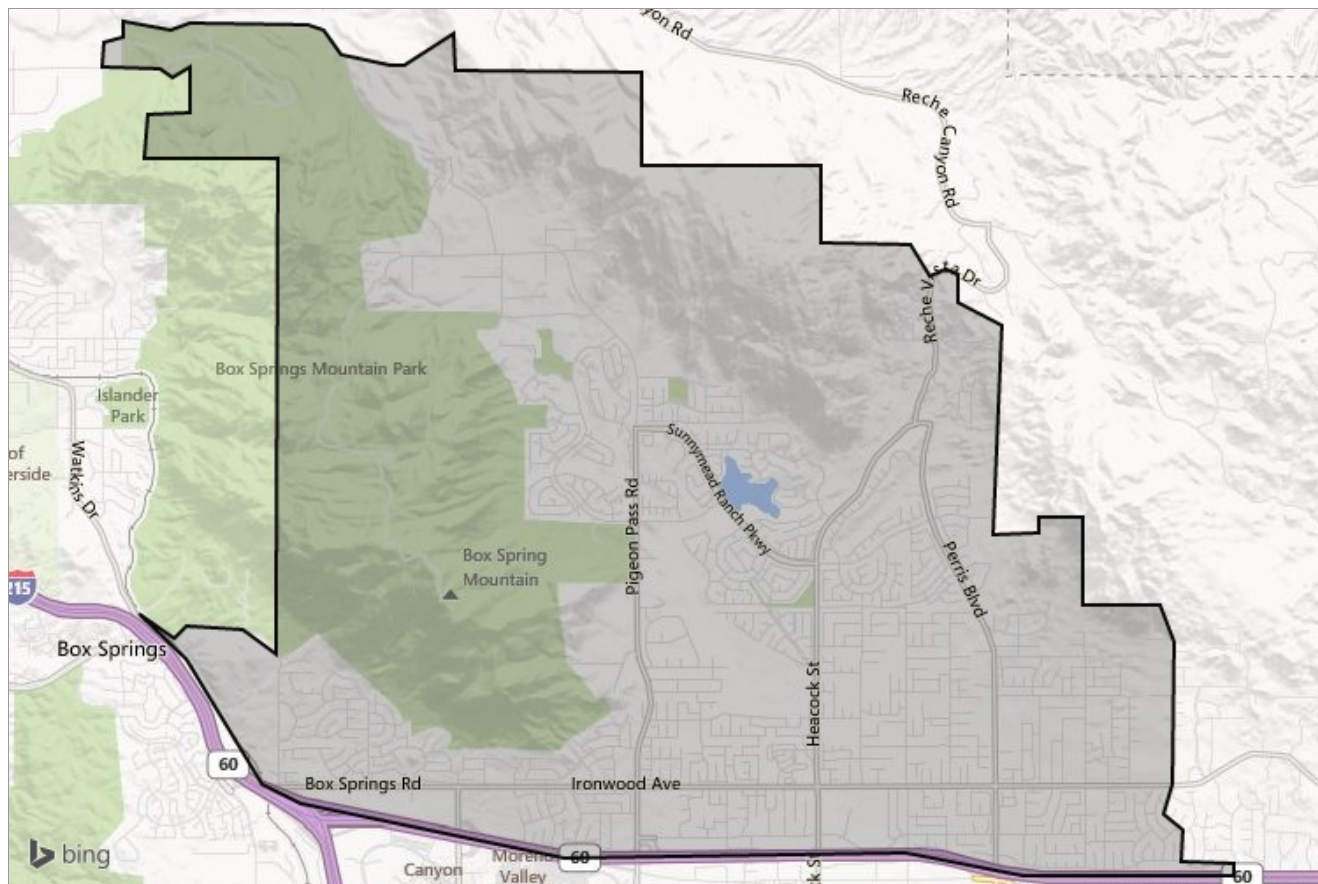


COMMERCIAL TRADE AREA REPORT

Moreno Valley, CA 92557



Presented by

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Carlsbad - Avenida Encinas
7030 Avenida Encinas
Carlsbad, CA 92011

