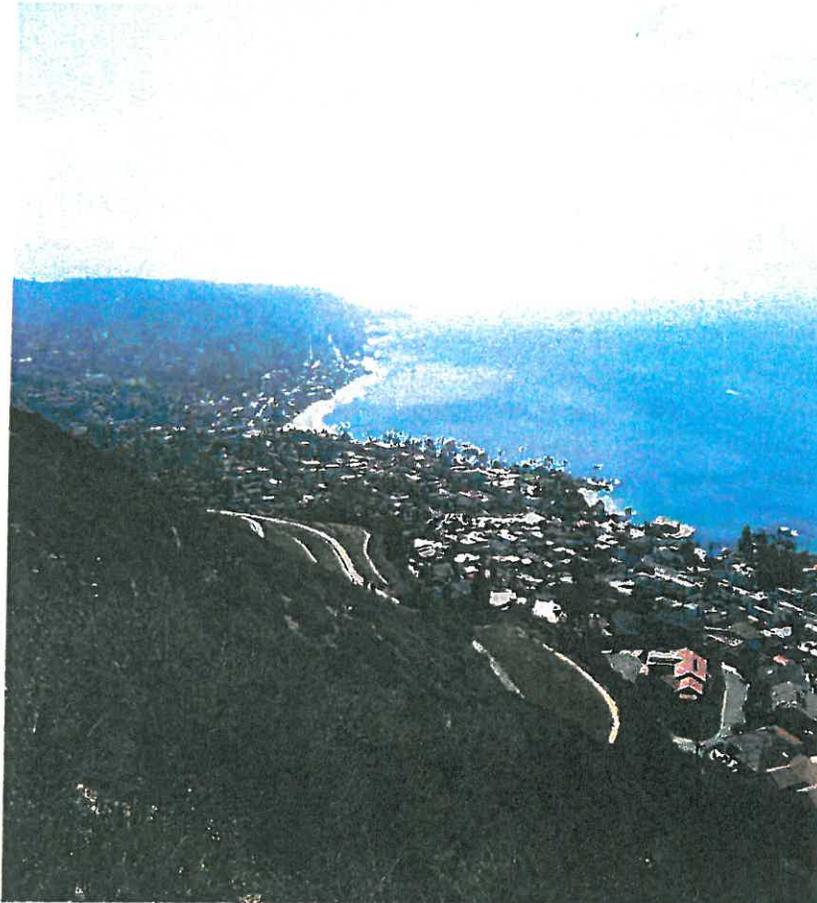


Profile of City of Laguna Beach

Southern California Association of Governments' (SCAG) Regional Council includes 67 districts which represent 191 cities in the SCAG region.

SCAG Regional Council District 12 includes Aliso Viejo, Dana Point, Laguna Beach, Laguna Niguel, San Clemente, and San Juan Capistrano
Represented by: Hon. Mike Munzing



This profile report was prepared by the Southern California Association of Governments and shared with City of Laguna Beach. SCAG provides local governments with services including planning data and information, technical and planning assistance (i.e. GIS training and growth visioning), and analyzing the impacts of infill development.



I. Introduction

The purpose of this report is to provide current information and data for City of Laguna Beach for planning and outreach efforts. Information on population, housing, transportation, employment, retail sales, and education can be utilized by the city to make informed planning decisions. The profile provides a portrait of the city and its changes since 2000, using average figures for Orange County as a comparative baseline. In addition, the most current data available for the region is also included in the Statistical Summary (page 3). This profile demonstrates the current trends occurring in City of Laguna Beach.

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura) and 191 cities. As the designated MPO, SCAG is mandated by federal and state law to research and develop a Regional Transportation Plan (RTP), which incorporates a Sustainable Communities Strategy (SCS). SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California.

In 2008, SCAG initiated the Local Profiles Project as a part of a larger initiative to provide a variety of services to its member cities and counties. Through extensive input from member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. The Profiles were last updated in 2011 to incorporate the 2010 Census information.

