

CITY OF PACIFIC GROVE, CA

INSIGHT

MARKET ANALYTICS

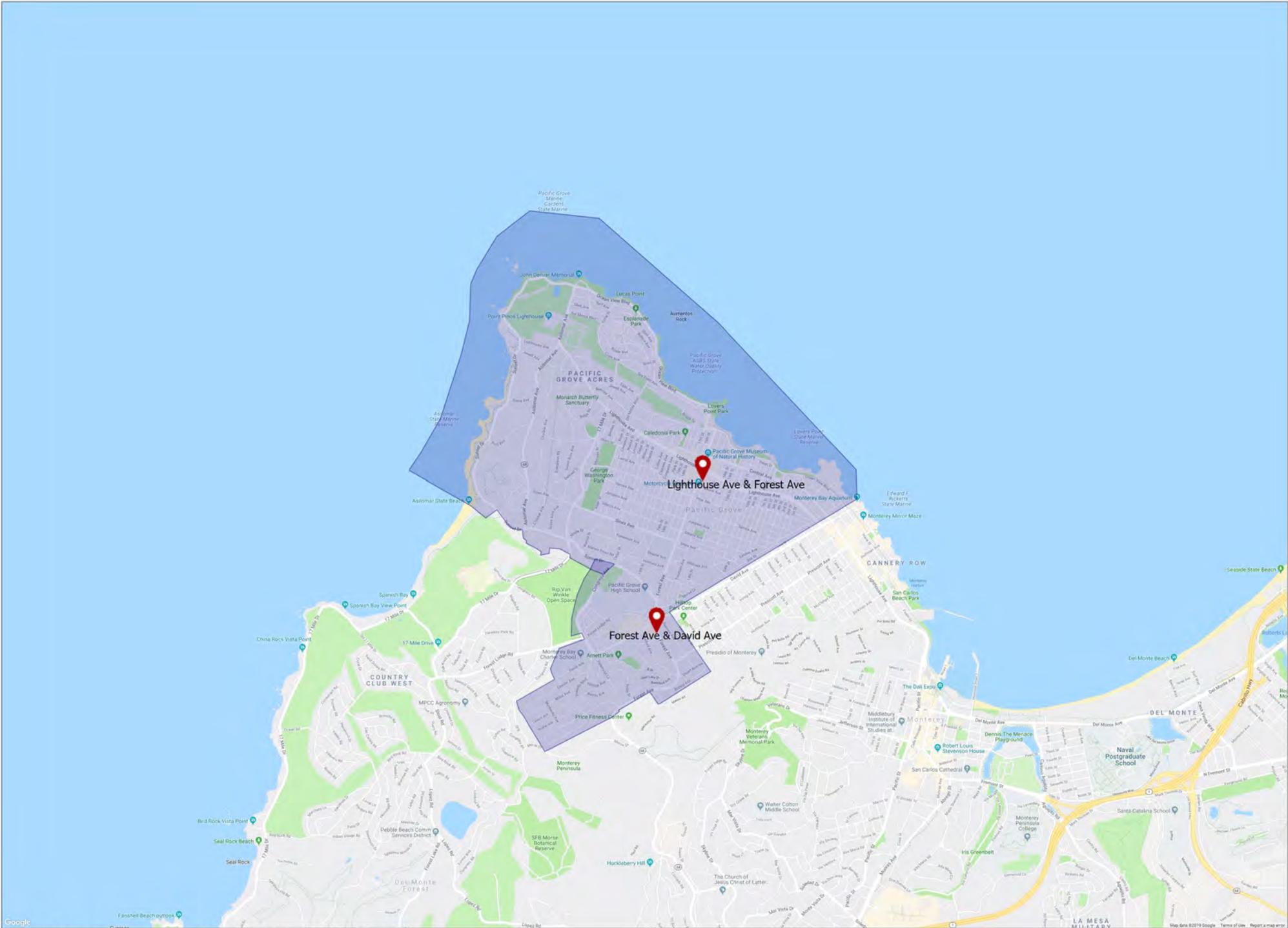
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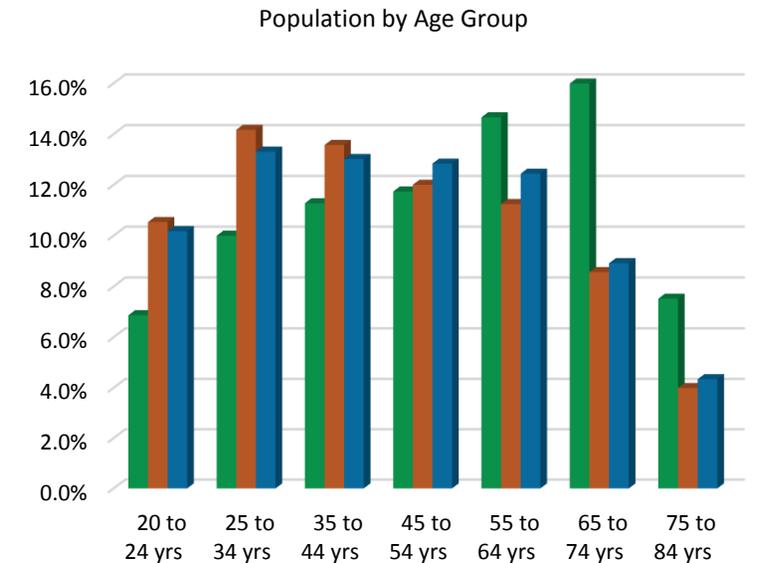
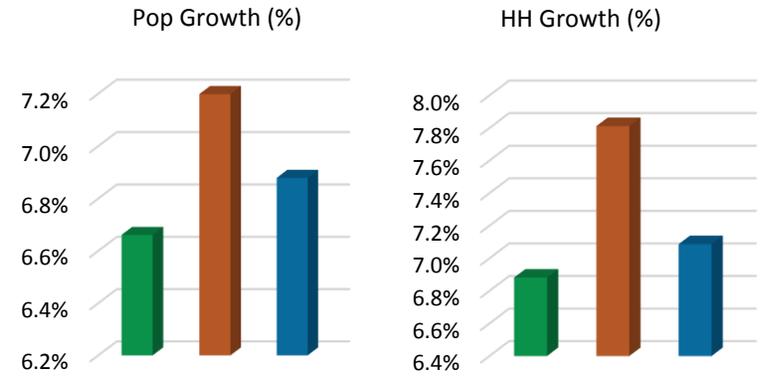
Barry Foster
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Consumer Demographic Profile

Site: City of Pacific Grove
Address: City of Pacific Grove, Monterey County, California
Date Report Created: 9/11/2019

	Pacific Grove		Monterey County		California	
	#	%	#	%	#	%
Market Stats						
Population	15,351	---	428,551	---	39,420,828	---
5 Year Projected Pop	16,374	---	459,400	---	42,132,585	---
Pop Growth (%)	6.7%	---	7.2%	---	6.9%	---
Households	7,196	---	130,138	---	13,344,746	---
5 Year Projected HHs	7,691	---	140,304	---	14,290,456	---
HH Growth (%)	6.9%	---	7.8%	---	7.1%	---
Census Stats						
2000 Population	15,505	---	401,764	---	33,871,648	---
2010 Population	15,040	---	415,057	---	37,253,956	---
Pop Growth (%)	-3.0%	---	3.3%	---	10.0%	---
2000 Households	7,302	---	121,233	---	11,502,864	---
2010 Households	7,020	---	125,946	---	12,577,498	---
HH Growth (%)	-3.9%	---	3.9%	---	9.3%	---
Total Population by Age						
Average Age	46.0		37.8		38.8	
19 yrs & under	2,808	18.3%	104,337	24.3%	9,207,754	23.4%
20 to 24 yrs	1,054	6.9%	45,151	10.5%	4,011,652	10.2%
25 to 34 yrs	1,534	10.0%	60,711	14.2%	5,245,664	13.3%
35 to 44 yrs	1,731	11.3%	58,156	13.6%	5,131,312	13.0%
45 to 54 yrs	1,802	11.7%	51,431	12.0%	5,059,796	12.8%
55 to 64 yrs	2,250	14.7%	48,181	11.2%	4,904,121	12.4%
65 to 74 yrs	2,454	16.0%	36,705	8.6%	3,514,126	8.9%
75 to 84 yrs	1,154	7.5%	17,096	4.0%	1,711,003	4.3%
85 + yrs	563	3.7%	6,783	1.6%	635,400	1.6%
Population Bases						
20-34 yrs	2,588	16.9%	105,862	24.7%	9,257,316	23.5%
45-64 yrs	4,052	26.4%	99,612	23.2%	9,963,917	25.3%
16 yrs +	12,800	83.4%	336,649	78.6%	31,209,096	79.2%
25 yrs +	11,489	74.8%	279,063	65.1%	26,201,422	66.5%
65 yrs +	4,172	27.2%	60,584	14.1%	5,860,529	14.9%
75 yrs +	1,717	11.2%	23,879	5.6%	2,346,403	6.0%
85 yrs +	563	3.7%	6,783	1.6%	635,400	1.6%



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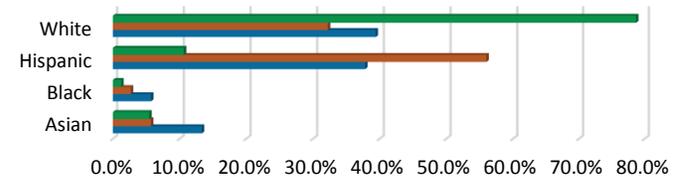
INSIGHT

MARKET ANALYTICS

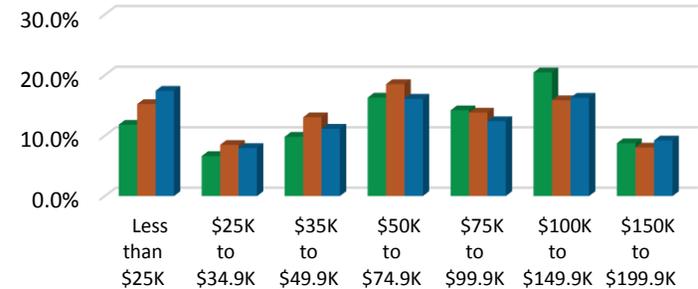
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	Pacific Grove		Monterey County		California	
	#	%	#	%	#	%
Population by Race						
White	12,079	78.7%	138,158	32.2%	15,528,774	39.4%
Hispanic	1,634	10.6%	239,995	56.0%	14,913,704	37.8%
Black	194	1.3%	11,544	2.7%	2,256,972	5.7%
Asian	839	5.5%	24,514	5.7%	5,256,861	13.3%
Ancestry						
American Indian (ancestry)	52	0.3%	1,384	0.3%	172,359	0.4%
Hawaiian (ancestry)	42	0.3%	2,042	0.5%	138,823	0.4%
Household Income						
Per Capita Income	\$52,831	---	\$28,017	---	\$33,813	---
Average HH Income	\$112,710	---	\$92,262	---	\$99,885	---
Median HH Income	\$83,792	---	\$67,045	---	\$70,367	---
Less than \$25K	850	11.8%	19,819	15.2%	2,325,618	17.4%
\$25K to \$34.9K	477	6.6%	11,026	8.5%	1,062,350	8.0%
\$35K to \$49.9K	706	9.8%	16,986	13.1%	1,487,185	11.1%
\$50K to \$74.9K	1,172	16.3%	24,095	18.5%	2,150,133	16.1%
\$75K to \$99.9K	1,022	14.2%	17,989	13.8%	1,655,434	12.4%
\$100K to \$149.9K	1,471	20.4%	20,643	15.9%	2,173,066	16.3%
\$150K to \$199.9K	630	8.8%	10,463	8.0%	1,228,051	9.2%
\$200K +	868	12.1%	9,117	7.0%	1,262,909	9.5%
Education						
Less than 9th Grade	166	1.4%	56,317	20.2%	2,586,525	9.9%
Some HS, No Diploma	253	2.2%	26,267	9.4%	2,088,439	8.0%
HS Grad (or Equivalent)	1,605	14.0%	57,620	20.6%	5,431,557	20.7%
Some College, No Degree	2,435	21.2%	51,383	18.4%	5,654,989	21.6%
Associate Degree	1,015	8.8%	22,091	7.9%	2,043,566	7.8%
Bachelor Degree	3,176	27.6%	39,479	14.1%	5,257,686	20.1%
Graduates Degree	1,968	17.1%	17,099	6.1%	2,120,346	8.1%

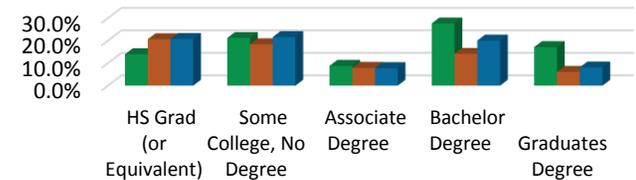
Ethnic Breakdown



Household Income Levels - %



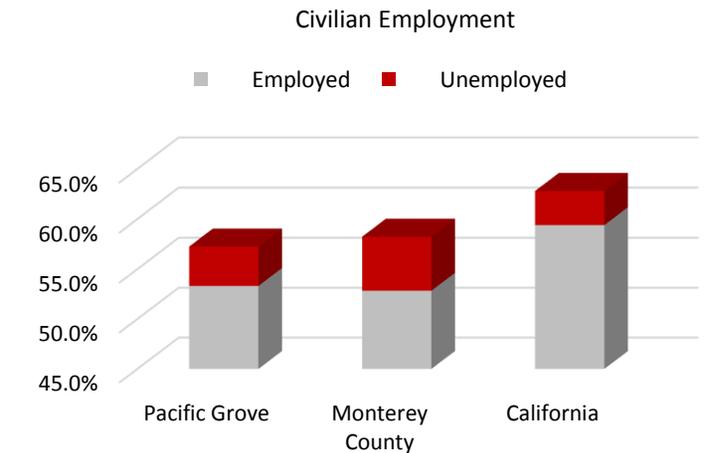
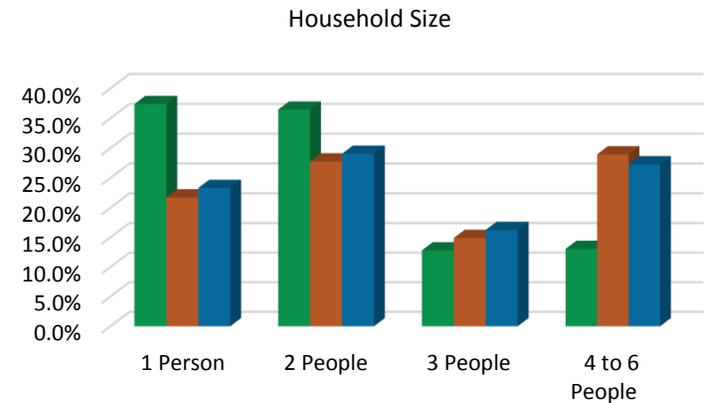
Education



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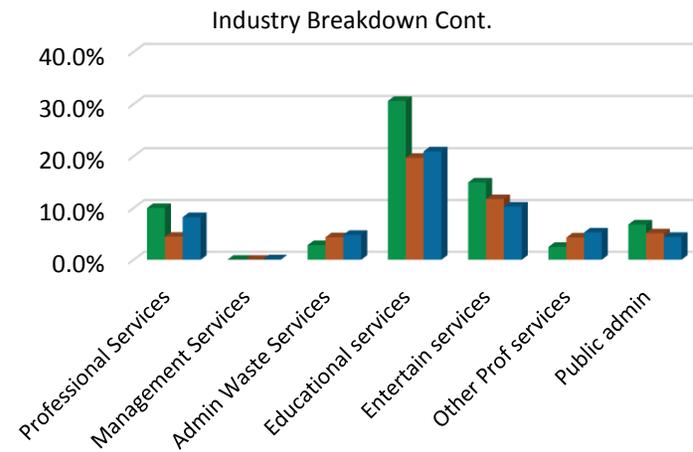
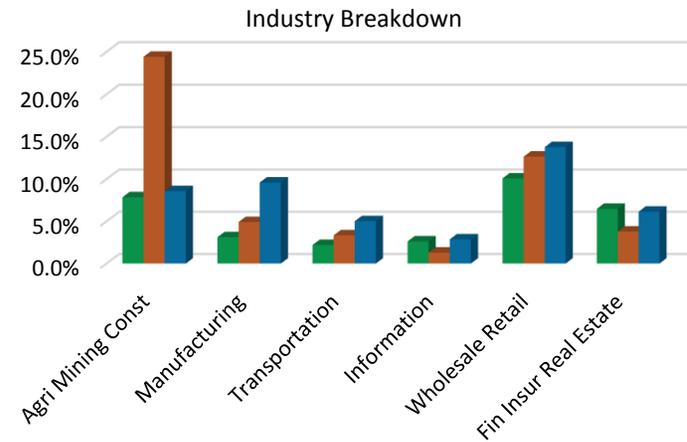
	Pacific Grove		Monterey County		California	
	#	%	#	%	#	%
Family Structure	4,006		94,010		9,240,441	
Single - Male	90	2.2%	4,401	4.7%	442,452	4.8%
Single - Female	472	11.8%	7,871	8.4%	905,890	9.8%
Single Parent - Male	75	1.9%	4,092	4.4%	347,770	3.8%
Single Parent - Female	244	6.1%	9,627	10.2%	873,686	9.5%
Married w/ Children	1,052	26.3%	31,135	33.1%	2,931,494	31.7%
Married w/out Children	2,073	51.7%	36,884	39.2%	3,739,149	40.5%
Household Size						
1 Person	2,690	37.4%	28,275	21.7%	3,112,441	23.3%
2 People	2,622	36.4%	36,122	27.8%	3,876,361	29.0%
3 People	921	12.8%	19,391	14.9%	2,168,991	16.3%
4 to 6 People	939	13.0%	37,673	28.9%	3,640,270	27.3%
7+ People	24	0.3%	8,677	6.7%	546,683	4.1%
Home Ownership	7,196		130,138		13,344,746	
Owners	3,294	45.8%	66,289	50.9%	7,482,020	56.1%
Renters	3,902	54.2%	63,849	49.1%	5,862,726	43.9%
Components of Change						
Births	144	0.9%	5,046	1.2%	464,375	1.2%
Deaths	178	1.2%	2,931	0.7%	285,245	0.7%
Migration	-158	-1.0%	-3,959	-0.9%	-12,067	0.0%
Employment (Pop 16+)	12,800		336,649		31,209,096	
Armed Services	249	1.9%	6,731	2.0%	144,432	0.5%
Civilian	7,330	57.3%	196,075	58.2%	19,601,541	62.8%
Employed	6,825	53.3%	177,882	52.8%	18,537,279	59.4%
Unemployed	505	3.9%	18,193	5.4%	1,064,262	3.4%
Not in Labor Force	5,221	40.8%	133,843	39.8%	11,463,123	36.7%
Employed Population	6,825		177,882		18,537,279	
White Collar	5,140	75.3%	89,943	50.6%	11,646,473	62.8%
Blue Collar	1,684	24.7%	87,939	49.4%	6,890,806	37.2%



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	Pacific Grove		Monterey County		California	
	#	%	#	%	#	%
Employment By Occupation	6,825		177,882		18,537,279	
White Collar	5,140	75.3%	89,943	50.6%	11,646,473	62.8%
Managerial executive	1,195	17.5%	20,873	11.7%	2,868,698	15.5%
Prof specialty	2,317	34.0%	29,429	16.5%	4,150,780	22.4%
Healthcare support	86	1.3%	3,863	2.2%	349,576	1.9%
Sales	635	9.3%	17,656	9.9%	1,965,444	10.6%
Office Admin	907	13.3%	18,122	10.2%	2,311,975	12.5%
Blue Collar	1,684	24.7%	87,939	49.4%	6,890,806	37.2%
Protective	120	1.8%	3,751	2.1%	383,400	2.1%
Food Prep Serving	469	6.9%	10,418	5.9%	1,053,945	5.7%
Bldg Maint/Cleaning	171	2.5%	9,530	5.4%	789,095	4.3%
Personal Care	195	2.9%	7,620	4.3%	877,329	4.7%
Farming/Fishing/Forestry	49	0.7%	24,645	13.9%	313,343	1.7%
Construction	389	5.7%	12,508	7.0%	1,402,241	7.6%
Production Transp	292	4.3%	19,467	10.9%	2,071,453	11.2%
Employment By Industry	6,825		177,882		18,537,279	
Agri Mining Const	535	7.8%	43,405	24.4%	1,588,938	8.6%
Manufacturing	213	3.1%	8,732	4.9%	1,777,347	9.6%
Transportation	150	2.2%	5,944	3.3%	930,032	5.0%
Information	179	2.6%	2,296	1.3%	530,119	2.9%
Wholesale Retail	688	10.1%	22,502	12.6%	2,555,114	13.8%
Fin Insur Real Estate	442	6.5%	6,737	3.8%	1,138,254	6.1%
Professional Services	683	10.0%	7,917	4.5%	1,526,596	8.2%
Management Services	0	0.0%	10	0.0%	14,180	0.1%
Admin Waste Services	193	2.8%	7,722	4.3%	891,612	4.8%
Educational services	2,089	30.6%	35,024	19.7%	3,882,611	20.9%
Entertain services	1,019	14.9%	20,826	11.7%	1,906,308	10.3%
Other Prof services	169	2.5%	7,656	4.3%	978,453	5.3%
Public admin	465	6.8%	9,111	5.1%	817,715	4.4%



Household Segmentation Profile

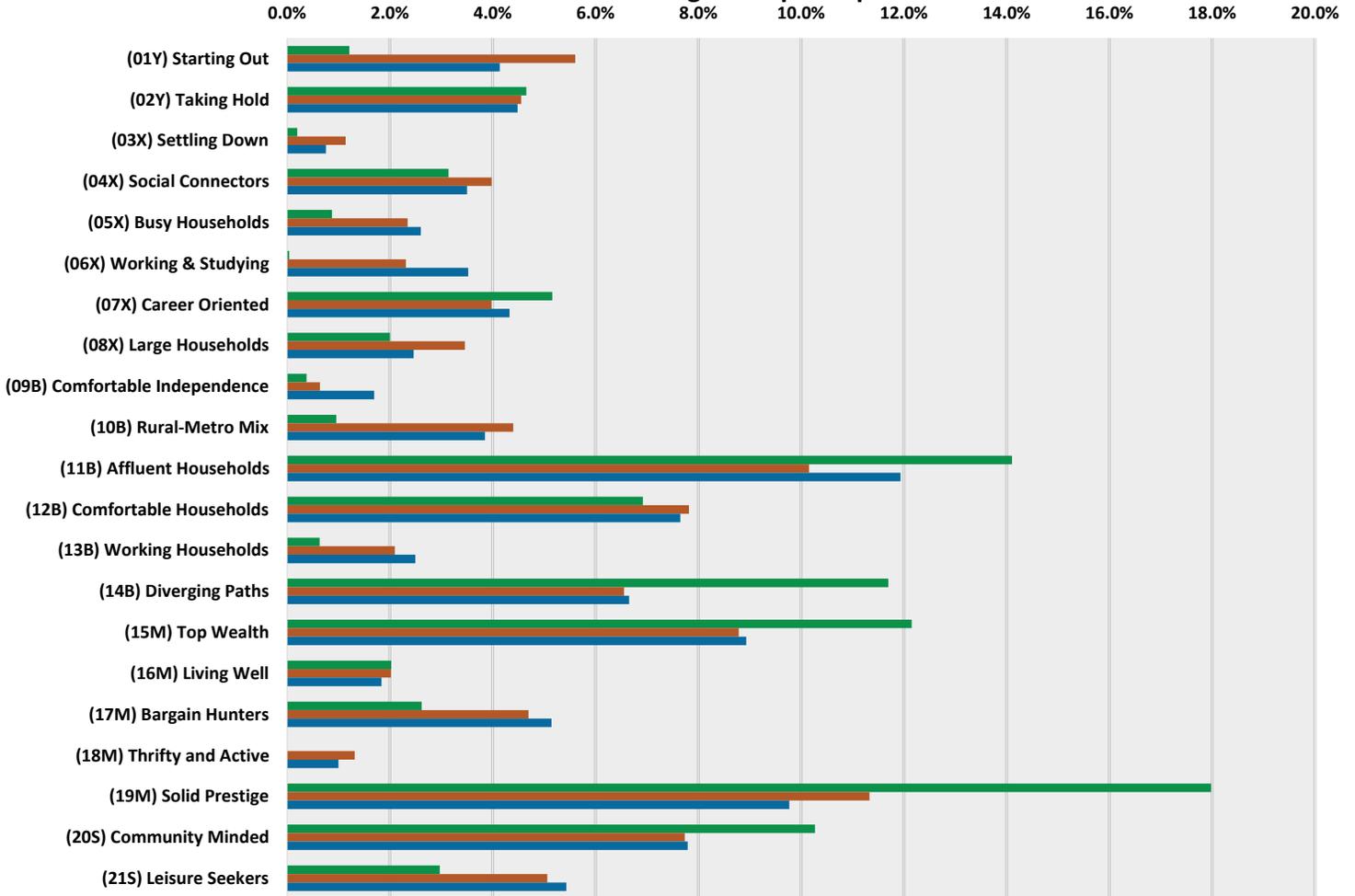
Site: City of Pacific Grove
 Address: City of Pacific Grove, Monterey County, California
 Date: 9/11/2019



