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Community Development Commission County of Los Angeles

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Commissioners

Gloria Molina
Yvonne Brathwaite Burke
Zev Yaroslavsky
Don Knabe
Michael D. Antonovich

Carlos Jackson
Executive Director

June 8, 1999

Ken Balder, Chairperson
Altadena Town Council
P.O. Box 295
Altadena, CA 91003

Dear Mr. Balder:

**SUBJECT: MARKET PROFILE - LAKE AVENUE & MARIPOSA STREET
ALTADENA, CALIFORNIA**

As promised, the following memorandum summarizes a Market Profile Report prepared for the areas within 1,2, and 3-mile radii surrounding the neighborhood retail market area centered on the intersection of Lake Avenue and Mariposa Street in Altadena, California. The profile is based upon population characteristics and projections prepared by CACI Marketing Systems using population and business data from the U.S. Census Bureau, Consumer Expenditure Survey, and American Business Information, Inc..

POPULATION CHARACTERISTICS – ONE MILE RADIUS

Generally, the area's population is slightly more affluent than Los Angeles County as a whole, and should reflect proportionately higher retail potentials/expenditures. Population characteristics illustrating this point are bulleted below. Additional more specific population characteristics are contained in the attached detail report.

- The population within one mile of the Lake/Mariposa area was estimated at 18,508 persons in 1999 and is expected to grow to 19,122 by the year 2004. Households numbered 6,497 in 1999 and are projected to grow to 6,715 by 2004, a per annum rate just slightly below that of Los Angeles County.
- The area population's 1999 income levels are estimated at \$26,845 per capita, \$75,565 average per household, and \$59,563 median per household. Respectively, these figures are 21%, 16%, and 39% *higher* than those for Los Angeles County's total population.
- The area population's 1999 average age is estimated at 36.7 years, the median age at 36.6 years. Respectively, these figures are 3 years and 4 years *higher* than those for Los Angeles County's total population.
- Educational attainment for the area is shown as 35.2 % of the population having some college, a level higher than the County's measured 27.0% level.

Mr. Ken Balder
June 8, 1999
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- The area population's employment classifications are 70.0% white collar, 16.9% blue collar, and 11.5% service yielding a white/blue collar ratio of 4.1. In comparison, Los Angeles County's overall employment classifications are 59.9% white collar, 26.6% blue collar, and 12.3% service, yielding a lower white/blue ratio of 2.3.

CONSUMER EXPENDITURES/RETAIL POTENTIALS

The area population's affluence and retail potentials are also indicated by consumer expenditure patterns. To illustrate, the area population's annualized total and per household retail expenditures by general category are shown below. For comparison, a *retail potential index* compares the area's values to Los Angeles County as a whole and a base of 100. Thus, a retail potential index higher than 100 indicates reflects per household consumer expenditures higher than those for Los Angeles County as a whole, while an index lower than 100 indicates per household expenditure levels lower than those for Los Angeles County as a whole. Additional more specific consumer expenditure information is contained in the attached detail report.

	TOTAL(\$000)	\$ Per Household	Retail Potential Index
Total Retail Expenditures	120,149	18,522	114.5
Food Service	36,841	5,679	109.8
Apparel&Services	9,895	1,525	115.9
Drug	3,457	533	115.1
Transportation	34,265	5,285	113.5
Leisure/Entertainment	12,575	1,938	119.0
Home Furnishings	19,899	3,068	123.3
Other Retail	3,217	496	109.0

Please share the information with other interested Altadenans that attended Supervisor Antonovich's Quarterly meeting.

If you have any questions, please call me at (323) 890-7205 or Sid White at (323) 890-7189.

Sincerely,



CORDE CARRILLO, Director
Economic/Redevelopment Division

CC:nc/l-balder

CC: Dave Vannatta, Deputy
Jennifer Weston

Attachments

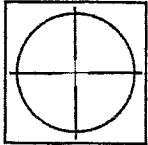
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County of Los Angeles

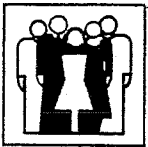
Lake & Mariposa
 Altadena, CA
 Coord: 34.1884 118.1317

Area 1: 1.0 Mile Radius
 Area 2: 2.0 Mile Radius
 Area 3: 3.0 Mile Radius

Description	Area 1	Area 2	Area 3
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MARKET PROFILE The Market Profile Report contains a comprehensive list of demographic information based on 1990 Census data updated to reflect 1999 estimates and 2004 projections.



