

Montara CDP

Montara

Moss Beach

El Granada

North Peak

Scarper Peak

Pilarcitos Lake

Cabrillo Hwy

Cabrillo Hwy

Cabrillo Hwy

Mateo Rd

S A N M A T E O

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**EGMBMON**  
**El Granada CDP, CA (0621936) et al.**  
**Geography: 3 Places**

Total Businesses:	369
Total Employees:	1,635
Total Residential Population:	11,236
Employee/Residential Population Ratio:	0.15

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	9	2.4%	43	2.6%
Construction	49	13.3%	141	8.6%
Manufacturing	10	2.7%	15	0.9%
Transportation	11	3.0%	50	3.1%
Communication	1	0.3%	3	0.2%
Utility	3	0.8%	13	0.8%
Wholesale Trade	21	5.7%	65	4.0%
Retail Trade Summary	79	21.4%	489	29.9%
Home Improvement	5	1.4%	8	0.5%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	9	2.4%	16	1.0%
Auto Dealers, Gas Stations, Auto Aftermarket	6	1.6%	6	0.4%
Apparel & Accessory Stores	3	0.8%	2	0.1%
Furniture & Home Furnishings	12	3.3%	12	0.7%
Eating & Drinking Places	24	6.5%	401	24.5%
Miscellaneous Retail	20	5.4%	44	2.7%
Finance, Insurance, Real Estate Summary	10	2.7%	54	3.3%
Banks, Savings & Lending Institutions	3	0.8%	19	1.2%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	7	1.9%	35	2.1%
Services Summary	157	42.5%	734	44.9%
Hotels & Lodging	14	3.8%	74	4.5%
Automotive Services	5	1.4%	43	2.6%
Motion Pictures & Amusements	20	5.4%	54	3.3%
Health Services	8	2.2%	21	1.3%
Legal Services	3	0.8%	8	0.5%
Education Institutions & Libraries	8	2.2%	123	7.5%
Other Services	99	26.8%	411	25.1%
Government	5	1.4%	21	1.3%
Other	14	3.8%	7	0.4%
<b>Totals</b>	<b>369</b>	<b>100.0%</b>	<b>1,635</b>	<b>100.0%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



# Business Summary by NAICS Codes

Prepared by Randy Kinghorn

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Geography: 3 Places

Total Businesses:	369
Total Employees:	1,635
Total Residential Population:	11,236
Employee/Residential Population Ratio:	0.15

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.8%	9	0.6%
Mining	0	0.0%	0	0.0%
Utilities	2	0.5%	12	0.7%
Construction	52	14.1%	151	9.2%
Manufacturing	10	2.7%	18	1.1%
Wholesale Trade	21	5.7%	65	4.0%
Retail Trade	53	14.4%	82	5.0%
Motor Vehicle & Parts Dealers	4	1.1%	1	0.1%
Furniture & Home Furnishings Stores	5	1.4%	7	0.4%
Electronics & Appliance Stores	7	1.9%	7	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	5	1.4%	8	0.5%
Food & Beverage Stores	10	2.7%	12	0.7%
Health & Personal Care Stores	1	0.3%	3	0.2%
Gasoline Stations	2	0.5%	5	0.3%
Clothing & Clothing Accessories Stores	5	1.4%	4	0.2%
Sport Goods, Hobby, Book, & Music Stores	4	1.1%	6	0.4%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	9	2.4%	26	1.6%
Nonstore Retailers	1	0.3%	3	0.2%
Transportation & Warehousing	9	2.4%	52	3.2%
Information	10	2.7%	13	0.8%
Finance & Insurance	3	0.8%	19	1.2%
Central Bank/Credit Intermediation & Related Activities	3	0.8%	19	1.2%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	11	3.0%	38	2.3%
Professional, Scientific & Tech Services	47	12.7%	78	4.8%
Legal Services	4	1.1%	9	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	15	4.1%	55	3.4%
Educational Services	12	3.3%	138	8.4%
Health Care & Social Assistance	18	4.9%	277	16.9%
Arts, Entertainment & Recreation	17	4.6%	60	3.7%
Accommodation & Food Services	38	10.3%	475	29.1%
Accommodation	14	3.8%	74	4.5%
Food Services & Drinking Places	24	6.5%	401	24.5%
Other Services (except Public Administration)	29	7.9%	65	4.0%
Automotive Repair & Maintenance	2	0.5%	7	0.4%
Public Administration	5	1.4%	21	1.3%
Unclassified Establishments	14	3.8%	7	0.4%
<b>Total</b>	<b>369</b>	<b>100.0%</b>	<b>1,635</b>	<b>100.0%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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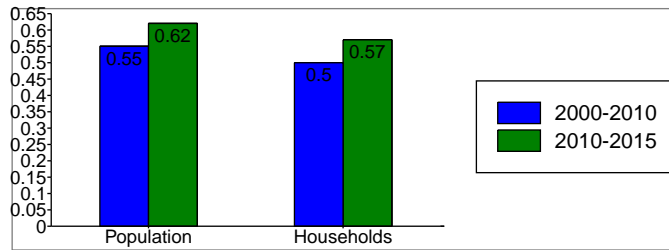
Geography: 3 Places

**Population and Households**

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

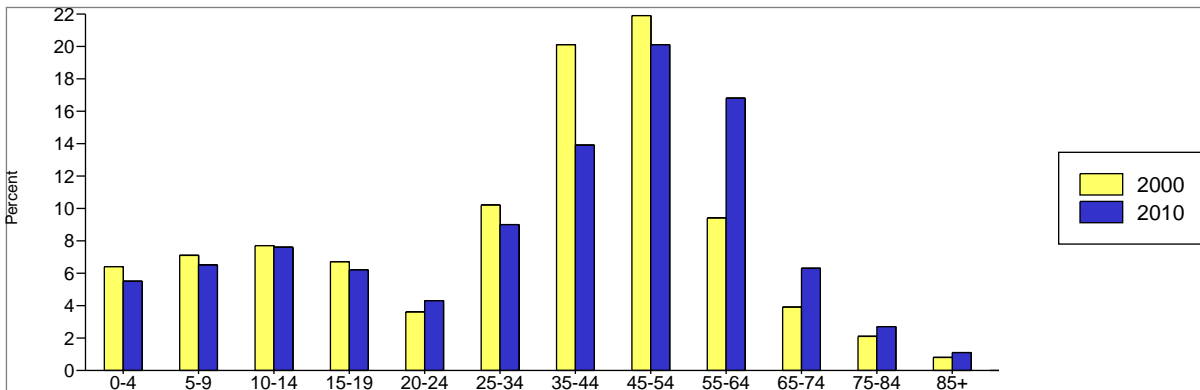
Year	Population	Households
2000	10,627	3,778
2010	11,236	3,975
2015	11,589	4,089

The difference between change in population and change in households is a result of two factors-the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 140 in 2000, or 1.3 percent of the total population. Average household size is 2.79 in 2010, compared to 2.78 in the year 2000.



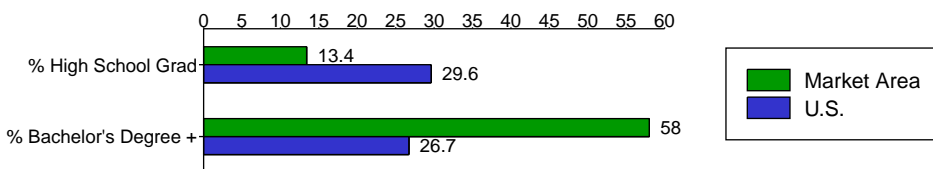
**Population by Age**

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 39.6, compared to 43.1 years currently. By age group, the changes in the percent distribution of the market area population show the following:



**Population by Education**

In 2010, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

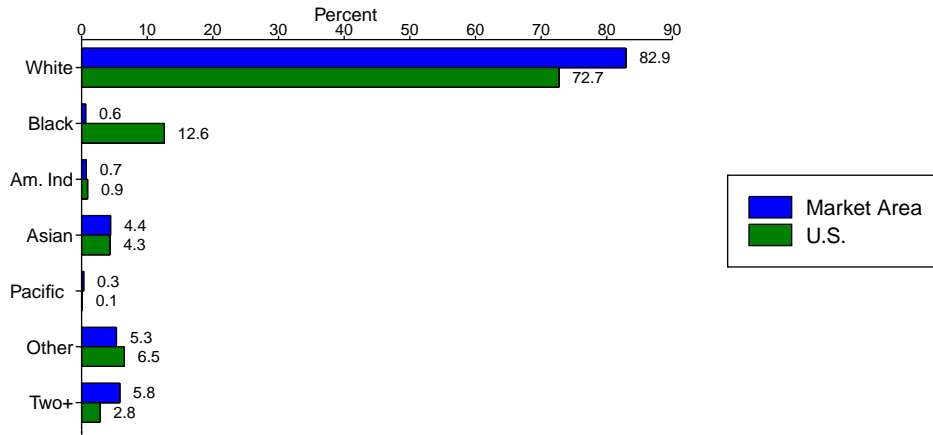
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Population by Race/Ethnicity

Currently, the racial composition of the population in the market area breaks down as follows:



Persons of Hispanic origin represent 14.9 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 48.6 in the identified market area, compared to 59.3 in the U.S. population.

