

Danville Market Analysis

2020

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





Submitted By:

ECONsolutions by HdL
120. State College Blvd., Suite 200
Brea, CA 92821
www.hdlcompanies.com
www.econsolutionsbyhdl.com

Contact:

Barry Foster
(909) 861-4335
bfoster@hdlcompanies.com

Community Profile

The Community Profile summarizes a community's characteristics providing a glimpse into the demographics, market area, labor force, national/regional brands, housing statistics and consumer demands. The document is a great tool to be included with other marketing materials to provide a quick and useful summary of the community.





COMMUNITY PROFILE

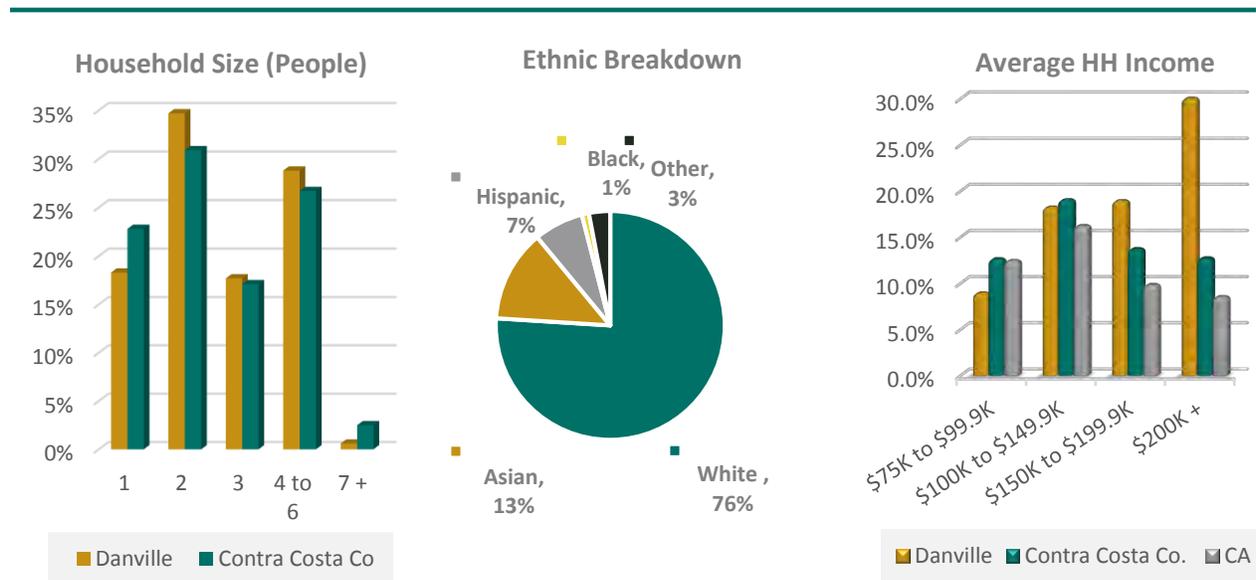
THE COMMUNITY

Danville, incorporated in 1982, is a town in Contra Costa County in the East Bay Region. Located in the San Ramon Valley, Danville is bordered by the Las Trampas Regional Wilderness to the west and Mount Diablo to the east. Interstate 680 provides access to the to the East Bay and greater Bay Area Region. Danville's Historic Downtown is a shopping and entertainment destination filled with hundreds of stores, shops and restaurants. Some of the most expensive real estate and exclusive country clubs in America are found in and around the Town of Danville, where one of its zip codes was ranked 14th in the nation for being one of the Wealthiest Zip Codes in America. Danville also topped the nation in Per Capita Spending on Clothing by Pinpoint Demographics in 2011. The community of nearly 43,000 people, truly does provide a superb location along with small-town atmosphere with an outstanding quality of life.

Awards & Recognitions

- #1 on The 50 Safest Cities in California – 2019 by Safewise
- 14th wealthiest zip code in America by Business Insider

DEMOGRAPHICS



➤ Population	43,996
➤ Average age	43.4
➤ Land area (Square miles)	18.03
➤ Total Housing units	16,111
➤ Occupancy size per household	2.78
➤ % of housing units that are owner occupied	82.9
➤ Average household income	\$201,786
➤ Annual retail sales per capita	\$10,901
➤ % of residents that possess a college degree	67%

Source: U.S. Census Bureau, STI: PopStats, and HdL Companies (Dec, 2019)



MARKET AREA

MARKET STATISTICS (Residents)

➤ Labor Force	22,997
➤ Per Capita Income	\$73,945
➤ Average Household Income	\$201,786
➤ Median Household Income	\$153,278
➤ Workplace Establishments	1,362
➤ White Collar/Blue Collar Jobs	86%/14%

Source: STI: PopStats, STI: WorkPlace (Dec, 2018)

TOP 10 BUSINESS TYPES

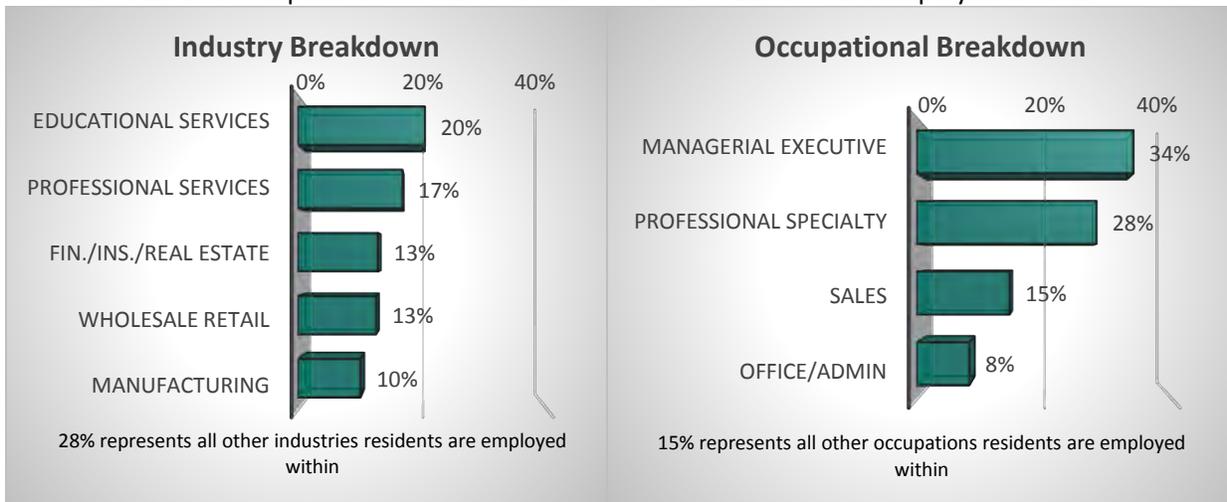
(listed in alphabetical order; based on SBOE sales tax payments)

- Business Services
- Casual Dining
- Discount Department Stores
- Drug Stores
- Family Apparel
- Fine Dining
- Grocery Stores
- Quick-Service Restaurants
- Service Stations
- Specialty Stores

Source: HdL Companies (Dec, 2019)

LABOR MARKET BREAKDOWN

The industries and occupations that residents of the Town of Danville are employed within:



Source: STI: PopStats (Dec, 2019)

NATIONAL & REGIONAL BRANDS

- | | | |
|------------------|---------------------|---------------------|
| AT&T | Chipotle | Panda Express |
| Baja Fresh | Cold Stone Creamery | Peet's Coffee & Tea |
| Bank of America | Costco | Safeway |
| BevMo | CVS Pharmacy | Smart & Final Extra |
| Big O Tires | Jersey Mike's Subs | Subway |
| Black Bear Diner | Lucky | Trader Joe's |
| Burger King | Lunardi's Market | Tuesday Morning |
| Chase Bank | Marshalls | Verizon |
| Chico's | McDonald's | Walgreens |



(714) 879-5000

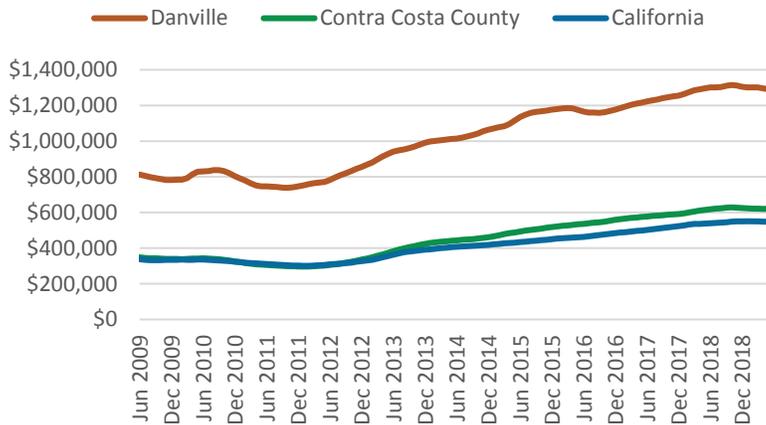
www.HdLCompanies.com



HOUSING MARKET STATISTICS

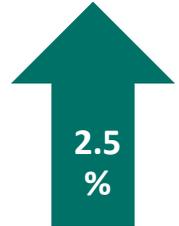
- Median home value \$1,290,200
- Owners vs. Renters 83%/ 17%
- High vs. Low home values during the last decade
 - ✓ High: May 2019 \$1,290,200
 - ✓ Low: June 2009 \$811,900

Median Home Values

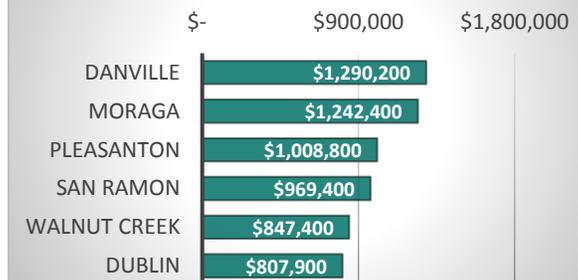


Source: DOF, STI: PopStats, Zillow (Dec, 2019)

5-Year
Projected
HH Growth



Community Comparison (Median Home Values)



TRADE AREA

CONSUMER DEMAND

Per Consumer Demand and Market Supply Assessments, combined with a sales tax leakage report, Danville offers opportunities in the following retail business and restaurant categories:

- Automotive Parts/Accessories/Tires
- Bar/Drinking Establishments
- Clothing/Apparel Stores
- Full-Service Restaurants
- Shoe Stores



CONTACT

For more information on the marketplace, contact **Barry Foster at (951) 233-0414**.

Sources: Demographic Data and Market-Business Information was formulated from several sources including Business Insider, CA Department of Finance, Employment Development Department, HdL, Personix, PopStats, United States Census Bureau, WalletHub, X-Span Results, Inc., and Zillow.

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)

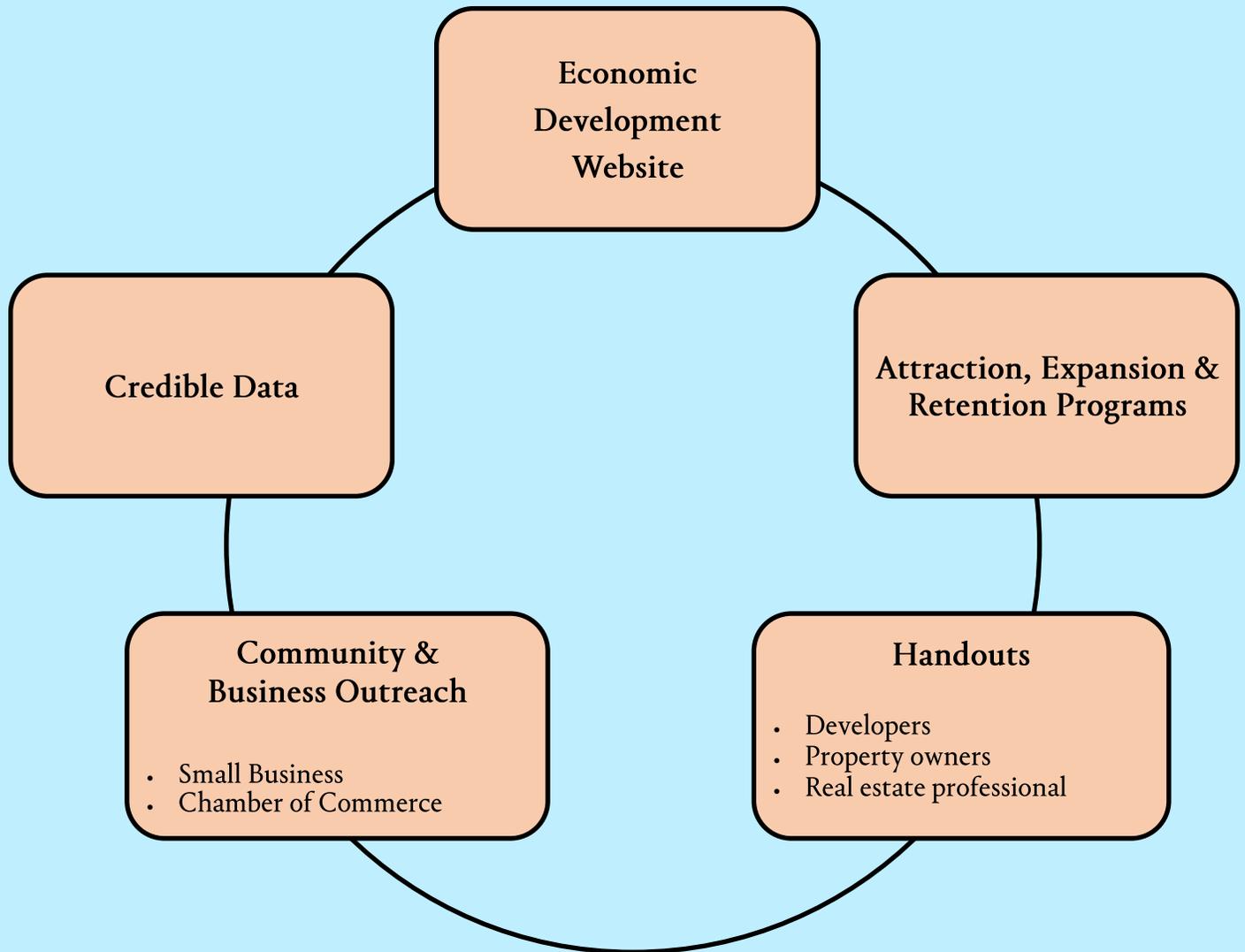
An ECONSolutions Consumer Demand & Market Supply Assessment examines opportunity/surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just an agencies boundaries,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



Insights Market Analytics

Applications

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



Consumer Demographic Profile

Downtown Danville

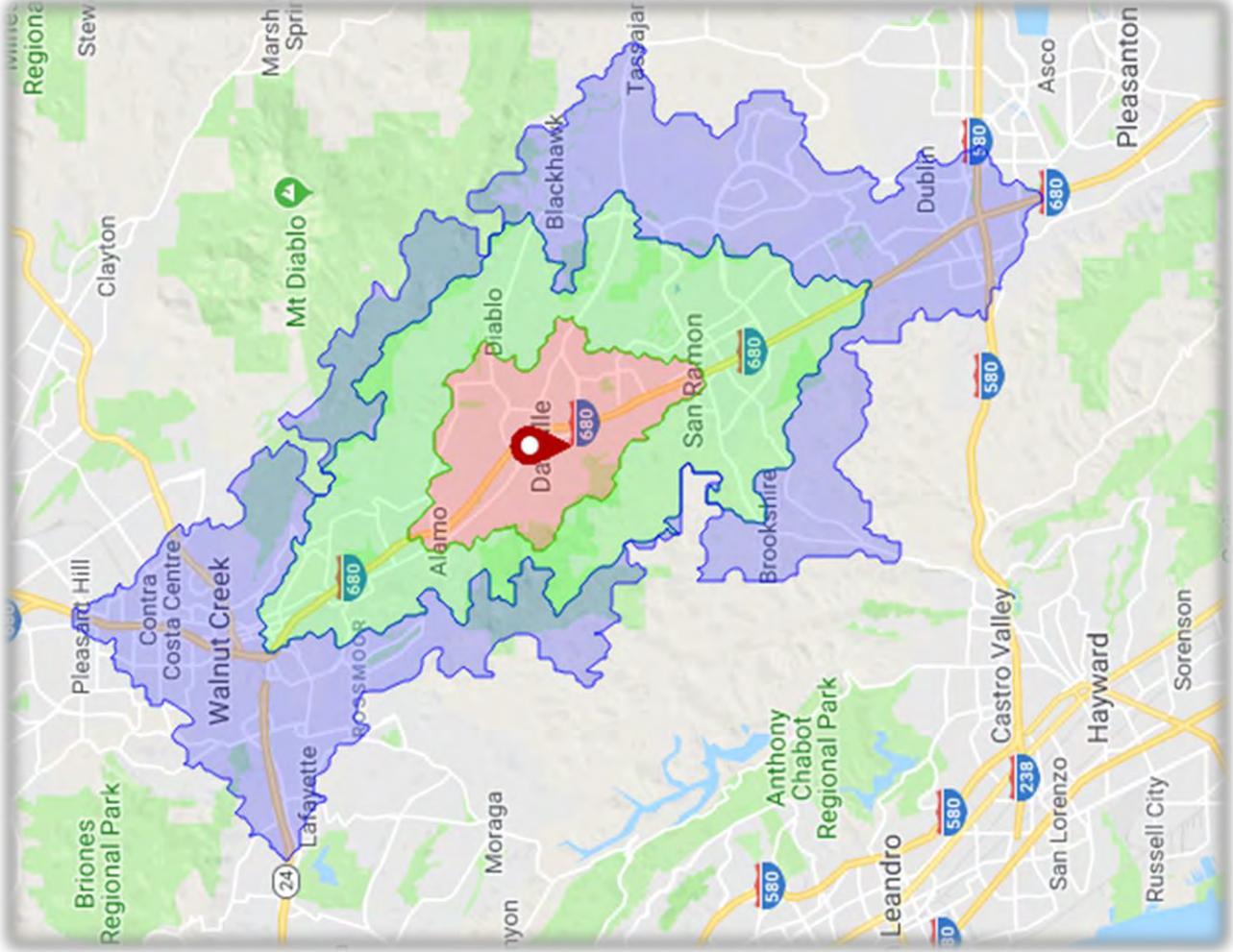
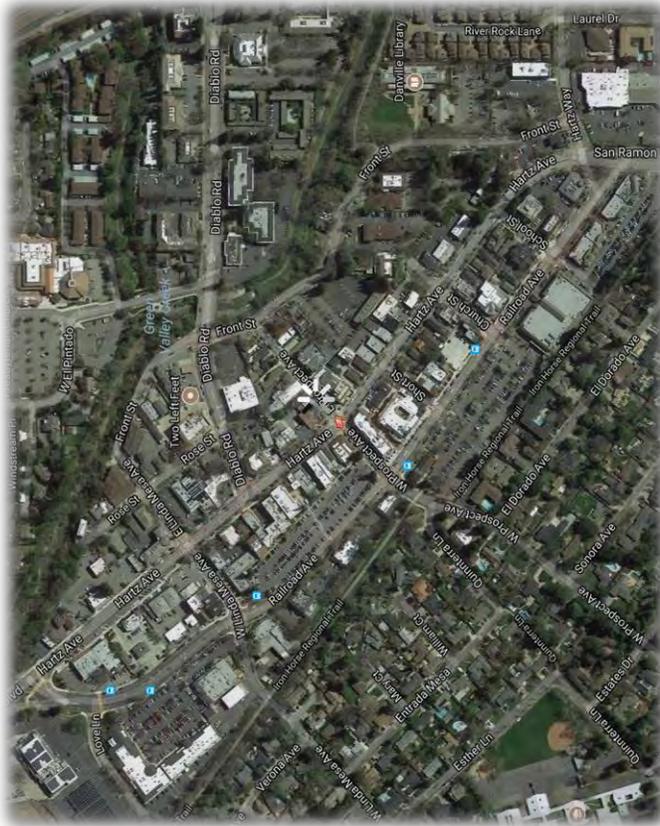
An ECONSolutions Consumer Demographic Profile uses the STI: PopStats database with over 1,200 variables with a bottom-up methodology to deliver the highest accuracy level and dependable demographic data, The side by side comparison helps users visualize consumer changes as the market size differs.



