

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 1, 5, 10 Miles

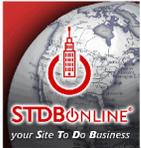
Business Summary by SIC Codes

Prepared by John HsuCCIM

Latitude: 33.995207
 Longitude: -117.898901

	1 mile radius				5 miles radius				10 miles radius			
Total Businesses:	1,523				10,865				53,015			
Total Employees:	16,263				104,473				533,957			
Total Residential Population:	21,487				349,765				1,565,931			
Employee/Residential Population Ratio:	0.76				0.3				0.34			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	0.8%	247	1.5%	117	1.1%	838	0.8%	606	1.1%	5,020	0.9%
Construction	39	2.6%	335	2.1%	580	5.3%	4,254	4.1%	3,806	7.2%	28,445	5.3%
Manufacturing	64	4.2%	3,304	20.3%	608	5.6%	19,151	18.3%	3,320	6.3%	72,754	13.6%
Transportation	68	4.5%	429	2.6%	423	3.9%	4,406	4.2%	1,433	2.7%	15,898	3.0%
Communication	18	1.2%	35	0.2%	81	0.7%	368	0.4%	342	0.6%	1,373	0.3%
Utility	2	0.1%	176	1.1%	21	0.2%	454	0.4%	177	0.3%	5,173	1.0%
Wholesale Trade	175	11.5%	1,654	10.2%	1,232	11.3%	13,212	12.6%	4,844	9.1%	53,942	10.1%
Retail Trade Summary	502	33.0%	5,582	34.3%	2,598	23.9%	23,478	22.5%	12,120	22.9%	109,959	20.6%
Home Improvement	13	0.9%	255	1.6%	109	1.0%	1,007	1.0%	654	1.2%	6,596	1.2%
General Merchandise Stores	9	0.6%	343	2.1%	59	0.5%	1,216	1.2%	307	0.6%	8,434	1.6%
Food Stores	54	3.5%	706	4.3%	301	2.8%	4,309	4.1%	1,384	2.6%	14,152	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	38	2.5%	471	2.9%	258	2.4%	2,632	2.5%	1,305	2.5%	11,904	2.2%
Apparel & Accessory Stores	59	3.9%	689	4.2%	206	1.9%	1,555	1.5%	1,033	1.9%	7,075	1.3%
Furniture & Home Furnishings	69	4.5%	691	4.2%	377	3.5%	2,719	2.6%	1,405	2.7%	9,355	1.8%
Eating & Drinking Places	146	9.6%	1,751	10.8%	693	6.4%	7,240	6.9%	3,073	5.8%	36,039	6.7%
Miscellaneous Retail	114	7.5%	676	4.2%	595	5.5%	2,800	2.7%	2,959	5.6%	16,404	3.1%
Finance, Insurance, Real Estate Summary	147	9.7%	939	5.8%	1,059	9.7%	7,491	7.2%	5,123	9.7%	36,453	6.8%
Banks, Savings & Lending Institutions	55	3.6%	430	2.6%	309	2.8%	2,461	2.4%	1,356	2.6%	10,256	1.9%
Securities Brokers	19	1.2%	47	0.3%	106	1.0%	360	0.3%	455	0.9%	1,638	0.3%
Insurance Carriers & Agents	25	1.6%	130	0.8%	218	2.0%	1,684	1.6%	1,156	2.2%	8,370	1.6%
Real Estate, Holding, Other Investment Offices	48	3.2%	332	2.0%	426	3.9%	2,986	2.9%	2,156	4.1%	16,189	3.0%
Services Summary	452	29.7%	3,544	21.8%	3,763	34.6%	27,678	26.5%	19,349	36.5%	181,910	34.1%
Hotels & Lodging	2	0.1%	34	0.2%	19	0.2%	717	0.7%	149	0.3%	2,738	0.5%
Automotive Services	51	3.3%	393	2.4%	346	3.2%	1,695	1.6%	2,016	3.8%	7,294	1.4%
Motion Pictures & Amusements	20	1.3%	131	0.8%	207	1.9%	2,147	2.1%	1,050	2.0%	14,705	2.8%
Health Services	91	6.0%	401	2.5%	553	5.1%	3,024	2.9%	2,550	4.8%	38,835	7.3%
Legal Services	24	1.6%	89	0.5%	107	1.0%	296	0.3%	697	1.3%	2,459	0.5%
Education Institutions & Libraries	33	2.2%	978	6.0%	265	2.4%	7,147	6.8%	1,189	2.2%	46,491	8.7%
Other Services	231	15.2%	1,518	9.3%	2,266	20.9%	12,652	12.1%	11,698	22.1%	69,388	13.0%
Government	3	0.2%	10	0.1%	48	0.4%	2,721	2.6%	593	1.1%	20,902	3.9%
Other	41	2.7%	8	0.0%	335	3.1%	422	0.4%	1,302	2.5%	2,132	0.4%
Totals	1,523	100.0%	16,263	100.0%	10,865	100.0%	104,473	100.0%	53,015	100.0%	533,957	100.0%

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



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Business Summary by NAICS Codes

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Total Employees:	16,263		104,473		533,957							
Total Residential Population:	21,487		349,765		1,565,931							
Employee/Residential Population Ratio:	0.76		0.3		0.34							
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	5	0.3%	197	1.2%	14	0.1%	381	0.4%	86	0.2%	629	0.1%
Mining	2	0.1%	8	0.0%	9	0.1%	13	0.0%	24	0.0%	74	0.0%
Utilities	0	0.0%	0	0.0%	9	0.1%	141	0.1%	67	0.1%	1,238	0.2%
Construction	42	2.8%	356	2.2%	622	5.7%	4,517	4.3%	4,057	7.7%	29,996	5.6%
Manufacturing	78	5.1%	3,362	20.7%	676	6.2%	19,404	18.6%	3,633	6.9%	73,480	13.8%
Wholesale Trade	173	11.3%	1,623	10.0%	1,203	11.1%	13,062	12.5%	4,696	8.9%	52,184	9.8%
Retail Trade	334	21.9%	3,691	22.7%	1,800	16.6%	15,890	15.2%	8,583	16.2%	72,010	13.5%
Motor Vehicle & Parts Dealers	32	2.1%	449	2.8%	209	1.9%	2,440	2.3%	1,049	2.0%	10,766	2.0%
Furniture & Home Furnishings Stores	28	1.8%	117	0.7%	126	1.2%	492	0.5%	543	1.0%	2,844	0.5%
Electronics & Appliance Stores	48	3.1%	634	3.9%	263	2.4%	2,376	2.3%	796	1.5%	6,440	1.2%
Bldg Material & Garden Equipment & Supplies Dealers	11	0.7%	248	1.5%	106	1.0%	1,000	1.0%	648	1.2%	6,570	1.2%
Food & Beverage Stores	29	1.9%	521	3.2%	227	2.1%	3,870	3.7%	1,150	2.2%	12,575	2.4%
Health & Personal Care Stores	32	2.1%	151	0.9%	131	1.2%	892	0.9%	585	1.1%	4,116	0.8%
Gasoline Stations	6	0.4%	22	0.1%	49	0.5%	192	0.2%	256	0.5%	1,138	0.2%
Clothing & Clothing Accessories Stores	84	5.5%	740	4.5%	278	2.6%	1,752	1.7%	1,276	2.4%	7,748	1.5%
Sport Goods, Hobby, Book, & Music Stores	23	1.5%	141	0.9%	117	1.1%	514	0.5%	577	1.1%	3,605	0.7%
General Merchandise Stores	9	0.6%	343	2.1%	59	0.5%	1,216	1.2%	307	0.6%	8,434	1.6%
Miscellaneous Store Retailers	31	2.0%	247	1.5%	212	2.0%	940	0.9%	1,253	2.4%	7,075	1.3%
Nonstore Retailers	2	0.1%	77	0.5%	24	0.2%	205	0.2%	144	0.3%	701	0.1%
Transportation & Warehousing	43	2.8%	366	2.3%	289	2.7%	4,024	3.9%	1,097	2.1%	14,781	2.8%
Information	28	1.8%	151	0.9%	160	1.5%	1,030	1.0%	813	1.5%	6,667	1.2%
Finance & Insurance	104	6.8%	614	3.8%	656	6.0%	4,578	4.4%	3,039	5.7%	20,478	3.8%
Central Bank/Credit Intermediation & Related Activities	51	3.3%	405	2.5%	286	2.6%	2,335	2.2%	1,291	2.4%	9,886	1.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	26	1.7%	78	0.5%	150	1.4%	551	0.5%	585	1.1%	2,199	0.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	26	1.7%	131	0.8%	220	2.0%	1,692	1.6%	1,163	2.2%	8,394	1.6%
Real Estate, Rental & Leasing	54	3.5%	336	2.1%	496	4.6%	3,094	3.0%	2,588	4.9%	17,399	3.3%
Professional, Scientific & Tech Services	97	6.4%	943	5.8%	897	8.3%	5,917	5.7%	4,520	8.5%	28,245	5.3%
Legal Services	28	1.8%	92	0.6%	133	1.2%	351	0.3%	813	1.5%	3,058	0.6%
Management of Companies & Enterprises	3	0.2%	53	0.3%	10	0.1%	204	0.2%	25	0.0%	333	0.1%
Administrative & Support & Waste Management & Remediation Services	67	4.4%	447	2.7%	562	5.2%	2,992	2.9%	2,699	5.1%	18,969	3.6%
Educational Services	38	2.5%	965	5.9%	333	3.1%	7,168	6.9%	1,429	2.7%	46,325	8.7%
Health Care & Social Assistance	99	6.5%	460	2.8%	673	6.2%	4,102	3.9%	3,296	6.2%	47,635	8.9%
Arts, Entertainment & Recreation	10	0.7%	44	0.3%	117	1.1%	1,837	1.8%	675	1.3%	13,440	2.5%
Accommodation & Food Services	154	10.1%	1,860	11.4%	748	6.9%	8,128	7.8%	3,389	6.4%	39,281	7.4%
Accommodation	2	0.1%	34	0.2%	19	0.2%	717	0.7%	149	0.3%	2,738	0.5%
Food Services & Drinking Places	151	9.9%	1,826	11.2%	729	6.7%	7,411	7.1%	3,240	6.1%	36,543	6.8%
Other Services (except Public Administration)	150	9.8%	754	4.6%	1,194	11.0%	4,775	4.6%	6,326	11.9%	26,495	5.0%
Automotive Repair & Maintenance	43	2.8%	334	2.1%	290	2.7%	1,271	1.2%	1,713	3.2%	5,939	1.1%
Public Administration	3	0.2%	10	0.1%	48	0.4%	2,721	2.6%	599	1.1%	21,294	4.0%
Unclassified Establishments	42	2.8%	25	0.2%	348	3.2%	497	0.5%	1,375	2.6%	3,005	0.6%
Total	1,526	100.0%	16,263	100.0%	10,864	100.0%	104,473	100.0%	53,016	100.0%	533,957	100.0%

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



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18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 1 mile radius

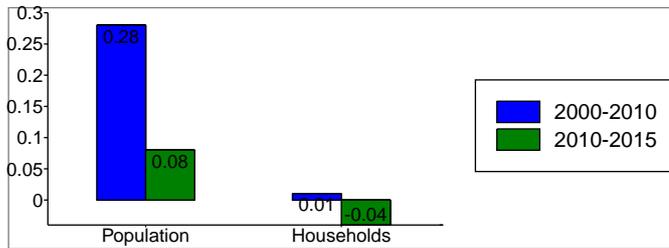
Latitude: 33.995207
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Population and Households

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

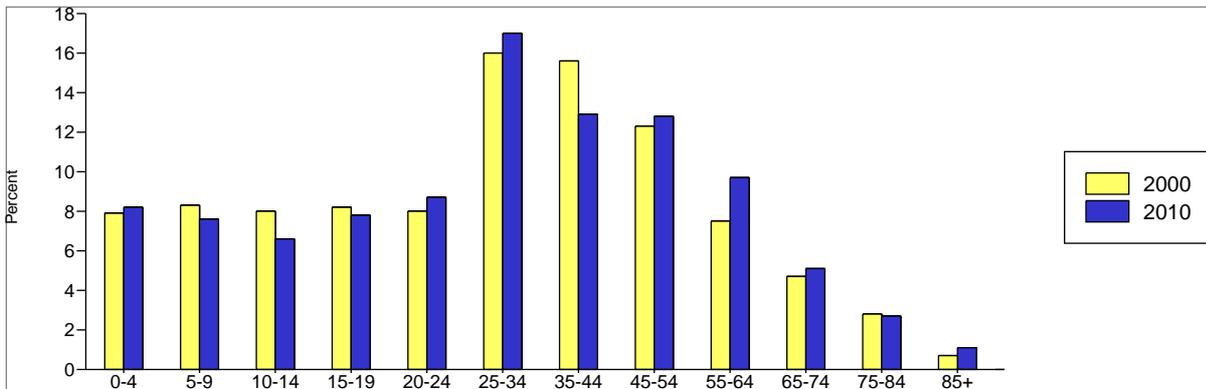
Year	Population	Households
2000	20,879	5,770
2010	21,487	5,774
2015	21,578	5,762

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 28 in 2000, or 0.1 percent of the total population. Average household size is 3.72 in 2010, compared to 3.61 in the year 2000.



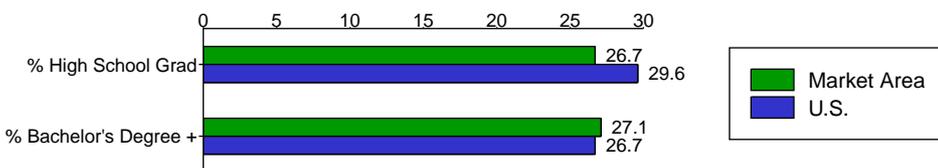
Population by Age

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 31.0, compared to 31.2 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.

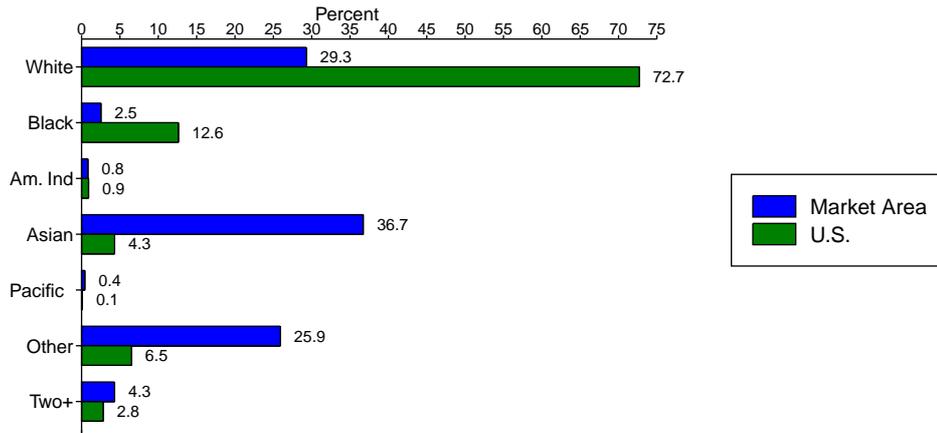


Seasons Place 10-Mile Radius
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Population by Race/Ethnicity

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

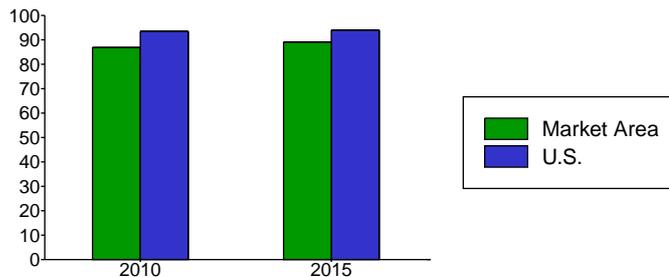


Persons of Hispanic origin represent 49.9 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 88.9 in the identified market area, compared to 59.3 in the U.S. population.

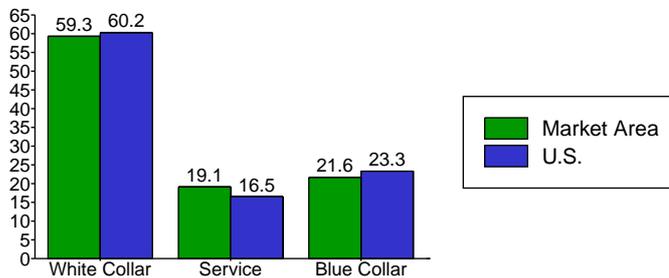
Population by Employment

In 2000, 58.7 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	86.8	13.2
2015	89.0	11.0



And by occupational status:



In 2000, 71.3 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 31.1 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.

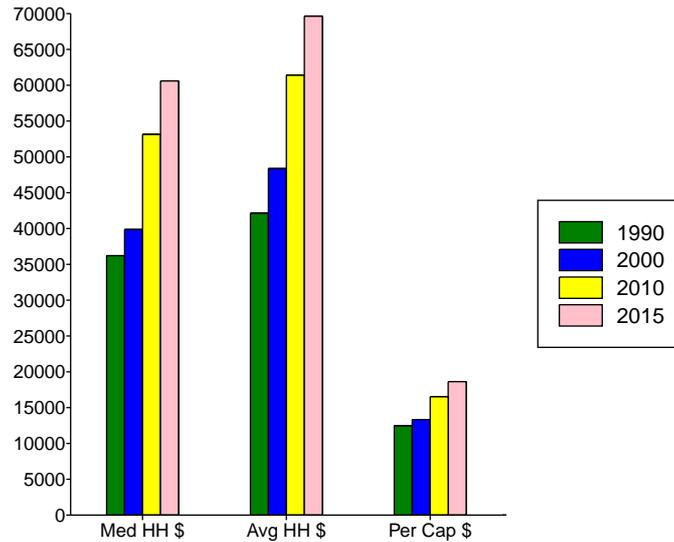


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Income

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, 48.3 percent of the 5,990 housing units in the market area are owner occupied; 48.1 percent, renter occupied; and 3.6 percent are vacant. In 2000, there were 5,916 housing units—49.6 percent owner occupied, 47.5 percent renter occupied and 2.9 percent vacant. The annual rate of change in housing units since 2000 is 0.12 percent. Median home value in the market area is \$266,223, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 5.65 percent annually to \$350,446. From 2000 to the current year, median home value changed by 5.43 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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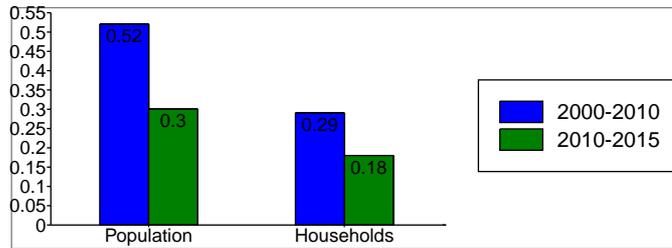
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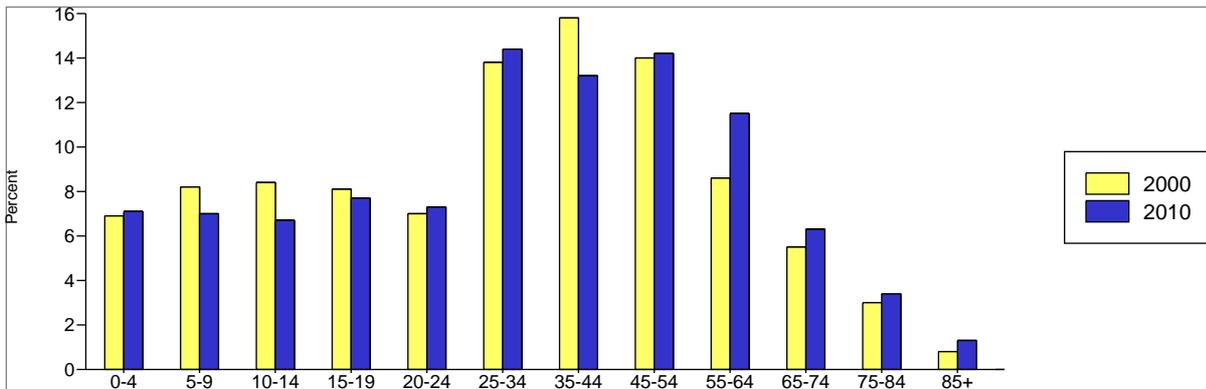
Year	Population	Households
2000	331,768	93,579
2010	349,765	96,370
2015	355,023	97,256

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 1,337 in 2000, or 0.4 percent of the total population. Average household size is 3.62 in 2010, compared to 3.53 in the year 2000.



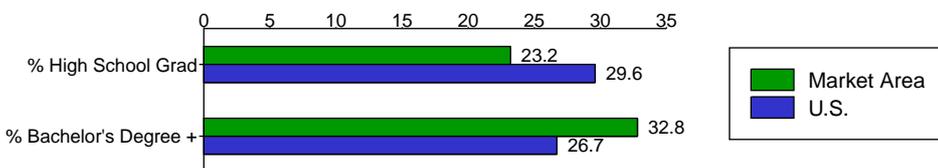
Population by Age

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 33.3, compared to 34.9 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.

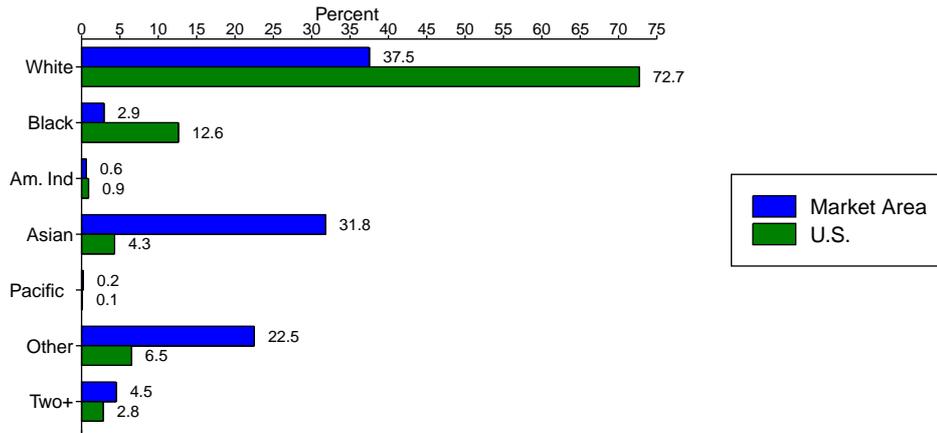


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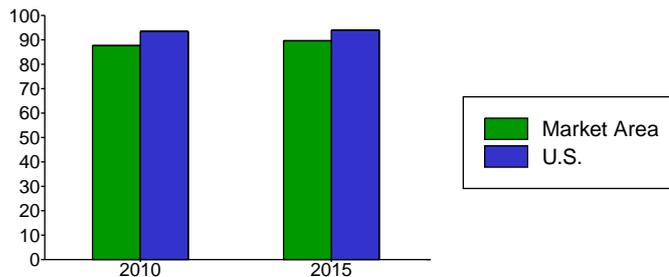


Persons of Hispanic origin represent 45.8 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 87.8 in the identified market area, compared to 59.3 in the U.S. population.

