



# **Retail Site Assessment**



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## Recommendations & Conclusions

Buxton has reviewed the site provided by the City of Suisun City on the basis of retail recruitment potential. This Retail Site Assessment booklet features maps of the Site's trade area and data contributing to this analysis.

A review of segmentation at the focal point shows that segment 34 (White Picket Fences) and segment 13 (Upward Bound) comprise a substantial portion of the dominant segment households found at the study site. Segments 27 (Middleburg Managers), 12 (Brite Lites, Li'l City), 24 (Up-and-Comers), and 63 (Family Thrifts) account for most the remaining dominant segment households within the focal point's primary trade area. Each of these segments possess unique income and lifestyle characteristics that would attract a variety of retailers to Suisun City.



## Suisun City's Focal Point

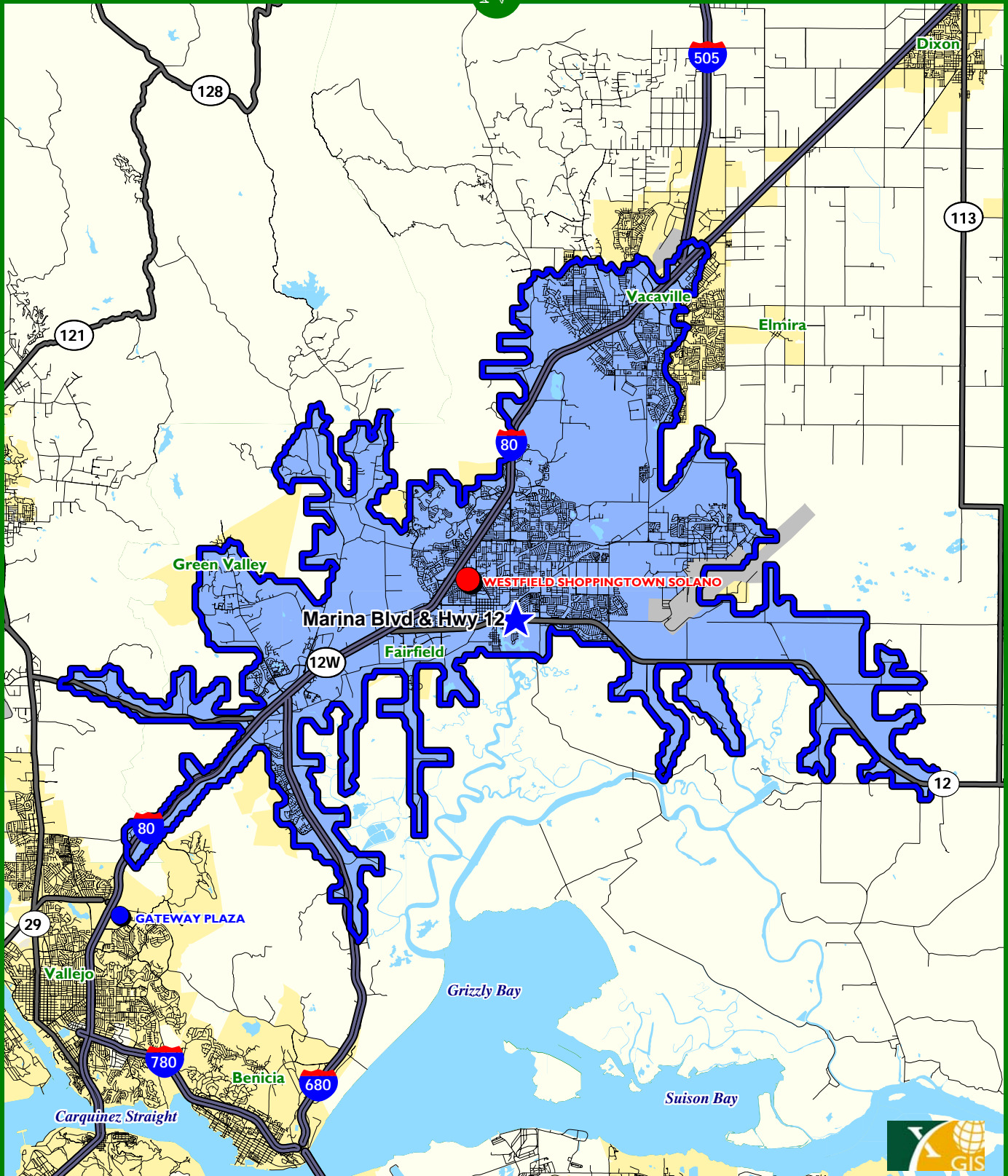
To begin the CommunityID process, the City of Suisun City selected the intersection of Marina Boulevard and Highway 12 as the focal point for possible retail development or revitalization within Suisun City. The location of the intersection is shown on the opposite page.

To more fully understand the retail potential of the focal point, Buxton conducted the following analyses:

- A primary trade area roughly equivalent to a seventeen-minute drive-time was delineated for the site
- The customers within the trade area were segmented according to buying habits and life styles
- A segmentation profile of Suisun City's customers within the trade area was developed

The purpose of these analyses is to develop Suisun City's customer profile. The Customer Profile is a snapshot of the customers that reside in Suisun City's trade area. Even though these consumers are complex and diverse, by using a variety of databases Buxton is able to capture and catalogue the extent to which potential demand for retailer's goods and services are concentrated in the trade area.

By overlaying Suisun City's Customer Profile with the 4,500 retail matching profiles in Buxton's proprietary database we are able to identify major categories of retail that are candidates for location in Suisun City. This matching provides the basis for determining Suisun City's viability to attract retailers and restaurants and forms the basis for Buxton's assessment.



# Suisun City, California: Trade Area

## Shopping Centers

GLA in thousands



1000+

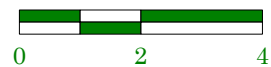


500 to 1000

 17 Minute Drive Time

 Focal Point

Miles



## Focal Point Analysis: Marina Boulevard and Highway 12

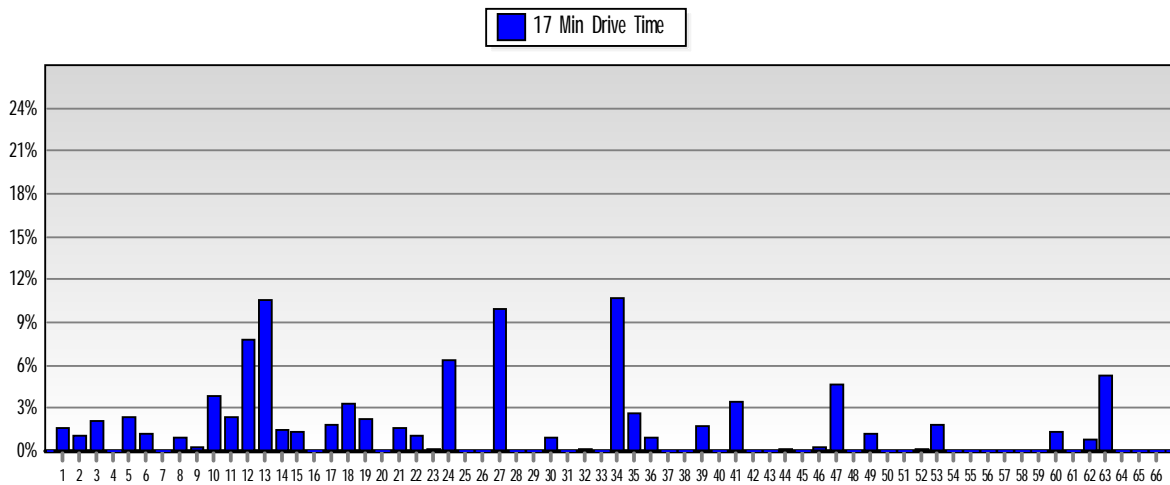
### Drive-Time Trade Area

The map on the opposite page depicts the trade area for the focal point. The trade area consists of a seventeen-minute polygon, determined by Buxton's proprietary drive-time technology.