DOWNTOWN DANVILLE

Danville, CA

Dec-19



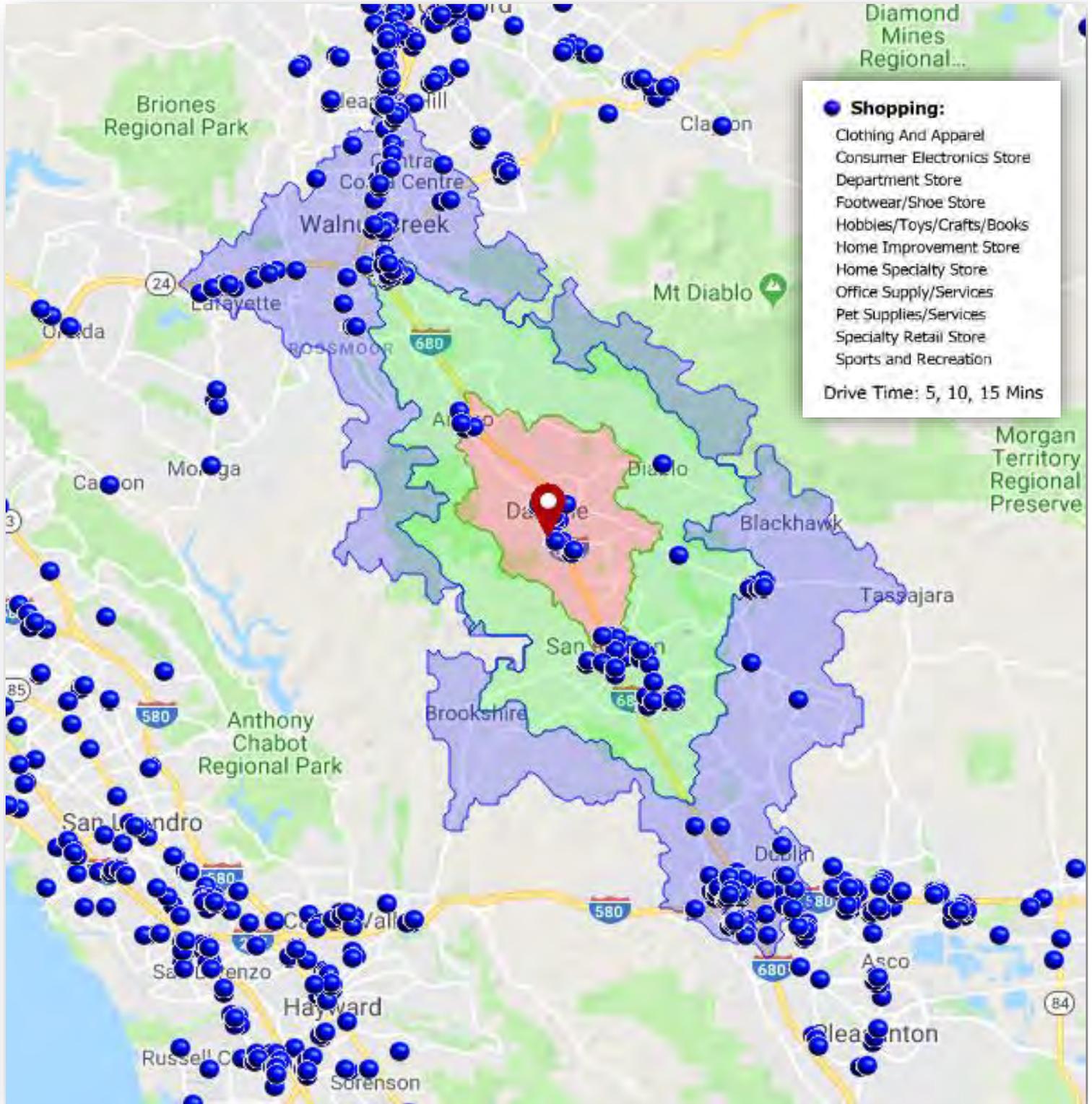
	5 Minutes	10 Minutes	15 Minutes
Population	29,225	110,352	279,744
Daytime Population	37,406	144,860	350,533
Households	11,022	41,432	112,438
Average Age	43.8	43	42.4
Average HH Income	\$200,626	\$187,351	\$161,562
White Collar (Residents)	85%	85%	84%
Some College or Degree	82%	82%	80%

Population
Daytime Population
Households
Average Age
Average HH Income
White Collar (Residents)
Some College or Degree

Downtown Danville

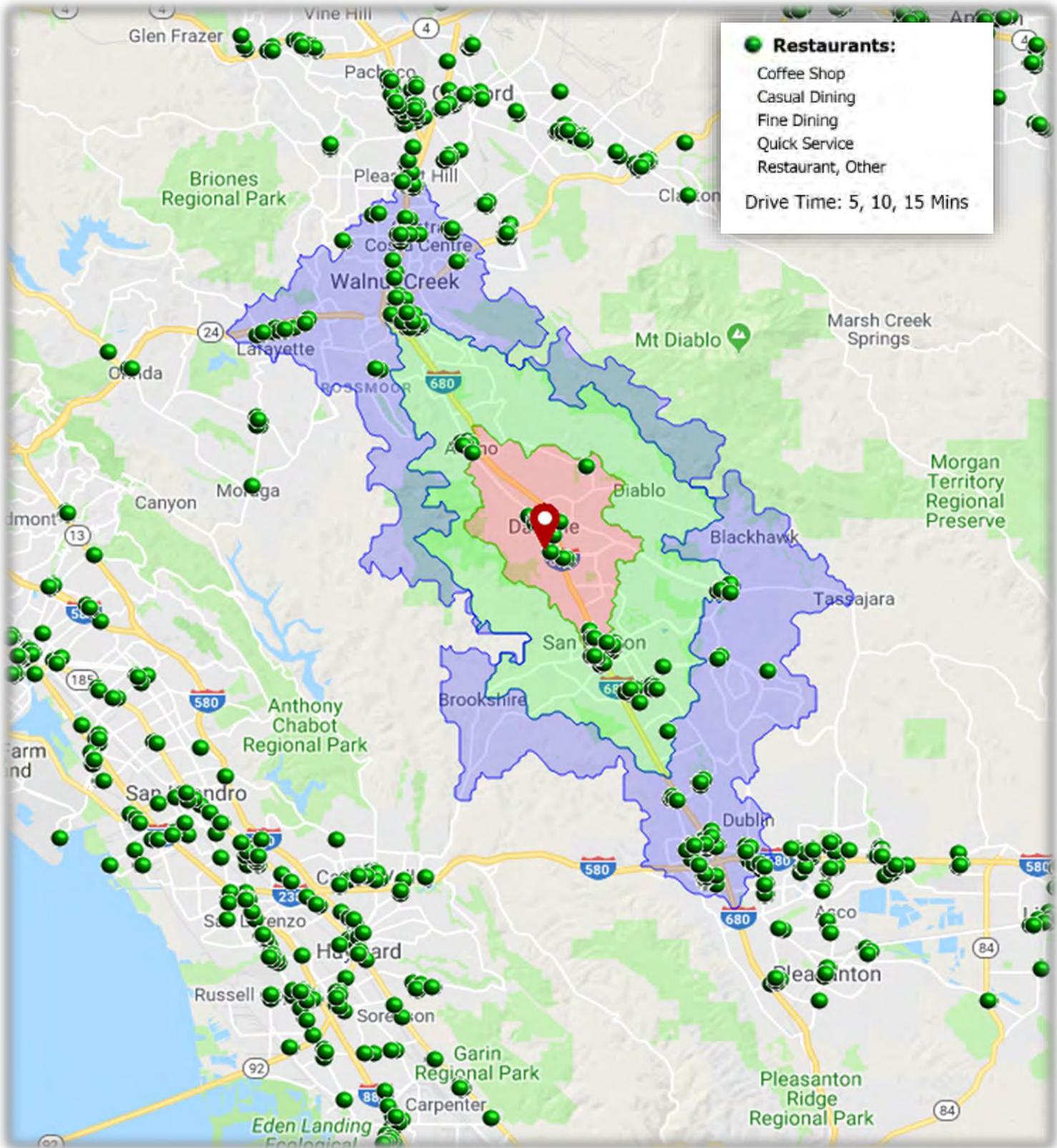
Shopping

Dec 2019



Downtown Danville Restaurants

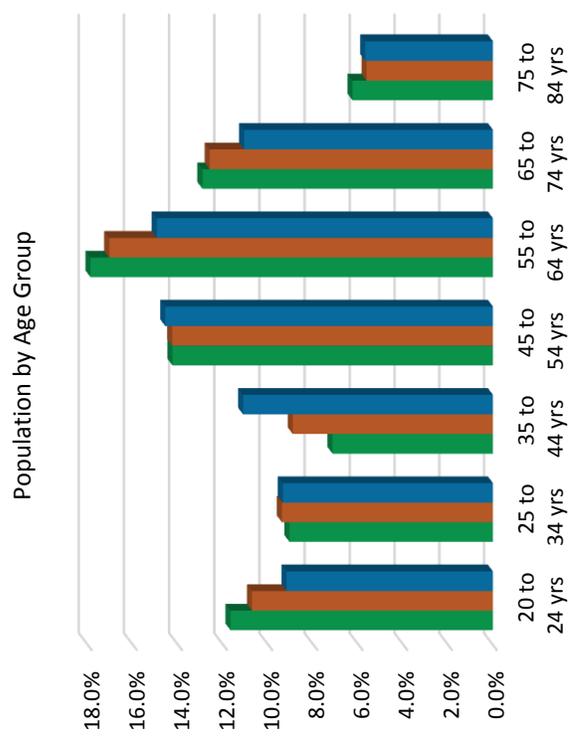
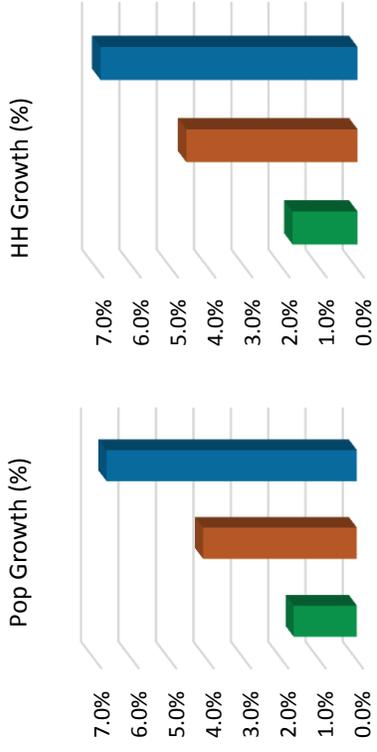
Dec, 2019



Consumer Demographic Profile

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 12/14/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	29,225	---	110,352	---	279,744	---
5 Year Projected Pop	29,720	---	114,900	---	298,481	---
Pop Growth (%)	1.7%	---	4.1%	---	6.7%	---
Households	11,022	---	42,432	---	112,438	---
5 Year Projected HHs	11,215	---	44,388	---	120,203	---
HH Growth (%)	1.8%	---	4.6%	---	6.9%	---
Census Stats						
2000 Population	27,936	---	98,115	---	220,206	---
2010 Population	28,393	---	102,884	---	247,506	---
Pop Growth (%)	1.6%	---	4.9%	---	12.4%	---
2000 Households	10,208	---	36,805	---	89,349	---
2010 Households	10,687	---	39,185	---	98,800	---
HH Growth (%)	4.7%	---	6.5%	---	10.6%	---
Total Population by Age						
Average Age	43.8		43.0		42.4	
19 yrs & under	5,484	18.8%	21,704	19.7%	59,895	21.4%
20 to 24 yrs	3,413	11.7%	11,837	10.7%	25,711	9.2%
25 to 34 yrs	2,649	9.1%	10,369	9.4%	26,174	9.4%
35 to 44 yrs	2,092	7.2%	9,841	8.9%	31,104	11.1%
45 to 54 yrs	4,165	14.3%	15,737	14.3%	40,745	14.6%
55 to 64 yrs	5,226	17.9%	18,812	17.0%	41,801	14.9%
65 to 74 yrs	3,775	12.9%	13,902	12.6%	30,974	11.1%
75 to 84 yrs	1,833	6.3%	6,233	5.6%	15,969	5.7%
85 + yrs	589	2.0%	1,917	1.7%	7,371	2.6%
Population Bases						
20-34 yrs	6,062	20.7%	22,206	20.1%	51,885	18.5%
45-64 yrs	9,390	32.1%	34,549	31.3%	82,546	29.5%
16 yrs +	24,542	84.0%	91,477	82.9%	226,788	81.1%
25 yrs +	20,329	69.6%	76,812	69.6%	194,139	69.4%
65 yrs +	6,198	21.2%	22,053	20.0%	54,314	19.4%
75 yrs +	2,422	8.3%	8,150	7.4%	23,341	8.3%
85 yrs +	589	2.0%	1,917	1.7%	7,371	2.6%

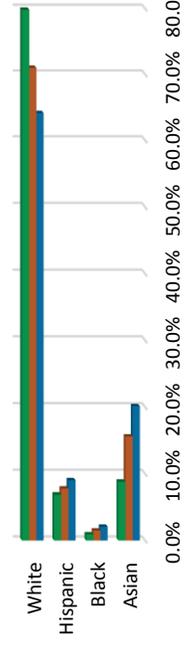


Consumer Demographic Profile

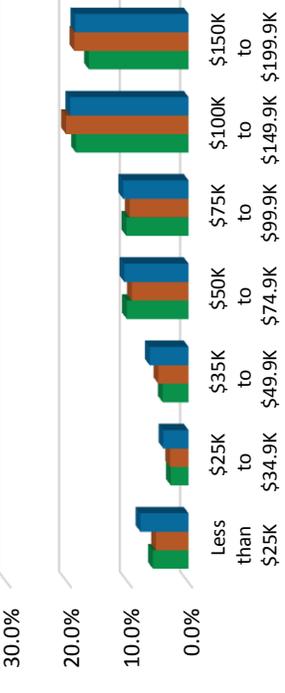
Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 12/14/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	23,341	79.9%	78,382	71.0%	179,486	64.2%
Hispanic	2,018	6.9%	8,636	7.8%	25,350	9.1%
Black	272	0.9%	1,663	1.5%	5,816	2.1%
Asian	2,585	8.8%	17,222	15.6%	56,355	20.1%
Ancestry						
American Indian (ancestry)	30	0.1%	138	0.1%	521	0.2%
Hawaiian (ancestry)	43	0.1%	185	0.2%	614	0.2%
Household Income						
Per Capita Income	\$75,664	---	\$72,040	---	\$64,937	---
Average HH Income	\$200,626	---	\$187,351	---	\$161,562	---
Median HH Income	\$143,643	---	\$142,302	---	\$123,485	---
Less than \$25K	651	5.9%	2,284	5.4%	8,951	8.0%
\$25K to \$34.9K	322	2.9%	1,290	3.0%	4,682	4.2%
\$35K to \$49.9K	470	4.3%	2,117	5.0%	7,233	6.4%
\$50K to \$74.9K	1,126	10.2%	3,994	9.4%	11,950	10.6%
\$75K to \$99.9K	1,136	10.3%	4,144	9.8%	12,151	10.8%
\$100K to \$149.9K	2,053	18.6%	8,595	20.3%	22,013	19.6%
\$150K to \$199.9K	1,819	16.5%	8,014	18.9%	21,077	18.7%
\$200K +	3,445	31.3%	11,996	28.3%	24,381	21.7%
Education						
Less than 9th Grade	20,329		76,812		194,139	
Some HS, No Diploma	182	0.9%	794	1.0%	2,551	1.3%
HS Grad (or Equivalent)	205	1.0%	866	1.1%	3,091	1.6%
Some College, No Degree	1,789	8.8%	6,107	8.0%	17,832	9.2%
Associate Degree	3,390	16.7%	11,140	14.5%	31,198	16.1%
Bachelor Degree	1,227	6.0%	5,437	7.1%	13,426	6.9%
Graduates Degree	8,564	42.1%	32,295	42.0%	77,105	39.7%
	3,444	16.9%	13,968	18.2%	34,139	17.6%

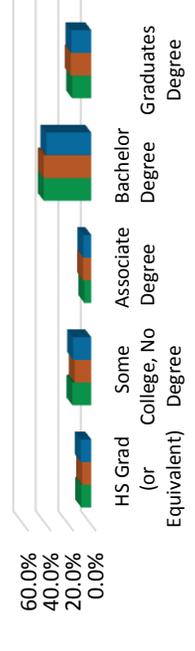
Ethnic Breakdown



Household Income Levels - %



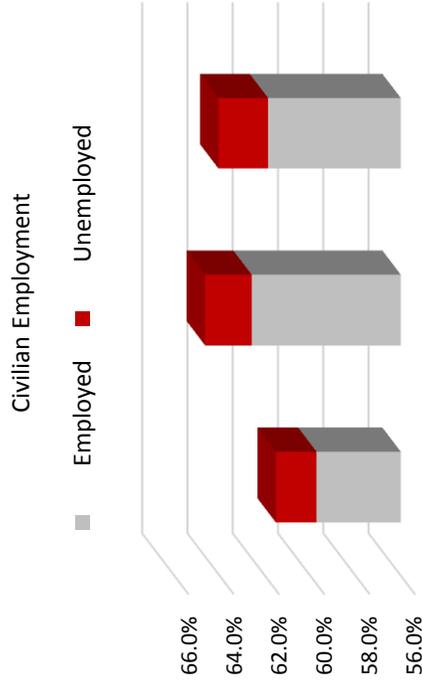
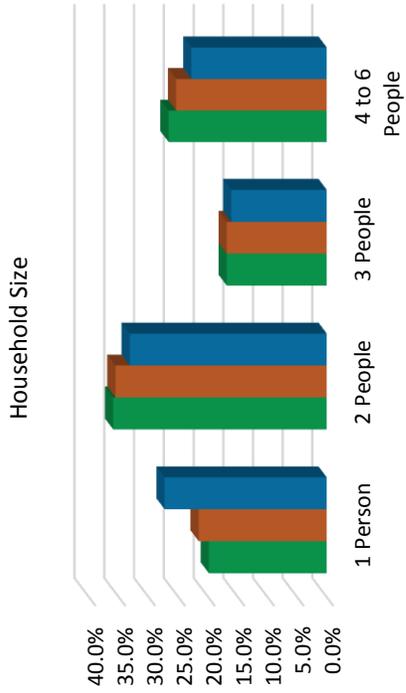
Education



