

Consumer Behavior Analytics



Prepared for:



THE CITY OF
ELK GROVE, CA
MUNICIPALITY REPORT

March 11, 2015

Municipality Report

TABLE OF CONTENTS

	Page
I. Executive Summary	1
Overview and Map of study areas	Map
II. Retail Market Power	8
<i>Resident Spending compared to Retail Sales by Store Type and Merchandise Lines</i>	
<i>RMP Opportunity Gap Report</i>	9-11
<i>Elk Grove Demand & Supply</i>	12
<i>Surrounding Cities Comparison</i>	13-14
<i>Elk Grove Merchandise Lines</i>	15
III. Demographic & Employment Data	17
<i>Demographics Report</i>	18-20
<i>Business Employment Report</i>	21-23
IV. PRIZM Segmentation	24
<i>Household and Workplace Population</i>	
<i>Dominant Segments</i>	26
<i>Social Groups</i>	29
– Maps	30-31
<i>Lifestage Groups</i>	36
– Maps	37-38
V. Lifestyler Report	42
<i>Dominant Household Segments for City, behaviors and purchasing preferences</i>	
VI. Retailer Rankings	53
<i>Retailers, Grocers and Restaurants –</i>	
<i>Specific listing by Index and</i>	55
<i>Retail Category</i>	60
VII. Appendix	
- Listing of retail businesses within the City Boundaries	66
- Household Segment Descriptions	85

EXECUTIVE SUMMARY

Area Overview

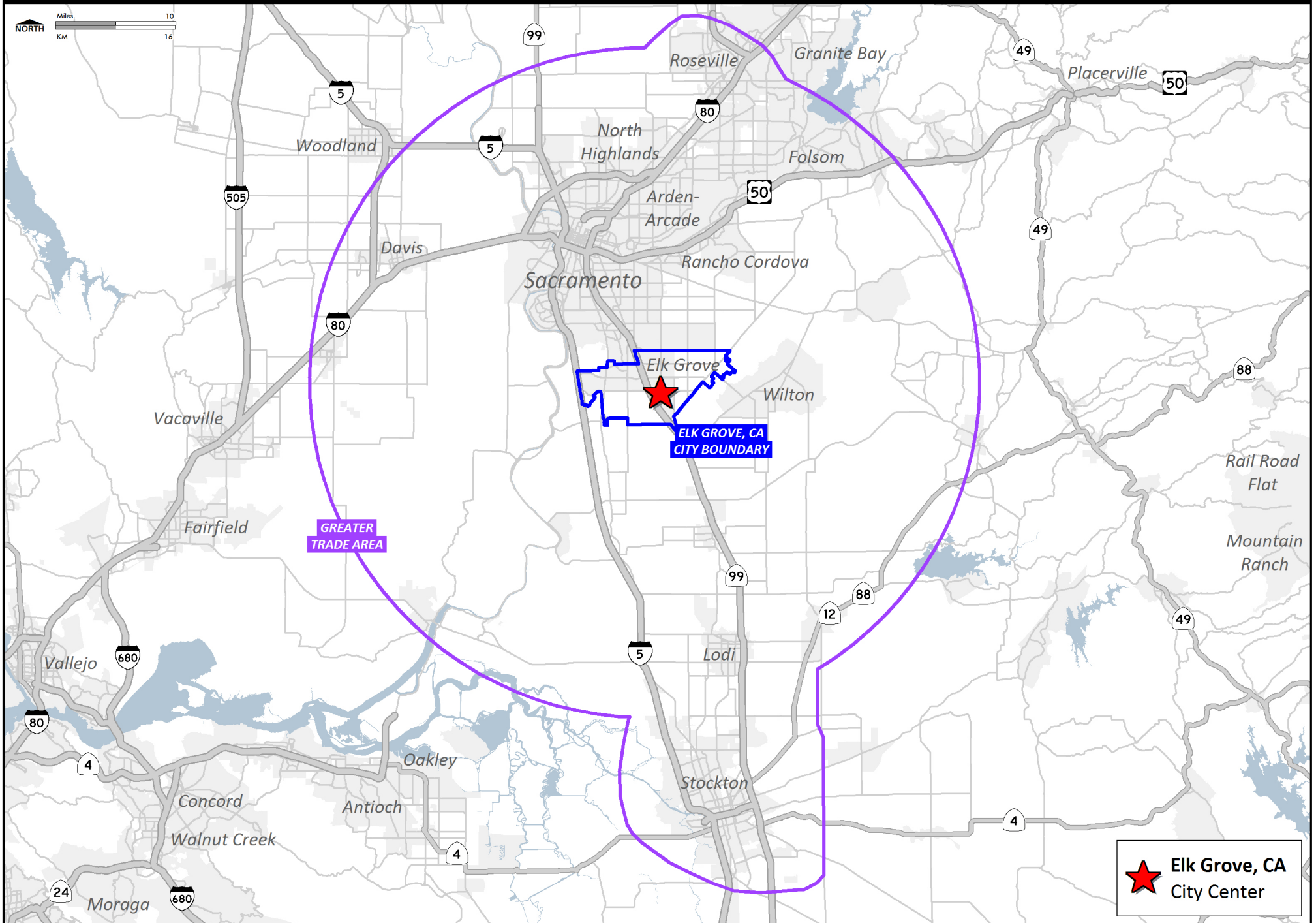
CBRE was retained by the City of Elk Grove, CA to provide an analysis of lifestyle and consumer preferences with a focus on retail for their city boundaries. Our approach will be based on a comparison of the data within the City boundaries to a Greater Trade Area which incorporates an approximate 25-mile radius, extending from Roseville, CA south to Stockton, CA. Elk Grove is found south of the state capital of Sacramento and is located between Interstate 5 and the small city of Wilton to the east. State Highway 99 runs through the center of the city running north to Sacramento and south towards the city of Stockton. The following map outlines the boundaries of the specified trade area for this analysis.

This analysis will incorporate

- ▶ Full demographic and business employment information
- ▶ Retail sales vs. consumer spending with “opportunity” categories for the City based on resident spending
- ▶ Segmentation analysis of households – using the Prizm Segmentation system that further provides information on Workplace, Social and Lifestage groups
- ▶ Retailer profiles compared to the City profile to find what specific retailers Index strongest for this market and the Greater Trade Area
- ▶ A list of current retail businesses by SIC Code within the City

Our objective is to provide a detailed overview of these components to assist the City of Elk Grove to understand what is needed to create a greater impact on retail business for the City.

ELK GROVE, CA AREA OVERVIEW



GREATER TRADE AREA

ELK GROVE, CA CITY BOUNDARY

★ Elk Grove, CA City Center



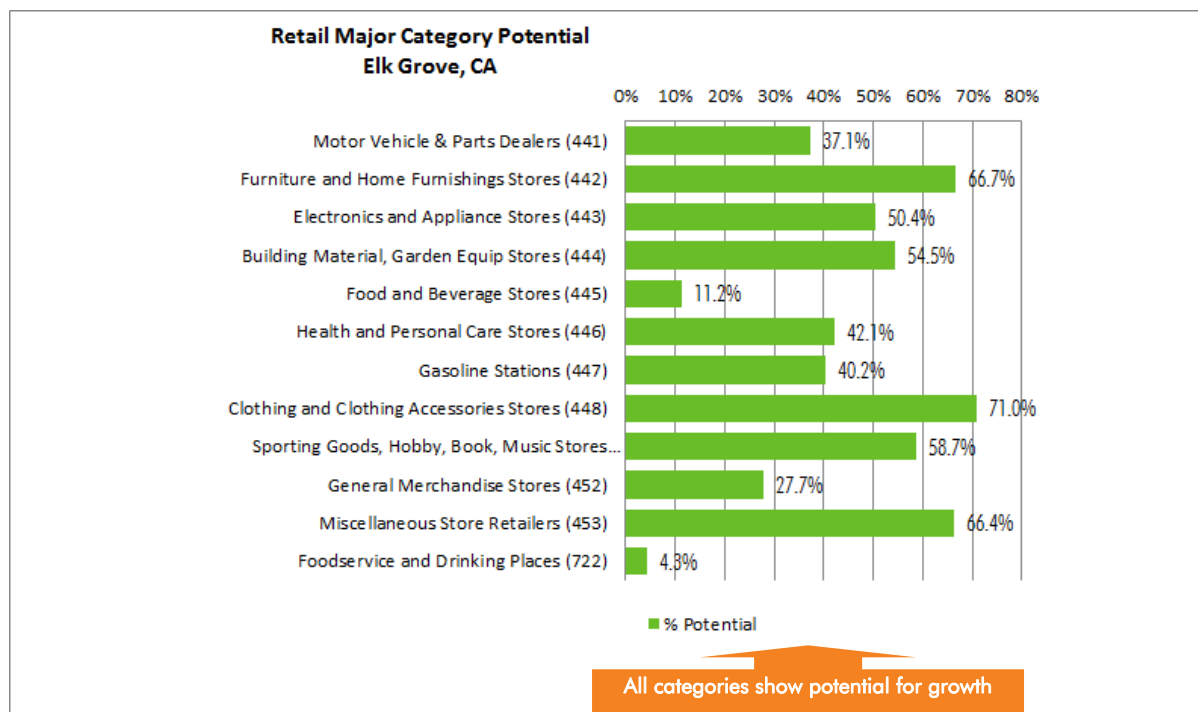
Executive Summary

The City of Elk Grove, CA is showing potential for retail growth based on the consumer demand of 2015. Residents here are spending more than the sales reported for retail stores within this same city. The Greater Trade Area shows similar results where retail sales are reportedly lower than the resident expenditures for the entire area, an indication that residents are travelling outside of the area to meet their retail demand.

Trade Area Portion	2015 Consumer Expenditures	2015 Retail Sales	Opportunity / Surplus
City of Elk Grove, CA	\$2,681,314,711	\$1,604,260,503	\$1,077,054,208
Greater Trade Area	\$35,542,418,719	\$32,217,819,298	\$3,324,599,421

All major retail categories show potential for growth in the city of Elk Grove.

The following chart displays each major retail category and the percent difference between 2015 demand and supply. “% Potential” is the retail leakage of resident dollars spent (demand) outside of the city boundary as a percent of the overall demand. Numbers can fall above or below zero where a positive number indicates a lack of retail within the city to meet the resident’s retail needs and the city is not importing consumers from outside to spend in their market. This could be seen as an opportunity for a retailer and the city. A negative number indicates that sales have surpassed the resident’s demand and are being imported from consumers residing outside of the city. From a city perspective this is good. However, a retailer could see the area as over saturated. Review of the *Retail Market Power* section will provide further details.



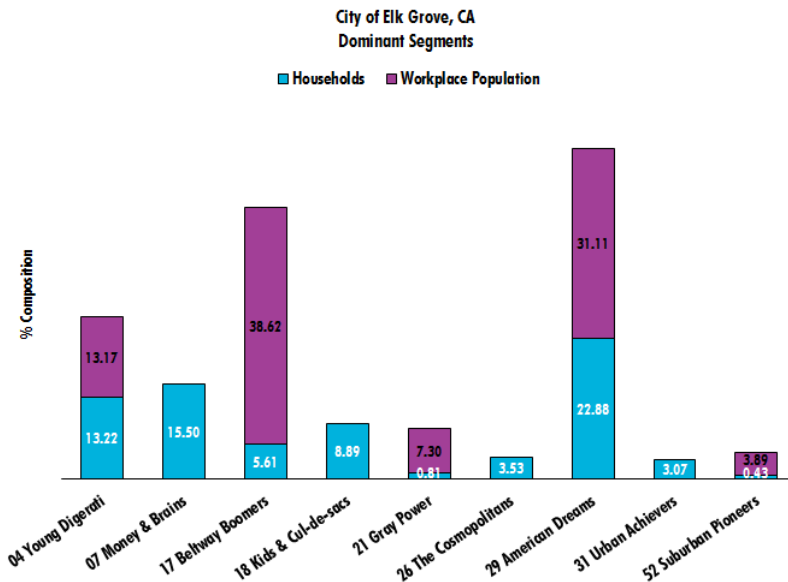
The *Segmentation* section details information about the trade area in terms of the socioeconomic rank of households. 66 household segments, which take into account characteristics such as income, education, occupation and home value, are detailed to determine what types of households reside in the area. The segment scale range from Wealthy, Suburban and College Educated (“Upper Crust,” “Blue Blood Estates” and “Winner’s Circle”) to Downscale, Inner City Renter (“City Roots,” “Big City Blues” and “Low-Rise Living”). Different lifestyle behaviors are prevalent and show, in a significant way, that these households have the likelihood to behave a certain way.

Dominant resident and workplace household segments for Elk Grove include:

4 – Young Digerati (HH 13.2% /WP 2.0%)	26 – The Cosmopolitans (HH 3.5% / WP 5.1%)
7 – Money & Brains (15.5% / 4.9%)	29 – American Dreams (22.9% / 9.3%)
17 – Beltway Boomers (5.6% / 1.4%)	31 – Urban Achievers (3.1% / 4.8%)
18 – Kids & Cul-de-Sacs (8.9% / 3.8%)	52 - Suburban Pioneers (.4% /3.9%)
21 – Gray Power (.9% / 7.3%)	

These segments account for 74% (38,516) of resident households and 94% (32,620) of workplace population.

Elk Grove residents are predominately well educated and compensated white collar and professional or management level families, many with kids. This city is a mix of Urban and Suburban households with above average income producing assets. The workplace population brings a greater Suburban type household into the daytime mix of segments adding a greater percentage of older, midscale and downscale income levels to the existing young urban families.



The 66 Prizm NE segments are numbered according to socio economic rank (which takes into account characteristics such as income, education, occupation and home value).

The Greater Trade Area’s dominant segments include more of the same urban segments as Elk Grove but draw a much more diverse set of segments due to its sheer size. Comparison charts are found in the segmentation section of this report.

The urbanization model, which combines individual segments into broader classifications by population density and affluence levels, was applied to these areas to define “Social Groups.” The following are totals by main **Social Group** category:

Trade Area	Urban	Suburban	Second City	Town & Rural
Elk Grove, CA	63.9%	32.8%	0%	3.2%
Greater Trade Area	50.8%	27.5%	15.7%	6.0%

Within each of the above Social Groups are tiers of sub-groups that assemble the 66 segments by levels of household density and affluence. For the **City of Elk Grove**, 58% of the households are found in the top tier of the Urban Social Group – **Urban Uptown**. The segments in Urban Uptown are home to the nation's wealthiest urban consumers. Members of this social group tend to be affluent to middle class, college educated and ethnically diverse, with above-average concentrations of Asian and Hispanic Americans. Although this group is diverse in terms of housing styles and family sizes, residents share an upscale urban perspective that's reflected in their marketplace choices. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad and spend heavily on computer and wireless technology. Review the maps in this section to get a visual representation of where the dominant sub-groups are located within both the City and GTA.

Lifestage Groups are also important to review and is another way to group the segments, this time by incorporating affluence, householder age and whether there are children living at home.

Trade Area	Younger Years	Family Life	Mature Years
Elk Grove, CA	25.1%	47.0%	27.9%
Greater Trade Area	24.9%	39.6%	35.5%

In Elk Grove, the majority of households are found in the **Family Life** category (47%) and specifically the **Young Accumulators** (38%) sub group which is most dominant. Young Accumulators are college educated and ethnically diverse families with kids at home that have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats and motorcycles. This group also accounts for the largest group of **Workplace Population** in the City at 71%. The Greater Trade area finds this Family Life group to be dominant as well with 17% of the resident households and 14% of the workplace population represented. Maps are provided in the Household Segmentation section that displays the dominance of each Lifestage Group at a Block Group geography level.

The dominant segments for the City households (4, 7, 17, 18, 21, 26, 29, 31 and 52) have been applied to a matrix of lifestyle behaviors, as seen in the *LifeStyler Report*, and below are just some of what is reported that these households have a high propensity to prefer:

- Travel to Reno, Disneyland, Sea World and Las Vegas and other domestic destinations as well as foreign travel to Asia, India, and Europe
- Dine out at full-service and quick-serve restaurants like El Torito, Round Table Pizza, El Pollo Loco, California Pizza Kitchen, Benihana, Del Taco and Chevy's and others
- Heavy Internet usage for business and personal use to make purchases, pay bills online, arrange travel and seek information
- Shop at Bloomingdale's, Nordstrom, Neiman Marcus, Saks Fifth Avenue, Banana Republic, The Gap and Ann Taylor as well as Crate & Barrel, Ikea and Costco and others
- Enjoy leisure activities such as music, going to movies, museums, jogging and sports related activities

Further review of the lifestyle tendencies for these segments can be found in the *LifeStyler Report* section and reading this list for repeating patterns of lifestyle preferences can glean a better view of overall consumer similarities.

Going forward, we look at the trade area consumers as a whole, by including all household segments present, and analyze the consumer tendencies and preferences specifically for retailers, and restaurants from our nationally syndicated database using the *Profile Ranking Index* report. The result is a list of retailers and restaurants that may potentially perform well in these markets based on the Index score. Those with an Index score greater than 150 are considered strong among the households in the specified market area. Scores that fall between 110 and 149 have moderate potential. Those scoring below 100 are less likely than the average US households to be frequented by those in the trade area.

The following list compares the Index scores for the City of Elk Grove to the Greater Trade Area. Use the Index data to see where there is demand among residents and workplace population in both trade areas.

LifeStyler Attribute Title	City Index	WP City Index	GTA Index	WP GTA Index	Category
Shop at Ralphs, 1mo (A)	271	230	195	125	Grocery
Shop at Saks Fifth Avenue, 3mo (A)	238	243	140	106	Department
Shop at H&M, 3mo (A)	237	252	151	113	Apparel
Shop at Nordstrom, 3mo (A)	235	224	145	111	Department
Shop at Banana Republic, 3mo (A)	232	185	140	105	Apparel
Shop at Dominick's Finer Food, 1mo (A)	232	168	179	115	Grocery
Shop at Nordstrom Rack, 3mos (A)	228	167	146	108	Disc Department
Shop at Bloomingdale's, 3mo (A)	223	189	149	105	Department
Shop at Waldbaum's, 1mo (A)	216	152	163	116	Grocery
Shop at Whole Foods (A)	215	181	138	110	Grocery
Shop at Pathmark, 1mo (A)	201	173	171	110	Grocery
Shop at Trader Joe's, 1mo (A)	201	170	143	115	Grocery
Shop at A&P Food Stores, 1mo (A)	199	164	135	105	Convenience
Shop at Forever 21, 3mo (A)	199	254	142	114	Apparel
Shop at Vons, 1mo (A)	198	160	165	118	Grocery
Shop at The Gap, 3mo (A)	193	153	139	106	Apparel
Shop at Express, 3mo (A)	191	174	130	106	Apparel
Shop at Food4Less, 1mo (A)	191	189	191	119	Grocery
Shop at Crate & Barrel, 3mo (A)	190	102	138	107	Home Furnishings
Shop at Macy's, 3mo (A)	182	179	138	114	Department

According to the **Retail Rankings** Report, there are strong preferences for some of the same retailers, but in many cases a stronger Index is reported for the City. For example, “Shop at Saks Fifth Avenue, 3mos” has an Index of 238 for the city households and GTA household Index at 140. This result can mean that Saks Fifth Avenue has the propensity to draw customers from both trade areas, but at a much stronger rate from within the City boundaries. Look for items that are moderate to strong for both areas to see where appeal for specific retailers span throughout the greater trade area. In addition, review the items that are strongest among the city residents and workplace population to consider potential retailers to bring to your market.

The Retailer Ranking report details the results further by category of retail and additional profiles and their rankings can be found in the Retailer Ranking section of this study.

Note that all of the retailers and restaurants used in our study may not exist in every market, or profiles may not exist for every retailer in your specific market. It is not as important to target them specifically as it is to target their class of retail. For example, if the profile shows a strong correlation for Whole Foods, a similar concept could be equally appropriate.

A list of retail businesses for the City is included in the Appendix to this report and can be used to determine what retailers and restaurants are currently in the primary trade area. Compare this list with the Retail Market Power results by category and the Retailer Ranking Index by category to consider potential opportunities for specific retailers in this market. The source of this business location data is Nielsen “Business-Facts”.

These conclusions should be used as a guide in finding suitable retail options for the residents and daytime population of this City that are specific to their lifestyles and consumer preferences. Incorporating this information for real estate decisions could provide shopping areas that will give the residents the diversity of goods and services that they demand and will benefit the neighborhood and greater community.

RETAIL MARKET POWER



Retail Opportunities

To assess the existing retail market for the City of Elk Grove, CA we use the following Retail Market Power report to gauge where demand from the resident households is higher than the retail sales in the market. The resulting data will indicate where the opportunity for more of specific types of retail categories may be explored. You will also see where there may be a potential draw to the area when the sales data is greater than the resident demand.

The first report is a breakdown of retail store-type categories and sub-categories for both the City Boundary and the Greater Trade Area. The focus then turns to the City specific to major categories to display where opportunities exist and at what level. Merchandise Lines are also reviewed for the City specifically.

Sources for the following data include the Census of Retail Trade, annual survey of retail Trade, Nielsen Business Facts, Census of Employment and Wages, state sales tax reports and trade associations. More details on methodology can be found at the end of this section.

The following report shows that **for Elk Grove there is potential for growth in every major retail category as residential demand is not being met fully within the city boundaries.**

With the exception of a few subcategories such as:

- Supermarkets (Grocery excluding convenience stores),
- Limited-Service Eating Places
- Department Stores (except discount department stores)
- Children & Infant Clothing Stores

Elk Grove overall is not capturing as many retail dollars as is available from residents alone.

RMP Opportunity Gap Report

Retail Stores 2015						
	Elk Grove City Boundary			Greater Trade Area		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	\$2,681,314,711	\$1,604,260,503	\$1,077,054,208	\$35,542,418,719	\$32,217,819,298	\$3,324,599,421
Motor Vehicle and Parts Dealers-441	\$530,182,748	\$333,271,768	\$196,910,980	\$6,609,254,303	\$6,006,381,587	\$602,872,716
Automotive Dealers-4411	\$432,216,136	\$308,567,250	\$123,648,886	\$5,409,211,495	\$5,072,137,907	\$337,073,588
Other Motor Vehicle Dealers-4412	\$59,659,049	\$5,155,017	\$54,504,032	\$695,084,995	\$433,102,392	\$261,982,603
Automotive Parts/Accsrs, Tire Stores-4413	\$38,307,563	\$19,549,501	\$18,758,062	\$504,957,813	\$501,141,288	\$3,816,525
Furniture and Home Furnishings Stores-442	\$53,711,070	\$17,891,614	\$35,819,456	\$688,942,370	\$668,065,869	\$20,876,501
Furniture Stores-4421	\$28,341,797	\$8,468,654	\$19,873,143	\$359,008,614	\$402,287,829	(\$43,279,215)
Home Furnishing Stores-4422	\$25,369,273	\$9,422,960	\$15,946,313	\$329,933,756	\$265,778,040	\$64,155,716
Electronics and Appliance Stores-443	\$49,852,630	\$24,720,135	\$25,132,495	\$659,215,646	\$757,596,727	(\$98,381,081)
Appliances, TVs, Electronics Stores-44311	\$39,105,280	\$17,902,808	\$21,202,472	\$517,775,599	\$489,465,008	\$28,310,591
Household Appliances Stores-443111	\$6,906,020	\$5,105,124	\$1,800,896	\$90,908,017	\$78,086,721	\$12,821,296
Radio, Television, Electronics Stores-443112	\$32,199,260	\$12,797,684	\$19,401,576	\$426,867,582	\$411,378,287	\$15,489,295
Computer and Software Stores-44312	\$9,658,778	\$6,817,327	\$2,841,451	\$127,223,979	\$258,336,000	(\$131,112,021)
Camera and Photographic Equipment Stores-44313	\$1,088,572	\$0	\$1,088,572	\$14,216,068	\$9,795,719	\$4,420,349
Building Material, Garden Equip Stores -444	\$279,157,353	\$127,068,046	\$152,089,307	\$3,577,297,570	\$2,822,222,928	755,074,642
Building Material and Supply Dealers-4441	\$237,054,676	\$123,200,468	\$113,854,208	\$3,047,829,823	\$2,543,349,997	504,479,826
Home Centers-44411	\$95,703,440	\$57,605,381	\$38,098,059	\$1,238,837,077	\$1,146,034,919	92,802,158
Paint and Wallpaper Stores-44412	\$3,990,721	\$2,483,628	\$1,507,093	\$50,533,794	\$63,912,298	(13,378,504)
Hardware Stores-44413	\$24,538,702	\$14,017,003	\$10,521,699	\$320,789,376	\$226,078,142	94,711,234
Other Building Materials Dealers-44419	\$112,821,814	\$49,094,456	\$63,727,358	\$1,437,669,576	\$1,107,324,638	330,344,938
Building Materials, Lumberyards-444191	\$41,206,244	\$18,361,557	\$22,844,687	\$539,068,133	\$414,144,389	124,923,744
Lawn, Garden Equipment, Supplies Stores-4442	\$42,102,676	\$3,867,578	\$38,235,098	\$529,467,747	\$278,872,931	250,594,816
Outdoor Power Equipment Stores-44421	\$14,875,155	\$534,742	\$14,340,413	\$174,310,558	\$145,918,977	28,391,581
Nursery and Garden Centers-44422	\$27,227,521	\$3,332,836	\$23,894,685	\$355,157,189	\$132,953,954	222,203,235
Food and Beverage Stores-445	\$330,217,452	\$293,197,290	\$37,020,162	\$4,664,237,402	\$4,382,370,735	\$281,866,667
Grocery Stores-4451	\$219,069,870	\$287,641,534	(\$68,571,664)	\$3,073,388,530	\$2,704,861,838	\$368,526,692
Supermarkets, Grocery (Ex Conv) Stores-44511	\$205,823,603	\$286,342,838	(\$80,519,235)	\$2,882,874,133	\$2,638,212,329	\$244,661,804
Convenience Stores-44512	\$13,246,268	\$1,298,696	\$11,947,572	\$190,514,397	\$66,649,509	\$123,864,888
Specialty Food Stores-4452	\$27,583,280	\$873,288	\$26,709,992	\$386,365,412	\$696,814,234	(\$310,448,822)
Beer, Wine and Liquor Stores-4453	\$83,564,302	\$4,682,468	\$78,881,834	\$1,204,483,460	\$980,694,663	\$223,788,797



RMP Opportunity Gap Report

Retail Stores 2015	Elk Grove City Boundary			Greater Trade Area		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	\$2,681,314,711	\$1,604,260,503	\$1,077,054,208	\$35,542,418,719	\$32,217,819,298	\$3,324,599,421
Health and Personal Care Stores-446	\$133,282,607	\$77,196,133	\$56,086,474	\$1,832,941,626	\$1,579,839,395	\$253,102,231
Pharmacies and Drug Stores-44611	\$105,185,344	\$65,846,027	\$39,339,317	\$1,455,899,323	\$1,329,563,447	\$126,335,876
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$9,093,912	\$8,071,438	\$1,022,474	\$125,918,894	\$118,095,728	\$7,823,166
Optical Goods Stores-44613	\$7,171,816	\$1,365,351	\$5,806,465	\$87,164,137	\$36,824,839	\$50,339,298
Other Health and Personal Care Stores-44619	\$11,831,534	\$1,913,318	\$9,918,216	\$163,959,272	\$95,355,381	\$68,603,891
Gasoline Stations-447	\$237,134,302	\$141,768,963	\$95,365,339	\$3,325,332,664	\$2,528,913,485	\$796,419,179
Gasoline Stations With Conv Stores-44711	\$171,504,321	\$128,992,710	\$42,511,611	\$2,420,204,505	\$1,989,807,112	\$430,397,393
Other Gasoline Stations-44719	\$65,629,980	\$12,776,253	\$52,853,727	\$905,128,159	\$539,106,373	\$366,021,786
Clothing and Clothing Accessories Stores-448	\$135,102,592	\$39,176,646	\$95,925,946	\$1,671,580,055	\$1,296,177,575	\$375,402,480
Clothing Stores-4481	\$73,050,354	\$31,562,666	\$41,487,688	\$907,367,009	\$742,747,421	\$164,619,588
Men's Clothing Stores-44811	\$3,457,800	\$1,796,376	\$1,661,424	\$43,703,643	\$24,622,927	\$19,080,716
Women's Clothing Stores-44812	\$16,301,785	\$4,742,757	\$11,559,028	\$200,443,712	\$113,265,465	\$87,178,247
Childrens, Infants Clothing Stores-44813	\$4,551,055	\$4,874,090	(\$323,035)	\$56,776,496	\$31,485,612	\$25,290,884
Family Clothing Stores-44814	\$39,324,500	\$18,293,606	\$21,030,894	\$489,882,556	\$503,217,381	(\$13,334,825)
Clothing Accessories Stores-44815	\$3,205,478	\$904,471	\$2,301,007	\$39,412,685	\$19,494,233	\$19,918,452
Other Clothing Stores-44819	\$6,209,734	\$951,367	\$5,258,367	\$77,147,917	\$50,661,803	\$26,486,114
Shoe Stores-4482	\$10,993,237	\$2,612,179	\$8,381,058	\$140,675,941	\$99,977,382	\$40,698,559
Jewelry, Luggage, Leather Goods Stores-4483	\$51,059,001	\$5,001,801	\$46,057,200	\$623,537,105	\$453,452,772	\$170,084,333
Jewelry Stores-44831	\$45,821,192	\$5,001,801	\$40,819,391	\$556,657,248	\$451,244,985	\$105,412,263
Luggage and Leather Goods Stores-44832	\$5,237,808	\$0	\$5,237,808	\$66,879,857	\$2,207,787	\$64,672,070
Sporting Goods, Hobby, Book, Music Stores-451	\$53,473,206	\$22,103,040	\$31,370,166	\$681,725,742	\$388,810,131	\$292,915,611
Sporting Goods, Hobby, Musical Inst Stores-4511	\$46,755,946	\$17,380,144	\$29,375,802	\$590,779,037	\$300,531,033	\$290,248,004
Sporting Goods Stores-45111	\$25,536,563	\$7,822,709	\$17,713,854	\$315,098,910	\$161,325,761	\$153,773,149
Hobby, Toys and Games Stores-45112	\$12,449,366	\$7,408,590	\$5,040,776	\$161,577,498	\$88,410,184	\$73,167,314
Sew/Needlework/Piece Goods Stores-45113	\$4,349,686	\$1,608,398	\$2,741,288	\$56,900,593	\$17,406,898	\$39,493,695
Musical Instrument and Supplies Stores-45114	\$4,420,330	\$540,447	\$3,879,883	\$57,202,036	\$33,388,190	\$23,813,846
Book, Periodical and Music Stores-4512	\$6,717,260	\$4,722,896	\$1,994,364	\$90,946,705	\$88,279,098	\$2,667,607
Book Stores and News Dealers-45121	\$5,737,545	\$3,331,103	\$2,406,442	\$78,046,966	\$69,769,368	\$8,277,598
Book Stores-451211	\$5,107,841	\$3,331,103	\$1,776,738	\$69,295,482	\$68,487,055	\$808,427
News Dealers and Newsstands-451212	\$629,704	\$0	\$629,704	\$8,751,484	\$1,282,313	\$7,469,171
Prerecorded Tapes, CDs, Record Stores-45122	\$979,715	\$1,391,793	(\$412,078)	\$12,899,739	\$18,509,730	(\$5,609,991)

RMP Opportunity Gap Report

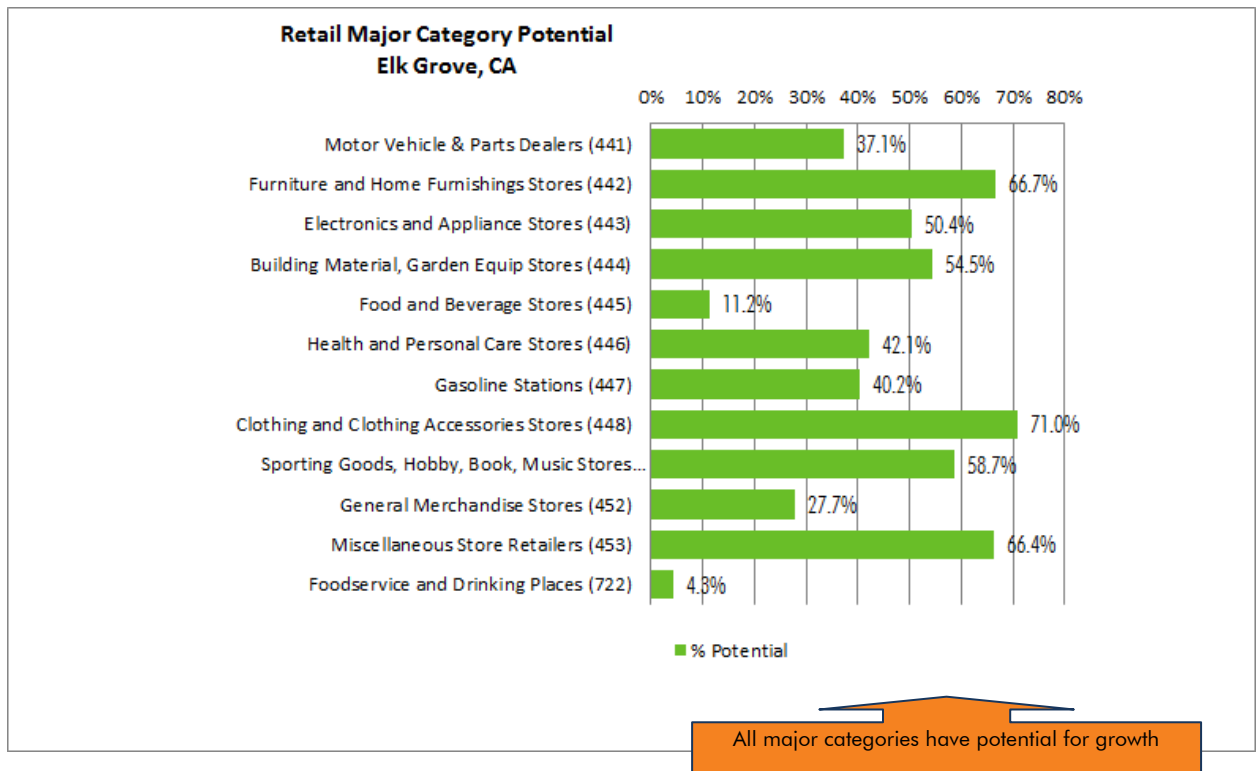


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General Merchandise Stores-452	\$317,549,021	\$229,535,583	\$88,013,438	\$4,217,378,110	\$5,640,864,089	(\$1,423,485,979)
Department Stores Excl Leased Depts-4521	\$139,649,016	\$165,284,316	(\$25,635,300)	\$1,791,363,502	\$2,862,195,379	(\$1,070,831,877)
Other General Merchandise Stores-4529	\$177,900,005	\$64,251,267	\$113,648,738	\$2,426,014,608	\$2,778,668,710	(\$352,654,102)
Miscellaneous Store Retailers-453	\$66,062,559	\$22,208,955	\$43,853,604	\$893,958,245	\$908,311,561	(\$14,353,316)
Florists-4531	\$2,697,469	\$587,904	\$2,109,565	\$34,928,315	\$31,164,286	\$3,764,029
Office Supplies, Stationery, Gift Stores-4532	\$33,549,983	\$10,564,816	\$22,985,167	\$442,229,470	\$455,306,546	(\$13,077,076)
Office Supplies and Stationery Stores-45321	\$15,745,149	\$5,545,114	\$10,200,035	\$207,349,073	\$239,500,294	(\$32,151,221)
Gift, Novelty and Souvenir Stores-45322	\$17,804,834	\$5,019,702	\$12,785,132	\$234,880,397	\$215,806,252	\$19,074,145
Used Merchandise Stores-4533	\$5,837,773	\$1,742,523	\$4,095,250	\$74,589,410	\$71,253,513	\$3,335,897
Other Miscellaneous Store Retailers-4539	\$23,977,334	\$9,313,711	\$14,663,623	\$342,211,050	\$350,587,216	(\$8,376,166)
Non-Store Retailers-454	\$228,099,809	\$20,152,834	\$207,946,975	\$3,047,265,840	\$1,470,926,102	\$1,576,339,738
Foodservice and Drinking Places-722	\$267,489,362	\$255,969,495	\$11,519,867	\$3,673,289,146	\$3,767,339,114	(\$94,049,968)
Full-Service Restaurants-7221	\$120,769,555	\$111,927,112	\$8,842,443	\$1,655,261,225	\$1,556,829,890	\$98,431,335
Limited-Service Eating Places-7222	\$106,767,090	\$138,935,135	(\$32,168,045)	\$1,467,641,469	\$1,904,679,866	(\$437,038,397)
Special Foodservices-7223	\$29,466,496	\$4,335,104	\$25,131,392	\$404,439,146	\$208,509,014	\$195,930,132
Drinking Places -Alcoholic Beverages-7224	\$10,486,222	\$772,144	\$9,714,078	\$145,947,306	\$97,320,344	\$48,626,962
GAFO (General Merchandise, Apparel, Furnishings and Other Merchandise - 442+443+448+451+452+4532)	\$643,238,502	\$343,991,834	\$299,246,668	\$8,361,071,393	\$9,206,820,937	(\$845,749,544)



Demand & Supply by Retail Store Type

Retail Market Power Opportunity Gap Retail Stores 2015 Major Categories	Elk Grove, CA			
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	% Potential
Total Retail Sales Incl Eating and Drinking Places	\$2,681,314,711	\$1,604,260,503	\$1,077,054,208	40.2%
Motor Vehicle & Parts Dealers (441)	530,182,748	333,271,768	196,910,980	37.1%
Furniture and Home Furnishings Stores (442)	53,711,070	17,891,614	35,819,456	66.7%
Electronics and Appliance Stores (443)	49,852,630	24,720,135	25,132,495	50.4%
Building Material, Garden Equip Stores (444)	279,157,353	127,068,046	152,089,307	54.5%
Food and Beverage Stores (445)	330,217,452	293,197,290	37,020,162	11.2%
Health and Personal Care Stores (446)	133,282,607	77,196,133	56,086,474	42.1%
Gasoline Stations (447)	237,134,302	141,768,963	95,365,339	40.2%
Clothing and Clothing Accessories Stores (448)	135,102,592	39,176,646	95,925,946	71.0%
Sporting Goods, Hobby, Book, Music Stores (451)	53,473,206	22,103,040	31,370,166	58.7%
General Merchandise Stores (452)	317,549,021	229,535,583	88,013,438	27.7%
Miscellaneous Store Retailers (453)	66,062,559	22,208,955	43,853,604	66.4%
Foodservice and Drinking Places (722)	267,489,362	255,969,495	11,519,867	4.3%





The following charts display the totals for selected cities surrounding Elk Grove. Again a comparison of the difference in demand to retail sales is reported. “% Potential” is the retail leakage of resident dollars spent (demand) outside of the city boundary as a percent of the overall demand.

Numbers can fall above or below zero. A positive number indicates a lack of retail within the city to meet the resident’s retail needs and the city is not importing consumers from outside to spend in their market. This could be seen as an opportunity for a retailer and the city.

A negative number indicates that sales have surpassed the resident demand and are being imported from consumers residing outside of the city. From a city perspective this is good. However, a retailer could see the area as over saturated.

