



A central graphic featuring a circular logo with the letters "LF" inside. To the right of the logo, the text "LAKE FOREST" is written in a large, white, serif font, and "California" is written in a white, cursive font below it. Underneath the title, the text "RETAIL, BUSINESS, AND DEMOGRAPHIC PROFILES" is written in a smaller, white, sans-serif font. The background of this section is a semi-transparent image of a street scene with palm trees and a traffic light.



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The**Retail**Coach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

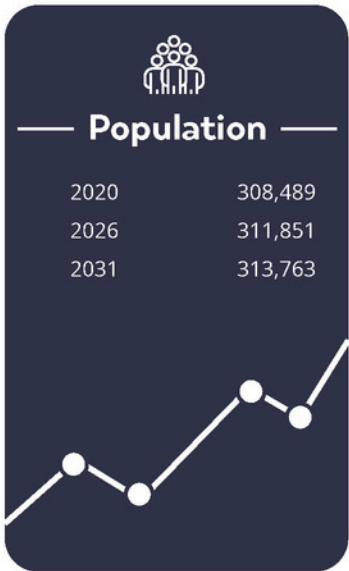
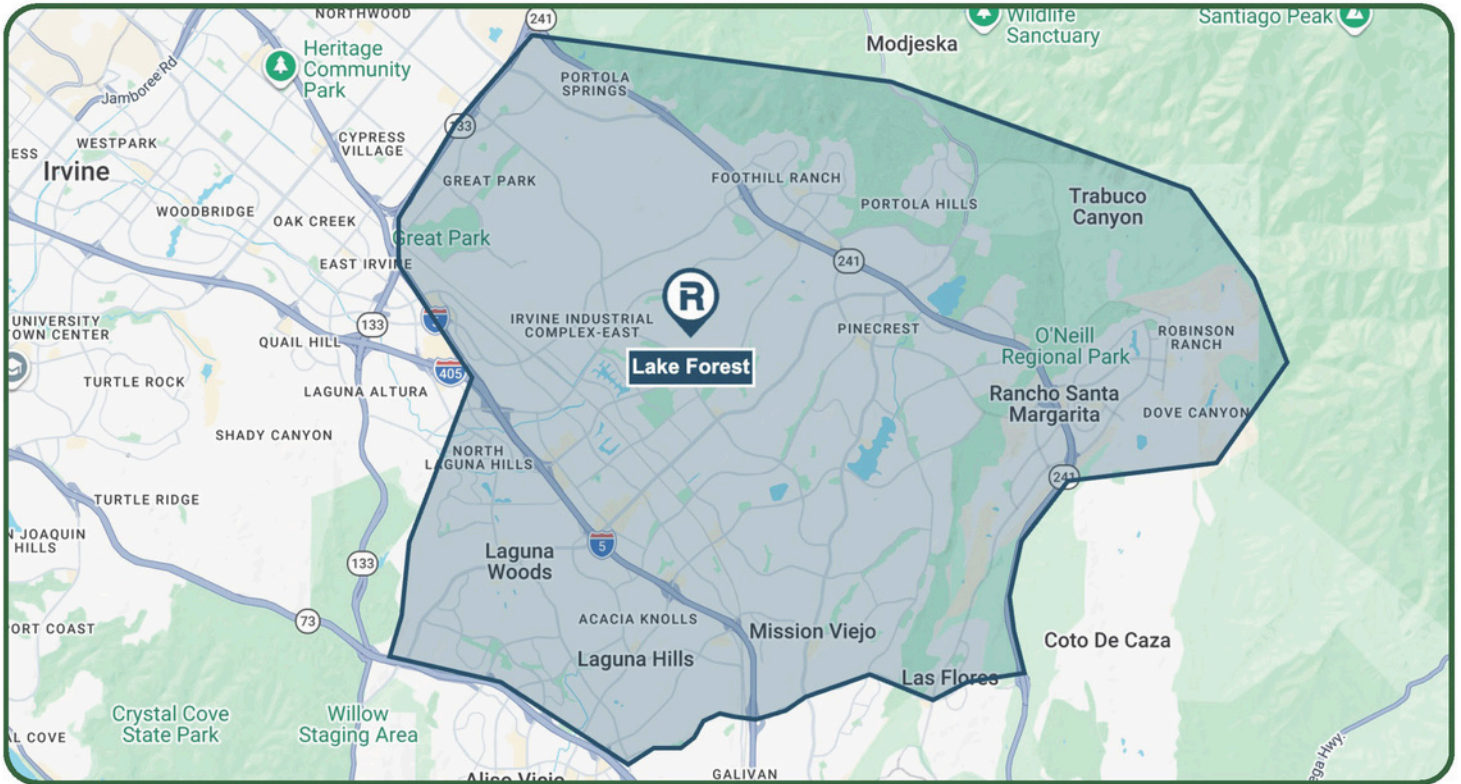
LAKE FOREST, CALIFORNIA

PREPARED FOR CITY OF LAKE FOREST, CALIFORNIA
APRIL 2026

DEMOGRAPHIC SNAPSHOT



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Age

0-9 Years	10.34%
10 - 17 Years	9.00%
18 - 24 Years	7.64%
25 - 34 Years	11.01%
35 - 44 Years	13.17%
45 - 54 Years	12.95%
55 - 64 Years	13.76%
65 and Older	22.14%
Median Age	44.14
Average Age	43.45

Educational Attainment (%)

Graduate or Professional Degree	20.45%
Bachelors Degree	33.67%
Associate Degree	8.35%
Some College	18.60%
High School Graduate (GED)	13.50%
Some High School, No Degree	2.61%
Less than 9th Grade	2.83%

Race Distribution

White	52.04%
Black/African American	1.60%
American Indian/Alaskan	0.66%
Asian	23.68%
Native Hawaiian/Islander	0.20%
Other Race	7.81%
Two or More Races	14.01%
Hispanic	20.26%
Non-Hispanic	79.74%

Income

Average HH	\$192,423
Median HH	\$138,654
Per Capita	\$71,961

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	313,763	
2026 Estimate	311,851	
2020 Census	308,489	
2010 Census	269,122	
Growth 2026 - 2031		0.61%
Growth 2020 - 2026		1.09%
Growth 2010 - 2020		14.63%
2026 Est. Population by Single-Classification Race	311,851	
White Alone	162,280	52.04%
Black or African American Alone	4,993	1.60%
Amer. Indian and Alaska Native Alone	2,043	0.66%
Asian Alone	73,848	23.68%
Native Hawaiian and Other Pacific Island Alone	629	0.20%
Some Other Race Alone	24,356	7.81%
Two or More Races	43,702	14.01%
2026 Est. Population by Hispanic or Latino Origin	311,851	
Not Hispanic or Latino	248,656	79.74%
Hispanic or Latino	63,195	20.26%
Mexican	45,637	72.22%
Puerto Rican	1,375	2.18%
Cuban	617	0.98%
All Other Hispanic or Latino	15,566	24.63%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	63,195	
White Alone	12,468	19.73%
Black or African American Alone	381	0.60%
American Indian and Alaska Native Alone	1,634	2.59%
Asian Alone	720	1.14%
Native Hawaiian and Other Pacific Islander Alone	99	0.16%
Some Other Race Alone	22,857	36.17%
Two or More Races	25,037	39.62%
2026 Est. Pop by Race, Asian Alone, by Category	73,848	
Chinese, except Taiwanese	19,436	26.32%
Filipino	11,325	15.34%
Japanese	4,480	6.07%
Asian Indian	9,288	12.58%
Korean	10,189	13.80%
Vietnamese	8,135	11.02%
Cambodian	534	0.72%
Hmong	134	0.18%
Laotian	408	0.55%
Thai	710	0.96%
All Other Asian Races Including 2+ Category	9,207	12.47%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	311,851	
Arab	3,637	1.17%
Czech	561	0.18%
Danish	1,198	0.38%
Dutch	2,461	0.79%
English	26,568	8.52%
French (except Basque)	4,714	1.51%
French Canadian	1,103	0.35%
German	26,328	8.44%
Greek	1,280	0.41%
Hungarian	1,287	0.41%
Irish	22,423	7.19%
Italian	13,511	4.33%
Lithuanian	495	0.16%
United States or American	8,567	2.75%
Norwegian	3,029	0.97%
Polish	5,141	1.65%
Portuguese	1,139	0.37%
Russian	2,988	0.96%
Scottish	4,620	1.48%
Scotch-Irish	1,442	0.46%
Slovak	248	0.08%
Subsaharan African	945	0.30%
Swedish	3,595	1.15%
Swiss	1,167	0.37%
Ukrainian	1,136	0.36%
Welsh	1,272	0.41%
West Indian (except Hisp. groups)	291	0.09%
Other ancestries	121,454	38.95%
Ancestry Unclassified	49,253	15.79%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	194,274	65.53%
Speak Asian/Pacific Island Language at Home	38,808	13.09%
Speak IndoEuropean Language at Home	22,016	7.43%
Speak Spanish at Home	37,257	12.57%
Speak Other Language at Home	1,108	0.37%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	311,851	
Age 0 - 4	15,383	4.93%
Age 5 - 9	16,854	5.41%
Age 10 - 14	17,625	5.65%
Age 15 - 17	10,432	3.35%
Age 18 - 20	10,366	3.32%
Age 21 - 24	13,476	4.32%
Age 25 - 34	34,327	11.01%
Age 35 - 44	41,061	13.17%
Age 45 - 54	40,387	12.95%
Age 55 - 64	42,913	13.76%
Age 65 - 74	37,544	12.04%
Age 75 - 84	22,749	7.29%
Age 85 and over	8,735	2.80%
Age 16 and over	258,503	82.89%
Age 18 and over	251,558	80.67%
Age 21 and over	241,192	77.34%
Age 65 and over	69,028	22.14%
2026 Est. Median Age		44.14
2026 Est. Average Age		43.45
2026 Est. Population by Sex	311,851	
Male	151,187	48.48%
Female	160,664	51.52%
2026 Est. Male Population by Age	151,187	
Age 0 - 4	7,863	5.20%
Age 5 - 9	8,718	5.77%
Age 10 - 14	9,060	5.99%
Age 15 - 17	5,352	3.54%
Age 18 - 20	5,301	3.51%
Age 21 - 24	6,858	4.54%
Age 25 - 34	17,322	11.46%
Age 35 - 44	20,384	13.48%
Age 45 - 54	19,653	13.00%
Age 55 - 64	20,770	13.74%
Age 65 - 74	17,133	11.33%
Age 75 - 84	9,571	6.33%
Age 85 and over	3,201	2.12%
2026 Est. Median Age, Male		42.44
2026 Est. Average Age, Male		42.56

