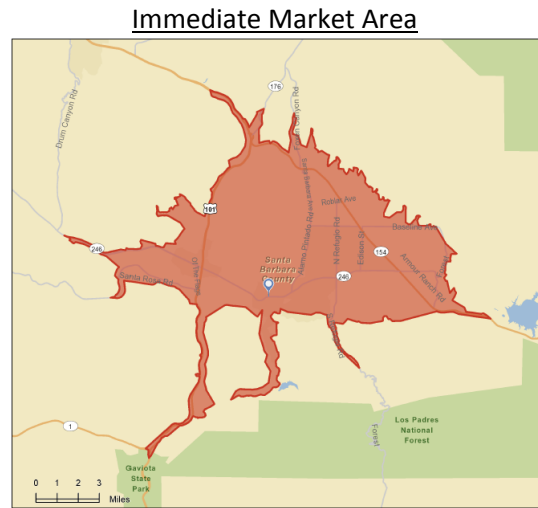
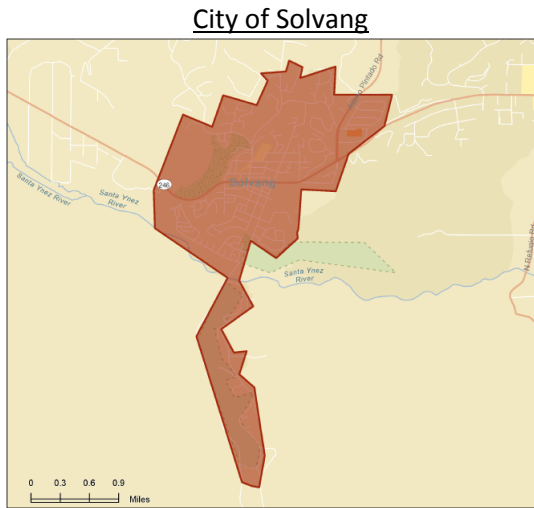




City of Solvang

2010 Socioeconomic Profile

The following socioeconomic profile is compiled from Esri's estimates and other sources such as the U.S. Census Bureau. Esri's estimates are used unless otherwise stated. When appropriate, the City's data is compared with its Immediate Market Area (IMA), which is defined as the area within 15 minutes of normal driving from the intersection of Alisal St. and Mission Dr. In the case where city-level data is not available, data from the closest area (e.g., Santa Barbara County) is used.



Demographics

Population

	<u>City of Solvang</u>				<u>Immediate Market Area</u>			
	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Annual change* (%)	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Annual change* (%)
Population	5,245	5,169	5,085	-0.33%	18,396	19,096	19,464	0.38%
Households	2,173	2,164	2,129	-0.33%	7,166	7,365	7,488	0.33%
Families	1,385	1,399	1,366	-0.48%	4,959	5,243	5,304	0.23%
Average household size	2.39	2.31	2.30		2.53	2.56	2.57	
Owner-occupied housing units	1,257	1,283	1,230	-0.84%	4,808	5,026	5,046	0.08%
Renter-occupied housing units	916	881	899	0.41%	2,358	2,339	2,442	0.87%

* Annual change is the calculated using 2010 estimates and 2015 projections.

Population by Gender

	<u>City of Solvang</u>				<u>Immediate Market Area</u>			
	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Annual change* (%)	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Annual change* (%)
Male	2,528	2,476	2,441	-0.28%	9,020	9,262	9,421	0.34%
Female	2,717	2,693	2,644	-0.37%	9,376	9,834	10,043	0.42%

* Annual change is the calculated using 2010 estimates and 2015 projections.