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Trade Area 1: Pacific Grove	Trade Area 2: Monterey County	Trade Area 3: California
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Household Lifestage Group Comparison



Trade Area 1: Pacific Grove	Trade Area 2: Monterey County	Trade Area 3: California
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Total Households **7,078** **100%** **130,255** **100%** **13,085,935** **100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	803	11.3%	6,609	5.1%	672,512	5.1%
2	09- Busy Schedules	(19M) Solid Prestige	751	10.6%	7,203	5.5%	587,453	4.5%
3	04- Top Professionals	(11B) Affluent Households	638	9.0%	6,140	4.7%	718,728	5.5%
4	03- Corporate Connected	(15M) Top Wealth	567	8.0%	5,370	4.1%	529,308	4.0%
5	36- Persistent & Productive	(20S) Community Minded	367	5.2%	6,303	4.8%	663,820	5.1%
6	02- Established Elite	(15M) Top Wealth	293	4.1%	6,077	4.7%	639,857	4.9%
7	05- Active & Involved	(19M) Solid Prestige	283	4.0%	3,915	3.0%	304,840	2.3%
8	13- Work & Play	(12B) Comfortable Households	276	3.9%	5,246	4.0%	498,256	3.8%
9	24- Career Building	(02Y) Taking Hold	268	3.8%	3,529	2.7%	423,746	3.2%
10	28- Community Pillars	(20S) Community Minded	253	3.6%	2,260	1.7%	207,630	1.6%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: City of Pacific Grove, Monterey County, California

Date: 9/11/2019

TOTAL HOUSEHOLDS		7,078	100%	130,255	100%	13,085,935	100%
Lifestage Group	Cluster Name	Pacific Grove		Monterey County		California	
(01Y) Starting Out		86	1.2%	7,305	5.6%	541,612	4.1%
	39- Setting Goals	4	0.1%	1,247	1.0%	106,720	0.8%
	45- Offices & Entertainment	52	0.7%	1,117	0.9%	97,798	0.7%
	57- Collegiate Crowd	24	0.3%	2,106	1.6%	167,492	1.3%
	58- Outdoor Fervor	0	0.0%	1,300	1.0%	35,895	0.3%
	67- First Steps	6	0.1%	1,535	1.2%	133,707	1.0%
(02Y) Taking Hold		329	4.7%	5,932	4.6%	586,957	4.5%
	18- Climbing the Ladder	11	0.2%	238	0.2%	20,941	0.2%
	21- Children First	48	0.7%	1,671	1.3%	110,455	0.8%
	24- Career Building	268	3.8%	3,529	2.7%	423,746	3.2%
	30- Out & About	3	0.0%	494	0.4%	31,815	0.2%
(03X) Settling Down		14	0.2%	1,484	1.1%	99,132	0.8%
	34- Outward Bound	0	0.0%	359	0.3%	15,482	0.1%
	41- Rural Adventure	0	0.0%	469	0.4%	17,740	0.1%
	46- Rural & Active	14	0.2%	656	0.5%	65,910	0.5%
(04X) Social Connectors		222	3.1%	5,182	4.0%	458,059	3.5%
	42- Creative Variety	21	0.3%	909	0.7%	83,376	0.6%
	52- Stylish & Striving	150	2.1%	1,794	1.4%	158,546	1.2%
	59- Mobile Mixers	52	0.7%	2,479	1.9%	216,137	1.7%
(05X) Busy Households		62	0.9%	3,055	2.3%	340,367	2.6%
	37- Firm Foundations	20	0.3%	958	0.7%	115,618	0.9%
	62- Movies & Sports	42	0.6%	2,097	1.6%	224,749	1.7%
(06X) Working & Studying		3	0.0%	3,011	2.3%	461,142	3.5%
	61- City Life	0	0.0%	1,051	0.8%	301,782	2.3%
	69- Productive Havens	1	0.0%	500	0.4%	50,588	0.4%
	70- Favorably Frugal	2	0.0%	1,460	1.1%	108,772	0.8%
(07X) Career Oriented		365	5.2%	5,178	4.0%	566,271	4.3%
	06- Casual Comfort	66	0.9%	1,582	1.2%	204,138	1.6%
	10- Careers & Travel	45	0.6%	664	0.5%	69,272	0.5%
	20- Carving Out Time	6	0.1%	234	0.2%	28,593	0.2%
	26- Getting Established	248	3.5%	2,698	2.1%	264,268	2.0%
(08X) Large Households		142	2.0%	4,505	3.5%	322,106	2.5%
	11- Schools & Shopping	41	0.6%	824	0.6%	70,654	0.5%
	12- On the Go	48	0.7%	755	0.6%	82,562	0.6%
	19- Country Comfort	0	0.0%	1,810	1.4%	63,508	0.5%
	27- Tenured Proprietors	53	0.7%	1,116	0.9%	105,382	0.8%
(09B) Comfortable Independence		27	0.4%	833	0.6%	221,949	1.7%
	29- City Mixers	0	0.0%	25	0.0%	132,992	1.0%
	35- Working & Active	17	0.2%	372	0.3%	43,922	0.3%
	56- Metro Active	10	0.1%	436	0.3%	45,035	0.3%
(10B) Rural-Metro Mix		68	1.0%	5,732	4.4%	503,927	3.9%
	47- Rural Parents	1	0.0%	1,293	1.0%	53,162	0.4%
	53- Metro Strivers	61	0.9%	3,019	2.3%	395,102	3.0%
	60- Rural & Mobile	6	0.1%	1,420	1.1%	55,663	0.4%

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

Household Segmentation Profile

Market: City of Pacific Grove, Monterey County, California

Date: 9/11/2019

TOTAL HOUSEHOLDS		7,078	100%	130,255	100%	13,085,935	100%
Lifestage Group	Cluster Name	Pacific Grove		Monterey County		California	
(11B) Affluent Households		998	14.1%	13,229	10.2%	1,562,088	11.9%
	01- Summit Estates	206	2.9%	4,554	3.5%	614,737	4.7%
	04- Top Professionals	638	9.0%	6,140	4.7%	718,728	5.5%
	07- Active Lifestyles	154	2.2%	2,535	1.9%	228,623	1.7%
(12B) Comfortable Households		490	6.9%	10,186	7.8%	1,001,369	7.7%
	13- Work & Play	276	3.9%	5,246	4.0%	498,256	3.8%
	17- Firmly Established	214	3.0%	4,940	3.8%	503,113	3.8%
(13B) Working Households		45	0.6%	2,731	2.1%	326,704	2.5%
	38- Occupational Mix	45	0.6%	2,170	1.7%	292,662	2.2%
	48- Farm & Home	0	0.0%	561	0.4%	34,042	0.3%
(14B) Diverging Paths		828	11.7%	8,542	6.6%	870,780	6.7%
	16- Country Enthusiasts	0	0.0%	843	0.6%	27,972	0.2%
	22- Comfortable Cornerstones	5	0.1%	345	0.3%	32,099	0.2%
	31- Mid-American	20	0.3%	545	0.4%	58,951	0.5%
	32- Metro Mix	0	0.0%	200	0.2%	79,246	0.6%
	33- Urban Diversity	803	11.3%	6,609	5.1%	672,512	5.1%
(15M) Top Wealth		860	12.2%	11,447	8.8%	1,169,165	8.9%
	02- Established Elite	293	4.1%	6,077	4.7%	639,857	4.9%
	03- Corporate Connected	567	8.0%	5,370	4.1%	529,308	4.0%
(16M) Living Well		143	2.0%	2,632	2.0%	240,474	1.8%
	14- Career Centered	121	1.7%	1,592	1.2%	151,953	1.2%
	15- Country Ways	0	0.0%	541	0.4%	32,113	0.2%
	23- Good Neighbors	22	0.3%	499	0.4%	56,408	0.4%
(17M) Bargain Hunters		185	2.6%	6,118	4.7%	672,948	5.1%
	43- Work & Causes	15	0.2%	635	0.5%	74,603	0.6%
	44- Open Houses	14	0.2%	892	0.7%	99,854	0.8%
	55- Community Life	18	0.3%	900	0.7%	94,963	0.7%
	63- Staying Home	134	1.9%	3,306	2.5%	351,014	2.7%
	68- Staying Healthy	5	0.1%	385	0.3%	52,514	0.4%
(18M) Thrifty & Active		0	0.0%	1,714	1.3%	130,786	1.0%
	40- Great Outdoors	0	0.0%	378	0.3%	19,667	0.2%
	50- Rural Community	0	0.0%	1,011	0.8%	86,165	0.7%
	54- Work & Outdoors	0	0.0%	325	0.2%	24,954	0.2%
(19M) Solid Prestige		1,272	18.0%	14,763	11.3%	1,278,689	9.8%
	05- Active & Involved	283	4.0%	3,915	3.0%	304,840	2.3%
	08- Solid Surroundings	239	3.4%	3,645	2.8%	386,396	3.0%
	09- Busy Schedules	751	10.6%	7,203	5.5%	587,453	4.5%
(20S) Community Minded		727	10.3%	10,080	7.7%	1,020,108	7.8%
	25- Clubs & Causes	107	1.5%	1,517	1.2%	148,658	1.1%
	28- Community Pillars	253	3.6%	2,260	1.7%	207,630	1.6%
	36- Persistent & Productive	367	5.2%	6,303	4.8%	663,820	5.1%
(21S) Leisure Seekers		210	3.0%	6,596	5.1%	711,302	5.4%
	49- Home & Garden	75	1.1%	1,123	0.9%	138,418	1.1%
	51- Role Models	23	0.3%	862	0.7%	105,163	0.8%
	64- Practical & Careful	57	0.8%	2,057	1.6%	159,536	1.2%
	65- Hobbies & Shopping	20	0.3%	1,317	1.0%	135,282	1.0%
	66- Helping Hands	36	0.5%	1,237	0.9%	172,903	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.

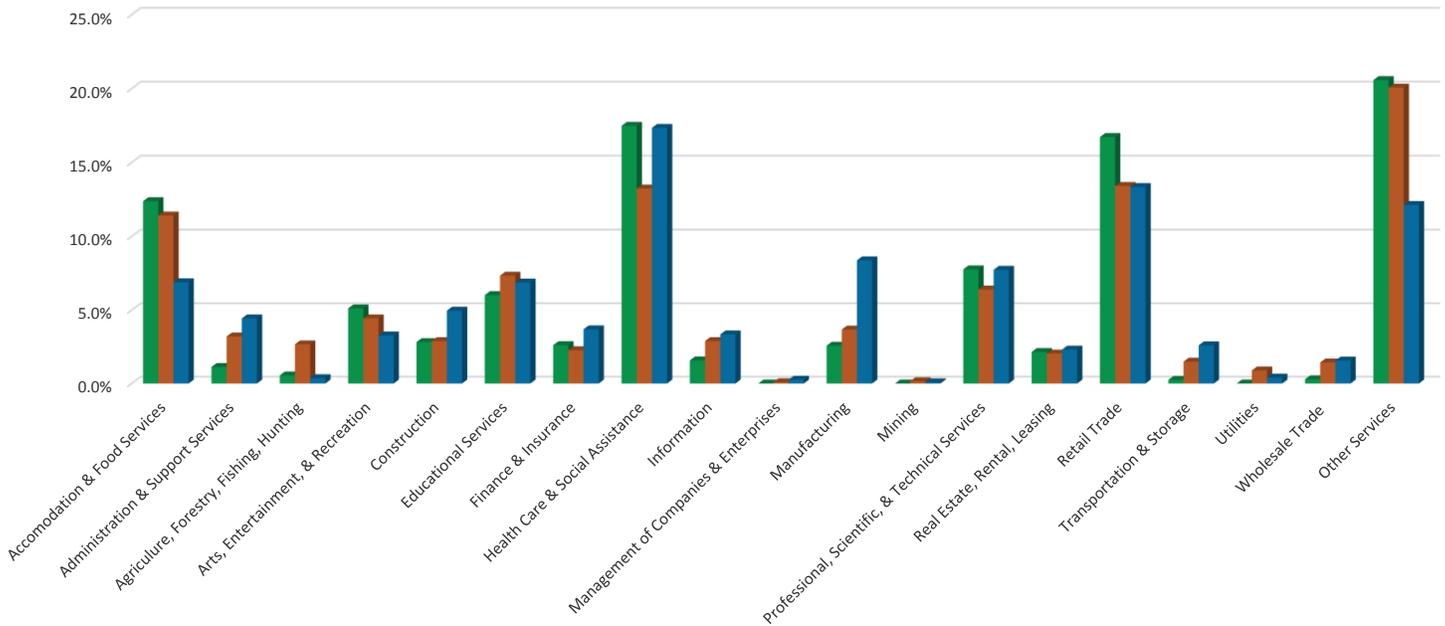
Employment Profile

Site: City of Pacific Grove
 Address: City of Pacific Grove, Monterey County, California
 Date Report Created: 9/11/2019

	Pacific Grove		Monterey County		California	
Daytime Population	14,330		461,534		43,433,672	
Student Population	2,773		137,920		11,609,030	
Median Employee Salary	42,884		44,956		50,342	
Average Employee Salary	52,572		54,152		58,921	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	90	1.8%	3,683	2.5%	455,016	2.7%
15,000 to 30,000 CrYr	936	19.2%	19,507	13.4%	1,685,896	10.0%
30,000 to 45,000 CrYr	1,579	32.4%	51,124	35.1%	4,900,163	29.2%
45,000 to 60,000 CrYr	902	18.5%	29,977	20.6%	3,211,788	19.1%
60,000 to 75,000 CrYr	383	7.9%	12,766	8.8%	2,306,355	13.7%
75,000 to 90,000 CrYr	340	7.0%	10,155	7.0%	1,750,398	10.4%
90,000 to 100,000 CrYr	143	2.9%	3,657	2.5%	470,999	2.8%
Over 100,000 CrYr	504	10.3%	14,959	10.3%	2,001,568	11.9%

Industry Groups

Employee's by Industry



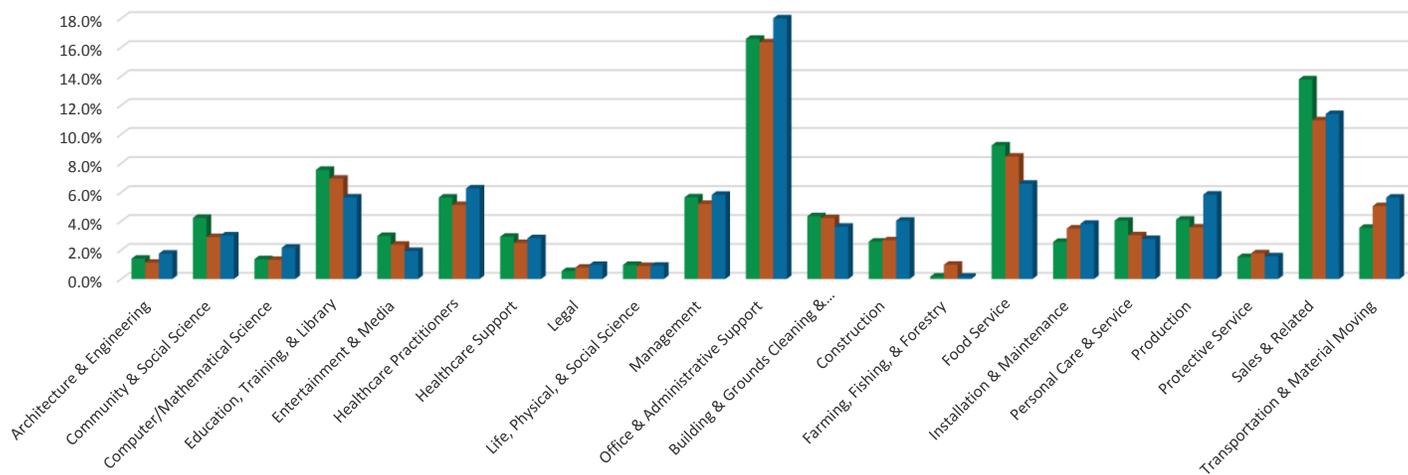
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	521	100%	4,876	100%	10,028	100%	145,828	100%	1,017,515	100%	16,782,183	100%
Accommodation & Food Services	49	9.4%	604	12.4%	709	7.1%	16,643	11.4%	59,138	5.8%	1,157,394	6.9%
Administration & Support Services	7	1.3%	55	1.1%	310	3.1%	4,670	3.2%	33,196	3.3%	744,026	4.4%
Agriculture, Forestry, Fishing, Hunting	3	0.6%	27	0.6%	141	1.4%	3,891	2.7%	5,484	0.5%	60,803	0.4%
Arts, Entertainment, & Recreation	18	3.5%	249	5.1%	232	2.3%	6,469	4.4%	24,198	2.4%	549,552	3.3%
Construction	20	3.8%	137	2.8%	500	5.0%	4,209	2.9%	56,636	5.6%	832,448	5.0%
Educational Services	11	2.1%	294	6.0%	275	2.7%	10,713	7.3%	25,614	2.5%	1,153,628	6.9%
Finance & Insurance	30	5.7%	127	2.6%	483	4.8%	3,305	2.3%	55,078	5.4%	619,360	3.7%
Health Care & Social Assistance	82	15.7%	852	17.5%	1,636	16.3%	19,307	13.2%	181,140	17.8%	2,910,061	17.3%
Information	8	1.5%	77	1.6%	185	1.8%	4,214	2.9%	21,179	2.1%	560,999	3.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	7	0.1%	130	0.1%	758	0.1%	43,739	0.3%
Manufacturing	11	2.1%	125	2.6%	321	3.2%	5,355	3.7%	44,356	4.4%	1,407,217	8.4%
Mining	0	0.0%	0	0.0%	8	0.1%	227	0.2%	595	0.1%	14,176	0.1%
Professional, Scientific, & Technical Services	55	10.5%	379	7.8%	1,004	10.0%	9,337	6.4%	113,533	11.2%	1,299,957	7.7%
Real Estate, Rental, Leasing	23	4.4%	105	2.1%	437	4.4%	2,975	2.0%	44,453	4.4%	387,698	2.3%
Retail Trade	92	17.6%	815	16.7%	1,483	14.8%	19,568	13.4%	133,856	13.2%	2,238,319	13.3%
Transportation & Storage	1	0.2%	12	0.2%	134	1.3%	2,168	1.5%	13,576	1.3%	436,495	2.6%
Utilities	0	0.0%	0	0.0%	22	0.2%	1,301	0.9%	1,637	0.2%	68,072	0.4%
Wholesale Trade	3	0.6%	14	0.3%	245	2.4%	2,088	1.4%	25,849	2.5%	262,127	1.6%
Other Services	109	21.0%	1,003	20.6%	1,896	18.9%	29,258	20.1%	177,239	17.4%	2,036,112	12.1%

Employment Profile

Site: City of Pacific Grove
 Address: City of Pacific Grove, Monterey County, California
 Date Report Created: 9/11/2019

	Pacific Grove		Monterey County		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	2,590	53.1%	70,924	48.6%	8,872,801	52.9%
Architecture & Engineering	69	1.4%	1,639	1.1%	294,529	1.8%
Community & Social Science	206	4.2%	4,232	2.9%	505,101	3.0%
Computer/Mathematical Science	67	1.4%	1,928	1.3%	362,861	2.2%
Education, Training, & Library	368	7.5%	10,119	6.9%	947,196	5.6%
Entertainment & Media	145	3.0%	3,461	2.4%	324,957	1.9%
Healthcare Practitioners	275	5.6%	7,467	5.1%	1,051,366	6.3%
Healthcare Support	142	2.9%	3,629	2.5%	473,284	2.8%
Legal	27	0.6%	1,149	0.8%	163,784	1.0%
Life, Physical, & Social Science	48	1.0%	1,315	0.9%	154,115	0.9%
Management	275	5.6%	7,576	5.2%	977,851	5.8%
Office & Administrative Support	809	16.6%	23,833	16.3%	3,020,546	18.0%
Blue Collar	2,237	45.9%	64,446	44.2%	7,623,316	45.4%
Building & Grounds Cleaning & Maintenance	212	4.3%	6,141	4.2%	606,929	3.6%
Construction	126	2.6%	3,900	2.7%	677,126	4.0%
Farming, Fishing, & Forestry	8	0.2%	1,441	1.0%	26,945	0.2%
Food Service	450	9.2%	12,334	8.5%	1,105,434	6.6%
Installation & Maintenance	125	2.6%	5,093	3.5%	640,990	3.8%
Personal Care & Service	197	4.0%	4,409	3.0%	465,057	2.8%
Production	200	4.1%	5,196	3.6%	979,997	5.8%
Protective Service	74	1.5%	2,592	1.8%	263,715	1.6%
Sales & Related	672	13.8%	15,988	11.0%	1,912,514	11.4%
Transportation & Material Moving	173	3.5%	7,352	5.0%	944,609	5.6%
Military Services	50	1.0%	10,458	7.2%	286,066	1.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	4,876	145,828	16,782,183
2019 Q1	4,222	126,867	16,861,810
2018 Q4	4,565	136,511	16,885,955
2018 Q3	4,900	142,540	16,224,440
2018 Q2	4,996	146,931	16,943,041
2018 Q1	5,324	156,329	17,390,231
2017 Q4	5,818	169,432	17,558,569
2017 Q3	6,222	177,280	16,876,546
2017 Q2	6,171	178,494	17,552,963

Consumer Demand & Market Supply Assessment

Site: City of Pacific Grove
Address: City of Pacific Grove, Monterey County, California
Date Report Created: 9/11/2019

	Pacific Grove	Monterey County	California
Demographics			
Population	15,351	428,551	39,420,828
5-Year Population estimate	16,374	459,400	42,132,585
Population Households	15,004	409,202	38,618,759
Group Quarters Population	347	19,349	802,069
Households	7,196	130,138	13,344,746
5-Year Households estimate	7,691	140,304	14,290,456
WorkPlace Establishments	521	10,028	1,017,515
Workplace Employees	4,876	145,828	16,782,183
Median Household Income	\$83,792	\$67,045	\$70,367

