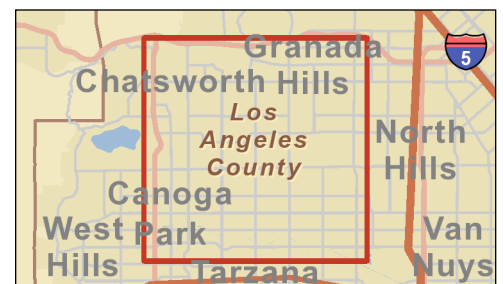
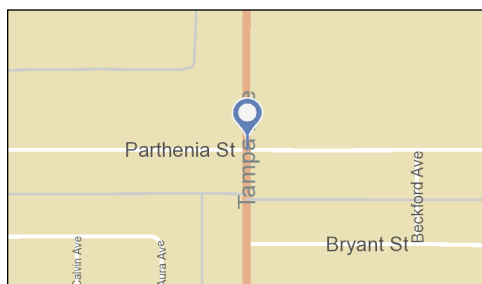
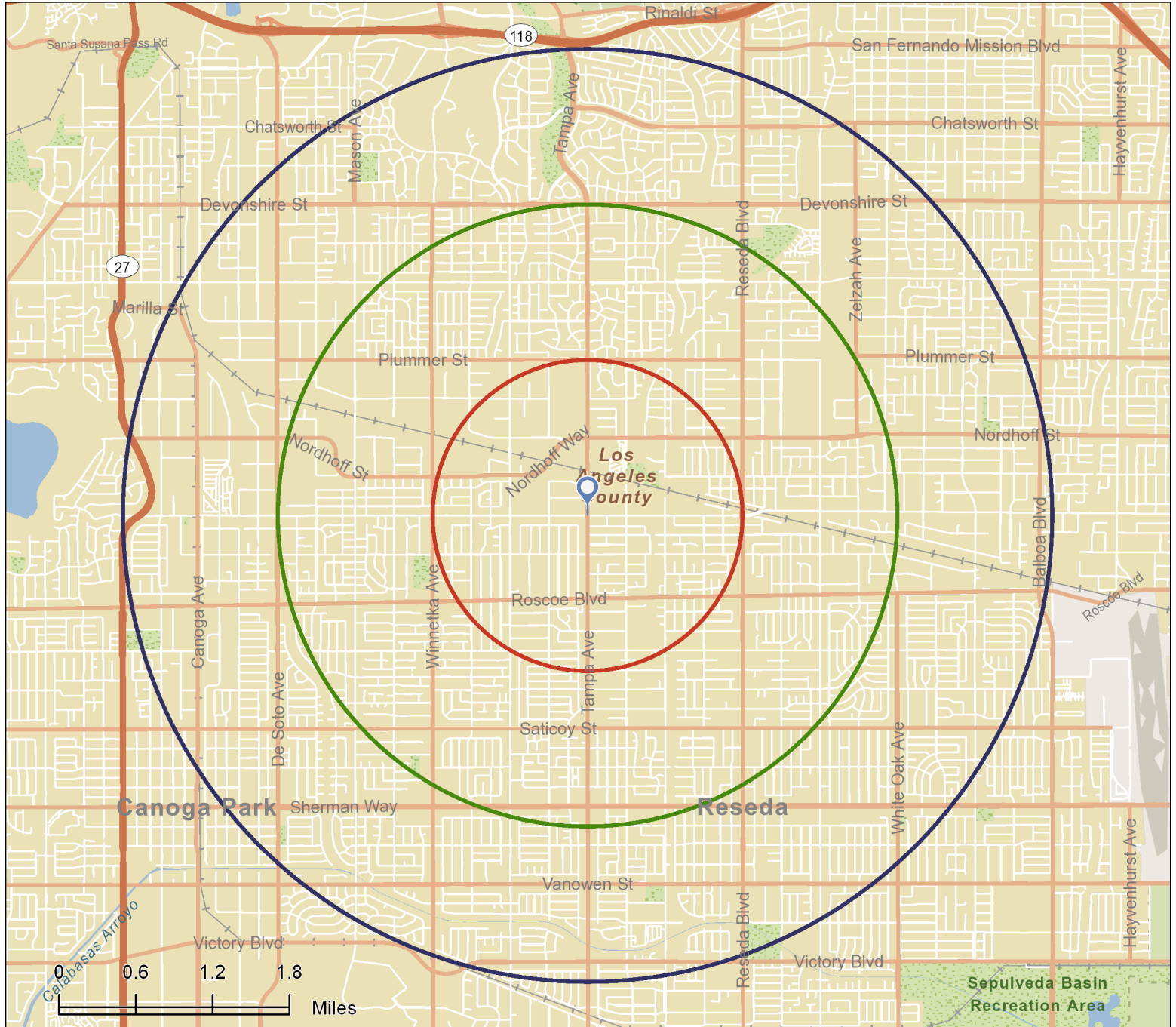