Demand Potential Comparison to Surrounding Cities

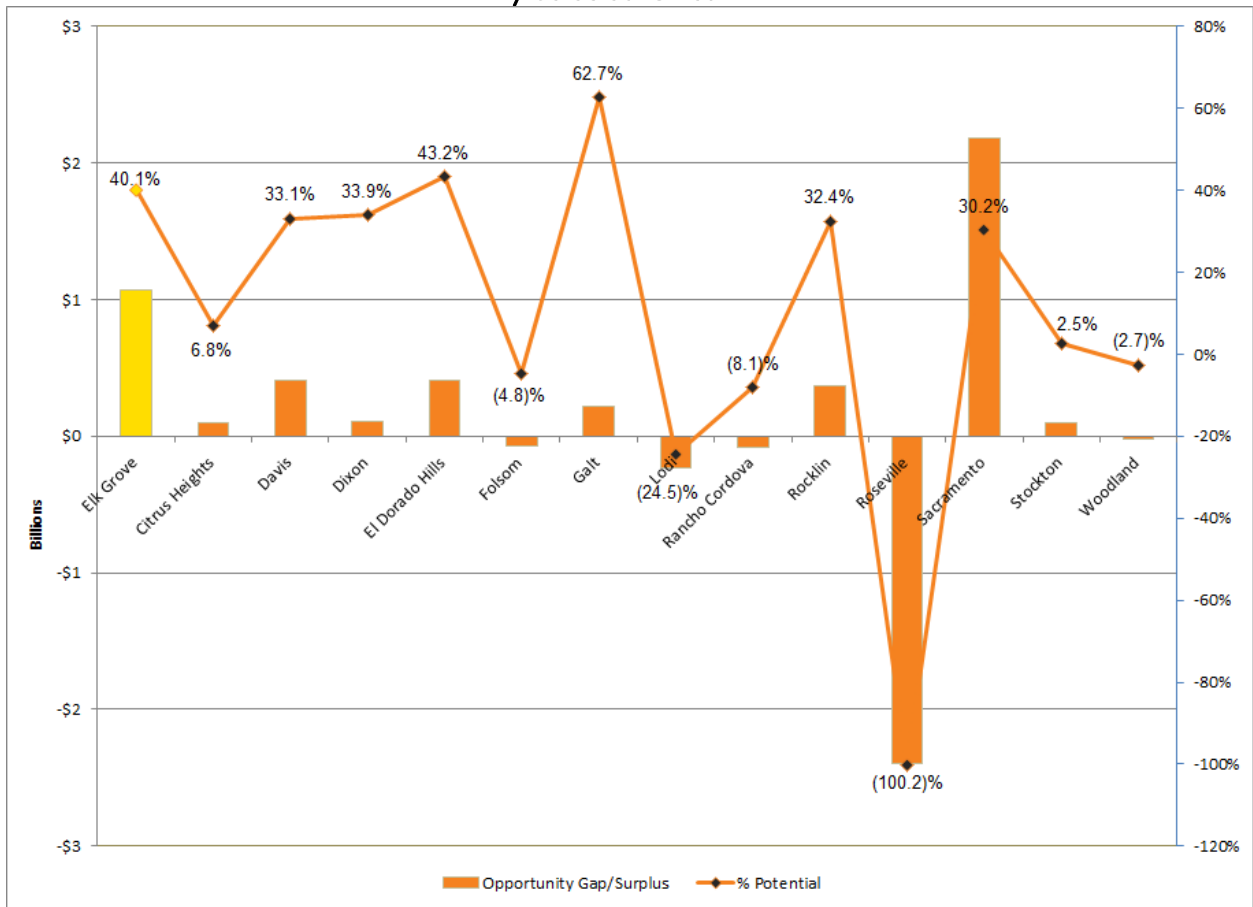
CITY NAME	2015 Consumer Expenditures:	2015 Retail Sales:	Opportunity Gap/Surplus	% Potential
	Total Retail Sales (Incl Eating, Drinking Places)	Total Retail Sales (Incl Eating, Drinking Places)		
Elk Grove	\$2,682,270,733	\$1,607,552,751	\$1,074,717,982	40.1%
Citrus Heights	\$1,383,562,541	\$1,288,969,580	\$94,592,961	6.8%
Davis	\$1,220,199,149	\$816,075,842	\$404,123,307	33.1%
Dixon	\$304,414,067	\$201,142,969	\$103,271,098	33.9%
El Dorado Hills	\$939,204,255	\$533,017,590	\$406,186,665	43.2%
Folsom	\$1,417,644,103	\$1,486,370,847	-\$68,726,744	-4.8%
Galt	\$355,206,445	\$132,525,435	\$222,681,010	62.7%
Lodi	\$931,323,786	\$1,159,299,913	-\$227,976,127	-24.5%
Rancho Cordova	\$1,035,570,445	\$1,119,765,987	-\$84,195,542	-8.1%
Rocklin	\$1,140,362,262	\$770,894,358	\$369,467,904	32.4%
Roseville	\$2,394,022,539	\$4,792,146,846	-\$2,398,124,307	-100.2%
Sacramento	\$7,228,557,530	\$5,045,577,349	\$2,182,980,181	30.2%
Stockton	\$3,915,079,139	\$3,817,332,679	\$97,746,460	2.5%
Woodland	\$845,181,630	\$867,908,954	-\$22,727,324	-2.7%

In the chart above, Sacramento is shown as having 30% greater resident demand than the retail sales reflect, therefore a leakage of over \$2 billion dollars has occurred. However, in Roseville, the retail sales surpass the resident demand by over \$2 billion meaning they are importing sales from consumers residing elsewhere.

Elk Grove reports a 40% potential or leakage of \$1.1 billion. The following chart displays this information graphically:



Opportunity in Dollars compared to % Potential By Selected Cities





Demand & Supply by Merchandise Lines

This chart provides a view of the opportunity for individual merchandise lines of retail items. The same process of comparing the consumer spending to the retail sales within the city boundary is used to determine the percent of leakage by retail item.

Demand Growth potential from 2015 to 2020 is shown with highest potential performance categories highlighted in dark green. The Opportunity Gap/Surplus column indicates the difference in demand from supply for 2015. Every merchandise line shows some level of retail leakage outside of Elk Grove boundaries is occurring. Highest unmet demand within the City boundary includes Auto, Grocery, Pharmacy and Clothing categories.

RMP Opportunity Gap - Merchandise Line Items					
City of Elk Grove, CA					
Elk Grove City Boundary					
Description	2015 Demand (Customer Expenditures)	2015 Supply (Retail Sales)	2020 Demand	Demand Growth	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	\$2,681,314,711	\$1,604,260,503	\$2,935,163,114	9.47%	\$1,077,054,208
Merchandise Lines					
Alcoholic Drinks	\$11,530,930	\$6,962,666	\$12,338,261	7.00%	\$4,568,264
All Other Merchandise	\$143,183,706	\$63,396,807	\$149,930,128	4.71%	\$79,786,899
Audio Equipment, Musical Instruments	\$20,762,863	\$8,249,396	\$28,829,017	38.85%	\$12,513,467
Automotive Fuels	\$171,281,207	\$88,555,673	\$173,447,057	1.26%	\$82,725,534
Automotive Lubricants	\$3,023,153	\$1,524,830	\$2,897,594	-4.15%	\$1,498,323
Books	\$42,630,017	\$11,726,631	\$49,261,984	15.56%	\$30,903,386
Cars, Trucks, Other Powered Transportation	\$472,248,690	\$312,316,002	\$462,828,190	-1.99%	\$159,932,688
Children's Wear	\$52,572,059	\$41,188,649	\$57,771,417	9.89%	\$11,383,410
Cigars, Cigarettes, Tobacco, Accessories	\$39,417,059	\$30,527,613	\$44,877,776	13.85%	\$8,889,446
Computer Hardware, Software & Supplies	\$44,969,730	\$15,931,330	\$61,585,903	36.95%	\$29,038,400
Curtains, Draperies, Blinds, Slipcovers, Etc.	\$28,705,804	\$14,460,651	\$31,537,073	9.86%	\$14,245,153
Drugs, Health Aids & Beauty Aids	\$239,976,573	\$139,761,829	\$268,571,286	11.92%	\$100,214,744
Flooring & Floor Coverings	\$14,547,263	\$6,173,469	\$16,603,810	14.14%	\$8,373,794
Footwear	\$48,478,535	\$21,290,146	\$53,444,846	10.24%	\$27,188,389
Furniture & Sleep Equipment	\$48,980,858	\$19,161,666	\$54,207,925	10.67%	\$29,819,192
Groceries & Other Foods	\$448,186,546	\$342,183,772	\$485,743,487	8.38%	\$106,002,774
Hardware, Tools, Plumbing, Electrical	\$15,738,306	\$7,249,708	\$17,111,020	8.72%	\$8,488,598
Jewelry	\$43,842,966	\$5,207,043	\$51,449,256	17.35%	\$38,635,923
Kitchenware & Home Furnishings	\$50,022,677	\$22,148,481	\$56,867,370	13.68%	\$27,874,196
Lawn/Garden/Farm Equipment/Supplies	\$27,411,727	\$10,164,260	\$32,142,608	17.26%	\$17,247,467
Lumber & Building Materials	\$9,744,568	\$4,359,766	\$10,977,637	12.65%	\$5,384,802
Major Household Appliances	\$14,739,557	\$8,354,441	\$17,562,916	19.15%	\$6,385,116
Meals & Snacks	\$227,584,285	\$225,427,814	\$246,379,869	8.26%	\$2,156,471
Men's Wear	\$66,132,662	\$36,810,847	\$75,869,513	14.72%	\$29,321,815
Optical Goods	\$13,553,338	\$3,989,870	\$15,224,199	12.33%	\$9,563,468
Packaged Liquor/Wine/Beer	\$59,740,896	\$7,317,473	\$63,170,064	5.74%	\$52,423,423
Paint & Sundries	\$4,525,318	\$2,481,603	\$5,164,253	14.12%	\$2,043,715
Paper & Related Products	\$22,947,795	\$17,473,039	\$26,842,062	16.97%	\$5,474,756
Pets, Pet Foods & Pet Supplies	\$24,080,009	\$12,305,706	\$27,905,642	15.89%	\$11,774,303
Photographic Equipment & Supplies	\$7,158,237	\$3,266,398	\$9,646,224	34.76%	\$3,891,839
RVs, Campers, Camping & Travel Trailers	\$31,084,672	\$2,136,046	\$44,298,966	42.51%	\$28,948,626
Sewing, Knitting & Needlework Goods	\$4,728,713	\$1,884,041	\$5,395,619	14.10%	\$2,844,672
Small Electric Appliances	\$5,269,008	\$2,964,790	\$6,118,135	16.12%	\$2,304,218
Soaps, Detergents & Household Cleaners	\$5,910,235	\$4,213,468	\$6,914,322	16.99%	\$1,696,767
Sporting Goods	\$29,402,470	\$8,180,727	\$41,066,227	39.67%	\$21,221,743
Televisions, Video Recorders, Video Cameras	\$26,015,044	\$11,993,424	\$40,130,516	54.26%	\$14,021,620
Toys, Hobby Goods & Games	\$43,658,544	\$22,262,962	\$50,239,559	15.07%	\$21,395,582
Women's, Juniors' & Misses' Wear	\$117,528,692	\$60,657,469	\$130,811,383	11.30%	\$56,871,223



Demand & Supply Methodology



The **Retail Opportunity Gap Report** compares consumer spending to retail sales in an area to determine what retail categories have opportunity for growth or conversely a surplus of product. This comparative retail supply and demand data can reveal in a market the potential for expansion or consolidation of product.

An **opportunity gap** (positive amount) appears when household expenditure levels for a specific geography are higher than the corresponding retail sales estimates. This difference signifies that resident households are meeting the available supply and supplementing their additional demand potential by going outside of their own geography. The opposite is true in the event of an opportunity surplus (negative amount). That is, when the levels of household expenditures are lower than the retail sales estimates. In this case, local retailers are attracting residents of other areas in to their stores.

Note that any retailer which may be serving the trade area residents is not included in our report if the establishment falls outside of the trade area boundaries. It is also important to note that a surplus in any one category is not always a negative result if it happens that there is a draw to a particular category due to a high concentration of like store types such as "Restaurant Row" or "Outlet Malls," for example.

Data Sources for Potential Expenditures	Data Sources for Potential Sales
<ul style="list-style-type: none"> • Consumer Expenditure Survey (CEX) • Bureau of Economic Analysis: Personal Consumption Expenditures • Census Bureau (CRT) • Nielsen Current Year demographic updates • Trade Associations 	<ul style="list-style-type: none"> • Census of Retail Trade (CRT) • Annual Survey of Monthly Retail Trade • Nielsen Business-Facts • Census of Employment and Wages (QCEW) • State Sales Tax reports • Trade Associations

The base for the **demand side or potential expenditures** estimates is the Consumer Expenditures Survey (CEX) from the Bureau of Labor Statistics. Estimates are produced by developing regression models of household expenditures for a wide range of goods and services. These household level models are combined with Nielsen current year demographic estimates to create geographic estimates of potential household demand for products and services. Using CRT information, those estimates are assigned to NAICS categories and used to estimate potential demand by NAICS code.

The base for the **supply side or potential sales estimates** for Retail Market Power is the 2007 Census of Retail Trade (CRT), a component of the Economic Census fielded by the U.S. Census Bureau. The county level data from CRT is updated to 2012 by accounting for changes in business sales activity each year using wage & employment data from the BLS Quarterly Census of Employment and Wages (QCEW) and local sales tax data. The county level values are allocated to block groups based on employment counts from Business Facts. This results in block group level potential retail sales estimates by NAICS (North American Industrial Classification System). The NAICS categories further break out by Merchandise Lines and are adjusted to reflect current year totals of retail sales.

**DEMOGRAPHIC AND
EMPLOYMENT DATA**



Demographics

The subsequent demographics report gives details for both the City of Elk Grove and the Greater Trade Area (GTA) as defined earlier in this study. An Index is provided that is created by benchmarking the City to the GTA and results indicate where the Index is high or low for specific demographic variables.

Following are some findings from the detailed report:

- ▶ The **City of Elk Grove** has shown moderate growth since 2000 and for the 15-year period from 2000 to 2015 reports **11% growth in population** as well as **7% household growth**. The greatest growth for the city occurred from 2000 to 2010 with population increase of 95% however growth has slowed in the past five years.
- ▶ **Growth** in Elk Grove is expected to **continue for the next five years** with an estimated **population increase of 9% and household growth of 8%**.
- ▶ The **GTA** reports a **population growth of 4%** from 2000 to 2015 with a **projected continued growth of 4.3%**.
- ▶ **Owner Occupied** households, along with **Family Households** and **Households with Children**, Index higher for the City when compared to the GTA.
- ▶ Income variables are also higher for the City with the **Average Effective Buying Income** at \$74,782 compared to the GTA \$58,478.
- ▶ **Median Owner Occupied Housing** value is higher in Elk Grove with Census data reporting \$299,339 and \$280,678 for the GTA.
- ▶ Elk Grove's estimated **Income by Households** Index higher than the GTA for ranges \$50,000 or more.
- ▶ **Race** breakdown shows ethnic diversity in both the GTA and City, however, the Asian Alone and Native Hawaiian & Other Pacific Islander Alone population Index more strongly in the City of Elk Grove.
- ▶ 33% of the Elk Grove population over 35 years old holds a **Bachelor's Degree or Higher**
- ▶ **Employment** in "Management, Business and Financial Operations" as well as "Professional and Related Occupations" Index above the GTA.



Greater Trade Area	Elk Grove, CA
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Demographics Index Index Meter
Low-Avg-High

Population Statistics	 Population	 Population	
Resident Population			
	% Change	% Change	
2000	1,857,397	78,361	
2010	2,195,276	152,778	94.97%
2015	2,284,322	169,418	10.89%
2020	2,381,499	184,254	8.76%
Population Growth Rates			
% Historic Population Growth (2000 - 2015)	22.99%	116.20%	
Historic Annual Growth Rate (2000 - 2015)	1.35%	6.84%	
Projected Annual Growth Rate (2015 - 2020)	0.85%	1.75%	
Other Population Measures			
Population Group Quarters	39,239	1,299	0.77%
Population Density (per sq. mi.)	1,051	4,014	382
Workplace Population	1,009,151	33,951	
Workplace Population Density (per sq. mi.)	464	804	173
Workplace to Resident Population Ratio	44.18%	20.04%	45

Household Statistics	 Households	 Households	
Households			
	% Change	% Change	
2000	668,884	25,741	
2010	775,639	47,860	85.93%
2015	803,526	51,088	6.74%
2020	837,202	55,055	7.77%
Household Growth Rates			
% Historic Household Growth (2000 - 2015)	20.13%	98.47%	
Historic Annual Growth Rate (2000 - 2015)	1.18%	5.79%	
Projected Annual Growth Rate (2015 - 2020)	0.84%	1.66%	
Other Household Measures			
Family Households	540,495	41,056	80.36%
Households with Children	267,894	23,140	45.29%
Owner Occupied Households	464,474	37,851	74.09%
Renter Occupied Households	339,051	13,237	25.91%

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Municipality Report

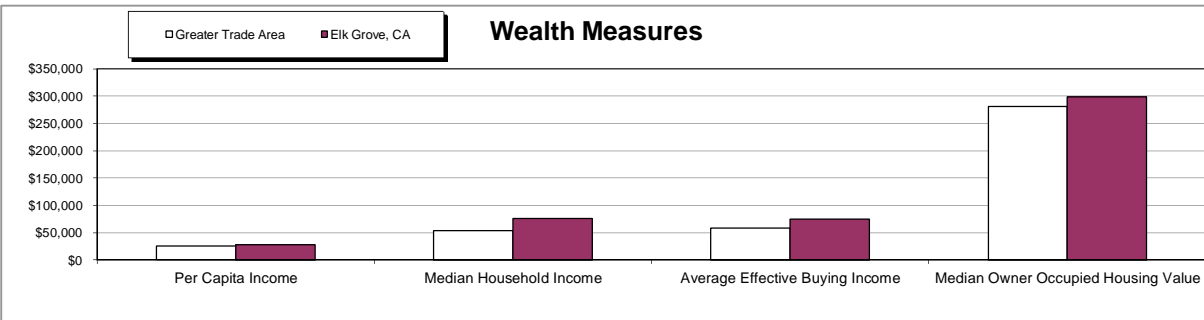


	Greater Trade Area	Elk Grove, CA
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Demographics Continued Index Meter
Index Low-Avg-High

Income, Wealth, Home Value

Per Capita Income	\$25,129	\$28,052	112	
Median Household Income	\$53,168	\$75,785	143	
Average Effective Buying Income	\$58,478	\$74,782	128	
Median Owner Occupied Housing Value	\$280,678	\$299,339	107	



2015 Estimated Income by Households

Income Bracket	Greater Trade Area (Count)	Greater Trade Area (%)	Elk Grove, CA (Count)	Elk Grove, CA (%)	Index	Index Meter
Less than \$15,000	104,083	14.40%	3,621	8.51%	59	
\$15,000 to \$24,999	86,503	11.97%	2,915	6.85%	57	
\$25,000 to \$34,999	82,017	11.34%	3,292	7.74%	68	
\$35,000 to \$49,999	108,378	14.99%	5,364	12.61%	84	
\$50,000 to \$74,999	143,856	19.90%	10,069	23.66%	119	
\$75,000 to \$99,999	97,439	13.48%	8,024	18.86%	140	
\$100,000 to \$149,999	68,699	9.50%	6,073	14.27%	150	
\$150,000 to \$249,999	12,458	1.72%	1,324	3.11%	181	
\$250,000 to \$499,999	15,501	2.14%	1,492	3.51%	164	
\$500,000 or more	4,028	0.56%	380	0.89%	160	

Age Distribution

2015 Estimated Population by Age

Age Group	Greater Trade Area (Count)	Greater Trade Area (%)	Elk Grove, CA (Count)	Elk Grove, CA (%)	Index	Index Meter
Age 0 - 4	156,101	7.73%	11,821	7.87%	102	
Age 5 - 9	158,053	7.83%	12,289	8.18%	104	
Age 10 - 14	159,052	7.88%	13,784	9.17%	116	
Age 15 - 20	199,870	9.90%	16,356	10.88%	110	
Age 21 - 24	139,977	6.94%	10,333	6.88%	99	
Age 25 - 34	324,222	16.06%	19,763	13.15%	82	
Age 35 - 54	590,186	29.24%	49,416	32.88%	112	
Age 55 - 64	266,119	13.19%	19,125	12.73%	97	
Age 65 - 74	166,710	8.26%	10,235	6.81%	82	
Age 75 and over	124,030	6.15%	6,296	4.19%	68	
Median Age	35.16		35.17		100	

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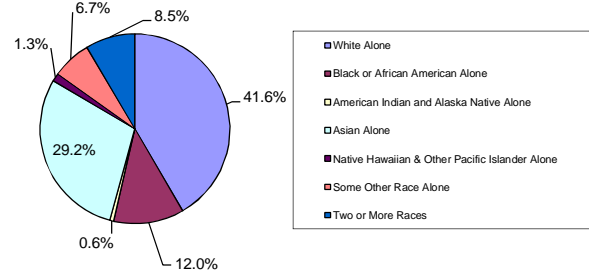
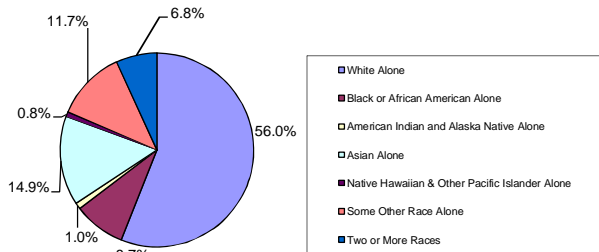
	Greater Trade Area	Elk Grove, CA
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Demographics Continued Index Meter
Low-Avg-High

Race

2015 Estimated Population by Race and Origin

White Alone	1,279,700	56.02%	70,546	41.64%	74	
Black or African American Alone	198,236	8.68%	20,326	12.00%	138	
American Indian and Alaska Native Alone	22,911	1.00%	1,089	0.64%	64	
Asian Alone	340,139	14.89%	49,498	29.22%	196	
Native Hawaiian & Other Pacific Islander Alone	19,352	0.85%	2,273	1.34%	158	
Some Other Race Alone	267,826	11.72%	11,335	6.69%	57	
Two or More Races	156,158	6.84%	14,351	8.47%	124	



2015 Estimated Population Hispanic or Latino

Hispanic or Latino	597,967	36.66%	31,257	35.55%	97	
Not Hispanic or Latino	1,033,146	63.34%	56,674	64.45%	102	

Education & Professions

2015 Estimated Population Over 25 by Educational Attainment

Less Than 9th Grade	115,429	7.85%	5,659	5.40%	69	
Some High School, No Diploma	110,389	7.50%	5,432	5.18%	69	
High School Graduate (or GED)	327,890	22.29%	18,880	18.01%	81	
Some College, No Degree	380,336	25.85%	28,788	27.46%	106	
Associate Degree	134,749	9.16%	11,790	11.25%	123	
Bachelor's Degree	262,479	17.84%	24,431	23.30%	131	
Master's Degree	89,328	6.07%	6,380	6.09%	100	
Professional School Degree	32,008	2.18%	2,386	2.28%	105	
Doctorate Degree	18,659	1.27%	1,089	1.04%	82	

2015 Estimated Employed Population by Occupation

Management, Business and Financial Operations	239,752	22.14%	23,242	25.67%	116	
Professional and Related Occupations	221,338	20.44%	21,633	23.89%	117	
Service	189,313	17.48%	14,405	15.91%	91	
Sales and Office	252,141	23.28%	20,748	22.92%	98	
Natural Resources, Construction and Maintenance	83,843	7.74%	4,377	4.83%	62	
Production, Transportation, and Material Moving	96,558	8.92%	6,131	6.77%	76	

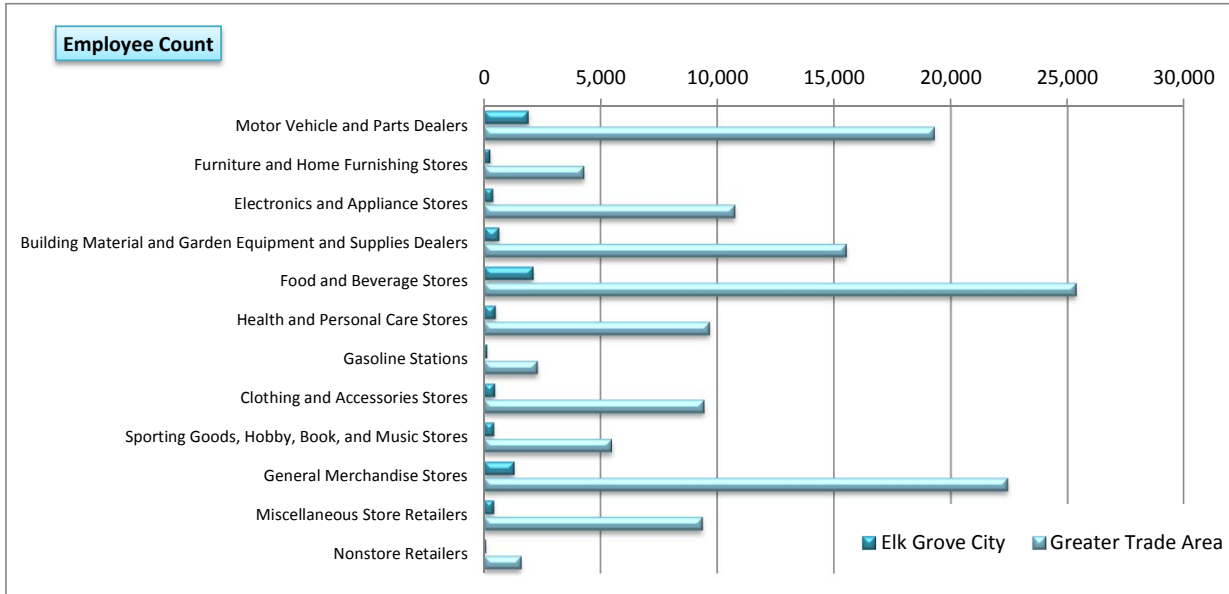
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Business Employment



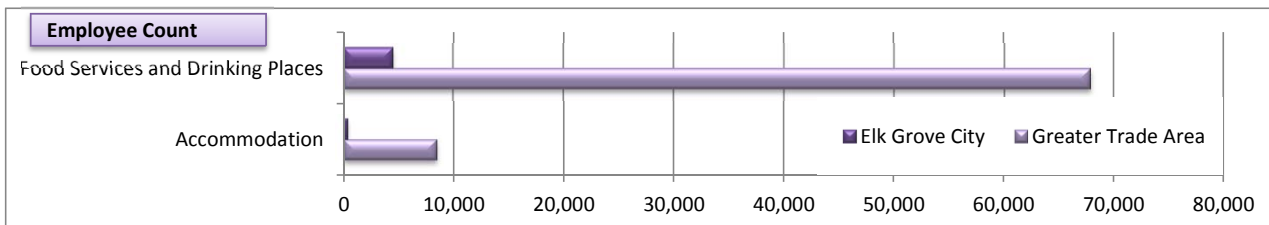
Description	NAICS Code	Elk Grove City			Greater Trade Area		
		Business Count	Employee Count	# Empl. per Bus.	Business Count	Employee Count	# Empl. per Bus.
All Industries	11-81, 92	4,224	33,951	8.0	97,532	1,009,151	10.3
Private Sector	11-81	4,186	32,480	7.8	95,855	910,581	9.5
Public Administration	92	38	1,471	38.7	1,677	98,570	58.8

Retail Trade		44-45	571	8,417	14.7	11,796	135,235	11.5
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Motor Vehicle and Parts Dealers	441	62	1,894	30.5	1,452	19,277	13.3
Furniture and Home Furnishing Stores	442	37	239	6.5	599	4,260	7.1
Electronics and Appliance Stores	443	45	367	8.2	841	10,730	12.8
Building Material and Garden Equipment and Supplies Dealers	444	67	628	9.4	1,362	15,502	11.4
Food and Beverage Stores	445	57	2,095	36.8	1,521	25,341	16.7
Health and Personal Care Stores	446	44	470	10.7	892	9,643	10.8
Gasoline Stations	447	21	118	5.6	529	2,279	4.3
Clothing and Accessories Stores	448	63	447	7.1	1,332	9,413	7.1
Sporting Goods, Hobby, Book, and Music Stores	451	55	412	7.5	755	5,457	7.2
General Merchandise Stores	452	22	1,284	58.4	398	22,411	56.3
Miscellaneous Store Retailers	453	79	403	5.1	1,828	9,341	5.1
Nonstore Retailers	454	19	60	3.2	287	1,581	5.5

Accommodation and Food Services		72	268	4,875	18.2	5,214	76,159	14.6
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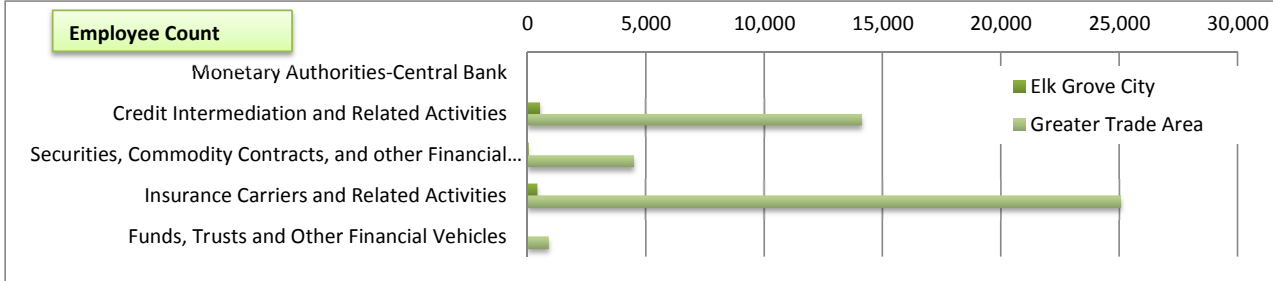


Accommodation	721	8	385	48.1	423	8,381	19.8
Food Services and Drinking Places	722	260	4,490	17.3	4,791	67,778	14.1

Business Employment

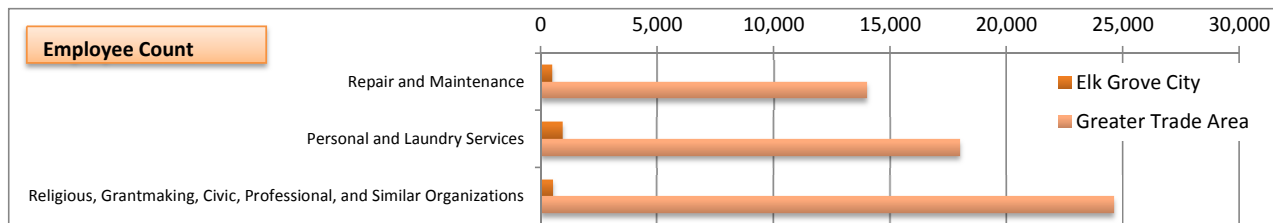


Description	NAICS Code	Elk Grove City			Greater Trade Area		
		Business Count	Employee Count	# Empl. per Bus.	Business Count	Employee Count	# Empl. per Bus.
Finance and Insurance	52	320	1,004	3.1	6,665	44,484	6.7



Monetary Authorities-Central Bank	521	0	0	0.0	0	0	0.0
Credit Intermediation and Related Activities	522	174	528	3.0	3,165	14,098	4.5
Securities, Commodity Contracts, and other Financial Investments and Related Activities.	523	29	59	2.0	932	4,456	4.8
Insurance Carriers and Related Activities	524	114	402	3.5	2,521	25,064	9.9
Funds, Trusts and Other Financial Vehicles	525	3	15	5.0	47	866	18.4

Other Services (except Public Administration)	81	457	1,966	4.3	10,631	56,589	5.3
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Repair and Maintenance	811	127	480	3.8	3,231	13,975	4.3
Personal and Laundry Services	812	221	949	4.3	4,272	17,997	4.2
Religious, Grantmaking, Civic, Professional, and Similar Organizations	813	109	537	4.9	3,128	24,617	7.9

Business Employment



Description	NAICS Code	Elk Grove City			Greater Trade Area		
		Business Count	Employee Count	# Empl. per Bus.	Business Count	Employee Count	# Empl. per Bus.
Agriculture, Forestry, Fishing and Hunting	11	13	32	2.5	476	3,923	8.2
Mining, Quarrying, and Oil and Gas Extraction	21	3	14	4.7	36	353	9.8
Utilities	22	3	38	12.7	116	6,888	59.4
Construction	23	354	1,584	4.5	7,113	53,604	7.5
Manufacturing	31-33	57	711	12.5	2,444	55,376	22.7
Wholesale Trade	42	94	907	9.6	3,290	41,415	12.6
Transportation & Warehousing	48-49	77	346	4.5	1,955	24,685	12.6
Information	51	79	541	6.8	1,623	21,966	13.5
Real Estate and Rental and Leasing	53	277	1,330	4.8	5,399	28,772	5.3
Professional, Scientific, and Technical Services	54	427	1,326	3.1	12,019	71,283	5.9
Management of Companies and Enterprises	55	1	2	2.0	36	406	11.3
Administrative and Support and Waste Management and Remediation Services	56	231	1,059	4.6	4,343	34,985	8.1
Educational Services	61	131	3,804	29.0	2,269	89,534	39.5
Healthcare and Social Assistance	62	748	3,993	5.3	18,918	145,804	7.7
Arts, Entertainment, and Recreation	71	75	531	7.1	1,512	19,120	12.6
<hr/>							
Number of Employees		33,951			1,009,151		
Employees per Business		8.0			10.3		
Residential Population		169,418			2,284,322		
Residential Population per Business		40.1			23.4		
Number of Households		51,088			803,526		
Total Employees Working at Home		4,653	9.1%		48,934	6.1%	

PRIZM SEGMENTATION





Segmentation



The Household Segmentation report was developed utilizing a statistical approach developed by Nielsen, an alliance partner of CBRE, to target population groups in order to allow for more concise marketing efforts by their customers. Nielsen broke from traditional clustering algorithms to embrace a new technology that yields better segmentation results. Providing detailed segments of households that have similar purchasing and lifestyle tendencies, the report separates the households into 66 different segments ranging from the most wealthy and educated to the poverty-stricken and undereducated.

The Segment Report Description is a general portrayal of the 66 Prizm segments. The segments are described in terms of households, general shopping trends and media choices.

Households. Households of each segment are described in general terms such as:

- **Income;**
- **Age;**
- **Likelihood of children at home;**
- **Type of jobs;**
- **Housing types;**
- **Housing ownership; and**
- **Education levels.**

General Shopping Trends. The report also describes general shopping trends of the segment, such as:

- **Fine dining;**
- **Home improvements; and**
- **Upscale department stores.**

Media. Also listed in the report are some of the media choices made by people belonging to certain segments, for example PBS or sports talk radio shows.



In addition to Household Segmentation, we have included the **Workplace Prizm Segmentation** for the market areas. Workplace Prizm tracks the residential population of every census tract into its associated tracts of employment, covering private sector workers, public sector workers, 9-to-5 workers, swing shift and night shift workers—even those who work at home. The Workplace Prizm composition is estimated using tract-to-tract commuting data produced by the U.S. Census Bureau.

For each work/residence tract pair, the tract-to-tract commuting data indicates a total commuting flow and the flow allocated to the tract. This includes counts of adults who work and reside in the same tract as well as those who commute to a work tract different from their residence tract. To create Workplace Prizm, the segment distribution of the residence tract is pushed-through the commuting flow to provide an estimate of the destination tract's segment composition. The final step is to apply the resulting segment distribution to workplace employment counts.

Utilizing these distributions, it is our intent to identify the segments which are most prevalent in the market, thus representing the highest percentage of its population and potential consumer.

Household Segmentation

Dominant Segments

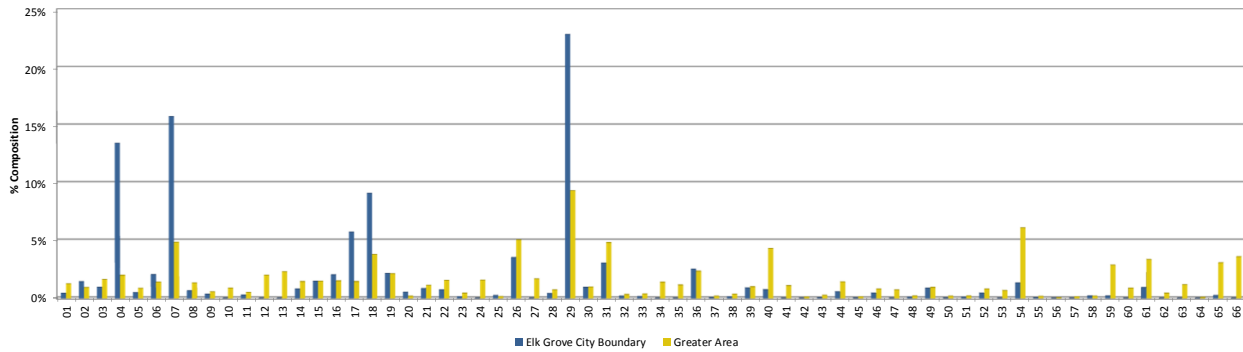
Elk Grove, CA		Household		Workplace Population		Demographic Descriptors									
Code	Variable Title	HH Count	HH % Comp	WP Count	WP % Comp	Urbanicity	HH Income	HH Age Range	HH Comp	HH Tenure	HH Education	HH Employment	HH Race & Ethnicity	HH IPA	
29	American Dreams	11,915	22.88	10,786	31.11	Urban	Upper Mid	Age <55	Family Mix	Homeowners	College Graduate	White Collar, Mix	White, Black, Asian, Hispanic, Mix	Above Avg	
07	Money & Brains	8,076	15.50	0	0.00	Urban	Wealthy	Age 45-64	Family Mix	Mostly Owners	Graduate Plus	Management	White, Black, Asian, Hispanic, Mix	Elite	
04	Young Digerati	6,884	13.22	4,565	13.17	Urban	Wealthy	Age 25-44	Family Mix	Mix, Renters	Graduate Plus	Management	White, Asian, Hispanic, Mix	Elite	
18	Kids & Cul-de-sacs	4,633	8.89	0	0.00	Suburban	Upper Mid	Age 25-44	HH w/ Kids	Mostly Owners	College Graduate	Professional	White, Black, Asian, Hispanic, Mix	Above Avg	
17	Bellway Boomers	2,922	5.61	13,391	38.62	Suburban	Upper Mid	Age 45-64	HH w/ Kids	Mostly Owners	College Graduate	White Collar, Mix	White, Asian, Mix	Above Avg	
26	The Cosmopolitans	1,841	3.53	0	0.00	Urban	Upper Mid	Age 55+	Mostly w/o Kids	Homeowners	Graduate Plus	White Collar, Mix	White, Black, Asian, Hispanic, Mix	High	
31	Urban Achievers	1,601	3.07	0	0.00	Urban	Lower Mid	Age <35	Mostly w/o Kids	Renters	College Graduate	White Collar, Mix	White, Black, Asian, Hispanic, Mix	Low	
21	Gray Power	422	0.81	2,530	7.30	Suburban	Midscale	Age 65+	HH w/o Kids	Mostly Owners	College Graduate	Mostly Retired	White	Above Avg	
52	Suburban Pioneers	222	0.43	1,348	3.89	Suburban	Downscale	Age <55	Family Mix	Homeowners	Some College	White Collar, Mix	White, Black, Asian, Hispanic, Mix	Below Avg	
City Dominant Segments		38,516	73.94	32,620	74.09										

Sorted by descending order of Household % Composition

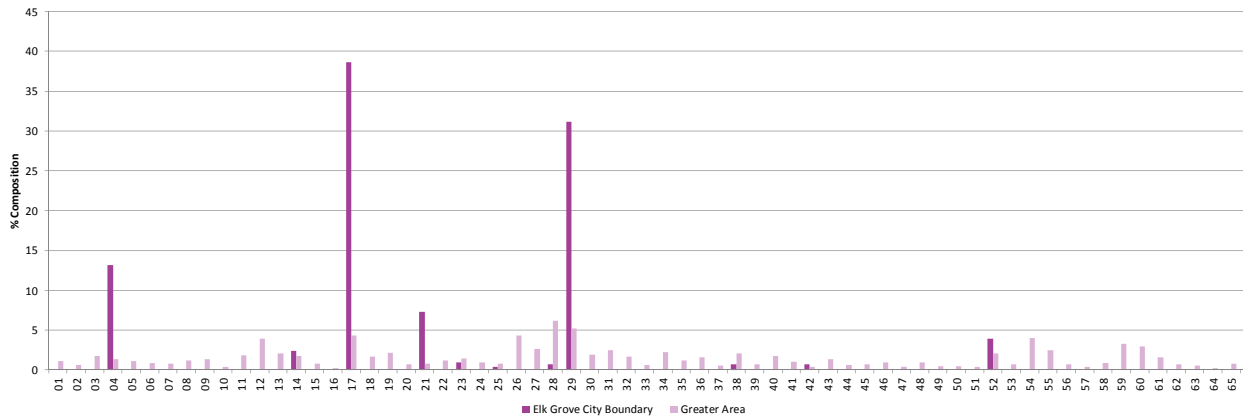
Greater Trade Area		Household		Workplace Population		Demographic Descriptors									
Code	Variable Title	HH Count	HH % Comp	WP Count	WP % Comp	Urbanicity	HH Income	HH Age Range	HH Comp	HH Tenure	HH Education	HH Employment	HH Race & Ethnicity	HH IPA	
29	American Dreams	75,350	9.33	48,770	5.18	Urban	Upper Mid	Age <55	Family Mix	Homeowners	College Graduate	White Collar, Mix	White, Black, Asian, Hispanic, Mix	Above Avg	
54	Multi-Culti Mosaic	49,283	6.10	37,352	3.97	Urban	Lower Mid	Age 35-54	Family Mix	Homeowners	Some College	WC, Service, Mix	White, Black, Asian, Hispanic, Mix	Moderate	
26	The Cosmopolitans	40,785	5.05	40,449	4.29	Urban	Upper Mid	Age 55+	Mostly w/o Kids	Homeowners	Graduate Plus	White Collar, Mix	White, Black, Asian, Hispanic, Mix	High	
07	Money & Brains	39,170	4.85	7,576	0.80	Urban	Wealthy	Age 45-64	Family Mix	Mostly Owners	Graduate Plus	Management	White, Black, Asian, Hispanic, Mix	Elite	
31	Urban Achievers	38,817	4.81	23,091	2.45	Urban	Lower Mid	Age <35	Mostly w/o Kids	Renters	College Graduate	White Collar, Mix	White, Black, Asian, Hispanic, Mix	Low	
40	Close-In Couples	34,640	4.29	16,477	1.75	Urban	Lower Mid	Age 55+	Mostly w/o Kids	Homeowners	Some College	Mostly Retired	White, Black, Asian, Hispanic, Mix	Above Avg	
18	Kids & Cul-de-sacs	30,471	3.77	15,742	1.67	Suburban	Upper Mid	Age 25-44	HH w/ Kids	Mostly Owners	College Graduate	Professional	White, Black, Asian, Hispanic, Mix	Above Avg	
66	Low-Rise Living	28,992	3.59	11,299	1.20	Urban	Lower Mid	Age <55	Mostly w/ Kids	Renters	Some High School	WC, Service, Mix	White, Black, Asian, Hispanic, Mix	Low	
61	City Roots	27,103	3.36	15,248	1.62	Urban	Downscale	Age 65+	Mostly w/o Kids	Homeowners	Some High School	Mostly Retired	White, Black, Hispanic, Mix	Moderate	
65	Big City Blues	24,832	3.07	7,060	0.75	Urban	Lower Mid	Age <55	Family Mix	Renters	Some College	WC, Service, Mix	White, Black, Asian, Hispanic, Mix	Low	
59	Urban Elders	23,120	2.86	30,618	3.25	Urban	Downscale	Age 55+	Mostly w/o Kids	Renters	Some High School	Mostly Retired	White, Black, Asian, Hispanic, Mix	Below Avg	
17	Brite Lites, L1 City	16,009	1.98	36,552	3.88	Second City	Upscale	Age <55	HH w/o Kids	Mostly Owners	Graduate Plus	Management	White, Asian, Mix	High	
12	Bellway Boomers	11,517	1.43	40,775	4.33	Suburban	Upper Mid	Age 45-64	HH w/ Kids	Mostly Owners	College Graduate	White Collar, Mix	White, Asian, Mix	Above Avg	
60	Park Bench Seniors	7,006	0.87	27,642	2.93	Second City	Downscale	Age 55+	Mostly w/o Kids	Renters	High School Grad	Mostly Retired	White, Black, Hispanic, Mix	Low	
Greater Area Dominant		452,862	55.36	358,651	38.07										

Sorted by descending order of Household % Composition

Household Prizm Segments by Size



Workplace Population Segments by Size



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Dominant Segments – City of Elk Grove, CA

Listed in order of percent of Household count

Households (HH) / Workplace Population (WP)



29. AMERICAN DREAMS

23% HH / 31% WP

American Dreams is a living example of how ethnically diverse the nation has become: just under half the residents are Hispanic, Asian, or African-American. In these multilingual neighborhoods--one in three speaks a language other than English--middle-aged immigrants and their children live in upper-middle-class comfort.

