

CITY OF PINOLE, CA

INSIGHT

MARKET ANALYTICS

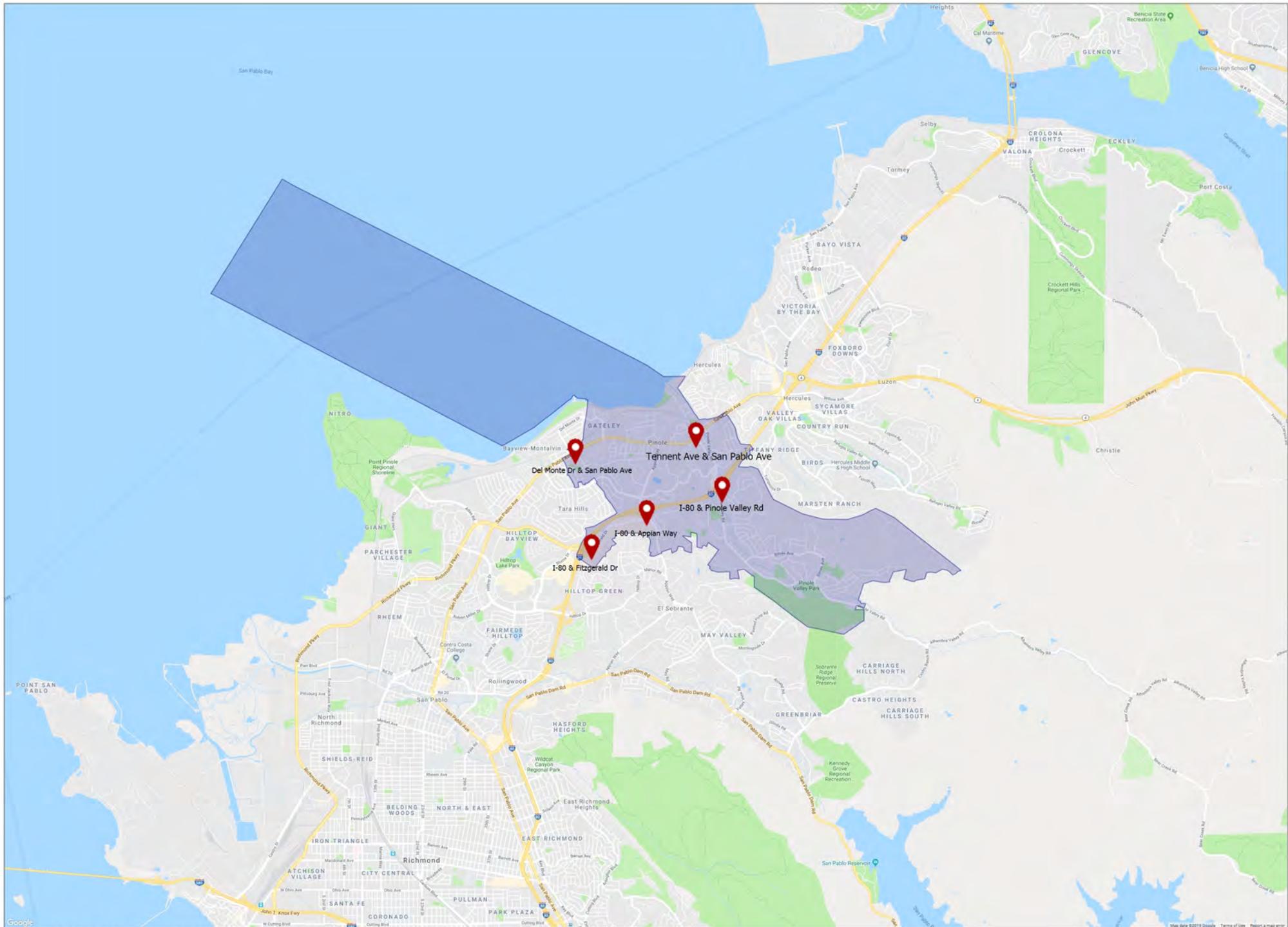
HdL  ECON Solutions

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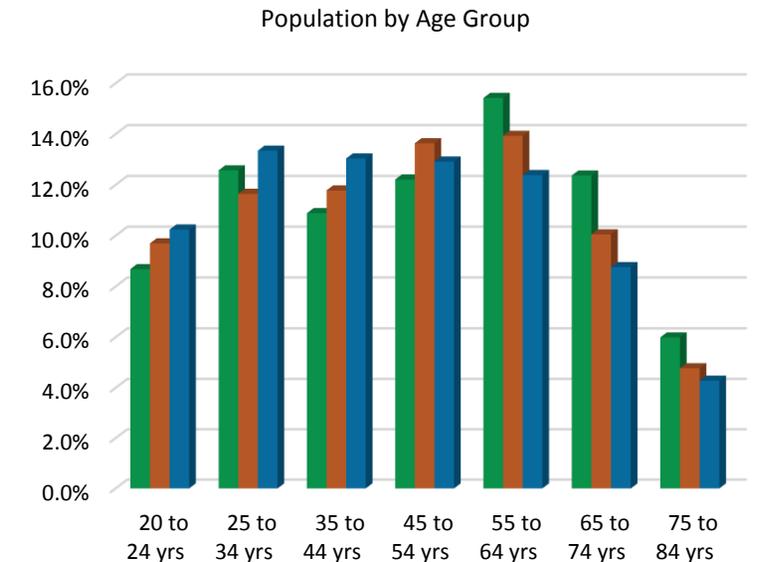
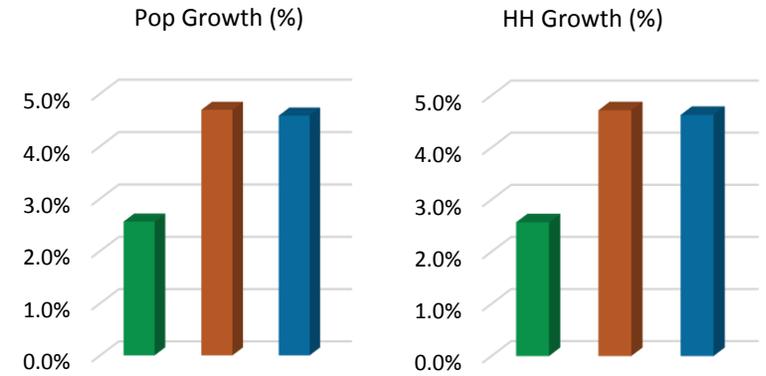
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Consumer Demographic Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole		Contra Costa County		California	
	#	%	#	%	#	%
Market Stats						
Population	19,321	---	1,141,545	---	39,385,143	---
5 Year Projected Pop	19,816	---	1,195,116	---	41,189,636	---
Pop Growth (%)	2.6%	---	4.7%	---	4.6%	---
Households	7,106	---	409,294	---	13,335,351	---
5 Year Projected HHs	7,289	---	428,595	---	13,952,268	---
HH Growth (%)	2.6%	---	4.7%	---	4.6%	---
Census Stats						
2000 Population	19,231	---	948,818	---	33,871,648	---
2010 Population	18,523	---	1,049,025	---	37,253,956	---
Pop Growth (%)	-3.7%	---	10.6%	---	10.0%	---
2000 Households	6,815	---	344,132	---	11,502,864	---
2010 Households	6,796	---	375,364	---	12,577,498	---
HH Growth (%)	-0.3%	---	9.1%	---	9.3%	---
Total Population by Age						
Average Age	42.7		40.3		38.7	
19 yrs & under	3,824	19.8%	258,857	22.7%	9,220,681	23.4%
20 to 24 yrs	1,677	8.7%	110,706	9.7%	4,033,485	10.2%
25 to 34 yrs	2,429	12.6%	132,953	11.6%	5,257,290	13.3%
35 to 44 yrs	2,103	10.9%	134,483	11.8%	5,135,698	13.0%
45 to 54 yrs	2,359	12.2%	155,681	13.6%	5,087,912	12.9%
55 to 64 yrs	2,980	15.4%	159,034	13.9%	4,877,884	12.4%
65 to 74 yrs	2,390	12.4%	114,718	10.0%	3,451,477	8.8%
75 to 84 yrs	1,158	6.0%	54,518	4.8%	1,686,028	4.3%
85 + yrs	400	2.1%	20,595	1.8%	634,688	1.6%
Population Bases						
20-34 yrs	4,106	21.3%	243,659	21.3%	9,290,775	23.6%
45-64 yrs	5,339	27.6%	314,715	27.6%	9,965,796	25.3%
16 yrs +	15,876	82.2%	912,200	79.9%	31,164,667	79.1%
25 yrs +	13,819	71.5%	771,982	67.6%	26,130,977	66.3%
65 yrs +	3,948	20.4%	189,831	16.6%	5,772,193	14.7%
75 yrs +	1,558	8.1%	75,113	6.6%	2,320,716	5.9%
85 yrs +	400	2.1%	20,595	1.8%	634,688	1.6%

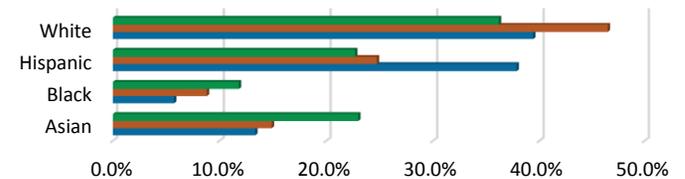


Consumer Demographic Profile

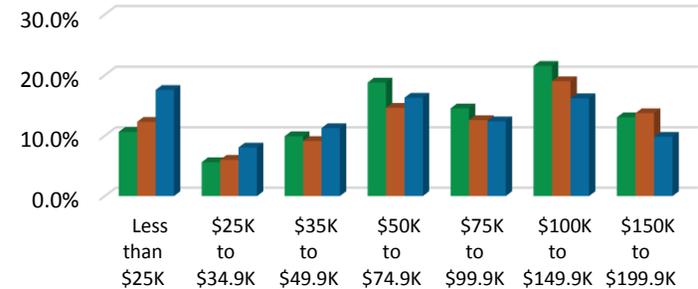
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	City of Pinole		Contra Costa County		California	
	#	%	#	%	#	%
Population by Race						
White	6,988	36.2%	530,680	46.5%	15,517,129	39.4%
Hispanic	4,385	22.7%	282,303	24.7%	14,897,365	37.8%
Black	2,279	11.8%	100,442	8.8%	2,255,462	5.7%
Asian	4,441	23.0%	169,886	14.9%	5,251,949	13.3%
Ancestry						
American Indian (ancestry)	68	0.4%	3,474	0.3%	172,158	0.4%
Hawaiin (ancestry)	83	0.4%	5,137	0.5%	138,740	0.4%
Household Income						
Per Capita Income	\$36,301	---	\$43,922	---	\$33,423	---
Average HH Income	\$98,694	---	\$122,500	---	\$98,713	---
Median HH Income	\$82,967	---	\$89,732	---	\$69,549	---
Less than \$25K	755	10.6%	50,341	12.3%	2,341,731	17.6%
\$25K to \$34.9K	398	5.6%	24,551	6.0%	1,071,683	8.0%
\$35K to \$49.9K	704	9.9%	37,328	9.1%	1,498,932	11.2%
\$50K to \$74.9K	1,335	18.8%	59,829	14.6%	2,171,418	16.3%
\$75K to \$99.9K	1,032	14.5%	51,442	12.6%	1,651,735	12.4%
\$100K to \$149.9K	1,530	21.5%	77,780	19.0%	2,159,151	16.2%
\$150K to \$199.9K	927	13.0%	56,207	13.7%	1,309,280	9.8%
\$200K +	425	6.0%	51,816	12.7%	1,131,421	8.5%
Education						
Less than 9th Grade	649	4.7%	45,179	5.9%	2,575,462	9.9%
Some HS, No Diploma	883	6.4%	39,413	5.1%	2,080,441	8.0%
HS Grad (or Equivalent)	2,447	17.7%	138,372	17.9%	5,412,729	20.7%
Some College, No Degree	4,305	31.2%	171,854	22.3%	5,637,522	21.6%
Associate Degree	1,334	9.7%	63,360	8.2%	2,037,417	7.8%
Bachelor Degree	2,860	20.7%	199,685	25.9%	5,250,500	20.1%
Graduates Degree	957	6.9%	77,185	10.0%	2,118,670	8.1%

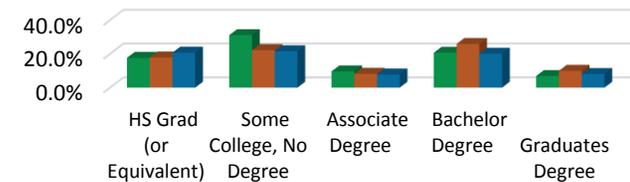
Ethnic Breakdown



Household Income Levels - %



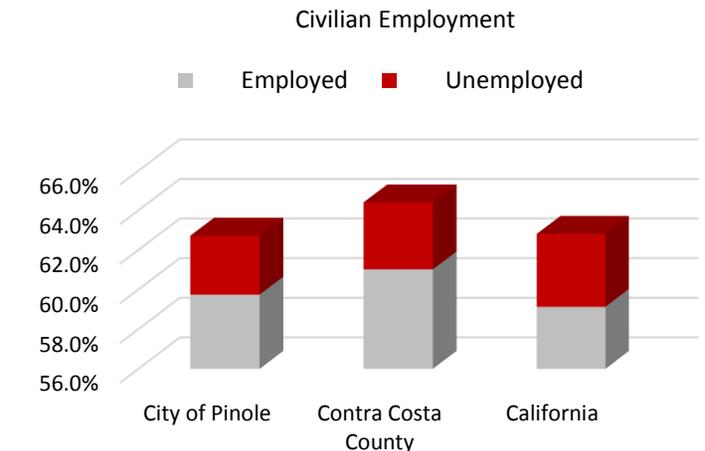
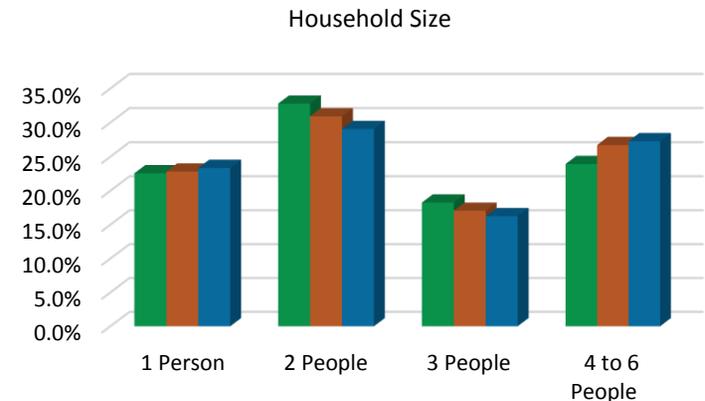
Education



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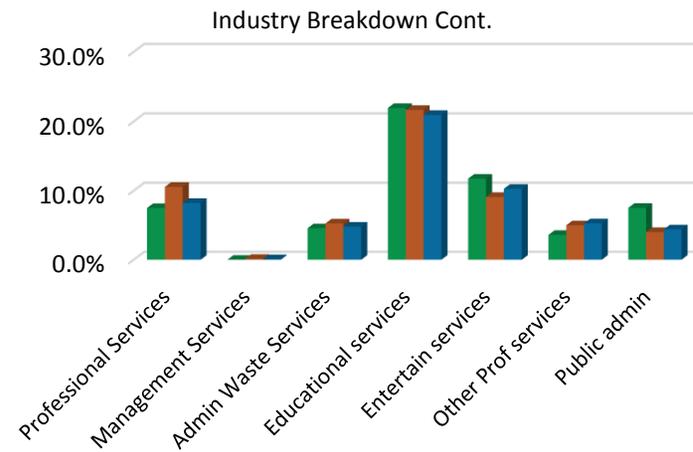
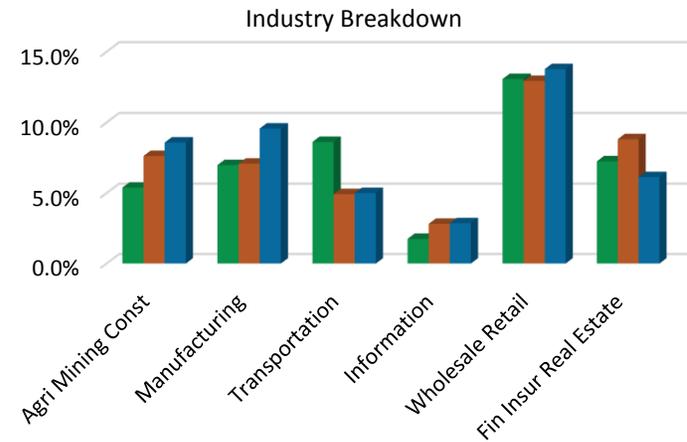
	City of Pinole		Contra Costa County		California	
	#	%	#	%	#	%
Family Structure	5,116		291,343		9,230,786	
Single - Male	206	4.0%	10,992	3.8%	442,095	4.8%
Single - Female	766	15.0%	25,405	8.7%	905,501	9.8%
Single Parent - Male	55	1.1%	8,552	2.9%	347,475	3.8%
Single Parent - Female	428	8.4%	24,404	8.4%	873,221	9.5%
Married w/ Children	1,167	22.8%	100,213	34.4%	2,927,095	31.7%
Married w/out Children	2,494	48.7%	121,777	41.8%	3,735,399	40.5%
Household Size						
1 Person	1,603	22.6%	93,351	22.8%	3,112,465	23.3%
2 People	2,328	32.8%	126,513	30.9%	3,874,200	29.1%
3 People	1,298	18.3%	69,825	17.1%	2,167,235	16.3%
4 to 6 People	1,699	23.9%	109,274	26.7%	3,635,465	27.3%
7+ People	177	2.5%	10,331	2.5%	545,986	4.1%
Home Ownership	7,106		409,294		13,335,351	
Owners	5,095	71.7%	274,702	67.1%	7,475,073	56.1%
Renters	2,012	28.3%	134,592	32.9%	5,860,278	43.9%
Components of Change						
Births	214	1.1%	12,597	1.1%	469,294	1.2%
Deaths	184	1.0%	9,096	0.8%	282,263	0.7%
Migration	-87	-0.5%	1,833	0.2%	-9,450	0.0%
Employment (Pop 16+)	15,876		912,200		31,164,667	
Armed Services	1	0.0%	825	0.1%	143,600	0.5%
Civilian	9,958	62.7%	587,502	64.4%	19,575,518	62.8%
Employed	9,485	59.7%	556,610	61.0%	18,427,716	59.1%
Unemployed	472	3.0%	30,892	3.4%	1,147,802	3.7%
Not in Labor Force	5,918	37.3%	323,873	35.5%	11,445,549	36.7%
Employed Population	9,485		556,610		18,427,716	
White Collar	6,353	67.0%	380,144	68.3%	11,579,452	62.8%
Blue Collar	3,132	33.0%	176,466	31.7%	6,848,264	37.2%



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	#	%	#	%	#	%
Employment By Occupation	9,485		556,610		18,427,716	
White Collar	6,353	67.0%	380,144	68.3%	11,579,452	62.8%
Managerial executive	1,537	16.2%	110,746	19.9%	2,852,454	15.5%
Prof specialty	2,021	21.3%	130,251	23.4%	4,129,182	22.4%
Healthcare support	134	1.4%	10,647	1.9%	347,421	1.9%
Sales	986	10.4%	61,325	11.0%	1,952,936	10.6%
Office Admin	1,675	17.7%	67,175	12.1%	2,297,459	12.5%
Blue Collar	3,132	33.0%	176,466	31.7%	6,848,264	37.2%
Protective	347	3.7%	11,827	2.1%	380,727	2.1%
Food Prep Serving	536	5.6%	27,743	5.0%	1,047,979	5.7%
Bldg Maint/Cleaning	227	2.4%	24,490	4.4%	783,894	4.3%
Personal Care	567	6.0%	24,150	4.3%	871,994	4.7%
Farming/Fishing/Forestry	0	0.0%	1,495	0.3%	314,718	1.7%
Construction	642	6.8%	42,789	7.7%	1,392,136	7.6%
Production Transp	813	8.6%	43,972	7.9%	2,056,816	11.2%
Employment By Industry	9,485		556,610		18,427,716	
Agri Mining Const	511	5.4%	42,509	7.6%	1,582,405	8.6%
Manufacturing	663	7.0%	39,465	7.1%	1,764,850	9.6%
Transportation	818	8.6%	27,443	4.9%	923,097	5.0%
Information	166	1.7%	15,680	2.8%	528,098	2.9%
Wholesale Retail	1,240	13.1%	72,042	12.9%	2,538,427	13.8%
Fin Insur Real Estate	689	7.3%	49,129	8.8%	1,131,114	6.1%
Professional Services	711	7.5%	58,843	10.6%	1,519,056	8.2%
Management Services	0	0.0%	775	0.1%	14,110	0.1%
Admin Waste Services	433	4.6%	29,291	5.3%	885,382	4.8%
Educational services	2,082	21.9%	120,564	21.7%	3,860,522	20.9%
Entertain services	1,115	11.8%	50,668	9.1%	1,895,791	10.3%
Other Prof services	342	3.6%	27,816	5.0%	972,592	5.3%
Public admin	714	7.5%	22,385	4.0%	812,272	4.4%



Household Segmentation Profile

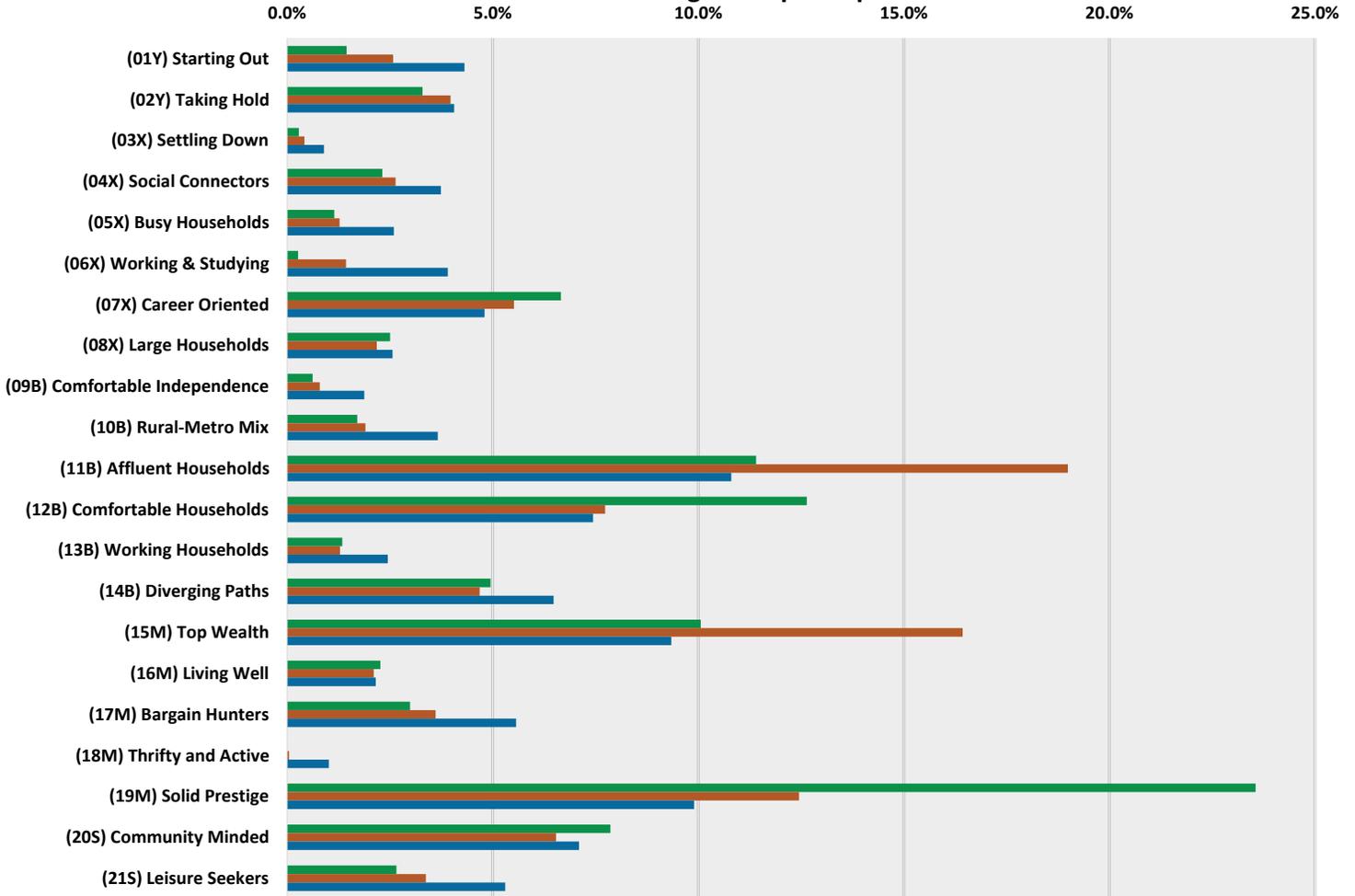
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 Date: 6/20/2019



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Trade Area 1:	Trade Area 2:	Trade Area 3:
City of Pinole	Contra Costa County	California

Household Lifestage Group Comparison



Trade Area 1:	Trade Area 2:	Trade Area 3:
City of Pinole	Contra Costa County	California

Total Households **6,897** **100%** **394,874** **100%** **13,047,519** **100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	736	10.7%	21,184	5.4%	556,820	4.3%
2	08- Solid Surroundings	(19M) Solid Prestige	646	9.4%	17,866	4.5%	430,733	3.3%
3	04- Top Professionals	(11B) Affluent Households	564	8.2%	28,835	7.3%	654,182	5.0%
4	03- Corporate Connected	(15M) Top Wealth	505	7.3%	24,932	6.3%	567,454	4.3%
5	17- Firmly Established	(12B) Comfortable Households	453	6.6%	14,665	3.7%	501,085	3.8%
6	13- Work & Play	(12B) Comfortable Households	419	6.1%	15,885	4.0%	469,776	3.6%
7	36- Persistent & Productive	(20S) Community Minded	360	5.2%	15,379	3.9%	574,698	4.4%
8	33- Urban Diversity	(14B) Diverging Paths	279	4.0%	14,798	3.7%	622,032	4.8%
9	05- Active & Involved	(19M) Solid Prestige	243	3.5%	10,117	2.6%	303,990	2.3%
10	26- Getting Established	(07X) Career Oriented	202	2.9%	9,372	2.4%	298,925	2.3%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: City of Pinole, Contra Costa County, California

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

McLSP ECONsolutions

TOTAL HOUSEHOLDS		6,897	100%	394,874	100%	13,047,519	100%
Lifestage Group	Cluster Name	City of Pinole		Contra Costa County		California	
(01Y) Starting Out		100	1.4%	10,191	2.6%	563,119	4.3%
	39- Setting Goals	18	0.3%	1,396	0.4%	94,360	0.7%
	45- Offices & Entertainment	30	0.4%	2,107	0.5%	92,780	0.7%
	57- Collegiate Crowd	32	0.5%	3,844	1.0%	191,417	1.5%
	58- Outdoor Fervor	0	0.0%	55	0.0%	37,032	0.3%
	67- First Steps	21	0.3%	2,789	0.7%	147,530	1.1%
(02Y) Taking Hold		227	3.3%	15,699	4.0%	530,251	4.1%
	18- Climbing the Ladder	33	0.5%	940	0.2%	26,559	0.2%
	21- Children First	42	0.6%	2,607	0.7%	87,682	0.7%
	24- Career Building	142	2.1%	11,370	2.9%	378,558	2.9%
	30- Out & About	11	0.2%	782	0.2%	37,452	0.3%
(03X) Settling Down		20	0.3%	1,668	0.4%	117,136	0.9%
	34- Outward Bound	0	0.0%	58	0.0%	18,060	0.1%
	41- Rural Adventure	0	0.0%	200	0.1%	19,190	0.1%
	46- Rural & Active	20	0.3%	1,410	0.4%	79,886	0.6%
(04X) Social Connectors		160	2.3%	10,425	2.6%	488,108	3.7%
	42- Creative Variety	34	0.5%	2,314	0.6%	92,338	0.7%
	52- Stylish & Striving	68	1.0%	3,501	0.9%	160,811	1.2%
	59- Mobile Mixers	58	0.8%	4,610	1.2%	234,959	1.8%
(05X) Busy Households		79	1.1%	5,043	1.3%	338,655	2.6%
	37- Firm Foundations	32	0.5%	1,827	0.5%	119,863	0.9%
	62- Movies & Sports	47	0.7%	3,216	0.8%	218,792	1.7%
(06X) Working & Studying		19	0.3%	5,657	1.4%	510,246	3.9%
	61- City Life	2	0.0%	2,739	0.7%	324,722	2.5%
	69- Productive Havens	3	0.1%	986	0.2%	57,945	0.4%
	70- Favorably Frugal	13	0.2%	1,932	0.5%	127,579	1.0%
(07X) Career Oriented		459	6.7%	21,787	5.5%	626,520	4.8%
	06- Casual Comfort	122	1.8%	7,588	1.9%	206,901	1.6%
	10- Careers & Travel	90	1.3%	3,666	0.9%	83,236	0.6%
	20- Carving Out Time	45	0.7%	1,161	0.3%	37,458	0.3%
	26- Getting Established	202	2.9%	9,372	2.4%	298,925	2.3%
(08X) Large Households		173	2.5%	8,614	2.2%	334,606	2.6%
	11- Schools & Shopping	40	0.6%	2,771	0.7%	75,530	0.6%
	12- On the Go	68	1.0%	2,682	0.7%	87,901	0.7%
	19- Country Comfort	0	0.0%	345	0.1%	60,711	0.5%
	27- Tenured Proprietors	65	0.9%	2,816	0.7%	110,464	0.8%
(09B) Comfortable Independence		43	0.6%	3,140	0.8%	245,102	1.9%
	29- City Mixers	0	0.0%	554	0.1%	141,312	1.1%
	35- Working & Active	26	0.4%	1,370	0.3%	51,813	0.4%
	56- Metro Active	17	0.2%	1,216	0.3%	51,977	0.4%
(10B) Rural-Metro Mix		118	1.7%	7,524	1.9%	478,261	3.7%
	47- Rural Parents	0	0.0%	164	0.0%	48,445	0.4%
	53- Metro Strivers	118	1.7%	7,226	1.8%	369,818	2.8%
	60- Rural & Mobile	0	0.0%	134	0.0%	59,998	0.5%

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

Household Segmentation Profile

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McLIP ECON Solutions

TOTAL HOUSEHOLDS		6,897	100%	394,874	100%	13,047,519	100%
Lifestage Group	Cluster Name	City of Pinole		Contra Costa County		California	
(11B) Affluent Households		787	11.4%	74,994	19.0%	1,409,732	10.8%
	01- Summit Estates	97	1.4%	38,809	9.8%	549,291	4.2%
	04- Top Professionals	564	8.2%	28,835	7.3%	654,182	5.0%
	07- Active Lifestyles	127	1.8%	7,350	1.9%	206,259	1.6%
(12B) Comfortable Households		872	12.6%	30,550	7.7%	970,861	7.4%
	13- Work & Play	419	6.1%	15,885	4.0%	469,776	3.6%
	17- Firmly Established	453	6.6%	14,665	3.7%	501,085	3.8%
(13B) Working Households		93	1.3%	5,088	1.3%	319,681	2.5%
	38- Occupational Mix	93	1.3%	5,018	1.3%	286,990	2.2%
	48- Farm & Home	0	0.0%	70	0.0%	32,691	0.3%
(14B) Diverging Paths		341	5.0%	18,499	4.7%	845,607	6.5%
	16- Country Enthusiasts	0	0.0%	232	0.1%	31,157	0.2%
	22- Comfortable Cornerstones	27	0.4%	1,209	0.3%	42,603	0.3%
	31- Mid-American	36	0.5%	1,645	0.4%	65,638	0.5%
	32- Metro Mix	0	0.0%	615	0.2%	84,177	0.6%
	33- Urban Diversity	279	4.0%	14,798	3.7%	622,032	4.8%
(15M) Top Wealth		694	10.1%	64,884	16.4%	1,219,154	9.3%
	02- Established Elite	189	2.7%	39,952	10.1%	651,700	5.0%
	03- Corporate Connected	505	7.3%	24,932	6.3%	567,454	4.3%
(16M) Living Well		156	2.3%	8,329	2.1%	281,255	2.2%
	14- Career Centered	110	1.6%	6,322	1.6%	177,112	1.4%
	15- Country Ways	0	0.0%	100	0.0%	36,108	0.3%
	23- Good Neighbors	46	0.7%	1,907	0.5%	68,035	0.5%
(17M) Bargain Hunters		206	3.0%	14,262	3.6%	726,789	5.6%
	43- Work & Causes	31	0.4%	2,132	0.5%	86,904	0.7%
	44- Open Houses	49	0.7%	2,568	0.7%	105,266	0.8%
	55- Community Life	44	0.6%	2,079	0.5%	108,460	0.8%
	63- Staying Home	74	1.1%	6,321	1.6%	366,140	2.8%
	68- Staying Healthy	9	0.1%	1,162	0.3%	60,019	0.5%
(18M) Thrifty & Active		0	0.0%	188	0.0%	132,500	1.0%
	40- Great Outdoors	0	0.0%	44	0.0%	21,967	0.2%
	50- Rural Community	0	0.0%	96	0.0%	82,505	0.6%
	54- Work & Outdoors	0	0.0%	48	0.0%	28,028	0.2%
(19M) Solid Prestige		1,625	23.6%	49,167	12.5%	1,291,543	9.9%
	05- Active & Involved	243	3.5%	10,117	2.6%	303,990	2.3%
	08- Solid Surroundings	646	9.4%	17,866	4.5%	430,733	3.3%
	09- Busy Schedules	736	10.7%	21,184	5.4%	556,820	4.3%
(20S) Community Minded		542	7.9%	25,831	6.5%	926,348	7.1%
	25- Clubs & Causes	86	1.2%	4,689	1.2%	156,992	1.2%
	28- Community Pillars	97	1.4%	5,763	1.5%	194,658	1.5%
	36- Persistent & Productive	360	5.2%	15,379	3.9%	574,698	4.4%
(21S) Leisure Seekers		183	2.7%	13,334	3.4%	692,045	5.3%
	49- Home & Garden	41	0.6%	2,482	0.6%	132,321	1.0%
	51- Role Models	50	0.7%	2,291	0.6%	107,316	0.8%
	64- Practical & Careful	20	0.3%	2,121	0.5%	143,788	1.1%
	65- Hobbies & Shopping	31	0.5%	3,189	0.8%	143,610	1.1%
	66- Helping Hands	41	0.6%	3,251	0.8%	165,010	1.3%

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

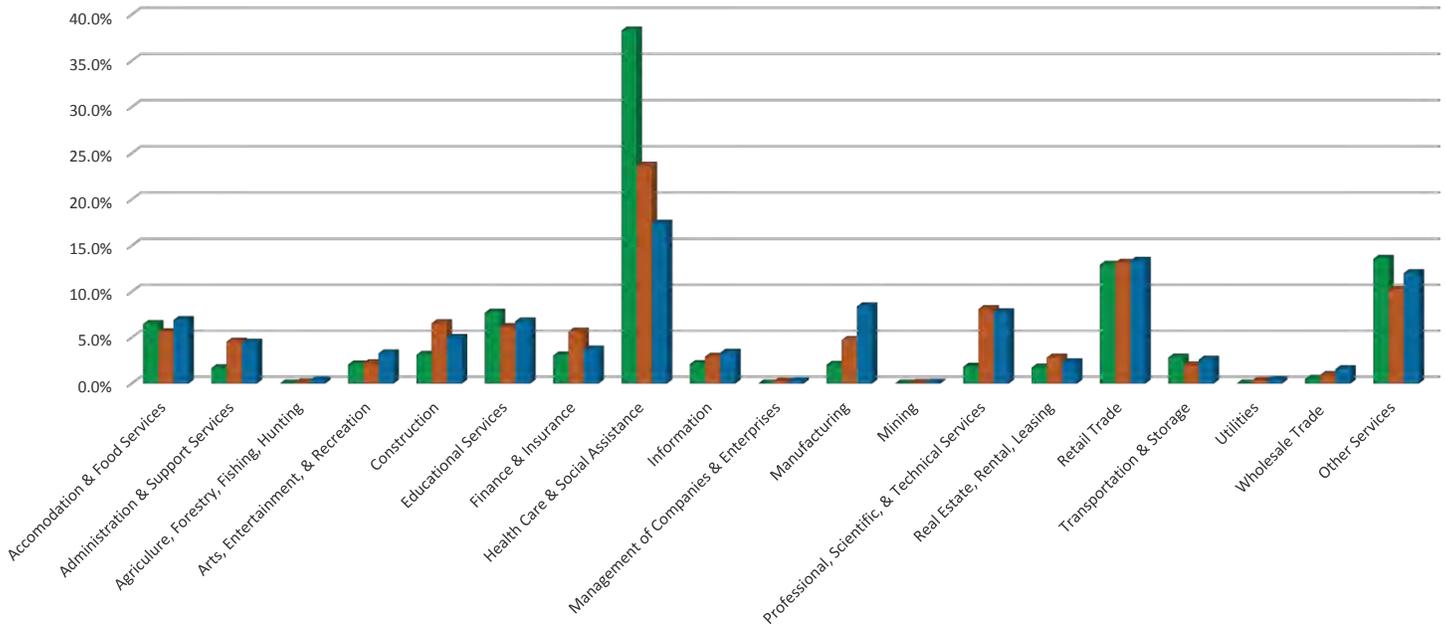
Employment Profile

Site: City of Pinole
 Address: City of Pinole, Contra Costa County, California
 Date Report Created: 6/20/2019

	City of Pinole	Contra Costa County	California
Daytime Population	15,333	1,128,186	43,413,683
Student Population	3,927	290,384	11,624,763
Median Employee Salary	55,659	53,315	50,304
Average Employee Salary	65,096	63,813	58,897
Wages	#	#	#
Salary/Wage per Employee per Annum			
Under \$15,000 CrYr	69 1.6%	10,721 2.5%	465,314 2.7%
15,000 to 30,000 CrYr	86 2.0%	8,628 2.0%	1,726,208 10.1%
30,000 to 45,000 CrYr	1,479 33.7%	143,885 33.9%	5,001,036 29.2%
45,000 to 60,000 CrYr	851 19.4%	82,758 19.5%	3,265,225 19.1%
60,000 to 75,000 CrYr	593 13.5%	53,457 12.6%	2,355,445 13.8%
75,000 to 90,000 CrYr	439 10.0%	43,852 10.3%	1,790,742 10.5%
90,000 to 100,000 CrYr	122 2.8%	14,450 3.4%	480,927 2.8%
Over 100,000 CrYr	744 17.0%	67,035 15.8%	2,040,941 11.9%

Industry Groups

Employee's by Industry



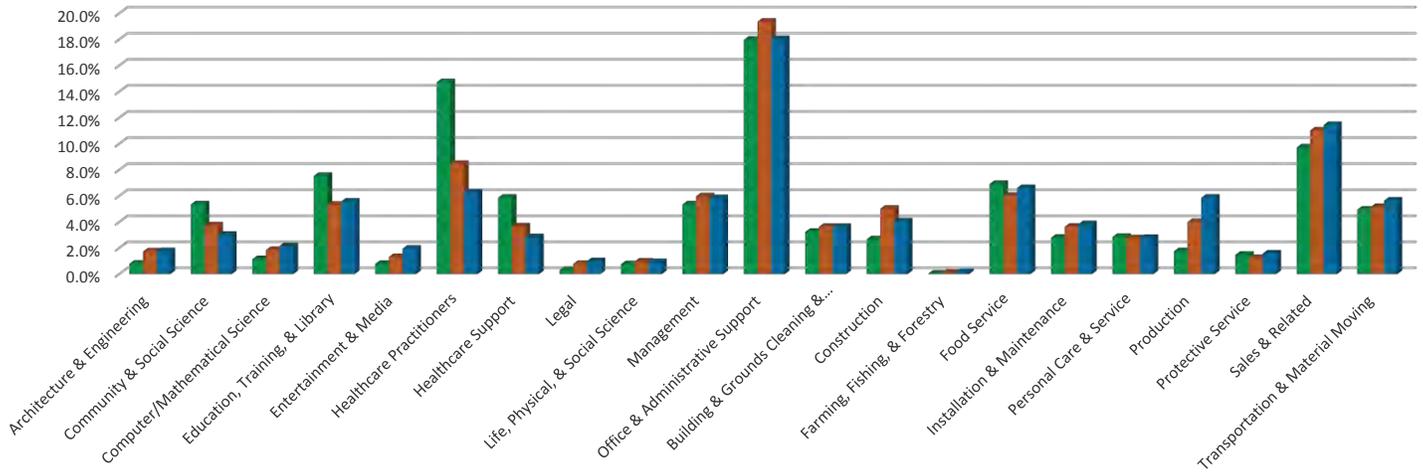
	City of Pinole		Contra Costa County		California							
	Establishments #	Employee's %	Establishments #	Employee's %	Establishments #	Employee's %						
Total	349	100%	4,383	100%	26,278	100%	424,786	100%	1,016,839	100%	17,125,838	100%
Accommodation & Food Services	18	5.2%	284	6.5%	1,319	5.0%	23,699	5.6%	59,077	5.8%	1,184,461	6.9%
Administration & Support Services	11	3.2%	74	1.7%	946	3.6%	19,368	4.6%	33,164	3.3%	762,537	4.5%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	76	0.3%	519	0.1%	5,476	0.5%	61,040	0.4%
Arts, Entertainment, & Recreation	9	2.7%	91	2.1%	613	2.3%	9,384	2.2%	24,185	2.4%	562,571	3.3%
Construction	13	3.7%	137	3.1%	1,577	6.0%	27,891	6.6%	56,526	5.6%	850,706	5.0%
Educational Services	14	3.9%	338	7.7%	748	2.8%	26,116	6.1%	25,598	2.5%	1,158,985	6.8%
Finance & Insurance	27	7.7%	134	3.1%	1,876	7.1%	24,068	5.7%	55,077	5.4%	633,943	3.7%
Health Care & Social Assistance	103	29.5%	1,678	38.3%	5,487	20.9%	100,483	23.7%	181,139	17.8%	2,977,257	17.4%
Information	4	1.1%	92	2.1%	494	1.9%	12,396	2.9%	21,178	2.1%	574,656	3.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	17	0.1%	1,014	0.2%	755	0.1%	44,626	0.3%
Manufacturing	6	1.8%	89	2.0%	828	3.2%	20,144	4.7%	44,249	4.4%	1,439,257	8.4%
Mining	0	0.0%	0	0.0%	14	0.1%	244	0.1%	597	0.1%	14,478	0.1%
Professional, Scientific, & Technical Services	21	6.0%	80	1.8%	3,145	12.0%	34,438	8.1%	113,593	11.2%	1,331,243	7.8%
Real Estate, Rental, Leasing	19	5.5%	76	1.7%	1,221	4.6%	12,041	2.8%	44,381	4.4%	396,618	2.3%
Retail Trade	35	10.1%	567	12.9%	2,873	10.9%	55,880	13.2%	133,706	13.1%	2,291,625	13.4%
Transportation & Storage	4	1.2%	124	2.8%	320	1.2%	8,348	2.0%	13,527	1.3%	444,329	2.6%
Utilities	0	0.0%	0	0.0%	42	0.2%	1,329	0.3%	1,629	0.2%	69,492	0.4%
Wholesale Trade	5	1.5%	22	0.5%	452	1.7%	3,972	0.9%	25,785	2.5%	268,431	1.6%
Other Services	59	16.8%	595	13.6%	4,230	16.1%	43,452	10.2%	177,197	17.4%	2,059,583	12.0%

Employment Profile

Site: City of Pinole
 Address: City of Pinole, Contra Costa County, California
 Date Report Created: 6/20/2019

Occupations	City of Pinole		Contra Costa County		California	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	2,777	63.3%	242,219	57.0%	9,046,130	52.8%
Architecture & Engineering	35	0.8%	7,359	1.7%	300,332	1.8%
Community & Social Science	234	5.3%	15,875	3.7%	515,209	3.0%
Computer/Mathematical Science	50	1.1%	7,843	1.8%	370,492	2.2%
Education, Training, & Library	330	7.5%	22,596	5.3%	952,719	5.6%
Entertainment & Media	34	0.8%	5,544	1.3%	332,350	1.9%
Healthcare Practitioners	645	14.7%	35,883	8.4%	1,074,365	6.3%
Healthcare Support	257	5.9%	15,506	3.7%	483,507	2.8%
Legal	14	0.3%	3,280	0.8%	168,054	1.0%
Life, Physical, & Social Science	33	0.8%	4,043	1.0%	156,844	0.9%
Management	234	5.3%	25,347	6.0%	997,950	5.8%
Office & Administrative Support	788	18.0%	82,225	19.4%	3,084,925	18.0%
Blue Collar	1,593	36.4%	180,485	42.5%	7,791,704	45.5%
Building & Grounds Cleaning & Maintenance	142	3.2%	15,370	3.6%	619,171	3.6%
Construction	117	2.7%	21,311	5.0%	691,418	4.0%
Farming, Fishing, & Forestry	1	0.0%	433	0.1%	27,222	0.2%
Food Service	303	6.9%	25,511	6.0%	1,129,699	6.6%
Installation & Maintenance	122	2.8%	15,393	3.6%	655,130	3.8%
Personal Care & Service	125	2.8%	11,651	2.7%	474,968	2.8%
Production	77	1.7%	16,964	4.0%	1,002,941	5.9%
Protective Service	65	1.5%	5,196	1.2%	268,259	1.6%
Sales & Related	426	9.7%	46,791	11.0%	1,957,801	11.4%
Transportation & Material Moving	217	4.9%	21,865	5.1%	965,095	5.6%
Military Services	13	0.3%	2,082	0.5%	288,004	1.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	4,383	424,786	17,125,838
2018 Q3	4,107	404,759	16,287,750
2018 Q2	4,331	417,590	16,943,106
2018 Q1	4,538	434,534	17,390,276
2017 Q4	4,808	437,442	17,558,598
2017 Q3	4,383	421,594	16,876,570
2017 Q2	4,665	440,420	17,552,984
2017 Q1	4,628	437,932	17,518,623
2016 Q4	4,668	444,090	17,837,156

