



Live, Work & Play Downtown L.A.

**DOWNTOWN CENTER BUSINESS
IMPROVEMENT DISTRICT**

Presents

THE DOWNTOWN LOS ANGELES MARKET REPORT & 2006 DEMOGRAPHIC SURVEY OF NEW DOWNTOWN RESIDENTS

February 2007

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The Downtown Los Angeles Market Report & 2006 Demographic Survey of New Downtown Residents

Executive Summary

Background and Purpose

Downtown Los Angeles has been in an unprecedented renaissance since the passage of the Adaptive Reuse Ordinance in 1999, which allows for the conversion of vacant office and commercial space into residential use. The renaissance continued with the development of catalytic projects such as STAPLES Center (1999), the Cathedral of Our Lady of the Angels (2002), and the Walt Disney Concert Hall (2003), as well as the construction of more than 7,000 new and Adaptive Reuse housing units since 1999.

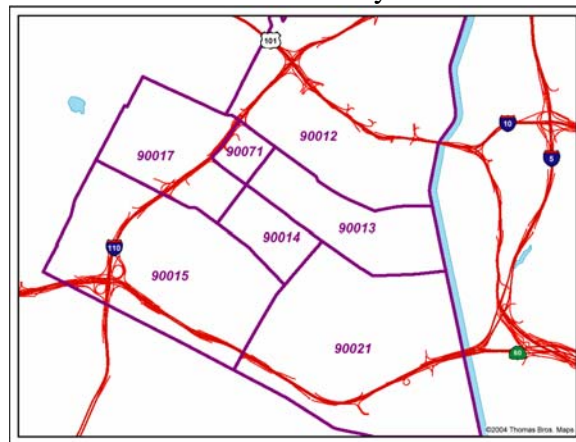
In order to quantify the magnitude of Downtown's renaissance, the Downtown Center Business Improvement District (DCBID) retained the Los Angeles County Economic Development Corporation (LAEDC) to gather business, economic and demographic data that are of interest to corporate, retail and restaurant tenants, investors, developers, bankers, residents and the community.

The purpose of the report and survey was to profile the residents of Downtown - who really live, work and play there - and the business community to assess the overall economic power of Downtown.

DCBID is a coalition of almost 480 property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The coalition helps the 65-block central business district achieve its full potential as a great place to live, work and play.

Founded in 1998, the DCBID funds the clean and safe team known as the Purple Patrol, as well as business retention and recruitment programs, and acts as a housing and investment resource to potential residents and developers. The DCBID also provides marketing programs such as special events, promotional offers, advertising campaigns and public relations efforts to both businesses and consumers.

Downtown as defined by ZIP codes



Market Report and Demographic Survey Methodology

For the market report, LAEDC used a variety of official (government-provided) and private data sources with high degrees of reliability. All data presented are historical, and no attempts at forecasting were made. None of the data is modified or adjusted in any way.

The DCBID also commissioned the LAEDC to assist in performing a demographic survey of new Downtown residents who have moved to the area since 2000. The survey was conducted during the 4th quarter of 2006. A similar survey was conducted during the 4th quarter of 2004 and comparisons between the two surveys are provided in this Executive Summary and the actual survey.

The results provide information on new Downtown residents' age, income, education, ethnicity, work and recreational activities. Thirty-five properties containing a total of 5,400 units were surveyed during the 4th quarter of 2006. Surveys were delivered door-to-door by the DCBID. There were 931 responses (hard copy and via internet) yielding a response rate of 17.2%.

For both the report and survey, Downtown was defined as roughly bounded by the 101 Freeway on the north, the 10 Freeway to the south, the Los Angeles River on the east and the 110 Freeway on the west.

KEY FINDINGS OF THE MARKET REPORT

- **Business Establishments:** In 2005, the number of business establishments located Downtown totaled 11,559. In the first quarter of 2006 (the latest data available), the count had climbed 8.5% to 12,545.
- **Total Number of Employees:** Total employment in Downtown Los Angeles during 2005 averaged 418,870 workers. A total of 177,385 workers were in the private sector, while 241,485 persons worked for government agencies. During the first quarter of 2006, private sector payrolls had climbed to 203,100, while the government sector count was 243,217 jobs for a total of **446,317** jobs. Given the recovery in government employment in the County during 2006 and various construction underway in Downtown, steady growth in total Downtown employment for 2007 is expected.
- **Wages:** The average annual wage in Downtown Los Angeles during 2005 was \$57,354, the second highest in Los Angeles County after the Westside area (\$64,433).
- **Retail Sales:** Taxable retail sales in Downtown Los Angeles totaled nearly \$1.7 billion in FY 2005-2006, up 7% over the previous year.
- **Office Space:** Downtown Los Angeles has a historically low office vacancy rate, as reported by Grubb & Ellis at end of 3rd quarter 2006, of 14.3%, down from a high of 29% in the mid 1990s. Rents are expected to continue to rise through 2007, due to the lack of available space in the County and steady job growth. In addition, Downtown's office market with its relative affordability and increasing attractiveness due to competitive, well located buildings compared to other area submarkets continues to lure new tenants to the market.

Major New Projects

A variety of developments are currently underway in Downtown. These include:

- **Grand Avenue project:** The estimated \$2.1 billion project will include up to 3.6 million square feet of mixed-use development, the creation of a new park, streetscape improvements as well as outdoor public spaces throughout the development. It is estimated to create 29,000

construction-related jobs and 5,900 long-term jobs, and will generate more than \$615 million in revenues annually along with an estimated \$105 million annually in tax revenues. It was recently announced that the Mandarin Oriental Hotel Group will manage the 275-room hotel that will occupy the first 20 floors of the 48-story tower.

- **L.A. Live:** The Nokia Theater and other facilities at this \$2.5 billion dollar development are expected to produce a \$10 billion economic impact, create more than 25,000 jobs, and produce more than \$18 million in new annual tax revenues.
- **Colburn School:** This school for the performing arts is undergoing a 326,000-square foot, \$120 million expansion.
- **Gold Line light rail:** The six-mile eastward extension of this light rail line, at an estimated cost of \$859 million, is expected to be completed in 2009.
- **Exposition Boulevard light rail:** Initial construction has begun for this new light rail line, at an estimated cost of \$555 million, that runs west from Downtown to Culver City.

Residential Growth

Downtown residential growth has been unprecedented. Since the passage of the Adaptive Reuse Ordinance in 1999, an initiative of the Central City Association, more than 7,000 new housing units have opened in Downtown Los Angeles and more than 7,500 additional residential units are currently under construction. These current under construction units, as part of Phase II in Downtown's renaissance, are expected to help generate 36,400 jobs and \$5.4 billion in direct and indirect business revenues¹. Notwithstanding the large condominium inventory coming to market, demand remains very strong and pricing is steady.

Economic Benefits

Downtown's transformation has generated both jobs (almost 124,000 annual full-time jobs from private adaptive reuse and new construction, and 50,000 annual full-time jobs from cultural and civic construction over the years 1999-2005, the first phase of Downtown's renaissance) and tax revenues (approximately \$169 billion in one-time tax and fee revenues).

More importantly, when Downtown thrives, so does the rest of the city and County of Los Angeles. The new jobs and tax revenues are spread throughout every neighborhood and provide enhanced services.

¹ Downtown Los Angeles Renaissance Economic & Revenue Impacts Report (February 2006) – LAEDC and Lauren Schlauf Consulting

2006 DEMOGRAPHIC SURVEY

How many people live Downtown?

Census Tracts as defined by the U.S. Bureau of the Census include large areas beyond the borders of Downtown that have been established for this report. The 2000 population was reported to be 82,648. This number includes the highly-dense areas of Central City West, Chinatown and a part of East Los Angeles, and is thus too high to be representative of the defined "Downtown" population.

However, a close estimate can be provided. From the survey, the average occupancy of market rate residential units was 1.6 people per household. This number is confirmed in the Demographic Survey of Downtown Residents that is detailed later in this report. A very conservative estimate of 1.6 people per household for affordable units (publicly-subsidized housing), which included both SRO (single room occupancy) and high-density family housing, can be provided.

At the time of this report, there were a total of 18,999 available housing units (according to data tracked by the DCBID). This number consisted of 9,568 affordable units and 9,431 market rate units. The overall occupancy rate was approximately 95%. Therefore, the estimated total Downtown population is $18,999 \times 95\% \times 1.6 = \mathbf{28,878}$.

- **Age** - Median age was 31 years with 25.6% of Downtown residents between 23-29 years of age.
- **Household size** -- Slightly more than half of Downtown households were made up of single persons (50.2%), while 42.6% of households were made of two persons and the remaining 7.2% three or more persons. Average: 1.6 people per household.
- **Ethnicity** - Caucasian/whites accounted for 53.2% of the residents. Asian/Pacific islanders were the second largest group at 24.9%, followed by Hispanics/Latinos at 10.1% and African-American at 5.3%.
- **Gender** -- There were slightly more male residents (53.5% vs. 46.5% female) in Downtown.
- **Marital Status** -- More than 60% of Downtown households were made up of single persons.
- **Rent vs. Own** -- The survey revealed that 62.6% of the units were rented, while 30.2% are owned by the residents. Some residents (e.g., consultants on temporary assignment) do not pay for their housing.
- **Employment Sectors** - The largest private-sector employment category in Downtown was professional, scientific and technical services, with a 2005 average of 27,242 workers. This sector also had one of the highest average annual wage levels, \$94,236, among Downtown residents.
- **Job Function** -- From the survey, 22.7% of the residents were in professional, scientific and technical services. 20.7% were in arts and entertainment and 10.6% were employed in educational and health services.

- **Household Income** - Median household income for households with at least one income earner was \$99,600 in the 2006 survey, compared with \$96,300 in 2004.
- **Origins** -- In 2006, 24.3% moved from the Greater Westside of the County. The next largest demographic group (16.9%) moved from outside California compared to 19.3% in 2004. About 13.0% moved from elsewhere to Downtown.
- **Primary Residence** -- An overwhelming majority (89.1%) of respondents considered Downtown to be their primary residence.
- **Location of Employment** -- More than half (55.1%) of respondents surveyed said they either work in the Central Business District or Greater Downtown Los Angeles, followed by 22.4% in Westside Los Angeles (e.g. Hollywood, Wilshire, Santa Monica) compared to 24% in 2004.

Comparing the 2006 Survey with the 2004 Survey

From 2004 to 2006, Downtown Los Angeles resident demographics experienced some dramatic shifts and below are the highlights:

Downtown Population

The 2006 survey reports a 20.8% increase in the Downtown population – from 23,894 residents in 2004 to 28,878 in 2006 as more residents continue to move to Downtown for geographic advantages, a wide range of cultural venues and activities, and a desire to live in a thriving urban setting.

Rent versus Own

More of the housing units were owned in 2006 (30.2%) than in 2004 (18.6%). This may be the result of the inclusion of newly-developed condo properties that opened after the survey in 2004.

Median Income

In 2006, the median income of Downtown households with at least one income earner was \$99,600, compared to the 2004 survey median of \$96,300.² The percent of households with incomes more than \$200,000 was 14.6% in 2006, compared to 8.8% in 2004.

Employment

Almost 65% of Downtown residents were employed on a full- or part-time basis, while 18.9% were self-employed and not students. Of the current residents surveyed, almost 37% said they were professional or senior level staff, while 21.7% said they were senior level executives or managers.

² "Student households" is the largest group excluded from this analysis. If all reported households are included in the income analyses, the 2004 median household income was nearly \$90,000 and the 2006 figure was around \$94,200.

Education

The survey showed that Downtown residents were well-educated with 48.5% holding an undergraduate college degree, while 28% have a graduate or professional degree, for a total of 76.5% of residents holding college degrees.

Gender and Age

The largest number of Downtown residents in both the 2006 and 2004 surveys was male. However, there was a shift in the age distribution. Though residents in the 23-29 age bracket still represented the largest group, they constituted 25.6% of the surveyed respondents in 2006, compared to 29% in the 2004. Also, there were notable gains in the number of people in ages 35-44 to a 21.9% share in 2006.

Ethnic Composition

There were also some shifts in the ethnic composition of Downtown. In the 2006 survey results, 53.2% of the residents were Caucasian/white, compared to 57.9% in 2004. Also noted were significant increases in the Asian/Pacific islander population (from 17.1% to 24.9%) and in the Hispanic/Latino population (from 8.3% of residents to 10.1%).

Former Residence

The 2006 survey shows 24.3% of Downtown residents moved from the Greater Westside of Los Angeles County, while in the 2004 survey, 14.7% of the people who moved to Downtown came from the Greater Westside area.

Professions and Where Downtown Residents Work

Professional, scientific and technical services accounted for the largest share of sectors in which Downtown residents work, in both 2006 and 2004, while the arts and entertainment industry was second. Also, the number of Downtown residents who also work in Downtown increased to 55.1% in 2006 from 46.1% in 2004. Nearly 60% of the respondents cited that convenience and culture and arts activities were the top two motivators for their initial move to Downtown.

Many Downtowners said they were seeking to improve their quality of life by working near home and relying less on daily driving and opting for public transit. As such, the 2006 survey supports this trend with an increase in the use of public transit by Downtown residents, up to 11.3% in the 2006 compared with 9.3% in 2004. Nearly 47% of respondents stated that a reintroduction of an effective Downtown trolley system, along with better safety on the current transit system, would likely increase their use of public transit.

Average Dine-Out Spending

Downtown residents are also spending more per person when dining out, with median spending per person around \$25 in 2006's survey compared to \$20 median spending per person reported in 2004. However, there was little increase in how often Downtowners dined out compared to 2004, holding steady at roughly 30% of the time.

Conclusion

The Downtown Los Angeles resident count continues to grow as does their buying power. Combined with the Downtown work force, this provides a strong base to support continued retail, restaurant and cultural developments.

Downtown Los Angeles residents also have a keen and vocal interest in the further development of the area. Their pride of ownership of Downtown, along with a "frontier" spirit, sets them uniquely apart from others in L.A. County. Many residents are proud to be not only witnessing, but are also actively participating, in the revitalization and renaissance of the Downtown area.

In addition to the following market and demographic data, it is important to note that Downtown Los Angeles is the transportation hub of Southern California for bus and rail transit. The Gold Line light rail line is being expanded to serve East Los Angeles, while construction nears for a light rail line running from Downtown west along Exposition Boulevard to Culver City, and ultimately to Santa Monica.

Based on the market report and positive demographic data, it is clear Downtown Los Angeles is continuing its economic revitalization by residents and businesses. DCBID plans to release the next study in January 2009. Downtown Los Angeles is truly in a renaissance.

The Downtown Los Angeles Market Report

Economic & Market Information

When analyzing employment trends in Downtown Los Angeles, one has to understand that Downtown is the headquarters for a number of different government entities. As a result, it has the largest number of government jobs of any area in Los Angeles County. (Note that government employment is often reported at the Downtown location regardless of where in L.A. the job is physically located.)

Downtown Los Angeles also has a large number of people engaged in arts and entertainment. A significant number of those people work as independent contractors and are not captured by official employment data.

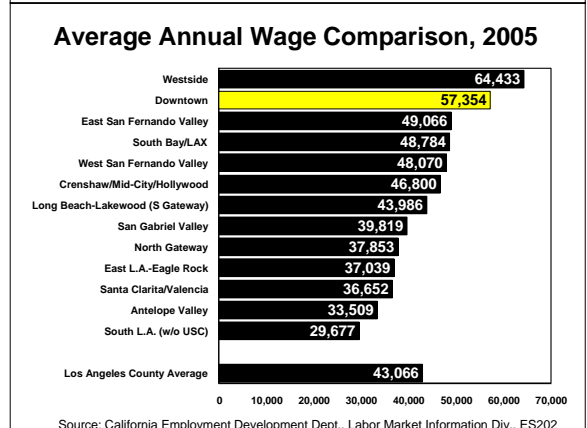
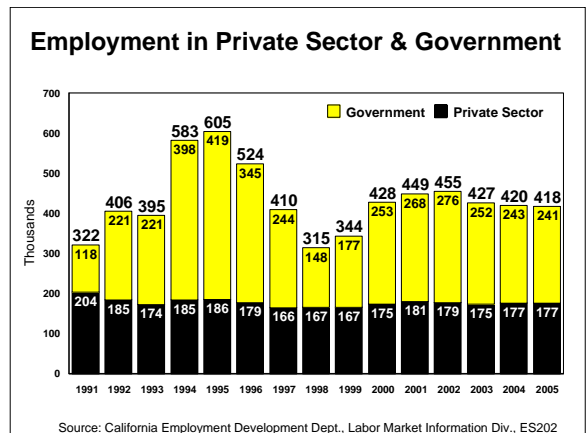
In 2005, the number of business establishments located Downtown totaled 11,559. In the first quarter of 2006 (the latest data available), the count had climbed to 12,545, an increase of 8%.

Total employment in Downtown Los Angeles during 2005 averaged 418,870 workers. Of this, 177,385 were in the private sector, while 241,485 worked for government agencies. During the first quarter of 2006, private sector payrolls had climbed to 203,100, while the government sector count was 243,217 jobs, for a total of 446,317 jobs.

Given the recovery in government employment in the County during 2006, and all the construction underway Downtown, there will be growth in total Downtown employment for the year.

The average annual wage in Downtown Los Angeles during 2005 was \$57,354, the second highest in Los Angeles County after the Westside (\$64,433).

The largest private sector employment category in Downtown was professional, scientific and technical services, with a 2005 average of 27,242 workers. This sector also had one of the highest average annual wage levels, \$94,236. The second highest number of employees was in wholesale trade, with a 2005 average of 21,559 workers earning an average wage of \$39,090. Immediately following was finance and insurance, with an average of 21,301 jobs and an average annual salary of \$141,319. The latter was the highest of any employment sector in Downtown. Also, Downtown Los Angeles' fashion and apparel industry remains a billion-dollar industry that still has significant potential, despite steadily declining manufacturing employment.



Combined with Downtown's residential base of more than 28,000 people, the area has very high purchasing power.

Of the business establishments Downtown, 57.8% had between one and four employees, while 17.5% of the firms had five to nine employees.

Downtown Los Angeles is also home to a number of large, nationally known firms, including:

- Capital Group, parent of the American Funds family
- Reliance Steel & Aluminum Co.
- CB Richard Ellis Group Inc.
- AECOM Technology Corp.

Taxable retail sales in Downtown Los Angeles totaled nearly \$1.7 billion in FY 2005-2006, up by 7.0% over the previous year.

Downtown Los Angeles also has a diverse array of colleges and universities, including: University of Southern California (main campus and school of medicine to the north east), the Loyola Marymount School of Law, the Southern California School of Architecture, the Colburn School, the Fashion Institute of Design & Merchandising, the Fashion Program of the Otis College of Art & Design, Los Angeles Trade Technical College, Mt. St. Mary's downtown campus, Southwestern School of Law, and the Hebrew Union College. Total enrollment at these institutions was around 47,400 - with a number of these students living Downtown.

Downtown is an integral part of the Central Los Angeles industrial market. The latest vacancy rate for the area was just 1.1%.

Employment & Earnings

Tables 1 - 4 provide very detailed information about business establishments and employment in Downtown Los Angeles.

