

Pacifica X



Business Summary by SIC Codes

Prepared by Randy Kinghorn

Pacifica
Pacifica city, CA (0654806)
Geography: Place

Total Businesses:	1,062
Total Employees:	5,060
Total Residential Population:	39,240
Employee/Residential Population Ratio:	0.13

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	23	2.2%	117	2.3%
Construction	133	12.5%	305	6.0%
Manufacturing	28	2.6%	92	1.8%
Transportation	54	5.1%	183	3.6%
Communication	7	0.7%	6	0.1%
Utility	4	0.4%	111	2.2%
Wholesale Trade	40	3.8%	78	1.5%
Retail Trade Summary	227	21.4%	1,455	28.8%
Home Improvement	22	2.1%	63	1.2%
General Merchandise Stores	3	0.3%	55	1.1%
Food Stores	24	2.3%	302	6.0%
Auto Dealers, Gas Stations, Auto Aftermarket	12	1.1%	73	1.4%
Apparel & Accessory Stores	3	0.3%	5	0.1%
Furniture & Home Furnishings	18	1.7%	42	0.8%
Eating & Drinking Places	81	7.6%	619	12.2%
Miscellaneous Retail	64	6.0%	296	5.8%
Finance, Insurance, Real Estate Summary	92	8.7%	316	6.2%
Banks, Savings & Lending Institutions	20	1.9%	131	2.6%
Securities Brokers	7	0.7%	3	0.1%
Insurance Carriers & Agents	13	1.2%	36	0.7%
Real Estate, Holding, Other Investment Offices	52	4.9%	146	2.9%
Services Summary	422	39.7%	2,228	44.0%
Hotels & Lodging	8	0.8%	134	2.6%
Automotive Services	28	2.6%	72	1.4%
Motion Pictures & Amusements	35	3.3%	242	4.8%
Health Services	29	2.7%	251	5.0%
Legal Services	8	0.8%	9	0.2%
Education Institutions & Libraries	29	2.7%	608	12.0%
Other Services	285	26.8%	912	18.0%
Government	17	1.6%	163	3.2%
Other	15	1.4%	6	0.1%
Totals	1,062	100.0%	5,060	100.0%

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

Pacifica
Pacifica city, CA (0654806)
Geography: Place

Total Businesses:	1,062
Total Employees:	5,060
Total Residential Population:	39,240
Employee/Residential Population Ratio:	0.13

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.4%	32	0.6%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	20	0.4%
Construction	139	13.1%	323	6.4%
Manufacturing	28	2.6%	67	1.3%
Wholesale Trade	39	3.7%	77	1.5%
Retail Trade	141	13.3%	815	16.1%
Motor Vehicle & Parts Dealers	4	0.4%	29	0.6%
Furniture & Home Furnishings Stores	5	0.5%	5	0.1%
Electronics & Appliance Stores	7	0.7%	43	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	22	2.1%	63	1.2%
Food & Beverage Stores	23	2.2%	283	5.6%
Health & Personal Care Stores	8	0.8%	118	2.3%
Gasoline Stations	8	0.8%	44	0.9%
Clothing & Clothing Accessories Stores	6	0.6%	9	0.2%
Sport Goods, Hobby, Book, & Music Stores	23	2.2%	72	1.4%
General Merchandise Stores	3	0.3%	55	1.1%
Miscellaneous Store Retailers	32	3.0%	94	1.9%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	48	4.5%	181	3.6%
Information	23	2.2%	104	2.1%
Finance & Insurance	41	3.9%	171	3.4%
Central Bank/Credit Intermediation & Related Activities	20	1.9%	131	2.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	8	0.8%	4	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	13	1.2%	36	0.7%
Real Estate, Rental & Leasing	65	6.1%	165	3.3%
Professional, Scientific & Tech Services	84	7.9%	446	8.8%
Legal Services	9	0.8%	11	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	60	5.6%	177	3.5%
Educational Services	38	3.6%	656	13.0%
Health Care & Social Assistance	57	5.4%	404	8.0%
Arts, Entertainment & Recreation	29	2.7%	187	3.7%
Accommodation & Food Services	90	8.5%	755	14.9%
Accommodation	8	0.8%	134	2.6%
Food Services & Drinking Places	82	7.7%	621	12.3%
Other Services (except Public Administration)	142	13.4%	310	6.1%
Automotive Repair & Maintenance	18	1.7%	45	0.9%
Public Administration	17	1.6%	163	3.2%
Unclassified Establishments	16	1.5%	7	0.1%
Total	1,062	100.0%	5,060	100.0%

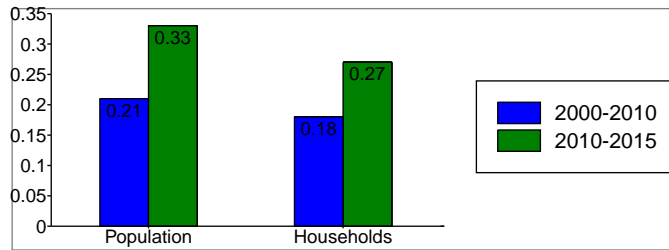
Pacifica
Pacifica city, CA (0654806)
Geography: Place

Population and Households

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

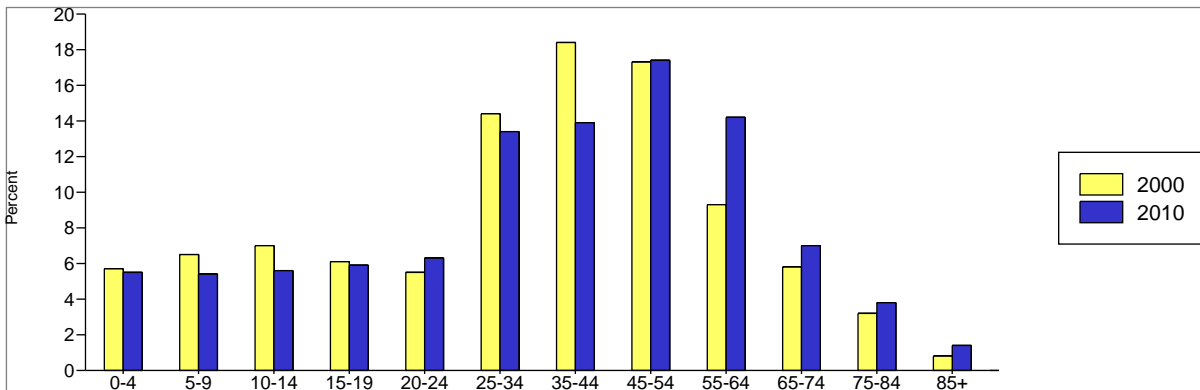
Year	Population	Households
2000	38,390	13,994
2010	39,240	14,249
2015	39,896	14,444

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 181 in 2000, or 0.5 percent of the total population. Average household size is 2.74 in 2010, compared to 2.73 in the year 2000.



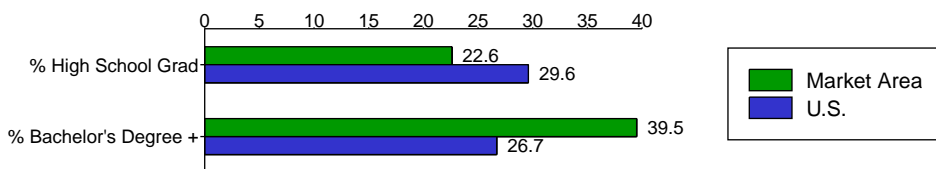
Population by Age

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 37.6, compared to 40.8 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:

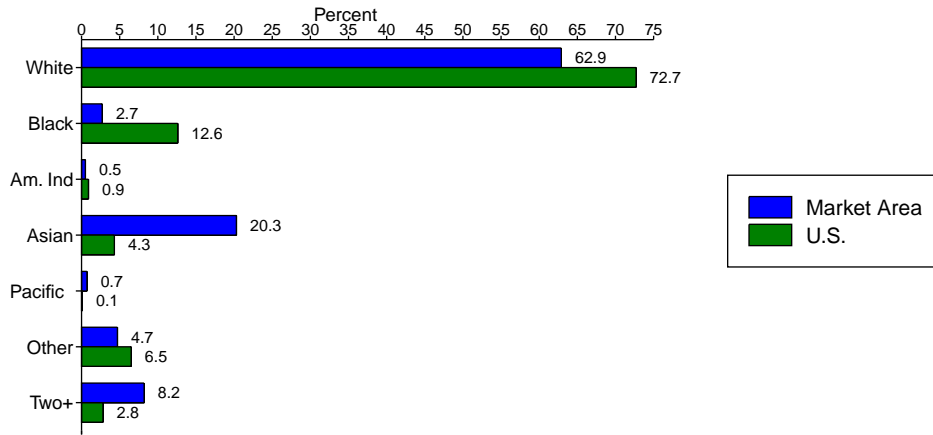


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

Pacifica
Pacifica city, CA (0654806)
Geography: Place

Population by Race/Ethnicity

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

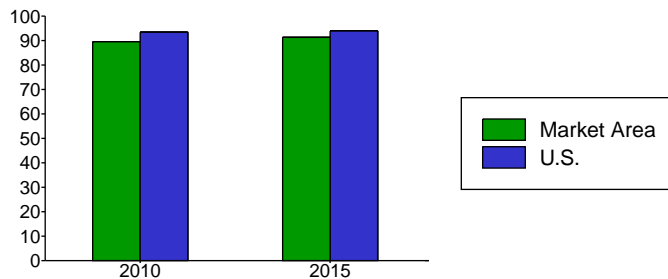


Persons of Hispanic origin represent 16.7 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 68.4 in the identified market area, compared to 59.3 in the U.S. population.