### Psychographics

The psychographic profile of the households within a seventeen-minute drive-time of the focal point is presented below.

#### Trade Area Segmentation



Source: Claritas, Inc, PRIZM® NE, © 2006

### Dominant Segments

A segment that represents at least 3 percent of a trade area is a dominant segment. Following is a description of the dominant segments for the focal point.

Dominant Segments	Description	Households	% of All Households
10	SECOND CITY ELITE	2,041	3.82%
12	BRITE LITES, LI'L CITY	4,155	7.78%
13	UPWARD BOUND	5,689	10.65%
18	KIDS & CUL-DE-SACS	1,735	3.25%
24	UP-AND-COMERS	3,417	6.39%
27	MIDDLEBURG MANAGERS	5,316	9.95%
34	WHITE PICKET FENCES	5,743	10.75%
41	SUNSET CITY BLUES	1,804	3.38%
47	CITY STARTUPS	2,503	4.68%
63	FAMILY THRIFTS	2,844	5.32%

Source: Claritas, Inc, PRIZM® NE, © 2006

## Focal Point Analysis (continued)

### Category Potential

The following table outlines the estimated dollar potential available in major retail categories by consumers located within the trade area for the potential retail locations:

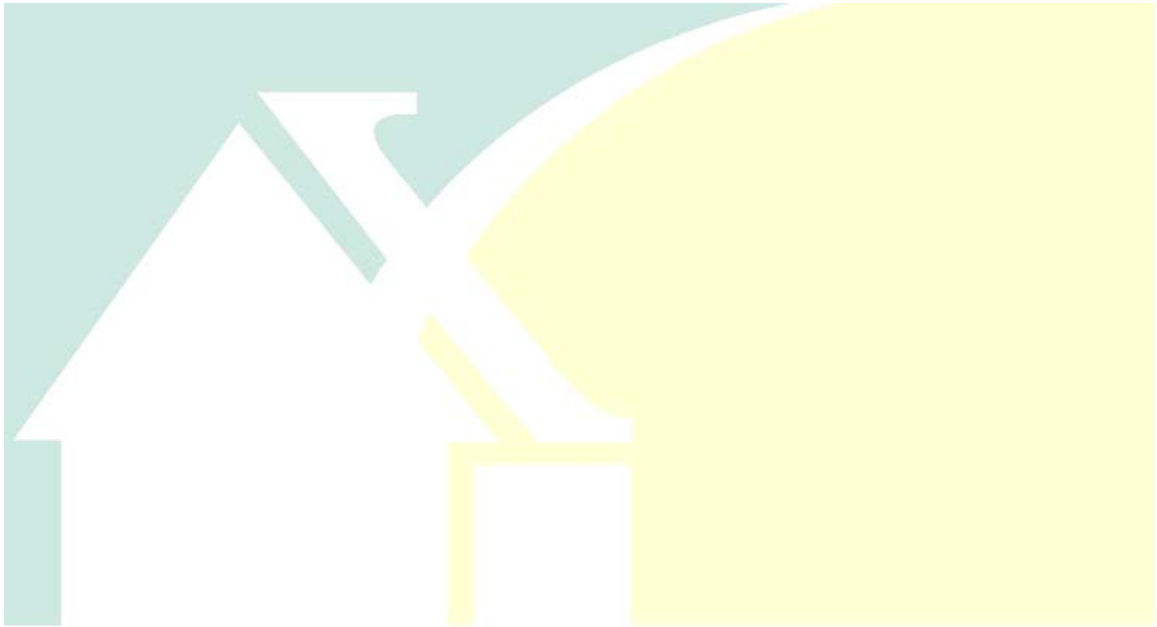
<i>Consumer Variable - Major Categories</i>	<i>Total Estimated Dollars</i>
Food at Home	\$ 336,133,430
Food Away from Home	\$ 297,725,880
Alcoholic Beverages	\$ 72,168,340
Smoking Products & Supplies	\$ 36,964,180
Personal Care Products & Services	\$ 54,384,340
Day Care	\$ 21,566,060
Household Furnishings & Services	\$ 369,828,650
Housing Expenses	\$ 64,180,910
Apparel	\$ 253,281,520
Sports & Recreation	\$ 75,180,660
Miscellaneous	\$ 171,901,010
Education	\$ 69,896,250
Automotive	\$ 499,721,820
Health Care	\$ 185,514,590
<b>TOTAL</b>	<b>\$ 2,508,447,640</b>

Source: Claritas, Inc. © 2006

The following table presents the trade potential variables for the proposed site:

Trade Potential Variables	Retail Site
Estimated Household Count	53,438
Number of Households in Dominant Segments	35,247
Traffic Count	45,500
Estimated Retail Potential	\$2,508,447,640

Source: Claritas, Inc. PRIZM® NE, © 2006



## Brief Segment Descriptions

- 1 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.
- 2 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.
- 3 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 is a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.
- 4 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.
- 5 COUNTRY SQUIRES – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who have 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.
- 6 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.
- 7 MONEY & 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 city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.

## Brief Segment Descriptions

- 8 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.
- 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.
- 11 GOD’S COUNTRY – When city dwellers and suburbanites began moving to the country in the 1970’s, 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 double income, no kids households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.
- 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.
- 14 NEW EMPTY NESTS – With 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.

## Brief Segment Descriptions

- 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 1960’s—residents work as white-collar managers and professionals, and are now at the top of their careers.
- 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 row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.
- 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 is the description of 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.
- 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.
- 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.

## Brief Segment Descriptions

- 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. A segment of older, mid-scale singles and couples who live in quiet comfort, Gray Power reflects this trend.
- 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, mid-scale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.
- 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.
- 26 THE COSMOPOLITANS – Educated, mid-scale and multi-ethnic, The Cosmopolitans are urbane couples in America’s fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
- 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.

## Brief Segment Descriptions

- 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.
- 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 residents speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.
- 30 SUBURBAN SPRAWL – Suburban Sprawl is an unusual American lifestyle: a collection of mid-scale, 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.
- 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.
- 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 in addition to 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.

## Brief Segment Descriptions

- 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.
- 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.
- 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.
- 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 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 retirement. 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.

