DOWNTOWN LOS ANGELES

Demographic Study 2008

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Executive Summary

KEY FINDINGS

The Downtown population of residents, employees and visitors, has grown and matured since the 2006 study. The sheer number of newly opened residential units have delivered another wave of patrons for the new restaurants, nightspots, high-end grocery store, the much anticipated L.A. Live entertainment complex and other amenities and activities that have emerged to serve them.

At the same time, the increasingly well-educated, higher-income, active and diverse population yearns for additional providers of needed goods and services, notably Target, Trader Joe's and Whole Foods Market, more mid-level restaurants, movie theaters and other retailers.

Downtown Los Angeles has sharpened its focus as the region's employment, transportation and cultural arts hub and increasingly as the place for entertainment, activities and special events. It is no longer a "9 to 5" area but rather a 24-hour place, setting the standard for the Los Angeles region in terms of all its growth, vibrancy and offerings.

This enviable position will be furthered with the coming extensions of the Gold Line light rail, the opening of the headquarters convention center hotel and the Cineplex at L.A. LIVE, as well as other projects currently under construction.

BACKGROUND AND PURPOSE

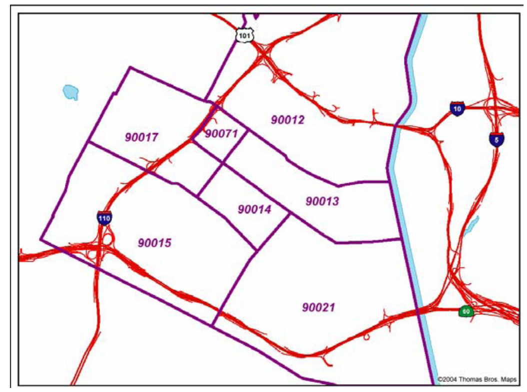
Over the past 10 years, Downtown Los Angeles has experienced an extraordinary commercial and residential renaissance. With some 40,000 residents, a weekday population of about 500,000 people and 10 million annual visitors, Downtown Los Angeles is an economic engine for Southern California.

The Downtown Center Business Improvement District (DCBID) is a coalition of property owners, consisting of more than 2,200 parcels,[1] committed to enhancing the quality of life in Downtown Los Angeles and helping it achieve its full potential as a great place to live, work and play. Encompassing a 65-block district in the heart of Downtown, the DCBID funds cleanliness and safety programs through its "Purple Patrol," engages in economic development activities through business retention and attraction programs, and also acts as a resource to potential retailers, restaurants, nightlife tenants, amenities, services, investors, bankers, residents and developers.

The DCBID also provides marketing programs such as special events, promotional offers, advertising and public relations targeting both businesses and consumers.

[1] Of these properties, 512 are commercial parcels, 1,681 are condominium parcels and 41 are government use parcels. In percentage terms, 84.97% of the DCBID's total building square footage is commercial use, 7.73% is condominium use, and 7.3% is government use.

The purpose of this demographic study is to provide economic data that will inform the DCBID about who is living, working and playing here. With this information, the DCBID will be able to recruit more retailers, restaurants and other consumer oriented businesses to Downtown Los Angeles. To that end and to update its 2006 Downtown Demographic Survey,[2] the DCBID retained Lauren Schlau Consulting (LSC) to conduct comprehensive market research of current demographics/household characteristics among Downtown residents, employees and visitors.



Downtown As Defined by ZIP Codes, Showing Freeways

This 2008 study encompasses detailed profile data on Downtown residents, and for the first time, profiles employees, Downtown visitors, and those who attend cultural arts events and sports events.

In contrast to the 2006 Demographic Survey targeting only residents new to Downtown since 2000, this 2008 study is far more extensive in terms of the populations covered and the larger sample size.

DEMOGRAPHIC STUDY 2008 METHODOLOGY

The 2008 study was facilitated as an Internet survey to a self-selected sample across central Downtown populations, in particular any resident, employee, visitor, and cultural arts and sports event attendee.

To publicize the survey, the DCBID undertook a wide outreach effort throughout Downtown, including large four-color advertisements placed in the *Los Angeles Downtown News*, distribution of 50,000 four-color postcards by outreach teams to pedestrians in and around major Downtown office buildings, public transportation portals, public buildings, STAPLES Center, L.A. LIVE and the Music Center, as well as the placement of 12,000 four-color door hangers in residential buildings. In these advertisements, postcards and door hangers, potential respondents were directed to access the survey through a "url" link posted on the DCBID Web site, www.downtownla.com.

After completing the survey, respondents were offered the opportunity to "opt-in" to a prize drawing by providing their e-mail address. The response period was from early October 29 through December 9, 2008. A total of 10,243 surveys were returned, and 7,209 e-mail addresses were collected.

The study was managed by LSC, a Downtown Los Angeles market research/consulting firm specializing in economic development and demographic research for tourism, retail, real estate and cultural arts. LSC has conducted several prior studies for the DCBID and for other Downtown entities.

[2] Downtown Center Business Improvement District, Downtown Los Angeles Market Report & 2006 Demographic Survey of New Downtown Residents ("DCBID Downtown Los Angeles Market Report"), February, 2007.

DEFINITION OF DOWNTOWN

For the purpose of this study, the Downtown "population" is defined as residents, workers, visitors and others in Downtown for a variety of reasons including business, shopping, attending cultural sports or special events within the following boundaries:

North: 101 Freeway + the Chinatown area
East: Los Angeles River
South: 10 Freeway
West: 110 Freeway + the City West area

REPORT ORGANIZATION

This Executive Summary includes two sections:

1. A summary comparison of key findings between the 2006 and 2008 demographic studies among only Downtown residents.
2. A summary of key findings for all respondents for the Demographic Study 2008, including Downtown residents, office workers and visitors.

Following the Executive Summary are detailed findings for only Downtown residents, as well as for all respondents, which include Downtown residents, office workers and visitors for the Demographic Study 2008.

1. Summary Comparison of Key Findings Comparing 2006 & 2008 Demographic Study among Only Downtown Residents

The DCBID's 2006 Demographic Survey covered only new residents to Downtown since 2000, with a total sample size of 931 respondents. The 2006 survey allowed respondents to complete the survey by mail or e-mail.

In 2008, the outreach method and sample definition resulted in a total of 10,243 respondents, of which 3,454 specified that they are Downtown residents. Therefore, the 931 in 2006 and the 3,454 in 2008 are the Downtown Resident sample basis. The same questions were asked by both surveys, allowing for a true comparison. In addition, shown below is a comparison of the size and scope of the Downtown residential market in 2006 and 2008.

Size of Downtown Residential Market

Since the implementation of the Adaptive Reuse Ordinance in 1999, a public policy that allows for the conversion of certain commercially zoned property to residential, Downtown Los Angeles has experienced unprecedented residential population growth, continuing even through this current economic downturn, as evidenced by the following population and unit data.

Number of Downtown Residential Units

2008: A total of 26,011 residential units are reported in Downtown (consisting of 15,524 market-rate units and 10,487 affordable units),[3] a total 36.9% increase from 2006.
2006: A total of 18,999 (consisting 9,431 market-rate units and 9,568 affordable units) were reported[4] at that time.

Number of Downtown Los Angeles Residents-Population

2008: A total of 39,537 are reported as residing in Downtown,[5] a 36.9% increase from 2006.
2006: A total of 28,878 were reported[6] at that time.

Downtown Residential Demographics

Household Size:

2008: The average number of residents per Downtown household rose to 1.8.
2006: The average number of residents per Downtown household was 1.6.

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3 Downtown Los Angeles Fact Sheet, 4th Quarter 2008, Downtown Center Business Improvement District.
4 DCBID Downtown Los Angeles Market Report, page 4.
5 Downtown Los Angeles Fact Sheet, 4th Quarter 2008, Downtown Center Business Improvement District.
6 DCBID Downtown Los Angeles Market Report, page 4.

Household Composition:

2008: Single heterosexual adult households comprise 43% of the Total households, lower than the 51% in 2006. Married/partnered (heterosexual or GLBT[7]) adults (41%) and single GLBT adults (6%) remained virtually the same as in 2006.
2006: Just over half (51%) of Downtown resident households were comprised of single heterosexual adults. A combined 38% were married/partnered heterosexual or GLBT adults.
In addition, the share of heterosexual married/partnered households is comparable between the two surveys, while in 2008 more were partnered GLBTs, at 8% from 6% in 2006.

Residential Tenure:

2008: Downtown residents averaged 2.3 years at their current residence.
2006: Downtown residents averaged 10 months at their current residence.
This finding is significant but not surprising showing that on average those who moved to Downtown L.A. in 2006 are still residing here.

Own vs. Rent:

In both 2008 and 2006, the percentage of Downtown residents who own versus rent remained consistent, 30% own while 60% rent their Downtown residence. The remaining 10% have other living arrangements.

Employment:

2008: 70% of Downtown residents are employed full-time, above the 2006 level.
2006: 64% of Downtown residents were employed full-time.

2008: One-third, 33% are at top level and professional staff level.
2006: More than one-third, 36% were at top level and professional staff level.

Education:

2008: 78% of residents completed four-year college or higher levels of education.
2006: 76.5% of residents completed four-year college or higher levels of education.

Income:[8]

2008: Downtown residents[9] reported overall median household income of $96,200.
2006: Downtown residents[10] reported overall median household income of $99,600.
This slight decline can be attributed to two key factors: 1) 2006 Downtown residential prices, which were at their peak, may have drawn more higher-income survey respondents, and 2) the 2006 survey included only new residential buildings (that again tend to have highest lease/sale prices), whereas the 2008 study captured a much broader spectrum and number of Downtown residents, not only new Downtown residents.

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[7] GLBT = gay/lesbian/bisexual/transgendered individuals
[8] The Los Angeles City median household income is reported at $46,292 for 2007 (inflation adjusted) by the U.S. Census Bureau.
[9] Households with at least one employed person
[10] Households with at least one employed person

Ethnicity:

2008: Caucasian – 53.8%
Asian/Pacific Islander – 20.9%
Hispanic/Latino – 17.4%
African-American – 8.3%

2006: Caucasian – 53.2%
Asian/Pacific Islander – 24.9%
Hispanic/Latino – 10.1%
African-American – 5.3%

Thus, Downtown residents are somewhat more ethnically diverse in 2008 with more Hispanic/Latinos and African-Americans.

Age:

2008: The median respondent age was 37.
2006: The median respondent age was 31.
In 2008, 64.3% of the respondents are between the ages of 23 and 44. In 2006, 64.6% of the respondents were between the ages of 23 and 44.

Gender:

The breakout of 53% female and 47% male is nearly identical in both surveys.

Transportation-Commuting Mode:

2008: One-third commuted alone by car and another one-third used public transit.
2006: Two-thirds commuted alone by car and only 11% used public transit.
Also in 2008 another 37% walked or bicycled versus half that percentage (17%) in 2006. All these findings reflect major shifts regarding commuting mode mostly away from driving alone to public transit and/or alternate modes.

Grocery Spending:

2008: Each resident household spent $99.00 (median) per week on groceries.
2006: Each resident spent $50.00 (median) per week on groceries.
Spending was asked "per person" in 2006 and was asked "per household' in 2008. If accounting for 1.8 persons per household, the 2008 spending averages $55.00 per person. Although the question was phrased slightly differently in the two surveys, the reported spending is comparable.

Grocery Chains Requested:

2008: Most residents, 89% named Traders Joe's, and 68% named Whole Foods Market as the most wanted grocers to locate in Downtown.
2006: Most residents, 85% named Traders Joe's, and 65% named Whole Foods Market as the most wanted grocers to locate in Downtown.
Thus, the grocers wanted remain the same, but with more residents naming a preference.

Dining Out:

2008: Each resident spent $27.00 (median including tax and tip) when eating dinner out.
2006: Each resident spent $25.00 (median including tax and tip) when eating dinner out.

Nighttime Activities:

2008: Residents' main activities in Downtown were:

- Watching tv/videos – 85%
- Computing/e-mailing – 82%
- Dining out – 73%
- Reading – 72%

2006: Residents' main activities in Downtown were:

- Watching tv/videos – 84%
- Computing/e-mailing – 71%
- Dining out – 58%
- Reading – 62%

Almost all the activities engaged in outside of Downtown were reported by fewer people in 2008 than 2006, while activities in Downtown had high percentages in 2008, suggesting that residents did the activities as often, but much more so in Downtown.

Retail/Services Most Wanted:

2008: Residents' retail/services most wanted were:

- Discount department stores – 67%
- Mid-level restaurants – 65%
- Movie theaters – 59%

2006: Residents' retail/services most wanted were:

- Movie theaters – 56%
- Book/music/video stores – 52%
- Sit-down restaurants – 52%
- Discount department stores – 45%
- Home furnishing stores – 45%

In 2008 the most wanted retail brands included Target, Best Buy, Nordstrom, Borders or Barnes & Noble Booksellers and an Apple Store (not asked in 2006).

Pet Ownership:

2008: 40% of residents owned some type of pet; 24% owned a dog and 16% owned a cat.

2006: 35% of residents owned some type of pet; 18% owned a dog and 14% owned a cat.

Where Downtown Residents Work:

2008: 63.5% worked in Downtown

2006: 55.1% worked in Downtown

This increase shows that Downtown residents are increasingly choosing to live and work in Downtown, thus providing them with additional time in their daily lives.

2. Summary of Key Findings for All Respondents ("Overall Demographics") for the Demographic Study 2008, including Downtown residents, office workers and visitors

The current Demographic Study 2008 was conducted via Internet, targeting a broad Downtown population base beyond only residents, to those employed, those who visit, and those who attend cultural arts or sports events in Downtown. "Total" refers to all 10,243 respondents within these categories. The key findings from this survey are presented below.

Overall Demographics

Relationship to Downtown Los Angeles:

- Of the Total, 39% indicated that their primary residence is Downtown L.A., and 61% reside outside of Downtown L.A.
- Of the Total, 72% are employed in Downtown and 14% both live and work in Downtown.
- One half, or 50% of all respondents attend Downtown museums, live theater or arts events at least four times a year.
- More than a quarter, or 29%, attend live sports events in Downtown at least quarterly.

Income:

The entire sample reports annual household incomes of $92,200, far above that for Los Angeles City and County overall. [11] Annual income of Downtown resident households with at least one employed individual is $96,200, while it is $95,900 for those employed in Downtown.

Age:

The average age of Downtown residents *and* employees is 36 years old, with Downtown residents being younger, averaging 32 years old.

Ethnicity:

One half, or 49% of the Total is Caucasian, with 22% being Hispanic/Latino, 18% Asian/Pacific Islander and 10% African-American.

Education:

Nearly three-quarters of Total completed nearly 16 years of education, while even more, 78% of Downtown residents, had completed college or above.

Gender:

More than six in 10, or 62%, of the respondents were female.

[11] The 2007 median income is $52,628 for Los Angeles County households and $46,292 for Los Angeles City. Source: 2005-2007 American Community Survey 3-Year Estimates, U.S. Census Bureau.

Employment:

88% are employed full or part-time.
7% are self-employed.
72% are employed in Downtown, in fields ranging from services to government.
50% are professional, senior staff or top level executives.

Household Composition:

Marital: About 47% of the Total households are comprised of married/partnered heterosexual or GLBT adults; that figure is 41% for Downtown residents and 49% for employees. Overall, 39% of the Total households consist of a single adult, with more single adult households in Downtown (49%) versus Downtown employees (36%).

Children:

Few surveyed households, whether Downtown or non-Downtown residents, have children under 13 years old. Overall, 22% of Total respondents have children aged infant to five years and only 12% report children aged five to 13 years.

Size:

Each participant household averaged a total of 2.3 persons in size. Downtown residents average 1.8 people and non-Downtown residents average 2.5 people per household.

Ownership:

Nearly one half of all respondents own a house or condo, and 46% rent their residence.

Tenure:

Downtown residents have lived at their current location for 2.3 years compared to 4.8 years for non-Downtown residents.

Office or Studio:

About one-quarter of the Total use their residence as a primary or secondary office or studio; this figure is 35% for just Downtown residents.

Grocery, Retail, Dining Out and Activities

Grocery Purchases:

Each household spent $102 per week on groceries, shopping mainly at chain supermarkets but also at specialty grocers and farmers' markets. Downtown residents often purchase their groceries outside of Downtown due to the lack of specialty stores.

