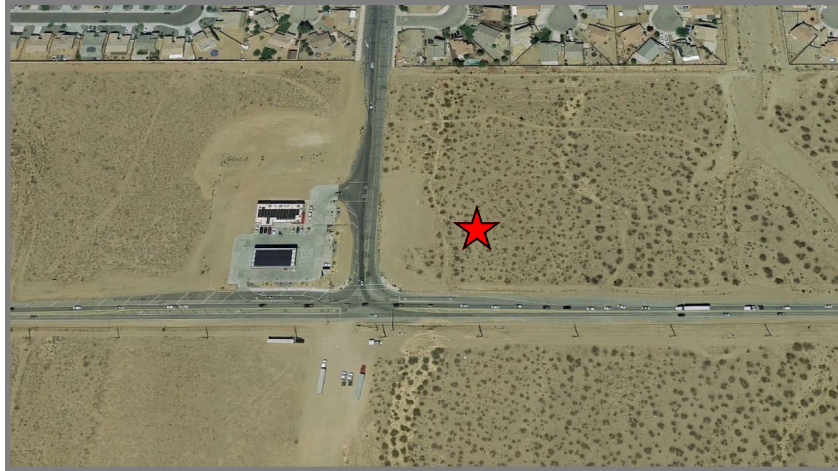


Retail Site Analysis



Guru Investments, LLC

Hotel and Fast Food Restaurant
11305 Palmdale Road and Bellflower Street
Adelanto, California 92301

April 3, 2019

INIST
CORP.



Project Summary

It has been proposed to develop a new generation hotel and branded fast food restaurant at the intersection of Palmdale Road and Bellflower Street in Adelanto, San Bernardino County, California 92301. The proposed hotel and fast food restaurant will be located adjacent to a planned fuel station, convenience store, and car wash development.

The focus of this evaluation is the anticipated hotel room sales and fast food restaurant sales potential during the first three years of planned operation.

Table of Contents

Management Summary	3
Intersection Photos and Site Plan	6
Traffic Summary	8
Projections: Metrics and Range Hotel	9
Projections: Metrics and Range Fast Food	10
CPR Charts – Fast Food Purchase and Brand	11
Competition Summary and Map Hotel	13
Competition Summary and Map Fast Food	22
Trade Area Map, CPR, and Demographics	38

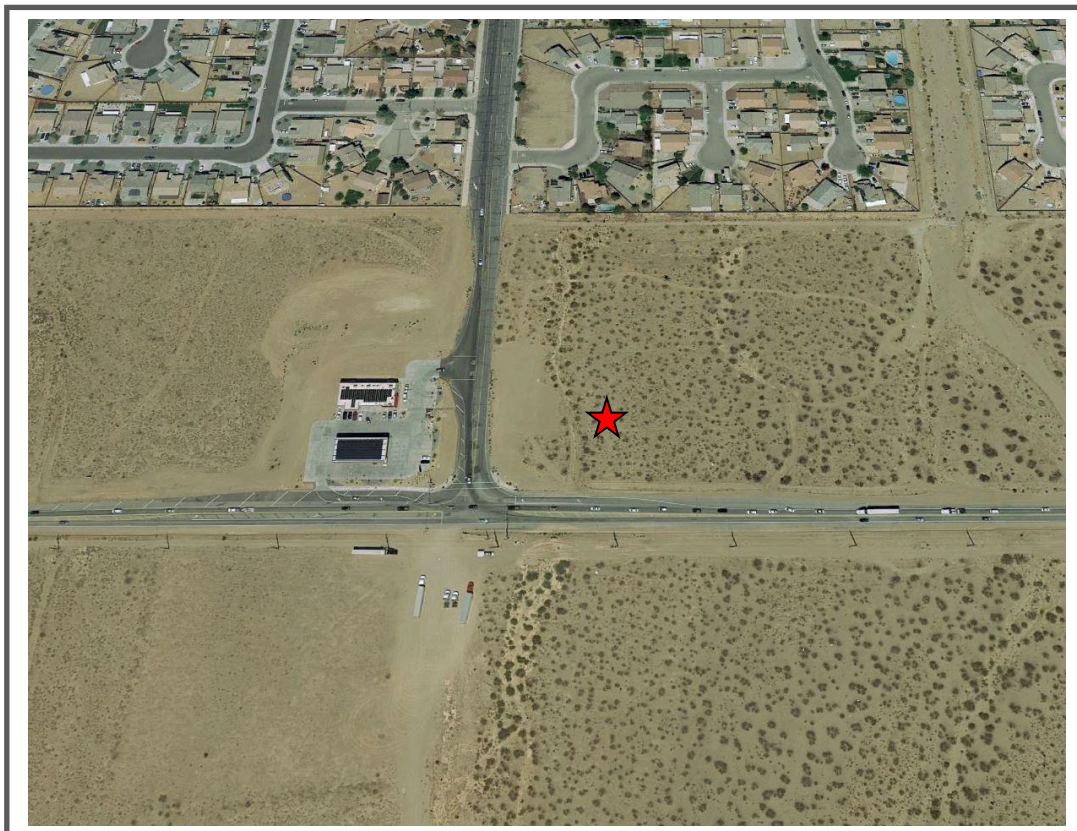
Management Summary

Palmdale Road and Bellflower Street, Adelanto

Site Characteristics

- The site is located at the southwest corner of the Palmdale Road and Bellflower Street intersection in Adelanto, San Bernardino County.
- The physical address of the site is 11305 Palmdale Road, Adelanto, California 92301.
- Palmdale Road (State Highway 18) is an undivided, two-lane, east/west artery that has been expanded at the Bellflower Street intersection to include designated northbound turn lanes. Posted speed – 55 MPH.
- Bellflower Street is a two-lane, north/south, undivided artery that forms a “T”-intersection with Palmdale Road, extending to the north. Posted speed –35 MPH.
- Direct site access will exist via one drive cut along Palmdale Road and one drive cut along Bellflower Street.
- Overall site visibility is unrestricted at the intersection and from each approach direction.
- Vehicular movement is electronically regulated at the Palmdale Road and Bellflower Street intersection.
- The total site area consists of 8.75-acres; it affords 610’ frontage along Palmdale Road and 292’ frontage along Bellflower Street. Adequate land area exists to achieve the proposed development strategy without restrictions to on-site movement and flow between profit centers.

IMST Traffic Counts Based on 24-Hour Count (2019)	
Palmdale Road	23,275
Bellflower Street	7,085
Total Traffic	30,360



Competition

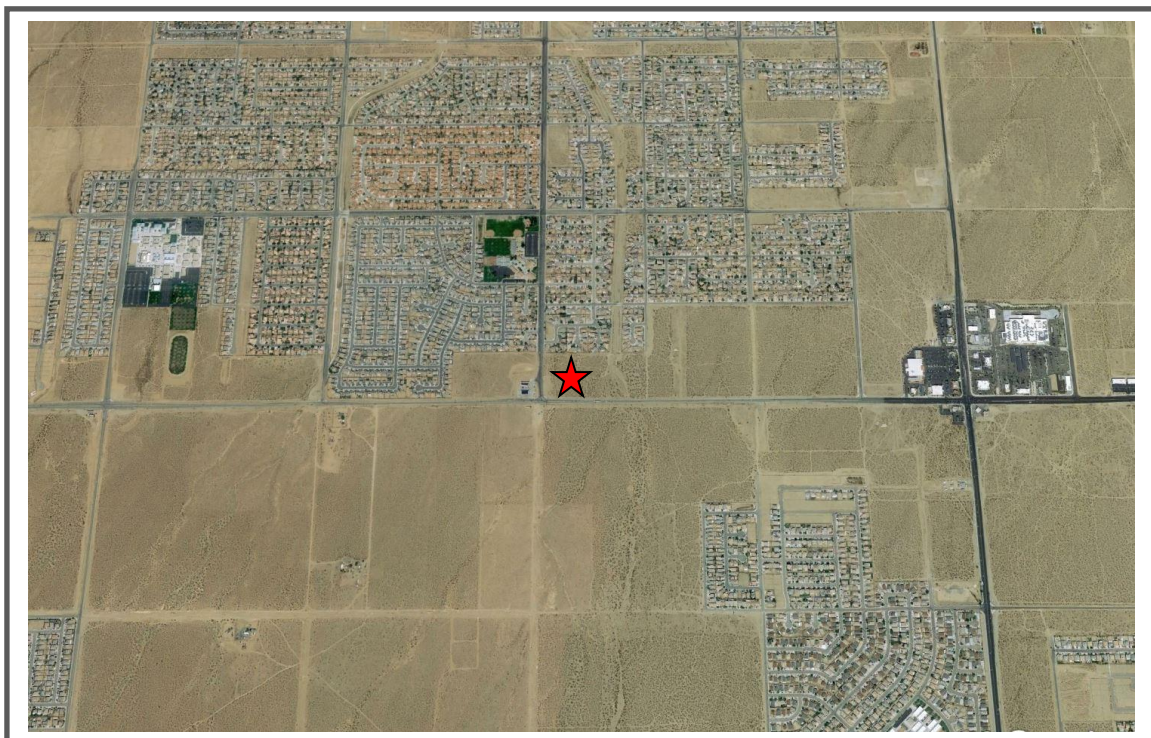
Competitive Summary: Hotel	
Hotel Chains	Home 2 Suites, America's Best, Travelodge, La Quinta, Holiday Inn, Hilton Garden, Courtyard, EconoLodge, Springhill Suites, Comfort Suites
# of Competitors	13
Total Guest Rooms	1,353
Average Distance	7-miles

Competitive Summary: Fast Food (QSR)	
Fast Food Brands	Carl's Jr., Del Taco, Subway, Wendy's, Panda Express, Taco Bell, McDonald's, BK, KFC, Starbucks
# of Competitors	14
Total Fast Food SF	37,000
Total Parking	382
Average Distance	1-mile

Trade Area

Adelanto is a residential community in San Bernardino County, northwest of Victorville, in the Victor Valley area of the Mojave Desert. The trade area is centered along State Highway 18, one-mile west of U.S. Highway 395 and five-miles west of Interstate 15. The trade area has experienced significant population and household growth with continued expansion projected. Trade area residents are low, moderate, and middle-income families with 62% Hispanic residents. The median population age is 26 and 30.8% of housing units are renter occupied. 52.4% of occupations are blue-collar and 18.1% of residents have a college or advanced degree.

Trade Area		
2018 Population	1.5-Mile	24,361
2018 Households	1.5-Mile	6,085
% Household Change 2018-2023	1.5-Mile	8.8%
2018 Average HH Income	1.5-Mile	\$53,962
2018 Median HH Income	1.5-Mile	\$43,009
Total Household Vehicles	1.5-Mile	12,360
2018 Total Employees	1.5-Mile	1,792
Total Daytime Population	1.5-Mile	18,004



Facility Development Strategy:

Hotel – Midscale Chain

- New generation midscale chain hotel with national affiliation and modern hotel building.
- Full exterior and interior chain image compliance, signage package, and design amenities.
- Full-service lobby area with automatic doors, seating areas, and professional attendants.
- Lobby attendant and front desk staff available 24-hours per day, 7-days per week.
- 75 total guest rooms offered in various room configurations. Double, king, and suite formats.
- Room rates range between \$89 and \$109. Competitive room pricing established and maintained.
- Average daily rate will target \$99.00 per overnight stay.
- Room amenities will include flat screen TV with HD channels, lounge chair, work desk, WIFI service, coffee maker, refrigerator, and iron with ironing board.
- Business center with computer, printer, WIFI service, fax and copier access.
- Well-equipped exercise facility. Meeting rooms and guest laundry.
- Free expanded breakfast service with hot and cold breakfast foods and beverages.
- Well-lit parking area with 80 guest parking spaces.
- National reservation affiliation, loyalty program, and promotion with property website and multiple travel service affiliations.

Fast Food Restaurant – Tier I Brand

- 2,800-3,500 square foot fast food restaurant building.
- Full exterior and interior fast food brand image and design compliance.
- Interior seating for 60+, express take-out service, and drive-thru service.
- Full brand menu with breakfast, lunch, snack, and meal categories.
- Fast food brand promotional programs, frequency cards, and value combinations.
- Best-in-class standards of fast food restaurant operation, maintenance, and execution.

