

# Retail MarketPlace Profile

South Lake  
310 S Lake Ave, Pasadena, California, 91101  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 34.14046  
Longitude: -118.13223

## Summary Demographics

2018 Population	32,119
2018 Households	16,851
2018 Median Disposable Income	\$59,089
2018 Per Capita Income	\$56,242

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$794,274,990	\$5,865,510,703	-\$5,071,235,713	-76.1	619
Total Retail Trade	44-45	\$711,226,634	\$5,654,342,831	-\$4,943,116,197	-77.7	402
Total Food & Drink	722	\$83,048,356	\$211,167,871	-\$128,119,515	-43.5	218

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$145,982,931	\$69,258,507	\$76,724,424	35.6	14
Automobile Dealers	4411	\$116,460,527	\$58,423,623	\$58,036,904	33.2	5
Other Motor Vehicle Dealers	4412	\$17,037,776	\$1,186,940	\$15,850,836	87.0	2
Auto Parts, Accessories & Tire Stores	4413	\$12,484,628	\$9,647,943	\$2,836,685	12.8	7
Furniture & Home Furnishings Stores	442	\$26,231,533	\$44,257,920	-\$18,026,387	-25.6	31
Furniture Stores	4421	\$14,503,818	\$22,191,741	-\$7,687,923	-21.0	17
Home Furnishings Stores	4422	\$11,727,715	\$22,066,179	-\$10,338,464	-30.6	14
Electronics & Appliance Stores	443	\$25,930,143	\$39,522,903	-\$13,592,760	-20.8	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,051,390	\$14,045,057	\$22,006,333	43.9	21
Bldg Material & Supplies Dealers	4441	\$33,504,895	\$12,815,693	\$20,689,202	44.7	19
Lawn & Garden Equip & Supply Stores	4442	\$2,546,495	\$1,229,364	\$1,317,131	34.9	2
Food & Beverage Stores	445	\$119,264,160	\$113,858,581	\$5,405,579	2.3	34
Grocery Stores	4451	\$101,629,738	\$99,865,685	\$1,764,053	0.9	12
Specialty Food Stores	4452	\$8,460,055	\$6,577,748	\$1,882,307	12.5	15
Beer, Wine & Liquor Stores	4453	\$9,174,366	\$7,415,148	\$1,759,218	10.6	7
Health & Personal Care Stores	446,4461	\$47,402,342	\$47,340,657	\$61,685	0.1	29
Gasoline Stations	447,4471	\$63,077,951	\$50,127,474	\$12,950,477	11.4	10
Clothing & Clothing Accessories Stores	448	\$54,195,270	\$89,168,227	-\$34,972,957	-24.4	74
Clothing Stores	4481	\$38,520,705	\$57,548,882	-\$19,028,177	-19.8	52
Shoe Stores	4482	\$6,617,416	\$13,714,858	-\$7,097,442	-34.9	6
Jewelry, Luggage & Leather Goods Stores	4483	\$9,057,148	\$17,904,487	-\$8,847,339	-32.8	16
Sporting Goods, Hobby, Book & Music Stores	451	\$23,125,743	\$23,046,402	\$79,341	0.2	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,716,731	\$13,227,162	\$6,489,569	19.7	15
Book, Periodical & Music Stores	4512	\$3,409,012	\$9,819,240	-\$6,410,228	-48.5	12
General Merchandise Stores	452	\$122,442,813	\$143,856,414	-\$21,413,601	-8.0	12
Department Stores Excluding Leased Depts.	4521	\$73,409,345	\$134,235,374	-\$60,826,029	-29.3	6
Other General Merchandise Stores	4529	\$49,033,469	\$9,621,040	\$39,412,429	67.2	6
Miscellaneous Store Retailers	453	\$26,560,582	\$57,711,483	-\$31,150,901	-37.0	85
Florists	4531	\$1,146,834	\$5,649,416	-\$4,502,582	-66.3	7
Office Supplies, Stationery & Gift Stores	4532	\$6,164,674	\$20,337,620	-\$14,172,946	-53.5	16
Used Merchandise Stores	4533	\$2,960,695	\$5,736,546	-\$2,775,851	-31.9	22
Other Miscellaneous Store Retailers	4539	\$16,288,378	\$25,987,902	-\$9,699,524	-22.9	39
Nonstore Retailers	454	\$20,961,777	\$4,962,149,207	-\$4,941,187,430	-99.2	53
Electronic Shopping & Mail-Order Houses	4541	\$18,390,017	\$4,961,576,527	-\$4,943,186,510	-99.3	52
Vending Machine Operators	4542	\$332,205	\$0	\$332,205	100.0	0
Direct Selling Establishments	4543	\$2,239,555	\$572,680	\$1,666,875	59.3	1
Food Services & Drinking Places	722	\$83,048,356	\$211,167,871	-\$128,119,515	-43.5	218
Special Food Services	7223	\$1,648,241	\$797,008	\$851,233	34.8	3
Drinking Places - Alcoholic Beverages	7224	\$1,903,511	\$3,637,299	-\$1,733,788	-31.3	4
Restaurants/Other Eating Places	7225	\$79,496,604	\$206,733,565	-\$127,236,961	-44.5	210