Site Map

Tampa Ave and Parthenia St, Northridge, CA, 91324
Tampa Ave & Parthenia St, Northridge, CA, 91324
Ring: 1, 2, 3 Miles

Latitude: 34.22823
Longitude: -118.55355



February 06, 2012



Market Profile

Tampa Ave and Parthenia St, Northridge, CA, 91324
Tampa Ave & Parthenia St, Northridge, CA, 91324
Rings: 1, 2, 3 miles radii

Latitude: 34.22823
Longitude: -118.55355

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	18,838	96,916	225,035
2000 Group Quarters	152	1,065	4,546
2010 Total Population	20,566	103,818	241,607
2015 Total Population	21,086	105,711	246,169
2010-2015 Annual Rate	0.50%	0.36%	0.38%
Household Summary			
2000 Households	5,619	31,558	74,352
2000 Average Household Size	3.33	3.04	2.97
2010 Households	6,013	32,723	77,271
2010 Average Household Size	3.39	3.14	3.07
2015 Households	6,147	33,114	78,249
2015 Average Household Size	3.41	3.16	3.09
2010-2015 Annual Rate	0.44%	0.24%	0.25%
2000 Families	4,166	22,338	52,091
2000 Average Family Size	3.76	3.53	3.48
2010 Families	4,441	23,173	54,177
2010 Average Family Size	3.84	3.65	3.60
2015 Families	4,518	23,350	54,621
2015 Average Family Size	3.86	3.68	3.63
2010-2015 Annual Rate	0.34%	0.15%	0.16%
Housing Unit Summary			
2000 Housing Units	5,769	32,377	76,536
Owner Occupied Housing Units	58.2%	52.5%	50.9%
Renter Occupied Housing Units	39.4%	44.9%	46.3%
Vacant Housing Units	2.4%	2.5%	2.8%
2010 Housing Units	6,190	33,799	80,011
Owner Occupied Housing Units	56.3%	51.1%	49.4%
Renter Occupied Housing Units	40.8%	45.7%	47.1%
Vacant Housing Units	2.9%	3.2%	3.4%
2015 Housing Units	6,361	34,406	81,492
Owner Occupied Housing Units	56.6%	50.9%	49.2%
Renter Occupied Housing Units	40.0%	45.4%	46.9%
Vacant Housing Units	3.4%	3.8%	4.0%
Median Household Income			
2000	\$48,096	\$46,117	\$45,374
2010	\$61,800	\$58,788	\$57,319
2015	\$70,873	\$66,740	\$65,127
Median Home Value			
2000	\$195,307	\$198,436	\$194,109
2010	\$351,146	\$355,280	\$349,806
2015	\$454,348	\$461,252	\$453,954
Per Capita Income			
2000	\$17,960	\$19,654	\$19,871
2010	\$22,118	\$23,432	\$23,721
2015	\$25,895	\$26,986	\$27,015
Median Age			
2000	31.9	32.8	32.6
2010	33.0	33.9	33.8
2015	33.2	34.3	33.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 06, 2012



Market Profile

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	1 mile	2 miles	3 miles
2000 Households by Income			
Household Income Base	5,554	31,566	74,313
<\$15,000	14.4%	13.6%	13.5%
\$15,000 - \$24,999	12.8%	12.7%	12.6%
\$25,000 - \$34,999	10.6%	11.6%	12.0%
\$35,000 - \$49,999	13.6%	15.7%	16.2%
\$50,000 - \$74,999	19.4%	20.0%	19.9%
\$75,000 - \$99,999	12.7%	11.7%	11.4%
\$100,000 - \$149,999	12.0%	10.1%	9.6%
\$150,000 - \$199,999	3.0%	2.6%	2.6%
\$200,000+	1.6%	2.1%	2.2%
Average Household Income	\$59,110	\$59,088	\$59,295
2010 Households by Income			
Household Income Base	6,011	32,724	77,270
<\$15,000	8.9%	9.3%	9.4%
\$15,000 - \$24,999	8.4%	8.4%	8.7%
\$25,000 - \$34,999	9.9%	9.6%	10.1%
\$35,000 - \$49,999	11.8%	14.2%	14.5%
\$50,000 - \$74,999	22.2%	22.6%	22.5%
\$75,000 - \$99,999	16.2%	15.6%	14.9%
\$100,000 - \$149,999	14.6%	12.4%	11.9%
\$150,000 - \$199,999	4.8%	4.4%	4.5%
\$200,000+	3.2%	3.3%	3.5%
Average Household Income	\$74,806	\$73,044	\$72,926
2015 Households by Income			
Household Income Base	6,147	33,115	78,249
<\$15,000	6.4%	6.9%	7.1%
\$15,000 - \$24,999	6.3%	6.5%	6.8%
\$25,000 - \$34,999	7.3%	7.2%	7.7%
\$35,000 - \$49,999	9.3%	10.9%	11.2%
\$50,000 - \$74,999	23.6%	24.9%	25.0%
\$75,000 - \$99,999	16.8%	16.1%	15.5%
\$100,000 - \$149,999	19.4%	17.1%	16.3%
\$150,000 - \$199,999	6.0%	5.7%	5.7%
\$200,000+	4.9%	4.7%	4.7%
Average Household Income	\$88,012	\$84,650	\$83,602
2000 Owner Occupied Housing Units by Value			
Total	3,281	17,026	38,880
<\$50,000	4.3%	2.5%	3.5%
\$50,000 - \$99,999	1.3%	3.2%	3.8%
\$100,000 - \$149,999	14.4%	14.6%	14.2%
\$150,000 - \$199,999	33.4%	30.7%	32.3%
\$200,000 - \$299,999	34.5%	32.5%	27.3%
\$300,000 - \$499,999	10.9%	13.8%	15.1%
\$500,000 - \$999,999	0.9%	2.6%	3.5%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$214,518	\$226,175	\$228,570
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	2,293	14,482	35,418
With Cash Rent	97.0%	97.8%	97.9%
No Cash Rent	3.0%	2.2%	2.1%
Median Rent	\$658	\$666	\$663
Average Rent	\$710	\$711	\$709