By Establishments

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	\$3,144,221	\$0	(\$3,144,221)	-100%	\$81,083,885	\$28,870,612	(\$52,213,273)	-64%	\$7,711,286,668	\$7,547,635,964	(\$163,650,704)	-2%
Vending Machine Operators (Non-Store)	\$1,808,337	\$0	(\$1,808,337)	-100%	\$46,926,196	\$12,129,934	(\$34,796,262)	-74%	\$4,404,241,918	\$4,365,743,179	(\$38,498,739)	-1%
Direct Selling Establishments	\$1,443,051	\$0	(\$1,443,051)	-100%	\$37,713,674	\$23,125,131	(\$14,588,543)	-39%	\$3,527,109,103	\$2,905,107,059	(\$622,002,044)	-18%
Bar/Drinking Places (Alcoholic Beverages)	\$986,650	\$0	(\$986,650)	-100%	\$26,669,905	\$20,680,627	(\$5,989,278)	-22%	\$2,517,224,715	\$2,745,211,226	\$227,986,511	9%
Automotive Dealers	\$54,764,329	\$266,029	(\$54,498,300)	-100%	\$1,408,959,376	\$1,077,411,890	(\$331,547,486)	-24%	\$131,524,014,128	\$135,988,278,312	\$4,464,264,184	3%
Other General Merchandise Stores	\$30,507,225	\$1,155,717	(\$29,351,508)	-96%	\$794,593,275	\$656,158,779	(\$138,434,496)	-17%	\$74,586,530,546	\$85,716,937,581	\$11,130,407,035	15%
Electronic Shopping/Mail Order Houses	\$40,799,385	\$2,432,389	(\$38,366,996)	-94%	\$1,070,429,661	\$583,845,954	(\$486,583,707)	-45%	\$100,877,515,567	\$82,289,386,374	(\$18,588,129,193)	-18%
Automotive Parts/Accessories/Tire	\$4,511,067	\$1,005,299	(\$3,505,768)	-78%	\$120,123,267	\$111,568,288	(\$8,554,979)	-7%	\$11,161,877,910	\$11,867,855,126	\$705,977,216	6%
Electronics/Appliance	\$5,240,079	\$2,378,996	(\$2,861,083)	-55%	\$137,383,779	\$53,871,052	(\$83,512,727)	-61%	\$13,021,377,704	\$12,478,673,403	(\$542,704,301)	-4%
Special Food Services	\$3,109,873	\$1,487,440	(\$1,622,434)	-52%	\$81,207,535	\$142,863,242	\$61,655,707	76%	\$7,747,279,601	\$8,328,307,553	\$581,027,952	7%
Specialty Food Stores	\$1,757,997	\$994,700	(\$763,297)	-43%	\$45,596,441	\$132,626,679	\$87,030,238	191%	\$4,271,523,294	\$4,100,145,794	(\$171,377,500)	-4%
Other Motor Vehicle Dealers	\$3,434,183	\$2,001,041	(\$1,433,142)	-42%	\$87,682,362	\$23,768,550	(\$63,913,812)	-73%	\$8,234,326,487	\$8,784,805,922	\$550,479,435	7%
Beer/Wine/Liquor Stores	\$2,520,038	\$2,089,543	(\$430,496)	-17%	\$64,737,318	\$52,115,818	(\$12,621,500)	-19%	\$6,077,651,012	\$6,463,833,201	\$386,182,189	6%
Department Stores	\$6,973,594	\$5,994,486	(\$979,107)	-14%	\$181,037,664	\$252,944,993	\$71,907,329	40%	\$17,093,409,626	\$21,711,201,622	\$4,617,791,996	27%
Other Misc. Store Retailers	\$4,180,614	\$3,766,007	(\$414,607)	-10%	\$106,147,777	\$95,547,704	(\$10,600,073)	-10%	\$10,109,961,052	\$10,815,844,624	\$705,883,572	7%
Book/Periodical/Music Stores	\$899,932	\$870,539	(\$29,393)	-3%	\$23,707,897	\$16,393,535	(\$7,314,362)	-31%	\$2,240,435,441	\$2,385,281,902	\$144,846,461	6%
Sporting Goods/Hobby/Musical Instrument	\$3,167,595	\$3,465,785	\$298,190	9%	\$81,906,194	\$55,079,828	(\$26,826,366)	-33%	\$7,754,380,414	\$8,112,018,362	\$357,637,948	5%
Clothing Stores	\$12,945,412	\$14,846,858	\$1,901,447	15%	\$333,488,714	\$318,867,121	(\$14,621,593)	-4%	\$31,668,843,473	\$32,627,901,680	\$959,058,207	3%
Office Supplies/Stationary/Gift	\$1,494,540	\$1,735,260	\$240,720	16%	\$38,494,474	\$31,885,775	(\$6,608,699)	-17%	\$3,646,110,562	\$3,812,604,390	\$166,493,828	5%
Limited-Service Eating Places	\$14,879,331	\$18,505,731	\$3,626,400	24%	\$388,599,769	\$451,597,994	\$62,998,225	16%	\$37,081,748,567	\$40,097,180,007	\$3,015,431,440	8%
Building Material/Supplies Dealers	\$16,111,193	\$26,458,769	\$10,347,576	64%	\$421,899,758	\$331,133,198	(\$90,766,560)	-22%	\$39,576,088,752	\$46,342,754,031	\$6,766,665,279	17%
Shoe Stores	\$1,773,089	\$3,325,675	\$1,552,586	88%	\$45,240,613	\$50,234,799	\$4,994,186	11%	\$4,332,445,485	\$4,591,329,670	\$258,884,185	6%
Home Furnishing Stores	\$2,913,277	\$5,506,891	\$2,593,614	89%	\$75,708,596	\$51,719,148	(\$23,989,448)	-32%	\$7,133,105,993	\$7,564,900,479	\$431,794,486	6%
Health/Personal Care Stores	\$15,573,560	\$31,587,239	\$16,013,679	103%	\$411,893,237	\$390,671,873	(\$21,221,364)	-5%	\$38,515,254,549	\$41,548,025,889	\$3,032,771,340	8%
Grocery Stores	\$29,685,062	\$64,152,238	\$34,467,177	116%	\$770,714,089	\$750,821,355	(\$19,892,734)	-3%	\$72,229,362,812	\$70,991,449,893	(\$1,237,912,919)	-2%
Full-Service Restaurants	\$15,385,039	\$35,949,255	\$20,564,215	134%	\$407,591,190	\$495,418,175	\$87,826,985	22%	\$38,722,028,966	\$41,429,801,984	\$2,707,773,018	7%
Used Merchandise Stores	\$981,029	\$2,762,780	\$1,781,750	182%	\$25,049,774	\$44,034,591	\$18,984,817	76%	\$2,373,033,904	\$2,260,240,410	(\$112,793,494)	-5%
Lawn/Garden Equipment/Supplies Stores	\$1,905,188	\$6,003,295	\$4,098,107	215%	\$48,937,324	\$191,216,050	\$142,278,726	291%	\$4,614,891,265	\$5,185,458,216	\$570,566,951	12%
Florists/Misc. Store Retailers	\$401,982	\$1,329,348	\$927,366	231%	\$10,335,071	\$13,958,102	\$3,623,031	35%	\$973,550,960	\$1,051,549,438	\$77,998,478	8%
Jewelry/Luggage/Leather Goods	\$1,786,077	\$6,405,440	\$4,619,363	259%	\$46,271,357	\$47,355,784	\$1,084,427	2%	\$4,356,585,517	\$4,504,197,113	\$147,611,596	3%
Gasoline Stations	\$21,954,378	\$131,879,850	\$109,925,472	501%	\$576,649,336	\$1,055,979,580	\$479,330,244	83%	\$53,565,091,417	\$76,525,062,339	\$22,959,970,922	43%
Consumer Demand/Market Supply Index	\$307,037,327	\$378,356,597	81		\$7,996,779,508	\$7,563,896,161	106		\$751,648,287,408	\$795,138,722,743	95	

Consumer Demand & Market Supply Assessment

Site: City of Pacific Grove
Address: City of Pacific Grove, Monterey County, California
Date Report Created: 9/11/2019

By Major Product Lines	Pacific Grove				Monterey County				California			
	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	\$48,276,601	\$1,394,317	(\$46,882,283)	-97%	\$1,242,934,286	\$945,352,774	(\$297,581,512)	-24%	\$115,855,814,428	\$120,130,246,188	\$4,274,431,760	4%
Computer Hardware/Software/Supplies	\$7,221,801	\$774,354	(\$6,447,447)	-89%	\$199,031,340	\$58,380,440	(\$140,650,900)	-71%	\$18,848,236,245	\$15,481,932,386	(\$3,366,303,859)	-18%
Automotive Tires/Tubes/Batteries/Parts	\$8,970,027	\$1,442,828	(\$7,527,199)	-84%	\$240,016,286	\$179,099,227	(\$60,917,059)	-25%	\$22,267,128,761	\$20,811,188,095	(\$1,455,940,666)	-7%
Furniture/Sleep/Outdoor/Patio Furniture	\$8,106,923	\$1,816,291	(\$6,290,632)	-78%	\$209,193,470	\$102,975,428	(\$106,218,042)	-51%	\$19,900,010,066	\$16,554,680,372	(\$3,345,329,694)	-17%
Televisions/VCR/Video Cameras/DVD etc	\$1,889,342	\$576,968	(\$1,312,374)	-69%	\$50,288,810	\$31,297,198	(\$18,991,612)	-38%	\$4,733,901,685	\$6,893,680,087	\$2,159,778,402	46%
Photographic Equipment/Supplies	\$323,269	\$115,335	(\$207,934)	-64%	\$8,456,448	\$4,711,905	(\$3,744,543)	-44%	\$796,616,242	\$1,158,815,543	\$362,199,301	45%
Audio Equipment/Musical Instruments	\$1,680,489	\$603,238	(\$1,077,251)	-64%	\$44,242,266	\$22,882,558	(\$21,359,708)	-48%	\$4,164,230,075	\$4,620,069,971	\$455,839,896	11%
Retailer Services	\$9,548,093	\$3,759,153	(\$5,788,941)	-61%	\$237,681,650	\$176,306,331	(\$61,375,319)	-26%	\$22,586,493,753	\$24,317,804,346	\$1,731,310,593	8%
Small Electric Appliances	\$635,950	\$362,607	(\$273,344)	-43%	\$16,414,726	\$14,298,627	(\$2,116,099)	-13%	\$1,552,770,909	\$1,849,270,194	\$296,499,285	19%
Pets/Pet Foods/Pet Supplies	\$2,823,903	\$1,880,420	(\$943,483)	-33%	\$68,908,431	\$56,341,393	(\$12,567,038)	-18%	\$6,675,636,373	\$4,892,283,008	(\$1,783,353,365)	-27%
All Other Merchandise	\$11,808,812	\$8,022,594	(\$3,786,217)	-32%	\$299,837,684	\$212,721,137	(\$87,116,547)	-29%	\$28,419,481,978	\$29,329,269,087	\$909,787,109	3%
Books/Periodicals	\$1,200,453	\$820,198	(\$380,254)	-32%	\$31,929,996	\$23,631,818	(\$8,298,178)	-26%	\$3,019,977,458	\$3,233,696,547	\$213,719,089	7%
Major Household Appliances	\$1,183,007	\$843,813	(\$339,194)	-29%	\$28,403,384	\$16,882,390	(\$11,520,994)	-41%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Automotive Lubricants (incl Oil, Greases)	\$1,183,007	\$843,813	(\$339,194)	-29%	\$28,403,384	\$16,882,390	(\$11,520,994)	-41%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$2,619,810	\$2,018,426	(\$601,384)	-23%	\$68,030,040	\$62,794,499	(\$5,235,541)	-8%	\$6,436,080,498	\$8,028,901,909	\$1,592,821,411	25%
Toys/Hobby Goods/Games	\$1,475,937	\$1,159,076	(\$316,860)	-21%	\$38,919,205	\$41,358,202	\$2,438,997	6%	\$3,648,690,523	\$4,942,168,432	\$1,293,477,909	35%
Kitchenware/Home Furnishings	\$3,589,304	\$2,963,908	(\$625,396)	-17%	\$92,740,213	\$75,483,318	(\$17,256,895)	-19%	\$8,749,736,423	\$9,435,998,271	\$686,261,848	8%
Womens/Juniors/Misses Wear	\$11,299,049	\$9,601,659	(\$1,697,390)	-15%	\$289,839,042	\$276,398,723	(\$13,440,319)	-5%	\$27,489,496,945	\$27,613,045,748	\$123,548,803	0%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$34,674,295	\$31,582,783	(\$3,091,512)	-9%	\$919,989,729	\$646,332,730	(\$273,656,999)	-30%	\$85,923,015,094	\$77,779,311,460	(\$8,143,703,634)	-9%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$1,384,289	\$1,264,771	(\$119,518)	-9%	\$34,350,570	\$36,830,679	\$2,480,109	7%	\$3,303,412,647	\$4,373,580,665	\$1,070,168,018	32%
Mens Wear	\$4,355,442	\$3,986,245	(\$369,197)	-8%	\$111,438,061	\$119,875,795	\$8,437,734	8%	\$10,640,111,347	\$12,024,563,688	\$1,384,452,341	13%
Paper/Related Products	\$1,237,949	\$1,244,479	\$6,530	1%	\$32,352,628	\$39,617,287	\$7,264,659	22%	\$3,049,548,456	\$4,136,874,815	\$1,087,326,359	36%
Sewing/Knitting Materials/Supplies	\$130,586	\$137,439	\$6,853	5%	\$3,255,713	\$3,409,373	\$153,660	5%	\$310,053,177	\$438,862,705	\$128,809,528	42%
Footwear, including Accessories	\$4,380,770	\$4,750,221	\$369,451	8%	\$111,719,183	\$101,528,054	(\$10,191,129)	-9%	\$10,706,115,436	\$10,217,460,591	(\$488,654,845)	-5%
Childrens Wear/Infants/Toddlers Clothing	\$1,752,462	\$2,081,698	\$329,236	19%	\$46,954,808	\$63,578,461	\$16,623,653	35%	\$4,470,454,198	\$5,866,898,683	\$1,396,444,485	31%
Soaps/Detergents/Household Cleaners	\$1,417,496	\$1,812,266	\$394,769	28%	\$36,702,330	\$43,307,206	\$6,604,876	18%	\$3,488,716,416	\$4,549,413,588	\$1,060,697,172	30%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$554,662	\$709,593	\$154,932	28%	\$14,642,250	\$21,780,148	\$7,137,898	49%	\$1,355,379,034	\$2,045,135,926	\$689,756,892	51%
Groceries/Other Food Items (Off Premises)	\$46,471,557	\$61,278,164	\$14,806,607	32%	\$1,205,204,643	\$1,144,361,425	(\$60,843,218)	-5%	\$112,846,800,009	\$110,604,387,672	(\$2,242,412,337)	-2%
Packaged Liquor/Wine/Beer	\$5,548,496	\$7,395,096	\$1,846,600	33%	\$141,625,350	\$128,115,070	(\$13,510,280)	-10%	\$13,299,756,649	\$14,077,738,340	\$777,981,691	6%
Alcoholic Drinks Served at the Establishment	\$7,316,816	\$10,554,529	\$3,237,713	44%	\$198,469,865	\$169,541,470	(\$28,928,395)	-15%	\$18,718,338,233	\$16,113,196,512	(\$2,605,141,721)	-14%
Hardware/Tools/Plumbing/Electrical Supplies	\$4,438,197	\$6,878,627	\$2,440,430	55%	\$118,320,230	\$103,228,794	(\$15,091,436)	-13%	\$11,053,452,985	\$13,405,627,339	\$2,352,174,354	21%
Floor/Floor Coverings	\$2,270,228	\$3,757,349	\$1,487,121	66%	\$60,535,437	\$45,220,041	(\$15,315,396)	-25%	\$5,637,958,782	\$6,280,622,361	\$642,663,579	11%
Meats/Nonalcoholic Beverages	\$28,633,177	\$47,797,423	\$19,164,245	67%	\$747,381,939	\$977,732,482	\$230,350,543	31%	\$71,345,528,677	\$80,479,358,090	\$9,133,829,413	13%
Paints/Sundries/Wallpaper/Wall Coverings	\$1,165,325	\$2,066,491	\$901,166	77%	\$31,010,272	\$26,714,476	(\$4,295,796)	-14%	\$2,894,475,511	\$3,557,115,548	\$662,640,037	23%
Dimensional Lumber/Other Building Materials	\$6,510,427	\$11,567,739	\$5,057,312	78%	\$170,618,097	\$145,610,876	(\$25,007,221)	-15%	\$15,978,930,586	\$19,445,954,246	\$3,467,023,660	22%
Lawn/Garden/Farm Equipment/Supplies	\$4,828,185	\$9,518,112	\$4,689,927	97%	\$124,513,607	\$235,193,385	\$110,679,778	89%	\$11,716,886,619	\$12,664,750,777	\$947,864,158	8%
Optical Goods (incl Eyeglasses, Sunglasses)	\$663,498	\$1,376,028	\$712,531	107%	\$17,092,052	\$23,691,503	\$6,599,451	39%	\$1,629,525,910	\$2,213,459,475	\$583,933,565	36%
Jewelry (including Watches)	\$2,679,931	\$6,434,061	\$3,754,130	140%	\$69,732,346	\$73,286,223	\$3,553,877	5%	\$6,554,902,822	\$7,338,758,668	\$783,855,846	12%
Cigars/Cigarettes/Tobacco/Accessories	\$3,224,344	\$7,808,118	\$4,583,774	142%	\$88,901,395	\$106,953,917	\$18,052,522	20%	\$8,305,252,245	\$10,288,435,002	\$1,983,182,757	24%
Automotive Fuels	\$20,242,111	\$115,815,074	\$95,572,963	472%	\$531,476,255	\$993,177,986	\$461,701,731	87%	\$49,260,845,977	\$72,873,338,128	\$23,612,492,151	48%

Consumer Demand & Market Supply Assessment

Site: City of Pacific Grove
Address: City of Pacific Grove, Monterey County, California
Date Report Created: 9/11/2019

Pacific Grove

Monterey 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.

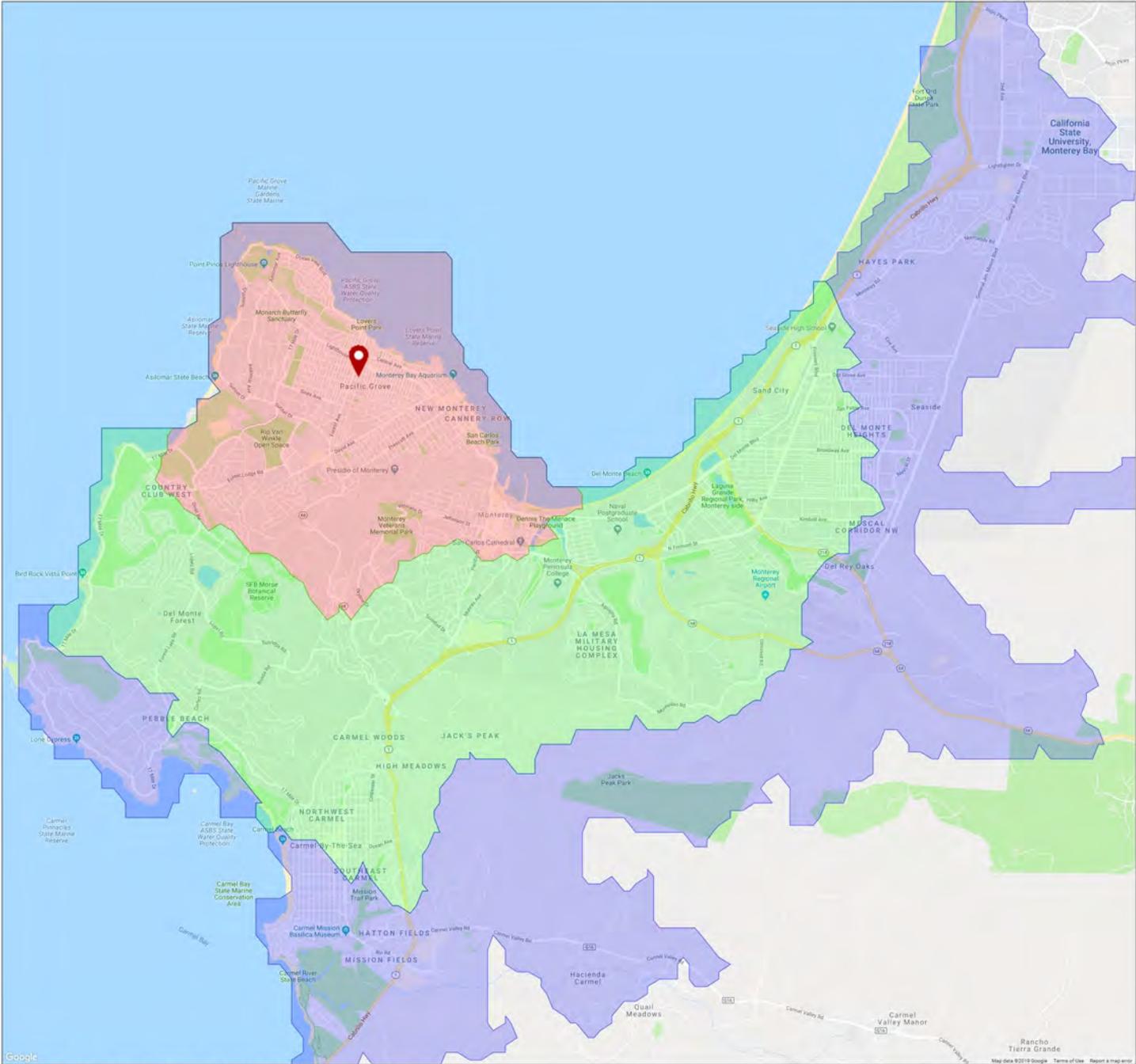
Consumer Demand/Market Supply Index:

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

Downtown Pacific Grove



INSIGHT
MARKET ANALYTICS

by **HD** ECONsolutions

Drive Time: 5, 10, 15 Mins

Scale In Miles:

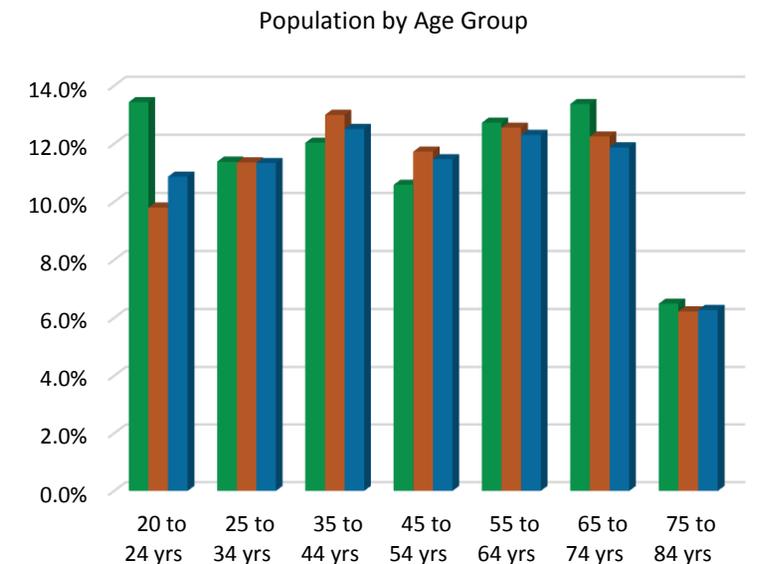
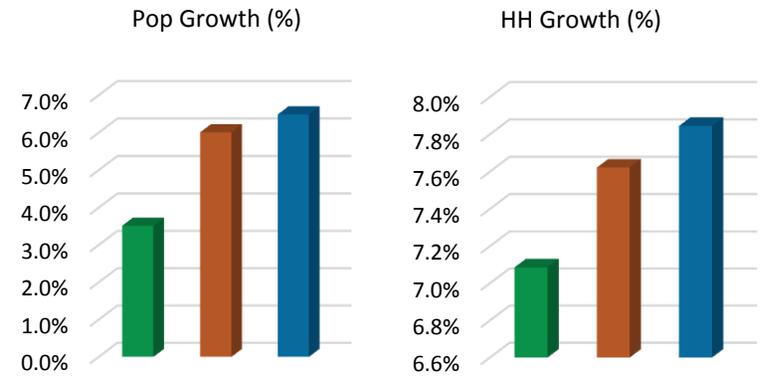


SOURCE: SiteSeer Professional © 2019 SiteSeer Technologies, LLC. All rights reserved.

