Date: September 1, 2008

"Final" Draft II

To: Gary Napper
City Manager
The City of Clayton

From: Jim Harrigan
Managing Principal
Economic Development Systems

Re: Downtown Clayton Retail Project Area
Retail Analysis, Strategies and Recommendations

City of Clayton
Downtown Retail Report

Definitions and Delineations

The City of Clayton commercial district that is being analyzed by Economic Development Systems ("EDS") in the following Retail Analysis, Retail Strategies and Retail Concept Recommendations will be delineated as follows:

Commercially zoned properties/parcels that are located in:

- **Historical Downtown Clayton.**

Before preparing the following retail report and determining the recommended retail category increases, upgrades and diversifications, as listed below, the following protocols, definitions, sources and methodologies were applied:

- Careful consideration was given to the increase, upgrade and diversification recommendations for the shopping and/or dining uses in Downtown Clayton that have previously been commercially developed. The reason for this concern is to validate that the upgrades and diversifications within Downtown Clayton would be complementary, rather than competitive, to the existing *successful* retail businesses;

- The recommendations given for the commercially undeveloped parcels in Downtown Clayton were made knowing that "time is money" when it comes to the "carry" on all such properties;

- When the term "retail" is used, we include the categories of "traditional" retail stores, restaurants and entertainment venues;

- The inventories of available retail space opportunities were determined by a field survey by Economic Development Systems and supplemented with property owner and commercial real estate broker information. (Further inventory review and analysis will follow final receipt of the Property Owner Questionnaires. Cover letter and questionnaire example attached.);

- Direct and paraphrased excerpts in this report were gathered from statistical provider Claritas, Inc.; the International Council of Shopping Centers' Reference Center; the Arlington, Virginia based CLUE Marketing Group; the Solimar Research Group; the United States Census Bureau, and; Hyett-Palma and Associates;

- EDS has used Claritas information services for all demographic and psychographic source information used in this report. Since 1971, Claritas has been the pre-eminent source of accurate, up-to-date demographic data and target marketing information about the population, consumer behavior, consumer spending, households and businesses within any specific geographic market area in the United States. Claritas demographic data estimates include US demographic data, market demographic data and demographic/psychographic population estimates;

  The result of Claritas marketing research analysis, market demographic data and psychographic population information allowed EDS to go beyond conventionally accepted target marketing strategies to capitalize on new market segment opportunities and existing market potentials;

- EDS working knowledge of retail trends in other downtowns, commercial corridors and neighborhood shopping districts were applied, and;

- Many interviews, to identify market perceptions and conditions, were held with professionals knowledgeable with Downtown Clayton including brokers, tenants, property owners, developers and representatives of the City of Clayton.

It should be prominently noted that the assistance provided by the City of Clayton City Manager Gary Napper was invaluable in the support given during this fact-gathering and analysis phase.

Executive Summary

Historical Downtown Clayton

Since the Middle Ages, downtowns functioned as the commercial, government, and social hubs of their communities - the places where people came together to conduct business, shop and dine, administer government, relax, and celebrate.

But, communities throughout America have gone through a series of profound transformations over the past several decades that have changed the economies of the nation's downtowns and, as a microcosm, Downtown Clayton.

Many of these transformations are a consequence of the expanding highway system, that has stimulated suburban development and made it possible for people to move farther away from town centers. As people have moved outward, the retail industry - always a market follower, rather than a market leader - has moved outward, also. With the advent of regional shopping malls like Walnut Creek's Broadway Plaza outdoor mall and Somersville Towne Center and discount superstores like Fry's or Best Buy, downtown retailing - the bedrock of a traditional main street district's economic foundation - has slowly eroded...yet, the three historical retail categories are still valid:

- Convenience: Retail goods and services for which shoppers tend to patronize the closest business, like gas stations, dry cleaners, and the "neighborhood" grocery store. "Impulse" retail - like card shops, florists, and gourmet cookies - also fall into this category;

- Comparison: Retail goods and services for which shoppers like to compare styles, brands and prices before making a purchase, like apparel, shoes, automobiles, electronics and (sometimes) furniture. For this reason, comparison retail businesses tend to cluster together (e.g., clothing stores in traditional shopping malls; car dealers in auto malls), and a comparison business is likely to be more successful if located in a cluster than if it is freestanding, without related businesses nearby. Internet shopping has also exploited the comparison category;

- Destination: Retail goods and services for which shoppers will travel significant distances. These might include specialty businesses (like western wear), large clusters of related businesses (like restaurants or antiques), or businesses that offer exceptional products/services and that have developed a very loyal clientele.

In the mid-twentieth century, following World War II, many downtowns offered a blend of businesses in all three categories. Shopping malls, though, specialize in comparison retail businesses (particularly apparel and apparel accessories, like shoes and jewelry) and typically offer enough of a concentration of these businesses to dominate the local market and make it very difficult for downtowns like Clayton to successfully compete in this category. Subsequently...we have to find another way.

Discount superstores and "category killers", which began appearing in the 1970s and 1980s, respectively, have created additional challenges for traditional Main Street districts by saturating additional retail niches. Discount superstores offer such a broad range of merchandise that they put a broad range of existing businesses in the community at risk. By siphoning away even relatively small percentages of sales from existing downtown businesses, discount superstores often make it difficult or impossible for those businesses to achieve the gross sales levels needed to remain in business.

These late twentieth century-shopping options also coincided with the fact that consumer buying power – the amount of money people have available to spend on retail goods and services – has not kept up with the rate of growth in the amount of retail space that has been built. This economic fact has exacerbated the "leakage" of consumers and sales, further diminishing the collective downtown.

This effect has not only affected the profitability of the downtown retailer…but it also drove down rental rates, leading to property / building owners' deferring or ignoring maintenance responsibilities (as well as decreasing the feasibility for new construction). The result of this syndrome has been the physical and visual blight to the downtown shopping district / shopping experience.

Interestingly, lower rental rates, while attractive to the under-performing retailer, is no panacea to the successful businessperson who understands that fair rental rates are a necessary component to a successful business district. (It is not coincidental that the most successful retail districts in the world also have the highest rental rates…although, one could argue the primacy order of the "chicken-egg / rental rates-success" theory.)

Another historic feature of an under-performing / low rental rate commercial district is the influx of service businesses (e.g., medical / dental; insurance; real estate offices, etc.), non-profit institutions (city halls, churches, libraries, etc.) and / or strictly office-type uses in what one would consider "first-floor retail" locations.

The mixing of these "non-retail" business categories (that in more successful retail districts would - because of the higher retail and lower office rent structure - be located above the first-floor or on secondary / tertiary streets) has the detrimental effect of limiting the "browsing" factor that every successful retail district exhibits.

This fragile retail consumer trait of browsing (e.g., the store-to-store strolling of both casual and serious shoppers) is upset if the retail line-up on the street is interrupted with the aforementioned non-retail business storefronts, vacant stores, non-profits and/or even the lack of attractive/interesting window displays/ merchandising.

In communities similar to Clayton - that have experienced steady, sustained residential growth and increasing demand for retail goods and services - the typical evidence of change in these downtowns has been most apparent in the same changing types of retail businesses, with community-serving retail businesses that provide the staples of everyday living - like supermarkets, hardware and department stores - gradually giving way to the aforementioned office and service businesses. In Downtown Clayton these phenomena are present...but will start to change as our recruitment program is effected through the development of undeveloped land and the natural rise in retail rental rates as the increase, upgrade and diversification of retailers occurs.

This shift that communities have undergone for the last fifty years - from concentrating retail activity in a central business district to diffusing retail activity throughout a number of commercial centers and along highway strips - transformed downtowns like Clayton into districts that are unable to support the number and mix of retail businesses they once embraced. This means that:

- We must find new combinations of "destination" retail uses to occupy Downtown Clayton's first-floor retail spaces and developable retail land as fully and as soon as possible...followed by new neighborhood-serving "convenience" shopping and service businesses;

- We must find new ways for the locally owned retail businesses to reach new customers, and;

- We must be very strategic in implementing our retail revitalization program.

It is therefore the charge of EDS, in the building of Downtown Clayton's economic viability, to restructure the economy of the district, focusing intently on one or two specific, tightly coordinated economic development goals.

Fortunately, there are many opportunities available for older and traditional downtowns like Downtown Clayton. Among the many paths other California districts have successfully pursued:

- A district might develop one or more retail niches unique within a 0 to 10-mile radius. Many districts have focused on gourmet food items, books, neighborhood-serving and regional restaurant opportunities, home furnishings or any number of other niches with little regional competition.

- A district might create or expand a group of restaurants and after-hours live, club entertainment.

- A district might create enough residential units and small industries or professional offices (on second floors or on secondary / tertiary streets) within the district to provide enough "captive" customers (residents and workers) to support convenience-oriented businesses in many or most of the district's retail storefront spaces. (An added benefit: because this path does not depend on attracting many customers from outside the district, it does not increase demand on parking and traffic infrastructure.)

- A district might intensively target a particular demographic segment whose needs are not being well met within the community or region - "Generation Xers", for example, or "empty nesters" - and might provide an array of housing, shopping, work, and appropriate entertainment options for them.

Each of these is an example of a market-based strategy - a strategy that is based on the district's specific economic opportunities - that has a specific economic goal. Many districts can successfully pursue more than one market-based strategy simultaneously - but it is unlikely that a district can successfully implement more than two market-based strategies without losing focus and diluting the impact of their work.

Successfully implementing these market-based strategies involves thinking and acting locally and regionally; marketing the district and its businesses creatively and collaboratively by:

- Creating and implementing an effective, professional, district-wide retail recruitment plan as in what Clayton has contracted with EDS to provide;

- Building strong, collaborative partnerships between the many organizations, agencies and constituents with vested interests in the district, like the Summer Concert Series at The Grove, the weekly Farmer's Market, and;

- Crafting a carefully synchronized work plan that reinforces the district's market-based strategies, has the strong support and involvement of all the district's partners, and helps ensure that all the downtown-related tasks undertaken by the district's partners focus tightly on these strategies.

With this charge clarified...the EDS goal for Downtown Clayton will be to initially increase, upgrade and diversify the current tenant mix with destination retail businesses that are listed as a retail category void - or a void within a sub-category - as listed in the 0 to approximately 10-mile "opportunity gap" trade areas.

And why do we want to "increase, upgrade and diversify the current tenant mix with 'destination' retail businesses" rather than recruit "comparison" or "convenience" retail?...because, at this time, EDS believes that the "comparison" consumer (e.g., ...retail goods and services for which shoppers like to compare styles, brands and prices before making a purchase) is being served by East Bay regional malls and the aforementioned ubiquitous Internet...while the "convenience" consumer (represented by just 14,044 households in a 3-mile radius) is being served by larger neighborhood centers like the two retail locations at Clayton and Kirker Pass Roads.

Even though Downtown Clayton is somewhat of a cul-de-sac – with limited regional access to the district from the south and east - it is the charge of EDS to find a way to turn Downtown Clayton into this 0 to 10-mile retail destination rather than the largely neighborhood serving retail/office/service business district that it is today.

With this methodology established...from our analysis and interviews with knowledgeable Downtown Clayton stakeholders...at this time, EDS, with knowledge of retail space opportunities today and projecting into the future, has culled the *Claritas Opportunity Gap* listings into the following Downtown Clayton retail category recommendations:

- Independent Full-Service Restaurants
    - Seafood
    - Barbecue/Cajun
    - Asian
    - French
    - Latin/South American
    - Indian
    - Thai
    - Vegetarian, etc.
- Breakfast Eatery
- Jazz/Blues Entertainment Venue

The recruitment of independent "destination" restaurants, by cuisine that is not currently represented in Downtown Clayton, will provide the critical mass for establishing a "restaurant district" and, therefore, the "niche" that the Downtown does not now have and will differentiate itself from other downtowns and shopping districts in the East Bay.

It is the belief of EDS that independent destination restaurants (1,500 to 2,500 square feet), and the aforementioned recommendation of a small, club entertainment venue (3,000 to 5,000 square feet), will be especially important draws for consumers from outside the City's resident population and will assist in establishing longer hours of operation for the Downtown into the mid-to-later evening with that entertainment venue complementing the restaurants...and the restaurants complementing that entertainment venue. We also believe that our recommendation for a "breakfast eatery" will fill an additional restaurant sub-category void that exists for both residents and visitors.

Independent restaurants - versus national and regional restaurants - are being recommended, first, because the "footprint/square footage" of the independent is usually smaller and has a more conducive "scale" for a downtown... especially for a downtown with a limited size, retail district like Downtown Clayton and, second, the demographic profile of the 14,044 households in Clayton's primary trade area does not reach these national/regional restaurants' minimum requirement.

EDS also believes that, although this retail strategy is valid, credible and sustainable, the implementation will take a number of business cycles to complete. Vacancies are now at a premium, but our instinct and research tells us that a majority of leases are on a month-to-month basis or will be coming to term within a two years period, including first-floor office and service uses. (Our property owner questionnaire results, template attached, has verified that feeling.)

EDS will also emphasize to the property ownership of the Downtown that, to validate this retail strategy, the lease of future vacant first-floor retail space, and the build-out of all Downtown developable land, should be made with their and the Downtown's "long-term" goals in mind, rather than offering the space/land to whomever first shows up on their doorstep with counter-productive, non-retail plans. The incentive to the landlord will be an increase in property rental rates and sale prices, but...a heightened awareness of Downtown real estate market potential and patience will be needed.

Phase II - Implementation Scope of Work

The action plan for recruiting target breakfast, lunch and dinner-house restaurants and entertainment venue will include direct contact with potential tenants, developers and/or their respective brokers initially through proprietary EDS information, followed by, if necessary, recruitment information that has been developed only for the Clayton market; production and delivery of specific Clayton market and trade area information per tenant request; ongoing, monthly review of City staff's maintenance and update of a Retail Vacancy Roster for the Clayton Town Center; ongoing effort to expand the tenant roster to include recommendations received from City Council, management and staff; conduct and/or coordinate tours and meetings with potential tenants with Town Center landlords or property owners/developers; describe all Clayton Redevelopment Agency economic incentives that are available; and, assist landlords and property owners throughout lease negotiation/ occupancy as necessary.

This long-term recruitment action plan will initially focus on Bay Area restaurateurs and San Francisco entertainment impresarios then expand the search parameters as necessary. If possible, in order to cut expense costs to the City, this recruitment effort will emanate from our Redondo Beach offices, with follow-up trips, if necessary, to both areas of recruitment concentration.

Meetings and Phone Conversations Summary

with:

- Clayton Developers and Building Owners;
- Clayton Restaurateurs and "Traditional" Retailers;
- Clayton Property Owners;
- Clayton Commercial Real Estate Brokers;
- Clayton Ex-City Officials;
- Clayton Residents, and;
- Clayton Visitors.

Economic Development Systems ("EDS") held twenty-three meetings/telephone conversations with the above Clayton Town Center stakeholders, other interested parties (and City committees, administration and staff). The following re-creations about topics discussed during these meetings and conversations are from memory/recollections. One meeting with a Town Center retailer has yet to take place.

During all of these meetings/interviews I outlined to these Town Center interested parties the reasons for Council's pro-active venture into increasing, upgrading and diversifying the Town Center retail mix and the agreed upon EDS scope of work.

To a person, the enthusiasm for the retail revitalization of the Clayton Town Center was evident, although the recommended retail increase/mix of restaurants and an entertainment venue was questioned by an ex-City official who believed more "traditional" retail stores should take priority.

Please note the following synopsis of comments made by each of the above noted stakeholder groups:

- Clayton Developers and Building Owners

  Town Center Clayton's primary developer has already voiced his affirmation of the direction of the Town Center by his investment of his time, money and sweat. I have met with this gentleman on over five separate occasions and been constantly amazed by the depth of his positive feelings about the Town Center (and life in general). I feel that Clayton is very fortunate to have him invested in the Town Center's future.

  I have also interviewed a major Town Center building owner and manager. This sophisticated investor/owner, while generally applauding the City's efforts in assisting in the revitalization of the Town Center, had pointed questions regarding the City's Specific Plan requirements; the time involved in securing a Use Permit; the City's sign restrictions, and; the seemingly waiving of parking requirements for new construction. These comments were forwarded to City Manager Napper.

A long-term Clayton building owner, landowner and "retired" restaurateur had very specific, positive comments regarding the short and long-term development of the Town Center. This very successful businessman believes that the Town Center primarily needs a more varied "palette" of restaurant faire than the Town Center has at the present time. He also voiced the fact that at some time in the future he would look at the development/redevelopment of his own Town Center holdings. A short meeting was also held with this gentleman's business partner, who deferred any comments back to his co-partner.

- Clayton Restaurateurs and "Traditional" Retailers

  One restaurateur has made a long-term commitment through his investment in his Town Center restaurant yet, had little to say other than that he was looking forward to the influx of residents and visitors to the Town Center with the hope that he would not face future competition in the type of cuisine that he was offering.

  Through many (five or six) personal contacts at lunches and dinners, I attempted to set meetings or engage another Town Center restaurateur in informal discussions regarding his feelings about the direction of the Town Center. Each time I was politely "put-off" and have no feeling whether this was due to his full schedule or a lack of concern about the future of the Town Center.

  A casual meeting with a Town Center retailer had him also looking forward to more Town Center activity because of the new park. He voiced concern, and hope, that the "new" drug store just out of the Town Center would not negatively hurt his business.

