



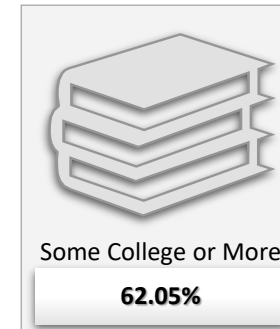
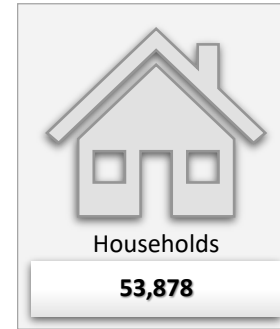
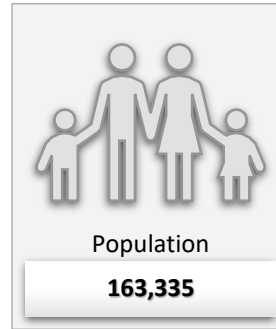
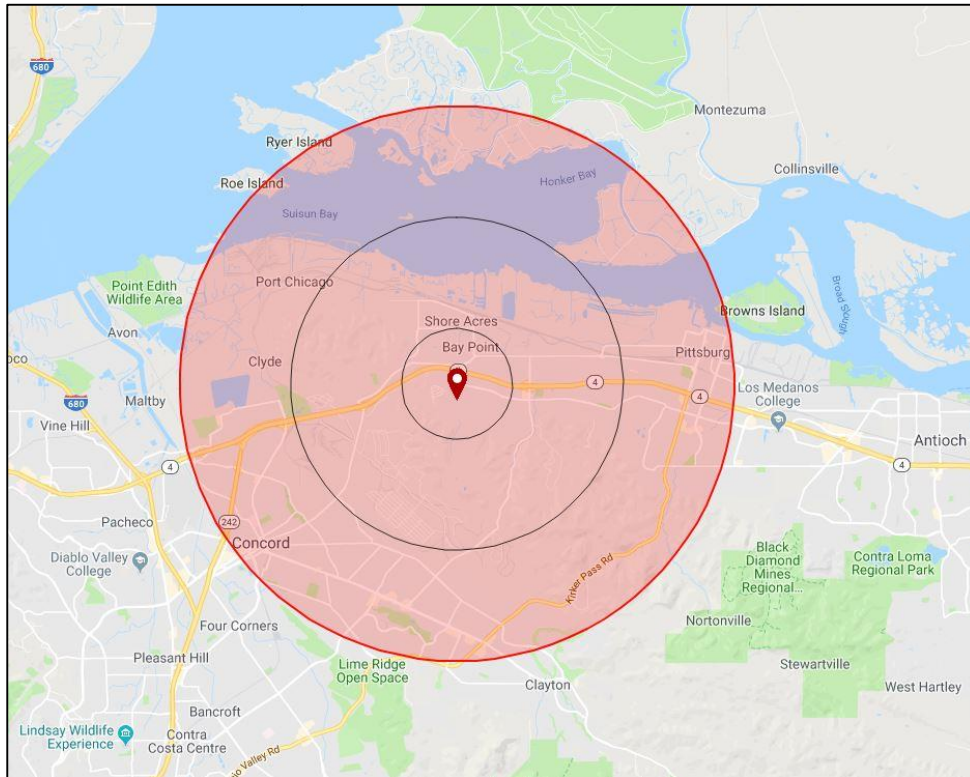
City of Pittsburgh

Site Comparison

Why Pittsburg

Pittsburg, California is positioned well for business development, poised for growth and vast opportunities.

Strong demographics within 5 Miles of the SEC of San Marco Blvd and West Leland Rd.



**Location!
Location!
Location!**

South East Corner of San Marco Blvd. & West Leland Rd.