Local Profiles provide basic information about each member jurisdiction including, but not limited to, the following:

- How much growth in population has taken place since 2000?
- Has the local jurisdiction been growing faster or slower than the county or regional average?
- Have there been more or fewer school-age children?
- Have homeownership rates been increasing or decreasing?
- How and where do residents travel to work?
- How has the local economy been changing in terms of employment share by sectors?
- Have the local retail sales revenue recovered to pre-recession levels?

Answers to questions such as these provide a snapshot of the dynamic changes affecting each local jurisdiction.

New Features of the 2013 Report

Building on the foundation of the 2009 and 2011 Reports, the 2013 Local Profiles provide additional information related to income, housing, employment, and education. The expanded reports now also include the following: median household income, single-family and multi-family permits, types and age of the housing stock, foreclosures, major work destinations for residents, and educational attainment for residents. This additional information helps to provide a more complete profile of local jurisdictions.

2012 STATISTICAL SUMMARY

<i>Category</i>	<i>Laguna Beach</i>	<i>Orange County</i>	<i>Laguna Beach relative to Orange County*</i>	<i>SCAG Region</i>
2012 Population	22,966	3,055,792	[0.75%]	18,242,331
2012 Median Age (Years)	48.9	36.7	12.2	35.2
2012 Hispanic	7.5%	34.3%	-26.8%	46.4%
2012 Non-Hispanic White	84.1%	42.5%	41.6%	32.1%
2012 Non-Hispanic Asian	4.7%	18.7%	-14.0%	12.4%
2012 Non-Hispanic Black	.7%	1.4%	-.7%	6.3%
2012 Non-Hispanic American Indian	.1%	.2%	-.1%	.2%
2012 Non-Hispanic All Other	2.8%	2.9%	-.1%	2.5%
2012 Number of Households	10,841	995,933	[1.1%]	5,870,003
2012 Average Household Size	2.1	3.0	-0.9	3.1
2012 Median Household Income (\$)	90,899	71,193	19,706	57,465
2012 Number of Housing Units	12,946	1,052,361	[1.2%]	6,356,479
2012 Homeownership Rate	59.8%	54.3%	5.5%	54.3%
2012 Median Existing Home Sales Price (\$)	1,230,000	422,000	808,000	323,000
2011 - 2012 Median Home Sales Price Change	11.8%	-3.9%	15.7%	6.4%
2012 Drove Alone to Work	90.2%	81.6%	8.6%	77.8%
2012 Mean Travel Time to Work (minutes)	31	29	2	31.4
2012 Number of Jobs	13,480	1,523,697	[0.88%]	7,462,957
2011 - 2012 Total Jobs Change	319	26,990	[1.2%]	109,491
2011 Average Salary per Job (\$)	50,551	53,307	-2,756	49,468
2012 K-12 Public School Student Enrollment	2,375	503,736	.5%	3,096,034

Sources: U.S. Census Bureau; Nielsen Co.; California Department of Finance; MDA Data Quick; and SCAG

* Numbers with [] represent Laguna Beach's share of Orange County. The other numbers represent the difference between Laguna Beach and Orange County.

Mapped jurisdictional boundaries are as of July 1, 2012 and are for visual purposes only. Report data, however, are updated according to their respective sources