- Clayton Property Owners

  Four Town Center property owners of either undeveloped or under-developed commercial land were contacted. These long-time Clayton property owners each had different reasons for originally coming into possession of the land and each have different plans/motives for the future of their Town Center parcels. They all were pleased that the City is doing "something" in the Town Center:

  One of these owners, because of a personal loss, is not doing anything with the property until sometime "later".

  One owner has already contracted with an architect for a commercial development and would possibly be amenable to doing a joint venture with the contiguous property.

One owner would like to do a mixed-use development, retail under residential, and has hired a real estate broker for consultation.

And, one owner doesn't know what to do with the property, would like to defer to a son for counsel...and has missed two planned meetings with me to discuss our program and my thoughts on the potential of the property. I will continue my attempts to meet, as it is my opinion that a telephone conversation will not be productive.

I have marked my calendar to re-contact these property owners on a regular basis.

- Clayton Commercial Real Estate Brokers

I met with the real estate agent for the commercial development that is currently under construction. She outlined her marketing plan for the retail and office space while giving me her views on the Clayton trade areas. I questioned various aspects of her stated goals and scope of work...some of which I agreed with and some that I felt needed more emphasis. I subsequently discussed these differences with the aforementioned developer.

I also had the occasion to meet with the Director of Retail for this same agent's real estate firm. I took the time to outline our goals and scope of work for the Town Center and asked him if there was anything else he could assist us with...following an explanation by him of the strengths of his company's other retail/office agents...he deferred my question to the previously mentioned project's agent.

One of the owners of the undeveloped parcels in the Town Center has employed a real estate broker that contacted me for a subsequent meeting. Following a very short back-and-forth discussion about the need for his services, I'm still not sure why the property owner has a need for these services. I subsequently recommended to this property owner that a good mixed-use architect might better serve her.

- Clayton Ex-City Officials

Had a simple lunch with one ex-City official and discussed his complex ideas regarding the Town Center. He, respectfully, doesn't believe that we need any more restaurants in town, at this time...and believes that developing the "church" property as a house of worship - or some other institutional use - would be detrimental to the short and long-term development of a retail and restaurant district for the City of Clayton's Town Center.

We also discussed the history of Clayton, the various factions in town and the various personalities underneath those factions....all in all, a very interesting afternoon.

My phone conversation with another ex-City official focused on why he believes that the church property should be sold to a commercial developer because he believes that a retail anchor at that end of town is a necessity. We also discussed the history of the town and why it incorporated. Again, time well spent.

- Clayton Residents and Clayton Visitors

  I spent a very enjoyable evening with a Clayton resident and two Clayton visitors, one of which used to be a Clayton resident. The occasion was one of the Concerts in the Park earlier this summer. We met at a packed Town Center restaurant and were lucky enough to reserve an outside table so we could enjoy the Beatles tribute band.

  All three of my guests marveled at not only the evening at the restaurant and the concert, but also that the City had the foresight to plan a park in the center of town. We followed up dinner with a trip across the street to the Clayton Club...one of the more "unique" establishments of this type that I have ever frequented.

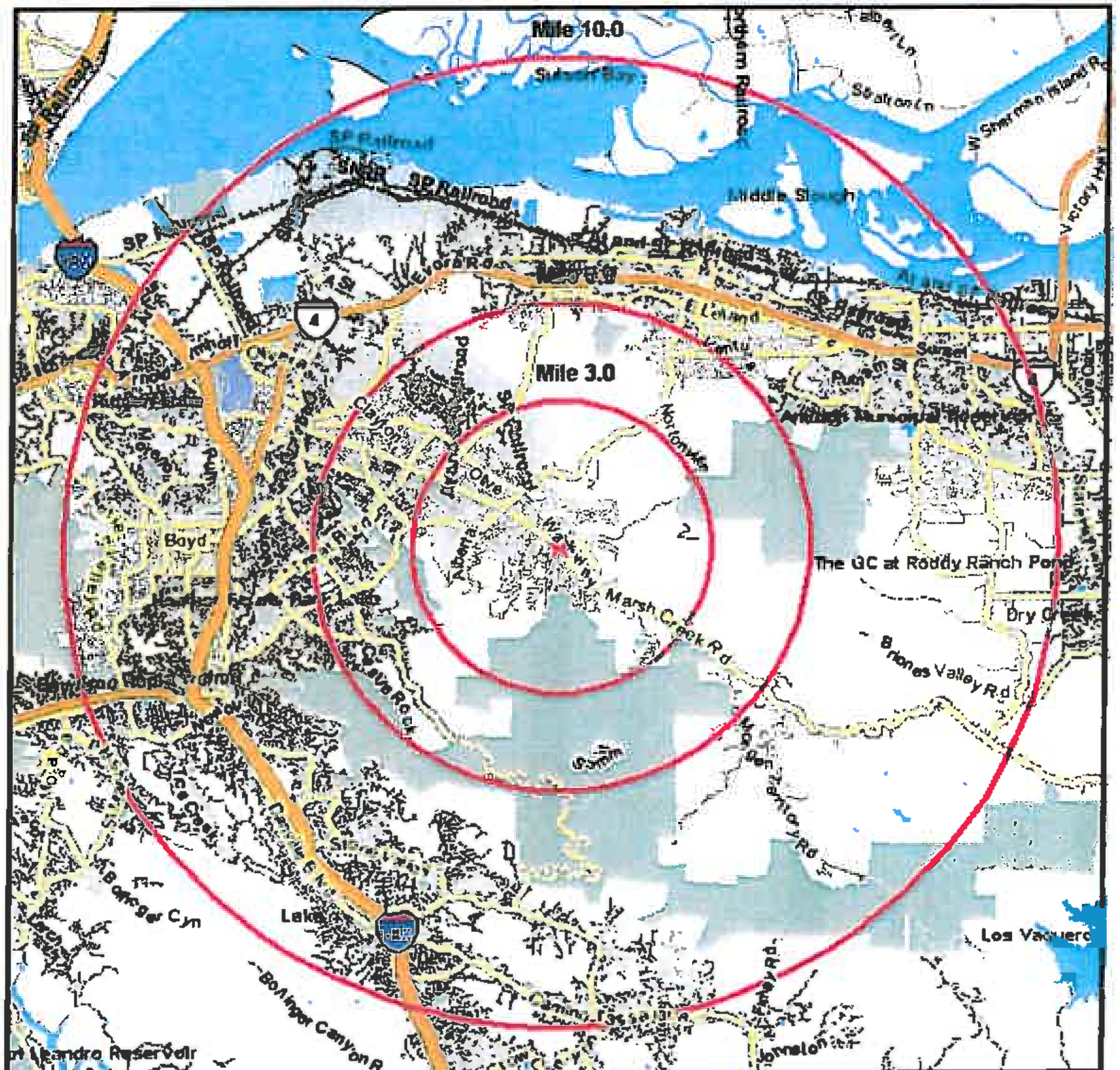
Economic
Development
Systems

Addendum Contents

Area Map

Prepared For: Hurst Harrigan
Project Code: 3213901

Order #: 966280703
Site: 01



DIABLO ST AT CENTER ST
CLAYTON,CA 94517
Coord: 37.940500, -121.935900
Radius - See Appendix for Details

Pop-Facts: Demographic Snapshot Report

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate
Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate
Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate

Description	0.00 - 3.00 miles Radius 1	%	0.00 - 5.00 miles Radius 2	%	0.00 - 10.00 miles Radius 3	%
Population						
2012 Projection	39,460		99,796		555,273	
2007 Estimate	38,367		97,343		532,568	
2000 Census	37,232		95,232		505,696	
1990 Census	32,614		86,666		434,115	
Growth 2007-2012	2.85%		2.52%		4.26%	
Growth 2000-2007	3.05%		2.22%		5.31%	
Growth 1990-2000	14.16%		9.88%		16.49%	
2007 Est. Population by Single Race Classification	38,367		97,343		532,568	
White Alone	29,033	75.67	69,997	71.91	351,107	65.93
Black or African American Alone	778	2.03	3,475	3.57	34,169	6.42
American Indian and Alaska Native Alone	180	0.47	565	0.58	3,602	0.68
Asian Alone	4,417	11.51	11,626	11.94	59,836	11.24
Native Hawaiian and Other Pacific Islander Alone	75	0.20	265	0.27	2,166	0.41
Some Other Race Alone	1,510	3.94	5,341	5.49	47,681	8.95
Two or More Races	2,375	6.19	6,073	6.24	34,006	6.39
2007 Est. Population Hispanic or Latino by Origin*	38,367		97,343		532,568	
Not Hispanic or Latino	33,690	87.81	82,529	84.78	419,878	78.84
Hispanic or Latino:	4,677	12.19	14,815	15.22	112,690	21.16
Mexican	2,443	52.23	8,512	57.46	75,180	66.71
Puerto Rican	183	3.91	570	3.85	3,768	3.34
Cuban	63	1.35	173	1.17	877	0.78
All Other Hispanic or Latino	1,988	42.51	5,560	37.53	32,864	29.16
2007 Est. Hispanic or Latino by Single Race Class.	4,677		14,815		112,690	
White Alone	2,558	54.69	7,643	51.59	51,004	45.26
Black or African American Alone	33	0.71	95	0.64	1,261	1.12
American Indian and Alaska Native Alone	49	1.05	183	1.24	1,496	1.33
Asian Alone	45	0.96	174	1.17	922	0.82
Native Hawaiian and Other Pacific Islander Alone	10	0.21	33	0.22	207	0.18
Some Other Race Alone	1,411	30.17	5,099	34.42	46,457	41.23
Two or More Races	570	12.19	1,587	10.71	11,343	10.07

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Description	0.00 - 3.00 miles Radius 1	%	0.00 - 5.00 miles Radius 2	%	0.00 - 10.00 miles Radius 3	%
2007 Est. Pop. Asian Alone Race by Category*	4,417		11,626		59,836	
Chinese, except Taiwanese	1,167	26.42	2,950	25.37	14,978	25.03
Filipino	1,377	31.18	3,943	33.92	21,974	36.72
Japanese	405	9.17	975	8.39	4,422	7.39
Asian Indian	671	15.19	1,780	15.31	7,189	12.01
Korean	291	6.59	696	5.99	3,440	5.75
Vietnamese	168	3.80	438	3.77	3,190	5.33
Cambodian	5	0.11	13	0.11	203	0.34
Hmong	2	0.05	2	0.02	20	0.03
Laotian	13	0.29	34	0.29	245	0.41
Thai	20	0.45	55	0.47	385	0.64
Other Asian	177	4.01	442	3.80	2,288	3.82
Two or more Asian categories	121	2.74	299	2.57	1,502	2.51
2007 Est. Population by Ancestry	38,367		97,343		532,568	
Pop, Arab	217	0.57	480	0.49	2,435	0.46
Pop, Czech	141	0.37	301	0.31	1,334	0.25
Pop, Danish	266	0.69	644	0.66	3,632	0.68
Pop, Dutch	472	1.23	1,150	1.18	5,029	0.94
Pop, English	3,209	8.36	7,379	7.58	37,027	6.95
Pop, French (except Basque)	680	1.77	1,672	1.72	8,518	1.60
Pop, French Canadian	123	0.32	415	0.43	2,015	0.38
Pop, German	4,231	11.03	9,023	9.27	45,911	8.62
Pop, Greek	167	0.44	363	0.37	2,212	0.42
Pop, Hungarian	203	0.53	374	0.38	1,653	0.31
Pop, Irish	3,825	9.97	8,498	8.73	40,218	7.55
Pop, Italian	2,973	7.75	7,155	7.35	33,458	6.28
Pop, Lithuanian	48	0.13	107	0.11	692	0.13
Pop, United States or American	1,310	3.41	3,592	3.69	18,037	3.39
Pop, Norwegian	602	1.57	1,400	1.44	7,282	1.37
Pop, Polish	685	1.79	1,538	1.58	7,348	1.38
Pop, Portuguese	401	1.05	1,212	1.25	7,053	1.32
Pop, Russian	287	0.75	858	0.88	5,309	1.00
Pop, Scottish	597	1.56	1,600	1.64	8,198	1.54
Pop, Scotch-Irish	520	1.36	1,401	1.44	6,662	1.25
Pop, Slovak	26	0.07	37	0.04	241	0.05
Pop, Subsaharan African	106	0.28	270	0.28	2,834	0.53
Pop, Swedish	685	1.79	1,491	1.53	7,582	1.42
Pop, Swiss	188	0.49	420	0.43	1,601	0.30
Pop, Ukrainian	55	0.14	195	0.20	1,104	0.21
Pop, Welsh	182	0.47	425	0.44	2,198	0.41
Pop, West Indian (exc Hisp groups)	23	0.06	38	0.04	310	0.06

Pop-Facts: Demographic Snapshot Report

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Description	0.00 - 3.00 miles Radius 1	%	0.00 - 5.00 miles Radius 2	%	0.00 - 10.00 miles Radius 3	%
2007 Est. Population by Ancestry						
Pop, Other ancestries	11,650	30.36	33,029	33.93	203,046	38.13
Pop, Ancestry Unclassified	4,493	11.71	12,275	12.61	69,629	13.07
2007 Est. Pop Age 5+ by Language Spoken At Home	36,112		91,695		497,787	
Speak Only English at Home	29,365	81.32	72,463	79.03	375,447	75.42
Speak Asian/Pacific Islander Language at Home	1,927	5.34	5,738	6.26	31,396	6.31
Speak IndoEuropean Language at Home	2,137	5.92	5,387	5.87	25,701	5.16
Speak Spanish at Home	2,486	6.88	7,675	8.37	62,356	12.53
Speak Other Language at Home	197	0.55	432	0.47	2,888	0.58
2007 Est. Population by Sex	38,367		97,343		532,568	
Male	18,644	48.59	47,484	48.78	260,938	49.00
Female	19,723	51.41	49,859	51.22	271,630	51.00
Male/Female Ratio	0.95		0.95		0.96	
2007 Est. Population by Age	38,367		97,343		532,568	
Age 0 - 4	2,255	5.88	5,649	5.80	34,782	6.53
Age 5 - 9	2,409	6.28	5,996	6.16	36,103	6.78
Age 10 - 14	2,759	7.19	6,844	7.03	39,023	7.33
Age 15 - 17	1,831	4.77	4,532	4.66	24,377	4.58
Age 18 - 20	1,547	4.03	3,776	3.88	19,879	3.73
Age 21 - 24	1,858	4.84	4,775	4.91	25,830	4.85
Age 25 - 34	3,942	10.27	10,566	10.85	64,748	12.16
Age 35 - 44	5,527	14.41	13,557	13.93	77,100	14.48
Age 45 - 49	3,368	8.78	8,164	8.39	42,817	8.04
Age 50 - 54	3,375	8.80	7,987	8.21	39,908	7.49
Age 55 - 59	3,056	7.97	7,476	7.68	35,568	6.68
Age 60 - 64	2,306	6.01	5,789	5.95	26,909	5.05
Age 65 - 74	2,616	6.82	7,072	7.27	33,520	6.29
Age 75 - 84	1,144	2.98	3,716	3.82	21,674	4.07
Age 85 and over	373	0.97	1,445	1.48	10,334	1.94
Age 16 and over	30,335	79.07	77,297	79.41	414,388	77.81
Age 18 and over	29,113	75.88	74,323	76.35	398,284	74.79
Age 21 and over	27,566	71.85	70,547	72.47	378,406	71.05
Age 65 and over	4,134	10.77	12,233	12.57	65,527	12.30
2007 Est. Median Age	39.67		39.82		37.79	
2007 Est. Average Age	38.19		38.85		37.77	

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2007 Est. Male Population by Age	18,644		47,484		260,938	
Age 0 - 4	1,169	6.27	2,925	6.16	17,819	6.83
Age 5 - 9	1,215	6.52	3,039	6.40	18,547	7.11
Age 10 - 14	1,387	7.44	3,475	7.32	19,976	7.66
Age 15 - 17	917	4.92	2,243	4.72	12,461	4.78
Age 18 - 20	793	4.25	1,984	4.18	10,428	4.00
Age 21 - 24	916	4.91	2,357	4.96	12,906	4.95
Age 25 - 34	1,993	10.69	5,387	11.34	32,984	12.64
Age 35 - 44	2,588	13.88	6,532	13.76	37,931	14.54
Age 45 - 49	1,572	8.43	3,909	8.23	20,984	8.04
Age 50 - 54	1,630	8.74	3,829	8.06	19,467	7.46
Age 55 - 59	1,457	7.81	3,579	7.54	17,147	6.57
Age 60 - 64	1,085	5.82	2,747	5.79	12,948	4.96
Age 65 - 74	1,290	6.92	3,409	7.18	15,586	5.97
Age 75 - 84	498	2.67	1,588	3.34	8,512	3.26
Age 85 and over	133	0.71	481	1.01	3,241	1.24
2007 Est. Median Age, Male	38.60		38.57		36.41	
2007 Est. Average Age, Male	37.42		37.87		36.48	
2007 Est. Female Population by Age	19,723		49,859		271,630	
Age 0 - 4	1,085	5.50	2,724	5.46	16,962	6.24
Age 5 - 9	1,194	6.05	2,957	5.93	17,556	6.46
Age 10 - 14	1,372	6.96	3,369	6.76	19,047	7.01
Age 15 - 17	914	4.63	2,289	4.59	11,915	4.39
Age 18 - 20	754	3.82	1,791	3.59	9,451	3.48
Age 21 - 24	942	4.78	2,418	4.85	12,924	4.76
Age 25 - 34	1,950	9.89	5,179	10.39	31,764	11.69
Age 35 - 44	2,939	14.90	7,025	14.09	39,169	14.42
Age 45 - 49	1,796	9.11	4,255	8.53	21,832	8.04
Age 50 - 54	1,745	8.85	4,158	8.34	20,441	7.53
Age 55 - 59	1,599	8.11	3,897	7.82	18,421	6.78
Age 60 - 64	1,221	6.19	3,042	6.10	13,960	5.14
Age 65 - 74	1,326	6.72	3,663	7.35	17,933	6.60
Age 75 - 84	646	3.28	2,128	4.27	13,162	4.85
Age 85 and over	241	1.22	964	1.93	7,093	2.61
2007 Est. Median Age, Female	40.62		40.98		39.13	
2007 Est. Average Age, Female	38.91		39.78		39.01	

