



Property Profile
Stonewood Center
251 Stonewood St, Downey, CA 90241



Market Specific Criteria	Zip Code Trade Area	U.S. Benchmark
Predominant Consumer Lifestyles	18.2% Low-Rise Living 15.2% Multi-Culti Mosaic 13.9% American Dreams 7.8% Big City Blues 6.8% Close-In Couples 6.3% Money & Brains	1.3% Low-Rise Living 1.7% Multi-Culti Mosaic 2.2% American Dreams 1.2% Big City Blues 1.2% Close-In Couples 2.0% Money & Brains
2005 Population	1,484,473	295,128,398
2005 Households	379,802	111,006,754
5 Year Market Growth	5.9%	4.9%
Business Population	495,963	149,105,088
Average HH Size	3.9	2.7
Median Age	29.0 years	37.0 years
Population Age Under 5	9.6%	6.7%
Population Age 5 - 14	18.7%	13.8%
Population Age 15 - 17	5.0%	4.3%
Population Age 18 - 24	11.2%	9.9%
Population Age 25 - 34	15.7%	13.5%
Population Age 35 - 44	14.8%	14.9%
Population Age 45 - 54	10.9%	14.2%
Population Age 55 - 64	6.7%	10.1%
Population Age 65+	7.4%	12.6%
White/ Blue Collar Ratio	46.4% / 53.6%	60.0% / 40.0%
Education Level	8.3% 4+ yrs college 20.9% <4 yrs college	24.6% 4+ yrs college 27.5% <4 yrs college
Average HH Income	\$50,940	\$64,816
Median HH Income	\$40,221	\$50,845
Per Capita Income	\$13,033	\$24,379
Income \$35,000-\$49,999	17.1%	15.9%
HH Income \$50,000+	38.2%	47.7%
HH Income \$75,000+	19.8%	28.4%
HH Income 100,000+	10.2%	16.9%
Homeowners %	46.2%	66.7%
Ethnicity	39.7% White 9.6% Black 4.1% Asian Pac. Isl.	73.6% White 12.4% Black 4.3% Asian Pac. Isl.
Hispanic Ancestry	76.9% Hispanic	14.2% Hispanic

Consumer Lifestyle Profile

(Zip Code Trade Area)

251 Stonewood St, Downey, CA 90241

						
Cluster Name	Low-Rise Living	Multi-Culti Mosaic	American Dreams	Big City Blues	Close-In Couples	Money & Brains
Income Class	Poor	Lower Middle	Midscale	Downscale	Lower Middle	Upscale
% of Total Households	18.2%	15.2%	13.9%	7.8%	6.8%	6.3%
Predominant Characteristics	Inner-City, single parent families	Urban singles and families	Established urban immigrant families	Ethnically-mixed urban singles	Older couples living in older homes in mid-sized metros	Older married couples who have few children
	Single parents live in multi-unit rental complexes	Rank second in the percentage of foreign-born	Descendants of multi-ancestries	Highest concentration of Hispanic Americans in the nation	55-year-old-plus empty nesters	High incomes, advanced degrees, and sophisticated taste
	High unemployment and public assistance	Large families with lots of small children	Live in multi-racial, multi-lingual neighborhoods	Found mostly in Eastern mega-cities and in the West	Enjoying secure and comfortable retirements	Dual incomes
	Concentrated in America's poorest neighborhoods	Live in bilingual barrios concentrated in major cities	Tend to have big families, which is unique to Urban Uptown clusters	Older inner-city apartments	Older city neighborhoods	Own upscale homes and condos
Ethnic Diversity	High Black & Hisp. Asian	High Black & Hisp. Asian	Black, High Asian & Hisp.	High Black & Hisp. Asian	High Black & Hisp. Asian	High Asian
Family Type	Singles / Couples / Families	Singles / Couples / Families	Mixed	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Renters Multi Unit	Renters Multi-Unit 2-9 and 10+	Owners Single Unit	Renters, Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	35 & Under	25-44	25-44	45 & Under	55+	45+
Education	Elementary / High school	High School	Some College	High school	High School	College Graduates
Employment	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service	White-Collar, Service	Blue-Collar, White-Collar, Service	White-Collar, Service	Professional
Median Income	Poor / \$21,951	Lower Middle / \$32,748	Midscale / \$50,773	Downscale / \$28,577	Lower Middle / \$37,609	Affluent / \$80,466
Lifestyle Traits	Buy gospel music Shop at Footlocker Read Ebony Watch Steve Harvey Show Drive a Mitsubishi Gallant	Eat at family restaurants Shop at Footlocker Read Car & Driver Watch BET Drive a Toyota Echo	Go mountain biking Buy Spanish/Latin music Read Ebony Listen to Spanish radio Drive a Toyota Sienna minivan	Rent videos Eat at Sizzler Steakhouse Read Essence Watch All My Children Drive a Nissan Sentra	Go dancing monthly Take a cruise Read Prevention Watch Court TV Drive a Acura TL	Shop at Nordstrom Support the arts Read Business Week Listen to all-news radio Drive a Jaguar