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

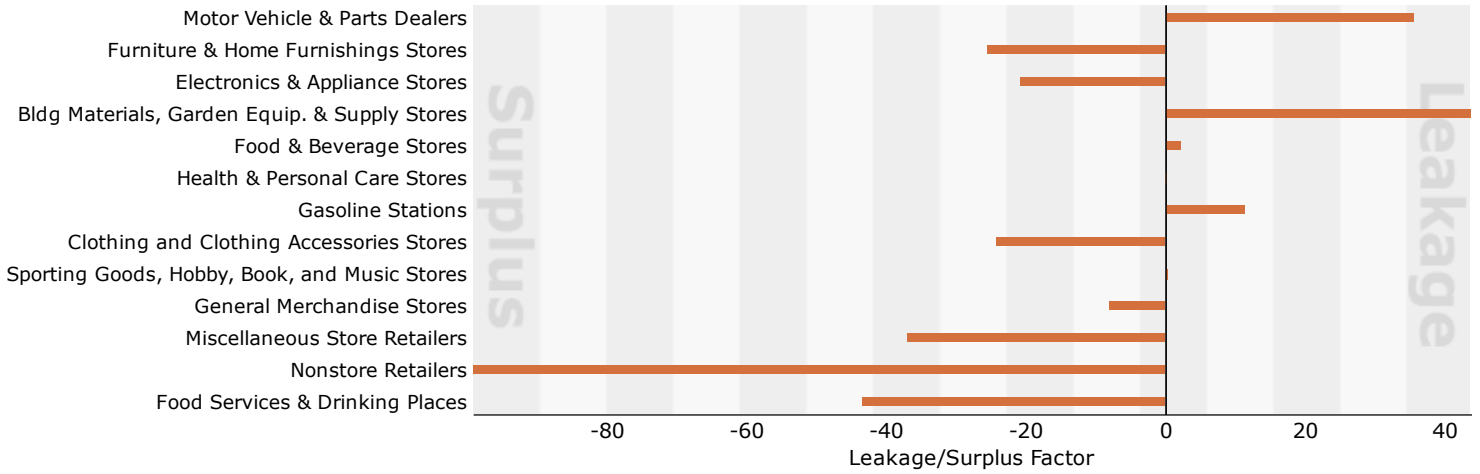
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February 27, 2019