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	Radius 1	%	*Radius 2*	%	*Radius 3*	%
2007 Est. Population Age 15+ by Marital Status*	30,944		78,855		422,661	
Total, Never Married	7,070	22.85	18,519	23.48	106,306	25.15
Married, Spouse present	18,855	60.93	46,446	58.90	230,401	54.51
Married, Spouse absent	851	2.75	2,563	3.25	18,183	4.30
Widowed	1,267	4.09	3,893	4.94	25,016	5.92
Divorced	2,900	9.37	7,433	9.43	42,755	10.12
Males, Never Married	3,838	12.40	10,146	12.87	58,256	13.78
Previously Married	1,538	4.97	4,128	5.23	24,200	5.73
Females, Never Married	3,233	10.45	8,373	10.62	48,050	11.37
Previously Married	3,024	9.77	8,273	10.49	50,461	11.94
2007 Est. Pop. Age 25+ by Educational Attainment*	25,708		65,771		352,576	
Less than 9th grade	605	2.35	1,958	2.98	16,564	4.70
Some High School, no diploma	1,022	3.98	3,720	5.66	26,362	7.48
High School Graduate (or GED)	4,708	18.31	13,041	19.83	71,588	20.30
Some College, no degree	6,843	26.62	17,320	26.33	88,207	25.02
Associate Degree	2,391	9.30	5,923	9.01	28,248	8.01
Bachelor's Degree	7,310	28.43	16,432	24.98	81,788	23.20
Master's Degree	2,006	7.80	4,963	7.55	26,075	7.40
Professional School Degree	610	2.37	1,679	2.55	9,125	2.59
Doctorate Degree	213	0.83	736	1.12	4,619	1.31
Households						
2012 Projection	14,549		36,124		202,098	
2007 Estimate	14,044		35,077		194,532	
2000 Census	13,542		34,230		186,491	
1990 Census	11,426		30,330		164,165	
Growth 2007-2012	3.60%		2.98%		3.89%	
Growth 2000-2007	3.71%		2.47%		4.31%	
Growth 1990-2000	18.52%		12.86%		13.60%	
2007 Est. Households by Household Type	14,044		35,077		194,532	
Family Households	10,749	76.54	26,626	75.91	135,082	69.44
Nonfamily Households	3,295	23.46	8,450	24.09	59,450	30.56
2007 Est. Group Quarters Population	53		879		5,076	
2007 Households by Ethnicity, Hispanic/Latino	1,299	9.25	4,009	11.43	28,978	14.90

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2007 Est. Households by Household Income	14,044		35,077		194,532	
Income Less than $15,000	570	4.06	1,830	5.22	13,867	7.13
Income $15,000 - $24,999	530	3.77	1,651	4.71	12,542	6.45
Income $25,000 - $34,999	759	5.40	2,048	5.84	14,191	7.29
Income $35,000 - $49,999	1,193	8.49	3,734	10.65	22,916	11.78
Income $50,000 - $74,999	2,727	19.42	6,663	19.00	35,843	18.43
Income $75,000 - $99,999	2,280	16.23	5,609	15.99	28,644	14.72
Income $100,000 - $149,999	3,158	22.49	7,489	21.35	35,743	18.37
Income $150,000 - $249,999	2,115	15.06	4,388	12.51	20,642	10.61
Income $250,000 - $499,999	539	3.84	1,205	3.44	6,811	3.50
Income $500,000 and more	172	1.22	460	1.31	3,332	1.71
2007 Est. Average Household Income	$110,267		$103,562		$98,519	
2007 Est. Median Household Income	$88,623		$82,188		$73,540	
2007 Est. Per Capita Income	$40,436		$37,516		$36,213	
2007 Est. Household Type, Presence Own Children*	14,044		35,077		194,532	
Single Male Householder	995	7.08	2,564	7.31	18,101	9.30
Single Female Householder	1,536	10.94	3,903	11.13	27,659	14.22
Married-Couple Family, own children	4,230	30.12	10,084	28.75	52,206	26.84
Married-Couple Family, no own children	4,635	33.00	11,682	33.30	54,172	27.85
Male Householder, own children	267	1.90	677	1.93	4,206	2.16
Male Householder, no own children	246	1.75	658	1.88	3,907	2.01
Female Householder, own children	758	5.40	1,881	5.36	11,794	6.06
Female Householder, no own children	613	4.36	1,644	4.69	8,797	4.52
Nonfamily, Male Householder	437	3.11	1,138	3.24	7,933	4.08
Nonfamily, Female Householder	326	2.32	846	2.41	5,756	2.96
2007 Est. Households by Household Size*	14,044		35,077		194,532	
1-person household	2,531	18.02	6,467	18.44	45,761	23.52
2-person household	4,864	34.63	12,068	34.40	61,815	31.78
3-person household	2,723	19.39	6,583	18.77	32,804	16.86
4-person household	2,485	17.69	6,058	17.27	30,291	15.57
5-person household	968	6.89	2,493	7.11	14,015	7.20
6-person household	311	2.21	894	2.55	5,579	2.87
7 or more person household	162	1.15	514	1.47	4,266	2.19
2007 Est. Average Household Size	2.73		2.75		2.71	

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	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2007 Est. Households by Presence of People*	14,044		35,077		194,532	
Households with 1 or more People under Age 18:						
Married-Couple Family	4,371	31.12	10,553	30.09	54,640	28.09
Other Family, Male Householder	298	2.12	781	2.23	4,956	2.55
Other Family, Female Householder	872	6.21	2,179	6.21	13,586	6.98
Nonfamily, Male Householder	33	0.23	86	0.25	508	0.26
Nonfamily, Female Householder	10	0.07	35	0.10	243	0.12
Households no People under Age 18:						
Married-Couple Family	4,494	32.00	11,213	31.97	51,738	26.60
Other Family, Male Householder	215	1.53	553	1.58	3,157	1.62
Other Family, Female Householder	500	3.56	1,346	3.84	7,005	3.60
Nonfamily, Male Householder	1,399	9.96	3,616	10.31	25,527	13.12
Nonfamily, Female Householder	1,853	13.19	4,714	13.44	33,172	17.05
2007 Est. Households by Number of Vehicles*	14,044		35,077		194,532	
No Vehicles	435	3.10	1,185	3.38	12,241	6.29
1 Vehicle	3,510	24.99	8,854	25.24	59,479	30.58
2 Vehicles	6,392	45.51	16,103	45.91	80,275	41.27
3 Vehicles	2,536	18.06	5,981	17.05	30,093	15.47
4 Vehicles	930	6.62	2,275	6.49	9,334	4.80
5 or more Vehicles	241	1.72	679	1.94	3,109	1.60
2007 Est. Average Number of Vehicles*	2.07		2.06		1.88	
Family Households						
2012 Projection	11,106		27,343		140,059	
2007 Estimate	10,749		26,626		135,082	
2000 Census	10,414		26,109		129,949	
1990 Census	8,924		23,840		115,122	
Growth 2007-2012	3.32%		2.69%		3.68%	
Growth 2000-2007	3.22%		1.98%		3.95%	
Growth 1990-2000	16.70%		9.52%		12.88%	

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2007 Est. Family Households by Household Income	10,749		26,626		135,082	
Income Less than $15,000	190	1.77	618	2.32	5,264	3.90
Income $15,000 - $24,999	300	2.79	868	3.26	5,636	4.17
Income $25,000 - $34,999	321	2.99	1,075	4.04	7,152	5.29
Income $35,000 - $49,999	705	6.56	2,285	8.58	12,910	9.56
Income $50,000 - $74,999	1,742	16.21	4,626	17.37	23,511	17.40
Income $75,000 - $99,999	1,903	17.70	4,652	17.47	22,177	16.42
Income $100,000 - $149,999	2,850	26.51	6,809	25.57	30,409	22.51
Income $150,000 - $249,999	2,058	19.15	4,148	15.58	18,787	13.91
Income $250,000 - $499,999	523	4.87	1,130	4.24	6,243	4.62
Income $500,000 and more	157	1.46	414	1.55	2,992	2.21
2007 Est. Average Family Household Income	$125,579		$117,364		$115,471	
2007 Est. Median Family Household Income	$103,753		$95,637		$89,731	
2007 Est. Families by Poverty Status*	10,749		26,626		135,082	
Income At or Above Poverty Level:						
Married-Couple Family, own children	4,397	40.91	10,488	39.39	53,021	39.25
Married-Couple Family, no own children	4,319	40.18	10,931	41.05	50,697	37.53
Male Householder, own children	240	2.23	581	2.18	4,219	3.12
Male Householder, no own children	263	2.45	693	2.60	3,094	2.29
Female Householder, own children	800	7.44	1,940	7.29	10,716	7.93
Female Householder, no own children	470	4.37	1,265	4.75	6,508	4.82
Income Below Poverty Level:						
Married-Couple Family, own children	125	1.16	260	0.98	1,939	1.44
Married-Couple Family, no own children	23	0.21	88	0.33	721	0.53
Male Householder, own children	4	0.04	45	0.17	642	0.48
Male Householder, no own children	7	0.07	16	0.06	157	0.12
Female Householder, own children	99	0.92	275	1.03	2,976	2.20
Female Householder, no own children	2	0.02	45	0.17	391	0.29
2007 Est. Pop Age 16+ by Employment Status*	30,335		77,297		414,388	
In Armed Forces	25	0.08	93	0.12	542	0.13
Civilian - Employed	20,590	67.88	49,807	64.44	261,323	63.06
Civilian - Unemployed	700	2.31	2,150	2.78	12,819	3.09
Not in Labor Force	9,020	29.73	25,246	32.66	139,703	33.71

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	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2007 Est. Civ Employed Pop 16+ Class of Worker*	20,590		49,807		261,323	
For-Profit Private Workers	14,915	72.44	35,543	71.36	191,810	73.40
Non-Profit Private Workers	1,218	5.92	3,014	6.05	15,027	5.75
Local Government Workers	1,702	8.27	4,050	8.13	19,439	7.44
State Government Workers	564	2.74	1,511	3.03	7,402	2.83
Federal Government Workers	471	2.29	1,212	2.43	5,426	2.08
Self-Emp Workers	1,671	8.12	4,359	8.75	21,616	8.27
Unpaid Family Workers	49	0.24	117	0.23	603	0.23
2007 Est. Civ Employed Pop 16+ by Occupation*	20,590		49,807		261,323	
Management, Business, and Financial Operations	4,739	23.02	10,605	21.29	51,472	19.70
Professional and Related Occupations	4,662	22.64	10,752	21.59	55,038	21.06
Service	2,264	11.00	6,088	12.22	35,553	13.61
Sales and Office	6,048	29.37	14,444	29.00	74,183	28.39
Farming, Fishing, and Forestry	6	0.03	29	0.06	268	0.10
Construction, Extraction and Maintainance	1,415	6.87	4,225	8.48	23,954	9.17
Production, Transportation and Material Moving	1,456	7.07	3,665	7.36	20,856	7.98
2007 Est. Pop 16+ by Occupation Classification*	20,590		49,807		261,323	
Blue Collar	2,871	13.94	7,890	15.84	44,810	17.15
White Collar	15,428	74.93	35,760	71.80	180,547	69.09
Service and Farm	2,291	11.13	6,157	12.36	35,966	13.76
2007 Est. Workers Age 16+, Transportation To Work*	20,156		48,856		256,433	
Drove Alone	15,064	74.74	35,715	73.10	183,042	71.38
Car Pooled	1,945	9.65	5,527	11.31	31,759	12.38
Public Transportation	1,881	9.33	4,516	9.24	22,617	8.82
Walked	188	0.93	400	0.82	3,830	1.49
Motorcycle	64	0.32	117	0.24	467	0.18
Bicycle	50	0.25	146	0.30	1,242	0.48
Other Means	115	0.57	300	0.61	2,388	0.93
Worked at Home	849	4.21	2,133	4.37	11,087	4.32
2007 Est. Workers Age 16+ by Travel Time to Work*	19,306		46,722		245,346	
Less than 15 Minutes	2,539	13.15	8,381	17.94	52,809	21.52
15 - 29 Minutes	6,476	33.54	14,343	30.70	67,935	27.69
30 - 44 Minutes	3,961	20.52	9,165	19.62	46,429	18.92
45 - 59 Minutes	2,511	13.01	5,668	12.13	29,124	11.87
60 or more Minutes	3,820	19.79	9,166	19.62	49,049	19.99
2007 Est. Average Travel Time to Work in Minutes*	38.41		37.38		37.14	

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Description	0.00 - 3.00 miles Radius 1	%	0.00 - 5.00 miles Radius 2	%	0.00 - 10.00 miles Radius 3	%
2007 Est. Tenure of Occupied Housing Units	14,044		35,077		194,532	
Owner Occupied	11,182	79.62	27,078	77.20	134,570	69.18
Renter Occupied	2,862	20.38	7,999	22.80	59,961	30.82
2007 Occ Housing Units, Avg Length of Residence	10		11		10	
2007 Est. All Owner-Occupied Housing Values	11,182		27,078		134,570	
Value Less than $20,000	4	0.04	60	0.22	454	0.34
Value $20,000 - $39,999	14	0.13	81	0.30	731	0.54
Value $40,000 - $59,999	20	0.18	88	0.32	650	0.48
Value $60,000 - $79,999	6	0.05	83	0.31	708	0.53
Value $80,000 - $99,999	15	0.13	68	0.25	715	0.53
Value $100,000 - $149,999	6	0.05	90	0.33	1,568	1.17
Value $150,000 - $199,999	107	0.96	321	1.19	2,827	2.10
Value $200,000 - $299,999	724	6.47	1,524	5.63	12,362	9.19
Value $300,000 - $399,999	869	7.77	2,711	10.01	18,237	13.55
Value $400,000 - $499,999	1,470	13.15	4,164	15.38	18,837	14.00
Value $500,000 - $749,999	4,096	36.63	9,143	33.77	31,508	23.41
Value $750,000 - $999,999	2,495	22.31	4,916	18.15	18,138	13.48
Value $1,000,000 or more	1,355	12.12	3,829	14.14	27,835	20.68
2007 Est. Median All Owner-Occupied Housing Value	$643,764		$618,917		$580,901	
2007 Est. Housing Units by Units in Structure*	14,351		35,829		201,804	
1 Unit Attached	1,639	11.42	2,680	7.48	17,509	8.68
1 Unit Detached	10,278	71.62	26,786	74.76	125,942	62.41
2 Units	37	0.26	212	0.59	2,740	1.36
3 to 19 Units	1,530	10.66	3,403	9.50	27,887	13.82
20 to 49 Units	379	2.64	728	2.03	7,730	3.83
50 or More Units	446	3.11	1,590	4.44	15,449	7.66
Mobile Home or Trailer	41	0.29	426	1.19	4,397	2.18
Boat, RV, Van, etc.	2	0.01	4	0.01	149	0.07

Pop-Facts: Demographic Snapshot Report

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate
Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate
Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate

Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	*Radius 2*	%	*Radius 3*	%
2007 Est. Housing Units by Year Structure Built	14,351		35,829		201,804	
Housing Units Built 1999 to 2007	1,175	8.19	2,635	7.35	18,853	9.34
Housing Unit Built 1995 to 1998	1,026	7.15	1,619	4.52	8,872	4.40
Housing Unit Built 1990 to 1994	1,097	7.64	1,978	5.52	13,815	6.85
Housing Unit Built 1980 to 1989	2,812	19.59	5,779	16.13	37,445	18.56
Housing Unit Built 1970 to 1979	4,494	31.31	9,971	27.83	47,145	23.36
Housing Unit Built 1960 to 1969	2,630	18.33	8,507	23.74	34,936	17.31
Housing Unit Built 1950 to 1959	840	5.85	4,119	11.50	26,250	13.01
Housing Unit Built 1940 to 1949	149	1.04	863	2.41	10,465	5.19
Housing Unit Built 1939 or Earlier	127	0.88	358	1.00	4,024	1.99
2007 Est. Median Year Structure Built **	1978		1974		1975	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Appendix: Area Listing

Area Name:

Type: Radius 1 | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

DIABLO ST AT CENTER ST
CLAYTON, CA 94517

Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 3.00

Area Name:

Type: Radius 2 | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

DIABLO ST AT CENTER ST
CLAYTON, CA 94517

Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 5.00

Area Name:

Type: Radius 3 | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

DIABLO ST AT CENTER ST
CLAYTON, CA 94517

Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 10.00

Project Information:

Site: 1

Order Number: 966280703

Executive Summary

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total

- The population in this area is estimated to change from 37,232 to 38,367, resulting in a growth of 3.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 2.8%.

  The population in the United States is estimated to change from 281,421,906 to 301,045,522, resulting in a growth of 7.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.

