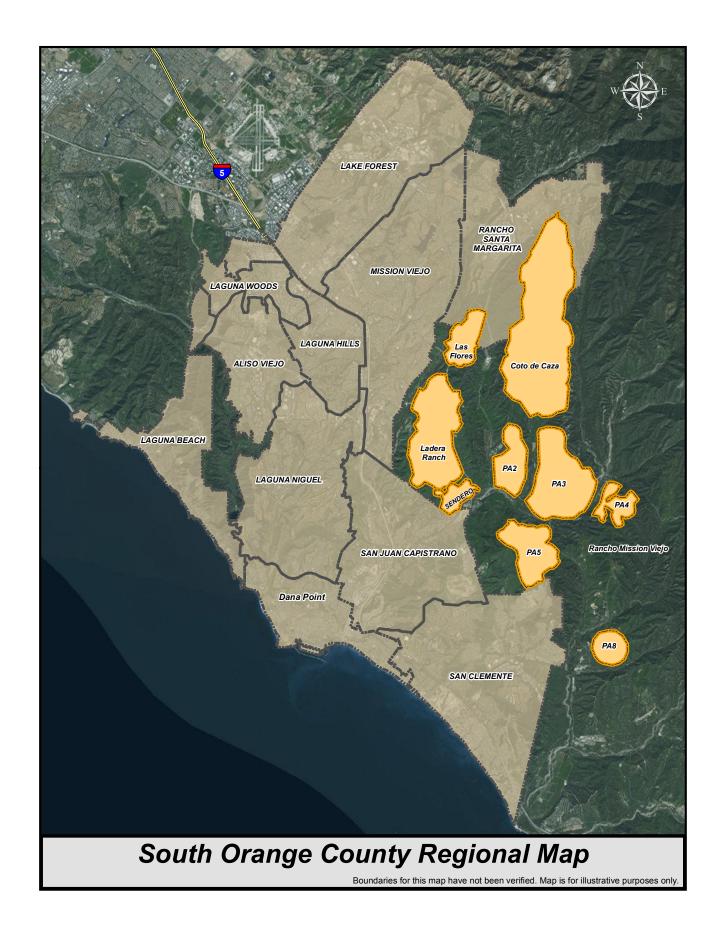
# SADDLEBACK COLLEGE

# 2015 South Orange County ECONOMIC

A Data and Market Analysis of South Orange County







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#### Welcome from Saddleback College

On behalf of Saddleback College, I am thrilled to present the inaugural edition of the South Orange County Economic Report. South Orange County is a valued contributor to the Orange County economy; however, the economic reporting of the region's contribution to Orange County has been very limited. The goal of this report is to present pertinent data regarding economic and demographic indicators that illustrate the contributions of South Orange County.

This report provides economic information for the South Orange County cities of Aliso Viejo, Dana Point, Laguna Beach, Laguna Hills, Laguna Niguel, Laguna Woods, Lake Forest, Mission Viejo, Rancho Santa Margarita, San Clemente, and San Juan Capistrano. The region's unincorporated communities are also included.

Saddleback College is a proud member of the South Orange County community. Our students, faculty, staff, and administrators are all part of the fabric of the community. We value this important partnership and strive to continue to make South Orange County the place where businesses want to grow, people want to live, and everyone prospers through our combined efforts.

Saddleback College has been the first choice for higher education and training in South Orange County since 1968. Each year, Saddleback College educates over 40,000 students. Our more than 500,000 alumni can attest to the quality of our academic and career training programs that enable students to successfully achieve their educational, professional, and personal goals. Our rich academic traditions and strong reputation make Saddleback College an ideal place for students seeking associate degrees and certificates, transferring to four-year colleges and universities, preparing for the workforce, or pursuing lifelong learning opportunities.

Saddleback College is fully accredited, offering over 300 associate degrees, certificates, and occupational skills awards in 190 program areas taught by a faculty renowned for its expertise, experience, and commitment to student success. Study abroad, cooperative work experience, online learning, and honors are just some of the additional programs we offer for a well-rounded educational experience.

We want to be your college of first choice. We want to be your partner for your economic and workforce development needs.

We hope you will find this document enlightening and helpful.

Tod Burnett, President Saddleback College

# Acknowledgments

#### Saddleback College

Anthony Teng, Dean, Business Science and Economic & Workforce Development Jennie McCue, Director, Marketing and Communications Barbara Cox, Department Chair, Business

**South Orange County Economic Coalition** 

Inside Prospects, Inc.

Orange County Workforce Investment Board

Coastline Regional Occupational Program

#### Introduction

Research institutions have traditionally provided economic forecasts for the nation, state and county. Each provides their predictions for growth or decline of the economy based upon extensive data analysis. Unfortunately, the data related to South Orange County had not been as extensive and, in many cases, blended in with the rest of Orange County. The objective of this report is to provide the reader with relevant information related to the economy of South Orange County. Historical and trend data have been presented to show that the economy of the region meets, and in many cases exceeds, the performance of the state and county.

The Great Recession brought severe hardships to the nation's economy and the South Orange County region suffered the effects along with the nation. The years 2013 and 2014 are identified as recovery years, and 2015 is expected to continue showing improvement.

At a broad level, economists are forecasting moderate growth in the overall 2015 economy. The Federal Reserve is winding down its expansionary fiscal policy and there is a historical level of credit available to fuel investment spending and consumer credit growth. The current bullish stock market and higher housing prices are pushing household wealth to its highest levels ever. A debate has occurred as to whether the economy is expected to recover quickly or maintain a moderate but sustainable level of growth. Chapman University forecasts consumer spending to grow just under 3 percent in 2015, as well as a lower rate of home value appreciation due to increased inventory and a lower level of people able to afford housing. This level of growth is considered moderate and likely to be sustainable for many years.

The South Orange County economy should experience similar growth to Orange County overall. This report anticipates that economic growth will continue. Areas such as technology, health care, advanced manufacturing, real estate and services will lead the region for the upcoming periods. Unemployment rates will be stable or decline slightly.

The following pages provide a snapshot as to how the South Orange County economy was performing at the end of 2014 and how it is expected perform in the near future. The data herein has been obtained from many sources and has been credited accordingly.

#### South Orange County Demographic Trends

The incorporated cities that comprise South Orange County cover approximately 126 square miles. Some of the unincorporated areas in the region are included in the incorporated cities' statistics while others are reported as part of Orange County overall. Accordingly, the data provide in this report is based upon zip codes as listed in Appendix B of this report.

The following table provides a comparison of the geographic area covered by the region's incorporated cities.

South Orange County Incorporated Cities by Area

| City                   | Area (sq. miles) | %      |
|------------------------|------------------|--------|
| Aliso Viejo            | 6.9              | 5.5%   |
| Dana Point             | 6.8              | 5.4%   |
| Laguna Beach           | 7.8              | 6.2%   |
| Laguna Hills           | 6.6              | 5.3%   |
| Laguna Niguel          | 14.7             | 11.6%  |
| Laguna Woods           | 3.3              | 2.6%   |
| Lake Forest            | 16.8             | 13.3%  |
| Mission Viejo          | 17.5             | 13.9%  |
| Rancho Santa Margarita | 13.1             | 10.4%  |
| San Clemente           | 18.3             | 14.5%  |
| San Juan Capistrano    | 14.5             | 11.5%  |
| Total                  | 126.3            | 100.0% |

Source: CSU Fullerton, 2014 Orange County Progress Report

#### **Population**

As with many parts of Orange County, the population of South Orange County is getting older. Because of the high cost of living in the region, younger families may not be able to afford to purchase homes and may move out of the region, move in with family, or choose to rent. Despite the increase in the average age of the regional population, the school age population (5-19 years) has shown a decline over the last five years. This decrease, a concern for many education and social services providers, is being experienced in many parts of Orange County areas where housing costs are prohibitive.

The young adult population (20-34 years) of South Orange County has increased over the last five years. This group has joined the workforce and many have moved out on their own. With the cost of living of the region, it appears that this group may work in the area and would rather rent (and save for purchase) instead of commute. Many of these young adults may have returned to live with their parents until they can afford to purchase their own residence. Additionally, South Orange County is the northern border of Camp Pendleton. Veterans who are re-entering civilian life find living in the region appealing.

## South Orange County Population by Age

| Age               | 2009<br>Population | 2014<br>Population | Change | % Change | 2009 % of<br>Cohort |
|-------------------|--------------------|--------------------|--------|----------|---------------------|
| Under 5 years     | 34,252             | 33,926             | -326   | -1%      | 5.96%               |
| 5 to 9 years      | 37,227             | 36,474             | -753   | -2%      | 6.48%               |
| 10 to 14 years    | 40,371             | 38,793             | -1,578 | -4%      | 7.03%               |
| 15 to 19 years    | 40,174             | 36,564             | -3,610 | -9%      | 6.99%               |
| 20 to 24 years    | 29,703             | 32,937             | 3,234  | 11%      | 5.17%               |
| 25 to 29 years    | 32,046             | 33,651             | 1,605  | 5%       | 5.58%               |
| 30 to 34 years    | 32,013             | 35,221             | 3,208  | 10%      | 5.57%               |
| 35 to 39 years    | 40,563             | 36,157             | -4,406 | -11%     | 7.06%               |
| 40 to 44 years    | 46,290             | 43,009             | -3,281 | -7%      | 8.06%               |
| 45 to 49 years    | 51,317             | 47,582             | -3,735 | -7%      | 8.93%               |
| 50 to 54 years    | 45,796             | 47,410             | 1,614  | 4%       | 7.97%               |
| 55 to 59 years    | 37,549             | 42,907             | 5,358  | 14%      | 6.54%               |
| 60 to 64 years    | 32,004             | 35,653             | 3,649  | 11%      | 5.57%               |
| 65 to 69 years    | 22,003             | 27,263             | 5,260  | 24%      | 3.83%               |
| 70 to 74 years    | 16,014             | 19,688             | 3,674  | 23%      | 2.79%               |
| 75 to 79 years    | 13,040             | 13,947             | 907    | 7%       | 2.27%               |
| 80 to 84 years    | 11,319             | 11,560             | 241    | 2%       | 1.97%               |
| 85 years and over | 12,821             | 14,229             | 1,408  | 11%      | 2.23%               |
| Total             | 574,501            | 586,971            | 12,470 | 2%       | 100.00%             |

Source: QCEW Employees, Non-QCEW Employees, Self-Employeed & Extended Proprietors - EMSI 2014.3 Class of Worker

South Orange County racial and ethnic demographics appear to be influenced by the high cost of living. Although the White, Non-Hispanic population has been decreasing, relative to other groups, this group remains the majority (65.7 percent) of the population. The next largest population groups are the Hispanic ethnic groups (22.7 percent), which have been increasing over the last five years.

#### Population by Race

| Race                                                 | 2009<br>Population | 2014<br>Population | Change  | % Change | 2009 % of<br>Cohort |
|------------------------------------------------------|--------------------|--------------------|---------|----------|---------------------|
| White, Non-Hispanic                                  | 396,000            | 385,395            | -10,605 | -3%      | 68.93%              |
| Asian, Hispanic                                      | 1,513              | 1,892              | 379     | 25%      | 0.26%               |
| Native Hawaiian or Pacific<br>Islander, Hispanic     | 323                | 381                | 58      | 18%      | 0.06%               |
| Two or More Races, Hispanic                          | 2,417              | 3,209              | 792     | 33%      | 0.42%               |
| Black, Non-Hispanic                                  | 6,336              | 7,066              | 730     | 12%      | 1.10%               |
| American Indian or Alaskan<br>Native, Non-Hispanic   | 914                | 908                | -6      | -1%      | 0.16%               |
| Asian, Non-Hispanic                                  | 49,992             | 56,928             | 6,936   | 14%      | 8.70%               |
| Native Hawaiian or Pacific<br>Islander, Non-Hispanic | 945                | 994                | 49      | 5%       | 0.16%               |
| Two or More Races, Non-<br>Hispanic                  | 15,054             | 17,492             | 2,438   | 16%      | 2.62%               |
| White, Hispanic                                      | 97,012             | 107,995            | 10,983  | 11%      | 16.89%              |
| Black, Hispanic                                      | 1,497              | 1,770              | 273     | 18%      | 0.26%               |
| American Indian or Alaskan<br>Native, Hispanic       | 2,498              | 2,940              | 442     | 18%      | 0.43%               |
| Total                                                | 574,501            | 586,971            | 12,470  | 2%       | 100.00%             |

Source: QCEW Employees, Non-QCEW Employees, Self-Employeed & Extended Proprietors - EMSI 2014.3 Class of Worker

#### South Orange County Economic Overview

South Orange County contributes \$25.6 billion (approximately 14 percent) of the total Orange County economy of \$183.8 billion. This contribution is especially significant when one considers that the population (approximately 587,000) is significantly lower than the Orange County population as a whole (approximately 3,150,000).

The regional job market growth rate surpassed the State and Federal levels with a 10 percent increase in the workforce for the last five years. This increase leads California and national increases of 9 percent and 7.3 percent, respectively. The growth in jobs is reflected in a corresponding decline in the unemployment rate. The current South Orange County unemployment rate is 3.1 percent compared to the overall county rate of 4.4 percent.

The South Orange County region imports more goods and services than it exports. This difference may be due to the region's lack of large corporations (in comparison to Los Angeles or Orange County as a whole), which produce exportable goods and services. South Orange County does have a diverse business base that contributes to the Orange County economy, though. Regional goods and services exported from the region (approximately \$34.4 billion) account for about 20 percent of the exports of the total county exports of \$169.2 billion. Goods and services brought in to the region (approximately \$41.9 billion) account for about 24 percent of the county imports that total \$173.5 billion.

| Data                                | South Orange<br>County | Orange County     | Percent |
|-------------------------------------|------------------------|-------------------|---------|
| Population (2014)                   | 586,971                | 3,150,273         | 18.6%   |
| Jobs (2014)                         | 289,535                | 2,026,306         | 14.3%   |
| Average Earnings (2014)             | \$54,561               | \$58,109          | N/A     |
| Unemployed (12/2014)                | 3.1% (9,800)           | 4.4% (71,700)     | 13.7%   |
| Higher Education Completions (2013) | 3,916                  | 59,850            | 6.5%    |
| GRP (2013)                          | \$25,617,043,540       | \$183,839,557,872 | 13.9%   |
| Exports (2013)                      | \$34,449,699,029       | \$169,206,127,621 | 20.4%   |
| Imports (2013)                      | \$41,889,082,842       | \$173,523,717,353 | 24.1%   |

Source: EMSI 2014.3 and CA EDD 12/31/14

The South Orange County economy is fairly diverse. In order of contribution to the economy, the top five sectors are:

- 1. Real Estate, Construction, and Rental & Leasing
- 2. Professional, Scientific, and Technical Services
- 3. Finance and Insurance
- 4. Health Care and Social Assistance
- 5. Entertainment, Accommodation and Food Services

## South Orange County Economic Overview

#### South Orange County Gross Regional Product (GRP)

| \$16,226,520,786 | \$7,203,024,784        | \$2,187,497,970            | \$25,617,043,540 |
|------------------|------------------------|----------------------------|------------------|
| Earnings (2013)  | Property Income (2013) | Taxes on Production (2013) | Total GRP (2013) |

| NAICS* | Industry                                                                 | GRP (2013)      | % of Total |
|--------|--------------------------------------------------------------------------|-----------------|------------|
| 11     | Crop and Animal Production                                               | \$44,198,265    | 0%         |
| 21     | Mining, Quarrying, and Oil and Gas<br>Extraction                         | \$47,421,797    | 0%         |
| 22     | Utilities                                                                | \$647,794,621   | 3%         |
| 23     | Construction                                                             | \$1,117,154,597 | 4%         |
| 31     | Manufacturing                                                            | \$2,274,937,923 | 9%         |
| 42     | Wholesale Trade                                                          | \$1,989,192,465 | 8%         |
| 44     | Retail Trade                                                             | \$1,660,906,264 | 6%         |
| 48     | Transportation and Warehousing                                           | \$180,506,702   | 1%         |
| 51     | Information                                                              | \$814,365,730   | 3%         |
| 52     | Finance and Insurance                                                    | \$2,253,251,888 | 9%         |
| 53     | Real Estate and Rental and Leasing                                       | \$3,559,565,183 | 14%        |
| 54     | Professional, Scientific, and<br>Technical Services                      | \$2,593,332,135 | 10%        |
| 55     | Management of Companies and<br>Enterprises                               | \$336,908,967   | 1%         |
| 56     | Administrative and Support and Waste Management and Remediation Services | \$1,021,639,869 | 4%         |
| 61     | Educational Services                                                     | \$237,825,635   | 1%         |
| 62     | Health Care and Social Assistance                                        | \$2,272,721,567 | 9%         |
| 71     | Arts, Entertainment, and Recreation                                      | \$225,699,769   | 1%         |
| 72     | Accommodation and Food Services                                          | \$872,101,779   | 3%         |
| 81     | Other Services (except Public Administration)                            | \$573,106,298   | 2%         |
| 90     | Government                                                               | \$705,520,315   | 3%         |
|        | Other non-industries                                                     | \$2,188,891,773 | 9%         |

<sup>\*</sup>North American Industry Classification System (classification standard used by federal statistical agencies)

Source: EMSI 2014.3

# **South Orange County Region Exports**

#### \$34,449,699,029.48

#### **Exports** (2013)

76% of Supply

| NAICS* | Industry                                                                 | Exports (2013)  |   |
|--------|--------------------------------------------------------------------------|-----------------|---|
| 11     | Crop and Animal Production                                               | \$87,135,927    | 1 |
| 21     | Mining, Quarrying, and Oil and Gas Extraction                            | \$57,961,024    | I |
| 22     | Utilities                                                                | \$888,069,500   |   |
| 23     | Construction                                                             | \$1,702,501,632 |   |
| 31     | Manufacturing                                                            | \$5,237,300,036 |   |
| 42     | Wholesale Trade                                                          | \$2,697,389,834 |   |
| 44     | Retail Trade                                                             | \$1,674,999,185 |   |
| 48     | Transportation and Warehousing                                           | \$241,117,384   | • |
| 51     | Information Technology                                                   | \$1,556,687,608 |   |
| 52     | Finance and Insurance                                                    | \$3,593,608,117 |   |
| 53     | Real Estate and Rental and Leasing                                       | \$4,309,376,447 |   |
| 54     | Professional, Scientific, and Technical Services                         | \$3,482,579,541 |   |
| 55     | Management of Companies and Enterprises                                  | \$477,643,383   |   |
| 56     | Administrative and Support and Waste Management and Remediation Services | \$1,054,923,824 | _ |
| 61     | Educational Services                                                     | \$217,201,553   | • |
| 62     | Health Care and Social Assistance                                        | \$2,158,743,320 |   |
| 71     | Arts, Entertainment, and Recreation                                      | \$263,116,163   |   |
| 72     | Accommodation and Food Services                                          | \$1,177,751,745 |   |
| 81     | Other Services (except Public Administration)                            | \$608,581,409   |   |
| 90     | Government                                                               | \$2,963,011,396 |   |

