



Live, Work & Play Downtown L.A.

**DOWNTOWN CENTER BUSINESS
IMPROVEMENT DISTRICT**

Presents

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

January 2005

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

Executive Summary

Downtown Los Angeles has seen unprecedented revitalization since the late 1990s that has transformed the civic landscape.

This revitalization has included: the construction of icons such as Staples Center, the Cathedral of Our Lady of the Angels and the Walt Disney Concert Hall; the building of thousands of residential units, both new and adaptive reuse; the establishment of business improvement districts; the opening of new five-star and more casual sit-down restaurants; the commitment of major office space users such as US Bank and City National Bank, as well as scores of smaller entrepreneurial tenants; and the construction of subway, light-rail and commuter train systems, making Downtown the center for public transit and for the regional labor pool. Downtown has become a vibrant place that is truly in a renaissance.

More importantly, when Downtown thrives so does the rest of the city, with new jobs and tax revenues that are spread throughout every neighborhood in the form of enhanced services.

The Downtown Center Business Improvement District (DCBID) is a coalition of nearly 480 property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization 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. Marketing programs including special events, promotional offers, advertising campaigns and public relations efforts are also provided by the DCBID.

In order to quantify Downtown's renewal, the DCBID retained the Los Angeles County Economic Development Corporation (LAEDC) to gather business and economic data that is of interest to office, retail and restaurant tenants, investors, developers, bankers, residents and the community.

We wanted to know who really lived, worked and played in Downtown. We wanted to know more about businesses, large and small, now located here. We wanted to better understand the economic power of Downtown, as well.

A variety of public and private data sources were used, as well as some specific data gathered by the LAEDC and the DCBID. This report contains facts and figures that heretofore were not available in one convenient document.

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

Positive Business Trends

- The total number of "business establishments" in Downtown is at an all-time high of 12,964; compared to 10,332 in 1991 (the first year such records were kept), representing a 25.5% increase.
- The total number of private and public sector jobs is 450,734, which breaks down as follows:
 - ❖ Private sector employment was at 201,000 jobs, slightly below the 1991 count of 204,000 jobs. In 1991, Downtown was home to many headquarters companies and has reinvented itself into an office space market dominated by small to mid-sized tenants. Considering this transition, the current number of jobs is truly extraordinary.
 - ❖ Downtown Los Angeles over the years has grown to have the largest concentration of government workers in the region. In the fourth quarter of 2003 (the latest data available), there were 249,734 government workers; over three times the number in the San Gabriel Valley, which had the next largest concentration. These jobs are in Federal, state, county and Los Angeles city government, as well as in special agencies such as the Metropolitan Transportation Authority and the Metropolitan Water District (Note: All city, county and Los Angeles Unified School District employees will be "counted" as Downtown, where the payroll operations are located).
- Sorting through the detailed employment data yields some interesting results. For example, there were 127,632 government and private sector workers in the area with average annual wages of \$50,000 or more. No doubt even more people are working as independent contractors who are not captured by the California Employment Development Department.
- Downtown Los Angeles generates a significant volume of sales tax revenue (taxable retail sales that excludes food, and tax on other transactions which would come from the wholesale activities in the area). In 2003-2004, the reported sales tax was \$191.2 million, and the recent trend is up.
- There are large numbers of visitors who come into Downtown Los Angeles for various purposes, such as going to Staples Center, attending cultural events, and even serving as jurors. The LAEDC gathered as much data as was available, in the most comprehensive estimate that has ever been compiled, and has come up with a count of 14.6 million people per year. This estimate can be compared to the 18.0 million people who visited the Disneyland Resort in Anaheim during 2003.
- The office space vacancy rate was 16.9% at year-end 2004 compared to a vacancy rate of 23.6% in 1996, with an average rental rate of \$24.84 per square foot per year at year-end 2004 compared to an average rental rate of \$19.68 per square foot per year in 1996. (Source: Cushman & Wakefield).
- The industrial vacancy rate in Downtown was an extremely low 1.6% at year-end 2004 compared to 10.4% in 1994. Vacancy has been moving lower, and only recorded a modest upwards jump during the 2001 recession (a high of 3.2 percent). Despite a lack of new land,

there has been a considerable amount of new "industrial" construction, which would include both manufacturing and distribution activity (Source: Grubb & Ellis).

- Total 2004 assessed value is an impressive \$13.34 billion as measured by the Los Angeles County Assessor. There is no comparable number available from the early 1990s, but for the DCBID area, encompassing the 65-square blocks of the Central Business District, the 2003 assessed value of DCBID properties was \$5.68 billion compared to \$4.21 billion in 1997, representing a 35.1% increase.

Downtown Los Angeles Demographics & Demographic Survey of New Downtown Residents

Downtown Los Angeles has four demographic segments:

1. The first consists of people who work in the area. This is an attractive group with average annual wages of \$52,332 in 2003. These wages follow only the Westside in Los Angeles County, which has average annual wages of \$57,086.
2. The second group is both new and existing residents.
3. The third is students at the nine colleges and universities located in and around Downtown. Many of these students live in the area, and represent an attractive, trend-setting customer base.
4. The fourth group is people who come into Downtown for business, such as attending shows at the mart facilities, including apparel, furniture and home furnishings.

Downtown Los Angeles is seeing a burst of new residential development, in both adaptive re-use (of older buildings), as well as in new construction. A walk through Downtown shows the rebirth of city living. Development is taking place in every neighborhood of Downtown.

Much of this activity has taken place since the 2000 Census of Population, so demographic data from this source does not reflect the current profile of Downtown Los Angeles residents. Many demographic services offer updated information that is based on the 2000 Census data, and thus do not capture recent major development shifts. Retailers and other businesses that base business decisions on latest demographic data demand better information to understand the potential of the Downtown market.

To address this very important business challenge, the DCBID conceived of and designed a demographic survey of new residents who moved into Downtown housing developments that opened after the 2000 Census data was collected.

Due to its unique ongoing relationship with all Downtown Los Angeles developers, the DCBID was given unprecedented access to 16 housing residential developments built since 2000, including both new and adaptive reuse construction. A total of 2,128 survey forms were distributed door-to-door by DCBID personnel. Of this amount, 370 forms (588 individual's responses) were returned by business reply mail to the LAEDC for compilation, representing a very strong 17 % response rate. The survey provided solid insight as to the characteristics of these new Downtown residents as indicated below:

- **Age** – 49.8 percent of the population is between 23 and 34
- **Ethnicity** – 57.9 percent are Caucasian, with the next largest group being Asian/Pacific Islanders at 17.1 percent
- **Gender** – 53.8 percent are males
- **Marital Status** – 56.8 percent are single
- **Employment Sectors** – The largest employment sector of new residents is business, professional and technical services (22.1 percent); followed by arts & entertainment (18.2 percent). Other significant employment sectors are financial services (8.9 percent), and education & health services (8.3 percent).
- **Job Function** – 22 percent identified themselves as executives/managers, while 16.5 percent are accountants, analysts, and engineers. Given the large number of educational institutions in and around Downtown, 15.3 percent identified themselves as students.
- **Household Income** – Income distribution of these new Downtown residents is astounding. The median household income is approximately \$90,000. 43.1 percent of respondents reported household incomes of \$100,000 or more, with 7.8 percent at \$200,000 and above.
- **Origins** – 20.6 percent used to live in "Mid-City," while 19.3 percent were from out-of-state (new residents of Southern California appreciate the central location), and 14.7 percent used to live in West Los Angeles/Beverly Hills.
- **Primary Residence** – 89.9 percent of those surveyed indicated that Downtown was their primary residence.
- **Location of Employment** – Downtown was also the location of employment for almost half of those working (46.1 percent), while 14.2 percent worked in Santa Monica/West L.A., and 10 percent worked in the Mid-City/Wilshire/Hollywood area.

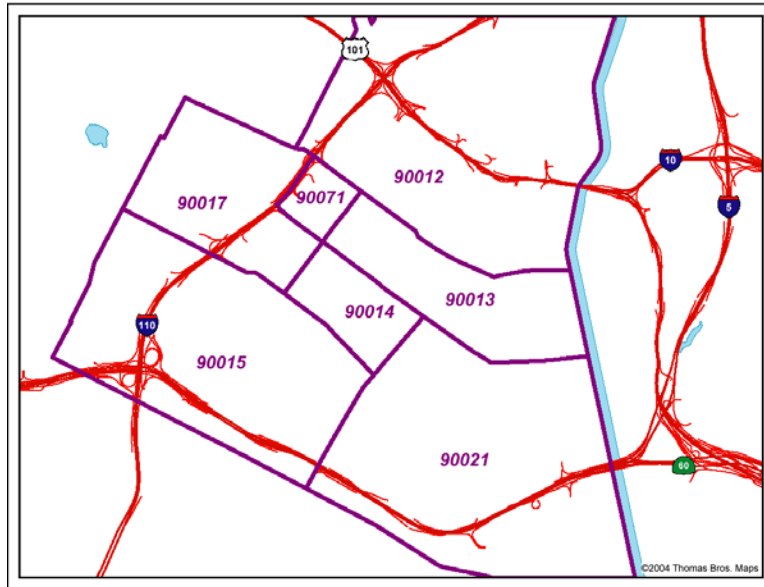
Conclusion

In addition to the market and demographic data we have provided, it is important to note that Downtown Los Angeles is the transportation hub of the region for bus, rail and train transit and information has been provided in this report on ridership. The completion of the Gold Line from Pasadena to Downtown Los Angeles was a major milestone and serves thousands of people each day. The Gold Line light-rail is being expanded to serve East Los Angeles, while construction nears for a light-rail line running from Downtown out along Exposition Boulevard to Culver City, and ultimately to Santa Monica. Another aspect of rail transportation for Downtown is service provided by Amtrak. The key here is the frequent Pacific Surfliner service (11 trains a day) between Santa Barbara and San Diego via Downtown's historic Union Station.

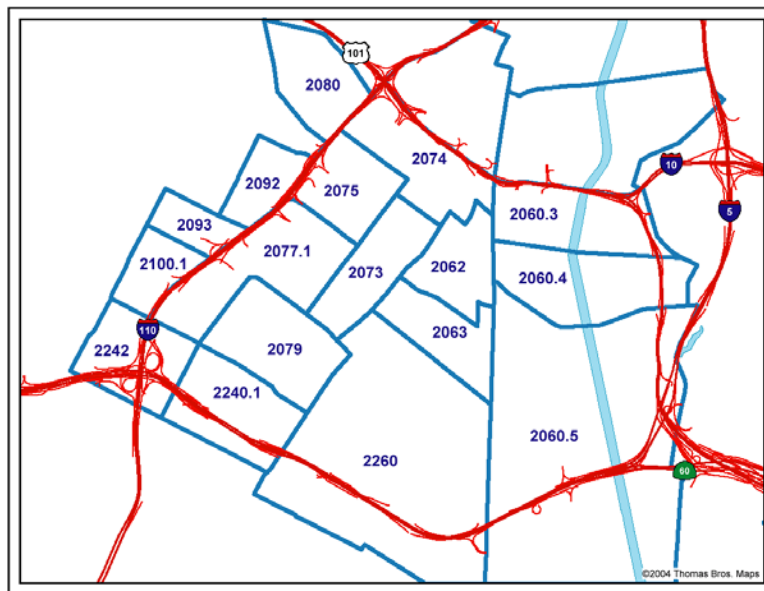
Looking to the future, there are several major developments proposed for Downtown Los Angeles. One is the convention center hotel and retail/entertainment district ("L.A. Live") next to Staples Center. The other is the "Grand Avenue Project" (from First Street south) that would include residential, retail and hotel elements. Both projects will transform Downtown and greatly benefit the business and residential base and boost the Downtown renaissance to new heights. These two projects alone will represent over \$2 billion of largely private investment into Downtown.

We are confident that in January of 2007, when we again expect to update this benchmark report, that Downtown Los Angeles will have continued to experience explosive growth that will greatly benefit the region's economy and bring us finally to the goal of becoming a world-class Downtown in the City of the 21st Century.

Downtown as defined by ZIP codes



Downtown as defined by Census Tracts (2000)



Characteristics of Residents

How many people live in Downtown?

Well, it's not as easy as you might think to give that answer. The US Census Tracts include large areas beyond the borders of Downtown that we have established for this report. Therefore, in Table 1 below, the 2000 population is shown as 82,648. This number includes the highly dense areas of Central City West, Chinatown and part of East Los Angeles, and is thus too high to be representative of our defined "Downtown" population.

We can, however, provide a very good estimate. We know that the average occupancy of Market Rate residential units is 1.5 people per household. This number is confirmed in the Demographic Survey of New Downtown Residents that is detailed later in this report. We also give a very conservative estimate of 1.5 people per household for Affordable Units (publicly subsidized housing), which includes both SRO (Single Room Occupancy) and high-density family housing.

As of this writing, there are a total of 15,929 households (According to Data tracked by the DCBID). This number consists of 9,302 Affordable Units and 6,897 Market Rate Units. Therefore, our estimated total Downtown Population is $15,929 \times 1.5 = \mathbf{23,894}$.

Table 1: Major Demographic Statistics, Census Data

2000 Census

ZIP Code	Total Population	----- Race -----				Ethnicity		Median Age
		White	Black	Asian	Other/ Mixed	Hispanic	No. of Households	
90012	30,577	6,202	4,985	11,935	7,455	9,189	7,840	35.0
90013	9,727	2,711	3,682	1,352	1,982	2,525	3,796	43.0
90014	3,518	868	1,006	946	698	894	2,431	51.4
90015	15,134	4,485	728	1,438	8,483	7,896	4,888	27.8
90017	20,689	6,284	850	1,208	12,347	17,733	6,470	26.6
90021	3,003	806	827	157	1,213	1,605	1,313	38.7
Total	82,648	21,356	12,078	17,036	32,178	39,842	26,738	
% of Population		25.8%	14.6%	20.6%	38.9%	48.2%		

1990 Census

ZIP Code	Total Population	----- Race -----				Ethnicity	
		White	Black	Asian	Other/ Mixed	Hispanic	No. of Households
90012	28,487	5,766	5,186	11,277	6,258	7,906	7,207
90013	5,206	1,761	1,914	443	1,088	1,521	2,449
90014	2,825	999	738	651	437	569	2,070
90015	19,003	5,515	558	766	12,164	16,622	5,276
90017	21,817	7,731	337	920	12,829	19,455	6,267
90021	2,892	948	818	55	1,071	1,719	803
Total	80,230	22,720	9,551	14,112	33,847	47,792	24,072
% of Population		28.3%	11.9%	17.6%	42.2%	59.6%	

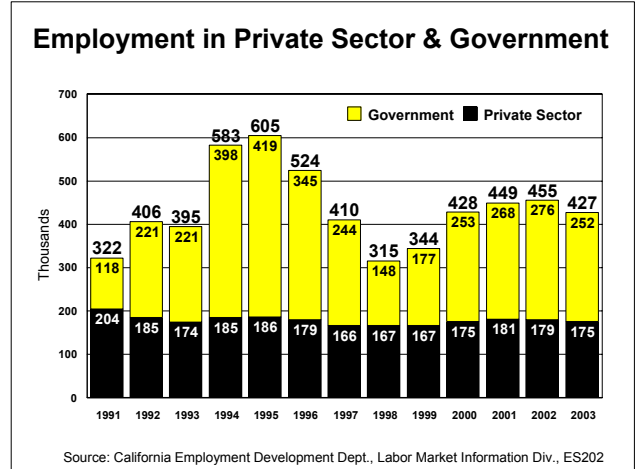
Source: US Dept. of Commerce, Bureau of the Census

Note: For detailed Census 2000 Demographic Profiles for the overall areas as defined by ZIP codes and Census tracts, please go to the end of this report. Demographic Profiles for each ZIP code or Census tract are available from this report's download web page.