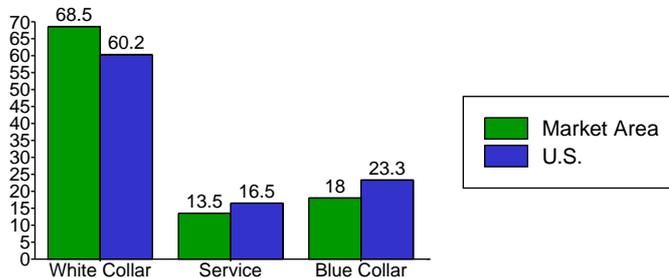
Population by Employment

In 2000, 61.4 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	87.6	12.4
2015	89.6	10.4



And by occupational status:



In 2000, 75.9 percent of the market area population drove alone to work, and 2.5 percent worked at home. The average travel time to work in 2000 was 32.7 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.

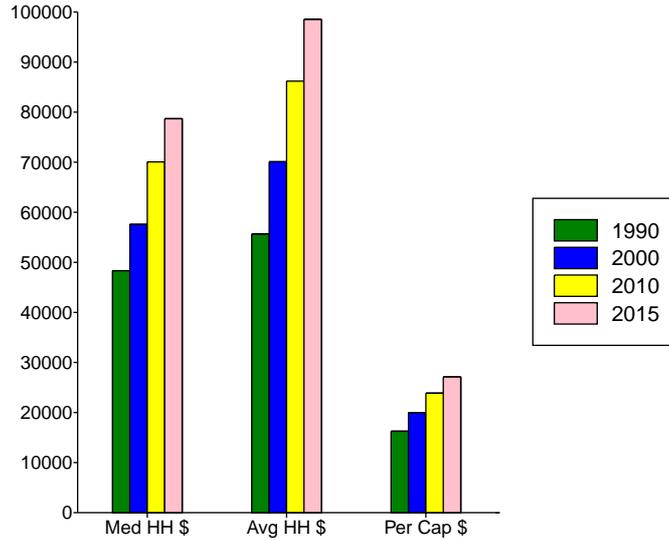


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Income

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, 68.8 percent of the 99,070 housing units in the market area are owner occupied; 28.5 percent, renter occupied; and 2.7 percent are vacant. In 2000, there were 95,527 housing units—71.7 percent owner occupied, 26.2 percent renter occupied and 2.1 percent vacant. The annual rate of change in housing units since 2000 is 0.36 percent. Median home value in the market area is \$365,736, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 5.59 percent annually to \$479,993. From 2000 to the current year, median home value changed by 6.07 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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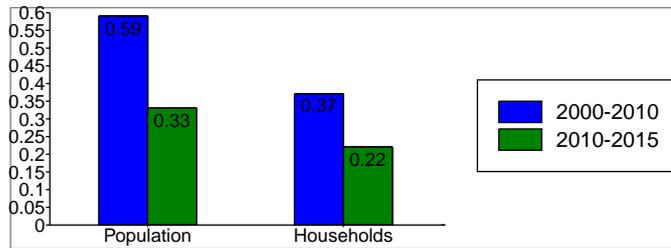
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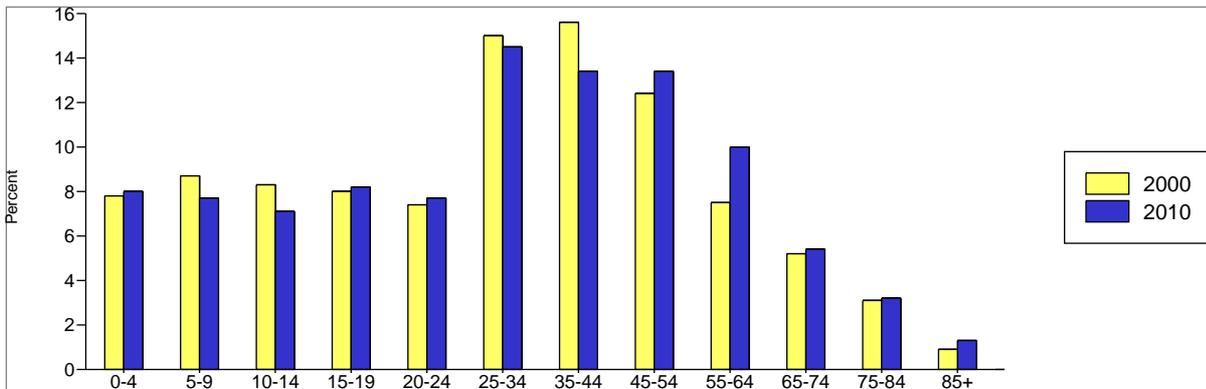
Year	Population	Households
2000	1,473,855	428,217
2010	1,565,931	444,820
2015	1,591,868	449,846

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 20,941 in 2000, or 1.4 percent of the total population. Average household size is 3.47 in 2010, compared to 3.39 in the year 2000.



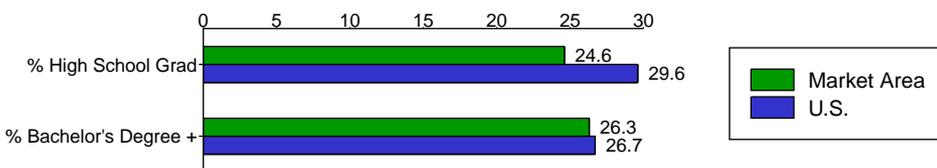
Population by Age

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 31.5, compared to 32.7 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.

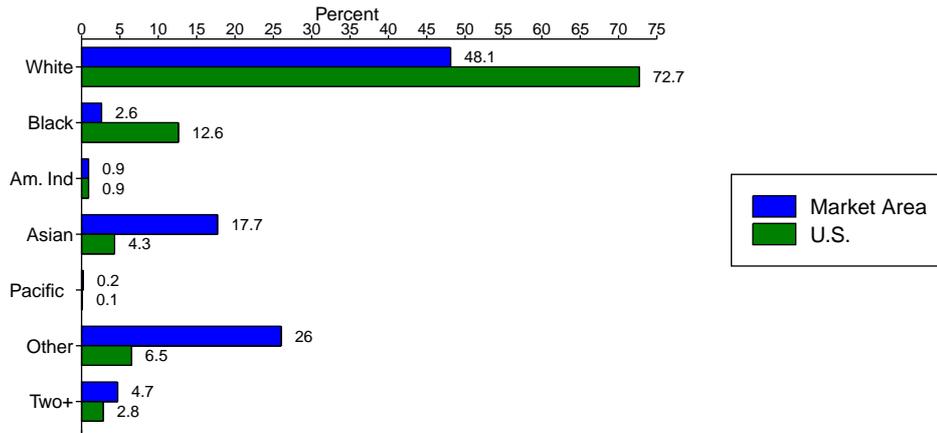


Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 10 miles radius

Latitude: 33.995207
 Longitude: -117.898901

Population by Race/Ethnicity

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

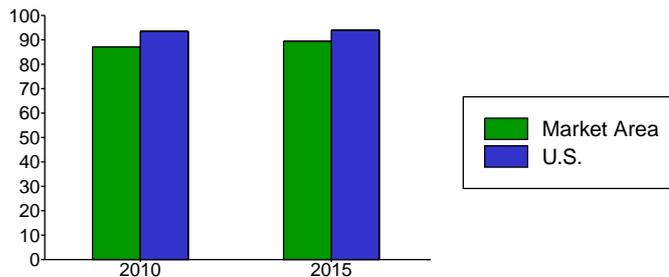


Persons of Hispanic origin represent 53.4 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 86.8 in the identified market area, compared to 59.3 in the U.S. population.

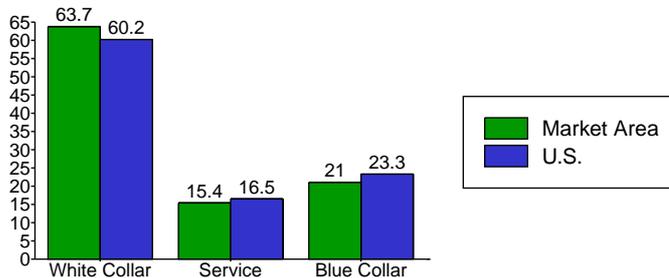
Population by Employment

In 2000, 62.0 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	87.1	12.9
2015	89.3	10.7



And by occupational status:



In 2000, 74.7 percent of the market area population drove alone to work, and 2.4 percent worked at home. The average travel time to work in 2000 was 30.4 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.

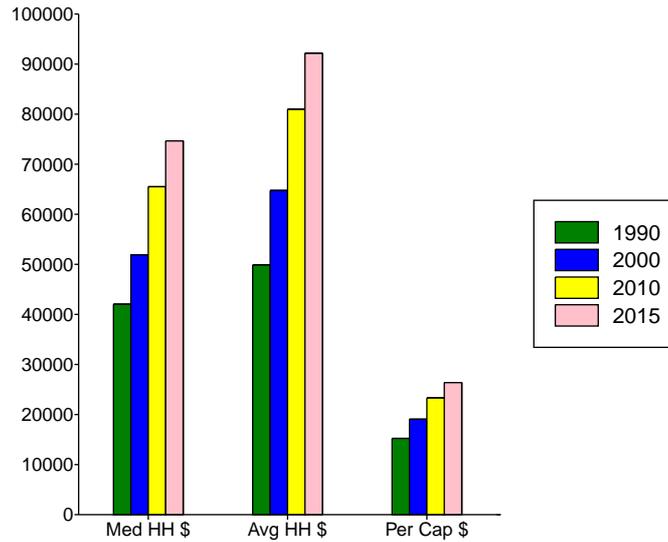


Seasons Place 10-Mile Radius
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Income

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, 61.6 percent of the 459,410 housing units in the market area are owner occupied; 35.2 percent, renter occupied; and 3.2 percent are vacant. In 2000, there were 438,692 housing units—64.0 percent owner occupied, 33.6 percent renter occupied and 2.4 percent vacant. The annual rate of change in housing units since 2000 is 0.45 percent. Median home value in the market area is \$345,706, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 5.25 percent annually to \$446,396. From 2000 to the current year, median home value changed by 5.92 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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Ring: 1, 5, 10 Miles

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	1 mile radius	5 miles radius	10 miles radius
 2000 Total Population	20,879	331,768	1,473,855
2000 Group Quarters	28	1,337	20,941
2010 Total Population	21,487	349,765	1,565,931
2015 Total Population	21,578	355,023	1,591,868
2010 - 2015 Annual Rate	0.08%	0.3%	0.33%
 2000 Households	5,770	93,579	428,217
2000 Average Household Size	3.61	3.53	3.39
2010 Households	5,774	96,370	444,820
2010 Average Household Size	3.72	3.62	3.47
2015 Households	5,762	97,256	449,846
2015 Average Household Size	3.74	3.64	3.49
2010 - 2015 Annual Rate	-0.04%	0.18%	0.22%
2000 Families	4,711	78,533	340,109
2000 Average Family Size	3.85	3.79	3.76
2010 Families	4,714	80,856	353,126
2010 Average Family Size	3.96	3.88	3.85
2015 Families	4,692	81,409	356,025
2015 Average Family Size	3.99	3.91	3.88
2010 - 2015 Annual Rate	-0.09%	0.14%	0.16%
 2000 Housing Units	5,916	95,527	438,692
Owner Occupied Housing Units	49.6%	71.7%	64.0%
Renter Occupied Housing Units	47.5%	26.2%	33.6%
Vacant Housing Units	2.9%	2.1%	2.4%
2010 Housing Units	5,990	99,069	459,411
Owner Occupied Housing Units	48.3%	68.8%	61.6%
Renter Occupied Housing Units	48.1%	28.5%	35.2%
Vacant Housing Units	3.6%	2.7%	3.2%
2015 Housing Units	6,031	100,534	467,342
Owner Occupied Housing Units	48.1%	68.5%	61.3%
Renter Occupied Housing Units	47.4%	28.3%	35.0%
Vacant Housing Units	4.5%	3.3%	3.7%
Median Household Income			
2000	\$39,852	\$57,555	\$51,876
2010	\$53,117	\$70,057	\$65,499
2015	\$60,595	\$78,677	\$74,650
Median Home Value			
2000	\$154,767	\$199,890	\$191,782
2010	\$266,223	\$365,736	\$345,706
2015	\$350,446	\$479,993	\$446,396
Per Capita Income			
2000	\$13,309	\$19,943	\$19,041
2010	\$16,510	\$23,841	\$23,285
2015	\$18,624	\$27,086	\$26,370
Median Age			
2000	31.0	33.3	31.5
2010	31.2	34.9	32.7
2015	31.8	35.6	33.2

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.



Seasons Place 10-Mile Radius
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 Ring: 1, 5, 10 Miles

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	1 mile radius	5 miles radius	10 miles radius
2000 Households by Income			
Household Income Base	5,752	93,630	428,240
< \$15,000	14.9%	9.1%	10.8%
\$15,000 - \$24,999	14.7%	8.8%	10.3%
\$25,000 - \$34,999	13.2%	9.9%	11.1%
\$35,000 - \$49,999	18.6%	15.0%	15.8%
\$50,000 - \$74,999	20.1%	22.5%	21.7%
\$75,000 - \$99,999	9.9%	14.7%	13.5%
\$100,000 - \$149,999	6.4%	13.2%	11.5%
\$150,000 - \$199,999	1.4%	3.7%	3.0%
\$200,000+	0.7%	3.1%	2.5%
Average Household Income	\$48,354	\$70,090	\$64,730
2010 Households by Income			
Household Income Base	5,774	96,371	444,809
< \$15,000	9.4%	5.8%	6.9%
\$15,000 - \$24,999	8.3%	5.5%	6.8%
\$25,000 - \$34,999	12.2%	7.5%	8.0%
\$35,000 - \$49,999	16.8%	12.5%	13.3%
\$50,000 - \$74,999	23.7%	22.5%	22.5%
\$75,000 - \$99,999	17.7%	19.0%	17.6%
\$100,000 - \$149,999	8.7%	17.1%	15.9%
\$150,000 - \$199,999	1.7%	5.5%	5.1%
\$200,000+	1.4%	4.6%	4.0%
Average Household Income	\$61,393	\$86,193	\$80,934
2015 Households by Income			
Household Income Base	5,763	97,255	449,833
< \$15,000	7.3%	4.1%	5.1%
\$15,000 - \$24,999	6.5%	4.0%	5.3%
\$25,000 - \$34,999	9.2%	5.3%	5.9%
\$35,000 - \$49,999	13.7%	9.4%	10.3%
\$50,000 - \$74,999	26.8%	23.4%	23.7%
\$75,000 - \$99,999	19.4%	18.7%	17.5%
\$100,000 - \$149,999	12.5%	21.6%	20.3%
\$150,000 - \$199,999	2.4%	6.9%	6.4%
\$200,000+	2.0%	6.5%	5.5%
Average Household Income	\$69,632	\$98,493	\$92,144
2000 Owner Occupied HUs by Value			
Total	3,018	68,537	280,775
<\$50,000	13.1%	5.9%	4.9%
\$50,000 - 99,999	5.6%	3.4%	3.7%
\$100,000 - 149,999	27.2%	14.9%	16.3%
\$150,000 - 199,999	36.1%	25.8%	29.9%
\$200,000 - \$299,999	13.4%	28.7%	28.2%
\$300,000 - 499,999	4.6%	17.4%	14.1%
\$500,000 - 999,999	0.2%	3.5%	2.6%
\$1,000,000+	0.0%	0.5%	0.4%
Average Home Value	\$154,661	\$234,230	\$221,855
2000 Specified Renter Occupied HUs by Contract Rent			
Total	2,741	24,894	147,138
With Cash Rent	98.4%	96.7%	97.5%
No Cash Rent	1.6%	3.3%	2.5%
Median Rent	\$736	\$802	\$723
Average Rent	\$746	\$820	\$743

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.



Seasons Place 10-Mile Radius
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 Ring: 1, 5, 10 Miles

Latitude: 33.995207
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	1 mile radius	5 miles radius	10 miles radius
2000 Population by Age			
 Total	20,879	331,766	1,473,854
Age 0 - 4	7.9%	6.9%	7.8%
Age 5 - 9	8.3%	8.2%	8.7%
Age 10 - 14	8.0%	8.4%	8.3%
Age 15 - 19	8.2%	8.1%	8.0%
Age 20 - 24	8.0%	7.0%	7.4%
Age 25 - 34	16.0%	13.8%	15.0%
Age 35 - 44	15.6%	15.8%	15.6%
Age 45 - 54	12.3%	14.0%	12.4%
Age 55 - 64	7.5%	8.6%	7.5%
Age 65 - 74	4.7%	5.5%	5.2%
Age 75 - 84	2.8%	3.0%	3.1%
Age 85+	0.7%	0.8%	0.9%
Age 18+	70.9%	71.4%	70.3%
2010 Population by Age			
Total	21,485	349,762	1,565,931
Age 0 - 4	8.2%	7.1%	8.0%
Age 5 - 9	7.6%	7.0%	7.7%
Age 10 - 14	6.6%	6.7%	7.1%
Age 15 - 19	7.8%	7.7%	8.2%
Age 20 - 24	8.7%	7.3%	7.7%
Age 25 - 34	17.0%	14.4%	14.5%
Age 35 - 44	12.9%	13.2%	13.4%
Age 45 - 54	12.8%	14.2%	13.4%
Age 55 - 64	9.7%	11.5%	10.0%
Age 65 - 74	5.1%	6.3%	5.4%
Age 75 - 84	2.7%	3.4%	3.2%
Age 85+	1.1%	1.3%	1.3%
Age 18+	73.0%	74.6%	72.4%
2015 Population by Age			
Total	21,578	355,025	1,591,868
Age 0 - 4	8.2%	7.1%	8.0%
Age 5 - 9	7.7%	7.1%	7.8%
Age 10 - 14	6.9%	6.8%	7.2%
Age 15 - 19	6.3%	6.3%	6.8%
Age 20 - 24	8.5%	7.1%	7.8%
Age 25 - 34	18.0%	14.8%	15.0%
Age 35 - 44	12.6%	13.4%	12.9%
Age 45 - 54	11.4%	12.6%	12.3%
Age 55 - 64	10.3%	12.0%	10.8%
Age 65 - 74	6.3%	7.8%	6.6%
Age 75 - 84	2.8%	3.6%	3.3%
Age 85+	1.1%	1.4%	1.4%
Age 18+	73.5%	75.2%	73.0%
2000 Population by Sex			
Males	49.5%	49.1%	49.4%
Females	50.5%	50.9%	50.6%
2010 Population by Sex			
Males	49.6%	49.1%	49.5%
Females	50.4%	50.9%	50.5%
2015 Population by Sex			
Males	49.7%	49.1%	49.5%
Females	50.3%	50.9%	50.5%

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



Seasons Place 10-Mile Radius
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 Ring: 1, 5, 10 Miles

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	1 mile radius	5 miles radius	10 miles radius
2000 Population by Race/Ethnicity			
 Total	20,878	331,769	1,473,855
White Alone	31.4%	40.8%	51.8%
Black Alone	3.0%	3.4%	2.9%
American Indian Alone	1.0%	0.7%	1.0%
Asian or Pacific Islander Alone	35.7%	29.8%	16.0%
Some Other Race Alone	24.5%	20.9%	23.8%
Two or More Races	4.4%	4.4%	4.5%
Hispanic Origin	47.4%	42.7%	49.0%
Diversity Index	88.8	87.0	85.3
2010 Population by Race/Ethnicity			
Total	21,487	349,766	1,565,931
White Alone	29.3%	37.5%	48.1%
Black Alone	2.5%	2.9%	2.6%
American Indian Alone	0.8%	0.6%	0.9%
Asian or Pacific Islander Alone	37.1%	32.0%	17.8%
Some Other Race Alone	25.9%	22.5%	26.0%
Two or More Races	4.3%	4.5%	4.7%
Hispanic Origin	49.9%	45.8%	53.4%
Diversity Index	88.9	87.8	86.8
2015 Population by Race/Ethnicity			
Total	21,578	355,024	1,591,868
White Alone	28.5%	36.1%	46.4%
Black Alone	2.3%	2.6%	2.4%
American Indian Alone	0.8%	0.6%	0.8%
Asian or Pacific Islander Alone	37.6%	33.0%	18.7%
Some Other Race Alone	26.5%	23.2%	26.9%
Two or More Races	4.3%	4.5%	4.8%
Hispanic Origin	50.8%	47.1%	55.3%
Diversity Index	89.0	88.0	87.3
2000 Population 3+ by School Enrollment			
 Total	19,770	318,249	1,407,327
Enrolled in Nursery/Preschool	1.5%	1.6%	1.6%
Enrolled in Kindergarten	2.2%	1.7%	1.8%
Enrolled in Grade 1-8	14.0%	14.1%	14.7%
Enrolled in Grade 9-12	8.4%	8.0%	7.3%
Enrolled in College	8.0%	7.7%	7.4%
Enrolled in Grad/Prof School	1.5%	1.6%	1.3%
Not Enrolled in School	64.4%	65.3%	65.7%
2010 Population 25+ by Educational Attainment			
Total	13,148	224,769	960,793
Less than 9th Grade	12.3%	9.3%	12.0%
9th - 12th Grade, No Diploma	10.5%	8.2%	9.8%
High School Graduate	26.7%	23.2%	24.6%
Some College, No Degree	16.3%	17.9%	19.4%
Associate Degree	7.1%	8.6%	7.9%
Bachelor's Degree	19.6%	22.8%	18.1%
Graduate/Professional Degree	7.5%	10.0%	8.2%

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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	1 mile radius	5 miles radius	10 miles radius
2010 Population 15+ by Marital Status			
 Total	16,676	277,226	1,209,512
Never Married	33.9%	33.7%	34.5%
Married	54.5%	55.1%	53.1%
Widowed	4.7%	4.5%	4.8%
Divorced	6.9%	6.7%	7.6%
2000 Population 16+ by Employment Status			
 Total	15,283	248,122	1,084,332
In Labor Force	58.7%	61.4%	62.0%
Civilian Employed	54.8%	57.3%	57.8%
Civilian Unemployed	3.9%	4.0%	4.2%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	41.3%	38.6%	38.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.8%	87.6%	87.1%
Civilian Unemployed	13.2%	12.4%	12.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.0%	89.6%	89.3%
Civilian Unemployed	11.0%	10.4%	10.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	7,894	128,109	557,189
Own Children < 6 Only	6.7%	6.3%	7.2%
Employed/in Armed Forces	2.2%	3.3%	3.8%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	4.2%	2.7%	3.1%
Own Children < 6 and 6-17 Only	8.3%	7.6%	8.6%
Employed/in Armed Forces	3.7%	3.9%	4.2%
Unemployed	0.7%	0.4%	0.4%
Not in Labor Force	3.9%	3.4%	4.0%
Own Children 6-17 Only	17.2%	20.1%	18.9%
Employed/in Armed Forces	10.9%	12.9%	12.0%
Unemployed	0.8%	0.6%	0.6%
Not in Labor Force	5.5%	6.5%	6.3%
No Own Children < 18	67.8%	66.0%	65.4%
Employed/in Armed Forces	29.9%	30.1%	30.5%
Unemployed	2.2%	2.4%	2.4%
Not in Labor Force	35.7%	33.5%	32.5%
2010 Employed Population 16+ by Industry			
 Total	8,168	142,785	628,026
Agriculture/Mining	0.2%	0.1%	0.3%
Construction	3.8%	4.5%	5.5%
Manufacturing	12.2%	11.8%	12.9%
Wholesale Trade	7.1%	7.0%	5.7%
Retail Trade	11.6%	11.2%	11.2%
Transportation/Utilities	6.2%	5.3%	5.0%
Information	2.3%	2.1%	2.1%
Finance/Insurance/Real Estate	6.7%	8.7%	7.5%
Services	46.6%	45.2%	45.9%
Public Administration	3.3%	4.0%	3.8%