Table 1: Annual Employment Summaries

	No. of Estab.	No. of Employees	Total Payroll (\$mil.)	Average Annual Wage (\$)
1994	10,968	583,191	20,643.8	35,398
1995	11,667	605,417	19,807.4	32,717
1996	11,379	523,395	17,298.8	33,051
1997	10,975	409,734	15,659.5	38,219
1998	11,998	315,436	13,181.9	41,790
1999	12,269	344,245	14,962.8	43,466
2000	11,394	427,590	20,217.0	47,281
2001	11,543	449,257	22,201.1	49,417
2002	11,866	455,073	22,862.7	50,240
2003	12,057	427,226	22,357.7	52,332
2004	12,076	420,584	23,133.6	55,003
2005	11,559	418,870	24,023.8	57,354

Source: California Employment Development Department, Labor Market Information Division, ES202

Table 2: Employment by NAICS* Sectors**2005**

NAICS Sector	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
Agriculture, Forestry, Fishing & Hunting	14	205	5.7	27,748
Mining	3	98	10.0	102,109
Utilities	7	1,197	114.2	95,399
Construction	91	900	55.5	61,695
Manufacturing--Durable	293	3,038	101.9	33,553
Manufacturing--Nondurable	1,390	20,372	550.6	27,026
Wholesale Trade	2,972	21,559	842.7	39,090
Retail Trade	1,539	13,692	399.0	29,144
Transportation & Warehousing	114	4,223	172.1	40,768
Information	163	5,069	337.9	66,661
Finance & Insurance	535	21,301	3,010.2	141,319
Real Estate & Rental & Leasing	400	3,888	342.5	88,077
Professional, Scientific, & Technical Services	1,366	27,242	2,567.2	94,236
Management Of Companies And Enterprises	58	8,403	713.3	84,888
Admin & Support & Waste Mgmt & Remediation	366	8,974	294.2	32,788
Educational Services	63	2,237	102.9	45,997
Health Care & Social Assistance	470	9,964	438.9	44,051
Arts, Entertainment, & Recreation	86	4,450	295.7	66,436
Accommodation & Food Services	614	13,587	259.9	19,128
Other Services	709	6,942	221.9	31,959
Government	293	241,485	13,186.4	54,605
Non-Classified	18	46	1.0	22,629
Total	11,559	418,870	24,023.8	57,354

2004

NAICS Sector	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
Agriculture, Forestry, Fishing & Hunting	16	51	1.5	29,741
Mining	2	23	1.5	65,931
Utilities	9	1,220	113.8	93,236
Construction	92	913	63.7	69,790
Manufacturing--Durable	319	3,241	96.0	29,619
Manufacturing--Nondurable	1,612	21,759	567.8	26,095
Wholesale Trade	3,059	21,173	804.5	37,995
Retail Trade	1,584	13,244	376.8	28,447
Transportation & Warehousing	128	4,489	172.7	38,463
Information	180	5,469	350.1	64,017
Finance & Insurance	548	21,124	2,750.4	130,202
Real Estate & Rental & Leasing	423	3,854	275.6	71,498
Professional, Scientific, & Technical Services	1,342	26,840	2,455.0	91,470
Management Of Companies And Enterprises	56	8,397	718.5	85,570
Admin & Support & Waste Mgmt & Remediation	375	8,312	256.4	30,848
Educational Services	59	2,039	90.9	44,597
Health Care & Social Assistance	476	9,763	420.5	43,075
Arts, Entertainment, & Recreation	91	4,375	266.0	60,798
Accommodation & Food Services	640	13,727	252.6	18,402
Other Services	755	7,034	218.1	31,011
Government	293	243,356	12,876.7	52,913
Non-Classified	21	58	1.4	24,343
Total	12,076	420,584	23,133.6	55,003

2003

NAICS Sector	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
Agriculture & Mining	17	148	3.8	25,573
Utilities	7	1,184	111.8	94,472
Construction	98	1,126	103.2	91,695
Manufacturing--Durable	340	3,851	113.1	29,365
Manufacturing--Nondurable	1,701	22,713	550.9	24,254
Wholesale Trade	2,937	20,593	755.7	36,698
Retail Trade	1,613	13,436	374.8	27,895
Transportation & Warehousing	135	4,806	189.8	39,500
Information	177	4,623	321.2	69,480
Finance & Insurance	540	20,904	2,288.6	109,482
Real Estate & Rental & Leasing	427	3,657	250.7	68,566
Professional, Scientific, & Technical Services	1,305	26,178	2,323.3	88,749
Management Of Companies And Enterprises	61	8,970	692.4	77,194
Admin & Support & Waste Mgmt & Remediation	346	7,186	219.5	30,549
Educational Services	61	1,523	69.4	45,544
Health Care & Social Assistance	425	9,590	395.0	41,185
Arts, Entertainment, & Recreation	92	4,163	257.3	61,820
Accommodation & Food Services	660	13,244	228.7	17,271
Other Services	762	7,028	212.8	30,284
Government	320	252,193	12,893.7	51,126
Non-Classified	34	112	1.9	17,138
Total	12,057	427,229	22,357.7	52,332

2002

NAICS Sector	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
Agriculture, Forestry, Fishing & Hunting	14	137	3.4	25,054
Utilities	7	1,046	87.3	83,457
Construction	111	1,139	78.1	68,595
Manufacturing--Durable	349	4,473	132.5	29,625
Manufacturing--Nondurable	1,714	21,506	507.1	23,578
Wholesale Trade	2,835	20,755	720.2	34,700
Retail Trade	1,624	14,814	426.3	28,778
Transportation & Warehousing	137	5,286	208.5	39,448
Information	182	5,126	341.1	66,536
Finance & Insurance	535	22,184	2,528.5	113,981
Real Estate & Rental & Leasing	404	3,350	220.7	65,880
Professional, Scientific, & Technical Services	1,271	26,070	2,249.4	86,282
Management Of Companies And Enterprises	66	9,704	716.8	73,875
Admin & Support & Waste Mgmt & Remediation	345	7,944	228.1	28,720
Educational Services	55	1,345	60.0	44,660
Health Care & Social Assistance	396	10,546	408.6	38,747
Arts, Entertainment, & Recreation	77	3,744	224.2	59,888
Accommodation & Food Services	644	13,035	222.9	17,102
Other Services	744	6,946	191.5	27,564
Government	323	275,845	13,305.3	48,235
Non-Classified	36	81	2.0	24,808
Total	11,866	455,073	22,862.7	50,240

2001

NAICS Sector	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
Agriculture, Forestry, Fishing & Hunting	14	245	4.9	20,130
Mining	1	1	0.0	0
Utilities	5	816	67.4	82,639
Construction	109	1,194	75.3	63,117
Manufacturing--Durable	355	5,383	172.2	31,987
Manufacturing--Nondurable	1,698	23,430	516.7	22,054
Wholesale Trade	2,680	19,272	675.0	35,026
Retail Trade	1,615	14,979	423.9	28,297
Transportation & Warehousing	141	5,402	207.8	38,465
Information	182	7,131	384.6	53,940
Finance & Insurance	535	21,677	2,504.6	115,542
Real Estate & Rental & Leasing	408	3,339	234.6	70,282
Professional, Scientific, & Technical Services	1,221	26,837	2,260.3	84,222
Management Of Companies And Enterprises	67	10,107	721.9	71,430
Admin & Support & Waste Mgmt & Remediation	337	7,491	225.7	30,129
Educational Services	48	1,216	54.4	44,769
Health Care & Social Assistance	399	9,915	362.9	36,606
Arts, Entertainment, & Recreation	68	3,368	210.5	62,505
Accommodation & Food Services	635	12,306	209.4	17,014
Other Services	751	6,903	187.0	27,097
Government	260	268,201	12,699.6	47,351
Non-Classified	15	47	2.1	45,535
Total	11,543	449,257	22,201.1	49,417

Source: California Employment Development Department, Labor Market Information Division, ES202

Table 3: Employment by 3-digit NAICS Industries**2005**

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
111	Crop Production	9	91	2.3	24,793
112	Animal Production	2	N/D	N/D	N/C
115	Support Activities for Agriculture and Forestry	3	112	3.4	30,232
211	Oil and Gas Extraction	2	N/D	N/D	N/C
213	Support Activities for Mining	1	N/D	N/D	N/C
221	Utilities	7	1,197	114.2	95,399
236	Construction of Buildings	39	428	27.6	64,578
237	Heavy and Civil Engineering Construction	20	181	15.1	83,557
238	Specialty Trade Contractors	32	291	12.7	43,813
311	Food Manufacturing	55	2,680	88.5	33,012
312	Beverage and Tobacco Product Manufacturing	5	6	0.1	25,294
313	Textile Mills	79	725	20.7	28,629
314	Textile Product Mills	18	337	7.5	22,242
315	Apparel Manufacturing	1,144	15,403	388.2	25,203
316	Leather and Allied Product Manufacturing	5	32	0.7	21,638
321	Wood Product Manufacturing	6	97	1.6	16,584
322	Paper Manufacturing	3	30	0.4	13,730
323	Printing and Related Support Activities	71	462	13.7	29,610
324	Petroleum and Coal Products Manufacturing	1	N/D	N/D	N/C
325	Chemical Manufacturing	4	22	0.6	29,950
326	Plastics and Rubber Products Manufacturing	5	64	2.6	41,070
327	Nonmetallic Mineral Product Manufacturing	5	24	1.2	48,905
331	Primary Metal Manufacturing	9	66	1.5	23,391
332	Fabricated Metal Product Manufacturing	30	380	12.9	33,780
333	Machinery Manufacturing	12	125	3.7	29,705
334	Computer and Electronic Product Manufacturing	8	105	9.3	88,266
335	Electrical Equipment, Appliance and Component Manufacturing	4	83	4.2	50,375
336	Transportation Equipment Manufacturing	8	147	9.8	67,204
337	Furniture and Related Product Manufacturing	15	531	16.8	31,571
339	Miscellaneous Manufacturing	196	1,481	41.0	27,670
423	Merchant Wholesalers, Durable Goods	956	5,630	228.9	40,660
424	Merchant Wholesalers, Nondurable Goods	1,465	13,507	522.4	38,674
425	Wholesale Electronic Markets and Agents and Broker	551	2,422	91.4	37,758
441	Motor Vehicle and Parts Dealers	26	760	41.8	54,924
442	Furniture and Home Furnishings Stores	26	646	17.9	27,729
443	Electronics and Appliance Stores	54	389	12.0	30,856
444	Building Material and Garden Equipment and Supplies Dealers	27	365	9.2	25,204
445	Food and Beverage Stores	154	1,704	49.4	29,003
446	Health and Personal Care Stores	85	718	18.5	25,831
447	Gasoline Stations	18	125	2.2	17,383
448	Clothing and Clothing Accessories Stores	810	4,348	123.2	28,332
451	Sporting Goods, Hobby, Book and Music Stores	133	628	13.4	21,362
452	General Merchandise Stores	34	2,815	67.8	24,072
453	Miscellaneous Store Retailers	155	834	22.4	26,891
454	Nonstore Retailers	17	359	21.2	59,113
481	Air Transportation	5	64	3.2	50,501
483	Water Transportation	1	N/D	N/D	N/C
484	Truck Transportation	28	466	18.1	38,909
485	Transit and Ground Passenger Transportation	10	951	30.7	32,246
486	Pipeline Transportation	3	35	2.4	69,205
487	Scenic and Sightseeing Transportation	5	18	0.9	46,301

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
488	Support Activities for Transportation	26	327	18.7	57,089
492	Couriers and Messengers	20	1,863	77.3	41,456
493	Warehousing and Storage Facilities	17	462	17.8	38,527
511	Publishing Industries	27	1,132	63.2	55,826
512	Motion Picture and Sound Recording Industries	17	923	29.7	32,205
515	Broadcasting (except Internet)	4	N/D	N/D	N/C
516	Internet Publishing and Broadcasting	6	N/D	N/D	N/C
517	Telecommunications	74	2,193	181.7	82,832
518	Internet Service Providers, Web Search Portals, and data processing	28	314	23.9	76,240
519	Other Information Services	8	120	8.0	66,774
521	Monetary Authorities - Central Bank	1	N/D	N/D	N/C
522	Credit Intermediation and Related Activities	222	10,779	787.7	73,084
523	Securities, Commodity Contracts and Other Intermediation & Rel. Activities	169	6,302	1,812.3	287,587
524	Insurance Carriers and Related Activities	117	3,598	366.2	101,776
525	Funds, Trusts and Other Financial Vehicles (U.S. Only)	26	223	18.7	83,962
531	Real Estate	374	3,580	328.4	91,732
532	Rental and Leasing Services	26	308	14.1	45,619
541	Professional, Scientific and Technical Services	1,366	27,242	2,567.2	94,236
551	Management of Companies and Enterprises	58	8,403	713.3	84,888
561	Administrative and Support Services	365	8,939	293.0	32,781
562	Waste Management and Remediation Services	1	N/D	N/D	N/C
611	Educational Services	63	2,237	102.9	45,997
621	Ambulatory Health Care Services	307	2,922	140.3	48,003
622	Hospitals	5	3,771	209.2	55,482
623	Nursing and Residential Care Facilities	17	208	5.6	26,676
624	Social Assistance	141	3,063	83.9	27,388
711	Performing Arts, Spectator Sports and Related Industries	55	2,984	261.7	87,688
712	Museums, Historical Sites and Similar Institutions	8	302	11.5	37,941
713	Amusement, Gambling and Recreation Industries	23	1,164	22.5	19,361
721	Accommodation	38	3,153	92.7	29,391
722	Foodservices and Drinking Places	576	10,434	167.2	16,026
811	Repair and Maintenance	91	404	9.3	23,098
812	Personal and Laundry Services	280	3,997	96.8	24,207
813	Religious, Grantmaking, Civic, and Professional and Similar Organizations	159	2,271	108.3	47,665
814	Private Households	180	269	7.5	27,845
931	Federal Government	18	4,172	342.6	82,129
932	State Government	187	6,128	342.3	55,857
933	Local Government	88	231,184	12,501.4	54,076
999	Unclassified Establishments	18	46	1.0	22,629
Total		11,559	418,870	24,023.8	57,354

Source: California Employment Development Department, Labor Market Information Division, ES202

2004

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
111	Crop Production	10	77	1.7	21,786
112	Animal Production	3	3	0.1	22,561
115	Support Activities for Agriculture and Forestry	3	90	2.7	29,604
211	Oil and Gas Extraction	1	N/D	N/D	N/C
213	Support Activities for Mining	1	N/D	N/D	N/C
221	Utilities	9	1,220	113.8	93,236
236	Construction of Buildings	41	558	41.7	74,668
237	Heavy and Civil Engineering Construction	18	135	13.0	96,357
238	Specialty Trade Contractors	33	221	9.1	41,189
311	Food Manufacturing	56	3,067	93.8	30,583
312	Beverage and Tobacco Product Manufacturing	5	N/D	N/D	N/C
313	Textile Mills	84	776	22.0	28,329
314	Textile Product Mills	20	349	8.2	23,511
315	Apparel Manufacturing	1,357	16,077	386.5	24,040
316	Leather and Allied Product Manufacturing	4	36	0.7	19,123
321	Wood Product Manufacturing	7	82	1.5	17,887
322	Paper Manufacturing	3	30	0.5	16,031
323	Printing and Related Support Activities	72	516	16.5	31,980
324	Petroleum and Coal Products Manufacturing	2	N/D	N/D	N/C
325	Chemical Manufacturing	4	28	0.8	30,430
326	Plastics and Rubber Products Manufacturing	6	36	1.2	34,293
327	Nonmetallic Mineral Product Manufacturing	5	25	1.0	39,953
331	Primary Metal Manufacturing	9	99	2.6	26,521
332	Fabricated Metal Product Manufacturing	30	389	11.0	28,271
333	Machinery Manufacturing	19	180	5.0	27,990
334	Computer and Electronic Product Manufacturing	6	103	4.6	44,555
335	Electrical Equipment, Appliance and Component Manufacturing	5	94	4.8	50,915
336	Transportation Equipment Manufacturing	11	143	9.9	69,152
337	Furniture and Related Product Manufacturing	12	N/D	N/D	N/C
339	Miscellaneous Manufacturing	217	1,551	38.2	24,608
423	Merchant Wholesalers, Durable Goods	968	5,751	223.6	38,884
424	Merchant Wholesalers, Nondurable Goods	1,502	13,173	502.2	38,120
425	Wholesale Electronic Markets and Agents and Broker	589	2,249	78.7	34,984
441	Motor Vehicle and Parts Dealers	26	733	37.4	50,993
442	Furniture and Home Furnishings Stores	28	617	17.1	27,657
443	Electronics and Appliance Stores	57	336	12.0	35,604
444	Building Material and Garden Equipment and Supplies Dealers	27	343	9.0	26,321
445	Food and Beverage Stores	169	1,718	47.3	27,514
446	Health and Personal Care Stores	89	850	22.3	26,277
447	Gasoline Stations	17	111	1.8	16,465
448	Clothing and Clothing Accessories Stores	815	3,995	110.7	27,706
451	Sporting Goods, Hobby, Book and Music Stores	132	636	13.4	21,037
452	General Merchandise Stores	32	2,649	61.4	23,192
453	Miscellaneous Store Retailers	176	922	24.1	26,118
454	Nonstore Retailers	17	334	20.3	60,797
481	Air Transportation	5	N/D	N/D	N/C
483	Water Transportation	1	N/D	N/D	N/C
484	Truck Transportation	33	515	18.4	35,761
485	Transit and Ground Passenger Transportation	11	861	23.6	27,435
486	Pipeline Transportation	3	15	1.0	67,272
487	Scenic and Sightseeing Transportation	5	12	0.6	48,470
488	Support Activities for Transportation	29	393	21.8	55,523
492	Couriers and Messengers	26	1,898	76.9	40,525