Consumer Demand & Market Supply Assessment

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole				Contra Costa County				California			
Demographics												
Population	19,321				1,141,545				39,385,143			
5-Year Population estimate	19,816				1,195,116				41,189,636			
Population Households	19,265				1,131,796				38,583,074			
Group Quarters Population	56				9,749				802,069			
Households	7,106				409,294				13,335,351			
5-Year Households estimate	7,289				428,595				13,952,268			
WorkPlace Establishments	349				26,278				1,016,839			
Workplace Employees	4,383				424,786				17,125,838			
Median Household Income	\$82,967				\$89,732				\$69,549			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
By Establishments												
Other Motor Vehicle Dealers	\$4,436,421	\$0	(\$4,436,421)	-100%	\$262,497,155	\$50,772,052	(\$211,725,103)	-81%	\$8,234,326,487	\$8,784,805,922	\$550,479,435	7%
Furniture Stores	\$4,005,363	\$0	(\$4,005,363)	-100%	\$239,073,461	\$131,366,799	(\$107,706,662)	-45%	\$7,711,286,668	\$7,547,635,964	(\$163,650,704)	-2%
Lawn/Garden Equipment/Supplies Stores	\$2,416,150	\$0	(\$2,416,150)	-100%	\$140,757,040	\$139,989,217	(\$767,823)	-1%	\$4,614,891,265	\$5,185,458,216	\$570,566,951	12%
Florists/Misc. Store Retailers	\$509,760	\$0	(\$509,760)	-100%	\$29,689,306	\$14,078,914	(\$15,610,392)	-53%	\$973,550,960	\$1,051,549,438	\$77,998,478	8%
Used Merchandise Stores	\$1,235,336	\$0	(\$1,235,336)	-100%	\$72,829,885	\$42,703,777	(\$30,126,108)	-41%	\$2,373,033,904	\$2,260,240,410	(\$112,793,494)	-5%
Electronic Shopping/Mail Order Houses	\$49,596,742	\$0	(\$49,596,742)	-100%	\$3,015,241,884	\$854,406,034	(\$2,160,835,850)	-72%	\$100,877,515,567	\$82,289,386,374	(\$18,588,129,193)	-18%
Vending Machine Operators (Non-Store)	\$2,297,159	\$0	(\$2,297,159)	-100%	\$136,168,193	\$27,768,871	(\$108,399,322)	-80%	\$4,404,241,918	\$4,365,743,179	(\$38,498,739)	-1%
Jewelry/Luggage/Leather Goods	\$2,245,290	\$49,917	(\$2,195,373)	-98%	\$132,749,855	\$81,838,550	(\$50,911,305)	-38%	\$4,356,585,517	\$4,504,197,113	\$147,611,596	3%
Office Supplies/Stationary/Gift	\$1,822,160	\$82,379	(\$1,739,781)	-95%	\$110,462,669	\$78,329,867	(\$32,132,802)	-29%	\$3,646,110,562	\$3,812,604,390	\$166,493,828	5%
Grocery Stores	\$38,143,947	\$1,994,216	(\$36,149,731)	-95%	\$2,236,067,639	\$2,317,517,362	\$81,449,723	4%	\$72,229,362,812	\$70,991,449,893	(\$1,237,912,919)	-2%
Clothing Stores	\$16,430,267	\$864,119	(\$15,566,148)	-95%	\$973,206,848	\$651,677,402	(\$321,529,446)	-33%	\$31,668,843,473	\$32,627,901,680	\$959,058,207	3%
Shoe Stores	\$2,258,446	\$173,921	(\$2,084,525)	-92%	\$135,304,193	\$75,531,656	(\$59,772,537)	-44%	\$4,332,445,485	\$4,591,329,670	\$258,884,185	6%
Other General Merchandise Stores	\$39,057,272	\$3,377,530	(\$35,679,741)	-91%	\$2,295,045,302	\$3,139,242,416	\$844,197,114	37%	\$74,586,530,546	\$85,716,937,581	\$11,130,407,035	15%
Automotive Dealers	\$71,206,133	\$7,047,067	(\$64,159,066)	-90%	\$4,209,502,707	\$2,751,908,435	(\$1,457,594,272)	-35%	\$131,524,014,128	\$135,988,278,312	\$4,464,264,184	3%
Department Stores	\$8,860,148	\$1,451,737	(\$7,408,411)	-84%	\$522,772,869	\$540,616,562	\$17,843,693	3%	\$17,093,409,626	\$21,711,201,622	\$4,617,791,996	27%
Health/Personal Care Stores	\$19,838,465	\$6,581,336	(\$13,257,129)	-67%	\$1,155,415,418	\$1,070,474,958	(\$84,940,460)	-7%	\$38,515,254,549	\$41,548,025,889	\$3,032,771,340	8%
Other Misc. Store Retailers	\$5,326,782	\$1,894,475	(\$3,432,308)	-64%	\$312,882,208	\$186,442,222	(\$126,439,986)	-40%	\$10,109,961,052	\$10,815,844,624	\$705,883,572	7%
Special Food Services	\$3,432,646	\$1,322,982	(\$2,109,664)	-61%	\$228,440,969	\$159,077,916	(\$69,363,053)	-30%	\$7,747,279,601	\$8,328,307,553	\$581,027,952	7%
Automotive Parts/Accessories/Tire	\$5,770,547	\$2,998,346	(\$2,772,202)	-48%	\$336,898,180	\$258,341,621	(\$78,556,559)	-23%	\$11,161,877,910	\$11,867,855,126	\$705,977,216	6%
Specialty Food Stores	\$2,262,680	\$1,234,202	(\$1,028,478)	-45%	\$132,687,175	\$92,579,093	(\$40,108,082)	-30%	\$4,271,523,294	\$4,100,145,794	(\$171,377,500)	-4%
Sporting Goods/Hobby/Musical Instrument	\$4,013,594	\$2,362,870	(\$1,650,723)	-41%	\$237,854,152	\$182,103,083	(\$55,751,069)	-23%	\$7,754,380,414	\$8,112,018,362	\$357,637,948	5%
Full-Service Restaurants	\$15,689,758	\$9,313,781	(\$6,375,977)	-41%	\$1,108,359,592	\$947,319,114	(\$161,040,478)	-15%	\$38,722,028,966	\$41,429,801,984	\$2,707,773,018	7%
Direct Selling Establishments	\$1,835,968	\$1,228,852	(\$607,116)	-33%	\$107,428,547	\$80,594,542	(\$26,834,005)	-25%	\$3,527,109,103	\$2,905,107,059	(\$622,002,044)	-18%
Beer/Wine/Liquor Stores	\$3,187,557	\$2,233,078	(\$954,478)	-30%	\$188,555,952	\$166,148,008	(\$22,407,944)	-12%	\$6,077,651,012	\$6,463,833,201	\$386,182,189	6%
Gasoline Stations	\$28,833,583	\$26,184,594	(\$2,648,989)	-9%	\$1,688,369,911	\$1,818,429,288	\$130,059,377	8%	\$53,565,091,417	\$76,525,062,339	\$22,959,970,922	43%
Limited-Service Eating Places	\$16,442,159	\$16,015,444	(\$426,715)	-3%	\$1,093,152,799	\$926,448,005	(\$166,704,794)	-15%	\$37,081,748,567	\$40,097,180,007	\$3,015,431,440	8%
Home Furnishing Stores	\$3,682,742	\$5,553,672	\$1,870,930	51%	\$217,109,210	\$155,632,837	(\$61,476,373)	-28%	\$7,133,105,993	\$7,564,900,479	\$431,794,486	6%
Electronics/Appliance	\$5,921,172	\$9,544,434	\$3,623,262	61%	\$383,773,839	\$239,666,694	(\$144,107,145)	-38%	\$13,021,377,704	\$12,478,673,403	(\$542,704,301)	-4%
Bar/Drinking Places (Alcoholic Beverages)	\$886,681	\$1,724,626	\$837,945	95%	\$69,075,184	\$45,824,483	(\$23,250,701)	-34%	\$2,517,224,715	\$2,745,211,226	\$227,986,511	9%
Book/Periodical/Music Stores	\$1,139,385	\$2,396,842	\$1,257,457	110%	\$67,881,929	\$39,059,649	(\$28,822,280)	-42%	\$2,240,435,441	\$2,385,281,902	\$144,846,461	6%
Building Material/Supplies Dealers	\$20,369,155	\$47,822,231	\$27,453,075	135%	\$1,193,384,738	\$1,021,695,362	(\$171,689,376)	-14%	\$39,576,088,752	\$46,342,754,031	\$6,766,665,279	17%
Consumer Demand/Market Supply Index	\$383,153,467	\$153,452,650	250		\$23,032,638,809	\$18,287,584,789	126		\$751,648,287,408	\$795,138,722,743	95	

Consumer Demand & Market Supply Assessment

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

By Major Product Lines	City of Pinole				Contra Costa County				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Jewelry (including Watches)	\$3,364,382	\$171,360	(\$3,193,021)	-95%	\$198,956,497	\$138,957,860	(\$59,998,637)	-30%	\$6,554,902,822	\$7,338,758,668	\$783,855,846	12%
Womens/Juniors/Misses Wear	\$14,307,774	\$910,086	(\$13,397,688)	-94%	\$841,315,362	\$555,851,161	(\$285,464,201)	-34%	\$27,489,496,945	\$27,613,045,748	\$123,548,803	0%
Footwear, including Accessories	\$5,582,901	\$496,887	(\$5,086,014)	-91%	\$334,732,967	\$189,666,351	(\$145,066,616)	-43%	\$10,706,115,436	\$10,217,460,591	(\$488,654,845)	-5%
Autos/Cars/Vans/Trucks/Motorcycles	\$62,869,586	\$5,900,254	(\$56,969,332)	-91%	\$3,717,298,879	\$2,330,342,290	(\$1,386,956,589)	-37%	\$115,855,814,428	\$120,130,246,188	\$4,274,431,760	4%
Mens Wear	\$5,525,624	\$541,242	(\$4,984,382)	-90%	\$331,199,333	\$247,144,358	(\$84,054,975)	-25%	\$10,640,111,347	\$12,024,563,688	\$1,384,452,341	13%
Childrens Wear/Infants/Toddlers Clothing	\$2,264,659	\$236,096	(\$2,028,563)	-90%	\$137,244,801	\$131,591,389	(\$5,653,412)	-4%	\$4,470,454,198	\$5,866,898,683	\$1,396,444,485	31%
Groceries/Other Food Items (Off Premises)	\$60,041,650	\$6,965,518	(\$53,076,132)	-88%	\$3,510,474,040	\$3,456,148,503	(\$54,325,537)	-2%	\$112,846,800,009	\$110,604,387,672	(\$2,242,412,337)	-2%
Paper/Related Products	\$1,581,040	\$193,478	(\$1,387,562)	-88%	\$91,430,628	\$126,782,516	\$35,351,888	39%	\$3,049,548,456	\$4,136,874,815	\$1,087,326,359	36%
Furniture/Sleep/Outdoor/Patio Furniture	\$10,331,204	\$1,348,962	(\$8,982,243)	-87%	\$616,897,982	\$288,334,369	(\$328,563,613)	-53%	\$19,900,010,066	\$16,554,680,372	(\$3,345,329,694)	-17%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$44,039,994	\$6,600,810	(\$37,439,184)	-85%	\$2,562,859,317	\$1,773,331,525	(\$789,527,792)	-31%	\$85,923,015,094	\$77,779,311,460	(\$8,143,703,634)	-9%
Pets/Pet Foods/Pet Supplies	\$3,610,959	\$689,646	(\$2,921,313)	-81%	\$213,460,931	\$111,782,821	(\$101,678,110)	-48%	\$6,675,636,373	\$4,892,283,008	(\$1,783,353,365)	-27%
Automotive Tires/Tubes/Batteries/Parts	\$11,461,261	\$3,194,749	(\$8,266,512)	-72%	\$668,123,380	\$439,214,288	(\$228,909,092)	-34%	\$22,267,128,761	\$20,811,188,095	(\$1,455,940,666)	-7%
All Other Merchandise	\$14,824,748	\$4,293,641	(\$10,531,107)	-71%	\$871,397,716	\$532,158,562	(\$339,239,154)	-39%	\$28,419,481,978	\$29,329,269,087	\$909,787,109	3%
Retailer Services	\$12,376,637	\$3,627,155	(\$8,749,482)	-71%	\$737,094,814	\$489,602,051	(\$247,492,763)	-34%	\$22,586,493,753	\$24,317,804,346	\$1,731,310,593	8%
Toys/Hobby Goods/Games	\$1,866,912	\$579,819	(\$1,287,093)	-69%	\$109,805,519	\$108,540,802	(\$1,264,717)	-1%	\$3,648,690,523	\$4,942,168,432	\$1,293,477,909	35%
Optical Goods (incl Eyeglasses, Sunglasses)	\$903,417	\$290,205	(\$613,212)	-68%	\$52,702,217	\$69,050,843	\$16,348,626	31%	\$1,629,525,910	\$2,213,459,475	\$583,933,565	36%
Packaged Liquor/Wine/Beer	\$7,030,083	\$2,317,954	(\$4,712,129)	-67%	\$415,135,481	\$331,838,237	(\$83,297,244)	-20%	\$13,299,756,649	\$14,077,738,340	\$777,981,691	6%
Small Electric Appliances	\$809,779	\$285,170	(\$524,609)	-65%	\$47,434,030	\$40,334,291	(\$7,099,739)	-15%	\$1,552,770,909	\$1,849,270,194	\$296,499,285	19%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$3,304,336	\$1,216,384	(\$2,087,951)	-63%	\$196,841,082	\$162,719,771	(\$34,121,311)	-17%	\$6,436,080,498	\$8,028,901,909	\$1,592,821,411	25%
Soaps/Detergents/Household Cleaners	\$1,831,012	\$709,581	(\$1,121,431)	-61%	\$106,857,349	\$135,095,061	\$28,237,712	26%	\$3,488,716,416	\$4,549,413,588	\$1,060,697,172	30%
Cigars/Cigarettes/Tobacco/Accessories	\$4,213,648	\$1,678,979	(\$2,534,670)	-60%	\$242,508,809	\$253,293,698	\$10,784,889	4%	\$8,305,252,245	\$10,288,435,002	\$1,983,182,757	24%
Kitchenware/Home Furnishings	\$4,509,176	\$2,221,116	(\$2,288,060)	-51%	\$265,946,234	\$187,429,578	(\$78,516,656)	-30%	\$8,749,736,423	\$9,435,998,271	\$686,261,848	8%
Computer Hardware/Software/Supplies	\$6,068,478	\$3,000,987	(\$3,067,491)	-51%	\$498,977,523	\$235,819,417	(\$263,158,106)	-53%	\$18,848,236,245	\$15,481,932,386	(\$3,366,303,859)	-18%
Audio Equipment/Musical Instruments	\$2,129,276	\$1,100,957	(\$1,028,319)	-48%	\$125,750,928	\$80,152,784	(\$45,598,144)	-36%	\$4,164,230,075	\$4,620,069,971	\$455,839,896	11%
Sewing/Knitting Materials/Supplies	\$173,656	\$91,290	(\$82,366)	-47%	\$9,716,741	\$10,736,298	\$1,019,557	10%	\$310,053,177	\$438,862,705	\$128,809,528	42%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$1,749,844	\$1,065,268	(\$684,577)	-39%	\$104,915,866	\$98,319,892	(\$6,595,974)	-6%	\$3,303,412,647	\$4,373,580,665	\$1,070,168,018	32%
Alcoholic Drinks Served at the Establishment	\$6,421,543	\$4,466,394	(\$1,955,148)	-30%	\$509,682,026	\$331,153,037	(\$178,528,989)	-35%	\$18,718,338,233	\$16,113,196,512	(\$2,605,141,721)	-14%
Lawn/Garden/Farm Equipment/Supplies	\$6,114,705	\$4,472,506	(\$1,642,199)	-27%	\$355,131,377	\$311,681,238	(\$43,450,139)	-12%	\$11,716,886,619	\$12,664,750,777	\$947,864,158	8%
Meats/Nonalcoholic Beverages	\$31,716,782	\$24,067,903	(\$7,648,879)	-24%	\$2,105,133,883	\$1,865,605,094	(\$239,528,789)	-11%	\$71,345,528,677	\$80,479,358,090	\$9,133,829,413	13%
Televisions/VCR/Video Cameras/DVD etc	\$2,422,972	\$1,846,200	(\$576,772)	-24%	\$143,282,552	\$153,073,731	\$9,791,179	7%	\$4,733,901,685	\$6,893,680,087	\$2,159,778,402	46%
Automotive Fuels	\$26,746,433	\$23,174,280	(\$3,572,154)	-13%	\$1,564,692,307	\$1,921,577,578	\$356,885,271	23%	\$49,260,845,977	\$72,873,338,128	\$23,612,492,151	48%
Photographic Equipment/Supplies	\$408,644	\$399,339	(\$9,305)	-2%	\$24,328,723	\$24,182,872	(\$145,851)	-1%	\$796,616,242	\$1,158,815,543	\$362,199,301	45%
Books/Periodicals	\$1,536,726	\$1,524,962	(\$11,764)	-1%	\$91,255,921	\$45,565,832	(\$45,690,089)	-50%	\$3,019,977,458	\$3,233,696,547	\$213,719,089	7%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$705,473	\$1,058,977	\$353,504	50%	\$40,687,437	\$68,392,585	\$27,705,148	68%	\$1,355,379,034	\$2,045,135,926	\$689,756,892	51%
Floor/Floor Coverings	\$2,855,911	\$4,885,619	\$2,029,707	71%	\$166,709,025	\$129,681,417	(\$37,027,608)	-22%	\$5,637,958,782	\$6,280,622,361	\$642,663,579	11%
Major Household Appliances	\$1,510,097	\$2,617,505	\$1,107,408	73%	\$89,443,398	\$78,447,414	(\$10,995,984)	-12%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Automotive Lubricants (incl Oil, Greases)	\$1,510,097	\$2,617,505	\$1,107,408	73%	\$89,443,398	\$78,447,414	(\$10,995,984)	-12%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Hardware/Tools/Plumbing/Electrical Supplies	\$5,638,758	\$11,652,508	\$6,013,750	107%	\$329,042,988	\$296,019,380	(\$33,023,608)	-10%	\$11,053,452,985	\$13,405,627,339	\$2,352,174,354	21%
Paints/Sundries/Wallpaper/Wall Coverings	\$1,477,499	\$3,529,376	\$2,051,877	139%	\$86,344,697	\$78,530,218	(\$7,814,479)	-9%	\$2,894,475,511	\$3,557,115,548	\$662,640,037	23%
Dimensional Lumber/Other Building Materials	\$8,179,378	\$19,806,064	\$11,626,686	142%	\$480,232,245	\$425,265,432	(\$54,966,813)	-11%	\$15,978,930,586	\$19,445,954,246	\$3,467,023,660	22%

Consumer Demand & Market Supply Assessment

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

City of Pinole

Contra Costa 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.

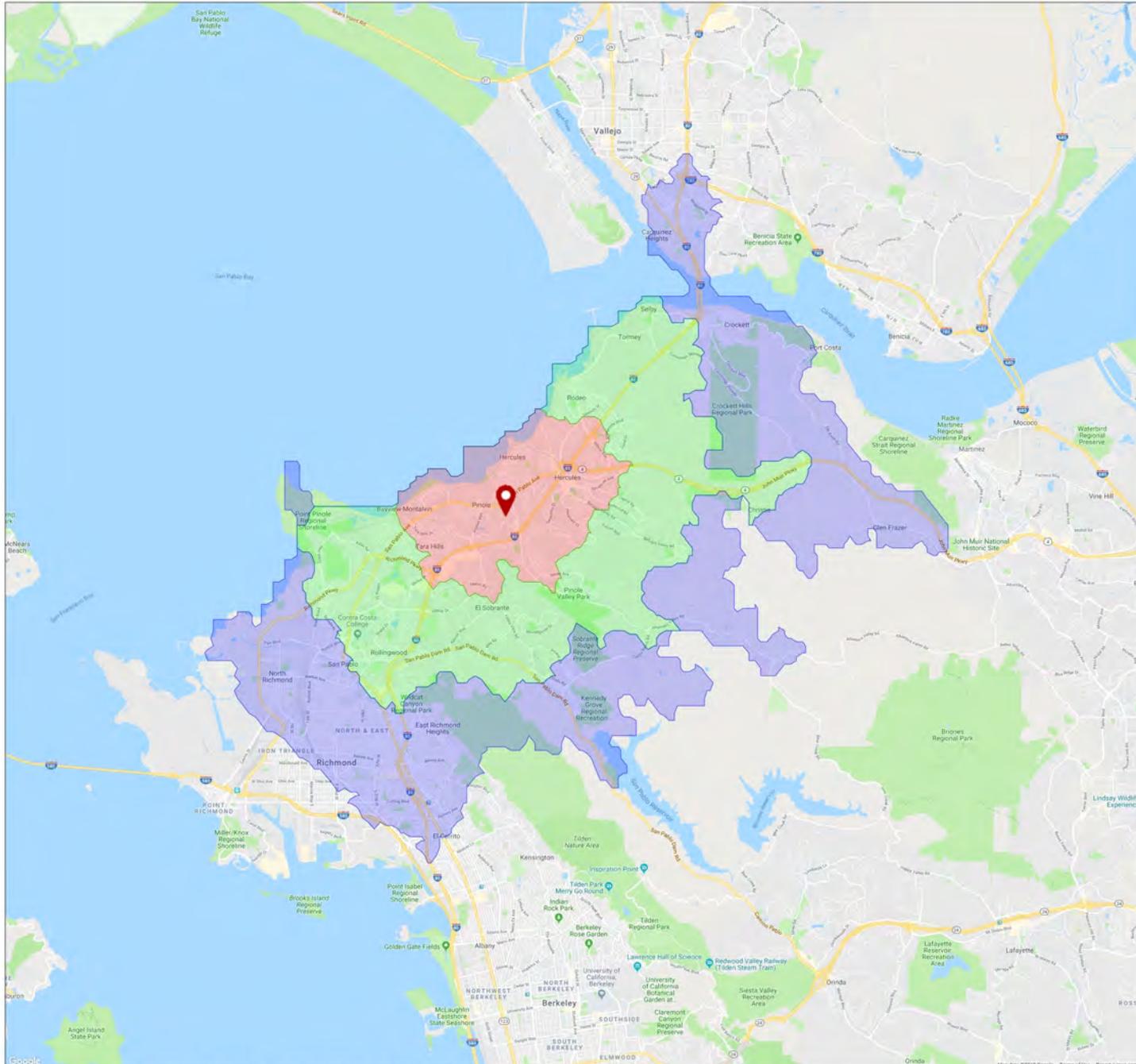
Consumer Demand/Market Supply Index:

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

Tennent Ave and San Pablo Ave



INSIGHT
MARKET ANALYTICS
Hdl ECON Solutions

Drive Time: 5, 10, 15 Mins

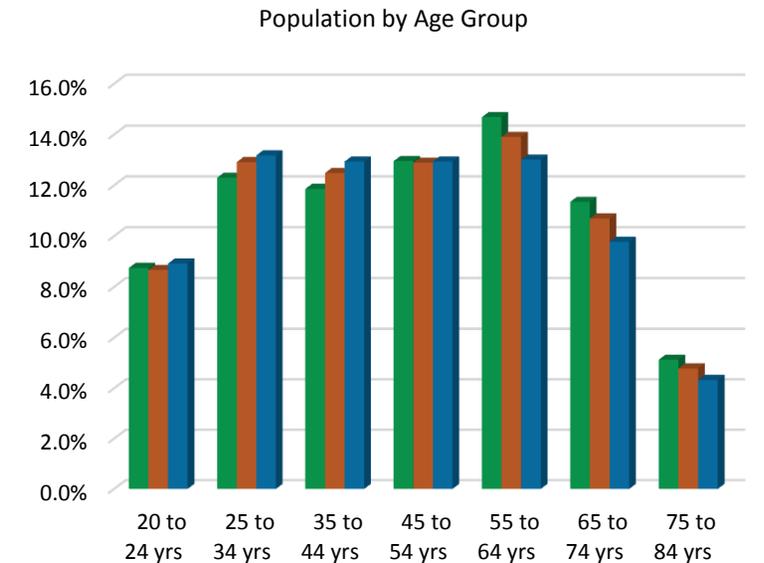
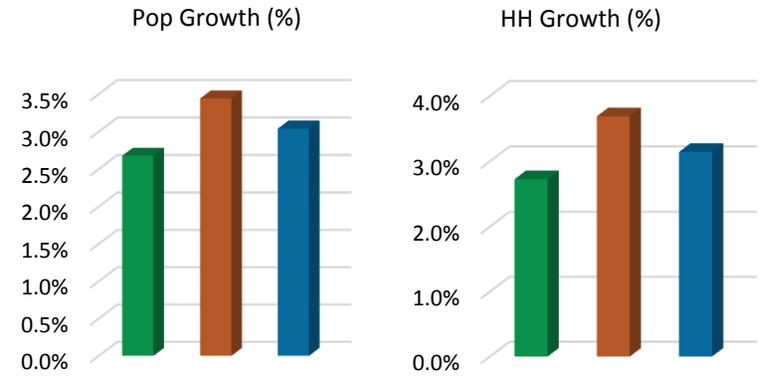
Scale In Miles:



Consumer Demographic Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	42,215	---	120,372	---	225,370	---
5 Year Projected Pop	43,345	---	124,516	---	232,222	---
Pop Growth (%)	2.7%	---	3.4%	---	3.0%	---
Households	14,829	---	42,296	---	77,194	---
5 Year Projected HHs	15,234	---	43,856	---	79,621	---
HH Growth (%)	2.7%	---	3.7%	---	3.1%	---
Census Stats						
2000 Population	36,782	---	103,960	---	204,329	---
2010 Population	40,242	---	112,170	---	212,429	---
Pop Growth (%)	9.4%	---	7.9%	---	4.0%	---
2000 Households	12,667	---	35,984	---	69,543	---
2010 Households	14,100	---	39,135	---	72,501	---
HH Growth (%)	11.3%	---	8.8%	---	4.3%	---
Total Population by Age						
Average Age	41.3		40.5		39.3	
19 yrs & under	9,006	21.3%	26,579	22.1%	52,821	23.4%
20 to 24 yrs	3,693	8.7%	10,431	8.7%	20,104	8.9%
25 to 34 yrs	5,192	12.3%	15,545	12.9%	29,701	13.2%
35 to 44 yrs	5,007	11.9%	15,029	12.5%	29,153	12.9%
45 to 54 yrs	5,469	13.0%	15,515	12.9%	29,164	12.9%
55 to 64 yrs	6,199	14.7%	16,742	13.9%	29,328	13.0%
65 to 74 yrs	4,791	11.3%	12,872	10.7%	22,036	9.8%
75 to 84 yrs	2,167	5.1%	5,760	4.8%	9,758	4.3%
85 + yrs	691	1.6%	1,899	1.6%	3,305	1.5%
Population Bases						
20-34 yrs	8,885	21.0%	25,976	21.6%	49,805	22.1%
45-64 yrs	11,668	27.6%	32,257	26.8%	58,493	26.0%
16 yrs +	34,114	80.8%	96,435	80.1%	178,110	79.0%
25 yrs +	29,516	69.9%	83,362	69.3%	152,445	67.6%
65 yrs +	7,649	18.1%	20,531	17.1%	35,098	15.6%
75 yrs +	2,858	6.8%	7,659	6.4%	13,062	5.8%
85 yrs +	691	1.6%	1,899	1.6%	3,305	1.5%

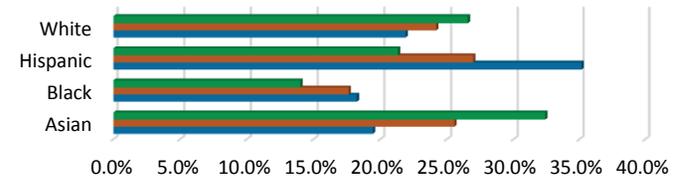


Consumer Demographic Profile

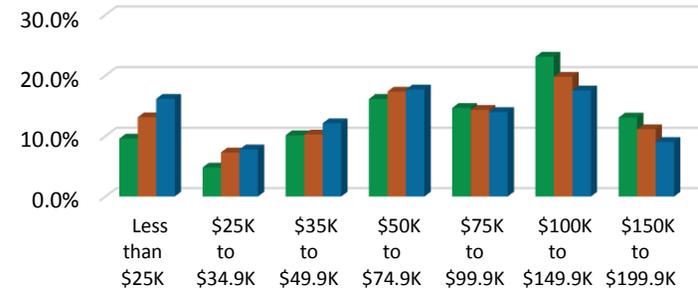
Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	11,216	26.6%	29,130	24.2%	49,375	21.9%
Hispanic	9,006	21.3%	32,457	27.0%	79,250	35.2%
Black	5,916	14.0%	21,216	17.6%	41,127	18.2%
Asian	13,681	32.4%	30,768	25.6%	43,859	19.5%
Ancestry						
American Indian (ancestry)	146	0.3%	363	0.3%	703	0.3%
Hawaiian (ancestry)	175	0.4%	651	0.5%	1,229	0.5%
Household Income						
Per Capita Income	\$37,169	---	\$33,892	---	\$30,223	---
Average HH Income	\$105,811	---	\$96,455	---	\$88,237	---
Median HH Income	\$89,526	---	\$77,870	---	\$68,845	---
Less than \$25K	1,421	9.6%	5,557	13.1%	12,493	16.2%
\$25K to \$34.9K	712	4.8%	3,090	7.3%	6,026	7.8%
\$35K to \$49.9K	1,507	10.2%	4,344	10.3%	9,374	12.1%
\$50K to \$74.9K	2,396	16.2%	7,346	17.4%	13,674	17.7%
\$75K to \$99.9K	2,175	14.7%	6,072	14.4%	10,802	14.0%
\$100K to \$149.9K	3,426	23.1%	8,381	19.8%	13,565	17.6%
\$150K to \$199.9K	1,940	13.1%	4,721	11.2%	6,989	9.1%
\$200K +	1,251	8.4%	2,786	6.6%	4,272	5.5%
Education						
Less than 9th Grade	1,649	5.6%	6,515	7.8%	17,846	11.7%
Some HS, No Diploma	1,521	5.2%	4,924	5.9%	11,425	7.5%
HS Grad (or Equivalent)	5,530	18.7%	17,345	20.8%	32,959	21.6%
Some College, No Degree	7,874	26.7%	21,359	25.6%	35,787	23.5%
Associate Degree	2,989	10.1%	8,205	9.8%	13,074	8.6%
Bachelor Degree	6,752	22.9%	17,163	20.6%	27,798	18.2%
Graduates Degree	2,139	7.2%	5,314	6.4%	8,993	5.9%

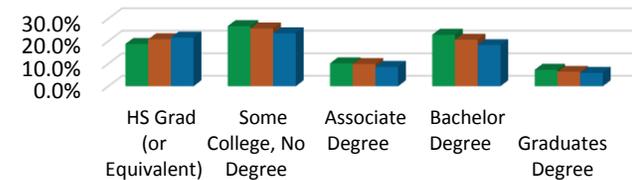
Ethnic Breakdown



Household Income Levels - %



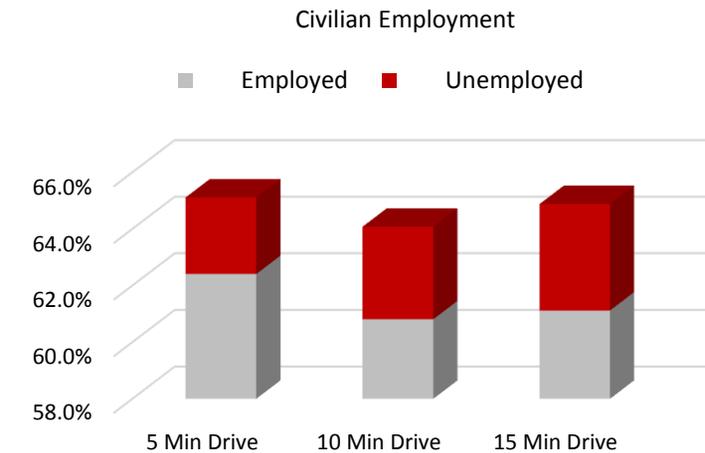
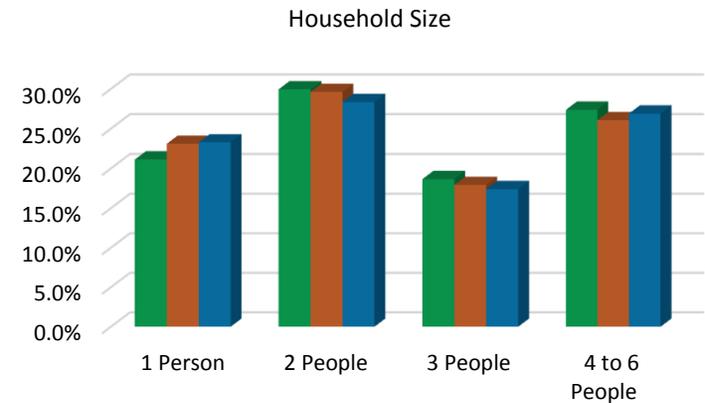
Education



Consumer Demographic Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

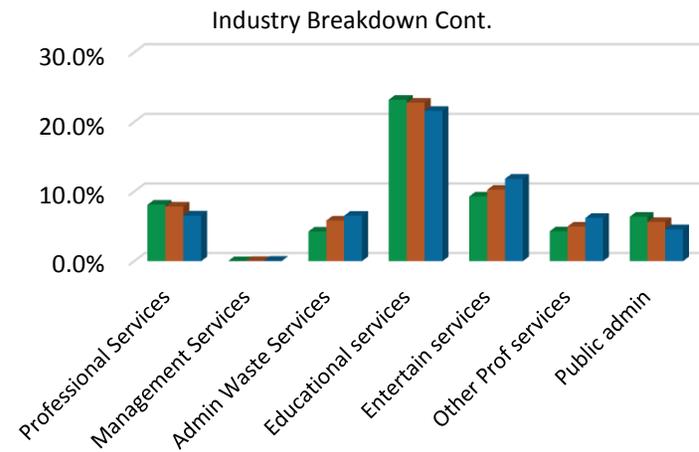
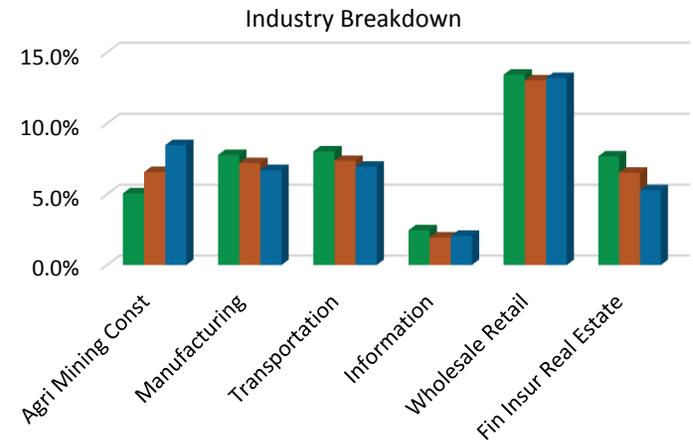
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	11,018		30,136		54,300	
Single - Male	401	3.6%	1,545	5.1%	2,921	5.4%
Single - Female	1,256	11.4%	3,846	12.8%	7,373	13.6%
Single Parent - Male	271	2.5%	830	2.8%	1,881	3.5%
Single Parent - Female	831	7.5%	2,984	9.9%	6,138	11.3%
Married w/ Children	3,187	28.9%	8,144	27.0%	14,895	27.4%
Married w/out Children	5,073	46.0%	12,787	42.4%	21,092	38.8%
Household Size						
1 Person	3,132	21.1%	9,771	23.1%	17,972	23.3%
2 People	4,441	29.9%	12,528	29.6%	21,880	28.3%
3 People	2,767	18.7%	7,582	17.9%	13,430	17.4%
4 to 6 People	4,060	27.4%	11,027	26.1%	20,769	26.9%
7+ People	430	2.9%	1,389	3.3%	3,143	4.1%
Home Ownership	14,829		42,296		77,194	
Owners	10,959	73.9%	27,908	66.0%	46,861	60.7%
Renters	3,870	26.1%	14,388	34.0%	30,333	39.3%
Components of Change						
Births	475	1.1%	1,376	1.1%	2,638	1.2%
Deaths	353	0.8%	938	0.8%	1,633	0.7%
Migration	34	0.1%	-327	-0.3%	-694	-0.3%
Employment (Pop 16+)	34,114		96,435		178,110	
Armed Services	34	0.1%	141	0.1%	215	0.1%
Civilian	22,212	65.1%	61,794	64.1%	115,554	64.9%
Employed	21,290	62.4%	58,641	60.8%	108,858	61.1%
Unemployed	922	2.7%	3,153	3.3%	6,695	3.8%
Not in Labor Force	11,869	34.8%	34,500	35.8%	62,341	35.0%
Employed Population	21,290		58,641		108,858	
White Collar	14,596	68.6%	36,819	62.8%	61,879	56.8%
Blue Collar	6,694	31.4%	21,821	37.2%	46,979	43.2%



Consumer Demographic Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	21,290		58,641		108,858	
White Collar	14,596	68.6%	36,819	62.8%	61,879	56.8%
Managerial executive	3,113	14.6%	8,169	13.9%	13,112	12.0%
Prof specialty	4,937	23.2%	12,059	20.6%	20,299	18.6%
Healthcare support	424	2.0%	1,430	2.4%	2,400	2.2%
Sales	2,289	10.8%	5,536	9.4%	10,232	9.4%
Office Admin	3,833	18.0%	9,624	16.4%	15,836	14.5%
Blue Collar	6,694	31.4%	21,821	37.2%	46,979	43.2%
Protective	542	2.5%	1,711	2.9%	2,652	2.4%
Food Prep Serving	1,053	4.9%	3,630	6.2%	7,946	7.3%
Bldg Maint/Cleaning	628	3.0%	2,923	5.0%	7,528	6.9%
Personal Care	988	4.6%	2,621	4.5%	5,238	4.8%
Farming/Fishing/Forestry	7	0.0%	80	0.1%	296	0.3%
Construction	1,555	7.3%	4,622	7.9%	11,032	10.1%
Production Transp	1,920	9.0%	6,234	10.6%	12,287	11.3%
Employment By Industry	21,290		58,641		108,858	
Agri Mining Const	1,079	5.1%	3,851	6.6%	9,223	8.5%
Manufacturing	1,657	7.8%	4,226	7.2%	7,308	6.7%
Transportation	1,711	8.0%	4,316	7.4%	7,560	6.9%
Information	522	2.5%	1,141	1.9%	2,237	2.1%
Wholesale Retail	2,860	13.4%	7,638	13.0%	14,362	13.2%
Fin Insur Real Estate	1,635	7.7%	3,825	6.5%	5,751	5.3%
Professional Services	1,727	8.1%	4,607	7.9%	7,125	6.5%
Management Services	0	0.0%	24	0.0%	53	0.0%
Admin Waste Services	907	4.3%	3,419	5.8%	7,098	6.5%
Educational services	4,939	23.2%	13,353	22.8%	23,509	21.6%
Entertain services	1,979	9.3%	6,013	10.3%	12,885	11.8%
Other Prof services	914	4.3%	2,921	5.0%	6,763	6.2%
Public admin	1,359	6.4%	3,308	5.6%	4,986	4.6%



Household Segmentation Profile

Site: Downtown Pinole
 Address: Tennent Ave and San Pablo Ave | Pinole CA
 Date: 6/20/2019



Hcl ECONSolutions

Trade Area 1:

5 Min Drive

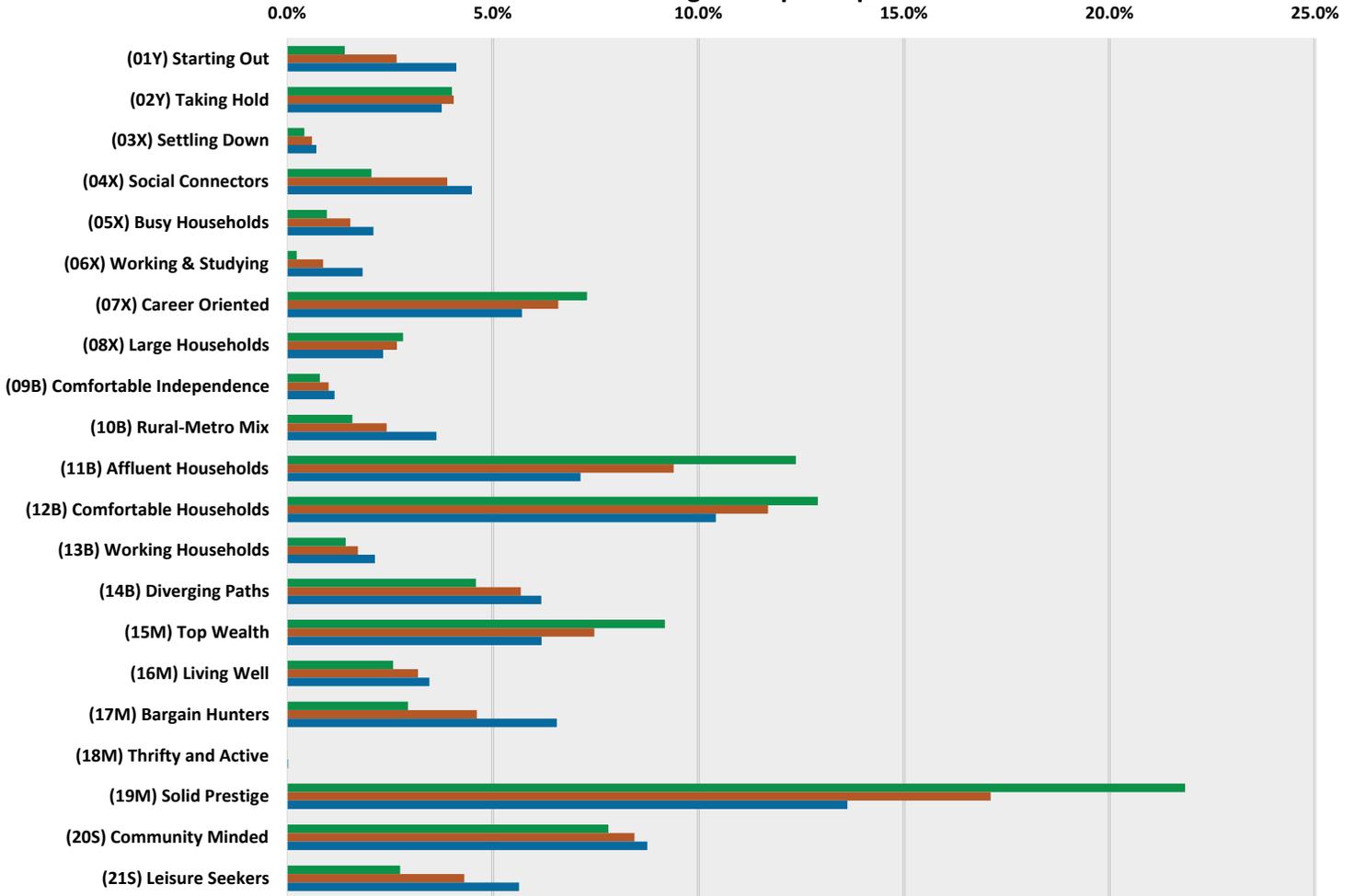
Trade Area 2:

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

14,452

100%

40,102

100%

73,989

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,346	9.3%	2,954	7.4%	4,344	5.9%
2	08- Solid Surroundings	(19M) Solid Prestige	1,317	9.1%	2,810	7.0%	4,110	5.6%
3	04- Top Professionals	(11B) Affluent Households	1,288	8.9%	2,614	6.5%	3,507	4.7%
4	03- Corporate Connected	(15M) Top Wealth	1,043	7.2%	2,187	5.5%	3,174	4.3%
5	17- Firmly Established	(12B) Comfortable Households	973	6.7%	2,364	5.9%	3,840	5.2%
6	13- Work & Play	(12B) Comfortable Households	892	6.2%	2,328	5.8%	3,878	5.2%
7	36- Persistent & Productive	(20S) Community Minded	692	4.8%	2,010	5.0%	3,824	5.2%
8	33- Urban Diversity	(14B) Diverging Paths	526	3.6%	1,794	4.5%	3,489	4.7%
9	05- Active & Involved	(19M) Solid Prestige	493	3.4%	1,099	2.7%	1,627	2.2%
10	26- Getting Established	(07X) Career Oriented	443	3.1%	1,249	3.1%	2,199	3.0%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: Tennent Ave and San Pablo Ave | Pinole CA

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

HDIP ECONsolutions

TOTAL HOUSEHOLDS		14,452	100%	40,102	100%	73,989	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		203	1.4%	1,069	2.7%	3,045	4.1%
	39- Setting Goals	29	0.2%	141	0.4%	474	0.6%
	45- Offices & Entertainment	61	0.4%	241	0.6%	530	0.7%
	57- Collegiate Crowd	70	0.5%	372	0.9%	968	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	15	0.0%
	67- First Steps	44	0.3%	314	0.8%	1,057	1.4%
(02Y) Taking Hold		579	4.0%	1,624	4.0%	2,780	3.8%
	18- Climbing the Ladder	62	0.4%	135	0.3%	211	0.3%
	21- Children First	93	0.6%	317	0.8%	614	0.8%
	24- Career Building	393	2.7%	1,063	2.6%	1,713	2.3%
	30- Out & About	32	0.2%	110	0.3%	242	0.3%
(03X) Settling Down		61	0.4%	243	0.6%	524	0.7%
	34- Outward Bound	0	0.0%	1	0.0%	3	0.0%
	41- Rural Adventure	0	0.0%	17	0.0%	30	0.0%
	46- Rural & Active	60	0.4%	225	0.6%	491	0.7%
(04X) Social Connectors		296	2.0%	1,563	3.9%	3,323	4.5%
	42- Creative Variety	92	0.6%	335	0.8%	832	1.1%
	52- Stylish & Striving	110	0.8%	482	1.2%	1,021	1.4%
	59- Mobile Mixers	94	0.6%	746	1.9%	1,470	2.0%
(05X) Busy Households		140	1.0%	617	1.5%	1,556	2.1%
	37- Firm Foundations	67	0.5%	240	0.6%	558	0.8%
	62- Movies & Sports	73	0.5%	377	0.9%	998	1.3%
(06X) Working & Studying		34	0.2%	350	0.9%	1,362	1.8%
	61- City Life	2	0.0%	34	0.1%	277	0.4%
	69- Productive Havens	12	0.1%	82	0.2%	372	0.5%
	70- Favorably Frugal	20	0.1%	234	0.6%	713	1.0%
(07X) Career Oriented		1,054	7.3%	2,645	6.6%	4,225	5.7%
	06- Casual Comfort	330	2.3%	742	1.9%	1,003	1.4%
	10- Careers & Travel	191	1.3%	442	1.1%	670	0.9%
	20- Carving Out Time	91	0.6%	212	0.5%	352	0.5%
	26- Getting Established	443	3.1%	1,249	3.1%	2,199	3.0%
(08X) Large Households		407	2.8%	1,072	2.7%	1,726	2.3%
	11- Schools & Shopping	106	0.7%	264	0.7%	384	0.5%
	12- On the Go	146	1.0%	338	0.8%	563	0.8%
	19- Country Comfort	0	0.0%	3	0.0%	18	0.0%
	27- Tenured Proprietors	155	1.1%	467	1.2%	761	1.0%
(09B) Comfortable Independence		115	0.8%	406	1.0%	853	1.2%
	29- City Mixers	0	0.0%	1	0.0%	3	0.0%
	35- Working & Active	68	0.5%	215	0.5%	452	0.6%
	56- Metro Active	48	0.3%	190	0.5%	398	0.5%
(10B) Rural-Metro Mix		230	1.6%	972	2.4%	2,687	3.6%
	47- Rural Parents	0	0.0%	0	0.0%	22	0.0%
	53- Metro Strivers	230	1.6%	970	2.4%	2,646	3.6%
	60- Rural & Mobile	0	0.0%	2	0.0%	18	0.0%