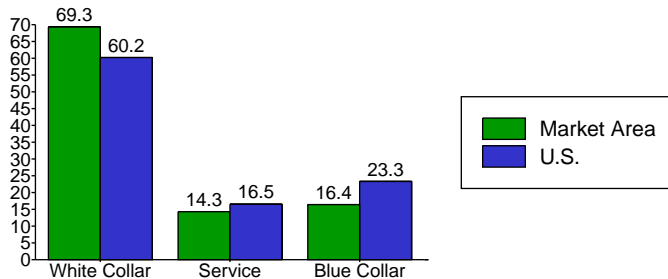
Population by Employment

In 2000, 72.3 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	89.5	10.5
2015	91.3	8.7



And by occupational status:



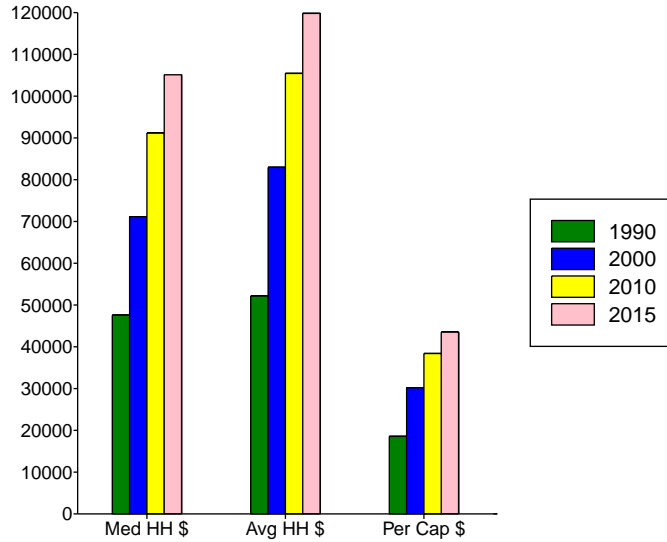
In 2000, 74.9 percent of the market area population drove alone to work, and 2.7 percent worked at home. The average travel time to work in 2000 was 30.8 minutes in the market area, compared to the U.S. average of 25.5 minutes.

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.

Pacifica
Pacifica city, CA (0654806)
Geography: Place

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:



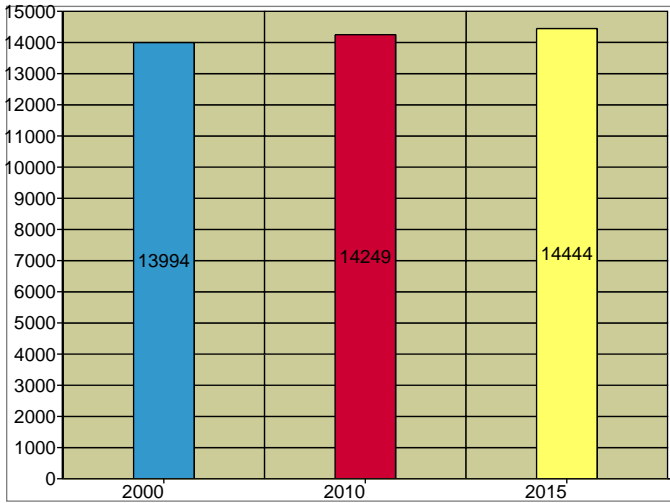
Housing

Currently, 65.0 percent of the 14,667 housing units in the market area are owner occupied; 32.1 percent, renter occupied; and 2.9 percent are vacant. In 2000, there were 14,245 housing units— 67.4 percent owner occupied, 30.8 percent renter occupied and 1.8 percent vacant. The annual rate of change in housing units since 2000 is 0.29 percent. Median home value in the market area is \$560,467, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 1.96 percent annually to \$617,705. From 2000 to the current year, median home value changed by 4.23 percent annually.

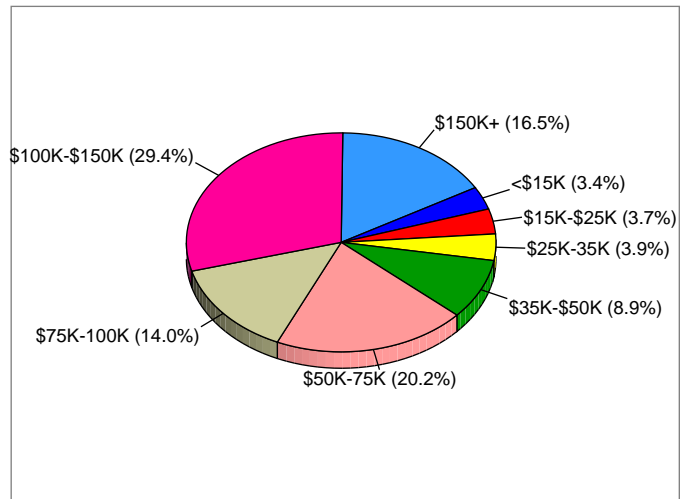
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

Pacifica
Pacifica city, CA (0654806)
Geography: Place

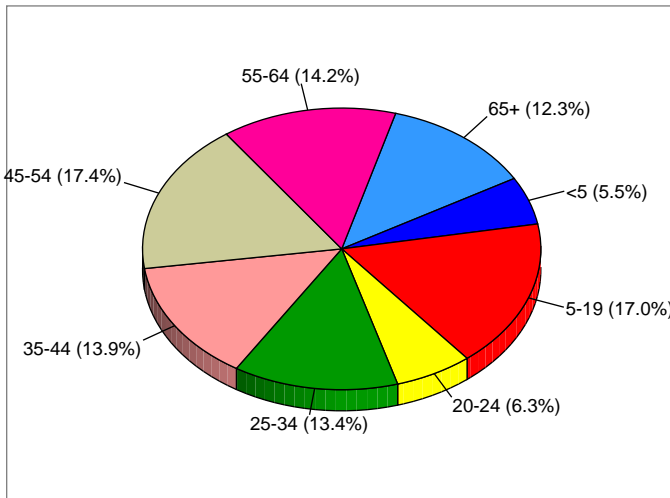
Households



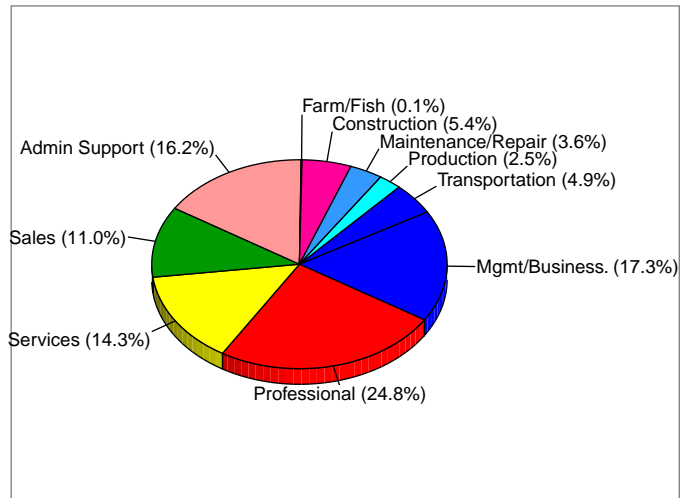
2010 Households by Income



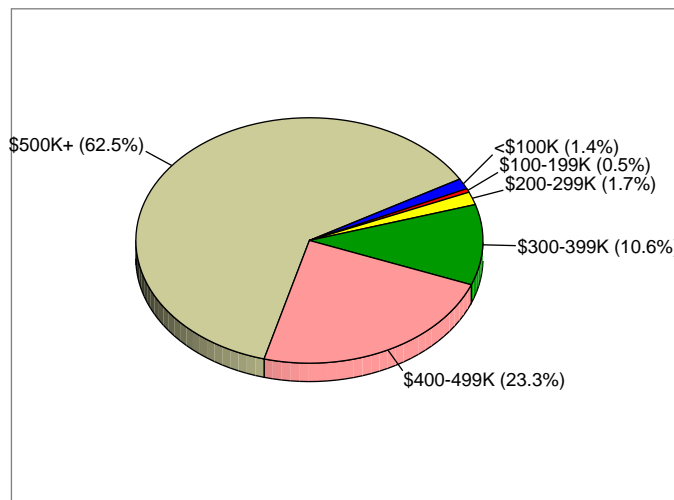
2010 Population by Age



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.