Grocers Wanted Downtown:

Respondents overwhelmingly named Trader Joe's as their first choice grocery store to be located in Downtown, followed by Whole Foods.

Retailers Wanted Downtown:

Two-thirds would like a discount department store and 65% said more mid-level restaurants. Another 59% want movie theaters, 57% named book/music/video stores, 53% want electronics stores, 51% want fashion/clothing stores, and 50% want mid-level department stores.

Dining Out:

Downtown residents, employees and others have a very high propensity for eating out at Downtown Los Angeles restaurants.

Lunch out:
They eat seven lunches out per month, and spend an average of $13.00 per person.

Dinner out:
They dine out nearly four times per month and spend an average of nearly $27.00 per person.

Events and Activities:

Downtown attracts people for cultural arts and sports events.

Cultural:
On average, respondents attend Downtown live music, theater, opera, or dance 2.5 times per year and art museums or galleries 2.4 times per year.

Sports:
They attend live collegiate sports events 0.4 times per year and live professional sports events 1.6 times per year.

Special events:
Three-quarters of respondents attend special events in Downtown.

Downtown L.A. Demographic Study 2008 Detailed Findings

METHODOLOGY

The study was facilitated by an Internet survey to a self-selected population sample based on those who responded to the survey. The DCBID publicized the survey through large ads placed in the *Los Angeles Downtown News*, through e-mail, broad postcard distribution at office buildings, hotels, and at special events, and by door-hangers in Downtown residential buildings, all based on the design theme shown to the right.

Ad placed in L.A. Downtown News

The notices contained information about the survey along with the Downtown Center BID Web site address for respondents to click to access the survey. After completing the survey, respondents had the opportunity to "opt-in" to a special prize drawing by providing their e-mail address.

The survey response period was from early October 29 through December 9, 2008. A total of 10,243 surveys were returned. This total survey sample results in a margin of error of 1% (at the 50% response level) for the data results. A total of 7,209 email addresses were collected, for an address capture rate of 70.4%.

Because the survey was completed by a self-selected sample of respondents and those with access to the Internet, the results are subject to some sample bias. However, the large sample size somewhat mitigates this effect as indicated by the small sample error.

STUDY TEAM

The study was managed by Lauren Schlau Consulting (LSC), a Downtown Los Angeles market research/consulting firm specializing in economic development and demographic research for tourism, retail, real estate and cultural arts. LSC has conducted several prior studies for the DCBID and for other Downtown entities. The consultant team expresses its sincere appreciation to the DCBID and the *Los Angeles Downtown News* for their sponsorship of this worthwhile study and their supportive efforts in facilitating its successful completion.

HOW TO READ THE TABLES

Each survey question is first listed with the key bullet points, followed by a table of the response results. Each table includes a heading, the base of qualified respondents and the responses shown as a percentage of the total, as follows:

Sample Table

Response Item	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: All Respondents	10243	3454	5414	7409	1494	4754	2722
ITEM	72.3%	43.3%	85.7%	100.0%	100.0%	73.8%	78.2%

Each column in the table is a "sub-segment" of the Total respondent base defined as follows:

Total: All 10,243 respondents

Primary Residence

Dntn: Respondents whose primary residence is Downtown L.A.

Non-Dntn: Respondents whose primary residence is outside Downtown L.A.

Employed Dntn (only): Respondents only employed Downtown (not residing there)

Live & Work Dntn: Respondents both employed and residing Downtown

Attend Dntn Theater /Arts Events: Respondents who attend Downtown Theater/Art events at least 4 times per year

Attend Dntn Sports: Respondents who attend professional or collegiate events in Downtown at least 4 times per year

The sample size of 10,200 has a margin of error of 1% for questions with a 30-50% response; it is 0.8% for questions with a 20% or 80% response, and 0.6% for those at the 10% or 90% response level.

REPORT ORGANIZATION

The next sections of the report cover the detailed findings arranged by subsection:

- Comparison of Downtown Residents in 2006 and 2008 studies
- Relationship (of respondent) to Downtown - 2008
- Respondent Demographics – 2008
- Household Characteristics – 2008
- Grocery, Restaurant and Retail Shopping and Potential Development - 2008
- Activities & Special Events Attendance – 2008

DETAILED COMPARISON OF 2006 DCBID RESIDENT SURVEY TO DEMOGRAPHIC STUDY 2008

In 2006 the DCBID conducted an extensive survey of new residents, that is, those who had moved to Downtown Los Angeles since the 2000 census. For both studies, respondent samples were self-selecting and the DCBID conducted extensive outreach to ensure strong participation.

In 2006 respondents could choose between completing the survey on paper or via the Internet. A total of 931 Downtown residents responded to the 2006 survey compared to 3,454 residents (and 10,243 total) in this survey. The following compares the results between the two surveys (among Downtown residents).

Demographics

Household Income

- The reported median 2008 annual household income was $96,200 versus $99,600 in 2006.
- The percentage earning $150,000 dropped in 2008 to 18% from 23% in 2006.
- In our opinion this drop can be attributed to two factors: 1) home prices were higher in 2006 than in 2008 and would have attracted a higher income respondent, and 2) the base of respondents was broader in 2008 extending beyond new residential units.

Table 1: Household Income

	Survey	
	2008	**2006**
Base: Respondents	**2874***	**931***
Under $10,000 or no income	0.7%	1.4
$10,000 - $29,999	3.4%	4.6
$30,000 - $49,999	9.1%	7.8
$50,000 - $74,999	19.4%	17.8
$75,000 - $99,999	17.4%	18.8
$100,000 - $124,999	15.4%	17.0
$125,000 - $149,999	9.1%	8.1
$150,000 - $174,999	6.7%	6.0
$175,000 - $199,999	3.6%	3.8
$200,000 - $249,999	4.3%	6.8
$250,000 and up	5.6%	7.8
Net $150k	**20.2%**	**24.4**
Prefer not to disclose	5.3%	n/a
Median (000 $US)	**$96,200**	**$99,600**

** Households with at least one wage-earner*

Respondent Age

- In 2008 the median age was 36.8 compared to 31 in 2006.

Table 2: Respondent Age

	Survey	
	2008	**2006**
Base: Respondents	**10243**	**931**
Up to-22	3.7%	17.6%
23-29	23.3%	25.6%
30-34	17.0%	17.1%
35-44	24.0%	21.9%
45-54	19.0%	9.8%
55-64	10.3%	6.8%
65+	1.7%	1.2%
Prefer not to disclose	1.1%	n/a
Median:	**36.8**	**31**

Resident Ethnicity

- Compared to 2006, the 2008 Downtown residents are somewhat more diverse with about the same share of Caucasians, but more Hispanic/Latinos and African-Americans.

Table 3: Resident Ethnicity

	Survey	
	2008	**2006**
Base: Respondents	3454	931
Caucasian (non-Hispanic)	53.8%	53.2%
Hispanic/Latino	17.4%	10.1%
Asian/Pacific Islander	20.9%	24.9%
African-American	8.0%	5.3%
Native American	1.3%	.8%
Prefer not to disclose	5.8%	5.8%

Education Level

Downtown residents report very high levels of educational achievement, with 78% in 2008 who have completed four-year college or higher versus 76.5% in 2006.

Table 4: Education Level

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
High school or equivalent	7.4%	10.0%
Trade school/community college (AA, AS, etc)	14.4%	13.4%
Undergraduate/four-year college (BA or BS)	45.5%	48.5%
Graduate/professional degree	32.6%	28.0%
Net College or Higher	**78.1%**	**76.5%**
Median years in school	**15.74**	**n/a**

Gender

The gender breakout for each of the two studies is almost identical with 53% female and 47% male respondents.

Table 5: Gender

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
Female	53.2%	53.5%
Male	46.8%	46.5%

Employment Position

- In both 2008 and in 2006, 83% of Downtown residents report being employed.
- Slightly more in 2008 reported full-time employment, 70% versus 64% in 2006, with fewer indicating that they are self-employed in 2008, 14% versus 19% in 2006.

Table 6: Employment Position

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
Employed full-or-part time	69.7%	64.0%
Self-employed (and not a student)	13.5%	18.9%
Net Employed	**83.2%**	**82.9%**
Student (with or without employment)	11.5%	11.2%
Currently seeking employment	2.4%	1.7%
Retired	1.4%	1.5%
Homemaker	0.8%	1.6%
Not a student/not seeking employment	0.1%	0.4%
Other Not employed	0.8%	0.6%

- In both surveys more respondents, about one-third were employed at the professional/senior staff level, although the 33% in 2008 was slightly below the 36% reported in 2006.
- The prior survey also captured slightly more at the top-level executive or manager level, 21% in 2006 versus 17% in 2008.
- Like income, this change is likely related to the broader sample in the 2008 survey.

Table 7: Employment Position

	Survey	
	2008	**2006**
Base: Employed Downtown Residents	**3083**	**771**
Professional/senior staff (incl. educators)	33.0%	36.4%
Clerical or general staff	11.8%	10.2%
Top-level executive or manager	17.1%	21.7%
Technical/development staff	6.7%	n/a
Small business owner/entrepreneur	8.2%	n/a
Writer, artist, or entertainer (excl. agent)	7.7%	9.7%
Independent consultant, contractor, agent	5.7%	15.9%
All other job functions	9.7%	6.1%

Respondent Industry of Employment

- In both surveys, Business/Professional/Technical and Arts & Entertainment were the top two employment categories.
- Other changes are listed below, noting that some categories were added in 2008 that may have affected these results slightly.

Table 8: Respondent Industry of Employment

	Survey	
	2008	**2006**
Base: Employed Downtown Residents	**3083**	**772**
Business/professional/technical services	20.4%	22.7%
Arts & entertainment	17.0%	20.7%
Financial services /insurance	7.6%	7.9%
Architecture, design	7.3%	n/a
Government (including military)	6.8%	4.7%
Educational services/health care/social assistance	6.5%	10.6%
Medical/health services	5.2%	n/a
Real estate (e.g., development, broker)	5.0%	5.9%
Information-media, Telecomm, Internet & data processing	3.7%	4.3%
Non-profit/civic/religious organizations	3.2%	1.5%
Leisure & hospitality	2.9%	3.6%
Retail trade	2.8%	3.2%
Wholesale trade; import/export	2.1%	3.0%
Other services (e.g., personal, maintenance, etc.)	1.0%	2.3%
Transportation/warehousing/logistics	0.6%	0.6%
Other	7.9%	8.9%

Household Characteristics

Household Composition

- While the share of heterosexual married/partnered households is comparable between the two surveys, fewer 2008 Downtown households are comprised of single heterosexual adults, 43% versus 51% in 2006, while more consist of partnered GLBTs,[12] nearly 8% in 2008 versus 6% in 2006.

Table 9: Household Composition

	Survey	
	2008	**2006**
Base:	**3454**	**931**
Married/domestic partner/cohabitating heterosexuals (with or w/o children)	33.1%	32.0%
Single heterosexual adult(s)	42.6%	50.9%
Domestic partnered/cohabitating/married GLBT adult(s) (with or w/o children)	7.7%	6.0%
Extended generational family group	2.5%	1.6%
Single gay/lesbian/bisexual/transgender (GLBT) adult(s)	6.2%	6.9%
Other/Prefer not to disclose	3.2%	2.5%

Own or Rent Residence

- In 2008 as in 2006, about 30% own while 60% rent their Downtown residential unit and 10% have other living arrangements.

Table 10: Own or Rent Residence

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
Own house or condo	30.1%	30.2%
Rent an apartment	59.5%	62.6%
Rent a condo owned by someone else	6.1%	4.5%
Other arrangement	1.9%	0.8%
Owned by someone else; not paying rent	1.4%	0.8%
Company/school-provided (may or may not pay rent)	1.0%	1.2%

Tenure at Current Residence

- A significant, but not surprising, change is the length of tenure at their Downtown residence. In 2006 it averaged 10 months, while two years later it is 2.3 years.

Table 11: Tenure at Current Residence

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
Median:	2.3 yrs	10 mos.

12 GLBT = gay/lesbian/bisexual/transgendered individuals

Number of Residents in Household

- The average number of residents per household rose slightly to 1.8 in 2008 from 1.6 in 2006.

Table 12: Number of Residents in Household

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
Median:	1.79	1.60

Use of Home for Office/Studio

- The use of one's Downtown residence for a home office/studio was very comparable with 65% saying no and 35% using it as a primary or secondary office/studio in both surveys.

Table 13: Use of Home for Office/Studio

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
No	65.2%	65.7%
Yes, as secondary office or studio	20.3%	17.2%
Yes, as primary office or studio	14.5%	17.1%

Grocery Shopping, Dining Out, Retail Brands Wanted

Where to Shop for Groceries

- Chain supermarkets were the top location for grocery shopping in both surveys and by a comparable share of respondents, 79.7% in 2008 and 76.7% in 2006.
- Specialty groceries in both surveys again were second and by a very similar two-thirds.
- Farmers in 2008 replaced independent grocers in 2006 as the third choice.

Table 14: Where Shop for Groceries

	Survey	
	2008	**2006**
Base: Downtown Residents	**3450**	**931**
Chain supermarket (e.g., Ralphs, Vons, etc)	79.7%	76.7%
Specialty grocer (e.g., Trader Joe's, Whole Foods, etc)	67.4%	66.3%
Farmers' markets	32.1%	18.4%
Independent grocer/convenience store	15.9%	28.7%
Online/delivery	3.8%	4.2%
You don't buy or others in household buy groceries	0.4%	0.4%
Other place not listed	4.1%	n/a*

** n/a indicates not asked or not applicable*

How Much Spent on Groceries Per Week

- In 2006 the survey asked weekly grocery spending per-person, which averaged $50.00. In 2008 the question was asked per-household, and that amount is $99.00.
- If accounting for 1.8 persons per household, the 2008 spending averages $55.00 per person, comparable to the prior survey.

Table 15: How Much Spent on Groceries Per Week

	Survey	
	2008	**2006**
Base: Downtown Residents	**3450**	**931**
Under $20	1.0%	21.4%
$20-$39	5.7%	23.0%
$40-$59	14.1%	10.7%
$60-$79	15.4%	6.1%
$80-$99	13.5%	8.4%
$100-$124	38.2%	30.5%
Median:*	**$99.00/hshd**	**$50.00/person**

** Spending was asked "per person" in 2006 and was asked "per household' in 2008.*

Grocery Chains Wanted in Downtown

- In both surveys more than 80% of residents named Trader Joe's overwhelmingly as their first-choice for new grocery chains wanted in Downtown, and again Whole Foods is second.
- The percentage for each of these two grocery types increased from 2006 to 2008.

Table 16: Grocery Chains Wanted Downtown

	Survey	
	2008	**2006**
Base: Downtown Residents	**3450**	**931**
Trader Joe's	89.3%	84.8%
Whole Foods	68.7%	65.1%
Vons/Pavilions	19.1%	52.2%
Bristol Farms	17.8%	25.7%
Gelson's	17.5%	24.4%
Albertsons	12.1%	13.8%
Food4Less	9.0%	6.0%
another Ralphs	5.2%	n/a
Other/specialty or gourmet	27.3%	25.9%

Median Spending for Dining Out in Downtown

- Residents indicated that when dining out, their per-person median spending rose slightly to $27.00 in 2008 from $25.00 in 2006.

Table 17: Median Spending Dining Out Downtown

	Survey	
	2008	**2006**
Base: Downtown Residents	**3450**	**931**
Median Spent – dining out	$27.13	$25.00

Issues with Dining Out in Downtown

- Overall in 2008, 20% had no issues with dining out in Downtown compared to only 6% in 2006.
- When dining out in Downtown, respondents had somewhat similar issues related to restaurant selection and cuisine.
- In 2006 inconvenient hours was much more of an issue than any other and to a much greater extent than in 2008.
- Parking availability is still an issue for some, but parking pricing was mentioned by fewer, 32% in 2008 versus 39% in 2006.