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

Household Segmentation Profile

Market: Tennent Ave and San Pablo Ave | Pinole CA

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

HDIP ECONsolutions

TOTAL HOUSEHOLDS		14,452	100%	40,102	100%	73,989	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		1,789	12.4%	3,771	9.4%	5,281	7.1%
	01- Summit Estates	182	1.3%	493	1.2%	867	1.2%
	04- Top Professionals	1,288	8.9%	2,614	6.5%	3,507	4.7%
	07- Active Lifestyles	318	2.2%	664	1.7%	907	1.2%
(12B) Comfortable Households		1,866	12.9%	4,692	11.7%	7,717	10.4%
	13- Work & Play	892	6.2%	2,328	5.8%	3,878	5.2%
	17- Firmly Established	973	6.7%	2,364	5.9%	3,840	5.2%
(13B) Working Households		206	1.4%	692	1.7%	1,581	2.1%
	38- Occupational Mix	206	1.4%	691	1.7%	1,574	2.1%
	48- Farm & Home	0	0.0%	0	0.0%	6	0.0%
(14B) Diverging Paths		664	4.6%	2,281	5.7%	4,572	6.2%
	16- Country Enthusiasts	0	0.0%	1	0.0%	19	0.0%
	22- Comfortable Cornerstones	64	0.4%	211	0.5%	405	0.5%
	31- Mid-American	73	0.5%	260	0.6%	529	0.7%
	32- Metro Mix	1	0.0%	15	0.0%	130	0.2%
	33- Urban Diversity	526	3.6%	1,794	4.5%	3,489	4.7%
(15M) Top Wealth		1,328	9.2%	2,997	7.5%	4,582	6.2%
	02- Established Elite	285	2.0%	810	2.0%	1,408	1.9%
	03- Corporate Connected	1,043	7.2%	2,187	5.5%	3,174	4.3%
(16M) Living Well		373	2.6%	1,276	3.2%	2,561	3.5%
	14- Career Centered	274	1.9%	936	2.3%	1,909	2.6%
	15- Country Ways	0	0.0%	1	0.0%	6	0.0%
	23- Good Neighbors	98	0.7%	339	0.8%	646	0.9%
(17M) Bargain Hunters		425	2.9%	1,852	4.6%	4,854	6.6%
	43- Work & Causes	87	0.6%	337	0.8%	830	1.1%
	44- Open Houses	100	0.7%	390	1.0%	961	1.3%
	55- Community Life	82	0.6%	311	0.8%	686	0.9%
	63- Staying Home	134	0.9%	715	1.8%	1,958	2.6%
	68- Staying Healthy	23	0.2%	99	0.2%	421	0.6%
(18M) Thrifty & Active		0	0.0%	1	0.0%	23	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	5	0.0%
	50- Rural Community	0	0.0%	1	0.0%	10	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	8	0.0%
(19M) Solid Prestige		3,157	21.8%	6,864	17.1%	10,082	13.6%
	05- Active & Involved	493	3.4%	1,099	2.7%	1,627	2.2%
	08- Solid Surroundings	1,317	9.1%	2,810	7.0%	4,110	5.6%
	09- Busy Schedules	1,346	9.3%	2,954	7.4%	4,344	5.9%
(20S) Community Minded		1,129	7.8%	3,387	8.4%	6,481	8.8%
	25- Clubs & Causes	225	1.6%	743	1.9%	1,482	2.0%
	28- Community Pillars	211	1.5%	634	1.6%	1,174	1.6%
	36- Persistent & Productive	692	4.8%	2,010	5.0%	3,824	5.2%
(21S) Leisure Seekers		397	2.7%	1,729	4.3%	4,173	5.6%
	49- Home & Garden	84	0.6%	323	0.8%	702	0.9%
	51- Role Models	108	0.7%	388	1.0%	840	1.1%
	64- Practical & Careful	46	0.3%	257	0.6%	555	0.8%
	65- Hobbies & Shopping	76	0.5%	431	1.1%	1,175	1.6%
	66- Helping Hands	83	0.6%	331	0.8%	902	1.2%

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

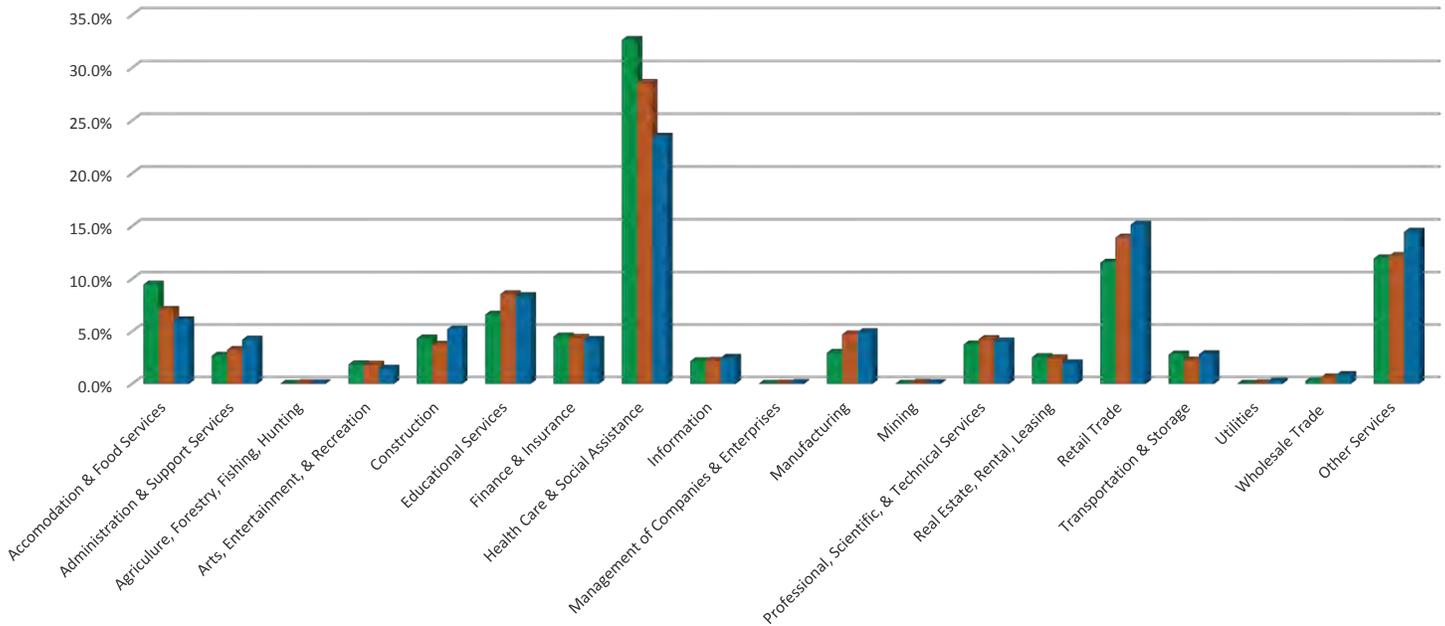
Employment Profile

Site: Downtown Pinole
 Address: Tennent Ave and San Pablo Ave | Pinole CA
 Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	31,855		102,848		183,257	
Student Population	7,083		31,842		48,388	
Median Employee Salary	53,323		52,891		51,515	
Average Employee Salary	63,398		62,387		60,653	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	189	1.8%	656	2.3%	1,505	2.7%
15,000 to 30,000 CrYr	276	2.6%	742	2.6%	1,775	3.2%
30,000 to 45,000 CrYr	3,665	34.6%	10,023	35.2%	19,911	35.6%
45,000 to 60,000 CrYr	2,122	20.0%	5,596	19.7%	11,172	20.0%
60,000 to 75,000 CrYr	1,407	13.3%	3,672	12.9%	6,906	12.3%
75,000 to 90,000 CrYr	1,052	9.9%	2,703	9.5%	5,468	9.8%
90,000 to 100,000 CrYr	256	2.4%	727	2.6%	1,696	3.0%
Over 100,000 CrYr	1,639	15.5%	4,331	15.2%	7,487	13.4%

Industry Groups

Employee's by Industry



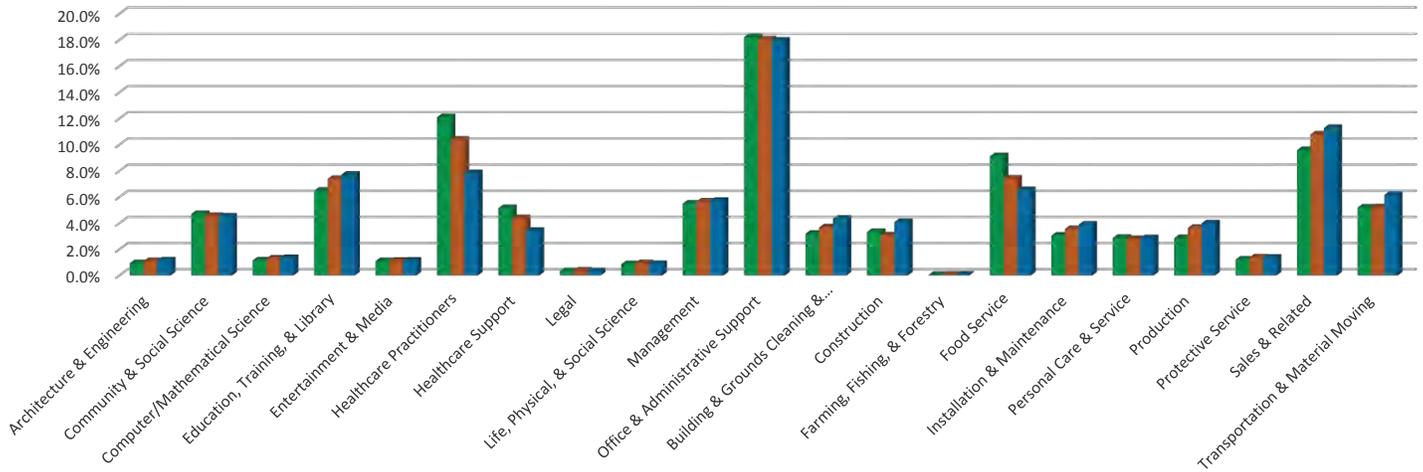
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	674	100%	10,606	100%	1,769	100%	28,449	100%	3,195	100%	55,921	100%
Accommodation & Food Services	53	7.9%	1,004	9.5%	120	6.8%	2,003	7.0%	203	6.4%	3,384	6.1%
Administration & Support Services	22	3.3%	284	2.7%	58	3.3%	920	3.2%	106	3.3%	2,354	4.2%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	1	0.1%	14	0.0%	4	0.1%	26	0.0%
Arts, Entertainment, & Recreation	19	2.8%	197	1.9%	44	2.5%	517	1.8%	68	2.1%	809	1.4%
Construction	27	4.1%	458	4.3%	83	4.7%	1,061	3.7%	160	5.0%	2,909	5.2%
Educational Services	24	3.6%	699	6.6%	64	3.6%	2,432	8.5%	115	3.6%	4,678	8.4%
Finance & Insurance	45	6.6%	479	4.5%	110	6.2%	1,244	4.4%	156	4.9%	2,334	4.2%
Health Care & Social Assistance	177	26.2%	3,461	32.6%	402	22.7%	8,126	28.6%	634	19.9%	13,117	23.5%
Information	8	1.1%	228	2.2%	29	1.6%	621	2.2%	51	1.6%	1,386	2.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	4	0.0%	2	0.1%	48	0.1%
Manufacturing	15	2.2%	314	3.0%	51	2.9%	1,337	4.7%	109	3.4%	2,748	4.9%
Mining	0	0.0%	0	0.0%	2	0.1%	29	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	50	7.5%	398	3.8%	142	8.0%	1,213	4.3%	234	7.3%	2,253	4.0%
Real Estate, Rental, Leasing	38	5.7%	269	2.5%	95	5.4%	689	2.4%	148	4.6%	1,093	2.0%
Retail Trade	74	10.9%	1,224	11.5%	219	12.4%	3,962	13.9%	441	13.8%	8,473	15.2%
Transportation & Storage	10	1.5%	296	2.8%	31	1.7%	629	2.2%	60	1.9%	1,579	2.8%
Utilities	0	0.0%	0	0.0%	1	0.1%	12	0.0%	4	0.1%	136	0.2%
Wholesale Trade	6	0.9%	29	0.3%	18	1.0%	172	0.6%	43	1.3%	463	0.8%
Other Services	105	15.6%	1,267	11.9%	299	16.9%	3,464	12.2%	654	20.5%	8,091	14.5%

Employment Profile

Site: Downtown Pinole
 Address: Tennent Ave and San Pablo Ave | Pinole CA
 Date Report Created: 6/20/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	6,303	59.4%	16,555	58.2%	30,868	55.2%
Architecture & Engineering	98	0.9%	307	1.1%	632	1.1%
Community & Social Science	497	4.7%	1,290	4.5%	2,514	4.5%
Computer/Mathematical Science	121	1.1%	363	1.3%	742	1.3%
Education, Training, & Library	686	6.5%	2,099	7.4%	4,309	7.7%
Entertainment & Media	115	1.1%	315	1.1%	630	1.1%
Healthcare Practitioners	1,282	12.1%	2,951	10.4%	4,373	7.8%
Healthcare Support	546	5.1%	1,241	4.4%	1,901	3.4%
Legal	33	0.3%	103	0.4%	173	0.3%
Life, Physical, & Social Science	90	0.9%	264	0.9%	480	0.9%
Management	583	5.5%	1,605	5.6%	3,184	5.7%
Office & Administrative Support	1,931	18.2%	5,129	18.0%	10,032	17.9%
Blue Collar	4,280	40.4%	11,788	41.4%	24,844	44.4%
Building & Grounds Cleaning & Maintenance	338	3.2%	1,044	3.7%	2,420	4.3%
Construction	352	3.3%	866	3.0%	2,278	4.1%
Farming, Fishing, & Forestry	3	0.0%	11	0.0%	32	0.1%
Food Service	966	9.1%	2,105	7.4%	3,641	6.5%
Installation & Maintenance	322	3.0%	1,012	3.6%	2,169	3.9%
Personal Care & Service	304	2.9%	790	2.8%	1,587	2.8%
Production	302	2.8%	1,032	3.6%	2,222	4.0%
Protective Service	128	1.2%	386	1.4%	753	1.3%
Sales & Related	1,016	9.6%	3,064	10.8%	6,299	11.3%
Transportation & Material Moving	550	5.2%	1,478	5.2%	3,443	6.2%
Military Services	23	0.2%	105	0.4%	209	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	10,606	28,449	55,921
2018 Q3	10,060	26,525	52,210
2018 Q2	10,455	27,915	54,983
2018 Q1	10,952	29,067	57,141
2017 Q4	11,290	29,583	57,816
2017 Q3	10,646	27,892	54,688
2017 Q2	11,212	29,806	58,302
2017 Q1	11,121	29,634	58,041
2016 Q4	11,183	29,839	58,579

Consumer Demand & Market Supply Assessment

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive	10 Min Drive	15 Min Drive
Demographics			
Population	42,215	120,372	225,370
5-Year Population estimate	43,345	124,516	232,222
Population Households	42,132	119,138	223,224
Group Quarters Population	83	1,234	2,145
Households	14,829	42,296	77,194
5-Year Households estimate	15,234	43,856	79,621
WorkPlace Establishments	674	1,769	3,195
Workplace Employees	10,606	28,449	55,921
Median Household Income	\$89,526	\$77,870	\$68,845

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	\$8,796,281	\$0	(\$8,796,281)	-100%	\$24,520,434	\$0	(\$24,520,434)	-100%	\$44,899,095	\$6,717,620	(\$38,181,475)	-85%
Lawn/Garden Equipment/Supplies Stores	\$5,283,555	\$0	(\$5,283,555)	-100%	\$14,717,861	\$6,632,012	(\$8,085,849)	-55%	\$27,118,261	\$8,971,964	(\$18,146,298)	-67%
Florists/Misc. Store Retailers	\$1,113,906	\$0	(\$1,113,906)	-100%	\$3,104,995	\$84,813	(\$3,020,182)	-97%	\$5,724,352	\$1,164,931	(\$4,559,422)	-80%
Used Merchandise Stores	\$2,706,098	\$0	(\$2,706,098)	-100%	\$7,544,146	\$3,012,398	(\$4,531,748)	-60%	\$13,871,305	\$6,371,332	(\$7,499,973)	-54%
Electronic Shopping/Mail Order Houses	\$109,198,735	\$0	(\$109,198,735)	-100%	\$304,216,068	\$61,029,002	(\$243,187,066)	-80%	\$563,698,564	\$73,348,286	(\$490,350,278)	-87%
Vending Machine Operators (Non-Store)	\$5,035,308	\$0	(\$5,035,308)	-100%	\$14,043,060	\$3,173,585	(\$10,869,475)	-77%	\$26,002,122	\$3,173,585	(\$22,828,537)	-88%
Jewelry/Luggage/Leather Goods	\$4,933,233	\$366,122	(\$4,567,111)	-93%	\$13,773,424	\$7,277,511	(\$6,495,914)	-47%	\$25,361,330	\$10,999,682	(\$14,361,647)	-57%
Other Motor Vehicle Dealers	\$9,782,533	\$1,153,854	(\$8,628,679)	-88%	\$27,183,991	\$5,420,862	(\$21,763,129)	-80%	\$49,641,090	\$7,348,586	(\$42,292,504)	-85%
Grocery Stores	\$83,372,280	\$13,532,216	(\$69,840,064)	-84%	\$233,065,068	\$143,258,937	(\$89,806,131)	-39%	\$431,750,416	\$435,040,129	\$3,289,713	1%
Shoe Stores	\$4,993,316	\$1,180,182	(\$3,813,134)	-76%	\$13,865,719	\$9,834,851	(\$4,030,868)	-29%	\$25,322,078	\$9,834,851	(\$15,487,227)	-61%
Clothing Stores	\$36,116,253	\$8,797,218	(\$27,319,035)	-76%	\$100,743,615	\$41,312,601	(\$59,431,014)	-59%	\$185,073,103	\$63,323,419	(\$121,749,684)	-66%
Other Misc. Store Retailers	\$11,708,281	\$3,302,297	(\$8,405,984)	-72%	\$32,519,853	\$11,901,394	(\$20,618,459)	-63%	\$59,705,310	\$29,286,186	(\$30,419,124)	-51%
Automotive Dealers	\$157,141,924	\$45,783,092	(\$111,358,832)	-71%	\$437,208,342	\$239,745,869	(\$197,462,473)	-45%	\$798,210,582	\$476,794,680	(\$321,415,903)	-40%
Sporting Goods/Hobby/Musical Instrument	\$8,839,877	\$2,963,317	(\$5,876,559)	-66%	\$24,627,536	\$11,551,628	(\$13,075,908)	-53%	\$45,258,432	\$17,270,858	(\$27,987,574)	-62%
Office Supplies/Stationary/Gift	\$4,014,996	\$1,379,674	(\$2,635,322)	-66%	\$11,151,516	\$7,708,716	(\$3,442,800)	-31%	\$20,550,470	\$16,775,458	(\$3,775,012)	-18%
Direct Selling Establishments	\$3,995,507	\$1,424,668	(\$2,570,839)	-64%	\$11,213,184	\$5,302,526	(\$5,910,659)	-53%	\$20,838,485	\$17,875,054	(\$2,963,431)	-14%
Automotive Parts/Accessories/Tire	\$12,571,703	\$6,418,181	(\$6,153,522)	-49%	\$35,408,573	\$18,393,333	(\$17,015,240)	-48%	\$65,935,807	\$40,751,285	(\$25,184,522)	-38%
Department Stores	\$19,432,446	\$10,825,784	(\$8,606,662)	-44%	\$54,272,578	\$68,868,134	\$14,595,556	27%	\$100,138,208	\$92,070,376	(\$8,067,831)	-8%
Electronics/Appliance	\$13,237,041	\$8,186,391	(\$5,050,650)	-38%	\$36,397,047	\$19,515,025	(\$16,882,022)	-46%	\$67,328,244	\$22,029,720	(\$45,298,525)	-67%
Health/Personal Care Stores	\$43,172,197	\$26,764,467	(\$16,407,731)	-38%	\$121,423,004	\$67,969,805	(\$53,453,199)	-44%	\$226,155,543	\$111,547,341	(\$114,608,202)	-51%
Other General Merchandise Stores	\$85,429,108	\$55,188,037	(\$30,241,071)	-35%	\$238,892,709	\$158,787,161	(\$80,105,547)	-34%	\$442,396,121	\$570,039,959	\$127,643,838	29%
Special Food Services	\$7,759,740	\$5,220,944	(\$2,538,796)	-33%	\$21,160,354	\$11,837,214	(\$9,323,139)	-44%	\$38,932,122	\$19,540,453	(\$19,391,669)	-50%
Home Furnishing Stores	\$8,071,546	\$6,467,710	(\$1,603,837)	-20%	\$22,552,580	\$9,234,430	(\$13,318,150)	-59%	\$41,630,278	\$22,975,681	(\$18,654,597)	-45%
Specialty Food Stores	\$4,945,982	\$4,116,510	(\$829,472)	-17%	\$13,822,371	\$6,712,859	(\$7,109,512)	-51%	\$25,609,595	\$19,211,997	(\$6,397,599)	-25%
Beer/Wine/Liquor Stores	\$6,997,142	\$6,104,034	(\$893,108)	-13%	\$19,493,018	\$13,749,874	(\$5,743,144)	-29%	\$35,853,858	\$25,873,260	(\$9,980,598)	-28%
Book/Periodical/Music Stores	\$2,497,033	\$2,396,842	(\$100,191)	-4%	\$6,997,423	\$4,514,333	(\$2,483,090)	-35%	\$12,972,023	\$7,787,466	(\$5,184,558)	-40%
Bar/Drinking Places (Alcoholic Beverages)	\$2,073,018	\$2,125,254	\$52,236	3%	\$5,547,787	\$6,705,041	\$1,157,254	21%	\$10,387,647	\$7,638,213	(\$2,749,434)	-26%
Full-Service Restaurants	\$35,907,465	\$41,724,282	\$5,816,818	16%	\$97,242,978	\$74,527,363	(\$22,715,616)	-23%	\$180,059,100	\$96,896,932	(\$83,162,168)	-46%
Gasoline Stations	\$63,092,207	\$75,342,762	\$12,250,555	19%	\$176,749,876	\$190,241,032	\$13,491,156	8%	\$326,775,755	\$346,144,740	\$19,368,984	6%
Limited-Service Eating Places	\$37,161,492	\$44,854,488	\$7,692,996	21%	\$101,352,207	\$82,495,753	(\$18,856,454)	-19%	\$186,473,492	\$146,605,641	(\$39,867,851)	-21%
Building Material/Supplies Dealers	\$44,568,265	\$60,451,953	\$15,883,689	36%	\$124,684,644	\$94,648,444	(\$30,036,200)	-24%	\$230,909,520	\$149,142,509	(\$81,767,011)	-35%
Consumer Demand/Market Supply Index	\$843,948,471	\$436,070,279	194		\$2,349,495,962	\$1,385,446,506	170		\$4,334,582,311	\$2,862,552,194	151	

Consumer Demand & Market Supply Assessment

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

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	
Furniture/Sleep/Outdoor/Patio Furniture	\$22,686,135	\$3,011,402	(\$19,674,733)	-87%	\$63,254,024	\$11,764,532	(\$51,489,492)	-81%	\$115,811,642	\$30,223,914	(\$85,587,728)	-74%
Jewelry (including Watches)	\$7,393,160	\$1,192,349	(\$6,200,811)	-84%	\$20,658,072	\$11,610,752	(\$9,047,320)	-44%	\$38,072,773	\$18,558,095	(\$19,514,679)	-51%
Computer Hardware/Software/Supplies	\$14,274,859	\$3,080,474	(\$11,194,385)	-78%	\$37,985,498	\$17,472,752	(\$20,512,746)	-54%	\$72,173,351	\$23,877,334	(\$48,296,017)	-67%
Footwear, including Accessories	\$12,345,140	\$2,699,683	(\$9,645,457)	-78%	\$34,274,396	\$18,002,922	(\$16,271,474)	-47%	\$62,573,624	\$23,548,664	(\$39,024,960)	-62%
Pets/Pet Foods/Pet Supplies	\$8,042,710	\$1,892,895	(\$6,149,816)	-76%	\$21,975,234	\$6,977,405	(\$14,997,829)	-68%	\$39,675,343	\$18,211,351	(\$21,463,992)	-54%
Womens/Juniors/Misses Wear	\$31,236,440	\$7,606,913	(\$23,629,526)	-76%	\$87,345,439	\$40,898,864	(\$46,446,575)	-53%	\$160,718,631	\$65,557,606	(\$95,161,025)	-59%
All Other Merchandise	\$32,444,256	\$8,544,012	(\$23,900,243)	-74%	\$90,416,470	\$38,857,156	(\$51,559,314)	-57%	\$166,215,088	\$76,174,805	(\$90,040,284)	-54%
Autos/Cars/Vans/Trucks/Motorcycles	\$138,859,678	\$38,898,329	(\$99,961,349)	-72%	\$386,313,642	\$203,489,528	(\$182,824,114)	-47%	\$704,578,984	\$402,875,786	(\$301,703,198)	-43%
Mens Wear	\$12,297,487	\$3,527,951	(\$8,769,536)	-71%	\$34,084,465	\$18,518,978	(\$15,565,487)	-46%	\$62,166,666	\$30,879,636	(\$31,287,031)	-50%
Audio Equipment/Musical Instruments	\$4,647,430	\$1,372,528	(\$3,274,901)	-70%	\$13,059,989	\$6,130,404	(\$6,929,586)	-53%	\$24,190,609	\$9,532,313	(\$14,658,296)	-61%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,305,224	\$2,333,035	(\$4,972,189)	-68%	\$20,355,421	\$10,898,547	(\$9,456,874)	-46%	\$37,398,947	\$19,337,719	(\$18,061,227)	-48%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$95,794,304	\$32,544,428	(\$63,249,876)	-66%	\$269,648,068	\$115,741,346	(\$153,906,722)	-57%	\$502,734,223	\$228,956,700	(\$273,777,524)	-54%
Groceries/Other Food Items (Off Premises)	\$131,144,541	\$45,351,750	(\$85,792,791)	-65%	\$366,711,033	\$209,902,613	(\$156,808,421)	-43%	\$679,571,177	\$633,501,305	(\$46,069,872)	-7%
Automotive Tires/Tubes/Batteries/Parts	\$24,943,200	\$9,041,568	(\$15,901,632)	-64%	\$70,360,904	\$33,368,880	(\$36,992,024)	-53%	\$131,257,607	\$70,977,170	(\$60,280,437)	-46%
Retailer Services	\$27,350,294	\$9,994,753	(\$17,355,541)	-63%	\$75,479,655	\$40,291,214	(\$35,188,440)	-47%	\$137,139,770	\$78,234,240	(\$58,905,530)	-43%
Childrens Wear/Infants/Toddlers Clothing	\$5,085,970	\$2,009,596	(\$3,076,375)	-60%	\$14,158,724	\$10,124,216	(\$4,034,508)	-28%	\$26,064,425	\$17,812,935	(\$8,251,490)	-32%
Kitchenware/Home Furnishings	\$9,892,960	\$4,073,412	(\$5,819,548)	-59%	\$27,595,401	\$12,830,328	(\$14,765,073)	-54%	\$50,867,984	\$26,926,276	(\$23,941,708)	-47%
Toys/Hobby Goods/Games	\$4,111,213	\$1,722,178	(\$2,389,035)	-58%	\$11,495,940	\$7,691,721	(\$3,804,218)	-33%	\$21,254,185	\$15,457,890	(\$5,796,296)	-27%
Small Electric Appliances	\$1,769,111	\$767,065	(\$1,002,046)	-57%	\$4,947,848	\$2,815,849	(\$2,131,999)	-43%	\$9,120,747	\$6,378,271	(\$2,742,475)	-30%
Lawn/Garden/Farm Equipment/Supplies	\$13,346,112	\$6,352,887	(\$6,993,225)	-52%	\$37,232,700	\$19,875,178	(\$17,357,522)	-47%	\$68,735,641	\$36,345,457	(\$32,390,184)	-47%
Sewing/Knitting Materials/Supplies	\$372,090	\$179,889	(\$192,202)	-52%	\$1,014,740	\$669,360	(\$345,379)	-34%	\$1,849,537	\$1,380,406	(\$469,131)	-25%
Books/Periodicals	\$3,362,063	\$1,684,269	(\$1,677,794)	-50%	\$9,453,808	\$4,281,284	(\$5,172,524)	-55%	\$17,562,193	\$7,680,245	(\$9,881,948)	-56%
Packaged Liquor/Wine/Beer	\$15,443,259	\$7,753,547	(\$7,689,712)	-50%	\$42,965,059	\$23,652,482	(\$19,312,577)	-45%	\$78,780,788	\$55,800,134	(\$22,980,654)	-29%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,884,238	\$2,198,723	(\$1,685,515)	-43%	\$10,672,071	\$6,858,649	(\$3,813,422)	-36%	\$19,349,675	\$15,334,108	(\$4,015,566)	-21%
Paper/Related Products	\$3,421,996	\$1,992,970	(\$1,429,025)	-42%	\$9,637,745	\$7,472,140	(\$2,165,605)	-22%	\$17,979,531	\$22,699,688	\$4,720,157	26%
Televisions/VCR/Video Cameras/DVD etc	\$5,312,105	\$3,154,061	(\$2,158,045)	-41%	\$14,910,597	\$10,312,309	(\$4,598,288)	-31%	\$27,625,785	\$22,260,951	(\$5,364,834)	-19%
Photographic Equipment/Supplies	\$907,912	\$545,938	(\$361,974)	-40%	\$2,525,681	\$1,716,936	(\$808,745)	-32%	\$4,636,310	\$3,257,667	(\$1,378,643)	-30%
Soaps/Detergents/Household Cleaners	\$4,006,846	\$2,465,668	(\$1,541,178)	-38%	\$11,135,738	\$8,515,556	(\$2,620,182)	-24%	\$20,602,501	\$23,892,288	\$3,289,787	16%
Cigars/Cigarettes/Tobacco/Accessories	\$9,075,777	\$6,102,400	(\$2,973,377)	-33%	\$25,957,364	\$17,846,409	(\$8,110,955)	-31%	\$49,305,813	\$44,257,542	(\$5,048,271)	-10%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,962,201	\$1,480,222	(\$481,979)	-25%	\$5,488,959	\$4,202,388	(\$1,286,571)	-23%	\$10,137,681	\$9,026,087	(\$1,111,594)	-11%
Major Household Appliances	\$3,344,463	\$3,174,413	(\$170,050)	-5%	\$9,104,193	\$6,718,815	(\$2,385,378)	-26%	\$16,288,702	\$10,423,781	(\$5,864,921)	-36%
Automotive Lubricants (incl Oil, Greases)	\$3,344,463	\$3,174,413	(\$170,050)	-5%	\$9,104,193	\$6,718,815	(\$2,385,378)	-26%	\$16,288,702	\$10,423,781	(\$5,864,921)	-36%
Alcoholic Drinks Served at the Establishment	\$15,079,023	\$14,644,586	(\$434,437)	-3%	\$40,254,847	\$28,898,065	(\$11,356,781)	-28%	\$75,529,309	\$37,401,558	(\$38,127,751)	-50%
Floor/Floor Coverings	\$6,225,853	\$6,074,187	(\$151,665)	-2%	\$17,540,841	\$9,691,041	(\$7,849,800)	-45%	\$32,742,256	\$18,968,976	(\$13,773,280)	-42%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,517,015	\$1,537,094	\$20,079	1%	\$4,294,644	\$4,908,058	\$613,414	14%	\$8,061,005	\$14,381,506	\$6,320,501	78%
Meats/Nonalcoholic Beverages	\$71,666,199	\$80,651,696	\$8,985,497	13%	\$195,477,651	\$154,058,988	(\$41,418,664)	-21%	\$359,530,828	\$255,963,289	(\$103,567,539)	-29%
Automotive Fuels	\$58,558,707	\$70,847,501	\$12,288,793	21%	\$163,982,231	\$183,432,427	\$19,450,196	12%	\$302,705,960	\$363,218,368	\$60,512,409	20%
Hardware/Tools/Plumbing/Electrical Supplies	\$12,240,389	\$15,296,603	\$3,056,214	25%	\$34,488,149	\$25,975,531	(\$8,512,618)	-25%	\$64,316,035	\$43,781,583	(\$20,534,452)	-32%
Dimensional Lumber/Other Building Materials	\$17,968,409	\$25,035,473	\$7,067,064	39%	\$50,210,807	\$39,268,703	(\$10,942,104)	-22%	\$92,983,054	\$62,049,596	(\$30,933,458)	-33%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,225,946	\$4,508,769	\$1,282,824	40%	\$9,054,992	\$7,160,785	(\$1,894,206)	-21%	\$16,833,763	\$11,555,610	(\$5,278,154)	-31%

Consumer Demand & Market Supply Assessment

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

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.

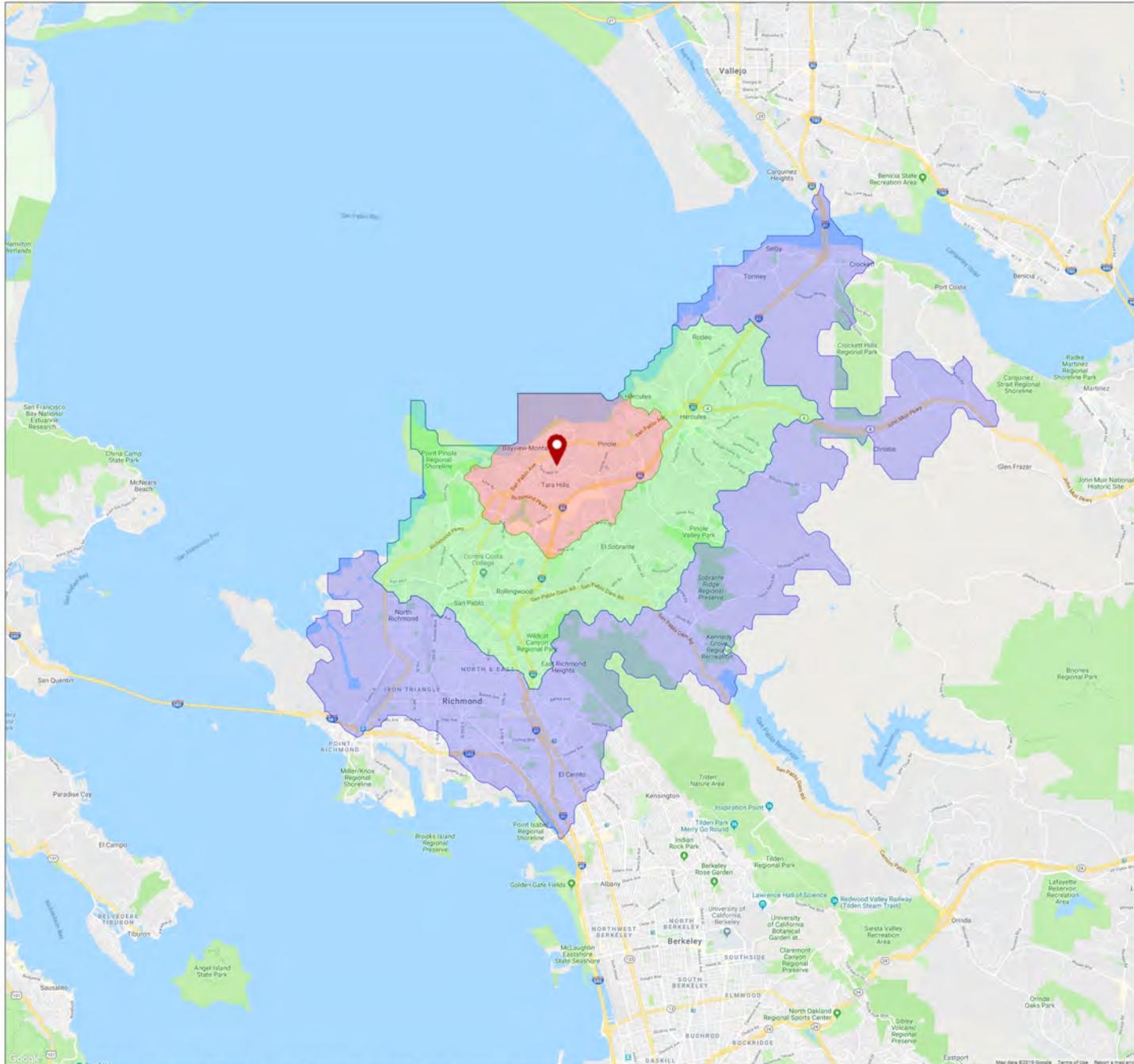
Consumer Demand/Market Supply Index:

$n = 100$ (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

Del Monte Dr and San Pablo Ave



INSIGHT
MARKET ANALYTICS
Hdl ECON Solutions

Drive Time: 5, 10, 15 Mins

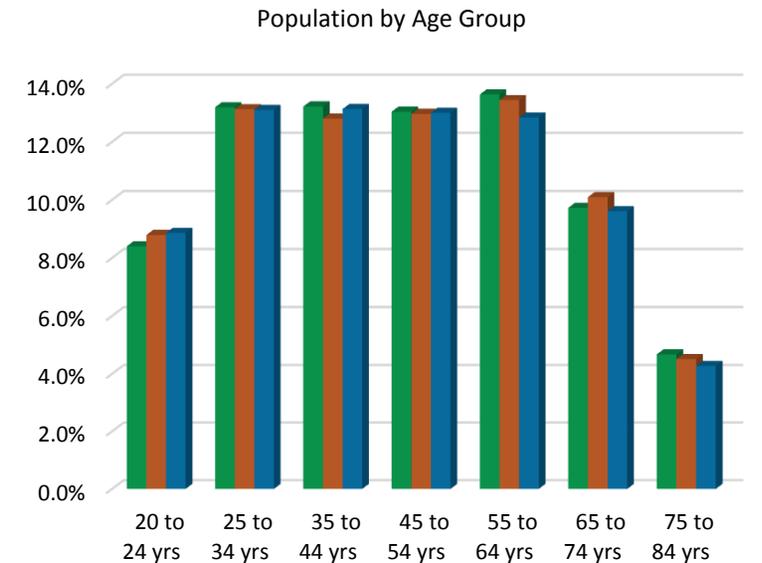
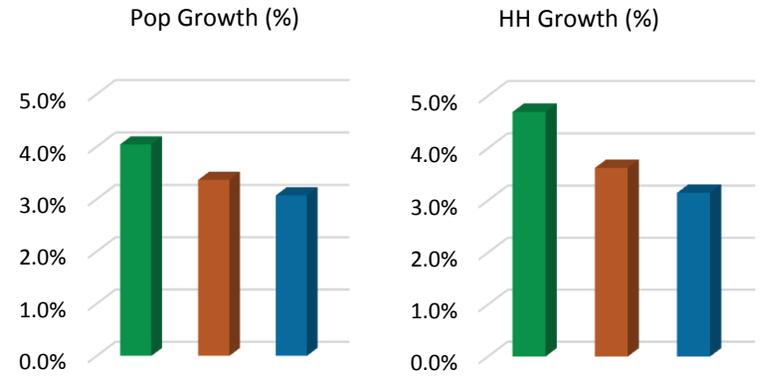
Scale In Miles:



Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

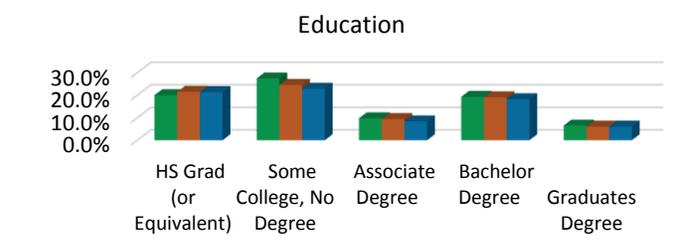
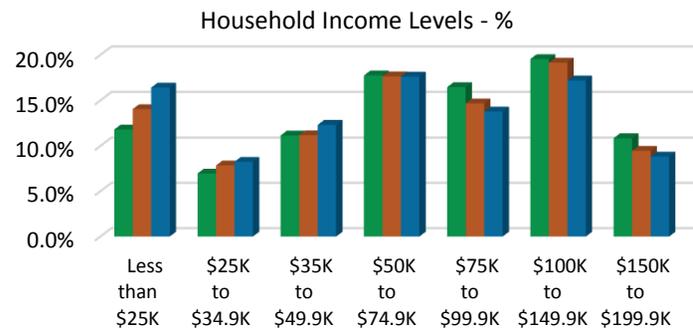
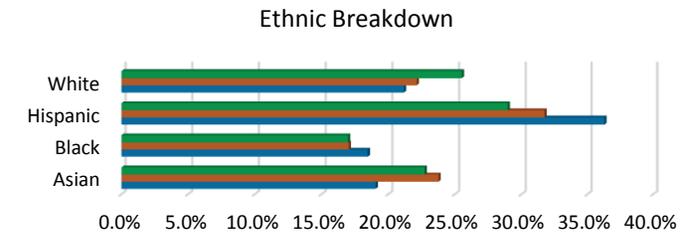
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	35,580	---	133,816	---	236,535	---
5 Year Projected Pop	37,018	---	138,321	---	243,799	---
Pop Growth (%)	4.0%	---	3.4%	---	3.1%	---
Households	12,966	---	45,938	---	81,066	---
5 Year Projected HHs	13,575	---	47,602	---	83,618	---
HH Growth (%)	4.7%	---	3.6%	---	3.1%	---
Census Stats						
2000 Population	30,389	---	116,377	---	214,337	---
2010 Population	32,815	---	124,929	---	222,421	---
Pop Growth (%)	8.0%	---	7.3%	---	3.8%	---
2000 Households	10,756	---	39,399	---	72,937	---
2010 Households	11,751	---	42,576	---	76,002	---
HH Growth (%)	9.3%	---	8.1%	---	4.2%	---
Total Population by Age						
Average Age	39.9		39.9		39.2	
19 yrs & under	8,056	22.6%	30,458	22.8%	56,130	23.7%
20 to 24 yrs	2,988	8.4%	11,763	8.8%	20,954	8.9%
25 to 34 yrs	4,693	13.2%	17,563	13.1%	30,977	13.1%
35 to 44 yrs	4,703	13.2%	17,126	12.8%	31,054	13.1%
45 to 54 yrs	4,639	13.0%	17,345	13.0%	30,747	13.0%
55 to 64 yrs	4,851	13.6%	17,979	13.4%	30,361	12.8%
65 to 74 yrs	3,459	9.7%	13,506	10.1%	22,726	9.6%
75 to 84 yrs	1,663	4.7%	6,040	4.5%	10,101	4.3%
85 + yrs	528	1.5%	2,037	1.5%	3,485	1.5%
Population Bases						
20-34 yrs	7,681	21.6%	29,326	21.9%	51,932	22.0%
45-64 yrs	9,489	26.7%	35,324	26.4%	61,108	25.8%
16 yrs +	28,263	79.4%	106,435	79.5%	186,328	78.8%
25 yrs +	24,536	69.0%	91,596	68.4%	159,452	67.4%
65 yrs +	5,651	15.9%	21,583	16.1%	36,312	15.4%
75 yrs +	2,192	6.2%	8,077	6.0%	13,586	5.7%
85 yrs +	528	1.5%	2,037	1.5%	3,485	1.5%



Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

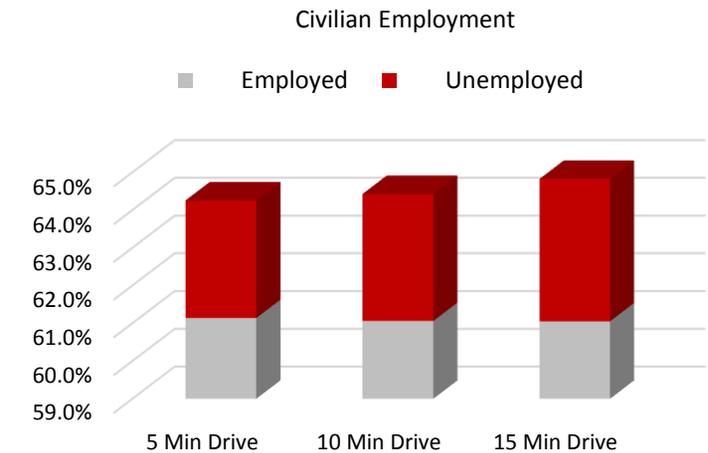
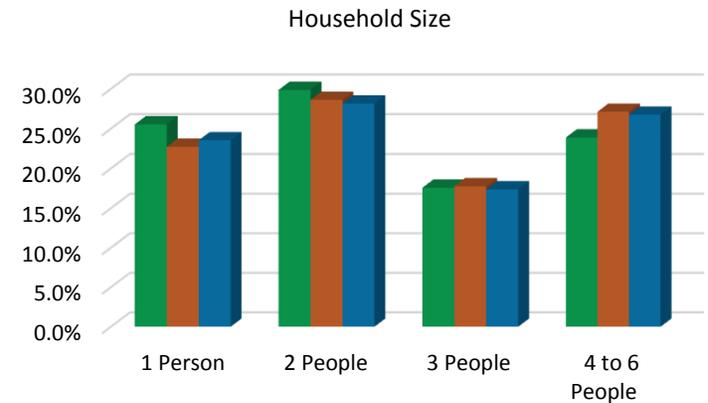
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	9,078	25.5%	29,618	22.1%	50,095	21.2%
Hispanic	10,302	29.0%	42,462	31.7%	85,831	36.3%
Black	6,044	17.0%	22,810	17.0%	43,670	18.5%
Asian	8,085	22.7%	31,810	23.8%	45,084	19.1%
Ancestry						
American Indian (ancestry)	115	0.3%	395	0.3%	695	0.3%
Hawaiian (ancestry)	172	0.5%	706	0.5%	1,217	0.5%
Household Income						
Per Capita Income	\$33,565	---	\$31,286	---	\$29,996	---
Average HH Income	\$92,104	---	\$91,136	---	\$87,522	---
Median HH Income	\$78,036	---	\$73,775	---	\$67,626	---
Less than \$25K	1,531	11.8%	6,453	14.0%	13,304	16.4%
\$25K to \$34.9K	902	7.0%	3,604	7.8%	6,689	8.3%
\$35K to \$49.9K	1,447	11.2%	5,137	11.2%	9,991	12.3%
\$50K to \$74.9K	2,301	17.7%	8,109	17.7%	14,288	17.6%
\$75K to \$99.9K	2,134	16.5%	6,739	14.7%	11,168	13.8%
\$100K to \$149.9K	2,535	19.5%	8,798	19.2%	13,933	17.2%
\$150K to \$199.9K	1,407	10.8%	4,351	9.5%	7,167	8.8%
\$200K +	710	5.5%	2,745	6.0%	4,526	5.6%
Education						
Less than 9th Grade	2,011	8.2%	9,247	10.1%	19,465	12.2%
Some HS, No Diploma	1,560	6.4%	6,130	6.7%	12,595	7.9%
HS Grad (or Equivalent)	4,904	20.0%	19,662	21.5%	34,077	21.4%
Some College, No Degree	6,732	27.4%	22,443	24.5%	36,455	22.9%
Associate Degree	2,390	9.7%	8,608	9.4%	13,315	8.4%
Bachelor Degree	4,725	19.3%	17,467	19.1%	28,991	18.2%
Graduates Degree	1,590	6.5%	5,525	6.0%	9,627	6.0%



Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

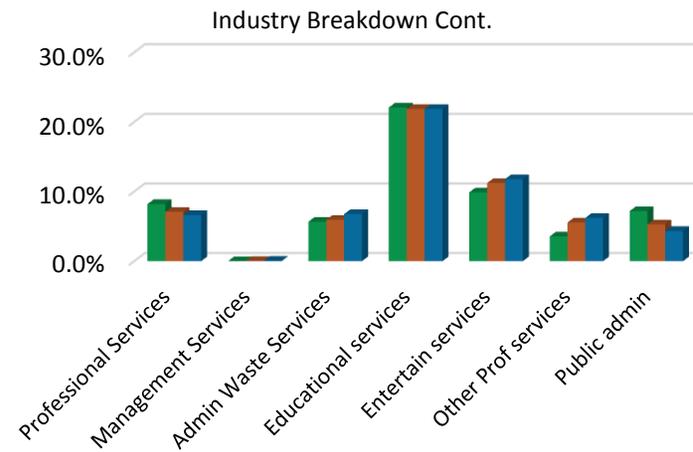
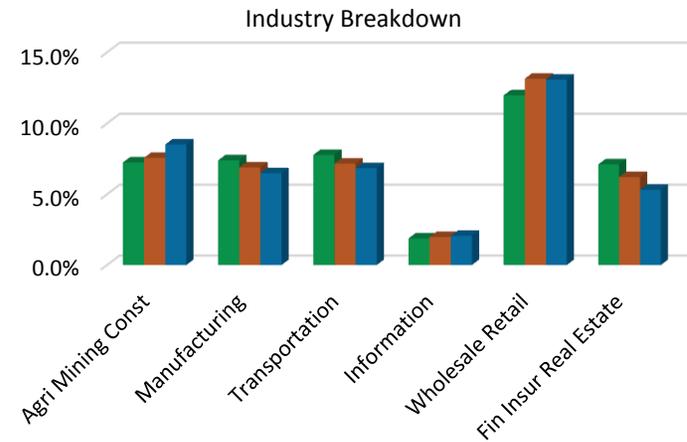
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	8,858		32,785		56,709	
Single - Male	411	4.6%	1,774	5.4%	3,079	5.4%
Single - Female	1,042	11.8%	4,104	12.5%	7,734	13.6%
Single Parent - Male	370	4.2%	1,043	3.2%	1,891	3.3%
Single Parent - Female	779	8.8%	3,338	10.2%	6,645	11.7%
Married w/ Children	2,557	28.9%	9,169	28.0%	16,059	28.3%
Married w/out Children	3,699	41.8%	13,357	40.7%	21,302	37.6%
Household Size						
1 Person	3,312	25.5%	10,440	22.7%	19,090	23.5%
2 People	3,873	29.9%	13,153	28.6%	22,832	28.2%
3 People	2,279	17.6%	8,164	17.8%	14,080	17.4%
4 to 6 People	3,099	23.9%	12,463	27.1%	21,694	26.8%
7+ People	404	3.1%	1,718	3.7%	3,371	4.2%
Home Ownership	12,966		45,938		81,066	
Owners	8,046	62.1%	29,288	63.8%	48,275	59.5%
Renters	4,920	37.9%	16,650	36.2%	32,792	40.5%
Components of Change						
Births	415	1.2%	1,555	1.2%	2,774	1.2%
Deaths	270	0.8%	994	0.7%	1,698	0.7%
Migration	-170	-0.5%	-403	-0.3%	-873	-0.4%
Employment (Pop 16+)	28,263		106,435		186,328	
Armed Services	57	0.2%	140	0.1%	177	0.1%
Civilian	18,161	64.3%	68,572	64.4%	120,789	64.8%
Employed	17,280	61.1%	64,991	61.1%	113,757	61.1%
Unemployed	881	3.1%	3,581	3.4%	7,031	3.8%
Not in Labor Force	10,046	35.5%	37,723	35.4%	65,363	35.1%
Employed Population	17,280		64,991		113,757	
White Collar	10,636	61.6%	38,545	59.3%	64,343	56.6%
Blue Collar	6,643	38.4%	26,446	40.7%	49,414	43.4%



Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	17,280		64,991		113,757	
White Collar	10,636	61.6%	38,545	59.3%	64,343	56.6%
Managerial executive	2,219	12.8%	8,251	12.7%	13,572	11.9%
Prof specialty	3,432	19.9%	12,412	19.1%	21,499	18.9%
Healthcare support	376	2.2%	1,509	2.3%	2,490	2.2%
Sales	1,537	8.9%	5,960	9.2%	10,433	9.2%
Office Admin	3,072	17.8%	10,414	16.0%	16,349	14.4%
Blue Collar	6,643	38.4%	26,446	40.7%	49,414	43.4%
Protective	528	3.1%	1,777	2.7%	2,633	2.3%
Food Prep Serving	1,068	6.2%	4,516	6.9%	8,288	7.3%
Bldg Maint/Cleaning	814	4.7%	3,716	5.7%	8,238	7.2%
Personal Care	718	4.2%	3,012	4.6%	5,443	4.8%
Farming/Fishing/Forestry	5	0.0%	115	0.2%	382	0.3%
Construction	1,628	9.4%	6,004	9.2%	11,457	10.1%
Production Transp	1,882	10.9%	7,306	11.2%	12,972	11.4%
Employment By Industry	17,280		64,991		113,757	
Agri Mining Const	1,253	7.3%	4,925	7.6%	9,689	8.5%
Manufacturing	1,278	7.4%	4,484	6.9%	7,387	6.5%
Transportation	1,344	7.8%	4,659	7.2%	7,793	6.9%
Information	324	1.9%	1,290	2.0%	2,347	2.1%
Wholesale Retail	2,069	12.0%	8,544	13.1%	14,871	13.1%
Fin Insur Real Estate	1,229	7.1%	4,038	6.2%	6,057	5.3%
Professional Services	1,418	8.2%	4,598	7.1%	7,549	6.6%
Management Services	0	0.0%	24	0.0%	51	0.0%
Admin Waste Services	980	5.7%	3,865	5.9%	7,697	6.8%
Educational services	3,816	22.1%	14,223	21.9%	24,900	21.9%
Entertain services	1,710	9.9%	7,295	11.2%	13,407	11.8%
Other Prof services	614	3.6%	3,617	5.6%	7,078	6.2%
Public admin	1,244	7.2%	3,429	5.3%	4,931	4.3%



Household Segmentation Profile

Site: Del Monte Dr and San Pablo Ave
 Address: Del Monte Dr and San Pablo Ave | Pinole CA
 Date: 6/20/2019



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Trade Area 1:

Trade Area 2:

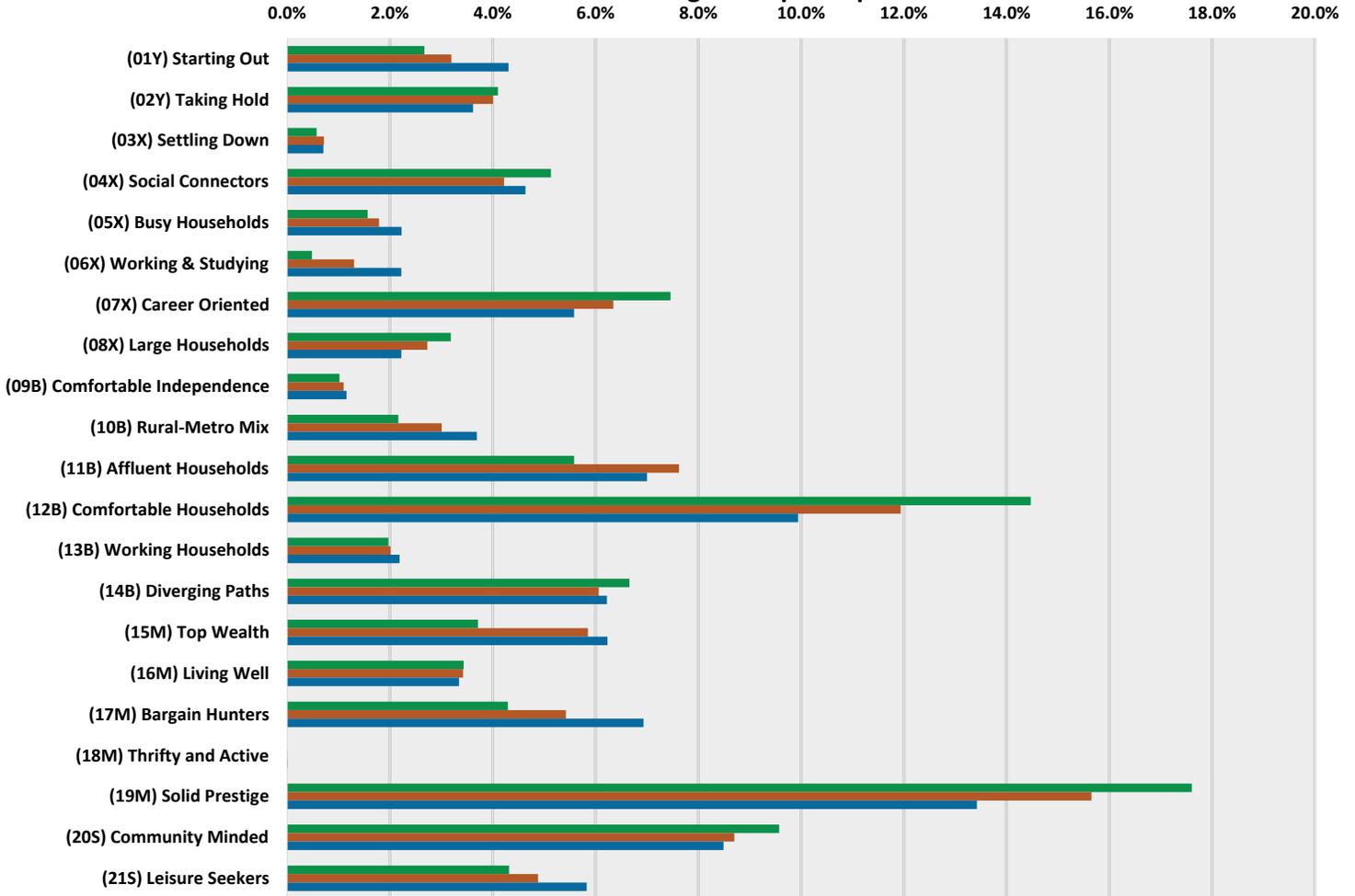
Trade Area 3:

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

12,020

100%

43,642

100%

77,634

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	17- Firmly Established	(12B) Comfortable Households	937	7.8%	2,667	6.1%	3,801	4.9%
2	08- Solid Surroundings	(19M) Solid Prestige	921	7.7%	2,839	6.5%	4,261	5.5%
3	09- Busy Schedules	(19M) Solid Prestige	885	7.4%	2,899	6.6%	4,498	5.8%
4	13- Work & Play	(12B) Comfortable Households	802	6.7%	2,544	5.8%	3,920	5.0%
5	33- Urban Diversity	(14B) Diverging Paths	655	5.5%	2,044	4.7%	3,717	4.8%
6	36- Persistent & Productive	(20S) Community Minded	647	5.4%	2,203	5.0%	3,954	5.1%
7	26- Getting Established	(07X) Career Oriented	486	4.0%	1,364	3.1%	2,288	2.9%
8	04- Top Professionals	(11B) Affluent Households	439	3.6%	2,306	5.3%	3,598	4.6%
9	03- Corporate Connected	(15M) Top Wealth	387	3.2%	1,939	4.4%	3,303	4.3%
10	59- Mobile Mixers	(04X) Social Connectors	369	3.1%	840	1.9%	1,582	2.0%

* 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: Del Monte Dr and San Pablo Ave | Pinole CA

Date: 6/20/2019

TOTAL HOUSEHOLDS		12,020	100%	43,642	100%	77,634	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		321	2.7%	1,394	3.2%	3,344	4.3%
	39- Setting Goals	42	0.3%	197	0.5%	556	0.7%
	45- Offices & Entertainment	74	0.6%	284	0.7%	577	0.7%
	57- Collegiate Crowd	119	1.0%	452	1.0%	1,038	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	0	0.0%
	67- First Steps	86	0.7%	462	1.1%	1,173	1.5%
(02Y) Taking Hold		494	4.1%	1,748	4.0%	2,808	3.6%
	18- Climbing the Ladder	48	0.4%	151	0.3%	216	0.3%
	21- Children First	93	0.8%	356	0.8%	598	0.8%
	24- Career Building	311	2.6%	1,106	2.5%	1,749	2.3%
	30- Out & About	41	0.3%	135	0.3%	244	0.3%
(03X) Settling Down		69	0.6%	314	0.7%	547	0.7%
	34- Outward Bound	0	0.0%	1	0.0%	1	0.0%
	41- Rural Adventure	4	0.0%	17	0.0%	26	0.0%
	46- Rural & Active	65	0.5%	296	0.7%	520	0.7%
(04X) Social Connectors		617	5.1%	1,844	4.2%	3,603	4.6%
	42- Creative Variety	102	0.8%	439	1.0%	900	1.2%
	52- Stylish & Striving	146	1.2%	565	1.3%	1,121	1.4%
	59- Mobile Mixers	369	3.1%	840	1.9%	1,582	2.0%
(05X) Busy Households		188	1.6%	781	1.8%	1,731	2.2%
	37- Firm Foundations	78	0.6%	304	0.7%	605	0.8%
	62- Movies & Sports	110	0.9%	477	1.1%	1,126	1.4%
(06X) Working & Studying		58	0.5%	570	1.3%	1,727	2.2%
	61- City Life	5	0.0%	115	0.3%	438	0.6%
	69- Productive Havens	18	0.1%	140	0.3%	464	0.6%
	70- Favorably Frugal	35	0.3%	315	0.7%	824	1.1%
(07X) Career Oriented		897	7.5%	2,771	6.3%	4,335	5.6%
	06- Casual Comfort	202	1.7%	720	1.6%	1,005	1.3%
	10- Careers & Travel	128	1.1%	446	1.0%	687	0.9%
	20- Carving Out Time	81	0.7%	242	0.6%	354	0.5%
	26- Getting Established	486	4.0%	1,364	3.1%	2,288	2.9%
(08X) Large Households		383	3.2%	1,192	2.7%	1,723	2.2%
	11- Schools & Shopping	76	0.6%	274	0.6%	389	0.5%
	12- On the Go	122	1.0%	373	0.9%	562	0.7%
	19- Country Comfort	0	0.0%	1	0.0%	7	0.0%
	27- Tenured Proprietors	185	1.5%	544	1.2%	765	1.0%
(09B) Comfortable Independence		123	1.0%	480	1.1%	897	1.2%
	29- City Mixers	1	0.0%	1	0.0%	4	0.0%
	35- Working & Active	70	0.6%	254	0.6%	478	0.6%
	56- Metro Active	52	0.4%	225	0.5%	415	0.5%
(10B) Rural-Metro Mix		260	2.2%	1,312	3.0%	2,865	3.7%
	47- Rural Parents	0	0.0%	0	0.0%	3	0.0%
	53- Metro Strivers	258	2.1%	1,310	3.0%	2,857	3.7%
	60- Rural & Mobile	2	0.0%	2	0.0%	5	0.0%

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

Household Segmentation Profile

Market: Del Monte Dr and San Pablo Ave | Pinole CA

Date: 6/20/2019

TOTAL HOUSEHOLDS		12,020	100%	43,642	100%	77,634	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		671	5.6%	3,327	7.6%	5,436	7.0%
	01- Summit Estates	28	0.2%	358	0.8%	943	1.2%
	04- Top Professionals	439	3.6%	2,306	5.3%	3,598	4.6%
	07- Active Lifestyles	204	1.7%	663	1.5%	895	1.2%
(12B) Comfortable Households		1,739	14.5%	5,211	11.9%	7,721	9.9%
	13- Work & Play	802	6.7%	2,544	5.8%	3,920	5.0%
	17- Firmly Established	937	7.8%	2,667	6.1%	3,801	4.9%
(13B) Working Households		237	2.0%	877	2.0%	1,698	2.2%
	38- Occupational Mix	237	2.0%	877	2.0%	1,698	2.2%
	48- Farm & Home	0	0.0%	0	0.0%	1	0.0%
(14B) Diverging Paths		801	6.7%	2,647	6.1%	4,832	6.2%
	16- Country Enthusiasts	0	0.0%	0	0.0%	4	0.0%
	22- Comfortable Cornerstones	66	0.5%	261	0.6%	393	0.5%
	31- Mid-Americana	75	0.6%	300	0.7%	549	0.7%
	32- Metro Mix	4	0.0%	41	0.1%	169	0.2%
	33- Urban Diversity	655	5.5%	2,044	4.7%	3,717	4.8%
(15M) Top Wealth		446	3.7%	2,554	5.9%	4,842	6.2%
	02- Established Elite	59	0.5%	615	1.4%	1,539	2.0%
	03- Corporate Connected	387	3.2%	1,939	4.4%	3,303	4.3%
(16M) Living Well		413	3.4%	1,494	3.4%	2,598	3.3%
	14- Career Centered	297	2.5%	1,091	2.5%	1,979	2.5%
	15- Country Ways	0	0.0%	0	0.0%	3	0.0%
	23- Good Neighbors	116	1.0%	403	0.9%	616	0.8%
(17M) Bargain Hunters		516	4.3%	2,366	5.4%	5,385	6.9%
	43- Work & Causes	95	0.8%	442	1.0%	893	1.2%
	44- Open Houses	116	1.0%	485	1.1%	1,034	1.3%
	55- Community Life	96	0.8%	395	0.9%	747	1.0%
	63- Staying Home	188	1.6%	902	2.1%	2,199	2.8%
	68- Staying Healthy	21	0.2%	143	0.3%	512	0.7%
(18M) Thrifty & Active		0	0.0%	0	0.0%	8	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	2	0.0%
	50- Rural Community	0	0.0%	0	0.0%	3	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	3	0.0%
(19M) Solid Prestige		2,116	17.6%	6,830	15.7%	10,418	13.4%
	05- Active & Involved	310	2.6%	1,092	2.5%	1,659	2.1%
	08- Solid Surroundings	921	7.7%	2,839	6.5%	4,261	5.5%
	09- Busy Schedules	885	7.4%	2,899	6.6%	4,498	5.8%
(20S) Community Minded		1,151	9.6%	3,797	8.7%	6,592	8.5%
	25- Clubs & Causes	262	2.2%	885	2.0%	1,461	1.9%
	28- Community Pillars	242	2.0%	709	1.6%	1,176	1.5%
	36- Persistent & Productive	647	5.4%	2,203	5.0%	3,954	5.1%
(21S) Leisure Seekers		519	4.3%	2,130	4.9%	4,525	5.8%
	49- Home & Garden	98	0.8%	392	0.9%	698	0.9%
	51- Role Models	132	1.1%	472	1.1%	883	1.1%
	64- Practical & Careful	75	0.6%	283	0.6%	560	0.7%
	65- Hobbies & Shopping	120	1.0%	537	1.2%	1,317	1.7%
	66- Helping Hands	93	0.8%	447	1.0%	1,067	1.4%

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

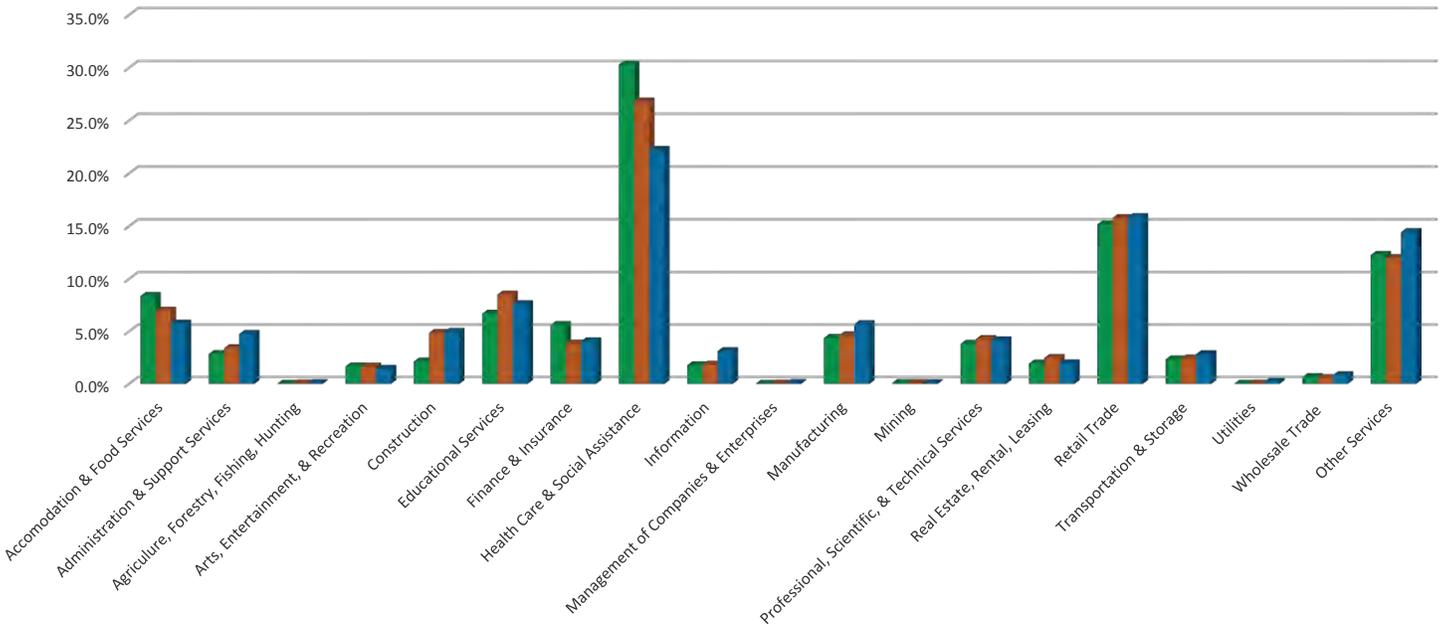
Employment Profile

Site: Del Monte Dr and San Pablo Ave
 Address: Del Monte Dr and San Pablo Ave | Pinole CA
 Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	28,103		115,157		195,166	
Student Population	5,968		34,885		49,682	
Median Employee Salary	52,126		52,051		51,333	
Average Employee Salary	62,565		61,244		60,570	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	221	2.3%	870	2.6%	1,694	2.7%
15,000 to 30,000 CrYr	218	2.3%	854	2.6%	1,704	2.7%
30,000 to 45,000 CrYr	3,487	36.3%	12,090	36.3%	22,713	36.4%
45,000 to 60,000 CrYr	1,857	19.3%	6,428	19.3%	12,365	19.8%
60,000 to 75,000 CrYr	1,188	12.4%	4,199	12.6%	7,684	12.3%
75,000 to 90,000 CrYr	860	9.0%	3,192	9.6%	5,994	9.6%
90,000 to 100,000 CrYr	257	2.7%	867	2.6%	1,878	3.0%
Over 100,000 CrYr	1,515	15.8%	4,764	14.3%	8,379	13.4%

Industry Groups

Employee's by Industry



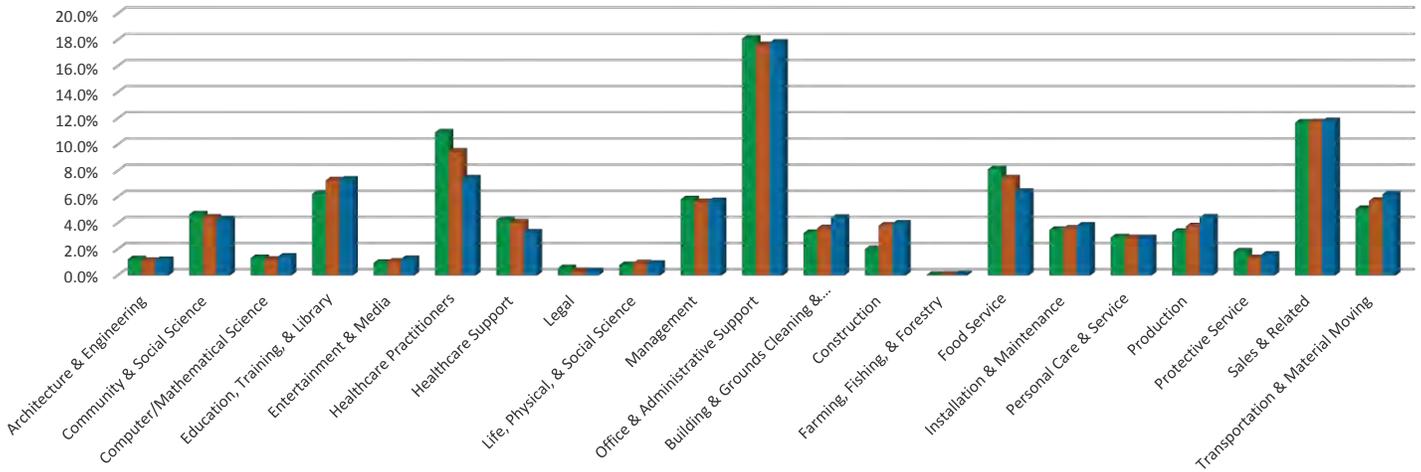
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	655	100%	9,603	100%	2,047	100%	33,263	100%	3,487	100%	62,411	100%
Accommodation & Food Services	48	7.4%	804	8.4%	137	6.7%	2,319	7.0%	214	6.1%	3,585	5.7%
Administration & Support Services	19	3.0%	273	2.8%	69	3.4%	1,127	3.4%	113	3.2%	2,963	4.7%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	2	0.1%	10	0.0%	5	0.2%	42	0.1%
Arts, Entertainment, & Recreation	17	2.6%	160	1.7%	47	2.3%	545	1.6%	75	2.2%	890	1.4%
Construction	19	2.9%	204	2.1%	101	5.0%	1,615	4.9%	171	4.9%	3,094	5.0%
Educational Services	23	3.6%	642	6.7%	73	3.6%	2,829	8.5%	120	3.5%	4,737	7.6%
Finance & Insurance	49	7.5%	539	5.6%	116	5.6%	1,276	3.8%	161	4.6%	2,527	4.0%
Health Care & Social Assistance	151	23.1%	2,910	30.3%	443	21.6%	8,915	26.8%	679	19.5%	13,869	22.2%
Information	7	1.1%	170	1.8%	29	1.4%	606	1.8%	56	1.6%	1,944	3.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	3	0.0%	2	0.1%	48	0.1%
Manufacturing	16	2.5%	420	4.4%	62	3.0%	1,535	4.6%	130	3.7%	3,553	5.7%
Mining	0	0.1%	8	0.1%	2	0.1%	29	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	55	8.4%	366	3.8%	151	7.4%	1,418	4.3%	255	7.3%	2,589	4.1%
Real Estate, Rental, Leasing	35	5.3%	185	1.9%	112	5.5%	815	2.5%	161	4.6%	1,213	1.9%
Retail Trade	88	13.4%	1,457	15.2%	275	13.4%	5,249	15.8%	494	14.2%	9,896	15.9%
Transportation & Storage	9	1.4%	224	2.3%	36	1.7%	800	2.4%	63	1.8%	1,762	2.8%
Utilities	0	0.0%	0	0.0%	0	0.0%	6	0.0%	4	0.1%	134	0.2%
Wholesale Trade	8	1.3%	62	0.6%	22	1.1%	180	0.5%	49	1.4%	512	0.8%
Other Services	109	16.6%	1,179	12.3%	369	18.0%	3,985	12.0%	731	20.9%	9,013	14.4%

Employment Profile

Site: Del Monte Dr and San Pablo Ave
 Address: Del Monte Dr and San Pablo Ave | Pinole CA
 Date Report Created: 6/20/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	5,575	58.1%	18,612	56.0%	33,814	54.2%
Architecture & Engineering	118	1.2%	365	1.1%	730	1.2%
Community & Social Science	448	4.7%	1,466	4.4%	2,679	4.3%
Computer/Mathematical Science	127	1.3%	397	1.2%	893	1.4%
Education, Training, & Library	598	6.2%	2,417	7.3%	4,569	7.3%
Entertainment & Media	91	0.9%	347	1.0%	779	1.2%
Healthcare Practitioners	1,050	10.9%	3,147	9.5%	4,628	7.4%
Healthcare Support	407	4.2%	1,342	4.0%	2,044	3.3%
Legal	53	0.5%	107	0.3%	194	0.3%
Life, Physical, & Social Science	75	0.8%	306	0.9%	542	0.9%
Management	559	5.8%	1,863	5.6%	3,542	5.7%
Office & Administrative Support	1,738	18.1%	5,850	17.6%	11,097	17.8%
Blue Collar	4,001	41.7%	14,551	43.7%	28,358	45.4%
Building & Grounds Cleaning & Maintenance	311	3.2%	1,200	3.6%	2,741	4.4%
Construction	193	2.0%	1,266	3.8%	2,470	4.0%
Farming, Fishing, & Forestry	2	0.0%	13	0.0%	51	0.1%
Food Service	780	8.1%	2,465	7.4%	3,988	6.4%
Installation & Maintenance	334	3.5%	1,191	3.6%	2,372	3.8%
Personal Care & Service	278	2.9%	944	2.8%	1,772	2.8%
Production	319	3.3%	1,247	3.8%	2,761	4.4%
Protective Service	175	1.8%	437	1.3%	978	1.6%
Sales & Related	1,122	11.7%	3,891	11.7%	7,361	11.8%
Transportation & Material Moving	488	5.1%	1,895	5.7%	3,866	6.2%
Military Services	27	0.3%	101	0.3%	238	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	9,603	33,263	62,411
2018 Q3	9,097	31,016	58,712
2018 Q2	9,492	32,727	61,387
2018 Q1	9,916	34,058	63,821
2017 Q4	10,216	34,603	64,464
2017 Q3	9,680	32,671	61,280
2017 Q2	10,177	34,885	64,948
2017 Q1	10,101	34,689	64,671
2016 Q4	10,179	34,955	65,201

Consumer Demand & Market Supply Assessment

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive	10 Min Drive	15 Min Drive
Demographics			
Population	35,580	133,816	236,535
5-Year Population estimate	37,018	138,321	243,799
Population Households	35,277	132,384	234,380
Group Quarters Population	303	1,432	2,156
Households	12,966	45,938	81,066
5-Year Households estimate	13,575	47,602	83,618
WorkPlace Establishments	655	2,047	3,487
Workplace Employees	9,603	33,263	62,411
Median Household Income	\$78,036	\$73,775	\$67,626

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	\$7,233,198	\$0	(\$7,233,198)	-100%	\$26,965,423	\$0	(\$26,965,423)	-100%	\$47,051,814	\$6,717,620	(\$40,334,194)	-86%
Lawn/Garden Equipment/Supplies Stores	\$4,364,579	\$0	(\$4,364,579)	-100%	\$16,231,414	\$7,061,045	(\$9,170,369)	-56%	\$28,431,203	\$15,386,578	(\$13,044,624)	-46%
Florists/Misc. Store Retailers	\$920,663	\$0	(\$920,663)	-100%	\$3,425,354	\$212,032	(\$3,213,322)	-94%	\$6,001,946	\$1,107,773	(\$4,894,173)	-82%
Electronic Shopping/Mail Order Houses	\$91,006,776	\$0	(\$91,006,776)	-100%	\$337,004,524	\$40,898,496	(\$296,106,028)	-88%	\$593,573,099	\$108,357,616	(\$485,215,483)	-82%
Vending Machine Operators (Non-Store)	\$4,177,926	\$0	(\$4,177,926)	-100%	\$15,524,684	\$3,173,585	(\$12,351,099)	-80%	\$27,322,879	\$3,173,585	(\$24,149,294)	-88%
Other Motor Vehicle Dealers	\$8,029,346	\$524,370	(\$7,504,975)	-93%	\$29,891,055	\$5,140,543	(\$24,750,512)	-83%	\$51,968,855	\$7,841,623	(\$44,127,231)	-85%
Grocery Stores	\$69,179,514	\$22,798,921	(\$46,380,593)	-67%	\$257,587,641	\$255,529,553	(\$2,058,088)	-1%	\$453,210,323	\$519,722,000	\$66,511,678	15%
Other Misc. Store Retailers	\$9,631,610	\$4,006,010	(\$5,625,600)	-58%	\$35,784,717	\$18,159,207	(\$17,625,510)	-49%	\$62,582,197	\$31,011,420	(\$31,570,777)	-50%
Direct Selling Establishments	\$3,325,240	\$1,665,056	(\$1,660,184)	-50%	\$12,416,507	\$9,865,186	(\$2,551,320)	-21%	\$21,876,791	\$22,194,079	\$317,288	1%
Automotive Parts/Accessories/Tire	\$10,518,578	\$5,324,061	(\$5,194,517)	-49%	\$39,263,827	\$23,769,581	(\$15,494,246)	-39%	\$69,186,907	\$47,729,314	(\$21,457,593)	-31%
Used Merchandise Stores	\$2,231,843	\$1,150,701	(\$1,081,142)	-48%	\$8,309,848	\$3,271,160	(\$5,038,688)	-61%	\$14,543,021	\$7,235,765	(\$7,307,256)	-50%
Health/Personal Care Stores	\$36,070,820	\$20,521,019	(\$15,549,801)	-43%	\$134,595,296	\$75,483,219	(\$59,112,078)	-44%	\$237,413,228	\$147,005,867	(\$90,407,361)	-38%
Electronics/Appliance	\$11,045,412	\$6,909,659	(\$4,135,753)	-37%	\$40,411,549	\$20,230,167	(\$20,181,382)	-50%	\$71,344,449	\$22,608,645	(\$48,735,804)	-68%
Jewelry/Luggage/Leather Goods	\$4,075,842	\$2,703,936	(\$1,371,905)	-34%	\$15,189,989	\$7,665,128	(\$7,524,860)	-50%	\$26,584,845	\$11,754,223	(\$14,830,622)	-56%
Beer/Wine/Liquor Stores	\$5,781,887	\$4,291,927	(\$1,489,960)	-26%	\$21,485,337	\$18,281,110	(\$3,204,226)	-15%	\$37,592,102	\$25,290,801	(\$12,301,301)	-33%
Clothing Stores	\$29,844,873	\$22,416,403	(\$7,428,469)	-25%	\$111,029,139	\$46,201,469	(\$64,827,670)	-58%	\$194,055,000	\$89,962,718	(\$104,092,283)	-54%
Special Food Services	\$6,461,212	\$4,967,040	(\$1,494,172)	-23%	\$23,480,372	\$14,749,180	(\$8,731,192)	-37%	\$41,334,402	\$19,274,002	(\$22,060,400)	-53%
Sporting Goods/Hobby/Musical Instrument	\$7,301,204	\$6,070,001	(\$1,231,203)	-17%	\$27,140,176	\$10,754,427	(\$16,385,749)	-60%	\$47,445,797	\$20,025,147	(\$27,420,650)	-58%
Other General Merchandise Stores	\$70,928,396	\$62,261,076	(\$8,667,319)	-12%	\$264,074,430	\$251,921,508	(\$12,152,922)	-5%	\$464,366,927	\$716,149,672	\$251,782,745	54%
Specialty Food Stores	\$4,102,878	\$3,675,935	(\$426,943)	-10%	\$15,276,210	\$8,689,104	(\$6,587,106)	-43%	\$26,886,234	\$22,537,293	(\$4,348,941)	-16%
Automotive Dealers	\$129,206,831	\$117,777,186	(\$11,429,645)	-9%	\$481,025,341	\$241,483,774	(\$239,541,567)	-50%	\$835,336,814	\$512,682,791	(\$322,654,024)	-39%
Home Furnishing Stores	\$6,679,774	\$6,175,907	(\$503,867)	-8%	\$24,890,579	\$13,300,407	(\$11,590,172)	-47%	\$43,671,655	\$34,028,705	(\$9,642,950)	-22%
Limited-Service Eating Places	\$30,941,233	\$29,563,318	(\$1,377,914)	-4%	\$112,459,093	\$94,971,245	(\$17,487,848)	-16%	\$197,960,444	\$167,997,053	(\$29,963,391)	-15%
Office Supplies/Stationary/Gift	\$3,324,622	\$3,301,572	(\$23,051)	-1%	\$12,314,615	\$10,069,588	(\$2,245,027)	-18%	\$21,615,171	\$18,725,229	(\$2,889,942)	-13%
Full-Service Restaurants	\$30,256,244	\$33,748,431	\$3,492,187	12%	\$108,612,034	\$82,702,027	(\$25,910,007)	-24%	\$192,614,831	\$110,367,737	(\$82,247,094)	-43%
Gasoline Stations	\$52,443,881	\$60,591,006	\$8,147,126	16%	\$195,459,041	\$221,920,361	\$26,461,320	14%	\$342,582,683	\$355,164,413	\$12,581,730	4%
Shoe Stores	\$4,102,614	\$5,108,759	\$1,006,145	25%	\$15,240,473	\$9,834,851	(\$5,405,622)	-35%	\$26,525,200	\$9,904,484	(\$16,620,717)	-63%
Building Material/Supplies Dealers	\$37,010,464	\$47,253,543	\$10,243,079	28%	\$137,838,982	\$99,758,912	(\$38,080,071)	-28%	\$242,242,813	\$158,066,044	(\$84,176,769)	-35%
Department Stores	\$16,095,737	\$20,919,871	\$4,824,134	30%	\$59,908,491	\$89,157,453	\$29,248,962	49%	\$105,054,011	\$99,403,090	(\$5,650,921)	-5%
Book/Periodical/Music Stores	\$2,077,226	\$2,768,464	\$691,238	33%	\$7,737,320	\$6,143,109	(\$1,594,211)	-21%	\$13,620,841	\$7,697,673	(\$5,923,168)	-43%
Bar/Drinking Places (Alcoholic Beverages)	\$1,782,181	\$2,994,471	\$1,212,290	68%	\$6,267,025	\$6,611,260	\$344,235	5%	\$11,255,200	\$7,849,398	(\$3,405,802)	-30%
Consumer Demand/Market Supply Index	\$700,152,602	\$499,488,646	140		\$2,596,840,485	\$1,697,008,686	153		\$4,555,251,680	\$3,326,972,356	137	

Consumer Demand & Market Supply Assessment

Site: Del Monte Dr and San Pablo Ave
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Date Report Created: 6/20/2019

	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												
Furniture/Sleep/Outdoor/Patio Furniture	\$18,655,972	\$3,664,985	(\$14,990,987)	-80%	\$69,558,467	\$13,894,834	(\$55,663,633)	-80%	\$121,360,158	\$36,960,640	(\$84,399,518)	-70%
Computer Hardware/Software/Supplies	\$12,427,380	\$2,964,183	(\$9,463,197)	-76%	\$43,318,233	\$15,525,447	(\$27,792,785)	-64%	\$78,917,703	\$30,624,194	(\$48,293,509)	-61%
Pets/Pet Foods/Pet Supplies	\$6,499,436	\$2,251,795	(\$4,247,641)	-65%	\$23,982,309	\$10,328,642	(\$13,653,667)	-57%	\$41,507,071	\$21,253,682	(\$20,253,390)	-49%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$80,128,189	\$30,980,303	(\$49,147,886)	-61%	\$299,060,683	\$139,086,697	(\$159,973,986)	-53%	\$527,822,086	\$293,272,167	(\$234,549,919)	-44%
All Other Merchandise	\$26,746,698	\$11,562,300	(\$15,184,398)	-57%	\$99,567,490	\$46,230,449	(\$53,337,041)	-54%	\$174,245,689	\$90,117,083	(\$84,128,605)	-48%
Audio Equipment/Musical Instruments	\$3,871,409	\$1,697,314	(\$2,174,095)	-56%	\$14,444,018	\$6,537,555	(\$7,906,463)	-55%	\$25,390,594	\$11,436,823	(\$13,953,771)	-55%
Lawn/Garden/Farm Equipment/Supplies	\$11,048,414	\$5,437,341	(\$5,611,073)	-51%	\$41,101,337	\$23,177,486	(\$17,923,851)	-44%	\$72,076,694	\$45,997,287	(\$26,079,408)	-36%
Groceries/Other Food Items (Off Premises)	\$108,783,179	\$54,691,584	(\$54,091,595)	-50%	\$405,254,158	\$341,582,777	(\$63,671,381)	-16%	\$713,280,614	\$766,762,398	\$53,481,783	7%
Packaged Liquor/Wine/Beer	\$12,723,840	\$6,626,539	(\$6,097,301)	-48%	\$47,281,755	\$34,054,531	(\$13,227,224)	-28%	\$82,528,180	\$62,543,843	(\$19,984,338)	-24%
Automotive Tires/Tubes/Batteries/Parts	\$20,917,448	\$12,043,465	(\$8,873,982)	-42%	\$78,089,568	\$38,854,888	(\$39,234,680)	-50%	\$137,749,415	\$81,504,995	(\$56,244,420)	-41%
Kitchenware/Home Furnishings	\$8,178,192	\$4,869,706	(\$3,308,486)	-40%	\$30,440,173	\$16,008,402	(\$14,431,771)	-47%	\$53,371,721	\$34,517,986	(\$18,853,734)	-35%
Small Electric Appliances	\$1,464,922	\$899,309	(\$565,613)	-39%	\$5,460,014	\$3,691,585	(\$1,768,429)	-32%	\$9,562,178	\$7,981,883	(\$1,580,295)	-17%
Womens/Juniors/Misses Wear	\$25,882,520	\$16,753,028	(\$9,129,492)	-35%	\$96,333,634	\$47,495,255	(\$48,838,379)	-51%	\$168,583,790	\$85,816,855	(\$82,766,934)	-49%
Jewelry (including Watches)	\$6,114,555	\$4,052,372	(\$2,062,183)	-34%	\$22,794,210	\$12,814,648	(\$9,979,563)	-44%	\$39,911,199	\$21,530,993	(\$18,380,206)	-46%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,032,241	\$4,019,611	(\$2,012,630)	-33%	\$22,427,732	\$11,404,777	(\$11,022,955)	-49%	\$39,196,688	\$23,686,480	(\$15,510,207)	-40%
Books/Periodicals	\$2,801,698	\$2,020,345	(\$781,353)	-28%	\$10,457,488	\$5,405,076	(\$5,052,411)	-48%	\$18,430,456	\$8,411,442	(\$10,019,014)	-54%
Mens Wear	\$10,074,200	\$7,299,890	(\$2,774,310)	-28%	\$37,455,781	\$21,773,774	(\$15,682,007)	-42%	\$65,077,615	\$39,487,122	(\$25,590,493)	-39%
Photographic Equipment/Supplies	\$747,602	\$554,853	(\$192,749)	-26%	\$2,783,211	\$2,046,637	(\$736,574)	-26%	\$4,855,596	\$3,880,084	(\$975,512)	-20%
Cigars/Cigarettes/Tobacco/Accessories	\$7,741,203	\$5,790,829	(\$1,950,374)	-25%	\$29,036,687	\$24,711,934	(\$4,324,753)	-15%	\$51,877,327	\$51,007,733	(\$869,594)	-2%
Televisions/VCR/Video Cameras/DVD etc	\$4,421,989	\$3,342,996	(\$1,078,992)	-24%	\$16,493,155	\$12,929,108	(\$3,564,047)	-22%	\$28,979,332	\$26,990,308	(\$1,989,024)	-7%
Retailer Services	\$22,215,349	\$17,231,255	(\$4,984,094)	-22%	\$82,707,285	\$42,997,271	(\$39,710,013)	-48%	\$143,582,120	\$86,728,950	(\$56,853,170)	-40%
Toys/Hobby Goods/Games	\$3,421,516	\$2,670,654	(\$750,862)	-22%	\$12,712,550	\$9,326,035	(\$3,386,514)	-27%	\$22,307,409	\$18,861,464	(\$3,445,945)	-15%
Footwear, including Accessories	\$10,141,058	\$7,944,821	(\$2,196,237)	-22%	\$37,667,239	\$19,264,086	(\$18,403,153)	-49%	\$65,544,870	\$27,663,234	(\$37,881,636)	-58%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,143,501	\$2,542,611	(\$600,890)	-19%	\$11,662,375	\$9,051,015	(\$2,611,360)	-22%	\$20,256,032	\$19,378,652	(\$877,380)	-4%
Soaps/Detergents/Household Cleaners	\$3,309,721	\$2,768,464	(\$541,257)	-16%	\$12,290,137	\$12,878,823	\$588,687	5%	\$21,623,037	\$28,962,150	\$7,339,112	34%
Paper/Related Products	\$2,864,834	\$2,425,071	(\$439,763)	-15%	\$10,684,790	\$11,630,239	\$945,449	9%	\$18,886,224	\$27,910,703	\$9,024,480	48%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,625,085	\$1,381,458	(\$243,627)	-15%	\$6,056,957	\$5,197,939	(\$859,018)	-14%	\$10,618,423	\$11,600,098	\$981,675	9%
Autos/Cars/Vans/Trucks/Motorcycles	\$114,169,626	\$98,829,530	(\$15,340,097)	-13%	\$424,955,777	\$204,768,524	(\$220,187,253)	-52%	\$737,164,052	\$433,231,681	(\$303,932,371)	-41%
Childrens Wear/Infants/Toddlers Clothing	\$4,215,462	\$3,972,485	(\$242,977)	-6%	\$15,625,471	\$12,583,261	(\$3,042,210)	-19%	\$27,367,526	\$22,424,608	(\$4,942,918)	-18%
Sewing/Knitting Materials/Supplies	\$305,772	\$294,550	(\$11,222)	-4%	\$1,114,260	\$766,942	(\$347,319)	-31%	\$1,937,104	\$1,676,360	(\$260,744)	-13%
Alcoholic Drinks Served at the Establishment	\$13,012,634	\$12,905,888	(\$106,745)	-1%	\$45,573,530	\$31,483,466	(\$14,090,064)	-31%	\$82,041,667	\$41,750,759	(\$40,290,908)	-49%
Floor/Floor Coverings	\$5,213,031	\$5,229,473	\$16,441	0%	\$19,465,570	\$11,669,460	(\$7,796,110)	-40%	\$34,388,835	\$24,026,246	(\$10,362,589)	-30%
Meats/Nonalcoholic Beverages	\$59,641,353	\$60,191,009	\$549,657	1%	\$216,845,491	\$179,526,295	(\$37,319,196)	-17%	\$381,587,670	\$290,941,391	(\$90,646,280)	-24%
Major Household Appliances	\$2,674,549	\$2,761,267	\$86,717	3%	\$9,901,693	\$7,456,920	(\$2,444,773)	-25%	\$17,021,753	\$11,472,103	(\$5,549,649)	-33%
Automotive Lubricants (incl Oil, Greases)	\$2,674,549	\$2,761,267	\$86,717	3%	\$9,901,693	\$7,456,920	(\$2,444,773)	-25%	\$17,021,753	\$11,472,103	(\$5,549,649)	-33%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,249,812	\$12,263,344	\$2,013,532	20%	\$38,242,329	\$28,241,500	(\$10,000,829)	-26%	\$67,521,395	\$47,919,478	(\$19,601,916)	-29%
Automotive Fuels	\$48,628,996	\$58,896,053	\$10,267,057	21%	\$181,251,357	\$222,176,663	\$40,925,306	23%	\$317,191,924	\$386,240,587	\$69,048,663	22%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,271,486	\$1,589,285	\$317,799	25%	\$4,777,215	\$8,123,978	\$3,346,763	70%	\$8,466,591	\$17,401,073	\$8,934,483	106%
Dimensional Lumber/Other Building Materials	\$14,915,027	\$19,592,410	\$4,677,383	31%	\$55,513,271	\$41,473,477	(\$14,039,794)	-25%	\$97,540,730	\$65,904,841	(\$31,635,889)	-32%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,692,278	\$3,549,173	\$856,896	32%	\$10,034,193	\$7,635,453	(\$2,398,740)	-24%	\$17,666,843	\$12,349,941	(\$5,316,902)	-30%