<sup>\*</sup>North American Industry Classification System (classification standard used by federal statistical agencies)

Source: EMSI 2014.3

## **South Orange County Region Imports**

| \$41,889,082,842 | \$10,861,427,454                   |
|------------------|------------------------------------|
| Imports (2013)   | Locally Produced & Consumed (2013) |
| 79% of Demand    | 21% of Demand                      |

| NAICS* | Industry                                                                 | Imports (2013)   |  |
|--------|--------------------------------------------------------------------------|------------------|--|
| 11     | Crop and Animal Production                                               | \$241,365,172    |  |
| 21     | Mining, Quarrying, and Oil and Gas Extraction                            | \$541,367,692    |  |
| 22     | Utilities                                                                | \$539,749,626    |  |
| 23     | Construction                                                             | \$996,266,275    |  |
| 31     | Manufacturing                                                            | \$6,492,139,913  |  |
| 42     | Wholesale Trade                                                          | \$1,722,596,380  |  |
| 44     | Retail Trade                                                             | \$1,702,740,017  |  |
| 48     | Transportation and Warehousing                                           | \$1,203,205,320  |  |
| 51     | Information Technology                                                   | \$2,019,996,432  |  |
| 52     | Finance and Insurance                                                    | \$3,523,018,352  |  |
| 53     | Real Estate and Rental and Leasing                                       | \$2,244,219,935  |  |
| 54     | Professional, Scientific, and Technical Services                         | \$2,020,724,792  |  |
| 55     | Management of Companies and Enterprises                                  | \$659,339,340    |  |
| 56     | Administrative and Support and Waste Management and Remediation Services | \$1,063,470,058  |  |
| 61     | Educational Services                                                     | \$508,433,496    |  |
| 62     | Health Care and Social Assistance                                        | \$2,540,796,217  |  |
| 71     | Arts, Entertainment, and Recreation                                      | \$402,354,309    |  |
| 72     | Accommodation and Food Services                                          | \$1,002,399,283  |  |
| 81     | Other Services (except Public Administration)                            | \$648,843,040    |  |
| 90     | Government                                                               | \$11,816,057,194 |  |

<sup>\*</sup>North American Industry Classification System (classification standard used by federal statistical agencies)

Source: EMSI 2014.3

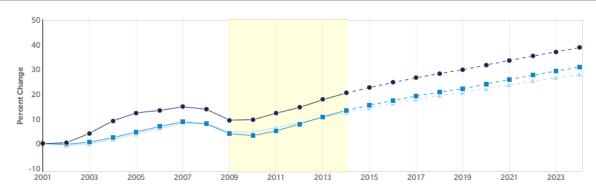
#### Regional Employment Trends

Over the last ten years, the region has maintained positive job growth (10 percent) and has outpaced state and national performance. When considered with the regional unemployment decline, the job growth trend is very encouraging; more workers are finding employment. The challenge for the region will be the preparation of future workers and training to increase skills of incumbent workers to develop and update the skills necessary to keep pace with the needs of employers. High skilled jobs require workers to be ready to enter and compete in the job market with fundamental technology skills as well as soft skills such as communications and customer service.

Real estate related employment has been a key indicator in the growth of South Orange County. Commercial and residential construction, real estate sales, and property management positions have continued to grow over the last ten years and the Orange County Register has reported a recent uptrend.

As the region's population continues to grow and age, health care related jobs continue to grow. Nurses, medical assistants, technicians and personal care aides are in high demand throughout the region. Employees in all sectors that serve mature residents will benefit from the study of normal aging changes, a field known as gerontology.

#### Job Growth Comparison



| Chart Symbol | Region                       | 2009 Jobs   | 2014 Jobs   | % Change |
|--------------|------------------------------|-------------|-------------|----------|
| •            | Region (South Orange County) | 263,258     | 289,535     | 10.0%    |
| •            | State                        | 20,214,253  | 22,036,531  | 9.0%     |
| •            | Nation                       | 173,564,229 | 186,308,882 | 7.3%     |

Source: EMSI 2014.3

The growth and decline of occupations and industries in the region follow the changing population demographic and changing consumer needs. Service related jobs that support our aging population lead job growth. Other industries such as real estate, manufacturing, and professional services have experienced growth as the economy rebounds. Declining occupations and industries do exist in the region which appear to influenced by the change in the region's demographics.

#### Growing & Declining Occupations in South Orange County

| Occupation                                                                                                                                               | Change in Jobs (2009-<br>2014) Bar Graph of<br>Job Change |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Real Estate Sales Agents Look at Real Estate Sales Agents in a occupation report                                                                         | 1,562                                                     |
| Personal Care Aides Look at Personal Care Aides in a occupation report                                                                                   | 1,038                                                     |
| Property, Real Estate, and Community Association Managers Look at<br>Property, Real Estate, and Community Association Managers in a<br>occupation report | 785                                                       |
| Maids and Housekeeping Cleaners Look at Maids and Housekeeping Cleaners in a occupation report                                                           | <b>-180</b> ■                                             |
| Childcare Workers Look at Childcare Workers in a occupation report                                                                                       | -203                                                      |
| Farmworkers and Laborers, Crop, Nursery, and Greenhouse Look at Farmworkers and Laborers, Crop, Nursery, and Greenhouse in a occupation report           | -226                                                      |

#### Growing & Declining Industries in South Orange County

| Industry                                                                                                                                   | Change in Jobs (2009- B 2014) | ar Graph of<br>ob Change |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------|
| Services for the Elderly and Persons with Disabilities Look at Services for the Elderly and Persons with Disabilities in a industry report | 3,084                         | _                        |
| Surgical and Medical Instrument Manufacturing Look at Surgical and<br>Medical Instrument Manufacturing in a industry report                | 1,517                         | _                        |
| Full-Service Restaurants Look at Full-Service Restaurants in a industry report                                                             | 1,298                         | _                        |
| Telecommunications Resellers Look at Telecommunications Resellers in a industry report                                                     | -554                          |                          |
| Discount Department Stores Look at Discount Department Stores in a industry report                                                         | -709                          |                          |
| Private Households Look at Private Households in a industry report                                                                         | -1,372                        |                          |

Source: EMSI 2014.3

## **South Orange County Unemployment**

|                        | 2010  | 2011  | 2012  | 2013 | 2014 |
|------------------------|-------|-------|-------|------|------|
| Orange County          | 9.5%  | 8.7%  | 7.6%  | 6.2% | 4.4% |
| Aliso Viejo            | 5.1%  | 4.6%  | 4.0%  | 3.3% | 2.3% |
| Coto de Caza           | 4.1%  | 3.8%  | 3.2%  | 2.6% | 1.9% |
| Dana Point             | 6.9%  | 6.3%  | 5.5%  | 4.5% | 3.2% |
| Foothill Ranch         | 3.1%  | 2.9%  | 2.4%  | 2.0% | 1.4% |
| Laguna Beach           | 7.0%  | 6.4%  | 5.5%  | 4.6% | 3.2% |
| Laguna Hills           | 8.1%  | 7.4%  | 6.4%  | 5.3% | 3.7% |
| Laguna Niguel          | 7.5%  | 6.8%  | 5.9%  | 4.8% | 3.4% |
| Laguna Woods           | 13.0% | 12.0% | 10.4% | 8.6% | 6.2% |
| Lake Forest            | 6.6%  | 6.1%  | 5.2%  | 4.3% | 3.0% |
| Mission Viejo          | 6.9%  | 6.3%  | 5.5%  | 4.5% | 3.2% |
| Rancho Santa Margarita | 6.1%  | 5.6%  | 4.8%  | 4.0% | 2.8% |
| San Clemente           | 7.7%  | 7.1%  | 6.1%  | 5.0% | 3.5% |
| San Juan Capistrano    | 8.4%  | 7.7%  | 6.7%  | 5.5% | 3.9% |

Source: State of California EDD, Monthly Labor Force Data for Cities and Census Designated Places

# South Orange County Industry Cluster And Occupation Trends

#### Jobs by Industry

#### 289,535 Total Jobs (2014)

| NAICS* | Industry                                                                 | 2014 Jobs |   |
|--------|--------------------------------------------------------------------------|-----------|---|
| 11     | Crop and Animal Production                                               | 960       | 1 |
| 21     | Mining, Quarrying, and Oil and Gas Extraction                            | 1,537     | • |
| 22     | Utilities                                                                | 1,257     | • |
| 23     | Construction                                                             | 16,073    |   |
| 31     | Manufacturing                                                            | 15,496    |   |
| 42     | Wholesale Trade                                                          | 10,787    |   |
| 44     | Retail Trade                                                             | 33,337    |   |
| 48     | Transportation and Warehousing                                           | 2,480     |   |
| 51     | Information Technology                                                   | 4,148     |   |
| 52     | Finance and Insurance                                                    | 18,621    |   |
| 53     | Real Estate and Rental and Leasing                                       | 24,545    |   |
| 54     | Professional, Scientific, and Technical Services                         | 31,499    |   |
| 55     | Management of Companies and Enterprises                                  | 2,912     |   |
| 56     | Administrative and Support and Waste Management and Remediation Services | 18,895    |   |
| 61     | Educational Services                                                     | 6,318     |   |
| 62     | Health Care and Social Assistance                                        | 38,478    |   |
| 71     | Arts, Entertainment, and Recreation                                      | 7,842     |   |
| 72     | Accommodation and Food Services                                          | 26,548    |   |
| 81     | Other Services (except Public Administration)                            | 19,821    |   |
| 90     | Government                                                               | 7,173     |   |
| 99     | Unclassified Industry                                                    | 808       | • |

<sup>\*</sup>North American Industry Classification System (classification standard used by federal statistical agencies)

#### Average Earnings by Industry

\$54,561

Avg. Earnings (2014)

103% of Nation Avg.

| NAICS* | Industry                                                                 |           | Avg. Earnings |
|--------|--------------------------------------------------------------------------|-----------|---------------|
| 11     | Crop and Animal Production                                               | \$31,409  |               |
| 21     | Mining, Quarrying, and Oil and Gas Extraction                            | \$8,619   |               |
| 22     | Utilities                                                                | \$158,027 |               |
| 23     | Construction                                                             | \$61,568  |               |
| 31     | Manufacturing                                                            | \$101,043 |               |
| 42     | Wholesale Trade                                                          | \$85,712  |               |
| 44     | Retail Trade                                                             | \$35,992  |               |
| 48     | Transportation and Warehousing                                           | \$49,977  |               |
| 51     | Information Technology                                                   | \$88,688  |               |
| 52     | Finance and Insurance                                                    | \$83,698  |               |
| 53     | Real Estate and Rental and Leasing                                       | \$37,987  |               |
| 54     | Professional, Scientific, and Technical Services                         | \$73,981  |               |
| 55     | Management of Companies and Enterprises                                  | \$107,163 |               |
| 56     | Administrative and Support and Waste Management and Remediation Services | \$44,906  |               |
| 61     | Educational Services                                                     | \$35,855  |               |
| 62     | Health Care and Social Assistance                                        | \$55,911  |               |
| 71     | Arts, Entertainment, and Recreation                                      | \$23,364  |               |
| 72     | Accommodation and Food Services                                          | \$24,026  |               |
| 81     | Other Services (except Public Administration)                            | \$27,263  | _             |
| 90     | Government                                                               | \$85,078  |               |
| 99     | Unclassified Industry                                                    | \$64,682  |               |

<sup>\*</sup>North American Industry Classification System (classification standard used by federal statistical agencies)

Source: EMSI 2014.3

# **Orange County Comparisons**

Orange County Occupations with Fastest Job Growth

| Occupation           | Estimated<br>Year –<br>Projected<br>Year | Employment<br>Estimated | Employment<br>Projected | * *   | Percentage<br>Change |
|----------------------|------------------------------------------|-------------------------|-------------------------|-------|----------------------|
| Biomedical Engineers | 2010 - 2020                              | 530                     | 990                     | 460   | 86.8%                |
| Home Health Aides    | 2010 - 2020                              | 5,830                   | 9,260                   | 3,430 | 58.8%                |
| Logisticians         | 2010 - 2020                              | 1,500                   | 2,210                   | 720   | 48.0%                |
| Personal Care Aides  | 2010 - 2020                              | 14,950                  | 22,170                  | 7,220 | 48.3%                |
| Health Educators     | 2010 - 2020                              | 730                     | 1,070                   | 340   | 46.6                 |

Source: State of California EDD, Labor Market Info

**County Unemployment Comparison** 

| Area               | Labor Force | Number<br>Employed | Number<br>Unemployed | Unemployment<br>Rate |
|--------------------|-------------|--------------------|----------------------|----------------------|
| Los Angeles County | 5,0,34,800  | 4,658,900          | 375,900              | 7.5%                 |
| Orange County      | 1,627,500   | 1,555,800          | 71,700               | 4.4%                 |
| San Diego County   | 1,606,700   | 1,523,800          | 82,900               | 5.1%                 |

Source: State of California EDD, Labor Market Info

## **Sector Spotlight**

In 2014, South Orange County expected job growth to increase by over 10 percent overall. Certain industry sectors have been identified as major contributors to ongoing job growth.

#### Hospitality and Food Services

In Orange County, Hospitality and Food Services rank in the top ten high growth industries and in the top ten industries in terms of number of job openings. Job growth is expected to be favorable due to the high job replacement rate, popularity of dining out, and increased demand for prepared meals-to-go from grocery, specialty food, or convenience stores. Also, institutional food programs in schools, hospitals, and residential care facilities for the elderly are projected to open new or expanded food service operations. Formal training is likely to help workers to start or be promoted to advanced positions. Advanced positions can also be achieved by internal promotion and experience working up from entry-level positions as well.

South Orange County expects to have nearly 25,500 jobs in the food service industry in 2014. These positions range from entry level, minimum wage level to sustainable to high wage management positions. The industry average salary of \$27,263 reflects the high number of lower level positions required in the industry.

The Los Angeles/Orange County region is one of the "hot spots" for the hospitality sector and accounts for over one-third of hospitality jobs (575,565) in the state. It is one of the fastest growing industries and employs many young workers and first-time job holders in part-time and seasonal jobs. Service occupations such as housekeeping, food preparation and serving, baggage porters and grounds maintenance workers comprise a majority of the jobs in demand; other high-demand positions in this sector include office and administrative support, engineering, maintenance, security, information technology, accounting, marketing, finance, human resources, and planning and analysis. For most entry-level positions, on-the-job training is provided and the expected job growth rate for these positions is very high. These positions require strong interpersonal and communication skills, multi-cultural awareness and sensitivity, and customer service skills, also known as "soft skills." Traditional, first-level manager positions were being filled by promoting staff from within. While such promotions are still possible, lodging chains have started to hire candidates with four-year college degrees for junior management positions. Applicants with bachelor's or master's degrees in hotel, restaurant and hospitality management are highly sought after.

The lodging industry is shifting towards building more limited-service hotels and fewer full-service properties. Furthermore, some lodging properties are streamlining operations by either eliminating or scaling back the number of managers. For example, chain hotels are increasingly assigning a single manager to oversee multiple properties. However, in Orange County, experienced managers will be in demand at large full-service hotels that provide a wide range of services to a larger customer base. The employment growth rate is projected to be approximately 25 percent for lodging managers.

South Orange County Hospitality Firms by Size and Type

| Employees/Firm   | Firms | 0/0    | Employment | %      |
|------------------|-------|--------|------------|--------|
| 1-4              | 184   | 18.3%  | 518        | 2.2%   |
| 5-9              | 216   | 21.5%  | 1,365      | 5.9%   |
| 10-19            | 240   | 23.9%  | 3,207      | 13.8%  |
| 20-49            | 274   | 27.3%  | 7,712      | 33.3%  |
| 50-99            | 65    | 6.4%   | 4,159      | 17.9%  |
| 100-249          | 15    | 1.4%   | 2,042      | 8.8%   |
| 250-499          | 4     | 0.4%   | 1,475      | 6.3%   |
| 500+             | 3     | 0.3%   | 2,650      | 11.4%  |
| Total            | 1,001 | 100.0% | 23,128     | 100.0% |
| Site Type        | Firms | 0/0    | Employment | 0/0    |
| Single locations | 564   | 56.3%  | 10,088     | 43.6%  |
| Headquarters     | 19    | 1.8%   | 2,068      | 8.9%   |
| Franchises       | 199   | 19.8%  | 4,712      | 20.3%  |
| Divisions        | 0     | 0.0%   | 0          | 0.0%   |
| Branches         | 219   | 21.8%  | 6,260      | 27.0%  |
| Total            | 1,001 | 100.0% | 23,128     | 100.0% |

**Totals By City** 

| City                   | Firm  | %      |
|------------------------|-------|--------|
| Aliso Viejo            | 59    | 5.8%   |
| Capistrano Beach       | 11    | 1.0%   |
| Dana Point             | 78    | 7.7%   |
| Foothill Ranch         | 37    | 3.6%   |
| Laguna Beach           | 110   | 10.9%  |
| Laguna Hills           | 57    | 5.6%   |
| Laguna Niguel          | 84    | 8.3%   |
| Lake Forest            | 135   | 13.4%  |
| Mission Viejo          | 129   | 12.8%  |
| Rancho Santa Margarita | 55    | 5.4%   |
| San Clemente           | 142   | 14.1%  |
| San Juan Capistrano    | 61    | 6.0%   |
| Trabuco Canyon         | 15    | 1.4%   |
| Total                  | 1,001 | 100.0% |

Source: Inside Prospects, Inc. (http://www.insideprospectsinc.com), 2014.

#### Advanced Manufacturing

Manufacturing has been a major contributor to the fabric of the American economy. The definition of manufacturing is very broad and crosses many industry sectors. In essence, if you make, assemble, or modify a product, you are a manufacturer. For many years, the manufacturing sector, facing foreign and domestic competition and challenged to adapt to fast moving technology, was assumed to be in a dramatic decline.

