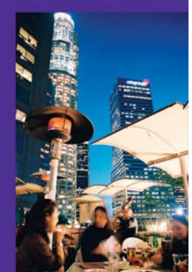
Downtown Center Business Improvement District

DOWNTOWN LOS ANGELES
Demographic Study 2011



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Cover Photo: Downtown Skyline View by Andrew Murray

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"We are an urban downtown, but one in which we increasingly feel a sense of community, of being a part of a neighborhood and all of the good things that go with it."

Carol E. Schatz
President and CEO
Downtown Center Business Improvement District

Welcome to the Downtown Center Business Improvement District's **Downtown Los Angeles Demographic Study 2011**.

For many of us in an increasingly analytical world, numbers help to clarify and define an experience; they can give support to supposition and dispel conventional wisdom. We hope you will find all of that in the results of our polling.

This is our third study of the demographics of Downtown Los Angeles in the last five years, and we continue to be amazed at how the findings mirror what we see every day on the sidewalks, in our work places, in the restaurants and concert halls, on buses and trains and when we're just out walking the dog in Downtown.

Those of us who live, work, play or visit Downtown LA already see a vibrant, diverse community. We see a young and affluent community. We see the skyline change with new towers; historic movie palace marquees light up anew and another storefront, bar or restaurant open every day.

We hear applause spill out of the concert halls, the sounds of cash registers ringing, music in the parks and the lively chatter from block-long lines of patrons waiting outside Downtown's trendiest and hottest night spots.

We are an urban Downtown, but one in which we increasingly feel a sense of community, of being a part of a neighborhood and all of the good things that go with it. We know the comfort of familiarity of our favorite places and the excitement of new ideas, new opportunities, new neighbors and old friends. First it was pets on a leash, and now we're seeing more and more baby strollers. Those are the signs that a city has become a neighborhood and that 9-to-5 workers and visitors have become residents.

In the following pages you will see all of this displayed in the numbers. You will be able to see where we are in terms of employment, education and income. You will see how we spend our time and our money. You will see how we have changed since our last report in 2008.

Like the nation as a whole, we took some hits in the recession and the slow recovery, and you will find this in the figures as well. But I believe that, like me, you may be surprised to see how Downtown has continued to grow – more housing units and more residents in them.

Learning is an active two-way communication. We're sure that after reviewing the 2011 Demographic Study you may have additional questions. We are here to help with those as well. You can visit our website at **DowntownLA.com**, or contact me or Hal Bastian, our Senior Vice President & Director of Economic Development, at (213) 624-2146 x 213 / hbastian@downtownla.com for more information.

Welcome to Downtown Los Angeles.

Carol E. Schatz

Executive Summary

BACKGROUND AND PURPOSE

The Downtown Center Business Improvement District (DCBID) is a coalition of Downtown property owners, encompassing a 65-block district in the heart of Downtown that funds safe-and-clean programs, economic development programs, and extensive marketing to support Downtown businesses.

This demographic study was conducted to provide economic and demographic data about who lives, works, plays and visits in Downtown LA, thus improving the DCBID's ability to recruit and retain retailers, restaurants, and other consumer businesses and amenities to Downtown Los Angeles.

To that end and to update its Downtown Los Angeles Demographic Survey 2008,[1] the DCBID retained Horizon Consumer Science (HCS) to manage and conduct comprehensive market research of demographic/ household characteristics among the current population of Downtown residents, employees and visitors, as well as to compare results and changes from the 2008 study.

DEMOGRAPHIC STUDY 2011 METHODOLOGY

The 2011 study was facilitated as an Internet survey to a self-selected sample across the central Downtown LA population, in particular any resident, employee, visitor, and cultural arts and sports event attendee. This was not a "census" but rather a comprehensive survey of Downtown residents and consumers.

To publicize the survey, the DCBID undertook an extensive outreach effort throughout Downtown. Media advertisements, postcards and door hangers directed potential respondents to access the survey through a "*url*" link, DowntownLA.com/survey posted on the DCBID website, DowntownLA.com. A total of 11,323 usable surveys were received. This sample has a variance of not greater than 0.9% at the 95% confidence level.[2]

DEFINITION OF "DOWNTOWN LA"

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

[1] Downtown Center Business Improvement District, Downtown Los Angeles Demographic Survey 2008, (April 2009)
[2] Where any response to a question with the full base is 50%, this is the level of variance. For any response lower than 50%, the variance will be lower.

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

OVERVIEW OF DOWNTOWN MARKET

Over the past 10 years, Downtown Los Angeles has experienced an extraordinary commercial and residential renaissance. With some **45,000 residents**, **500,000+ weekday employees** and more than **10 million annual non-local visitors**, Downtown Los Angeles has become Southern California's economic engine.

According to primary research by the DCBID, Downtown LA's housing market and population rose during the 2008-2011 period as follows: [3]

- A total of **28,861** residential units are located in Downtown LA, up 11.0% from 2008 (4th quarter).
- A total of **45,518** persons are residing in Downtown, a strong 15.1% rise from 2008 (4th quarter).

CHANGES SINCE 2008 AND KEY FINDINGS FOR 2011 STUDY

The Downtown LA population of residents, employees and visitors, has continued to grow and mature since the 2008 study, despite the recent recession. A new wave of Downtown LA businesses, including restaurants, nightspots, personal and professional services and amenities has been delivered. At the same time, the increasingly well-educated, higher-income, active and diverse population still seeks additional goods and services. To that end, a new Target store was announced as the anchor at the 7+FIG retail (now renamed FIGat7th) center currently undergoing complete renovation and due to open Fall 2012.

Changes Since the 2008 Downtown LA Demographic Study

The results of this study are strikingly comparable to those in the 2008 study, with differences within one or two percentage points for most indicators. The main changes concerned employment, home ownership, income and commuting behavior for both Total [4] respondents and for Downtown residents:

- **Employment:** In both surveys, 83% of Downtown residents reported being employed (anywhere, not only in Downtown LA). In the 2011 study, 78% of Total respondents were employed compared to 88% in 2008, indicating that Downtown residents better maintained their employment level than did Total respondents.

[3] Downtown Los Angeles Residential Fact Sheet, 2nd Quarter 2011, Downtown Center Business Improvement District

[4] *Total* refers to all who responded to the survey including Downtown residents, those employed Downtown and visitors. *Residents* are those who live Downtown.

- **Place of Work:** 57% of Downtown residents reported that they worked in Downtown LA in 2011 compared to 64% who did so in 2008. This indicates that while maintaining their overall *rate* of employment, more Downtown residents were working *outside* Downtown.

- **Commuting Mode:** In 2011, 55% of Downtown residents commuted alone by car and 40% used public transit. In 2008, 35% commuted alone by car and 35% used public transit. Thus, both car use for commuting and use of public transit rose in 2011. Of note is that the sum percentage for all commuting modes was up in 2011, indicating that residents took more modes to commute to work. This may be related to the lower percentage of Downtown residents who worked Downtown in 2011 than in 2008 and used more modes to reach their workplaces.

- **Ownership versus Rental:** In 2011, more Downtown residents *rented* an apartment or condo with 68% versus 66% in 2008, while fewer *owned* their residences, 28% in 2011 versus 30% in 2008.

- **Income:** Total respondents reported a median household income of $85,500 for 2011 versus $92,200 in 2008. Overall Downtown residents reported a median income of $86,300 in 2011 versus $89,900 in 2008.

These changes were apparently related and attributable to the lingering effects of the recent recession, as well as an accompanying credit crunch that adversely impacted the housing market. The number of new units and their more affordable pricing levels brought many new renters, as opposed to owners who typically have higher incomes. Thus, reported household income dropped slightly in 2011 from 2008. In addition, the changed labor market affected employment levels, where residents were employed and how they commuted.

Summary of Key Findings for Downtown LA Demographic Study 2011 – by Residents, Employees, Visitors and Total Respondents

The following sections highlight key findings by segments. Note, the number shown in parenthesis ( ) following the 2011 result represents the comparable result from the Demographic Study 2008.

Downtown Residents

Demographics: Downtown residents' racial/ethnic composition, age, household size and gender demographic ratios in 2011 were highly comparable to 2008.

Ethnicity: The largest group, Caucasians, remained constant at 53% (versus 54% in 2008), with Asian-Americans/Pacific Islanders at 22% (21%) and Hispanics/Latinos at nearly 18% (17%), whereas African-Americans at 6.5% slipped slightly from 8% in 2008.

Gender: 54% (53%) of Downtown resident respondents were female and 46% (47%) were male.

Age: Downtown residents' median age was 32.5 (32.1) years.

Household Income - overall: For *all* Downtown residents, median household income was $86,300 in 2011 versus $89,900 in 2008, a decrease attributed to the recent recession.

Household Income with wage earner: For Downtown households with at least one employed person, overall median income for 2011 was $89,800, below the $96,200 reported in 2008, attributed to the recession.

Education Attainment: Downtown residents' educational level continued to rise. Those completing four years of college or higher was at 80% in 2011, versus 78% in 2008, and approximately five percentage points higher than the 75% of Total respondents who completed at least four years of college.

Children at Home: Just 6% (6%) of Downtown residents had children under the age of 5 years living at home while 5% (4% aged 5 -13 in 2008) had children aged 5 to 18 living at home.

Own vs. Rent: 68% (66%) of Downtown residents *rented* an apartment or condo while 28% (30%) *owned* their residence.

Employment Level and Location: 83% of Downtown residents reported being employed (anywhere) in both survey years. Thus, while Total respondents reported a lower employment level since 2008, Downtown residents' maintained their employment at the same level in both surveys. However, fewer Downtown residents reported being employed *in Downtown* in 2011, at 57% from 64% in 2008.

Employment Field: One-fifth or 20% (20%) of Downtown residents were employed in business/professional/technical services, with nearly as many, 19% (17%) in arts/ entertainment, by far the top two fields.

Employment Position: In 2011, of employed Downtown residents, more than one-half, 52% (50%) were at top, senior and professional staff levels (regardless of workplace location).