City of Solvang

2010 Socioeconomic Profile

Population by Race and Ethnic Origin

	<u>City of Solvang</u>				<u>Immediate Market Area</u>			
	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Annual change* (%)	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Annual change* (%)
White	4,326	4,343	4,185	-0.74%	15,491	15,748	15,627	-0.15%
Black or African American	38	25	25	0.00%	120	92	99	1.48%
Native American	59	42	44	0.93%	394	431	464	1.49%
Asian or Pacific Islander	73	69	71	0.57%	355	263	285	1.62%
Some other race	611	419	467	2.19%	1,404	1,804	2,135	3.43%
Two or more races	138	271	292	1.50%	632	788	884	2.33%
Hispanic (of all races)	1,530	1,415	1,564	2.02%	4,333	4,827	5,637	3.15%

Population by Race and Ethnic Origin - Percentages

	<u>City of Solvang</u>				<u>Immediate Market Area</u>			
	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Percentage point chg. (% pt.)	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Percentage point chg. (% pt.)
White	82.5%	84.0%	82.3%	-1.7%	84.2%	82.3%	80.2%	-2.2%
Black or African American	0.7%	0.5%	0.5%	0.0%	0.7%	0.5%	0.5%	0.0%
Native American	1.1%	0.8%	0.9%	0.1%	2.1%	2.3%	2.4%	0.1%
Asian or Pacific Islander	1.4%	1.3%	1.4%	0.1%	1.9%	1.4%	1.5%	0.1%
Some other race	11.6%	8.1%	9.2%	1.1%	7.6%	9.4%	11.0%	1.5%
Two or more races	2.6%	5.2%	5.7%	0.5%	3.4%	4.1%	4.5%	0.4%
Hispanic (of all races)	29.2%	27.4%	30.8%	3.4%	23.6%	25.2%	28.9%	3.7%

Population by Age

	<u>City of Solvang</u>			<u>Immediate Market Area</u>		
	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)	Year 2010 (official Census)	Year 2010 (est.)	Year 2015 (proj.)
0 - 4	280	284	288	941	1,054	1,098
5 - 9	264	280	286	1,037	1,061	1,103
10 - 14	338	276	266	1,200	1,122	1,128
15 - 19	324	331	251	1,406	1,311	1,057
20 - 29	550	657	714	1,694	2,380	2,490
30 - 39	529	488	553	1,811	1,767	2,302
40 - 49	708	679	542	2,704	2,702	2,134
50 - 59	818	782	736	3,136	3,190	3,145
60 - 69	627	560	608	2,216	2,157	2,468
70 - 79	392	372	419	1,281	1,283	1,506
80+	415	458	417	969	1,066	1,031
Median Age	45.0	44.2	43.8	44.6	43.7	42.9



City of Solvang

2010 Socioeconomic Profile

Marital Status (Age 15+)

	City of Solvang	Immediate Market Area
Never married	970	3,559
Married	2,566	8,592
Widowed	188	676
Divorced	525	1,499

Source: U.S. Dept. of Commerce, Bureau of the Census, American Community Survey, 2005-2009 estimates

School Enrollment (Age 3+)

Grade level	City of Solvang	Immediate Market Area
Nursery & preschool	118	290
Kindergarten	104	327
Grades 1 to 4	190	796
Grades 5 to 8	269	1,062
Grades 9 to 12	387	1,256
Undergraduate College	190	719
Graduate/Professional School	37	114

Source: U.S. Dept. of Commerce, Bureau of the Census, American Community Survey, 2005-2009 estimates

Educational Attainment (Age 25+)

Level of education	City of Solvang		Immediate Market Area	
	No. of residents	Percent of total (%)	No. of residents	Percent of total (%)
No schooling completed	54	1.5%	57	0.5%
Nursery to 4th grade	0	0.0%	138	1.2%
5th and 6th grade	91	2.5%	376	3.2%
7th and 8th grade	0	0.0%	171	1.4%
9th grade	0	0.0%	49	0.4%
10th grade	124	3.4%	209	1.8%
11th grade	87	2.4%	181	1.5%
12th grade, no diploma	6	0.2%	135	1.1%
High school graduate, GED, or equivalent	801	21.7%	2,736	23.1%
Some college, less than 1 year	186	5.0%	652	5.5%
Some college, 1+ year, no degree	583	15.8%	1,981	16.7%
AA degree	402	10.9%	1,109	9.4%
BA/BS degree	840	22.8%	2,572	21.7%
MA/MS degree	385	10.4%	994	8.4%
Professional school degree	99	2.7%	307	2.6%
Doctorate degree	28	0.8%	160	1.4%
No. of residents with college degree or above	1,754	47.6%	5,142	43.5%