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
493	Warehousing and Storage Facilities	15	433	17.1	39,591
511	Publishing Industries	32	1,236	73.6	59,598
512	Motion Picture and Sound Recording Industries	22	998	33.2	33,225
515	Broadcasting (except Internet)	4	76	6.0	78,767
516	Internet Publishing and Broadcasting	6	N/D	N/D	N/C
517	Telecommunications	79	2,376	179.6	75,579
518	Internet Service Providers, Web Search Portals, and data processing	32	400	26.7	66,822
519	Other Information Services	5	117	6.7	57,086
521	Monetary Authorities - Central Bank	1	N/D	N/D	N/C
522	Credit Intermediation and Related Activities	217	10,860	760.5	70,029
523	Securities, Commodity Contracts and Other Intermediation & Rel. Activities	180	6,142	1,603.4	261,067
524	Insurance Carriers and Related Activities	125	3,503	341.9	97,598
525	Funds, Trusts and Other Financial Vehicles (U.S. Only)	26	183	17.6	96,430
531	Real Estate	396	3,601	262.7	72,944
532	Rental and Leasing Services	27	253	12.9	50,936
533	Owners and Lessors of Other Non-Financial Assets	0	N/D	N/D	N/C
541	Professional, Scientific and Technical Services	1,342	26,840	2,455.0	91,470
551	Management of Companies and Enterprises	56	8,397	718.5	85,570
561	Administrative and Support Services	374	8,279	255.2	30,821
562	Waste Management and Remediation Services	1	N/D	N/D	N/C
611	Educational Services	59	2,039	90.9	44,597
621	Ambulatory Health Care Services	308	2,973	134.9	45,362
622	Hospitals	5	3,854	202.3	52,494
623	Nursing and Residential Care Facilities	42	312	8.6	27,440
624	Social Assistance	121	2,623	74.8	28,505
711	Performing Arts, Spectator Sports and Related Industries	59	2,894	233.7	80,762
712	Museums, Historical Sites and Similar Institutions	8	303	11.2	37,096
713	Amusement, Gambling and Recreation Industries	24	1,179	21.1	17,883
721	Accommodation	43	3,052	87.5	28,663
722	Foodservices and Drinking Places	596	10,675	165.1	15,469
811	Repair and Maintenance	106	389	9.9	25,363
812	Personal and Laundry Services	290	4,013	91.1	22,699
813	Religious, Grantmaking, Civic, and Professional and Similar Organizations	165	2,316	108.7	46,957
814	Private Households	193	316	8.4	26,678
931	Federal Government	16	4,644	344.1	74,108
932	State Government	188	6,247	348.5	55,792
933	Local Government	89	232,466	12,184.1	52,412
999	Unclassified Establishments	21	58	1.4	24,343
Total		12,076	420,584	23,133.6	55,003

Source: California Employment Development Department, Labor Market Information Division, ES202

2003

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
111	Crop Production	7	56	1.0	17,360
112	Animal Production	4	6	0.1	22,740
113	Forestry and Logging	1	N/D	N/D	N/C
114	Fishing, Hunting and Trapping	1	N/D	N/D	N/C
115	Support Activities for Agriculture and Forestry	3	82	2.5	29,965
211	Oil and Gas Extraction	1	N/D	N/D	N/C
213	Support Activities for Mining (1 firm was reported for 1 quarter)	0	N/D	N/D	N/C
221	Utilities	7	1,184	111.8	94,472
236	Construction of Buildings	42	695	51.8	74,530
237	Heavy and Civil Engineering Construction	22	214	44.7	208,918
238	Specialty Trade Contractors	34	217	6.7	30,950
311	Food Manufacturing	57	3,308	100.1	30,250
312	Beverage and Tobacco Product Manufacturing	3	N/D	N/D	N/C
313	Textile Mills	90	939	27.5	29,274
314	Textile Product Mills	25	460	11.2	24,410
315	Apparel Manufacturing	1,430	16,341	350.7	21,461
316	Leather and Allied Product Manufacturing	5	43	0.9	21,479
321	Wood Product Manufacturing	7	67	1.5	22,219
322	Paper Manufacturing	3	27	0.4	15,920
323	Printing and Related Support Activities	78	693	22.4	32,272
324	Petroleum and Coal Products Manufacturing	2	N/D	N/D	N/C
325	Chemical Manufacturing	3	14	0.4	31,162
326	Plastics and Rubber Products Manufacturing	6	40	1.2	30,451
327	Nonmetallic Mineral Product Manufacturing	5	37	1.1	30,680
331	Primary Metal Manufacturing	9	97	2.7	27,458
332	Fabricated Metal Product Manufacturing	27	391	10.3	26,391
333	Machinery Manufacturing	21	225	6.8	30,157
334	Computer and Electronic Product Manufacturing	6	127	6.5	51,762
335	Electrical Equipment, Appliance and Component Manufacturing	6	113	5.3	46,984
336	Transportation Equipment Manufacturing	11	185	11.9	64,543
337	Furniture and Related Product Manufacturing	10	509	15.6	30,713
339	Miscellaneous Manufacturing	238	1,950	46.5	23,857
423	Merchant Wholesalers, Durable Goods	952	5,806	219.8	37,861
424	Merchant Wholesalers, Nondurable Goods	1,466	12,897	471.3	36,545
425	Wholesale Electronic Markets and Agents and Broker	520	1,889	64.6	34,181
441	Motor Vehicle and Parts Dealers	28	762	37.6	49,305
442	Furniture and Home Furnishings Stores	30	417	15.6	37,338
443	Electronics and Appliance Stores	61	337	11.3	33,568
444	Building Material and Garden Equipment and Supplies Dealers	26	307	8.1	26,567
445	Food and Beverage Stores	182	2,033	60.0	29,520
446	Health and Personal Care Stores	92	811	20.7	25,584
447	Gasoline Stations	18	126	2.3	18,010
448	Clothing and Clothing Accessories Stores	812	4,336	113.1	26,081
451	Sporting Goods, Hobby, Book and Music Stores	134	693	14.7	21,255
452	General Merchandise Stores	35	2,594	58.2	22,434
453	Miscellaneous Store Retailers	184	891	24.6	27,650
454	Nonstore Retailers	13	130	8.5	65,892
481	Air Transportation	5	N/D	N/D	N/C
483	Water Transportation	1	N/D	N/D	N/C
484	Truck Transportation	34	483	16.5	34,044
485	Transit and Ground Passenger Transportation	16	927	41.6	44,934

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
486	Pipeline Transportation	4	69	5.2	74,400
487	Scenic and Sightseeing Transportation	6	91	2.3	25,551
488	Support Activities for Transportation	31	593	25.0	42,084
492	Couriers and Messengers	26	1,927	69.6	36,111
493	Warehousing and Storage Facilities	13	487	22.3	45,747
511	Publishing Industries	31	1,342	69.6	51,823
512	Motion Picture and Sound Recording Industries	20	N/D	N/D	N/C
515	Broadcasting (except Internet)	3	26	2.3	88,421
516	Internet Publishing and Broadcasting	7	374	31.3	83,715
517	Telecommunications	81	2,195	180.5	82,226
518	Internet Service Providers, Web Search Portals, and data processing	31	172	9.9	57,800
519	Other Information Services	5	108	6.5	59,930
521	Monetary Authorities - Central Bank	1	N/D	N/D	N/C
522	Credit Intermediation and Related Activities	228	11,120	717.6	64,535
523	Securities, Commodity Contracts and Other Intermediation and Related Activities	163	5,613	1,234.7	219,973
524	Insurance Carriers and Related Activities	127	3,516	297.4	84,581
525	Funds, Trusts and Other Financial Vehicles (U.S. Only)	21	114	10.4	91,812
531	Real Estate	398	3,376	238.1	70,533
532	Rental and Leasing Services	29	281	12.6	44,802
533	Owners and Lessors of Other Non-Financial Assets	1	N/D	N/D	N/C
541	Professional, Scientific and Technical Services	1,305	26,178	2,323.3	88,749
551	Management of Companies and Enterprises	61	8,970	692.4	77,194
561	Administrative and Support Services	346	7,186	219.5	30,549
611	Educational Services	61	1,523	69.4	45,544
621	Ambulatory Health Care Services	298	2,986	134.0	44,870
622	Hospitals	5	3,756	182.8	48,681
623	Nursing and Residential Care Facilities	13	122	3.2	25,922
624	Social Assistance	110	2,726	75.0	27,503
711	Performing Arts, Spectator Sports and Related Industries	60	2,613	224.3	85,868
712	Museums, Historical Sites and Similar Institutions	8	284	10.6	37,500
713	Amusement, Gambling and Recreation Industries	24	1,267	22.4	17,672
721	Accommodation	44	3,064	80.3	26,212
722	Foodservices and Drinking Places	616	10,180	148.4	14,580
811	Repair and Maintenance	102	386	9.4	24,231
812	Personal and Laundry Services	285	3,899	85.7	21,978
813	Religious, Grantmaking, Civic, and Professional and Similar Organizations	170	2,400	108.8	45,320
814	Private Households	205	343	9.0	26,268
931	Federal Government	9	1,867	141.1	75,567
932	State Government	195	6,577	353.8	53,802
933	Local Government	117	243,749	12,398.7	50,867
999	Unclassified Establishments	34	112	1.9	17,138
Total		12,057	427,226	22,357.7	52,332

Source: California Employment Development Department, Labor Market Information Division, ES202

2002

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
111	Crop Production	7	48	0.9	18,602
112	Animal Production	1	N/D	N/D	N/C
113	Forestry and Logging	1	N/D	N/D	N/C
114	Fishing, Hunting and Trapping	1	N/D	N/D	N/C
115	Support Activities for Agriculture and Forestry	4	85	2.4	28,211
211	Oil and Gas Extraction				#DIV/0!
221	Utilities	7	837	62.7	74,898
236	Construction of Buildings	44	643	44.7	69,484
237	Heavy and Civil Engineering Construction	30	268	25.6	95,556
238	Specialty Trade Contractors	37	229	7.8	34,349
311	Food Manufacturing	53	2,168	75.2	34,670
312	Beverage and Tobacco Product Manufacturing	2	N/D	N/D	N/C
313	Textile Mills	87	977	34.2	35,003
314	Textile Product Mills	31	767	17.4	22,722
315	Apparel Manufacturing	1,438	16,318	333.0	20,405
316	Leather and Allied Product Manufacturing	7	58	1.1	19,674
321	Wood Product Manufacturing	9	79	1.6	20,668
322	Paper Manufacturing	3	24	0.4	18,452
323	Printing and Related Support Activities	83	1,068	43.1	40,358
324	Petroleum and Coal Products Manufacturing	1	N/D	N/D	N/C
325	Chemical Manufacturing	4	N/D	N/D	N/C
326	Plastics and Rubber Products Manufacturing	5	39	1.2	29,824
327	Nonmetallic Mineral Product Manufacturing	4	39	1.2	30,902
331	Primary Metal Manufacturing	10	95	2.1	22,308
332	Fabricated Metal Product Manufacturing	29	478	13.6	28,448
333	Machinery Manufacturing	21	234	6.9	29,588
334	Computer and Electronic Product Manufacturing	7	193	10.6	54,913
335	Electrical Equipment, Appliance and Component Manufacturing	7	118	5.5	46,507
336	Transportation Equipment Manufacturing	12	240	12.3	51,154
337	Furniture and Related Product Manufacturing	14	845	28.3	33,491
339	Miscellaneous Manufacturing	237	2,154	50.4	23,413
423	Merchant Wholesalers, Durable Goods	948	6,616	227.9	34,446
424	Merchant Wholesalers, Nondurable Goods	1,460	12,603	440.0	34,910
425	Wholesale Electronic Markets and Agents and Broker	427	1,536	52.3	34,056
441	Motor Vehicle and Parts Dealers	28	715	32.4	45,289
442	Furniture and Home Furnishings Stores	30	253	7.0	27,723
443	Electronics and Appliance Stores	67	398	10.7	26,751
444	Building Material and Garden Equipment and Supplies Dealers	29	317	7.6	24,077
445	Food and Beverage Stores	175	3,397	118.7	34,933
446	Health and Personal Care Stores	90	724	18.1	25,066
447	Gasoline Stations	16	130	2.0	15,272
448	Clothing and Clothing Accessories Stores	822	4,715	123.2	26,120
451	Sporting Goods, Hobby, Book and Music Stores	142	734	16.7	22,779
452	General Merchandise Stores	32	2,168	49.0	22,594
453	Miscellaneous Store Retailers	178	1,067	28.1	26,322
454	Nonstore Retailers	16	196	12.9	65,841
481	Air Transportation	4	96	3.3	34,428
483	Water Transportation	1	N/D	N/D	N/C
484	Truck Transportation	32	458	15.7	34,356
485	Transit and Ground Passenger Transportation	20	993	43.4	43,745

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
486	Pipeline Transportation	4	44	3.6	81,837
487	Scenic and Sightseeing Transportation	2	15	0.4	27,296
488	Support Activities for Transportation	32	739	28.0	37,883
492	Couriers and Messengers	29	1,826	66.0	36,158
493	Warehousing and Storage Facilities	14	950	41.8	43,995
511	Publishing Industries	31	1,264	60.8	48,091
512	Motion Picture and Sound Recording Industries	22	N/D	N/D	N/C
515	Broadcasting (except Internet)	6	N/D	N/D	N/C
516	Internet Publishing and Broadcasting	7	N/D	N/D	N/C
517	Telecommunications	83	2,331	188.6	80,907
518	Internet Service Providers, Web Search Portals, and data processing	29	183	10.3	56,439
519	Other Information Services	5	113	6.2	54,901
521	Monetary Authorities - Central Bank	1	N/D	N/D	N/C
522	Credit Intermediation and Related Activities	230	11,139	671.3	60,264
523	Securities, Commodity Contracts and Other Intermediation and Related Activities	166	5,844	1,483.0	253,760
524	Insurance Carriers and Related Activities	119	4,491	333.9	74,343
525	Funds, Trusts and Other Financial Vehicles (U.S. Only)	19	91	9.4	102,903
531	Real Estate	373	3,058	207.5	67,859
532	Rental and Leasing Services	30	292	13.1	45,003
533	Owners and Lessors of Other Non-Financial Assets	1	N/D	N/D	N/C
541	Professional, Scientific and Technical Services	1,271	26,070	2,249.4	86,282
551	Management of Companies and Enterprises	66	9,704	716.8	73,875
561	Administrative and Support Services	343	7,874	223.6	28,402
562	Waste Management and Remediation Services	2	N/D	N/D	N/C
611	Educational Services	55	1,345	60.0	44,660
621	Ambulatory Health Care Services	287	2,808	122.3	43,543
622	Hospitals	6	4,497	204.5	45,470
623	Nursing and Residential Care Facilities	12	130	4.1	31,728
624	Social Assistance	92	3,111	77.8	24,995
711	Performing Arts, Spectator Sports and Related Industries	47	2,125	189.5	89,217
712	Museums, Historical Sites and Similar Institutions	6	289	10.9	37,618
713	Amusement, Gambling and Recreation Industries	24	1,330	23.8	17,882
721	Accommodation	44	3,130	79.9	25,525
722	Foodservices and Drinking Places	600	9,905	143.0	14,441
811	Repair and Maintenance	99	455	12.2	26,842
812	Personal and Laundry Services	276	3,879	81.5	21,009
813	Religious, Grantmaking, Civic, and Professional and Similar Organizations	172	2,253	88.5	39,262
814	Private Households	197	359	9.3	25,925
931	Federal Government	3	693	52.1	75,202
932	State Government	190	6,051	330.9	54,677
933	Local Government	130	269,101	12,922.4	48,021
999	Unclassified Establishments	36	81	2.0	24,808
Total		11,866	455,073	22,862.7	50,240

Source: California Employment Development Department, Labor Market Information Division, ES202

2001

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
111	Crop Production	5	10	0.2	21,816
112	Animal Production	2	N/D	N/D	N/C
113	Forestry and Logging	1	N/D	N/D	N/C
114	Fishing, Hunting and Trapping	1	N/D	N/D	N/C
115	Support Activities for Agriculture and Forestry	5	92	2.6	28,636
211	Oil and Gas Extraction	1	N/D	N/D	N/C
221	Utilities	5	N/D	N/D	N/C
236	Construction of Buildings	41	660	43.2	65,478
237	Heavy and Civil Engineering Construction	31	303	23.0	75,804
238	Specialty Trade Contractors	38	231	9.1	39,612
311	Food Manufacturing	60	1,954	65.0	33,253
312	Beverage and Tobacco Product Manufacturing	3	10	0.2	20,382
313	Textile Mills	95	1,259	41.2	32,736
314	Textile Product Mills	32	833	18.6	22,381
315	Apparel Manufacturing	1,398	17,701	325.8	18,406
316	Leather and Allied Product Manufacturing	7	63	1.2	18,546
321	Wood Product Manufacturing	10	95	1.8	19,503
322	Paper Manufacturing	4	46	1.1	23,008
323	Printing and Related Support Activities	90	1,446	61.0	42,220
324	Petroleum and Coal Products Manufacturing	1	N/D	N/D	N/C
325	Chemical Manufacturing	5	N/D	N/D	N/C
326	Plastics and Rubber Products Manufacturing	5	61	1.8	29,714
327	Nonmetallic Mineral Product Manufacturing	3	33	1.0	30,900
331	Primary Metal Manufacturing	10	78	1.8	22,710
332	Fabricated Metal Product Manufacturing	31	528	14.8	27,978
333	Machinery Manufacturing	20	351	8.8	25,028
334	Computer and Electronic Product Manufacturing	11	730	42.4	58,139
335	Electrical Equipment, Appliance and Component Manufacturing	9	113	5.4	48,012
336	Transportation Equipment Manufacturing	12	290	16.2	55,846
337	Furniture and Related Product Manufacturing	13	904	29.7	32,835
339	Miscellaneous Manufacturing	237	2,263	50.3	22,228
423	Merchant Wholesalers, Durable Goods	917	5,876	212.0	36,075
424	Merchant Wholesalers, Nondurable Goods	1,398	12,074	417.3	34,559
425	Wholesale Electronic Markets and Agents and Broker	365	1,322	45.8	34,639
441	Motor Vehicle and Parts Dealers	27	678	31.5	46,480
442	Furniture and Home Furnishings Stores	30	223	5.9	26,515
443	Electronics and Appliance Stores	75	543	20.1	37,062
444	Building Material and Garden Equipment and Supplies Dealers	30	201	5.8	28,682
445	Food and Beverage Stores	165	3,250	110.6	34,042
446	Health and Personal Care Stores	88	672	16.4	24,464
447	Gasoline Stations	16	121	1.8	15,161
448	Clothing and Clothing Accessories Stores	811	4,769	116.9	24,503
451	Sporting Goods, Hobby, Book and Music Stores	143	743	15.9	21,389
452	General Merchandise Stores	30	2,223	50.7	22,788
453	Miscellaneous Store Retailers	184	1,232	28.5	23,141
454	Nonstore Retailers	16	326	19.8	60,684
481	Air Transportation	5	218	6.9	31,613
483	Water Transportation	1	N/D	N/D	N/C
484	Truck Transportation	31	497	17.1	34,485
485	Transit and Ground Passenger Transportation	21	992	43.8	44,127