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	160,664	
Age 0 - 4	7,520	4.68%
Age 5 - 9	8,136	5.06%
Age 10 - 14	8,564	5.33%
Age 15 - 17	5,080	3.16%
Age 18 - 20	5,064	3.15%
Age 21 - 24	6,618	4.12%
Age 25 - 34	17,005	10.58%
Age 35 - 44	20,676	12.87%
Age 45 - 54	20,735	12.91%
Age 55 - 64	22,143	13.78%
Age 65 - 74	20,410	12.70%
Age 75 - 84	13,178	8.20%
Age 85 and over	5,534	3.44%
2026 Est. Median Age, Female		45.81
2026 Est. Average Age, Female		44.30
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	70,046	26.74%
Males, Never Married	37,269	14.23%
Females, Never Married	32,776	12.51%
Married, Spouse present	143,104	54.62%
Married, Spouse absent	10,133	3.87%
Widowed	13,788	5.26%
Males Widowed	2,544	0.97%
Females Widowed	11,244	4.29%
Divorced	24,919	9.51%
Males Divorced	9,132	3.49%
Females Divorced	15,788	6.03%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,444	2.83%
Some High School, no diploma	5,936	2.61%
High School Graduate (or GED)	30,733	13.50%
Some College, no degree	42,358	18.60%
Associate Degree	19,014	8.35%
Bachelor's Degree	76,661	33.67%
Master's Degree	33,260	14.61%
Professional School Degree	8,033	3.53%
Doctorate Degree	5,277	2.32%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,682	16.99%
High School Graduate	9,215	23.43%
Some College or Associate's Degree	11,850	30.13%
Bachelor's Degree or Higher	11,579	29.44%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	116,817	
2026 Estimate	115,855	
2020 Census	114,568	
2010 Census	99,552	
Growth 2026 - 2031		0.83%
Growth 2020 - 2026		1.12%
Growth 2010 - 2020		15.08%
2026 Est. Households by Household Type	115,855	
Family Households	82,870	71.53%
Nonfamily Households	32,985	28.47%
2026 Est. Group Quarters Population	2,058	
2026 Households by Ethnicity, Hispanic/Latino	17,071	
2026 Est. Households by Household Income	115,855	
Income < \$15,000	5,968	5.15%
Income \$15,000 - \$24,999	3,319	2.87%
Income \$25,000 - \$34,999	3,649	3.15%
Income \$35,000 - \$49,999	6,688	5.77%
Income \$50,000 - \$74,999	11,106	9.59%
Income \$75,000 - \$99,999	10,682	9.22%
Income \$100,000 - \$124,999	10,872	9.38%
Income \$125,000 - \$149,999	10,054	8.68%
Income \$150,000 - \$199,999	15,416	13.31%
Income \$200,000 - \$249,999	10,109	8.73%
Income \$250,000 - \$499,999	14,513	12.53%
Income \$500,000+	13,480	11.64%
2026 Est. Average Household Income		\$192,423
2026 Est. Median Household Income		\$138,654
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$139,404
Black or African American Alone		\$130,234
American Indian and Alaska Native Alone		\$96,104
Asian Alone		\$186,108
Native Hawaiian and Other Pacific Islander Alone		\$107,031
Some Other Race Alone		\$107,609
Two or More Races		\$124,452
Hispanic or Latino		\$119,668
Not Hispanic or Latino		\$142,867

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	115,855	
Family Households with Children	31,728	27.39%
Family Households without Children	84,127	72.61%
Married-Couple Families	67,896	58.60%
Married-Couple Family, own children	27,424	23.67%
Married-Couple Family, no own children	40,472	34.93%
Cohabiting-Couple Families	5,730	4.95%
Cohabiting-Couple Family, own children	799	0.69%
Cohabiting-Couple Family, no own children	4,931	4.26%
Male Householder Families	15,254	13.17%
Male Householder, own children	689	0.60%
Male Householder, no own children	2,644	2.28%
Male Householder, only Nonrelatives	1,555	1.34%
Male Householder, Living Alone	10,366	8.95%
Female Householder Families	26,976	23.28%
Female Householder, own children	2,817	2.43%
Female Householder, no own children	5,714	4.93%
Female Householder, only Nonrelatives	1,386	1.20%
Female Householder, Living Alone	17,059	14.72%
2026 Est. Households by Household Size	115,855	
1-person	27,243	23.51%
2-person	36,612	31.60%
3-person	19,396	16.74%
4-person	19,575	16.90%
5-person	7,981	6.89%
6-person	3,094	2.67%
7-or-more-person	1,954	1.69%
2026 Est. Average Household Size		2.67
2026 Est. Households by Number of Vehicles	115,855	
No Vehicles	4,644	4.01%
1 Vehicle	34,694	29.95%
2 Vehicles	49,798	42.98%
3 Vehicles	17,331	14.96%
4 Vehicles	6,871	5.93%
5 or more Vehicles	2,518	2.17%
2026 Est. Average Number of Vehicles		2.0

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	83,542	
2026 Estimate	82,870	
2020 Estimate	82,019	
2010 Census	69,399	
Growth 2026 - 2031		0.81%
Growth 2020 - 2026		1.04%
Growth 2010 - 2020		18.18%
2026 Est. Families by Poverty Status		
2026 Families at or Above Poverty	78,736	95.01%
2026 Families at or Above Poverty with Children	31,841	38.42%
2026 Families Below Poverty	4,134	4.99%
2026 Families Below Poverty with Children	2,134	2.58%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	161,562	62.50%
Civilian Labor Force, Unemployed	6,784	2.62%
Armed Forces	221	0.09%
Not in Labor Force	89,936	34.79%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	112,587	70.03%
Non-Profit Private Workers	10,656	6.63%
Local Government Workers	2,000	1.24%
State Government Workers	3,798	2.36%
Federal Government Workers	11,357	7.07%
Self-Employed Workers	20,144	12.53%
Unpaid Family Workers	219	0.14%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	7,640	4.75%
Arts/Entertainment/Sports	4,488	2.79%
Building Grounds Maintenance	3,119	1.94%
Business/Financial Operations	14,661	9.12%
Community/Social Services	2,267	1.41%
Computer/Mathematical	9,807	6.10%
Construction/Extraction	3,695	2.30%
Education/Training/Library	8,962	5.58%
Farming/Fishing/Forestry	445	0.28%
Food Prep/Serving	6,434	4.00%
Health Practitioner/Technician	8,698	5.41%
Healthcare Support	4,702	2.92%
Maintenance Repair	2,500	1.55%
Legal	2,966	1.84%
Life/Physical/Social Science	2,277	1.42%
Management	27,721	17.24%
Office/Admin. Support	16,333	10.16%
Production	4,466	2.78%
Protective Services	2,807	1.75%
Sales/Related	16,169	10.06%
Personal Care/Service	3,473	2.16%
Transportation/Moving	7,132	4.44%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	121,988	75.88%
Blue Collar	17,793	11.07%
Service and Farm	20,979	13.05%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	107,172	67.81%
Car Pooled	11,419	7.22%
Public Transportation	820	0.52%
Walked	1,857	1.17%
Bicycle	433	0.27%
Other Means	2,069	1.31%
Worked at Home	34,270	21.68%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	24,461	
15 - 29 Minutes	51,015	
30 - 44 Minutes	30,052	
45 - 59 Minutes	8,250	
60 or more Minutes	9,177	
2026 Est. Avg Travel Time to Work in Minutes		29

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	115,855	
Owner Occupied	81,104	70.00%
Renter Occupied	34,751	30.00%
2026 Owner Occ. HUs: Avg. Length of Residence		16.74 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		7.17 [†]
2026 Est. Owner-Occupied Housing Units by Value	81,104	
Value Less than \$20,000	822	1.01%
Value \$20,000 - \$39,999	183	0.23%
Value \$40,000 - \$59,999	154	0.19%
Value \$60,000 - \$79,999	192	0.24%
Value \$80,000 - \$99,999	266	0.33%
Value \$100,000 - \$149,999	961	1.18%
Value \$150,000 - \$199,999	986	1.22%
Value \$200,000 - \$299,999	1,599	1.97%
Value \$300,000 - \$399,999	2,435	3.00%
Value \$400,000 - \$499,999	3,133	3.86%
Value \$500,000 - \$749,999	10,256	12.65%
Value \$750,000 - \$999,999	15,710	19.37%
Value \$1,000,000 or \$1,499,999	25,401	31.32%
Value \$1,500,000 or \$1,999,999	11,673	14.39%
Value \$2,000,000+	7,331	9.04%
2026 Est. Median All Owner-Occupied Housing Value		\$1,064,822
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	63,854	52.14%
1 Unit Attached	23,510	19.20%
2 Units	939	0.77%
3 or 4 Units	6,827	5.58%
5 to 19 Units	14,790	12.08%
20 to 49 Units	3,344	2.73%
50 or More Units	7,304	5.96%
Mobile Home or Trailer	1,890	1.54%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	4,821	3.94%
Housing Units Built 2010 to 2019	14,371	11.74%
Housing Units Built 2000 to 2009	5,259	4.29%
Housing Units Built 1990 to 1999	24,286	19.83%
Housing Units Built 1980 to 1989	26,844	21.92%
Housing Units Built 1970 to 1979	31,115	25.41%
Housing Units Built 1960 to 1969	13,349	10.90%
Housing Units Built 1950 to 1959	1,410	1.15%
Housing Units Built 1940 to 1949	491	0.40%
Housing Unit Built 1939 or Earlier	514	0.42%
2026 Est. Median Year Structure Built		1985

† Years

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.

Retail:360® 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 Retail:360® 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.



The**Retail**Coach®

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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The**Retail**Coach®

