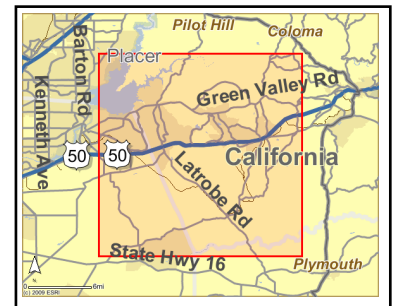
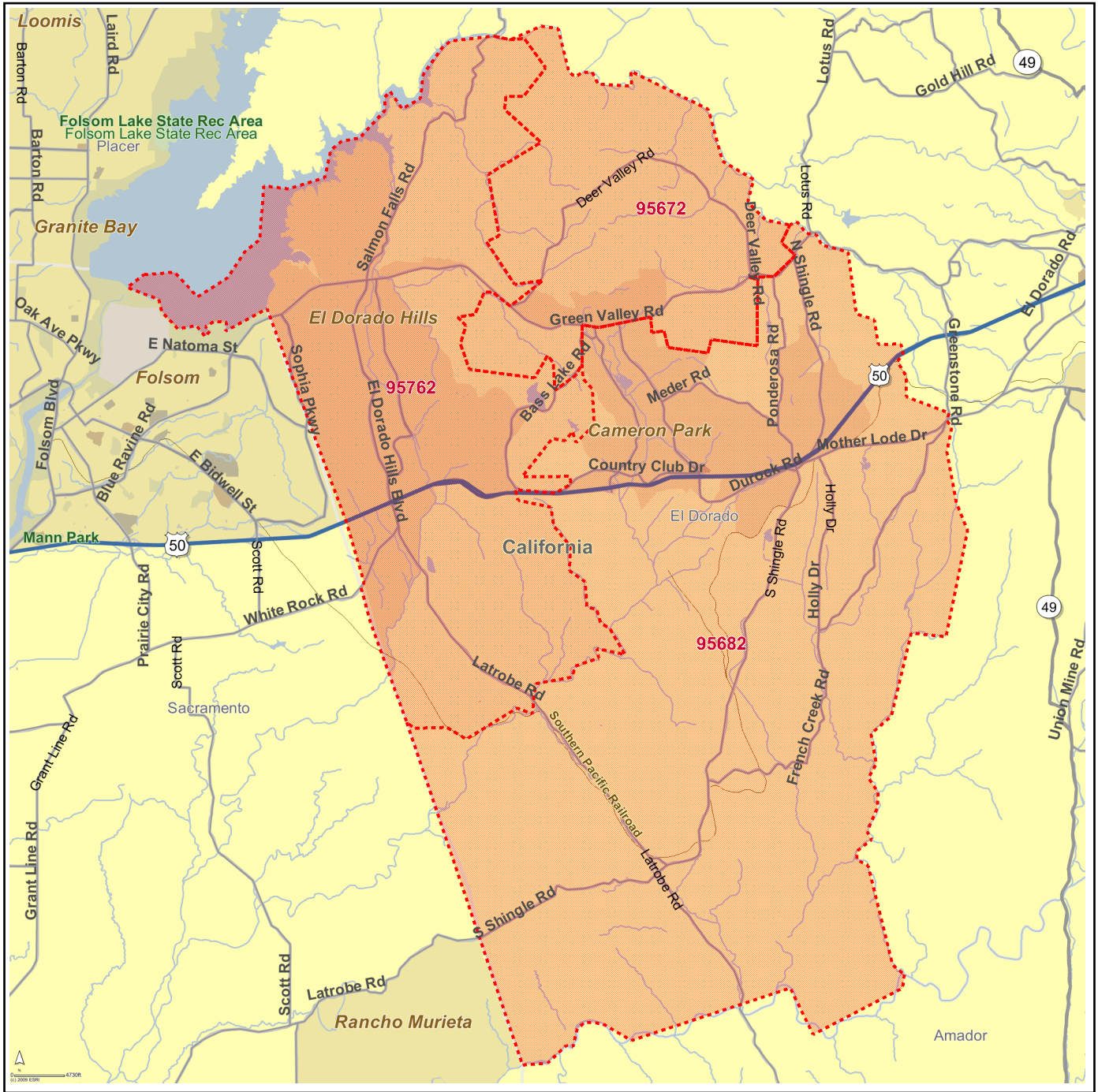


Site Map

El Dorado Hills, CA - Trade Area

March 18, 2009



Zip: 95672, 95682 et al.