## Brief Segment Descriptions

- 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.
- 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.
- 44 NEW BEGINNINGS – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something 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.
- 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.
- 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 twenty-somethings. 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.

## Brief Segment Descriptions

- 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.
- 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.
- 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 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 any other segment.
- 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. 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.
- 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.
- 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.

## Brief Segment Descriptions

- 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.
- 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. There's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.
- 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.
- 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.
- 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.

## Brief Segment Descriptions

- 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.
- 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 has not 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 half 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% 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.

Buxton utilizes the Claritas® PRIZM® NE segmentation system in this analysis. PRIZM® NE and Claritas® are registered trademarks of Claritas Inc. The PRIZM segment nicknames (e.g., “Blue Blood Estates,” “Big Sky Families,” “Country Squires”) are trademarks of Claritas Inc.





# **Appendix A: Category Potential**



**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

## Category Totals

17 Min Drive Time

Food at Home	\$336,133,430
Food Away from Home	\$297,725,880
Alcoholic Beverages	\$72,168,340
Smoking Products & Supplies	\$36,964,180
Personal Care Products & Services	\$54,384,340
Day Care	\$21,566,060
Household Furnishings & Services	\$369,828,650
Housing Expenses	\$64,180,910
Apparel	\$253,281,520
Sports & Recreation	\$75,180,660
Miscellaneous	\$171,901,010
Education	\$69,896,250
Automotive	\$499,721,820
Health Care	\$185,514,590
<b>TOTAL</b>	<b>\$2,508,447,640</b>

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

## Food at Home

17 Min Drive Time

<b>Cereals &amp; Cereal Products</b>	<b>\$18,796,270</b>
Cereals	\$9,704,640
Rice	\$3,142,690
Pasta, Cornmeal, and Other	\$3,660,090
Flour	\$2,288,850
<b>Bakery Products</b>	<b>\$34,117,060</b>
Cookies	\$4,423,100
Crackers	\$2,390,550
Bread Products	\$27,303,410
<b>Fish &amp; Seafood</b>	<b>\$8,719,810</b>
Canned Fish	\$1,661,580
Frozen Fish	\$2,196,170
Fresh Fish	\$4,862,060
<b>Meats &amp; Poultry</b>	<b>\$65,399,270</b>
Meats	\$43,075,320
Poultry	\$22,323,950
<b>Juices</b>	<b>\$11,260,340</b>
Frozen Juices	\$1,373,240
Other Juices	\$9,887,100
<b>Fruits &amp; Vegetables</b>	<b>\$44,625,550</b>
Fresh Fruits & Vegetables	\$34,818,940
Frozen Fruits & Vegetables	\$3,588,900
Canned Fruits & Vegetables	\$4,558,990
Other Vegetables	\$1,658,720
<b>Dairy Products</b>	<b>\$35,221,270</b>
Eggs	\$4,521,410
Fresh Whole Milk All Types	\$7,731,490
Cream	\$951,920
Butter & Margarine	\$2,653,610
Cheese	\$9,556,190
Ice Cream Related Products	\$6,220,470
Other Dairy Products	\$3,586,180
<b>Sugar &amp; Other Sweets</b>	<b>\$20,619,650</b>
Candy & Chewing Gum	\$13,414,950
Jams, Jellies, and Preserves	\$3,886,500
Sugar & Artificial Sweeteners	\$3,318,200
<b>Fats &amp; Oils</b>	<b>\$3,103,750</b>
Fats & Oil Products	\$1,482,680
Non-Dairy Cream	\$761,380
Peanut Butter	\$859,690
<b>Non-Alcoholic Beverages</b>	<b>\$32,310,930</b>
Coffee	\$5,525,110
Non-Carbonated Beverages	\$9,869,200
Carbonated Beverages	\$15,075,780
Tea	\$1,840,840

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

## Food at Home

17 Min Drive Time

<b>Prepared Foods</b>	<b>\$61,959,530</b>
Canned / Packaged Soup	\$4,561,210
Frozen Meals	\$4,047,250
Frozen Prepared Food	\$8,714,900
Potato Chips & Other Snacks	\$9,047,290
Nuts	\$2,704,920
Salt & Other Seasonings	\$2,820,570
Sauces & Gravies	\$4,789,100
Prepared Salads	\$1,738,780
Baby Food	\$4,326,100
Condiments	\$7,471,140
Miscellaneous Prepared Food	\$11,738,270
<b>Housekeeping Supplies</b>	<b>\$18,730,240</b>
Soaps & Detergents	\$2,364,320
Other Laundry & Cleaning Products	\$1,210,340
Paper Towels & Napkins	\$6,778,240
Miscellaneous Housekeeping Products	\$8,377,340

## Food Away From Home

17 Min Drive Time

<b>Lunch</b>	<b>\$85,103,240</b>
Lunch Fast Food	\$52,483,170
Lunch Full Service	\$32,620,070
<b>Dinner</b>	<b>\$94,195,130</b>
Dinner Fast Food	\$27,448,100
Dinner Full Service	\$66,747,030
<b>Breakfast &amp; Brunch</b>	<b>\$22,660,060</b>
Breakfast & Brunch Fast Food	\$11,796,060
Breakfast & Brunch Full Service	\$10,864,000
<b>Other</b>	<b>\$95,767,450</b>
Snacks & Non-Alcoholic Beverages	\$26,004,900
Catered Affairs	\$7,351,830
Food & Non-Alcoholic Beverages on Trips	\$62,410,720

## Alcoholic Beverages

17 Min Drive Time

<b>Alcoholic Beverages at Home</b>	<b>\$49,121,150</b>
Beer & Ale at Home	\$27,880,530
Whiskey at Home	\$3,626,420
Wine at Home	\$11,916,560
Other Alcoholic Beverages at Home	\$5,697,640
<b>Alcoholic Beverages Away from Home</b>	<b>\$23,047,190</b>
Beer & Ale Away from Home	\$3,652,070
Wine Away from Home	\$1,305,400
Other Alcoholic Beverages Away from Home	\$1,944,300

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

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## Alcoholic Beverages

17 Min Drive Time

Alcohol at Restaurants & Etc.	\$16,145,420
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## Smoking Products & Supplies

17 Min Drive Time

Cigarettes	\$34,365,230
Cigars, Pipes, and Other Tobacco Products	\$2,598,950

## Personal Care Products & Services

17 Min Drive Time

Services	\$27,929,560
Products	\$26,454,780
Hair Care Products	\$7,362,200
Non-Electric Articles for Hair	\$888,320
Oral Hygiene Products & Articles	\$3,670,790
Shaving Needs	\$1,967,610
Cosmetics, Perfume, and Bath	\$8,276,220
Deodorant & Feminine Hygiene Products	\$3,788,160
Electric Personal Care Appliances	\$430,930
Wigs & Hairpieces	\$70,550

## Day Care

17 Min Drive Time

Babysitting & Child Care	\$3,585,170
Day Care, Nursery, and Pre-School	\$15,247,040
Eldercare	\$2,733,850