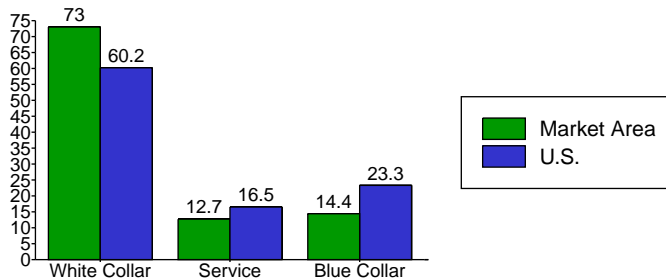
Population by Employment

In 2000, 74.9 percent of the population aged 16 years or older in the market area participated in the labor force; 0.0 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2010	91.2	8.8
2015	92.7	7.3



And by occupational status:



In 2000, 75.2 percent of the market area population drove alone to work, and 7.8 percent worked at home. The average travel time to work in 2000 was 32.5 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

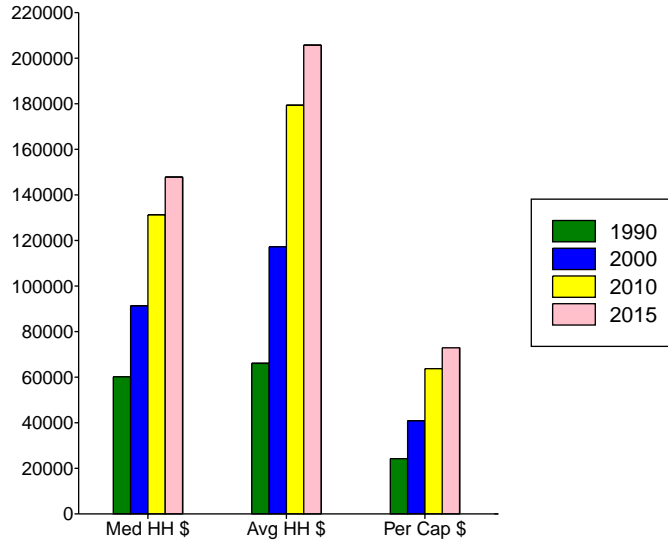
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**Income**

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2015:



**Housing**

Currently, 75.7 percent of the 4,147 housing units in the market area are owner occupied; 20.2 percent, renter occupied; and 4.1 percent are vacant. In 2000, there were 3,902 housing units—79.1 percent owner occupied, 17.7 percent renter occupied and 3.2 percent vacant. The annual rate of change in housing units since 2000 is 0.6 percent. Median home value in the market area is \$726,965, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.52 percent annually to \$864,205. From 2000 to the current year, median home value changed by 3.86 percent annually.

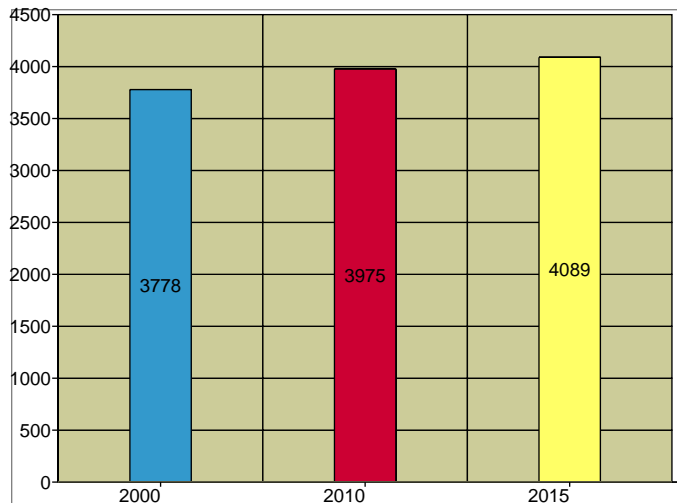
**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

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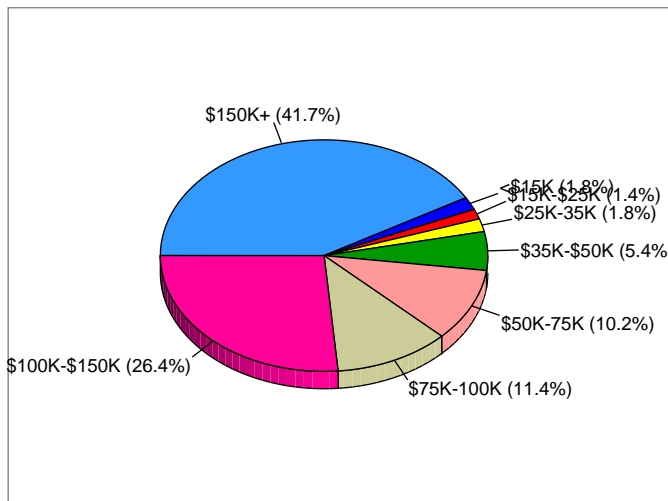
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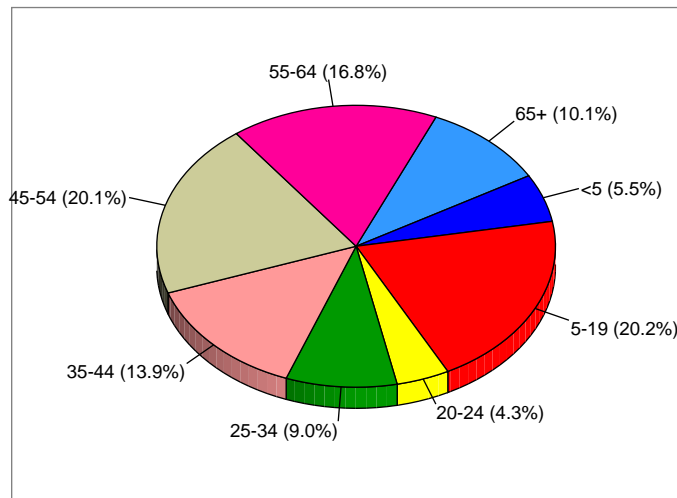
**Households**



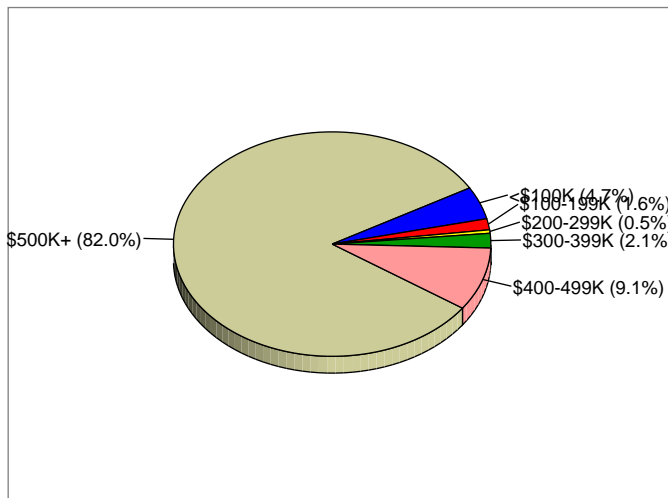
**2010 Households by Income**



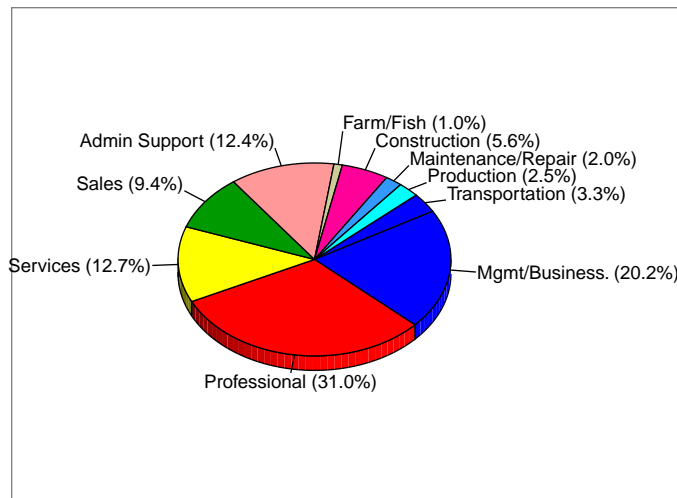
**2010 Population by Age**



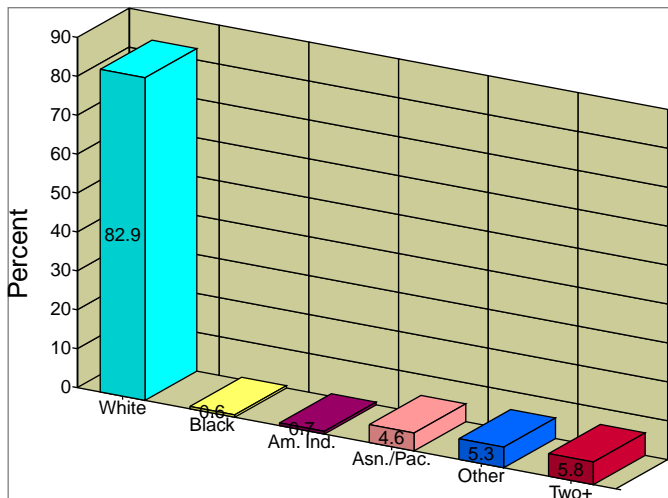
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**



**2010 Population by Race**






2010 Percent Hispanic Origin: 14.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	2000 Total Population	10,627
	2000 Group Quarters	140
	2010 Total Population	11,236
	2015 Total Population	11,589
	2010 - 2015 Annual Rate	0.62%
	2000 Households	3,778
	2000 Average Household Size	2.78
	2010 Households	3,975
	2010 Average Household Size	2.79
	2015 Households	4,089
	2015 Average Household Size	2.8
	2010 - 2015 Annual Rate	0.57%
	2000 Families	2,794
	2000 Average Family Size	3.12
	2010 Families	2,932
	2010 Average Family Size	3.15
	2015 Families	3,002
	2015 Average Family Size	3.16
	2010 - 2015 Annual Rate	0.47%
	<b>2000 Housing Units</b>	3,902
	Owner Occupied Housing Units	79.1%
	Renter Occupied Housing Units	17.7%
	Vacant Housing Units	3.2%
	<b>2010 Housing Units</b>	4,147
	Owner Occupied Housing Units	75.7%
	Renter Occupied Housing Units	20.2%
	Vacant Housing Units	4.1%
	<b>2015 Housing Units</b>	4,262
	Owner Occupied Housing Units	76.0%
	Renter Occupied Housing Units	19.9%
	Vacant Housing Units	4.1%
	<b>Median Household Income</b>	
	2000	\$91,259
	2010	\$131,181
	2015	\$147,742
	<b>Median Home Value</b>	
	2000	\$493,094
	2010	\$726,965
	2015	\$864,205
	<b>Per Capita Income</b>	
	2000	\$40,809
	2010	\$63,727
	2015	\$72,890
	<b>Median Age</b>	
	2000	39.6
	2010	43.1
	2015	43.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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**2000 Households by Income**

Household Income Base	3,760
< \$15,000	4.0%
\$15,000 - \$24,999	2.5%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	16.8%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	10.8%
\$200,000+	11.9%
Average Household Income	\$117,209

**2010 Households by Income**

Household Income Base	3,975
< \$15,000	1.8%
\$15,000 - \$24,999	1.4%
\$25,000 - \$34,999	1.8%
\$35,000 - \$49,999	5.4%
\$50,000 - \$74,999	10.2%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	26.4%
\$150,000 - \$199,999	15.7%
\$200,000+	26.0%
Average Household Income	\$179,296