- The current year median age for this population is 39.7, while the average age is 38.2. Five years from now, the median age is projected to be 41.2.

  The current year median age for the United States is 36.5, while the average age is 37.3. Five years from now, the median age is projected to be 37.6.

- Of this area's current year estimated population:

  75.7% are White Alone, 2.0% are Black or African Am. Alone, 0.5% are Am. Indian and Alaska Nat. Alone, 11.5% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 3.9% are Some Other Race, and 6.2% are Two or More Races.

  For the entire United States:

  73.1% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.3% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.4% are Some Other Race, and 2.8% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 12.2%, while the United States current estimated Hispanic or Latino population is 14.9%.

- The number of households in this area is estimated to change from 13,542 to 14,044, resulting in an increase of 3.7% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.6%.

  The number of households in the United States is estimated to change from 105,480,101 to 113,668,003, resulting in an increase of 7.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.9%.

- The average household income is estimated to be $110,267 for the current year, while the average household income for the United States is estimated to be $66,670 for the same time frame.

  The average household income in this area is projected to increase 10.3% over the next five years, from $110,267 to $121,668. The United States is projected to have a 10.6% increase in average household income.

- The current year estimated per capita income for this area is $40,436, compared to an estimate of $25,495 for the United States as a whole.

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total

- For this area, 53.7% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

  0.1% are in the Armed Forces, 67.9% are employed civilians, 2.3% are unemployed civilians, and 29.7% are not in the labor force.

  For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

  0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.

- For this area, 53.7% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

  13.9% have occupation type blue collar, 74.9% are white collar, and 11.1% are Service & farm workers.

  For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

  23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

  23.0% are in "Management, Business, and Financial Operations", 22.6% are in "Professional and Related Occupations", 11.0% are in "Service", and 29.4% are in "Sales and Office".

  0.0% are in "Farming, Fishing, and Forestry", 6.9% are in "Construction, Extraction, and Maintenance", and 7.1% are in "Production, Transportation, and Material Moving".

  For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

  13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".

  0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".

- Currently, it is estimated that 11.0% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 28.4% had earned a Bachelor's Degree.

  In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total

- Most of the dwellings in this area (79.6%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.0%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (71.6%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (31.3%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.
  The majority of housing units in the United States (16.5%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Executive Summary

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total

- The population in this area is estimated to change from 95,232 to 97,343, resulting in a growth of 2.2% between 2000 and the current year. Over the next five years, the population is projected to grow by 2.5%.

  The population in the United States is estimated to change from 281,421,906 to 301,045,522, resulting in a growth of 7.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.

- The current year median age for this population is 39.8, while the average age is 38.8. Five years from now, the median age is projected to be 41.2.

  The current year median age for the United States is 36.5, while the average age is 37.3. Five years from now, the median age is projected to be 37.6.

- Of this area's current year estimated population:

  71.9% are White Alone, 3.6% are Black or African Am. Alone, 0.6% are Am. Indian and Alaska Nat. Alone, 11.9% are Asian Alone, 0.3% are Nat. Hawaiian and Other Pacific Isl. Alone, 5.5% are Some Other Race, and 6.2% are Two or More Races.

  For the entire United States:

  73.1% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.3% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.4% are Some Other Race, and 2.8% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 15.2%, while the United States current estimated Hispanic or Latino population is 14.9%.

- The number of households in this area is estimated to change from 34,230 to 35,077, resulting in an increase of 2.5% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.0%.

  The number of households in the United States is estimated to change from 105,480,101 to 113,668,003, resulting in an increase of 7.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.9%.

- The average household income is estimated to be $103,562 for the current year, while the average household income for the United States is estimated to be $66,670 for the same time frame.

  The average household income in this area is projected to increase 9.5% over the next five years, from $103,562 to $113,395. The United States is projected to have a 10.6% increase in average household income.

- The current year estimated per capita income for this area is $37,516, compared to an estimate of $25,495 for the United States as a whole.

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total

- For this area, 51.2% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

  0.1% are in the Armed Forces, 64.4% are employed civilians, 2.8% are unemployed civilians, and 32.7% are not in the labor force.

  For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

  0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.

- For this area, 51.2% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

  15.8% have occupation type blue collar, 71.8% are white collar, and 12.4% are Service & farm workers.

  For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

  23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

  21.3% are in "Management, Business, and Financial Operations", 21.6% are in "Professional and Related Occupations", 12.2% are in "Service", and 29.0% are in "Sales and Office".

  0.1% are in "Farming, Fishing, and Forestry", 8.5% are in "Construction, Extraction, and Maintenance", and 7.4% are in "Production, Transportation, and Material Moving".

  For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

  13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".

  0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".

- Currently, it is estimated that 11.2% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 25.0% had earned a Bachelor's Degree.

  In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

Executive Summary

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total

- Most of the dwellings in this area (77.2%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.0%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (74.8%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (27.8%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.
  The majority of housing units in the United States (16.5%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total

- The population in this area is estimated to change from 505,696 to 532,568, resulting in a growth of 5.3% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.3%.

  The population in the United States is estimated to change from 281,421,906 to 301,045,522, resulting in a growth of 7.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.

- The current year median age for this population is 37.8, while the average age is 37.8. Five years from now, the median age is projected to be 38.9.

  The current year median age for the United States is 36.5, while the average age is 37.3. Five years from now, the median age is projected to be 37.6.

- Of this area's current year estimated population:

  65.9% are White Alone, 6.4% are Black or African Am. Alone, 0.7% are Am. Indian and Alaska Nat. Alone, 11.2% are Asian Alone, 0.4% are Nat. Hawaiian and Other Pacific Isl. Alone, 9.0% are Some Other Race, and 6.4% are Two or More Races.

  For the entire United States:

  73.1% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.3% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.4% are Some Other Race, and 2.8% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 21.2%, while the United States current estimated Hispanic or Latino population is 14.9%.

- The number of households in this area is estimated to change from 186,491 to 194,532, resulting in an increase of 4.3% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.9%.
  The number of households in the United States is estimated to change from 105,480,101 to 113,668,003, resulting in an increase of 7.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.9%.

- The average household income is estimated to be $98,519 for the current year, while the average household income for the United States is estimated to be $66,670 for the same time frame.
  The average household income in this area is projected to increase 9.4% over the next five years, from $98,519 to $107,739. The United States is projected to have a 10.6% increase in average household income.

- The current year estimated per capita income for this area is $36,213, compared to an estimate of $25,495 for the United States as a whole.

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total

- For this area, 49.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
  0.1% are in the Armed Forces, 63.1% are employed civilians, 3.1% are unemployed civilians, and 33.7% are not in the labor force.
  For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
  0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.
- For this area, 49.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
  17.1% have occupation type blue collar, 69.1% are white collar, and 13.8% are Service & farm workers.

  For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

  23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.
- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
  19.7% are in "Management, Business, and Financial Operations", 21.1% are in "Professional and Related Occupations", 13.6% are in "Service", and 28.4% are in "Sales and Office".
  0.1% are in "Farming, Fishing, and Forestry", 9.2% are in "Construction, Extraction, and Maintenance", and 8.0% are in "Production, Transportation, and Material Moving".
  For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
  13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".
  0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".

- Currently, it is estimated that 11.3% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 23.2% had earned a Bachelor's Degree.

  In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

Executive Summary

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total

- Most of the dwellings in this area (69.2%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.0%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (62.4%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (23.4%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.
  The majority of housing units in the United States (16.5%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Appendix: Area Listing

Area Name:

Type: Radius 1 | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

DIABLO ST AT CENTER ST
CLAYTON, CA 94517

Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 3.00

Area Name:

Type: Radius 2 | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

DIABLO ST AT CENTER ST
CLAYTON, CA 94517

Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 5.00

Area Name:

Type: Radius 3 | Reporting Detail: Aggregate | Reporting Level: Block Group

Radius Definition:

DIABLO ST AT CENTER ST
CLAYTON, CA 94517

Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 10.00

Project Information:

Site: 1

Order Number: 966280703

PRIZM NE Household Distribution

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total

PRIZM NE		Area		US Base		
Code	**Name**	**Households**	**Pct.**	**Households**	**Pct.**	**Index**
01	Upper Crust	1116	7.95%	1733015	1.52%	521.2
02	Blue Blood Estates	690	4.91%	1113596	0.98%	501.5
03	Movers and Shakers	2074	14.77%	1836308	1.62%	914.1
04	Young Digerati	0	0.00%	1388902	1.22%	0.0
05	Country Squires	461	3.28%	2192590	1.93%	170.2
06	Winner's Circle	534	3.80%	1257011	1.11%	343.8
07	Money and Brains	0	0.00%	2278635	2.00%	0.0
08	Executive Suites	315	2.24%	1038055	0.91%	245.6
09	Big Fish, Small Pond	395	2.81%	2602144	2.29%	122.9
10	Second City Elite	961	6.84%	1340606	1.18%	580.2
11	God's Country	456	3.25%	1780508	1.57%	207.3
12	Brite Lites, Li'l City	1518	10.81%	1694022	1.49%	725.3
13	Upward Bound	1409	10.03%	1804891	1.59%	631.8
14	New Empty Nests	221	1.57%	1203103	1.06%	148.7
15	Pools and Patios	424	3.02%	1492553	1.31%	229.9
16	Bohemian Mix	0	0.00%	2010509	1.77%	0.0
17	Beltway Boomers	240	1.71%	1095259	0.96%	177.4
18	Kids and Cul-de-Sacs	273	1.94%	1853880	1.63%	119.2
19	Home Sweet Home	16	0.11%	2091620	1.84%	6.2
20	Fast-Track Families	0	0.00%	1982588	1.74%	0.0
21	Gray Power	88	0.63%	1046408	0.92%	68.1
22	Young Influentials	17	0.12%	1659223	1.46%	8.3
23	Greenbelt Sports	1	0.01%	1646958	1.45%	0.5
24	Up-and-Comers	832	5.92%	1366547	1.20%	492.8
25	Country Casuals	0	0.00%	1841125	1.62%	0.0
26	The Cosmopolitans	0	0.00%	1325689	1.17%	0.0
27	Middleburg Managers	887	6.32%	2088515	1.84%	343.7
28	Traditional Times	25	0.18%	3253503	2.86%	6.2
29	American Dreams	0	0.00%	2446048	2.15%	0.0
30	Suburban Sprawl	54	0.38%	1488376	1.31%	29.4
31	Urban Achievers	0	0.00%	1711082	1.51%	0.0
32	New Homesteaders	3	0.02%	2327025	2.05%	1.0
33	Big Sky Families	0	0.00%	2010266	1.77%	0.0
34	White Picket Fences	528	3.76%	1406079	1.24%	303.9
35	Boomtown Singles	167	1.19%	1456182	1.28%	92.8
36	Blue-Chip Blues	20	0.14%	1416795	1.25%	11.4
37	Mayberry-ville	0	0.00%	2839730	2.50%	0.0
38	Simple Pleasures	0	0.00%	2635524	2.32%	0.0
39	Domestic Duos	0	0.00%	1360305	1.20%	0.0
40	Close-In Couples	0	0.00%	1324020	1.16%	0.0
41	Sunset City Blues	87	0.62%	1889008	1.66%	37.3
42	Red, White and Blues	0	0.00%	1389756	1.22%	0.0
43	Heartlanders	0	0.00%	2291139	2.02%	0.0

PRIZM NE Household Distribution

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total

PRIZM NE		Area		US Base		
Code	**Name**	**Households**	**Pct.**	**Households**	**Pct.**	**Index**
44	New Beginnings	5	0.04%	1703233	1.50%	2.4
45	Blue Highways	0	0.00%	1781210	1.57%	0.0
46	Old Glories	8	0.06%	1101074	0.97%	5.9
47	City Startups	14	0.10%	1271177	1.12%	8.9
48	Young and Rustic	0	0.00%	2281989	2.01%	0.0
49	American Classics	4	0.03%	1156092	1.02%	2.8
50	Kid Country, USA	3	0.02%	1529683	1.35%	1.6
51	Shotguns and Pickups	0	0.00%	1828591	1.61%	0.0
52	Suburban Pioneers	0	0.00%	1171495	1.03%	0.0
53	Mobility Blues	16	0.11%	1326675	1.17%	9.8
54	Multi-Culti Mosaic	0	0.00%	1910430	1.68%	0.0
55	Golden Ponds	0	0.00%	1805911	1.59%	0.0
56	Crossroads Villagers	0	0.00%	2400787	2.11%	0.0
57	Old Milltowns	0	0.00%	1699060	1.49%	0.0
58	Back Country Folks	0	0.00%	2629485	2.31%	0.0
59	Urban Elders	0	0.00%	1484170	1.31%	0.0
60	Park Bench Seniors	106	0.75%	1199575	1.06%	71.5
61	City Roots	0	0.00%	1301315	1.14%	0.0
62	Hometown Retired	12	0.09%	1249908	1.10%	7.8
63	Family Thrifts	63	0.45%	1895774	1.67%	26.9
64	Bedrock America	1	0.01%	2069178	1.82%	0.4
65	Big City Blues	0	0.00%	1260034	1.11%	0.0
66	Low-Rise Living	0	0.00%	1602059	1.41%	0.0
67	Unclassified	0	0.00%	0		
Total		**14044**	**100.00%**	**113668003**	**100.00%**	**100.0**

PRIZM NE Household Distribution

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total

PRIZM NE		Area		US Base		
Code	**Name**	**Households**	**Pct.**	**Households**	**Pct.**	**Index**
01	Upper Crust	2437	6.95%	1733015	1.52%	455.7
02	Blue Blood Estates	1298	3.70%	1113596	0.98%	377.7
03	Movers and Shakers	2955	8.42%	1836308	1.62%	521.5
04	Young Digerati	0	0.00%	1388902	1.22%	0.0
05	Country Squires	632	1.80%	2192590	1.93%	93.4
06	Winner's Circle	840	2.39%	1257011	1.11%	216.5
07	Money and Brains	0	0.00%	2278635	2.00%	0.0
08	Executive Suites	396	1.13%	1038055	0.91%	123.6
09	Big Fish, Small Pond	512	1.46%	2602144	2.29%	63.8
10	Second City Elite	4267	12.16%	1340606	1.18%	1,031.4
11	God's Country	578	1.65%	1780508	1.57%	105.2
12	Brite Lites, Li'l City	4704	13.41%	1694022	1.49%	899.8
13	Upward Bound	5317	15.16%	1804891	1.59%	954.6
14	New Empty Nests	490	1.40%	1203103	1.06%	132.0
15	Pools and Patios	553	1.58%	1492553	1.31%	120.1
16	Bohemian Mix	0	0.00%	2010509	1.77%	0.0
17	Beltway Boomers	497	1.42%	1095259	0.96%	147.0
18	Kids and Cul-de-Sacs	807	2.30%	1853880	1.63%	141.1
19	Home Sweet Home	372	1.06%	2091620	1.84%	57.6
20	Fast-Track Families	0	0.00%	1982588	1.74%	0.0
21	Gray Power	125	0.36%	1046408	0.92%	38.7
22	Young Influentials	98	0.28%	1659223	1.46%	19.1
23	Greenbelt Sports	1	0.00%	1646958	1.45%	0.2
24	Up-and-Comers	2130	6.07%	1366547	1.20%	505.1
25	Country Casuals	0	0.00%	1841125	1.62%	0.0
26	The Cosmopolitans	0	0.00%	1325689	1.17%	0.0
27	Middleburg Managers	2554	7.28%	2088515	1.84%	396.3
28	Traditional Times	26	0.07%	3253503	2.86%	2.6
29	American Dreams	0	0.00%	2446048	2.15%	0.0
30	Suburban Sprawl	80	0.23%	1488376	1.31%	17.4
31	Urban Achievers	0	0.00%	1711082	1.51%	0.0
32	New Homesteaders	3	0.01%	2327025	2.05%	0.4
33	Big Sky Families	1	0.00%	2010266	1.77%	0.2
34	White Picket Fences	1589	4.53%	1406079	1.24%	366.2
35	Boomtown Singles	376	1.07%	1456182	1.28%	83.7
36	Blue-Chip Blues	106	0.30%	1416795	1.25%	24.2
37	Mayberry-ville	0	0.00%	2839730	2.50%	0.0
38	Simple Pleasures	0	0.00%	2635524	2.32%	0.0
39	Domestic Duos	51	0.15%	1360305	1.20%	12.1
40	Close-In Couples	0	0.00%	1324020	1.16%	0.0
41	Sunset City Blues	272	0.78%	1889008	1.66%	46.7
42	Red, White and Blues	0	0.00%	1389756	1.22%	0.0
43	Heartlanders	0	0.00%	2291139	2.02%	0.0