VI. Employment

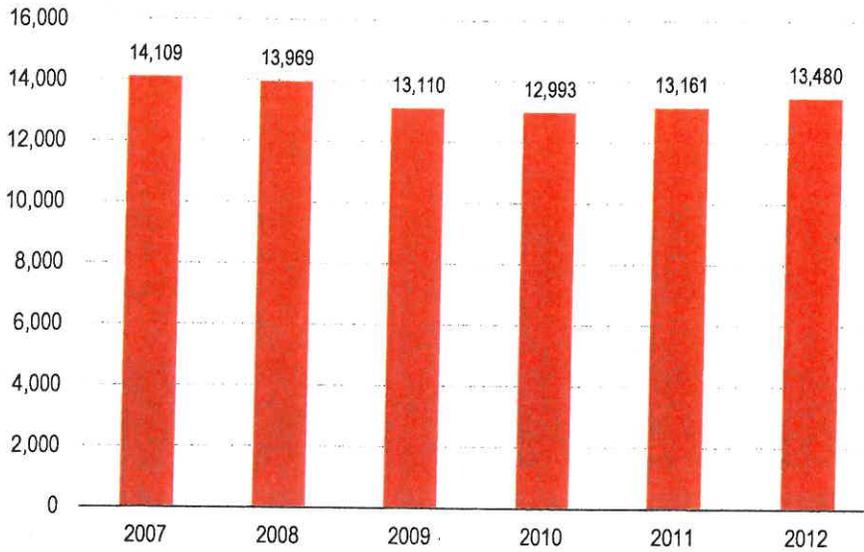
Top 10 Places Where Residents Commute to Work: 2010

Local Jurisdiction		Number of Commuters	Percent of Total Commuters
1.	Irvine	1,832	17.48 %
2.	Laguna Beach	1,118	10.66 %
3.	Newport Beach	824	7.86 %
4.	Santa Ana	610	5.82 %
5.	Los Angeles	495	4.72 %
6.	Costa Mesa	429	4.09 %
7.	Anaheim	323	3.08 %
8.	Orange	254	2.42 %
9.	Mission Viejo	250	2.38 %
10.	San Diego	235	2.24 %
Other Destinations		4,113	39.23 %

Source: U.S. Census Bureau, 2012; LODES Data; Longitudinal-Employer Household Dynamics Program

- This table identifies the top 10 locations where residents from City of Laguna Beach commute to work.
- 10.66% work in the local jurisdiction where they live, while 89.34% commute to other places.

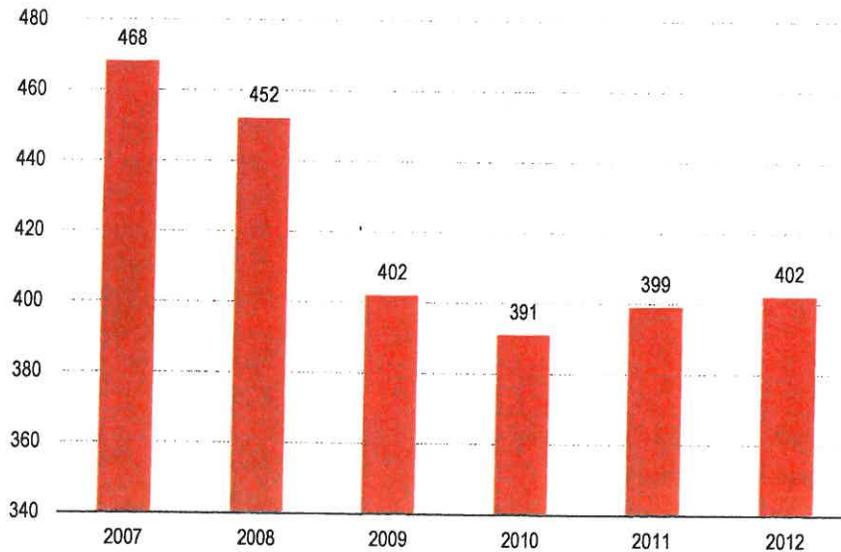
Total Jobs: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Total jobs include wage and salary jobs and jobs held by business owners and self-employed persons. The total job count does not include unpaid volunteers or family workers, and private household workers.
- In 2012, total jobs in City of Laguna Beach numbered 13,480, a decrease of 4.5 percent from 2007.

