



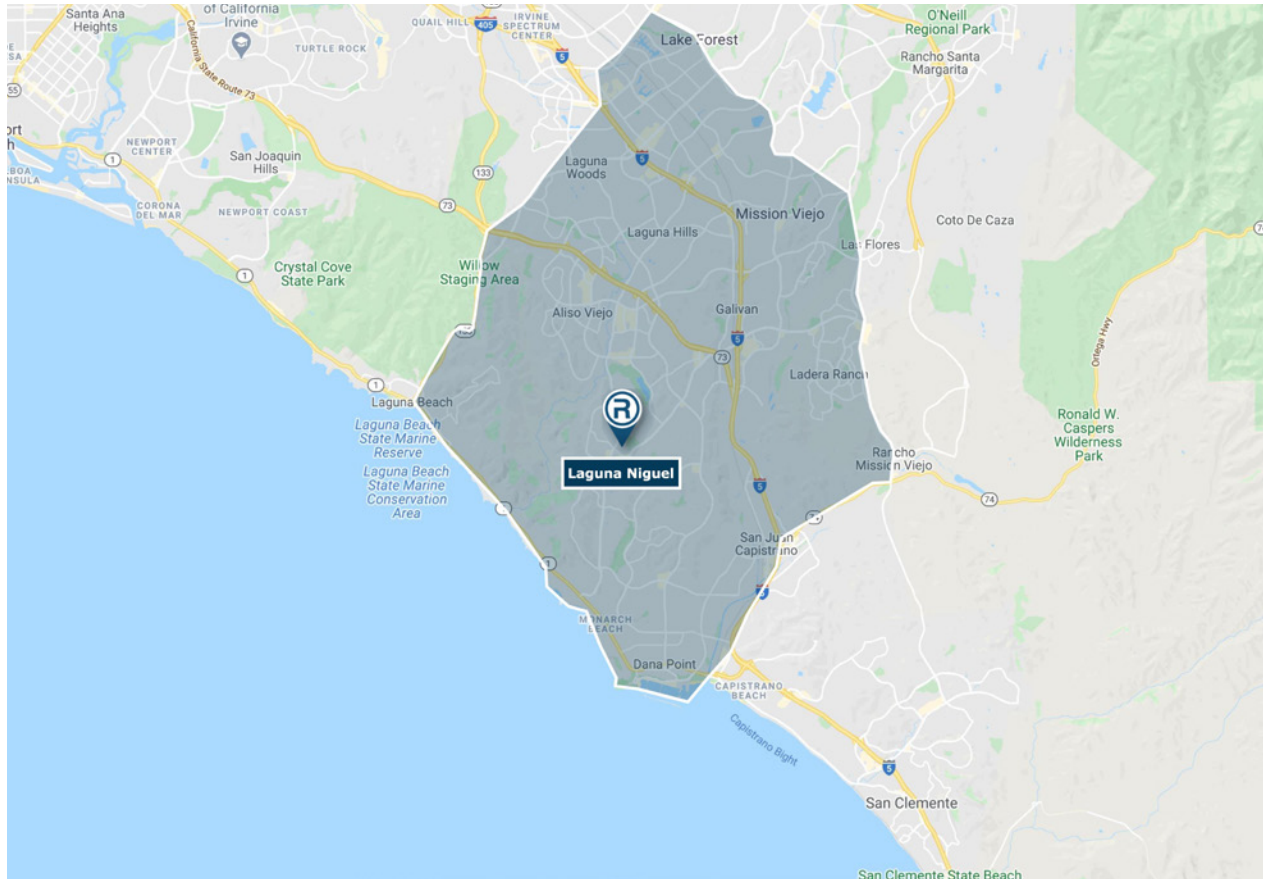
LAGUNA NIGUEL, CALIFORNIA



# Retail Trade Area Gap/Opportunity Analysis



# Contact Information



**Laguna Niguel**  
CALIFORNIA

**The City of Laguna Niguel**  
John Morgan  
Development Services Manager

30111 Crown Valley Parkway  
Laguna Niguel, California 92677

Phone 949.362.4332  
[jmorgan@cityoflagunaniguel.org](mailto:jmorgan@cityoflagunaniguel.org)  
[www.cityoflagunaniguel.org](http://www.cityoflagunaniguel.org)