**2015 Households by Income**

Household Income Base	4,089
< \$15,000	1.1%
\$15,000 - \$24,999	0.9%
\$25,000 - \$34,999	1.1%
\$35,000 - \$49,999	3.3%
\$50,000 - \$74,999	8.4%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	27.4%
\$150,000 - \$199,999	17.8%
\$200,000+	31.2%
Average Household Income	\$205,655

**2000 Owner Occupied HUs by Value**

Total	3,076
<\$50,000	3.8%
\$50,000 - 99,999	2.2%
\$100,000 - 149,999	0.8%
\$150,000 - 199,999	0.4%
\$200,000 - \$299,999	4.0%
\$300,000 - 499,999	40.4%
\$500,000 - 999,999	43.0%
\$1,000,000+	5.4%
Average Home Value	\$531,500

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	711
With Cash Rent	96.8%
No Cash Rent	3.2%
Median Rent	\$1,209
Average Rent	\$1,259

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Population by Age**

Total	10,627
Age 0 - 4	6.4%
Age 5 - 9	7.1%
Age 10 - 14	7.7%
Age 15 - 19	6.7%
Age 20 - 24	3.6%
Age 25 - 34	10.2%
Age 35 - 44	20.1%
Age 45 - 54	21.9%
Age 55 - 64	9.4%
Age 65 - 74	3.9%
Age 75 - 84	2.1%
Age 85+	0.8%
Age 18+	74.2%

**2010 Population by Age**

Total	11,239
Age 0 - 4	5.5%
Age 5 - 9	6.5%
Age 10 - 14	7.6%
Age 15 - 19	6.2%
Age 20 - 24	4.3%
Age 25 - 34	9.0%
Age 35 - 44	13.9%
Age 45 - 54	20.1%
Age 55 - 64	16.8%
Age 65 - 74	6.3%
Age 75 - 84	2.7%
Age 85+	1.1%
Age 18+	76.4%

**2015 Population by Age**

Total	11,589
Age 0 - 4	5.3%
Age 5 - 9	6.2%
Age 10 - 14	7.2%
Age 15 - 19	6.5%
Age 20 - 24	4.2%
Age 25 - 34	10.1%
Age 35 - 44	12.5%
Age 45 - 54	17.6%
Age 55 - 64	16.6%
Age 65 - 74	9.7%
Age 75 - 84	3.0%
Age 85+	1.2%
Age 18+	77.0%

**2000 Population by Sex**

Males	50.0%
Females	50.0%

**2010 Population by Sex**

Males	49.9%
Females	50.1%

**2015 Population by Sex**

Males	49.9%
Females	50.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Population by Race/Ethnicity**

Total	10,627
White Alone	86.8%
Black Alone	0.6%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	3.2%
Some Other Race Alone	4.5%
Two or More Races	4.3%
Hispanic Origin	12.3%
Diversity Index	40.9

**2010 Population by Race/Ethnicity**

Total	11,237
White Alone	82.9%
Black Alone	0.6%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	4.6%
Some Other Race Alone	5.3%
Two or More Races	5.8%
Hispanic Origin	14.9%
Diversity Index	48.6

**2015 Population by Race/Ethnicity**

Total	11,589
White Alone	80.6%
Black Alone	0.6%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	5.6%
Some Other Race Alone	5.7%
Two or More Races	6.7%
Hispanic Origin	16.2%
Diversity Index	52.5



**2000 Population 3+ by School Enrollment**

Total	10,283
Enrolled in Nursery/Preschool	2.3%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.5%
Enrolled in Grade 9-12	6.6%
Enrolled in College	5.0%
Enrolled in Grad/Prof School	1.6%
Not Enrolled in School	70.7%

**2010 Population 25+ by Educational Attainment**

Total	7,859
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	1.9%
High School Graduate	13.4%
Some College, No Degree	17.0%
Associate Degree	6.4%
Bachelor's Degree	35.8%
Graduate/Professional Degree	22.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Population 15+ by Marital Status**

Total	9,044
Never Married	28.7%
Married	58.6%
Widowed	3.2%
Divorced	9.5%



**2000 Population 16+ by Employment Status**

Total	8,222
In Labor Force	74.9%
Civilian Employed	73.2%
Civilian Unemployed	1.7%
In Armed Forces	0.0%
Not in Labor Force	25.1%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	91.2%
Civilian Unemployed	8.8%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	92.7%
Civilian Unemployed	7.3%

**2000 Females 16+ by Employment Status and Age of Children**

Total	4,075
Own Children < 6 Only	9.0%
Employed/in Armed Forces	6.4%
Unemployed	0.0%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	7.7%
Employed/in Armed Forces	3.9%
Unemployed	0.2%
Not in Labor Force	3.5%
Own Children 6-17 Only	18.7%
Employed/in Armed Forces	14.0%
Unemployed	0.4%
Not in Labor Force	4.2%
No Own Children < 18	64.6%
Employed/in Armed Forces	42.8%
Unemployed	1.0%
Not in Labor Force	20.9%



**2010 Employed Population 16+ by Industry**

Total	5,590
Agriculture/Mining	1.0%
Construction	7.6%
Manufacturing	7.3%
Wholesale Trade	4.2%
Retail Trade	8.7%
Transportation/Utilities	5.5%
Information	3.8%
Finance/Insurance/Real Estate	7.9%
Services	51.3%
Public Administration	2.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Employed Population 16+ by Occupation**

Total	5,587
White Collar	73.0%
Management/Business/Financial	20.2%
Professional	31.0%
Sales	9.4%
Administrative Support	12.4%
Services	12.7%
Blue Collar	14.4%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	2.0%
Production	2.5%
Transportation/Material Moving	3.3%



**2000 Workers 16+ by Means of Transportation to Work**

Total	5,899
Drove Alone - Car, Truck, or Van	75.2%
Carpooled - Car, Truck, or Van	12.0%
Public Transportation	2.9%
Walked	0.9%
Other Means	1.2%
Worked at Home	7.8%

**2000 Workers 16+ by Travel Time to Work**

Total	5,899
Did Not Work at Home	92.2%
Less than 5 minutes	2.3%
5 to 9 minutes	7.0%
10 to 19 minutes	16.8%
20 to 24 minutes	5.6%
25 to 34 minutes	19.3%
35 to 44 minutes	12.5%
45 to 59 minutes	16.0%
60 to 89 minutes	11.6%
90 or more minutes	1.1%
Worked at Home	7.8%
Average Travel Time to Work (in min)	32.5

**2000 Households by Vehicles Available**

Total	3,787
None	1.4%
1	18.5%
2	49.2%
3	21.6%
4	7.1%
5+	2.2%
Average Number of Vehicles Available	2.2

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Households by Type**

Total	3,778
Family Households	74.0%
Married-couple Family	61.6%
With Related Children	32.6%
Other Family (No Spouse)	12.3%
With Related Children	8.1%
Nonfamily Households	26.0%
Householder Living Alone	17.4%
Householder Not Living Alone	8.7%
Households with Related Children	40.7%
Households with Persons 65+	12.7%

**2000 Households by Size**

Total	3,778
1 Person Household	17.4%
2 Person Household	34.4%
3 Person Household	19.6%
4 Person Household	18.0%
5 Person Household	6.7%
6 Person Household	2.0%
7+ Person Household	1.8%

**2000 Households by Year Householder Moved In**

Total	3,787
Moved in 1999 to March 2000	12.6%
Moved in 1995 to 1998	29.3%
Moved in 1990 to 1994	19.2%
Moved in 1980 to 1989	23.2%
Moved in 1970 to 1979	12.6%
Moved in 1969 or Earlier	3.2%
Median Year Householder Moved In	1993



**2000 Housing Units by Units in Structure**

Total	3,915
1, Detached	86.4%
1, Attached	1.1%
2	2.5%
3 or 4	2.5%
5 to 9	0.7%
10 to 19	0.9%
20+	0.2%
Mobile Home	5.6%
Other	0.0%

**2000 Housing Units by Year Structure Built**


Total	3,915
1999 to March 2000	1.5%
1995 to 1998	4.6%
1990 to 1994	5.7%
1980 to 1989	22.8%
1970 to 1979	29.9%
1969 or Earlier	35.4%
Median Year Structure Built	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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**Top 3 Tapestry Segments**

- |    |                   |
|----|-------------------|
| 1. | Suburban Splendor |
| 2. | Urban Chic        |
| 3. | Connoisseurs      |

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$16,946,219
Average Spent	\$4,263.20
Spending Potential Index	178
Computers & Accessories: Total \$	\$2,276,308
Average Spent	\$572.66
Spending Potential Index	260
Education: Total \$	\$13,406,930
Average Spent	\$3,372.81
Spending Potential Index	277
Entertainment/Recreation: Total \$	\$34,275,765
Average Spent	\$8,622.83
Spending Potential Index	267
Food at Home: Total \$	\$41,802,891
Average Spent	\$10,516.45
Spending Potential Index	235
Food Away from Home: Total \$	\$31,329,795
Average Spent	\$7,881.71
Spending Potential Index	245
Health Care: Total \$	\$34,556,384
Average Spent	\$8,693.43
Spending Potential Index	233
HH Furnishings & Equipment: Total \$	\$19,484,421
Average Spent	\$4,901.74
Spending Potential Index	238
Investments: Total \$	\$21,370,318
Average Spent	\$5,376.18
Spending Potential Index	309
Retail Goods: Total \$	\$238,008,587
Average Spent	\$59,876.37
Spending Potential Index	241
Shelter: Total \$	\$169,475,628
Average Spent	\$42,635.38
Spending Potential Index	270
TV/Video/Audio: Total \$	\$11,694,525
Average Spent	\$2,942.02
Spending Potential Index	237
Travel: Total \$	\$22,206,713
Average Spent	\$5,586.59
Spending Potential Index	295
Vehicle Maintenance & Repairs: Total \$	\$9,402,169
Average Spent	\$2,365.33
Spending Potential Index	251

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



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Demographic Summary	2010	2015
Population	11,236	11,589
Total Number of Adults	8,581	8,922
Households	3,975	4,089
Median Household Income	\$131,181	\$147,742