COMMUNITY DEMOGRAPHIC PROFILE

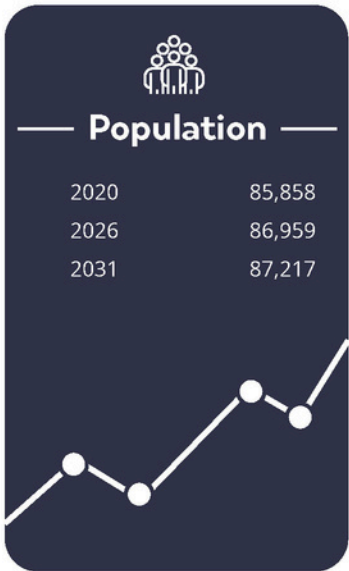
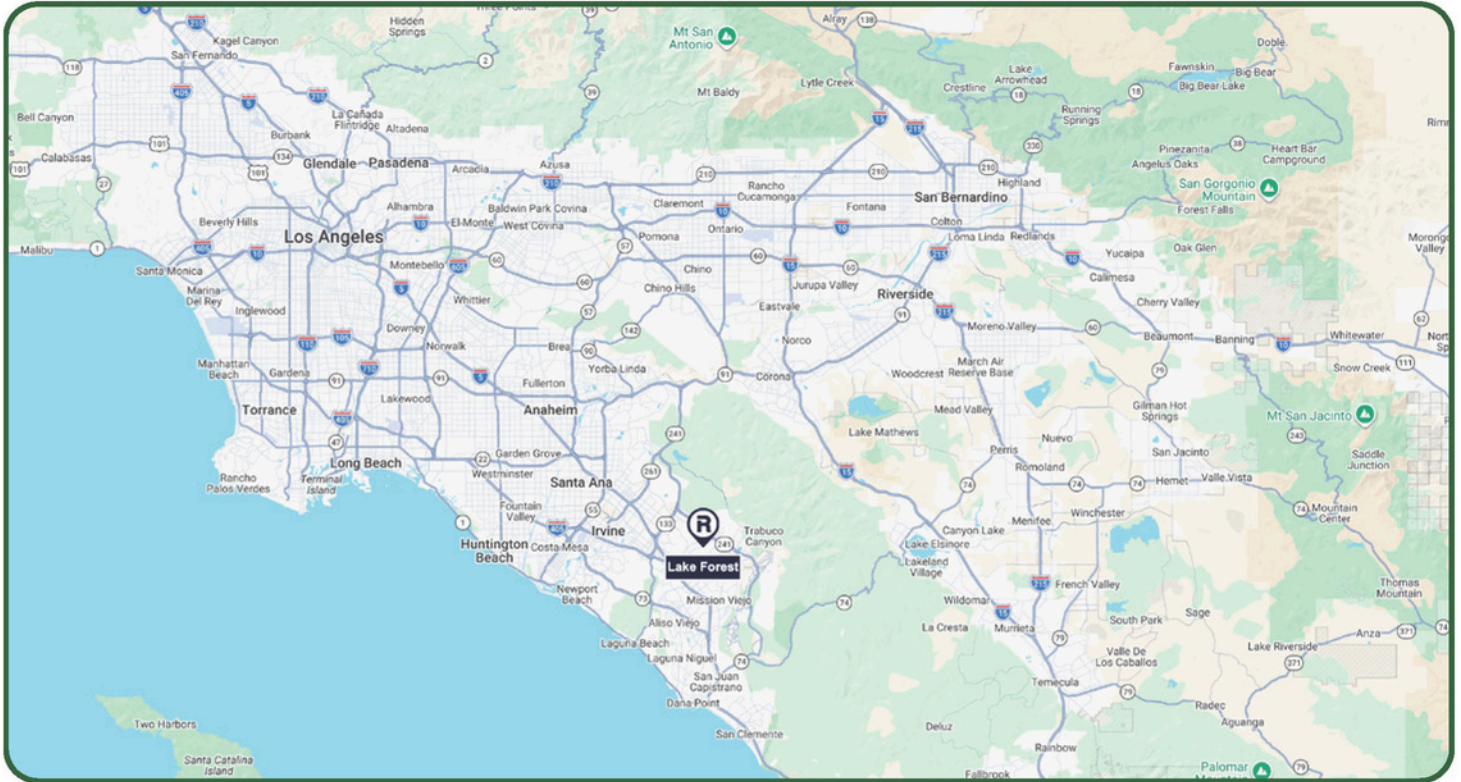
LAKE FOREST, CALIFORNIA

PREPARED FOR CITY OF LAKE FOREST, CALIFORNIA
MARCH 2026

DEMOGRAPHIC SNAPSHOT



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Age

0-9 Years	11.28%
10 - 17 Years	9.30%
18 - 24 Years	7.78%
25 - 34 Years	12.32%
35 - 44 Years	14.79%
45 - 54 Years	13.26%
55 - 64 Years	13.94%
65 and Older	17.34%
Median Age	41.31
Average Age	41.00

Educational Attainment (%)

Graduate or Professional Degree	19.24%
Bachelors Degree	33.42%
Associate Degree	8.99%
Some College	18.33%
High School Graduate (GED)	14.22%
Some High School, No Degree	2.69%
Less than 9th Grade	3.12%

Race Distribution

White	47.06%
Black/African American	1.71%
American Indian/Alaskan	1.06%
Asian	23.98%
Native Hawaiian/Islander	0.22%
Other Race	10.85%
Two or More Races	15.12%
Hispanic	25.51%
Non-Hispanic	74.49%

Income

Average HH	\$197,468
Median HH	\$144,559
Per Capita	\$68,880

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	87,217	
2026 Estimate	86,959	
2020 Census	85,858	
2010 Census	77,973	
Growth 2026 - 2031		0.30%
Growth 2020 - 2026		1.28%
Growth 2010 - 2020		10.11%
2026 Est. Population by Single-Classification Race	86,959	
White Alone	40,923	47.06%
Black or African American Alone	1,489	1.71%
Amer. Indian and Alaska Native Alone	926	1.06%
Asian Alone	20,850	23.98%
Native Hawaiian and Other Pacific Island Alone	193	0.22%
Some Other Race Alone	9,434	10.85%
Two or More Races	13,144	15.12%
2026 Est. Population by Hispanic or Latino Origin	86,959	
Not Hispanic or Latino	64,777	74.49%
Hispanic or Latino	22,182	25.51%
Mexican	16,440	74.11%
Puerto Rican	670	3.02%
Cuban	151	0.68%
All Other Hispanic or Latino	4,921	22.18%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	22,182	
White Alone	4,124	18.59%
Black or African American Alone	126	0.57%
American Indian and Alaska Native Alone	788	3.55%
Asian Alone	213	0.96%
Native Hawaiian and Other Pacific Islander Alone	37	0.17%
Some Other Race Alone	8,971	40.44%
Two or More Races	7,923	35.72%
2026 Est. Pop by Race, Asian Alone, by Category	20,850	
Chinese, except Taiwanese	5,427	26.03%
Filipino	3,239	15.54%
Japanese	1,225	5.87%
Asian Indian	2,222	10.66%
Korean	2,348	11.26%
Vietnamese	2,834	13.59%
Cambodian	19	0.09%
Hmong	18	0.09%
Laotian	286	1.37%
Thai	227	1.09%
All Other Asian Races Including 2+ Category	3,005	14.41%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	86,959	
Arab	1,295	1.49%
Czech	98	0.11%
Danish	252	0.29%
Dutch	662	0.76%
English	6,292	7.24%
French (except Basque)	1,240	1.43%
French Canadian	495	0.57%
German	6,784	7.80%
Greek	312	0.36%
Hungarian	229	0.26%
Irish	4,869	5.60%
Italian	3,532	4.06%
Lithuanian	109	0.13%
United States or American	2,242	2.58%
Norwegian	988	1.14%
Polish	1,182	1.36%
Portuguese	449	0.52%
Russian	710	0.82%
Scottish	1,448	1.66%
Scotch-Irish	344	0.40%
Slovak	25	0.03%
Subsaharan African	290	0.33%
Swedish	933	1.07%
Swiss	490	0.56%
Ukrainian	299	0.34%
Welsh	347	0.40%
West Indian (except Hisp. groups)	125	0.14%
Other ancestries	35,410	40.72%
Ancestry Unclassified	15,508	17.83%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	51,792	62.98%
Speak Asian/Pacific Island Language at Home	10,948	13.31%
Speak IndoEuropean Language at Home	4,756	5.78%
Speak Spanish at Home	13,372	16.26%
Speak Other Language at Home	141	0.17%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	86,959	
Age 0 - 4	4,726	5.43%
Age 5 - 9	5,081	5.84%
Age 10 - 14	5,170	5.95%
Age 15 - 17	2,917	3.35%
Age 18 - 20	2,924	3.36%
Age 21 - 24	3,841	4.42%
Age 25 - 34	10,709	12.32%
Age 35 - 44	12,860	14.79%
Age 45 - 54	11,528	13.26%
Age 55 - 64	12,125	13.94%
Age 65 - 74	9,248	10.64%
Age 75 - 84	4,418	5.08%
Age 85 and over	1,412	1.62%
Age 16 and over	71,001	81.65%
Age 18 and over	69,065	79.42%
Age 21 and over	66,141	76.06%
Age 65 and over	15,078	17.34%
2026 Est. Median Age		41.31
2026 Est. Average Age		41.00
2026 Est. Population by Sex	86,959	
Male	43,201	49.68%
Female	43,758	50.32%
2026 Est. Male Population by Age	43,201	
Age 0 - 4	2,415	5.59%
Age 5 - 9	2,632	6.09%
Age 10 - 14	2,659	6.16%
Age 15 - 17	1,464	3.39%
Age 18 - 20	1,479	3.42%
Age 21 - 24	1,969	4.56%
Age 25 - 34	5,413	12.53%
Age 35 - 44	6,596	15.27%
Age 45 - 54	5,713	13.22%
Age 55 - 64	5,926	13.72%
Age 65 - 74	4,432	10.26%
Age 75 - 84	1,966	4.55%
Age 85 and over	537	1.24%
2026 Est. Median Age, Male		40.42
2026 Est. Average Age, Male		40.20

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	43,758	
Age 0 - 4	2,311	5.28%
Age 5 - 9	2,449	5.60%
Age 10 - 14	2,511	5.74%
Age 15 - 17	1,453	3.32%
Age 18 - 20	1,445	3.30%
Age 21 - 24	1,872	4.28%
Age 25 - 34	5,296	12.10%
Age 35 - 44	6,264	14.32%
Age 45 - 54	5,815	13.29%
Age 55 - 64	6,199	14.17%
Age 65 - 74	4,816	11.01%
Age 75 - 84	2,452	5.60%
Age 85 and over	875	2.00%
2026 Est. Median Age, Female		42.26
2026 Est. Average Age, Female		41.90
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	20,360	28.28%
Males, Never Married	11,263	15.65%
Females, Never Married	9,097	12.64%
Married, Spouse present	39,807	55.30%
Married, Spouse absent	2,704	3.76%
Widowed	2,794	3.88%
Males Widowed	420	0.58%
Females Widowed	2,374	3.30%
Divorced	6,317	8.78%
Males Divorced	2,307	3.20%
Females Divorced	4,010	5.57%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,943	3.12%
Some High School, no diploma	1,674	2.69%
High School Graduate (or GED)	8,858	14.22%
Some College, no degree	11,418	18.33%
Associate Degree	5,601	8.99%
Bachelor's Degree	20,822	33.42%
Master's Degree	9,082	14.58%
Professional School Degree	1,507	2.42%
Doctorate Degree	1,395	2.24%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,549	18.51%
High School Graduate	3,399	24.68%
Some College or Associate's Degree	4,199	30.49%
Bachelor's Degree or Higher	3,624	26.32%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	30,376	
2026 Estimate	30,186	
2020 Census	29,613	
2010 Census	26,550	
Growth 2026 - 2031		0.63%
Growth 2020 - 2026		1.93%
Growth 2010 - 2020		11.54%
2026 Est. Households by Household Type	30,186	
Family Households	22,803	75.54%
Nonfamily Households	7,383	24.46%
2026 Est. Group Quarters Population	420	
2026 Households by Ethnicity, Hispanic/Latino	5,707	
2026 Est. Households by Household Income	30,186	
Income < \$15,000	1,418	4.70%
Income \$15,000 - \$24,999	639	2.12%
Income \$25,000 - \$34,999	698	2.31%
Income \$35,000 - \$49,999	1,650	5.47%
Income \$50,000 - \$74,999	2,721	9.01%
Income \$75,000 - \$99,999	3,031	10.04%
Income \$100,000 - \$124,999	2,872	9.51%
Income \$125,000 - \$149,999	2,605	8.63%
Income \$150,000 - \$199,999	4,248	14.07%
Income \$200,000 - \$249,999	2,787	9.23%
Income \$250,000 - \$499,999	3,997	13.24%
Income \$500,000+	3,520	11.66%
2026 Est. Average Household Income		\$197,468
2026 Est. Median Household Income		\$144,559
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$146,373
Black or African American Alone		\$86,719
American Indian and Alaska Native Alone		\$103,648
Asian Alone		\$195,352
Native Hawaiian and Other Pacific Islander Alone		\$136,268
Some Other Race Alone		\$104,333
Two or More Races		\$111,605
Hispanic or Latino		\$115,418
Not Hispanic or Latino		\$182,125

