

Danville Market Analysis

2019

Featuring:

COMMUNITY PROFILE
MARKET ANALYTICS
CONSUMER DEMOGRAPHIC PROFILE
HOUSEHOLD SEGMENTATION PROFILE
CONSUMER DEMAND & MARKET SUPPLY ASSESSMENT
EMPLOYMENT PROFILE
VOID ANALYSIS
ECONOMIC DEVELOPMENT DIVISION CONTACT INFORMATION





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Insights Market Analytics

Town of Danville compared to Contra Costa County and California

INSIGHT Market Analytics consists of a group of maps, profiles, and assessments that provide insight into specified areas of interest with up-to-date trade area data.

Consumer Demographic Profile

An ECONSolutions Consumer Demographic Profile uses the STI: PopStats database with over 1,200 variables with a bottom-up methodology to deliver the highest accuracy level and dependable demographic data. The side by side comparison helps users visualize consumer changes as the market size differs.

Household Segmentation Profile

An ECONSolutions Household Segmentation Profile provides a deep understanding of consumer preferences, behavior and habits. Utilizing the Personix Lifestage database the report segments 70 household clusters into one of 21 Lifestage Groups and ranks the top 10 individual clusters allowing the user to identify the most concentrated groups with ease. The document includes links to the Personix Online Guide that provides clients with an in depth summary of each group and cluster.

Employment Profile

An ECONSolutions Employment Profile provides insight on the employment market located within a specific trade area. The Employment Profile breaks down Industry Groups as well as Occupational sectors to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding the types of businesses and the types of workers that are positioned near key areas of interest can greatly influence decisions.

Consumer Demand & Market Profile (GAP Analysis)

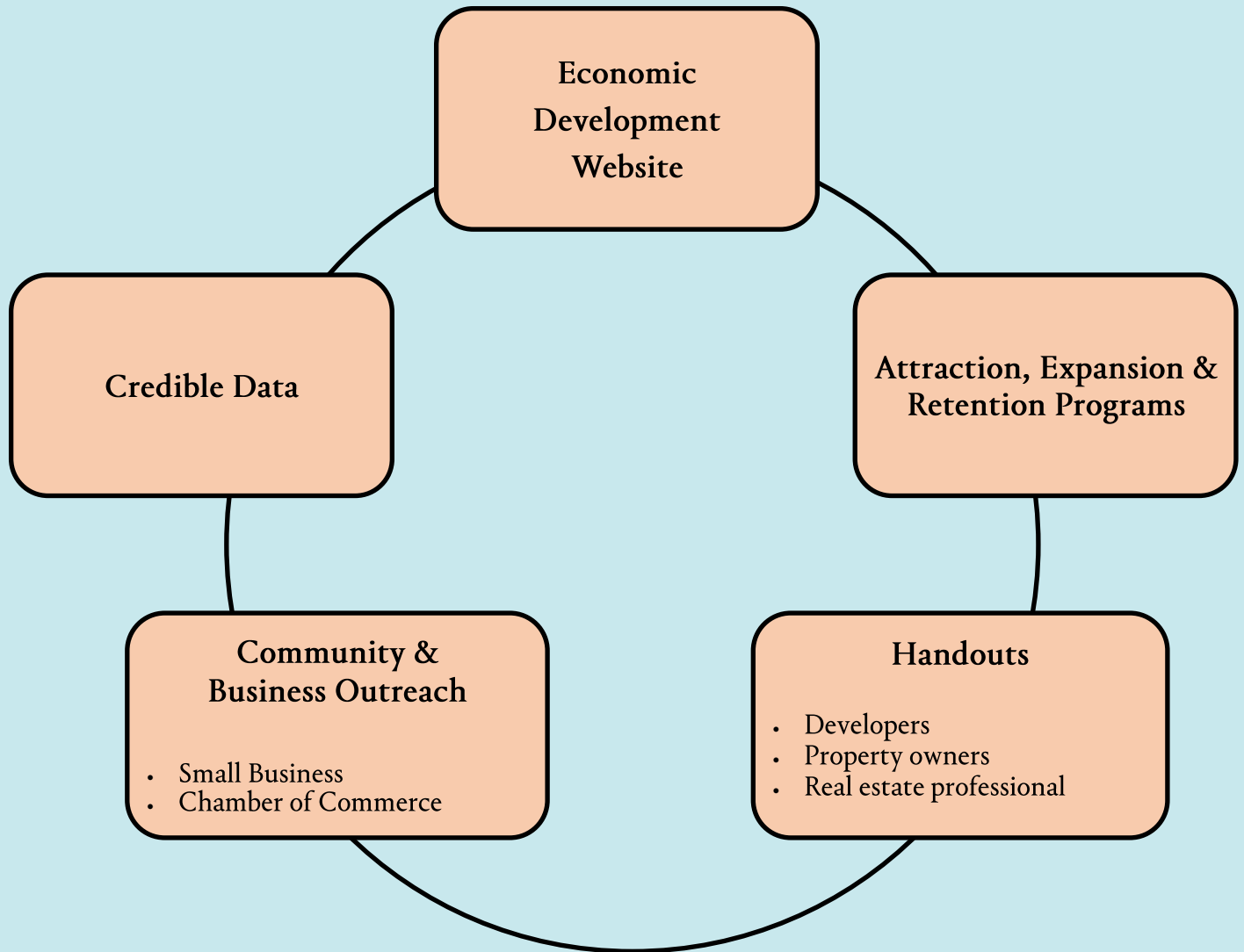
An ECONSolutions Consumer Demand & Market Supply Assessment examines opportunity/surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just an agencies boundaries, making it a useful tool to assist in development planning, recruitment strategies, and overall market analysis.



Insights Market Analytics

Applications

Below are samples of just some of the applications the following reports can be useful with:

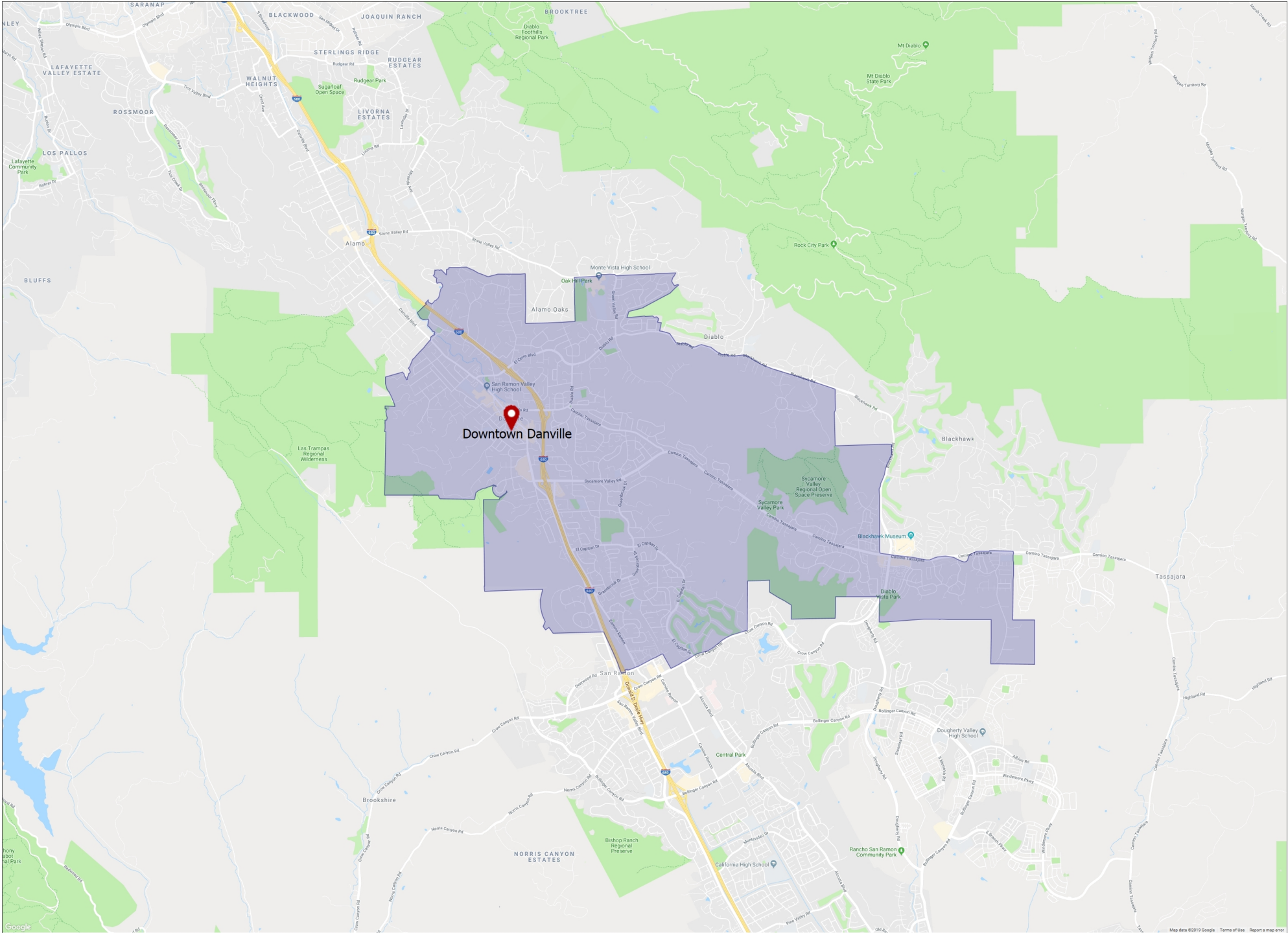


Consumer Demographic Profile

Town of Danville compared to
Contra Costa County and California

An ECONSolutions Consumer Demographic Profile uses the STI: PopStats database with over 1,200 variables with a bottom-up methodology to deliver the highest accuracy level and dependable demographic data. The side by side comparison helps users visualize consumer changes as the market size differs.

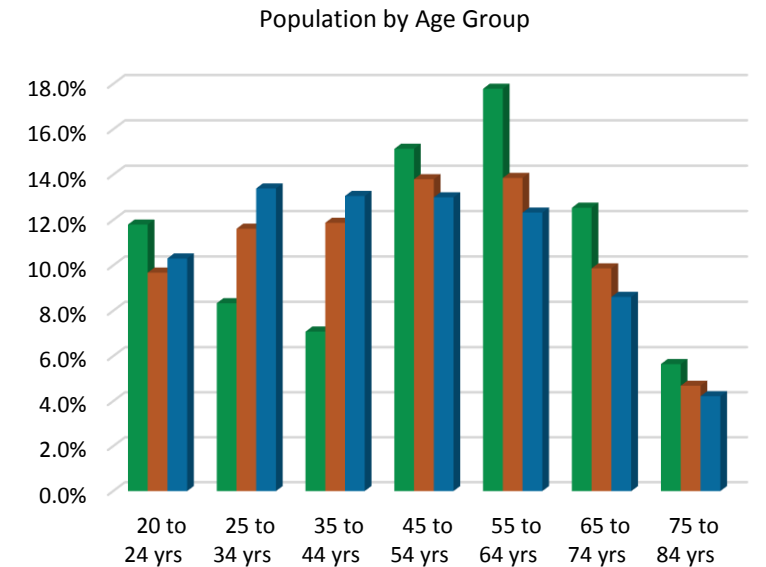
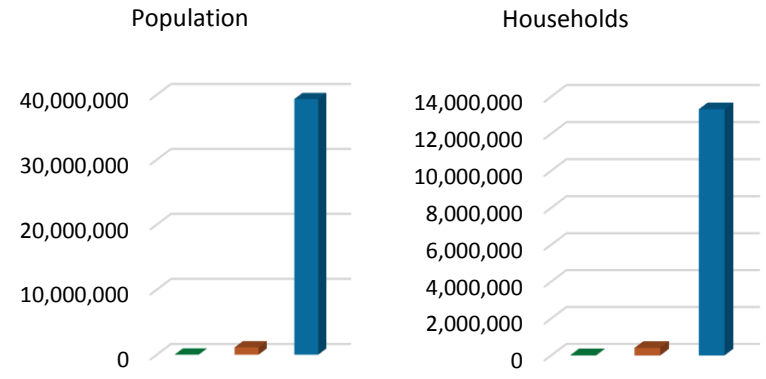




Consumer Demographic Profile

Site: Town of Danville
Date Report Created: 1/11/2019

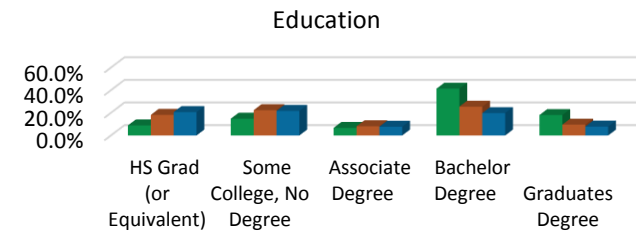
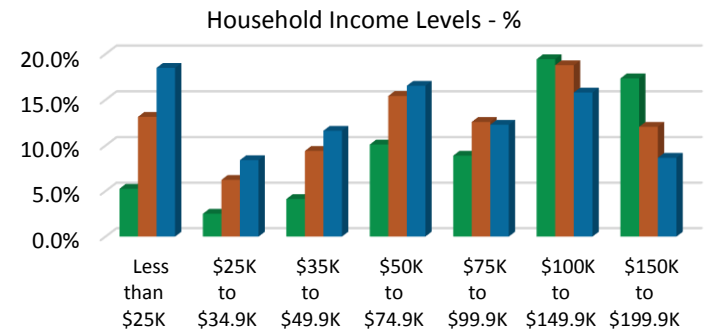
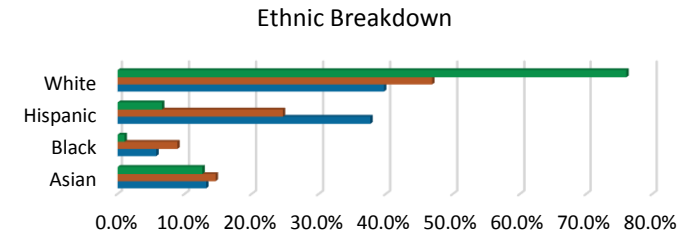
	Danville		Contra Costa County		California	
	#	%	#	%	#	%
Market Stats						
Population	43,963	---	1,140,964	---	39,336,819	---
5 Year Projected Pop	45,006	---	1,194,567	---	41,137,655	---
Pop Growth (%)	2.4%	---	4.7%	---	4.6%	---
Households	16,108	---	409,148	---	13,320,875	---
5 Year Projected HHs	16,480	---	428,523	---	13,937,642	---
HH Growth (%)	2.3%	---	4.7%	---	4.6%	---
Census Stats						
2000 Population	39,962	---	948,818	---	33,871,648	---
2010 Population	42,157	---	1,049,025	---	37,253,956	---
Pop Growth (%)	5.5%	---	10.6%	---	10.0%	---
2000 Households	14,224	---	344,132	---	11,502,864	---
2010 Households	15,445	---	375,364	---	12,577,498	---
HH Growth (%)	8.6%	---	9.1%	---	9.3%	---
Total Population by Age						
Average Age	43.3		40.1		38.6	
19 yrs & under	8,638	19.6%	260,251	22.8%	9,230,811	23.5%
20 to 24 yrs	5,188	11.8%	110,467	9.7%	4,054,595	10.3%
25 to 34 yrs	3,663	8.3%	132,532	11.6%	5,268,392	13.4%
35 to 44 yrs	3,113	7.1%	135,513	11.9%	5,137,629	13.1%
45 to 54 yrs	6,656	15.1%	157,443	13.8%	5,114,235	13.0%
55 to 64 yrs	7,821	17.8%	158,089	13.9%	4,849,643	12.3%
65 to 74 yrs	5,515	12.5%	112,596	9.9%	3,387,441	8.6%
75 to 84 yrs	2,483	5.6%	53,455	4.7%	1,660,199	4.2%
85 + yrs	887	2.0%	20,618	1.8%	633,874	1.6%
Population Bases						
20-34 yrs	8,851	20.1%	242,999	21.3%	9,322,987	23.7%
45-64 yrs	14,476	32.9%	315,532	27.7%	9,963,878	25.3%
16 yrs +	36,639	83.3%	910,562	79.8%	31,110,289	79.1%
25 yrs +	30,138	68.6%	770,246	67.5%	26,051,413	66.2%
65 yrs +	8,885	20.2%	186,669	16.4%	5,681,514	14.4%
75 yrs +	3,370	7.7%	74,073	6.5%	2,294,073	5.8%
85 yrs +	887	2.0%	20,618	1.8%	633,874	1.6%