POPULATION Population information allows you to quantify the market size and measure future growth. Population is defined as all living persons in a geographic area. Group quarters include non household living arrangements such as military barracks, college dormitories, long-term health care facilities, group homes, boarding houses, prisons, and ships.

2004 Population Projection	19,122	82,184	136,591
1999 Population Estimate	18,508	79,547	131,751
1990 Census Population	17,891	76,866	125,921
1999 Population Per Square Mile	5,698	6,592	5,794
1999 Group Quarters Population	276	2,027	2,752



HOUSEHOLDS Households consist of one or more persons who live together in the same housing unit, regardless of their relationship to each other. Households include all occupied housing units.

2004 Household Projection	6,715	26,428	46,300
1999 Household Estimate	6,497	25,557	44,636
1990 Households	6,269	24,640	42,608
% Annual Household Growth: 1990 - 1999	0.4	0.4	0.5
1990 % Households			
With 1 Person	20.5	21.2	24.6
With 2 Persons	32.5	28.1	28.6
With 3 Persons	18.2	17.5	16.5
With 4 Persons	15.3	14.9	13.6
With 5 Persons	7.3	8.6	7.8
With 6 Persons	3.2	4.5	4.1
With 7+ Persons	3.2	5.3	4.8
1999 Average Household Size	2.81	3.02	2.88

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1999 INCOME Income is a good indicator of the spending power of your market. Per Capita Income includes the income of all persons 15 years old and over. Median Income divides the income distribution into two equal parts, one-half falling above the median and one-half below.

% Under \$10,000	5.9	8.9	9.5
% \$10,000-\$14,999	3.0	5.2	5.8
% \$15,000-\$24,999	7.8	11.8	12.8
% \$25,000-\$34,999	11.2	12.6	12.8
% \$35,000-\$49,999	16.1	16.7	16.7
% \$50,000-\$74,999	21.0	19.9	18.4
% \$75,000-\$99,999	14.9	10.9	10.0
% \$100,000-\$149,000	14.1	9.9	9.2
% \$150,000+	5.9	4.3	4.9
1999 Per Capita Income	\$26,845	\$20,175	\$21,513
1999 Average Household Income	\$75,565	\$61,946	\$62,713
1999 Median Household Income	\$59,563	\$48,292	\$47,743



1999 POPULATION BY RACE The race variables represent the self-classification by people according to the race with which they most closely identify. Ancestry can be viewed as the nationality, lineage or country of birth of a person. Persons of Hispanic ancestry may be of any race.

% White	45.1	38.9	41.5
% Black	37.3	35.3	29.2
% Asian or Pacific Islander	5.6	6.2	7.9
% Other	12.0	19.7	21.4
% Hispanic Ancestry	23.3	33.7	36.4



1999 POPULATION BY AGE Population by age provides valuable information as to the relative maturity or youth of a particular market. Median age divides the age distribution into two equal parts, one-half falling below the median and one-half above.

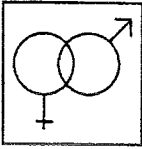
% Under Age 5	7.3	8.5	8.4
% Age 5-14	14.3	16.3	15.6
% Age 15-17	3.5	3.8	3.7
% Age 18-20	3.3	3.8	3.9
% Age 21-24	4.0	4.6	5.1
% Age 25-34	14.0	14.9	16.0
% Age 35-44	19.8	17.7	17.4
% Age 45-54	14.0	12.0	11.7
% Age 55-64	7.6	6.8	6.6
% Age 65-74	5.6	5.4	5.4
% Age 75-84	4.5	4.3	4.4
% Age 85 +	2.0	1.8	1.8
Average Age of Total Population	36.7	34.7	34.6
Median Age of Total Population	36.6	33.7	33.6