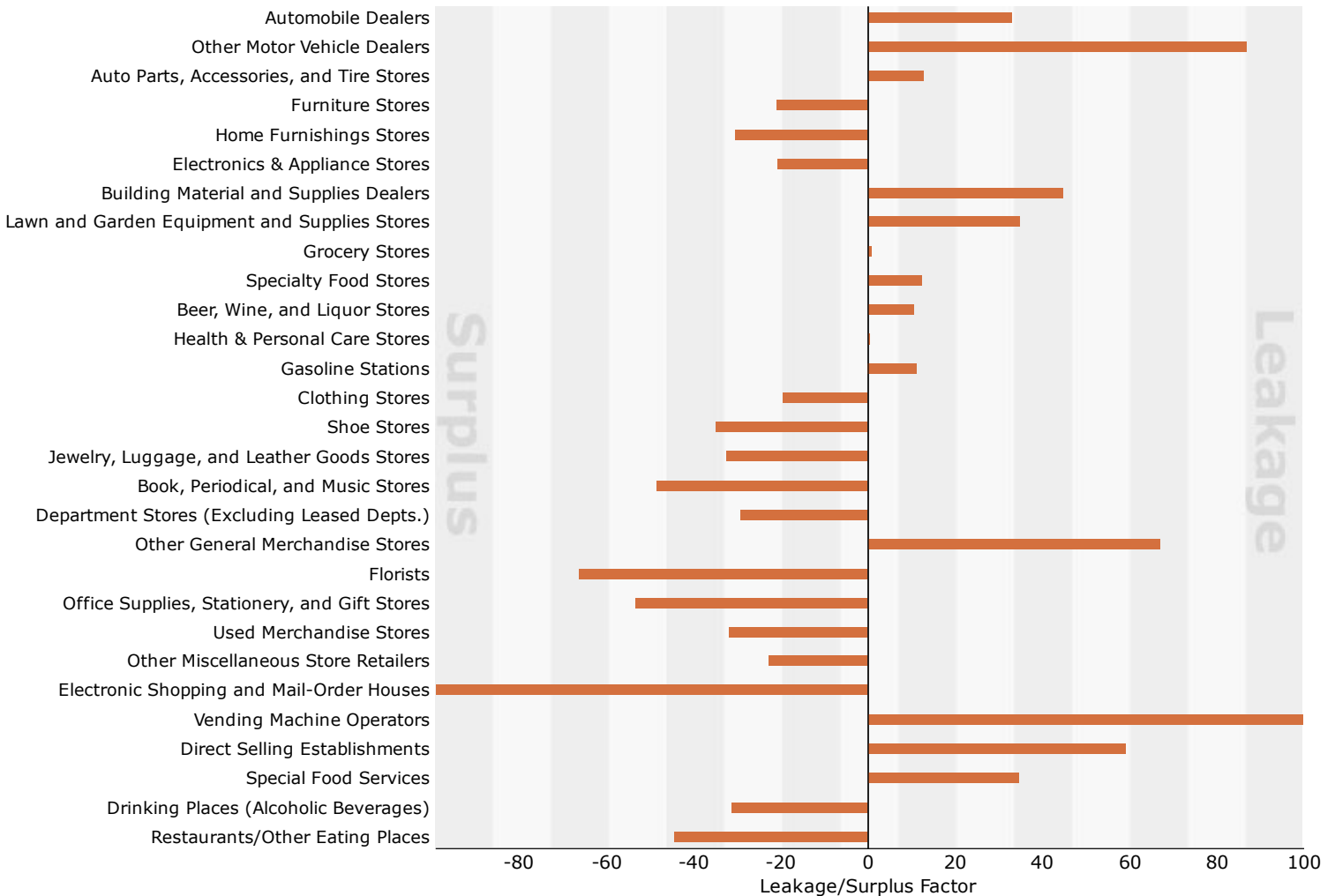
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310 S Lake Ave, Pasadena, California, 91101  
Ring: 1 mile radius

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Latitude: 34.14046  
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

South Lake  
310 S Lake Ave, Pasadena, California, 91101  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 34.14046  
Longitude: -118.13223

## Summary Demographics

2018 Population	207,862
2018 Households	81,608
2018 Median Disposable Income	\$65,275
2018 Per Capita Income	\$49,188

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$4,280,561,628	\$8,094,413,685	-\$3,813,852,057	-30.8	1,913
Total Retail Trade	44-45	\$3,844,565,927	\$7,600,009,254	-\$3,755,443,327	-32.8	1,268
Total Food & Drink	722	\$435,995,702	\$494,404,431	-\$58,408,729	-6.3	645