Consumer Demographic Profile

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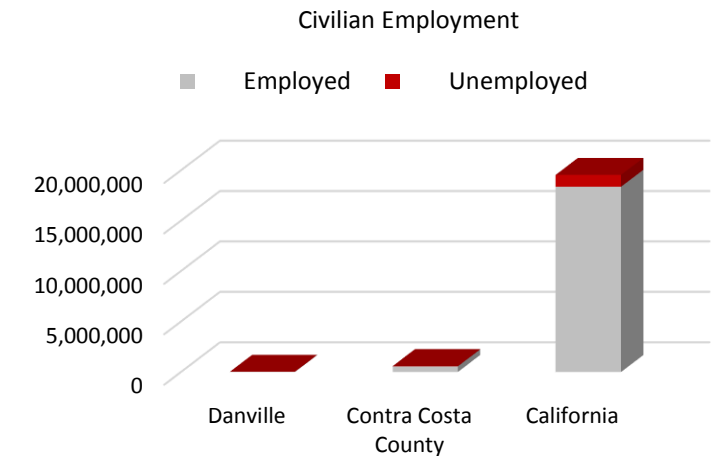
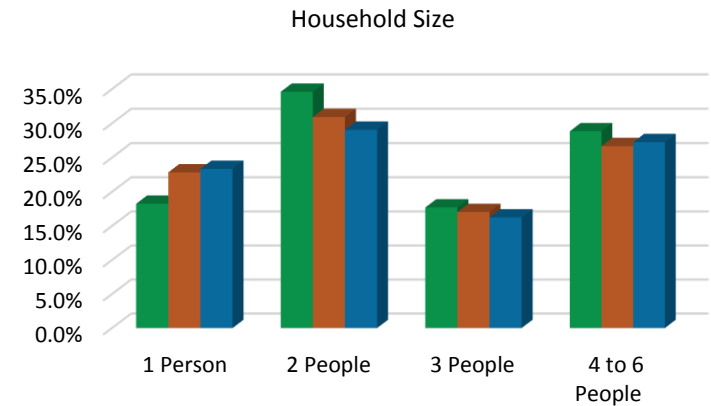
	Danville		Contra Costa County		California	
	#	%	#	%	#	%
Population by Race						
White	33,433	76.0%	534,923	46.9%	15,619,249	39.7%
Hispanic	2,904	6.6%	280,933	24.6%	14,815,216	37.7%
Black	451	1.0%	101,589	8.9%	2,266,323	5.8%
Asian	5,553	12.6%	166,613	14.6%	5,188,868	13.2%
Ancestry						
American Indian (ancestry)	49	0.1%	3,414	0.3%	170,860	0.4%
Hawaiin (ancestry)	64	0.1%	5,012	0.4%	138,107	0.4%
Household Income						
Per Capita Income	\$71,749	---	\$41,749	---	\$31,962	---
Average HH Income	\$195,823	---	\$116,423	---	\$94,384	---
Median HH Income	\$149,070	---	\$85,447	---	\$66,569	---
Less than \$25K	846	5.3%	53,761	13.1%	2,463,450	18.5%
\$25K to \$34.9K	405	2.5%	25,480	6.2%	1,119,370	8.4%
\$35K to \$49.9K	665	4.1%	38,528	9.4%	1,547,621	11.6%
\$50K to \$74.9K	1,629	10.1%	63,091	15.4%	2,202,195	16.5%
\$75K to \$99.9K	1,432	8.9%	51,475	12.6%	1,634,864	12.3%
\$100K to \$149.9K	3,131	19.4%	76,836	18.8%	2,104,487	15.8%
\$150K to \$199.9K	2,793	17.3%	49,309	12.1%	1,153,048	8.7%
\$200K +	5,209	32.3%	50,668	12.4%	1,095,840	8.2%
Education						
Less than 9th Grade	270	0.9%	45,512	5.9%	2,623,534	10.1%
Some HS, No Diploma	332	1.1%	39,901	5.2%	2,122,236	8.1%
HS Grad (or Equivalent)	2,702	9.0%	140,513	18.2%	5,391,313	20.7%
Some College, No Degree	4,494	14.9%	172,846	22.4%	5,663,477	21.7%
Associate Degree	2,037	6.8%	63,061	8.2%	2,034,058	7.8%
Bachelor Degree	12,483	41.4%	196,486	25.5%	5,160,328	19.8%
Graduates Degree	5,456	18.1%	74,279	9.6%	2,056,824	7.9%



Consumer Demographic Profile

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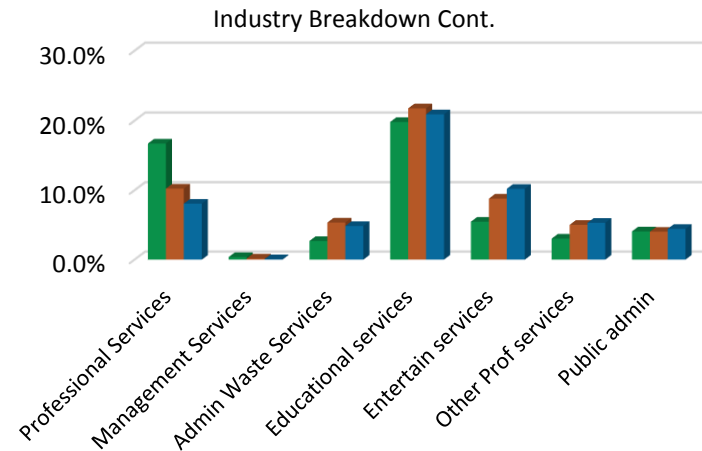
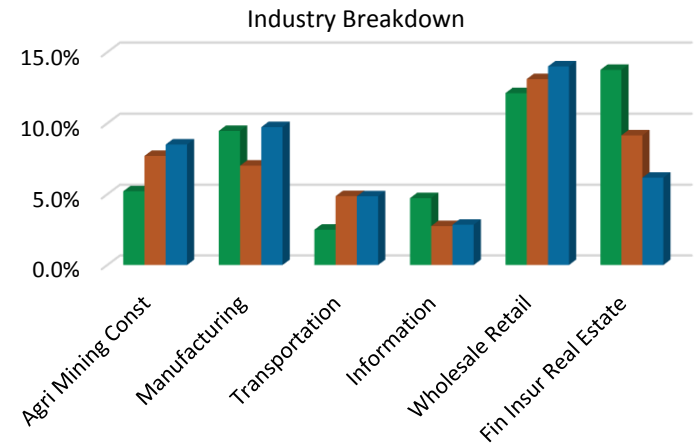
	Danville		Contra Costa County		California	
	#	%	#	%	#	%
Family Structure	12,589		291,388		9,222,427	
Single - Male	234	1.9%	11,322	3.9%	441,150	4.8%
Single - Female	669	5.3%	25,198	8.6%	893,743	9.7%
Single Parent - Male	269	2.1%	8,606	3.0%	354,181	3.8%
Single Parent - Female	546	4.3%	24,795	8.5%	904,349	9.8%
Married w/ Children	5,447	43.3%	101,684	34.9%	2,952,743	32.0%
Married w/out Children	5,424	43.1%	119,783	41.1%	3,676,261	39.9%
Household Size						
1 Person	2,942	18.3%	93,436	22.8%	3,110,722	23.4%
2 People	5,574	34.6%	126,493	30.9%	3,870,716	29.1%
3 People	2,854	17.7%	69,777	17.1%	2,164,571	16.2%
4 to 6 People	4,645	28.8%	109,128	26.7%	3,629,604	27.2%
7+ People	94	0.6%	10,314	2.5%	545,262	4.1%
Home Ownership	16,108		409,148		13,320,875	
Owners	13,358	82.9%	274,593	67.1%	7,465,697	56.0%
Renters	2,751	17.1%	134,555	32.9%	5,855,178	44.0%
Components of Change						
Births	429	1.0%	12,621	1.1%	471,204	1.2%
Deaths	398	0.9%	8,879	0.8%	275,291	0.7%
Migration	211	0.5%	4,922	0.4%	39,763	0.1%
Employment (Pop 16+)	36,639		910,562		31,110,289	
Armed Services	14	0.0%	749	0.1%	146,599	0.5%
Civilian	22,617	61.7%	585,989	64.4%	19,541,915	62.8%
Employed	21,899	59.8%	557,639	61.2%	18,368,262	59.0%
Unemployed	717	2.0%	28,350	3.1%	1,173,653	3.8%
Not in Labor Force	14,008	38.2%	323,824	35.6%	11,421,775	36.7%
Employed Population	21,899		557,639		18,368,262	
White Collar	19,036	86.9%	381,178	68.4%	11,530,093	62.8%
Blue Collar	2,863	13.1%	176,461	31.6%	6,838,169	37.2%



Consumer Demographic Profile

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	Danville		Contra Costa County		California	
	#	%	#	%	#	%
Employment By Occupation	21,899		557,639		18,368,262	
White Collar	19,036	86.9%	381,178	68.4%	11,530,093	62.8%
Managerial executive	7,706	35.2%	109,483	19.6%	2,799,851	15.2%
Prof specialty	6,295	28.7%	131,157	23.5%	4,079,623	22.2%
Healthcare support	271	1.2%	10,602	1.9%	357,736	1.9%
Sales	2,998	13.7%	61,639	11.1%	1,979,329	10.8%
Office Admin	1,767	8.1%	68,297	12.2%	2,313,554	12.6%
Blue Collar	2,863	13.1%	176,461	31.6%	6,838,169	37.2%
Protective	309	1.4%	11,511	2.1%	385,206	2.1%
Food Prep Serving	342	1.6%	26,240	4.7%	1,033,854	5.6%
Bldg Maint/Cleaning	111	0.5%	25,150	4.5%	793,673	4.3%
Personal Care	634	2.9%	24,462	4.4%	866,535	4.7%
Farming/Fishing/Forestry	10	0.0%	1,801	0.3%	310,439	1.7%
Construction	740	3.4%	44,098	7.9%	1,388,913	7.6%
Production Transp	718	3.3%	43,199	7.7%	2,059,549	11.2%
Employment By Industry	21,899		557,639		18,368,262	
Agri Mining Const	1,142	5.2%	42,985	7.7%	1,563,004	8.5%
Manufacturing	2,073	9.5%	39,159	7.0%	1,787,920	9.7%
Transportation	546	2.5%	27,166	4.9%	892,410	4.9%
Information	1,035	4.7%	15,358	2.8%	523,347	2.8%
Wholesale Retail	2,655	12.1%	73,113	13.1%	2,571,243	14.0%
Fin Insur Real Estate	3,014	13.8%	51,049	9.2%	1,133,855	6.2%
Professional Services	3,665	16.7%	57,089	10.2%	1,483,303	8.1%
Management Services	83	0.4%	908	0.2%	13,181	0.1%
Admin Waste Services	590	2.7%	29,864	5.4%	890,868	4.9%
Educational services	4,340	19.8%	121,355	21.8%	3,842,310	20.9%
Entertain services	1,199	5.5%	49,109	8.8%	1,875,152	10.2%
Other Prof services	665	3.0%	28,005	5.0%	976,496	5.3%
Public admin	893	4.1%	22,479	4.0%	815,173	4.4%



Household Segmentation Profile

Town of Danville compared to Contra Costa County and California

An ECONSolutions Household Segmentation Profile provides a deep understanding of consumer preferences, behavior and habits. Utilizing the Personix Lifestage database the report segments 70 household clusters into one of 21 Lifestage Groups and ranks the top 10 individual clusters allowing the user to identify the most concentrated groups with ease. The document includes links to the Personix Online Guide that provides clients with an in depth summary of each group and cluster.



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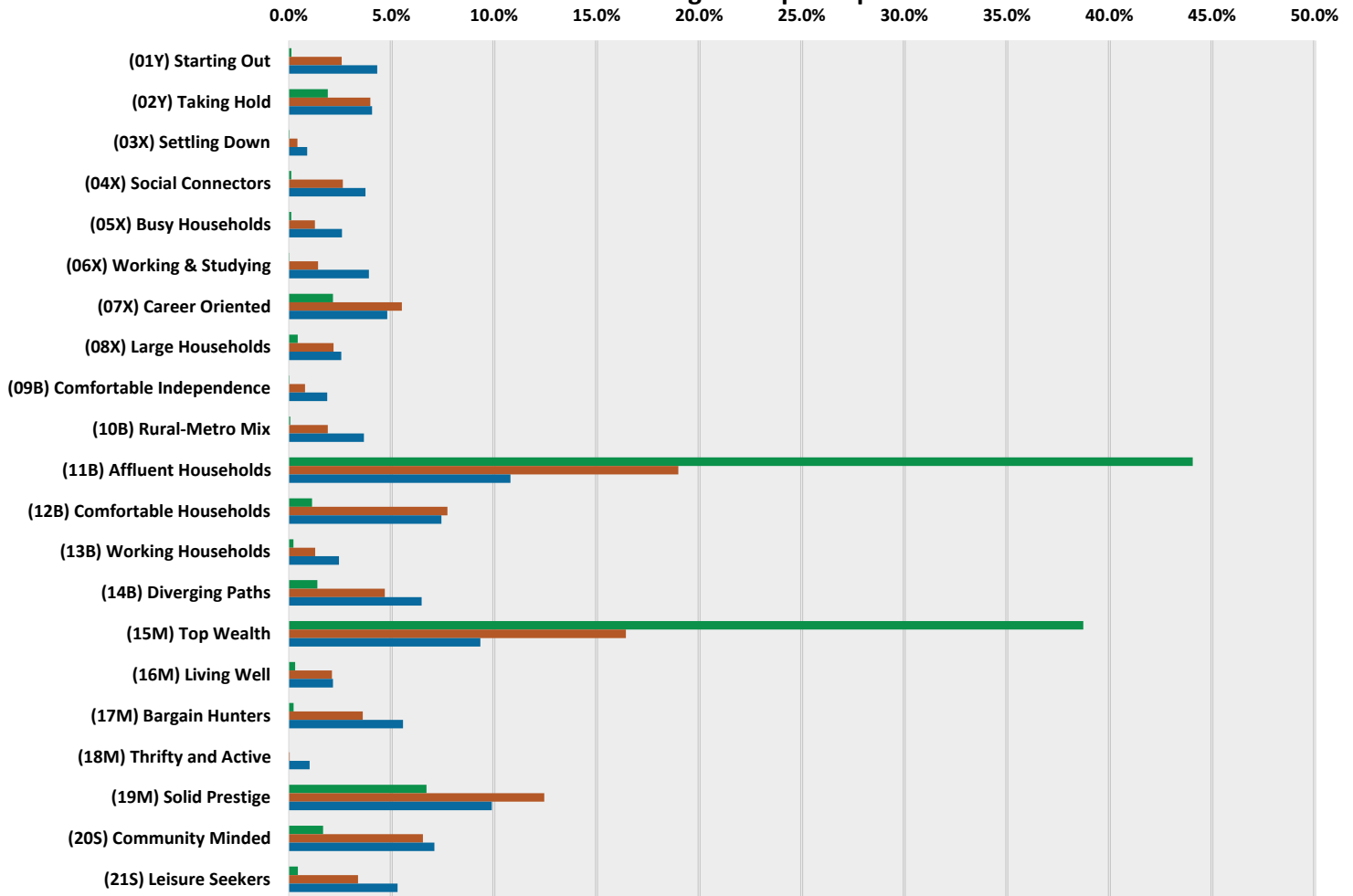
Site: Town of Danville

Date: 1/11/2019



	Trade Area 1: Danville	Trade Area 2: Contra Costa County	Trade Area 3: California
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Household Lifestage Group Comparison



	Trade Area 1: Danville	Trade Area 2: Contra Costa County	Trade Area 3: California
Total Households	15,850 100%	394,874 100%	13,047,519 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	01- Summit Estates	(11B) Affluent Households	5,681	35.8%	38,809	9.8%	549,291	4.2%
2	02- Established Elite	(15M) Top Wealth	4,913	31.0%	39,952	10.1%	651,700	5.0%
3	03- Corporate Connected	(15M) Top Wealth	1,226	7.7%	24,932	6.3%	567,454	4.3%
4	04- Top Professionals	(11B) Affluent Households	1,127	7.1%	28,835	7.3%	654,182	5.0%
5	09- Busy Schedules	(19M) Solid Prestige	448	2.8%	21,184	5.4%	556,820	4.3%
6	05- Active & Involved	(19M) Solid Prestige	335	2.1%	10,117	2.6%	303,990	2.3%
7	08- Solid Surroundings	(19M) Solid Prestige	282	1.8%	17,866	4.5%	430,733	3.3%
8	24- Career Building	(02Y) Taking Hold	272	1.7%	11,370	2.9%	378,558	2.9%
9	33- Urban Diversity	(14B) Diverging Paths	209	1.3%	14,798	3.7%	622,032	4.8%
10	06- Casual Comfort	(07X) Career Oriented	197	1.2%	7,588	1.9%	206,901	1.6%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: Town of Danville