Consumer Demand & Market Supply Assessment

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019



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

Market Outlook is based on the following -

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

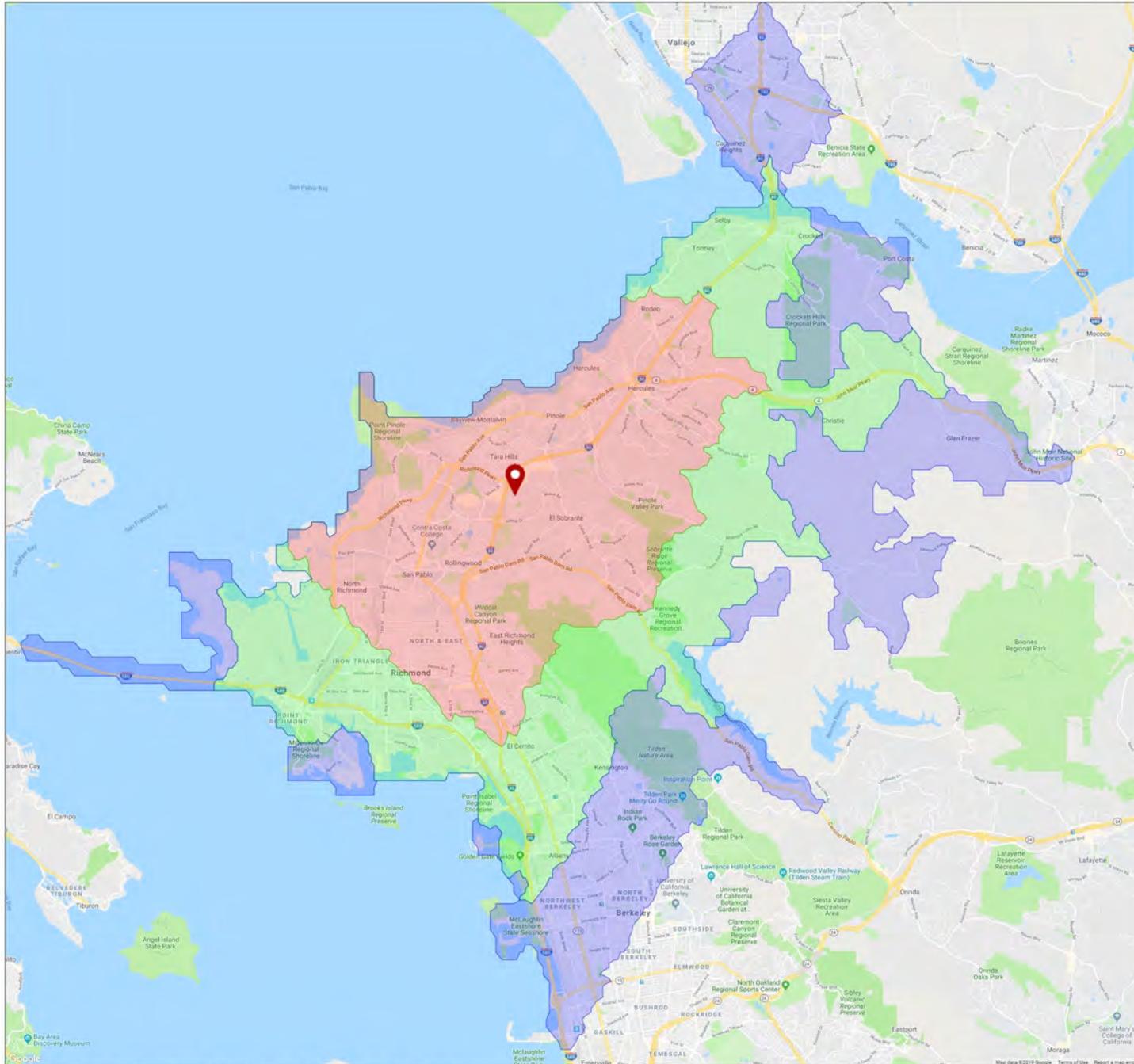
Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

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

Consumer Demand/Market Supply Index:

- n = 100 (Equilibrium)
- n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
- n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

I-80 and Fitzgerald Dr



INSIGHT
MARKET ANALYTICS
Hdl ECONsolutions

Drive Time: 10, 15, 20 Mins

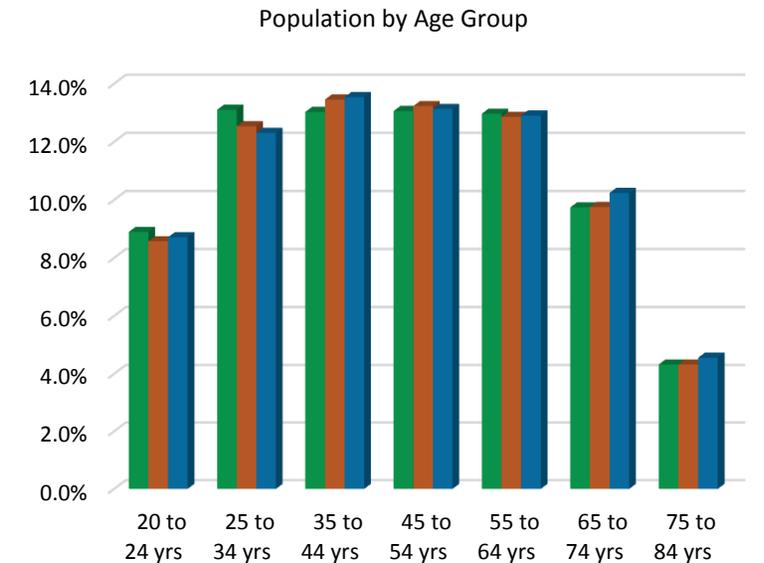
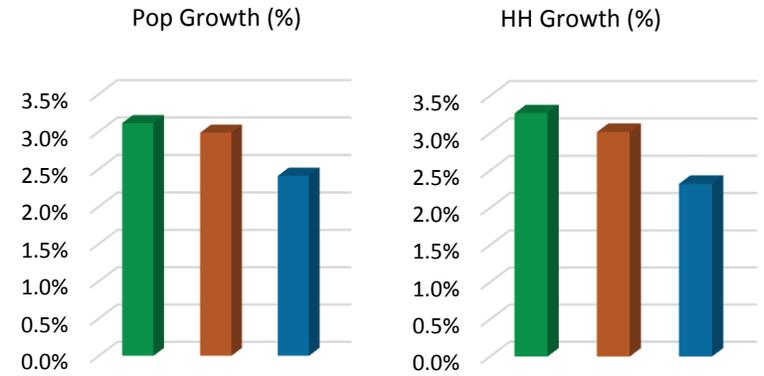
Scale In Miles:



Consumer Demographic Profile

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	189,757	---	273,509	---	377,454	---
5 Year Projected Pop	195,666	---	281,674	---	386,553	---
Pop Growth (%)	3.1%	---	3.0%	---	2.4%	---
Households	64,264	---	96,766	---	141,307	---
5 Year Projected HHs	66,364	---	99,685	---	144,590	---
HH Growth (%)	3.3%	---	3.0%	---	2.3%	---
Census Stats						
2000 Population	169,171	---	246,542	---	342,058	---
2010 Population	178,161	---	256,799	---	354,883	---
Pop Growth (%)	5.3%	---	4.2%	---	3.7%	---
2000 Households	56,994	---	87,305	---	127,607	---
2010 Households	60,028	---	90,639	---	132,469	---
HH Growth (%)	5.3%	---	3.8%	---	3.8%	---
Total Population by Age						
Average Age	39.3		39.4		39.9	
19 yrs & under	44,433	23.4%	65,024	23.8%	87,018	23.1%
20 to 24 yrs	16,877	8.9%	23,439	8.6%	32,874	8.7%
25 to 34 yrs	24,862	13.1%	34,279	12.5%	46,455	12.3%
35 to 44 yrs	24,722	13.0%	36,806	13.5%	51,098	13.5%
45 to 54 yrs	24,786	13.1%	36,180	13.2%	49,556	13.1%
55 to 64 yrs	24,609	13.0%	35,178	12.9%	48,710	12.9%
65 to 74 yrs	18,479	9.7%	26,673	9.8%	38,646	10.2%
75 to 84 yrs	8,210	4.3%	11,817	4.3%	17,214	4.6%
85 + yrs	2,780	1.5%	4,112	1.5%	5,883	1.6%
Population Bases						
20-34 yrs	41,739	22.0%	57,719	21.1%	79,329	21.0%
45-64 yrs	49,395	26.0%	71,359	26.1%	98,266	26.0%
16 yrs +	149,973	79.0%	215,197	78.7%	299,111	79.2%
25 yrs +	128,447	67.7%	185,045	67.7%	257,562	68.2%
65 yrs +	29,469	15.5%	42,602	15.6%	61,743	16.4%
75 yrs +	10,990	5.8%	15,929	5.8%	23,096	6.1%
85 yrs +	2,780	1.5%	4,112	1.5%	5,883	1.6%

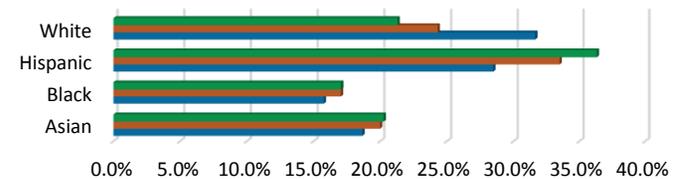


Consumer Demographic Profile

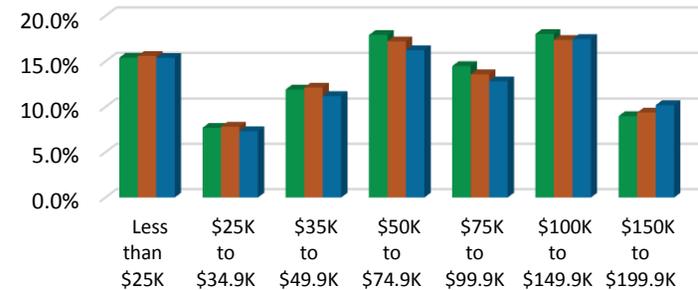
Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	40,405	21.3%	66,474	24.3%	119,417	31.6%
Hispanic	68,911	36.3%	91,602	33.5%	107,473	28.5%
Black	32,386	17.1%	46,645	17.1%	59,505	15.8%
Asian	38,458	20.3%	54,673	20.0%	70,472	18.7%
Ancestry						
American Indian (ancestry)	555	0.3%	803	0.3%	1,122	0.3%
Hawaiian (ancestry)	949	0.5%	1,313	0.5%	1,723	0.5%
Household Income						
Per Capita Income	\$30,190	---	\$32,673	---	\$37,839	---
Average HH Income	\$89,146	---	\$92,352	---	\$101,076	---
Median HH Income	\$70,242	---	\$70,400	---	\$74,749	---
Less than \$25K	9,902	15.4%	15,100	15.6%	21,739	15.4%
\$25K to \$34.9K	4,944	7.7%	7,574	7.8%	10,355	7.3%
\$35K to \$49.9K	7,663	11.9%	11,741	12.1%	15,821	11.2%
\$50K to \$74.9K	11,503	17.9%	16,646	17.2%	22,939	16.2%
\$75K to \$99.9K	9,307	14.5%	13,145	13.6%	18,112	12.8%
\$100K to \$149.9K	11,574	18.0%	16,802	17.4%	24,664	17.5%
\$150K to \$199.9K	5,782	9.0%	9,075	9.4%	14,402	10.2%
\$200K +	3,589	5.6%	6,684	6.9%	13,274	9.4%
Education						
Less than 9th Grade	15,827	12.3%	20,341	11.0%	22,440	8.7%
Some HS, No Diploma	9,548	7.4%	13,523	7.3%	15,979	6.2%
HS Grad (or Equivalent)	27,469	21.4%	36,491	19.7%	45,244	17.6%
Some College, No Degree	29,688	23.1%	40,050	21.6%	52,033	20.2%
Associate Degree	11,003	8.6%	14,853	8.0%	18,824	7.3%
Bachelor Degree	23,406	18.2%	37,159	20.1%	58,084	22.6%
Graduates Degree	7,728	6.0%	14,468	7.8%	27,779	10.8%

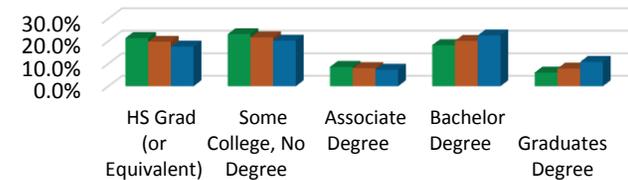
Ethnic Breakdown



Household Income Levels - %



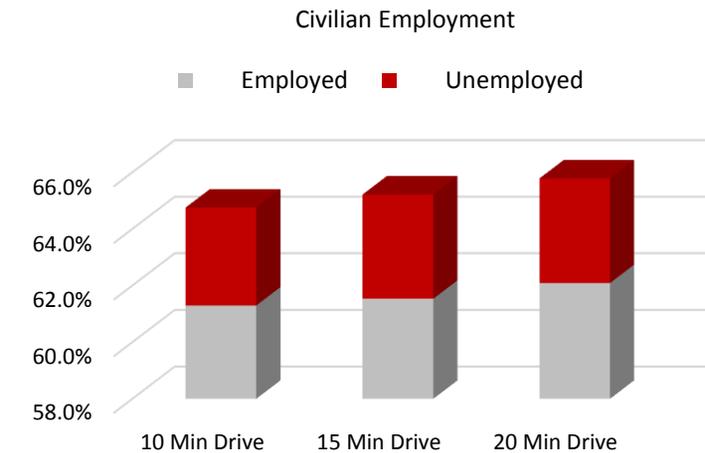
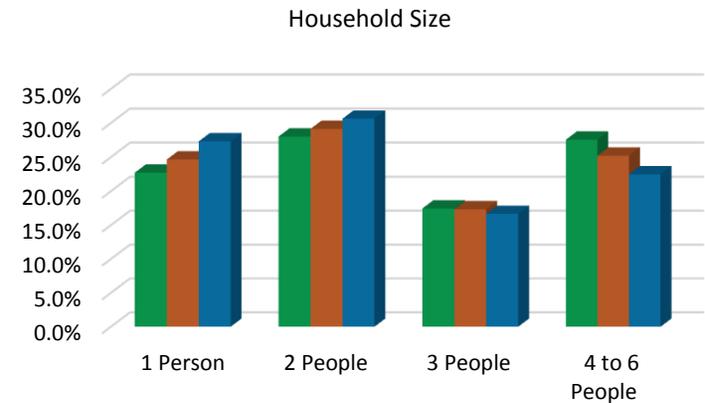
Education



Consumer Demographic Profile

Site: I-80 and Fitzgerald Dr
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Date Report Created: 6/20/2019

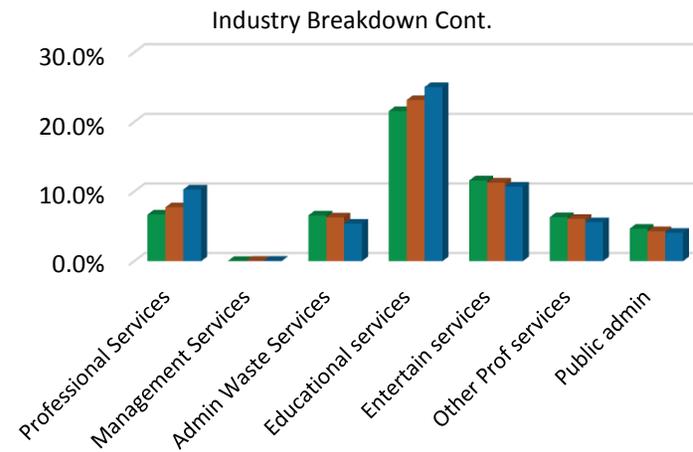
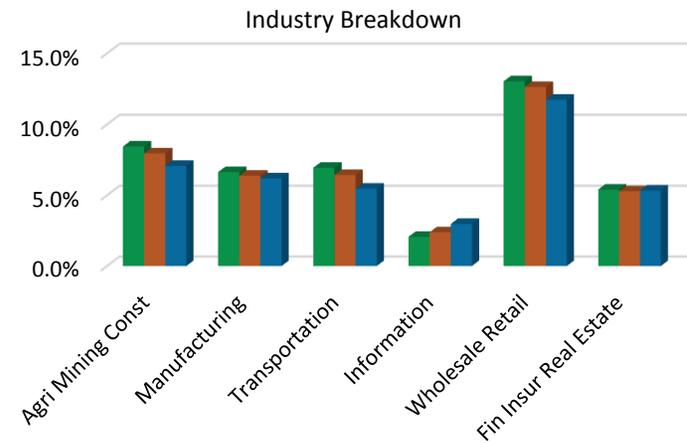
	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	45,814		66,366		90,314	
Single - Male	2,471	5.4%	3,424	5.2%	4,397	4.9%
Single - Female	5,939	13.0%	8,607	13.0%	11,106	12.3%
Single Parent - Male	1,495	3.3%	2,215	3.3%	3,036	3.4%
Single Parent - Female	4,941	10.8%	7,429	11.2%	9,540	10.6%
Married w/ Children	13,035	28.5%	19,505	29.4%	26,141	28.9%
Married w/out Children	17,933	39.1%	25,186	38.0%	36,093	40.0%
Household Size						
1 Person	14,600	22.7%	23,844	24.6%	38,590	27.3%
2 People	18,005	28.0%	28,202	29.1%	43,283	30.6%
3 People	11,226	17.5%	16,802	17.4%	23,548	16.7%
4 to 6 People	17,714	27.6%	24,399	25.2%	31,768	22.5%
7+ People	2,719	4.2%	3,519	3.6%	4,117	2.9%
Home Ownership	64,264		96,766		141,307	
Owners	39,935	62.1%	56,436	58.3%	80,740	57.1%
Renters	24,328	37.9%	40,330	41.7%	60,566	42.9%
Components of Change						
Births	2,213	1.2%	3,109	1.1%	4,235	1.1%
Deaths	1,370	0.7%	1,993	0.7%	2,864	0.8%
Migration	-608	-0.3%	-759	-0.3%	-721	-0.2%
Employment (Pop 16+)	149,973		215,197		299,111	
Armed Services	156	0.1%	208	0.1%	307	0.1%
Civilian	97,110	64.8%	140,343	65.2%	196,776	65.8%
Employed	91,928	61.3%	132,418	61.5%	185,716	62.1%
Unemployed	5,182	3.5%	7,925	3.7%	11,061	3.7%
Not in Labor Force	52,707	35.1%	74,645	34.7%	102,027	34.1%
Employed Population	91,928		132,418		185,716	
White Collar	52,207	56.8%	78,965	59.6%	120,597	64.9%
Blue Collar	39,720	43.2%	53,453	40.4%	65,119	35.1%



Consumer Demographic Profile

Site: I-80 and Fitzgerald Dr
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	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	91,928		132,418		185,716	
White Collar	52,207	56.8%	78,965	59.6%	120,597	64.9%
Managerial executive	11,161	12.1%	17,315	13.1%	27,706	14.9%
Prof specialty	17,221	18.7%	29,107	22.0%	50,841	27.4%
Healthcare support	2,002	2.2%	2,741	2.1%	3,488	1.9%
Sales	8,452	9.2%	11,997	9.1%	16,046	8.6%
Office Admin	13,370	14.5%	17,806	13.4%	22,516	12.1%
Blue Collar	39,720	43.2%	53,453	40.4%	65,119	35.1%
Protective	2,197	2.4%	2,782	2.1%	3,605	1.9%
Food Prep Serving	6,708	7.3%	8,945	6.8%	11,120	6.0%
Bldg Maint/Cleaning	6,510	7.1%	8,880	6.7%	9,966	5.4%
Personal Care	4,309	4.7%	6,243	4.7%	8,410	4.5%
Farming/Fishing/Forestry	259	0.3%	416	0.3%	518	0.3%
Construction	9,365	10.2%	12,179	9.2%	14,582	7.9%
Production Transp	10,372	11.3%	14,009	10.6%	16,919	9.1%
Employment By Industry	91,928		132,418		185,716	
Agri Mining Const	7,761	8.4%	10,540	8.0%	13,164	7.1%
Manufacturing	6,103	6.6%	8,450	6.4%	11,517	6.2%
Transportation	6,384	6.9%	8,522	6.4%	10,159	5.5%
Information	1,897	2.1%	3,163	2.4%	5,521	3.0%
Wholesale Retail	11,978	13.0%	16,733	12.6%	21,816	11.7%
Fin Insur Real Estate	4,972	5.4%	6,994	5.3%	9,920	5.3%
Professional Services	6,164	6.7%	10,254	7.7%	19,139	10.3%
Management Services	36	0.0%	68	0.1%	109	0.1%
Admin Waste Services	6,044	6.6%	8,342	6.3%	10,010	5.4%
Educational services	19,826	21.6%	30,664	23.2%	46,477	25.0%
Entertain services	10,658	11.6%	14,947	11.3%	19,896	10.7%
Other Prof services	5,805	6.3%	8,052	6.1%	10,408	5.6%
Public admin	4,299	4.7%	5,689	4.3%	7,579	4.1%



Household Segmentation Profile

Site: I-80 and Fitzgerald Dr
 Address: I-80 and Fitzgerald Dr | Pinole CA
 Date: 6/20/2019



Hcl ECONSolutions

Trade Area 1:

Trade Area 2:

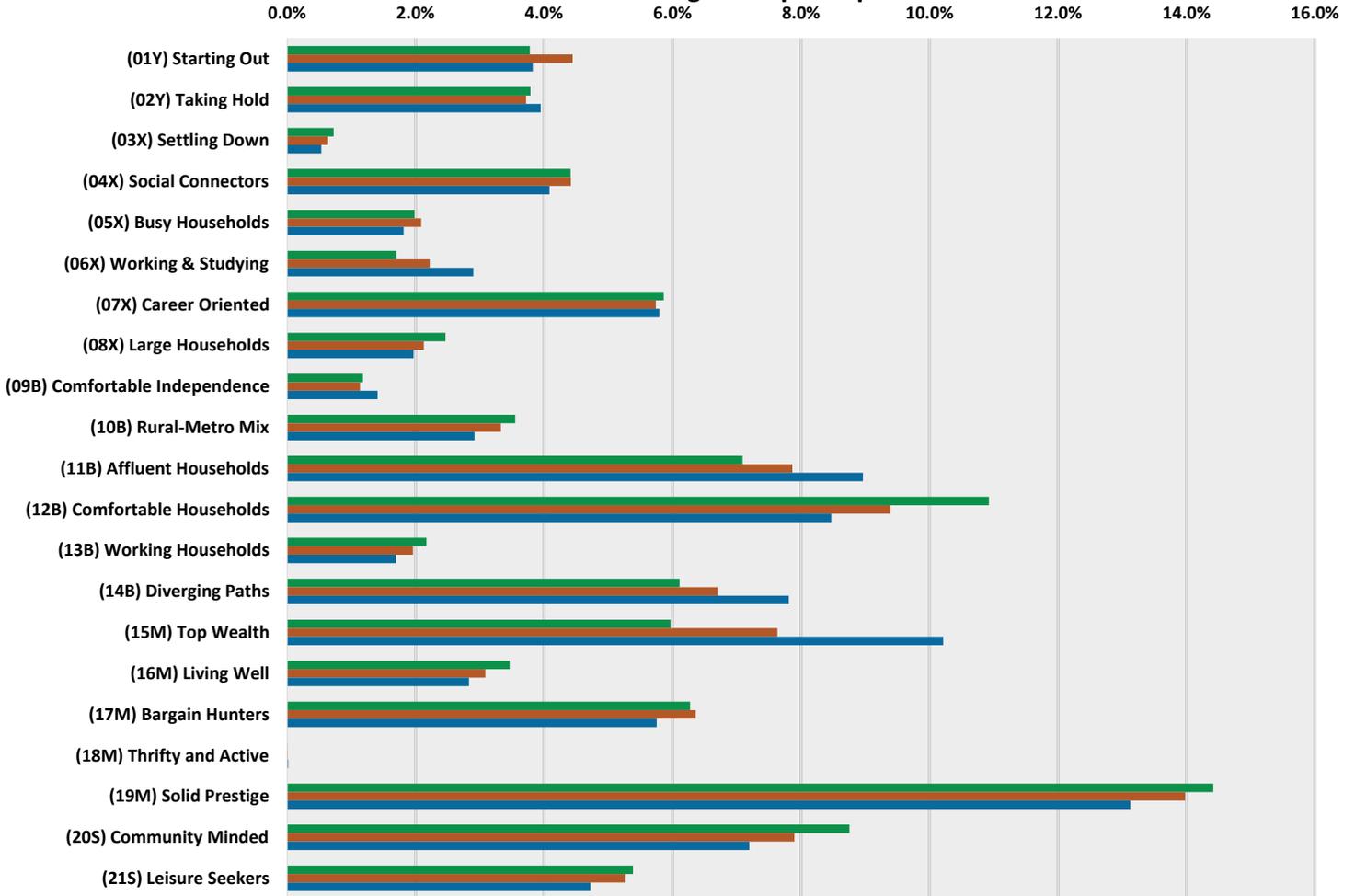
Trade Area 3:

10 Min Drive

15 Min Drive

20 Min Drive

Household Lifestage Group Comparison



Trade Area 1:

Trade Area 2:

Trade Area 3:

10 Min Drive

15 Min Drive

20 Min Drive

Total Households

61,329

100%

92,645

100%

135,139

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	3,819	6.2%	5,697	6.1%	7,990	5.9%
2	08- Solid Surroundings	(19M) Solid Prestige	3,635	5.9%	5,188	5.6%	6,865	5.1%
3	17- Firmly Established	(12B) Comfortable Households	3,385	5.5%	4,161	4.5%	5,334	3.9%
4	13- Work & Play	(12B) Comfortable Households	3,314	5.4%	4,540	4.9%	6,112	4.5%
5	36- Persistent & Productive	(20S) Community Minded	3,169	5.2%	4,423	4.8%	5,785	4.3%
6	04- Top Professionals	(11B) Affluent Households	3,012	4.9%	4,740	5.1%	6,739	5.0%
7	33- Urban Diversity	(14B) Diverging Paths	2,840	4.6%	4,898	5.3%	8,463	6.3%
8	03- Corporate Connected	(15M) Top Wealth	2,690	4.4%	4,627	5.0%	7,196	5.3%
9	53- Metro Strivers	(10B) Rural-Metro Mix	2,174	3.5%	3,077	3.3%	3,901	2.9%
10	26- Getting Established	(07X) Career Oriented	1,837	3.0%	2,818	3.0%	4,418	3.3%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: I-80 and Fitzgerald Dr | Pinole CA

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

Hdl® ECONsolutions

TOTAL HOUSEHOLDS		61,329	100%	92,645	100%	135,139	100%
Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
(01Y) Starting Out		2,316	3.8%	4,117	4.4%	5,168	3.8%
	39- Setting Goals	364	0.6%	622	0.7%	721	0.5%
	45- Offices & Entertainment	435	0.7%	708	0.8%	980	0.7%
	57- Collegiate Crowd	734	1.2%	1,426	1.5%	1,827	1.4%
	58- Outdoor Fervor	0	0.0%	0	0.0%	15	0.0%
	67- First Steps	783	1.3%	1,361	1.5%	1,625	1.2%
(02Y) Taking Hold		2,323	3.8%	3,447	3.7%	5,338	3.9%
	18- Climbing the Ladder	190	0.3%	240	0.3%	299	0.2%
	21- Children First	493	0.8%	655	0.7%	881	0.7%
	24- Career Building	1,432	2.3%	2,293	2.5%	3,830	2.8%
	30- Out & About	208	0.3%	259	0.3%	327	0.2%
(03X) Settling Down		444	0.7%	591	0.6%	718	0.5%
	34- Outward Bound	1	0.0%	1	0.0%	3	0.0%
	41- Rural Adventure	21	0.0%	28	0.0%	35	0.0%
	46- Rural & Active	421	0.7%	562	0.6%	680	0.5%
(04X) Social Connectors		2,707	4.4%	4,091	4.4%	5,521	4.1%
	42- Creative Variety	713	1.2%	984	1.1%	1,222	0.9%
	52- Stylish & Striving	824	1.3%	1,389	1.5%	1,947	1.4%
	59- Mobile Mixers	1,170	1.9%	1,718	1.9%	2,352	1.7%
(05X) Busy Households		1,215	2.0%	1,933	2.1%	2,454	1.8%
	37- Firm Foundations	476	0.8%	663	0.7%	828	0.6%
	62- Movies & Sports	739	1.2%	1,269	1.4%	1,625	1.2%
(06X) Working & Studying		1,043	1.7%	2,058	2.2%	3,919	2.9%
	61- City Life	221	0.4%	649	0.7%	2,237	1.7%
	69- Productive Havens	285	0.5%	496	0.5%	578	0.4%
	70- Favorably Frugal	538	0.9%	913	1.0%	1,104	0.8%
(07X) Career Oriented		3,594	5.9%	5,317	5.7%	7,833	5.8%
	06- Casual Comfort	865	1.4%	1,231	1.3%	1,707	1.3%
	10- Careers & Travel	576	0.9%	895	1.0%	1,265	0.9%
	20- Carving Out Time	316	0.5%	373	0.4%	443	0.3%
	26- Getting Established	1,837	3.0%	2,818	3.0%	4,418	3.3%
(08X) Large Households		1,513	2.5%	1,974	2.1%	2,662	2.0%
	11- Schools & Shopping	338	0.6%	465	0.5%	676	0.5%
	12- On the Go	487	0.8%	661	0.7%	888	0.7%
	19- Country Comfort	2	0.0%	10	0.0%	25	0.0%
	27- Tenured Proprietors	686	1.1%	838	0.9%	1,073	0.8%
(09B) Comfortable Independence		724	1.2%	1,053	1.1%	1,902	1.4%
	29- City Mixers	2	0.0%	55	0.1%	591	0.4%
	35- Working & Active	384	0.6%	534	0.6%	711	0.5%
	56- Metro Active	338	0.6%	464	0.5%	600	0.4%
(10B) Rural-Metro Mix		2,177	3.6%	3,084	3.3%	3,944	2.9%
	47- Rural Parents	0	0.0%	3	0.0%	24	0.0%
	53- Metro Strivers	2,174	3.5%	3,077	3.3%	3,901	2.9%
	60- Rural & Mobile	3	0.0%	5	0.0%	19	0.0%

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

Household Segmentation Profile

Market: I-80 and Fitzgerald Dr | Pinole CA

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

HDIP ECONsolutions

TOTAL HOUSEHOLDS		61,329	100%	92,645	100%	135,139	100%
Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
(11B) Affluent Households		4,348	7.1%	7,287	7.9%	12,114	9.0%
	01- Summit Estates	553	0.9%	1,462	1.6%	3,879	2.9%
	04- Top Professionals	3,012	4.9%	4,740	5.1%	6,739	5.0%
	07- Active Lifestyles	782	1.3%	1,085	1.2%	1,496	1.1%
(12B) Comfortable Households		6,699	10.9%	8,701	9.4%	11,447	8.5%
	13- Work & Play	3,314	5.4%	4,540	4.9%	6,112	4.5%
	17- Firmly Established	3,385	5.5%	4,161	4.5%	5,334	3.9%
(13B) Working Households		1,330	2.2%	1,817	2.0%	2,289	1.7%
	38- Occupational Mix	1,330	2.2%	1,817	2.0%	2,283	1.7%
	48- Farm & Home	0	0.0%	1	0.0%	7	0.0%
(14B) Diverging Paths		3,747	6.1%	6,207	6.7%	10,557	7.8%
	16- Country Enthusiasts	0	0.0%	4	0.0%	20	0.0%
	22- Comfortable Cornerstones	340	0.6%	411	0.4%	514	0.4%
	31- Mid-American	448	0.7%	593	0.6%	720	0.5%
	32- Metro Mix	119	0.2%	301	0.3%	840	0.6%
	33- Urban Diversity	2,840	4.6%	4,898	5.3%	8,463	6.3%
(15M) Top Wealth		3,659	6.0%	7,071	7.6%	13,804	10.2%
	02- Established Elite	970	1.6%	2,444	2.6%	6,607	4.9%
	03- Corporate Connected	2,690	4.4%	4,627	5.0%	7,196	5.3%
(16M) Living Well		2,124	3.5%	2,858	3.1%	3,828	2.8%
	14- Career Centered	1,570	2.6%	2,221	2.4%	3,021	2.2%
	15- Country Ways	0	0.0%	3	0.0%	8	0.0%
	23- Good Neighbors	554	0.9%	633	0.7%	800	0.6%
(17M) Bargain Hunters		3,848	6.3%	5,892	6.4%	7,773	5.8%
	43- Work & Causes	701	1.1%	975	1.1%	1,278	0.9%
	44- Open Houses	771	1.3%	1,118	1.2%	1,522	1.1%
	55- Community Life	581	0.9%	777	0.8%	925	0.7%
	63- Staying Home	1,480	2.4%	2,470	2.7%	3,357	2.5%
	68- Staying Healthy	315	0.5%	553	0.6%	691	0.5%
(18M) Thrifty & Active		1	0.0%	10	0.0%	26	0.0%
	40- Great Outdoors	0	0.0%	2	0.0%	5	0.0%
	50- Rural Community	0	0.0%	5	0.0%	12	0.0%
	54- Work & Outdoors	0	0.0%	3	0.0%	8	0.0%
(19M) Solid Prestige		8,843	14.4%	12,950	14.0%	17,742	13.1%
	05- Active & Involved	1,389	2.3%	2,065	2.2%	2,886	2.1%
	08- Solid Surroundings	3,635	5.9%	5,188	5.6%	6,865	5.1%
	09- Busy Schedules	3,819	6.2%	5,697	6.1%	7,990	5.9%
(20S) Community Minded		5,369	8.8%	7,315	7.9%	9,720	7.2%
	25- Clubs & Causes	1,226	2.0%	1,580	1.7%	2,086	1.5%
	28- Community Pillars	974	1.6%	1,312	1.4%	1,850	1.4%
	36- Persistent & Productive	3,169	5.2%	4,423	4.8%	5,785	4.3%
(21S) Leisure Seekers		3,302	5.4%	4,871	5.3%	6,381	4.7%
	49- Home & Garden	569	0.9%	758	0.8%	1,106	0.8%
	51- Role Models	705	1.1%	944	1.0%	1,172	0.9%
	64- Practical & Careful	404	0.7%	614	0.7%	846	0.6%
	65- Hobbies & Shopping	900	1.5%	1,409	1.5%	1,712	1.3%
	66- Helping Hands	725	1.2%	1,146	1.2%	1,545	1.1%

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

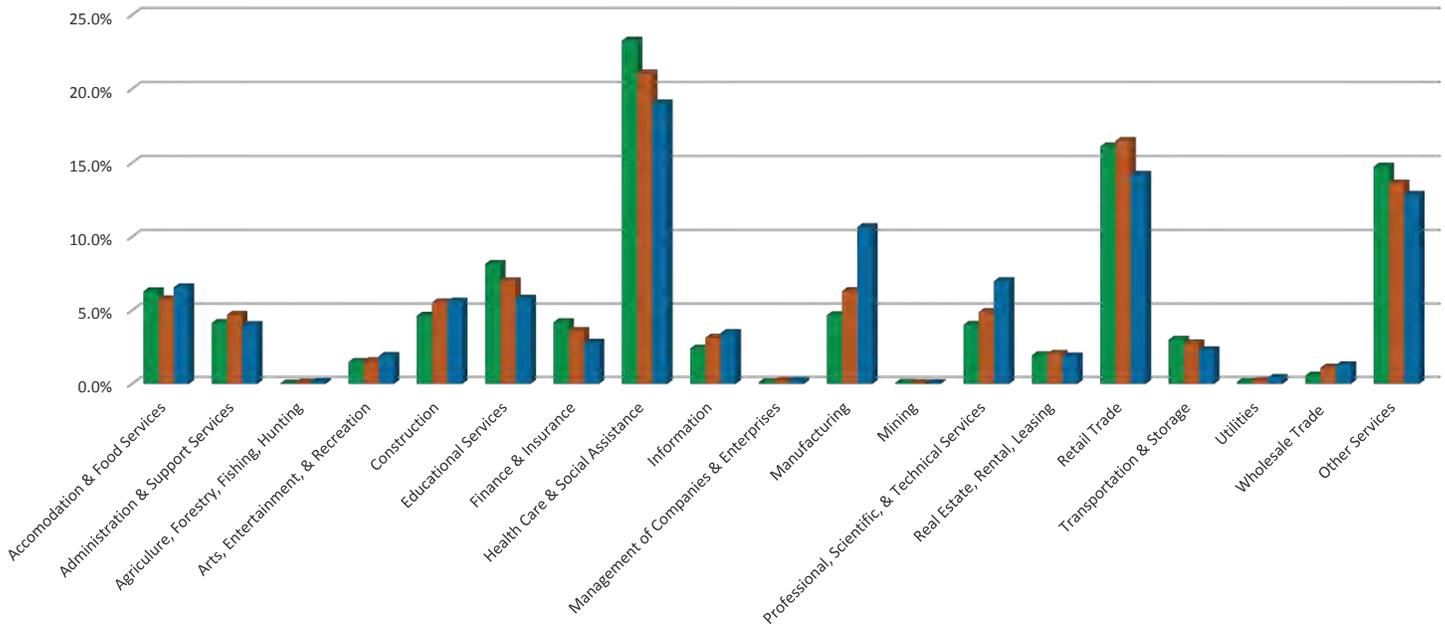
Employment Profile

Site: I-80 and Fitzgerald Dr
 Address: I-80 and Fitzgerald Dr | Pinole CA
 Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
Daytime Population	156,789		231,532		337,386	
Student Population	43,057		57,203		75,741	
Median Employee Salary	51,306		51,349		52,175	
Average Employee Salary	60,437		60,736		61,965	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	1,296	2.7%	2,255	2.9%	3,580	2.8%
15,000 to 30,000 CrYr	1,300	2.7%	2,005	2.6%	3,960	3.1%
30,000 to 45,000 CrYr	17,338	36.6%	28,456	36.2%	44,571	34.8%
45,000 to 60,000 CrYr	9,395	19.8%	15,486	19.7%	24,529	19.1%
60,000 to 75,000 CrYr	5,812	12.3%	9,579	12.2%	15,459	12.1%
75,000 to 90,000 CrYr	4,495	9.5%	7,626	9.7%	12,428	9.7%
90,000 to 100,000 CrYr	1,368	2.9%	2,422	3.1%	4,375	3.4%
Over 100,000 CrYr	6,363	13.4%	10,705	13.6%	19,285	15.0%

Industry Groups

Employee's by Industry



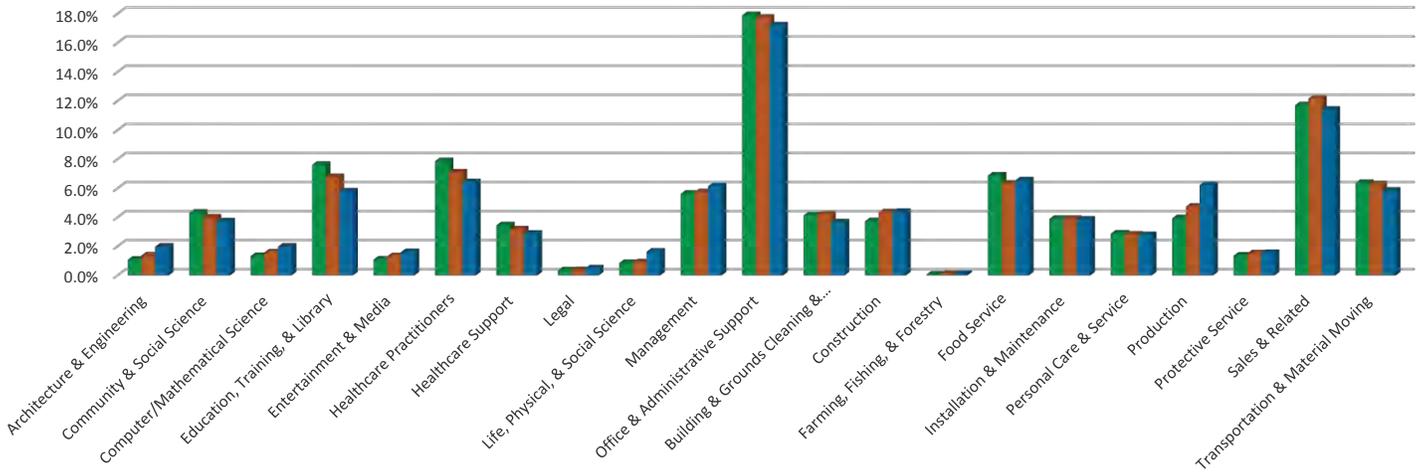
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	2,777	100%	47,368	100%	4,588	100%	78,534	100%	8,024	100%	128,187	100%
Accommodation & Food Services	182	6.5%	2,982	6.3%	286	6.2%	4,515	5.7%	513	6.4%	8,421	6.6%
Administration & Support Services	90	3.3%	1,967	4.2%	136	3.0%	3,689	4.7%	230	2.9%	5,133	4.0%
Agriculture, Forestry, Fishing, Hunting	2	0.1%	10	0.0%	10	0.2%	78	0.1%	20	0.2%	174	0.1%
Arts, Entertainment, & Recreation	61	2.2%	706	1.5%	100	2.2%	1,218	1.6%	181	2.3%	2,431	1.9%
Construction	133	4.8%	2,197	4.6%	238	5.2%	4,346	5.5%	385	4.8%	7,182	5.6%
Educational Services	100	3.6%	3,867	8.2%	146	3.2%	5,484	7.0%	227	2.8%	7,435	5.8%
Finance & Insurance	140	5.1%	1,987	4.2%	199	4.3%	2,820	3.6%	298	3.7%	3,595	2.8%
Health Care & Social Assistance	547	19.7%	11,019	23.3%	892	19.5%	16,522	21.0%	1,445	18.0%	24,369	19.0%
Information	45	1.6%	1,140	2.4%	76	1.7%	2,465	3.1%	186	2.3%	4,422	3.4%
Management of Companies & Enterprises	2	0.1%	48	0.1%	3	0.1%	161	0.2%	6	0.1%	274	0.2%
Manufacturing	90	3.3%	2,215	4.7%	181	3.9%	4,954	6.3%	333	4.2%	13,656	10.7%
Mining	2	0.1%	35	0.1%	3	0.1%	39	0.0%	4	0.0%	55	0.0%
Professional, Scientific, & Technical Services	196	7.1%	1,905	4.0%	380	8.3%	3,837	4.9%	905	11.3%	8,957	7.0%
Real Estate, Rental, Leasing	128	4.6%	922	1.9%	192	4.2%	1,598	2.0%	323	4.0%	2,393	1.9%
Retail Trade	396	14.3%	7,631	16.1%	639	13.9%	12,946	16.5%	1,076	13.4%	18,181	14.2%
Transportation & Storage	51	1.8%	1,423	3.0%	78	1.7%	2,165	2.8%	138	1.7%	2,926	2.3%
Utilities	2	0.1%	62	0.1%	6	0.1%	165	0.2%	9	0.1%	505	0.4%
Wholesale Trade	31	1.1%	269	0.6%	80	1.8%	861	1.1%	150	1.9%	1,625	1.3%
Other Services	576	20.7%	6,984	14.7%	942	20.5%	10,674	13.6%	1,594	19.9%	16,451	12.8%

Employment Profile

Site: I-80 and Fitzgerald Dr
 Address: I-80 and Fitzgerald Dr | Pinole CA
 Date Report Created: 6/20/2019

Occupations	10 Min Drive		15 Min Drive		20 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	25,941	54.8%	41,833	53.3%	68,225	53.2%
Architecture & Engineering	509	1.1%	1,075	1.4%	2,524	2.0%
Community & Social Science	2,041	4.3%	3,128	4.0%	4,758	3.7%
Computer/Mathematical Science	625	1.3%	1,235	1.6%	2,529	2.0%
Education, Training, & Library	3,603	7.6%	5,317	6.8%	7,394	5.8%
Entertainment & Media	515	1.1%	1,028	1.3%	2,041	1.6%
Healthcare Practitioners	3,721	7.9%	5,563	7.1%	8,215	6.4%
Healthcare Support	1,630	3.4%	2,481	3.2%	3,676	2.9%
Legal	157	0.3%	268	0.3%	613	0.5%
Life, Physical, & Social Science	403	0.9%	697	0.9%	2,080	1.6%
Management	2,660	5.6%	4,494	5.7%	7,867	6.1%
Office & Administrative Support	8,473	17.9%	13,909	17.7%	22,020	17.2%
Blue Collar	21,265	44.9%	36,360	46.3%	59,253	46.2%
Building & Grounds Cleaning & Maintenance	1,958	4.1%	3,289	4.2%	4,672	3.6%
Construction	1,765	3.7%	3,407	4.3%	5,595	4.4%
Farming, Fishing, & Forestry	26	0.1%	76	0.1%	132	0.1%
Food Service	3,255	6.9%	4,954	6.3%	8,380	6.5%
Installation & Maintenance	1,840	3.9%	3,052	3.9%	4,918	3.8%
Personal Care & Service	1,360	2.9%	2,206	2.8%	3,545	2.8%
Production	1,861	3.9%	3,715	4.7%	7,963	6.2%
Protective Service	643	1.4%	1,187	1.5%	1,968	1.5%
Sales & Related	5,543	11.7%	9,552	12.2%	14,604	11.4%
Transportation & Material Moving	3,016	6.4%	4,922	6.3%	7,476	5.8%
Military Services	162	0.3%	342	0.4%	709	0.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	47,368	78,534	128,187
2018 Q3	44,303	74,261	122,327
2018 Q2	46,530	77,315	126,073
2018 Q1	48,360	80,170	129,280
2017 Q4	49,004	80,814	130,602
2017 Q3	46,426	77,057	125,605
2017 Q2	49,421	81,214	130,655
2017 Q1	49,178	80,908	130,530
2016 Q4	49,556	81,588	132,041

