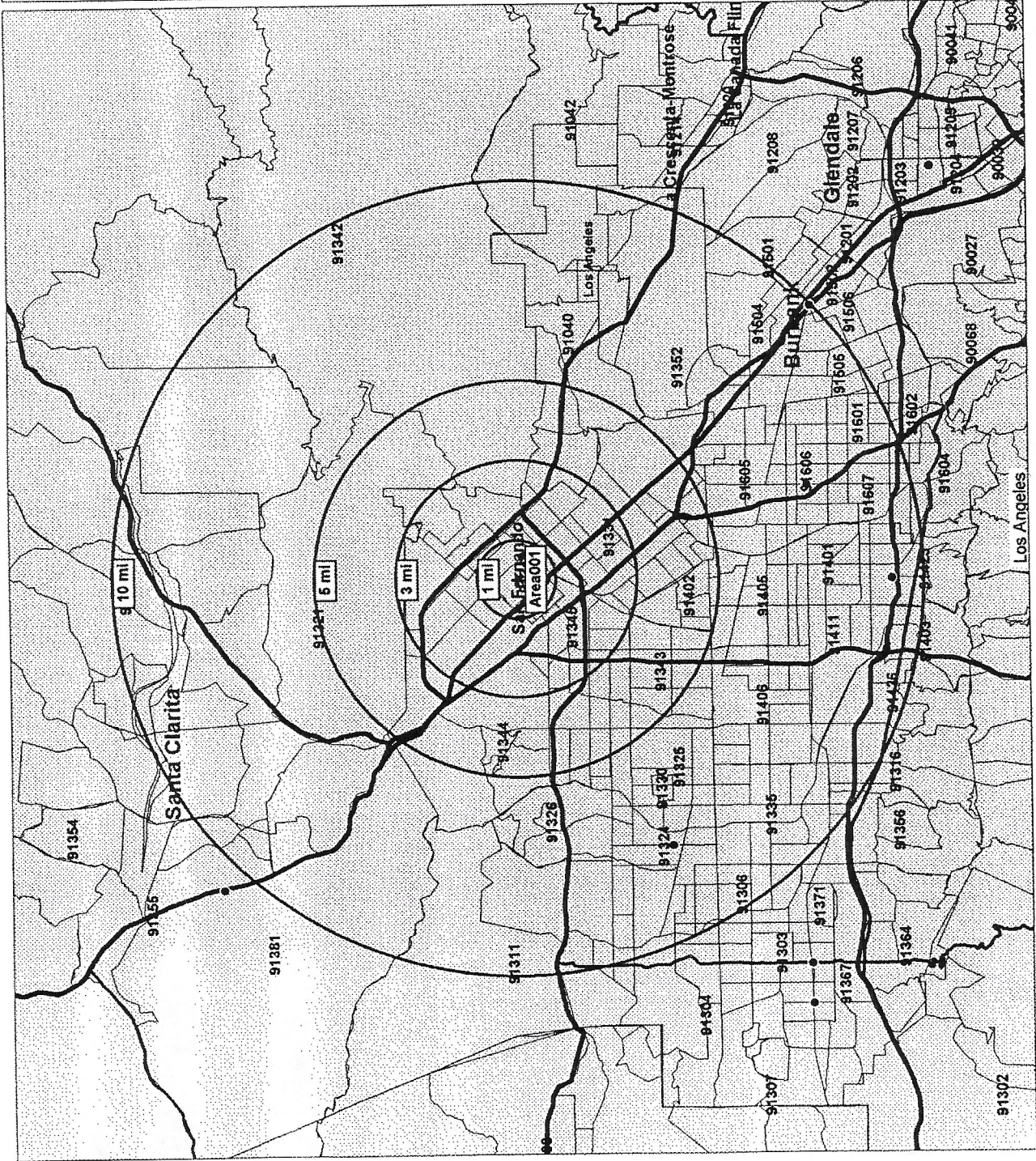


San Fernando Trade Area

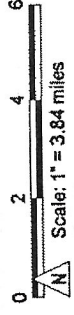
Stoffel DMG

Map produced with Scan/US



Legend

- Areas009
- Sample Shopping Centers
- Interstate
- Major Roads
- ZIP areas, ©1996 GDT
- 90 Census tracts
- Counties, 1:200T