Now, however, the manufacturing sector has been recognized as a growing and priority sector for the first time in many years. Advanced manufacturing has been the catalyst for a good portion of the sector's growth. By definition, advanced manufacturing engages in the extensive use of computer, high precision, and information technologies integrated with a high performance workforce capable of creating products in both small and large quantities to meet the supply demands of a competitive global economy.

For South Orange County businesses, the cost of entry, retooling, and expansion continues to decrease. Technology advancements have reduced the required capital investment and physical footprint for prototype and production equipment. While the need for some capital-intensive equipment still exists, developing technologies are empowering companies to innovate and prototype products using desktop and small format additive and subtractive technologies. Major technology providers are bringing 3D printers, CNC mills, and multi-function commercial printers into the market at very attractive price points.

Advanced manufacturing plays an important role in the economic growth of Orange County and is growing in South Orange County. Advanced high-tech sectors, such as computer and electronic products and medical devices, feature the highest average manufacturing salaries. These positions require four-year degrees (or higher) at the advanced levels and two-year degrees and certificates as a minimum at entry levels. Overall job growth in this sector is predicted to be approximately 47 percent, with many positions requiring training in the use of new and emerging technologies. Incumbent workers will also need to re-train in order to keep pace with the advancements in manufacturing technologies.

South Orange County is often overlooked as an advanced manufacturing supplier. However, several of its large and many medium-to-small companies contribute to the regional economy and workforce. Manufacturing in the region contributes nearly \$2.3 billion to the regional economy each year, which is approximately 10 percent of the gross regional product.

South Orange County Advanced Manufacturing Firms by Size and Type

| Employees/Firm   | Firms | %      | Employment | %      |
|------------------|-------|--------|------------|--------|
| 1-4              | 55    | 24.1%  | 148        | 1.1%   |
| 5-9              | 36    | 15.7%  | 240        | 1.8%   |
| 10-19            | 40    | 17.5%  | 545        | 4.2%   |
| 20-49            | 52    | 22.8%  | 1,595      | 12.4%  |
| 50-99            | 25    | 10.9%  | 1,613      | 12.6%  |
| 100-249          | 15    | 6.5%   | 2,158      | 16.9%  |
| 250-499          | 2     | .8%    | 550        | 4.3%   |
| 500+             | 3     | 1.3%   | 5,919      | 46.9%  |
| Total            | 228   | 100.0% | 12,768     | 100.0% |
| Site Type        | Firms | 0/0    | Employment | %      |
| Single locations | 165   | 72.3%  | 3,228      | 25.2%  |
| Headquarters     | 42    | 18.4%  | 8,658      | 67.8%  |
| Franchises       | 0     | 0.0%   | 0          | 0.0%   |
| Divisions        | 7     | 3.0%   | 523        | 4.0%   |
| Branches         | 14    | 6.1%   | 359        | 2.8%   |
| Total            | 228   | 100.0% | 12.768     | 100.0% |

**Totals By City** 

| City                   | Firm | %      |
|------------------------|------|--------|
| Aliso Viejo            | 29   | 12.7%  |
| Capistrano Beach       | 1    | 0.4%   |
| Dana Point             | 4    | 1.7%   |
| Foothill Ranch         | 17   | 7.4%   |
| Laguna Beach           | 2    | 0.8%   |
| Laguna Hills           | 29   | 12.7%  |
| Laguna Niguel          | 8    | 3.5%   |
| Lake Forest            | 56   | 24.5%  |
| Mission Viejo          | 9    | 3.9%   |
| Rancho Santa Margarita | 18   | 7.8%   |
| San Clemente           | 44   | 19.2%  |
| San Juan Capistrano    | 8    | 3.5%   |
| Trabuco Canyon         | 2    | 0.8%   |
| Total                  | 228  | 100.0% |

Source: Inside Prospects, Inc. (http://www.insideprospectsinc.com), 2014.

#### **Biomedical**

The Biomedical sector has been leading employment growth in Orange County by over 10 percent compared to all other sectors. Many sector reports combine the Biomedical sector with advanced manufacturing because the sector's research and development relies on advanced manufacturing technology in the research and development of medical devices and related products. Innovations in the sector are being developed by firms of different sizes ranging from large international to small business startups.

While Biomedical firms are located throughout the county, South Orange County contributes both established firms and startup entrepreneurs. Furthermore, because biomedical firms are located throughout the county, South Orange County residents commute throughout the region in order to meet the workforce needs in the sector.

South Orange County Biomedical Firms by Size and Type

| Employees/Firm   | Firms | 0/0    | Employment | 0/0    |
|------------------|-------|--------|------------|--------|
| 1-4              | 7     | 13.4%  | 23         | 0.3%   |
| 5-9              | 9     | 17.3%  | 62         | 0.9%   |
| 10-19            | 7     | 13.4%  | 99         | 1.5%   |
| 20-49            | 14    | 26.9%  | 412        | 6.2%   |
| 50-99            | 7     | 13.4%  | 425        | 6.4%   |
| 100-249          | 4     | 7.6%   | 713        | 10.8%  |
| 250-499          | 2     | 3.8%   | 550        | 8.3%   |
| 500+             | 2     | 3.8%   | 4,285      | 65.2%  |
| Total            | 52    | 100.0% | 6,569      | 100.0% |
| Site Type        | Firms | 0/0    | Employment | 0/0    |
| Single locations | 39    | 75.0%  | 1,130      | 17.2%  |
| Headquarters     | 8     | 15.3%  | 4,973      | 75.7%  |
| Franchises       | 0     | 0.0%   | 0          | 0.0%   |
| Divisions        | 2     | 3.8%   | 328        | 4.9%   |
| Branches         | 3     | 5.7%   | 138        | 2.1%   |
| Total            | 52    | 100.0% | 6,569      | 100.0% |

**Totals By City** 

| City                   | Firm | 0/0    |
|------------------------|------|--------|
| Aliso Viejo            | 11   | 21.1%  |
| Foothill Ranch         | 3    | 5.7%   |
| Laguna Hills           | 9    | 17.3%  |
| Laguna Niguel          | 1    | 1.9%   |
| Lake Forest            | 9    | 17.3%  |
| Mission Viejo          | 2    | 3.8%   |
| Rancho Santa Margarita | 2    | 3.8%   |
| San Clemente           | 15   | 28.8%  |
| Total                  | 52   | 100.0% |

Source: Inside Prospects, Inc. (http://www.insideprospectsinc.com), 2014.

#### Health Care and Social Assistance

As our population continues to increase and age, the health care and social assistance sector grows. The demand for health care services include medical (all facets), dental, home health, social and human service workers, both professional and paraprofessional. Technological advances in health care and the demand to reduce health care costs have created challenges for this sector. Efficiencies achieved by adopting technologies have changed the ways in which services are provided and how providers manage their operations. Providers have recently been required to adopt electronic health records and move their patient information online. Workers in this sector must be able to work with the technology to ensure that patient information is recorded accurately and securely maintained.

Nursing and medical assistants have always been in demand in the region and, with the changing demographic of the region, the demand will continue to increase. Skilled positions are commanding average salaries of nearly \$55,000 per year, with nurses and healthcare managers earning from \$90,000 to \$106,000 on average. Nurses and home health aides have the highest projected employment demand. Over 82 percent of home health aide positions will be a result of newly created positions, while nursing and other health providers will be evenly split between new positions and replacements of existing positions. Pharmacists and pharmacy technicians are also expected to have workforce growth. These two areas are expected to grow 26.3 percent and 35.4 percent from 2010 – 2020, respectively.

Educational requirements in this sector vary depending on the level and type of service provided. At an entry level, a pharmacy technician is required to have a minimum of a high school diploma or GED, approved preparation training (community college or accredited education provider), and state licensure. Pharmacists and nurses are required to have four-year to advanced degrees and licenses prior to serving their patients.

## South Orange County Medical and Other Health by Size and Type

| Employees/Firm   | Firms | %      | Employment | %      |
|------------------|-------|--------|------------|--------|
| 1-4              | 1,268 | 62.5%  | 3,505      | 11.5%  |
| 5-9              | 396   | 19.5%  | 2,575      | 8.4%   |
| 10-19            | 215   | 10.6%  | 2,751      | 9.0%   |
| 20-49            | 85    | 4.1%   | 2,511      | 8.2%   |
| 50-99            | 28    | 1.3%   | 1,843      | 6.0%   |
| 100-249          | 24    | 1.1%   | 3,579      | 11.7%  |
| 250-499          | 4     | 0.1%   | 1,170      | 3.8%   |
| 500+             | 7     | 0.3%   | 12,501     | 41.0%  |
| Total            | 2,027 | 100.0% | 30,435     | 100.0% |
| Site Type        | Firms | 0/0    | Employment | 0/0    |
| Single locations | 1,842 | 90.8%  | 11,707     | 25.2%  |
| Headquarters     | 49    | 2.4%   | 9,470      | 67.8%  |
| Franchises       | 5     | 0.2%   | 172        | 0.0%   |
| Divisions        | 13    | 0.6%   | 1,330      | 4.0%   |
| Branches         | 119   | 5.8%   | 7,756      | 2.8%   |
| Total            | 228   | 100.0% | 30,435     | 100.0% |

## **Totals By City**

| City                   | Firm | %      |
|------------------------|------|--------|
| Aliso Viejo            | 140  | 6.9%   |
| Capistrano Beach       | 9    | 0.4%   |
| Dana Point             | 88   | 4.3%   |
| Foothill Ranch         | 47   | 2.3%   |
| Laguna Beach           | 101  | 4.9%   |
| Laguna Hills           | 355  | 17.5%  |
| Laguna Niguel          | 180  | 8.8%   |
| Lake Forest            | 38   | 1.8%   |
| Mission Viejo          | 372  | 8%     |
| Rancho Santa Margarita | 89   | 8.8%   |
| San Clemente           | 234  | 11.5%  |
| San Juan Capistrano    | 139  | 6.8%   |
| Trabuco Canyon         | 21   | 1.0%   |
| Total                  | 228  | 100.0% |

Source: Inside Prospects, Inc. (http://www.insideprospectsinc.com), 2014.

#### **Information Communication Technology**

Advances in Information Communication Technology affect most businesses and individuals. While Communication formerly was measured as its own sector, it relies on technologies and workforce characteristics similar to those of Information Technology. Therefore, most reports combine the two sectors.

Employment in this sector includes Information Services and Support, Software Services and Support, and Software and Systems Development.

One of the areas with the highest number of job openings is office assistant and information processing technicians. Specific duties vary; however, the workforce is expected to be computer literate and capable of using standard office applications such as Microsoft Office or similar applications. Because of advances in technologies, these workers have diversified their job duties to include research, training, and other responsibilities that once were the functions of more highly paid, educated professionals. Growing industries, such as healthcare and technical services, will generate many technology-based jobs.

According to the Orange County Workforce Indicators Report 2013-2014, the average ICT salary is \$83,078. This average salary is about \$28,000 higher than the average salary of all of the other industry sectors. Software Services and Support workers include system developers and programmers. Entry-level positions typically require a minimum of a bachelor's degree, but many workers in this area attend community and technical colleges to retrain and update technology skills.

#### South Orange County Information Communication Technology Firms by Size and Type

| Employees/Firm   | Firms | %      | Employment | %      |
|------------------|-------|--------|------------|--------|
| 1-4              | 319   | 57.0%  | 724        | 7.8%   |
| 5-9              | 96    | 17.0%  | 616        | 6.7%   |
| 10-19            | 74    | 13.2%  | 955        | 10.3%  |
| 20-49            | 45    | 8.0%   | 1,265      | 13.7%  |
| 50-99            | 13    | 2.3%   | 842        | 9.1%   |
| 100-249          | 9     | 1.6%   | 1,219      | 13.2%  |
| 250-499          | 0     | 0.0%   | 0          | 0.0%   |
| 500+             | 4     | 0.7%   | 3,634      | 39.3%  |
| Total            | 560   | 100.0% | 9,255      | 100.0% |
| Site Type        | Firms | 0/0    | Employment | 0/0    |
| Single locations | 465   | 83.0%  | 2,388      | 25.8%  |
| Headquarters     | 48    | 8.6%   | 3,509      | 37.9%  |
| Franchises       | 0     | 0.0%   | 0          | 0.0%   |
| Divisions        | 7     | 1.3%   | 895        | 9.7%   |
| Branches         | 40    | 7.1%   | 1,850      | 20.0%  |
| Total            | 560   | 100.0% | 9,255      | 100.0% |

#### **Totals By City**

| City                   | Firm | %      |
|------------------------|------|--------|
| Aliso Viejo            | 71   | 12.7%  |
| Capistrano Beach       | 5    | 0.8%   |
| Dana Point             | 24   | 4.3%   |
| Foothill Ranch         | 19   | 3.4%   |
| Ladera Ranch           | 9    | 1.6%   |
| Laguna Beach           | 18   | 3.2%   |
| Laguna Hills           | 63   | 11.3%  |
| Laguna Niguel          | 48   | 8.6%   |
| Lake Forest            | 90   | 16.1%  |
| Mission Viejo          | 77   | 13.8%  |
| Rancho Santa Margarita | 42   | 7.5%   |
| San Clemente           | 55   | 9.8%   |
| San Juan Capistrano    | 29   | 5.2%   |
| Trabuco Canyon         | 10   | 1.8%   |
| Total                  | 560  | 100.0% |

Source: Inside Prospects, Inc. (http://www.insideprospectsinc.com), 2014.

#### Real Estate

South Orange County has been known for its real estate. New home construction has been growing for the last three years and sales have been brisk in spite of an economic recession. According to the Orange County Register, Orange County has a shortfall of 30,000 to 60,000 housing units while home values continue to rise. While developers are building new homes, the high cost of land, construction and plan approvals have boosted the average cost of new homes in excess of \$822,000. The median price for existing Orange County homes is \$562,000. The South Orange County market has maintained higher values than the majority of the county.

Construction is one of the key indicators for economic growth. The Associated General Contractors of America reported Orange County as the third largest region in the creation of new construction jobs. According to the State of California Employment Development Department, construction jobs have been increased approximately 9 percent this year, which is the highest increase in five years. Specialty trade workers have been particularly scarce; approximately 86 percent of the new jobs are specialty construction jobs, such as electricians, carpenters, plumbers and other trades.

Real Estate sector employment is expected to grow over the next ten years and will be driven by

- 1. Population and job growth
- 2. Demand for residential and rental housing
- 3. Demand for commercial space
- 4. Demand for nursing homes and healthcare facilities
- 5. Demand to maintain and update existing structures and related infrastructure

Real estate sales will generate demand for licensed and certified real estate personnel, although this workforce fluctuates as the real estate market changes.

## South Orange County Real Estate Firms by Size and Type

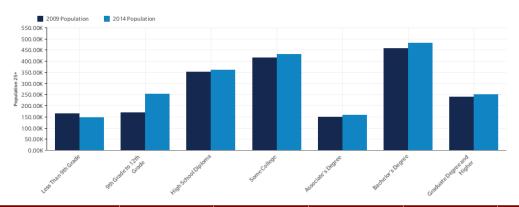
| Employees/Firm   | Firms | 0/0    | Employment | 0/0    |
|------------------|-------|--------|------------|--------|
| 1-4              | 517   | 680%   | 1,176      | 17.8%  |
| 5-9              | 112   | 14.7%  | 694        | 10.5%  |
| 10-19            | 61    | 8.0%   | 765        | 11.6%  |
| 20-49            | 38    | 5.0%   | 1,131      | 17.2%  |
| 50-99            | 25    | 3.2%   | 1,783      | 27.1%  |
| 100-249          | 7     | 0.9%   | 1,026      | 15.6%  |
| 250-499          | 0     | 0.0%   | 0          | 0.0%   |
| 500+             | 0     | 0.0%   | 0          | 0.0%   |
| Total            | 760   | 100.0% | 6,575      | 100.0% |
| Site Type        | Firms | 0/0    | Employment | 0/0    |
| Single locations | 657   | 86.4%  | 3,245      | 49.3%  |
| Headquarters     | 19    | 2.5%   | 730        | 11.1%  |
| Franchises       | 31    | 4.0%   | 1,716      | 26.0%  |
| Divisions        | 2     | 0.2%   | 45         | 0.6%   |
| Branches         | 51    | 6.7%   | 839        | 12.7%  |
| Total            | 760   | 100.0% | 9,255      | 100.0% |

## **Totals By City**

| City                   | Firm | %      |
|------------------------|------|--------|
| Aliso Viejo            | 47   | 6.1%   |
| Capistrano Beach       | 15   | 1.9%   |
| Dana Point             | 70   | 9.2%   |
| Foothill Ranch         | 10   | 1.3%   |
| Laguna Beach           | 71   | 9.3%   |
| Laguna Hills           | 58   | 7.6%   |
| Laguna Niguel          | 86   | 11.3%  |
| Laguna Woods           | 14   | 1.8%   |
| Lake Forest            | 62   | 8.1%   |
| Mission Viejo          | 99   | 13.0%  |
| Rancho Santa Margarita | 32   | 4.2%   |
| San Clemente           | 102  | 13.4%  |
| San Juan Capistrano    | 55   | 7.2%   |
| Trabuco Canyon         | 20   | 2.6%   |
| Total                  | 760  | 100.0% |

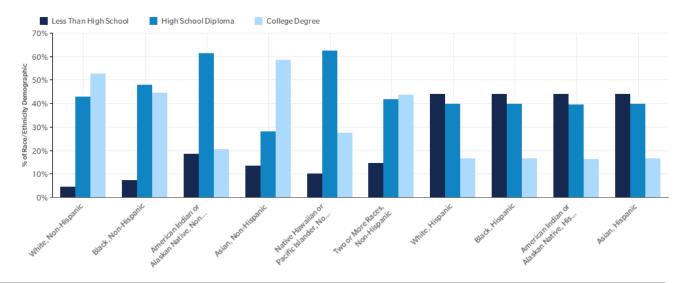
Source: Inside Prospects, Inc. (http://www.insideprospectsinc.com), 2014.