Consumer Demand & Market Supply Assessment

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive				15 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	%	Consumer Demand	Market Supply	Opportunity Gap/Surplus	%	Consumer Demand	Market Supply	Opportunity Gap/Surplus	%
Demographics												
Population	189,757				273,509				377,454			
5-Year Population estimate	195,666				281,674				386,553			
Population Households	187,995				271,127				373,902			
Group Quarters Population	1,762				2,382				3,552			
Households	64,264				96,766				141,307			
5-Year Households estimate	66,364				99,685				144,590			
WorkPlace Establishments	2,777				4,588				8,024			
Workplace Employees	47,368				78,534				128,187			
Median Household Income	\$70,242				\$70,400				\$74,749			
By Establishments												
Electronic Shopping/Mail Order Houses	\$475,847,159	\$42,143,986	(\$433,703,174)	-91%	\$692,073,720	\$142,510,734	(\$549,562,986)	-79%	\$970,633,960	\$250,150,009	(\$720,483,951)	-74%
Vending Machine Operators (Non-Store)	\$21,931,769	\$3,173,585	(\$18,758,184)	-86%	\$31,731,954	\$3,173,585	(\$28,558,369)	-90%	\$44,114,842	\$3,173,585	(\$40,941,257)	-93%
Other Motor Vehicle Dealers	\$41,953,555	\$6,797,690	(\$35,155,864)	-84%	\$60,416,316	\$9,928,462	(\$50,487,854)	-84%	\$84,048,977	\$17,079,594	(\$66,969,383)	-80%
Furniture Stores	\$37,938,357	\$6,717,620	(\$31,220,737)	-82%	\$54,718,738	\$8,459,430	(\$46,259,308)	-85%	\$76,180,298	\$42,457,676	(\$33,722,621)	-44%
Florists/Misc. Store Retailers	\$4,830,823	\$974,257	(\$3,856,566)	-80%	\$6,959,992	\$3,058,605	(\$3,901,387)	-56%	\$9,646,589	\$7,894,717	(\$1,751,872)	-18%
Clothing Stores	\$156,353,081	\$57,346,319	(\$99,006,761)	-63%	\$225,397,800	\$97,006,645	(\$128,391,155)	-57%	\$313,036,044	\$199,431,174	(\$113,604,870)	-36%
Electronics/Appliance	\$56,906,077	\$21,102,121	(\$35,803,957)	-63%	\$84,101,534	\$30,503,530	(\$53,598,004)	-64%	\$120,665,021	\$50,504,237	(\$70,160,784)	-58%
Lawn/Garden Equipment/Supplies Stores	\$22,885,604	\$8,603,691	(\$14,281,913)	-62%	\$32,970,388	\$17,958,911	(\$15,011,477)	-46%	\$45,697,965	\$27,238,167	(\$18,459,798)	-40%
Sporting Goods/Hobby/Musical Instrument	\$38,220,416	\$15,038,981	(\$23,181,436)	-61%	\$55,111,193	\$27,075,216	(\$28,035,977)	-51%	\$76,559,091	\$84,995,131	\$8,436,040	11%
Shoe Stores	\$21,413,158	\$9,834,851	(\$11,578,307)	-54%	\$30,876,603	\$15,137,704	(\$15,738,899)	-51%	\$43,007,832	\$33,028,214	(\$9,979,618)	-23%
Used Merchandise Stores	\$11,708,117	\$5,610,156	(\$6,097,961)	-52%	\$16,893,917	\$9,465,954	(\$7,427,963)	-44%	\$23,486,843	\$12,488,794	(\$10,998,049)	-47%
Other Misc. Store Retailers	\$50,374,717	\$24,362,203	(\$26,012,514)	-52%	\$72,652,906	\$38,677,160	(\$33,975,746)	-47%	\$100,871,258	\$61,742,617	(\$39,128,641)	-39%
Home Furnishing Stores	\$35,122,686	\$17,051,353	(\$18,071,333)	-51%	\$50,677,060	\$48,258,585	(\$2,418,476)	-5%	\$70,309,181	\$79,093,340	\$8,784,160	12%
Health/Personal Care Stores	\$190,664,014	\$97,744,160	(\$92,919,853)	-49%	\$274,820,559	\$198,252,685	(\$76,567,874)	-28%	\$379,837,663	\$295,652,465	(\$84,185,198)	-22%
Jewelry/Luggage/Leather Goods	\$21,404,304	\$10,995,998	(\$10,408,306)	-49%	\$30,866,552	\$13,285,782	(\$17,580,770)	-57%	\$42,861,991	\$19,757,907	(\$23,104,085)	-54%
Special Food Services	\$32,967,368	\$17,433,056	(\$15,534,312)	-47%	\$48,972,437	\$23,937,142	(\$25,035,296)	-51%	\$70,879,738	\$44,425,302	(\$26,454,437)	-37%
Book/Periodical/Music Stores	\$10,941,149	\$6,240,626	(\$4,700,523)	-43%	\$15,805,868	\$9,807,279	(\$5,998,589)	-38%	\$21,977,105	\$27,766,083	\$5,788,978	26%
Building Material/Supplies Dealers	\$194,775,526	\$117,023,303	(\$77,752,223)	-40%	\$280,782,020	\$212,601,883	(\$68,180,137)	-24%	\$388,834,409	\$304,390,101	(\$84,444,307)	-22%
Full-Service Restaurants	\$152,564,086	\$93,400,589	(\$59,163,497)	-39%	\$230,423,480	\$143,355,529	(\$87,067,951)	-38%	\$340,322,229	\$281,269,260	(\$59,052,969)	-17%
Automotive Parts/Accessories/Tire	\$55,604,001	\$35,984,606	(\$19,619,396)	-35%	\$80,092,076	\$60,359,289	(\$19,732,787)	-25%	\$110,691,252	\$88,146,940	(\$22,544,312)	-20%
Automotive Dealers	\$674,883,066	\$437,571,137	(\$237,311,928)	-35%	\$970,756,901	\$850,079,622	(\$120,677,279)	-12%	\$1,349,415,460	\$1,168,141,621	(\$181,273,839)	-13%
Bar/Drinking Places (Alcoholic Beverages)	\$8,809,733	\$6,665,603	(\$2,144,130)	-24%	\$13,682,819	\$10,069,525	(\$3,613,293)	-26%	\$20,875,539	\$17,010,096	(\$3,865,443)	-19%
Beer/Wine/Liquor Stores	\$30,266,819	\$23,567,652	(\$6,699,167)	-22%	\$43,702,879	\$34,639,867	(\$9,063,013)	-21%	\$60,804,287	\$60,781,089	(\$23,199)	0%
Office Supplies/Stationary/Gift	\$17,351,702	\$14,114,749	(\$3,236,953)	-19%	\$25,216,404	\$24,912,677	(\$303,727)	-1%	\$35,382,516	\$33,240,805	(\$2,141,711)	-6%
Limited-Service Eating Places	\$157,905,369	\$130,473,907	(\$27,431,461)	-17%	\$234,497,426	\$209,429,020	(\$25,068,405)	-11%	\$339,262,305	\$322,689,983	(\$16,572,322)	-5%
Specialty Food Stores	\$21,592,953	\$18,274,086	(\$3,318,867)	-15%	\$31,169,072	\$25,933,348	(\$5,235,724)	-17%	\$43,171,803	\$32,548,758	(\$10,623,045)	-25%
Direct Selling Establishments	\$17,568,286	\$17,871,738	\$303,452	2%	\$25,353,019	\$32,151,550	\$6,798,531	27%	\$35,126,383	\$37,887,936	\$2,761,553	8%
Department Stores	\$84,520,432	\$92,043,129	\$7,522,697	9%	\$121,921,977	\$116,400,726	(\$5,521,250)	-5%	\$169,167,185	\$135,479,849	(\$33,687,336)	-20%
Gasoline Stations	\$275,854,323	\$304,275,166	\$28,420,842	10%	\$397,111,278	\$390,175,403	(\$6,935,876)	-2%	\$549,724,083	\$581,894,449	\$32,170,366	6%
Grocery Stores	\$364,068,442	\$408,360,669	\$44,292,227	12%	\$525,411,368	\$621,587,310	\$96,175,943	18%	\$727,753,959	\$743,187,773	\$15,433,814	2%
Other General Merchandise Stores	\$373,138,383	\$507,100,771	\$133,962,389	36%	\$538,515,218	\$991,238,652	\$452,723,435	84%	\$746,439,164	\$1,146,420,042	\$399,980,878	54%
Consumer Demand/Market Supply Index	\$3,660,365,475	\$2,557,897,759	143		\$5,303,683,473	\$4,419,431,811	120		\$7,410,784,973	\$6,209,967,715	119	

Consumer Demand & Market Supply Assessment

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

By Major Product Lines	10 Min Drive				15 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	\$97,863,866	\$26,142,618	(\$71,721,248)	-73%	\$141,136,756	\$48,883,713	(\$92,253,043)	-65%	\$196,493,509	\$96,244,664	(\$100,248,845)	-51%
Computer Hardware/Software/Supplies	\$61,161,814	\$18,077,432	(\$43,084,383)	-70%	\$96,685,606	\$40,816,692	(\$55,868,914)	-58%	\$149,935,123	\$65,804,405	(\$84,130,718)	-56%
Audio Equipment/Musical Instruments	\$20,421,143	\$8,165,107	(\$12,256,035)	-60%	\$29,450,452	\$14,946,970	(\$14,503,482)	-49%	\$40,822,900	\$24,878,496	(\$15,944,404)	-39%
Footwear, including Accessories	\$52,919,256	\$21,923,300	(\$30,995,956)	-59%	\$76,312,150	\$36,313,547	(\$39,998,603)	-52%	\$106,316,093	\$68,438,190	(\$37,877,904)	-36%
Books/Periodicals	\$14,806,957	\$6,194,321	(\$8,612,636)	-58%	\$21,353,158	\$10,921,321	(\$10,431,837)	-49%	\$29,622,371	\$24,038,800	(\$5,583,571)	-19%
Womens/Juniors/Misses Wear	\$135,775,525	\$59,132,501	(\$76,643,024)	-56%	\$195,713,477	\$100,362,160	(\$95,351,317)	-49%	\$271,631,797	\$169,726,751	(\$101,905,046)	-38%
All Other Merchandise	\$140,279,464	\$64,396,160	(\$75,883,304)	-54%	\$202,405,350	\$117,544,319	(\$84,861,032)	-42%	\$281,377,296	\$173,627,779	(\$107,749,517)	-38%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$423,823,210	\$199,594,388	(\$224,228,822)	-53%	\$610,809,605	\$388,846,797	(\$221,962,808)	-36%	\$843,818,658	\$533,317,720	(\$310,500,938)	-37%
Pets/Pet Foods/Pet Supplies	\$33,506,408	\$15,840,423	(\$17,665,985)	-53%	\$48,316,824	\$27,621,847	(\$20,694,978)	-43%	\$67,340,028	\$37,120,933	(\$30,219,095)	-45%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$31,577,063	\$16,497,689	(\$15,079,374)	-48%	\$45,532,440	\$31,698,371	(\$13,834,069)	-30%	\$63,278,758	\$64,099,172	\$820,413	1%
Kitchenware/Home Furnishings	\$42,919,349	\$22,638,175	(\$20,281,174)	-47%	\$61,965,986	\$45,816,367	(\$16,149,619)	-26%	\$86,031,334	\$67,651,699	(\$18,379,635)	-21%
Mens Wear	\$52,542,920	\$27,857,353	(\$24,685,567)	-47%	\$75,646,327	\$47,663,073	(\$27,983,253)	-37%	\$105,278,647	\$77,928,877	(\$27,349,770)	-26%
Floor/Floor Coverings	\$27,597,383	\$14,667,294	(\$12,930,089)	-47%	\$39,789,320	\$33,250,339	(\$6,538,981)	-16%	\$54,962,391	\$51,191,841	(\$3,770,550)	-7%
Lawn/Garden/Farm Equipment/Supplies	\$58,001,436	\$31,383,578	(\$26,617,858)	-46%	\$83,539,482	\$59,715,700	(\$23,823,782)	-29%	\$115,692,992	\$85,899,668	(\$29,793,324)	-26%
Jewelry (including Watches)	\$32,129,594	\$17,441,930	(\$14,687,663)	-46%	\$46,328,532	\$25,615,865	(\$20,712,666)	-45%	\$64,307,489	\$38,182,284	(\$26,125,205)	-41%
Alcoholic Drinks Served at the Establishment	\$64,071,382	\$35,243,715	(\$28,827,668)	-45%	\$100,046,367	\$53,977,014	(\$46,069,353)	-46%	\$153,561,702	\$102,025,815	(\$51,535,887)	-34%
Automotive Tires/Tubes/Batteries/Parts	\$110,675,945	\$63,114,459	(\$47,561,487)	-43%	\$159,389,887	\$114,818,995	(\$44,570,892)	-28%	\$220,124,607	\$161,439,632	(\$58,684,975)	-27%
Retailer Services	\$115,858,599	\$70,432,871	(\$45,425,728)	-39%	\$167,273,057	\$132,158,763	(\$35,114,294)	-21%	\$233,530,238	\$186,315,137	(\$47,215,101)	-20%
Autos/Cars/Vans/Trucks/Motorcycles	\$595,886,356	\$369,708,126	(\$226,178,230)	-38%	\$856,705,777	\$716,702,932	(\$140,002,845)	-16%	\$1,190,870,597	\$986,697,432	(\$204,173,165)	-17%
Dimensional Lumber/Other Building Materials	\$78,429,035	\$48,699,584	(\$29,729,451)	-38%	\$113,065,639	\$88,643,296	(\$24,422,343)	-22%	\$156,538,649	\$127,061,163	(\$29,477,486)	-19%
Paints/Sundries/Wallpaper/Wall Coverings	\$14,201,270	\$9,129,234	(\$5,072,035)	-36%	\$20,454,522	\$16,618,370	(\$3,836,152)	-19%	\$28,273,094	\$23,585,635	(\$4,687,459)	-17%
Hardware/Tools/Plumbing/Electrical Supplies	\$54,218,617	\$35,075,665	(\$19,142,952)	-35%	\$78,157,297	\$64,362,722	(\$13,794,574)	-18%	\$108,069,262	\$89,846,852	(\$18,222,410)	-17%
Major Household Appliances	\$13,781,981	\$8,949,775	(\$4,832,206)	-35%	\$19,874,439	\$15,296,543	(\$4,577,896)	-23%	\$27,804,328	\$21,763,278	(\$6,041,051)	-22%
Automotive Lubricants (incl Oil, Greases)	\$13,781,981	\$8,949,775	(\$4,832,206)	-35%	\$19,874,439	\$15,296,543	(\$4,577,896)	-23%	\$27,804,328	\$21,763,278	(\$6,041,051)	-22%
Small Electric Appliances	\$7,703,437	\$5,538,059	(\$2,165,379)	-28%	\$11,092,293	\$10,656,414	(\$435,880)	-4%	\$15,378,527	\$13,753,124	(\$1,625,402)	-11%
Childrens Wear/Infants/Toddlers Clothing	\$22,028,818	\$16,331,469	(\$5,697,348)	-26%	\$31,824,213	\$27,147,314	(\$4,676,898)	-15%	\$44,131,760	\$40,688,465	(\$3,443,295)	-8%
Photographic Equipment/Supplies	\$3,913,442	\$2,911,562	(\$1,001,880)	-26%	\$5,634,449	\$5,248,687	(\$385,763)	-7%	\$7,820,130	\$6,992,492	(\$827,638)	-11%
Toys/Hobby Goods/Games	\$17,942,574	\$13,598,330	(\$4,344,244)	-24%	\$25,864,274	\$24,883,034	(\$981,240)	-4%	\$35,803,642	\$38,926,066	\$3,122,424	9%
Packaged Liquor/Wine/Beer	\$66,524,362	\$50,758,065	(\$15,766,297)	-24%	\$95,965,556	\$80,993,536	(\$14,972,020)	-16%	\$133,504,928	\$114,189,478	(\$19,315,450)	-14%
Meats/Nonalcoholic Beverages	\$304,454,794	\$233,462,114	(\$70,992,680)	-23%	\$451,899,231	\$367,347,257	(\$84,551,974)	-19%	\$653,408,353	\$603,433,018	(\$49,975,335)	-8%
Sewing/Knitting Materials/Supplies	\$1,564,681	\$1,212,609	(\$352,072)	-23%	\$2,252,083	\$2,276,902	\$24,819	1%	\$3,123,478	\$4,414,027	\$1,290,549	41%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$16,325,086	\$13,208,318	(\$3,116,768)	-19%	\$23,622,790	\$25,898,884	\$2,276,095	10%	\$33,024,068	\$35,088,218	\$2,064,150	6%
Televisions/VCR/Video Cameras/DVD etc	\$23,316,265	\$19,806,117	(\$3,510,148)	-15%	\$33,580,607	\$36,596,432	\$3,015,825	9%	\$46,503,234	\$47,275,551	\$772,318	2%
Optical Goods (incl Eyeglasses, Sunglasses)	\$8,546,944	\$7,962,540	(\$584,404)	-7%	\$12,331,088	\$15,703,387	\$3,372,299	27%	\$17,155,389	\$21,322,501	\$4,167,112	24%
Cigars/Cigarettes/Tobacco/Accessories	\$41,476,608	\$39,234,869	(\$2,241,739)	-5%	\$59,765,005	\$64,834,081	\$5,069,076	8%	\$81,984,980	\$85,460,998	\$3,476,019	4%
Groceries/Other Food Items (Off Premises)	\$572,927,628	\$581,717,713	\$8,790,085	2%	\$826,486,316	\$972,441,693	\$145,955,378	18%	\$1,143,555,576	\$1,162,356,411	\$18,800,835	2%
Soaps/Detergents/Household Cleaners	\$17,367,626	\$21,544,310	\$4,176,684	24%	\$25,058,859	\$38,035,410	\$12,976,551	52%	\$34,676,086	\$45,527,611	\$10,851,525	31%
Automotive Fuels	\$255,614,071	\$320,525,199	\$64,911,128	25%	\$367,684,391	\$443,975,514	\$76,291,123	21%	\$508,880,743	\$627,882,775	\$119,002,033	23%
Paper/Related Products	\$15,152,586	\$20,516,408	\$5,363,822	35%	\$21,852,567	\$37,143,694	\$15,291,127	70%	\$30,185,368	\$43,885,792	\$13,700,423	45%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$6,786,185	\$13,998,257	\$7,212,072	106%	\$9,787,510	\$24,401,420	\$14,613,910	149%	\$13,518,960	\$29,564,792	\$16,045,831	119%

Consumer Demand & Market Supply Assessment

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

10 Min Drive

15 Min Drive

20 Min Drive

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

Market Outlook is based on the following -

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

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

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

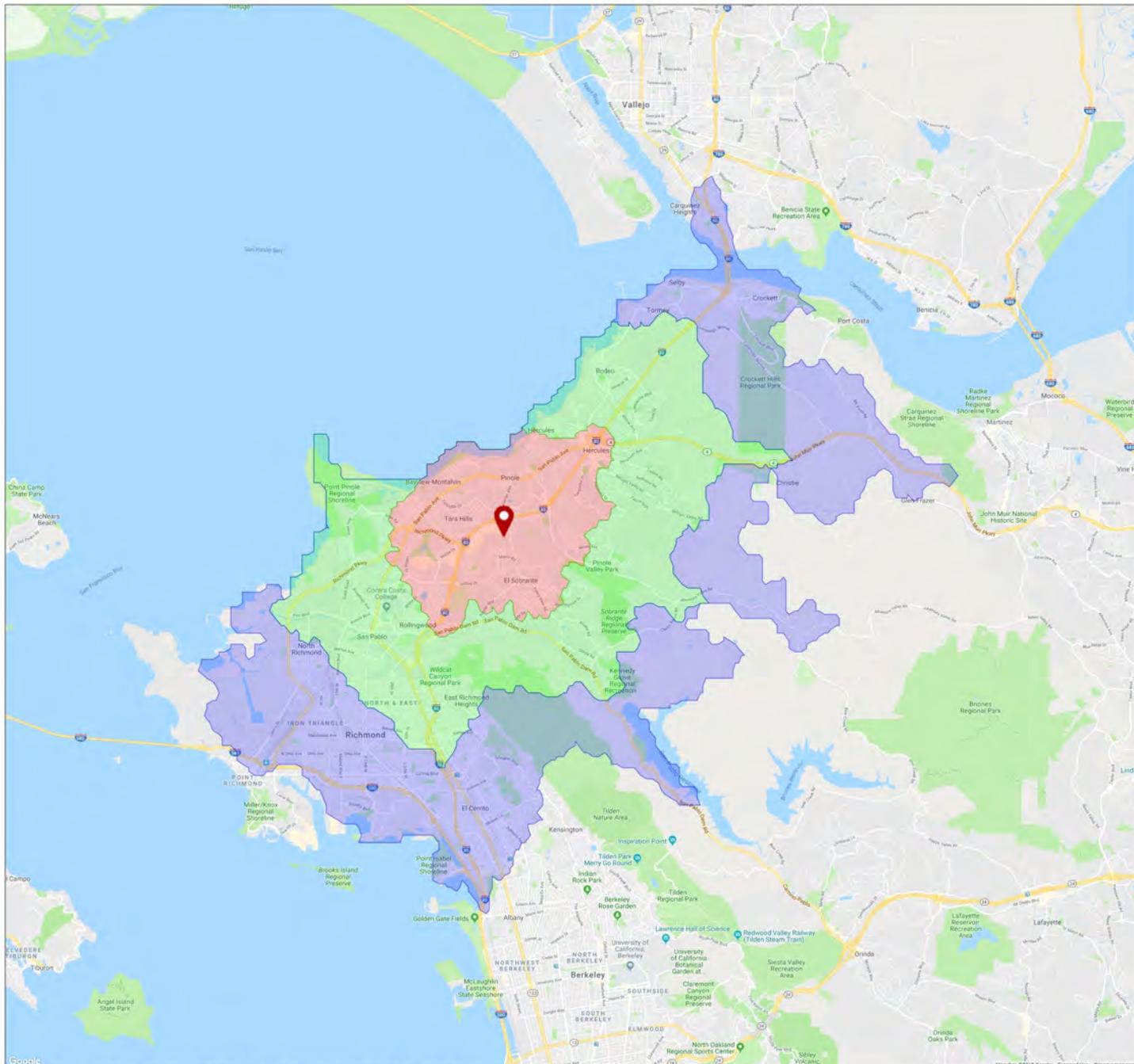
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

I-80 and Appian Way



INSIGHT
MARKET ANALYTICS
Hdl ECON Solutions

Drive Time: 5, 10, 15 Mins

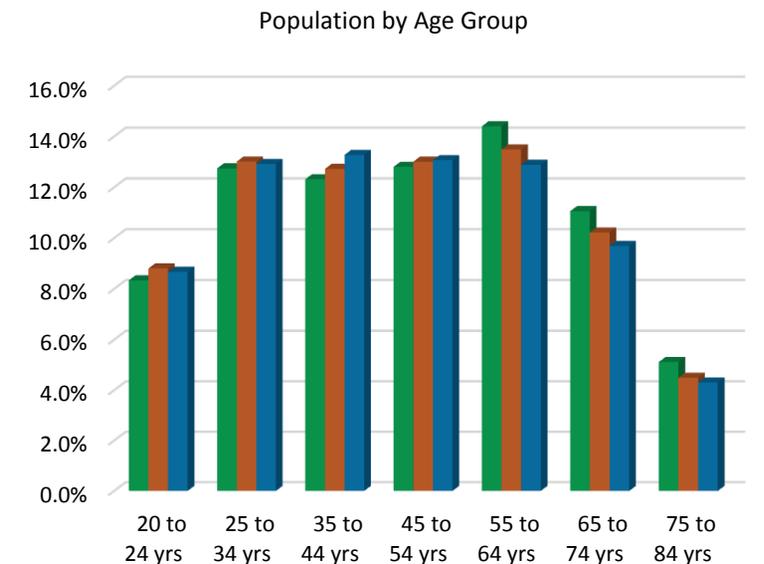
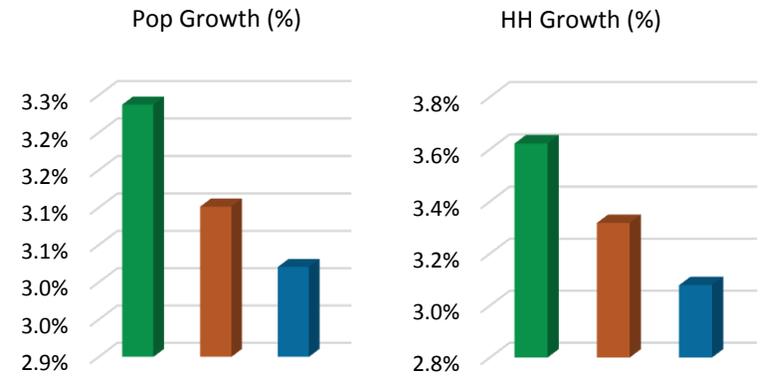
Scale In Miles:



Consumer Demographic Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	52,042	---	159,587	---	253,221	---
5 Year Projected Pop	53,726	---	164,537	---	260,870	---
Pop Growth (%)	3.2%	---	3.1%	---	3.0%	---
Households	19,397	---	54,617	---	88,180	---
5 Year Projected HHs	20,100	---	56,430	---	90,895	---
HH Growth (%)	3.6%	---	3.3%	---	3.1%	---
Census Stats						
2000 Population	48,385	---	142,089	---	230,491	---
2010 Population	48,873	---	149,934	---	238,405	---
Pop Growth (%)	1.0%	---	5.5%	---	3.4%	---
2000 Households	17,500	---	48,028	---	79,943	---
2010 Households	18,030	---	50,992	---	82,813	---
HH Growth (%)	3.0%	---	6.2%	---	3.6%	---
Total Population by Age						
Average Age	41.2		39.9		39.3	
19 yrs & under	11,192	21.5%	36,291	22.7%	59,980	23.7%
20 to 24 yrs	4,337	8.3%	14,054	8.8%	21,957	8.7%
25 to 34 yrs	6,633	12.7%	20,765	13.0%	32,711	12.9%
35 to 44 yrs	6,411	12.3%	20,311	12.7%	33,623	13.3%
45 to 54 yrs	6,666	12.8%	20,761	13.0%	33,096	13.1%
55 to 64 yrs	7,496	14.4%	21,533	13.5%	32,630	12.9%
65 to 74 yrs	5,756	11.1%	16,314	10.2%	24,550	9.7%
75 to 84 yrs	2,664	5.1%	7,176	4.5%	10,897	4.3%
85 + yrs	886	1.7%	2,384	1.5%	3,777	1.5%
Population Bases						
20-34 yrs	10,970	21.1%	34,818	21.8%	54,668	21.6%
45-64 yrs	14,162	27.2%	42,294	26.5%	65,726	26.0%
16 yrs +	41,899	80.5%	127,001	79.6%	199,506	78.8%
25 yrs +	36,512	70.2%	109,243	68.5%	171,284	67.6%
65 yrs +	9,306	17.9%	25,873	16.2%	39,224	15.5%
75 yrs +	3,549	6.8%	9,560	6.0%	14,674	5.8%
85 yrs +	886	1.7%	2,384	1.5%	3,777	1.5%

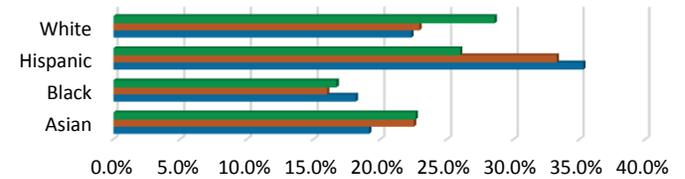


Consumer Demographic Profile

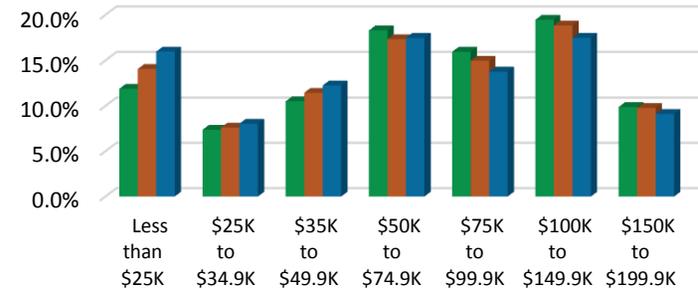
Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	14,876	28.6%	36,600	22.9%	56,577	22.3%
Hispanic	13,522	26.0%	53,083	33.3%	89,363	35.3%
Black	8,705	16.7%	25,573	16.0%	45,986	18.2%
Asian	11,788	22.7%	35,943	22.5%	48,526	19.2%
Ancestry						
American Indian (ancestry)	167	0.3%	470	0.3%	739	0.3%
Hawaiin (ancestry)	248	0.5%	847	0.5%	1,279	0.5%
Household Income						
Per Capita Income	\$35,157	---	\$31,502	---	\$31,083	---
Average HH Income	\$94,325	---	\$92,046	---	\$89,258	---
Median HH Income	\$77,559	---	\$74,226	---	\$68,930	---
Less than \$25K	2,305	11.9%	7,679	14.1%	14,078	16.0%
\$25K to \$34.9K	1,429	7.4%	4,158	7.6%	7,094	8.0%
\$35K to \$49.9K	2,040	10.5%	6,254	11.5%	10,804	12.3%
\$50K to \$74.9K	3,548	18.3%	9,467	17.3%	15,410	17.5%
\$75K to \$99.9K	3,094	16.0%	8,169	15.0%	12,140	13.8%
\$100K to \$149.9K	3,775	19.5%	10,290	18.8%	15,415	17.5%
\$150K to \$199.9K	1,917	9.9%	5,344	9.8%	8,046	9.1%
\$200K +	1,289	6.6%	3,256	6.0%	5,193	5.9%
Education						
Less than 9th Grade	2,476	6.8%	11,760	10.8%	19,989	11.7%
Some HS, No Diploma	1,975	5.4%	7,235	6.6%	13,261	7.7%
HS Grad (or Equivalent)	7,731	21.2%	23,212	21.2%	35,738	20.9%
Some College, No Degree	9,746	26.7%	26,149	23.9%	38,426	22.4%
Associate Degree	3,676	10.1%	10,028	9.2%	14,226	8.3%
Bachelor Degree	7,330	20.1%	21,198	19.4%	32,482	19.0%
Graduates Degree	2,574	7.0%	6,600	6.0%	11,283	6.6%

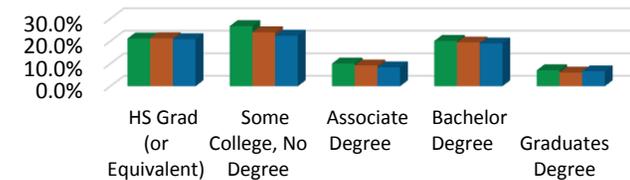
Ethnic Breakdown



Household Income Levels - %



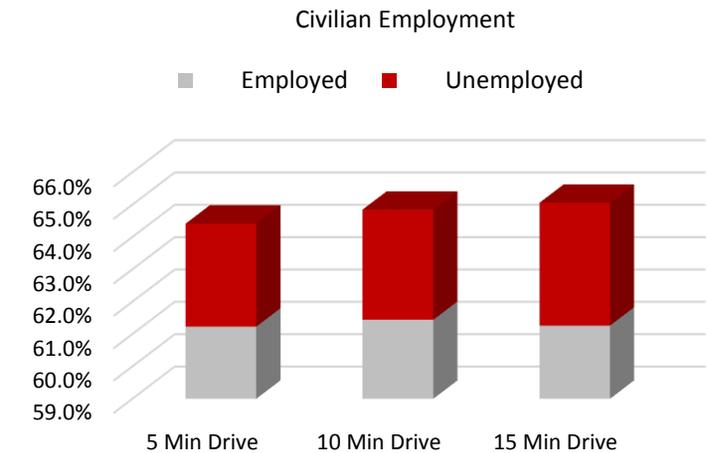
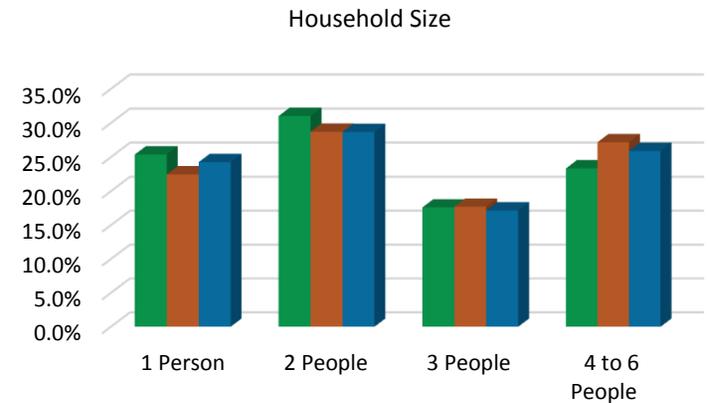
Education



Consumer Demographic Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

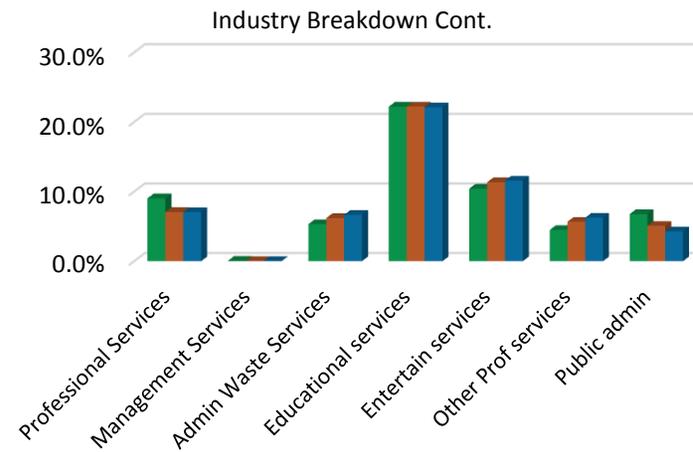
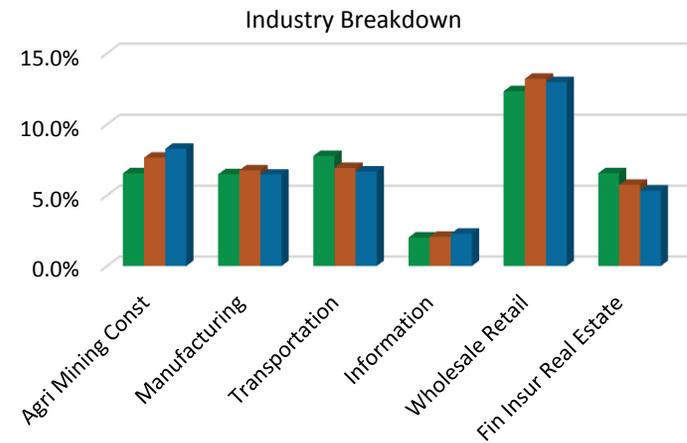
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	13,308		39,097		60,800	
Single - Male	587	4.4%	2,110	5.4%	3,270	5.4%
Single - Female	1,619	12.2%	4,940	12.6%	8,224	13.5%
Single Parent - Male	400	3.0%	1,149	2.9%	2,090	3.4%
Single Parent - Female	1,122	8.4%	3,837	9.8%	6,889	11.3%
Married w/ Children	3,528	26.5%	10,931	28.0%	17,229	28.3%
Married w/out Children	6,053	45.5%	16,130	41.3%	23,098	38.0%
Household Size						
1 Person	4,923	25.4%	12,278	22.5%	21,403	24.3%
2 People	6,017	31.0%	15,689	28.7%	25,294	28.7%
3 People	3,417	17.6%	9,685	17.7%	15,145	17.2%
4 to 6 People	4,528	23.3%	14,848	27.2%	22,858	25.9%
7+ People	511	2.6%	2,119	3.9%	3,481	3.9%
Home Ownership	19,397		54,617		88,180	
Owners	12,487	64.4%	35,226	64.5%	52,226	59.2%
Renters	6,910	35.6%	19,391	35.5%	35,954	40.8%
Components of Change						
Births	595	1.1%	1,844	1.2%	2,928	1.2%
Deaths	434	0.8%	1,185	0.7%	1,834	0.7%
Migration	-46	-0.1%	-435	-0.3%	-774	-0.3%
Employment (Pop 16+)	41,899		127,001		199,506	
Armed Services	49	0.1%	144	0.1%	192	0.1%
Civilian	26,987	64.4%	82,356	64.8%	129,799	65.1%
Employed	25,654	61.2%	78,031	61.4%	122,222	61.3%
Unemployed	1,333	3.2%	4,325	3.4%	7,577	3.8%
Not in Labor Force	14,863	35.5%	44,501	35.0%	69,515	34.8%
Employed Population	25,654		78,031		122,222	
White Collar	16,144	62.9%	46,144	59.1%	70,395	57.6%
Blue Collar	9,511	37.1%	31,887	40.9%	51,826	42.4%



Consumer Demographic Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	25,654		78,031		122,222	
White Collar	16,144	62.9%	46,144	59.1%	70,395	57.6%
Managerial executive	3,610	14.1%	9,948	12.7%	15,190	12.4%
Prof specialty	5,203	20.3%	15,177	19.4%	24,170	19.8%
Healthcare support	564	2.2%	1,741	2.2%	2,595	2.1%
Sales	2,249	8.8%	7,237	9.3%	11,290	9.2%
Office Admin	4,518	17.6%	12,040	15.4%	17,150	14.0%
Blue Collar	9,511	37.1%	31,887	40.9%	51,826	42.4%
Protective	769	3.0%	1,982	2.5%	2,750	2.2%
Food Prep Serving	1,664	6.5%	5,429	7.0%	8,522	7.0%
Bldg Maint/Cleaning	1,175	4.6%	4,818	6.2%	8,632	7.1%
Personal Care	1,261	4.9%	3,720	4.8%	5,923	4.8%
Farming/Fishing/Forestry	14	0.1%	162	0.2%	411	0.3%
Construction	2,057	8.0%	7,312	9.4%	11,952	9.8%
Production Transp	2,571	10.0%	8,466	10.8%	13,636	11.2%
Employment By Industry	25,654		78,031		122,222	
Agri Mining Const	1,681	6.6%	5,974	7.7%	10,125	8.3%
Manufacturing	1,663	6.5%	5,277	6.8%	7,899	6.5%
Transportation	1,996	7.8%	5,411	6.9%	8,160	6.7%
Information	517	2.0%	1,605	2.1%	2,782	2.3%
Wholesale Retail	3,163	12.3%	10,304	13.2%	15,854	13.0%
Fin Insur Real Estate	1,683	6.6%	4,480	5.7%	6,515	5.3%
Professional Services	2,318	9.0%	5,513	7.1%	8,627	7.1%
Management Services	14	0.1%	24	0.0%	54	0.0%
Admin Waste Services	1,363	5.3%	4,841	6.2%	8,139	6.7%
Educational services	5,697	22.2%	17,351	22.2%	27,029	22.1%
Entertain services	2,674	10.4%	8,861	11.4%	14,148	11.6%
Other Prof services	1,151	4.5%	4,428	5.7%	7,659	6.3%
Public admin	1,734	6.8%	3,961	5.1%	5,233	4.3%



Household Segmentation Profile

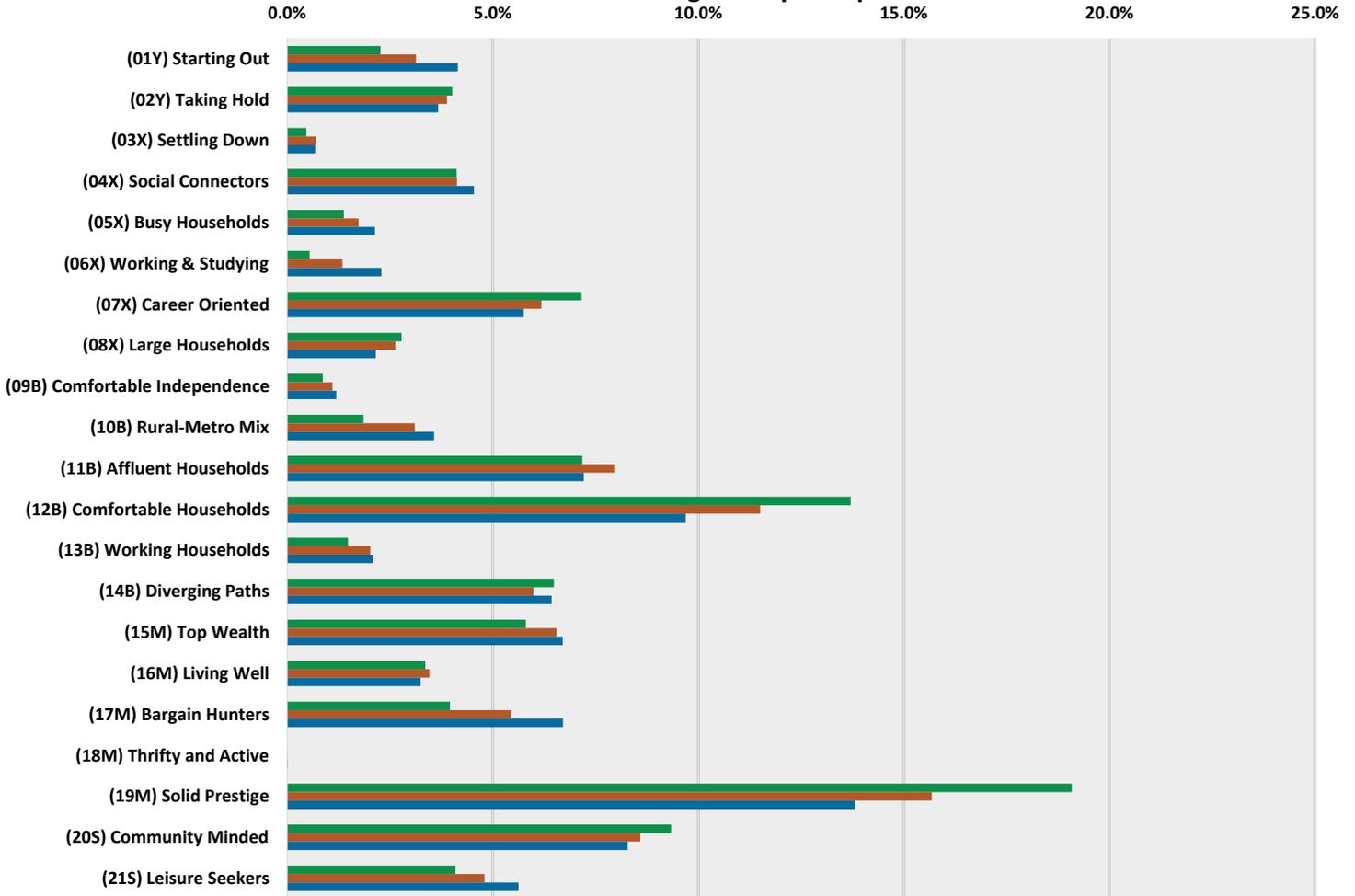
Site: I-80 and Appian Way
 Address: I-80 and Appian Way | Pinole CA
 Date: 6/20/2019



Hcl ECONSolutions

	Trade Area 1:	Trade Area 2:	Trade Area 3:
	5 Min Drive	10 Min Drive	15 Min Drive

Household Lifestage Group Comparison



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	5 Min Drive	10 Min Drive	15 Min Drive
Total Households	18,355	100%	52,129
	100%	100%	84,754
	100%		100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,538	8.4%	3,505	6.7%	5,014	5.9%
2	08- Solid Surroundings	(19M) Solid Prestige	1,449	7.9%	3,375	6.5%	4,804	5.7%
3	17- Firmly Established	(12B) Comfortable Households	1,299	7.1%	3,048	5.8%	3,998	4.7%
4	13- Work & Play	(12B) Comfortable Households	1,217	6.6%	2,949	5.7%	4,219	5.0%
5	36- Persistent & Productive	(20S) Community Minded	996	5.4%	2,629	5.0%	4,233	5.0%
6	33- Urban Diversity	(14B) Diverging Paths	974	5.3%	2,381	4.6%	4,215	5.0%
7	04- Top Professionals	(11B) Affluent Households	888	4.8%	2,803	5.4%	4,009	4.7%
8	03- Corporate Connected	(15M) Top Wealth	826	4.5%	2,410	4.6%	3,817	4.5%
9	26- Getting Established	(07X) Career Oriented	690	3.8%	1,589	3.0%	2,540	3.0%
10	05- Active & Involved	(19M) Solid Prestige	516	2.8%	1,293	2.5%	1,886	2.2%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: I-80 and Appian Way | Pinole CA

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

Hdl® ECONsolutions

TOTAL HOUSEHOLDS		18,355	100%	52,129	100%	84,754	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		416	2.3%	1,633	3.1%	3,516	4.1%
	39- Setting Goals	50	0.3%	239	0.5%	574	0.7%
	45- Offices & Entertainment	103	0.6%	333	0.6%	622	0.7%
	57- Collegiate Crowd	141	0.8%	526	1.0%	1,094	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	7	0.0%
	67- First Steps	122	0.7%	535	1.0%	1,219	1.4%
(02Y) Taking Hold		738	4.0%	2,029	3.9%	3,113	3.7%
	18- Climbing the Ladder	76	0.4%	173	0.3%	232	0.3%
	21- Children First	137	0.7%	420	0.8%	634	0.7%
	24- Career Building	475	2.6%	1,272	2.4%	1,997	2.4%
	30- Out & About	50	0.3%	165	0.3%	251	0.3%
(03X) Settling Down		87	0.5%	372	0.7%	580	0.7%
	34- Outward Bound	0	0.0%	1	0.0%	2	0.0%
	41- Rural Adventure	0	0.0%	18	0.0%	28	0.0%
	46- Rural & Active	86	0.5%	352	0.7%	550	0.6%
(04X) Social Connectors		757	4.1%	2,152	4.1%	3,853	4.5%
	42- Creative Variety	141	0.8%	551	1.1%	966	1.1%
	52- Stylish & Striving	240	1.3%	663	1.3%	1,235	1.5%
	59- Mobile Mixers	376	2.0%	938	1.8%	1,652	1.9%
(05X) Busy Households		253	1.4%	905	1.7%	1,812	2.1%
	37- Firm Foundations	94	0.5%	365	0.7%	630	0.7%
	62- Movies & Sports	159	0.9%	540	1.0%	1,182	1.4%
(06X) Working & Studying		100	0.5%	701	1.3%	1,941	2.3%
	61- City Life	8	0.0%	143	0.3%	596	0.7%
	69- Productive Havens	20	0.1%	186	0.4%	486	0.6%
	70- Favorably Frugal	73	0.4%	372	0.7%	860	1.0%
(07X) Career Oriented		1,315	7.2%	3,222	6.2%	4,877	5.8%
	06- Casual Comfort	287	1.6%	820	1.6%	1,164	1.4%
	10- Careers & Travel	215	1.2%	528	1.0%	806	1.0%
	20- Carving Out Time	122	0.7%	287	0.5%	366	0.4%
	26- Getting Established	690	3.8%	1,589	3.0%	2,540	3.0%
(08X) Large Households		512	2.8%	1,375	2.6%	1,831	2.2%
	11- Schools & Shopping	106	0.6%	312	0.6%	420	0.5%
	12- On the Go	176	1.0%	440	0.8%	604	0.7%
	19- Country Comfort	0	0.0%	3	0.0%	12	0.0%
	27- Tenured Proprietors	230	1.3%	620	1.2%	794	0.9%
(09B) Comfortable Independence		159	0.9%	574	1.1%	1,016	1.2%
	29- City Mixers	1	0.0%	1	0.0%	50	0.1%
	35- Working & Active	86	0.5%	311	0.6%	516	0.6%
	56- Metro Active	72	0.4%	262	0.5%	450	0.5%
(10B) Rural-Metro Mix		341	1.9%	1,618	3.1%	3,029	3.6%
	47- Rural Parents	0	0.0%	1	0.0%	11	0.0%
	53- Metro Strivers	339	1.8%	1,613	3.1%	3,007	3.5%
	60- Rural & Mobile	2	0.0%	4	0.0%	11	0.0%

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

Household Segmentation Profile

Market: I-80 and Appian Way | Pinole CA

Date: 6/20/2019

TOTAL HOUSEHOLDS		18,355	100%	52,129	100%	84,754	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		1,318	7.2%	4,160	8.0%	6,116	7.2%
	01- Summit Estates	121	0.7%	614	1.2%	1,123	1.3%
	04- Top Professionals	888	4.8%	2,803	5.4%	4,009	4.7%
	07- Active Lifestyles	310	1.7%	743	1.4%	985	1.2%
(12B) Comfortable Households		2,516	13.7%	5,997	11.5%	8,217	9.7%
	13- Work & Play	1,217	6.6%	2,949	5.7%	4,219	5.0%
	17- Firmly Established	1,299	7.1%	3,048	5.8%	3,998	4.7%
(13B) Working Households		271	1.5%	1,055	2.0%	1,767	2.1%
	38- Occupational Mix	271	1.5%	1,055	2.0%	1,764	2.1%
	48- Farm & Home	0	0.0%	0	0.0%	3	0.0%
(14B) Diverging Paths		1,192	6.5%	3,124	6.0%	5,452	6.4%
	16- Country Enthusiasts	0	0.0%	1	0.0%	10	0.0%
	22- Comfortable Cornerstones	100	0.5%	298	0.6%	410	0.5%
	31- Mid-American	113	0.6%	370	0.7%	581	0.7%
	32- Metro Mix	5	0.0%	74	0.1%	236	0.3%
	33- Urban Diversity	974	5.3%	2,381	4.6%	4,215	5.0%
(15M) Top Wealth		1,065	5.8%	3,416	6.6%	5,679	6.7%
	02- Established Elite	239	1.3%	1,005	1.9%	1,862	2.2%
	03- Corporate Connected	826	4.5%	2,410	4.6%	3,817	4.5%
(16M) Living Well		617	3.4%	1,805	3.5%	2,753	3.2%
	14- Career Centered	455	2.5%	1,319	2.5%	2,115	2.5%
	15- Country Ways	0	0.0%	2	0.0%	5	0.0%
	23- Good Neighbors	162	0.9%	484	0.9%	633	0.7%
(17M) Bargain Hunters		727	4.0%	2,835	5.4%	5,690	6.7%
	43- Work & Causes	140	0.8%	536	1.0%	943	1.1%
	44- Open Houses	159	0.9%	589	1.1%	1,095	1.3%
	55- Community Life	119	0.7%	459	0.9%	769	0.9%
	63- Staying Home	272	1.5%	1,055	2.0%	2,342	2.8%
	68- Staying Healthy	36	0.2%	196	0.4%	541	0.6%
(18M) Thrifty & Active		0	0.0%	2	0.0%	14	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	3	0.0%
	50- Rural Community	0	0.0%	1	0.0%	6	0.0%
	54- Work & Outdoors	0	0.0%	1	0.0%	5	0.0%
(19M) Solid Prestige		3,504	19.1%	8,173	15.7%	11,704	13.8%
	05- Active & Involved	516	2.8%	1,293	2.5%	1,886	2.2%
	08- Solid Surroundings	1,449	7.9%	3,375	6.5%	4,804	5.7%
	09- Busy Schedules	1,538	8.4%	3,505	6.7%	5,014	5.9%
(20S) Community Minded		1,715	9.3%	4,477	8.6%	7,024	8.3%
	25- Clubs & Causes	381	2.1%	1,049	2.0%	1,539	1.8%
	28- Community Pillars	338	1.8%	799	1.5%	1,252	1.5%
	36- Persistent & Productive	996	5.4%	2,629	5.0%	4,233	5.0%
(21S) Leisure Seekers		752	4.1%	2,504	4.8%	4,769	5.6%
	49- Home & Garden	146	0.8%	463	0.9%	733	0.9%
	51- Role Models	190	1.0%	570	1.1%	931	1.1%
	64- Practical & Careful	101	0.5%	323	0.6%	593	0.7%
	65- Hobbies & Shopping	173	0.9%	632	1.2%	1,388	1.6%
	66- Helping Hands	142	0.8%	516	1.0%	1,124	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.