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	4,621	53.9%	107
Bought any women's apparel in last 12 months	4,179	48.7%	107
Bought apparel for child <13 in last 6 months	2,511	29.3%	104
Bought any shoes in last 12 months	4,821	56.2%	108
Bought costume jewelry in last 12 months	1,984	23.1%	111
Bought any fine jewelry in last 12 months	2,124	24.8%	108
Bought a watch in last 12 months	1,520	17.7%	86
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,776	95.0%	109
HH bought new vehicle in last 12 months	535	13.5%	163
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	8,064	94.0%	108
Bought/changed motor oil in last 12 months	4,014	46.8%	90
Had tune-up in last 12 months	3,127	36.4%	116
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	6,126	71.4%	113
Drank regular cola in last 6 months	3,502	40.8%	78
Drank beer/ale in last 6 months	4,112	47.9%	113
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,418	16.5%	111
Bought film in last 12 months	2,049	23.9%	101
Bought digital camera in last 12 months	850	9.9%	140
Bought memory card for camera in last 12 months	852	9.9%	131
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	2,747	32.0%	109
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,419	28.2%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,904	33.8%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	1,812	21.1%	138
<b>Computers (Households)</b>			
HH owns a personal computer	3,578	90.0%	125
HH spent <\$500 on home PC	334	8.4%	93
HH spent \$500-\$999 on home PC	850	21.4%	117
HH spent \$1000-\$1499 on home PC	823	20.7%	140
HH spent \$1500-\$1999 on home PC	548	13.8%	166
Spent \$2000+ on home PC	553	13.9%	180

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHS</b>	<b>Percent of Adults/HHS</b>	<b>MPI</b>
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	4,873	56.8%	95
Bought cigarettes at convenience store in last 30 days	809	9.4%	64
Bought gas at convenience store in last 30 days	2,180	25.4%	77
Spent at convenience store in last 30 days: <\$20	1,146	13.4%	138
Spent at convenience store in last 30 days: \$20-39	921	10.7%	107
Spent at convenience store in last 30 days: \$40+	2,285	26.6%	76
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	5,760	67.1%	115
Went to live theater in last 6 months	1,860	21.7%	172
Went to a bar/night club in last 12 months	1,798	21.0%	114
Dined out in last 12 months	5,418	63.1%	129
Gambled at a casino in last 12 months	1,568	18.3%	114
Visited a theme park in last 12 months	2,246	26.2%	118
DVDs rented in last 30 days: 1	290	3.4%	127
DVDs rented in last 30 days: 2	551	6.4%	137
DVDs rented in last 30 days: 3	310	3.6%	116
DVDs rented in last 30 days: 4	405	4.7%	118
DVDs rented in last 30 days: 5+	1,371	16.0%	121
DVDs purchased in last 30 days: 1	516	6.0%	112
DVDs purchased in last 30 days: 2	531	6.2%	118
DVDs purchased in last 30 days: 3-4	452	5.3%	107
DVDs purchased in last 30 days: 5+	437	5.1%	94
Spent on toys/games in last 12 months: <\$50	495	5.8%	92
Spent on toys/games in last 12 months: \$50-\$99	134	1.6%	57
Spent on toys/games in last 12 months: \$100-\$199	670	7.8%	109
Spent on toys/games in last 12 months: \$200-\$499	1,075	12.5%	121
Spent on toys/games in last 12 months: \$500+	660	7.7%	140
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,475	28.8%	159
Used ATM/cash machine in last 12 months	5,520	64.3%	127
Own any stock	1,466	17.1%	190
Own U.S. savings bond	874	10.2%	144
Own shares in mutual fund (stock)	1,541	18.0%	191
Own shares in mutual fund (bonds)	968	11.3%	195
Used full service brokerage firm in last 12 months	910	10.6%	174
Used discount brokerage firm in last 12 months	273	3.2%	161
Have 401K retirement savings	2,325	27.1%	164
Own any credit/debit card (in own name)	7,413	86.4%	118
Avg monthly credit card expenditures: <\$111	976	11.4%	78
Avg monthly credit card expenditures: \$111-225	702	8.2%	91
Avg monthly credit card expenditures: \$226-450	747	8.7%	101
Avg monthly credit card expenditures: \$451-700	818	9.5%	133
Avg monthly credit card expenditures: \$701+	2,553	29.8%	217

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,968	69.5%	100
Used bread in last 6 months	8,286	96.6%	100
Used chicken/turkey (fresh or frozen) in last 6 months	6,616	77.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	4,644	54.1%	106
Used fresh fruit/vegetables in last 6 months	7,717	89.9%	104
Used fresh milk in last 6 months	7,848	91.5%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,067	35.7%	121
Exercise at club 2+ times per week	1,780	20.7%	179
Visited a doctor in last 12 months	7,211	84.0%	107
Used vitamin/dietary supplement in last 6 months	4,901	57.1%	120
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,690	42.5%	136
Used housekeeper/maid/professional cleaning service in last 12 months	1,119	28.2%	179
Purchased any HH furnishing in last 12 months	466	11.7%	111
Purchased bedding/bath goods in last 12 months	2,324	58.5%	107
Purchased cooking/serving product in last 12 months	1,212	30.5%	112
Bought any kitchen appliance in last 12 months	789	19.8%	112
<b>Insurance (Adults)</b>			
Currently carry any life insurance	4,812	56.1%	116
Have medical/hospital/accident insurance	7,081	82.5%	114
Carry homeowner insurance	5,882	68.5%	129
Carry renter insurance	398	4.6%	77
Have auto/other vehicle insurance	7,868	91.7%	109
<b>Pets (Households)</b>			
HH owns any pet	2,140	53.8%	113
HH owns any cat	955	24.0%	103
HH owns any dog	1,540	38.7%	112
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	5,446	63.5%	128
Read any daily newspaper	4,368	50.9%	119
Heavy magazine reader	1,974	23.0%	115
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	6,853	79.9%	109
Went to family restaurant/steak house last mo: <2 times	2,444	28.5%	109
Went to family restaurant/steak house last mo: 2-4 times	2,587	30.1%	110
Went to family restaurant/steak house last mo: 5+ times	1,823	21.2%	109
Went to fast food/drive-in restaurant in last 6 mo	7,690	89.6%	100
Went to fast food/drive-in restaurant <5 times/mo	2,766	32.2%	105
Went to fast food/drive-in 5-12 times/mo	2,746	32.0%	102
Went to fast food/drive-in restaurant 13+ times/mo	2,179	25.4%	92
Fast food/drive-in last 6 mo: eat in	3,288	38.3%	100
Fast food/drive-in last 6 mo: home delivery	777	9.1%	81
Fast food/drive-in last 6 mo: take-out/drive-thru	4,449	51.8%	99
Fast food/drive-in last 6 mo: take-out/walk-in	2,547	29.7%	121

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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	3,044	76.6%	119
HH average monthly long distance phone bill: <\$16	1,157	29.1%	104
HH average monthly long distance phone bill: \$16-25	603	15.2%	129
HH average monthly long distance phone bill: \$26-59	566	14.2%	146
HH average monthly long distance phone bill: \$60+	212	5.3%	121
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	522	13.1%	66
HH owns 2 TVs	987	24.8%	94
HH owns 3 TVs	972	24.5%	109
HH owns 4+ TVs	1,166	29.3%	140
HH subscribes to cable TV	2,811	70.7%	122
HH watched 15+ hours of cable TV last week	2,440	61.4%	102
Purchased audio equipment in last 12 months	388	9.8%	118
Purchased CD player in last 12 months	209	5.3%	100
Purchased DVD player in last 12 months	476	12.0%	113
Purchased MP3 player in last 12 months	541	13.6%	156
Purchased video game system in last 12 months	409	10.3%	118
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,026	70.2%	133
Took 3+ domestic trips in last 12 months	2,808	32.7%	158
Spent on domestic vacations last 12 mo: <\$1000	1,121	13.1%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	710	8.3%	120
Spent on domestic vacations last 12 mo: \$1500-\$1999	563	6.6%	163
Spent on domestic vacations last 12 mo: \$2000-\$2999	679	7.9%	192
Spent on domestic vacations last 12 mo: \$3000+	859	10.0%	207
Foreign travel in last 3 years	3,641	42.4%	169
Took 3+ foreign trips by plane in last 3 years	878	10.2%	226
Spent on foreign vacations last 12 mo: <\$1000	760	8.9%	161
Spent on foreign vacations last 12 mo: \$1000-\$2999	510	5.9%	149
Spent on foreign vacations: \$3000+	993	11.6%	249
Stayed 1+ nights at hotel/motel in last 12 months	4,828	56.3%	136

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

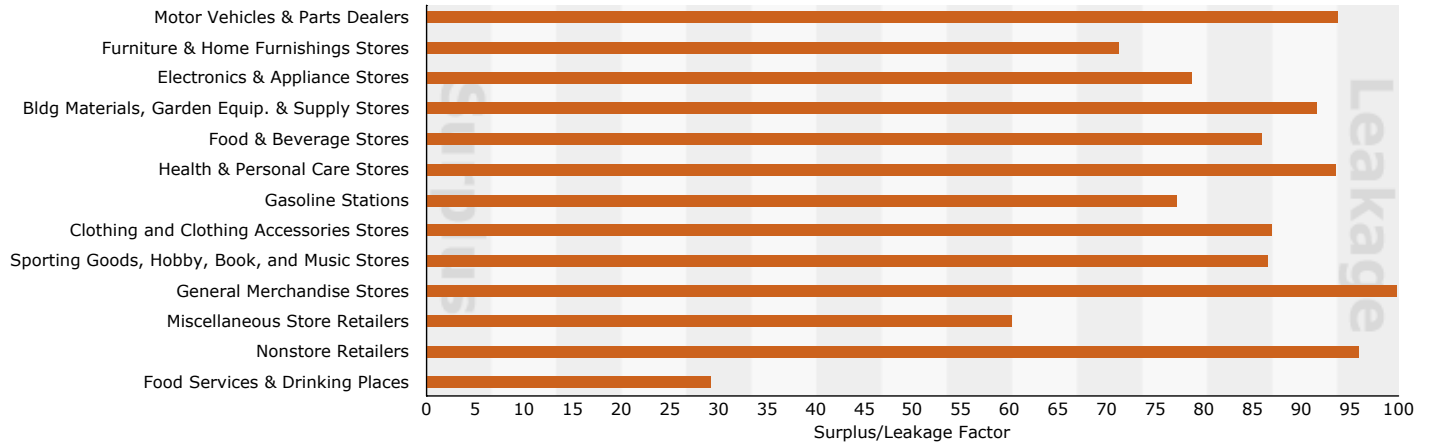
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