Pacifica
Pacifica city, CA (0654806)
Geography: Place

	2000 Total Population	38,390
	2000 Group Quarters	181
	2010 Total Population	39,240
	2015 Total Population	39,896
	2010 - 2015 Annual Rate	0.33%
	2000 Households	13,994
	2000 Average Household Size	2.73
	2010 Households	14,249
	2010 Average Household Size	2.74
	2015 Households	14,444
	2015 Average Household Size	2.75
	2010 - 2015 Annual Rate	0.27%
	2000 Families	9,654
	2000 Average Family Size	3.21
	2010 Families	9,820
	2010 Average Family Size	3.23
	2015 Families	9,908
	2015 Average Family Size	3.25
	2010 - 2015 Annual Rate	0.18%
	2000 Housing Units	14,245
	Owner Occupied Housing Units	67.4%
	Renter Occupied Housing Units	30.8%
	Vacant Housing Units	1.8%
	2010 Housing Units	14,668
	Owner Occupied Housing Units	65.0%
	Renter Occupied Housing Units	32.1%
	Vacant Housing Units	2.9%
	2015 Housing Units	14,866
	Owner Occupied Housing Units	64.8%
	Renter Occupied Housing Units	32.4%
	Vacant Housing Units	2.8%
	Median Household Income	
	2000	\$71,151
	2010	\$91,134
	2015	\$105,114
	Median Home Value	
	2000	\$366,510
	2010	\$560,467
	2015	\$617,705
	Per Capita Income	
	2000	\$30,183
	2010	\$38,390
	2015	\$43,497
	Median Age	
	2000	37.6
	2010	40.8
	2015	41.2

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. Esri converted 1990 Census data into 2000 geography.

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place



2000 Households by Income

Household Income Base	13,975
< \$15,000	5.2%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	18.5%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	5.4%
\$200,000+	3.5%
Average Household Income	\$82,954

2010 Households by Income

Household Income Base	14,248
< \$15,000	3.4%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	29.4%
\$150,000 - \$199,999	10.3%
\$200,000+	6.2%
Average Household Income	\$105,434

2015 Households by Income

Household Income Base	14,445
< \$15,000	2.3%
\$15,000 - \$24,999	2.5%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	6.1%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	33.7%
\$150,000 - \$199,999	13.7%
\$200,000+	8.1%
Average Household Income	\$119,803

2000 Owner Occupied HUs by Value

Total	9,605
<\$50,000	1.6%
\$50,000 - 99,999	0.6%
\$100,000 - 149,999	0.6%
\$150,000 - 199,999	1.1%
\$200,000 - \$299,999	18.8%
\$300,000 - 499,999	66.2%
\$500,000 - 999,999	10.8%
\$1,000,000+	0.3%
Average Home Value	\$383,479

2000 Specified Renter Occupied HUs by Contract Rent

Total	4,381
With Cash Rent	96.5%
No Cash Rent	3.5%
Median Rent	\$1,166
Average Rent	\$1,126

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 HUs 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.

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place



2000 Population by Age

Total	38,390
0 - 4	5.7%
5 - 9	6.5%
10 - 14	7.0%
15 - 19	6.1%
20 - 24	5.5%
25 - 34	14.4%
35 - 44	18.4%
45 - 54	17.3%
55 - 64	9.3%
65 - 74	5.8%
75 - 84	3.2%
85+	0.8%
18+	76.8%

2010 Population by Age

Total	39,242
0 - 4	5.5%
5 - 9	5.4%
10 - 14	5.6%
15 - 19	5.9%
20 - 24	6.3%
25 - 34	13.4%
35 - 44	13.9%
45 - 54	17.4%
55 - 64	14.2%
65 - 74	7.0%
75 - 84	3.8%
85+	1.4%
18+	79.8%

2015 Population by Age

Total	39,898
0 - 4	5.4%
5 - 9	5.4%
10 - 14	5.4%
15 - 19	5.2%
20 - 24	5.9%
25 - 34	14.9%
35 - 44	12.7%
45 - 54	15.4%
55 - 64	14.6%
65 - 74	9.4%
75 - 84	4.2%
85+	1.6%
18+	80.6%

2000 Population by Sex

Males	49.3%
Females	50.7%

2010 Population by Sex

Males	49.1%
Females	50.9%

2015 Population by Sex

Males	49.0%
Females	51.0%

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

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place



2010 Population 15+ by Marital Status

Total	32,759
Never Married	32.8%
Married	52.2%
Widowed	5.0%
Divorced	10.0%



2000 Population 16+ by Employment Status

Total	30,527
In Labor Force	72.3%
Civilian Employed	69.8%
Civilian Unemployed	2.5%
In Armed Forces	0.0%
Not in Labor Force	27.7%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.5%
Civilian Unemployed	10.5%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.3%
Civilian Unemployed	8.7%

2000 Females 16+ by Employment Status and Age of Children

Total	15,639
Own Children < 6 Only	6.6%
Employed/in Armed Forces	4.8%
Unemployed	0.1%
Not in Labor Force	1.7%
Own Children < 6 and 6-17 Only	4.7%
Employed/in Armed Forces	3.2%
Unemployed	0.2%
Not in Labor Force	1.3%
Own Children 6-17 Only	18.2%
Employed/in Armed Forces	14.5%
Unemployed	0.4%
Not in Labor Force	3.4%
No Own Children < 18	70.5%
Employed/in Armed Forces	42.5%
Unemployed	1.5%
Not in Labor Force	26.5%

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

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place



2010 Employed Population 16+ by Industry

Total	19,298
Agriculture/Mining	0.2%
Construction	7.1%
Manufacturing	5.2%
Wholesale Trade	3.3%
Retail Trade	10.8%
Transportation/Utilities	8.7%
Information	3.8%
Finance/Insurance/Real Estate	9.1%
Services	47.0%
Public Administration	4.8%

2010 Employed Population 16+ by Occupation

Total	19,298
White Collar	69.3%
Management/Business/Financial	17.3%
Professional	24.8%
Sales	11.0%
Administrative Support	16.2%
Services	14.3%
Blue Collar	16.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	3.6%
Production	2.5%
Transportation/Material Moving	4.9%



2000 Workers 16+ by Means of Transportation to Work

Total	20,842
Drove Alone - Car, Truck, or Van	74.9%
Carpooled - Car, Truck, or Van	12.2%
Public Transportation	8.1%
Walked	1.0%
Other Means	1.2%
Worked at Home	2.7%

2000 Workers 16+ by Travel Time to Work

Total	20,842
Did Not Work at Home	97.3%
Less than 5 minutes	1.5%
5 to 9 minutes	5.7%
10 to 19 minutes	18.6%
20 to 24 minutes	16.3%
25 to 34 minutes	25.1%
35 to 44 minutes	8.1%
45 to 59 minutes	11.6%
60 to 89 minutes	8.0%
90 or more minutes	2.4%
Worked at Home	2.7%
Average Travel Time to Work (in min)	30.8

2000 Households by Vehicles Available

Total	14,003
None	3.6%
1	27.6%
2	43.6%
3	17.0%
4	5.0%
5+	3.2%
Average Number of Vehicles Available	2.0

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

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place



2000 Households by Type

Total	13,994
Family Households	69.0%
Married-couple Family	53.5%
With Related Children	26.3%
Other Family (No Spouse)	15.5%
With Related Children	9.0%
Nonfamily Households	31.0%
Householder Living Alone	21.2%
Householder Not Living Alone	9.8%
 Households with Related Children	 35.3%
Households with Persons 65+	19.9%