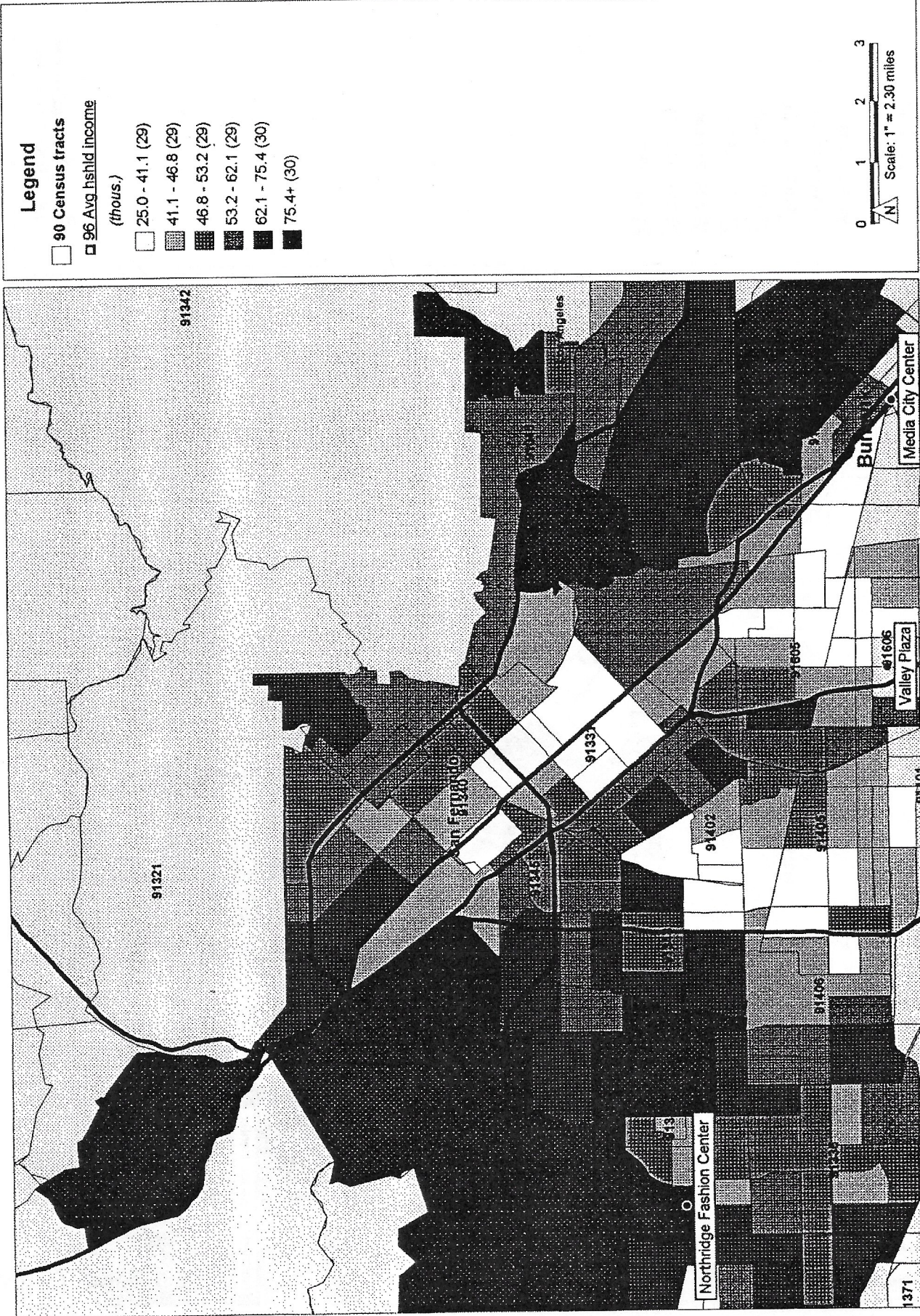
03/04/97

Source: GSA, DMG Economics, 2/97

San Fernando Trade Area - Income

Stoffel DMG

Map produced with Scan/US



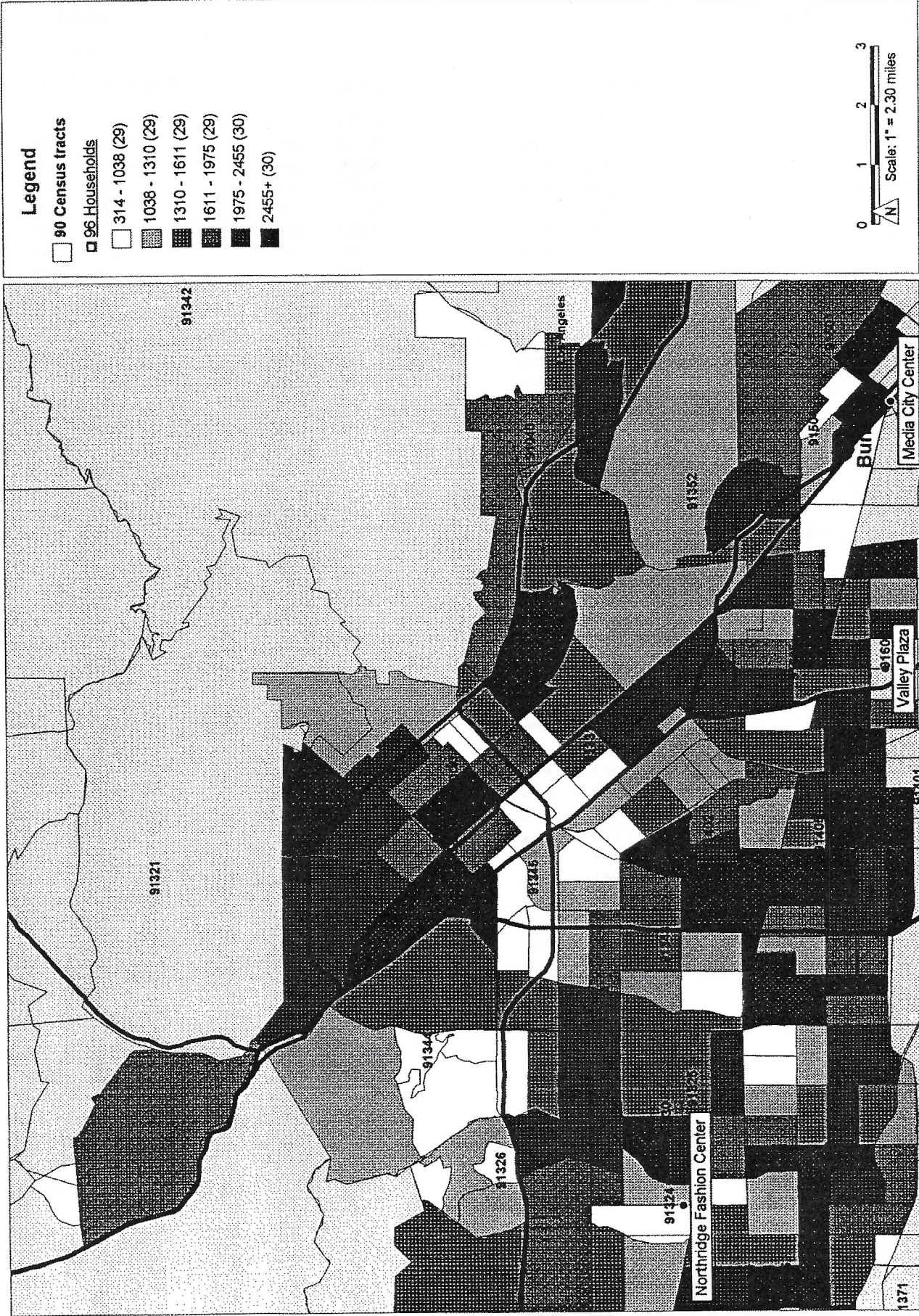
03/04/97

Source: GSA; DMG Economics, 2/97

San Fernando Trade Area - Households

Stoffel DMG

Map produced with Scan/US



03/04/97

Source: GSA; DMG Economics, 2/97

Detailed Demographic Update: 1996
 San Fernando Trade Area
 Demographics

	1 MI RING		3 MI RING		5 MI RING	
Per Capita Income	\$10,380		\$12,738		\$15,087	
Aggregate Income (M)	\$376.40		\$2,385.60		\$5,497.07	
Household Income	8,571		46,883		101,258	
< \$14,999	1,241	14.5%	6,121	13.1%	12,770	12.6%
\$15,000 - \$19,999	608	7.1%	2,838	6.1%	5,890	5.8%
\$20,000 - \$24,999	646	7.5%	3,007	6.4%	6,084	6.0%
\$25,000 - \$29,999	455	5.3%	2,426	5.2%	5,308	5.2%
\$30,000 - \$34,999	391	4.6%	2,407	5.1%	5,155	5.1%
\$35,000 - \$39,999	666	7.8%	3,158	6.7%	6,731	6.6%
\$40,000 - \$49,999	1,055	12.3%	5,361	11.4%	11,271	11.1%
\$50,000 - \$59,999	1,015	11.8%	5,216	11.1%	11,106	11.0%