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	8,167	142,784	628,025
White Collar	59.3%	68.5%	63.7%
Management/Business/Financial	12.6%	16.7%	14.6%
Professional	18.1%	22.5%	20.6%
Sales	12.3%	13.2%	12.3%
Administrative Support	16.2%	16.2%	16.1%
Services	19.1%	13.5%	15.4%
Blue Collar	21.6%	18.0%	21.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	3.7%	3.3%	4.3%
Installation/Maintenance/Repair	2.7%	3.1%	3.5%
Production	7.0%	5.7%	6.9%
Transportation/Material Moving	7.9%	5.7%	6.2%
2000 Workers 16+ by Means of Transportation to Work			
 Total	8,218	139,238	612,772
Drove Alone - Car, Truck, or Van	71.3%	75.9%	74.7%
Carpooled - Car, Truck, or Van	16.5%	15.9%	16.0%
Public Transportation	3.6%	3.3%	3.3%
Walked	3.0%	1.2%	2.1%
Other Means	2.9%	1.3%	1.6%
Worked at Home	2.6%	2.5%	2.4%
2000 Workers 16+ by Travel Time to Work			
Total	8,216	139,237	612,771
Did Not Work at Home	97.4%	97.5%	97.6%
Less than 5 minutes	1.2%	1.1%	1.5%
5 to 9 minutes	6.1%	5.8%	7.4%
10 to 19 minutes	25.7%	22.7%	24.8%
20 to 24 minutes	11.1%	11.3%	12.5%
25 to 34 minutes	23.3%	21.3%	20.6%
35 to 44 minutes	7.6%	8.4%	7.9%
45 to 59 minutes	9.4%	12.9%	11.0%
60 to 89 minutes	9.5%	10.4%	8.5%
90 or more minutes	3.6%	3.8%	3.3%
Worked at Home	2.6%	2.5%	2.4%
Average Travel Time to Work (in min)	31.1	32.7	30.4
2000 Households by Vehicles Available			
Total	5,761	93,509	428,194
None	10.2%	5.7%	6.8%
1	32.3%	23.4%	28.1%
2	35.1%	41.4%	40.1%
3	13.9%	19.8%	16.9%
4	6.5%	6.9%	5.8%
5+	2.0%	2.9%	2.4%
Average Number of Vehicles Available	1.8	2.1	2.0

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



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	1 mile radius	5 miles radius	10 miles radius
2000 Households by Type			
 Total	5,769	93,579	428,216
Family Households	81.7%	83.9%	79.4%
Married-couple Family	58.3%	64.5%	59.6%
With Related Children	35.1%	37.6%	35.3%
Other Family (No Spouse)	23.4%	19.4%	19.8%
With Related Children	14.1%	11.3%	12.4%
Nonfamily Households	18.3%	16.1%	20.6%
Householder Living Alone	13.5%	12.2%	15.7%
Householder Not Living Alone	4.8%	3.9%	4.9%
Households with Related Children	49.3%	49.0%	47.7%
Households with Persons 65+	23.0%	23.6%	22.6%
2000 Households by Size			
Total	5,770	93,579	428,217
1 Person Household	13.5%	12.2%	15.7%
2 Person Household	21.3%	23.9%	24.9%
3 Person Household	18.1%	18.3%	17.2%
4 Person Household	18.9%	20.2%	18.3%
5 Person Household	12.2%	12.1%	11.2%
6 Person Household	7.2%	6.5%	6.0%
7+ Person Household	8.8%	6.9%	6.8%
2000 Households by Year Householder Moved In			
Total	5,760	93,509	428,193
Moved in 1999 to March 2000	24.1%	16.3%	17.9%
Moved in 1995 to 1998	29.5%	27.4%	28.8%
Moved in 1990 to 1994	15.9%	15.7%	16.0%
Moved in 1980 to 1989	17.2%	20.5%	17.6%
Moved in 1970 to 1979	9.5%	12.3%	10.9%
Moved in 1969 or Earlier	3.8%	7.7%	8.8%
Median Year Householder Moved In	1996	1993	1994
2000 Housing Units by Units in Structure			
 Total	5,931	95,462	438,623
1, Detached	52.0%	72.0%	65.8%
1, Attached	4.7%	8.0%	8.2%
2	1.0%	0.7%	1.0%
3 or 4	9.6%	3.9%	4.2%
5 to 9	4.7%	2.0%	3.8%
10 to 19	2.7%	1.6%	3.4%
20+	17.4%	8.9%	10.5%
Mobile Home	8.0%	2.9%	3.0%
Other	0.0%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	5,905	95,444	438,640
1999 to March 2000	0.3%	0.7%	0.9%
1995 to 1998	1.5%	2.6%	2.5%
1990 to 1994	2.7%	3.2%	4.3%
1980 to 1989	16.8%	20.1%	15.5%
1970 to 1979	37.5%	27.1%	20.7%
1969 or Earlier	41.2%	46.3%	56.2%
Median Year Structure Built	1972	1971	1967

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



Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748
 Ring: 1, 5, 10 Miles

Latitude: 33.995207
 Longitude: -117.898901

	1 mile radius	5 miles radius	10 miles radius
Top 3 Tapestry Segments			
1.	International Marketpl	Pacific Heights	Urban Villages
2.	Pacific Heights	Urban Villages	Las Casas
3.	Urban Villages	Suburban Splendor	Pacific Heights



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 \$	\$8,859,909	\$197,975,428	\$878,014,328
Average Spent	\$1,534.45	\$2,054.33	\$1,973.86
Spending Potential Index	64	86	82
Computers & Accessories: Total \$	\$1,241,321	\$28,717,004	\$122,458,886
Average Spent	\$214.98	\$297.99	\$275.30
Spending Potential Index	98	135	125
Education: Total \$	\$5,698,341	\$132,512,276	\$595,683,717
Average Spent	\$986.90	\$1,375.04	\$1,339.16
Spending Potential Index	81	113	110
Entertainment/Recreation: Total \$	\$16,649,370	\$398,930,555	\$1,698,058,097
Average Spent	\$2,883.51	\$4,139.57	\$3,817.41
Spending Potential Index	89	128	118
Food at Home: Total \$	\$23,422,554	\$518,275,692	\$2,298,940,067
Average Spent	\$4,056.56	\$5,377.98	\$5,168.25
Spending Potential Index	91	120	116
Food Away from Home: Total \$	\$16,485,764	\$370,851,866	\$1,648,209,860
Average Spent	\$2,855.17	\$3,848.21	\$3,705.34
Spending Potential Index	89	120	115
Health Care: Total \$	\$16,329,748	\$393,010,904	\$1,702,940,838
Average Spent	\$2,828.15	\$4,078.15	\$3,828.38
Spending Potential Index	76	109	103
HH Furnishings & Equipment: Total \$	\$9,489,744	\$228,861,524	\$970,534,952
Average Spent	\$1,643.53	\$2,374.82	\$2,181.86
Spending Potential Index	80	115	106
Investments: Total \$	\$9,542,343	\$246,768,666	\$982,477,546
Average Spent	\$1,652.64	\$2,560.64	\$2,208.71
Spending Potential Index	95	147	127
Retail Goods: Total \$	\$118,785,500	\$2,806,887,251	\$12,144,766,476
Average Spent	\$20,572.48	\$29,126.15	\$27,302.65
Spending Potential Index	83	117	110
Shelter: Total \$	\$90,615,992	\$2,076,969,776	\$8,975,247,555
Average Spent	\$15,693.80	\$21,552.04	\$20,177.26
Spending Potential Index	99	137	128
TV/Video/Audio: Total \$	\$6,048,289	\$136,859,166	\$604,547,421
Average Spent	\$1,047.50	\$1,420.14	\$1,359.08
Spending Potential Index	84	114	109
Travel: Total \$	\$10,582,856	\$259,978,608	\$1,081,870,490
Average Spent	\$1,832.85	\$2,697.71	\$2,432.15
Spending Potential Index	97	143	128
Vehicle Maintenance & Repairs: Total \$	\$4,798,762	\$112,607,136	\$485,728,606
Average Spent	\$831.10	\$1,168.49	\$1,091.97
Spending Potential Index	88	124	116

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.



2010 Retail MarketPlace Profile

Prepared by John HsuCCIM

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 1 mile radius

Latitude: 33.995207
Longitude: -117.898901

Summary Demographics

2010 Population	21,487
2010 Households	5,774
2010 Median Disposable Income	\$42,841
2010 Per Capita Income	\$16,510

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$130,492,202	\$616,911,783	\$-486,419,581	-65.1	472
Total Retail Trade (NAICS 44-45)	\$111,087,244	\$495,088,164	\$-384,000,920	-63.3	326
Total Food & Drink (NAICS 722)	\$19,404,958	\$121,823,619	\$-102,418,661	-72.5	146

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$26,354,799	\$95,796,895	\$-69,442,096	-56.8	30
Automobile Dealers (NAICS 4411)	\$21,956,245	\$76,909,347	\$-54,953,102	-55.6	8
Other Motor Vehicle Dealers (NAICS 4412)	\$2,375,193	\$7,438,900	\$-5,063,707	-51.6	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,023,361	\$11,448,648	\$-9,425,287	-70.0	18
Furniture & Home Furnishings Stores (NAICS 442)	\$4,300,670	\$19,417,023	\$-15,116,353	-63.7	27
Furniture Stores (NAICS 4421)	\$2,600,376	\$10,386,051	\$-7,785,675	-60.0	15
Home Furnishings Stores (NAICS 4422)	\$1,700,294	\$9,030,972	\$-7,330,678	-68.3	12
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,283,437	\$60,463,593	\$-57,180,156	-89.7	43
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,684,018	\$23,423,540	\$-18,739,522	-66.7	11
Building Material and Supplies Dealers (NAICS 4441)	\$4,508,569	\$23,423,540	\$-18,914,971	-67.7	11
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$175,449	\$0	\$175,449	100.0	0
Food & Beverage Stores (NAICS 445)	\$24,059,688	\$91,868,430	\$-67,808,742	-58.5	30
Grocery Stores (NAICS 4451)	\$21,794,889	\$76,750,524	\$-54,955,635	-55.8	15
Specialty Food Stores (NAICS 4452)	\$1,245,123	\$14,338,995	\$-13,093,872	-84.0	12
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,019,676	\$778,911	\$240,765	13.4	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,781,887	\$16,983,342	\$-12,201,455	-56.1	31
Gasoline Stations (NAICS 447/4471)	\$15,333,753	\$32,719,440	\$-17,385,687	-36.2	7
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,650,340	\$36,202,755	\$-29,552,415	-69.0	81
Clothing Stores (NAICS 4481)	\$5,271,707	\$24,578,070	\$-19,306,363	-64.7	42
Shoe Stores (NAICS 4482)	\$661,605	\$7,088,918	\$-6,427,313	-82.9	16
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$717,028	\$4,535,767	\$-3,818,739	-72.7	23
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,687,312	\$5,951,645	\$-4,264,333	-55.8	23
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$981,786	\$4,040,062	\$-3,058,276	-60.9	14
Book, Periodical, and Music Stores (NAICS 4512)	\$705,526	\$1,911,583	\$-1,206,057	-46.1	9

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.

Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

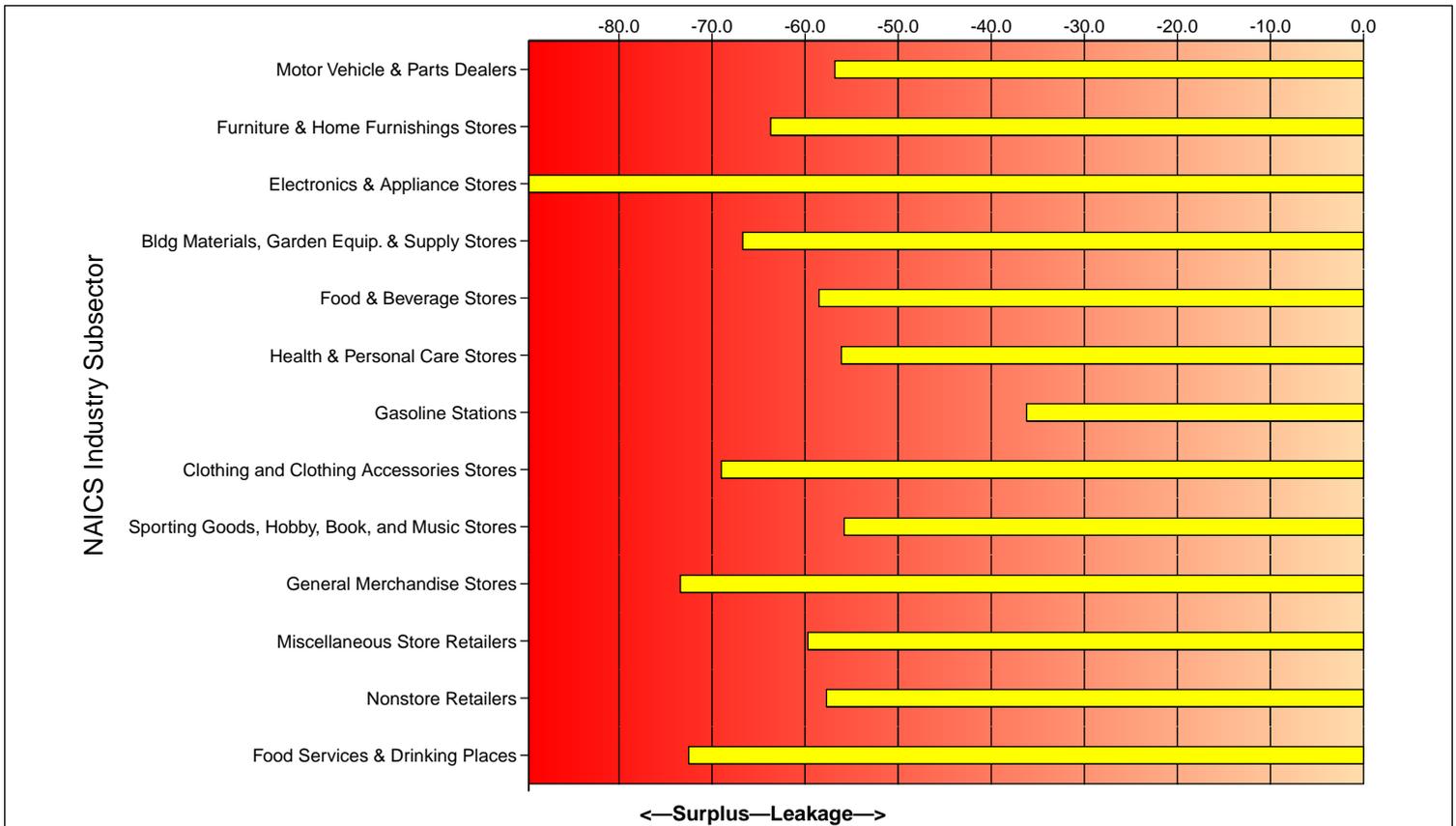
Prepared by John HsuCCIM

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 1 mile radius

Latitude: 33.995207
Longitude: -117.898901

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$13,370,202	\$87,134,358	\$-73,764,156	-73.4	10
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,977,233	\$14,059,344	\$-10,082,111	-55.9	4
Other General Merchandise Stores (NAICS 4529)	\$9,392,969	\$73,075,014	\$-63,682,045	-77.2	6
Miscellaneous Store Retailers (NAICS 453)	\$2,410,513	\$9,555,508	\$-7,144,995	-59.7	30
Florists (NAICS 4531)	\$251,277	\$641,273	\$-389,996	-43.7	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$863,745	\$5,378,313	\$-4,514,568	-72.3	11
Used Merchandise Stores (NAICS 4533)	\$176,966	\$1,205,056	\$-1,028,090	-74.4	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,118,525	\$2,330,866	\$-1,212,341	-35.1	14
Nonstore Retailers (NAICS 454)	\$4,170,625	\$15,571,635	\$-11,401,010	-57.7	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,912,759	\$1,705,960	\$1,206,799	26.1	1
Vending Machine Operators (NAICS 4542)	\$229,363	\$12,095,519	\$-11,866,156	-96.3	1
Direct Selling Establishments (NAICS 4543)	\$1,028,503	\$1,770,156	\$-741,653	-26.5	2
Food Services & Drinking Places (NAICS 722)	\$19,404,958	\$121,823,619	\$-102,418,661	-72.5	146
Full-Service Restaurants (NAICS 7221)	\$9,071,318	\$65,399,702	\$-56,328,384	-75.6	108
Limited-Service Eating Places (NAICS 7222)	\$7,972,975	\$54,950,515	\$-46,977,540	-74.7	35
Special Food Services (NAICS 7223)	\$2,093,902	\$1,309,698	\$784,204	23.0	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$266,763	\$163,704	\$103,059	23.9	1

Leakage/Surplus Factor by Industry Subsector



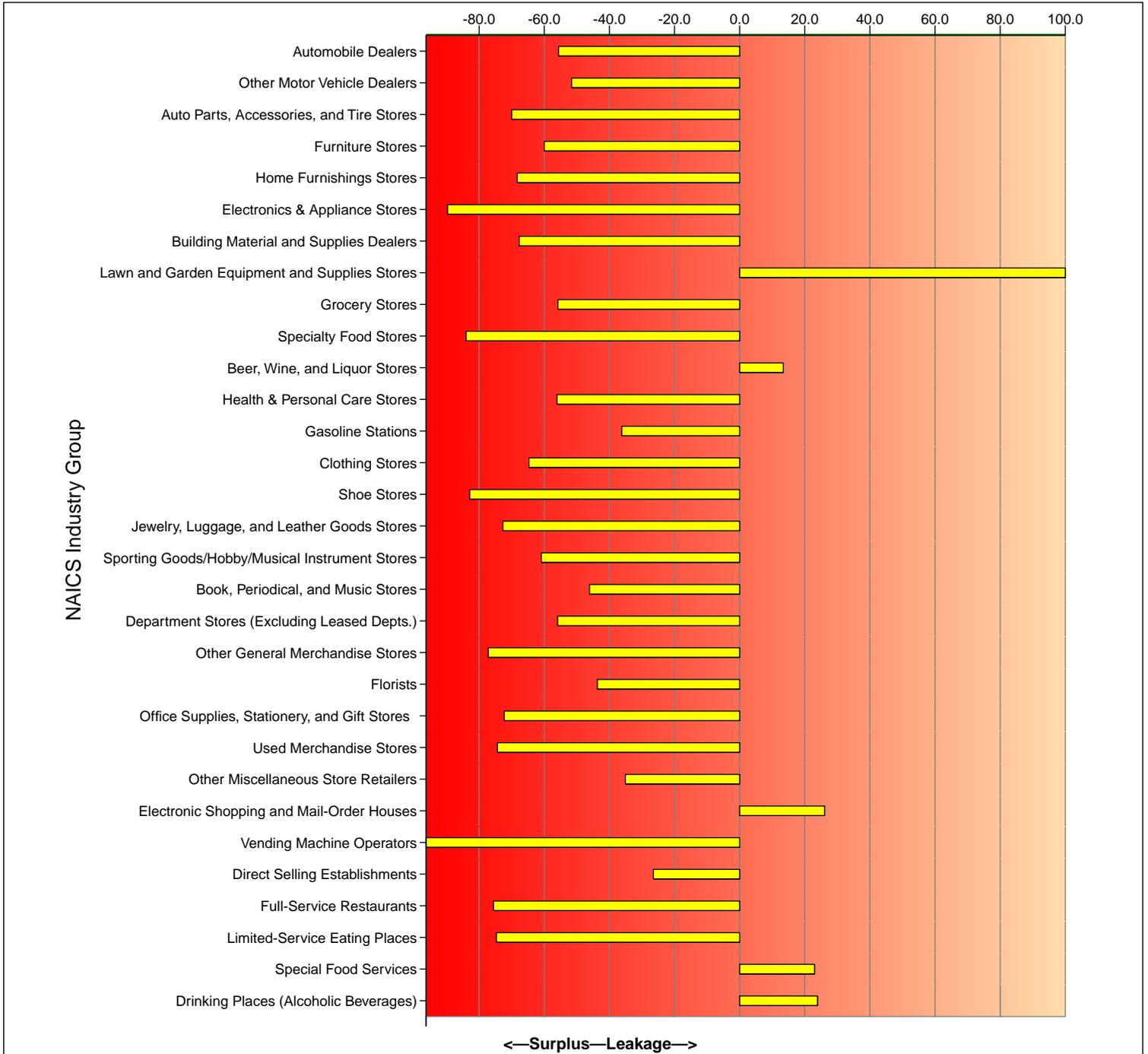
Sources: Esri and Infogroup



Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748
 Ring: 1 mile radius

Latitude: 33.995207
 Longitude: -117.898901

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

Prepared by John HsuCCIM

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 5 miles radius

Latitude: 33.995207
Longitude: -117.898901

Summary Demographics

2010 Population	349,765
2010 Households	96,370
2010 Median Disposable Income	\$54,734
2010 Per Capita Income	\$23,841

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$3,019,413,238	\$3,420,301,306	\$-400,888,068	-6.2	2,458
Total Retail Trade (NAICS 44-45)	\$2,579,645,837	\$2,917,017,806	\$-337,371,969	-6.1	1,749
Total Food & Drink (NAICS 722)	\$439,767,401	\$503,283,500	\$-63,516,099	-6.7	709

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$630,310,601	\$523,562,200	\$106,748,401	9.3	203
Automobile Dealers (NAICS 4411)	\$521,237,354	\$371,005,173	\$150,232,181	16.8	48
Other Motor Vehicle Dealers (NAICS 4412)	\$62,590,826	\$60,340,808	\$2,250,018	1.8	28
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$46,482,421	\$92,216,219	\$-45,733,798	-33.0	127
Furniture & Home Furnishings Stores (NAICS 442)	\$105,301,198	\$179,913,351	\$-74,612,153	-26.2	122
Furniture Stores (NAICS 4421)	\$63,196,803	\$148,583,168	\$-85,386,365	-40.3	64
Home Furnishings Stores (NAICS 4422)	\$42,104,395	\$31,330,183	\$10,774,212	14.7	58
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$79,900,174	\$210,840,800	\$-130,940,626	-45.0	245
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$120,335,950	\$80,726,545	\$39,609,405	19.7	103
Building Material and Supplies Dealers (NAICS 4441)	\$115,697,820	\$79,434,253	\$36,263,567	18.6	91
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,638,130	\$1,292,292	\$3,345,838	56.4	12
Food & Beverage Stores (NAICS 445)	\$528,961,141	\$688,368,496	\$-159,407,355	-13.1	223
Grocery Stores (NAICS 4451)	\$480,718,722	\$581,753,254	\$-101,034,532	-9.5	96
Specialty Food Stores (NAICS 4452)	\$25,819,972	\$90,458,029	\$-64,638,057	-55.6	78
Beer, Wine, and Liquor Stores (NAICS 4453)	\$22,422,447	\$16,157,213	\$6,265,234	16.2	49
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$113,908,107	\$84,933,993	\$28,974,114	14.6	131
Gasoline Stations (NAICS 447/4471)	\$352,080,445	\$271,029,014	\$81,051,431	13.0	50
Clothing and Clothing Accessories Stores (NAICS 448)	\$149,008,652	\$104,908,922	\$44,099,730	17.4	263
Clothing Stores (NAICS 4481)	\$117,921,749	\$67,400,406	\$50,521,343	27.3	146
Shoe Stores (NAICS 4482)	\$14,347,607	\$21,361,510	\$-7,013,903	-19.6	48
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$16,739,296	\$16,147,006	\$592,290	1.8	69
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$39,741,047	\$26,108,410	\$13,632,637	20.7	117
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$23,695,832	\$18,461,215	\$5,234,617	12.4	91
Book, Periodical, and Music Stores (NAICS 4512)	\$16,045,215	\$7,647,195	\$8,398,020	35.4	26

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.

Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

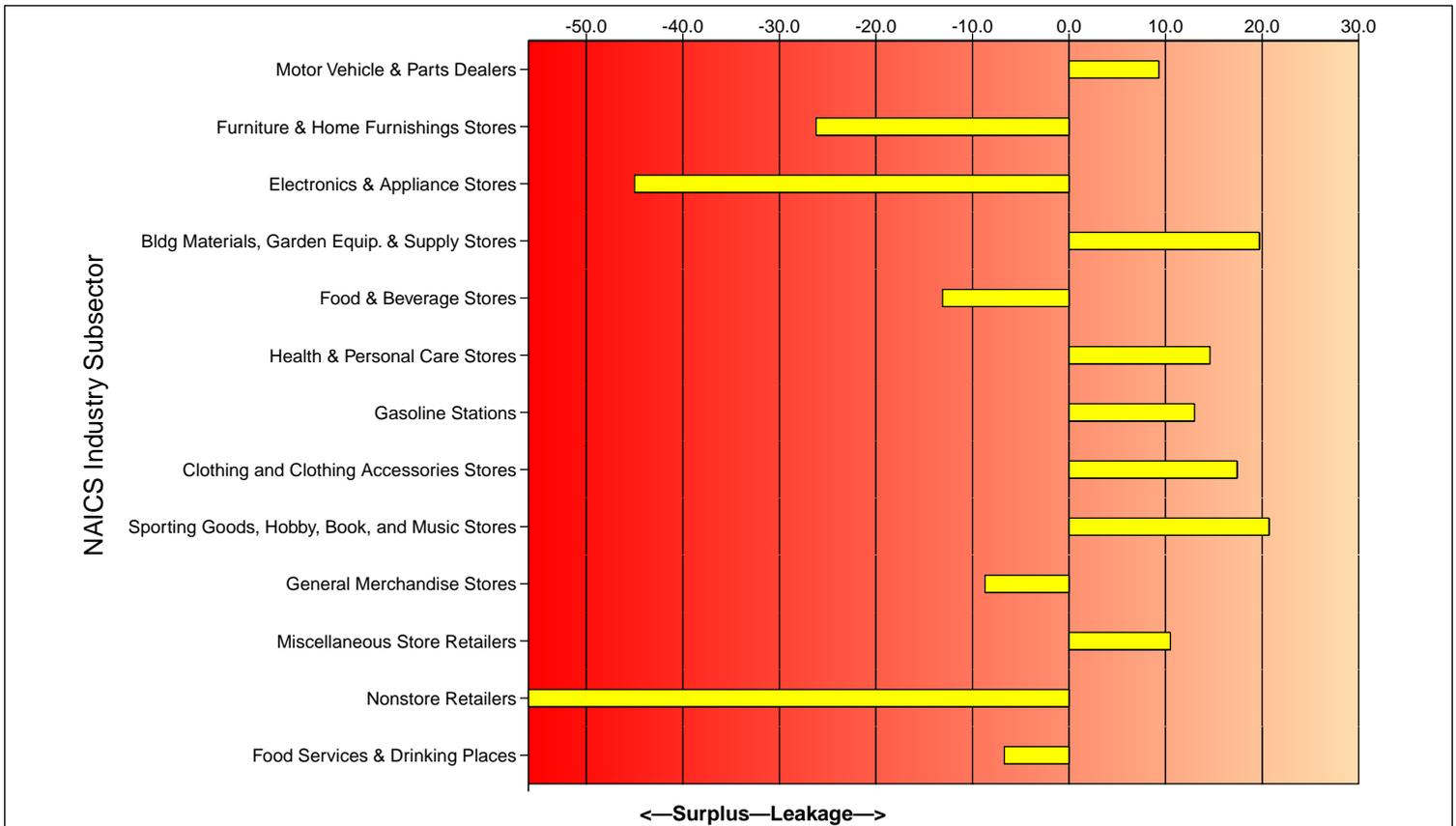
Prepared by John HsuCCIM

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 5 miles radius

Latitude: 33.995207
Longitude: -117.898901

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$308,215,077	\$366,670,754	\$-58,455,677	-8.7	59
Department Stores Excluding Leased Depts.(NAICS 4521)	\$93,484,294	\$90,766,997	\$2,717,297	1.5	22
Other General Merchandise Stores (NAICS 4529)	\$214,730,783	\$275,903,757	\$-61,172,974	-12.5	37
Miscellaneous Store Retailers (NAICS 453)	\$58,030,112	\$46,992,181	\$11,037,931	10.5	208
Florists (NAICS 4531)	\$6,645,928	\$3,212,577	\$3,433,351	34.8	34
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$20,299,622	\$24,201,423	\$-3,901,801	-8.8	69
Used Merchandise Stores (NAICS 4533)	\$4,039,686	\$2,580,138	\$1,459,548	22.0	15
Other Miscellaneous Store Retailers (NAICS 4539)	\$27,044,876	\$16,998,043	\$10,046,833	22.8	90
Nonstore Retailers (NAICS 454)	\$93,853,333	\$332,963,140	\$-239,109,807	-56.0	25
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$66,822,680	\$302,688,550	\$-235,865,870	-63.8	10
Vending Machine Operators (NAICS 4542)	\$4,848,505	\$23,318,537	\$-18,470,032	-65.6	8
Direct Selling Establishments (NAICS 4543)	\$22,182,148	\$6,956,053	\$15,226,095	52.3	7
Food Services & Drinking Places (NAICS 722)	\$439,767,401	\$503,283,500	\$-63,516,099	-6.7	709
Full-Service Restaurants (NAICS 7221)	\$205,431,966	\$245,065,551	\$-39,633,585	-8.8	456
Limited-Service Eating Places (NAICS 7222)	\$182,513,056	\$232,634,169	\$-50,121,113	-12.1	222
Special Food Services (NAICS 7223)	\$46,063,436	\$21,728,103	\$24,335,333	35.9	17
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,758,943	\$3,856,677	\$1,903,266	19.8	14

Leakage/Surplus Factor by Industry Subsector



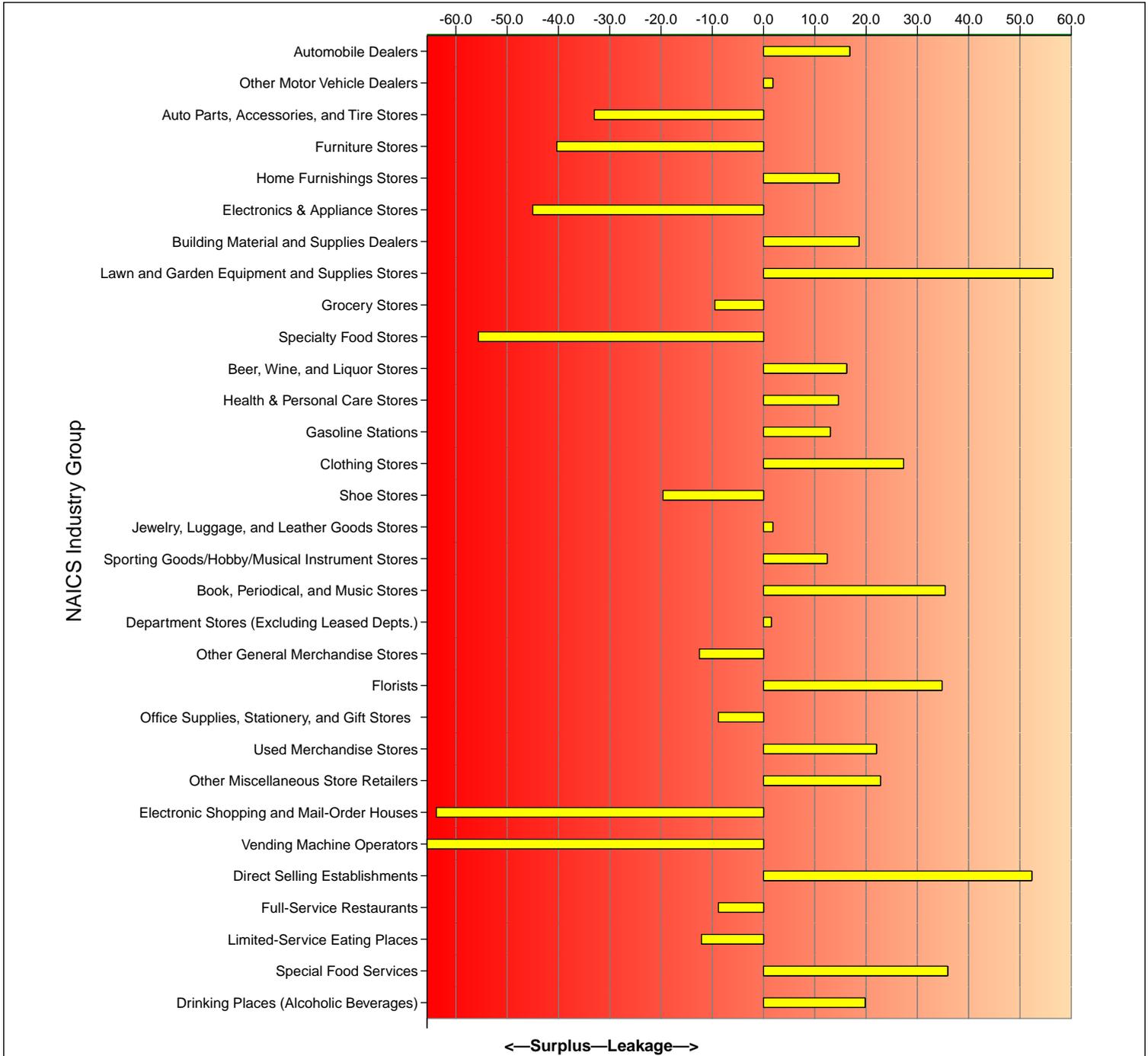
Sources: Esri and Infogroup



Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748
 Ring: 5 miles radius

Latitude: 33.995207
 Longitude: -117.898901

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

Prepared by John HsuCCIM

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 10 miles radius

Latitude: 33.995207
Longitude: -117.898901

Summary Demographics

2010 Population	1,565,931
2010 Households	444,820
2010 Median Disposable Income	\$52,550
2010 Per Capita Income	\$23,285

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$13,129,638,785	\$15,540,481,095	\$-2,410,842,310	-8.4	11,303
Total Retail Trade (NAICS 44-45)	\$11,193,875,791	\$13,148,365,046	\$-1,954,489,255	-8.0	8,171
Total Food & Drink (NAICS 722)	\$1,935,762,994	\$2,392,116,049	\$-456,353,055	-10.5	3,132

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$2,686,961,190	\$3,204,106,442	\$-517,145,252	-8.8	989
Automobile Dealers (NAICS 4411)	\$2,243,316,652	\$2,621,437,623	\$-378,120,971	-7.8	312
Other Motor Vehicle Dealers (NAICS 4412)	\$246,801,738	\$277,969,017	\$-31,167,279	-5.9	140
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$196,842,800	\$304,699,802	\$-107,857,002	-21.5	537
Furniture & Home Furnishings Stores (NAICS 442)	\$445,031,448	\$488,339,502	\$-43,308,054	-4.6	514
Furniture Stores (NAICS 4421)	\$269,278,334	\$310,461,026	\$-41,182,692	-7.1	216
Home Furnishings Stores (NAICS 4422)	\$175,753,114	\$177,878,476	\$-2,125,362	-0.6	298
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$351,158,174	\$563,378,328	\$-212,220,154	-23.2	749
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$504,300,867	\$410,678,225	\$93,622,642	10.2	603
Building Material and Supplies Dealers (NAICS 4441)	\$485,158,967	\$398,581,763	\$86,577,204	9.8	530
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$19,141,900	\$12,096,462	\$7,045,438	22.6	73
Food & Beverage Stores (NAICS 445)	\$2,297,720,535	\$2,873,057,606	\$-575,337,071	-11.1	1,093
Grocery Stores (NAICS 4451)	\$2,100,775,910	\$2,610,567,453	\$-509,791,543	-10.8	509
Specialty Food Stores (NAICS 4452)	\$103,818,418	\$175,929,436	\$-72,111,018	-25.8	354
Beer, Wine, and Liquor Stores (NAICS 4453)	\$93,126,207	\$86,560,717	\$6,565,490	3.7	230
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$496,461,349	\$477,684,482	\$18,776,867	1.9	566
Gasoline Stations (NAICS 447/4471)	\$1,558,702,406	\$1,535,184,412	\$23,517,994	0.8	262
Clothing and Clothing Accessories Stores (NAICS 448)	\$642,907,007	\$628,944,828	\$13,962,179	1.1	1,226
Clothing Stores (NAICS 4481)	\$510,307,808	\$488,839,675	\$21,468,133	2.1	782
Shoe Stores (NAICS 4482)	\$62,387,411	\$82,561,502	\$-20,174,091	-13.9	205
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$70,211,788	\$57,543,651	\$12,668,137	9.9	239
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$170,695,776	\$154,886,688	\$15,809,088	4.9	552
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$103,084,271	\$107,209,465	\$-4,125,194	-2.0	443
Book, Periodical, and Music Stores (NAICS 4512)	\$67,611,505	\$47,677,223	\$19,934,282	17.3	109

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.

Sources: Esri and Infogroup



2010 Retail MarketPlace Profile

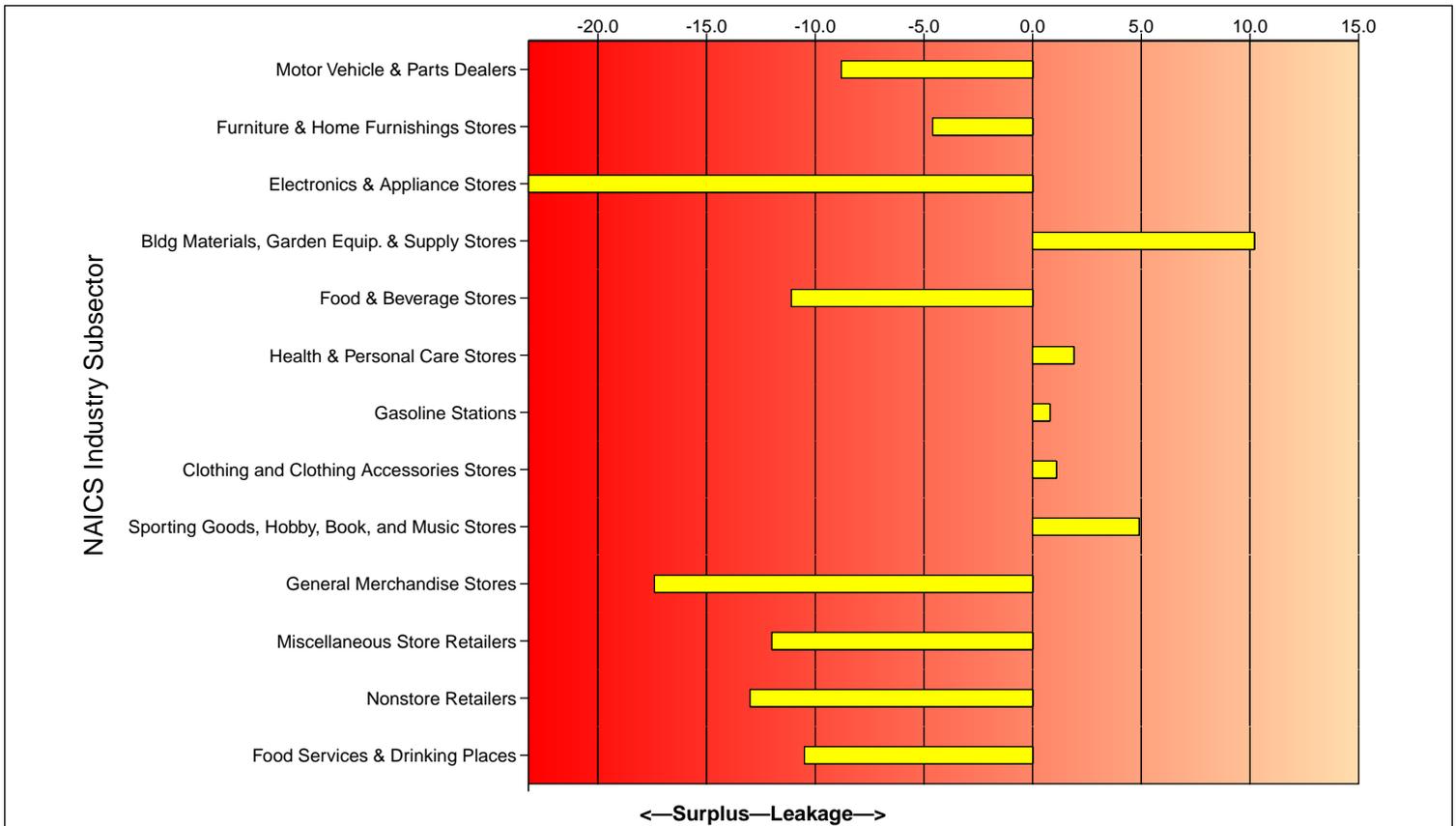
Prepared by John HsuCCIM

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748
Ring: 10 miles radius

Latitude: 33.995207
Longitude: -117.898901

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,383,747,313	\$1,966,058,809	\$-582,311,496	-17.4	289
Department Stores Excluding Leased Depts.(NAICS 4521)	\$421,222,690	\$581,062,709	\$-159,840,019	-15.9	130
Other General Merchandise Stores (NAICS 4529)	\$962,524,623	\$1,384,996,100	\$-422,471,477	-18.0	159
Miscellaneous Store Retailers (NAICS 453)	\$246,885,563	\$314,254,541	\$-67,368,978	-12.0	1,183
Florists (NAICS 4531)	\$26,714,544	\$19,001,313	\$7,713,231	16.9	178
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$86,474,413	\$124,411,385	\$-37,936,972	-18.0	376
Used Merchandise Stores (NAICS 4533)	\$15,710,203	\$31,934,039	\$-16,223,836	-34.1	152
Other Miscellaneous Store Retailers (NAICS 4539)	\$117,986,403	\$138,907,804	\$-20,921,401	-8.1	477
Nonstore Retailers (NAICS 454)	\$409,304,163	\$531,791,183	\$-122,487,020	-13.0	145
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$290,526,566	\$402,426,647	\$-111,900,081	-16.1	51
Vending Machine Operators (NAICS 4542)	\$20,045,105	\$50,188,516	\$-30,143,411	-42.9	40
Direct Selling Establishments (NAICS 4543)	\$98,732,492	\$79,176,020	\$19,556,472	11.0	54
Food Services & Drinking Places (NAICS 722)	\$1,935,762,994	\$2,392,116,049	\$-456,353,055	-10.5	3,132
Full-Service Restaurants (NAICS 7221)	\$890,785,210	\$1,011,735,467	\$-120,950,257	-6.4	1,829
Limited-Service Eating Places (NAICS 7222)	\$828,061,983	\$1,192,155,644	\$-364,093,661	-18.0	1,104
Special Food Services (NAICS 7223)	\$191,281,403	\$162,610,562	\$28,670,841	8.1	106
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$25,634,398	\$25,614,376	\$20,022	0.0	93

Leakage/Surplus Factor by Industry Subsector



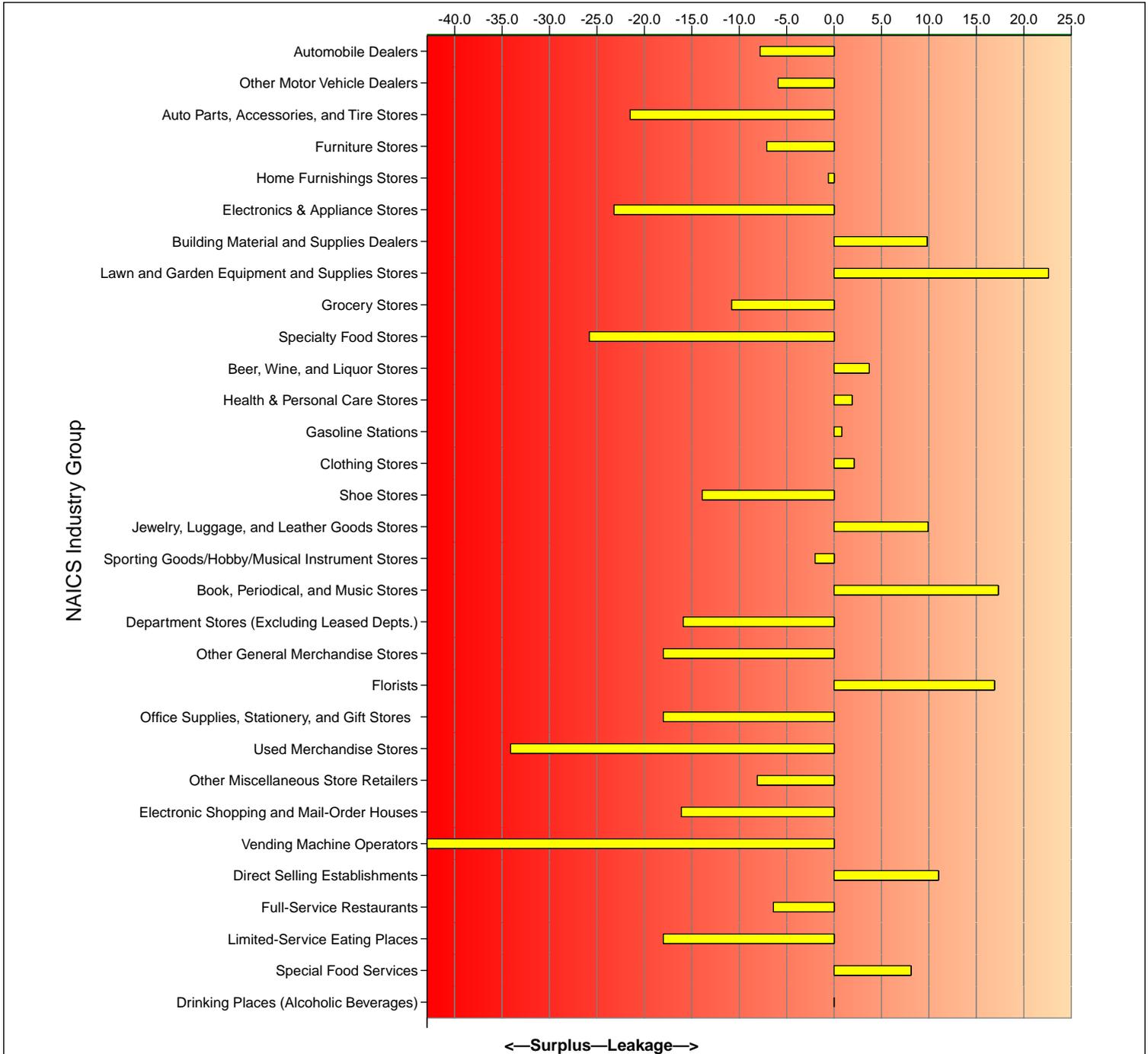
Sources: Esri and Infogroup



Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748
 Ring: 10 miles radius

Latitude: 33.995207
 Longitude: -117.898901

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



Demographic and Income Profile

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Summary	2010	2011	2016
Population	21,049	21,040	21,093
Households	5,896	5,890	5,912
Families	4,901	4,895	4,912
Average Household Size	3.57	3.57	3.56
Owner Occupied Housing Units	2,646	2,575	2,646
Renter Occupied Housing Units	3,250	3,315	3,266
Median Age	34.2	34.3	34.7

