

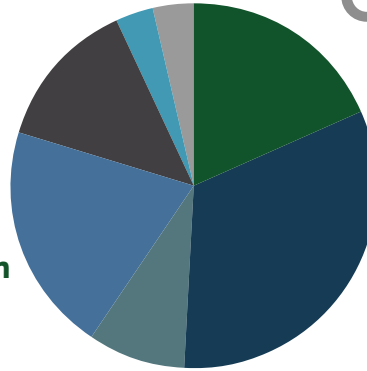
LAGUNA NIGUEL

CALIFORNIA

POPULATION

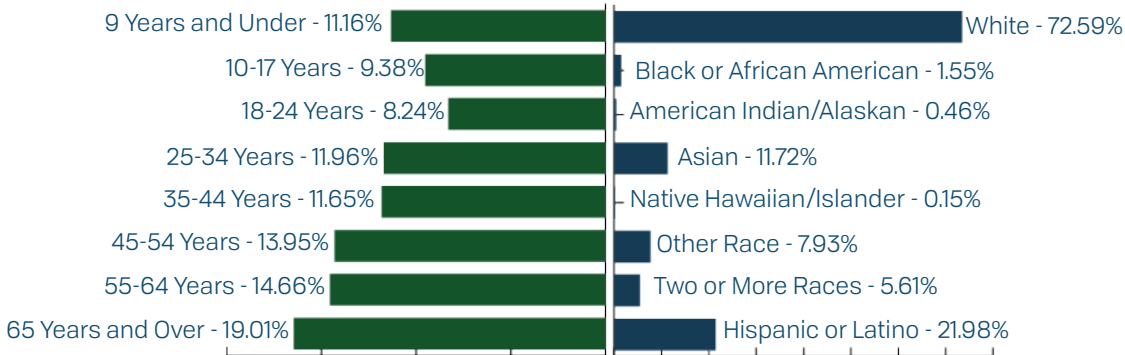
349,643

2020 Estimated
Retail Trade Area Population



Graduate or Professional	18.7%
Bachelor's Degree	32.3%
Associate Degree	8.7%
Some College, No Degree	19.9%
High School Graduate	13.7%
Some High School, No Degree	3.4%
Less than 9th Grade	3.3%

AGE AND RACE DISTRIBUTION



Median Age 43.05 Average Age 42.00

HOUSEHOLD INCOME

AVERAGE

\$157,705

MEDIAN

\$111,105

PER CAPITA

\$58,819

OPPORTUNITY IN LAGUNA NIGUEL

Clothing & Accessories Stores

Sales Leakage = \$119,261,989

Health & Personal Care Stores

Sales Leakage = \$134,310,380

Food Service & Drinking Places

Sales Leakage = \$608,301,663

Potential Retail Sales \$4,655,670,507

Actual Sales \$935,891,166

Sales Leakage \$3,719,779,341

John Morgan
Planning Manager
Community Development Department

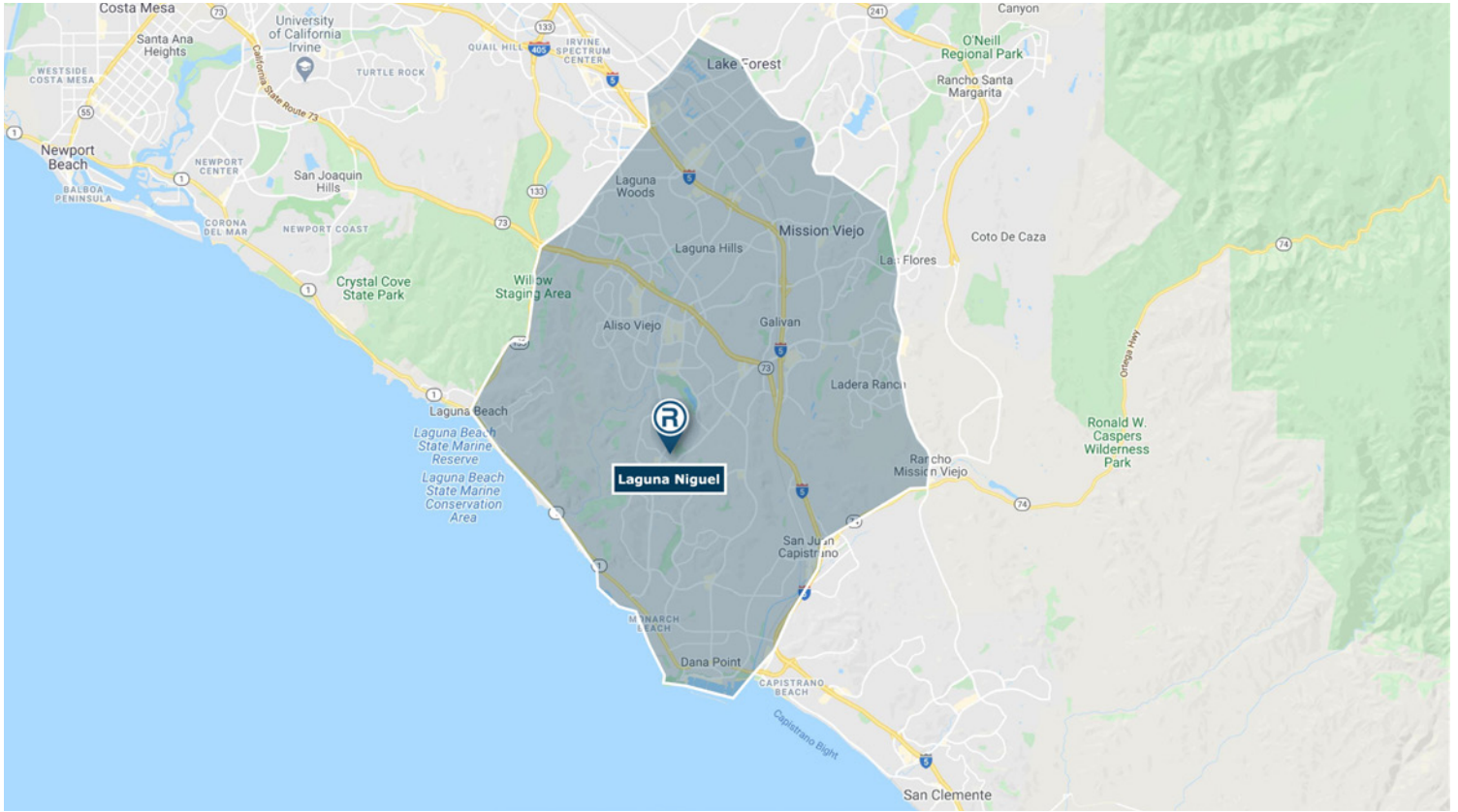
The City of Laguna Niguel
30111 Crown Valley Parkway
Laguna Niguel, California 92677
Phone 949.362.4332
jmorgan@cityoflagunaniguel.com
www.CityofLagunaNiguel.com



Laguna Niguel
CALIFORNIA

The Retail Coach.

RETAIL TRADE AREA



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, and/or Microsoft Corporation.