



## J Taussig Exhibits

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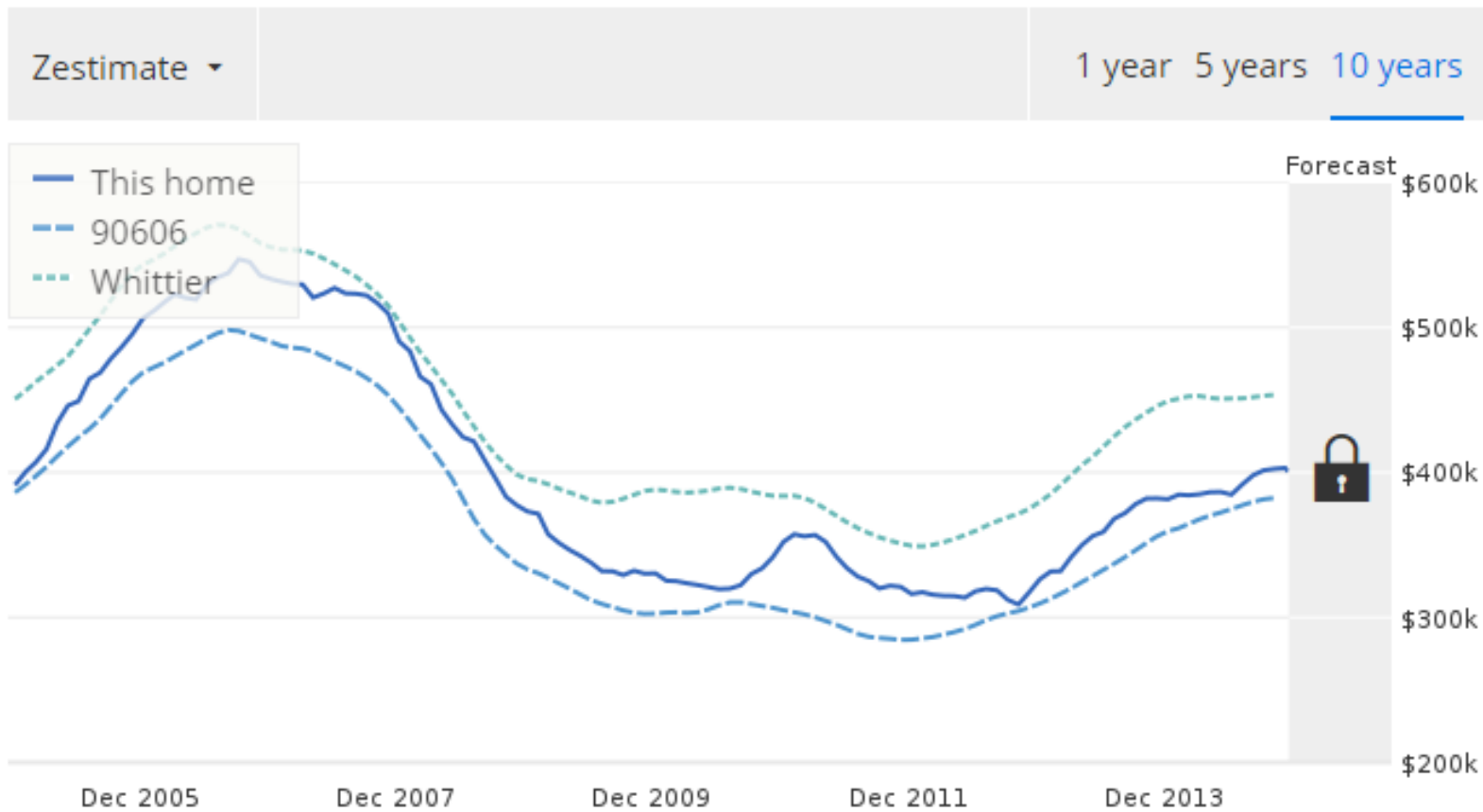
**EXHIBIT A OF RESPONSE TO 16-24  
CITY OF WHITTIER  
CITY-WIDE SUPPLY/DEMAND ANALYSIS**