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 06, 2012

Made with Esri Business Analyst



Market Profile

Tampa Ave and Parthenia St, Northridge, CA, 91324
Tampa Ave & Parthenia St, Northridge, CA, 91324
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Latitude: 34.22823
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	1 mile	2 miles	3 miles
2000 Population by Age			
Total	18,840	96,916	225,032
0 - 4	8.0%	7.3%	7.3%
5 - 9	8.6%	7.9%	7.8%
10 - 14	7.6%	7.0%	6.9%
15 - 24	14.9%	15.0%	15.2%
25 - 34	15.9%	16.6%	16.6%
35 - 44	15.5%	16.1%	16.2%
45 - 54	12.2%	12.4%	12.2%
55 - 64	7.3%	7.6%	7.5%
65 - 74	5.4%	5.5%	5.5%
75 - 84	3.7%	3.6%	3.5%
85 +	1.0%	1.0%	1.2%
18 +	71.5%	73.7%	74.0%
2010 Population by Age			
Total	20,564	103,818	241,607
0 - 4	8.1%	7.4%	7.4%
5 - 9	7.8%	7.1%	7.0%
10 - 14	7.0%	6.5%	6.5%
15 - 24	15.4%	15.1%	15.8%
25 - 34	14.5%	15.5%	15.1%
35 - 44	13.8%	14.2%	14.0%
45 - 54	13.3%	13.8%	13.8%
55 - 64	9.9%	10.0%	9.9%
65 - 74	5.2%	5.4%	5.3%
75 - 84	3.5%	3.5%	3.5%
85 +	1.5%	1.5%	1.6%
18 +	72.4%	74.6%	74.7%
2015 Population by Age			
Total	21,084	105,708	246,171
0 - 4	8.2%	7.4%	7.4%
5 - 9	7.8%	7.1%	7.0%
10 - 14	7.1%	6.6%	6.5%
15 - 24	14.7%	14.4%	15.1%
25 - 34	14.7%	15.5%	15.4%
35 - 44	12.8%	13.4%	13.1%
45 - 54	12.5%	12.8%	12.7%
55 - 64	10.8%	11.0%	10.9%
65 - 74	6.5%	6.7%	6.6%
75 - 84	3.4%	3.5%	3.4%
85 +	1.6%	1.6%	1.7%
18 +	72.9%	75.1%	75.3%
2000 Population by Sex			
Males	50.8%	49.5%	49.5%
Females	49.2%	50.5%	50.5%
2010 Population by Sex			
Males	50.5%	49.5%	49.4%
Females	49.5%	50.5%	50.6%
2015 Population by Sex			
Males	50.3%	49.5%	49.4%
Females	49.7%	50.5%	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 06, 2012