Sales Projections

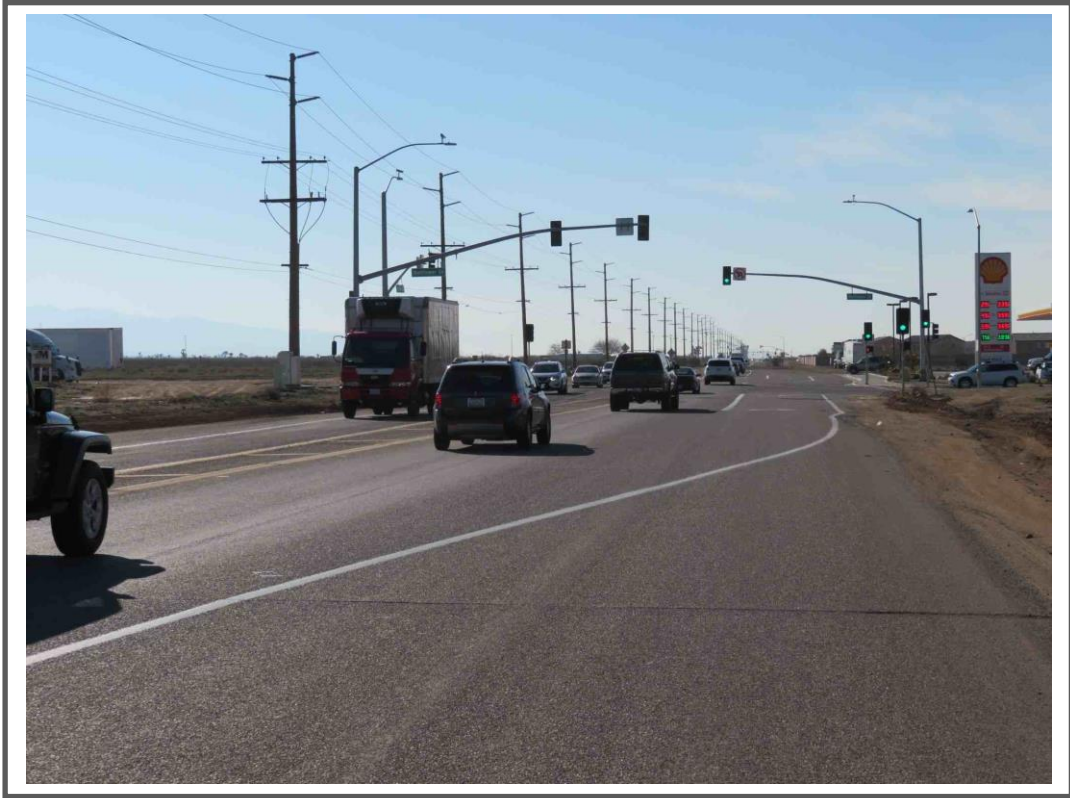
Average Monthly Hotel Sales Projections			
	Year 1	Year 2	Year 3
Monthly Room Sales (Dollars)	\$110,663	\$119,697	\$130,989
Annual Room Sales (Dollars)	\$1,327,956	\$1,436,364	\$1,571,868

Average Monthly Restaurant Sales Projections			
	Year 1	Year 2	Year 3
Fast Food Restaurant Sales (Dollars)	\$124,591	\$128,735	\$131,169

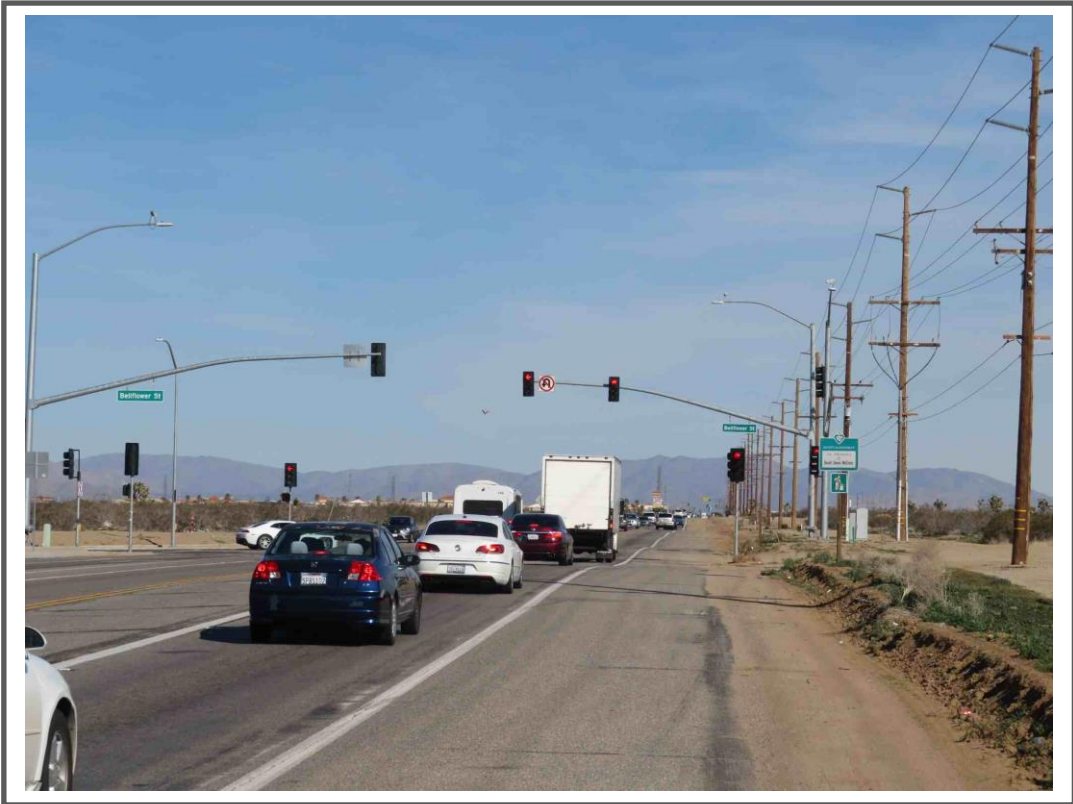
Summary

The planned hotel and fast food restaurant are planned as a portion of a retail cluster anchored by a fuel station, convenience store, and car wash. Hotel and fast food sales are driven by the attraction of neighborhood areas along Bellflower Road. Projections are impacted by limited business and commercial density. Hotel pricing and promotion must target residentially driven overnight stays and special family events. Fast food brand selection must reflect neighborhood demographics. Continued household growth and construction activity supports development. Hotel and fast food sales projections require calibration following chain and brand selection.

Intersection Photos

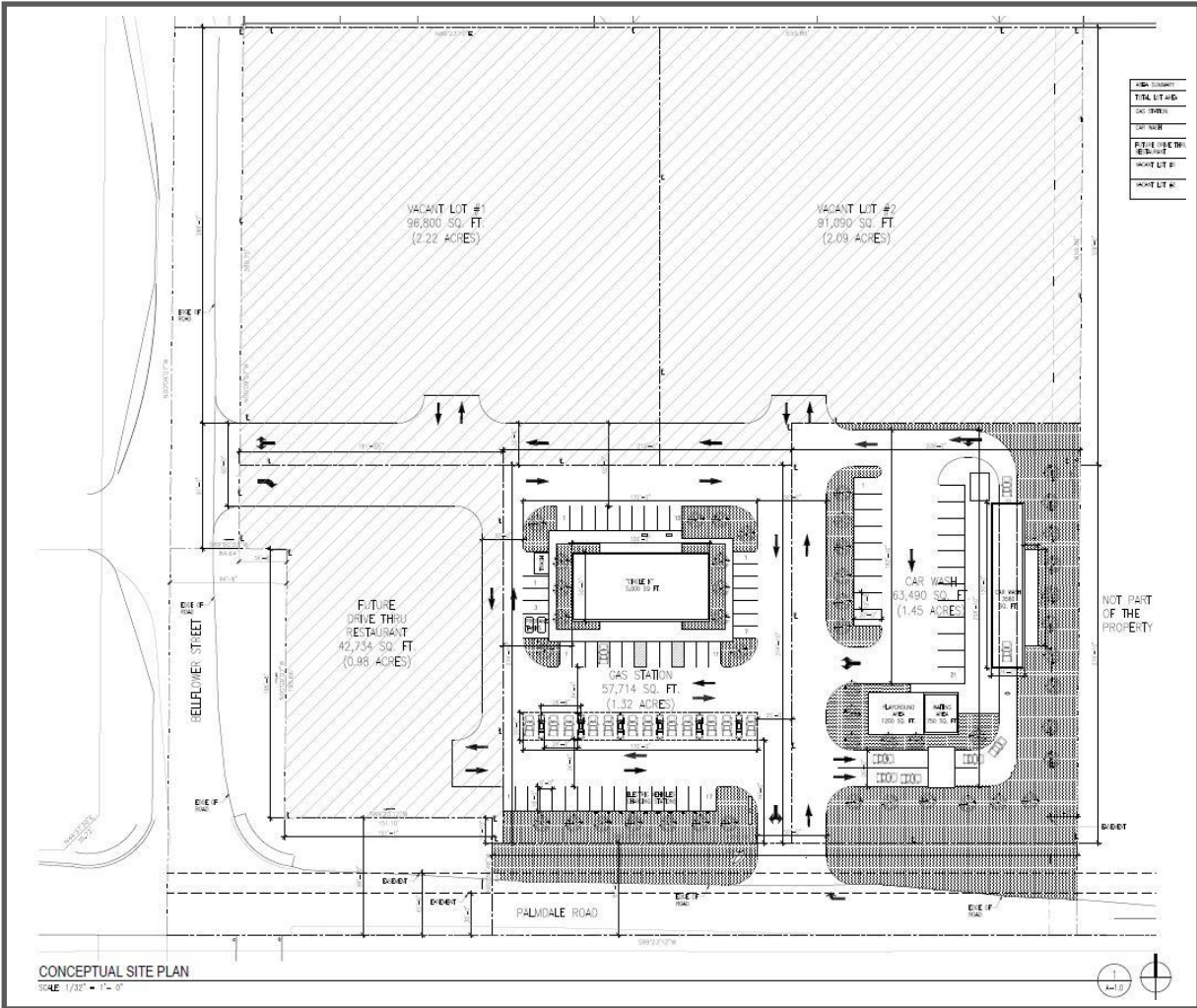


Palmdale Road westbound intersection approach



Palmdale Road eastbound intersection approach

Site Plan



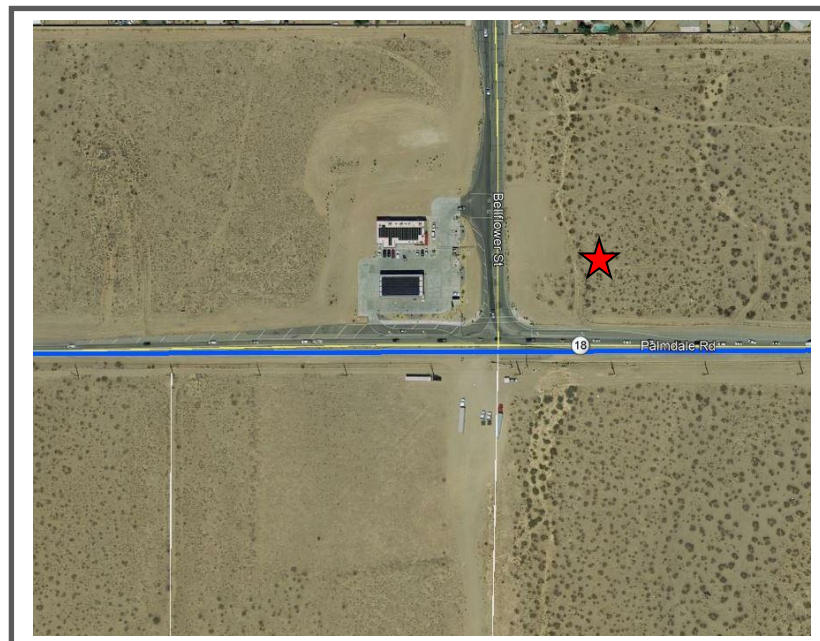
Traffic Summary

Palmdale Road and Bellflower Street

Average Daily Traffic Counts California DOT (2017)		
Primary Artery: Palmdale Road	Combined movement relative to the site	19,100
	Combined movement east of the site	40,000
Average Daily Traffic Counts Determined by IMST (2019)		
Primary Artery: Palmdale Road	Eastbound movement (non-truck/truck)	9,608/830
	Westbound movement (non-truck/truck)	12,036/801
	Total Palmdale Road Movement	23,275
Secondary Artery: Bellflower Street	Southbound movement (non-truck/truck)	6,835/250
	Total Bellflower Street Movement	7,085
	Total Intersection (non-truck/truck)	28,479/1,881
	Total Intersection Movement	30,360