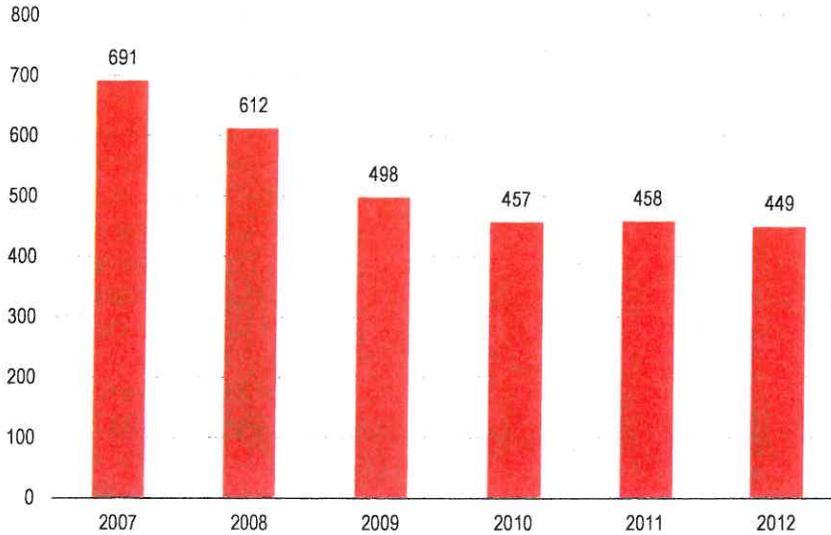
Jobs in Manufacturing: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Manufacturing jobs include those employed in various sectors including food, apparel, metal, petroleum and coal, machinery, computer and electronic product, and transportation equipment.
- Between 2007 and 2012, the number of manufacturing jobs in the city decreased by 14.1 percent.

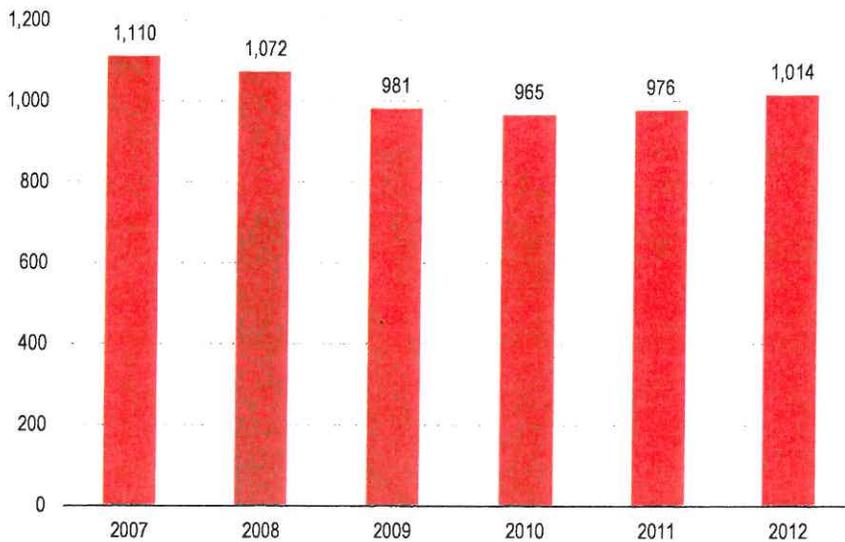
Jobs in Construction: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2012, construction jobs in the city decreased by 35 percent.