Market Profile

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Rings: 1, 2, 3 miles radii

Latitude: 34.22823
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	1 mile	2 miles	3 miles
2000 Population by Race/Ethnicity			
Total	18,837	96,917	225,036
White Alone	54.4%	55.5%	57.4%
Black Alone	3.9%	4.7%	4.7%
American Indian Alone	0.8%	0.6%	0.7%
Asian or Pacific Islander Alone	12.4%	15.4%	13.5%
Some Other Race Alone	22.6%	17.9%	18.1%
Two or More Races	5.9%	5.9%	5.6%
Hispanic Origin	42.8%	36.0%	36.9%
Diversity Index	84.1	82.0	81.3
2010 Population by Race/Ethnicity			
Total	20,566	103,818	241,606
White Alone	50.1%	50.6%	52.6%
Black Alone	3.6%	4.2%	4.2%
American Indian Alone	0.7%	0.6%	0.6%
Asian or Pacific Islander Alone	14.4%	17.7%	15.6%
Some Other Race Alone	24.9%	20.5%	20.8%
Two or More Races	6.3%	6.3%	6.1%
Hispanic Origin	47.3%	41.1%	42.3%
Diversity Index	86.3	85.1	84.5
2015 Population by Race/Ethnicity			
Total	21,087	105,712	246,169
White Alone	48.1%	48.5%	50.5%
Black Alone	3.4%	4.0%	4.0%
American Indian Alone	0.7%	0.6%	0.6%
Asian or Pacific Islander Alone	15.3%	18.8%	16.6%
Some Other Race Alone	26.1%	21.7%	22.0%
Two or More Races	6.5%	6.5%	6.3%
Hispanic Origin	49.4%	43.5%	44.7%
Diversity Index	87.2	86.2	85.7
2000 Population 3+ by School Enrollment			
Total	17,806	92,835	215,320
Enrolled in Nursery/Preschool	1.4%	1.5%	1.7%
Enrolled in Kindergarten	2.1%	1.7%	1.7%
Enrolled in Grade 1-8	14.3%	12.5%	12.6%
Enrolled in Grade 9-12	7.4%	6.6%	6.2%
Enrolled in College	6.4%	8.0%	8.2%
Enrolled in Grad/Prof School	1.1%	1.4%	1.5%
Not Enrolled in School	67.3%	68.3%	68.1%
2010 Population 25+ by Educational Attainment			
Total	12,695	66,365	153,027
Less Than 9th Grade	14.8%	10.3%	11.0%
9th to 12th Grade, No Diploma	11.0%	9.1%	8.6%
High School Graduate	20.4%	22.9%	23.7%
Some College, No Degree	18.2%	19.8%	19.7%
Associate Degree	6.6%	7.3%	7.3%
Bachelor's Degree	20.8%	21.3%	20.6%
Graduate/Professional Degree	8.3%	9.2%	9.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 06, 2012



Market Profile

Tampa Ave and Parthenia St, Northridge, CA, 91324
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Rings: 1, 2, 3 miles radii

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	1 mile	2 miles	3 miles
2010 Population 15+ by Marital Status			
Total	15,864	82,020	191,203
Never Married	36.9%	37.5%	36.4%
Married	50.5%	49.7%	50.4%
Widowed	5.3%	4.9%	5.0%
Divorced	7.3%	7.9%	8.2%
2000 Population 16+ by Employment Status			
Total	13,760	74,422	172,556
In Labor Force	65.1%	65.3%	64.8%
Civilian Employed	59.1%	59.9%	59.1%
Civilian Unemployed	5.9%	5.4%	5.7%
In Armed Forces	0.1%	0.0%	0.0%
Not In Labor Force	34.9%	34.7%	35.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	84.5%	85.3%	86.3%
Civilian Unemployed	15.5%	14.7%	13.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.0%	87.7%	88.5%
Civilian Unemployed	13.0%	12.3%	11.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	6,952	38,119	88,267
Own Children < 6 Only	7.1%	7.9%	7.8%
Employed/in Armed Forces	4.3%	4.1%	4.1%
Unemployed	0.7%	0.4%	0.3%
Not in Labor Force	2.1%	3.4%	3.4%
Own Children <6 and 6-17 Only	10.2%	7.4%	7.6%
Employed/in Armed Forces	3.7%	3.6%	3.8%
Unemployed	1.3%	0.4%	0.4%
Not in Labor Force	5.2%	3.4%	3.5%
Own Children 6-17 Only	16.3%	16.3%	16.3%
Employed/in Armed Forces	10.4%	10.3%	10.3%
Unemployed	0.6%	0.8%	0.7%
Not in Labor Force	5.3%	5.2%	5.2%
No Own Children < 18	66.4%	68.4%	68.3%
Employed/in Armed Forces	34.7%	34.9%	33.8%
Unemployed	3.4%	3.5%	4.1%
Not in Labor Force	28.4%	30.1%	30.4%
2010 Employed Population 16+ by Industry			
Total	8,346	43,825	101,524
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.5%	5.8%	5.5%
Manufacturing	9.9%	9.1%	9.2%
Wholesale Trade	2.8%	2.9%	3.4%
Retail Trade	11.0%	11.4%	11.8%
Transportation/Utilities	2.1%	2.7%	2.9%
Information	4.3%	3.8%	3.8%
Finance/Insurance/Real Estate	8.6%	10.4%	10.8%
Services	53.7%	52.2%	50.7%
Public Administration	1.7%	1.6%	1.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 06, 2012