# Orange County Educational Attainment



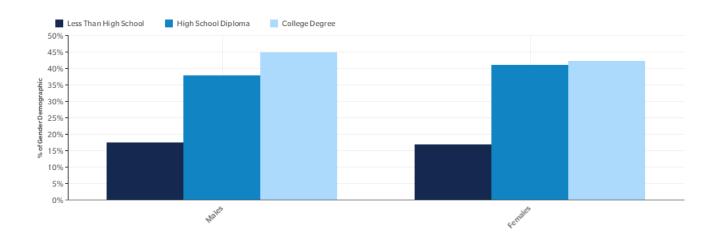
| Education Level            | 2009<br>Population | 2014<br>Population | 2009 % of<br>Population | 2009 State %<br>Population | 2009 Nat. %<br>Population |
|----------------------------|--------------------|--------------------|-------------------------|----------------------------|---------------------------|
| Less Than 9th Grade        | 164,411            | 146,815            | 8%                      | 10%                        | 6%                        |
| 9th Grade to 12th Grade    | 169,929            | 252,518            | 9%                      | 9%                         | 9%                        |
| High School Diploma        | 351,635            | 360,416            | 18%                     | 21%                        | 29%                       |
| Some College               | 415,870            | 430,197            | 21%                     | 22%                        | 21%                       |
| Associate's Degree         | 149,898            | 157,590            | 8%                      | 8%                         | 8%                        |
| Bachelor's Degree          | 458,451            | 482,725            | 24%                     | 19%                        | 18%                       |
| Graduate Degree and Higher | 239,411            | 249,784            | 12%                     | 11%                        | 10%                       |
| Total                      | 1,949,604          | 2,080,045          | 100%                    | 100%                       | 100%                      |

Source: QCEW Employees, Non-QCEW Employees, Self-Employed & Extended Proprietors - EMSI 2014.3 Class of Worker



| Race/Ethnicity                                       | 2009<br>Population | 2014<br>Population | 2009 Less<br>Than High<br>School | 2009 High<br>School<br>Diploma | 2009 College<br>Degree |
|------------------------------------------------------|--------------------|--------------------|----------------------------------|--------------------------------|------------------------|
| White, Non-Hispanic                                  | 990,535            | 980,472            | 44,514                           | 424,139                        | 521,882                |
| Black, Non-Hispanic                                  | 29,610             | 33,272             | 2,196                            | 14,217                         | 13,197                 |
| American Indian or Alaskan<br>Native, Non-Hispanic   | 4,509              | 4,511              | 833                              | 2,759                          | 917                    |
| Asian, Non-Hispanic                                  | 361,231            | 420,019            | 49,033                           | 101,174                        | 211,024                |
| Native Hawaiian or Pacific<br>Islander, Non-Hispanic | 5,281              | 5,910              | 531                              | 3,294                          | 1,456                  |
| Two or More Races, Non-<br>Hispanic                  | 28,120             | 33,825             | 4,075                            | 11,751                         | 12,294                 |
| White, Hispanic                                      | 493,718            | 554,139            | 217,070                          | 195,664                        | 80,984                 |
| Black, Hispanic                                      | 6,716              | 8,462              | 2,950                            | 2,662                          | 1,103                  |
| American Indian or Alaskan<br>Native, Hispanic       | 13,880             | 17,483             | 6,116                            | 5,496                          | 2,268                  |
| Asian, Hispanic                                      | 6,103              | 8,095              | 2,677                            | 2,421                          | 1,005                  |
| Native Hawaiian or Pacific<br>Islander, Hispanic     | 1,348              | 1,795              | 592                              | 535                            | 222                    |
| Two or More Races, Hispanic                          | 8,553              | 12,062             | 3,752                            | 3,393                          | 1,408                  |
| Total                                                | 1,949,604          | 2,080,045          | 334,340                          | 767,504                        | 847,760                |

Source: QCEW Employees, Non-QCEW Employees, Self-Employeed & Extended Proprietors - EMSI 2014.3 Class of Worker



| Gender  | 2009<br>Population | 2014<br>Population | 2009 Less<br>Than High<br>School | 2009 High<br>School<br>Diploma | 2009 College<br>Degree |
|---------|--------------------|--------------------|----------------------------------|--------------------------------|------------------------|
| Males   | 945,171            | 1,008,813          | 165,242                          | 356,625                        | 423,303                |
| Females | 1,004,434          | 1,071,232          | 169,097                          | 410,880                        | 424,457                |
| Total   | 1,949,604          | 2,080,045          | 334,340                          | 767,504                        | 847,760                |

Source: QCEW Employees, Non-QCEW Employees, Self-Employeed & Extended Proprietors - EMSI 2014.3 Class of Worker

## Saddleback College

#### Career Technical Education Degree and Certificate Programs

Career Technical Education (CTE) programs offer a sequence of courses directly related to high demand skills needed to gain employment in current or emerging occupations. Students can earn a Saddleback College (SC) certificate or occupational skills award preparing them for an entry-level position in less than 1 year and up to 2 years. All SC programs are fully accredited with classes offered during the day, at night and online.

| Program                                  | Associate's<br>Degree | Certificate of Achievement | Occupational<br>Skills Award |
|------------------------------------------|-----------------------|----------------------------|------------------------------|
| Accounting                               | ✓                     | <b>√</b>                   |                              |
| Tax Preparation                          | ✓                     | ✓                          |                              |
| Computerized Accounting Specialist       | ✓                     | ✓                          |                              |
| Tax Preparation Specialist               | ✓                     | ✓                          |                              |
| Administrative Assistant                 | ✓                     | ✓                          |                              |
| American Sign Language Interpreter       | ✓                     | ✓                          |                              |
| Architectural Drafting                   | ✓                     | ✓                          |                              |
| Automotive Technology                    |                       |                            |                              |
| Alternative Fuel Vehicle Specialist      | ✓                     | ✓                          |                              |
| Automotive Chassis Specialist            | ✓                     | ✓                          |                              |
| Automotive Engine Performance Specialist | ✓                     | ✓                          |                              |
| Automotive Engine Service Specialist     | ✓                     | ✓                          |                              |
| General Automotive Technician            | ✓                     | ✓                          |                              |
| Business                                 |                       |                            |                              |
| Business Administration                  | ✓                     |                            |                              |
| Business Leadership                      | ✓                     | ✓                          |                              |
| Business Management                      | ✓                     |                            |                              |
| Entrepreneurship                         | ✓                     | ✓                          | ✓                            |
| Global Business                          | ✓                     | ✓                          |                              |
| Marketing                                | ✓                     | ✓                          |                              |
| Professional Retailing                   | ✓                     | ✓                          |                              |
| Retail Management                        | ✓                     | ✓                          |                              |
| Human Resource Management                |                       |                            | ✓                            |
| Project Management                       |                       |                            | ✓                            |
| Child Development                        |                       |                            |                              |
| Associate Teacher                        |                       |                            | ✓                            |
| Early Childhood Education                | Т                     |                            |                              |
| Early Childhood Teacher                  | ✓                     | ✓                          |                              |
| Infant Toddler Teacher                   | ✓                     | ✓                          |                              |
| Master Teacher                           | ✓                     | ✓                          |                              |
| School Age Care and Recreation           | ✓                     | ✓                          |                              |
| Site Supervisor                          | ✓                     | ✓                          |                              |
| Cinema/Television/Radio                  |                       |                            |                              |
| Cinema                                   | ✓                     | ✓                          | ✓                            |
| CTVR-Critical Studies                    | ✓                     | ✓                          | ✓                            |
| Post Production                          | ✓                     | ✓                          | ✓                            |
| Radio                                    | ✓                     | ✓                          | ✓                            |
| Screen Acting and Voice Performance      | ✓                     | ✓                          | ✓                            |
| Television                               | ✓                     | ✓                          | ✓                            |

| Computer Information Management                   |          |          |          |
|---------------------------------------------------|----------|----------|----------|
| Applications Developer                            | <b>√</b> | <b>√</b> |          |
| E-Commerce Specialist                             | •        | ,        |          |
| E-Commerce specialist                             | ✓        | ·        |          |
| Network Administrator                             | <b>√</b> | <b>√</b> |          |
| Software Specialist                               | ✓        | <b>√</b> |          |
| Web Designer                                      | <b>√</b> | <b>√</b> |          |
| Webmaster                                         |          | <b>√</b> |          |
| Information Security: Security                    | ·        |          | <b>√</b> |
| Office and Computer Skill                         |          |          | <b>√</b> |
| Computer Maintenance Technology                   | <b>√</b> | <b>√</b> |          |
| Computer Science                                  | <b>√</b> |          |          |
| Construction Inspection                           | <b>√</b> | <b>√</b> |          |
| Consumer Services                                 | <b>√</b> | <b>√</b> |          |
| Cosmetology                                       |          |          |          |
| Cosmetician                                       |          |          | <b>√</b> |
| Culinary Arts                                     |          |          |          |
| Catering                                          | ✓        | <b>✓</b> |          |
| Culinary Arts                                     | <u> </u> | <b>√</b> |          |
| Food Service                                      | <b>√</b> | <b>√</b> |          |
| Drafting                                          |          | <b>√</b> |          |
| Ecological Restoration                            | ·        | <b>√</b> |          |
| Electronic Technology                             |          |          |          |
| Analog and Digital Circuit Electronic Technology  | <b>√</b> | <b>√</b> |          |
| Digital Electronic Technology                     | <u> </u> | <b>√</b> |          |
| General Electronic Technology                     |          | <b>√</b> |          |
| Basic Analog and Digital Electronics              | <u> </u> | <u> </u> | <b>√</b> |
| Emergency Medical Technology                      |          |          | <i>,</i> |
| Engineering                                       | <b>√</b> |          | ,        |
| Environmental Studies                             |          |          |          |
| Sustainable Studies                               | ·        |          | <b>√</b> |
| Family & Consumer Sciences                        | <b>√</b> | <b>√</b> |          |
| Fashion Design                                    |          |          |          |
| Fashion Design                                    |          |          |          |
| Advanced Fashion Design and Apparel Manufacturing | ✓        | <b>√</b> |          |
| Accessory Design                                  |          |          | <b>√</b> |
| Basic Costume Construction and Sourcing           |          |          | <b>√</b> |
| Fashion Technology                                |          |          | <b>√</b> |
| Sustainable Fashion and Social Entrepreneurship   |          |          | <b>√</b> |
| Fashion Merchandising                             |          |          |          |
| Fashion Merchandising                             | <b>√</b> | <b>√</b> |          |
| Visual Fashion Merchandising                      | ✓        | <b>√</b> |          |
| Event Planner                                     |          |          | ✓        |
| Fashion Stylist                                   |          |          | ✓        |
| Geography                                         | T        |          | 1        |
| Gerontology                                       |          | <b>√</b> | 1        |
| Graphics                                          |          |          | 1        |
| Computer Graphics                                 | ✓        | <b>√</b> |          |
| Graphic Communications                            | ✓        | <b>√</b> |          |
| Graphic Design                                    | ✓        | <b>√</b> |          |
| Illustration/Animation                            | ✓        | <b>√</b> |          |
| Health Information Technology                     | <b>√</b> | <b>√</b> |          |
| Horticulture                                      | <b>√</b> | <b>√</b> |          |
| General Horticulture                              |          |          | <b>√</b> |
| Plant Identification                              |          |          | <b>√</b> |
|                                                   |          | 1        | 1        |

| Human Services                                    |          |          |          |
|---------------------------------------------------|----------|----------|----------|
| Alcohol and Drug Studies                          | ✓        | ✓        |          |
| Community-Based Corrections                       | <b>√</b> | ✓        |          |
| Human Service Generalist                          | <b>√</b> | ✓        |          |
| Mental Health Worker                              | <b>√</b> | <b>√</b> |          |
| Interior Design                                   |          |          |          |
| Interior Design Assistant                         |          | <b>√</b> |          |
| Interior Design Professional                      | <b>√</b> | <b>√</b> |          |
| Interiors Merchandising                           |          | <b>√</b> |          |
| Journalism                                        | <b>√</b> | ✓        |          |
| Kinesiology                                       | <b>√</b> |          |          |
| Athletic Training                                 |          |          | <b>√</b> |
| Coaching                                          |          |          | <b>√</b> |
| Recreation Administrator                          |          |          | <b>√</b> |
| Landscape Design                                  | <b>√</b> | <b>√</b> |          |
| General Landscape Design                          |          |          | <b>√</b> |
| Marine Science Technology                         |          |          |          |
| Marine Science                                    | <b>√</b> |          |          |
| Marine Science Technician                         | <b>√</b> | <b>√</b> |          |
| Seamanship                                        | <b>√</b> | <b>√</b> |          |
| Medical Assistant                                 |          |          |          |
| Administrative Medical Assistant                  | <b>√</b> | <b>√</b> |          |
| Clinical Medical Assistant                        | <b>√</b> | <b>√</b> |          |
| Comprehensive Medical Assistant                   | <b>√</b> | <b>√</b> |          |
| Medical Insurance Coding                          |          |          | <b>√</b> |
| Medical Laboratory Technician                     | ✓        | ✓        |          |
| Nursing                                           |          |          |          |
| Registered Nurse                                  | <b>√</b> | <b>√</b> |          |
| Licensed Vocational Nurse to Registered Nurse     | <b>√</b> |          |          |
| Licensed Vocational Nurse to RN (30 Units)        |          | <b>√</b> |          |
| Nutrition                                         | <b>√</b> | <b>√</b> |          |
| Paramedic                                         | ✓        | ✓        |          |
| Phlebotomist/Laboratory Assistant                 |          |          | ✓        |
| Political Science                                 | ✓        |          |          |
| Rapid Digital Manufacturing                       | <b>√</b> | ✓        |          |
| Real Estate                                       |          |          |          |
| Real Estate Appraisal                             | ✓        | ✓        |          |
| Real Estate Escrow                                | <b>√</b> | ✓        |          |
| Real Estate Sales/Broker                          | ✓        | <b>✓</b> |          |
| Theatre Arts Performance and Acting               | ✓        |          |          |
| Theatre Arts Entertainment and Theatre Technology |          | ✓        |          |
| Scenic Art and Painting                           |          |          | <b>√</b> |
| Theatre Arts Technical Theatre                    | ✓        |          |          |
| Travel & Tourism                                  | <b>√</b> | <b>√</b> |          |

CA: Certificate of Achievement Vocational Program or other area approved by the State System Office (18 or more units)

OSA: Occupational Skills Award - Vocational program (6-17.9 units)

# South Orange County City and Community Profiles 2014

Provided by Orange County Workforce Investment Board

The following reports use data from the following sources:

Orange County Workforce Investment Board 2013-2018 Comprehensive Economic Development Strategy

U.S. Census Bureau, 2007-2011 American Community Survey

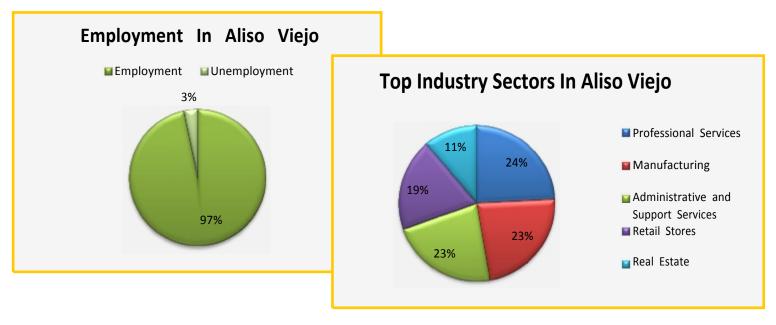
Employment Development Department, State of California January 2013

National Establishment Time Series Database (Dun and Bradstreet)

EMSI occupation employment data

## **CITY OF ALISO VIEJO PROFILE**

- ✓ Aliso Viejo has a population of 47,823 and contributes 28,500 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Aliso Viejo is 1,685



#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN ALISO VIEJO

| Company                   | Sales Amount  | # of Employees |
|---------------------------|---------------|----------------|
| UPS Customer Ctr          | \$343,342,000 | 1,000          |
| Fluor Enterprises Inc     | \$224,570,000 | 1,000          |
| Dell Software Inc         | Not Reported  | 600            |
| First Service Residential | \$143,750,000 | 600            |
| Orange County Sheriff     | Not Reported  | 450            |

#### GROWING/DECLINING OCCUPATIONS IN ALISO VIEJO

| Occupations                       | Change in Jobs (2014-2019) |
|-----------------------------------|----------------------------|
| Physical Therapists               | 109                        |
| Software Developers, Applications | 55                         |
| Physical Therapist Assistants     | 55                         |
| Construction Laborers             | (10)                       |
| Real Estate Sales Agents          | (11)                       |
| Carpenters                        | (24)                       |

#### GROWING/DECLINING INDUSTRIES IN ALISO VIEJO

| Industries                                                                | Change in Jobs |
|---------------------------------------------------------------------------|----------------|
| Tradition 1                                                               | (2014-2019)    |
| Offices of Physical, Occupational and Speech Therapists, and Audiologists | 519            |
| Other Scientific and Technical Consulting Services                        | 278            |
| Computer Systems Design Services                                          | 157            |
| Direct Property and Casualty Insurance Carriers                           | (55)           |
| Corporate, Subsidiary, and Regional Managing Offices                      | (78)           |
| New Single-Family Housing Construction (except Operative Builders)        | (101)          |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Aliso Viejo rank of 10<sup>th</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 20      |
| Housing as a Percentage of Total OC Housing | 12      |
| Jobs-to-Housing Ratio                       | 10      |
| Change in Housing Density                   | 8       |