<b>Summary Demographics</b>						
2015 Population						11,588
2015 Households						4,089
2015 Per Capita Income						\$72,895
<b>Industry Summary</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Total Retail Trade and Food & Drink	44-45,722	\$300,141,487	\$41,363,513	258,777,974	75.8	74
Total Retail Trade	44-45	\$255,099,411	\$16,781,346	238,318,065	87.7	52
Total Food & Drink	722	\$45,042,076	\$24,582,167	20,459,909	29.4	22
<b>Industry Group</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Motor Vehicle & Parts Dealers	441	\$61,940,333	\$1,948,793	59,991,540	93.9	4
Automobile Dealers	4411	\$53,079,456	\$783,358	52,296,098	97.1	1
Other Motor Vehicle Dealers	4412	\$5,343,529	\$1,165,435	4,178,094	64.2	3
Auto Parts, Accessories & Tire Stores	4413	\$3,517,348	\$0	3,517,348	100.0	0
Furniture & Home Furnishings Stores	442	\$8,958,365	\$1,495,903	7,462,462	71.4	5
Furniture Stores	4421	\$4,951,582	\$1,094,277	3,857,305	63.8	3
Home Furnishings Stores	4422	\$4,006,783	\$401,626	3,605,157	81.8	2
Electronics & Appliance Stores	4431	\$10,966,657	\$1,291,722	9,674,936	78.9	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,404,436	\$537,487	11,866,949	91.7	5
Bldg Material & Supplies Dealers	4441	\$11,805,613	\$348,341	11,457,271	94.3	3
Lawn & Garden Equip & Supply Stores	4442	\$598,823	\$189,146	409,677	52.0	2
Food & Beverage Stores	445	\$48,859,346	\$3,683,235	45,176,110	86.0	11
Grocery Stores	4451	\$46,177,963	\$2,402,610	43,775,353	90.1	4
Specialty Food Stores	4452	\$1,271,994	\$713,864	558,130	28.1	5
Beer, Wine & Liquor Stores	4453	\$1,409,388	\$566,761	842,627	42.6	2
Health & Personal Care Stores	446,4461	\$8,332,271	\$268,928	8,063,343	93.7	1
Gasoline Stations	447,4471	\$37,275,151	\$4,775,065	32,500,086	77.3	2
Clothing & Clothing Accessories Stores	448	\$12,067,408	\$831,795	11,235,613	87.1	5
Clothing Stores	4481	\$9,892,588	\$715,799	9,176,789	86.5	3
Shoe Stores	4482	\$1,051,218	\$0	1,051,218	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,123,602	\$115,996	1,007,606	81.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,193,643	\$156,642	2,037,001	86.7	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,698,279	\$156,642	1,541,637	83.1	4
Book, Periodical & Music Stores	4512	\$495,363	\$0	495,363	100.0	0
General Merchandise Stores	452	\$20,271,897	\$0	20,271,897	100.0	0
Department Stores Excluding Leased Depts.	4521	\$10,372,376	\$0	10,372,376	100.0	0
Other General Merchandise Stores	4529	\$9,899,520	\$0	9,899,520	100.0	0
Miscellaneous Store Retailers	453	\$5,094,541	\$1,261,607	3,832,934	60.3	9
Florists	4531	\$523,554	\$0	523,554	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$2,049,610	\$641,340	1,408,270	52.3	2
Used Merchandise Stores	4533	\$132,564	\$94,681	37,883	16.7	4
Other Miscellaneous Store Retailers	4539	\$2,388,814	\$525,585	1,863,228	63.9	3
Nonstore Retailers	454	\$26,735,363	\$530,169	26,205,194	96.1	1
Electronic Shopping & Mail-Order Houses	4541	\$8,289,762	\$0	8,289,762	100.0	0
Vending Machine Operators	4542	\$538,609	\$0	538,609	100.0	0
Direct Selling Establishments	4543	\$17,906,992	\$530,169	17,376,823	94.2	1
Food Services & Drinking Places	722	\$45,042,076	\$24,582,167	20,459,909	29.4	22
Full-Service Restaurants	7221	\$20,689,694	\$18,783,413	1,906,281	4.8	16
Limited-Service Eating Places	7222	\$16,758,037	\$3,486,194	13,271,843	65.6	3
Special Food Services	7223	\$7,232,978	\$2,095,763	5,137,215	55.1	2
Drinking Places - Alcoholic Beverages	7224	\$361,367	\$216,797	144,570	25.0	1

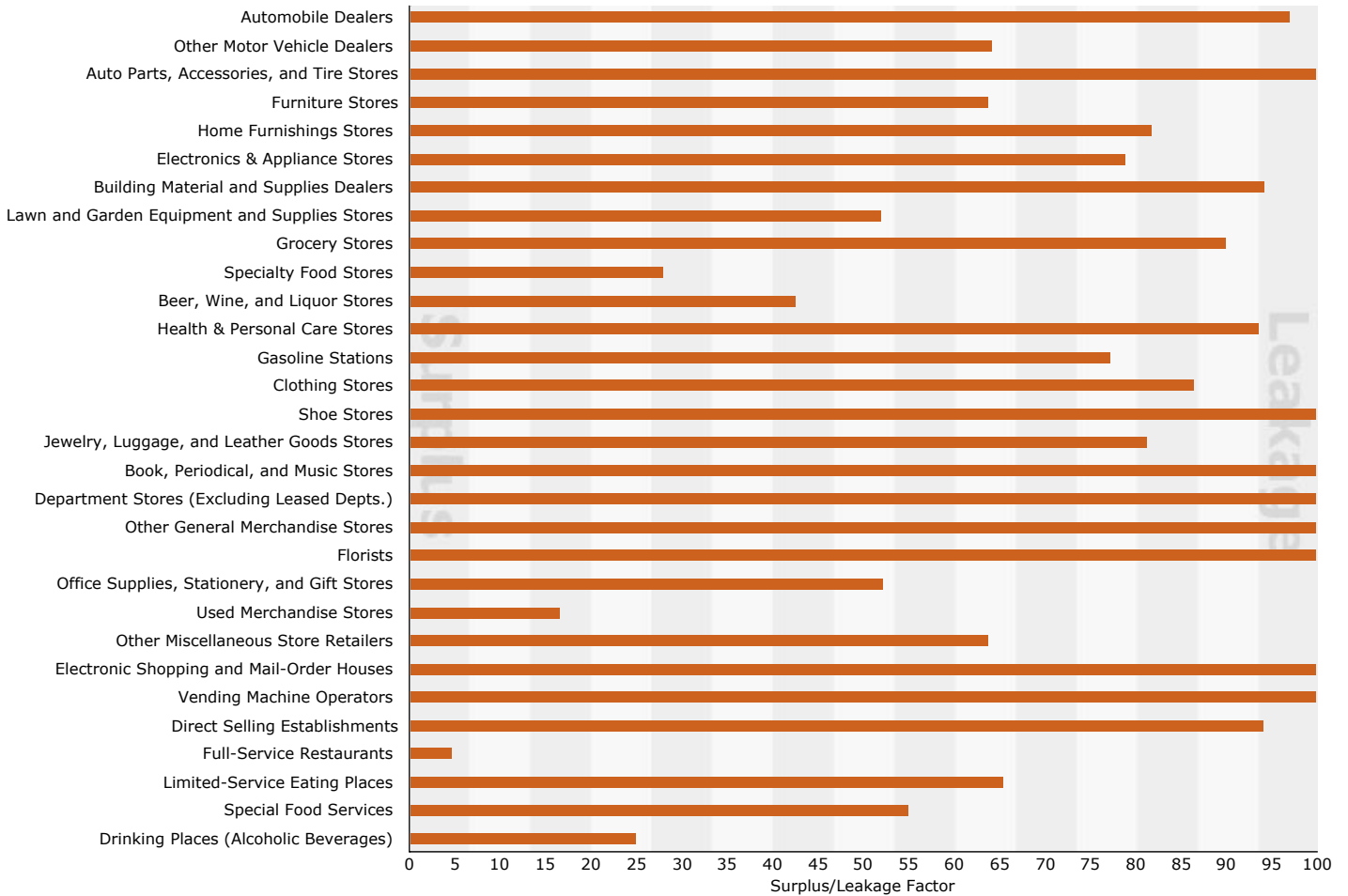
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. The vintage of the Retail MarketPlace data on this report is 2015.

**Source:** Esri and Infogroup

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

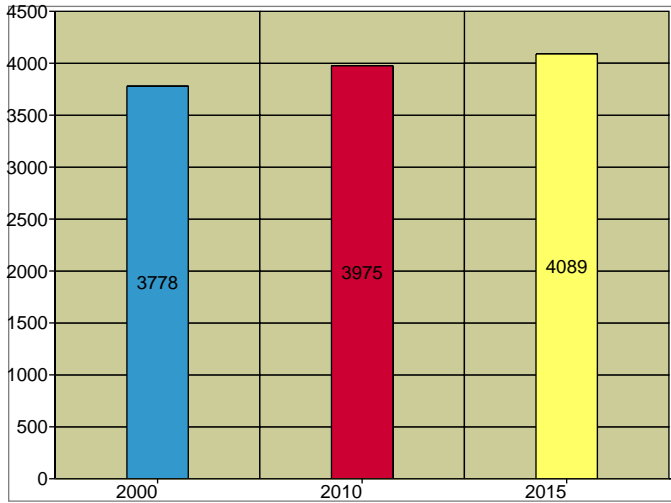


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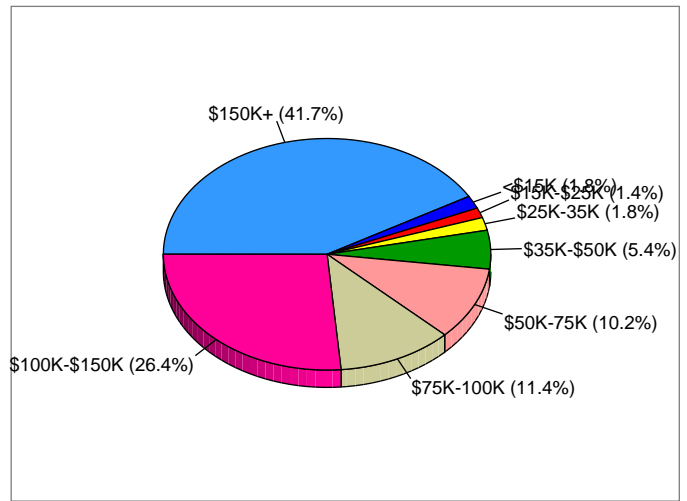
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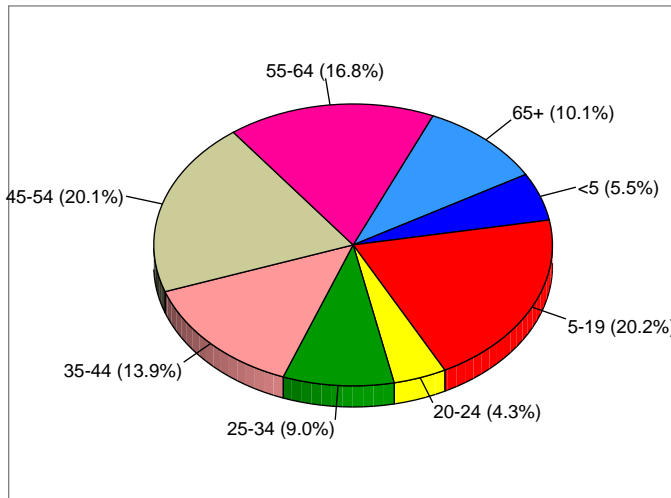
**Households**