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	30,186	
Family Households with Children	9,358	31.00%
Family Households without Children	20,828	69.00%
Married-Couple Families	18,825	62.36%
Married-Couple Family, own children	8,024	26.58%
Married-Couple Family, no own children	10,801	35.78%
Cohabiting-Couple Families	1,664	5.51%
Cohabiting-Couple Family, own children	295	0.98%
Cohabiting-Couple Family, no own children	1,369	4.54%
Male Householder Families	3,739	12.39%
Male Householder, own children	230	0.76%
Male Householder, no own children	696	2.31%
Male Householder, only Nonrelatives	569	1.88%
Male Householder, Living Alone	2,244	7.43%
Female Householder Families	5,958	19.74%
Female Householder, own children	809	2.68%
Female Householder, no own children	1,423	4.71%
Female Householder, only Nonrelatives	467	1.55%
Female Householder, Living Alone	3,259	10.80%
2026 Est. Households by Household Size	30,186	
1-person	5,345	17.71%
2-person	9,579	31.73%
3-person	5,628	18.64%
4-person	5,543	18.36%
5-person	2,407	7.97%
6-person	925	3.06%
7-or-more-person	759	2.51%
2026 Est. Average Household Size		2.87
2026 Est. Households by Number of Vehicles	30,186	
No Vehicles	855	2.83%
1 Vehicle	7,623	25.25%
2 Vehicles	13,937	46.17%
3 Vehicles	4,828	15.99%
4 Vehicles	2,084	6.90%
5 or more Vehicles	859	2.85%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	22,957	
2026 Estimate	22,803	
2020 Estimate	22,398	
2010 Census	19,764	
Growth 2026 - 2031		0.68%
Growth 2020 - 2026		1.81%
Growth 2010 - 2020		13.33%
2026 Est. Families by Poverty Status		
2026 Families at or Above Poverty	21,533	94.43%
2026 Families at or Above Poverty with Children	9,057	39.72%
2026 Families Below Poverty	1,270	5.57%
2026 Families Below Poverty with Children	816	3.58%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	47,188	66.46%
Civilian Labor Force, Unemployed	1,965	2.77%
Armed Forces	81	0.11%
Not in Labor Force	21,767	30.66%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	33,488	71.66%
Non-Profit Private Workers	3,046	6.52%
Local Government Workers	766	1.64%
State Government Workers	1,076	2.30%
Federal Government Workers	3,461	7.41%
Self-Employed Workers	4,836	10.35%
Unpaid Family Workers	58	0.12%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	2,558	5.47%
Arts/Entertainment/Sports	1,282	2.74%
Building Grounds Maintenance	1,009	2.16%
Business/Financial Operations	4,321	9.25%
Community/Social Services	855	1.83%
Computer/Mathematical	3,102	6.64%
Construction/Extraction	1,146	2.45%
Education/Training/Library	2,093	4.48%
Farming/Fishing/Forestry	83	0.18%
Food Prep/Serving	2,121	4.54%
Health Practitioner/Technician	1,880	4.02%
Healthcare Support	1,514	3.24%
Maintenance Repair	640	1.37%
Legal	758	1.62%
Life/Physical/Social Science	770	1.65%
Management	7,606	16.28%
Office/Admin. Support	4,848	10.37%
Production	1,050	2.25%
Protective Services	793	1.70%
Sales/Related	4,504	9.64%
Personal Care/Service	1,043	2.23%
Transportation/Moving	2,755	5.89%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	34,577	73.99%
Blue Collar	5,591	11.96%
Service and Farm	6,563	14.04%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	30,883	67.48%
Car Pooled	3,423	7.48%
Public Transportation	327	0.72%
Walked	495	1.08%
Bicycle	210	0.46%
Other Means	588	1.28%
Worked at Home	9,838	21.50%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,096	
15 - 29 Minutes	14,723	
30 - 44 Minutes	8,576	
45 - 59 Minutes	2,099	
60 or more Minutes	2,238	
2026 Est. Avg Travel Time to Work in Minutes		28

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	30,186	
Owner Occupied	20,745	68.72%
Renter Occupied	9,441	31.28%
2026 Owner Occ. HUs: Avg. Length of Residence		17.80 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		7.10 [†]
2026 Est. Owner-Occupied Housing Units by Value	20,745	
Value Less than \$20,000	247	1.19%
Value \$20,000 - \$39,999	32	0.15%
Value \$40,000 - \$59,999	28	0.14%
Value \$60,000 - \$79,999	113	0.55%
Value \$80,000 - \$99,999	165	0.80%
Value \$100,000 - \$149,999	340	1.64%
Value \$150,000 - \$199,999	269	1.30%
Value \$200,000 - \$299,999	215	1.04%
Value \$300,000 - \$399,999	276	1.33%
Value \$400,000 - \$499,999	669	3.22%
Value \$500,000 - \$749,999	2,541	12.25%
Value \$750,000 - \$999,999	4,113	19.83%
Value \$1,000,000 or \$1,499,999	6,939	33.45%
Value \$1,500,000 or \$1,999,999	2,874	13.85%
Value \$2,000,000+	1,924	9.28%
2026 Est. Median All Owner-Occupied Housing Value		\$1,085,404
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	17,145	54.67%
1 Unit Attached	5,546	17.68%
2 Units	267	0.85%
3 or 4 Units	1,332	4.25%
5 to 19 Units	3,999	12.75%
20 to 49 Units	511	1.63%
50 or More Units	1,309	4.17%
Mobile Home or Trailer	1,251	3.99%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,486	4.74%
Housing Units Built 2010 to 2019	4,206	13.41%
Housing Units Built 2000 to 2009	879	2.80%
Housing Units Built 1990 to 1999	4,845	15.45%
Housing Units Built 1980 to 1989	8,194	26.13%
Housing Units Built 1970 to 1979	8,967	28.59%
Housing Units Built 1960 to 1969	2,394	7.63%
Housing Units Built 1950 to 1959	184	0.59%
Housing Units Built 1940 to 1949	125	0.40%
Housing Unit Built 1939 or Earlier	80	0.26%
2026 Est. Median Year Structure Built		1984

[†] Years

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.

Retail:360® 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 Retail:360® 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.



The**Retail**Coach®

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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The**Retail**Coach®

RETAIL TRADE AREA RETAIL DEMAND OUTLOOK

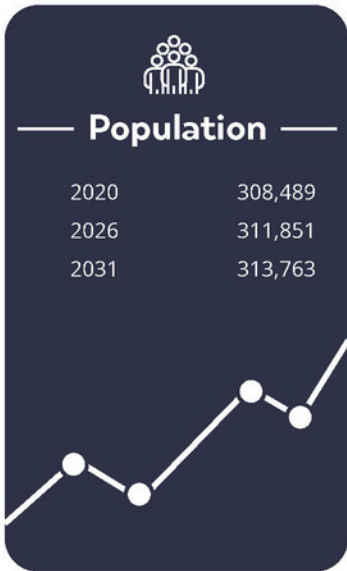
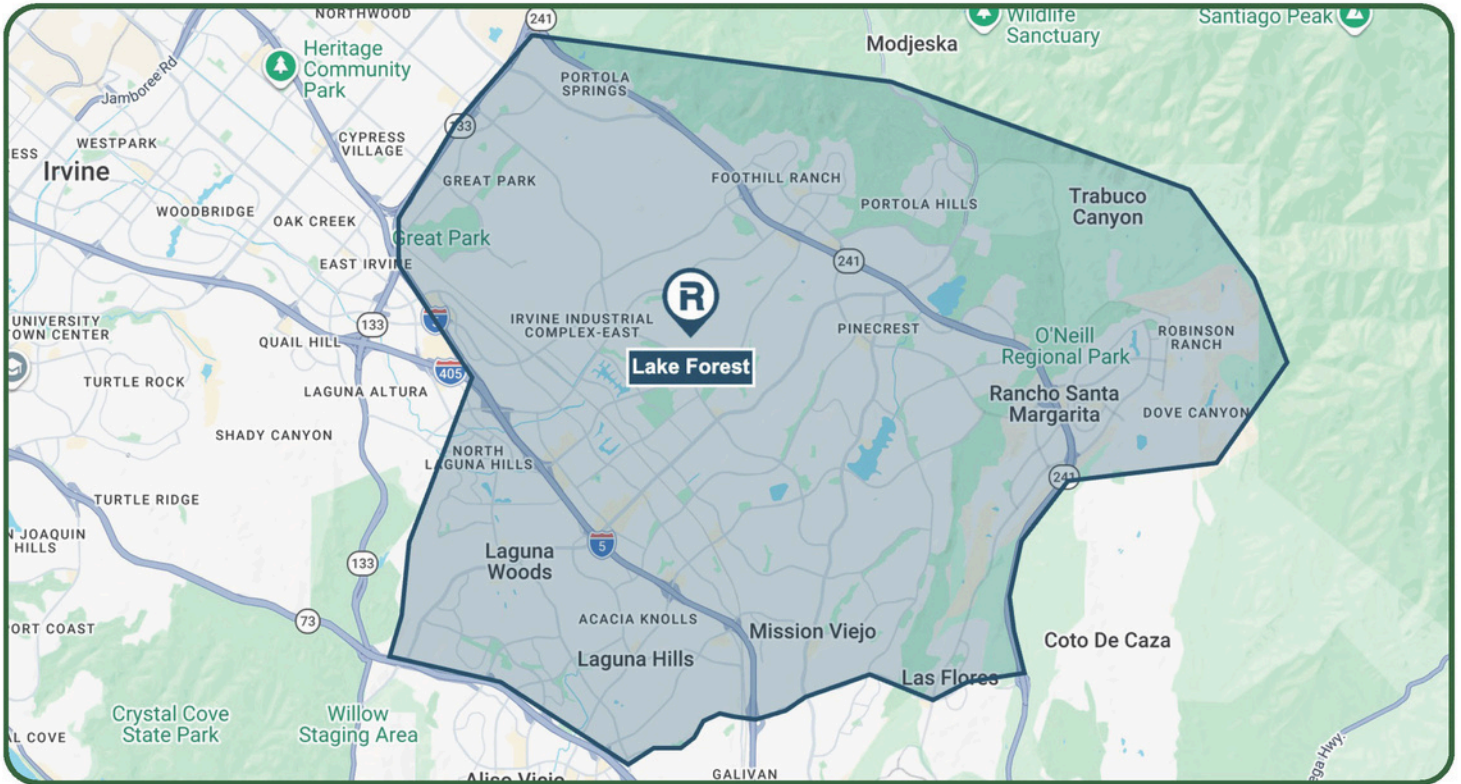
LAKE FOREST, CALIFORNIA