Source: U.S. Dept. of Commerce, Bureau of the Census, American Community Survey, 2005-2009 estimates



City of Solvang

2010 Socioeconomic Profile

Income, Employment, and Spending

Household Income Distribution

	<u>City of Solvang</u>				<u>Immediate Market Area</u>			
	Year 2010 (est.)	Year 2010 – % of total	Year 2015 (proj.)	Year 2015 – % of total	Year 2010 (est.)	Year 2010 – % of total	Year 2015 (proj.)	Year 2015 – % of total
< \$15,000	113	5.2%	82	3.9%	389	5.3%	270	3.6%
\$15,000 - \$24,999	156	7.2%	116	5.5%	498	6.8%	367	4.9%
\$25,000 - \$34,999	196	9.1%	139	6.5%	545	7.4%	377	5.0%
\$35,000 - \$49,999	370	17.1%	288	13.5%	954	12.9%	711	9.5%
\$50,000 - \$74,999	453	20.9%	443	20.8%	1,354	18.4%	1,357	18.1%
\$75,000 - \$99,999	239	11.0%	230	10.8%	992	13.5%	998	13.3%
\$100,000 - \$149,999	458	21.2%	586	27.5%	1,625	22.0%	2,070	27.6%
\$150,000 - \$199,999	75	3.5%	100	4.7%	487	6.6%	627	8.4%
\$200,000+	105	4.8%	144	6.8%	531	7.2%	723	9.6%

Household and Per Capita Income Summary

	<u>City of Solvang</u>			<u>Immediate Market Area</u>		
	Year 2010 (estimates)	Year 2015 (projection)	Avg. annual change (%)	Year 2010 (estimates)	Year 2015 (projection)	Avg. annual change (%)
Median household income	\$ 64,246	\$ 74,722	3.07%	\$ 73,837	\$ 90,168	4.08%
Average household income	\$ 79,912	\$ 92,245	2.91%	\$ 95,244	\$ 111,174	3.14%
Per capita income	\$ 33,504	\$ 38,636	2.89%	\$ 36,916	\$ 42,990	3.09%

Commute Time (of Those Not Working at Home)

	No. of commuters	Percent of total
Less than 5 minutes	196	9.0%
5 to 9 minutes	462	21.2%
10 to 14 minutes	426	19.6%
15 to 29 minutes	318	14.6%
30 to 44 minutes	520	23.9%
45 to 59 minutes	179	8.2%
60 to 89 minutes	60	2.8%
90 or more minutes	17	0.8%
Avg. commute time (minutes)	21.7	

Source: U.S. Dept. of Commerce, Bureau of the Census, American Community Survey, 2005-2009 estimates



City of Solvang

2010 Socioeconomic Profile

Employed Residents' Occupations

Occupation Categories	City of Solvang		Santa Barbara County
	No. of employed residents	Percent of total (%)	Avg. Annual Wage *
Management	286	11.6%	\$113,543
Business and financial operations	163	6.6%	\$71,381
Computer and mathematical	31	1.3%	\$77,805
Architecture and engineering	50	2.0%	\$87,683
Life, physical, and social science	76	3.1%	\$68,846
Community and social services	34	1.4%	\$44,381
Legal	0	0.0%	\$96,301
Education, training, and library	158	6.4%	\$63,089
Arts, design, entertainment, sports, and media	130	5.3%	\$60,860
Healthcare practitioner, technologists, and technicians	117	4.8%	\$85,419
Healthcare support	42	1.7%	\$30,468
Protective service	74	3.0%	\$58,061
Food preparation and serving related	313	12.7%	\$21,962
Building and grounds cleaning and maintenance	291	11.8%	\$26,541
Personal care and service	24	1.0%	\$28,350
Sales and related	203	8.3%	\$34,652
Office and administrative support	209	8.5%	\$37,154
Farming, fishing, and forestry	0	0.0%	\$20,780
Construction and extraction	76	3.1%	\$50,643
Installation, maintenance, and repair	40	1.6%	\$46,322
Production	110	4.5%	\$36,543
Transportation and material moving	29	1.2%	\$33,024
Total of civilian employed population age 16+	2,456	100.0%	\$47,806

* Based on extrapolation of 2011Q1 wages.