PRIZM NE Household Distribution

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total

PRIZM NE		Area		US Base		
Code	**Name**	**Households**	**Pct.**	**Households**	**Pct.**	**Index**
44	New Beginnings	5	0.01%	1703233	1.50%	1.0
45	Blue Highways	3	0.01%	1781210	1.57%	0.5
46	Old Glories	25	0.07%	1101074	0.97%	7.4
47	City Startups	109	0.31%	1271177	1.12%	27.8
48	Young and Rustic	0	0.00%	2281989	2.01%	0.0
49	American Classics	18	0.05%	1156092	1.02%	5.0
50	Kid Country, USA	3	0.01%	1529683	1.35%	0.6
51	Shotguns and Pickups	2	0.01%	1828591	1.61%	0.4
52	Suburban Pioneers	1	0.00%	1171495	1.03%	0.3
53	Mobility Blues	35	0.10%	1326675	1.17%	8.5
54	Multi-Culti Mosaic	0	0.00%	1910430	1.68%	0.0
55	Golden Ponds	0	0.00%	1805911	1.59%	0.0
56	Crossroads Villagers	3	0.01%	2400787	2.11%	0.4
57	Old Milltowns	0	0.00%	1699060	1.49%	0.0
58	Back Country Folks	0	0.00%	2629485	2.31%	0.0
59	Urban Elders	0	0.00%	1484170	1.31%	0.0
60	Park Bench Seniors	499	1.42%	1199575	1.06%	134.8
61	City Roots	0	0.00%	1301315	1.14%	0.0
62	Hometown Retired	83	0.24%	1249908	1.10%	21.5
63	Family Thrifts	222	0.63%	1895774	1.67%	37.9
64	Bedrock America	2	0.01%	2069178	1.82%	0.3
65	Big City Blues	0	0.00%	1260034	1.11%	0.0
66	Low-Rise Living	0	0.00%	1602059	1.41%	0.0
67	Unclassified	0	0.00%	0		
Total		**35077**	**100.00%**	**113668003**	**100.00%**	**100.0**

PRIZM NE Household Distribution

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	11497	5.91%	1733015	1.52%	387.6
02	Blue Blood Estates	5791	2.98%	1113596	0.98%	303.9
03	Movers and Shakers	10818	5.56%	1836308	1.62%	344.2
04	Young Digerati	0	0.00%	1388902	1.22%	0.0
05	Country Squires	7554	3.88%	2192590	1.93%	201.3
06	Winner's Circle	7849	4.03%	1257011	1.11%	364.9
07	Money and Brains	0	0.00%	2278635	2.00%	0.0
08	Executive Suites	3144	1.62%	1038055	0.91%	177.0
09	Big Fish, Small Pond	3920	2.02%	2602144	2.29%	88.0
10	Second City Elite	15174	7.80%	1340606	1.18%	661.4
11	God's Country	3113	1.60%	1780508	1.57%	102.2
12	Brite Lites, Li'l City	24609	12.65%	1694022	1.49%	848.8
13	Upward Bound	17808	9.15%	1804891	1.59%	576.5
14	New Empty Nests	4186	2.15%	1203103	1.06%	203.3
15	Pools and Patios	3107	1.60%	1492553	1.31%	121.6
16	Bohemian Mix	0	0.00%	2010509	1.77%	0.0
17	Beltway Boomers	1969	1.01%	1095259	0.96%	105.0
18	Kids and Cul-de-Sacs	3979	2.05%	1853880	1.63%	125.4
19	Home Sweet Home	3279	1.69%	2091620	1.84%	91.6
20	Fast-Track Families	0	0.00%	1982588	1.74%	0.0
21	Gray Power	3259	1.68%	1046408	0.92%	182.0
22	Young Influentials	856	0.44%	1659223	1.46%	30.1
23	Greenbelt Sports	36	0.02%	1646958	1.45%	1.3
24	Up-and-Comers	12830	6.60%	1366547	1.20%	548.6
25	Country Casuals	9	0.00%	1841125	1.62%	0.3
26	The Cosmopolitans	0	0.00%	1325689	1.17%	0.0
27	Middleburg Managers	10846	5.58%	2088515	1.84%	303.4
28	Traditional Times	61	0.03%	3253503	2.86%	1.1
29	American Dreams	0	0.00%	2446048	2.15%	0.0
30	Suburban Sprawl	820	0.42%	1488376	1.31%	32.2
31	Urban Achievers	0	0.00%	1711082	1.51%	0.0
32	New Homesteaders	41	0.02%	2327025	2.05%	1.0
33	Big Sky Families	18	0.01%	2010266	1.77%	0.5
34	White Picket Fences	9218	4.74%	1406079	1.24%	383.1
35	Boomtown Singles	2943	1.51%	1456182	1.28%	118.1
36	Blue-Chip Blues	1149	0.59%	1416795	1.25%	47.4
37	Mayberry-ville	0	0.00%	2839730	2.50%	0.0
38	Simple Pleasures	13	0.01%	2635524	2.32%	0.3
39	Domestic Duos	827	0.43%	1360305	1.20%	35.5
40	Close-In Couples	0	0.00%	1324020	1.16%	0.0
41	Sunset City Blues	1840	0.95%	1889008	1.66%	56.9
42	Red, White and Blues	0	0.00%	1389756	1.22%	0.0
43	Heartlanders	2	0.00%	2291139	2.02%	0.1

PRIZM NE Household Distribution

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total

PRIZM NE		Area		US Base		
Code	**Name**	**Households**	**Pct.**	**Households**	**Pct.**	**Index**
44	New Beginnings	423	0.22%	1703233	1.50%	14.5
45	Blue Highways	12	0.01%	1781210	1.57%	0.4
46	Old Glories	441	0.23%	1101074	0.97%	23.4
47	City Startups	4570	2.35%	1271177	1.12%	210.1
48	Young and Rustic	0	0.00%	2281989	2.01%	0.0
49	American Classics	3052	1.57%	1156092	1.02%	154.3
50	Kid Country, USA	13	0.01%	1529683	1.35%	0.5
51	Shotguns and Pickups	8	0.00%	1828591	1.61%	0.3
52	Suburban Pioneers	493	0.25%	1171495	1.03%	24.6
53	Mobility Blues	1579	0.81%	1326675	1.17%	69.5
54	Multi-Culti Mosaic	0	0.00%	1910430	1.68%	0.0
55	Golden Ponds	7	0.00%	1805911	1.59%	0.2
56	Crossroads Villagers	13	0.01%	2400787	2.11%	0.3
57	Old Milltowns	10	0.01%	1699060	1.49%	0.3
58	Back Country Folks	0	0.00%	2629485	2.31%	0.0
59	Urban Elders	0	0.00%	1484170	1.31%	0.0
60	Park Bench Seniors	3696	1.90%	1199575	1.06%	180.0
61	City Roots	0	0.00%	1301315	1.14%	0.0
62	Hometown Retired	1435	0.74%	1249908	1.10%	67.1
63	Family Thrifts	6205	3.19%	1895774	1.67%	191.3
64	Bedrock America	9	0.00%	2069178	1.82%	0.3
65	Big City Blues	0	0.00%	1260034	1.11%	0.0
66	Low-Rise Living	0	0.00%	1602059	1.41%	0.0
67	Unclassified	0	0.00%	0		
Total		**194531**	**100.00%**	**113668003**	**100.00%**	**100.0**

PRIZM NE Clusters and 2007 Estimates are Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Households Base Percent" for the cluster, times 100.

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PRIZM NE

Methodology Summary

PRIZM—The New Evolution (PRIZM® NE) culminates years of research and development in a ground-breaking methodology that allows marketers to seamlessly shift from five-digit ZIP Code to Census Tract to Block Group to ZIP+4, all the way down to the individual household level—all with the same set of 66 segments. This single set of segments affords marketers the benefits of household-level precision in applications such as direct mail, while at the same time maintaining the broad market linkages, usability and cost-effectiveness of geodemographics for applications such as market sizing and site selection.

New statistical techniques

In 1980 and 1990, Claritas statisticians rebuilt PRIZM by essentially repeating the same steps they performed when Claritas pioneered geodemographic segmentation for marketing in 1976. They aggressively analyzed the data, isolated key factors and developed a new clustering system. The development of each new system provided an opportunity to evaluate and implement improvements as they became available, but the underlying marketing segmentation technique was clustering.

With PRIZM NE, Claritas breaks with traditional clustering algorithms to embrace a new technology that yields better segmentation results. PRIZM NE was created by a proprietary method developed by Claritas statisticians called Multivariate Divisive Partitioning (MDP). MDP borrows and extends a tree partitioning method that creates the segments based on demographics that matter most to a households' behaviors.

The most common tree partitioning marketing segmentation technique, Classification and Regression Trees (often referred to as "CART"), involves a more modeling-oriented process than clustering. Described simply, statisticians begin with a single behavior they wish to predict and start with all participating households in a single segment. Predictor variables, such as income, age or presence of children, are analyzed to find the variable—and the appropriate value of that variable—that divides the single segment into two that have the greatest difference for that behavior. Additional splitting takes place until all effective splits have been made or the size of the segment created falls below a target threshold.

A significant limitation of the CART technique is that it generates an optimal model for only a single behavior. Because PRIZM NE is a multi-purpose marketing segmentation system, optimization across a broader range of behaviors is necessary. Claritas' modifications to CART that resulted in the MDP technique, for which a patent is now pending, extends this simple CART process to simultaneously optimize across 250 distinct behaviors at once. This advancement allowed Claritas to take full advantage of the nearly 10,000 behaviors and hundreds of demographic predictor variables at different geographic levels, including household, that are available. The MDP process was run hundreds of times, varying the sets of behaviors, the predictor variables sets and a number of other parameters to ensure that the resulting segments represent behaviorally important groupings.

New data sources

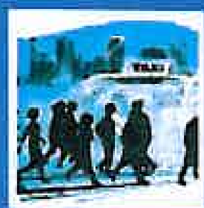
In addition to this unique statistical technique, Claritas employed an unprecedented number of data sources and data levels in the development of PRIZM NE. Geodemographic data, the mainstay of previous marketing segmentation systems, included Census 2000 demographics and ZIP+4-level demographics summarized from compiled lists.

For the first time, Claritas also used household-level demographics in the development process. A massive database was assembled that included more than 890,000 household records from sources as diverse as Claritas' proprietary Market Audit® financial survey, R.L. Polk's new car buyers, Mediamark Research Inc., Simmons lifestyle surveys, Medstat's PULSE survey of healthcare behaviors and Claritas' client files.

Each of these 890,000 records included rich behavioral data, including both penetration ("Has a mutual fund") and volume ("Has $X in a mutual fund"). Further, a substantial subset of the file—about 350,000—even had self-reported demographics to serve as a benchmark for the other sources, including the compiled list data.

Claritas urbanization measures

Another important dimension of PRIZM NE is Claritas' "urbanization" model which proved to be a critical input to the earlier PRIZM marketing segmentation systems. Multiple refinements to the urbanization model for the PRIZM NE release allow it to provide a better contextual framework than earlier models. The result of these improvements was the identification of five distinct urbanization classes; however, PRIZM NE development showed optimal performance by using the following four classes:



Urban areas (U) have population density scores mostly between 85 and 99. They include both the downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond city limits and into surrounding jurisdictions to encompass most of America's earliest suburban expansion.

Second Cities (C) are less densely populated than urban areas, with population density scores typically between 40 and 85. While similar to the suburban densities, second cities are the population center of their surrounding community. As such, many are concentrated within America's larger towns and smaller cities. This class also includes thousands of satellite cities—higher density suburbs encircling major metropolitan centers, typically with far greater affluence than their small-city cousins.

Suburbs (S) have population density scores between 40 and 90, and are clearly dependent on urban areas or second cities. Unlike second cities, they are not the population center of their surrounding community, but rather a continuation of the density decline as you move out from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another, or to the urban or second city core, than within themselves.

Town & Country (T) areas, collapsed into a single urbanization category, have population density scores under 40. This category includes exurbs, towns, farming communities and a wide range of other rural areas. The "town" aspect of this class covers the thousands of small towns and villages scattered amongst the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros. Households in these exurban segments live amongst higher densities and are more affluent than their rural neighbors.

To each household record, Claritas appended geographic identifiers at the census Block Group and ZIP+4 levels, compiled list demographics from the Equifax TotalSource file, compiled neighborhood-level characteristics from census block group data and summarized ZIP+4-level demographics and Claritas custom measures. The resulting database was used to design and evaluate systems at the self-reported household, list-based household, ZIP+4 and Block Group levels.

While self-reported data outperformed all other sources, the limited availability of such data makes it unsuitable for broad-use marketing segmentation. The next-best performing data source is list-based household data, which is available for nearly 200 million households. While geodemographic data—the basis for previous marketing segmentation systems—is valuable for many applications, it does not reach the level of list-based household data.

After fully assessing the performance of list data and comparing it to self-reported data, Claritas chose to use the list data for PRIZM NE development after making a number of enhancements:

- Rebalancing the list data to national norms
- Enhancing the household-level demographic models in select cases
- Estimating missing values
- Making adjustments for differences in data ranges or "breaks"

Measuring consumer behavior with demographic predictors

Using urbanization and list-based demographics as predictor variables for the nearly 10,000 behaviors available, MDP produced a candidate model for each set of behaviors and predictor variables. Each candidate model's performance was assessed on its own merit, as well as in comparison to various benchmark systems. If the overall performance was sufficient in this initial evaluation, the candidate model was saved and its performance further analyzed in terms of more specific criteria. In general, only one of every five or six models created was considered good enough to save. Claritas statisticians saved more than 80 models for additional evaluation and submitted the best to a cross-functional marketing segmentation evaluation team for final performance assessment and model selection.

To evaluate the candidate models, approximately 6,300 of the 10,000 behavioral profiles were selected as a representative "test bed" of behaviors. For each of the 80 models under final consideration, a set of performance statistics was calculated for each of the 6,300 profiles. The performance of each candidate system was then compared to a number of benchmark systems, including:

- PRIZM 62 at both Block Group and ZIP+4 levels
- MicroVision® 50 at the ZIP+4 level
- MicroVision 95 at the ZIP+4 level
- LifeP$YCLE®, Claritas' household-level insurance/financial system
- ConneXions™, Claritas' household-level telecommunications system

Each candidate model was examined for:

- Overall model performance
- Performance within more than 150 specific behavior categories, including:
  - —Cable, Satellite, Telephone and Technology
  - —Real Estate, Restaurants, Retail and Travel
  - —Media Usage
  - —Automotive
- Performance on the individual profiles within the customer behavior categories

Transition to marketing segmentation with PRIZM NE

PRIZM NE replaced the PRIZM system (now referred to as "PRIZM 62") and MicroVision. PRIZM NE will continue to lead the industry in helping marketers reach a deeper understanding of their most important customer groups.

Among the current offerings for PRIZM NE:

Household-level coding

Household-level is the new and powerful extension of PRIZM NE—the same segment codes as the geodemographic system that differentiate between households in the same neighborhood. Using the customer's name and address, household-level demographic data is appended and used in an algorithm to determine the household's PRIZM NE code.

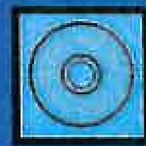
Profile databases

What makes marketing segmentation more than a score is the means to assess what your customers are like, where they live and shop, and how best to reach them. Profile databases provide descriptive detail to create a fully three-dimensional view of your best customers. Lifestyle profiles are available for both the Simmons and MRI surveys; automotive detail comes from Polk data; industry-specific behaviors are captured by Claritas' surveys—Market Audit for financial behaviors, Insurance Audit for insurance and Convergence Audit for communications and energy behaviors.

Geodemographic coding

PRIZM NE codes can be appended to nearly every address in the U.S. using Claritas' online geocoder MyBestCustomers.com, our desktop geocoder PrecisionCode™, or a PRIZM NE directory file. Codes continue to be easy to append, with nearly 100% coverage for geographies ranging from ZIP+4 to Block Group to ZIP Code to Census Tract.

Directory license

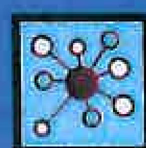


Segmentation best serves marketing when it provides an organizing framework for how the entire company thinks about its customers. To make PRIZM NE as accessible—and cost-effective—as possible, the geodemographic levels can be licensed for unlimited use by means of a directory. A directory flat file can be delivered to your technology users.

Segment distributions

With a coded customer file, you can determine your own customer penetration using the PRIZM NE distributions. The distributions provide counts "on the ground," by segment, for standard geographic levels across the entire U.S. Distributions are available for U.S., State, DMA, MSA, County, Tract, ZIP and BG (ZIP+4 is available only as a single assignment). Segment distributions are also useful for ranking markets and estimating demand.

Link partners



Extending the legacy of PRIZM 62 and MicroVision, Claritas intends to make PRIZM NE marketing segmentation services available everywhere. Our network of partner companies makes PRIZM NE available on virtually all industry-standard databases, direct marketing service bureaus, and primary research vendors. Marketers can utilize the power of PRIZM NE continuously from market research, analysis, and targeting, through media planning and evaluation.

MyBestSegments.com

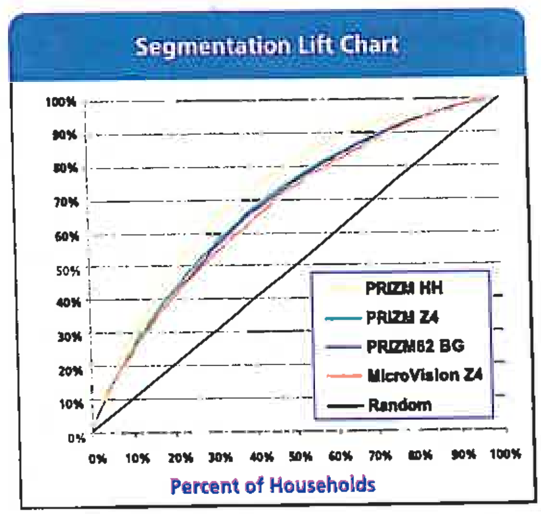
MyBestSegments.com provides the rich demographic and behavioral detail to answer the question "What are my customers like?" This data was previously provided through "Cluster Snapshots" or the "Marketer's Guides." MyBestSegments.com links directly to the ConsumerPoint™ datamart—making data for PRIZM NE available online and updates automatic.