2000 Households by Size

Total	13,994
1 Person Household	21.2%
2 Person Household	32.9%
3 Person Household	18.3%
4 Person Household	15.9%
5 Person Household	6.8%
6 Person Household	2.7%
7+ Person Household	2.2%

2000 Households by Year Householder Moved In

Total	14,003
Moved in 1999 to March 2000	16.5%
Moved in 1995 to 1998	25.2%
Moved in 1990 to 1994	14.1%
Moved in 1980 to 1989	19.1%
Moved in 1970 to 1979	14.2%
Moved in 1969 or Earlier	10.9%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	14,255
1, Detached	72.1%
1, Attached	5.4%
2	1.2%
3 or 4	3.8%
5 to 9	4.8%
10 to 19	2.6%
20+	9.4%
Mobile Home	0.7%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	14,255
1999 to March 2000	0.7%
1995 to 1998	1.6%
1990 to 1994	2.9%
1980 to 1989	7.3%
1970 to 1979	18.7%
1969 or Earlier	68.8%
Median Year Structure Built	1964

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

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place



2000 Population 3+ by School Enrollment

Total	37,354
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	12.0%
Enrolled in Grade 9-12	5.6%
Enrolled in College	6.7%
Enrolled in Grad/Prof School	1.4%
Not Enrolled in School	71.3%

2010 Population 25+ by Educational Attainment


Total	27,944
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	22.6%
Some College, No Degree	22.9%
Associate Degree	9.4%
Bachelor's Degree	27.0%
Graduate/Professional Degree	12.6%

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

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place

Top 3 Tapestry Segments

- | | |
|----|--------------------------|
| 1. | Pacific Heights |
| 2. | Wealthy Seaboard Suburbs |
| 3. | Urban Chic |

 **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 \$	\$35,977,321
Average Spent	\$2,524.90
Spending Potential Index	105
Computers & Accessories: Total \$	\$4,973,320
Average Spent	\$349.03
Spending Potential Index	159
Education: Total \$	\$25,934,238
Average Spent	\$1,820.07
Spending Potential Index	149
Entertainment/Recreation: Total \$	\$72,045,959
Average Spent	\$5,056.21
Spending Potential Index	157
Food at Home: Total \$	\$91,621,594
Average Spent	\$6,430.04
Spending Potential Index	144
Food Away from Home: Total \$	\$66,676,080
Average Spent	\$4,679.35
Spending Potential Index	145
Health Care: Total \$	\$72,661,866
Average Spent	\$5,099.44
Spending Potential Index	137
HH Furnishings & Equipment: Total \$	\$41,054,886
Average Spent	\$2,881.25
Spending Potential Index	140
Investments: Total \$	\$46,721,577
Average Spent	\$3,278.94
Spending Potential Index	189
Retail Goods: Total \$	\$501,074,846
Average Spent	\$35,165.61
Spending Potential Index	141
Shelter: Total \$	\$372,602,212
Average Spent	\$26,149.36
Spending Potential Index	166
TV/Video/Sound Equipment: Total \$	\$24,856,277
Average Spent	\$1,744.42
Spending Potential Index	140
Travel: Total \$	\$47,316,172
Average Spent	\$3,320.67
Spending Potential Index	175
Vehicle Maintenance & Repairs: Total \$	\$20,072,982
Average Spent	\$1,408.73
Spending Potential Index	149

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.

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place

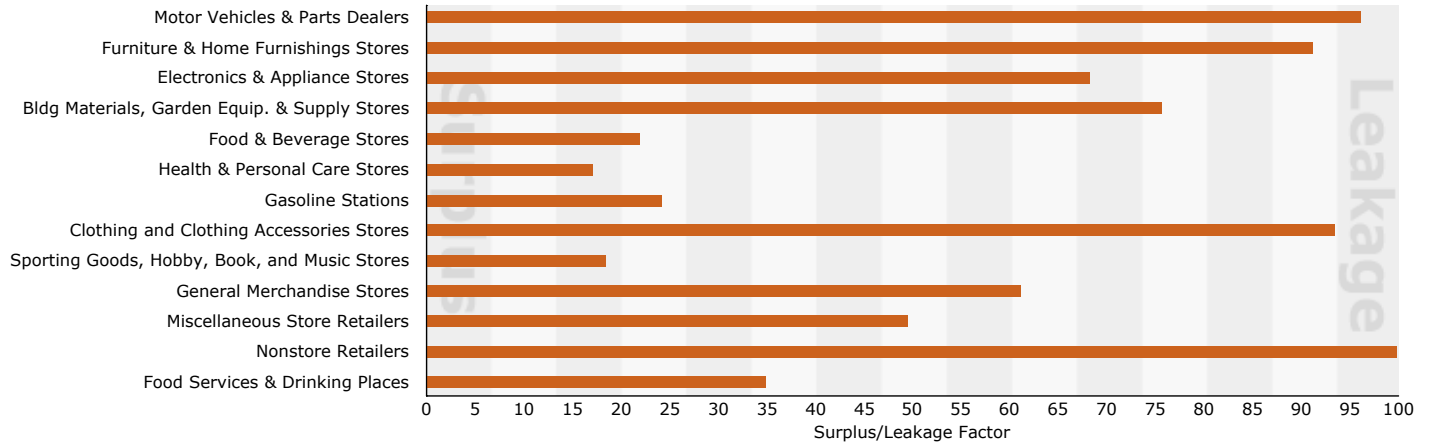
Prepared by Randy Kinghorn

Summary Demographics						
2015 Population						39,896
2015 Households						14,444
2015 Per Capita Income						\$43,497
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$621,866,671	\$197,623,638	424,243,032	51.8	221
Total Retail Trade	44-45	\$528,681,527	\$152,837,922	375,843,605	55.1	141
Total Food & Drink	722	\$93,185,144	\$44,785,716	48,399,428	35.1	80
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$126,511,876	\$2,353,619	124,158,258	96.3	4
Automobile Dealers	4411	\$107,904,941	\$0	107,904,941	100.0	0
Other Motor Vehicle Dealers	4412	\$11,177,139	\$320,799	10,856,340	94.4	1
Auto Parts, Accessories & Tire Stores	4413	\$7,429,797	\$2,032,820	5,396,977	57.0	3
Furniture & Home Furnishings Stores	442	\$17,719,589	\$803,250	16,916,339	91.3	4
Furniture Stores	4421	\$9,621,160	\$0	9,621,160	100.0	0
Home Furnishings Stores	4422	\$8,098,430	\$803,250	7,295,180	82.0	4
Electronics & Appliance Stores	4431	\$22,312,857	\$4,186,473	18,126,384	68.4	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,019,781	\$3,592,276	22,427,505	75.7	23
Bldg Material & Supplies Dealers	4441	\$24,823,288	\$3,560,752	21,262,536	74.9	22
Lawn & Garden Equip & Supply Stores	4442	\$1,196,493	\$31,524	1,164,969	94.9	1
Food & Beverage Stores	445	\$102,897,058	\$65,496,669	37,400,389	22.2	23
Grocery Stores	4451	\$97,170,865	\$61,496,795	35,674,071	22.5	12
Specialty Food Stores	4452	\$2,686,938	\$1,996,353	690,585	14.7	6
Beer, Wine & Liquor Stores	4453	\$3,039,254	\$2,003,521	1,035,733	20.5	5
Health & Personal Care Stores	446,4461	\$17,756,592	\$12,549,974	5,206,618	17.2	8
Gasoline Stations	447,4471	\$75,396,778	\$45,840,608	29,556,171	24.4	8
Clothing & Clothing Accessories Stores	448	\$24,943,108	\$839,360	24,103,747	93.5	6
Clothing Stores	4481	\$20,364,769	\$357,900	20,006,869	96.5	2
Shoe Stores	4482	\$2,238,636	\$245,698	1,992,938	80.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,339,703	\$235,763	2,103,940	81.7	3
Sporting Goods, Hobby, Book & Music Stores	451	\$4,632,781	\$3,181,830	1,450,952	18.6	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,600,352	\$1,528,523	2,071,829	40.4	16
Book, Periodical & Music Stores	4512	\$1,032,430	\$1,653,307	-620,877	-23.1	6
General Merchandise Stores	452	\$43,369,873	\$10,436,306	32,933,567	61.2	3
Department Stores Excluding Leased Depts.	4521	\$21,497,250	\$1,480,707	20,016,543	87.1	1
Other General Merchandise Stores	4529	\$21,872,623	\$8,955,599	12,917,024	41.9	2
Miscellaneous Store Retailers	453	\$10,590,451	\$3,557,559	7,032,891	49.7	33
Florists	4531	\$1,044,486	\$438,849	605,637	40.8	4
Office Supplies, Stationery & Gift Stores	4532	\$4,304,781	\$970,561	3,334,221	63.2	7
Used Merchandise Stores	4533	\$276,761	\$425,350	-148,589	-21.2	7
Other Miscellaneous Store Retailers	4539	\$4,964,423	\$1,722,800	3,241,623	48.5	15
Nonstore Retailers	454	\$56,530,782	\$0	56,530,782	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$17,938,785	\$0	17,938,785	100.0	0
Vending Machine Operators	4542	\$1,136,995	\$0	1,136,995	100.0	0
Direct Selling Establishments	4543	\$37,455,002	\$0	37,455,002	100.0	0
Food Services & Drinking Places	722	\$93,185,144	\$44,785,716	48,399,428	35.1	80
Full-Service Restaurants	7221	\$42,876,765	\$24,416,391	18,460,374	27.4	50
Limited-Service Eating Places	7222	\$34,676,806	\$16,130,047	18,546,759	36.5	20
Special Food Services	7223	\$14,849,341	\$1,739,886	13,109,454	79.0	3
Drinking Places - Alcoholic Beverages	7224	\$782,232	\$2,499,392	-1,717,160	-52.3	7

