



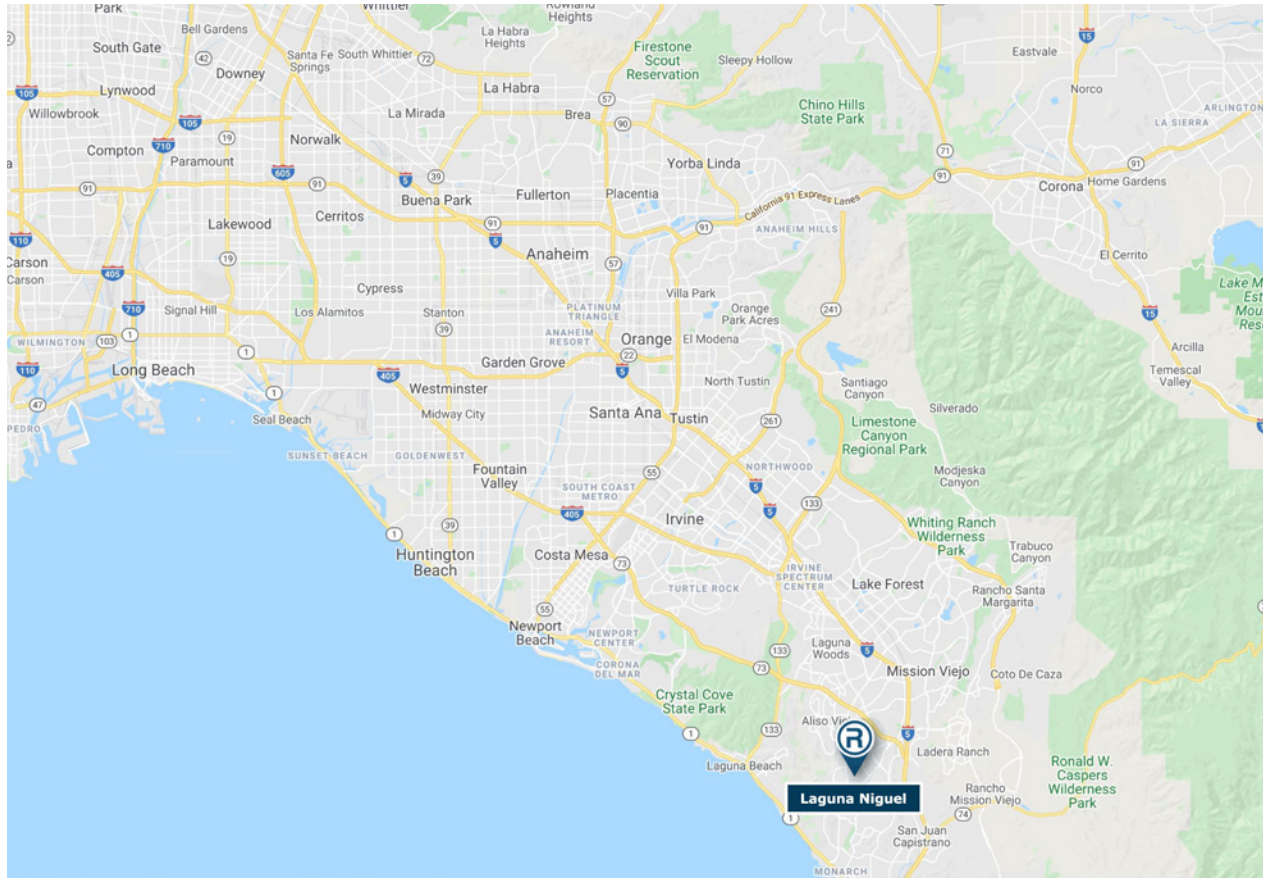
LAGUNA NIGUEL, CALIFORNIA

Community Workplace Population

 The**Retail**Coach.

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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.



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	3,335	20,163	6
11: Agriculture, Forestry, Fishing and Hunting	6	29	5
111: Crop Production	1	3	3
112: Animal Production and Aquaculture	4	24	6
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	1	2	2
115: Support Activities for Agriculture and Forestry	0	0	0
21: Mining, Quarrying, and Oil and Gas Extraction	1	1	1
211: Oil and Gas Extraction	1	1	1
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
22: Utilities	1	100	100
221: Utilities	1	100	100
23: Construction	213	904	4
236: Construction of Buildings	85	325	4
237: Heavy and Civil Engineering Construction	15	122	8
238: Specialty Trade Contractors	113	457	4
31: Manufacturing	19	73	4
311: Food Manufacturing	7	22	3
312: Beverage and Tobacco Product Manufacturing	2	8	4
313: Textile Mills	4	16	4
314: Textile Product Mills	5	18	4
315: Apparel Manufacturing	1	9	9
316: Leather and Allied Product Manufacturing	0	0	0
32: Manufacturing	18	100	6
321: Wood Product Manufacturing	1	8	8
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	13	57	4
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	1	4	4
326: Plastics and Rubber Products Manufacturing	1	1	1
327: Nonmetallic Mineral Product Manufacturing	2	30	15