2017 Traffic Volumes (for ALL vehicles on CA State Highways)

Dist	Rte	CO	Post Mile	Description	Back Peak Hour	Back Peak Month	Back AADT	Ahead Peak Hour	Ahead Peak Month	Ahead AADT
08	018	SBD	97.001	VICTORVILLE, AMARGOSA ROAD	3700	41000	40000	2800	31000	30000
08	018	SBD	100.956	JCT. RTE. 395	1750	19500	19100	950	9000	8400
08	018	SBD	115.910	SAN BERNARDINO/LOS ANGELES COUNTY LINE	590	5600	5200			
07	018	LA	0.000	SAN BERNARDINO/LOS ANGELES COUNTY LINE				460	5700	5200



Projections, Analytical Range, & Metrics

Palmdale Road and Bellflower Street, Adelanto

Projection Metrics

- Total Hotel Guest Rooms - 75
- Average Room Rate per Occupied Room - \$99.00
- Room Occupancy Year 1 – 49.0%
- Room Occupancy Year 1 – 41.6% Low Range
- Room Occupancy Year 1 – 52.0% High Range
- Room Occupancy Year 2 – 53.0%
- Room Occupancy Year 3 – 58.0%
- REVPAR Year 1 - \$48.51
- REVPAR Year 2 - \$52.47
- REVPAR Year 3 - \$57.42

Average Monthly Sales Projections

	Year 1	Year 2	Year 3
Monthly Room Sales (Dollars)	\$110,663	\$119,697	\$130,989
Quarterly Room Sales (Dollars)	\$331,989	\$359,091	\$392,967
Annual Room Sales (Dollars)	\$1,327,956	\$1,436,364	\$1,571,868

Analytical Sales Range

LOW	Year 1	Year 2	Year 3
Monthly Room Sales (Dollars)	\$93,962	\$100,565	\$109,546
Quarterly Room Sales (Dollars)	\$281,886	\$301,695	\$328,638
Annual Room Sales (Dollars)	\$1,127,544	\$1,206,780	\$1,314,552

HIGH	Year 1	Year 2	Year 3
Monthly Room Sales (Dollars)	\$117,461	\$126,486	\$136,622
Quarterly Room Sales (Dollars)	\$352,383	\$379,458	\$409,866
Annual Room Sales (Dollars)	\$1,409,532	\$1,517,832	\$1,639,464

Projections, Analytical Range, & Metrics

Palmdale Road and Bellflower Street, Adelanto

Trade Area Metrics

- Primary Area of Influence – 1.5-mile
- Total Intersection Traffic – 30,360 VPD
- Explained Intersection Traffic – 93.2%
- Passing Intersection Traffic – 6.8%
- Trade Area in Square Miles – 4.94

Projection Metrics

- Daily Fast Food Sales Year 1 - \$4,096
- Weekly Fast Food Sales Year 1 - \$28,752
- Daily Fast Food Sales Year 1 - \$4,232
- Weekly Fast Food Sales Year 1 - \$29,708
- Daily Fast Food Sales Year 1 - \$4,312
- Weekly Fast Food Sales Year 1 - \$30,270

Average Monthly Sales Projections

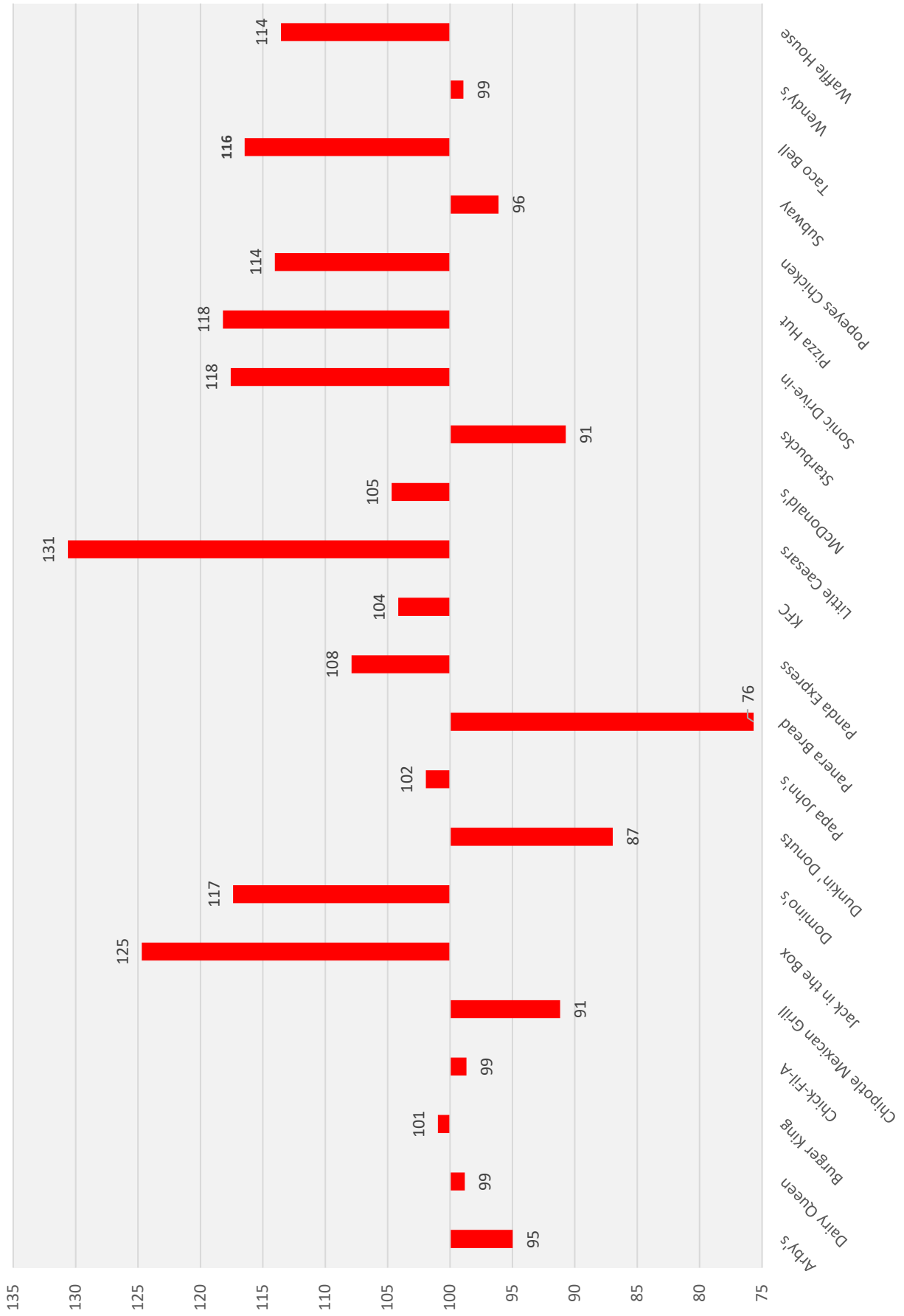
	Year 1	Year 2	Year 3
Fast Food Restaurant Sales (Dollars)	\$124,591	\$128,735	\$131,169
Annual Fast Food Restaurant Sales (Dollars)	\$1,495,092	\$1,544,820	\$1,574,028

Analytical Sales Range

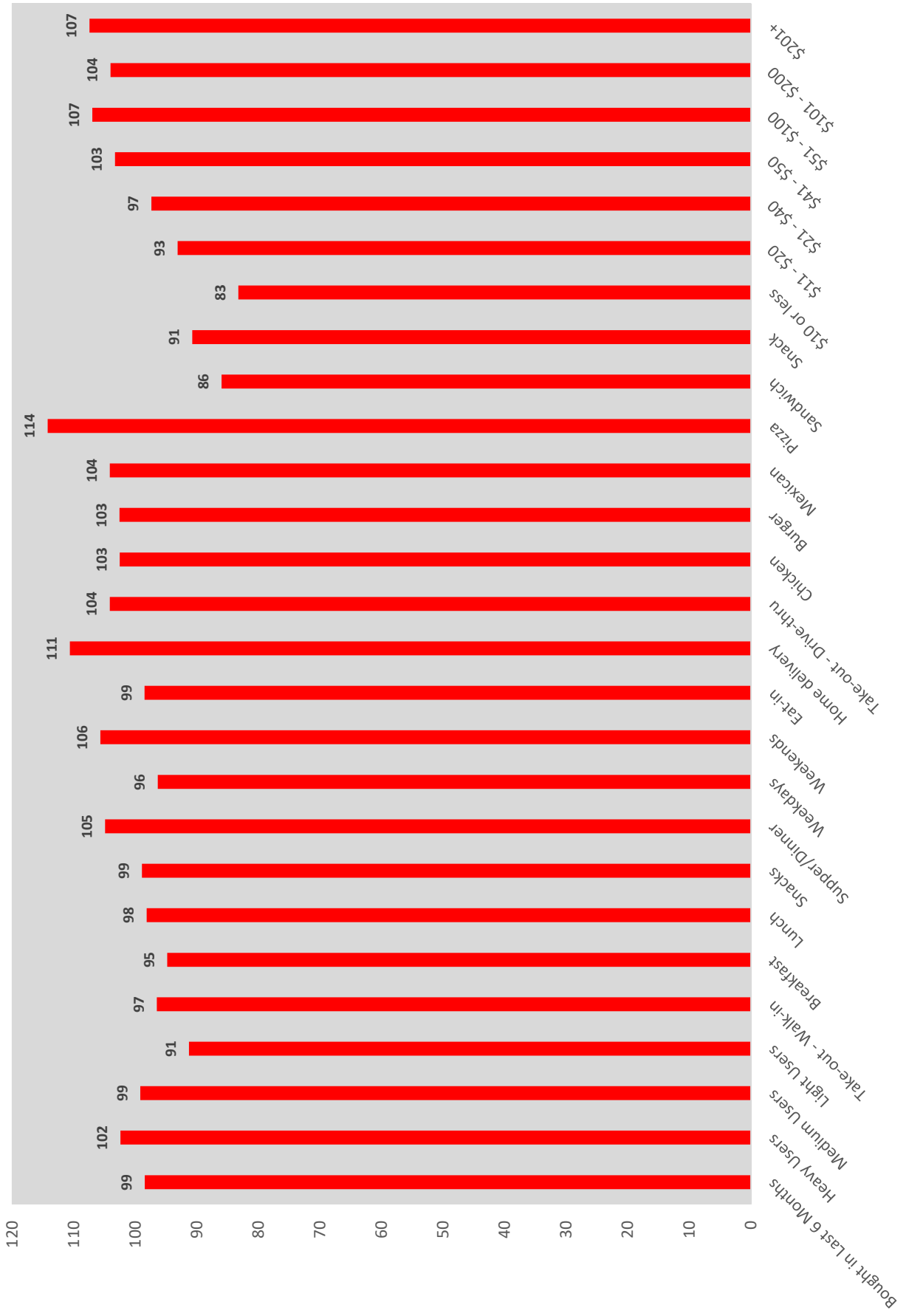
LOW	Year 1	Year 2	Year 3
Fast Food Restaurant Sales (Dollars)	\$110,487	\$115,818	\$118,004
Annual Fast Food Restaurant Sales (Dollars)	\$1,325,844	\$1,389,816	\$1,416,048

HIGH	Year 1	Year 2	Year 3
Fast Food Restaurant Sales (Dollars)	\$136,754	\$142,345	\$147,005
Annual Fast Food Restaurant Sales (Dollars)	\$1,641,048	\$1,708,140	\$1,764,060