Consumer Demographic Profile

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 12/14/2019

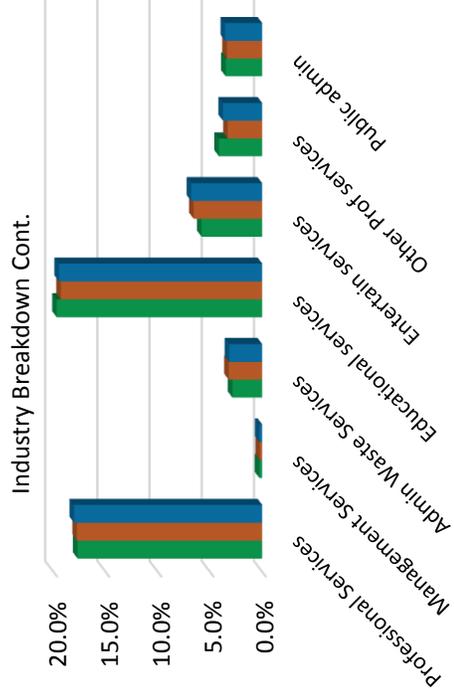
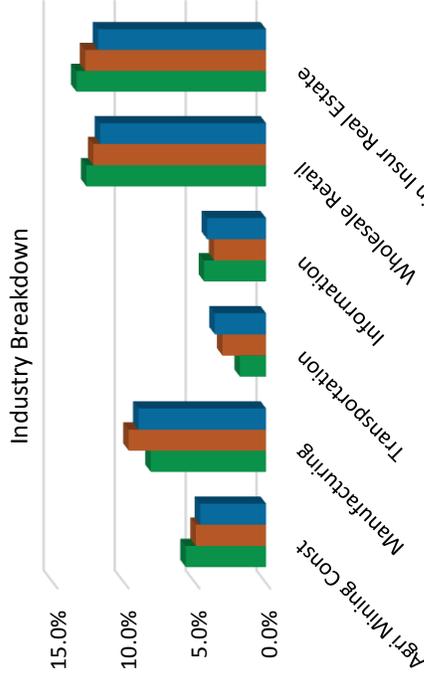
	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	8,361		31,273		75,537	
Single - Male	113	1.4%	602	1.9%	1,488	2.0%
Single - Female	554	6.6%	1,501	4.8%	3,736	4.9%
Single Parent - Male	227	2.7%	671	2.1%	1,638	2.2%
Single Parent - Female	302	3.6%	1,216	3.9%	3,545	4.7%
Married w/ Children	3,209	38.4%	12,973	41.5%	32,140	42.5%
Married w/out Children	3,955	47.3%	14,310	45.8%	32,991	43.7%
Household Size						
1 Person	2,194	19.9%	9,166	21.6%	30,711	27.3%
2 People	3,960	35.9%	15,084	35.5%	37,267	33.1%
3 People	1,860	16.9%	7,158	16.9%	18,103	16.1%
4 to 6 People	2,936	26.6%	10,773	25.4%	25,657	22.8%
7+ People	72	0.7%	252	0.6%	700	0.6%
Home Ownership	11,022		42,432		112,438	
Owners	8,815	80.0%	32,124	75.7%	77,693	69.1%
Renters	2,207	20.0%	10,308	24.3%	34,744	30.9%
Components of Change						
Births	289	1.0%	1,099	1.0%	2,696	1.0%
Deaths	286	1.0%	996	0.9%	2,672	1.0%
Migration	-18	-0.1%	-45	0.0%	1,958	0.7%
Employment (Pop 16+)	24,542		91,477		226,788	
Armed Services	3	0.0%	18	0.0%	130	0.1%
Civilian	15,097	61.5%	59,130	64.6%	145,264	64.1%
Employed	14,656	59.7%	57,250	62.6%	140,287	61.9%
Unemployed	441	1.8%	1,880	2.1%	4,977	2.2%
Not in Labor Force	9,442	38.5%	32,329	35.3%	81,395	35.9%
Employed Population	14,656		57,250		140,287	
White Collar	12,440	84.9%	48,602	84.9%	117,953	84.1%
Blue Collar	2,217	15.1%	8,648	15.1%	22,334	15.9%



Consumer Demographic Profile

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 12/14/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation						
White Collar	14,656	84.9%	57,250	84.9%	140,287	84.1%
Managerial executive	12,440	33.3%	48,602	32.1%	117,953	30.7%
Prof specialty	4,886	27.8%	18,368	30.1%	43,009	31.3%
Healthcare support	4,080	1.0%	17,224	0.8%	43,908	0.9%
Sales	140	15.0%	457	14.0%	1,295	12.4%
Office Admin	2,194	7.8%	8,029	7.9%	17,355	8.8%
	1,139		4,524		12,386	
Blue Collar	2,217	15.1%	8,648	15.1%	22,334	15.9%
Protective	215	1.5%	817	1.4%	2,076	1.5%
Food Prep Servng	252	1.7%	1,415	2.5%	3,787	2.7%
Bldg Maint/Cleaning	114	0.8%	522	0.9%	1,819	1.3%
Personal Care	598	4.1%	2,110	3.7%	4,988	3.6%
Farming/Fishing/Forestry	20	0.1%	57	0.1%	84	0.1%
Construction	585	4.0%	1,739	3.0%	4,314	3.1%
Production Transp	432	2.9%	1,987	3.5%	5,266	3.8%
Employment By Industry						
Agri Mining Const	14,656	5.7%	57,250	5.0%	140,287	4.7%
Manufacturing	832	8.1%	2,840	9.7%	6,532	9.0%
Transportation	1,194	1.8%	5,550	3.1%	12,642	3.6%
Information	270	4.4%	1,764	3.7%	5,077	4.2%
Wholesale Retail	642	12.7%	2,098	12.2%	5,837	11.7%
Fin Insur Real Estate	1,857	13.4%	6,973	12.8%	16,424	11.8%
Professional Services	1,959	17.7%	7,302	17.7%	16,610	18.0%
Management Services	2,592	0.3%	10,155	0.2%	25,279	0.2%
Admin Waste Services	38	2.8%	119	3.2%	348	3.2%
Educational services	417	19.7%	1,835	19.3%	4,436	19.5%
Entertain services	2,885	5.8%	11,039	6.6%	27,299	6.8%
Other Prof services	850	4.1%	3,757	3.3%	9,544	3.8%
Public admin	607	3.5%	1,889	3.4%	5,277	3.6%
	512		1,931		4,981	



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

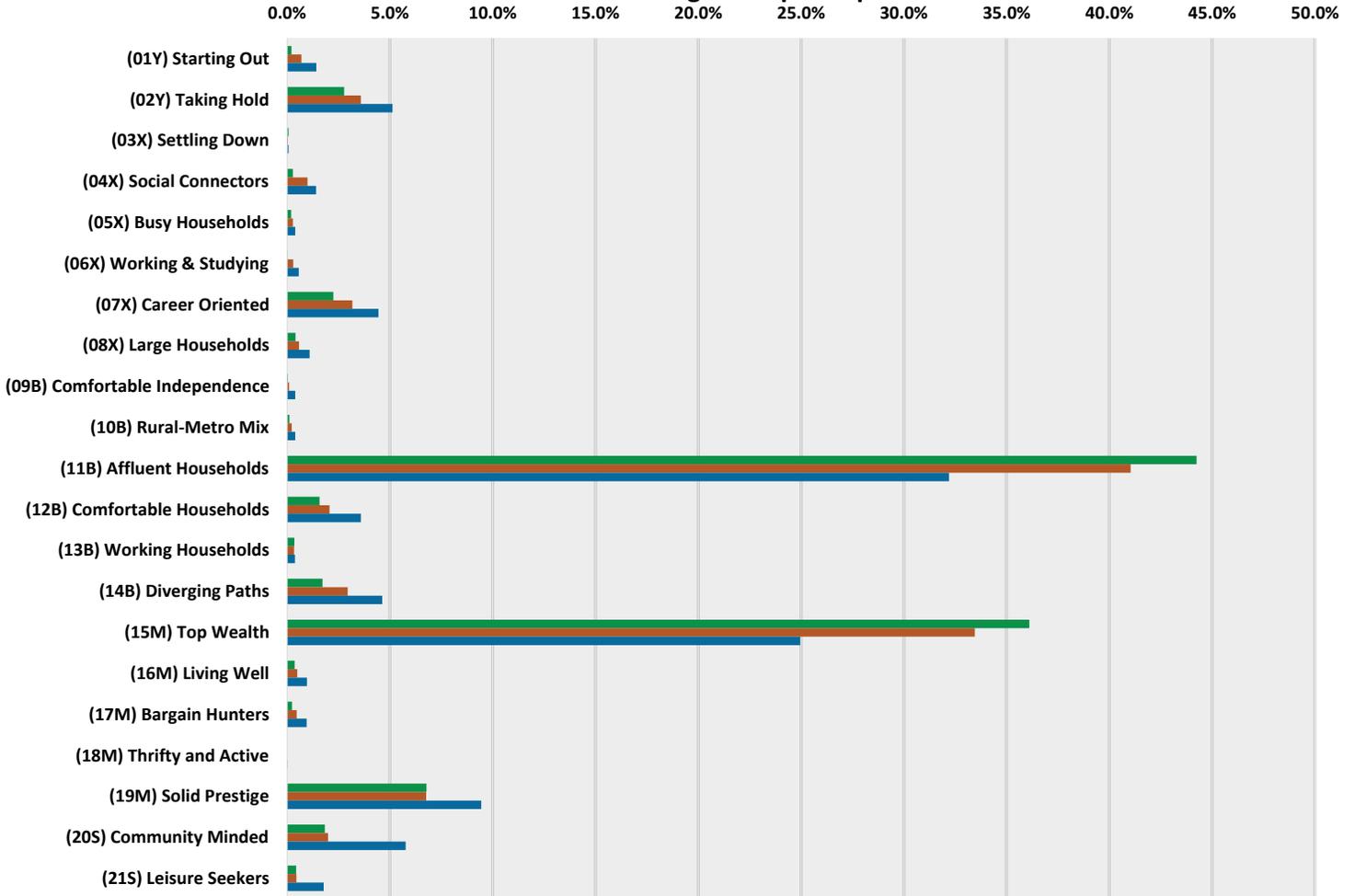
Site: Downtown Danville
 Address: W Prospect Ave and Hartz Ave | Danville CA
 Date: 12/14/2019



Hdl[®] ECON Solutions

Trade Area 1:	Trade Area 2:	Trade Area 3:
5 Min Drive	10 Min Drive	15 Min Drive

Household Lifestage Group Comparison



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	5 Min Drive	10 Min Drive	15 Min Drive
Total Households	10,944	100%	40,293
			100%
			106,086
			100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	01- Summit Estates	(11B) Affluent Households	3,887	35.5%	13,153	32.6%	24,061	22.7%
2	02- Established Elite	(15M) Top Wealth	3,262	29.8%	10,852	26.9%	19,392	18.3%
3	04- Top Professionals	(11B) Affluent Households	802	7.3%	2,746	6.8%	7,904	7.5%
4	03- Corporate Connected	(15M) Top Wealth	689	6.3%	2,627	6.5%	7,083	6.7%
5	09- Busy Schedules	(19M) Solid Prestige	331	3.0%	1,148	2.8%	4,764	4.5%
6	24- Career Building	(02Y) Taking Hold	277	2.5%	1,309	3.2%	4,876	4.6%
7	05- Active & Involved	(19M) Solid Prestige	255	2.3%	974	2.4%	2,962	2.8%
8	33- Urban Diversity	(14B) Diverging Paths	179	1.6%	1,145	2.8%	4,628	4.4%
9	08- Solid Surroundings	(19M) Solid Prestige	157	1.4%	606	1.5%	2,299	2.2%
10	07- Active Lifestyles	(11B) Affluent Households	153	1.4%	635	1.6%	2,200	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: 12/14/2019

INSIGHT

MARKET ANALYTICS

Hdl® ECNSolutions

TOTAL HOUSEHOLDS		10,944	100%	40,293	100%	106,086	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		23	0.2%	282	0.7%	1,513	1.4%
	39- Setting Goals	1	0.0%	12	0.0%	94	0.1%
	45- Offices & Entertainment	5	0.1%	99	0.2%	361	0.3%
	57- Collegiate Crowd	14	0.1%	160	0.4%	1,002	0.9%
	58- Outdoor Fervor	0	0.0%	0	0.0%	3	0.0%
	67- First Steps	2	0.0%	11	0.0%	53	0.0%
(02Y) Taking Hold		303	2.8%	1,444	3.6%	5,435	5.1%
	18- Climbing the Ladder	2	0.0%	13	0.0%	71	0.1%
	21- Children First	23	0.2%	114	0.3%	443	0.4%
	24- Career Building	277	2.5%	1,309	3.2%	4,876	4.6%
	30- Out & About	1	0.0%	7	0.0%	45	0.0%
(03X) Settling Down		7	0.1%	19	0.0%	68	0.1%
	34- Outward Bound	0	0.0%	1	0.0%	4	0.0%
	41- Rural Adventure	2	0.0%	5	0.0%	9	0.0%
	46- Rural & Active	5	0.0%	13	0.0%	55	0.1%
(04X) Social Connectors		31	0.3%	399	1.0%	1,500	1.4%
	42- Creative Variety	6	0.1%	25	0.1%	122	0.1%
	52- Stylish & Striving	15	0.1%	141	0.3%	606	0.6%
	59- Mobile Mixers	10	0.1%	233	0.6%	772	0.7%
(05X) Busy Households		22	0.2%	114	0.3%	423	0.4%
	37- Firm Foundations	7	0.1%	23	0.1%	109	0.1%
	62- Movies & Sports	15	0.1%	91	0.2%	313	0.3%
(06X) Working & Studying		1	0.0%	120	0.3%	603	0.6%
	61- City Life	1	0.0%	91	0.2%	497	0.5%
	69- Productive Havens	1	0.0%	14	0.0%	40	0.0%
	70- Favorably Frugal	0	0.0%	15	0.0%	66	0.1%
(07X) Career Oriented		246	2.2%	1,277	3.2%	4,713	4.4%
	06- Casual Comfort	124	1.1%	514	1.3%	1,827	1.7%
	10- Careers & Travel	35	0.3%	182	0.5%	648	0.6%
	20- Carving Out Time	5	0.0%	18	0.0%	80	0.1%
	26- Getting Established	82	0.7%	563	1.4%	2,159	2.0%
(08X) Large Households		45	0.4%	237	0.6%	1,157	1.1%
	11- Schools & Shopping	22	0.2%	89	0.2%	411	0.4%
	12- On the Go	19	0.2%	104	0.3%	518	0.5%
	19- Country Comfort	0	0.0%	0	0.0%	8	0.0%
	27- Tenured Proprietors	4	0.0%	45	0.1%	221	0.2%
(09B) Comfortable Independence		5	0.0%	41	0.1%	428	0.4%
	29- City Mixers	0	0.0%	2	0.0%	271	0.3%
	35- Working & Active	2	0.0%	17	0.0%	80	0.1%
	56- Metro Active	3	0.0%	22	0.1%	77	0.1%
(10B) Rural-Metro Mix		12	0.1%	91	0.2%	414	0.4%
	47- Rural Parents	0	0.0%	0	0.0%	2	0.0%
	53- Metro Strivers	12	0.1%	91	0.2%	411	0.4%
	60- Rural & Mobile	0	0.0%	0	0.0%	1	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: 12/14/2019

TOTAL HOUSEHOLDS		10,944	100%	40,293	100%	106,086	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		4,842	44.2%	16,534	41.0%	34,165	32.2%
	01- Summit Estates	3,887	35.5%	13,153	32.6%	24,061	22.7%
	04- Top Professionals	802	7.3%	2,746	6.8%	7,904	7.5%
	07- Active Lifestyles	153	1.4%	635	1.6%	2,200	2.1%
(12B) Comfortable Households		172	1.6%	829	2.1%	3,807	3.6%
	13- Work & Play	107	1.0%	556	1.4%	2,387	2.3%
	17- Firmly Established	65	0.6%	273	0.7%	1,420	1.3%
(13B) Working Households		38	0.3%	135	0.3%	411	0.4%
	38- Occupational Mix	38	0.3%	135	0.3%	411	0.4%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		189	1.7%	1,189	3.0%	4,906	4.6%
	16- Country Enthusiasts	0	0.0%	1	0.0%	4	0.0%
	22- Comfortable Cornerstones	1	0.0%	9	0.0%	44	0.0%
	31- Mid-Americana	8	0.1%	25	0.1%	131	0.1%
	32- Metro Mix	1	0.0%	9	0.0%	99	0.1%
	33- Urban Diversity	179	1.6%	1,145	2.8%	4,628	4.4%
(15M) Top Wealth		3,951	36.1%	13,480	33.5%	26,475	25.0%
	02- Established Elite	3,262	29.8%	10,852	26.9%	19,392	18.3%
	03- Corporate Connected	689	6.3%	2,627	6.5%	7,083	6.7%
(16M) Living Well		40	0.4%	198	0.5%	1,021	1.0%
	14- Career Centered	36	0.3%	182	0.5%	911	0.9%
	15- Country Ways	0	0.0%	0	0.0%	3	0.0%
	23- Good Neighbors	3	0.0%	16	0.0%	106	0.1%
(17M) Bargain Hunters		26	0.2%	191	0.5%	1,015	1.0%
	43- Work & Causes	5	0.0%	17	0.0%	94	0.1%
	44- Open Houses	4	0.0%	19	0.0%	132	0.1%
	55- Community Life	8	0.1%	33	0.1%	125	0.1%
	63- Staying Home	7	0.1%	110	0.3%	604	0.6%
	68- Staying Healthy	2	0.0%	11	0.0%	60	0.1%
(18M) Thrifty & Active		0	0.0%	0	0.0%	2	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	0	0.0%	1	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		743	6.8%	2,728	6.8%	10,024	9.4%
	05- Active & Involved	255	2.3%	974	2.4%	2,962	2.8%
	08- Solid Surroundings	157	1.4%	606	1.5%	2,299	2.2%
	09- Busy Schedules	331	3.0%	1,148	2.8%	4,764	4.5%
(20S) Community Minded		202	1.8%	802	2.0%	6,124	5.8%
	25- Clubs & Causes	23	0.2%	83	0.2%	671	0.6%
	28- Community Pillars	66	0.6%	225	0.6%	2,093	2.0%
	36- Persistent & Productive	113	1.0%	493	1.2%	3,360	3.2%
(21S) Leisure Seekers		48	0.4%	184	0.5%	1,883	1.8%
	49- Home & Garden	7	0.1%	27	0.1%	492	0.5%
	51- Role Models	4	0.0%	21	0.1%	216	0.2%
	64- Practical & Careful	26	0.2%	74	0.2%	380	0.4%
	65- Hobbies & Shopping	4	0.0%	32	0.1%	193	0.2%
	66- Helping Hands	7	0.1%	30	0.1%	601	0.6%

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.