Source: U.S. Dept. of Commerce, Bureau of the Census, American Community Survey, 2005-2009 estimates



City of Solvang

2010 Socioeconomic Profile

Employed Residents' Industries

Industry	No. of employed residents	Percent of total (%)
Agriculture, forestry, fishing and hunting	83	3.4%
Mining, quarrying, and oil and gas extraction	12	0.5%
Construction	138	5.6%
Manufacturing	216	8.8%
Wholesale trade	75	3.1%
Retail trade	258	10.5%
Transportation and warehousing	14	0.6%
Utilities	23	0.9%
Information	56	2.3%
Finance and insurance	46	1.9%
Real estate and rental and leasing	70	2.9%
Professional, scientific, and technical services	257	10.5%
Management of companies and enterprises	0	0.0%
Administrative and support and waste mgmt. services	73	3.0%
Educational services	199	8.1%
Health care and social assistance	223	9.1%
Arts, entertainment, and recreation	107	4.4%
Accommodation and food services	431	17.5%
Other services, except public administration	57	2.3%
Public administration	118	4.8%
Total of civilian employed population age 16+	2,456	100.0%

* Based on extrapolation of 2011Q1 wages

Source: U.S. Dept. of Commerce, Bureau of the Census, American Community Survey, 2005-2009 estimates