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$778,064,880	\$430,384,582	\$347,680,298	28.8	85
Automobile Dealers	4411	\$615,616,320	\$392,517,729	\$223,098,591	22.1	37
Other Motor Vehicle Dealers	4412	\$93,356,634	\$11,415,425	\$81,941,209	78.2	6
Auto Parts, Accessories & Tire Stores	4413	\$69,091,926	\$26,451,428	\$42,640,498	44.6	42
Furniture & Home Furnishings Stores	442	\$144,609,183	\$141,661,392	\$2,947,791	1.0	84
Furniture Stores	4421	\$76,087,009	\$78,865,816	-\$2,778,807	-1.8	42
Home Furnishings Stores	4422	\$68,522,175	\$62,795,576	\$5,726,599	4.4	42
Electronics & Appliance Stores	443	\$144,169,368	\$147,671,215	-\$3,501,847	-1.2	65
Bldg Materials, Garden Equip. & Supply Stores	444	\$226,891,192	\$79,704,268	\$147,186,924	48.0	82
Bldg Material & Supplies Dealers	4441	\$210,768,059	\$72,396,063	\$138,371,996	48.9	68
Lawn & Garden Equip & Supply Stores	4442	\$16,123,133	\$7,308,205	\$8,814,928	37.6	14
Food & Beverage Stores	445	\$629,105,980	\$584,503,355	\$44,602,625	3.7	140
Grocery Stores	4451	\$535,923,463	\$540,986,513	-\$5,063,050	-0.5	67
Specialty Food Stores	4452	\$44,413,394	\$22,483,734	\$21,929,660	32.8	46
Beer, Wine & Liquor Stores	4453	\$48,769,123	\$21,033,108	\$27,736,015	39.7	27
Health & Personal Care Stores	446,4461	\$263,212,006	\$180,617,499	\$82,594,507	18.6	108
Gasoline Stations	447,4471	\$329,494,018	\$238,088,473	\$91,405,545	16.1	49
Clothing & Clothing Accessories Stores	448	\$292,896,439	\$247,928,734	\$44,967,705	8.3	202
Clothing Stores	4481	\$207,060,308	\$186,103,417	\$20,956,891	5.3	151
Shoe Stores	4482	\$35,134,047	\$23,791,053	\$11,342,994	19.2	17
Jewelry, Luggage & Leather Goods Stores	4483	\$50,702,085	\$38,034,264	\$12,667,821	14.3	34
Sporting Goods, Hobby, Book & Music Stores	451	\$125,405,959	\$76,259,692	\$49,146,267	24.4	95
Sporting Goods/Hobby/Musical Instr Stores	4511	\$107,870,967	\$55,272,343	\$52,598,624	32.2	70
Book, Periodical & Music Stores	4512	\$17,534,992	\$20,987,348	-\$3,452,356	-9.0	25
General Merchandise Stores	452	\$649,857,067	\$216,415,324	\$433,441,743	50.0	29
Department Stores Excluding Leased Depts.	4521	\$392,541,035	\$154,544,425	\$237,996,610	43.5	8
Other General Merchandise Stores	4529	\$257,316,032	\$61,870,899	\$195,445,133	61.2	21
Miscellaneous Store Retailers	453	\$143,185,239	\$128,382,966	\$14,802,273	5.5	263
Florists	4531	\$7,595,058	\$11,715,227	-\$4,120,169	-21.3	31
Office Supplies, Stationery & Gift Stores	4532	\$33,386,407	\$37,022,121	-\$3,635,714	-5.2	62
Used Merchandise Stores	4533	\$15,748,199	\$14,994,485	\$753,714	2.5	59
Other Miscellaneous Store Retailers	4539	\$86,455,576	\$64,651,134	\$21,804,442	14.4	111
Nonstore Retailers	454	\$117,674,596	\$5,128,391,754	-\$5,010,717,158	-95.5	66
Electronic Shopping & Mail-Order Houses	4541	\$100,462,079	\$5,123,469,902	-\$5,023,007,823	-96.2	58
Vending Machine Operators	4542	\$1,742,708	\$0	\$1,742,708	100.0	0
Direct Selling Establishments	4543	\$15,469,810	\$4,921,852	\$10,547,958	51.7	7
Food Services & Drinking Places	722	\$435,995,702	\$494,404,431	-\$58,408,729	-6.3	645
Special Food Services	7223	\$8,799,076	\$16,376,585	-\$7,577,509	-30.1	16
Drinking Places - Alcoholic Beverages	7224	\$9,785,275	\$7,014,681	\$2,770,594	16.5	14
Restaurants/Other Eating Places	7225	\$417,411,351	\$471,013,164	-\$53,601,813	-6.0	615