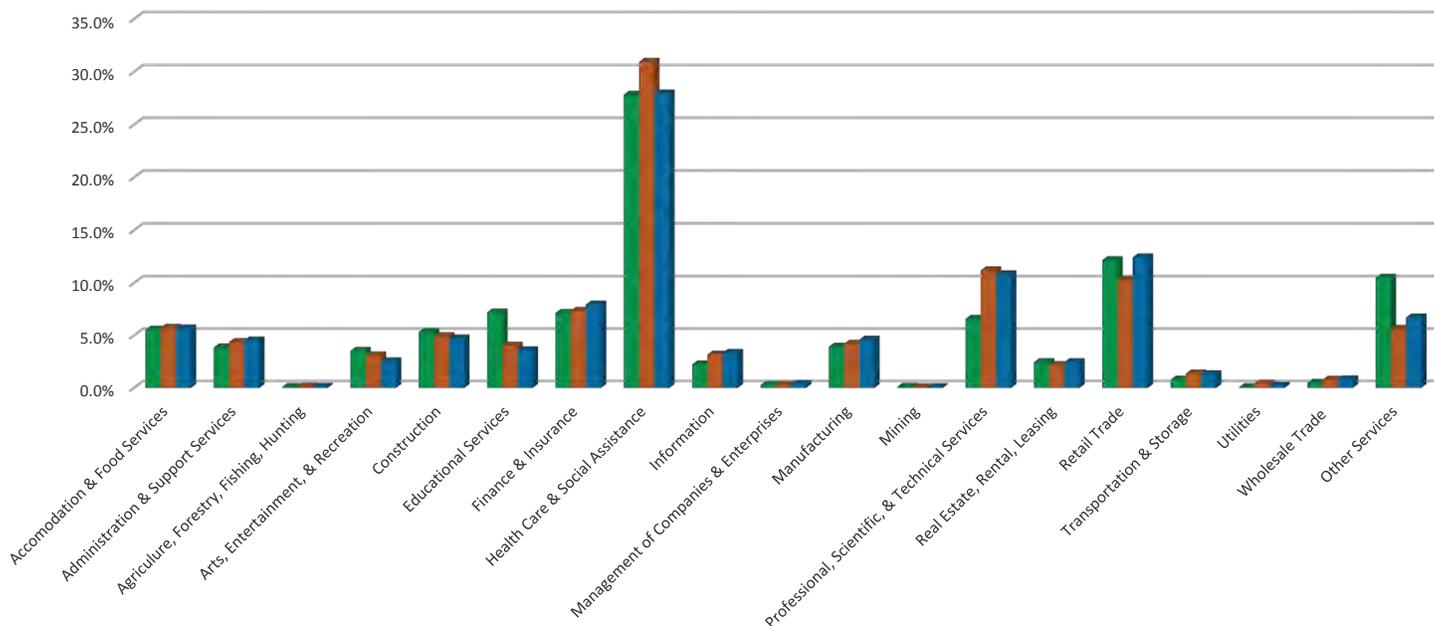
Employment Profile

Site: Downtown Danville
 Address: W Prospect Ave and Hartz Ave | Danville CA
 Date Report Created: 12/14/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	37,406		144,860		350,533	
Student Population	10,144		24,287		55,470	
Median Employee Salary	53,977		55,883		54,119	
Average Employee Salary	64,948		67,610		66,224	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	338	2.1%	1,784	2.2%	4,575	2.4%
15,000 to 30,000 CrYr	258	1.6%	1,068	1.3%	2,974	1.6%
30,000 to 45,000 CrYr	5,395	34.1%	25,528	31.8%	63,691	33.3%
45,000 to 60,000 CrYr	3,025	19.1%	14,934	18.6%	36,252	19.0%
60,000 to 75,000 CrYr	2,046	12.9%	10,380	12.9%	23,765	12.4%
75,000 to 90,000 CrYr	1,637	10.3%	7,998	10.0%	18,040	9.4%
90,000 to 100,000 CrYr	544	3.4%	3,461	4.3%	7,244	3.8%
Over 100,000 CrYr	2,578	16.3%	15,029	18.7%	34,702	18.1%

Industry Groups

Employee's by Industry



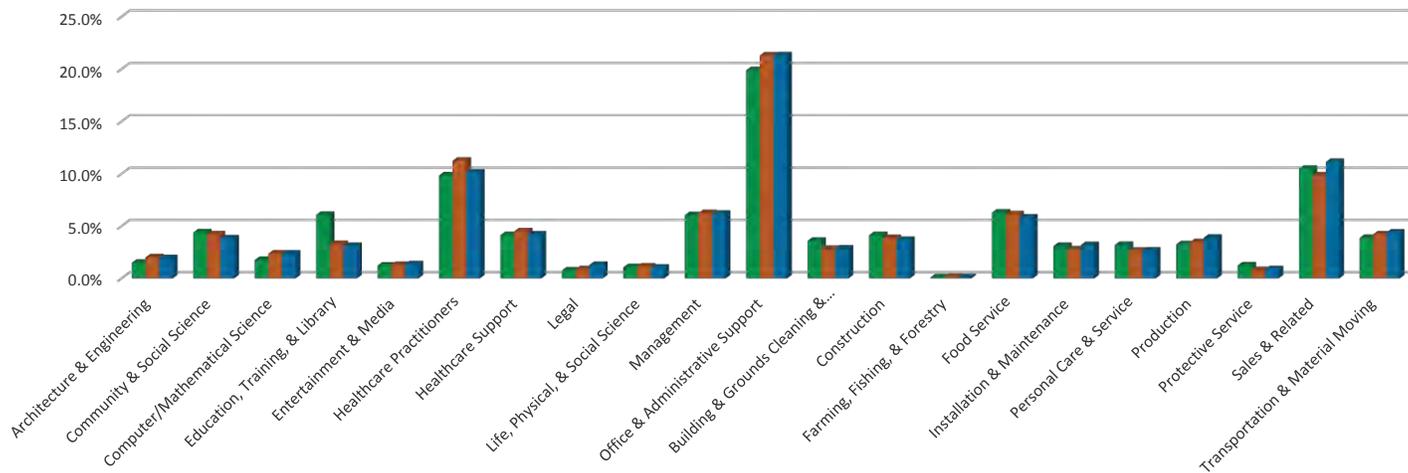
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,371	100%	15,820	100%	4,968	100%	80,181	100%	11,841	100%	191,243	100%
Accommodation & Food Services	69	5.0%	877	5.5%	212	4.3%	4,586	5.7%	516	4.4%	10,810	5.7%
Administration & Support Services	49	3.6%	609	3.8%	146	2.9%	3,492	4.4%	359	3.0%	8,638	4.5%
Agriculture, Forestry, Fishing, Hunting	3	0.2%	13	0.1%	14	0.3%	101	0.1%	30	0.3%	186	0.1%
Arts, Entertainment, & Recreation	40	2.9%	558	3.5%	110	2.2%	2,468	3.1%	256	2.2%	4,831	2.5%
Construction	84	6.2%	844	5.3%	230	4.6%	3,940	4.9%	537	4.5%	8,994	4.7%
Educational Services	44	3.2%	1,137	7.2%	142	2.9%	3,220	4.0%	310	2.6%	6,826	3.6%
Finance & Insurance	120	8.7%	1,129	7.1%	444	8.9%	5,891	7.3%	1,075	9.1%	15,176	7.9%
Health Care & Social Assistance	272	19.8%	4,402	27.8%	1,308	26.3%	24,804	30.9%	2,770	23.4%	53,418	27.9%
Information	22	1.6%	352	2.2%	93	1.9%	2,539	3.2%	233	2.0%	6,373	3.3%
Management of Companies & Enterprises	1	0.1%	43	0.3%	2	0.0%	225	0.3%	9	0.1%	725	0.4%
Manufacturing	34	2.5%	621	3.9%	135	2.7%	3,359	4.2%	319	2.7%	8,781	4.6%
Mining	1	0.1%	14	0.1%	3	0.1%	43	0.1%	6	0.1%	118	0.1%
Professional, Scientific, & Technical Services	170	12.4%	1,041	6.6%	738	14.8%	8,982	11.2%	1,891	16.0%	20,711	10.8%
Real Estate, Rental, Leasing	77	5.6%	386	2.4%	215	4.3%	1,735	2.2%	514	4.3%	4,680	2.4%
Retail Trade	143	10.4%	1,924	12.2%	430	8.7%	8,253	10.3%	1,108	9.4%	23,765	12.4%
Transportation & Storage	9	0.7%	124	0.8%	36	0.7%	1,089	1.4%	105	0.9%	2,467	1.3%
Utilities	1	0.1%	9	0.1%	9	0.2%	326	0.4%	11	0.1%	391	0.2%
Wholesale Trade	16	1.2%	74	0.5%	66	1.3%	620	0.8%	164	1.4%	1,524	0.8%
Other Services	215	15.7%	1,661	10.5%	634	12.8%	4,508	5.6%	1,628	13.7%	12,828	6.7%

Employment Profile

Site: Downtown Danville
 Address: W Prospect Ave and Hartz Ave | Danville, CA
 Date Report Created: 12/14/2019

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	9,556	60.4%	50,529	63.0%	116,758	61.1%
Architecture & Engineering	235	1.5%	1,598	2.0%	3,648	1.9%
Community & Social Science	693	4.4%	3,372	4.2%	7,289	3.8%
Computer/Mathematical Science	276	1.7%	1,887	2.4%	4,528	2.4%
Education, Training, & Library	960	6.1%	2,613	3.3%	5,906	3.1%
Entertainment & Media	192	1.2%	1,017	1.3%	2,548	1.3%
Healthcare Practitioners	1,556	9.8%	9,008	11.2%	19,326	10.1%
Healthcare Support	653	4.1%	3,593	4.5%	8,013	4.2%
Legal	119	0.8%	689	0.9%	2,421	1.3%
Life, Physical, & Social Science	166	1.1%	900	1.1%	1,930	1.0%
Management	955	6.0%	4,998	6.2%	11,805	6.2%
Office & Administrative Support	3,146	19.9%	17,071	21.3%	40,744	21.3%
Blue Collar	6,193	39.1%	29,285	36.5%	73,504	38.4%
Building & Grounds Cleaning & Maintenance	567	3.6%	2,250	2.8%	5,422	2.8%
Construction	652	4.1%	3,077	3.8%	7,012	3.7%
Farming, Fishing, & Forestry	14	0.1%	103	0.1%	184	0.1%
Food Service	995	6.3%	4,908	6.1%	11,117	5.8%
Installation & Maintenance	487	3.1%	2,216	2.8%	6,054	3.2%
Personal Care & Service	504	3.2%	2,101	2.6%	5,039	2.6%
Production	513	3.2%	2,766	3.4%	7,399	3.9%
Protective Service	194	1.2%	620	0.8%	1,635	0.9%
Sales & Related	1,656	10.5%	7,884	9.8%	21,280	11.1%
Transportation & Material Moving	610	3.9%	3,362	4.2%	8,361	4.4%
Military Services	71	0.4%	367	0.5%	981	0.5%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	15,820	80,181	191,243
2018 Q3	15,078	78,233	186,222
2018 Q2	15,652	79,280	188,180
2018 Q1	16,245	82,473	194,997
2017 Q4	16,425	83,151	196,223
2017 Q3	15,864	81,805	193,464
2017 Q2	16,730	83,997	197,615
2017 Q1	16,695	83,527	197,013
2016 Q4	16,916	86,515	201,443



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: 12/14/2019

	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
Demographics									
Population	29,225	\$0	(\$6,744,799)	\$25,490,675	\$26,834,737	\$1,344,062	\$62,109,043	\$80,941,376	\$18,832,333
5-Year Population estimate	29,720	\$1,042,996	(\$6,255,674)	\$27,551,944	\$5,690,884	(\$21,861,059)	\$67,503,178	\$15,411,555	(\$52,091,622)
Population Households	29,161	\$1,104,432	(\$2,484,505)	\$13,564,634	\$10,820,077	(\$2,744,557)	\$33,454,401	\$32,636,276	(\$818,125)
Group Quarters Population	65	\$1,503,213	(\$2,324,877)	\$14,451,277	\$13,705,721	(\$745,556)	\$35,297,839	\$41,927,300	\$6,629,461
Households	11,022	\$2,681,148	(\$2,535,783)	\$19,779,367	\$15,505,101	(\$4,274,266)	\$48,477,298	\$52,910,009	\$4,432,711
5-Year Households estimate	11,215	\$2,104,619	(\$1,721,602)	\$14,431,222	\$29,493,623	\$15,062,401	\$35,502,334	\$68,050,227	\$32,547,892
WorkPlace Establishments	1,371	\$8,343,634	(\$5,937,152)	\$54,003,345	\$48,798,593	(\$5,204,752)	\$132,913,890	\$211,340,644	\$78,426,755
Workplace Employees	15,820	\$18,871,853	(\$11,663,713)	\$114,954,785	\$161,670,001	\$46,715,216	\$285,569,075	\$324,304,254	\$38,735,179
Median Household Income	\$143,643	\$58,955,475	(\$25,754,650)	\$332,580,135	\$139,546,609	(\$193,033,526)	\$813,924,761	\$392,570,329	(\$421,354,432)
		\$6,178,867	(\$2,465,231)	\$32,611,123	\$32,327,320	(\$283,803)	\$79,741,247	\$65,942,321	(\$13,798,926)
	\$1,868,535	\$1,377,973	(\$490,562)	\$7,077,875	\$5,200,226	(\$1,877,649)	\$17,349,288	\$18,037,356	\$688,068
	\$116,164,389	\$88,838,538	(\$27,325,851)	\$438,828,655	\$179,108,290	(\$259,720,364)	\$1,077,060,947	\$1,801,954,171	\$724,893,224
	\$11,576,716	\$9,365,388	(\$2,211,328)	\$48,186,549	\$45,121,110	(\$3,065,438)	\$116,239,199	\$156,671,424	\$40,432,225
	\$8,884,892	\$8,066,206	(\$818,686)	\$33,466,727	\$25,842,936	(\$7,623,792)	\$83,137,553	\$63,056,806	(\$20,080,747)
	\$26,921,241	\$24,639,198	(\$2,282,043)	\$101,493,070	\$136,022,608	\$34,529,537	\$249,242,656	\$552,236,888	\$302,994,232
	\$60,438,911	\$55,632,878	(\$4,806,033)	\$228,360,136	\$375,481,383	\$147,121,247	\$563,293,735	\$794,385,193	\$231,091,457
	\$35,790,762	\$1,922,873	(\$95,877)	\$7,610,201	\$4,131,174	(\$3,479,027)	\$18,652,523	\$15,569,892	(\$3,082,631)
	\$33,832,362	\$33,858,588	\$26,226	\$158,929,606	\$178,404,850	\$19,475,243	\$379,726,563	\$439,280,374	\$59,553,811
	\$7,077,275	\$7,458,048	\$380,772	\$143,526,402	\$141,831,241	(\$1,695,162)	\$344,750,689	\$365,416,098	\$20,665,409
	\$2,368,299	\$2,501,015	\$132,716	\$30,043,023	\$46,090,837	\$16,047,814	\$72,154,168	\$84,888,815	\$12,734,647
	\$2,890,798	\$3,146,253	\$255,455	\$10,902,820	\$13,534,334	\$2,631,514	\$26,962,055	\$19,666,749	(\$7,295,307)
	\$32,076,868	\$36,481,839	\$4,404,971	\$121,116,357	\$142,199,487	\$21,083,130	\$299,087,298	\$357,971,371	\$58,884,073
	\$6,552,698	\$9,054,474	\$2,501,776	\$24,778,117	\$23,927,292	(\$850,825)	\$60,845,277	\$84,735,824	\$23,890,547
	\$3,138,971	\$5,004,640	\$1,865,669	\$12,236,277	\$11,800,997	(\$435,280)	\$29,852,376	\$31,831,760	\$1,979,384
	\$3,643,347	\$5,949,427	\$2,306,179	\$13,750,193	\$16,267,595	\$2,517,402	\$33,785,919	\$41,650,306	\$7,864,388
	\$3,731,792	\$6,347,170	\$2,615,378	\$14,281,020	\$6,347,170	(\$7,933,850)	\$35,115,534	\$17,042,502	(\$18,073,032)
	\$45,253,298	\$77,143,025	\$31,889,727	\$171,057,370	\$295,627,599	\$124,570,229	\$422,645,216	\$752,659,207	\$330,013,990
	\$806,224	\$1,523,146	\$716,922	\$3,039,551	\$2,631,131	(\$408,421)	\$7,483,674	\$6,437,609	(\$1,046,065)
	\$62,122,884	\$131,850,989	\$69,728,105	\$235,208,612	\$646,471,692	\$411,263,080	\$579,966,655	\$911,627,024	\$331,660,369
	\$5,925,322	\$15,807,584	\$9,882,262	\$22,380,855	\$37,639,730	\$15,258,883	\$55,044,453	\$62,679,232	\$37,634,779
Consumer Demand/Market Supply Index	\$641,758,558	\$661,989,041	97	\$2,486,841,006	\$2,822,618,141	88	\$6,093,356,813	\$7,908,171,453	77

Consumer Demand & Market Supply Assessment

Site: Downtown Danville
 Address: W Prospect Ave and Hartz Ave | Danville, CA
 Date Report Created: 12/14/2019