PREPARED FOR CITY OF LAKE FOREST, CALIFORNIA
APRIL 2026

DEMOGRAPHIC SNAPSHOT



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Age

0-9 Years	10.34%
10 - 17 Years	9.00%
18 - 24 Years	7.64%
25 - 34 Years	11.01%
35 - 44 Years	13.17%
45 - 54 Years	12.95%
55 - 64 Years	13.76%
65 and Older	22.14%
Median Age	44.14
Average Age	43.45

Educational Attainment (%)

Graduate or Professional Degree	20.45%
Bachelors Degree	33.67%
Associate Degree	8.35%
Some College	18.60%
High School Graduate (GED)	13.50%
Some High School, No Degree	2.61%
Less than 9th Grade	2.83%

Race Distribution

White	52.04%
Black/African American	1.60%
American Indian/Alaskan	0.66%
Asian	23.68%
Native Hawaiian/Islander	0.20%
Other Race	7.81%
Two or More Races	14.01%
Hispanic	20.26%
Non-Hispanic	79.74%

Income

Average HH	\$192,423
Median HH	\$138,654
Per Capita	\$71,961

RETAIL DEMAND OUTLOOK

NAICS	DESCRIPTION	2026 DEMAND	2031 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total demand for retail trade including food and drink	\$4,909,255,215	\$5,439,629,572	\$530,374,357	2.07%
441	Motor vehicle and parts dealers	\$1,162,930,363	\$1,292,704,875	\$129,774,512	2.14%
4411	Automobile dealers	\$1,061,090,204	\$1,181,903,519	\$120,813,315	2.18%
4412	Other motor vehicle dealers	\$46,523,508	\$52,302,290	\$5,778,782	2.37%
4413	Automotive parts, accessories, and tire retailers	\$55,316,651	\$58,499,066	\$3,182,415	1.13%
444	Building material and garden equipment and supplies dealers	\$137,551,900	\$154,148,915	\$16,597,015	2.30%
4441	Building material and supplies dealers	\$108,888,273	\$121,999,256	\$13,110,983	2.30%
44411	Home centers	\$65,842,975	\$74,060,294	\$8,217,320	2.38%
44412	Paint and wallpaper retailers	\$2,219,489	\$2,454,293	\$234,805	2.03%
44414	Hardware retailers	\$17,938,009	\$19,893,936	\$1,955,927	2.09%
44418	Other building material dealers	\$22,887,800	\$25,590,732	\$2,702,931	2.26%
4442	Lawn and garden equipment and supplies retailers	\$28,663,628	\$32,149,660	\$3,486,032	2.32%
44423	Outdoor power equipment retailers	\$8,229,061	\$9,279,642	\$1,050,581	2.43%
44424	Nursery, garden center, and farm supply retailers	\$20,434,567	\$22,870,018	\$2,435,451	2.28%
445	Food and beverage retailers	\$735,069,473	\$816,197,295	\$81,127,822	2.12%
4451	Grocery and convenience retailers	\$660,743,451	\$733,096,558	\$72,353,108	2.10%
44511	Supermarkets and other grocery retailers (except convenience retailers)	\$629,921,501	\$699,033,030	\$69,111,529	2.10%
44513	Convenience retailers and vending machine operators	\$30,821,949	\$34,063,528	\$3,241,579	2.02%
4452	Specialty food retailers	\$37,950,864	\$42,083,837	\$4,132,973	2.09%
4453	Beer, wine, and liquor retailers	\$36,375,158	\$41,016,900	\$4,641,742	2.43%
449	Furniture, home furnishings, electronics, and appliance retailers	\$281,136,666	\$315,517,368	\$34,380,702	2.33%
4491	Furniture and home furnishings retailers	\$152,382,939	\$172,192,148	\$19,809,209	2.47%
44911	Furniture retailers	\$101,479,170	\$114,714,859	\$13,235,689	2.48%
44912	Home furnishings retailers	\$50,903,769	\$57,477,289	\$6,573,520	2.46%
4492	Electronics and appliance retailers	\$128,753,727	\$143,325,220	\$14,571,493	2.17%
455	General merchandise retailers	\$685,710,720	\$755,147,541	\$69,436,821	1.95%
4551	Department stores	\$34,822,015	\$36,992,917	\$2,170,903	1.22%
4552	Warehouse clubs, supercenters, and other general merchandise retailers	\$650,888,705	\$718,154,624	\$67,265,919	1.99%
456	Health and personal care retailers	\$163,682,969	\$182,479,510	\$18,796,541	2.20%
45611	Pharmacies and drug retailers	\$96,845,546	\$107,715,862	\$10,870,316	2.15%
45612	Cosmetics, beauty supplies, and perfume retailers	\$32,531,335	\$36,397,445	\$3,866,109	2.27%
45613	Optical goods retailers	\$10,414,226	\$11,860,842	\$1,446,617	2.64%
45619	Other health and personal care retailers	\$23,891,863	\$26,505,362	\$2,613,499	2.10%

*Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

RETAIL DEMAND OUTLOOK

NAICS	DESCRIPTION	2026 DEMAND	2031 DEMAND	GROWTH	CAGR (%)*
457	Gasoline stations and fuel dealers	\$455,992,193	\$506,973,103	\$50,980,910	2.14%
458	Clothing, clothing accessories, shoe, and jewelry retailers	\$232,241,929	\$245,199,841	\$12,957,912	1.09%
4581	Clothing and clothing accessories retailers	\$162,897,759	\$170,243,437	\$7,345,679	0.89%
4582	Shoe retailers	\$43,851,140	\$48,983,208	\$5,132,067	2.24%
4583	Jewelry, luggage, and leather goods retailers	\$25,493,030	\$25,973,196	\$480,166	0.37%
459	Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	\$356,601,019	\$386,280,312	\$29,679,294	1.61%
4591	Sporting goods, hobby, and musical instrument retailers	\$238,621,562	\$258,514,189	\$19,892,627	1.61%
45911	Sporting goods retailers	\$55,739,161	\$61,384,731	\$5,645,570	1.95%
45912	Hobby, toy, and game retailers	\$9,525,953	\$10,334,926	\$808,973	1.64%
45913	Sewing, needlework, and piece goods retailers	\$117,979,457	\$127,766,123	\$9,786,666	1.61%
45914	Musical instrument and supplies retailers	\$55,376,992	\$59,028,410	\$3,651,418	1.29%
4592	Book retailers and news dealers	\$11,174,836	\$10,566,464	-\$608,372	-1.11%
4593	Florists	\$14,053,425	\$15,901,633	\$1,848,208	2.50%
4594	Office supplies, stationery, and gift retailers	\$29,083,344	\$31,391,792	\$2,308,448	1.54%
4595	Used merchandise retailers	\$1,065,387	\$1,168,521	\$103,135	1.87%
4599	Other miscellaneous retailers	\$62,602,465	\$68,737,713	\$6,135,248	1.89%
45991	Pet and pet supplies retailers	\$32,140,652	\$35,782,276	\$3,641,624	2.17%
45993	Manufactured (mobile) home dealers	\$1,868,510	\$2,079,238	\$210,728	2.16%
45999	All other miscellaneous retailers and art dealers	\$28,593,303	\$30,876,200	\$2,282,897	1.55%
722	Food services and drinking places	\$698,337,982	\$784,980,810	\$86,642,827	2.37%
7223	Special food services	\$23,974,723	\$27,035,544	\$3,060,821	2.43%
7224	Drinking places (alcoholic beverages)	\$17,705,158	\$19,795,376	\$2,090,218	2.26%
7225	Restaurants and other eating places	\$656,658,102	\$738,149,890	\$81,491,788	2.37%
722511	Full-service restaurants	\$292,421,760	\$328,588,369	\$36,166,609	2.36%
722513	Limited-service restaurants	\$305,599,832	\$343,636,027	\$38,036,195	2.37%
722514	Cafeterias, grill buffets, and buffets	\$4,848,670	\$5,451,994	\$603,323	2.37%
722515	Snack and nonalcoholic beverage bars	\$53,787,839	\$60,473,500	\$6,685,661	2.37%

*Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

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Retail:360® 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 Retail:360® 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.



