



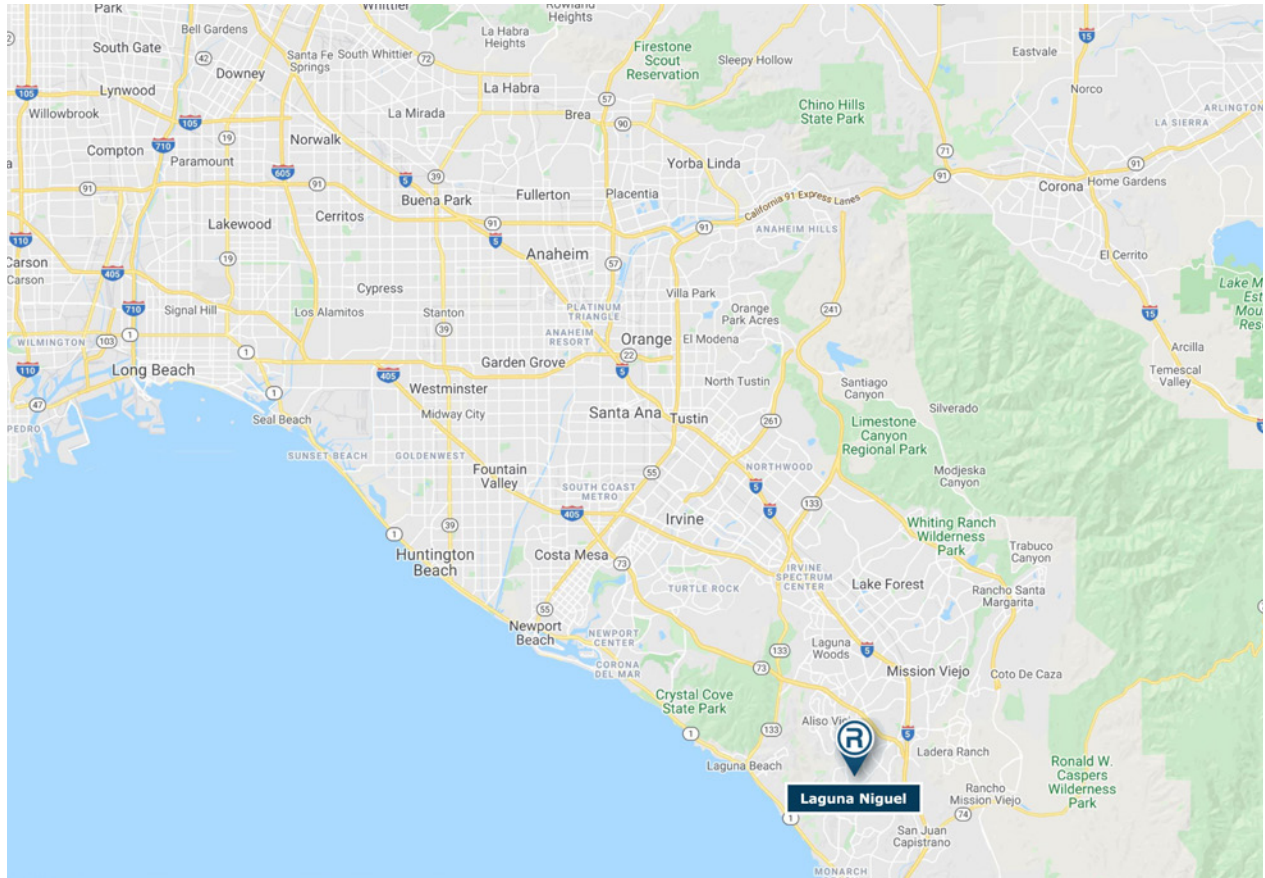
LAGUNA NIGUEL, CALIFORNIA

Community Demographic Profile



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Laguna Niguel, California

DESCRIPTION	DATA	%
Population		
2025 Projection	69,322	
2020 Estimate	67,258	
2010 Census	62,979	
2000 Census	62,895	
Growth 2020 - 2025		3.07%
Growth 2010 - 2020		6.79%
Growth 2000 - 2010		0.13%
2020 Est. Population by Single-Classification Race	67,258	
White Alone	51,787	77.00%
Black or African American Alone	891	1.33%
Amer. Indian and Alaska Native Alone	268	0.40%
Asian Alone	6,491	9.65%
Native Hawaiian and Other Pacific Island Alone	89	0.13%
Some Other Race Alone	4,049	6.02%
Two or More Races	3,683	5.48%
2020 Est. Population by Hispanic or Latino Origin	67,258	
Not Hispanic or Latino	56,726	84.34%
Hispanic or Latino	10,532	15.66%
Mexican	7,551	71.70%
Puerto Rican	248	2.36%
Cuban	249	2.36%
All Other Hispanic or Latino	2,484	23.59%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	10,532	
White Alone	5,469	51.93%
Black or African American Alone	102	0.97%
American Indian and Alaska Native Alone	141	1.34%
Asian Alone	86	0.82%
Native Hawaiian and Other Pacific Islander Alone	9	0.09%
Some Other Race Alone	3,929	37.31%
Two or More Races	796	7.56%
2020 Est. Pop by Race, Asian Alone, by Category	6,491	
Chinese, except Taiwanese	2,071	31.91%
Filipino	1,200	18.49%
Japanese	790	12.17%
Asian Indian	610	9.40%
Korean	604	9.31%
Vietnamese	516	7.95%
Cambodian	36	0.56%
Hmong	1	0.02%
Laotian	11	0.17%
Thai	41	0.63%
All Other Asian Races Including 2+ Category	611	9.41%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	67,258	
Arab	883	1.31%
Czech	295	0.44%
Danish	392	0.58%
Dutch	722	1.07%
English	5,908	8.78%
French (except Basque)	1,448	2.15%
French Canadian	296	0.44%
German	7,345	10.92%
Greek	503	0.75%
Hungarian	324	0.48%
Irish	5,634	8.38%
Italian	4,593	6.83%
Lithuanian	165	0.25%
United States or American	2,099	3.12%
Norwegian	832	1.24%
Polish	1,417	2.11%
Portuguese	299	0.45%
Russian	1,308	1.95%