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			
Furniture/Sleep/Outdoor/Patio Furniture	\$17,415,534	\$8,823,859	(\$8,591,676)	-49%	\$65,805,405	\$54,743,769	(\$11,061,636)	-17%	\$160,303,156	\$145,422,395	(\$14,880,761)	-9%
Pets/Pet Foods/Pet Supplies	\$6,121,681	\$9,933,893	(\$2,187,788)	-36%	\$23,215,535	\$20,145,048	(\$3,070,486)	-13%	\$55,954,519	\$38,004,667	(\$17,949,852)	-32%
Footwear, including Accessories	\$9,486,377	\$6,236,927	(\$3,249,449)	-34%	\$35,811,443	\$32,917,607	(\$2,893,836)	-8%	\$87,450,386	\$108,077,741	\$20,627,355	24%
Autos/Cars/Vans/Trucks/Motorcycles	\$102,517,663	\$74,993,991	(\$27,523,671)	-27%	\$387,428,731	\$153,048,421	(\$234,380,310)	-60%	\$950,939,150	\$1,516,527,026	\$565,587,875	59%
Alcoholic Drinks Served at the Establishment	\$17,658,208	\$13,000,487	(\$4,657,721)	-26%	\$83,919,305	\$8,520,096	(\$35,399,208)	-30%	\$199,016,938	\$146,518,066	(\$52,498,872)	-26%
Packaged Liquor/Wine/Beer	\$11,532,966	\$8,579,439	(\$2,953,527)	-26%	\$43,535,567	\$47,120,921	\$3,585,359	8%	\$106,563,754	\$108,965,227	\$2,401,473	2%
Computer Hardware/Software/Supplies	\$17,599,636	\$13,363,632	(\$4,236,005)	-24%	\$85,032,547	\$40,976,293	(\$44,056,253)	-52%	\$201,245,130	\$118,573,816	(\$82,671,314)	-41%
Books/Periodicals	\$2,494,663	\$1,951,635	(\$543,028)	-22%	\$9,348,552	\$6,749,068	(\$2,599,484)	-28%	\$22,922,053	\$19,492,163	(\$3,429,889)	-15%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$67,453,478	\$53,455,060	(\$13,998,418)	-21%	\$253,924,044	\$288,198,634	\$34,274,590	13%	\$633,600,423	\$593,782,756	(\$39,817,667)	-6%
Retailer Services	\$21,101,266	\$17,331,328	(\$3,769,738)	-18%	\$79,578,524	\$51,831,845	(\$27,746,679)	-35%	\$193,704,336	\$269,971,096	\$76,266,759	39%
Automotive Tires/Tubes/Batteries/Parts	\$17,503,491	\$15,014,248	(\$2,489,243)	-14%	\$65,927,735	\$44,087,940	(\$21,839,794)	-33%	\$164,055,039	\$176,249,882	\$12,194,843	7%
Women's/Junior's/Misses Wear	\$23,273,024	\$21,002,650	(\$2,270,373)	-10%	\$87,351,305	\$101,701,112	\$14,349,807	16%	\$214,669,991	\$369,731,177	\$155,061,186	72%
All Other Merchandise	\$24,137,826	\$24,008,268	(\$129,558)	-1%	\$90,897,310	\$87,694,295	(\$3,203,015)	-4%	\$222,861,070	\$219,600,224	(\$3,260,846)	-1%
Mens Wear	\$9,288,680	\$9,339,488	\$50,808	1%	\$35,156,210	\$43,916,894	\$8,760,684	25%	\$85,745,982	\$149,143,587	\$63,397,605	74%
Lawn/Garden/Farm Equipment/Supplies	\$9,585,756	\$9,679,186	\$93,430	1%	\$36,139,254	\$55,477,795	\$19,338,541	54%	\$89,093,898	\$127,094,400	\$38,000,502	43%
Audio Equipment/Musical Instruments	\$3,422,831	\$3,648,664	\$225,834	7%	\$12,909,345	\$12,815,090	(\$94,255)	-1%	\$31,816,772	\$37,641,649	\$5,824,877	18%
Meats/Nonalcoholic Beverages	\$65,082,589	\$70,526,057	\$5,443,468	8%	\$275,685,779	\$333,010,830	\$57,325,053	21%	\$662,270,426	\$794,927,637	\$132,657,212	20%
Major Household Appliances	\$2,636,861	\$2,921,810	\$284,948	11%	\$10,032,632	\$12,536,939	\$2,504,307	25%	\$24,069,611	\$35,205,389	\$11,135,778	46%
Automotive Lubricants (incl Oil, Greases)	\$2,636,861	\$2,921,810	\$284,948	11%	\$10,032,632	\$12,536,939	\$2,504,307	25%	\$24,069,611	\$35,205,389	\$11,135,778	46%
Dimensional Lumber/Other Building Materials	\$12,849,447	\$15,284,761	\$2,435,314	19%	\$48,595,967	\$59,463,272	\$10,867,305	22%	\$120,209,829	\$149,521,343	\$29,311,514	24%
Groceries/Other Food Items (Off Premises)	\$94,594,945	\$112,615,788	\$18,020,843	19%	\$356,276,982	\$609,701,922	\$253,424,940	71%	\$879,456,402	\$1,133,452,065	\$253,995,663	29%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,286,709	\$2,818,924	\$532,214	23%	\$8,614,024	\$11,102,126	\$2,488,102	29%	\$21,374,044	\$27,403,557	\$6,029,513	28%
Hardware/Tools/Plumbing/Electrical Supplies	\$8,729,072	\$10,840,233	\$2,111,161	24%	\$32,885,303	\$43,247,680	\$10,362,378	32%	\$81,465,157	\$103,451,988	\$21,986,831	27%
Childrens Wear/Infants/Toddlers Clothing	\$3,679,278	\$4,661,251	\$981,974	27%	\$14,132,427	\$23,030,025	\$8,897,598	63%	\$35,145,763	\$76,084,540	\$40,938,777	116%
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,442,037	\$1,918,611	\$476,574	33%	\$5,420,078	\$11,699,459	\$6,279,381	116%	\$13,344,777	\$22,165,034	\$8,820,256	66%
Kitchenware/Home Furnishings	\$7,282,940	\$9,905,407	\$2,622,476	36%	\$27,492,130	\$34,381,110	\$6,888,980	25%	\$67,639,674	\$85,474,282	\$17,834,608	26%
Small Electric Appliances	\$1,290,242	\$1,846,005	\$555,763	43%	\$4,865,609	\$7,160,743	\$2,295,135	47%	\$11,977,859	\$14,971,758	\$2,993,898	25%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,425,009	\$7,862,548	\$2,437,539	45%	\$20,549,178	\$24,729,390	\$4,180,212	20%	\$50,422,230	\$68,658,921	\$18,236,691	36%
Jewelry (including Watches)	\$5,441,050	\$7,967,659	\$2,526,609	46%	\$20,541,886	\$25,369,112	\$4,827,226	23%	\$50,513,943	\$71,360,628	\$20,846,686	41%
Cigars/Cigarettes/Tobacco/Accessories	\$6,040,550	\$9,148,856	\$3,108,306	51%	\$22,571,793	\$44,666,288	\$22,094,495	98%	\$56,844,068	\$85,925,159	\$29,081,091	51%
Photographic Equipment/Supplies	\$662,305	\$1,017,766	\$355,461	54%	\$2,508,472	\$4,477,915	\$1,969,444	79%	\$6,172,761	\$11,149,974	\$4,977,213	81%
Toys/Hobby Goods/Games	\$2,916,793	\$4,636,818	\$1,720,025	59%	\$11,072,836	\$17,526,205	\$6,453,369	58%	\$27,489,256	\$43,392,182	\$15,902,927	58%
Soaps/Detergents/Household Cleaners	\$2,886,782	\$4,636,922	\$1,750,140	61%	\$10,925,113	\$24,114,940	\$13,189,827	121%	\$26,909,400	\$43,077,051	\$16,167,652	60%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,032,342	\$4,883,412	\$1,851,070	61%	\$11,593,142	\$17,944,593	\$6,351,451	55%	\$27,911,070	\$40,387,338	\$12,476,268	45%
Televisions/VCR/Video Cameras/DVD etc	\$3,859,982	\$6,423,855	\$2,563,872	66%	\$14,599,064	\$28,617,974	\$14,018,910	96%	\$35,969,937	\$63,893,396	\$27,923,460	78%
Sewing/Knitting Materials/Supplies	\$268,888	\$501,169	\$232,281	86%	\$1,013,999	\$1,705,559	\$691,559	68%	\$2,477,451	\$4,353,289	\$1,875,837	76%
Paper/Related Products	\$2,416,201	\$4,590,518	\$2,174,317	90%	\$9,048,922	\$23,669,292	\$14,620,376	162%	\$22,513,544	\$39,423,486	\$16,909,947	75%
Automotive Fuels	\$41,929,355	\$80,304,595	\$38,375,240	92%	\$158,330,644	\$324,301,111	\$165,970,467	105%	\$391,180,151	\$756,764,064	\$365,583,913	93%
Floor/Floor Coverings	\$4,372,229	\$8,496,013	\$4,123,785	94%	\$16,467,182	\$24,461,936	\$7,994,755	49%	\$40,986,963	\$59,981,700	\$18,994,737	46%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,067,116	\$2,665,936	\$1,598,819	150%	\$3,980,138	\$11,452,980	\$7,472,843	188%	\$9,935,752	\$18,995,539	\$9,059,786	91%

Consumer Demand & Market Supply Assessment

Site: Downtown Danville
Address: W Prospect Ave and Hartz Ave | Danville CA
Date Report Created: 12/14/2019

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

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.



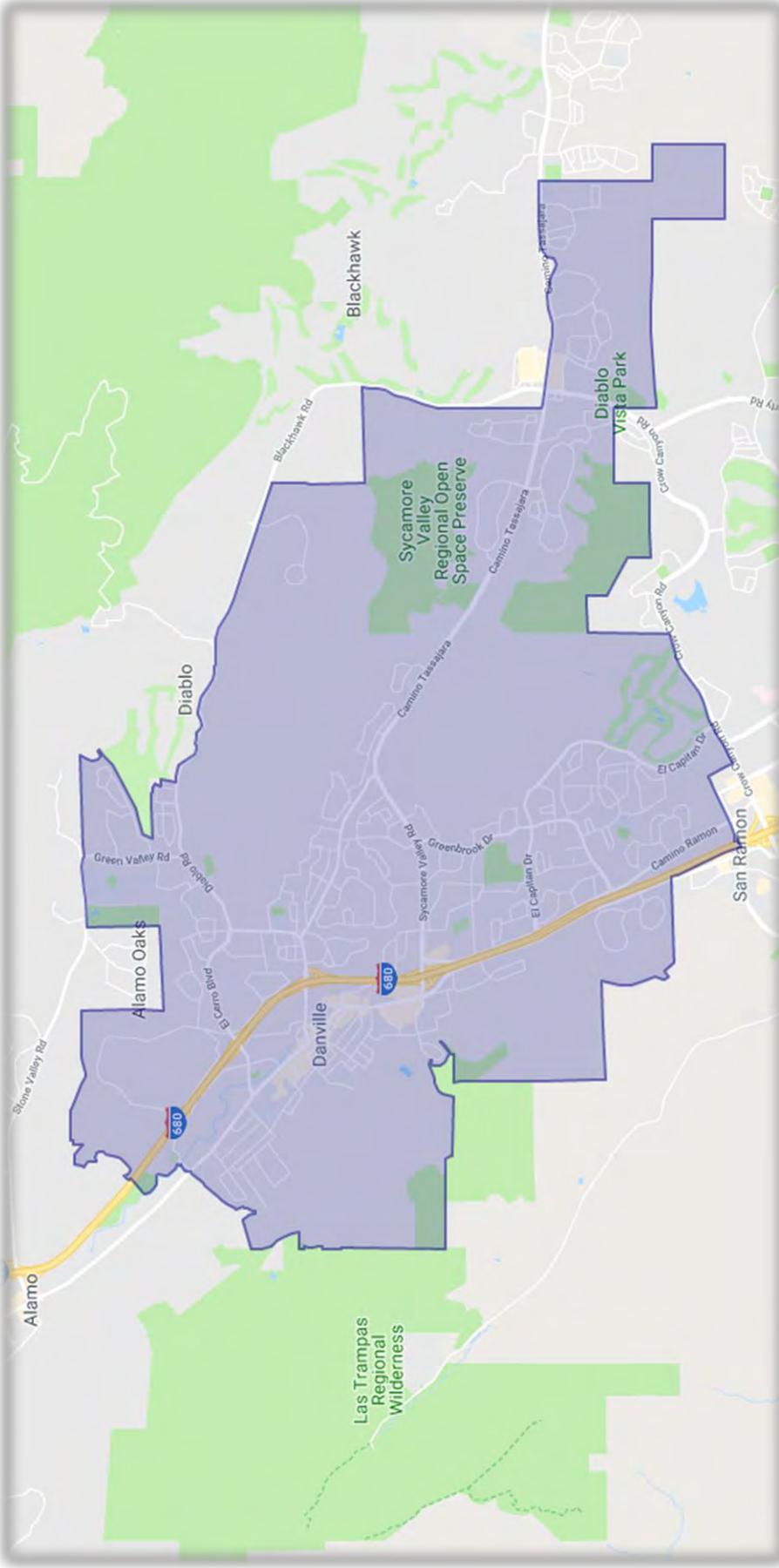


Consumer Demographic Profile

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.





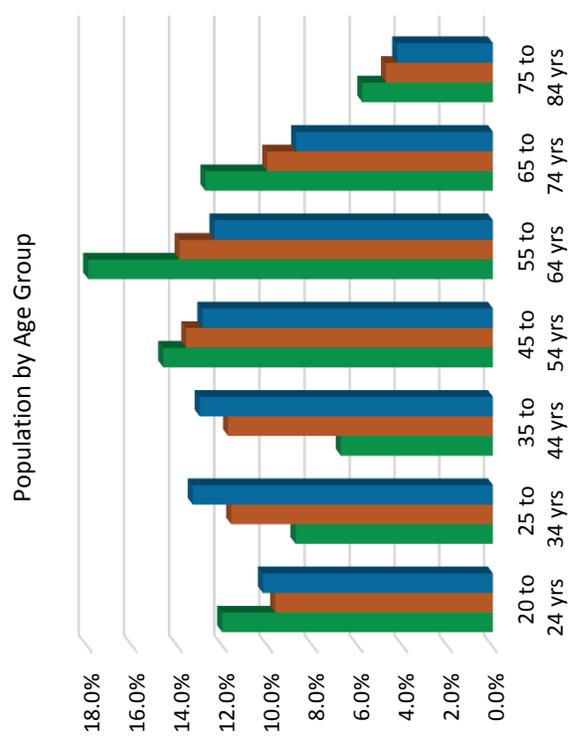
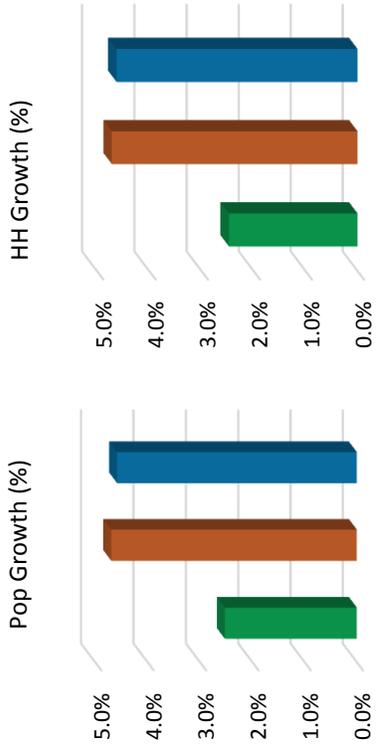
Danville
43,966
16,111
43.4
\$201,786
86%
82%

Population
Households
Average Age
Average HH Income
White Collar (Residents)
Some College or Degree

Consumer Demographic Profile

Site: Town of Danville
Address: Town of Danville, Contra Costa County, California
Date Report Created: 12/14/2019

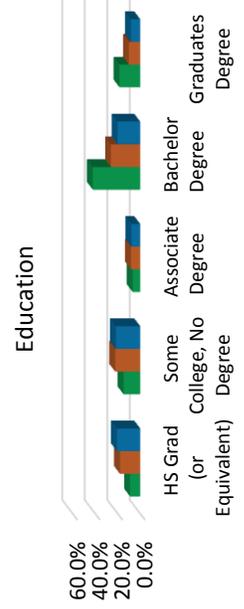
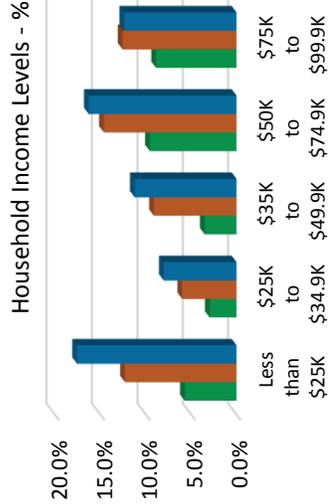
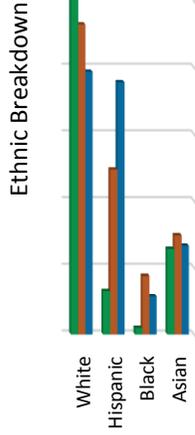
	Town of Danville		Contra Costa County		California	
	#	%	#	%	#	%
Market Stats						
Population	43,966	---	1,141,545	---	39,385,143	---
5 Year Projected Pop	45,077	---	1,195,116	---	41,189,636	---
Pop Growth (%)	2.5%	---	4.7%	---	4.6%	---
Households	16,111	---	409,294	---	13,335,351	---
5 Year Projected HHs	16,510	---	428,595	---	13,952,268	---
HH Growth (%)	2.5%	---	4.7%	---	4.6%	---
Census Stats						
2000 Population	39,967	---	948,818	---	33,871,648	---
2010 Population	42,165	---	1,049,025	---	37,253,956	---
Pop Growth (%)	5.5%	---	10.6%	---	10.0%	---
2000 Households	14,226	---	344,132	---	11,502,864	---
2010 Households	15,448	---	375,364	---	12,577,498	---
HH Growth (%)	8.6%	---	9.1%	---	9.3%	---
Total Population by Age						
Average Age	43.4		40.3		38.7	
19 yrs & under	8,406	19.1%	258,857	22.7%	9,220,681	23.4%
20 to 24 yrs	5,294	12.0%	110,706	9.7%	4,033,485	10.2%
25 to 34 yrs	3,866	8.8%	132,953	11.6%	5,257,290	13.3%
35 to 44 yrs	2,985	6.8%	134,483	11.8%	5,135,698	13.0%
45 to 54 yrs	6,443	14.7%	155,681	13.6%	5,087,912	12.9%
55 to 64 yrs	7,904	18.0%	159,034	13.9%	4,877,884	12.4%
65 to 74 yrs	5,622	12.8%	114,718	10.0%	3,451,477	8.8%
75 to 84 yrs	2,565	5.8%	54,518	4.8%	1,686,028	4.3%
85 + yrs	881	2.0%	20,595	1.8%	634,688	1.6%
Population Bases						
20-34 yrs	9,160	20.8%	243,659	21.3%	9,290,775	23.6%
45-64 yrs	14,346	32.6%	314,715	27.6%	9,965,796	25.3%
16 yrs +	36,816	83.7%	912,200	79.9%	31,164,667	79.1%
25 yrs +	30,265	68.8%	771,982	67.6%	26,130,977	66.3%
65 yrs +	9,068	20.6%	189,831	16.6%	5,772,193	14.7%
75 yrs +	3,446	7.8%	75,113	6.6%	2,320,716	5.9%
85 yrs +	881	2.0%	20,595	1.8%	634,688	1.6%



Consumer Demographic Profile

Site: Town of Danville
Address: Town of Danville, Contra Costa County, California
Date Report Created: 12/14/2019

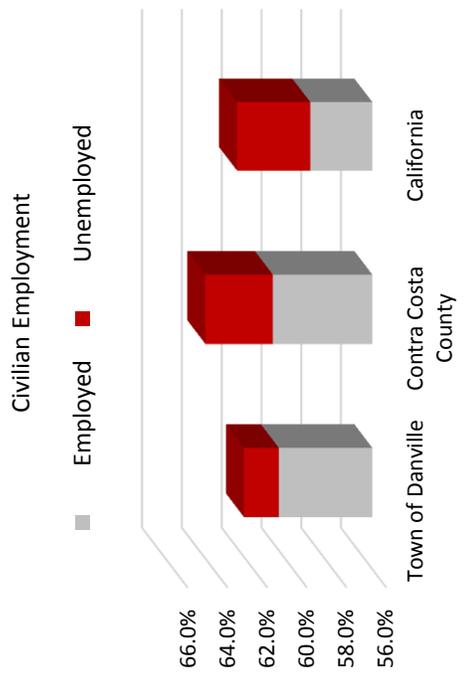
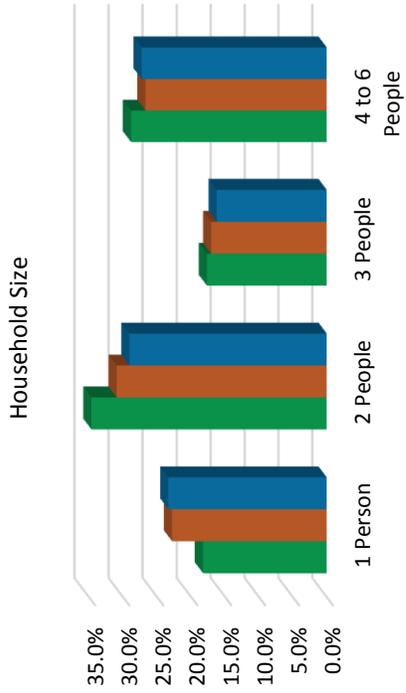
	Town of Danville		Contra Costa County		California	
	#	%	#	%	#	%
Population by Race						
White	33,407	76.0%	530,680	46.5%	15,517,129	39.4%
Hispanic	2,871	6.5%	282,303	24.7%	14,897,365	37.8%
Black	450	1.0%	100,442	8.8%	2,255,462	5.7%
Asian	5,653	12.9%	169,886	14.9%	5,251,949	13.3%
Ancestry						
American Indian (ancestry)	46	0.1%	3,474	0.3%	172,158	0.4%
Hawaiian (ancestry)	62	0.1%	5,137	0.5%	138,740	0.4%
Household Income						
Per Capita Income	\$73,945	---	\$43,922	---	\$33,423	---
Average HH Income	\$201,786	---	\$122,500	---	\$98,713	---
Median HH Income	\$153,278	---	\$89,732	---	\$69,549	---
Less than \$25K	921	5.7%	50,341	12.3%	2,341,731	17.6%
\$25K to \$34.9K	478	3.0%	24,551	6.0%	1,071,683	8.0%
\$35K to \$49.9K	567	3.5%	37,328	9.1%	1,498,932	11.2%
\$50K to \$74.9K	1,542	9.6%	59,829	14.6%	2,171,418	16.3%
\$75K to \$99.9K	1,433	8.9%	51,442	12.6%	1,651,735	12.4%
\$100K to \$149.9K	2,924	18.2%	77,780	19.0%	2,159,151	16.2%
\$150K to \$199.9K	3,046	18.9%	56,207	13.7%	1,309,280	9.8%
\$200K +	5,199	32.3%	51,816	12.7%	1,131,421	8.5%
Education						
Less than 9th Grade	30,265	1.0%	771,982	5.9%	26,130,977	9.9%
Some HS, No Diploma	289	1.2%	45,179	5.1%	2,575,462	8.0%
HS Grad (or Equivalent)	363	8.9%	39,413	17.9%	2,080,441	20.7%
Some College, No Degree	2,703	14.8%	138,372	22.3%	5,412,729	21.6%
Associate Degree	4,467	6.7%	171,854	8.2%	5,637,522	7.8%
Bachelor Degree	2,019	12.7%	63,360	25.9%	2,037,417	20.1%
Graduates Degree	12,724	42.0%	199,685	10.0%	5,250,500	8.1%
	5,554	18.3%	77,185		2,118,670	