The final PRIZM NE model, selected for its consistently outstanding performance compared to Claritas' benchmark systems, incorporates the following predictors:

- Claritas' urbanization measure
- Household characteristics such as affluence, age and family composition
- Neighborhood characteristics such as housing stock and home ownership

The 66 segments are numbered according to socioeconomic rank (which takes into account characteristics such as income, education, occupation and home value) and are grouped in two different ways:

- **Social Groups:** 14 groups based on urbanization and socioeconomic rank
- **LifeStage Groups:** 11 groups based on age and presence of children at home, as well as socioeconomic rank



This graph demonstrates the improved performance of PRIZM NE over other Claritas marketing segmentation systems, as well as the power of household-level demographic data as compared to geodemographic data. The black "random" line represents marketing without any targeting—contacting 40% of all households results in reaching 40% of all likely customers for the product. The ZIP+4 implementation of PRIZM NE, represented by the green line, provides a small lift over the older geodemographic systems, reaching roughly 65% of customers by contacting the best 40% of households. PRIZM HH (yellow line) shows marked lift over all of the geodemographic systems, reaching more than 70% of customers by contacting the best 40% of households.

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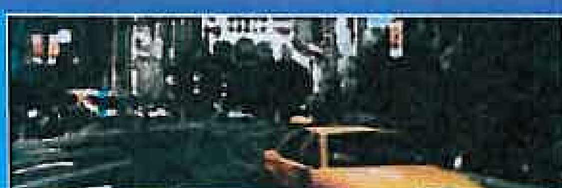
PRIZM NE

Lifestyle Segmentation System



Know your customers and prospects through segmentation

Today's consumers have high expectations for personalized products and services. They might consider your marketing proposition...if you reach them...and if you offer them what they want...and if it's on their terms. Your key to survival is to increase your odds by finding your most profitable prospects and then delivering what they need. But, how do you know your most profitable prospects? How do you reach them, how do you get them to respond?

Your best approach to is to tailor your marketing strategies to match your customers' behaviors. Through our industry-standard PRIZM®, The New Evolution (PRIZM NE) segmentation system, you will deliver the right products to the right people through the right channels—all at the right time!

PRIZM NE distills an ocean of demographic and behavioral data into an easy way to identify, understand and target your customers and prospects. By defining every household in terms of 66 demographically and behaviorally distinct types or "segments," PRIZM NE helps you learn about their likes, dislikes, lifestyles and purchase behavior. This revolutionary marketing tool provides a sound basis for effective decision making across every aspect of consumer marketing. Once you understand your customers and prospects, you will target them more efficiently, tailoring your message and products specifically to them.

What differentiates PRIZM NE is its powerful ability to link household and neighborhood-level segment assignments. This integrated system provides a seamless transition from market planning and media strategy, to customer acquisition, cross-selling and retention. The result? You'll target more precisely, while still linking to geography and syndicated data sources.

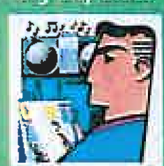
This seamless transition between household-level precision and the power of neighborhood context marks the first time a segmentation system—one complete with links to market estimates, syndicated lifestyle descriptors and media measures, and access through multiple data partners—shares the same segments for all levels of analyses. Once again, Claritas' commitment to expanding marketing's frontiers gives you cutting-edge marketing strategy tools.

Through PRIZM NE segmentation, you will discover many pieces of behavioral and lifestyle information about your best customers. Knowing where they live, the products they purchase, what they like to do in their free time and their media preferences helps you communicate more effectively with them. Segmentation also gives you the ability to find more customers just like them.

#21
Gray Power

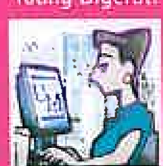
The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

#65
Big City Blues



With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.

#04
Young Digerati



Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs, clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

Deliver results with PRIZM NE segmentation

Your company depends on you to select the best targets and maximize results. You can put the 66 PRIZM segments to work in a variety of ways to provide greater targeting precision for your marketing efforts. Here's how PRIZM NE delivers your best consumers.

Find your targets

PRIZM NE links your customer market data with neighborhood demographics, syndicated survey data and survey market research. It reveals exactly which types of consumers are most likely to use your product or service and allows you to group similar segments together to realize the greatest targeting efficiency and reach. Any customer file, list or survey can be PRIZM NE-coded. If you don't have a customer database, Claritas can create surrogate consumer profiles for you from our storehouse of syndicated consumer surveys and marketing data. With PRIZM NE, you'll find customers who represent your most profitable and sustainable opportunities.

Discover what your best targets are like

Once you have identified and defined your targets, you can use PRIZM NE to generate a thorough lifestyle profile that discloses your targets' predominant lifestyle, hobby and product usage patterns. Armed with this information, you can highlight the products, services and communications you know they value. With segmentation, you can also find out how your targets don't spend their time and money to avoid making costly and ineffective marketing research decisions.

Determine where they live

PRIZM NE works with all levels of geography, which means you can discover where your current customers or prospects live and locate more people like them, anywhere in the United States. Accurate geographic information is essential for effective site selection, product distribution, media planning and overall resource allocation.

Learn how you can reach them

Once you understand your targets, you can use PRIZM NE segmentation to evaluate the best ways to reach them. For media planning, you can learn which magazines and newspapers they read and which TV, cable or radio shows they prefer. For direct marketing, you can define selection criteria for mailing lists. With PRIZM NE, you can also analyze site potential and optimize in-store promotions and merchandise mix.

Make your data actionable

PRIZM NE is everywhere. It links with virtually every major marketing database in the U.S., making it a common language for integrated marketing. Consumer marketing surveys, audience measurement systems, compiled direct mail lists and syndicated marketing databases all link to PRIZM NE, allowing you to select survey samples by PRIZM NE segments or have your completed surveys or customer data PRIZM coded and profiled. If your budget doesn't allow for household data, PRIZM NE also provides you with an economical, precision targeting alternative, as well as the flexibility to integrate household data at any time.

Claritas pioneered customer segmentation systems for commercial use over 30 years ago—giving you an insider's view of your customers and prospects. PRIZM, the first segmentation system of its kind, provides a standard way of sorting the population into similar groups by demographics, lifestyle preferences and consumer behaviors to provide you with actionable target marketing information.

You benefit from new statistical techniques

PRIZM has been relied upon by many of the nation's top companies for decades. Because it has been used so vigorously, we have the benefit of feedback from our clients, which we then include in the system. The result is a controlled process for producing the best segmentation system possible.

With the 2000 census data, Claritas statisticians completely rebuilt the previous version of PRIZM by aggressively analyzing new data sources and utilizing advanced statistical techniques to develop an entirely new system. This new version of PRIZM breaks with traditional clustering algorithms to embrace a new technology that yields better segmentation results; that's why we dubbed it PRIZM—The New Evolution.

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

Upscale, suburban, married couples with children – that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment. Movers & Shakers rank number-one for owning a small business and having a home office.

The most accurate and reliable demographic updates

PRIZM NE neighborhood assignments and distributions are updated annually to reflect the demographic changes occurring in neighborhoods. Accurate and reliable demographic estimates and projections are critical to this process. Claritas has the most experienced staff of demographers in the industry who tap into hundreds of local government and private sources to develop current-year estimates and five-year projections for thousands of demographic items at all levels of geography, nationwide. The accuracy and reliability of Claritas estimates has been proven time and time again. In fact, several state courts have even permitted the use of Claritas estimates as "admissible evidence" in cases involving site location disputes between a parent company and their franchisees.

Segmentation—more than a score

While there are many powerful applications in direct mail, true segmentation is not a list-scoring model. Its purpose is much broader and more strategic than any one application. Segmentation should provide your organization with a "lingua franca" for understanding your customers, those of your competitors, as well as the marketplace in general. It should also move beyond your internal departments to empower your advertising agency, direct mail house, primary research provider and franchisees.

Integration of your marketing message is perhaps the best way to cut through the near-constant barrage of market messaging that leads to consumer burnout. To reach today's marketing-savvy consumer, you need to have the right message, in the right media, and at the right time. Ask yourself—does your outdoor advertising tie into your direct mail campaigns? How about your television and print strategies? Radio? Internet? In-store promotions? Successful marketers know the power of integrated marketing and the common language that segmentation can provide for those efforts. Successful marketers use PRIZM NE.

PRIZM NE Lifestage Groups

PRIZM NE's lifestage classifications provide a different way to look at groups of PRIZM NE segments. While social groups are based on both affluence and the Claritas Urbancity measure, lifestage groups account for affluence and a combination of householder age and kids still living at home.

Within three lifestage classes—*Younger Years, Family Life, and Mature Years*—the 66 segments are further grouped into 11 lifestage groups. Each lifestage group's combination of the three variables—affluence, householder age, and presence of children at home—help paint a more vivid picture of the likely lifestyle of the segments in that group. For example, the three lifestage groups that comprise the class *Younger Years* share the characteristic that the majority of households are young and childless.

Our Customer Segmentation Products
- By Alphabetical Order
- By Application & Industry
- By Product Type

Product Literature

The following documents require Acrobat Reader

View the PRIZM NE Brochure

View the PRIZM NE Methodology Summary

View the PRIZM NE Successful Direct Marketing Applications Brochure

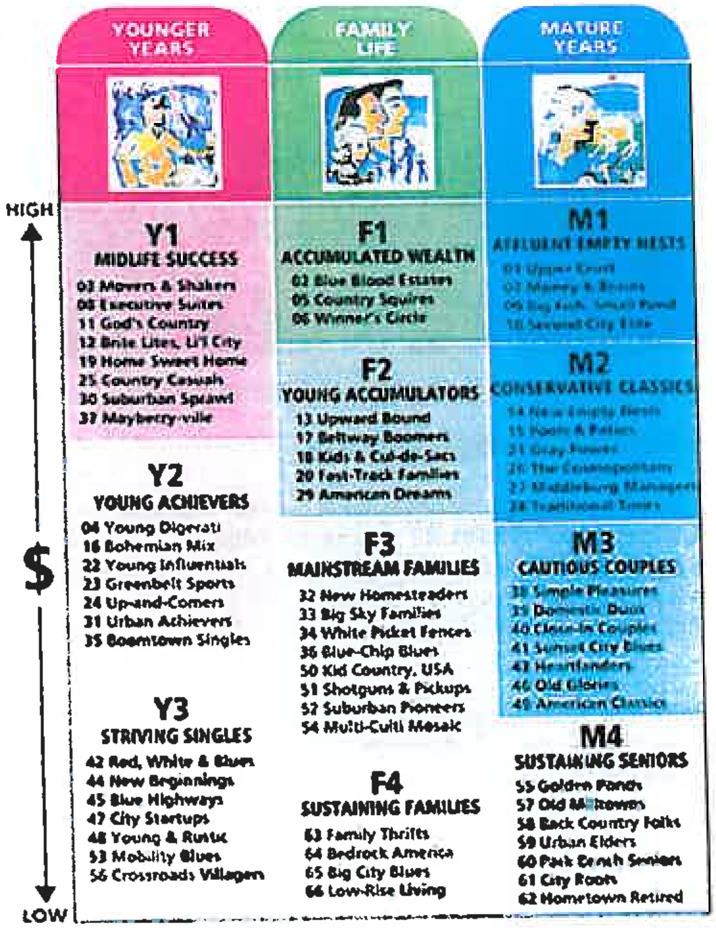
View the Claritas PRIZM HH Test Encoding Fact Sheet

View the PRIZM NE Profile Analysis sample: contains information useful in developing a targeted marketing strategy.

View the PRIZM NE Target Analysis sample: provides in-depth details, including charts,

Customer Segmentation Quick Links

- Claritas Data Dictionary
- Support & Training



What differentiates *Y1: Midlife Success*, from *Y2: Young Achievers*, is the age at which residents have achieved this level of affluence. Similarly, the four groups of segments that make up *Family Life* have children in common, while segments categorized as *Mature Years* are mostly empty nesters. The most affluent family segments fall into *F1: Accumulated Wealth*, which includes *Blue Blood Estates*, *Country Squires*, and *Winner's Circle*.

Younger Years

The first class, *Younger Years*, consists of 22 segments in three lifestage groups where singles and couples are typically under 45 years old and child free: residents may be too young to have kids or are approaching middle age and have chosen not to have them.

Group Y1 – Midlife Success
Group Y2 – Young Achievers
Group Y3 – Striving Singles

Family Life

The presence of children is the defining characteristic of the segments in the *Family Life* class. *Family Life* is comprised of 20 segments in four Lifestage Groups, all of which have high indexes for middle aged adults and children living at home.

Group F1 – Accumulated Wealth
Group F2 – Young Accumulators

maps and reports.

View PRIZM NE Map Samples:
Demographic Density Map
Percent of Residents in Poverty
Dominant PRIZM NE Cluster by ZIP Code
Detroit Demographic Map
US Demographic Map
US Market Potential Map

Related Information

View a listing of Claritas' segmentation case studies.

View a listing of Claritas' segmentation podcasts.

You Are Where You Live
Enter a ZIP Code and learn more about the lifestyle of the PRIZM NE segments that live in that neighborhood!

USA Today Feature: Who We Are
(Requires Macromedia Flash Player.)
As the US population becomes more diverse and affluent, Claritas has redefined the way segments in American society are analyzed. Claritas provided the source data for this USA Today presentation.

Wall Street with Fortune Feature: Following The Money
Claritas, PRIZM NE and Mike Mancini, Vice President of Consumer Targeting Applications, are prominently featured in this news segment from the PBS program, "Wall Steet Week with Fortune".

View this feature by choosing your desired format.

Related Information

Clients share their Claritas experiences:

- **Houston Chronicle**
  300K / 56K
- **Wayne Homes**
  300K / 56K
- **MCI**
  300K / 56K
- **AOL**
  300K / 56K

- Group F3 – Mainstream Families
- Group F4 – Sustaining Families

300K is for broadband users and 56K is for dial-up users.

Mature Years

The final class, *Mature Years*, comprises 24 segments in four lifestage groups, all with residents who tend to be over 45 years old and childless—segments with high rates for both 50 year old residents and children under 18 are included in *Family Life*.

- Group M1 – Affluent Empty Nests
- Group M2 – Conservative Classics
- Group M3 – Cautious Couples
- Group M4 – Sustaining Seniors

Group Y1 – Midlife Success

The eight segments in Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college educated residents who make six figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise, and travel.

- 03. Movers & Shakers
- 08. Executive Suites
- 11. God's Country
- 12. Brite Lites Li'l City
- 19. Home Sweet Home
- 25. Country Casuals
- 30. Suburban Sprawl
- 37. Mayberry-ville

03. Movers & Shakers – Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.

08. Executive Suites – Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates–both groups are represented at more than twice the national average–this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

11. God's Country – When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.

12. Brite Lites Li'l City – Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.

19. Home Sweet Home – Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

25. Country Casuals – There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here–and most households boast two earners–have well-paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

30. Suburban Sprawl – Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

37. Mayberry-ville – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

Return to General Group Listing

Group Y2 – Young Achievers

Young, hip singles are the prime residents of *Young Achievers*, a lifestage group of twentysomethings who've recently settled in metro neighborhoods. Their incomes range from working class to well to do, but most residents are still renting apartments in cities or close in suburbs. These seven segments contain a high percentage of Asian singles, and there's a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music, and lively nightlife. *Young Achiever* segments are twice as likely as the general population to include college students living in group quarters.

- 04. Young Digerati
- 16. Bohemian Mix
- 22. Young Influentials
- 23. Greenbelt Sports
- 24. Up-and-Comers
- 31. Urban Achievers
- 35. Boomtown Singles

04. Young Digerati – Young Digerati are the nation's tech–savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars–from juice to coffee to microbrew.

16. Bohemian Mix – A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African–Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

22. Young Influentials – Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

23. Greenbelt Sports – A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.

24. Up-and-Comers – Up-and-Comers is a stopover for young, midscale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile, twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.

31. Urban Achievers – Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

35. Boomtown Singles – Affordable housing, abundant entry-level jobs and a thriving singles scene–all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.

Return to General Group Listing

Group Y3 – Striving Singles

The seven segments in *Striving Singles* make up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twentysomething singles typically have low incomes—often under $30,000 a year—from service jobs or part time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories, and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food, and inexpensive cars.

- 42. Red, White & Blues
- 44. New Beginnings
- 45. Blue Highways
- 47. City Startups
- 48. Young & Rustic
- 53. Mobility Blues
- 56. Crossroads Villagers

42. Red, White & Blues – The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.

44. New Beginnings – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths–or starting over after recent divorces or company transfers. Ethnically diverse–with nearly half its residents Hispanic, Asian or African-American–New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

45. Blue Highways – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

47. City Startups – In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to

twentysomethings. One of the youngest segments in America–with ten times as many college students as the national average–these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

48. Young & Rustic – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.

53. Mobility Blues – Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.

56. Crossroads Villagers – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with lower-middle incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.

Return to General Group Listing

Group F1 – Accumulated Wealth

The three segments in *Accumulated Wealth* contain the wealthiest families, mostly college educated, white collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals —the group's median income is nearly six figures—who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top of the line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars and frequent vacations —often to theme parks as well as European destinations.

- 02. Blue Blood Estates
- 05. Country Squires
- 06. Winner's Circle

02. Blue Blood Estates – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

5. Country Squires – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.

06. Winner's Circle – Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly $90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.