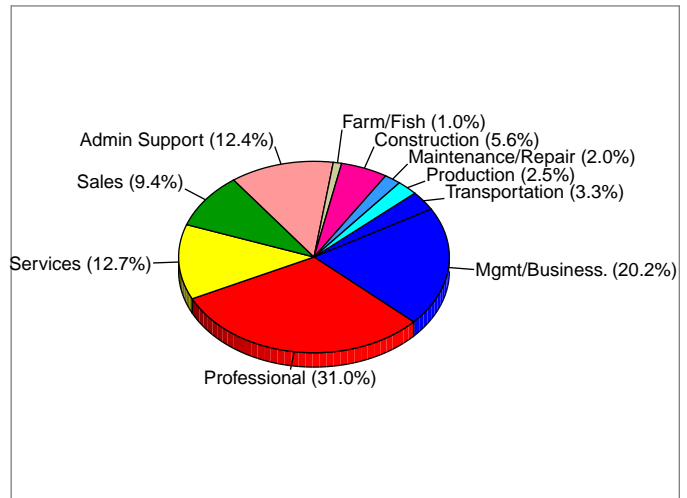
**2010 Households by Income**



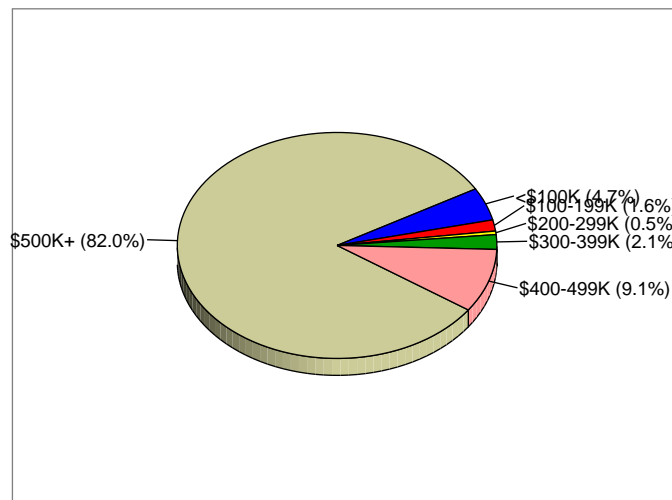
**2010 Population by Age**



**2010 Employed 16+ by Occupation**



**2010 Owner Occupied HUs by Value**



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



**EGMBMON**

El Granada CDP, CA (0621936) et al.

Geography: 3 Places

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Suburban Splendor	57.4%	Population	11,236	11,589
Urban Chic	27.3%	Households	3,975	4,089
Connoisseurs	8.9%	Families	2,932	3,002
Crossroads	6.4%	Median Age	43.1	43.6
		Median Household Income	\$131,181	\$147,742

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	178	\$4,263.20	\$16,946,219
Men's	170	\$781.88	\$3,107,980
Women's	161	\$1,336.85	\$5,313,990
Children's	177	\$709.34	\$2,819,616
Footwear	120	\$498.61	\$1,981,982
Watches & Jewelry	281	\$545.77	\$2,169,429
Apparel Products and Services <sup>1</sup>	417	\$390.75	\$1,553,221
<b>Computer</b>			
Computers and Hardware for Home Use	259	\$496.63	\$1,974,087
Software and Accessories for Home Use	267	\$76.03	\$302,221
<b>Entertainment &amp; Recreation</b>	267	\$8,622.83	\$34,275,765
<b>Fees and Admissions</b>	302	\$1,867.35	\$7,422,704
Membership Fees for Clubs <sup>2</sup>	306	\$502.09	\$1,995,808
Fees for Participant Sports, excl. Trips	294	\$313.34	\$1,245,545
Admission to Movie/Theatre/Opera/Ballet	278	\$421.19	\$1,674,223
Admission to Sporting Events, excl. Trips	290	\$172.57	\$685,962
Fees for Recreational Lessons	334	\$456.50	\$1,814,603
Dating Services	214	\$1.65	\$6,563
<b>TV/Video/Audio</b>	237	\$2,942.02	\$11,694,525
Community Antenna or Cable TV	226	\$1,626.81	\$6,466,581
Televisions	270	\$522.23	\$2,075,857
VCRs, Video Cameras, and DVD Players	250	\$50.96	\$202,579
Video Cassettes and DVDs	233	\$122.42	\$486,606
Video and Computer Game Hardware and Software	244	\$136.36	\$542,013
Satellite Dishes	278	\$3.50	\$13,912
Rental of Video Cassettes and DVDs	241	\$99.45	\$395,297
Streaming/Downloaded Video	263	\$3.68	\$14,636
Audio <sup>3</sup>	243	\$356.34	\$1,416,449
Rental and Repair of TV/Radio/Audio	267	\$20.27	\$80,593
Pets	315	\$1,354.81	\$5,385,378
Toys and Games <sup>4</sup>	239	\$347.97	\$1,383,179
Recreational Vehicles and Fees <sup>5</sup>	300	\$968.43	\$3,849,518
Sports/Recreation/Exercise Equipment <sup>6</sup>	218	\$394.49	\$1,568,104
Photo Equipment and Supplies <sup>7</sup>	270	\$279.20	\$1,109,809
Reading <sup>8</sup>	263	\$407.74	\$1,620,762
Catered Affairs <sup>9</sup>	247	\$60.83	\$241,788
<b>Food</b>	239	\$18,398.16	\$73,132,685
<b>Food at Home</b>	235	\$10,516.45	\$41,802,891
Bakery and Cereal Products	234	\$1,396.31	\$5,550,330
Meat, Poultry, Fish, and Eggs	233	\$2,411.01	\$9,583,754
Dairy Products	233	\$1,159.02	\$4,607,117
Fruit and Vegetables	242	\$1,902.81	\$7,563,674
Snacks and Other Food at Home <sup>10</sup>	234	\$3,647.30	\$14,498,017
<b>Food Away from Home</b>	245	\$7,881.71	\$31,329,795
Alcoholic Beverages	251	\$1,429.89	\$5,683,814
Nonalcoholic Beverages at Home	232	\$1,014.73	\$4,033,566

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	309	\$5,376.18	\$21,370,318
Vehicle Loans	231	\$11,364.58	\$45,174,200
<b>Health</b>			
Nonprescription Drugs	226	\$233.35	\$927,570
Prescription Drugs	214	\$1,066.98	\$4,241,264
Eyeglasses and Contact Lenses	257	\$197.56	\$785,294
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	300	\$28,084.06	\$111,634,123
Maintenance and Remodeling Services	320	\$6,346.37	\$25,226,818
Maintenance and Remodeling Materials <sup>12</sup>	276	\$1,026.02	\$4,078,421
Utilities, Fuel, and Public Services	231	\$10,453.43	\$41,552,392
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	270	\$359.67	\$1,429,699
Furniture	279	\$1,678.07	\$6,670,341
Floor Coverings	285	\$213.63	\$849,165
Major Appliances <sup>14</sup>	259	\$786.45	\$3,126,127
Housewares <sup>15</sup>	230	\$197.78	\$786,157
Small Appliances	244	\$79.81	\$317,249
Luggage	293	\$27.15	\$107,908
Telephones and Accessories	167	\$71.31	\$283,453
<b>Household Operations</b>			
Child Care	267	\$1,236.06	\$4,913,352
Lawn and Garden <sup>16</sup>	288	\$1,206.20	\$4,794,646
Moving/Storage/Freight Express	290	\$175.95	\$699,388
Housekeeping Supplies <sup>17</sup>	238	\$1,668.76	\$6,633,312
<b>Insurance</b>			
Owners and Renters Insurance	256	\$1,183.06	\$4,702,672
Vehicle Insurance	242	\$2,820.14	\$11,210,054
Life/Other Insurance	267	\$1,112.64	\$4,422,746
Health Insurance	230	\$4,438.56	\$17,643,270
Personal Care Products <sup>18</sup>	245	\$975.61	\$3,878,052
School Books and Supplies <sup>19</sup>	227	\$242.21	\$962,789
Smoking Products	187	\$798.02	\$3,172,133
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	246	\$10,802.98	\$42,941,842
Gasoline and Motor Oil	226	\$6,494.27	\$25,814,709
Vehicle Maintenance and Repairs	251	\$2,365.33	\$9,402,169
<b>Travel</b>			
Airline Fares	310	\$1,424.23	\$5,661,322
Lodging on Trips	303	\$1,319.07	\$5,243,323
Auto/Truck/Van Rental on Trips	323	\$119.06	\$473,269
Food and Drink on Trips	287	\$1,248.42	\$4,962,482

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

<sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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Summary	2000	2010	2015
Population	10,627	11,236	11,589
Households	3,778	3,975	4,089
Families	2,794	2,932	3,002
Average Household Size	2.78	2.79	2.80
Owner Occupied Housing Units	3,086	3,138	3,239
Renter Occupied Housing Units	692	837	850
Median Age	39.6	43.1	43.6
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.62%	0.00%	0.76%
Households	0.57%	0.00%	0.78%
Families	0.47%	0.00%	0.64%
Owner HHs	0.64%	0.00%	0.82%
Median Household Income	2.41%	0.00%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	149	4.0%	70	1.8%	44	1.1%
\$15,000 - \$24,999	93	2.5%	55	1.4%	36	0.9%
\$25,000 - \$34,999	235	6.3%	71	1.8%	46	1.1%
\$35,000 - \$49,999	279	7.4%	216	5.4%	135	3.3%
\$50,000 - \$74,999	671	17.8%	406	10.2%	345	8.4%
\$75,000 - \$99,999	633	16.8%	452	11.4%	357	8.7%
\$100,000 - \$149,999	848	22.6%	1,048	26.4%	1,120	27.4%
\$150,000 - \$199,999	406	10.8%	623	15.7%	729	17.8%
\$200,000+	446	11.9%	1,034	26.0%	1,277	31.2%
Median Household Income	\$91,259		\$131,181		\$147,742	
Average Household Income	\$117,209		\$179,296		\$205,655	
Per Capita Income	\$40,809		\$63,727		\$72,890	