Table 18: Issues with Dining Out Downtown

	Survey	
	2008	**2006**
Base: Downtown Residents Dine at DNTN restaurants	**3300**	**931**
Restaurant selection is limited here/better elsewhere	47.1%	50.8%
Parking limited or inaccessible	39.6%	42.6%
Parking costs too much	31.7%	38.7%
Inconvenient hours (e.g., close too early or on weekends)	45.4%	57.4%
No issues/meets your needs	20.2%	6.4%
Cuisine selection Downtown is too limited/want more choices/selection	30.6%	34.7%
Restaurants are too expensive	19.4%	18.9%
Inconvenient locations	18.6%	n/a
Poor/inferior service	5.7%	n/a
Poor/inferior food quality	5.5%	n/a
Safety concerns/homeless/other	28.5%	45.1%

Desired Retailers/Services in Downtown

- In 2008: Most wanted retail types were discount department stores (70%), movie theaters (78%), mid-level restaurants (74%), and book stores and electronic stores (63% each).
- In 2006: Most wanted retail types were movie theaters (56%), book/music/video stores (52%), sit-down restaurants (51%), and discount department stores (45%).

Table 19: Desired Retailers/Services Downtown

	Survey	
	2008	**2006**
Base: Downtown Residents	**3450**	**931**
Discount department stores (e.g., Target, Kmart, etc)	69.8%	44.7%
Movie theaters	77.7%	55.8%
Book/music/video stores (e.g., Borders, Virgin Records)	63.2%	52.2%
Electronics (e.g., Best Buy, Apple Store, etc)	63.3%	32.8%
Fashion/clothing (e.g., Gap, Banana Republic, etc)	57.9%	29.5%
Mid-market department stores (e.g., Nordstrom, Macy's, etc)	52.6%	32.1%
Home furnishings (e.g., Crate & Barrel, Bed Bath & Beyond, etc.)	59.9%	44.6%
Coffee shops/cafes	54.3%	34.9%
Bars/lounges	52.7%	36.4%
Personal services (e.g., dry cleaning, shoe repair, hair salon, etc)	45.4%	35.4%
Convenience stores (open late or 24 hours, e.g., 7-Eleven)	43.7%	34.0%
Nightclubs/dance clubs	39.0%	22.5%
High-end department stores (e.g., Saks, Bloomingdale's)	41.3%	31.3%
Restaurants (high-end)	36.7%	n/a
Restaurants: (mid-level 2008) / (sit down – 2006)	73.8%	51.5%
Health spas/gyms	31.4%	17.5%
Restaurants (fast food)	27.6%	11.5%
Video rental (e.g., Blockbuster Video)	32.6%	22.9%
Veterinary clinic/animal services (e.g., Petco, pet hotel)	30.9%	17.5%
Other	10.4%	8.0%

Activities

Usual Nighttime Entertainment/Leisure Activities

- In 2008 many more residents attended Downtown concerts/shows and sporting events, dined out, socialized, were computing/video gaming, reading, working out and spending time with their families than in 2006; however a comparable number watched TV.

Table 20: Usual Nighttime Entertainment/Leisure Activities IN DOWNTOWN

	Survey	
	2008	**2006**
Base: Downtown Residents	**3450**	**931**
Attend concerts, shows, events/sports events*	60.8%	47.4%
Dining out	73.2%	58.0%
Socializing	69.3%	39.7%
Going to nightclubs/bars	54.3%	n/a
Computing – Internet, e-mailing	81.9%	70.8%
Watching TV or video or listen to music	85.4%	84.6%
Reading	71.8%	61.5%
Working out at the gym	57.2%	41.2%
Walking/Jogging	46.5%	n/a
Time with family/children	34.8%	19.2%
Play music and/or create art or lessons	38.7%	24.4%
Watching movies at a theater	24.6%	16.6%
Video/computer gaming	27.5%	17.2%
Dog walking	21.5%	n/a
No response	1.2%	3.8%

** In 2008 concerts/shows/events was separate from sports but were combined above for comparison.*

Table 21: Usual Nighttime Entertainment/Leisure Activities NOT IN DOWNTOWN

	Survey	
	2008	**2006**
Base: Downtown Residents	**3450**	**931**
Watching movies at a theater	66.4%	66.8
Dining out	50.8%	74.3
Watch TV or video or listen to music	8.8%	12.5
Reading	7.5%	9.3
Time with family/children	17.0%	25.3
Socializing	38.2%	57.2
Computing – Internet, e-mailing	7.1%	10.6
Walking/Jogging	20.8%	n/a
Going to nightclubs/bars	42.0%	n/a
Working out at the gym	12.5%	17.1
Attend concerts, shows, events/sports events*	44.3%	40.7
Play music and/or create art or lessons	7.2%	17.3
Dog walking	10.1%	n/a
Video/computer gaming	5.9%	2.3
No response	23.8%	6.6

** In 2008 concerts/shows/events was separate from sports but were combined above for comparison.*

Pet Ownership

- The percentage of pet ownership has risen between the two surveys. Dogs are still more popular than cats, and by a wider margin.

Table 22: Pet Ownership

	Survey	
	2008	**2006**
Base: Downtown Residents	**3454**	**931**
Dogs	24.3%	18.0%
Cats	16.4%	13.5%
Other	4.6%	2.6%
None	60.3%	65.9%

DETAILED FINDINGS FOR ALL DEMOGRAPHIC STUDY 2008 RESPONDENTS, INCLUDING DOWNTOWN RESIDENTS, WORKERS AND VISITORS

Relationship to Downtown

Relationship to Downtown L.A. – Total Respondents

- As shown below, of the Total Respondents, 61% reside outside of Downtown whereas 39% live within Downtown.
- Overall, 69% are regularly employed in Downtown.
- Of the Total, 50% report that they attend Downtown museums or cultural/arts events at least four times per year and nearly 29% attend Downtown sports events at least four times per year.
- Finally, 4% are students in Downtown, and 0.7% are visitors from outside Los Angeles County.

*Table 23: Relationship to Downtown L.A. – Total Respondents **

	Total**
Base: Response specified**	**8834**
I am regularly employed in Downtown L.A.	69.2%
My primary residence is located outside of Downtown L.A.	61.1%
I attend museums or live theater/performance arts events at least 4 times per year in Downtown L.A.	50.1%
My primary residence is located in Downtown L.A.	38.9%
I attend professional or collegiate sports events at least 4 times per year in Downtown L.A.	28.7%
I regularly attend school in Downtown L.A.	3.6%
I am a visitor who resides outside of Los Angeles County who does not work or attend school Downtown	0.7%

** Due to non-responses to residence location, the base for this question is only those who marked a location.*

*** Total adds to more than 100% due to multiple responses.*

Relationship to Downtown L.A. – By Residence

- As shown in the next table, comparing those who do and do not live in Downtown, 43% also work here, while 86% of those who do not live in Downtown are employed here.
- More non-Downtown residents, 51% versus 48% of residents, attend museums or live theater/performance arts events at least four times per year in Downtown L.A.
- As well more non-Downtown residents, 31% versus 26% of residents, attend sports events at least four times per year in Downtown L.A.

Table 24: Relationship to Downtown L.A. – By Residence

	Total*	Primary Residence	
		Dntn	**Non-Dntn**
Base: Response specified**	**8834**	**3437**	**5397**
I am regularly employed Downtown	69.2%	43.2%	85.8%
My primary residence is located outside of Downtown L.A.	61.1%	0.0%	100.0%
I attend museums or live theater/performance arts events at least 4 times per year in Downtown L.A.	50.1%	48.4%	51.2%
My primary residence is located in Downtown L.A.	38.9%	100.0%	0.0%
I attend professional or collegiate sports events at least 4 times per year in Downtown L.A.	28.7%	25.8%	30.6%
I regularly attend school Downtown	3.6%	6.3%	1.9%
A visitor who resides outside of Los Angeles County who does not work or attend school Downtown	0.7%	0.1%	1.1%

** Total adds to more than 100% due to multiple responses.*

*** Due to non-responses to residence location, the base for this question is only those who marked a location.*

Relationship to Downtown L.A. – By Employment and Live & Work

- Of those employed in Downtown, most, or 76%, live outside Downtown, while 24% reside within the boundaries. This is not surprising given that Downtown has an employment base estimated at 500,000, while the resident population is approximately 40,000.
- More than one half, or 53%, of Downtown employees attend arts/performance events and one-third, or 32%, attend sports events in Downtown at least four times per year.

Table 25: Relationship to Downtown L.A. – By Employment and Live & Work

	Total*	Employed Dntn (only)	Live & Work Dntn
Base: Response specified**	**8834**	**6115**	**1484**
I am regularly employed Downtown	69.2%	100.0%	100.0%
My primary residence is located outside Downtown L.A.	61.1%	75.7%	0.0%
I attend museums or live theater/performance arts events at least 4 times per year in Downtown L.A.	50.1%	53.2%	65.4%
My primary residence is located in Downtown L.A.	38.9%	24.3%	100.0%
I attend professional or collegiate sports events at least 4 times per year in Downtown L.A.	28.7%	32.3%	36.5%
I regularly attend school Downtown	3.6%	2.2%	4.8%
A visitor who resides outside of Los Angeles County who does not work or attend school Downtown	0.7%	0.2%	0.1%

** Total adds to more than 100% due to multiple responses.*

*** Due to non-responses to residence location, the base for this question is only those who marked a location.*

Relationship to Downtown L.A. – Attend Cultural and/or Sport Events

- Of the 50% who regularly attend museums/live theater or performances, 69% are employed in Downtown and 62% live outside of Downtown. In addition, 41% also attend live sports events in Downtown at least quarterly.
- Of the 29% who attend professional or collegiate sports events in Downtown L.A. at least quarterly, 78% are employed in Downtown and 65% live outside of Downtown. As well, 72% of those who attend Downtown sports events also attend museums/live theater or performances at least quarterly.
- This suggests that a high ratio of employees patronize Downtown cultural arts and sports, most of whom do not live in Downtown.
- It also suggests that four in 10 cultural arts patrons are also sports patrons and that seven in 10 cultural sports patrons are also arts patrons.

Table 26: Relationship to Downtown L.A. – Attend Cultural and/or Sport Events

	Total*	Attend Dntn Theater/Arts Events	Attend Dntn Sports Events
Base: Response specified	**8834**	**4425**	**2538**
I am regularly employed Downtown	69.2%	73.6%	77.8%
My primary residence is located outside Downtown L.A.	61.1%	62.4%	65.1%
I attend museums or live theater/performance arts events at least 4 times per year in Downtown L.A.	50.1%	100.0%	72.1%
My primary residence is located in Downtown L.A.	38.9%	37.6%	34.9%
I attend professional or collegiate sports events at least 4 times per year in Downtown L.A.	28.7%	41.4%	100%
I regularly attend school Downtown	3.6%	3.9%	4.8%
A visitor who resides outside of Los Angeles County who does not work or attend school Downtown	0.7%	0.9%	0.7%

Note: Total adds to more than 100% due to multiple responses.

** Due to non-responses to residence location, the base for this question is only those who marked a location.*

Demographics

Respondent Gender

- More than six in 10, or 62%, of the respondents were female.
- This may reflect that more females elected to complete the survey rather than the overall population gender. At the same time, this result matches that reported in the 2006 study.

Table 27: Respondent Gender

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Female	61.8%	53.2%	64.2%	64.8%	53.0%	59.8%	54.3%
Male	38.2%	46.8%	35.8%	35.2%	47.0%	40.2%	45.7%

Respondent Age

- Respondents' overall median age is 36.8 years old.
- Non-Downtown residents were older, at 40.1 years old, versus age 32.1 for Downtown residents.
  - Nearly 40% of Downtown residents were under 30, versus 21% of non-Downtown residents.
- Downtown employees averaged 38.5 years old.

Table 28: Respondent Age

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
18-22	3.7%	6.6%	2.3%	2.0%	4.1%	3.0%	3.5%
23-29	23.3%	32.6%	18.7%	21.2%	33.3%	22.0%	26.2%
30-34	17.0%	20.6%	14.7%	16.4%	19.8%	16.8%	18.5%
35-44	24.0%	21.6%	24.4%	24.5%	20.1%	22.5%	23.0%
45-54	19.0%	10.9%	23.3%	21.7%	13.9%	20.2%	19.2%
55-64	10.3%	5.2%	13.6%	11.7%	6.4%	12.0%	7.5%
65	1.7%	1.9%	1.6%	1.4%	1.7%	2.5%	1.4%
Prefer not to disclose	1.1%	0.6%	1.3%	1.1%	0.7%	1.0%	0.7%
Median:	**36.8**	**32.1**	**40.1**	**38.5**	**32.6**	**37.9**	**35.1**

Respondent Ethnicity

- Approximately one half, or 49%, of the respondents were Caucasian.
- Another one-fifth, or 22%, identified themselves as Hispanic/Latino with 18% Asian/Pacific Islander and 10% African-American.
- Compared to the total, slightly more Downtown residents, 54% were Caucasian, and 20% were Asian/Pacific Islander.
- More Non-Downtown residents, 22% were Hispanic/Latino versus the total.

Table 29: Respondent Ethnicity

	Total*	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Caucasian (non-Hispanic)	49.3%	53.8%	49.5%	47.1%	51.5%	54.6%	49.4%
Hispanic /Latino	21.5%	17.4%	22.4%	22.4%	19.6%	22.1%	25.3%
Asian/Pacific Islander	18.1%	20.9%	16.4%	18.1%	21.0%	14.1%	15.4%
African-American	9.6%	8.0%	9.7%	10.3%	8.0%	8.5%	10.2%
Native American	1.3%	1.3%	1.4%	1.4%	1.6%	1.6%	1.6%
Prefer not to disclose	6.0%	5.8%	5.9%	6.1%	5.8%	5.9%	5.2%

** This question allowed for multiple responses*

Highest Education Level Attained

- Respondents were highly educated with nearly three-quarters, or 74%, having earned an undergraduate or graduate/professional degree.
- Respondents averaged 15.57 years of education, with 15.74 years for Downtown residents.

Table 30: Highest Education Level Attained

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Less than high school completed	0.3%	0.4%	0.2%	0.2%	0.2%	0.2%	0.1%
High school or equivalent	8.6%	7.0%	8.6%	9.0%	7.2%	6.6%	6.2%
Trade school/community college (AA, AS, etc)	17.3%	14.4%	17.1%	18.6%	16.3%	15.7%	16.6%
Undergraduate/four-year college (BA or BS)	44.7%	45.5%	45.2%	44.1%	43.8%	45.3%	46.4%
Graduate or professional degree (e.g., MA/MS, MBA, PhD, JD, MD, etc.)	29.1%	32.6%	29.0%	28.1%	32.5%=	32.2%	30.6%
Net 4-Year College or Higher	**73.8%**	**78.1%**	**74.2%**	**72.2%**	**76.3%**	**77.5%**	**77.0%**
Median years in school:	**15.57**	**15.74**	**15.57**	**15.51**	**15.70**	**15.71**	**15.67**

Reported 2008 Household Income

- Overall, respondent households (with at least one wage earner) reported average household income of $95,800.
- About one-fifth, or 21%, earned more than $150,000.
- Those who attend sporting events in Downtown report the highest income at $105,100 and Downtown residents report household income of $96,200.

Table 31: Reported 2008 Household Income

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**9342**	**2874**	**5137**	**7184**	**1398**	**4327**	**2533**
Under $10,000	0.4%	0.7%	0.2%	0.2%	0.6%	0.2%	0.2%
$10,000 - $29,999	2.2%	3.4%	1.5%	2.0%	4.2%	2.0%	1.1%
$30,000 - $49,999	9.8%	9.1%	9.7%	9.8%	9.9%	9.8%	8.8%
$50,000 - $74,999	19.6%	19.4%	18.5%	19.6%	20.0%	18.1%	17.1%
$75,000 - $99,999	16.6%	17.4%	16.0%	16.4%	17.7%	16.3%	16.1%
$100,000 - $124,999	14.0%	15.4%	13.7%	13.7%	14.2%	14.3%	14.1%
$125,000 - $149,999	8.2%	9.1%	8.1%	7.9%	8.5%	8.9%	9.1%
$150,000 - $174,999	6.5%	6.7%	6.6%	6.6%	6.7%	7.0%	6.6%
$175,000 - $199,999	3.7%	3.6%	3.9%	3.8%	3.4%	4.2%	4.2%
$200,000 - $249,999	4.5%	4.3%	4.7%	4.6%	4.4%	4.7%	5.1%
$250,000 and up	6.0%	5.6%	6.8%	6.1%	5.9%	7.1%	10.2%
Net $150k	**20.7%**	**20.2%**	**22.0%**	**21.1%**	**20.40**	**23.0%**	**26.1%**
Prefer not to disclose	8.6%	5.3%	10.2%	9.2%	4.5%	7.4%	7.3%
Median ($US):	**$95,793**	**$96,233**	**$98,420**	**$95,915**	**$93,397**	**$99,823**	**$105,147**

Employment Status

- Overall, more than eight in 10, or 82%, are employed full-time, and 7% are self-employed.
- Respondents who only work in Downtown as well as those who live outside of Downtown are more likely to be employed full-time than other segments.
- Those who live and work in Downtown and Downtown residents are more likely to be self-employed than other segments.