Summary	2000	2008	2013
Population	50,521	68,168	78,587
Households	17,590	23,978	27,708
Families	14,532	19,846	22,850
Average Household Size	2.87	2.84	2.84
Owner Occupied HUs	14,721	20,599	23,682
Renter Occupied HUs	2,869	3,379	4,026
Median Age	38.1	40.2	40.8

Trends: 2008-2013 Annual Rate	Area	National
Population	2.89%	1.23%
Households	2.93%	1.26%
Families	2.86%	1.05%
Owner HHs	2.83%	1.07%
Median Household Income	3.28%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	857	4.9%	770	3.2%	810	2.9%
\$15,000 - \$24,999	998	5.7%	826	3.4%	685	2.5%
\$25,000 - \$34,999	1,015	5.8%	899	3.7%	831	3.0%
\$35,000 - \$49,999	2,036	11.6%	1,694	7.1%	1,229	4.4%
\$50,000 - \$74,999	3,960	22.6%	4,043	16.9%	3,551	12.8%
\$75,000 - \$99,999	3,060	17.5%	4,108	17.1%	3,843	13.9%
\$100,000 - \$149,999	3,229	18.5%	6,145	25.6%	7,834	28.3%
\$150,000 - \$199,000	1,030	5.9%	2,520	10.5%	3,375	12.2%
\$200,000+	1,314	7.5%	2,973	12.4%	5,550	20.0%
Median Household Income	\$74,157		\$97,212		\$114,225	
Average Household Income	\$95,100		\$125,644		\$160,579	
Per Capita Income	\$33,294		\$44,204		\$56,625	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,346	6.6%	4,551	6.7%	5,258	6.7%
5 - 9	4,392	8.7%	5,172	7.6%	5,655	7.2%
10 - 14	4,693	9.3%	5,792	8.5%	6,297	8.0%
15 - 19	3,730	7.4%	5,143	7.5%	5,734	7.3%
20 - 24	1,741	3.4%	2,933	4.3%	3,390	4.3%
25 - 34	4,566	9.0%	5,732	8.4%	7,361	9.4%
35 - 44	9,721	19.2%	10,528	15.4%	10,661	13.6%
45 - 54	8,737	17.3%	12,548	18.4%	14,311	18.2%
55 - 64	4,595	9.1%	8,617	12.6%	11,020	14.0%
65 - 74	2,967	5.9%	4,013	5.9%	5,278	6.7%
75 - 84	1,672	3.3%	2,351	3.4%	2,584	3.3%
85+	363	0.7%	788	1.2%	1,038	1.3%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	46,292	91.6%	60,025	88.1%	67,558	86.0%
Black Alone	308	0.6%	424	0.6%	507	0.6%
American Indian Alone	375	0.7%	512	0.8%	612	0.8%
Asian Alone	1,231	2.4%	2,256	3.3%	3,037	3.9%
Pacific Islander Alone	78	0.2%	124	0.2%	156	0.2%
Some Other Race Alone	758	1.5%	1,962	2.9%	2,734	3.5%
Two or More Races	1,479	2.9%	2,865	4.2%	3,983	5.1%
Hispanic Origin (Any Race)	2,881	5.7%	6,275	9.2%	8,718	11.1%

Data Note: Income is expressed in current dollars.

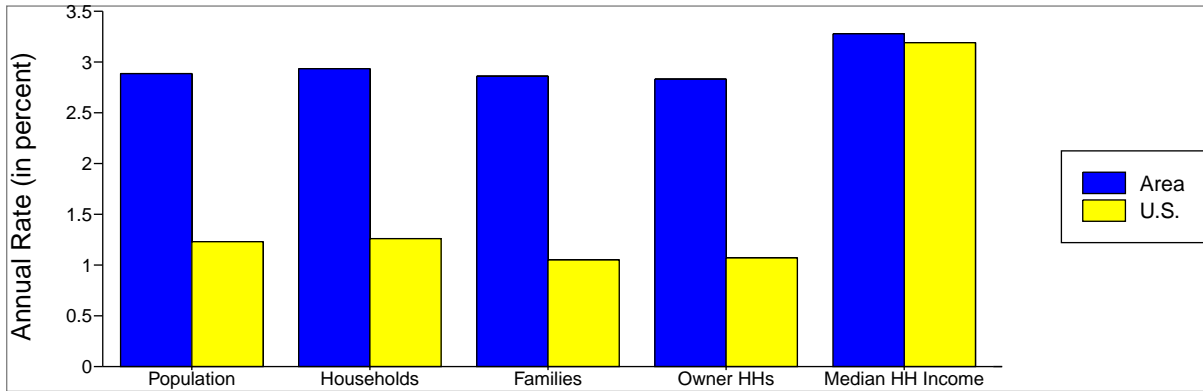
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