Commuting to Work: Since the last survey commuting mode shifted. Far more Downtown residents commuted alone by car, 55% in 2011 versus 35% in 2008, while 40% in both surveys, used modes of public transit (e.g. bus, subway, Metrolink).

Tenure at Residence: Downtown residents spent a median of 1.7 (2.3) years at their current residence.

Pets: 43% (40%) of residents owned some type of pet; 28% (24%) owned a dog and 17% (16%) owned a cat.

Travel and Spending for Groceries: Downtown residents traveled a median of 2.0 (2.6) miles for groceries. Each residential household spent a median of $102.00 ($99) per week.

Grocery Chain: Most, or 76%, of Downtown residents shopped for groceries at Ralphs and 74% at Traders Joe's – the top mentions. Most, or 92%, of Downtown residents said they were highly likely to shop in a Downtown Trader Joe's should one locate here.

Eat Lunch Out in Downtown: 89% (95%) of Downtown residents reported eating lunch out in Downtown LA at least once per month. Each resident spent $15.56 ($14.75) (including tax and tip) for lunch out.

Eat Dinner Out in Downtown: 92% (96%) of residents dined out in Downtown at least once per month. Each resident spent $28.28 ($27.13) (median including tax & tip) when eating dinner out in Downtown.

Retail/Services Wanted: Downtown residents most wanted in 2011 (compared to 2008):

- Mid-level restaurants – 72% (65%)
- Mid-market department stores – 63% (53%)
- Book/music/movie stores – 61% (63%)

Activities Attended: A significant share of residents attended Downtown cultural arts and sports events. Residents attended Downtown live music, theater, opera or dance a median of 3.5 times per year, and art museums or galleries 3.8 times annually. They attended Downtown live professional sports events 2.0 times per year, and 88% attended Downtown special events annually.

Downtown employees

Ethnicity: Downtown employees were diverse, with 47% (47%) Caucasian, 22% (22%) Hispanic/Latino, nearly 20% (18%) Asian-American/Pacific Islander and 6.5% (10.3%) African-American. Thus, the ratio of Asian-American/Pacific Islanders rose slightly in 2011 from 2008, Caucasians and Hispanic/Latino remained at the same level while African-Americans' ratio dropped slightly.

Gender: Nearly 64% (65%) of employee respondents were female.

Age: Employees' median age was 38.0 (38.5) years.

Household Income - Overall: Downtown employees reported a median household income of $88,700 from $94,700 in 2008, attributed to the lingering effects of the recession.

Household Income with a wage earner: Downtown employees in households with at least one wage earner reported a median income of $88,500 from $95,900 in 2008, attributed to the lingering effects of the recession.

Education: Seventy-three percent (72.2%) of Downtown LA employees completed at least a four-year college and averaged 15.5 (15.3) years of school.

Children at Home: Only 13% (23%) of Downtown LA employees reported having children up to five years of age, while 22% (15% aged 5 -13 in 2008) had children aged 5-18 at home. Thus, among those who had children at home, fewer were in the younger age group (0-5), while more were in the older (5-18) age group in 2011 versus 2008.

Own versus Rent: Less than one-half, or 45% (50%), of employees owned their residence, while 47% (42%) rented their residence (whereas 8% neither rented nor owned). This was a change from 2008 when more were owners than renters, again likely related to the economy and challenges in sales financing.

Employment Field: Nearly one-third, or 30% (30%), of Downtown employee respondents were in business/professional services, with 15% (16%) in financial/insurance services, and 12% (15%) in government.

Employment Position: Nearly 38% (38%) of employees were professional/senior staff, and 15% (13%) were top-level executives or management. Another 22% (26%) were at the clerical/general level.

Commuting to Work: More than one-half, or 56%, of employees drove to work alone in 2011 compared to just 36% who did so in 2008. At the same time, 37% in 2011, versus 46% in 2008, commuted to work by public bus or train.

Residence: Three in 10, or 30% (24%), of Downtown employees reported being Downtown LA residents.

Tenure at Residence: Employees have lived in their current residence for 3.4 (4.4) years.

Pets: One-half, or 50% (49%), of employees owned a pet.

Travel and Spending for Groceries: Downtown employees traveled about 1.8 (2.3) miles to purchase their groceries. Employees' households spent a median of nearly $109 ($105) for their weekly groceries.

Eat Lunch Out in Downtown: Almost all, or 94% (98%), of Downtown employees ate lunch out in Downtown at least once per month. Each one who did, spent $14.05 ($12.34) (median) during lunch.

Eat Dinner Out in Downtown: About three-fifths, or 63% (80%), of employees ate dinner out in Downtown at least once per month, and each one who did, spent $29.12 ($26.69) (median) for dinner.

Retailers/Services Wanted: Downtown employees most wanted more mid-level restaurants in Downtown.

Activities Attended: Employees attended a median of 2.6 (2.3) live music and performance arts events in a year, visited a median of 2.4 (2.1) times to galleries/museums, and attended 1.9 (1.6) professional sports events.

Visitors

Gender: Many more visitor respondents were female, 64% than male, 36%.

Age: Visitors had a median of 43.9 years, higher compared to residents or employees.

Household Income: Visitors reported a median household income for 2011 of $91,400.

Ethnicity: 52% of visitors were Caucasian with 17% Hispanic, 15% Asian-American, and 9% African-American.

Educational Attainment: 69% of visitors have completed college or higher, and averaged 15.6 years of school.

Total Respondents

Residence: Of the survey's Total respondent base of 11,323, 39% indicated Downtown LA as their primary residence, with 55% residing in LA County (outside Downtown), 5% who are U.S. residents (outside LA County), and 0.3% who are international residents.

Demographics: Racial/ethnic composition, age, household size and gender demographic ratios in 2011 were highly comparable to 2008.

Ethnicity: 48% (49%), of the Total were Caucasian, another 21% (22%) were Hispanic/Latino, 17% (18%) were Asian-American/Pacific Islander, and 8% (10%) were African-American.

Gender: In 2011 as in 2008, 62% of the Total respondents were female and 42% were males.

Age: Overall, median age was 36 in 2011 as it was in 2008.

Household Income - overall: Total respondents reported overall median household income of $85,500 in 2011 versus $92,200 in 2008, a drop, attributed to the effects of the recent recession.

Household Income with wage earner: Total respondents reported median household income of $87,400 in 2011 versus $95,800 in 2008, also a decrease attributed to the recent recession.

Education Attainment: Educational level was maintained, with 75% in both 2011 and 2008 completing four years of college or higher.

Children at Home: Most or 89% (88%) of Total respondents had no children living at home

Own vs. Rent: 51% (46%) of Total respondents *rented* an apartment or condo while 41% (46%) *owned* their residence.

Employment Level and Location: Of the Total, 78% were employed (anywhere) at the time of the survey, with 68% employed Downtown. One-fifth, or 20%, both lived and worked in Downtown.

Employment Field: More than one-fourth, or 26% (26%), were employed in business, professional and technical services; 12% (14%) were in financial services and insurance and 11% (8%) were in arts and entertainment, the top three fields.

Employment Position: In 2011, of employed respondents, more than one-half, or 51%, (50%) were at top, senior and professional staff levels (regardless of workplace location).

Commuting to Work: Since the last survey commuting modes shifted; three-fifths, or 60%, in 2011 versus 39% in 2008 commuting alone by car, 20% (20%) who rode the Metro subway/ light rail, and 15% in 2011 versus 20% in 2008 who took Metro or other public bus service.

Tenure at Residence: Individuals lived in their current residence for a median of 2.9 (3.9) years.

Pets: One-half, or 51% (53%), of all respondents did not own any pets, while 32% (30%) owned a dog, 20% (20%) owned a cat,

Travel and Spending for Groceries: Overall, people purchased their groceries within a median of 1.8 (2.4) miles of their primary residence. They spent $105.11 ($102.70) (median) weekly on groceries.

Grocery Chain: Three-quarters of respondents, or 76%, usually shopped at Trader Joe's and two-thirds, or 68%, shopped at Ralphs, the top two chains named.

Eat Lunch Out in Downtown: 87% (96%) ate lunch at a Downtown restaurant at least once per month, and spent a median of $14.62 ($13.19) per person per meal.

Eat Dinner Out in Downtown: Two-thirds, or 68% (83%), ate dinner at a Downtown restaurant at least once per month, and spent a median of $28.84 ($26.74) per person per meal

Retail/Services Wanted: 67% (65%) of respondents wanted more mid-level restaurants in Downtown, 60% (50%) mentioned mid-level department stores (e.g. Nordstrom or Macy's), and 58% (57%) named book/music/movie stores (e.g. Amoeba, Barnes & Noble).

Downtown Activities Attended: 83% (81%) of respondents attended live music/theater/ dance, 82% (n/a) attended special events, 80% (77%) patronized art museums/galleries, and 67% (64%) went to live professional sports.

CONCLUSION

The study results underscore that Downtown LA is supported by a strong residential and employment base. Downtown LA is alive with new developments, fine and eclectic restaurants, unique businesses, exciting events and activities, and a new wave of residents entering the market. Downtown LA is economically viable, culturally vibrant and continues to grow strongly. Downtown LA is *the* Southern California hub for economic activity, employment and transportation. It is the region's premier destination for entertainment, nightlife, sports events, cultural arts and special events.

In 2010, the Los Angeles Film Festival relocated to Downtown LA. As of 2011, the *Los Angeles Times*' Festival of Books moved to the University of Southern California campus (just south of Downtown), and the ESPN X Games will be held exclusively in Downtown. All signs point to sustained growth and viability now and into the near-term future.

1. Summary Comparison of Key Findings Comparing 2008 & 2011 Demographic Study Among Only Downtown Residents

The Downtown Los Angeles Demographic Study 2011 had a total respondent base of 11,323 (10,243 in 2008), of which 4,464 (3,454 in 2008) specified being Downtown residents. The size and scope of the Downtown residential market in 2011 and compared to 2008 are discussed below.

Rise of Downtown Residential Market

Since the implementation of the Adaptive Reuse Ordinance in 1999 – a public policy that allowed for the conversion of certain commercially zoned properties into residential units – Downtown Los Angeles has experienced unprecedented residential population growth, continuing despite the recent recession, as evidenced by the following population and unit data.