The**Retail**Coach®

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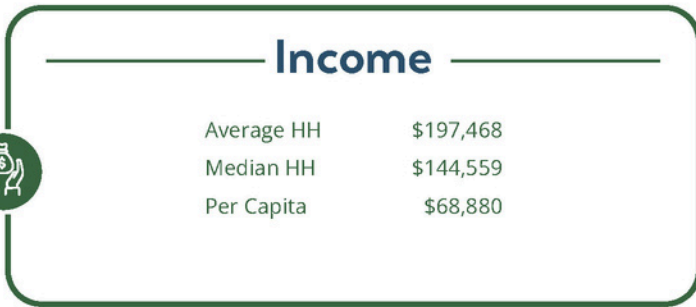
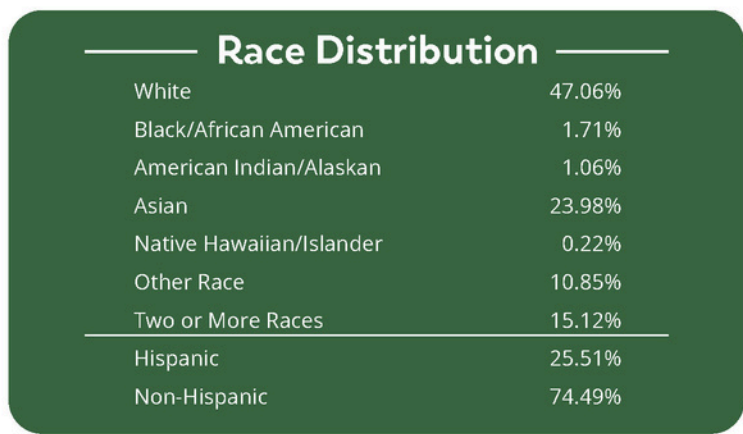
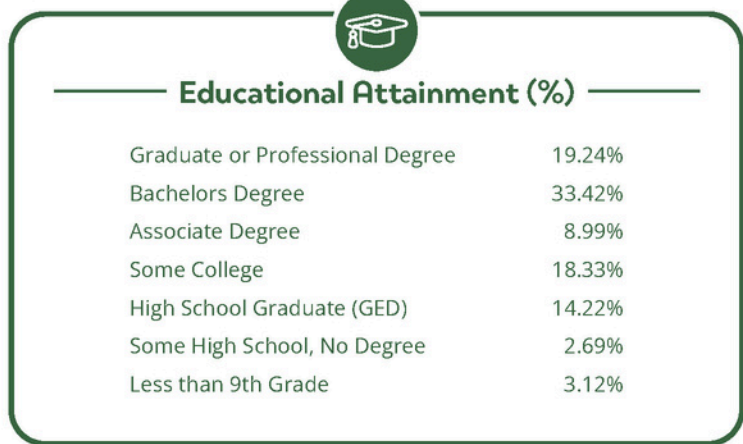
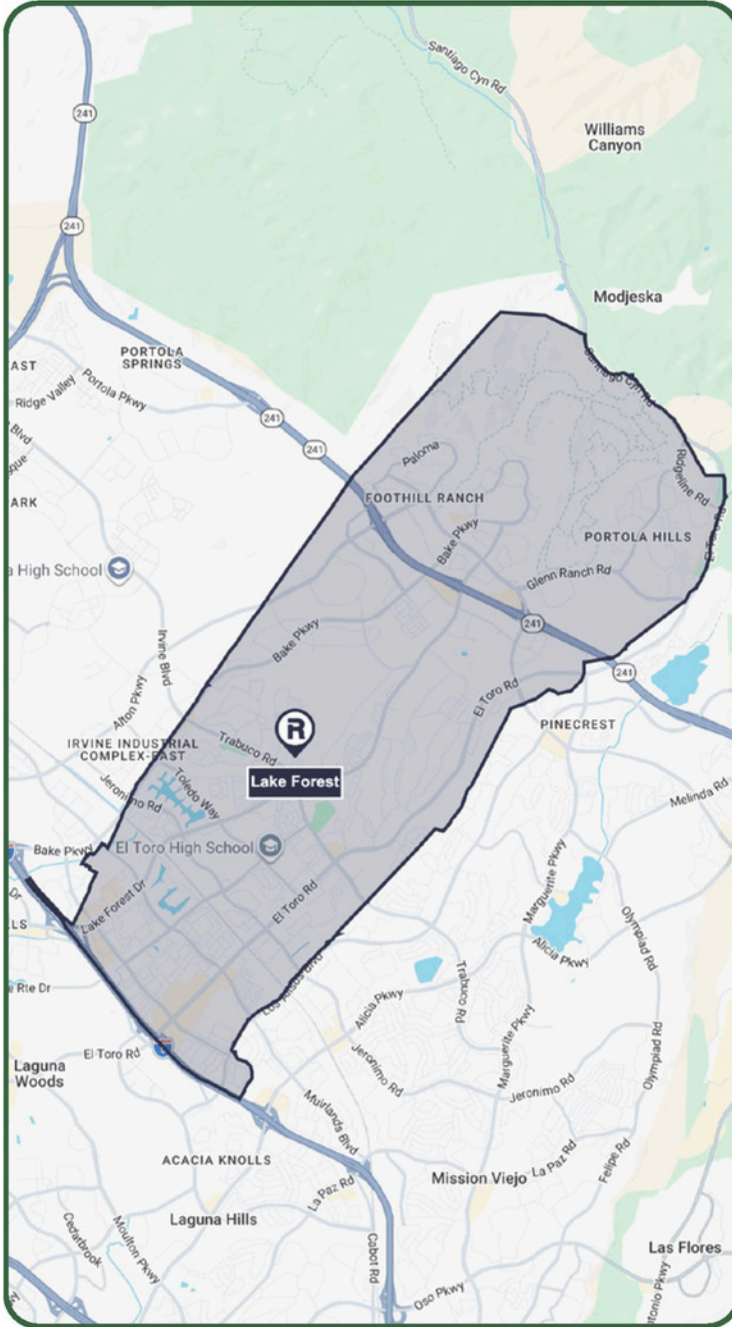
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RETAIL MARKET PROFILE



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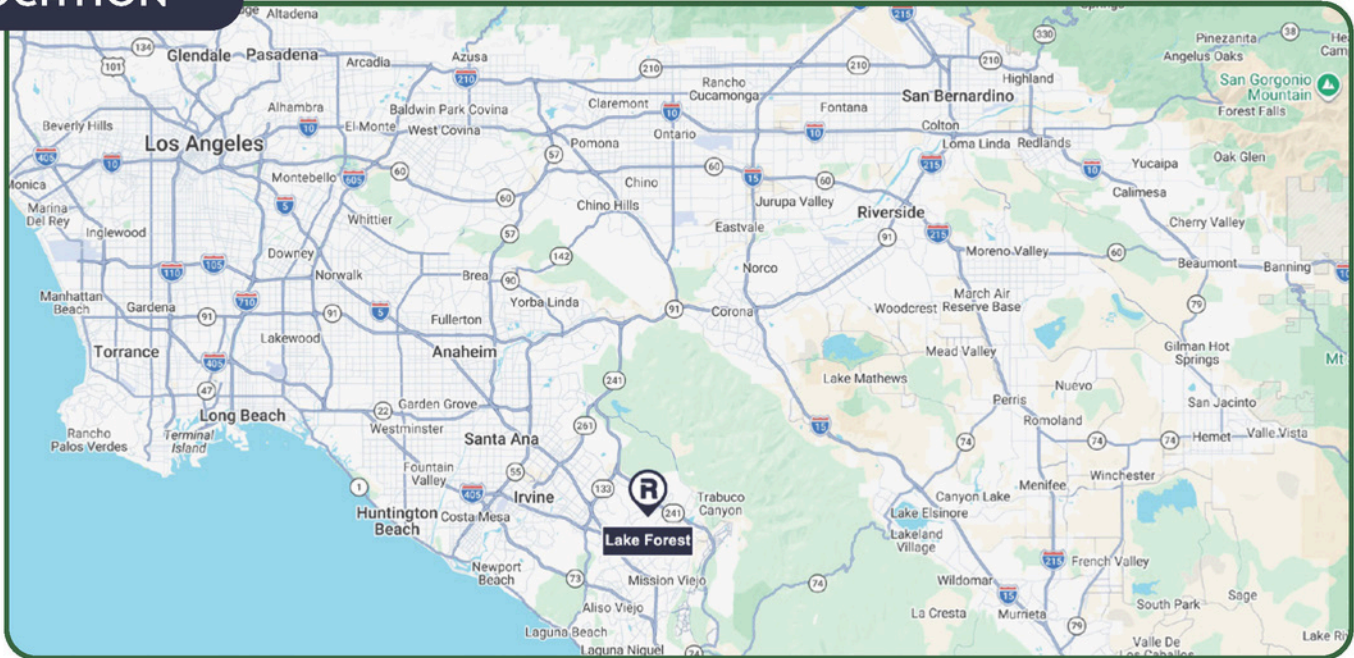


RETAIL MARKET PROFILE

AREA RETAIL



LOCATION



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The**Retail**Coach®

COMMUNITY BUSINESS PROFILES MAJOR SECTORS

LAKE FOREST, CALIFORNIA

CITY OF LAKE FOREST, CALIFORNIA
MARCH 2026

Charles R. Parker | Project Director, The Retail Coach, LLC | Cell: 662.231.9078 | Email: CParker@TheRetailCoach.com

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BUSINESS PROFILES - MAJOR SECTORS

SECTOR (NAICS)	COUNT	EMPLOYMENT	EMPLOYEES PER ESTABLISHMENT	100+ EMPLOYEES	SALES FROM LOCATION
Grand Total	5,530	37,909	7	49	\$8,415,757,765
11: Agriculture, Forestry, Fishing and Hunting	14	39	3	0	\$3,875,000
111: Crop Production	3	9	3	0	\$733,000
112: Animal Production and Aquaculture	3	8	3	0	\$416,000
113: Forestry and Logging	0	0	0	0	\$0
114: Fishing, Hunting and Trapping	2	5	3	0	\$604,000
115: Support Activities for Agriculture and Forestry	6	17	3	0	\$2,122,000
21: Mining, Quarrying, and Oil and Gas Extraction	1	7	7	0	\$9,192,000
211: Oil and Gas Extraction	1	7	7	0	\$9,192,000
212: Mining (except Oil and Gas)	0	0	0	0	\$0
213: Support Activities for Mining	0	0	0	0	\$0
22: Utilities	2	58	29	0	\$17,913,000
221: Utilities	2	58	29	0	\$17,913,000
23: Construction	369	2,471	7	5	\$586,045,000
236: Construction of Buildings	138	1,197	9	4	\$382,893,000
237: Heavy and Civil Engineering Construction	16	98	6	0	\$28,556,000
238: Specialty Trade Contractors	215	1,176	5	1	\$174,596,000
31: Manufacturing	43	469	11	1	\$201,400,000
311: Food Manufacturing	28	259	9	1	\$155,245,000
312: Beverage and Tobacco Product Manufacturing	6	55	9	0	\$25,421,000
313: Textile Mills	3	88	29	0	\$13,236,000
314: Textile Product Mills	3	14	5	0	\$1,278,000
315: Apparel Manufacturing	2	34	17	0	\$4,666,000
316: Leather and Allied Product Manufacturing	1	19	19	0	\$1,554,000
32: Manufacturing	34	375	11	1	\$71,853,000
321: Wood Product Manufacturing	1	11	11	0	\$2,913,000
322: Paper Manufacturing	1	10	10	0	\$1,580,000
323: Printing and Related Support Activities	19	237	12	1	\$13,346,000
324: Petroleum and Coal Products Manufacturing	0	0	0	0	\$0
325: Chemical Manufacturing	5	46	9	0	\$41,355,000
326: Plastics and Rubber Products Manufacturing	7	69	10	0	\$12,508,000
327: Nonmetallic Mineral Product Manufacturing	1	2	2	0	\$151,000
33: Manufacturing	158	2,327	15	5	\$396,722,000
331: Primary Metal Manufacturing	4	59	15	0	\$11,022,000
332: Fabricated Metal Product Manufacturing	23	495	22	1	\$68,556,000
333: Machinery Manufacturing	16	240	15	1	\$49,520,000
334: Computer and Electronic Product Manufacturing	32	383	12	0	\$116,194,000
335: Electrical Equipment, Appliance, and Component Manufacturing	9	157	17	0	\$31,431,000
336: Transportation Equipment Manufacturing	4	87	22	0	\$1,578,000
337: Furniture and Related Product Manufacturing	9	23	3	0	\$5,681,000
339: Miscellaneous Manufacturing	61	883	14	3	\$112,740,000