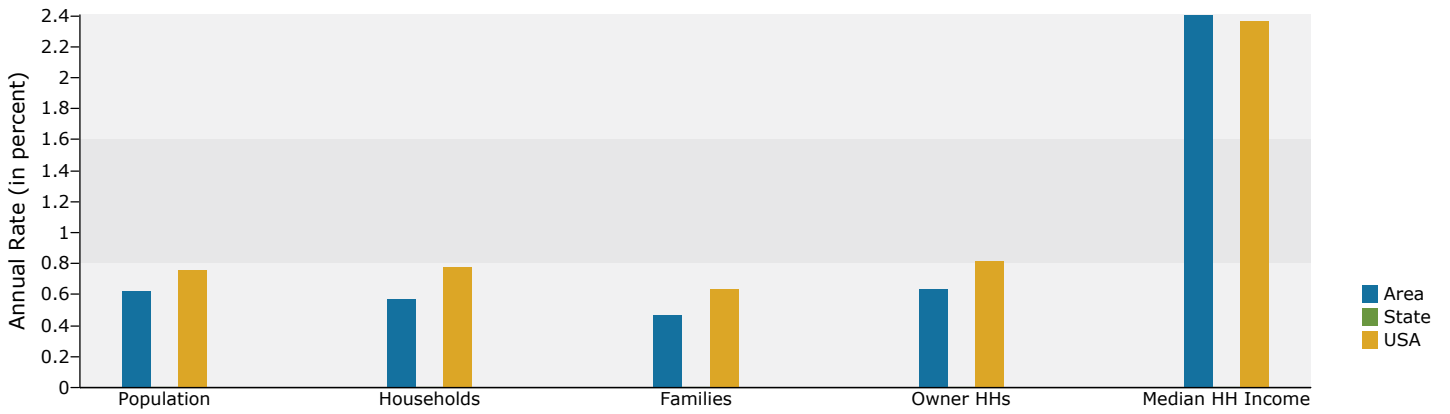
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	678	6.4%	618	5.5%	618	5.3%
5 - 9	754	7.1%	725	6.5%	721	6.2%
10 - 14	821	7.7%	849	7.6%	829	7.2%
15 - 19	710	6.7%	700	6.2%	750	6.5%
20 - 24	383	3.6%	485	4.3%	485	4.2%
25 - 34	1,089	10.2%	1,016	9.0%	1,173	10.1%
35 - 44	2,140	20.1%	1,564	13.9%	1,446	12.5%
45 - 54	2,331	21.9%	2,263	20.1%	2,041	17.6%
55 - 64	999	9.4%	1,889	16.8%	1,922	16.6%
65 - 74	416	3.9%	711	6.3%	1,122	9.7%
75 - 84	226	2.1%	298	2.7%	343	3.0%
85+	80	0.8%	121	1.1%	139	1.2%

Data Note: Income is expressed in current dollars

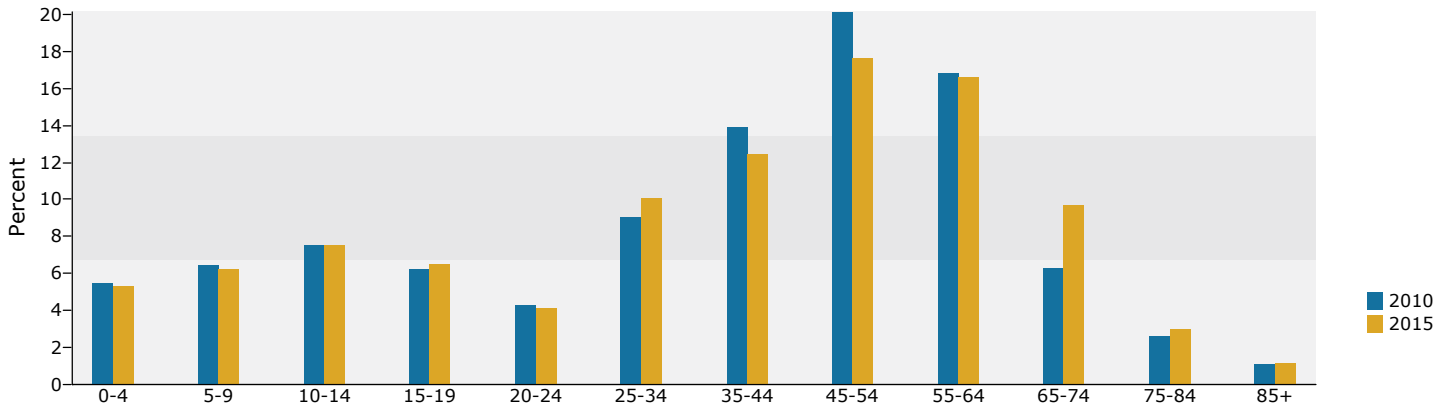
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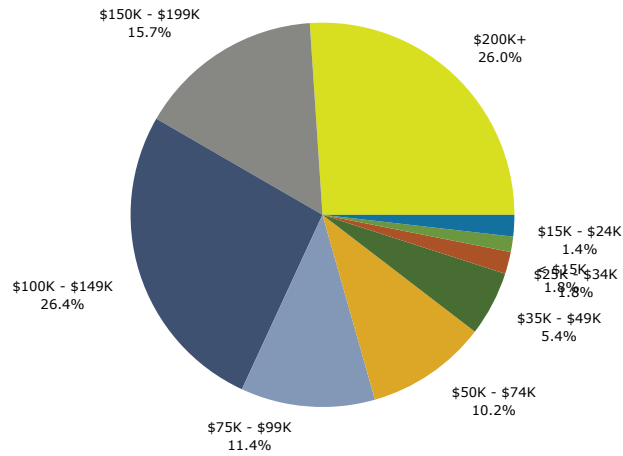
Trends 2010-2015



Population by Age



2010 Household Income



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Connoisseurs	66.9%	Population	11,662	12,054
Top Rung	13.6%	Households	4,341	4,516
Urban Chic	13.6%	Families	3,048	3,165
Crossroads	5.9%	Median Age	44.5	45.2
Suburban Splendor	0.0%	Median Household Income	\$97,262	\$110,026
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		125	\$2,895.70	\$12,570,225
Men's		120	\$533.93	\$2,317,774
Women's		115	\$922.31	\$4,003,766
Children's		117	\$453.88	\$1,970,309
Footwear		83	\$335.00	\$1,454,243
Watches & Jewelry		203	\$381.66	\$1,656,764
Apparel Products and Services (1)		296	\$268.92	\$1,167,369
<b>Computer</b>				
Computers and Hardware for Home Use		181	\$336.04	\$1,458,743
Software and Accessories for Home Use		188	\$51.97	\$225,608
<b>Entertainment &amp; Recreation</b>		192	\$5,994.11	\$26,020,422
Fees and Admissions		219	\$1,314.03	\$5,704,208
Membership Fees for Clubs (2)		232	\$368.00	\$1,597,506
Fees for Participant Sports, excl. Trips		217	\$224.79	\$975,807
Admission to Movie/Theatre/Opera/Ballet		200	\$293.24	\$1,272,933
Admission to Sporting Events, excl. Trips		199	\$114.94	\$498,933
Fees for Recreational Lessons		236	\$311.93	\$1,354,091
Dating Services		152	\$1.14	\$4,937
TV/Video/Audio		166	\$1,994.92	\$8,659,936
Community Antenna or Cable TV		159	\$1,113.23	\$4,832,508
Televisions		190	\$357.07	\$1,550,021
VCRs, Video Cameras, and DVD Players		174	\$34.25	\$148,675
Video Cassettes and DVDs		158	\$80.66	\$350,154
Video and Computer Game Hardware and Software		158	\$85.37	\$370,585
Satellite Dishes		187	\$2.29	\$9,927
Rental of Video Cassettes and DVDs		164	\$65.43	\$284,020
Streaming/Downloaded Video		189	\$2.57	\$11,159
Audio (3)		168	\$239.41	\$1,039,261
Rental and Repair of TV/Radio/Sound Equipment		199	\$14.66	\$63,627
Pets		224	\$933.76	\$4,053,469
Toys and Games (4)		162	\$228.73	\$992,894
Recreational Vehicles and Fees (5)		235	\$736.34	\$3,196,443
Sports/Recreation/Exercise Equipment (6)		152	\$267.26	\$1,160,154
Photo Equipment and Supplies (7)		189	\$189.79	\$823,866
Reading (8)		194	\$290.77	\$1,262,211
Catered Affairs (9)		161	\$38.53	\$167,240
<b>Food</b>		167	\$12,447.50	\$54,034,604
Food at Home		165	\$7,148.15	\$31,030,114
Bakery and Cereal Products		165	\$951.31	\$4,129,618
Meats, Poultry, Fish, and Eggs		162	\$1,631.70	\$7,083,215
Dairy Products		164	\$788.28	\$3,421,908
Fruits and Vegetables		173	\$1,314.53	\$5,706,376
Snacks and Other Food at Home (10)		163	\$2,462.34	\$10,688,997
Food Away from Home		170	\$5,299.35	\$23,004,489
Alcoholic Beverages		176	\$974.82	\$4,231,690
Nonalcoholic Beverages at Home		161	\$684.13	\$2,969,827