Number of Downtown Residential Units

2011: A total of 28,861 residential units were reported in Downtown (consisting of 17,823 market-rate units and 11,038 affordable units)[5], a total 11.0% increase from 2008.
2008: A total of 26,011 residential units were reported in Downtown (consisting of 15,524 market-rate units and 10,487 affordable units)[6].

Downtown Los Angeles Resident Population

2011: A total of 45,518 persons resided in Downtown[7], a 15% increase from 2008.
2008: A total of 39,537 persons were reported residing in Downtown.[8]

Table 1: Downtown LA Residential Housing Units and Population (2011 and 2008)

Residential Units	2011(2nd qtr.)	% chg. 2010 fr. 2008	2008 (4th qtr.)
Market rate	17,823	14.8%	15,524
Affordable	11,038	5.2%	10,487
Total Units	**28,861**	**11.0%**	**26,011**
Resident Population	**45,518**	**15.1%**	**39,537**

Downtown Residential Demographics

Household Size:

2011: The average number of residents per Downtown household remained constant at 1.8.
2008: The average number of residents per Downtown household rose to 1.8.

[5] Downtown Los Angeles Residential Fact Sheet, 2nd Quarter 2011, Downtown Center Business Improvement District
[6] Downtown Los Angeles Residential Fact Sheet, 4th Quarter 2008, Downtown Center Business Improvement District
[7] Downtown Los Angeles Residential Fact Sheet, 2nd Quarter 2011, Downtown Center Business Improvement District
[8] Downtown Los Angeles Residential Fact Sheet, 4th Quarter 2008, Downtown Center Business Improvement District

Household Composition:

2011: Single heterosexual adult households comprised 45% (versus 43% in 2008) of total Downtown households. All married/partnered adults (whether heterosexual or GLBT[9]) comprised 40% (41%), and single GLBT adults at 7% remained comparable to 2008.
2008: Single heterosexual adult households comprised 43% of total Downtown households. Married/partnered adults (whether heterosexual or GLBT) comprised 41%, and single GLBT adults at 6%.

Residential Tenure:

2011: Downtown residents spent a median of 1.7 years at their current residence.
2008: Downtown residents spent 2.3 years at their current residence.
**In 2011, resident tenure dropped from 2008. This suggests that the survey included many new residents, and likely reflects the many new residential units that have entered the Downtown market since 2008.*

Own vs. Rent:

2011: The percentage of Downtown residents who *rented* an apartment or condo grew to 68% while 28% owned their residences. The remaining 4% reported other living arrangements.
2008: The percentage of Downtown residents who *rented* was 66% versus 30% who *owned* their residence, with 4% reporting other arrangements.
**This growth in renters was likely due to two factors: recent economic and financing conditions in which more people qualified to rent verses own, and that most of the new residential product entering the Downtown market was rental.*

Employment – Full- or Part-Time:

2011: 83% of Downtown residents were employed or self-employed full-time or part-time.
2008: 83% of Downtown residents were employed or self-employed full-time or part-time.

Employment – Position:

2011: Just over one-half, or 52%, of Downtown residents were at top, senior and professional staff levels (regardless of workplace location).
2008: One-half, or 50% of Downtown residents were at top, senior and professional staff levels (regardless of workplace location).

Where Downtown Residents Work:

2011: 57% of residents worked in Downtown.
2008: 64% of residents worked in Downtown.
**The decline in 2011 reflects a loss of jobs in Downtown by residents. Future surveys will provide a better idea as to the significance of this indicator for 2011.*

Education:

2011: 80% of Downtown residents completed four-year college or higher levels of education.
2008: 78% of Downtown residents completed four-year college or higher levels of education.
**The level of educational attainment continued to rise in each of the study periods.*

[9] GLBT = Gay/Lesbian/Bisexual/Transgendered individuals

Income:[10]

2011: Downtown residents reported overall median household income of $86,300, compared to $89,800 for Downtown resident households with at least one employed individual. Median household income was $88,700 for those employed (but not residing) in Downtown.
2008: Downtown residents reported overall median household income of $89,800 compared to $96,200 for Downtown resident households with at least one employed individual and $95,900 for those employed (but not residing) in Downtown.
**This income decline is likely due to the impact of the recession on household income due to job losses and work reductions. Additionally, apartment asking rents have not increased since 2008, and residents with a lower income have been able to reside in Downtown.*

Ethnicity:

2011: Downtown residents' racial/ethnic composition was relatively consistent to 2008. Caucasian population, the largest group, remained constant at 53%, while the share of Asian-Americans/Pacific Islanders at 22% and Hispanics/Latinos at nearly 18% each rose slightly, while African-Americans' share dropped to 6.5%.
2008: Downtown residents' racial/ethnic composition was 54% Caucasian, the largest group, with Asian-Americans/Pacific Islanders at 21% and Hispanics/Latinos at 17%.

Table 2: Downtown LA Resident Ethnicity 2011 and 2008

	2011	2008
Caucasian	53.3%	53.8%
Asian-American/Pacific Islander	21.6%	20.9%
Hispanic/Latino	17.7%	17.4%
African-American	6.5%	8.3%

Age:

2011: The median respondent age among Downtown residents was 32.5.
2008: The median respondent age among Downtown residents was 32.1.

Gender:

2011: 54% of Downtown resident respondents were female and 46% were male.
2008: 53% of Downtown resident respondents were female and 47% were male.

Transportation – Commuting Mode:

2011: More than one-half, or 55%, of Downtown residents reported that they commuted alone by car, and another 40% used some type of public transit (e.g. bus, subway, Metrolink). Note that 37% also reported commuting to work via walking or bicycling.

[10] The Los Angeles City median household income was estimated at $48,570 for 2005-2009 (inflation adjusted to 2009 dollars) by the U.S. Census Bureau, the most current available figures

2008: One-third, or 35%, commuted alone by car, another 35% used public transit, and 17% commuted to work via walking or bicycling.
** The large shift to commuting alone by car in 2011 from 2008 may be unexpected, and is attributed to a lower share of Downtown residents reporting working in Downtown in this survey, likely meaning they work outside of Downtown and requiring them to drive to work.*

Grocery Spending:

2011: Each residential household spent $102.00 (median - current dollars) per week on groceries.
2008: Each residential household spent $99.00 (median - current dollars) per week on groceries.

Grocery Stores Shop in/Requested:

2011: This year's survey reworded the question asking "in which grocery chain do you usually shop?" Most residents, 76% named Ralphs and 74% named Traders Joe's as the top two mentions.
2008: Most residents, 89% named Traders Joe's and 68% named Whole Foods Market as the most requested grocers to locate in Downtown. A Ralphs Fresh Fare opened in Downtown before the 2008 survey.

Likely to Shop in Trader Joe's:

The 2011 survey specifically asked the likelihood of shopping at Trader Joe's if located in Downtown. Mostly all, or 92%, of Downtown residents said they were extremely or very likely to shop in a Downtown Trader Joe's.

Dining Out – Dinner in Downtown

2011: 92% of residents dined out in Downtown at least once per month. Each resident spent $28.28 (median including tax & tip) when eating dinner out in Downtown.
2008: 96% of residents ate dinner out in Downtown at least once per month. Each resident spent $27.13 (median including tax & tip) when eating dinner out in Downtown.

Dining Out – Dinner in Any Area

2011: 99% of residents ate dinner out in any area at least once per month. Each resident spent $27.93 (median including tax & tip) when eating dinner out (in any area, not just in Downtown).
2008: This question was not asked.

Dining Out – Lunch in Downtown

2011: 89% of Downtown residents reported eating lunch out in Downtown LA at least once per month. Each resident spent $15.56 (including tax and tip) for lunch out.
2008: 95% of Downtown residents reported eating lunch out in Downtown LA at least once per month Each resident spent $14.75 (including tax and tip) for lunch out.

Retail/Services Most Wanted in Downtown:

2011: Residents' retail/services most wanted were:

Mid-level restaurants – 72%
Mid-market department stores – 63%
Book/music/movie stores – 61%

2008: Residents' retail/services most wanted were:

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

**In 2011, the most wanted retail types for Downtown shifted to mid-level restaurants and mid-level department stores, away from discount stores, likely due to the announcement of a Target store to open in Downtown. Top retail brands desired included: Nordstrom/Nordstrom Rack, Apple Store, Best Buy, Barnes & Noble Booksellers, Bloomingdale's and Costco. The lower percentage naming movie theaters was likely due to the opening of the Regal 14 Cinemas at L.A. Live on October 27, 2009.*

Pet Ownership:

2011: 43% of residents owned some type of pet; 28% owned a dog and 17% owned a cat.

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

2. Summary of Key Findings for All Respondents ("Overall Demographics") for the Demographic Study 2011, including Downtown residents, office workers and visitors

The current study was conducted via Internet, targeting a broad Downtown population base beyond residents – to those who were employed, visiting, and attending cultural arts or sports events in Downtown. "Total" refers to all 11,323 (10,243 in 2008) respondents encompassing these categories. The number shown in parenthesis (   ) following the 2011 result represents the comparable result from the Demographic Study 2008.

The key findings from all respondents are presented below.

Overall Demographics

Relationship to Downtown Los Angeles, Employment and Activities:

2011: Of Total respondents, 39% were Downtown LA residents, with 55% residing in LA County (outside Downtown), 5% who were U.S. residents (outside LA County), and .3% were international residents.
2008: Of Total respondents, 39% indicated that their primary residence was in Downtown LA, with 61% living outside of Downtown.

2011: Of the Total, 68% were employed in Downtown, and 20% both lived and worked in Downtown.
2008: Of the Total, 72% were employed in Downtown, and 14% both lived and worked in Downtown.

2011: Just more than half, or 51%, of all respondents attended Downtown museums, live theater, or arts events at least four times a year.
2008: Half, or 50%, of all respondents attended Downtown museums, live theater, or arts events at least four times a year.

2011: 29% attended live sports events in Downtown at least once quarterly, identical to 2008.
2008: Nearly one in three, or 29%, attended live sports events in Downtown at least once quarterly.