\$60,000 - \$74,999	935	10.9%	5,737	12.2%	11,962	11.8%
\$75,000 - \$99,999	836	9.8%	5,418	11.6%	11,920	11.8%
\$100,000 - \$124,999	421	4.9%	2,805	6.0%	6,531	6.4%
\$125,000 - \$149,999	139	1.6%	1,075	2.3%	2,820	2.8%
\$150,000 +	163	1.9%	1,314	2.8%	3,710	3.7%
Aggregate HH Income (M)	\$375.51		\$2,380.31		\$5,480.22	
Average HH Income	\$43,812		\$50,771		\$54,121	
Median HH Income	\$42,005		\$46,750		\$48,974	
Family Income	6,700		36,498		76,158	
< \$14,999	685	10.2%	3,596	9.9%	6,999	9.2%
\$15,000 - \$19,999	433	6.5%	2,093	5.7%	4,118	5.4%
\$20,000 - \$24,999	521	7.8%	2,364	6.5%	4,554	6.0%
\$25,000 - \$29,999	367	5.5%	1,818	5.0%	3,726	4.9%
\$30,000 - \$34,999	322	4.8%	1,808	5.0%	3,696	4.9%
\$35,000 - \$39,999	561	8.4%	2,611	7.2%	5,287	6.9%
\$40,000 - \$49,999	892	13.3%	4,365	12.0%	8,605	11.3%
\$50,000 - \$59,999	821	12.3%	4,286	11.7%	8,738	11.5%
\$60,000 - \$74,999	763	11.4%	4,716	12.9%	9,658	12.7%
\$75,000 - \$99,999	737	11.0%	4,573	12.5%	9,875	13.0%
\$100,000 - \$124,999	343	5.1%	2,387	6.5%	5,547	7.3%