Urban

Upper-Mid

Age <55

College Graduate



07. MONEY & BRAINS

16% HH / 0% WP

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 are married couples with few children who live in fashionable homes on small, manicured lots.

Urban

Wealthy

Age 45-64

Graduate Degree+



04. YOUNG DIGERATI

13% HH / 13% WP

Young Digerati are tech-savvy and live 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 microbrew.

Urban

Wealthy

Age 25-44

Graduate Degree+



18. KIDS & CUL-DE-SACS

9% HH / 0% WP

Upper-middle-class, suburban, married couples with children--that's the skinny on 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.

Suburban

Upper-Mid

Age 25-44

College Graduate



17. BELTWAY BOOMERS

6% HH / 39% WP

The members of the postwar Baby Boom are all grown up. 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.

Suburban

Upper-Mid

Age 45-64

College Graduate



26. THE COSMOPOLITANS

4% HH / 0% WP

Educated, upper-midscale, and ethnically diverse, 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, empty-nesting homeowners. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.

Urban Upper-Mid Age 55+ Graduate Degree+



31. URBAN ACHIEVERS

3% HH / 0% WP

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, couples, and families are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Urban Lower-Mid Age <35 College Graduate



21. GRAY POWER

1% HH / 7% WP

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. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

Suburban Midscale Age 65+ College Graduate



52. SUBURBAN PIONEERS

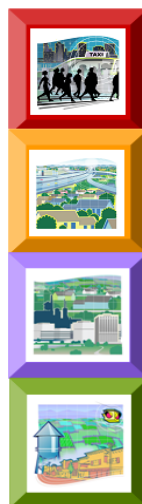
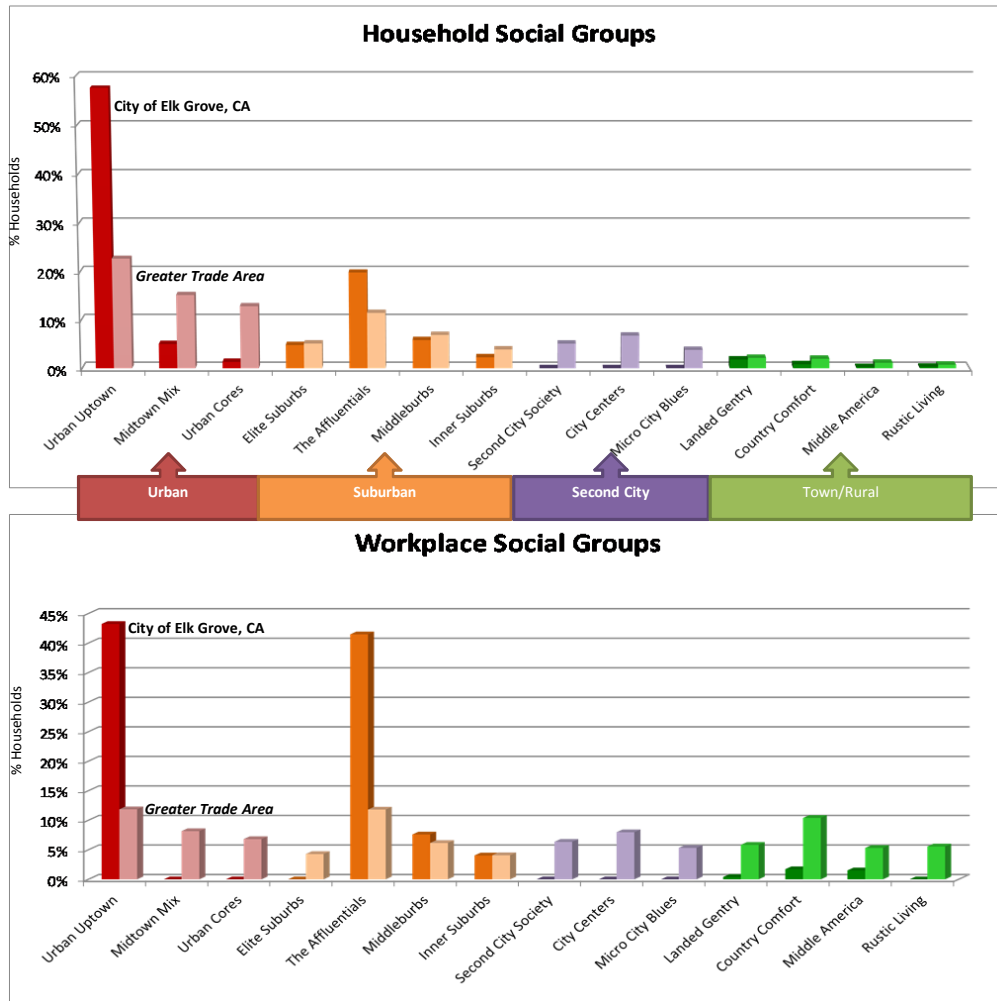
0.4% HH / 4% WP

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of singles, recent divorcees 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 scarce and the money is tight. But what unites these residents--a diverse mix of Whites, Asians, Hispanics and African-Americans--is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Suburban Downscale Age <55 Some College

Household Segmentation Continued

Social Groups Segments
Elk Grove, CA compared to Greater Area



URBAN

Urban areas typically have population scores between 85 and 99. They include both downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities.

Mega Cities 85-99 Density 18.7% of USA

SUBURBAN

The Suburban classification are typically areas that are dependent upon Urban areas but are not the population center but rather a continuation of the density decline as one moves out from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another or to the Urban core than within themselves.

Suburbs 40-90 Density 23.4% of USA

SECOND CITY

Second Cities are less densely populated than Urban areas and are typically more similar to the Suburban density. These locations are the population center of their surrounding community and also typically have far greater affluence than their small city cousins.

Cities & Big Towns 40-85 Density 18.3% of USA

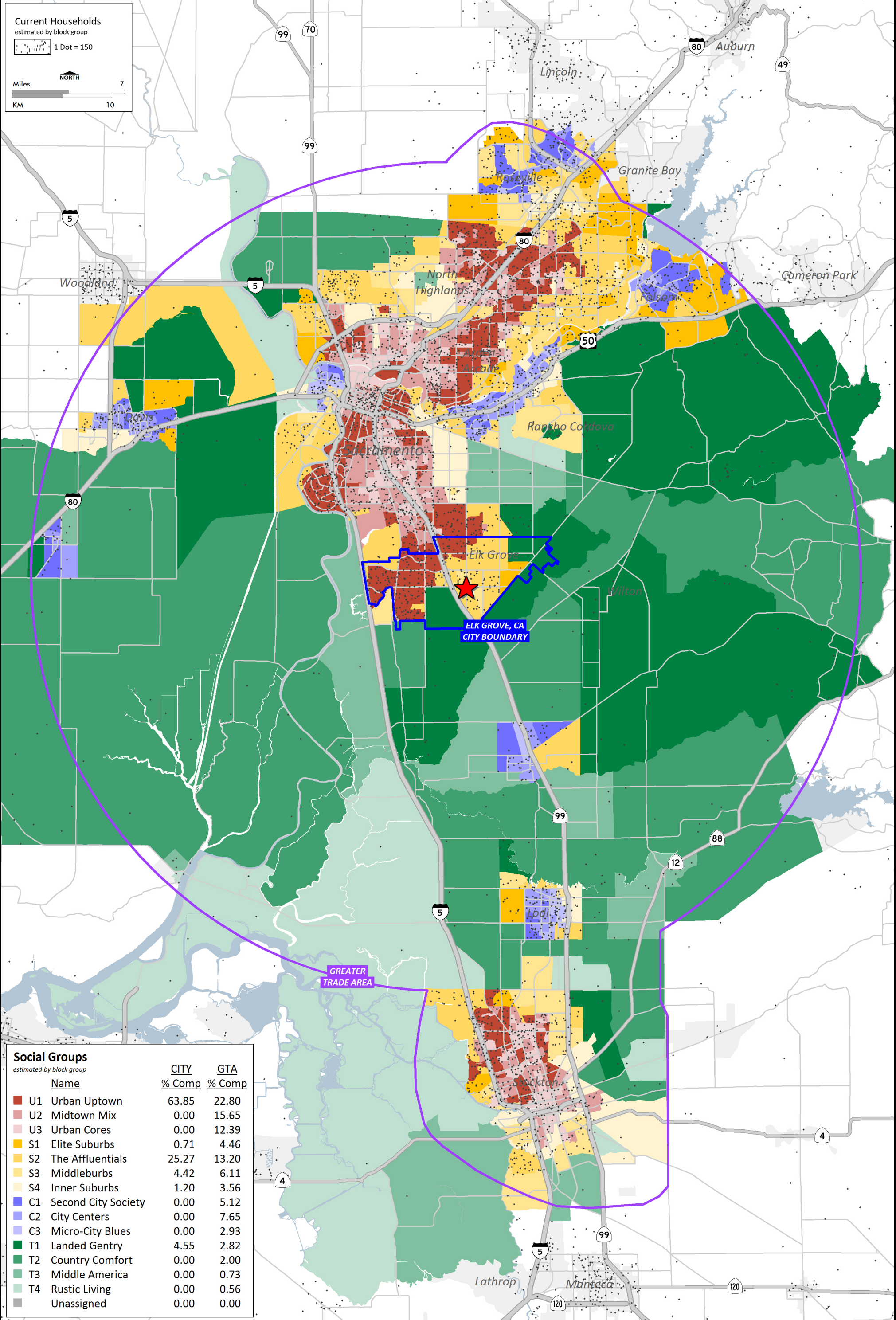
TOWN & RURAL

The Town & Rural category includes exurbs, towns, farming communities, and a wide range of other rural areas. The "town" aspect of this class covers the thousands of small towns and villages scattered amongst the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros.

Exurbs & Towns <40 Density 39.6% of USA

ELK GROVE, CA SOCIAL GROUPS

HOUSEHOLD PRIZM

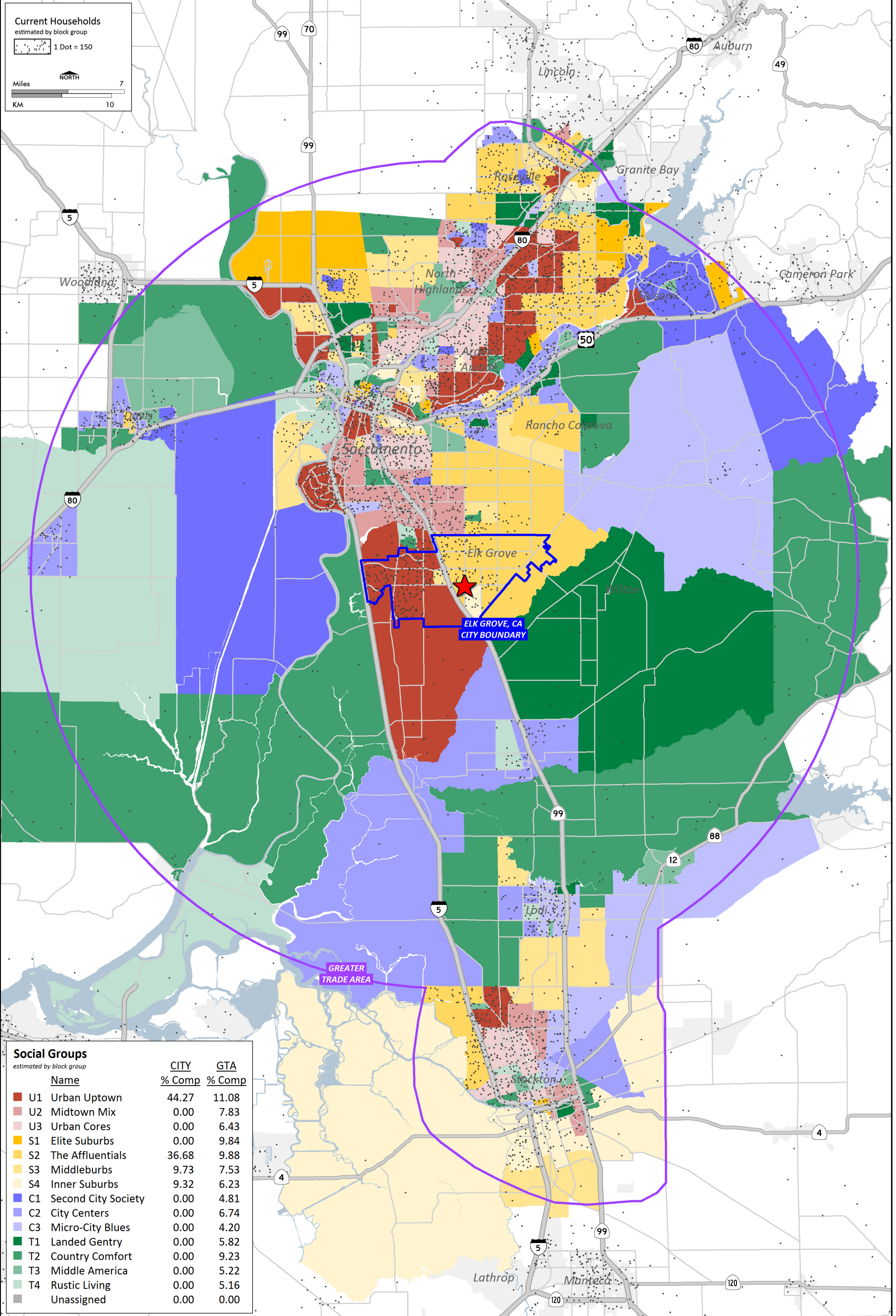


Social Groups
estimated by block group

Name	CITY % Comp	GTA % Comp
U1 Urban Uptown	63.85	22.80
U2 Midtown Mix	0.00	15.65
U3 Urban Cores	0.00	12.39
S1 Elite Suburbs	0.71	4.46
S2 The Affluentials	25.27	13.20
S3 Middleburbs	4.42	6.11
S4 Inner Suburbs	1.20	3.56
C1 Second City Society	0.00	5.12
C2 City Centers	0.00	7.65
C3 Micro-City Blues	0.00	2.93
T1 Landed Gentry	4.55	2.82
T2 Country Comfort	0.00	2.00
T3 Middle America	0.00	0.73
T4 Rustic Living	0.00	0.56
Unassigned	0.00	0.00

ELK GROVE, CA SOCIAL GROUPS

WORKPLACE PRIZM



Social Groups		
estimated by block group		
Name	CITY % Comp	GTA % Comp
U1 Urban Uptown	44.27	11.08
U2 Midtown Mix	0.00	7.83
U3 Urban Cores	0.00	6.43
S1 Elite Suburbs	0.00	9.84
S2 The Affluentials	36.68	9.88
S3 Middleburbs	9.73	7.53
S4 Inner Suburbs	9.32	6.23
C1 Second City Society	0.00	4.81
C2 City Centers	0.00	6.74
C3 Micro-City Blues	0.00	4.20
T1 Landed Gentry	0.00	5.82
T2 Country Comfort	0.00	9.23
T3 Middle America	0.00	5.22
T4 Rustic Living	0.00	5.16
Unassigned	0.00	0.00

Social Groups Segmentation



URBAN

Urban areas typically have population scores between 85 and 99. They include both downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities.

Mega Cities

85-99 Density

18.6% of USA

URBAN UPTOWN

The five segments in Urban Uptown are home to the nation's wealthiest urban consumers. Members of this social group tend to be affluent to middle class, college educated and ethnically diverse, with above-average concentrations of Asian and Hispanic Americans. Although this group is diverse in terms of housing styles and family sizes, residents share an upscale urban perspective that's reflected in their marketplace choices. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad and spend heavily on computer and wireless technology.

Segments 4, 7, 16, 26, 29

MIDTOWN MIX

Diversity is the hallmark of Midtown Mix, a group of midscale urban segments. It's the most ethnically diverse social group, besides containing a mix of singles and couples, homeowners and renters, college alumnae and high school graduates. In U2, the households are dominated by childless consumers who pursue active social lives—frequenting bars, health clubs and restaurants at high rates—listen to progressive music, drive small imports and acquire the latest consumer electronics.

Segments 31, 40, 54

URBAN CORES

Urban Cores segments are characterized by relatively modest incomes, educations and rental apartments, but affordable housing is part of the allure for the group's young singles and aging retirees. One of the least affluent social groups, U3 has a high concentration of Hispanics and African-Americans, and surveys indicate a fondness for both ethnic and mainstream media and products. Among the group's preferences: TV news and daytime programming, Spanish and black radio, telephony services and pagers, cheap fast food and high-end department stores.

Segments 59, 61, 65, 66

Social Groups Segmentation



SUBURBAN

The Suburban classification are typically areas that are dependent upon Urban areas but are not the population center but rather a continuation of the density decline as one moves out from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another or to the Urban core than within themselves.

Suburbs

40-90 Density

22.4% of USA

ELITE SUBURBS

The most affluent suburban social group, Elite Suburbs is a world of six-figure incomes, post-graduate degrees, single-family homes and managerial and professional occupations. The segments here are predominantly white with significant concentrations of well-off Asian Americans. Befitting their lofty salaries, S1 members are big consumers of large homes, expensive clothes, luxury cars and foreign travel. Despite representing a small portion of the U.S. population, they hold a large share of the nation's personal net worth.

Segments 1, 2, 3, 6

THE AFFLUENTIALS

The six segments in The Affluentials are one socioeconomic rung down from the Elite Suburbs—with a 25 percent drop in median income—but their residents still enjoy comfortable, suburban lifestyles. The median income in S2 is nearly \$60,000, the median home value is about \$200,000, and the mostly couples in this social group tend to have college degrees and white-collar jobs. Asian Americans make up an important minority in these predominantly white segments. As consumers, The Affluentials are big fans of health foods, computer equipment, consumer electronics and the full range of big-box retailers.

Segments 8, 14, 15, 17, 18, 19

MIDDLEBURBS

The five segments that comprise Middleburbs share a middle-class, suburban perspective, but there the similarity ends. Two groups are filled with very young residents, two are filled with seniors and one is middle-aged. In addition, S3 includes a mix of both, homeowners and renters as well as high school graduates and college alums. With good jobs and money in their jeans, the members of Middleburbs tend to have plenty of discretionary income to visit nightclubs and casual-dining restaurants, shop at midscale department stores, buy dance and easy listening CDs by the dozen and travel across the U.S. and Canada.

Segments 21, 22, 30, 36, 39

INNER SUBURBS

The four segments in the Inner Suburbs social group are concentrated in the inner-ring suburbs of major metros—areas where residents tend to be high school educated, unmarried and lower-middle class. There's diversity in this group, with segments that are racially mixed, divided evenly between homeowners and renters and filled with households that are either young or aging in place. However, the consumer behavior of the S4 segments are dominated by older Americans who enjoy social activities at veterans clubs and fraternal orders, TV news and talk shows, and shopping at discount department stores.

Segments 44, 46, 49, 52

Social Groups Segmentation



SECOND CITY

Second Cities are less densely populated than Urban areas and are typically more similar to the Suburban density. These locations are the population center of their surrounding community and also typically have far greater affluence than their small city cousins.

Cities & Big Towns

40-85 Density

20.1% of USA

SECOND CITY SOCIETY

Among second-tier cities, Second City Society stands at the top of the heap, a social group consisting of the wealthiest families who live outside the nation's metropolitan core. The three segments in this group are dominated with married couples with children, college degrees, large homes, and executive jobs. Ethnically, the residents are predominantly white with above-average rates of Asian Americans. In the marketplace, they spend big on digital and wireless technology, business and cultural media, casual-dining restaurants, upscale retailers, foreign travel and luxury cars.

Segments 10, 12, 13

CITY CENTERS

The five segments in the C2 social group consist of a mix of Americans—old and young, homeowners and renters, families and singles—who've settled in the nation's satellite cities. What they share is a middle-class status, some college educations and a lifestyle heavy on leisure and recreation. The members of City Centers tend to be big fans of home-centered activities: computer surfing, video renting, TV viewing and playing games and musical instruments. Outside their homes, they go to movies, museums and bowling alleys at high rates.

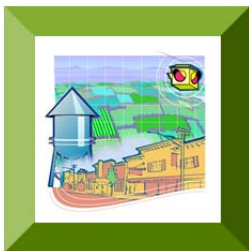
Segments 24, 27, 34, 35, 41

MICRO-CITY BLUES

Micro-City Blues was created via the predominantly downscale residents living in the affordable housing found throughout the nation's smaller cities. A diverse social group, these five segments contain a mix of old and young, singles and widowers, whites, African-Americans and Hispanics. Most of the workers hold blue-collar jobs—hence the name—and their marketplace behaviors reflect the segments' varied lifestyles. This is one of the few social groups where consumers have a high index for video games and bingo, aerobic exercise and fishing, BET and the Country Music Network.

Segments 47, 53, 60, 62, 63

Social Groups Segmentation



TOWN & RURAL

The Town & Rural category includes exurbs, towns, farming communities, and a wide range of other rural areas. The “town” aspect of this class covers the thousands of small towns and villages scattered amongst the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America’s major metros.

Exurbs & Towns

<40 Density

38.9% of USA

LANDED GENTRY

Widely scattered throughout the nation, the five segments in the Landed Gentry social group consist of wealthy Americans who migrated to the smaller boomtowns beyond the nation's beltways. Many of the households contain Boomer families and couples with college degrees, professional jobs—they're twice as likely as average Americans to telecommute—and expansive homes. With their upscale incomes, they can afford to spend heavily on consumer electronics, wireless and computer technology, luxury cars, powerboats, books and magazines, children's toys and exercise equipment.

Segments 5, 9, 11, 20, 25

COUNTRY COMFORT

The five segments in Country Comfort are filled with predominantly white, middle-class homeowners. In their placid towns and scenic bedroom communities, these Americans tend to be married, between the ages of 25 and 54, with or without children. They enjoy comfortable upscale lifestyles, exhibiting high indices for barbecuing, bar-hopping and playing golf as well as home-based activities such as gardening, woodworking and crafts. Reflecting their rural, family environment, they prefer trucks, SUVs and minivans to cars.

Segments 23, 28, 32, 33, 37

MIDDLE AMERICA

The six segments in Middle America are filled with middle-class homeowners living in small towns and remote exurbs. Typically found in scenic settings throughout the nation's heartland, Middle Americans tend to be white, high school educated, living as couples or larger families, and ranging in age from under 25 to over 65. Like many residents of remote communities, these conservative consumers tend to prefer traditional rural pursuits: fishing, hunting, making crafts, antique collecting, watching television and meeting at civic and veterans clubs for recreation and companionship. Friday nights are for celebrating high school sports.

Segments 38, 42, 43, 45, 50, 51

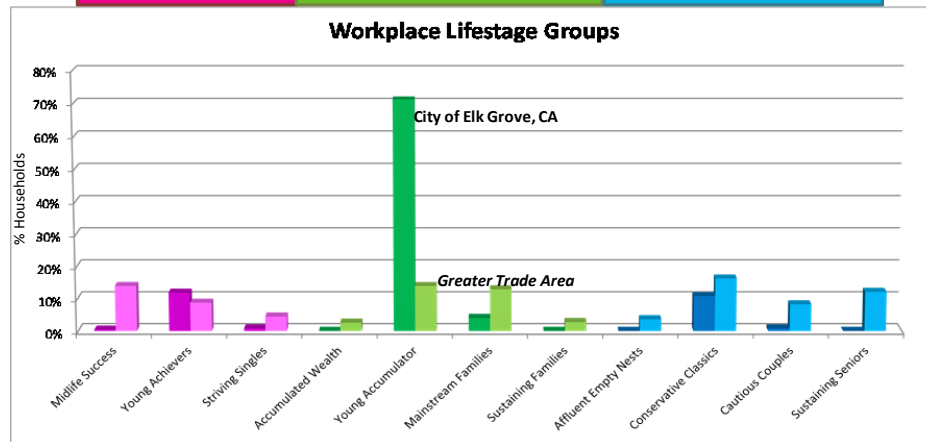
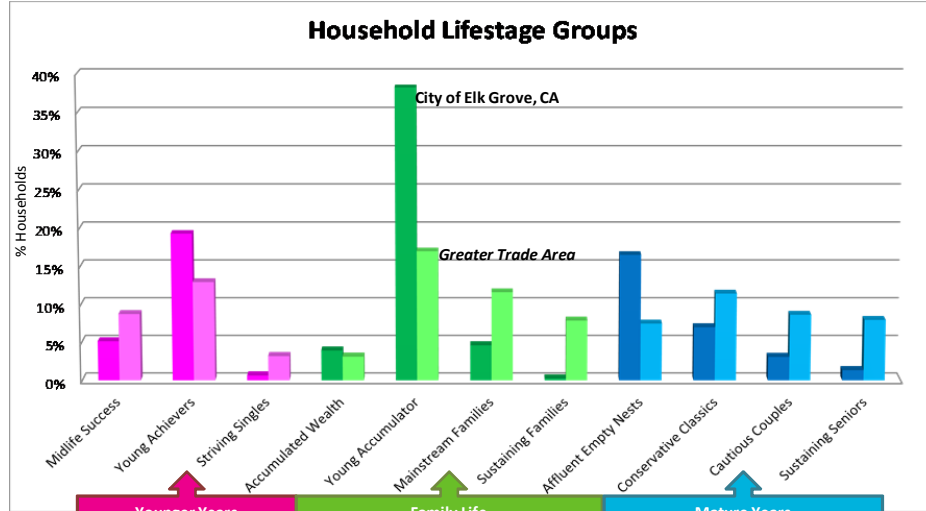
RUSTIC LIVING

The six segments in Rustic America represent the nation's most isolated towns and rural villages. As a group, T4 residents have relatively modest incomes, low educational levels, aging homes and blue-collar occupations. Many of the residents, a mix of young singles and seniors, are unmarried, and they've watched scores of their neighbors migrate to the city. In their remote communities, these consumers spend their leisure time in such traditional small-town activities as fishing and hunting, attending social activities at the local church and veterans club, enjoying country music and car racing.

Segments 48, 55, 56, 57, 58, 64

Household Segmentation Continued

Lifestage Groups Segments
Elk Grove, CA compared to Greater Area



YOUNGER YEARS
Age under 45
Singles & Couples
31.1% of USA
Midlife Success
Segments 3, 8, 11, 12, 19, 25, 30, 37
Young Achievers
Segments 4, 16, 22, 23, 24, 31, 35
Striving Singles
Segments 42, 44, 45, 47, 48, 53, 56



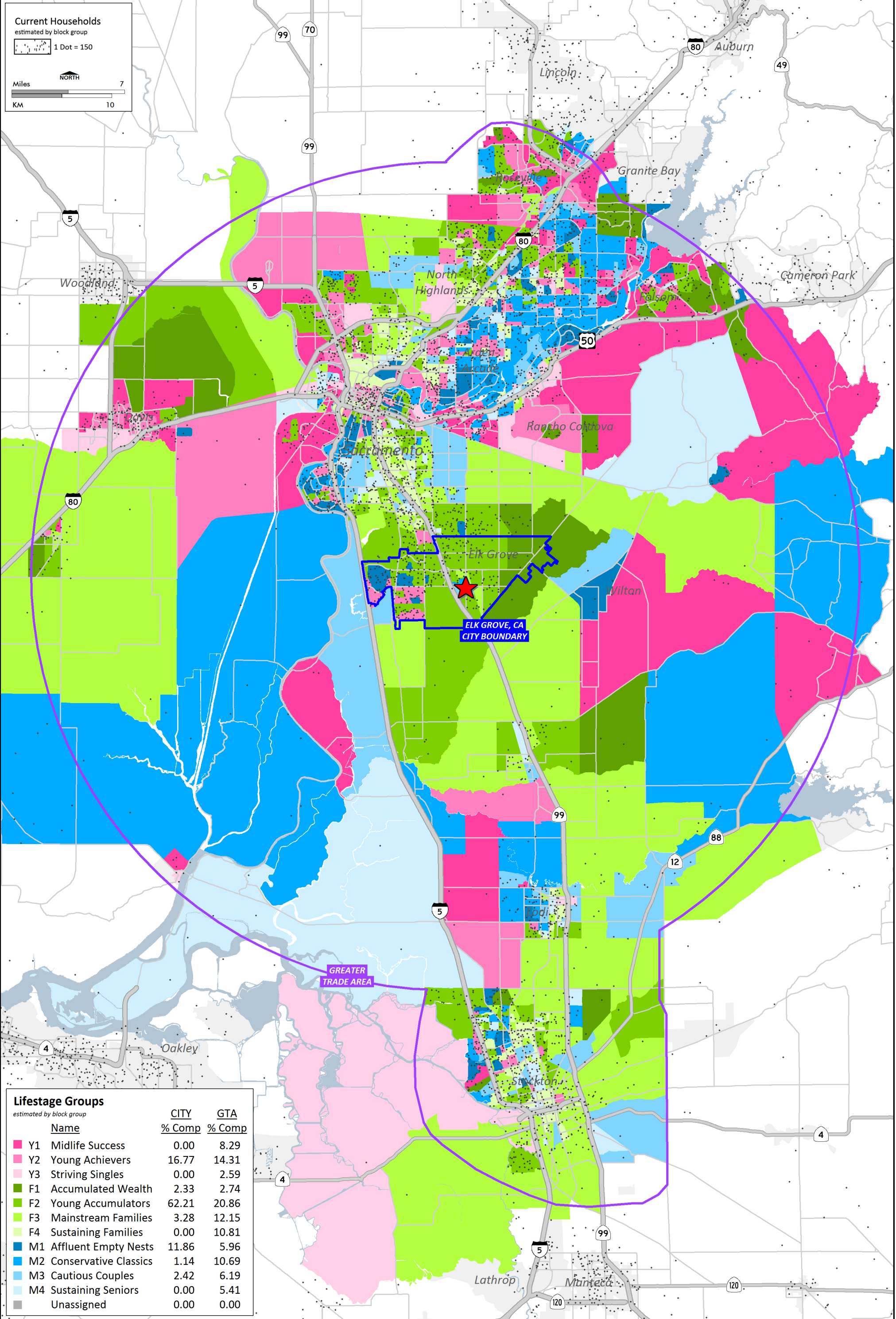
FAMILY LIFE
Middle Age 25-54
Families with Children
33.5% of USA
Accumulated Wealth
Segments 2, 5, 6
Young Accumulators
Segments 13, 17, 18, 20, 29
Mainstream Families
Segments 32, 33, 34, 36, 50, 51, 52, 54
Sustaining Families
Segments 53, 54, 55, 56



MATURE YEARS
Age over 45
Singles & Couples
38.0% of USA
Affluent Empty Nests
Segments 1, 7, 9, 10
Conservative Classics
Segments 14, 15, 21, 26, 27, 28
Cautious Couples
Segments 38, 39, 40, 41, 43, 46, 49
Sustaining Seniors
Segments 55, 57, 58, 59, 60, 61, 62

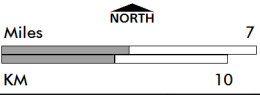
ELK GROVE, CA LIFESTAGE GROUPS

HOUSEHOLD PRIZM



Current Households
estimated by block group

1 Dot = 150



Lifestage Groups

estimated by block group

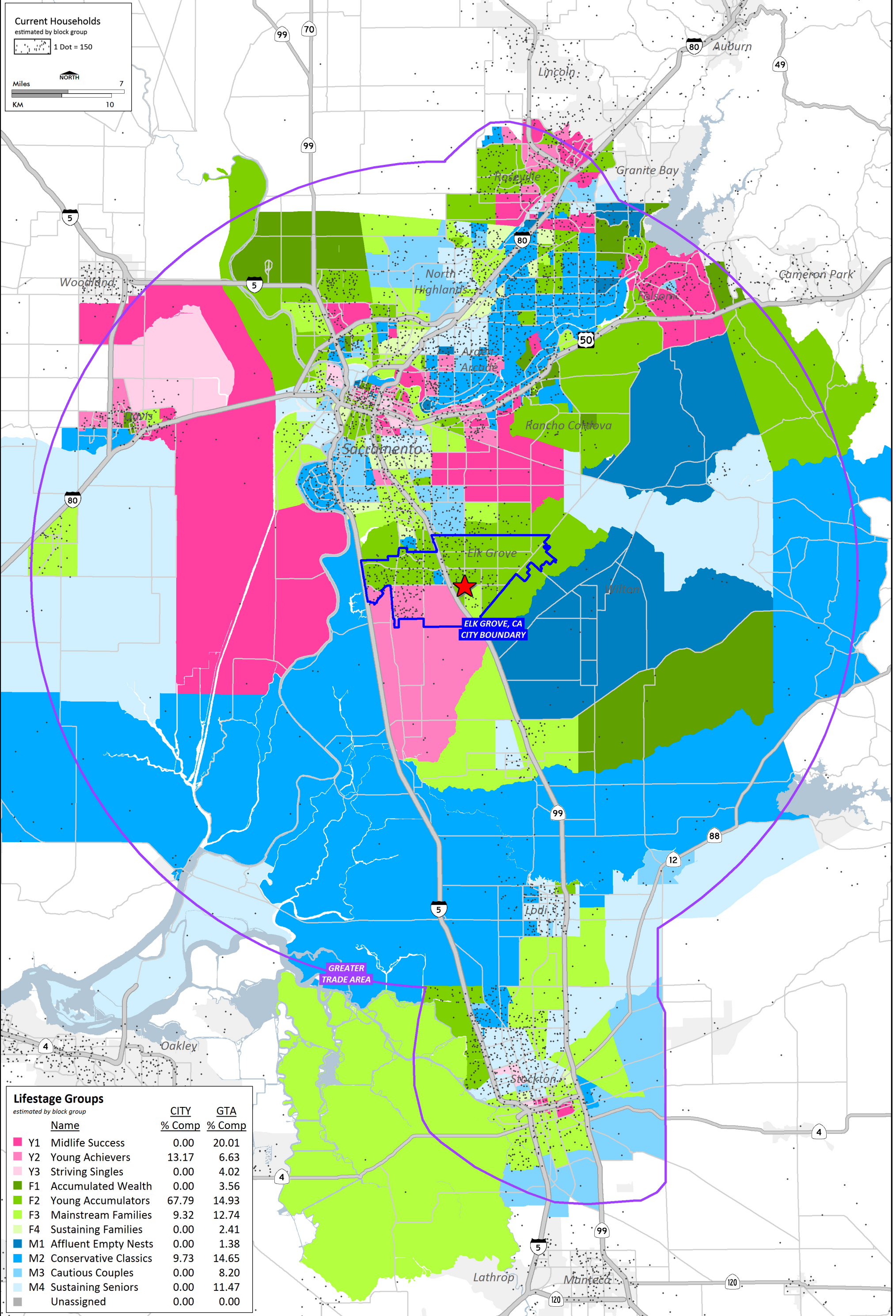
Name	CITY % Comp	GTA % Comp
Y1 Midlife Success	0.00	8.29
Y2 Young Achievers	16.77	14.31
Y3 Striving Singles	0.00	2.59
F1 Accumulated Wealth	2.33	2.74
F2 Young Accumulators	62.21	20.86
F3 Mainstream Families	3.28	12.15
F4 Sustaining Families	0.00	10.81
M1 Affluent Empty Nests	11.86	5.96
M2 Conservative Classics	1.14	10.69
M3 Cautious Couples	2.42	6.19
M4 Sustaining Seniors	0.00	5.41
Unassigned	0.00	0.00

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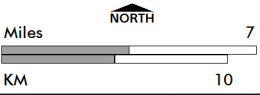
ELK GROVE, CA LIFESTAGE GROUPS

WORKPLACE PRIZM



Current Households
estimated by block group

1 Dot = 150



Lifestage Groups

estimated by block group

Name	CITY % Comp	GTA % Comp
Y1 Midlife Success	0.00	20.01
Y2 Young Achievers	13.17	6.63
Y3 Striving Singles	0.00	4.02
F1 Accumulated Wealth	0.00	3.56
F2 Young Accumulators	67.79	14.93
F3 Mainstream Families	9.32	12.74
F4 Sustaining Families	0.00	2.41
M1 Affluent Empty Nests	0.00	1.38
M2 Conservative Classics	9.73	14.65
M3 Cautious Couples	0.00	8.20
M4 Sustaining Seniors	0.00	11.47
Unassigned	0.00	0.00

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CBRE

Lifestage Groups Segmentation



YOUNGER YEARS

Age under 45

Singles & Couples

33.4% of USA

MIDLIFE SUCCESS

The eight segments in Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise and travel.

Segments 3, 8, 11, 12, 19, 25, 30, 37

YOUNG ACHIEVERS

Young, hip singles are the prime residents of Young Achievers, a lifestage group of twentysomethings who've recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. These seven segments contain a high percentage of Asian singles, and there's a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music and lively nightlife. Young Achievers segments are twice as likely as the general population to include college students living in group quarters.

Segments 4, 16, 22, 23, 24, 31, 35

STRIVING SINGLES

The seven segments in Striving Singles make up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twentysomething singles typically have low incomes—often under \$25,000 a year—from service jobs or part-time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food and inexpensive cars.

Segments 42, 44, 45, 47, 48, 53, 56

Lifestage Groups Segmentation



FAMILY LIFE

Middle Age 25-54

Families with Children

30.0% of USA

ACCUMULATED WEALTH

The presence of children is the defining characteristic of the segments in the Family Life class. The three segments in Accumulated Wealth contain the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals—the group's median income is nearly six figures—who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games and top-of-the-line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars and frequent vacations—often to theme parks as well as European destinations.

Segments 2, 5, 6

YOUNG ACCUMULATORS

Compared to the Accumulated Wealth group, the five segments in Young Accumulators are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above-average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

Segments 13, 17, 18, 20, 29

MAINSTREAM FAMILIES

Mainstream Families refers to a collection of seven segments of middle- and working-class child-filled households. While the age range of adults is broad—from 25 to 54—most families have at least one child under 18. And residents in this exurban group share similar consumption patterns, living in modestly priced homes—including mobile homes—and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk and televised media.

Segments 32, 33, 34, 36, 50, 51, 52, 54

SUSTAINING FAMILIES

Sustaining Families is the least affluent of Family Life groups, an assortment of segments that range from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian and Hispanic families, these segments also display geographic diversity—from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: Households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.