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.05%	0.66%	0.67%
Households	0.08%	0.63%	0.71%
Families	0.07%	0.63%	0.57%
Owner HHs	0.55%	0.99%	0.91%
Median Household Income	3.62%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	818	13.9%	794	13.4%
\$15,000 - \$24,999	777	13.2%	606	10.3%
\$25,000 - \$34,999	765	13.0%	639	10.8%
\$35,000 - \$49,999	977	16.6%	857	14.5%
\$50,000 - \$74,999	989	16.8%	992	16.8%
\$75,000 - \$99,999	677	11.5%	911	15.4%
\$100,000 - \$149,999	650	11.0%	818	13.8%
\$150,000 - \$199,999	141	2.4%	180	3.0%
\$200,000+	94	1.6%	114	1.9%

Median Household Income	\$42,709	\$51,023
Average Household Income	\$57,903	\$66,114
Per Capita Income	\$15,767	\$18,044

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,382	6.6%	1,358	6.5%	1,369	6.5%
5 - 9	1,261	6.0%	1,258	6.0%	1,249	5.9%
10 - 14	1,462	6.9%	1,460	6.9%	1,463	6.9%
15 - 19	1,688	8.0%	1,672	7.9%	1,556	7.4%
20 - 24	1,825	8.7%	1,830	8.7%	1,761	8.3%
25 - 34	3,139	14.9%	3,152	15.0%	3,225	15.3%
35 - 44	2,948	14.0%	2,926	13.9%	2,823	13.4%
45 - 54	2,942	14.0%	2,917	13.9%	2,680	12.7%
55 - 64	2,224	10.6%	2,251	10.7%	2,419	11.5%
65 - 74	1,233	5.9%	1,267	6.0%	1,554	7.4%
75 - 84	696	3.3%	698	3.3%	717	3.4%
85+	252	1.2%	252	1.2%	277	1.3%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,809	27.6%	5,822	27.7%	5,971	28.3%
Black Alone	371	1.8%	369	1.8%	350	1.7%
American Indian Alone	145	0.7%	147	0.7%	146	0.7%
Asian Alone	8,854	42.1%	8,811	41.9%	8,897	42.2%
Pacific Islander Alone	33	0.2%	33	0.2%	31	0.1%
Some Other Race Alone	5,083	24.1%	5,105	24.3%	4,974	23.6%
Two or More Races	754	3.6%	755	3.6%	724	3.4%
Hispanic Origin (Any Race)	10,319	49.0%	10,370	49.3%	10,494	49.8%

Data Note: Income is expressed in current dollars.

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

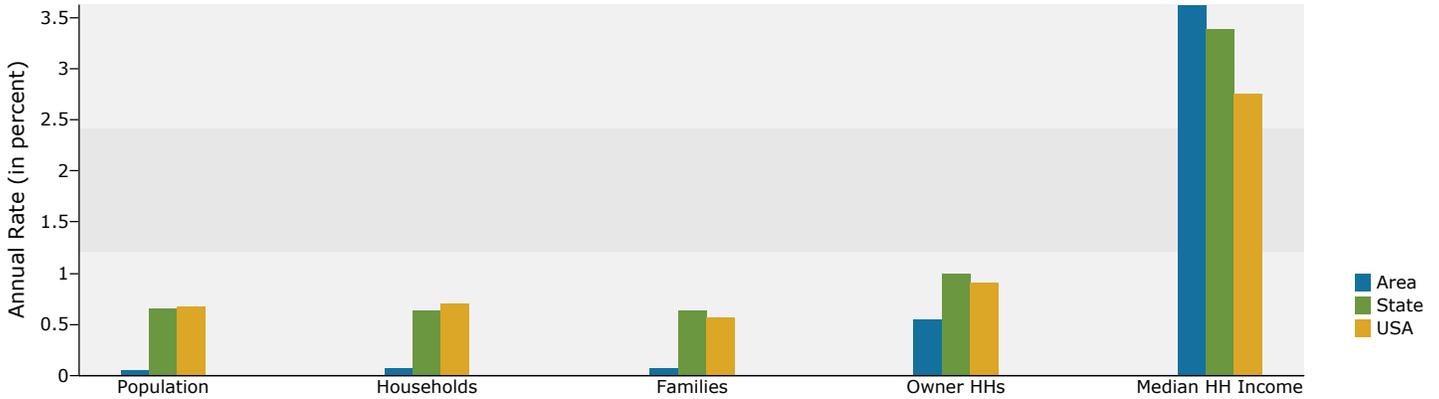


Demographic and Income Profile

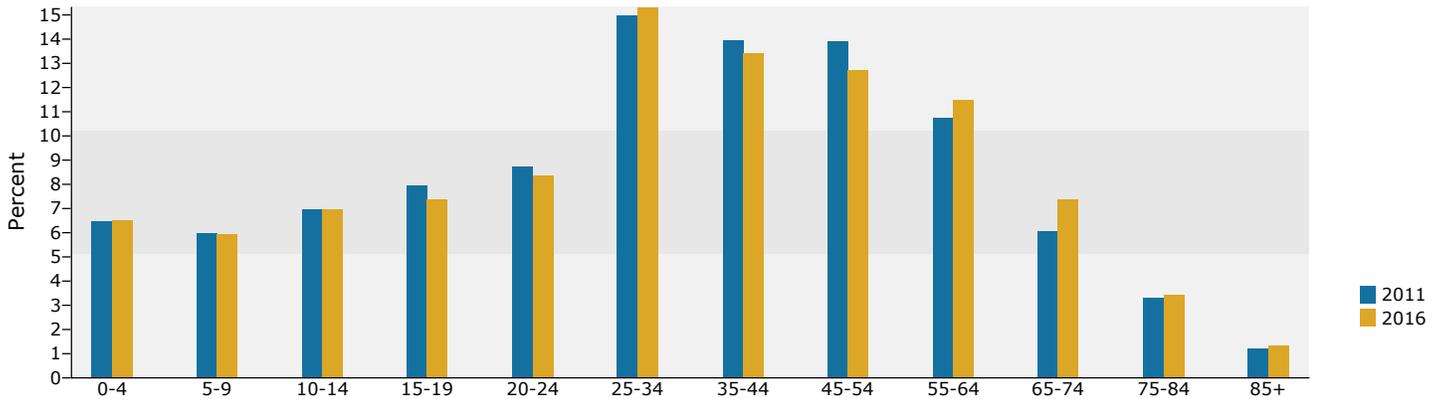
Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

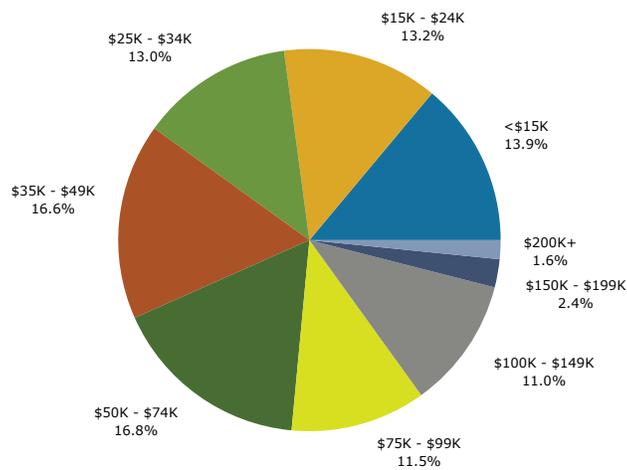
Trends 2011-2016



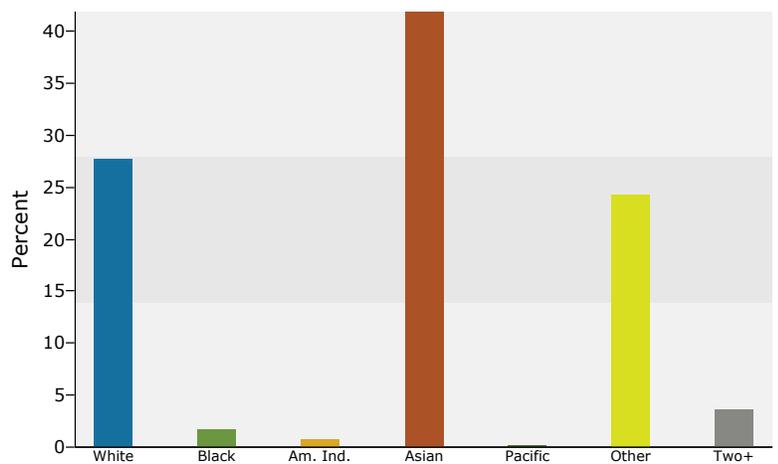
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 49.3%

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



Demographic and Income Profile

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Summary	2010	2011	2016
Population	329,589	330,102	331,703
Households	94,122	94,176	94,790
Families	78,655	78,745	79,309
Average Household Size	3.49	3.50	3.49
Owner Occupied Housing Units	68,233	67,245	68,549
Renter Occupied Housing Units	25,889	26,931	26,242
Median Age	37.2	37.3	37.9
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.10%	0.66%	0.67%
Households	0.13%	0.63%	0.71%
Families	0.14%	0.63%	0.57%
Owner HHs	0.39%	0.99%	0.91%
Median Household Income	2.69%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	6,889	7.3%	6,145	6.5%
\$15,000 - \$24,999	6,623	7.0%	4,789	5.1%
\$25,000 - \$34,999	7,212	7.7%	5,655	6.0%
\$35,000 - \$49,999	11,126	11.8%	9,037	9.5%
\$50,000 - \$74,999	17,511	18.6%	16,403	17.3%
\$75,000 - \$99,999	15,147	16.1%	18,409	19.4%
\$100,000 - \$149,999	17,511	18.6%	20,117	21.2%
\$150,000 - \$199,999	6,853	7.3%	8,373	8.8%
\$200,000+	5,305	5.6%	5,862	6.2%
Median Household Income	\$70,575		\$80,592	
Average Household Income	\$87,517		\$99,714	
Per Capita Income	\$25,071		\$28,602	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,512	5.6%	18,267	5.5%	18,453	5.6%
5 - 9	20,105	6.1%	20,060	6.1%	19,942	6.0%
10 - 14	23,987	7.3%	23,987	7.3%	24,106	7.3%
15 - 19	26,600	8.1%	26,481	8.0%	24,723	7.5%
20 - 24	24,443	7.4%	24,573	7.4%	23,669	7.1%
25 - 34	41,608	12.6%	41,767	12.7%	42,690	12.9%
35 - 44	44,050	13.4%	43,821	13.3%	42,177	12.7%
45 - 54	50,140	15.2%	49,812	15.1%	45,668	13.8%
55 - 64	40,324	12.2%	40,878	12.4%	43,830	13.2%
65 - 74	22,681	6.9%	23,293	7.1%	28,437	8.6%
75 - 84	12,707	3.9%	12,721	3.9%	13,116	4.0%
85+	4,430	1.3%	4,439	1.3%	4,892	1.5%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	132,135	40.1%	132,468	40.1%	134,455	40.5%
Black Alone	7,856	2.4%	7,868	2.4%	7,527	2.3%
American Indian Alone	2,115	0.6%	2,123	0.6%	2,095	0.6%
Asian Alone	112,794	34.2%	112,423	34.1%	113,702	34.3%
Pacific Islander Alone	493	0.2%	492	0.1%	479	0.1%
Some Other Race Alone	62,098	18.8%	62,599	19.0%	61,699	18.6%
Two or More Races	12,098	3.7%	12,129	3.7%	11,747	3.5%
Hispanic Origin (Any Race)	153,320	46.5%	154,578	46.8%	159,185	48.0%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

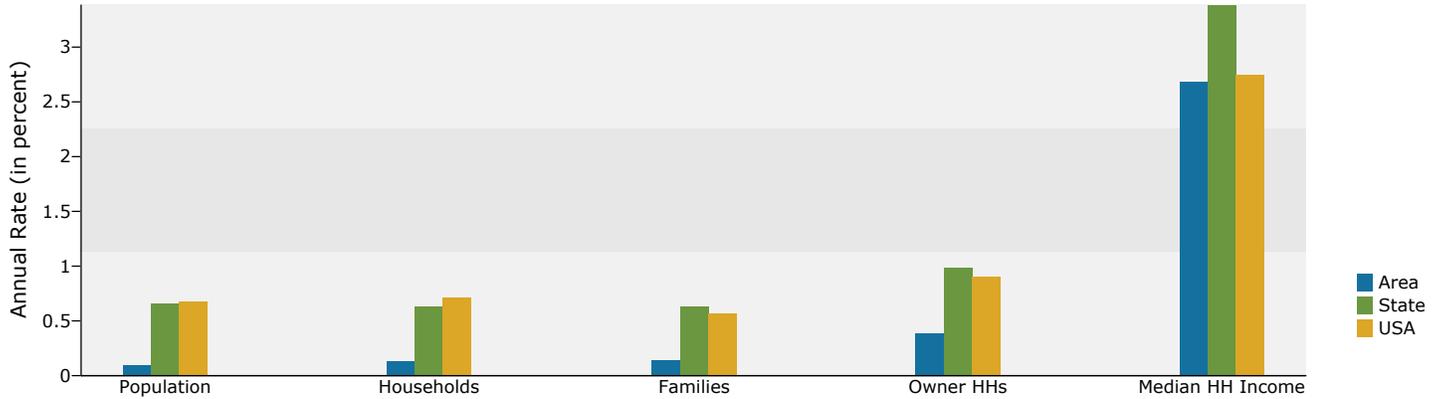


Demographic and Income Profile

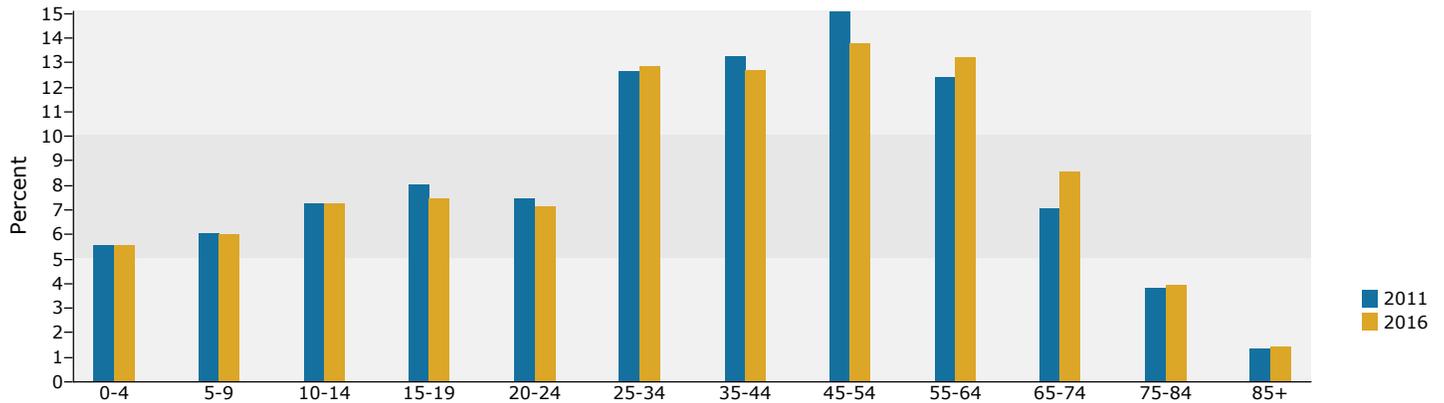
Seasons Place 10-Mile Radius
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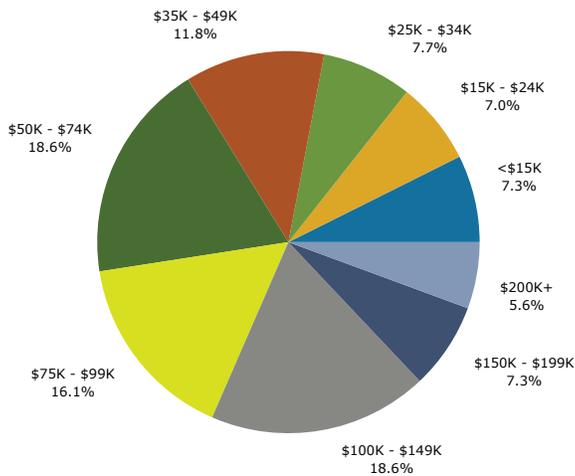
Trends 2011-2016



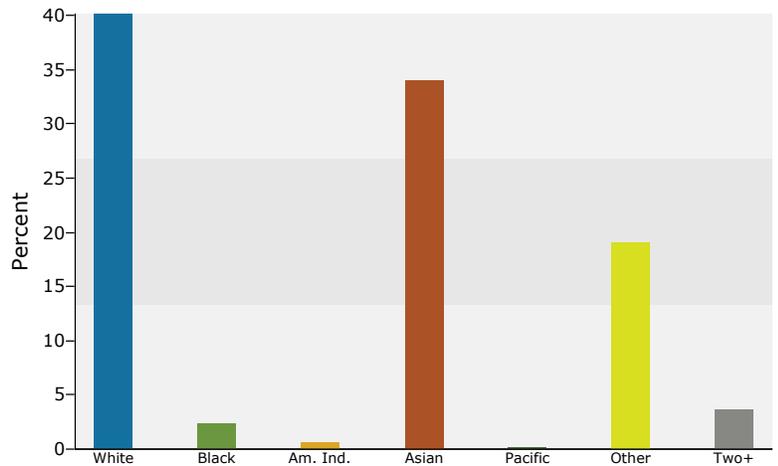
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 46.8%

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



Demographic and Income Profile

Seasons Place 10-Mile Radius
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Prepared by John HsuCCIM
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Summary	2010	2011	2016
Population	1,502,611	1,506,823	1,528,680
Households	437,779	438,957	445,670
Families	346,751	347,703	352,979
Average Household Size	3.38	3.38	3.38
Owner Occupied Housing Units	283,685	278,996	287,674
Renter Occupied Housing Units	154,094	159,961	157,997
Median Age	34.8	34.9	35.4

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.29%	0.66%	0.67%
Households	0.30%	0.63%	0.71%
Families	0.30%	0.63%	0.57%
Owner HHs	0.61%	0.99%	0.91%
Median Household Income	3.70%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	36,465	8.3%	34,022	7.6%
\$15,000 - \$24,999	37,963	8.6%	28,503	6.4%
\$25,000 - \$34,999	37,902	8.6%	30,787	6.9%
\$35,000 - \$49,999	56,237	12.8%	47,327	10.6%
\$50,000 - \$74,999	84,248	19.2%	81,300	18.2%
\$75,000 - \$99,999	64,258	14.6%	79,763	17.9%
\$100,000 - \$149,999	73,142	16.7%	84,969	19.1%
\$150,000 - \$199,999	27,862	6.3%	35,091	7.9%
\$200,000+	20,875	4.8%	23,904	5.4%

Median Household Income	\$62,713	\$75,196
Average Household Income	\$81,121	\$92,693
Per Capita Income	\$24,101	\$27,504

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	95,884	6.4%	94,734	6.3%	96,859	6.3%
5 - 9	100,330	6.7%	100,239	6.7%	100,826	6.6%
10 - 14	112,546	7.5%	112,629	7.5%	114,474	7.5%
15 - 19	127,231	8.5%	126,829	8.4%	120,025	7.9%
20 - 24	119,979	8.0%	120,761	8.0%	118,020	7.7%
25 - 34	198,697	13.2%	199,840	13.3%	206,906	13.5%
35 - 44	207,313	13.8%	206,611	13.7%	201,546	13.2%
45 - 54	214,394	14.3%	213,442	14.2%	198,122	13.0%
55 - 64	160,962	10.7%	163,548	10.9%	177,489	11.6%
65 - 74	89,525	6.0%	92,162	6.1%	113,896	7.5%
75 - 84	54,418	3.6%	54,591	3.6%	56,869	3.7%
85+	21,333	1.4%	21,436	1.4%	23,649	1.5%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	772,377	51.4%	774,590	51.4%	790,069	51.7%
Black Alone	37,208	2.5%	37,256	2.5%	36,400	2.4%
American Indian Alone	12,945	0.9%	12,977	0.9%	12,946	0.8%
Asian Alone	290,512	19.3%	289,700	19.2%	298,776	19.5%
Pacific Islander Alone	2,504	0.2%	2,504	0.2%	2,490	0.2%
Some Other Race Alone	325,692	21.7%	328,233	21.8%	327,132	21.4%
Two or More Races	61,374	4.1%	61,563	4.1%	60,865	4.0%
Hispanic Origin (Any Race)	805,628	53.6%	811,941	53.9%	844,907	55.3%

Data Note: Income is expressed in current dollars.