Consumer Demographic Profile

Site: Downtown Pacific Grove
Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
Date Report Created: 9/11/2019

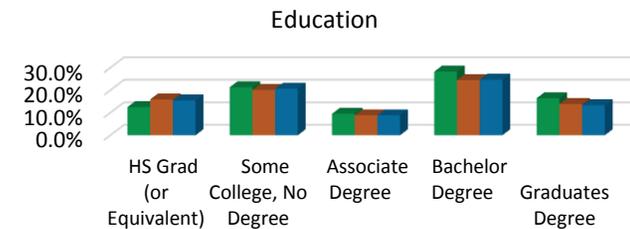
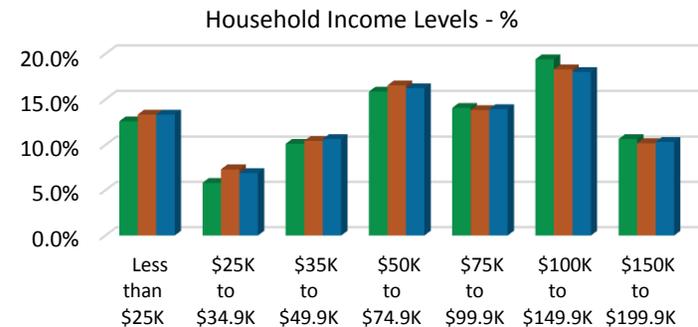
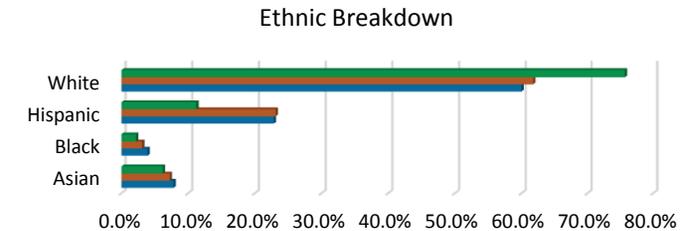
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	29,801	---	75,098	---	97,894	---
5 Year Projected Pop	30,849	---	79,612	---	104,245	---
Pop Growth (%)	3.5%	---	6.0%	---	6.5%	---
Households	12,897	---	30,841	---	38,924	---
5 Year Projected HHs	13,811	---	33,192	---	41,978	---
HH Growth (%)	7.1%	---	7.6%	---	7.8%	---
Census Stats						
2000 Population	29,911	---	75,358	---	100,834	---
2010 Population	28,466	---	72,202	---	93,638	---
Pop Growth (%)	-4.8%	---	-4.2%	---	-7.1%	---
2000 Households	13,062	---	30,861	---	38,508	---
2010 Households	12,600	---	29,870	---	37,444	---
HH Growth (%)	-3.5%	---	-3.2%	---	-2.8%	---
Total Population by Age						
Average Age	43.0		42.2		41.8	
19 yrs & under	5,078	17.0%	15,252	20.3%	20,146	20.6%
20 to 24 yrs	4,005	13.4%	7,362	9.8%	10,640	10.9%
25 to 34 yrs	3,392	11.4%	8,529	11.4%	11,100	11.3%
35 to 44 yrs	3,587	12.0%	9,759	13.0%	12,246	12.5%
45 to 54 yrs	3,155	10.6%	8,810	11.7%	11,227	11.5%
55 to 64 yrs	3,793	12.7%	9,429	12.6%	12,047	12.3%
65 to 74 yrs	3,985	13.4%	9,201	12.3%	11,626	11.9%
75 to 84 yrs	1,934	6.5%	4,673	6.2%	6,141	6.3%
85 + yrs	873	2.9%	2,083	2.8%	2,722	2.8%
Population Bases						
20-34 yrs	7,397	24.8%	15,892	21.2%	21,740	22.2%
45-64 yrs	6,948	23.3%	18,238	24.3%	23,274	23.8%
16 yrs +	25,121	84.3%	61,345	81.7%	79,797	81.5%
25 yrs +	20,719	69.5%	52,484	69.9%	67,108	68.6%
65 yrs +	6,792	22.8%	15,957	21.2%	20,488	20.9%
75 yrs +	2,807	9.4%	6,756	9.0%	8,862	9.1%
85 yrs +	873	2.9%	2,083	2.8%	2,722	2.8%



Consumer Demographic Profile

Site: Downtown Pacific Grove
Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
Date Report Created: 9/11/2019

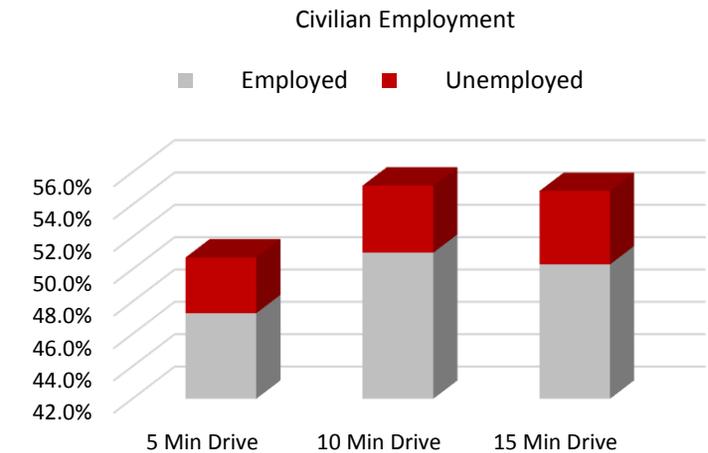
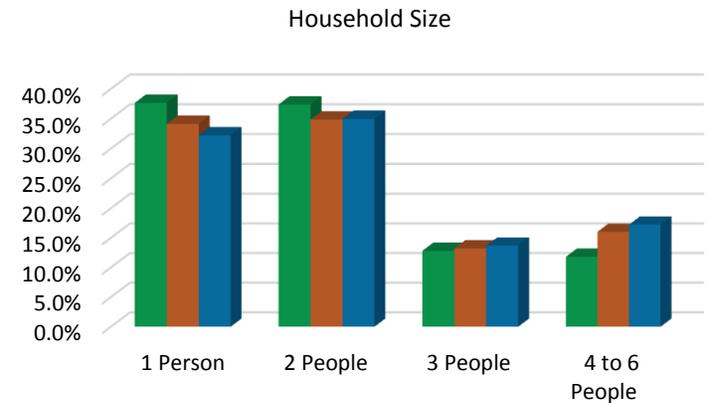
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	22,556	75.7%	46,364	61.7%	58,720	60.0%
Hispanic	3,347	11.2%	17,359	23.1%	22,372	22.9%
Black	656	2.2%	2,335	3.1%	3,841	3.9%
Asian	1,851	6.2%	5,429	7.2%	7,646	7.8%
Ancestry						
American Indian (ancestry)	108	0.4%	256	0.3%	336	0.3%
Hawaiian (ancestry)	82	0.3%	459	0.6%	766	0.8%
Household Income						
Per Capita Income	\$48,796	---	\$44,046	---	\$43,953	---
Average HH Income	\$112,754	---	\$107,252	---	\$110,543	---
Median HH Income	\$84,375	---	\$78,998	---	\$79,807	---
Less than \$25K	1,625	12.6%	4,114	13.3%	5,191	13.3%
\$25K to \$34.9K	751	5.8%	2,254	7.3%	2,685	6.9%
\$35K to \$49.9K	1,307	10.1%	3,219	10.4%	4,145	10.6%
\$50K to \$74.9K	2,045	15.9%	5,102	16.5%	6,313	16.2%
\$75K to \$99.9K	1,814	14.1%	4,268	13.8%	5,423	13.9%
\$100K to \$149.9K	2,503	19.4%	5,647	18.3%	7,012	18.0%
\$150K to \$199.9K	1,373	10.6%	3,143	10.2%	4,026	10.3%
\$200K +	1,478	11.5%	3,093	10.0%	4,129	10.6%
Education						
Less than 9th Grade	271	1.3%	2,807	5.3%	3,721	5.5%
Some HS, No Diploma	614	3.0%	2,670	5.1%	3,616	5.4%
HS Grad (or Equivalent)	2,585	12.5%	8,345	15.9%	10,361	15.4%
Some College, No Degree	4,411	21.3%	10,553	20.1%	13,823	20.6%
Associate Degree	1,962	9.5%	4,622	8.8%	5,912	8.8%
Bachelor Degree	5,851	28.2%	12,847	24.5%	16,549	24.7%
Graduates Degree	3,401	16.4%	7,275	13.9%	8,929	13.3%



Consumer Demographic Profile

Site: Downtown Pacific Grove
Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
Date Report Created: 9/11/2019

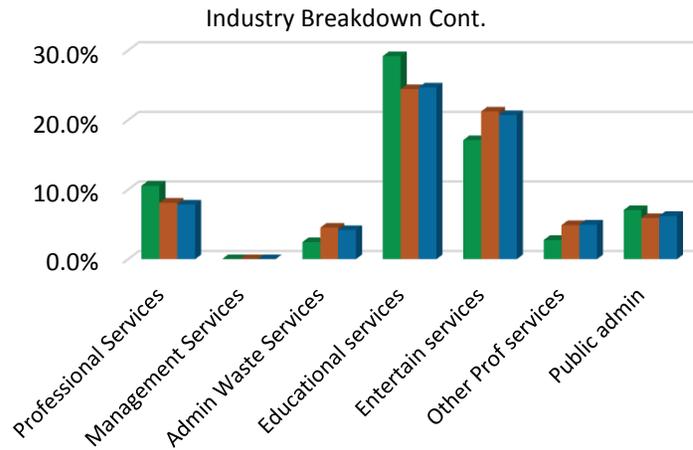
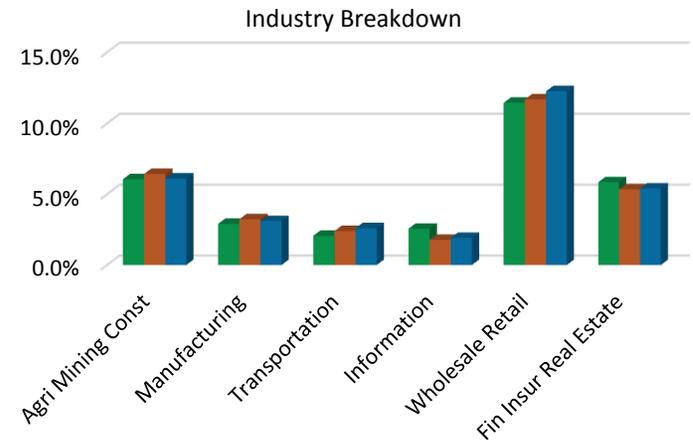
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	6,568		17,457		23,121	
Single - Male	242	3.7%	854	4.9%	970	4.2%
Single - Female	660	10.1%	1,561	8.9%	1,983	8.6%
Single Parent - Male	162	2.5%	639	3.7%	821	3.6%
Single Parent - Female	345	5.3%	1,001	5.7%	1,282	5.5%
Married w/ Children	1,703	25.9%	5,017	28.7%	6,946	30.0%
Married w/out Children	3,455	52.6%	8,385	48.0%	11,120	48.1%
Household Size						
1 Person	4,858	37.7%	10,534	34.2%	12,540	32.2%
2 People	4,824	37.4%	10,751	34.9%	13,617	35.0%
3 People	1,652	12.8%	4,075	13.2%	5,325	13.7%
4 to 6 People	1,523	11.8%	4,942	16.0%	6,711	17.2%
7+ People	40	0.3%	539	1.7%	733	1.9%
Home Ownership	12,897		30,841		38,924	
Owners	5,610	43.5%	14,223	46.1%	18,464	47.4%
Renters	7,287	56.5%	16,618	53.9%	20,460	52.6%
Components of Change						
Births	265	0.9%	722	1.0%	940	1.0%
Deaths	301	1.0%	739	1.0%	967	1.0%
Migration	-137	-0.5%	-281	-0.4%	-229	-0.2%
Employment (Pop 16+)	25,121		61,345		79,797	
Armed Services	3,503	13.9%	4,375	7.1%	5,238	6.6%
Civilian	12,745	50.7%	33,847	55.2%	43,767	54.8%
Employed	11,880	47.3%	31,304	51.0%	40,141	50.3%
Unemployed	865	3.4%	2,543	4.1%	3,625	4.5%
Not in Labor Force	8,874	35.3%	23,123	37.7%	30,792	38.6%
Employed Population	11,880		31,304		40,141	
White Collar	8,996	75.7%	20,384	65.1%	26,339	65.6%
Blue Collar	2,885	24.3%	10,920	34.9%	13,803	34.4%



Consumer Demographic Profile

Site: Downtown Pacific Grove
Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
Date Report Created: 9/11/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	11,880		31,304		40,141	
White Collar	8,996	75.7%	20,384	65.1%	26,339	65.6%
Managerial executive	2,277	19.2%	5,143	16.4%	6,730	16.8%
Prof specialty	4,009	33.7%	8,723	27.9%	11,046	27.5%
Healthcare support	173	1.5%	482	1.5%	711	1.8%
Sales	1,227	10.3%	3,022	9.7%	4,099	10.2%
Office Admin	1,310	11.0%	3,014	9.6%	3,752	9.3%
Blue Collar	2,885	24.3%	10,920	34.9%	13,803	34.4%
Protective	138	1.2%	475	1.5%	637	1.6%
Food Prep Serving	898	7.6%	3,163	10.1%	3,854	9.6%
Bldg Maint/Cleaning	328	2.8%	2,246	7.2%	2,868	7.1%
Personal Care	455	3.8%	1,559	5.0%	2,064	5.1%
Farming/Fishing/Forestry	68	0.6%	228	0.7%	308	0.8%
Construction	522	4.4%	1,715	5.5%	2,083	5.2%
Production Transp	475	4.0%	1,535	4.9%	1,987	5.0%
Employment By Industry	11,880		31,304		40,141	
Agri Mining Const	720	6.1%	2,015	6.4%	2,457	6.1%
Manufacturing	346	2.9%	1,012	3.2%	1,247	3.1%
Transportation	246	2.1%	751	2.4%	1,046	2.6%
Information	305	2.6%	555	1.8%	770	1.9%
Wholesale Retail	1,360	11.4%	3,659	11.7%	4,920	12.3%
Fin Insur Real Estate	695	5.9%	1,675	5.4%	2,172	5.4%
Professional Services	1,254	10.6%	2,536	8.1%	3,146	7.8%
Management Services	0	0.0%	0	0.0%	0	0.0%
Admin Waste Services	291	2.4%	1,417	4.5%	1,682	4.2%
Educational services	3,467	29.2%	7,653	24.4%	9,906	24.7%
Entertain services	2,032	17.1%	6,646	21.2%	8,314	20.7%
Other Prof services	326	2.7%	1,531	4.9%	1,991	5.0%
Public admin	839	7.1%	1,853	5.9%	2,489	6.2%



Household Segmentation Profile

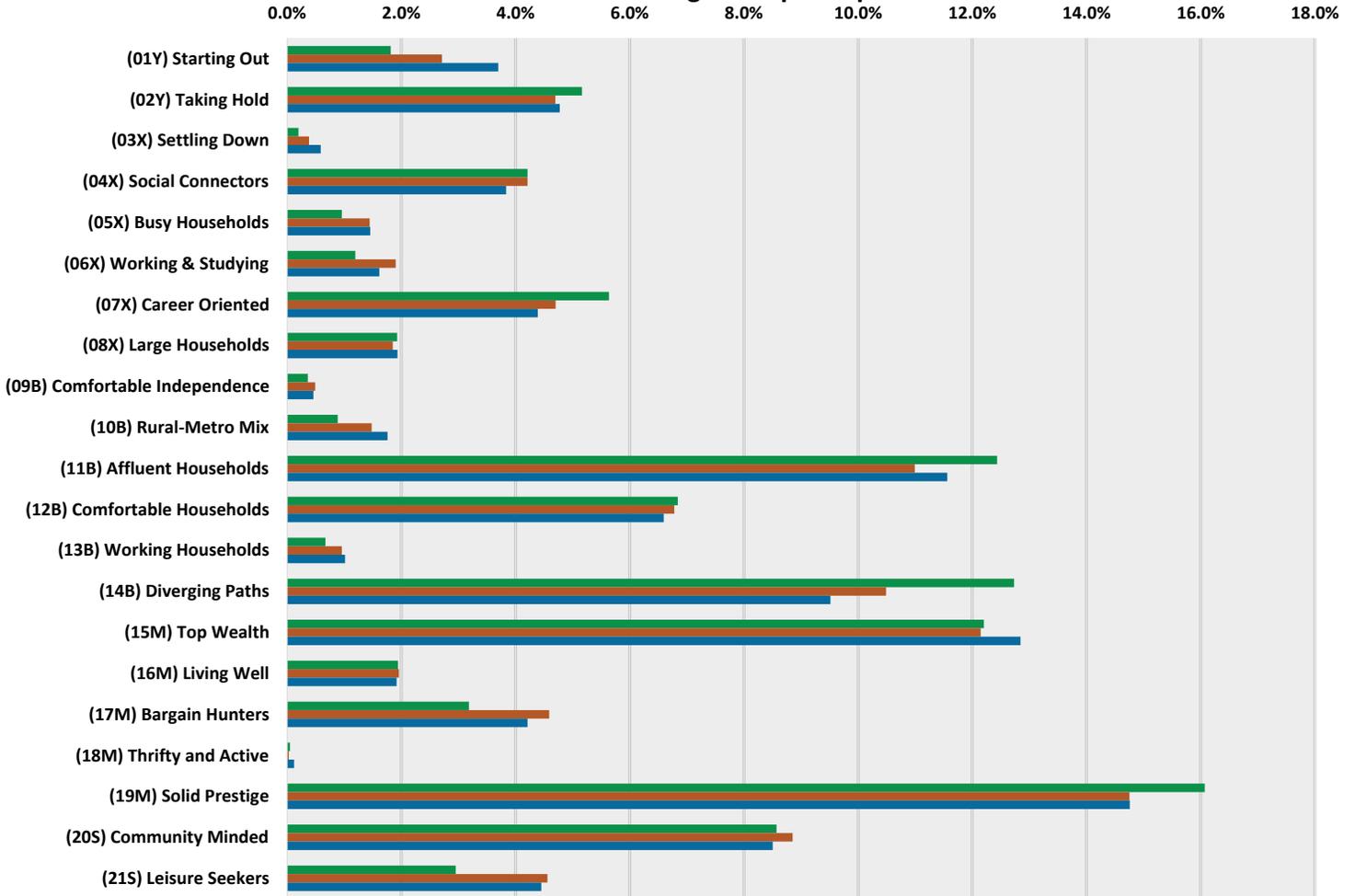
Site: Downtown Pacific Grove
 Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
 Date: 9/11/2019



Hcl[®] ECON 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 **12,654** **100%** **30,259** **100%** **38,465** **100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	1,538	12.2%	2,926	9.7%	3,325	8.6%
2	09- Busy Schedules	(19M) Solid Prestige	1,189	9.4%	2,510	8.3%	3,120	8.1%
3	04- Top Professionals	(11B) Affluent Households	949	7.5%	1,646	5.4%	2,031	5.3%
4	03- Corporate Connected	(15M) Top Wealth	925	7.3%	1,827	6.0%	2,259	5.9%
5	02- Established Elite	(15M) Top Wealth	619	4.9%	1,848	6.1%	2,681	7.0%
6	36- Persistent & Productive	(20S) Community Minded	591	4.7%	1,430	4.7%	1,787	4.6%
7	24- Career Building	(02Y) Taking Hold	547	4.3%	1,112	3.7%	1,388	3.6%
8	26- Getting Established	(07X) Career Oriented	501	4.0%	931	3.1%	1,043	2.7%
9	13- Work & Play	(12B) Comfortable Households	490	3.9%	1,113	3.7%	1,364	3.5%
10	05- Active & Involved	(19M) Solid Prestige	458	3.6%	1,134	3.7%	1,524	4.0%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: Lighthouse Ave and Forest Ave | Pacific Grove CA

Date: 9/11/2019

TOTAL HOUSEHOLDS		12,654	100%	30,259	100%	38,465	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		229	1.8%	820	2.7%	1,422	3.7%
	39- Setting Goals	17	0.1%	110	0.4%	146	0.4%
	45- Offices & Entertainment	100	0.8%	235	0.8%	290	0.8%
	57- Collegiate Crowd	79	0.6%	293	1.0%	525	1.4%
	58- Outdoor Fervor	0	0.0%	3	0.0%	204	0.5%
	67- First Steps	33	0.3%	179	0.6%	257	0.7%
(02Y) Taking Hold		653	5.2%	1,422	4.7%	1,838	4.8%
	18- Climbing the Ladder	16	0.1%	34	0.1%	48	0.1%
	21- Children First	80	0.6%	239	0.8%	344	0.9%
	24- Career Building	547	4.3%	1,112	3.7%	1,388	3.6%
	30- Out & About	10	0.1%	37	0.1%	58	0.2%
(03X) Settling Down		25	0.2%	117	0.4%	226	0.6%
	34- Outward Bound	1	0.0%	1	0.0%	17	0.0%
	41- Rural Adventure	4	0.0%	14	0.0%	83	0.2%
	46- Rural & Active	20	0.2%	102	0.3%	126	0.3%
(04X) Social Connectors		533	4.2%	1,275	4.2%	1,475	3.8%
	42- Creative Variety	35	0.3%	120	0.4%	153	0.4%
	52- Stylish & Striving	303	2.4%	623	2.1%	690	1.8%
	59- Mobile Mixers	195	1.5%	532	1.8%	632	1.6%
(05X) Busy Households		121	1.0%	437	1.4%	559	1.5%
	37- Firm Foundations	34	0.3%	113	0.4%	151	0.4%
	62- Movies & Sports	87	0.7%	324	1.1%	408	1.1%
(06X) Working & Studying		151	1.2%	575	1.9%	621	1.6%
	61- City Life	92	0.7%	286	0.9%	287	0.7%
	69- Productive Havens	4	0.0%	50	0.2%	59	0.2%
	70- Favorably Frugal	55	0.4%	239	0.8%	275	0.7%
(07X) Career Oriented		713	5.6%	1,424	4.7%	1,689	4.4%
	06- Casual Comfort	112	0.9%	252	0.8%	363	0.9%
	10- Careers & Travel	89	0.7%	204	0.7%	241	0.6%
	20- Carving Out Time	12	0.1%	37	0.1%	42	0.1%
	26- Getting Established	501	4.0%	931	3.1%	1,043	2.7%
(08X) Large Households		244	1.9%	560	1.8%	745	1.9%
	11- Schools & Shopping	67	0.5%	118	0.4%	150	0.4%
	12- On the Go	90	0.7%	199	0.7%	240	0.6%
	19- Country Comfort	1	0.0%	12	0.0%	75	0.2%
	27- Tenured Proprietors	86	0.7%	230	0.8%	279	0.7%
(09B) Comfortable Independence		46	0.4%	148	0.5%	177	0.5%
	29- City Mixers	3	0.0%	4	0.0%	4	0.0%
	35- Working & Active	28	0.2%	76	0.3%	94	0.2%
	56- Metro Active	15	0.1%	68	0.2%	79	0.2%
(10B) Rural-Metro Mix		113	0.9%	448	1.5%	676	1.8%
	47- Rural Parents	1	0.0%	4	0.0%	54	0.1%
	53- Metro Strivers	106	0.8%	438	1.4%	507	1.3%
	60- Rural & Mobile	6	0.0%	6	0.0%	116	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: Lighthouse Ave and Forest Ave | Pacific Grove CA