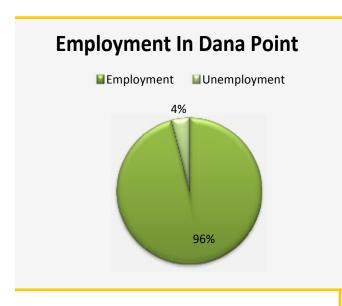
# **Census Block Data**

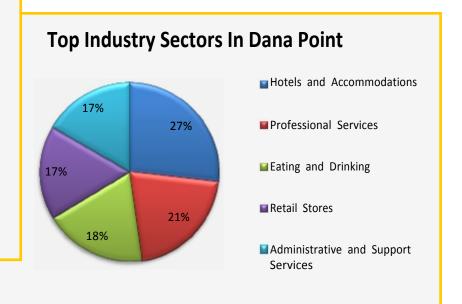
| POPULATION                      |            |          |          |                 |
|---------------------------------|------------|----------|----------|-----------------|
| Population                      | 47,823     |          |          |                 |
| Population Density              | 6,400.43/s | sq mi    |          |                 |
| Male:                           | 23,019 (48 | 8.13%)   | Females: | 24,804 (51.87%) |
| Median Age                      | 37.20 year | rs old   |          |                 |
| INCOME                          |            |          |          |                 |
| Median Household Incom          | ne         |          | \$98,515 |                 |
| Median Individual Worker Income |            | \$54,354 |          |                 |
| ETHNICITY                       |            |          |          |                 |
| White                           | 34,437     | (72.01%) |          |                 |
| Black                           | 967        | (2.02%)  |          |                 |
| Hispanic                        | 8,164      | (17.07%) |          |                 |
| Asian                           | 6,996      | (14.63%) |          |                 |
| Native                          | 240        | (0.50%)  |          |                 |
| One Race, Other                 | 2 116      | (5.11%)  |          |                 |
|                                 | 2,446      | (3.11/0) |          |                 |

| EDUCATION                                                            |                                                   |                |        |
|----------------------------------------------------------------------|---------------------------------------------------|----------------|--------|
| Education for the 25 Years and Over                                  |                                                   |                |        |
| Less Than High School                                                | 1,676                                             | 5.25%          |        |
| High School Graduate                                                 | 3,918                                             | 12.27%         |        |
| Some College or Associate Degree                                     | 8,774                                             | 27.49%         |        |
| Bachelor Degree                                                      | 12,369                                            | 38.75%         |        |
| Master, Doctorate, or Professional Degree                            | 5,184                                             | 16.24%         |        |
| EMPLOYMENT                                                           |                                                   |                |        |
| Male, Civilian, Unemployed                                           |                                                   | 948            | 6.36%  |
| Female, Civilian, Unemployed                                         |                                                   | 1,076          | 7.70%  |
| Out and the second                                                   |                                                   |                |        |
| Occupations Males                                                    |                                                   |                |        |
|                                                                      | nnc .                                             | 7,701          | 55.13% |
| Management, Professional, and Related Occupation Service Occupations | ) IIS                                             | 1,233          | 8.83%  |
| Sales and Office Occupations                                         |                                                   | 1,233<br>3,490 | 24.99% |
| Farming, Fishing, and Forestry Occupations                           | 0                                                 | 0.00%          |        |
| Construction, Extraction, Maintenance, and Repair                    | 367                                               | 2.63%          |        |
| Production, Transportation, and Material Moving Occupations          |                                                   | 755            | 5.41%  |
| · · · · · · · · · · · · · · · · · · ·                                | •                                                 |                |        |
| Females                                                              |                                                   | 6,598          |        |
|                                                                      | Management, Professional, and Related Occupations |                | 51.18% |
| Service Occupations                                                  |                                                   | 1,758          | 13.64% |
| Sales and Office Occupations                                         | 4,236                                             | 32.86%         |        |
| Farming, Fishing, and Forestry Occupations                           |                                                   | 23             | 0.18%  |
| Construction, Extraction, Maintenance, and Repair Occupations        |                                                   | 0              | 0.00%  |
| Production, Transportation, and Material Moving                      | 249                                               | 1.93%          |        |
|                                                                      |                                                   |                |        |
| HOME VALUES                                                          |                                                   |                |        |
| Median Value of Owner Occupied Houses                                |                                                   | \$474,100      |        |

## **CITY OF DANA POINT PROFILE**

- ✓ Dana Point has a population of 33,351 and contributes 22,600 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Dana Point is 1,452





#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN DANA POINT

| Company                        | Sales Amount | # of Employees |
|--------------------------------|--------------|----------------|
| Ritz Carlton-Laguna Niguel     | \$49,000,000 | 970            |
| St Regis Monarch Beach         | \$89,433,000 | 800            |
| Marriott-Laguna Cliffs Resort  | \$15,190,000 | 250            |
| Dana Hills High School         | Not Reported | 200            |
| Harpoon Henry's Seafood Rstrnt | \$6,000,000  | 150            |

#### **GROWING/DECLINING OCCUPATIONS IN DANA POINT**

| Occupations                                                                  | Change in Jobs |
|------------------------------------------------------------------------------|----------------|
|                                                                              | (2014-2019)    |
| Waiters and Waitresses (35-3031)                                             | 85             |
| Maids and Housekeeping Cleaners (37-2012)                                    | 85             |
| Combined Food Preparation and Serving Workers, Including Fast Food (35-3021) | 57             |
| Cleaners of Vehicles and Equipment (53-7061)                                 | (5)            |
| Carpenters (47-2031)                                                         | (7)            |
| Farmworkers and Laborers, Crop, Nursery, and Greenhouse (45-2092)            | (8)            |

#### **GROWING/DECLINING INDUSTRIES IN DANA POINT**

| Industries                                                                  | Change in Jobs |
|-----------------------------------------------------------------------------|----------------|
| industries .                                                                | (2014-2019)    |
| Hotels (except Casino Hotels) and Motels (721110)                           | 214            |
| Full-Service Restaurants (722110)                                           | 193            |
| Other Scientific and Technical Consulting Services (541690)                 | 110            |
| Crop Production (111000)                                                    | (16)           |
| Professional Employer Organizations (561330)                                | (32)           |
| New Single-Family Housing Construction (except Operative Builders) (236115) | (33)           |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Dana Point rank of 9<sup>th</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 22      |
| Housing as a Percentage of Total OC Housing | 13      |
| Jobs-to-Housing Ratio                       | 6       |
| Change in Housing Density                   | 7       |

## **Census Block Data**

| POPULATION                      |              |          |          |                 |
|---------------------------------|--------------|----------|----------|-----------------|
| Population                      | 33,351       |          |          |                 |
| Population Density              | 1,131.14/sq  | mi       |          |                 |
| Male:                           | 16,520 (49.5 | 3%)      | Females: | 16,831 (50.47%) |
| Median Age                      | 44.80 years  | old      |          |                 |
|                                 |              |          |          |                 |
| INCOME                          |              |          |          |                 |
| Median Household Income         |              |          | \$80,938 |                 |
| Median Individual Worker Income |              |          | \$51,229 |                 |
|                                 |              |          |          |                 |
| ETHNICITY                       |              |          |          |                 |
| White                           | 28,701       | (86.06%) |          |                 |
| Black                           | 294          | (0.88%)  |          |                 |
| Hispanic                        | 5,662        | (16.98%) |          |                 |
| Asian                           | 1,064        | (3.19%)  |          |                 |
| Native                          | 266          | (0.80%)  |          |                 |
| One Race, Other                 | 1,952        | (5.85%)  |          |                 |
| Two or More Races               | 1,074        | (3.22%)  |          |                 |

| EDUCATION                                                                                 |                                                          |                |                |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------|----------------|----------------|
| Education for the 25 Years and Over                                                       |                                                          |                |                |
| Less Than High School                                                                     | 1,246                                                    | 5.02%          |                |
| High School Graduate                                                                      | 3,835                                                    | 15.46%         |                |
| Some College or Associate Degree                                                          | 8,524                                                    | 34.36%         |                |
| Bachelor Degree                                                                           | 7,194                                                    | 29.00%         |                |
| Master, Doctorate, or Professional Degree                                                 | 4,012                                                    | 16.17%         |                |
| EMPLOYMENT                                                                                |                                                          |                |                |
| Male, Civilian, Unemployed                                                                |                                                          | 558            | 5.15%          |
| Female, Civilian, Unemployed                                                              |                                                          | 939            | 11.57%         |
|                                                                                           |                                                          |                |                |
| Occupations                                                                               |                                                          |                |                |
| Males                                                                                     |                                                          | 4.507          | 44.740/        |
| Management, Professional, and Related Occupation                                          | ons                                                      | 4,597<br>1,699 | 44.71%         |
| Service Occupations                                                                       |                                                          |                | 16.52%         |
| Sales and Office Occupations                                                              |                                                          |                | 21.18%         |
| Farming, Fishing, and Forestry Occupations  Construction Extraction Maintenance and Renai | n, Maintenance, and Repair Occupations                   |                | 0.42%<br>7.86% |
| •                                                                                         | tation, and Material Moving Occupations                  |                | 7.23%          |
| Production, Transportation, and Material Moving                                           | duction, transportation, and material moving occupations |                | 7.23%          |
| Females                                                                                   |                                                          |                |                |
| Management, Professional, and Related Occupation                                          | ons                                                      | 3,056          | 42.57%         |
| Service Occupations                                                                       |                                                          | 1,477          | 20.58%         |
| Sales and Office Occupations                                                              | Sales and Office Occupations                             |                | 34.19%         |
| Farming, Fishing, and Forestry Occupations                                                |                                                          | 0              | 0.00%          |
| Construction, Extraction, Maintenance, and Repair Occupations                             |                                                          | 0              | 0.00%          |
| roduction, Transportation, and Material Moving Occupations                                |                                                          | 178            | 2.48%          |
|                                                                                           |                                                          |                |                |
| HOME VALUES                                                                               |                                                          |                |                |
| Median Value of Owner Occupied Houses                                                     |                                                          | \$732,900      |                |

## **CITY OF LAGUNA BEACH**

- ✓ Laguna Beach has a population of 22,723 and contributes 16,500 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Laguna Beach is 2,389





#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN LAGUNA BEACH

| Company                       | Sales Amount  | # of Employees |
|-------------------------------|---------------|----------------|
| Montage Laguna Beach          | \$111,792,000 | 1,000          |
| Mission Hospital Laguna Beach | Not Reported  | 565            |
| Aquaterra Spa                 | \$16,534,000  | 300            |
| Surf And Sand Resort          | \$27,948,000  | 250            |
| Laguna Beach City             | Not Reported  | 200            |

#### GROWING/DECLINING OCCUPATIONS IN LAGUNA BEACH

| Occupations                                                   | Change in Jobs |
|---------------------------------------------------------------|----------------|
| Occupations                                                   | (2014-2019)    |
| Maids and Housekeeping Cleaners (37-2012)                     | 106            |
| Waiters and Waitresses (35-3031)                              | 92             |
| Cooks, Restaurant (35-2014)                                   | 54             |
| Musicians and Singers (27-2042)                               | (9)            |
| First-Line Supervisors of Retail Sales Workers (41-1011)      | (9)            |
| Packaging and Filling Machine Operators and Tenders (51-9111) | (10)           |

#### GROWING/DECLINING INDUSTRIES IN LAGUNA BEACH

| Industries                                                                  | Change in Jobs |
|-----------------------------------------------------------------------------|----------------|
| The doctries                                                                | (2014-2019)    |
| Hotels (except Casino Hotels) and Motels (721110)                           | 288            |
| Full-Service Restaurants (722110)                                           | 200            |
| Private Households (814110)                                                 | 57             |
| Art Dealers (453920)                                                        | (31)           |
| New Single-Family Housing Construction (except Operative Builders) (236115) | (47)           |
| Frozen Specialty Food Manufacturing (311412)                                | (56)           |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Laguna Beach rank of 31<sup>st</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 23      |
| Housing as a Percentage of Total OC Housing | 31      |
| Jobs-to-Housing Ratio                       | 31      |
| Change in Housing Density                   | 32      |

## **Census Block Data**

| PN | PL | ILAT | ION |
|----|----|------|-----|
|    |    |      | -   |

Population 22,723

Population Density 2,313.80/sq mi

Male: 11,398 (50.16%) Females: 11,325 (49.84%)

Median Age 48.30 years old

#### **INCOME**

Median Household Income \$95,020 Median Individual Worker Income \$56,594

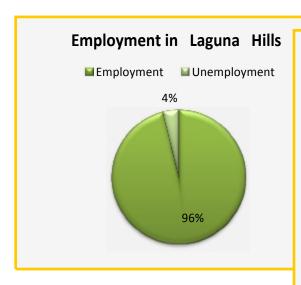
#### **ETHNICITY**

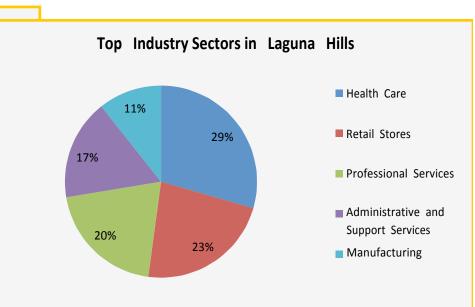
| White             | 20,645 | (90.86%) |
|-------------------|--------|----------|
| Black             | 178    | (0.78%)  |
| Hispanic          | 1,650  | (7.26%)  |
| Asian             | 811    | (3.57%)  |
| Native            | 76     | (0.33%)  |
| One Race, Other   | 350    | (1.54%)  |
| Two or More Races | 663    | (2.92%)  |

| EDUCATION                                                                                    |                                                           |              |                 |
|----------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------|-----------------|
| Education for the 25 Years and Over                                                          |                                                           |              |                 |
| Less Than High School                                                                        | 412                                                       | 2.25%        |                 |
| High School Graduate                                                                         | 1,313                                                     | 7.16%        |                 |
| Some College or Associate Degree                                                             | 4,758                                                     | 25.93%       |                 |
| Bachelor Degree                                                                              | 7,007                                                     | 38.19%       |                 |
| Master, Doctorate, or Professional Degree                                                    | 4,859                                                     | 26.48%       |                 |
| EMPLOYMENT                                                                                   |                                                           |              |                 |
| Male, Civilian, Unemployed                                                                   |                                                           | 382          | 5.25%           |
| Female, Civilian, Unemployed                                                                 |                                                           | 443          | 7.72%           |
|                                                                                              |                                                           |              |                 |
| Occupations                                                                                  |                                                           |              |                 |
| Males                                                                                        |                                                           | 4 202        | C2 440/         |
| Management, Professional, and Related Occupation                                             | ons                                                       | 4,302        | 62.44%          |
| Service Occupations                                                                          |                                                           | 493<br>1,455 | 7.16%<br>21.12% |
| Sales and Office Occupations                                                                 | •                                                         |              | 0.48%           |
| Farming, Fishing, and Forestry Occupations  Construction, Extraction, Maintenance, and Renai | action, Maintenance, and Repair Occupations               |              | 3.53%           |
| •                                                                                            | portation, and Material Moving Occupations                |              | 4.11%           |
| Production, Transportation, and Waterial Woving                                              | sauction, Transportation, and Material Moving Occupations |              | 4.11/0          |
| Females                                                                                      |                                                           |              |                 |
| Management, Professional, and Related Occupation                                             | ons                                                       | 3,058        | 57.71%          |
| Service Occupations                                                                          |                                                           | 518          | 9.78%           |
| ales and Office Occupations                                                                  |                                                           | 1,595        | 30.10%          |
| arming, Fishing, and Forestry Occupations                                                    |                                                           | 0            | 0.00%           |
| Construction, Extraction, Maintenance, and Repair Occupations                                |                                                           | 11           | 0.21%           |
| oduction, Transportation, and Material Moving Occupations                                    |                                                           | 99           | 1.87%           |
|                                                                                              |                                                           |              |                 |
| HOME VALUES                                                                                  |                                                           |              |                 |
| Median Value of Owner Occupied Houses                                                        |                                                           | \$1,000,001  |                 |

## **CITY OF LAGUNA HILLS**

- ✓ Laguna Hills has a population of 30,344 and contributes 18,100 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Laguna Hills is 3,138





#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN LAGUNA HILLS

| Company                     | Sales Amount  | # of Employees |
|-----------------------------|---------------|----------------|
| Saddleback Memorial Medical | \$731,511,000 | 4000           |
| Ashley Crown Systems Inc    | Not Reported  | 350            |
| Macy's                      | \$70,990,000  | 300            |
| Allied Business Schools     | Not Reported  | 250            |
| JC Penney                   | \$59,158,000  | 250            |

#### **GROWING/DECLINING OCCUPATIONS IN LAGUNA HILLS**

| Occupations                                   | Change in Jobs |
|-----------------------------------------------|----------------|
|                                               | (2014-2019)    |
| Personal Care Aides (39-9021)                 | 105            |
| Registered Nurses (29-1141)                   | 95             |
| Home Health Aides (31-1011)                   | 75             |
| Drywall and Ceiling Tile Installers (47-2081) | (7)            |
| Military occupations (55-9999)                | (7)            |
| Loan Officers (13-2072)                       | (11)           |

## **GROWING/DECLINING INDUSTRIES IN LAGUNA HILLS**

| Industries                                                        | Change in Jobs |
|-------------------------------------------------------------------|----------------|
|                                                                   | (2014-2019)    |
| Full-Service Restaurants (722110)                                 | 199            |
| Residential Property Managers (531311)                            | 138            |
| Offices of Physicians (except Mental Health Specialists) (621111) | 134            |
| Savings Institutions (522120)                                     | (20)           |
| Real Estate Credit (522292)                                       | (34)           |
| Mortgage and Nonmortgage Loan Brokers (522310)                    | (50)           |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Laguna Hills rank of 22<sup>nd</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 14      |
| Housing as a Percentage of Total OC Housing | 22      |
| Jobs-to-Housing Ratio                       | 28      |
| Change in Housing Density                   | 20      |