## Household Furnishings & Services

17 Min Drive Time

Household Services	\$34,480,520
Domestic Service	\$12,832,580
Gardening & Lawn Service	\$11,188,470
Miscellaneous Home Services	\$1,211,250
Termite & Pest Control Services	\$1,196,090
Moving, Storage, and Frieght	\$8,052,130
Domestic Textiles	\$12,414,360
Bathroom Linens	\$2,976,840
Bedroom Linens	\$9,437,520
Window & Furniture Covers	\$17,904,690
Kitchen & Dining Room Linens	\$621,360
Other Linens	\$409,910
Curtains & Drapes	\$4,837,430
Slipcovers & Decorative Pillows	\$584,730
Sewing Materials	\$2,687,930
Window Coverings	\$1,489,140
Non-Permanent Floor Coverings	\$2,141,590

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## Household Furnishings & Services

17 Min Drive Time

Other Household Decorative Items	\$5,132,600
<b>Bedroom Furniture</b>	<b>\$12,532,200</b>
Mattress Springs	\$5,615,870
Other Bedroom Furniture	\$6,916,330
<b>Living &amp; Dining Room Furniture</b>	<b>\$19,963,370</b>
Living Room Chairs	\$4,182,990
Living Room Tables	\$1,881,360
Sofas	\$9,087,490
Kitchen & Dining Room Furniture	\$4,811,530
<b>Other Furniture</b>	<b>\$13,032,800</b>
Infants Furniture	\$764,250
Patio, Porch, and Outdoor Furniture	\$1,898,230
Other Living & Family Room Furniture	\$5,966,190
Office Furniture & Equipment Home	\$1,644,480
Rental Office Furniture & Equipment Home	\$689,390
Infants Equipment	\$428,740
Lamps & Lighting Fixtures	\$1,167,390
Closet & Storage Items	\$474,130
<b>Major Household Appliances</b>	<b>\$18,286,590</b>
Purchase & Install Window AC	\$736,540
Purchase & Install Refrigerator Freezer	\$4,847,880
Purchase & Install Clothes Washer	\$2,212,740
Purchase & Install Clothes Dryer	\$1,541,700
Purchase & Install Stoves & Ovens	\$2,825,220
Purchase & Install Microwave Ovens	\$839,400
Purchase & Install Dishwashers	\$1,633,720
Repair of Household Appliances	\$1,961,290
Sewing Machines	\$320,580
Electric Floor Cleaning Equipment	\$1,367,520
<b>Small Appliances &amp; Housewares</b>	<b>\$40,168,400</b>
Small Electric Kitchen Appliances	\$2,477,110
Portable Heating & Cooling Equipment	\$679,700
Plastic Dinnerware	\$1,140,790
China & Other Dinnerware	\$5,990,990
Flatware	\$2,280,450
Glassware	\$3,660,850
Serving Pieces	\$1,126,140
Non-Electric Cookware	\$8,049,960
Clocks	\$348,220
Smoke Alarm	\$67,840
Miscellaneous Household Items	\$14,346,350
<b>Miscellaneous Household Equipment</b>	<b>\$29,992,760</b>
Power Tools	\$4,671,820
Non-Power Hand Tools	\$2,033,160
Fresh Flowers & Potted Plants	\$10,689,010

**Analysis Geography:** Marina Blvd & Hwy 12  
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## Household Furnishings & Services

17 Min Drive Time

Outdoor Equipment	\$556,810
Lawn & Garden Supplies	\$7,677,190
Rental & Repair of Lawn Mowing Equipment	\$449,810
Yard Machinery Power & Non-Power	\$3,914,960
<b>Household Repairs</b>	<b>\$68,655,920</b>
Wall to Wall Carpet	\$8,238,000
Heat, AC, Electric Labor & Materials	\$7,488,300
Plumbing & Water Heater Labor & Materials	\$3,677,790
Electrical Supplies & Heating & Cooling Equipment	\$247,350
Construction Materials	\$1,225,600
Hard Surface Floor Labor & Materials	\$1,437,960
Floor Repair & Replacement Materials	\$338,510
Patio, Masonry, and etc. Materials	\$113,570
Landscaping Materials	\$262,490
Remodeling & Maintenance Repair Materials	\$772,630
Paint & Wallpaper Supplies & Equipment	\$1,936,310
Paneling, Roofing, and Siding Materials	\$2,239,270
Plumbing Supplies & Equipment	\$690,350
Security System Management Fees	\$982,410
Miscellaneous Household Repairs	\$67,800
Miscellaneous Equipment & Hardware	\$13,160
Capital Improvements Material	\$7,397,840
Capital Improvements Labor	\$22,107,880
Roofing & Gutters Labor & Materials	\$7,136,910
Painting & Papering Labor & Materials	\$2,281,790
<b>TV, Radio, and Sound Equipment</b>	<b>\$102,397,040</b>
Comm Antenna or Cable TV	\$23,546,630
Color TVs All	\$8,964,260
VCRs & Video Disc Players	\$2,388,640
Radios	\$2,135,230
Sound Components & Component System	\$10,479,390
Record, Tape, CD, or Video Mail Order	\$10,102,580
Purchased CD or Tape not Club	\$1,575,420
Video Cassettes, Tapes, Discs	\$2,887,900
Computer Software Accessories Home Use	\$2,878,390
Computer Hardware Home Use	\$24,905,740
Repair Computer System Home Use	\$325,770
Calculator or Other Office Machine Home Use	\$298,930
Rental Video Cassette Tapes	\$5,376,750
Telephone Answering Devices	\$158,630
Telephone Accessories	\$2,024,060
Video Games Hardware & Software	\$1,970,040
Repair of TV, Radio, or Sound Equipment	\$2,270,620
Rental of Home Electronic Equipment	\$108,060

**Analysis Geography:** Marina Blvd & Hwy 12  
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## Housing Expenses

17 Min Drive Time

<b>Fuels &amp; Utilities</b>	<b>\$5,728,680</b>
Fuel Oil	\$2,581,020
Gas Bottled or Tank	\$2,649,660
Other Home Heating Fuels	\$498,000
<b>Telephone Services</b>	<b>\$58,452,230</b>
Telephone Service Excluding Mobile Phone	\$28,528,150
Telephone Service For Mobile Phone	\$29,924,080

## Apparel

17 Min Drive Time

<b>Women's Apparel</b>	<b>\$70,191,730</b>
Women's Coats & Jackets	\$9,805,640
Women's Dresses	\$3,426,400
Women's Sport Coats & Tailored Jackets	\$1,434,730
Women's Vests & Sweaters	\$4,368,960
Women's Shirts, Tops, and Blouses	\$11,941,680
Women's Skirts	\$2,797,340
Women's Pants	\$13,473,410
Women's Shorts & Shorts Sets	\$3,176,490
Women's Active Sportswear	\$1,805,510
Women's Sleepwear	\$1,671,240
Women's Undergarments	\$4,486,710
Women's Hosiery	\$2,256,340
Women's Suits	\$4,337,710
Women's Accessories	\$2,303,860
Women's Uniforms & Costumes	\$2,905,710
<b>Men's Apparel</b>	<b>\$49,297,300</b>
Men's Suits	\$5,053,500
Men's Sport Coats & Tailor Jackets	\$2,034,170
Men's Coats & Jackets	\$3,743,160
Men's Underwear	\$1,984,700
Men's Hosiery	\$1,268,570
Men's Nightwear & Loungewear	\$459,810
Men's Accessories	\$1,723,740
Men's Sweaters & Vests	\$1,786,700
Men's Active Sportswear	\$1,892,830
Men's Shirts	\$10,829,890
Men's Pants	\$13,346,470
Men's Shorts & Shorts Sets	\$3,096,850
Men's Uniforms & Costumes	\$2,076,910
<b>Girl's Apparel</b>	<b>\$16,822,450</b>
Girl's Coats & Jackets	\$719,300
Girl's Dresses & Suits	\$1,723,440
Girl's Shirts, Blouses, and Sweaters	\$3,828,320
Girl's Skirts & Pants	\$4,462,340