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

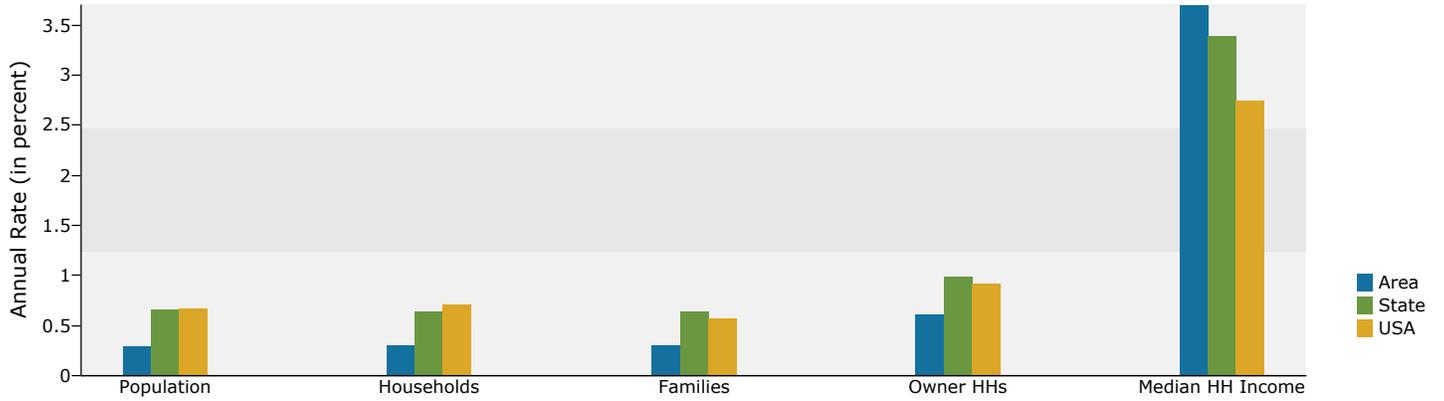


Demographic and Income Profile

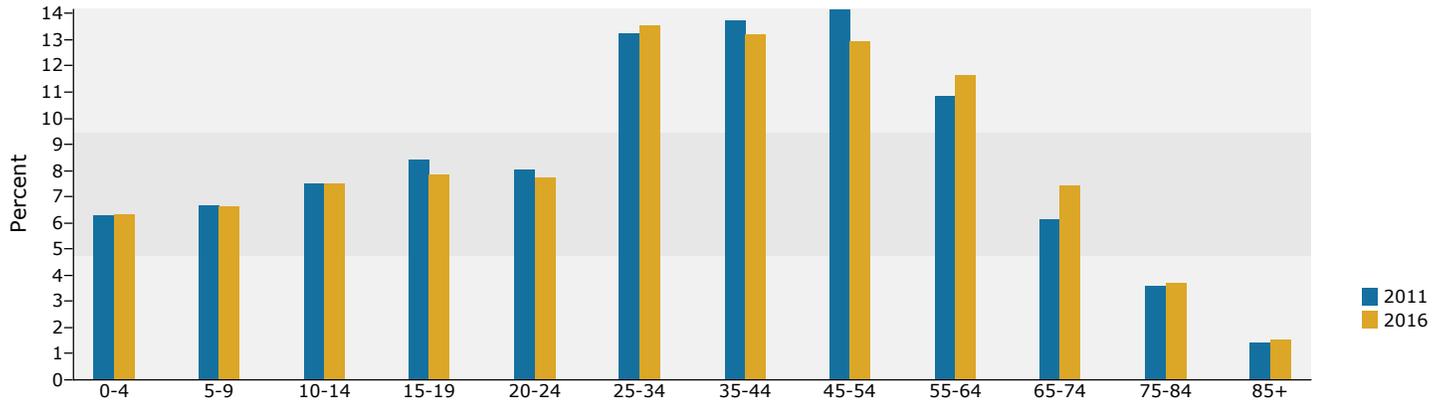
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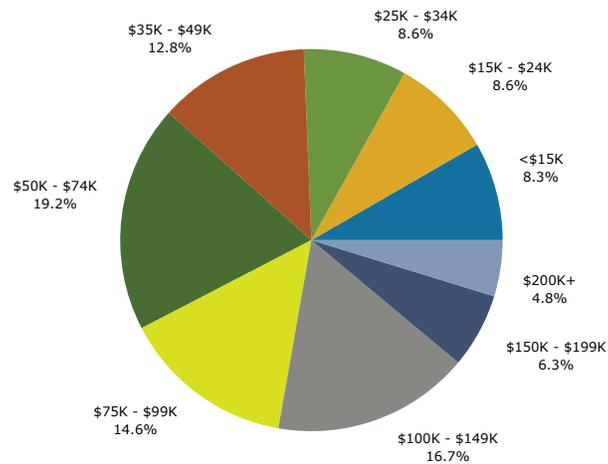
Trends 2011-2016



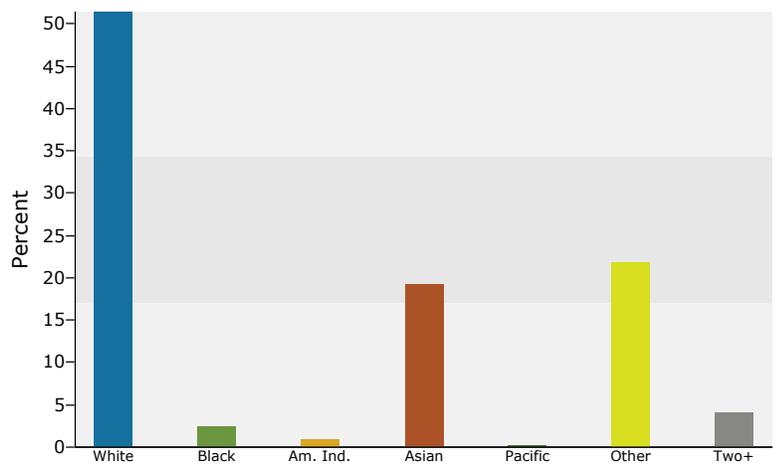
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 53.9%

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



Retail Goods and Services Expenditures

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
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Top Tapestry Segments	Percent	Demographic Summary	2011	2016
International Marketplace	39.6%	Population	21,040	21,093
Pacific Heights	38.7%	Households	5,890	5,912
Urban Villages	15.2%	Families	4,895	4,912
Las Casas	6.6%	Median Age	34.3	34.7
Top Rung	0.0%	Median Household Income	\$42,709	\$51,023
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		62	\$1,428.25	\$8,411,916
Men's		58	\$255.99	\$1,507,720
Women's		54	\$430.99	\$2,538,387
Children's		63	\$244.95	\$1,442,649
Footwear		44	\$177.82	\$1,047,296
Watches & Jewelry		87	\$164.42	\$968,387
Apparel Products and Services (1)		170	\$154.08	\$907,477
Computer				
Computers and Hardware for Home Use		95	\$177.07	\$1,042,886
Software and Accessories for Home Use		101	\$27.85	\$164,031
Entertainment & Recreation		88	\$2,740.56	\$16,140,966
Fees and Admissions		93	\$559.41	\$3,294,718
Membership Fees for Clubs (2)		90	\$143.68	\$846,216
Fees for Participant Sports, excl. Trips		94	\$96.88	\$570,579
Admission to Movie/Theatre/Opera/Ballet		98	\$144.55	\$851,364
Admission to Sporting Events, excl. Trips		75	\$43.27	\$254,869
Fees for Recreational Lessons		99	\$130.34	\$767,680
Dating Services		91	\$0.68	\$4,009
TV/Video/Audio		81	\$976.13	\$5,749,077
Community Antenna or Cable TV		75	\$524.32	\$3,088,088
Televisions		88	\$165.17	\$972,780
VCRs, Video Cameras, and DVD Players		97	\$19.08	\$112,353
Video Cassettes and DVDs		91	\$46.34	\$272,906
Video and Computer Game Hardware and Software		82	\$44.20	\$260,301
Satellite Dishes		91	\$1.11	\$6,550
Rental of Video Cassettes and DVDs		95	\$38.00	\$223,824
Streaming/Downloaded Video		87	\$1.19	\$7,007
Audio (3)		90	\$128.51	\$756,874
Rental and Repair of TV/Radio/Sound Equipment		112	\$8.22	\$48,394
Pets		102	\$423.90	\$2,496,625
Toys and Games (4)		79	\$110.72	\$652,092
Recreational Vehicles and Fees (5)		99	\$311.24	\$1,833,120
Sports/Recreation/Exercise Equipment (6)		71	\$124.99	\$736,159
Photo Equipment and Supplies (7)		91	\$91.33	\$537,885
Reading (8)		86	\$128.39	\$756,163
Catered Affairs (9)		61	\$14.45	\$85,129
Food		86	\$6,444.97	\$37,958,770
Food at Home		87	\$3,779.70	\$22,261,160
Bakery and Cereal Products		84	\$484.65	\$2,854,443
Meats, Poultry, Fish, and Eggs		87	\$878.30	\$5,172,923
Dairy Products		86	\$412.50	\$2,429,467
Fruits and Vegetables		93	\$705.95	\$4,157,811
Snacks and Other Food at Home (10)		86	\$1,298.29	\$7,646,516
Food Away from Home		85	\$2,665.28	\$15,697,610
Alcoholic Beverages		86	\$477.79	\$2,814,020
Nonalcoholic Beverages at Home		86	\$365.40	\$2,152,064

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

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	95	\$1,604.58	\$9,450,429
Vehicle Loans	77	\$3,684.12	\$21,698,236
Health			
Nonprescription Drugs	75	\$75.36	\$443,827
Prescription Drugs	62	\$299.13	\$1,761,788
Eyeglasses and Contact Lenses	81	\$60.03	\$353,567
Home			
Mortgage Payment and Basics (11)	88	\$8,004.71	\$47,145,076
Maintenance and Remodeling Services	86	\$1,658.09	\$9,765,601
Maintenance and Remodeling Materials (12)	86	\$308.33	\$1,815,976
Utilities, Fuel, and Public Services	74	\$3,237.47	\$19,067,626
Household Furnishings and Equipment			
Household Textiles (13)	92	\$119.20	\$702,048
Furniture	90	\$526.68	\$3,101,943
Floor Coverings	73	\$52.76	\$310,751
Major Appliances (14)	81	\$238.05	\$1,402,050
Housewares (15)	87	\$72.51	\$427,051
Small Appliances	83	\$26.46	\$155,843
Luggage	95	\$8.50	\$50,068
Telephones and Accessories	63	\$26.03	\$153,320
Household Operations			
Child Care	86	\$384.04	\$2,261,853
Lawn and Garden (16)	80	\$326.22	\$1,921,302
Moving/Storage/Freight Express	123	\$72.50	\$427,026
Housekeeping Supplies (17)	81	\$547.78	\$3,226,264
Insurance			
Owners and Renters Insurance	66	\$294.78	\$1,736,164
Vehicle Insurance	82	\$930.26	\$5,478,922
Life/Other Insurance	68	\$275.51	\$1,622,652
Health Insurance	71	\$1,328.98	\$7,827,255
Personal Care Products (18)	87	\$335.38	\$1,975,275
School Books and Supplies (19)	78	\$80.87	\$476,271
Smoking Products	67	\$279.31	\$1,645,053
Transportation			
Vehicle Purchases (Net Outlay) (20)	84	\$3,576.67	\$21,065,391
Gasoline and Motor Oil	77	\$2,129.52	\$12,542,159
Vehicle Maintenance and Repairs	86	\$787.52	\$4,638,214
Travel			
Airline Fares	105	\$468.06	\$2,756,737
Lodging on Trips	91	\$384.59	\$2,265,079
Auto/Truck/Van Rental on Trips	105	\$37.78	\$222,491
Food and Drink on Trips	93	\$391.12	\$2,303,556

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

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748,
Ring: 1 mile radius

Prepared by John HsuCCIM
Latitude: 33.995207292
Longitude: -117.8989005

- (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.

September 13, 2012



Retail Goods and Services Expenditures

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Pacific Heights	37.2%	Population	330,102	331,703
Urban Villages	27.3%	Households	94,176	94,790
Suburban Splendor	5.3%	Families	78,745	79,309
Pleasant-Ville	5.0%	Median Age	37.3	37.9
Connoisseurs	4.7%	Median Household Income	\$70,575	\$80,592
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		90	\$2,082.55	\$196,125,356
Men's		85	\$377.45	\$35,546,087
Women's		80	\$642.90	\$60,545,832
Children's		90	\$348.67	\$32,835,729
Footwear		63	\$255.51	\$24,062,763
Watches & Jewelry		134	\$252.58	\$23,787,151
Apparel Products and Services (1)		226	\$205.44	\$19,347,795
Computer				
Computers and Hardware for Home Use		141	\$261.38	\$24,615,298
Software and Accessories for Home Use		149	\$41.15	\$3,875,006
Entertainment & Recreation		135	\$4,207.13	\$396,209,485
Fees and Admissions		146	\$877.92	\$82,678,763
Membership Fees for Clubs (2)		145	\$230.18	\$21,677,125
Fees for Participant Sports, excl. Trips		150	\$154.91	\$14,588,906
Admission to Movie/Theatre/Opera/Ballet		147	\$216.13	\$20,354,194
Admission to Sporting Events, excl. Trips		121	\$70.03	\$6,594,752
Fees for Recreational Lessons		156	\$205.84	\$19,385,369
Dating Services		111	\$0.83	\$78,417
TV/Video/Audio		119	\$1,437.68	\$135,394,320
Community Antenna or Cable TV		110	\$771.48	\$72,655,032
Televisions		135	\$252.23	\$23,753,864
VCRs, Video Cameras, and DVD Players		138	\$27.28	\$2,568,852
Video Cassettes and DVDs		129	\$65.77	\$6,194,351
Video and Computer Game Hardware and Software		118	\$64.05	\$6,032,353
Satellite Dishes		143	\$1.75	\$164,592
Rental of Video Cassettes and DVDs		137	\$54.71	\$5,152,038
Streaming/Downloaded Video		123	\$1.67	\$157,490
Audio (3)		131	\$186.74	\$17,586,173
Rental and Repair of TV/Radio/Sound Equipment		163	\$11.99	\$1,129,576
Pets		158	\$659.73	\$62,130,732
Toys and Games (4)		116	\$163.72	\$15,418,661
Recreational Vehicles and Fees (5)		164	\$512.98	\$48,310,259
Sports/Recreation/Exercise Equipment (6)		111	\$194.19	\$18,287,924
Photo Equipment and Supplies (7)		139	\$139.20	\$13,109,298
Reading (8)		132	\$197.92	\$18,638,918
Catered Affairs (9)		100	\$23.79	\$2,240,609
Food		125	\$9,343.50	\$879,930,568
Food at Home		126	\$5,447.64	\$513,035,152
Bakery and Cereal Products		122	\$703.93	\$66,293,135
Meats, Poultry, Fish, and Eggs		125	\$1,252.73	\$117,976,319
Dairy Products		124	\$597.01	\$56,223,418
Fruits and Vegetables		133	\$1,012.93	\$95,393,235
Snacks and Other Food at Home (10)		125	\$1,881.05	\$177,149,046
Food Away from Home		125	\$3,895.86	\$366,895,416
Alcoholic Beverages		127	\$699.71	\$65,895,158
Nonalcoholic Beverages at Home		124	\$524.42	\$49,387,692

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

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	157	\$2,643.93	\$248,993,528
Vehicle Loans	116	\$5,538.10	\$521,554,576
Health			
Nonprescription Drugs	114	\$113.81	\$10,718,400
Prescription Drugs	98	\$472.95	\$44,540,116
Eyeglasses and Contact Lenses	125	\$93.42	\$8,797,498
Home			
Mortgage Payment and Basics (11)	146	\$13,229.70	\$1,245,915,882
Maintenance and Remodeling Services	148	\$2,842.59	\$267,703,106
Maintenance and Remodeling Materials (12)	141	\$508.07	\$47,847,664
Utilities, Fuel, and Public Services	111	\$4,866.47	\$458,303,287
Household Furnishings and Equipment			
Household Textiles (13)	142	\$183.07	\$17,240,384
Furniture	140	\$813.03	\$76,567,667
Floor Coverings	120	\$87.27	\$8,218,838
Major Appliances (14)	129	\$378.00	\$35,598,032
Housewares (15)	127	\$106.39	\$10,018,872
Small Appliances	124	\$39.52	\$3,722,158
Luggage	145	\$13.02	\$1,226,250
Telephones and Accessories	92	\$37.90	\$3,568,915
Household Operations			
Child Care	128	\$572.97	\$53,959,645
Lawn and Garden (16)	135	\$547.88	\$51,596,975
Moving/Storage/Freight Express	182	\$106.97	\$10,073,507
Housekeeping Supplies (17)	120	\$818.47	\$77,079,814
Insurance			
Owners and Renters Insurance	111	\$497.16	\$46,819,933
Vehicle Insurance	123	\$1,394.10	\$131,289,995
Life/Other Insurance	113	\$458.91	\$43,218,123
Health Insurance	111	\$2,080.19	\$195,903,551
Personal Care Products (18)	129	\$499.90	\$47,078,604
School Books and Supplies (19)	111	\$114.29	\$10,763,407
Smoking Products	92	\$380.22	\$35,807,256
Transportation			
Vehicle Purchases (Net Outlay) (20)	127	\$5,417.61	\$510,206,874
Gasoline and Motor Oil	114	\$3,155.77	\$297,196,939
Vehicle Maintenance and Repairs	130	\$1,186.26	\$111,716,913
Travel			
Airline Fares	163	\$724.36	\$68,217,488
Lodging on Trips	147	\$619.06	\$58,299,873
Auto/Truck/Van Rental on Trips	167	\$59.63	\$5,615,597
Food and Drink on Trips	145	\$612.46	\$57,678,370

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

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748,
Ring: 5 mile radius

Prepared by John HsuCCIM
Latitude: 33.995207292
Longitude: -117.8989005

- (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.

September 13, 2012



Retail Goods and Services Expenditures

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Urban Villages	26.1%	Population	1,506,823	1,528,680
Pacific Heights	12.7%	Households	438,957	445,670
Las Casas	10.4%	Families	347,703	352,979
Pleasant-Ville	10.0%	Median Age	34.9	35.4
International Marketplace	7.9%	Median Household Income	\$62,713	\$75,196
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		85	\$1,974.29	\$866,628,607
Men's		80	\$355.02	\$155,837,526
Women's		75	\$601.71	\$264,123,400
Children's		88	\$340.95	\$149,663,667
Footwear		60	\$241.96	\$106,211,768
Watches & Jewelry		124	\$234.09	\$102,756,830
Apparel Products and Services (1)		221	\$200.56	\$88,035,415
Computer				
Computers and Hardware for Home Use		128	\$238.28	\$104,595,191
Software and Accessories for Home Use		134	\$36.93	\$16,209,203
Entertainment & Recreation		123	\$3,832.22	\$1,682,180,664
Fees and Admissions		133	\$795.42	\$349,154,706
Membership Fees for Clubs (2)		131	\$207.38	\$91,029,900
Fees for Participant Sports, excl. Trips		131	\$135.42	\$59,441,171
Admission to Movie/Theatre/Opera/Ballet		134	\$197.57	\$86,723,116
Admission to Sporting Events, excl. Trips		114	\$65.55	\$28,773,889
Fees for Recreational Lessons		143	\$188.63	\$82,799,376
Dating Services		118	\$0.88	\$387,255
TV/Video/Audio		113	\$1,357.27	\$595,784,943
Community Antenna or Cable TV		106	\$743.95	\$326,562,179
Televisions		123	\$230.23	\$101,061,692
VCRs, Video Cameras, and DVD Players		127	\$24.97	\$10,962,559
Video Cassettes and DVDs		120	\$61.33	\$26,922,315
Video and Computer Game Hardware and Software		114	\$61.52	\$27,005,792
Satellite Dishes		125	\$1.52	\$667,996
Rental of Video Cassettes and DVDs		125	\$49.83	\$21,870,957
Streaming/Downloaded Video		119	\$1.62	\$711,416
Audio (3)		120	\$171.54	\$75,298,295
Rental and Repair of TV/Radio/Sound Equipment		147	\$10.76	\$4,721,742
Pets		143	\$596.00	\$261,617,286
Toys and Games (4)		112	\$157.47	\$69,121,601
Recreational Vehicles and Fees (5)		135	\$422.72	\$185,556,435
Sports/Recreation/Exercise Equipment (6)		99	\$173.38	\$76,105,597
Photo Equipment and Supplies (7)		125	\$125.82	\$55,231,134
Reading (8)		120	\$180.64	\$79,293,710
Catered Affairs (9)		98	\$23.50	\$10,315,253
Food		119	\$8,856.91	\$3,887,803,323
Food at Home		119	\$5,158.41	\$2,264,319,016
Bakery and Cereal Products		116	\$669.21	\$293,755,369
Meats, Poultry, Fish, and Eggs		119	\$1,199.45	\$526,507,053
Dairy Products		117	\$565.48	\$248,222,483
Fruits and Vegetables		125	\$953.75	\$418,652,834
Snacks and Other Food at Home (10)		117	\$1,770.52	\$777,181,277
Food Away from Home		119	\$3,698.51	\$1,623,484,307
Alcoholic Beverages		119	\$660.63	\$289,988,408
Nonalcoholic Beverages at Home		117	\$497.63	\$218,438,748

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

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	134	\$2,256.00	\$990,285,275
Vehicle Loans	109	\$5,190.08	\$2,278,220,546
Health			
Nonprescription Drugs	105	\$104.81	\$46,006,644
Prescription Drugs	92	\$446.24	\$195,878,688
Eyeglasses and Contact Lenses	115	\$85.68	\$37,611,599
Home			
Mortgage Payment and Basics (11)	131	\$11,871.25	\$5,210,968,141
Maintenance and Remodeling Services	131	\$2,513.64	\$1,103,381,464
Maintenance and Remodeling Materials (12)	126	\$453.59	\$199,104,399
Utilities, Fuel, and Public Services	107	\$4,700.35	\$2,063,250,283
Household Furnishings and Equipment			
Household Textiles (13)	127	\$163.31	\$71,684,383
Furniture	127	\$739.12	\$324,439,762
Floor Coverings	114	\$82.91	\$36,392,396
Major Appliances (14)	117	\$342.97	\$150,547,671
Housewares (15)	116	\$96.98	\$42,570,387
Small Appliances	116	\$36.73	\$16,121,041
Luggage	129	\$11.60	\$5,092,010
Telephones and Accessories	84	\$34.49	\$15,141,239
Household Operations			
Child Care	122	\$547.89	\$240,500,312
Lawn and Garden (16)	119	\$482.67	\$211,872,573
Moving/Storage/Freight Express	154	\$90.31	\$39,642,326
Housekeeping Supplies (17)	113	\$769.73	\$337,877,352
Insurance			
Owners and Renters Insurance	102	\$458.16	\$201,112,902
Vehicle Insurance	116	\$1,311.43	\$575,659,171
Life/Other Insurance	106	\$427.21	\$187,527,936
Health Insurance	104	\$1,943.40	\$853,069,526
Personal Care Products (18)	120	\$463.36	\$203,396,162
School Books and Supplies (19)	107	\$110.90	\$48,681,117
Smoking Products	92	\$381.31	\$167,378,932
Transportation			
Vehicle Purchases (Net Outlay) (20)	117	\$4,988.37	\$2,189,678,901
Gasoline and Motor Oil	108	\$3,005.77	\$1,319,403,583
Vehicle Maintenance and Repairs	120	\$1,092.96	\$479,764,248
Travel			
Airline Fares	144	\$641.27	\$281,488,217
Lodging on Trips	131	\$552.65	\$242,590,942
Auto/Truck/Van Rental on Trips	144	\$51.74	\$22,713,283
Food and Drink on Trips	130	\$549.73	\$241,306,840

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

Seasons Place 10-Mile Radius
18558 E Gale Ave, Rowland Heights, CA 91748,
Ring: 10 mile radius

Prepared by John HsuCCIM
Latitude: 33.995207292
Longitude: -117.8989005

- (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.