Demographic and Income Profile

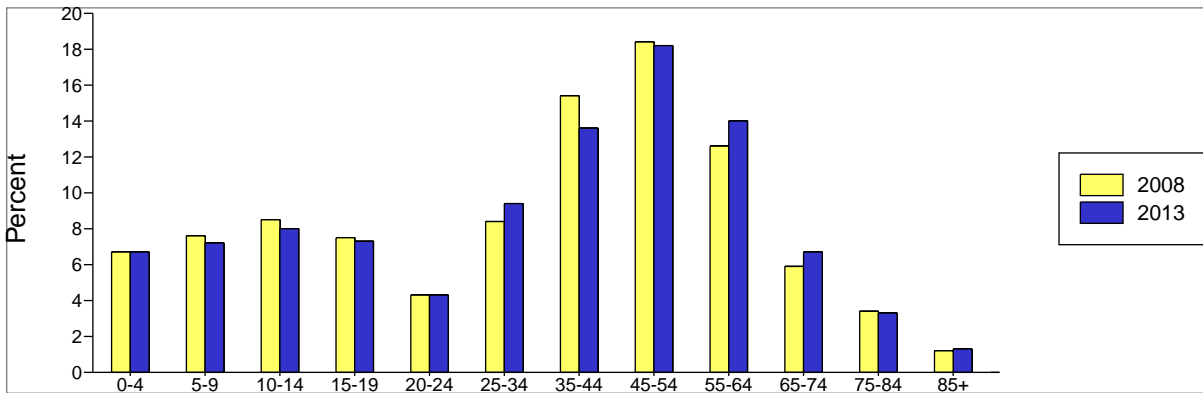
Prepared by Matthew Harmon, CCIM

Zip: 95672, 95682 et al.

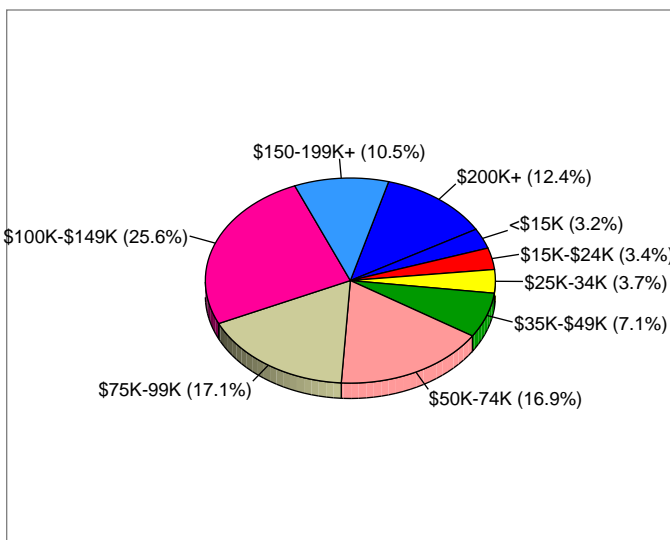
Trends 2008-2013



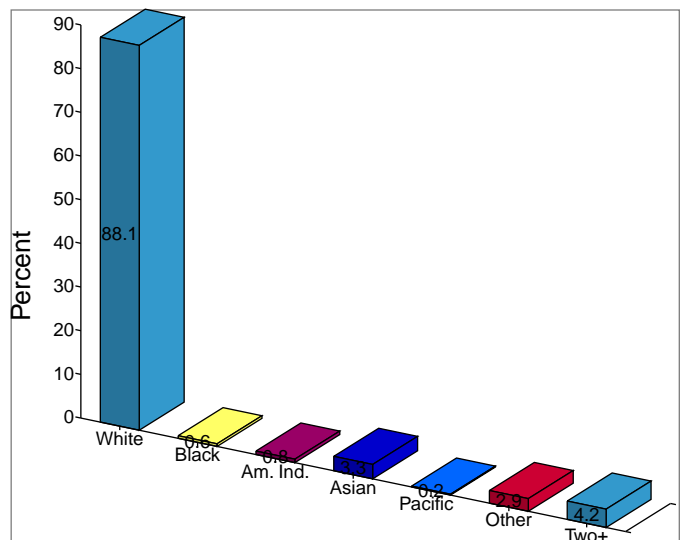
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 9.2%

Zip: 95672, 95682 et al.

