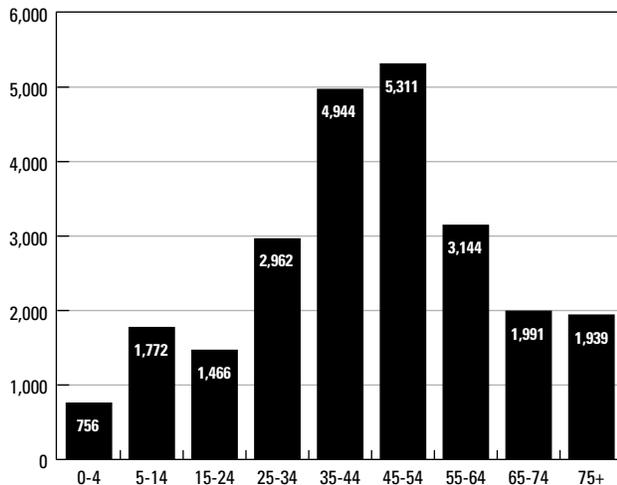


**Figure 4**  
**LAGUNA BEACH RESIDENTS BY AGE (1999)**



Source: *Marketview Comparison Report for Laguna Beach and Orange County*. Claritas, Inc. 2000.

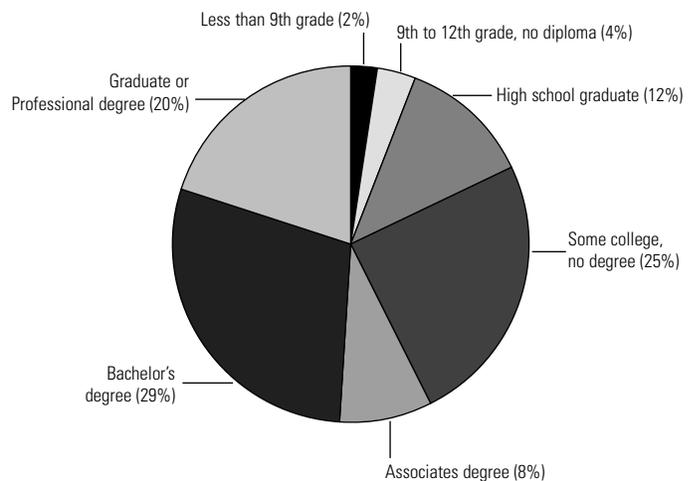
While income levels and income distribution in Laguna Beach are comparable to those in surrounding jurisdictions, they are still well above the average for Orange County and the state of California. In 1999, Laguna Beach's median household income was \$65,382, a 21% increase over the prior ten years. Per capita income in 1999 was \$52,128. These income levels were 16% higher than Orange County's 1999 median household income of \$56,352 and twice the County's per capita income of \$25,746.<sup>4</sup> This comparison to the County is even more significant given that the County's income level is higher than the national average, the state average, and the averages for the neighboring counties.<sup>5</sup>

Figure 5 illustrates that Lagunans are also a very educated group. In 1990, 57% of the residents had completed either a graduate degree, a bachelor's degree, or an associates degree. Only 6% of the population did not complete high school.<sup>6</sup>

Over the years, the ethnic diversity of Laguna Beach has increased although Laguna continues to be a predominately white community. Today, Hispanics make up 11% of the total population while Asians and Pacific Islanders make up 2.4% and Blacks make up 0.7% of the population. By contrast, the total population of Orange County is 29.7% Hispanic, 12.5% Asian and 1.5% Black.<sup>7</sup> Government projections show Orange County's Hispanic community growing and the white population leveling off.

## Questions to Consider

- ▶ *What might be learned from Laguna Beach's colorful history?*
- ▶ *What are some of the "defining moments" in the City's history?*
- ▶ *What challenges will Laguna Beach face due to changing demographics such as aging, income levels, and diversification?*



**Figure 5**  
**EDUCATIONAL ATTAINMENT OF LAGUNA BEACH RESIDENTS (25+ YEARS)**

Source: U.S. 1990 Census

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- <sup>1</sup> *Laguna Beach Local Color*. Michael A Maxsenti. The Max Company. 1998.
- <sup>2</sup> *Marketview Comparison Report for Laguna Beach and Orange County*. Claritas, Inc. 2000.
- <sup>3</sup> *Marketview Comparison Report for Laguna Beach and Orange County*. Claritas, Inc. 2000.
- <sup>4</sup> *Marketview Comparison Report for Laguna Beach and Orange County*. Claritas, Inc. 2000.
- <sup>5</sup> *Orange County Community Indicators Report*. County of Orange. 1999.
- <sup>6</sup> 1990 United States Census
- <sup>7</sup> *Marketview Comparison Report for Laguna Beach and Orange County*. Claritas, Inc. 2000.

