LOCAL ECONOMIC AREA REPORT

Ladera Ranch, California

9/10/2021

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$162,528	**32.7**	**24,335**	**Boomburbs**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	**Affluent Estates** Established wealth--educated, well-travelled married couples	**Where do people like this usually live?**	**Suburban Periphery** Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

	Boomburbs	**Golden Years**	**Top Tier**
% of Households	7,020 (94.5%)	385 (5.2%)	20 (0.3%)
Lifestyle Group	Affluent Estates	Senior Styles	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Multi-Units; Single Family	Single Family
Household Type	Married Couples	Singles	Married Couples
Average Household Size	3.22	2.05	2.82
Median Age	33.6	51	46.2
Diversity Index	60.9	40.6	34.4
Median Household Income	$105,000	$61,000	$157,000
Median Net Worth	$304,000	$140,000	$567,000
Median Home Value	$293,000	$283,000	$666,000
Homeownership	84.5 %	63.7 %	90.5 %
Employment	Professional or Management	Professional or Services	Professional or Management
Education	College Degree	College Degree	College Degree
Preferred Activities	Hold gym membership; own home equipment . Prioritize physical fitness.	Travel overseas frequently . Shop, pay bills, track investments online.	Shop at high-end retailers and chains . Own lavish vacation homes.
Financial	Have home mortgage	Manage portfolios of CDs, stocks	Hire financial advisers
Media	Own, use latest devices	Watch cable TV; read newspapers	Access radio and newspapers online
Vehicle	Prefer SUVs, luxury cars, minivans	Prefer late-model vehicle	Purchase / lease fully equipped luxury cars

About this segment
Boomburbs

This is the	In this area	In the United States
#1	**94.5%**	**1.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Young professionals with families who have opted to trade up to the newest housing in the suburbs make up this growth market. Original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

Our Neighborhood

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children; average household size is 3.22.
- Home ownership is 84%, with the highest rate of mortgages, 78%.
- Primarily single-family homes, in new neighborhoods, 72% built since 2000.
- Median home value is $293,000.
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines.

Socioeconomic Traits

- Well-educated young professionals, 52% are college graduates.
- Unemployment is low at 5.2%; high labor force participation at 72%; most households have more than two workers.
- Longer commute times from the suburban growth corridors have created more home workers.
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints–too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

Market Profile

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment
Golden Years

This is the	In this area	In the United States
#2	**5.2%**	**1.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Golden Years residents are independent, active seniors nearing the end of their careers or already in retirement. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests--travel, sports, dining out, museums and concerts. They are involved, focused on physical fitness and enjoying their lives. This market is smaller, but growing, and financially secure.

Our Neighborhood

- This older market has a median age of 51 years and a disproportionate share (nearly 30%) of residents aged 65 years or older.
- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.05.
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 42% in multi-unit dwellings.
- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the U.S.

Socioeconomic Traits

- Golden Years residents are well educated– 20% have graduate or professional degrees, 26% have bachelor's degrees, and 26% have some college credits.
- Unemployment is low at 7%, but so is labor force participation at 55%, due to residents reaching retirement.
- Median household income is higher in this market, more than $61,000. Although wages still provide income to 2 out of 3 households, earned income is available from investments, Social Security benefits and retirement income.
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.

Market Profile

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition.
- They subscribe to cable TV; news and sports programs are popular as well as on-demand movies.
- They use professional services to maintain their homes inside and out and minimize their chores.
- Leisure time is spent on sports (tennis, golf, boating and fishing) or simple exercise like walking.
- Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements.
- Active social lives include travel, especially abroad, plus going to concerts and museums.
- Residents maintain actively managed financial portfolios that include a range of instruments such as common stock and certificates of deposit (more than six months).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment
Top Tier

This is the	In this area	In the United States
#3	**0.3%**	**1.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Consumers in Top Tier, Tapestry's wealthiest market, earn more than three times the average U.S. household income. They have the purchasing power to indulge any choice. Aside from expenses for the upkeep of their lavish homes, consumers select upscale salons, spas and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of more than $1.5 million and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Our Neighborhood

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values–and above-average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

Socioeconomic Traits

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the U.S. median household income, primarily from wages and salary, but also self-employment income and investments.
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