Summary Demographics

2008 Population	68,168
2008 Households	23,978
2008 Median Disposable Income	\$75,307
2008 Per Capita Income	\$44,204

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,154,536,328	\$556,968,908	\$597,567,420	34.9	395
Total Retail Trade (NAICS 44-45)	\$986,241,560	\$483,091,199	\$503,150,361	34.2	275
Total Food & Drink (NAICS 722)	\$168,294,768	\$73,877,709	\$94,417,059	39.0	120

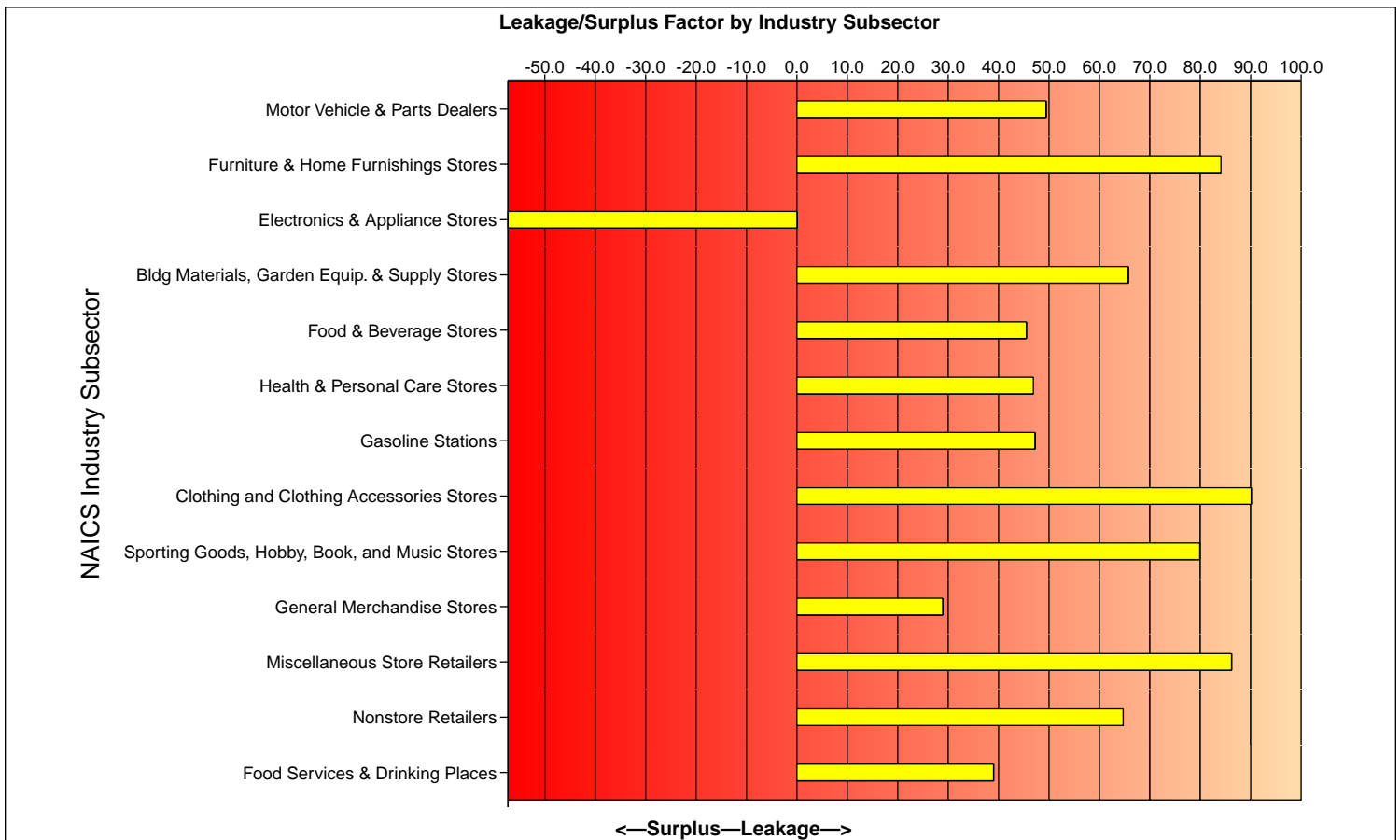
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$245,946,892	\$83,365,243	\$162,581,649	49.4	27
Automobile Dealers (NAICS 4411)	\$210,224,239	\$77,748,598	\$132,475,641	46.0	10
Other Motor Vehicle Dealers (NAICS 4412)	\$22,471,770	\$3,189,870	\$19,281,900	75.1	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$13,250,883	\$2,426,775	\$10,824,108	69.0	10
Furniture & Home Furnishings Stores (NAICS 442)	\$43,287,928	\$3,735,129	\$39,552,799	84.1	16
Furniture Stores (NAICS 4421)	\$19,151,097	\$1,381,383	\$17,769,714	86.5	3
Home Furnishings Stores (NAICS 4422)	\$24,136,831	\$2,353,746	\$21,783,085	82.2	13
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$53,123,720	\$195,645,002	\$-142,521,282	-57.3	44
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$47,979,481	\$9,921,574	\$38,057,907	65.7	36
Building Material and Supplies Dealers (NAICS 4441)	\$43,006,179	\$7,650,439	\$35,355,740	69.8	27
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,973,302	\$2,271,135	\$2,702,167	37.3	9
Food & Beverage Stores (NAICS 445)	\$237,268,242	\$88,963,413	\$148,304,829	45.5	25
Grocery Stores (NAICS 4451)	\$221,602,955	\$87,184,156	\$134,418,799	43.5	13
Specialty Food Stores (NAICS 4452)	\$7,521,688	\$620,071	\$6,901,617	84.8	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$8,143,599	\$1,159,186	\$6,984,413	75.1	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$34,602,922	\$12,507,548	\$22,095,374	46.9	17
Gasoline Stations (NAICS 447/4471)	\$121,294,498	\$43,527,849	\$77,766,649	47.2	11
Clothing and Clothing Accessories Stores (NAICS 448)	\$65,801,537	\$3,408,763	\$62,392,774	90.1	23
Clothing Stores (NAICS 4481)	\$53,444,303	\$2,926,015	\$50,518,288	89.6	19
Shoe Stores (NAICS 4482)	\$5,103,965	\$0	\$5,103,965	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$7,253,269	\$482,748	\$6,770,521	87.5	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$16,890,990	\$1,882,735	\$15,008,255	79.9	18
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$11,816,225	\$1,121,599	\$10,694,626	82.7	15
Book, Periodical, and Music Stores (NAICS 4512)	\$5,074,765	\$761,136	\$4,313,629	73.9	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