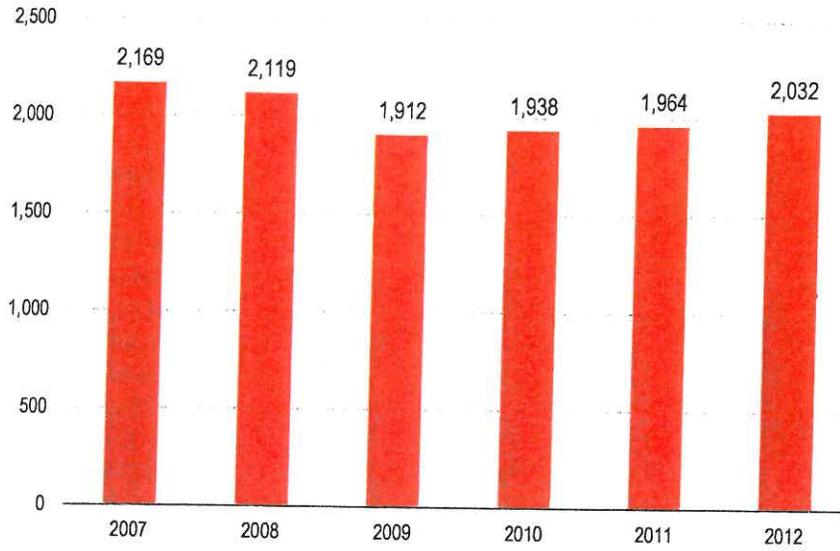
Jobs in Retail Trade: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Retail Trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliance, building material, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2012, the number of retail trade jobs in the city decreased by 8.6 percent.

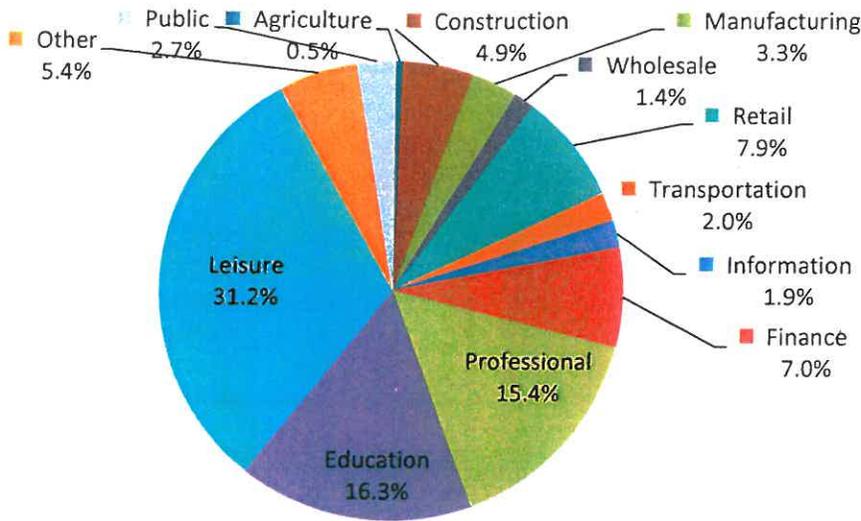
Jobs in Professional and Management: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2007 and 2012, the number of professional and management jobs in the city decreased by 6.3 percent.

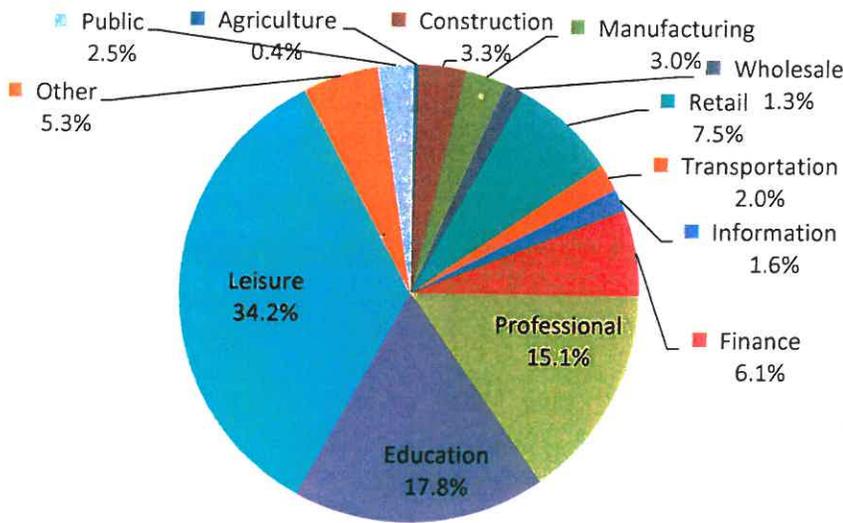
Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoGroup; and SCAG.