September 13, 2012



Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Demographic Summary		2011	2016
Population		21,040	21,093
Population 18+		16,007	16,121
Households		5,890	5,912
Median Household Income		\$42,709	\$51,023

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	8,109	50.7%	102
Bought any women's apparel in last 12 months	6,543	40.9%	90
Bought apparel for child <13 in last 6 months	4,868	30.4%	107
Bought any shoes in last 12 months	7,582	47.4%	91
Bought costume jewelry in last 12 months	2,800	17.5%	84
Bought any fine jewelry in last 12 months	3,666	22.9%	104
Bought a watch in last 12 months	2,710	16.9%	88
Automobiles (Households)			
HH owns/leases any vehicle	4,687	79.6%	93
HH bought/leased new vehicle last 12 mo	541	9.2%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,118	82.0%	95
Bought/changed motor oil in last 12 months	6,426	40.1%	77
Had tune-up in last 12 months	6,201	38.7%	124
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,297	70.6%	114
Drank regular cola in last 6 months	8,322	52.0%	102
Drank beer/ale in last 6 months	6,704	41.9%	98
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,778	11.1%	87
Bought film in last 12 months	2,532	15.8%	83
Bought digital camera in last 12 months	1,104	6.9%	101
Bought memory card for camera in last 12 months	1,157	7.2%	95
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	5,643	35.3%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,946	18.4%	86
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,723	35.8%	110
Avg monthly cell/mobile phone/PDA bill: \$100+	3,507	21.9%	103
Computers (Households)			
HH owns a personal computer	4,589	77.9%	105
Spent <\$500 on most recent home PC purchase	392	6.7%	77
Spent \$500-\$999 on most recent home PC purchase	919	15.6%	87
Spent \$1000-\$1499 on most recent home PC purchase	671	11.4%	87
Spent \$1500-\$1999 on most recent home PC purchase	399	6.8%	95
Spent \$2000+ on most recent home PC purchase	374	6.4%	101

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.



Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,256	57.8%	96
Bought cigarettes at convenience store in last 30 days	1,582	9.9%	64
Bought gas at convenience store in last 30 days	2,623	16.4%	49
Spent at convenience store in last 30 days: <\$20	2,146	13.4%	139
Spent at convenience store in last 30 days: \$20-39	1,588	9.9%	98
Spent at convenience store in last 30 days: \$40+	4,209	26.3%	74
Entertainment (Adults)			
Attended movies in last 6 months	10,348	64.6%	110
Went to live theater in last 12 months	1,552	9.7%	73
Went to a bar/night club in last 12 months	2,290	14.3%	75
Dined out in last 12 months	6,935	43.3%	88
Gambled at a casino in last 12 months	2,881	18.0%	112
Visited a theme park in last 12 months	4,543	28.4%	132
DVDs rented in last 30 days: 1	354	2.2%	83
DVDs rented in last 30 days: 2	584	3.6%	79
DVDs rented in last 30 days: 3	541	3.4%	106
DVDs rented in last 30 days: 4	552	3.4%	90
DVDs rented in last 30 days: 5+	2,205	13.8%	104
DVDs purchased in last 30 days: 1	645	4.0%	81
DVDs purchased in last 30 days: 2	527	3.3%	70
DVDs purchased in last 30 days: 3-4	542	3.4%	73
DVDs purchased in last 30 days: 5+	738	4.6%	89
Spent on toys/games in last 12 months: <\$50	722	4.5%	74
Spent on toys/games in last 12 months: \$50-\$99	480	3.0%	109
Spent on toys/games in last 12 months: \$100-\$199	1,145	7.2%	100
Spent on toys/games in last 12 months: \$200-\$499	1,574	9.8%	91
Spent on toys/games in last 12 months: \$500+	493	3.1%	54
Financial (Adults)			
Have home mortgage (1st)	2,166	13.5%	71
Used ATM/cash machine in last 12 months	7,891	49.3%	97
Own any stock	864	5.4%	59
Own U.S. savings bond	673	4.2%	62
Own shares in mutual fund (stock)	782	4.9%	52
Own shares in mutual fund (bonds)	627	3.9%	66
Used full service brokerage firm in last 12 months	596	3.7%	60
Have savings account	4,489	28.0%	77
Have 401K retirement savings	2,120	13.2%	75
Did banking over the Internet in last 12 months	3,903	24.4%	89
Own any credit/debit card (in own name)	10,739	67.1%	91
Avg monthly credit card expenditures: <\$111	1,868	11.7%	85
Avg monthly credit card expenditures: \$111-225	1,041	6.5%	84
Avg monthly credit card expenditures: \$226-450	1,184	7.4%	99
Avg monthly credit card expenditures: \$451-700	1,083	6.8%	106
Avg monthly credit card expenditures: \$701+	2,057	12.9%	96

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.

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Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	9,920	62.0%	88
Used bread in last 6 months	14,962	93.5%	97
Used chicken/turkey (fresh or frozen) in last 6 months	11,883	74.2%	96
Used fish/seafood (fresh or frozen) in last 6 months	7,754	48.4%	92
Used fresh fruit/vegetables in last 6 months	13,665	85.4%	98
Used fresh milk in last 6 months	13,842	86.5%	95
Health (Adults)			
Exercise at home 2+ times per week	3,942	24.6%	82
Exercise at club 2+ times per week	2,343	14.6%	118
Visited a doctor in last 12 months	11,421	71.4%	92
Used vitamin/dietary supplement in last 6 months	6,754	42.2%	87
Home (Households)			
Any home improvement in last 12 months	1,306	22.2%	70
Used housekeeper/maid/prof HH cleaning service in the last 12 months	905	15.4%	98
Purchased any HH furnishing in last 12 months	1,536	26.1%	87
Purchased bedding/bath goods in last 12 months	3,062	52.0%	95
Purchased cooking/serving product in last 12 months	1,471	25.0%	91
Bought any kitchen appliance in last 12 months	832	14.1%	81
Insurance (Adults)			
Currently carry any life insurance	5,057	31.6%	67
Have medical/hospital/accident insurance	10,504	65.6%	92
Carry homeowner insurance	6,201	38.7%	74
Carry renter insurance	906	5.7%	92
Have auto/other vehicle insurance	12,653	79.0%	95
Pets (Households)			
HH owns any pet	2,381	40.4%	79
HH owns any cat	843	14.3%	60
HH owns any dog	1,616	27.4%	73
Reading Materials (Adults)			
Bought book in last 12 months	6,871	42.9%	86
Read any daily newspaper	5,043	31.5%	76
Heavy magazine reader	3,096	19.3%	97
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	11,462	71.6%	100
Went to family restaurant/steak house last mo: <2 times	4,355	27.2%	106
Went to family restaurant/steak house last mo: 2-4 times	4,332	27.1%	101
Went to family restaurant/steak house last mo: 5+ times	2,773	17.3%	89
Went to fast food/drive-in restaurant in last 6 mo	14,098	88.1%	99
Went to fast food/drive-in restaurant <6 times/mo	5,755	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/mo	4,032	25.2%	87
Went to fast food/drive-in restaurant 14+ times/mo	4,310	26.9%	108
Fast food/drive-in last 6 mo: eat in	6,298	39.3%	105
Fast food/drive-in last 6 mo: home delivery	1,799	11.2%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	6,410	40.0%	77
Fast food/drive-in last 6 mo: take-out/walk-in	4,002	25.0%	102

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Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	3,382	57.4%	89
HH average monthly long distance phone bill: <\$16	1,489	25.3%	92
HH average monthly long distance phone bill: \$16-25	650	11.0%	97
HH average monthly long distance phone bill: \$26-59	427	7.3%	79
HH average monthly long distance phone bill: \$60+	207	3.5%	79
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,430	24.3%	123
HH owns 2 TVs	1,563	26.5%	101
HH owns 3 TVs	1,278	21.7%	97
HH owns 4+ TVs	905	15.4%	74
HH subscribes to cable TV	3,296	56.0%	96
HH Purchased audio equipment in last 12 months	588	10.0%	102
HH Purchased CD player in last 12 months	202	3.4%	89
HH Purchased DVD player in last 12 months	560	9.5%	98
HH Purchased MP3 player in last 12 months	1,543	9.6%	94
HH Purchased video game system in last 12 months	684	11.6%	108
Travel (Adults)			
Domestic travel in last 12 months	7,315	45.7%	88
Took 3+ domestic trips in last 12 months	1,446	9.0%	61
Spent on domestic vacations last 12 mo: <\$1000	2,114	13.2%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	815	5.1%	76
Spent on domestic vacations last 12 mo: \$1500-\$1999	647	4.0%	99
Spent on domestic vacations last 12 mo: \$2000-\$2999	598	3.7%	90
Spent on domestic vacations last 12 mo: \$3000+	504	3.1%	62
Foreign travel in last 3 years	5,909	36.9%	142
Took 3+ foreign trips by plane in last 3 years	883	5.5%	114
Spent on foreign vacations last 12 mo: <\$1000	1,167	7.3%	122
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,059	6.6%	161
Spent on foreign vacations last 12 mo: \$3000+	1,047	6.5%	131
Stayed 1+ nights at hotel/motel in last 12 months	5,433	33.9%	84

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.



Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Demographic Summary	2011	2016
Population	330,102	331,703
Population 18+	251,621	254,126
Households	94,176	94,790
Median Household Income	\$70,575	\$80,592

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	131,369	52.2%	105
Bought any women's apparel in last 12 months	105,023	41.7%	92
Bought apparel for child <13 in last 6 months	73,697	29.3%	103
Bought any shoes in last 12 months	126,320	50.2%	97
Bought costume jewelry in last 12 months	47,284	18.8%	90
Bought any fine jewelry in last 12 months	56,977	22.6%	103
Bought a watch in last 12 months	42,530	16.9%	87
Automobiles (Households)			
HH owns/leases any vehicle	81,042	86.1%	100
HH bought/leased new vehicle last 12 mo	9,965	10.6%	110
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	217,587	86.5%	100
Bought/changed motor oil in last 12 months	108,317	43.0%	83
Had tune-up in last 12 months	101,353	40.3%	129
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	176,650	70.2%	113
Drank regular cola in last 6 months	130,293	51.8%	102
Drank beer/ale in last 6 months	107,626	42.8%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	28,048	11.1%	87
Bought film in last 12 months	41,264	16.4%	86
Bought digital camera in last 12 months	17,972	7.1%	104
Bought memory card for camera in last 12 months	19,903	7.9%	104
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	92,509	36.8%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	49,323	19.6%	92
Avg monthly cell/mobile phone/PDA bill: \$50-99	89,514	35.6%	110
Avg monthly cell/mobile phone/PDA bill: \$100+	61,758	24.5%	116
Computers (Households)			
HH owns a personal computer	78,970	83.9%	113
Spent <\$500 on most recent home PC purchase	7,087	7.5%	87
Spent \$500-\$999 on most recent home PC purchase	16,031	17.0%	95
Spent \$1000-\$1499 on most recent home PC purchase	12,572	13.3%	102
Spent \$1500-\$1999 on most recent home PC purchase	8,449	9.0%	125
Spent \$2000+ on most recent home PC purchase	7,145	7.6%	121

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.



Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	141,058	56.1%	93
Bought cigarettes at convenience store in last 30 days	23,848	9.5%	61
Bought gas at convenience store in last 30 days	48,551	19.3%	58
Spent at convenience store in last 30 days: <\$20	32,324	12.8%	133
Spent at convenience store in last 30 days: \$20-39	26,524	10.5%	104
Spent at convenience store in last 30 days: \$40+	64,670	25.7%	72
Entertainment (Adults)			
Attended movies in last 6 months	162,704	64.7%	110
Went to live theater in last 12 months	30,744	12.2%	92
Went to a bar/night club in last 12 months	41,772	16.6%	87
Dined out in last 12 months	123,252	49.0%	100
Gambled at a casino in last 12 months	50,378	20.0%	125
Visited a theme park in last 12 months	74,182	29.5%	137
DVDs rented in last 30 days: 1	6,359	2.5%	95
DVDs rented in last 30 days: 2	11,343	4.5%	97
DVDs rented in last 30 days: 3	10,114	4.0%	126
DVDs rented in last 30 days: 4	10,473	4.2%	109
DVDs rented in last 30 days: 5+	35,892	14.3%	108
DVDs purchased in last 30 days: 1	12,324	4.9%	98
DVDs purchased in last 30 days: 2	9,506	3.8%	80
DVDs purchased in last 30 days: 3-4	9,973	4.0%	86
DVDs purchased in last 30 days: 5+	11,827	4.7%	91
Spent on toys/games in last 12 months: <\$50	12,643	5.0%	83
Spent on toys/games in last 12 months: \$50-\$99	8,662	3.4%	125
Spent on toys/games in last 12 months: \$100-\$199	17,706	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	24,181	9.6%	89
Spent on toys/games in last 12 months: \$500+	12,483	5.0%	87
Financial (Adults)			
Have home mortgage (1st)	43,622	17.3%	90
Used ATM/cash machine in last 12 months	134,873	53.6%	105
Own any stock	21,402	8.5%	93
Own U.S. savings bond	16,839	6.7%	98
Own shares in mutual fund (stock)	18,911	7.5%	80
Own shares in mutual fund (bonds)	14,967	5.9%	101
Used full service brokerage firm in last 12 months	14,882	5.9%	95
Have savings account	82,453	32.8%	90
Have 401K retirement savings	40,638	16.2%	91
Did banking over the Internet in last 12 months	70,624	28.1%	103
Own any credit/debit card (in own name)	185,985	73.9%	100
Avg monthly credit card expenditures: <\$111	28,555	11.3%	83
Avg monthly credit card expenditures: \$111-225	19,146	7.6%	98
Avg monthly credit card expenditures: \$226-450	22,343	8.9%	119
Avg monthly credit card expenditures: \$451-700	18,845	7.5%	117
Avg monthly credit card expenditures: \$701+	38,801	15.4%	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.



Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	163,443	65.0%	92
Used bread in last 6 months	237,565	94.4%	98
Used chicken/turkey (fresh or frozen) in last 6 months	190,853	75.8%	98
Used fish/seafood (fresh or frozen) in last 6 months	128,215	51.0%	97
Used fresh fruit/vegetables in last 6 months	216,830	86.2%	99
Used fresh milk in last 6 months	220,554	87.7%	97
Health (Adults)			
Exercise at home 2+ times per week	72,060	28.6%	95
Exercise at club 2+ times per week	41,707	16.6%	133
Visited a doctor in last 12 months	189,034	75.1%	97
Used vitamin/dietary supplement in last 6 months	118,312	47.0%	97
Home (Households)			
Any home improvement in last 12 months	26,888	28.6%	90
Used housekeeper/maid/prof HH cleaning service in the last 12 months	18,490	19.6%	125
Purchased any HH furnishing in last 12 months	27,361	29.1%	97
Purchased bedding/bath goods in last 12 months	49,919	53.0%	97
Purchased cooking/serving product in last 12 months	24,376	25.9%	94
Bought any kitchen appliance in last 12 months	14,507	15.4%	88
Insurance (Adults)			
Currently carry any life insurance	92,918	36.9%	78
Have medical/hospital/accident insurance	180,283	71.6%	100
Carry homeowner insurance	120,680	48.0%	92
Carry renter insurance	15,050	6.0%	97
Have auto/other vehicle insurance	207,968	82.7%	100
Pets (Households)			
HH owns any pet	44,500	47.3%	92
HH owns any cat	16,173	17.2%	72
HH owns any dog	31,884	33.9%	90
Reading Materials (Adults)			
Bought book in last 12 months	123,244	49.0%	98
Read any daily newspaper	92,972	36.9%	90
Heavy magazine reader	53,674	21.3%	107
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	191,414	76.1%	106
Went to family restaurant/steak house last mo: <2 times	67,940	27.0%	105
Went to family restaurant/steak house last mo: 2-4 times	77,120	30.6%	114
Went to family restaurant/steak house last mo: 5+ times	46,383	18.4%	95
Went to fast food/drive-in restaurant in last 6 mo	224,917	89.4%	101
Went to fast food/drive-in restaurant <6 times/mo	95,765	38.1%	109
Went to fast food/drive-in restaurant 6-13 times/mo	67,200	26.7%	93
Went to fast food/drive-in restaurant 14+ times/mo	61,909	24.6%	99
Fast food/drive-in last 6 mo: eat in	98,580	39.2%	104
Fast food/drive-in last 6 mo: home delivery	29,122	11.6%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	115,651	46.0%	88
Fast food/drive-in last 6 mo: take-out/walk-in	66,361	26.4%	107

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Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	60,538	64.3%	100
HH average monthly long distance phone bill: <\$16	25,510	27.1%	98
HH average monthly long distance phone bill: \$16-25	11,245	11.9%	105
HH average monthly long distance phone bill: \$26-59	8,801	9.3%	102
HH average monthly long distance phone bill: \$60+	3,717	3.9%	88
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	17,419	18.5%	93
HH owns 2 TVs	23,429	24.9%	95
HH owns 3 TVs	22,607	24.0%	107
HH owns 4+ TVs	20,332	21.6%	103
HH subscribes to cable TV	56,672	60.2%	104
HH Purchased audio equipment in last 12 months	8,916	9.5%	97
HH Purchased CD player in last 12 months	3,528	3.7%	97
HH Purchased DVD player in last 12 months	9,351	9.9%	102
HH Purchased MP3 player in last 12 months	28,576	11.4%	111
HH Purchased video game system in last 12 months	12,267	13.0%	121
Travel (Adults)			
Domestic travel in last 12 months	128,905	51.2%	98
Took 3+ domestic trips in last 12 months	29,532	11.7%	79
Spent on domestic vacations last 12 mo: <\$1000	32,157	12.8%	101
Spent on domestic vacations last 12 mo: \$1000-\$1499	15,856	6.3%	94
Spent on domestic vacations last 12 mo: \$1500-\$1999	12,605	5.0%	122
Spent on domestic vacations last 12 mo: \$2000-\$2999	12,137	4.8%	116
Spent on domestic vacations last 12 mo: \$3000+	11,803	4.7%	93
Foreign travel in last 3 years	101,939	40.5%	155
Took 3+ foreign trips by plane in last 3 years	17,815	7.1%	147
Spent on foreign vacations last 12 mo: <\$1000	19,448	7.7%	129
Spent on foreign vacations last 12 mo: \$1000-\$2999	19,269	7.7%	186
Spent on foreign vacations last 12 mo: \$3000+	19,740	7.8%	158
Stayed 1+ nights at hotel/motel in last 12 months	100,104	39.8%	98

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.

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Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Demographic Summary		2011	2016
Population		1,506,823	1,528,680
Population 18+		1,124,939	1,146,358
Households		438,957	445,670
Median Household Income		\$62,713	\$75,196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	581,258	51.7%	104
Bought any women's apparel in last 12 months	473,858	42.1%	93
Bought apparel for child <13 in last 6 months	347,838	30.9%	109
Bought any shoes in last 12 months	572,373	50.9%	98
Bought costume jewelry in last 12 months	221,655	19.7%	94
Bought any fine jewelry in last 12 months	254,334	22.6%	103
Bought a watch in last 12 months	195,279	17.4%	90
Automobiles (Households)			
HH owns/leases any vehicle	371,482	84.6%	98
HH bought/leased new vehicle last 12 mo	45,661	10.4%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	955,027	84.9%	98
Bought/changed motor oil in last 12 months	490,014	43.6%	84
Had tune-up in last 12 months	419,513	37.3%	120
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	787,415	70.0%	113
Drank regular cola in last 6 months	608,999	54.1%	106
Drank beer/ale in last 6 months	504,453	44.8%	105
Cameras & Film (Adults)			
Bought any camera in last 12 months	122,179	10.9%	85
Bought film in last 12 months	182,895	16.3%	85
Bought digital camera in last 12 months	70,847	6.3%	92
Bought memory card for camera in last 12 months	88,778	7.9%	103
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	405,036	36.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	212,477	18.9%	89
Avg monthly cell/mobile phone/PDA bill: \$50-99	406,079	36.1%	111
Avg monthly cell/mobile phone/PDA bill: \$100+	259,686	23.1%	109
Computers (Households)			
HH owns a personal computer	350,951	80.0%	108
Spent <\$500 on most recent home PC purchase	32,300	7.4%	85
Spent \$500-\$999 on most recent home PC purchase	70,370	16.0%	90
Spent \$1000-\$1499 on most recent home PC purchase	58,582	13.3%	102
Spent \$1500-\$1999 on most recent home PC purchase	37,076	8.4%	118
Spent \$2000+ on most recent home PC purchase	32,066	7.3%	116

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Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	635,905	56.5%	94
Bought cigarettes at convenience store in last 30 days	115,164	10.2%	66
Bought gas at convenience store in last 30 days	235,707	21.0%	63
Spent at convenience store in last 30 days: <\$20	134,036	11.9%	124
Spent at convenience store in last 30 days: \$20-39	125,703	11.2%	110
Spent at convenience store in last 30 days: \$40+	306,893	27.3%	76
Entertainment (Adults)			
Attended movies in last 6 months	722,197	64.2%	109
Went to live theater in last 12 months	134,536	12.0%	90
Went to a bar/night club in last 12 months	187,482	16.7%	87
Dined out in last 12 months	537,649	47.8%	97
Gambled at a casino in last 12 months	207,139	18.4%	115
Visited a theme park in last 12 months	321,517	28.6%	133
DVDs rented in last 30 days: 1	27,088	2.4%	91
DVDs rented in last 30 days: 2	50,539	4.5%	97
DVDs rented in last 30 days: 3	42,649	3.8%	118
DVDs rented in last 30 days: 4	45,602	4.1%	106
DVDs rented in last 30 days: 5+	160,428	14.3%	108
DVDs purchased in last 30 days: 1	54,557	4.9%	97
DVDs purchased in last 30 days: 2	41,971	3.7%	79
DVDs purchased in last 30 days: 3-4	50,666	4.5%	98
DVDs purchased in last 30 days: 5+	59,233	5.3%	102
Spent on toys/games in last 12 months: <\$50	58,277	5.2%	85
Spent on toys/games in last 12 months: \$50-\$99	39,101	3.5%	126
Spent on toys/games in last 12 months: \$100-\$199	80,459	7.2%	100
Spent on toys/games in last 12 months: \$200-\$499	108,824	9.7%	90
Spent on toys/games in last 12 months: \$500+	56,589	5.0%	88
Financial (Adults)			
Have home mortgage (1st)	185,733	16.5%	86
Used ATM/cash machine in last 12 months	576,051	51.2%	101
Own any stock	93,487	8.3%	90
Own U.S. savings bond	70,638	6.3%	92
Own shares in mutual fund (stock)	85,045	7.6%	81
Own shares in mutual fund (bonds)	63,783	5.7%	96
Used full service brokerage firm in last 12 months	64,329	5.7%	92
Have savings account	356,395	31.7%	87
Have 401K retirement savings	170,587	15.2%	86
Did banking over the Internet in last 12 months	293,994	26.1%	95
Own any credit/debit card (in own name)	800,785	71.2%	96
Avg monthly credit card expenditures: <\$111	127,029	11.3%	82
Avg monthly credit card expenditures: \$111-225	83,675	7.4%	96
Avg monthly credit card expenditures: \$226-450	91,872	8.2%	109
Avg monthly credit card expenditures: \$451-700	73,588	6.5%	103
Avg monthly credit card expenditures: \$701+	159,415	14.2%	105