Date: 9/11/2019

TOTAL HOUSEHOLDS		12,654	100%	30,259	100%	38,465	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		1,573	12.4%	3,327	11.0%	4,447	11.6%
	01- Summit Estates	390	3.1%	1,133	3.7%	1,739	4.5%
	04- Top Professionals	949	7.5%	1,646	5.4%	2,031	5.3%
	07- Active Lifestyles	235	1.9%	548	1.8%	677	1.8%
(12B) Comfortable Households		866	6.8%	2,052	6.8%	2,537	6.6%
	13- Work & Play	490	3.9%	1,113	3.7%	1,364	3.5%
	17- Firmly Established	376	3.0%	938	3.1%	1,173	3.1%
(13B) Working Households		85	0.7%	291	1.0%	389	1.0%
	38- Occupational Mix	85	0.7%	290	1.0%	361	0.9%
	48- Farm & Home	0	0.0%	1	0.0%	28	0.1%
(14B) Diverging Paths		1,611	12.7%	3,174	10.5%	3,660	9.5%
	16- Country Enthusiasts	1	0.0%	3	0.0%	27	0.1%
	22- Comfortable Cornerstones	9	0.1%	49	0.2%	71	0.2%
	31- Mid-Americana	40	0.3%	114	0.4%	153	0.4%
	32- Metro Mix	23	0.2%	83	0.3%	83	0.2%
	33- Urban Diversity	1,538	12.2%	2,926	9.7%	3,325	8.6%
(15M) Top Wealth		1,544	12.2%	3,675	12.1%	4,940	12.8%
	02- Established Elite	619	4.9%	1,848	6.1%	2,681	7.0%
	03- Corporate Connected	925	7.3%	1,827	6.0%	2,259	5.9%
(16M) Living Well		246	1.9%	593	2.0%	737	1.9%
	14- Career Centered	215	1.7%	495	1.6%	599	1.6%
	15- Country Ways	0	0.0%	1	0.0%	13	0.0%
	23- Good Neighbors	31	0.2%	96	0.3%	125	0.3%
(17M) Bargain Hunters		403	3.2%	1,389	4.6%	1,620	4.2%
	43- Work & Causes	28	0.2%	127	0.4%	149	0.4%
	44- Open Houses	49	0.4%	208	0.7%	241	0.6%
	55- Community Life	28	0.2%	111	0.4%	142	0.4%
	63- Staying Home	284	2.2%	875	2.9%	1,006	2.6%
	68- Staying Healthy	13	0.1%	69	0.2%	81	0.2%
(18M) Thrifty & Active		6	0.0%	10	0.0%	47	0.1%
	40- Great Outdoors	0	0.0%	0	0.0%	8	0.0%
	50- Rural Community	2	0.0%	5	0.0%	24	0.1%
	54- Work & Outdoors	4	0.0%	4	0.0%	15	0.0%
(19M) Solid Prestige		2,033	16.1%	4,464	14.8%	5,677	14.8%
	05- Active & Involved	458	3.6%	1,134	3.7%	1,524	4.0%
	08- Solid Surroundings	387	3.1%	821	2.7%	1,033	2.7%
	09- Busy Schedules	1,189	9.4%	2,510	8.3%	3,120	8.1%
(20S) Community Minded		1,084	8.6%	2,679	8.9%	3,271	8.5%
	25- Clubs & Causes	162	1.3%	408	1.3%	489	1.3%
	28- Community Pillars	331	2.6%	841	2.8%	995	2.6%
	36- Persistent & Productive	591	4.7%	1,430	4.7%	1,787	4.6%
(21S) Leisure Seekers		374	3.0%	1,380	4.6%	1,711	4.4%
	49- Home & Garden	105	0.8%	270	0.9%	326	0.8%
	51- Role Models	39	0.3%	154	0.5%	189	0.5%
	64- Practical & Careful	107	0.8%	448	1.5%	573	1.5%
	65- Hobbies & Shopping	55	0.4%	241	0.8%	302	0.8%
	66- Helping Hands	68	0.5%	266	0.9%	322	0.8%

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

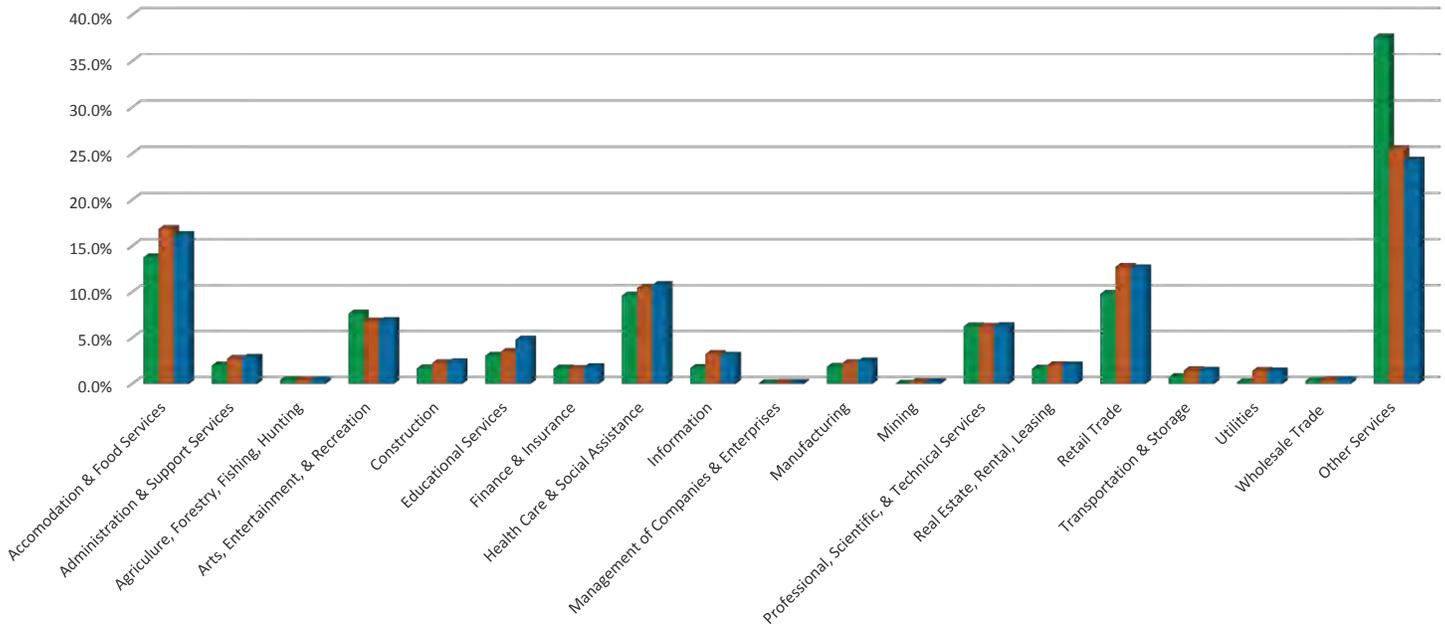
Employment Profile

Site: Downtown Pacific Grove
 Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
 Date Report Created: 9/11/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	46,543		118,150		146,906	
Student Population	5,906		29,786		41,781	
Median Employee Salary	43,376		43,019		43,487	
Average Employee Salary	50,100		51,710		52,321	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	489	1.7%	1,245	2.2%	1,354	2.1%
15,000 to 30,000 CrYr	3,706	12.9%	8,101	14.2%	8,969	14.1%
30,000 to 45,000 CrYr	11,911	41.6%	22,271	38.9%	24,433	38.3%
45,000 to 60,000 CrYr	6,940	24.2%	11,720	20.5%	12,981	20.4%
60,000 to 75,000 CrYr	1,581	5.5%	4,080	7.1%	4,698	7.4%
75,000 to 90,000 CrYr	1,283	4.5%	3,409	6.0%	3,935	6.2%
90,000 to 100,000 CrYr	630	2.2%	1,377	2.4%	1,524	2.4%
Over 100,000 CrYr	2,115	7.4%	4,992	8.7%	5,859	9.2%

Industry Groups

Employee's by Industry



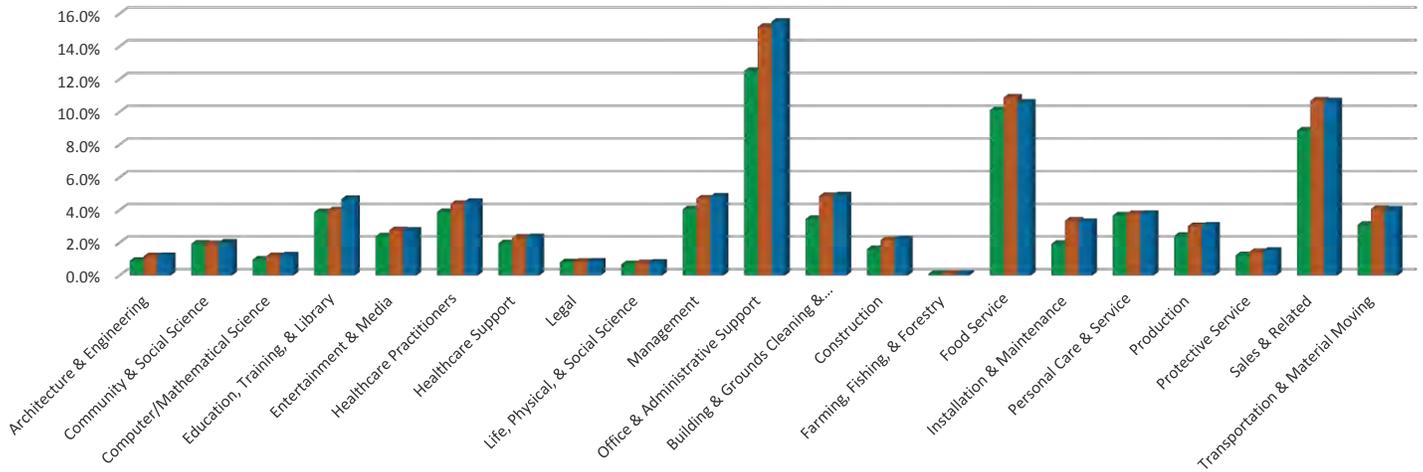
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,548	100%	28,654	100%	3,541	100%	57,194	100%	4,110	100%	63,752	100%
Accommodation & Food Services	139	9.0%	3,947	13.8%	314	8.9%	9,634	16.8%	353	8.6%	10,315	16.2%
Administration & Support Services	32	2.1%	572	2.0%	96	2.7%	1,557	2.7%	115	2.8%	1,805	2.8%
Agriculture, Forestry, Fishing, Hunting	6	0.4%	120	0.4%	9	0.2%	218	0.4%	10	0.3%	245	0.4%
Arts, Entertainment, & Recreation	65	4.2%	2,196	7.7%	113	3.2%	3,878	6.8%	133	3.2%	4,362	6.8%
Construction	52	3.4%	481	1.7%	160	4.5%	1,286	2.2%	184	4.5%	1,488	2.3%
Educational Services	37	2.4%	876	3.1%	72	2.0%	1,978	3.5%	94	2.3%	3,066	4.8%
Finance & Insurance	72	4.7%	479	1.7%	167	4.7%	918	1.6%	214	5.2%	1,161	1.8%
Health Care & Social Assistance	266	17.2%	2,756	9.6%	624	17.6%	5,977	10.4%	714	17.4%	6,861	10.8%
Information	24	1.6%	492	1.7%	65	1.8%	1,854	3.2%	71	1.7%	1,951	3.1%
Management of Companies & Enterprises	1	0.1%	16	0.1%	3	0.1%	56	0.1%	3	0.1%	59	0.1%
Manufacturing	38	2.4%	533	1.9%	98	2.8%	1,285	2.2%	115	2.8%	1,553	2.4%
Mining	0	0.0%	0	0.0%	1	0.0%	114	0.2%	1	0.0%	114	0.2%
Professional, Scientific, & Technical Services	207	13.4%	1,794	6.3%	414	11.7%	3,545	6.2%	492	12.0%	4,004	6.3%
Real Estate, Rental, Leasing	62	4.0%	471	1.6%	143	4.0%	1,157	2.0%	170	4.1%	1,283	2.0%
Retail Trade	228	14.7%	2,809	9.8%	529	14.9%	7,290	12.7%	609	14.8%	8,012	12.6%
Transportation & Storage	8	0.5%	207	0.7%	33	0.9%	841	1.5%	36	0.9%	908	1.4%
Utilities	1	0.1%	50	0.2%	3	0.1%	806	1.4%	5	0.1%	855	1.3%
Wholesale Trade	10	0.7%	91	0.3%	37	1.0%	230	0.4%	41	1.0%	263	0.4%
Other Services	301	19.5%	10,764	37.6%	659	18.6%	14,571	25.5%	751	18.3%	15,446	24.2%

Employment Profile

Site: Downtown Pacific Grove
 Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
 Date Report Created: 9/11/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	10,350	36.1%	23,844	41.7%	27,577	43.3%
Architecture & Engineering	255	0.9%	663	1.2%	751	1.2%
Community & Social Science	553	1.9%	1,094	1.9%	1,279	2.0%
Computer/Mathematical Science	276	1.0%	670	1.2%	776	1.2%
Education, Training, & Library	1,106	3.9%	2,279	4.0%	2,978	4.7%
Entertainment & Media	683	2.4%	1,575	2.8%	1,742	2.7%
Healthcare Practitioners	1,110	3.9%	2,500	4.4%	2,868	4.5%
Healthcare Support	560	2.0%	1,314	2.3%	1,489	2.3%
Legal	229	0.8%	472	0.8%	536	0.8%
Life, Physical, & Social Science	193	0.7%	426	0.7%	495	0.8%
Management	1,160	4.0%	2,686	4.7%	3,076	4.8%
Office & Administrative Support	3,582	12.5%	8,687	15.2%	9,887	15.5%
Blue Collar	10,443	36.4%	25,327	44.3%	28,062	44.0%
Building & Grounds Cleaning & Maintenance	989	3.5%	2,777	4.9%	3,121	4.9%
Construction	461	1.6%	1,237	2.2%	1,412	2.2%
Farming, Fishing, & Forestry	27	0.1%	57	0.1%	69	0.1%
Food Service	2,896	10.1%	6,220	10.9%	6,733	10.6%
Installation & Maintenance	551	1.9%	1,915	3.3%	2,077	3.3%
Personal Care & Service	1,050	3.7%	2,145	3.8%	2,398	3.8%
Production	693	2.4%	1,722	3.0%	1,941	3.0%
Protective Service	352	1.2%	818	1.4%	960	1.5%
Sales & Related	2,538	8.9%	6,109	10.7%	6,783	10.6%
Transportation & Material Moving	885	3.1%	2,326	4.1%	2,569	4.0%
Military Services	7,860	27.4%	8,023	14.0%	8,112	12.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	28,654	57,194	63,752
2019 Q1	25,726	50,078	55,826
2018 Q4	27,290	53,910	60,079
2018 Q3	29,174	58,263	64,366
2018 Q2	29,087	57,880	64,445
2018 Q1	30,644	61,543	68,524
2017 Q4	32,797	66,602	74,164
2017 Q3	34,990	71,429	78,792
2017 Q2	34,201	69,849	77,612

Consumer Demand & Market Supply Assessment

Site: Downtown Pacific Grove
Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
Date Report Created: 9/11/2019

	5 Min Drive	10 Min Drive	15 Min Drive
Demographics			
Population	29,801	75,098	97,894
5-Year Population estimate	30,849	79,612	104,245
Population Households	26,440	70,968	92,083
Group Quarters Population	3,362	4,130	5,811
Households	12,897	30,841	38,924
5-Year Households estimate	13,811	33,192	41,978
WorkPlace Establishments	1,548	3,541	4,110
Workplace Employees	28,654	57,194	63,752
Median Household Income	\$84,375	\$78,998	\$79,807

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
By Establishments												
Furniture Stores	\$5,454,421	\$0	(\$5,454,421)	-100%	\$14,429,629	\$8,959,845	(\$5,469,784)	-38%	\$18,880,790	\$8,959,845	(\$9,920,945)	-53%
Vending Machine Operators (Non-Store)	\$3,377,381	\$0	(\$3,377,381)	-100%	\$8,739,946	\$6,064,967	(\$2,674,979)	-31%	\$11,252,869	\$6,064,967	(\$5,187,902)	-46%
Automotive Parts/Accessories/Tire	\$7,851,375	\$3,474,969	(\$4,376,406)	-56%	\$20,964,809	\$16,322,963	(\$4,641,846)	-22%	\$27,340,196	\$16,322,963	(\$11,017,233)	-40%
Automotive Dealers	\$94,846,038	\$44,169,182	(\$50,676,855)	-53%	\$250,492,038	\$428,836,763	\$178,344,725	71%	\$327,426,579	\$428,836,763	\$101,410,184	31%
Direct Selling Establishments	\$2,550,213	\$1,224,272	(\$1,325,941)	-52%	\$6,741,416	\$2,249,128	(\$4,492,288)	-67%	\$8,763,851	\$2,448,542	(\$6,315,309)	-72%
Electronics/Appliance	\$14,045,445	\$8,037,441	(\$6,008,004)	-43%	\$32,813,825	\$19,698,984	(\$13,114,841)	-40%	\$39,873,705	\$23,791,347	(\$16,082,358)	-40%
Electronic Shopping/Mail Order Houses	\$85,433,039	\$57,218,049	(\$28,214,990)	-33%	\$213,760,482	\$81,359,607	(\$132,400,875)	-62%	\$270,230,186	\$93,598,683	(\$176,631,504)	-65%
Other General Merchandise Stores	\$54,112,576	\$56,125,102	\$2,012,526	4%	\$142,569,415	\$186,864,717	\$44,295,302	31%	\$185,249,240	\$186,864,717	\$1,615,477	1%
Building Material/Supplies Dealers	\$28,005,760	\$33,650,808	\$5,645,048	20%	\$74,465,177	\$105,079,466	\$30,614,289	41%	\$97,161,268	\$123,624,751	\$26,463,483	27%
Bar/Drinking Places (Alcoholic Beverages)	\$4,148,552	\$6,011,210	\$1,862,659	45%	\$8,837,263	\$13,552,525	\$4,715,262	53%	\$10,080,485	\$14,307,352	\$4,226,867	42%
Other Motor Vehicle Dealers	\$5,939,761	\$9,169,379	\$3,229,618	54%	\$15,662,613	\$14,839,623	(\$822,990)	-5%	\$20,470,549	\$14,839,623	(\$5,630,926)	-28%
Sporting Goods/Hobby/Musical Instrument	\$5,496,439	\$11,023,637	\$5,527,198	101%	\$14,528,065	\$25,175,583	\$10,647,517	73%	\$18,975,194	\$28,648,708	\$9,673,514	51%
Home Furnishing Stores	\$5,052,851	\$10,786,004	\$5,733,153	113%	\$13,399,817	\$19,085,268	\$5,685,450	42%	\$17,493,136	\$24,088,370	\$6,595,234	38%
Grocery Stores	\$52,232,546	\$111,961,081	\$59,728,535	114%	\$137,891,322	\$233,301,173	\$95,409,850	69%	\$179,351,994	\$245,540,113	\$66,188,119	37%
Beer/Wine/Liquor Stores	\$4,477,649	\$10,007,438	\$5,529,790	123%	\$11,709,978	\$17,227,972	\$5,517,993	47%	\$15,231,502	\$19,636,429	\$4,404,928	29%
Limited-Service Eating Places	\$43,026,335	\$100,915,431	\$57,889,095	135%	\$98,513,600	\$176,451,370	\$77,937,770	79%	\$118,391,433	\$192,211,339	\$73,819,906	62%
Lawn/Garden Equipment/Supplies Stores	\$3,304,760	\$8,053,946	\$4,749,185	144%	\$8,739,030	\$17,362,141	\$8,623,111	99%	\$11,400,146	\$21,122,702	\$9,722,556	85%
Clothing Stores	\$22,421,029	\$55,008,680	\$32,587,651	145%	\$59,169,757	\$117,861,410	\$58,691,653	99%	\$77,280,650	\$149,489,737	\$72,209,087	93%
Other Misc. Store Retailers	\$7,230,399	\$17,819,938	\$10,589,539	146%	\$19,042,695	\$41,713,296	\$22,670,600	119%	\$24,843,513	\$48,596,188	\$23,752,674	96%
Book/Periodical/Music Stores	\$1,627,562	\$4,140,207	\$2,512,645	154%	\$4,268,508	\$7,978,426	\$3,709,917	87%	\$5,534,030	\$8,982,328	\$3,448,298	62%
Department Stores	\$12,224,348	\$33,189,911	\$20,965,563	172%	\$32,271,814	\$98,920,639	\$66,648,825	207%	\$42,047,998	\$104,857,094	\$62,809,096	149%
Full-Service Restaurants	\$52,826,549	\$144,234,358	\$91,407,809	173%	\$116,694,825	\$233,168,778	\$116,473,953	100%	\$136,767,325	\$253,590,742	\$116,823,417	85%
Office Supplies/Stationary/Gift	\$3,034,451	\$9,768,835	\$6,734,384	222%	\$7,624,194	\$16,410,491	\$8,786,297	115%	\$9,685,476	\$17,970,957	\$8,285,480	86%
Florists/Misc. Store Retailers	\$697,307	\$2,296,618	\$1,599,311	229%	\$1,844,594	\$4,420,730	\$2,576,136	140%	\$2,406,248	\$5,374,879	\$2,968,631	123%
Shoe Stores	\$3,070,319	\$11,130,305	\$8,059,986	263%	\$8,069,830	\$23,717,333	\$15,647,503	194%	\$10,546,880	\$26,514,620	\$15,967,740	151%
Health/Personal Care Stores	\$27,092,315	\$107,435,002	\$80,342,687	297%	\$72,237,645	\$211,382,390	\$139,144,745	193%	\$94,169,253	\$227,398,718	\$133,229,465	141%
Special Food Services	\$9,018,391	\$43,896,925	\$34,878,533	387%	\$20,633,779	\$95,128,389	\$74,494,611	361%	\$24,786,141	\$99,072,976	\$74,286,835	300%
Gasoline Stations	\$38,472,625	\$190,469,285	\$151,996,660	395%	\$101,977,761	\$298,774,026	\$196,796,265	193%	\$132,875,233	\$325,529,286	\$192,654,053	145%
Jewelry/Luggage/Leather Goods	\$3,094,964	\$16,033,371	\$12,938,407	418%	\$8,189,042	\$24,470,408	\$16,281,367	199%	\$10,698,974	\$28,212,561	\$17,513,587	164%
Specialty Food Stores	\$3,099,589	\$23,278,453	\$20,178,864	651%	\$8,176,071	\$42,537,438	\$34,361,367	420%	\$10,628,729	\$45,602,428	\$34,973,699	329%
Used Merchandise Stores	\$1,703,081	\$17,336,499	\$15,633,418	918%	\$4,488,232	\$20,772,215	\$16,283,982	363%	\$5,855,774	\$24,031,497	\$18,175,723	310%
Consumer Demand/Market Supply Index	\$604,968,073	\$1,147,866,339	53		\$1,538,947,173	\$2,609,688,062	59		\$1,965,699,346	\$2,816,131,225	70	

Consumer Demand & Market Supply Assessment

Site: Downtown Pacific Grove
Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
Date Report Created: 9/11/2019