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2010 Employed Population 16+ by Occupation			
Total	8,343	43,826	101,520
White Collar	65.4%	67.1%	66.7%
Management/Business/Financial	15.1%	14.4%	14.9%
Professional	23.8%	23.7%	22.8%
Sales	11.7%	12.9%	13.1%
Administrative Support	14.9%	16.0%	15.9%
Services	18.6%	16.9%	16.6%
Blue Collar	16.1%	16.1%	16.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	4.4%	4.9%	4.6%
Installation/Maintenance/Repair	3.2%	3.1%	3.0%
Production	4.7%	4.9%	5.2%
Transportation/Material Moving	3.5%	3.3%	3.8%
2000 Workers 16+ by Means of Transportation to Work			
Total	7,986	43,655	99,845
Drove Alone - Car, Truck, or Van	70.6%	72.7%	71.6%
Carpooled - Car, Truck, or Van	16.1%	15.3%	15.9%
Public Transportation	4.8%	4.9%	5.0%
Walked	3.1%	2.4%	2.2%
Other Means	2.0%	1.6%	1.6%
Worked at Home	3.4%	3.2%	3.7%
2000 Workers 16+ by Travel Time to Work			
Total	7,985	43,653	99,842
Did not Work at Home	96.6%	96.8%	96.3%
Less than 5 minutes	1.5%	1.4%	1.3%
5 to 9 minutes	9.2%	7.6%	7.2%
10 to 19 minutes	31.7%	29.2%	29.5%
20 to 24 minutes	12.6%	12.5%	12.2%
25 to 34 minutes	18.1%	19.2%	19.6%
35 to 44 minutes	4.6%	5.7%	5.9%
45 to 59 minutes	8.0%	8.5%	8.5%
60 to 89 minutes	7.2%	9.1%	8.8%
90 or more minutes	3.8%	3.5%	3.3%
Worked at Home	3.4%	3.2%	3.7%
Average Travel Time to Work (in min)	27.3	28.9	28.9
2000 Households by Vehicles Available			
Total	5,580	31,527	74,325
None	9.1%	7.8%	8.8%
1	32.7%	34.3%	34.6%
2	38.0%	38.9%	38.7%
3	14.0%	13.3%	12.4%
4	4.2%	3.9%	3.8%
5+	2.1%	1.8%	1.6%
Average Number of Vehicles Available	1.8	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 06, 2012



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2000 Households by Type			
Total	5,619	31,557	74,352
Family Households	74.1%	70.8%	70.1%
Married-couple Family	53.6%	51.4%	50.7%
With Related Children	31.1%	28.6%	28.2%
Other Family (No Spouse)	20.5%	19.4%	19.4%
With Related Children	12.2%	11.4%	11.7%
Nonfamily Households	25.9%	29.2%	29.9%
Householder Living Alone	18.3%	20.7%	21.7%
Householder Not Living Alone	7.6%	8.5%	8.3%
Households with Related Children	43.2%	40.0%	39.9%
Households with Persons 65+	24.5%	21.8%	21.4%
2000 Households by Size			
Total	5,619	31,558	74,352
1 Person Household	18.3%	20.7%	21.7%
2 Person Household	26.2%	28.0%	28.1%
3 Person Household	16.4%	17.4%	17.1%
4 Person Household	15.8%	15.7%	15.7%
5 Person Household	10.0%	9.1%	8.8%
6 Person Household	6.3%	4.5%	4.3%
7 + Person Household	7.1%	4.5%	4.2%
2000 Households by Year Householder Moved In			
Total	5,579	31,526	74,323
Moved in 1999 to March 2000	16.2%	20.7%	20.9%
Moved in 1995 to 1998	33.2%	33.4%	34.6%
Moved in 1990 to 1994	15.9%	14.7%	14.1%
Moved in 1980 to 1989	14.3%	14.1%	13.6%
Moved in 1970 to 1979	10.5%	9.4%	8.9%
Moved in 1969 or Earlier	9.9%	7.7%	7.9%
Median Year Householder Moved In	1995	1995	1995
2000 Housing Units by Units in Structure			
Total	5,723	32,347	76,531
1, Detached	64.3%	54.9%	51.9%
1, Attached	5.5%	5.6%	5.5%
2	0.6%	0.5%	0.4%
3 or 4	3.7%	1.2%	1.1%
5 to 9	3.0%	2.5%	2.9%
10 to 19	7.0%	5.1%	5.5%
20 +	13.2%	29.1%	31.0%
Mobile Home	2.5%	1.0%	1.7%
Other	0.2%	0.1%	0.0%
2000 Housing Units by Year Structure Built			
Total	5,722	32,348	76,531
1999 to March 2000	0.0%	0.4%	0.4%
1995 to 1998	2.6%	3.0%	2.4%
1990 to 1994	1.8%	3.4%	3.3%
1980 to 1989	7.2%	11.6%	11.4%
1970 to 1979	19.3%	22.2%	22.8%
1969 or Earlier	69.1%	59.4%	59.7%
Median Year Structure Built	1962	1966	1966