Fast Food - Brand Preferences



Consumer Potential - Fast Food



Competitive Analysis Summary: Hotel

Competitive Hotel Capacity Metrics

13	Total Competitive Hotel Units
7.0	Average Distance in Miles
1,384	Total # of Parking Spaces
1,353	Total # of Rooms

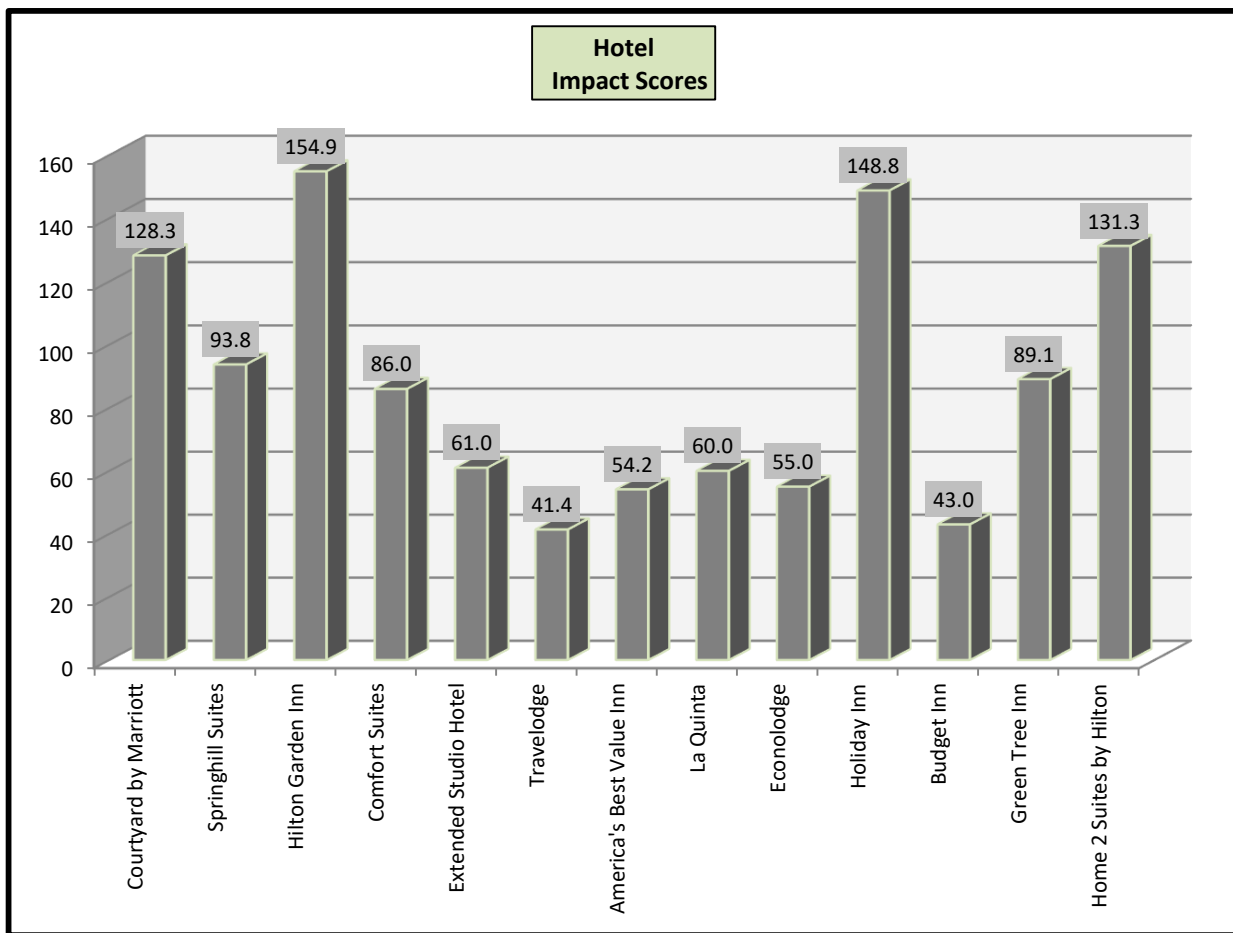
Hotel Chains



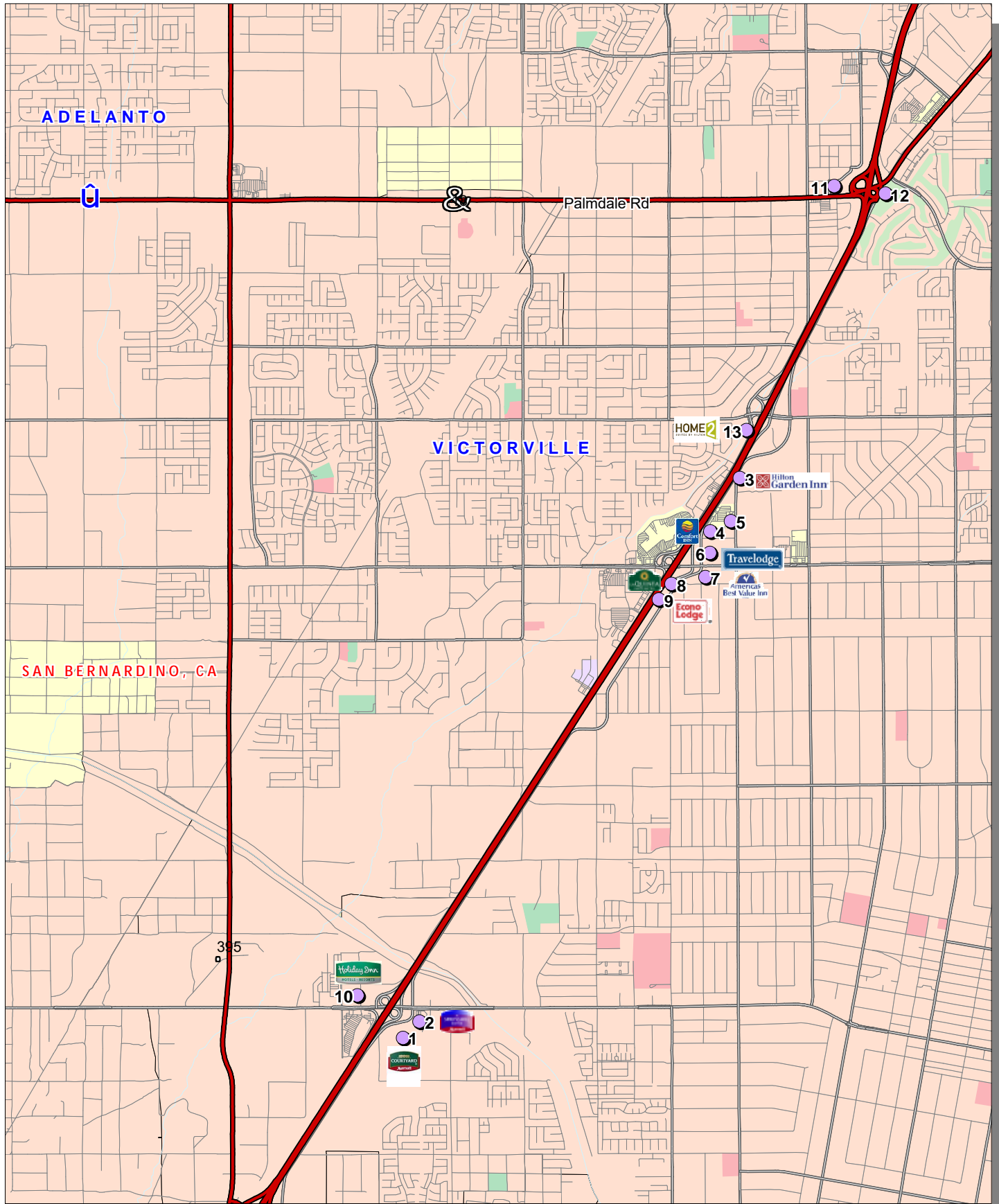
Competitive Hotel Amenities and Impact

54%	Percent Serving Breakfast
23%	Percent with Restaurant
85%	Percent with Fitness/Pool
0.03	Minimum Distance Impact
0.06	Maximum Distance Impact

Audit Date: 3/5/2019




Competition Map



● = Hotel

Competition Analysis: Hotel

Name: Courtyard by Marriott	Operation: Chain	Map #: 1	
Location: Mariposa Road, south of Emerald Street		Distance: 7.8	


Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	128.3
	Distance Score	0.04

135	# of Parking Spaces	
\$125	King Room Rate	
\$125	Double Room Rate	
135	# of Rooms	

-	Breakfast	
x	Restaurant	
x	Fitness/Pool	



Competition Analysis: Hotel

Name: Springhill Suites	Operation: Chain	Map #: 2	
Location: Mariposa Road and Emerald Street		Distance: 7.8	

Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	93.8
	Distance Score	0.04

75	# of Parking Spaces	
\$124	King Room Rate	
\$124	Double Room Rate	
75	# of Rooms	

x	Breakfast	
-	Restaurant	
x	Fitness/Pool	



Competition Analysis: Hotel

Name: Hilton Garden Inn	Operation: Chain	Map #: 3	
Location: Mariposa Road and Cottonwood Avenue		Distance: 7.2	

Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	154.9
	Distance Score	0.04

163	# of Parking Spaces	
\$140	King Room Rate	
\$140	Double Room Rate	
169	# of Rooms	

x	Breakfast
-	Restaurant
x	Fitness/Pool



Competition Analysis: Hotel

Name: Comfort Suites	Operation: Chain	Map #: 4	
Location: Mariposa Road and Monarch Boulevard		Distance: 7.7	

Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	86.0
	Distance Score	0.04

86	# of Parking Spaces	
\$103	King Room Rate	
\$107	Double Room Rate	
75	# of Rooms	

x	Breakfast
-	Restaurant
x	Fitness/Pool



Competition Analysis: Hotel

Name: Extended Studio Hotel	Operation: Independent	Map #: 5	
Location: Monarch Boulevard, east of Mariposa Road		Distance: 7.7	

Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	61.0
	Distance Score	0.04

61	# of Parking Spaces	
\$78	King Room Rate	
\$125	Double Room Rate	
56	# of Rooms	

x	Breakfast
-	Restaurant
x	Fitness/Pool



Competition Analysis: Hotel

Name: Travelodge	Operation: Chain	Map #: 6	
Location: Mariposa Road, north of Bear Valley Road		Distance: 7.9	


Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	41.4
	Distance Score	0.04

46	# of Parking Spaces	
\$71	King Room Rate	
\$80	Double Room Rate	
48	# of Rooms	

-	Breakfast
-	Restaurant
x	Fitness/Pool



Competition Analysis: Hotel

Name: America's Best Value Inn	Operation: Chain	Map #: 7	
Location: Monarch Boulevard, east of Mariposa Road		Distance: 8.1	


Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	54.2
	Distance Score	0.04

57	# of Parking Spaces	
\$65	King Room Rate	
\$65	Double Room Rate	
60	# of Rooms	

- Breakfast
- Restaurant
- x Fitness/Pool



Competition Analysis: Hotel

Name: La Quinta	Operation: Chain	Map #: 8	
Location: Mariposa Road, north of Bear Valley Road		Distance: 8.2	


Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	60.0
	Distance Score	0.03

48	# of Parking Spaces	
\$62	King Room Rate	
\$62	Double Room Rate	
45	# of Rooms	

- x Breakfast
- Restaurant
- x Fitness/Pool



Competition Analysis: Hotel

Name: Econolodge	Operation: Chain	Map #: 9	
Location: Monarch Boulevard, east of Mariposa Road		Distance: 8.2	


Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	55.0
	Distance Score	0.03

55	# of Parking Spaces
\$59	King Room Rate
\$67	Double Room Rate
61	# of Rooms

x	Breakfast
-	Restaurant
-	Fitness/Pool



Competition Analysis: Hotel

Name: Holiday Inn	Operation: Chain	Map #: 10	
Location: Mariposa Road, north of Bear Valley Road		Distance: 5.1	

Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	148.8
	Distance Score	0.06

186	# of Parking Spaces
\$108	King Room Rate
\$108	Double Room Rate
155	# of Rooms

-	Breakfast
x	Restaurant
x	Fitness/Pool



Competition Analysis: Hotel

Name: Budget Inn	Operation: Independent	Map #: 11	
Location: Monarch Boulevard, east of Mariposa Road		Distance: 5.0	

Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	43.0
	Distance Score	0.06

43	# of Parking Spaces
\$49	King Room Rate
\$53	Double Room Rate
48	# of Rooms

- Breakfast
- Restaurant
- Fitness/Pool



Competition Analysis: Hotel

Name: Green Tree Inn	Operation: Chain	Map #: 12	
Location: Mariposa Road, north of Bear Valley Road		Distance: 5.3	


Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	89.1
	Distance Score	0.05

324	# of Parking Spaces
\$45	King Room Rate
\$54	Double Room Rate
318	# of Rooms

- Breakfast
- x Restaurant
- x Fitness/Pool



Competition Analysis: Hotel

Name:	Home 2 Suites by Hilton	Operation:	Chain	Map #:	13	
Location:	Monarch Boulevard, east of Mariposa Road	Distance:			6.1	

Hotel Capacity and Amenities	Competitive Hotel Impact	
	Hotel Impact Score	131.3
	Distance Score	0.05

105	# of Parking Spaces	
\$147	King Room Rate	
\$147	Double Room Rate	
108	# of Rooms	

x	Breakfast
-	Restaurant
x	Fitness/Pool



Competitive Analysis Summary: Fast Food

Competitive Fast Food Capacity Metrics

14	Total Competitive Units
1.0	Average Distance in Miles
37,000	Total Fast Food Restaurant Square Footage
382	Total Parking Spaces
31	Total Order Stations
745	Total Interior Restaurant Seating

Fast Food Brands and Chains



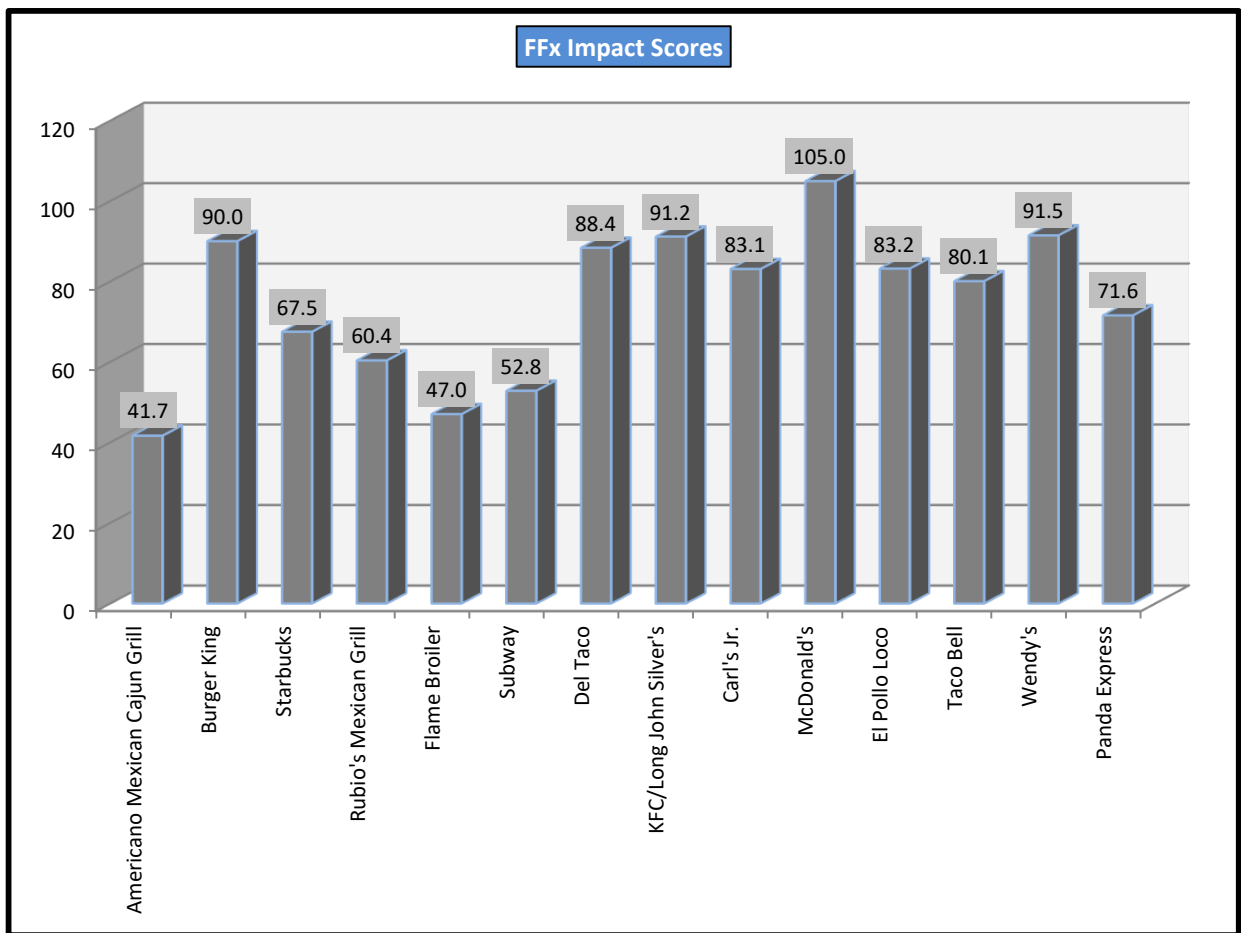
Fast Food Performance and Impact Indicators

71%	Percent Drive-Thru Service
4	Average Drive-Thru Count
21%	Capacity Parking %
0.31	Average Distance Impact
0.22	Minimum Distance Impact
1.00	Maximum Distance Impact

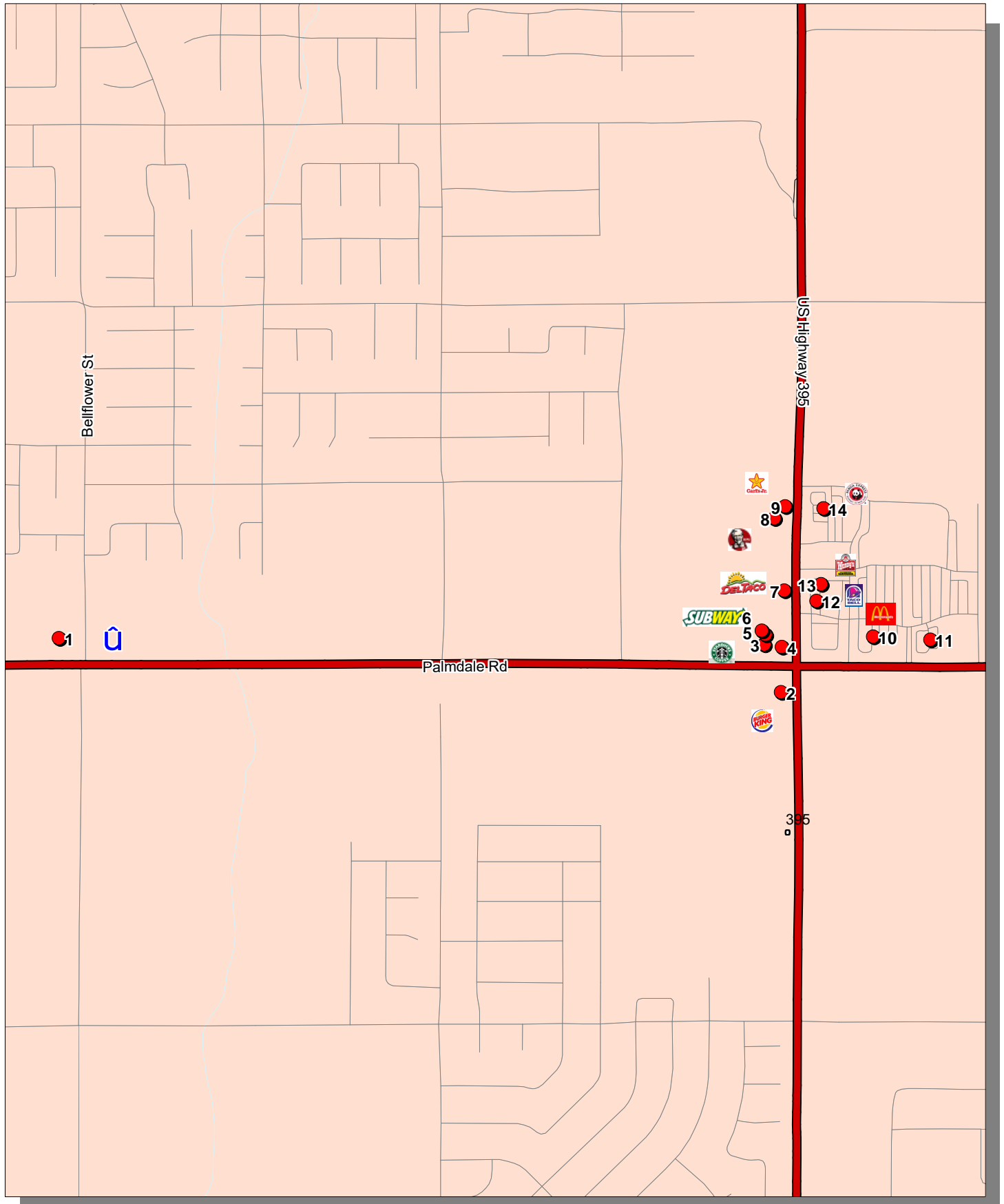
Fast Food - Category

QSR - Burger	29%
QSR - Chicken	14%
QSR - Sandwich	7%
QSR - Mexican	29%
QSR - Breakfast	0%
QSR	21%

Audit Date: 3/5/2019



Competition Map



● = Fast Food

Competition Analysis: Fast Food


Name:	Americano Mexican Cajun Grill	Operation:	Independent	Map #:	1
Location:	Palmdale Road and Bellflower Street	Intersection:		Distance:	NW
Type:	QSR-Mexican				0.1

Fast Food Exterior				Competitive Fast Food Impact	
1,000	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	41.7
Independent	Brand Recognition	Intersection	Visibility	Brand Score	5
1	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	1.00
Updated	Brand Image Compliance	Undivided	Road Configuration		
12	Parking	Retail Center	On Site Movement		
	Drive-Thru Service	55	Posted Speed		
Retail Center	QSR Building Type				

Fast Food Interior					
1	Order Stations	Independent	Interior Maintenance	Specialty	Fountain Beverage Service
13	Interior Seats	Independent	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Independent	Interior Signage	Standard	Restrooms
	24 Hours		Uniforms		Delivery



Competition Analysis: Fast Food


Name:	Burger King	Operation:	Franchise	Map #:	2	
Location:	Palmdale Road and U.S. Highway 395	Intersection:			SW	
Type:	QSR-Burger	Distance:			1.0	

Fast Food Exterior				Competitive Fast Food Impact	
3,200	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	90.0
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.29
Updated	Brand Image Compliance	Undivided	Road Configuration		
48	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
94	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Expanded	Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	Starbucks	Operation:	Direct	Map #:	3	
Location:	Palmdale Road and U.S. Highway 395	Intersection:			NW	
Type:	QSR	Distance:			1.0	

Fast Food Exterior				Competitive Fast Food Impact	
1,800	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	67.5
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.29
Updated	Brand Image Compliance	Undivided	Road Configuration		
16	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Specialty	Fountain Beverage Service
24	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage		Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food

Name:	Rubio's Mexican Grill	Operation:	Independent	Map #:	4	
Location:	Palmdale Road and U.S. Highway 395	Intersection:			NW	
Type:	QSR-Mexican	Distance:			1.0	

Fast Food Exterior				Competitive Fast Food Impact	
2,800	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	60.4
Regional Brand	Brand Recognition	Intersection	Visibility	Brand Score	12
3	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.29
Standard	Brand Image Compliance	Undivided	Road Configuration		
12	Parking	Retail Center	On Site Movement		
	Drive-Thru Service	55	Posted Speed		
Retail Center	QSR Building Type				

Fast Food Interior					
2	Order Stations	Independent	Interior Maintenance	Specialty	Fountain Beverage Service
60	Interior Seats	Independent	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Independent	Interior Signage	Standard	Restrooms
	24 Hours		Uniforms		Delivery