Consumer Demographic Profile

Site: Town of Danville
Address: Town of Danville, Contra Costa County, California
Date Report Created: 12/14/2019

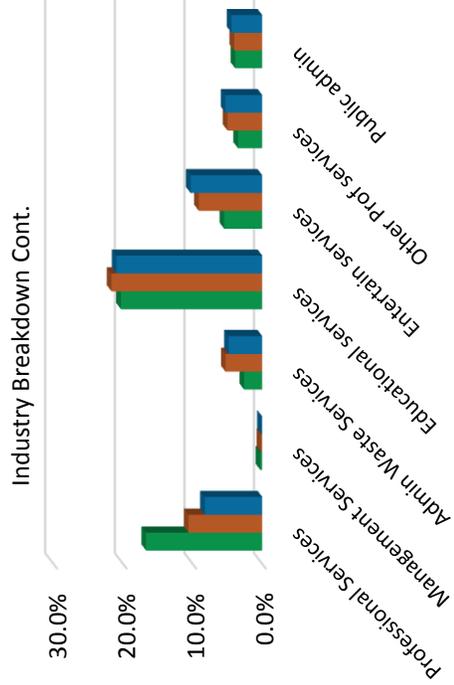
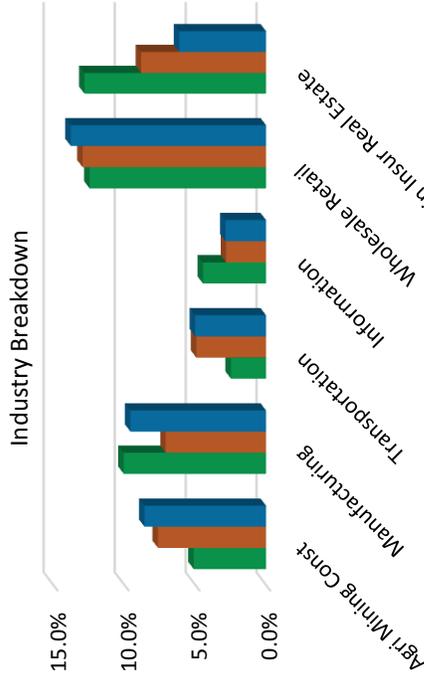
	Town of Danville	Contra Costa County	California
	#	#	#
Family Structure	12,599	291,343	9,230,786
Single - Male	220	10,992	442,095
Single - Female	701	25,405	905,501
Single Parent - Male	273	8,552	347,475
Single Parent - Female	536	24,404	873,221
Married w/ Children	5,351	100,213	2,927,095
Married w/out Children	5,519	121,777	3,735,399
Household Size			
1 Person	2,943	93,351	3,112,465
2 People	5,579	126,513	3,874,200
3 People	2,851	69,825	2,167,235
4 to 6 People	4,643	109,274	3,635,465
7+ People	95	10,331	545,986
Home Ownership			
Owners	16,111	409,294	13,335,351
Renters	13,362	274,702	7,475,073
Components of Change			
Births	438	12,597	469,294
Deaths	408	9,096	282,263
Migration	-15	1,833	-9,450
Employment (Pop 16+)			
Armed Services	36,816	912,200	31,164,667
Civilian	14	825	143,600
Employed	22,997	587,502	19,575,518
Unemployed	22,352	556,610	18,427,716
Not in Labor Force	645	30,892	1,147,802
Employed Population			
White Collar	13,805	323,873	11,445,549
Blue Collar	22,352	556,610	18,427,716
	19,130	380,144	11,579,452
	3,223	176,466	6,848,264



Consumer Demographic Profile

Site: Town of Danville
Address: Town of Danville, Contra Costa County, California
Date Report Created: 12/14/2019

	Town of Danville		Contra Costa County		California	
	#	%	#	%	#	%
Employment By Occupation	22,352		556,610		18,427,716	
White Collar	19,130	85.6%	380,144	68.3%	11,579,452	62.8%
Managerial executive	7,577	33.9%	110,746	19.9%	2,852,454	15.5%
Prof specialty	6,280	28.1%	130,251	23.4%	4,129,182	22.4%
Healthcare support	209	0.9%	10,647	1.9%	347,421	1.9%
Sales	3,240	14.5%	61,325	11.0%	1,952,936	10.6%
Office Admin	1,824	8.2%	67,175	12.1%	2,297,459	12.5%
Blue Collar	3,223	14.4%	176,466	31.7%	6,848,264	37.2%
Protective	345	1.5%	11,827	2.1%	380,727	2.1%
Food Prep Servng	413	1.8%	27,743	5.0%	1,047,979	5.7%
Bldg Maint/Cleaning	119	0.5%	24,490	4.4%	783,894	4.3%
Personal Care	795	3.6%	24,150	4.3%	871,994	4.7%
Farming/Fishing/Forestry	20	0.1%	1,495	0.3%	314,718	1.7%
Construction	800	3.6%	42,789	7.7%	1,392,136	7.6%
Production Transp	731	3.3%	43,972	7.9%	2,056,816	11.2%
Employment By Industry	22,352		556,610		18,427,716	
Agri Mining Const	1,143	5.1%	42,509	7.6%	1,582,405	8.6%
Manufacturing	2,246	10.0%	39,465	7.1%	1,764,850	9.6%
Transportation	554	2.5%	27,443	4.9%	923,097	5.0%
Information	997	4.5%	15,680	2.8%	528,098	2.9%
Wholesale Retail	2,784	12.5%	72,042	12.9%	2,538,427	13.8%
Fin Insur Real Estate	2,862	12.8%	49,129	8.8%	1,131,114	6.1%
Professional Services	3,730	16.7%	58,843	10.6%	1,519,056	8.2%
Management Services	58	0.3%	775	0.1%	14,110	0.1%
Admin Waste Services	579	2.6%	29,291	5.3%	885,382	4.8%
Educational services	4,538	20.3%	120,564	21.7%	3,860,522	20.9%
Entertain services	1,221	5.5%	50,668	9.1%	1,895,791	10.3%
Other Prof services	775	3.5%	27,816	5.0%	972,592	5.3%
Public admin	865	3.9%	22,385	4.0%	812,272	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.



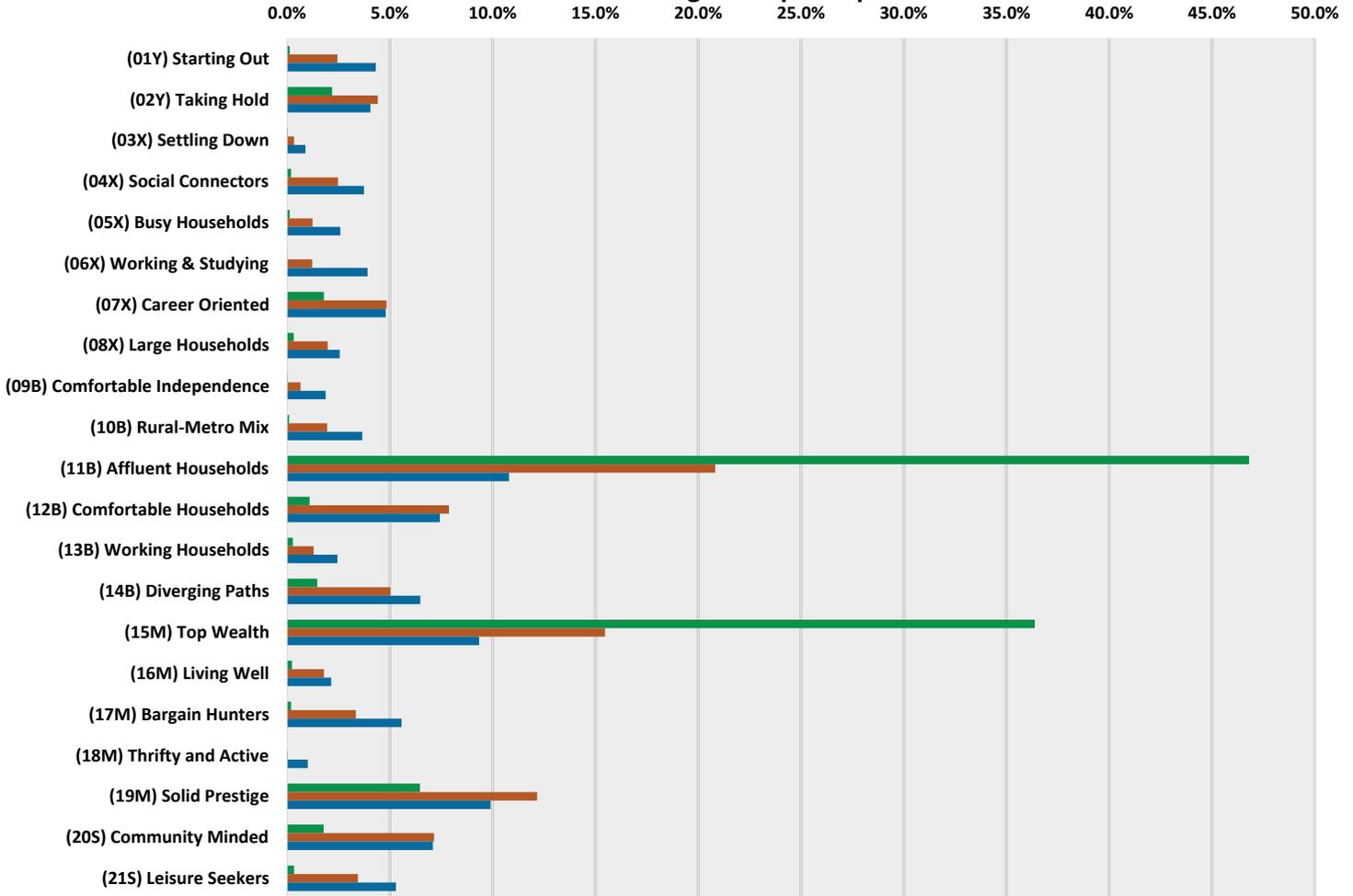
Household Segmentation Profile

Site: Town of Danville
 Address: Town of Danville, Contra Costa County, California
 Date: 12/14/2019



	Trade Area 1: Town of Danville	Trade Area 2: Contra Costa County	Trade Area 3: California
--	--	---	------------------------------------

Household Lifestage Group Comparison



	Trade Area 1: Town of Danville	Trade Area 2: Contra Costa County	Trade Area 3: California
--	--	---	------------------------------------

Total Households 15,878 100% 396,012 100% 13,047,519 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	01- Summit Estates	(11B) Affluent Households	6,195	39.0%	43,569	11.0%	549,291	4.2%
2	02- Established Elite	(15M) Top Wealth	4,733	29.8%	38,658	9.8%	651,700	5.0%
3	04- Top Professionals	(11B) Affluent Households	1,057	6.7%	30,985	7.8%	654,182	5.0%
4	03- Corporate Connected	(15M) Top Wealth	1,043	6.6%	22,587	5.7%	567,454	4.3%
5	09- Busy Schedules	(19M) Solid Prestige	475	3.0%	22,330	5.6%	556,820	4.3%
6	05- Active & Involved	(19M) Solid Prestige	342	2.2%	10,315	2.6%	303,990	2.3%
7	24- Career Building	(02Y) Taking Hold	318	2.0%	13,004	3.3%	378,558	2.9%
8	33- Urban Diversity	(14B) Diverging Paths	219	1.4%	16,793	4.2%	622,032	4.8%
9	08- Solid Surroundings	(19M) Solid Prestige	210	1.3%	15,536	3.9%	430,733	3.3%
10	07- Active Lifestyles	(11B) Affluent Households	180	1.1%	7,958	2.0%	206,259	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, Contra Costa County, California

Date: 12/14/2019

INSIGHT

MARKET ANALYTICS

Hdl® ECONsolutions

TOTAL HOUSEHOLDS		15,878	100%	396,012	100%	13,047,519	100%
Lifestage Group	Cluster Name	Town of Danville		Contra Costa County		California	
(01Y) Starting Out		21	0.1%	9,691	2.4%	563,119	4.3%
	39- Setting Goals	1	0.0%	1,561	0.4%	94,360	0.7%
	45- Offices & Entertainment	5	0.0%	2,155	0.5%	92,780	0.7%
	57- Collegiate Crowd	13	0.1%	3,424	0.9%	191,417	1.5%
	58- Outdoor Fervor	0	0.0%	41	0.0%	37,032	0.3%
	67- First Steps	2	0.0%	2,510	0.6%	147,530	1.1%
(02Y) Taking Hold		348	2.2%	17,508	4.4%	530,251	4.1%
	18- Climbing the Ladder	2	0.0%	702	0.2%	26,559	0.2%
	21- Children First	27	0.2%	3,185	0.8%	87,682	0.7%
	24- Career Building	318	2.0%	13,004	3.3%	378,558	2.9%
	30- Out & About	1	0.0%	617	0.2%	37,452	0.3%
(03X) Settling Down		6	0.0%	1,354	0.3%	117,136	0.9%
	34- Outward Bound	0	0.0%	52	0.0%	18,060	0.1%
	41- Rural Adventure	1	0.0%	160	0.0%	19,190	0.1%
	46- Rural & Active	5	0.0%	1,142	0.3%	79,886	0.6%
(04X) Social Connectors		30	0.2%	9,815	2.5%	488,108	3.7%
	42- Creative Variety	6	0.0%	1,848	0.5%	92,338	0.7%
	52- Stylish & Striving	14	0.1%	3,568	0.9%	160,811	1.2%
	59- Mobile Mixers	10	0.1%	4,399	1.1%	234,959	1.8%
(05X) Busy Households		21	0.1%	4,875	1.2%	338,655	2.6%
	37- Firm Foundations	7	0.0%	1,720	0.4%	119,863	0.9%
	62- Movies & Sports	13	0.1%	3,155	0.8%	218,792	1.7%
(06X) Working & Studying		2	0.0%	4,847	1.2%	510,246	3.9%
	61- City Life	1	0.0%	2,284	0.6%	324,722	2.5%
	69- Productive Havens	1	0.0%	842	0.2%	57,945	0.4%
	70- Favorably Frugal	0	0.0%	1,721	0.4%	127,579	1.0%
(07X) Career Oriented		284	1.8%	19,176	4.8%	626,520	4.8%
	06- Casual Comfort	170	1.1%	7,046	1.8%	206,901	1.6%
	10- Careers & Travel	35	0.2%	2,905	0.7%	83,236	0.6%
	20- Carving Out Time	6	0.0%	865	0.2%	37,458	0.3%
	26- Getting Established	73	0.5%	8,360	2.1%	298,925	2.3%
(08X) Large Households		52	0.3%	7,848	2.0%	334,606	2.6%
	11- Schools & Shopping	22	0.1%	2,487	0.6%	75,530	0.6%
	12- On the Go	26	0.2%	2,492	0.6%	87,901	0.7%
	19- Country Comfort	0	0.0%	341	0.1%	60,711	0.5%
	27- Tenured Proprietors	4	0.0%	2,528	0.6%	110,464	0.8%
(09B) Comfortable Independence		4	0.0%	2,586	0.7%	245,102	1.9%
	29- City Mixers	0	0.0%	438	0.1%	141,312	1.1%
	35- Working & Active	1	0.0%	1,146	0.3%	51,813	0.4%
	56- Metro Active	3	0.0%	1,002	0.3%	51,977	0.4%
(10B) Rural-Metro Mix		15	0.1%	7,736	2.0%	478,261	3.7%
	47- Rural Parents	0	0.0%	142	0.0%	48,445	0.4%
	53- Metro Strivers	15	0.1%	7,483	1.9%	369,818	2.8%
	60- Rural & Mobile	0	0.0%	111	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, Contra Costa County, California

Date: 12/14/2019

TOTAL HOUSEHOLDS		15,878	100%	396,012	100%	13,047,519	100%
Lifestage Group	Cluster Name	Town of Danville		Contra Costa County		California	
(11B) Affluent Households		7,432	46.8%	82,512	20.8%	1,409,732	10.8%
	01- Summit Estates	6,195	39.0%	43,569	11.0%	549,291	4.2%
	04- Top Professionals	1,057	6.7%	30,985	7.8%	654,182	5.0%
	07- Active Lifestyles	180	1.1%	7,958	2.0%	206,259	1.6%
(12B) Comfortable Households		173	1.1%	31,182	7.9%	970,861	7.4%
	13- Work & Play	109	0.7%	16,679	4.2%	469,776	3.6%
	17- Firmly Established	64	0.4%	14,503	3.7%	501,085	3.8%
(13B) Working Households		46	0.3%	5,100	1.3%	319,681	2.5%
	38- Occupational Mix	46	0.3%	5,030	1.3%	286,990	2.2%
	48- Farm & Home	0	0.0%	70	0.0%	32,691	0.3%
(14B) Diverging Paths		232	1.5%	19,884	5.0%	845,607	6.5%
	16- Country Enthusiasts	0	0.0%	206	0.1%	31,157	0.2%
	22- Comfortable Cornerstones	1	0.0%	906	0.2%	42,603	0.3%
	31- Mid-Americana	11	0.1%	1,469	0.4%	65,638	0.5%
	32- Metro Mix	0	0.0%	510	0.1%	84,177	0.6%
	33- Urban Diversity	219	1.4%	16,793	4.2%	622,032	4.8%
(15M) Top Wealth		5,776	36.4%	61,245	15.5%	1,219,154	9.3%
	02- Established Elite	4,733	29.8%	38,658	9.8%	651,700	5.0%
	03- Corporate Connected	1,043	6.6%	22,587	5.7%	567,454	4.3%
(16M) Living Well		39	0.2%	7,082	1.8%	281,255	2.2%
	14- Career Centered	35	0.2%	5,429	1.4%	177,112	1.4%
	15- Country Ways	0	0.0%	93	0.0%	36,108	0.3%
	23- Good Neighbors	4	0.0%	1,560	0.4%	68,035	0.5%
(17M) Bargain Hunters		32	0.2%	13,234	3.3%	726,789	5.6%
	43- Work & Causes	6	0.0%	1,765	0.4%	86,904	0.7%
	44- Open Houses	5	0.0%	2,386	0.6%	105,266	0.8%
	55- Community Life	9	0.1%	1,842	0.5%	108,460	0.8%
	63- Staying Home	10	0.1%	6,243	1.6%	366,140	2.8%
	68- Staying Healthy	2	0.0%	998	0.3%	60,019	0.5%
(18M) Thrifty & Active		0	0.0%	170	0.0%	132,500	1.0%
	40- Great Outdoors	0	0.0%	36	0.0%	21,967	0.2%
	50- Rural Community	0	0.0%	104	0.0%	82,505	0.6%
	54- Work & Outdoors	0	0.0%	30	0.0%	28,028	0.2%
(19M) Solid Prestige		1,027	6.5%	48,181	12.2%	1,291,543	9.9%
	05- Active & Involved	342	2.2%	10,315	2.6%	303,990	2.3%
	08- Solid Surroundings	210	1.3%	15,536	3.9%	430,733	3.3%
	09- Busy Schedules	475	3.0%	22,330	5.6%	556,820	4.3%
(20S) Community Minded		283	1.8%	28,330	7.2%	926,348	7.1%
	25- Clubs & Causes	25	0.2%	4,536	1.1%	156,992	1.2%
	28- Community Pillars	79	0.5%	6,258	1.6%	194,658	1.5%
	36- Persistent & Productive	179	1.1%	17,536	4.4%	574,698	4.4%
(21S) Leisure Seekers		55	0.3%	13,656	3.4%	692,045	5.3%
	49- Home & Garden	11	0.1%	2,665	0.7%	132,321	1.0%
	51- Role Models	4	0.0%	2,215	0.6%	107,316	0.8%
	64- Practical & Careful	27	0.2%	2,381	0.6%	143,788	1.1%
	65- Hobbies & Shopping	4	0.0%	2,984	0.8%	143,610	1.1%
	66- Helping Hands	9	0.1%	3,411	0.9%	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.