Criteria Used for Analysis

Income:
Median Household Income
\$63,107

Age:
Median Age
31.0






Population Stats:
Total Population
50,788

Segmentation:
1st Dominant Segment
Sophisticated Squires

Consumer Segmentation

| | |
|---|--|
| Life Mode | Urbanization |
| What are the people like that live in this area? | Where do people like this usually live? |
| High Society Affluent, well-educated married-couple homeowners | Suburban Periphery I Married-couple families in lower density, suburban expansion |

Top Tapestry Segments

| | 4,790 (32.5 %) | 4,084 (27.7 %) | 1,917 (13.0 %) | 1,198 (8.1 %) | 1,131 (7.7 %) |
|-------------------------|---|---|--|---|---|
| % of Moreno Valley | 5,160 (9.7 %) | 9,736 (18.4 %) | 11,941 (22.5 %) | 2,708 (5.1 %) | 11,696 (22.1 %) |
| | Sophisticated Squires | Milk and Cookies | Industrious Urban Fringe | Inner City Tenants | Up and Coming Families |
| |  |  |  |  |  |
| Lifestyle Group | 1 High Society | 9 Family Portrait | 8 Global Roots | 8 Global Roots | 9 Family Portrait |
| Urbanization Group | 7 Suburban Periphery I | 3 Metro Cities I | 5 Urban Outskirts I | 4 Metro Cities II | 7 Suburban Periphery I |
| Residence Type | Single Family | Single Family | Single Family | Multi-Unit Rentals | Single Family |
| Household Type | Married Couple Families | Married Couples With or Without Kids | Family Mix | Mixed | Married Couples With or Without Kids |
| Average Household Size | 3.01 | 2.95 | 3.45 | 2.45 | 2.95 |
| Median Age | 38.4 | 33.8 | 29 | 27.8 | 31.9 |
| Diversity Index | 42 | 67 | 86 | 84 | 58 |
| Median Household Income | \$85,144 | \$64,880 | \$45,118 | \$34,041 | \$76,135 |
| Median Net Worth | \$287,727 | \$135,190 | \$41,572 | \$11,250 | \$175,142 |
| Median Home Value | \$230,333 | \$128,801 | \$109,343 | \$103,092 | \$175,637 |
| Homeownership | 88 % | 78 % | 64 % | 19 % | 83 % |
| Employment | Professional or Management | Professional, Management or Skilled | Skilled or Services | Services, Professional, Management or Skilled | Professional or Management |
| Education | Some College; Bachelor's or Graduate degree | Some College | No High School Diploma; High School Grad | No High School Diploma; High School; Some College | Some College; Bachelor's Degree |
| Preferred Activities | Home improvement. Landscaping. | Frequent fast-food or drive-in restaurants. Buy children's toys or games. | Attend movies once a week or more. Buy children's apparel, video games. | Play football, basketball. Go dancing. | Eat at Chick-fil-A. Visit zoo. |
| Financial | Hold large life insurance policies | Contribute to 401(K) retirement plan | Own Discover card | Have personal education loan | Have student loan |
| Media | Listen to soft, adult contemporary radio | Watch pay-per-view sports events | Listen to Hispanic radio | Watch syndicated and cable TV | Listen to soft, adult contemporary radio |
| Vehicle | Own 3+ vehicles | Own or lease pickup truck | Own or lease Chevrolet | Own or lease Nissan | Own or lease SUV |

About this segment

Sophisticated Squires

This is the
#1
dominant segment
for this area

In this area
32.5 %
of households fall
into this segment

In the United States
2.5 %
of households fall
into this segment



An overview of who makes up this segment across the United States

Demographic

Residents of Sophisticated Squires neighborhoods enjoy cultured country life on the urban fringe. These city escapees accept longer commutes to live near fewer neighbors. Mostly married couple families; more than 40 percent of the households are married couples with children that range from toddlers to young adults. The median age is 39.7 years. Most are Baby Boomers and are aged between 35 and 54 years. This segment is not ethnically diverse; most residents are white.