Return to General Group Listing

Group F2 – Young Accumulators

Compared to the *Accumulated Wealth* group, the five segments in *Young Accumulators* are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in *Young Accumulators* have fashioned comfortable, upscale lifestyles in their mid sized homes. They favor outdoor sports, kid friendly technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

- 13. Upward Bound
- 17. Beltway Boomers
- 18. Kids & Cul-de-Sacs
- 20. Fast-Track Families

- 29. American Dreams

13. Upward Bound – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.

17. Beltway Boomers – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort–college-educated, upper-middle-class and home-owning–is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.

18. Kids & Cul-de-Sacs – Upscale, suburban, married couples with children–that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

20. Fast-Track Families – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.

29. American Dreams – American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods–one in ten speaks a language other than English–middle-aged immigrants and their children live in middle-class comfort.

Return to General Group Listing

Group F3 – Mainstream Families

Mainstream Families refers to a collection of seven segments of middle and working class child filled households. While the age range of adults is broad—from 25 to 54—these are households with at least one child under 18 still at home. And residents in this exurban group share similar consumption patterns, living in modestly priced homes—including mobile homes—and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media.

- 32. New Homesteaders
- 33. Big Sky Families
- 34. White Picket Fences
- 36. Blue-Chip Blues
- 50. Kid Country, USA
- 51. Shotguns & Pickups
- 52. Suburban Pioneers
- 54. Multi-Culti Mosaic

32. New Homesteaders – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.

33. Big Sky Families – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball, besides going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

34. White Picket Fences – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity–including a disproportionate number of Hispanics and African-Americans.

36. Blue-Chip Blues – Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse–with a significant presence of Hispanics and African-Americans–the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

50. Kid Country, USA – Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, these working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.

51. Shotguns & Pickups – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families–more than half have two or more kids–living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.

52. Suburban Pioneers – Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents–a diverse mix of whites, Hispanics and African-Americans–is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

54. Multi-Culti Mosaic – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

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Group F4 – Sustaining Families

Sustaining Families is the least affluent of the *Family Life groups*, an assortment of segments that range from working class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian, and Hispanic families, these segments also display geographic diversity—from inner cities to some of the most isolated communities in the nation. Most adults hold blue collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.

63. Family Thrifts – The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.

64. Bedrock America – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.

65. Big City Blues – With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.

66. Low-Rise Living – The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low–about half the national average–and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance.

Return to General Group Listing

Group M1 – Affluent Empty Nests

While those on the "MTV side" of fifty may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty nested. The four wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes—from urban to small town areas—they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.

- 01. Upper Crust
- 07. Money and Brains
- 09. Big Fish, Small Pond
- 10. Second City Elite

01. Upper Crust – The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America–a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over $200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

07. Money and Brains – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these citydwellers–predominantly white with a high concentration of Asian Americans–are married couples with few children who live in fashionable homes on small, manicured lots.

9. Big Fish, Small Pond – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.

10. Second City Elite – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their $200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities– from reading books to attending theater and dance productions.

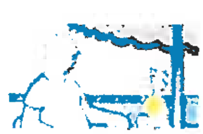
Return to General Group Listing

Group M2 – Conservative Classics

College educated, over 55 years old and upper middle class, the six segments in *Conservative Classics* offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual dining restaurant like the Olive Garden or Lone Star Steakhouse

- 14. New Empty Nests
- 15. Pools & Patios
- 21. Gray Power
- 26. The Cosmopolitans
- 27. Middleburg Managers
- 28. Traditional Times

14. New Empty Nests – TWith their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active–and activist–lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.



15. Pools & Patios – Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting

couples. In these stable neighborhoods graced with backyard pools and patios–the highest proportion of homes were built in the 1960s–residents work as white-collar managers and professionals, and are now at the top of their careers.

21. Gray Power – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

26. The Cosmopolitans – These immigrants and descendants of multi–cultural backgrounds in multi-racial, multi-lingual neighborhoods typify the American Dream. Married couples, with and without children, as well as single parents are affluent from working hard at multiple trades and public service jobs. They have big families, which is unusual for social group U1.

27. Middleburg Managers – Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 55 years old, with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.

28. Traditional Times – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

Return to General Group Listing

Group M3 – Cautious Couples

Another large group of *Mature Years* segments is *Cautious Couples*, featuring an over 55 year old mix of singles, couples, and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working class and white, with some college education and a high rate of homeownership. Given their blue collar roots, *Cautious Couples* today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home based hobbies like coin collecting and gardening.

- 38. Simple Pleasures
- 39. Domestic Duos
- 40. Close-In Couples
- 41. Sunset City Blues
- 43. Heartlanders
- 46. Old Glories
- 49. American Classics

38. Simple Pleasures – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.

39. Domestic Duos – Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

40. Close-In Couples – Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

41. Sunset City Blues – Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

43. Heartlanders – America was once a land of small middle-class towns, which can

still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

46. Old Glories – Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

49. American Classics – They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.

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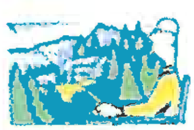
Group M4 – Sustaining Seniors

Sustaining Seniors consists of nine segments filled with older, economically challenged Americans. Ethnically diverse and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under $30,000. Many are single or widowed, have modest educational achievement, and live in older apartments or small homes. On their fixed incomes, they lead low key, home centered lifestyles. They're big on watching TV, gardening, sewing, and woodworking. Their social life often revolves around activities at veterans clubs and fraternal organizations.

- 55. Golden Ponds
- 57. Old Milltowns
- 58. Back Country Folks
- 59. Ubran Elders
- 61. City Roots
- 60. Park Bench Seniors
- 62. Hometown Retired



55. Golden Ponds – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns

around the country, these high school-educated seniors live in small apartments on less than $25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.

57. Old Milltowns – America's once-thriving mining and manufacturing towns have aged–as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.

58. Back Country Folks – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

59. Urban Elders – For Urban Elders–a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami–life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans, and tend to be downscale, with singles living in older apartment rentals.

61. City Roots – Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods–more than a third are African-American and Hispanic–residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

60. Park Bench Seniors – Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.

62. Hometown Retired – With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes–half were built before 1958–and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

Return to General Group Listing

About Claritas
Since 1971, Claritas has been the pre-eminent source of accurate, up-to-date demographic data and target marketing information about the population, consumer behavior, consumer spending, households and businesses within any specific geographic market area in the United States. Claritas' target marketing research and market analysis services are aimed at reducing your cost of customer acquisition and growing customer value.

Claritas is a target marketing information company dedicated to helping you with consumer and B2B marketing, and dedicated to maximizing your profitability with measurable target marketing programs, marketing tools and B2B marketing software. Claritas offers industry-leading market segmentation systems, market analysis consulting services and marketing software applications to help you with site location analysis, site selection, advertising sales and customer targeting.

Claritas provides you with the information foundation: market segmentation data, demographic data, consumer marketing data, marketing analysis tools, market demographic applications, and marketing strategy expertise – all needed to examine markets and execute profitable target marketing opportunities. Adding demographic software, consumer market analysis, and niche marketing intelligence to information reflects Claritas' holistic approach to providing client solutions and our commitment to fostering target marketing innovation.

Claritas maintains an extensive array of: demographic data, consumer data, market segmentation analysis, B2B marketing data, and market segmentation research - all delivered with marketing analysis and demographic software applications through the technology that is best suited to you. The result of our marketing research analysis and consumer profile work allows you to go beyond conventionally accepted target marketing strategies to capitalize on new segment opportunities and existing market potential.

Claritas is a Nielsen company. The Nielsen Company is a world-leading demographic, market segmentation research information and media company that includes ACNielsen, Nielsen Media Research, Spectra Marketing Systems and Scarborough Research, among others.

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Sales Void Analysis and Retail Market Demand

Sales void analyses measure the difference (or gap) between sales demand (the amount of money people in a given area are likely to spend on various retail goods and services) and the amount of retail sales that businesses in the area are actually capturing. People shop in many places – stores close to home and work, businesses they visit nearby communities or while away on vacation, from catalogs, online, etc. – so the amount of market demand that exists in a given area rarely matches the retail sale businesses in the area achieve. The difference between sales potential and actual sales might be positive (generally meaning that the area is attracting outside shoppers) or negative "leakage" (generally meaning that area is losing local shoppers).

In most cases, sales leakage suggests that there is unmet demand in the trade area for the product or service being measured and that trade area can therefore probably support additional square footage of that type of business (either in one or more existing businesses or, if there is enough demand, in one or new businesses).

But, in some instances, this is not the case. While a sales leakage suggests that there is unmet demand in the trade area for a product or service, it does not necessarily mean that the trade area can, in fact, support one or more businesses (or additional square footage in an existing business) selling that product or service. There could be a strong competitor in a nearby trade area, for example, which is so popular that the new business would have difficulty competing. There could be a cultural reason why local customers might not be likely to buy certain products or services; even though it might appear that they have buying power to do so. Or, there could be any number or other reasons why the presence of a sales leakage might not necessarily translate into a business opportunity for the district.

Similarly, a sales *surplus* in a particular category does not necessarily mean that the district *cannot* support additional businesses of that type. Many districts have become well known within their regions for having a strong cluster of home furnishings stores, restaurants, art galleries, or other specialties that attract shoppers from a broad geographic area. Having established regional dominance in a niche, they are often able to attract even more customers from that region – and therefore to support additional businesses within those categories or related categories. Many communities/trade areas find that they have sales surpluses in some categories and sales leakage in others – and this can be sometimes an indicator of regional economic shifts underway.

Sales void analysis is initially a measurement of the extent to which a trade area's own residents are making retail purchases locally (versus leaving the trade area to shop, or shopping online or via catalog). But it can also be a useful tool for understanding the buying power of people of different demographic groups and for identifying pockets of opportunity that might exist to better meet local retail needs and to capitalize on opportunity that might exist for a trade area other than those created by area residents – sales to tourists and visitors, for example, or to any other group for which demographic information is available. This information can help businesses reposition themselves or market their product and services more effectively, add new product lines, and/or launch businesses.

RMP Opportunity Gap - Retail Stores

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	781,466,941	259,879,803	521,587,138
Motor Vehicle and Parts Dealers-441	140,109,701	4,851,468	135,258,233
Automotive Dealers-4411	120,023,663	783,649	119,240,014
Other Motor Vehicle Dealers-4412	9,196,297	29,013	9,167,284
Automotive Parts/Accsrs, Tire Stores-4413	10,889,741	4,038,806	6,850,935
Furniture and Home Furnishings Stores-442	25,385,159	5,570,380	19,814,779
Furniture Stores-4421	13,379,378	2,058,822	11,320,556
Home Furnishing Stores-4422	12,005,781	3,511,558	8,494,223
Electronics and Appliance Stores-443	20,926,031	8,659,750	12,266,281
Appliances, TVs, Electronics Stores-44311	15,953,871	7,201,480	8,752,391
Household Appliances Stores-443111	3,386,555	963,336	2,423,219
Radio, Television, Electronics Stores-443112	12,567,316	6,238,144	6,329,172
Computer and Software Stores-44312	4,145,070	814,822	3,330,248
Camera and Photographic Equipment Stores-44313	827,090	643,448	183,642
Building Material, Garden Equip Stores -444	96,633,405	16,624,680	80,008,725
Building Material and Supply Dealers-4441	88,269,509	15,308,699	72,960,810
Home Centers-44411	33,402,239	12,859,499	20,542,740
Paint and Wallpaper Stores-44412	2,418,320	2,448,554	(30,234)
Hardware Stores-44413	6,842,111	0	6,842,111
Other Building Materials Dealers-44419	45,606,839	646	45,606,193
Building Materials, Lumberyards-444191	15,686,501	220	15,686,281
Lawn, Garden Equipment, Supplies Stores-4442	8,363,896	1,315,981	7,047,915
Outdoor Power Equipment Stores-44421	1,213,895	135,450	1,078,445
Nursery and Garden Centers-44422	7,150,001	1,180,531	5,969,470
Food and Beverage Stores-445	84,588,556	91,185,148	(6,596,592)
Grocery Stores-4451	76,329,089	88,354,195	(12,025,106)
Supermarkets, Grocery (Ex Conv) Stores-44511	72,701,173	87,544,117	(14,842,944)
Convenience Stores-44512	3,627,916	810,078	2,817,838
Specialty Food Stores-4452	2,633,741	699,961	1,933,780
Beer, Wine and Liquor Stores-4453	5,625,727	2,130,992	3,494,735
Health and Personal Care Stores-446	32,712,107	9,237,422	23,474,685
Pharmancies and Drug Stores-44611	27,872,434	8,187,980	19,684,454
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,141,996	111,388	1,030,608
Optical Goods Stores-44613	1,651,333	41,901	1,609,432
Other Health and Personal Care Stores-44619	2,046,344	896,153	1,150,191

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	73,800,245	8,068,031	65,732,214
Gasoline Stations With Conv Stores-44711	55,178,354	0	55,178,354
Other Gasoline Stations-44719	18,621,891	8,068,031	10,553,860
Clothing and Clothing Accessories Stores-448	43,051,376	19,727,173	23,324,203
Clothing Stores-4481	29,794,714	17,744,195	12,050,519
Men's Clothing Stores-44811	1,808,376	0	1,808,376
Women's Clothing Stores-44812	8,015,679	825	8,014,854
Childrens, Infants Clothing Stores-44813	1,415,518	65,321	1,350,197
Family Clothing Stores-44814	15,724,234	16,413,402	(689,168)
Clothing Accessories Stores-44815	807,340	146,472	660,868
Other Clothing Stores-44819	2,023,567	1,118,175	905,392
Shoe Stores-4482	5,442,920	852,811	4,590,109
Jewelry, Luggage, Leather Goods Stores-4483	7,813,741	1,130,167	6,683,574
Jewelry Stores-44831	7,269,350	1,074,630	6,194,720
Luggage and Leather Goods Stores-44832	544,391	55,537	488,854
Sporting Goods, Hobby, Book, Music Stores-451	16,970,206	3,967,640	13,002,566
Sportng Goods, Hobby, Musical Inst Stores-4511	11,738,729	3,743,741	7,994,988
Sporting Goods Stores-45111	6,068,502	1,058,772	5,009,730
Hobby, Toys and Games Stores-45112	3,586,928	2,501,738	1,085,190
Sew/Needlework/Piece Goods Stores-45113	937,622	0	937,622
Musical Instrument and Supplies Stores-45114	1,145,677	183,231	962,446
Book, Periodical and Music Stores-4512	5,231,478	223,899	5,007,579
Book Stores and News Dealers-45121	3,547,945	216,995	3,330,950
Book Stores-451211	3,382,128	216,995	3,165,133
News Dealers and Newsstands-451212	165,816	0	165,816
Prerecorded Tapes, CDs, Record Stores-45122	1,683,533	6,904	1,676,629
General Merchandise Stores-452	96,313,433	24,126,545	72,186,888
Department Stores Excl Leased Depts-4521	47,158,323	16,604,547	30,553,776
Other General Merchandise Stores-4529	49,155,111	7,521,998	41,633,113
Warehouse Clubs and Super Stores-45291	41,519,263	0	41,519,263
All Other General Merchandise Stores-45299	7,635,848	7,521,998	113,850
Miscellaneous Store Retailers-453	22,192,097	5,916,324	16,275,773
Florists-4531	1,679,940	352,579	1,327,361
Office Supplies, Stationery, Gift Stores-4532	9,241,942	2,522,139	6,719,803
Office Supplies and Stationery Stores-45321	5,188,166	1,625,942	3,562,224
Gift, Novelty and Souvenir Stores-45322	4,053,776	896,197	3,157,579
Used Merchandise Stores-4533	2,038,309	856,836	1,181,473
Other Miscellaneous Store Retailers-4539	9,231,906	2,184,771	7,047,135

RMP Opportunity Gap - Retail Stores

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	49,579,418	34,850,746	14,728,672
Electronic Shopping, Mail-Order Houses-4541	37,464,682	3,239,111	34,225,571
Vending Machine Operators-4542	1,981,089	111,819	1,869,270
Direct Selling Establishments-4543	10,133,647	31,499,816	(21,366,169)
Foodservice and Drinking Places-722	79,205,207	27,094,495	52,110,712
Full-Service Restaurants-7221	36,092,204	7,839,400	28,252,804
Limited-Service Eating Places-7222	33,152,331	17,577,576	15,574,755
Special Foodservices-7223	6,376,931	708,699	5,668,232
Drinking Places -Alcoholic Beverages-7224	3,583,742	968,821	2,614,921
GAFO *	211,888,147	64,573,628	147,314,519
General Merchandise Stores-452	96,313,433	24,126,545	72,186,888
Clothing and Clothing Accessories Stores-448	43,051,376	19,727,173	23,324,203
Furniture and Home Furnishings Stores-442	25,385,159	5,570,380	19,814,779
Electronics and Appliance Stores-443	20,926,031	8,659,750	12,266,281
Sporting Goods, Hobby, Book, Music Stores-451	16,970,206	3,967,640	13,002,566
Office Supplies, Stationery, Gift Stores-4532	9,241,942	2,522,139	6,719,803

