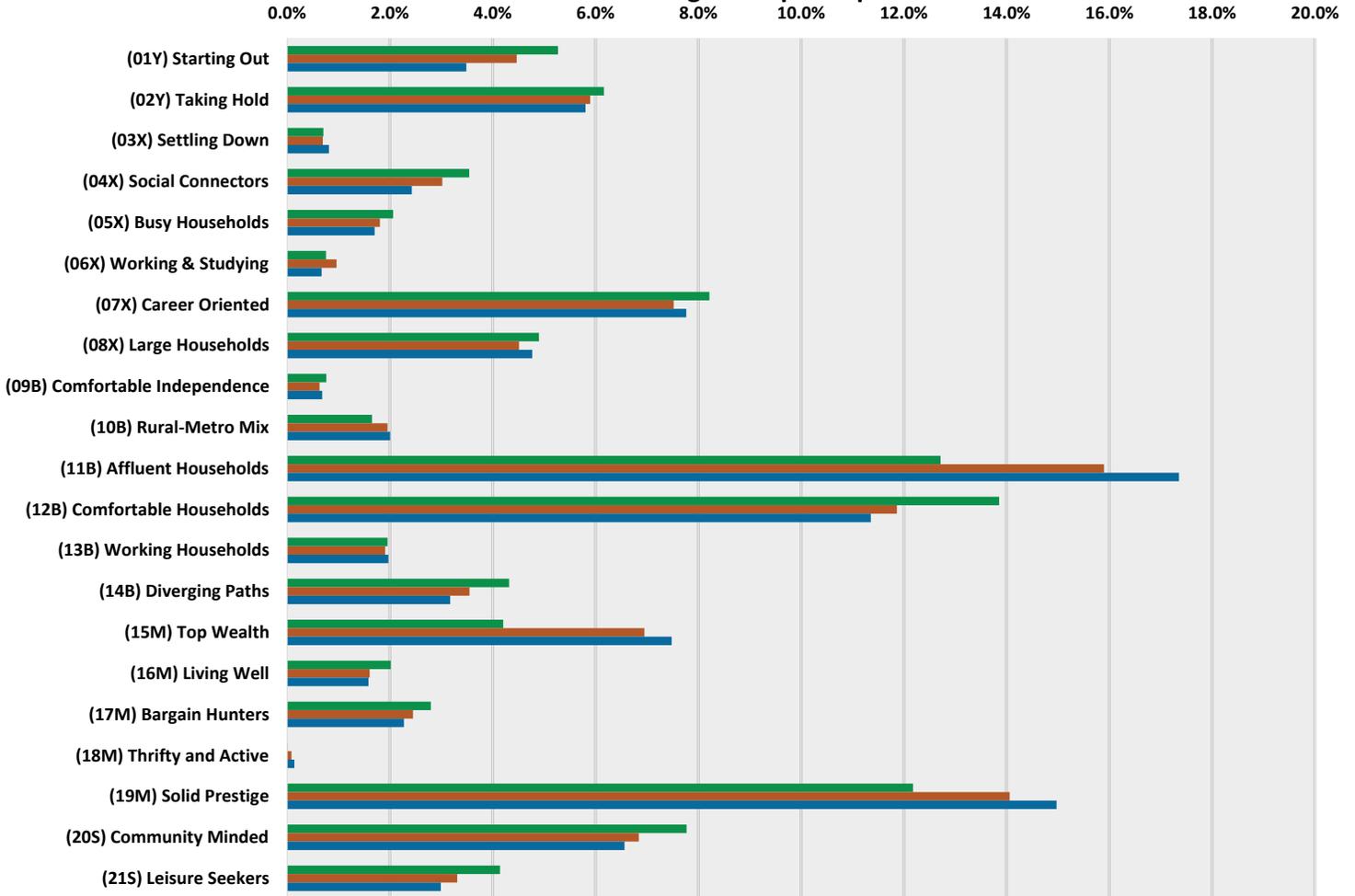
Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

## Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

5 Min Drive

10 Min Drive

15 Min Drive

Total Households

19,961

100%

53,464

100%

91,758

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	1,726	8.6%	5,503	10.3%	10,538	11.5%
2	17- Firmly Established	(12B) Comfortable Households	1,614	8.1%	3,619	6.8%	6,031	6.6%
3	13- Work & Play	(12B) Comfortable Households	1,151	5.8%	2,723	5.1%	4,390	4.8%
4	36- Persistent & Productive	(20S) Community Minded	985	4.9%	2,429	4.5%	4,041	4.4%
5	08- Solid Surroundings	(19M) Solid Prestige	973	4.9%	2,798	5.2%	5,323	5.8%
6	09- Busy Schedules	(19M) Solid Prestige	913	4.6%	3,131	5.9%	5,489	6.0%
7	24- Career Building	(02Y) Taking Hold	827	4.1%	2,108	3.9%	3,495	3.8%
8	03- Corporate Connected	(15M) Top Wealth	692	3.5%	2,584	4.8%	4,773	5.2%
9	33- Urban Diversity	(14B) Diverging Paths	670	3.4%	1,398	2.6%	1,997	2.2%
10	26- Getting Established	(07X) Career Oriented	661	3.3%	1,364	2.6%	2,036	2.2%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: I-215 and Murrieta Hot Springs Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		19,961	100%	53,464	100%	91,758	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(01Y) Starting Out</b>		<b>1,052</b>	<b>5.3%</b>	<b>2,390</b>	<b>4.5%</b>	<b>3,202</b>	<b>3.5%</b>
	<a href="#">39- Setting Goals</a>	94	0.5%	233	0.4%	331	0.4%
	<a href="#">45- Offices &amp; Entertainment</a>	187	0.9%	390	0.7%	597	0.7%
	<a href="#">57- Collegiate Crowd</a>	493	2.5%	1,133	2.1%	1,453	1.6%
	<a href="#">58- Outdoor Fervor</a>	2	0.0%	66	0.1%	127	0.1%
	<a href="#">67- First Steps</a>	276	1.4%	568	1.1%	693	0.8%
<b>(02Y) Taking Hold</b>		<b>1,231</b>	<b>6.2%</b>	<b>3,152</b>	<b>5.9%</b>	<b>5,327</b>	<b>5.8%</b>
	<a href="#">18- Climbing the Ladder</a>	87	0.4%	245	0.5%	441	0.5%
	<a href="#">21- Children First</a>	229	1.1%	558	1.0%	928	1.0%
	<a href="#">24- Career Building</a>	827	4.1%	2,108	3.9%	3,495	3.8%
	<a href="#">30- Out &amp; About</a>	87	0.4%	241	0.5%	464	0.5%
<b>(03X) Settling Down</b>		<b>141</b>	<b>0.7%</b>	<b>372</b>	<b>0.7%</b>	<b>749</b>	<b>0.8%</b>
	<a href="#">34- Outward Bound</a>	0	0.0%	12	0.0%	58	0.1%
	<a href="#">41- Rural Adventure</a>	30	0.2%	75	0.1%	176	0.2%
	<a href="#">46- Rural &amp; Active</a>	110	0.6%	285	0.5%	515	0.6%
<b>(04X) Social Connectors</b>		<b>708</b>	<b>3.5%</b>	<b>1,615</b>	<b>3.0%</b>	<b>2,225</b>	<b>2.4%</b>
	<a href="#">42- Creative Variety</a>	136	0.7%	290	0.5%	519	0.6%
	<a href="#">52- Stylish &amp; Striving</a>	163	0.8%	388	0.7%	587	0.6%
	<a href="#">59- Mobile Mixers</a>	410	2.1%	936	1.8%	1,119	1.2%
<b>(05X) Busy Households</b>		<b>411</b>	<b>2.1%</b>	<b>964</b>	<b>1.8%</b>	<b>1,562</b>	<b>1.7%</b>
	<a href="#">37- Firm Foundations</a>	212	1.1%	513	1.0%	965	1.1%
	<a href="#">62- Movies &amp; Sports</a>	199	1.0%	452	0.8%	597	0.7%
<b>(06X) Working &amp; Studying</b>		<b>151</b>	<b>0.8%</b>	<b>514</b>	<b>1.0%</b>	<b>614</b>	<b>0.7%</b>
	<a href="#">61- City Life</a>	3	0.0%	179	0.3%	182	0.2%
	<a href="#">69- Productive Havens</a>	36	0.2%	87	0.2%	142	0.2%
	<a href="#">70- Favorably Frugal</a>	113	0.6%	248	0.5%	290	0.3%
<b>(07X) Career Oriented</b>		<b>1,641</b>	<b>8.2%</b>	<b>4,023</b>	<b>7.5%</b>	<b>7,125</b>	<b>7.8%</b>
	<a href="#">06- Casual Comfort</a>	649	3.2%	1,933	3.6%	3,854	4.2%
	<a href="#">10- Careers &amp; Travel</a>	199	1.0%	469	0.9%	810	0.9%
	<a href="#">20- Carving Out Time</a>	132	0.7%	257	0.5%	424	0.5%
	<a href="#">26- Getting Established</a>	661	3.3%	1,364	2.6%	2,036	2.2%
<b>(08X) Large Households</b>		<b>979</b>	<b>4.9%</b>	<b>2,414</b>	<b>4.5%</b>	<b>4,378</b>	<b>4.8%</b>
	<a href="#">11- Schools &amp; Shopping</a>	264	1.3%	764	1.4%	1,429	1.6%
	<a href="#">12- On the Go</a>	285	1.4%	639	1.2%	1,105	1.2%
	<a href="#">19- Country Comfort</a>	2	0.0%	69	0.1%	229	0.2%
	<a href="#">27- Tenured Proprietors</a>	427	2.1%	943	1.8%	1,614	1.8%
<b>(09B) Comfortable Independence</b>		<b>152</b>	<b>0.8%</b>	<b>338</b>	<b>0.6%</b>	<b>629</b>	<b>0.7%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	0	0.0%	2	0.0%
	<a href="#">35- Working &amp; Active</a>	72	0.4%	172	0.3%	330	0.4%
	<a href="#">56- Metro Active</a>	80	0.4%	166	0.3%	297	0.3%
<b>(10B) Rural-Metro Mix</b>		<b>330</b>	<b>1.7%</b>	<b>1,046</b>	<b>2.0%</b>	<b>1,841</b>	<b>2.0%</b>
	<a href="#">47- Rural Parents</a>	0	0.0%	49	0.1%	131	0.1%
	<a href="#">53- Metro Strivers</a>	329	1.7%	831	1.6%	1,441	1.6%
	<a href="#">60- Rural &amp; Mobile</a>	1	0.0%	166	0.3%	269	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

Market: I-215 and Murrieta Hot Springs Rd | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		19,961	100%	53,464	100%	91,758	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
<b>(11B) Affluent Households</b>		<b>2,538</b>	<b>12.7%</b>	<b>8,498</b>	<b>15.9%</b>	<b>15,924</b>	<b>17.4%</b>
	<a href="#">01- Summit Estates</a>	179	0.9%	1,352	2.5%	2,486	2.7%
	<a href="#">04- Top Professionals</a>	1,726	8.6%	5,503	10.3%	10,538	11.5%
	<a href="#">07- Active Lifestyles</a>	632	3.2%	1,644	3.1%	2,900	3.2%
<b>(12B) Comfortable Households</b>		<b>2,765</b>	<b>13.9%</b>	<b>6,343</b>	<b>11.9%</b>	<b>10,421</b>	<b>11.4%</b>
	<a href="#">13- Work &amp; Play</a>	1,151	5.8%	2,723	5.1%	4,390	4.8%
	<a href="#">17- Firmly Established</a>	1,614	8.1%	3,619	6.8%	6,031	6.6%
<b>(13B) Working Households</b>		<b>390</b>	<b>2.0%</b>	<b>1,019</b>	<b>1.9%</b>	<b>1,811</b>	<b>2.0%</b>
	<a href="#">38- Occupational Mix</a>	390	2.0%	1,002	1.9%	1,757	1.9%
	<a href="#">48- Farm &amp; Home</a>	0	0.0%	18	0.0%	54	0.1%
<b>(14B) Diverging Paths</b>		<b>862</b>	<b>4.3%</b>	<b>1,898</b>	<b>3.6%</b>	<b>2,910</b>	<b>3.2%</b>
	<a href="#">16- Country Enthusiasts</a>	0	0.0%	32	0.1%	101	0.1%
	<a href="#">22- Comfortable Cornerstones</a>	99	0.5%	192	0.4%	309	0.3%
	<a href="#">31- Mid-American</a>	93	0.5%	247	0.5%	473	0.5%
	<a href="#">32- Metro Mix</a>	0	0.0%	30	0.1%	30	0.0%
	<a href="#">33- Urban Diversity</a>	670	3.4%	1,398	2.6%	1,997	2.2%
<b>(15M) Top Wealth</b>		<b>839</b>	<b>4.2%</b>	<b>3,716</b>	<b>7.0%</b>	<b>6,868</b>	<b>7.5%</b>
	<a href="#">02- Established Elite</a>	147	0.7%	1,132	2.1%	2,095	2.3%
	<a href="#">03- Corporate Connected</a>	692	3.5%	2,584	4.8%	4,773	5.2%
<b>(16M) Living Well</b>		<b>403</b>	<b>2.0%</b>	<b>859</b>	<b>1.6%</b>	<b>1,454</b>	<b>1.6%</b>
	<a href="#">14- Career Centered</a>	309	1.6%	635	1.2%	1,018	1.1%
	<a href="#">15- Country Ways</a>	0	0.0%	17	0.0%	52	0.1%
	<a href="#">23- Good Neighbors</a>	93	0.5%	206	0.4%	384	0.4%
<b>(17M) Bargain Hunters</b>		<b>558</b>	<b>2.8%</b>	<b>1,309</b>	<b>2.4%</b>	<b>2,085</b>	<b>2.3%</b>
	<a href="#">43- Work &amp; Causes</a>	88	0.4%	192	0.4%	343	0.4%
	<a href="#">44- Open Houses</a>	104	0.5%	220	0.4%	391	0.4%
	<a href="#">55- Community Life</a>	108	0.5%	282	0.5%	512	0.6%
	<a href="#">63- Staying Home</a>	230	1.2%	539	1.0%	714	0.8%
	<a href="#">68- Staying Healthy</a>	29	0.1%	76	0.1%	125	0.1%
<b>(18M) Thrifty &amp; Active</b>		<b>1</b>	<b>0.0%</b>	<b>46</b>	<b>0.1%</b>	<b>128</b>	<b>0.1%</b>
	<a href="#">40- Great Outdoors</a>	0	0.0%	9	0.0%	28	0.0%
	<a href="#">50- Rural Community</a>	0	0.0%	29	0.1%	73	0.1%
	<a href="#">54- Work &amp; Outdoors</a>	0	0.0%	8	0.0%	27	0.0%
<b>(19M) Solid Prestige</b>		<b>2,431</b>	<b>12.2%</b>	<b>7,516</b>	<b>14.1%</b>	<b>13,737</b>	<b>15.0%</b>
	<a href="#">05- Active &amp; Involved</a>	545	2.7%	1,587	3.0%	2,926	3.2%
	<a href="#">08- Solid Surroundings</a>	973	4.9%	2,798	5.2%	5,323	5.8%
	<a href="#">09- Busy Schedules</a>	913	4.6%	3,131	5.9%	5,489	6.0%
<b>(20S) Community Minded</b>		<b>1,552</b>	<b>7.8%</b>	<b>3,660</b>	<b>6.8%</b>	<b>6,023</b>	<b>6.6%</b>
	<a href="#">25- Clubs &amp; Causes</a>	227	1.1%	511	1.0%	867	0.9%
	<a href="#">28- Community Pillars</a>	341	1.7%	720	1.3%	1,115	1.2%
	<a href="#">36- Persistent &amp; Productive</a>	985	4.9%	2,429	4.5%	4,041	4.4%
<b>(21S) Leisure Seekers</b>		<b>827</b>	<b>4.1%</b>	<b>1,771</b>	<b>3.3%</b>	<b>2,743</b>	<b>3.0%</b>
	<a href="#">49- Home &amp; Garden</a>	218	1.1%	506	0.9%	826	0.9%
	<a href="#">51- Role Models</a>	129	0.6%	272	0.5%	436	0.5%
	<a href="#">64- Practical &amp; Careful</a>	166	0.8%	378	0.7%	542	0.6%
	<a href="#">65- Hobbies &amp; Shopping</a>	156	0.8%	291	0.5%	441	0.5%
	<a href="#">66- Helping Hands</a>	158	0.8%	324	0.6%	498	0.5%