TYPE OF RETAILER	CITY-WIDE ANALYSIS (2014)			
	TOTAL DEMAND	TOTAL SUPPLY	EXCESS/ (LEAKAGE)	% EXCESS/ (LEAKAGE)
FOOD	\$172,567,168	\$93,407,631	(\$79,159,537)	(45.9%)
GENERAL MERCHANDISE	\$225,185,546	\$191,524,100	(\$33,661,446)	(14.9%)
APPAREL	\$43,851,218	\$22,271,850	(\$21,579,368)	(49.2%)
EATING AND DRINKING PLACES	\$149,561,478	\$153,448,633	\$3,887,155	2.6%
BUILDING MATERIAL AND FARM IMPLEMENTS	\$119,082,203	\$78,907,348	(\$40,174,855)	(33.7%)
AUTOMOTIVE	\$285,883,143	\$108,583,723	(\$177,299,420)	(62.0%)
OTHER RETAIL	\$261,835,087	\$171,916,224	(\$89,918,863)	(34.3%)
HOME FURNISHING AND APPLIANCES	\$32,567,090	\$21,630,142	(\$10,936,948)	(33.6%)
SERVICE STATIONS	\$129,695,088	\$221,124,268	\$91,429,180	70.5%
<b>TOTALS</b>	<b>\$1,420,228,021</b>	<b>\$1,062,813,919</b>	<b>(\$357,414,102)</b>	<b>(25.2%)</b>

**Notes:**

Source: Nielsen Company.

# EXHIBIT A of Response to 16-26

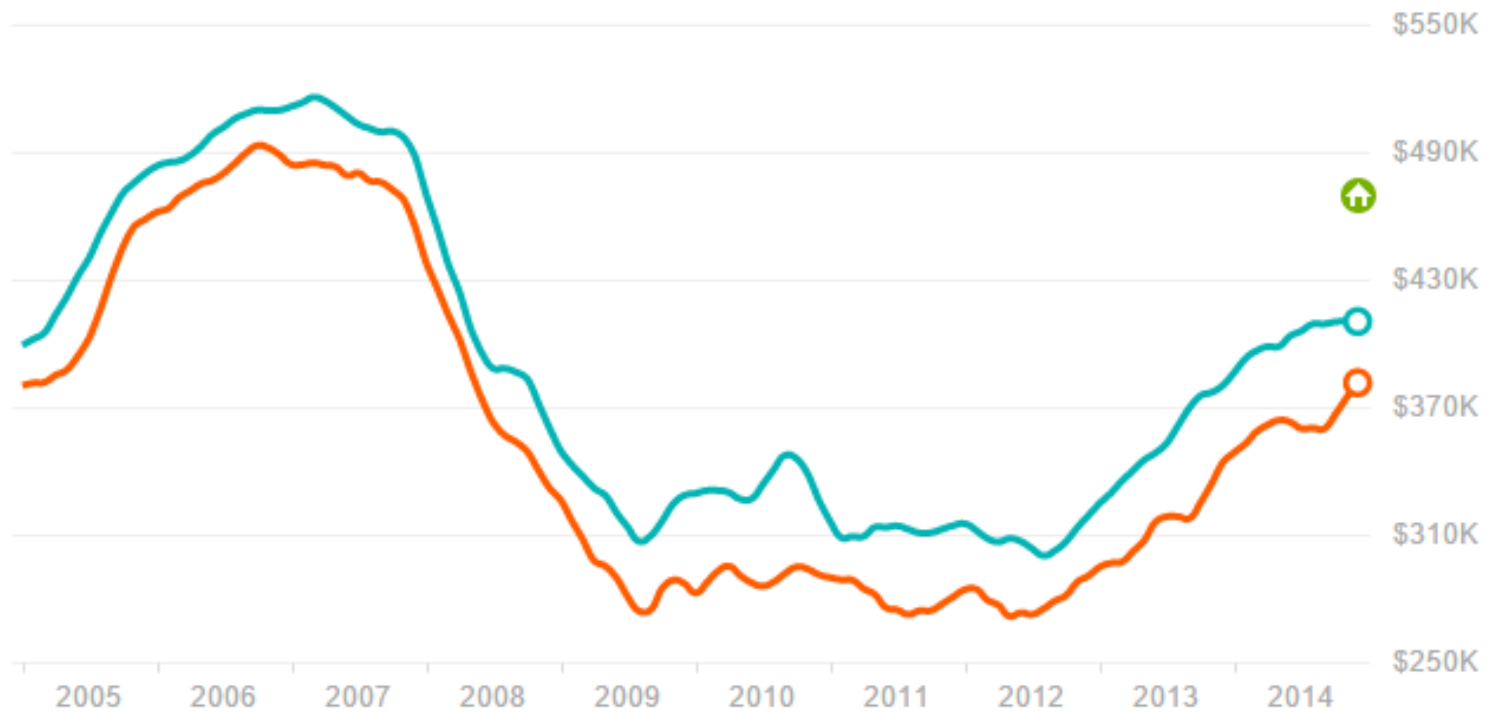


Source: [www.zillow.com](http://www.zillow.com)

# EXHIBIT B of Response to 16-26

 This Home **\$469,900** vs Sold Price   ZIP 90606 **\$383,000**  Whittier **\$410,000**

10YR 5YR 1YR



\* Median sales price for all homes in the area.

Source: [www.trulia.com](http://www.trulia.com)