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

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## Apparel

17 Min Drive Time

Girl's Shorts & Shorts Sets	\$1,840,460
Girl's Active Sportswear	\$597,120
Girl's Underwear & Sleepwear	\$1,260,280
Girl's Hosiery	\$449,150
Girl's Accessories	\$241,560
Girl's Uniforms & Costumes	\$1,700,480
<b>Boy's Apparel</b>	<b>\$15,665,910</b>
Boy's Coats & Jackets	\$838,780
Boy's Sweaters	\$490,170
Boy's Shirts	\$3,595,780
Boy's Underwear	\$828,160
Boy's Nightwear	\$268,260
Boy's Hosiery	\$523,020
Boy's Accessories	\$215,670
Boy's Suits, Sport Coats, and Vests	\$446,220
Boy's Pants	\$5,099,750
Boy's Shorts & Shorts Sets	\$2,019,600
Boy's Active Sportswear	\$615,600
Boy's Uniforms & Costumes	\$724,900
<b>Infants' Apparel</b>	<b>\$6,354,930</b>
Infants' Coats, Jackets, and Snowsuit	\$180,760
Infants' Rompers, Dresses, and Outerwear	\$2,000,300
Infants' Undergarments	\$3,143,840
Infants' Sleeping Garments	\$393,040
Infants' Accessories	\$636,990
<b>Footwear (Excl Infants')</b>	<b>\$30,004,560</b>
Men's Footwear	\$9,781,130
Boy's Footwear	\$3,299,450
Girl's Footwear	\$3,626,100
Women's Footwear	\$13,297,880
<b>Other Apparel Products &amp; Services</b>	<b>\$64,944,640</b>
Clothing Material & Pattern	\$1,816,760
Clothing Rental & Storage	\$7,298,390
Clothing Repair & Alteration	\$13,300,580
Shoe Repair & Other Shoe Service	\$302,920
Coin Operated Laundry Service	\$3,301,070
Laundry & Dry Cleaning not Coin Operated	\$5,736,520
Watches	\$4,456,970
Jewelry	\$27,759,320
Watch & Jewelry Repair	\$972,110

## Sports & Recreation

17 Min Drive Time

<b>Recreation</b>	<b>\$33,319,900</b>
Social or Recreational Civic Club Membership	\$6,872,800

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

## Sports & Recreation

17 Min Drive Time

Fees for Participant Sports	\$5,587,740
Admission to Sporting Events	\$6,520,940
Fees for Recreational Lessons	\$8,238,650
Music Instruments & Accessories	\$1,378,150
Rental & Repair Musical Instruments	\$124,680
Admission Fees for Entertainment	\$4,596,940
<b>Sports Equipment</b>	<b>\$41,860,760</b>
General Sports & Exercise Equipment	\$7,705,420
Bicycles	\$2,229,850
Camping Equipment	\$1,059,410
Hunting Fishing Equipment	\$694,940
Winter Sport Equipment	\$1,150,110
Water Sport Equipment	\$1,491,930
Playground Equipment	\$871,660
Other Sports Equipment	\$2,289,830
Toys, Games, Hobbies, and Tricycles	\$24,367,610

## Miscellaneous

17 Min Drive Time

<b>Photographic Equipment &amp; Supplies</b>	<b>\$7,458,320</b>
Film	\$1,775,330
Film Processing	\$2,506,580
Photographic Equipment	\$3,176,410
<b>Pet Expenses</b>	<b>\$26,423,080</b>
Pet Food	\$13,565,780
Pet Supplies & Medicine	\$1,746,350
Pet Services	\$475,770
Veterinarian Services	\$10,635,180
<b>Reading Materials</b>	<b>\$29,096,470</b>
Books not Through Book Club	\$8,937,910
Books Through Book Club	\$10,687,130
Newspapers Single Copy & Subscriptions	\$8,385,250
Magazines Single Copy & Subscriptions	\$1,086,180
<b>Travel</b>	<b>\$90,192,900</b>
Airline Fares on Trips	\$34,039,370
Intercity Bus Fares on Trips	\$1,269,170
Local Transportation on Trips	\$5,181,140
Intercity Train Fares on Trips	\$545,620
Ship Fares on Trips	\$2,192,720
Travel Items & Luggage	\$2,870,690
Entertainment Expense on Trips	\$22,682,380
Lodging While on Trips	\$21,411,810

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

## Education

17 Min Drive Time

<b>Room &amp; Board</b>	<b>\$4,778,200</b>
Board	\$4,398,950
Housing While Attending School	\$379,250
<b>Tuition &amp; School Supplies</b>	<b>\$65,118,050</b>
College Tuition	\$37,269,940
Elementary & High School Tuition	\$12,877,700
Other School Tuition	\$2,526,680
School Books, Supplies, and Equipment for College	\$8,378,650
School Books, Supplies, and Equipment non College	\$4,065,080

## Automotive

17 Min Drive Time

<b>Transportation</b>	<b>\$81,613,970</b>
Towing Charges	\$350,890
Gasoline	\$80,404,530
Diesel Fuel	\$858,550
<b>New Automobiles, Trucks, and Vans</b>	<b>\$181,376,360</b>
New Cars	\$50,053,180
New Car Lease	\$48,344,180
New Trucks & Vans	\$78,463,940
New Motorcycles	\$4,515,060
<b>Used Vehicles</b>	<b>\$111,258,700</b>
Used Cars	\$57,497,070
Used Trucks & Vans	\$47,963,620
Used Motorcycles	\$5,798,010
<b>Boats</b>	<b>\$15,088,070</b>
<b>Rented Vehicles</b>	<b>\$10,361,650</b>
Auto Rental	\$8,798,330
Vehicle Rentals non Auto	\$1,563,320
<b>Automotive Maintenance, Repair and Other</b>	<b>\$100,023,070</b>
Motor Oil	\$1,810,070
Vehicle Audio Equipment	\$1,002,890
Miscellaneous Auto Repair Svcs	\$5,178,750
Tire Repair & Other Repair Work	\$5,892,190
Minor Automobile Parts & Accessories	\$9,696,110
Automobile Service Clubs	\$1,013,150
Add Coolant, Brake, and Transmission Fluid	\$519,150
Tires Purchased, Replaced, and Installed	\$12,629,610
Body Work, Painting, and Upholstry	\$4,082,380
Repair to Steering or Front End	\$2,322,110
Front End Alignment, Wheel Balance, Rotate	\$1,636,200
Repair to Engine Cooling System	\$3,115,130
Motor Tune Up	\$8,556,790
Lube, Oil & Filter Change	\$9,708,770
Shock Absorber Replacement	\$737,520