City of Solvang

2010 Socioeconomic Profile

Consumer Spending

	City of Solvang		Immediate Market Area		City of Solvang as % of IMA
	Average Spending per Household (\$)	Total Spending (\$000s)	Average Spending per Household (\$)	Total Spending (\$000s)	
Apparel and Services	\$ 1,958	\$ 4,238.0	\$ 2,268	\$ 16,702.9	25.4%
Men's	\$ 353	\$ 763.2	\$ 412	\$ 3,037.7	25.1%
Women's	\$ 605	\$ 1,309.7	\$ 708	\$ 5,213.7	25.1%
Children's	\$ 328	\$ 709.7	\$ 378	\$ 2,783.4	25.5%
Footwear	\$ 238	\$ 515.1	\$ 273	\$ 2,013.5	25.6%
Watches & jewelry	\$ 229	\$ 496.5	\$ 277	\$ 2,039.8	24.3%
Apparel products and services	\$ 205	\$ 443.8	\$ 219	\$ 1,614.8	27.5%
Computer					
Computers and hardware for home use	\$ 227	\$ 490.5	\$ 268	\$ 1,976.0	24.8%
Software and accessories for home use	\$ 35	\$ 75.3	\$ 41	\$ 302.6	24.9%
Entertainment & recreation	\$ 3,762	\$ 8,140.3	\$ 4,567	\$ 33,632.5	24.2%
Fees and admissions	\$ 751	\$ 1,626.1	\$ 920	\$ 6,775.5	24.0%
Membership fees for clubs	\$ 202	\$ 436.7	\$ 248	\$ 1,827.4	23.9%
Fees for participant sports, excl. trips	\$ 129	\$ 279.7	\$ 161	\$ 1,186.5	23.6%
Admission to movie/theatre/opera/ballet	\$ 187	\$ 403.9	\$ 220	\$ 1,621.0	24.9%
Admission to sporting events, excl. trips	\$ 65	\$ 141.7	\$ 81	\$ 599.7	23.6%
Fees for recreational lessons	\$ 167	\$ 362.0	\$ 208	\$ 1,533.7	23.6%
TV/video/audio	\$ 1,394	\$ 3,015.6	\$ 1,623	\$ 11,950.2	25.2%
Community antenna or cable TV	\$ 797	\$ 1,724.1	\$ 921	\$ 6,780.9	25.4%
Televisions	\$ 225	\$ 486.4	\$ 271	\$ 1,995.4	24.4%
VCRs, video cameras, and DVD players	\$ 24	\$ 52.7	\$ 28	\$ 207.5	25.4%
Video cassettes and DVDs	\$ 61	\$ 131.7	\$ 70	\$ 512.2	25.7%
Game hardware and software	\$ 62	\$ 133.3	\$ 71	\$ 520.7	25.6%
Rental of video cassettes and DVDs	\$ 48	\$ 103.2	\$ 56	\$ 409.9	25.2%
Audio	\$ 165	\$ 356.2	\$ 192	\$ 1,412.6	25.2%
Pets	\$ 590	\$ 1,277.6	\$ 729	\$ 5,367.8	23.8%
Toys and games	\$ 158	\$ 341.5	\$ 186	\$ 1,372.2	24.9%
Recreational vehicles and fees	\$ 378	\$ 819.0	\$ 512	\$ 3,773.2	21.7%
Sports/recreation/exercise equipment	\$ 163	\$ 351.9	\$ 203	\$ 1,497.3	23.5%
Photo equipment and supplies	\$ 119	\$ 258.2	\$ 145	\$ 1,068.0	24.2%
Reading	\$ 183	\$ 396.3	\$ 219	\$ 1,609.9	24.6%
Catered affairs	\$ 25	\$ 54.2	\$ 30	\$ 218.5	24.8%
Food	\$ 8,846	\$ 19,143.7	\$ 10,187	\$ 75,020.7	25.5%
Food at home	\$ 5,155	\$ 11,154.5	\$ 5,912	\$ 43,541.5	25.6%
Bakery and cereal products	\$ 678	\$ 1,467.9	\$ 782	\$ 5,761.2	25.5%
Meats, poultry, fish, and eggs	\$ 1,197	\$ 2,590.8	\$ 1,357	\$ 9,997.3	25.9%
Dairy products	\$ 566	\$ 1,225.8	\$ 654	\$ 4,813.1	25.5%
Fruits and vegetables	\$ 937	\$ 2,027.8	\$ 1,068	\$ 7,865.4	25.8%
Snacks and other food at home	\$ 1,776	\$ 3,842.2	\$ 2,051	\$ 15,104.5	25.4%
Food away from home	\$ 3,692	\$ 7,989.1	\$ 4,274	\$ 31,479.2	25.4%
Alcoholic beverages	\$ 674	\$ 1,459.2	\$ 772	\$ 5,683.2	25.7%
Nonalcoholic beverages at home	\$ 500	\$ 1,081.3	\$ 572	\$ 4,214.9	25.7%

(Continued on next page)