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
486	Pipeline Transportation	4	N/D	N/D	N/C
487	Scenic and Sightseeing Transportation	3	72	2.0	27,339
488	Support Activities for Transportation	33	681	25.4	37,326
492	Couriers and Messengers	28	1,766	59.5	33,694
493	Warehousing and Storage Facilities	16	1,100	48.7	44,256
511	Publishing Industries	35	1,524	68.8	45,144
512	Motion Picture and Sound Recording Industries	24	740	33.0	44,624
515	Broadcasting (except Internet)	7	N/D	N/D	N/C
516	Internet Publishing and Broadcasting	6	N/D	N/D	N/C
517	Telecommunications	80	3,344	202.4	60,521
518	Internet Service Providers, Web Search Portals, and data processing	27	215	10.9	50,737
519	Other Information Services	5	124	6.5	52,747
521	Monetary Authorities - Central Bank	1	N/D	N/D	N/C
522	Credit Intermediation and Related Activities	223	10,709	657.8	61,423
523	Securities, Commodity Contracts and Other Intermediation and Related Activities	165	5,612	1,481.6	264,024
524	Insurance Carriers and Related Activities	130	4,622	324.8	70,265
525	Funds, Trusts and Other Financial Vehicles (U.S. Only)	16	91	10.0	110,844
531	Real Estate	378	3,071	221.9	72,262
532	Rental and Leasing Services	28	268	12.7	47,372
533	Owners and Lessors of Other Non-Financial Assets	2	N/D	N/D	N/C
541	Professional, Scientific and Technical Services	1,221	26,837	2,260.3	84,222
551	Management of Companies and Enterprises	67	10,107	721.9	71,430
561	Administrative and Support Services	335	7,395	219.8	29,718
562	Waste Management and Remediation Services	2	N/D	N/D	N/C
611	Educational Services	48	1,216	54.4	44,769
621	Ambulatory Health Care Services	295	2,919	127.3	43,629
622	Hospitals	6	3,686	157.6	42,772
623	Nursing and Residential Care Facilities	11	106	3.5	33,161
624	Social Assistance	86	3,206	74.5	23,232
711	Performing Arts, Spectator Sports and Related Industries	38	1,817	177.1	97,496
712	Museums, Historical Sites and Similar Institutions	5	274	10.4	38,052
713	Amusement, Gambling and Recreation Industries	26	1,279	23.0	17,990
721	Accommodation	46	3,371	82.8	24,575
722	Foodservices and Drinking Places	589	8,935	126.5	14,161
811	Repair and Maintenance	100	508	13.8	27,103
812	Personal and Laundry Services	275	3,760	74.5	19,812
813	Religious, Grantmaking, Civic, and Professional and Similar Organizations	174	2,313	90.0	38,921
814	Private Households	202	322	8.8	27,181
931	Federal Government	1	207	14.3	69,358
932	State Government	118	4,001	217.0	54,244
933	Local Government	141	263,993	12,468.3	47,229
999	Unclassified Establishments	15	47	2.1	45,535
Total		11,543	449,257	22,201.1	49,417

Source: California Employment Development Department, Labor Market Information Division, ES202

Table 4: No. of Business Establishments by Employment Size

2004

Industry Sector	Total No. of Estab.	No. of Establishments by Employment Size								
		1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Forestry, fishing, hunting, & agri. support	4	3	0	0	0	0	0	0	1	0
Mining	1	0	0	1	0	0	0	0	0	0
Utilities	12	5	1	1	2	0	0	2	1	0
Construction	90	50	14	16	4	2	3	1	0	0
Manufacturing	1,877	866	417	317	204	49	18	2	2	2
Wholesale trade	3,697	2,516	596	352	166	46	17	3	1	0
Retail trade	1,388	958	246	99	60	12	11	1	1	0
Transportation & warehousing	144	59	23	22	19	9	8	3	0	1
Information	206	108	26	23	23	12	8	5	0	1
Finance & insurance	674	286	107	109	87	31	30	17	5	2
Real estate & rental & leasing	463	295	72	46	31	11	5	1	2	0
Professional, scientific & technical services	1,383	783	211	152	124	66	30	11	6	0
Management of companies & enterprises	65	18	13	11	14	4	2	2	0	1
Admin, support, waste mgt, remediation	370	156	70	48	55	20	15	6	0	0
Educational services	56	23	6	11	6	3	5	1	1	0
Health care and social assistance	467	228	102	72	32	15	11	4	1	2
Arts, entertainment & recreation	91	41	14	9	8	5	7	4	3	0
Accommodation & food services	657	283	133	108	92	23	8	4	5	1
Other services (except public administration)	765	497	116	75	43	17	11	5	1	0
Total	12,410	7,175	2,167	1,472	970	325	189	72	30	10

2003

Industry Sector	Total No. of Estab.	No. of Establishments by Employment Size								
		1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Forestry, fishing, hunting, and agri. support	5	3	0	1	0	0	0	1	0	0
Mining	1	0	0	1	0	0	0	0	0	0
Utilities	11	5	0	2	1	0	0	1	1	1
Construction	108	59	21	12	9	3	3	1	0	0
Manufacturing	1,935	892	419	323	216	62	17	3	3	0
Wholesale trade	3,681	2,518	599	325	170	48	17	3	1	0
Retail trade	1,320	920	210	104	61	12	10	3	0	0
Transportation & warehousing	140	59	28	19	16	7	8	2	0	1
Information	216	115	32	20	26	12	7	2	1	1
Finance & insurance	662	262	116	105	82	38	34	19	4	2
Real estate & rental & leasing	423	276	56	46	29	9	5	1	1	0
Professional, scientific & technical services	1,336	746	201	160	118	61	36	9	4	1
Management of companies & enterprises	71	25	9	13	14	3	3	3	0	1
Admin, support, waste mgt, remediation	386	163	68	55	53	25	15	7	0	0
Educational services	59	28	8	9	7	3	2	1	1	0
Health care and social assistance	449	220	99	67	31	13	12	4	1	2
Arts, entertainment & recreation	77	27	18	8	6	5	7	4	2	0
Accommodation & food services	645	283	126	100	97	23	7	3	5	1
Other services (except public administration)	755	474	121	85	44	13	13	5	0	0
Unclassified establishments	70	66	2	1	1	0	0	0	0	0
Total	12,350	7,141	2,133	1,456	981	337	196	72	24	10

Source: US Dept. of Commerce, Bureau of the Census, ZIP Code Business Patterns

2002

Industry Sector	Total No. of Estab.	No. of Establishments by Employment Size								
		1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Forestry, fishing, hunting, and agr. support	6	4	0	1	0	0	0	1	0	0
Mining	1	0	1	0	0	0	0	0	0	0
Utilities	7	6	0	1	0	0	0	0	0	0
Construction	96	54	18	12	4	4	4	0	0	0
Manufacturing	1,880	832	418	312	232	59	22	2	3	0
Wholesale trade	3,556	2,414	582	314	180	42	20	2	2	0
Retail trade	1,386	982	217	117	50	11	6	3	0	0
Transportation & warehousing	144	52	33	28	12	9	7	1	1	1
Information	205	107	34	15	25	12	7	3	1	1
Finance & insurance	675	277	126	100	78	42	33	11	6	2
Real estate & rental & leasing	419	266	68	42	29	9	4	0	0	1
Professional, scientific & technical services	1,382	773	206	161	134	59	37	6	6	0
Management of companies & enterprises	88	35	13	13	15	5	2	3	2	0
Admin, support, waste mgt, remediation	380	166	60	52	55	22	15	7	3	0
Educational services	55	24	9	6	9	4	1	1	1	0
Health care and social assistance	443	216	103	61	32	12	11	5	1	2
Arts, entertainment & recreation	82	34	13	8	7	11	6	1	0	2
Accommodation & food services	640	276	119	111	88	31	7	3	5	0
Other services (except public administration)	786	504	121	93	44	6	13	4	1	0
Auxiliaries (exc corp., subsid. & regional mgt)	20	7	3	1	4	3	1	1	0	0
Unclassified establishments	77	70	6	1	0	0	0	0	0	0
Total	12,328	7,099	2,150	1,449	998	341	196	54	32	9

2001

Industry Sector	Total No. of Estab.	No. of Establishments by Employment Size								
		1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Forestry, fishing, hunting, and agr. support	4	2	1	0	1	0	0	0	0	0
Mining	2	1	0	0	0	1	0	0	0	0
Utilities	5	3	1	1	0	0	0	0	0	0
Construction	88	41	19	10	9	5	4	0	0	0
Manufacturing	1,979	834	434	333	267	74	30	2	5	0
Wholesale trade	3,362	2,129	616	351	191	52	22	1	0	0
Retail trade	1,299	887	224	120	47	12	6	3	0	0
Transportation & warehousing	135	47	29	26	13	9	6	3	1	1
Information	228	115	32	25	27	14	9	4	1	1
Finance & insurance	693	305	111	115	82	34	27	12	5	2
Real estate & rental & leasing	404	253	60	48	29	8	5	0	0	1
Professional, scientific & technical services	1,307	736	187	150	114	62	44	8	3	3
Management of companies & enterprises	75	28	12	5	15	6	4	3	2	0
Admin, support, waste mgt, remediation services	406	179	74	53	53	24	15	8	0	0
Educational services	62	22	18	11	5	3	0	3	0	0
Health care and social assistance	412	199	91	61	30	11	14	2	2	2
Arts, entertainment & recreation	79	31	9	9	9	8	7	4	2	0
Accommodation & food services	630	278	126	99	81	33	3	6	4	0
Other services (except public administration)	790	515	117	84	46	9	15	2	2	0
Auxiliaries (exc corp., subsid. & regional mgt)	18	7	1	2	4	2	1	1	0	0
Unclassified establishments	163	149	7	6	1	0	0	0	0	0
Total	12,141	6,761	2,169	1,509	1,024	367	212	62	27	10

Source: US Dept. of Commerce, Bureau of the Census, ZIP Code Business Patterns

2000

Industry Sector	Total No. of Estab.	No. of Establishments by Employment Size								
		1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Forestry, fishing, hunting, and agr. support	6	4	2	0	0	0	0	0	0	0
Mining	2	2	0	0	0	0	0	0	0	0
Utilities	5	3	1	0	0	0	1	0	0	0
Construction	101	44	20	13	14	6	3	0	1	0
Manufacturing	1,987	807	422	354	274	92	31	2	5	0
Wholesale trade	3,381	2,171	608	336	189	53	21	2	1	0
Retail trade	1,198	815	212	99	53	11	7	1	0	0
Transportation & warehousing	133	52	22	20	20	8	7	2	1	1
Information	214	97	36	26	27	18	8	1	1	0
Finance & insurance	670	271	123	114	81	33	26	13	7	2
Real estate & rental & leasing	401	243	61	46	35	12	3	0	0	1
Professional, scientific & technical services	1,264	706	185	150	110	63	39	4	5	2
Management of companies & enterprises	73	26	13	5	15	4	6	2	2	0
Admin, support, waste mgt, remediation services	409	165	76	65	55	25	18	4	1	0
Educational services	62	26	13	11	7	2	0	3	0	0
Health care and social assistance	410	206	93	58	26	7	13	3	2	2
Arts, entertainment & recreation	72	27	8	8	7	10	7	3	2	0
Accommodation & food services	624	283	105	100	85	36	4	6	5	0
Other services (except public administration)	759	486	117	88	39	11	13	4	1	0
Auxiliaries (exc corp., subsid. & regional mgt)	21	10	2	2	2	2	2	1	0	0
Unclassified establishments	240	221	12	4	3	0	0	0	0	0
Total	12,032	6,665	2,131	1,499	1,042	393	209	51	34	8

1999

Industry Sector	Total No. of Estab.	No. of Establishments by Employment Size								
		1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Forestry, fishing, hunting, and agr. support	4	4	0	0	0	0	0	0	0	0
Mining	2	0	1	0	0	1	0	0	0	0
Utilities	5	4	0	0	0	0	1	0	0	0
Construction	93	42	21	12	10	3	4	1	0	0
Manufacturing	2,011	854	433	333	272	83	28	4	4	0
Wholesale trade	3,276	2,114	594	321	169	50	25	3	0	0
Retail trade	1,212	836	218	103	36	14	4	1	0	0
Transportation & warehousing	124	42	23	22	19	7	7	2	0	2
Information	180	95	29	23	15	10	6	1	1	0
Finance & insurance	690	268	131	119	81	41	31	10	7	2
Real estate & rental & leasing	410	247	73	50	27	9	3	0	0	1
Professional, scientific & technical services	1,227	692	174	143	108	60	38	6	2	4
Management of companies & enterprises	70	22	12	10	12	3	7	3	1	0
Admin, support, waste mgt, remediation services	430	182	76	70	62	23	13	4	0	0
Educational services	53	22	9	13	3	3	2	1	0	0
Health care and social assistance	385	192	80	62	22	10	15	0	2	2
Arts, entertainment & recreation	65	22	9	3	9	12	7	2	1	0
Accommodation & food services	617	274	124	95	84	27	6	4	3	0
Other services (except public administration)	754	467	134	87	40	13	9	4	0	0
Auxiliaries (exc corp., subsid. & regional mgt)	22	11	1	1	3	4	1	1	0	0
Unclassified establishments	181	170	10	1	0	0	0	0	0	0
Total	11,811	6,560	2,152	1,468	972	373	207	47	21	11

Source: US Dept. of Commerce, Bureau of the Census, ZIP Code Business Patterns

1998

Industry Sector	Total No. of Estab.	No. of Establishments by Employment Size								
		1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+
Forestry, fishing, hunting, and agr. support	5	4	1	0	0	0	0	0	0	0
Mining	3	1	1	0	0	1	0	0	0	0
Utilities	5	1	1	1	1	0	0	1	0	0
Construction	86	39	17	15	8	3	4	0	0	0
Manufacturing	1,997	829	414	342	297	78	29	5	2	1
Wholesale trade	3,165	2,022	599	296	179	46	21	1	1	0
Retail trade	1,194	820	215	100	43	6	8	1	1	0
Transportation & warehousing	123	39	21	24	21	7	8	1	0	2
Information	152	74	28	15	17	10	4	3	1	0
Finance & insurance	771	283	159	142	100	42	25	11	5	4
Real estate & rental & leasing	406	231	90	39	34	6	5	0	0	1
Professional, scientific & technical services	1,183	664	173	130	111	62	33	4	5	1
Management of companies & enterprises	55	20	8	8	8	2	2	5	2	0
Admin, support, waste mgt, remediation services	448	197	90	66	57	23	11	4	0	0
Educational services	55	20	15	8	8	1	2	1	0	0
Health care and social assistance	395	214	76	54	27	6	12	3	1	2
Arts, entertainment & recreation	66	23	13	3	7	9	8	3	0	0
Accommodation & food services	621	305	109	98	67	25	11	3	3	0
Other services (except public administration)	747	466	129	84	39	13	11	4	1	0
Auxiliaries (exc corp., subsid. & regional mgt)	22	10	2	0	6	2	1	1	0	0
Unclassified establishments	133	120	7	2	4	0	0	0	0	0
Total	11,632	6,382	2,168	1,427	1,034	342	195	51	22	11

Table 5: Comparison of Average Wages of Regions of Los Angeles County, 2005

LAEDC's original regional definitions added USC to its "Central/Downtown L.A." region because of the close interaction between Downtown entities and USC. It also included ZIP code 90026. To ensure the regional comparisons were valid, data for "Central/Downtown L.A." based on LAEDC's original geographic definition is shown along with Downtown Center BID's definition, which excludes 90026 and USC (90089). This discrepancy affected the data for the South L.A. and Crenshaw/Mid-City/Hollywood regions. The comparisons between Downtown and other areas were valid.

Under either definition of "Downtown L.A.," the average wage of Downtown L.A. workers was second only to the Westside. Under DCBID's definition, Downtown L.A. workers' average wage was one-third higher than the County average.

Region	Employment	Payroll (\$mil.)	Avg. Annual Wage (\$)
Westside	424,387	27,344.7	64,433
Central/Downtown L.A. (inc. USC and 90026)	444,030	24,980.9	56,260
East San Fernando Valley	425,821	20,893.2	49,066
South Bay/LAX	479,235	23,379.2	48,784
West San Fernando Valley	287,474	13,818.7	48,070
Crenshaw/Mid-City/Hollywood	225,304	10,544.3	46,800
Long Beach-Lakewood (S Gateway)	202,950	8,926.8	43,986
San Gabriel Valley	635,602	25,309.1	39,819
North Gateway	467,943	17,713.2	37,853
East L.A.-Eagle Rock	96,856	3,587.4	37,039
Santa Clarita/Valencia	79,933	2,929.7	36,652
Antelope Valley	68,362	2,290.7	33,509
South L.A.	83,862	2,488.8	29,677
LA County	4,086,800	184,206.8	43,066

Downtown based on DCBID's definition:			
	Employment	Payroll (\$mil.)	Avg. Annual Wage (\$)
Downtown (without USC and 90026)	418,870	24,023.8	57,354

Difference = 90089 (USC) and 90026	25,160	957.2	38,043
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Source: California Employment Development Department, Labor Market Information Division, ES202 data

Business Activities

Table 6: Corporations Headquartered in Downtown

Note: this is likely not an all-inclusive list. Please inform us if we missed any company that qualifies to be listed here.

Corporations with revenue over \$100 million

Company	Address	ZIP	Revenue (\$mil.)	Year	Assets managed
Capital Group Co.	333 S Hope St. # 52	90071	\$ 5,600.0	2004	\$1.15 trillion * Current data
Reliance Steel & Aluminum Co.	350 S Grand Ave. # 5100	90071	2,943.0	2004	
CB Richard Ellis Group Inc.	865 S. Figueroa St., #3400	90017	2,395.1	2004	
AECOM Technology Corp.	555 S Flower St. # 3700	90071	2,012.0	2004	
Guess?, Inc.	1444 S Alameda St.	90021	729.3	2004	
Cathay General Bancorp Inc.	777 N Broadway	90012	291.2	2004	\$7.6 billion * Current data
Southwest Water Co.	624 S Grand Ave. # 2900	90017	188.0	2004	
Wedbush Morgan Securities	1000 Wilshire Blvd., # 830	90017	176.0	2005	
American Apparel Inc.	747 Warehouse St.	90021	147.0	2004	

Banks & money management companies with no revenue data but manage assets over \$1 billion

Company name	Address	ZIP	Assets managed (\$mil.)
TCW Group Inc.	865 S Figueroa St. # 1800	90017	\$ 136,800.0 as of 9/30/06
Payden & Rygel	333 S. Grand Ave., # 3200	90071	55,700.0 as of 12/31/05
Mellon 1st Business Bank	601 W. Fifth St.	90071	3,200.0 as of 2005
Preferred Bank	601 S. Figueroa St., # 2125	90017	1,033.2 as of 6/30/05

Law firms (with over 100 attorneys in all locations)

Company	Address	ZIP	Attorneys	Employment
O'Melveny & Myers LLP	400 S. Hope St.	90071	353	1,000 to 4,999
Latham & Watkins LLP	633 W. Fifth St, # 4000	90071	290	500 to 999
Gibson Dunn & Crutcher LLP	333 S Grand Ave. # 4400	90071	235	1,000 to 4,999
Lewis Brisbois Bisgaard & Smith LLP	221 N. Figueroa St, # 1200	90012	210	250 to 499
Sheppard Mullin Richter & Hampton LLP	333 S. Hope St., 48th Fl.	90071	186	250 to 499
Paul Hastings Janofsky & Walker LLP	515 S. Flower St., 25th Fl.	90071	181	500 to 999
Quinn Emanuel Urquhart Oliver & Hedges LLP	865 S. Figueroa St, 10th Fl.	90017	167	250 to 499
Munger Tolles & Olson LLP	355 S Grand Ave, 35th Fl.	90071	134	250 to 499

Large architectural firms

Company	Address	ZIP	Employment	Revenue (\$mil.)	Year
AC Martin Partners Inc.	444 S Flower St., # 1200	90071	50 to 99	\$ 10.0 - 20.0	2004
Johnson Fain Partners	1201 N. Broadway	90012	50 to 99	10.0 - 20.0	2004
Langdon Wilson Architecture	1055 Wilshire Blvd. # 1500	90017	50 to 99	5.0 - 10.0	2004
Altoon Porter Architects LLP	444 S Flower St. Fl 48	90071	20 to 49	2.5 - 5.0	2004
Quatro Design Group	923 E 3rd St. # 112	90013	20 to 49	2.5 - 5.0	2004