**Analysis Geography:** Marina Blvd & Hwy 12  
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## Automotive

17 Min Drive Time

Exhaust System Repair	\$1,821,820
Electrical System Repair	\$4,601,030
Motor Repair & Replacement	\$11,949,840
Brake Work	\$6,345,600
Clutch & Transmission Repair	\$6,843,600
Drive Shaft & Rear End Repair	\$560,360

## Health Care

17 Min Drive Time

<b>Medical Services</b>	<b>\$85,583,290</b>
Eye Care Services	\$6,394,650
Dental Services	\$30,837,740
Specialists Services	\$7,965,900
Physicians Services	\$23,124,550
Lab Tests & X Rays	\$4,921,100
Hospital Room	\$2,929,730
Hospital Service Other than Room	\$6,960,340
Care in Nursing Home	\$1,256,500
Other Medical Care Services	\$1,192,780
<b>Drugs</b>	<b>\$92,134,030</b>
Non-Prescription Drugs	\$8,024,940
Vitamins & Vitamin Supplements	\$4,825,790
Prescription Drugs	\$79,283,300
<b>Medical Supplies</b>	<b>\$7,797,270</b>
Eyeglasses & Contact Lenses	\$5,208,140
Hearing Aids	\$707,290
Topicals & Dressings	\$1,398,310
Purchase or Rent Medical & Surgical Equip.	\$483,530



A stylized graphic featuring a white house silhouette on the left and a yellow sun on the right, set against a light green background. The house has a white roof and a white chimney. The sun is a simple yellow circle. The background is a light green color with a white curved line separating the house and sun areas.

## **Appendix B**

# **Demographic Report**

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

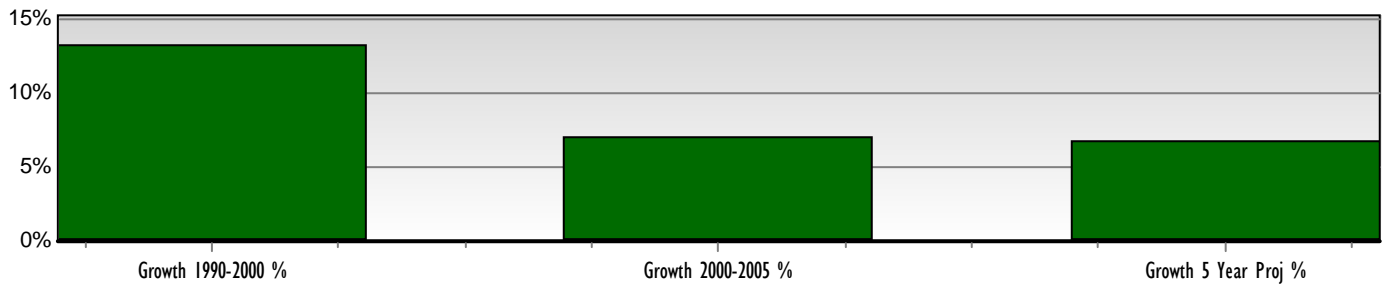
**Date:** 4/11/2006

**17 Min Drive**  
**Time**

## Population Profile

2010 Projection	177,877
2005 Estimate	166,555
2000 Census	155,682
1990 Census	137,453

## Population Change



**17 Min Drive**  
**Time**

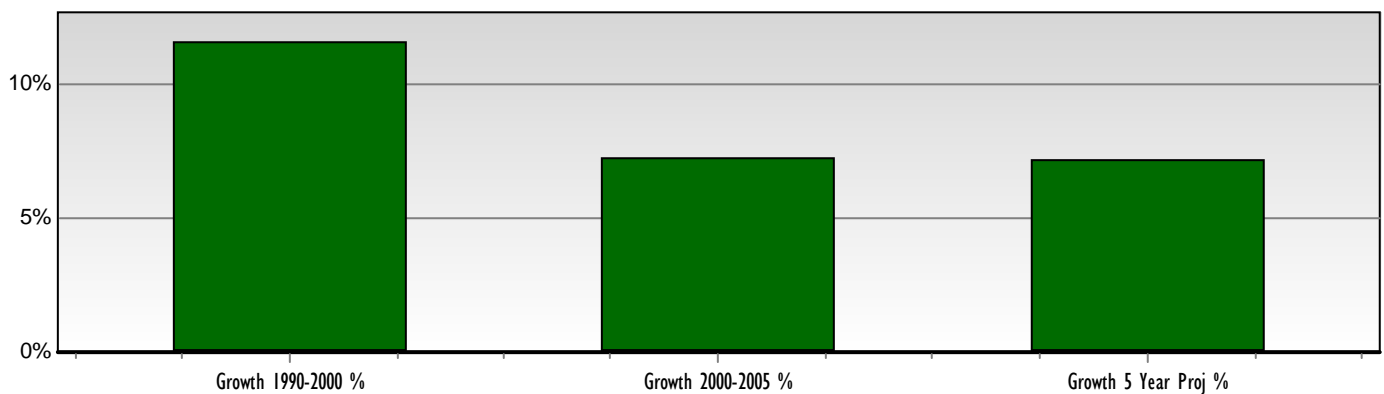
## Work Place Population

Total	60,793
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## Household Profile

2010 Projection	57,241
2005 Estimate	53,438
2000 Census	49,850
1990 Census	44,690

## Household Change



**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

**17 Min Drive**  
**Time**

## Population By Sex (Current)

Male	51.8%
Female	48.2%

## Marital Status Persons (Current)

Single Male	14.7%
Single Female	10.8%
Married	59.0%
Male Previously Married	5.4%
Female Previously Married	10.1%

## Households by Household Type (Current)

Family Household	73.9%
Non-Family Household	26.1%

## Households By Type (Current)

Single Male	8.6%
Single Female	11.3%
Married Couple	53.6%
Other Family: Male Head of Household	5.5%
Other Family: Female Head of Household	14.8%
Non-Family: Male Head of Household	3.6%
Non-Family: Female Head of Household	2.6%

## Group Quarters Population by Type (Current)

College Dormitories	1
Correctional Institutions	9,905
Military Quarters	3
Nursing Homes	1,142
Other Institutions	105
Other Noninstitutional	476