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

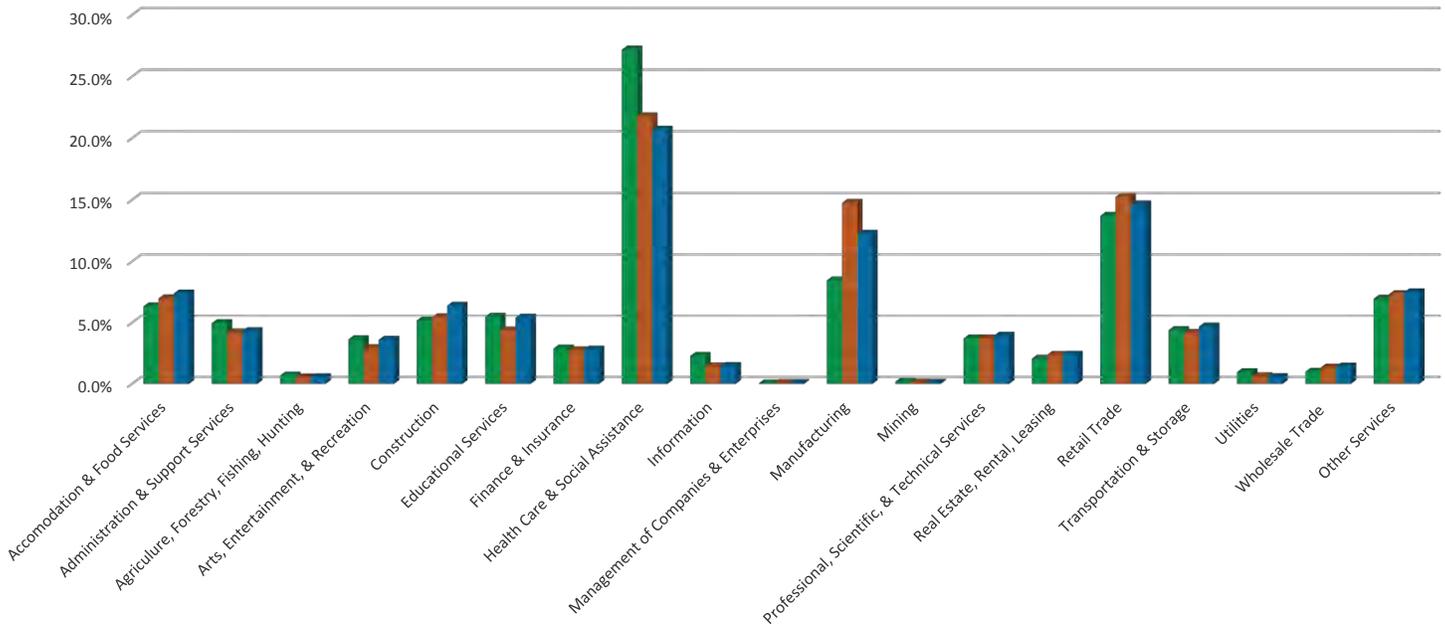
### Employment Profile

Site: I-215 and Murrieta Hot Springs Rd  
 Address: I-215 and Murrieta Hot Springs Rd | Murrieta CA  
 Date Report Created: 5/15/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	64,234		171,170		276,410	
Student Population	19,402		45,078		77,063	
Median Employee Salary	43,992		43,837		43,540	
Average Employee Salary	51,114		50,666		50,388	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	791	4.0%	2,363	4.1%	3,486	4.2%
15,000 to 30,000 CrYr	3,321	16.7%	9,207	16.0%	13,447	16.2%
30,000 to 45,000 CrYr	6,609	33.2%	19,718	34.3%	28,324	34.2%
45,000 to 60,000 CrYr	3,897	19.6%	11,299	19.6%	16,243	19.6%
60,000 to 75,000 CrYr	1,563	7.8%	4,598	8.0%	6,629	8.0%
75,000 to 90,000 CrYr	1,354	6.8%	3,739	6.5%	5,419	6.5%
90,000 to 100,000 CrYr	356	1.8%	948	1.6%	1,370	1.7%
Over 100,000 CrYr	2,037	10.2%	5,689	9.9%	8,017	9.7%

### Industry Groups

Employee's by Industry



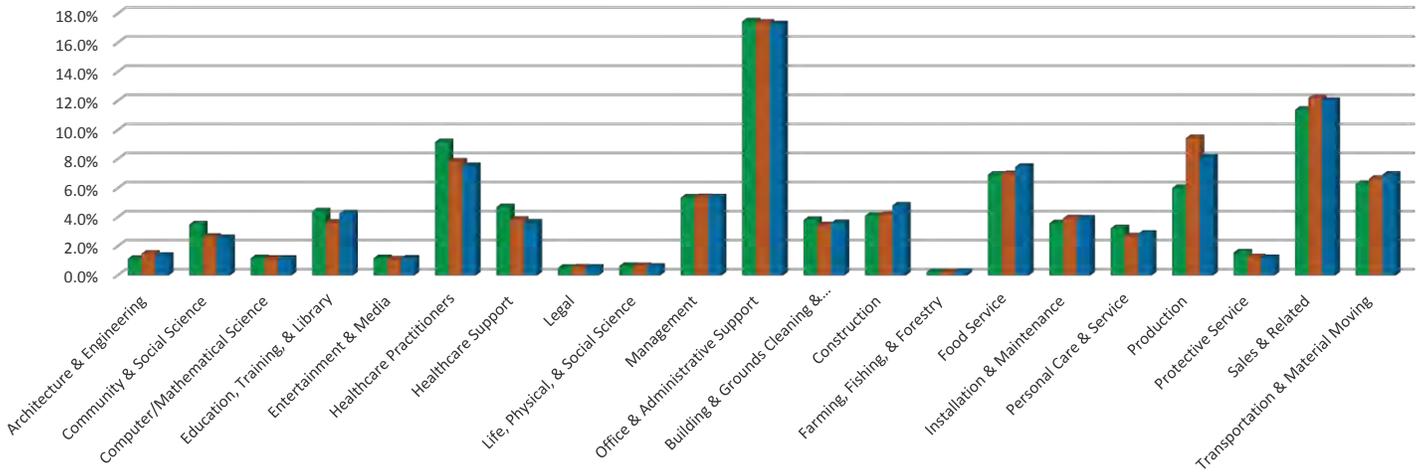
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,735</b>	<b>100%</b>	<b>19,928</b>	<b>100%</b>	<b>4,343</b>	<b>100%</b>	<b>57,561</b>	<b>100%</b>	<b>6,631</b>	<b>100%</b>	<b>82,934</b>	<b>100%</b>
Accommodation & Food Services	86	5.0%	1,261	6.3%	239	5.5%	4,017	7.0%	388	5.8%	6,124	7.4%
Administration & Support Services	67	3.9%	988	5.0%	165	3.8%	2,419	4.2%	251	3.8%	3,565	4.3%
Agriculture, Forestry, Fishing, Hunting	6	0.3%	135	0.7%	20	0.5%	302	0.5%	35	0.5%	444	0.5%
Arts, Entertainment, & Recreation	44	2.5%	725	3.6%	104	2.4%	1,680	2.9%	179	2.7%	2,984	3.6%
Construction	86	5.0%	1,033	5.2%	244	5.6%	3,130	5.4%	428	6.5%	5,295	6.4%
Educational Services	48	2.8%	1,093	5.5%	106	2.4%	2,506	4.4%	178	2.7%	4,490	5.4%
Finance & Insurance	116	6.7%	575	2.9%	280	6.4%	1,574	2.7%	411	6.2%	2,323	2.8%
Health Care & Social Assistance	454	26.2%	5,417	27.2%	986	22.7%	12,530	21.8%	1,438	21.7%	17,154	20.7%
Information	28	1.6%	452	2.3%	61	1.4%	820	1.4%	100	1.5%	1,206	1.5%
Management of Companies & Enterprises	0	0.0%	5	0.0%	2	0.1%	40	0.1%	3	0.0%	54	0.1%
Manufacturing	76	4.4%	1,685	8.5%	183	4.2%	8,491	14.8%	261	3.9%	10,154	12.2%
Mining	2	0.1%	33	0.2%	3	0.1%	58	0.1%	4	0.1%	74	0.1%
Professional, Scientific, & Technical Services	153	8.8%	739	3.7%	402	9.3%	2,137	3.7%	610	9.2%	3,262	3.9%
Real Estate, Rental, Leasing	79	4.5%	410	2.1%	215	5.0%	1,362	2.4%	321	4.8%	1,973	2.4%
Retail Trade	213	12.3%	2,730	13.7%	577	13.3%	8,770	15.2%	840	12.7%	12,133	14.6%
Transportation & Storage	12	0.7%	875	4.4%	40	0.9%	2,393	4.2%	75	1.1%	3,884	4.7%
Utilities	4	0.2%	190	1.0%	7	0.2%	357	0.6%	9	0.1%	453	0.5%
Wholesale Trade	25	1.5%	197	1.0%	83	1.9%	761	1.3%	132	2.0%	1,165	1.4%
Other Services	236	13.6%	1,386	7.0%	626	14.4%	4,212	7.3%	969	14.6%	6,196	7.5%

### Employment Profile

Site: I-215 and Murrieta Hot Springs Rd  
 Address: I-215 and Murrieta Hot Springs Rd | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	10,333	51.9%	27,743	48.2%	39,831	48.0%
Architecture & Engineering	226	1.1%	856	1.5%	1,112	1.3%
Community & Social Science	698	3.5%	1,522	2.6%	2,133	2.6%
Computer/Mathematical Science	234	1.2%	654	1.1%	946	1.1%
Education, Training, & Library	878	4.4%	2,085	3.6%	3,534	4.3%
Entertainment & Media	235	1.2%	627	1.1%	956	1.2%
Healthcare Practitioners	1,827	9.2%	4,505	7.8%	6,240	7.5%
Healthcare Support	937	4.7%	2,202	3.8%	3,012	3.6%
Legal	102	0.5%	309	0.5%	433	0.5%
Life, Physical, & Social Science	127	0.6%	360	0.6%	489	0.6%
Management	1,067	5.4%	3,098	5.4%	4,452	5.4%
Office & Administrative Support	3,480	17.5%	9,997	17.4%	14,316	17.3%
<b>Blue Collar</b>	9,400	47.2%	29,321	50.9%	42,370	51.1%
Building & Grounds Cleaning & Maintenance	759	3.8%	1,981	3.4%	2,985	3.6%
Construction	817	4.1%	2,406	4.2%	3,991	4.8%
Farming, Fishing, & Forestry	44	0.2%	119	0.2%	187	0.2%
Food Service	1,382	6.9%	4,009	7.0%	6,190	7.5%
Installation & Maintenance	714	3.6%	2,259	3.9%	3,235	3.9%
Personal Care & Service	646	3.2%	1,542	2.7%	2,371	2.9%
Production	1,199	6.0%	5,437	9.4%	6,728	8.1%
Protective Service	313	1.6%	710	1.2%	984	1.2%
Sales & Related	2,270	11.4%	7,031	12.2%	9,951	12.0%
Transportation & Material Moving	1,255	6.3%	3,827	6.6%	5,748	6.9%
<b>Military Services</b>	195	1.0%	496	0.9%	732	0.9%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	19,928	57,561	82,934
2018 Q3	18,512	53,975	77,037
2018 Q2	19,505	56,635	81,243
2018 Q1	20,288	58,820	84,314
2017 Q4	20,390	59,206	84,912
2017 Q3	19,049	56,423	80,240
2017 Q2	20,216	59,007	84,536
2017 Q1	20,440	59,631	85,376
2016 Q4	20,097	60,111	85,924

**Consumer Demand & Market Supply Assessment**

Site: I-215 and Murrieta Hot Springs Rd  
Address: I-215 and Murrieta Hot Springs Rd | Murrieta CA  
Date Report Created: 5/15/2019

	5 Min Drive	10 Min Drive	15 Min Drive
<b>Demographics</b>			
Population	65,420	179,511	311,034
5-Year Population estimate	72,759	202,388	355,874
Population Households	65,092	178,690	309,300
Group Quarters Population	328	820	1,734
Households	21,449	57,751	97,474
5-Year Households estimate	23,926	65,131	111,406
WorkPlace Establishments	1,735	4,343	6,631
Workplace Employees	19,928	57,561	82,934
Median Household Income	\$74,439	\$79,115	\$82,948