# Retail Trade Area • Gap/Opportunity Analysis

Laguna Niguel, California

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
<b>44, 45, 722</b>	<b>Total retail trade including food and drinking places</b>	<b>\$4,655,670,507</b>	<b>\$935,891,166</b>	<b>\$3,719,779,341</b>	<b>0.20</b>
441	Motor vehicle and parts dealers	\$866,643,911	\$233,833,233	\$632,810,678	0.27
4411	Automobile dealers	\$737,530,226	\$233,833,233	\$503,696,993	0.32
4412	Other motor vehicle dealers	\$56,983,193	\$0	\$56,983,193	0.00
4413	Automotive parts, accessories, and tire stores	\$72,130,493	\$0	\$72,130,493	0.00
442	Furniture and home furnishings stores	\$54,880,246	\$26,362,454	\$28,517,792	0.48
4421	Furniture stores	\$33,324,046	\$11,214,919	\$22,109,127	0.34
4422	Home furnishings stores	\$21,556,200	\$15,147,535	\$6,408,665	0.70
443	Electronics and appliance stores	\$101,252,904	\$9,893,834	\$91,359,070	0.10
443141	Household appliance stores	\$16,551,301	\$170,667	\$16,380,634	0.01
443142	Electronics stores	\$84,701,602	\$9,723,167	\$74,978,435	0.11
444	Building material and garden equipment and supplies dealers	\$251,544,506	\$57,053,816	\$194,490,690	0.23
4441	Building material and supplies dealers	\$221,076,571	\$57,053,519	\$164,023,052	0.26
44411	Home centers	\$124,498,229	\$18,201,007	\$106,297,222	0.15
44412	Paint and wallpaper stores	\$8,235,047	\$5,323,846	\$2,911,201	0.65
44413	Hardware stores	\$18,812,633	\$3,136,731	\$15,675,902	0.17
44419	Other building material dealers	\$69,530,663	\$30,391,935	\$39,138,728	0.44
4442	Lawn and garden equipment and supplies stores	\$30,467,935	\$297	\$30,467,638	0.00
44421	Outdoor power equipment stores	\$4,397,870	\$0	\$4,397,870	0.00
44422	Nursery, garden center, and farm supply stores	\$26,070,064	\$297	\$26,069,767	0.00
445	Food and beverage stores	\$663,011,264	\$112,134,381	\$550,876,883	0.17
4451	Grocery stores	\$600,813,615	\$107,014,549	\$493,799,066	0.18
44511	Supermarkets and other grocery (except convenience) stores	\$578,719,273	\$104,196,056	\$474,523,217	0.18
44512	Convenience stores	\$22,094,342	\$2,818,493	\$19,275,849	0.13
4452	Specialty food stores	\$23,011,238	\$1,167,841	\$21,843,397	0.05
4453	Beer, wine, and liquor stores	\$39,186,411	\$3,951,991	\$35,234,420	0.10
446	Health and personal care stores	\$180,580,480	\$46,270,100	\$134,310,380	0.26
44611	Pharmacies and drug stores	\$130,964,862	\$40,304,834	\$90,660,028	0.31
44612	Cosmetics, beauty supplies, and perfume stores	\$8,196,253	\$1,859,310	\$6,336,943	0.23
44613	Optical goods stores	\$30,916,120	\$21,997	\$30,894,123	0.00
44619	Other health and personal care stores	\$10,503,245	\$4,083,959	\$6,419,286	0.39
447	Gasoline stations	\$381,342,377	\$49,239,031	\$332,103,346	0.13
448	Clothing and clothing accessories stores	\$174,428,293	\$55,166,304	\$119,261,989	0.32
4481	Clothing stores	\$128,729,437	\$45,610,069	\$83,119,368	0.35
44811	Men's clothing stores	\$6,753,553	\$1,637,156	\$5,116,397	0.24
44812	Women's clothing stores	\$24,610,510	\$7,064,382	\$17,546,128	0.29
44813	Children's and infants' clothing stores	\$8,950,084	\$1,928,046	\$7,022,038	0.22
44814	Family clothing stores	\$75,259,656	\$28,797,022	\$46,462,634	0.38
44815	Clothing accessories stores	\$4,518,273	\$2,435,062	\$2,083,211	0.54
44819	Other clothing stores	\$8,637,362	\$3,748,401	\$4,888,961	0.43
4482	Shoe stores	\$34,078,914	\$2,766,042	\$31,312,872	0.08
4483	Jewelry, luggage, and leather goods stores	\$11,619,941	\$6,790,193	\$4,829,748	0.58
44831	Jewelry stores	\$8,651,203	\$6,039,680	\$2,611,523	0.70
44832	Luggage and leather goods stores	\$2,968,738	\$750,513	\$2,218,225	0.25