City of Solvang

2010 Socioeconomic Profile

	City of Solvang		Immediate Market Area		City of Solvang as % of IMA
	Average Spending per Household (\$)	Total Spending (\$000s)	Average Spending per Household (\$)	Total Spending (\$000s)	
Financial					
Investments	\$ 2,164	\$ 4,682.2	\$ 2,819	\$ 20,763.1	22.6%
Vehicle loans	\$ 5,155	\$ 11,155.1	\$ 6,251	\$ 46,032.9	24.2%
Health					
Nonprescription drugs	\$ 113	\$ 243.8	\$ 135	\$ 995.3	24.5%
Prescription drugs	\$ 521	\$ 1,127.5	\$ 624	\$ 4,593.6	24.5%
Eyeglasses and contact lenses	\$ 86	\$ 186.9	\$ 104	\$ 768.9	24.3%
Home					
Mortgage payment and basics	\$ 10,587	\$ 22,911.3	\$ 13,626	\$ 100,346.5	22.8%
Maintenance and remodeling services	\$ 2,331	\$ 5,043.5	\$ 3,042	\$ 22,404.2	22.5%
Maintenance and remodeling materials	\$ 403	\$ 871.0	\$ 528	\$ 3,889.5	22.4%
Utilities, fuel, and public services	\$ 4,921	\$ 10,648.0	\$ 5,771	\$ 42,504.1	25.1%
Household furnishings and equipment					
Household textiles	\$ 157	\$ 340.6	\$ 192	\$ 1,410.3	24.2%
Furniture	\$ 705	\$ 1,526.3	\$ 861	\$ 6,340.3	24.1%
Floor coverings	\$ 85	\$ 183.6	\$ 104	\$ 769.0	23.9%
Major appliances	\$ 333	\$ 720.3	\$ 417	\$ 3,073.5	23.4%
Housewares	\$ 93	\$ 200.2	\$ 109	\$ 800.9	25.0%
Small appliances	\$ 37	\$ 81.0	\$ 44	\$ 324.5	25.0%
Luggage	\$ 11	\$ 24.1	\$ 14	\$ 99.7	24.2%
Telephones and accessories	\$ 33	\$ 72.3	\$ 39	\$ 289.1	25.0%
Household operations					
Child care	\$ 507	\$ 1,096.3	\$ 611	\$ 4,497.7	24.4%
Lawn and garden	\$ 476	\$ 1,029.6	\$ 617	\$ 4,542.9	22.7%
Moving/storage/freight express	\$ 84	\$ 181.4	\$ 101	\$ 742.8	24.4%
Housekeeping supplies	\$ 782	\$ 1,691.6	\$ 921	\$ 6,785.2	24.9%
Insurance					
Owners and renters insurance	\$ 482	\$ 1,042.0	\$ 613	\$ 4,513.1	23.1%
Vehicle insurance	\$ 1,315	\$ 2,846.4	\$ 1,548	\$ 11,403.9	25.0%
Life/other insurance	\$ 442	\$ 956.3	\$ 560	\$ 4,121.3	23.2%
Health insurance	\$ 2,115	\$ 4,577.6	\$ 2,532	\$ 18,646.5	24.5%
Personal care products	\$ 456	\$ 985.9	\$ 536	\$ 3,948.0	25.0%
School books and supplies	\$ 117	\$ 253.2	\$ 134	\$ 983.4	25.8%
Smoking products	\$ 448	\$ 968.6	\$ 497	\$ 3,656.7	26.5%
Transportation					
Vehicle purchases (net outlay)	\$ 4,851	\$ 10,498.3	\$ 5,864	\$ 43,183.8	24.3%
Gasoline and motor oil	\$ 3,067	\$ 6,637.1	\$ 3,624	\$ 26,689.0	24.9%
Vehicle maintenance and repairs	\$ 1,084	\$ 2,346.3	\$ 1,291	\$ 9,509.2	24.7%
Travel					
Airline fares	\$ 592	\$ 1,280.6	\$ 718	\$ 5,289.0	24.2%
Lodging on trips	\$ 524	\$ 1,133.0	\$ 655	\$ 4,823.8	23.5%
Auto/truck/van rental on trips	\$ 47	\$ 102.7	\$ 59	\$ 431.6	23.8%
Food and drink on trips	\$ 520	\$ 1,125.8	\$ 641	\$ 4,718.5	23.9%



