

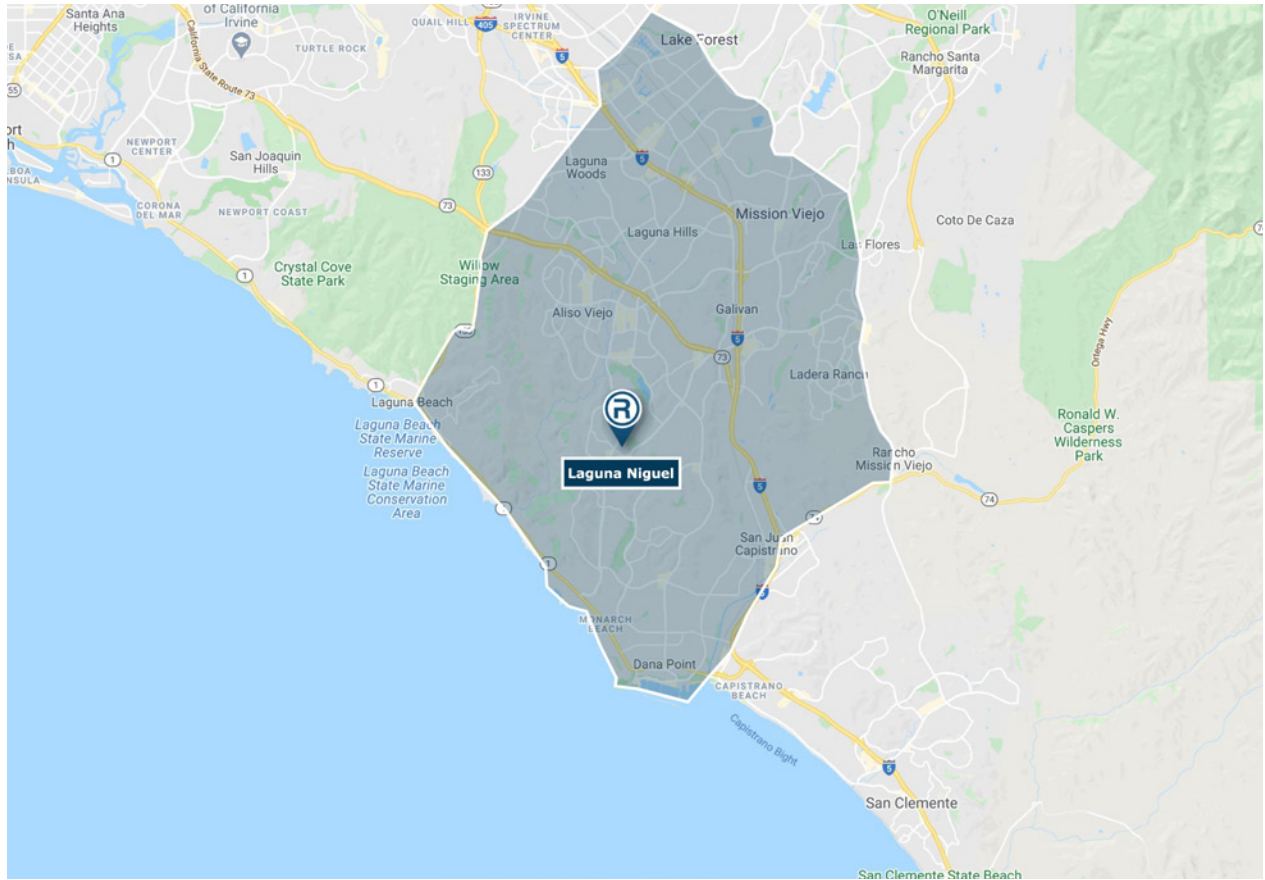


LAGUNA NIGUEL, CALIFORNIA

Retail Trade Area Demographic Profile



Contact Information



Laguna Niguel
CALIFORNIA

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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.