Sources: InfoUSA; Los Angeles Business Journal, 2006 Book of Lists; corporate websites of firms researched

Table 7: Taxable Sales and Sales Tax Generated

(Based on City fiscal years [July-June])

Accounts of reporting to the State's Board of Equalization

ZIP \ FY	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006
90012	1,078	1,089	1,116	1,125	1,136	1,147	1,169	1,105
90013	1,496	1,574	1,615	1,668	1,732	1,731	1,772	1,569
90014	2,743	2,858	2,928	2,920	2,969	3,001	3,053	2,725
90015	2,976	3,080	3,112	3,245	3,398	3,421	3,447	3,056
90017	513	505	541	530	556	569	579	538
90021	1,130	1,165	1,183	1,233	1,285	1,367	1,456	1,272
90071	217	219	206	212	207	207	223	206
All others	208	212	219	217	205	200	217	189
Total	10,361	10,702	10,920	11,150	11,488	11,643	11,916	10,660

Sales Tax Reported

(All figures in \$ millions)

ZIP \ FY	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006
90012	\$ 19.66	\$ 21.30	\$ 33.73	\$ 35.68	\$ 41.53	\$ 35.95	\$ 34.40	\$ 36.84
90013	6.91	7.33	7.39	6.96	7.14	7.64	7.66	8.15
90014	15.83	16.91	16.98	16.22	17.04	18.33	18.82	20.35
90015	23.57	28.62	29.58	30.20	31.19	33.34	34.58	36.52
90017	11.74	12.71	12.58	18.06	11.13	10.95	10.76	12.22
90021	9.35	10.30	11.03	10.75	11.09	11.91	11.98	12.89
90071	10.66	12.33	10.32	9.38	9.79	10.50	12.00	12.28
All others	0.64	0.81	0.48	0.34	0.39	0.42	0.40	0.42
Total	\$ 98.38	\$ 110.30	\$ 122.10	\$ 127.59	\$ 129.30	\$ 129.04	\$ 130.59	\$ 139.69

Estimated Taxable Sales *

(All figures in \$ millions)

ZIP \ FY	1998-1999	1999-2000	2000-2001*	2001*-2002	2002-2003	2003-2004	2004-2005	2005-2006
90012	\$ 238.3	\$ 258.1	\$ 415.2	\$ 439.1	\$ 503.4	\$ 435.7	\$ 417.0	\$ 446.5
90013	83.8	88.8	91.0	85.7	86.5	92.6	92.9	98.8
90014	191.9	205.0	209.0	199.7	206.6	222.2	228.1	246.7
90015	285.7	346.9	364.0	371.7	378.0	404.1	419.1	442.7
90017	142.4	154.1	154.8	222.3	134.9	132.7	130.4	148.2
90021	113.4	124.8	135.8	132.3	134.4	144.4	145.2	156.2
90071	129.2	149.4	127.0	115.5	118.7	127.3	145.4	148.9
All others	7.8	9.8	5.9	4.1	4.7	5.1	4.8	5.1
Total	\$ 1,192.5	\$ 1,336.9	\$ 1,502.8	\$ 1,570.3	\$ 1,567.2	\$ 1,564.1	\$ 1,582.9	\$ 1,693.2

Estimated taxable sales were calculated by dividing the sales tax reported by the tax rate of the time. The sales tax rate for calendar year 2001 was 8.00%; for all other years it was 8.25%. Therefore for FY 2000-2001 and 2001-2002, 8.125% (the average of 8.00% and 8.25%) was used.

Source: California Board of Equalization

Table 8: Office & Industrial Vacancy Rates

(%)	<u>Office</u>		<u>Industrial</u>		
	Central L.A.	L.A. County	Central L.A.	L.A. County	
95Q1	21.0	19.1	95Q1	8.6	9.4
95Q2	20.1	18.9	95Q2	8.1	8.8
95Q3	19.4	18.2	95Q3	8.3	8.2
95Q4	20.3	18.6	95Q4	8.5	8.0
96Q1	20.0	18.4	96Q1	8.7	8.0
96Q2	19.8	18.1	96Q2	8.0	7.7
96Q3	18.9	17.7	96Q3	7.7	7.3
96Q4	18.0	17.1	96Q4	7.6	7.2
97Q1	17.6	16.7	97Q1	6.9	6.7
97Q2	17.5	16.7	97Q2	7.4	6.5
97Q3	16.3	15.9	97Q3	7.0	6.0
97Q4	17.0	15.9	97Q4	6.3	6.2
98Q1	17.0	15.7	98Q1	4.5	5.3
98Q2	16.2	13.5	98Q2	4.8	4.9
98Q3	16.0	15.6	98Q3	5.0	5.2
98Q4	15.4	14.9	98Q4	3.9	5.6
99Q1	16.7	13.5	99Q1	2.0	5.4
99Q2	18.0	14.7	99Q2	2.9	5.2
99Q3	18.0	13.9	99Q3	1.3	4.1
99Q4	17.3	13.1	99Q4	1.3	4.3
00Q1	20.0	12.7	00Q1	2.1	4.1
00Q2	22.1	13.0	00Q2	3.5	5.2
00Q3	21.2	12.4	00Q3	3.6	4.0
00Q4	20.4	12.2	00Q4	3.3	3.6
01Q1	20.3	12.9	01Q1	4.0	4.2
01Q2	18.5	13.7	01Q2	1.4	3.9
01Q3	17.5	14.0	01Q3	2.0	4.7
01Q4	17.7	15.0	01Q4	2.6	4.5
02Q1	17.3	15.9	02Q1	3.2	4.6
02Q2	18.5	16.5	02Q2	3.0	4.3
02Q3	18.5	16.5	02Q3	2.7	4.1
02Q4	19.6	16.7	02Q4	2.5	4.0
03Q1	19.4	16.1	03Q1	2.3	3.5
03Q2	20.6	16.2	03Q2	2.4	3.1
03Q3	19.9	15.8	03Q3	1.8	3.0
03Q4	19.6	17.3	03Q4	1.9	3.2
04Q1	19.8	16.1	04Q1	1.9	3.3
04Q2	20.0	15.7	04Q2	1.6	2.9
04Q3	19.4	15.0	04Q3	1.6	2.5
04Q4	19.1	14.8	04Q4	1.2	2.4
05Q1	17.8	14.0	05Q1	1.1	2.2
05Q2	15.9	12.9	05Q2	1.0	2.1
05Q3	15.6	12.2	05Q3	1.0	1.8
05Q4	14.9	11.2	05Q4	1.3	2.0
06Q1	15.0	11.0	06Q1	1.4	2.1
06Q2	14.0	10.2	06Q2	1.3	1.8
06Q3	14.3	9.7	06Q3	1.1	1.6

Source: Grubb & Ellis Research Services

Public Transit Services Available to Downtown

There are around 53 regular local bus routes -- 43 MTA lines with line numbering between "1" and "99," plus those from other transit agencies. There are also 17 limited stop local routes (line numbers starting with a "3") and three Metro Rapid routes (line numbers starting with a "7").

There are around 50 express routes that utilize freeways, busways, etc. There are 14 MTA lines (with numbering starting with a "4"), plus services by other transit agencies such as City of Los Angeles Dept. of Transportation's (LADOT) Commuter Express (10 lines) and Foothill Transit (12 lines). Some services designed for Downtown workers are rush hour-only and one-way (e.g., Pomona to Downtown in the morning, and then Downtown to Pomona in late afternoon).

Several cities and Orange County also operate bus services between Downtown and their home areas (e.g., Santa Monica, Montebello, Santa Clarita, Torrance, Antelope Valley, and Orange County).

A new service, the FlyAway, now offers 24-hour service between Union Station and the passenger terminals of LAX. This service is provided by the Los Angeles World Airports (LAWA). This express bus service takes around 45 minutes, compared to the 1.5-hour trip on Metro Rail (using the Red, Blue, and Green lines plus a shuttle bus).

Locally, Downtown is served by LADOT's DASH system with six weekday and three weekend routes. DASH stands for "Downtown Area Short Hop" and serves business people, tourists, and local residents by connecting important areas of the Downtown area for a fare of just 25¢.

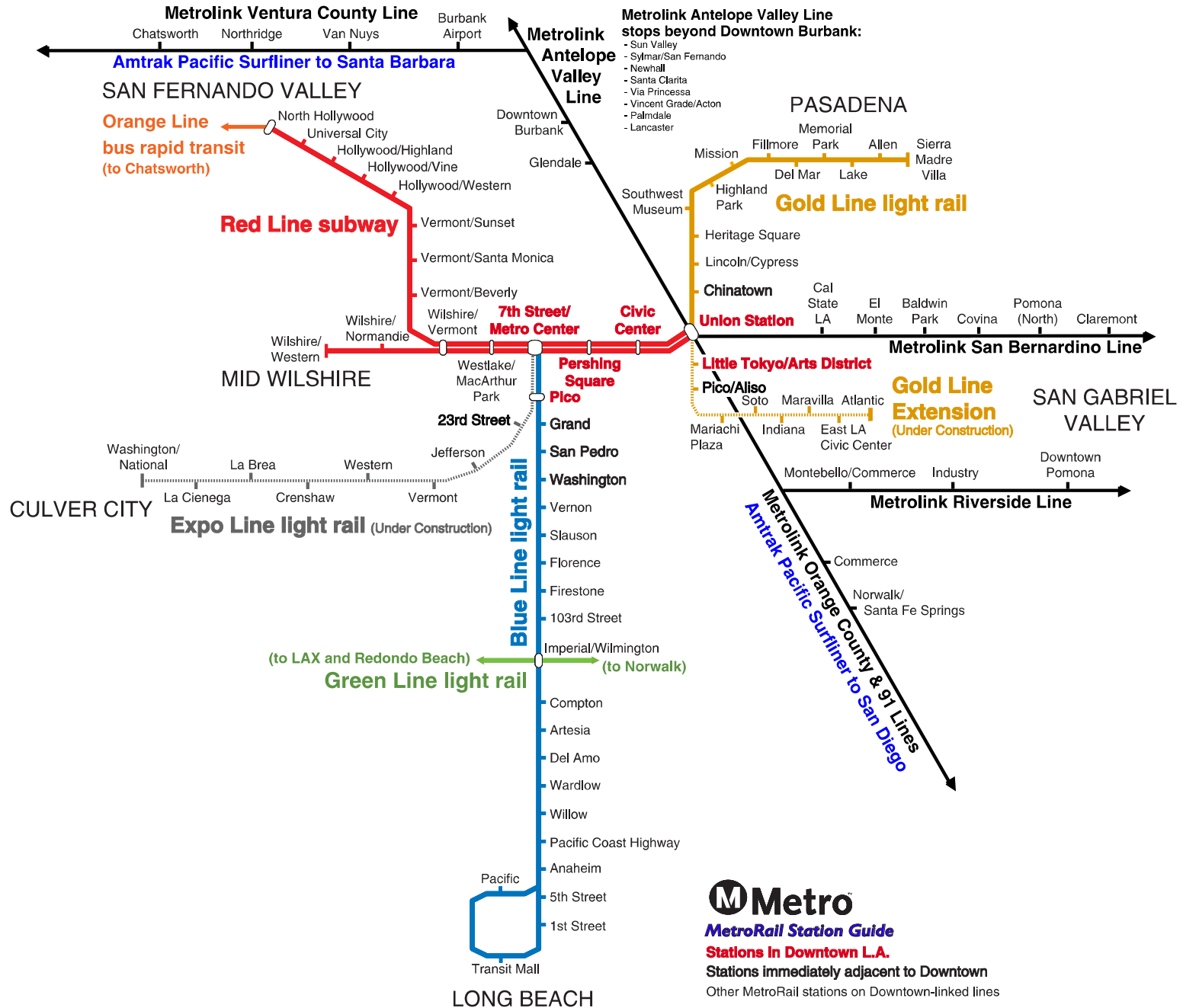
Metro Rail, MTA's light rail & subway system, has four separate but connected lines, and three of these (Red, Blue, and Gold) terminate in the Downtown area. Red and Gold Lines terminate at the Union Station which is just north the I-10 Freeway, and the Blue Line terminates at the 7th St./Metro Station which is just south of the Financial District. Red Line (subway) connects with the Gold and Blue Lines. These services run from around 4 am to around 1:30 am daily. Metro Rail sees heavy usage during rush hours.

The Gold Line is being extended from Union Station to East L.A. The six-mile extension will be completed in late 2009. A new light rail line, currently named the Expo Line, will go from 7th St./Metro Station to Culver City. The 8.5-mile line may have 10 stations. Future extension of the line is expected to go to Santa Monica. (Please see the next page for a detailed map of all rail lines serving Downtown Los Angeles.)

Metrolink, the region's commuter rail system, has six separate rail lines originating from Union Station to Ventura County, Antelope Valley, San Bernardino County, Riverside County (2 lines), and Orange County (with two stops in San Diego County -- San Clemente and Oceanside). The emphasis is on rush-hour services. Metrolink customers can use Metro Rail or Metro buses to reach their final destination around Downtown at no additional charge. The Ventura County Line stops at the Bob Hope Airport in Burbank.

Amtrak also has services originating from Union Station to the rest of the country. Few Downtown workers probably use Amtrak for commuting purposes. There are 10 Surfliner trains a day between Downtown Los Angeles and San Diego. Metrolink and Amtrak offer the "Rail 2 Rail" program, where a ticket on the Pacific Surfliner (San Luis Obispo to San Diego) is good on Metrolink, and vice versa.

Southern California Rail Transportation Map



Metro
MetroRail Station Guide

Stations in Downtown L.A.

Stations immediately adjacent to Downtown

Other MetroRail stations on Downtown-linked lines

Sources: LACMTA, Metrolink, Amtrak

Other Measures

Table 9: College & University Enrollment

(Of post-secondary schools/programs in Downtown and immediately adjacent to Downtown)

School	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Colburn School of Performing Arts (opened in 2003)													15	31	43	67
Fashion Institute of Design & Merchandising	N/A	N/A	1,475	1,561	1,336	1,459	1,661	1,904	2,104	2,648	2,873	3,230	3,200	3,300	3,700	4,100
Otis Art Institute (Fashion Program in DTLA)	147	132	141	148	141	143	145	157	167	185	193	200	185	205	207	199
LA Trade Technical College													12,162	11,677	12,330	12,500
Southern California Institute of Architecture	N/A	N/A	N/A	N/A	N/A	429	N/A	N/A	N/A	N/A	411	472	473	464	479	451
Mount St. Mary's College - Doheny Campus	1,235	1,493	1,462	1,935	1,974	1,905	1,981	2,024	2,066	1,973	1,965	1,210	1,541	1,634	1,756	1,721
Hebrew Union College	3	78	N/A	N/A	85	61	66	66	N/A	N/A	63	74	90	97	108	102
University of Southern California - University Park Campus	N/A	7,619	N/A	28,174	27,956	28,071	N/A	21,883	22,033	22,519	23,248	23,633	24,296	25,514	25,882	26,137
Loyola Law School	N/A	N/A	1,329	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1,353	1,351	1,313	1,316	1,319	1,297
Southwestern School of Law											738	810	836	814	795	820

Sources: RAND Corp., individual schools

2006 Demographic Survey of New Downtown Residents

In order to quantify the changes in the Downtown residential base, the DCBID worked collaboratively with the Los Angeles County Economic Development Corporation (LAEDC) to perform demographic surveys of residents who had moved to Downtown Los Angeles since 2000. The first was conducted in 2004, and the current survey was conducted during the 4th quarter of 2006. The results provide information on new Downtown residents' age, income, ethnicity, work and recreational activities. We also provide comparisons between the 2004 and 2006 surveys.

General Demographics

- **Household size**

Just over half of Downtown households were made up of single persons (50.2%), while 42.6% had two members and the remaining 7.2% have three or more persons. This yields an average of 1.6 people per household. However, there was an increase in the number of people who owned their units in 2006 (30.2%), compared with 18.6% who owned in 2004. This may be the result of the inclusion of newly developed condo properties opened after the survey in 2004.

- **Rent versus Own**

The survey revealed that 62.6% of the units were rented, while 30.2% were owned by the residents. Some residents (e.g., consultants on temporary assignment) did not pay for their housing.

- **Primary residence**

The majority (89.1%) also considered Downtown to be their primary residence. Of the people who considered Downtown their primary residence, 24.3% moved from the Greater Westside of the County. The next largest group (16.9%) moved from outside of California. About 13.0% moved from elsewhere in Downtown.

- **Length of residency**

As to how long people have lived in their current Downtown residence, 38.8% have been there less than six months, 26.5% have been in the area between six to 12 months, while 17.6% have lived there for one to two years. Only 2.9% of the respondents have lived in Downtown for more than five years.

- **Gender, age, marital status**

Singles comprised 60.8% of the households surveyed and 38.0% are married or cohabitating couples. As to other demographic characteristics, 53.5% of the survey respondents were male. The age distribution was a little unusual, with the largest number (25.6%) between 23-29 years of age, followed by people 35-44 years (21.9%). Right in the middle at 30-34 years of age is 17.1% of the population. The median age was around 31 years. In the 2004 survey, people between the ages of 23-29 were clearly the largest group (29.0%), and while it was still the largest in this 2006 survey, there were notable gains in the number of people in ages 35-44.

- **Ethnicity**

Downtown Los Angeles residents are a varied racial and cultural mix, with almost 50% being African American, Asian/Pacific islander, Hispanic/Latino or other (non-Caucasian/white). This is an interesting change from 2004 where almost 60% of the surveyed respondents identified themselves as either white or Caucasian. The population of both Asian/Pacific Islanders and Hispanic/Latino downtown residents increased when compared to 2004.

- **Children**

The number of children living Downtown was small. However, a significant number of survey respondents planned to start a family within the next few years.

- **Pets**

A significant number of animal companions lived Downtown. There were, on average, 1.3 dogs in the 18.0% of households that had dogs and 1.4 cats in the 13.5% of households that had cats.

- **Income**

Downtown residents do have significant buying power with almost 65% of surveyed households reporting income over \$75,000 per year. The median income of households with at least one income earner was around \$99,600 in 2006, compared to \$96,300 in 2004.³ Of these households, 18.8% had incomes of \$75,000-\$99,999 and 17.8% were in the \$50,000-\$74,999 bracket. Also 17.0% of these households had incomes between \$100,000-\$124,999, while 14.6% had income of over \$200,000, compared to 8.8% in 2004.

- **Education**

The Downtown residents were well educated. Fully 48.5% of the Downtown residents have earned an undergraduate college degree, while 28.0% have a graduate or professional degree, for a total of 76.5% holding an undergraduate or graduate/professional degree.

- **Employment**

As for employment, nearly 65.0% of Downtown residents were employed full- or part-time, while 18.9% were self-employed and not students. Approximately 22.7% of the residents worked in professional, scientific and technical services. The next highest group, 20.7%, worked in arts and entertainment and 10.6% were employed in educational and health services. Of the current downtown residents surveyed, almost 37% said they are professional or senior level staff, while 21.7% said they are senior level executives or managers.