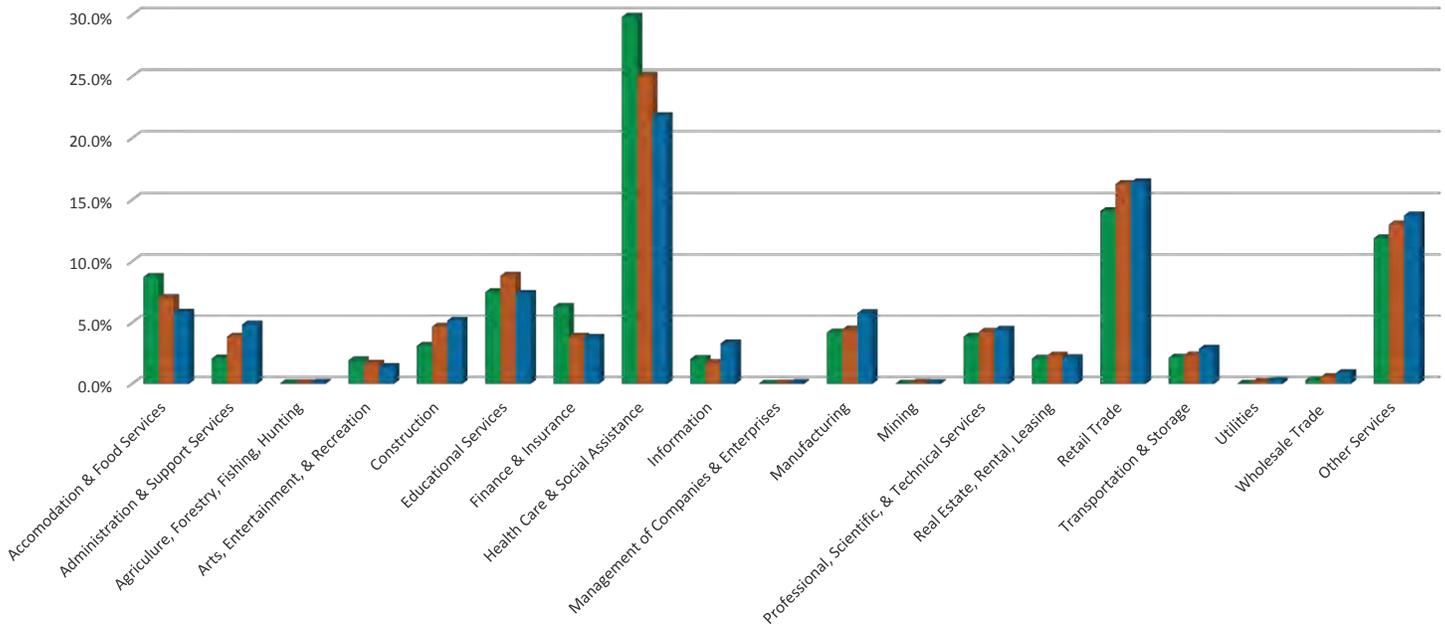
Employment Profile

Site: I-80 and Appian Way
 Address: I-80 and Appian Way | Pinole CA
 Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	41,220		130,447		209,926	
Student Population	9,428		37,622		51,828	
Median Employee Salary	52,617		51,596		51,159	
Average Employee Salary	62,500		60,462		60,541	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	251	1.9%	1,013	2.7%	1,943	2.8%
15,000 to 30,000 CrYr	330	2.5%	1,006	2.7%	1,892	2.7%
30,000 to 45,000 CrYr	4,872	36.3%	13,712	36.8%	25,246	36.4%
45,000 to 60,000 CrYr	2,626	19.6%	7,226	19.4%	13,740	19.8%
60,000 to 75,000 CrYr	1,649	12.3%	4,690	12.6%	8,371	12.1%
75,000 to 90,000 CrYr	1,259	9.4%	3,559	9.6%	6,647	9.6%
90,000 to 100,000 CrYr	361	2.7%	971	2.6%	2,124	3.1%
Over 100,000 CrYr	2,079	15.5%	5,064	13.6%	9,346	13.5%

Industry Groups

Employee's by Industry



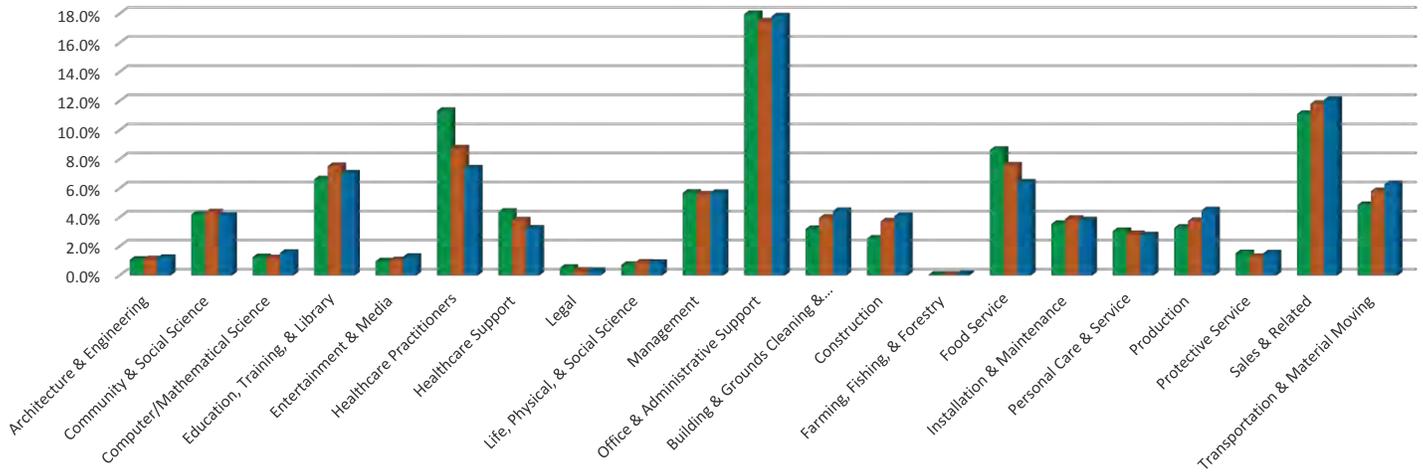
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	977	100%	13,429	100%	2,297	100%	37,241	100%	3,863	100%	69,310	100%
Accommodation & Food Services	72	7.4%	1,173	8.7%	156	6.8%	2,614	7.0%	242	6.3%	4,025	5.8%
Administration & Support Services	26	2.6%	278	2.1%	76	3.3%	1,431	3.8%	123	3.2%	3,362	4.9%
Agriculture, Forestry, Fishing, Hunting	1	0.1%	6	0.0%	2	0.1%	15	0.0%	6	0.2%	59	0.1%
Arts, Entertainment, & Recreation	26	2.7%	258	1.9%	51	2.2%	608	1.6%	83	2.1%	951	1.4%
Construction	44	4.5%	417	3.1%	116	5.0%	1,737	4.7%	200	5.2%	3,576	5.2%
Educational Services	36	3.7%	1,005	7.5%	83	3.6%	3,286	8.8%	130	3.4%	5,090	7.3%
Finance & Insurance	75	7.7%	844	6.3%	126	5.5%	1,427	3.8%	170	4.4%	2,603	3.8%
Health Care & Social Assistance	209	21.4%	4,008	29.8%	481	20.9%	9,335	25.1%	737	19.1%	15,101	21.8%
Information	12	1.3%	271	2.0%	31	1.3%	634	1.7%	62	1.6%	2,291	3.3%
Management of Companies & Enterprises	0	0.0%	1	0.0%	1	0.0%	5	0.0%	2	0.1%	48	0.1%
Manufacturing	24	2.4%	563	4.2%	71	3.1%	1,650	4.4%	151	3.9%	4,003	5.8%
Mining	0	0.0%	0	0.0%	2	0.1%	29	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	84	8.6%	518	3.9%	168	7.3%	1,581	4.2%	291	7.5%	3,054	4.4%
Real Estate, Rental, Leasing	54	5.5%	276	2.1%	117	5.1%	858	2.3%	174	4.5%	1,453	2.1%
Retail Trade	127	13.0%	1,891	14.1%	318	13.8%	6,060	16.3%	551	14.3%	11,373	16.4%
Transportation & Storage	12	1.2%	286	2.1%	38	1.7%	866	2.3%	72	1.9%	1,988	2.9%
Utilities	0	0.0%	0	0.0%	3	0.1%	63	0.2%	6	0.2%	171	0.2%
Wholesale Trade	8	0.8%	38	0.3%	25	1.1%	204	0.5%	62	1.6%	607	0.9%
Other Services	167	17.1%	1,596	11.9%	433	18.8%	4,839	13.0%	796	20.6%	9,517	13.7%

Employment Profile

Site: I-80 and Appian Way
 Address: I-80 and Appian Way | Pinole CA
 Date Report Created: 6/20/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	7,779	57.9%	20,479	55.0%	37,231	53.7%
Architecture & Engineering	144	1.1%	410	1.1%	836	1.2%
Community & Social Science	563	4.2%	1,613	4.3%	2,850	4.1%
Computer/Mathematical Science	168	1.3%	440	1.2%	1,070	1.5%
Education, Training, & Library	887	6.6%	2,801	7.5%	4,863	7.0%
Entertainment & Media	130	1.0%	384	1.0%	879	1.3%
Healthcare Practitioners	1,520	11.3%	3,254	8.7%	5,099	7.4%
Healthcare Support	589	4.4%	1,407	3.8%	2,229	3.2%
Legal	69	0.5%	117	0.3%	206	0.3%
Life, Physical, & Social Science	96	0.7%	325	0.9%	597	0.9%
Management	764	5.7%	2,074	5.6%	3,932	5.7%
Office & Administrative Support	2,413	18.0%	6,505	17.5%	12,344	17.8%
Blue Collar	5,606	41.7%	16,608	44.6%	31,798	45.9%
Building & Grounds Cleaning & Maintenance	430	3.2%	1,475	4.0%	3,070	4.4%
Construction	340	2.5%	1,386	3.7%	2,828	4.1%
Farming, Fishing, & Forestry	5	0.0%	16	0.0%	64	0.1%
Food Service	1,159	8.6%	2,814	7.6%	4,427	6.4%
Installation & Maintenance	475	3.5%	1,445	3.9%	2,625	3.8%
Personal Care & Service	409	3.0%	1,057	2.8%	1,912	2.8%
Production	439	3.3%	1,392	3.7%	3,106	4.5%
Protective Service	205	1.5%	471	1.3%	1,044	1.5%
Sales & Related	1,491	11.1%	4,393	11.8%	8,373	12.1%
Transportation & Material Moving	651	4.8%	2,158	5.8%	4,348	6.3%
Military Services	43	0.3%	154	0.4%	282	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	13,429	37,241	69,310
2018 Q3	12,635	34,618	65,446
2018 Q2	13,185	36,575	68,240
2018 Q1	13,765	38,047	70,968
2017 Q4	14,129	38,624	71,522
2017 Q3	13,113	36,369	68,106
2017 Q2	13,897	38,954	71,942
2017 Q1	13,800	38,746	71,638
2016 Q4	13,912	39,051	72,241

Consumer Demand & Market Supply Assessment

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

Demographics

Population 52,042
5-Year Population estimate 53,726
Population Households 51,914
Group Quarters Population 128
Households 19,397
5-Year Households estimate 20,100
WorkPlace Establishments 977
Workplace Employees 13,429
Median Household Income \$77,559

	5 Min Drive	10 Min Drive	15 Min Drive
Population	52,042	159,587	253,221
5-Year Population estimate	53,726	164,537	260,870
Population Households	51,914	158,090	250,894
Group Quarters Population	128	1,498	2,327
Households	19,397	54,617	88,180
5-Year Households estimate	20,100	56,430	90,895
WorkPlace Establishments	977	2,297	3,863
Workplace Employees	13,429	37,241	69,310
Median Household Income	\$77,559	\$74,226	\$68,930

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	\$10,673,306	\$0	(\$10,673,306)	-100%	\$32,172,473	\$0	(\$32,172,473)	-100%	\$50,446,714	\$6,717,620	(\$43,729,094)	-87%
Electronic Shopping/Mail Order Houses	\$133,344,751	\$0	(\$133,344,751)	-100%	\$400,613,597	\$62,201,953	(\$338,411,644)	-84%	\$637,428,319	\$108,357,616	(\$529,070,703)	-83%
Lawn/Garden Equipment/Supplies Stores	\$6,440,058	\$235,006	(\$6,205,052)	-96%	\$19,375,429	\$7,049,741	(\$12,325,688)	-64%	\$30,467,866	\$16,142,851	(\$14,325,016)	-47%
Other Motor Vehicle Dealers	\$11,836,303	\$589,100	(\$11,247,203)	-95%	\$35,642,231	\$6,687,023	(\$28,955,209)	-81%	\$55,731,956	\$8,653,186	(\$47,078,770)	-84%
Florists/Misc. Store Retailers	\$1,358,640	\$84,813	(\$1,273,827)	-94%	\$4,088,805	\$212,032	(\$3,876,773)	-95%	\$6,431,633	\$1,214,720	(\$5,216,913)	-81%
Grocery Stores	\$101,788,875	\$28,795,424	(\$72,993,451)	-72%	\$307,374,588	\$366,501,142	\$59,126,553	19%	\$485,566,845	\$610,668,965	\$125,102,120	26%
Other Misc. Store Retailers	\$14,199,684	\$4,743,629	(\$9,456,055)	-67%	\$42,707,733	\$19,442,596	(\$23,265,137)	-54%	\$67,090,891	\$33,951,954	(\$33,138,937)	-49%
Automotive Parts/Accessories/Tire	\$15,468,119	\$6,418,142	(\$9,049,977)	-59%	\$46,855,550	\$28,366,204	(\$18,489,346)	-39%	\$74,070,147	\$55,960,208	(\$18,109,939)	-24%
Used Merchandise Stores	\$3,293,374	\$1,524,533	(\$1,768,841)	-54%	\$9,916,291	\$5,313,961	(\$4,602,330)	-46%	\$15,590,247	\$8,017,347	(\$7,572,900)	-49%
Direct Selling Establishments	\$4,900,879	\$2,349,417	(\$2,551,462)	-52%	\$14,816,075	\$13,393,003	(\$1,423,072)	-10%	\$23,431,370	\$31,280,494	\$7,849,123	33%
Vending Machine Operators (Non-Store)	\$6,138,876	\$3,173,585	(\$2,965,291)	-48%	\$18,504,099	\$3,173,585	(\$15,330,514)	-83%	\$29,296,584	\$3,173,585	(\$26,122,999)	-89%
Other General Merchandise Stores	\$104,350,080	\$56,934,161	(\$47,415,919)	-45%	\$315,050,274	\$305,225,911	(\$9,824,363)	-3%	\$497,562,640	\$896,995,428	\$399,432,788	80%
Beer/Wine/Liquor Stores	\$8,492,167	\$4,900,743	(\$3,591,424)	-42%	\$25,628,235	\$19,307,267	(\$6,320,969)	-25%	\$40,327,348	\$26,503,737	(\$13,823,611)	-34%
Sporting Goods/Hobby/Musical Instrument	\$10,734,410	\$6,987,251	(\$3,747,159)	-35%	\$32,384,104	\$12,456,756	(\$19,927,348)	-62%	\$50,863,786	\$21,449,258	(\$29,414,528)	-58%
Clothing Stores	\$43,933,960	\$28,702,031	(\$15,231,929)	-35%	\$132,439,457	\$49,371,475	(\$83,067,982)	-63%	\$208,004,720	\$92,593,489	(\$115,411,232)	-55%
Electronics/Appliance	\$16,064,613	\$10,904,134	(\$5,160,479)	-32%	\$47,696,518	\$20,230,167	(\$27,466,351)	-58%	\$76,989,210	\$25,182,567	(\$51,806,644)	-67%
Special Food Services	\$9,346,675	\$6,495,020	(\$2,851,656)	-31%	\$27,630,619	\$16,372,508	(\$11,258,111)	-41%	\$44,714,734	\$20,512,374	(\$24,202,359)	-54%
Jewelry/Luggage/Leather Goods	\$5,998,819	\$4,304,156	(\$1,694,663)	-28%	\$18,120,017	\$9,392,067	(\$8,727,950)	-48%	\$28,493,255	\$12,569,750	(\$15,923,504)	-56%
Automotive Dealers	\$190,299,488	\$137,293,244	(\$53,006,244)	-28%	\$573,391,303	\$300,714,016	(\$272,677,287)	-48%	\$895,738,552	\$557,415,844	(\$338,322,707)	-38%
Health/Personal Care Stores	\$53,086,560	\$39,038,759	(\$14,047,800)	-26%	\$160,650,252	\$76,912,209	(\$83,738,043)	-52%	\$254,168,264	\$169,998,586	(\$84,169,677)	-33%
Home Furnishing Stores	\$9,839,495	\$7,326,070	(\$2,513,425)	-26%	\$29,705,056	\$14,645,721	(\$15,059,335)	-51%	\$46,795,844	\$45,480,391	(\$1,315,453)	-3%
Book/Periodical/Music Stores	\$3,049,188	\$2,413,797	(\$635,391)	-21%	\$9,225,559	\$6,477,928	(\$2,747,631)	-30%	\$14,591,501	\$9,259,907	(\$5,331,594)	-37%
Specialty Food Stores	\$6,036,919	\$5,058,162	(\$978,756)	-16%	\$18,228,280	\$12,510,324	(\$5,717,956)	-31%	\$28,805,706	\$24,613,958	(\$4,191,748)	-15%
Office Supplies/Stationary/Gift	\$4,883,085	\$4,632,945	(\$250,141)	-5%	\$14,647,742	\$12,115,165	(\$2,532,577)	-17%	\$23,216,375	\$21,513,796	(\$1,702,578)	-7%
Full-Service Restaurants	\$43,315,181	\$43,292,030	(\$23,151)	0%	\$126,796,238	\$87,208,463	(\$39,587,775)	-31%	\$209,306,602	\$130,379,873	(\$78,926,729)	-38%
Limited-Service Eating Places	\$44,763,401	\$46,686,145	\$1,922,744	4%	\$132,353,866	\$107,334,561	(\$25,019,305)	-19%	\$214,132,785	\$188,939,542	(\$25,193,243)	-12%
Gasoline Stations	\$77,183,963	\$87,642,753	\$10,458,790	14%	\$233,173,297	\$258,549,519	\$25,376,222	11%	\$367,036,631	\$377,802,751	\$10,766,120	3%
Shoe Stores	\$6,032,749	\$7,658,334	\$1,625,585	27%	\$18,184,773	\$9,834,851	(\$8,349,922)	-46%	\$28,455,342	\$10,352,001	(\$18,103,341)	-64%
Building Material/Supplies Dealers	\$54,483,989	\$70,499,012	\$16,015,023	29%	\$164,530,500	\$102,839,026	(\$61,691,474)	-37%	\$259,483,301	\$179,824,839	(\$79,658,461)	-31%
Department Stores	\$23,688,556	\$35,829,171	\$12,140,615	51%	\$71,473,628	\$89,159,110	\$17,685,482	25%	\$112,582,735	\$103,336,347	(\$9,246,388)	-8%
Bar/Drinking Places (Alcoholic Beverages)	\$2,507,281	\$4,474,797	\$1,967,516	78%	\$7,215,633	\$7,054,709	(\$160,924)	-2%	\$12,323,018	\$8,615,188	(\$3,707,829)	-30%
Consumer Demand/Market Supply Index	\$1,027,533,444	\$658,986,364	156		\$3,090,592,223	\$2,030,052,995	152		\$4,889,144,919	\$3,807,478,172	128	

Consumer Demand & Market Supply Assessment

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

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	
Furniture/Sleep/Outdoor/Patio Furniture	\$27,529,533	\$4,639,607	(\$22,889,925)	-83%	\$82,990,557	\$16,479,288	(\$66,511,270)	-80%	\$130,114,292	\$42,323,826	(\$87,790,466)	-67%
Computer Hardware/Software/Supplies	\$17,335,895	\$4,320,082	(\$13,015,813)	-75%	\$49,492,070	\$19,373,095	(\$30,118,975)	-61%	\$86,680,855	\$32,920,458	(\$53,760,398)	-62%
Pets/Pet Foods/Pet Supplies	\$9,588,594	\$2,630,325	(\$6,958,269)	-73%	\$28,619,322	\$11,827,790	(\$16,791,532)	-59%	\$44,563,067	\$24,779,415	(\$19,783,651)	-44%
All Other Merchandise	\$39,500,182	\$15,266,306	(\$24,233,876)	-61%	\$118,833,463	\$55,645,327	(\$63,188,135)	-53%	\$186,802,506	\$101,897,037	(\$84,905,469)	-45%
Groceries/Other Food Items (Off Premises)	\$160,122,747	\$65,277,584	(\$94,845,163)	-59%	\$483,716,086	\$455,401,976	(\$28,314,109)	-6%	\$764,034,645	\$918,225,743	\$154,191,098	20%
Audio Equipment/Musical Instruments	\$5,704,925	\$2,349,800	(\$3,355,125)	-59%	\$17,243,559	\$7,673,058	(\$9,570,501)	-56%	\$27,198,258	\$12,662,936	(\$14,535,322)	-53%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$117,915,216	\$49,332,874	(\$68,582,342)	-58%	\$356,956,354	\$159,459,212	(\$197,497,142)	-55%	\$564,998,817	\$341,446,409	(\$223,552,408)	-40%
Packaged Liquor/Wine/Beer	\$18,697,087	\$7,862,946	(\$10,834,140)	-58%	\$56,422,202	\$41,008,442	(\$15,413,760)	-27%	\$88,541,732	\$71,371,388	(\$17,170,344)	-19%
Books/Periodicals	\$4,110,434	\$1,882,459	(\$2,227,976)	-54%	\$12,477,415	\$6,058,821	(\$6,418,595)	-51%	\$19,725,799	\$9,869,185	(\$9,856,614)	-50%
Automotive Tires/Tubes/Batteries/Parts	\$30,747,719	\$14,200,233	(\$16,547,486)	-54%	\$93,190,994	\$47,272,106	(\$45,918,888)	-49%	\$147,448,018	\$93,155,369	(\$54,292,649)	-37%
Lawn/Garden/Farm Equipment/Supplies	\$16,303,378	\$8,040,465	(\$8,262,914)	-51%	\$49,066,325	\$25,979,397	(\$23,086,928)	-47%	\$77,225,732	\$51,786,982	(\$25,438,750)	-33%
Kitchenware/Home Furnishings	\$12,038,584	\$6,191,785	(\$5,846,799)	-49%	\$36,315,947	\$18,558,906	(\$17,757,041)	-49%	\$57,199,317	\$41,057,237	(\$16,142,079)	-28%
Small Electric Appliances	\$2,159,989	\$1,140,881	(\$1,019,108)	-47%	\$6,519,965	\$4,320,528	(\$2,199,437)	-34%	\$10,247,509	\$9,534,291	(\$713,218)	-7%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,855,912	\$4,739,411	(\$4,116,501)	-46%	\$26,760,943	\$13,585,169	(\$13,175,773)	-49%	\$42,021,877	\$26,588,988	(\$15,432,888)	-37%
Womens/Juniors/Misses Wear	\$38,168,313	\$22,550,781	(\$15,617,532)	-41%	\$114,910,208	\$51,874,996	(\$63,035,212)	-55%	\$180,659,149	\$91,571,699	(\$89,087,450)	-49%
Paper/Related Products	\$4,218,560	\$2,665,443	(\$1,553,117)	-37%	\$12,753,039	\$14,385,815	\$1,632,775	13%	\$20,217,348	\$34,038,255	\$13,820,907	68%
Cigars/Cigarettes/Tobacco/Accessories	\$11,351,776	\$7,220,895	(\$4,130,880)	-36%	\$34,664,876	\$29,347,848	(\$5,317,029)	-15%	\$55,435,422	\$59,502,730	\$4,067,309	7%
Retailer Services	\$32,824,515	\$21,055,322	(\$11,769,193)	-36%	\$98,656,812	\$51,873,068	(\$46,783,744)	-47%	\$154,080,075	\$96,410,238	(\$57,669,837)	-37%
Televisions/VCR/Video Cameras/DVD etc	\$6,500,477	\$4,216,365	(\$2,284,112)	-35%	\$19,685,891	\$14,748,053	(\$4,937,839)	-25%	\$31,034,536	\$32,251,883	\$1,217,347	4%
Mens Wear	\$14,825,883	\$9,783,736	(\$5,042,147)	-34%	\$44,674,201	\$23,929,804	(\$20,744,397)	-46%	\$69,788,826	\$42,929,874	(\$26,858,952)	-38%
Toys/Hobby Goods/Games	\$5,017,180	\$3,336,460	(\$1,680,720)	-33%	\$15,162,358	\$10,811,179	(\$4,351,179)	-29%	\$23,900,018	\$21,736,979	(\$2,163,038)	-9%
Jewelry (including Watches)	\$8,994,191	\$6,083,331	(\$2,910,860)	-32%	\$27,189,326	\$15,153,070	(\$12,036,257)	-44%	\$42,772,240	\$23,326,934	(\$19,445,306)	-45%
Soaps/Detergents/Household Cleaners	\$4,871,121	\$3,312,648	(\$1,558,474)	-32%	\$14,679,407	\$15,953,587	\$1,274,179	9%	\$23,164,774	\$34,957,998	\$11,793,224	51%
Autos/Cars/Vans/Trucks/Motorcycles	\$168,115,775	\$115,195,679	(\$52,920,095)	-31%	\$506,475,799	\$255,159,144	(\$251,316,655)	-50%	\$790,504,328	\$471,080,456	(\$319,423,872)	-40%
Photographic Equipment/Supplies	\$1,096,636	\$754,890	(\$341,746)	-31%	\$3,316,324	\$2,288,256	(\$1,028,069)	-31%	\$5,202,843	\$4,576,205	(\$626,638)	-12%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,654,040	\$3,245,204	(\$1,408,836)	-30%	\$13,932,654	\$10,385,126	(\$3,547,528)	-25%	\$21,757,739	\$23,353,320	\$1,595,581	7%
Sewing/Knitting Materials/Supplies	\$449,690	\$334,968	(\$114,722)	-26%	\$1,332,824	\$897,627	(\$435,196)	-33%	\$2,080,012	\$1,951,930	(\$128,082)	-6%
Footwear, including Accessories	\$14,909,976	\$11,412,248	(\$3,497,728)	-23%	\$44,945,424	\$20,444,146	(\$24,501,279)	-55%	\$70,318,765	\$29,490,489	(\$40,828,277)	-58%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,400,845	\$2,105,072	(\$295,773)	-12%	\$7,230,143	\$5,697,868	(\$1,532,274)	-21%	\$11,381,591	\$13,811,610	\$2,430,018	21%
Childrens Wear/Infants/Toddlers Clothing	\$6,133,553	\$5,414,136	(\$719,417)	-12%	\$18,622,432	\$13,697,261	(\$4,925,170)	-26%	\$29,344,511	\$24,712,681	(\$4,631,830)	-16%
Floor/Floor Coverings	\$7,662,041	\$7,051,562	(\$610,479)	-8%	\$23,231,803	\$12,555,702	(\$10,676,101)	-46%	\$36,806,366	\$29,949,861	(\$6,856,505)	-19%
Alcoholic Drinks Served at the Establishment	\$18,244,939	\$17,224,577	(\$1,020,361)	-6%	\$52,328,547	\$33,421,642	(\$18,906,905)	-36%	\$89,956,329	\$48,522,124	(\$41,434,205)	-46%
Meats/Nonalcoholic Beverages	\$86,311,236	\$86,062,795	(\$248,441)	0%	\$255,267,075	\$200,244,762	(\$55,022,313)	-22%	\$412,711,030	\$332,501,890	(\$80,209,140)	-19%
Major Household Appliances	\$3,990,735	\$4,126,326	\$135,591	3%	\$11,819,531	\$7,795,561	(\$4,023,971)	-34%	\$18,289,473	\$13,100,959	(\$5,188,515)	-28%
Automotive Lubricants (incl Oil, Greases)	\$3,990,735	\$4,126,326	\$135,591	3%	\$11,819,531	\$7,795,561	(\$4,023,971)	-34%	\$18,289,473	\$13,100,959	(\$5,188,515)	-28%
Automotive Fuels	\$71,599,214	\$82,141,658	\$10,542,444	15%	\$216,238,588	\$261,665,681	\$45,427,093	21%	\$339,837,796	\$424,463,685	\$84,625,889	25%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,879,331	\$2,236,931	\$357,600	19%	\$5,704,150	\$10,653,077	\$4,948,926	87%	\$9,057,973	\$23,571,619	\$14,513,646	160%
Hardware/Tools/Plumbing/Electrical Supplies	\$15,080,635	\$18,004,444	\$2,923,809	19%	\$45,654,594	\$29,847,772	(\$15,806,822)	-35%	\$72,278,116	\$55,063,852	(\$17,214,264)	-24%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,955,258	\$5,264,878	\$1,309,620	33%	\$11,973,948	\$7,910,004	(\$4,063,943)	-34%	\$18,913,177	\$14,113,645	(\$4,799,532)	-25%
Dimensional Lumber/Other Building Materials	\$21,931,112	\$29,202,232	\$7,271,120	33%	\$66,263,269	\$42,773,934	(\$23,489,335)	-35%	\$104,491,506	\$75,049,572	(\$29,441,934)	-28%

Consumer Demand & Market Supply Assessment

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

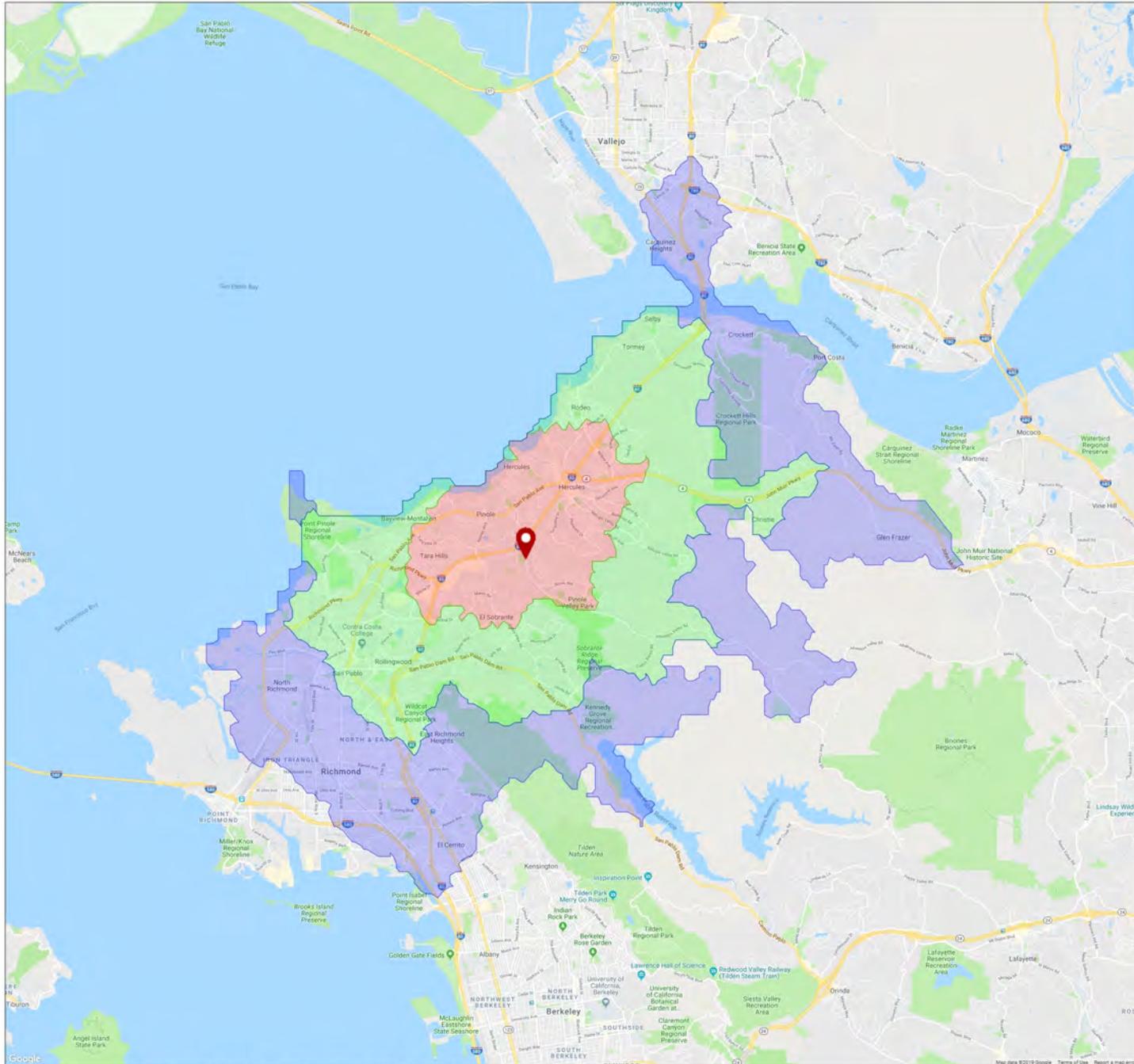
Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

I-80 and Pinole Valley Rd



INSIGHT
MARKET ANALYTICS
Hdl ECON Solutions

Drive Time: 5, 10, 15 Mins

Scale In Miles:



Consumer Demographic Profile

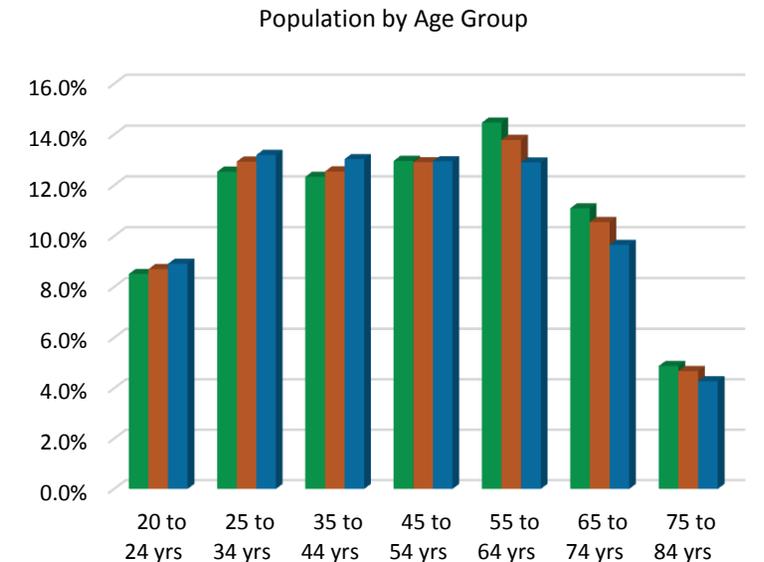
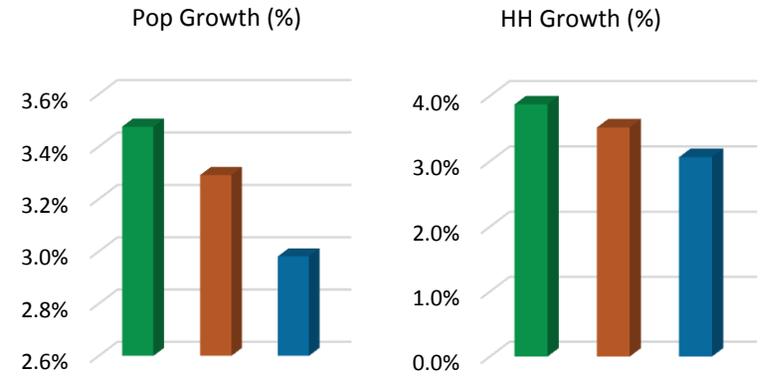
Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

INSIGHT

MARKET ANALYTICS

Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	53,096	---	138,443	---	243,763	---
5 Year Projected Pop	54,942	---	143,001	---	251,029	---
Pop Growth (%)	3.5%	---	3.3%	---	3.0%	---
Households	19,166	---	48,172	---	83,621	---
5 Year Projected HHs	19,907	---	49,867	---	86,183	---
HH Growth (%)	3.9%	---	3.5%	---	3.1%	---
Census Stats						
2000 Population	43,786	---	121,709	---	222,301	---
2010 Population	49,547	---	129,507	---	230,158	---
Pop Growth (%)	13.2%	---	6.4%	---	3.5%	---
2000 Households	15,314	---	41,699	---	75,768	---
2010 Households	17,678	---	44,773	---	78,712	---
HH Growth (%)	15.4%	---	7.4%	---	3.9%	---
Total Population by Age						
Average Age	41.0		40.3		39.2	
19 yrs & under	11,508	21.7%	30,922	22.3%	57,553	23.6%
20 to 24 yrs	4,516	8.5%	12,043	8.7%	21,725	8.9%
25 to 34 yrs	6,657	12.5%	17,905	12.9%	32,165	13.2%
35 to 44 yrs	6,549	12.3%	17,370	12.5%	31,767	13.0%
45 to 54 yrs	6,883	13.0%	17,869	12.9%	31,557	12.9%
55 to 64 yrs	7,684	14.5%	19,092	13.8%	31,448	12.9%
65 to 74 yrs	5,890	11.1%	14,609	10.6%	23,543	9.7%
75 to 84 yrs	2,593	4.9%	6,479	4.7%	10,429	4.3%
85 + yrs	817	1.5%	2,153	1.6%	3,576	1.5%
Population Bases						
20-34 yrs	11,173	21.0%	29,949	21.6%	53,890	22.1%
45-64 yrs	14,567	27.4%	36,961	26.7%	63,006	25.8%
16 yrs +	42,700	80.4%	110,638	79.9%	192,278	78.9%
25 yrs +	37,072	69.8%	95,478	69.0%	164,485	67.5%
65 yrs +	9,300	17.5%	23,242	16.8%	37,548	15.4%
75 yrs +	3,409	6.4%	8,633	6.2%	14,005	5.7%
85 yrs +	817	1.5%	2,153	1.6%	3,576	1.5%

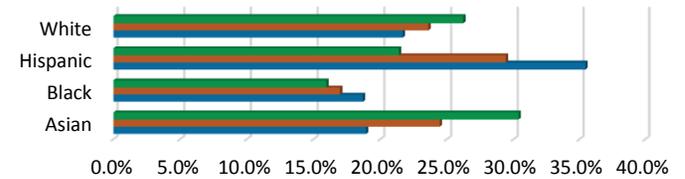


Consumer Demographic Profile

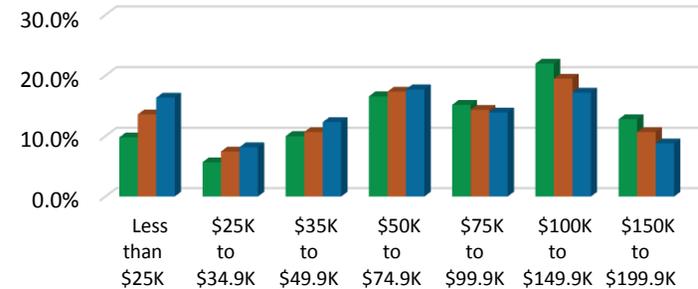
Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	13,927	26.2%	32,692	23.6%	52,891	21.7%
Hispanic	11,368	21.4%	40,730	29.4%	86,402	35.4%
Black	8,479	16.0%	23,527	17.0%	45,610	18.7%
Asian	16,125	30.4%	33,863	24.5%	46,175	18.9%
Ancestry						
American Indian (ancestry)	168	0.3%	419	0.3%	773	0.3%
Hawaiian (ancestry)	226	0.4%	755	0.5%	1,356	0.6%
Household Income						
Per Capita Income	\$37,395	---	\$32,953	---	\$29,966	---
Average HH Income	\$103,600	---	\$94,705	---	\$87,354	---
Median HH Income	\$86,826	---	\$76,345	---	\$67,767	---
Less than \$25K	1,876	9.8%	6,552	13.6%	13,684	16.4%
\$25K to \$34.9K	1,088	5.7%	3,594	7.5%	6,822	8.2%
\$35K to \$49.9K	1,919	10.0%	5,144	10.7%	10,301	12.3%
\$50K to \$74.9K	3,180	16.6%	8,365	17.4%	14,827	17.7%
\$75K to \$99.9K	2,909	15.2%	6,924	14.4%	11,641	13.9%
\$100K to \$149.9K	4,212	22.0%	9,391	19.5%	14,397	17.2%
\$150K to \$199.9K	2,453	12.8%	5,137	10.7%	7,346	8.8%
\$200K +	1,529	8.0%	3,066	6.4%	4,605	5.5%
Education						
Less than 9th Grade	1,967	5.3%	8,583	9.0%	19,198	11.7%
Some HS, No Diploma	1,671	4.5%	5,948	6.2%	12,738	7.7%
HS Grad (or Equivalent)	6,867	18.5%	20,070	21.0%	35,688	21.7%
Some College, No Degree	9,886	26.7%	23,976	25.1%	38,370	23.3%
Associate Degree	3,744	10.1%	9,144	9.6%	13,880	8.4%
Bachelor Degree	8,723	23.5%	19,154	20.1%	29,764	18.1%
Graduates Degree	2,910	7.8%	5,780	6.1%	9,825	6.0%

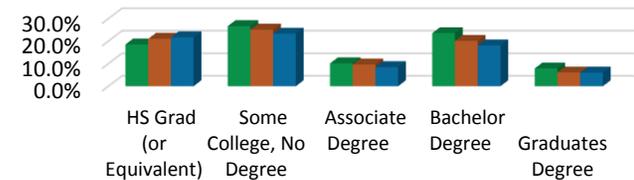
Ethnic Breakdown



Household Income Levels - %



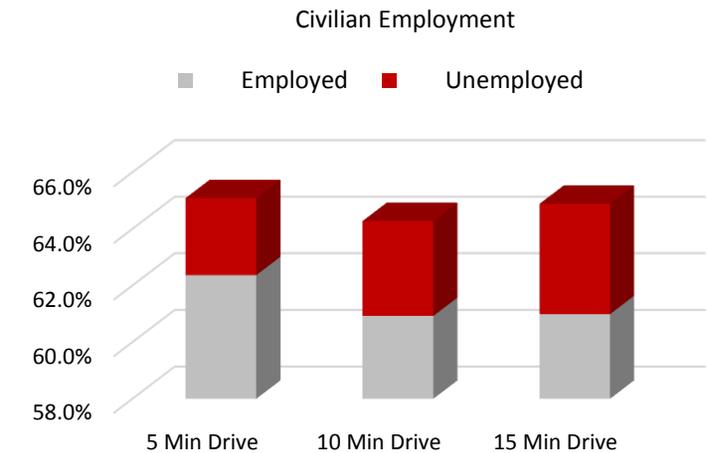
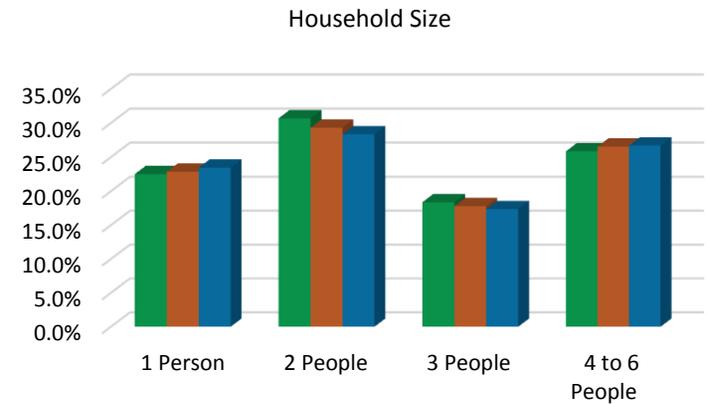
Education