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County of Los Angeles

Lake & Mariposa
 Altadena, CA
 Coord: 34.1884 118.1317

Area 1: 1.0 Mile Radius
 Area 2: 2.0 Mile Radius
 Area 3: 3.0 Mile Radius

Description	Area 1	Area 2	Area 3
POPULATION BY SEX			
			
% Female	52.1	51.4	51.1
% Females Under Age 6	7.0	8.1	8.2
% Females Age 6-13	13.0	15.3	14.6
% Females Age 14-17	3.5	3.6	3.5
% Females Age 18-20	3.1	3.5	3.6
% Females Age 21-24	3.8	4.2	4.7
% Females Age 25-34	13.7	14.5	15.4
% Females Age 35-44	19.7	17.7	17.3
% Females Age 45-54	14.0	12.3	11.9
% Females Age 55-64	7.8	7.1	6.9
% Females Age 65-74	5.9	6.0	6.1
% Females Age 75-84	5.3	5.0	5.3
% Females Age 85+	3.1	2.6	2.5
Average Age Female	38.3	36.3	36.3
% Male	47.9	48.6	48.9
% Males Under Age 6	7.6	8.9	8.7
% Males Age 6-13	15.7	17.4	16.6
% Males Age 14-17	3.5	4.1	3.9
% Males Age 18-20	3.6	4.1	4.2
% Males Age 21-24	4.2	4.9	5.5
% Males Age 25-34	14.4	15.2	16.6
% Males Age 35-44	19.9	17.8	17.5
% Males Age 45-54	14.1	11.8	11.5
% Males Age 55-64	7.5	6.5	6.2
% Males Age 65-74	5.2	4.8	4.7
% Males Age 75-84	3.6	3.5	3.5
% Males 85+	0.8	1.0	1.0
Average Age Male	34.9	33.0	32.9



EDUCATION The education variables are another way to determine the relative socio-economic status of an area. Population enrolled in school provides information on the population ages 3 & over. Educational attainment classifies persons age 25 & over according to their highest level of school or degree completed.

1990 Pop Enrolled in School	4,762	22,247	36,871
% Preprimary School	7.7	7.4	6.8
% Elementary & High School	57.5	62.8	61.1
% College	34.8	29.9	32.1
1990 Educational Attainment	11,979	48,786	79,993
% Elementary School (0-8 Years)	5.8	12.7	12.8
% Some High School (9-12 Years)	8.5	13.2	12.8
% High School Graduate only (12 Years)	15.8	17.5	16.8
% Some College (13-15 Years)	35.2	30.0	28.6
% Bachelor Degree	19.7	15.8	17.2
% Graduate Degree	15.0	10.8	11.7
Average Years of School Completed	13.8	12.7	12.7

Lake & Mariposa
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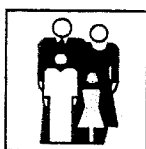
Area 1: 1.0 Mile Radius
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Description	Area 1	Area 2	Area 3
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MARITAL STATUS

1990 Marital Status	14,208	58,938	97,615
% Persons Married	50.1	47.4	46.6
% Persons Single	49.9	52.6	53.4
1990 Female Marital Status	7,555	30,827	50,678
% Females Married	47.0	44.8	44.2
% Females Never Married	27.2	29.1	29.9
% Females Widowed/Divorced/Separated	25.8	26.2	25.9
1990 Male Marital Status	6,653	28,111	46,937
% Males Married	53.7	50.2	49.3
% Males Never Married	34.7	38.1	39.2
% Males Widowed/Divorced/Separated	11.6	11.6	11.6



FAMILIES/HOUSEHOLDERS

1990 Family Households	4,541	17,990	29,209
1990 Non Family Households	1,718	6,767	13,519
1990 Family Households With Children	2,294	10,040	15,999
% Married Couple Family	70.6	67.7	66.9
% Male Householder	5.9	6.0	6.4
% Female Householder	23.5	26.4	26.7
1990 % Households			
% W/children < 18	37.4	41.4	38.3
% W/person 65+	22.2	23.5	23.2
% W/householder 65+	18.6	19.9	19.9



OCCUPATION/INDUSTRY These variables help you evaluate the composition of the labor force in a particular market. Occupation describes the kind of work a person does on the job. Industry employment describes the type of industry in which a person works. Both are based on persons age 16 and over.