\$125,000 - \$149,999	112	1.7%	887	2.4%	2,316	3.0%
\$150,000 +	143		994		3,039	
Aggregate Fam Income (M)	\$326.47		\$2,025.02		\$4,587.76	
Average Fam Income	\$48,727		\$55,483		\$60,240	
Median Fam Income	\$44,336		\$49,436		\$52,800	
Non-family Income	1,871		10,385		25,100	
< \$14,999	556	29.7%	2,525	24.3%	556	2.2%
\$15,000 - \$19,999	175	9.4%	745	7.2%	1,772	7.1%
\$20,000 - \$24,999	125	6.7%	643	6.2%	1,530	6.1%
\$25,000 - \$29,999	88	4.7%	608	5.9%	1,582	6.3%
\$30,000 - \$34,999	69	3.7%	599	5.8%	1,459	5.8%
\$35,000 - \$39,999	105	5.6%	547	5.3%	1,444	5.8%
\$40,000 - \$49,999	163	8.7%	996	9.6%	2,666	10.6%
\$50,000 - \$59,999	194	10.4%	930	9.0%	2,368	9.4%
\$60,000 - \$74,999	172	9.2%	1,021	9.8%	2,304	9.2%
\$75,000 - \$99,999	99	5.3%	845	8.1%	2,045	8.1%
\$100,000 - \$124,999	78	4.2%	418	4.0%	984	3.9%
\$125,000 - \$149,999	27	1.4%	188	1.8%	504	2.0%
\$150,000 +	20	1.1%	320	3.1%	671	2.7%
Non-fam income (M)	\$49.04		\$355.30		\$892.46	
Average Non-fam Income	\$26,211		\$34,212		\$35,556	
Median Non-fam Income	\$33,221		\$40,058		\$38,973	