	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	
By Major Product Lines												
Computer Hardware/Software/Supplies	\$33,204,396	\$6,639,068	(\$26,565,328)	-80%	\$69,892,039	\$11,604,983	(\$58,287,056)	-83%	\$78,848,399	\$13,450,816	(\$65,397,583)	-83%
Autos/Cars/Vans/Trucks/Motorcycles	\$83,636,631	\$43,582,267	(\$40,054,365)	-48%	\$220,850,854	\$378,903,841	\$158,052,987	72%	\$288,714,066	\$378,945,774	\$90,231,708	31%
Automotive Tires/Tubes/Batteries/Parts	\$15,626,370	\$8,528,225	(\$7,098,145)	-45%	\$41,776,856	\$41,343,577	(\$433,280)	-1%	\$54,469,847	\$41,885,424	(\$12,584,423)	-23%
Furniture/Sleep/Outdoor/Patio Furniture	\$14,052,254	\$9,823,215	(\$4,229,039)	-30%	\$37,192,873	\$27,463,959	(\$9,728,915)	-26%	\$48,679,498	\$30,024,083	(\$18,655,415)	-38%
Major Household Appliances	\$2,035,875	\$2,061,121	\$25,246	1%	\$5,299,244	\$5,505,857	\$206,613	4%	\$6,926,457	\$6,388,068	(\$538,389)	-8%
Automotive Lubricants (incl Oil, Greases)	\$2,035,875	\$2,061,121	\$25,246	1%	\$5,299,244	\$5,505,857	\$206,613	4%	\$6,926,457	\$6,388,068	(\$538,389)	-8%
Retailer Services	\$16,426,303	\$17,240,338	\$814,035	5%	\$43,096,479	\$63,941,894	\$20,845,415	48%	\$56,371,109	\$66,807,809	\$10,436,699	19%
Photographic Equipment/Supplies	\$562,211	\$604,692	\$42,481	8%	\$1,496,106	\$1,428,798	(\$67,307)	-4%	\$1,958,277	\$1,617,939	(\$340,339)	-17%
Audio Equipment/Musical Instruments	\$2,921,037	\$3,165,729	\$244,692	8%	\$7,770,198	\$6,274,163	(\$1,496,035)	-19%	\$10,144,386	\$7,134,957	(\$3,009,429)	-30%
Televisions/VCR/Video Cameras/DVD etc	\$3,292,590	\$3,642,152	\$349,561	11%	\$8,780,865	\$8,936,682	\$155,816	2%	\$11,470,427	\$9,930,439	(\$1,539,988)	-13%
Dimensional Lumber/Other Building Materials	\$11,321,573	\$14,862,783	\$3,541,210	31%	\$30,105,522	\$46,078,851	\$15,973,329	53%	\$39,279,001	\$54,231,443	\$14,952,442	38%
Hardware/Tools/Plumbing/Electrical Supplies	\$7,731,781	\$10,315,338	\$2,583,557	33%	\$20,662,005	\$30,713,723	\$10,051,718	49%	\$26,957,846	\$35,626,666	\$8,668,820	32%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,028,987	\$2,715,318	\$686,331	34%	\$5,420,829	\$8,451,122	\$3,030,292	56%	\$7,071,556	\$9,906,736	\$2,835,180	40%
Alcoholic Drinks Served at the Establishment	\$31,742,675	\$48,920,034	\$17,177,359	54%	\$67,276,001	\$83,270,177	\$15,994,176	24%	\$76,440,348	\$90,082,508	\$13,642,160	18%
Small Electric Appliances	\$1,104,166	\$1,704,482	\$600,316	54%	\$2,920,105	\$3,910,210	\$990,105	34%	\$3,806,372	\$4,268,891	\$462,519	12%
Pets/Pet Foods/Pet Supplies	\$4,860,990	\$8,040,541	\$3,179,552	65%	\$12,657,950	\$19,426,688	\$6,768,738	53%	\$16,531,654	\$21,974,255	\$5,442,601	33%
Floor/Floor Coverings	\$3,950,105	\$6,707,373	\$2,757,268	70%	\$10,556,532	\$14,836,375	\$4,279,844	41%	\$13,761,203	\$17,978,060	\$4,216,858	31%
Kitchenware/Home Furnishings	\$6,218,251	\$10,838,996	\$4,620,745	74%	\$16,447,943	\$22,203,927	\$5,755,984	35%	\$21,469,342	\$25,551,692	\$4,082,349	19%
Lawn/Garden/Farm Equipment/Supplies	\$8,382,418	\$15,341,087	\$6,958,669	83%	\$22,193,222	\$35,001,394	\$12,808,171	58%	\$28,943,361	\$41,131,940	\$12,188,580	42%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$963,439	\$1,862,402	\$898,963	93%	\$2,576,212	\$3,410,362	\$834,150	32%	\$3,356,043	\$3,724,110	\$368,067	11%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,388,754	\$4,662,672	\$2,273,918	95%	\$6,254,782	\$10,733,391	\$4,478,610	72%	\$8,182,292	\$12,026,930	\$3,844,638	47%
Groceries/Other Food Items (Off Premises)	\$80,596,266	\$157,914,480	\$77,318,214	96%	\$213,802,117	\$355,276,158	\$141,474,040	66%	\$278,706,537	\$371,740,338	\$93,033,802	33%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$4,547,105	\$9,091,823	\$4,544,718	100%	\$12,029,194	\$19,709,048	\$7,679,855	64%	\$15,725,036	\$22,043,368	\$6,318,332	40%
All Other Merchandise	\$20,430,060	\$41,158,535	\$20,728,476	101%	\$53,819,793	\$72,489,535	\$18,669,743	35%	\$70,225,158	\$82,094,266	\$11,869,108	17%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$60,329,721	\$123,425,754	\$63,096,032	105%	\$161,036,360	\$248,302,882	\$87,266,522	54%	\$209,930,711	\$267,560,010	\$57,629,300	27%
Soaps/Detergents/Household Cleaners	\$2,460,136	\$5,271,514	\$2,811,378	114%	\$6,536,937	\$13,721,514	\$7,184,577	110%	\$8,528,117	\$14,437,288	\$5,909,171	69%
Womens/Juniors/Misses Wear	\$19,533,602	\$41,986,625	\$22,453,024	115%	\$51,458,721	\$92,148,588	\$40,689,867	79%	\$67,168,246	\$111,103,847	\$43,935,601	65%
Packaged Liquor/Wine/Beer	\$9,613,965	\$21,030,926	\$11,416,961	119%	\$25,291,656	\$40,748,100	\$15,456,443	61%	\$33,057,065	\$44,249,557	\$11,192,492	34%
Books/Periodicals	\$2,083,655	\$4,703,568	\$2,619,912	126%	\$5,555,169	\$8,456,274	\$2,901,105	52%	\$7,256,655	\$9,507,352	\$2,250,698	31%
Toys/Hobby Goods/Games	\$2,569,357	\$5,869,577	\$3,300,220	128%	\$6,826,746	\$13,205,928	\$6,379,182	93%	\$8,908,422	\$14,569,370	\$5,660,948	64%
Paper/Related Products	\$2,147,456	\$4,908,210	\$2,760,754	129%	\$5,708,016	\$12,719,763	\$7,011,747	123%	\$7,437,299	\$13,196,901	\$5,759,602	77%
Mens Wear	\$7,539,693	\$17,806,258	\$10,266,565	136%	\$19,862,551	\$39,717,425	\$19,854,874	100%	\$25,977,774	\$46,986,734	\$21,008,960	81%
Sewing/Knitting Materials/Supplies	\$227,047	\$539,809	\$312,762	138%	\$597,295	\$1,280,240	\$682,945	114%	\$775,164	\$1,424,155	\$648,992	84%
Footwear, including Accessories	\$7,586,031	\$18,107,821	\$10,521,790	139%	\$19,932,328	\$39,058,953	\$19,126,625	96%	\$26,051,135	\$44,677,484	\$18,626,349	71%
Meats/Nonalcoholic Beverages	\$82,312,815	\$249,652,477	\$167,339,662	203%	\$188,706,752	\$444,157,333	\$255,450,580	135%	\$226,989,507	\$478,564,732	\$251,575,225	111%
Childrens Wear/Infants/Toddlers Clothing	\$3,070,667	\$9,386,052	\$6,315,385	206%	\$8,201,778	\$21,983,204	\$13,781,426	168%	\$10,725,239	\$25,748,645	\$15,023,406	140%
Cigars/Cigarettes/Tobacco/Accessories	\$5,624,561	\$17,832,552	\$12,207,992	217%	\$15,168,560	\$36,053,961	\$20,885,401	138%	\$19,722,334	\$39,194,334	\$19,472,000	99%
Jewelry (including Watches)	\$4,646,252	\$18,934,095	\$14,287,843	308%	\$12,306,456	\$31,115,117	\$18,808,660	153%	\$16,080,309	\$35,882,509	\$19,802,200	123%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,148,564	\$5,203,274	\$4,054,710	353%	\$3,041,149	\$10,842,209	\$7,801,060	257%	\$3,964,484	\$11,645,159	\$7,680,675	194%
Automotive Fuels	\$35,171,830	\$172,763,936	\$137,592,106	391%	\$93,481,024	\$281,562,100	\$188,081,077	201%	\$122,016,169	\$305,025,604	\$183,009,435	150%

Consumer Demand & Market Supply Assessment

Site: Downtown Pacific Grove
Address: Lighthouse Ave and Forest Ave | Pacific Grove CA
Date Report Created: 9/11/2019

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.

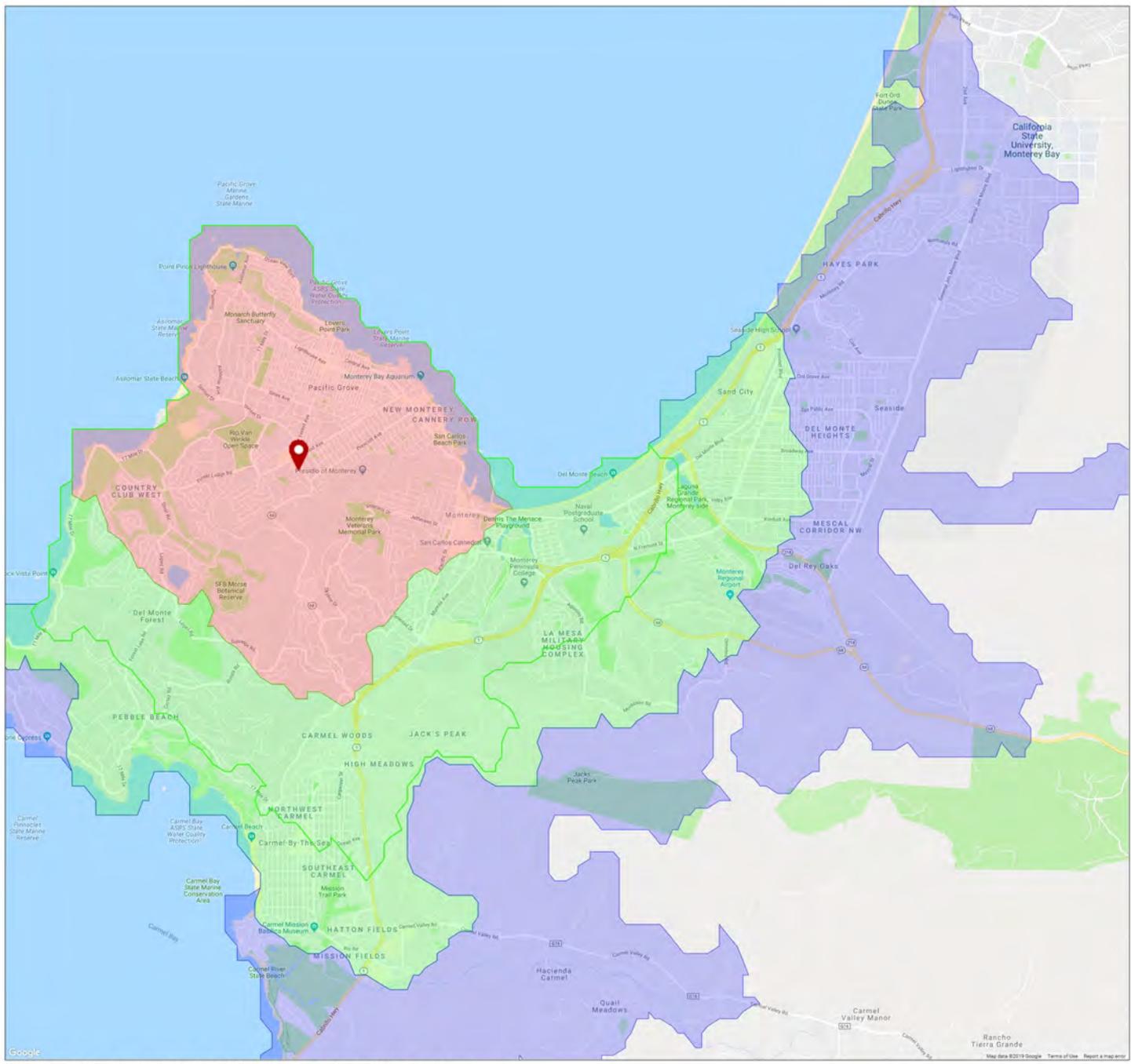
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

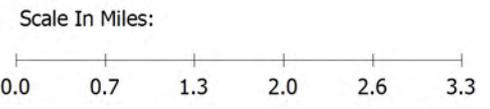
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

Forest Ave and David Ave



INSIGHT
MARKET ANALYTICS
HdE ECON Solutions

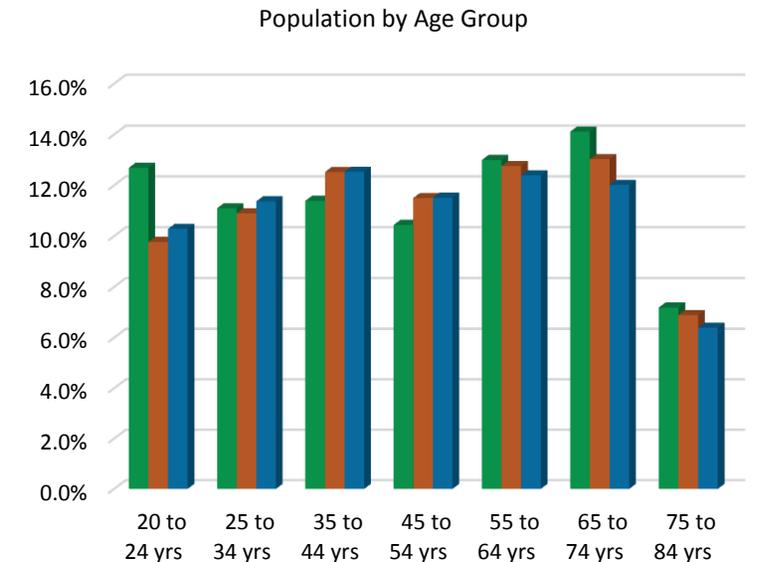
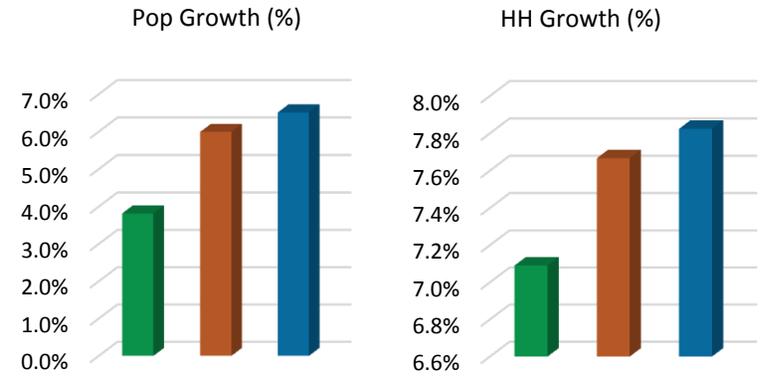
Drive Time: 5, 10, 15 Mins



Consumer Demographic Profile

Site: Forest Ave & David Ave
Address: Forest Ave & David Ave | Pacific Grove CA
Date Report Created: 9/11/2019

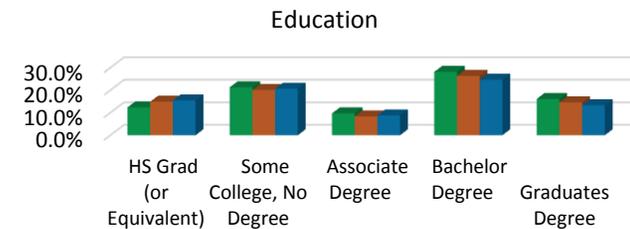
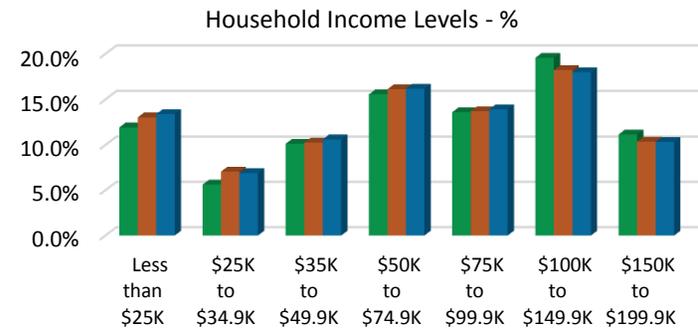
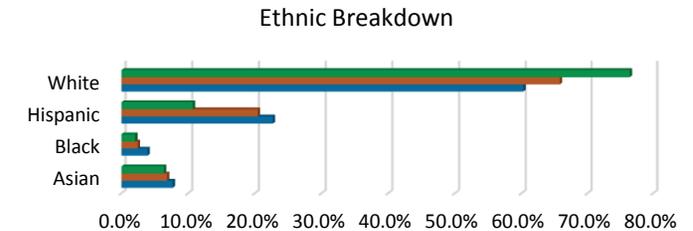
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	33,096	---	72,197	---	97,828	---
5 Year Projected Pop	34,359	---	76,524	---	104,200	---
Pop Growth (%)	3.8%	---	6.0%	---	6.5%	---
Households	14,267	---	30,581	---	39,248	---
5 Year Projected HHs	15,279	---	32,925	---	42,319	---
HH Growth (%)	7.1%	---	7.7%	---	7.8%	---
Census Stats						
2000 Population	33,220	---	72,679	---	101,276	---
2010 Population	31,691	---	69,397	---	93,589	---
Pop Growth (%)	-4.6%	---	-4.5%	---	-7.6%	---
2000 Households	14,449	---	30,756	---	38,787	---
2010 Households	13,935	---	29,614	---	37,769	---
HH Growth (%)	-3.6%	---	-3.7%	---	-2.6%	---
Total Population by Age						
Average Age	44.0		43.2		42.0	
19 yrs & under	5,524	16.7%	14,135	19.6%	20,184	20.6%
20 to 24 yrs	4,200	12.7%	7,057	9.8%	10,062	10.3%
25 to 34 yrs	3,672	11.1%	7,869	10.9%	11,124	11.4%
35 to 44 yrs	3,770	11.4%	9,042	12.5%	12,262	12.5%
45 to 54 yrs	3,456	10.4%	8,304	11.5%	11,263	11.5%
55 to 64 yrs	4,302	13.0%	9,212	12.8%	12,125	12.4%
65 to 74 yrs	4,671	14.1%	9,407	13.0%	11,756	12.0%
75 to 84 yrs	2,379	7.2%	4,974	6.9%	6,254	6.4%
85 + yrs	1,122	3.4%	2,198	3.0%	2,799	2.9%
Population Bases						
20-34 yrs	7,872	23.8%	14,926	20.7%	21,186	21.7%
45-64 yrs	7,757	23.4%	17,515	24.3%	23,387	23.9%
16 yrs +	28,034	84.7%	59,446	82.3%	79,697	81.5%
25 yrs +	23,372	70.6%	51,005	70.6%	67,582	69.1%
65 yrs +	8,172	24.7%	16,578	23.0%	20,809	21.3%
75 yrs +	3,501	10.6%	7,172	9.9%	9,053	9.3%
85 yrs +	1,122	3.4%	2,198	3.0%	2,799	2.9%



Consumer Demographic Profile

Site: Forest Ave & David Ave
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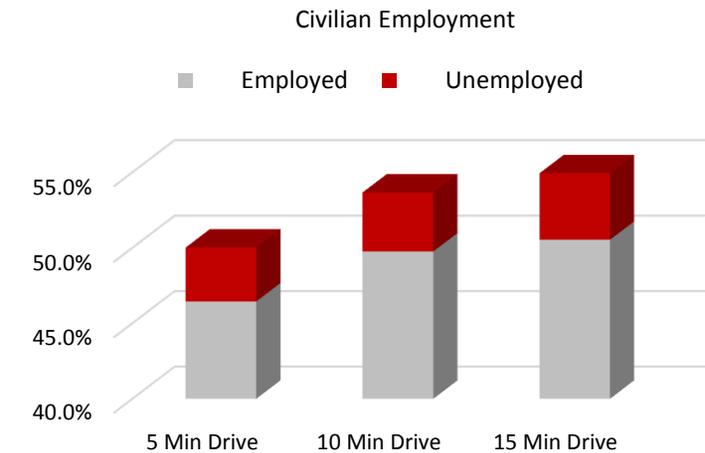
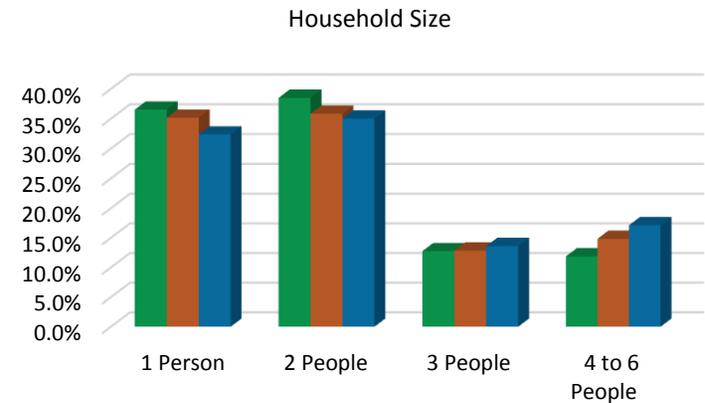
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	25,298	76.4%	47,526	65.8%	58,959	60.3%
Hispanic	3,549	10.7%	14,758	20.4%	22,218	22.7%
Black	685	2.1%	1,764	2.4%	3,814	3.9%
Asian	2,109	6.4%	4,941	6.8%	7,542	7.7%
Ancestry						
American Indian (ancestry)	115	0.3%	237	0.3%	333	0.3%
Hawaiian (ancestry)	83	0.3%	343	0.5%	761	0.8%
Household Income						
Per Capita Income	\$50,317	---	\$47,520	---	\$44,443	---
Average HH Income	\$116,722	---	\$112,189	---	\$110,777	---
Median HH Income	\$86,756	---	\$80,997	---	\$79,846	---
Less than \$25K	1,702	11.9%	3,986	13.0%	5,253	13.4%
\$25K to \$34.9K	802	5.6%	2,160	7.1%	2,709	6.9%
\$35K to \$49.9K	1,446	10.1%	3,134	10.2%	4,166	10.6%
\$50K to \$74.9K	2,220	15.6%	4,930	16.1%	6,352	16.2%
\$75K to \$99.9K	1,939	13.6%	4,187	13.7%	5,456	13.9%
\$100K to \$149.9K	2,793	19.6%	5,570	18.2%	7,060	18.0%
\$150K to \$199.9K	1,592	11.2%	3,171	10.4%	4,060	10.3%
\$200K +	1,773	12.4%	3,443	11.3%	4,191	10.7%
Education						
Less than 9th Grade	320	1.4%	2,325	4.6%	3,725	5.5%
Some HS, No Diploma	631	2.7%	2,220	4.4%	3,627	5.4%
HS Grad (or Equivalent)	2,885	12.3%	7,583	14.9%	10,423	15.4%
Some College, No Degree	4,970	21.3%	10,240	20.1%	13,945	20.6%
Associate Degree	2,263	9.7%	4,252	8.3%	5,927	8.8%
Bachelor Degree	6,568	28.1%	13,427	26.3%	16,675	24.7%
Graduates Degree	3,758	16.1%	7,424	14.6%	9,011	13.3%