Employment & Earnings

Table 2: Annual Employment Summaries

	No. of Estab.	No. of Employees	Total Payroll (\$mil.)	Average Annual Wage (\$)
1991	10,332	321,466	10,849.1	33,749
1992	10,468	406,056	14,558.4	35,853
1993	10,723	394,668	14,122.9	35,784
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



Numerical Change from Prior Year

	No. of Estab.	No. of Employees	Total Payroll (\$mil.)	Average Annual Wage (\$)
1992	137	84,590	3,709.2	2,104
1993	255	-11,388	-435.5	-69
1994	245	188,523	6,520.9	-386
1995	699	22,226	-836.4	-2,681
1996	-288	-82,021	-2,508.6	334
1997	-404	-113,662	-1,639.3	5,168
1998	1,023	-94,298	-2,477.6	3,571
1999	271	28,809	1,780.9	1,676
2000	-875	83,344	5,254.2	3,816
2001	149	21,667	1,984.1	2,136
2002	324	5,816	661.5	822
2003	191	-27,847	-504.9	2,093

Percent Change from Prior Year

	No. of Estab.	No. of Employees	Total Payroll (\$mil.)	Average Annual Wage (\$)
1992	1.3%	26.3%	34.2%	6.2%
1993	2.4%	-2.8%	-3.0%	-0.2%
1994	2.3%	47.8%	46.2%	-1.1%
1995	6.4%	3.8%	-4.1%	-7.6%
1996	-2.5%	-13.5%	-12.7%	1.0%
1997	-3.6%	-21.7%	-9.5%	15.6%
1998	9.3%	-23.0%	-15.8%	9.3%
1999	2.3%	9.1%	13.5%	4.0%
2000	-7.1%	24.2%	35.1%	8.8%
2001	1.3%	5.1%	9.8%	4.5%
2002	2.8%	1.3%	3.0%	1.7%
2003	1.6%	-6.1%	-2.2%	4.2%

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

Table 3: Employment by NAICS Sectors

(NAICS reporting started in 2001)

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 4: Employment by 3-digit NAICS Industries

(NAICS reporting started in 2001)

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, an	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
486	Pipeline Transportation	4	44	3.6	81,837
487	Scenic and Sightseeing Transportation	2	15	0.4	27,296

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
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, an	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
486	Pipeline Transportation	4	N/D	N/D	N/C
487	Scenic and Sightseeing Transportation	3	72	2.0	27,339

NAICS	Industry	No. of Estab.	No. of Employees	Total Payroll (\$mil)	Average Annual Wage (\$)
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, an	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 5: No. of Business Establishments by Employment Size

2001

NAICS	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+
11 Forestry, fishing, hunting, and agriculture support	4	2	1	0	1	0	0	0	0	0
21 Mining	2	1	0	0	0	1	0	0	0	0
22 Utilities	5	3	1	1	0	0	0	0	0	0
23 Construction	88	41	19	10	9	5	4	0	0	0
31 Manufacturing	1,979	834	434	333	267	74	30	2	5	0
42 Wholesale trade	3,362	2,129	616	351	191	52	22	1	0	0
44 Retail trade	1,299	887	224	120	47	12	6	3	0	0
48 Transportation & warehousing	135	47	29	26	13	9	6	3	1	1
51 Information	228	115	32	25	27	14	9	4	1	1
52 Finance & insurance	693	305	111	115	82	34	27	12	5	2
53 Real estate & rental & leasing	404	253	60	48	29	8	5	0	0	1
54 Professional, scientific & technical services	1,307	736	187	150	114	62	44	8	3	3
55 Management of companies & enterprises	75	28	12	5	15	6	4	3	2	0
56 Admin, support, waste mgt, remediation services	406	179	74	53	53	24	15	8	0	0
61 Educational services	62	22	18	11	5	3	0	3	0	0
62 Health care and social assistance	412	199	91	61	30	11	14	2	2	2
71 Arts, entertainment & recreation	79	31	9	9	9	8	7	4	2	0
72 Accommodation & food services	630	278	126	99	81	33	3	6	4	0
81 Other services (except public administration)	790	515	117	84	46	9	15	2	2	0
95 Auxiliaries (exc corporate, subsidiary & regional mgt)	18	7	1	2	4	2	1	1	0	0
99 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 2001

2000

	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+
11 Forestry, fishing, hunting, and agriculture support	6	4	2	0	0	0	0	0	0	0
21 Mining	2	2	0	0	0	0	0	0	0	0
22 Utilities	5	3	1	0	0	0	1	0	0	0
23 Construction	101	44	20	13	14	6	3	0	1	0
31 Manufacturing	1,987	807	422	354	274	92	31	2	5	0
42 Wholesale trade	3,381	2,171	608	336	189	53	21	2	1	0
44 Retail trade	1,198	815	212	99	53	11	7	1	0	0
48 Transportation & warehousing	133	52	22	20	20	8	7	2	1	1
51 Information	214	97	36	26	27	18	8	1	1	0
52 Finance & insurance	670	271	123	114	81	33	26	13	7	2
53 Real estate & rental & leasing	401	243	61	46	35	12	3	0	0	1
54 Professional, scientific & technical services	1,264	706	185	150	110	63	39	4	5	2
55 Management of companies & enterprises	73	26	13	5	15	4	6	2	2	0
56 Admin, support, waste mgt, remediation services	409	165	76	65	55	25	18	4	1	0
61 Educational services	62	26	13	11	7	2	0	3	0	0
62 Health care and social assistance	410	206	93	58	26	7	13	3	2	2
71 Arts, entertainment & recreation	72	27	8	8	7	10	7	3	2	0
72 Accommodation & food services	624	283	105	100	85	36	4	6	5	0
81 Other services (except public administration)	759	486	117	88	39	11	13	4	1	0
95 Auxiliaries (exc corporate, subsidiary & regional mgt)	21	10	2	2	2	2	2	1	0	0
99 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

Source: US Dept. of Commerce, Bureau of the Census, ZIP Code Business Patterns 2000

1999

		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+
11	Forestry, fishing, hunting, and agriculture support	4	4	0	0	0	0	0	0	0	0
21	Mining	2	0	1	0	0	1	0	0	0	0
22	Utilities	5	4	0	0	0	0	1	0	0	0
23	Construction	93	42	21	12	10	3	4	1	0	0
31	Manufacturing	2,011	854	433	333	272	83	28	4	4	0
42	Wholesale trade	3,276	2,114	594	321	169	50	25	3	0	0
44	Retail trade	1,212	836	218	103	36	14	4	1	0	0
48	Transportation & warehousing	124	42	23	22	19	7	7	2	0	2
51	Information	180	95	29	23	15	10	6	1	1	0
52	Finance & insurance	690	268	131	119	81	41	31	10	7	2
53	Real estate & rental & leasing	410	247	73	50	27	9	3	0	0	1
54	Professional, scientific & technical services	1,227	692	174	143	108	60	38	6	2	4
55	Management of companies & enterprises	70	22	12	10	12	3	7	3	1	0
56	Admin, support, waste mgt, remediation services	430	182	76	70	62	23	13	4	0	0
61	Educational services	53	22	9	13	3	3	2	1	0	0
62	Health care and social assistance	385	192	80	62	22	10	15	0	2	2
71	Arts, entertainment & recreation	65	22	9	3	9	12	7	2	1	0
72	Accommodation & food services	617	274	124	95	84	27	6	4	3	0
81	Other services (except public administration)	754	467	134	87	40	13	9	4	0	0
95	Auxiliaries (exc corporate, subsidiary & regional mgt)	22	11	1	1	3	4	1	1	0	0
99	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 1999

1998

	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+
11 Forestry, fishing, hunting, and agriculture support	5	4	1	0	0	0	0	0	0	0
21 Mining	3	1	1	0	0	1	0	0	0	0
22 Utilities	5	1	1	1	1	0	0	1	0	0
23 Construction	86	39	17	15	8	3	4	0	0	0
31 Manufacturing	1,997	829	414	342	297	78	29	5	2	1
42 Wholesale trade	3,165	2,022	599	296	179	46	21	1	1	0
44 Retail trade	1,194	820	215	100	43	6	8	1	1	0
48 Transportation & warehousing	123	39	21	24	21	7	8	1	0	2
51 Information	152	74	28	15	17	10	4	3	1	0
52 Finance & insurance	771	283	159	142	100	42	25	11	5	4
53 Real estate & rental & leasing	406	231	90	39	34	6	5	0	0	1
54 Professional, scientific & technical services	1,183	664	173	130	111	62	33	4	5	1
55 Management of companies & enterprises	55	20	8	8	8	2	2	5	2	0
56 Admin, support, waste mgt, remediation services	448	197	90	66	57	23	11	4	0	0
61 Educational services	55	20	15	8	8	1	2	1	0	0
62 Health care and social assistance	395	214	76	54	27	6	12	3	1	2
71 Arts, entertainment & recreation	66	23	13	3	7	9	8	3	0	0
72 Accommodation & food services	621	305	109	98	67	25	11	3	3	0
81 Other services (except public administration)	747	466	129	84	39	13	11	4	1	0
95 Auxiliaries (exc corporate, subsidiary & regional mgt)	22	10	2	0	6	2	1	1	0	0
99 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

Source: US Dept. of Commerce, Bureau of the Census, ZIP Code Business Patterns 1998

(Data prior to 1998 were categorized using the Standard Industrial Classification system)

1997

	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+
Agriculture	85	32	11	13	12	8	4	2	3	0
Mining	3	1	1	0	0	1	0	0	0	0
Construction	69	34	13	8	6	5	3	0	0	0
Durable Mfg	304	164	59	39	26	13	0	2	1	0
Non-Durable Mfg	1,547	593	273	310	253	75	34	7	1	1
Trans,Comm,Pub Util	313	145	55	46	35	16	7	6	0	3
Wholesale Trade	3,035	1,924	595	279	166	48	21	1	1	0
Retail Trade	1,764	1,110	319	189	99	32	12	2	1	0
Finance, Insur, Real Estate	1,297	620	223	191	154	52	40	8	6	3
Services	2,836	1,566	437	342	258	120	72	24	12	5
Undisclosed	155	143	7	5	0	0	0	0	0	0
Total	11,408	6,332	1,993	1,422	1,009	370	193	52	25	12

Source: US Dept. of Commerce, Bureau of the Census, ZIP Code Business Patterns 1997

1996

	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+
Agriculture	95	32	14	11	17	9	5	6	1	0
Mining	3	1	1	0	0	0	0	1	0	0
Construction	81	38	18	7	8	7	3	0	0	0
Durable Mfg	308	154	64	43	31	10	4	2	0	0
Non-Durable Mfg	1,511	593	260	282	248	80	39	7	1	1
Trans,Comm,Pub Util	309	148	59	41	30	17	12	0	1	1
Wholesale Trade	3,010	1,923	561	290	162	51	21	2	0	0
Retail Trade	1,637	984	317	179	114	27	13	3	0	0
Finance, Insur, Real Estate	1,200	550	199	183	156	56	32	10	8	6
Services	2,838	1,573	456	315	265	119	69	24	14	3
Undisclosed	76	66	6	3	1	0	0	0	0	0
Total	11,068	6,062	1,955	1,354	1,032	376	198	55	25	11

Source: US Dept. of Commerce, Bureau of the Census, ZIP Code Business Patterns 1996

Table 6: Comparison of Average Wages of Regions of Los Angeles County, 2003

LAEDC's original regional definitions add USC to its "Central/Downtown L.A." region because of the close interaction between Downtown entities and USC. It also includes ZIP code 90026. To ensure the regional comparisons are 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 affects the data for the South L.A. and Crenshaw/Mid-City/Hollywood regions. The comparisons between Downtown and other areas are valid.

	Employment	Payroll (\$mil)	Avg. Annual Wage (\$)
LAEDC's original definition:			
Westside	408,071	23,295.1	57,086
Central/Downtown L.A. (including USC)	451,121	23,229.0	51,492
East San Fernando Valley	424,664	19,209.1	45,234
South Bay/LAX	467,299	21,095.2	45,143
West San Fernando Valley	280,958	12,313.8	43,828
Crenshaw/Mid-City/Hollywood	215,871	9,323.8	43,192
Long Beach-Lakewood (S Gateway)	193,061	7,549.1	39,102
San Gabriel Valley	619,268	22,630.2	36,543
North Gateway	466,399	16,560.6	35,507
East L.A.-Eagle Rock	92,039	3,165.8	34,396
Santa Clarita/Valencia	71,194	2,381.7	33,453
Antelope Valley	64,939	2,166.3	33,358
South L.A.	87,310	2,546.8	29,169
LA County	3,842,194	165,466.3	43,066
Downtown based on DCBID's definition:			
Downtown (without USC and 90026)	427,229	22,357.7	52,332
Difference = 90089 (USC) and 90026	23,892	871.2	36,466

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

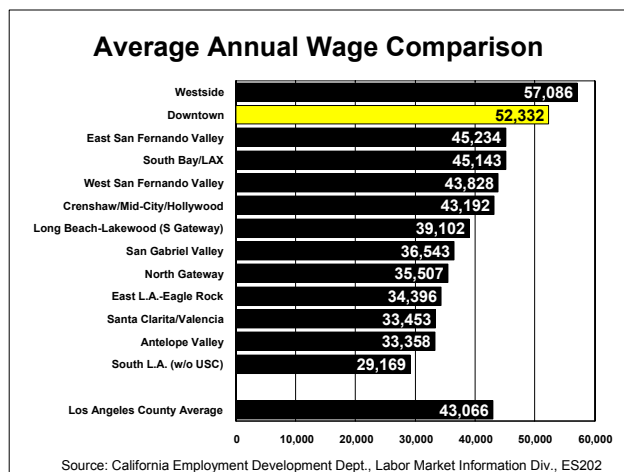


Table 7: Corporations Headquartered in Downtown

(Corporations with revenue over \$1 million)

<u>Company</u>	<u>Revenue (\$ millions)</u>
Capital Group Companies, Inc.	2,900.0
Reliance Steel & Aluminum Co.	1,745.0
AECOM Technology Corp	1,682.0
Swinerton Builders	1,369.2
CB Richard Ellis	1,200.0
Gibson Dunn & Crutcher LLP	590.2
O'Melveny & Myers LLP	565.0
Guess Inc.	544.1
Paul Hastings Janofsky and Walker LLP	487.5
Hathaway Dinwiddie Construction	457.4
Cathay Bancorp Inc.	316.0
Ben Myerson Candy Co.	210.0
Apex Mortgage Capital Inc.	164.0
ColorGraphics Inc.	120.2
E* Capital Group	113.0
Reading International Inc.	86.5
Daily Journal Corp.	34.0
Perkins + Will	24.2
Zimmer Gunsul Frasca Partnership	22.0
Mellon 1st Business	18.1
RTKL Associates Inc.	16.2
Johnson Fain Partners	16.0
AC Martin Partners Inc.	13.2
American Business Bank	12.2
Leo A Daly Architecture	12.0
Altoon + Porter Architects LLP	11.8
Far East National Bank	6.7
Manufacturers Bank	4.9
Preferred Bank	3.9
Cedars Bank	2.6

Source: Los Angeles Business Journal, 2004 Book of Lists

Business Activities

Table 8: Taxable Sales and Sales Tax Generated

Accounts

ZIP Code	2000-2001	2001-2002	2002-2003	2003-2004
90012	1,160	1,171	1,183	1,193
90013	1,657	1,726	1,798	1,804
90014	3,010	2,990	3,030	3,065
90015	3,209	3,352	3,529	3,578
90017	565	552	578	580
90021	1,221	1,264	1,308	1,383
90071	228	230	225	226
All others	227	225	214	212
Total	11,277	11,510	11,865	12,041

Sales Tax Reported

ZIP Code	2000-2001	2001-2002	2002-2003	2003-2004
90012	\$ 36,437,889	\$ 38,407,074	\$ 44,941,348	\$ 39,991,139
90013	11,223,109	11,123,249	10,918,683	11,539,264
90014	23,519,700	22,970,633	23,776,378	25,451,358
90015	38,608,704	42,360,201	46,320,845	49,551,831
90017	17,382,761	23,745,992	16,404,839	16,689,178
90021	26,647,252	25,880,274	27,160,444	28,757,038
90071	14,082,474	13,143,731	14,738,327	18,780,310
All others	582,398	410,903	392,117	423,123
Total	\$ 168,484,287	\$ 178,042,057	\$ 184,652,981	\$ 191,183,241

Taxable Sales (Estimated, \$)

ZIP Code	2000-2001*	2001*-2002	2002-2003	2003-2004
90012	\$ 448,466,331	\$ 472,702,449	\$ 544,743,612	\$ 484,741,079
90013	138,130,570	136,901,526	132,347,673	139,869,872
90014	289,473,232	282,715,485	288,198,521	308,501,306
90015	475,184,047	521,356,315	561,464,788	600,628,255
90017	213,941,674	292,258,368	198,846,533	202,293,067
90021	327,966,178	318,526,443	329,217,503	348,570,158
90071	173,322,757	161,768,997	178,646,388	227,640,121
All others	7,167,975	5,057,268	4,752,933	5,128,764
Total	\$ 2,073,652,765	\$ 2,191,286,852	\$ 2,238,217,952	\$ 2,317,372,620

Note: the sales tax rate for calendar year 2001 was 8.00%; for all other years it was 8.25%

Source: California Board of Equalization

Traffic/Commuting Patterns

Public transit services available to Downtown

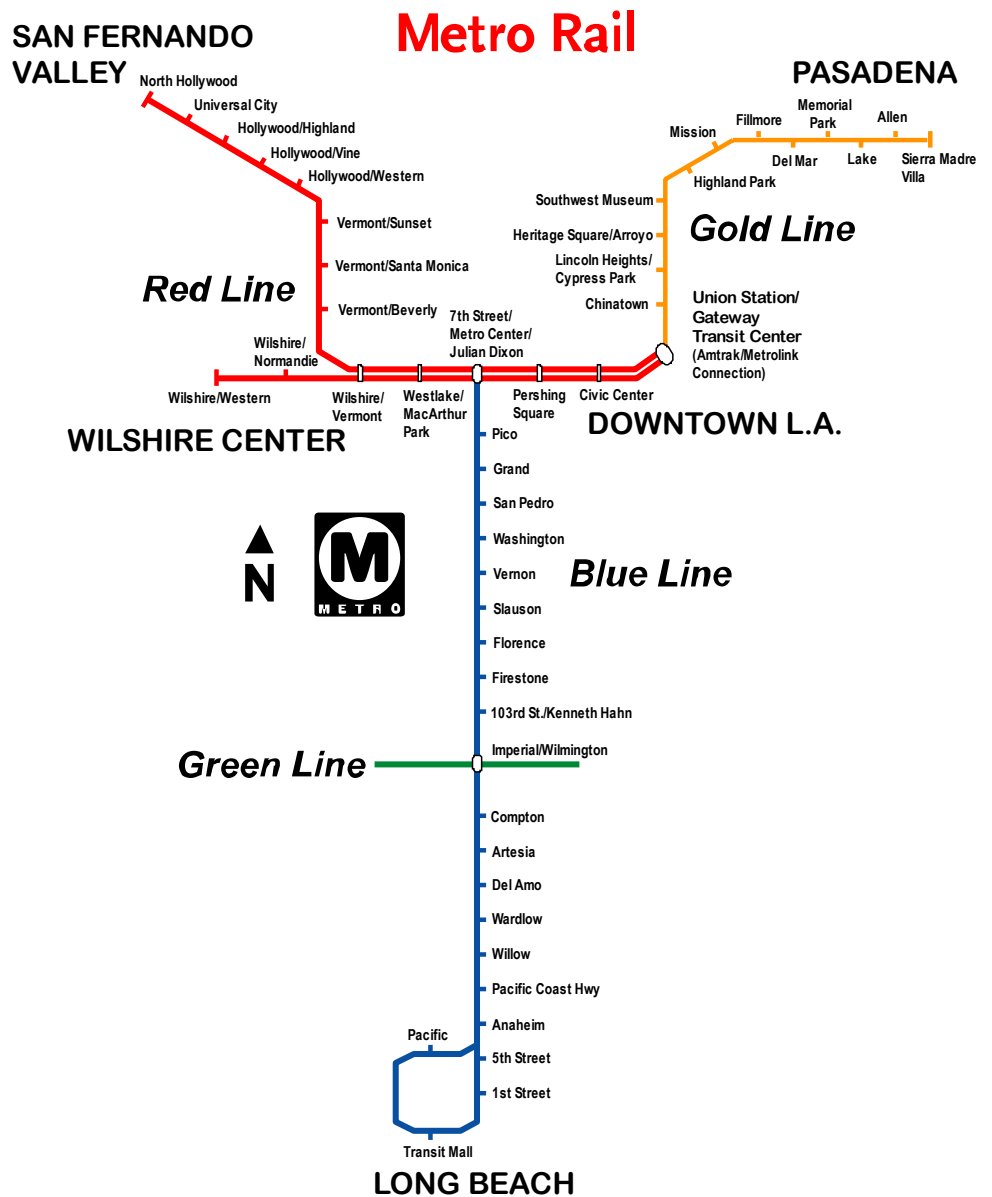
There are around 50 regular local bus routes -- 44 MTA lines with line numbering between "1" and "99," plus those from other transit agencies. There are also 11 limited stop local routes (lines numbers starting with a "3") and 2 Metro Rapid routes (lines numbers starting with a "7").

