

Figure 9
1999 HOUSEHOLD EXPENDITURES BY
SELECTED STORE TYPE
(in thousands of dollars)

Selected Store Type	Expenditure (× \$1000)
Building Materials and Supply Store	5,819
Hardware Stores	875
Retail Nursery/Lawn/Garden Supply	1,254
Auto Supply Stores	6,500
Gasoline/Service Stations	24,017
Grocery Stores	54,556
Drug and Proprietary Stores	10,042
Eating Places	40,241
Drinking Places	2194
Department Stores	28,392
Apparel Stores	12,256
Shoe Stores	3015
Furniture	7217
Home Furnishing Stores	4268
Household Appliance Stores	1735
Radio/TV/Computer/Music Stores	7171

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

Questions to Consider

- ▶ *What decisions can lead to a sustainable, more diversified economic future for the community?*
- ▶ *What role will technology-oriented businesses play in the future? How will this “new economy” impact other aspects of the community?*
- ▶ *What should be Laguna Beach’s role in the regional economy?*
- ▶ *What type of jobs do we want? How can we encourage them? What other factors influence job creation?*
- ▶ *How can tourism and resident-serving economic needs be balanced?*
- ▶ *What are the constraints to doing business in Laguna Beach? How do we overcome the constraints?*
- ▶ *What is the impact of the increase in the number of daytrippers and the increase in the number of peak tourist weekends?*
- ▶ *What business activities do we want to encourage/discourage?*



¹ *Marketview Comparison Report for Laguna Beach and Orange County.* Claritas, Inc. 2000.

² California State Employment Development Department. March 2000.

³ California State Employment Development Department. March 2000.

⁴ Orange County Community Indicators Report. County of Orange. 1999.

⁵ Center for Demographic Research, Cal State Fullerton.

⁶ California Employment Development Department, 1995-2002 projections.