**Total Group Quarters Population** **11,632**

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

**17 Min Drive  
Time**

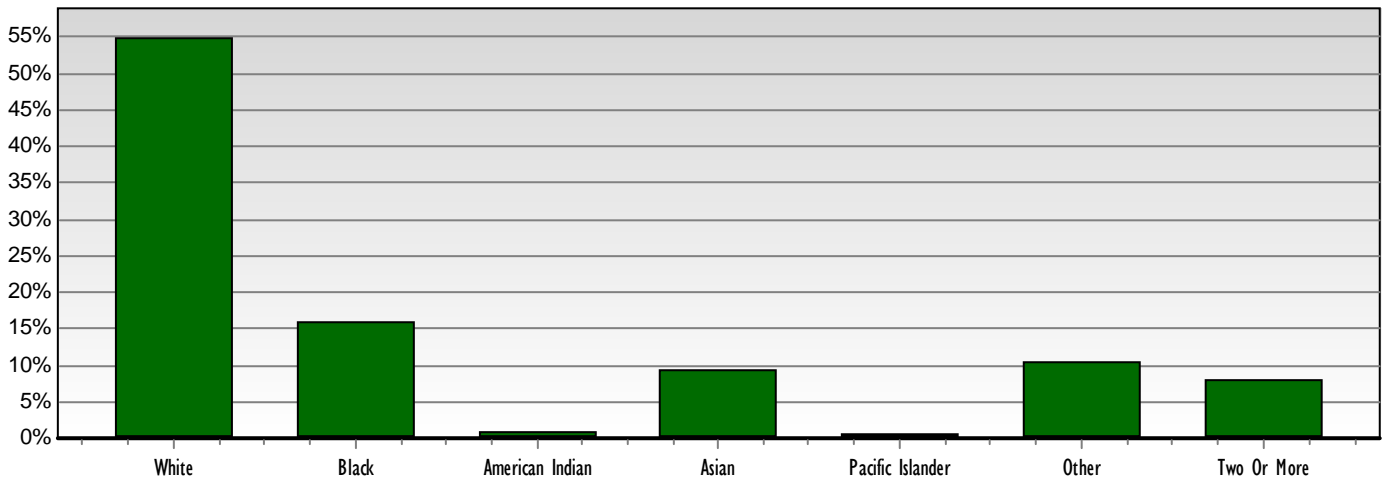
**Population By Race (Current)**

White	91,359
Black	26,327
American Indian	1,416
Asian	15,715
Pacific Islander	1,125
Other	17,290
Two Or More	13,323

**Total Population By Race**

**166,555**

**Population By Race (Current)**



**17 Min Drive  
Time**

**Population By Hispanic Origin (Current)**

Hispanic Origin	40,019
Non Hispanic Origin	126,536

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

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**17 Min Drive**  
**Time**

## Population By Age (Current)

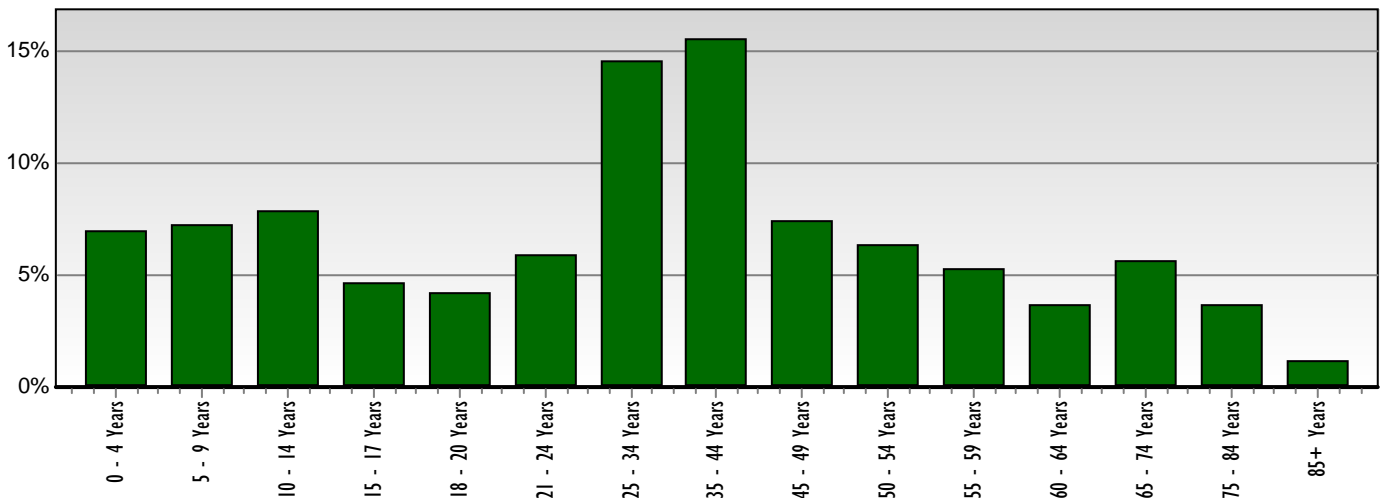
0 to 4 years	11,678
5 to 9 years	12,073
10 to 14 years	13,037
15 to 17 years	7,757
18 to 20 years	7,042
21 to 24 years	9,880
25 to 34 years	24,228
35 to 44 years	25,888
45 to 49 years	12,299
50 to 54 years	10,543
55 to 59 years	8,713
60 to 64 years	6,092
65 to 74 years	9,313
75 to 84 years	6,097
85+ Years	1,915

## Total Population By Age

**166,555**

Average Age	35.2
Median Age	34.6

## Population By Age (Current)



**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

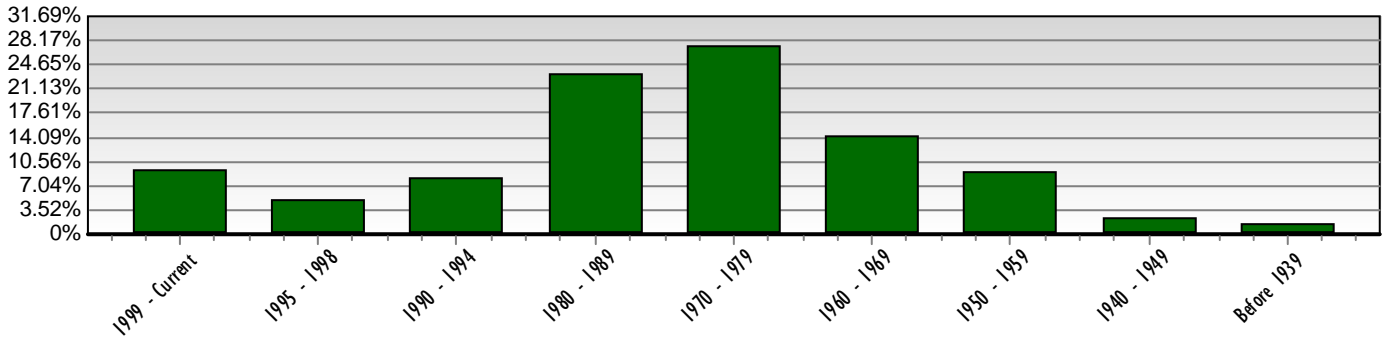
**Date:** 4/11/2006

**17 Min Drive  
Time**

**Housing Units By Year Built (Current)**

1999 to Current	5,119
1995 to 1998	2,792
1990 to 1994	4,544
1980 to 1989	12,716
1970 to 1979	15,021
1960 to 1969	7,834
1950 to 1959	4,899
1940 to 1949	1,261
Before 1939	774