Retail Trade Area • Demographic Profile

Laguna Niguel, California

DESCRIPTION	DATA	%
Population		
2025 Projection	361,807	
2020 Estimate	349,643	
2010 Census	327,332	
2000 Census	300,037	
Growth 2020 - 2025		3.48%
Growth 2010 - 2020		6.82%
Growth 2000 - 2010		9.10%
2020 Est. Population by Single-Classification Race	349,643	
White Alone	253,787	72.59%
Black or African American Alone	5,432	1.55%
Amer. Indian and Alaska Native Alone	1,596	0.46%
Asian Alone	40,960	11.72%
Native Hawaiian and Other Pacific Island Alone	520	0.15%
Some Other Race Alone	27,740	7.93%
Two or More Races	19,608	5.61%
2020 Est. Population by Hispanic or Latino Origin	349,643	
Not Hispanic or Latino	272,801	78.02%
Hispanic or Latino	76,842	21.98%
Mexican	58,747	76.45%
Puerto Rican	1,643	2.14%
Cuban	1,172	1.53%
All Other Hispanic or Latino	15,279	19.88%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	76,842	
White Alone	42,653	55.51%
Black or African American Alone	503	0.66%
American Indian and Alaska Native Alone	861	1.12%
Asian Alone	484	0.63%
Native Hawaiian and Other Pacific Islander Alone	58	0.08%
Some Other Race Alone	27,048	35.20%
Two or More Races	5,235	6.81%
2020 Est. Pop by Race, Asian Alone, by Category	40,960	
Chinese, except Taiwanese	9,492	23.17%
Filipino	9,355	22.84%
Japanese	3,325	8.12%
Asian Indian	4,650	11.35%
Korean	4,621	11.28%
Vietnamese	4,956	12.10%
Cambodian	174	0.43%
Hmong	20	0.05%
Laotian	110	0.27%
Thai	392	0.96%
All Other Asian Races Including 2+ Category	3,864	9.43%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	349,643	
Arab	3,632	1.04%
Czech	1,191	0.34%
Danish	2,383	0.68%
Dutch	4,004	1.15%
English	31,053	8.88%
French (except Basque)	6,558	1.88%
French Canadian	1,598	0.46%
German	39,747	11.37%
Greek	1,626	0.47%
Hungarian	1,710	0.49%
Irish	27,660	7.91%
Italian	21,395	6.12%
Lithuanian	700	0.20%
United States or American	9,343	2.67%
Norwegian	5,223	1.49%
Polish	6,617	1.89%
Portuguese	896	0.26%
Russian	5,492	1.57%
Scottish	6,521	1.87%
Scotch-Irish	4,458	1.28%
Slovak	438	0.13%
Subsaharan African	390	0.11%
Swedish	3,418	0.98%
Swiss	790	0.23%
Ukrainian	697	0.20%
Welsh	1,012	0.29%
West Indian (except Hisp. groups)	145	0.04%
Other ancestries	120,870	34.57%
Ancestry Unclassified	40,078	11.46%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	233,864	70.78%
Speak Asian/Pacific Island Language at Home	22,469	6.80%
Speak IndoEuropean Language at Home	21,465	6.50%
Speak Spanish at Home	50,296	15.22%
Speak Other Language at Home	2,335	0.71%