BUSINESS PROFILES - MAJOR SECTORS

SECTOR (NAICS)	COUNT	EMPLOYMENT	EMPLOYEES PER ESTABLISHMENT	100+ EMPLOYEES	SALES FROM LOCATION
42: Wholesale Trade	157	2,385	15	6	\$2,029,201,000
423: Merchant Wholesalers, Durable Goods	129	2,083	16	5	\$1,834,056,000
424: Merchant Wholesalers, Nondurable Goods	19	81	4	0	\$173,778,000
425: Wholesale Electronic Markets and Agents and Brokers	9	221	25	1	\$21,367,000
44: Retail Trade	225	2,220	10	4	\$691,584,000
441: Motor Vehicle and Parts Dealers	52	313	6	0	\$121,820,000
444: Building Material and Garden Equipment and Supplies Dealers	37	561	15	2	\$213,855,000
445: Food and Beverage Stores	65	838	13	1	\$220,390,000
449: Home Décor and Appliance Retailers	71	508	7	1	\$135,519,000
45: Retail Trade	282	2,206	8	4	\$523,330,500
455: Warehouse Clubs, Supercenters, General Merchandise and Department Stores	55	825	15	3	\$166,142,000
456: Health and Wellness	43	570	13	1	\$91,234,000
457: Fuel Stations and Dealers	42	99	2	0	\$122,012,000
458: Clothing and Accessories	41	165	4	0	\$27,074,000
459: Recreation Retailers	101	547	5	0	\$116,868,500
48: Transportation and Warehousing	47	322	7	0	\$55,497,000
481: Air Transportation	1	2	2	0	\$242,000
482: Rail Transportation	1	4	4	0	\$976,000
483: Water Transportation	0	0	0	0	\$0
484: Truck Transportation	20	95	5	0	\$15,729,000
485: Transit and Ground Passenger Transportation	7	22	3	0	\$2,349,000
486: Pipeline Transportation	0	0	0	0	\$0
487: Scenic and Sightseeing Transportation	0	0	0	0	\$0
488: Support Activities for Transportation	18	199	11	0	\$36,201,000
49: Transportation and Warehousing	9	208	23	1	\$17,468,000
491: Postal Service	2	106	53	1	\$654,000
492: Couriers and Messengers	3	8	3	0	\$1,102,000
493: Warehousing and Storage	4	94	24	0	\$15,712,000
51: Information	142	2,329	16	2	\$1,109,835,000
512: Motion Picture and Sound Recording Industries	20	151	8	0	\$31,495,000
513: Print Media	53	1,025	19	1	\$479,362,000
516: Broadcasting and content providers	12	650	54	1	\$391,258,000
517: Telecommunications	39	307	8	0	\$175,763,000
518: Data Processing, Hosting, and Related Services	11	107	10	0	\$22,603,000
519: Other Information Services	7	89	13	0	\$9,354,000
52: Finance and Insurance	349	1,335	4	0	\$498,631,000
521: Monetary Authorities-Central Bank	0	0	0	0	\$0
522: Credit Intermediation and Related Activities	144	599	4	0	\$264,370,000
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	89	322	4	0	\$120,731,000
524: Insurance Carriers and Related Activities	112	400	4	0	\$96,726,000
525: Funds, Trusts, and Other Financial Vehicles	4	14	4	0	\$16,804,000

BUSINESS PROFILES - MAJOR SECTORS

SECTOR (NAICS)	COUNT	EMPLOYMENT	EMPLOYEES PER ESTABLISHMENT	100+ EMPLOYEES	SALES FROM LOCATION
53: Real Estate and Rental and Leasing	177	1,184	7	1	\$213,150,000
531: Real Estate	158	1,077	7	1	\$180,273,000
532: Rental and Leasing Services	18	95	5	0	\$27,824,000
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	1	12	12	0	\$5,053,000
54: Professional, Scientific, and Technical Services	699	3,817	5	3	\$569,624,733
541: Professional, Scientific, and Technical Services	699	3,817	5	3	\$569,624,733
55: Management of Companies and Enterprises	26	210	8	1	\$52,159,000
551: Management of Companies and Enterprises	26	210	8	1	\$52,159,000
56: Administrative and Support and Waste Management and Remediation Services	203	1,377	7	2	\$181,137,000
561: Administrative and Support Services	192	1,209	6	2	\$152,846,000
562: Waste Management and Remediation Services	11	168	15	0	\$28,291,000
61: Educational Services	106	1,922	18	7	\$39,116,600
611: Educational Services	106	1,922	18	7	\$39,116,600
62: Health Care and Social Assistance	984	4,539	5	3	\$555,174,500
621: Ambulatory Health Care Services	827	2,950	4	1	\$428,252,000
622: Hospitals	11	233	21	0	\$37,829,000
623: Nursing and Residential Care Facilities	32	803	25	2	\$61,539,000
624: Social Assistance	114	553	5	0	\$27,554,500
71: Arts, Entertainment, and Recreation	121	806	7	0	\$76,321,999
711: Performing Arts, Spectator Sports, and Related Industries	45	172	4	0	\$27,550,000
712: Museums, Historical Sites, and Similar Institutions	18	202	11	0	\$11,483,999
713: Amusement, Gambling, and Recreation Industries	58	432	7	0	\$37,288,000
72: Accommodation and Food Services	328	4,014	12	2	\$312,050,000
721: Accommodation	21	340	16	0	\$31,605,000
722: Food Services and Drinking Places	307	3,674	12	2	\$280,445,000
81: Other Services (except Public Administration)	557	2,731	5	1	\$189,314,160
811: Repair and Maintenance	142	594	4	0	\$73,285,000
812: Personal and Laundry Services	219	889	4	0	\$56,469,333
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	196	1,248	6	1	\$59,559,827

BUSINESS PROFILES - MAJOR SECTORS

SECTOR (NAICS)	COUNT	EMPLOYMENT	EMPLOYEES PER ESTABLISHMENT	100+ EMPLOYEES	SALES FROM LOCATION
92: Public Administration	38	519	14	0	\$11,450,273
921: Executive, Legislative, and Other General Government Support	21	331	16	0	\$6,371,288
922: Justice, Public Order, and Safety Activities	4	56	14	0	\$1,205,505
923: Administration of Human Resource Programs	1	2	2	0	\$216,120
924: Administration of Environmental Quality Programs	0	0	0	0	\$0
925: Administration of Housing Programs, Urban Planning, and Community Development	4	48	12	0	\$1,229,000
926: Administration of Economic Programs	4	36	9	0	\$1,120,360
927: Space Research and Technology	0	0	0	0	\$0
928: National Security and International Affairs	4	46	12	0	\$1,308,000
99: Unassigned	459	39	0	0	\$3,713,000
999: Unassigned	459	39	0	0	\$3,713,000

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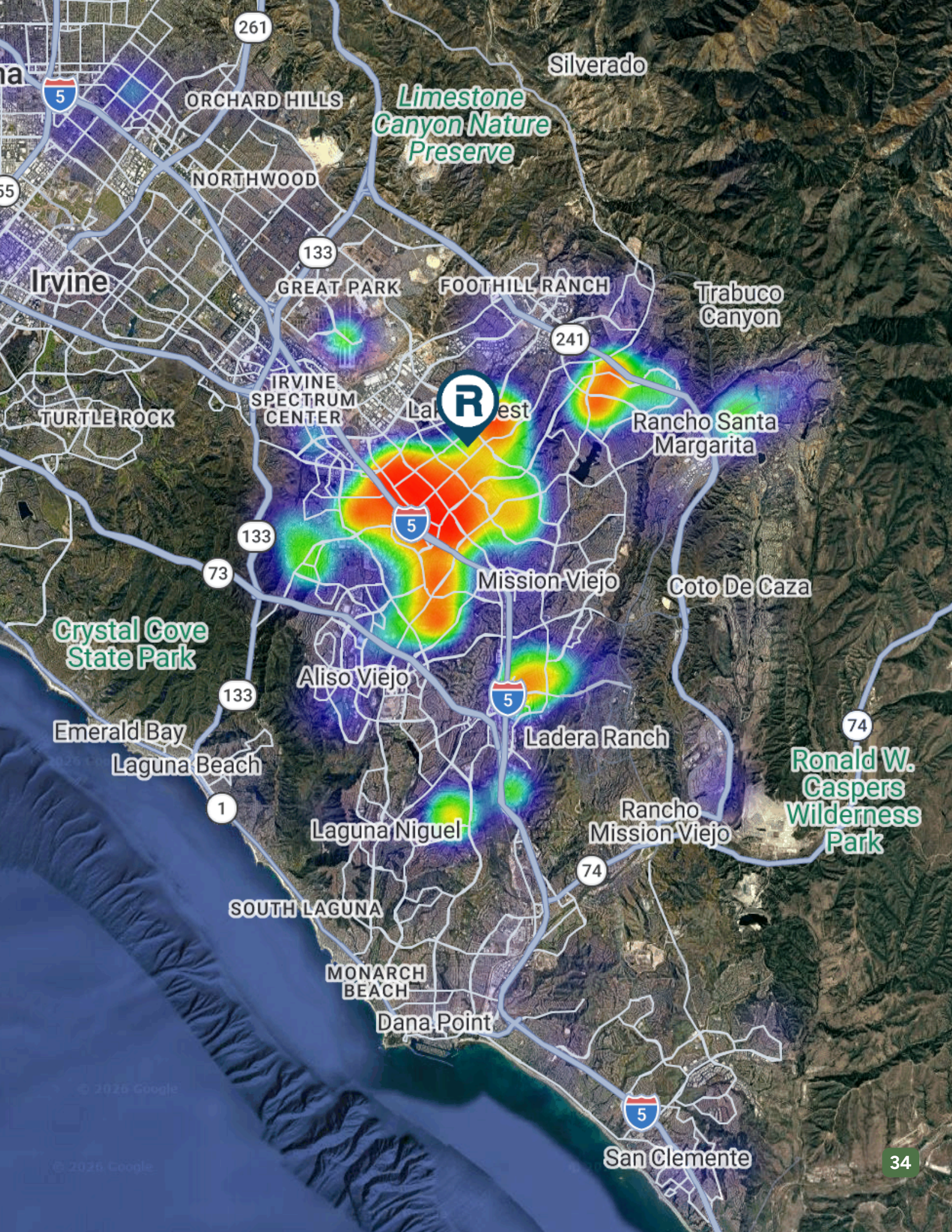
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ORCHARD HILLS