1990 Employment Status, Persons 16+	13,840	58,152	96,086
% Employed in Civilian Labor Force	66.5	61.0	61.5
% Unemployed	4.0	5.2	5.1
% Pop Not in Labor Force	29.4	33.7	33.3
% Pop in Armed Forces	0.1	0.1	0.1

Account: 21548
 Site: 98186

MARKET PROFILE REPORT

5/24/99

PREPARED FOR:

County of Los Angeles

Lake & Mariposa
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Area 1: 1.0 Mile Radius
 Area 2: 2.0 Mile Radius
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Description	Area 1	Area 2	Area 3
1990 Total Employed	9,208	35,459	59,101
% White Collar	70.0	63.1	63.7
% Executive & Managerial	14.4	13.3	14.1
% Professional Specialty	24.1	19.3	19.4
% Technical Support	3.9	3.9	3.8
% Sales	8.5	8.8	9.3
% Administrative Support	19.1	17.8	17.1
% Blue Collar	16.9	20.1	19.4
% Precision, Production, Craft & Repair	8.6	9.5	8.8
% Machine Operator	3.3	4.6	4.5
% Transportation & Material Moving	2.4	2.8	2.6
% Laborers	2.7	3.3	3.4
% Service	11.5	14.8	14.8
% Private Household	0.8	1.2	1.3
% Protective	2.1	1.9	1.7
% Other	8.6	11.7	11.8
% Farming, Forestry, & Fishing	1.5	2.0	2.2
White/Blue Collar Ratio	4.1	3.1	3.3
1990 Industry Employment	9,208	35,459	59,101
% Agriculture, Forestry, Fishing	1.4	2.0	2.2
% Mining	0.3	0.1	0.1
% Construction	6.0	6.1	6.0
% Manufacturing: Nondurable Goods	3.8	4.7	4.7
% Manufacturing: Durable Goods	7.2	7.3	7.2
% Transportation	3.7	3.7	3.5
% Communications & Public Utilities	4.0	3.2	3.0
% Wholesale Trade	2.8	2.9	3.0
% Retail Trade	9.4	12.2	12.9
% Finance, Insurance, Real Estate	9.2	8.7	9.3
% Service: Business & Repair	6.7	6.9	6.6
% Service: Personal	3.6	4.2	4.0
% Service: Entertainment & Recreation	3.3	2.5	2.6
% Service: Health	9.1	9.0	8.7
% Service: Educational	12.5	11.0	10.6
% Service: Other Professional & Related	12.7	11.2	11.7
% Public Administration	4.2	4.2	3.8

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MARKET PROFILE REPORT


5/24/99

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 Altadena, CA
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Area 1: 1.0 Mile Radius
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Description	Area 1	Area 2	Area 3	
 <p>HOUSING Housing units are defined as a house, apartment, mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.</p>				
	1990 Total Housing Units	6,477	25,610	44,565
	% Occupied	96.8	96.2	95.6
	% Vacant	3.2	3.8	4.4
	% Year-round	3.2	3.7	4.3
% Seasonal	0.0	0.1	0.1	
1990 Total Housing Units in Structure	6,477	25,610	44,565	
% Single, Detached	83.9	75.2	62.8	
% Single, Attached	4.2	4.8	6.3	
% 2 Units	2.6	3.0	3.3	
% 3-9 Units	4.4	7.1	11.1	
% 10-49 Units	3.9	7.1	12.2	
% 50+ Units	0.0	1.5	3.0	
% Mobile Home or Trailer	0.1	0.1	0.1	
% Other Units	1.0	1.2	1.3	
1990 Total Occupied Housing Units	6,269	24,640	42,608	
% Owner-occupied Units	72.7	61.5	53.8	
% Renter-occupied Units	27.3	38.5	46.2	
Owner/Renter Ratio	2.7	1.6	1.2	
1990 Housing Units By Year Built	6,489	25,607	44,544	
% Built 1985 - 1990	1.2	2.0	5.3	
% Built 1980 - 1984	1.3	2.0	3.7	
% Built 1970 - 1979	3.1	6.2	7.9	
% Built 1960 - 1969	11.2	10.9	11.8	
% Built 1950 - 1959	19.7	18.8	17.7	
% Built 1949 or earlier	63.6	60.2	53.7	
1990 Total Specified Owner-occupied Units	4,235	14,067	20,744	
% Under \$25,000	0.3	0.6	0.5	
% \$25,000-\$49,999	0.6	0.8	0.8	
% \$50,000-\$74,999	1.4	1.8	1.6	
% \$75,000-\$99,999	3.0	4.7	4.1	
% \$100,000-\$149,999	9.5	13.1	12.0	
% \$150,000-\$199,999	17.3	22.1	19.6	
% \$200,000-\$499,999	59.6	50.7	51.9	
% \$500,000+	8.5	6.2	9.7	
Average Home Value	\$281,287	\$251,540	\$271,483	
Median Home Value	\$264,353	\$241,291	\$259,932	
1990 Spec. Renter-Occ. Units - Cash Rent	1,614	9,056	18,990	
1990 Average Contract Rent	\$629	\$570	\$566	
1990 Median Contract Rent	\$607	\$548	\$541	