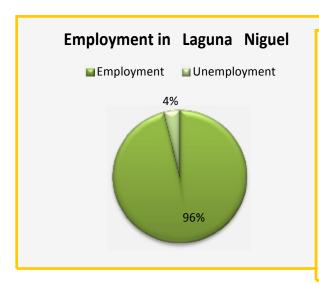
# **Census Block Data**

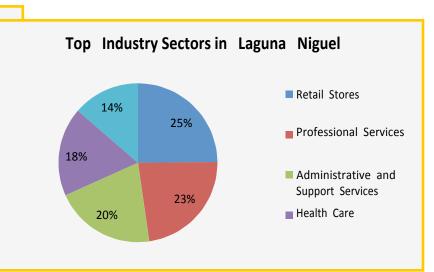
| POPULATION                  |             |          |          |                 |
|-----------------------------|-------------|----------|----------|-----------------|
| Population                  | 30,344      |          |          |                 |
| Population Density          | 4,532.37/sq | mi       |          |                 |
| Male:                       | 14,821 (48. | 84%)     | Females: | 15,523 (51.16%) |
| Median Age                  | 40.80 years | old      |          |                 |
|                             |             |          |          |                 |
| INCOME                      |             |          |          |                 |
| Median Household Income     |             |          | \$85,594 |                 |
| Median Individual Worker Ir | ncome       |          | \$40,046 |                 |
|                             |             |          |          |                 |
| ETHNICITY                   |             |          |          |                 |
| White                       | 22,045      | (72.65%) |          |                 |
| Black                       | 420         | (1.38%)  |          |                 |
| Hispanic                    | 6,242       | (20.57%) |          |                 |
| Asian                       | 3,829       | (12.62%) |          |                 |
| Native                      | 159         | (0.52%)  |          |                 |
| One Race, Other             | 2,470       | (8.14%)  |          |                 |
| Two or More Races           |             |          |          |                 |

| EDUCATION                                         |                                                               |                |        |
|---------------------------------------------------|---------------------------------------------------------------|----------------|--------|
| Education for the 25 Years and Over               |                                                               |                |        |
| Less Than High School                             | 1,750                                                         | 8.29%          |        |
| High School Graduate                              | 4,155                                                         | 19.68%         |        |
| Some College or Associate Degree                  | 6,174                                                         | 29.24%         |        |
| Bachelor Degree                                   | 5,917                                                         | 28.02%         |        |
| Master, Doctorate, or Professional Degree         | 3,119                                                         | 14.77%         |        |
| EMPLOYMENT                                        |                                                               |                |        |
| Male, Civilian, Unemployed                        |                                                               | 874            | 9.12%  |
| Female, Civilian, Unemployed                      |                                                               | 613            | 8.42%  |
|                                                   |                                                               |                |        |
| Occupations                                       |                                                               |                |        |
| Males                                             |                                                               |                |        |
| Management, Professional, and Related Occupation  | ons                                                           | 3,732<br>1,221 | 42.85% |
| Service Occupations                               | •                                                             |                | 14.02% |
| Sales and Office Occupations                      |                                                               | 1,959          | 22.49% |
| Farming, Fishing, and Forestry Occupations        |                                                               | 43             | 0.49%  |
| Construction, Extraction, Maintenance, and Repai  | •                                                             | 765            | 8.78%  |
| Production, Transportation, and Material Moving   | Occupations                                                   | 611            | 7.01%  |
| Females                                           |                                                               |                |        |
| Management, Professional, and Related Occupations |                                                               | 2,863          | 42.92% |
| Service Occupations                               |                                                               | 1,261          | 18.91% |
| Sales and Office Occupations                      | ales and Office Occupations                                   |                | 35.23% |
| Farming, Fishing, and Forestry Occupations        | arming, Fishing, and Forestry Occupations                     |                | 0.00%  |
| Construction, Extraction, Maintenance, and Repai  | construction, Extraction, Maintenance, and Repair Occupations |                | 0.00%  |
| Production, Transportation, and Material Moving   | roduction, Transportation, and Material Moving Occupations    |                | 2.82%  |
|                                                   |                                                               |                |        |
| HOME VALUES                                       |                                                               |                |        |
| Median Value of Owner Occupied Houses             | Median Value of Owner Occupied Houses                         |                |        |

## **CITY OF LAGUNA NIGUEL**

- ✓ Laguna Niguel has a population of 62,979 and contributes 38,000 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Laguna Niguel is 2,713





#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN LAGUNA NIGUEL

| Company                      | Sales Amount  | # of Employees |
|------------------------------|---------------|----------------|
| Mercedes-Benz USA LLC        | \$226,349,000 | 299            |
| YMCA                         | Not Reported  | 286            |
| Prudential California Realty | \$55,104,000  | 230            |
| Home Depot                   | \$67,671,000  | 200            |
| Costco                       | \$47,327,000  | 200            |

#### GROWING/DECLINING OCCUPATIONS IN LAGUNA NIGUEL

| Occupations                                                                  | Change in Jobs |
|------------------------------------------------------------------------------|----------------|
| Occupations -                                                                | (2014-2019)    |
| Retail Salespersons (41-2031)                                                | 121            |
| Cashiers (41-2011)                                                           | 106            |
| Combined Food Preparation and Serving Workers, Including Fast Food (35-3021) | 80             |
| Drywall and Ceiling Tile Installers (47-2081)                                | (8)            |
| Sewing Machine Operators (51-6031)                                           | (8)            |
| Loan Officers (13-2072)                                                      | (10)           |

#### GROWING/DECLINING INDUSTRIES IN LAGUNA NIGUEL

| Industries                                                                  | Change in Jobs |
|-----------------------------------------------------------------------------|----------------|
| The doctries                                                                | (2014-2019)    |
| Warehouse Clubs and Supercenters (452910)                                   | 406            |
| Other Scientific and Technical Consulting Services (541690)                 | 147            |
| Full-Service Restaurants (722110)                                           | 93             |
| Mortgage and Nonmortgage Loan Brokers (522310)                              | (28)           |
| New Single-Family Housing Construction (except Operative Builders) (236115) | (31)           |
| Real Estate Credit (522292)                                                 | (33)           |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Laguna Niguel rank of 24<sup>th</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 19      |
| Housing as a Percentage of Total OC Housing | 23      |
| Jobs-to-Housing Ratio                       | 20      |
| Change in Housing Density                   | 25      |

## **Census Block Data**

| $\neg$ | PU | <br>^ _      | - |   |
|--------|----|--------------|---|---|
| u i    |    | <br><i>^</i> |   | N |
|        |    |              |   |   |

Population 62,979

Population Density 4,231.13/sq mi

Male: 30,518 (48.46%) Females: 32,461 (51.54%)

Median Age 42.80 years old

#### **INCOME**

Median Household Income \$100,589 Median Individual Worker Income \$53,982

#### **ETHNICITY**

| White             | 50,625 | (80.38%) |
|-------------------|--------|----------|
| Black             | 777    | (1.23%)  |
| Hispanic          | 8,761  | (13.91%) |
| Asian             | 5,459  | (8.67%)  |
| Native            | 306    | (0.49%)  |
| One Race, Other   | 3,019  | (4.79%)  |
| Two or More Races | 2,793  | (4.43%)  |

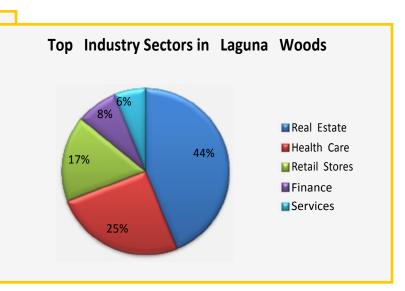
| EDUCATION                                                     |                                            |        |        |
|---------------------------------------------------------------|--------------------------------------------|--------|--------|
| Education for the 25 Years and Over                           |                                            |        |        |
| Less Than High School                                         | 1,510                                      | 3.38%  |        |
| High School Graduate                                          | 5,561                                      | 12.45% |        |
| Some College or Associate Degree                              | 13,485                                     | 30.20% |        |
| Bachelor Degree                                               | 15,234                                     | 34.12% |        |
| Master, Doctorate, or Professional Degree                     | 8,860                                      | 19.84% |        |
| EMPLOYMENT                                                    |                                            |        |        |
| Male, Civilian, Unemployed                                    |                                            | 1,605  | 8.59%  |
| Female, Civilian, Unemployed                                  |                                            | 1,260  | 7.78%  |
| Occupations                                                   |                                            |        |        |
| Males                                                         |                                            |        |        |
| Management, Professional, and Related Occupation              | ons                                        | 9,362  | 54.83% |
| Service Occupations                                           |                                            |        | 8.19%  |
| Sales and Office Occupations                                  | and Office Occupations                     |        | 24.22% |
| Farming, Fishing, and Forestry Occupations                    |                                            | 91     | 0.53%  |
| Construction, Extraction, Maintenance, and Repair             | Occupations                                | 483    | 2.83%  |
| Production, Transportation, and Material Moving Occupations   |                                            | 1,095  | 6.41%  |
| Females                                                       |                                            |        |        |
| Management, Professional, and Related Occupation              | ons                                        | 7,756  | 51.95% |
| Service Occupations                                           |                                            | 1,960  | 13.13% |
| Sales and Office Occupations                                  | •                                          |        | 32.85% |
| Farming, Fishing, and Forestry Occupations                    | Farming, Fishing, and Forestry Occupations |        | 0.00%  |
| Construction, Extraction, Maintenance, and Repair Occupations |                                            | 0      | 0.00%  |
| Production, Transportation, and Material Moving Occupations   |                                            | 296    | 1.98%  |
|                                                               |                                            |        |        |
| HOME VALUES                                                   |                                            |        |        |
| Median Value of Owner Occupied Houses                         | Median Value of Owner Occupied Houses      |        |        |

2015 South Orange County Economic Report

## **CITY OF LAGUNA WOODS**

- ✓ Laguna Woods has a population of 16,400 and contributes 2,700 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Laguna Woods is 314





#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN LAGUNA WOODS

| Company                     | Sales Amount | # of Employees |
|-----------------------------|--------------|----------------|
| Professional Community Mgt  | Not Reported | 1000           |
| Leisure World Safety Office | Not Reported | 1000           |
| Leisure World Community Svc | Not Reported | 300            |
| Palm Terrace Healthcare Ctr | Not Reported | 200            |
| Laguna Woods Vlg            | \$15,260,000 | 200            |

#### GROWING/DECLINING OCCUPATIONS IN LAGUNA WOODS

| Occupations                                                                         | Change in Jobs |
|-------------------------------------------------------------------------------------|----------------|
| - Cecapations                                                                       | (2014-2019)    |
| Home Health Aides (31-1011)                                                         | 11             |
| Personal Care Aides (39-9021)                                                       | 11             |
| Nursing Assistants (31-1014)                                                        | 10             |
| Postal Service Mail Sorters, Processors, and Processing Machine Operators (43-5053) | (2)            |
| Cleaners of Vehicles and Equipment (53-7061)                                        | (2)            |
| Postal Service Mail Carriers (43-5052)                                              | (3)            |

## **GROWING/DECLINING INDUSTRIES IN LAGUNA WOODS**

| Industries                                          | Change in Jobs |
|-----------------------------------------------------|----------------|
|                                                     | (2014-2019)    |
| Home Health Care Services (621610)                  | 33             |
| Assisted Living Facilities for the Elderly (623312) | 31             |
| Community Food Services (624210)                    | 19             |
| Car Washes (811192)                                 | (3)            |
| Savings Institutions (522120)                       | (4)            |
| US Postal Service (901149)                          | (7)            |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Laguna Woods rank of 21<sup>st</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 24      |
| Housing as a Percentage of Total OC Housing | 25      |
| Jobs-to-Housing Ratio                       | 19      |
| Change in Housing Density                   | 15      |

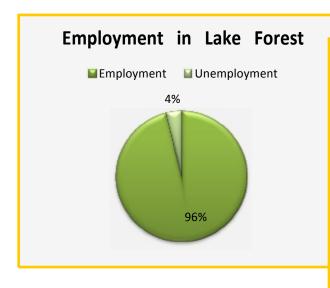
## **Census Block Data**

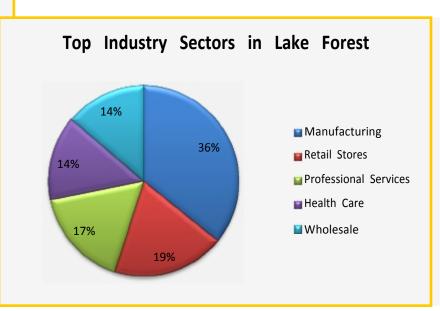
| POPULATION                  |              |            |          |                 |
|-----------------------------|--------------|------------|----------|-----------------|
| Population                  | 16,192       |            |          |                 |
| Population Density          | 5,196.95/sq  | mi         |          |                 |
| Male:                       | 5,755 (35.54 | <b>!%)</b> | Females: | 10,437 (64.46%) |
| Median Age                  | 77.00 years  | old        |          |                 |
|                             |              |            |          |                 |
| INCOME                      |              |            |          |                 |
| Median Household Income     |              |            | \$36,818 |                 |
| Median Individual Worker Ir | ncome        |            | \$26.659 |                 |
|                             |              |            |          |                 |
| ETHNICITY                   |              |            |          |                 |
| White                       | 14,133       | (87.28%)   |          |                 |
| Black                       | 110          | (0.68%)    |          |                 |
| Hispanic                    | 650          | (4.01%)    |          |                 |
| Asian                       | 1,624        | (10.03%)   |          |                 |
| Native                      | 34           | (0.21%)    |          |                 |
| One Race, Other             | 90           | (0.56%)    |          |                 |
| Two or More Races           | 201          | (1.24%)    |          |                 |
|                             |              |            |          |                 |

| EDUCATION                                         |                                                    |           |        |
|---------------------------------------------------|----------------------------------------------------|-----------|--------|
| Education for the 25 Years and Over               |                                                    |           |        |
| Less Than High School                             | 982                                                | 6.04%     |        |
| High School Graduate                              | 3,187                                              | 19.59%    |        |
| Some College or Associate Degree                  | 5,298                                              | 32.56%    |        |
| Bachelor Degree                                   | 3,993                                              | 24.54%    |        |
| Master, Doctorate, or Professional Degree         | 2,811                                              | 17.28%    |        |
| EMPLOYMENT                                        |                                                    |           |        |
| Male, Civilian, Unemployed                        |                                                    | 237       | 14.59% |
| Female, Civilian, Unemployed                      |                                                    | 192       | 8.50%  |
| Conventions                                       |                                                    |           |        |
| Occupations Males                                 |                                                    |           |        |
| Management, Professional, and Related Occupation  | nns                                                | 660       | 47.58% |
| Service Occupations                               | •                                                  |           | 15.65% |
| Sales and Office Occupations                      | pations                                            |           | 25.45% |
| Farming, Fishing, and Forestry Occupations        |                                                    | 353<br>0  | 0.00%  |
| Construction, Extraction, Maintenance, and Repair | Occupations -                                      | 43        | 3.10%  |
| Production, Transportation, and Material Moving   | =                                                  | 91        | 6.56%  |
| Females                                           |                                                    |           |        |
| Management, Professional, and Related Occupation  | ons                                                | 953       | 46.13% |
| Service Occupations                               |                                                    | 376       | 18.20% |
| Sales and Office Occupations                      | •                                                  |           | 35.67% |
| Farming, Fishing, and Forestry Occupations        | ning, and Forestry Occupations                     |           | 0.00%  |
| Construction, Extraction, Maintenance, and Repair | n, Extraction, Maintenance, and Repair Occupations |           | 0.00%  |
| Production, Transportation, and Material Moving   | Occupations                                        | 0         | 0.00%  |
|                                                   |                                                    |           |        |
| HOME VALUES                                       |                                                    |           |        |
| Median Value of Owner Occupied Houses             |                                                    | \$205,700 |        |

## **CITY OF LAKE FOREST**

- ✓ Lake Forest has a population of 77,264 and contributes 37,200 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Lake Forest is 3,980





## LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN LAKE FOREST

| Company                    | Sales Amount  | # of Employees |
|----------------------------|---------------|----------------|
| SPARTA Inc                 | Not Reported  | 1,000          |
| Spectrum Brands            | \$232,189,000 | 900            |
| Panasonic Avionics Corp    | Not Reported  | 650            |
| Apria Healthcare Group Inc | Not Reported  | 500            |
| Alcon Laboratories         | \$95,613,000  | 407            |

### **GROWING/DECLINING OCCUPATIONS IN LAKE FOREST**

| Occupations                                                       | Change in Jobs |
|-------------------------------------------------------------------|----------------|
|                                                                   | (2014-2019)    |
| Construction Laborers (47-2061)                                   | 173            |
| Personal Care Aides (39-9021)                                     | 121            |
| Home Health Aides (31-1011)                                       | 89             |
| Electrical and Electronic Equipment Assemblers (51-2022)          | (13)           |
| Team Assemblers (51-2092)                                         | (25)           |
| Farmworkers and Laborers, Crop, Nursery, and Greenhouse (45-2092) | (25)           |

#### **GROWING/DECLINING INDUSTRIES IN LAKE FOREST**

| Industries                                                        | Change in Jobs |
|-------------------------------------------------------------------|----------------|
|                                                                   | (2014-2019)    |
| Oil and Gas Pipeline and Related Structures Construction (237120) | 619            |
| Temporary Help Services (561320)                                  | 247            |
| Services for the Elderly and Persons with Disabilities (624120)   | 158            |
| Analytical Laboratory Instrument Manufacturing (334516)           | (138)          |
| Office Machinery Manufacturing (333313)                           | (148)          |
| Hardware Manufacturing (332510)                                   | (160)          |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Lake Forest rank of 4<sup>th</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 12      |
| Housing as a Percentage of Total OC Housing | 3       |
| Jobs-to-Housing Ratio                       | 2       |
| Change in Housing Density                   | 3       |

# **Census Block Data**

| POPULATION                                         |                                                  |          |                      |                 |  |
|----------------------------------------------------|--------------------------------------------------|----------|----------------------|-----------------|--|
| Population Population Density Male: Median Age     | 77,264<br>4,315.92/s<br>38,375 (49<br>37.20 year | 9.67%)   | Females:             | 38,889 (50.33%) |  |
| INCOME                                             |                                                  |          |                      |                 |  |
| Median Household Incom<br>Median Individual Worker | _                                                |          | \$93,127<br>\$45,536 |                 |  |
| ETHNICITY                                          |                                                  |          |                      |                 |  |
| White                                              | 54,341                                           | (70.33%) |                      |                 |  |
| Black                                              | 1,295                                            | (1.68%)  |                      |                 |  |
| Hispanic                                           | 19,024                                           | (24.62%) |                      |                 |  |
| Asian                                              | 10,115                                           | (13.09%) |                      |                 |  |
| Native                                             | 575                                              | (0.74%)  |                      |                 |  |
| One Race, Other                                    | 7,267                                            | (9.41%)  |                      |                 |  |

(4.75%)