³ Households with no income earners were excluded from these calculations. Around 10.1% of all households fall into this category. Of the 10.1%, 6.4% are households made up of students. The remaining 3.7% are made up of retirees, unemployed, and those living on unearned incomes. If all households were included in the calculation, the median household income would be around \$94,200 in 2006 and almost \$90,000 in 2004.

- **Office/school location**

When asked if they use their Downtown residence as an office, an overwhelming 65.7% said no. When Downtown residents were asked where their office or school is located, 28.2% said in Greater Downtown, followed by 26.9% in the Central Business District, and 22.4% in the Greater Westside.

- **Automobiles**

As to number of vehicles owned by Downtown households, 53.8% of the households had just one car, 36.8% had two, while 6.1% had three or more. Only 3.3% of households did not own a single car.

Shopping Patterns

- **Where do Downtowners buy groceries?**

Shopping patterns and desired retail stores for Downtown residents were quite diverse. As to grocery shopping, 52.0% went to a specialty grocer over 5 miles away from Downtown, while 39.2% went to a supermarket over 5 miles away. 36.5% patronized a supermarket within 5 miles of Downtown. All Downtowners, as noted in this survey, were looking forward to the Fall 2007 opening of the new 50,000-square foot Ralphs "Fresh Fare" in Downtown.

- **How much do they spend?**

As to the amount spent per week on groceries, 30.5% of the households spent \$100 or more, while 23.0% spent \$20-\$39, and 21.4% spent less than \$20. The median spending was around \$50 per week per household.

- **What other grocers are wanted?**

When asked what grocery stores they wanted to see in Downtown, an overwhelming 84.8% of respondents named Trader Joe's. Approximately 65.1% said they would like a Whole Foods, while 25.7% said Bristol Farms. Other popular grocers included Vons/Pavilions (25.2%) and Albertsons (13.8%). (Trader Joe's was also mentioned frequently in the comments section of the surveys as a retailer that residents most wished to see in Downtown.)

- **What other retailers or service providers are wanted?**

More than half of respondents, or 55.8%, requested movie theaters, 52.2% asked for book/music/video stores, 51.5% asked for more sit-down restaurants, 44.7% wanted a discount department store such as Target, while 44.6% wanted home furnishings stores such as Crate & Barrel.

Transportation

- **How do Downtowners get to work or school?**

Despite Downtown being well served by public transit, 63.6% of the residents drive alone to work or school, and 17.2% walk or ride a bike. A small number of residents (11.3%) take public transit while 61.4% of respondents said they rarely or never use public transit.

- **What changes to public transportation would residents like to see?**

Respondents had a wide range of suggestions for changing the public transit system: 46.4% asked for reintroduction of the trolley system, and 45.6% said they wanted better safety, 36.3% asked for cleaner train stations and bus stops, 34.4% requested longer Dash bus service hours, while 32.6% asked for cleaner trains and buses.

- **Taxis?**

As to taxi use, 16.6% said it was unlikely that they would use one, while 27.7% said they would be very likely to hail one.

Other Findings

- **How did respondents first learn about Downtown living?**

More than one-third (36%) cited recommendations from friends, relatives or others. More than a quarter (25.3%) surveyed learned about Downtown living because they noticed all the new development while working in Downtown, while 17.3% cited DCBID and other websites.

- **What were the initial motivations for choosing to live in Downtown?**

A majority, 58.4%, said convenience, 31.7% singled out culture & arts, while 22.0% cited affordability. More than one-fifth (21.6%) said they were motivated by the investment opportunity.

- **What was noted as being the greatest benefits of living Downtown?**

The largest number, 54.5%, said being in an urban setting. Other benefits included proximity to their workplace (52%), freeway access (48.8%) and 38.9% said a good mix of activities and culture influenced their decision.

- **What were the usual nighttime entertainment activities of Downtown residents?**

The largest number, 84.6%, said watching TV, video or listening to music. The next largest group stayed at their computers, e-mailing or surfed on the internet. About 61.5% said they read, while 58% said they dined out.

When residents went out of Downtown in the evening, they dined out (74.3%), went to the movies (66.8%), or socialized (57.2%).

More than half, 50.7%, of Downtown residents said they went out to eat two or three times a week, but they did not frequently order in food -- 64.1% said they did so only once a week.

When they did eat out, 34.5% said their average bill per person (including tax and tip) was \$10-\$19, while 31.3% said it was between \$20-\$29. The median bill was around \$25 per person. How often do they eat out in Downtown? More than a quarter, 25.6%, said they did so 5% to 24% of the time. The median was around 30% of the time.

- **What issues did residents have with eating at Downtown restaurants?**

A majority, 57.4%, cited inconvenient hours (closed too early or on weekends), while 50.8% said the restaurant selection was better elsewhere. Less than half, 42.6%, stated that not enough parking is available.

- **What will Downtown L.A. residents do when their child or children reach school age?**

Alarming, almost 50% of the surveyed respondents replied they will move out of Downtown L.A. due to limited quality schools. Another 17.0% will enroll their child in private or boarding school, while 15.6% plan to remain in Downtown L.A. but drive their child to a school outside DTLA.

Comparing the 2006 Survey with the 2004 Survey

From 2004 to 2006, Downtown Los Angeles resident demographics experienced some dramatic shifts and below are the highlights:

Downtown Population

The 2006 survey reports almost a 21% increase in the Downtown population – from 23,894 residents in 2004 to 28,878 in 2006 as more residents continue to move to Downtown for geographic advantages, a wide range of cultural venues and activities, and a desire to live in a thriving urban setting.

Rent versus Own

More of the housing units were owned in 2006 (30.2%) than in 2004 (18.6%). This may be the result of the inclusion of newly-developed condo properties that opened after the survey in 2004.

Median Income

In 2006, the median income of Downtown households with at least one income earner was \$99,600, compared to the 2004 survey median of \$96,300. The percent of households with incomes more than \$200,000 was 14.6% in 2006, compared to 8.8% in 2004.

Employment

Almost 65% of Downtown residents were employed on a full- or part-time basis, while 18.9% were self-employed and not students. Of the current residents surveyed, almost 37% said they were professional or senior level staff, while 21.7% said they were senior level executives or managers.

Education

The survey showed that Downtown residents were well-educated with 48.5% holding an undergraduate college degree, while 28% have a graduate or professional degree, for a total of 76.5% of residents holding college degrees.

Gender and Age

The largest number of Downtown residents in both the 2006 and 2004 surveys was male. However, there was a shift in the age distribution. Though residents in the 23-29 age bracket still represented the largest group, they constituted 25.6% of the surveyed respondents in 2006, compared to 29% in the 2004. Also, there were notable gains in the number of people in ages 35-44 to a 21.9% share in 2006.

Ethnic Composition

There were also some shifts in the ethnic composition of Downtown. In the 2006 survey results, 53.2% of the residents were Caucasian/white, compared to 57.9% in 2004. Also noted were significant increases in the Asian/Pacific islander population (from 17.1% to 24.9%) and in the Hispanic/Latino population (from 8.3% of residents to 10.1%).

Former Residence

The 2006 survey shows 24.3% of Downtown residents moved from the Greater Westside of Los Angeles County, while in the 2004 survey, 14.7% of the people who moved to Downtown came from the Greater Westside area.

Where Downtown Residents Work

Professional, scientific and technical services accounted for the largest share of sectors in which Downtown residents work, in both 2006 and 2004, while the arts and entertainment industry was second. Also, the number of Downtown residents who also work in Downtown increased to 55.1% in 2006 from 46.1% in 2004. Nearly 60% of the respondents cited that convenience and culture and arts activities were the top two motivators for their initial move to Downtown.

Many Downtowners said they were seeking to improve their quality of life by working near home and relying less on daily driving and opting for public transit. As such, the 2006 survey supports this trend with an increase in the use of public transit by Downtown residents, up to 11.3% in the 2006 compared with 9.3% in 2004. Nearly 47% of respondents stated that a reintroduction of an effective Downtown trolley system, along with better safety on the current transit system, would likely increase their use of public transit.

Average Dine-Out Spending

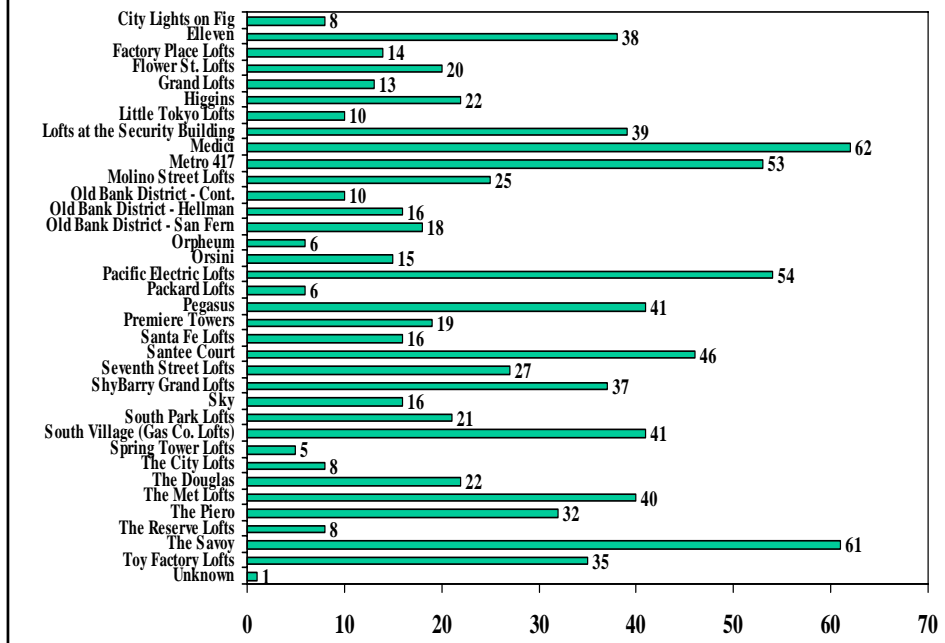
Downtown residents are also spending more per person when dining out, with median spending per person around \$25 in 2006's survey compared to \$20 median spending per person reported in 2004. However, there was little increase in how often Downtowners dined out compared to 2004, holding steady at roughly 30% of the time.

Demographic Slides - The slides on the following pages visually quantify the results of the demographic survey on new Downtown Los Angeles residents.

2006 Demographic Survey of New Downtown L.A. Residents

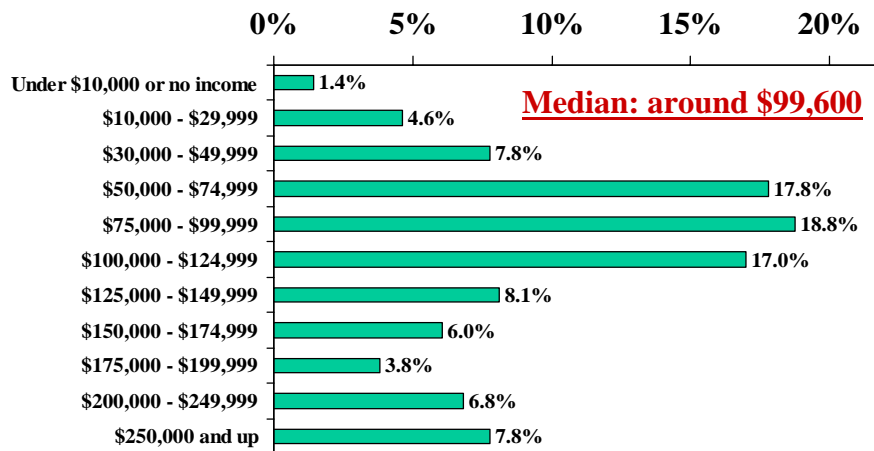
Survey of 5,400 households with
a response rate of 17.2% (931 out of 5,400)

Sources of Responses

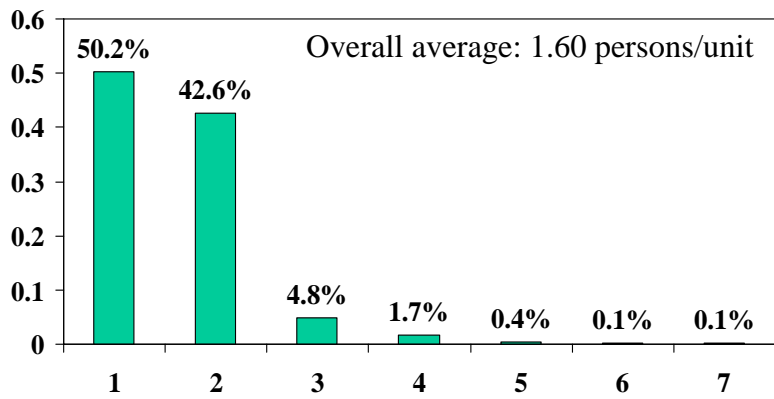


Section 1: *Household Characteristics*

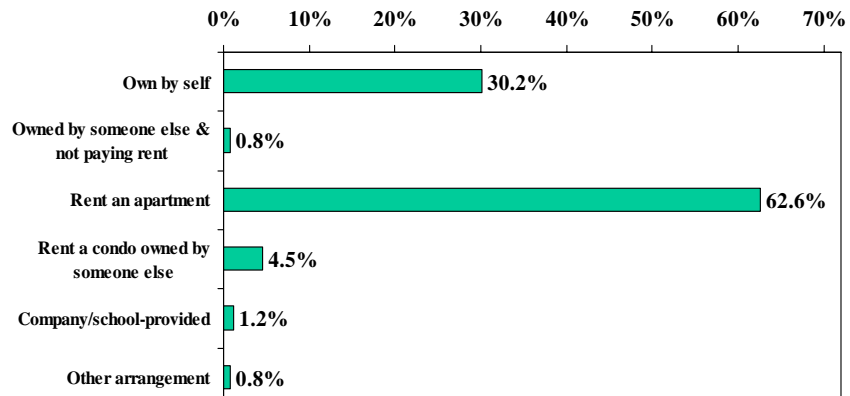
Total 2006 Household Income of Households with At Least One Income Earner Currently Employed



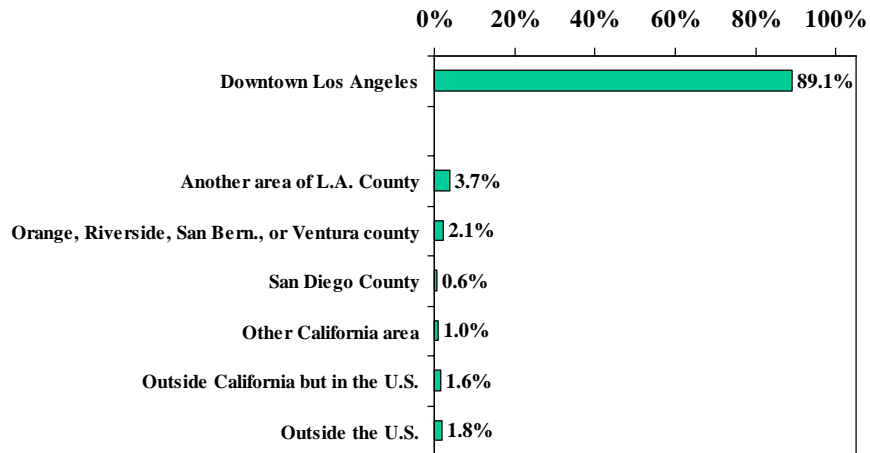
Total Number of Residents at This Unit



Rent or Own

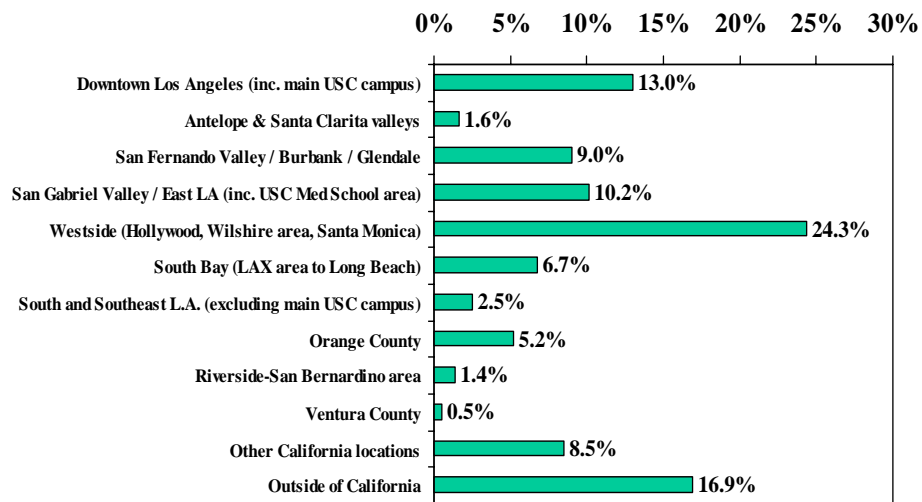


Primary Residence



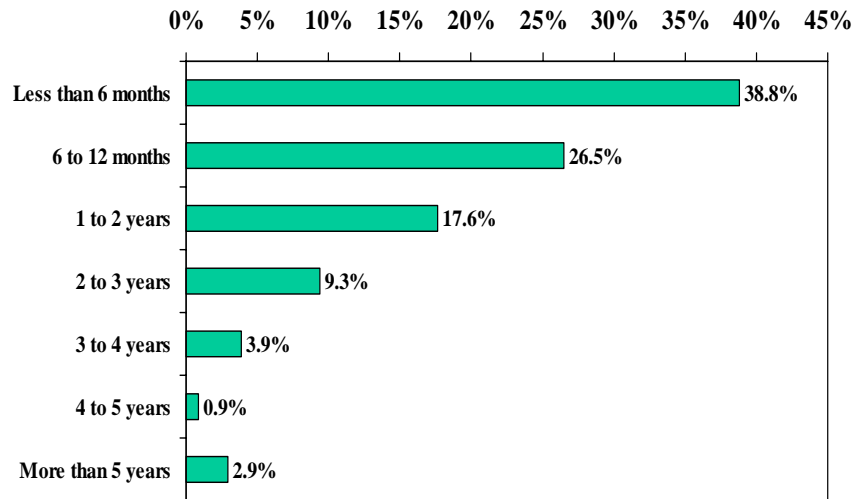
Note: Due to a problem with online survey results for this question, responses gathered online for this question are ignored.

Former Residence

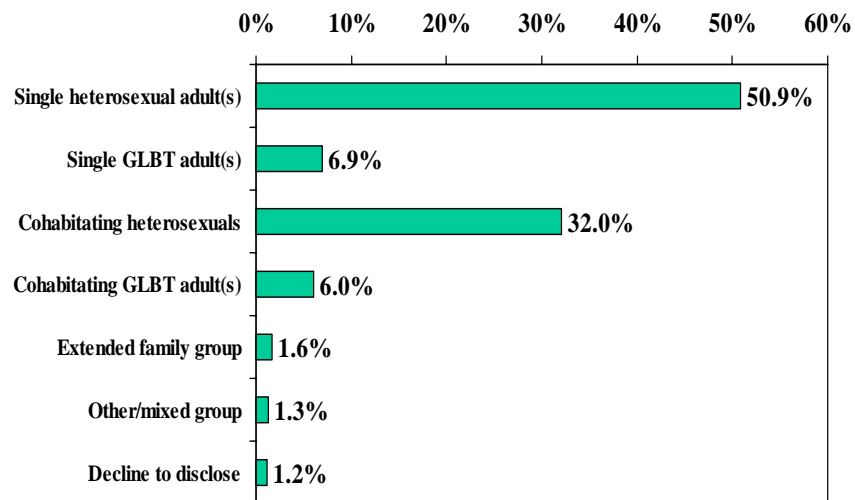


Note: Many residents came from other big cities and compared DTLA to New York City in the comments section.