Income:

2011: Total respondents reported median annual household income of $85,500, again well above that for Los Angeles City and County overall.[11]
2008: Total respondents reported median annual household income of $92,200.

[11] The 2007 median income (latest available for L.A. County) was $54,828 for Los Angeles County households and $48,570 for Los Angeles City. Source: 2005-2009 American Community Survey 5-Year Estimates, U.S. Census Bureau (adjusted for inflation in 2009 dollars), the most current available figures.

Age:

2011: The median age of all respondents again was 36 years old.
2008: The median age of all respondents was 36 years old.

Ethnicity:

2011: Nearly half, or 48%, of the Total were Caucasian, 21% were Hispanic/Latino, 17% were Asian-American/Pacific Islander, and 8% were African-American.
2008: Nearly half, or 49%, of the Total were Caucasian, 22% were Hispanic/Latino, 18% were Asian-American/Pacific Islander, and 10% were African-American.

Education:

2011: Three-quarters, or 75%, of the Total completed four years of college or higher while averaging 15.9 total years of education.
2008: Three-quarters, or 75 %, of the Total completed nearly 16 years of education.

Gender:

2011: Again more than six in 10, or 62%, of Total respondents were female.
2008: 62% of all respondents were female.

Employment:

2011:

- 78% were employed full- or part-time.
- 10% were self-employed.
- 51% of all respondents were professional, senior staff or top-level executives.
- For Downtown employees, 53% were top-level executives/senior staff.

2008:

- 88% were employed full- or part-time.
- 7% were self-employed.
- 50% of all respondents were professional, senior staff or top-level executives.
- For Downtown employees, 51% were top-level executives/senior staff.

Household Composition:

2011: Marital: About 45% of the Total households were comprised of married/partnered heterosexual or GLBT[12] adults. Overall, 40% of the Total households consisted of a single adult.
2008: Marital: 47% of the Total households were comprised of married/partnered heterosexual or GLBT adults. Overall, 39% of the Total households consisted of a single adult.

[12] GLBT = Gay/Lesbian/Bisexual/Transgendered individuals

Children:

2011: Overall, 21% of Total respondents had children from infant to five years old, while 15% reported children at home aged 5 -18 (5 -13 in 2008).
2008: Overall, 22% of Total respondents had children from infant to five years old, while 12% had children at home aged 5 -13.

Household Size:

2011: Each participant household averaged a total of 2.2 people.
2008: Each participant household averaged a total of 2.3 people.

Residence Ownership versus Rental:

2011: 41% of all respondents owned their residence, and 51% rented their residence (with 8% in other arrangements).
2008: 47% of all respondents owned their residence, and 46% rented their residence (with 7% in other arrangements).

Tenure:

2011: Downtown residents have lived at their current location for 1.7 years, a decrease from 2008.
2008: Downtown residents have lived at their current location for 2.3 years

Office or Studio:

2011: More than one-quarter, or 28%, of the Total used their residence as a primary or secondary office or studio.
2008: About one-quarter of the Total used their residence as a primary or secondary office or studio.

Grocery, Retail, Dining Out and Activities

Grocery Purchases:

Each household spent $105 ($102 in 2008) median (mid-point) per week on groceries, shopping mainly at chain supermarkets, but also at specialty grocers and farmers' markets. Downtown residents were more likely than the Total to travel slightly farther to purchase groceries, to shop at non-chain grocers, or to go outside of Downtown due to the limited presence of chain grocers other than Ralphs in the area.

Where They Buy Groceries:

Trader Joe's was mentioned by 75% of all respondents and Ralphs was mentioned by 68% as the top two grocery chains where they usually shop.

Retailers Wanted in Downtown:

In 2011, the focus shifted as 65% (67% in 2008) wanted more mid-level restaurants, while only 41% (65%) named a discount store, likely due to the planned Downtown Target store. Another 60% (50%)

wanted mid-level department stores, nearly as many 58% (57%) named book/music/movie stores and 57% (53%) named electronics stores. About one-half, or 51%, (51%) wanted fashion/clothing stores and 47% (59%) wanted movie theaters – likely lower than in 2008 due to the opening of the Regal 14 Cineplex at LA LIVE in October 2009.

Dining Out:

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

Lunch out: They ate nearly eight (seven) lunches out per month, and spent a median of $14.60 ($13.00) per person.

Dinner out: They dined out nearly four (four) times per month and spent a median of nearly $29.00 ($27.00) per person.

Events and Activities:

Downtown attracts significant amounts of people for cultural arts and sports events.

Cultural: All respondents attended Downtown live music, theater, opera or dance a median of 2.8 (2.5) times per year, and art museums or galleries 2.7 (2.4) times per year.

Sports: Respondents attended live collegiate sports events .4 (.4) times per year and live professional sports events 1.8 (1.6) times per year.

Special events: 88% (there is no % from 2008) of respondents attended special events in Downtown.

Downtown LA Demographic Study 2011 Detailed Findings

BACKGROUND AND PURPOSE

Over the past 10 years, Downtown Los Angeles has experienced an extraordinary commercial and residential renaissance. With some **45,000 residents**, **500,000+ weekday employment population** and over **10 million annual non-local visitors**, Downtown Los Angeles has become Southern California's economic engine.

The Downtown Center Business Improvement District (DCBID) is a coalition of property owners, consisting of more than 2,623 parcels[13], 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 safe-and-clean programs through its "Purple Patrol," engages in economic development, business retention and attraction programs, and 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.

The main purpose of this demographic study is to provide economic and demographic data to inform the DCBID about who lives, works, plays and visits in Downtown LA. With this information, the DCBID is better able to recruit retailers, restaurants, and other consumer businesses and amenities to Downtown Los Angeles.

To that end and to update its Downtown Los Angeles Demographic Survey 2008[14], the DCBID retained Horizon Consumer Science (HCS) to manage and conduct comprehensive market research of demographic/household characteristics among current Downtown residents, employees and visitors. This 2011 study also compares the results to the 2008 study, as shown in parenthesis (   ) following the 2011 result.

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[13] Of these properties, 835 parcels (or 87.4% of the assessed) are commercial use; 1,777 parcels (or 9.2% of the assessed) are residential use; and 11 parcels (or 3.4% of the assessed) are government use.

[14] Downtown Center Business Improvement District, Downtown Los Angeles Demographic Survey 2008, (April 2009)

DEMOGRAPHIC STUDY 2011 METHODOLOGY

The 2011 study was facilitated as an Internet survey to a self-selected sample across the central Downtown LA population, in particular any resident, employee, visitor and cultural arts and sports event attendee. This is not a "census"; instead it is a comprehensive survey representing Downtown residents and consumers.

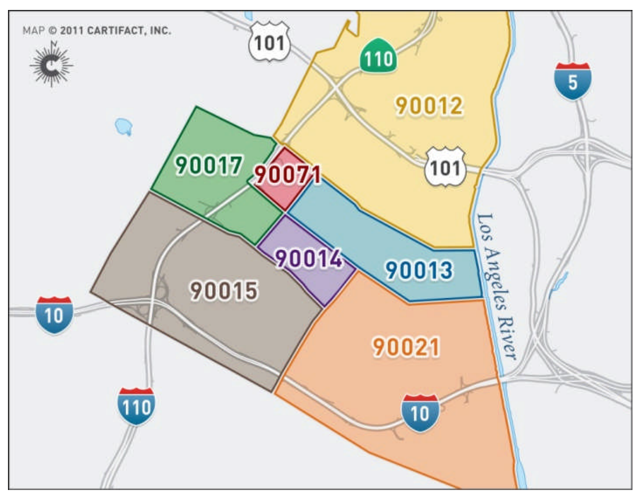
To publicize the survey, the DCBID undertook a wide outreach effort throughout Downtown, including large color advertisements placed in the *Los Angeles Downtown News*; distribution of 50,000 color postcards by outreach teams to pedestrians on the streets of Downtown LA, major office buildings, public transportation portals, public buildings, LA LIVE area and major hotspots; as well as the placement of 12,000 color door hangers in residential buildings. From these advertisements, postcards and door hangers, potential respondents were directed to access the survey through a "*url*" link DowntownLA.com/survey posted on the DCBID website, DowntownLA.com.

After completing the survey, respondents elected to provide their e-mail addresses to enter into a prize drawing. Additionally, respondents were able to "opt-in" to receive DCBID newsletters and special notices. The survey response period was from March 1 to April 10, 2011. A total of 11,323 surveys were returned, with 8,156 who entered into the prize drawing, and 5,330 who provided their e-mail addresses. The 11,323 respondent base had a variance of not greater than .9% at the 95% confidence level.[15]

DEFINITION OF DOWNTOWN

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

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

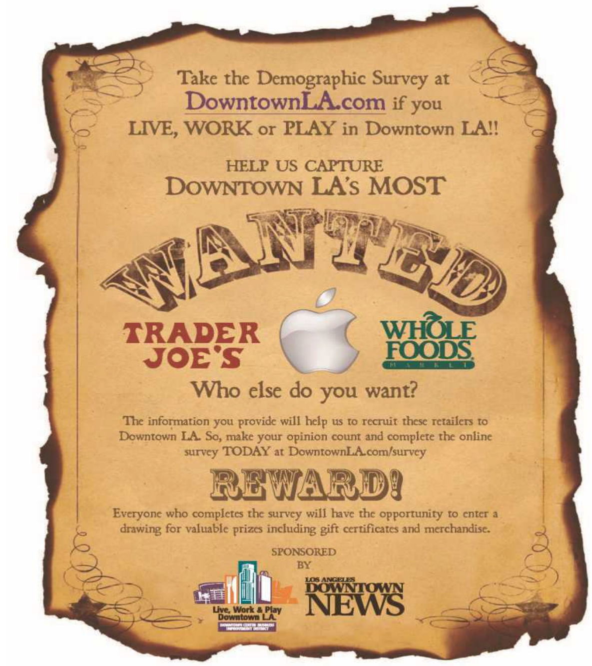


Downtown as defined by zip codes, showing freeways

15 Where any response to a question with the full base is 50%, this is the level of variance. For any response lower than 50%, the variance will be lower.