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Pleasant-Ville	International Marketplace	International Marketplace
2.	Urban Villages	Urban Villages	Urban Villages
3.	Urban Chic	Pleasant-Ville	Pleasant-Ville
2010 Consumer Spending			
Apparel & Services: Total \$	\$11,071,401	\$59,565,320	\$141,426,725
Average Spent	\$1,841.38	\$1,820.31	\$1,830.27
Spending Potential Index	77	76	76
Computers & Accessories: Total \$	\$1,506,659	\$8,157,334	\$19,123,599
Average Spent	\$250.59	\$249.29	\$247.49
Spending Potential Index	114	113	112
Education: Total \$	\$7,571,895	\$40,242,164	\$97,131,263
Average Spent	\$1,259.35	\$1,229.80	\$1,257.03
Spending Potential Index	103	101	103
Entertainment/Recreation: Total \$	\$21,077,403	\$111,954,513	\$262,671,998
Average Spent	\$3,505.57	\$3,421.33	\$3,399.37
Spending Potential Index	109	106	105
Food at Home: Total \$	\$28,880,174	\$155,264,509	\$367,979,370
Average Spent	\$4,803.32	\$4,744.88	\$4,762.21
Spending Potential Index	107	106	106
Food Away from Home: Total \$	\$20,667,354	\$111,100,298	\$263,816,586
Average Spent	\$3,437.37	\$3,395.22	\$3,414.18
Spending Potential Index	107	105	106
Health Care: Total \$	\$21,219,698	\$111,740,543	\$264,383,811
Average Spent	\$3,529.23	\$3,414.79	\$3,421.52
Spending Potential Index	95	92	92
HH Furnishings & Equipment: Total \$	\$12,039,625	\$63,702,852	\$149,137,741
Average Spent	\$2,002.42	\$1,946.76	\$1,930.07
Spending Potential Index	97	95	94
Investments: Total \$	\$12,283,305	\$63,979,628	\$147,160,610
Average Spent	\$2,042.94	\$1,955.22	\$1,904.48
Spending Potential Index	117	112	109
Retail Goods: Total \$	\$150,743,315	\$800,336,369	\$1,885,996,024
Average Spent	\$25,071.44	\$24,458.25	\$24,407.62
Spending Potential Index	101	98	98
Shelter: Total \$	\$113,227,614	\$601,895,099	\$1,413,149,974
Average Spent	\$18,831.88	\$18,393.89	\$18,288.28
Spending Potential Index	119	117	116
TV/Video/Audio: Total \$	\$7,562,476	\$40,778,184	\$96,948,116
Average Spent	\$1,257.78	\$1,246.18	\$1,254.65
Spending Potential Index	101	100	101
Travel: Total \$	\$13,506,410	\$70,825,371	\$164,525,753
Average Spent	\$2,246.37	\$2,164.42	\$2,129.21
Spending Potential Index	119	114	112
Vehicle Maintenance & Repairs: Total \$	\$6,024,945	\$32,164,618	\$75,739,094
Average Spent	\$1,002.06	\$982.95	\$980.18
Spending Potential Index	106	104	104

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 06, 2012

Made with Esri Business Analyst



Business Summary

Tampa Ave and Parthenia St, Northridge, CA, 91324
Tampa Ave & Parthenia St, Northridge, CA, 91324
Rings: 1, 2, 3 miles radii