**By Establishments**

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	\$156,332,431	\$13,793,195	(\$142,539,235)	-91%	\$440,207,173	\$149,262,141	(\$290,945,031)	-66%	\$754,987,911	\$314,748,065	(\$440,239,847)	-58%
Direct Selling Establishments	\$5,612,460	\$1,218,942	(\$4,393,519)	-78%	\$15,689,192	\$6,769,032	(\$8,920,160)	-57%	\$27,198,231	\$9,845,666	(\$17,352,565)	-64%
Beer/Wine/Liquor Stores	\$9,663,090	\$4,684,629	(\$4,978,461)	-52%	\$27,139,078	\$9,063,137	(\$18,075,941)	-67%	\$47,179,228	\$14,047,679	(\$33,131,549)	-70%
Florists/Misc. Store Retailers	\$1,543,255	\$900,442	(\$642,813)	-42%	\$4,335,769	\$1,932,341	(\$2,403,429)	-55%	\$7,545,444	\$2,274,439	(\$5,271,006)	-70%
Automotive Dealers	\$208,926,728	\$126,976,566	(\$81,950,161)	-39%	\$588,724,942	\$764,281,143	\$175,556,201	30%	\$1,028,087,497	\$896,712,734	(\$131,374,763)	-13%
Specialty Food Stores	\$6,703,416	\$4,309,609	(\$2,393,807)	-36%	\$18,779,185	\$13,244,454	(\$5,534,731)	-29%	\$32,614,177	\$18,155,007	(\$14,459,170)	-44%
Shoe Stores	\$6,884,272	\$4,984,323	(\$1,899,949)	-28%	\$19,406,757	\$15,128,260	(\$4,278,498)	-22%	\$33,941,982	\$19,263,799	(\$14,678,184)	-43%
Department Stores	\$27,162,285	\$20,458,024	(\$6,704,260)	-25%	\$76,201,010	\$64,974,391	(\$11,226,619)	-15%	\$132,561,605	\$91,336,563	(\$41,225,042)	-31%
Book/Periodical/Music Stores	\$3,556,263	\$2,710,603	(\$845,660)	-24%	\$9,950,248	\$10,072,312	\$122,064	1%	\$17,257,109	\$14,617,806	(\$2,639,303)	-15%
Clothing Stores	\$50,447,844	\$46,217,787	(\$4,230,058)	-8%	\$141,687,735	\$155,992,875	\$14,305,140	10%	\$247,003,826	\$203,796,885	(\$43,206,941)	-17%
Bar/Drinking Places (Alcoholic Beverages)	\$3,233,531	\$2,970,554	(\$262,977)	-8%	\$9,463,505	\$10,669,515	\$1,206,010	13%	\$14,721,604	\$14,548,942	(\$172,663)	-1%
Office Supplies/Stationary/Gift	\$5,627,546	\$5,222,761	(\$404,785)	-7%	\$15,883,149	\$16,337,877	\$454,728	3%	\$27,343,628	\$23,203,474	(\$4,140,154)	-15%
Other Misc. Store Retailers	\$15,814,292	\$14,711,072	(\$1,103,220)	-7%	\$44,508,708	\$39,061,259	(\$5,447,450)	-12%	\$77,636,897	\$64,511,703	(\$13,125,194)	-17%
Special Food Services	\$11,035,513	\$10,536,239	(\$499,274)	-5%	\$31,719,736	\$33,034,615	\$1,314,879	4%	\$52,791,600	\$51,291,627	(\$1,499,973)	-3%
Health/Personal Care Stores	\$61,836,075	\$60,424,783	(\$1,411,292)	-2%	\$172,501,842	\$161,846,544	(\$10,655,298)	-6%	\$299,216,274	\$227,685,333	(\$71,530,942)	-24%
Grocery Stores	\$113,649,166	\$115,050,454	\$1,401,288	1%	\$318,330,573	\$288,417,392	(\$29,913,181)	-9%	\$552,909,675	\$454,779,390	(\$98,130,285)	-18%
Limited-Service Eating Places	\$52,866,133	\$55,892,845	\$3,026,713	6%	\$151,932,726	\$163,528,778	\$11,596,052	8%	\$252,974,551	\$251,328,532	(\$1,646,019)	-1%
Electronics/Appliance	\$19,005,740	\$20,810,481	\$1,804,742	9%	\$54,207,287	\$57,925,949	\$3,718,662	7%	\$90,871,930	\$84,916,830	(\$5,955,101)	-7%
Full-Service Restaurants	\$52,918,305	\$58,078,629	\$5,160,324	10%	\$153,189,481	\$229,744,430	\$76,554,950	50%	\$248,415,201	\$335,731,697	\$87,316,497	35%
Other Motor Vehicle Dealers	\$13,009,043	\$14,279,012	\$1,269,969	10%	\$36,678,580	\$41,198,856	\$4,520,276	12%	\$64,045,251	\$66,994,383	\$2,949,132	5%
Automotive Parts/Accessories/Tire	\$17,988,015	\$20,781,947	\$2,793,932	16%	\$50,172,521	\$49,429,677	(\$742,844)	-1%	\$87,048,394	\$79,718,845	(\$7,329,549)	-8%
Gasoline Stations	\$84,271,310	\$102,972,492	\$18,701,182	22%	\$236,096,169	\$278,036,729	\$41,940,560	18%	\$410,614,093	\$437,864,635	\$27,250,543	7%
Sporting Goods/Hobby/Musical Instrument	\$12,392,868	\$15,595,618	\$3,202,750	26%	\$34,846,194	\$48,041,911	\$13,195,718	38%	\$60,738,563	\$59,916,551	(\$822,012)	-1%
Furniture Stores	\$12,243,004	\$16,408,376	\$4,165,372	34%	\$34,459,021	\$32,448,941	(\$2,010,080)	-6%	\$60,122,224	\$63,645,034	\$3,522,810	6%
Other General Merchandise Stores	\$117,562,366	\$159,161,716	\$41,599,350	35%	\$329,362,093	\$384,258,092	\$54,895,999	17%	\$571,842,428	\$585,587,491	\$13,745,063	2%
Building Material/Supplies Dealers	\$63,554,453	\$86,115,378	\$22,560,925	35%	\$178,022,728	\$240,693,109	\$62,670,382	35%	\$309,508,768	\$336,778,845	\$27,270,078	9%
Home Furnishing Stores	\$11,382,342	\$15,442,025	\$4,059,683	36%	\$31,929,757	\$31,811,679	(\$118,078)	0%	\$55,550,172	\$45,159,077	(\$10,391,095)	-19%
Jewelry/Luggage/Leather Goods	\$6,990,590	\$10,231,701	\$3,241,111	46%	\$19,637,525	\$28,147,121	\$8,509,596	43%	\$34,184,275	\$36,162,985	\$1,978,709	6%
Lawn/Garden Equipment/Supplies Stores	\$7,313,784	\$15,409,207	\$8,095,422	111%	\$20,555,642	\$34,830,091	\$14,274,450	69%	\$35,784,892	\$60,656,059	\$24,871,167	70%
Used Merchandise Stores	\$3,757,142	\$8,122,527	\$4,365,385	116%	\$10,561,860	\$15,331,588	\$4,769,728	45%	\$18,395,731	\$23,015,636	\$4,619,905	25%
Vending Machine Operators (Non-Store)	\$6,850,589	\$17,178,059	\$10,327,470	151%	\$19,235,674	\$24,167,921	\$4,932,247	26%	\$33,285,421	\$46,068,188	\$12,782,759	38%
<b>Consumer Demand/Market Supply Index</b>	<b>\$1,170,133,852</b>	<b>\$1,051,649,998</b>	<b>111</b>		<b>\$3,295,415,861</b>	<b>\$3,399,682,161</b>	<b>97</b>		<b>\$5,686,378,592</b>	<b>\$4,934,363,896</b>	<b>115</b>	

**Consumer Demand & Market Supply Assessment**

Site: I-215 and Murrieta Hot Springs Rd  
Address: I-215 and Murrieta Hot Springs Rd | Murrieta CA  
Date Report Created: 5/15/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 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	\$23,309,902	\$9,646,919	(\$13,662,982)	-59%	\$68,452,114	\$43,720,780	(\$24,731,333)	-36%	\$104,009,048	\$78,912,344	(\$25,096,704)	-24%
Footwear, including Accessories	\$17,011,267	\$10,381,149	(\$6,630,117)	-39%	\$47,957,990	\$34,107,247	(\$13,850,743)	-29%	\$83,892,991	\$46,642,886	(\$37,250,105)	-44%
Autos/Cars/Vans/Trucks/Motorcycles	\$184,362,900	\$115,241,866	(\$69,121,034)	-37%	\$519,669,653	\$670,721,912	\$151,052,259	29%	\$907,824,834	\$796,815,234	(\$111,009,600)	-12%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$138,406,349	\$89,378,810	(\$49,027,539)	-35%	\$385,906,472	\$267,420,573	(\$118,485,899)	-31%	\$669,168,085	\$413,756,798	(\$255,411,287)	-38%
Pets/Pet Foods/Pet Supplies	\$10,293,034	\$7,110,569	(\$3,182,465)	-31%	\$29,294,877	\$18,661,638	(\$10,633,238)	-36%	\$51,473,382	\$30,072,789	(\$21,400,593)	-42%
Womens/Juniors/Misses Wear	\$43,788,540	\$30,522,190	(\$13,266,350)	-30%	\$122,715,909	\$104,782,541	(\$17,933,368)	-15%	\$213,597,948	\$145,445,749	(\$68,152,199)	-32%
Furniture/Sleep/Outdoor/Patio Furniture	\$31,612,854	\$22,794,129	(\$8,818,725)	-28%	\$88,969,812	\$54,813,492	(\$34,156,320)	-38%	\$155,245,954	\$98,893,126	(\$56,352,828)	-36%
Books/Periodicals	\$4,844,063	\$3,525,881	(\$1,318,181)	-27%	\$13,510,173	\$12,967,143	(\$543,030)	-4%	\$23,484,470	\$20,548,839	(\$2,935,631)	-13%
Automotive Tires/Tubes/Batteries/Parts	\$36,001,809	\$26,507,899	(\$9,493,910)	-26%	\$100,313,528	\$87,606,220	(\$12,707,308)	-13%	\$173,945,276	\$126,593,198	(\$47,352,078)	-27%
Mens Wear	\$16,897,452	\$13,135,187	(\$3,762,264)	-22%	\$47,789,957	\$44,246,553	(\$3,543,404)	-7%	\$83,639,125	\$62,208,692	(\$21,430,434)	-26%
Small Electric Appliances	\$2,459,766	\$1,954,276	(\$505,490)	-21%	\$6,903,470	\$5,646,385	(\$1,257,085)	-18%	\$12,012,132	\$8,972,472	(\$3,039,661)	-25%
Retailer Services	\$34,869,669	\$28,658,064	(\$6,211,605)	-18%	\$98,752,689	\$121,012,375	\$22,259,685	23%	\$172,715,126	\$159,583,698	(\$13,131,428)	-8%
All Other Merchandise	\$44,925,736	\$37,041,725	(\$7,884,012)	-18%	\$126,332,119	\$111,474,266	(\$14,857,853)	-12%	\$220,077,901	\$178,715,184	(\$41,362,717)	-19%
Audio Equipment/Musical Instruments	\$6,685,655	\$5,522,830	(\$1,162,825)	-17%	\$18,691,547	\$18,938,752	\$247,205	1%	\$32,478,815	\$30,068,335	(\$2,410,480)	-7%
Kitchenware/Home Furnishings	\$13,981,839	\$11,800,709	(\$2,181,130)	-16%	\$39,236,214	\$33,206,989	(\$6,029,224)	-15%	\$68,289,016	\$50,702,605	(\$17,586,410)	-26%
Packaged Liquor/Wine/Beer	\$21,288,013	\$18,954,472	(\$2,333,541)	-11%	\$59,833,094	\$46,789,783	(\$13,043,311)	-22%	\$104,273,319	\$73,182,821	(\$31,090,498)	-30%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$2,188,076	\$2,021,894	(\$166,182)	-8%	\$6,078,141	\$7,633,134	\$1,554,992	26%	\$10,503,797	\$11,379,031	\$875,234	8%
Childrens Wear/Infants/Toddlers Clothing	\$7,151,600	\$6,631,373	(\$520,227)	-7%	\$20,060,283	\$21,562,139	\$1,501,856	7%	\$35,057,092	\$29,997,946	(\$5,059,146)	-14%
Alcoholic Drinks Served at the Establishment	\$23,784,673	\$23,601,038	(\$183,635)	-1%	\$69,755,125	\$91,020,259	\$21,265,134	30%	\$107,696,554	\$132,373,979	\$24,677,424	23%
Toys/Hobby Goods/Games	\$5,883,826	\$6,040,875	\$157,050	3%	\$16,478,140	\$18,900,950	\$2,422,810	15%	\$28,656,757	\$27,831,681	(\$825,076)	-3%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$10,336,210	\$10,661,274	\$325,064	3%	\$29,096,602	\$35,011,407	\$5,914,806	20%	\$50,712,405	\$50,038,548	(\$673,857)	-1%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$5,085,849	\$5,255,200	\$169,351	3%	\$14,491,789	\$14,206,370	(\$285,419)	-2%	\$25,367,610	\$21,862,794	(\$3,504,815)	-14%
Groceries/Other Food Items (Off Premises)	\$177,494,195	\$186,311,522	\$8,817,327	5%	\$496,924,932	\$452,658,961	(\$44,265,971)	-9%	\$863,882,953	\$707,794,078	(\$156,088,875)	-18%
Meats/Nonalcoholic Beverages	\$101,841,431	\$112,003,039	\$10,161,608	10%	\$292,646,490	\$363,050,593	\$70,404,103	24%	\$487,691,429	\$548,205,085	\$60,513,656	12%
Jewelry (including Watches)	\$10,555,037	\$12,973,506	\$2,418,469	23%	\$29,636,568	\$38,483,259	\$8,846,691	30%	\$51,571,415	\$52,701,060	\$1,129,644	2%
Cigars/Cigarettes/Tobacco/Accessories	\$13,000,519	\$16,004,057	\$3,003,538	23%	\$35,799,740	\$41,111,489	\$5,311,750	15%	\$61,672,810	\$64,050,709	\$2,377,899	4%
Floor/Floor Coverings	\$9,139,298	\$11,485,520	\$2,346,222	26%	\$25,468,991	\$28,074,681	\$2,605,690	10%	\$44,141,728	\$40,194,664	(\$3,947,064)	-9%
Automotive Fuels	\$77,599,845	\$98,124,962	\$20,525,117	26%	\$217,543,637	\$261,636,880	\$44,093,242	20%	\$378,804,323	\$410,634,467	\$31,830,143	8%
Hardware/Tools/Plumbing/Electrical Supplies	\$17,800,032	\$22,729,578	\$4,929,546	28%	\$49,617,795	\$63,794,368	\$14,176,573	29%	\$86,037,170	\$90,936,524	\$4,899,354	6%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,537,278	\$3,290,439	\$753,160	30%	\$7,104,637	\$8,868,034	\$1,763,397	25%	\$12,359,521	\$12,864,648	\$505,127	4%
Soaps/Detergents/Household Cleaners	\$5,445,118	\$7,093,906	\$1,648,788	30%	\$15,278,514	\$18,144,693	\$2,866,179	19%	\$26,583,404	\$27,474,537	\$891,133	3%
Lawn/Garden/Farm Equipment/Supplies	\$18,612,691	\$24,677,871	\$6,065,180	33%	\$52,259,418	\$62,290,461	\$10,031,043	19%	\$90,904,823	\$99,780,792	\$8,875,969	10%
Paper/Related Products	\$4,794,633	\$6,489,544	\$1,694,912	35%	\$13,347,745	\$16,283,288	\$2,935,542	22%	\$23,126,812	\$24,893,603	\$1,766,791	8%
Dimensional Lumber/Other Building Materials	\$25,817,905	\$35,579,648	\$9,761,743	38%	\$72,362,363	\$99,274,478	\$26,912,115	37%	\$125,860,378	\$139,027,392	\$13,167,014	10%
Paints/Sundries/Wallpaper/Wall Coverings	\$4,710,815	\$6,495,130	\$1,784,314	38%	\$13,151,158	\$18,092,192	\$4,941,034	38%	\$22,841,324	\$25,375,734	\$2,534,409	11%
Televisions/VCR/Video Cameras/DVD etc	\$7,589,762	\$10,592,525	\$3,002,763	40%	\$21,229,965	\$30,470,198	\$9,240,233	44%	\$36,934,733	\$47,734,772	\$10,800,038	29%
Photographic Equipment/Supplies	\$1,291,841	\$1,900,884	\$609,043	47%	\$3,633,068	\$5,533,179	\$1,900,111	52%	\$6,348,371	\$8,562,019	\$2,213,648	35%
Major Household Appliances	\$4,209,527	\$6,647,245	\$2,437,718	58%	\$12,084,717	\$18,656,180	\$6,571,463	54%	\$21,282,991	\$27,120,386	\$5,837,395	27%
Automotive Lubricants (incl Oil, Greases)	\$4,209,527	\$6,647,245	\$2,437,718	58%	\$12,084,717	\$18,656,180	\$6,571,463	54%	\$21,282,991	\$27,120,386	\$5,837,395	27%
Sewing/Knitting Materials/Supplies	\$490,978	\$811,631	\$320,653	65%	\$1,381,720	\$2,402,416	\$1,020,696	74%	\$2,417,093	\$3,238,717	\$821,624	34%