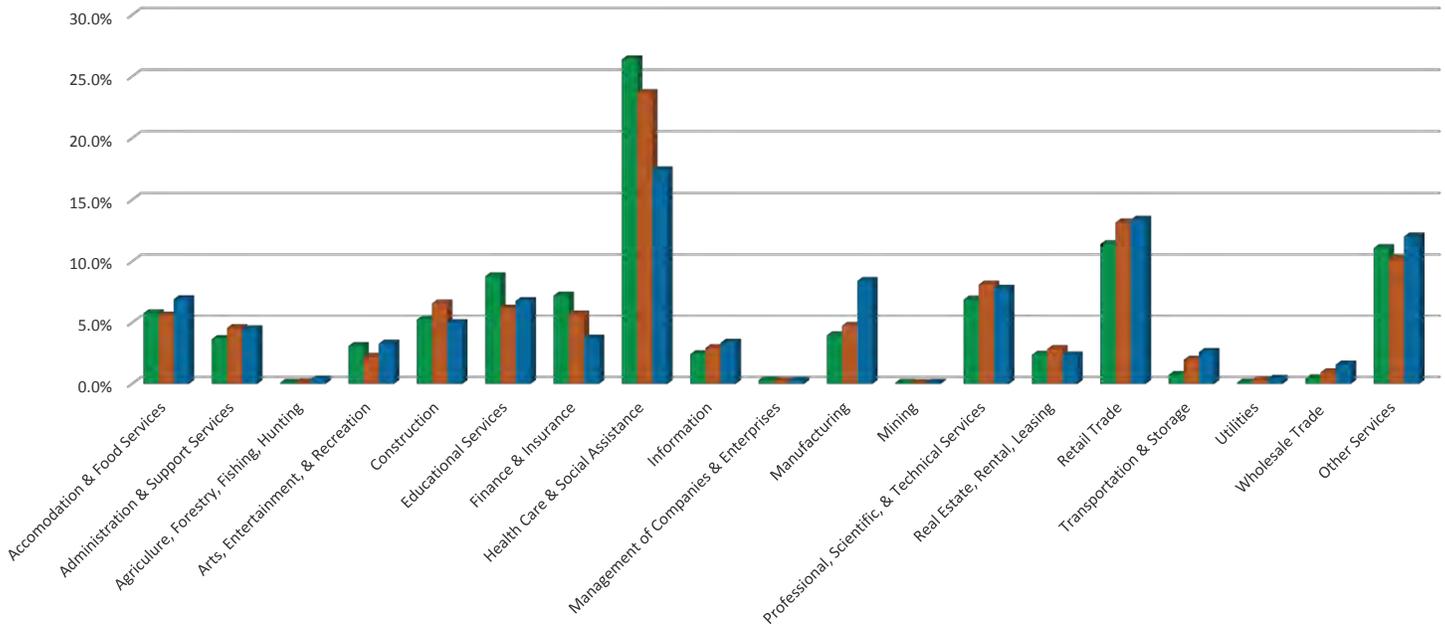
Employment Profile

Site: Town of Danville
 Address: Town of Danville, Contra Costa County, California
 Date Report Created: 12/14/2019

	Town of Danville		Contra Costa County		California	
Daytime Population	43,421		1,128,186		43,413,683	
Student Population	12,066		290,384		11,624,763	
Median Employee Salary	54,052		53,315		50,304	
Average Employee Salary	64,558		63,813		58,897	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	292	2.0%	10,721	2.5%	465,314	2.7%
15,000 to 30,000 CrYr	268	1.8%	8,628	2.0%	1,726,208	10.1%
30,000 to 45,000 CrYr	5,046	34.3%	143,885	33.9%	5,001,036	29.2%
45,000 to 60,000 CrYr	2,749	18.7%	82,758	19.5%	3,265,225	19.1%
60,000 to 75,000 CrYr	1,918	13.0%	53,457	12.6%	2,355,445	13.8%
75,000 to 90,000 CrYr	1,550	10.5%	43,852	10.3%	1,790,742	10.5%
90,000 to 100,000 CrYr	534	3.6%	14,450	3.4%	480,927	2.8%
Over 100,000 CrYr	2,339	15.9%	67,035	15.8%	2,040,941	11.9%

Industry Groups

Employee's by Industry



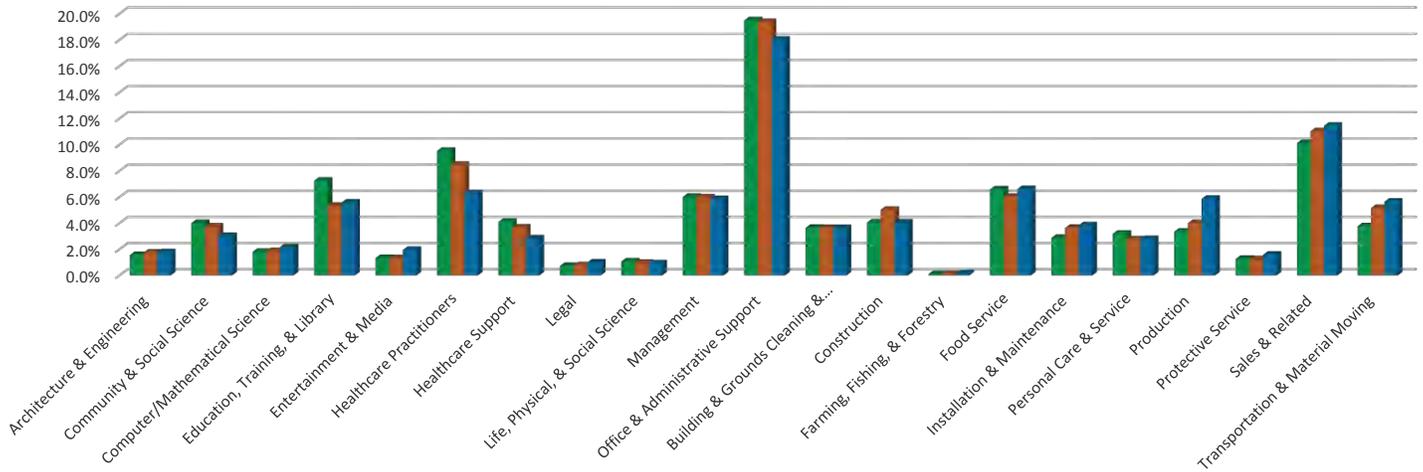
	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	1,362	100%	14,696	100%	26,278	100%	424,786	100%	1,016,839	100%	17,125,838	100%
Accommodation & Food Services	72	5.3%	848	5.8%	1,319	5.0%	23,699	5.6%	59,077	5.8%	1,184,461	6.9%
Administration & Support Services	48	3.5%	537	3.7%	946	3.6%	19,368	4.6%	33,164	3.3%	762,537	4.5%
Agriculture, Forestry, Fishing, Hunting	3	0.3%	13	0.1%	76	0.3%	519	0.1%	5,476	0.5%	61,040	0.4%
Arts, Entertainment, & Recreation	34	2.5%	454	3.1%	613	2.3%	9,384	2.2%	24,185	2.4%	562,571	3.3%
Construction	79	5.8%	771	5.2%	1,577	6.0%	27,891	6.6%	56,526	5.6%	850,706	5.0%
Educational Services	48	3.5%	1,291	8.8%	748	2.8%	26,116	6.1%	25,598	2.5%	1,158,985	6.8%
Finance & Insurance	113	8.3%	1,060	7.2%	1,876	7.1%	24,068	5.7%	55,077	5.4%	633,943	3.7%
Health Care & Social Assistance	260	19.1%	3,879	26.4%	5,487	20.9%	100,483	23.7%	181,139	17.8%	2,977,257	17.4%
Information	25	1.8%	356	2.4%	494	1.9%	12,396	2.9%	21,178	2.1%	574,656	3.4%
Management of Companies & Enterprises	1	0.1%	43	0.3%	17	0.1%	1,014	0.2%	755	0.1%	44,626	0.3%
Manufacturing	39	2.9%	583	4.0%	828	3.2%	20,144	4.7%	44,249	4.4%	1,439,257	8.4%
Mining	1	0.1%	13	0.1%	14	0.1%	244	0.1%	597	0.1%	14,478	0.1%
Professional, Scientific, & Technical Services	176	12.9%	1,011	6.9%	3,145	12.0%	34,438	8.1%	113,593	11.2%	1,331,243	7.8%
Real Estate, Rental, Leasing	73	5.3%	348	2.4%	1,221	4.6%	12,041	2.8%	44,381	4.4%	396,618	2.3%
Retail Trade	138	10.1%	1,675	11.4%	2,873	10.9%	55,880	13.2%	133,706	13.1%	2,291,625	13.4%
Transportation & Storage	9	0.7%	108	0.7%	320	1.2%	8,348	2.0%	13,527	1.3%	444,329	2.6%
Utilities	1	0.1%	13	0.1%	42	0.2%	1,329	0.3%	1,629	0.2%	69,492	0.4%
Wholesale Trade	14	1.0%	65	0.4%	452	1.7%	3,972	0.9%	25,785	2.5%	268,431	1.6%
Other Services	228	16.7%	1,628	11.1%	4,230	16.1%	43,452	10.2%	177,197	17.4%	2,059,583	12.0%

Employment Profile

Site: Town of Danville
 Address: Town of Danville, Contra Costa County, California
 Date Report Created: 12/14/2019

Occupations	Town of Danville		Contra Costa County		California	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	8,909	60.6%	242,219	57.0%	9,046,130	52.8%
Architecture & Engineering	227	1.5%	7,359	1.7%	300,332	1.8%
Community & Social Science	587	4.0%	15,875	3.7%	515,209	3.0%
Computer/Mathematical Science	265	1.8%	7,843	1.8%	370,492	2.2%
Education, Training, & Library	1,064	7.2%	22,596	5.3%	952,719	5.6%
Entertainment & Media	195	1.3%	5,544	1.3%	332,350	1.9%
Healthcare Practitioners	1,398	9.5%	35,883	8.4%	1,074,365	6.3%
Healthcare Support	601	4.1%	15,506	3.7%	483,507	2.8%
Legal	105	0.7%	3,280	0.8%	168,054	1.0%
Life, Physical, & Social Science	156	1.1%	4,043	1.0%	156,844	0.9%
Management	882	6.0%	25,347	6.0%	997,950	5.8%
Office & Administrative Support	2,863	19.5%	82,225	19.4%	3,084,925	18.0%
Blue Collar	5,709	38.9%	180,485	42.5%	7,791,704	45.5%
Building & Grounds Cleaning & Maintenance	534	3.6%	15,370	3.6%	619,171	3.6%
Construction	594	4.0%	21,311	5.0%	691,418	4.0%
Farming, Fishing, & Forestry	14	0.1%	433	0.1%	27,222	0.2%
Food Service	966	6.6%	25,511	6.0%	1,129,699	6.6%
Installation & Maintenance	421	2.9%	15,393	3.6%	655,130	3.8%
Personal Care & Service	467	3.2%	11,651	2.7%	474,968	2.8%
Production	492	3.3%	16,964	4.0%	1,002,941	5.9%
Protective Service	184	1.3%	5,196	1.2%	268,259	1.6%
Sales & Related	1,487	10.1%	46,791	11.0%	1,957,801	11.4%
Transportation & Material Moving	551	3.7%	21,865	5.1%	965,095	5.6%
Military Services	77	0.5%	2,082	0.5%	288,004	1.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	14,696	424,786	17,125,838
2018 Q3	13,798	404,759	16,287,750
2018 Q2	14,510	417,590	16,943,106
2018 Q1	15,064	434,534	17,390,276
2017 Q4	15,227	437,442	17,558,598
2017 Q3	14,792	421,594	16,876,570
2017 Q2	15,784	440,420	17,552,984
2017 Q1	15,749	437,932	17,518,623
2016 Q4	15,921	444,090	17,837,156



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 agencies 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
 Address: Town of Danville, Contra Costa County, California
 Date Report Created: 12/14/2019

	Town of 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
Demographics									
Population	43,966	\$0	(\$10,248,024)	\$239,073,461	\$131,366,799	(\$107,706,662)	\$7,711,286,668	\$7,547,635,964	(\$163,650,704)
5-Year Population estimate	45,077	\$514,298	(\$10,501,219)	\$262,497,155	\$50,772,052	(\$211,725,103)	\$8,234,326,487	\$8,784,805,922	\$550,479,435
Population Households	43,740	\$1,117,696	(\$4,265,727)	\$132,687,175	\$92,579,093	(\$40,108,082)	\$4,271,523,294	\$4,100,145,794	(\$171,377,500)
Group Quarters Population	226	\$1,335,784	(\$4,415,163)	\$140,757,040	\$139,989,217	(\$767,823)	\$4,614,891,265	\$5,185,458,216	\$570,566,951
Households	16,111	\$1,376,879	(\$4,443,860)	\$135,304,193	\$75,531,656	(\$59,772,537)	\$4,332,445,485	\$4,591,329,670	\$258,884,185
5-Year Households estimate	16,510	\$5,820,739	(\$119,352,278)	\$4,209,502,707	\$2,751,908,435	(\$1,457,594,272)	\$13,524,014,128	\$135,988,278,312	\$4,464,264,184
WorkPlace Establishments	1,362	\$55,677,197	(\$1,797,278)	\$67,881,929	\$39,059,649	(\$28,822,280)	\$2,240,435,441	\$2,385,281,902	\$144,846,461
Workplace Employees	14,696	\$997,276	(\$1,797,278)	\$1,155,415,418	\$1,070,474,958	(\$84,940,460)	\$38,515,254,549	\$41,548,025,889	\$3,032,771,340
Median Household Income	\$153,278	\$13,043,995	(\$7,864,505)	\$312,882,208	\$186,442,222	(\$126,439,986)	\$10,109,961,052	\$10,815,844,624	\$705,883,572
		\$21,509,150	(\$12,887,855)	\$522,772,869	\$540,616,562	\$17,843,693	\$17,093,409,626	\$21,711,201,622	\$4,617,791,996
		\$90,689,770	(\$47,153,600)	\$2,236,067,639	\$2,317,517,362	\$81,449,723	\$7,229,362,812	\$82,289,386,374	(\$18,588,129,193)
		\$122,335,190	(\$58,597,653)	\$3,015,241,884	\$854,406,034	(\$2,160,835,850)	\$100,877,515,567	\$82,260,240,410	(\$112,793,494)
		\$3,047,411	(\$1,330,090)	\$72,829,885	\$42,703,777	(\$30,126,108)	\$2,373,033,904	\$2,260,240,410	\$112,793,494
		\$13,327,079	(\$5,792,220)	\$336,898,180	\$258,341,621	(\$78,556,559)	\$11,161,877,910	\$11,867,855,126	\$705,977,216
		\$48,263,692	(\$20,863,096)	\$1,193,384,738	\$1,021,695,362	(\$171,689,376)	\$39,576,088,752	\$46,342,754,031	\$6,766,665,279
		\$40,738,283	(\$16,869,219)	\$973,206,848	\$651,677,402	(\$321,529,446)	\$31,668,843,473	\$32,627,901,680	\$959,058,207
		\$4,323,102	(\$1,784,954)	\$107,428,547	\$80,594,542	(\$26,834,005)	\$3,527,109,103	\$2,905,107,059	(\$622,002,044)
		\$7,835,583	(\$2,823,576)	\$188,555,952	\$166,148,008	(\$22,407,944)	\$6,077,651,012	\$6,463,833,201	\$386,182,189
		\$15,673,541	(\$4,054,625)	\$383,773,839	\$239,666,694	(\$144,107,145)	\$13,021,377,704	\$12,478,673,403	(\$542,704,301)
		\$2,679,424	(\$501,627)	\$69,075,184	\$45,824,483	(\$23,250,701)	\$2,517,224,715	\$2,745,211,226	\$227,986,511
		\$44,876,027	(\$8,397,935)	\$1,093,152,799	\$926,448,005	(\$166,704,794)	\$37,081,748,567	\$40,097,180,007	\$3,015,431,440
		\$9,378,841	(\$1,615,345)	\$228,440,969	\$159,077,916	(\$69,363,053)	\$7,747,279,601	\$8,328,307,553	\$581,027,952
		\$44,503,528	(\$5,292,435)	\$1,108,359,592	\$947,319,114	(\$161,040,478)	\$38,722,028,966	\$41,429,801,984	\$2,707,773,018
		\$9,916,532	(\$604,583)	\$237,854,152	\$182,103,083	(\$55,751,069)	\$7,754,380,414	\$8,112,018,362	\$357,637,948
		\$67,878,518	(\$1,046,955)	\$1,688,369,911	\$1,818,429,288	\$130,059,377	\$53,565,091,417	\$76,525,062,339	\$22,959,970,922
		\$5,504,156	(\$61,021)	\$132,749,855	\$81,838,550	(\$50,911,305)	\$4,356,585,517	\$4,504,197,113	\$147,611,596
		\$5,531,783	\$815,387	\$136,168,193	\$27,768,871	(\$108,399,322)	\$4,404,241,918	\$4,365,743,179	(\$38,498,739)
		\$93,086,095	\$16,747,816	\$2,295,045,302	\$3,139,242,416	\$844,197,114	\$74,586,530,546	\$85,716,937,581	\$11,130,407,035
		\$4,576,976	\$1,773,015	\$110,462,669	\$78,329,867	(\$32,132,802)	\$3,646,110,562	\$3,812,604,390	\$166,493,828
		\$8,949,597	\$12,855,979	\$3,906,382	\$155,632,837	(\$61,476,373)	\$7,133,105,993	\$7,564,900,479	\$431,794,486
		\$1,211,419	\$716,558	\$29,689,306	\$14,078,914	(\$15,610,392)	\$973,550,960	\$1,051,549,438	\$77,998,478
Consumer Demand/Market Supply Index	\$940,710,403	\$582,851,678	161	\$23,032,638,809	\$18,287,584,789	126	\$751,648,287,408	\$795,138,722,743	95

Consumer Demand & Market Supply Assessment

Site: Town of Danville
 Address: Town of Danville, Contra Costa County, California
 Date Report Created: 12/14/2019