Latitude: 34.22823
Longitude: -118.55355

Data for all businesses in area				1 mile		2 miles		3 miles				
Total Businesses:				1,528		4,553		10,013				
Total Employees:				14,080		42,435		88,774				
Total Residential Population:				20,566		103,818		241,607				
Employee/Residential Population Ratio:				0.69		0.41		0.37				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	0.7%	56	0.4%	51	1.1%	221	0.5%	134	1.3%	478	0.5%
Construction	106	7.0%	435	3.1%	346	7.6%	1,479	3.5%	835	8.3%	3,755	4.2%
Manufacturing	107	7.0%	1,391	9.9%	269	5.9%	5,172	12.2%	670	6.7%	16,010	18.0%
Transportation	16	1.0%	39	0.3%	70	1.5%	550	1.3%	184	1.8%	1,476	1.7%
Communication	13	0.9%	24	0.2%	34	0.7%	94	0.2%	74	0.7%	434	0.5%
Utility	3	0.2%	9	0.1%	12	0.3%	22	0.1%	43	0.4%	109	0.1%
Wholesale Trade	129	8.5%	1,236	8.8%	314	6.9%	2,852	6.7%	743	7.4%	6,484	7.3%
Retail Trade Summary	458	30.0%	5,813	41.3%	1,070	23.5%	10,776	25.4%	2,284	22.8%	20,285	22.9%
Home Improvement	22	1.4%	299	2.1%	70	1.5%	506	1.2%	175	1.7%	1,141	1.3%
General Merchandise Stores	10	0.7%	1,237	8.8%	20	0.4%	1,470	3.5%	48	0.5%	1,920	2.2%
Food Stores	31	2.0%	301	2.1%	102	2.2%	894	2.1%	235	2.3%	2,265	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	28	1.8%	172	1.2%	81	1.8%	721	1.7%	212	2.1%	1,792	2.0%
Apparel & Accessory Stores	94	6.1%	1,053	7.5%	138	3.0%	1,260	3.0%	193	1.9%	1,617	1.8%
Furniture & Home Furnishings	60	4.0%	407	2.9%	139	3.1%	1,142	2.7%	312	3.1%	2,286	2.6%
Eating & Drinking Places	89	5.8%	1,556	11.1%	239	5.2%	2,991	7.0%	499	5.0%	5,492	6.2%
Miscellaneous Retail	125	8.2%	788	5.6%	282	6.2%	1,792	4.2%	611	6.1%	3,772	4.2%
Finance, Insurance, Real Estate Summary	100	6.5%	967	6.9%	467	10.2%	2,799	6.6%	938	9.4%	4,707	5.3%
Banks, Savings & Lending Institutions	33	2.1%	206	1.5%	115	2.5%	626	1.5%	216	2.2%	1,178	1.3%
Securities Brokers	11	0.7%	306	2.2%	40	0.9%	464	1.1%	68	0.7%	523	0.6%
Insurance Carriers & Agents	27	1.8%	124	0.9%	136	3.0%	527	1.2%	267	2.7%	1,074	1.2%
Real Estate, Holding, Other Investment Offices	29	1.9%	331	2.4%	175	3.8%	1,183	2.8%	387	3.9%	1,932	2.2%
Services Summary	570	37.3%	4,065	28.9%	1,835	40.3%	18,289	43.1%	3,884	38.8%	33,241	37.4%
Hotels & Lodging	2	0.1%	2	0.0%	5	0.1%	21	0.0%	11	0.1%	114	0.1%
Automotive Services	98	6.4%	373	2.6%	295	6.5%	883	2.1%	662	6.6%	1,863	2.1%
Motion Pictures & Amusements	34	2.3%	150	1.1%	122	2.7%	596	1.4%	281	2.8%	1,434	1.6%
Health Services	46	3.0%	234	1.7%	232	5.1%	3,652	8.6%	431	4.3%	5,877	6.6%
Legal Services	18	1.1%	78	0.6%	45	1.0%	124	0.3%	82	0.8%	247	0.3%
Education Institutions & Libraries	35	2.3%	518	3.7%	90	2.0%	2,092	4.9%	184	1.8%	5,152	5.8%
Other Services	338	22.1%	2,711	19.3%	1,046	23.0%	10,920	25.7%	2,234	22.3%	18,553	20.9%
Government	0	0.0%	9	0.1%	10	0.2%	93	0.2%	22	0.2%	1,139	1.3%
Other	15	1.0%	35	0.3%	74	1.6%	88	0.2%	201	2.0%	656	0.7%
Totals	1,528	100%	14,080	100%	4,553	100%	42,435	100%	10,013	100%	88,774	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

February 06, 2012



Business Summary

Tampa Ave and Parthenia St, Northridge, CA, 91324
Tampa Ave & Parthenia St, Northridge, CA, 91324
Rings: 1, 2, 3 miles radii