Date: 1/11/2019

TOTAL HOUSEHOLDS		15,850	100%	394,874	100%	13,047,519	100%
Lifestage Group	Cluster Name	Danville		Contra Costa County		California	
(01Y) Starting Out		21	0.1%	10,191	2.6%	563,119	4.3%
	39- Setting Goals	1	0.0%	1,396	0.4%	94,360	0.7%
	45- Offices & Entertainment	7	0.0%	2,107	0.5%	92,780	0.7%
	57- Collegiate Crowd	10	0.1%	3,844	1.0%	191,417	1.5%
	58- Outdoor Fervor	0	0.0%	55	0.0%	37,032	0.3%
	67- First Steps	2	0.0%	2,789	0.7%	147,530	1.1%
(02Y) Taking Hold		302	1.9%	15,699	4.0%	530,251	4.1%
	18- Climbing the Ladder	7	0.0%	940	0.2%	26,559	0.2%
	21- Children First	22	0.1%	2,607	0.7%	87,682	0.7%
	24- Career Building	272	1.7%	11,370	2.9%	378,558	2.9%
	30- Out & About	2	0.0%	782	0.2%	37,452	0.3%
(03X) Settling Down		7	0.0%	1,668	0.4%	117,136	0.9%
	34- Outward Bound	0	0.0%	58	0.0%	18,060	0.1%
	41- Rural Adventure	0	0.0%	200	0.1%	19,190	0.1%
	46- Rural & Active	7	0.0%	1,410	0.4%	79,886	0.6%
(04X) Social Connectors		20	0.1%	10,425	2.6%	488,108	3.7%
	42- Creative Variety	2	0.0%	2,314	0.6%	92,338	0.7%
	52- Stylish & Striving	8	0.1%	3,501	0.9%	160,811	1.2%
	59- Mobile Mixers	10	0.1%	4,610	1.2%	234,959	1.8%
(05X) Busy Households		20	0.1%	5,043	1.3%	338,655	2.6%
	37- Firm Foundations	10	0.1%	1,827	0.5%	119,863	0.9%
	62- Movies & Sports	9	0.1%	3,216	0.8%	218,792	1.7%
(06X) Working & Studying		4	0.0%	5,657	1.4%	510,246	3.9%
	61- City Life	0	0.0%	2,739	0.7%	324,722	2.5%
	69- Productive Havens	1	0.0%	986	0.2%	57,945	0.4%
	70- Favorably Frugal	2	0.0%	1,932	0.5%	127,579	1.0%
(07X) Career Oriented		342	2.2%	21,787	5.5%	626,520	4.8%
	06- Casual Comfort	197	1.2%	7,588	1.9%	206,901	1.6%
	10- Careers & Travel	49	0.3%	3,666	0.9%	83,236	0.6%
	20- Carving Out Time	10	0.1%	1,161	0.3%	37,458	0.3%
	26- Getting Established	85	0.5%	9,372	2.4%	298,925	2.3%
(08X) Large Households		69	0.4%	8,614	2.2%	334,606	2.6%
	11- Schools & Shopping	30	0.2%	2,771	0.7%	75,530	0.6%
	12- On the Go	35	0.2%	2,682	0.7%	87,901	0.7%
	19- Country Comfort	0	0.0%	345	0.1%	60,711	0.5%
	27- Tenured Proprietors	5	0.0%	2,816	0.7%	110,464	0.8%
(09B) Comfortable Independence		6	0.0%	3,140	0.8%	245,102	1.9%
	29- City Mixers	0	0.0%	554	0.1%	141,312	1.1%
	35- Working & Active	3	0.0%	1,370	0.3%	51,813	0.4%
	56- Metro Active	2	0.0%	1,216	0.3%	51,977	0.4%
(10B) Rural-Metro Mix		12	0.1%	7,524	1.9%	478,261	3.7%
	47- Rural Parents	0	0.0%	164	0.0%	48,445	0.4%
	53- Metro Strivers	12	0.1%	7,226	1.8%	369,818	2.8%
	60- Rural & Mobile	0	0.0%	134	0.0%	59,998	0.5%

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

Household Segmentation Profile

Market: Town of Danville

Date: 1/11/2019

TOTAL HOUSEHOLDS		15,850	100%	394,874	100%	13,047,519	100%
Lifestage Group	Cluster Name	Danville		Contra Costa County		California	
(11B) Affluent Households		6,983	44.1%	74,994	19.0%	1,409,732	10.8%
	01- Summit Estates	5,681	35.8%	38,809	9.8%	549,291	4.2%
	04- Top Professionals	1,127	7.1%	28,835	7.3%	654,182	5.0%
	07- Active Lifestyles	175	1.1%	7,350	1.9%	206,259	1.6%
(12B) Comfortable Households		181	1.1%	30,550	7.7%	970,861	7.4%
	13- Work & Play	108	0.7%	15,885	4.0%	469,776	3.6%
	17- Firmly Established	72	0.5%	14,665	3.7%	501,085	3.8%
(13B) Working Households		36	0.2%	5,088	1.3%	319,681	2.5%
	38- Occupational Mix	36	0.2%	5,018	1.3%	286,990	2.2%
	48- Farm & Home	0	0.0%	70	0.0%	32,691	0.3%
(14B) Diverging Paths		221	1.4%	18,499	4.7%	845,607	6.5%
	16- Country Enthusiasts	0	0.0%	232	0.1%	31,157	0.2%
	22- Comfortable Cornerstones	1	0.0%	1,209	0.3%	42,603	0.3%
	31- Mid-Americana	11	0.1%	1,645	0.4%	65,638	0.5%
	32- Metro Mix	0	0.0%	615	0.2%	84,177	0.6%
	33- Urban Diversity	209	1.3%	14,798	3.7%	622,032	4.8%
(15M) Top Wealth		6,139	38.7%	64,884	16.4%	1,219,154	9.3%
	02- Established Elite	4,913	31.0%	39,952	10.1%	651,700	5.0%
	03- Corporate Connected	1,226	7.7%	24,932	6.3%	567,454	4.3%
(16M) Living Well		50	0.3%	8,329	2.1%	281,255	2.2%
	14- Career Centered	46	0.3%	6,322	1.6%	177,112	1.4%
	15- Country Ways	0	0.0%	100	0.0%	36,108	0.3%
	23- Good Neighbors	4	0.0%	1,907	0.5%	68,035	0.5%
(17M) Bargain Hunters		37	0.2%	14,262	3.6%	726,789	5.6%
	43- Work & Causes	5	0.0%	2,132	0.5%	86,904	0.7%
	44- Open Houses	4	0.0%	2,568	0.7%	105,266	0.8%
	55- Community Life	13	0.1%	2,079	0.5%	108,460	0.8%
	63- Staying Home	13	0.1%	6,321	1.6%	366,140	2.8%
	68- Staying Healthy	2	0.0%	1,162	0.3%	60,019	0.5%
(18M) Thrifty & Active		0	0.0%	188	0.0%	132,500	1.0%
	40- Great Outdoors	0	0.0%	44	0.0%	21,967	0.2%
	50- Rural Community	0	0.0%	96	0.0%	82,505	0.6%
	54- Work & Outdoors	0	0.0%	48	0.0%	28,028	0.2%
(19M) Solid Prestige		1,064	6.7%	49,167	12.5%	1,291,543	9.9%
	05- Active & Involved	335	2.1%	10,117	2.6%	303,990	2.3%
	08- Solid Surroundings	282	1.8%	17,866	4.5%	430,733	3.3%
	09- Busy Schedules	448	2.8%	21,184	5.4%	556,820	4.3%
(20S) Community Minded		266	1.7%	25,831	6.5%	926,348	7.1%
	25- Clubs & Causes	20	0.1%	4,689	1.2%	156,992	1.2%
	28- Community Pillars	70	0.4%	5,763	1.5%	194,658	1.5%
	36- Persistent & Productive	175	1.1%	15,379	3.9%	574,698	4.4%
(21S) Leisure Seekers		71	0.4%	13,334	3.4%	692,045	5.3%
	49- Home & Garden	15	0.1%	2,482	0.6%	132,321	1.0%
	51- Role Models	2	0.0%	2,291	0.6%	107,316	0.8%
	64- Practical & Careful	39	0.2%	2,121	0.5%	143,788	1.1%
	65- Hobbies & Shopping	2	0.0%	3,189	0.8%	143,610	1.1%
	66- Helping Hands	13	0.1%	3,251	0.8%	165,010	1.3%

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

Employment Profile

Town of Danville compared to Contra Costa County and California

An ECONsolutions Employment Profile provides insight on the employment market located within a specific trade area. The Employment Profile breaks down Industry Groups as well as Occupational sectors to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding the types of businesses and the types of workers that are positioned near key areas of interest can greatly influence decisions.



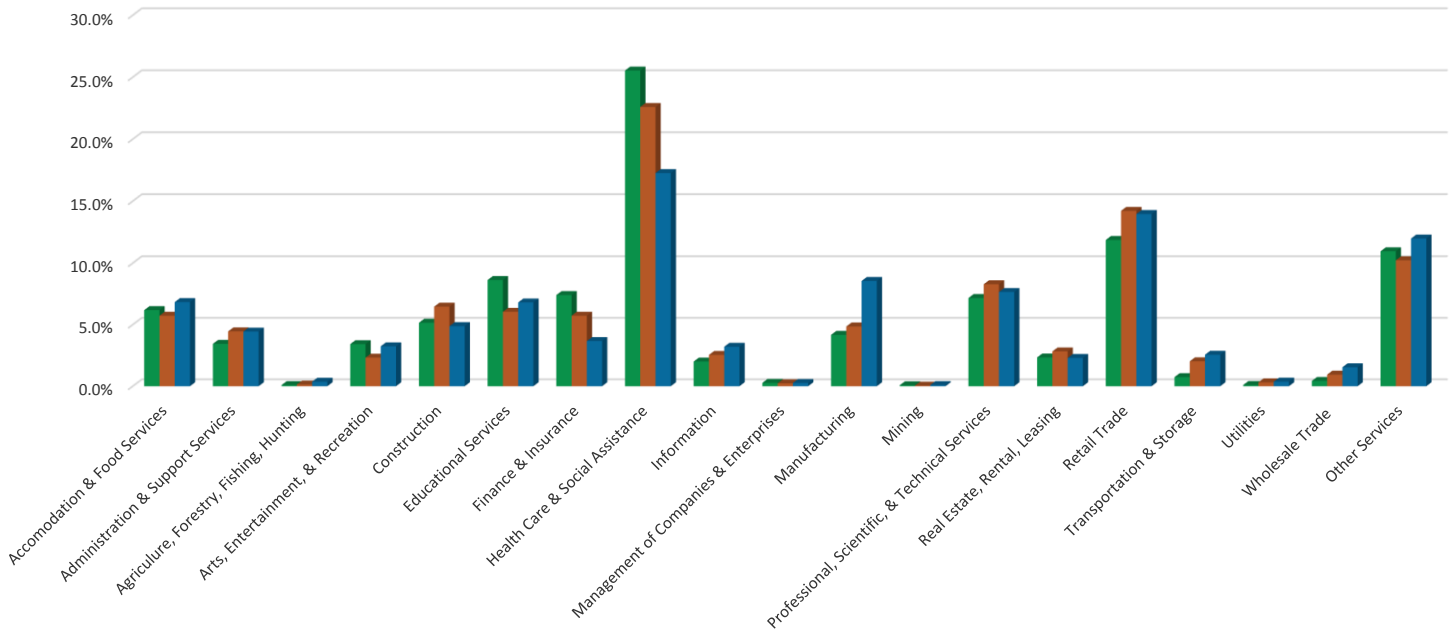
Employment Profile

Site: Town of Danville
Date Report Created: 1/11/2019

	Danville		Contra Costa County		California	
Daytime Population	43,702		1,124,043		43,317,720	
Student Population	12,063		290,584		11,656,640	
Median Employee Salary	52,963		51,877		48,347	
Average Employee Salary	62,991		61,893		56,826	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	300	2.0%	10,953	2.6%	478,248	2.8%
15,000 to 30,000 CrYr	833	5.6%	25,238	5.9%	2,423,063	14.2%
30,000 to 45,000 CrYr	4,759	32.3%	136,554	32.1%	4,874,038	28.6%
45,000 to 60,000 CrYr	2,520	17.1%	76,744	18.1%	2,989,403	17.6%
60,000 to 75,000 CrYr	2,015	13.7%	54,988	12.9%	2,120,977	12.5%
75,000 to 90,000 CrYr	1,516	10.3%	43,179	10.2%	1,690,159	9.9%
90,000 to 100,000 CrYr	510	3.5%	13,836	3.3%	537,090	3.2%
Over 100,000 CrYr	2,297	15.6%	63,409	14.9%	1,901,589	11.2%

Industry Groups

Employee's by Industry



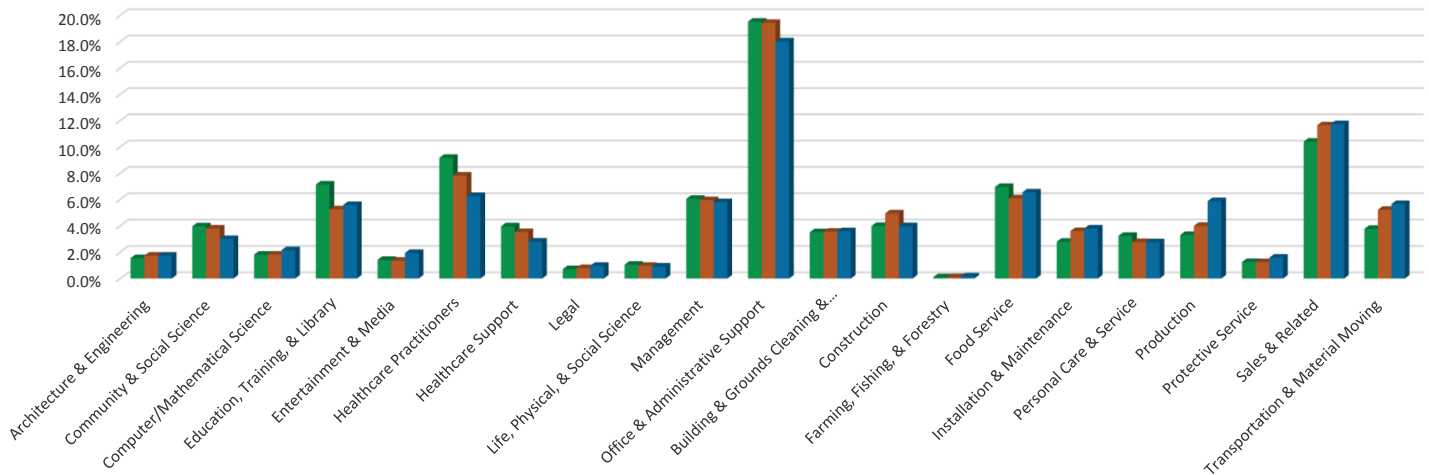
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,366	100%	14,751	100%	26,235	100%	424,901	100%	1,015,762	100%	17,014,567	100%
Accommodation & Food Services	72	5.3%	912	6.2%	1,307	5.0%	24,336	5.7%	59,015	5.8%	1,163,272	6.8%
Administration & Support Services	47	3.5%	508	3.4%	943	3.6%	18,931	4.5%	33,109	3.3%	755,290	4.4%
Agriculture, Forestry, Fishing, Hunting	3	0.3%	14	0.1%	78	0.3%	579	0.1%	5,464	0.5%	61,785	0.4%
Arts, Entertainment, & Recreation	35	2.6%	504	3.4%	614	2.3%	9,861	2.3%	24,152	2.4%	551,927	3.2%
Construction	79	5.8%	761	5.2%	1,575	6.0%	27,465	6.5%	56,446	5.6%	831,144	4.9%
Educational Services	48	3.5%	1,273	8.6%	742	2.8%	25,688	6.0%	25,560	2.5%	1,158,262	6.8%
Finance & Insurance	114	8.4%	1,092	7.4%	1,867	7.1%	24,343	5.7%	55,014	5.4%	624,893	3.7%
Health Care & Social Assistance	261	19.1%	3,766	25.5%	5,475	20.9%	96,001	22.6%	180,999	17.8%	2,937,738	17.3%
Information	27	2.0%	296	2.0%	496	1.9%	10,800	2.5%	21,151	2.1%	545,342	3.2%
Management of Companies & Enterprises	1	0.1%	40	0.3%	18	0.1%	1,016	0.2%	756	0.1%	45,001	0.3%
Manufacturing	39	2.9%	615	4.2%	830	3.2%	20,625	4.9%	44,242	4.4%	1,455,290	8.6%
Mining	1	0.1%	12	0.1%	13	0.0%	224	0.1%	599	0.1%	16,206	0.1%
Professional, Scientific, & Technical Services	176	12.9%	1,057	7.2%	3,149	12.0%	35,198	8.3%	113,419	11.2%	1,302,839	7.7%
Real Estate, Rental, Leasing	73	5.3%	345	2.3%	1,218	4.6%	12,020	2.8%	44,300	4.4%	390,856	2.3%
Retail Trade	138	10.1%	1,750	11.9%	2,862	10.9%	60,405	14.2%	133,658	13.2%	2,375,340	14.0%
Transportation & Storage	9	0.7%	109	0.7%	324	1.2%	8,606	2.0%	13,520	1.3%	435,209	2.6%
Utilities	1	0.1%	15	0.1%	43	0.2%	1,343	0.3%	1,627	0.2%	63,049	0.4%
Wholesale Trade	14	1.0%	64	0.4%	453	1.7%	4,001	0.9%	25,768	2.5%	261,985	1.5%
Other Services	228	16.7%	1,616	11.0%	4,228	16.1%	43,459	10.2%	176,963	17.4%	2,039,139	12.0%

Employment Profile

Site: Town of Danville
Date Report Created: 1/11/2019

	Danville		Contra Costa County		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	8,878	60.2%	239,483	56.4%	8,964,363	52.7%
Architecture & Engineering	228	1.5%	7,372	1.7%	295,541	1.7%
Community & Social Science	584	4.0%	16,140	3.8%	509,886	3.0%
Computer/Mathematical Science	267	1.8%	7,712	1.8%	365,303	2.1%
Education, Training, & Library	1,052	7.1%	22,321	5.3%	949,644	5.6%
Entertainment & Media	209	1.4%	5,735	1.3%	329,730	1.9%
Healthcare Practitioners	1,352	9.2%	33,221	7.8%	1,064,846	6.3%
Healthcare Support	584	4.0%	14,983	3.5%	477,226	2.8%
Legal	105	0.7%	3,378	0.8%	164,241	1.0%
Life, Physical, & Social Science	155	1.0%	4,098	1.0%	154,480	0.9%
Management	891	6.0%	25,274	5.9%	985,474	5.8%
Office & Administrative Support	2,880	19.5%	82,564	19.4%	3,066,521	18.0%
Blue Collar	5,797	39.3%	183,334	43.1%	7,766,282	45.6%
Building & Grounds Cleaning & Maintenance	518	3.5%	15,101	3.6%	611,150	3.6%
Construction	588	4.0%	20,993	4.9%	676,240	4.0%
Farming, Fishing, & Forestry	15	0.1%	460	0.1%	27,113	0.2%
Food Service	1,025	6.9%	25,839	6.1%	1,112,379	6.5%
Installation & Maintenance	412	2.8%	15,289	3.6%	645,498	3.8%
Personal Care & Service	478	3.2%	11,756	2.8%	468,122	2.8%
Production	487	3.3%	16,973	4.0%	999,487	5.9%
Protective Service	185	1.3%	5,288	1.2%	269,852	1.6%
Sales & Related	1,533	10.4%	49,451	11.6%	1,994,937	11.7%
Transportation & Material Moving	556	3.8%	22,184	5.2%	961,504	5.7%
Military Services	76	0.5%	2,084	0.5%	283,922	1.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	14,751	424,901	17,014,567
2018 Q1	15,227	439,581	17,485,522
2017 Q4	15,222	437,453	17,558,464
2017 Q3	14,787	421,602	16,876,282
2017 Q2	15,779	440,419	17,552,633
2017 Q1	15,744	437,932	17,518,331
2016 Q4	15,916	444,089	17,836,922
2016 Q3	15,881	423,790	17,021,469
2016 Q2	16,525	438,686	17,690,428

Consumer Demand & Market Profile (GAP Analysis)

Town of Danville compared to Contra Costa County and California

An ECONsolutions Consumer Demand & Market Supply Assessment examines opportunity/surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just an agency's boundaries, making it a useful tool to assist in development planning, recruitment strategies, and overall market analysis.