METHODOLOGY

The study was facilitated by an Internet survey to a broad, self-selected population sample. The DCBID publicized the survey through large ads placed in the *Los Angeles Downtown News*; through e-mail; by postcards distributed on the streets of Downtown at office buildings, hotels, and special events; and by door hangers in Downtown residential buildings, using 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 website address where the survey *url* was available for respondents to access the survey. After completing the survey, respondents had the opportunity to enter into to a special prize drawing and to provide their e-mail addresses to opt-in for newsletters and notices.

The survey response period was from March 1 – April 10, 2011. A total of 11,323 usable surveys were returned. This total survey sample resulted in a margin of error of .9% (at the 50% response level) for the data results. A total of 8,156 registered for prizes for a capture rate of 72%. Because the survey was completed by a self-selected sample of respondents and those with access to the Internet, the results were subject to some sample bias. The survey is not intended as a census of all those living or working Downtown, but rather as a representative sample of likely Downtown consumers.

STUDY TEAM

The study was managed by the Downtown Los Angeles office of Horizon Consumer Science (HCS), a market research/consulting firm specializing in economic development and demographic research in tourism, retail, real estate and cultural arts. The DCBID managed the outreach process and collaborated with HCS on the questionnaire development.

HOW TO READ THE TABLES

Each survey question was 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 response percentage of the total, as follows:

	Total	Residence		Relationship to DT					
		DTLA	LA Co.	Employed	Attends Arts	Attends Sports	DT Visitor	DT Student	Live & work DT
Full Base:	11323	4464	6278	7743	5787	3291	1838	588	2439

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

Total: All 11,323 respondents

Primary Residence

DTLA: Respondents whose primary residence was in Downtown LA

LA Co.: Respondents whose primary residence was in LA County, outside of Downtown

Employed: Respondents only employed in Downtown (not residing here)

Attend Arts: Respondents who reported attending theater/art performance events in Downtown at least 4 times per year

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

DT Visitor: Respondents who indicated they were visiting for a temporary purpose, and reside outside LA County

DT Student: Anyone reporting that they attended school in Downtown

Live & Work DT: Respondents reporting that they were both employed and reside in Downtown

The number shown in parenthesis (   ) in the text following the 2011 result represents the comparable result from the Demographic Study 2008.

ORGANIZATION

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

- Comparison of Downtown Residents in 2011 and 2008 studies
- Relationship (of respondent) to Downtown – 2011
- Respondent Demographics – 2011
- Household Characteristics – 2011
- Grocery, Restaurant and Retail Shopping, and Potential Development – 2011
- Activities & Special Events Attendance – 2011

DETAILED RESULTS – DOWNTOWN RESIDENTS DEMOGRAPHIC STUDY 2011 AND COMPARISON TO 2008 STUDY

In 2011, the DCBID conducted another extensive survey of Downtown residents, employees and visitors. One of the main objectives was to capture preferences and demographics from new Downtown residents – those who had moved to Downtown Los Angeles since the 2000 census.

The respondent samples were self-selecting, and the DCBID conducted extensive outreach and publicity to ensure strong and broad participation. A total of 11,323 (10,243 in 2008) surveys were completed, of which 4,464 (3,454 in 2008) were Downtown residents. The following compares the results between the two surveys (among Downtown residents).

Demographics – Downtown Residents

Household Income

- The reported median 2011 annual household income was $89,770 ($96,200 in 2008) among households with at least one wage-earner.
- The percentage earning $150,000, 20.3% was just above the 20.2% at that income level in 2008.
  **The economic recession likely impacted median household income.*

Table 3: Household Income

	Survey	
	2011	**2008**
Base: Respondents	**3793***	**2874***
Under $10,000 or no income	1.3%	0.7%
$10,000 - $29,999	4.7%	3.4%
$30,000 - $49,999	13.0%	9.1%
$50,000 - $74,999	20.0%	19.4%
$75,000 - $99,999	18.6%	17.4%
$100,000 - $124,999	14.5%	15.4%
$125,000 - $149,999	7.6%	9.1%
$150,000 - $174,999	6.6%	6.7%
$175,000 - $199,999	3.7%	3.6%
$200,000 - $249,999	4.1%	4.3%
$250,000 and up	5.9%	5.6%
Net $150k	**20.3%**	**20.2%**
Median Income	**$89,770**	**$96,200**

** Households with at least one wage-earner*

Age

- In 2011, Downtown residents' median age was 32.5, comparable to 32.1 in 2008.

Table 4: Resident Age

	Survey	
	2011	**2008**
Base: Respondents	**4464**	**3454**
Up to 22	4.8%	6.6%
23-29	31.3%	32.6%
30-34	23.1%	20.6%
35-44	23.1%	21.6%
45-54	9.8%	10.9%
55-64	5.9%	5.2%-
65	1.5%	1.9%
Prefer not to disclose	0.6%	0.6%
Median	**32.5**	**32.1**

Ethnicity

- The ethnicity/racial composition of respondents in 2011 was comparable to 2008, with slightly fewer Caucasian, Asian-American/Pacific Islanders and African-Americans. Slightly more residents identified as Hispanic/Latinos in 2011. Native Americans, while rising slightly as well, remained the smallest group by share.

Table 5: Resident Ethnicity

	Survey	
	2011	**2008**
Base: Respondents	**4454**	**3454**
Caucasian (non-Hispanic)	53.3%	53.8%
Hispanic/Latino	17.7%	17.4%
Asian-American/Pacific Islander	19.6%	20.9%
African-American	6.5%	8.0%
Native American	1.7%	1.3%
Other group	3.5%	n/a
Prefer not to disclose	3.2%	5.8%

Columns may add to more than 100% due to multiple responses

Education Level

- Downtown residents reported very high levels of educational achievement, with 80% in 2011 who have completed four-year college or higher, versus 78% in 2008.

Table 6: Education Level

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
High school or equivalent	6.6%	7.4%
Trade school/community college (AA, AS, etc.)	13.4%	14.4%
Undergraduate/four-year college (BA or BS)	47.9%	45.5%
Graduate/professional degree	31.9%	32.6%
Net College or Higher	**79.8%**	**78.1%**
Mean years of education	**16.1**	**15.7**

Gender

- The gender breakdown of Downtown residents for the two studies was almost identical with 54%-53% female and 46%-47% male respondents.

Table 7: Gender

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
Female	53.7%	53.2%
Male	46.3%	46.8%

Employment Status

- In both 2011 and 2008, 83% of Downtown residents reported being employed.
- Two-thirds, or 66%, reported full- or part-time employment in 2011.
- There was notable growth among the self-employed, rising to 17% in 2011 from nearly 14% in 2008.

Table 8: Employment Status

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
Employed full-or-part time	66.0%	69.7%
Self-employed (and not a student)	16.7%	13.5%
Net Employed	**82.7%**	**83.2%**
Student (with or without employment)	11.6%	11.5%
Currently seeking employment	2.3%	2.4%
Retired	1.2%	1.4%
Homemaker	0.7%	0.8%
Other or not employed	1.4%	0.6%

Note: employed in or outside of Downtown LA

Resident Employment Position/Level

- In both surveys, about one-third of residents were employed at the professional/senior staff level, with slight growth to 35% in 2011, from 33% in 2008.
- The two surveys captured about the same ratio, 17% at the top, executive or manager level.
- Somewhat more in 2011, 9%, versus 8% in 2008, are small business owners.
- Slightly fewer in 2011, 10%, versus 12% in 2008, are at the clerical/general staff level.

Table 9: Employment Position/Level

	Survey	
	2011	**2008**
Base: Employed Downtown Residents	**4006**	**3083**
Professional/senior staff (incl. educators)	35.4%	33.0%
Clerical or general staff	10.4%	11.8%
Top-level executive or manager	16.5%	17.1%
Technical/development staff	6.7%	6.7%
Small business owner/entrepreneur	9.3%	8.2%
Writer, artist, or entertainer (excl. agent)	8.2%	7.7%
Independent consultant, contractor, agent	6.4%	5.7%
All other job functions	7.1%	9.7%

Note: employed in or outside of Downtown LA

Resident Industry of Employment

- In both surveys, *Business/professional/technical* at 20% and *Arts & entertainment* at 19% (and 17% in 2008) were by far residents' top two employment categories.
- *Education/health/social services* and *Financial services* were the next categories at nearly 7% each; the former gained slightly while the latter decreased by over one percentage point since 2008.
- Another decline was *Government* – down 5.3% from 6.8%, while *Information-media* and *Leisure/hospitality* were each up by one percentage point.

Table 10: Industry of Employment

	Survey	
	2011	**2008**
Base: Employed Downtown Residents	**4006**	**3083**
Business/professional/technical services	20.2%	20.4%
Arts & entertainment	18.9%	17.0%
Educational services/health care/social assistance	6.8%	6.5%
Financial services/insurance	6.7%	7.6%
Architecture, design	6.0%	7.3%
Government (including military)	5.3%	6.8%
Medical/health services	5.2%	5.2%
Information-media, Telecomm, Internet & data processing	4.7%	3.7%
Real estate (e.g. development, broker)	4.4%	5.0%
Leisure & hospitality	3.7%	2.9%
Non-profit/civic/religious organizations	2.9%	3.2%
Retail trade	2.0%	2.8%
Wholesale trade; import/export	1.1%	2.1%
Other services (e.g. personnel, maintenance, etc.)	1.0%	1.0%
Transportation/warehousing/logistics	0.4%	0.6%
Other	7.3%	7.9%

Note: employed in or outside of Downtown LA

Household Characteristics

Household Composition

- While the share of heterosexual married/partnered households was comparable between the two surveys at about 33%, more Downtown households in 2011 were comprised of single heterosexual adults – 46% versus 43% in 2008, and slightly more single GLBT [16]adults than in the prior study.