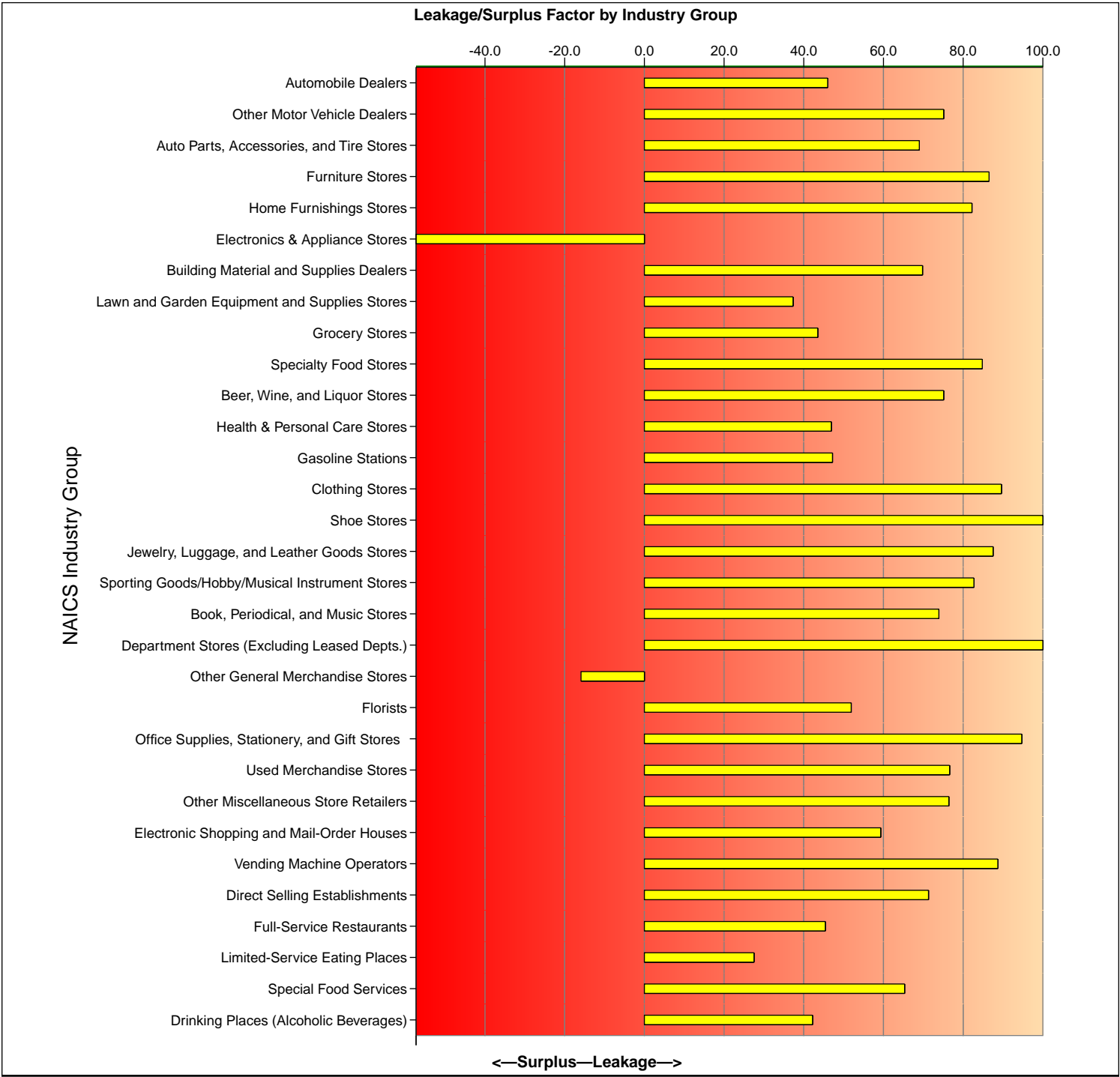
Zip: 95672, 95682 et al.