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



Pacifica
 Pacifica city, CA (0654806)
 Geography: Place

Prepared by Randy Kinghorn

Summary	2000	2010	2015
Population	38,390	39,240	39,896
Households	13,994	14,249	14,444
Families	9,654	9,820	9,908
Average Household Size	2.73	2.74	2.75
Owner Occupied Housing Units	9,601	9,535	9,631
Renter Occupied Housing Units	4,393	4,713	4,813
Median Age	37.6	40.8	41.2
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.33%	0.70%	0.76%
Households	0.27%	0.63%	0.78%
Families	0.18%	0.55%	0.64%
Owner HHs	0.20%	0.68%	0.82%
Median Household Income	2.90%	2.59%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	726	5.2%	488	3.4%	331	2.3%
\$15,000 - \$24,999	710	5.1%	525	3.7%	368	2.5%
\$25,000 - \$34,999	895	6.4%	561	3.9%	373	2.6%
\$35,000 - \$49,999	1,797	12.9%	1,263	8.9%	877	6.1%
\$50,000 - \$74,999	3,292	23.6%	2,878	20.2%	2,733	18.9%
\$75,000 - \$99,999	2,583	18.5%	1,996	14.0%	1,741	12.1%
\$100,000 - \$149,999	2,728	19.5%	4,188	29.4%	4,867	33.7%
\$150,000 - \$199,999	754	5.4%	1,472	10.3%	1,984	13.7%
\$200,000+	490	3.5%	877	6.2%	1,171	8.1%
Median Household Income	\$71,151		\$91,134		\$105,114	
Average Household Income	\$82,954		\$105,434		\$119,803	
Per Capita Income	\$30,183		\$38,390		\$43,497	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,170	5.7%	2,152	5.5%	2,146	5.4%
5 - 9	2,491	6.5%	2,129	5.4%	2,168	5.4%
10 - 14	2,699	7.0%	2,200	5.6%	2,151	5.4%
15 - 19	2,351	6.1%	2,328	5.9%	2,071	5.2%
20 - 24	2,129	5.5%	2,488	6.3%	2,346	5.9%
25 - 34	5,524	14.4%	5,274	13.4%	5,941	14.9%
35 - 44	7,078	18.4%	5,472	13.9%	5,058	12.7%
45 - 54	6,623	17.3%	6,809	17.4%	6,154	15.4%
55 - 64	3,583	9.3%	5,575	14.2%	5,821	14.6%
65 - 74	2,214	5.8%	2,750	7.0%	3,739	9.4%
75 - 84	1,223	3.2%	1,500	3.8%	1,656	4.2%
85+	305	0.8%	565	1.4%	647	1.6%

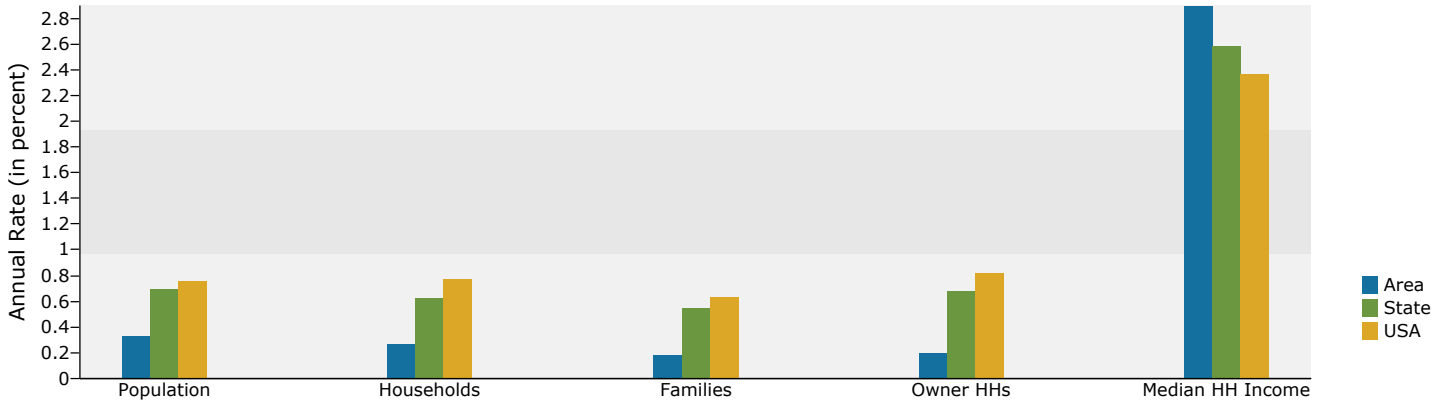
Data Note: Income is expressed in current dollars

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

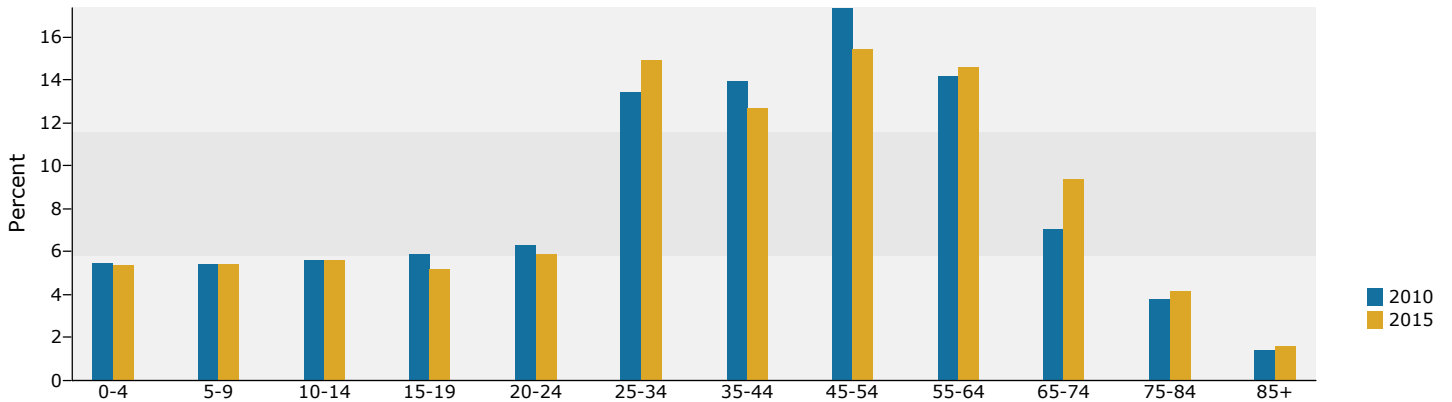
Pacifica
 Pacifica city, CA (0654806)
 Geography: Place

Prepared by Randy Kinghorn

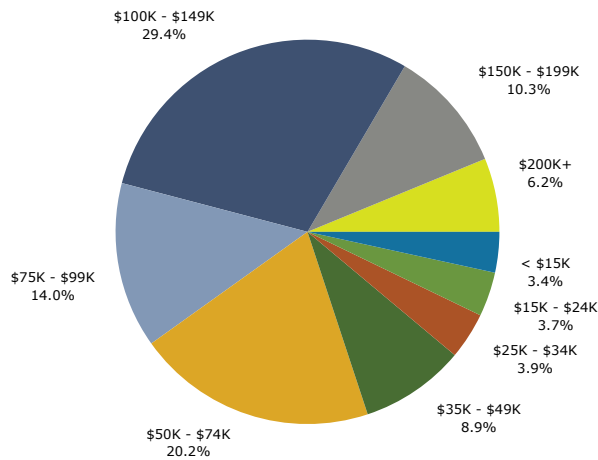
Trends 2010-2015



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.