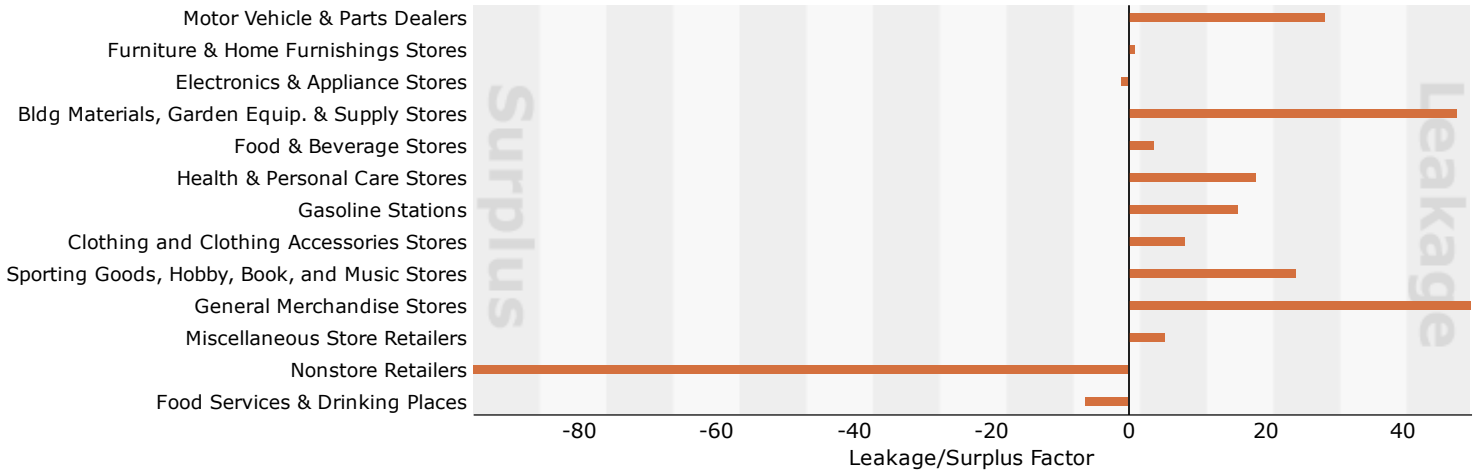
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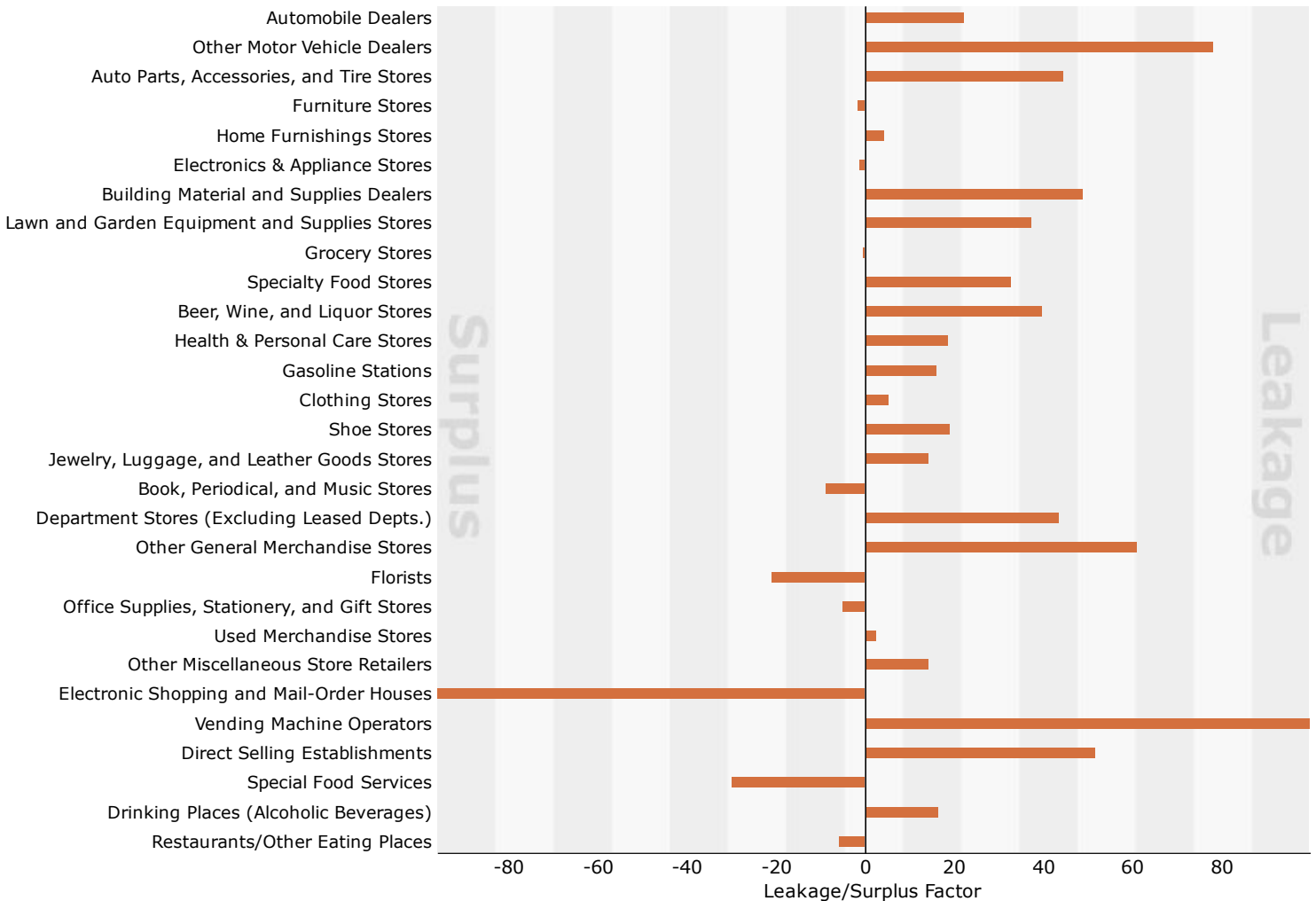
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310 S Lake Ave, Pasadena, California, 91101  
Ring: 3 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