Market Profile

- They purchase or lease luxury cars with the latest trim, preferably imports.
- They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- Top Tier residents farm out their household chores–every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows and visits to local art galleries.
- Top Tier consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way–a room with a view, limousines and rental cars are part of the package.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

Ladera Ranch, California: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch	24,335
	25,090
Orange County	3,252,459
	3,368,861
California	39,813,541
	41,166,386

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch	5,026.4
	5,182.4
Orange County	4,070.0
	4,215.6
California	251.0
	259.5

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch	5.90%
	3.10%
Orange County	8.05%
	3.58%
California	6.87%
	3.40%
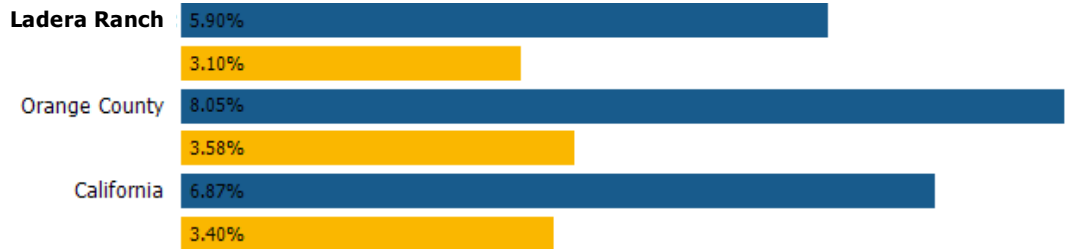
Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Ladera Ranch

Ladera Ranch	17,433
Orange County	3,338,492
California	39,580,279

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Ladera Ranch

Ladera Ranch	3,600.8
Orange County	4,177.6
California	249.5

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch	3.28
	3.29
Orange County	3.02
	3.03
California	2.92
	2.93

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch	22,503
	23,208
Orange County	2,654,050
	2,750,758
California	31,890,294
	33,003,912

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Women 2020
■ Men 2020
■ Women 2025 (Projected)
■ Men 2025 (Projected)

Ladera Ranch	50.9%	49.1%
	50.8%	49.2%
Orange County	50.5%	49.5%
	50.5%	49.5%
California	50.3%	49.7%
	50.3%	49.7%

Ladera Ranch, California: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

- ■ 2020
- ■ 2025 (Projected)

Ladera Ranch
- 32.7
- 33.3

Orange County
- 37.4
- 38.5

California
- 36.3
- 37.2

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

- ■ 2020
- ■ 2025 (Projected)

Children
- 24.5%
- 24.1%

Tweens
- 5.9%
- 5.8%

Teens
- 7.6%
- 7.5%

20s
- 7.0%
- 6.4%

30s
- 22.7%
- 23.3%

40s
- 16.8%
- 17.0%

50s
- 7.5%
- 6.9%

60s
- 4.8%
- 5.0%

70s
- 2.3%
- 2.8%

Over 80
- 0.8%
- 1.0%

Ladera Ranch, California: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Married
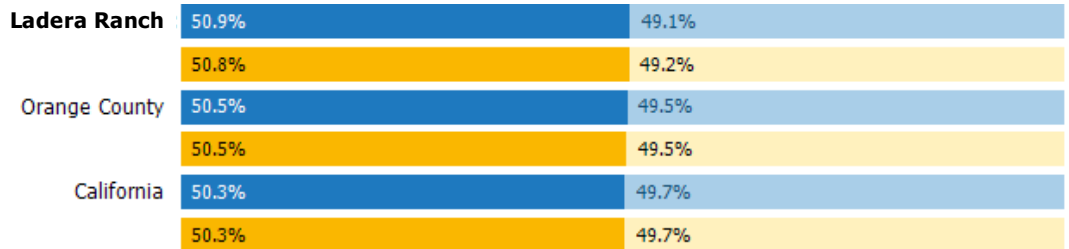■ Unmarried

	Married	Unmarried
Ladera Ranch	71.1%	28.9%
Orange County	51.8%	48.2%
California	48.6%	51.4%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	71.1%
Orange County	51.8%
California	48.6%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	20.2%
Orange County	34.7%
California	37.3%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	2.3%
Orange County	4.6%
California	4.8%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	6.4%
Orange County	8.8%
California	9.2%