Pacifica
 Pacifica city (0654806)
 Geography: Place

Prepared by Randy Kinghorn

Demographic Summary	2011	2016
Population	37,236	37,064
Population 18+	29,583	29,576
Households	13,975	13,982
Median Household Income	\$86,812	\$95,244

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	15,128	51.1%	103
Bought any women's apparel in last 12 months	13,731	46.4%	102
Bought apparel for child <13 in last 6 months	7,266	24.6%	87
Bought any shoes in last 12 months	15,436	52.2%	100
Bought costume jewelry in last 12 months	5,744	19.4%	93
Bought any fine jewelry in last 12 months	6,423	21.7%	99
Bought a watch in last 12 months	5,120	17.3%	89
Automobiles (Households)			
HH owns/leases any vehicle	12,421	88.9%	103
HH bought/leased new vehicle last 12 mo	1,637	11.7%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	26,220	88.6%	102
Bought/changed motor oil in last 12 months	12,260	41.4%	80
Had tune-up in last 12 months	11,665	39.4%	127
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,837	70.4%	114
Drank regular cola in last 6 months	12,350	41.7%	82
Drank beer/ale in last 6 months	13,470	45.5%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,751	12.7%	99
Bought film in last 12 months	4,583	15.5%	81
Bought digital camera in last 12 months	2,571	8.7%	127
Bought memory card for camera in last 12 months	2,331	7.9%	103
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	10,651	36.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,649	22.5%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	10,038	33.9%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	7,070	23.9%	113
Computers (Households)			
HH owns a personal computer	12,105	86.6%	117
Spent <\$500 on most recent home PC purchase	1,010	7.2%	83
Spent \$500-\$999 on most recent home PC purchase	2,420	17.3%	97
Spent \$1000-\$1499 on most recent home PC purchase	2,166	15.5%	118
Spent \$1500-\$1999 on most recent home PC purchase	1,273	9.1%	127
Spent \$2000+ on most recent home PC purchase	1,280	9.2%	146

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 2011 and 2016.

Pacifica
 Pacifica city (0654806)
 Geography: Place

Prepared by Randy Kinghorn

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	16,791	56.8%	95
Bought cigarettes at convenience store in last 30 days	2,664	9.0%	58
Bought gas at convenience store in last 30 days	5,066	17.1%	51
Spent at convenience store in last 30 days: <\$20	4,165	14.1%	146
Spent at convenience store in last 30 days: \$20-39	3,454	11.7%	115
Spent at convenience store in last 30 days: \$40+	6,836	23.1%	65
Entertainment (Adults)			
Attended movies in last 6 months	19,519	66.0%	112
Went to live theater in last 12 months	5,222	17.7%	134
Went to a bar/night club in last 12 months	5,823	19.7%	103
Dined out in last 12 months	16,801	56.8%	115
Gambled at a casino in last 12 months	6,122	20.7%	129
Visited a theme park in last 12 months	8,053	27.2%	126
DVDs rented in last 30 days: 1	722	2.4%	92
DVDs rented in last 30 days: 2	1,528	5.2%	112
DVDs rented in last 30 days: 3	1,069	3.6%	113
DVDs rented in last 30 days: 4	1,172	4.0%	103
DVDs rented in last 30 days: 5+	3,942	13.3%	101
DVDs purchased in last 30 days: 1	1,446	4.9%	98
DVDs purchased in last 30 days: 2	1,300	4.4%	93
DVDs purchased in last 30 days: 3-4	1,012	3.4%	74
DVDs purchased in last 30 days: 5+	959	3.2%	63
Spent on toys/games in last 12 months: <\$50	1,513	5.1%	84
Spent on toys/games in last 12 months: \$50-\$99	675	2.3%	83
Spent on toys/games in last 12 months: \$100-\$199	1,983	6.7%	94
Spent on toys/games in last 12 months: \$200-\$499	3,035	10.3%	95
Spent on toys/games in last 12 months: \$500+	1,515	5.1%	90
Financial (Adults)			
Have home mortgage (1st)	6,062	20.5%	107
Used ATM/cash machine in last 12 months	17,196	58.1%	114
Own any stock	3,473	11.7%	128
Own U.S. savings bond	2,287	7.7%	113
Own shares in mutual fund (stock)	3,267	11.0%	118
Own shares in mutual fund (bonds)	2,201	7.4%	126
Used full service brokerage firm in last 12 months	2,083	7.0%	113
Have savings account	11,335	38.3%	106
Have 401K retirement savings	5,748	19.4%	110
Did banking over the Internet in last 12 months	9,426	31.9%	116
Own any credit/debit card (in own name)	23,403	79.1%	107
Avg monthly credit card expenditures: <\$111	3,489	11.8%	86
Avg monthly credit card expenditures: \$111-225	2,289	7.7%	100
Avg monthly credit card expenditures: \$226-450	2,737	9.3%	123
Avg monthly credit card expenditures: \$451-700	2,764	9.3%	147
Avg monthly credit card expenditures: \$701+	5,922	20.0%	149

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 2011 and 2016.

Pacifica
 Pacifica city (0654806)
 Geography: Place

Prepared by Randy Kinghorn

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	19,034	64.3%	91
Used bread in last 6 months	28,158	95.2%	99
Used chicken/turkey (fresh or frozen) in last 6 months	22,860	77.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	15,229	51.5%	98
Used fresh fruit/vegetables in last 6 months	26,183	88.5%	102
Used fresh milk in last 6 months	26,089	88.2%	97
Health (Adults)			
Exercise at home 2+ times per week	9,087	30.7%	102
Exercise at club 2+ times per week	5,832	19.7%	159
Visited a doctor in last 12 months	23,490	79.4%	103
Used vitamin/dietary supplement in last 6 months	15,106	51.1%	105
Home (Households)			
Any home improvement in last 12 months	4,336	31.0%	98
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,061	21.9%	139
Purchased any HH furnishing in last 12 months	4,189	30.0%	100
Purchased bedding/bath goods in last 12 months	7,520	53.8%	98
Purchased cooking/serving product in last 12 months	3,524	25.2%	92
Bought any kitchen appliance in last 12 months	2,329	16.7%	96
Insurance (Adults)			
Currently carry any life insurance	12,699	42.9%	90
Have medical/hospital/accident insurance	22,776	77.0%	108
Carry homeowner insurance	15,365	51.9%	99
Carry renter insurance	2,003	6.8%	110
Have auto/other vehicle insurance	25,118	84.9%	103
Pets (Households)			
HH owns any pet	6,528	46.7%	91
HH owns any cat	2,881	20.6%	86
HH owns any dog	4,323	30.9%	82
Reading Materials (Adults)			
Bought book in last 12 months	16,495	55.8%	111
Read any daily newspaper	12,947	43.8%	106
Heavy magazine reader	7,125	24.1%	121
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	22,219	75.1%	104
Went to family restaurant/steak house last mo: <2 times	8,427	28.5%	111
Went to family restaurant/steak house last mo: 2-4 times	8,446	28.6%	106
Went to family restaurant/steak house last mo: 5+ times	5,347	18.1%	93
Went to fast food/drive-in restaurant in last 6 mo	25,839	87.3%	99
Went to fast food/drive-in restaurant <6 times/mo	11,448	38.7%	111
Went to fast food/drive-in restaurant 6-13 times/mo	7,621	25.8%	89
Went to fast food/drive-in restaurant 14+ times/mo	6,771	22.9%	92
Fast food/drive-in last 6 mo: eat in	11,167	37.7%	100
Fast food/drive-in last 6 mo: home delivery	2,391	8.1%	78
Fast food/drive-in last 6 mo: take-out/drive-thru	12,967	43.8%	84
Fast food/drive-in last 6 mo: take-out/walk-in	8,254	27.9%	114

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 2011 and 2016.