Competition Analysis: Fast Food

Name:	Flame Broiler	Operation:	Independent	Map #:	5	
Location:	Palmdale Road and U.S. Highway 395	Intersection:			NW	
Type:	QSR	Distance:			1.0	

Fast Food Exterior				Competitive Fast Food Impact	
1,400	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	47.0
Regional Brand	Brand Recognition	Intersection	Visibility	Brand Score	12
3	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.29
Standard	Brand Image Compliance	Undivided	Road Configuration		
12	Parking	Retail Center	On Site Movement		
	Drive-Thru Service	55	Posted Speed		
Retail Center	QSR Building Type				

Fast Food Interior					
2	Order Stations	Independent	Interior Maintenance	Specialty	Fountain Beverage Service
20	Interior Seats	Independent	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Independent	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	Subway	Operation:	Franchise	Map #:	6	
Location:	Palmdale Road and U.S. Highway 395	Intersection:			NW	
Type:	QSR-Sandwich	Distance:			1.0	

Fast Food Exterior				Competitive Fast Food Impact	
1,400	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	52.8
Tier II Brand	Brand Recognition	Intersection	Visibility	Brand Score	16
3	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.29
Standard	Brand Image Compliance	Undivided	Road Configuration		
14	Parking	Retail Center	On Site Movement		
	Drive-Thru Service	55	Posted Speed		
Retail Center	QSR Building Type				

Fast Food Interior					
1	Order Stations	Brand	Interior Maintenance	Specialty	Fountain Beverage Service
26	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	Del Taco	Operation:	Franchise	Map #:	7	
Location:	U.S. Highway 395, north of Palmdale Road			Intersection:	W	
Type:	QSR-Mexican			Distance:	1.1	

Fast Food Exterior				Competitive Fast Food Impact	
3,000	Fast Food Restaurant SF	3	# of Access Points	Fast Food Score	88.4
Tier II Brand	Brand Recognition	Intersection	Visibility	Brand Score	16
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.26
Standard	Brand Image Compliance	Undivided	Road Configuration		
31	Parking	Standard	On Site Movement		
x	Drive-Thru Service	45	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Specialty	Fountain Beverage Service
48	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Drive-Thru	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food


Name:	KFC/Long John Silver's	Operation:	Franchise	Map #:	8	
Location:	U.S. Highway 395, north of Palmdale Road			Intersection:	W	
Type:	QSR-Chicken			Distance:	1.3	

Fast Food Exterior				Competitive Fast Food Impact	
4,000	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	91.2
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.22
Updated	Brand Image Compliance	Undivided	Road Configuration		
50	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Specialty	Fountain Beverage Service
60	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Brand	Interior Signage	Expanded	Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	Carl's Jr.	Operation:	Franchise	Map #:	9	
Location:	U.S. Highway 395, north of Palmdale Road			Intersection:	W	
Type:	QSR-Burger			Distance:	1.3	

Fast Food Exterior				Competitive Fast Food Impact	
2,400	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	83.1
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.22
Updated	Brand Image Compliance	Undivided	Road Configuration		
48	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Specialty	Fountain Beverage Service
68	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Expanded	Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	McDonald's	Operation:	Franchise	Map #:	10	
Location:	Palmdale Road, east of U.S. Highway 395	Intersection:			N	
Type:	QSR-Burger	Distance:			1.1	

Fast Food Exterior				Competitive Fast Food Impact	
4,000	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	105.0
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.26
Updated	Brand Image Compliance	Undivided	Road Configuration		
36	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
7	Order Stations	Brand	Interior Maintenance	Specialty	Fountain Beverage Service
82	Interior Seats	Brand	Interior Lighting	Specialty	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Expanded	Restrooms
Drive-Thru	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	El Pollo Loco	Operation:	Franchise	Map #:	11	
Location:	Palmdale Road, east of U.S. Highway 395	Intersection:			N	
Type:	QSR-Chicken	Distance:			1.2	

Fast Food Exterior				Competitive Fast Food Impact	
3,600	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	83.2
Tier II Brand	Brand Recognition	Intersection	Visibility	Brand Score	20
3	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.24
Updated	Brand Image Compliance	Undivided	Road Configuration		
29	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
88	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	Taco Bell	Operation:	Franchise	Map #:	12	
Location:	U.S. Highway 395, north of Palmdale Road			Intersection:	E	
Type:	QSR-Mexican			Distance:	1.1	

Fast Food Exterior				Competitive Fast Food Impact	
2,800	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	80.1
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.26
Updated	Brand Image Compliance	Divided	Road Configuration		
17	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
52	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food


Name:	Wendy's	Operation:	Franchise	Map #:	13	
Location:	U.S. Highway 395, north of Palmdale Road			Intersection:	E	
Type:	QSR-Burger			Distance:	1.1	

Fast Food Exterior				Competitive Fast Food Impact	
4,000	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	91.5
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.26
Updated	Brand Image Compliance	Divided	Road Configuration		
25	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Specialty	Fountain Beverage Service
68	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Brand	Interior Signage	Expanded	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food

Name:	Panda Express	Operation:	Franchise	Map #:	14	
Location:	U.S. Highway 395, north of Palmdale Road			Intersection:	E	
Type:	QSR			Distance:	1.3	

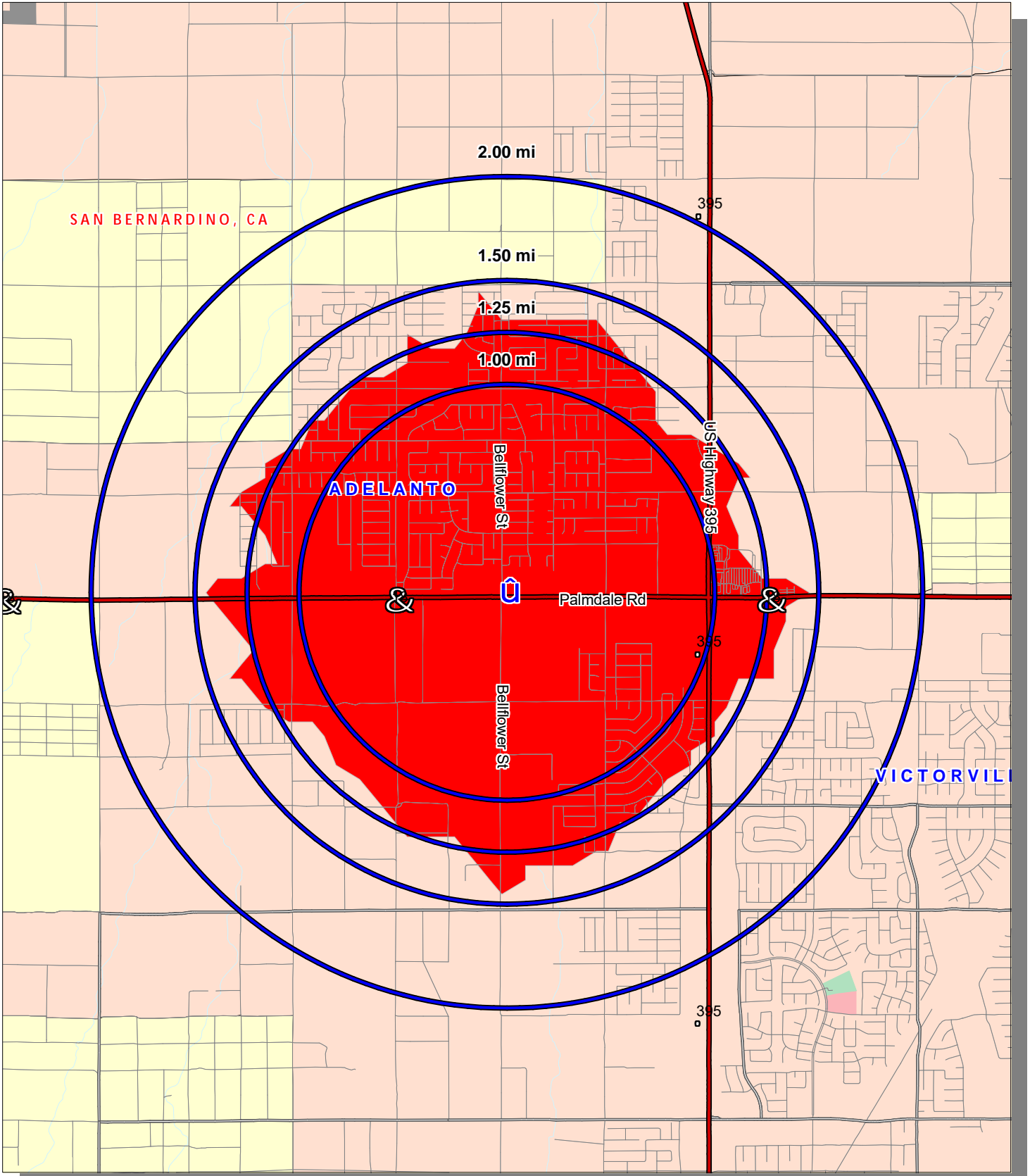
Fast Food Exterior				Competitive Fast Food Impact	
1,600	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	71.6
Tier II Brand	Brand Recognition	Intersection	Visibility	Brand Score	20
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.22
Updated	Brand Image Compliance	Undivided	Road Configuration		
32	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Standard	Fountain Beverage Service
42	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Trade Area Map 1-, 1.25-, 1.5-, and 2-Mile Rings

11305 Palmdale Road and Bellflower Street
Adelanto, California 92301



🏠 = Site

■ = Custom Boundary

Consumer Potential Report - Fast Food

Location:
11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
FREQUENCY AND TIME OF DAY				
Bought in Last 6 Months	101	99	99	99
Heavy Users	105	102	102	103
Medium Users	101	99	99	100
Light Users	93	91	91	92
Take-out - Walk-in	101	97	97	97
Breakfast	96	95	95	95
Lunch	100	98	98	99
Snacks	105	99	99	100
Supper/Dinner	107	105	105	105
Weekdays	98	96	96	97
Weekends	109	106	106	106
Eat-in	100	99	99	100
Home delivery	119	111	111	111
Take-out - Drive-thru	106	104	104	104
CATEGORY				
Chicken	106	103	103	104
Burger	103	103	103	102
Mexican	110	104	104	105
Pizza	118	114	114	114
Sandwich	88	86	86	87
Snack	99	91	91	93
EXPENDITURES PER MONTH				
\$10 or less	85	83	83	83
\$11 - \$20	96	93	93	94
\$21 - \$40	98	97	97	98
\$41 - \$50	106	103	103	104
\$51 - \$100	110	107	107	108
\$101 - \$200	107	104	104	105
\$201+	111	107	107	109

Consumer Potential Report - Fast Food Brands

Location:
 11305 Palmdale Road
 Adelanto, California 92301

BRAND PREFERENCE	1 MILE RING	1.25 MILE RING	1.5 MILE RING	2 MILE RING
	3.14 SQ/MI	4.91 SQ/MI	7.07 SQ/MI	12.56 SQ/MI
Arby's	93	95	95	94
Dairy Queen	93	99	99	98
Burger King	103	101	101	100
Chick-Fil-A	105	99	99	101
Chipotle Mexican Grill	101	91	91	94
Jack in the Box	140	125	125	127
Domino's	126	117	117	118
Dunkin' Donuts	94	87	87	89
Papa John's	106	102	102	101
Panera Bread	81	76	76	79
Panda Express	117	108	108	110
KFC	106	104	104	104
Little Caesars	136	131	131	130
McDonald's	104	105	105	104
Starbucks	99	91	91	94
Sonic Drive-in	116	118	118	117
Pizza Hut	117	118	118	117
Popeyes Chicken	118	114	114	115
Subway	98	96	96	97
Taco Bell	120	116	116	116
Wendy's	100	99	99	99
Waffle House	112	114	114	112