Detailed Demographic Update: 1996
 San Fernando Trade Area
 Demographics

Scan/US, Inc.
 03/04/97
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	1 MI RING		3 MI RING		5 MI RING	
Educational Attainment						
Population 25+	20,187		106,968		216,218	
< Grade 9	6,732	33.3%	28,317	26.5%	44,092	20.4%
Grade 9-12	4,294	21.3%	21,642	20.2%	37,451	17.3%
High School	4,070	20.2%	22,196	20.8%	46,095	21.3%
Some College	2,556	12.7%	16,473	15.4%	38,988	18.0%
Associate Degree	972	4.8%	6,257	5.8%	14,164	6.6%
Bachelors Degree	1,016	5.0%	8,364	7.8%	24,624	11.4%
Graduate Degree	547	2.7%	3,719	3.5%	10,804	5.0%
Work Force						
Population, Pop 16+	25,588		134,371		267,789	
Employed	16,220	63.4%	86,404	64.3%	175,785	65.6%
Unemployed	1,386	5.4%	7,212	5.4%	13,085	4.9%
In Armed Forces	23	0.1%	141	0.1%	265	0.1%
Not In Labor Force	7,959	31.1%	40,614	30.2%	78,654	29.4%
Occupation						
Agriculture	277	1.7%	1,526	1.8%	3,037	1.7%
Mining	11	0.1%	52	0.1%	199	0.1%
Construction	1,576	9.7%	7,551	8.7%	13,835	7.9%
Mfg: durables	1,752	10.8%	6,564	7.6%	11,316	6.4%
Mfg: non-durables	3,062	18.9%	15,987	18.5%	28,612	16.3%
Transportation	667	4.1%	3,391	3.9%	6,681	3.8%
Communication	261	1.6%	1,867	2.2%	4,113	2.3%
Wholesale trade	772	4.8%	4,259	4.9%	8,247	4.7%
Retail trade	2,322	14.3%	12,058	14.0%	25,482	14.5%
Fin.,Ins.,Real.Est.	946	5.8%	5,586	6.5%	13,176	7.5%
Business/Repair	1,107	6.8%	6,006	7.0%	12,217	6.9%
Personal serv	410	2.5%	2,532	2.9%	5,660	3.2%
Ent/Recreation serv	381	2.3%	2,297	2.7%	5,592	3.2%
Health serv	893	5.5%	6,113	7.1%	13,573	7.7%
Education serv	789	4.9%	4,643	5.4%	9,867	5.6%
Other Services	719	4.4%	4,258	4.9%	10,441	5.9%
Public Administration	275	1.7%	1,714	2.0%	3,737	2.1%
Executive	1,069	6.6%	7,582	8.8%	19,015	10.8%
Professional	1,253	7.7%	8,191	9.5%	20,138	11.5%
Technicians	339	2.1%	2,533	2.9%	6,009	3.4%
Sales	1,464	9.0%	7,442	8.6%	17,494	10.0%
Clerical	2,656	16.4%	14,593	16.9%	30,372	17.3%
Private Hshld wrkrs	120	0.7%	792	0.9%	1,767	1.0%
Protective Services	155	1.0%	1,204	1.4%	2,323	1.3%
Services	1,632	10.1%	8,780	10.2%	17,521	10.0%
Agri/Forest/Fish	322	2.0%	1,693	2.0%	3,325	1.9%
Production	2,627	16.2%	13,301	15.4%	24,739	14.1%
Operators	2,807	17.3%	11,810	13.7%	18,262	10.4%
Materials	696	4.3%	3,379	3.9%	5,955	3.4%
Laborers	1,080	6.7%	5,104	5.9%	8,865	5.0%
Total Vehicles available						
0 vehicles/hshld	769	9.0%	2,988	6.4%	6,331	6.3%
1 vehicle	2,695	31.4%	12,559	26.8%	28,434	28.1%
2 or more vehicles	5,107	59.6%	31,336	66.8%	66,493	65.7%
Average vehicles/Hshld	1.74		1.98		1.91	