Socioeconomic

These residents are educated; more than one-third of the population aged 25 years or older holds a bachelor's or graduate degree; another third has attended college. Occupations range from management to unskilled labor positions. Most work in white-collar jobs. The median household income is \$83,079. Nearly 90 percent of the households earn wage or salary income; nearly half supplement their wages and salaries with interest, dividends, or rental income.

Residential

Sophisticated Squires live in less densely populated areas concentrated along the Atlantic coast and around the Great Lakes. Approximately 90 percent of the housing is single-family homes. Seventy-four percent of the housing was built before 1990; 55 percent was built between 1970 and 1989. More than 80 percent of the households own at least two vehicles. They prefer compact SUVs; however, many drive minivans or full-size SUVs.

Preferences

Do-it-yourselfers, Sophisticated Squires residents take care of their lawns and landscaping; home improvements; and remodeling projects such as bathroom remodeling, installing new light fixtures, painting home interiors, staining decks, and cleaning carpets with their steam cleaners. They like to barbecue on their gas grills and make bread with their bread-making machines. Many households own a motorcycle. A typical household will own three or more cell phones. Looking toward the future, many residents own stocks, bonds, and large life insurance policies. When dieting, they go on Weight Watchers; many own a treadmill or stationary bike to stay fit. They go power boating, play board and word games, do woodworking projects, and attend football and baseball games. Adults also take photos, play golf, and ride their motorcycles. Children play games on the home personal computer and typically own a video game system. Residents listen to soft adult contemporary music; classic hits; news; all-talk; and sports radio, including broadcasts of professional games. Although many households have four or more TVs, residents watch as much television as typical US households. Favorite programs include news, comedies, dramas, and programs on HGTV.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 65 unique market segments based on socioeconomic and demographic characteristics.

About this segment

Milk and Cookies

This is the
#2
dominant segment
for this area

In this area
27.7 %
of households fall
into this segment

In the United States
2.2 %
of households fall
into this segment



An overview of who makes up this segment across the United States

Demographic

Upscale living on a family allowance, Milk and Cookies represents young, affluent married couples who are starting their families or already have young children. The median age of 34.1 years represents the presence of kids; nearly half of the households include children. One in four householders is between the ages of 45 and 54. The population diversity is comparable to that of the United States, and the proportions of the population by race approximate the US distributions with slightly above-average ratios of black and Hispanic residents.

Socioeconomic

Ninety percent of Milk and Cookies households earn income from wages. The median household income is \$57,170. Fifty-eight percent have attended college; more than 20 percent hold bachelor's or graduate degrees.

Residential

Milk and Cookies residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

Preferences

As Milk and Cookies residents settle into their family-oriented lifestyle, they focus on family and the future. They are properly insured, carrying life and accidental death and dismemberment policies. They use a credit union, have overdraft protection, and usually have a new car loan. Although they may still own a motorcycle or small car, they prefer larger vehicles. When they move, they rent a U-Haul and move their own belongings. Many households own a dog. The presence of children in Milk and Cookies households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own one of the latest video game systems and a large-screen TV. To save time in their busy lives, they frequently buy prepared dinners from the grocery store and fast food. They play video games, go bowling, and visit theme parks such as Six Flags and Sea World. They watch professional football and basketball games. Favorite cable channels include Cartoon Network, Discovery Channel, National Geographic Channel, and BET. They also work on their lawns, tackle interior painting projects, or do minor maintenance on their vehicles.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 65 unique market segments based on socioeconomic and demographic characteristics.

About this segment

Industrious Urban Fringe

This is the
#3
dominant segment
for this area

In this area
13.0 %
of households fall
into this segment

In the United States
1.7 %
of households fall
into this segment



An overview of who makes up this segment across the United States

Demographic

Family is central to residents of Industrious Urban Fringe neighborhoods; slightly more than half of the households have children. Fifty-four percent are married-couple families; 17 percent are single parents. Multigenerational households are relatively common. The high proportion of children contributes to the relatively low median age of 29 years. Hispanics comprise 61.7 percent of the residents in these neighborhoods. More than one-fourth are foreign born, bringing rich, diverse cultures to these urban outskirts neighborhoods.