Limestone Canyon Nature Preserve

Silverado

NORTHWOOD

133

GREAT PARK

FOOTHILL RANCH

Trabuco Canyon

Irvine

241

IRVINE SPECTRUM CENTER



Rancho Santa Margarita

TURTLE ROCK

133



Mission Viejo

Coto De Caza

Crystal Cove State Park

73

Aliso Viejo



Ladera Ranch

74

Emerald Bay
Laguna Beach

133

1

Laguna Niguel

Rancho Mission Viejo

Ronald W. Caspers Wilderness Park

SOUTH LAGUNA

74

MONARCH BEACH

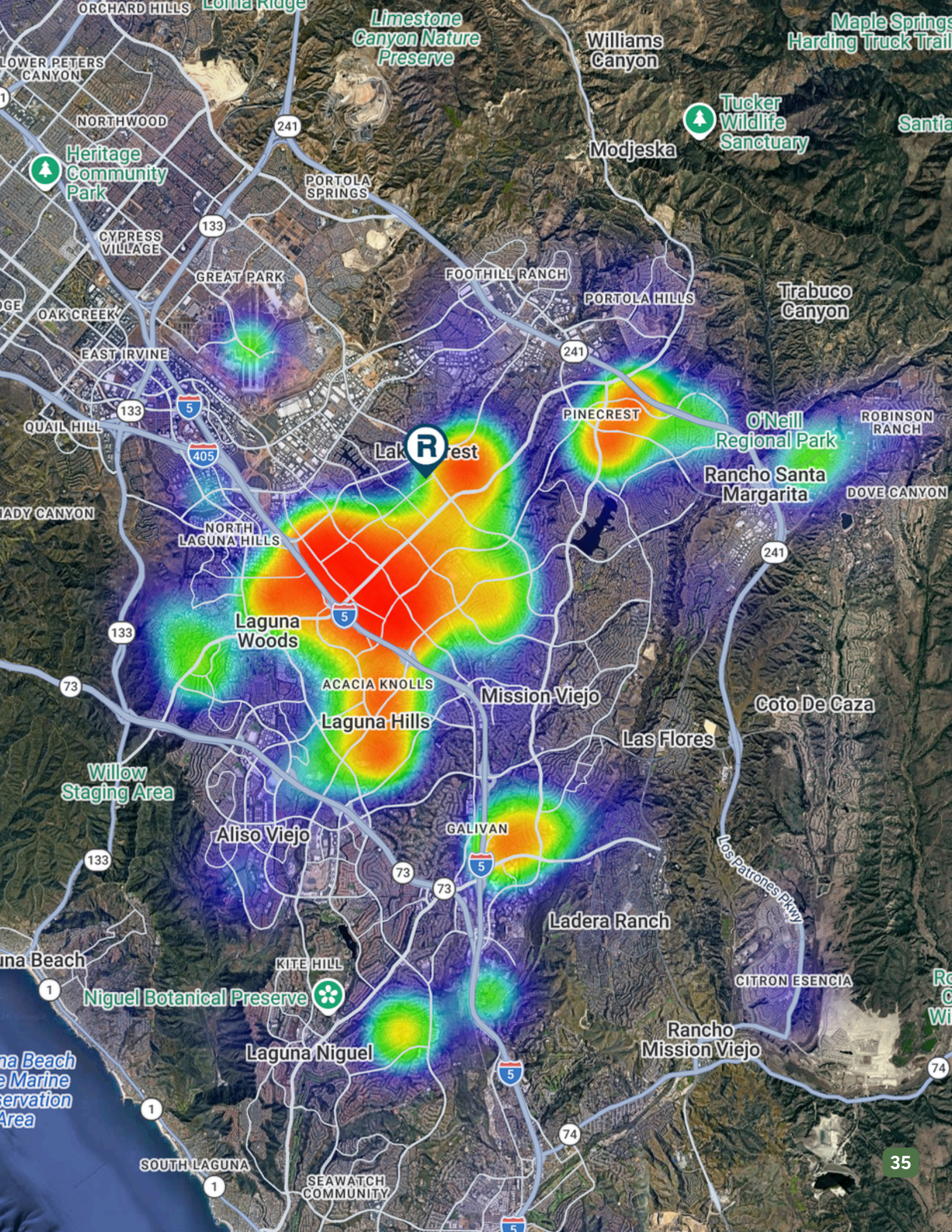
Dana Point

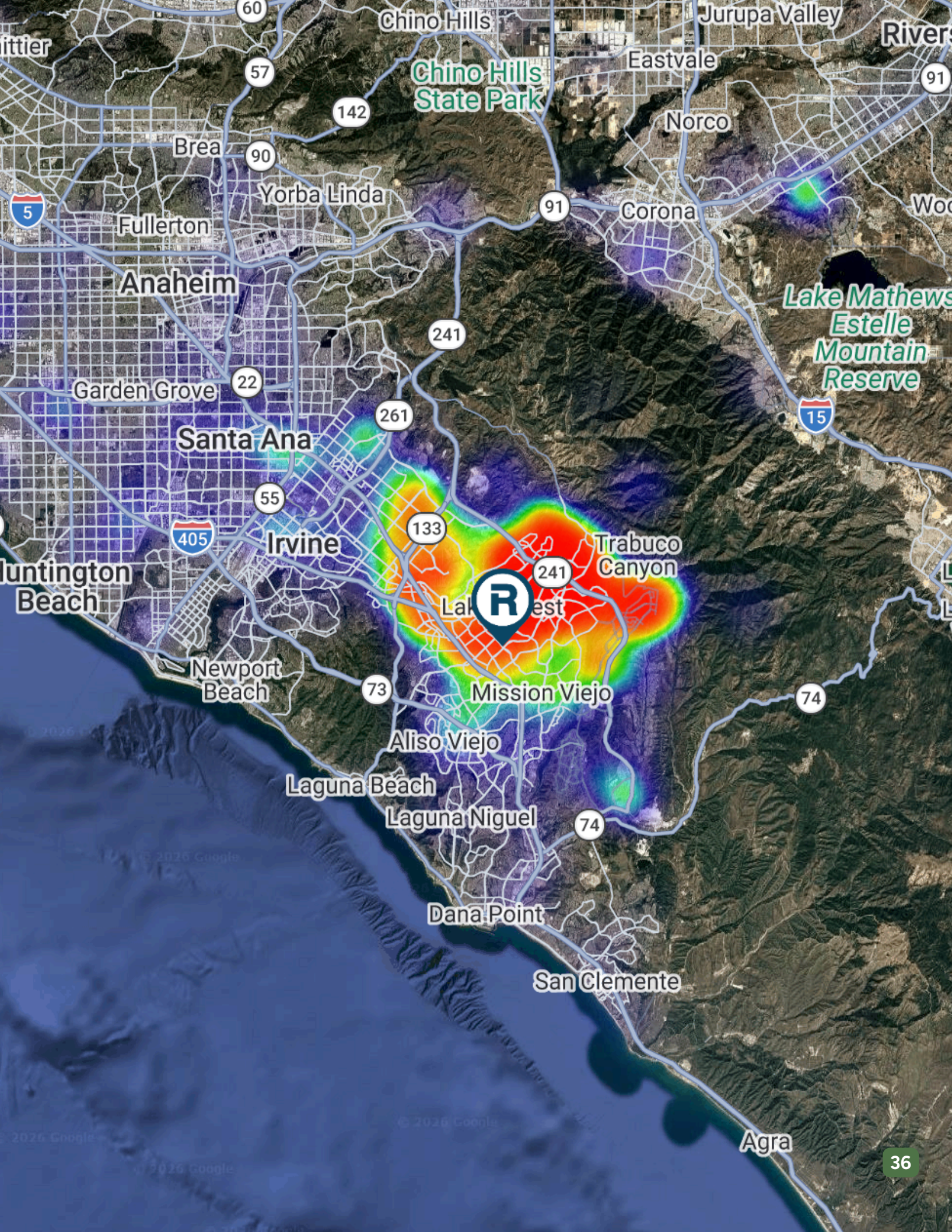


San Clemente

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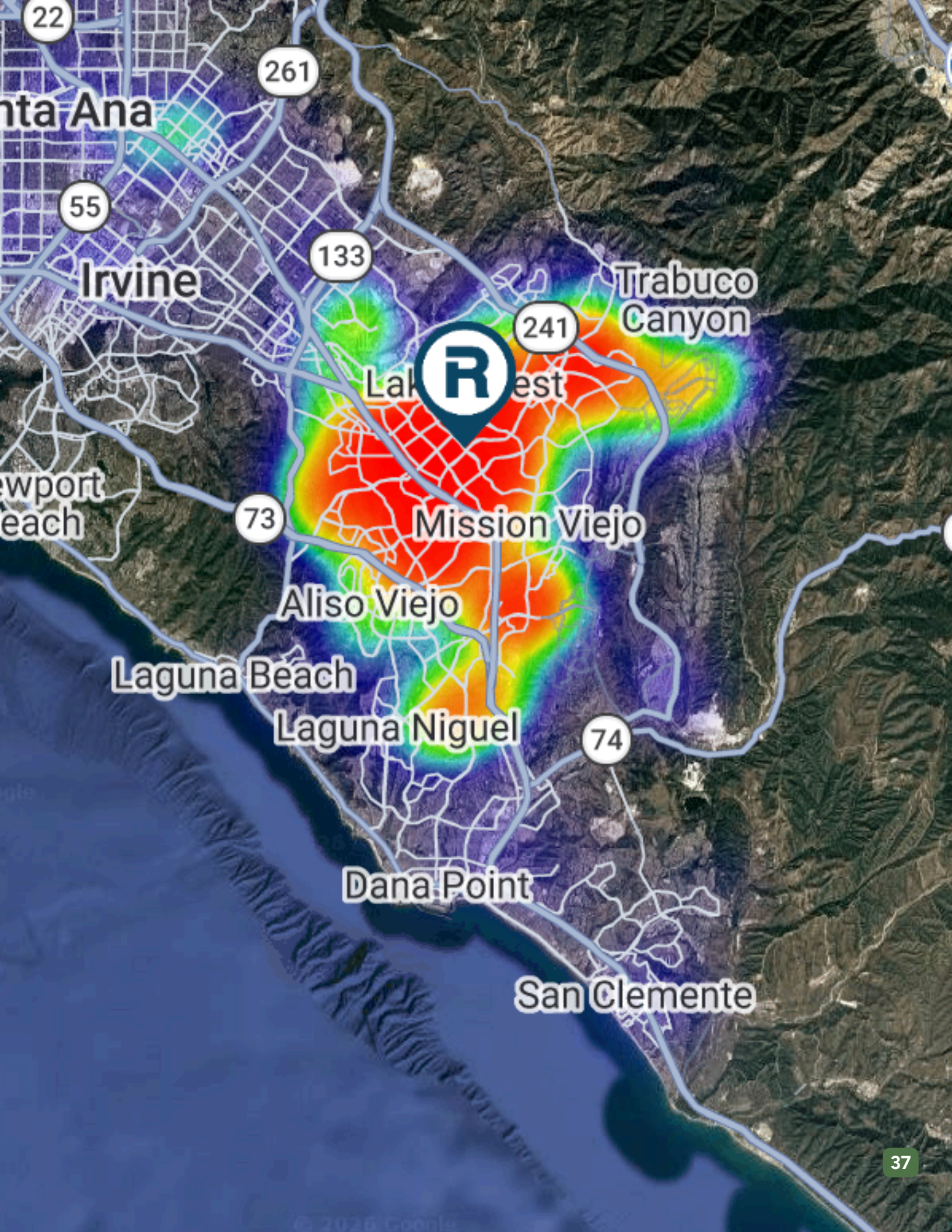




Chino Hills State Park

Lake Mathews
Estelle Mountain Reserve





Santa Ana

55

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Irvine

133

Trabuco Canyon

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Lake Forest

Newport Beach

73

Mission Viejo

Aliso Viejo

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Laguna Niguel

74

Dana Point

San Clemente