There are around 50 express routes that utilize freeways, busways, etc. There are 16 MTA lines (with numbering starting with a "4"), plus services by other transit agencies such as LADOT's Commuter Express (9 lines) and Foothill Transit (11 lines). Some services designed for Downtown workers are rush hour-only and unidirectional (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, OCTA).

Locally, Downtown is served by LADOT's DASH system with 6 weekday and 3 weekend routes.

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 7th St./Metro which is just south of the Financial District. Red Line (subway) connects the Gold and Blue Lines. These services run from 5am to 12:30am daily. Metro Rail see heavy usage during rush hours.



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 use Metro Rail or Metro buses to reach their final destination around Downtown at no additional charge.

Amtrak also has services originating from Union Station to the rest of the country. Few Downtown workers probably use Amtrak for commuting purposes. Although Metrolink and Amtrak do offer the "Rail 2 Rail" program, where a ticket on the Pacific Surfliner is good on Metrolink, and vice versa.



Table 9: Public Transit Ridership

Because of terrorism/security concerns, the MTA would no longer release station- & route-specific traffic data. The following table shows the aggregate data for all bus lines and Metro Rail that terminate in the Downtown Area. The Red Line subway, besides serving the Downtown-Northwood and Downtown-Mid-Wilshire traffic, also connects the Gold Line light rail with the Blue Line light rail.

Bus Lines

	June 2004	June 2003	% change
Average Weekday Boardings	1,145,673	1,100,651	4.1%
Average Saturday Boardings	826,879	873,094	-5.3%
Average Sunday & Holiday Boardings	624,866	710,851	-12.1%
Total Calendar Month Boardings	31,011,781	30,160,292	2.8%

Red Line (Subway)

	June 2004	June 2003	% change
Average Weekday Boardings	104,270	98,989	5.3%
Average Saturday Boardings	71,557	72,908	-1.9%
Average Sunday & Holiday Boardings	59,817	64,245	-6.9%
Total Calendar Month Boardings	2,819,436	2,691,616	4.7%

Blue Line (Light Rail)

	June 2004	June 2003	% change
Average Weekday Boardings	67,470	66,744	1.1%
Average Saturday Boardings	51,787	49,661	4.3%
Average Sunday & Holiday Boardings	41,062	39,469	4.0%
Total Calendar Month Boardings	1,855,736	1,797,609	3.2%

Gold Line (Light Rail)

	June 2004
Average Weekday Boardings	14,425
Average Saturday Boardings	13,055
Average Sunday & Holiday Boardings	9,122
Total Calendar Month Boardings	406,067

Metrolink (average weekday boardings)

Ventura County Line (LA to Ventura thru San Fernando Valley)	4,380
Antelope Valley Line (LA to Lancaster thru Santa Clarita)	6,144
San Bernardino Line (LA to San Bernardino thru San Gabriel Valley)	10,766
Riverside Line (LA to Riverside thru western San Bernardino Co.)	4,680
Orange County Line (LA to Oceanside of San Diego Co. thru Orange Co.)	6,831
91 Line (LA to Riverside through northern Orange Co.)	1,781

Notes: (1) Bus data do not include LADOT buses; periodic schedule changes affect ridership numbers

(2) MTA would not give out station- & route-specific data because of terrorism concerns

Source: LA County Metropolitan Transportation Authority

Table 10: Traffic Statistics of Downtown (and Downtown-Adjacent) Freeways

(Data by segments of freeway)

Freeway 5 -- Around Soto-7th St. (Just Outside the Southeast Corner) Lanes: 4 Segment length: 4.4 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	NA	70	70	70	70	70	70	70	70	70
Accident rate times statewide average*	NA	0.8	1.0	0.3	0.3	0.2	0.2	0.1	0.2	0.2
Accidents per segment mile	NA	126.2	128.4	124.8	118.1	113.0	115.1	117.8	129.4	143.7
Fatal accidents per mile per year (3 yr. avg.)	NA	0.378	0.833	0.681	1.136	0.606	0.606	0.303	0.303	0.303
Fatal accidents and injuries per mile (3 yr. avg.)	NA	37.1	39.3	33.9	29.3	25.1	26.1	25.1	26.6	27.0
Present design hour traffic volume	NA	7,079	10,109	12,789	12,615	11,528	11,745	11,745	11,354	11,441
Operating speed	NA	37	35	31	31	31	31	31	31	31
Ratio of Volume to Capacity.	NA	0.99	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Statewide accident rate for comparable road type	NA	1.18	1.21	3.04	3.05	3.29	3.04	3.10	3.06	0.00

Freeway 10 -- 10/101 Transition (Somewhere on the Northern Boundary) Lanes: 6 Segment length: 0.7 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	65	65	65	65	65	65	65	65	65	65
Accident rate times statewide average*	1.4	1.6	1.6	1.7	1.8	1.6	1.4	1.1	1.1	1.1
Accidents per segment mile	66.6	56.1	56.1	57.6	55.2	50.9	43.3	35.7	36.6	44.7
Fatal accidents per mile per year (3 yr. avg.)	0.476	0.000	0.952	0.952	0.952	0.000	0.000	0.000	0.952	0.952
Fatal accidents and injuries per mile (3 yr. avg.)	16.6	14.2	18.0	22.8	21.9	16.6	11.4	9.5	10.4	8.0
Present design hour traffic volume	4275	3,885	3,774	3,245	2,921	3,148	3,115	3,148	3,148	3,213
Operating speed	45	48	49	51	52	51	52	51	51	51
Ratio of Volume to Capacity.	0.76	0.66	0.64	0.56	0.51	0.55	0.54	0.55	0.55	0.56
Statewide accident rate for comparable road type	0.97	0.98	0.96	0.95	0.89	0.93	0.93	0.93	0.93	0.00

Freeway 10 -- Junction of 10/110 to Junction of 10/5 (The Southern Boundary) Lanes: 5 Segment length: 3.6 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	70	70	70	70	70	70	70	70	70	70
Accident rate times statewide average*	0.2	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.4
Accidents per segment mile	92.1	104.7	108.7	111.5	102.0	96.4	90.3	82.5	87.5	98.3
Fatal accidents per mile per year (3 yr. avg.)	0.370	0.370	0.277	0.277	0.370	0.555	0.370	0.370	0.462	0.648
Fatal accidents and injuries per mile (3 yr. avg.)	26.5	30.6	31.4	30.4	27.3	25.2	24.1	20.6	21.7	23.0
Present design hour traffic volume	8661	11,524	8,985	9,242	8,362	8,362	8,395	8,460	8,398	8,002
Operating speed	31	35	31	31	31	31	31	31	31	31
Ratio of Volume to Capacity.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Statewide accident rate for comparable road type	3.40	1.99	2.02	2.07	1.91	1.91	1.91	1.93	1.91	0.00

Freeway 60 -- 10/60 Transition

Lanes: 9

Segment length: 0.5 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	70	70	70	70	70	70	70	70	70	70
Accident rate times statewide average*	1.0	2.0	1.7	1.9	1.2	1.1	1.0	1.1	1.2	1.4
Accidents per segment mile	96.6	112.6	116.6	126.0	112.0	116.6	111.3	111.3	126.0	134.6
Fatal accidents per mile per year (3 yr. avg.)	0.666	0.666	0.666	0.666	0.666	0.666	0.000	0.666	0.666	0.666
Fatal accidents and injuries per mile (3 yr. avg.)	26.0	33.3	38.6	38.6	26.6	24.6	20.0	22.0	26.0	32.0
Present design hour traffic volume	6039	8,275	8,135	8,228	8,462	8,462	8,415	8,429	8,672	8,621
Operating speed	47	35	35	35	35	35	35	35	35	35
Ratio of Volume to Capacity.	0.86	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Statewide accident rate for comparable road type	1.02	0.80	0.95	0.95	0.97	0.97	0.97	0.97	0.99	0.00

Freeway 60 -- Junction of 60 and 5 (A Bit East of Fwy 5 at 10 West)

Lanes: 8

Segment length: 2.7 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	70	70	70	70	70	70	70	70	70	70
Accident rate times statewide average*	0.7	1.0	1.2	1.2	1.0	1.0	1.0	1.1	1.0	1.0
Accidents per segment mile	63.2	69.2	71.2	78.0	75.1	75.8	78.8	81.2	76.0	74.5
Fatal accidents per mile per year (3 yr. avg.)	0.123	0.246	0.370	0.617	0.617	0.740	0.493	0.493	0.246	0.370
Fatal accidents and injuries per mile (3 yr. avg.)	20.8	22.2	22.8	23.7	20.3	19.8	21.1	22.4	20.1	19.0
Present design hour traffic volume	8000	7,875	7,587	7,683	7,892	7,875	7,850	7,967	8,235	7,842
Operating speed	35	35	50	49	49	49	49	48	47	49
Ratio of Volume to Capacity.	1.00	1.00	0.79	0.80	0.82	0.82	0.82	0.83	0.86	0.82
Statewide accident rate for comparable road type	1.05	0.99	0.82	0.82	0.84	0.84	0.84	0.84	0.86	0.00

Freeway 101 -- 10/101 Transition (Somewhere on the Northern Boundary)

Lanes: 6

Segment length: 1.6 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	65	65	65	65	65	65	65	65	65	65
Accident rate times statewide average*	1.0	1.2	1.3	0.4	0.3	0.2	0.2	0.3	0.3	0.4
Accidents per segment mile	169.5	190.8	203.5	215.0	209.5	195.4	186.2	171.2	173.1	190.8
Fatal accidents per mile per year (3 yr. avg.)	1.250	1.458	1.250	0.416	0.000	0.000	0.000	0.000	0.416	0.625
Fatal accidents and injuries per mile (3 yr. avg.)	51.4	58.9	62.2	59.7	51.6	45.4	43.9	42.0	37.0	37.0
Present design hour traffic volume	6366	6,284	6,366	6,243	6,270	6,105	6,050	6,133	6,050	6,023
Operating speed	31	31	31	30	30	30	30	30	30	30
Ratio of Volume to Capacity.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Statewide accident rate for comparable road type	1.69	1.68	1.70	2.94	2.96	2.91	2.90	2.91	2.89	0.00

Freeway 101 -- Junction of 101 & 110 (The Northwest Corner)

Lanes: 8

Segment length: 2.8 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	65	65	65	65	65	65	65	65	65	65
Accident rate times statewide average*	0.7	0.8	0.8	0.5	0.5	0.4	0.5	0.6	0.5	0.5
Accidents per segment mile	165.4	182.0	186.5	185.3	171.6	158.5	157.0	154.6	141.3	147.5
Fatal accidents per mile per year (3 yr. avg.)	0.238	0.238	0.238	0.238	0.357	0.357	0.595	0.714	0.476	0.595
Fatal accidents and injuries per mile (3 yr. avg.)	46.1	52.6	52.9	50.0	40.0	34.8	35.7	39.1	33.9	31.0
Present design hour traffic volume	8958	8,552	10,447	10,613	10,684	10,890	10,890	10,930	10,811	10,629
Operating speed	32	32	32	31	31	31	31	31	31	31
Ratio of Volume to Capacity.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Statewide accident rate for comparable road type	1.35	1.25	1.29	1.93	1.94	1.97	1.96	1.96	1.91	0.00

Freeway 110 -- Junction of 110 & 10 (The Southwest Corner)

Lanes: 8

Segment length: 2.3 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	70	70	70	70	70	70	70	70	70	70
Accident rate times statewide average*	0.7	1.0	1.0	1.0	1.0	0.6	0.6	0.6	0.6	0.6
Accidents per segment mile	243.9	270.0	285.5	296.2	276.9	261.4	231.0	218.5	231.7	248.4
Fatal accidents per mile per year (3 yr. avg.)	0.579	0.289	0.289	0.144	0.144	0.144	0.579	0.579	0.579	0.724
Fatal accidents and injuries per mile (3 yr. avg.)	52.6	65.2	70.7	67.8	60.1	55.5	50.5	45.5	47.6	49.0
Present design hour traffic volume	8773	8,894	8,652	8,228	8,137	8,137	8,773	9,075	9,045	10,225
Operating speed	35	35	35	35	35	35	35	35	35	35
Ratio of Volume to Capacity.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Statewide accident rate for comparable road type	2.05	1.40	1.39	1.35	1.34	1.98	2.12	2.18	2.18	0.00

Freeway 110 -- Junction of 110 & 101 (The Northwest Corner)

Lanes: 6

Segment length: 0.8 miles

Category	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Average highway speed	50	50	50	50	50	50	50	50	50	50
Accident rate times statewide average*	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.1	1.1
Accidents per segment mile	95.0	97.9	100.4	110.4	110.0	114.1	108.7	113.7	131.6	134.5
Fatal accidents per mile per year (3 yr. avg.)	1.250	1.250	0.416	0.000	0.000	0.000	0.416	0.416	0.000	0.000
Fatal accidents and injuries per mile (3 yr. avg.)	27.0	26.2	26.6	22.9	21.2	21.6	24.1	25.4	25.8	24.0
Present design hour traffic volume	6295	5,987	5,975	5,852	5,929	6,045	6,122	6,083	6,045	6,122
Operating speed	28	28	28	28	28	28	28	28	28	28
Ratio of Volume to Capacity.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Statewide accident rate for comparable road type	1.32	1.29	1.29	1.26	1.27	1.32	1.34	1.36	1.32	0.00

* higher no. = more dangerous

Source: California Dept. of Transportation

Visitor Information

Table 11: Downtown Hotel Occupancy & Room Rates

Top hotels only*

	Annual Room Supplies	Annual Occupied Rooms	Occupancy Rate	Average Daily Rate (\$)
1987	1,644,325	1,121,100	68.2%	84.00
1988	1,614,395	1,116,142	69.1%	93.00
1989	1,539,205	1,052,200	68.4%	98.00
1990	1,700,535	1,078,100	63.4%	100.00
1991	1,700,535	944,600	55.5%	98.00
1992	1,700,535	895,148	52.6%	97.00
1993	1,860,770	882,000	47.4%	96.00
1994	1,822,080	1,038,200	57.0%	96.00
1995	1,822,080	974,800	53.5%	94.00
1996	1,811,860	1,122,870	62.0%	96.07
1997	1,807,115	1,201,677	66.5%	96.18
1998	1,806,020	1,248,569	69.1%	105.60
1999	1,806,020	1,246,782	69.0%	113.12
2000	1,806,020	1,254,623	69.5%	123.46
2001	1,806,020	1,010,399	55.9%	126.39
2002	1,854,930	929,801	50.1%	127.70
2003e	1,886,685	945,971	50.1%	117.44
2004f	1,886,685	1,137,860	60.3%	120.92

Smaller Hotels With Average Daily Rate Under \$105

	Annual Room Supply	Annual Occupied Rooms	Occupancy Rate	Average Daily Rate (\$)
1998	659,920	410,380	62.2%	73.57
1999	659,920	434,561	65.9%	78.28
2000	659,920	439,096	66.5%	88.92
2001	659,920	404,561	61.3%	82.78
2002	659,920	368,569	55.9%	80.38
2003e	659,920	376,943	57.1%	74.31
2004f	659,920	388,251	58.8%	75.06

* Top hotels:

- Westin Bonaventure
- Hilton Checkers
- Hyatt Regency
- LA Marriott
- Millennium Biltmore
- New Otani
- Omni
- Standard
- Wilshire Grand

Source: PKF Consulting

Table 12: Survey of Visitors by Venue

A large number of people come into Downtown Los Angeles for various purposes. While in the area, they represent potential customers/clients. In 2003, 14.6 million people visited the area, which can be compared with the 18.0 million who visited the Disneyland Resorts in Anaheim. Also, visitor counts for some Downtown attractions were not available.