Retail Trade Area • Demographic Profile

Laguna Niguel, California

DESCRIPTION	DATA	%
2020 Est. Population by Age	349,643	
Age 0 - 4	19,213	5.50%
Age 5 - 9	19,811	5.67%
Age 10 - 14	19,985	5.72%
Age 15 - 17	12,799	3.66%
Age 18 - 20	12,105	3.46%
Age 21 - 24	16,690	4.77%
Age 25 - 34	41,816	11.96%
Age 35 - 44	40,742	11.65%
Age 45 - 54	48,761	13.95%
Age 55 - 64	51,260	14.66%
Age 65 - 74	37,220	10.65%
Age 75 - 84	19,547	5.59%
Age 85 and over	9,694	2.77%
Age 16 and over	286,433	81.92%
Age 18 and over	277,834	79.46%
Age 21 and over	265,729	76.00%
Age 65 and over	66,460	19.01%
2020 Est. Median Age		43.05
2020 Est. Average Age		42.00
2020 Est. Population by Sex	349,643	
Male	169,456	48.47%
Female	180,187	51.54%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	169,456	
Age 0 - 4	9,719	5.74%
Age 5 - 9	10,148	5.99%
Age 10 - 14	10,213	6.03%
Age 15 - 17	6,570	3.88%
Age 18 - 20	6,215	3.67%
Age 21 - 24	8,464	5.00%
Age 25 - 34	21,456	12.66%
Age 35 - 44	19,899	11.74%
Age 45 - 54	23,342	13.78%
Age 55 - 64	24,694	14.57%
Age 65 - 74	16,995	10.03%
Age 75 - 84	8,334	4.92%
Age 85 and over	3,407	2.01%
2020 Est. Median Age, Male		41.08
2020 Est. Average Age, Male		41.04
2020 Est. Female Population by Age	180,187	
Age 0 - 4	9,495	5.27%
Age 5 - 9	9,663	5.36%
Age 10 - 14	9,772	5.42%
Age 15 - 17	6,229	3.46%
Age 18 - 20	5,891	3.27%
Age 21 - 24	8,226	4.57%
Age 25 - 34	20,359	11.30%
Age 35 - 44	20,843	11.57%
Age 45 - 54	25,419	14.11%
Age 55 - 64	26,566	14.74%
Age 65 - 74	20,225	11.22%
Age 75 - 84	11,213	6.22%
Age 85 and over	6,286	3.49%
2020 Est. Median Age, Female		44.83
2020 Est. Average Age, Female		42.91

Retail Trade Area • Demographic Profile

Laguna Niguel, California

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	77,333	26.61%
Males, Never Married	41,158	14.16%
Females, Never Married	36,175	12.45%
Married, Spouse present	154,274	53.08%
Married, Spouse absent	11,783	4.05%
Widowed	15,919	5.48%
Males Widowed	3,410	1.17%
Females Widowed	12,509	4.30%
Divorced	31,324	10.78%
Males Divorced	11,434	3.93%
Females Divorced	19,890	6.84%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	8,306	3.3%
Some High School, no diploma	8,523	3.4%
High School Graduate (or GED)	34,067	13.7%
Some College, no degree	49,666	19.9%
Associate Degree	21,605	8.7%
Bachelor's Degree	80,373	32.3%
Master's Degree	31,592	12.7%
Professional School Degree	9,452	3.8%
Doctorate Degree	5,455	2.2%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	11,705	26.05%
High School Graduate	9,590	21.34%
Some College or Associate's Degree	12,906	28.72%
Bachelor's Degree or Higher	10,738	23.90%
Households		
2025 Projection	133,575	
2020 Estimate	129,254	
2010 Census	122,228	
2000 Census	113,679	
Growth 2020 - 2025		3.34%
Growth 2010 - 2020		5.75%
Growth 2000 - 2010		7.52%
2020 Est. Households by Household Type	129,254	
Family Households	88,562	68.52%
Nonfamily Households	40,692	31.48%
2020 Est. Group Quarters Population	3,090	
2020 Households by Ethnicity, Hispanic/Latino	18,738	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	129,254	
Income < \$15,000	7,027	5.44%
Income \$15,000 - \$24,999	5,771	4.47%
Income \$25,000 - \$34,999	6,478	5.01%
Income \$35,000 - \$49,999	9,026	6.98%
Income \$50,000 - \$74,999	15,631	12.09%
Income \$75,000 - \$99,999	14,724	11.39%
Income \$100,000 - \$124,999	12,925	10.00%
Income \$125,000 - \$149,999	11,014	8.52%
Income \$150,000 - \$199,999	15,522	12.01%
Income \$200,000 - \$249,999	9,097	7.04%
Income \$250,000 - \$499,999	12,649	9.79%
Income \$500,000+	9,390	7.27%
2020 Est. Average Household Income		\$157,705
2020 Est. Median Household Income		\$111,105
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$112,851
Black or African American Alone		\$90,211
American Indian and Alaska Native Alone		\$58,772
Asian Alone		\$124,556
Native Hawaiian and Other Pacific Islander Alone		\$91,544
Some Other Race Alone		\$74,877
Two or More Races		\$118,173
Hispanic or Latino		\$88,547
Not Hispanic or Latino		\$115,876
2020 Est. Family HH Type by Presence of Own Child.	88,562	
Married-Couple Family, own children	32,862	37.11%
Married-Couple Family, no own children	38,695	43.69%
Male Householder, own children	2,490	2.81%
Male Householder, no own children	2,762	3.12%
Female Householder, own children	5,517	6.23%
Female Householder, no own children	6,237	7.04%
2020 Est. Households by Household Size	129,254	
1-person	31,861	24.65%
2-person	41,516	32.12%
3-person	20,721	16.03%
4-person	19,396	15.01%
5-person	9,244	7.15%
6-person	3,697	2.86%
7-or-more-person	2,818	2.18%
2020 Est. Average Household Size		2.68