Segments 63, 64, 65, 66

Lifestage Groups Segmentation



MATURE YEARS

Age over 45

Singles & Couples

36.6% of USA

AFFLUENT EMPTY NESTS

While those on the “MTV side” of fifty may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. The four wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes—from urban to small-town areas—they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment and business media. These folks are also community activists who write politicians, volunteer for environmental groups and vote heavily in elections.

Segments 1, 7, 9, 10

CONSERVATIVE CLASSICS

College educated, over 55 years old and upper-middle-class, the six segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television and entertaining neighbors over barbecues. When they go out, it’s often to a local museum, the theater or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.

Segments 14, 15, 21, 26, 27, 28

CAUTIOUS COUPLES

Another large group of Mature Years segments is Cautious Couples, featuring an over-55-year-old mix of singles, couples and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working-class and white, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants and pursuing home-based hobbies like coin collecting and gardening.

Segments 38, 39, 40, 41, 43, 46, 49

SUSTAINING SENIORS

Sustaining Seniors consists of nine segments filled with older, economically challenged Americans. Racially mixed and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under \$25,000. Many are single or widowed, have modest educational achievement and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. They’re big on watching TV, gardening, sewing and woodworking. Their social life often revolves around activities at veterans clubs and fraternal organizations.

Segments 55, 57, 58, 59, 60, 61, 62





The Lifestyler Report

The Lifestyler Report groups the dominant Prizm segments; 4, 7, 17, 18, 21, 26, 29, 31 and 52, into a single target group. These segments represent 74% of household residents and 94% of the Workplace Population within the City boundaries.

The Lifestyler Report displays the correlation between the households and the retailers that they frequent or products they own, i.e. "golf clubs." Each retailer/product is given an index number, the higher the number, the higher the propensity for the product or services to be profitable in a given location.

Large national surveys are conducted by firms such as Mediamark Research Inc. (MRI) and Simmons. This type of data can provide an unbiased view of customers. Asking questions like who, what, where, why and how, as well as defining where actual purchases are made with data compiled at the point of transaction, results in a varied and rich database. Profiles from specific retailers such as Target, Blockbuster and Home Depot can reveal how often consumers shop at these stores and what products they are purchasing. Profiles for consumption of products, such as "buys sparkling water," "owns a motor boat" or "buys fast food 2 times per week," for example, are also compiled.

The national average for this report is 100. Retailers/products that the index exceeds 100, has that corresponding percentage higher than the national average, i.e. if the category/product index is 180, then this suggests that our customer will have an 80% higher propensity to use that product than the national average. For the purpose of targeting, we will focus on those categories/products whose Index exceeds 100.

Category
Grocery & Convenience
Restaurant
Retail
Apparel & Jewelry
Home Furnishings
Psychographics
Internet
Sports & Leisure
Travel

Index 100 = Average US Consumer
Index 100+ = amount higher than average consumer

(A) = Surveyed Adults only
(H) = Surveyed Household

Frequency of behavior indicated by:

- 1 yr = 1 year
- 6 mo = 6 months
- 3 mo = 3 months
- 1 mo = 1 month



Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Shop at Ralphs- 1mo (A)	262
Gamble at Reno- 1yr (A)	242
Buy from El Torito- 1mo (A)	240
Visit Disneyland (CA)- 1yr (A)	237
Shop at Vons- 1mo (A)	234
Shop at Bloomingdale's- 3mo (A)	233
Buy from Round Table Pizza- 6mo (A)	230
Buy from El Pollo Loco- 6mo (A)	228
Travel to Japan/Hong Kong/Other Asia- 3yr (A)	226
Travel to India- 1yr (A)	225
Buy from California Pizza Kitchen- 1mo (A)	222
Buy from Benihana- 6mo (A)	213
Buy from Del Taco- 1mo (A)	212
Buy from Chevy's- 6mo (A)	211
Shop at Nordstrom- 3mo (A)	210
Buy from Baja Fresh Mexican Grill- 6mo (A)	209
Buy from Wienerschnitzel- 6mo (A)	208
Buy from Au Bon Pain- 6mo (A)	206
Buy from California Pizza Kitchen- 6mo (A)	204
Buy Men's Designer Jeans- \$100+- 1yr (A)	204
Buy from Del Taco- 6mo (A)	202
Shop at Trader Joe's- 1mo (A)	201
Buy from Carl's Jr.- 1mo (A)	199
Buy from Carl's Jr.- 6mo (A)	199
Buy Indie Audio- 6mo (A)	199
Domestic Travel to CA- 1yr (A)	197
Buy from Einstein Brother's Bagel Shop- 1mo (A)	193
Buy from Baja Fresh Mexican Grill- 1mo (A)	192
Buy Women's Skirts- \$100+- 1yr (A)	191
Shop at Neiman Marcus- 3mo (A)	191
Buy Soccer Shoes- \$50+- 1yr (A)	190
Foreign Travel on British Airways- 3yr (A)	190
Buy from Baskin-Robbins- 6mo (A)	189
Buy Cameras/Camera Equipment by Mail/Phone- 1yr (A)	188
Order from J.Crew Website- 1yr (A)	188
Shop at Banana Republic- 3mo (A)	187
Buy Men's Sweater- \$100+- 1yr (A)	186
Shop at The Disney Store- 3mo (A)	185
Buy American Express Gift Cards/Prepaid Cards (A)	184
Shop at Crate & Barrel- 3mo (A)	184
Travel to France- 3yr (A)	184
Travel to Ireland/United Kingdom- 3yr (A)	184
Shop at Costco Wholesale Club- 1mo (A)	182
Shop at Saks Fifth Avenue- 3mo (A)	182
Shop at Costco- 6mo (A)	181

LifeStyler Attribute Title	Index
Visit Any Sea World Park- 1yr (A)	181
Shop at IKEA- 1yr (A)	180
Buy Other Music- 6mo (A)	179
Download podcasts/podcasting Online- 1mo (A)	179
Domestic Travel on Jet Blue 1yr (A)	178
Listen Indie- 6mo (A)	178
Buy Stacy Adams Shoes- 1yr (A)	177
Domestic Travel on American Airlines- 1yr (A)	177
Foreign Travel for 15+ Nights- 3yr (A)	177
Order from Nordstrom Website- 1yr (A)	177
Buy Books from Google eBookstore (A)	176
Buy from Romano's Macaroni Grill- 6mo (A)	175
Rent/Buy Foreign Video- 1mo (A)	175
Buy from Au Bon Pain- 1mo (A)	173
Buy Men's Designer Jeans- 1yr (A)	173
Gamble at Las Vegas- 1yr (A)	173
Listen Foreign Language Instruction- 6mo (A)	173
Order from Crate & Barrel Website- 1yr (A)	173
Shop at Ann Taylor- 3mo (A)	173
Shop at The Gap- 3mo (A)	173
Foreign Travel by Railroad- 3yr (A)	172
Order from gap.com- 1yr (A)	172
Order from zappos.com- 1yr (A)	172
Travel to Germany- 3yr (A)	172
Buy from Einstein Brother's Bagel Shop- 6mo (A)	171
Domestic Travel to NV- 1yr (A)	171
Foreign Trips- 3+ Trips- 3yr (A)	171
Shop at Safeway- 1mo (A)	170
Travel to Eastern Europe- 3yr (A)	170
Travel to Hawaii- 3yr (A)	169
Buy from Chipotle Mexican Grill- 6mo (A)	168
Dry Cleaning- \$100+- 6mo (A)	168
Order from buy.com- 1yr (A)	168
Travel to Western Europe- 3yr (A)	168
Buy Cole Haan Shoes- 1yr (A)	167
Travel to Italy- 3yr (A)	167
Buy from Ben & Jerrys- 6mo (A)	166
Buy from Cheesecake Factory- 6mo (A)	166
Buy from Jack-in-the-Box- 6mo (A)	166
Order from expedia.com- 1yr (A)	166
Order from Macys Website- 1yr (A)	166
Order from REI Website- 1yr (A)	166
Buy from Chipotle Mexican Grill- 1mo (A)	165
Buy from Boston Market- 6mo (A)	164
Buy from Jack-in-the-Box- 1mo (A)	164

Source Nielsen PRIZM MRI Profiles
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* Index >100 = greater propensity for behavior



Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Shop at Albertson's- 1mo (A)	164
Buy from Cheesecake Factory- 1mo (A)	163
Listen Spanish/Latin Music- 6mo (A)	163
Buy from Boston Market- 1mo (A)	162
Buy Men's Designer Jeans- <\$100- 1yr (A)	162
Buy Music & Other Audio from Amazon MP3 (A)	162
Domestic Travel to West Region- 1yr (A)	162
Foreign Travel during October-December- 3yr (A)	162
Shop at 7-Eleven- 1mo (A)	162
Shop at 7-Eleven- 6mo (A)	161
Buy from Starbucks- 1mo (A)	160
Buy Jazz Music- 6mo (A)	160
Domestic Travel on Alaska Airlines- 1yr (A)	160
Order from drugstore.com- 1yr (A)	160
Visit Any Universal Studios Park- 1yr (A)	160
Buy Alternative Music- 6mo (A)	159
Buy from Cold Stone Creamery- 6mo (A)	159
Buy Gift Cards/Prepaid Cards from Electronics Store- 6mo (A)	159
Buy Tent- 1yr (H)	159
Definitely/Probably Visit Europe- 1yr (A)	159
Definitely/Probably Visit Hawaii- 1yr (A)	159
Go to Professional Football Games- Regularly (A)	159
Member of Frequent Flyer Program (A)	159
Foreign Travel on Air France- 3yr (A)	158
Shop at Express- 3mo (A)	158
Travel to Spain/Portugal- 3yr (A)	158
Buy from Starbucks- 6mo (A)	157
Buy Vans Shoes- 1yr (A)	157
Buy Women's Dresses- \$100+- 1yr (A)	157
Definitely/Probably Visit South America- 1yr (A)	157
Domestic Travel on United Airlines- 1yr (A)	157
Shop at Arco AM/PM- 6mo (A)	157
Shop at FedEx Office- 1yr (A)	157
Shop at Lord & Taylor- 3mo (A)	157
Travel to Central/South America- 3yr (A)	157
Domestic Vacation- Spa- 1yr (A)	156
Foreign Travel by Airplane- 3yr (A)	156
Foreign Travel by Airplane- Coach Class- 3yr (A)	156
Foreign Travel during April-June- 3yr (A)	156
Gamble at Atlantic City- 1yr (A)	156
Buy ALDO Shoes- 1yr (A)	155
Buy Dance Music- 6mo (A)	155
Buy from Chuck E Cheese- 1mo (A)	155
Buy Men's Formalwear (Tuxedo)- 1yr (A)	155
Buy UGG Shoes- 1yr (A)	155

LifeStyler Attribute Title	Index
Contribute to NPR- 1yr (A)	155
Download 5+ Albums- 6mo (A)	155
Foreign Travel during July-September- 3yr (A)	155
Order from priceline.com- 1yr (A)	155
Shop at Macy's- 3mo (A)	155
Buy Folk Music- 6mo (A)	154
Buy Men's Dress Slacks- \$100+- 1yr (A)	154
Buy Spanish/Latin Music- 6mo (A)	154
Foreign Travel- <\$3K- 1yr (A)	154
Order from oldnavy.com- 1yr (A)	154
Buy Men's Business Suit- 1yr (A)	153
Download 2-9 Audio- 6mo (A)	153
Listen Other Music - 6mo (A)	153
Listen Reggae - 6mo (A)	153
Travel to Mexico- 3yr (A)	153
Attend Art Galleries/Shows- 1yr (A)	152
Buy Classical Music- 6mo (A)	152
Go to Movie- 2-3 Times/mo- 3mo (A)	152
Any Foreign Travel- 3yr (A)	151
Buy from Red Robin- 1mo (A)	151
Exercise at Club- 2+ Times/wk- 1yr (A)	151
Go Jogging- 1yr (A)	151
Order from Victorias Secret Catalog- 1yr (A)	151
Use Dry Cleaning- 6mo (A)	151
Buy Any Airline Tickets via Internet- 1yr (A)	150
Buy Pop/Top 40 Music- 6mo (A)	150
Go Snowboarding- 1yr (A)	150
Buy Men's Casual Slacks- \$100+- 1yr (A)	149
Domestic Travel- Last Trip by Airplane- 1yr (A)	149
Go to Museum- 1yr (A)	149
Business Travel by Airplane- 3+- 1yr (A)	148
Buy from Romano's Macaroni Grill- 1mo (A)	148
Buy Music & Other Audio from iTunes.com (A)	148
Buy Reggae Music - 6mo (A)	148
Definitely/Probably Visit Abroad- Vacation- 1yr (A)	148
Domestic Travel to AZ, NM- 1yr (A)	148
Foreign Travel- \$3K+- 1yr (A)	148
Order from hotels.com- 1yr (A)	148
Shop at Marshall's- 3mo (A)	148
Visit Any Theme Park- 1yr (A)	148
Buy Boat/Deck Shoes \$50+- 1yr (A)	147
Buy Books from amazon.com (A)	147
Buy Children's Leather Shoes- 6mo (H)	147
Buy Men's Sweater- 1yr (A)	147
Buy Women's Evening Dress- 1yr (A)	147

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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Order from orbitz.com- 1yr (A)	147
Shop at A&P- 1mo (A)	147
Travel to Bermuda- 3yr (A)	147
Buy Children's Casual/Leisure Shoes- 6mo (H)	146
Buy Maternity Clothes- 1yr (A)	146
Buy Women's Suit w/Skirt- 1yr (A)	146
Definitely/Probably Visit Mexico- 1yr (A)	146
Domestic Travel by Railroad- 1yr (A)	146
Listen Dance Music- 6mo (A)	146
Buy from On The Border- 1mo (A)	145
Buy Kenneth Cole Shoes- 1yr (A)	145
Buy Music & Other Audio from Rhapsody (A)	145
Buy Toys/Games by Internet- 1yr (A)	145
Domestic Travel by Airplane- 1yr (A)	145
Domestic Travel on Continental Airlines- 1yr (A)	145
Domestic Travel on Southwest Airlines- 1yr (A)	145
Download 10+ Albums- 6mo (A)	145
Foreign Travel by Rented Car- 3yr (A)	145
Political Outlook is Liberal (A)	145
Rented Video at Blockbuster Video Store - 1mo (A)	145
Buy Men's Dress Shirt- \$100+- 1yr (A)	144
Buy R&B Music- 6mo (A)	144
Buy Women's Designer Jeans- \$100+- 1yr (A)	144
Buy Women's Dress Slacks- \$100+- 1yr (A)	144
Do Karate- 1yr (A)	144
Order from Office Depot Website- 1yr (A)	144
Own a Valid Passport (A)	144
Personal Travel by Airplane- 3+- 1yr (A)	144
Play Fantasy Sports League- 1+ Times/mo- 1yr (A)	144
Shop at Target Pharmacy- 6mo (A)	144
Stay at Hyatt on Vacation- 1yr (A)	144
Buy Children's Canvas Shoes- 6mo (H)	143
Buy from Quiznos- 6mo (A)	143
Buy Gift Cards/Prepaid Cards from Coffee Shop/Store Store- 6mo (A)	143
Buy Men's Sweater- <\$100- 1yr (A)	143
Buy Sleeping Bag- 1yr (H)	143
Buy Soundtracks- 6mo (A)	143
Buy Women's Purse/Handbag- \$100+- 1yr (A)	143
Download 2 - 4 Albums- 6mo (A)	143
Download Movie- 1mo (A)	143
Foreign Travel by Airplane- First Class- 3yr (A)	143
Foreign Travel during January-March- 3yr (A)	143
Go to Movie- 1+ Time/mo- 3mo (A)	143
Grocery Store- Travel <1 Mile (A)	143
Listen Soundtracks- 6mo (A)	143

LifeStyler Attribute Title	Index
See Rated G Movie at Theater- 6mo (A)	143
Buy from Fast Food Snack Restaurant- 1mo (A)	142
Buy Housewares by Internet- 1yr (A)	142
Definitely/Probably Visit Other Country- 1yr (A)	142
Domestic Travel on USAir- 1yr (A)	142
Go to Movie- 4+ Times/mo- 3mo (A)	142
Visit Any Theme Park/Indoor Water Park- 1yr (A)	142
Buy from Family Restaurant- Child Decides- 6mo (A)	141
Buy Jordan Shoes- 1yr (A)	141
Buy Nine West Shoes- 1yr (A)	141
Buy Sports Sandals- \$50+- 1yr (A)	141
Buy Steve Madden Shoes- 1yr (A)	141
Listen Classical- 6mo (A)	141
Order from amazon.com- 1yr (A)	141
Order from barnesandnoble.com- 1yr (A)	141
Rent/Buy Video at Blockbuster Video- 1mo (A)	141
Travel to Puerto Rico- 3yr (A)	141
Belong to a Union (A)	140
Buy Flowers by Internet- 1yr (A)	140
Buy from Quiznos- 1mo (A)	140
Buy Rap Music- 6mo (A)	140
Download 10 - 29 Individual Songs- 6mo (A)	140
Foreign Travel by Bus- 3yr (A)	140
Foreign Travel- Use Travel Agent- 3yr (A)	140
Order from Staples Website- 1yr (A)	140
Own Downhill Skis/Boots (A)	140
Shop at Ethan Allen- 1yr (A)	140
Buy Airline Tickets by Mail/Phone- 1yr (A)	139
Buy Converse Shoes- 1yr (A)	139
Download <5 Songs- 6mo (A)	139
Download 1 Album- 6mo (A)	139
Own Roller Blades/In-Line Skates (A)	139
Play Soccer- 1yr (A)	139
See Science Fiction Movie at Theater- 6mo (A)	139
Shop at Target- 3mo (A)	139
Buy Children's Book- 1yr (A)	138
Buy Children's Rain/Snow Boots- 6mo (H)	138
Buy Home Furnishings by Internet- 1yr (A)	138
Buy Sport Watch- 1yr (A)	138
Listen Folk- 6mo (A)	138
Order from Pottery Barn Website- 1yr (A)	138
Order from target.com- 1yr (A)	138
See Crime Movie at Theater- 6mo (A)	138
See Rated R Movie at Theater- 6mo (A)	138
Buy Basketball Shoes- \$50+- 1yr (A)	137

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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Buy Puma Shoes- 1yr (A)	137
Go to Movie- 1 Time/mo- 3mo (A)	137
Go to Zoo- 1yr (A)	137
Play Tennis- 1yr (A)	137
See Action Movie at Theater- 6mo (A)	137
See Rated PG Movie at Theater- 6mo (A)	137
Travel on All Inclusive Package Trip- 3yr (A)	137
Travel to Canada- 3yr (A)	137
Buy Children's Athletic Shoes- 6mo (H)	136
Definitely/Probably Visit Caribbean- 1yr (A)	136
Download 10+ Individual Songs- 6mo (A)	136
Go Downhill Skiing- 1yr (A)	136
Listen Alternative- 6mo (A)	136
Listen Pop/Top 40 - 6mo (A)	136
Media Trusted the Most- Internet (A)	136
Read Comic Books- 1yr (A)	136
Rent/Buy Musical Video- 1mo (A)	136
Shop at Office Depot- 1yr (A)	136
Buy Baseball/Softball Shoes- \$50+ 1yr (A)	135
Buy from Chuck E Cheese- 6mo (A)	135
Buy Gift Cards/Prepaid Cards from Book Store- 6mo (A)	135
Buy Men's Sports Shirt- \$100+- 1yr (A)	135
Buy Shoes for Child 6-12 Years Old- 6mo (H)	135
Definitely/Probably Visit Theme Park- 1yr (A)	135
Domestic Travel- Any Business Trip- 1yr (A)	135
Domestic Travel to MA/CT/RI- 1yr (A)	135
Download 5 - 9 Individual Songs- 6mo (A)	135
Listen Jazz- 6mo (A)	135
Order Any Items by Internet- \$200+- 1yr (A)	135
See Romance Movie at Theater- 6mo (A)	135
Buy Children's Shoes- 6mo (H)	134
Buy Children's Slippers- 6mo (H)	134
Buy Men's Jeans- \$100+- 1yr (A)	134
Buy Running/Jogging Shoes- \$50+- 1yr (A)	134
Buy Tennis Equipment- 1yr (A)	134
Buy Women's Designer Jeans- <\$100- 1yr (A)	134
Buy Women's Designer Jeans- 1yr (A)	134
Domestic Travel by Rental Car- 1yr (A)	134
Domestic Travel- Use Travel Agent- 1yr (A)	134
Re-used or recycled Electronic Equipment- 1mo (H)	134
Shop at Best Buy- 1yr (A)	134
Shop at Pottery Barn- 3mo (A)	134
Use Quick Service Copy/Printing- 6mo (A)	134
Visit Any Disney World Park (FL)- 1yr (A)	134
Buy Children's Dress Shoes- 6mo (H)	133

LifeStyler Attribute Title	Index
Buy Clothing by Internet- 1yr (A)	133
Buy Collectables by Internet- 1yr (A)	133
Buy from Fuddruckers- 6mo (A)	133
Buy Hip Hop Music- 6mo (A)	133
Buy Men's Necktie- 1yr (A)	133
Buy Novel- 1yr (A)	133
Buy Shoes/Footwear by Internet- 1yr (A)	133
Buy Tennis Shoes- \$50+- 1yr (A)	133
Download Any Audio- 6mo (A)	133
See Adventure Movie at Theater- 6mo (A)	133
See Family Movie at Theater- 6mo (A)	133
See Fantasy Movie at Theater- 6mo (A)	133
Stay at Courtyard (by Marriott) on Vacation- 1yr (A)	133
Use Social Network to Meet or network with professional contac	133
Affiliated with Other Political Party (A)	132
Buy 80s Pop Music- 6mo (A)	132
Buy Adidas Shoes- 1yr (A)	132
Buy from Fast Food Deli Restaurant- 6mo (A)	132
Buy Women's Sweaters- \$100+- 1yr (A)	132
Go Ice Skating- 1yr (A)	132
See Comedy Movie at Theater- 6mo (A)	132
Shop at CVS Pharmacy/Long Drugs- 6mo (A)	132
Buy Aerobic/Fitness Shoes- \$50+- 1yr (A)	131
Buy Audiobooks- 6mo (A)	131
Buy Canvas Shoes- 1yr (A)	131
Buy from T.G.I. Friday's- 6mo (A)	131
Buy Personal/Business Self-Help Books- 1yr (A)	131
Buy Running/Jogging Shoes- 1yr (A)	131
Buy Shoes for Child 0-5 Years Old- 6mo (H)	131
Buy Swing Sets- 1yr (A)	131
Domestic Travel to NY/PA/NJ- 1yr (A)	131
Listen Hip Hop- 6mo (A)	131
Listen Rap - 6mo (A)	131
Own Sports watch/Chronograph (A)	131
See Drama Movie at Theater- 6mo (A)	131
Shop at Old Navy- 3mo (A)	131
Shop at Staples- 1yr (A)	131
Buy Books from barnes&noble.com (A)	130
Buy Children's Sandals- 6mo (H)	130
Buy Dress Boots- 1yr (A)	130
Buy Flowers by Phone/Internet- Any Amount- 6mo (A)	130
Buy Hard Rock Music- 6mo (A)	130
Buy Men's Dress Shirt- 1yr (A)	130
Buy Men's Swimsuit- 1yr (A)	130
Buy Slippers- 1yr (A)	130

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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Domestic Travel- Last Trip by Rental Car- 1yr (A)	130
Download Video Game- 1mo (A)	130
Go to Live Theater- 1yr (A)	130
I am Interested in Watching Video Clips on My Cell Phone- Agree	130
Listen R&B - 6mo (A)	130
Own Racquetball Equipment (A)	130
See Rated PG-13 Movie at Theater- 6mo (A)	130
Buy Aerobic/Fitness Shoes- 1yr (A)	129
Buy Children's Bicycles- 1yr (A)	129
Buy Children's Clothes- 6mos (H)	129
Buy from Panera Bread- 6mo (A)	129
Buy from Popeyes- 6mo (A)	129
Buy from White Castle- 6mo (A)	129
Buy Women's Blazer- 1yr (A)	129
Do Weight Lifting- 1yr (A)	129
Domestic Travel to DE/MD/DC- 1yr (A)	129
Domestic Travel to North East Region- 1yr (A)	129
Domestic Vacation- National Park- 1yr (A)	129
Go Dancing- 1yr (A)	129
Go Scuba/Skin Diving/Snorkeling- 1yr (A)	129
Order Any Items by Internet- \$50+- 1yr (A)	129
Order from Other Department/Specialty Store Website- 1yr (A)	129
Order from ProFlowers Website- 1yr (A)	129
Play Chess- 1yr (A)	129
Shop at Office Max- 1yr (A)	129
Travel to Bahamas- 3yr (A)	129
Buy Classic Rock Music- 6mo (A)	128
Buy from T.G.I. Friday's- 1mo (A)	128
Buy Gift Cards/Prepaid Cards from Department Store- 6mo (A)	128
Buy Men's Dress Shirt- <\$100- 1yr (A)	128
Definitely/Probably Buy Giant flat screen/HDTV- 1yr (A)	128
Go to the Beach- 1yr (A)	128
I Think of My Mobile Phone as a Source of Entertainment- Agree	128
Rented Video Mail Order - 1mo (A)	128
Re-used or recycled Other Glass items- 1mo (H)	128
Shop at Eddie Bauer- 3mo (A)	128
Shop at TJ Maxx- 3mo (A)	128
Use Social Network to gain access to VIP or Members-Only event	128
Buy from Dunkin Donuts- 1mo (A)	127
Buy from Fast Food Breakfast Restaurant- 6mo (A)	127
Buy from Popeyes- 1mo (A)	127
Buy Music & Other Audio from Other Internet/Online Sites (A)	127
Buy Women's Casual Slacks- \$100+- 1yr (A)	127
Buy Women's Skirts- 1yr (A)	127
Definitely/Probably Buy Home Theater System- 1yr (A)	127

LifeStyler Attribute Title	Index
Do Aerobic Exercise- 1yr (A)	127
Do Painting/Drawing- 1yr (A)	127
Download 1 Audio- 6mo (A)	127
Exercise at Other Facility- 2+ Times/wk- 1yr (A)	127
Order from Victorias Secret Website- 1yr (A)	127
Own Mountain Bicycle (A)	127
Rent/Buy Family/Kid Video- 1mo (A)	127
Re-used or recycled Other Plastic Items- 1mo (H)	127
Shop at Home Depot- 1yr (A)	127
Shop at Victoria's Secret- 3mo (A)	127
Stay at Hilton on Vacation- 1yr (A)	127
Buy Aerobic/Fitness Shoes- <\$50- 1yr (A)	126
Buy Books from Other Internet/Online Sites (A)	126
Buy from Dunkin Donuts- 6mo (A)	126
Definitely/Probably Take Cruise- 1yr (A)	126
Domestic Travel- <\$3K- 1yr (A)	126
Domestic Vacation- Go Shopping- 1yr (A)	126
Go Casino Gambling- 1yr (A)	126
Go Hiking- 1yr (A)	126
Go Mountain Bicycling- 1yr (A)	126
I would feel disconnected without the Internet- Agree (A)	126
Order Any Items by Internet- 1yr (A)	126
Redeem Coupons at Drug Store- 3mo (A)	126
Re-used or recycled Glass Bottles- 1mo (H)	126
Shop at Rite Aid Pharmacy- 6mo (A)	126
Stay at Marriott on Vacation- 1yr (A)	126
Take Adult Education Course- 1yr (A)	126
Use Laundry/Laundromat- 6mo (A)	126
Use Social Network to Follow the activities of my friends/family	126
Visited or Used a Social-networking site-1mo (A)	126
Affiliated with Democratic Political Party (A)	125
Buy Action Figures- 1yr (A)	125
Buy Asics Shoes- 1yr (A)	125
Buy Contemporary Christian Music- 6mo (A)	125
Buy from Fast Food Restaurant- Child Decides- 6mo (A)	125
Buy from White Castle- 1mo (A)	125
Buy Jewelry/Watches by Internet- 1yr (A)	125
Buy Johnston & Murphy Shoes- 1yr (A)	125
Buy Men's Dress Slacks- 1yr (A)	125
Buy Nike Shoes- 1yr (A)	125
Buy Women's Dress- 1yr (A)	125
Download 30+ Individual Songs- 6mo (A)	125
Go Road Bicycling- 1yr (A)	125
Go Roller Skating- 1yr (A)	125
Go Sailing- 1yr (A)	125

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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Go to Bar/Nightclub- 1yr (A)	125
I Would Pay Mthly Subscription Fee to Receive Live TV on Cell Ph	125
Listen Audiobooks- 6mo (A)	125
Order from ebay.com- 1yr (A)	125
Own Tennis Equipment (A)	125
Play Racquetball- 1yr (A)	125
Stay at Holiday Inn on Vacation- 1yr (A)	125
The Internet is a main source of entertainment for me- Agree (A)	125
Use Social Network to find info about news/other current events	125
Use Social Network to Keep in touch with family/friends - Import	125
Use Social Network to receive exclusive offers/coupons/discount	125
Visit Any Busch Gardens Park- 1yr (A)	125
Buy Basketball Shoes- 1yr (A)	124
Buy Dress Shoes- 1yr (A)	124
Buy Paperback Book- 1yr (A)	124
Domestic Travel During July-September- 1yr (A)	124
Domestic Vacation- Go Skiing- 1yr (A)	124
Go Backpacking- 1yr (A)	124
Go Bicycling- 1yr (A)	124
Go Dancing- 1+ Times/mo- 1yr (A)	124
Go In-Line Skating- 1yr (A)	124
Go to Movie- 1+- 6mo (A)	124
Go Whitewater Rafting- 1yr (A)	124
Heavy Book Buyer- 1yr (A)	124
I am interested in watching live TV on my cell phone: Agree (A)	124
I like to keep my personal internet pgs updated w/ info about m	124
Shop at Convenience Store in Evening- 6mo (A)	124
Buy Coach Shoes- 1yr (A)	123
Buy Educational Toys- 1yr (A)	123
Buy Gift Cards/Prepaid Cards 7+ Times- 6mo (A)	123
Buy Hardcover Book- 1yr (A)	123
Buy Pet Products by Internet- 1yr (A)	123
Buy Sperry Shoes- 1yr (A)	123
Buy VISA Gift Cards/Prepaid Cards- 6mo (A)	123
Buy Women's Blouses/Shirts- \$100+- 1yr (A)	123
Buy/Rent TV Show Video- 1mo (A)	123
Domestic Travel- Any Vacation Trip- 1yr (A)	123
Domestic Travel to ME/NH/VT- 1yr (A)	123
Go Bowling- 1yr (A)	123
Go to Music/Dance Performance- 1yr (A)	123
I am Very Interested in the Fine Arts- Agree (A)	123
I Regularly Eat Organic Foods- Agree (A)	123
I Would Receive Ads on My Cell Phone for Lower Mthly Costs- Ag	123
I Would Receive Ads on My Cell Phone in Exchange for Services-	123
Listen 80s Pop- 6mo (A)	123

LifeStyler Attribute Title	Index
Play Basketball- 1yr (A)	123
Use Social Network to Reconnect with people from my past- Imp	123
Buy Any Music & Other Audio- 6mo (A)	122
Buy Baby Furniture/Equipment- 6mo (H)	122
Buy Fine Bracelet- 1yr (A)	122
Buy from Hooters- 6mo (A)	122
Buy Men's All-Weather Coat- 1yr (A)	122
Buy Music from Mail Order (A)	122
Buy Running/Jogging Shoes- <\$50- 1yr (A)	122
Buy Science Fiction Book- 1yr (A)	122
Buy Women's Jeans- \$100+- 1yr (A)	122
Domestic Travel- Any Trip- 15+ Nights- 1yr (A)	122
Domestic Travel During January-March- 1yr (A)	122
Foreign Travel by Car- 3yr (A)	122
Go Cross Country Skiing- 1yr (A)	122
Grocery Store- Travel 1-2 Miles (A)	122
Instant Messenger Keeps Me in Touch With My Friends- Agree (A)	122
Like to Take Risks when Investing for Chance of High Return- Agr	122
Own Camp Stove (H)	122
Shop at Acme- 1mo (A)	122
Shop at Walgreens- 6mo (A)	122
Spend \$200+ on Children's Toys- 1yr (A)	122
Spend \$40+ at Barber Shop- 6mo (A)	122
Text Messaging is an Important Part of My Daily Life- Agree (A)	122
Use Social Network to find info about a move, TV station or shov	122
Volunteered for Charitable Organization- 1yr (A)	122
Buy Aerosoles Shoes- 1yr (A)	121
Buy Any Athletic Shoes- \$50+- 1yr (A)	121
Buy Area Rugs- 1yr (H)	121
Buy Fine Jewelry- \$400+- 1yr (A)	121
Buy Women's Raincoat- 1yr (A)	121
Contribute to PBS- 1yr (A)	121
Domestic Travel- Any Trip- 500+ Miles- 1yr (A)	121
Domestic Travel During October-December- 1yr (A)	121
I Enjoy Being the Center of Attention- Agree (A)	121
I Enjoy Customizing the Look and Sound of My Cell Phone- Agree	121
Like to Share My Opinions on Products/Services Posting Reviews	121
Listen Blues- 6mo (A)	121
Own Road Bicycle (A)	121
Own Tent (H)	121
Re-used or recycled Other Paper- 1mo (H)	121
Use Professional Pet Daycare Services-1yr (H)	121
Use Social Network to Rate or review a product or service- Impo	121
Use the Internet to Buy Hard-to-Find Products - Agree (A)	121
Any Domestic Travel- 1yr (A)	120

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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Buy Action Games- 1yr (A)	120
Buy Any Books- 1yr (A)	120
Buy Camping Equipment- 1yr (H)	120
Buy from Denny's- 6mo (A)	120
Buy from Fuddruckers- 1mo (A)	120
Buy from Joe's Crab Shack- 1mo (A)	120
Buy Kitchen/Dining Room Furniture- 1yr (H)	120
Buy Table/Floor Lamp- 1yr (H)	120
Buy Women's Gloves- 1yr (A)	120
Dine Out- <1 Times/mo- 1yr (A)	120
Going online is one of my favorite things to do with my free time	120
I am Among First of my Friends to try new Technology Products-	120
I Expect quality of video on cell phone to be equal to TV- Agree (120
I Like to Learn About Foreign Cultures- Agree (A)	120
I Would Buy RX Drugs from Other Countries- to Save Money- Agr	120
Like to Compare Sites Prices Before Purchasing Online - Agree (A	120
My Cell Phone is an Extension of My Personality- Agree (A)	120
Own Sleeping Bag (H)	120
Rather Book a Trip over the Internet than Meet Travel Agent- Ag	120
Re-used or recycled Batteries- 1mo (H)	120
Willing to Pay More for a Flight on my Favorite Airline- Agree (A)	120
Buy Any Children's Toys- 1yr (A)	119
Buy Builder Sets- 1yr (A)	119
Buy Cross Training Shoes- <\$50- 1yr (A)	119
Buy Fine Necklace- 1yr (A)	119
Buy Hiking/Backpacking Boots- \$50+- 1yr (A)	119
Buy Men's Sweatpants- 1yr (A)	119
Buy Women's Skirts- <\$100- 1yr (A)	119
Buy Women's T-Shirt- 1yr (A)	119
Definitely/Probably Buy Digital Video/Digital Camera- 1yr (A)	119
Domestic Travel- \$3K+- 1yr (A)	119
Domestic Travel to UT/CO- 1yr (A)	119
I Buy Vehicles that Reflect my Commitment to the Environment-	119
I Consider Myself Sophisticated- Agree (A)	119
I Don't Allow Junk Food in my Home- Agree (A)	119
I Purchase Most Expensive Model with all Luxury Options- Agree	119
I Would Use Internet on My Cell More Often if the Web Loaded I	119
Often Save Money by Buying Previously Used Items Online - Agr	119
Only Purchase Products Online When I Have Coupon or Promo C	119
Order from Eddie Bauer Website- 1yr (A)	119
Play Softball- 1yr (A)	119
Re-used or recycled Plastic Bottles- 1mo (H)	119
Risk-taking is Exciting to Me- Agree (A)	119
Shop at Stop 'N Shop- 1mo (A)	119
Typically Read Online Reviews Before Purchasing Online - Agree	119

LifeStyler Attribute Title	Index
Use Social Network to find local information - Important (A)	119
Will Keep Landline Telephone Even if Cell Service Improves- Agre	119
Buy Automotive Products by Internet- 1yr (A)	118
Buy Computer Book- 1yr (A)	118
Buy Crocs Shoes- 1yr (A)	118
Buy Gift Cards/Prepaid Cards \$100+- 6mo (A)	118
Buy Men's Lightweight Jacket- 1yr (A)	118
Buy Other Type of Gift Cards/Prepaid Cards- 6mo (A)	118
Buy Plush Dolls/Animals- 1yr (A)	118
Buy Toy Cars- 1yr (A)	118
Cruise on Princess- 3yr (A)	118
Definitely/Probably Buy Laptop Computer- 1yr (A)	118
Dine Out- 1+ Times/wk- 1yr (A)	118
Domestic Travel During April-June- 1yr (A)	118
I Find the Ups and Downs of the Financial Markets Exciting- Agre	118
I Strive to Achieve a High Social Status- Agree (A)	118
Likely to Buy Blu-ray Player- 1yr (A)	118
Offer of Free Shipping Attracts Me to Shopping Site - Agree (A)	118
Order Any Items by Mail/Phone- \$200+- 1yr (A)	118
Order from Lands End Website- 1yr (A)	118
Over the Counter Medications are Safer than RX Drugs- Agree (A	118
Play Volleyball- 1yr (A)	118
Prefer Products With the Latest Technology- Agree (A)	118
Radio Ads Are Alike- Agree (A)	118
Rent/Buy Exercise Video- 1mo (A)	118
Shop at Radio Shack- 1yr (A)	118
Travel to Other Caribbean Islands- 3yr (A)	118
Use Non-Toxic/Biodegradable All Purpose Household Cleaner- 6r	118
Use Social Network to find out about products and services - Im	118
Use Social Network to find people with interests similar to mine-	118
Use Social Network to show support for favorite companies/brar	118
Will Buy on Credit Rather than Wait- Agree (A)	118
Buy Children's Toys for Child 6-11 years old- 1yr (A)	117
Buy from Fast Food Mexican Restaurant- 6mo (A)	117
Buy from Houlihan's- 6mo (A)	117
Buy Men's Wallet- 1yr (A)	117
Buy Music from Electronics Store (A)	117
Buy Music from Music Store (A)	117
Buy Women's Dresses- <\$100- 1yr (A)	117
Buy Women's Sports Bra- 1yr (A)	117
Buy Women's Sweater- 1yr (A)	117
Buy Women's Sweatpants- 1yr (A)	117
Celebrity Endorsement May Influence Buying Product- Agree (A)	117
Definitely/Probably Buy Desktop Computer- 1yr (A)	117
Do Photography- 1yr (A)	117

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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Find Tech/Electronics Product I like- I Recommend to Others- Ag	117
I Would Use Internet on My Cell More Often if it were Easier to f	117
Influenced by What's Hot and What's Not- Agree (A)	117
Its Worth it to Pay more for Higher Quality Hotel Accommodatio	117
Listen Classic Rock- 6mo (A)	117
Listen Light Classical - 6mo (A)	117
One Mobile Device that Can do Everything is Very Convenient- A	117
Order Any Items by Mail/Phone- 1yr (A)	117
Order from Other Department/Specialty Store Catalog- 1yr (A)	117
Own Piano (H)	117
People Ask Me for Purchasing Advice- Agree (A)	117
Prefer Purchasing Items Online for Set Price vs. Bidding in Auctio	117
Prefer To Shop At Specialized Stores- Agree (A)	117
Re-used or recycled Plastic Bags- 1mo (H)	117
Use Grocery Store Loyalty Card- 1mo (A)	117
Use Non-Toxic/Biodegradable Glass/Surface Cleaners- 6mo (H)	117
Buy Clothing/Apparel by Mail/Phone- 1yr (A)	116
Buy from Domino's Pizza- 1mo (A)	116
Buy from Krispy Kreme Doughnuts- 6mo (A)	116
Buy Lawn/Porch Furniture- \$100+- 1yr (H)	116
Buy Men's Belt- 1yr (A)	116
Buy Men's Dress Slacks- <\$100- 1yr (A)	116
Buy Merrel Shoes- 1yr (A)	116
Buy Sandals- 1yr (A)	116
Buy Watches- \$300+- 1yr (A)	116
Buy Water Toys- 1yr (A)	116
Buy Women's Dress Slacks- 1yr (A)	116
Buy Women's Swimsuit- 1yr (A)	116
Domestic Travel- Any Trip- <500 Miles- 1yr (A)	116
Domestic Travel to FL- 1yr (A)	116
Domestic Vacation- Go to Beach- 1yr (A)	116
Go to Movie- <1 Time/mo- 3mo (A)	116
Grocery Shop- \$150+- 1wk (H)	116
I am Willing to Pay More for Top Quality Electronics- Agree (A)	116
I Like to Live a Lifestyle that Impresses Others- Agree (A)	116
I Understand How to Use Most of the Features on My Cell Phone	116
I Would Continue Working Even If I Won the Lottery- Agree (A)	116
My Goal is to Make it to the Top of My Profession- Agree (A)	116
Order from Walmart.com- 1yr (A)	116
Own Weight Lifting Equipment (A)	116
Play Baseball- 1yr (A)	116
Play Musical Instrument- 1yr (A)	116
Re-used or recycled Other Metal items- 1mo (H)	116
Shop at Sears- 3mo (A)	116
The Internet is a great way to actually buy products- Agree (A)	116