Sector & Venue	No. of Visitors
<u>Sports Venues</u>	
Dodger Stadium	3,433,000
Staples Center (Lakers, Clippers, Kings, Avengers, Sparks, etc.)	3,500,000
<u>Cultural Venues</u>	
Museum of Contemporary Art (Grand Ave. & Temporary)	250,000
Wells Fargo Historical Museum	25,000
Music Center	1,300,000
Ahmanson Theatre	550,000
Mark Taper Forum	250,000
Dorothy Chandler Pavilion	
Walt Disney Concert Hall	
Roy & Edna Disney/CalArts Theater (REDCAT)	50,000
Colburn School of Performing Arts	43,000
Chinese-American Museum	
Japanese-American National Museum	100,000
Cathedral of Our Lady of the Angels	1,000,000
Grand Performances	65,000
Richard Riordan Central Library	2,100,000
<u>Districts</u>	
Chinatown	
Olvera Street	2,000,000
Little Tokyo	400,000
Fashion District	209,280
Toy Town	
Jewelry District	
<u>Trade Shows & Conventions</u>	
Los Angeles Convention Center -- all events	1,200,000
<u>Other</u>	
Jurors -- LA Superior Court	200,090

Source: Los Angeles Inc.; actual venues

Real Estate

Table 13: Housing Status

(For the "Central City" area as defined by LA City Planning Department)

	1990 Census	2000 Census	2002 Estimate	2003 Estimate	<u>% Share of Total</u>			
					1990 Census	2000 Census	2002 Estimate	2003 Estimate
Resident population (living in households)	16,190	18,019	18,466	18,688	72.4%	71.3%	71.6%	71.5%
Population in group quarters	6,183	7,236	7,311	7,457	27.6%	28.7%	28.4%	28.5%
Total population	22,374	25,255	25,775	26,154	100.0%	100.0%	100.0%	100.0%
Population density (per sq. mile)	7,402	8,355	8,527					
Single-family housing units	211	384	383	383	1.9%	2.9%	2.9%	2.9%
Multi-family housing units	9,644	12,863	12,864	12,880	89.1%	97.0%	97.1%	97.0%
"Other" housing units (e.g. mobile homes)	969	8	8	8	9.0%	0.1%	0.1%	0.1%
Total housing units	10,824	13,255	13,255	13,272	100.0%	100.0%	100.0%	100.0%
Single-family unit residents	857	1,314	1,348	1,362	5.3%	7.3%	7.3%	7.3%
Multi-family unit residents	14,185	16,696	17,061	17,304	87.6%	92.7%	92.4%	92.7%
"Other" housing unit residents	1,148	9	57	9	7.1%	0.0%	0.3%	0.0%
Total residents (living in households)	16,190	18,019	18,466	18,675	100.0%	100.0%	100.0%	100.0%
Occupied single-family units	197	371	372	371	2.1%	3.2%	3.2%	3.2%
Occupied multi-family units	8,214	11,312	11,321	11,337	89.0%	96.8%	96.8%	96.8%
Occupied "other" housing units	816	8	8	8	8.8%	0.1%	0.1%	0.1%
Total occupied housing units	9,227	11,691	11,701	11,716	100.0%	100.0%	100.0%	100.0%
Single-family vacancy rate	6.6%	3.4%	2.9%	3.1%				
Multi-family vacancy rate	14.8%	12.1%	12.0%	12.0%				
"Other" housing units vacancy rate	15.8%	0.0%	0.0%	0.0%				
Overall housing vacancy rate	14.8%	11.8%	11.7%	11.7%				
Single-family density (persons/housing unit)	4.35	3.54	3.62	3.67				
Multi-family density (persons/housing unit)	1.73	1.48	1.51	1.53				
"Other" housing units density (persons/housing unit)	1.41	1.13	7.13	1.13				
Overall housing density (persons/housing unit)	1.75	1.54	1.58	1.59				

Source: City of Los Angeles, Dept. of City Planning

Table 14: New Construction Permits Issued

	1Q FY03 (7/02-9/02)	2Q FY03 (10/02-12/02)	3Q FY03 (1/03-3/03)	4Q FY03 (4/03-6/03)	1Q FY04 (7/03-9/03)	2Q FY04 (10/03-12/03)	3Q FY04 (1/04-3/04)	4Q FY04 (4/04-6/04)	1Q FY05 (7/04-9/04)	2Q FY05 (10/04-12/04)
Single-family dwelling units	-	-	-	-	-	-	-	-	-	-
Multi-family dwelling units	-	-	-	253	-	62	127	-	-	-
Office (sq. ft.)	33,981	-	5,616	7,458	-	-	5,429	-	-	-
Industrial (sq. ft.)	-	5,420	88	-	625	-	48,569	-	-	-
Retail (sq. ft., inc. hotels)	31,785	22,837	-	-	36,586	88,171	24,362	-	-	-

	FY 1999 (7/98-6/99)	FY 2000 (7/99-6/00)	FY 2001 (7/00-6/01)	FY 2002 (7/01-6/02)	FY 2003 (7/02-6/03)	FY 2004 (7/03-6/04)	Calendar years:			
							CY 2001	CY 2002	CY 2003	CY 2004 (YTD)
Single-family dwelling units	-	-	-	-	-	-	-	-	-	-
Multi-family dwelling units	-	127	6	-	253	189	4	-	315	127
Office (sq. ft.)	23,874	25,223	73,739	-	47,055	5,429	-	33,981	13,074	5,429
Industrial (sq. ft.)	139,820	-	7,576	3,967	5,508	49,194	3,967	5,420	713	48,569
Retail (sq. ft., inc. hotels)	189,990	53,077	138,977	38,171	54,622	149,119	104,851	69,232	124,757	24,362

Source: City of Los Angeles, Dept. of City Planning

Table 15: Office & Industrial Vacancy Rates

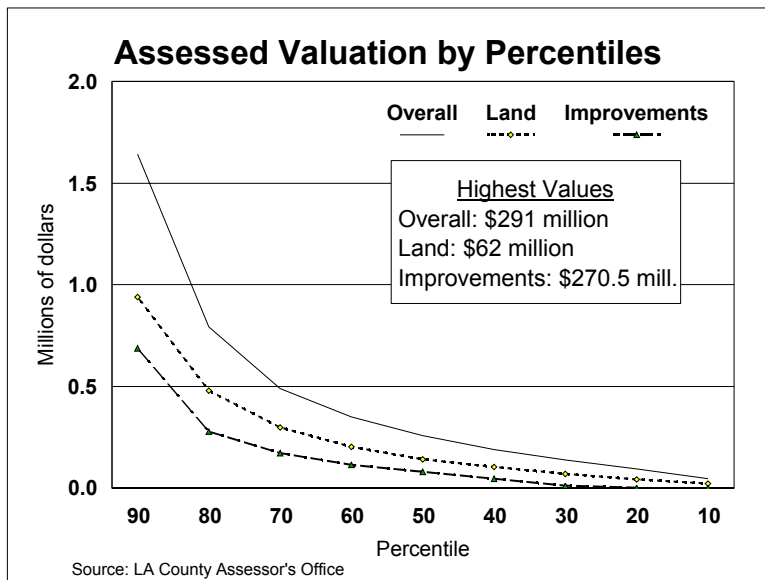
	<u>Office</u>		<u>Industrial</u>	
	Central	L.A.	Central	L.A.
	L.A.	County	L.A.	County
90Q1	14.9%	15.1%	8.5%	9.2%
90Q2	14.0	14.6	n/a	9.8
90Q3	13.5	15.0	n/a	9.2
90Q4	13.3	15.0	8.5	9.2
91Q1	17.9	17.9	8.8	9.7
91Q2	18.2	18.3	7.5	9.5
91Q3	17.8	18.2	7.4	10.1
91Q4	19.2	19.2	9.7	11.0
92Q1	18.9	18.9	16.3	13.1
92Q2	19.8	19.2	13.8	12.3
92Q3	21.0	19.8	15.2	12.4
92Q4	20.0	19.4	14.2	12.4
93Q1	19.6	19.3	13.9	12.6
93Q2	19.6	19.3	14.3	12.8
93Q3	19.4	19.0	14.2	12.9
93Q4	19.4	19.7	16.5	13.3
94Q1	19.6	19.0	12.0	11.7
94Q2	20.4	19.3	11.5	11.6
94Q3	20.4	19.1	11.4	11.3
94Q4	21.3	19.2	10.1	10.4
95Q1	21.0	19.1	8.6	9.4
95Q2	20.1	18.9	8.1	8.8
95Q3	19.4	18.2	8.3	8.2
95Q4	20.3	18.6	8.5	8.0
96Q1	20.0	18.4	8.7	8.0
96Q2	19.8	18.1	8.0	7.7
96Q3	18.9	17.7	7.7	7.3
96Q4	18.0	17.1	7.6	7.2
97Q1	17.6	16.7	6.9	6.7
97Q2	17.5	16.7	7.4	6.5
97Q3	16.3	15.9	7.0	6.0
97Q4	17.0	15.9	6.3	6.2
98Q1	17.0	15.7	4.5	5.3
98Q2	16.2	13.5	4.8	4.9
98Q3	16.0	15.6	5.0	5.2
98Q4	15.4	14.9	3.9	5.6
99Q1	16.7	13.5	2.0	5.4
99Q2	18.0	14.7	2.9	5.2
99Q3	18.0	13.9	1.3	4.1
99Q4	17.3	13.1	1.3	4.3
00Q1	20.0	12.7	2.1	4.1
00Q2	22.1	13.0	3.5	5.2
00Q3	21.2	12.4	3.6	4.0
00Q4	20.4	12.2	3.3	3.6
01Q1	20.3	12.9	4.0	4.2
01Q2	18.5	13.7	1.4	3.9
01Q3	17.5	14.0	2.0	4.7
01Q4	17.7	15.0	2.6	4.5
02Q1	17.3	15.9	3.2	4.6
02Q2	18.5	16.5	3.0	4.3
02Q3	18.5	16.5	2.7	4.1
02Q4	19.6	16.7	2.5	4.0
03Q1	19.4	16.1	2.3	3.5
03Q2	20.6	16.2	2.4	3.1
03Q3	19.9	15.8	1.8	3.0
03Q4	19.6	16.2	1.9	3.2
04Q1	19.8	16.1	1.9	3.3
04Q2	20.0	15.7	1.6	2.9

Source: Grubb & Ellis Research Services

Table 16: Assessed Valuation of Properties

Statistic \ Category	Overall (\$)	Land (\$)	Improvements (\$)	Improvement-to-Land Ratio
Total	13,344,846,020	5,088,511,135	8,256,334,885	1.62
Average	1,260,375	480,592	779,782	1.38
Top	291,312,000	62,000,000	270,504,000	92.21
Median	258,385	143,029	79,025	0.66
100th percentile (top)	291,312,000	62,000,000	270,504,000	92.21
95th percentile	3,171,571	1,589,736	1,534,245	4.49
90th percentile	1,644,136	939,597	686,045	3.24
85th percentile	1,107,353	650,681	402,887	2.48
80th percentile	793,323	478,256	278,586	2.02
75th percentile	604,267	367,578	214,225	1.66
70th percentile	488,270	298,495	172,962	1.42
65th percentile	407,807	247,711	138,195	1.18
60th percentile	348,918	204,000	115,593	1.00
55th percentile	298,515	169,052	97,267	0.82
50th percentile (median)	258,385	143,029	79,025	0.66
45th percentile	218,956	122,255	62,342	0.50
40th percentile	189,267	103,761	45,265	0.37
35th percentile	162,185	86,480	26,495	0.25
30th percentile	136,596	70,828	10,307	0.13
25th percentile	113,069	56,233	2,791	0.03
20th percentile	93,237	41,452	1,038	0.01
15th percentile	72,436	31,642	10	0.00
10th percentile	47,233	22,052	0	0.00
5th percentile	23,601	13,947	0	0.00
0 percentile (bottom)	0	0	0	

	Address	Overall (\$mil.)	Land (\$mil.)	Improvements (\$mil.)	I/L Ratio
Most valuable overall	333 S. Grand Ave.	291.3	20.8	270.5	13.00
Most valuable land	555 W. 5th St.	283.0	62.0	221.0	3.56
Most valuable improvements	333 S. Grand Ave.	291.3	20.8	270.5	13.00



Source: LA County Assessor's Office

Other Measures

Table 17: College & University Enrollment

(Of post-secondary schools/programs in Downtown and near Downtown)

School	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Colburn School of Performing Arts													15
Fashion Institute of Design & Merchandising	NA	NA	1,475	1,561	1,336	1,459	1,661	1,904	2,104	2,648	2,873	3,230	
Otis Art Institute (Fashion Program in DTLA)	147	132	141	148	141	143	145	157	167	185	193	200	185
LA Trade Technical College	15,055	14,511	13,304	13,123	12,745	13,476	13,973	12,657	12,767	19,341	15,630	15,132	14,042
Southern California Institute of Architecture	NA	NA	NA	NA	NA	429	NA	NA	NA	NA	411	472	473
Mount St. Mary's College	1,235	1,493	1,462	1,935	1,974	1,905	1,981	2,024	2,066	1,973	1,965	1,210	
Hebrew Union College	3	78	NA	NA	85	61	66	66	NA	NA	NA	85	
University of Southern California	NA	7,619	NA	28,174	27,956	28,071	NA	28,739	28,766	29,194	29,813	30,682	31,000
Loyola Law School	NA	NA	1,329	NA	NA	NA	NA	NA	NA	NA	1,353	1,351	1,313

Note: 2003 data collected separately and may not be comparable due to definition differences

Sources: RAND Corp., individual schools

U.S. Census Bureau

Demographic Profile: 2000

Geographic Area: Downtown L.A. as defined by Downtown Center BID
using ZIP Codes

General Demographic Characteristics

Subject	Number	Percent	Subject	Number	Percent
Total population	82,372	100.0%	HISPANIC OR LATINO AND RACE		
			Total population	82,372	100.0%
SEX AND AGE			Hispanic or Latino (of any race)	43,713	53.1%
Male	48,595	59.0%	Not Hispanic or Latino	38,659	46.9%
Female	33,777	41.0%	White alone	8,362	10.2%
Under 5 years	4,806	5.8%	Black or African American	11,730	14.2%
5 to 9 years	4,507	5.5%	American Indian and Alaska Native	401	0.5%
10 to 14 years	3,665	4.4%	Some other race alone	16,997	20.6%
15 to 19 years	4,916	6.0%	Two or more races	1,169	1.4%
20 to 24 years	8,155	9.9%	RELATIONSHIP		
25 to 34 years	17,373	21.1%	Total population	82,372	100.0%
35 to 44 years	14,890	18.1%	In households	62,374	75.7%
45 to 54 years	10,029	12.2%	Householder	26,775	32.5%
55 to 59 years	2,990	3.6%	Spouse	7,472	9.1%
60 to 64 years	2,386	2.9%	Child	16,531	20.1%
65 to 74 years	4,441	5.4%	Other relatives	6,473	7.9%
75 to 84 years	3,324	4.0%	Nonrelatives	5,123	8.2%
85 years and over	890	1.1%	In group quarters	19,998	24.3%
18 years and over	67,134	81.5%	Institutionalized population	12,516	15.2%
Male	40,605	49.3%	Noninstitutionalized population	7,482	9.1%
Female	26,529	32.2%	HOUSEHOLD BY TYPE		
21 years and over	62,778	76.2%	Total households	26,775	100.0%
62 years and over	9,982	12.1%	Family households (families)	12,167	45.4%
65 years and over	8,655	10.5%	With own children under 18 years	6,251	23.3%
Male	3,637	4.4%	Married couple family	7,488	28.0%
Female	5,018	6.1%	With own children under 18 years	3,968	14.8%
RACE			Female householder, no husband present	2,879	10.8%
One race	79,041	96.0%	With own children under 18 years	1,717	6.4%
White	20,642	25.1%	Nonfamily households	14,608	54.6%
Black or African American	12,046	14.6%	Householder living alone	4,275	49.4%
American Indian and Alaska Native	1,040	1.3%	Householder 65 years and over	4,438	16.6%
Asian	16,830	20.4%	HOUSING OCCUPANCY		
Native Hawaiian & other Pacific Islander	108	0.1%	Total housing units	29,445	100.0%
Some other (single) race	28,375	34.4%	Occupied housing units	26,697	90.7%
Two or more races	3,331	4.0%	Vacant housing units	2,748	9.3%
			For seasonal/recreational/occasional use	282	1.0%
			Homeowner vacancy rate (percent)	5.4%	(X)
			Rental vacancy rate (percent)	8.3%	(X)
			HOUSING TENURE		
			Occupied housing units	26,697	90.7%
			Owner-occupied housing units	1,712	6.4%
			Renter-occupied housing units	24,985	93.6%
			Average household size	2.32	(X)
			Owner-occupied unit	3.06	(X)
			Renter-occupied unit	2.30	(X)

Source: U.S. Census Bureau, Census 2000, data from Summary File 3

Social Characteristics

[Data based on a sample.]