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	254	\$4,277.37	\$18,568,069
Vehicle Loans	155	\$7,393.10	\$32,093,455
<b>Health</b>			
Nonprescription Drugs	162	\$162.04	\$703,434
Prescription Drugs	156	\$754.89	\$3,276,982
Eyeglasses and Contact Lenses	183	\$136.35	\$591,900
<b>Home</b>			
Mortgage Payment and Basics (11)	213	\$19,329.16	\$83,907,875
Maintenance and Remodeling Services	240	\$4,619.31	\$20,052,410
Maintenance and Remodeling Materials (12)	200	\$721.26	\$3,130,967
Utilities, Fuel, and Public Services	162	\$7,132.24	\$30,961,066
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	197	\$253.79	\$1,101,716
Furniture	201	\$1,168.08	\$5,070,640
Floor Coverings	209	\$152.32	\$661,240
Major Appliances (14)	187	\$548.51	\$2,381,069
Housewares (15)	165	\$137.91	\$598,660
Small Appliances	174	\$55.27	\$239,946
Luggage	206	\$18.50	\$80,286
Telephones and Accessories	114	\$47.05	\$204,226
<b>Household Operations</b>			
Child Care	173	\$774.90	\$3,363,843
Lawn and Garden (16)	219	\$887.69	\$3,853,482
Moving/Storage/Freight Express	227	\$133.41	\$579,119
Housekeeping Supplies (17)	167	\$1,135.10	\$4,927,480
<b>Insurance</b>			
Owners and Renters Insurance	182	\$817.14	\$3,547,185
Vehicle Insurance	171	\$1,928.82	\$8,373,008
Life/Other Insurance	192	\$776.41	\$3,370,389
Health Insurance	169	\$3,173.51	\$13,776,198
Personal Care Products (18)	171	\$660.27	\$2,866,234
School Books and Supplies (19)	150	\$154.76	\$671,813
Smoking Products	126	\$521.48	\$2,263,761
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	171	\$7,273.36	\$31,573,659
Gasoline and Motor Oil	155	\$4,300.64	\$18,669,076
Vehicle Maintenance and Repairs	179	\$1,634.94	\$7,097,282
<b>Travel</b>			
Airline Fares	230	\$1,022.77	\$4,439,856
Lodging on Trips	224	\$945.77	\$4,105,584
Auto/Truck/Van Rental on Trips	238	\$85.10	\$369,400
Food and Drink on Trips	210	\$887.88	\$3,854,274

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 18, 2012

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Summary	2010	2011	2016
Population	11,479	11,662	12,054
Households	4,269	4,341	4,516
Families	2,999	3,048	3,165
Average Household Size	2.66	2.66	2.64
Owner Occupied Housing Units	3,358	3,345	3,532
Renter Occupied Housing Units	911	995	984
Median Age	44.5	44.5	45.2
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.66%	0.00%	0.67%
Households	0.79%	0.00%	0.71%
Families	0.76%	0.00%	0.57%
Owner HHs	1.09%	0.00%	0.91%
Median Household Income	2.50%	0.00%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	134	3.1%	112	2.5%
\$15,000 - \$24,999	160	3.7%	109	2.4%
\$25,000 - \$34,999	209	4.8%	158	3.5%
\$35,000 - \$49,999	317	7.3%	251	5.6%
\$50,000 - \$74,999	649	14.9%	566	12.5%
\$75,000 - \$99,999	766	17.6%	807	17.9%
\$100,000 - \$149,999	902	20.8%	914	20.2%
\$150,000 - \$199,999	524	12.1%	845	18.7%
\$200,000+	681	15.7%	752	16.7%
Median Household Income	\$97,262		\$110,026	
Average Household Income	\$123,446		\$146,449	
Per Capita Income	\$46,317		\$55,191	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	683	6.0%	686	5.9%	712	5.9%
5 - 9	685	6.0%	694	6.0%	710	5.9%
10 - 14	715	6.2%	727	6.2%	751	6.2%
15 - 19	663	5.8%	662	5.7%	633	5.3%
20 - 24	497	4.3%	506	4.3%	504	4.2%
25 - 34	1,003	8.7%	1,034	8.9%	1,096	9.1%
35 - 44	1,587	13.8%	1,612	13.8%	1,592	13.2%
45 - 54	2,167	18.9%	2,180	18.7%	2,048	17.0%
55 - 64	2,181	19.0%	2,227	19.1%	2,441	20.2%
65 - 74	816	7.1%	846	7.3%	1,053	8.7%
75 - 84	328	2.9%	329	2.8%	347	2.9%
85+	154	1.3%	155	1.3%	169	1.4%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,379	81.7%	9,490	81.4%	9,593	79.6%
Black Alone	86	0.7%	88	0.8%	92	0.8%
American Indian Alone	102	0.9%	104	0.9%	121	1.0%
Asian Alone	450	3.9%	449	3.8%	510	4.2%
Pacific Islander Alone	15	0.1%	15	0.1%	16	0.1%
Some Other Race Alone	927	8.1%	986	8.5%	1,144	9.5%
Two or More Races	520	4.5%	532	4.6%	578	4.8%
Hispanic Origin (Any Race)	2,040	17.8%	2,133	18.3%	2,473	20.5%

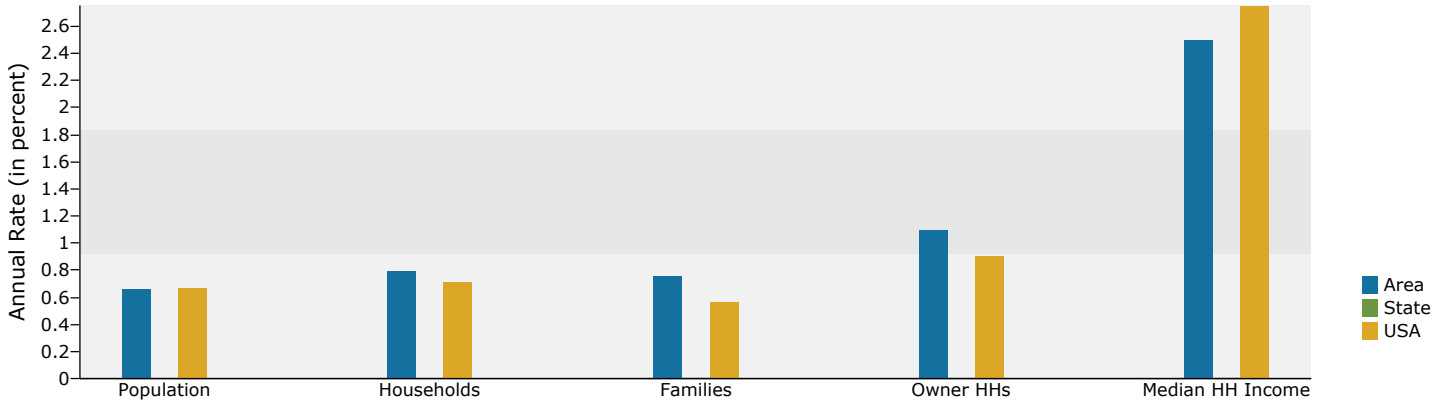
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

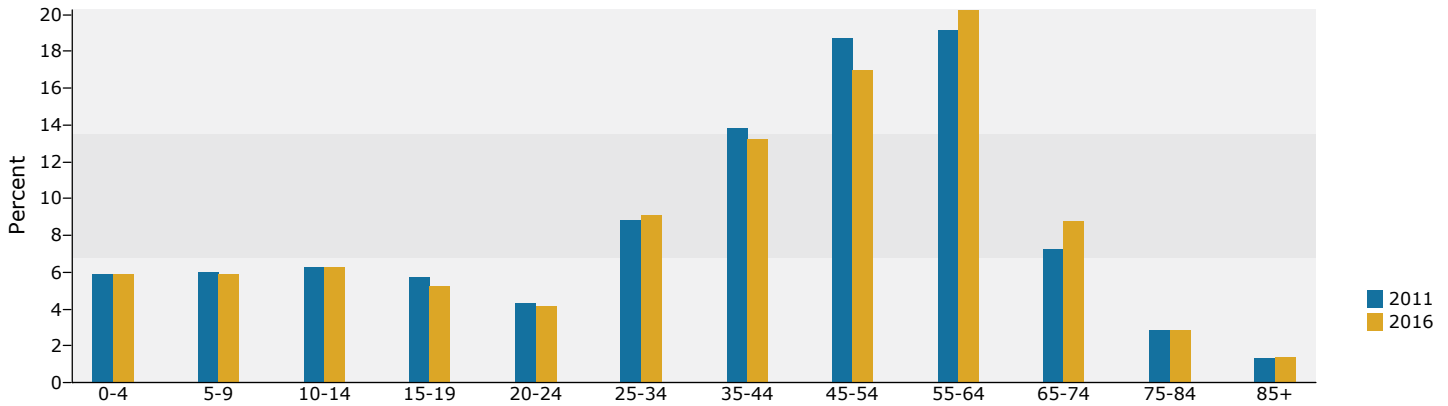
EGMBMON  
El Granada CDP, CA (0621936) et al.  
Geography: 3 Places

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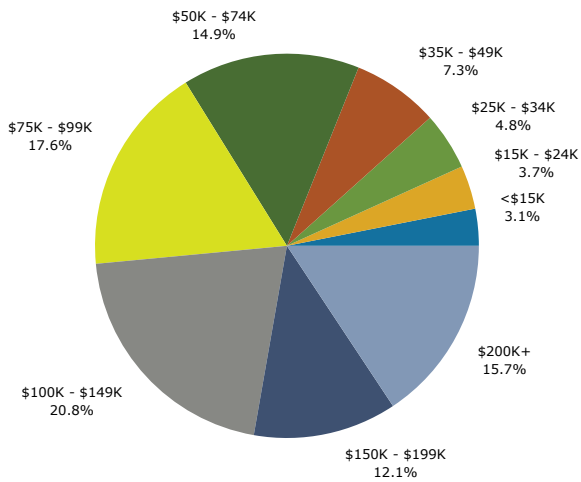
## Trends 2011-2016



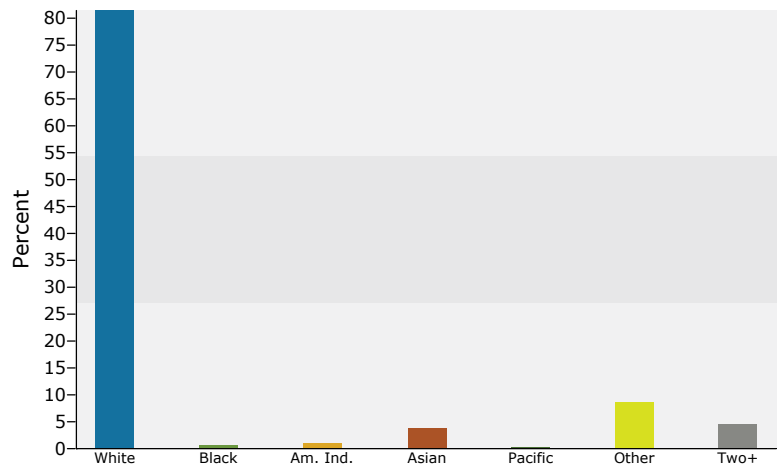
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 18.3%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.