Account: 21548
 Site: 98186

MARKET PROFILE REPORT

5/24/99

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County of Los Angeles

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Area 1: 1.0 Mile Radius
 Area 2: 2.0 Mile Radius
 Area 3: 3.0 Mile Radius

Description	Area 1	Area 2	Area 3
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COMMUTE The vehicle and commute variables are useful in determining the vehicle ownership that can be anticipated around a site. Commute time refers to the total number of minutes that it takes to get from home to work. Number of vehicles refers to the vehicle ownership per household.

1990 Means of Transportation to Work	9,024	34,589	57,735
% Car, Truck, or Van: Drove Alone	77.5	69.2	68.2
% Car, Truck, or Van: Carpooled	11.7	16.1	16.6
% Public Transportation	4.4	6.5	6.0
% Other Means	3.3	5.6	6.6
% Worked at home	3.1	2.7	2.6
1990 Commute Time to Work	8,742	33,661	56,261
% Commute Under 15 Minutes	24.6	26.9	28.1
% Commute 15-29 Minutes	33.0	33.3	33.6
% Commute 30-59 Minutes	34.1	31.9	30.9
% Commute 60-89 Minutes	7.4	6.4	5.9
% Commute 90+ Minutes	0.9	1.5	1.4
Average Commute to Work in Minutes	26.2	25.5	24.9
1990 Households With Vehicles	5,894	22,035	37,613
% With 1 Vehicle	31.6	36.3	39.9
% With 2 Vehicles	42.4	41.2	40.2
% With 3 Vehicles	16.2	14.5	13.2
% With 4 Vehicles	6.5	5.2	4.4
% With 5+ Vehicles	3.3	2.8	2.3
1990 Number of Vehicles	12,355	43,835	71,569
1990 Avg. Num of Vehicles Per Household	2.0	1.8	1.7

Account: 21548
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RETAIL PROFILE REPORT

5/24/99

PREPARED FOR:

County of Los Angeles

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 Coord: 34.1884 118.1317

Area 1: 1.0 Mile Radius
 Area 2: 2.0 Mile Radius
 Area 3: 3.0 Mile Radius

Description	Area 1		Area 2		Area 3	
	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH



TOTAL RETAIL EXPENDITURES
 This report is based on annualized data from the Consumer Expenditure Survey.

Total Retail Expenditures	120,149	18,522	425,104	16,554	734,448	16,406
Food Service	36,841	5,679	134,394	5,233	233,041	5,206
Apparel & Services	9,895	1,525	34,444	1,341	59,895	1,338
Drug	3,457	533	12,658	493	21,713	485
Transportation	34,265	5,282	122,464	4,769	210,793	4,709
Leisure & Entertainment	12,575	1,938	42,766	1,665	73,744	1,647
Home Furnishings	19,899	3,068	66,252	2,580	114,472	2,557
Other Retail Expenditures	3,217	496	12,126	472	20,792	464



FOOD SERVICES This category includes dollars spent on groceries, dollars spent dining out and dollars spent on alcoholic beverages.

Food Service	36,841	5,679	134,394	5,233	233,041	5,206
Groceries	24,409	3,763	91,650	3,569	158,665	3,544
Dining Out	10,192	1,571	34,980	1,362	60,768	1,357
Alcoholic Beverages	2,240	345	7,764	302	13,608	304



APPAREL & SERVICES This category of retail expenditures includes dollars spent on all apparel, footwear, jewelry and other apparel and services.