Subject	Number	Percent	Subject	Number	Percent
SCHOOL ENROLLMENT			NATIVITY AND PLACE OF BIRTH		
Population 3 years and over enrolled in school	18,298	100.0	Total population	82,372	100.0
Nursery school, preschool	972	5.3	Native	39,241	47.6
Kindergarten	1,026	5.6	Born in United States	38,816	47.1
Elementary school (grades 1 -8)	6,934	37.9	State of residence	26,602	32.3
High school (grades 9 -12)	5,107	27.9	Different state	12,214	14.8
College or graduate school	4,259	23.3	Born outside United States	425	0.5
EDUCATIONAL ATTAINMENT			Foreign born	43,131	52.4
Population 25 years and over	56,323	100.0	Entered 1990 to March 2000	19,951	24.2
Less than 9th grade	17,185	30.5	Naturalized citizen	11,770	14.3
9th to 12th grade, no diploma	12,704	22.6	Not a citizen	31,361	38.1
High school graduate (includes equivalency)	10,077	17.9	REGION OF BIRTH OF FOREIGN BORN		
Some college, no degree	8,152	14.5	Total (excluding born at sea)	43,131	100.0
Associate degree	2,082	3.7	Europe	614	1.4
Bachelor's degree	3,764	6.7	Asia	13,612	31.6
Graduate or professional degree	2,359	4.2	Africa	169	0.4
Percent high school graduate or higher	46.9	(X)	Oceania	52	0.1
Percent bachelor's degree or higher	10.9	(X)	Latin America	28,630	66.4
MARITAL STATUS			Northern America	54	0.1
Population 15 years and over	69,394	100.0	LANGUAGE SPOKEN AT HOME		
Never married	26,263	37.8	Population 5 years and over	77,566	100.0
Now married, except separated	26,062	37.6	English only	24,884	32.1
Separated	5,377	7.7	Language other than English	52,682	67.9
Widowed	4,693	6.8	Speak English less than "very well"	36,690	47.3
Female	3,679	5.3	Spanish	36,356	46.9
Divorced	6,999	10.1	Speak English less than "very well"	24,721	31.9
Female	1,901	2.7	Other Indo-European languages	1,130	1.5
GRANDPARENTS AS CAREGIVERS			Speak English less than "very well"	325	0.4
Grandparent living in household with one or more own grandchildren under 18 years	1,292	100.0	Asian and Pacific Island languages	14,533	18.7
Grandparent responsible for grandchildren	478	37.0	Speak English less than "very well"	11,105	14.3
VETERAN STATUS			ANCESTRY (single and multiple)		
Civilian population 18 years and over	67,134	100.0	Total population	82,372	100.0
Civilian veterans	3,911	5.8	Total ancestries reported	63,480	77.1
DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION			Arab	106	0.1
Population 5 to 20 years	13,795	100.0	Czech ¹	68	0.1
With a disability	1,789	13.0	Danish	67	0.1
Population 21 to 64 years	42,809	100.0	Dutch	213	0.3
With a disability	14,221	33.2	English	856	1.0
Percent employed	39.6	(X)	French (except Basque) ¹	321	0.4
No disability	28,588	66.8	French Canadian ¹	51	0.1
Percent employed	53.7	(X)	German	841	1.0
Population 65 years and over	8,446	100.0	Greek	60	0.1
With a disability	4,192	49.6	Hungarian	28	0.0
RESIDENCE IN 1995			Irish ¹	912	1.1
Population 5 years and over	77,566	100.0	Italian	467	0.6
Same house in 1995	32,359	41.7	Lithuanian	18	0.0
Different house in the U.S. in 1995	37,028	47.7	Norwegian	143	0.2
Same county	31,296	40.3	Polish	249	0.3
Different county	5,732	7.4	Portuguese	37	0.0
Same state	3,396	4.4	Russian	215	0.3
Different state	2,336	3.0	Scotch-Irish	82	0.1
Elsewhere in 1995	8,179	10.5	Scottish	291	0.4
			Slovak	0	0.0
			Subsaharan African	585	0.7
			Swedish	88	0.1
			Swiss	58	0.1
			Ukrainian	34	0.0
			United States or American	1,047	1.3
			Welsh	55	0.1
			West Indian (excluding Hispanic groups)	106	0.1
			Other ancestries	56,482	68.6

-Represent zero or rounds to zero. (X) Not applicable.

¹ The data represent a combination of two ancestries shown separately in Summary File 3. Czech inc. Czechoslovakian; French inc. Alsatian; French Canadian inc. Acadian/Cajun; Irish inc. Celtic.

Source: U.S. Bureau of the Census, Census 2000, data from Summary File 3

Economic Characteristics

[Data based on a sample.]

Subject	Number	Percent	Subject	Number	Percent
EMPLOYMENT STATUS			INCOME IN 1999		
Population 16 years and over	68,598	100.0	Households	26,775	100.0
In labor force	28,654	41.8	Less than \$10,000	10,348	38.6
Civilian labor force	28,654	41.8	\$10,000 to \$14,999	3,517	13.1
Employed	23,296	34.0	\$15,000 to \$24,999	4,543	17.0
Unemployed	5,358	7.8	\$25,000 to \$34,999	2,798	10.5
Percent of civilian labor force	18.7	(X)	\$35,000 to \$49,999	2,040	7.6
Armed Forces	0	0.0	\$50,000 to \$74,999	1,728	6.5
Not in labor force	39,944	58.2	\$75,000 to \$99,999	697	2.6
			\$100,000 to \$149,999	558	2.1
Females 16 years and over	27,237	100.0	\$150,000 to \$199,999	211	0.8
In labor force	10,074	37.0	\$200,000 or more	335	1.3
Civilian labor force	10,074	37.0	Median household income (dollars)	15,447	(X)
Employed	8,025	29.5			
Own children under 6 years	5,254	100.0	With earnings	16,797	62.7
All parents in family in labor force	1,896	36.1	Mean earnings (dollars) ¹	36,084	(X)
			With Social Security income	4,698	17.5
			Mean Social Security income (dollars) ¹	7,229	(X)
COMMUTING TO WORK			With Supplemental Security Income	3,567	13.3
Workers 16 years and over	22,661	100.0	Mean Supplemental Security Income (dollars) ¹	6,861	(X)
Car, truck, or van -- drove alone	7,736	34.1	With public assistance income	3,772	14.1
Car, truck, or van -- carpooled	2,371	10.5	Mean public assistance income (dollars) ¹	3,963	(X)
Public transportation (including taxicab)	7,988	35.2	With retirement income	1,297	4.8
Walked	3,417	15.1	Mean retirement income (dollars) ¹	15,428	(X)
Other means	484	2.1			
Worked at home	665	2.9			
Mean travel time to work (minutes) ¹	30.6	(X)			
			Families	12,167	100.0
Employed civilian population 16 years and over	23,296	100.0	Less than \$10,000	2,445	20.1
OCCUPATION			\$10,000 to \$14,999	2,015	16.6
Management, professional, and related occupations	4,394	18.9	\$15,000 to \$24,999	2,953	24.3
Service occupations	4,929	21.2	\$25,000 to \$34,999	1,781	14.6
Sales and office occupations	4,534	19.5	\$35,000 to \$49,999	1,115	9.2
Farming, fishing, and forestry occupations	110	0.5	\$50,000 to \$74,999	932	7.7
Construction, extraction, and maintenance occupations	1,612	6.9	\$75,000 to \$99,999	384	3.2
Production, transportation, and material moving occupations	7,717	33.1	\$100,000 to \$149,999	260	2.1
			\$150,000 to \$199,999	114	0.9
			\$200,000 or more	168	1.4
INDUSTRY			Median family income (dollars)	20,852	(X)
Agriculture, forestry, fishing and hunting, and mining	103	0.4			
Construction	1,118	4.8	Median earnings (dollars):		
Manufacturing	6,685	28.7	Male full-time, year-round workers	20,895	(X)
Wholesale trade	1,237	5.3	Female full-time, year-round workers	21,827	(X)
Retail trade	2,088	9.0			
			-----	-----	-----
Transportation and warehousing, and utilities	514	2.2	Subject	Number below poverty level	Percent below poverty level
Information	691	3.0	-----	-----	-----
Finance, insurance, real estate, and rental and leasing	960	4.1	POVERTY STATUS IN 1999		
Professional, scientific, management, administrative, and waste management services	2,643	11.3	Families	4,206	34.6
Educational, health and social services	2,330	10.0	With related children under 18 years	3,286	47.9
Arts, entertainment, recreation, accommodation and food services	2,961	12.7	With related children under 5 years	1,923	52.0
Other services (except public administration)	1,603	6.9			
Public administration	363	1.6	Families with female householder, no husband present	1,589	55.2
			With related children under 18 years	1,336	67.6
			With related children under 5 years	663	71.4
CLASS OF WORKER			Individuals	30,177	43.6
Private wage and salary workers	19,978	85.8	18 years and over	22,197	40.6
Government workers	1,246	5.3	65 years and over	2,301	27.2
Self-employed workers in own not incorporated business	1,911	8.2	Related children under 18 years	7,706	53.8
Unpaid family workers	161	0.7	Related children 5 to 17 years	5,116	53.0
			Unrelated individuals 15 years and over	13,897	52.2

-Represent zero or rounds to zero. (X) Not applicable.

¹ If the denominator of a mean value or per capita value is less than 30, then that value is calculated using a rounded aggregate in the numerator. See text.

Source: U.S. Bureau of the Census, Census 2000, data from Summary File 3

Housing Characteristics

[Data based on a sample.]

Subject	Number	Percent	Subject	Number	Percent
Total housing units	29,445	100.0	OCCUPANTS PER ROOM		
UNITS IN STRUCTURE			Occupied housing units	26,697	100.0
1-unit, detached	1,385	4.7	1.00 or less	17,285	64.7
1-unit, attached	703	2.4	1.01 to 1.50	1,673	6.3
2 units	528	1.8	1.51 or more	7,739	29.0
3 or 4 units	1,126	3.8			
5 to 9 units	1,793	6.1	Specified owner-occupied units	622	100.0
10 to 19 units	2,926	9.9	VALUE		
20 or more units	20,948	71.1	Less than \$50,000	38	6.1
Mobile home	11	0.0	\$50,000 to \$99,999	32	5.1
Boat, RV, van, etc.	25	0.1	\$100,000 to \$149,999	140	22.5
			\$150,000 to \$199,000	169	27.2
YEAR STRUCTURE BUILT			\$200,000 to \$299,999	156	25.1
1999 to March 2000	158	0.5	\$300,000 to \$499,999	50	8.0
1995 to 1998	1,268	4.3	\$500,000 to \$999,999	37	5.9
1990 to 1994	1,703	5.8	\$1,000,000 or more	0	0.0
1980 to 1989	4,977	16.9	Median (dollars)	175,196	(X)
1970 to 1979	3,159	10.7			
1960 to 1969	3,458	11.7	MORTGAGE STATUS AND SELECTED		
1940 to 1959	5,647	19.2	MONTHLY OWNER COSTS		
1939 or earlier	9,075	30.8	With a mortgage	420	67.5
			Less than \$300	13	2.1
ROOMS			\$300 to \$499	16	2.6
1 room	15,055	51.1	\$500 to \$699	37	5.9
2 rooms	6,760	23.0	\$700 to \$999	48	7.7
3 rooms	3,861	13.1	\$1,000 to \$1,499	124	19.9
4 rooms	2,022	6.9	\$1,500 to \$1,999	99	15.9
5 rooms	892	3.0	\$2,000 or more	83	13.3
6 rooms	388	1.3	Median (dollars)	1,485	(X)
7 rooms	138	0.5	Not mortgaged	202	32.5
8 rooms	77	0.3	Median (dollars)	281	(X)
9 or more rooms	252	0.9			
Median (rooms)	1.6	(X)	SELECTED MONTHLY OWNER COSTS		
			AS A PERCENTAGE OF HOUSEHOLD		
Occupied Housing Units	26,697	100.0	INCOME IN 1999		
YEAR HOUSEHOLDER MOVED INTO UNIT			Less than 15 percent	229	36.8
1999 to March 2000	8,433	31.6	15 to 19 percent	77	12.4
1995 to 1998	9,523	35.7	20 to 24 percent	47	7.6
1990 to 1994	3,738	14.0	25 to 29 percent	43	6.9
1980 to 1989	3,473	13.0	30 to 34 percent	25	4.0
1970 to 1979	1,112	4.2	35 percent or more	186	29.9
1969 or earlier	418	1.6	Not computed	15	2.4
VEHICLES AVAILABLE			Specified renter-occupied units	24,909	100.0
None	15,667	58.7	GROSS RENT		
1	7,800	29.2	Less than \$200	3,616	14.5
2	2,498	9.4	\$200 to \$299	4,292	17.2
3 or more	732	2.7	\$300 to \$499	8,492	34.1
			\$500 to \$749	4,652	18.7
HOUSE HEATING FUEL			\$750 to \$999	1,336	5.4
Utility Gas	12,536	47.0	\$1,000 to \$1,499	1,657	6.7
Bottled, Tank, or LP gas	573	2.1	\$1,500 or more	523	2.1
Electricity	10,356	38.8	No cash rent	341	1.4
Fuel oil, kerosene, etc.	160	0.6	Median (dollars)	410	(X)
Coal or coke	12	0.0			
Wood	41	0.2	GROSS RENT AS A PERCENTAGE OF		
Solar energy	119	0.4	HOUSEHOLD INCOME IN 1999		
Other fuel	516	1.9	Less than 15 percent	3,230	13.0
No fuel used	2,384	8.9	15 to 19 percent	2,614	10.5
			20 to 24 percent	2,474	9.9
SELECTED CHARACTERISTICS			25 to 29 percent	3,167	12.7
Lacking complete plumbing facilities	2,609	9.8	30 to 34 percent	2,630	10.6
Lacking complete kitchen facilities	4,495	16.8	35 percent or more	8,779	35.2
No telephone service	3,302	12.4	Not computed	2,015	8.1

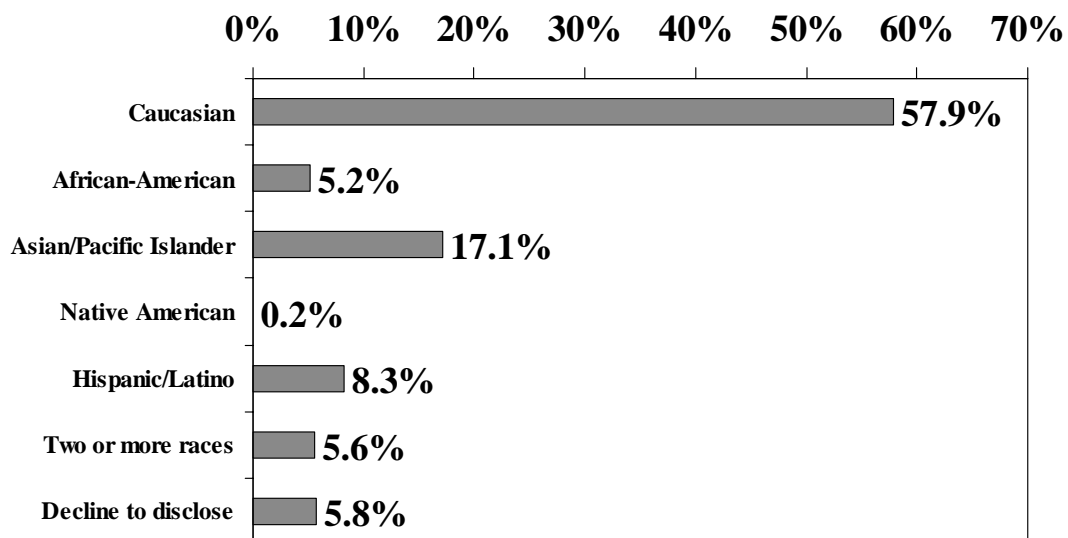
-Represent zero or rounds to zero. (X) Not applicable.

Source: U.S. Bureau of the Census, Census 2000, data from Summary File 3

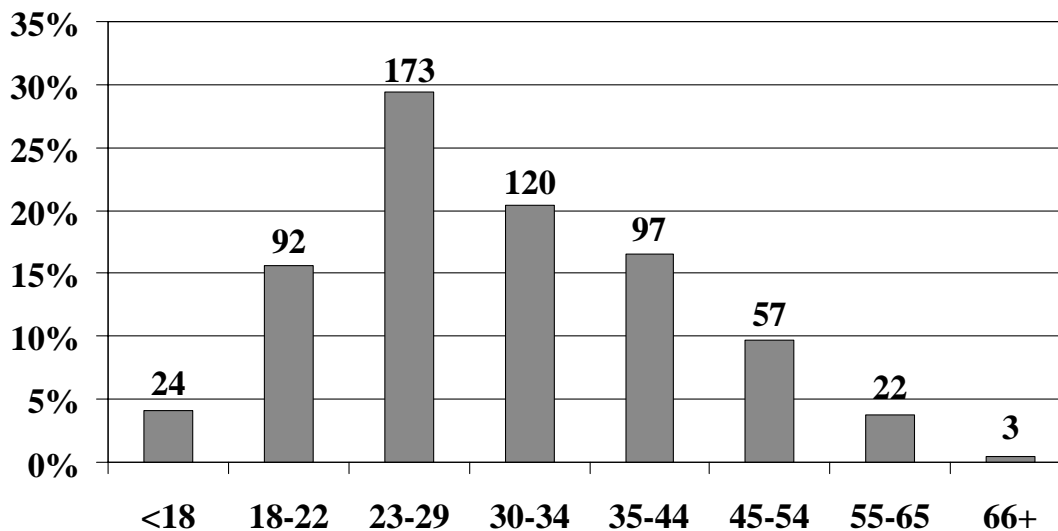
Downtown L.A. Residents Demographic Survey

Covering Residential Properties Built Since the 2000 Census

Ethnicity



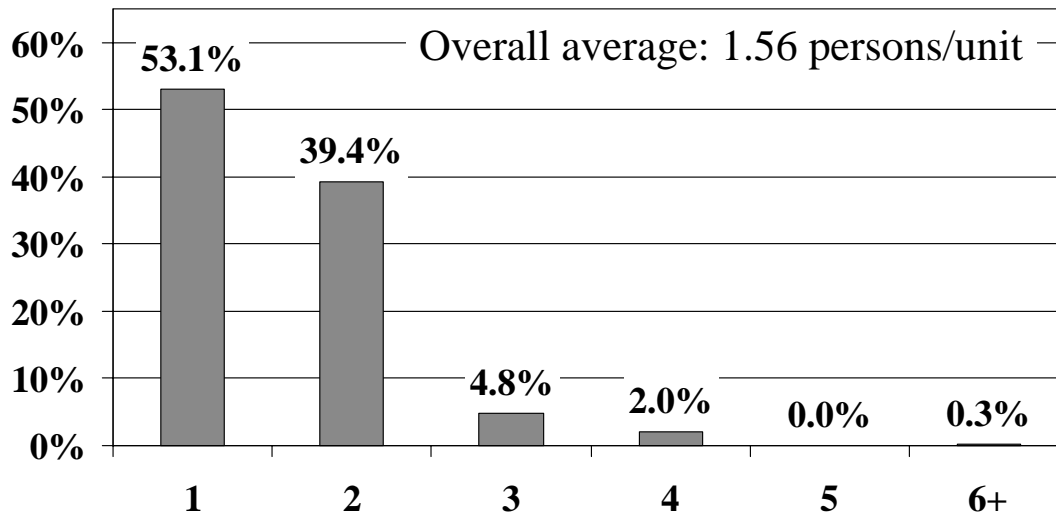
Age of Residents in Units Surveyed



Age of Residents in Units Surveyed

- Very few under 18; almost no children school age of 7 to 17 (4 out of 588)
- Very few in retirement age of 66+ (3)
- Availability of schools is not a concern
- The median age is about 30
- Overall, the demographic profile is heavily young professionals