- Between 2007 and 2012, there were changes in the share of jobs by sector in City of Laguna Beach. From 2007 to 2012, the share of Leisure jobs increased from 31.2 percent to 34.2 percent while the share of Construction jobs declined from 4.9 percent to 3.3 percent.

Jobs by Sector: 2012

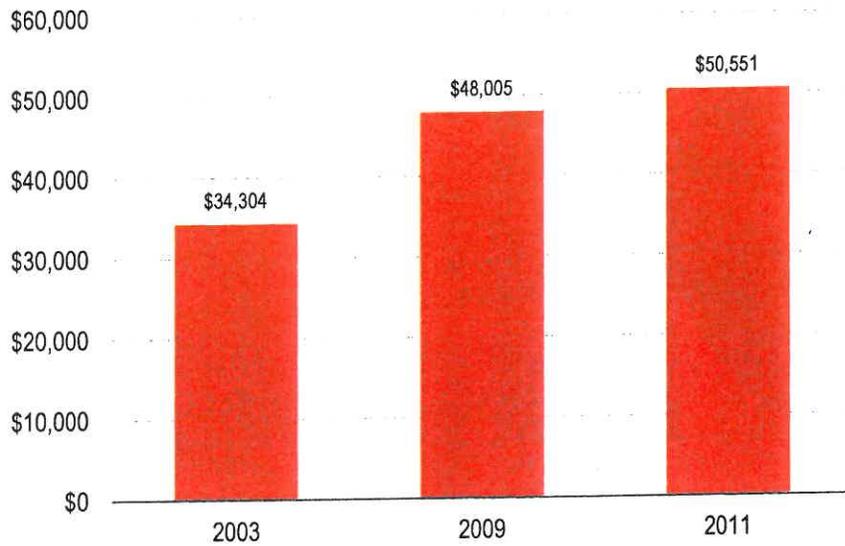


Sources: California Employment Development Department, 2012; InfoGroup; and SCAG.

- In 2012, the Leisure sector was the largest job sector, accounting for 34.2 percent of total jobs in the city.
- Other large sectors included Education (17.8 percent), Professional (15.1 percent), and Retail (7.5 percent).
- See Methodology Section for industry sector definitions.

Average Salaries

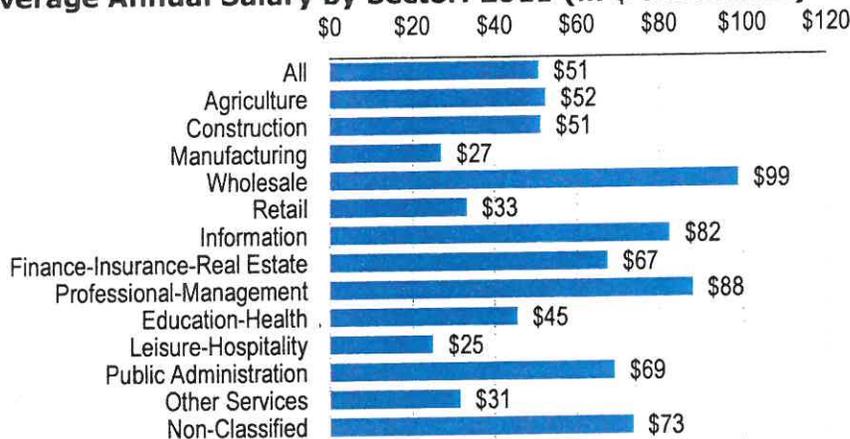
Average Annual Salary Per Job: 2003 2009 and 2011



- Average salaries for jobs located in the city increased from \$34,304 in 2003 to \$50,551 in 2011, a 47.4 percent change.