Apparel & Services	9,895	1,525	34,444	1,341	59,895	1,338
Apparel	7,233	1,115	25,142	979	43,660	975
Women's	3,417	527	11,738	457	20,408	456
Men's	2,168	334	7,349	286	12,783	286
Girls'	616	95	2,225	87	3,848	86
Boys'	552	85	2,035	79	3,489	78
Infants'	481	74	1,796	70	3,132	70
Footwear	1,028	159	3,687	144	6,369	142
Watches & Jewelry	1,182	182	3,940	153	6,826	152
Other Apparel & Services	452	70	1,674	65	3,039	68

Account: 21548
 Site: 98186

RETAIL PROFILE REPORT

5/24/99

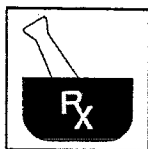
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Description	Area 1		Area 2		Area 3	
	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH



DRUG This category of retail expenditures includes dollars spent on prescription drugs and personal care products.

Drug	3,457	533	12,658	493	21,713	485
Prescription	1,403	216	5,182	202	8,856	198
Personal Care	2,054	317	7,476	291	12,857	287



TRANSPORTATION This category of retail expenditures includes dollars spent on automotive products and services, and travel.

Transportation	34,265	5,282	122,464	4,769	210,793	4,709
Automotive Aftermarket	10,547	1,626	38,579	1,502	66,132	1,477
Automotive Products	6,693	1,032	24,850	968	42,640	952
Gasoline	5,588	861	20,705	806	35,557	794
Motor Oil & Auto Fluids	129	20	524	20	896	20
Tires	641	99	2,331	91	3,990	89
Accessories, Parts & Equip.	335	52	1,291	50	2,198	49
Automotive Services	3,854	594	13,729	535	23,492	525
Oil Changes	303	47	1,072	42	1,844	41
Tune-ups	426	66	1,484	58	2,559	57
Clutch/Transmission	326	50	1,224	48	2,071	46
Brake Repairs	445	69	1,559	61	2,677	60
Body Work/Paint	295	46	1,021	40	1,760	39
Steering/Front End Repair	233	36	843	33	1,448	32
Other Automotive Services	1,826	281	6,526	254	11,132	249
Travel	3,890	600	12,548	489	21,849	488
Other Transportation	19,828	3,057	71,337	2,778	122,811	2,743

Account: 21548
 Site: 98186

RETAIL PROFILE REPORT

5/24/99

PREPARED FOR:

County of Los Angeles

Lake & Mariposa
 Altadena, CA
 Coord: 34.1884 118.1317

Area 1: 1.0 Mile Radius
 Area 2: 2.0 Mile Radius
 Area 3: 3.0 Mile Radius

Description	Area 1		Area 2		Area 3	
	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH



LEISURE & ENTERTAINMENT
 This category includes dollars spent on books and periodicals, pet care, sporting goods, children's toys, video purchase/rental, and other equipment.

Leisure & Entertainment	12,575	1,938	42,766	1,665	73,744	1,647
Books & Periodicals	1,402	216	4,817	188	8,323	186
Entertainment & Hobbies	11,172	1,722	37,949	1,478	65,421	1,461
Pet Care	997	154	3,345	130	5,747	128
Sporting Goods	805	124	2,713	106	4,672	104
Toys	834	129	2,860	111	4,937	110
Video Cassette Purchase	159	24	573	22	980	22
Video Cassette Rental	330	51	1,208	47	2,087	47
Video Games	124	19	442	17	773	17
TV/VCR's/Video Cameras	484	75	1,758	68	3,022	68
Audio Equipment	149	23	543	21	928	21
Photo Equip. & Film Proc.	355	55	1,194	47	2,063	46
Other Entertainment & Hobbies	6,935	1,069	23,314	908	40,211	898



HOME FURNISHINGS The Home Furnishings category includes major appliances, furniture, housewares, home improvement, and home services.