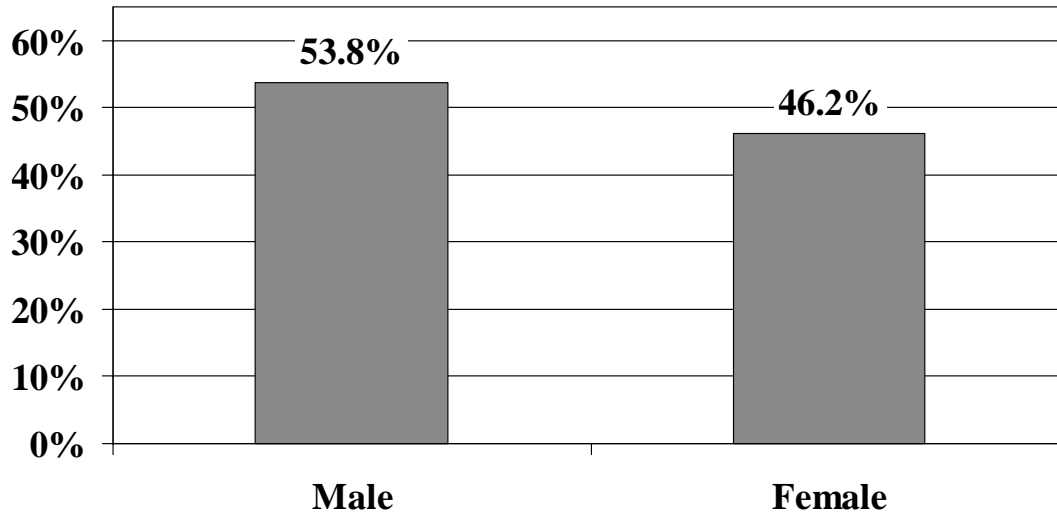
Total Number of Residents at This Unit



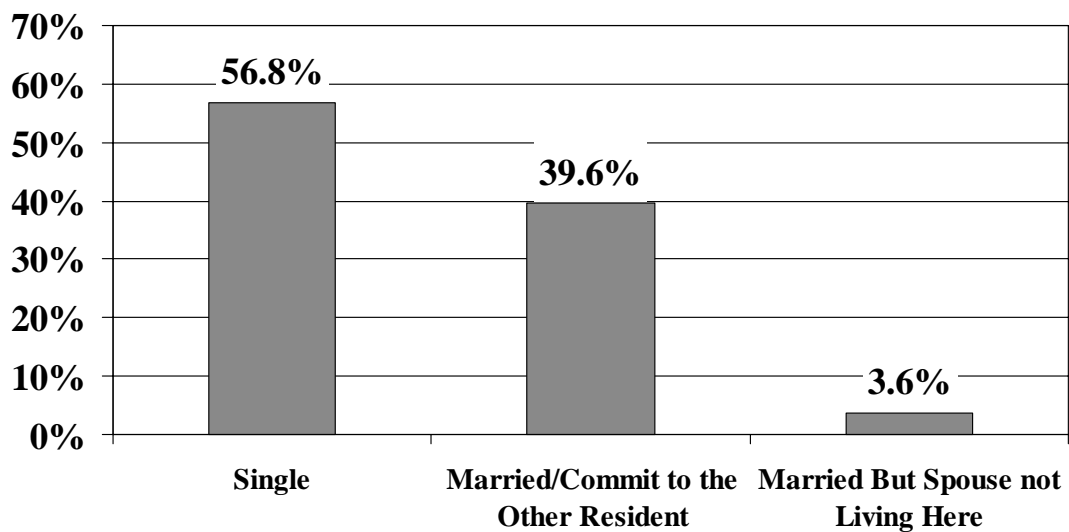
A Community of Small Households

- One-person households account for 53.1%
- Two-person households another 39.4%
- Many two-person households are actually students sharing one unit

Gender Distribution



Marital & Living Status

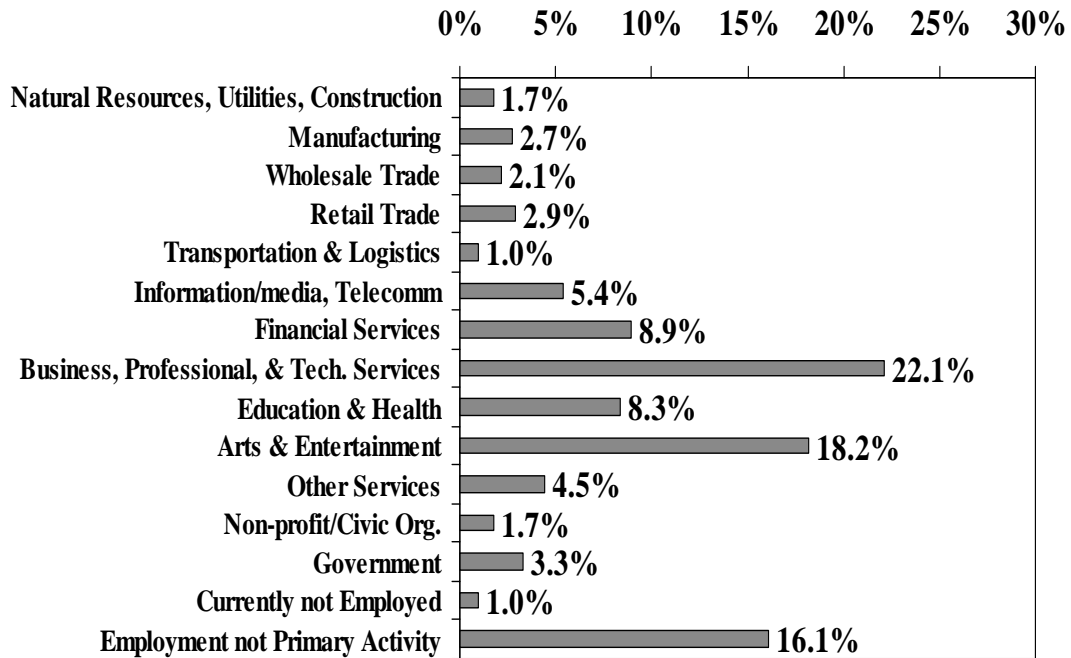


Singles Dominate

- Singles dominate (56.8%)
- Married persons (39.6%) most often do not have young children living with them
- A few use their Downtown residence as weekday homes for work purposes

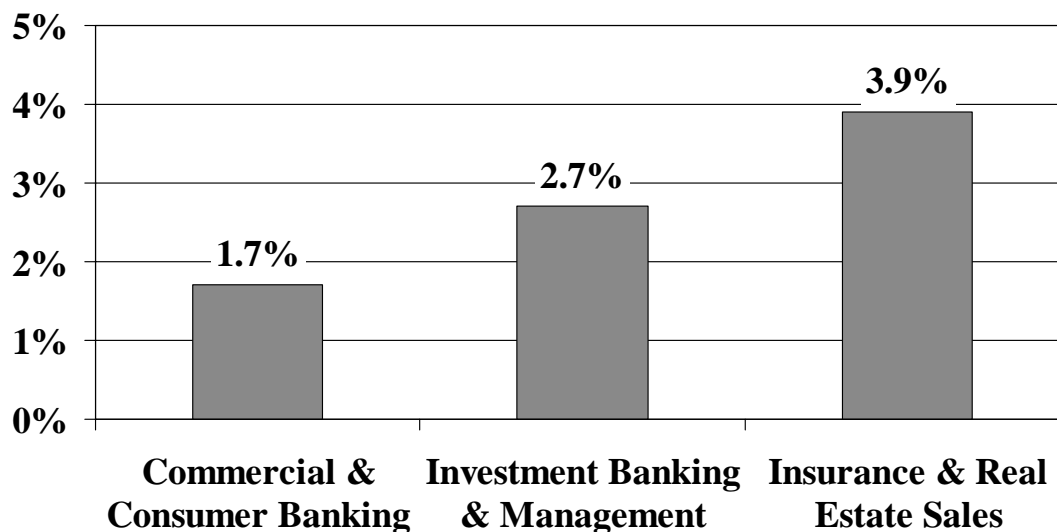
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Industry of Employment



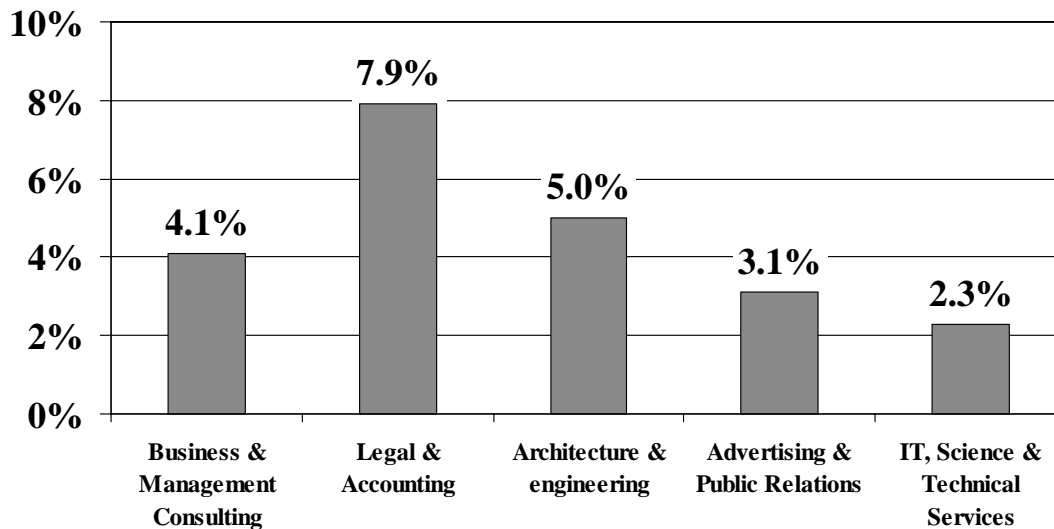
If in Financial Services Sector...

(Percent of all employed respondents)



If in Business Services Sector...

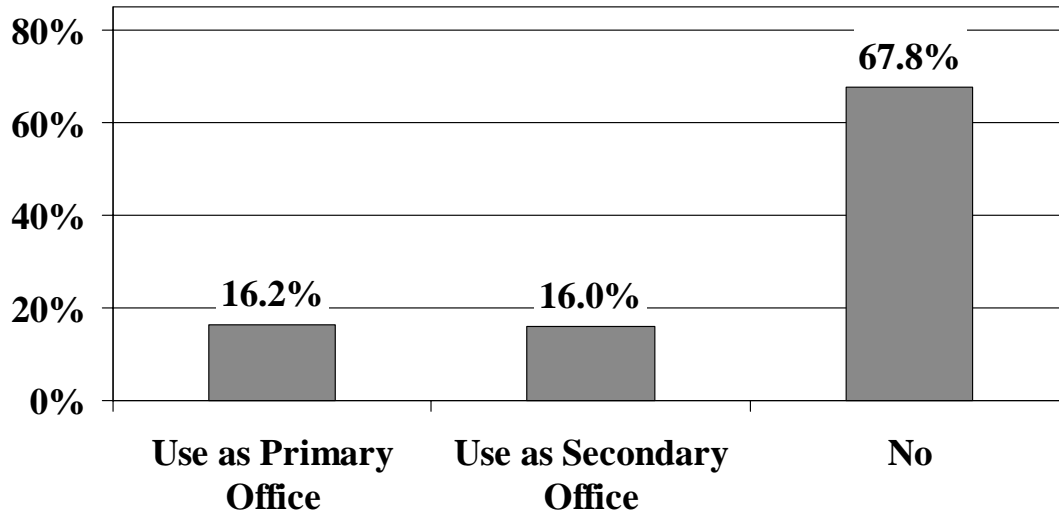
(Percent of all employed respondents)



Industry of Employment

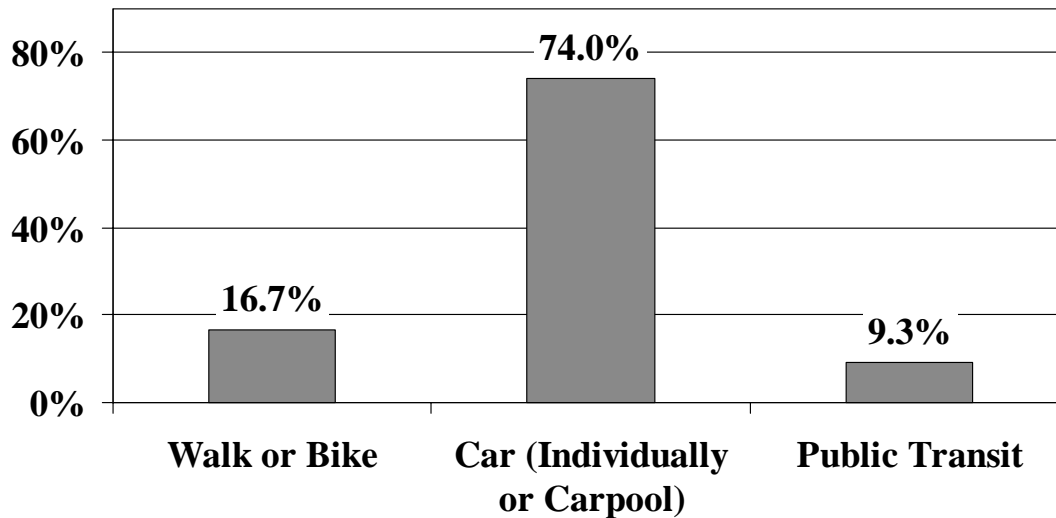
- Business & professional services (22.1%) and financial services (8.9%) are main industries in Downtown L.A.
- Arts & entertainment (18.2%) is unusually large despite of Downtown not being known as a center for entertainment

Use Residence as Office?



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Mode of Commute (to Work or School)

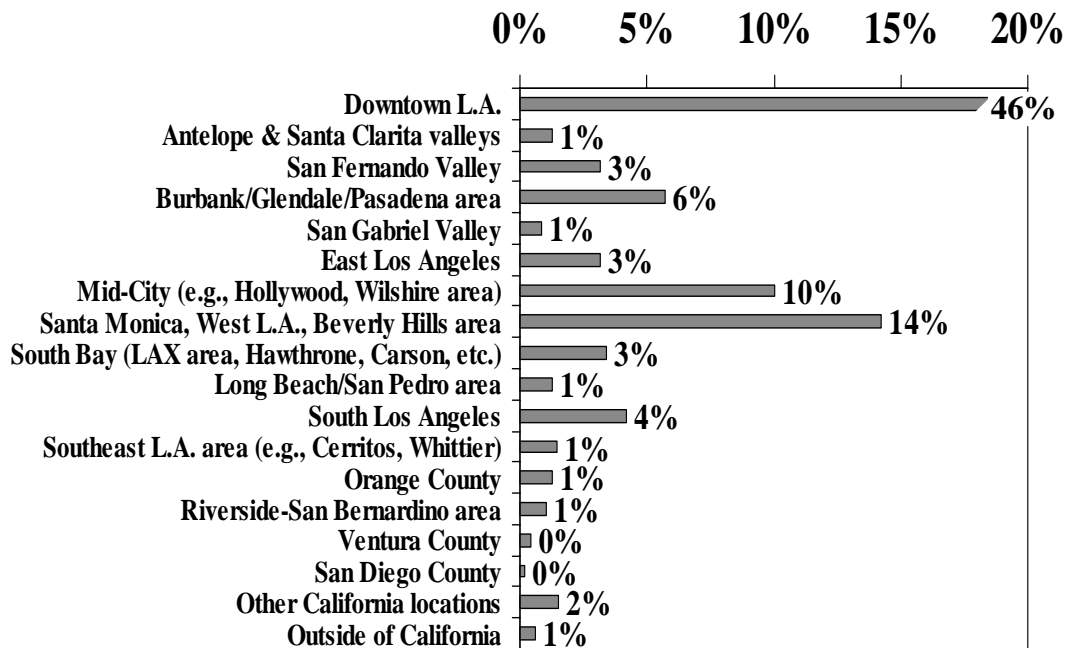


Mode of Commute

- Undoubtedly, many choose to live Downtown to avoid long commutes to work (46.1% of workers work at Downtown locations)

Location of Employment

(Note: a few picked more than one choice)

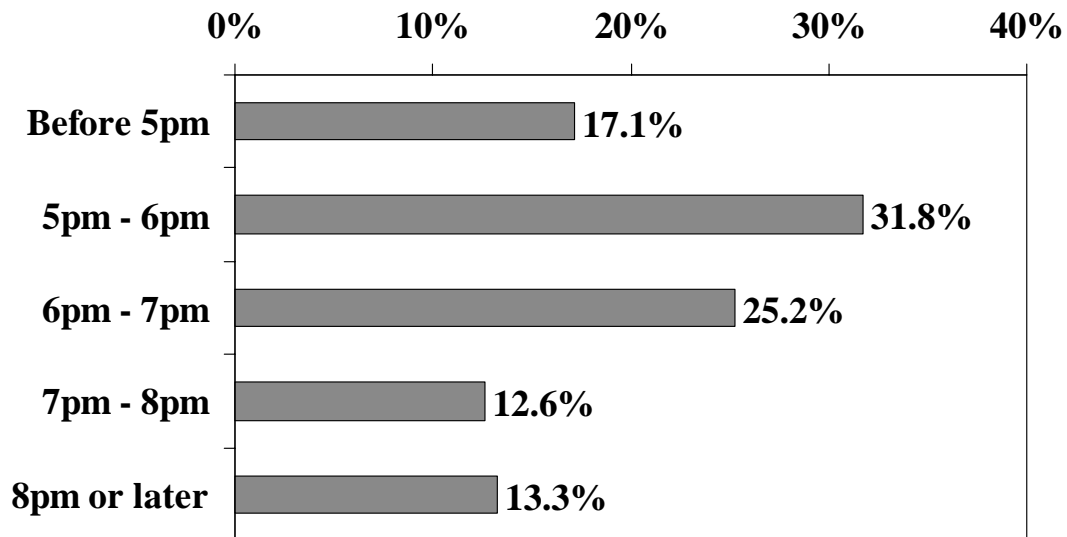


Live Where You Work

- Downtown naturally dominates (46.1%) – of the most important benefits of living in Downtown L.A., 28.3% of the responses were “proximity to work or clients”
- Santa Monica/West LA (14.2%) and Mid-City/Hollywood/Wilshire (10.0%) follow Downtown as locations of employment

Work Day Ends At...