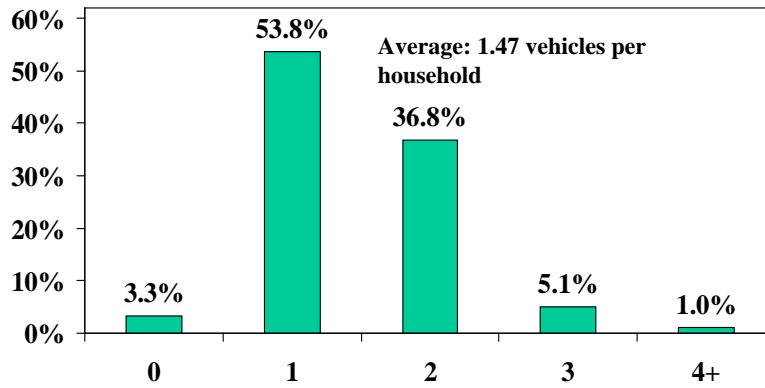
How Long at Current Unit?



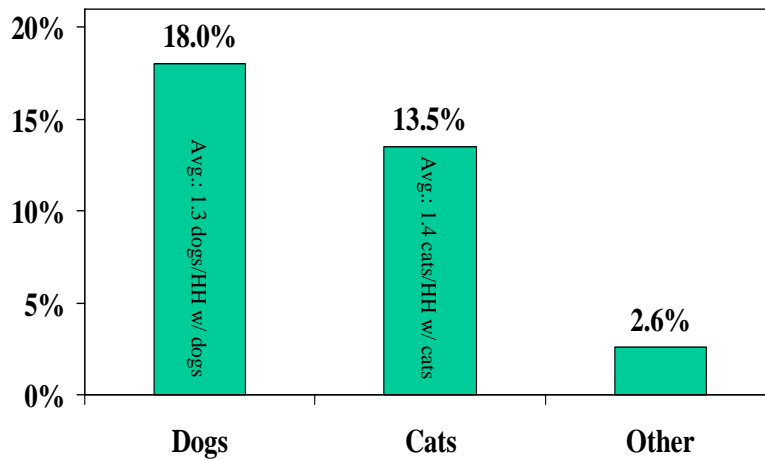
Type of Household



Number of Cars in Household

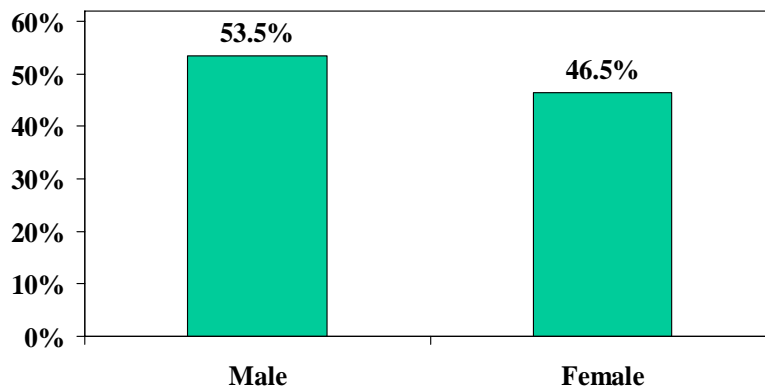


Percentage of Households With Pets

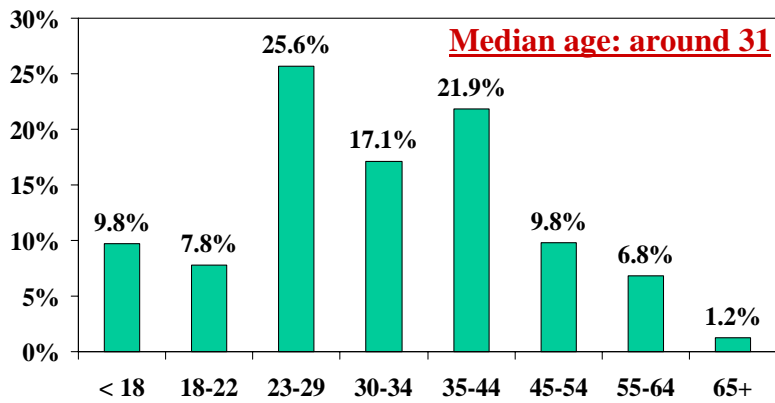


Section 2:
*General Demographic
Characteristics*

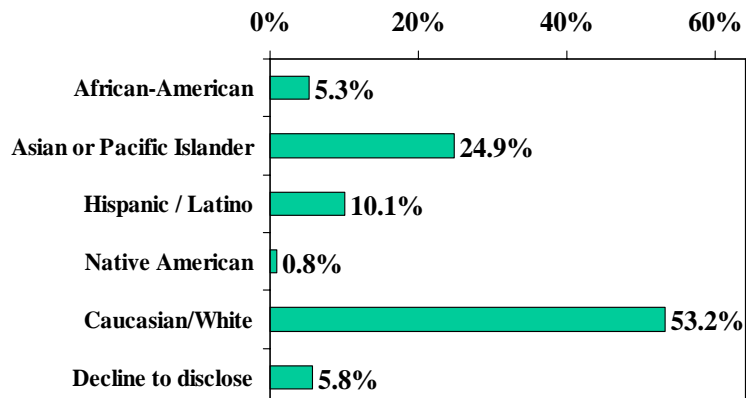
Gender Distribution



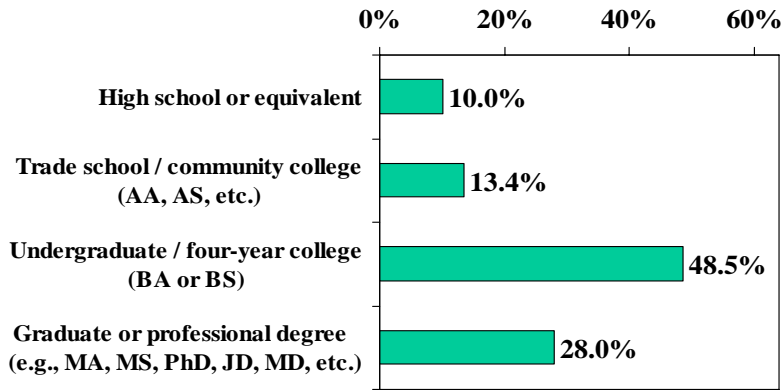
Age Distribution



Ethnicity

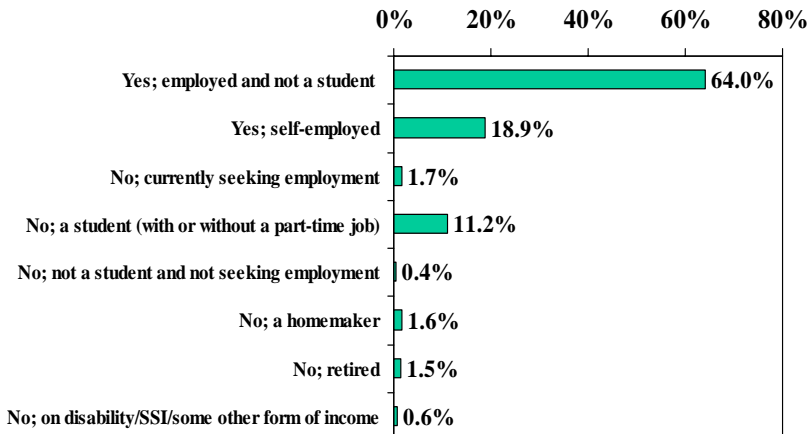


Educational Attainment

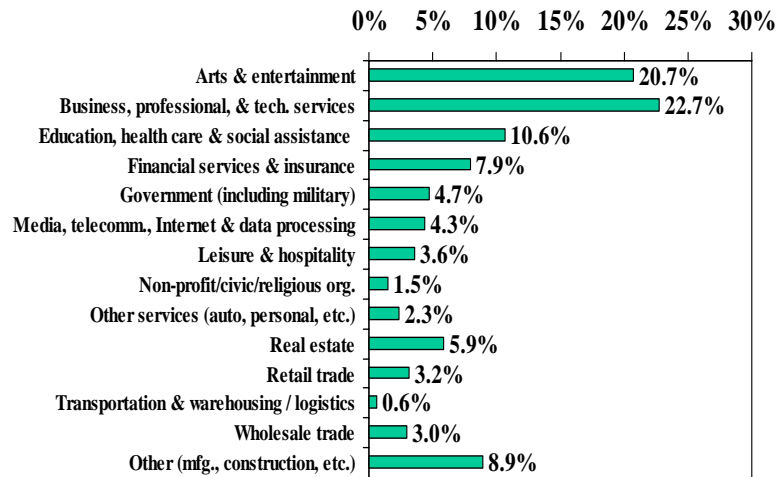


For comparison, in LA County (from Census 2000):
 - 16.1% of the adults had a 4-year college degree
 - 8.8% of the adults had a graduate or professional degree

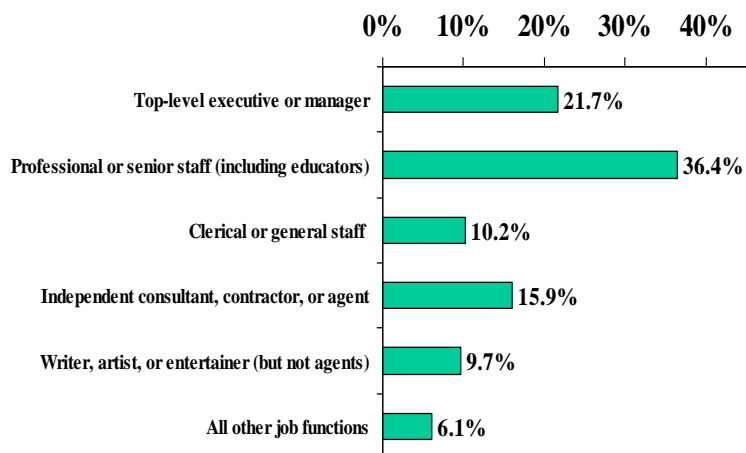
Employment Status



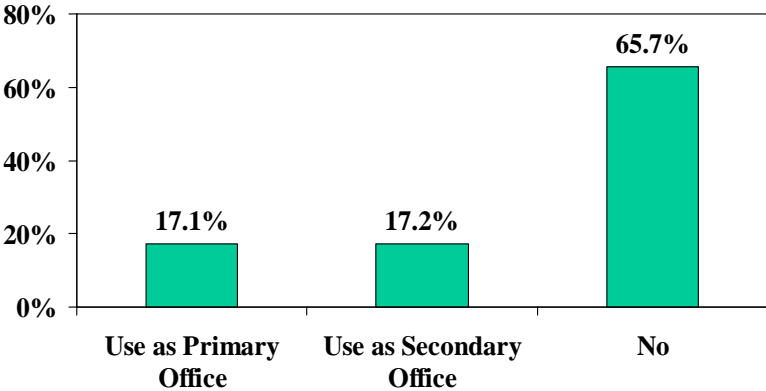
Industry of Employment



Job Classification

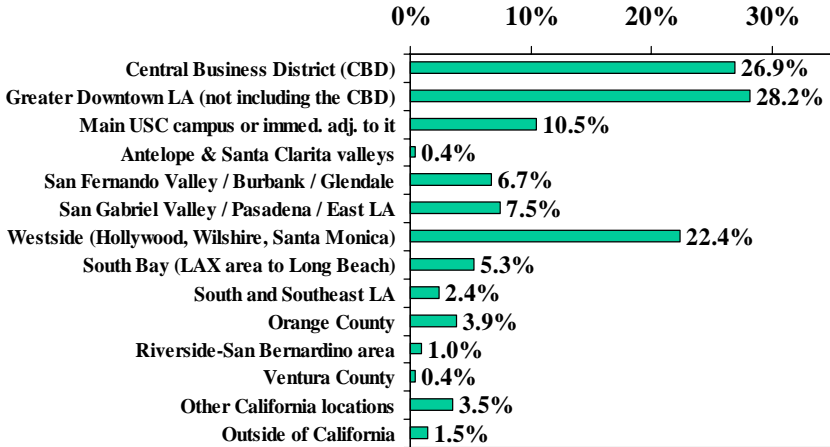


Use Residence as Office?



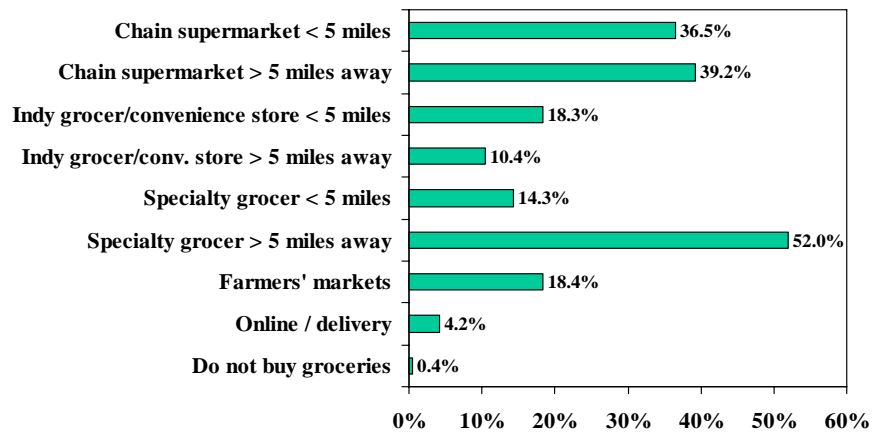
Location of School/Employment

(Note: some picked more than one choice)

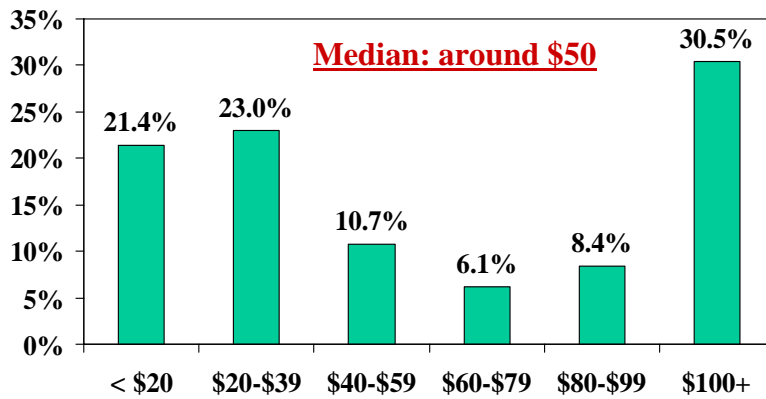


Section 3: *Shopping & Services Needed*

Grocery Suppliers to Residents (Percentage of residents utilizing the following grocers)

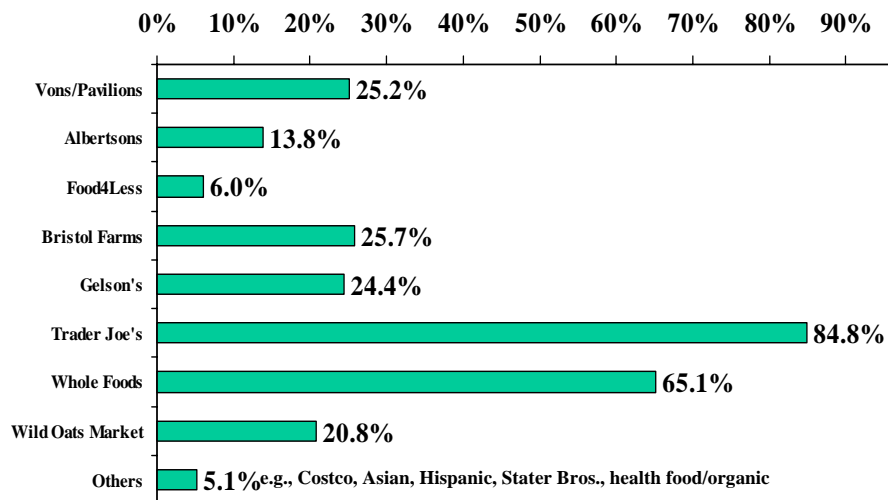


Weekly Grocery Spending



Grocers Wanted (Besides Ralphs)

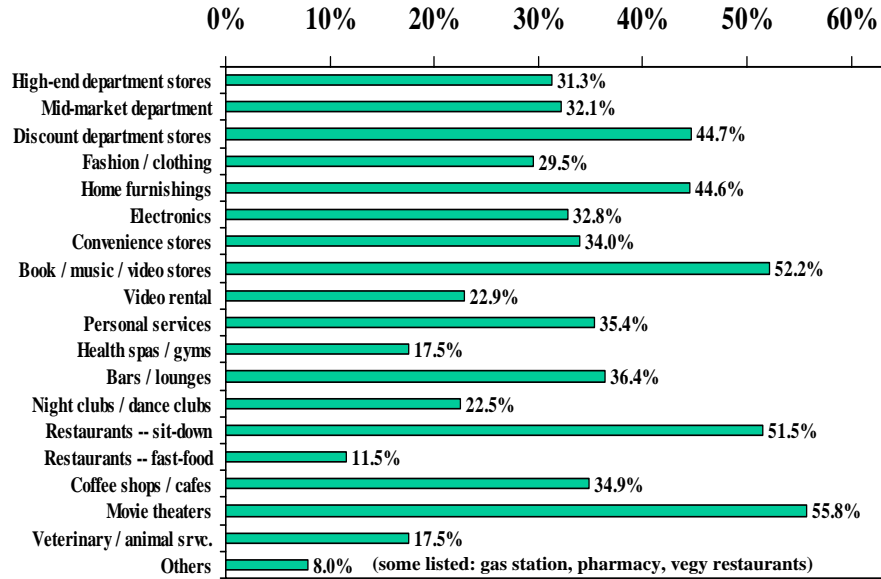
(Percentage of residents requesting the following grocers)



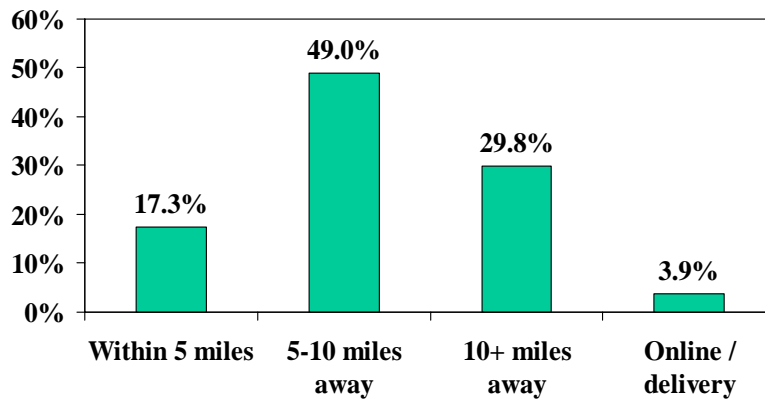
Note: "Trader Joe's" is mentioned frequently in the comments section.