Socioeconomic

The median household income is \$40,400. The large average household size of 3.45 lowers the discretionary income available compared to segments with similar income. Residents take advantage of job opportunities offered in nearby cities; most work in the manufacturing, construction, retail trade, and service industries.

Residential

These neighborhoods are located in the West and South; the highest concentrations are in California, Texas, and Florida. Home ownership is at 62 percent. Single-family housing is dominant in these areas. To find more affordable housing, many live farther out from the city.

Preferences

Industrious Urban Fringe households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance. Keeping in touch is important to these residents; they often have a second phone line at home. They watch movies at home and will also see multiple movies at the theater each month. Television and radio are better than newspapers and magazines to reach these residents. They watch TV as much as the average US household, but subscribe to cable less often. They listen frequently to Hispanic, contemporary hit, and urban radio.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 65 unique market segments based on socioeconomic and demographic characteristics.

About this segment

Inner City Tenants

This is the
#4
dominant segment
for this area

In this area
8.1 %
of households fall
into this segment

In the United States
1.4 %
of households fall
into this segment



An overview of who makes up this segment across the United States

Demographic

Inner City Tenants residents are a microcosm of urban diversity; their population is represented primarily by white, black, and Hispanic cultures. Three in ten residents are Hispanic. This multicultural market is younger than average, with a median age of 28.8 years. The household composition also reflects their youth. Household types are mixed; 34 percent are singles, 28 percent are married-couple families, 21 percent are single parents, and 10 percent share housing. Turnover is high in these neighborhoods because many are enrolled in nearby colleges and work part-time. These neighborhoods are also a stepping-stone for recent immigrants, with an annual population growth of 0.6 percent.

Socioeconomic

The median household income is \$30,873. Because few own their homes, most of their net worth comes from savings. Eighty-three percent earn income from wages and salaries; 7 percent receive public assistance. Forty-five percent of the population aged 25 and older has attended college; 5 percent hold a graduate or professional degree. Earning a college degree is at the forefront of their goals, so many work part-and full-time to fund their college education. Approximately half of the employed residents work in white-collar occupations. This market has twice the national level of residents who work in the accommodation/food services industry.

Residential

These neighborhoods are located primarily in the South and West. Most Inner City Tenants residents rent economical apartments in mid- or high-rise buildings. One-fifth of the housing is owner-occupied. Most of the housing units were built in the 1960s, 1970s, and 1980s. For their average commute to work of 25 minutes, many residents drive their vehicle or depend on other modes of transportation. Seventeen percent of the households do not own a vehicle.

Preferences

With their busy lifestyle, Inner City Tenants residents frequently eat at fast-food restaurants and shop for groceries at nearby stores such as Albertson's. They prefer easy-to-prepare frozen and canned foods. Internet access at home is not typical in this market, but those who have no access at home will surf the Internet at school or at the library. Playing games and checking e-mail are typical online activities. Households have recently bought video game systems and baby items such as food, products, furniture, and equipment. They prefer to shop at Target and Walgreens. They go to the movies and professional football and basketball games, play football and basketball, and go bowling. They read magazines, particularly news and Entertainment Weekly, and listen to urban or contemporary hits radio. Some enjoy the nightlife, visiting bars and going dancing at nightclubs.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 65 unique market segments based on socioeconomic and demographic characteristics.

About this segment

Up and Coming Families

This is the
#5
dominant segment
for this area

In this area
7.7 %
of households fall
into this segment

In the United States
4.1 %
of households fall
into this segment



An overview of who makes up this segment across the United States

Demographic

With an annual household growth rate of 4.56 percent, Up and Coming Families represents Tapestry Segmentation's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 32.6 years, this segment is the youngest of Tapestry Segmentation's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows.

Socioeconomic

Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is \$69,522, higher than the national median. Nearly two-thirds of the residents aged 25 years and older have attended college; more than one in five holds a bachelor's degree. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents.

Residential

In the suburban outskirts of midsized metropolitan areas with populations higher than 250,000, approximately half of Up and Coming Families neighborhoods are concentrated in the South, the other half in the West and Midwest. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 80 percent.