Consumer Demand & Market Supply Assessment

Site: Town of Danville

Date Report Created: 1/11/2019

Demographics

Population
5-Year Population estimate
Population Households
Group Quarters Population
Households
5-Year Households estimate
WorkPlace Establishments
Workplace Employees
Median Household Income

By Establishments

Other Motor Vehicle Dealers
Electronic Shopping/Mail Order Houses
Automotive Dealers
Shoe Stores
Direct Selling Establishments
Furniture Stores
Bar/Drinking Places (Alcoholic Beverages)
Book/Periodical/Music Stores
Automotive Parts/Accessories/Tire
Department Stores
Health/Personal Care Stores
Specialty Food Stores
Other Misc. Store Retailers
Grocery Stores
Florists/Misc. Store Retailers
Vending Machine Operators (Non-Store)
Sporting Goods/Hobby/Musical Instrument
Special Food Services
Building Material/Supplies Dealers
Beer/Wine/Liquor Stores
Clothing Stores
Limited-Service Eating Places
Full-Service Restaurants
Used Merchandise Stores
Lawn/Garden Equipment/Supplies Stores
Jewelry/Luggage/Leather Goods
Gasoline Stations
Electronics/Appliance
Office Supplies/Stationary/Gift
Home Furnishing Stores
Other General Merchandise Stores

Consumer Demand/Market Supply Index

Danville				Contra Costa County				California			
43,963				1,140,964				39,336,819			
45,006				1,194,567				41,137,655			
43,738				1,131,215				38,534,750			
226				9,749				802,069			
16,108				409,148				13,320,875			
16,480				428,523				13,937,642			
1,366				26,235				1,015,762			
14,751				424,901				17,014,567			
\$149,070				\$85,447				\$66,569			
Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
\$8,934,117	\$0	(\$8,934,117)	-100%	\$214,096,754	\$53,959,655	(\$160,137,099)	-75%	\$6,805,990,819	\$7,895,822,900	\$1,089,832,081	16%
\$109,349,555	\$0	(\$109,349,555)	-100%	\$2,702,496,695	\$1,120,933,345	(\$1,581,563,350)	-59%	\$90,903,707,466	\$90,665,365,411	(\$238,342,055)	0%
\$163,367,578	\$30,810,839	(\$132,556,739)	-81%	\$3,945,742,542	\$2,546,639,767	(\$1,399,102,775)	-35%	\$125,200,107,635	\$133,858,800,054	\$8,658,692,419	7%
\$5,887,113	\$1,655,202	(\$4,231,912)	-72%	\$136,573,649	\$69,642,329	(\$66,931,320)	-49%	\$4,389,359,738	\$4,868,546,625	\$479,186,887	11%
\$4,358,282	\$1,241,602	(\$3,116,681)	-72%	\$107,233,591	\$89,064,387	(\$18,169,204)	-17%	\$3,511,002,887	\$3,285,309,968	(\$225,692,919)	-6%
\$9,487,784	\$2,763,346	(\$6,724,439)	-71%	\$225,435,715	\$96,915,465	(\$128,520,250)	-57%	\$7,358,323,834	\$8,072,246,225	\$713,922,391	10%
\$2,336,298	\$914,409	(\$1,421,889)	-61%	\$58,863,078	\$32,134,950	(\$26,728,128)	-45%	\$2,151,655,295	\$2,403,760,681	\$252,105,386	12%
\$3,331,535	\$1,357,386	(\$1,974,149)	-59%	\$80,509,556	\$48,067,418	(\$32,442,138)	-40%	\$2,656,043,935	\$2,912,504,954	\$256,461,019	10%
\$13,353,831	\$5,635,737	(\$7,718,095)	-58%	\$337,173,002	\$281,667,251	(\$55,505,751)	-16%	\$11,226,993,300	\$12,677,632,851	\$1,450,639,551	13%
\$22,000,357	\$10,856,188	(\$11,144,169)	-51%	\$535,545,209	\$505,643,268	(\$29,901,941)	-6%	\$17,613,730,914	\$21,964,167,503	\$4,350,436,589	25%
\$45,558,437	\$22,926,904	(\$22,631,533)	-50%	\$1,144,097,274	\$1,035,140,487	(\$108,956,787)	-10%	\$38,164,359,551	\$44,062,922,725	\$5,898,563,174	15%
\$4,931,130	\$2,560,182	(\$2,370,948)	-48%	\$121,606,613	\$78,641,849	(\$42,964,764)	-35%	\$3,931,438,813	\$4,191,188,928	\$259,750,115	7%
\$12,532,849	\$6,894,681	(\$5,638,168)	-45%	\$306,550,053	\$214,568,610	(\$91,981,443)	-30%	\$10,062,770,673	\$11,220,997,349	\$1,158,226,676	12%
\$88,411,464	\$54,657,292	(\$33,754,172)	-38%	\$2,180,893,376	\$2,271,274,308	\$90,380,932	4%	\$70,774,271,974	\$72,906,742,593	\$2,132,470,619	3%
\$1,231,666	\$821,686	(\$409,980)	-33%	\$29,718,092	\$15,737,659	(\$13,980,433)	-47%	\$972,378,788	\$1,085,617,250	\$113,238,462	12%
\$5,619,281	\$3,804,449	(\$1,814,832)	-32%	\$138,402,990	\$76,632,467	(\$61,770,523)	-45%	\$4,502,815,714	\$5,324,115,611	\$821,299,897	18%
\$10,050,493	\$6,804,992	(\$3,245,501)	-32%	\$242,673,389	\$193,486,479	(\$49,186,910)	-20%	\$7,968,445,630	\$8,630,159,913	\$661,714,283	8%
\$9,351,467	\$6,433,204	(\$2,918,263)	-31%	\$227,662,860	\$146,544,838	(\$81,118,022)	-36%	\$7,862,279,256	\$8,320,213,506	\$457,934,250	6%
\$45,359,789	\$33,074,827	(\$12,284,961)	-27%	\$1,121,022,137	\$1,075,835,879	(\$45,186,258)	-4%	\$37,264,312,264	\$42,163,813,645	\$4,899,501,381	13%
\$7,379,822	\$5,829,561	(\$1,550,261)	-21%	\$177,435,381	\$190,666,984	\$13,231,603	7%	\$5,787,986,616	\$6,419,399,978	\$631,413,362	11%
\$40,110,888	\$33,087,410	(\$7,023,478)	-18%	\$951,533,343	\$665,839,999	(\$285,693,344)	-30%	\$31,058,276,528	\$34,612,600,748	\$3,554,324,220	11%
\$42,806,729	\$36,461,685	(\$6,345,044)	-15%	\$1,042,647,087	\$919,846,353	(\$122,800,734)	-12%	\$36,031,075,028	\$38,605,334,102	\$2,574,259,074	7%
\$44,249,350	\$39,256,361	(\$4,992,989)	-11%	\$1,092,484,551	\$978,448,745	(\$114,035,806)	-10%	\$38,648,584,540	\$40,864,730,420	\$2,216,145,880	6%
\$2,592,203	\$2,555,063	(\$37,140)	-1%	\$63,284,550	\$38,121,546	(\$25,163,004)	-40%	\$2,087,576,610	\$2,257,772,009	\$170,195,399	8%
\$5,108,530	\$5,211,497	\$102,967	2%	\$123,231,343	\$90,211,205	(\$33,020,138)	-27%	\$4,034,941,808	\$4,732,822,630	\$697,880,822	17%
\$5,510,777	\$6,172,522	\$661,745	12%	\$133,637,795	\$107,748,976	(\$25,888,819)	-19%	\$4,419,755,484	\$4,840,112,664	\$420,357,180	10%
\$63,793,447	\$72,447,434	\$8,653,987	14%	\$1,577,995,569	\$1,585,425,195	\$7,429,626	0%	\$49,673,423,292	\$62,165,550,757	\$12,492,127,465	25%
\$15,250,592	\$18,011,318	\$2,760,726	18%	\$374,639,461	\$255,332,858	(\$119,306,603)	-32%	\$12,797,814,213	\$12,922,368,540	\$124,554,327	1%
\$4,818,652	\$6,598,979	\$1,780,327	37%	\$118,367,122	\$101,153,352	(\$17,213,770)	-15%	\$3,952,176,358	\$4,324,560,985	\$372,384,627	9%
\$8,052,943	\$11,552,860	\$3,499,917	43%	\$198,208,300	\$164,098,275	(\$34,110,025)	-17%	\$6,586,932,899	\$7,438,546,635	\$851,613,736	13%
\$89,085,230	\$152,990,935	\$63,905,705	72%	\$2,198,980,553	\$2,822,029,740	\$623,049,187	28%	\$71,781,899,232	\$82,322,381,715	\$10,540,482,483	15%
\$894,212,190	\$583,388,550	153		\$21,908,741,630	\$17,871,453,639	123		\$720,180,431,094	\$788,016,109,875	91	

Consumer Demand & Market Supply Assessment

Site: Town of Danville

Date Report Created: 1/11/2019

By Major Product Lines

	Danville				Contra Costa County				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Autos/Cars/Vans/Trucks/Motorcycles	\$142,962,914	\$25,792,991	(\$117,169,922)	-82%	\$3,460,160,750	\$2,160,702,727	(\$1,299,458,023)	-38%	\$109,694,253,069	\$117,872,952,217	\$8,178,699,148	7%
Automotive Tires/Tubes/Batteries/Parts	\$25,478,875	\$8,575,015	(\$16,903,860)	-66%	\$648,117,586	\$450,897,230	(\$197,220,356)	-30%	\$21,701,539,042	\$21,557,254,910	(\$144,284,132)	-1%
Furniture/Sleep/Outdoor/Patio Furniture	\$24,227,472	\$8,546,963	(\$15,680,509)	-65%	\$575,085,635	\$266,761,020	(\$308,324,615)	-54%	\$18,771,653,054	\$17,486,159,139	(\$1,285,493,915)	-7%
Books/Periodicals	\$3,943,742	\$1,394,653	(\$2,549,089)	-65%	\$94,375,499	\$53,311,447	(\$41,064,052)	-44%	\$3,105,834,393	\$3,701,124,837	\$595,290,444	19%
Retailer Services	\$30,029,956	\$10,796,657	(\$19,233,299)	-64%	\$689,986,881	\$474,095,982	(\$215,890,899)	-31%	\$21,297,897,160	\$24,059,912,172	\$2,762,015,012	13%
Computer Hardware/Software/Supplies	\$17,944,502	\$7,218,475	(\$10,726,027)	-60%	\$467,585,048	\$281,916,634	(\$185,668,414)	-40%	\$17,674,046,028	\$16,561,767,747	(\$1,112,278,281)	-6%
Footwear, including Accessories	\$14,279,697	\$5,764,676	(\$8,515,021)	-60%	\$330,780,616	\$189,248,435	(\$141,532,181)	-43%	\$10,618,644,982	\$10,819,243,662	\$200,598,680	2%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$98,773,478	\$44,369,788	(\$54,403,690)	-55%	\$2,492,924,826	\$1,768,084,885	(\$724,839,941)	-29%	\$83,686,881,053	\$82,024,937,707	(\$1,661,943,346)	-2%
Pets/Pet Foods/Pet Supplies	\$7,821,970	\$4,267,070	(\$3,554,900)	-45%	\$183,731,167	\$114,069,165	(\$69,662,002)	-38%	\$5,880,137,093	\$4,959,242,257	(\$920,894,836)	-16%
Audio Equipment/Musical Instruments	\$4,914,251	\$2,819,802	(\$2,094,449)	-43%	\$118,897,352	\$87,641,716	(\$31,255,636)	-26%	\$3,942,161,881	\$4,893,805,427	\$951,643,546	24%
All Other Merchandise	\$33,286,589	\$20,467,349	(\$12,819,240)	-39%	\$818,420,299	\$583,936,238	(\$234,484,061)	-29%	\$27,081,995,300	\$30,744,469,721	\$3,662,474,421	14%
Alcoholic Drinks Served at the Establishment	\$19,740,486	\$12,794,625	(\$6,945,861)	-35%	\$499,280,459	\$327,812,870	(\$171,467,589)	-34%	\$18,368,880,692	\$15,609,761,305	(\$2,759,119,387)	-15%
Womens/Juniors/Misses Wear	\$33,978,444	\$22,325,362	(\$11,653,082)	-34%	\$801,321,684	\$569,480,157	(\$231,841,527)	-29%	\$26,165,194,388	\$29,192,643,778	\$3,027,449,390	12%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$7,765,473	\$5,193,843	(\$2,571,630)	-33%	\$188,492,103	\$172,411,708	(\$16,080,395)	-9%	\$6,220,516,815	\$8,485,143,743	\$2,264,626,928	36%
Packaged Liquor/Wine/Beer	\$16,391,927	\$11,059,587	(\$5,332,340)	-33%	\$390,085,042	\$342,085,972	(\$47,999,070)	-12%	\$12,667,359,816	\$13,997,390,492	\$1,330,030,676	10%
Mens Wear	\$13,596,995	\$9,480,355	(\$4,116,640)	-30%	\$314,271,697	\$251,273,073	(\$62,998,624)	-20%	\$10,133,774,762	\$12,657,930,285	\$2,524,155,523	25%
Dimensional Lumber/Other Building Materials	\$18,516,771	\$13,848,460	(\$4,668,311)	-25%	\$457,652,998	\$447,659,248	(\$9,993,750)	-2%	\$15,235,429,976	\$17,718,361,467	\$2,482,931,491	16%
Hardware/Tools/Plumbing/Electrical Supplies	\$12,423,474	\$9,695,490	(\$2,727,984)	-22%	\$313,022,203	\$307,865,031	(\$5,157,172)	-2%	\$10,506,812,893	\$12,462,402,040	\$1,955,589,147	19%
Lawn/Garden/Farm Equipment/Supplies	\$13,558,879	\$10,587,043	(\$2,971,836)	-22%	\$327,950,088	\$275,947,448	(\$52,002,640)	-16%	\$10,772,650,621	\$12,130,094,065	\$1,357,443,444	13%
Kitchenware/Home Furnishings	\$9,790,434	\$7,695,725	(\$2,094,710)	-21%	\$245,971,746	\$193,251,169	(\$52,720,577)	-21%	\$8,245,270,229	\$9,722,894,859	\$1,477,624,630	18%
Small Electric Appliances	\$1,852,032	\$1,474,455	(\$377,576)	-20%	\$44,540,659	\$40,296,661	(\$4,243,998)	-10%	\$1,470,637,565	\$1,898,716,714	\$428,079,149	29%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,190,510	\$2,584,364	(\$606,146)	-19%	\$81,253,054	\$82,273,877	\$1,020,823	1%	\$2,749,686,913	\$3,245,759,482	\$496,072,569	18%
Groceries/Other Food Items (Off Premises)	\$137,265,240	\$119,080,250	(\$18,184,990)	-13%	\$3,386,731,855	\$3,309,957,644	(\$76,774,211)	-2%	\$109,281,410,112	\$111,158,679,603	\$1,877,269,491	2%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,418,613	\$2,139,509	(\$279,104)	-12%	\$56,002,156	\$65,883,669	\$9,881,513	18%	\$1,651,163,335	\$2,295,773,481	\$644,610,146	39%
Meats/Nonalcoholic Beverages	\$83,784,828	\$74,869,252	(\$8,915,575)	-11%	\$2,039,451,397	\$1,865,272,992	(\$174,178,405)	-9%	\$70,444,419,866	\$78,563,992,299	\$8,119,572,433	12%
Toys/Hobby Goods/Games	\$4,128,635	\$3,826,089	(\$302,546)	-7%	\$104,245,362	\$110,584,964	\$6,339,602	6%	\$3,504,181,142	\$5,179,325,830	\$1,675,144,688	48%
Jewelry (including Watches)	\$8,138,772	\$7,617,046	(\$521,726)	-6%	\$197,690,372	\$164,640,727	(\$33,049,645)	-17%	\$6,558,611,234	\$7,827,626,911	\$1,269,015,677	19%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,543,199	\$1,452,831	(\$90,368)	-6%	\$38,080,724	\$72,200,101	\$34,119,377	90%	\$1,243,711,186	\$2,167,643,499	\$923,932,313	74%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,019,437	\$3,998,025	(\$21,412)	-1%	\$95,038,734	\$97,967,907	\$2,929,173	3%	\$3,083,487,234	\$4,449,015,585	\$1,365,528,351	44%
Sewing/Knitting Materials/Supplies	\$428,138	\$426,676	(\$1,461)	0%	\$9,860,358	\$10,854,795	\$994,437	10%	\$308,560,796	\$457,210,972	\$148,650,176	48%
Childrens Wear/Infants/Toddlers Clothing	\$5,154,285	\$5,266,106	\$111,821	2%	\$129,229,470	\$130,759,666	\$1,530,196	1%	\$4,271,154,242	\$6,129,530,896	\$1,858,376,654	44%
Floor/Floor Coverings	\$6,258,671	\$6,554,341	\$295,670	5%	\$157,851,775	\$136,120,301	(\$21,731,474)	-14%	\$5,352,822,665	\$6,028,254,613	\$675,431,948	13%
Major Household Appliances	\$3,395,853	\$3,574,554	\$178,701	5%	\$75,244,107	\$81,133,758	\$5,889,651	8%	\$2,325,945,904	\$3,554,463,677	\$1,228,517,773	53%
Automotive Lubricants (incl Oil, Greases)	\$3,395,853	\$3,574,554	\$178,701	5%	\$75,244,107	\$81,133,758	\$5,889,651	8%	\$2,325,945,904	\$3,554,463,677	\$1,228,517,773	53%
Cigars/Cigarettes/Tobacco/Accessories	\$8,783,604	\$10,015,776	\$1,232,172	14%	\$235,417,656	\$239,846,563	\$4,428,907	2%	\$8,071,834,241	\$9,690,866,398	\$1,619,032,157	20%
Soaps/Detergents/Household Cleaners	\$4,044,055	\$5,065,481	\$1,021,425	25%	\$100,777,224	\$127,480,061	\$26,702,837	26%	\$3,342,077,344	\$4,476,139,361	\$1,134,062,017	34%
Automotive Fuels	\$59,133,212	\$77,999,134	\$18,865,922	32%	\$1,458,912,526	\$1,689,780,650	\$230,868,124	16%	\$45,420,420,294	\$60,501,664,488	\$15,081,244,194	33%
Photographic Equipment/Supplies	\$944,711	\$1,271,106	\$326,395	35%	\$22,672,747	\$24,669,301	\$1,996,554	9%	\$744,666,180	\$1,184,865,543	\$440,199,363	59%
Televisions/VCR/Video Cameras/DVD etc	\$5,396,099	\$7,379,388	\$1,983,289	37%	\$133,334,152	\$152,283,341	\$18,949,189	14%	\$4,419,486,723	\$7,022,769,384	\$2,603,282,661	59%
Paper/Related Products	\$3,513,519	\$5,183,807	\$1,670,288	48%	\$88,280,414	\$117,847,729	\$29,567,315	33%	\$2,950,191,455	\$4,094,282,002	\$1,144,090,547	39%