Desired Retailers/Service Providers

(Percentage of residents requesting the following store types)



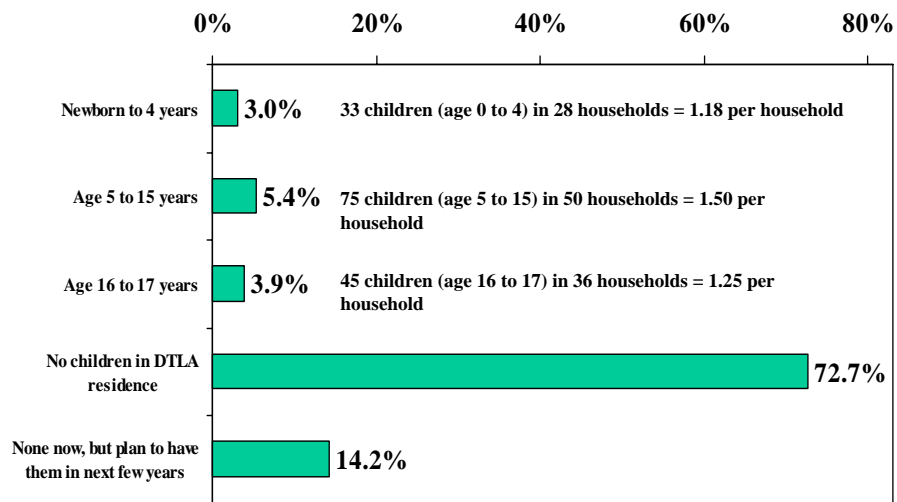
Location for Purchase of Non-food Household Supplies



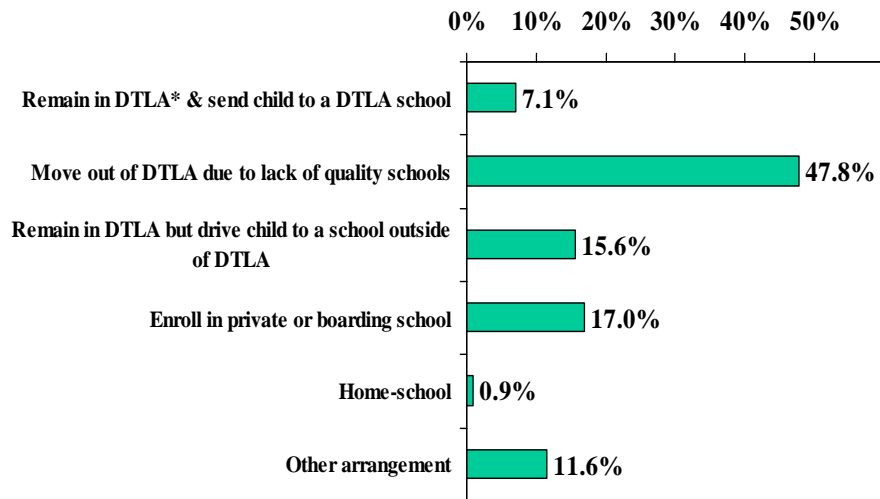
Section 4: *Children & School*

Children in the House?

(Percentage of households reporting the following)



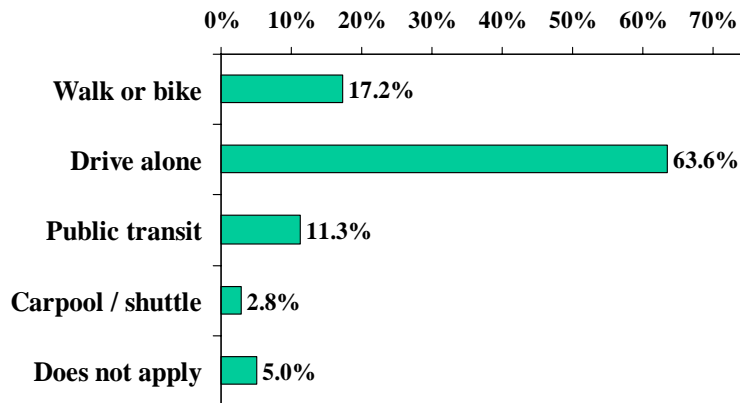
When Child Reaches School Age...



* DTLA = Downtown L.A.

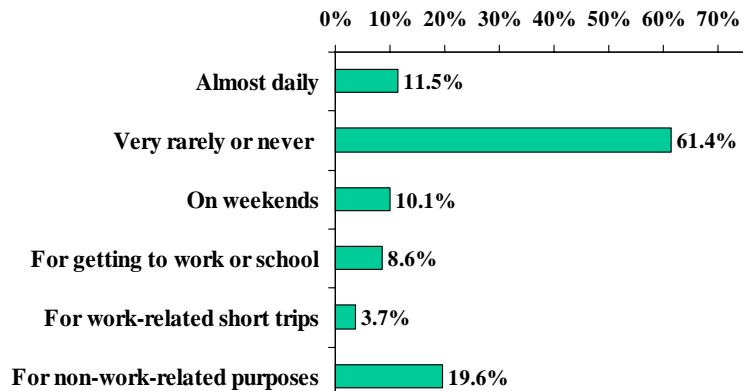
Section 5: *Transportation*

Mode of Commute (to Work or School)



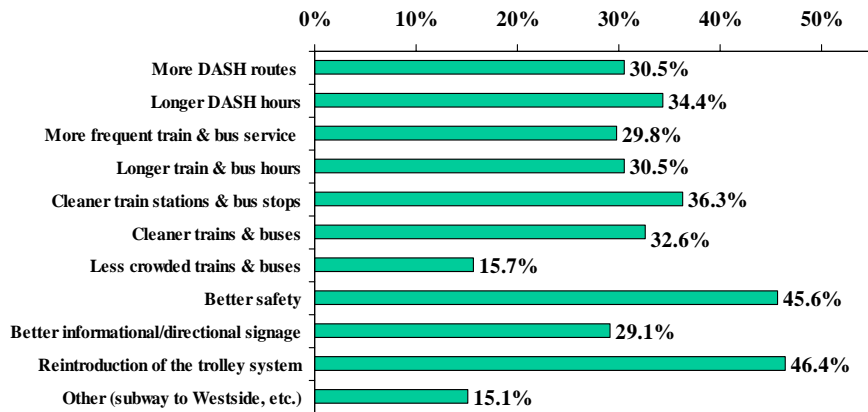
Use of Public Transportation

(Percentage of residents reporting the following)

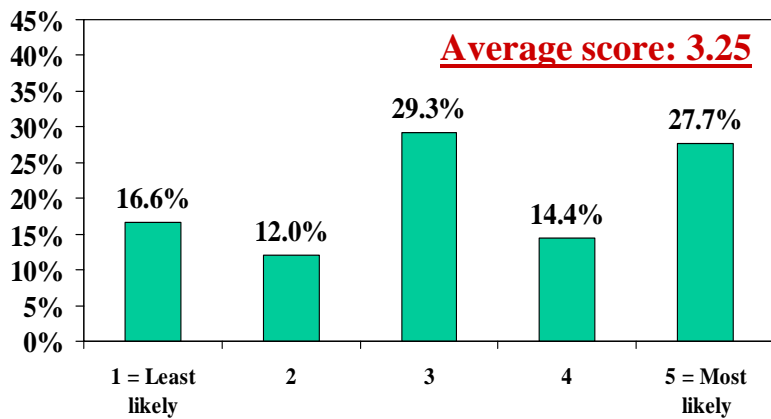


Wanted Improvements for DTLA Public Transportation System

(Percentage of households reporting the following)



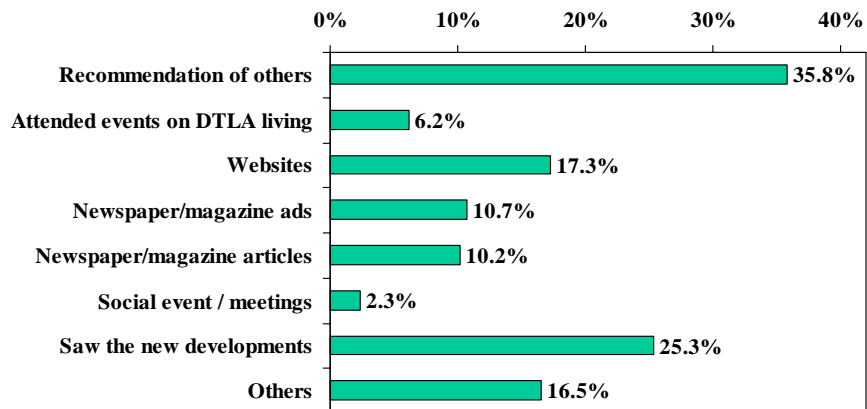
Would You Use a Taxi?



Section 6: *Community*

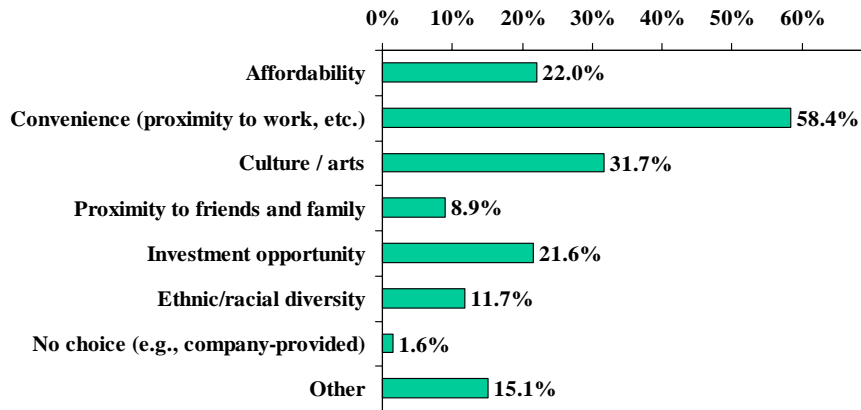
First Learned About Downtown Living...

(Percentage of residents reporting the following)



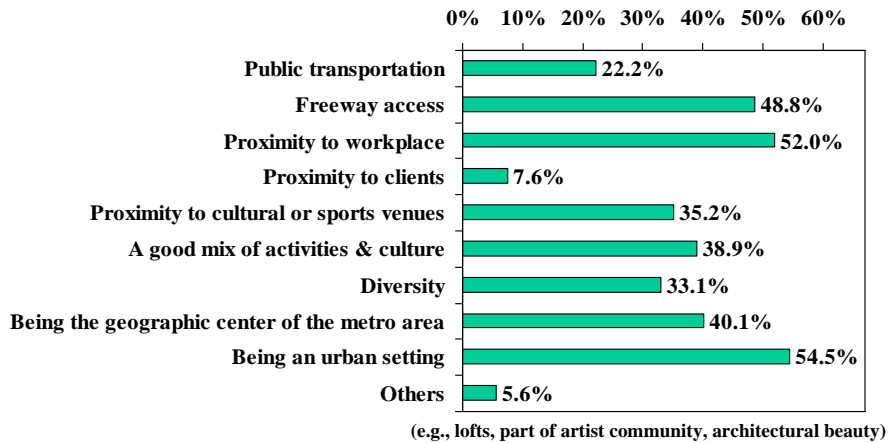
Initial Motivation to Live in Downtown

(Percentage of residents reporting the following)



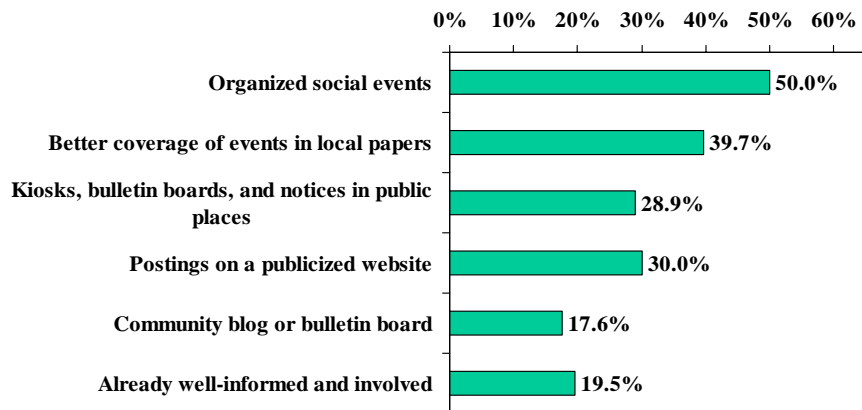
Greatest Benefits of Living in Downtown

(Percentage of residents mentioning the following)



Ways to Help Connect to Community

(Percentage of residents requesting the following)

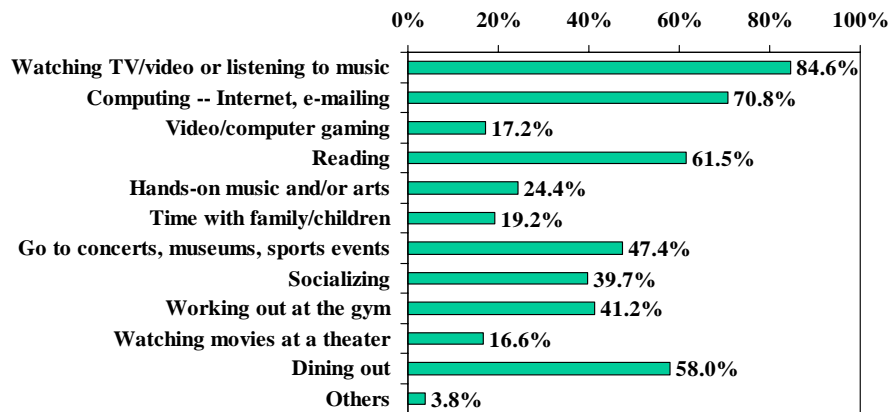


Section 7:

Lifestyle & Entertainment

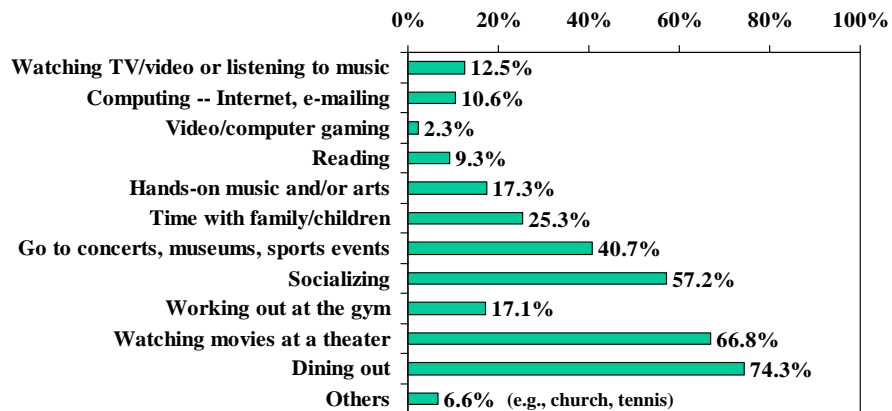
Usual Nighttime Activities in DTLA

(Percentage of residents reporting the following)

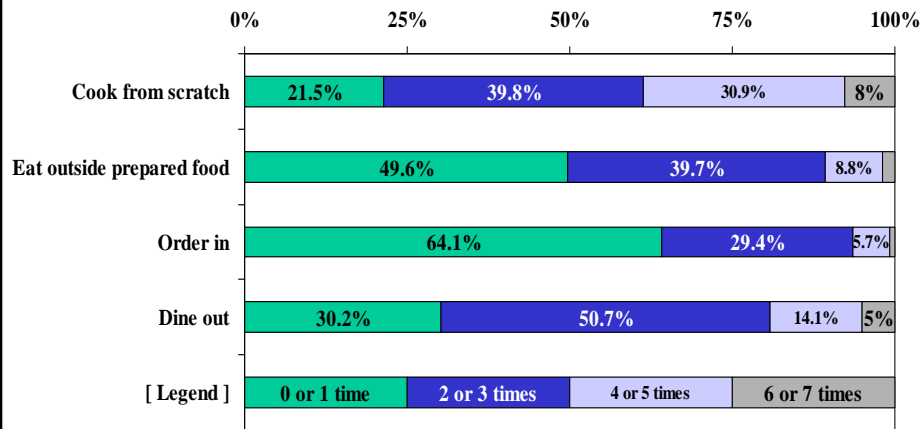


Usual Nighttime Activities Outside of DTLA

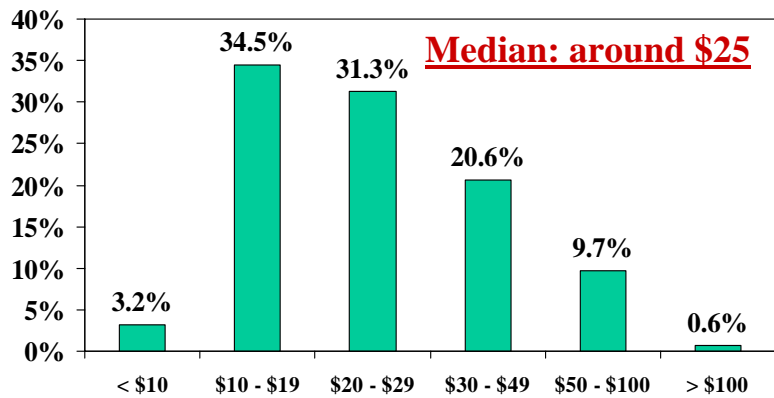
(Percentage of residents reporting the following)



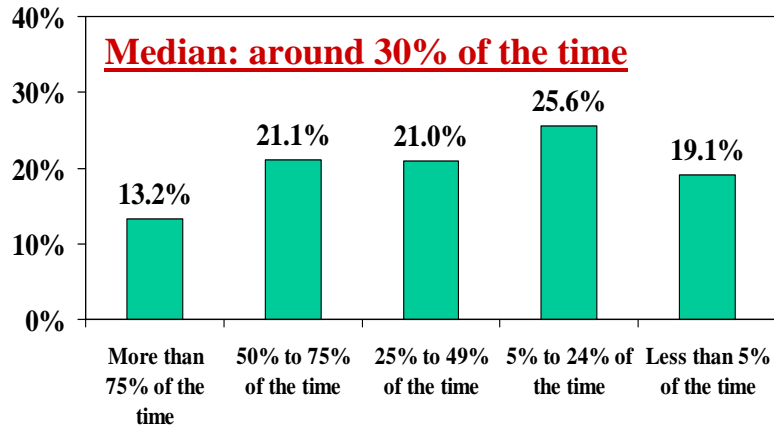
Average Weekly Dinner Plans



Average Spending Per Person When Dining Out (Including tax & tip)



When Dining Out, How Often in Downtown?



Issues with Dining Downtown

(Percentage of residents reporting the following)