(For Those that Work Outside Their Homes)

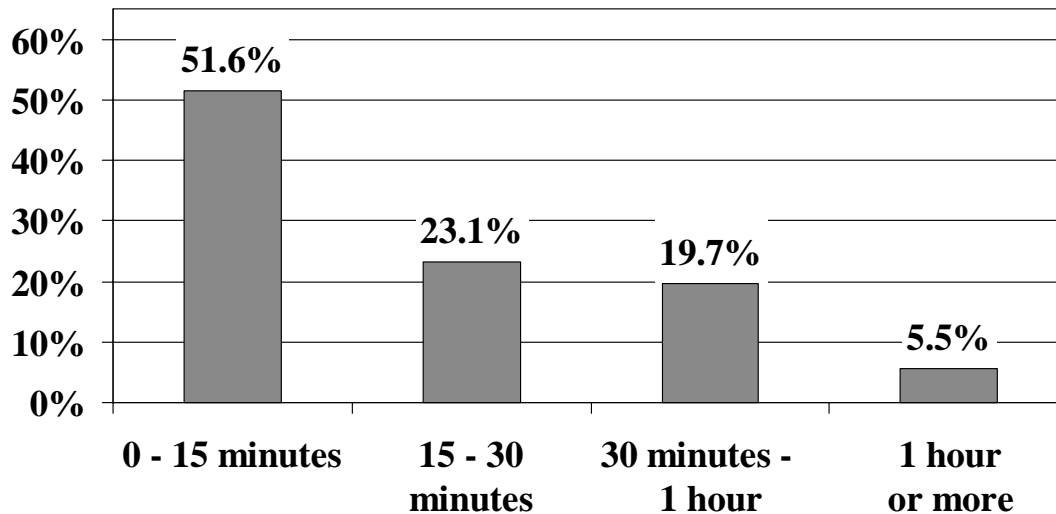


Work Day Ends Late for Many...

- Over half (51.1%) report generally getting off work past 6pm
- Over 13% generally work past 8pm

Length of Commute

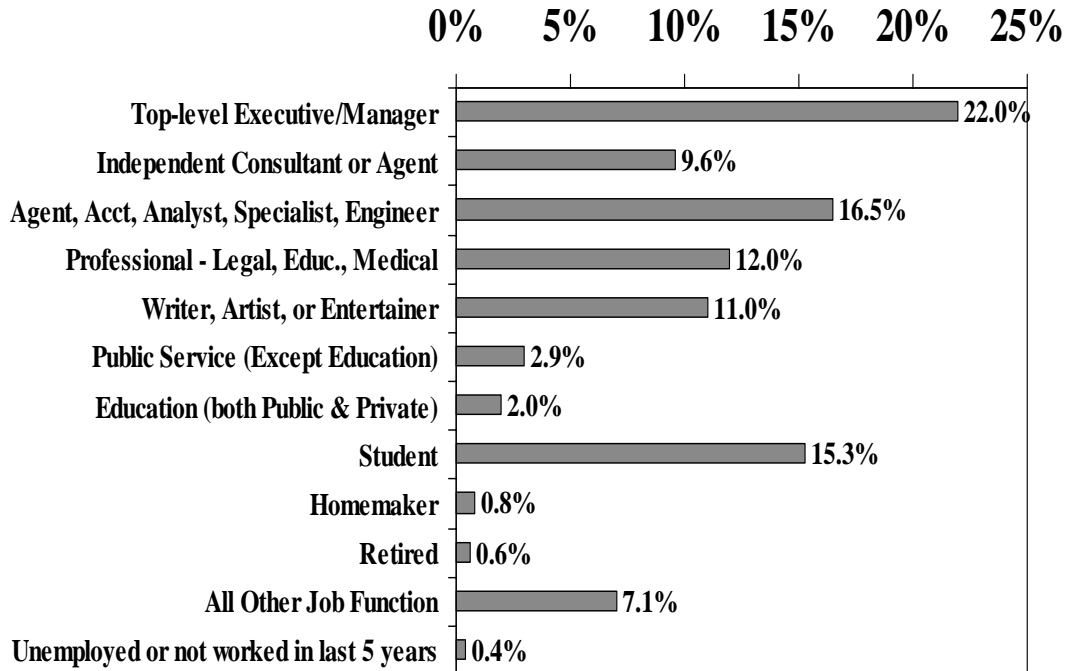
(For Those that Work Outside Their Homes)



Short Commutes

- Over half (51.6%) report having commute time of less than 15 minutes
- Nearly three-fourths (74.7%) have commute time of less than 30 minutes
- Only 5.5% have commute time over 1 hour
- For a few residents, one resident would work in Downtown and the other far away

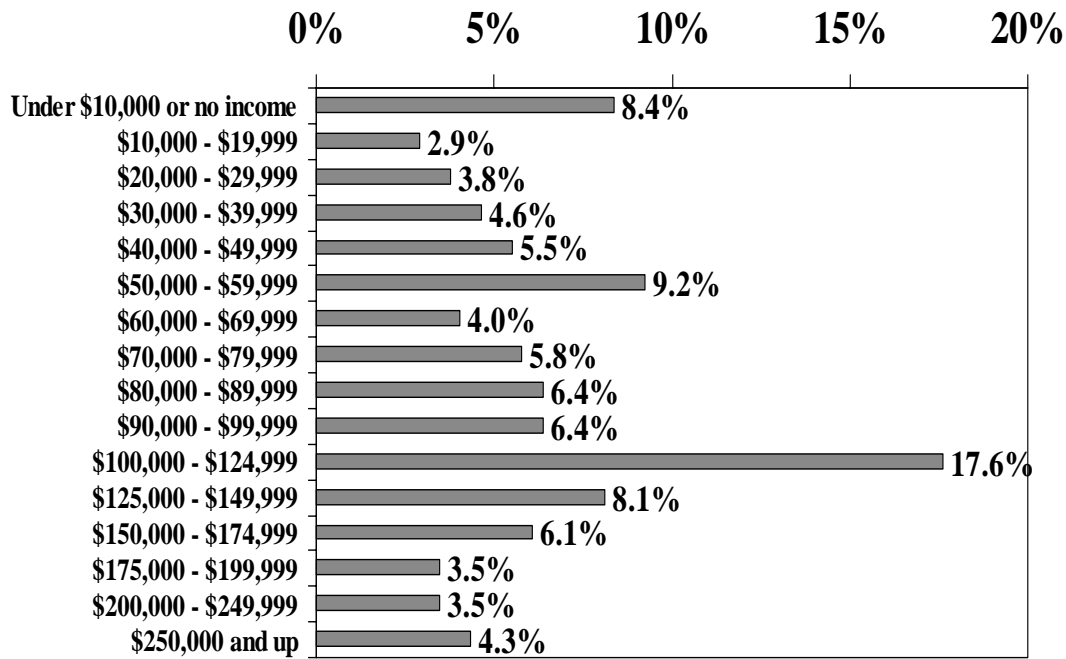
Job Function



Lots of Professionals

- 22.0% are “top executive/manager”
- Another 28.5% are “professionals” or agents
- 11.0% are writers/artists/entertainer
- 15.3% are college students
- Only 0.8% call themselves “homemakers”

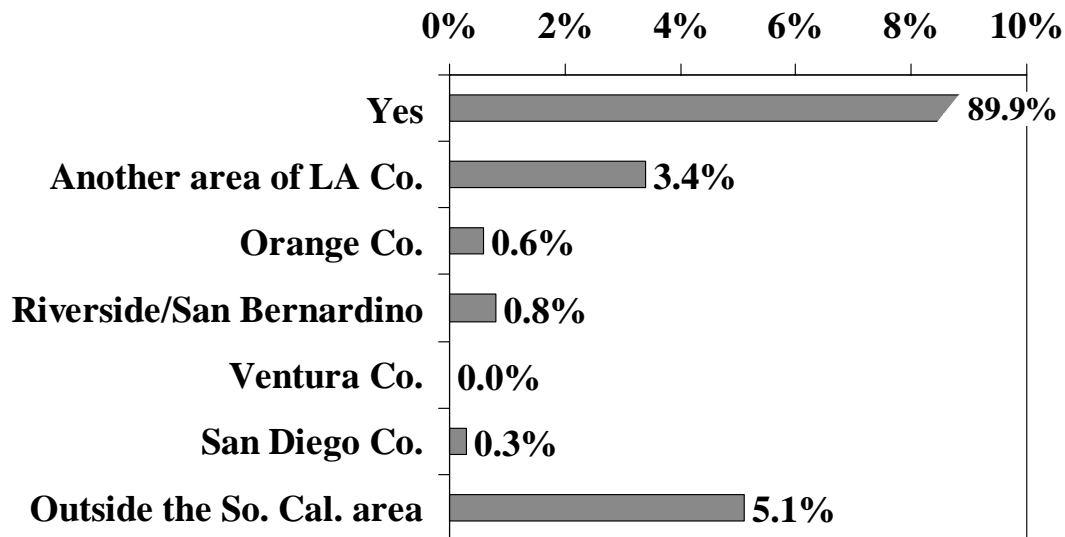
Total Household Income



High Household Income

- Most with income under \$10,000 are college students with family support
 - Actual spending power is unknown
- Some very “low-income” artists
- Median household income: almost \$90,000
- 7.8% of households make over \$200,000

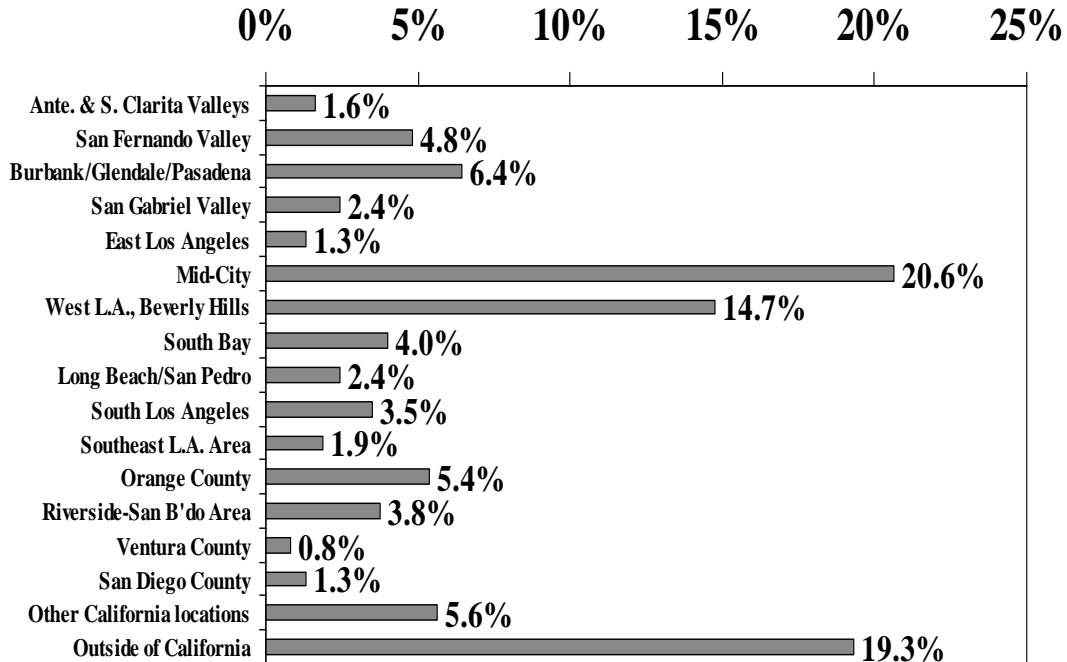
Downtown as Primary Residence



Is Downtown Really Home?

- For nearly 90% of households, Downtown is where their homes are
- Some use their Downtown residence as a weekday home for convenience
- Some live in Downtown corporate housing (e.g., consultants on assignments)

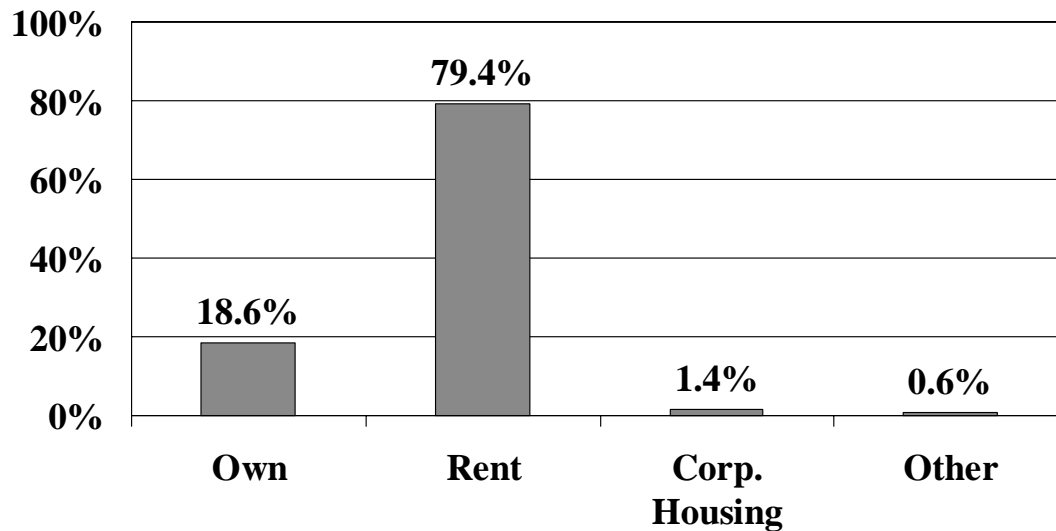
Former Residency



Former Residency

- Mid-City/Hollywood/Wilshire (20.6%) and Santa Monica/West LA (14.7%) are top locations of former residency in California
 - Some cited “lower housing costs” as reasons to move to Downtown (e.g., those from Santa Monica/West LA)
- 19.3% moved from outside California

Rent or Own



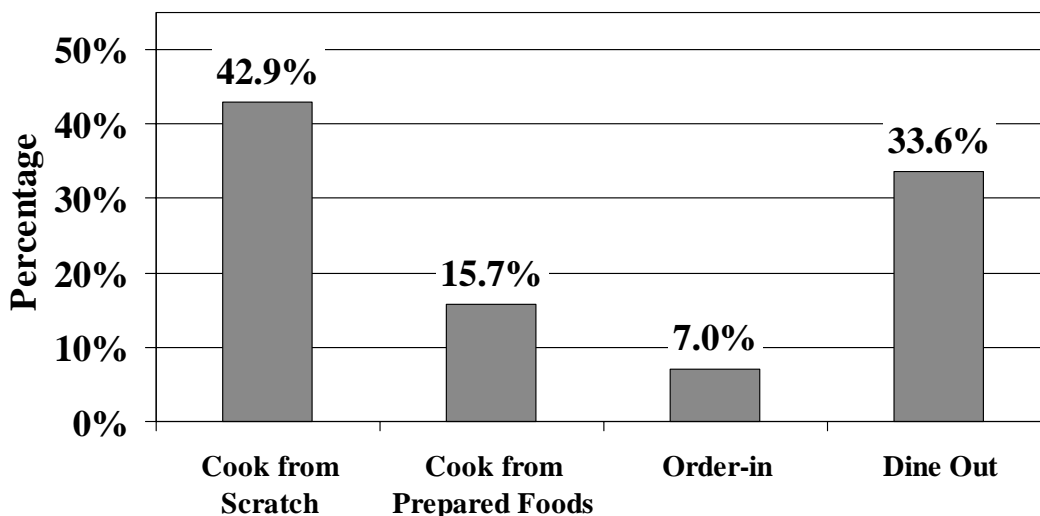
Would Love to Own, But...