Consumer Demographic Profile

Site: Forest Ave & David Ave
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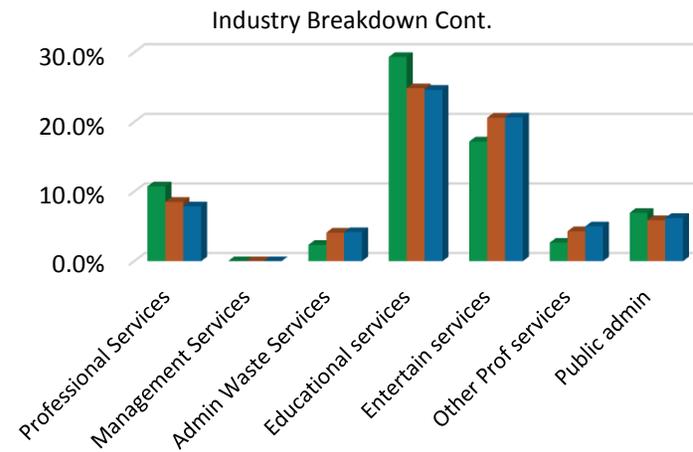
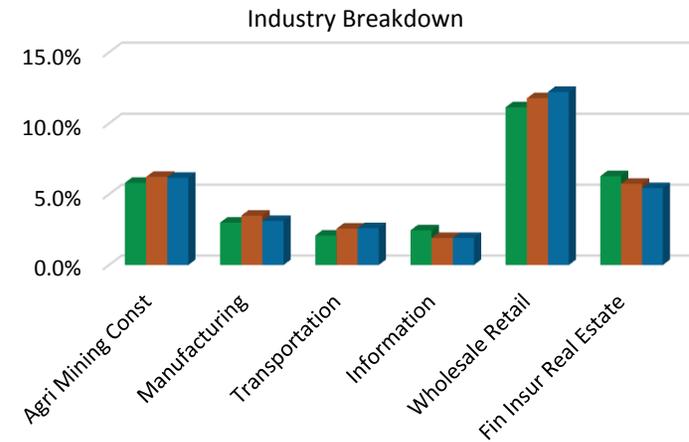
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	7,492		17,074		23,276	
Single - Male	270	3.6%	749	4.4%	970	4.2%
Single - Female	701	9.4%	1,506	8.8%	1,990	8.6%
Single Parent - Male	210	2.8%	588	3.4%	822	3.5%
Single Parent - Female	354	4.7%	921	5.4%	1,277	5.5%
Married w/ Children	1,947	26.0%	4,809	28.2%	6,973	30.0%
Married w/out Children	4,010	53.5%	8,502	49.8%	11,245	48.3%
Household Size						
1 Person	5,211	36.5%	10,753	35.2%	12,700	32.4%
2 People	5,493	38.5%	10,962	35.8%	13,743	35.0%
3 People	1,820	12.8%	3,932	12.9%	5,344	13.6%
4 to 6 People	1,695	11.9%	4,537	14.8%	6,726	17.1%
7+ People	48	0.3%	397	1.3%	734	1.9%
Home Ownership	14,267		30,581		39,248	
Owners	6,744	47.3%	14,303	46.8%	18,686	47.6%
Renters	7,523	52.7%	16,278	53.2%	20,562	52.4%
Components of Change						
Births	288	0.9%	670	0.9%	943	1.0%
Deaths	361	1.1%	766	1.1%	985	1.0%
Migration	-142	-0.4%	-145	-0.2%	-210	-0.2%
Employment (Pop 16+)	28,034		59,446		79,697	
Armed Services	3,545	12.6%	4,370	7.4%	5,237	6.6%
Civilian	14,019	50.0%	31,900	53.7%	43,785	54.9%
Employed	13,021	46.4%	29,580	49.8%	40,272	50.5%
Unemployed	999	3.6%	2,321	3.9%	3,513	4.4%
Not in Labor Force	10,469	37.3%	23,176	39.0%	30,675	38.5%
Employed Population	13,021		29,580		40,272	
White Collar	9,882	75.9%	19,988	67.6%	26,443	65.7%
Blue Collar	3,139	24.1%	9,591	32.4%	13,830	34.3%



Consumer Demographic Profile

Site: Forest Ave & David Ave
Address: Forest Ave & David Ave | Pacific Grove CA
Date Report Created: 9/11/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	13,021		29,580		40,272	
White Collar	9,882	75.9%	19,988	67.6%	26,443	65.7%
Managerial executive	2,529	19.4%	5,147	17.4%	6,782	16.8%
Prof specialty	4,435	34.1%	8,621	29.1%	11,099	27.6%
Healthcare support	182	1.4%	452	1.5%	711	1.8%
Sales	1,335	10.3%	2,917	9.9%	4,104	10.2%
Office Admin	1,402	10.8%	2,851	9.6%	3,747	9.3%
Blue Collar	3,139	24.1%	9,591	32.4%	13,830	34.3%
Protective	181	1.4%	435	1.5%	639	1.6%
Food Prep Serving	1,011	7.8%	2,879	9.7%	3,857	9.6%
Bldg Maint/Cleaning	333	2.6%	1,779	6.0%	2,866	7.1%
Personal Care	506	3.9%	1,415	4.8%	2,078	5.2%
Farming/Fishing/Forestry	68	0.5%	204	0.7%	317	0.8%
Construction	534	4.1%	1,490	5.0%	2,097	5.2%
Production Transp	506	3.9%	1,389	4.7%	1,977	4.9%
Employment By Industry	13,021		29,580		40,272	
Agri Mining Const	756	5.8%	1,842	6.2%	2,486	6.2%
Manufacturing	391	3.0%	1,033	3.5%	1,252	3.1%
Transportation	272	2.1%	759	2.6%	1,046	2.6%
Information	319	2.4%	566	1.9%	769	1.9%
Wholesale Retail	1,451	11.1%	3,481	11.8%	4,921	12.2%
Fin Insur Real Estate	817	6.3%	1,698	5.7%	2,187	5.4%
Professional Services	1,401	10.8%	2,520	8.5%	3,177	7.9%
Management Services	0	0.0%	0	0.0%	0	0.0%
Admin Waste Services	304	2.3%	1,212	4.1%	1,682	4.2%
Educational services	3,822	29.4%	7,354	24.9%	9,917	24.6%
Entertain services	2,239	17.2%	6,098	20.6%	8,322	20.7%
Other Prof services	345	2.6%	1,274	4.3%	2,015	5.0%
Public admin	904	6.9%	1,743	5.9%	2,499	6.2%



Household Segmentation Profile

Site: Forest Ave & David Ave
 Address: Forest Ave & David Ave | Pacific Grove CA
 Date: 9/11/2019



Hdl ECON Solutions

Trade Area 1:

5 Min Drive

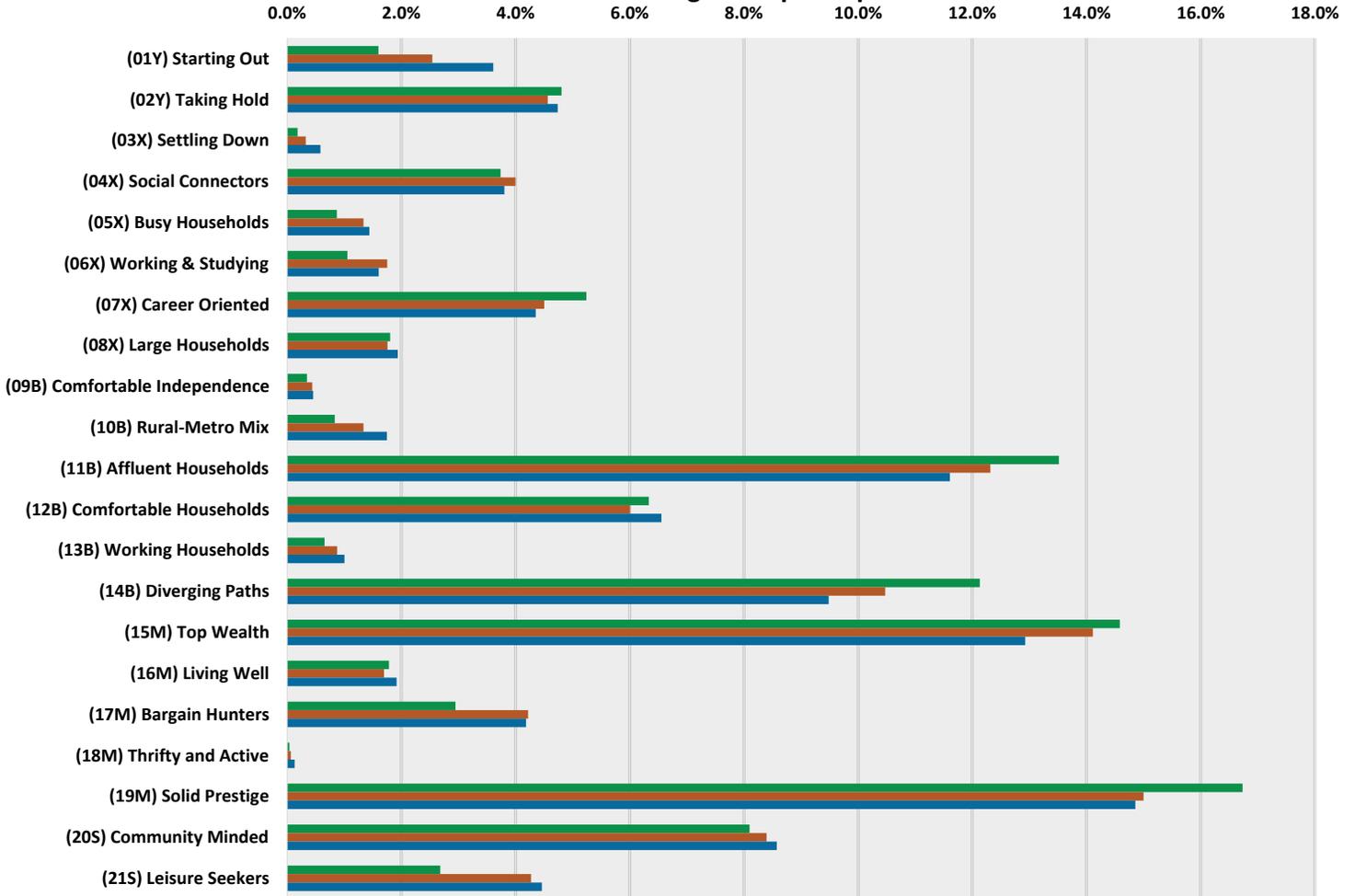
Trade Area 2:

10 Min Drive

Trade Area 3:

15 Min Drive

Household Lifestage Group Comparison



Trade Area 1:

5 Min Drive

Trade Area 2:

10 Min Drive

Trade Area 3:

15 Min Drive

Total Households

13,995

100%

29,990

100%

38,718

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	33- Urban Diversity	(14B) Diverging Paths	1,622	11.6%	2,917	9.7%	3,336	8.6%
2	09- Busy Schedules	(19M) Solid Prestige	1,357	9.7%	2,501	8.3%	3,171	8.2%
3	03- Corporate Connected	(15M) Top Wealth	1,131	8.1%	1,960	6.5%	2,284	5.9%
4	04- Top Professionals	(11B) Affluent Households	1,092	7.8%	1,736	5.8%	2,052	5.3%
5	02- Established Elite	(15M) Top Wealth	910	6.5%	2,273	7.6%	2,721	7.0%
6	36- Persistent & Productive	(20S) Community Minded	629	4.5%	1,351	4.5%	1,814	4.7%
7	24- Career Building	(02Y) Taking Hold	564	4.0%	1,086	3.6%	1,388	3.6%
8	05- Active & Involved	(19M) Solid Prestige	562	4.0%	1,243	4.1%	1,547	4.0%
9	01- Summit Estates	(11B) Affluent Households	537	3.8%	1,436	4.8%	1,764	4.6%
10	26- Getting Established	(07X) Career Oriented	507	3.6%	889	3.0%	1,044	2.7%

* 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: Forest Ave & David Ave | Pacific Grove CA

Date: 9/11/2019

TOTAL HOUSEHOLDS		13,995	100%	29,990	100%	38,718	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		224	1.6%	763	2.5%	1,398	3.6%
	39- Setting Goals	18	0.1%	96	0.3%	146	0.4%
	45- Offices & Entertainment	96	0.7%	216	0.7%	291	0.8%
	57- Collegiate Crowd	78	0.6%	278	0.9%	520	1.3%
	58- Outdoor Fervor	0	0.0%	4	0.0%	185	0.5%
	67- First Steps	31	0.2%	169	0.6%	256	0.7%
(02Y) Taking Hold		673	4.8%	1,369	4.6%	1,835	4.7%
	18- Climbing the Ladder	17	0.1%	30	0.1%	48	0.1%
	21- Children First	81	0.6%	220	0.7%	342	0.9%
	24- Career Building	564	4.0%	1,086	3.6%	1,388	3.6%
	30- Out & About	11	0.1%	33	0.1%	57	0.1%
(03X) Settling Down		25	0.2%	99	0.3%	225	0.6%
	34- Outward Bound	1	0.0%	1	0.0%	17	0.0%
	41- Rural Adventure	4	0.0%	13	0.0%	83	0.2%
	46- Rural & Active	20	0.1%	84	0.3%	126	0.3%
(04X) Social Connectors		523	3.7%	1,200	4.0%	1,473	3.8%
	42- Creative Variety	35	0.2%	101	0.3%	153	0.4%
	52- Stylish & Striving	301	2.2%	598	2.0%	689	1.8%
	59- Mobile Mixers	187	1.3%	501	1.7%	632	1.6%
(05X) Busy Households		122	0.9%	401	1.3%	559	1.4%
	37- Firm Foundations	37	0.3%	100	0.3%	151	0.4%
	62- Movies & Sports	84	0.6%	302	1.0%	407	1.1%
(06X) Working & Studying		148	1.1%	525	1.8%	621	1.6%
	61- City Life	92	0.7%	263	0.9%	287	0.7%
	69- Productive Havens	4	0.0%	40	0.1%	59	0.2%
	70- Favorably Frugal	52	0.4%	222	0.7%	275	0.7%
(07X) Career Oriented		733	5.2%	1,350	4.5%	1,687	4.4%
	06- Casual Comfort	122	0.9%	240	0.8%	362	0.9%
	10- Careers & Travel	92	0.7%	191	0.6%	239	0.6%
	20- Carving Out Time	12	0.1%	29	0.1%	42	0.1%
	26- Getting Established	507	3.6%	889	3.0%	1,044	2.7%
(08X) Large Households		253	1.8%	527	1.8%	750	1.9%
	11- Schools & Shopping	71	0.5%	108	0.4%	150	0.4%
	12- On the Go	96	0.7%	188	0.6%	241	0.6%
	19- Country Comfort	1	0.0%	24	0.1%	81	0.2%
	27- Tenured Proprietors	85	0.6%	207	0.7%	280	0.7%
(09B) Comfortable Independence		49	0.4%	132	0.4%	177	0.5%
	29- City Mixers	3	0.0%	4	0.0%	4	0.0%
	35- Working & Active	28	0.2%	69	0.2%	94	0.2%
	56- Metro Active	17	0.1%	59	0.2%	79	0.2%
(10B) Rural-Metro Mix		117	0.8%	401	1.3%	677	1.7%
	47- Rural Parents	1	0.0%	6	0.0%	54	0.1%
	53- Metro Strivers	110	0.8%	384	1.3%	507	1.3%
	60- Rural & Mobile	6	0.0%	12	0.0%	116	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: Forest Ave & David Ave | Pacific Grove CA

Date: 9/11/2019

TOTAL HOUSEHOLDS		13,995	100%	29,990	100%	38,718	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		1,892	13.5%	3,694	12.3%	4,494	11.6%
	01- Summit Estates	537	3.8%	1,436	4.8%	1,764	4.6%
	04- Top Professionals	1,092	7.8%	1,736	5.8%	2,052	5.3%
	07- Active Lifestyles	263	1.9%	522	1.7%	678	1.8%
(12B) Comfortable Households		887	6.3%	1,802	6.0%	2,539	6.6%
	13- Work & Play	496	3.5%	980	3.3%	1,363	3.5%
	17- Firmly Established	390	2.8%	822	2.7%	1,176	3.0%
(13B) Working Households		91	0.7%	263	0.9%	390	1.0%
	38- Occupational Mix	91	0.7%	261	0.9%	362	0.9%
	48- Farm & Home	0	0.0%	2	0.0%	28	0.1%
(14B) Diverging Paths		1,698	12.1%	3,141	10.5%	3,673	9.5%
	16- Country Enthusiasts	1	0.0%	9	0.0%	29	0.1%
	22- Comfortable Cornerstones	10	0.1%	40	0.1%	71	0.2%
	31- Mid-Americana	42	0.3%	100	0.3%	153	0.4%
	32- Metro Mix	23	0.2%	76	0.3%	83	0.2%
	33- Urban Diversity	1,622	11.6%	2,917	9.7%	3,336	8.6%
(15M) Top Wealth		2,041	14.6%	4,232	14.1%	5,005	12.9%
	02- Established Elite	910	6.5%	2,273	7.6%	2,721	7.0%
	03- Corporate Connected	1,131	8.1%	1,960	6.5%	2,284	5.9%
(16M) Living Well		250	1.8%	508	1.7%	743	1.9%
	14- Career Centered	218	1.6%	425	1.4%	601	1.6%
	15- Country Ways	0	0.0%	7	0.0%	17	0.0%
	23- Good Neighbors	32	0.2%	77	0.3%	125	0.3%
(17M) Bargain Hunters		413	3.0%	1,265	4.2%	1,620	4.2%
	43- Work & Causes	34	0.2%	114	0.4%	149	0.4%
	44- Open Houses	55	0.4%	185	0.6%	242	0.6%
	55- Community Life	29	0.2%	91	0.3%	142	0.4%
	63- Staying Home	281	2.0%	821	2.7%	1,006	2.6%
	68- Staying Healthy	14	0.1%	55	0.2%	82	0.2%
(18M) Thrifty & Active		6	0.0%	19	0.1%	52	0.1%
	40- Great Outdoors	0	0.0%	0	0.0%	8	0.0%
	50- Rural Community	2	0.0%	14	0.0%	30	0.1%
	54- Work & Outdoors	4	0.0%	5	0.0%	14	0.0%
(19M) Solid Prestige		2,342	16.7%	4,498	15.0%	5,752	14.9%
	05- Active & Involved	562	4.0%	1,243	4.1%	1,547	4.0%
	08- Solid Surroundings	423	3.0%	754	2.5%	1,035	2.7%
	09- Busy Schedules	1,357	9.7%	2,501	8.3%	3,171	8.2%
(20S) Community Minded		1,134	8.1%	2,518	8.4%	3,320	8.6%
	25- Clubs & Causes	165	1.2%	365	1.2%	491	1.3%
	28- Community Pillars	339	2.4%	802	2.7%	1,016	2.6%
	36- Persistent & Productive	629	4.5%	1,351	4.5%	1,814	4.7%
(21S) Leisure Seekers		375	2.7%	1,282	4.3%	1,728	4.5%
	49- Home & Garden	108	0.8%	244	0.8%	328	0.8%
	51- Role Models	42	0.3%	138	0.5%	189	0.5%
	64- Practical & Careful	101	0.7%	448	1.5%	583	1.5%
	65- Hobbies & Shopping	53	0.4%	216	0.7%	304	0.8%
	66- Helping Hands	70	0.5%	236	0.8%	324	0.8%

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

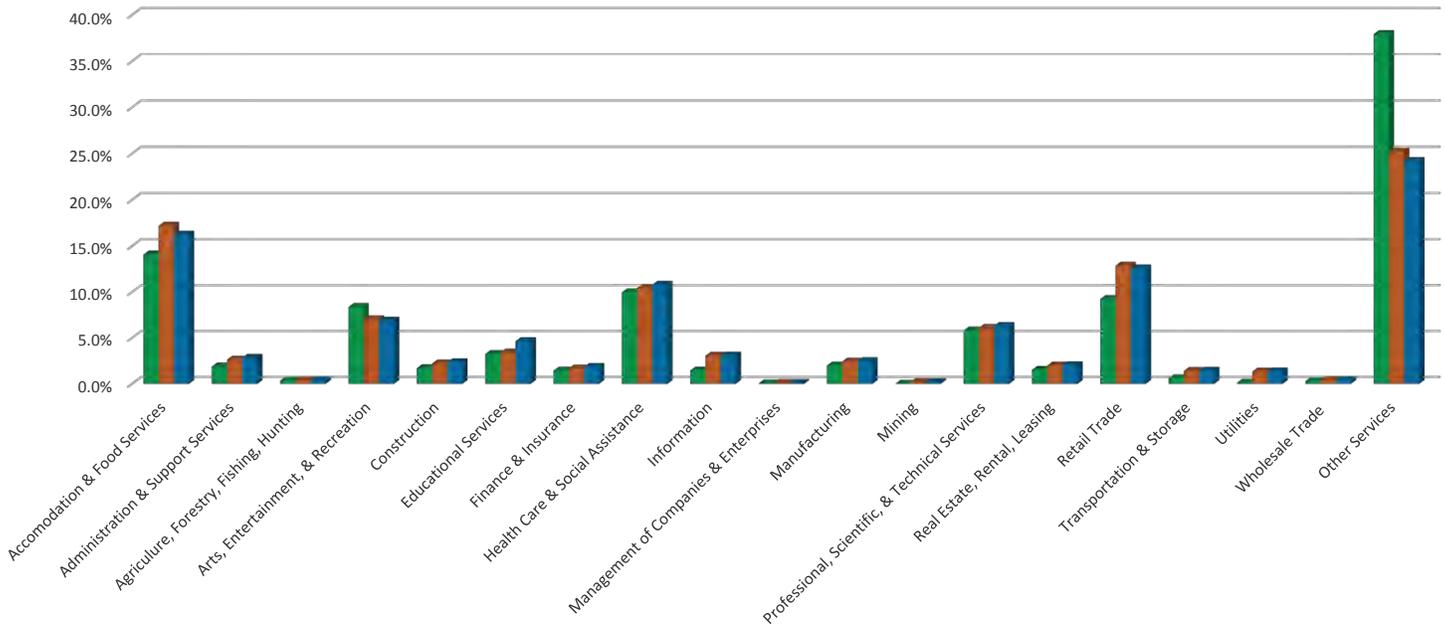
Employment Profile

Site: Forest Ave & David Ave
 Address: Forest Ave & David Ave | Pacific Grove CA
 Date Report Created: 9/11/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	47,597		118,367		144,448	
Student Population	6,638		30,220		39,580	
Median Employee Salary	43,292		42,858		43,424	
Average Employee Salary	49,588		51,565		52,238	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	443	1.6%	1,245	2.2%	1,357	2.1%
15,000 to 30,000 CrYr	3,453	12.7%	8,206	14.3%	8,970	14.1%
30,000 to 45,000 CrYr	11,577	42.5%	22,457	39.1%	24,448	38.4%
45,000 to 60,000 CrYr	6,648	24.4%	11,735	20.4%	12,975	20.4%
60,000 to 75,000 CrYr	1,450	5.3%	4,045	7.0%	4,690	7.4%
75,000 to 90,000 CrYr	1,206	4.4%	3,375	5.9%	3,930	6.2%
90,000 to 100,000 CrYr	558	2.0%	1,371	2.4%	1,524	2.4%
Over 100,000 CrYr	1,886	6.9%	4,996	8.7%	5,809	9.1%