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,879,504,800	678,720,107	1,200,784,693
Motor Vehicle and Parts Dealers-441	340,229,166	41,254,875	298,974,291
Automotive Dealers-4411	291,630,855	30,338,670	261,292,185
Other Motor Vehicle Dealers-4412	21,840,463	1,278,679	20,561,784
Automotive Parts/Accsrs, Tire Stores-4413	26,757,847	9,637,527	17,120,320
Furniture and Home Furnishings Stores-442	59,445,874	14,310,058	45,135,816
Furniture Stores-4421	31,388,390	3,325,977	28,062,413
Home Furnishing Stores-4422	28,057,484	10,984,081	17,073,403
Electronics and Appliance Stores-443	49,608,601	24,841,303	24,767,298
Appliances, TVs, Electronics Stores-44311	37,895,830	20,860,476	17,035,354
Household Appliances Stores-443111	8,056,258	1,921,300	6,134,958
Radio, Television, Electronics Stores-443112	29,839,572	18,939,175	10,900,397
Computer and Software Stores-44312	9,768,814	3,337,379	6,431,435
Camera and Photographic Equipment Stores-44313	1,943,957	643,448	1,300,509
Building Material, Garden Equip Stores -444	228,771,907	53,563,123	175,208,784
Building Material and Supply Dealers-4441	208,800,126	51,546,861	157,253,265
Home Centers-44411	79,197,851	12,859,499	66,338,352
Paint and Wallpaper Stores-44412	5,769,459	2,991,548	2,777,911
Hardware Stores-44413	16,290,627	30,936,149	(14,645,522)
Other Building Materials Dealers-44419	107,542,188	4,759,664	102,782,524
Building Materials, Lumberyards-444191	36,957,303	1,623,099	35,334,204
Lawn, Garden Equipment, Supplies Stores-4442	19,971,781	2,016,262	17,955,519
Outdoor Power Equipment Stores-44421	2,938,562	289,398	2,649,164
Nursery and Garden Centers-44422	17,033,219	1,726,864	15,306,355
Food and Beverage Stores-445	207,410,823	246,980,056	(39,569,233)
Grocery Stores-4451	187,339,065	236,765,471	(49,426,406)
Supermarkets, Grocery (Ex Conv) Stores-44511	178,489,744	233,595,968	(55,106,224)
Convenience Stores-44512	8,849,321	3,169,503	5,679,818
Specialty Food Stores-4452	6,483,900	3,360,661	3,123,239
Beer, Wine and Liquor Stores-4453	13,587,859	6,853,925	6,733,934
Health and Personal Care Stores-446	81,101,633	31,371,218	49,730,415
Pharmancies and Drug Stores-44611	69,215,214	29,449,273	39,765,941
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,849,943	883,633	1,966,310
Optical Goods Stores-44613	3,918,617	41,901	3,876,716
Other Health and Personal Care Stores-44619	5,117,859	996,411	4,121,448

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	180,639,304	42,047,196	138,592,108
Gasoline Stations With Conv Stores-44711	135,029,570	19,324,175	115,705,395
Other Gasoline Stations-44719	45,609,734	22,723,021	22,886,713
Clothing and Clothing Accessories Stores-448	100,984,435	35,940,283	65,044,152
Clothing Stores-4481	70,073,168	30,905,189	39,167,979
Men's Clothing Stores-44811	4,287,011	0	4,287,011
Women's Clothing Stores-44812	18,696,853	1,030,110	17,666,743
Childrens, Infants Clothing Stores-44813	3,420,068	130,642	3,289,426
Family Clothing Stores-44814	37,053,427	27,549,756	9,503,671
Clothing Accessories Stores-44815	1,870,929	439,912	1,431,017
Other Clothing Stores-44819	4,744,878	1,754,769	2,990,109
Shoe Stores-4482	12,957,466	1,745,311	11,212,155
Jewelry, Luggage, Leather Goods Stores-4483	17,953,802	3,289,784	14,664,018
Jewelry Stores-44831	16,688,975	3,234,247	13,454,728
Luggage and Leather Goods Stores-44832	1,264,827	55,537	1,209,290
Sporting Goods, Hobby, Book, Music Stores-451	39,907,825	11,428,166	28,479,659
Sportng Goods, Hobby, Musical Inst Stores-4511	27,597,219	8,120,742	19,476,477
Sporting Goods Stores-45111	14,166,476	2,509,671	11,656,805
Hobby, Toys and Games Stores-45112	8,460,409	4,734,249	3,726,160
Sew/Needlework/Piece Goods Stores-45113	2,251,585	143,898	2,107,687
Musical Instrument and Supplies Stores-45114	2,718,750	732,924	1,985,826
Book, Periodical and Music Stores-4512	12,310,605	3,307,424	9,003,181
Book Stores and News Dealers-45121	8,289,098	709,142	7,579,956
Book Stores-451211	7,891,510	709,142	7,182,368
News Dealers and Newsstands-451212	397,588	0	397,588
Prerecorded Tapes, CDs, Record Stores-45122	4,021,507	2,598,282	1,423,225
General Merchandise Stores-452	230,907,521	43,129,402	187,778,119
Department Stores Excl Leased Depts-4521	112,139,556	23,756,643	88,382,913
Other General Merchandise Stores-4529	118,767,965	19,372,758	99,395,207
Warehouse Clubs and Super Stores-45291	100,575,305	0	100,575,305
All Other General Merchandise Stores-45299	18,192,660	19,372,758	(1,180,098)
Miscellaneous Store Retailers-453	52,662,346	12,498,178	40,164,168
Florists-4531	4,013,728	647,623	3,366,105
Office Supplies, Stationery, Gift Stores-4532	21,816,596	5,650,920	16,165,676
Office Supplies and Stationery Stores-45321	12,252,969	2,853,418	9,399,551
Gift, Novelty and Souvenir Stores-45322	9,563,628	2,797,503	6,766,125
Used Merchandise Stores-4533	4,793,645	1,472,699	3,320,946
Other Miscellaneous Store Retailers-4539	22,038,376	4,726,935	17,311,441

RMP Opportunity Gap - Retail Stores

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	118,123,902	41,117,244	77,006,658
Electronic Shopping, Mail-Order Houses-4541	88,839,611	8,829,501	80,010,110
Vending Machine Operators-4542	4,843,370	310,794	4,532,576
Direct Selling Establishments-4543	24,440,920	31,976,949	(7,536,029)
Foodservice and Drinking Places-722	189,711,463	80,239,005	109,472,458
Full-Service Restaurants-7221	86,368,921	26,991,099	59,377,822
Limited-Service Eating Places-7222	79,586,049	43,815,877	35,770,172
Special Foodservices-7223	15,300,280	8,278,178	7,022,102
Drinking Places -Alcoholic Beverages-7224	8,456,213	1,153,851	7,302,362
GAFO *	502,670,852	135,300,132	367,370,720
General Merchandise Stores-452	230,907,521	43,129,402	187,778,119
Clothing and Clothing Accessories Stores-448	100,984,435	35,940,283	65,044,152
Furniture and Home Furnishings Stores-442	59,445,874	14,310,058	45,135,816
Electronics and Appliance Stores-443	49,608,601	24,841,303	24,767,298
Sporting Goods, Hobby, Book, Music Stores-451	39,907,825	11,428,166	28,479,659
Office Supplies, Stationery, Gift Stores-4532	21,816,596	5,650,920	16,165,676

RMP Opportunity Gap - Retail Stores

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 10.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	9,736,233,479	9,010,324,842	725,908,637
Motor Vehicle and Parts Dealers-441	1,751,954,310	1,680,856,699	71,097,611
Automotive Dealers-4411	1,501,753,519	1,521,866,303	(20,112,784)
Other Motor Vehicle Dealers-4412	112,793,223	41,569,316	71,223,907
Automotive Parts/Accsrs, Tire Stores-4413	137,407,567	117,421,080	19,986,487
Furniture and Home Furnishings Stores-442	301,056,434	325,574,408	(24,517,974)
Furniture Stores-4421	160,657,306	131,003,393	29,653,913
Home Furnishing Stores-4422	140,399,128	194,571,015	(54,171,887)
Electronics and Appliance Stores-443	257,788,863	356,561,553	(98,772,690)
Appliances, TVs, Electronics Stores-44311	197,324,738	312,526,988	(115,202,250)
Household Appliances Stores-443111	41,383,645	39,838,776	1,544,869
Radio, Television, Electronics Stores-443112	155,941,093	272,688,212	(116,747,119)
Computer and Software Stores-44312	50,517,082	37,170,331	13,346,751
Camera and Photographic Equipment Stores-44313	9,947,043	6,864,234	3,082,809
Building Material, Garden Equip Stores -444	1,136,104,823	1,167,143,097	(31,038,274)
Building Material and Supply Dealers-4441	1,034,595,932	1,103,328,182	(68,732,250)
Home Centers-44411	394,741,762	337,226,460	57,515,302
Paint and Wallpaper Stores-44412	28,673,963	54,569,546	(25,895,583)
Hardware Stores-44413	82,148,389	156,664,833	(74,516,444)
Other Building Materials Dealers-44419	529,031,818	554,867,342	(25,835,524)
Building Materials, Lumberyards-444191	183,248,189	189,215,935	(5,967,746)
Lawn, Garden Equipment, Supplies Stores-4442	101,508,891	63,814,916	37,693,975
Outdoor Power Equipment Stores-44421	14,885,516	12,154,783	2,730,733
Nursery and Garden Centers-44422	86,623,375	51,660,133	34,963,242
Food and Beverage Stores-445	1,099,598,120	1,320,815,485	(221,217,365)
Grocery Stores-4451	993,064,305	1,243,051,004	(249,986,699)
Supermarkets, Grocery (Ex Conv) Stores-44511	946,300,131	1,213,232,277	(266,932,146)
Convenience Stores-44512	46,764,174	29,818,728	16,945,446
Specialty Food Stores-4452	34,495,226	34,433,287	61,939
Beer, Wine and Liquor Stores-4453	72,038,589	43,331,194	28,707,395
Health and Personal Care Stores-446	427,305,355	253,864,755	173,440,600
Pharmancies and Drug Stores-44611	365,103,431	202,813,306	162,290,125
Cosmetics, Beauty Supplies, Perfume Stores-44612	15,045,569	20,823,393	(5,777,824)
Optical Goods Stores-44613	20,037,427	13,727,039	6,310,388
Other Health and Personal Care Stores-44619	27,118,928	16,501,017	10,617,911

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 10.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	947,335,158	628,235,856	319,099,302
Gasoline Stations With Conv Stores-44711	708,793,841	431,257,830	277,536,011
Other Gasoline Stations-44719	238,541,316	196,978,026	41,563,290
Clothing and Clothing Accessories Stores-448	521,319,110	524,583,976	(3,264,866)
Clothing Stores-4481	361,579,759	421,664,378	(60,084,619)
Men's Clothing Stores-44811	22,354,278	17,628,575	4,725,703
Women's Clothing Stores-44812	95,028,206	57,907,691	37,120,515
Childrens, Infants Clothing Stores-44813	18,758,946	13,514,164	5,244,782
Family Clothing Stores-44814	191,566,849	308,670,974	(117,104,125)
Clothing Accessories Stores-44815	9,557,408	5,655,797	3,901,611
Other Clothing Stores-44819	24,314,071	18,287,176	6,026,895
Shoe Stores-4482	67,992,002	48,852,180	19,139,822
Jewelry, Luggage, Leather Goods Stores-4483	91,747,350	54,067,418	37,679,932
Jewelry Stores-44831	85,322,779	51,512,702	33,810,077
Luggage and Leather Goods Stores-44832	6,424,570	2,554,716	3,869,854
Sporting Goods, Hobby, Book, Music Stores-451	207,351,003	231,210,172	(23,859,169)
Sportng Goods, Hobby, Musical Inst Stores-4511	142,917,242	182,876,208	(39,958,966)
Sporting Goods Stores-45111	73,074,407	89,972,059	(16,897,652)
Hobby, Toys and Games Stores-45112	43,957,148	61,375,295	(17,418,147)
Sew/Needlework/Piece Goods Stores-45113	11,576,320	11,091,150	485,170
Musical Instrument and Supplies Stores-45114	14,309,367	20,437,703	(6,128,336)
Book, Periodical and Music Stores-4512	64,433,761	48,333,964	16,099,797
Book Stores and News Dealers-45121	43,053,745	25,328,116	17,725,629
Book Stores-451211	40,985,478	25,328,116	15,657,362
News Dealers and Newsstands-451212	2,068,267	0	2,068,267
Prerecorded Tapes, CDs, Record Stores-45122	21,380,016	23,005,848	(1,625,832)
General Merchandise Stores-452	1,202,753,410	1,181,850,140	20,903,270
Department Stores Excl Leased Depts-4521	581,388,766	780,926,874	(199,538,108)
Other General Merchandise Stores-4529	621,364,644	400,923,267	220,441,377
Warehouse Clubs and Super Stores-45291	527,413,466	324,020,735	203,392,731
All Other General Merchandise Stores-45299	93,951,178	76,902,532	17,048,646
Miscellaneous Store Retailers-453	270,810,360	201,256,343	69,554,017
Florists-4531	20,410,293	9,360,236	11,050,057
Office Supplies, Stationery, Gift Stores-4532	111,893,893	89,358,935	22,534,958
Office Supplies and Stationery Stores-45321	62,854,048	62,099,751	754,297
Gift, Novelty and Souvenir Stores-45322	49,039,845	27,259,184	21,780,661
Used Merchandise Stores-4533	24,669,318	24,738,450	(69,132)
Other Miscellaneous Store Retailers-4539	113,836,856	77,798,722	36,038,134

RMP Opportunity Gap - Retail Stores

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 10.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	610,801,770	137,431,045	473,370,725
Electronic Shopping, Mail-Order Houses-4541	459,383,192	49,317,851	410,065,341
Vending Machine Operators-4542	25,706,415	3,247,550	22,458,865
Direct Selling Establishments-4543	125,712,163	84,865,644	40,846,519
Foodservice and Drinking Places-722	1,002,054,763	1,000,941,311	1,113,452
Full-Service Restaurants-7221	456,129,670	471,117,334	(14,987,664)
Limited-Service Eating Places-7222	420,662,861	442,819,924	(22,157,063)
Special Foodservices-7223	80,787,614	59,061,065	21,726,549
Drinking Places -Alcoholic Beverages-7224	44,474,618	27,942,987	16,531,631
GAFO *	2,602,162,714	2,709,139,185	(106,976,471)
General Merchandise Stores-452	1,202,753,410	1,181,850,140	20,903,270
Clothing and Clothing Accessories Stores-448	521,319,110	524,583,976	(3,264,866)
Furniture and Home Furnishings Stores-442	301,056,434	325,574,408	(24,517,974)
Electronics and Appliance Stores-443	257,788,863	356,561,553	(98,772,690)
Sporting Goods, Hobby, Book, Music Stores-451	207,351,003	231,210,172	(23,859,169)
Office Supplies, Stationery, Gift Stores-4532	111,893,893	89,358,935	22,534,958

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Economic
Development
Systems

436 Calle Mayor ♦ Second Floor ♦ Redondo Beach, California 90277 ♦ Tel.: (310) 375-5821 ♦ Fax: (310) 375-8641

March 25, 2008

To: **Clayton Downtown Property Owners**

From: **Jim Harrigan, City of Clayton Retail Consultant**

Re: **Downtown Clayton Retail Enhancement Program**

Dear Downtown Clayton Property Owner:

As you may be aware, the City of Clayton has requested our firm, Economic Development Systems ("EDS"), to design and implement a retail enhancement program for the Clayton Downtown **Business District**. Our overall objective is to increase and diversify the Downtown Clayton retail tenant mix.

EDS has had a great deal of success throughout California (42 contract cities; 3,600,000+ square feet) in bringing together property owners, "traditional" retailers, entertainment formats, restaurateurs, developers, investors, commercial real estate brokers and City Management and Staff for the revival of similarly positioned commercial areas as your Downtown retail district.

We have now reached the point in our program where your property owner input is needed by **April 18, 2008** to assist EDS in projecting your plans for your property and to quantify the amount of your **retail space that** is available **now**...or **may** be available during the next 24 **months**.

In order to accurately present these available properties to prospective tenants, developers, investors and/or the brokerage community, it is necessary to compile a brief description of the properties for sale or lease. While there are several facets that are important to the overall effectiveness of our program, one in particular is the development of these property profiles.

As you presently own or represent properties in Downtown Clayton that are currently undeveloped, under-developed, residential, office or retail use...please provide the following information and mark **"confidential"** if applicable:

- Attached Fact Sheet (Please complete the attached regarding how much space is available now, or may be available during the next 24 months. Please list **all** properties you own on **separate** Fact Sheets.);
- Site Plan and/or Floor Plan;
- If your property is multi-tenant, please show all existing tenants.

Please forward the above requested information to :

Jim Harrigan
Managing Principal
Economic Development Systems
436 Calle Mayor, Second Floor
Redondo Beach, California 90277

Thank you.

cc: Mr. Gary Napper, City of Clayton, 925-673-7300

Economic Development Systems

FACT SHEET
Downtown Clayton

Properties for Sale/Lease
(currently or possibly available during the next 24-months)

1. Building Address:____
2. Current Business' Name at Above Address:________________________
3. Building Square Footage (Rentable):____________________________
4. No. of Floors:____
5. Year Built and/or Renovated:_________________________________
6. Seismic Upgrading Completed On: _____/_____/_____
7. Available Square Footage: _________________________________

   Largest Available Area: _________________________________

   Smallest Available Area: ________________________________
8. Total % Currently Leased ___________________________________
9. Monthly Lease Rates Per Square Foot: ___________________________

   (include: FSG-Full Service Gross; **NNN-Triple Net**; MG-Modified Gross)
10. Existing Tenants and Square Footage:___________________________

    ____

    ____
11. Owner/Developer:____
12. Address/Phone/Fax:____

    ____
13. Broker and Property Manager/Phone:____________________________

    ____
14. Possible Date Available: ___________________________________