LifeStyler Attribute Title	Index
Buy Any Gift Card- 6mo (A)	115
Buy Any Gift Cards/Prepaid Cards- 6mo (A)	115
Buy Costume Necklace- 1yr (A)	115
Buy Cross Training Shoes- 1yr (A)	115
Buy Family Room Furniture- 1yr (H)	115
Buy Flowers at Flower Shop- 6mo (A)	115
Buy from International House of Pancakes (IHOP)- 6mo (A)	115
Buy from Schlotzsky's Deli- 6mo (A)	115
Buy Men's Nightwear- 1yr (A)	115
Buying Electronics- Do As Much Research as Possible- Agree (A)	115
Convenience Store Shopping- <\$51- 1mo (A)	115
Dine Out- 1-3 Times/mo- 1yr (A)	115
Dine Out- 1yr (A)	115
Go Swimming- 1yr (A)	115
I am Typically Willing to Pay More for High-Quality Items- Agree	115
I Carry My Cell Phone Everywhere I Go- Agree (A)	115
I Feel I am More Environmentally Conscious than Most- Agree (A)	115
I Would Text Message More Often if it Were Easier to Type- Agr	115
I Would Use Internet on My Cell More Often if it were Less Expe	115
Juggling Family and Work Demands Is Very Stressful for Me- Agr	115
My Kids Have an Impact on the Brands I Choose- Agree (A)	115
Order from Other Catalog or Mail Order Service Website- 1yr (A)	115
Order from Teleflora Website- 1yr (A)	115
Radio Ads Have No Credibility- Agree (A)	115
Redeem Coupons at Drug Store- 1yr (H)	115
Shop at BJ's Wholesale Club- 1mo (A)	115
Shop at BJ's Wholesale Club- 6mo (A)	115
Shop at Talbots- 3mo (A)	115
Use Barber Shop- 6mo (A)	115
Will Pay More for Environmentally Safe Product- Agree (A)	115
Better to Put Money in Low-risk- Even if Return not as Great- Ag	114
Buy Any Watch- 1yr (A)	114
Buy Children's Toys for Child 12-17 years old- 1yr (A)	114
Buy Costume Bracelet- 1yr (A)	114
Buy Electronic Games- 1yr (A)	114
Buy Fine Earrings- 1yr (A)	114
Buy from Denny's- 1mo (A)	114
Buy from Fast Food Mexican Restaurant- 1mo (A)	114
Buy Gift Cards/Prepaid Cards <\$100- 6mo (A)	114
Buy Men's T-Shirt (Not Undershirt)- 1yr (A)	114
Buy Women's Blouse/Shirt- 1yr (A)	114
Buy Women's Cloth Coat- 1yr (A)	114
Buy Women's Purse/Handbag- 1yr (A)	114
Check Ingredients/Nutrition of Food Before Buy- Agree (A)	114
Concerned about Family Health When Buying Natural Products-	114

Source Nielsen PRIZM MRI Profiles
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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Contribute to Organizations \$100-\$249- 1yr (A)	114
Definitely/Probably Buy Portable DVD player- 1yr (A)	114
Expect Brands I Buy to support Social Causes-Agree (A)	114
First of My Friends to Try New Products/Services- Agree (A)	114
Global Warming is a Serious Threat- Agree (A)	114
Go Camping- 1yr (A)	114
Grocery Shop- 3 Times- 1wk (A)	114
I Often Find Myself in a Leadership Position- Agree (A)	114
I Would Text Message More Often if it Were Less Expensive- Agr	114
Internet Ads Have No Credibility- Agree (A)	114
Magazine Ads Are Alike- Agree (A)	114
Order from L.L.Bean Catalog- 1yr (A)	114
Own Bowling Ball (A)	114
Shop at Kohl's- 3mo (A)	114
The Internet is a good way to meet new people- Agree (A)	114
Think Shopping Is a Great Way to Relax- Agree (A)	114
Use Social Network to Meet new friends - Important (A)	114
Advertisements on Cell Phones are Annoying- Agree (A)	113
Buy Any Fine Jewelry- 1yr Any (A)	113
Buy Any Jewelry or Watch- 1yr (A)	113
Buy Automotive Products by Mail/Phone- 1yr (A)	113
Buy Blues Music- 6mo (A)	113
Buy Casual/Leisure Shoes- 1yr (A)	113
Buy Cookbook- 1yr (A)	113
Buy from Fast Food Chicken Restaurant- 6mo (A)	113
Buy from Outback Steakhouse- 6mo (A)	113
Buy Gift Cards/Prepaid Cards from Restaurant - 6mo (A)	113
Buy Infant Toys- 1yr (A)	113
Buy Men's Sports Jacket- 1yr (A)	113
Buy Watches- <\$300- 1yr (A)	113
Choosing Available Cell-Phone Models- Important (A)	113
Company's Environment Record Important in Purchase Decision:	113
Definitely/Probably Buy Large flat screen/HDTV- 1yr (A)	113
Don't Have Time to Save Coupons- Agree (A)	113
Environmental Safety More Important than Convenience- Agree	113
Exercise at Home- 2+ Times/wk- 1yr (A)	113
Grocery Shop in Evening (A)	113
I Enjoy Showing Off My Home to Guests- Agree (A)	113
I Follow a Regular Exercise Routine- Agree (A)	113
I Often Use My Cell Phone to Make Phone Calls from My Home-	113
I Only Answer My Cell Phone When I Know Who is Calling- Agree	113
Internet Ads Appear at Inconvenient Moments- Agree (A)	113
Internet Ads Are Alike- Agree (A)	113
Internet Ads Give Useful Info on Bargains- Agree (A)	113
Make In-Home Clothing Purchase- 6mo (A)	113

LifeStyler Attribute Title	Index
Newspaper Ads Are Alike- Agree (A)	113
Often Annoyed By Others Talking Loudly on Cell Phones in Public	113
Often Seek Advice of Others Before Buying- Agree (A)	113
Pay Extra For a Product that Suits My Image- Agree (A)	113
Read a Book- 1yr (A)	113
Shop at Wawa- 6mo (A)	113
The Internet allowed me to learn things I probably wouldn't hav	113
The Internet is a great way to communicate with family/friends-	113
The Internet is great to get info on products/services I might buy	113
Buy Children's Toys for Child <6years old- 1yr (A)	112
Buy Collectors items (coins, stamps, etc.)s by Mail/Phone- 1yr (A)	112
Buy Compact Discs (CDs) 2-4 times- 6mo (A)	112
Buy Dress Watch- 1yr (A)	112
Buy from Buffalo Wild Wings- 1mo (A)	112
Buy from Fast Food Subs Restaurant- 6mo (A)	112
Buy High Ticket Sport Equipment- 1yr (A)	112
Buy Mattress- \$250+- 1yr (H)	112
Buy Pet Products/Supplies by Mail/Phone- 1yr (A)	112
Buy Rockport Shoes- 1yr (A)	112
Buy Table Setting- 1yr (A)	112
Buy Tricycles- 1yr (A)	112
Buy Women's Blouses/Shirts- <\$100- 1yr (A)	112
Buy Women's Dress Slacks- <\$100- 1yr (A)	112
Buy Women's Sweaters- <\$100- 1yr (A)	112
Change Brands Often for Variety/Novelty- Agree (A)	112
Choosing Available Cell-Service Plans- Important (A)	112
Concerned about Environment When Buying Natural Products- A	112
Find a Great Vacation- I Recommend to Others- Agree (A)	112
I am Interested in Finding Out How I Can Help the Environment-	112
I am more likely to buy brands that support a cause that I care al	112
I Prefer Alternative Medicine to Traditional Practices- Agree (A)	112
I Prefer Picking up Quick Meals to Cooking Meals- Agree (A)	112
I Seek Out Variety in My Everyday Life- Agree (A)	112
Listen New Age - 6mo (A)	112
Only buy food items that are name-brand- not generic brands- A	112
Other Interests are Equally Important as Family- Agree (A)	112
Receive/Clip Coupons from Preferred Customer/Loyalty Card (H)	112
Re-used or recycled Aluminum Beverage Cans- 1mo (H)	112
Shop at Bath & Body Works- 3mo (A)	112
Spend <\$200 on Children's Toys- 1yr (A)	112
Spender Rather than a Saver- Agree (A)	112
Travel to Virgin Islands- 3yr (A)	112
Use Social Network to Play games- Important (A)	112
Annoyed by all of the Signs in Stores- Agree (A)	111
Buy Brands that Reflect My Style- Agree (A)	111

Source Nielsen PRIZM MRI Profiles
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Municipality Report

LifeStyler Report City of Elk Grove Dominant Segments Selected Segments (# 4, 7, 17, 18, 21, 26, 29, 31, 52)

LifeStyler Attribute Title	Index
Buy Costume Earrings- 1yr (A)	111
Buy Cross Training Shoes- \$50+- 1yr (A)	111
Buy Easy Listening Music- 6mo (A)	111
Buy from Big Boy- 6mo (A)	111
Buy from Carlinos Italian- 1mo (A)	111
Buy from Chili's Grill & Bar- 6mo (A)	111
Buy from Domino's Pizza- 6mo (A)	111
Buy from Other Family Restaurants/Steak Houses- 1mo (A)	111
Buy from Subway- 6mo (A)	111
Buy Gift Cards/Prepaid Cards from Mall- 6mo (A)	111
Buy Men's Sports Shirt- 1yr (A)	111
Buy Naturalizer Shoes- 1yr (A)	111
Buy Women's Pants Suit- 1yr (A)	111
Choosing Cell-Customer Service- Important (A)	111
Choosing Cell-Service Coverage Area- Important (A)	111
Definitely/Probably Visit Florida- 1yr (A)	111
I am Happy with my Weight- Agree (A)	111
I Consider Myself Outspoken- Agree (A)	111
I Prefer Popular Brand-Name Drugs- Even if They Cost More- Agr	111
I Smell Personal Care and Household Products in Store Before I B	111
I Would Use Text Messaging if I Knew How to do it- Agree (A)	111
Last-minute travel specials are a great way to get a bargain- Agr	111
Listen Hard Rock- 6mo (A)	111
Magazine Ads Are Repeated too Often- Agree (A)	111
Make In-Home Purchase \$150- 6mo (A)	111
Order Any Items by Mail/Phone- \$50+- 1yr (A)	111
Planning a vacation is just as much fun as the trip itself- Agree (A)	111
Radio Ads Appear at Inconvenient Moments- Agree (A)	111
Radio Ads Are Repeated too Often- Agree (A)	111
Rebates/incentives strongly influence new vehicle purchasing de	111
Re-used or recycled Newspapers- 1mo (H)	111
Sometimes My Cell Phone Makes Me Feel that I am Too Availabl	111
The Internet is a good thing, but I worry too much tech. can be b	111
Try to Eat Healthy and Pay Attention to my Nutrition- Agree (A)	111
Always Looking for New Ways to Live Healthier Life- Agree (A)	110
Brand Name is the Best Indication of Quality- Agree (A)	110
Buy Any Shoes (Not Athletic)- 1yr (A)	110
Buy Construction Toys- 1yr (A)	110
Buy Craft Supplies by Internet- 1yr (A)	110
Buy Fine Jewelry- <\$400- 1yr (A)	110
Buy from Subway- 1mo (A)	110
Buy Men's Casual Slacks- 1yr (A)	110
Buy Skechers Shoes- 1yr (A)	110

LifeStyler Attribute Title	Index
Do Barbecuing- 1yr (A)	110
Do Entertaining at Home- 1yr (A)	110
Find Food Product Like- I Recommend to Others- Agree (A)	110
Go Walking for Exercise- 1yr (A)	110
Government Should Pay More Attention to Environmental Issue:	110
I am so Busy I Often can't Finish Everything I Need to do in a Day	110
I Consider Myself to be Very Sociable- Agree (A)	110
I Tend to Make Impulse Purchases- Agree (A)	110
In General- I Think Herbal Supplements are Effective- Agree (A)	110
Internet Ads Are Repeated too Often- Agree (A)	110
Internet Ads Give Good Info on New Products/Services- Agree (A)	110
Internet Ads Give Good Information on Consumer Product Use-	110
Magazine Ads Are Amusing- Agree (A)	110
Magazine Ads Have No Credibility- Agree (A)	110
My Cultural/Ethnic Heritage is an Important Part of Who I Am- A	110
My Philosophy is Life Should be as Much Fun as Possible- Agree (A)	110
Newspaper Ads Have No Credibility- Agree (A)	110
Shop at Fred Meyer- 1mo (A)	110
Stay at Ramada Inn on Vacation- 1yr (A)	110
Travel/Hotel Discounts Strong Influence Where I Travel/Stay- Ag	110
Wait for Others to Try Things Before I Buy- Agree (A)	110
Will Pay More for a Brand I Trust- Agree (A)	110
Will Switch Brands to Use a Cents-Off Coupon- Agree (A)	110
Ads Are More Manipulative Than Informative- Agree (A)	109
Buy Based on Quality- Not Price- Agree (A)	109
Buy Big Ticket Furniture- 1yr (H)	109
Buy from Family Restaurants/Steak Houses on Weekends- 1mo (A)	109
Buy from Papa John's- 6mo (A)	109
Buy Low Ticket Furnishing- 1yr (H)	109
Buy Men's Sweatshirt- 1yr (A)	109
Buy Model Kits- 1yr (A)	109
Buy Mystery Book- 1yr (A)	109
Buy Pre-School Toys- 1yr (A)	109
Convenience Store- Buy Juice Drink- 1mo (A)	109
Enjoy Wandering Store for New and Interesting Products- Agree	109
Favorite Grocery Store Offers Low Prices every day- Agree (A)	109
Grocery Shop at Various Times of Day (A)	109
I Purchase Products to Help Organize My Life- Agree (A)	109
I Work Primarily for the Salary- Agree (A)	109
Important How Personal Care and Household Products Smell- Ag	109
Internet Ads Are Amusing- Agree (A)	109
Own Home Office Furniture (H)	109
Play Billiards/Pool- 1yr (A)	109

RETAILER RANKINGS



Retailer Rankings

The previous list focuses on just the *selected* targeted segments while the following report looks at both market areas and analyzes the tendencies specifically for retailers, grocery, convenience and restaurants for *all* of the household segments that are represented. This form of analysis will ensure that all of your customers are represented by including any of the 66 segments that have a household count in this geography.

The following reports are a ranking by Index of retailers, grocery, convenience and restaurant profiles that the resident households and workplace population in the defined market areas have a propensity to frequent. Any Index over 100 is indication that these consumers have a higher propensity than the average US household for shopping at or buying from the specified profile. The higher the Index the greater the potential of customers for stores of that type in the specified area.

Two reports are provided and compare the resident household (HH) and workplace population (WP) results. One report is listed by Index, as partially shown below, while the second report lists by Index within category of retail type.

Below is a snapshot of the highest ranking profiles for the City, sorted by HH Index.

LifeStyler Attribute Title	City Index	WP City Index	GTA Index	WP GTA Index
Shop at Ralphps, 1mo (A)	271	230	195	125
Shop at Saks Fifth Avenue,3mo (A)	238	243	140	106
Shop at H&M,3mo (A)	237	252	151	113
Shop at Nordstrom,3mo (A)	235	224	145	111
Shop at Banana Republic,3mo (A)	232	185	140	105
Shop at Dominick's Finer Food, 1mo (A)	232	168	179	115
Shop at Nordstrom Rack,3mos (A)	228	167	146	108
Shop at Bloomingdale's,3mo (A)	223	189	149	105
Shop at Waldbaum's, 1mo (A)	216	152	163	116
Shop at Whole Foods (A)	215	181	138	110
Shop at Pathmark, 1mo (A)	201	173	171	110
Shop at Trader Joe's, 1mo (A)	201	170	143	115
Shop at A&P Food Stores, 1mo (A)	199	164	135	105
Shop at Forever 21,3mo (A)	199	254	142	114
Shop at Vons, 1mo (A)	198	160	165	118
Shop at The Gap,3mo (A)	193	153	139	106
Shop at Express,3mo (A)	191	174	130	106
Shop at Food4Less, 1mo (A)	191	189	191	119
Shop at Crate & Barrel,3mo (A)	190	102	138	107
Shop at Macy's,3mo (A)	182	179	138	114

Strong
Moderate
Average & below



Any Index over 100 is indication that these stores could potentially perform well in this market. The higher the Index indicates the greater the potential of customers for stores of that type in this trade area. A score of 150 or greater is considered **Strong**, while scores above 110 up to 150 are **Moderately Strong**. Scores below 110 are **Average** and those below 100 are considered **Weak**.

Note that all of the retailers and restaurants used in our study may not exist in every market, or profiles may not exist for every retailer in your specific market. It is not as important to target them precisely as it is to target their class of retail.

The following reports are provided:

All Retailers by Index in descending order (Household vs Workplace)

- City of Elk Grove
- Greater Trade Area

All Retailers by Category of Retail (Household vs Workplace)

- City of Elk Grove
- Greater Trade Area

Retailer Ranking by Index

Elk Grove, CA

Household vs Workplace Prizm - Elk Grove City

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by HH Index



LifeStyler Attribute Title	HH CITY Index	WP CITY Index	LifeStyler Attribute Title	HH CITY Index	WP CITY Index
Shop at Ralphs, 1mo (A)	271	230	Buy from Sbarro (A)	147	92
Shop at Saks Fifth Avenue,3mo (A)	238	243	Shop at The Limited,3mo (A)	146	123
Shop at H&M,3mo (A)	237	252	Buy from Boston Market (A)	145	126
Shop at Nordstrom,3mo (A)	235	224	Buy from Jack-in-the-Box (A)	145	137
Shop at Banana Republic,3mo (A)	232	185	Shop at Ann Taylor,3mo (A)	145	140
Shop at Dominick's Finer Food, 1mo (A)	232	168	Shop at Old Navy,3mo (A)	145	142
Shop at Nordstrom Rack,3mos (A)	228	167	Buy from Panera Bread (A)	144	137
Shop at Bloomingdale's,3mo (A)	223	189	Shop at Giant Eagle, 1mo (A)	144	172
Shop at Waldbaum's, 1mo (A)	216	152	Shop at Victoria's Secret,3mo (A)	143	142
Shop at Whole Foods (A)	215	181	Shop at BJ's Wholesale Club,3mo (A)	141	131
Shop at Pathmark, 1mo (A)	201	173	Shop at Modell's Sporting Goods,3mo (A)	141	113
Shop at Trader Joe's, 1mo (A)	201	170	Shop at Wawa Food Markets, 1mo (A)	140	217
Shop at A&P Food Stores, 1mo (A)	199	164	Shop at Ann Taylor Loft,3mo (A)	139	107
Shop at Forever 21,3mo (A)	199	254	Shop at Best Buy,3mo (A)	139	140
Shop at Vons, 1mo (A)	198	160	Shop at Home Depot,3mo (A)	139	144
Shop at The Gap,3mo (A)	193	153	Shop at Homegoods,3mo (A)	139	123
Shop at Express,3mo (A)	191	174	Shop at Target,3mo (A)	139	137
Shop at Food4Less, 1mo (A)	191	189	Shop at Cub Foods, 1mo (A)	138	164
Shop at Crate & Barrel,3mo (A)	190	102	Shop at J. Jill,3mo (A)	138	130
Shop at Macy's,3mo (A)	182	179	Shop at Carson Pirie Scott,3mo (A)	137	100
Shop at Disney Store,3mo (A)	178	157	Shop at SuperTarget, 1mo (A)	136	136
Shop at Costco,3mo (A)	176	177	Shop at Bed Bath & Beyond,3mo (A)	135	131
Shop at Williams-Sonoma,3mos (A)	176	110	Shop at Harris Teeter, 1mo (A)	135	94
Shop at Jewel, 1mo (A)	174	150	Shop at Ross,3mo (A)	135	128
Buy from Mimi's Cafe (A)	171	158	Buy from Popeye's (A)	133	100
Shop at Marshalls,3mo (A)	171	163	Shop at Office Max,3mos (A)	133	151
Shop at Neiman Marcus,3mo (A)	171	144	Shop at Staples,3 mo (A)	133	124
Shop at Safeway, 1mo (A)	168	134	Shop at Sav-On, 1mo (A)	132	164
Buy from Del Taco (A)	167	166	Buy from Rally's (A)	131	140
Shop at Apple Store, 3mo (A)	167	133	Buy from TGI Friday's (A)	131	128
Shop at 7-Eleven, 1mo (A)	166	153	Buy from Dunkin' Donuts (A)	130	134
Shop at Cost Plus World Market,3mos (A)	166	122	Shop at CVS, 1mo (A)	130	121
Shop at Abercrombie & Fitch,3mo (A)	164	181	Shop at Famous Footwear,3mo (A)	130	128
Shop at Kinko's,3mos (A)	164	127	Shop at Game Stop, 3mo (A)	130	157
Buy from Starbucks (A)	162	151	Shop at Toys R Us,3mo (A)	130	116
Shop at Shop Rite, 1mo (A)	162	206	Shop at CompUSA,3mo (A)	129	116
Shop at Off 5th,3mos (A)	161	171	Buy from Krispy Kreme (A)	128	103
Buy from Carl's Jr. (A)	160	129	Buy from Papa John's (A)	127	94
Buy from Einstein Bros. Bagels (A)	159	105	Buy from Baskin & Robbins (A)	126	89
Buy from Fuddruckers (A)	158	116	Buy from Denny's (A)	126	111
Shop at Office Depot,3mo (A)	157	150	Buy from IHOP (A)	126	118
Buy from Chevy's (A)	156	123	Buy from Quiznos (A)	126	125
Shop at Ethan Allen Home Interiors,3mo (A)	156	108	Buy from Romano's Macaroni Grill (A)	126	108
Shop at Urban Outfitters,3mo (A)	156	132	Buy from Chili's Grill & Bar (A)	124	134
Shop at Men's Wearhouse,3mo (A)	155	197	Shop at Stop & Shop, 1mo (A)	124	149
Shop at Champs Sporting Goods,3mo (A)	151	136	Buy from Joe's Crab Shack (A)	122	99
Shop at Foot Locker/Lady Foot Locker,3mo (A)	151	150	Buy from Blimpie (A)	121	64
Shop at Jewel-Osco, 1mo (A)	150	121	Shop at Walgreen, 1mo (A)	121	130
Buy from White Castle (A)	149	140	Shop at American Eagle Outfitters,3mo (A)	120	124
Shop at American Apparel,3mo (A)	149	128	Shop at Ashley Furniture HomeStores, 3mo (A)	120	117
Shop at Babies 'R' Us, 3mo (A)	148	141	Shop at Claire's, 3mo (A)	120	126

* Index >100 = greater propensity for behavior



Retailer Ranking by Index

Elk Grove, CA

Household vs Workplace Prizm - Elk Grove City

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by HH Index



LifeStyler Attribute Title	HH CITY Index	WP CITY Index	LifeStyler Attribute Title	HH CITY Index	WP CITY Index
Shop at Giant Food Stores, 1mo (A)	120	196	Shop at Publix, 1mo (A)	95	86
Buy from Cold Stone Creamery (A)	119	96	Buy from Church's Chicken (A)	94	103
Shop at Kohl's,3mo (A)	119	128	Buy from Pizza Hut (A)	94	94
Buy from Friendly's (A)	117	143	Shop at Speedway SuperAmerica, 1mo (A)	94	113
Shop at Sears,3mo (A)	115	113	Buy from Whataburger (A)	93	72
Shop at Eddie Bauer,3mo (A)	113	114	Buy from Burger King (A)	92	97
Buy from Little Caesars (A)	112	128	Shop at Circle K, 1mo (A)	92	79
Shop at Radio Shack,3mo (A)	112	96	Shop at Winn-Dixie, 1mo (A)	92	92
Buy from Big Boy (A)	110	127	Shop at Ace Hardware,3mos (A)	91	83
Buy from Olive Garden (A)	110	124	Shop at Walmart,3mo (A)	91	103
Shop at Lerner,3mo (A)	110	112	Buy from A&W (A)	90	66
Shop at Payless Shoes,3mo (A)	110	121	Buy from Arby's (A)	90	105
Buy from Domino's Pizza (A)	109	93	Buy from Checkers (A)	90	73
Buy from McDonald's (A)	109	120	Shop at Sam's Club,3mo (A)	90	84
Buy from Subway (A)	109	124	Shop at Vera Bradley,3mo (A)	90	88
Shop at Dillard's,3mo (A)	109	98	Buy from Krystal Hamburgers (A)	89	59
Shop at Lowe's,3mo (A)	109	119	Buy from Long John Silver (A)	87	91
Buy from Applebee's (A)	108	111	Shop at Rack Room Shoes,3mos (A)	86	82
Buy from KFC (A)	108	107	Buy from Sonic (A)	84	86
Buy from Taco Bell (A)	107	105	Shop at True Value Hardware,3mos (A)	84	80
Buy from Chick-Fil-A (A)	106	117	Buy from Bob Evans Farm (A)	83	99
Shop at Lane Bryant,3mo (A)	106	64	Buy from Golden Corral (A)	79	94
Buy from Outback Steakhouse (A)	105	85	Buy from Ruby Tuesday (A)	77	75
Buy from Red Lobster (A)	105	99	Buy from Cracker Barrel (A)	73	75
Buy from Wendy's (A)	104	104	Buy from Dairy Queen (A)	72	74
Shop at Quick Trip, 1mo (A)	104	118	Shop at CITGO Quick Mart, 1mo (A)	69	50
Shop at JCPenney,3mo (A)	103	112	Shop at Family Dollar Store, 3mo (A)	69	69
Shop at Meijer (Supermarket), 1mo (A)	100	128	Shop at BI-LO, 1mo (A)	65	29
Shop at Rooms To Go,3mos (A)	99	71	Shop at Dollar General Store, 3mo (A)	63	60
Shop at Dress Barn,3mo (A)	98	74	Buy from Captain D's (A)	61	95
Shop at Hallmark/Hallmark Gold Crown, 3mo (A)	98	102	Shop at IGA Markets, 1mo (A)	54	36
Shop at Kmart,3mo (A)	98	124	Buy from Hardee's (A)	51	65
Shop at Kroger, 1mo (A)	97	129	Shop at Food Lion, 1mo (A)	44	38

* Index >100 = greater propensity for behavior



Retailer Ranking by Index
Elk Grove, CA
Household vs Workplace Prizm - Greater Trade Area
Retailers, Restaurants and Grocery (Simmons 2014) Sorted by HH Index



LifeStyler Attribute Title	HH GTA Index	WP GTA Index	LifeStyler Attribute Title	HH GTA Index	WP GTA Index
Shop at Ralphs, 1mo (A)	195	125	Buy from Romano's Macaroni Grill (A)	129	112
Shop at Food4Less, 1mo (A)	191	119	Shop at Rooms To Go,3mos (A)	129	102
Shop at Dominick's Finer Food, 1mo (A)	179	115	Shop at Abercrombie & Fitch,3mo (A)	128	105
Shop at Pathmark, 1mo (A)	171	110	Shop at Cub Foods, 1mo (A)	127	110
Shop at Vons, 1mo (A)	165	118	Shop at Office Depot,3mo (A)	126	111
Shop at Waldbaum's, 1mo (A)	163	116	Shop at Ethan Allen Home Interiors,3mo (A)	125	105
Shop at Jewel, 1mo (A)	156	117	Shop at Urban Outfitters,3mo (A)	125	102
Shop at CompUSA,3mo (A)	151	118	Shop at SuperTarget, 1mo (A)	124	111
Shop at H&M,3mo (A)	151	113	Shop at Cost Plus World Market,3mos (A)	124	108
Shop at Modell's Sporting Goods,3mo (A)	149	108	Shop at J. Jill,3mo (A)	124	108
Shop at Bloomingdale's,3mo (A)	149	105	Buy from Denny's (A)	124	105
Shop at Jewel-Osco, 1mo (A)	147	107	Shop at Men's Wearhouse,3mo (A)	124	104
Shop at Nordstrom Rack,3mos (A)	146	108	Buy from Starbucks (A)	121	105
Shop at 7-Eleven, 1mo (A)	145	112	Shop at Safeway, 1mo (A)	121	104
Shop at Nordstrom,3mo (A)	145	111	Shop at Victoria's Secret,3mo (A)	121	103
Buy from Del Taco (A)	145	108	Shop at Williams-Sonoma,3mos (A)	121	103
Shop at Trader Joe's, 1mo (A)	143	115	Buy from Baskin & Robbins (A)	120	100
Buy from Sbarro (A)	143	103	Buy from Blimpie (A)	120	91
Shop at Forever 21,3mo (A)	142	114	Buy from IHOP (A)	118	106
Shop at Kinko's,3mos (A)	142	113	Shop at Lerner,3mo (A)	118	106
Shop at Sav-On, 1mo (A)	142	112	Buy from Quiznos (A)	118	105
Buy from Chevy's (A)	142	108	Shop at CVS, 1mo (A)	118	105
Shop at Disney Store,3mo (A)	142	108	Shop at Payless Shoes,3mo (A)	118	103
Buy from Einstein Bros. Bagels (A)	140	113	Buy from Cold Stone Creamery (A)	118	101
Buy from Fuddruckers (A)	140	111	Buy from Church's Chicken (A)	118	100
Shop at Saks Fifth Avenue,3mo (A)	140	106	Shop at Old Navy,3mo (A)	118	100
Shop at Banana Republic,3mo (A)	140	105	Shop at Ann Taylor Loft,3mo (A)	117	106
Shop at The Gap,3mo (A)	139	106	Shop at Lane Bryant,3mo (A)	117	99
Shop at Macy's,3mo (A)	138	114	Shop at Home Depot,3mo (A)	116	109
Shop at Whole Foods (A)	138	110	Shop at Target,3mo (A)	116	106
Buy from Jack-in-the-Box (A)	138	109	Shop at Ann Taylor,3mo (A)	115	108
Shop at Crate & Barrel,3mo (A)	138	107	Buy from Krispy Kreme (A)	115	94
Buy from Carl's Jr. (A)	138	104	Shop at Champs Sporting Goods,3mo (A)	115	91
Shop at American Apparel,3mo (A)	137	104	Shop at Homegoods,3mo (A)	114	107
Buy from White Castle (A)	136	110	Shop at Walgreen, 1mo (A)	114	107
Buy from Rally's (A)	136	109	Shop at Bed Bath & Beyond,3mo (A)	114	106
Shop at Neiman Marcus,3mo (A)	135	108	Buy from TGI Friday's (A)	114	102
Shop at A&P Food Stores, 1mo (A)	135	105	Shop at Babies 'R' Us, 3mo (A)	114	98
Shop at Marshalls,3mo (A)	134	110	Shop at Toys R Us,3mo (A)	114	97
Buy from Popeye's (A)	134	104	Shop at Office Max,3mos (A)	113	107
Shop at Costco,3mo (A)	133	113	Buy from Panera Bread (A)	113	105
Buy from Mimi's Cafe (A)	132	120	Buy from Dunkin' Donuts (A)	113	102
Shop at Carson Pirie Scott,3mo (A)	132	110	Shop at BJ's Wholesale Club,3mo (A)	113	98
Shop at Ross,3mo (A)	132	107	Buy from Little Caesars (A)	113	97
Buy from Boston Market (A)	132	104	Buy from Papa John's (A)	113	94
Shop at Foot Locker/Lady Foot Locker,3mo (A)	132	93	Shop at Sears,3mo (A)	111	103
Shop at Off 5th,3mos (A)	131	108	Buy from Domino's Pizza (A)	111	94
Shop at The Limited,3mo (A)	131	106	Shop at Wawa Food Markets, 1mo (A)	110	113
Shop at Shop Rite, 1mo (A)	130	114	Shop at Best Buy,3mo (A)	110	103
Shop at Apple Store, 3mo (A)	130	107	Shop at Staples,3 mo (A)	110	103
Shop at Express,3mo (A)	130	106	Buy from Joe's Crab Shack (A)	108	98

* Index >100 = greater propensity for behavior



Retailer Ranking by Index

Elk Grove, CA

Household vs Workplace Prizm - Greater Trade Area

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by HH Index



LifeStyler Attribute Title	HH GTA Index	WP GTA Index	LifeStyler Attribute Title	HH GTA Index	WP GTA Index
Shop at Game Stop, 3mo (A)	108	94	Shop at Publix, 1mo (A)	97	100
Buy from Checkers (A)	108	91	Shop at Sam's Club,3mo (A)	97	98
Buy from Big Boy (A)	107	103	Buy from Burger King (A)	97	95
Shop at Ashley Furniture HomeStores, 3mo (A)	107	101	Buy from Chick-Fil-A (A)	96	99
Shop at Famous Footwear,3mo (A)	107	101	Buy from Wendy's (A)	96	97
Buy from Chili's Grill & Bar (A)	106	105	Shop at Rack Room Shoes,3mos (A)	95	95
Shop at Stop & Shop, 1mo (A)	106	103	Shop at Dress Barn,3mo (A)	94	95
Shop at Radio Shack,3mo (A)	106	96	Shop at Hallmark/Hallmark Gold Crown, 3mo (A)	93	104
Shop at Claire's, 3mo (A)	106	94	Shop at Lowe's,3mo (A)	92	100
Shop at Vera Bradley,3mo (A)	105	101	Buy from Pizza Hut (A)	92	90
Shop at Eddie Bauer,3mo (A)	105	97	Shop at Ace Hardware,3mos (A)	91	100
Shop at Quick Trip, 1mo (A)	104	104	Shop at Walmart,3mo (A)	91	97
Buy from Red Lobster (A)	104	101	Buy from Ruby Tuesday (A)	91	96
Buy from Whataburger (A)	104	97	Buy from Long John Silver (A)	90	92
Buy from A&W (A)	104	91	Buy from Sonic (A)	89	95
Shop at Kmart,3mo (A)	103	100	Buy from Arby's (A)	89	93
Shop at JCPenney,3mo (A)	102	102	Shop at BI-LO, 1mo (A)	87	83
Buy from Friendly's (A)	102	101	Shop at Meijer (Supermarket), 1mo (A)	86	99
Shop at Circle K, 1mo (A)	102	98	Buy from Krystal Hamburgers (A)	86	85
Shop at Winn-Dixie, 1mo (A)	102	98	Buy from Golden Corral (A)	85	92
Buy from Taco Bell (A)	102	97	Shop at Kroger, 1mo (A)	84	98
Buy from KFC (A)	102	96	Shop at Family Dollar Store, 3mo (A)	84	90
Shop at Dillard's,3mo (A)	101	104	Shop at True Value Hardware,3mos (A)	83	97
Buy from Applebee's (A)	101	101	Shop at CITGO Quick Mart, 1mo (A)	83	85
Shop at American Eagle Outfitters,3mo (A)	101	94	Shop at Speedway SuperAmerica, 1mo (A)	81	94
Shop at Giant Eagle, 1mo (A)	100	109	Buy from Dairy Queen (A)	81	92
Shop at Giant Food Stores, 1mo (A)	100	109	Buy from Bob Evans Farm (A)	76	97
Shop at Kohl's,3mo (A)	100	105	Buy from Captain D's (A)	74	86
Buy from Olive Garden (A)	100	102	Buy from Cracker Barrel (A)	73	91
Buy from Outback Steakhouse (A)	99	100	Shop at Dollar General Store, 3mo (A)	72	88
Buy from McDonald's (A)	99	97	Buy from Hardee's (A)	59	84
Shop at Harris Teeter, 1mo (A)	99	92	Shop at Food Lion, 1mo (A)	59	79
Buy from Subway (A)	98	99	Shop at IGA Markets, 1mo (A)	52	81

* Index >100 = greater propensity for behavior



**RETAILER RANKINGS BY
CATEGORY**

Retailer Ranking by Category

Elk Grove, CA

Household vs Workplace Prizm - Elk Grove City

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by Category, HH Index



LifeStyler Attribute Title	HH CITY Index	WP CITY Index	Category
Buy from Starbucks (A)	162	151	Fast Casual
Buy from Fuddruckers (A)	158	116	Fast Casual
Buy from Panera Bread (A)	144	137	Fast Casual
Buy from Krispy Kreme (A)	128	103	Fast Casual
Buy from Mimi's Cafe (A)	171	158	Family Style
Buy from Chevy's (A)	156	123	Family Style
Buy from TGI Friday's (A)	131	128	Family Style
Buy from Denny's (A)	126	111	Family Style
Buy from IHOP (A)	126	118	Family Style
Buy from Romano's Macaroni Grill (A)	126	108	Family Style
Buy from Chili's Grill & Bar (A)	124	134	Family Style
Buy from Joe's Crab Shack (A)	122	99	Family Style
Buy from Olive Garden (A)	110	124	Family Style
Buy from Applebee's (A)	108	111	Family Style
Buy from Outback Steakhouse (A)	105	85	Family Style
Buy from Red Lobster (A)	105	99	Family Style
Buy from Bob Evans Farm (A)	83	99	Family Style
Buy from Golden Corral (A)	79	94	Family Style
Buy from Ruby Tuesday (A)	77	75	Family Style
Buy from Cracker Barrel (A)	73	75	Family Style

LifeStyler Attribute Title	HH CITY Index	WP CITY Index	Category
Buy from Del Taco (A)	167	166	Fast Food
Buy from Carl's Jr. (A)	160	129	Fast Food
Buy from Einstein Bros. Bagels (A)	159	105	Fast Food
Buy from White Castle (A)	149	140	Fast Food
Buy from Sbarro (A)	147	92	Fast Food
Buy from Boston Market (A)	145	126	Fast Food
Buy from Jack-in-the-Box (A)	145	137	Fast Food
Buy from Popeye's (A)	133	100	Fast Food
Buy from Rally's (A)	131	140	Fast Food
Buy from Dunkin' Donuts (A)	130	134	Fast Food
Buy from Papa John's (A)	127	94	Fast Food
Buy from Baskin & Robbins (A)	126	89	Fast Food
Buy from Quiznos (A)	126	125	Fast Food
Buy from Blimpie (A)	121	64	Fast Food
Buy from Cold Stone Creamery (A)	119	96	Fast Food
Buy from Friendly's (A)	117	143	Fast Food
Buy from Little Caesars (A)	112	128	Fast Food
Buy from Big Boy (A)	110	127	Fast Food
Buy from Domino's Pizza (A)	109	93	Fast Food
Buy from McDonald's (A)	109	120	Fast Food
Buy from Subway (A)	109	124	Fast Food
Buy from KFC (A)	108	107	Fast Food
Buy from Taco Bell (A)	107	105	Fast Food
Buy from Chick-Fil-A (A)	106	117	Fast Food
Buy from Wendy's (A)	104	104	Fast Food
Buy from Church's Chicken (A)	94	103	Fast Food
Buy from Pizza Hut (A)	94	94	Fast Food
Buy from Whataburger (A)	93	72	Fast Food
Buy from Burger King (A)	92	97	Fast Food
Buy from A&W (A)	90	66	Fast Food
Buy from Arby's (A)	90	105	Fast Food
Buy from Checkers (A)	90	73	Fast Food
Buy from Krystal Hamburgers (A)	89	59	Fast Food
Buy from Long John Silver (A)	87	91	Fast Food
Buy from Sonic (A)	84	86	Fast Food
Buy from Dairy Queen (A)	72	74	Fast Food
Buy from Captain D's (A)	61	95	Fast Food
Buy from Hardee's (A)	51	65	Fast Food