City of Solvang

2010 Socioeconomic Profile

Businesses & Employment

	<u>City of Solvang</u>				<u>Immediate Market Area</u>			
	Number of businesses	Percentage of total (%)	Employment	Percentage of total (%)	Number of businesses	Percentage of total (%)	Employment	Percentage of total (%)
Agriculture, forestry, fishing and hunting	7	1.1%	42	1.2%	54	3.6%	199	1.7%
Mining and oil and gas extraction	1	0.2%	0	0.0%	2	0.1%	2	0.0%
Utilities	1	0.2%	0	0.0%	3	0.2%	12	0.1%
Construction	55	8.8%	84	2.4%	160	10.6%	432	3.7%
Manufacturing	16	2.6%	125	3.6%	71	4.7%	588	5.0%
Wholesale trade	17	2.7%	73	2.1%	53	3.5%	247	2.1%
Retail trade	151	24.1%	710	20.6%	304	20.1%	3,147	26.9%
Transportation and warehousing	8	1.3%	49	1.4%	20	1.3%	101	0.9%
Information	15	2.4%	84	2.4%	28	1.9%	111	0.9%
Finance and insurance	46	7.3%	303	8.8%	72	4.8%	418	3.6%
Real estate and rental and leasing	31	5.0%	50	1.4%	79	5.2%	255	2.2%
Professional, scientific, & technical svcs.	52	8.3%	129	3.7%	124	8.2%	379	3.2%
Mgmt. of companies and enterprises	1	0.2%	130	3.8%	1	0.1%	130	1.1%
Admin., support, & waste mgmt. svcs.	33	5.3%	124	3.6%	73	4.8%	215	1.8%
Educational services	10	1.6%	127	3.7%	30	2.0%	502	4.3%
Health care and social assistance	40	6.4%	365	10.6%	68	4.5%	511	4.4%
Arts, entertainment, and recreation	13	2.1%	50	1.4%	29	1.9%	1,787	15.3%
Accommodation	18	2.9%	289	8.4%	38	2.5%	654	5.6%
Food services	31	5.0%	373	10.8%	82	5.4%	1,067	9.1%
Other services	60	9.6%	182	5.3%	166	11.0%	669	5.7%
Public administration	14	2.2%	160	4.6%	27	1.8%	270	2.3%
Unclassified	6	1.0%	0	0.0%	28	1.9%	8	0.1%
Total	626	100%	3,449	100%	1,512	100%	11,704	100%

Business counts by Infogroup; 2010 estimates by Esri



City of Solvang

2010 Socioeconomic Profile

Retail Demand, Supply, and Leakage – City of Solvang

Industry Group	NAICS	Demand (potential; \$000s)	Supply (sales; \$000s)	Retail gap (D – S) (\$000s)	Leakage/ surplus factor*	No. of businesses
Motor vehicle & parts dealers	441	\$ 12,659.6	\$ 530.6	\$ 12,128.9	92	3
Automobile dealers	4411	\$ 10,763.9	\$ 0	\$ 10,763.9	100	0
Furniture & home furnishings stores	442	\$ 1,876.1	\$ 2,033.4	-\$ 157.3	-4	8
Furniture stores	4421	\$ 1,173.0	\$ 283.1	\$ 889.9	61	1
Home furnishings stores	4422	\$ 703.1	\$ 1,750.3	-\$ 1,047.2	-43	7
Electronics & appliance stores	4431	\$ 1,688.5	\$ 403.9	\$ 1,284.6	61	2
Bldg materials, garden equip. & supply stores	444	\$ 2,274.3	\$ 3,208.3	-\$ 934.0	-17	13
Food & beverage stores	445	\$ 12,659.2	\$ 31,821.1	-\$ 19,161.9	-43	19
Health & personal care stores	446, 4461	\$ 2,630.4	\$ 3,244.5	-\$ 614.1	-11	3
Gasoline stations	447, 4471	\$ 8,029.0	\$ 2,884.0	\$ 5,144.9	47	1
Clothing & clothing accessories stores	448	\$ 2,793.8	\$ 6,911.5	-\$ 4,117.7	-42	27
Sporting goods, hobby, book & music stores	451	\$ 989.0	\$ 2,177.0	-\$ 1,188.0	-38	13
General merchandise stores	452	\$ 5,961.1	\$ 964.9	\$ 4,996.2	72	1
Miscellaneous store retailers	453	\$ 1,282.0	\$ 6,791.0	-\$ 5,508.9	-68	57
Food services & drinking places	722	\$ 9,489.2	\$ 17,751.6	-\$ 8,262.4	-30	34
Full-service restaurants	7221	\$ 4,776.9	\$ 15,307.6	-\$ 10,530.7	-52	25
Limited-service eating places	7222	\$ 3,703.0	\$ 2,278.3	\$ 1,424.8	24	8