Table 32: Employment Status

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Employed full-time	82.3%	67.4%	89.2%	91.1%	78.0%	79.8%	85.9%
Self-employed (and not a student)	7.1%	13.5%	4.2%	4.5%	13.4%	9.4%	6.2%
Student (with employment)	3.6%	6.1%	2.7%	2.3%	4.1%	3.7%	3.5%
Student (without employment)	2.2%	5.4%	0.7%	0.1%	0.3%	1.7%	1.5%
Part-time (and not a student)	1.8%	2.3%	1.6%	1.4%	2.1%	1.8%	1.0%
Currently seeking employment	1.3%	2.4%	0.8%	0.4%	0.9%	1.3%	0.8%
Retired	0.8%	1.4%	0.6%	0.1%	0.5%	1.3%	0.5%
Homemaker	0.4%	0.8%	0.1%	0.1%	0.3%	0.4%	0.3%
Not a student/not seeking employment	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%
Not employed	0.3%	0.8%	0.1%	0.1%	0.3%	0.4%	0.3%

- One-fourth, or 26%, are employed in business, professional, and technical services; 14% are in financial services and insurance, with 12% employed in government.
- Another 8% are in arts and entertainment, 6% are in architecture, and 5% each are in real estate and educational services, health care and social assistance.

Household Characteristics

- On average, a total of 2.3 persons reside in each participant's household.
- Two-fifths, or 40%, live with one other person and 25% live alone.
- People who live and work in Downtown indicated the smallest household size, averaging 1.8 people.
- The segment living outside of Downtown average the largest households with 2.5 people.

Table 33: Total Number of Residents in Household (including yourself)

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
One	24.6%	34.2%	19.8%	22.4%	36.0%	26.6%	21.9%
Two	39.7%	48.1%	36.7%	36.8%	43.8%	41.8%	38.6%
Three	15.2%	9.4%	17.8%	16.9%	10.0%	14.2%	16.8%
Four	12.1%	5.0%	15.7%	14.1%	6.0%	10.5%	13.9%
Five	8.5%	3.3%	10.1%	9.8%	4.1%	6.8%	8.8%
Mean:	**2.27**	**1.79**	**2.49**	**2.40**	**1.80**	**2.15**	**2.38**

Household Composition

- Overall, two-fifths, or 42%, of respondents are married/domestic partnered heterosexuals and 35% are single heterosexual adults.
- Another 5% are partnered GLBT, and 4% are single GLBT persons.
- More Downtown residents, 43% and also 43% who live + work Downtown are single.

Table 34: Household Composition

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Married/domestic partner/co-habiting heterosexuals (with or w/o children)	42.2%	33.1%	47.2%	44.6%	32.2%	40.6%	44.9%
Single heterosexual adult(s)	34.6%	42.6%	30.3%	32.7%	42.7%	34.8%	35.4%
Domestic partnered/cohabiting GLBT adult(s) (with or w/o children)	5.2%	7.7%	3.7%	4.4%	7.2%	6.0%	3.8%
Extended generational family group	5.0%	2.5%	6.5%	5.8%	3.9%	5.0%	4.7%
Single gay/lesbian/bisexual/transgender (GLBT) adult(s)	4.3%	6.2%	3.6%	3.7%	7.0%	5.7%	2.8%
Prefer not to disclose	5.0%	3.2%	5.2%	5.4%	3.0%	3.9%	4.7%

Number of Children Age Five and Under Living in Household

- More than three-fourths, or 78%, of respondents do not have children age five and under living in their household, while an additional 10% plan to start a family in the next few years.
- Also far more, 81% of Downtown residents do not have any children under age five.

Table 35: Number of Children Age Five and Under Living in Household

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
None now	78.0%	80.5%	77.5%	76.9%	80.5%	80.4%	76.0%
None now, but planning a family in the next few years	10.0%	13.1%	8.5%	9.2%	12.0%	9.9%	11.7%
1 child	7.7%	4.6%	9.0%	8.7%	5.3%	6.5%	7.8%
2 children	3.4%	1.3%	4.0%	4.1%	1.7%	2.5%	3.7%
3 children	0.9%	0.5%	1.0%	1.0%	0.5%	0.7%	0.8%
Median (excl. None):	**1.28**	**1.19**	**1.28**	**1.29**	**1.21**	**1.25**	**1.29**

When Your Child Reaches Kindergarten Age, What are Your Preferences for Your Child's Schooling?

- Of all respondents, 20% have children not yet in school. Close to 80% of them would prefer to send their children to school near their home, of which 46% prefer a public school, 27% prefer a private school, and 8% prefer a charter school.
- Downtown residents also have similar preference but by lower percentages.
- Of the Total, 13% of the Total prefers to send their children to a school near their place of employment, of which 6% prefer private, 4% prefer public, and 2% prefer a charter school.

Table 36: When Your Child Reaches Kindergarten Age, What are Your Preferences for Your Child's Schooling?

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Has children (0-5)	**1228**	**221**	**756**	**1028**	**112**	**459**	**334**
Send my child(ren) to public school where we reside	45.8%	33.0%	46.2%	47.7%	33.9%	42.5%	47.9%
Send my child(ren) to private school where we reside	26.5%	26.2%	27.8%	27.0%	30.4%	27.2%	26.3%
Send my child(ren) to a charter school where we reside	7.5%	14.0%	6.9%	6.7%	12.5%	8.7%	6.6%
Send my child(ren) to private school near where I am employed	6.4%	7.2%	7.4%	6.0%	7.1%	8.7%	9.6%
Send my child(ren) to public school near where I am employed	4.1%	4.1%	3.7%	3.6%	3.6%	4.1%	3.9%
Send my child(ren) to a charter school near where I am employed	2.4%	2.7%	2.4%	2.5%	2.7%	3.1%	2.1%
Home School my child(ren)	1.2%	2.7%	1.2%	1.0%	1.8%	0.9%	0.6%
Other	5.9%	10.0%	4.5%	5.4%	8.0%	4.8%	3.0%

When Their Child Reaches Kindergarten Age, What School Will Parents Likely Choose?

- Similar to what they prefer to do, when the child reaches school age, 82% of those with children not yet in school will likely choose to send their children to school near their home with 47% preferring a public school, 27% preferring a private school, and 7% preferring a charter school.
- Downtown residents with children under school age are more evenly split between a public and private school, 29% and 30% respectively, while twice as many, 14% versus 7% for the total, are likely to send their child to a charter school in Downtown.

Table 37: When Their Child Reaches Kindergarten Age, What School Will Parents Likely Choose?

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Has children (0-5)	**1228**	**221**	**756**	**1028**	**112**	**459**	**334**
Send my child(ren) to public school where we reside	47.3%	29.9%	49.1%	49.4%	30.4%	42.9%	47.9%
Send my child(ren) to private school where we reside	27.3%	29.4%	27.6%	27.2%	30.4%	29.0%	28.7%
Send my child(ren) to a charter school where we reside	7.2%	14.0%	6.3%	6.6%	14.3%	8.7%	6.0%
Send my child(ren) to private school near where I am employed	5.6%	7.7%	6.1%	5.2%	8.0%	7.0%	7.2%
Send my child(ren) to public school near where I am employed	4.3%	4.5%	3.8%	4.1%	5.4%	4.4%	3.9%
Send my child(ren) to a charter school near where I am employed	2.7%	2.7%	2.5%	2.7%	1.8%	3.3%	3.0%
Home School my child(ren)	1.0%	1.8%	1.1%	0.8%	0.9%	0.7%	0.6%
Other	4.5%	10.0%	3.3%	3.9%	8.9%	4.1%	2.7%
DK/No response	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%

Likelihood to Send Child to High-quality, Preschool/Day Care in Downtown

- Overall, nearly two-thirds, or 65%, are "very/somewhat likely" to send their children to a high-quality preschool day care in Downtown if it were available.
- Most respondents, or 87%, who live and work in Downtown and 86% of Downtown residents indicated they were "very/somewhat likely" to use quality day-care Downtown.
- In comparison, 64% of Downtown workers were "very/somewhat likely" to do so.

Table 38: Likelihood to Send Child to High-quality Preschool/Day Care Downtown

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Has children (0-5)	**1228**	**221**	**756**	**1028**	**112**	**459**	**334**
4 =Very likely	40.5%	67.9%	32.9%	38.9%	67.9%	44.7%	39.2%
3 = Somewhat likely	24.5%	18.1%	25.9%	24.8%	18.8%	27.2%	29.9%
Top 2: Very/Somewhat likely	**65.0%**	**86.0%**	**58.9%**	**63.7%**	**86.6%**	**71.9%**	**69.2%**
2 = Somewhat unlikely	7.3%	4.5%	8.3%	7.2%	4.5%	5.9%	6.0%
1 = Very unlikely	19.5%	3.6%	23.8%	21.8%	4.5%	14.6%	18.9%
DK/Not applicable	8.2%	5.9%	9.0%	7.3%	4.5%	7.6%	6.0%
Mean rating:	**2.94**	**3.60**	**2.75**	**2.87**	**3.57**	**3.10**	**2.95**

Number of Children Age Five to 13 Living in Household

The vast majority or 88% of respondents do not have any children from age five to 13 living in their household. There was 8% with one child and 4% with two or more children in this age category.

Table 39: Number of Children Age 5-13 Living in Household

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
None	87.6%	95.8%	84.6%	84.9%	94.1%	89.8%	86.2%
1 child	8.1%	3.0%	10.2%	9.9%	4.3%	6.7%	9.1%
2 children	3.5%	1.0%	4.3%	4.2%	1.4%	3.0%	3.7%
3 children	0.8%	0.2%	0.9%	0.9%	0.2%	0.6%	0.9%
Median (excl. None):	**1.27**	**1.20**	**1.25**	**1.26**	**1.19**	**1.27**	**1.26**

Likelihood of Sending Child to High-quality, Private K-12 School in Downtown

- Overall, just under one half, or 47%, were "very/somewhat likely" to send their children to a high-quality, private K-12 school in Downtown if it were available.
- Respondents who live and work in Downtown were the most likely to do so with 82% indicating they were "very/somewhat likely."
- Exactly one-third or 33% would be "very unlikely" to do so.

Table 40: Likelihood of Sending Child to High-quality Private K-12 School Downtown

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Has children (5-13)	**1272**	**146**	**833**	**1118**	**88**	**487**	**375**
4 =Very likely	23.3%	56.2%	18.2%	21.5%	54.5%	28.5%	27.2%
3 = Somewhat likely	23.4%	21.9%	23.6%	23.3%	27.3%	24.6%	25.9%
Top 2: Very/somewhat likely	**46.7%**	**78.1%**	**41.9%**	**44.7%**	**81.8%**	**53.2%**	**53.1%**
2 = Somewhat unlikely	11.6%	8.2%	12.2%	12.2%	6.8%	10.3%	10.9%
1 = Very unlikely	33.0%	6.8%	37.5%	34.9%	5.7%	28.7%	28.8%
DK/Not applicable	8.6%	6.8%	8.4%	8.2%	5.7%	7.8%	7.2%
Mean rating:	**2.40**	**3.37**	**2.25**	**2.34**	**3.39**	**2.57**	**2.55**

Region of Current Residence

- Not surprisingly, almost all, or 99%, reside in Southern California.

Table 41: Region of Current Residence

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Southern California	98.6%	99.7%	98.3%	98.5%	99.6%	98.8%	98.8%
Central California	0.8%	0.0%	1.2%	1.1%	0.0%	0.6%	0.8%
Northern California	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
Other US	0.4%	0.0%	0.4%	0.3%	0.4%	0.4%	0.3%

Own or Rent Current Primary Residence

- Nearly one half, or 46%, own a house or condo, and 46% rent an apartment or condo.
- Two-thirds, or 66%, of those who live in Downtown are renters while 30% own, compared to 54% of those who live outside of Downtown are homeowners and 37% rent.

Table 42: Own or Rent Current Primary Residence

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Own house or condo	45.5%	30.1%	53.5%	49.7%	28.6%	46.1%	47.7%
Rent an apartment	41.3%	59.5%	32.0%	36.7%	60.0%	41.5%	38.2%
Rent a condo owned by someone else	5.3%	6.1%	4.8%	5.2%	6.6%	5.3%	6.1%
Other arrangement	4.3%	1.9%	5.3%	4.7%	2.1%	3.7%	4.2%
Owned by someone else; not paying rent	3.1%	1.4%	4.1%	3.3%	1.9%	2.9%	3.4%
Company/school-provided (may or may not pay rent)	0.5%	1.0%	0.2%	0.4%	0.8%	0.5%	0.5%

Tenure at Current Residence

- On average, individuals have lived in their current residence for 3.9 years.
- Downtown residents have lived in their place of residence for 2.3 years compared to 4.8 years for non-Downtown residents, indicating the relatively shorter residence periods among Downtowners.

Table 43: Tenure at Current Residence

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
1 year	20.6%	35.9%	12.9%	16.3%	31.4%	19.1%	20.0%
2 years	16.5%	26.0%	11.7%	14.1%	24.2%	15.9%	16.2%
3-4 years	19.2%	21.6%	17.7%	19.0%	22.6%	19.6%	20.6%
5-6 years	22.1%	10.1%	27.9%	25.1%	12.2%	22.4%	22.1%
7 years	21.6%	6.5%	29.8%	25.5%	9.6%	22.9%	21.1%
Mean (years)	**3.93**	**2.30**	**4.83**	**4.38**	**2.63**	**4.06**	**3.93**

Residence as Office or Studio

- Close to three-fourths, or 74%, do not use their residence as an office or studio while 18% use it as their secondary office or studio and 8% use it as their primary office or studio.
- Not surprisingly, this is slightly higher for Downtown residents at 20%.

Table 44: Residence as Office or Studio

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
No	73.9%	65.2%	77.0%	77.3%	66.3%	67.7%	72.7%
As secondary office/studio	18.2%	20.3%	18.2%	17.4%	19.7%	22.4%	20.8%
As primary office/studio	7.9%	14.5%	4.8%	5.3%	14.0%	9.9%	6.5%

Pet Ownership

- Overall, more than one half, or 53%, do not own any pet while 30% own dogs, 20% own cats, and 7% own another type of animal.
- Both Downtown and non-Downtown residents are more likely to be dog owners, and secondarily cat owners.

Table 45: Pet Ownership

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10243**	**3454**	**5414**	**7409**	**1494**	**4754**	**2722**
Dogs	29.9%	24.3%	32.6%	32.0%	26.6%	30.5%	33.8%
Cats	19.9%	16.4%	22.5%	20.0%	15.7%	21.9%	18.9%
Other	6.9%	4.6%	8.2%	7.5%	5.6%	7.2%	7.7%
None	52.8%	60.3%	48.5%	50.9%	58.8%	50.4%	50.4%

Grocery

Where Groceries are Purchased

- Respondents purchase their groceries in various places, with 80% purchasing at chain supermarkets, 70% at specialty grocers such as Trader Joe's or Whole Foods, and 33% at farmers' markets.
- More non-Downtown residents purchase their groceries at specialty grocers and farmers' markets, compared to the total sample and to Downtown residents, who are more likely to frequent independent grocers/convenience stores and online/deliver services and less likely to shop at specialty grocers.
- The fact that there are essentially no specialty grocers in Downtown may be impacting Downtown residents' grocery store choices.

Table 46: Where Groceries are Purchased

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Chain supermarket (e.g., Ralphs, Vons, etc.)	79.5%	79.7%	79.7%	80.3%	80.3%	77.1%	81.0%
Specialty grocer (e.g., Trader Joe's, Whole Foods, etc)	69.7%	67.4%	72.7%	70.4%	69.2%	77.6%	74.8%
Farmers' markets	32.9%	32.1%	34.7%	34.2%	35.9%	41.3%	37.6%
Independent grocer / convenience store	14.6%	15.9%	14.2%	14.6%	17.8%	17.2%	16.4%
Online/delivery	2.4%	3.8%	1.8%	2.2%	3.9%	3.2%	3.2%
You don't buy or others in household buy groceries	0.7%	0.4%	0.9%	0.8%	0.6%	0.7%	0.5%
Other place not listed	4.8%	4.1%	5.0%	4.9%	4.0%	4.1%	4.3%

Travel Distance to Purchase Groceries

- On average, people purchase their groceries within 2.4 miles of their primary residence, with 53% traveling less than two miles for groceries.
- Downtown residents travel the farthest, an average of 2.6 miles, and 27% tend to travel more than five miles for groceries.
- In contrast, non-Downtown residents travel the least, an average of 2.3 miles; 55% travel less than two miles while just under 10% travel more than five miles for groceries.