Danville

Contra Costa County

California

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

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

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

Insights Market Analytics

Downtown Danville

INSIGHT Market Analytics consists of a group of maps, profiles, and assessments that provide insight into specified areas of interest with up-to-date trade area data.

Consumer Demographic Profile

An ECONSolutions Consumer Demographic Profile uses the STI: PopStats database with over 1,200 variables with a bottom-up methodology to deliver the highest accuracy level and dependable demographic data, The side by side comparison helps users visualize consumer changes as the market size differs.

Household Segmentation Profile

An ECONSolutions Household Segmentation Profile provides a deep understanding of consumer preferences, behavior and habits. Utilizing the Personix Lifestage database the report segments 70 household clusters into one of 21 Lifestage Groups and ranks the top 10 individual clusters allowing the user to identify the most concentrated groups with ease. The document includes links to the Personix Online Guide that provides clients with an in depth summary of each group and cluster.

Employment Profile

An ECONSolutions Employment Profile provides insight on the employment market located within a specific trade area. The Employment Profile breaks down Industry Groups as well as Occupational sectors to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding the types of businesses and the types of workers that are positioned near key areas of interest can greatly influence decisions.

Consumer Demand & Market Profile (GAP Analysis)

An ECONSolutions Consumer Demand & Market Supply Assessment examines opportunity/surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just an agencies boundaries, making it a useful tool to assist in development planning, recruitment strategies, and overall market analysis.



Consumer Demographic Profile

Downtown Danville

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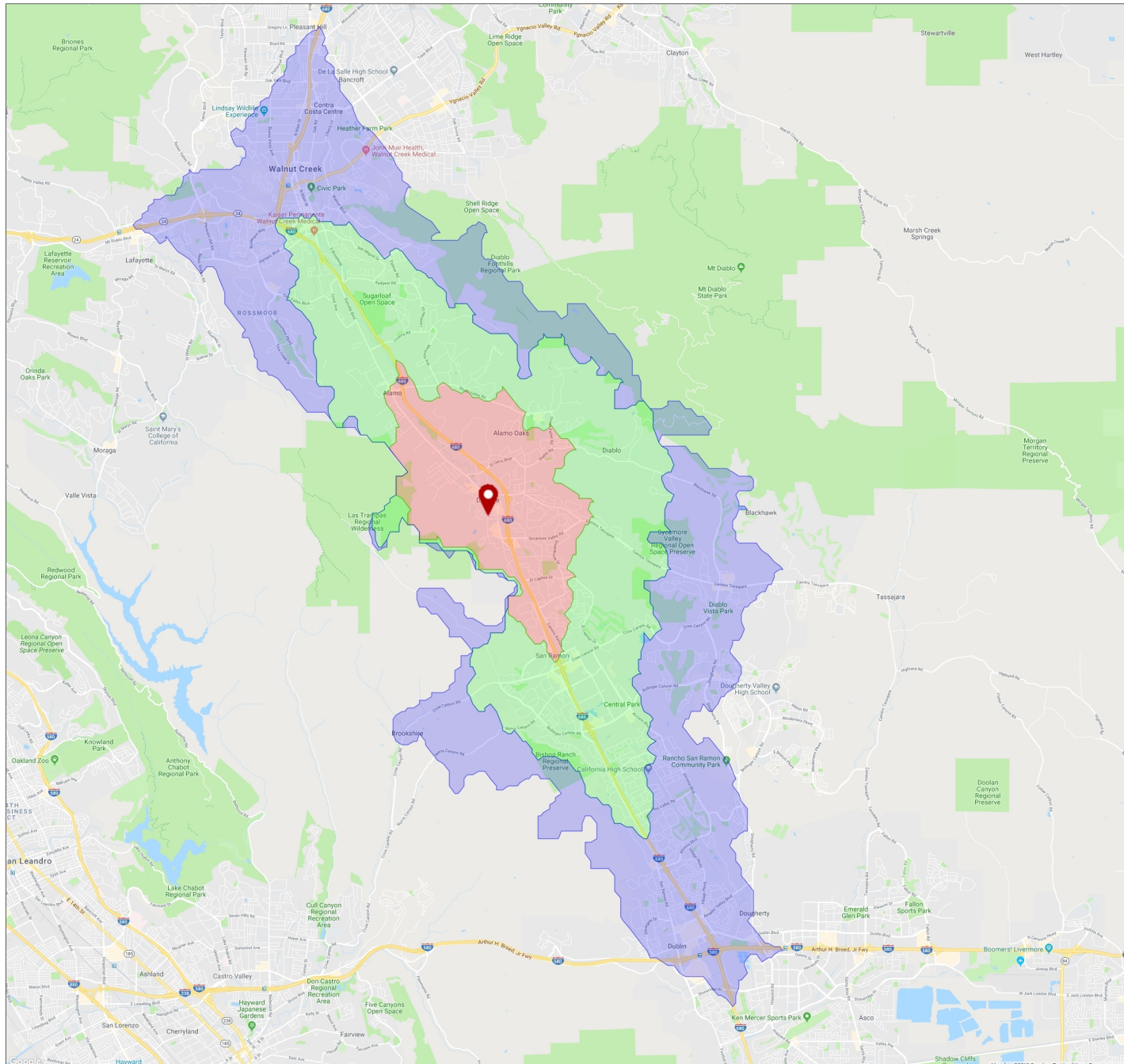


Current View

Downtown Danville

ECONSolutions
By HdL

Drive Times: 5 Mins, 10 Mins, 15 Mins



Scale In Miles:

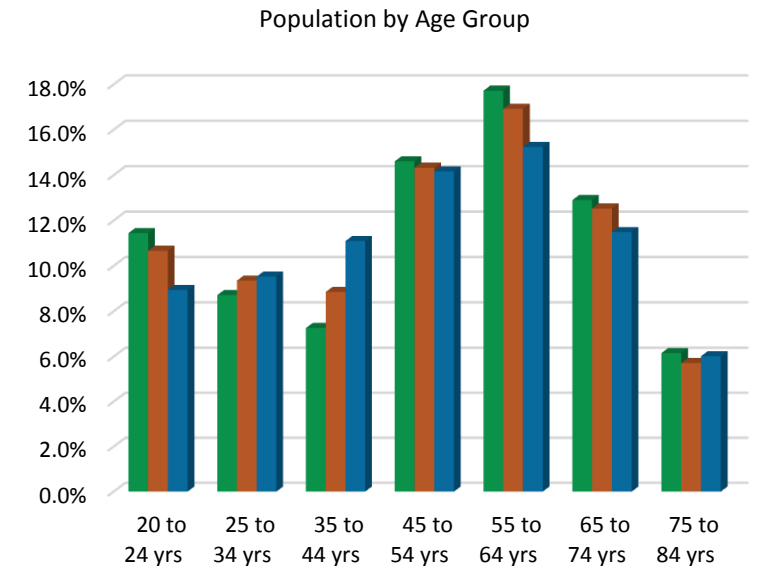
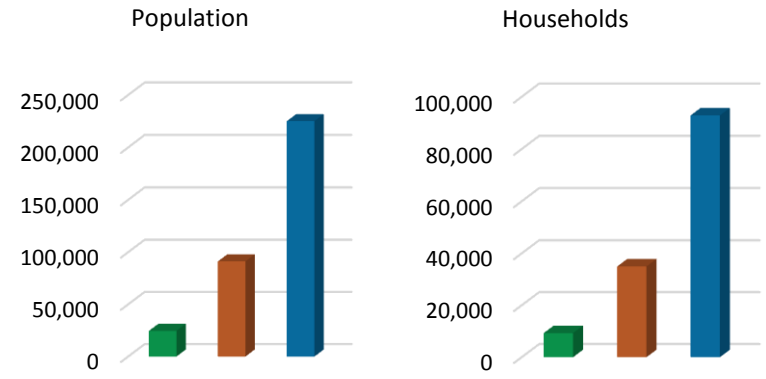


Consumer Demographic Profile

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 1/11/2019



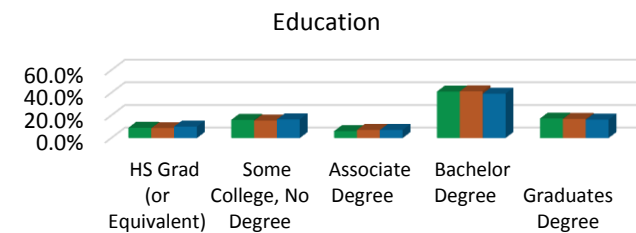
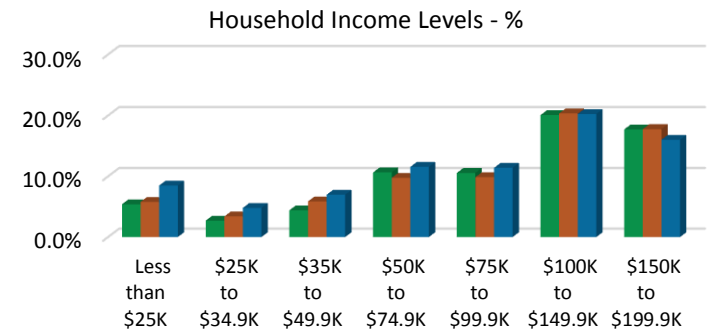
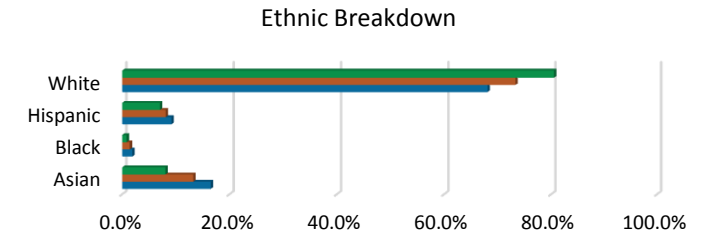
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	24,588	---	91,121	---	225,030	---
5 Year Projected Pop	24,973	---	94,482	---	239,042	---
Pop Growth (%)	1.6%	---	3.7%	---	6.2%	---
Households	9,269	---	34,957	---	92,869	---
5 Year Projected HHs	9,418	---	36,453	---	98,996	---
HH Growth (%)	1.6%	---	4.3%	---	6.6%	---
Census Stats						
2000 Population	23,657	---	83,230	---	191,591	---
2010 Population	23,796	---	85,432	---	201,875	---
Pop Growth (%)	0.6%	---	2.6%	---	5.4%	---
2000 Households	8,637	---	30,996	---	78,331	---
2010 Households	8,950	---	32,436	---	82,536	---
HH Growth (%)	3.6%	---	4.6%	---	5.4%	---
Total Population by Age						
Average Age	43.7		43.0		43.0	
19 yrs & under	4,699	19.1%	17,982	19.7%	46,345	20.6%
20 to 24 yrs	2,814	11.4%	9,718	10.7%	20,114	8.9%
25 to 34 yrs	2,142	8.7%	8,518	9.3%	21,445	9.5%
35 to 44 yrs	1,786	7.3%	8,064	8.9%	24,963	11.1%
45 to 54 yrs	3,592	14.6%	13,055	14.3%	31,872	14.2%
55 to 64 yrs	4,358	17.7%	15,424	16.9%	34,303	15.2%
65 to 74 yrs	3,172	12.9%	11,417	12.5%	25,854	11.5%
75 to 84 yrs	1,513	6.2%	5,208	5.7%	13,546	6.0%
85 + yrs	511	2.1%	1,735	1.9%	6,588	2.9%
Population Bases						
20-34 yrs	4,956	20.2%	18,236	20.0%	41,559	18.5%
45-64 yrs	7,951	32.3%	28,479	31.3%	66,175	29.4%
16 yrs +	20,596	83.8%	75,569	82.9%	184,089	81.8%
25 yrs +	17,076	69.4%	63,420	69.6%	158,570	70.5%
65 yrs +	5,197	21.1%	18,359	20.1%	45,987	20.4%
75 yrs +	2,025	8.2%	6,942	7.6%	20,134	8.9%
85 yrs +	511	2.1%	1,735	1.9%	6,588	2.9%