Industry Groups

Employee's by Industry



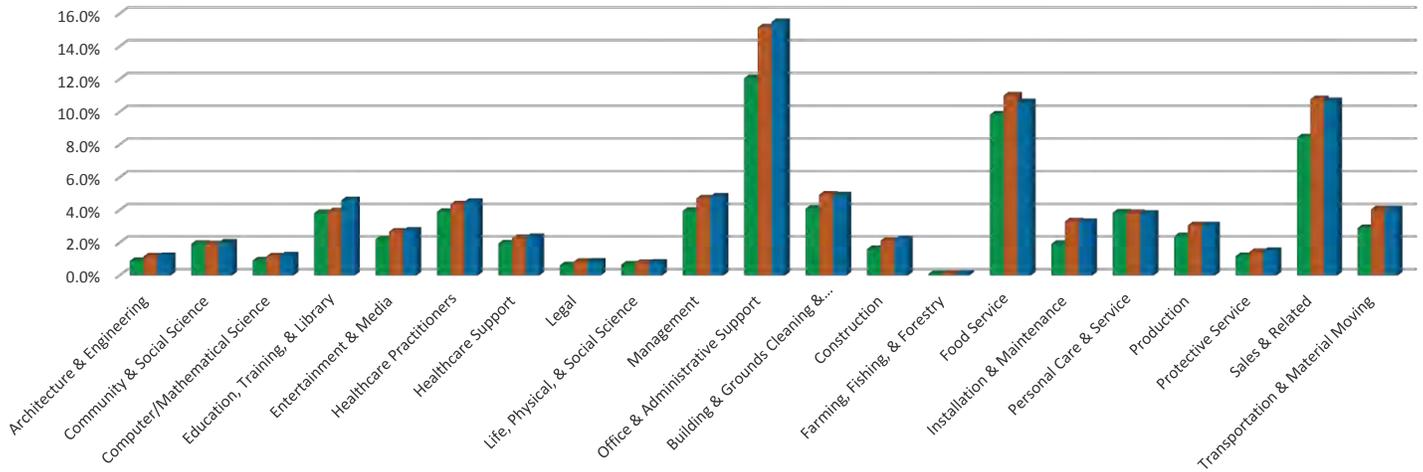
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,423	100%	27,220	100%	3,628	100%	57,430	100%	4,122	100%	63,704	100%
Accommodation & Food Services	132	9.3%	3,832	14.1%	332	9.1%	9,869	17.2%	354	8.6%	10,334	16.2%
Administration & Support Services	29	2.0%	513	1.9%	94	2.6%	1,509	2.6%	116	2.8%	1,803	2.8%
Agriculture, Forestry, Fishing, Hunting	5	0.4%	91	0.3%	9	0.2%	218	0.4%	11	0.3%	253	0.4%
Arts, Entertainment, & Recreation	61	4.3%	2,278	8.4%	119	3.3%	4,034	7.0%	134	3.2%	4,376	6.9%
Construction	51	3.6%	464	1.7%	159	4.4%	1,265	2.2%	184	4.5%	1,491	2.3%
Educational Services	35	2.4%	883	3.2%	74	2.0%	1,960	3.4%	94	2.3%	2,963	4.7%
Finance & Insurance	64	4.5%	391	1.4%	176	4.9%	961	1.7%	215	5.2%	1,165	1.8%
Health Care & Social Assistance	256	18.0%	2,714	10.0%	627	17.3%	5,999	10.4%	713	17.3%	6,874	10.8%
Information	22	1.5%	394	1.4%	64	1.8%	1,750	3.0%	72	1.7%	1,956	3.1%
Management of Companies & Enterprises	1	0.0%	10	0.0%	3	0.1%	56	0.1%	3	0.1%	59	0.1%
Manufacturing	35	2.5%	541	2.0%	105	2.9%	1,391	2.4%	116	2.8%	1,571	2.5%
Mining	0	0.0%	0	0.0%	1	0.0%	114	0.2%	1	0.0%	114	0.2%
Professional, Scientific, & Technical Services	180	12.6%	1,579	5.8%	422	11.6%	3,494	6.1%	495	12.0%	4,015	6.3%
Real Estate, Rental, Leasing	57	4.0%	415	1.5%	145	4.0%	1,138	2.0%	171	4.2%	1,286	2.0%
Retail Trade	214	15.0%	2,516	9.2%	564	15.6%	7,391	12.9%	610	14.8%	8,009	12.6%
Transportation & Storage	6	0.5%	165	0.6%	32	0.9%	811	1.4%	36	0.9%	908	1.4%
Utilities	1	0.0%	33	0.1%	4	0.1%	760	1.3%	5	0.1%	858	1.3%
Wholesale Trade	9	0.6%	78	0.3%	37	1.0%	231	0.4%	41	1.0%	264	0.4%
Other Services	266	18.7%	10,323	37.9%	662	18.3%	14,481	25.2%	751	18.2%	15,406	24.2%

Employment Profile

Site: Forest Ave & David Ave
 Address: Forest Ave & David Ave | Pacific Grove CA
 Date Report Created: 9/11/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	9,516	35.0%	23,808	41.5%	27,498	43.2%
Architecture & Engineering	239	0.9%	662	1.2%	751	1.2%
Community & Social Science	523	1.9%	1,093	1.9%	1,276	2.0%
Computer/Mathematical Science	247	0.9%	659	1.1%	774	1.2%
Education, Training, & Library	1,036	3.8%	2,247	3.9%	2,931	4.6%
Entertainment & Media	602	2.2%	1,536	2.7%	1,743	2.7%
Healthcare Practitioners	1,059	3.9%	2,500	4.4%	2,867	4.5%
Healthcare Support	530	1.9%	1,312	2.3%	1,491	2.3%
Legal	167	0.6%	474	0.8%	535	0.8%
Life, Physical, & Social Science	178	0.7%	433	0.8%	494	0.8%
Management	1,075	3.9%	2,705	4.7%	3,072	4.8%
Office & Administrative Support	3,282	12.1%	8,706	15.2%	9,867	15.5%
Blue Collar	9,874	36.3%	25,599	44.6%	28,085	44.1%
Building & Grounds Cleaning & Maintenance	1,112	4.1%	2,837	4.9%	3,121	4.9%
Construction	437	1.6%	1,222	2.1%	1,413	2.2%
Farming, Fishing, & Forestry	25	0.1%	58	0.1%	69	0.1%
Food Service	2,676	9.8%	6,316	11.0%	6,744	10.6%
Installation & Maintenance	522	1.9%	1,897	3.3%	2,076	3.3%
Personal Care & Service	1,045	3.8%	2,186	3.8%	2,403	3.8%
Production	653	2.4%	1,758	3.1%	1,951	3.1%
Protective Service	319	1.2%	818	1.4%	949	1.5%
Sales & Related	2,297	8.4%	6,187	10.8%	6,786	10.7%
Transportation & Material Moving	788	2.9%	2,321	4.0%	2,573	4.0%
Military Services	7,830	28.8%	8,023	14.0%	8,121	12.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	27,220	57,430	63,704
2019 Q1	24,472	50,266	55,762
2018 Q4	25,933	54,128	60,024
2018 Q3	27,601	58,558	64,373
2018 Q2	27,599	58,129	64,394
2018 Q1	29,055	61,820	68,482
2017 Q4	31,065	66,925	74,134
2017 Q3	33,046	71,746	78,819
2017 Q2	32,410	70,133	77,585

Consumer Demand & Market Supply Assessment

Site: Forest Ave & David Ave
Address: Forest Ave & David Ave | Pacific Grove CA
Date Report Created: 9/11/2019

	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	
Demographics												
Population	33,096				72,197				97,828			
5-Year Population estimate	34,359				76,524				104,200			
Population Households	29,439				68,034				92,636			
Group Quarters Population	3,657				4,163				5,192			
Households	14,267				30,581				39,248			
5-Year Households estimate	15,279				32,925				42,319			
WorkPlace Establishments	1,423				3,628				4,122			
Workplace Employees	27,220				57,430				63,704			
Median Household Income	\$86,756				\$80,997				\$79,846			
By Establishments												
Furniture Stores	\$6,084,955	\$0	(\$6,084,955)	-100%	\$13,946,449	\$8,959,845	(\$4,986,604)	-36%	\$18,992,372	\$8,998,890	(\$9,993,482)	-53%
Vending Machine Operators (Non-Store)	\$3,709,512	\$0	(\$3,709,512)	-100%	\$8,466,638	\$6,064,967	(\$2,401,671)	-28%	\$11,317,359	\$6,064,967	(\$5,252,392)	-46%
Automotive Parts/Accessories/Tire	\$8,739,699	\$2,544,908	(\$6,194,790)	-71%	\$20,178,054	\$15,836,278	(\$4,341,776)	-22%	\$27,502,050	\$16,322,963	(\$11,179,087)	-41%
Automotive Dealers	\$105,725,297	\$33,817,352	(\$71,907,945)	-68%	\$241,589,612	\$428,836,763	\$187,247,151	78%	\$329,344,199	\$428,836,763	\$99,492,564	30%
Direct Selling Establishments	\$2,833,843	\$1,224,272	(\$1,609,571)	-57%	\$6,509,834	\$2,448,542	(\$4,061,292)	-62%	\$8,817,180	\$2,453,115	(\$6,364,065)	-72%
Electronic Shopping/Mail Order Houses	\$91,648,718	\$41,416,753	(\$50,231,964)	-55%	\$208,002,105	\$81,998,726	(\$126,003,378)	-61%	\$271,589,560	\$93,598,683	(\$177,990,877)	-66%
Electronics/Appliance	\$14,445,468	\$7,644,385	(\$6,801,083)	-47%	\$32,294,144	\$19,616,294	(\$12,677,849)	-39%	\$40,023,728	\$23,791,347	(\$16,232,381)	-41%
Other General Merchandise Stores	\$60,064,197	\$54,653,644	(\$5,410,553)	-9%	\$137,692,654	\$175,479,803	\$37,787,149	27%	\$186,350,900	\$186,864,717	\$513,817	0%
Building Material/Supplies Dealers	\$31,228,785	\$33,386,862	\$2,158,078	7%	\$71,832,402	\$114,346,854	\$42,514,452	59%	\$97,747,078	\$123,955,163	\$26,208,084	27%
Bar/Drinking Places (Alcoholic Beverages)	\$4,023,227	\$4,390,899	\$367,672	9%	\$8,820,250	\$13,649,466	\$4,829,217	55%	\$10,095,993	\$14,307,352	\$4,211,359	42%
Other Motor Vehicle Dealers	\$6,628,395	\$8,616,416	\$1,988,021	30%	\$15,125,563	\$14,606,809	(\$518,754)	-3%	\$20,592,927	\$14,839,623	(\$5,753,304)	-28%
Sporting Goods/Hobby/Musical Instrument	\$6,129,076	\$10,563,208	\$4,434,132	72%	\$14,018,169	\$25,544,975	\$11,526,806	82%	\$19,087,468	\$28,607,648	\$9,520,180	50%
Grocery Stores	\$58,099,557	\$101,602,100	\$43,502,544	75%	\$133,174,280	\$224,357,371	\$91,183,091	68%	\$180,436,295	\$245,668,445	\$65,232,150	36%
Home Furnishing Stores	\$5,637,582	\$10,282,683	\$4,645,101	82%	\$12,933,703	\$20,697,843	\$7,764,140	60%	\$17,598,469	\$24,088,370	\$6,489,901	37%
Beer/Wine/Liquor Stores	\$4,970,664	\$9,458,176	\$4,487,512	90%	\$11,316,701	\$18,710,110	\$7,393,410	65%	\$15,321,104	\$19,792,456	\$4,471,352	29%
Department Stores	\$13,599,220	\$26,311,994	\$12,712,773	93%	\$31,154,401	\$96,226,934	\$65,072,534	209%	\$42,297,950	\$104,124,859	\$61,826,908	146%
Book/Periodical/Music Stores	\$1,798,182	\$3,499,477	\$1,701,295	95%	\$4,123,899	\$8,062,305	\$3,938,406	96%	\$5,565,647	\$9,037,534	\$3,471,888	62%
Lawn/Garden Equipment/Supplies Stores	\$3,690,465	\$7,355,628	\$3,665,164	99%	\$8,445,455	\$17,466,190	\$9,020,736	107%	\$11,470,559	\$21,212,397	\$9,741,837	85%
Limited-Service Eating Places	\$43,755,337	\$88,431,828	\$44,676,491	102%	\$97,227,090	\$178,384,704	\$81,157,613	83%	\$118,784,381	\$192,659,928	\$73,875,548	62%
Clothing Stores	\$24,991,070	\$51,531,402	\$26,540,332	106%	\$57,099,374	\$135,375,369	\$78,275,995	137%	\$77,740,732	\$150,017,344	\$72,276,613	93%
Full-Service Restaurants	\$52,462,900	\$126,163,491	\$73,700,590	140%	\$115,804,725	\$234,721,312	\$118,916,587	103%	\$137,105,651	\$254,317,986	\$117,212,335	85%
Other Misc. Store Retailers	\$8,076,534	\$19,788,623	\$11,712,089	145%	\$18,416,889	\$44,368,494	\$25,951,606	141%	\$24,994,350	\$48,757,361	\$23,763,012	95%
Florists/Misc. Store Retailers	\$778,696	\$1,971,181	\$1,192,485	153%	\$1,782,521	\$4,763,003	\$2,980,482	167%	\$2,421,159	\$5,433,393	\$3,012,235	124%
Office Supplies/Stationary/Gift	\$3,277,590	\$9,290,026	\$6,012,436	183%	\$7,423,118	\$16,761,100	\$9,337,983	126%	\$9,736,595	\$18,063,879	\$8,327,284	86%
Shoe Stores	\$3,423,067	\$10,074,578	\$6,651,511	194%	\$7,793,892	\$24,061,571	\$16,267,679	209%	\$10,608,691	\$26,404,887	\$15,796,196	149%
Health/Personal Care Stores	\$30,180,641	\$93,796,682	\$63,616,041	211%	\$69,596,439	\$211,281,781	\$141,685,342	204%	\$94,739,010	\$227,047,964	\$132,308,955	140%
Special Food Services	\$9,167,294	\$32,573,475	\$23,406,182	255%	\$20,366,786	\$94,155,575	\$73,788,790	362%	\$24,868,100	\$99,090,454	\$74,222,355	298%
Gasoline Stations	\$42,763,596	\$180,258,148	\$137,494,552	322%	\$98,262,944	\$302,175,933	\$203,912,989	208%	\$133,649,004	\$326,944,417	\$193,295,413	145%
Jewelry/Luggage/Leather Goods	\$3,453,268	\$15,069,988	\$11,616,720	336%	\$7,902,725	\$26,510,922	\$18,608,197	235%	\$10,763,248	\$28,307,708	\$17,544,460	163%
Specialty Food Stores	\$3,446,600	\$20,206,463	\$16,759,863	486%	\$7,898,582	\$43,321,211	\$35,422,630	448%	\$10,693,081	\$45,613,574	\$34,920,493	327%
Used Merchandise Stores	\$1,901,313	\$14,980,608	\$13,079,295	688%	\$4,341,609	\$21,891,252	\$17,549,644	404%	\$5,891,816	\$24,045,506	\$18,153,690	308%
Consumer Demand/Market Supply Index	\$656,734,746	\$1,020,905,249	64		\$1,493,541,004	\$2,630,682,302	57		\$1,976,146,655	\$2,819,269,695	70	

Consumer Demand & Market Supply Assessment

Site: Forest Ave & David Ave
Address: Forest Ave & David Ave | Pacific Grove CA
Date Report Created: 9/11/2019

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	\$31,915,544	\$5,334,692	(\$26,580,852)	-83%	\$69,923,726	\$11,623,349	(\$58,300,377)	-83%	\$78,942,137	\$13,455,097	(\$65,487,039)	-83%
Autos/Cars/Vans/Trucks/Motorcycles	\$93,201,776	\$34,280,540	(\$58,921,236)	-63%	\$212,939,116	\$378,773,938	\$165,834,821	78%	\$290,392,567	\$378,945,847	\$88,553,280	30%
Automotive Tires/Tubes/Batteries/Parts	\$17,387,461	\$6,644,864	(\$10,742,597)	-62%	\$40,190,515	\$40,826,874	\$636,359	2%	\$54,791,039	\$41,884,863	(\$12,906,176)	-24%
Furniture/Sleep/Outdoor/Patio Furniture	\$15,678,511	\$8,336,265	(\$7,342,246)	-47%	\$35,944,590	\$27,861,730	(\$8,082,860)	-22%	\$48,966,830	\$30,057,672	(\$18,909,158)	-39%
Retailer Services	\$18,382,728	\$15,020,035	(\$3,362,693)	-18%	\$41,747,258	\$64,249,619	\$22,502,362	54%	\$56,721,821	\$66,839,471	\$10,117,650	18%
Audio Equipment/Musical Instruments	\$3,252,902	\$2,684,017	(\$568,885)	-17%	\$7,489,169	\$6,273,710	(\$1,215,459)	-16%	\$10,204,406	\$7,128,195	(\$3,076,212)	-30%
Major Household Appliances	\$2,285,911	\$1,912,754	(\$373,157)	-16%	\$5,166,589	\$5,647,695	\$481,106	9%	\$6,970,878	\$6,388,708	(\$582,170)	-8%
Automotive Lubricants (incl Oil, Greases)	\$2,285,911	\$1,912,754	(\$373,157)	-16%	\$5,166,589	\$5,647,695	\$481,106	9%	\$6,970,878	\$6,388,708	(\$582,170)	-8%
Photographic Equipment/Supplies	\$626,175	\$542,085	(\$84,090)	-13%	\$1,442,144	\$1,406,324	(\$35,820)	-2%	\$1,969,671	\$1,617,160	(\$352,511)	-18%
Televisions/VCR/Video Cameras/DVD etc	\$3,665,753	\$3,218,077	(\$447,676)	-12%	\$8,455,954	\$8,734,744	\$278,790	3%	\$11,536,582	\$9,922,207	(\$1,614,375)	-14%
Hardware/Tools/Plumbing/Electrical Supplies	\$8,609,744	\$9,934,063	\$1,324,319	15%	\$19,903,174	\$32,878,409	\$12,975,235	65%	\$27,118,546	\$35,702,850	\$8,584,304	32%
Dimensional Lumber/Other Building Materials	\$12,624,828	\$14,753,238	\$2,128,410	17%	\$29,034,287	\$50,125,842	\$21,091,555	73%	\$39,515,138	\$54,375,982	\$14,860,844	38%
Small Electric Appliances	\$1,231,605	\$1,450,830	\$219,225	18%	\$2,818,069	\$3,870,544	\$1,052,476	37%	\$3,829,467	\$4,261,050	\$431,583	11%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,258,742	\$2,691,131	\$432,389	19%	\$5,217,997	\$9,161,953	\$3,943,956	76%	\$7,113,336	\$9,932,172	\$2,818,836	40%
Alcoholic Drinks Served at the Establishment	\$30,682,498	\$41,890,542	\$11,208,044	37%	\$67,201,425	\$83,811,021	\$16,609,596	25%	\$76,547,309	\$90,297,292	\$13,749,983	18%
Kitchenware/Home Furnishings	\$6,939,992	\$9,586,559	\$2,646,568	38%	\$15,880,786	\$22,989,597	\$7,108,811	45%	\$21,599,024	\$25,552,504	\$3,953,480	18%
Floor/Floor Coverings	\$4,398,137	\$6,396,380	\$1,998,243	45%	\$10,159,043	\$15,995,821	\$5,836,778	57%	\$13,843,449	\$17,996,328	\$4,152,879	30%
Lawn/Garden/Farm Equipment/Supplies	\$9,358,965	\$13,886,686	\$4,527,721	48%	\$21,441,127	\$35,950,300	\$14,509,173	68%	\$29,122,737	\$41,283,486	\$12,160,750	42%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,679,652	\$4,076,691	\$1,397,040	52%	\$6,074,781	\$10,860,630	\$4,785,849	79%	\$8,232,694	\$12,010,413	\$3,777,720	46%
Pets/Pet Foods/Pet Supplies	\$5,442,409	\$8,391,053	\$2,948,644	54%	\$12,284,179	\$20,065,332	\$7,781,153	63%	\$16,630,986	\$22,020,344	\$5,389,358	32%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$67,196,748	\$105,844,003	\$38,647,254	58%	\$155,101,456	\$246,876,918	\$91,775,461	59%	\$211,199,635	\$267,175,190	\$55,975,555	27%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,070,928	\$8,094,050	\$3,023,122	60%	\$11,600,868	\$19,789,196	\$8,188,328	71%	\$15,817,136	\$22,012,630	\$6,195,494	39%
Groceries/Other Food Items (Off Premises)	\$89,945,613	\$143,657,643	\$53,712,030	60%	\$206,381,095	\$344,298,113	\$137,917,019	67%	\$280,419,988	\$371,853,112	\$91,433,124	33%
All Other Merchandise	\$22,835,700	\$37,332,930	\$14,497,230	63%	\$52,091,603	\$74,574,181	\$22,482,578	43%	\$70,664,081	\$82,214,975	\$11,550,894	16%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,075,153	\$1,803,598	\$728,445	68%	\$2,484,223	\$3,559,749	\$1,075,526	43%	\$3,377,568	\$3,734,151	\$356,583	11%
Books/Periodicals	\$2,321,615	\$3,945,213	\$1,623,597	70%	\$5,351,463	\$8,552,395	\$3,200,933	60%	\$7,299,020	\$9,542,961	\$2,243,941	31%
Womens/Juniors/Misses Wear	\$21,780,129	\$37,549,007	\$15,768,879	72%	\$49,685,392	\$100,752,539	\$51,067,147	103%	\$67,577,643	\$111,250,528	\$43,672,884	65%
Soaps/Detergents/Household Cleaners	\$2,747,484	\$4,843,447	\$2,095,963	76%	\$6,314,261	\$13,355,045	\$7,040,784	112%	\$8,580,632	\$14,430,110	\$5,849,478	68%
Toys/Hobby Goods/Games	\$2,859,636	\$5,155,044	\$2,295,407	80%	\$6,569,639	\$13,210,810	\$6,641,172	101%	\$8,959,936	\$14,550,187	\$5,590,251	62%
Packaged Liquor/Wine/Beer	\$10,734,734	\$19,378,844	\$8,644,111	81%	\$24,424,196	\$41,291,198	\$16,867,002	69%	\$33,255,858	\$44,393,912	\$11,138,054	33%
Mens Wear	\$8,410,423	\$15,834,486	\$7,424,063	88%	\$19,174,261	\$42,645,888	\$23,471,627	122%	\$26,129,950	\$47,015,301	\$20,885,351	80%
Paper/Related Products	\$2,394,596	\$4,522,597	\$2,128,001	89%	\$5,505,491	\$12,242,898	\$6,737,408	122%	\$7,483,898	\$13,189,064	\$5,705,166	76%
Footwear, including Accessories	\$8,457,182	\$16,162,294	\$7,705,113	91%	\$19,251,420	\$40,496,714	\$21,245,294	110%	\$26,203,554	\$44,584,122	\$18,380,568	70%
Sewing/Knitting Materials/Supplies	\$253,935	\$503,942	\$250,007	98%	\$578,428	\$1,280,204	\$701,776	121%	\$779,892	\$1,422,108	\$642,216	82%
Childrens Wear/Infants/Toddlers Clothing	\$3,401,443	\$8,361,056	\$4,959,613	146%	\$7,867,133	\$23,440,409	\$15,573,276	198%	\$10,780,100	\$25,754,227	\$14,974,127	139%
Meats/Nonalcoholic Beverages	\$83,781,404	\$213,221,545	\$129,440,141	154%	\$186,207,135	\$445,859,312	\$259,652,177	139%	\$227,749,342	\$479,548,512	\$251,799,170	111%
Cigars/Cigarettes/Tobacco/Accessories	\$6,241,601	\$17,262,631	\$11,021,030	177%	\$14,536,146	\$36,292,326	\$21,756,180	150%	\$19,835,926	\$39,286,094	\$19,450,168	98%
Jewelry (including Watches)	\$5,182,557	\$17,401,268	\$12,218,711	236%	\$11,869,958	\$33,355,345	\$21,485,387	181%	\$16,176,343	\$35,964,846	\$19,788,503	122%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,281,817	\$4,570,560	\$3,288,743	257%	\$2,938,638	\$10,802,906	\$7,864,268	268%	\$3,989,018	\$11,629,992	\$7,640,974	192%
Automotive Fuels	\$39,161,942	\$163,533,742	\$124,371,800	318%	\$90,028,508	\$283,255,247	\$193,226,739	215%	\$122,727,940	\$306,253,610	\$183,525,670	150%

Consumer Demand & Market Supply Assessment

Site: Forest Ave & David Ave
Address: Forest Ave & David Ave | Pacific Grove CA
Date Report Created: 9/11/2019

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