- 79.4% rent their housing units in Downtown
 - Most units are not available for purchase
 - Some indicated desire to own
- Condo development pipeline is quickly growing

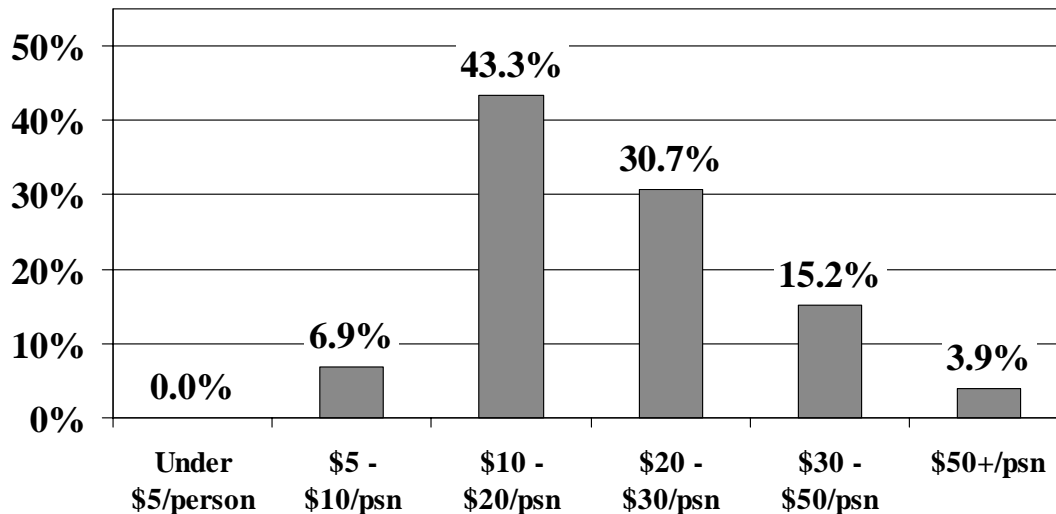
People Play in Downtown

- 41.6% of responding households are in Downtown 75%+ of the time
- Only 25% of households are out of Downtown 75%+ of the time
- More nighttime activity options are demanded

Average Dining Choices



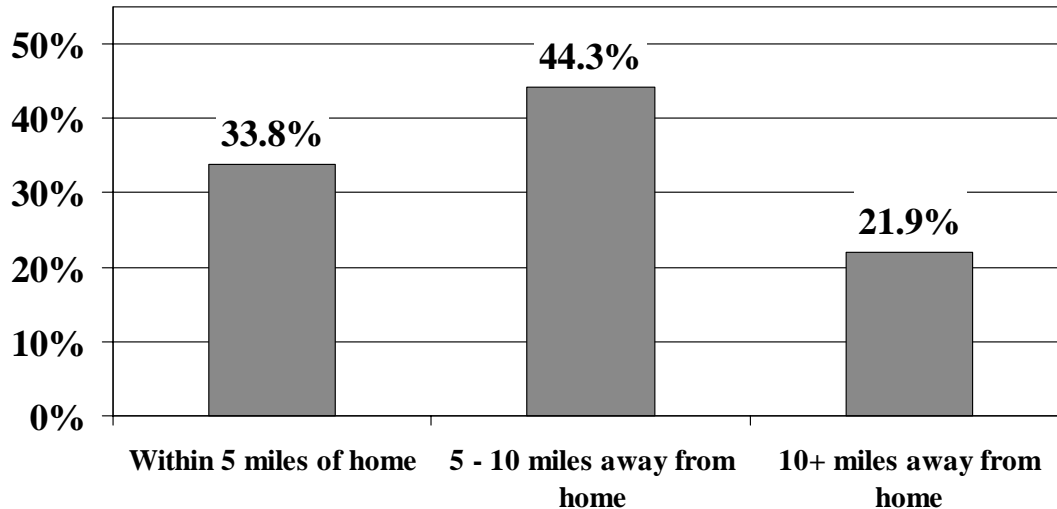
Average Spending for Dining Out



Dining Options

- Residents dine out roughly a third of the time (33.6%) and order-in 7% of the time
 - This is higher than usual, but then again these are not your normal family households
- The median spending is around \$20 per person
 - Around 19.1% spends more than \$30 per person – this is no casual dining

Usual Dine-Out Location

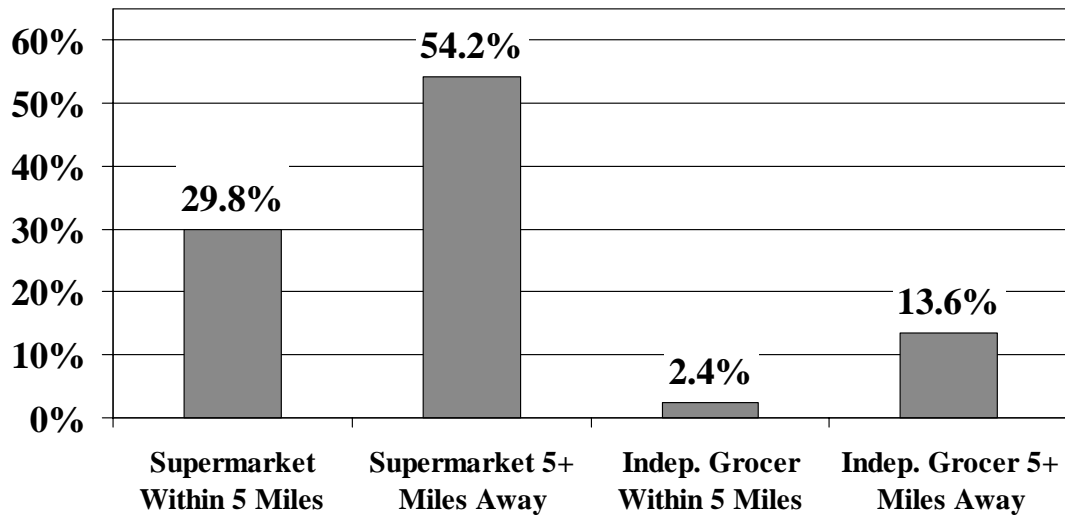


Downtown Needs More Mid-Market Dining Options

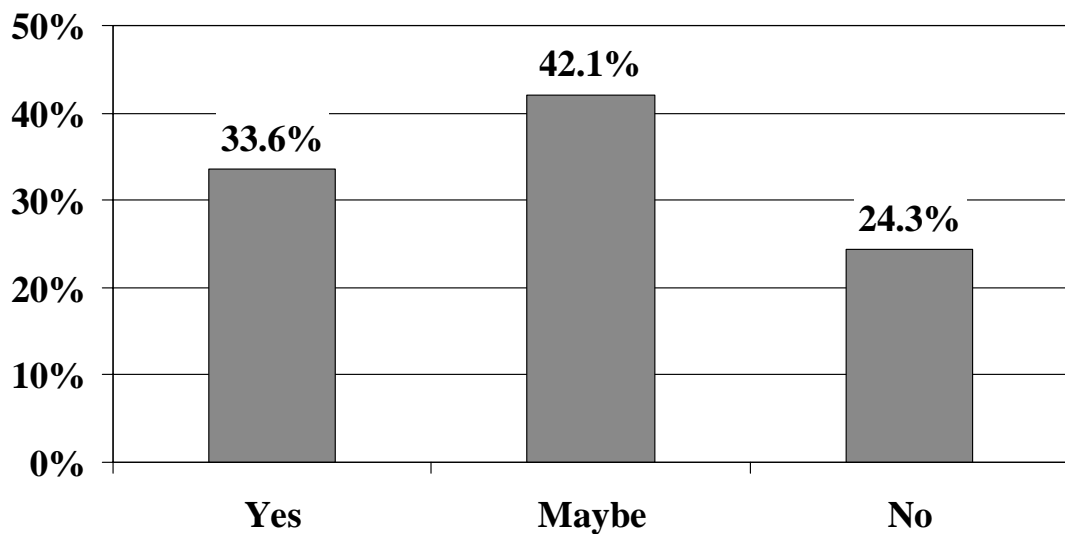
- Nearly three-fourths (73.9%) dine Downtown less than half of the time
 - One quarter dine in Downtown less than 5% of the time
- A strong demand for mid-market restaurants

Where to Buy Groceries

(Note: some picked more than one choice)



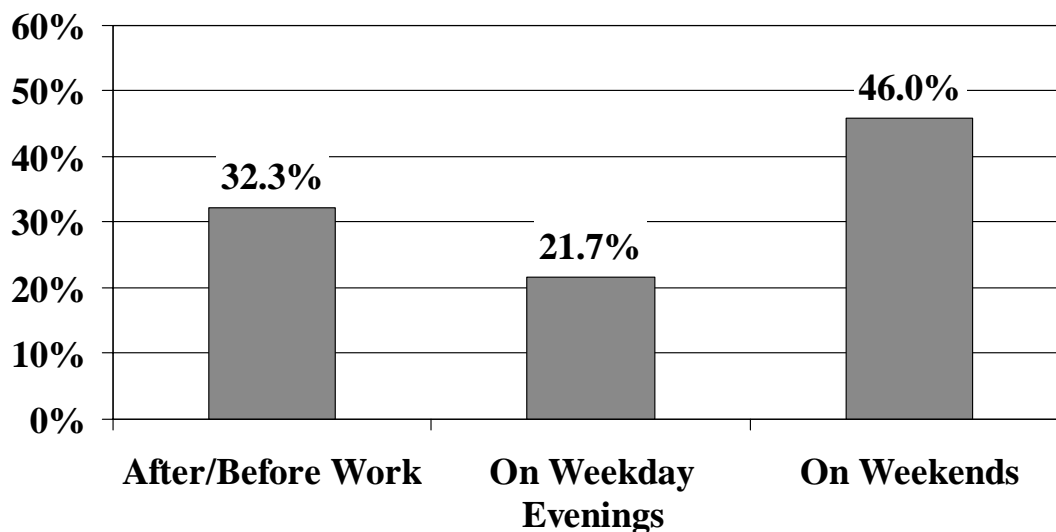
Would Use Grocery Delivery Service?



Grocery Shopping Not Convenient

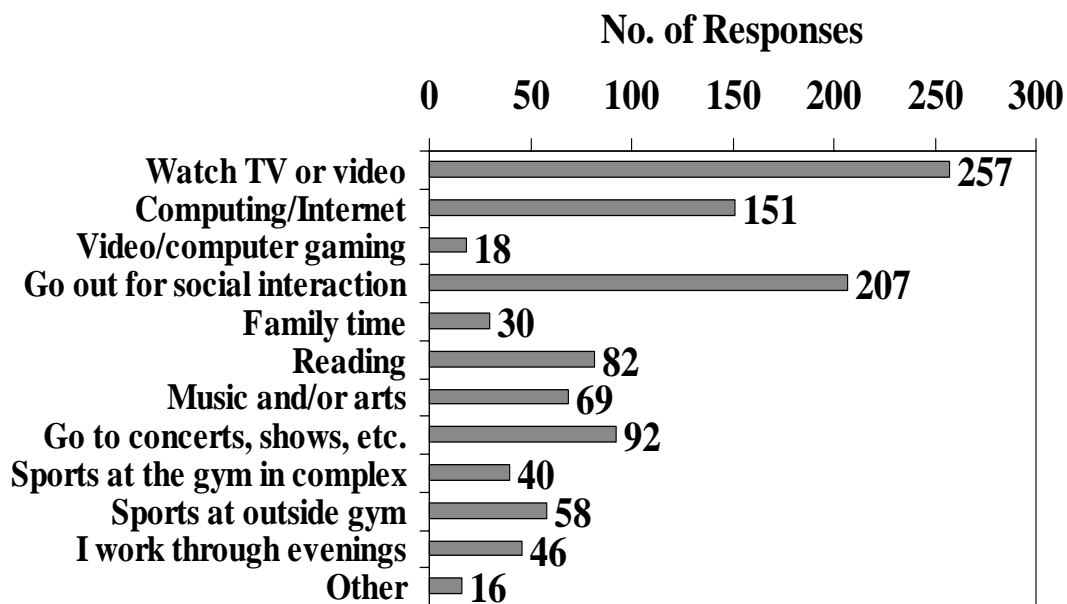
- Two-thirds of residents drive more than five miles to buy groceries
 - Supermarkets top the list of wanted retailers
- Grocery delivery service may be used by $\frac{3}{4}$ of households

When Do Residents Shop for Non-food Items?



Nighttime Activities

(Note: more than one choice allowed)

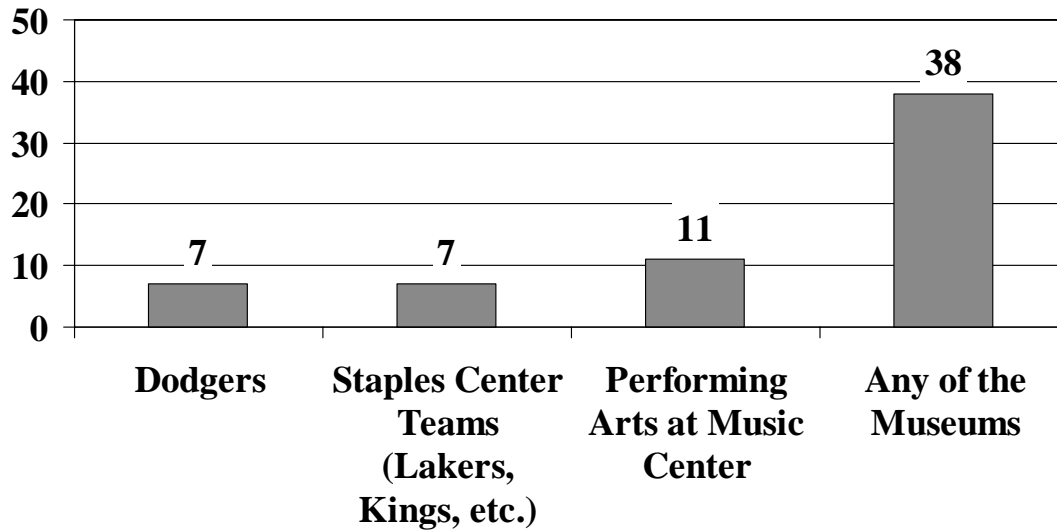


An Outgoing Crowd

- Young and singles tend to be more “outgoing” at night
- Strong potential demand for bars, video stores, sports facilities, movie theaters, and mid-market restaurants

No. of Residents Who Own Season Tickets/Memberships For...

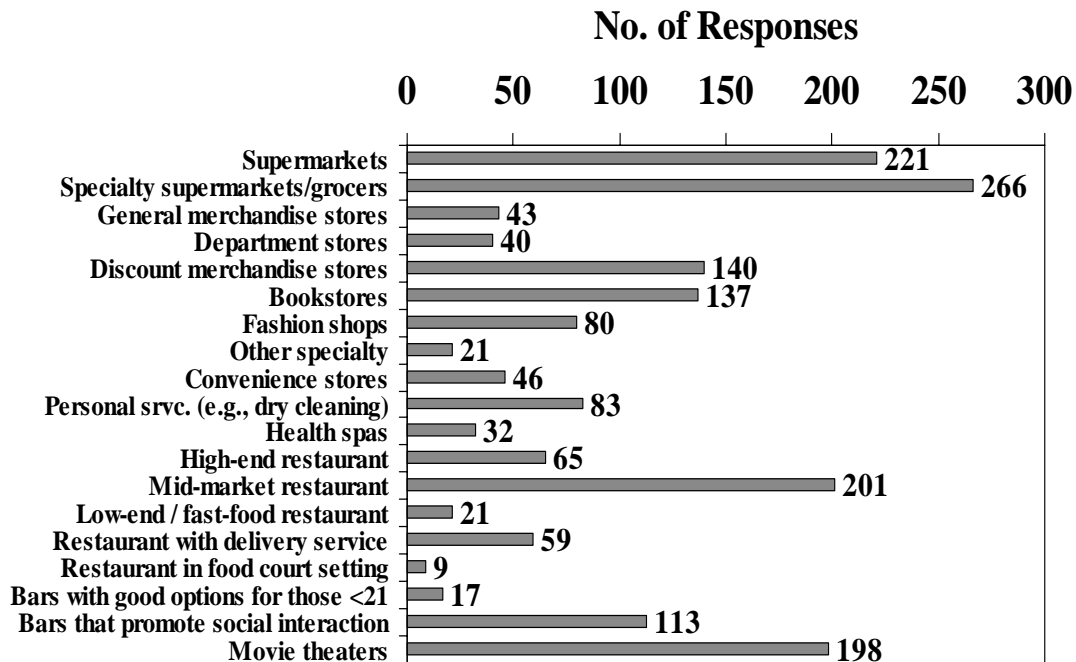
(Note: more than one choice allowed)



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Retailers on Wish List

(Note: more than one choice allowed)

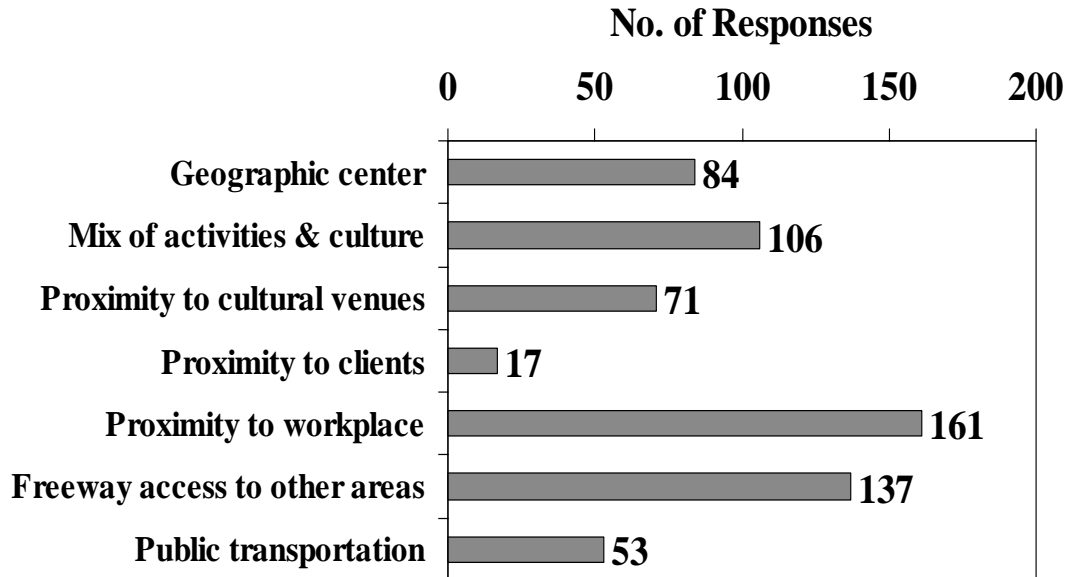


Special Needs of DT Residents

- High-income residents want specialty grocers (e.g., Trader Joe's and Whole Foods) and unique shops instead of common retailers
- Mid-market/casual dining options
 - right now, mostly high-end and low-end/fast food designed to serve day-time businesses

Most Important Benefits of Living DT

(Note: more than one choice allowed)



Why Live in Downtown?

- Geographic advantages
 - Roughly half work or study near Downtown
 - Many live Downtown to avoid long commutes
 - Proximity to clients, office, or school (esp. USC)
- Cultural venues & activities
- Desire urban living experience