Latitude: 34.22823
Longitude: -118.55355

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.2%	4	0.0%	5	0.1%	10	0.0%	11	0.1%	24	0.0%
Mining	0	0.0%	0	0.0%	3	0.1%	9	0.0%	4	0.0%	10	0.0%
Utilities	2	0.1%	7	0.1%	2	0.1%	9	0.0%	7	0.1%	25	0.0%
Construction	112	7.3%	453	3.2%	371	8.2%	1,541	3.6%	909	9.1%	3,876	4.4%
Manufacturing	118	7.7%	1,377	9.8%	301	6.6%	4,954	11.7%	727	7.3%	15,266	17.2%
Wholesale Trade	125	8.2%	1,202	8.5%	307	6.7%	2,791	6.6%	728	7.3%	6,397	7.2%
Retail Trade	354	23.1%	4,146	29.4%	788	17.3%	7,585	17.9%	1,687	16.8%	14,390	16.2%
Motor Vehicle & Parts Dealers	22	1.4%	142	1.0%	62	1.4%	650	1.5%	172	1.7%	1,631	1.8%
Furniture & Home Furnishings Stores	27	1.8%	206	1.5%	50	1.1%	486	1.1%	103	1.0%	943	1.1%
Electronics & Appliance Stores	27	1.8%	162	1.2%	70	1.5%	579	1.4%	170	1.7%	1,287	1.5%
Bldg Material & Garden Equipment & Supplies Dealers	21	1.4%	292	2.1%	69	1.5%	499	1.2%	173	1.7%	1,131	1.3%
Food & Beverage Stores	26	1.7%	236	1.7%	85	1.9%	869	2.0%	192	1.9%	2,123	2.4%
Health & Personal Care Stores	28	1.8%	198	1.4%	68	1.5%	485	1.1%	144	1.4%	1,056	1.2%
Gasoline Stations	6	0.4%	30	0.2%	18	0.4%	71	0.2%	40	0.4%	161	0.2%
Clothing & Clothing Accessories Stores	107	7.0%	1,120	8.0%	156	3.4%	1,351	3.2%	228	2.3%	1,808	2.0%
Sport Goods, Hobby, Book, & Music Stores	24	1.6%	215	1.5%	53	1.2%	466	1.1%	112	1.1%	716	0.8%
General Merchandise Stores	10	0.7%	1,237	8.8%	20	0.4%	1,470	3.5%	48	0.5%	1,920	2.2%
Miscellaneous Store Retailers	45	3.0%	275	2.0%	115	2.5%	537	1.3%	256	2.6%	1,267	1.4%
Nonstore Retailers	10	0.6%	33	0.2%	21	0.5%	123	0.3%	50	0.5%	347	0.4%
Transportation & Warehousing	30	2.0%	73	0.5%	108	2.4%	511	1.2%	250	2.5%	1,410	1.6%
Information	38	2.5%	724	5.1%	118	2.6%	1,681	4.0%	271	2.7%	3,305	3.7%
Finance & Insurance	72	4.7%	639	4.5%	296	6.5%	1,636	3.9%	564	5.6%	2,825	3.2%
Central Bank/Credit Intermediation & Related Activities	29	1.9%	196	1.4%	99	2.2%	587	1.4%	198	2.0%	1,136	1.3%
Securities, Commodity Contracts & Other Financial	16	1.0%	319	2.3%	59	1.3%	519	1.2%	94	0.9%	599	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	27	1.8%	124	0.9%	138	3.0%	531	1.3%	272	2.7%	1,089	1.2%
Real Estate, Rental & Leasing	43	2.8%	420	3.0%	215	4.7%	1,767	4.2%	487	4.9%	3,412	3.8%
Professional, Scientific & Tech Services	111	7.3%	509	3.6%	356	7.8%	2,110	5.0%	762	7.6%	4,392	4.9%
Legal Services	20	1.3%	98	0.7%	56	1.2%	160	0.4%	102	1.0%	296	0.3%
Management of Companies & Enterprises	0	0.0%	3	0.0%	0	0.0%	29	0.1%	2	0.0%	87	0.1%
Administrative & Support & Waste Management & Remediation	65	4.2%	660	4.7%	221	4.8%	1,456	3.4%	543	5.4%	3,656	4.1%
Educational Services	40	2.6%	507	3.6%	109	2.4%	1,888	4.4%	233	2.3%	4,996	5.6%
Health Care & Social Assistance	64	4.2%	853	6.1%	299	6.6%	8,325	19.6%	558	5.6%	11,593	13.1%
Arts, Entertainment & Recreation	16	1.0%	49	0.4%	57	1.2%	241	0.6%	120	1.2%	672	0.8%
Accommodation & Food Services	94	6.2%	1,580	11.2%	253	5.5%	3,043	7.2%	538	5.4%	5,696	6.4%
Accommodation	2	0.1%	2	0.0%	5	0.1%	21	0.0%	11	0.1%	114	0.1%
Food Services & Drinking Places	92	6.0%	1,578	11.2%	247	5.4%	3,022	7.1%	527	5.3%	5,582	6.3%
Other Services (except Public Administration)	224	14.7%	802	5.7%	656	14.4%	2,616	6.2%	1,380	13.8%	4,873	5.5%
Automotive Repair & Maintenance	73	4.8%	290	2.1%	219	4.8%	747	1.8%	481	4.8%	1,560	1.8%
Public Administration	0	0.0%	9	0.1%	10	0.2%	93	0.2%	22	0.2%	1,139	1.3%
Unclassified Establishments	17	1.1%	64	0.5%	78	1.7%	141	0.3%	211	2.1%	729	0.8%
Total	1,528	100%	14,080	100%	4,553	100%	42,435	100%	10,013	100%	88,774	100%

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