Retail Trade Area • Demographic Profile

Laguna Niguel, California

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	129,254	
Households with 1 or More People under Age 18:	43,764	33.86%
Married-Couple Family	34,197	78.14%
Other Family, Male Householder	2,925	6.68%
Other Family, Female Householder	6,353	14.52%
Nonfamily, Male Householder	214	0.49%
Nonfamily, Female Householder	76	0.17%
Households with No People under Age 18:	85,490	66.14%
Married-Couple Family	37,352	43.69%
Other Family, Male Householder	2,338	2.74%
Other Family, Female Householder	5,392	6.31%
Nonfamily, Male Householder	16,654	19.48%
Nonfamily, Female Householder	23,755	27.79%
2020 Est. Households by Number of Vehicles	129,254	
No Vehicles	4,756	3.68%
1 Vehicle	35,686	27.61%
2 Vehicles	56,117	43.42%
3 Vehicles	22,202	17.18%
4 Vehicles	7,775	6.02%
5 or more Vehicles	2,717	2.10%
2020 Est. Average Number of Vehicles		2.03
Family Households		
2025 Projection	91,457	
2020 Estimate	88,562	
2010 Census	83,867	
2000 Census	77,332	
Growth 2020 - 2025		3.27%
Growth 2010 - 2020		5.60%
Growth 2000 - 2010		8.45%

2020 Est. Families by Poverty Status	88,562	
2020 Families at or Above Poverty	84,479	95.39%
2020 Families at or Above Poverty with Children	36,610	41.34%
2020 Families Below Poverty	4,083	4.61%
2020 Families Below Poverty with Children	2,386	2.69%
2020 Est. Pop 16+ by Employment Status	286,433	
Civilian Labor Force, Employed	180,033	62.85%
Civilian Labor Force, Unemployed	8,173	2.85%
Armed Forces	168	0.06%
Not in Labor Force	98,059	34.24%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	178,434	
For-Profit Private Workers	120,197	67.36%
Non-Profit Private Workers	9,941	5.57%
Local Government Workers	2,185	1.23%
State Government Workers	4,310	2.42%
Federal Government Workers	9,854	5.52%
Self-Employed Workers	31,622	17.72%
Unpaid Family Workers	324	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	178,434	
Architect/Engineer	5,035	2.82%
Arts/Entertainment/Sports	5,946	3.33%
Building Grounds Maintenance	4,939	2.77%
Business/Financial Operations	12,977	7.27%
Community/Social Services	2,896	1.62%
Computer/Mathematical	6,664	3.74%
Construction/Extraction	4,665	2.61%
Education/Training/Library	9,639	5.40%
Farming/Fishing/Forestry	268	0.15%
Food Prep/Serving	9,293	5.21%
Health Practitioner/Technician	9,500	5.32%
Healthcare Support	2,129	1.19%
Maintenance Repair	2,867	1.61%
Legal	3,461	1.94%
Life/Physical/Social Science	1,946	1.09%
Management	30,032	16.83%
Office/Admin. Support	19,643	11.01%
Production	4,926	2.76%
Protective Services	2,442	1.37%
Sales/Related	26,375	14.78%
Personal Care/Service	6,981	3.91%
Transportation/Moving	5,810	3.26%