## Consumer Demand & Market Supply Assessment

**Site:** I-215 and Murrieta Hot Springs Rd  
**Address:** I-215 and Murrieta Hot Springs Rd | Murrieta CA  
**Date Report Created:** 5/15/2019

5 Min Drive

10 Min Drive

15 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

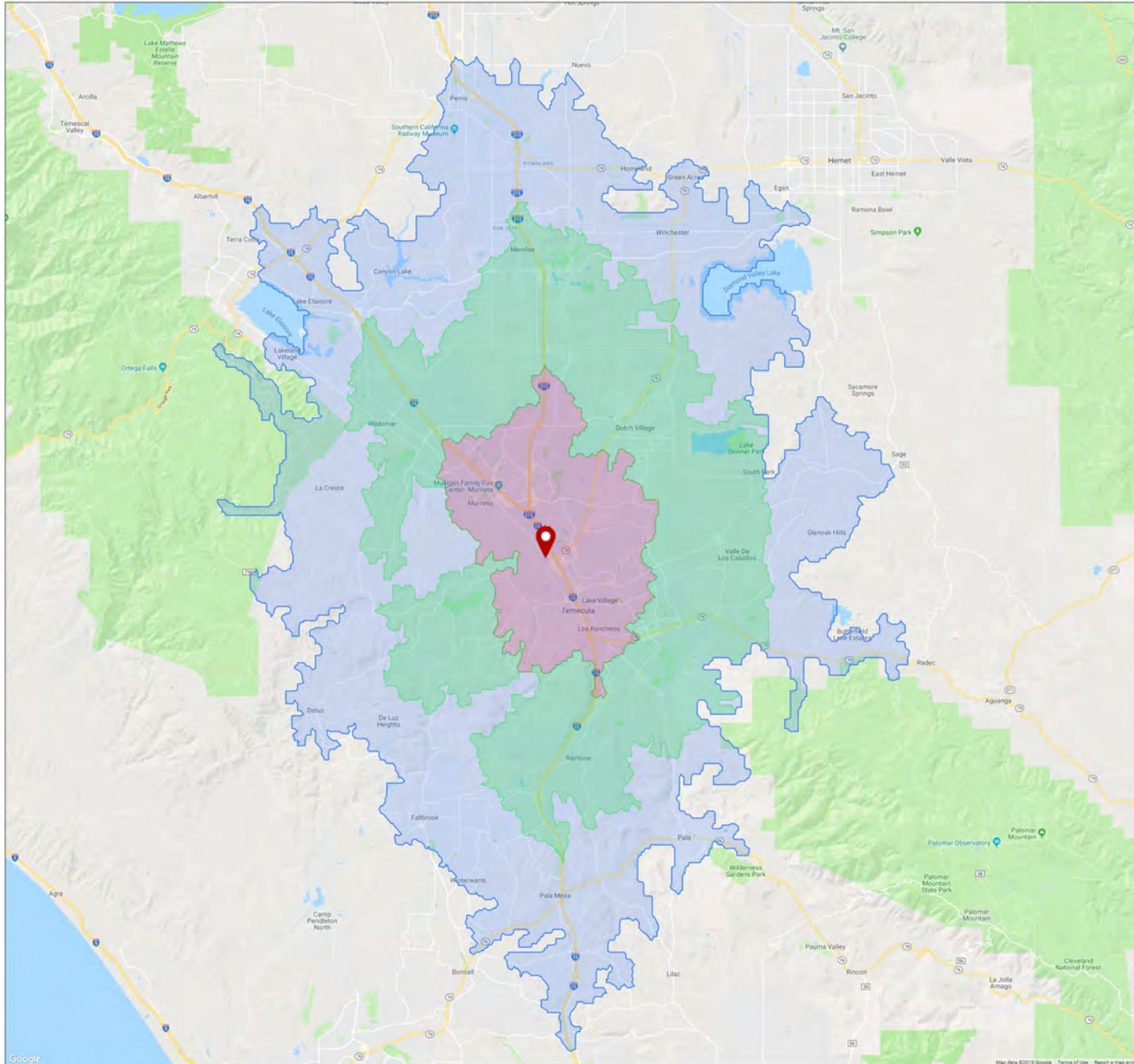
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

# Auto Mall Pkwy and Date St



**INSIGHT**  
MARKET ANALYTICS  
Hdl ECON Solutions

Drive Times: 10 Mins, 20 Mins

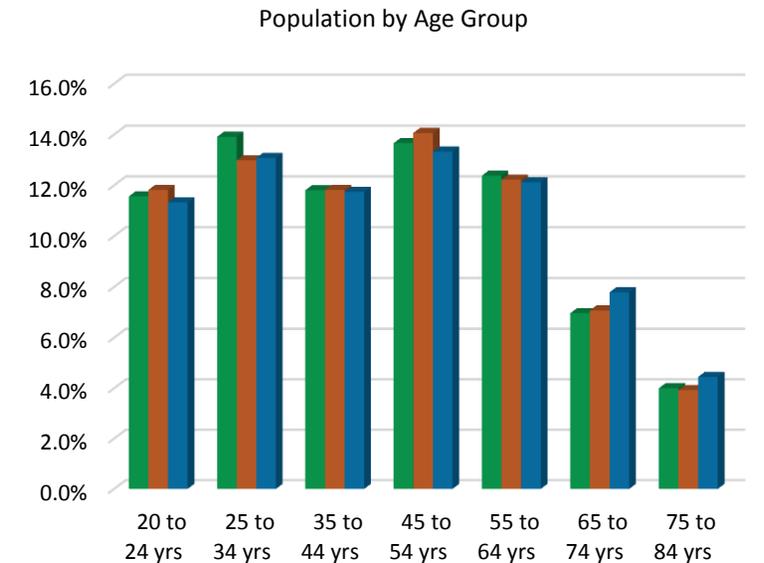
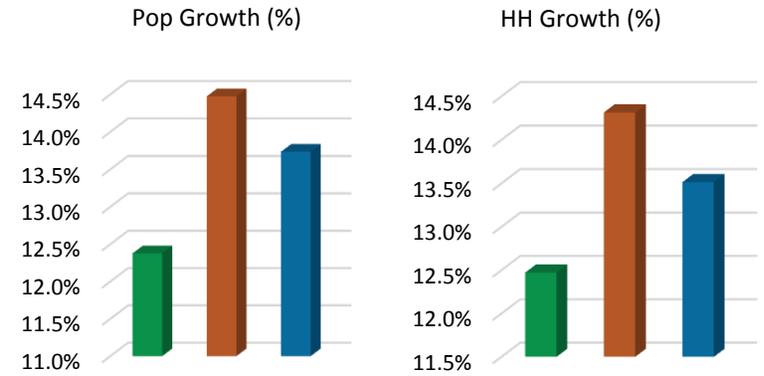
Scale In Miles:



# Consumer Demographic Profile

**Site:** Auto Mall Pkwy and Date St  
**Address:** Auto Mall Pkwy and Date St | Murrieta CA  
**Date Report Created:** 5/15/2019

	10 Min Drive		20 Min Drive		30 Min Drive	
	#	%	#	%	#	%
<b>Market Stats</b>						
Population	172,963	---	389,144	---	591,822	---
5 Year Projected Pop	194,372	---	445,473	---	673,112	---
Pop Growth (%)	12.4%	---	14.5%	---	13.7%	---
Households	56,674	---	122,459	---	187,703	---
5 Year Projected HHs	63,742	---	139,988	---	213,070	---
HH Growth (%)	12.5%	---	14.3%	---	13.5%	---
<b>Census Stats</b>						
2000 Population	91,723	---	170,459	---	289,688	---
2010 Population	149,920	---	326,050	---	499,163	---
Pop Growth (%)	63.4%	---	91.3%	---	72.3%	---
2000 Households	29,911	---	55,855	---	97,387	---
2010 Households	48,970	---	102,851	---	158,750	---
HH Growth (%)	63.7%	---	84.1%	---	63.0%	---
<b>Total Population by Age</b>						
<b>Average Age</b>	37.6		37.4		38.0	
19 yrs & under	41,726	24.1%	95,929	24.7%	144,891	24.5%
20 to 24 yrs	19,999	11.6%	46,003	11.8%	67,046	11.3%
25 to 34 yrs	24,058	13.9%	50,525	13.0%	77,414	13.1%
35 to 44 yrs	20,421	11.8%	45,990	11.8%	69,504	11.7%
45 to 54 yrs	23,628	13.7%	54,721	14.1%	78,884	13.3%
55 to 64 yrs	21,416	12.4%	47,572	12.2%	71,730	12.1%
65 to 74 yrs	12,044	7.0%	27,527	7.1%	46,094	7.8%
75 to 84 yrs	6,918	4.0%	15,276	3.9%	26,334	4.4%
85 + yrs	2,752	1.6%	5,600	1.4%	9,924	1.7%
<b>Population Bases</b>						
20-34 yrs	44,058	25.5%	96,528	24.8%	144,460	24.4%
45-64 yrs	45,044	26.0%	102,293	26.3%	150,614	25.4%
16 yrs +	136,109	78.7%	304,910	78.4%	464,586	78.5%
25 yrs +	111,238	64.3%	247,212	63.5%	379,885	64.2%
65 yrs +	21,714	12.6%	48,404	12.4%	82,353	13.9%
75 yrs +	9,670	5.6%	20,877	5.4%	36,258	6.1%
85 yrs +	2,752	1.6%	5,600	1.4%	9,924	1.7%

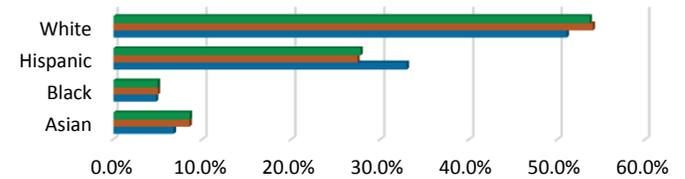


# Consumer Demographic Profile

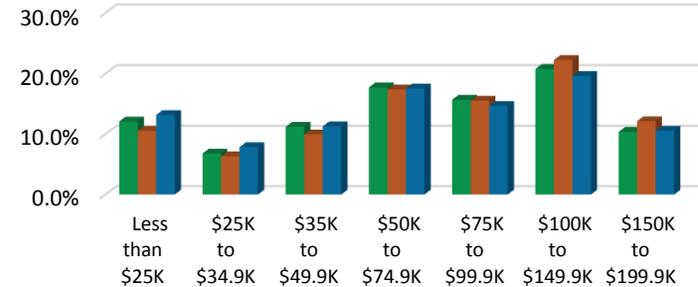
**Site:** Auto Mall Pkwy and Date St  
**Address:** Auto Mall Pkwy and Date St | Murrieta CA  
**Date Report Created:** 5/15/2019

	10 Min Drive		20 Min Drive		30 Min Drive	
	#	%	#	%	#	%
<b>Population by Race</b>						
White	92,809	53.7%	210,202	54.0%	302,108	51.0%
Hispanic	48,055	27.8%	106,756	27.4%	195,271	33.0%
Black	8,630	5.0%	19,461	5.0%	28,327	4.8%
Asian	14,853	8.6%	33,288	8.6%	40,173	6.8%
<b>Ancestry</b>						
American Indian (ancestry)	808	0.5%	2,286	0.6%	3,417	0.6%
Hawaiian (ancestry)	646	0.4%	1,436	0.4%	1,994	0.3%
<b>Household Income</b>						
<b>Per Capita Income</b>	\$31,360	---	\$31,470	---	\$29,364	---
<b>Average HH Income</b>	\$95,708	---	\$100,002	---	\$92,583	---
<b>Median HH Income</b>	\$77,957	---	\$83,215	---	\$75,224	---
Less than \$25K	6,863	12.1%	12,928	10.6%	24,738	13.2%
\$25K to \$34.9K	3,852	6.8%	7,753	6.3%	14,706	7.8%
\$35K to \$49.9K	6,349	11.2%	12,184	9.9%	21,189	11.3%
\$50K to \$74.9K	10,052	17.7%	21,325	17.4%	32,935	17.5%
\$75K to \$99.9K	8,900	15.7%	19,033	15.5%	27,509	14.7%
\$100K to \$149.9K	11,771	20.8%	27,229	22.2%	36,821	19.6%
\$150K to \$199.9K	5,885	10.4%	14,882	12.2%	19,820	10.6%
\$200K +	3,003	5.3%	7,125	5.8%	9,986	5.3%
<b>Education</b>						
Less than 9th Grade	3,857	3.5%	8,944	3.6%	22,934	6.0%
Some HS, No Diploma	5,617	5.0%	13,291	5.4%	25,840	6.8%
HS Grad (or Equivalent)	25,225	22.7%	55,379	22.4%	91,657	24.1%
Some College, No Degree	33,478	30.1%	73,701	29.8%	107,256	28.2%
Associate Degree	10,719	9.6%	24,830	10.0%	36,026	9.5%
Bachelor Degree	21,566	19.4%	46,723	18.9%	63,037	16.6%
Graduates Degree	8,236	7.4%	18,237	7.4%	24,488	6.4%