Consumer Demographic Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
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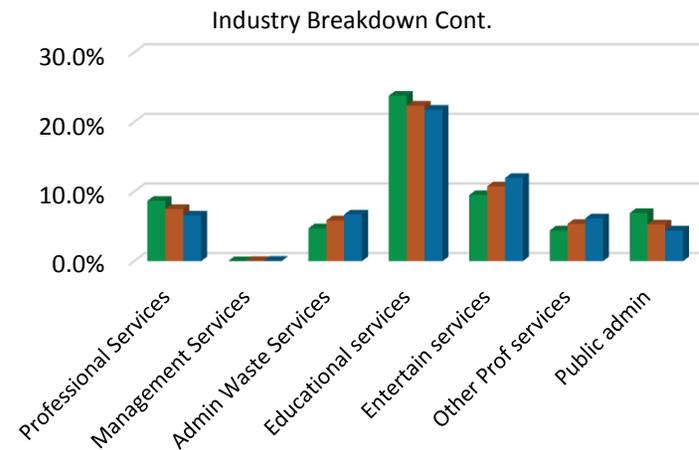
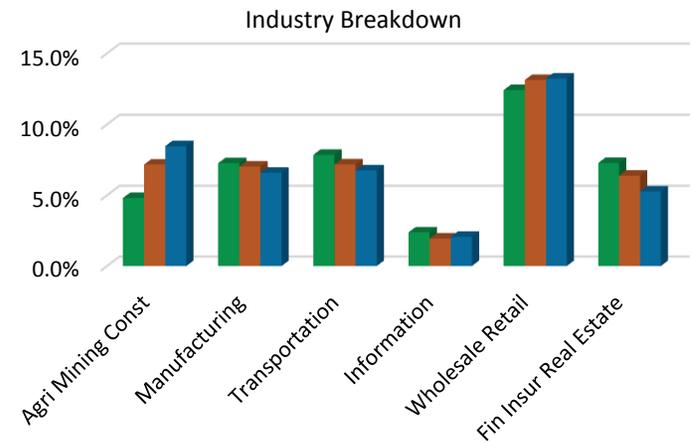
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	13,744		34,315		58,510	
Single - Male	497	3.6%	1,815	5.3%	3,165	5.4%
Single - Female	1,603	11.7%	4,273	12.5%	8,083	13.8%
Single Parent - Male	326	2.4%	1,033	3.0%	2,034	3.5%
Single Parent - Female	1,136	8.3%	3,471	10.1%	6,831	11.7%
Married w/ Children	3,887	28.3%	9,365	27.3%	16,157	27.6%
Married w/out Children	6,295	45.8%	14,357	41.8%	22,240	38.0%
Household Size						
1 Person	4,315	22.5%	11,015	22.9%	19,617	23.5%
2 People	5,882	30.7%	14,123	29.3%	23,704	28.3%
3 People	3,523	18.4%	8,576	17.8%	14,531	17.4%
4 to 6 People	4,956	25.9%	12,786	26.5%	22,330	26.7%
7+ People	489	2.6%	1,673	3.5%	3,439	4.1%
Home Ownership	19,166		48,172		83,621	
Owners	13,204	68.9%	31,399	65.2%	49,866	59.6%
Renters	5,962	31.1%	16,773	34.8%	33,755	40.4%
Components of Change						
Births	601	1.1%	1,586	1.1%	2,865	1.2%
Deaths	429	0.8%	1,059	0.8%	1,754	0.7%
Migration	126	0.2%	-443	-0.3%	-811	-0.3%
Employment (Pop 16+)	42,700		110,638		192,278	
Armed Services	53	0.1%	145	0.1%	217	0.1%
Civilian	27,793	65.1%	71,117	64.3%	124,762	64.9%
Employed	26,630	62.4%	67,407	60.9%	117,265	61.0%
Unemployed	1,162	2.7%	3,710	3.4%	7,498	3.9%
Not in Labor Force	14,855	34.8%	39,376	35.6%	67,298	35.0%
Employed Population	26,630		67,407		117,265	
White Collar	18,034	67.7%	41,306	61.3%	66,487	56.7%
Blue Collar	8,596	32.3%	26,101	38.7%	50,778	43.3%



Consumer Demographic Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	26,630		67,407		117,265	
White Collar	18,034	67.7%	41,306	61.3%	66,487	56.7%
Managerial executive	4,086	15.3%	9,031	13.4%	13,970	11.9%
Prof specialty	6,218	23.3%	13,577	20.1%	21,995	18.8%
Healthcare support	566	2.1%	1,583	2.3%	2,599	2.2%
Sales	2,596	9.7%	6,204	9.2%	10,958	9.3%
Office Admin	4,569	17.2%	10,910	16.2%	16,964	14.5%
Blue Collar	8,596	32.3%	26,101	38.7%	50,778	43.3%
Protective	904	3.4%	1,811	2.7%	2,879	2.5%
Food Prep Serving	1,309	4.9%	4,474	6.6%	8,588	7.3%
Bldg Maint/Cleaning	917	3.4%	3,553	5.3%	8,263	7.0%
Personal Care	1,215	4.6%	3,053	4.5%	5,675	4.8%
Farming/Fishing/Forestry	10	0.0%	109	0.2%	368	0.3%
Construction	1,760	6.6%	5,834	8.7%	11,815	10.1%
Production Transp	2,480	9.3%	7,268	10.8%	13,190	11.2%
Employment By Industry	26,630		67,407		117,265	
Agri Mining Const	1,280	4.8%	4,836	7.2%	9,936	8.5%
Manufacturing	1,935	7.3%	4,740	7.0%	7,735	6.6%
Transportation	2,093	7.9%	4,839	7.2%	7,931	6.8%
Information	633	2.4%	1,315	2.0%	2,423	2.1%
Wholesale Retail	3,305	12.4%	8,847	13.1%	15,502	13.2%
Fin Insur Real Estate	1,940	7.3%	4,302	6.4%	6,177	5.3%
Professional Services	2,312	8.7%	5,062	7.5%	7,698	6.6%
Management Services	0	0.0%	24	0.0%	61	0.1%
Admin Waste Services	1,258	4.7%	3,949	5.9%	7,855	6.7%
Educational services	6,331	23.8%	15,064	22.3%	25,546	21.8%
Entertain services	2,531	9.5%	7,250	10.8%	14,014	12.0%
Other Prof services	1,173	4.4%	3,609	5.4%	7,226	6.2%
Public admin	1,840	6.9%	3,569	5.3%	5,160	4.4%



Household Segmentation Profile

Site: I-80 and Pinole Valley Rd
 Address: I-80 and Pinole Valley Rd | Pinole CA
 Date: 6/20/2019



Hdl ECON Solutions

Trade Area 1:

5 Min Drive

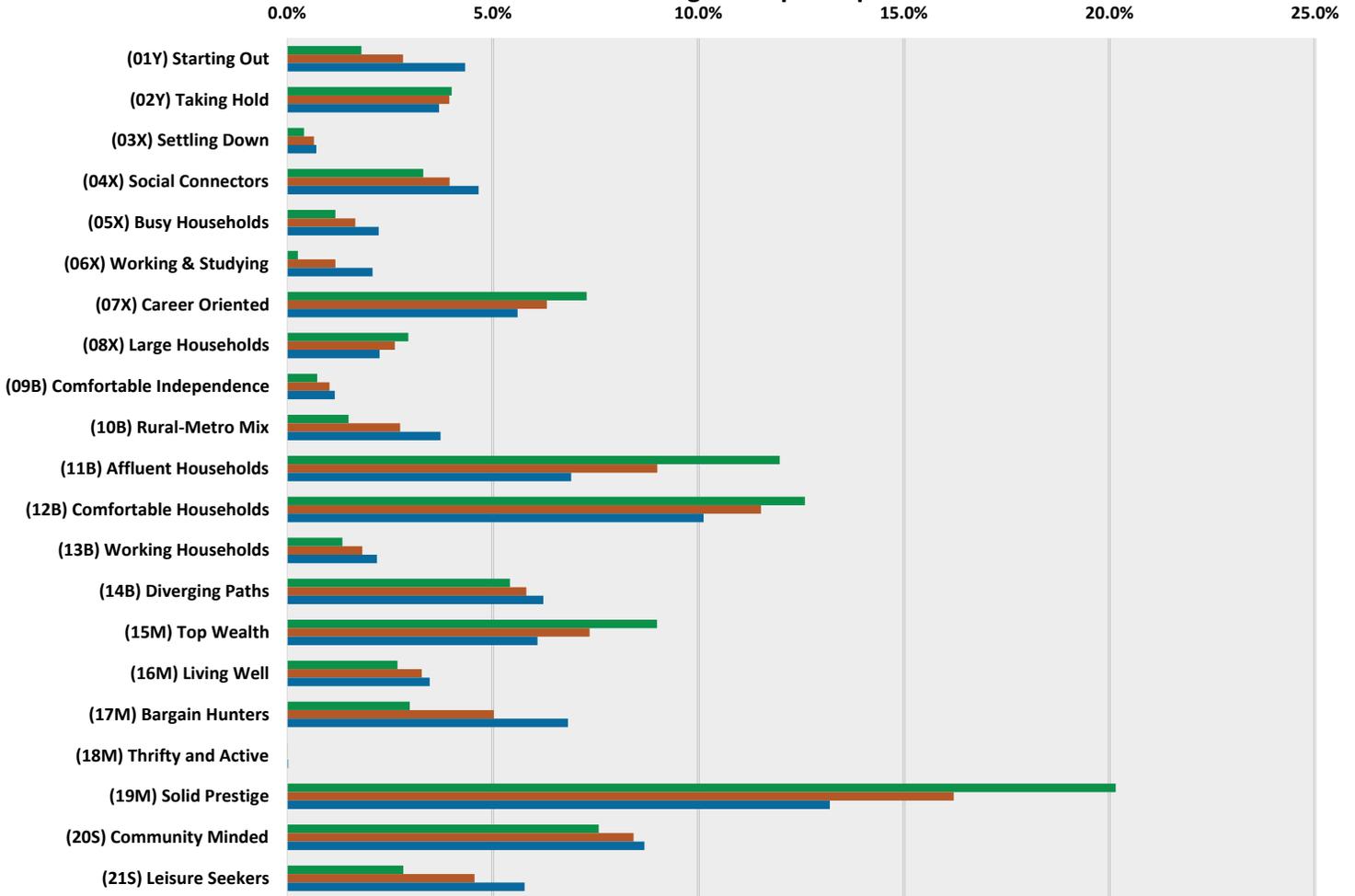
Trade Area 2:

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

18,087

100%

45,794

100%

80,396

100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,576	8.7%	3,172	6.9%	4,576	5.7%
2	04- Top Professionals	(11B) Affluent Households	1,563	8.6%	2,769	6.0%	3,650	4.5%
3	08- Solid Surroundings	(19M) Solid Prestige	1,500	8.3%	3,051	6.7%	4,322	5.4%
4	03- Corporate Connected	(15M) Top Wealth	1,258	7.0%	2,344	5.1%	3,333	4.1%
5	17- Firmly Established	(12B) Comfortable Households	1,167	6.5%	2,673	5.8%	4,033	5.0%
6	13- Work & Play	(12B) Comfortable Households	1,111	6.1%	2,605	5.7%	4,113	5.1%
7	36- Persistent & Productive	(20S) Community Minded	843	4.7%	2,269	5.0%	4,146	5.2%
8	33- Urban Diversity	(14B) Diverging Paths	801	4.4%	2,067	4.5%	3,851	4.8%
9	26- Getting Established	(07X) Career Oriented	608	3.4%	1,385	3.0%	2,389	3.0%
10	05- Active & Involved	(19M) Solid Prestige	570	3.2%	1,203	2.6%	1,717	2.1%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: I-80 and Pinole Valley Rd | Pinole CA

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

Hdl® ECONsolutions

TOTAL HOUSEHOLDS		18,087	100%	45,794	100%	80,396	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		327	1.8%	1,290	2.8%	3,483	4.3%
	39- Setting Goals	39	0.2%	186	0.4%	556	0.7%
	45- Offices & Entertainment	75	0.4%	279	0.6%	592	0.7%
	57- Collegiate Crowd	117	0.6%	434	0.9%	1,097	1.4%
	58- Outdoor Fervor	0	0.0%	0	0.0%	15	0.0%
	67- First Steps	95	0.5%	391	0.9%	1,222	1.5%
(02Y) Taking Hold		724	4.0%	1,808	3.9%	2,969	3.7%
	18- Climbing the Ladder	76	0.4%	149	0.3%	225	0.3%
	21- Children First	116	0.6%	368	0.8%	655	0.8%
	24- Career Building	493	2.7%	1,158	2.5%	1,833	2.3%
	30- Out & About	39	0.2%	133	0.3%	256	0.3%
(03X) Settling Down		75	0.4%	301	0.7%	572	0.7%
	34- Outward Bound	0	0.0%	1	0.0%	3	0.0%
	41- Rural Adventure	1	0.0%	18	0.0%	32	0.0%
	46- Rural & Active	75	0.4%	281	0.6%	537	0.7%
(04X) Social Connectors		599	3.3%	1,810	4.0%	3,742	4.7%
	42- Creative Variety	113	0.6%	412	0.9%	929	1.2%
	52- Stylish & Striving	169	0.9%	560	1.2%	1,156	1.4%
	59- Mobile Mixers	317	1.8%	838	1.8%	1,658	2.1%
(05X) Busy Households		212	1.2%	761	1.7%	1,790	2.2%
	37- Firm Foundations	88	0.5%	290	0.6%	617	0.8%
	62- Movies & Sports	124	0.7%	470	1.0%	1,173	1.5%
(06X) Working & Studying		47	0.3%	536	1.2%	1,674	2.1%
	61- City Life	4	0.0%	113	0.2%	357	0.4%
	69- Productive Havens	15	0.1%	120	0.3%	465	0.6%
	70- Favorably Frugal	29	0.2%	303	0.7%	853	1.1%
(07X) Career Oriented		1,318	7.3%	2,894	6.3%	4,506	5.6%
	06- Casual Comfort	376	2.1%	792	1.7%	1,041	1.3%
	10- Careers & Travel	232	1.3%	479	1.0%	706	0.9%
	20- Carving Out Time	102	0.6%	238	0.5%	370	0.5%
	26- Getting Established	608	3.4%	1,385	3.0%	2,389	3.0%
(08X) Large Households		533	2.9%	1,200	2.6%	1,809	2.3%
	11- Schools & Shopping	124	0.7%	289	0.6%	404	0.5%
	12- On the Go	183	1.0%	376	0.8%	590	0.7%
	19- Country Comfort	0	0.0%	4	0.0%	19	0.0%
	27- Tenured Proprietors	225	1.2%	531	1.2%	796	1.0%
(09B) Comfortable Independence		133	0.7%	473	1.0%	934	1.2%
	29- City Mixers	1	0.0%	1	0.0%	3	0.0%
	35- Working & Active	72	0.4%	253	0.6%	492	0.6%
	56- Metro Active	60	0.3%	219	0.5%	439	0.5%
(10B) Rural-Metro Mix		271	1.5%	1,259	2.7%	2,998	3.7%
	47- Rural Parents	0	0.0%	1	0.0%	23	0.0%
	53- Metro Strivers	269	1.5%	1,255	2.7%	2,957	3.7%
	60- Rural & Mobile	2	0.0%	3	0.0%	19	0.0%

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

Household Segmentation Profile

Market: I-80 and Pinole Valley Rd | Pinole CA

Date: 6/20/2019

INSIGHT

MARKET ANALYTICS

Hdl® ECONsolutions

TOTAL HOUSEHOLDS		18,087	100%	45,794	100%	80,396	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		2,168	12.0%	4,125	9.0%	5,558	6.9%
	01- Summit Estates	232	1.3%	650	1.4%	959	1.2%
	04- Top Professionals	1,563	8.6%	2,769	6.0%	3,650	4.5%
	07- Active Lifestyles	372	2.1%	707	1.5%	950	1.2%
(12B) Comfortable Households		2,278	12.6%	5,278	11.5%	8,147	10.1%
	13- Work & Play	1,111	6.1%	2,605	5.7%	4,113	5.1%
	17- Firmly Established	1,167	6.5%	2,673	5.8%	4,033	5.0%
(13B) Working Households		243	1.3%	837	1.8%	1,756	2.2%
	38- Occupational Mix	243	1.3%	837	1.8%	1,749	2.2%
	48- Farm & Home	0	0.0%	0	0.0%	7	0.0%
(14B) Diverging Paths		980	5.4%	2,666	5.8%	5,010	6.2%
	16- Country Enthusiasts	0	0.0%	2	0.0%	20	0.0%
	22- Comfortable Cornerstones	83	0.5%	255	0.6%	426	0.5%
	31- Mid-Americana	92	0.5%	304	0.7%	569	0.7%
	32- Metro Mix	4	0.0%	39	0.1%	145	0.2%
	33- Urban Diversity	801	4.4%	2,067	4.5%	3,851	4.8%
(15M) Top Wealth		1,628	9.0%	3,371	7.4%	4,899	6.1%
	02- Established Elite	370	2.0%	1,027	2.2%	1,566	1.9%
	03- Corporate Connected	1,258	7.0%	2,344	5.1%	3,333	4.1%
(16M) Living Well		486	2.7%	1,502	3.3%	2,787	3.5%
	14- Career Centered	360	2.0%	1,115	2.4%	2,091	2.6%
	15- Country Ways	0	0.0%	2	0.0%	7	0.0%
	23- Good Neighbors	126	0.7%	385	0.8%	689	0.9%
(17M) Bargain Hunters		540	3.0%	2,304	5.0%	5,491	6.8%
	43- Work & Causes	103	0.6%	425	0.9%	923	1.1%
	44- Open Houses	118	0.7%	476	1.0%	1,051	1.3%
	55- Community Life	100	0.6%	374	0.8%	762	0.9%
	63- Staying Home	196	1.1%	896	2.0%	2,260	2.8%
	68- Staying Healthy	24	0.1%	134	0.3%	496	0.6%
(18M) Thrifty & Active		0	0.0%	3	0.0%	23	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	5	0.0%
	50- Rural Community	0	0.0%	2	0.0%	10	0.0%
	54- Work & Outdoors	0	0.0%	1	0.0%	8	0.0%
(19M) Solid Prestige		3,646	20.2%	7,427	16.2%	10,616	13.2%
	05- Active & Involved	570	3.2%	1,203	2.6%	1,717	2.1%
	08- Solid Surroundings	1,500	8.3%	3,051	6.7%	4,322	5.4%
	09- Busy Schedules	1,576	8.7%	3,172	6.9%	4,576	5.7%
(20S) Community Minded		1,370	7.6%	3,858	8.4%	6,988	8.7%
	25- Clubs & Causes	277	1.5%	872	1.9%	1,579	2.0%
	28- Community Pillars	251	1.4%	717	1.6%	1,263	1.6%
	36- Persistent & Productive	843	4.7%	2,269	5.0%	4,146	5.2%
(21S) Leisure Seekers		511	2.8%	2,089	4.6%	4,644	5.8%
	49- Home & Garden	102	0.6%	379	0.8%	759	0.9%
	51- Role Models	135	0.7%	463	1.0%	924	1.1%
	64- Practical & Careful	65	0.4%	303	0.7%	599	0.7%
	65- Hobbies & Shopping	105	0.6%	515	1.1%	1,338	1.7%
	66- Helping Hands	104	0.6%	429	0.9%	1,024	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.

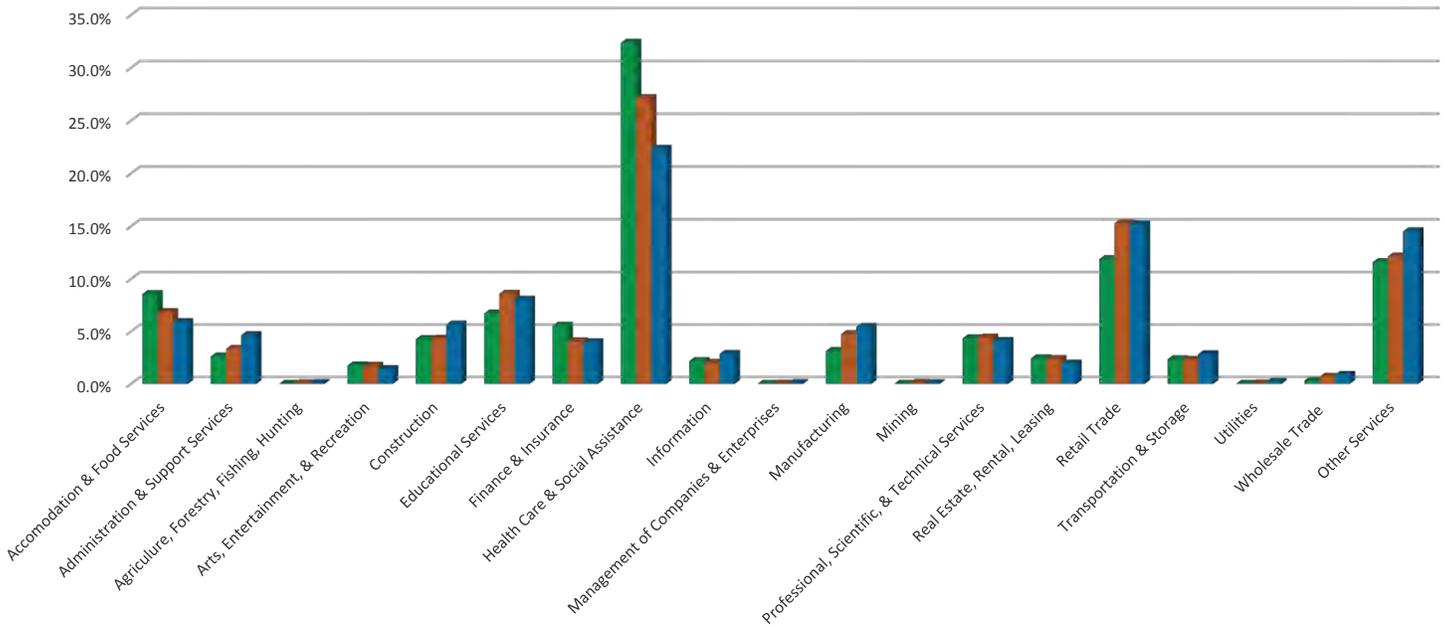
Employment Profile

Site: I-80 and Pinole Valley Rd
 Address: I-80 and Pinole Valley Rd | Pinole CA
 Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	40,217		115,368		200,269	
Student Population	8,908		34,029		51,231	
Median Employee Salary	53,767		52,453		51,447	
Average Employee Salary	64,233		61,660		60,537	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	232	1.7%	816	2.5%	1,704	2.7%
15,000 to 30,000 CrYr	322	2.4%	843	2.6%	2,020	3.2%
30,000 to 45,000 CrYr	4,511	33.9%	11,694	35.9%	22,652	35.7%
45,000 to 60,000 CrYr	2,669	20.1%	6,331	19.4%	12,590	19.9%
60,000 to 75,000 CrYr	1,790	13.4%	4,157	12.8%	7,817	12.3%
75,000 to 90,000 CrYr	1,331	10.0%	3,106	9.5%	6,249	9.9%
90,000 to 100,000 CrYr	334	2.5%	860	2.6%	1,933	3.0%
Over 100,000 CrYr	2,124	16.0%	4,745	14.6%	8,445	13.3%

Industry Groups

Employee's by Industry



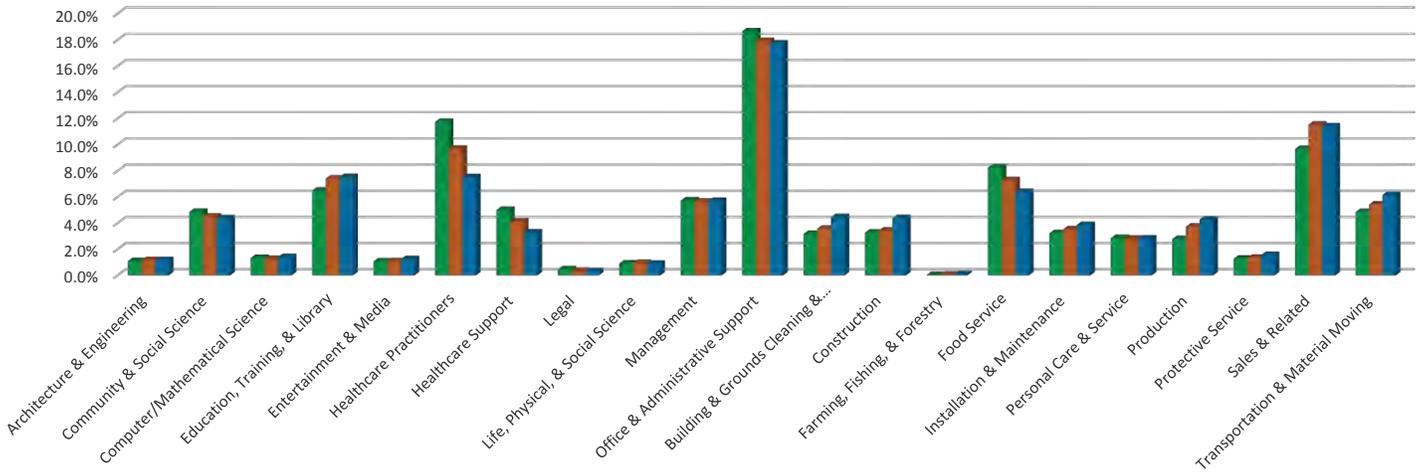
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	838	100%	13,313	100%	2,008	100%	32,552	100%	3,551	100%	63,409	100%
Accommodation & Food Services	60	7.2%	1,141	8.6%	134	6.7%	2,228	6.8%	221	6.2%	3,733	5.9%
Administration & Support Services	26	3.1%	348	2.6%	66	3.3%	1,082	3.3%	117	3.3%	2,939	4.6%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	2	0.1%	16	0.0%	6	0.2%	48	0.1%
Arts, Entertainment, & Recreation	22	2.6%	233	1.7%	47	2.3%	559	1.7%	75	2.1%	898	1.4%
Construction	38	4.5%	567	4.3%	100	5.0%	1,397	4.3%	183	5.2%	3,586	5.7%
Educational Services	29	3.5%	893	6.7%	73	3.6%	2,794	8.6%	125	3.5%	5,080	8.0%
Finance & Insurance	59	7.0%	737	5.5%	118	5.9%	1,316	4.0%	161	4.5%	2,519	4.0%
Health Care & Social Assistance	213	25.4%	4,308	32.4%	443	22.1%	8,832	27.1%	686	19.3%	14,154	22.3%
Information	11	1.3%	289	2.2%	30	1.5%	649	2.0%	55	1.6%	1,812	2.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	4	0.0%	2	0.1%	48	0.1%
Manufacturing	18	2.2%	417	3.1%	59	2.9%	1,541	4.7%	129	3.6%	3,441	5.4%
Mining	0	0.0%	0	0.0%	2	0.1%	30	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	72	8.6%	577	4.3%	156	7.8%	1,434	4.4%	260	7.3%	2,589	4.1%
Real Estate, Rental, Leasing	47	5.6%	324	2.4%	106	5.3%	769	2.4%	164	4.6%	1,230	1.9%
Retail Trade	92	11.0%	1,582	11.9%	261	13.0%	4,977	15.3%	498	14.0%	9,628	15.2%
Transportation & Storage	11	1.3%	312	2.3%	35	1.7%	743	2.3%	69	1.9%	1,784	2.8%
Utilities	0	0.0%	0	0.0%	1	0.0%	12	0.0%	4	0.1%	139	0.2%
Wholesale Trade	8	0.9%	40	0.3%	21	1.0%	220	0.7%	53	1.5%	538	0.8%
Other Services	132	15.7%	1,545	11.6%	353	17.6%	3,949	12.1%	739	20.8%	9,204	14.5%

Employment Profile

Site: I-80 and Pinole Valley Rd
 Address: I-80 and Pinole Valley Rd | Pinole CA
 Date Report Created: 6/20/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	8,044	60.4%	18,572	57.1%	34,461	54.3%
Architecture & Engineering	144	1.1%	375	1.2%	731	1.2%
Community & Social Science	646	4.9%	1,459	4.5%	2,760	4.4%
Computer/Mathematical Science	176	1.3%	404	1.2%	882	1.4%
Education, Training, & Library	862	6.5%	2,410	7.4%	4,764	7.5%
Entertainment & Media	142	1.1%	350	1.1%	782	1.2%
Healthcare Practitioners	1,561	11.7%	3,151	9.7%	4,757	7.5%
Healthcare Support	665	5.0%	1,340	4.1%	2,075	3.3%
Legal	60	0.4%	107	0.3%	195	0.3%
Life, Physical, & Social Science	120	0.9%	304	0.9%	552	0.9%
Management	762	5.7%	1,835	5.6%	3,604	5.7%
Office & Administrative Support	2,483	18.7%	5,827	17.9%	11,230	17.7%
Blue Collar	5,235	39.3%	13,862	42.6%	28,707	45.3%
Building & Grounds Cleaning & Maintenance	422	3.2%	1,161	3.6%	2,821	4.4%
Construction	434	3.3%	1,114	3.4%	2,773	4.4%
Farming, Fishing, & Forestry	3	0.0%	12	0.0%	51	0.1%
Food Service	1,099	8.3%	2,369	7.3%	4,043	6.4%
Installation & Maintenance	428	3.2%	1,143	3.5%	2,437	3.8%
Personal Care & Service	379	2.8%	910	2.8%	1,782	2.8%
Production	369	2.8%	1,211	3.7%	2,704	4.3%
Protective Service	169	1.3%	433	1.3%	977	1.5%
Sales & Related	1,287	9.7%	3,749	11.5%	7,221	11.4%
Transportation & Material Moving	644	4.8%	1,760	5.4%	3,898	6.1%
Military Services	34	0.3%	118	0.4%	241	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	13,313	32,552	63,409
2018 Q3	12,593	30,320	59,437
2018 Q2	13,083	31,929	62,404
2018 Q1	13,683	33,233	64,856
2017 Q4	14,045	33,778	65,511
2017 Q3	13,250	31,852	62,095
2017 Q2	13,980	34,060	65,977
2017 Q1	13,868	33,872	65,695
2016 Q4	13,948	34,129	66,315

Consumer Demand & Market Supply Assessment

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive	10 Min Drive	15 Min Drive
Demographics			
Population	53,096	138,443	243,763
5-Year Population estimate	54,942	143,001	251,029
Population Households	52,984	137,044	241,488
Group Quarters Population	112	1,399	2,275
Households	19,166	48,172	83,621
5-Year Households estimate	19,907	49,867	86,183
WorkPlace Establishments	838	2,008	3,551
Workplace Employees	13,313	32,552	63,409
Median Household Income	\$86,826	\$76,345	\$67,767

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	\$11,036,404	\$0	(\$11,036,404)	-100%	\$28,108,853	\$0	(\$28,108,853)	-100%	\$48,450,098	\$6,717,620	(\$41,732,478)	-86%
Lawn/Garden Equipment/Supplies Stores	\$6,610,933	\$0	(\$6,610,933)	-100%	\$16,890,685	\$6,632,012	(\$10,258,673)	-61%	\$29,281,440	\$14,802,238	(\$14,479,202)	-49%
Electronic Shopping/Mail Order Houses	\$136,773,745	\$0	(\$136,773,745)	-100%	\$349,152,958	\$61,029,002	(\$288,123,956)	-83%	\$610,693,006	\$108,357,616	(\$502,335,390)	-82%
Vending Machine Operators (Non-Store)	\$6,300,803	\$0	(\$6,300,803)	-100%	\$16,121,540	\$3,173,585	(\$12,947,955)	-80%	\$28,123,448	\$3,173,585	(\$24,949,863)	-89%
Florists/Misc. Store Retailers	\$1,393,892	\$21,938	(\$1,371,954)	-98%	\$3,563,833	\$212,032	(\$3,351,801)	-94%	\$6,181,548	\$1,271,232	(\$4,910,316)	-79%
Jewelry/Luggage/Leather Goods	\$6,180,294	\$193,695	(\$5,986,599)	-97%	\$15,808,843	\$7,719,967	(\$8,088,876)	-51%	\$27,383,592	\$11,351,404	(\$16,032,188)	-59%
Other Motor Vehicle Dealers	\$12,254,804	\$1,569,060	(\$10,685,745)	-87%	\$31,155,307	\$5,482,744	(\$25,672,563)	-82%	\$53,548,603	\$7,694,352	(\$45,854,251)	-86%
Grocery Stores	\$104,360,813	\$13,532,216	(\$90,828,597)	-87%	\$267,655,985	\$196,543,724	(\$71,112,260)	-27%	\$466,652,315	\$486,234,712	\$19,582,397	4%
Shoe Stores	\$6,256,115	\$1,180,182	(\$5,075,933)	-81%	\$15,885,858	\$9,834,851	(\$6,051,007)	-38%	\$27,313,059	\$9,885,754	(\$17,427,305)	-64%
Clothing Stores	\$45,277,085	\$10,198,556	(\$35,078,529)	-77%	\$115,555,120	\$45,678,046	(\$69,877,074)	-60%	\$199,803,625	\$87,024,761	(\$112,778,864)	-56%
Other Misc. Store Retailers	\$14,644,326	\$3,302,297	(\$11,342,029)	-77%	\$37,293,239	\$19,098,324	(\$18,194,916)	-49%	\$64,443,579	\$31,615,111	(\$32,828,468)	-51%
Used Merchandise Stores	\$3,388,454	\$1,015,021	(\$2,373,433)	-70%	\$8,654,583	\$3,511,964	(\$5,142,620)	-59%	\$14,976,012	\$7,235,765	(\$7,740,246)	-52%
Direct Selling Establishments	\$5,003,118	\$1,678,116	(\$3,325,002)	-66%	\$12,888,099	\$7,304,156	(\$5,583,943)	-43%	\$22,531,929	\$20,130,908	(\$2,401,021)	-11%
Sporting Goods/Hobby/Musical Instrument	\$11,074,622	\$4,063,453	(\$7,011,169)	-63%	\$28,252,894	\$11,608,153	(\$16,644,741)	-59%	\$48,857,722	\$19,855,086	(\$29,002,636)	-59%
Office Supplies/Stationary/Gift	\$5,025,620	\$2,476,255	(\$2,549,365)	-51%	\$12,788,556	\$9,653,897	(\$3,134,659)	-25%	\$22,240,431	\$18,268,487	(\$3,971,943)	-18%
Automotive Parts/Accessories/Tire	\$15,770,159	\$8,380,409	(\$7,389,750)	-47%	\$40,714,064	\$21,224,768	(\$19,489,296)	-48%	\$71,279,812	\$47,255,286	(\$24,024,526)	-34%
Automotive Dealers	\$196,990,140	\$106,577,404	(\$90,412,736)	-46%	\$501,077,581	\$246,992,767	(\$254,084,813)	-51%	\$860,934,751	\$516,878,777	(\$344,055,974)	-40%
Health/Personal Care Stores	\$54,113,820	\$29,458,758	(\$24,655,062)	-46%	\$139,597,758	\$76,718,022	(\$62,879,736)	-45%	\$244,534,306	\$145,599,520	(\$98,934,786)	-40%
Special Food Services	\$9,694,827	\$6,063,006	(\$3,631,820)	-37%	\$24,199,781	\$13,521,186	(\$10,678,595)	-44%	\$42,412,843	\$20,564,921	(\$21,847,923)	-52%
Other General Merchandise Stores	\$106,981,066	\$69,726,265	(\$37,254,801)	-35%	\$274,341,503	\$210,929,926	(\$63,411,578)	-23%	\$478,164,011	\$643,894,220	\$165,730,210	35%
Beer/Wine/Liquor Stores	\$8,762,894	\$5,825,781	(\$2,937,113)	-34%	\$22,359,535	\$16,224,667	(\$6,134,868)	-27%	\$38,720,133	\$27,767,470	(\$10,952,663)	-28%
Home Furnishing Stores	\$10,113,763	\$7,058,179	(\$3,055,584)	-30%	\$25,891,788	\$10,980,262	(\$14,911,526)	-58%	\$44,972,237	\$34,279,221	(\$10,693,016)	-24%
Specialty Food Stores	\$6,189,983	\$4,438,174	(\$1,751,809)	-28%	\$15,873,697	\$7,187,827	(\$8,685,870)	-55%	\$27,681,751	\$21,893,940	(\$5,787,811)	-21%
Book/Periodical/Music Stores	\$3,128,763	\$2,396,842	(\$731,921)	-23%	\$8,034,808	\$6,460,014	(\$1,574,794)	-20%	\$14,023,082	\$8,432,273	(\$5,590,809)	-40%
Bar/Drinking Places (Alcoholic Beverages)	\$2,587,862	\$2,108,469	(\$479,393)	-19%	\$6,332,609	\$7,317,019	\$984,410	16%	\$11,494,502	\$7,738,488	(\$3,756,014)	-33%
Electronics/Appliance	\$16,553,373	\$13,765,483	(\$2,787,890)	-17%	\$41,696,360	\$20,224,237	(\$21,472,124)	-51%	\$73,270,216	\$22,714,230	(\$50,555,986)	-69%
Department Stores	\$24,348,113	\$20,357,405	(\$3,990,709)	-16%	\$62,293,777	\$89,157,453	\$26,863,676	43%	\$108,173,714	\$99,403,090	(\$8,770,624)	-8%
Full-Service Restaurants	\$44,847,860	\$43,084,146	(\$1,763,714)	-4%	\$111,132,707	\$79,455,983	(\$31,676,724)	-29%	\$197,290,768	\$108,570,562	(\$88,720,206)	-45%
Limited-Service Eating Places	\$46,428,669	\$48,278,216	\$1,849,547	4%	\$115,912,435	\$91,462,128	(\$24,450,307)	-21%	\$203,127,811	\$167,650,270	(\$35,477,542)	-17%
Building Material/Supplies Dealers	\$55,830,474	\$61,470,357	\$5,639,884	10%	\$143,220,757	\$99,453,193	(\$43,767,564)	-31%	\$249,487,754	\$160,709,465	(\$88,778,288)	-36%
Gasoline Stations	\$79,099,767	\$98,805,993	\$19,706,226	25%	\$202,981,192	\$208,235,759	\$5,254,566	3%	\$353,001,151	\$369,593,359	\$16,592,208	5%
Consumer Demand/Market Supply Index	\$1,057,022,562	\$567,025,679	186		\$2,695,436,706	\$1,593,027,667	169		\$4,689,049,248	\$3,236,563,725	145	

Consumer Demand & Market Supply Assessment

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Date Report Created: 6/20/2019

	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												
Furniture/Sleep/Outdoor/Patio Furniture	\$28,467,671	\$3,825,036	(\$24,642,635)	-87%	\$72,508,997	\$13,863,266	(\$58,645,732)	-81%	\$124,966,296	\$35,600,359	(\$89,365,936)	-72%
Jewelry (including Watches)	\$9,263,693	\$1,488,082	(\$7,775,611)	-84%	\$23,715,590	\$13,023,600	(\$10,691,990)	-45%	\$41,112,173	\$20,799,504	(\$20,312,668)	-49%
Pets/Pet Foods/Pet Supplies	\$10,032,971	\$2,179,128	(\$7,853,843)	-78%	\$25,122,020	\$9,883,590	(\$15,238,430)	-61%	\$42,733,759	\$20,365,911	(\$22,367,848)	-52%
Footwear, including Accessories	\$15,467,792	\$3,364,781	(\$12,103,011)	-78%	\$39,264,109	\$19,490,391	(\$19,773,718)	-50%	\$67,491,297	\$27,050,678	(\$40,440,619)	-60%
Womens/Juniors/Misses Wear	\$39,179,212	\$10,254,725	(\$28,924,487)	-74%	\$100,203,918	\$47,643,429	(\$52,560,490)	-52%	\$173,569,687	\$82,898,020	(\$90,671,667)	-52%
Computer Hardware/Software/Supplies	\$17,784,361	\$5,017,869	(\$12,766,492)	-72%	\$43,393,294	\$18,322,341	(\$25,070,953)	-58%	\$80,419,905	\$30,151,793	(\$50,268,113)	-63%
All Other Merchandise	\$40,609,746	\$11,998,595	(\$28,611,151)	-70%	\$103,721,817	\$47,275,230	(\$56,446,587)	-54%	\$179,435,991	\$87,925,435	(\$91,510,556)	-51%
Mens Wear	\$15,387,992	\$4,815,196	(\$10,572,796)	-69%	\$39,073,433	\$21,733,661	(\$17,339,773)	-44%	\$67,022,203	\$37,983,740	(\$29,038,464)	-43%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$120,089,761	\$38,391,620	(\$81,698,141)	-68%	\$310,067,654	\$136,686,421	(\$173,381,233)	-56%	\$543,646,162	\$281,227,928	(\$262,418,234)	-48%
Groceries/Other Food Items (Off Premises)	\$164,134,657	\$54,109,880	(\$110,024,777)	-67%	\$421,174,667	\$277,085,008	(\$144,089,659)	-34%	\$734,437,388	\$711,202,699	(\$23,234,690)	-3%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$9,152,570	\$3,197,746	(\$5,954,824)	-65%	\$23,353,354	\$11,965,139	(\$11,388,215)	-49%	\$40,367,109	\$22,771,397	(\$17,595,712)	-44%
Audio Equipment/Musical Instruments	\$5,834,342	\$2,130,165	(\$3,704,177)	-63%	\$15,003,969	\$6,870,663	(\$8,133,306)	-54%	\$26,142,417	\$11,172,233	(\$14,970,184)	-57%
Kitchenware/Home Furnishings	\$12,389,313	\$4,918,056	(\$7,471,257)	-60%	\$31,675,518	\$15,278,946	(\$16,396,572)	-52%	\$54,950,960	\$33,318,105	(\$21,632,855)	-39%
Lawn/Garden/Farm Equipment/Supplies	\$16,700,981	\$6,687,708	(\$10,013,273)	-60%	\$42,744,223	\$21,894,692	(\$20,849,531)	-49%	\$74,233,615	\$44,741,716	(\$29,491,899)	-40%
Packaged Liquor/Wine/Beer	\$19,339,975	\$8,142,650	(\$11,197,325)	-58%	\$49,261,730	\$29,232,287	(\$20,029,443)	-41%	\$85,020,438	\$61,858,466	(\$23,161,973)	-27%
Books/Periodicals	\$4,214,657	\$1,796,081	(\$2,418,576)	-57%	\$10,859,271	\$5,722,945	(\$5,136,326)	-47%	\$18,978,369	\$8,708,796	(\$10,269,573)	-54%
Childrens Wear/Infants/Toddlers Clothing	\$6,389,651	\$2,852,814	(\$3,536,838)	-55%	\$16,235,743	\$12,267,312	(\$3,968,431)	-24%	\$28,155,838	\$21,470,768	(\$6,685,070)	-24%
Small Electric Appliances	\$2,216,995	\$991,434	(\$1,225,561)	-55%	\$5,677,524	\$3,476,946	(\$2,200,579)	-39%	\$9,848,064	\$7,534,082	(\$2,313,982)	-24%
Automotive Tires/Tubes/Batteries/Parts	\$31,296,980	\$14,327,525	(\$16,969,455)	-54%	\$80,927,759	\$36,967,054	(\$43,960,705)	-54%	\$141,918,308	\$80,574,893	(\$61,343,416)	-43%
Toys/Hobby Goods/Games	\$5,155,768	\$2,408,932	(\$2,746,836)	-53%	\$13,202,764	\$9,191,899	(\$4,010,865)	-30%	\$22,966,500	\$17,912,859	(\$5,053,641)	-22%
Autos/Cars/Vans/Trucks/Motorcycles	\$174,108,456	\$89,984,389	(\$84,124,067)	-48%	\$442,676,774	\$209,588,283	(\$233,088,491)	-53%	\$759,816,844	\$436,669,218	(\$323,147,626)	-43%
Retailer Services	\$34,200,775	\$17,790,457	(\$16,410,318)	-48%	\$86,433,458	\$43,116,419	(\$43,317,039)	-50%	\$147,905,476	\$86,404,050	(\$61,501,426)	-42%
Sewing/Knitting Materials/Supplies	\$463,344	\$244,017	(\$219,328)	-47%	\$1,161,144	\$753,841	(\$407,303)	-35%	\$1,994,770	\$1,586,398	(\$408,372)	-20%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,856,655	\$2,731,352	(\$2,125,303)	-44%	\$12,218,652	\$8,424,384	(\$3,794,268)	-31%	\$20,862,726	\$18,478,246	(\$2,384,479)	-11%
Soaps/Detergents/Household Cleaners	\$5,008,309	\$2,979,412	(\$2,028,898)	-41%	\$12,784,693	\$11,019,050	(\$1,765,643)	-14%	\$22,261,015	\$26,813,213	\$4,552,199	20%
Paper/Related Products	\$4,286,419	\$2,554,274	(\$1,732,146)	-40%	\$11,080,288	\$9,881,539	(\$1,198,749)	-11%	\$19,445,720	\$25,588,428	\$6,142,778	32%
Cigars/Cigarettes/Tobacco/Accessories	\$11,397,175	\$7,469,684	(\$3,927,492)	-34%	\$29,953,309	\$22,277,727	(\$7,675,582)	-26%	\$53,431,674	\$49,144,220	(\$4,287,454)	-8%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,458,616	\$1,725,290	(\$733,327)	-30%	\$6,299,185	\$4,984,189	(\$1,314,996)	-21%	\$10,951,319	\$11,010,388	\$59,069	1%
Televisions/VCR/Video Cameras/DVD etc	\$6,665,564	\$4,704,094	(\$1,961,469)	-29%	\$17,125,329	\$12,273,279	(\$4,852,049)	-28%	\$29,846,963	\$25,164,455	(\$4,682,508)	-16%
Photographic Equipment/Supplies	\$1,136,239	\$848,034	(\$288,206)	-25%	\$2,897,027	\$1,978,108	(\$918,920)	-32%	\$5,002,426	\$3,659,059	(\$1,343,367)	-27%
Alcoholic Drinks Served at the Establishment	\$18,821,614	\$15,081,694	(\$3,739,920)	-20%	\$45,937,210	\$31,057,118	(\$14,880,092)	-32%	\$83,736,461	\$41,178,032	(\$42,558,428)	-51%
Floor/Floor Coverings	\$7,806,905	\$6,405,669	(\$1,401,236)	-18%	\$20,176,598	\$10,774,255	(\$9,402,343)	-47%	\$35,415,609	\$24,130,040	(\$11,285,569)	-32%
Major Household Appliances	\$4,174,541	\$3,938,844	(\$235,697)	-6%	\$10,399,512	\$7,374,267	(\$3,025,245)	-29%	\$17,527,828	\$11,368,020	(\$6,159,807)	-35%
Automotive Lubricants (incl Oil, Greases)	\$4,174,541	\$3,938,844	(\$235,697)	-6%	\$10,399,512	\$7,374,267	(\$3,025,245)	-29%	\$17,527,828	\$11,368,020	(\$6,159,807)	-35%
Meats/Nonalcoholic Beverages	\$89,537,743	\$86,314,240	(\$3,223,503)	-4%	\$223,558,860	\$170,469,296	(\$53,089,564)	-24%	\$391,566,529	\$288,609,046	(\$102,957,483)	-26%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,898,652	\$1,843,131	(\$55,520)	-3%	\$4,947,012	\$6,366,343	\$1,419,331	29%	\$8,724,609	\$16,087,267	\$7,362,658	84%
Hardware/Tools/Plumbing/Electrical Supplies	\$15,359,273	\$15,782,451	\$423,178	3%	\$39,659,723	\$27,886,978	(\$11,772,745)	-30%	\$69,545,390	\$47,858,612	(\$21,686,778)	-31%
Dimensional Lumber/Other Building Materials	\$22,498,595	\$25,463,671	\$2,965,076	13%	\$57,676,637	\$41,320,454	(\$16,356,183)	-28%	\$100,458,621	\$66,995,467	(\$33,463,154)	-33%
Paints/Sundries/Wallpaper/Wall Coverings	\$4,043,061	\$4,601,924	\$558,864	14%	\$10,407,841	\$7,578,256	(\$2,829,585)	-27%	\$18,195,193	\$12,487,384	(\$5,707,810)	-31%
Automotive Fuels	\$73,429,721	\$92,577,679	\$19,147,959	26%	\$188,282,884	\$205,097,487	\$16,814,604	9%	\$326,893,872	\$391,516,313	\$64,622,441	20%

Consumer Demand & Market Supply Assessment

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

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