Preferences

Family and home dictate the products these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout. They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 65 unique market segments based on socioeconomic and demographic characteristics.

Moreno Valley, CA 92557: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Population Change Since 2000

This chart shows the percentage change in area's population from 2000 to 2012, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

- 2012
- 2017 (Projected)



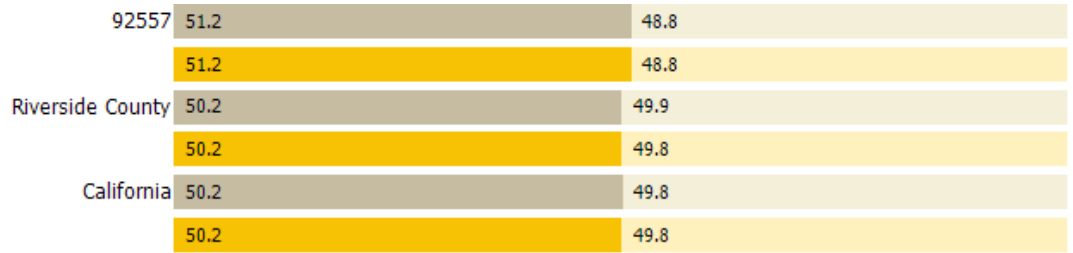
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

- Women 2012
- Men 2012
- Women 2017 (Projected)
- Men 2017 (Projected)



Moreno Valley, CA 92557: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



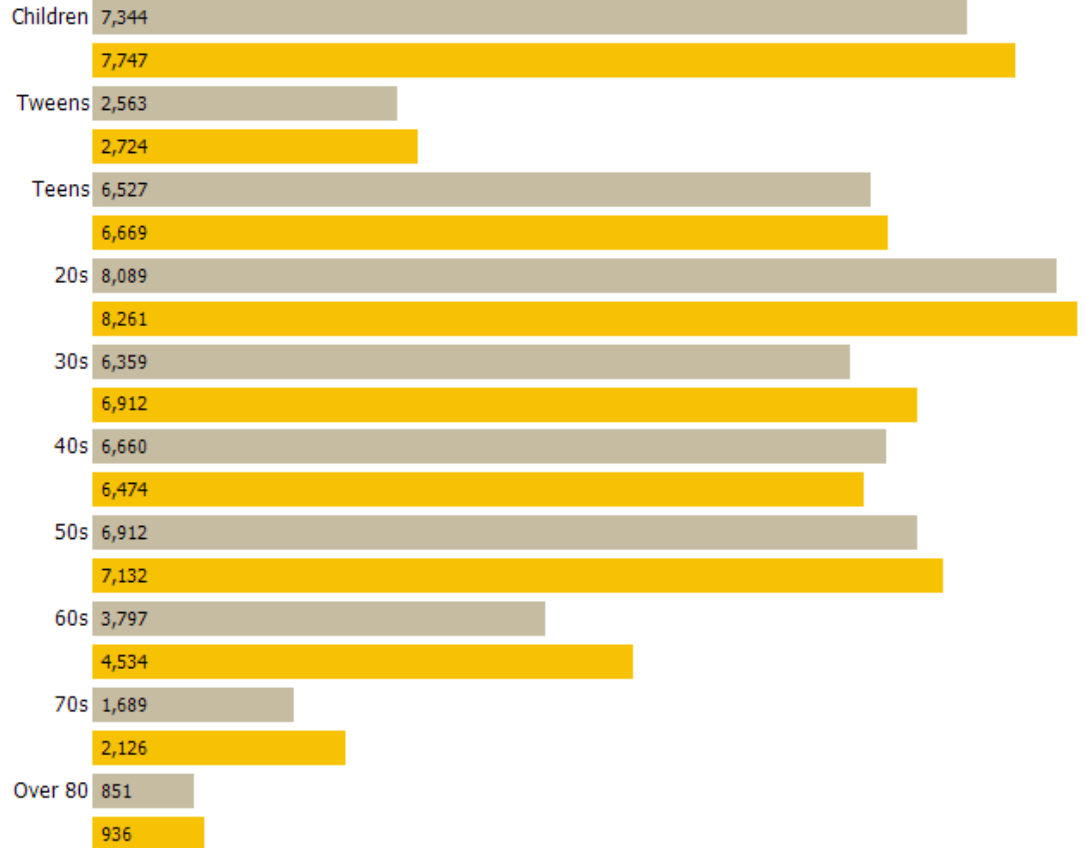
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Moreno Valley, CA 92557: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually

2012
2017 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2012

Update Frequency: Annually



Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Data Source: Bureau of Labor Statistics

Update Frequency: Monthly

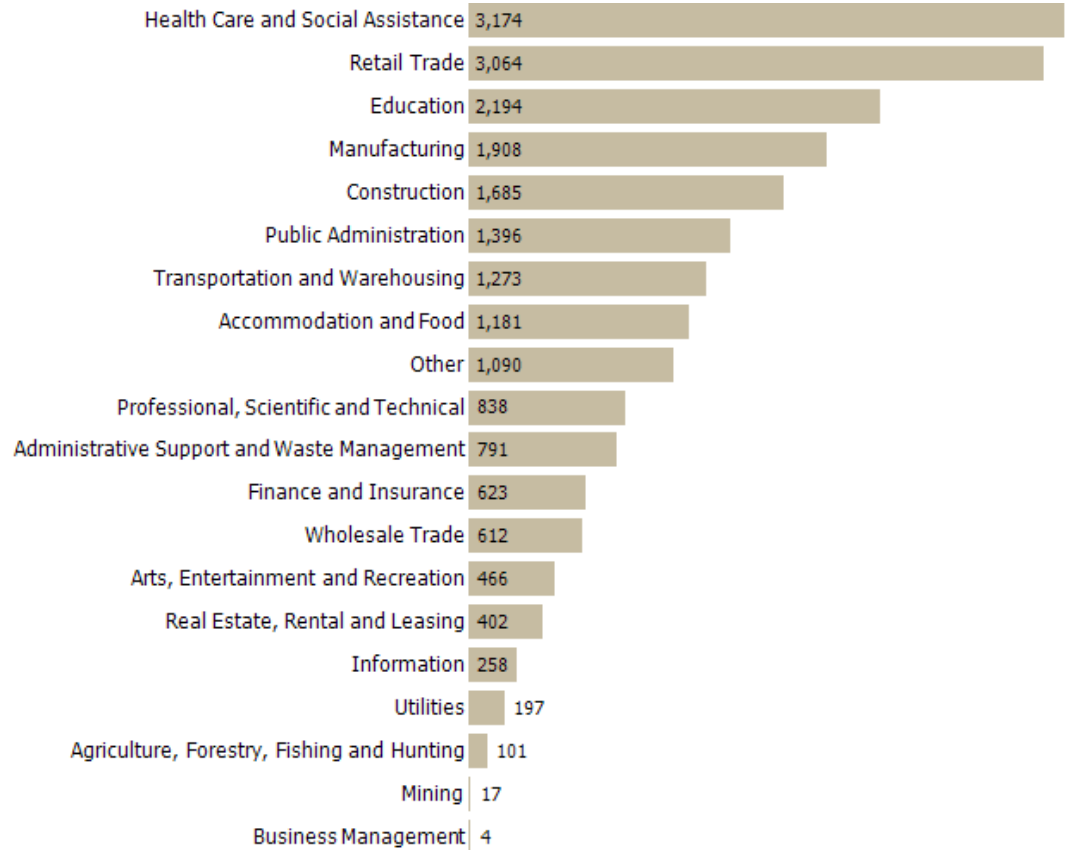


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2012

Update Frequency: Annually



Moreno Valley, CA 92557: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations (based on public records where licensed and MLS sources) from Lender Processing Services (LPS)

Update Frequency: Monthly



12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations (based on public records where licensed and MLS sources) from Lender Processing Services (LPS)

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



Best Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2012

Update Frequency: Annually