Table 11: Household Composition

	Survey	
	2011	**2008**
Base:	**4464**	**3454**
Married/domestic partner/cohabitating heterosexuals (with or w/o children)	33.9%	33.1%
Single heterosexual adult(s)	45.6%	42.6%
Domestic partnered/cohabitating/married GLBT adult(s) (with or w/o children)	5.6%	7.7%
Extended generational family group	1.2%	2.5%
Single gay/lesbian/bisexual/transgender (GLBT) adult(s)	6.6%	6.2%
Unrelated roommates/tenants	4.5%	n/a
Other/Prefer not to disclose	2.6%	3.2%

[16] GLBT = Gay/Lesbian/Bisexual/Transgendered individuals

Own or Rent Residence

- In 2011, 68% of Downtown residents rented an apartment or condo versus 66% in 2008.
- In 2011, 28% owned their Downtown residence versus 30% in 2008.

  **The addition of more rental units into the Downtown market between 2008 and 2011 is the likely reason for this change to more renters.*

Table 12: Own or Rent Residence

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
Rent an apartment or condo	61.7%	59.5%
Rent a condo owned by someone else	6.2%	6.1%
Net rent	67.9%	65.6%
Own house or condo	28.2%	30.1%
Other arrangement	1.8%	1.9%
Owned by someone else; not paying rent	1.0%	1.4%
Company/school-provided (may or may not pay rent)	0.5%	1.0%

Tenure at Current Residence

- A perhaps surprising change was a drop in Downtown residents' length of tenure to 1.7 years from 2.3 years in 2008. This survey may have captured newer residents than did the 2008 study.

Table 13: Tenure at Current Residence

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
Median (years):	1.7	2.3

Number of Residents in a Downtown Household

- Each Downtown household had a median of nearly 1.8 residents, virtually identical in both studies.

Table 14: Number of Residents in Household

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
Median:	1.78	1.79

Use of Downtown Home for Office/Studio

- Nearly one-third used their Downtown residence as a home office, while nearly 64% did not. This was comparable in both surveys.

Table 15: Use of Home for Office/Studio

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
No	63.6%	65.2%
Yes, as secondary office or studio	21.1%	20.3%
Yes, as primary office or studio	15.3%	14.5%

Grocery Shopping, Dining Out, Retail Brands Wanted

Where Downtown Residents Shop for Groceries

- Chain supermarkets slipped as the top location for grocery shopping in the 2011 survey at 71% versus 80% in 2008, whereas specialty grocers rose to 73% from 67% in 2008.
- Farmers' markets retained the third spot in 2011, rising to 36% from 32% in 2008.
  **With but a few specialty retailers in Downtown, this suggests that Downtown residents may have been more likely to go outside the area for these types of markets, especially if more goods or lower prices were available. In fact, Downtown residents traveled an average of nearly two miles for groceries versus 1.7 miles by non-Downtown residents.*

Table 16: Where Shop for Groceries

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3450**
Chain supermarket (e.g. Ralphs, Vons, etc.)	71.2%	79.7%
Specialty grocer (e.g. Trader Joe's, Whole Foods, etc.)	73.4%	67.4%
Farmers' markets	36.3%	32.1%
Independent grocer/convenience store	20.3%	15.9%
Online/delivery	4.2%	3.8%
You don't buy or others in household buy groceries	0.1%	0.4%
Other place not listed	4.1%	4.1%

Amount Spent on Groceries Per Week

- In 2011, Downtown households reported spending a median of $102 weekly on groceries, up slightly from 2008. In 2011, however, many more resident households, 53% versus 38% in 2008, spent more than $100 per week.

Table 17: Amount Spent on Groceries Per Week

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3450**
Under $20	0.9%	1.0%
$20-$39	6.4%	5.7%
$40-$59	13.5%	14.1%
$60-$79	14.5%	15.4%
$80-$99	12.2%	13.5%
$100+	52.5%	38.2%
Median per household	**$102**	**$99**

Grocery Chains in Which Respondents Usually Shop

This question was reworded for 2011 to capture where Downtown residents *actually shopped* as opposed to the *chains they wanted* in Downtown (in 2008); both are shown in the table below.

- Three-quarters of Downtown residents – 76% – usually shopped at Ralphs, with nearly as many, 74% who usually shopped at Trader Joe's, the top two chains mentioned.

Table 18: Grocery Chains Wanted in Downtown

	Survey	
	2011 Usually Shop at	**2008 Want Downtown**
Base: Downtown Residents	**4464**	**3450**
Ralphs	76.3%	5.2%†
Trader Joe's	73.8%	89.3%
Whole Foods Market	44.5%	68.7%
Vons/Pavilions	18.8%	19.1%
Fresh & Easy	16.2%	Not asked
Gelson's	7.3%	17.5%
Albertsons	7.1%	12.1%
Bristol Farm	6.0%	17.8%
Food4Less	n/a	9.0%
Other/specialty or gourmet	33.2%	27.3%

Sum greater than 100% due to multiple responses.

†*Ralphs Fresh Fare had opened in Downtown just prior to the 2008 survey, which would explain the low percentage.*

Spending for Eating Out *in Downtown* – Lunch

- Most – 89% (95%) – of Downtown residents reported eating lunch out in Downtown LA at least once per month.
- Per-person median spending for lunch out rose by 5.5% to $15.56 in 2011 from $14.75 in 2008.

Table 19: Percentage and Median Spending for Eating Lunch Out in Downtown

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3450**
Percent eating lunch out at least once monthly	88.6%	94.9%
Median Spent – Lunch out	$15.56	$14.75

Spending for Dining Out *in Downtown* – Dinner

- Nearly all residents – 92% (96%) – reported dining out in Downtown LA at least once per month.
- When having dinner out in Downtown LA, the per-person median spending rose by 4.2% to $28.28 in 2011 from $27.13 in 2008.

Table 20: Spending for Dining Out in Downtown (median)

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3450**
Percent eating dinner out at least once monthly	91.9%	95.7%
Median Spent – dining out	$28.28	$27.13

Spending for Dining Out *in Any Area* – Dinner

- Virtually all – 99% (not asked in 2008) – of residents reported dining out in *any area* at least once per month.
- When having dinner out, residents' median per-person spending was $27.93.

Table 21: Spending for Dining Out in Any Area (median)

	Survey
	2011
Base: Downtown Residents	**4464**
Percent eating dinner out at least once monthly	98.9%
Median Spent – dining out	$27.93

Desired Retailers/Services in Downtown

- The types of retailers Downtown residents most wanted shifted from discount stores at 41% in 2011 from 70% in 2008. Most desired were mid-level restaurants by 72% (74%), electronic stores by 66% (63%), mid-market department stores by 63% (53%), home furnishing stores by 61% (60%), and book/music/movie outlets by 61% (63%).

Table 22: Desired Retailers/Services Downtown

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3450**
Restaurants: (mid-level – 2011) / (sit down – 2008)	72.1%	73.8%
Electronics (e.g. Best Buy, Apple Store, etc.)	65.5%	63.3%
Mid-market department stores (e.g. Nordstrom, Macy's, etc.)	62.5%	52.6%
Home furnishings (e.g. Crate & Barrel, Bed Bath & Beyond, etc.)	61.3%	59.9%
Book/music/movie stores (e.g. Amoeba or Barnes & Noble Booksellers)	60.5%	63.2%
Fashion/clothing (e.g. Gap, Banana Republic, etc.)	55.3%	57.9%
Coffee shops/cafés	54.4%	54.3%
Bars/lounges	53.3%	52.7%
Movie theaters	50.8%	77.7%
Personal services (e.g. dry cleaning, shoe repair, hair salon, etc.)	42.2%	45.4%
Discount stores (e.g. Target, Kmart, etc.)	40.6%	69.8%
Restaurants (high-end)	40.3%	36.7%
Health spas/gyms	39.0%	31.4%
High-end department stores (e.g. Saks, Bloomingdale's)	38.9%	41.3%
Nightclubs/dance clubs	34.4%	39.0%
Convenience stores (open late or 24 hours, e.g. 7-Eleven)	32.2%	43.7%
Veterinary clinic/animal services (e.g. Petco, pet hotel)	29.8%	30.9%
Restaurants (fast food)	24.9%	27.6%
Other	12.0%	10.4%

Pet Ownership

- The percentage of pet ownership rose to 43% from nearly 40% in 2008.
- Dogs were still more popular pets than cats, and by a wider margin.

Table 23: Pet Ownership

	Survey	
	2011	**2008**
Base: Downtown Residents	**4464**	**3454**
Net pet ownership	43.0%	39.7%
None	57.0%	60.3%
Type of Pets Owned*		
Dogs	27.6%	24.3%
Cats	17.4%	16.4%
Other	3.8%	4.6%

**adds to more than net ownership due to multiple pet types owned*

DETAILED FINDINGS FOR ALL RESPONDENTS (INCLUDING DOWNTOWN RESIDENTS, WORKERS AND VISITORS) DEMOGRAPHIC STUDY 2011

Relationship to Downtown

Relationship to Downtown LA – Total Respondents

Respondents' relationship to Downtown in terms of residency, employment, activities and demographics is discussed in the following narrative and shown in the accompanying set of tables. The number shown in parenthesis ( ) following the 2011 result represents the comparable result from the Demographic Study 2008.

- Of the Total Respondents, just under 61% (61%) resided outside of Downtown whereas 39% (nearly 39% in 2008) lived within Downtown. Thus, there was negligible change from the 2008 residency.

Table 24: Residence Area – Total Respondents

	2011 Total	2008 Total
Base: Response specified	**11323**	**8834***
My primary residence is located in Downtown LA	39.4%	38.9%
My primary residence is outside of Downtown LA, but within Los Angeles County	55.4%	n/a
My primary residence is outside of Los Angeles County, but in the United States	4.9%	n/a
My primary residence is located in another country outside of the United States	0.3%	n/a
Net: residence outside of Downtown LA	60.6%	61.1%**

Sum greater than 100% due to multiple responses.
** In 2008, the base for this question was only those who answered the question and no other residence areas were specified in the question.*
***The response was for all who lived anywhere outside Downtown LA.*

Employment and Attendance at Downtown LA Cultural Activities Sports Events

- Of the Total respondents, 68% (69%) were employed in Downtown.
- Just over one-half, or 51% (50%), attended live arts performances in Downtown LA at least four times per year.
- Nearly three in 10, or 29% (nearly 29%), attended live sports events in Downtown at least four times per year.
- Nearly 6% (4%) of respondents were students in Downtown.
- More than 16% (1%) were visitors – that is, those who resided outside LA County and who were in Downtown LA for any temporary purpose other than regular employment or to attend school.