Home Furnishings/Improvement	19,899	3,068	66,252	2,580	114,472	2,557
Home Furnishings	6,224	959	21,219	826	36,598	818
Refrigerators/Freezers	76	12	286	11	497	11
Washers/Dryers	53	8	195	8	336	7
Stoves/Ovens/Microwaves	54	8	191	7	328	7
Small Kitchen Appliances	152	23	531	21	904	20
Living/Dining/Kitchen Furniture	1,276	197	4,368	170	7,567	169
PC Software & Hardware	896	138	3,022	118	5,164	115
Housewares	1,581	244	5,373	209	9,233	206
Other Home Furnishings	2,136	329	7,252	282	12,570	281
Home Improvement	9,452	1,457	30,943	1,205	53,319	1,191
Home Services	4,224	651	14,090	549	24,554	548

EMPLOYMENT PROFILE REPORT

PREPARED FOR:
 County of Los Angeles

Lake & Mariposa
 Altadena, CA
 Coord: 34.1884 118.1317

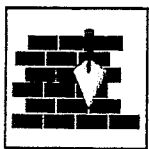
Area 1: 1.0 Mile Radius
 Area 2: 2.0 Mile Radius
 Area 3: 3.0 Mile Radius

Description	Area 1	Area 2	Area 3
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TOTAL EMPLOYMENT This variable allows you to determine the number of employees (daytime population) and the number of businesses located around a particular site.

Total Employment	2,677	8,598	35,792
Total Businesses	440	1,391	3,378
Employees/Business	6	6	11



EMPLOYEE OCCUPATION These variables break down the total employees by selected occupations. Employee occupation data lets you assess the composition of the labor force.

Total Employment	2,677	8,598	35,792
Agriculture/Forestry/Fishing Employees	0.5	0.6	0.5
Mining Employees	0.0	0.0	0.0
Construction Employees	3.8	4.6	3.5
Manufacturing Employees	1.4	4.5	5.7
Transportation, Comm., Util. Employees	2.9	2.1	5.0
Wholesale Trade Employees	1.5	1.9	1.7
Retail Trade Employees	18.9	20.0	18.0
Finance/Insurance/Real Estate Employees	4.2	3.2	11.4
Service Employees	61.2	60.4	49.3
Public Administration Employees	5.6	2.6	4.8
Unclassified Employees	0.0	0.0	0.0



BUSINESSES In addition to providing information on daytime population, this report contains information on all businesses in the area and classifies them by business type.

Total Businesses	440	1,391	3,378
Agriculture/Forestry/Fishing Businesses	1.9	2.0	1.3
Mining Businesses	0.0	0.0	0.1
Construction Businesses	7.6	7.4	5.8
Manufacturing Businesses	2.9	3.5	3.2
Transportation, Comm., Util. Businesses	0.9	1.5	2.0
Wholesale Trade Businesses	3.2	4.2	4.2
Retail Trade Businesses	23.8	24.2	23.5
Finance/Insurance/Real Estate Businesses	5.1	4.0	6.9
Service Businesses	53.6	51.7	49.5
Public Administration Businesses	1.0	1.3	3.5
Unclassified Businesses	0.0	0.1	0.1

Account No: 21548
Site Number: 98186

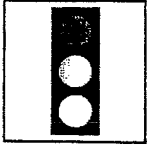
TRAFFIC PROFILE REPORT

5/24/99

PREPARED FOR:

County of Los Angeles

Lake & Mariposa
Altadena, CA
Coord: 34.1884 118.1317



TRAFFIC PROFILE This report displays up to 25 of the closest available traffic counts within the largest radius around your site. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Distance:	Street:	Closest cross-street:	Year of count:	Count:
1.87	Interstate 210	Casitas Ave (0.16 miles NW)	1995	103,000
2.25	Interstate 210	N Windsor Ave (0.16 miles ESE)	1995	100,000
2.26	Interstate 210	W Mountain St (0.09 miles S)	1995	115,000
2.51	Interstate 210	N El Molino Ave (0.01 miles E)	1995	131,000
2.54	Interstate 210	N Hill Ave (0.16 miles E)	1995	130,500
2.56	Interstate 210	N Hill Ave (0.18 miles E)	1995	130,500
2.57	Interstate 210	N El Molino Ave (0.10 miles E)	1995	131,000
2.70	Interstate 210	N Orange Grove Blvd (0.07 miles SSE)	1995	121,000
2.70	Interstate 210	N Allen Ave (0.01 miles E)	1995	123,500
2.74	Interstate 210	N Allen Ave (0.01 miles E)	1995	123,500
2.94	Interstate 210	Foothill Blvd (0.18 miles NW)	1995	98,000
2.96	Interstate 210	N Craig Ave (0.12 miles W)	1995	129,500
2.97	Interstate 210	N Craig Ave (0.10 miles W)	1995	129,500