Scottish	1,019	1.52%
Scotch-Irish	724	1.08%
Slovak	67	0.10%
Subsaharan African	73	0.11%
Swedish	766	1.14%
Swiss	152	0.23%
Ukrainian	196	0.29%
Welsh	191	0.28%
West Indian (except Hisp. groups)	14	0.02%
Other ancestries	22,359	33.24%
Ancestry Unclassified	7,234	10.76%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	48,043	75.04%
Speak Asian/Pacific Island Language at Home	3,029	4.73%
Speak IndoEuropean Language at Home	5,475	8.55%
Speak Spanish at Home	6,932	10.83%
Speak Other Language at Home	543	0.85%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	67,258	
Age 0 - 4	3,236	4.81%
Age 5 - 9	3,291	4.89%
Age 10 - 14	3,543	5.27%
Age 15 - 17	2,520	3.75%
Age 18 - 20	2,393	3.56%
Age 21 - 24	3,492	5.19%
Age 25 - 34	8,103	12.05%
Age 35 - 44	6,615	9.84%
Age 45 - 54	9,542	14.19%
Age 55 - 64	11,638	17.30%
Age 65 - 74	8,025	11.93%
Age 75 - 84	3,553	5.28%
Age 85 and over	1,307	1.94%
Age 16 and over	56,357	83.79%
Age 18 and over	54,668	81.28%
Age 21 and over	52,275	77.72%
Age 65 and over	12,885	19.16%
2020 Est. Median Age		45.53
2020 Est. Average Age		42.90
2020 Est. Population by Sex	67,258	
Male	32,493	48.31%
Female	34,765	51.69%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	32,493	
Age 0 - 4	1,652	5.08%
Age 5 - 9	1,685	5.19%
Age 10 - 14	1,817	5.59%
Age 15 - 17	1,280	3.94%
Age 18 - 20	1,225	3.77%
Age 21 - 24	1,778	5.47%
Age 25 - 34	4,163	12.81%
Age 35 - 44	3,167	9.75%
Age 45 - 54	4,304	13.25%
Age 55 - 64	5,559	17.11%
Age 65 - 74	3,792	11.67%
Age 75 - 84	1,583	4.87%
Age 85 and over	488	1.50%
2020 Est. Median Age, Male		43.45
2020 Est. Average Age, Male		41.80
2020 Est. Female Population by Age	34,765	
Age 0 - 4	1,584	4.56%
Age 5 - 9	1,606	4.62%
Age 10 - 14	1,726	4.97%
Age 15 - 17	1,240	3.57%
Age 18 - 20	1,168	3.36%
Age 21 - 24	1,714	4.93%
Age 25 - 34	3,940	11.33%
Age 35 - 44	3,448	9.92%
Age 45 - 54	5,238	15.07%
Age 55 - 64	6,079	17.49%
Age 65 - 74	4,233	12.18%
Age 75 - 84	1,970	5.67%
Age 85 and over	819	2.36%
2020 Est. Median Age, Female		47.07
2020 Est. Average Age, Female		43.90