South Lake  
310 S Lake Ave, Pasadena, California, 91101  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 34.14046  
Longitude: -118.13223

## Summary Demographics

2018 Population	559,873
2018 Households	198,565
2018 Median Disposable Income	\$58,939
2018 Per Capita Income	\$38,968

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$9,171,471,604	\$12,133,319,412	-\$2,961,847,808	-13.9	4,209
Total Retail Trade	44-45	\$8,242,927,585	\$11,169,237,570	-\$2,926,309,985	-15.1	2,758
Total Food & Drink	722	\$928,544,019	\$964,081,842	-\$35,537,823	-1.9	1,450

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,652,572,666	\$1,310,017,154	\$342,555,512	11.6	173
Automobile Dealers	4411	\$1,304,812,811	\$1,215,536,279	\$89,276,532	3.5	70
Other Motor Vehicle Dealers	4412	\$198,791,630	\$34,214,360	\$164,577,270	70.6	17
Auto Parts, Accessories & Tire Stores	4413	\$148,968,225	\$60,266,515	\$88,701,710	42.4	86
Furniture & Home Furnishings Stores	442	\$308,761,917	\$232,188,023	\$76,573,894	14.2	168
Furniture Stores	4421	\$161,083,923	\$113,599,555	\$47,484,368	17.3	82
Home Furnishings Stores	4422	\$147,677,995	\$118,588,468	\$29,089,527	10.9	86
Electronics & Appliance Stores	443	\$310,992,712	\$267,183,170	\$43,809,542	7.6	152
Bldg Materials, Garden Equip. & Supply Stores	444	\$489,404,740	\$185,704,706	\$303,700,034	45.0	186
Bldg Material & Supplies Dealers	4441	\$455,365,368	\$167,990,115	\$287,375,253	46.1	151
Lawn & Garden Equip & Supply Stores	4442	\$34,039,373	\$17,714,590	\$16,324,783	31.5	35
Food & Beverage Stores	445	\$1,352,414,336	\$1,381,572,173	-\$29,157,837	-1.1	358
Grocery Stores	4451	\$1,152,738,480	\$1,281,514,454	-\$128,775,974	-5.3	175
Specialty Food Stores	4452	\$95,617,937	\$56,769,428	\$38,848,509	25.5	121
Beer, Wine & Liquor Stores	4453	\$104,057,919	\$43,288,291	\$60,769,628	41.2	62
Health & Personal Care Stores	446,4461	\$567,179,950	\$378,539,771	\$188,640,179	19.9	288
Gasoline Stations	447,4471	\$707,840,793	\$562,736,777	\$145,104,016	11.4	109
Clothing & Clothing Accessories Stores	448	\$629,235,302	\$503,855,424	\$125,379,878	11.1	440
Clothing Stores	4481	\$445,227,273	\$379,997,820	\$65,229,453	7.9	304
Shoe Stores	4482	\$75,379,796	\$51,896,342	\$23,483,454	18.5	50
Jewelry, Luggage & Leather Goods Stores	4483	\$108,628,233	\$71,961,262	\$36,666,971	20.3	86
Sporting Goods, Hobby, Book & Music Stores	451	\$269,916,066	\$152,722,299	\$117,193,767	27.7	187
Sporting Goods/Hobby/Musical Instr Stores	4511	\$232,604,690	\$118,475,881	\$114,128,809	32.5	141
Book, Periodical & Music Stores	4512	\$37,311,376	\$34,246,418	\$3,064,958	4.3	46
General Merchandise Stores	452	\$1,395,341,262	\$776,000,149	\$619,341,113	28.5	99
Department Stores Excluding Leased Depts.	4521	\$843,534,404	\$480,265,679	\$363,268,725	27.4	36
Other General Merchandise Stores	4529	\$551,806,859	\$295,734,470	\$256,072,389	30.2	63
Miscellaneous Store Retailers	453	\$305,701,429	\$249,022,633	\$56,678,796	10.2	514
Florists	4531	\$16,103,065	\$19,606,738	-\$3,503,673	-9.8	64
Office Supplies, Stationery & Gift Stores	4532	\$71,628,065	\$70,244,068	\$1,383,997	1.0	126
Used Merchandise Stores	4533	\$33,557,006	\$22,472,508	\$11,084,498	19.8	90
Other Miscellaneous Store Retailers	4539	\$184,413,293	\$136,699,319	\$47,713,974	14.9	234
Nonstore Retailers	454	\$253,566,411	\$5,169,695,291	-\$4,916,128,880	-90.6	85
Electronic Shopping & Mail-Order Houses	4541	\$215,820,731	\$5,159,461,186	-\$4,943,640,455	-92.0	71
Vending Machine Operators	4542	\$3,749,832	\$1,344,783	\$2,405,049	47.2	2
Direct Selling Establishments	4543	\$33,995,848	\$8,889,323	\$25,106,525	58.5	12
Food Services & Drinking Places	722	\$928,544,019	\$964,081,842	-\$35,537,823	-1.9	1,450
Special Food Services	7223	\$18,602,113	\$33,494,221	-\$14,892,108	-28.6	30
Drinking Places - Alcoholic Beverages	7224	\$20,684,180	\$13,924,539	\$6,759,641	19.5	34
Restaurants/Other Eating Places	7225	\$889,257,727	\$916,663,082	-\$27,405,355	-1.5	1,386