Table 25: Employment and Activities Relative to Downtown – Total Respondents

	2011 Total	2008 Total
Base: Response specified	**11323**	**8834***
I am regularly employed in Downtown LA	68.4%	69.2%
I attend museums or live theater/performance arts events at least 4 times per year in Downtown LA	51.1%	50.1%
I attend professional or collegiate sports events at least 4 times per year in Downtown LA	29.1%	28.7%
I regularly attend school in Downtown LA (also may or may not be employed)	5.5%	3.6%**
I am a visitor who resides outside of Los Angeles County who does not work or attend school Downtown	16.2%	0.7%

**The base for this question was only those who answered the question.*
***The 2008 study did not specify whether a student was employed or not.*
Sum greater than 100% due to multiple responses.

Employment and Activities Relative to Downtown LA – By Residence

- By residence, 52% of Downtown LA residents were employed in Downtown, while 81% of LA County resident respondents worked in Downtown LA.
- More than one-half, or 56%, of Downtown LA residents attended museums/live arts at least four times per year as did 49% of LA County residents.
- Three in 10, or 31%, of Downtown LA residents attended professional or collegiate sports events in Downtown LA compared to 28% of LA County residents.

Table 26: Employment and Activities Relative to Downtown – Total Respondents

	Total	Residence		
		DTLA	LA Co.	Vis
Full Base:	**11323**	**4464**	**6278**	**580**
Regularly employed in Downtown LA	68.4%	51.6%	80.6%	65.7%
Attend museums, live theater and/or arts events in Downtown LA at least four times per year	51.1%	56.4%	48.5%	39.0%
Attend professional or collegiate sports in Downtown at least four times per year	29.1%	31.1%	28.4%	20.3%
Not employed nor attend school Downtown	20.0%	32.4%	11.5%	16.0%
Visiting Downtown LA for leisure/vacation, a meeting/convention or other temporary purpose	16.2%	6.9%	21.3%	33.3%
Regularly attend school in Downtown LA and not employed in Downtown LA	3.0%	5.8%	1.1%	1.0%
Both employed and attend school in Downtown LA	2.5%	4.6%	1.1%	1.0%
None of the above	1.3%	2.7%	0.3%	1.6%

Sum greater than 100% due to multiple responses.

Relationship to Downtown LA

The narrative below discusses employment and activities, as related to Table 27 below.

- Of those employed in Downtown, 44% attended arts/performance events and 27% attended sports events in Downtown at least four times per year.
- Of Downtown visitors, 77% attended arts/performance events and 44%, attended sports events in Downtown at least four times per year.
- Of Downtown students, 19% were employed in Downtown and 58% were not employed in Downtown. Just over one-half, or 53%, of students attended arts events while one-third, or 34% attended sports events in Downtown.
- Of those who both live and work in Downtown, 51% attended arts/performance events and 30% attended sports events in Downtown at least four times per year.

Table 27: Relationship to Downtown LA – By Employment and Live & Work

	Total	Relationship to DT			
		Employed	DT Visitor	DT Student	Live & work DT
Full Base:	**11323**	**7743**	**1838**	**588**	**2439**
Regularly employed in Downtown LA	68.4%	100.0%	45.4%	19.0%	94.4%
Attend museums, live theater and/or arts events in Downtown at least four times per year	51.1%	44.1%	77.4%	52.7%	51.3%
Attend professional or collegiate sports in Downtown LA at least four times per year	29.1%	27.1%	44.1%	33.7%	29.8%
Not employed nor attend school in Downtown LA	20.0%	0.2%	32.4%	1.5%	0.3%
Visiting Downtown LA for leisure/vacation, meeting/convention or other temporary purpose	16.2%	10.8%	100.0 %	10.2%	5.5%
Regularly attend school in Downtown LA and not employed in Downtown	3.0%	0.4%	2.2%	57.5%	1.3%
Both employed and attend school in Downtown LA	2.5%	1.3%	1.4%	47.3%	8.4%
None of the above	1.3%	0.1%	0.1%	0.0%	0.1%

Sum greater than 100% due to multiple responses.

Relationship to Downtown LA – by Cultural and/or Sport Events Patrons

- Of the 51% (50%) who regularly attended museums/live theater or performances as discussed above, 59% (59%) were employed in Downtown. In addition, 47% (41%) also attended at least four annual live sports events Downtown.
- Of the 29% (29%) who attended at least four annual professional or collegiate sports events in Downtown, 64% (78%) were employed in Downtown. As well, 83% (72%) of Downtown sports events attendees also patronized at least four museums/live performances.
- This indicates that nearly five in 10 Downtown cultural arts patrons were also Downtown sports patrons, and more than eight in 10 Downtown cultural sports patrons were also Downtown arts patrons.

Table 28: Relationship to Downtown LA – Attend Cultural and/or Sport Events

	Total	Relationship to DT	
		Attend Arts	Attend Sports
Full Base:	**11323**	**5787**	**3291**
Regularly employed in Downtown LA	68.4%	59.0%	63.8%
Attend museums, live theater and/or arts events in Downtown at least four times per year	51.1%	100.0%	82.5%
Attend professional or collegiate sports in Downtown LA at least four times per year	29.1%	46.9%	100.0%
Not employed nor attend school in Downtown LA	20.0%	27.4%	23.6%
Visiting Downtown LA for leisure/vacation, a meeting/convention or other temporary purpose	16.2%	24.6%	24.6%
Regularly attend school in Downtown LA and not employed in Downtown	3.0%	2.8%	3.1%
Both employed and attend school in Downtown LA	2.5%	2.9%	3.3%
None of the above	1.3%	0.1%	0.2%

Sum greater than 100% due to multiple responses.

Demographics

Respondent Gender

- In 2011 as in 2008, 62% of the Total respondents were female, and as such, may reflect that more females elected to complete the survey rather than the overall population gender.
- The gender breakdown varies by residence, with more parity among Downtown LA residents, 54% female versus 46% male.

Table 29: Respondent Gender

	Total	Residence			Relationship to DT					Live & work DT
		DTLA	LA Co.	Visitor	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base:	**11323**	**4464**	**6278**	**580**	**7743**	**5787**	**3291**	**1838**	**588**	**2439**
Female	61.9%	53.7%	67.5%	64.1%	63.5%	59.3%	54.2%	59.0%	66.7%	53.1%
Male	38.1%	46.3%	32.5%	35.9%	36.5%	40.7%	45.8%	41.0%	33.3%	46.9%

Respondent Age

- Respondents' overall median age was 36.3 (36.8) years old.
- LA County residents were older, at 39.5 years old (40.1 in 2008 for all non-Downtown residents), versus 32.5 (32.1) years old for Downtown residents.
- Downtown employees' median age was 38.0 (38.5) years old.
- Not surprisingly, Downtown students were the youngest group with a median age of 26 years old.

Table 30: Respondent Age

	Total	Residence			Relationship to DT					Live & work DT
		DTLA	LA Co.	Visitor	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Full Base:	**11323**	**4464**	**6278**	**580**	**7743**	**5787**	**3291**	**1838**	**588**	**2439**
18-22	3.2%	4.8%	2.1%	2.8%	1.5%	2.8%	3.1%	3.9%	26.2%	3.3%
23-29	24.0%	31.3%	19.8%	14.0%	21.4%	25.6%	28.9%	28.1%	43.9%	32.2%
30-34	18.1%	23.1%	15.0%	12.6%	17.4%	19.3%	20.2%	17.7%	13.1%	23.0%
35-44	24.1%	23.1%	25.0%	21.0%	25.5%	22.7%	23.3%	23.1%	9.9%	23.4%
45-54	17.1%	9.8%	21.4%	26.7%	19.3%	16.3%	15.1%	15.2%	4.4%	10.5%
55-64	10.7%	5.9%	13.5%	17.1%	12.2%	10.2%	7.2%	8.4%	1.4%	6.2%
65+	1.9%	1.5%	2.0%	4.1%	1.4%	2.2%	1.5%	2.6%	0.2%	1.0%
Prefer not to disclose	1.0%	0.6%	1.3%	1.7%	1.2%	0.9%	0.8%	0.9%	1.0%	0.5%
Median:	**36.3**	**32. 5**	**39.5**	**43.9**	**38.0**	**35.3**	**33.9**	**34.5**	**26.2**	**32.6**

Respondent Ethnicity

- Nearly one-half, or 48% (49%), of the Total respondents were Caucasian, another 21% (22%) were Hispanic/Latino, 17% (18%) were Asian-American/Pacific Islander, and 8% (10%) were African-American.
- Compared to the Total, slightly more Downtown residents, 53% (54%) were Caucasian, and nearly 20% (20%) were Asian/Pacific Islander, followed by 18% in the Hispanic/ Latino group and 7% who were African Americans.
- More residents of LA County, nearly 25% (22%) were Hispanic/Latino, a higher share than for the Total or for Downtown residents.