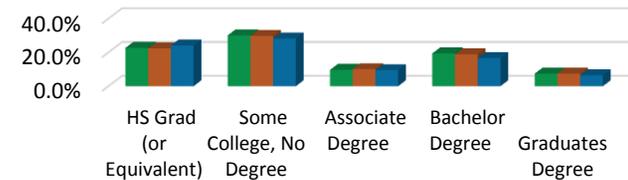
Ethnic Breakdown



Household Income Levels - %



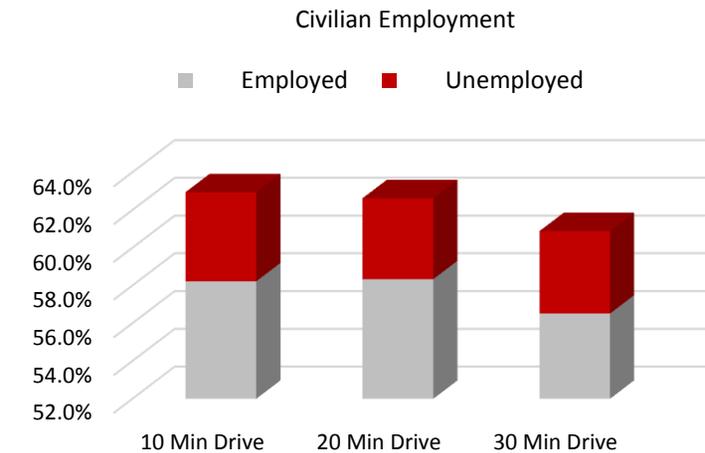
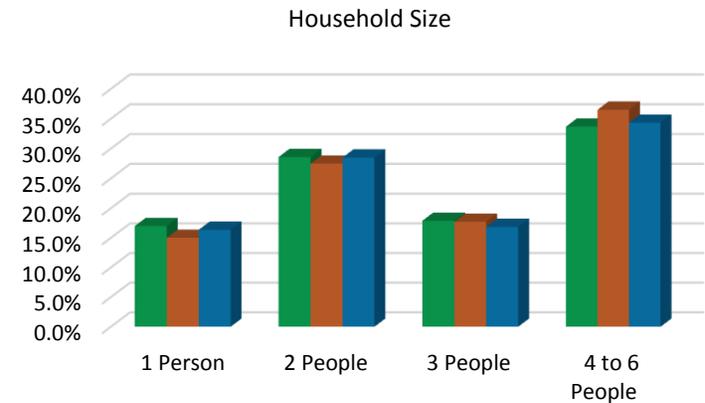
Education



# Consumer Demographic Profile

**Site:** Auto Mall Pkwy and Date St  
**Address:** Auto Mall Pkwy and Date St | Murrieta CA  
**Date Report Created:** 5/15/2019

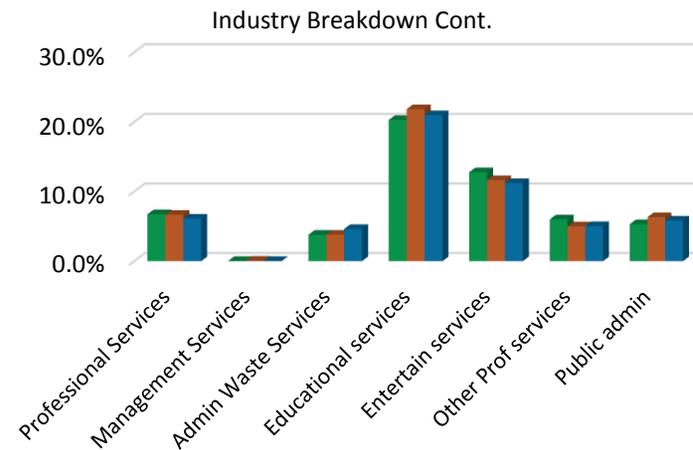
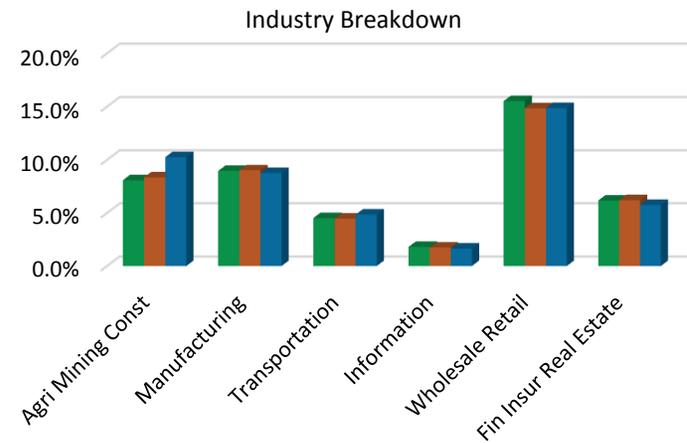
	10 Min Drive		20 Min Drive		30 Min Drive	
	#	%	#	%	#	%
<b>Family Structure</b>	44,494		98,740		148,338	
Single - Male	1,149	2.6%	2,721	2.8%	4,965	3.3%
Single - Female	3,254	7.3%	6,327	6.4%	10,218	6.9%
Single Parent - Male	1,607	3.6%	3,497	3.5%	5,214	3.5%
Single Parent - Female	4,956	11.1%	8,640	8.7%	12,474	8.4%
Married w/ Children	16,046	36.1%	38,826	39.3%	54,860	37.0%
Married w/out Children	17,481	39.3%	38,729	39.2%	60,608	40.9%
<b>Household Size</b>						
1 Person	9,633	17.0%	18,372	15.0%	30,715	16.4%
2 People	16,200	28.6%	33,649	27.5%	53,488	28.5%
3 People	10,135	17.9%	21,686	17.7%	31,620	16.8%
4 to 6 People	19,088	33.7%	44,707	36.5%	64,430	34.3%
7+ People	1,618	2.9%	4,046	3.3%	7,450	4.0%
<b>Home Ownership</b>	56,674		122,459		187,703	
Owners	37,440	66.1%	88,154	72.0%	133,422	71.1%
Renters	19,234	33.9%	34,306	28.0%	54,282	28.9%
<b>Components of Change</b>						
Births	2,238	1.3%	4,889	1.3%	7,312	1.2%
Deaths	1,185	0.7%	2,590	0.7%	4,312	0.7%
Migration	2,324	1.3%	5,224	1.3%	8,422	1.4%
<b>Employment (Pop 16+)</b>	136,109		304,910		464,586	
Armed Services	1,532	1.1%	3,530	1.2%	4,585	1.0%
Civilian	85,676	62.9%	190,951	62.6%	282,872	60.9%
Employed	79,250	58.2%	177,882	58.3%	262,563	56.5%
Unemployed	6,426	4.7%	13,069	4.3%	20,310	4.4%
Not in Labor Force	48,901	35.9%	110,429	36.2%	177,128	38.1%
<b>Employed Population</b>	79,250		177,882		262,563	
White Collar	50,754	64.0%	114,753	64.5%	160,068	61.0%
Blue Collar	28,496	36.0%	63,129	35.5%	102,495	39.0%



# Consumer Demographic Profile

**Site:** Auto Mall Pkwy and Date St  
**Address:** Auto Mall Pkwy and Date St | Murrieta CA  
**Date Report Created:** 5/15/2019

	10 Min Drive		20 Min Drive		30 Min Drive	
	#	%	#	%	#	%
<b>Employment By Occupation</b>	79,250		177,882		262,563	
White Collar	50,754	64.0%	114,753	64.5%	160,068	61.0%
Managerial executive	12,931	16.3%	28,941	16.3%	39,007	14.9%
Prof specialty	16,601	20.9%	38,854	21.8%	52,879	20.1%
Healthcare support	1,345	1.7%	2,970	1.7%	4,603	1.8%
Sales	10,815	13.6%	22,937	12.9%	31,867	12.1%
Office Admin	9,063	11.4%	21,050	11.8%	31,712	12.1%
Blue Collar	28,496	36.0%	63,129	35.5%	102,495	39.0%
Protective	2,451	3.1%	6,676	3.8%	8,826	3.4%
Food Prep Serving	5,532	7.0%	11,195	6.3%	16,162	6.2%
Bldg Maint/Cleaning	2,467	3.1%	5,431	3.1%	10,230	3.9%
Personal Care	4,750	6.0%	9,892	5.6%	14,337	5.5%
Farming/Fishing/Forestry	135	0.2%	341	0.2%	1,856	0.7%
Construction	6,555	8.3%	14,681	8.3%	25,350	9.7%
Production Transp	6,606	8.3%	14,915	8.4%	25,733	9.8%
<b>Employment By Industry</b>	79,250		177,882		262,563	
Agri Mining Const	6,415	8.1%	14,874	8.4%	26,934	10.3%
Manufacturing	7,100	9.0%	16,050	9.0%	22,991	8.8%
Transportation	3,580	4.5%	7,947	4.5%	12,719	4.8%
Information	1,423	1.8%	3,100	1.7%	4,310	1.6%
Wholesale Retail	12,302	15.5%	26,416	14.9%	39,037	14.9%
Fin Insur Real Estate	4,893	6.2%	11,029	6.2%	15,113	5.8%
Professional Services	5,345	6.7%	11,874	6.7%	16,056	6.1%
Management Services	14	0.0%	94	0.1%	116	0.0%
Admin Waste Services	2,997	3.8%	6,744	3.8%	12,158	4.6%
Educational services	16,080	20.3%	38,869	21.9%	55,083	21.0%
Entertain services	10,139	12.8%	20,732	11.7%	29,463	11.2%
Other Prof services	4,757	6.0%	8,898	5.0%	13,222	5.0%
Public admin	4,206	5.3%	11,254	6.3%	15,359	5.8%



# Household Segmentation Profile

Site: Auto Mall Pkwy and Date St  
 Address: Auto Mall Pkwy and Date St | Murrieta CA  
 Date: 5/15/2019



Hcl ECONSolutions

Trade Area 1:

Trade Area 2:

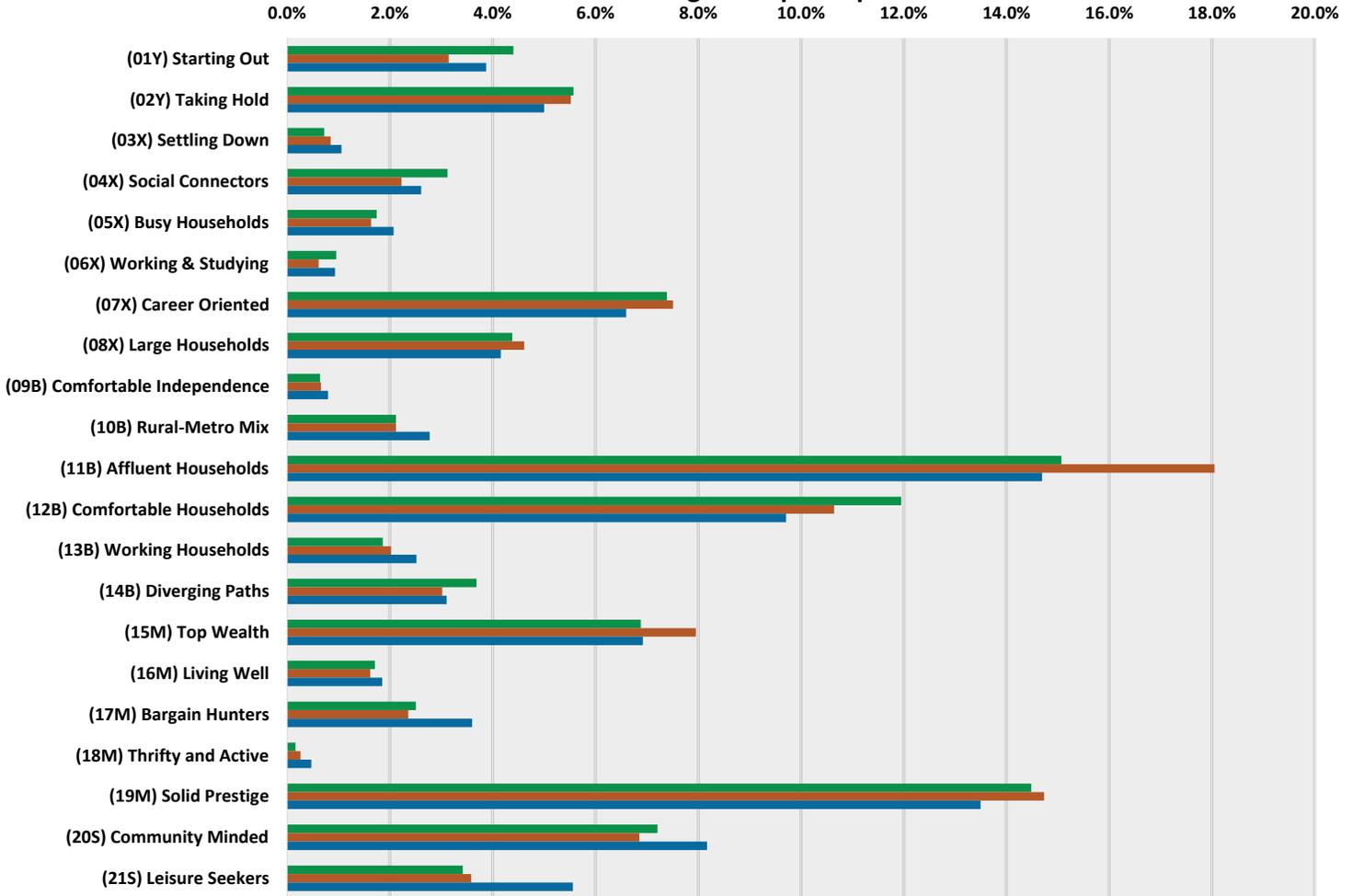
Trade Area 3:

10 Min Drive

20 Min Drive

30 Min Drive

## Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

10 Min Drive

20 Min Drive

30 Min Drive

Total Households

52,480

100%

115,606

100%

177,474

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	5,104	9.7%	13,683	11.8%	16,531	9.3%
2	17- Firmly Established	(12B) Comfortable Households	3,607	6.9%	7,204	6.2%	10,257	5.8%
3	09- Busy Schedules	(19M) Solid Prestige	3,349	6.4%	6,713	5.8%	9,554	5.4%
4	08- Solid Surroundings	(19M) Solid Prestige	2,702	5.1%	6,546	5.7%	8,801	5.0%
5	13- Work & Play	(12B) Comfortable Households	2,665	5.1%	5,104	4.4%	6,975	3.9%
6	36- Persistent & Productive	(20S) Community Minded	2,488	4.7%	5,219	4.5%	9,197	5.2%
7	03- Corporate Connected	(15M) Top Wealth	2,466	4.7%	6,334	5.5%	8,235	4.6%
8	24- Career Building	(02Y) Taking Hold	1,941	3.7%	4,200	3.6%	5,586	3.1%
9	06- Casual Comfort	(07X) Career Oriented	1,761	3.4%	4,874	4.2%	6,638	3.7%
10	07- Active Lifestyles	(11B) Affluent Households	1,563	3.0%	3,639	3.1%	4,948	2.8%

\* Rank is based on Trade Area 1 cluster size

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

## Household Segmentation Profile

Market: Auto Mall Pkwy and Date St | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		52,480	100%	115,606	100%	177,474	100%
Lifestage Group	Cluster Name	10 Min Drive		20 Min Drive		30 Min Drive	
<b>(01Y) Starting Out</b>		<b>2,310</b>	<b>4.4%</b>	<b>3,634</b>	<b>3.1%</b>	<b>6,878</b>	<b>3.9%</b>
	<a href="#">39- Setting Goals</a>	227	0.4%	396	0.3%	962	0.5%
	<a href="#">45- Offices &amp; Entertainment</a>	391	0.7%	685	0.6%	1,158	0.7%
	<a href="#">57- Collegiate Crowd</a>	1,023	1.9%	1,583	1.4%	2,689	1.5%
	<a href="#">58- Outdoor Fervor</a>	106	0.2%	185	0.2%	328	0.2%
	<a href="#">67- First Steps</a>	564	1.1%	784	0.7%	1,742	1.0%
<b>(02Y) Taking Hold</b>		<b>2,924</b>	<b>5.6%</b>	<b>6,381</b>	<b>5.5%</b>	<b>8,885</b>	<b>5.0%</b>
	<a href="#">18- Climbing the Ladder</a>	235	0.4%	510	0.4%	693	0.4%
	<a href="#">21- Children First</a>	520	1.0%	1,109	1.0%	1,635	0.9%
	<a href="#">24- Career Building</a>	1,941	3.7%	4,200	3.6%	5,586	3.1%
	<a href="#">30- Out &amp; About</a>	229	0.4%	562	0.5%	971	0.5%
<b>(03X) Settling Down</b>		<b>381</b>	<b>0.7%</b>	<b>983</b>	<b>0.9%</b>	<b>1,881</b>	<b>1.1%</b>
	<a href="#">34- Outward Bound</a>	35	0.1%	105	0.1%	217	0.1%
	<a href="#">41- Rural Adventure</a>	75	0.1%	236	0.2%	412	0.2%
	<a href="#">46- Rural &amp; Active</a>	271	0.5%	642	0.6%	1,252	0.7%
<b>(04X) Social Connectors</b>		<b>1,639</b>	<b>3.1%</b>	<b>2,578</b>	<b>2.2%</b>	<b>4,636</b>	<b>2.6%</b>
	<a href="#">42- Creative Variety</a>	290	0.6%	644	0.6%	1,324	0.7%
	<a href="#">52- Stylish &amp; Striving</a>	397	0.8%	709	0.6%	1,179	0.7%
	<a href="#">59- Mobile Mixers</a>	952	1.8%	1,225	1.1%	2,134	1.2%
<b>(05X) Busy Households</b>		<b>916</b>	<b>1.7%</b>	<b>1,890</b>	<b>1.6%</b>	<b>3,680</b>	<b>2.1%</b>
	<a href="#">37- Firm Foundations</a>	476	0.9%	1,203	1.0%	2,185	1.2%
	<a href="#">62- Movies &amp; Sports</a>	441	0.8%	686	0.6%	1,495	0.8%
<b>(06X) Working &amp; Studying</b>		<b>502</b>	<b>1.0%</b>	<b>709</b>	<b>0.6%</b>	<b>1,659</b>	<b>0.9%</b>
	<a href="#">61- City Life</a>	179	0.3%	183	0.2%	187	0.1%
	<a href="#">69- Productive Havens</a>	81	0.2%	187	0.2%	587	0.3%
	<a href="#">70- Favorably Frugal</a>	243	0.5%	339	0.3%	884	0.5%
<b>(07X) Career Oriented</b>		<b>3,879</b>	<b>7.4%</b>	<b>8,681</b>	<b>7.5%</b>	<b>11,711</b>	<b>6.6%</b>
	<a href="#">06- Casual Comfort</a>	1,761	3.4%	4,874	4.2%	6,638	3.7%
	<a href="#">10- Careers &amp; Travel</a>	462	0.9%	956	0.8%	1,267	0.7%
	<a href="#">20- Carving Out Time</a>	262	0.5%	497	0.4%	684	0.4%
	<a href="#">26- Getting Established</a>	1,394	2.7%	2,354	2.0%	3,121	1.8%
<b>(08X) Large Households</b>		<b>2,300</b>	<b>4.4%</b>	<b>5,334</b>	<b>4.6%</b>	<b>7,388</b>	<b>4.2%</b>
	<a href="#">11- Schools &amp; Shopping</a>	669	1.3%	1,671	1.4%	2,144	1.2%
	<a href="#">12- On the Go</a>	612	1.2%	1,315	1.1%	1,798	1.0%
	<a href="#">19- Country Comfort</a>	117	0.2%	462	0.4%	891	0.5%
	<a href="#">27- Tenured Proprietors</a>	901	1.7%	1,885	1.6%	2,556	1.4%
<b>(09B) Comfortable Independence</b>		<b>337</b>	<b>0.6%</b>	<b>766</b>	<b>0.7%</b>	<b>1,419</b>	<b>0.8%</b>
	<a href="#">29- City Mixers</a>	0	0.0%	2	0.0%	3	0.0%
	<a href="#">35- Working &amp; Active</a>	167	0.3%	404	0.3%	722	0.4%
	<a href="#">56- Metro Active</a>	170	0.3%	360	0.3%	694	0.4%
<b>(10B) Rural-Metro Mix</b>		<b>1,111</b>	<b>2.1%</b>	<b>2,452</b>	<b>2.1%</b>	<b>4,924</b>	<b>2.8%</b>
	<a href="#">47- Rural Parents</a>	85	0.2%	235	0.2%	478	0.3%
	<a href="#">53- Metro Strivers</a>	790	1.5%	1,832	1.6%	3,838	2.2%
	<a href="#">60- Rural &amp; Mobile</a>	235	0.4%	385	0.3%	608	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

Market: Auto Mall Pkwy and Date St | Murrieta CA

Date: 5/15/2019

TOTAL HOUSEHOLDS		52,480	100%	115,606	100%	177,474	100%
Lifestage Group	Cluster Name	10 Min Drive		20 Min Drive		30 Min Drive	
<b>(11B) Affluent Households</b>		<b>7,909</b>	<b>15.1%</b>	<b>20,864</b>	<b>18.0%</b>	<b>26,076</b>	<b>14.7%</b>
	<a href="#">01- Summit Estates</a>	1,242	2.4%	3,543	3.1%	4,596	2.6%
	<a href="#">04- Top Professionals</a>	5,104	9.7%	13,683	11.8%	16,531	9.3%
	<a href="#">07- Active Lifestyles</a>	1,563	3.0%	3,639	3.1%	4,948	2.8%
<b>(12B) Comfortable Households</b>		<b>6,272</b>	<b>12.0%</b>	<b>12,308</b>	<b>10.6%</b>	<b>17,231</b>	<b>9.7%</b>
	<a href="#">13- Work &amp; Play</a>	2,665	5.1%	5,104	4.4%	6,975	3.9%
	<a href="#">17- Firmly Established</a>	3,607	6.9%	7,204	6.2%	10,257	5.8%
<b>(13B) Working Households</b>		<b>978</b>	<b>1.9%</b>	<b>2,338</b>	<b>2.0%</b>	<b>4,470</b>	<b>2.5%</b>
	<a href="#">38- Occupational Mix</a>	948	1.8%	2,233	1.9%	4,235	2.4%
	<a href="#">48- Farm &amp; Home</a>	30	0.1%	105	0.1%	235	0.1%
<b>(14B) Diverging Paths</b>		<b>1,934</b>	<b>3.7%</b>	<b>3,489</b>	<b>3.0%</b>	<b>5,512</b>	<b>3.1%</b>
	<a href="#">16- Country Enthusiasts</a>	66	0.1%	215	0.2%	434	0.2%
	<a href="#">22- Comfortable Cornerstones</a>	185	0.4%	375	0.3%	706	0.4%
	<a href="#">31- Mid-American</a>	244	0.5%	583	0.5%	1,053	0.6%
	<a href="#">32- Metro Mix</a>	30	0.1%	30	0.0%	31	0.0%
	<a href="#">33- Urban Diversity</a>	1,409	2.7%	2,286	2.0%	3,287	1.9%
<b>(15M) Top Wealth</b>		<b>3,614</b>	<b>6.9%</b>	<b>9,199</b>	<b>8.0%</b>	<b>12,284</b>	<b>6.9%</b>
	<a href="#">02- Established Elite</a>	1,148	2.2%	2,865	2.5%	4,049	2.3%
	<a href="#">03- Corporate Connected</a>	2,466	4.7%	6,334	5.5%	8,235	4.6%
<b>(16M) Living Well</b>		<b>896</b>	<b>1.7%</b>	<b>1,872</b>	<b>1.6%</b>	<b>3,290</b>	<b>1.9%</b>
	<a href="#">14- Career Centered</a>	654	1.2%	1,233	1.1%	1,950	1.1%
	<a href="#">15- Country Ways</a>	32	0.1%	143	0.1%	342	0.2%
	<a href="#">23- Good Neighbors</a>	210	0.4%	496	0.4%	998	0.6%
<b>(17M) Bargain Hunters</b>		<b>1,315</b>	<b>2.5%</b>	<b>2,725</b>	<b>2.4%</b>	<b>6,395</b>	<b>3.6%</b>
	<a href="#">43- Work &amp; Causes</a>	197	0.4%	446	0.4%	1,006	0.6%
	<a href="#">44- Open Houses</a>	226	0.4%	541	0.5%	1,238	0.7%
	<a href="#">55- Community Life</a>	275	0.5%	673	0.6%	1,592	0.9%
	<a href="#">63- Staying Home</a>	538	1.0%	892	0.8%	2,072	1.2%
	<a href="#">68- Staying Healthy</a>	80	0.2%	174	0.2%	487	0.3%
<b>(18M) Thrifty &amp; Active</b>		<b>87</b>	<b>0.2%</b>	<b>301</b>	<b>0.3%</b>	<b>837</b>	<b>0.5%</b>
	<a href="#">40- Great Outdoors</a>	19	0.0%	55	0.0%	140	0.1%
	<a href="#">50- Rural Community</a>	50	0.1%	183	0.2%	526	0.3%
	<a href="#">54- Work &amp; Outdoors</a>	19	0.0%	63	0.1%	171	0.1%
<b>(19M) Solid Prestige</b>		<b>7,600</b>	<b>14.5%</b>	<b>17,033</b>	<b>14.7%</b>	<b>23,951</b>	<b>13.5%</b>
	<a href="#">05- Active &amp; Involved</a>	1,550	3.0%	3,774	3.3%	5,595	3.2%
	<a href="#">08- Solid Surroundings</a>	2,702	5.1%	6,546	5.7%	8,801	5.0%
	<a href="#">09- Busy Schedules</a>	3,349	6.4%	6,713	5.8%	9,554	5.4%
<b>(20S) Community Minded</b>		<b>3,783</b>	<b>7.2%</b>	<b>7,928</b>	<b>6.9%</b>	<b>14,500</b>	<b>8.2%</b>
	<a href="#">25- Clubs &amp; Causes</a>	549	1.0%	1,181	1.0%	2,366	1.3%
	<a href="#">28- Community Pillars</a>	746	1.4%	1,527	1.3%	2,936	1.7%
	<a href="#">36- Persistent &amp; Productive</a>	2,488	4.7%	5,219	4.5%	9,197	5.2%
<b>(21S) Leisure Seekers</b>		<b>1,793</b>	<b>3.4%</b>	<b>4,142</b>	<b>3.6%</b>	<b>9,869</b>	<b>5.6%</b>
	<a href="#">49- Home &amp; Garden</a>	507	1.0%	1,198	1.0%	2,621	1.5%
	<a href="#">51- Role Models</a>	270	0.5%	663	0.6%	1,630	0.9%
	<a href="#">64- Practical &amp; Careful</a>	393	0.7%	802	0.7%	1,762	1.0%
	<a href="#">65- Hobbies &amp; Shopping</a>	290	0.6%	653	0.6%	1,739	1.0%
	<a href="#">66- Helping Hands</a>	333	0.6%	826	0.7%	2,117	1.2%

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

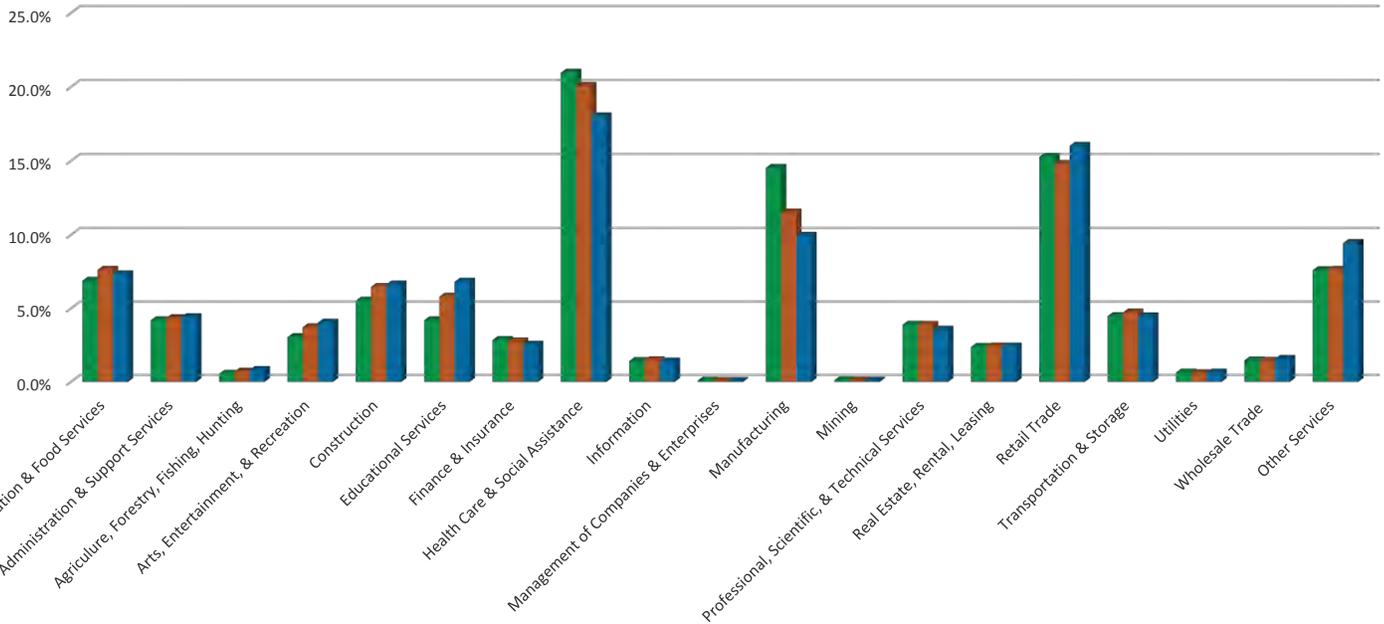
### Employment Profile

Site: Auto Mall Pkwy and Date St  
 Address: Auto Mall Pkwy and Date St | Murrieta CA  
 Date Report Created: 5/15/2019