2020 Est. Pop 16+ by Occupation Classification	178,434	
White Collar	134,113	75.16%
Blue Collar	18,268	10.24%
Service and Farm	26,052	14.60%
2020 Est. Workers Age 16+ by Transp. to Work	175,054	
Drove Alone	136,423	77.93%
Car Pooled	14,235	8.13%
Public Transportation	1,806	1.03%
Walked	2,347	1.34%
Bicycle	597	0.34%
Other Means	1,812	1.04%
Worked at Home	17,833	10.19%

Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	34,567	
15 - 29 Minutes	59,351	
30 - 44 Minutes	38,531	
45 - 59 Minutes	11,492	
60 or more Minutes	14,163	
2020 Est. Avg Travel Time to Work in Minutes		30
2020 Est. Occupied Housing Units by Tenure	129,254	
Owner Occupied	90,495	70.01%
Renter Occupied	38,759	29.99%
2020 Owner Occ. HUs: Avg. Length of Residence		15.29
2020 Renter Occ. HUs: Avg. Length of Residence		6.24
2020 Est. Owner-Occupied Housing Units by Value	129,254	
Value Less than \$20,000	517	0.57%
Value \$20,000 - \$39,999	167	0.19%
Value \$40,000 - \$59,999	198	0.22%
Value \$60,000 - \$79,999	486	0.54%
Value \$80,000 - \$99,999	547	0.61%
Value \$100,000 - \$149,999	1,282	1.42%
Value \$150,000 - \$199,999	1,247	1.38%
Value \$200,000 - \$299,999	3,075	3.40%
Value \$300,000 - \$399,999	3,430	3.79%
Value \$400,000 - \$499,999	4,222	4.67%
Value \$500,000 - \$749,999	21,003	23.21%
Value \$750,000 - \$999,999	21,497	23.76%
Value \$1,000,000 or \$1,499,999	18,900	20.89%
Value \$1,500,000 or \$1,999,999	6,188	6.84%
Value \$2,000,000+	7,735	8.55%
2020 Est. Median All Owner-Occupied Housing Value		\$850,976

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,802	5.67%
Housing Units Built 2010 to 2014	1,388	1.01%
Housing Units Built 2000 to 2009	13,054	9.49%
Housing Units Built 1990 to 1999	23,798	17.29%
Housing Units Built 1980 to 1989	33,835	24.59%
Housing Units Built 1970 to 1979	31,879	23.17%
Housing Units Built 1960 to 1969	18,373	13.35%
Housing Units Built 1950 to 1959	3,800	2.76%
Housing Units Built 1940 to 1949	1,457	1.06%
Housing Unit Built 1939 or Earlier	2,220	1.61%
2020 Est. Median Year Structure Built		1983

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	72,002	52.33%
1 Unit Attached	23,861	17.34%
2 Units	1,840	1.34%
3 or 4 Units	9,853	7.16%
5 to 19 Units	16,348	11.88%
20 to 49 Units	3,616	2.63%
50 or More Units	7,373	5.36%
Mobile Home or Trailer	2,666	1.94%
Boat, RV, Van, etc.	46	0.03%



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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