Ladera Ranch, California: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020
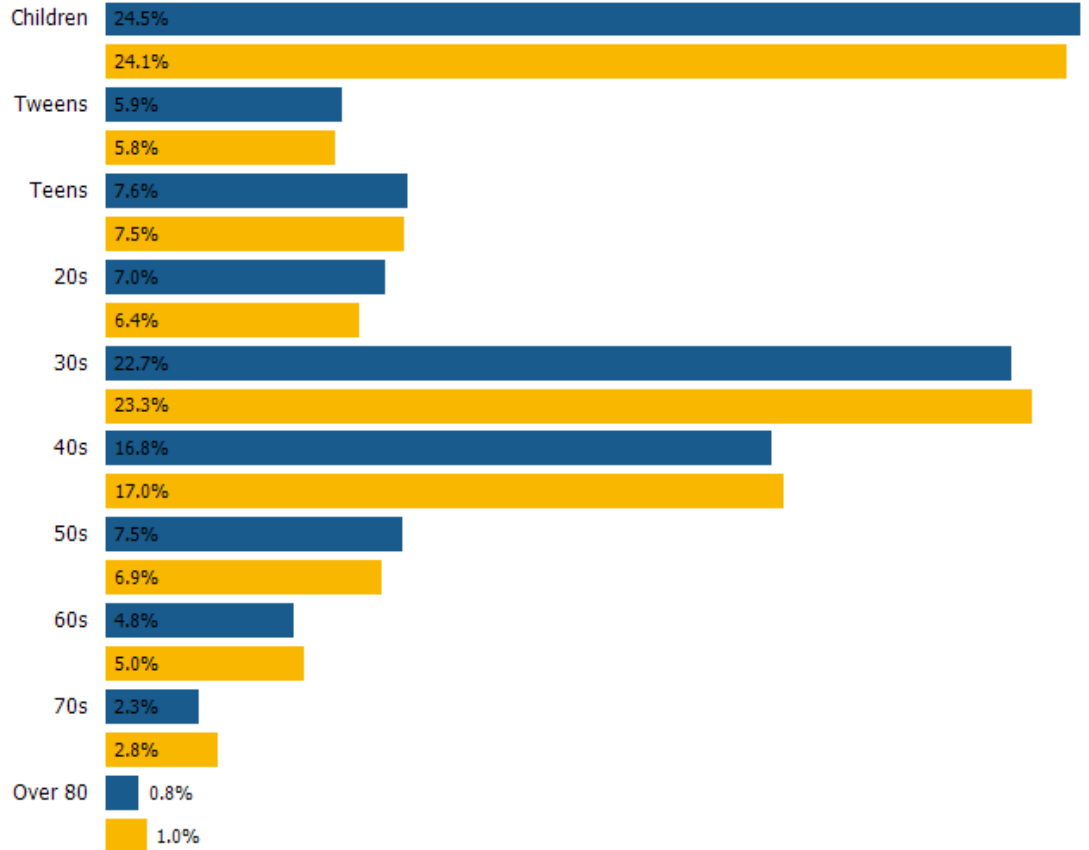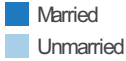
Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch
- $191,567 (2020)
- $219,292 (2025 Projected)

Orange County
- $121,359 (2020)
- $139,918 (2025 Projected)

California
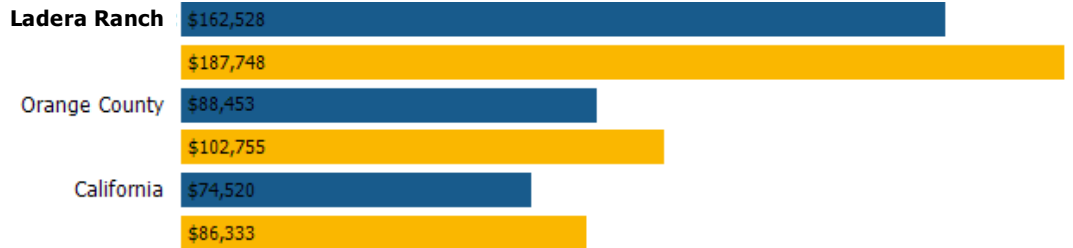- $106,321 (2020)
- $123,187 (2025 Projected)

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch
- $162,528 (2020)
- $187,748 (2025 Projected)

Orange County
- $88,453 (2020)
- $102,755 (2025 Projected)

