

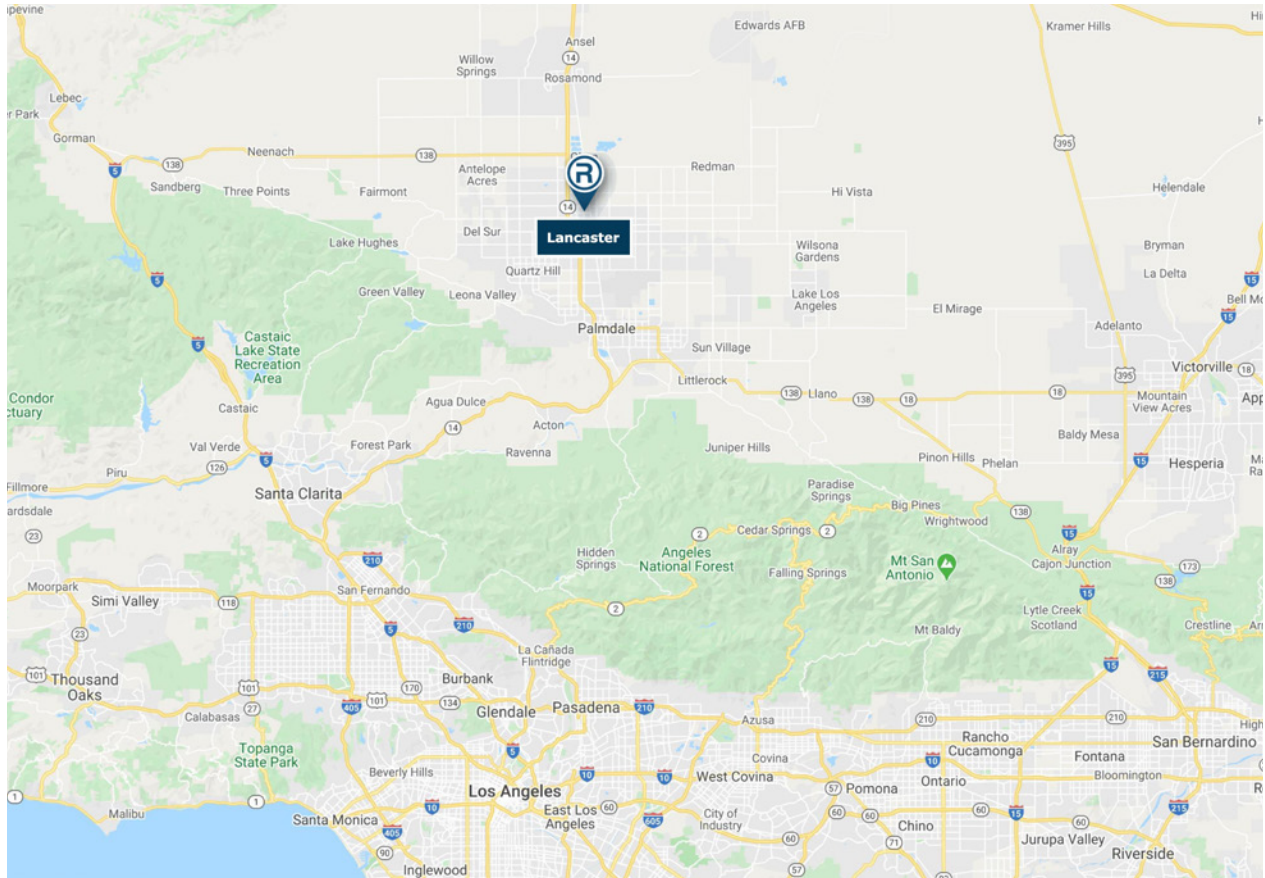


LANCASTER, CALIFORNIA

# Community Workplace Population



# Contact Information



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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
<b>Grand Total</b>	<b>5,915</b>	<b>52,015</b>	<b>9</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>18</b>	<b>171</b>	<b>10</b>
111: Crop Production	7	89	13
112: Animal Production and Aquaculture	6	65	11
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	2	4	2
115: Support Activities for Agriculture and Forestry	3	13	4
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>0</b>	<b>0</b>	<b>0</b>
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	0	0	0
<b>22: Utilities</b>	<b>2</b>	<b>14</b>	<b>7</b>
221: Utilities	2	14	7
<b>23: Construction</b>	<b>342</b>	<b>1982</b>	<b>6</b>
236: Construction of Buildings	117	530	5
237: Heavy and Civil Engineering Construction	14	97	7
238: Specialty Trade Contractors	211	1355	6
<b>31: Manufacturing</b>	<b>20</b>	<b>184</b>	<b>9</b>
311: Food Manufacturing	15	73	5
312: Beverage and Tobacco Product Manufacturing	5	111	22
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
<b>32: Manufacturing</b>	<b>25</b>	<b>506</b>	<b>20</b>
321: Wood Product Manufacturing	6	22	4
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	13	451	35
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	4	23	6
326: Plastics and Rubber Products Manufacturing	2	10	5
327: Nonmetallic Mineral Product Manufacturing	0	0	0