**Housing Units By Year Built (Current)**



**17 Min Drive  
Time**

**Housing Units By Type (Current)**

Single-Unit Detached	68.1%
Single-Unit Attached	3.8%
Multi-Units 2	1.3%
Multi-Units 3 - 19	14.8%
Multi-Units 20 - 19	2.4%
Multi-Units 50+	5.6%
Mobile	3.9%
Other	0.1%

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

**17 Min Drive**  
**Time**

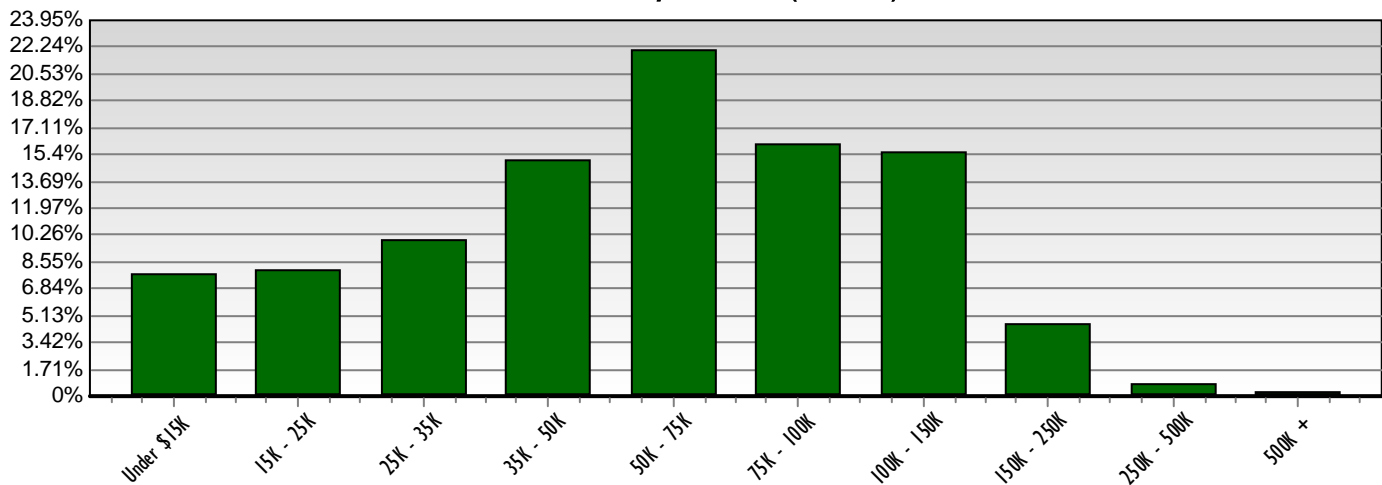
## Households By Income (Current)

Under \$15,000	4,155
\$15,000 to \$24,999	4,305
\$25,000 to \$34,999	5,321
\$35,000 to \$49,999	8,037
\$50,000 to \$74,999	11,777
\$75,000 to \$99,999	8,610
\$100,000 to \$149,999	8,281
\$150,000 to \$249,999	2,420
\$250,000 to \$499,999	401
\$500,000 +	131

## Total Households By Income

<b>Total Households By Income</b>	<b>53,438</b>
Average Household Income	\$70,850
Per Capita Income	\$26,409
Median Household Income	\$62,081

## Households By Income (Current)



**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

**17 Min Drive  
Time**

## Housing Units By Occupancy (Current)

Owner - Occupied	61.2%
Renter - Occupied	36.1%
Vacant	2.8%

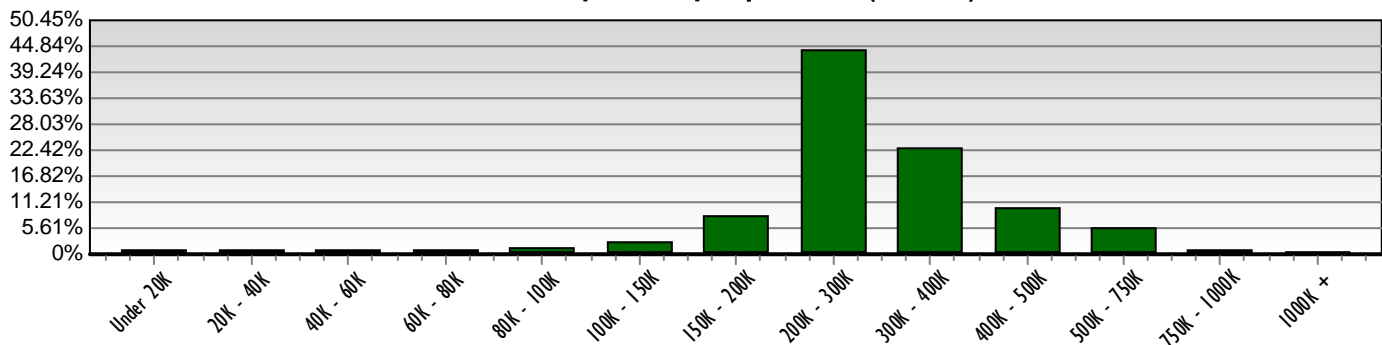
## Owner - Occupied Property Values (Current)

Under \$20,000	288
\$20,000 to \$39,999	361
\$40,000 to \$59,999	325
\$60,000 to \$79,999	313
\$80,000 to \$99,999	379
\$100,000 to \$149,999	921
\$150,000 to \$199,999	2,749
\$200,000 to \$299,999	14,788
\$300,000 to \$399,999	7,736
\$400,000 to \$499,999	3,395
\$500,000 to \$749,999	1,879
\$750,000 to \$999,999	332
\$1,000,000 +	158

**Total Owner - Occupied Property Values** 33,624

**Median Property Value** 270,521

## Owner - Occupied Property Values (Current)



**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

<b>Civilian Labor Force (Current)</b>	<b>17 Min Drive Time</b>
Unemployed	4,673
Employed	70,924
<b>Total Civilian Labor Force</b>	<b>75,597</b>
Unemployment Rate	6.2%

<b>Population By Education Attained (Current)</b>	<b>17 Min Drive Time</b>
Less Than 9th Grade	6.5%
Some High School, No Diploma	11.3%
High School Graduate (Includes Equivalency)	26.8%
Some College, No Degree	30.4%
Associate Degree	8.1%
Bachelor's Degree	11.9%
Master's Degree	3.6%
Professional School Degree	1.1%
Doctorate Degree	0.4%

**Analysis Geography:** Marina Blvd & Hwy 12  
Suisun City, CA

**Date:** 4/11/2006

<b>Population 16+ By Occupation (Current)</b>	<b>17 Min Drive Time</b>
Administrative Support	12,239
Architecture	1,108
Arts	843
Building and Grounds Cleaning	2,435
Business Operations	1,760
Computer and Mathematics	1,294
Construction and Extraction	5,058
Education, Training, Library	3,291
Farming	375
Financial Specialists	1,345
Health Care	4,264
Installation	3,635
Legal	644
Life	498
Management	5,106
Production	5,092
Sales	7,891
Services	16,775
<b>Total Population 16+ By Occupation</b>	<b>70,924</b>

**Population 16+ By Occupation (Current)**