Site Comparison – 1 Mile Radius From Site

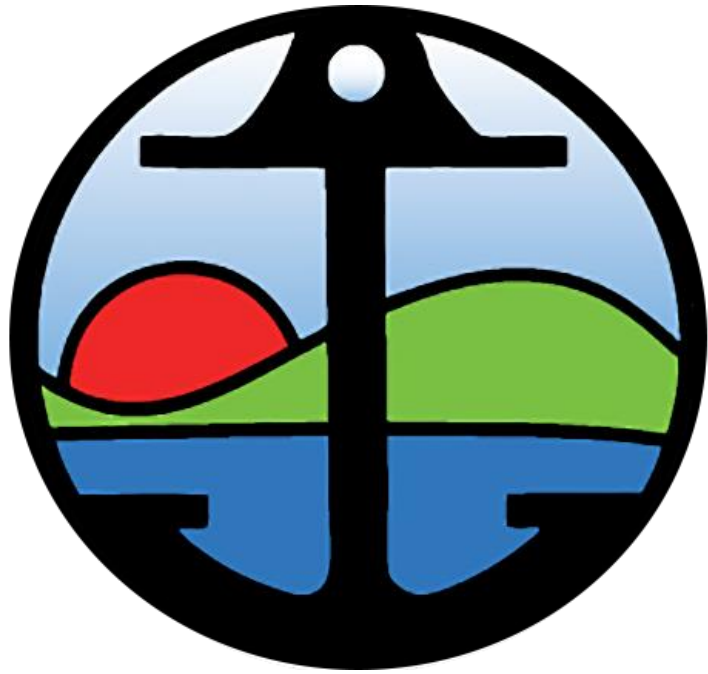
		Whole Foods	Trader Joe's	Trader Joe's	Trader Joe's	Sprouts	Nugget Markets	Whole Foods	Whole Foods
Site Characteristics	San Marco Blvd. & W. Leland Rd. Pittsburg CA	2085 Diamond Blvd. Concord CA	5451 Lone Tree Way Brentwood CA	1150 Concord Ave Concord CA	225 El Cerrito Plaza El Cerrito CA	2325 Sand Creek Rd. Brentwood CA	130 Browns Valley Pkwy Vacaville CA	2941 Ygnacio Valley Walnut Creek, CA	3502 Mt Diablo Blvd. Lafayette, CA
Population	18,412	10,483	13,638	7,495	30,345	20,120	12,142	10,598	8,192
Households	5,235	4,097	3,868	2,994	12,791	5,953	4,609	3,936	3,449
Average HHI	\$119,898	\$123,007	\$136,667	\$97,541	\$122,592	\$146,490	\$76,305	\$168,063	\$182,584
Labor Force	10,004	5,974	6,900	4,076	23,923	9,770	6,555	9,039	6,700
Some College or Higher	64%	77%	71%	68%	72%	75%	58%	80%	80%
Food & Beverage Expenditures (Total \$000s)	\$59,262	\$41,949	\$48,903	\$30,249	\$64,113	\$77,046	\$39,813	\$37,652	\$26,198
Total Area Employees	1,171	4,052	5,851	17,781	10,766	3,420	9,776	11,308	6,996

Site Comparison – 3 Mile Radius From Site

		Whole Foods	Trader Joe's	Trader Joe's	Trader Joe's	Sprouts	Nugget Markets	Whole Foods	Whole Foods
Site Characteristics	San Marco Blvd. & W. Leland Rd. Pittsburg CA	2085 Diamond Blvd. Concord CA	5451 Lone Tree Way Brentwood CA	1150 Concord Ave Concord CA	225 El Cerrito Plaza El Cerrito CA	2325 Sand Creek Rd. Brentwood CA	130 Browns Valley Pkwy Vacaville CA	2941 Ygnacio Valley Walnut Creek, CA	3502 Mt Diablo Blvd. Lafayette, CA
Population	49,802	136,896	104,500	129,673	144,659	88,295	96,417	113,942	55,120
Households	14,235	51,229	30,649	47,902	62,061	26,809	32,703	46,384	23,892
Average HHI	\$98,908	\$117,112	\$132,921	\$114,484	\$119,694	\$134,563	\$110,214	\$123,326	\$176,248
Labor Force	27,045	75,464	53,631	71,211	116,928	43,507	47,802	91,450	46,487
Some College or Higher	56%	70%	68%	69%	70%	70%	64%	72%	78%
Food & Beverage Expenditures (Total \$000s)	\$142,935	\$570,186	\$371,762	\$552,095	\$304,140	\$326,664	\$343,385	\$312,722	\$432,448
Total Area Employees	3,123	67,021	20,392	64,269	55,967	22,165	28,095	75,439	32,922

Site Comparison – 5 Mile Radius From Site

		Whole Foods	Trader Joe's	Trader Joe's	Trader Joe's	Sprouts	Nugget Markets	Whole Foods	Whole Foods
Site Characteristics	San Marco Blvd. & W. Leland Rd. Pittsburg CA	2085 Diamond Blvd. Concord CA	5451 Lone Tree Way Brentwood CA	1150 Concord Ave Concord CA	225 El Cerrito Plaza El Cerrito CA	2325 Sand Creek Rd. Brentwood CA	130 Browns Valley Pkwy Vacaville CA	2941 Ygnacio Valley Walnut Creek, CA	3502 Mt Diablo Blvd. Lafayette, CA
Population	163,335	262,050	202,455	251,365	327,539	167,891	106,619	268,299	163,567
Households	53,878	100,667	61,620	96,233	130,730	50,449	36,252	107,775	71,473
Average HHI	\$105,529	\$167,583	\$118,214	\$163,756	\$109,330	\$125,435	\$114,317	\$125,193	\$159,456
Labor Force	87,459	144,951	100,606	139,219	263,082	83,657	53,678	216,896	136,385
Some College or Higher	62%	75%	65%	76%	65%	66%	66%	73%	79%
Food & Beverage Expenditures (Total \$000s)	\$563,561	\$1,231,512	\$690,382	\$1,160,567	\$712,025	\$587,627	\$390,515	\$707,761	\$1,340,924
Total Area Employees	44,776	131,993	36,574	128,109	158,290	32,127	43,485	164,725	104,325



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Market Analytics by

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