	10 Min Drive		20 Min Drive		30 Min Drive	
Daytime Population	175,643		335,931		492,415	
Student Population	46,332		94,788		136,629	
Median Employee Salary	43,649		43,357		43,181	
Average Employee Salary	50,577		50,112		49,640	
<b>Wages</b>	#		#		#	
<b>Salary/Wage per Employee per Annum</b>						
Under \$15,000 CrYr	2,703	4.3%	3,960	4.2%	5,179	4.2%
15,000 to 30,000 CrYr	10,037	15.9%	15,404	16.5%	21,094	16.9%
30,000 to 45,000 CrYr	21,690	34.3%	31,957	34.2%	42,213	33.9%
45,000 to 60,000 CrYr	12,347	19.6%	18,240	19.5%	24,733	19.9%
60,000 to 75,000 CrYr	5,064	8.0%	7,451	8.0%	9,968	8.0%
75,000 to 90,000 CrYr	4,073	6.4%	6,113	6.5%	8,269	6.6%
90,000 to 100,000 CrYr	1,013	1.6%	1,539	1.6%	2,156	1.7%
Over 100,000 CrYr	6,218	9.8%	8,847	9.5%	10,902	8.8%

### Industry Groups

Employee's by Industry



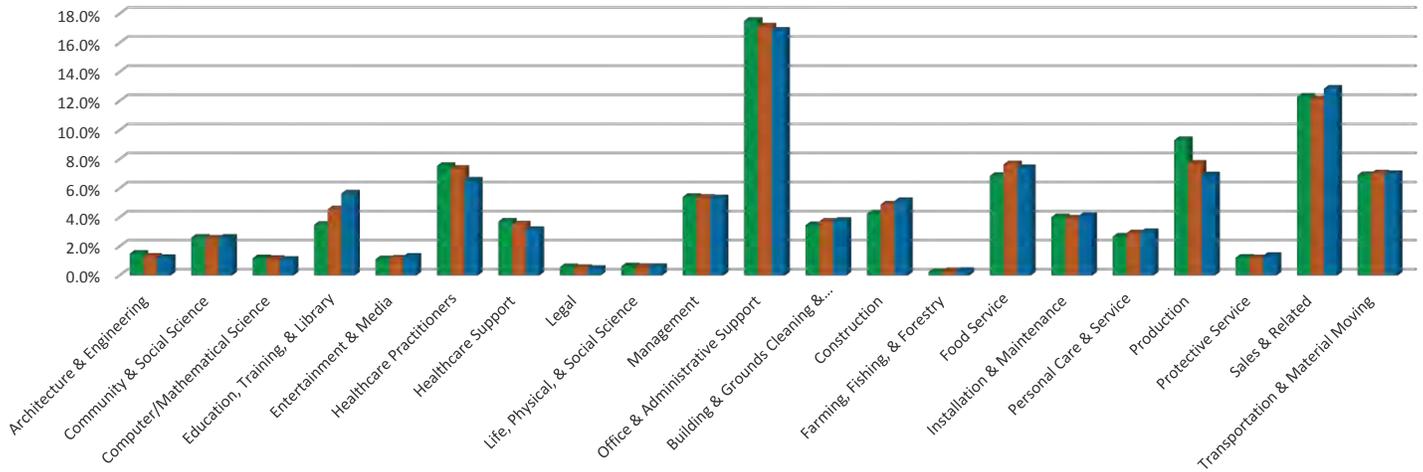
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>4,832</b>	<b>100%</b>	<b>63,145</b>	<b>100%</b>	<b>7,550</b>	<b>100%</b>	<b>93,511</b>	<b>100%</b>	<b>10,160</b>	<b>100%</b>	<b>124,513</b>	<b>100%</b>
Accommodation & Food Services	259	5.4%	4,349	6.9%	459	6.1%	7,132	7.6%	586	5.8%	9,109	7.3%
Administration & Support Services	179	3.7%	2,649	4.2%	290	3.8%	4,051	4.3%	402	4.0%	5,478	4.4%
Agriculture, Forestry, Fishing, Hunting	25	0.5%	345	0.5%	48	0.6%	647	0.7%	81	0.8%	999	0.8%
Arts, Entertainment, & Recreation	119	2.5%	1,919	3.0%	208	2.8%	3,476	3.7%	290	2.9%	5,010	4.0%
Construction	266	5.5%	3,489	5.5%	504	6.7%	6,048	6.5%	745	7.3%	8,253	6.6%
Educational Services	116	2.4%	2,646	4.2%	209	2.8%	5,419	5.8%	275	2.7%	8,483	6.8%
Finance & Insurance	315	6.5%	1,797	2.8%	451	6.0%	2,574	2.8%	552	5.4%	3,144	2.5%
Health Care & Social Assistance	1,074	22.2%	13,233	21.0%	1,572	20.8%	18,768	20.1%	1,946	19.2%	22,413	18.0%
Information	70	1.5%	893	1.4%	116	1.5%	1,373	1.5%	152	1.5%	1,715	1.4%
Management of Companies & Enterprises	3	0.1%	48	0.1%	3	0.0%	57	0.1%	5	0.0%	67	0.1%
Manufacturing	211	4.4%	9,174	14.5%	292	3.9%	10,751	11.5%	388	3.8%	12,362	9.9%
Mining	4	0.1%	66	0.1%	5	0.1%	84	0.1%	6	0.1%	102	0.1%
Professional, Scientific, & Technical Services	457	9.5%	2,454	3.9%	679	9.0%	3,627	3.9%	861	8.5%	4,416	3.5%
Real Estate, Rental, Leasing	236	4.9%	1,499	2.4%	363	4.8%	2,244	2.4%	497	4.9%	2,992	2.4%
Retail Trade	629	13.0%	9,639	15.3%	977	12.9%	13,836	14.8%	1,409	13.9%	19,942	16.0%
Transportation & Storage	50	1.0%	2,828	4.5%	86	1.1%	4,416	4.7%	118	1.2%	5,558	4.5%
Utilities	8	0.2%	400	0.6%	12	0.2%	546	0.6%	17	0.2%	780	0.6%
Wholesale Trade	100	2.1%	919	1.5%	153	2.0%	1,333	1.4%	225	2.2%	1,936	1.6%
Other Services	713	14.7%	4,798	7.6%	1,124	14.9%	7,129	7.6%	1,606	15.8%	11,752	9.4%

### Employment Profile

Site: Auto Mall Pkwy and Date St  
 Address: Auto Mall Pkwy and Date St | Murrieta CA  
 Date Report Created: 5/15/2019

Occupations	10 Min Drive		20 Min Drive		30 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
<b>White Collar</b>	30,250	47.9%	44,575	47.7%	58,781	47.2%
Architecture & Engineering	939	1.5%	1,203	1.3%	1,491	1.2%
Community & Social Science	1,638	2.6%	2,369	2.5%	3,218	2.6%
Computer/Mathematical Science	742	1.2%	1,052	1.1%	1,333	1.1%
Education, Training, & Library	2,199	3.5%	4,252	4.5%	7,025	5.6%
Entertainment & Media	699	1.1%	1,080	1.2%	1,601	1.3%
Healthcare Practitioners	4,758	7.5%	6,853	7.3%	8,122	6.5%
Healthcare Support	2,341	3.7%	3,278	3.5%	3,889	3.1%
Legal	357	0.6%	469	0.5%	555	0.4%
Life, Physical, & Social Science	391	0.6%	538	0.6%	712	0.6%
Management	3,413	5.4%	5,002	5.3%	6,611	5.3%
Office & Administrative Support	11,055	17.5%	16,011	17.1%	20,954	16.8%
<b>Blue Collar</b>	32,326	51.2%	47,999	51.3%	64,353	51.7%
Building & Grounds Cleaning & Maintenance	2,181	3.5%	3,465	3.7%	4,671	3.8%
Construction	2,690	4.3%	4,562	4.9%	6,372	5.1%
Farming, Fishing, & Forestry	143	0.2%	265	0.3%	373	0.3%
Food Service	4,326	6.9%	7,143	7.6%	9,194	7.4%
Installation & Maintenance	2,530	4.0%	3,654	3.9%	5,098	4.1%
Personal Care & Service	1,686	2.7%	2,714	2.9%	3,710	3.0%
Production	5,876	9.3%	7,187	7.7%	8,585	6.9%
Protective Service	769	1.2%	1,102	1.2%	1,673	1.3%
Sales & Related	7,764	12.3%	11,340	12.1%	15,994	12.8%
Transportation & Material Moving	4,362	6.9%	6,568	7.0%	8,683	7.0%
<b>Military Services</b>	569	0.9%	937	1.0%	1,379	1.1%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	63,145	93,511	124,513
2018 Q3	59,356	86,490	114,351
2018 Q2	61,940	91,122	121,441
2018 Q1	64,358	94,481	125,426
2017 Q4	64,762	95,153	126,725
2017 Q3	61,865	89,665	118,025
2017 Q2	64,582	94,792	125,828
2017 Q1	65,311	95,729	126,941
2016 Q4	65,931	96,425	127,918

**Consumer Demand & Market Supply Assessment**

Site: Auto Mall Pkwy and Date St  
Address: Auto Mall Pkwy and Date St | Murrieta CA  
Date Report Created: 5/15/2019

**Demographics**

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

	10 Min Drive	20 Min Drive	30 Min Drive
Population	172,963	389,144	591,822
5-Year Population estimate	194,372	445,473	673,112
Population Households	171,950	387,295	589,083
Group Quarters Population	1,013	1,849	2,738
Households	56,674	122,459	187,703
5-Year Households estimate	63,742	139,988	213,070
WorkPlace Establishments	4,832	7,550	10,160
Workplace Employees	63,145	93,511	124,513
Median Household Income	\$77,957	\$83,215	\$75,224