Table 47: Travel Distance to Purchase Groceries

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Within 2 miles	52.6%	48.8%	55.0%	53.9%	49.9%	51.3%	53.5%
3–5 miles	31.1%	23.5%	34.8%	33.2%	24.7%	31.9%	31.1%
Over 5 miles	15.6%	26.8%	9.7%	12.5%	24.7%	16.3%	15.0%
Don't travel for groceries/Other	0.6%	1.0%	0.4%	0.5%	0.7%	0.6%	0.4%
Median distance (miles)	**2.36**	**2.60**	**2.26**	**2.31**	**2.49**	**2.42**	**2.32**

Weekly Amount Spent on Groceries

- Respondent households spend $102.70 (median) weekly on groceries.
- Downtown residents spend the least at $99.30 median per household, while non-Downtown residents spend more, averaging $104.70, comparable to Downtown employees and those who attend theater and arts events Downtown (segments mainly comprised of non-Downtown residents).
- Those who attend Downtown sports events tend to spend the most with an average of $107.00.

Table 48: Weekly Amount Spent on Groceries

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Under $20	0.9%	1.0%	0.9%	0.8%	0.7%	0.7%	0.7%
$20-$39	5.7%	5.7%	5.9%	5.3%	5.2%	5.1%	4.5%
$40-$59	12.6%	14.1%	12.0%	11.6%	12.5%	12.1%	10.2%
$60-$79	14.4%	15.4%	13.3%	14.0%	15.3%	14.2%	14.5%
$80-$99	13.1%	13.5%	12.7%	13.1%	13.5%	13.1%	13.0%
$100-$124	21.7%	20.7%	21.9%	22.5%	22.2%	21.4%	22.8%
$125–$149	12.2%	11.2%	12.7%	12.7%	11.9%	13.1%	12.4%
$150-$174	8.3%	8.0%	8.5%	8.6%	8.6%	8.8%	8.9%
$175–$199	3.8%	4.1%	3.9%	4.0%	4.5%	3.8%	4.1%
$200	6.2%	5.4%	6.8%	6.4%	5.0%	6.8%	8.3%
N/A	1.1%	0.8%	1.4%	1.0%	0.6%	1.0%	0.7%
Median:*	**$102.70**	**$99.30**	**$104.70**	**$104.80**	**$102.20**	**$104.60**	**$107.00**

** Median is the point at which one half are lower and one half are higher.*

Other Grocers Wanted in Downtown

- In 2007, a Ralphs Fresh Fare supermarket opened in Downtown. Respondents were asked about other chains they would like developed in Downtown.
- Overall, 87% indicated they would like a Trader Joe's located in Downtown, and 59% named Whole Foods.
- As well, most Downtown residents also named Trader Joe's (89%), as well as Whole Foods (69%).
- Also mentioned, by 19% each, are a specialty gourmet store and Vons/Pavilions, while 18% each want Bristol Farms and Gelson's, and 12% would like to see an Albertsons.

Table 49: Other Grocers Wanted Downtown

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Trader Joe's	86.6%	89.3%	85.8%	86.0%	89.2%	90.2%	89.0%
Whole Foods	59.1%	68.7%	54.7%	56.8%	66.9%	63.7%	63.5%
Vons/Pavilions	20.3%	19.1%	21.0%	20.5%	18.6%	20.0%	21.6%
Bristol Farms	18.1%	17.8%	19.4%	18.2%	17.9%	20.5%	23.3%
Gelson's	16.4%	17.5%	16.4%	16.1%	17.8%	18.9%	20.2%
Specialty/gourmet	15.3%	19.2%	14.1%	14.0%	18.4%	18.6%	16.9%
Albertsons	13.7%	12.1%	13.8%	14.2%	12.7%	11.4%	14.2%
Food4Less	9.6%	9.0%	9.2%	9.9%	9.9%	8.4%	9.0%
another Ralphs	4.3%	5.2%	3.9%	4.0%	5.2%	4.1%	4.9%
Other	7.2%	8.1%	6.9%	6.9%	7.7%	8.0%	7.1%
None/NA/No opinion	2.9%	1.5%	3.7%	3.3%	1.8%	1.9%	2.0%

Dining Out

Eat Lunch at Downtown Restaurant at Least Once Monthly

- 96% eat lunch at a Downtown restaurant at least once a month.
- These percentages were relatively comparable across all groups although statistically fewer Downtown residents eat lunch out, 95%, while slightly more employees, 98%, do so.

Table 50: Eat Lunch in Downtown Restaurant At Least Once Monthly

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Yes	96.3%	94.9%	96.9%	98.4%	97.7%	97.1%	97.9%
No	3.7%	5.1%	3.1%	1.6%	2.3%	2.9%	2.1%

Frequency Eating Lunch in Downtown Monthly by Restaurant Price/Style Category

- On average, people who eat lunch at Downtown restaurants tend to eat at a casual or fast food restaurant 3.9 times monthly, followed by 2.1 times for a mid-priced ($10-25/meal) restaurant, and 0.7 times monthly at a high-end ($25/meal) restaurant.
- Downtown residents who do eat lunch out, eat at mid-priced and high-end restaurants more frequently at 2.6 times and 0.8 times, respectively compared to the Total sample.
- Non-Downtown residents eat lunch at casual or fast food outlets about 4.5 times.
- People who live and work Downtown and those attending Downtown sporting events tend to eat at each of the three restaurant types more frequently.

Table 51: Frequency Eating Lunch Downtown Monthly by Restaurant Price/Style Category

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Minimum Base: Lunch at DNTN restaurants	9767	3273	5186	7272	1457	4567	2638
Casual or fast food outlets (under $10/meal)	3.93	3.33	4.52	5.15	4.46	3.81	4.47
Mid-priced restaurants ($10- $25/meal)	2.13	2.55	1.92	2.20	3.01	2.35	2.65
High-end restaurants ($25/meal)	0.69	0.81	0.65	0.69	0.89	0.77	0.86

Amount Spent Per Person at Lunch at Downtown Restaurants

- When eating lunch at a Downtown restaurant, each respondent spent $13.19 (median) per meal.
- Downtown residents spent the most, $14.75 compared to non-Downtown residents who spend the least, $12.33 (median).
- Approximately 36% each of Non-Downtown residents and those who only work in Downtown are more likely to spend under $10 for lunch compared to 20% of Downtown residents.

Table 52: Amount Spent Per Person at Lunch in Downtown Restaurants (includes tax & tip)

Spending Level	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Lunch at DNTN restaurants	9771	3273	5189	7276	1457	4567	2638
Under $10	30.7%	19.7%	36.2%	35.6%	24.2%	25.1%	23.3%
$10-$19	52.3%	57.7%	49.0%	50.6%	57.3%	54.7%	55.5%
$20-$29	13.4%	17.4%	11.9%	10.9%	13.9%	15.7%	16.1%
$30-$49	3.0%	4.2%	2.5%	2.3%	3.4%	3.8%	4.2%
$50-$99	0.6%	1.0%	0.5%	0.5%	1.2%	0.7%	0.9%
$100	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Median:	$13.19	$14.75	$12.33	$12.34	$14.01	$14.05	$14.32

Issues Encountered When Eating Lunch at Downtown Restaurants

- Some who eat lunch in Downtown restaurants have encountered specific issues, with 43% perceiving the restaurant selection as too limited, 36% indicating parking is not available or inconvenient, and 32% indicating parking was too expensive.
- Still another 29% want more selections of various cuisines, 24% have encountered the homeless or panhandlers, and 20% perceive restaurants as too expensive.
- Slightly more than one-fourth, or 26%, had no issues or that the restaurants met their needs.
- Downtown residents and those who live and work in Downtown cite limited restaurant selection and the availability/convenience and cost of parking more frequently.

Table 53: Issues Encountered When Eating Lunch at Downtown Restaurants

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Lunch at DNTN restaurants	9771	3273	5189	7276	1457	4567	2638
Restaurant selection too limited	42.8%	44.9%	41.9%	43.9%	46.7%	42.4%	46.2%
Parking unavailable/inconvenient	36.0%	42.2%	33.2%	32.8%	40.6%	38.9%	40.8%
Parking costs too much	31.7%	34.9%	30.1%	30.0%	35.4%	34.0%	34.5%
Cuisine selection offered in Downtown is too limited/want more choices per person	28.7%	29.3%	28.4%	30.2%	30.6%	29.3%	31.6%
No issues/meets your needs	26.2%	24.0%	27.5%	26.7%	24.4%	26.1%	24.6%
Homeless/panhandling	23.8%	27.2%	22.1%	22.8%	26.4%	23.9%	25.3%
Restaurants are too expensive	20.1%	16.7%	21.6%	22.1%	18.5%	18.4%	18.9%
Inconvenient locations	17.5%	17.7%	17.3%	17.7%	18.1%	17.8%	18.9%
Poor/inferior food quality	7.1%	6.3%	7.3%	7.8%	7.2%	7.6%	6.2%
Poor/inferior service	6.2%	6.6%	5.8%	6.4%	7.5%	7.0%	6.6%
Other	3.3%	3.8%	3.1%	3.3%	4.0%	3.3%	3.1%

Percentage of People Who Eat Dinner at Downtown Restaurants at Least Once Monthly

- The majority, or 83%, of respondents eats dinner at a Downtown restaurant at least once a month.
- More Downtown residents, or 96%, eat dinner at Downtown restaurants compared to 79% of non-Downtown residents.
- Similarly, most, or 95%, who live and work in Downtown also eat dinner at least once monthly in a Downtown restaurant.

Table 54: Percentage of People Who Eat Dinner at Downtown Restaurant At Least Once Monthly

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Yes	83.3%	95.7%	79.0%	79.7%	95.1%	92.6%	92.9%
No	16.7%	4.3%	21.0%	20.3%	4.9%	7.4%	7.1%

Frequency of Eating Dinner in Downtown Monthly by Restaurant Price/Style Category

- On average, those who dine out at Downtown restaurants average slightly more than once monthly at casual or fast food outlets (under $20/meal), once monthly at mid-priced ($20-$39/meal) restaurants, and just under once monthly at high-end ($40/meal) restaurants.
- Downtown residents average more times per month eating dinner out in all types of Downtown restaurants versus the Total sample or other segments. They casual/fast food restaurants, 2.7 times monthly than the Total, at mid-priced restaurants 1.9 times, and at high-end restaurants 0.9 times.
- People who only work in Downtown frequent restaurants for dinner less often than any other segment.

Table 55: Frequency of Eating Dinner Downtown Monthly by Restaurant Price/Style Category

Average Times Per Month Respondent Ate Dinner Out in Dntn	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Minimum Base: Dines at DNTN restaurant	8448	3300	4228	5894	1419	4355	2504
Casual or fast food outlets (under $20/meal)	1.19	2.65	0.78	0.94	2.76	1.31	1.36
Mid-priced ($20 -$39/meal) restaurants	0.98	1.94	0.83	0.91	2.00	1.17	1.27
High-end ($40/meal) restaurants	0.69	0.87	0.61	0.65	0.88	0.74	0.79

Amount Spent Per Person at Dinner in Downtown Restaurants

- Respondents who dine out at Downtown restaurants spend an average of $26.74 per person.
- Less than two-fifths, or 37%, spend in the $20-$29 range followed by 28% who spend $30-$49, and 20% who spend $10-$19.
- Those who live and work in Downtown and Downtown residents spend slightly more at $27.39 and $27.13, respectively, while those who just work in Downtown spent the least at $26.69.
- The most is spent by people attending sports events and individuals attending Downtown theater performances or arts events at $28.94 and $28.28, respectively.

Table 56: Amount Spent Per Person at Dinner in Downtown Restaurants (includes tax & tip)

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	10149	3450	5354	7397	1492	4704	2695
Under $10	3.1%	2.3%	3.0%	3.0%	1.8%	1.6%	1.7%
$10-$19	20.1%	18.5%	20.2%	20.7%	18.8%	16.4%	14.5%
$20-$29	37.0%	38.3%	36.2%	36.5%	37.2%	36.4%	35.8%
$30-$49	27.9%	28.6%	28.4%	28.0%	29.0%	31.6%	32.4%
$50-$100	10.8%	11.4%	10.9%	10.7%	12.2%	12.6%	13.9%
$100-149	0.9%	0.8%	1.1%	0.9%	0.8%	1.0%	1.4%
$150	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%
DK/No response	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Median (mid-point):	26.74	27.13	26.91	26.69	27.39	28.28	28.94

Issues Encountered When Eating Dinner at Downtown Restaurants

- At least one-third of people dining at Downtown restaurants raised the following issues: 37% each cited restaurant selection and parking availability, and 33% each said parking is too costly or restaurants have inconvenient hours.
- The main issues encountered by Downtown residents included limited restaurant selection (47%), inconvenient hours (45%), and limited or inaccessible parking (40%), but were slightly less concerned about parking costs, 32% versus 33% of the Total.
- Overall, 27% encountered no issues when dining at Downtown restaurants.

Table 57: Issues Encountered When Eating Dinner at Downtown Restaurants

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Dines at DNTN restaurants	**8450**	**3300**	**4230**	**5895**	**1419**	**4355**	**2504**
Restaurant selection is limited	37.4%	47.1%	31.3%	35.7%	48.1%	38.4%	39.6%
Parking limited or inaccessible	37.4%	39.6%	35.9%	35.5%	37.7%	38.2%	39.1%
Parking costs too much	33.3%	31.7%	34.2%	33.2%	32.1%	34.5%	34.6%
Inconvenient hours (e.g., close too early or closed on weekends)	32.5%	45.4%	24.5%	29.2%	45.7%	35.5%	33.7%
No issues/meets your needs	27.2%	20.2%	32.0%	29.3%	20.9%	26.5%	26.9%
Cuisine selection offered in Downtown is too limited/want more choices	23.5%	30.6%	19.2%	22.7%	32.0%	24.7%	25.5%
Homeless/panhandling	22.4%	25.8%	20.0%	21.1%	25.0%	22.1%	23.0%
Restaurants are too expensive	17.1%	19.4%	15.2%	17.2%	19.9%	16.6%	15.6%
Inconvenient locations	16.4%	18.6%	15.2%	16.1%	19.3%	16.1%	17.8%
Poor/inferior service	4.2%	5.7%	3.2%	4.1%	6.4%	5.1%	4.2%
Poor/inferior food quality	4.1%	5.5%	3.2%	4.0%	6.3%	4.6%	3.9%
Other	2.5%	2.7%	2.2%	2.5%	2.6%	2.3%	2.4%

Desired Types of Retailers and Restaurant/Hospitality Services in Downtown

This question was asked first in general regarding the types of retailers respondents would like to see be developed in Downtown. Once indicating the types, the next question asked for specific retail brand or chain preferred by who specified a specific type of retailer.

- Overall, two-thirds, or 67%, would like to see a discount department store in Downtown (such as Target or K-Mart) and 65% would like mid-level restaurants.
- Another 59% would like movie theaters, 57% want book/music/video stores, 53% want electronics stores (such as Best Buy or Apple store), 51% want fashion/clothing stores (such as Gap or Banana Republic), and 50% want mid-market department stores (such as Nordstrom or Macy's).
- Most Downtown residents, or 78%, want movie theaters, 74% mentioned mid-level restaurants, 70% cited discount department stores, and 63% each want electronics and book/music/video stores.