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,342	25.08%
Males, Never Married	7,590	13.27%
Females, Never Married	6,752	11.81%
Married, Spouse present	32,053	56.05%
Married, Spouse absent	2,181	3.81%
Widowed	2,624	4.59%
Males Widowed	596	1.04%
Females Widowed	2,028	3.55%
Divorced	5,988	10.47%
Males Divorced	2,068	3.62%
Females Divorced	3,920	6.86%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	854	1.8%
Some High School, no diploma	1,336	2.7%
High School Graduate (or GED)	5,710	11.7%
Some College, no degree	9,346	19.2%
Associate Degree	4,680	9.6%
Bachelor's Degree	16,537	33.9%
Master's Degree	7,049	14.5%
Professional School Degree	1,851	3.8%
Doctorate Degree	1,420	2.9%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,138	18.11%
High School Graduate	1,012	16.10%
Some College or Associate's Degree	2,253	35.85%
Bachelor's Degree or Higher	1,882	29.94%
Households		
2025 Projection	26,641	
2020 Estimate	25,837	
2010 Census	24,242	
2000 Census	23,681	
Growth 2020 - 2025		3.11%
Growth 2010 - 2020		6.58%
Growth 2000 - 2010		2.37%
2020 Est. Households by Household Type	25,837	
Family Households	18,419	71.29%
Nonfamily Households	7,418	28.71%
2020 Est. Group Quarters Population	277	
2020 Households by Ethnicity, Hispanic/Latino	2,904	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	25,837	
Income < \$15,000	1,245	4.82%
Income \$15,000 - \$24,999	978	3.79%
Income \$25,000 - \$34,999	1,287	4.98%
Income \$35,000 - \$49,999	1,703	6.59%
Income \$50,000 - \$74,999	3,272	12.66%
Income \$75,000 - \$99,999	2,911	11.27%
Income \$100,000 - \$124,999	2,503	9.69%
Income \$125,000 - \$149,999	2,052	7.94%
Income \$150,000 - \$199,999	3,171	12.27%
Income \$200,000 - \$249,999	1,924	7.45%
Income \$250,000 - \$499,999	2,735	10.59%
Income \$500,000+	2,056	7.96%
2020 Est. Average Household Income		\$164,466
2020 Est. Median Household Income		\$114,682
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$117,368
Black or African American Alone		\$120,224
American Indian and Alaska Native Alone		\$71,209
Asian Alone		\$122,058
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$62,272
Two or More Races		\$101,067
Hispanic or Latino		\$78,475
Not Hispanic or Latino		\$118,697
2020 Est. Family HH Type by Presence of Own Child.	18,419	
Married-Couple Family, own children	6,646	36.08%
Married-Couple Family, no own children	8,439	45.82%
Male Householder, own children	433	2.35%
Male Householder, no own children	497	2.70%
Female Householder, own children	1,125	6.11%
Female Householder, no own children	1,279	6.94%
2020 Est. Households by Household Size	25,837	
1-person	5,803	22.46%
2-person	9,012	34.88%
3-person	4,492	17.39%
4-person	4,150	16.06%
5-person	1,614	6.25%
6-person	526	2.04%
7-or-more-person	240	0.93%
2020 Est. Average Household Size		2.59

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	25,837	
Households with 1 or More People under Age 18:	8,629	33.40%
Married-Couple Family	6,855	79.44%
Other Family, Male Householder	486	5.63%
Other Family, Female Householder	1,246	14.44%
Nonfamily, Male Householder	31	0.36%
Nonfamily, Female Householder	11	0.13%
Households with No People under Age 18:	17,208	66.60%
Married-Couple Family	8,233	47.84%
Other Family, Male Householder	447	2.60%
Other Family, Female Householder	1,158	6.73%
Nonfamily, Male Householder	3,112	18.09%
Nonfamily, Female Householder	4,258	24.74%
2020 Est. Households by Number of Vehicles	25,837	
No Vehicles	466	1.80%
1 Vehicle	6,284	24.32%
2 Vehicles	12,378	47.91%
3 Vehicles	4,514	17.47%
4 Vehicles	1,721	6.66%
5 or more Vehicles	474	1.84%
2020 Est. Average Number of Vehicles		2.1
Family Households		
2025 Projection	18,987	
2020 Estimate	18,419	
2010 Census	17,237	
2000 Census	17,046	
Growth 2020 - 2025		3.08%
Growth 2010 - 2020		6.86%
Growth 2000 - 2010		1.12%