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$58,484,967	\$32,274,710	\$26,210,257	28.9	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$35,052,197	\$0	\$35,052,197	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$23,432,770	\$32,274,710	\$-8,841,940	-15.9	1
Miscellaneous Store Retailers (NAICS 453)	\$37,954,581	\$2,804,662	\$35,149,919	86.2	48
Florists (NAICS 4531)	\$1,372,601	\$434,572	\$938,029	51.9	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$23,610,866	\$639,331	\$22,971,535	94.7	10
Used Merchandise Stores (NAICS 4533)	\$2,105,453	\$278,402	\$1,827,051	76.6	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$10,865,661	\$1,452,357	\$9,413,304	76.4	23
Nonstore Retailers (NAICS 454)	\$23,605,802	\$5,054,571	\$18,551,231	64.7	9
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$15,924,269	\$4,066,045	\$11,858,224	59.3	3
Vending Machine Operators (NAICS 4542)	\$2,758,671	\$164,519	\$2,594,152	88.7	2
Direct Selling Establishments (NAICS 4543)	\$4,922,862	\$824,007	\$4,098,855	71.3	4
Food Services & Drinking Places (NAICS 722)	\$168,294,768	\$73,877,709	\$94,417,059	39.0	120
Full-Service Restaurants (NAICS 7221)	\$82,091,529	\$30,807,717	\$51,283,812	45.4	69
Limited-Service Eating Places (NAICS 7222)	\$64,526,434	\$36,728,981	\$27,797,453	27.5	39
Special Food Services (NAICS 7223)	\$12,528,087	\$2,625,942	\$9,902,145	65.3	6
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$9,148,718	\$3,715,069	\$5,433,649	42.2	6



Source: ESRI and infoUSA®

Zip: 95672, 95682 et al.



Source: ESRI and infoUSA®