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33: Manufacturing	36	419	12
331: Primary Metal Manufacturing	1	5	5
332: Fabricated Metal Product Manufacturing	3	17	6
333: Machinery Manufacturing	0	0	0
334: Computer and Electronic Product Manufacturing	4	96	24
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	2	6	3
337: Furniture and Related Product Manufacturing	8	92	12
339: Miscellaneous Manufacturing	18	203	11
42: Wholesale Trade	60	287	5
423: Merchant Wholesalers, Durable Goods	46	238	5
424: Merchant Wholesalers, Nondurable Goods	8	26	3
425: Wholesale Electronic Markets and Agents and Brokers	6	23	4
44: Retail Trade	252	3,057	12
441: Motor Vehicle and Parts Dealers	22	832	38
442: Furniture and Home Furnishings Stores	40	214	5
443: Electronics and Appliance Stores	24	100	4
444: Building Material and Garden Equipment and Supplies Dealers	35	439	13
445: Food and Beverage Stores	34	824	24
446: Health and Personal Care Stores	38	316	8
447: Gasoline Stations	14	112	8
448: Clothing and Clothing Accessories Stores	45	220	5
45: Retail Trade	84	1329	16
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	16	82	5
452: General Merchandise Stores	12	868	72
453: Miscellaneous Store Retailers	47	303	6
454: Nonstore Retailers	9	76	8
48: Transportation and Warehousing	40	367	9
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	11	76	7
485: Transit and Ground Passenger Transportation	21	262	12
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	8	29	4
49: Transportation and Warehousing	2	176	88
491: Postal Service	1	175	175
492: Couriers and Messengers	1	1	1
493: Warehousing and Storage	0	0	0

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51: Information	62	371	6
511: Publishing Industries (except Internet)	20	141	7
512: Motion Picture and Sound Recording Industries	10	66	7
515: Broadcasting (except Internet)	3	10	3
517: Telecommunications	14	49	4
518: Data Processing, Hosting, and Related Services	10	52	5
519: Other Information Services	5	53	11
52: Finance and Insurance	269	1082	4
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	102	476	5
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	89	366	4
524: Insurance Carriers and Related Activities	78	240	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
53: Real Estate and Rental and Leasing	181	1813	10
531: Real Estate	158	1747	11
532: Rental and Leasing Services	23	66	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
54: Professional, Scientific, and Technical Services	417	1512	4
541: Professional, Scientific, and Technical Services	417	1512	4
55: Management of Companies and Enterprises	11	31	3
551: Management of Companies and Enterprises	11	31	3
56: Administrative and Support and Waste Management and Remediation Services	129	554	4
561: Administrative and Support Services	128	541	4
562: Waste Management and Remediation Services	1	13	13
61: Educational Services	72	1,734	24
611: Educational Services	72	1,734	24
62: Health Care and Social Assistance	444	2,137	5
621: Ambulatory Health Care Services	375	1,500	4
622: Hospitals	2	15	8
623: Nursing and Residential Care Facilities	14	125	9
624: Social Assistance	53	497	9
71: Arts, Entertainment, and Recreation	62	478	8
711: Performing Arts, Spectator Sports, and Related Industries	23	64	3
712: Museums, Historical Sites, and Similar Institutions	7	39	6
713: Amusement, Gambling, and Recreation Industries	32	375	12

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
72: Accommodation and Food Services	137	1,800	13
721: Accommodation	4	30	8
722: Food Services and Drinking Places	133	1,770	13
81: Other Services (except Public Administration)	281	1,473	5
811: Repair and Maintenance	72	321	4
812: Personal and Laundry Services	147	824	6
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	62	328	5
92: Public Administration	15	245	16
921: Executive, Legislative, and Other General Government Support	11	209	19
922: Justice, Public Order, and Safety Activities	3	33	11
923: Administration of Human Resource Programs	1	3	3
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	0	0	0
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
99: Unassigned	523	91	0
999: Unassigned	523	91	0



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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