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Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	738,584	65.7%	93
Used bread in last 6 months	1,064,327	94.6%	98
Used chicken/turkey (fresh or frozen) in last 6 months	848,057	75.4%	98
Used fish/seafood (fresh or frozen) in last 6 months	574,735	51.1%	97
Used fresh fruit/vegetables in last 6 months	973,763	86.6%	99
Used fresh milk in last 6 months	996,811	88.6%	98
Health (Adults)			
Exercise at home 2+ times per week	315,082	28.0%	93
Exercise at club 2+ times per week	170,683	15.2%	122
Visited a doctor in last 12 months	828,928	73.7%	95
Used vitamin/dietary supplement in last 6 months	510,603	45.4%	94
Home (Households)			
Any home improvement in last 12 months	122,712	28.0%	89
Used housekeeper/maid/prof HH cleaning service in the last 12 months	83,705	19.1%	121
Purchased any HH furnishing in last 12 months	125,219	28.5%	95
Purchased bedding/bath goods in last 12 months	234,325	53.4%	98
Purchased cooking/serving product in last 12 months	116,115	26.5%	96
Bought any kitchen appliance in last 12 months	67,748	15.4%	89
Insurance (Adults)			
Currently carry any life insurance	407,692	36.2%	76
Have medical/hospital/accident insurance	766,179	68.1%	95
Carry homeowner insurance	511,172	45.4%	87
Carry renter insurance	61,994	5.5%	89
Have auto/other vehicle insurance	921,011	81.9%	99
Pets (Households)			
HH owns any pet	210,786	48.0%	93
HH owns any cat	76,817	17.5%	73
HH owns any dog	154,687	35.2%	94
Reading Materials (Adults)			
Bought book in last 12 months	542,038	48.2%	96
Read any daily newspaper	418,028	37.2%	90
Heavy magazine reader	237,136	21.1%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	827,514	73.6%	102
Went to family restaurant/steak house last mo: <2 times	297,046	26.4%	103
Went to family restaurant/steak house last mo: 2-4 times	330,836	29.4%	109
Went to family restaurant/steak house last mo: 5+ times	199,683	17.8%	92
Went to fast food/drive-in restaurant in last 6 mo	1,001,268	89.0%	101
Went to fast food/drive-in restaurant <6 times/mo	419,112	37.3%	107
Went to fast food/drive-in restaurant 6-13 times/mo	307,715	27.4%	95
Went to fast food/drive-in restaurant 14+ times/mo	274,251	24.4%	98
Fast food/drive-in last 6 mo: eat in	436,541	38.8%	103
Fast food/drive-in last 6 mo: home delivery	137,765	12.2%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	509,666	45.3%	87
Fast food/drive-in last 6 mo: take-out/walk-in	281,591	25.0%	102

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Retail Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	276,761	63.1%	98
HH average monthly long distance phone bill: <\$16	108,044	24.6%	89
HH average monthly long distance phone bill: \$16-25	52,201	11.9%	104
HH average monthly long distance phone bill: \$26-59	43,454	9.9%	108
HH average monthly long distance phone bill: \$60+	18,813	4.3%	96
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	86,813	19.8%	100
HH owns 2 TVs	107,443	24.5%	93
HH owns 3 TVs	101,832	23.2%	104
HH owns 4+ TVs	93,487	21.3%	102
HH subscribes to cable TV	261,498	59.6%	103
HH Purchased audio equipment in last 12 months	42,820	9.8%	100
HH Purchased CD player in last 12 months	17,195	3.9%	101
HH Purchased DVD player in last 12 months	43,582	9.9%	102
HH Purchased MP3 player in last 12 months	136,498	12.1%	119
HH Purchased video game system in last 12 months	55,524	12.6%	117
Travel (Adults)			
Domestic travel in last 12 months	546,418	48.6%	93
Took 3+ domestic trips in last 12 months	134,475	12.0%	80
Spent on domestic vacations last 12 mo: <\$1000	135,216	12.0%	95
Spent on domestic vacations last 12 mo: \$1000-\$1499	63,007	5.6%	83
Spent on domestic vacations last 12 mo: \$1500-\$1999	51,789	4.6%	112
Spent on domestic vacations last 12 mo: \$2000-\$2999	50,728	4.5%	109
Spent on domestic vacations last 12 mo: \$3000+	55,254	4.9%	97
Foreign travel in last 3 years	415,684	37.0%	142
Took 3+ foreign trips by plane in last 3 years	76,782	6.8%	141
Spent on foreign vacations last 12 mo: <\$1000	78,890	7.0%	117
Spent on foreign vacations last 12 mo: \$1000-\$2999	71,076	6.3%	154
Spent on foreign vacations last 12 mo: \$3000+	77,758	6.9%	139
Stayed 1+ nights at hotel/motel in last 12 months	418,479	37.2%	92

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.

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Restaurant Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Demographic Summary		2011	2016
Population		21,040	21,093
Population 18+		16,007	16,121
Households		5,890	5,912
Median Household Income		\$42,709	\$51,023
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	11,462	71.6%	100
Family restaurant/steak house last month: <2 times	4,355	27.2%	106
Family restaurant/steak house last month: 2-4 times	4,332	27.1%	101
Family restaurant/steak house last month: 5+ times	2,773	17.3%	89
Family restaurant/steak house last 6 months: breakfast	1,872	11.7%	89
Family restaurant/steak house last 6 months: lunch	3,436	21.5%	87
Family restaurant/steak house last 6 months: snack	920	5.7%	205
Family restaurant/steak house last 6 months: dinner	7,365	46.0%	87
Family restaurant/steak house last 6 months: weekday	4,926	30.8%	80
Family restaurant/steak house last 6 months: weekend	7,021	43.9%	99
Family restaurant/steak house last 6 months: Applebee's	2,918	18.2%	72
Family restaurant/steak house last 6 months: Bennigan's	323	2.0%	91
Family restaurant/steak house last 6 months: Bob Evans Farm	393	2.5%	54
Family restaurant/steak house last 6 months: Cheesecake Factory	1,707	10.7%	160
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,701	10.6%	91
Family restaurant/steak house last 6 months: Cracker Barrel	1,087	6.8%	62
Family restaurant/steak house last 6 months: Denny's	2,796	17.5%	193
Family restaurant/steak house last 6 months: Friendly's	613	3.8%	97
Family restaurant/steak house last 6 months: Golden Corral	952	5.9%	83
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,243	14.0%	120
Family restaurant/steak house last 6 months: Lone Star Steakhouse	330	2.1%	77
Family restaurant/steak house last 6 months: Old Country Buffet	348	2.2%	77
Family restaurant/steak house last 6 months: Olive Garden	2,757	17.2%	97
Family restaurant/steak house last 6 months: Outback Steakhouse	1,435	9.0%	79
Family restaurant/steak house last 6 months: Perkins	337	2.1%	59
Family restaurant/steak house last 6 months: Red Lobster	1,963	12.3%	91
Family restaurant/steak house last 6 months: Red Robin	798	5.0%	89
Family restaurant/steak house last 6 months: Ruby Tuesday	1,129	7.1%	85
Family restaurant/steak house last 6 months: Ryan's	311	1.9%	52
Family restaurant/steak house last 6 months: Sizzler	1,618	10.1%	331
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,478	9.2%	90
Went to fast food/drive-in restaurant in last 6 months	14,098	88.1%	99
Went to fast food/drive-in restaurant <6 times/month	5,755	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/month	4,032	25.2%	87
Went to fast food/drive-in restaurant 14+ times/month	4,310	26.9%	108
Fast food/drive-in last 6 months: breakfast	3,574	22.3%	82
Fast food/drive-in last 6 months: lunch	8,185	51.1%	87
Fast food/drive-in last 6 months: snack	3,409	21.3%	122
Fast food/drive-in last 6 months: dinner	6,566	41.0%	85

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Restaurant Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 1 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	8,768	54.8%	83
Fast food/drive-in last 6 months: weekend	8,281	51.7%	107
Fast food/drive-in last 6 months: A & W	518	3.2%	72
Fast food/drive-in last 6 months: Arby's	1,332	8.3%	41
Fast food/drive-in last 6 months: Boston Market	901	5.6%	117
Fast food/drive-in last 6 months: Burger King	5,401	33.7%	94
Fast food/drive-in last 6 months: Captain D's	402	2.5%	50
Fast food/drive-in last 6 months: Carl's Jr.	3,284	20.5%	323
Fast food/drive-in last 6 months: Checkers	432	2.7%	85
Fast food/drive-in last 6 months: Chick-fil-A	786	4.9%	38
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,086	6.8%	110
Fast food/drive-in last 6 months: Chuck E. Cheese	1,131	7.1%	158
Fast food/drive-in last 6 months: Church's Fr. Chicken	604	3.8%	88
Fast food/drive-in last 6 months: Dairy Queen	862	5.4%	34
Fast food/drive-in last 6 months: Del Taco	1,561	9.8%	285
Fast food/drive-in last 6 months: Domino's Pizza	2,537	15.8%	118
Fast food/drive-in last 6 months: Dunkin' Donuts	2,003	12.5%	109
Fast food/drive-in last 6 months: Fuddruckers	350	2.2%	77
Fast food/drive-in last 6 months: Hardee's	551	3.4%	51
Fast food/drive-in last 6 months: Jack in the Box	3,705	23.1%	220
Fast food/drive-in last 6 months: KFC	4,716	29.5%	108
Fast food/drive-in last 6 months: Little Caesars	1,380	8.6%	118
Fast food/drive-in last 6 months: Long John Silver's	557	3.5%	56
Fast food/drive-in last 6 months: McDonald's	8,264	51.6%	93
Fast food/drive-in last 6 months: Panera Bread	958	6.0%	61
Fast food/drive-in last 6 months: Papa John's	975	6.1%	70
Fast food/drive-in last 6 months: Pizza Hut	2,821	17.6%	80
Fast food/drive-in last 6 months: Popeyes	1,650	10.3%	141
Fast food/drive-in last 6 months: Quiznos	1,587	9.9%	109
Fast food/drive-in last 6 months: Sonic Drive-In	1,344	8.4%	71
Fast food/drive-in last 6 months: Starbucks	3,073	19.2%	128
Fast food/drive-in last 6 months: Steak n Shake	554	3.5%	69
Fast food/drive-in last 6 months: Subway	4,928	30.8%	97
Fast food/drive-in last 6 months: Taco Bell	5,404	33.8%	105
Fast food/drive-in last 6 months: Wendy's	3,118	19.5%	63
Fast food/drive-in last 6 months: Whataburger	705	4.4%	90
Fast food/drive-in last 6 months: White Castle	588	3.7%	92
Fast food/drive-in last 6 months: eat in	6,298	39.3%	105
Fast food/drive-in last 6 months: home delivery	1,799	11.2%	108
Fast food/drive-in last 6 months: take-out/drive-thru	6,410	40.0%	77
Fast food/drive-in last 6 months: take-out/walk-in	4,002	25.0%	102

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.



Restaurant Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Demographic Summary		2011	2016
Population		330,102	331,703
Population 18+		251,621	254,126
Households		94,176	94,790
Median Household Income		\$70,575	\$80,592
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	191,414	76.1%	106
Family restaurant/steak house last month: <2 times	67,940	27.0%	105
Family restaurant/steak house last month: 2-4 times	77,120	30.6%	114
Family restaurant/steak house last month: 5+ times	46,383	18.4%	95
Family restaurant/steak house last 6 months: breakfast	31,964	12.7%	97
Family restaurant/steak house last 6 months: lunch	64,390	25.6%	103
Family restaurant/steak house last 6 months: snack	11,373	4.5%	161
Family restaurant/steak house last 6 months: dinner	133,317	53.0%	100
Family restaurant/steak house last 6 months: weekday	88,785	35.3%	92
Family restaurant/steak house last 6 months: weekend	119,533	47.5%	107
Family restaurant/steak house last 6 months: Applebee's	51,386	20.4%	81
Family restaurant/steak house last 6 months: Bennigan's	6,059	2.4%	108
Family restaurant/steak house last 6 months: Bob Evans Farm	8,613	3.4%	76
Family restaurant/steak house last 6 months: Cheesecake Factory	30,942	12.3%	184
Family restaurant/steak house last 6 months: Chili's Grill & Bar	32,479	12.9%	111
Family restaurant/steak house last 6 months: Cracker Barrel	24,612	9.8%	89
Family restaurant/steak house last 6 months: Denny's	43,834	17.4%	192
Family restaurant/steak house last 6 months: Friendly's	11,170	4.4%	113
Family restaurant/steak house last 6 months: Golden Corral	15,810	6.3%	87
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	37,167	14.8%	126
Family restaurant/steak house last 6 months: Lone Star Steakhouse	6,485	2.6%	96
Family restaurant/steak house last 6 months: Old Country Buffet	5,826	2.3%	82
Family restaurant/steak house last 6 months: Olive Garden	46,000	18.3%	103
Family restaurant/steak house last 6 months: Outback Steakhouse	26,642	10.6%	93
Family restaurant/steak house last 6 months: Perkins	7,196	2.9%	79
Family restaurant/steak house last 6 months: Red Lobster	31,258	12.4%	93
Family restaurant/steak house last 6 months: Red Robin	15,046	6.0%	106
Family restaurant/steak house last 6 months: Ruby Tuesday	22,312	8.9%	107
Family restaurant/steak house last 6 months: Ryan's	5,474	2.2%	58
Family restaurant/steak house last 6 months: Sizzler	20,482	8.1%	266
Family restaurant/steak house last 6 months: T.G.I. Friday's	29,590	11.8%	114
Went to fast food/drive-in restaurant in last 6 months	224,917	89.4%	101
Went to fast food/drive-in restaurant <6 times/month	95,765	38.1%	109
Went to fast food/drive-in restaurant 6-13 times/month	67,200	26.7%	93
Went to fast food/drive-in restaurant 14+ times/month	61,909	24.6%	99
Fast food/drive-in last 6 months: breakfast	63,493	25.2%	92
Fast food/drive-in last 6 months: lunch	141,019	56.0%	95
Fast food/drive-in last 6 months: snack	50,225	20.0%	115
Fast food/drive-in last 6 months: dinner	108,541	43.1%	89

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Restaurant Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 5 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	151,285	60.1%	91
Fast food/drive-in last 6 months: weekend	128,679	51.1%	106
Fast food/drive-in last 6 months: A & W	8,217	3.3%	72
Fast food/drive-in last 6 months: Arby's	28,789	11.4%	56
Fast food/drive-in last 6 months: Boston Market	14,132	5.6%	117
Fast food/drive-in last 6 months: Burger King	79,171	31.5%	87
Fast food/drive-in last 6 months: Captain D's	8,426	3.3%	66
Fast food/drive-in last 6 months: Carl's Jr.	51,570	20.5%	322
Fast food/drive-in last 6 months: Checkers	7,654	3.0%	96
Fast food/drive-in last 6 months: Chick-fil-A	15,691	6.2%	48
Fast food/drive-in last 6 months: Chipotle Mex. Grill	17,471	6.9%	113
Fast food/drive-in last 6 months: Chuck E. Cheese	15,703	6.2%	139
Fast food/drive-in last 6 months: Church's Fr. Chicken	9,268	3.7%	86
Fast food/drive-in last 6 months: Dairy Queen	16,354	6.5%	41
Fast food/drive-in last 6 months: Del Taco	26,249	10.4%	305
Fast food/drive-in last 6 months: Domino's Pizza	37,140	14.8%	110
Fast food/drive-in last 6 months: Dunkin' Donuts	27,603	11.0%	95
Fast food/drive-in last 6 months: Fuddruckers	7,330	2.9%	103
Fast food/drive-in last 6 months: Hardee's	10,077	4.0%	60
Fast food/drive-in last 6 months: Jack in the Box	59,923	23.8%	226
Fast food/drive-in last 6 months: KFC	69,268	27.5%	100
Fast food/drive-in last 6 months: Little Caesars	21,453	8.5%	117
Fast food/drive-in last 6 months: Long John Silver's	10,253	4.1%	65
Fast food/drive-in last 6 months: McDonald's	126,249	50.2%	90
Fast food/drive-in last 6 months: Panera Bread	21,256	8.4%	87
Fast food/drive-in last 6 months: Papa John's	13,138	5.2%	60
Fast food/drive-in last 6 months: Pizza Hut	40,894	16.3%	74
Fast food/drive-in last 6 months: Popeyes	20,212	8.0%	110
Fast food/drive-in last 6 months: Quiznos	27,139	10.8%	119
Fast food/drive-in last 6 months: Sonic Drive-In	24,504	9.7%	83
Fast food/drive-in last 6 months: Starbucks	56,719	22.5%	150
Fast food/drive-in last 6 months: Steak n Shake	11,417	4.5%	90
Fast food/drive-in last 6 months: Subway	78,065	31.0%	98
Fast food/drive-in last 6 months: Taco Bell	83,897	33.3%	104
Fast food/drive-in last 6 months: Wendy's	51,820	20.6%	67
Fast food/drive-in last 6 months: Whataburger	12,066	4.8%	99
Fast food/drive-in last 6 months: White Castle	9,232	3.7%	92
Fast food/drive-in last 6 months: eat in	98,580	39.2%	104
Fast food/drive-in last 6 months: home delivery	29,122	11.6%	111
Fast food/drive-in last 6 months: take-out/drive-thru	115,651	46.0%	88
Fast food/drive-in last 6 months: take-out/walk-in	66,361	26.4%	107

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Restaurant Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Demographic Summary		2011	2016
Population		1,506,823	1,528,680
Population 18+		1,124,939	1,146,358
Households		438,957	445,670
Median Household Income		\$62,713	\$75,196
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	827,514	73.6%	102
Family restaurant/steak house last month: <2 times	297,046	26.4%	103
Family restaurant/steak house last month: 2-4 times	330,836	29.4%	109
Family restaurant/steak house last month: 5+ times	199,683	17.8%	92
Family restaurant/steak house last 6 months: breakfast	142,020	12.6%	96
Family restaurant/steak house last 6 months: lunch	269,061	23.9%	96
Family restaurant/steak house last 6 months: snack	51,100	4.5%	162
Family restaurant/steak house last 6 months: dinner	572,576	50.9%	96
Family restaurant/steak house last 6 months: weekday	383,069	34.1%	89
Family restaurant/steak house last 6 months: weekend	519,124	46.1%	104
Family restaurant/steak house last 6 months: Applebee's	230,577	20.5%	81
Family restaurant/steak house last 6 months: Bennigan's	26,203	2.3%	105
Family restaurant/steak house last 6 months: Bob Evans Farm	29,097	2.6%	57
Family restaurant/steak house last 6 months: Cheesecake Factory	120,773	10.7%	161
Family restaurant/steak house last 6 months: Chili's Grill & Bar	139,565	12.4%	106
Family restaurant/steak house last 6 months: Cracker Barrel	90,689	8.1%	73
Family restaurant/steak house last 6 months: Denny's	176,001	15.6%	173
Family restaurant/steak house last 6 months: Friendly's	48,418	4.3%	110
Family restaurant/steak house last 6 months: Golden Corral	66,738	5.9%	83
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	159,074	14.1%	121
Family restaurant/steak house last 6 months: Lone Star Steakhouse	24,953	2.2%	82
Family restaurant/steak house last 6 months: Old Country Buffet	24,911	2.2%	79
Family restaurant/steak house last 6 months: Olive Garden	185,866	16.5%	93
Family restaurant/steak house last 6 months: Outback Steakhouse	116,206	10.3%	91
Family restaurant/steak house last 6 months: Perkins	26,723	2.4%	66
Family restaurant/steak house last 6 months: Red Lobster	130,965	11.6%	87
Family restaurant/steak house last 6 months: Red Robin	61,451	5.5%	97
Family restaurant/steak house last 6 months: Ruby Tuesday	90,609	8.1%	97
Family restaurant/steak house last 6 months: Ryan's	25,065	2.2%	60
Family restaurant/steak house last 6 months: Sizzler	83,528	7.4%	243
Family restaurant/steak house last 6 months: T.G.I. Friday's	135,411	12.0%	117
Went to fast food/drive-in restaurant in last 6 months	1,001,268	89.0%	101
Went to fast food/drive-in restaurant <6 times/month	419,112	37.3%	107
Went to fast food/drive-in restaurant 6-13 times/month	307,715	27.4%	95
Went to fast food/drive-in restaurant 14+ times/month	274,251	24.4%	98
Fast food/drive-in last 6 months: breakfast	286,979	25.5%	93
Fast food/drive-in last 6 months: lunch	617,498	54.9%	93
Fast food/drive-in last 6 months: snack	224,033	19.9%	114
Fast food/drive-in last 6 months: dinner	482,841	42.9%	89

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Restaurant Market Potential

Seasons Place 10-Mile Radius
 18558 E Gale Ave, Rowland Heights, CA 91748,
 Ring: 10 mile radius

Prepared by John HsuCCIM
 Latitude: 33.995207292
 Longitude: -117.8989005

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	659,330	58.6%	88
Fast food/drive-in last 6 months: weekend	574,163	51.0%	106
Fast food/drive-in last 6 months: A & W	39,133	3.5%	77
Fast food/drive-in last 6 months: Arby's	126,755	11.3%	55
Fast food/drive-in last 6 months: Boston Market	66,732	5.9%	124
Fast food/drive-in last 6 months: Burger King	366,129	32.5%	90
Fast food/drive-in last 6 months: Captain D's	35,849	3.2%	63
Fast food/drive-in last 6 months: Carl's Jr.	198,708	17.7%	278
Fast food/drive-in last 6 months: Checkers	34,880	3.1%	97
Fast food/drive-in last 6 months: Chick-fil-A	80,876	7.2%	56
Fast food/drive-in last 6 months: Chipotle Mex. Grill	77,108	6.9%	111
Fast food/drive-in last 6 months: Chuck E. Cheese	69,511	6.2%	138
Fast food/drive-in last 6 months: Church's Fr. Chicken	42,762	3.8%	89
Fast food/drive-in last 6 months: Dairy Queen	90,142	8.0%	51
Fast food/drive-in last 6 months: Del Taco	107,776	9.6%	280
Fast food/drive-in last 6 months: Domino's Pizza	175,805	15.6%	116
Fast food/drive-in last 6 months: Dunkin' Donuts	150,417	13.4%	116
Fast food/drive-in last 6 months: Fuddruckers	32,991	2.9%	104
Fast food/drive-in last 6 months: Hardee's	38,502	3.4%	51
Fast food/drive-in last 6 months: Jack in the Box	247,785	22.0%	209
Fast food/drive-in last 6 months: KFC	299,404	26.6%	97
Fast food/drive-in last 6 months: Little Caesars	94,912	8.4%	116
Fast food/drive-in last 6 months: Long John Silver's	40,848	3.6%	58
Fast food/drive-in last 6 months: McDonald's	568,178	50.5%	91
Fast food/drive-in last 6 months: Panera Bread	100,157	8.9%	91
Fast food/drive-in last 6 months: Papa John's	71,239	6.3%	73
Fast food/drive-in last 6 months: Pizza Hut	193,216	17.2%	78
Fast food/drive-in last 6 months: Popeyes	86,408	7.7%	105
Fast food/drive-in last 6 months: Quiznos	113,902	10.1%	111
Fast food/drive-in last 6 months: Sonic Drive-In	102,662	9.1%	78
Fast food/drive-in last 6 months: Starbucks	226,232	20.1%	134
Fast food/drive-in last 6 months: Steak n Shake	43,195	3.8%	76
Fast food/drive-in last 6 months: Subway	340,067	30.2%	96
Fast food/drive-in last 6 months: Taco Bell	368,301	32.7%	102
Fast food/drive-in last 6 months: Wendy's	250,866	22.3%	72
Fast food/drive-in last 6 months: Whataburger	56,669	5.0%	103
Fast food/drive-in last 6 months: White Castle	43,911	3.9%	98
Fast food/drive-in last 6 months: eat in	436,541	38.8%	103
Fast food/drive-in last 6 months: home delivery	137,765	12.2%	118
Fast food/drive-in last 6 months: take-out/drive-thru	509,666	45.3%	87
Fast food/drive-in last 6 months: take-out/walk-in	281,591	25.0%	102

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.

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