Source: California Employment Development Department, 2003, 2009, 2011

Average Annual Salary by Sector: 2011 (in \$ thousands)

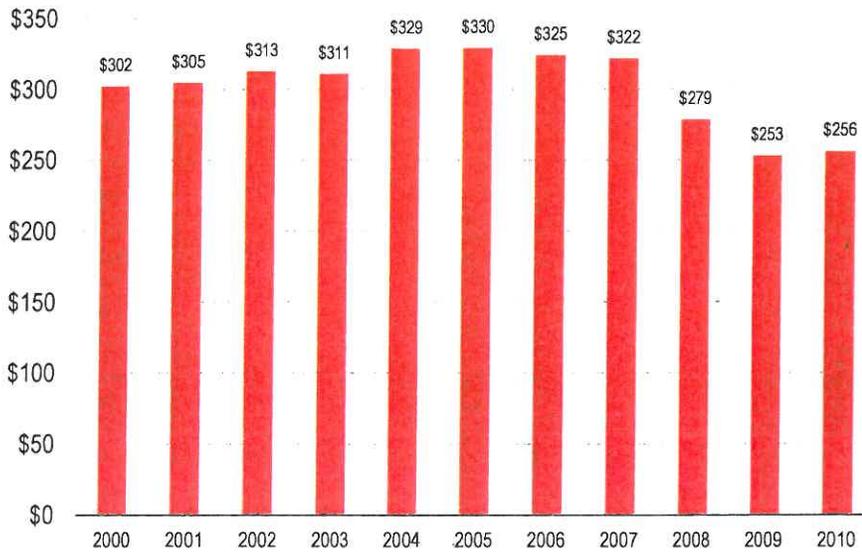


- In 2011, the sector providing the highest salary per job in the city was Wholesale (\$98,762).
- The Leisure-Hospitality sector provided the lowest annual salary per job (\$24,798).

Source: California Employment Development Department, 2011

VII. Retail Sales

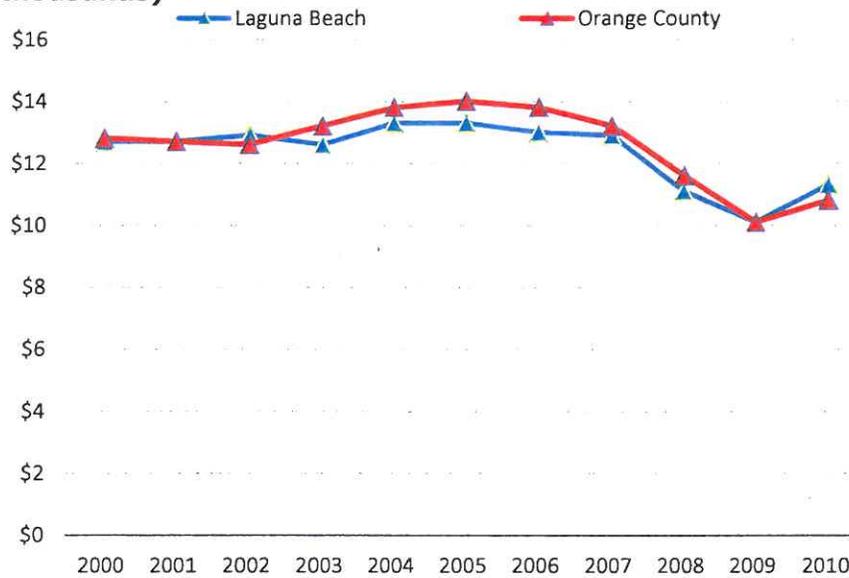
Real Retail Sales: 2000 - 2010 (in 2010 \$ millions)



Source: California Board of Equalization, 2000-2010

- Real retail sales (inflation adjusted) in the City of Laguna Beach increased by 9.1 percent between 2000 and 2005.
- Real retail sales decreased by 22.3 percent between 2005 and 2010.

Real Retail Sales per Person: 2000 - 2010 (in 2010 \$ thousands)



Source: California Board of Equalization, 2000-2010

- Between 2000 and 2010, real retail sales per person for the city decreased from \$12,747 to \$11,275.