Demand Report

Location:
11305 Palmdale Road
Adelanto, California 92301

	CUSTOM BOUNDARY 4.94 SQ/MI
POPULATION TREND	
2010 Total Population	15,830
2018 Total Population	18,645
2023 Total Population	20,659
% Population Change 2000 to 2010	129.1%
% Population Change 2000 to 2018	169.8%
% Population Change 2010 to 2023	30.5%
% Population Change 2018 to 2023	10.8%
2018 Total Daytime Population	14,947
2018 Total Employees	1,046
2018 Total Daytime at Home Population	13,901
2018 Total Employees (% of Daytime Population)	7.0%
2018 Total Daytime at Home Population (% of Daytime Populat	93.0%
DENSITY	
2018 Population Density	1,355
2018 Employee Density	209
HOUSEHOLDS TREND	
2010 Households	3,942
2018 Households	4,616
2023 Households	5,080
% Household Change 2000 to 2010	110.7%
% Household Change 2000 to 2018	146.7%
% Household Change 2010 to 2023	28.9%
% Household Change 2018 to 2023	10.1%
2018 Average household size: Owner occupied	2.6
2018 Average household size: Renter occupied	1.4
INCOME	
2010 Household income: Median	\$50,010
2010 Household income: Average	\$59,140
2018 Household income: Median	\$43,309
2018 Household income: Average	\$54,071
2023 Household income: Median	\$52,098
2023 Household income: Average	\$64,434
HOUSEHOLD VEHICLES	
2018 Households: Number of vehicles available	9,549
2018 Owner occupied: Number of vehicles available	7,139
2018 Renter occupied: Number of vehicles available	2,308

Demand Report

Location:
11305 Palmdale Road
Adelanto, California 92301

**CUSTOM
BOUNDARY
4.94 SQ/MI**

RACE & ETHNICITY

% 2018 White alone	58.5%
% 2018 Black or African American alone	15.6%
% 2018 American Indian and Alaska Native alone: Adult	1.0%
% 2018 Asian alone	2.6%
% 2018 Native Hawaiian and OPI alone	.6%
% 2018 Some Other Race alone	17.8%
% 2018 Two or More Races	3.4%

% 2018 Hispanic	62.4%
% 2018 Not Hispanic	37.6%

EDUCATION & OCCUPATION

Education

% 2018 No High School Diploma	26.0%
% 2018 High school graduate, GED, or alternative	29.9%
% 2018 College No Degree	26.2%
% 2018 College Degree	15.3%
% 2018 Advanced Degree	2.6%
% 2018 College or Advanced Degree	17.9%

Occupation

% 2010 Occupation: White collar	44.5%
% 2010 Occupation: Blue collar	55.5%
% 2018 Occupation: White collar	46.3%
% 2018 Occupation: Blue collar	53.7%

AGE & OCCUPANCY

Age

2018 Total population: Median age	26
2018 Male population: Median age	26
2018 Female population: Median age	27

Occupancy

2018 Households	4,616
% 2018 Owner occupied housing units	69.2%
% 2018 Renter occupied housing units	30.8%

Demand Report

Location:
11305 Palmdale Road
Adelanto, California 92301

**CUSTOM
BOUNDARY
4.94 SQ/MI**

RETAIL SALES POTENTIAL

2018 Convenience stores	\$6,897,913
2018 Gasoline stations with convenience stores	\$15,714,076
2018 Beer, wine, & liquor stores	\$1,300,081
2018 Supermarkets & other grocery (except convenience) stores	\$22,235,523
2018 Restaurant Expenditures	\$6,463,309

HOUSEHOLD EXPENDITURES

Automotive

2018 Gasoline (Household Average)	\$1,923
2018 Diesel fuel (Household Average)	\$42
2018 Gasoline on out-of-town trips (Household Average)	\$116
2018 Motor oil (Household Average)	\$14
2018 Lube, oil change, and oil filters (Household Average)	\$97
2018 Maintenance and repairs (Household Average)	\$909

Food/Alcohol/Tobacco

2018 Food at home	\$20,362,137
2018 Food at home (Household Average)	\$4,411
2018 Food away from home (Household Average)	\$3,385
2018 Meals at restaurants, carry outs and other (Household Average)	\$2,912
2018 Breakfast and brunch (Household Average)	\$339
2018 Lunch (Household Average)	\$940
2018 Dinner (Household Average)	\$1,373
2018 Alcoholic beverages	\$2,290,603
2018 Alcoholic beverages (Household Average)	\$496
2018 At home (Household Average)	\$282
2018 Away from home (Household Average)	\$215
2018 Beer and ale	\$303,950
2018 Beer and ale (Household Average)	\$66
2018 Wine	\$167,434
2018 Wine (Household Average)	\$36
2018 Other alcoholic beverages	\$115,689
2018 Other alcoholic beverages (Household Average)	\$54
2018 Tobacco products and smoking supplies	\$1,528,996
2018 Tobacco products and smoking supplies (Household Avg)	\$331
2018 Cigarettes	\$1,335,510
2018 Cigarettes (Household Average)	\$289
2018 Other tobacco products	\$156,344
2018 Other tobacco products (Household Average)	\$34
2018 Smoking accessories	\$37,142
2018 Smoking accessories (Household Average)	\$8

Demand Report

Location:
11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
POPULATION TREND				
2010 Total Population	9,749	15,058	21,142	28,739
2018 Total Population	11,851	17,769	24,361	32,731
2023 Total Population	13,382	19,732	26,697	35,506
% Population Change 2000 to 2010	112.9%	120.3%	126.9%	156.3%
% Population Change 2000 to 2018	158.8%	160.0%	161.5%	191.9%
% Population Change 2010 to 2023	37.3%	31.0%	26.3%	23.5%
% Population Change 2018 to 2023	12.9%	11.0%	9.6%	8.5%
2018 Daytime Population				
2018 Total Daytime Population	9,884	14,344	19,796	25,889
2018 Total Employees	906	1,026	1,792	2,004
2018 Total Daytime at Home Population	8,978	13,318	18,004	23,885
2018 Total Employees (% of Daytime Population)	9.2%	7.2%	9.1%	7.7%
2018 Total Daytime at Home Population (% of Daytime Populat	90.8%	92.8%	90.9%	92.3%
DENSITY				
2018 Population Density	2,396	1,176	1,258	1,327
2018 Employee Density	279	230	256	163
HOUSEHOLDS TREND				
2010 Households	2,463	3,743	5,291	7,164
2018 Households	2,974	4,395	6,085	8,130
2023 Households	3,335	4,849	6,620	8,755
% Household Change 2000 to 2010	92.7%	103.5%	111.7%	138.2%
% Household Change 2000 to 2018	132.7%	139.0%	143.5%	170.3%
% Household Change 2010 to 2023	35.4%	29.5%	25.1%	22.2%
% Household Change 2018 to 2023	12.1%	10.3%	8.8%	7.7%
2018 Average household size				
2018 Average household size: Owner occupied	2.6	2.6	2.6	2.6
2018 Average household size: Renter occupied	1.4	1.4	1.4	1.3
INCOME				
2010 Household income: Median	\$48,823	\$49,527	\$51,101	\$53,934
2010 Household income: Average	\$57,714	\$58,809	\$58,839	\$61,739
2018 Household income				
2018 Household income: Median	\$41,287	\$42,830	\$43,099	\$44,453
2018 Household income: Average	\$51,345	\$53,635	\$53,962	\$57,551
2023 Household income				
2023 Household income: Median	\$49,240	\$51,532	\$51,956	\$55,686
2023 Household income: Average	\$59,707	\$63,970	\$65,420	\$71,815
HOUSEHOLD VEHICLES				
2018 Households: Number of vehicles available	6,234	9,108	12,360	16,494
2018 Owner occupied: Number of vehicles available	4,694	6,822	9,232	12,417
2018 Renter occupied: Number of vehicles available	1,507	2,197	3,062	3,953

Demand Report

Location:
11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
RACE & ETHNICITY				
% 2018 White alone	57.9%	58.6%	58.3%	58.5%
% 2018 Black or African American alone	15.7%	15.6%	16.0%	15.6%
% 2018 American Indian and Alaska Native alone: Adult	1.1%	1.1%	1.0%	1.2%
% 2018 Asian alone	2.7%	2.6%	2.5%	2.9%
% 2018 Native Hawaiian and OPI alone	.7%	.6%	.6%	.5%
% 2018 Some Other Race alone	18.0%	17.7%	17.7%	17.4%
% 2018 Two or More Races	3.5%	3.4%	3.4%	3.5%
% 2018 Hispanic	62.9%	62.3%	62.0%	61.1%
% 2018 Not Hispanic	37.1%	37.7%	38.0%	38.9%
EDUCATION & OCCUPATION				
Education				
% 2018 No High School Diploma	26.1%	26.1%	25.6%	23.3%
% 2018 High school graduate, GED, or alternative	30.8%	30.1%	28.9%	29.0%
% 2018 College No Degree	25.8%	26.0%	27.3%	28.2%
% 2018 College Degree	14.7%	15.1%	15.6%	16.3%
% 2018 Advanced Degree	2.7%	2.6%	2.5%	3.2%
% 2018 College or Advanced Degree	17.3%	17.8%	18.1%	19.5%
Occupation				
% 2010 Occupation: White collar	41.4%	43.7%	46.3%	47.5%
% 2010 Occupation: Blue collar	58.6%	56.3%	53.7%	52.5%
% 2018 Occupation: White collar	44.5%	45.8%	47.6%	49.8%
% 2018 Occupation: Blue collar	55.5%	54.2%	52.4%	50.2%
AGE & OCCUPANCY				
Age				
2018 Total population: Median age	26	26	26	27
2018 Male population: Median age	25	26	25	26
2018 Female population: Median age	27	27	27	27
Occupancy				
2018 Households	2,974	4,395	6,085	8,130
% 2018 Owner occupied housing units	68.7%	69.0%	69.2%	70.3%
% 2018 Renter occupied housing units	31.3%	31.0%	30.8%	29.7%

Demand Report

Location:

11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
RETAIL SALES POTENTIAL				
2018 Convenience stores	\$4,432,783	\$6,563,516	\$9,088,828	\$12,184,953
2018 Gasoline stations with convenience stores	\$10,099,917	\$14,952,624	\$20,707,510	\$27,754,824
2018 Beer, wine, & liquor stores	\$834,547	\$1,237,187	\$1,712,939	\$2,300,629
2018 Supermarkets & other grocery (except convenience) stores	\$14,296,655	\$21,162,567	\$29,300,171	\$39,263,408
2018 Restaurant Expenditures	\$4,147,524	\$6,150,220	\$8,516,113	\$11,448,407
HOUSEHOLD EXPENDITURES				
Automotive				
2018 Gasoline (Household Average)	\$1,919	\$1,922	\$1,923	\$1,928
2018 Diesel fuel (Household Average)	\$41	\$42	\$42	\$42
2018 Gasoline on out-of-town trips (Household Average)	\$115	\$116	\$116	\$116
2018 Motor oil (Household Average)	\$14	\$14	\$14	\$14
2018 Lube, oil change, and oil filters (Household Average)	\$97	\$97	\$97	\$97
2018 Maintenance and repairs (Household Average)	\$906	\$908	\$908	\$912
Food/Alcohol/Tobacco				
2018 Food at home	\$13,093,061	\$19,379,634	\$26,831,689	\$35,952,057
2018 Food at home (Household Average)	\$4,403	\$4,409	\$4,409	\$4,422
2018 Food away from home (Household Average)	\$3,374	\$3,383	\$3,384	\$3,400
2018 Meals at restaurants, carry outs and other (Household Average)	\$2,903	\$2,911	\$2,911	\$2,925
2018 Breakfast and brunch (Household Average)	\$338	\$339	\$339	\$341
2018 Lunch (Household Average)	\$937	\$939	\$939	\$944
2018 Dinner (Household Average)	\$1,368	\$1,372	\$1,373	\$1,380
2018 Alcoholic beverages	\$1,469,570	\$2,179,797	\$3,018,182	\$4,057,373
2018 Alcoholic beverages (Household Average)	\$494	\$496	\$496	\$499
2018 At home (Household Average)	\$281	\$281	\$282	\$283
2018 Away from home (Household Average)	\$214	\$214	\$215	\$216
2018 Beer and ale	\$194,840	\$289,209	\$400,464	\$539,054
2018 Beer and ale (Household Average)	\$66	\$66	\$66	\$66
2018 Wine	\$107,256	\$159,396	\$220,783	\$297,754
2018 Wine (Household Average)	\$36	\$36	\$36	\$37
2018 Other alcoholic beverages	\$74,410	\$110,137	\$152,480	\$204,323
2018 Other alcoholic beverages (Household Average)	\$54	\$54	\$54	\$54
2018 Tobacco products and smoking supplies	\$984,662	\$1,455,832	\$2,015,745	\$2,694,379
2018 Tobacco products and smoking supplies (Household Average)	\$331	\$331	\$331	\$331
2018 Cigarettes	\$860,260	\$1,271,688	\$1,760,800	\$2,352,692
2018 Cigarettes (Household Average)	\$289	\$289	\$289	\$289
2018 Other tobacco products	\$100,545	\$148,799	\$205,997	\$276,166
2018 Other tobacco products (Household Average)	\$34	\$34	\$34	\$34
2018 Smoking accessories	\$23,857	\$35,345	\$48,948	\$65,521
2018 Smoking accessories (Household Average)	\$8	\$8	\$8	\$8