* Index >100 = greater propensity for behavior



Retailer Ranking by Category

Elk Grove, CA

Household vs Workplace Prizm - Elk Grove City

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by Category, HH Index



LifeStyler Attribute Title	HH CITY Index	WP CITY Index	Category
Shop at H&M,3mo (A)	237	252	Apparel
Shop at Banana Republic,3mo (A)	232	185	Apparel
Shop at Forever 21,3mo (A)	199	254	Apparel
Shop at The Gap,3mo (A)	193	153	Apparel
Shop at Express,3mo (A)	191	174	Apparel
Shop at Abercrombie & Fitch,3mo (A)	164	181	Apparel
Shop at Urban Outfitters,3mo (A)	156	132	Apparel
Shop at Men's Wearhouse,3mo (A)	155	197	Apparel
Shop at Foot Locker/Lady Foot Locker,3mo (A)	151	150	Apparel
Shop at American Apparel,3mo (A)	149	128	Apparel
Shop at The Limited,3mo (A)	146	123	Apparel
Shop at Ann Taylor,3mo (A)	145	140	Apparel
Shop at Old Navy,3mo (A)	145	142	Apparel
Shop at Victoria's Secret,3mo (A)	143	142	Apparel
Shop at Ann Taylor Loft,3mo (A)	139	107	Apparel
Shop at J. Jill,3mo (A)	138	130	Apparel
Shop at Famous Footwear,3mo (A)	130	128	Apparel
Shop at American Eagle Outfitters,3mo (A)	120	124	Apparel
Shop at Claire's, 3mo (A)	120	126	Apparel
Shop at Eddie Bauer,3mo (A)	113	114	Apparel
Shop at Lerner,3mo (A)	110	112	Apparel
Shop at Payless Shoes,3mo (A)	110	121	Apparel
Shop at Lane Bryant,3mo (A)	106	64	Apparel
Shop at Dress Barn,3mo (A)	98	74	Apparel
Shop at Vera Bradley,3mo (A)	90	88	Apparel
Shop at Rack Room Shoes,3mos (A)	86	82	Apparel
Shop at Babies 'R' Us, 3mo (A)	148	141	Apparel
Shop at Disney Store,3mo (A)	178	157	Childrens
Shop at Toys R Us,3mo (A)	130	116	Childrens
Shop at Saks Fifth Avenue,3mo (A)	238	243	Department
Shop at Nordstrom,3mo (A)	235	224	Department
Shop at Bloomingdale's,3mo (A)	223	189	Department
Shop at Macy's,3mo (A)	182	179	Department
Shop at Neiman Marcus,3mo (A)	171	144	Department
Shop at Carson Pirie Scott,3mo (A)	137	100	Department
Shop at Harris Teeter, 1mo (A)	135	94	Department
Shop at Kohl's,3mo (A)	119	128	Department
Shop at Sears,3mo (A)	115	113	Department
Shop at Dillard's,3mo (A)	109	98	Department
Shop at JCPenney,3mo (A)	103	112	Department
Shop at Nordstrom Rack,3mos (A)	228	167	Disc Department
Shop at Marshalls,3mo (A)	171	163	Disc Department
Shop at Off 5th,3mos (A)	161	171	Disc Department
Shop at Ross,3mo (A)	135	128	Disc Department
Shop at Family Dollar Store, 3mo (A)	69	69	Discount
Shop at Dollar General Store, 3mo (A)	63	60	Discount

LifeStyler Attribute Title	HH CITY Index	WP CITY Index	Category
Shop at Apple Store, 3mo (A)	167	133	Electronics
Shop at Best Buy,3mo (A)	139	140	Electronics
Shop at Game Stop, 3mo (A)	130	157	Electronics
Shop at Radio Shack,3mo (A)	112	96	Electronics
Shop at Target,3mo (A)	139	137	General Merchandise
Shop at SuperTarget, 1mo (A)	136	136	General Merchandise
Shop at Kmart,3mo (A)	98	124	General Merchandise
Shop at Walmart,3mo (A)	91	103	General Merchandise
Shop at Ace Hardware,3mos (A)	91	83	Hardware
Shop at True Value Hardware,3mos (A)	84	80	Hardware
Shop at Crate & Barrel,3mo (A)	190	102	Home Furnishings
Shop at Williams-Sonoma,3mos (A)	176	110	Home Furnishings
Shop at Cost Plus World Market,3mos (A)	166	122	Home Furnishings
Shop at Ethan Allen Home Interiors,3mo (A)	156	108	Home Furnishings
Shop at Homegoods,3mo (A)	139	123	Home Furnishings
Shop at Bed Bath & Beyond,3mo (A)	135	131	Home Furnishings
Shop at Ashley Furniture HomeStores, 3mo (A)	120	117	Home Furnishings
Shop at Rooms To Go,3mos (A)	99	71	Home Furnishings
Shop at Home Depot,3mo (A)	139	144	Home Improvement
Shop at Lowe's,3mo (A)	109	119	Home Improvement
Shop at Kinko's,3mos (A)	164	127	Office Supply
Shop at Office Depot,3mo (A)	157	150	Office Supply
Shop at Office Max,3mos (A)	133	151	Office Supply
Shop at Staples,3 mo (A)	133	124	Office Supply
Shop at CompUSA,3mo (A)	129	116	Office Supply
Shop at CVS, 1mo (A)	130	121	Pharmacy
Shop at Walgreen, 1mo (A)	121	130	Pharmacy
Shop at Hallmark/Hallmark Gold Crown, 3mo (A)	98	102	Soft Goods
Shop at Champs Sporting Goods,3mo (A)	151	136	Sporting Goods
Shop at Modell's Sporting Goods,3mo (A)	141	113	Sporting Goods
Shop at Costco,3mo (A)	176	177	Warehouse
Shop at BJ's Wholesale Club,3mo (A)	141	131	Warehouse
Shop at Sam's Club,3mo (A)	90	84	Warehouse

* Index >100 = greater propensity for behavior



Retailer Ranking by Category

Elk Grove, CA

Household vs Workplace Prizm - Elk Grove City

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by Category, HH Index



LifeStyler Attribute Title	HH CITY Index	WP CITY Index	Category
Shop at Ralphs, 1mo (A)	271	230	Grocery
Shop at Dominick's Finer Food, 1mo (A)	232	168	Grocery
Shop at Waldbaum's, 1mo (A)	216	152	Grocery
Shop at Whole Foods (A)	215	181	Grocery
Shop at Pathmark, 1mo (A)	201	173	Grocery
Shop at Trader Joe's, 1mo (A)	201	170	Grocery
Shop at Vons, 1mo (A)	198	160	Grocery
Shop at Food4Less, 1mo (A)	191	189	Grocery
Shop at Jewel, 1mo (A)	174	150	Grocery
Shop at Safeway, 1mo (A)	168	134	Grocery
Shop at Shop Rite, 1mo (A)	162	206	Grocery
Shop at Jewel-Osco, 1mo (A)	150	121	Grocery
Shop at Giant Eagle, 1mo (A)	144	172	Grocery
Shop at Wawa Food Markets, 1mo (A)	140	217	Grocery
Shop at Cub Foods, 1mo (A)	138	164	Grocery
Shop at Sav-On, 1mo (A)	132	164	Grocery
Shop at Giant Food Stores, 1mo (A)	120	196	Grocery
Shop at Meijer (Supermarket), 1mo (A)	100	128	Grocery
Shop at Kroger, 1mo (A)	97	129	Grocery
Shop at Publix, 1mo (A)	95	86	Grocery
Shop at Winn-Dixie, 1mo (A)	92	92	Grocery
Shop at BI-LO, 1mo (A)	65	29	Grocery
Shop at IGA Markets, 1mo (A)	54	36	Grocery
Shop at Food Lion, 1mo (A)	44	38	Grocery

LifeStyler Attribute Title	HH CITY Index	WP CITY Index	Category
Shop at A&P Food Stores, 1mo (A)	199	164	Convenience
Shop at 7-Eleven, 1mo (A)	166	153	Convenience
Shop at Stop & Shop, 1mo (A)	124	149	Convenience
Shop at Quick Trip, 1mo (A)	104	118	Convenience
Shop at Speedway SuperAmerica, 1mo (A)	94	113	Convenience
Shop at Circle K, 1mo (A)	92	79	Convenience
Shop at CITGO Quick Mart, 1mo (A)	69	50	Convenience

* Index >100 = greater propensity for behavior



Retailer Ranking by Category

Elk Grove, CA

Household vs Workplace Prizm - Greater Trade Area

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by Category, HH Index



LifeStyler Attribute Title	HH GTA Index	WP GTA Index	Category
Buy from Fuddruckers (A)	140	111	Fast Casual
Buy from Starbucks (A)	121	105	Fast Casual
Buy from Krispy Kreme (A)	115	94	Fast Casual
Buy from Panera Bread (A)	113	105	Fast Casual
Buy from Chevy's (A)	142	108	Family Style
Buy from Mimi's Cafe (A)	132	120	Family Style
Buy from Romano's Macaroni Grill (A)	129	112	Family Style
Buy from Denny's (A)	124	105	Family Style
Buy from IHOP (A)	118	106	Family Style
Buy from TGI Friday's (A)	114	102	Family Style
Buy from Joe's Crab Shack (A)	108	98	Family Style
Buy from Chili's Grill & Bar (A)	106	105	Family Style
Buy from Red Lobster (A)	104	101	Family Style
Buy from Applebee's (A)	101	101	Family Style
Buy from Olive Garden (A)	100	102	Family Style
Buy from Outback Steakhouse (A)	99	100	Family Style
Buy from Ruby Tuesday (A)	91	96	Family Style
Buy from Golden Corral (A)	85	92	Family Style
Buy from Bob Evans Farm (A)	76	97	Family Style
Buy from Cracker Barrel (A)	73	91	Family Style

LifeStyler Attribute Title	HH GTA Index	WP GTA Index	Category
Buy from Del Taco (A)	145	108	Fast Food
Buy from Sbarro (A)	143	103	Fast Food
Buy from Einstein Bros. Bagels (A)	140	113	Fast Food
Buy from Carl's Jr. (A)	138	104	Fast Food
Buy from Jack-in-the-Box (A)	138	109	Fast Food
Buy from Rally's (A)	136	109	Fast Food
Buy from White Castle (A)	136	110	Fast Food
Buy from Popeye's (A)	134	104	Fast Food
Buy from Boston Market (A)	132	104	Fast Food
Buy from Baskin & Robbins (A)	120	100	Fast Food
Buy from Blimpie (A)	120	91	Fast Food
Buy from Church's Chicken (A)	118	100	Fast Food
Buy from Cold Stone Creamery (A)	118	101	Fast Food
Buy from Quiznos (A)	118	105	Fast Food
Buy from Dunkin' Donuts (A)	113	102	Fast Food
Buy from Little Caesars (A)	113	97	Fast Food
Buy from Papa John's (A)	113	94	Fast Food
Buy from Domino's Pizza (A)	111	94	Fast Food
Buy from Checkers (A)	108	91	Fast Food
Buy from Big Boy (A)	107	103	Fast Food
Buy from A&W (A)	104	91	Fast Food
Buy from Whataburger (A)	104	97	Fast Food
Buy from Friendly's (A)	102	101	Fast Food
Buy from KFC (A)	102	96	Fast Food
Buy from Taco Bell (A)	102	97	Fast Food
Buy from McDonald's (A)	99	97	Fast Food
Buy from Subway (A)	98	99	Fast Food
Buy from Burger King (A)	97	95	Fast Food
Buy from Chick-Fil-A (A)	96	99	Fast Food
Buy from Wendy's (A)	96	97	Fast Food
Buy from Pizza Hut (A)	92	90	Fast Food
Buy from Long John Silver (A)	90	92	Fast Food
Buy from Arby's (A)	89	93	Fast Food
Buy from Sonic (A)	89	95	Fast Food
Buy from Krystal Hamburgers (A)	86	85	Fast Food
Buy from Dairy Queen (A)	81	92	Fast Food
Buy from Captain D's (A)	74	86	Fast Food
Buy from Hardee's (A)	59	84	Fast Food

* Index >100 = greater propensity for behavior



Retailer Ranking by Category

Elk Grove, CA

Household vs Workplace Prizm - Greater Trade Area

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by Category, HH Index



LifeStyler Attribute Title	HH GTA Index	WP GTA Index	Category
Shop at H&M,3mo (A)	151	113	Apparel
Shop at Forever 21,3mo (A)	142	114	Apparel
Shop at Banana Republic,3mo (A)	140	105	Apparel
Shop at The Gap,3mo (A)	139	106	Apparel
Shop at American Apparel,3mo (A)	137	104	Apparel
Shop at Foot Locker/Lady Foot Locker,3mo (A)	132	93	Apparel
Shop at The Limited,3mo (A)	131	106	Apparel
Shop at Express,3mo (A)	130	106	Apparel
Shop at Abercrombie & Fitch,3mo (A)	128	105	Apparel
Shop at Urban Outfitters,3mo (A)	125	102	Apparel
Shop at J. Jill,3mo (A)	124	108	Apparel
Shop at Men's Wearhouse,3mo (A)	124	104	Apparel
Shop at Victoria's Secret,3mo (A)	121	103	Apparel
Shop at Lerner,3mo (A)	118	106	Apparel
Shop at Old Navy,3mo (A)	118	100	Apparel
Shop at Payless Shoes,3mo (A)	118	103	Apparel
Shop at Ann Taylor Loft,3mo (A)	117	106	Apparel
Shop at Lane Bryant,3mo (A)	117	99	Apparel
Shop at Ann Taylor,3mo (A)	115	108	Apparel
Shop at Famous Footwear,3mo (A)	107	101	Apparel
Shop at Claire's, 3mo (A)	106	94	Apparel
Shop at Eddie Bauer,3mo (A)	105	97	Apparel
Shop at Vera Bradley,3mo (A)	105	101	Apparel
Shop at American Eagle Outfitters,3mo (A)	101	94	Apparel
Shop at Rack Room Shoes,3mos (A)	95	95	Apparel
Shop at Dress Barn,3mo (A)	94	95	Apparel
Shop at Babies 'R' Us, 3mo (A)	114	98	Apparel
Shop at Disney Store,3mo (A)	142	108	Childrens
Shop at Toys R Us,3mo (A)	114	97	Childrens
Shop at Bloomingdale's,3mo (A)	149	105	Department
Shop at Nordstrom,3mo (A)	145	111	Department
Shop at Saks Fifth Avenue,3mo (A)	140	106	Department
Shop at Macy's,3mo (A)	138	114	Department
Shop at Neiman Marcus,3mo (A)	135	108	Department
Shop at Carson Pirie Scott,3mo (A)	132	110	Department
Shop at Sears,3mo (A)	111	103	Department
Shop at JCPenney,3mo (A)	102	102	Department
Shop at Dillard's,3mo (A)	101	104	Department
Shop at Kohl's,3mo (A)	100	105	Department
Shop at Harris Teeter, 1mo (A)	99	92	Department
Shop at Nordstrom Rack,3mos (A)	146	108	Disc Department
Shop at Marshalls,3mo (A)	134	110	Disc Department
Shop at Ross,3mo (A)	132	107	Disc Department
Shop at Off 5th,3mos (A)	131	108	Disc Department
Shop at Family Dollar Store, 3mo (A)	84	90	Discount
Shop at Dollar General Store, 3mo (A)	72	88	Discount

LifeStyler Attribute Title	HH GTA Index	WP GTA Index	Category
Shop at Apple Store, 3mo (A)	130	107	Electronics
Shop at Best Buy,3mo (A)	110	103	Electronics
Shop at Game Stop, 3mo (A)	108	94	Electronics
Shop at Radio Shack,3mo (A)	106	96	Electronics
Shop at SuperTarget, 1mo (A)	124	111	General Merchandise
Shop at Target,3mo (A)	116	106	General Merchandise
Shop at Kmart,3mo (A)	103	100	General Merchandise
Shop at Walmart,3mo (A)	91	97	General Merchandise
Shop at Ace Hardware,3mos (A)	91	100	Hardware
Shop at True Value Hardware,3mos (A)	83	97	Hardware
Shop at Crate & Barrel,3mo (A)	138	107	Home Furnishings
Shop at Rooms To Go,3mos (A)	129	102	Home Furnishings
Shop at Ethan Allen Home Interiors,3mo (A)	125	105	Home Furnishings
Shop at Cost Plus World Market,3mos (A)	124	108	Home Furnishings
Shop at Williams-Sonoma,3mos (A)	121	103	Home Furnishings
Shop at Bed Bath & Beyond,3mo (A)	114	106	Home Furnishings
Shop at Homegoods,3mo (A)	114	107	Home Furnishings
Shop at Ashley Furniture HomeStores, 3mo (A)	107	101	Home Furnishings
Shop at Home Depot,3mo (A)	116	109	Home Improvement
Shop at Lowe's,3mo (A)	92	100	Home Improvement
Shop at CompUSA,3mo (A)	151	118	Office Supply
Shop at Kinko's,3mos (A)	142	113	Office Supply
Shop at Office Depot,3mo (A)	126	111	Office Supply
Shop at Office Max,3mos (A)	113	107	Office Supply
Shop at Staples,3 mo (A)	110	103	Office Supply
Shop at CVS, 1mo (A)	118	105	Pharmacy
Shop at Walgreen, 1mo (A)	114	107	Pharmacy
Shop at Hallmark/Hallmark Gold Crown, 3mo (A)	93	104	Soft Goods
Shop at Modell's Sporting Goods,3mo (A)	149	108	Sporting Goods
Shop at Champs Sporting Goods,3mo (A)	115	91	Sporting Goods
Shop at Costco,3mo (A)	133	113	Warehouse
Shop at BJ's Wholesale Club,3mo (A)	113	98	Warehouse
Shop at Sam's Club,3mo (A)	97	98	Warehouse

* Index >100 = greater propensity for behavior



Retailer Ranking by Category

Elk Grove, CA

Household vs Workplace Prizm - Greater Trade Area

Retailers, Restaurants and Grocery (Simmons 2014) Sorted by Category, HH Index



LifeStyler Attribute Title	HH GTA Index	WP GTA Index	Category
Shop at Ralphs, 1mo (A)	195	125	Grocery
Shop at Food4Less, 1mo (A)	191	119	Grocery
Shop at Dominick's Finer Food, 1mo (A)	179	115	Grocery
Shop at Pathmark, 1mo (A)	171	110	Grocery
Shop at Vons, 1mo (A)	165	118	Grocery
Shop at Waldbaum's, 1mo (A)	163	116	Grocery
Shop at Jewel, 1mo (A)	156	117	Grocery
Shop at Jewel-Osco, 1mo (A)	147	107	Grocery
Shop at Trader Joe's, 1mo (A)	143	115	Grocery
Shop at Sav-On, 1mo (A)	142	112	Grocery
Shop at Whole Foods (A)	138	110	Grocery
Shop at Shop Rite, 1mo (A)	130	114	Grocery
Shop at Cub Foods, 1mo (A)	127	110	Grocery
Shop at Safeway, 1mo (A)	121	104	Grocery
Shop at Wawa Food Markets, 1mo (A)	110	113	Grocery
Shop at Winn-Dixie, 1mo (A)	102	98	Grocery
Shop at Giant Eagle, 1mo (A)	100	109	Grocery
Shop at Giant Food Stores, 1mo (A)	100	109	Grocery
Shop at Publix, 1mo (A)	97	100	Grocery
Shop at BI-LO, 1mo (A)	87	83	Grocery
Shop at Meijer (Supermarket), 1mo (A)	86	99	Grocery
Shop at Kroger, 1mo (A)	84	98	Grocery
Shop at Food Lion, 1mo (A)	59	79	Grocery
Shop at IGA Markets, 1mo (A)	52	81	Grocery

LifeStyler Attribute Title	HH GTA Index	WP GTA Index	Category
Shop at 7-Eleven, 1mo (A)	145	112	Convenience
Shop at A&P Food Stores, 1mo (A)	135	105	Convenience
Shop at Stop & Shop, 1mo (A)	106	103	Convenience
Shop at Quick Trip, 1mo (A)	104	104	Convenience
Shop at Circle K, 1mo (A)	102	98	Convenience
Shop at CITGO Quick Mart, 1mo (A)	83	85	Convenience
Shop at Speedway SuperAmerica, 1mo (A)	81	94	Convenience