Consumer Demographic Profile

Site: Downtown Danville
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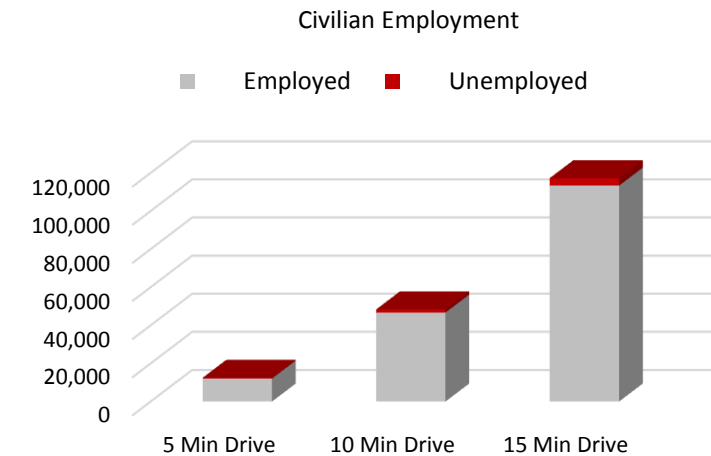
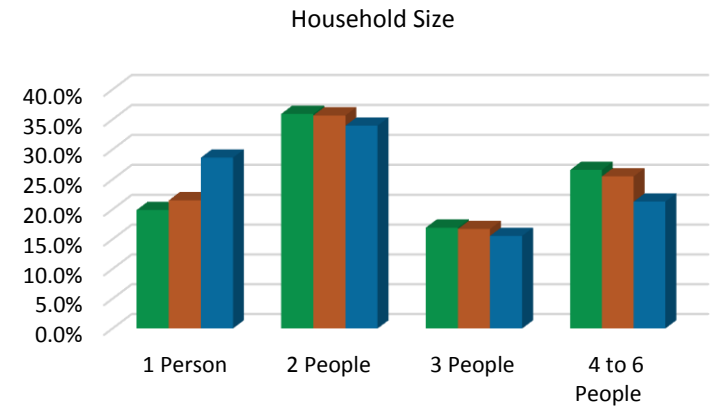
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	19,804	80.5%	66,788	73.3%	153,224	68.1%
Hispanic	1,731	7.0%	7,394	8.1%	20,693	9.2%
Black	208	0.8%	1,297	1.4%	4,269	1.9%
Asian	1,984	8.1%	12,084	13.3%	37,189	16.5%
Ancestry						
American Indian (ancestry)	28	0.1%	107	0.1%	374	0.2%
Hawaiin (ancestry)	37	0.2%	156	0.2%	507	0.2%
Household Income						
Per Capita Income	\$76,202	---	\$69,469	---	\$62,240	---
Average HH Income	\$202,136	---	\$181,081	---	\$150,814	---
Median HH Income	\$140,148	---	\$136,388	---	\$114,982	---
Less than \$25K	501	5.4%	2,029	5.8%	7,889	8.5%
\$25K to \$34.9K	251	2.7%	1,186	3.4%	4,460	4.8%
\$35K to \$49.9K	409	4.4%	2,053	5.9%	6,477	7.0%
\$50K to \$74.9K	987	10.6%	3,416	9.8%	10,746	11.6%
\$75K to \$99.9K	980	10.6%	3,448	9.9%	10,592	11.4%
\$100K to \$149.9K	1,860	20.1%	7,112	20.3%	18,809	20.3%
\$150K to \$199.9K	1,643	17.7%	6,214	17.8%	14,880	16.0%
\$200K +	2,639	28.5%	9,499	27.2%	19,017	20.5%
Education						
Less than 9th Grade	175	1.0%	599	0.9%	1,967	1.2%
Some HS, No Diploma	153	0.9%	735	1.2%	2,539	1.6%
HS Grad (or Equivalent)	1,556	9.1%	5,535	8.7%	16,111	10.2%
Some College, No Degree	2,743	16.1%	9,745	15.4%	26,081	16.4%
Associate Degree	1,039	6.1%	4,515	7.1%	11,196	7.1%
Bachelor Degree	7,016	41.1%	26,190	41.3%	62,129	39.2%
Graduates Degree	2,936	17.2%	10,691	16.9%	25,639	16.2%



Consumer Demographic Profile

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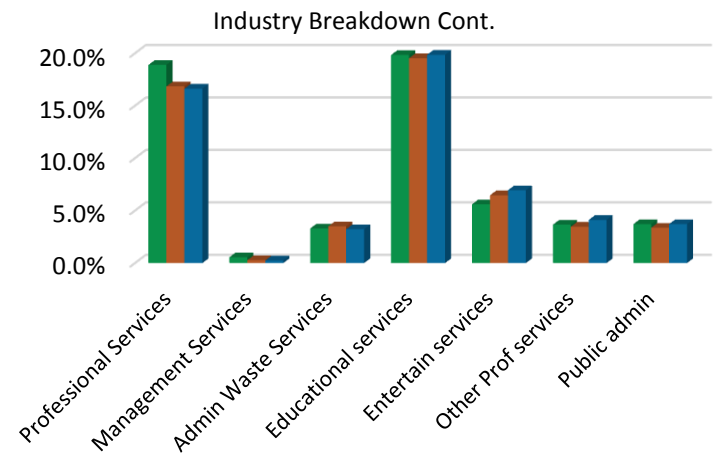
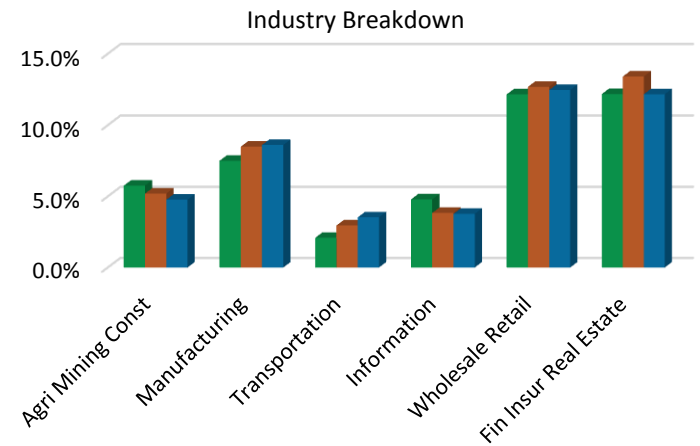
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	7,135		25,660		61,056	
Single - Male	135	1.9%	410	1.6%	1,394	2.3%
Single - Female	392	5.5%	1,190	4.6%	3,112	5.1%
Single Parent - Male	197	2.8%	581	2.3%	1,475	2.4%
Single Parent - Female	333	4.7%	908	3.5%	2,564	4.2%
Married w/ Children	2,705	37.9%	10,589	41.3%	24,727	40.5%
Married w/out Children	3,374	47.3%	11,981	46.7%	27,784	45.5%
Household Size						
1 Person	1,844	19.9%	7,519	21.5%	26,591	28.6%
2 People	3,330	35.9%	12,469	35.7%	31,540	34.0%
3 People	1,569	16.9%	5,841	16.7%	14,434	15.5%
4 to 6 People	2,465	26.6%	8,915	25.5%	19,776	21.3%
7+ People	61	0.7%	214	0.6%	529	0.6%
Home Ownership	9,269		34,957		92,869	
Owners	7,441	80.3%	26,519	75.9%	64,209	69.1%
Renters	1,829	19.7%	8,438	24.1%	28,660	30.9%
Components of Change						
Births	238	1.0%	910	1.0%	2,179	1.0%
Deaths	240	1.0%	825	0.9%	2,251	1.0%
Migration	52	0.2%	362	0.4%	2,250	1.0%
Employment (Pop 16+)	20,596		75,569		184,089	
Armed Services	2	0.0%	36	0.0%	112	0.1%
Civilian	12,497	60.7%	48,315	63.9%	117,185	63.7%
Employed	12,101	58.8%	46,715	61.8%	113,301	61.5%
Unemployed	396	1.9%	1,600	2.1%	3,883	2.1%
Not in Labor Force	8,097	39.3%	27,218	36.0%	66,793	36.3%
Employed Population	12,101		46,715		113,301	
White Collar	10,460	86.4%	39,458	84.5%	94,365	83.3%
Blue Collar	1,641	13.6%	7,257	15.5%	18,936	16.7%



Consumer Demographic Profile

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	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	12,101		46,715		113,301	
White Collar	10,460	86.4%	39,458	84.5%	94,365	83.3%
Managerial executive	4,187	34.6%	15,181	32.5%	34,257	30.2%
Prof specialty	3,537	29.2%	13,744	29.4%	34,679	30.6%
Healthcare support	169	1.4%	375	0.8%	1,006	0.9%
Sales	1,621	13.4%	6,652	14.2%	14,687	13.0%
Office Admin	947	7.8%	3,506	7.5%	9,736	8.6%
Blue Collar	1,641	13.6%	7,257	15.5%	18,936	16.7%
Protective	162	1.3%	614	1.3%	1,796	1.6%
Food Prep Serving	177	1.5%	1,090	2.3%	3,252	2.9%
Bldg Maint/Cleaning	97	0.8%	405	0.9%	1,467	1.3%
Personal Care	413	3.4%	1,812	3.9%	4,073	3.6%
Farming/Fishing/Forestry	10	0.1%	30	0.1%	59	0.1%
Construction	459	3.8%	1,562	3.3%	3,729	3.3%
Production Transp	322	2.7%	1,743	3.7%	4,561	4.0%
Employment By Industry	12,101		46,715		113,301	
Agri Mining Const	697	5.8%	2,429	5.2%	5,403	4.8%
Manufacturing	908	7.5%	3,969	8.5%	9,761	8.6%
Transportation	253	2.1%	1,382	3.0%	3,998	3.5%
Information	579	4.8%	1,792	3.8%	4,270	3.8%
Wholesale Retail	1,471	12.2%	5,926	12.7%	14,120	12.5%
Fin Insur Real Estate	1,473	12.2%	6,262	13.4%	13,780	12.2%
Professional Services	2,286	18.9%	7,866	16.8%	18,834	16.6%
Management Services	66	0.5%	126	0.3%	271	0.2%
Admin Waste Services	398	3.3%	1,633	3.5%	3,647	3.2%
Educational services	2,400	19.8%	9,122	19.5%	22,494	19.9%
Entertain services	677	5.6%	3,018	6.5%	7,862	6.9%
Other Prof services	443	3.7%	1,619	3.5%	4,658	4.1%
Public admin	449	3.7%	1,572	3.4%	4,202	3.7%



Household Segmentation Profile

Downtown Danville

An ECONSolutions Household Segmentation Profile provides a deep understanding of consumer preferences, behavior and habits. Utilizing the Personix Lifestage database the report segments 70 household clusters into one of 21 Lifestage Groups and ranks the top 10 individual clusters allowing the user to identify the most concentrated groups with ease. The document includes links to the Personix Online Guide that provides clients with an in depth summary of each group and cluster.



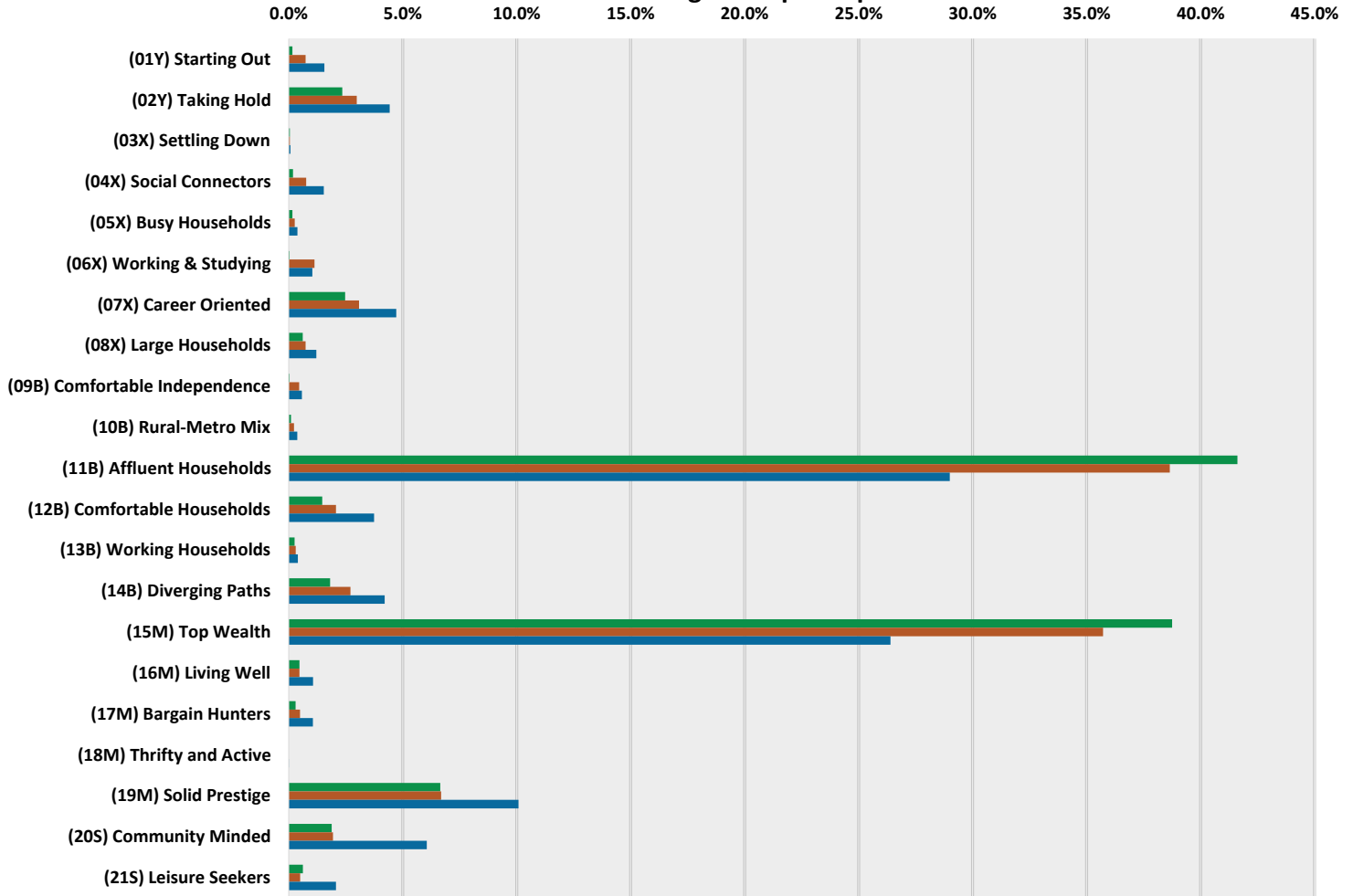
Household Segmentation Profile

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date: 1/11/2019



	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive
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Household Lifestage Group Comparison



	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive
Total Households	9,151 100%	33,257 100%	87,254 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	01- Summit Estates	(11B) Affluent Households	3,023	33.0%	10,071	30.3%	17,098	19.6%
2	02- Established Elite	(15M) Top Wealth	2,877	31.4%	9,552	28.7%	16,564	19.0%
3	04- Top Professionals	(11B) Affluent Households	669	7.3%	2,258	6.8%	6,410	7.3%
4	03- Corporate Connected	(15M) Top Wealth	669	7.3%	2,328	7.0%	6,470	7.4%
5	09- Busy Schedules	(19M) Solid Prestige	234	2.6%	927	2.8%	4,085	4.7%
6	05- Active & Involved	(19M) Solid Prestige	209	2.3%	701	2.1%	2,450	2.8%
7	24- Career Building	(02Y) Taking Hold	191	2.1%	913	2.7%	3,439	3.9%
8	08- Solid Surroundings	(19M) Solid Prestige	165	1.8%	595	1.8%	2,260	2.6%
9	33- Urban Diversity	(14B) Diverging Paths	156	1.7%	815	2.5%	3,353	3.8%
10	07- Active Lifestyles	(11B) Affluent Households	116	1.3%	525	1.6%	1,793	2.1%

* Rank is based on Trade Area 1 cluster size

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

Household Segmentation Profile

Market: W Prospect Ave and Hartz Ave | Danville CA

Date: 1/11/2019

TOTAL HOUSEHOLDS		9,151	100%	33,257	100%	87,254	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		15	0.2%	247	0.7%	1,367	1.6%
	39- Setting Goals	0	0.0%	6	0.0%	48	0.1%
	45- Offices & Entertainment	7	0.1%	88	0.3%	320	0.4%
	57- Collegiate Crowd	5	0.1%	143	0.4%	903	1.0%
	58- Outdoor Fervor	0	0.0%	0	0.0%	1	0.0%
	67- First Steps	2	0.0%	10	0.0%	95	0.1%
(02Y) Taking Hold		215	2.3%	991	3.0%	3,862	4.4%
	18- Climbing the Ladder	5	0.1%	11	0.0%	67	0.1%
	21- Children First	17	0.2%	62	0.2%	310	0.4%
	24- Career Building	191	2.1%	913	2.7%	3,439	3.9%
	30- Out & About	2	0.0%	6	0.0%	47	0.1%
(03X) Settling Down		4	0.0%	16	0.0%	65	0.1%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	4	0.0%	5	0.0%
	46- Rural & Active	4	0.0%	12	0.0%	59	0.1%
(04X) Social Connectors		17	0.2%	254	0.8%	1,345	1.5%
	42- Creative Variety	2	0.0%	21	0.1%	131	0.2%
	52- Stylish & Striving	6	0.1%	100	0.3%	488	0.6%
	59- Mobile Mixers	9	0.1%	134	0.4%	725	0.8%
(05X) Busy Households		15	0.2%	88	0.3%	335	0.4%
	37- Firm Foundations	8	0.1%	26	0.1%	94	0.1%
	62- Movies & Sports	7	0.1%	62	0.2%	241	0.3%
(06X) Working & Studying		3	0.0%	375	1.1%	903	1.0%
	61- City Life	0	0.0%	362	1.1%	787	0.9%
	69- Productive Havens	1	0.0%	6	0.0%	33	0.0%
	70- Favorably Frugal	2	0.0%	7	0.0%	83	0.1%
(07X) Career Oriented		227	2.5%	1,026	3.1%	4,118	4.7%
	06- Casual Comfort	116	1.3%	450	1.4%	1,492	1.7%
	10- Careers & Travel	40	0.4%	183	0.6%	733	0.8%
	20- Carving Out Time	6	0.1%	17	0.1%	78	0.1%
	26- Getting Established	65	0.7%	375	1.1%	1,815	2.1%
(08X) Large Households		56	0.6%	247	0.7%	1,057	1.2%
	11- Schools & Shopping	25	0.3%	95	0.3%	420	0.5%
	12- On the Go	27	0.3%	109	0.3%	444	0.5%
	19- Country Comfort	0	0.0%	0	0.0%	0	0.0%
	27- Tenured Proprietors	4	0.0%	43	0.1%	193	0.2%
(09B) Comfortable Independence		4	0.0%	153	0.5%	504	0.6%
	29- City Mixers	0	0.0%	122	0.4%	326	0.4%
	35- Working & Active	3	0.0%	15	0.0%	91	0.1%
	56- Metro Active	1	0.0%	16	0.0%	87	0.1%
(10B) Rural-Metro Mix		9	0.1%	78	0.2%	327	0.4%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	9	0.1%	77	0.2%	324	0.4%
	60- Rural & Mobile	0	0.0%	1	0.0%	3	0.0%