California
- $74,520 (2020)
- $86,333 (2025 Projected)

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Ladera Ranch
- $58,315 (2020)
- $66,518 (2025 Projected)

Orange County
- $39,619 (2020)
- $45,530 (2025 Projected)

California
- $35,730 (2020)
- $41,278 (2025 Projected)

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020
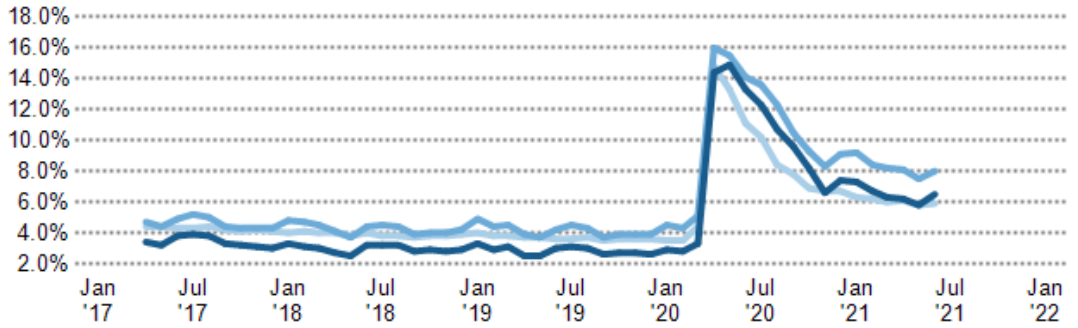
Update Frequency: Annually

Ladera Ranch $125,456
Orange County $86,788
California $77,146

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly
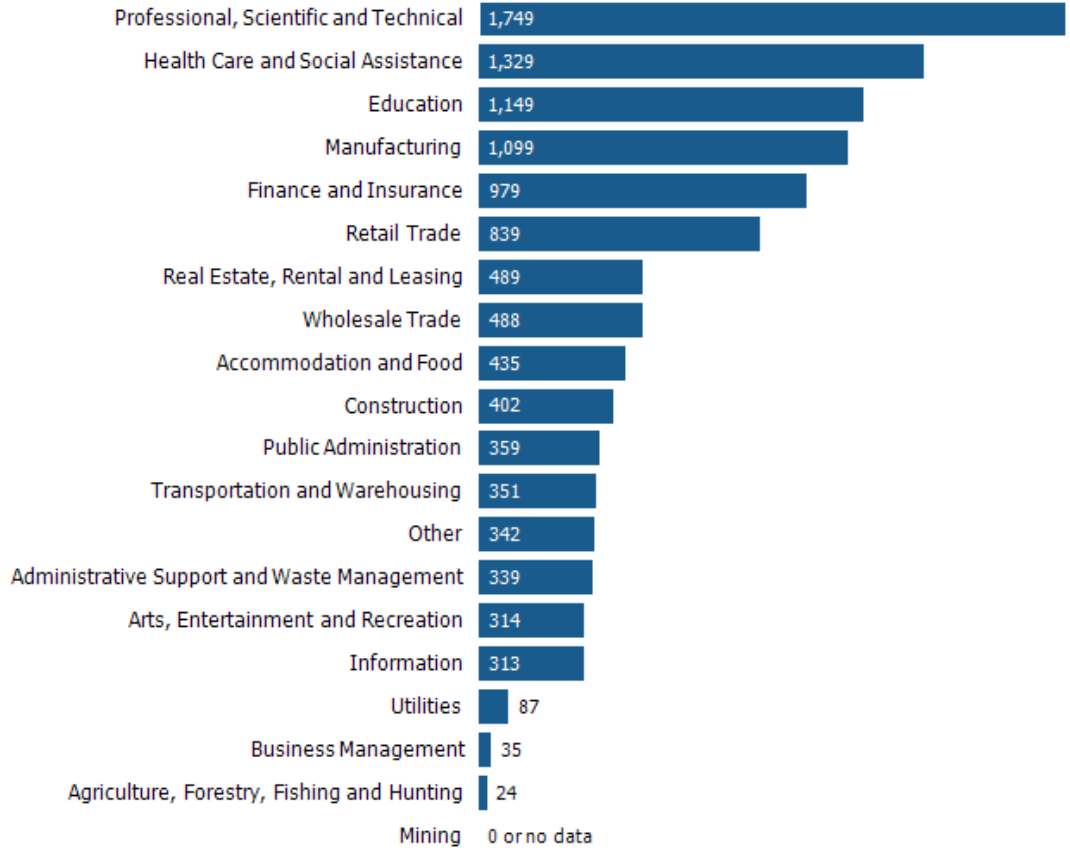
- Orange County
- California
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually

Industry	Count
Professional, Scientific and Technical	1,749
Health Care and Social Assistance	1,329
Education	1,149
Manufacturing	1,099
Finance and Insurance	979
Retail Trade	839
Real Estate, Rental and Leasing	489
Wholesale Trade	488
Accommodation and Food	435
Construction	402
Public Administration	359
Transportation and Warehousing	351
Other	342
Administrative Support and Waste Management	339
Arts, Entertainment and Recreation	314
Information	313
Utilities	87
Business Management	35
Agriculture, Forestry, Fishing and Hunting	24
Mining	0 or no data

Ladera Ranch, California: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	1.4%
Orange County	7.8%
California	9.0%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	14.2%
Orange County	19.8%
California	21.0%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	0.3%
Orange County	1.7%
California	2.2%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	7.6%
Orange County	15.7%
California	18.6%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	14.2%
Orange County	19.8%
California	21.0%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	7.9%
Orange County	7.7%
California	7.8%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	45.2%
Orange County	26.4%
California	21.4%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

Ladera Ranch	22.1%
Orange County	14.7%
California	12.8%

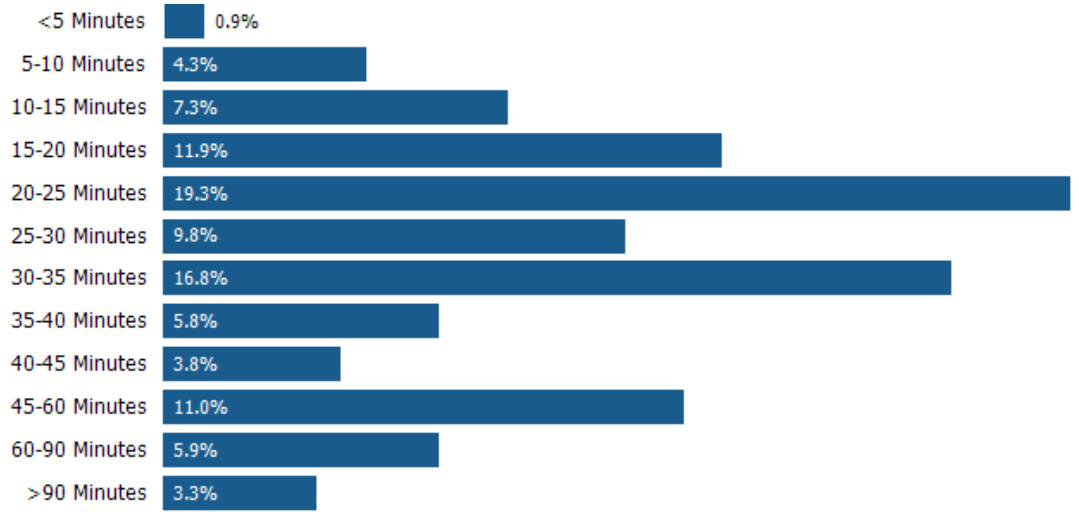# Ladera Ranch, California: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Ladera Ranch

Commute Time	Percentage
<5 Minutes	0.9%
5-10 Minutes	4.3%
10-15 Minutes	7.3%
15-20 Minutes	11.9%
20-25 Minutes	19.3%
25-30 Minutes	9.8%
30-35 Minutes	16.8%
35-40 Minutes	5.8%
40-45 Minutes	3.8%
45-60 Minutes	11.0%
60-90 Minutes	5.9%
>90 Minutes	3.3%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ Ladera Ranch

Transportation	Percentage
Drive Alone	86.5%
Work at Home	13.7%
Carpool	10.9%
Walk	2.0%
Other	0.4%
Bus	0.1%
Public Transit	0.1%
Motorcycle	0.1%

Ladera Ranch, California: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Ladera Ranch	$963,650
Orange County	$874,860
California	$683,080

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Ladera Ranch	+18.1%
Orange County	+14.7%
California	+17.2%

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com