Table 58: Desired Types of Retailers and Restaurant/Hospitality Services in Downtown

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Discount department stores (e.g., Target, Kmart, etc)	67.0%	69.8%	64.7%	67.8%	70.5%	64.9%	66.6%
Restaurants (mid-level)	65.2%	73.8%	62.2%	62.4%	72.3%	70.5%	71.9%
Movie theaters	58.9%	77.7%	50.3%	53.3%	76.8%	66.2%	66.4%
Book/music/video stores (e.g., Borders, Virgin Records)	56.9%	63.2%	55.5%	54.4%	60.3%	64.3%	59.6%
Electronics (e.g., Best Buy, Apple Store, etc)	52.8%	63.3%	48.3%	51.0%	63.5%	54.8%	60.0%
Fashion/clothing (e.g., Gap, Banana Republic, etc)	50.6%	57.9%	47.6%	49.2%	58.0%	53.0%	57.1%
Mid-market department stores (e.g., Nordstrom, Macy's, etc)	50.0%	52.6%	49.8%	49.1%	52.3%	53.0%	56.8%
Home furnishings (e.g., Crate & Barrel, Williams-Sonoma, Bed Bath & Beyond, etc)	48.6%	59.9%	43.9%	46.1%	59.3%	53.3%	54.0%
Coffee shops/cafes	45.9%	54.3%	43.1%	41.8%	50.6%	52.8%	48.5%
Bars/lounges	41.5%	52.7%	36.9%	37.6%	50.9%	46.9%	55.2%
Personal services (e.g., dry cleaning, shoe repair, hair salon, etc)	36.2%	45.4%	32.2%	34.3%	44.4%	40.8%	41.9%
Convenience stores (open late or 24 hours, e.g., 7-Eleven)	34.0%	43.7%	29.5%	31.2%	42.3%	35.7%	38.3%
Nightclubs/dance clubs	30.5%	39.0%	26.8%	27.7%	39.4%	34.6%	41.2%
High-end department stores (e.g., Saks, Bloomingdale's)	30.5%	41.3%	25.4%	27.3%	40.3%	34.8%	36.2%
Restaurants (high-end)	27.8%	36.7%	23.9%	24.8%	36.0%	32.8%	37.0%
Health spas/gyms	27.7%	31.4%	26.3%	25.9%	29.3%	29.7%	34.4%
Restaurants (fast food)	26.3%	27.6%	25.3%	26.3%	27.1%	24.4%	28.1%
Video rental (e.g., Blockbuster Video)	19.5%	32.6%	12.9%	16.2%	32.2%	20.3%	22.7%
Veterinary clinics and animal services (e.g., Petco, pet hotel)	17.8%	30.9%	11.6%	14.2%	31.0%	21.3%	19.9%
Other	8.5%	10.4%	7.9%	8.1%	11.4%	10.2%	7.9%
None	1.3%	0.5%	1.6%	1.3%	0.4%	0.6%	0.5%

Overall Top 15 Retail Brands Would Like to See in Downtown – All Respondents

The brands/chains listed below are the overall responses for anyone indicating some type of additional retail or service for Downtown.

- Overall, the specific brands mentioned included Target (50%), Best Buy and Nordstrom (27%) each, and Borders Bookstore (24%).
- Downtown residents are more likely, than any other segment in the survey, to want to see Target (55%), Best Buy (33%), Nordstrom (31%), Borders Bookstore (27%), Apple Store (24%), Barnes and Noble (21%), and Bed Bath & Beyond and Crate & Barrel (20% each).

Table 59: Overall Top 15 Retail Brands Would Like to See in Downtown – All Respondents

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Valid Base: Respondents	**9982**	**3421**	**5245**	**7270**	**1480**	**4652**	**2680**
Target	49.6%	54.7%	46.7%	49.8%	54.5%	49.1%	49.9%
Best Buy	27.3%	33.4%	24.5%	26.8%	34.4%	27.0%	31.9%
Nordstrom	26.5%	30.8%	25.3%	25.5%	29.3%	28.6%	31.4%
Borders Bookstore	24.1%	26.8%	23.5%	23.4%	26.4%	26.6%	25.6%
Barnes and Noble	16.8%	20.7%	15.2%	15.5%	18.0%	18.7%	16.8%
Apple Store	16.1%	23.6%	12.8%	13.3%	19.6%	18.5%	18.1%
Crate and Barrel	15.6%	20.1%	13.6%	14.5%	19.3%	18.1%	17.4%
Bed Bath and Beyond	14.9%	20.3%	12.1%	13.9%	19.9%	15.0%	15.9%
Banana Republic	14.0%	17.0%	12.7%	13.7%	17.3%	14.9%	17.6%
Bloomingdale's	12.5%	17.0%	10.3%	11.4%	16.7%	13.6%	14.7%
Gap	12.4%	12.8%	12.1%	12.6%	13.4%	13.0%	13.8%
AMC Theater	12.4%	14.0%	11.1%	11.8%	13.2%	12.0%	14.0%
7 Eleven	12.1%	14.2%	11.0%	11.7%	13.9%	12.1%	13.1%
Blockbuster	9.5%	17.1%	5.7%	7.8%	16.4%	9.4%	11.6%
Macy's	7.2%	6.1%	8.1%	7.1%	6.0%	8.1%	7.8%

Specific Brand Wanted by Those Specifying that Type

Respondents then indicated the brand of retailer for each type specified above. The top brands for each category are shown following the narrative for that type.

High-End Department Store Brand Desired

- Downtown residents requested Bloomingdale's the most (39%), followed by Saks (20%), while Neiman Marcus and Barney's New York (10%) each are equally desired.

Table 60: High-End Department Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**3095**	**1426**	**1358**	**2016**
Bloomingdale's	38.4%	39.0%	38.1%	39.3%
Saks	17.0%	19.5%	15.5%	16.4%
Neiman Marcus	8.2%	10.4%	6.4%	7.1%
Barney's New York	6.3%	9.6%	3.8%	4.6%

Mid-Level Department Store Brand Desired

- Most named were Nordstrom (51%) and Macy's (14%).
- More Downtown residents, or 56%, request Nordstrom, and Macy's (12%), while 49% of non-Downtown residents requested Nordstrom, with 16% saying Macy's.

Table 61: Mid-Level Department Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**5070**	**1816**	**2667**	**3634**
Nordstrom	50.7%	56.2%	48.6%	49.7%
Macy's	14.1%	11.5%	15.9%	14.1%
JC Penney	2.0%	1.3%	2.4%	2.2%

Discount Department Store Brand Desired

- Most requested was Target (73%), with just 7% naming Wal-Mart.
- More Downtown residents want Target, 77% versus 70% of non-Downtown residents, still a large majority.

Table 62: Discount Department Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**6798**	**2407**	**3465**	**5016**
Target	72.6%	77.4%	70.4%	71.9%
Wal-Mart	7.3%	6.6%	7.4%	7.8%
Kmart	2.9%	2.6%	2.7%	3.1%

Fashion Store Brand Desired

- Most requested fashion stores were Banana Republic (27%) and the Gap (24%).
- More Downtown residents named Banana Republic, H&M, Forever 21, and Anthropologie than non-Downtown residents.

Table 63: Fashion Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**5140**	**1997**	**2551**	**3636**
Banana Republic	27.2%	29.0%	26.0%	27.4%
Gap	24.0%	21.9%	24.9%	25.2%
H&M	7.2%	9.8%	5.7%	5.8%
Forever 21	4.4%	6.0%	3.4%	4.1%

Home Furnishing Store Brand Desired

Most cited were Crate & Barrel (31%), Bed Bath & Beyond (30%), and Williams-Sonoma (14%). Downtown residents clearly preferred Bed Bath & Beyond (34%) and Crate & Barrel (33%).

Table 64: Home Furnishing Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**4935**	**2066**	**2350**	**3410**
Crate and Barrel	31.4%	33.2%	30.4%	30.9%
Bed Bath & Beyond	30.0%	33.5%	27.0%	29.6%
Williams-Sonoma	14.0%	12.6%	15.7%	14.5%
Pottery Barn	5.6%	5.4%	5.9%	5.4%

Electronics Store Brand Desired

Most indicated were Best Buy (51%) and Apple Store (30%). More Downtown residents mentioned an Apple Store at 37%, compared to 26% of non-Downtown residents.

Table 65: Electronics Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**5362**	**2183**	**2587**	**3769**
Best Buy	50.8%	52.1%	49.6%	51.6%
Apple Store	30.0%	37.0%	25.9%	25.7%
Fry's	5.0%	4.5%	5.6%	5.0%

Convenience Store Brand Desired

7-Eleven was most requested, by 35% of the Total and also the preference among all segments.

Table 66: Convenience Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**3446**	**1506**	**1577**	**2309**
7-Eleven	35.1%	32.3%	36.4%	36.8%
Famima	4.1%	5.0%	3.9%	3.8%
CVS Pharmacy	2.3%	2.1%	2.3%	2.3%

Book/Music/Video Store Desired

Most mentioned were Borders (42%) and Barnes and Noble (29%). More Downtown residents (32%) preferred Barnes and Noble, versus 27% of non-Downtowners.

Table 67: Book/Music/Video Store Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**5772**	**2179**	**2972**	**4026**
Borders Bookstore	41.6%	42.0%	41.3%	42.1%
Barnes and Noble	29.0%	32.4%	26.8%	28.0%
Virgin Mega Store	7.2%	7.8%	6.7%	7.2%

Video Rental Store Brand Desired

Most frequently requested was Blockbuster by 48% of all respondents and 52% of Downtown residents.

Table 68: Video Rental Store Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**1976**	**1123**	**692**	**1202**
Blockbuster	47.9%	52.2%	43.4%	46.8%
Hollywood Video	9.2%	8.5%	10.3%	9.5%

Personal Services Brand Desired

Most requested were dry cleaners/tailors and personal care (e.g., barber shop, beauty salon) by 19% and shoe repair by 8%. Not surprisingly, more Downtown residents requested dry cleaners/tailors by 23% compared to 16% of non-Downtown residents.

Table 69: Personal Services Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**3673**	**1567**	**1722**	**2536**
Dry Cleaner (Green Dry Cleaner)/Tailor	18.8%	22.5%	16.3%	18.5%
Personal Care (Barber Shop/Beauty Salon/Nail Spa)	18.7%	18.2%	18.9%	19.1%
Shoe Repair Services	7.9%	7.7%	8.0%	8.2%

Health Spa/Gym Brand Desired

- Most mentioned were 24-Hour Fitness (11%), Burke Williams (day spa) (7%), L.A. Fitness (6%), Equinox (5%) and Bally's Total Fitness (3%).
- Downtown residents preferred Burke Williams (9%) and 24-Hour Fitness (8%).

Table 70: Health Spa/Gym Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**2814**	**1083**	**1408**	**1918**
24-Hour Fitness	10.6%	8.0%	11.7%	11.3%
Burke Williams (More Day Spas)	7.4%	9.0%	6.3%	6.8%
L.A. Fitness	5.7%	4.2%	6.4%	5.7%
Equinox	4.9%	5.8%	4.6%	4.6%

Bars/Lounges

Only 6% of all respondents indicated they wanted more bars/sports bars/lounges and 81% did not know the specific type they wanted.

Nightclubs/Dance Clubs

11% wanted more bars/sports bars/lounges/nightclubs and 83% did not know the specific types they wanted.

High-End Restaurants

Most, or 80%, did not name a specific brand of they wanted, but 1% did mention the Cheesecake Factory.

Mid-Level Restaurant Brand Desired

While 66% did not specify a brand, 10% named The Cheesecake Factory.

Table 71: Mid-Level Restaurant Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**6616**	**2545**	**3330**	**4616**
The Cheesecake Factory	9.5%	8.4%	9.7%	10.3%
Chili's	2.7%	2.9%	2.6%	2.9%
Olive Garden	2.4%	2.2%	2.5%	2.6%
P.F. Chang's	2.2%	2.6%	2.0%	2.3%

Fast Food Restaurant Brand Desired

10% mentioned In-N-Out Burger, 5% said Taco Bell and 4% each named Jack in the Box and Wendy's.

Table 72: Fast Food Restaurant Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**2668**	**953**	**1352**	**1946**
In-N-Out Burger	10.0%	10.8%	9.1%	10.1%
Taco Bell	5.3%	5.5%	5.5%	5.5%
Jack in the Box	4.2%	2.8%	4.9%	4.2%
Wendy's	3.5%	3.9%	2.9%	3.4%
Chipotle	3.4%	4.0%	3.1%	3.3%

Coffee Shops Brand Desired

Although 70% did not specify a brand, those who mentioned a brand wanted Starbucks and Coffee Bean & Tea Leaf (5% each) and Peet's Coffee & Tea (4%).

Table 73: Coffee Shop Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**4658**	**1873**	**2306**	**3090**
Starbucks	4.9%	5.2%	4.2%	4.2%
Coffee Bean and Tea Leaf	4.6%	4.9%	4.5%	4.4%
Peet's Coffee & Tea	4.3%	4.3%	4.4%	4.3%

Movie Theater Brand Desired

Of those who mentioned a brand, 21% wanted AMC Theater, 8% said ArcLight and 5% mentioned Pacific Theater.

- More Downtown residents, or 18%, said AMC Theater and 10% named ArcLight.

Table 74: Movie Theater Brand Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**5975**	**2679**	**2691**	**3943**
AMC Theater	20.6%	17.8%	21.6%	21.8%
ArcLight	7.6%	9.5%	6.0%	6.2%
Pacific Theaters	5.4%	4.7%	6.2%	5.8%
Edwards	3.7%	2.8%	4.1%	4.3%

Animal and Veterinary Brands Desired

PETCO was named by 26%, 24-hour Vet/Pet ER by 12%, and PetSmart by 11%.

Table 75: Animal and Veterinary Brands Desired

	Total	Primary Residence		Employed Dntn (only)
		Dntn	Non-Dntn	
Full Base: desiring this type	**1804**	**1067**	**619**	**1053**
PETCO	25.7%	26.0%	24.1%	26.9%
24-hour Vet/Pet ER	11.7%	15.5%	6.0%	10.3%
PetSmart	10.5%	9.0%	12.8%	12.0%

Activities & Special Events Attendance

Average Number of Times Attend Downtown Activities Annually

- On average, respondents attend Downtown live music, theater place, opera, or dance 2.5 times annually, followed by art museums or galleries 2.4 times, live professional sports events 1.6 times, and live collegiate sports events 0.4 times.
- Not surprisingly, Downtown residents and those who live and work Downtown frequent these activities more often and they tend to visit art museums or galleries most often at 3.6 and 3.5 times, respectively.

Table 76: Average Number of Times Attend Downtown Activities Annually

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	10149	3450	5354	7397	1492	4704	2695
Live music, theater plays, opera or dance	2.48	3.05	2.29	2.32	3.21	3.90	3.06
Art museums or galleries	2.43	3.62	2.05	2.11	3.51	3.80	2.87
Live professional sports events	1.56	1.73	1.49	1.59	1.96	1.85	4.37
Live collegiate sports events	0.37	0.40	0.36	0.37	0.40	0.39	1.29

Downtown Special Events Attended in Past Two Years

- Overall, nearly 74% report having attended at least one of the listed Downtown special events.
- Overall, 30% attended Pershing Square "Downtown on Ice", Art Walk (2nd Thursday night monthly) by 28%, Grand Performances (summer series) by 25%, and Pershing Square Summer Concerts by 22%.
- Not surprisingly, more Downtown residents (83%), and 85% of whom both live and work in Downtown, report attending at least one of the events.
- Not surprisingly, Downtown employees and non-residents are somewhat less likely to attend these events with 70% and 69%, respectively, indicated attending any of the events.

Table 77: Downtown Special Events Attended in Past Two Years

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Pershing Square "Downtown on Ice" holiday ice skating	29.5%	36.4%	26.4%	28.2%	37.9%	37.0%	38.7%
Art Walk (2nd Thursday Night monthly)	28.0%	49.8%	17.7%	22.1%	50.3%	39.6%	30.8%
Grand Performances (summer series)	25.0%	28.3%	24.5%	24.9%	32.8%	35.7%	31.1%
Pershing Square Summer Concerts	21.5%	22.3%	21.4%	22.4%	25.9%	28.4%	28.3%
Grand Avenue Festival	16.9%	25.4%	13.1%	14.9%	27.5%	24.8%	20.9%
Chinese New Year	14.6%	17.1%	13.4%	13.9%	19.4%	19.5%	17.3%
Brewery Artwalk	12.5%	19.0%	9.7%	10.0%	18.8%	18.6%	13.4%
Downtown Living Weekend '08/ Downtown Open House	12.2%	21.0%	8.1%	9.6%	22.1%	17.0%	16.2%
L.A. Marathon (as a runner or a biker)	10.5%	12.3%	9.7%	9.9%	12.1%	12.3%	15.8%
Fiesta Broadway	10.1%	14.2%	7.7%	9.1%	15.3%	13.2%	12.8%
Nisei Week	9.7%	12.6%	8.7%	8.7%	12.4%	11.9%	10.2%
Last Remaining Seats	6.7%	9.6%	5.9%	5.5%	10.1%	10.5%	6.6%
Downtown Shakespeare Festival	5.7%	7.2%	5.2%	5.5%	9.0%	9.1%	8.1%
Giant Celebration (New Years eve)	3.8%	6.1%	2.7%	3.4%	7.0%	4.9%	5.9%
Jules Verne Adventure Film Festival	3.3%	5.5%	2.3%	3.0%	6.8%	4.9%	3.7%
Other special event	23.6%	26.1%	22.8%	22.3%	26.6%	31.1%	28.4%
None of the above	27.1%	16.8%	31.4%	30.2%	15.2%	14.8%	21.3%

Frequency of Dining at Downtown Restaurant Before or After Event or Performance

Those who attend cultural or sports events in Downtown were asked how frequently they dine out at Downtown restaurants prior to or following such events.