Pacifica
 Pacifica city (0654806)
 Geography: Place

Prepared by Randy Kinghorn

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	9,311	66.6%	103
HH average monthly long distance phone bill: <\$16	3,923	28.1%	102
HH average monthly long distance phone bill: \$16-25	1,786	12.8%	112
HH average monthly long distance phone bill: \$26-59	1,515	10.8%	118
HH average monthly long distance phone bill: \$60+	651	4.7%	104
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,110	22.3%	112
HH owns 2 TVs	3,644	26.1%	99
HH owns 3 TVs	2,992	21.4%	96
HH owns 4+ TVs	2,793	20.0%	96
HH subscribes to cable TV	9,308	66.6%	115
HH Purchased audio equipment in last 12 months	1,252	9.0%	92
HH Purchased CD player in last 12 months	438	3.1%	81
HH Purchased DVD player in last 12 months	1,223	8.8%	90
HH Purchased MP3 player in last 12 months	2,690	9.1%	89
HH Purchased video game system in last 12 months	1,473	10.5%	98
Travel (Adults)			
Domestic travel in last 12 months	18,077	61.1%	117
Took 3+ domestic trips in last 12 months	4,665	15.8%	106
Spent on domestic vacations last 12 mo: <\$1000	4,059	13.7%	109
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,508	8.5%	126
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,633	5.5%	135
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,664	5.6%	136
Spent on domestic vacations last 12 mo: \$3000+	1,788	6.0%	119
Foreign travel in last 3 years	12,558	42.5%	163
Took 3+ foreign trips by plane in last 3 years	2,846	9.6%	199
Spent on foreign vacations last 12 mo: <\$1000	2,850	9.6%	161
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,250	7.6%	185
Spent on foreign vacations last 12 mo: \$3000+	2,845	9.6%	193
Stayed 1+ nights at hotel/motel in last 12 months	13,815	46.7%	115

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 2011 and 2016.

Pacifica
 Pacifica city (0654806)
 Geography: Place

Prepared by Randy Kinghorn

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Pacific Heights	28.4%	Population	37,236	37,064
Urban Chic	27.5%	Households	13,975	13,982
Trendsetters	16.0%	Families	9,695	9,691
Wealthy Seaboard Suburbs	12.6%	Median Age	41.7	42.3
Pleasant-Ville	11.9%	Median Household Income	\$86,812	\$95,244
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		106	\$2,455.45	\$34,314,863
Men's		100	\$447.09	\$6,248,141
Women's		95	\$767.65	\$10,727,881
Children's		102	\$395.26	\$5,523,702
Footwear		73	\$294.09	\$4,109,833
Watches & Jewelry		164	\$308.16	\$4,306,590
Apparel Products and Services (1)		268	\$243.20	\$3,398,717
Computer				
Computers and Hardware for Home Use		162	\$300.69	\$4,202,156
Software and Accessories for Home Use		170	\$47.01	\$656,991
Entertainment & Recreation		159	\$4,954.49	\$69,239,059
Fees and Admissions		175	\$1,050.74	\$14,684,071
Membership Fees for Clubs (2)		177	\$281.67	\$3,936,271
Fees for Participant Sports, excl. Trips		175	\$181.37	\$2,534,597
Admission to Movie/Theatre/Opera/Ballet		172	\$252.51	\$3,528,858
Admission to Sporting Events, excl. Trips		148	\$85.13	\$1,189,672
Fees for Recreational Lessons		188	\$248.91	\$3,478,468
Dating Services		155	\$1.16	\$16,204
TV/Video/Audio		141	\$1,694.00	\$23,673,608
Community Antenna or Cable TV		132	\$924.43	\$12,918,863
Televisions		157	\$293.67	\$4,103,977
VCRs, Video Cameras, and DVD Players		159	\$31.42	\$439,064
Video Cassettes and DVDs		148	\$75.36	\$1,053,190
Video and Computer Game Hardware and Software		137	\$74.19	\$1,036,821
Satellite Dishes		167	\$2.03	\$28,415
Rental of Video Cassettes and DVDs		154	\$61.66	\$861,644
Streaming/Downloaded Video		155	\$2.11	\$29,468
Audio (3)		151	\$215.40	\$3,010,222
Rental and Repair of TV/Radio/Sound Equipment		186	\$13.74	\$191,945
Pets		186	\$774.54	\$10,824,213
Toys and Games (4)		137	\$193.76	\$2,707,758
Recreational Vehicles and Fees (5)		188	\$587.16	\$8,205,490
Sports/Recreation/Exercise Equipment (6)		128	\$224.74	\$3,140,738
Photo Equipment and Supplies (7)		161	\$161.35	\$2,254,845
Reading (8)		160	\$240.25	\$3,357,474
Catered Affairs (9)		117	\$27.97	\$390,862
Food		145	\$10,815.41	\$151,145,301
Food at Home		145	\$6,270.06	\$87,624,023
Bakery and Cereal Products		142	\$821.31	\$11,477,827
Meats, Poultry, Fish, and Eggs		143	\$1,432.72	\$20,022,258
Dairy Products		143	\$688.90	\$9,627,389
Fruits and Vegetables		153	\$1,161.94	\$16,238,106
Snacks and Other Food at Home (10)		143	\$2,165.18	\$30,258,443
Food Away from Home		146	\$4,545.35	\$63,521,278
Alcoholic Beverages		152	\$842.98	\$11,780,700
Nonalcoholic Beverages at Home		141	\$600.16	\$8,387,184

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.

Pacifica
 Pacifica city (0654806)
 Geography: Place

Prepared by Randy Kinghorn

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	194	\$3,262.06	\$45,587,325
Vehicle Loans	132	\$6,269.90	\$87,621,803
Health			
Nonprescription Drugs	132	\$132.15	\$1,846,802
Prescription Drugs	118	\$568.34	\$7,942,561
Eyeglasses and Contact Lenses	146	\$109.04	\$1,523,770
Home			
Mortgage Payment and Basics (11)	168	\$15,268.93	\$213,383,346
Maintenance and Remodeling Services	177	\$3,406.83	\$47,610,482
Maintenance and Remodeling Materials (12)	162	\$582.38	\$8,138,786
Utilities, Fuel, and Public Services	131	\$5,766.52	\$80,587,159
Household Furnishings and Equipment			
Household Textiles (13)	165	\$212.80	\$2,973,919
Furniture	164	\$956.39	\$13,365,518
Floor Coverings	155	\$112.37	\$1,570,416
Major Appliances (14)	150	\$441.22	\$6,166,018
Housewares (15)	146	\$122.01	\$1,705,129
Small Appliances	146	\$46.47	\$649,360
Luggage	169	\$15.22	\$212,658
Telephones and Accessories	104	\$42.81	\$598,261
Household Operations			
Child Care	149	\$669.48	\$9,355,936
Lawn and Garden (16)	162	\$657.49	\$9,188,454
Moving/Storage/Freight Express	209	\$123.21	\$1,721,860
Housekeeping Supplies (17)	139	\$946.69	\$13,229,938
Insurance			
Owners and Renters Insurance	132	\$590.63	\$8,254,057
Vehicle Insurance	144	\$1,627.45	\$22,743,572
Life/Other Insurance	139	\$561.34	\$7,844,666
Health Insurance	133	\$2,495.68	\$34,877,170
Personal Care Products (18)	147	\$567.84	\$7,935,490
School Books and Supplies (19)	130	\$134.50	\$1,879,649
Smoking Products	112	\$465.51	\$6,505,540
Transportation			
Vehicle Purchases (Net Outlay) (20)	145	\$6,152.16	\$85,976,445
Gasoline and Motor Oil	130	\$3,611.66	\$50,472,989
Vehicle Maintenance and Repairs	151	\$1,380.21	\$19,288,497
Travel			
Airline Fares	192	\$855.67	\$11,957,997
Lodging on Trips	176	\$745.41	\$10,417,147
Auto/Truck/Van Rental on Trips	196	\$69.87	\$976,473
Food and Drink on Trips	172	\$724.95	\$10,131,121

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.