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

Household Segmentation Profile

Market: W Prospect Ave and Hartz Ave | Danville CA

Date: 1/11/2019

TOTAL HOUSEHOLDS		9,151	100%	33,257	100%	87,254	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		3,808	41.6%	12,854	38.7%	25,301	29.0%
	01- Summit Estates	3,023	33.0%	10,071	30.3%	17,098	19.6%
	04- Top Professionals	669	7.3%	2,258	6.8%	6,410	7.3%
	07- Active Lifestyles	116	1.3%	525	1.6%	1,793	2.1%
(12B) Comfortable Households		135	1.5%	690	2.1%	3,268	3.7%
	13- Work & Play	77	0.8%	438	1.3%	2,020	2.3%
	17- Firmly Established	57	0.6%	252	0.8%	1,248	1.4%
(13B) Working Households		24	0.3%	102	0.3%	352	0.4%
	38- Occupational Mix	24	0.3%	102	0.3%	352	0.4%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		166	1.8%	900	2.7%	3,673	4.2%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	1	0.0%	11	0.0%	63	0.1%
	31- Mid-Americana	9	0.1%	24	0.1%	111	0.1%
	32- Metro Mix	0	0.0%	50	0.2%	147	0.2%
	33- Urban Diversity	156	1.7%	815	2.5%	3,353	3.8%
(15M) Top Wealth		3,546	38.7%	11,880	35.7%	23,034	26.4%
	02- Established Elite	2,877	31.4%	9,552	28.7%	16,564	19.0%
	03- Corporate Connected	669	7.3%	2,328	7.0%	6,470	7.4%
(16M) Living Well		43	0.5%	157	0.5%	929	1.1%
	14- Career Centered	41	0.4%	143	0.4%	826	0.9%
	15- Country Ways	0	0.0%	0	0.0%	1	0.0%
	23- Good Neighbors	2	0.0%	14	0.0%	102	0.1%
(17M) Bargain Hunters		27	0.3%	164	0.5%	927	1.1%
	43- Work & Causes	5	0.1%	16	0.0%	101	0.1%
	44- Open Houses	3	0.0%	13	0.0%	114	0.1%
	55- Community Life	8	0.1%	29	0.1%	120	0.1%
	63- Staying Home	9	0.1%	97	0.3%	530	0.6%
	68- Staying Healthy	2	0.0%	9	0.0%	61	0.1%
(18M) Thrifty & Active		0	0.0%	0	0.0%	1	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	0	0.0%	0	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	1	0.0%
(19M) Solid Prestige		608	6.6%	2,223	6.7%	8,795	10.1%
	05- Active & Involved	209	2.3%	701	2.1%	2,450	2.8%
	08- Solid Surroundings	165	1.8%	595	1.8%	2,260	2.6%
	09- Busy Schedules	234	2.6%	927	2.8%	4,085	4.7%
(20S) Community Minded		172	1.9%	645	1.9%	5,282	6.1%
	25- Clubs & Causes	16	0.2%	60	0.2%	632	0.7%
	28- Community Pillars	57	0.6%	187	0.6%	1,858	2.1%
	36- Persistent & Productive	100	1.1%	397	1.2%	2,792	3.2%
(21S) Leisure Seekers		57	0.6%	167	0.5%	1,808	2.1%
	49- Home & Garden	9	0.1%	24	0.1%	473	0.5%
	51- Role Models	1	0.0%	16	0.0%	201	0.2%
	64- Practical & Careful	35	0.4%	68	0.2%	305	0.3%
	65- Hobbies & Shopping	1	0.0%	22	0.1%	216	0.2%
	66- Helping Hands	11	0.1%	37	0.1%	614	0.7%

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

Employment Profile

Downtown Danville

An ECONSolutions Employment Profile provides insight on the employment market located within a specific trade area. The Employment Profile breaks down Industry Groups as well as Occupational sectors to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding the types of businesses and the types of workers that are positioned near key areas of interest can greatly influence decisions.



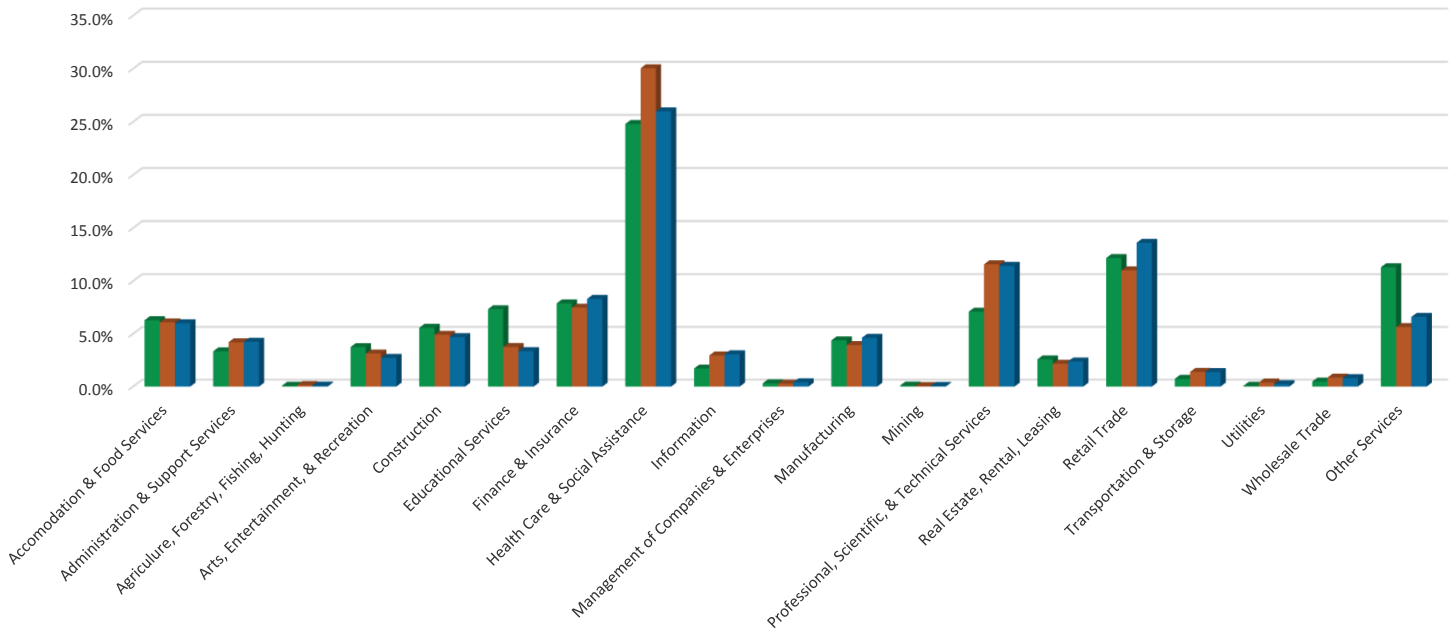
Employment Profile

Site: Downtown Danville
 Address: W Prospect Ave and Hartz Ave | Danville CA
 Date Report Created: 1/11/2019

	5 Min Drive			10 Min Drive			15 Min Drive		
Daytime Population	32,266			129,496			297,007		
Student Population	9,405			21,354			41,799		
Median Employee Salary	52,965			54,668			52,763		
Average Employee Salary	63,212			65,857			64,549		
Wages	#			#			#		
Salary/Wage per Employee per Annum									
Under \$15,000 CrYr	270	2.1%		1,664	2.2%		4,135	2.4%	
15,000 to 30,000 CrYr	695	5.3%		3,328	4.5%		8,231	4.8%	
30,000 to 45,000 CrYr	4,201	32.3%		22,608	30.3%		54,933	32.0%	
45,000 to 60,000 CrYr	2,254	17.3%		13,265	17.8%		30,034	17.5%	
60,000 to 75,000 CrYr	1,761	13.5%		9,987	13.4%		21,643	12.6%	
75,000 to 90,000 CrYr	1,326	10.2%		6,960	9.3%		15,823	9.2%	
90,000 to 100,000 CrYr	454	3.5%		3,040	4.1%		6,368	3.7%	
Over 100,000 CrYr	2,057	15.8%		13,664	18.3%		30,236	17.6%	

Industry Groups

Employee's by Industry



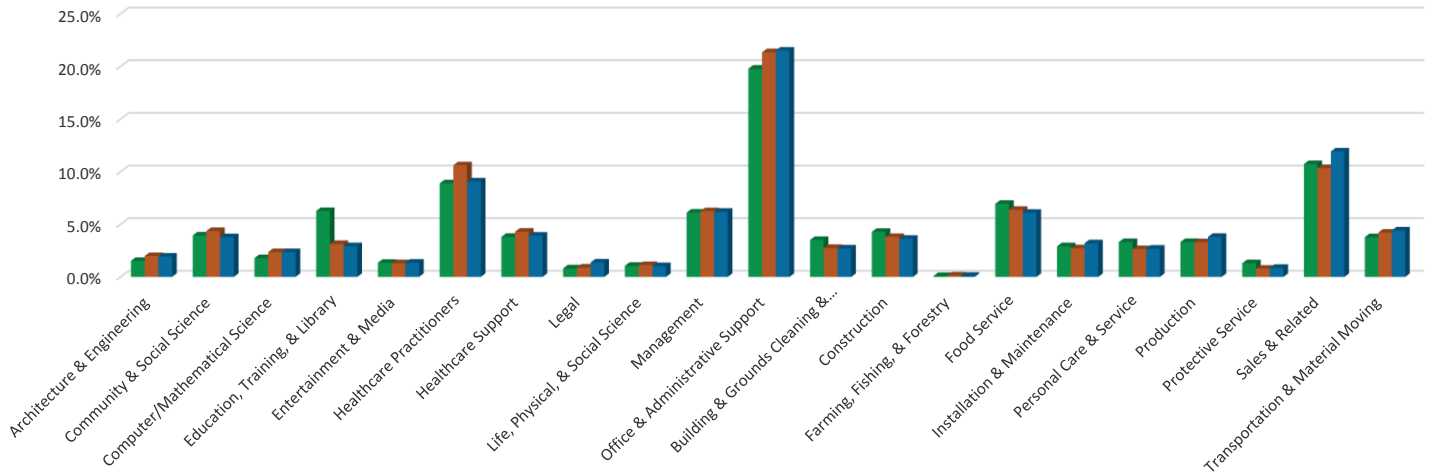
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,209	100%	13,019	100%	4,554	100%	74,515	100%	10,400	100%	171,403	100%
Accommodation & Food Services	64	5.3%	819	6.3%	197	4.3%	4,536	6.1%	458	4.4%	10,292	6.0%
Administration & Support Services	42	3.5%	435	3.3%	135	3.0%	3,129	4.2%	307	3.0%	7,271	4.2%
Agriculture, Forestry, Fishing, Hunting	2	0.2%	10	0.1%	14	0.3%	110	0.1%	22	0.2%	174	0.1%
Arts, Entertainment, & Recreation	35	2.9%	488	3.7%	100	2.2%	2,334	3.1%	225	2.2%	4,664	2.7%
Construction	77	6.3%	726	5.6%	213	4.7%	3,659	4.9%	468	4.5%	8,025	4.7%
Educational Services	40	3.3%	955	7.3%	124	2.7%	2,800	3.8%	272	2.6%	5,758	3.4%
Finance & Insurance	107	8.9%	1,026	7.9%	416	9.1%	5,577	7.5%	973	9.4%	14,246	8.3%
Health Care & Social Assistance	225	18.6%	3,228	24.8%	1,196	26.3%	22,384	30.0%	2,363	22.7%	44,543	26.0%
Information	21	1.8%	223	1.7%	90	2.0%	2,197	2.9%	205	2.0%	5,253	3.1%
Management of Companies & Enterprises	1	0.1%	40	0.3%	2	0.0%	209	0.3%	8	0.1%	688	0.4%
Manufacturing	31	2.5%	571	4.4%	121	2.6%	2,929	3.9%	278	2.7%	7,927	4.6%
Mining	1	0.1%	12	0.1%	3	0.1%	36	0.0%	6	0.1%	103	0.1%
Professional, Scientific, & Technical Services	152	12.6%	924	7.1%	674	14.8%	8,631	11.6%	1,705	16.4%	19,621	11.4%
Real Estate, Rental, Leasing	71	5.9%	336	2.6%	195	4.3%	1,614	2.2%	461	4.4%	4,080	2.4%
Retail Trade	125	10.4%	1,585	12.2%	391	8.6%	8,207	11.0%	985	9.5%	23,340	13.6%
Transportation & Storage	8	0.6%	96	0.7%	33	0.7%	1,034	1.4%	93	0.9%	2,354	1.4%
Utilities	1	0.1%	10	0.1%	8	0.2%	289	0.4%	11	0.1%	380	0.2%
Wholesale Trade	14	1.2%	62	0.5%	61	1.3%	633	0.8%	143	1.4%	1,366	0.8%
Other Services	192	15.9%	1,473	11.3%	583	12.8%	4,206	5.6%	1,417	13.6%	11,318	6.6%

Employment Profile

Site: Downtown Danville
 Address: W Prospect Ave and Hartz Ave | Danville CA
 Date Report Created: 1/11/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	7,725	59.3%	46,540	62.5%	102,979	60.1%
Architecture & Engineering	199	1.5%	1,482	2.0%	3,323	1.9%
Community & Social Science	513	3.9%	3,254	4.4%	6,486	3.8%
Computer/Mathematical Science	232	1.8%	1,755	2.4%	4,048	2.4%
Education, Training, & Library	817	6.3%	2,336	3.1%	5,005	2.9%
Entertainment & Media	175	1.3%	969	1.3%	2,320	1.4%
Healthcare Practitioners	1,158	8.9%	7,912	10.6%	15,571	9.1%
Healthcare Support	496	3.8%	3,207	4.3%	6,737	3.9%
Legal	105	0.8%	665	0.9%	2,355	1.4%
Life, Physical, & Social Science	137	1.1%	841	1.1%	1,751	1.0%
Management	797	6.1%	4,660	6.3%	10,620	6.2%
Office & Administrative Support	2,576	19.8%	15,905	21.3%	36,856	21.5%
Blue Collar	5,235	40.2%	27,645	37.1%	67,618	39.4%
Building & Grounds Cleaning & Maintenance	458	3.5%	2,053	2.8%	4,639	2.7%
Construction	558	4.3%	2,831	3.8%	6,223	3.6%
Farming, Fishing, & Forestry	12	0.1%	105	0.1%	174	0.1%
Food Service	906	7.0%	4,762	6.4%	10,469	6.1%
Installation & Maintenance	379	2.9%	2,023	2.7%	5,486	3.2%
Personal Care & Service	431	3.3%	1,973	2.6%	4,604	2.7%
Production	432	3.3%	2,463	3.3%	6,528	3.8%
Protective Service	169	1.3%	584	0.8%	1,463	0.9%
Sales & Related	1,397	10.7%	7,710	10.3%	20,458	11.9%
Transportation & Material Moving	491	3.8%	3,139	4.2%	7,574	4.4%
Military Services	58	0.4%	330	0.4%	806	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	13,019	74,515	171,403
2018 Q1	13,428	77,042	176,861
2017 Q4	13,433	76,757	175,902
2017 Q3	12,968	75,589	173,757
2017 Q2	13,691	77,568	177,213
2017 Q1	13,661	77,117	176,711
2016 Q4	13,827	79,715	180,990
2016 Q3	13,115	77,633	176,970
2016 Q2	13,512	78,720	178,929

Consumer Demand & Market Profile (GAP Analysis) Downtown Danville

An ECONsolutions Consumer Demand & Market Supply Assessment examines opportunity/surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just an agencies boundaries, making it a useful tool to assist in development planning, recruitment strategies, and overall market analysis.