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<b>33: Manufacturing</b>	<b>64</b>	<b>1269</b>	<b>20</b>
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	13	145	11
333: Machinery Manufacturing	6	300	50
334: Computer and Electronic Product Manufacturing	8	220	28
335: Electrical Equipment, Appliance, and Component Manufacturing	2	18	9
336: Transportation Equipment Manufacturing	5	322	64
337: Furniture and Related Product Manufacturing	7	91	13
339: Miscellaneous Manufacturing	23	173	8
<b>42: Wholesale Trade</b>	<b>125</b>	<b>2382</b>	<b>19</b>
423: Merchant Wholesalers, Durable Goods	97	1812	19
424: Merchant Wholesalers, Nondurable Goods	26	564	22
425: Wholesale Electronic Markets and Agents and Brokers	2	6	3
<b>44: Retail Trade</b>	<b>455</b>	<b>4,684</b>	<b>10</b>
441: Motor Vehicle and Parts Dealers	115	1799	16
442: Furniture and Home Furnishings Stores	33	199	6
443: Electronics and Appliance Stores	24	164	7
444: Building Material and Garden Equipment and Supplies Dealers	45	540	12
445: Food and Beverage Stores	80	1108	14
446: Health and Personal Care Stores	63	445	7
447: Gasoline Stations	49	206	4
448: Clothing and Clothing Accessories Stores	46	223	5
<b>45: Retail Trade</b>	<b>184</b>	<b>2317</b>	<b>13</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	27	193	7
452: General Merchandise Stores	36	1702	47
453: Miscellaneous Store Retailers	94	342	4
454: Nonstore Retailers	27	80	3
<b>48: Transportation and Warehousing</b>	<b>66</b>	<b>659</b>	<b>10</b>
481: Air Transportation	0	0	0
482: Rail Transportation	1	4	4
483: Water Transportation	0	0	0
484: Truck Transportation	27	146	5
485: Transit and Ground Passenger Transportation	9	301	33
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	2	3	2
488: Support Activities for Transportation	27	205	8
<b>49: Transportation and Warehousing</b>	<b>11</b>	<b>769</b>	<b>70</b>
491: Postal Service	3	228	76
492: Couriers and Messengers	2	10	5
493: Warehousing and Storage	6	531	89

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<b>51: Information</b>	<b>64</b>	<b>455</b>	<b>7</b>
511: Publishing Industries (except Internet)	13	132	10
512: Motion Picture and Sound Recording Industries	10	112	11
515: Broadcasting (except Internet)	4	22	6
517: Telecommunications	29	117	4
518: Data Processing, Hosting, and Related Services	4	20	5
519: Other Information Services	4	52	13
<b>52: Finance and Insurance</b>	<b>334</b>	<b>1301</b>	<b>4</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	176	567	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	45	193	4
524: Insurance Carriers and Related Activities	113	541	5
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
<b>53: Real Estate and Rental and Leasing</b>	<b>268</b>	<b>1936</b>	<b>7</b>
531: Real Estate	213	1774	8
532: Rental and Leasing Services	55	162	3
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
<b>54: Professional, Scientific, and Technical Services</b>	<b>395</b>	<b>2136</b>	<b>5</b>
541: Professional, Scientific, and Technical Services	395	2136	5
<b>55: Management of Companies and Enterprises</b>	<b>9</b>	<b>71</b>	<b>8</b>
551: Management of Companies and Enterprises	9	71	8
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>159</b>	<b>1312</b>	<b>8</b>
561: Administrative and Support Services	152	1269	8
562: Waste Management and Remediation Services	7	43	6
<b>61: Educational Services</b>	<b>141</b>	<b>5,554</b>	<b>39</b>
611: Educational Services	141	5,554	39
<b>62: Health Care and Social Assistance</b>	<b>1600</b>	<b>10,719</b>	<b>7</b>
621: Ambulatory Health Care Services	1244	5,883	5
622: Hospitals	14	2,341	167
623: Nursing and Residential Care Facilities	37	927	25
624: Social Assistance	305	1568	5
<b>71: Arts, Entertainment, and Recreation</b>	<b>79</b>	<b>899</b>	<b>11</b>
711: Performing Arts, Spectator Sports, and Related Industries	32	163	5
712: Museums, Historical Sites, and Similar Institutions	19	409	22
713: Amusement, Gambling, and Recreation Industries	28	327	12

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<b>72: Accommodation and Food Services</b>	<b>334</b>	<b>4,264</b>	<b>13</b>
721: Accommodation	27	271	10
<b>722: Food Services and Drinking Places</b>	<b>307</b>	<b>3,993</b>	<b>13</b>
<b>81: Other Services (except Public Administration)</b>	<b>681</b>	<b>3,047</b>	<b>4</b>
811: Repair and Maintenance	233	909	4
812: Personal and Laundry Services	225	827	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	223	1311	6
<b>92: Public Administration</b>	<b>85</b>	<b>5,222</b>	<b>61</b>
921: Executive, Legislative, and Other General Government Support	66	2,192	33
922: Justice, Public Order, and Safety Activities	10	2954	295
923: Administration of Human Resource Programs	4	50	13
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	5	26	5
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	0	0	0
<b>99: Unassigned</b>	<b>454</b>	<b>162</b>	<b>0</b>
999: Unassigned	454	162	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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