By Major Product Lines	Town of 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	\$154,408,240	\$46,987,092	(\$107,421,148)	-70%	\$3,717,298,879	\$2,330,342,290	(\$1,386,956,589)	-37%	\$115,855,814,428	\$120,130,246,188	\$4,274,431,760	4%
Furniture/Sleep/Outdoor/Patio Furniture	\$26,471,457	\$8,310,664	(\$18,160,793)	-69%	\$616,897,982	\$288,334,369	(\$328,563,613)	-53%	\$19,900,010,066	\$16,554,680,372	(\$3,345,329,694)	-17%
Pets/Pet Foods/Pet Supplies	\$9,290,089	\$3,324,697	(\$5,965,392)	-64%	\$213,460,931	\$111,782,821	(\$101,678,111)	-48%	\$6,675,636,373	\$4,892,283,008	(\$1,783,353,365)	-27%
Retailer Services	\$31,999,388	\$13,438,395	(\$18,560,993)	-58%	\$737,094,814	\$489,602,051	(\$247,492,763)	-34%	\$22,586,493,753	\$24,317,804,346	\$1,731,310,593	8%
Footwear, including Accessories	\$14,430,463	\$6,081,862	(\$8,348,601)	-58%	\$334,732,967	\$189,666,351	(\$145,066,616)	-43%	\$10,706,115,436	\$10,212,460,591	(\$488,654,845)	-5%
Books/Periodicals	\$3,763,613	\$1,717,439	(\$2,046,174)	-54%	\$91,255,921	\$45,565,832	(\$45,690,089)	-50%	\$3,019,977,458	\$3,233,696,547	\$213,719,089	7%
Automotive Tires/Tubes/Batteries/Parts	\$26,231,839	\$12,596,784	(\$13,635,054)	-52%	\$668,123,380	\$439,214,288	(\$228,909,092)	-34%	\$22,267,128,761	\$20,811,188,095	(\$1,455,940,666)	-7%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$101,091,160	\$49,314,727	(\$51,776,432)	-51%	\$2,562,859,317	\$1,773,331,525	(\$789,527,792)	-31%	\$85,923,015,094	\$77,779,311,460	(\$8,143,703,634)	-9%
Packaged Liquor/Wine/Beer	\$17,432,328	\$9,401,803	(\$8,030,525)	-46%	\$415,135,481	\$331,838,237	(\$83,297,244)	-20%	\$13,299,756,649	\$14,077,738,340	\$777,981,691	6%
Lawn/Garden/Farm Equipment/Supplies	\$14,385,093	\$8,239,254	(\$6,145,839)	-43%	\$355,131,377	\$311,681,238	(\$43,450,139)	-12%	\$11,716,886,619	\$12,664,750,777	\$947,864,158	8%
Womens/Juniors/Misses Wear	\$35,164,710	\$20,522,750	(\$14,641,960)	-42%	\$841,315,362	\$555,851,161	(\$285,464,201)	-34%	\$27,489,496,945	\$27,613,045,748	\$123,548,803	0%
Dimensional Lumber/Other Building Materials	\$19,323,089	\$11,494,523	(\$7,828,566)	-41%	\$480,232,245	\$425,265,432	(\$54,966,813)	-11%	\$15,978,930,586	\$19,445,954,246	\$3,467,023,660	22%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,430,201	\$2,129,588	(\$1,300,613)	-38%	\$86,344,697	\$78,530,218	(\$7,814,479)	-9%	\$2,894,475,511	\$3,557,115,548	\$662,640,037	23%
Mens Wear	\$14,087,324	\$9,049,476	(\$5,037,848)	-36%	\$331,199,333	\$247,144,358	(\$84,054,975)	-25%	\$10,640,111,347	\$12,024,563,688	\$1,384,452,341	13%
Hardware/Tools/Plumbing/Electrical Supplies	\$13,120,431	\$8,461,140	(\$4,659,291)	-36%	\$329,042,988	\$296,019,380	(\$33,023,608)	-10%	\$11,053,452,985	\$13,405,627,339	\$2,352,174,354	21%
Groceries/Other Food Items (Off Premises)	\$142,359,477	\$93,718,852	(\$48,640,625)	-34%	\$3,510,474,040	\$3,456,148,503	(\$54,325,537)	-2%	\$112,846,800,009	\$110,604,387,672	(\$2,242,412,337)	-2%
All Other Merchandise	\$36,430,552	\$24,043,040	(\$12,387,512)	-34%	\$871,397,716	\$532,158,562	(\$339,239,154)	-39%	\$28,419,481,978	\$29,329,269,087	\$909,787,109	3%
Major Household Appliances	\$4,024,270	\$2,779,755	(\$1,244,515)	-31%	\$89,443,398	\$78,447,414	(\$10,995,984)	-12%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Automotive Lubricants (incl Oil, Greases)	\$4,024,270	\$2,779,755	(\$1,244,515)	-31%	\$89,443,398	\$78,447,414	(\$10,995,984)	-12%	\$2,754,942,916	\$3,632,896,441	\$877,953,525	32%
Alcoholic Drinks Served at the Establishment	\$19,649,841	\$13,919,086	(\$5,730,755)	-29%	\$509,682,026	\$331,153,037	(\$178,528,989)	-35%	\$18,718,338,233	\$16,113,196,512	(\$2,605,141,721)	-14%
Audio Equipment/Musical Instruments	\$5,170,170	\$3,858,048	(\$1,312,122)	-25%	\$125,750,928	\$80,152,784	(\$45,598,144)	-36%	\$4,164,230,075	\$4,620,069,971	\$455,839,896	11%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,171,973	\$1,678,662	(\$493,311)	-23%	\$52,702,217	\$69,050,843	\$16,348,626	31%	\$1,629,525,910	\$2,213,459,475	\$583,933,565	36%
Computer Hardware/Software/Supplies	\$18,968,000	\$14,769,552	(\$4,198,449)	-22%	\$498,977,523	\$235,819,417	(\$263,158,106)	-53%	\$18,848,236,245	\$15,481,932,386	(\$3,366,303,859)	-18%
Childrens Wear/Infants/Toddlers Clothing	\$5,592,675	\$4,457,998	(\$1,134,676)	-20%	\$137,244,801	\$131,591,389	(\$5,653,412)	-4%	\$4,470,454,198	\$5,866,898,683	\$1,396,444,485	31%
Kitchenware/Home Furnishings	\$11,003,449	\$8,889,495	(\$2,113,954)	-19%	\$265,946,234	\$187,429,578	(\$78,516,656)	-30%	\$8,749,736,423	\$9,435,998,271	\$686,261,848	8%
Small Electric Appliances	\$1,944,235	\$1,654,842	(\$289,393)	-15%	\$47,434,030	\$40,334,291	(\$7,099,739)	-15%	\$1,552,770,909	\$1,849,270,194	\$296,499,285	19%
Meats/Nonalcoholic Beverages	\$86,510,399	\$75,404,685	(\$11,105,714)	-13%	\$2,105,133,883	\$1,865,605,094	(\$239,528,789)	-11%	\$71,345,528,677	\$80,479,358,090	\$9,133,829,413	13%
Cigars/Cigarettes/Tobacco/Accessories	\$8,963,418	\$7,895,621	(\$1,067,797)	-12%	\$242,508,809	\$253,293,698	\$10,784,889	4%	\$8,305,252,245	\$10,288,435,002	\$1,983,182,757	24%
Soaps/Detergents/Household Cleaners	\$4,355,703	\$3,838,057	(\$517,646)	-12%	\$106,857,349	\$135,095,061	\$28,237,712	26%	\$3,488,716,416	\$4,549,413,588	\$1,060,697,172	30%
Jewelry (including Watches)	\$8,218,607	\$7,514,002	(\$704,604)	-9%	\$198,956,497	\$138,957,860	(\$59,998,637)	-30%	\$6,554,902,822	\$7,338,758,668	\$783,855,846	12%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,653,566	\$4,260,107	(\$393,460)	-8%	\$104,915,866	\$98,319,892	(\$6,595,974)	-6%	\$3,303,412,647	\$4,373,580,665	\$1,070,168,018	32%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,223,975	\$7,851,969	(\$372,006)	-5%	\$196,841,082	\$162,719,771	(\$34,121,311)	-17%	\$6,436,080,498	\$8,028,901,909	\$1,592,821,411	25%
Toys/Hobby Goods/Games	\$4,394,788	\$4,484,026	\$89,237	2%	\$109,805,519	\$108,540,802	(\$1,264,717)	-1%	\$3,648,690,523	\$4,942,168,432	\$1,293,477,909	35%
Floor/Floor Coverings	\$6,550,769	\$6,848,650	\$297,881	5%	\$166,709,025	\$129,681,417	(\$37,027,608)	-22%	\$5,637,958,782	\$6,280,622,361	\$642,663,579	11%
Photographic Equipment/Supplies	\$996,784	\$1,062,958	\$66,175	7%	\$24,328,723	\$24,182,872	(\$145,851)	-1%	\$796,616,242	\$1,158,815,543	\$362,199,301	45%
Paper/Related Products	\$3,614,213	\$3,874,718	\$260,505	7%	\$91,430,628	\$126,782,516	\$35,351,888	39%	\$3,049,548,456	\$4,136,874,815	\$1,087,326,359	36%
Televisions/VCR/Video Cameras/DVD etc	\$5,822,367	\$6,335,685	\$513,318	9%	\$143,282,552	\$153,073,731	\$9,791,179	7%	\$4,733,901,685	\$6,893,680,087	\$2,159,778,402	46%
Automotive Fuels	\$63,016,526	\$69,054,454	\$6,037,927	10%	\$1,564,692,307	\$1,921,577,578	\$356,885,271	23%	\$49,260,845,977	\$72,873,338,128	\$23,612,492,151	48%
Sewing/Knitting Materials/Supplies	\$403,167	\$484,610	\$81,443	20%	\$9,716,741	\$10,736,298	\$1,019,557	10%	\$310,053,177	\$438,862,705	\$128,809,528	42%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,589,165	\$2,170,528	\$581,362	37%	\$40,687,437	\$68,392,585	\$27,705,148	68%	\$1,355,379,034	\$2,045,135,926	\$689,756,892	51%

Consumer Demand & Market Supply Assessment

Site: Town of Danville
Town of Danville, Contra Costa County, California
Address:
Date Report Created: 12/14/2019

Town of 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

Void Analysis

Town of Danville

An ECONSolutions Void Analysis Summary & Market Profile maintains 2017 data and provides readers with a list of retailers and restaurants to target that would potentially fill a void within a market. The following factors and considerations influence which retailers are selected:

- Trade area demographics
- Density
- Spatial analysis (distance of existing location)
- Real estate availability & potential
- Market knowledge including what retailers/restaurants are looking for in terms of development opportunities
- 2019 update expected to arrive mid-year

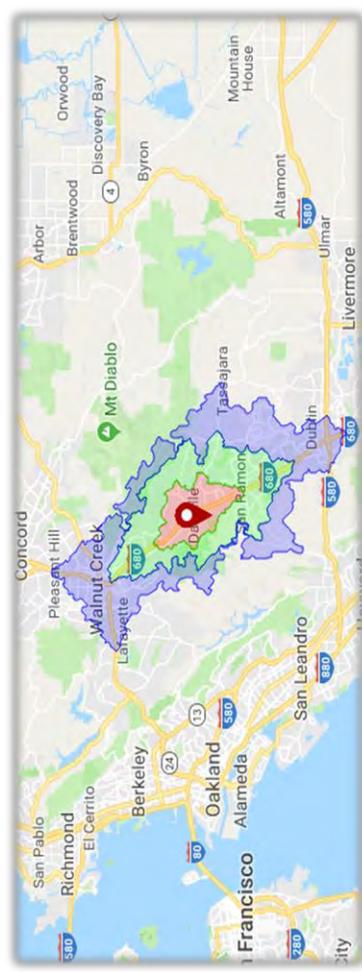


VOID ANALYSIS SUMMARY & MARKET PROFILE

Town of Danville
W Prospect Ave and Hartz Ave
 Dec, 2019



Market Profile
 Historic Downtown Danville is the heart of the Danville business community and is a shopping destination in the East Bay region. Located just off I-680 in the San Ramon Valley, the area includes four shopping centers including Historic Downtown, Danville Square, Iron Horse Plaza, and Crossroads of Danville where hundreds of stores and specialty shops, a variety of restaurants and coffee houses, along with multiple service businesses set up shop to supply all your needs. Some notable retailers located in Downtown Danville are Trader Joe's, Chipotle, BevMo!, Starbucks, along with a long list of others. There are over 230,000 people located within a 15-minute drive with annual average incomes over \$172,000. There are also over 1,300 establishments with over 14,000 employees in the Town of Danville. Danville provides small town atmosphere with an outstanding quality of life.



	5 Min	10 Min	15 Min
Population	29,225	110,352	279,744
Daytime Population	37,406	144,860	350,533
Households	11,022	42,432	112,438
Average HH Income	\$200,626	\$187,351	\$161,562
Average Age	44	43	42
White Collar	85%	85%	84%
College Degree	65%	67%	64%

Retailer	Nearest Location	Est. Annual Sales Tax (\$)	Size (SF)	Contact	Email	Phone
Buckle	9.6	\$10,000 - \$25,000	4,000 - 5,000	Brett Milkie	brett.milkie@buckle.com	(440) 934-1415
F21 Red	64.7	\$28,000 - \$58,000	20,000 - 100,000	Matt Kircher	matt.kircher@cbre.com	(415) 613-1545
Fossil	9.6	\$7,000 - \$23,000	1,500 - 5,000	Tom Power	tom.power@srsre.com	(415) 908-4942
Indochino	22.1	NA	1,500 - 3,000	Vic Montalbo	vmontalbo@epstein.com	(310) 451-8171
Lids	9.5	\$4,500 - \$9,500	700 - 2,000	Derek Lively	derek.lively@lids.com	(317) 334-9428
Papaya Clothing	10.6	\$12,000 - \$16,000	2,000 - 5,000	Tae Yi	tyi777@yahoo.com	(323) 724-3600
Quiksilver	404.0	\$8,000 - \$13,000	1,500 - 5,000	Michael Hirschfeld	michael@surgeretail.com	(203) 319-1824
85 Degrees C Bakery Cafe	11.9	\$4,000 - \$6,000	2,200 - 2,500	Cecilia Ma	cecilia_ma@85bakerycafe.com	(949) 500-7132
Dutch Bros Coffee	18.7	\$1,000 - \$2,500	350 - 400	Matt Goldstein	mgoldstein@gailire.com	(916) 772-1700
The Coffee Bean & Tea Leaf	28.1	\$500 - \$700	1,200 - 1,700	Patti Nelson	pnelson@coffeebean.com	(310) 237-2326
Corner Bakery	9.3	\$12,000 - \$17,000	3,500 - 4,500	Aaron Dan	aaron@lockehouse.com	(650) 548-2676
Firehouse Subs	6.1	\$6,000 - \$9,500	1,500 - 2,000	Jeff Press	jeff.press@firehousesubs.com	(661) 755-0711
Pieology	8.9	\$8,000 - \$13,000	2,000 - 3,000	Nick Schmidt	nick@lockehouse.com	(650) 548-2588
Smashburger	13.6	\$7,000 - \$13,000	1,800 - 2,200	Jessica Johnson	jjohnson@sma-shburger.com	(303) 633-1500
The Habit Burger Grill	3.4	\$16,000 - \$22,000	1,500 - 2,500	Christopher Schlueter	cschlueter@habiburger.com	(949) 943-8645
WSS	10.6	\$200 - \$3,500	3,500 - 4,500	Ryan Cunningham	ryan@javelinsolutions.net	(303) 759-0765
California Pizza Kitchen	12.1	\$32,000 - \$44,000	10,000 - 14,000	William Argueta	wargueta@shopwss.com	(310) 808-2430
Eureka!	6.0	\$28,000 - \$40,000	4,500 - 6,500	David O'Barr	sitesubmit@cpk.com	(310) 342-4762
Paul Martin's American Grill	14.8	\$23,000 - \$40,000	4,000 - 5,000	Justin Nedelman	justin@eurekaatgroup.com	(949) 887-1125
Drybar	6.4	\$1,000 - \$1,500	1,100 - 1,600	Steven Greenberg	sgreenberg@thegreenberggroup.com	(516) 295-0406
Phenix Salon Suites	10.9	NA	4,000 - 7,000	Robert Aertker	rca@landmark-cs.com	(719) 641-4637
Planet Fitness	11.0	NA	15,000 - 20,000	Scott Landgraf	slandgraf@gsgretailgroup.com	(415) 265-4958
Bob's Discount Furniture	138.4	\$64,000 - \$79,000	25,000 - 60,000	Dave Birmingham	dave.birmingham@myhobs.com	(860) 474-1200
Kirkland's	17.5	\$12,000 - \$17,000	6,500 - 10,000	Sarah Weaver Dickerson	sweaver@kirklands.com	(615) 872-4840
West Elm	16.0	\$15,000 - \$25,000	10,000 - 20,000	Mary Shoemaker	(708) 488-1060 (Prefers Hard Copies)	(708) 488-1060
Bel Air Markets	51.4	\$51,000 - \$72,000	55,000 - 65,000	Linda Kelley	lwilson3@raleys.com	(916) 373-3333
Grocery Outlet	9.1	\$12,000 - \$22,000	15,000 - 20,000	Bill Coyle	bcoyle@ctgo.com	(916) 316-5305
New Seasons Market	23.6	NA	17,000 - 50,000	Josh Amoroso	amo@lockehouse.com	(650) 548-2686
Nob Hill Foods	4.8	\$32,000 - \$63,000	55,000 - 65,000	Lwilon3@raley.com	lwilson3@raley.com	(916) 373-3333
Total Wine & More	8.6	\$100,000 - \$150,000	10,000 - 25,000	Annie Prupas	annie.prupas@cbre.com	(415) 772-0194
L&L Hawaiian Barbecue	9.5	\$6,000 - \$10,000	1,000 - 1,800	Joste Akana	joste@hawaiianbarbecue.com	(808) 951-9888
Tender Greens	6.3	\$30,000 - \$35,000	3,000 - 3,500	Mark Blancarte	mark@location3.us	(949) 945-3071
The Halal Guys	14.6	\$16,000 - \$23,000	900 - 1,200	James Chung	james.chung@cushwake.com	(408) 436-3630
Jimmy John's	4.8	\$600 - \$1,500	1,000 - 1,500	Aaron Dan	aaron@lockehouse.com	(650) 548-2676
Menchie's Frozen Yogurt	3.4	\$800 - \$2,200	1,000 - 1,500	Blair Wheatley	blair.wheatley@cushwake.com	(916) 329-1547
Mooyah	6.9	\$8,000 - \$12,000	1,500 - 2,300	Gregory Spalter	gspalter@mooyah.com	(714) 386-7214
Ono Hawaiian BBQ	9.6	\$10,000 - \$15,000	1,800 - 2,500	Drew Greenspan	drew.greenspan@cushwake.com	(650) 931-2203
Rack Room Shoes	12.0	\$11,000 - \$18,000	5,000 - 7,000	Rick Brown	rbrown@rackroom.com	(704) 547-9200



TOWN OF DANVILLE
ECONOMIC DEVELOPMENT DIVISION
ADMINISTRATIVE SERVICES DEPARTMENT

Jill Bergman, Economic Development Manager
jbergman@danville.ca.gov / 925.314.3369

Lianna Adatao, Program Coordinator - Economic Development
ladatao@danville.ca.gov / 925.314.3309

Town of Danville - Business Licenses
925.314.3320

Jed Johnson, Administrative Services Director
jjohnson@danville.ca.gov / 925.314.3328



Published January 2020