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

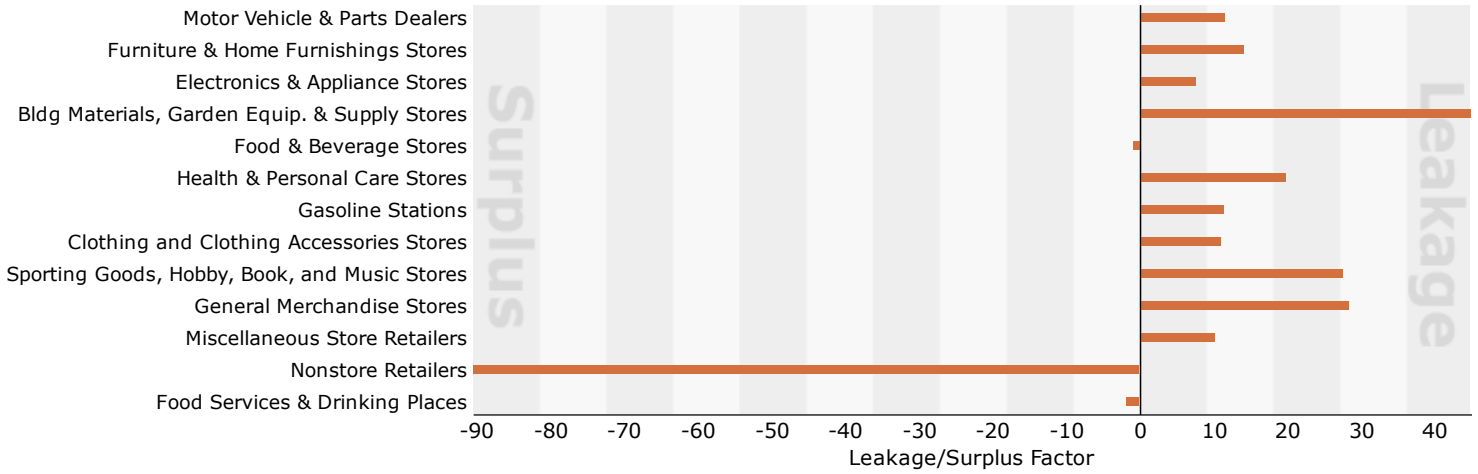
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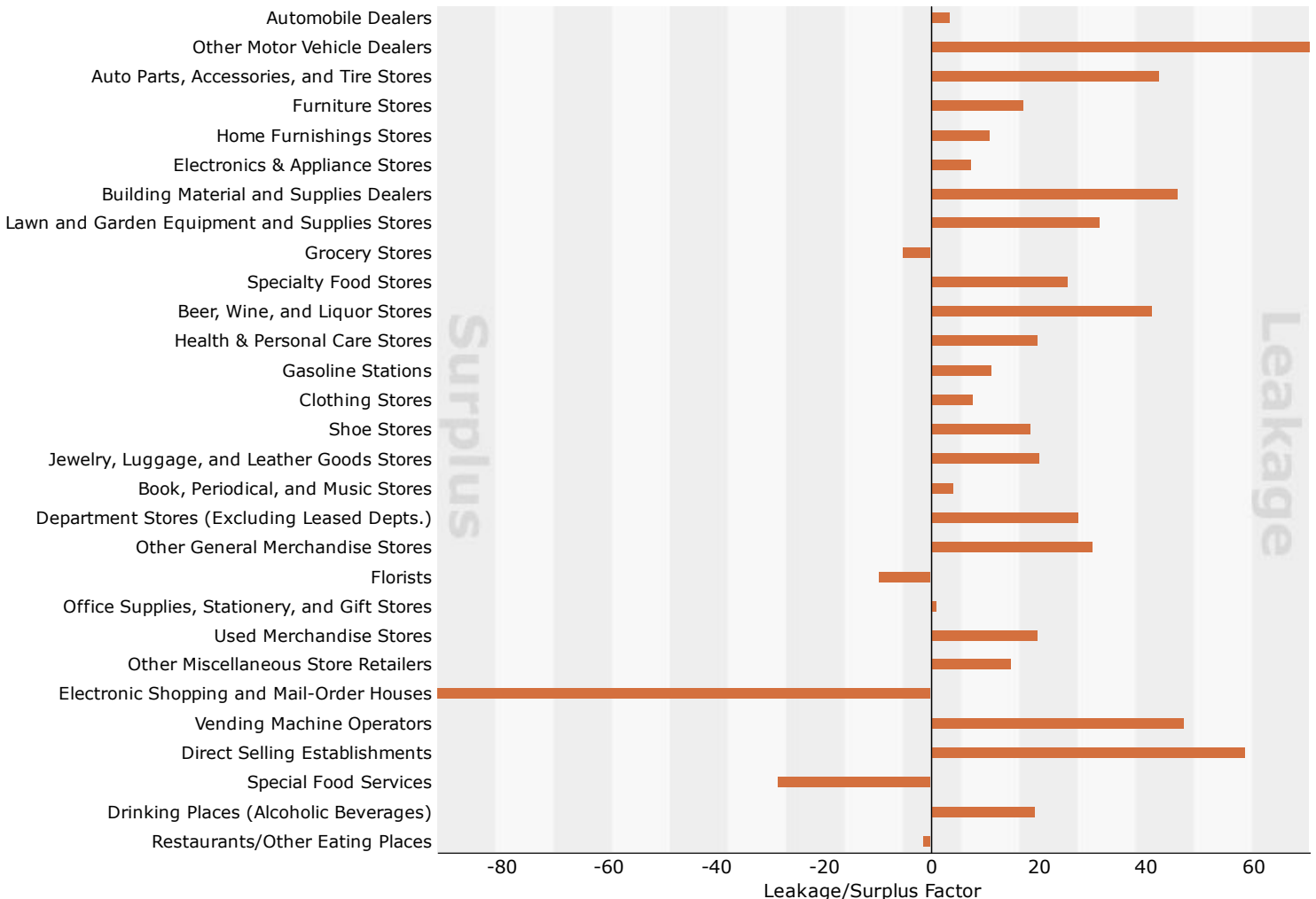
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Ring: 5 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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