Consumer Demand & Market Supply Assessment

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 1/11/2019

	5 Min Drive				10 Min Drive				15 Min Drive			
Demographics												
Population	24,588				91,121				225,030			
5-Year Population estimate	24,973				94,482				239,042			
Population Households	24,525				90,730				223,688			
Group Quarters Population	64				390				1,342			
Households	9,269				34,957				92,869			
5-Year Households estimate	9,418				36,453				98,996			
WorkPlace Establishments	1,209				4,554				10,400			
Workplace Employees	13,019				74,515				171,403			
Median Household Income	\$140,148				\$136,388				\$114,982			
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Other Motor Vehicle Dealers	\$4,958,879	\$0	(\$4,958,879)	-100%	\$18,380,235	\$3,493,490	(\$14,886,745)	-81%	\$44,046,612	\$14,811,428	(\$29,235,185)	-66%
Electronic Shopping/Mail Order Houses	\$63,561,060	\$0	(\$63,561,060)	-100%	\$249,642,132	\$73,383,191	(\$176,258,941)	-71%	\$595,904,821	\$272,317,800	(\$323,587,022)	-54%
Automotive Dealers	\$90,649,203	\$31,877,726	(\$58,771,477)	-65%	\$336,277,352	\$57,724,435	(\$278,552,917)	-83%	\$807,653,192	\$1,886,205,741	\$1,078,552,549	134%
Shoe Stores	\$3,245,419	\$1,730,879	(\$1,514,539)	-47%	\$12,057,111	\$8,022,814	(\$4,034,296)	-33%	\$28,605,813	\$34,786,654	\$6,180,841	22%
Bar/Drinking Places (Alcoholic Beverages)	\$1,706,068	\$914,409	(\$791,659)	-46%	\$8,745,798	\$2,286,023	(\$6,459,775)	-74%	\$19,952,194	\$8,648,163	(\$11,304,031)	-57%
Beer/Wine/Liquor Stores	\$4,143,777	\$2,354,095	(\$1,789,682)	-43%	\$15,423,641	\$15,531,614	\$107,974	1%	\$36,816,395	\$31,141,509	(\$5,674,886)	-15%
Direct Selling Establishments	\$2,448,311	\$1,393,193	(\$1,055,118)	-43%	\$9,091,016	\$7,991,982	(\$1,099,034)	-12%	\$21,937,172	\$17,786,201	(\$4,150,970)	-19%
Automotive Parts/Accessories/Tire	\$7,493,736	\$5,198,603	(\$2,295,133)	-31%	\$27,622,521	\$31,239,274	\$3,616,753	13%	\$67,243,724	\$67,992,701	\$748,978	1%
Department Stores	\$12,287,765	\$8,660,018	(\$3,627,747)	-30%	\$45,591,909	\$50,310,746	\$4,718,837	10%	\$109,640,893	\$163,487,139	\$53,846,246	49%
Book/Periodical/Music Stores	\$1,871,274	\$1,357,386	(\$513,888)	-27%	\$6,994,481	\$5,769,011	(\$1,225,470)	-18%	\$16,683,692	\$18,540,707	\$1,857,015	11%
Health/Personal Care Stores	\$25,580,505	\$20,427,558	(\$5,152,948)	-20%	\$94,153,105	\$144,730,264	\$50,577,158	54%	\$228,823,314	\$281,464,570	\$52,641,256	23%
Grocery Stores	\$49,575,082	\$39,763,591	(\$9,811,492)	-20%	\$183,885,122	\$336,922,959	\$153,037,837	83%	\$444,229,964	\$620,762,662	\$176,532,698	40%
Special Food Services	\$6,060,923	\$5,112,202	(\$948,721)	-16%	\$27,671,697	\$42,503,622	\$14,831,925	54%	\$64,007,687	\$74,562,451	\$10,554,763	16%
Florists/Misc. Store Retailers	\$686,100	\$599,551	(\$86,549)	-13%	\$2,531,369	\$1,489,855	(\$1,041,514)	-41%	\$6,090,307	\$5,093,658	(\$996,649)	-16%
Specialty Food Stores	\$2,764,777	\$2,572,009	(\$192,768)	-7%	\$10,264,462	\$10,184,477	(\$79,984)	-1%	\$24,801,221	\$25,643,246	\$842,025	3%
Furniture Stores	\$5,263,954	\$4,936,199	(\$327,755)	-6%	\$19,540,805	\$20,553,406	\$1,012,601	5%	\$46,655,536	\$57,867,196	\$11,211,660	24%
Other Misc. Store Retailers	\$7,007,441	\$6,679,561	(\$327,880)	-5%	\$25,847,221	\$28,526,663	\$2,679,442	10%	\$62,261,058	\$67,461,275	\$5,200,216	8%
Full-Service Restaurants	\$30,135,142	\$31,558,574	\$1,423,432	5%	\$144,854,438	\$157,861,775	\$13,007,337	9%	\$332,966,226	\$390,170,184	\$57,203,958	17%
Sporting Goods/Hobby/Musical Instrument	\$5,598,534	\$5,973,980	\$375,446	7%	\$20,733,622	\$17,484,496	(\$3,249,126)	-16%	\$49,766,955	\$84,237,791	\$34,470,837	69%
Limited-Service Eating Places	\$27,748,378	\$30,346,000	\$2,597,621	9%	\$126,708,962	\$130,197,496	\$3,488,534	3%	\$293,116,699	\$305,941,639	\$12,824,941	4%
Electronics/Appliance	\$9,433,478	\$10,855,435	\$1,421,958	15%	\$40,519,078	\$67,292,865	\$26,773,787	66%	\$94,961,017	\$176,874,154	\$81,913,137	86%
Vending Machine Operators (Non-Store)	\$3,197,331	\$3,804,449	\$607,118	19%	\$12,166,918	\$3,804,449	(\$8,362,469)	-69%	\$29,234,848	\$20,484,324	(\$8,750,525)	-30%
Building Material/Supplies Dealers	\$25,307,351	\$31,961,334	\$6,653,984	26%	\$93,412,792	\$144,298,927	\$50,886,135	54%	\$226,434,370	\$338,787,356	\$112,352,985	50%
Clothing Stores	\$22,212,894	\$32,900,578	\$10,687,684	48%	\$82,335,979	\$99,734,812	\$17,398,833	21%	\$196,495,147	\$451,172,275	\$254,677,128	130%
Lawn/Garden Equipment/Supplies Stores	\$2,845,676	\$4,413,433	\$1,567,757	55%	\$10,499,509	\$8,807,799	(\$1,691,711)	-16%	\$25,257,266	\$29,510,020	\$4,252,754	17%
Gasoline Stations	\$35,695,692	\$65,659,712	\$29,964,020	84%	\$132,358,980	\$194,803,843	\$62,444,864	47%	\$320,056,847	\$475,398,948	\$155,342,101	49%
Used Merchandise Stores	\$1,446,471	\$2,809,613	\$1,363,143	94%	\$5,352,186	\$3,677,684	(\$1,674,502)	-31%	\$12,894,776	\$11,054,879	(\$1,839,898)	-14%
Jewelry/Luggage/Leather Goods	\$3,064,262	\$6,407,327	\$3,343,065	109%	\$11,347,157	\$17,348,427	\$6,001,269	53%	\$27,295,131	\$45,062,308	\$17,767,177	65%
Office Supplies/Stationary/Gift	\$2,780,917	\$5,998,160	\$3,217,243	116%	\$10,840,641	\$17,128,337	\$6,287,696	58%	\$25,889,182	\$35,877,052	\$9,987,870	39%
Home Furnishing Stores	\$4,500,045	\$10,601,359	\$6,101,315	136%	\$16,612,908	\$25,656,609	\$9,043,700	54%	\$40,115,602	\$90,048,800	\$49,933,198	124%
Other General Merchandise Stores	\$50,037,388	\$118,147,064	\$68,109,676	136%	\$186,092,567	\$433,973,922	\$247,881,355	133%	\$449,240,651	\$632,546,061	\$183,305,410	41%
Consumer Demand/Market Supply Index	\$513,307,834	\$495,013,999	104		\$1,987,555,712	\$2,162,735,268	92		\$4,749,078,313	\$6,735,738,892	71	

Consumer Demand & Market Supply Assessment

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville, VA
Date Report Created: 1/11/2019

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Autos/Cars/Vans/Trucks/Motorcycles	\$79,283,600	\$26,685,572	(\$52,598,028)	-66%	\$294,312,462	\$50,237,745	(\$244,074,717)	-83%	\$707,267,495	\$1,586,480,449	\$879,212,955	124%
Computer Hardware/Software/Supplies	\$13,675,990	\$4,741,308	(\$8,934,682)	-65%	\$72,367,125	\$36,688,530	(\$35,678,595)	-49%	\$165,168,638	\$104,621,500	(\$60,547,138)	-37%
Automotive Tires/Tubes/Batteries/Parts	\$14,314,159	\$7,822,876	(\$6,491,283)	-45%	\$52,744,041	\$38,075,535	(\$14,668,506)	-28%	\$128,693,212	\$178,132,730	\$49,439,518	38%
Retailer Services	\$16,620,534	\$9,501,106	(\$7,119,428)	-43%	\$61,545,539	\$35,367,824	(\$26,177,715)	-43%	\$145,724,735	\$270,042,370	\$124,317,635	85%
Books/Periodicals	\$2,193,517	\$1,310,320	(\$883,197)	-40%	\$8,069,723	\$5,944,241	(\$2,125,482)	-26%	\$19,196,065	\$17,673,458	(\$1,522,607)	-8%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$55,502,973	\$36,772,884	(\$18,730,089)	-34%	\$204,210,244	\$227,332,156	\$23,121,912	11%	\$497,051,491	\$469,927,939	(\$27,123,552)	-5%
Footwear, including Accessories	\$7,869,188	\$5,488,931	(\$2,380,257)	-30%	\$29,239,370	\$22,218,233	(\$7,021,137)	-24%	\$69,347,587	\$88,008,444	\$18,660,857	27%
Alcoholic Drinks Served at the Establishment	\$14,604,183	\$10,429,914	(\$4,174,269)	-29%	\$75,709,284	\$50,368,202	(\$25,341,081)	-33%	\$172,501,659	\$126,052,012	(\$46,449,647)	-27%
Furniture/Sleep/Outdoor/Patio Furniture	\$13,435,470	\$9,638,697	(\$3,796,773)	-28%	\$49,875,551	\$40,060,051	(\$9,815,501)	-20%	\$119,043,838	\$109,360,423	(\$9,683,415)	-8%
Audio Equipment/Musical Instruments	\$2,737,450	\$2,019,273	(\$718,177)	-26%	\$10,115,809	\$11,844,280	\$1,728,471	17%	\$24,259,627	\$34,101,934	\$9,842,307	41%
Packaged Liquor/Wine/Beer	\$9,146,034	\$6,884,031	(\$2,262,003)	-25%	\$33,777,056	\$39,592,017	\$5,814,961	17%	\$80,480,533	\$74,493,425	(\$5,987,108)	-7%
Pets/Pet Foods/Pet Supplies	\$4,347,993	\$3,666,930	(\$681,062)	-16%	\$16,074,003	\$15,518,524	(\$555,479)	-3%	\$38,268,667	\$32,132,107	(\$6,136,560)	-16%
All Other Merchandise	\$18,587,108	\$17,593,832	(\$993,275)	-5%	\$68,693,141	\$75,956,007	\$7,262,866	11%	\$165,969,886	\$193,095,592	\$27,125,707	16%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$4,338,706	\$4,373,900	\$35,194	1%	\$16,068,640	\$16,999,756	\$931,116	6%	\$38,611,124	\$59,828,829	\$21,217,705	55%
Womens/Juniors/Misses Wear	\$18,798,842	\$21,180,228	\$2,381,385	13%	\$69,579,668	\$74,641,282	\$5,061,614	7%	\$165,750,970	\$296,377,270	\$130,626,300	79%
Meats/Nonalcoholic Beverages	\$54,249,004	\$61,148,337	\$6,899,333	13%	\$247,437,640	\$297,574,805	\$50,137,165	20%	\$572,441,917	\$680,293,201	\$107,851,283	19%
Small Electric Appliances	\$1,032,744	\$1,191,890	\$159,146	15%	\$3,812,246	\$5,145,156	\$1,332,909	35%	\$9,121,972	\$11,633,099	\$2,511,127	28%
Mens Wear	\$7,495,519	\$8,760,514	\$1,264,995	17%	\$27,859,389	\$32,010,949	\$4,151,560	15%	\$65,914,656	\$119,296,633	\$53,381,977	81%
Lawn/Garden/Farm Equipment/Supplies	\$7,555,526	\$9,050,403	\$1,494,877	20%	\$27,864,354	\$33,016,898	\$5,152,544	18%	\$67,105,875	\$82,994,490	\$15,888,615	24%
Groceries/Other Food Items (Off Premises)	\$76,657,372	\$92,055,028	\$15,397,656	20%	\$282,678,770	\$480,758,229	\$198,079,459	70%	\$684,126,757	\$854,292,773	\$170,166,016	25%
Kitchenware/Home Furnishings	\$5,488,572	\$6,781,017	\$1,292,445	24%	\$20,226,918	\$24,795,981	\$4,569,063	23%	\$49,213,337	\$70,755,354	\$21,542,017	44%
Dimensional Lumber/Other Building Materials	\$10,292,044	\$13,372,294	\$3,080,250	30%	\$38,031,849	\$60,065,787	\$22,033,938	58%	\$92,377,508	\$141,406,341	\$49,028,833	53%
Hardware/Tools/Plumbing/Electrical Supplies	\$6,958,964	\$9,061,350	\$2,102,386	30%	\$25,663,343	\$40,899,981	\$15,236,638	59%	\$62,523,825	\$93,962,920	\$31,439,095	50%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,341,077	\$1,780,158	\$439,081	33%	\$4,944,204	\$9,261,574	\$4,317,370	87%	\$11,780,569	\$17,868,634	\$6,088,064	52%
Toys/Hobby Goods/Games	\$2,310,171	\$3,155,337	\$845,165	37%	\$8,562,107	\$12,910,087	\$4,347,980	51%	\$20,855,837	\$35,720,279	\$14,864,442	71%
Paints/Sundries/Wallpaper/Wall Coverings	\$1,795,426	\$2,471,930	\$676,505	38%	\$6,610,712	\$11,066,837	\$4,456,125	67%	\$16,136,343	\$25,729,078	\$9,592,735	59%
Major Household Appliances	\$1,888,363	\$2,701,297	\$812,934	43%	\$6,959,622	\$13,917,269	\$6,957,648	100%	\$16,338,056	\$34,648,415	\$18,310,359	112%
Automotive Lubricants (incl Oil, Greases)	\$1,888,363	\$2,701,297	\$812,934	43%	\$6,959,622	\$13,917,269	\$6,957,648	100%	\$16,338,056	\$34,648,415	\$18,310,359	112%
Sewing/Knitting Materials/Supplies	\$239,392	\$353,476	\$114,084	48%	\$879,612	\$1,218,502	\$338,890	39%	\$2,087,855	\$3,907,351	\$1,819,496	87%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,234,455	\$3,405,406	\$1,170,951	52%	\$8,254,762	\$12,888,194	\$4,633,432	56%	\$19,699,536	\$32,635,925	\$12,936,389	66%
Cigars/Cigarettes/Tobacco/Accessories	\$5,011,806	\$8,200,981	\$3,189,175	64%	\$18,256,539	\$33,011,101	\$14,754,562	81%	\$44,994,308	\$62,972,643	\$17,978,335	40%
Photographic Equipment/Supplies	\$521,562	\$867,204	\$345,642	66%	\$1,936,951	\$4,546,856	\$2,609,904	135%	\$4,657,026	\$10,618,956	\$5,961,930	128%
Childrens Wear/Infants/Toddlers Clothing	\$2,871,516	\$4,774,924	\$1,903,408	66%	\$10,738,121	\$17,358,550	\$6,620,429	62%	\$26,029,349	\$60,560,924	\$34,531,575	133%
Jewelry (including Watches)	\$4,525,114	\$7,609,402	\$3,084,288	68%	\$16,760,087	\$23,288,360	\$6,528,273	39%	\$40,335,741	\$66,682,404	\$26,346,663	65%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$866,069	\$1,467,254	\$601,185	69%	\$3,181,986	\$7,102,825	\$3,920,839	123%	\$7,703,789	\$15,802,301	\$8,098,513	105%
Floor/Floor Coverings	\$3,513,350	\$6,091,528	\$2,578,178	73%	\$12,944,223	\$19,432,763	\$6,488,540	50%	\$31,462,114	\$56,592,964	\$25,130,850	80%
Televisions/VCR/Video Cameras/DVD etc	\$2,993,014	\$5,201,726	\$2,208,712	74%	\$11,097,133	\$25,713,081	\$14,615,949	132%	\$26,855,645	\$56,757,392	\$29,901,748	111%
Soaps/Detergents/Household Cleaners	\$2,269,601	\$3,965,996	\$1,696,395	75%	\$8,353,001	\$18,507,729	\$10,154,728	122%	\$20,233,140	\$32,563,377	\$12,330,237	61%
Paper/Related Products	\$1,978,131	\$4,015,874	\$2,037,742	103%	\$7,268,263	\$17,400,148	\$10,131,885	139%	\$17,648,250	\$28,935,861	\$11,287,611	64%
Automotive Fuels	\$32,978,624	\$68,636,683	\$35,658,058	108%	\$121,964,694	\$216,630,152	\$94,665,459	78%	\$295,028,603	\$486,417,455	\$191,388,852	65%

Consumer Demand & Market Supply Assessment

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 1/11/2019

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

$n = 100$ (Equilibrium)

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

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

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