- When attending a live cultural arts, sports or special event in Downtown, 57% eat at a Downtown restaurant either before or after the event "almost always" or "fairly often."
- Downtown residents are more likely to dine at a Downtown restaurant with 62% doing so "almost always" or "fairly often" compared to 56% of non-Downtown residents.

Table 78: Frequency of Dining at Downtown Restaurant Before or After Event or Performance

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Attend DNTN events	**7402**	**2870**	**3671**	**5161**	**1265**	**4007**	**2122**
5 = Almost always	34.6%	36.1%	34.5%	34.4%	37.6%	39.6%	39.8%
4 = Fairly often	22.7%	25.4%	21.2%	21.3%	23.4%	25.1%	24.9%
Net Top Two:	**57.3%**	**61.5%**	**55.7%**	**55.7%**	**61.0%**	**64.7%**	**64.7%**
3 = Sometimes	26.2%	26.2%	25.8%	26.2%	26.5%	25.4%	24.2%
2 = Rarely	12.9%	10.0%	14.4%	13.8%	9.9%	8.6%	9.0%
1 = Never/don't attend events	2.6%	1.7%	3.0%	3.0%	1.8%	0.6%	1.0%
DK/No response	1.0%	0.5%	1.1%	1.3%	0.8%	0.7%	1.2%
Mean rating:	**3.74**	**3.85**	**3.71**	**3.71**	**3.86**	**3.95**	**3.95**

Sources of Information about Events/Activities in Downtown

- More than one half, or 54%, typically learn about events and activities in Downtown from the *Los Angeles Downtown News*, followed by 53% from word-of-mouth, 41% from the *Los Angeles Times*, and 34% from *LA Weekly*.
- Many more Downtown residents than the Total indicate the *Los Angeles Downtown News*, 63%, word-of-mouth, 56%, *LA Weekly*, 37%, for these top information sources.
- In comparison, non-Downtown residents and those who just work in Downtown tend to learn of events and activities through the *Los Angeles Times*.

Table 79: Sources of Information about Events/Activities in Downtown

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
L.A. Downtown News	54.2%	62.8%	50.0%	53.9%	67.8%	62.0%	59.5%
Word of mouth/recommendation	53.2%	56.4%	53.4%	53.2%	57.8%	59.2%	59.5%
Los Angeles Times	41.4%	34.7%	46.4%	42.5%	38.0%	49.3%	49.3%
LA Weekly	34.3%	37.4%	33.6%	32.9%	39.1%	43.7%	39.7%
Other internet source	22.4%	25.0%	21.9%	21.1%	25.8%	26.8%	24.3%
Billboards or posters Downtown	19.6%	22.8%	18.5%	19.1%	21.4%	22.4%	23.3%
Direct e-mail or mail from sponsoring venue	17.1%	18.5%	18.0%	16.2%	18.9%	23.8%	22.4%
Other newspaper or magazine	12.6%	12.7%	13.0%	12.3%	13.3%	15.4%	14.1%
Other Downtown website or blog	11.9%	20.6%	7.7%	9.1%	19.7%	15.0%	12.0%
Don't seek information about Downtown L.A.	7.5%	4.3%	8.7%	8.4%	3.3%	2.8%	3.7%
No response	0.8%	0.9%	0.6%	0.6%	0.7%	0.6%	0.4%

Usual Nighttime Entertainment/Leisure Activities – Overall Total

- Nine in ten, or 91%, watch TV or video or listen to music in the evening or for their leisure activity followed by 90% who dine out.
- Another 82% go to a movie theater, 80% are on the computer, 79% are just socializing, 78% attend concerts, shows, events, and 77% read.
- Downtown residents are more likely to watch TV/video or listen to music and dine out (91%) each and go on the computer (87%).

Table 80: Usual Nighttime Entertainment/Leisure Activities (Total In and Out of Downtown L.A.)

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Watching TV or video or listen to music	90.8%	90.8%	91.0%	91.1%	90.5%	90.2%	91.2%
Dining out	90.4%	90.8%	90.3%	90.3%	90.2%	92.3%	94.0%
Watching movies at a theater	82.2%	81.6%	82.3%	82.1%	81.0%	85.3%	87.3%
Computing – Internet, e-mailing	80.4%	86.8%	77.5%	78.1%	84.7%	81.8%	82.9%
Socializing	78.5%	82.0%	77.2%	77.1%	81.6%	83.5%	83.2%
Attend concerts, shows, events	77.6%	77.4%	77.3%	76.8%	76.9%	88.5%	86.9%
Reading	77.4%	76.8%	78.3%	77.2%	75.7%	82.1%	78.4%
Going to nightclubs/bars	64.9%	72.2%	60.4%	62.5%	71.7%	68.5%	75.2%
Time with family/children	62.9%	47.7%	70.3%	67.2%	48.5%	61.4%	68.7%
Walking/Jogging	62.3%	60.6%	62.6%	62.9%	61.8%	64.7%	67.0%
Working out at the gym	60.7%	66.4%	57.3%	59.4%	65.5%	63.1%	68.9%
Attend sports events	54.1%	48.2%	56.0%	55.3%	48.6%	55.2%	84.0%
Play music and/or create art or lessons	43.1%	44.4%	41.8%	41.8%	43.4%	48.1%	45.4%
Dog walking	35.5%	29.7%	37.3%	36.9%	30.4%	35.5%	40.5%
Video/computer gaming	34.0%	32.5%	33.3%	33.8%	31.9%	32.3%	38.0%

Usual Nighttime Entertainment/Leisure Activities

- In Downtown, 61% attend concerts, 50% dine out, 49% socialize, and 43% attend sports events.
- Due to the locality of the activity, i.e. Downtown, not surprisingly more Downtown residents are involved in each of these leisure activities more than non-Downtown residents.

Table 81: Usual Nighttime Entertainment/Leisure Activities IN DOWNTOWN

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Attend concerts, shows, events	60.8%	66.3%	58.7%	58.4%	67.6%	79.1%	77.1%
Dining out	49.5%	73.2%	38.2%	42.8%	73.2%	61.7%	60.2%
Socializing	48.5%	69.3%	38.8%	42.8%	70.2%	59.1%	59.2%
Attend sports events	43.2%	42.4%	43.4%	43.5%	43.3%	46.9%	80.1%
Going to nightclubs/bars	39.0%	54.3%	31.8%	35.0%	56.2%	47.5%	50.9%
Computing – Internet, e-mailing	34.7%	81.9%	9.8%	24.5%	78.6%	36.9%	36.3%
Watch TV/video/listen to music	31.9%	85.4%	4.0%	19.7%	82.9%	33.8%	32.6%
Reading	29.9%	71.8%	8.1%	20.4%	68.7%	33.5%	30.5%
Working out at the gym	29.8%	57.2%	15.9%	24.6%	58.0%	32.8%	35.1%
Walking/Jogging	22.1%	46.5%	9.6%	17.1%	48.2%	25.8%	23.6%
Time with family/children	15.7%	34.8%	6.0%	10.9%	34.0%	17.8%	18.6%
Play music and/or create art or lessons	15.6%	38.7%	3.7%	10.2%	36.7%	19.0%	16.1%
Watching movies at a theater	12.8%	24.6%	7.1%	10.1%	26.5%	17.2%	14.8%
Video/computer gaming	10.2%	27.5%	1.1%	6.1%	25.5%	10.2%	11.1%
Dog walking	8.0%	21.5%	1.0%	5.1%	21.8%	8.7%	8.5%
No response	16.0%	1.2%	23.5%	20.1%	1.2%	7.4%	5.3%

- For nighttime entertainment/leisure activities outside of Downtown, three-fourths, or 75%, watch movies in a theater, 66% dine out and 61% watch TV or videos.

Table 82: Usual Nighttime Entertainment/Leisure Activities OUTSIDE DOWNTOWN

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Respondents	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Watching movies at a theater	74.7%	66.4%	78.7%	76.3%	64.9%	75.8%	78.8%
Dining out	65.5%	50.8%	73.6%	69.6%	49.7%	62.6%	63.2%
Watch TV/video/listen to music	61.2%	8.8%	88.5%	73.2%	11.1%	59.1%	61.7%
Reading	50.9%	7.5%	74.1%	60.4%	9.5%	53.1%	52.4%
Time with family/children	50.6%	17.0%	67.4%	59.2%	18.5%	48.5%	55.1%
Socializing	49.3%	38.2%	55.6%	51.4%	35.9%	48.8%	46.8%
Computing: Internet, e-mailing	48.6%	7.1%	71.0%	56.7%	8.2%	48.4%	50.8%
Walking/Jogging	44.7%	20.8%	56.5%	49.8%	20.6%	45.0%	48.7%
Going to nightclubs/bars	43.3%	42.0%	43.4%	43.1%	40.6%	43.2%	47.1%
Working out at the gym	34.3%	12.5%	45.0%	38.3%	10.9%	34.2%	38.6%
Attend concerts, shows, events	34.0%	31.7%	34.9%	34.1%	29.4%	33.4%	31.0%
Play music and/or create art or lessons	28.8%	7.2%	39.3%	32.9%	8.6%	30.9%	30.6%
Dog walking	28.4%	10.1%	36.5%	32.3%	10.5%	27.9%	33.1%
Video/computer gaming	24.3%	5.9%	32.5%	28.2%	7.4%	22.6%	27.5%
Attend sports events	17.4%	12.6%	19.4%	18.3%	11.7%	16.1%	17.6%
No response	9.3%	23.8%	1.8%	6.3%	24.8%	9.8%	8.4%

Respondent Industry of Employment

- One-fourth, or 26%, are employed in business, professional, and technical services; 14% are in financial services and insurance; with 12% employed in government.
- Another 8% are in arts and entertainment, 6% are in architecture, and 5% each are in real estate and educational services, health care and social assistance.

Table 83: Respondents Industry of Employment

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Employed	**9715**	**3083**	**5283**	**7351**	**1459**	**4505**	**2627**
Business/professional/technical services	26.3%	20.4%	28.7%	29.8%	25.8%	24.5%	29.0%
Financial services /insurance	13.6%	7.6%	16.7%	16.4%	10.8%	12.0%	15.5%
Government (including military)	12.3%	6.8%	14.5%	14.9%	10.5%	11.3%	9.1%
Arts & entertainment	8.1%	17.0%	4.3%	4.0%	10.6%	10.8%	6.8%
Architecture, design	5.6%	7.3%	5.0%	4.9%	6.3%	6.6%	6.0%
Real estate (e.g., development, broker)	5.1%	5.0%	5.4%	5.3%	6.6%	5.5%	7.4%
Educational services/health care/social assistance	5.0%	6.5%	4.3%	3.8%	3.6%	5.1%	4.3%
Non-profit/civic/religious organizations	3.8%	3.2%	3.9%	3.9%	3.4%	4.8%	3.0%
Information-media, Telecomm, Internet & data processing	3.4%	3.7%	3.1%	3.4%	3.8%	3.3%	3.3%
Medical/health services	2.7%	5.2%	1.6%	1.3%	2.2%	2.5%	2.3%
Leisure & hospitality	2.1%	2.9%	1.9%	2.1%	3.6%	2.4%	2.4%
Retail trade	1.7%	2.8%	1.4%	1.0%	1.5%	1.4%	1.4%
Wholesale trade; import/export	1.5%	2.1%	1.1%	1.4%	2.5%	1.2%	1.3%
Other services (e.g., personal, automotive, maintenance, etc.)	0.7%	1.0%	0.6%	0.6%	1.1%	0.9%	0.7%
Transportation/warehousing/logistics	0.7%	0.6%	0.8%	0.7%	0.5%	0.7%	0.8%
Other	7.2%	7.9%	6.6%	6.6%	7.1%	7.0%	6.7%

Employment Position

- More than one-third, or 36%, hold professional or senior staff positions, followed by 22% who are clerical or general staff, and 14% who are top-level executives or managers.
- Combined, senior staff and top level executives comprised 50% of the total respondent base. Among those who work only in Downtown, these level staff comprised over 51%.
- Those who attend sports events are more concentrated in top level and professional positions.

Table 84: Employment Position

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Employed	**9715**	**3083**	**5283**	**7351**	**1459**	**4505**	**2627**
Professional/senior staff (incl. educators)	36.0%	33.0%	38.9%	38.0%	35.8%	38.1%	39.6%
Clerical or general staff	22.3%	11.8%	25.6%	26.0%	16.0%	18.8%	18.2%
Top-level executive or manager	14.0%	17.1%	12.9%	13.3%	16.6%	15.2%	17.9%
Technical/development staff	8.8%	6.7%	9.4%	9.3%	6.4%	7.5%	7.7%
Small business owner/entrepreneur	4.4%	8.2%	2.8%	3.0%	8.4%	5.5%	4.0%
Writer, artist, or entertainer (excl. agent)	3.5%	7.7%	1.6%	1.8%	5.6%	4.7%	2.4%
Independent consultant, contractor, agent	3.4%	5.7%	2.3%	2.3%	4.2%	4.1%	3.9%
All other job functions	7.6%	9.7%	6.5%	6.3%	7.1%	6.1%	6.4%

Workplace Location

- Most of those employed, or 80%, work in Downtown and environs, and 7% work in the Greater Westside which includes Hollywood, Wilshire area and Santa Monica.
- Interestingly, more non-Downtown residents, or 88%, work Downtown versus 64% of Downtown residents.

Table 85: Workplace Location

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Employed	**9715**	**3083**	**5283**	**7351**	**1459**	**4505**	**2627**
Downtown and environs	81.2%	63.5%	88.4%	97.5%	95.6%	78.3%	81.0%
Greater Westside (Hollywood, Wilshire area, Santa Monica)	7.3%	14.5%	4.4%	0.7%	1.2%	8.9%	7.8%
San Fernando Valley/ Burbank/Glendale	2.6%	5.5%	1.5%	0.2%	0.3%	2.7%	2.2%
San Gabriel Valley/Pasadena/East L.A. (incl. USC Med School area)	1.9%	3.6%	1.2%	0.3%	0.5%	2.0%	1.8%
South Bay (LAX area to Long Beach)	1.7%	3.2%	1.2%	0.1%	0.0%	1.7%	1.7%
On or adjacent to USC campus	1.4%	2.6%	0.9%	0.6%	1.3%	1.7%	1.7%
East Los Angeles area (west of San Gabriel Valley)	0.9%	1.6%	0.6%	0.3%	0.3%	1.1%	1.0%
Other California location	0.9%	1.8%	0.5%	0.1%	0.2%	1.1%	0.9%
Orange County	0.9%	1.4%	0.7%	0.1%	0.1%	1.0%	1.0%
South and Southeast L.A. (excluding main USC campus)	0.5%	1.1%	0.2%	0.1%	0.1%	0.7%	0.4%
Outside of California	0.4%	0.8%	0.2%	0.1%	0.3%	0.3%	0.2%
Riverside-San Bernardino area	0.1%	0.3%	0.1%	0.0%	0.0%	0.2%	0.0%
Ventura County	0.1%	0.2%	0.1%	0.0%	0.0%	0.2%	0.3%
Antelope & Santa Clarita Valleys	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%

How Respondents Commute

- Close to two-fifths, or 39%, commute to work alone by car, followed by 20% each who ride L.A. Metro or other public bus service or L.A. Metro subway/light rail.
- Far more Downtown residents, or 31%, walk to work versus 13% of all respondents.