Retail Demand, Supply, and Leakage – Immediate Market Area

Industry Group	NAICS	Demand (potential; \$000s)	Supply (sales; \$000s)	Retail gap (D – S) (\$000s)	Leakage/ surplus factor*	No. of businesses
Motor vehicle & parts dealers	441	\$ 52,044.5	\$ 27,746.5	\$ 24,298.0	31	13
Automobile dealers	4411	\$ 43,849.0	\$ 25,910.7	\$ 17,938.3	26	6
Furniture & home furnishings stores	442	\$ 7,906.8	\$ 4,869.8	\$ 3,037.0	24	15
Furniture stores	4421	\$ 4,932.4	\$ 2,349.4	\$ 2,583.0	36	5
Home furnishings stores	4422	\$ 2,974.5	\$ 2,520.5	\$ 454.0	8	10
Electronics & appliance stores	4431	\$ 6,916.5	\$ 2,844.0	\$ 4,072.4	42	13
Bldg materials, garden equip. & supply stores	444	\$ 10,098.4	\$ 5,470.6	\$ 4,627.8	30	29
Food & beverage stores	445	\$ 49,189.1	\$ 98,947.7	-\$ 49,758.6	-34	56
Health & personal care stores	446, 4461	\$ 10,526.8	\$ 8,897.4	\$ 1,629.4	8	9
Gasoline stations	447, 4471	\$ 31,759.1	\$ 33,069.3	-\$ 1,310.2	-2	9
Clothing & clothing accessories stores	448	\$ 11,093.7	\$ 10,716.3	\$ 377.3	2	40
Sporting goods, hobby, book & music stores	451	\$ 4,014.0	\$ 2,391.3	\$ 1,622.8	25	18
General merchandise stores	452	\$ 23,623.2	\$ 1,929.8	\$ 21,693.4	85	2
Miscellaneous store retailers	453	\$ 5,358.6	\$ 11,511.0	-\$ 6,152.4	-37	87
Nonstore retailers	454	\$ 5,804.4	\$ 891.2	\$ 4,913.2	73	3
Food services & drinking places	722	\$ 37,368.7	\$ 53,210.4	-\$ 15,841.7	-18	84
Full-service restaurants	7221	\$ 18,858.6	\$ 40,824.2	-\$ 21,965.6	-37	58
Limited-service eating places	7222	\$ 14,560.7	\$ 10,908.8	\$ 3,651.9	14	21



City of Solvang

2010 Socioeconomic Profile

Retail Gap Comparison – City of Solvang vs. IMA

Industry Group	NAICS	City of Solvang retail gap (\$000s)	IMA retail gap (\$000s)	Solvang captures IMA leakage	IMA captures Solvang leakage	IMA spending leaking to outside
Motor vehicle & parts dealers	441	\$ 12,128.9	\$ 24,298.0			Yes
Automobile dealers	4411	\$ 10,763.9	\$ 17,938.3			Yes
Furniture & home furnishings stores	442	-\$ 157.3	\$ 3,037.0	Yes		Yes
Furniture stores	4421	\$ 889.9	\$ 2,583.0			Yes
Home furnishings stores	4422	-\$ 1,047.2	\$ 454.0	Yes		Yes
Electronics & appliance stores	4431	\$ 1,284.6	\$ 4,072.4			Yes
Bldg materials, garden equip. & supply stores	444	-\$ 934.0	\$ 4,627.8	Yes		Yes
Food & beverage stores	445	-\$ 19,161.9	-\$ 49,758.6			
Health & personal care stores	446, 4461	-\$ 614.1	\$ 1,629.4	Yes		Yes
Gasoline stations	447, 4471	\$ 5,144.9	-\$ 1,310.2		Yes	
Clothing & clothing accessories stores	448	-\$ 4,117.7	\$ 377.3	Yes		Yes
Sporting goods, hobby, book & music stores	451	-\$ 1,188.0	\$ 1,622.8	Yes		Yes
General merchandise stores	452	\$ 4,996.2	\$ 21,693.4			Yes
Miscellaneous store retailers	453	-\$ 5,508.9	-\$ 6,152.4			
Nonstore retailers	454	\$ 695.2	\$ 4,913.2			Yes
Food services & drinking places	722	-\$ 8,262.4	-\$ 15,841.7			
Full-service restaurants	7221	-\$ 10,530.7	-\$ 21,965.6			
Limited-service eating places	7222	\$ 1,424.8	\$ 3,651.9			Yes

Notes from Esri: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.