2020 Est. Families by Poverty Status	18,419	
2020 Families at or Above Poverty	17,498	95.00%
2020 Families at or Above Poverty with Children	7,003	38.02%
2020 Families Below Poverty	921	5.00%
2020 Families Below Poverty with Children	461	2.50%
2020 Est. Pop 16+ by Employment Status	56,357	
Civilian Labor Force, Employed	35,785	63.50%
Civilian Labor Force, Unemployed	1,733	3.08%
Armed Forces	0	0.00%
Not in Labor Force	18,839	33.43%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	35,067	
For-Profit Private Workers	22,906	65.32%
Non-Profit Private Workers	2,037	5.81%
Local Government Workers	413	1.18%
State Government Workers	749	2.14%
Federal Government Workers	2,112	6.02%
Self-Employed Workers	6,809	19.42%
Unpaid Family Workers	41	0.12%
2020 Est. Civ. Employed Pop 16+ by Occupation	35,067	
Architect/Engineer	1,141	3.25%
Arts/Entertainment/Sports	1,231	3.51%
Building Grounds Maintenance	734	2.09%
Business/Financial Operations	2,527	7.21%
Community/Social Services	467	1.33%
Computer/Mathematical	1,288	3.67%
Construction/Extraction	700	2.00%
Education/Training/Library	1,882	5.37%
Farming/Fishing/Forestry	16	0.05%
Food Prep/Serving	1,445	4.12%
Health Practitioner/Technician	2,356	6.72%
Healthcare Support	328	0.94%
Maintenance Repair	552	1.57%
Legal	720	2.05%
Life/Physical/Social Science	404	1.15%
Management	6,139	17.51%
Office/Admin. Support	4,149	11.83%
Production	797	2.27%
Protective Services	505	1.44%
Sales/Related	5,146	14.68%
Personal Care/Service	1,326	3.78%
Transportation/Moving	1,214	3.46%

2020 Est. Pop 16+ by Occupation Classification	35,067	
White Collar	27,450	78.28%
Blue Collar	3,263	9.31%
Service and Farm	4,354	12.42%
2020 Est. Workers Age 16+ by Transp. to Work	34,352	
Drove Alone	26,968	78.51%
Car Pooled	2,733	7.96%
Public Transportation	287	0.84%
Walked	269	0.78%
Bicycle	97	0.28%
Other Means	331	0.96%
Worked at Home	3,667	10.68%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,108	
15 - 29 Minutes	10,948	
30 - 44 Minutes	8,234	
45 - 59 Minutes	2,355	
60 or more Minutes	3,282	
2020 Est. Avg Travel Time to Work in Minutes		32
2020 Est. Occupied Housing Units by Tenure	25,837	
Owner Occupied	18,723	72.47%
Renter Occupied	7,114	27.53%
2020 Owner Occ. HUs: Avg. Length of Residence		15.7
2020 Renter Occ. HUs: Avg. Length of Residence		6
2020 Est. Owner-Occupied Housing Units by Value	25,837	
Value Less than \$20,000	80	0.43%
Value \$20,000 - \$39,999	4	0.02%
Value \$40,000 - \$59,999	2	0.01%
Value \$60,000 - \$79,999	9	0.05%
Value \$80,000 - \$99,999	11	0.06%
Value \$100,000 - \$149,999	30	0.16%
Value \$150,000 - \$199,999	35	0.19%
Value \$200,000 - \$299,999	191	1.02%
Value \$300,000 - \$399,999	537	2.87%
Value \$400,000 - \$499,999	690	3.69%
Value \$500,000 - \$749,999	3,488	18.63%
Value \$750,000 - \$999,999	4,756	25.40%
Value \$1,000,000 or \$1,499,999	5,476	29.25%
Value \$1,500,000 or \$1,999,999	1,758	9.39%
Value \$2,000,000+	1,656	8.85%
2020 Est. Median All Owner-Occupied Housing Value		\$973,576

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,137	4.21%
Housing Units Built 2010 to 2014	193	0.71%
Housing Units Built 2000 to 2009	1,337	4.95%
Housing Units Built 1990 to 1999	5,907	21.85%
Housing Units Built 1980 to 1989	11,689	43.24%
Housing Units Built 1970 to 1979	4,504	16.66%
Housing Units Built 1960 to 1969	1,712	6.33%
Housing Units Built 1950 to 1959	321	1.19%
Housing Units Built 1940 to 1949	46	0.17%
Housing Unit Built 1939 or Earlier	190	0.70%
2020 Est. Median Year Structure Built		1986

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	15,251	56.41%
1 Unit Attached	5,317	19.67%
2 Units	380	1.41%
3 or 4 Units	1,659	6.14%
5 to 19 Units	3,046	11.27%
20 to 49 Units	252	0.93%
50 or More Units	1,119	4.14%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	12	0.04%



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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