# Retail Trade Area • Gap/Opportunity Analysis

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NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	\$77,869,201	\$5,401,906	\$72,467,295	0.07
4511	Sporting goods, hobby, and musical instrument stores	\$53,742,363	\$5,173,383	\$48,568,980	0.10
45111	Sporting goods stores	\$33,586,831	\$2,979,865	\$30,606,966	0.09
45112	Hobby, toy, and game stores	\$9,466,327	\$922,083	\$8,544,244	0.10
45113	Sewing, needlework, and piece goods stores	\$3,009,130	\$513,138	\$2,495,992	0.17
45114	Musical instrument and supplies stores	\$7,680,075	\$758,297	\$6,921,778	0.10
4512	Book stores and news dealers	\$24,126,839	\$228,523	\$23,898,316	0.01
452	General merchandise stores	\$579,718,462	\$56,862,451	\$522,856,011	0.10
4522	Department stores	\$96,041,125	\$5,694,189	\$90,346,936	0.06
4523	Other general merchandise stores	\$483,677,337	\$51,168,262	\$432,509,075	0.11
453	Miscellaneous store retailers	\$93,632,515	\$20,906,504	\$72,726,011	0.22
4531	Florists	\$4,447,817	\$525,223	\$3,922,594	0.12
4532	Office supplies, stationery, and gift stores	\$20,417,915	\$6,244,105	\$14,173,810	0.31
45321	Office supplies and stationery stores	\$8,154,765	\$1,053,760	\$7,101,005	0.13
45322	Gift, novelty, and souvenir stores	\$12,263,151	\$5,190,345	\$7,072,806	0.42
4533	Used merchandise stores	\$19,493,825	\$2,452,332	\$17,041,493	0.13
4539	Other miscellaneous store retailers	\$49,272,957	\$11,684,844	\$37,588,113	0.24
45391	Pet and pet supplies stores	\$25,050,882	\$5,585,776	\$19,465,106	0.22
45399	All other miscellaneous store retailers	\$24,222,075	\$6,099,068	\$18,123,007	0.25
454	Non-store retailers	\$504,614,395	\$144,916,861	\$359,697,534	0.29
722	Food services and drinking places	\$726,151,954	\$117,850,291	\$608,301,663	0.16
7223	Special food services	\$60,364,987	\$8,260,615	\$52,104,372	0.14
7224	Drinking places (alcoholic beverages)	\$20,785,027	\$3,200,292	\$17,584,735	0.15
7225	Restaurants and other eating places	\$645,001,939	\$106,389,384	\$538,612,555	0.16
722511	Full-service restaurants	\$300,401,564	\$56,977,553	\$243,424,011	0.19
722513	Limited-service restaurants	\$286,381,425	\$40,808,250	\$245,573,175	0.14
722514	Cafeterias, grill buffets, and buffets	\$10,382,973	\$0	\$10,382,973	0.00
722515	Snack and nonalcoholic beverage bars	\$47,835,977	\$8,603,581	\$39,232,396	0.18

# Retail Trade Area • Demographic Profile

Laguna Niguel, California

DESCRIPTION	DATA	%
<b>Population</b>		
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%
<b>2020 Est. Population by Single-Classification Race</b>	<b>349,643</b>	
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%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>349,643</b>	
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%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>76,842</b>	
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%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>40,960</b>	
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	%
<b>2020 Est. Population by Ancestry</b>	<b>349,643</b>	
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%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
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	%
<b>2020 Est. Population by Age</b>	<b>349,643</b>	
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
<b>2020 Est. Population by Sex</b>	<b>349,643</b>	
Male	169,456	48.47%
Female	180,187	51.54%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>169,456</b>	
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
<b>2020 Est. Female Population by Age</b>	<b>180,187</b>	
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	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
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%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
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%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
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%
<b>Households</b>		
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%
<b>2020 Est. Households by Household Type</b>	<b>129,254</b>	
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	%
<b>2020 Est. Households by Household Income</b>	<b>129,254</b>	
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
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
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
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>88,562</b>	
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%
<b>2020 Est. Households by Household Size</b>	<b>129,254</b>	
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

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DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>129,254</b>	
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%
<b>Households with No People under Age 18:</b>	<b>85,490</b>	<b>66.14%</b>
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%
<b>2020 Est. Households by Number of Vehicles</b>	<b>129,254</b>	
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
<b>Family Households</b>		
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%

<b>2020 Est. Families by Poverty Status</b>	<b>88,562</b>	
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%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>286,433</b>	
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	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>178,434</b>	
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%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>178,434</b>	
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%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>178,434</b>	
White Collar	134,113	75.16%
Blue Collar	18,268	10.24%
Service and Farm	26,052	14.60%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>175,054</b>	
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	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
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
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>129,254</b>	
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	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
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	%
<b>2020 Est. Housing Units by Units in Structure</b>		
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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