



City Motto None Designated
City Tree Eucalyptus Citradora
City Flower Pelargonium
Area 9.1 square miles
Incorporated June 29, 1927

Civic Center
 505 Forest Avenue 92651
949 / 497-3311

Utilities

Electric

Southern California Edison
 800 / 655-4555

San Diego Gas & Electric
 800 / 411-7343

Gas

The Gas Company
 800 / 427-2200

San Diego Gas & Electric
 800 / 411-7343

Telephone

GTE
 800 / 483-4000

Water

Laguna Beach W.D. 494-1041
 South Coast W.D. 499-4555

Cable

Cox Communications 240-1212

Trash

City of Laguna Beach 497-0323

Chamber of Commerce

357 Glenneyre Street 92651
 494-1018 x5

City Resources

Animal Control 497-0701
 Business License 497-0313
 City Admin. 497-0704
 City Clerk 497-0705
 City Council 497-0710
 City Finance 497-0317
 City Manager 497-0704
 City Treasurer 497-0327
 Comm. Services 497-0716
 Econ. Dev. Dept. n/a
 Fire Dept. 497-0700
 Mayor 497-0710
 Parks & Rec. 497-0716
 Planning Dept. 497-0713
 Police Dept. 497-0701

Business Licensing Fee

Varies based on gross receipts.

Post Offices

U.S. Postal Service
800 / 275-8777

Playa Station
 350 Forest Avenue
 92651

South Laguna Station
 31677 Virginia Way
 92652

Library

363 Glenneyre Street
 92651 497-1733

Major Employers

City of Laguna Beach Municipality
 South Coast Medical Center Health Services
 Miller Freeman Trade Show Producers

ETHNICITY

White	86.00%
Black	0.68%
Asian	2.33%
Other	0.17%
Hispanic	10.75%

HOUSING

Median Value	\$450,909
Housing Units	13,049
Single Units	64.46%
Multi-Family	28.97%
Mobile Home	5.37%
Owners	53.54%
Renters	34.44%
Avg. Rents	\$872

REGISTERED VOTERS

Voters	16,409
Am. Independents	268
Democrats	6,125
Libertarians	153
Republicans	6,907
Others	2,956

EMPLOYMENT BY INDUSTRY

Exec/Admin/Mgmt	20.72%	Admin Support	9.92%
Prof/Specialty	27.92%	Priv HH Occ	0.91%
Services	7.44%	Machine Oper	1.03%
Forest/Farm/Fishing	1.01%	Transportation	0.90%
Crafts	6.30%	Laborers	1.33%
Tech	2.42%	Protect Serv.	1.74%
Sales	18.36%		

EMPLOYMENT

Labor Force	16,080
Employed	15,920
Unemployed	160
Unempl. Rate	1.0%

CRIME

	'97	'96		'97	'96		'97	'96
Murder	0	0	Assault	111	73	Petty Theft	510	721
Rape	12	9	Burglary	224	247	Arson	2	1
Robbery	13	10	Auto Theft	47	66	% Change (96-97)	-18.5	

POPULATION

Total	24,527
Men	50.56%
Women	49.44%
College Degree	47.11%
Median Age	45.0
Age Distribution	
0 - 13 years	9.86%
14 - 24 years	6.60%
25 - 34 years	13.00%
35 - 44 years	20.57%
45 - 59 years	28.50%
60 - 64 years	5.26%
65 +	16.21%

HOUSEHOLDS

Total	11,884
1-2 Persons	74.38%
3+ Persons	25.62%
Average Size	2.163
HH w/children	16.82%
Marital Status	
Married	53.25%
Single, Never Married	26.59%
Divorced, Sep., Wid.	20.16%

INCOME

Per Capita	\$50,104
Household	\$63,150
0 - \$14,999	11.28%
\$15,000 - 24,999	7.23%
25,000 - 34,999	7.83%
35,000 - 49,999	12.57%
50,000 - 74,999	19.19%
75,000 - 99,999	10.99%
100,000 +	30.91%