3,671

Two or More Races

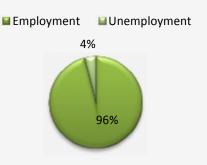
ΡΩΡΙΙΙ ΔΤΙΩΝ

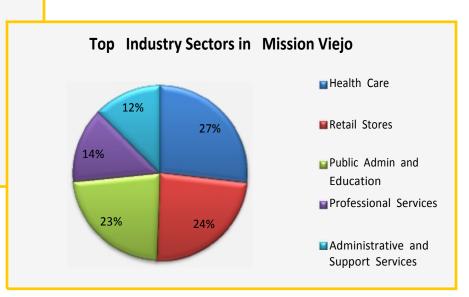
| EDUCATION                                        |                                                     |                 |        |
|--------------------------------------------------|-----------------------------------------------------|-----------------|--------|
| Education for the 25 Years and Over              |                                                     |                 |        |
| Less Than High School                            | 3,858                                               | 7.39%           |        |
| High School Graduate                             | 8,579                                               | 16.42%          |        |
| Some College or Associate Degree                 | 17,222                                              | 32.97%          |        |
| Bachelor Degree                                  | 15,847                                              | 30.33%          |        |
| Master, Doctorate, or Professional Degree        | 6,734                                               | 12.89%          |        |
| EMPLOYMENT                                       |                                                     |                 |        |
| Male, Civilian, Unemployed                       |                                                     | 1,590           | 6.62%  |
| Female, Civilian, Unemployed                     |                                                     | 1,264           | 6.07%  |
|                                                  |                                                     |                 |        |
| Occupations                                      |                                                     |                 |        |
| Males                                            |                                                     |                 |        |
| Management, Professional, and Related Occupation | ons                                                 | 10,373<br>2,795 | 46.24% |
| Service Occupations                              |                                                     |                 | 12.46% |
| Sales and Office Occupations                     |                                                     | 5,185           | 23.11% |
| Farming, Fishing, and Forestry Occupations       |                                                     | 79              | 0.35%  |
| Construction, Extraction, Maintenance, and Repai | •                                                   | 1,241           | 5.53%  |
| Production, Transportation, and Material Moving  | Occupations                                         | 2,043           | 9.11%  |
| Females                                          |                                                     |                 |        |
| Management, Professional, and Related Occupation | anagement, Professional, and Related Occupations    |                 | 46.06% |
| Service Occupations                              |                                                     | 3,062           | 15.67% |
| Sales and Office Occupations                     | Office Occupations                                  |                 | 34.68% |
| Farming, Fishing, and Forestry Occupations       | ishing, and Forestry Occupations                    |                 | 0.07%  |
| Construction, Extraction, Maintenance, and Repai | on, Extraction, Maintenance, and Repair Occupations |                 | 0.19%  |
| Production, Transportation, and Material Moving  | on, Transportation, and Material Moving Occupations |                 | 3.28%  |
|                                                  |                                                     |                 |        |
| HOME VALUES                                      |                                                     |                 |        |
| Median Value of Owner Occupied Houses            |                                                     | \$505,600       |        |

## **CITY OF MISSION VIEJO**

- ✓ Mission Viejo has a population of 93,305 and contributes 55,700 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Mission Viejo is 5,052







#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN MISSION VIEJO

| Company                | Sales Amount  | # of Employees |
|------------------------|---------------|----------------|
| Cendant Mobility       | \$191,667,000 | 800            |
| Saddleback College     | Not Reported  | 752            |
| Beach City Quilt Guild | Not Reported  | 500            |
| Nordstrom              | \$106,486,000 | 450            |
| Macy's                 | \$63,891,000  | 270            |

#### GROWING/DECLINING OCCUPATIONS IN MISSION VIEJO

| Occupations                                                                        | Change in Jobs |
|------------------------------------------------------------------------------------|----------------|
|                                                                                    | (2014-2019)    |
| Combined Food Preparation and Serving Workers, Including Fast Food (35-3021)       | 125            |
| Registered Nurses (29-1141)                                                        | 86             |
| Waiters and Waitresses (35-3031)                                                   | 79             |
| Military Occupations (55-9999)                                                     | (8)            |
| Door-to-Door Sales Workers, News and Street Vendors, and Related Workers (41-9091) | (9)            |
| Postal Service Mail Carriers (43-5052)                                             | (10)           |

#### GROWING/DECLINING INDUSTRIES IN MISSION VIEJO

| Industries                                                        | Change in Jobs |
|-------------------------------------------------------------------|----------------|
| The doctries                                                      | (2014-2019)    |
| Full-Service Restaurants (722110)                                 | 213            |
| Other Scientific and Technical Consulting Services (541690)       | 196            |
| Offices of Physicians (except Mental Health Specialists) (621111) | 178            |
| Telecommunications Resellers (517911)                             | (33)           |
| Tile and Terrazzo Contractors (238340)                            | (36)           |
| Family Clothing Stores (448140)                                   | (37)           |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Mission Viejo rank of 27<sup>th</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 30      |
| Housing as a Percentage of Total OC Housing | 26      |
| Jobs-to-Housing Ratio                       | 16      |
| Change in Housing Density                   | 28      |

## **Census Block Data**

| D C | DI | ш | ΔΤ | ın | N |
|-----|----|---|----|----|---|
|     |    |   |    |    |   |

Population 93,305

Population Density 5,148.35/sq mi

Male: 45,566 (48.84%) Females: 47,739 (51.16%)

Median Age 42.20 years old

#### **INCOME**

Median Household Income \$96,088 Median Individual Worker Income \$48,443

#### **ETHNICITY**

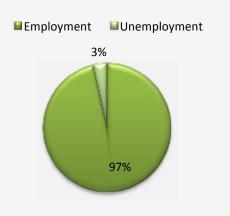
| White             | 74,493 | (79.84%) |
|-------------------|--------|----------|
| Black             | 1,210  | (1.30%)  |
| Hispanic          | 15,877 | (17.02%) |
| Asian             | 8,462  | (9.07%)  |
| Native            | 532    | (0.57%)  |
| One Race, Other   | 4,332  | (4.64%)  |
| Two or More Races | 4,276  | (4.58%)  |

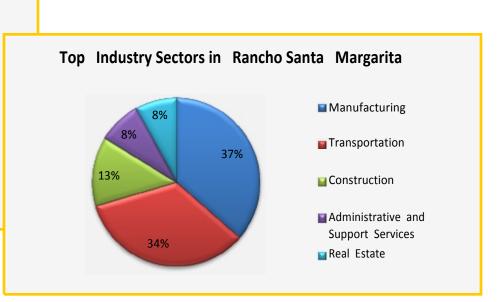
| EDUCATION                                                     |                                                         |                 |                  |
|---------------------------------------------------------------|---------------------------------------------------------|-----------------|------------------|
| Education for the 25 Years and Over                           |                                                         |                 |                  |
| Less Than High School                                         | 3,740                                                   | 5.76%           |                  |
| High School Graduate                                          | 9,543                                                   | 14.71%          |                  |
| Some College or Associate Degree                              | 22,513                                                  | 34.70%          |                  |
| Bachelor Degree                                               | 18,860                                                  | 29.07%          |                  |
| Master, Doctorate, or Professional Degree                     | 10,232                                                  | 15.77%          |                  |
| EMPLOYMENT                                                    |                                                         |                 |                  |
| Male, Civilian, Unemployed                                    |                                                         | 2,655           | 9.68%            |
| Female, Civilian, Unemployed                                  |                                                         | 1,537           | 6.65%            |
|                                                               |                                                         |                 |                  |
| Occupations                                                   |                                                         |                 |                  |
| Males                                                         |                                                         |                 |                  |
| Management, Professional, and Related Occupation              | ons                                                     | 12,291<br>2,822 | 49.63%<br>11.40% |
| Service Occupations                                           | ·                                                       |                 |                  |
| Sales and Office Occupations                                  | •                                                       |                 |                  |
| Farming, Fishing, and Forestry Occupations                    |                                                         |                 |                  |
| Construction, Extraction, Maintenance, and Repair Occupations |                                                         | 1,102           | 4.45%            |
| Production, Transportation, and Material Moving Occupations   |                                                         | 1,671           | 6.75%            |
| Females                                                       |                                                         |                 |                  |
| Management, Professional, and Related Occupations             |                                                         | 10,355          | 47.99%           |
| Service Occupations                                           |                                                         | 3,153           | 14.61%           |
| Sales and Office Occupations                                  | Sales and Office Occupations                            |                 | 33.85%           |
| Farming, Fishing, and Forestry Occupations                    | rming, Fishing, and Forestry Occupations                |                 | 0.36%            |
| Construction, Extraction, Maintenance, and Repair Occupations |                                                         | 22              | 0.10%            |
| Production, Transportation, and Material Moving               | uction, Transportation, and Material Moving Occupations |                 | 2.93%            |
|                                                               |                                                         |                 |                  |
| HOME VALUES                                                   |                                                         |                 |                  |
| Median Value of Owner Occupied Houses                         |                                                         | \$558,000       |                  |

## **CITY OF RANCHO SANTA MARGARITA**

- ✓ Rancho Santa Margarita has a population of 47,853 and contributes 29,500 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in Rancho Santa Margarita is 1,435







#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN RANCHO SANTA MARGARITA

| Company                        | Sales Amount  | # of Employees |
|--------------------------------|---------------|----------------|
| Applied Medical Resources Corp | Not Reported  | 650            |
| Cox Communications Retail Str  | \$136,199,000 | 600            |
| Control Components Inc         | Not Reported  | 350            |
| Santa Margarita Catholic High  | Not Reported  | 200            |
| PADI Americas                  | Not Reported  | 200            |

#### GROWING/DECLINING OCCUPATIONS IN RANCHO SANTA MARGARITA

| Occupations                                                                             | Change in Jobs |
|-----------------------------------------------------------------------------------------|----------------|
| Occupations -                                                                           | (2014-2019)    |
| Combined Food Preparation and Serving Workers, Including Fast Food (35-3021)            | 48             |
| Team Assemblers (51-2092)                                                               | 46             |
| Dental Laboratory Technicians (51-9081)                                                 | 40             |
| Telecommunications Equipment Installers and Repairers, Except Line Installers (49-2022) | (8)            |
| Barbers (39-5011)                                                                       | (9)            |
| Advertising Sales Agents (41-3011)                                                      | (17)           |

#### **GROWING/DECLINING INDUSTRIES IN RANCHO SANTA MARGARITA**

| Industries                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Change in Jobs |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| The destriction of the second | (2014-2019)    |
| Surgical and Medical Instrument Manufacturing (339112)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 677            |
| Full-Service Restaurants (722511)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 105            |
| Other Scientific and Technical Consulting Services (541690)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 87             |
| Semiconductor and Related Device Manufacturing (334413)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | (60)           |
| Hardware Manufacturing (332510)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | (88)           |
| Advertising Agencies (541810)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | (118)          |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The Rancho Santa Margarita rank of 32<sup>nd</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 25      |
| Housing as a Percentage of Total OC Housing | 30      |
| Jobs-to-Housing Ratio                       | 29      |
| Change in Housing Density                   | 33      |

## **Census Block Data**

| $\neg$ | PU | <br>^ _      | - |   |
|--------|----|--------------|---|---|
| u i    |    | <br><i>^</i> |   | N |
|        |    |              |   |   |

Population 47,853

Population Density 3,683.07/sq mi

Male: 23,383 (48.86%) Females: 24,470 (51.14%)

Median Age 37.20 years old

#### **INCOME**

Median Household Income \$102,975 Median Individual Worker Income \$50,004

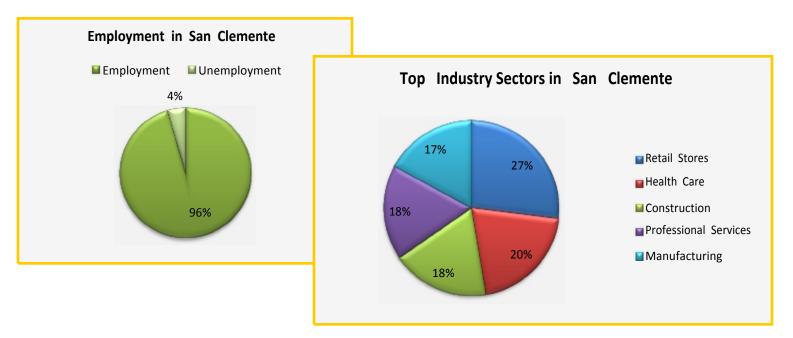
#### **ETHNICITY**

| White             | 37,421 | (78.20%) |
|-------------------|--------|----------|
| Black             | 887    | (1.85%)  |
| Hispanic          | 8,902  | (18.60%) |
| Asian             | 4,350  | (9.09%)  |
| Native            | 284    | (0.59%)  |
| One Race, Other   | 2,674  | (5.59%)  |
| Two or More Races | 2,237  | (4.67%)  |

| EDUCATION                                                               |                                                               |              |        |  |
|-------------------------------------------------------------------------|---------------------------------------------------------------|--------------|--------|--|
| Education for the 25 Years and Over                                     |                                                               |              |        |  |
| Less Than High School                                                   | 1,459                                                         | 4.90%,       |        |  |
| High School Graduate                                                    | 4,128                                                         | 13.87%       |        |  |
| Some College or Associate Degree                                        | 10,230                                                        | 34.38%       |        |  |
| Bachelor Degree                                                         | 9,409                                                         | 31.62%       |        |  |
| Master, Doctorate, or Professional Degree                               | 4,531                                                         | 15.23%       |        |  |
| EMPLOYMENT                                                              |                                                               |              |        |  |
| Male, Civilian, Unemployed                                              |                                                               | 752          | 4.98%  |  |
| Female, Civilian, Unemployed                                            |                                                               | 874          | 7.30%  |  |
| Occupations                                                             |                                                               |              |        |  |
| Occupations Males                                                       |                                                               |              |        |  |
| Management, Professional, and Related Occupation                        | nc                                                            | 7,200        | 50.20% |  |
| Service Occupations                                                     | 7113                                                          | 1,327        | 9.25%  |  |
| Sales and Office Occupations                                            | 3,633                                                         | 25.33%       |        |  |
| Farming, Fishing, and Forestry Occupations                              | 30                                                            | 0.21%        |        |  |
|                                                                         | Construction, Extraction, Maintenance, and Repair Occupations |              | 4.78%  |  |
| Production, Transportation, and Material Moving Occupations             |                                                               | 685<br>1,063 | 7.41%  |  |
| Famelas                                                                 |                                                               |              |        |  |
| Females  Management, Professional, and Related Occupations 4,993 44.97% |                                                               |              |        |  |
| Service Occupations                                                     | 7113                                                          | 1,722        | 15.51% |  |
| Sales and Office Occupations                                            |                                                               | 4,013        | 36.14% |  |
| Farming, Fishing, and Forestry Occupations                              |                                                               | 31           | 0.28%  |  |
| Construction, Extraction, Maintenance, and Repair Occupations           |                                                               | 34           | 0.31%  |  |
| ·                                                                       | oduction, Transportation, and Material Moving Occupations     |              | 2.66%  |  |
| Production, Transportation, and Material Moving Occupations 295 2.66%   |                                                               |              |        |  |
| HOME VALUES                                                             |                                                               |              |        |  |
| Median Value of Owner Occupied Houses                                   |                                                               | \$530,800    |        |  |

## **CITY OF SAN CLEMENTE**

- ✓ San Clemente has a population of 65,040 and contributes 29,600 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in San Clemente is 3,918



## LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN SAN CLEMENTE

| Company                          | Sales Amount | # of Employees |
|----------------------------------|--------------|----------------|
| Cross Section Ventures           | \$65,275,000 | 300            |
| San Juan Capistrano Fiesta Assoc | Not Reported | 265            |
| Saddleback Memorial Medical      | \$36,575,000 | 200            |
| Quest Diagnostics                | \$47,233,000 | 200            |
| Fisherman's Restaurants          | \$11,553,000 | 195            |

#### GROWING/DECLINING OCCUPATIONS IN SAN CLEMENTE

| Occupations                                                                  | Change in Jobs |
|------------------------------------------------------------------------------|----------------|
| Occupations -                                                                | (2014-2019)    |
| Combined Food Preparation and Serving Workers, Including Fast Food (35-3021) | 73             |
| Waiters and Waitresses (35-3031)                                             | 68             |
| Cooks, Restaurant (35-2014)                                                  | 43             |
| Glaziers (47-2121)                                                           | (33)           |
| Construction Laborers (47-2061)                                              | (44)           |
| Carpenters (47-2031)                                                         | (73)           |

#### **GROWING/DECLINING INDUSTRIES IN SAN CLEMENTE**

| Industries                                                  | Change in Jobs |
|-------------------------------------------------------------|----------------|
|                                                             | (2014-2019)    |
| Full-Service Restaurants (722511)                           | 179            |
| Other Scientific and Technical Consulting Services (541690) | 93             |
| Limited-Service Restaurants (722513)                        | 76             |
| Photofinishing Laboratories (except One-Hour) (812921)      | (56)           |
| Nuclear Electric Power Generation (221113)                  | (184)          |
| Framing Contractors (238130)                                | (349)          |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The San Clemente rank of 8<sup>th</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 6       |
| Housing as a Percentage of Total OC Housing | 9       |
| Jobs-to-Housing Ratio                       | 15      |
| Change in Housing Density                   | 16      |

## **Census Block Data**

| PO | PU | ILAT | ION |
|----|----|------|-----|
|    |    |      |     |

Population 63,522

Population Density 3,262.87/sq mi

Male: 31,911 (50.24%) Females: 31,611 (49.76%)

Median Age 40.20 years old

#### **INCOME**

Median Household Income \$87,184 Median Individual Worker Income \$44,354

#### **ETHNICITY**

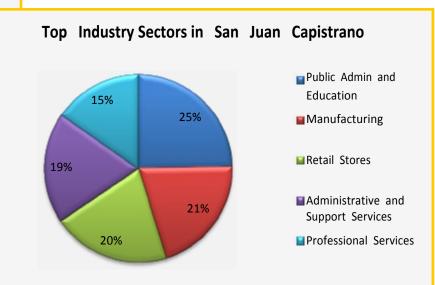
| White             | 54,605 | (85.96%) |  |
|-------------------|--------|----------|--|
| Black             | 411    | (0.65%)  |  |
| Hispanic          | 10,702 | (16.85%) |  |
| Asian             | 2,333  | (3.67%)  |  |
| Native            | 453    | (0.71%)  |  |
| One Race, Other   | 3,433  | (5.40%)  |  |
| Two or More Races | 2,287  | (3.60%)  |  |

| EDUCATION                                                     |        |           |         |
|---------------------------------------------------------------|--------|-----------|---------|
| Education for the 25 Years and Over                           |        |           |         |
| Less Than High School                                         | 2,038  | 4.77%     |         |
| High School Graduate                                          | 5,742  | 13.43%    |         |
| Some College or Associate Degree                              | 14,879 | 34.79%    |         |
| Bachelor Degree                                               | 13,202 | 30.87%    |         |
| Master, Doctorate, or Professional Degree                     | 6,904  | 16.14%    |         |
| EMPLOYMENT                                                    |        |           |         |
| Male, Civilian, Unemployed                                    |        | 1,187     | 6.96%   |
| Female, Civilian, Unemployed                                  |        | 1,078     | 7.39%   |
|                                                               |        |           |         |
| Occupations                                                   |        |           |         |
| Males                                                         |        | 7.025     | 40.250/ |
| Management, Professional, and Related Occupation              | ons    | 7,835     | 49.35%  |
| Service Occupations                                           |        | 2,166     | 13.64%  |
| Sales and Office Occupations                                  | 3,367  | 21.21%    |         |
| Farming, Fishing, and Forestry Occupations                    | 17     | 0.11%     |         |
| Construction, Extraction, Maintenance, and Repai              | 1,066  | 6.71%     |         |
| Production, Transportation, and Material Moving               | 1,127  | 7.10%     |         |
| Females                                                       |        |           |         |
| Management, Professional, and Related Occupation              | 5,641  | 41.78%    |         |
| Service Occupations                                           | 2,326  | 17.23%    |         |
| Sales and Office Occupations                                  | 5,084  | 37.66%    |         |
| Farming, Fishing, and Forestry Occupations                    | 55     | 0.41%     |         |
| Construction, Extraction, Maintenance, and Repair Occupations |        | 70        | 0.52%   |
| Production, Transportation, and Material Moving Occupations   |        | 308       | 2.28%   |
|                                                               |        |           |         |
| HOME VALUES                                                   |        |           |         |
| Median Value of Owner Occupied Houses                         |        | \$735,600 |         |