Full Demographic Report

Location:
11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
POPULATION OVERVIEW				
Population Trend				
2000 Total Population	4,579	6,834	9,317	11,212
2010 Total Population	9,749	15,058	21,142	28,739
2018 Total Population	11,851	17,769	24,361	32,731
2023 Total Population	13,382	19,732	26,697	35,506
% Population Change 2000 to 2010	112.9%	120.3%	126.9%	156.3%
% Population Change 2000 to 2018	158.8%	160.0%	161.5%	191.9%
% Population Change 2010 to 2023	37.3%	31.0%	26.3%	23.5%
% Population Change 2018 to 2023	12.9%	11.0%	9.6%	8.5%
2018 Race and Ethnicity				
% 2018 White alone	57.9%	58.6%	58.3%	58.5%
% 2018 Black or African American alone	15.7%	15.6%	16.0%	15.6%
% 2018 Asian alone	2.7%	2.6%	2.5%	2.9%
% 2018 Other Race - Population	23.7%	23.2%	23.2%	22.9%
Hispanic or Latino				
% 2018 Hispanic	62.9%	62.3%	62.0%	61.1%
% 2018 Not Hispanic	37.1%	37.7%	38.0%	38.9%
2018 Age Trend				
Total population: Median age	26	26	26	27
Male population: Median age	25	26	25	26
Female population: Median age	27	27	27	27
Age 19 and Under	41.2%	40.5%	40.3%	40.1%
Age 20 to 29	14.4%	15.1%	15.6%	15.7%
Age 30 to 39	14.3%	14.4%	14.1%	14.3%
Age 40 to 49	12.0%	11.9%	11.8%	11.8%
Age 50 to 64	11.5%	11.6%	11.7%	11.8%
Age 65 and Over	6.6%	6.5%	6.4%	6.4%
2018 Male Population				
% Male population	48.1%	48.8%	48.9%	48.8%
% Male population: Under 5 years	5.2%	5.0%	4.8%	4.8%
% Male population: 5 to 9 years	5.6%	5.4%	5.4%	5.3%
% Male population: 10 to 14 years	4.8%	4.8%	5.0%	4.9%
% Male population: 15 to 19 years	4.9%	4.9%	5.0%	5.0%
% Male population: 20 to 24 years	3.3%	3.6%	3.8%	3.8%
% Male population: 25 to 29 years	3.8%	4.1%	4.3%	4.4%
% Male population: 30 to 34 years	3.3%	3.5%	3.5%	3.6%
% Male population: 35 to 39 years	3.4%	3.4%	3.2%	3.3%
% Male population: 40 to 44 years	3.2%	3.2%	3.0%	3.0%
% Male population: 45 to 49 years	2.6%	2.6%	2.6%	2.5%
% Male population: 50 to 54 years	2.2%	2.2%	2.2%	2.2%

Full Demographic Report

Location:
11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
% Male population: 55 to 59 years	1.7%	1.8%	1.8%	1.8%
% Male population: 60 to 64 years	1.2%	1.3%	1.3%	1.3%
% Male population: 65 to 69 years	1.4%	1.3%	1.2%	1.1%
% Male population: 70 to 74 years	.8%	.8%	.7%	.7%
% Male population: 75 to 79 years	.5%	.5%	.5%	.5%
% Male population: 80 to 84 years	.3%	.3%	.3%	.3%
% Male population: 85 years and over	.1%	.2%	.2%	.2%
2018 Female Population				
% Female population	51.9%	51.2%	51.1%	51.2%
% Female population: Under 5 years	5.3%	5.2%	5.2%	5.1%
% Female population: 5 to 9 years	5.6%	5.5%	5.6%	5.6%
% Female population: 10 to 14 years	5.2%	5.0%	4.9%	5.0%
% Female population: 15 to 19 years	4.8%	4.5%	4.3%	4.3%
% Female population: 20 to 24 years	3.6%	3.5%	3.7%	3.6%
% Female population: 25 to 29 years	3.7%	3.8%	3.8%	4.0%
% Female population: 30 to 34 years	4.1%	4.0%	3.8%	3.8%
% Female population: 35 to 39 years	3.6%	3.5%	3.6%	3.7%
% Female population: 40 to 44 years	3.3%	3.2%	3.2%	3.2%
% Female population: 45 to 49 years	3.0%	3.0%	3.0%	3.0%
% Female population: 50 to 54 years	2.5%	2.6%	2.7%	2.7%
% Female population: 55 to 59 years	2.2%	2.2%	2.1%	2.1%
% Female population: 60 to 64 years	1.6%	1.6%	1.6%	1.6%
% Female population: 65 to 69 years	1.4%	1.4%	1.3%	1.4%
% Female population: 70 to 74 years	1.1%	1.0%	1.0%	1.0%
% Female population: 75 to 79 years	.4%	.4%	.5%	.5%
% Female population: 80 to 84 years	.3%	.3%	.3%	.3%
% Female population: 85 years and over	.4%	.4%	.4%	.3%
HOUSEHOLD OVERVIEW				
Household Trend				
2000 Households	1,278	1,839	2,499	3,008
2010 Households	2,463	3,743	5,291	7,164
2018 Households	2,974	4,395	6,085	8,130
2023 Households	3,335	4,849	6,620	8,755
% Household Change 2000 to 2010	92.7%	103.5%	111.7%	138.2%
% Household Change 2000 to 2018	132.7%	139.0%	143.5%	170.3%
% Household Change 2010 to 2023	35.4%	29.5%	25.1%	22.2%
% Household Change 2018 to 2023	12.1%	10.3%	8.8%	7.7%
2018 Household Size				
Average household size	4.0	4.0	4.0	3.9
% Family households	86.9%	86.9%	86.9%	86.9%
% Nonfamily households	13.1%	13.1%	13.1%	13.1%

Full Demographic Report

Location:

11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
Household Income Trend				
2000 Median income	\$41,576	\$41,823	\$41,770	\$42,596
2012 Median income	\$48,823	\$49,527	\$51,101	\$53,934
2018 Median income	\$41,287	\$42,830	\$43,099	\$44,453
2023 Median income	\$49,240	\$51,532	\$51,956	\$55,686
% Median Income Change 2000 to 2010	17.4%	18.4%	22.3%	26.6%
% Median Income Change 2000 to 2018	-.7%	2.4%	3.2%	4.4%
% Median Income Change 2010 to 2023	.9%	4.0%	1.7%	3.2%
% Median Income Change 2018 to 2023	19.3%	20.3%	20.5%	25.3%
2000 Household income: Average				
2000 Household income: Average	\$44,312	\$44,705	\$44,657	\$45,859
2010 Household income: Average				
2010 Household income: Average	\$57,714	\$58,809	\$58,839	\$61,739
2018 Household income: Average				
2018 Household income: Average	\$51,345	\$53,635	\$53,962	\$57,551
2023 Household income: Average				
2023 Household income: Average	\$59,707	\$63,970	\$65,420	\$71,815
2018 Household Income				
up to \$24,999	31.8%	30.8%	29.6%	28.4%
\$25,000 to \$49,999	25.5%	25.0%	26.3%	25.3%
\$50,000 to \$74,999	20.2%	20.5%	20.5%	19.3%
\$75,000 to \$124,999	16.2%	15.7%	15.3%	17.6%
\$125,000 to \$199,999	6.2%	7.9%	8.0%	8.7%
\$200,000 or more	.1%	.2%	.3%	.6%
Income Below \$75,000	77.5%	76.3%	76.5%	73.1%
Income \$75,000 to \$199,999	22.3%	23.5%	23.3%	26.3%
HOUSING UNITS OVERVIEW				
2018 Home Value				
Median Home Value	\$158,981	\$157,832	\$155,128	\$158,101
Average Home Value	\$170,999	\$169,905	\$168,307	\$171,469
2018 Occupancy				
Households	2,974	4,395	6,085	8,130
Owner occupied	68.7%	69.0%	69.2%	70.3%
Renter occupied	31.3%	31.0%	30.8%	29.7%
Occupancy by Number of Units				
1 Unit, Detached	98.0%	97.6%	98.0%	98.3%
1 Unit, Attached	1.8%	1.6%	1.3%	1.1%
2	.0%	.0%	.0%	.0%
3 or 4	.0%	.0%	.0%	.0%
5 to 9	.0%	.0%	.0%	.0%
10 to 19	.2%	.2%	.2%	.2%
20 to 49	.0%	.0%	.0%	.0%
50 or more	.0%	.0%	.0%	.0%
Mobile home	.0%	.5%	.4%	.3%
Boat, RV, van, etc.	.0%	.1%	.0%	.0%

Full Demographic Report

Location:
11305 Palmdale Road
Adelanto, California 92301

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
2018 Occupation				
Workers 16 years and over	3,159	4,869	6,909	9,560
White collar	44.5%	45.8%	47.6%	49.8%
Blue collar	55.5%	54.2%	52.4%	50.2%
2018 Educational Attainment				
Population 25 years and over	6,155	9,300	12,714	17,220
No High School Diploma	26.1%	26.1%	25.6%	23.3%
High school graduate, GED, or alternative	30.8%	30.1%	28.9%	29.0%
College No Degree	25.8%	26.0%	27.3%	28.2%
College Degree	14.7%	15.1%	15.6%	16.3%
Advanced Degree	2.7%	2.6%	2.5%	3.2%
College or Advanced Degree	17.3%	17.8%	18.1%	19.5%
2018 Marital Status				
Population 15 years and over	8,108	12,253	16,814	22,670
Not Married	49.5%	50.6%	51.4%	52.1%
Married	50.5%	49.4%	48.6%	47.9%
Average Travel Time to Work Trend				
2000 Travel time: Average (in minutes)	41	41	41	40
2010 Travel time: Average (in minutes)	47	46	45	43
2018 Travel time: Average (in minutes)	42	42	43	43
Work at Home Trend				
% 2000 Workers 16+ years who work at home	2.2%	2.2%	2.2%	2.3%
% 2010 Workers 16+ years who work at home	1.6%	2.2%	2.8%	3.5%
% 2018 Workers 16+ years who work at home	9.1%	8.6%	8.0%	7.4%
Did Not Work at Home Trend				
% 2000 Workers 16+ years who do not work at	97.8%	97.7%	97.7%	97.7%
% 2010 Workers 16+ years who do not work at	98.4%	97.8%	97.2%	96.5%
% 2018 Workers 16+ years who do not work at	90.9%	91.4%	92.0%	92.6%
Mode of Transportation to Work				
Car, truck, or van - Drove alone	75.1%	74.6%	74.4%	74.6%
Car, truck, or van - Carpooled	13.6%	14.9%	16.1%	16.6%



Presented by:
IMST Corp.

4203 Yoakum Boulevard, Suite 110
Houston, TX 77006

Phone: 281.398.0321

FAX: 281.398.0679

Email: info@imstcorp.com

Website: www.imstcorp.com

The contents of this study, including all projections, are based on information furnished by the client, customer and data collected by IMST in the field, and from other sources. IMST does not warrant that there have been no material changes in the data since generation, including merchantability and fitness for a particular purpose with regard to the study and all underlying data and analysis. IMST makes reasonable efforts to obtain all data for the study; however, market conditions are subject to change and these changes may significantly alter actual sales.

The completed study is not intended to provide a guarantee of actual business performance.

It is our understanding that the studied site has been thoroughly tested regarding potential contamination and no problems now exist that create negative environmental conditions.

If you should have any questions regarding this information, please call us at 281.398.0321.

R2880