* Index >100 = greater propensity for behavior





Municipality Report



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Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
ELK GROVE ACURA	8585 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	50 to 99 Employees
ELK GROVE AUDI	9776 W STOCKTON BLVD	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	20 to 49 Employees
ELK GROVE BUICK GMC	8450 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	20 to 49 Employees
ELK GROVE CHRYSLER	8575 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	20 to 49 Employees
ELK GROVE DODGE	8575 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	10 to 19 Employees
ELK GROVE FORD	9645 AUTO CENTER DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	100 to 249 Employees
ELK GROVE GEM	8575 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	1 to 4 Employees
ELK GROVE HONDA	8550 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	100 to 249 Employees
ELK GROVE JEEP	8575 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	10 to 19 Employees
ELK GROVE KIA	8480 LAGUNA DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	20 to 49 Employees
ELK GROVE PONTIAC BUICK G M C	8450 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	20 to 49 Employees
ELK GROVE RAM	8575 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	1 to 4 Employees
ELK GROVE SUBARU	8581 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	20 to 49 Employees
ELK GROVE TOYOTA	9640 W STOCKTON BLVD	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	100 to 249 Employees
ELK GROVE VOLKSWAGEN	9776 W STOCKTON BLVD	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	20 to 49 Employees
F RADICH MOTORS INC	8550 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	100 to 249 Employees
INFINITI OF ELK GROVE	8586 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	50 to 99 Employees
LASHER AUTO GROUP	8585 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Headquarters	20 to 49 Employees
LASHER ISUZU	9776 W STOCKTON BLVD	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	100 to 249 Employees
MAITA CHEVROLET	9131 ELKMONT DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Branch	10 to 19 Employees
MAITA CHEVROLET	9650 AUTO CENTER DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Branch	100 to 249 Employees
MAZDA OF ELK GROVE	8588 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	20 to 49 Employees
NIELLO BMW OF ELK GROVE	8580 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	50 to 99 Employees
NISSAN OF ELK GROVE	8590 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	100 to 249 Employees
PACIFIC AUTOMOTIVE HOLDINGS	8450 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	20 to 49 Employees
SNIDER MOTORS INC	8480 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Single	1 to 4 Employees
WES LASHER INC	8585 LAGUNA GROVE DR	Elk Grove, CA	NEW CAR DEALERS	44111001	Subsidiary Headquarters	20 to 49 Employees
BANK TRADE AUTO SALE	2720 HARBOUR VIEW LN	Elk Grove, CA	USED CAR DEALERS	44112005	Single	1 to 4 Employees
DAUGHERTY & DAUGHERTY INC	9501 E STOCKTON BLVD	Elk Grove, CA	USED CAR DEALERS	44112005	Single	10 to 19 Employees
DIVINE AUTOS	8398 KINGMONT WAY	Elk Grove, CA	USED CAR DEALERS	44112005	Single	1 to 4 Employees
G Z MOTORS	9911 KENT ST # 3	Elk Grove, CA	USED CAR DEALERS	44112005	Single	1 to 4 Employees
WORLD CLASS MOTORS	9277 BENDEL PL	Elk Grove, CA	USED CAR DEALERS	44112005	Single	1 to 4 Employees
ON THE SPOT RV REPAIR	9874 DINO DR # 2	Elk Grove, CA	RECREATIONAL VEHICLE DEALERS	44121005	Single	1 to 4 Employees
A & T PERFORMANCE MARINE	9068 ELKMONT DR # B	Elk Grove, CA	BOAT DEALERS	44122204	Single	1 to 4 Employees
ELK GROVE POWERSPORTS	10491 E STOCKTON BLVD # A	Elk Grove, CA	MOTORCYCLE, ATV & ALL OTHER MOTOR VEHICLE DEALERS	44122808	Single	10 to 19 Employees
CALIFORNIA CUSTOM TRAILERS	10391 E STOCKTON BLVD	Elk Grove, CA	MOTORCYCLE, ATV & ALL OTHER MOTOR VEHICLE DEALERS	44122826	Single	10 to 19 Employees
KEEP IT COOL	9539 CANTOR PARK WAY	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131003	Single	1 to 4 Employees
WEEKEND AIR	9089 RANCHO DR	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131003	Single	1 to 4 Employees
A & F IMPORTED PARTS	9406 OAKLEY WAY	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Single	1 to 4 Employees
AUTO ZONE # 4159	5011 LAGUNA BLVD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Single	1 to 4 Employees
AUTOZONE	9240 ELK GROVE FLORIN RD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Branch	10 to 19 Employees
AUTOZONE	5011 LAGUNA BLVD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Branch	10 to 19 Employees
CAMPBELL'S AUTO PARTS	9036 ELK GROVE BLVD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Single	1 to 4 Employees
ELK GROVE AUTO PARTS INC	9670 ELK GROVE FLORIN RD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Single	1 to 4 Employees
FULL THROTTLE CO	9332 PARSONS LANDING ST	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
O'REILLY AUTO PARTS	6628 LAGUNA BLVD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Branch	10 to 19 Employees
O'REILLY AUTO PARTS	8751 ELK GROVE BLVD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Branch	20 to 49 Employees
O'REILLY AUTO PARTS	8416 ELK GROVE FLORIN RD	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Branch	5 to 9 Employees
PERFECTION AUTO PARTS & REPAIR	9911 KENT ST	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Single	1 to 4 Employees
S & K DEALER SUPPLY	10490 E STOCKTON BLVD # 200	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131011	Single	1 to 4 Employees
FINISHLINE RACING EQUIPMENT	10535 E STOCKTON BLVD # E	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131012	Single	1 to 4 Employees
I O D PERFORMANCE	9090 UNION PARK WAY # G106	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131012	Single	1 to 4 Employees
RDS RACING DEVELOPMENT SPECS	9570 1ST AVE	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131012	Single	1 to 4 Employees
ELITE AUDIO	9291 BENDEL PL # 150	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131013	Single	1 to 4 Employees
BATTERIES PLUS	8239 LAGUNA BLVD # 140	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131017	Branch	1 to 4 Employees
G-STYLE CUSTOMS	9277 BENDEL PL # 200	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131043	Single	1 to 4 Employees
VANS WHEEL CHAIR REPAIR	8712 OCONNELL CT	Elk Grove, CA	AUTOMOTIVE PARTS & ACCESSORIES STORES	44131043	Single	1 to 4 Employees
AMERICA'S TIRE CO	9696 BRUCEVILLE RD	Elk Grove, CA	TIRE DEALERS	44132001	Branch	10 to 19 Employees
BIG O TIRES	8022 ORCHARD LOOP	Elk Grove, CA	TIRE DEALERS	44132001	Branch	10 to 19 Employees
BIG O TIRES	9720 ELK GROVE FLORIN RD	Elk Grove, CA	TIRE DEALERS	44132001	Branch	10 to 19 Employees
LAGUNA TIRE & AUTO REPAIR	2220 KAUSEN DR	Elk Grove, CA	TIRE DEALERS	44132001	Single	1 to 4 Employees
LES SCHWAB	8410 ELK GROVE BLVD	Elk Grove, CA	TIRE DEALERS	44132001	Branch	20 to 49 Employees
RADIAL TIRE OF ELK GROVE	9810 WATERMAN RD	Elk Grove, CA	TIRE DEALERS	44132001	Single	20 to 49 Employees
ASHLYN FURNITURE	8585 ELK GROVE BLVD # G100	Elk Grove, CA	FURNITURE STORES	44211012	Single	1 to 4 Employees
COST PLUS WORLD MARKET	9680 BRUCEVILLE RD	Elk Grove, CA	FURNITURE STORES	44211012	Branch	20 to 49 Employees
DESIGN FURNISHINGS INC		Elk Grove, CA	FURNITURE STORES	44211012	Single	1 to 4 Employees
ELK GROVE FURNITURE WAREHOUSE	10471 GRANT LINE RD # 106	Elk Grove, CA	FURNITURE STORES	44211012	Single	1 to 4 Employees
ELK GROVE HOME FURNISHINGS	8585 ELK GROVE BLVD # 100	Elk Grove, CA	FURNITURE STORES	44211012	Single	1 to 4 Employees
LA-Z-BOY FURNITURE GALLERIES	8265 LAGUNA BLVD	Elk Grove, CA	FURNITURE STORES	44211012	Branch	5 to 9 Employees
LUONG ROSEWOOD FURNITURE	10341 ODEMIRA WAY	Elk Grove, CA	FURNITURE STORES	44211012	Single	1 to 4 Employees
PIER 1 IMPORTS	7440 LAGUNA BLVD # 102	Elk Grove, CA	FURNITURE STORES	44211012	Branch	10 to 19 Employees
PLANET FURNITURE	8585 ELK GROVE BLVD # 100	Elk Grove, CA	FURNITURE STORES	44211012	Single	1 to 4 Employees
SELF REFLECTIONS	8637 PERIWINKLE CIR	Elk Grove, CA	FURNITURE STORES	44211012	Single	1 to 4 Employees
MATTRESS DISCOUNTERS	7701 LAGUNA BLVD # 420	Elk Grove, CA	FURNITURE STORES	44211024	Branch	1 to 4 Employees
MATTRESS DISCOUNTERS	9660 BRUCEVILLE RD	Elk Grove, CA	FURNITURE STORES	44211024	Single	1 to 4 Employees
SLEEP NUMBER BY SELECT COMFORT	9158 W STOCKTON BLVD # 120	Elk Grove, CA	FURNITURE STORES	44211024	Branch	1 to 4 Employees
SLEEP TRAIN	7221 ELK GROVE BLVD # G113	Elk Grove, CA	FURNITURE STORES	44211024	Single	1 to 4 Employees
SLEEP TRAIN MATTRESS CTR	9660 BRUCEVILLE RD # 100	Elk Grove, CA	FURNITURE STORES	44211024	Branch	1 to 4 Employees
SLEEP TRAIN MATTRESS CTR	7440 LAGUNA BLVD # 94	Elk Grove, CA	FURNITURE STORES	44211024	Branch	5 to 9 Employees
ABBEY FLOORING DESIGN CTR	7621 LAGUNA BLVD # 130	Elk Grove, CA	FLOOR COVERING STORES	44221001	Branch	1 to 4 Employees
MARSH'S CARPET	8375 ELK GROVE BLVD	Elk Grove, CA	FLOOR COVERING STORES	44221001	Single	1 to 4 Employees
MARSH'S CARPET	10461 GRANT LINE RD	Elk Grove, CA	FLOOR COVERING STORES	44221001	Single	1 to 4 Employees
SULCA'S CARPETS	9766 WATERMAN RD # K	Elk Grove, CA	FLOOR COVERING STORES	44221001	Single	10 to 19 Employees
FAZILAT ORIENTAL RUG IMPORT	2113 HEGER WAY	Elk Grove, CA	FLOOR COVERING STORES	44221003	Single	1 to 4 Employees
NATIONAL FLOORING & SUPPLY	9100 ELKMONT DR	Elk Grove, CA	FLOOR COVERING STORES	44221010	Single	1 to 4 Employees
S & G CARPET & MORE	8474 BOND RD	Elk Grove, CA	FLOOR COVERING STORES	44221010	Single	10 to 19 Employees
AMER STYLE CUSTOM DRAPERIES	9461 HEATHMAN WAY	Elk Grove, CA	WINDOW TREATMENT STORES	44229101	Single	1 to 4 Employees
ISIDRA HUFT DRAPERIES	9509 DURANGO WAY	Elk Grove, CA	WINDOW TREATMENT STORES	44229101	Single	1 to 4 Employees
BUDGET BLINDS		Elk Grove, CA	WINDOW TREATMENT STORES	44229111	Branch	1 to 4 Employees
BUDGET BLINDS	6115 BOOTHBAY CT	Elk Grove, CA	WINDOW TREATMENT STORES	44229111	Branch	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
HI-TECH WINDOW COVERINGS	8119 DRAIS CT	Elk Grove, CA	WINDOW TREATMENT STORES	44229111	Single	1 to 4 Employees
CUSTOM FIRESIDE SHOPS	9097 ELK GROVE BLVD	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229930	Branch	1 to 4 Employees
ANNA'S LINENS	9163 E STOCKTON BLVD	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229936	Branch	5 to 9 Employees
BED BATH & BEYOND	9145 W STOCKTON BLVD	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229936	Branch	20 to 49 Employees
HOME GOODS	9674 BRUCEVILLE RD	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229936	Branch	20 to 49 Employees
MTM LIGHTING		Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229947	Single	1 to 4 Employees
I MADE IT! LLC	9667 E STOCKTON BLVD	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229956	Single	1 to 4 Employees
3 DAY BLINDS	8469 ELK GROVE BLVD # 8	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229971	Branch	1 to 4 Employees
TODAY'S WINDOW FASHIONS	9526 ARBON CT	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229971	Single	1 to 4 Employees
KIRKLAND'S	7707 LAGUNA BLVD	Elk Grove, CA	ALL OTHER HOME FURNISHINGS STORES	44229982	Branch	20 to 49 Employees
A1 AFFORDABLE APPLIANCE	8698 ELK GROVE BLVD	Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314103	Single	1 to 4 Employees
APPLIANCE RESCUE		Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314103	Single	5 to 9 Employees
ELK GROVE APPLIANCE GALLERY		Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314103	Single	1 to 4 Employees
ELK GROVE APPLIANCE SVC	9710 ELK GROVE FLORIN RD	Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314103	Single	20 to 49 Employees
PROSERV	6729 WALBRIDGE WAY	Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314103	Single	1 to 4 Employees
VALLEY OAK MAYTAG APPLIANCE	9710 ELK GROVE FLORIN RD	Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314103	Single	10 to 19 Employees
VSM SEWING	8985 ELK GROVE BLVD	Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314123	Single	1 to 4 Employees
KIRBY CO	10519 E STOCKTON BLVD # 120	Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314125	Branch	1 to 4 Employees
ORECK CLEAN HOME CTR	8447 ELK GROVE FLORIN RD # 50	Elk Grove, CA	HOUSEHOLD APPLIANCE STORES	44314125	Branch	1 to 4 Employees
4G WIRELESS INC	9620 BRUCEVILLE RD	Elk Grove, CA	ELECTRONIC STORES	44314204	Branch	1 to 4 Employees
ACCESSORY STORE	8460 ELK GROVE BLVD # 100	Elk Grove, CA	ELECTRONIC STORES	44314204	Single	1 to 4 Employees
METRRO PCS	8126 SHELDON RD	Elk Grove, CA	ELECTRONIC STORES	44314204	Single	1 to 4 Employees
PHONES PLUS	8690 ELK GROVE BLVD # 6	Elk Grove, CA	ELECTRONIC STORES	44314204	Single	1 to 4 Employees
BEST BUY	9131 W STOCKTON BLVD	Elk Grove, CA	ELECTRONIC STORES	44314207	Branch	100 to 249 Employees
GREAT WESTERN MARKETING	10059 ELK GLEN CT	Elk Grove, CA	ELECTRONIC STORES	44314207	Single	1 to 4 Employees
HIPOINT ELECTRONIC INC	4827 LAGUNA PARK DR	Elk Grove, CA	ELECTRONIC STORES	44314207	Single	1 to 4 Employees
RADIOSHACK	8405 ELK GROVE BLVD # 10	Elk Grove, CA	ELECTRONIC STORES	44314207	Branch	5 to 9 Employees
RADIOSHACK	8641 ELK GROVE BLVD	Elk Grove, CA	ELECTRONIC STORES	44314207	Branch	5 to 9 Employees
ANTENNA & DISH SATELLITE		Elk Grove, CA	ELECTRONIC STORES	44314218	Single	1 to 4 Employees
DIREC4U	9245 LAGUNA SPRINGS DR # 200	Elk Grove, CA	ELECTRONIC STORES	44314218	Single	1 to 4 Employees
RPI	8860 MANNINGTON ST	Elk Grove, CA	ELECTRONIC STORES	44314218	Single	1 to 4 Employees
SATELLITE & TV RESOURCES		Elk Grove, CA	ELECTRONIC STORES	44314218	Single	1 to 4 Employees
SATELLITE AVENUE	9882 WATERMAN RD # 110	Elk Grove, CA	ELECTRONIC STORES	44314218	Single	1 to 4 Employees
SKY MEDIA SYSTEMS	9138 PLAZA PARK DR	Elk Grove, CA	ELECTRONIC STORES	44314218	Single	1 to 4 Employees
ELK GROVE HOME THEATRE	PO BOX 2727	Elk Grove, CA	ELECTRONIC STORES	44314227	Single	1 to 4 Employees
MAGNOLIA HOME THEATER	9131 W STOCKTON BLVD	Elk Grove, CA	ELECTRONIC STORES	44314227	Branch	10 to 19 Employees
PROCLEAR INSTALLS	6816 ROMANZO WAY	Elk Grove, CA	ELECTRONIC STORES	44314227	Single	1 to 4 Employees
APPLE STORE	2511 LAGUNA BLVD	Elk Grove, CA	ELECTRONIC STORES	44314241	Branch	20 to 49 Employees
APPLE STORE	8230 CARIBOU PEAK WAY	Elk Grove, CA	ELECTRONIC STORES	44314241	Branch	20 to 49 Employees
ASA INC		Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees
ENCORE BUSINESS SYSTEMS	9116 ELK GROVE BLVD	Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees
GOLDEN STATE BUSINESS SYSTEMS	9328 ELK GROVE BLVD # 105-302	Elk Grove, CA	ELECTRONIC STORES	44314241	Single	10 to 19 Employees
GREEN'S COMPUTER CONSLTNG FIRM	7220 ELVORA WAY	Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees
LAGUNA COMPUTERS	9632 EMERALD OAK DR # H	Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees
LAN JAM		Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
PRO-ACTIVE SALES		Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees
RAY'S INDUSTRIAL	9285 BAY HEAD CT	Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees
STATESTORE INC	9256 RANCHO DR	Elk Grove, CA	ELECTRONIC STORES	44314241	Single	1 to 4 Employees
SERVATEK	8469 ELK GROVE BLVD # 5	Elk Grove, CA	ELECTRONIC STORES	44314245	Single	5 to 9 Employees
HEALTH FINANCIAL SYSTEMS	8109 LAGUNA BLVD	Elk Grove, CA	ELECTRONIC STORES	44314247	Single	10 to 19 Employees
KRONOS INC		Elk Grove, CA	ELECTRONIC STORES	44314247	Single	1 to 4 Employees
MACOLA SOFTWARE		Elk Grove, CA	ELECTRONIC STORES	44314247	Single	1 to 4 Employees
NEXANT INC	9245 LAGUNA SPRINGS DR # 380	Elk Grove, CA	ELECTRONIC STORES	44314247	Branch	5 to 9 Employees
ELAINE'S DESKTOP PUBLISHING	9020 BERYL CREEK WAY	Elk Grove, CA	ELECTRONIC STORES	44314253	Single	1 to 4 Employees
DIMPLE RECORDS	9692 ELK GROVE FLORIN RD	Elk Grove, CA	ELECTRONIC STORES	44314269	Single	5 to 9 Employees
FENESTRATION SERVICES	9595 GURNEY CT	Elk Grove, CA	HOME CENTERS	44411002	Single	5 to 9 Employees
HOME DEPOT	9150 W STOCKTON BLVD	Elk Grove, CA	HOME CENTERS	44411002	Branch	100 to 249 Employees
LOWE'S HOME IMPROVEMENT	8369 POWER INN RD	Elk Grove, CA	HOME CENTERS	44411002	Branch	100 to 249 Employees
FRAZEE PAINT	9651 E STOCKTON BLVD	Elk Grove, CA	PAINT & WALLPAPER STORES	44412003	Branch	1 to 4 Employees
KELLY-MOORE PAINT CO	10299 E STOCKTON BLVD # 101	Elk Grove, CA	PAINT & WALLPAPER STORES	44412003	Branch	1 to 4 Employees
OLD TOWN PAINTS	9277 BENDEL PL # G255	Elk Grove, CA	PAINT & WALLPAPER STORES	44412003	Single	1 to 4 Employees
SHERWIN-WILLIAMS	9716 ELK GROVE FLORIN RD	Elk Grove, CA	PAINT & WALLPAPER STORES	44412003	Branch	1 to 4 Employees
BRAD KANE	9355 E STOCKTON BLVD	Elk Grove, CA	HARDWARE STORES	44413005	Single	1 to 4 Employees
JWJ DOOR & HARDWARE	8267 WINDWOOD WAY	Elk Grove, CA	HARDWARE STORES	44413005	Single	1 to 4 Employees
ORCHARD SUPPLY HARDWARE	7431 LAGUNA BLVD	Elk Grove, CA	HARDWARE STORES	44413005	Branch	50 to 99 Employees
SHELDON ACE HARDWARE	9021 GRANT LINE RD	Elk Grove, CA	HARDWARE STORES	44413005	Branch	10 to 19 Employees
MOTORCHROME.COM	9274 EMERALD CREST DR	Elk Grove, CA	HARDWARE STORES	44413006	Single	1 to 4 Employees
HANFORD READY MIX INC	9800 KENT ST	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419012	Single	20 to 49 Employees
KNIFE RIVER CORP	10260 WATERMAN RD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419012	Branch	100 to 249 Employees
PACIFIC READY MIX INC	10286 WATERMAN RD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419012	Single	5 to 9 Employees
ASSA ABLOY ENTRANCE SYSTEMS	8985 ELK GROVE BLVD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419017	Branch	10 to 19 Employees
ELK GROVE OVERHEAD DOORS	9727 KENT ST # 175	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419017	Single	1 to 4 Employees
GOLDEN STATE DOOR	10551 E STOCKTON BLVD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419017	Single	5 to 9 Employees
ADVANCE GARAGE DOOR SVC	6604 BLUE POPPY DR	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
ALL-PRO OVERHEAD DOOR		Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
ALL-STAR GARAGE DOOR		Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
ELK GROVE GARAGE DOOR EXPERTS	8709 GREAT CT	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
ELK GROVE GARAGE DOROS		Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
ELK GROVE OVERHEAD DOORS	9864 DINO DR # 10	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
EUDY DOOR CO		Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
GARAGE DOOR REPAIR-ELK GROVE	9461 SOARING OAKS DR	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
JET GARAGE DOORS & GATES	4801 LAGUNA BLVD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419018	Single	1 to 4 Employees
ADVANCED AUTO GLASS	5405 FOX TROTTER WAY	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
ALPHA AUTO GLASS	8148 DRAIS WAY	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
ASPECT GLASS INC	9824 DINO DR # 100	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
AUTO GLASS WIZARDS	8772 GLORY WAY	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
CORELLAS AUTO GLASS	5809 ELK SPRING WAY	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
GLASS MENAGERIE	8805 ELK GROVE BLVD # A	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
GLASS PRO'S	9901 KENT ST # 2	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
MOBILE AUTO GLASS MASTERS	9287 EMERALD VISTA DR	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
MOULE'S ELK GROVE GLASS	9864 DINO DR # 7	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
PRIDE AUTO GLASS	6709 CASTRO VERDE WAY	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
SACRAMENTO AUTO GLASS		Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
SCOTTS MOBILE AUTO GLASS	9277 BENDEL PL # 230	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
SCOTT'S MOBILE AUTO GLASS		Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	1 to 4 Employees
SCOTT'S MOBILE AUTO GLASS	9183 SURVEY RD # 104	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	5 to 9 Employees
SCOTT'S MOBILE AUTO GLASS LLC	9363 SOARING OAKS DR	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419031	Single	5 to 9 Employees
STAINED GLASS BY SMOKEY	8778 BAMARCIA DR	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419034	Single	1 to 4 Employees
COMMPRO INSURANCE SVC INC	9055 LOCUST ST # B1	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419044	Single	5 to 9 Employees
DAKOTA LUMBER	10559 E STOCKTON BLVD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419044	Single	1 to 4 Employees
FUTURE ENERGY	9721 KENT ST # A	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419051	Single	5 to 9 Employees
ACADEMY PRODUCTS	10144 WATERMAN RD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419055	Single	10 to 19 Employees
CALIFORNIA SHADE	8999 ELK GROVE FLORIN RD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419056	Single	1 to 4 Employees
SOUTHGATE GLASS	6852 FRANKLIN BLVD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419056	Single	1 to 4 Employees
SOUTHGATE GLASS		Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419058	Single	1 to 4 Employees
SOUTHGATE GLASS	6952 FRANKLIN BLVD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419058	Single	1 to 4 Employees
SUPERIOR SHOWER DOOR & MORE	9066 WEEPING FIG WAY	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419058	Single	1 to 4 Employees
SUPERIOR SHOWER DOOR & MORE I	10471 GRANT LINE RD # 110	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419058	Single	1 to 4 Employees
3 BLIND BROTHERS	PO BOX 582153	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419059	Single	1 to 4 Employees
CLINT STONE INC	8835 SHELDON RD	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419062	Single	1 to 4 Employees
ELK GROVE GLASS	9864 DINO DR # 7	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419069	Single	1 to 4 Employees
GENESIS WINDOW TINTING	9291 BENDEL PL # 100	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419069	Single	1 to 4 Employees
MOULE'S WINDOWS	9864 DINO DR # 7	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419069	Single	1 to 4 Employees
GLASS GURU	9055 LOCUST ST	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419077	Branch	1 to 4 Employees
WARDA GLASS	9098 GENERATIONS DR	Elk Grove, CA	OTHER BUILDING MATERIAL DEALERS	44419077	Single	1 to 4 Employees
ELK GROVE POWER EQUIPMENT	10288 IRON ROCK WAY	Elk Grove, CA	OUTDOOR POWER EQUIPMENT STORES	44421004	Single	5 to 9 Employees
BACKYARD BASICS	8618 SCHUBERT CT	Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422008	Single	1 to 4 Employees
FARMASSIST	10471 GRANT LINE RD # 100	Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422008	Single	1 to 4 Employees
BIG OAK NURSERY	10071 GRANT LINE RD	Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422012	Single	10 to 19 Employees
CORNFLOWER FARMS INC	9811 SHELDON RD	Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422012	Single	20 to 49 Employees
GREEN PARADISE NURSERY	8995 BRADSHAW RD	Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422012	Single	1 to 4 Employees
MATSUDA-SACRAMENTO CONTRS OFC		Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422012	Single	1 to 4 Employees
G & D LANDSCAPE CONSTRUCTION		Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422029	Single	1 to 4 Employees
R & J IRRIGATION		Elk Grove, CA	NURSERY, GARDEN CENTER & FARM SUPPLY STORES	44422029	Single	1 to 4 Employees
ARMADILLO BAY INC	8094 ORCHARD LOOP	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511002	Single	1 to 4 Employees
HOT DIG-A-DEE DOGS	5305 TERSK WAY	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511002	Single	1 to 4 Employees
MARLU INVESTMENT GROUP	2368 MARITIME DR # 100	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511002	Single	5 to 9 Employees
SINGING PIG FOOD CO	10133 SAINTSBURY CT	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511002	Single	1 to 4 Employees
BEL AIR MARKETS	5100 LAGUNA BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	100 to 249 Employees
BEL AIR MARKETS	8425 ELK GROVE FLORIN RD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	100 to 249 Employees
BEL AIR SUPERMARKETS	8425 ELK GROVE FLORIN RD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
BEL AIR SUPERMARKETS	8787 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
EL MOLCAJETE MARKET PHARMACY		Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
FRESH & EASY NEIGHBORHOOD MKT	8430 ELK GROVE FLORIN RD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	1 to 4 Employees
FRESH MARKET	7707 LAGUNA BLVD # 140	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	50 to 99 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
GROCERY OUTLET	8517 BOND RD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	20 to 49 Employees
INDIA SPICES & MUSIC	9059 BRUCEVILLE RD # 100	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
LAGUNA MART	8451 ELK GROVE BLVD # 3	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
NEW INDIA STOP	9165 ELK GROVE FLORIN RD # 120	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
NUGGET MARKET	7101 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	100 to 249 Employees
RALEY'S	9149 E STOCKTON BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	100 to 249 Employees
RALEY'S	9435 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	100 to 249 Employees
RALEY'S	6787 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	100 to 249 Employees
RALEY'S	4900 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	5 to 9 Employees
RALEY'S BAKERY	9435 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	100 to 249 Employees
RALPHS	8539 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	50 to 99 Employees
SAFEWAY	5021 LAGUNA BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	100 to 249 Employees
SAVE MART	9160 ELK GROVE FLORIN RD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	100 to 249 Employees
SAVE MART	7707 LAGUNA BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	5 to 9 Employees
SAVEMART SUPERMARKETS		Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
SIMPLY ASIAN	8246 LAGUNA BLVD # 370	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Single	1 to 4 Employees
SPROUTS FARMERS MARKET	8211 LAGUNA BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	1 to 4 Employees
TRADER JOE'S	9670 BRUCEVILLE RD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	20 to 49 Employees
WALMART NEIGHBORHOOD MARKET	8455 ELK GROVE BLVD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	250 to 499 Employees
WINCO FOODS	8142 SHELDON RD	Elk Grove, CA	SUPERMARKETS/OTHER GROCERY (EXC CONVENIENCE) STRS	44511003	Branch	100 to 249 Employees
99 CENT STORE	8461 WATER POPPY WAY	Elk Grove, CA	CONVENIENCE STORES	44512001	Single	1 to 4 Employees
A FEIN TRIP TRAVEL	8713 MILO CT	Elk Grove, CA	CONVENIENCE STORES	44512001	Single	1 to 4 Employees
AMPM	9215 ELK GROVE FLORIN RD	Elk Grove, CA	CONVENIENCE STORES	44512001	Branch	1 to 4 Employees
AMPM	10421 GRANT LINE RD	Elk Grove, CA	CONVENIENCE STORES	44512001	Branch	10 to 19 Employees
AMPM	8500 ELK GROVE BLVD	Elk Grove, CA	CONVENIENCE STORES	44512001	Branch	5 to 9 Employees
AMPM	9590 HARBOUR POINT DR	Elk Grove, CA	CONVENIENCE STORES	44512001	Branch	5 to 9 Employees
KWIK KORNER	8112 SHELDON RD # G800	Elk Grove, CA	CONVENIENCE STORES	44512001	Single	1 to 4 Employees
KWIK N SAVE INC	8112 SHELDON RD	Elk Grove, CA	CONVENIENCE STORES	44512001	Single	1 to 4 Employees
PACIFIC CONVENIENCE FUELS	9001 GRANT LINE RD	Elk Grove, CA	CONVENIENCE STORES	44512001	Single	5 to 9 Employees
SAV-N-PAK	9032 ELK GROVE BLVD	Elk Grove, CA	CONVENIENCE STORES	44512001	Single	1 to 4 Employees
KOUNTRY MEATS	9631 SANDAGE AVE	Elk Grove, CA	MEAT MARKETS	44521006	Single	1 to 4 Employees
CERTIFIED FARMERS MARKET SAC		Elk Grove, CA	FRUIT & VEGETABLE MARKETS	44523001	Single	1 to 4 Employees
ANNETTES FRUITS & VEGGIES	8990 GRANT LINE RD	Elk Grove, CA	FRUIT & VEGETABLE MARKETS	44523003	Single	1 to 4 Employees
MAR VAL PRODUCE		Elk Grove, CA	FRUIT & VEGETABLE MARKETS	44523003	Single	1 to 4 Employees
PINK BERRIES	7405 LAGUNA BLVD	Elk Grove, CA	FRUIT & VEGETABLE MARKETS	44523003	Single	1 to 4 Employees
SEE'S CANDIES CHOCOLATE SHOP	7440 LAGUNA BLVD	Elk Grove, CA	CONFECTIONERY & NUT STORES	44529202	Branch	5 to 9 Employees
RAZZBERRY YOGURT	8458 BOND RD	Elk Grove, CA	ALL OTHER SPECIALTY FOOD STORES	44529932	Single	5 to 9 Employees
REDBERRY YOGURT & SMOOTHIE	8359 ELK GROVE BLVD # 109	Elk Grove, CA	ALL OTHER SPECIALTY FOOD STORES	44529932	Single	1 to 4 Employees
TIKI YOGURT	4810 ELK GROVE BLVD # 140	Elk Grove, CA	ALL OTHER SPECIALTY FOOD STORES	44529932	Single	1 to 4 Employees
TOPS YOGURT & SMOOTHIES	8829 SHELDON RD # 100	Elk Grove, CA	ALL OTHER SPECIALTY FOOD STORES	44529932	Single	1 to 4 Employees
BEVMO!	9160 W STOCKTON BLVD # 100	Elk Grove, CA	BEER, WINE & LIQUOR STORES	44531004	Branch	10 to 19 Employees
DISCOUNT FOOD & LIQUOR	8992 NEPONSET DR	Elk Grove, CA	BEER, WINE & LIQUOR STORES	44531004	Single	1 to 4 Employees
ELK GROVE DISC WINE & LIQUOR	9358 ELK GROVE FLORIN RD	Elk Grove, CA	BEER, WINE & LIQUOR STORES	44531004	Single	1 to 4 Employees
LUCKY LIQUOR STORE	8723 ELK GROVE BLVD	Elk Grove, CA	BEER, WINE & LIQUOR STORES	44531004	Single	1 to 4 Employees
OLD TOWN LIQUOR	9655 ELK GROVE FLORIN RD # 1	Elk Grove, CA	BEER, WINE & LIQUOR STORES	44531004	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
JENNINGS WINE CELLAR	8531 ELK GROVE BLVD	Elk Grove, CA	BEER, WINE & LIQUOR STORES	44531005	Single	1 to 4 Employees
STONELAKE VINE & SPIRITS	2619 RIPARIAN DR	Elk Grove, CA	BEER, WINE & LIQUOR STORES	44531005	Single	1 to 4 Employees
BEL AIR PHARMACY	5100 LAGUNA BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	1 to 4 Employees
BEL AIR PHARMACY	8425 ELK GROVE FLORIN RD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	1 to 4 Employees
BEL AIR PHARMACY	9435 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	5 to 9 Employees
CVS/PHARMACY	9285 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	10 to 19 Employees
CVS/PHARMACY	8585 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	20 to 49 Employees
CVS/PHARMACY	8400 BRADSHAW RD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	5 to 9 Employees
CVS/PHARMACY	5040 LAGUNA BLVD # A	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	50 to 99 Employees
LAGUNA MEDICAL PHARMACY	9390 BIG HORN BLVD # 110	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Single	5 to 9 Employees
LONGS DRUG STORE	5040 LAGUNA BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Single	5 to 9 Employees
LONGS DRUG STORE #484	8585 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Single	5 to 9 Employees
LONGS DRUGS	8585 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Single	5 to 9 Employees
NUTRISHARE INC	9850 KENT ST	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Single	10 to 19 Employees
RALEY'S PHARMACY	4900 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	5 to 9 Employees
RITE AID	9260 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	10 to 19 Employees
RITE AID	7211 ELK GROVE BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	10 to 19 Employees
TARGET PHARMACY	7505 LAGUNA BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	5 to 9 Employees
TIMBERLAKE PHARMACY	9689 COUNTRY FALLS LN	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Single	5 to 9 Employees
WALGREENS	9180 FRANKLIN BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	20 to 49 Employees
WALGREENS	8400 ELK GROVE FLORIN RD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	20 to 49 Employees
WALGREENS	9200 ELK GROVE FLORIN RD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	20 to 49 Employees
WALGREENS	7299 LAGUNA BLVD	Elk Grove, CA	PHARMACIES & DRUG STORES	44611009	Branch	20 to 49 Employees
MEDI CANN	9701 ELK GROVE FLORIN RD # 100	Elk Grove, CA	PHARMACIES & DRUG STORES	44611015	Branch	1 to 4 Employees
BATH & BODY WORKS	9163 E STOCKTON BLVD # 350	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612001	Branch	10 to 19 Employees
MARY KAY INDEPENDENT SALES	9689 NATURE TRAIL WAY	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612001	Branch	1 to 4 Employees
OVERALL BEAUTY	5336 BLUE SAPPHIRE CT	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612001	Single	1 to 4 Employees
SALLY BEAUTY SUPPLY	BRUCEVILLE RD	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612001	Branch	5 to 9 Employees
ULTA BEAUTY	9141 W STOCKTON BLVD	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612001	Branch	20 to 49 Employees
A CUT ABOVE SUPPLY & SALON	8694 ELK GROVE BLVD # 5	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612004	Single	10 to 19 Employees
BACKSCRATCHERS	9068 ELKMONT DR	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612004	Single	20 to 49 Employees
CURLS LLC	10463 GRANT LINE RD # 104	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612004	Single	1 to 4 Employees
MALY'S		Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612004	Single	1 to 4 Employees
MELS BEAUTY SUPPLY	2388 MARITIME DR	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612004	Single	1 to 4 Employees
SALON CENTRIC	8694 ELK GROVE BLVD # 9	Elk Grove, CA	COSMETICS, BEAUTY SUPPLIES & PERFUME STORES	44612004	Branch	1 to 4 Employees
ACRONYM FIBER OPTICS INC	9629 NATURE TRAIL WAY	Elk Grove, CA	OPTICAL GOODS STORES	44613003	Single	1 to 4 Employees
VISION CENTER AT WALMART	8465 ELK GROVE BLVD	Elk Grove, CA	OPTICAL GOODS STORES	44613003	Branch	1 to 4 Employees
ELK GROVE VITAMINS ETC INC	9647 E STOCKTON BLVD	Elk Grove, CA	FOOD (HEALTH) SUPPLEMENT STORES	44619103	Single	5 to 9 Employees
SUNRIDER INTERNATIONAL	9632 EMERALD OAK DR	Elk Grove, CA	FOOD (HEALTH) SUPPLEMENT STORES	44619103	Branch	1 to 4 Employees
GNC	8451 ELK GROVE BLVD # 12	Elk Grove, CA	FOOD (HEALTH) SUPPLEMENT STORES	44619106	Branch	5 to 9 Employees
HEALTHFUL BLESSINGS	8182 POND BROOK WAY	Elk Grove, CA	FOOD (HEALTH) SUPPLEMENT STORES	44619106	Single	1 to 4 Employees
RELIV INDEPENDENT DISTRIBUTORS		Elk Grove, CA	FOOD (HEALTH) SUPPLEMENT STORES	44619106	Branch	1 to 4 Employees
RITE AID GNC LIVE WELL STORE	9260 ELK GROVE BLVD	Elk Grove, CA	FOOD (HEALTH) SUPPLEMENT STORES	44619106	Branch	1 to 4 Employees
VITAMIN SHOPPE	8255 LAGUNA BLVD # 100	Elk Grove, CA	FOOD (HEALTH) SUPPLEMENT STORES	44619106	Branch	5 to 9 Employees
P & O HANGER	9390 BIG HORN BLVD # 170	Elk Grove, CA	ALL OTHER HEALTH & PERSONAL CARE STORES	44619901	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
MCDONALD HEARING AIDS	9139 W STOCKTON BLVD # 120	Elk Grove, CA	ALL OTHER HEALTH & PERSONAL CARE STORES	44619903	Single	1 to 4 Employees
AMERICAN CO BRANDS INC	8010 ORCHARD LOOP	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Single	10 to 19 Employees
BOND 76	9198 ELK GROVE FLORIN RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	5 to 9 Employees
CALVINE ROAD CHEVRON	8344 POWER INN RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	10 to 19 Employees
CHEVRON	8296 LAGUNA BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	10 to 19 Employees
CHEVRON	9615 W TARON DR	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	5 to 9 Employees
CHEVRON	8501 BOND RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	5 to 9 Employees
CHEVRON	9603 E STOCKTON BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	5 to 9 Employees
COMPLETE PERFORMANCE	8999 ELK GROVE BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Single	5 to 9 Employees
ELK GROVE	8475 ELK GROVE BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Single	1 to 4 Employees
ELK GROVE CHEVRON	9146 HARBOUR POINT DR	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	5 to 9 Employees
ELK GROVE SHELL	9190 E STOCKTON BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	1 to 4 Employees
LAGUNA 76	2323 LAGUNA BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	10 to 19 Employees
NAKASH ENTERPRISES	8607 ELK GROVE BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Single	5 to 9 Employees
NAKASH ENTERPRISES LLC	9100 HARBOUR POINT DR	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Single	5 to 9 Employees
SHELDON ROAD CHEVRON	8100 SHELDON RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	5 to 9 Employees
SHELL	9611 AUTO CENTER DR	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	5 to 9 Employees
TEXACO STATION	8338 POWER INN RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	20 to 49 Employees
WILTON CHEVRON	8995 GRANT LINE RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719005	Branch	10 to 19 Employees
CHARGE POINT CHARGING STATION	7299 LAGUNA BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
E V CHARGING STATION	8973 GRANT LINE RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
E V CHARGING STATION	9230 ELK GROVE FLORIN RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
E V CHARGING STATION	8480 LAGUNA GROVE DR	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
ELECTRIC CHARGING STATION	8590 LAGUNA GROVE DR	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
ELECTRIC CHARGING STATION	8369 POWER INN RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
ELECTRIC CHARGING STATION	8999 ELK GROVE BLVD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
LOWE'S ELECTRIC CHARGING STA	8369 POWER INN RD	Elk Grove, CA	OTHER GASOLINE STATIONS	44719010	Single	
MEN'S WEARHOUSE	7427 LAGUNA BLVD # 100	Elk Grove, CA	MEN'S CLOTHING STORES	44811006	Branch	10 to 19 Employees
BOUTIQUE BY SAMIHA	9005 ELK GROVE BLVD	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812001	Single	1 to 4 Employees
CREATIONS OF BLACK ORIGINS	8470 ELK GROVE BLVD # 145	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812001	Single	1 to 4 Employees
POSH PEACOCK BOUTIQUE	9021 ELK GROVE BLVD	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812001	Single	1 to 4 Employees
UPTOWN GIRL BOUTIQUE	8698 ELK GROVE BLVD # 3	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812001	Single	1 to 4 Employees
LYNNE ROSE BRIDAL & CLOTHING	PO BOX 92	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812002	Single	1 to 4 Employees
MY BRIDAL STUFF	PO BOX 582132	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812002	Single	1 to 4 Employees
WEDDING CENTER	8355 ELK GROVE BLVD # 500	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812002	Single	1 to 4 Employees
CATHERINES	9688 BRUCEVILLE RD # 107	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812010	Branch	5 to 9 Employees
DRESS BARN	9630 BRUCEVILLE RD # 102	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812010	Branch	5 to 9 Employees
NELLY'S FASHION	10481 GRANT LINE RD	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812010	Single	1 to 4 Employees
RAINBOW	8698 ELK GROVE BLVD # 3	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812010	Branch	1 to 4 Employees
STYLES FOR LESS	7440 LAGUNA BLVD # 106	Elk Grove, CA	WOMEN'S CLOTHING STORES	44812010	Branch	5 to 9 Employees
BABIES R US	8507 BOND RD	Elk Grove, CA	CHILDREN'S & INFANTS' CLOTHING STORES	44813001	Branch	20 to 49 Employees
BUYBUY BABY	7621 LAGUNA BLVD	Elk Grove, CA	CHILDREN'S & INFANTS' CLOTHING STORES	44813001	Branch	50 to 99 Employees
CHILDREN'S PLACE	9163 E STOCKTON BLVD	Elk Grove, CA	CHILDREN'S & INFANTS' CLOTHING STORES	44813003	Branch	10 to 19 Employees
JUSTICE JUST FOR GIRLS	9684 BRUCEVILLE RD # 109	Elk Grove, CA	CHILDREN'S & INFANTS' CLOTHING STORES	44813004	Branch	10 to 19 Employees
RELEVE DANCE WEAR CO	9630 BRUCEVILLE RD # 104	Elk Grove, CA	CHILDREN'S & INFANTS' CLOTHING STORES	44813004	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
HER CLOSET	9093 ELK GROVE BLVD	Elk Grove, CA	FAMILY CLOTHING STORES	44814001	Single	1 to 4 Employees
LANE BRYANT	9684 BRUCEVILLE RD # 110	Elk Grove, CA	FAMILY CLOTHING STORES	44814001	Branch	10 to 19 Employees
MRS 4 D'S FASHION BOUTIQUE	9030 ELK GROVE BLVD	Elk Grove, CA	FAMILY CLOTHING STORES	44814001	Single	1 to 4 Employees
OLD NAVY	9155 W STOCKTON BLVD	Elk Grove, CA	FAMILY CLOTHING STORES	44814001	Branch	50 to 99 Employees
STYLE ME FASHIONS		Elk Grove, CA	FAMILY CLOTHING STORES	44814001	Single	1 to 4 Employees
TILLY'S	9688 BRUCEVILLE RD # 106	Elk Grove, CA	FAMILY CLOTHING STORES	44814001	Branch	20 to 49 Employees
CLAIRE'S	9170 W STOCKTON BLVD # 160	Elk Grove, CA	CLOTHING ACCESSORIES STORES	44815001	Branch	5 to 9 Employees
RELEVE DANCE-WEAR CO LLC	4900 SAINT AUGUSTINE DR	Elk Grove, CA	CLOTHING ACCESSORIES STORES	44815016	Single	1 to 4 Employees
STEP-IN-TIME DANCE BOUTIQUE	9160 E STOCKTON BLVD # 120	Elk Grove, CA	CLOTHING ACCESSORIES STORES	44815016	Single	10 to 19 Employees
DESIGNER TIME PIECE FOR LESS		Elk Grove, CA	CLOTHING ACCESSORIES STORES	44815034	Single	1 to 4 Employees
MEI CHEN'S FASHION DESIGN	8781 TWINBERRY WAY	Elk Grove, CA	CLOTHING ACCESSORIES STORES	44815034	Single	1 to 4 Employees
S C TACTICAL	9174 FRANKLIN BLVD # B	Elk Grove, CA	CLOTHING ACCESSORIES STORES	44815048	Single	1 to 4 Employees
A STITCH IN TIME	5522 HARBORSIDE WAY	Elk Grove, CA	OTHER CLOTHING STORES	44819001	Single	1 to 4 Employees
LEE'S TAILORING	4711 LAGUNA BLVD # C102	Elk Grove, CA	OTHER CLOTHING STORES	44819001	Single	1 to 4 Employees
CARD COUTURE	9995 VILLETTE CT	Elk Grove, CA	OTHER CLOTHING STORES	44819002	Single	1 to 4 Employees
IDRESS ONLINE	9299 E STOCKTON BLVD # 40A-2	Elk Grove, CA	OTHER CLOTHING STORES	44819002	Single	1 to 4 Employees
COLESCCE CUSTOM FITTED BRAS	6328 DE CRISANTO PL	Elk Grove, CA	OTHER CLOTHING STORES	44819005	Single	1 to 4 Employees
SPIRIT HALLOWEEN SUPERSTORE	7707 LAGUNA BLVD	Elk Grove, CA	OTHER CLOTHING STORES	44819010	Branch	1 to 4 Employees
I DRESS ON LINE	9090 UNION PARK WAY # G112	Elk Grove, CA	OTHER CLOTHING STORES	44819011	Single	1 to 4 Employees
FOREE ACTION SPORTS	3116 W SONDIESA CT	Elk Grove, CA	OTHER CLOTHING STORES	44819026	Single	1 to 4 Employees
1 STOP T SHIRT	9098 ELK GROVE BLVD	Elk Grove, CA	OTHER CLOTHING STORES	44819029	Single	1 to 4 Employees
MEN'S FASHION TAILORING	9015 BRUCEVILLE RD # 140	Elk Grove, CA	OTHER CLOTHING STORES	44819030	Single	1 to 4 Employees
BOOT BARN	10299 E STOCKTON BLVD # 102	Elk Grove, CA	OTHER CLOTHING STORES	44819032	Branch	5 to 9 Employees
HASSAN'S JOE WESTERN WEAR	9117 E STOCKTON BLVD	Elk Grove, CA	OTHER CLOTHING STORES	44819032	Single	1 to 4 Employees
CAPITAL CITY UNIFORMS	8470 ELK GROVE BLVD # G150	Elk Grove, CA	OTHER CLOTHING STORES	44819035	Single	1 to 4 Employees
CHY MIK UNIFORMS LLC	9655 ELK GROVE FLORIN RD # 4	Elk Grove, CA	OTHER CLOTHING STORES	44819035	Single	1 to 4 Employees
LUNIFORMS	9118 NEWPORT WEST WAY	Elk Grove, CA	OTHER CLOTHING STORES	44819035	Single	1 to 4 Employees
FAMOUS FOOTWEAR	9163 E STOCKTON BLVD # 390	Elk Grove, CA	SHOE STORES	44821007	Branch	5 to 9 Employees
JOE HASSAN'S	9117 E STOCKTON BLVD # 130	Elk Grove, CA	SHOE STORES	44821007	Single	1 to 4 Employees
PAYLESS SHOE SOURCE	8547 ELK GROVE BLVD	Elk Grove, CA	SHOE STORES	44821007	Branch	5 to 9 Employees
PAYLESS SHOE SOURCE	7601 LAGUNA BLVD # 140	Elk Grove, CA	SHOE STORES	44821007	Branch	5 to 9 Employees
SHOE DACA	9158 W STOCKTON BLVD	Elk Grove, CA	SHOE STORES	44821007	Single	1 to 4 Employees
SHOES THAT FIT	8649 ELK GROVE BLVD	Elk Grove, CA	SHOE STORES	44821007	Single	5 to 9 Employees
SIZEABLEFEET	10160 VAN BROCKLIN WAY	Elk Grove, CA	SHOE STORES	44821007	Single	1 to 4 Employees
CALIBER WATCH INC	4920 WARMERDAM CT	Elk Grove, CA	JEWELRY STORES	44831012	Single	1 to 4 Employees
CELESTIALS MAGICAL JEWELS LLC	9517 CONEY ISLAND CIR	Elk Grove, CA	JEWELRY STORES	44831012	Single	1 to 4 Employees
CHARMING CHARLIE	7601 LAGUNA BLVD # 1A	Elk Grove, CA	JEWELRY STORES	44831012	Branch	1 to 4 Employees
DALIN JEWELERS INC	8342 CRYSTAL WALK CIR	Elk Grove, CA	JEWELRY STORES	44831012	Single	5 to 9 Employees
GAYNELL'S BOUTIQUE	4920 WARMERDAM CT	Elk Grove, CA	JEWELRY STORES	44831012	Single	1 to 4 Employees
KENNY G & CO FINE JWLRS	7440 LAGUNA BLVD # 112	Elk Grove, CA	JEWELRY STORES	44831012	Single	5 to 9 Employees
MAX'S GALLERY	8375 ELK GROVE BLVD	Elk Grove, CA	JEWELRY STORES	44831012	Single	10 to 19 Employees
PINK PEBBLES	3112 SHELTER COVE LN	Elk Grove, CA	JEWELRY STORES	44831012	Single	1 to 4 Employees
ROGERS JEWELERS	8521 BOND RD	Elk Grove, CA	JEWELRY STORES	44831012	Branch	10 to 19 Employees
INSPIRANZA DESIGNS JEWELRY		Elk Grove, CA	JEWELRY STORES	44831013	Single	1 to 4 Employees
ASIA PACIFIC DUTY FREE LLC	2633 MARINA POINT LN	Elk Grove, CA	JEWELRY STORES	44831020	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
AMERICAN RIVER BICYCLE SHOP	8696 ELK GROVE BLVD # 3	Elk Grove, CA	SPORTING GOODS STORES	45111006	Single	1 to 4 Employees
ELK GROVE BIKE SHOP	9633 E STOCKTON BLVD	Elk Grove, CA	SPORTING GOODS STORES	45111006	Single	1 to 4 Employees
ELK GROVE CYCLERY	9632 EMERALD OAK DR # C	Elk Grove, CA	SPORTING GOODS STORES	45111006	Single	1 to 4 Employees
TEAM STRENGTH SYSTEMS	10288 JENNICK WAY	Elk Grove, CA	SPORTING GOODS STORES	45111015	Single	1 to 4 Employees
STREAM WORKS	3132 DWIGHT RD # 200	Elk Grove, CA	SPORTING GOODS STORES	45111019	Single	10 to 19 Employees
CS GUNWORKS	9174 FRANKLIN BLVD # B	Elk Grove, CA	SPORTING GOODS STORES	45111023	Single	1 to 4 Employees
GUN ROOM		Elk Grove, CA	SPORTING GOODS STORES	45111023	Single	1 to 4 Employees
GUN ROOM SHOOTING RANGE	9221 SURVEY RD	Elk Grove, CA	SPORTING GOODS STORES	45111023	Single	10 to 19 Employees
SHOOTIN SHACK GUNS	3443 LAGUNA BLVD	Elk Grove, CA	SPORTING GOODS STORES	45111023	Single	1 to 4 Employees
WILD BILL'S OLD WEST TRADING	10490 E STOCKTON BLVD # 150	Elk Grove, CA	SPORTING GOODS STORES	45111023	Single	1 to 4 Employees
ELK GROVE MARTIAL ARTS ACADEMY	9055 LOCUST ST # B	Elk Grove, CA	SPORTING GOODS STORES	45111033	Single	1 to 4 Employees
RENBUKAI KARATE OF ELK GROVE	9105 LAGUNA MAIN ST # 135	Elk Grove, CA	SPORTING GOODS STORES	45111033	Single	1 to 4 Employees
BIG 5 SPORTING GOODS	6608 LAGUNA BLVD	Elk Grove, CA	SPORTING GOODS STORES	45111055	Branch	20 to 49 Employees
KING OF CLUBS	9571 CASTLESHORE CT	Elk Grove, CA	SPORTING GOODS STORES	45111055	Single	1 to 4 Employees
RUNNING ZONE	8470 ELK GROVE BLVD # 135	Elk Grove, CA	SPORTING GOODS STORES	45111055	Single	1 to 4 Employees
SOCCER CITY	8690 ELK GROVE BLVD # 5	Elk Grove, CA	SPORTING GOODS STORES	45111055	Single	1 to 4 Employees
SOCCER CITY	9611 E STOCKTON BLVD	Elk Grove, CA	SPORTING GOODS STORES	45111055	Single	1 to 4 Employees
SOCCER CITY	9663 E STOCKTON BLVD	Elk Grove, CA	SPORTING GOODS STORES	45111055	Single	5 to 9 Employees
SPORT CHALET	8511 BOND RD	Elk Grove, CA	SPORTING GOODS STORES	45111055	Branch	50 to 99 Employees
SPORTS AUTHORITY	8217 LAGUNA BLVD	Elk Grove, CA	SPORTING GOODS STORES	45111055	Branch	20 to 49 Employees
SPORTS SHOP	9143 UNION PARK WAY	Elk Grove, CA	SPORTING GOODS STORES	45111055	Single	5 to 9 Employees
V-SPORT	9882 WATERMAN RD # G140	Elk Grove, CA	SPORTING GOODS STORES	45111055	Single	1 to 4 Employees
CELEBRATION BASKETS	9871 TURTLE DOVE CT	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112003	Single	1 to 4 Employees
COLOR ME MINE	7440 LAGUNA BLVD # 100	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112006	Branch	5 to 9 Employees
HOBBY LOBBY	9149 E STOCKTON BLVD	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112011	Branch	20 to 49 Employees
MICHAELS	7611 LAGUNA BLVD	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112011	Branch	20 to 49 Employees
QUIZZIEBO	9351 CARRCROFT DR	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112011	Single	1 to 4 Employees
COUNTRY CRAFTS BY ROMA	8520 CHERRY CREST CT	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112012	Single	1 to 4 Employees
GOURDS 'N MORE	10388 SHELDON RD	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112012	Single	1 to 4 Employees
JUST MYSTIC VISIONS	8844 HOUNDSTOOTH CT	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112012	Single	1 to 4 Employees
LIZ'S CRAFT & PARTY	9168 FRANKLIN BLVD # A	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112012	Single	1 to 4 Employees
MARIZA'S WEE PIGGIES-SCRMNT	9308 ELBERON WAY	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112012	Single	1 to 4 Employees
GAME CRAZY	9161 E STOCKTON BLVD	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112020	Single	1 to 4 Employees
GAMESTOP	9688 BRUCEVILLE RD # 100	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112020	Branch	10 to 19 Employees
GAMESTOP	8250 CALVINE RD # D	Sacramento, CA	HOBBY, TOY & GAME STORES	45112020	Branch	5 to 9 Employees
GAMESTOP	7717 LAGUNA BLVD # 300	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112020	Branch	5 to 9 Employees
GAMESTOP	9308 ELK GROVE BLVD # 110	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112020	Branch	5 to 9 Employees
PLAY N TRADE	2513 RIPARIAN DR # 140	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112020	Branch	1 to 4 Employees
XTREME HOBBY	4620 STORY WAY	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112020	Single	1 to 4 Employees
TOYS R US	8507 BOND RD	Elk Grove, CA	HOBBY, TOY & GAME STORES	45112035	Branch	20 to 49 Employees
JO-ANN FABRICS & CRAFTS	8529 BOND RD	Elk Grove, CA	SEWING, NEEDLEWORK & PIECE GOODS STORES	45113007	Branch	10 to 19 Employees
TOP TO BOTTOM QUILTING	2912 BABSON DR	Elk Grove, CA	SEWING, NEEDLEWORK & PIECE GOODS STORES	45113017	Single	1 to 4 Employees
COUNTRY SEWING CTR	9414 ELK GROVE FLORIN RD	Elk Grove, CA	SEWING, NEEDLEWORK & PIECE GOODS STORES	45113018	Single	5 to 9 Employees
KNITIQUE	8741 ELK GROVE BLVD	Elk Grove, CA	SEWING, NEEDLEWORK & PIECE GOODS STORES	45113024	Single	5 to 9 Employees
CHAMBER MUSIC SOCIETY-SCRMNT	8417 CYPRESS BLUFF CT	Elk Grove, CA	MUSICAL INSTRUMENT & SUPPLIES STORES	45114006	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
SKIP'S MUSIC	9660 ELK GROVE FLORIN RD # C	Elk Grove, CA	MUSICAL INSTRUMENT & SUPPLIES STORES	45114008	Single	1 to 4 Employees
VICKI CROMWELL	9237 MAPLEVIEW WAY	Elk Grove, CA	MUSICAL INSTRUMENT & SUPPLIES STORES	45114012	Single	1 to 4 Employees
BIBLE HOUSE	7601 LAGUNA BLVD # 160	Elk Grove, CA	BOOK STORES	45121105	Single	10 to 19 Employees
COVER TO COVER BOOKS & GIFTS	9175 ELK GROVE FLORIN RD # 1	Elk Grove, CA	BOOK STORES	45121105	Single	1 to 4 Employees
TRENTS BOOKSHELF	8139 ELK GROVE BLVD # 130	Elk Grove, CA	BOOK STORES	45121105	Single	1 to 4 Employees
FAITHFAMILYBOOKS.COM	10120 ALEXANDRIA CT	Elk Grove, CA	BOOK STORES	45121107	Single	1 to 4 Employees
ALLSTATE INSURANCE	9738B ELK GROVE FLORIN RD	Elk Grove, CA	BOOK STORES	45121108	Single	1 to 4 Employees
APOCALYPSE COMICS	9098 ELK GROVE BLVD	Elk Grove, CA	BOOK STORES	45121108	Single	1 to 4 Employees
CALIFORNIA CARD CO	9139 E STOCKTON BLVD # 2	Elk Grove, CA	BOOK STORES	45121108	Single	5 to 9 Employees
EVOLUTION CARDS & COMICS	9005 ELK GROVE BLVD # 1	Elk Grove, CA	BOOK STORES	45121108	Single	1 to 4 Employees
OLDE WORLD GAMING	6624 LAGUNA BLVD # 104	Elk Grove, CA	BOOK STORES	45121108	Single	1 to 4 Employees
BURLINGTON COAT FACTORY	9175 E STOCKTON BLVD	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	50 to 99 Employees
KOHL'S	9650 BRUCEVILLE RD	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	100 to 249 Employees
KOHL'S	8810 CALVINE RD	Sacramento, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	100 to 249 Employees
ROSS DRESS FOR LESS	9135 E STOCKTON BLVD	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	20 to 49 Employees
STEIN MART	7707 LAGUNA BLVD # 100	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	50 to 99 Employees
TARGET		Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	100 to 249 Employees
TARGET	7505 LAGUNA BLVD	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	100 to 249 Employees
TJ MAXX	9154 W STOCKTON BLVD	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	20 to 49 Employees
WALMART	10075 BRUCEVILLE RD	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	100 to 249 Employees
WALMART	8465 ELK GROVE BLVD	Elk Grove, CA	DEPARTMENT STORES (EXCEPT DISCOUNT DEPT STORES)	45211101	Branch	100 to 249 Employees
WISEBUYS LIQUIDATORS	8457 ELK GROVE BLVD	Elk Grove, CA	DISCOUNT DEPARTMENT STORES	45211201	Single	1 to 4 Employees
CALIFORNIA SALES	9110 UNION PARK WAY # 101	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299006	Single	10 to 19 Employees
ITS A RACK	9120 ELK GROVE BLVD	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299006	Single	1 to 4 Employees
NEWTEC SUPPLY	8744 GESSNER DR	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299006	Single	1 to 4 Employees
PARAGON SUPPLY MGMT INC	6517 RANCHO LAGUNA DR	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299006	Single	1 to 4 Employees
POSITIVE GLOBAL SALES	5050 LAGUNA BLVD # 112-574	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299006	Single	1 to 4 Employees
UNITED DOOR SALES OF NEVADA	9727 KENT ST # 175	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299006	Single	1 to 4 Employees
BIG LOTS	8539 ELK GROVE BLVD	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299013	Branch	20 to 49 Employees
DOLLAR TREE	8126 SHELDON RD # 100	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299013	Branch	10 to 19 Employees
DOLLAR TREE	8696 ELK GROVE BLVD # 11	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299013	Branch	20 to 49 Employees
J V DOLLAR STORE	4711 LAGUNA BLVD # 101	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299013	Single	1 to 4 Employees
KORYU MART I N T VARIETY STORE	9163 E STOCKTON BLVD # 310	Elk Grove, CA	ALL OTHER GENERAL MERCHANDISE STORES	45299013	Single	1 to 4 Employees
EXQUISITE DESIGNS BY VIVIAN		Elk Grove, CA	FLORISTS	45311001	Single	1 to 4 Employees
FLORAL ESSENCE DESIGN STUDIO		Elk Grove, CA	FLORISTS	45311001	Single	1 to 4 Employees
FLOWERS BY FAIRYTALES	9120 ELK GROVE BLVD	Elk Grove, CA	FLORISTS	45311001	Single	1 to 4 Employees
JACKIE'S FLOWERS	9248 ELK GROVE BLVD	Elk Grove, CA	FLORISTS	45311001	Single	1 to 4 Employees
LAGUNA FLOWERS	5030 LAGUNA BLVD # 110	Elk Grove, CA	FLORISTS	45311001	Single	1 to 4 Employees
NINA'S FLOWERS	8517 ELK GROVE BLVD	Elk Grove, CA	FLORISTS	45311001	Single	5 to 9 Employees
M & M INVESTOR CORP	9370 FEICKERT DR	Elk Grove, CA	OFFICE SUPPLIES & STATIONERY STORES	45321007	Single	1 to 4 Employees
STAPLES	9146 E STOCKTON BLVD	Elk Grove, CA	OFFICE SUPPLIES & STATIONERY STORES	45321007	Branch	20 to 49 Employees
STAMPER'S CORNER	9683 E STOCKTON BLVD	Elk Grove, CA	OFFICE SUPPLIES & STATIONERY STORES	45321012	Single	1 to 4 Employees
SCRAP-N-STAMP	9237 BEACH HAVEN CT	Elk Grove, CA	OFFICE SUPPLIES & STATIONERY STORES	45321016	Single	5 to 9 Employees
A & T SPECIALTIES & CREATIONS	8872 WHITE PEACOCK CT	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322005	Single	1 to 4 Employees
BIG OS COLLECTIBLES	10071 GRANT LINE RD	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322005	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
EDIBLE ARRANGEMENTS	7119 ELK GROVE BLVD # 129	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322010	Branch	1 to 4 Employees
HOW 'BOUT A FAVOR	6912 VERDURE WAY	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322012	Single	1 to 4 Employees
BAGETTES	9360 ELK GROVE FLORIN RD	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	1 to 4 Employees
DEBORAH COMPORA	8622 BANFF VISTA DR	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	1 to 4 Employees
DIMPLE'S BERRIES & GIFTS	5109 LAGUNA BLVD # 5	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	1 to 4 Employees
EMBELLISH	9072 ELK GROVE BLVD	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	1 to 4 Employees
GIFT GIVERS GALORE	7001 PALOMA BLANCA CT	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	5 to 9 Employees
HALLMARK GOLD CROWN	9163 E STOCKTON BLVD # 320	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Branch	5 to 9 Employees
HALLMARK GOLD CROWN	7601 LAGUNA BLVD # 100	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Branch	5 to 9 Employees
HERITAGECOLLECTION2GO.COM	9027 KILAR CT	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	1 to 4 Employees
POMEGRANATE GIFTS FOR THE HOME	9084 ELK GROVE BLVD	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	1 to 4 Employees
TOBACCO MAN	8112 SHELDON RD # 500	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Single	1 to 4 Employees
TUESDAY MORNING	7440 LAGUNA BLVD # 108	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322013	Branch	5 to 9 Employees
POCKETANGELS LLC	3801 LAKE TERRACE DR	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322015	Single	1 to 4 Employees
STORK OCCASIONS	8985 ELK GROVE BLVD	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322018	Single	1 to 4 Employees
BOUNCINGLAND	9451 SEA CLIFF WAY	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322026	Single	1 to 4 Employees
JUMPY THINGS		Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322026	Single	1 to 4 Employees
LAGUNA'S AWESOME PARTY PALACE	3147 DWIGHT RD # 100	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322026	Single	5 to 9 Employees
MARGARITA TIME	PO BOX 582474	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322026	Single	1 to 4 Employees
PARTY CITY	7440 LAGUNA BLVD # 104	Elk Grove, CA	GIFT, NOVELTY & SOUVENIR STORES	45322026	Branch	20 to 49 Employees
FROM THE HOMESTEAD	9082 ELK GROVE BLVD	Elk Grove, CA	USED MERCHANDISE STORES	45331001	Single	1 to 4 Employees
RED DOOR	9056 ELK GROVE BLVD	Elk Grove, CA	USED MERCHANDISE STORES	45331001	Single	1 to 4 Employees
SECONDHAND ROSE	9052 ELK GROVE BLVD	Elk Grove, CA	USED MERCHANDISE STORES	45331001	Single	1 to 4 Employees
ONCE UPON A CHILD	9163 E STOCKTON BLVD # 370	Elk Grove, CA	USED MERCHANDISE STORES	45331013	Branch	5 to 9 Employees
DISCOVERY SHOP	8535 ELK GROVE BLVD	Elk Grove, CA	USED MERCHANDISE STORES	45331014	Single	1 to 4 Employees
JUST BETWEEN FRIENDS	8250 CALVINE RD # C PMB 244	Sacramento, CA	USED MERCHANDISE STORES	45331014	Single	1 to 4 Employees
JOHN DANIEL CORP	9424 SAGE CREEK CT	Elk Grove, CA	USED MERCHANDISE STORES	45331019	Single	1 to 4 Employees
ELK GROVE DONATION EXPRESS	2475 ELK GROVE BLVD # 140	Elk Grove, CA	USED MERCHANDISE STORES	45331041	Single	1 to 4 Employees
GOOD WILL INDUSTRIES DONATION	4810 ELK GROVE BLVD # 120	Elk Grove, CA	USED MERCHANDISE STORES	45331041	Single	1 to 4 Employees
GOODWILL	4720 LAGUNA BLVD # 50	Elk Grove, CA	USED MERCHANDISE STORES	45331041	Branch	1 to 4 Employees
GOODWILL	8457 ELK GROVE BLVD	Elk Grove, CA	USED MERCHANDISE STORES	45331041	Single	10 to 19 Employees
GOODWILL	9105 BRUCEVILLE RD # 10A	Elk Grove, CA	USED MERCHANDISE STORES	45331041	Branch	10 to 19 Employees
GOODWILL	9165 ELK GROVE BLVD	Elk Grove, CA	USED MERCHANDISE STORES	45331041	Branch	10 to 19 Employees
GOODWILL	8769 ELK GROVE BLVD	Elk Grove, CA	USED MERCHANDISE STORES	45331041	Branch	10 to 19 Employees
CORNER PET		Elk Grove, CA	PET & PET SUPPLIES STORES	45391003	Single	1 to 4 Employees
PET CLUB	8515 BOND RD	Elk Grove, CA	PET & PET SUPPLIES STORES	45391003	Single	10 to 19 Employees
PETS TO GO	9328 ELK GROVE BLVD # G140	Elk Grove, CA	PET & PET SUPPLIES STORES	45391003	Single	1 to 4 Employees
PETS TO GO	9098 LAGUNA MAIN ST # 5	Elk Grove, CA	PET & PET SUPPLIES STORES	45391003	Single	5 to 9 Employees
SARPENTARIUM	9160 E STOCKTON BLVD # G100	Elk Grove, CA	PET & PET SUPPLIES STORES	45391003	Single	1 to 4 Employees
PEAK PERFORMANCE	9972 JUSTAMERE LN	Elk Grove, CA	PET & PET SUPPLIES STORES	45391004	Single	1 to 4 Employees
PETCO	8447 ELK GROVE FLORIN RD # 10	Elk Grove, CA	PET & PET SUPPLIES STORES	45391004	Branch	10 to 19 Employees
PETCO	7715 LAGUNA BLVD	Elk Grove, CA	PET & PET SUPPLIES STORES	45391004	Branch	20 to 49 Employees
PETSMART	8215 LAGUNA BLVD	Elk Grove, CA	PET & PET SUPPLIES STORES	45391004	Branch	20 to 49 Employees
REINHARDT RANCH	8855 BURNT SPUR CT	Elk Grove, CA	PET & PET SUPPLIES STORES	45391004	Single	1 to 4 Employees
UNLEASHED BY PETCO	8447 ELK GROVE FLORIN RD	Elk Grove, CA	PET & PET SUPPLIES STORES	45391004	Branch	5 to 9 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
FRAME & ART	9400 MEREOK CIR	Elk Grove, CA	ART DEALERS	45392002	Single	1 to 4 Employees
MURALS BY VINCENT	9792 WATERFOWL DR	Elk Grove, CA	ART DEALERS	45392002	Single	1 to 4 Employees
CIGARETTE CIRCLE	9059 BRUCEVILLE RD # 160	Elk Grove, CA	TOBACCO STORES	45399102	Single	1 to 4 Employees
CIGARETTES CHEAPER	9170 ELK GROVE FLORIN RD # H2	Elk Grove, CA	TOBACCO STORES	45399102	Single	1 to 4 Employees
CIGARETTES PLUS	8557 ELK GROVE BLVD	Elk Grove, CA	TOBACCO STORES	45399102	Single	1 to 4 Employees
ILLUSION	4809 LAGUNA BLVD # 110	Elk Grove, CA	TOBACCO STORES	45399102	Single	1 to 4 Employees
SMOKE IMAGE	8835 SHELDON RD # 120	Elk Grove, CA	TOBACCO STORES	45399102	Single	1 to 4 Employees
OLD TOWN CREATIONS	9008 ELK GROVE BLVD	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399804	Single	1 to 4 Employees
COINS CURRENCY & COLLECTIBLES	9074 ELK GROVE BLVD # 5	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399823	Single	1 to 4 Employees
GOLD DIGGER	8996 ELK GROVE BLVD	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399823	Single	1 to 4 Employees
HOT SPRING SPA OF ELK GROVE		Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399837	Single	1 to 4 Employees
HOT SPRING SPAS	9630 BRUCEVILLE RD	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399837	Single	1 to 4 Employees
RIVER CITY SPAS	9251 ELK GROVE BLVD	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399837	Single	1 to 4 Employees
AARON BROTHERS ART & FRAMING	7401 LAGUNA BLVD # 120	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399852	Branch	5 to 9 Employees
CHOICE FRAMING	4720 ELK GROVE BLVD # 120	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399852	Single	1 to 4 Employees
COBBS FRAME & HOBBIES	9255 SURVEY RD # 9	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399852	Single	1 to 4 Employees
WHOLESALE ART & FRAMING	8450 ELK GROVE BLVD # 200	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399852	Single	1 to 4 Employees
LESLIE'S SWIMMING POOL SUPLS	7717 LAGUNA BLVD # 300	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399866	Branch	1 to 4 Employees
AWARDS TROPHIES & MORE	6317 RABBIT HOLLOW WAY	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399867	Single	1 to 4 Employees
SIMPLE COUNTRY WEDDING		Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399870	Single	1 to 4 Employees
EL & EL WOOD PRODUCTS INC	10149 IRON ROCK WAY	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399876	Single	20 to 49 Employees
TRUSS CALGS INC	9171 LOCUST ST	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399876	Single	1 to 4 Employees
WOOD WONDERS	4817 SAINT AUGUSTINE DR	Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399876	Single	1 to 4 Employees
RHODES RETAIL SVC		Elk Grove, CA	ALL OTHER MISC STORE RETAILERS (EXC TOBACCO STRS)	45399878	Single	1 to 4 Employees
ANTLER ROOM	9240 SURVEY RD	Elk Grove, CA	FOOD SERVICE CONTRACTORS	72231001	Single	10 to 19 Employees
AKWAABA ENTERPRISES INC	9245 LAGUNA SPRINGS DR	Elk Grove, CA	FOOD SERVICE CONTRACTORS	72231009	Single	5 to 9 Employees
ABC GRILL CATERING	9079 DEVON CREST WAY	Elk Grove, CA	CATERERS	72232001	Single	5 to 9 Employees
ELK GROVE PARTY RENTALS & TENT	9701 DINO DR # 150	Elk Grove, CA	CATERERS	72232001	Single	5 to 9 Employees
EUROPEAN DELICIOUS CATERING	8680 OPP CT	Elk Grove, CA	CATERERS	72232001	Single	1 to 4 Employees
GRANARY KITCHEN	8779 CONTEMPORARY CT	Elk Grove, CA	CATERERS	72232001	Single	5 to 9 Employees
REED'S RIB & MORE	7901 MELFORT WAY	Elk Grove, CA	CATERERS	72232001	Single	1 to 4 Employees
WRANGLER	8945 GRANT LINE RD	Elk Grove, CA	DRINKING PLACES ALCOHOLIC BEVERAGES	72241001	Single	5 to 9 Employees
BOB'S CLUB	9039 ELK GROVE BLVD	Elk Grove, CA	DRINKING PLACES ALCOHOLIC BEVERAGES	72241003	Single	5 to 9 Employees
1ST CHOICE PIZZA & CURRY	9308 ELK GROVE BLVD # G100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	5 to 9 Employees
CHUCK E CHEESE'S	9161 E STOCKTON BLVD # B	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	20 to 49 Employees
DA BIG KAHUNAS PIZZA	8469 ELK GROVE BLVD # 7	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	5 to 9 Employees
DOMINO'S PIZZA	9171 ELK GROVE FLORIN RD # E	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	10 to 19 Employees
EXTREME PIZZA	9308 ELK GROVE BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
FAT MIKE'S PIZZA	8970 GRANT LINE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	10 to 19 Employees
LAMPPOST PIZZA	5109 LAGUNA BLVD # 6	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	20 to 49 Employees
LEONARDI'S PIZZA	8142 SHELDON RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	5 to 9 Employees
LITTLE CAESARS PIZZA	4805 LAGUNA BLVD # 103	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
LITTLE CAESARS PIZZA	7119 ELK GROVE BLVD # 133	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	20 to 49 Employees
MOUNTAIN MIKE'S PIZZA	8690 ELK GROVE BLVD # 3	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
MOUNTAIN MIKE'S PIZZA	7440 LAGUNA BLVD # G114	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
MOUNTAIN MIKE'S PIZZA	8441 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	5 to 9 Employees
NEW YORK PIZZA	9750 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	1 to 4 Employees
NY PIZZA	9059 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	5 to 9 Employees
OLD TOWN PIZZERIA	9677 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	5 to 9 Employees
ORIGINAL PETE'S PIZZA	2475 ELK GROVE BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	10 to 19 Employees
PAPA JOHN'S PIZZA	7216 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	20 to 49 Employees
PAPA MURPHY'S TAKE 'N' BAKE	4720 LAGUNA BLVD # 60	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
PAPA MURPHY'S TAKE 'N' BAKE	8559 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	5 to 9 Employees
PIZZA BELL	8996 GRANT LINE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	10 to 19 Employees
PIZZA BELL	8591 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	20 to 49 Employees
PIZZA FACTORY	9600 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
PIZZA GUYS	9105 BRUCEVILLE RD # 9A	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
PIZZA GUYS	9170 ELK GROVE FLORIN RD # A	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
PIZZA HUT	9015 BRUCEVILLE RD # 180	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	20 to 49 Employees
PIZZA HUT	8940 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	20 to 49 Employees
ROUND TABLE PIZZA	8795 ELK GROVE BLVD # 8	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	10 to 19 Employees
ROUND TABLE PIZZA	5110 LAGUNA BLVD # 119	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	20 to 49 Employees
ROUND TABLE PIZZA	10054 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	20 to 49 Employees
STEVE'S PIZZA	9135 W STOCKTON BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Branch	5 to 9 Employees
TODO UN POCO PIZZA & MEXICAN	9080 LAGUNA MAIN ST # 1A	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251115	Single	20 to 49 Employees
A&W RESTAURANTS	2330 LONGPORT CT	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
APPLEBEE'S	9105 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
ASIAN GARDEN	8409 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
BAJA BURRITO	9015 BRUCEVILLE RD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
BAJA FRESH MEXICAN GRILL	7419 LAGUNA BLVD # 220	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
BAMBOO INN	7300 LAGUNA BLVD # 1	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
BERT'S DINER	8972 GRANT LINE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
BIG SPOON YOGURT	5109 LAGUNA BLVD # 5	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
BJ'S RESTAURANT & BREWHOUSE	9237 LAGUNA SPRINGS DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	100 to 249 Employees
BLIMPIE SUBS & SALADS	8338 POWER INN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
BOBA TEA HOUSE	8139 ELK GROVE BLVD # 140	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
BOULEVARD BISTRO	8941 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
BRICK HOUSE RESTAURANT	9027 ELK GROVE BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
BULL WINGS BAR & GRILL	9625 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
BURGER KING	8338 POWER INN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
BURGER KING	8637 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
BURGER KING	9181 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CALIFORNIA BARBEQUE	10023 ARABESQUE CT	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
CARL'S JR	9664 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CARL'S JR	8722 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CARL'S JR	8401 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CARL'S JR	2609 RIPARIAN DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CARL'S JR	8140 SHELDON RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CASA GOMEZ MEXICAN RESTAURANT	8451 ELK GROVE BLVD # 10	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
CASSIDY'S FAMILY RESTAURANT	8511 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	20 to 49 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
CHASON'S CRAB STADIUM	8839 SHELDON RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
CHEESE STEAK SHOP INC	8259 LAGUNA BLVD # 160	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
CHEESE STEAK SHOP INC	8555 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	5 to 9 Employees
CHEVYS FRESH MEX	7401 LAGUNA BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	100 to 249 Employees
CHICK-FIL-A	8430 BOND RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CHILI'S GRILL & BAR	7410 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	100 to 249 Employees
CHIPOTLE MEXICAN GRILL	7440 LAGUNA BLVD # 124	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
CHOPAN KABOB	9105 BRUCEVILLE RD # 5A	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
CHURCH'S CHICKEN	2368 MARITIME DR # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
COLD RIVER PIZZA	8985 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
COMBO KING CHINESE FOOD EXP	8250 CALVINE RD	Sacramento, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
CRAZY SUSHI	7419 LAGUNA BLVD # 140	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
CURRY HOUSE	4720 ELK GROVE BLVD # 180	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
DEL TACO	7519 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
DEL TACO	8230 CALVINE RD	Sacramento, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
DENNY'S	8707 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
DICKEY'S BARBECUE PIT	5110 LAGUNA BLVD # 120	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
DONUT SHOP	8651 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
DONUTS YOGURT & MORE	6624 LAGUNA BLVD # 102	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
DOS COYOTES	8519 BOND RD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	20 to 49 Employees
EGGROLL STIX	8250 CALVINE RD # A	Sacramento, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
EL JARDIN	9385 ELK GROVE BLVD # 600	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
EL POTRO TAQUERIA	9117 E STOCKTON BLVD # 150	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
ELK GROVE FISH & CHIPS	8944 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
ELK GROVE SPORTS BAR & GRILL	9661 ELK GROVE FLORIN RD # C	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
ELK GROVE TOFU HOUSE	8821 SHELDON RD # 130	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
ENGEN VENTURES INC	9727 ELK GROVE FLORIN RD # 110	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
FIVE GUYS BURGERS & FRIES	9257 LAGUNA SPRINGS DR # 90	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
FREEBIRDS WORLD BURRITO	8235 LAGUNA BLVD # 180	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
GAUDALAJARA GRILL	8511 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
GOLDEN DRAGON	8470 ELK GROVE BLVD # 130	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
HABIT BURGER GRILL	7400 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
HAPPY GARDEN RESTAURANT	9081 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
HEALTHY BLENDS CAFFEE	8569 BOND RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
HOMETOWN BUFFET	9089 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
HUADU KITCHEN INC	8112 SHELDON RD # 700	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
HUNAN GARDEN RESTAURANT	8527 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
I LOVE TERIYAKI	8234 LAGUNA BLVD # 120	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
IHOP RESTAURANT	9170 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
IN-N-OUT BURGER	9188 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
IRON WOK	9341 BIG HORN BLVD # 105	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
ITALIAN DELICATESSEN	9020 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
JACK IN THE BOX	9179 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
JACK IN THE BOX	4820 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
JEDD'S RESTAURANT	9235 THOROUGHbred WAY	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
JIMBOY'S TACOS	7300 LAGUNA BLVD # 6	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
JIMMY'S SUPERB SUB	8259 LAGUNA BLVD # 160	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
K & C EATERY	8805 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
KABOB & GYRO GRILL	7216 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
KABOB PALACE	9620 BRUCEVILLE RD # 104	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
KACOLA INC	9521 BIG TIMBER DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
KFC	8579 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
KFC	2330 LONGPORT CT	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
KINTARO	8355 ELK GROVE BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
KOBE STEAK & SUSHI	9134 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
LA BOU BAKERY & CAFE	8694 ELK GROVE BLVD # 1	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
LA FUENTE MEXICAN	9631 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
LA MORENITA	9746 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
LIGHTHOUSE FISH & CHIPS LLC	9671 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
LOGAN'S ROADHOUSE	9105 W STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
LOONG KONG CHICKEN FARMS LLC	10770 W STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
LOVING HUT	8355 ELK GROVE BLVD # 800	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
MAHARANI INDIA RESTAURANT	9583 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
MC DONALD'S	8465 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
MC DONALD'S	10051 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
MC DONALD'S	2377 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
MC DONALD'S	870 FRANKLIN BLVD	Sacramento, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
MC DONALD'S	9146 HARBOUR POINT DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
MC DONALD'S	7527 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
MC DONALD'S	8710 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
MC DONALD'S	8220 CALVINE RD	Sacramento, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
MC DONALD'S	8282 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
MEL DOG'S CAFE	9766 WATERMAN RD # B	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
MIKUNI SUSHI	8525 BOND RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
MIMI'S CAFE	9195 W STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	100 to 249 Employees
MIZ SHIRLEYS CUISINE	8556 BLACK CHERRY CT	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
MOONLIGHT INDIAN RESTAURANT	9015 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
MORRIS CM ENTERPRISE	8471 WINTERBERRY DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
MR PICKLE'S SANDWICH SHOP	7419 LAGUNA BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
NATHAN'S CHINESE CUISINE	9105 BRUCEVILLE RD # 2A	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
NOODLES & CO	7405 LAGUNA BLVD # 170	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
OCEAN FISH & CHIPS	8944 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
OLD SPAGHETTI FACTORY	7727 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
ON THE BORDER MEXICAN GRILL	9164 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
ORIENTAL PEARL	8805 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
ORIGINAL MIKE'S DINER	9139 E STOCKTON BLVD # 3	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	20 to 49 Employees
OUTBACK STEAKHOUSE	7221 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
OZ KOREAN BBQ	2605 RIPARIAN DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PAESANOS	8519 BOND RD # 101	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	20 to 49 Employees
PALERMO	9632 EMERALD OAK DR # L	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
PANDA EXPRESS	5010 ELK GROVE BLVD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	1 to 4 Employees
PANDA EXPRESS	9304 ELK GROVE BLVD # 130	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
PANDA EXPRESS	8848 CALVINE RD # 100	Sacramento, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
PANDA EXPRESS	9154 E STOCKTON BLVD # 140	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
PANDA SOUTH	7419 LAGUNA BLVD # 180	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PANERA BREAD	8519 BOND RD # 106	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
PEACH GARDEN SEAFOOD RSTRNT	8420 ELK GROVE FLORIN RD # 170	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PEONY CHINESE MONGOLIAN BBQ	10058 BRUCEVILLE RD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PEPE'S TAQUERIA	7119 ELK GROVE BLVD # 125	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PHO	7127 ELK GROVE BLVD # 101	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PHO ANH DUC/EAST WEST CAFE	9261 LAGUNA SPRINGS DR # 130	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PHO DYNASTY	8457 ELK GROVE FLORIN RD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PHO HUY HOANG	9080 LAGUNA MAIN ST # 2	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
PHO LOTUS	9600 BRUCEVILLE RD # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
PLAZA DEL SOL	8523 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
POPCORN STORE	9679 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
RED CHOPSTIX	9672 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
RED ROBIN GOURMET BURGERS	8245 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	50 to 99 Employees
RENBUKAI KARATE-ELK GROVE	9522 SEA CLIFF WAY	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
ROMANO'S MACARONI GRILL	9198 W STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	100 to 249 Employees
ROSE PALACE	5109 LAGUNA BLVD # 2	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
ROYAL THAI	2745 ELK GROVE BLVD # 250	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
RUBIO'S FRESH MEXICAN GRILL	9624 BRUCEVILLE RD # 102	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
SABOR A MEXICO	8868 BOND RD # 500	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
SASSY'S RESTAURANT	10385 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
SATORI	8451 ELK GROVE BLVD # 5	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
SAVORY FRIED CHICKEN	9174 FRANKLIN BLVD # C	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
SHELDON BAR & GRILL	8839 SHELDON RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	20 to 49 Employees
SILVA'S SHELDON INN	9000 GRANT LINE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	20 to 49 Employees
SIMPLY THAI RESTAURANT	8465 ELK GROVE FLORIN RD # 140	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
SMASHBURGER	7701 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	5 to 9 Employees
SOUL KITCHEN	8579 ZINNIA WAY	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
SPRING VILLA CHINESE CUISINE	9135 W STOCKTON BLVD # 160	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
STAGECOACH RESTAURANT	8713 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	20 to 49 Employees
STRINGS ITALIAN CAFE	5109 LAGUNA BLVD # 6	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
SUBWAY	2300 LONGPORT CT # 102	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
SUBWAY	5030 LAGUNA BLVD # 109	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
SUBWAY	8145 ELK GROVE BLVD # 16	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
SUBWAY	9171 ELK GROVE FLORIN RD # 5	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
SUBWAY	8639 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
SUBWAY	9328 ELK GROVE BLVD # 110	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
SUBWAY	4720 ELK GROVE BLVD # 120	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	5 to 9 Employees
SUBWAY	9170 W LAGUNA WAY	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	5 to 9 Employees
SUBWAY	10075 BRUCEVILLE RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	5 to 9 Employees
SUNFLOWER CHINESE CUISINE	8469 ELK GROVE BLVD # 9	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
SUPER TACO MEXICAN RESTAURANT	4720 LAGUNA BLVD # 90	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
TACO BELL	8170 SHELDON RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
TACO BELL	8750 ELK GROVE BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
TACO BELL	9146 HARBOUR POINT DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
TACO BELL	6704 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
TEA GARDEN	9109 LAGUNA MAIN ST # 100	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
TERIYAKI TIME	9141 E STOCKTON BLVD # 260	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
TERRI DOES DESSERTS	6616 LAGUNA BLVD # 120	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
TEXAS ROADHOUSE	8094 ORCHARD LOOP	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	100 to 249 Employees
THAI CHILI	8696 ELK GROVE BLVD # 5	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
TOGO'S	8240 CALVINE RD # G	Sacramento, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
TOGO'S	4720 LAGUNA BLVD # 10	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
TOGO'S	8417 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
TOPS YOGURT & SMOOTHIES	9015 BRUCEVILLE RD # 190	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
TUGBOAT FISH	9671 E STOCKTON BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
V.COM SOLUTIONS	8235 LAGUNA BLVD # G180	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
VALLARTA MEXICAN RESTAURANT	2513 RIPARIAN DR # 180	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
VIET HOA VIETNAMESE & CHINESE	4805 LAGUNA BLVD # 101	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
VINCE'S ITALIAN RESTAURANT	8901 ELK GROVE FLORIN RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
WASABI JAPANESE SUSHI SEAFOOD	2745 ELK GROVE BLVD # 300	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
WENDY'S	9120 HARBOUR POINT DR	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
WENDY'S	8871 BOND RD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	20 to 49 Employees
WINGSTOP	7440 LAGUNA BLVD # 116	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
WINGSTOP	8447 ELK GROVE FLORIN RD # 50	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Branch	10 to 19 Employees
WONDERFUL CHINESE RESTAURANT	9163 E STOCKTON BLVD # 300	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
WRAP N' ROLL SUSHI BURRITO	5650 WHITELOCK PKWY # 110	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
YOGELATO	10044 BRUCEVILLE RD # 180	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	5 to 9 Employees
YOSHI JAPANESE RESTAURANT	9174 FRANKLIN BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	1 to 4 Employees
YUENG CITY CHINESE RESTAURANT	2745 ELK GROVE BLVD # 200	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251117	Single	10 to 19 Employees
L & L HAWAIIAN BARBECUE	7419 LAGUNA BLVD	Elk Grove, CA	FULL-SERVICE RESTAURANTS	72251118	Branch	10 to 19 Employees
BAGUETTES	9380 ELK GROVE FLORIN RD	Elk Grove, CA	LIMITED-SERVICE RESTAURANTS	72251302	Single	1 to 4 Employees
BEACH HUT DELI	7119 ELK GROVE BLVD # 135	Elk Grove, CA	LIMITED-SERVICE RESTAURANTS	72251302	Branch	10 to 19 Employees
HAPPY CAFE	9650 AUTO CENTER DR	Elk Grove, CA	LIMITED-SERVICE RESTAURANTS	72251302	Single	1 to 4 Employees
CURBSIDE CAPPUCCINOS & MORE	9038 STANWELL WAY	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Single	1 to 4 Employees
IT'S A GRIND COFFEE HOUSE	9620 BRUCEVILLE RD # 100	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
IT'S A GRIND COFFEE HOUSE	9385 ELK GROVE BLVD # 100	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
PEET'S COFFEE & TEA	8234 LAGUNA BLVD # 100	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
STARBUCKS	4720 ELK GROVE BLVD # 100	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
STARBUCKS	5060 LAGUNA BLVD # 125	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
STARBUCKS	8240 CALVINE RD # A	Sacramento, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
STARBUCKS	10064 BRUCEVILLE RD # 100	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
STARBUCKS	9289 ELK GROVE BLVD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
STARBUCKS	7701 LAGUNA BLVD # 440	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	10 to 19 Employees
STARBUCKS	2300 LONGPORT CT # 101	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	20 to 49 Employees
STARBUCKS	8868 BOND RD # 100	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	20 to 49 Employees