DEMAND FOR ALL TYPES OF RETAIL DEVELOPMENT

Inputs:	Capture Rates:		Type		Agg. Cap.	
	Populatio	Household	Cntr.	Loc.	Cap.	Cap.
Population	187,275		100%	100%	100%	100%
Population/Household	2.8		100%	100%	100%	100%
Households	66,884		100%	100%	100%	100%
Household Income	\$50,771		100%	100%	100%	100%
Employment	35,000		100%	100%	100%	100%
Output:		% On Rtl.				
Aggregate Income	\$3,395,763,938					
Purchasing Power [1]	\$1,184,442,461	34.9%				
Retail Support	Capturable	Res. Demand:	Emp. Demand:	Total Demand:	Existing Rtl. Sales:	Net Supportable S.F.:
Retail Type :	Res. Demand:	Emp. Demand:	Total Demand:	Existing Rtl. Sales:	Net Supportable S.F.:	
Apparel:	\$63,452,748	\$1,540,000	\$64,992,748	\$0	\$250	259,971
General Merchandise:	\$159,526,673	\$3,150,000	\$162,676,673	\$0	\$200	813,383
Drug Stores	\$22,899,850	\$0	\$22,899,850	\$0	\$225	101,777
Specialty Stores:	\$145,934,720	\$3,360,000	\$149,294,720	\$0	\$250	597,179
Food Stores:	\$306,009,026	\$3,430,000	\$309,439,026	\$0	\$400	773,598
Packaged Liquor	\$18,163,517	\$0	\$18,163,517	\$0	\$225	80,727
Eating & Drinking Places:	\$126,152,405	\$16,660,000	\$142,812,405	\$0	\$300	476,041
Household Furnishings:	\$52,383,452	\$0	\$52,383,452	\$0	\$150	349,223
Building Materials/Farm.:	\$68,477,650	\$0	\$68,477,650	\$0	\$100	684,776
Bus. & Personal Services	\$50,685,630	\$0	\$50,685,630	\$0	\$125	405,485
Automotive Group:						
Parts	\$14,515,124	\$0	\$14,515,124	\$0	\$250	58,060
New/Used Vehicles	\$123,802,462	\$0	\$123,802,462	\$0	\$12,000,000	10
Service Stations	\$75,558,426	\$9,275,000	\$84,833,426	\$0	\$2,750,000	31
Total Retail Stores	\$1,227,561,681	\$37,415,000	\$1,264,976,681	\$0		4,600,221

[1] Inflated at 1.1% to account for real expenditure growth between 1994 and 2000.