## **CITY OF SAN JUAN CAPISTRANO**

- ✓ San Juan Capistrano has a population of 345,93 and contributes 17,800 workers to Orange County's workforce
- ✓ The number of small businesses with fewer than 500 employees in San Juan Capistrano is 2,477





#### LARGEST COMPANIES (BASED ON NUMBER OF EMPLOYEES) IN SAN JUAN CAPISTRANO

| Company                  | Sales Amount  | # of Employees |
|--------------------------|---------------|----------------|
| Silverado At Home        | \$48,444,000  | 500            |
| Cox Cable                | \$199,766,000 | 300            |
| Residence Inn-Dana Point | \$23,252,000  | 208            |
| Endevco                  | \$38,290,000  | 201            |
| Costco                   | \$47,327,000  | 200            |

#### GROWING/DECLINING OCCUPATIONS IN SAN JUAN CAPISTRANO

| Occupations                                                                  | Change in Jobs |
|------------------------------------------------------------------------------|----------------|
|                                                                              | (2014-2019)    |
| Retail Salespersons (41-2031)                                                | 65             |
| Cashiers (41-2011)                                                           | 62             |
| Combined Food Preparation and Serving Workers, Including Fast Food (35-3021) | 55             |
| Farmworkers, Farm, Ranch, and Aquacultural Animals (45-2093)                 | (24)           |
| Farmers, Ranchers, and Other Agricultural Managers (11-9013)                 | (32)           |
| Farmworkers and Laborers, Crop, Nursery, and Greenhouse (45-2092)            | (125)          |

## GROWING/DECLINING INDUSTRIES IN SAN JUAN CAPISTRANO

| Industries                                               | Change in Jobs |
|----------------------------------------------------------|----------------|
|                                                          | (2014-2019)    |
| Warehouse Clubs and Supercenters (452910)                | 241            |
| Medical Laboratories (621511)                            | 226            |
| Employment Placement Agencies (561311)                   | 203            |
| Mortgage and Nonmortgage Loan Brokers (522310)           | (33)           |
| Plumbing Fixture Fitting and Trim Manufacturing (332913) | (120)          |
| Crop Production (111000)                                 | (254)          |

## ORANGE COUNTY BUSINESS COUNCIL WORKFORCE HOUSING SCORECARD, 2010-2020

The San Juan Capistrano rank of 11<sup>th</sup> of 34 Orange County cities consists of 4 separate ranking factors that are summed up to derive an overall cumulative Scorecard ranking:

| Topic                                       | Ranking |
|---------------------------------------------|---------|
| Total Job Growth                            | 16      |
| Housing as a Percentage of Total OC Housing | 10      |
| Jobs-to-Housing Ratio                       | 13      |
| Change in Housing Density                   | 11      |

# **Census Block Data**

| POPULATION                                     |                                                |          |          |                 |
|------------------------------------------------|------------------------------------------------|----------|----------|-----------------|
| Population Population Density Male: Median Age | 34,593<br>2,419.91 /<br>17,151 (4<br>40.20 yea | 9.58%)   | Females: | 17,442 (50.42%) |
| INCOME                                         |                                                |          |          |                 |
| Median Household Incom                         | me                                             |          | \$75,356 |                 |
| Median Individual Work                         | er Income                                      |          | \$32,291 |                 |
| ETHNICITY                                      |                                                |          |          |                 |
| White                                          | 26,664                                         | (77.08%) |          |                 |
| Black                                          | 193                                            | (0.56%)  |          |                 |
| Hispanic                                       | 13,388                                         | (38.70%) |          |                 |
| Asian                                          | 975                                            | (2.82%)  |          |                 |
| Native                                         | 319                                            | (0.92%)  |          |                 |
| One Race, Other                                | 5,234                                          | (15.13%) |          |                 |
| Two or More Races                              | 1,208                                          | (3.49%)  |          |                 |

| EDUCATION                                                            |       |                |        |
|----------------------------------------------------------------------|-------|----------------|--------|
| Education for the 25 Years and Over                                  |       |                |        |
| Less Than High School                                                | 3,850 | 16.73%         |        |
| High School Graduate                                                 | 4,311 | 18.73%         |        |
| Some College or Associate Degree                                     | 7,083 | 30.78%         |        |
| Bachelor Degree                                                      | 4,948 | 21.50%         |        |
| Master, Doctorate, or Professional Degree                            | 2,822 | 12.26%         |        |
| EMPLOYMENT                                                           |       |                |        |
| Male, Civilian, Unemployed                                           |       | 778            | 8.06%  |
| Female, Civilian, Unemployed                                         |       | 698            | 9.50%  |
|                                                                      |       |                |        |
| Occupations                                                          |       |                |        |
| Management Professional and Polated Occupation                       | nn c  | 2 205          | 38.27% |
| Management, Professional, and Related Occupation Service Occupations | IIIS  | 3,395<br>2,108 | 23.76% |
| Sales and Office Occupations                                         |       | 2,108<br>1,564 | 17.63% |
| Farming, Fishing, and Forestry Occupations                           | 1,304 | 1.39%          |        |
| Construction, Extraction, Maintenance, and Repair                    | 980   | 11.05%         |        |
| Production, Transportation, and Material Moving Occupations          |       | 524            | 5.91%  |
|                                                                      |       |                |        |
| Females                                                              |       |                |        |
| Management, Professional, and Related Occupations                    |       | 2,343          | 35.22% |
| Service Occupations                                                  | 1,775 | 26.68%         |        |
| Sales and Office Occupations                                         | 2,100 | 31.57%         |        |
| Farming, Fishing, and Forestry Occupations                           | 0     | 0.00%          |        |
| Construction, Extraction, Maintenance, and Repair Occupations        |       | 0              | 0.00%  |
| Production, Transportation, and Material Moving Occupations          |       | 178            | 2.48%  |
|                                                                      |       |                |        |
| HOME VALUES                                                          |       |                |        |
| Median Value of Owner Occupied Houses                                |       | \$560,400      |        |

# **Foothill Ranch Planned Community Census Block Data**

| _                  |              |    | _        |
|--------------------|--------------|----|----------|
| $\mathbf{n}$       | nı           |    | 'ION     |
| $\boldsymbol{\nu}$ | $\mathbf{P}$ | II | 10 11/11 |
|                    |              |    | 1011     |

Population 4,795 (2010) Population Density 279.03/sq mi

Male 2,315 (48.28%) Females 2,480 (51.72%)

Median Age 32.20 years old

#### **INCOME**

Median Household Income \$85,679 Median Individual Worker Income \$55,500

#### **ETHNICITY**

| White             | 2,603, | 77.89% |
|-------------------|--------|--------|
| Black             | 96,    | 2.00%  |
| Hispanic          | 594,   | 12.39% |
| Asian             | 1,656, | 34,54% |
| Native            | 27,    | 0.56%  |
| One Race, Other   | 179,   | 3.73%  |
| Two or More Races | 234,   | 4.88%  |

#### **EDUCATION**

Education for the 25 Years and Over data not available

#### **EMPLOYMENT**

| Male, Civilian, Unemployed   | 46 | 1.40% |
|------------------------------|----|-------|
| Female, Civilian, Unemployed | 48 | 1.75% |

#### Occupations

Males

| Management, Professional, and Related Occupations             | 724 | 55.48% |
|---------------------------------------------------------------|-----|--------|
| Service Occupations                                           | 45  | 3.45%  |
| Sales and Office Occupations                                  | 415 | 31.80% |
| Farming, Fishing, and Forestry Occupations                    | 0   | 0.00%  |
| Construction, Extraction, Maintenance, and Repair Occupations | 19  | 1.46%  |
| Production, Transportation, and Material Moving Occupations   | 47  | 3.60%  |

#### **Females**

| Management, Professional, and Related Occupations             | 635 | 59.18% |
|---------------------------------------------------------------|-----|--------|
| Service Occupations                                           | 39  | 3.63%  |
| Sales and Office Occupations                                  | 389 | 36.25% |
| Farming, Fishing, and Forestry Occupations                    | 0   | 0.00%  |
| Construction, Extraction, Maintenance, and Repair Occupations | 0   | 0.00%  |
| Production, Transportation, and Material Moving Occupations   | 10  | 0.93%  |

#### **HOME VALUES**

| Median | Value | of | Owner | Occupied | Houses |
|--------|-------|----|-------|----------|--------|
|        |       |    |       |          |        |

# **Ladera Ranch Planned Community Census Block Data**

#### **POPULATION**

Population 22,980 (2010)

Population Density 4,685.18/sq mi

Male: 11,272 (49.05%) Females: 11,708 (50.95%)

Median Age 32.40 years old

#### **INCOME**

Median Household Income \$131,893 Median Individual Worker Income \$77,428

#### **ETHNICITY**

| White             | 17,899, | 77.89% |
|-------------------|---------|--------|
| Black             | 335,    | 1.46%  |
| Hispanic          | 2,952,  | 12.85% |
| Asian             | 2,774,  | 12.07% |
| Native            | 81,     | 0.35%  |
| One Race, Other   | 624,    | 2.72%  |
| Two or More Races | 1,267,  | 5.51%  |

#### **EDUCATION**

| Education for the 25 Years and Over       |        |        |
|-------------------------------------------|--------|--------|
| Less Than High School                     | 168,   | 1.25%  |
| High School Graduate                      | 1,135, | 8.48%  |
| Some College or Associate Degree          | 3,479, | 25.98% |
| Bachelor Degree                           | 5,446, | 40.67% |
| Master, Doctorate, or Professional Degree | 3,162, | 23.61% |

#### **EMPLOYMENT**

| Male, Civilian, Unemployed   | 249, | 4.03% |
|------------------------------|------|-------|
| Female, Civilian, Unemployed | 322, | 6.60% |

#### Occupations

Males

| Management, Professional, and Related Occupations             | 3,435 | 57.96% |
|---------------------------------------------------------------|-------|--------|
| Service Occupations                                           | 481   | 8.12%  |
| Sales and Office Occupations                                  | 1,783 | 30.08% |
| Farming, Fishing, and Forestry Occupations                    | 0     | 0.00%  |
| Construction, Extraction, Maintenance, and Repair Occupations | 46    | 0.78%  |
| Production, Transportation, and Material Moving Occupations   | 131   | 2.21%  |

## Females

| Management, Professional, and Related Occupations             | 2,736 | 60.01% |
|---------------------------------------------------------------|-------|--------|
| Service Occupations                                           | 562   | 12.33% |
| Sales and Office Occupations                                  | 1,234 | 27.07% |
| Farming, Fishing, and Forestry Occupations                    | 0     | 0.00%  |
| Construction, Extraction, Maintenance, and Repair Occupations | 0     | 0.00%  |
| Production, Transportation, and Material Moving Occupations   | 27    | 0.59%  |

## **HOME VALUES**

Median Value of Owner Occupied Houses \$624,300

# Appendix A – Data Sources for this Report

Chapman University, The 37th Annual Economic Forecast

Coastline Regional Occupation Program, Labor Market Study

CSU Fullerton, 2014 Progress Report

Economic Modeling Specialists International

Employment Development Department, State of California

Inside Prospects, Inc.

**Orange County Business Council** 

**Orange County Register** 

Orange County Workforce Investment Board

# Appendix B – Cities Reported by Zip Code

| Code  | Description                                   |
|-------|-----------------------------------------------|
| 92607 | Laguna Niguel, CA (in Orange county)          |
| 92609 | El Toro, CA (in Orange county)                |
| 92610 | Foothill Ranch, CA (in Orange county)         |
| 92624 | Capistrano Beach, CA (in Orange county)       |
| 92629 | Dana Point, CA (in Orange county)             |
| 92630 | Lake Forest, CA (in Orange county)            |
| 92637 | Laguna Woods, CA (in Orange county)           |
| 92651 | Laguna Beach, CA (in Orange county)           |
| 92653 | Laguna Hills, CA (in Orange county)           |
| 92654 | Laguna Hills, CA (in Orange county)           |
| 92656 | Aliso Viejo, CA (in Orange county)            |
| 92672 | San Clemente, CA (in Orange county)           |
| 92673 | San Clemente, CA (in Orange county)           |
| 92674 | San Clemente, CA (in Orange county)           |
| 92675 | San Juan Capistrano, CA (in Orange county)    |
| 92677 | Laguna Niguel, CA (in Orange county)          |
| 92678 | Trabuco Canyon, CA (in Orange county)         |
| 92679 | Trabuco Canyon, CA (in Orange county)         |
| 92688 | Rancho Santa Margarita, CA (in Orange county) |
| 92690 | Mission Viejo, CA (in Orange county)          |
| 92691 | Mission Viejo, CA (in Orange county)          |
| 92692 | Mission Viejo, CA (in Orange county)          |
| 92693 | San Juan Capistrano, CA (in Orange county)    |
| 92694 | Ladera Ranch, CA (in Orange county)           |
| 92698 | Aliso Viejo, CA (in Orange county)            |

## Appendix C - Saddleback College Background

Saddleback College has been the first choice for higher education and training in South Orange County since 1968. Our more than 500,000 alumni can attest to the quality of our academic and career training programs that enable students to successfully achieve their educational, professional, and personal goals. Our rich academic traditions and strong reputation make Saddleback College an ideal place for students seeking associate degrees and certificates, transferring to four-year colleges and universities, preparing for the workforce, or pursuing lifelong learning opportunities.

Saddleback College is fully accredited, offering over 300 associate degrees, certificates, and occupational skills awards in 190 program areas taught by a faculty renowned for its expertise, experience, and commitment to student success. Study abroad, cooperative work experience, online learning, and honors are just some of the additional programs we offer for a well-rounded educational experience.

#### **Economic and Workforce Development**

Saddleback College has developed the first community college comprehensive economic and workforce development plan in the State. The strategic plan addresses the goals and action steps the college will implement in order to lead the economic and workforce development needs of the region. Partnering with its regional partners, the college works with the state, county, cities, and businesses to provide economic opportunities and a skilled workforce; encouraging growth throughout the region.

#### **Transfer Success**

Of the 112 California Community Colleges, Saddleback College ranks 8th in transfers to the University of California and 17th in transfers to the California State University. Of the nine community colleges in Orange County, Saddleback College ranks first in transfers to UC Santa Barbara, UC Santa Cruz, San Diego State University, Cal Poly San Luis Obispo, USC, and ASU and ranks second to UC Berkeley, UCLA, and UC San Diego.

#### Career Technical Education

Saddleback College offers Career Technical Education (CTE) programs that provide students with entry-level and advanced knowledge and skills critical for success in the work place. We offer a wide variety of CTE programs, certificates, and courses that may be all you need to get started down a rewarding career path.

#### Campus Life

Saddleback College offers a vibrant student life, with an active student government, more than 50 campus clubs, champion athletic teams, eclectic arts scene, and diverse cultural events.

#### Support Services

Prospective students, current students, and graduates enjoy excellent support services at Saddleback College. A full range of counseling, career planning and job placement services, and assistance for students with learning and physical disabilities are available daily. On-campus childcare, fully-staffed health center, financial aid, and services for re-entry men and women are available. We are especially proud of the support services provided to veterans. Our Veterans Education and Transition Services (VETS) center has resources and counselors to support students and their families transitioning from the military to college and civilian life.

#### Athletics

Saddleback College has hundreds of student athletes who compete on nine men's and 11 women's teams. The Gauchos are truly outstanding, having won three national championships, 24 state championships, 44 regional titles, and 155 conference titles. Our student athletes not only succeed on the field, they excel in the classroom as well. For the fall 2009 semester, nearly half of all student athletes made the Athletic Honor Roll—completing 2-or-more units with a 3.00 or higher grade point average and 83% of the sophomore athletes transfer to a four-year college or university.

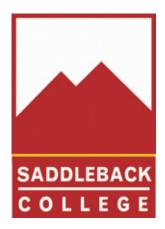
#### Arts

For those interested in the arts, Saddleback College offers one of the most comprehensive and progressive programs in the nation including art, cinematelevision-radio, music, photography, speech, and theatre. We boast state-of-the-art facilities and equipment and feature an on-campus television station (Channel 39), award winning radio station (KSBR 88.5 FM), and internet radio station (OCRockRadio.com) where students gain hands-on experience. Our 400-seat McKinney Theatre provides the largest performance space in the area, featuring recently upgraded state-of-the-industry lighting and sound technology.

#### Foundation and Alumni

The Saddleback College Foundation is a 501(c)(3) organization that enhances the quality of higher education by gaining financial support for academic, athletic, and cultural programs of Saddleback College. Guided by a group of dedicated community leaders, the foundation initiates and coordinates college and community fund-raising in support of the college and students. Saddleback College also values its more than 500,000 alumni who are important resources for the college and students. By joining the Saddleback College Alumni Association, students are not only forming lifelong bonds with their alma mater, they are connecting with thousands of fellow graduates who can help provide professional and social networking opportunities.

So whether you are seeking associate degrees and certificates, transferring to four-year colleges and universities, preparing for the workforce, or pursuing lifelong learning opportunities, we are happy you have made Saddleback College your first choice in higher education and we look forward to seeing you on campus!



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