Business Location Report

City of Elk Grove, CA

Sorted by Selected NAICS Codes for Retail (441-448,451-453,772)



Business Name	Address	City, State	NAICS Description	NAICS	Type	Total Employees
STARBUCKS	8450 ELK GROVE BLVD # 100	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251505	Branch	20 to 49 Employees
COOKIE JAR	9624 BRUCEVILLE RD # 101	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251507	Single	10 to 19 Employees
COOKIES BY DESIGN	9304 ELK GROVE BLVD # 140	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251507	Branch	1 to 4 Employees
GOLDEN DONUTS	8411 ELK GROVE FLORIN RD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251510	Single	1 to 4 Employees
HONEYS DONUTS	4801 LAGUNA BLVD # 102	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251510	Single	1 to 4 Employees
J R'S DONUTS	9170 ELK GROVE FLORIN RD # F	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251510	Single	1 to 4 Employees
JAVA TIME DONUTS	2745 ELK GROVE BLVD # 200	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251510	Single	1 to 4 Employees
JAVA TIME DONUTS	7811 LAGUNA BLVD # 150	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251510	Single	5 to 9 Employees
BASKIN-ROBBINS	4720 LAGUNA BLVD # 10	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Branch	10 to 19 Employees
BASKIN-ROBBINS	9135 W STOCKTON BLVD # 140	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Branch	10 to 19 Employees
BASKIN-ROBBINS	8240 CALVINE RD # G	Sacramento, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Branch	10 to 19 Employees
BASKIN-ROBBINS	8417 ELK GROVE FLORIN RD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Branch	20 to 49 Employees
BASKIN-ROBBINS	8755 ELK GROVE BLVD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Branch	5 to 9 Employees
BRAINFREEZE ICE CREAM	9130 NOLAN ST	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Single	1 to 4 Employees
COLD STONE CREAMERY	9170 W STOCKTON BLVD # 190	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Branch	10 to 19 Employees
COLD STONE CREAMERY	9385 ELK GROVE BLVD # 200	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Branch	10 to 19 Employees
LEATHERBYS FAMILY CREAMERY	8238 LAGUNA BLVD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Single	5 to 9 Employees
MILK SHAKES & HONEY	8958 ELK GROVE BLVD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Single	5 to 9 Employees
TIGER'S YOGURT SHOP	8561 ELK GROVE BLVD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251512	Single	1 to 4 Employees
TAPIOCA EXPRESS	9105 BRUCEVILLE RD # 3A	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251517	Branch	1 to 4 Employees
TEA CULTURE	8433 ELK GROVE BLVD	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251517	Single	1 to 4 Employees
JAMBA JUICE	7440 LAGUNA BLVD # 120	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251518	Branch	10 to 19 Employees
JAMBA JUICE	9304 ELK GROVE BLVD # 160	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251518	Branch	10 to 19 Employees
JAMBA JUICE	9160 W STOCKTON BLVD # 160	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251518	Branch	20 to 49 Employees
JAMBA JUICE	4720 ELK GROVE BLVD # 190	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251518	Branch	20 to 49 Employees
JUICE IT UP	9620 BRUCEVILLE RD # 104	Elk Grove, CA	SNACK & NONALCOHOLIC BEVERAGE BARS	72251518	Branch	10 to 19 Employees

PRIZM SEGMENT DESCRIPTIONS



Prizm NE Segmentation



01. 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 \$100,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

Suburban Wealthy Age 55+ Graduate Degree+



02. 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 is characterized by married couples with children, graduate degrees, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals.

Suburban Wealthy Age 45-64 Graduate Degree+



03. 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 45 and 64, and without children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: members of Movers & Shakers rank near the top for owning a small business and having a home office.

Suburban Wealthy Age 45-64 Graduate Degree+



04. YOUNG DIGERATI

Young Digerati are tech-savvy and live 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.

Urban Wealthy Age 25-44 Graduate Degree+



05. COUNTRY SQUIRES

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've 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.

Town/Rural Upscale Age 35-54 Graduate Degree+



06. WINNER'S CIRCLE

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-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 over \$100,000, 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.

Suburban Wealthy Age 35-54 Graduate Degree+

Prizm NE Segmentation



07. 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 are married couples with few children who live in fashionable homes on small, manicured lots.

Urban Wealthy Age 45-64 Graduate Degree+



08. 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.

Suburban Upper-Mid Age <55 Graduate Degree+



09. 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, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

Town/Rural Upscale Age 55+ Graduate Degree+



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 professionals who decorate their 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.

Second City Upscale Ages 55+ Graduate Degree+



11. GOD'S COUNTRY

When city dwellers and suburbanites began moving to the country in the 1970s, 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 upscale 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.

Town/Rural Upscale Age 45-64 Graduate Degree+



12. BRITE LITES, LI'L CITY

Not all of 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 DINK (double income, no kids) households have college educations, well-paying business and professional careers, and swank homes filled with the latest technology.

Second City Upscale Age <55 Graduate Degree+

Prizm NE Segmentation



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, upscale 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.

Second City Upscale Age 35-54 College Graduate



14. NEW EMPTY NESTS

With their grown-up children recently out of the house, New Empty Nests is composed of upper-middle income older Americans who pursue active--and activist--lifestyles. Most 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 Europe.

Suburban Upper-Mid Age 65+ Graduate Degree+



15. POOLS & PATIOS

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios--a large proportion of homes were built in the 1950s and 1960s--residents work as white-collar managers and professionals, and are now at the top of their careers.

Suburban Upper-Mid Age 45-64 Graduate Degree+



16. BOHEMIAN MIX

A collection of mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are an ethnically diverse, progressive mix of young singles, couples, and families ranging from students to professionals. 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.

Urban Upper-Mid Age <55 College Graduate



17. BELTWAY BOOMERS

The members of the postwar Baby Boom are all grown up. 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.

Suburban Upper-Mid Age 45-64 College Graduate



18. KIDS & CUL-DE-SACS

Upper-middle-class, suburban, married couples with children--that's the skinny on 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.

Suburban Upper-Mid Age 25-44 College Graduate

Prizm NE Segmentation



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 without children. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with exercise equipment, TV sets, and pets.

Suburban Upper-Mid Age <55 College Graduate



20. FAST-TRACK FAMILIES

With their upscale 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.

Town/Rural Upscale Age 35-54 College Graduate



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. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

Suburban Midscale Age 65+ College Graduate



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 younger, 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.

Suburban Midscale Age <35 College Graduate



23. GREENBELT SPORTS

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these older residents are married, college-educated, and own new homes. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking.

Town/Rural Upper-Mid Age 45-64 College Graduate



24. UP-AND-COMERS

Up-and-Comers is a stopover for younger, upper-mid singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile adults, mostly age 25-44, include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment.

Second City Upper-Mid Age 25-44 College Graduate

Prizm NE Segmentation



25. COUNTRY CASUALS

There's a laid-back atmosphere in Country Casuals, a collection of older, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today, these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat.

Town/Rural Upscale Age 45-64 College Graduate



26. THE COSMOPOLITANS

Educated, upper-midscale, and ethnically diverse, 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, empty-nesting homeowners. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.

Urban Upper-Mid Age 55+ Graduate Degree +



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 with solid white-collar jobs or comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening, and refinishing furniture.

Second City Upper-Mid Age 55+ College Graduate



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 upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles like Country Living and Country Home. But they're big travelers, especially in recreational vehicles and campers.

Town/Rural Upper-Mid Age 55+ College Graduate



29. AMERICAN DREAMS

American Dreams is a living example of how ethnically diverse the nation has become: just under half the residents are Hispanic, Asian, or African-American. In these multilingual neighborhoods--one in three speaks a language other than English--middle-aged immigrants and their children live in upper-middle-class comfort.

Urban Upper-Mid Age <55 College Graduate



30. SUBURBAN SPRAWL

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, older 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.

Suburban Midscale Age 45-64 College Graduate

Prizm NE Segmentation



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, couples, and families are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Urban Lower-Mid Age <35 College Graduate



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.

Town Upper-Mid Age 25-44 College Graduate



33. BIG SKY FAMILIES

Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

Rural Upper-Mid Age <55 Some College



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, upper-middle-class, and married with children. But the current version is characterized by modest homes and ethnic diversity, including a disproportionate number of Hispanics and African-Americans.

Second City Upper-Mid Age 25-44 Some College



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. Single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores, and laundromats.

Second City Lower-Mid Age <55 College Graduate



36. BLUE-CHIP BLUES

Blue-Chip Blues is known as a comfortable lifestyle for ethnically-diverse, young, sprawling families with well-paying blue-collar jobs. The segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

Suburban Midscale Age 25-44 Some College

Prizm NE Segmentation



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, upper-middle-class couples 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.

Town/Rural Upper-Mid Age 45-64 High School Graduate



38. SIMPLE PLEASURES

With many 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, so many residents are members of veterans clubs.

Town/Rural Lower-Mid Age 65+ High School Graduate



39. DOMESTIC DUOS

Domestic Duos represents a middle-class mix of mainly over-65 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.

Suburban Midscale Age 65+ High School Graduate



40. CLOSE-IN COUPLES

Close-In Couples is a group of predominantly older, ethnically diverse couples living in older homes in the urban neighborhoods of mid-sized metros. High school-educated and empty nesting, these mostly older residents typically live in older city neighborhoods, enjoying their retirements.

Urban Lower-Mid Age 55+ Some College



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 it. 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.

Second City Lower-Mid Age 55+ High School Graduate



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 are transitioning from blue-collar jobs to the service industry.

Town Midscale Age 45-64 High School Graduate

Prizm NE Segmentation



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 older couples with white-collar jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating.

Town/Rural Midscale Age 55+ High School Graduate



44. NEW BEGINNINGS

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething 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.

Suburban Downscale Age <55 Some College



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 residents 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.

Rural Midscale Age 45-64 High School Graduate



46. OLD GLORIES

The residents of Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. Households in this racially-diverse segment often contain widows and widowers living on fixed incomes who tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows, and news magazines at high rates.

Suburban Downscale Age 65+ High School Graduate



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 twentysomethings. 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 African-Americans.

Second City Low Income Age <55 Some College



48. YOUNG & RUSTIC

Young & Rustic is composed of middle-aged, restless singles. These folks tend to be lower-middle-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.

Town/Rural Lower-Mid Age <55 High School Graduate

Prizm NE Segmentation



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.

Suburban Downscale Age 65+ High School Graduate



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 16 percent of residents own mobile homes.

Town Lower-Mid Age 25-44 Some College



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, living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.

Rural Midscale Age 25-44 High School Graduate



52. SUBURBAN PIONEERS

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of singles, recent divorcees 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 scarce and the money is tight. But what unites these residents—a diverse mix of Whites, Asians, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Suburban Downscale Age <55 Some College



53. MOBILITY BLUES

Mobility Blues is a segment of middle-age singles in working-class neighborhoods in America's satellite cities. Ethnically diverse, these transient Americans tend to have modest lifestyles due to their lower income jobs. Surveys show they excel in going to movies, playing basketball, and shooting pool.

Second City Downscale Age <55 Some College



54. MULTI-CULTI MOSAIC

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of 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.

Urban Lower-Mid Age 35-54 Some College

Prizm NE Segmentation



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 \$35,000 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.

Town/Rural Downscale Age 65+ Some High School



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 downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.

Town/Rural Downscale Age 45-64 High School Graduate



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.

Town Downscale Age 55+ High School Graduate



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 65 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.

Rural Downscale Age 65+ High School Graduate



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.

Urban Downscale Age 55+ Some High School



60. PARK BENCH SENIORS

Park Bench Seniors are typically retired singles living in the racially diverse 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.

Second City Downscale Age 55+ High School Graduate

Prizm NE Segmentation



61. CITY ROOTS

Found in urban neighborhoods, City Roots is a segment of downscale retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than 60 percent are African-American or Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

Urban Downscale Age 65+ Some High School



62. HOMETOWN RETIRED

These racially diverse seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest. These second-city dwellers spend their days on crafts and watching daytime TV.

Second City Downscale Age 65+ High School Graduate



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, Suzukis and Kias.

Second City Lower-Mid Age 25-44 High School Graduate



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 service jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.

Town/Rural Downscale Age <35 High School Graduate



65. BIG CITY BLUES

With a population that's more than 45 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for low-income Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these middle-age singles and single-parent families face enormous challenges: low incomes, uncertain jobs, and modest educations.

Urban Lower-Mid Age <55 Some College



66. LOW-RISE LIVING

The most economically challenged urban segment, Low-Rise Living is known as a transient world for middle-aged, 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. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance.

Urban Lower-Mid Age <55 Some High School