**By Establishments**

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

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Beer/Wine/Liquor Stores	\$26,124,815	\$9,917,281	(\$16,207,534)	-62%	\$59,131,885	\$17,900,899	(\$41,230,986)	-70%	\$88,957,950	\$29,888,052	(\$59,069,899)	-66%
Florists/Misc. Store Retailers	\$4,171,723	\$1,870,571	(\$2,301,153)	-55%	\$9,466,707	\$2,627,127	(\$6,839,580)	-72%	\$14,333,668	\$4,345,714	(\$9,987,955)	-70%
Electronic Shopping/Mail Order Houses	\$427,761,401	\$222,388,332	(\$205,373,069)	-48%	\$939,961,738	\$358,186,686	(\$581,775,052)	-62%	\$1,409,402,694	\$471,419,628	(\$937,983,065)	-67%
Direct Selling Establishments	\$15,119,183	\$8,140,957	(\$6,978,226)	-46%	\$34,093,384	\$11,763,890	(\$22,329,494)	-65%	\$51,810,158	\$18,257,651	(\$33,552,506)	-65%
Specialty Food Stores	\$18,085,115	\$13,952,610	(\$4,132,504)	-23%	\$40,896,330	\$22,716,998	(\$18,179,332)	-44%	\$61,993,956	\$29,726,773	(\$32,267,183)	-52%
Shoe Stores	\$18,601,330	\$15,554,246	(\$3,047,084)	-16%	\$42,563,512	\$22,267,877	(\$20,295,635)	-48%	\$63,549,947	\$27,998,266	(\$35,551,681)	-56%
Department Stores	\$73,265,232	\$69,362,117	(\$3,903,115)	-5%	\$166,169,205	\$107,642,295	(\$58,526,910)	-35%	\$250,709,577	\$209,399,735	(\$41,309,842)	-16%
Other Misc. Store Retailers	\$42,821,383	\$43,858,666	\$1,037,283	2%	\$97,432,346	\$73,387,867	(\$24,044,479)	-25%	\$147,010,188	\$94,402,748	(\$52,607,440)	-36%
Health/Personal Care Stores	\$165,969,509	\$170,491,082	\$4,521,573	3%	\$374,976,803	\$251,482,007	(\$123,494,796)	-33%	\$569,859,085	\$355,522,362	(\$214,336,723)	-38%
Grocery Stores	\$306,507,218	\$320,095,808	\$13,588,590	4%	\$693,286,692	\$517,011,185	(\$176,275,507)	-25%	\$1,050,647,623	\$716,981,042	(\$333,666,581)	-32%
Special Food Services	\$31,597,955	\$35,480,450	\$3,882,495	12%	\$64,586,083	\$57,934,008	(\$6,652,076)	-10%	\$93,840,856	\$72,891,414	(\$20,949,442)	-22%
Limited-Service Eating Places	\$151,301,474	\$175,071,496	\$23,770,023	16%	\$309,556,691	\$291,640,952	(\$17,915,739)	-6%	\$449,884,774	\$374,872,398	(\$75,012,376)	-17%
Office Supplies/Stationary/Gift	\$15,410,162	\$17,981,116	\$2,570,954	17%	\$34,104,308	\$26,752,959	(\$7,351,349)	-22%	\$51,116,602	\$33,143,449	(\$17,973,153)	-35%
Electronics/Appliance	\$53,653,500	\$62,610,460	\$8,956,961	17%	\$111,742,085	\$97,515,107	(\$14,226,978)	-13%	\$164,473,341	\$128,595,450	(\$35,877,891)	-22%
Home Furnishing Stores	\$30,685,776	\$36,343,716	\$5,657,940	18%	\$69,664,967	\$57,901,655	(\$11,763,312)	-17%	\$105,273,719	\$78,502,911	(\$26,770,808)	-25%
Automotive Parts/Accessories/Tire	\$48,246,286	\$57,329,821	\$9,083,535	19%	\$109,040,524	\$95,212,304	(\$13,828,220)	-13%	\$165,501,931	\$134,260,029	(\$31,241,902)	-19%
Book/Periodical/Music Stores	\$9,586,364	\$11,467,445	\$1,881,081	20%	\$21,591,896	\$16,605,918	(\$4,985,978)	-23%	\$32,549,101	\$22,532,902	(\$10,016,198)	-31%
Bar/Drinking Places (Alcoholic Beverages)	\$9,854,846	\$12,336,364	\$2,481,518	25%	\$17,352,785	\$15,759,213	(\$1,593,572)	-9%	\$24,125,379	\$19,582,309	(\$4,543,070)	-19%
Clothing Stores	\$136,061,900	\$172,545,749	\$36,483,849	27%	\$309,763,847	\$217,262,974	(\$92,500,874)	-30%	\$465,681,231	\$258,822,636	(\$206,858,595)	-44%
Gasoline Stations	\$227,122,594	\$306,000,631	\$78,878,037	35%	\$514,542,645	\$515,371,430	\$828,785	0%	\$778,032,879	\$851,168,612	\$73,135,733	9%
Other Motor Vehicle Dealers	\$35,243,648	\$48,014,882	\$12,771,235	36%	\$80,322,671	\$81,266,933	\$944,262	1%	\$120,566,956	\$112,383,521	(\$8,183,435)	-7%
Other General Merchandise Stores	\$317,170,489	\$438,804,247	\$121,633,758	38%	\$716,648,905	\$685,126,578	(\$31,522,327)	-4%	\$1,084,755,560	\$908,933,769	(\$175,821,791)	-16%
Furniture Stores	\$33,092,622	\$47,661,429	\$14,568,807	44%	\$75,367,883	\$65,029,944	(\$10,337,939)	-14%	\$113,083,819	\$69,800,127	(\$43,283,692)	-38%
Automotive Dealers	\$565,603,436	\$816,472,286	\$250,868,850	44%	\$1,288,552,066	\$941,400,704	(\$347,151,362)	-27%	\$1,932,218,818	\$1,251,237,458	(\$680,981,360)	-35%
Full-Service Restaurants	\$155,321,547	\$239,528,755	\$84,207,207	54%	\$299,721,126	\$375,530,182	\$75,809,056	25%	\$428,516,856	\$431,074,945	\$2,558,089	1%
Sporting Goods/Hobby/Musical Instrument	\$33,445,211	\$52,058,496	\$18,613,285	56%	\$76,162,378	\$67,546,454	(\$8,615,924)	-11%	\$114,522,189	\$97,198,665	(\$17,323,524)	-15%
Building Material/Supplies Dealers	\$171,123,047	\$267,439,050	\$96,316,003	56%	\$387,954,204	\$379,021,765	(\$8,932,439)	-2%	\$587,293,374	\$486,397,372	(\$100,896,002)	-17%
Jewelry/Luggage/Leather Goods	\$18,864,441	\$31,230,229	\$12,365,788	66%	\$42,860,363	\$40,861,009	(\$1,999,354)	-5%	\$64,618,952	\$53,164,037	(\$11,454,916)	-18%
Vending Machine Operators (Non-Store)	\$18,580,748	\$31,054,026	\$12,473,278	67%	\$41,652,040	\$46,437,175	\$4,785,135	11%	\$62,919,154	\$51,516,071	(\$11,403,083)	-18%
Lawn/Garden Equipment/Supplies Stores	\$19,777,280	\$36,523,596	\$16,746,316	85%	\$44,895,993	\$78,690,654	\$33,794,660	75%	\$67,943,716	\$103,087,928	\$35,144,211	52%
Used Merchandise Stores	\$10,156,585	\$19,663,073	\$9,506,488	94%	\$23,079,267	\$24,929,852	\$1,850,585	8%	\$34,831,963	\$29,955,306	(\$4,876,657)	-14%
<b>Consumer Demand/Market Supply Index</b>	<b>\$3,190,326,818</b>	<b>\$3,791,248,985</b>	<b>84</b>		<b>\$7,097,141,332</b>	<b>\$5,562,784,601</b>	<b>128</b>		<b>\$10,650,026,016</b>	<b>\$7,527,063,280</b>	<b>141</b>	

**Consumer Demand & Market Supply Assessment**

Site: Auto Mall Pkwy and Date St  
Address: Auto Mall Pkwy and Date St | Murrieta CA  
Date Report Created: 5/15/2019

By Major Product Lines	10 Min Drive				20 Min Drive				30 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Pets/Pet Foods/Pet Supplies	\$28,174,525	\$21,088,533	(\$7,085,991)	-25%	\$64,668,783	\$34,812,300	(\$29,856,483)	-46%	\$96,558,692	\$46,339,335	(\$50,219,357)	-52%
Computer Hardware/Software/Supplies	\$72,297,099	\$56,849,971	(\$15,447,127)	-21%	\$121,062,215	\$90,210,014	(\$30,852,201)	-25%	\$166,623,654	\$118,859,704	(\$47,763,950)	-29%
Footwear, including Accessories	\$45,961,368	\$37,556,648	(\$8,404,720)	-18%	\$105,198,998	\$52,577,913	(\$52,621,085)	-50%	\$156,984,515	\$69,737,288	(\$87,247,226)	-56%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$371,279,992	\$305,886,735	(\$65,393,258)	-18%	\$838,484,346	\$467,152,331	(\$371,332,015)	-44%	\$1,274,788,006	\$651,807,502	(\$622,980,504)	-49%
Furniture/Sleep/Outdoor/Patio Furniture	\$85,434,891	\$74,296,451	(\$11,138,440)	-13%	\$194,604,411	\$106,690,968	(\$87,913,443)	-45%	\$291,921,987	\$127,787,243	(\$164,134,744)	-56%
Packaged Liquor/Wine/Beer	\$57,506,614	\$52,514,509	(\$4,992,105)	-9%	\$130,813,168	\$85,617,308	(\$45,195,860)	-35%	\$196,552,671	\$124,105,850	(\$72,446,821)	-37%
Womens/Juniors/Misses Wear	\$117,996,535	\$118,708,102	\$711,567	1%	\$267,955,092	\$159,001,091	(\$108,954,001)	-41%	\$403,890,077	\$206,228,679	(\$197,661,398)	-49%
Small Electric Appliances	\$6,639,789	\$6,711,700	\$71,911	1%	\$15,064,724	\$10,506,795	(\$4,557,929)	-30%	\$22,740,325	\$14,758,437	(\$7,981,888)	-35%
Automotive Tires/Tubes/Batteries/Parts	\$96,463,695	\$99,192,060	\$2,728,365	3%	\$217,843,803	\$144,579,806	(\$73,263,997)	-34%	\$330,915,907	\$199,777,571	(\$131,138,337)	-40%
Kitchenware/Home Furnishings	\$37,706,396	\$39,176,020	\$1,469,625	4%	\$85,662,901	\$59,054,669	(\$26,608,232)	-31%	\$129,376,030	\$79,925,376	(\$49,450,654)	-38%
Groceries/Other Food Items (Off Premises)	\$478,163,392	\$510,665,746	\$32,502,354	7%	\$1,083,873,361	\$811,292,539	(\$272,580,822)	-25%	\$1,644,645,256	\$1,109,403,361	(\$535,241,894)	-33%
All Other Merchandise	\$121,502,709	\$132,931,967	\$11,429,259	9%	\$276,213,149	\$204,014,111	(\$72,199,038)	-26%	\$417,330,840	\$269,178,332	(\$148,152,509)	-36%
Mens Wear	\$45,807,710	\$50,210,385	\$4,402,675	10%	\$104,927,427	\$68,798,651	(\$36,128,776)	-34%	\$156,847,013	\$91,463,420	(\$65,383,594)	-42%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$13,891,132	\$16,716,018	\$2,824,886	20%	\$31,904,819	\$25,691,312	(\$6,213,507)	-19%	\$47,872,267	\$35,676,061	(\$12,196,206)	-25%
Books/Periodicals	\$12,987,430	\$15,689,909	\$2,702,478	21%	\$29,404,861	\$23,391,196	(\$6,013,665)	-20%	\$44,376,488	\$31,462,485	(\$12,914,003)	-29%
Childrens Wear/Infants/Toddlers Clothing	\$19,177,339	\$24,205,555	\$5,028,216	26%	\$43,852,169	\$33,206,182	(\$10,645,988)	-24%	\$65,417,257	\$44,945,184	(\$20,472,074)	-31%
Audio Equipment/Musical Instruments	\$17,960,182	\$22,672,920	\$4,712,738	26%	\$40,707,183	\$34,321,744	(\$6,385,439)	-16%	\$61,524,581	\$46,721,493	(\$14,803,087)	-24%
Floor/Floor Coverings	\$24,496,860	\$31,917,252	\$7,420,392	30%	\$55,305,545	\$47,882,863	(\$7,422,682)	-13%	\$84,077,563	\$63,241,748	(\$20,835,815)	-25%
Alcoholic Drinks Served at the Establishment	\$72,980,452	\$96,115,252	\$23,134,801	32%	\$126,380,794	\$147,806,121	\$21,425,327	17%	\$174,711,976	\$170,733,927	(\$3,978,050)	-2%
Meats/Nonalcoholic Beverages	\$291,261,631	\$386,169,162	\$94,907,531	33%	\$597,023,416	\$624,454,817	\$27,431,402	5%	\$867,965,132	\$771,813,673	(\$96,151,459)	-11%
Cigars/Cigarettes/Tobacco/Accessories	\$34,512,605	\$45,819,974	\$11,307,369	33%	\$77,203,757	\$74,312,507	(\$2,891,250)	-4%	\$118,935,805	\$107,109,003	(\$11,826,801)	-10%
Lawn/Garden/Farm Equipment/Supplies	\$50,289,437	\$68,057,965	\$17,768,528	35%	\$114,037,498	\$121,741,984	\$7,704,486	7%	\$172,837,101	\$160,772,725	(\$12,064,376)	-7%
Toys/Hobby Goods/Games	\$15,814,846	\$21,792,266	\$5,977,420	38%	\$35,917,947	\$31,838,750	(\$4,079,197)	-11%	\$54,232,485	\$45,140,002	(\$9,092,483)	-17%
Automotive Fuels	\$209,135,231	\$289,082,664	\$79,947,433	38%	\$474,784,835	\$482,814,429	\$8,029,594	2%	\$717,339,569	\$782,973,500	\$65,633,932	9%
Soaps/Detergents/Household Cleaners	\$14,699,908	\$20,412,185	\$5,712,277	39%	\$33,351,018	\$31,688,719	(\$1,662,299)	-5%	\$50,523,942	\$43,621,488	(\$6,902,454)	-14%
Retailer Services	\$94,912,558	\$132,946,857	\$38,034,299	40%	\$216,999,876	\$175,901,698	(\$41,098,177)	-19%	\$325,257,116	\$235,714,136	(\$89,542,980)	-28%
Optical Goods (incl Eyeglasses, Sunglasses)	\$6,838,281	\$9,709,319	\$2,871,038	42%	\$15,506,456	\$14,482,918	(\$1,023,538)	-7%	\$23,500,607	\$19,993,349	(\$3,507,257)	-15%
Paper/Related Products	\$12,867,699	\$18,390,705	\$5,523,006	43%	\$29,013,672	\$28,887,049	(\$126,624)	0%	\$44,260,103	\$39,802,809	(\$4,457,294)	-10%
Autos/Cars/Vans/Trucks/Motorcycles	\$499,203,036	\$718,710,242	\$219,507,207	44%	\$1,137,590,771	\$842,198,825	(\$295,391,946)	-26%	\$1,704,274,035	\$1,121,664,704	(\$582,609,330)	-34%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$27,901,405	\$40,295,273	\$12,393,867	44%	\$63,575,956	\$57,042,579	(\$6,533,377)	-10%	\$95,498,019	\$79,059,972	(\$16,438,047)	-17%
Hardware/Tools/Plumbing/Electrical Supplies	\$47,720,098	\$71,465,360	\$23,745,262	50%	\$107,779,846	\$102,818,655	(\$4,961,191)	-5%	\$163,785,954	\$133,062,918	(\$30,723,036)	-19%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$5,865,834	\$8,865,027	\$2,999,193	51%	\$13,177,945	\$13,377,893	\$199,948	2%	\$20,240,318	\$19,882,375	(\$357,943)	-2%
Jewelry (including Watches)	\$28,466,340	\$43,778,836	\$15,312,496	54%	\$64,646,739	\$59,317,700	(\$5,329,039)	-8%	\$97,480,194	\$78,383,618	(\$19,096,576)	-20%
Dimensional Lumber/Other Building Materials	\$69,516,061	\$110,309,683	\$40,793,622	59%	\$157,733,478	\$156,577,821	(\$1,155,658)	-1%	\$238,567,353	\$200,761,853	(\$37,805,501)	-16%
Paints/Sundries/Wallpaper/Wall Coverings	\$12,645,822	\$20,112,036	\$7,466,214	59%	\$28,605,211	\$28,591,834	(\$13,377)	0%	\$43,297,167	\$36,722,637	(\$6,574,530)	-15%
Televisions/VCR/Video Cameras/DVD etc	\$20,388,552	\$35,284,251	\$14,895,699	73%	\$46,251,257	\$55,172,573	\$8,921,316	19%	\$69,776,339	\$74,545,744	\$4,769,405	7%
Major Household Appliances	\$11,597,636	\$20,813,089	\$9,215,453	79%	\$26,766,348	\$30,887,272	\$4,120,924	15%	\$39,957,347	\$40,853,155	\$895,807	2%
Automotive Lubricants (incl Oil, Greases)	\$11,597,636	\$20,813,089	\$9,215,453	79%	\$26,766,348	\$30,887,272	\$4,120,924	15%	\$39,957,347	\$40,853,155	\$895,807	2%
Photographic Equipment/Supplies	\$3,488,159	\$6,320,248	\$2,832,089	81%	\$7,949,041	\$9,879,081	\$1,930,040	24%	\$11,916,780	\$13,257,430	\$1,340,650	11%
Sewing/Knitting Materials/Supplies	\$1,332,935	\$2,671,460	\$1,338,525	100%	\$3,032,910	\$3,692,245	\$659,335	22%	\$4,545,339	\$5,087,805	\$542,467	12%

## Consumer Demand & Market Supply Assessment

**Site:** Auto Mall Pkwy and Date St  
**Address:** Auto Mall Pkwy and Date St | Murrieta CA  
**Date Report Created:** 5/15/2019

10 Min Drive

20 Min Drive

30 Min Drive

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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