Pacifica
Pacifica city (0654806)
Geography: Place

Prepared by Randy Kinghorn

-
- (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

Pacifica
 Pacifica city, CA (0654806)
 Geography: Place

Prepared by Randy Kinghorn

Summary	2010	2011	2016
Population	37,234	37,236	37,064
Households	13,967	13,975	13,982
Families	9,686	9,695	9,691
Average Household Size	2.65	2.65	2.64
Owner Occupied Housing Units	9,545	9,360	9,472
Renter Occupied Housing Units	4,422	4,615	4,510
Median Age	41.6	41.7	42.3
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	-0.09%	0.66%	0.67%
Households	0.01%	0.63%	0.71%
Families	-0.01%	0.63%	0.57%
Owner HHs	0.24%	0.99%	0.91%
Median Household Income	1.87%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	602	4.3%	501	3.6%
\$15,000 - \$24,999	688	4.9%	461	3.3%
\$25,000 - \$34,999	699	5.0%	508	3.6%
\$35,000 - \$49,999	1,232	8.8%	938	6.7%
\$50,000 - \$74,999	2,403	17.2%	2,115	15.1%
\$75,000 - \$99,999	2,469	17.7%	2,886	20.6%
\$100,000 - \$149,999	3,295	23.6%	3,690	26.4%
\$150,000 - \$199,999	1,635	11.7%	1,858	13.3%
\$200,000+	951	6.8%	1,025	7.3%
Median Household Income	\$86,812		\$95,244	
Average Household Income	\$102,742		\$115,402	
Per Capita Income	\$38,708		\$43,691	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,020	5.4%	1,992	5.3%	1,991	5.4%
5 - 9	2,068	5.6%	2,061	5.5%	2,021	5.5%
10 - 14	2,213	5.9%	2,210	5.9%	2,192	5.9%
15 - 19	2,201	5.9%	2,187	5.9%	2,017	5.4%
20 - 24	2,047	5.5%	2,043	5.5%	1,941	5.2%
25 - 34	4,550	12.2%	4,561	12.2%	4,623	12.5%
35 - 44	5,461	14.7%	5,431	14.6%	5,164	13.9%
45 - 54	6,481	17.4%	6,429	17.3%	5,825	15.7%
55 - 64	5,674	15.2%	5,744	15.4%	6,097	16.4%
65 - 74	2,597	7.0%	2,657	7.1%	3,206	8.6%
75 - 84	1,379	3.7%	1,382	3.7%	1,410	3.8%
85+	543	1.5%	542	1.5%	580	1.6%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,166	64.9%	24,165	64.9%	23,422	63.2%
Black Alone	976	2.6%	975	2.6%	939	2.5%
American Indian Alone	206	0.6%	207	0.6%	210	0.6%
Asian Alone	7,230	19.4%	7,188	19.3%	7,540	20.3%
Pacific Islander Alone	315	0.8%	315	0.8%	326	0.9%
Some Other Race Alone	1,703	4.6%	1,736	4.7%	1,894	5.1%
Two or More Races	2,638	7.1%	2,651	7.1%	2,733	7.4%
Hispanic Origin (Any Race)	6,243	16.8%	6,363	17.1%	6,998	18.9%

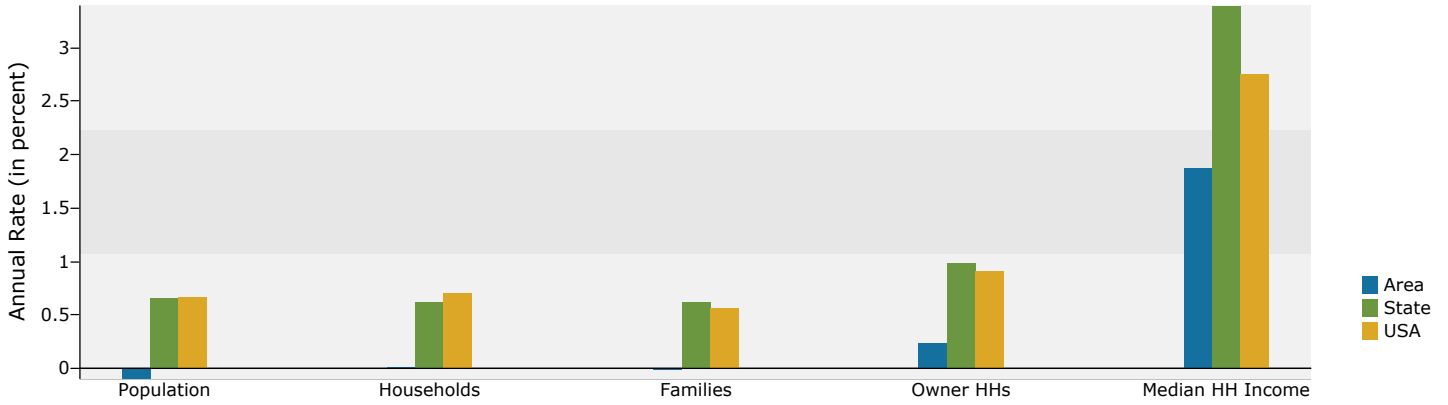
Data Note: Income is expressed in current dollars.

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

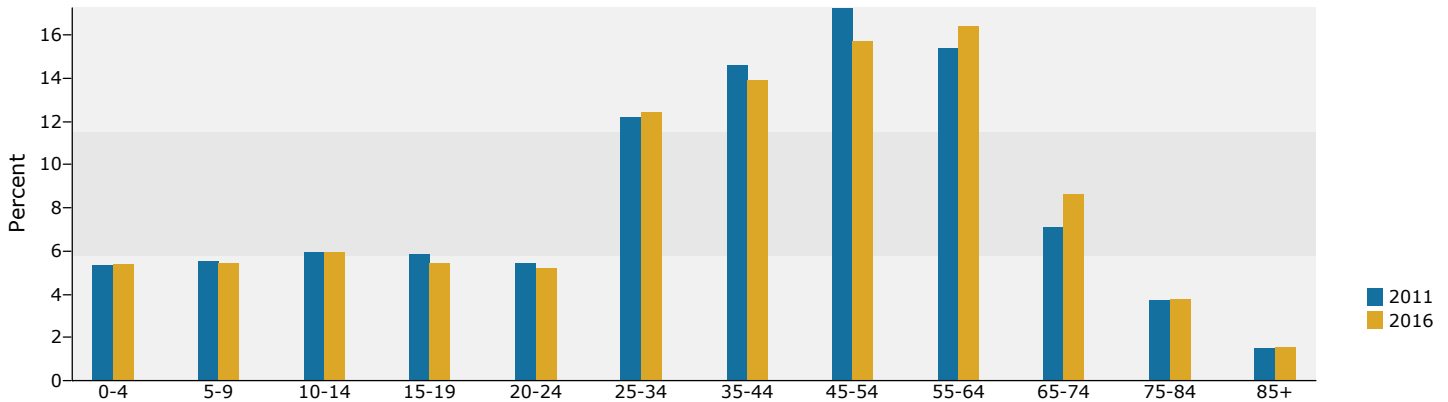
Pacifica
Pacifica city, CA (0654806)
Geography: Place

Prepared by Randy Kinghorn

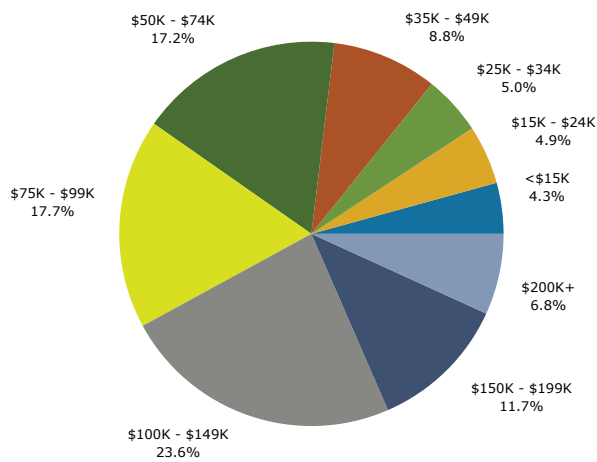
Trends 2011-2016



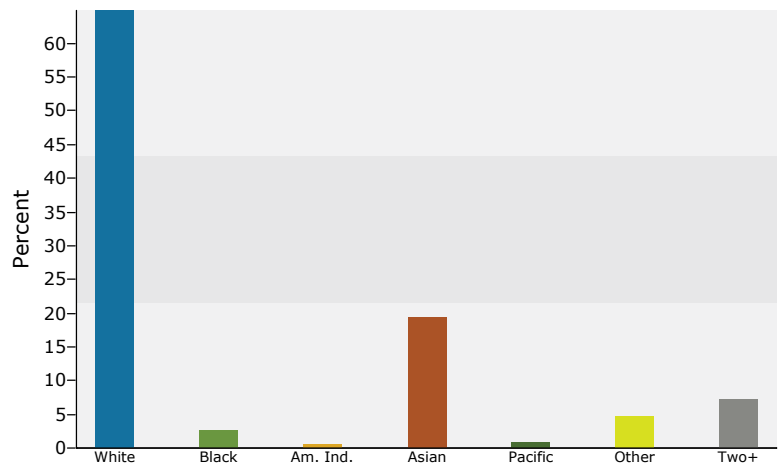
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 17.1%

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