Table 86: How Respondents Commute

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base:	**10149**	**3450**	**5354**	**7397**	**1492**	**4704**	**2695**
Alone by car	38.9%	35.2%	41.3%	35.8%	20.8%	37.2%	41.0%
L.A. Metro/other Public Bus Service	21.2%	16.6%	23.7%	23.6%	19.4%	20.9%	19.3%
L.A. Metro subway or light rail	20.2%	14.8%	23.4%	22.0%	13.9%	22.0%	20.0%
Walk	12.8%	30.9%	3.7%	12.4%	50.6%	15.4%	13.9%
Metrolink/Amtrak	10.9%	3.4%	14.4%	13.2%	2.6%	9.5%	10.9%
Carpool	10.7%	6.9%	12.3%	11.9%	6.4%	11.2%	12.4%
Bicycle	3.8%	6.9%	2.5%	3.2%	8.6%	5.1%	3.4%
Shuttle Bus/Van Pool	1.7%	1.7%	1.8%	1.9%	2.0%	2.0%	2.3%
Other	0.7%	1.1%	0.5%	0.5%	0.6%	0.8%	0.7%
Don't commute/don't work/work at home	6.1%	13.9%	2.3%	3.0%	12.9%	7.5%	4.7%

Impact of High Gas Cost on Commuting Habits

- Despite the high cost of gas at the time of the survey, 44% of commuters indicated they had made no changes in their commuting mode of transportation, while 27% changed to a public bus or train and 23% had driven less.
- One quarter, or 24%, of Downtown residents were driving less, and 15% changed to walking or bicycling some or all days.
- In comparison, almost one half, or 48%, of non-Downtown residents did not change their commuting mode, while one-third, or 32%, changed to public bus or train some or all days.

Table 87: Impact of High Gas Cost on Commuting Habits

	Total	Primary Residence		Employed Dntn (only)	Live & Work Dntn	Attend Dntn Theater/ Arts Events	Attend Dntn Sports
		Dntn	Non-Dntn				
Base: Commuters	**6293**	**2239**	**3201**	**4761**	**1183**	**3003**	**1617**
I have made no changes in my daily commuting mode of transportation	43.6%	36.1%	47.9%	48.3%	41.1%	39.5%	40.6%
Changed to public bus/train some or all days	26.8%	17.0%	31.9%	29.0%	15.1%	27.1%	30.5%
Driving less	22.6%	24.0%	22.1%	22.6%	24.1%	25.6%	26.2%
Changed to walking or bicycling some or all days	7.4%	15.4%	3.1%	6.5%	18.9%	9.1%	8.5%
Changed to carpool/vanpool/ shuttle some or all days	7.1%	4.9%	8.3%	7.4%	3.7%	7.5%	9.0%
Work from home, telecommute	3.2%	4.3%	2.6%	2.8%	3.8%	3.6%	4.2%
Other	3.7%	5.5%	2.8%	3.5%	5.9%	4.3%	4.2%
None	11.3%	21.5%	5.7%	4.9%	16.5%	13.4%	9.4%

Downtown Visitors

Those who reside outside of Los Angeles County were considered as "visitors" for this study.

How Frequently Visitors Visit Downtown (other than regular work/school)

- Visitors came to Downtown an average of 19.3 times annually approximately 1.5 times per month.

Table 88: How Frequently Visitors Visit Downtown (other than regular work/school)

	Total	Employed Dntn (only)	Attend Dntn Theater/Arts Events	Attend Dntn Sports
Base: Visitors	**94**	**12**	**50**	**27**
Several times per week	25.5%	50.0%	30.0%	22.2%
About every other week	25.5%	33.3%	28.0%	25.9%
About once per month	25.5%	16.7%	28.0%	37.0%
About once every two months	8.5%	0.0%	8.0%	7.4%
About once every three months	4.3%	0.0%	2.0%	3.7%
About once every 4 – 6 months	4.3%	0.0%	4.0%	3.7%
About once or twice per year	4.3%	0.0%	0.0%	0.0%
Less than once per year	2.1%	0.0%	0.0%	0.0%
Median times per year:	**19.25**	**48.00**	**26.57**	**17.55**

Visitors' Main Purpose of Most Recent Visit to Downtown

- On their most recent visit, 31% of visitors were Downtown for vacation/pleasure/to visit, 18% were combining business with pleasure, and 16% were visiting family/friends, with 12% conducting business.

Table 89: Visitors' Main Purpose of Most Recent Visit to Downtown

	Total	Employed Dntn (only)	Attend Dntn Theater/Arts Events	Attend Dntn Sports
Base: Visitors	**94**	**12**	**50**	**27**
For vacation/pleasure/to visit	30.9%	8.3%	30.0%	25.9%
Combining business or meeting and pleasure	18.1%	33.3%	22.0%	14.8%
To visit relatives/friends/personal	16.0%	8.3%	16.0%	18.5%
To conduct business	11.7%	25.0%	6.0%	11.1%
Passing through to another place	6.4%	8.3%	10.0%	11.1%
To attend a meeting/conference	3.2%	0.0%	4.0%	7.4%
Other	13.8%	16.7%	12.0%	11.1%

Activities Engaged in Downtown by Visitors

- Visitors engaged in numerous activities located in Downtown in the past two years. In fact, the majority, or 81%, ate meals in Downtown mid-level or upscale restaurants followed by 79% who attended live music, theater plays, opera or dance; 63% shopped in Downtown retail centers or stores, and 59% visited art museums or galleries.
- Another 45% shopped in Downtown wholesale districts; 44% viewed historic or iconic architecture; and 37% attended live professional sports events.

Table 90: Activities Engaged in Downtown by Visitors

	Total	Employed Dntn (only)	Attend Dntn Theater/Arts Events	Attend Dntn Sports
Base: Visitors	**94**	**12**	**50**	**27**
Eating meals in Downtown mid-level or upscale restaurants	80.9%	100.0%	90.0%	92.6%
Live music, theater plays, opera or dance	78.7%	75.0%	92.0%	77.8%
Shopping in Downtown retail centers or stores	62.8%	91.7%	80.0%	77.8%
Art museums or galleries	58.5%	66.7%	84.0%	55.6%
Shopping in Downtown wholesale districts	44.7%	58.3%	60.0%	51.9%
Viewing historic or iconic architecture	43.6%	16.7%	68.0%	51.9%
Live professional sports events	37.2%	50.0%	34.0%	66.7%
Sightseeing or tours	29.8%	16.7%	40.0%	29.6%
Live collegiate sports events	17.0%	33.3%	14.0%	33.3%
Other not listed above	16.0%	0.0%	14.0%	7.4%
None of the above	1.1%	0.0%	0.0%	0.0%

How Visitors Typically Travel Into Downtown and Get Around Downtown

- Less than three-fourths, or 70%, arrived in Downtown in their own or rental vehicle, 32% arrived via train, and 16% came by bus.

Table 91: How Visitors Typically Travel Into Downtown

	Total	Employed Dntn (only)	Attend Dntn Theater/Arts Events	Attend Dntn Sports
Base: Visitors	**94**	**12**	**50**	**27**
Own/rental vehicle	70.2%	75.0%	72.0%	85.2%
Train	31.9%	25.0%	42.0%	37.0%
Bus	16.0%	16.7%	18.0%	14.8%
Walk	8.5%	16.7%	10.0%	3.7%
Taxi	4.3%	0.0%	4.0%	3.7%
Bike	2.1%	0.0%	2.0%	3.7%
Other	3.2%	0.0%	2.0%	0.0%

- Typically, 54% of visitors get around Downtown by walking, 52% drive their own/rental vehicle, 23% ride in a train, and 21% take the bus.

Table 92: How Visitors Typically Get Around Downtown

	Total	Employed Dntn (only)	Attend Dntn Theater/Arts Events	Attend Dntn Sports
Base: Visitors	**94**	**12**	**50**	**27**
Walk	54.3%	25.0%	66.0%	40.7%
Own/rental vehicle	52.1%	66.7%	48.0%	74.1%
Train	23.4%	16.7%	30.0%	29.6%
Bus	21.3%	33.3%	24.0%	14.8%
Taxi	7.4%	0.0%	6.0%	11.1%
Bike	1.1%	0.0%	2.0%	3.7%
Other	4.3%	0.0%	4.0%	3.7%

Visitors' Sources of Information about Downtown Events/Activities

- Visitors tend to rely on the *Los Angeles Times* (60%), *Los Angeles Downtown News* (50%), word-of-mouth (45%), *LA Weekly* (36%), and other Internet sources (29%) for their sources of information about events and activities in Downtown.

Table 93: Visitors' Sources of Information about Downtown Events/Activities

	Total	Employed Dntn (only)	Attend Dntn Theater/Arts Events	Attend Dntn Sports
Base: Visitors	**94**	**12**	**50**	**27**
Los Angeles Times	59.6%	50.0%	68.0%	74.1%
L.A. Downtown News	50.0%	41.7%	56.0%	55.6%
Word of mouth/recommendation	44.7%	58.3%	50.0%	63.0%
LA Weekly	36.2%	33.3%	40.0%	29.6%
Other internet source	28.7%	33.3%	28.0%	33.3%
Billboards or posters around Downtown	17.0%	33.3%	22.0%	18.5%
Other Downtown web site or blog	13.8%	0.0%	16.0%	14.8%
Hometown newspaper	12.8%	16.7%	18.0%	7.4%
Direct email or mail from sponsoring venue	8.5%	0.0%	12.0%	7.4%
Other print newspaper or magazine	7.4%	0.0%	8.0%	7.4%
L.A. INC Visitor Center	3.2%	8.3%	4.0%	7.4%

Retailers and Restaurants/Hospitality Services Wanted by Visitors

- In general, visitors want a wide array of retailers and restaurants/hospitality services in Downtown.
- More than two-thirds, or 68%, want mid-level restaurants and 53% each want book/music/video stores and coffee shops/cafes.
- Another 49% want bars/lounges, 47% discount department stores, 46% movie theaters, 44% mid-market department stores, and 43% fashion/clothing stores.

Table 94: Retailers and Restaurants/Hospitality Services Wanted by Visitors

	Total	Employed Dntn (only)	Attend Dntn Theater/Arts Events	Attend Dntn Sports
Base: Visitors	**94**	**12**	**50**	**27**
Restaurants (mid-level)	68.1%	75.0%	74.0%	88.9%
Book/music/video stores (e.g., Borders, Virgin Records)	53.2%	25.0%	58.0%	51.9%
Coffee shops/cafes	53.2%	50.0%	62.0%	66.7%
Bars/lounges	48.9%	75.0%	44.0%	63.0%
Discount department stores (e.g., Target, Kmart, etc)	46.8%	50.0%	52.0%	51.9%
Movie theaters	45.7%	50.0%	58.0%	63.0%
Midmarket department stores (e.g., Nordstrom, Macy's, etc)	43.6%	58.3%	52.0%	48.1%
Fashion/clothing (e.g., Gap, Banana Republic, etc)	42.6%	50.0%	44.0%	48.1%
Restaurants (high-end)	34.0%	58.3%	36.0%	44.4%
Electronics (e.g., Best Buy, Apple Store, etc)	30.9%	41.7%	34.0%	33.3%
Nightclubs/dance clubs	30.9%	50.0%	30.0%	37.0%
High-end department stores (e.g., Saks, Bloomingdale's)	25.5%	25.0%	24.0%	33.3%
Home furnishings (e.g., Crate & Barrel, Williams-Sonoma, Bed Bath & Beyond, etc)	25.5%	16.7%	28.0%	33.3%
Convenience stores (open late or 24 hours, e.g., 7-Eleven)	24.5%	25.0%	28.0%	44.4%
Personal services (e.g., dry cleaning, shoe repair, hair salon, etc)	24.5%	25.0%	32.0%	25.9%
Health spas/gyms	20.2%	33.3%	20.0%	33.3%
Restaurants (fast food)	19.1%	25.0%	20.0%	25.9%
Video rental (e.g., Blockbuster Video)	8.5%	16.7%	6.0%	11.1%
Veterinary clinics and animal services (e.g., PETCO, pet hotel)	8.5%	0.0%	14.0%	7.4%
Other	21.3%	8.3%	26.0%	18.5%

9. Summary Profile of Downtown Workers

This Demographic Study 2008 included those employed in Downtown. Of the total respondents, 69% reported being employed in Downtown. This section profiles these employees.

In general, those employed in Downtown are ethnically diverse, skewed slightly more female, slightly older, with high income, many with children at home and who tend to commute to work by public transit. Employees have high educational levels and employment level (position) in a diverse range of employment fields.

Employment Field:

More employees, or 30%, are employed in business/professional services; 16% are in financial/insurance services; and 15% of employees are in government.

Employment Level:

Nearly 40% of employees are at the professional/senior staff level while 26% are at the clerical/general staff level. Somewhat fewer employees (13%) are at the top-level executive or management level.

Commuting:

More than one-third, or 36%, of employees drive to work alone in their car, while 46% of employees travel to work by public bus or train.

Residence:

Almost a quarter, or 24%, of Downtown employees report residing Downtown.

Gender:

Nearly 65% of employees are female versus 62% of the Total.

Age:

Employees' median age is 38.5 years.

Ethnicity:

Downtown employees are diverse with 47% being Caucasian, 22% are Hispanic/Latino, 18% are Asian/Pacific Islander and 10.3% are African-American.

Education:

72.2% of employees completed at least a four-year college and completed an average of 15.5 years of school.

Income:

Employees' household income (median) is $95,900.

Children at Home:

About one-fifth, or 23%, of employees have children up to five years of age, and 15% have children aged five to 13 at home.

Own versus Rent:
One half, or 50%, of employees own while another 42% of employees rent their residence (whereas 8% neither rent nor own).

Tenure at Residence:
Employees have lived in their current residence for 4.4 years.

Pets:
Nearly one half, or 49%, of employees own a pet.

Travel and Spending for Groceries:
Downtown employees travel about 2.3 miles to purchase their groceries. Employees spend an average of nearly $105 per household for their weekly grocery purchases.

Eat Lunch Out at Downtown:
Almost all employees, or 98.4%, eat lunch out in Downtown at least once per month. Each employee spends $12.34 (median) during lunch.

Eat Dinner Out at Downtown:
Nearly 80% of employees eat dinner out in Downtown at least once per month. Each employee spends $26.69 (median) for dinner.

Retailers Wanted in Downtown:
The types of retailers wanted in Downtown by employees indicate that discount department stores top the list, mentioned by 68% of employees, and 62% named more mid-level restaurants.

Activities Attended:
Employees attended an average of 2.3 live music and performance arts events last year, an average of 2.1 galleries/museums and 1.59 professional sports events.

Table 95: Summary Profile of Downtown Workers

	Employed Dntn (only)
Base:	**7409**
Reside Downtown	24.3%
Reside outside Downtown	75.7%
Female	64.8%
Male	35.2%
Median age	38.5
Caucasian (non-Hispanic)	47.1%
Hispanic /Latino	22.4%
Asian/Pacific Islander	18.1%
African-American	10.3%
Native American	1.4%
Completed 4-Year College or Higher Education	72.2%
Median household Income	$94,682
Mean number in household	2.40
Married (heterosexual)	44.6%
% with children aged 0-5	23.1%
% with children aged 5-13	15.1%
% Own/Rent current residence	50%/42%
Mean Years at Current Residence	4.4
Own A Pet	49.1%
Median Distance (miles) travel for Groceries	2.31
Median weekly Grocery Spending (household)	$104.80
% Eat lunch out Downtown (<once/month)	98.4%
Median Spent For Lunch Out Downtown (per-person)	$12.34
% Eat Dinner out Downtown (<once/month)	79.7%
Median Spent For Dinner Out Downtown (per-person)	$26.69
Want Discount Department Store Downtown	67.8%
Want (more) mid-level Restaurant Downtown	62.4%
Average Times/Year Attend Live music, theater plays, opera or dance (Downtown)	2.32
Average Times/Year Art museums or galleries (Downtown)	2.11
Average Times/Year Professional sports events (Downtown)	1.59
Employment: Business/professional/technical services	29.8%
Financial services /insurance	16.4%
Government (including military)	14.9%
Professional/senior staff (incl. educators)	38.0%
Clerical or general staff	26.0%
Top-level executive or manager	13.3%
Alone by car	35.8%
L.A. Metro/other Public Bus Service	23.6%
L.A. Metro subway or light rail	22.0%

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