Table 31: Respondent Ethnicity

	Total	Residence			Relationship to DT					Live & work DT
		DTLA	LA Co.	Visitor	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Full Base:	**11323**	**4464**	**6278**	**580**	**7743**	**5787**	**3291**	**1838**	**588**	**2439**
Caucasian (non-Hispanic)	48.4%	53.3%	44.5%	52.2%	46.7%	52.5%	48.6%	45.9%	50.2%	52.9%
Hispanic/Latino	21.4%	17.7%	24.5%	16.9%	22.1%	22.6%	24.9%	24.6%	24.5%	19.0%
Asian/Asian-American	17.3%	19.2%	16.2%	14.8%	17.2%	13.7%	14.7%	16.2%	16.3%	18.7%
African/African-American	8.1%	6.5%	9.2%	9.3%	8.7%	7.6%	8.0%	9.5%	5.6%	5.8%
Other group	3.3%	3.5%	3.2%	3.1%	3.1%	3.3%	3.7%	3.5%	4.1%	3.4%
Pacific Islander	2.3%	2.4%	2.1%	3.3%	2.3%	2.1%	2.5%	2.3%	1.5%	2.5%
Native American	1.2%	1.7%	1.0%	0.9%	1.1%	1.4%	1.5%	1.2%	2.2%	1.8%
Prefer not to disclose	4.1%	3.2%	4.7%	4.7%	4.3%	3.9%	3.6%	4.8%	4.8%	3.5%

** Columns may add to more than 100% due to multiple responses.*

Highest Education Level Attained

- Respondents were highly educated, with three-quarters, or 75% (74%), having earned an undergraduate or graduate/professional degree.
- Respondents averaged 15.9 (15.6) years of education, with 16.1 (15.8) years reported by Downtown residents and those who live and work in Downtown.

Table 32: Highest Education Level Attained

	Total	Residence			Relationship to DT					Live & work DT
		DTLA	LA Co.	Visitor	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Full Base:	**11323**	**4464**	**6278**	**580**	**7743**	**5787**	**3291**	**1838**	**588**	**2439**
Less than high school	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.1%	0.2%	0.5%	0.2%
High school or equivalent	8.7%	6.6%	10.0%	11.2%	9.2%	7.1%	6.0%	7.9%	10.7%	6.8%
Trade school/ community college/associate degree	16.6%	13.4%	18.5%	19.7%	17.5%	15.3%	14.8%	15.8%	17.2%	14.0%
Undergraduate/ four-year college (BA or BS)	46.3%	47.9%	45.4%	44.0%	45.1%	48.2%	49.3%	49.1%	42.0%	45.1%
Graduate or professional*	28.2%	31.9%	25.8%	24.8%	27.9%	29.3%	29.7%	27.0%	29.6%	33.9%
Net college or higher	**74.5%**	**79.8%**	**71.2%**	**68.8%**	**73.0%**	**77.5%**	**79.0%**	**76.1%**	**71.6%**	**79.0%**
Mean years in school:	**15.87**	**16.10**	**15.73**	**15.63**	**15.83**	**15.99**	**16.05**	**15.90**	**15.79**	**16.11**

**e.g., MA, MS, MBA, Ph.D, JD, MD, etc.*

Reported 2011 Household Income

- Overall, the Total respondents (with at least one-wage earner) reported median household income of $87,400 ($95,800).
- About one-fifth, or 20% (21%), of households earned at least $150,000.
- Downtown residents reported median household income of $89,800 ($96,200).

- Downtown sports events attendees reported the highest income at $96,100 ($105,100).
- Again, we attribute this decline to the lingering effects of the recent recession.

Table 33: Reported 2011 Household Income (with a wage earner)

	Total	Residence			Relationship to DT					
		DTLA	LA Co.	Visitor	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	Live & work DT
Base: (had wage earner)	**10268**	**4156**	**5615**	**497**	**7070**	**5283**	**3010**	**1631**	**494**	**2300**
Under $10,000 or none	1.0%	1.3%	0.8%	2.2%	0.6%	0.9%	0.6%	1.3%	7.8%	1.2%
$10,000 - $29,999	4.0%	4.7%	3.6%	3.6%	3.1%	4.3%	2.9%	5.4%	14.5%	4.9%
$30,000 - $49,999	13.2%	13.0%	13.3%	9.9%	12.7%	12.7%	10.7%	15.6%	18.0%	13.6%
$50,000 - $74,999	22.8%	20.0%	24.8%	22.9%	23.7%	21.9%	21.9%	21.9%	24.1%	20.7%
$75,000 - $99,999	18.2%	18.6%	17.9%	17.3%	18.4%	17.8%	16.5%	17.5%	12.5%	18.4%
$100,000 - $124,999	13.2%	14.5%	12.3%	13.9%	13.3%	13.8%	14.4%	11.9%	9.3%	14.0%
$125,000 - $149,999	7.3%	7.6%	7.1%	8.9%	7.4%	7.6%	8.2%	7.5%	4.1%	7.1%
$150,000 - $174,999	6.5%	6.6%	6.4%	7.0%	6.4%	6.9%	7.5%	6.9%	5.5%	6.6%
$175,000 - $199,999	3.5%	3.7%	3.4%	4.2%	3.6%	3.7%	4.1%	3.6%	1.4%	3.3%
$200,000 - $249,999	4.1%	4.1%	4.1%	4.0%	4.3%	4.0%	4.3%	3.2%	1.7%	3.9%
$250,000 and up	6.1%	5.9%	6.3%	6.0%	6.6%	6.4%	8.9%	5.2%	1.2%	6.5%
Net $150k +	20.2%	20.3%	20.2%	21.2%	20.9%	21.0%	24.8%	18.9%	9.8%	20.3%
Median: ($)	**87400**	**89800**	**85600**	**91424**	**88500**	**89300**	**96100**	**83400**	**60100**	**88200**

Employment Status

- Overall, nearly eight in 10, or 78% (82%), were employed full- or part-time, with a rise to 10% (7%) for those who were self-employed.
- Respondents employed in Downtown, as well as those who lived in LA County, were more likely to be employed full-time than other segments – 88% (91%) and 87% (89%), respectively.
- Those who live and work in Downtown and Downtown residents were more likely to be self-employed than other segments, 21% (13%) and 17% (14%), respectively.

Table 34: Employment Status

	Total	Residence		Relationship to DT					
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	Live & work DT
Full Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Employed full or part-time (not a student)	78.3%	66.0%	87.1%	87.6%	75.0%	79.1%	71.0%	22.9%	69.5%
Self-employed (not a student)	10.3%	16.7%	5.8%	8.9%	12.5%	10.3%	14.2%	5.0%	20.7%
Student (with employment)	4.8%	7.0%	3.2%	2.7%	5.3%	4.9%	5.5%	37.5%	7.4%
Student (without employment)	2.6%	4.6%	1.1%	0.1%	2.4%	2.6%	2.8%	29.2%	0.7%
Currently seeking employment	1.5%	2.3%	0.9%	0.4%	1.9%	1.5%	2.6%	2.1%	0.9%
Retired/homemaker	1.6%	1.9%	1.5%	0.2%	2.0%	1.1%	2.9%	1.0%	0.4%
Not employed	0.9%	1.4%	0.5%	0.1%	0.8%	0.5%	1.0%	2.3%	0.5%

Employment – Industry

- Over one-fourth, or 26% (26%), were employed in business, professional and technical services; 12% (14%) were in financial services and insurance; and 9% (12%) were in government.
- Another 11% (8%) were in arts and entertainment, with 6% (5%) in education/social services, 6% (6%) in architecture/design, 5% (5%) in real estate, and 4% (3%) in information/media.
- Thus, industry type changed just slightly since the last study, but perhaps less than expected given the economic situation.

Table 35: Employment Industry

	Total	Residence		Relationship to DT					
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	Live & work DT
Base: Employed LA resident	**10037**	**4006**	**6031**	**7301**	**5161**	**2994**	**1491**	**377**	**2380**
Business, professional, technical services	25.6%	20.2%	29.1%	29.7%	22.9%	26.3%	22.5%	21.2%	24.1%
Financial services and insurance	11.6%	6.7%	14.8%	14.5%	9.1%	11.7%	7.3%	3.7%	8.5%
Arts & entertainment	11.1%	18.9%	5.8%	7.3%	14.6%	11.0%	12.9%	14.9%	15.3%
Government (including military)	9.4%	5.3%	12.2%	11.5%	8.8%	7.7%	10.5%	4.0%	6.8%
Educational, health care, social services	5.9%	6.8%	5.3%	4.0%	7.1%	5.7%	8.1%	9.8%	4.9%
Real estate (e.g. development, brokerage)	4.8%	4.4%	5.0%	5.1%	4.4%	5.7%	5.8%	2.1%	5.3%
Architecture, design	4.4%	6.0%	3.2%	4.1%	4.7%	4.1%	3.7%	8.8%	6.4%
Information-media, telecomm., Internet & data processing	4.0%	4.7%	3.5%	3.5%	4.4%	4.4%	4.1%	3.7%	3.8%
Non-profit/civic/religious organization	3.7%	2.9%	4.2%	3.7%	4.4%	3.7%	5.0%	3.7%	3.2%
Leisure/hospitality (hotels, restaurants, bars)	3.4%	3.7%	3.2%	3.7%	3.3%	3.8%	3.3%	2.4%	4.7%
Medical/health services	3.3%	5.2%	2.0%	1.8%	3.6%	3.7%	3.5%	4.8%	3.3%
Manufacturing (apparel, hard goods, etc.)	2.2%	3.2%	1.5%	1.7%	2.3%	1.9%	2.1%	3.2%	3.1%
Retail trade	1.5%	2.0%	1.1%	1.0%	1.4%	1.2%	1.9%	3.7%	1.5%
Wholesale trade; import/export	0.9%	1.1%	0.7%	0.8%	0.8%	1.1%	0.7%	1.3%	1.1%
Other services (e.g. personal, automotive, maintenance, etc.)	0.8%	1.0%	0.7%	0.6%	0.8%	0.8%	1.4%	1.9%	0.9%
Transportation/warehousing/logistics	0.4%	0.4%	0.5%	0.4%	0.4%	0.4%	0.3%	0.8%	0.3%
Other	7.2%	7.3%	7.2%	6.8%	6.8%	6.7%	6.9%	10.1%	7.1%

Employment Position

- Nearly four in 10, 37% (36%), held professional or senior staff positions, followed by 20% (22%) in clerical or general positions, and 15% (14%) at the top-level executive or manager level.
- Senior staff and top-level executives combined comprised 52% (50%) of the Total respondent base.
- Of those who attend sports events, 58% were in top-level and professional positions.

Table 36: Employment Position

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Employed LA resident	**10037**	**4006**	**6031**	**7301**	**5161**	**2994**	**1491**	**377**	**2380**
Professional or senior staff (incl. educators)	36.6%	35.4%	37.5%	37.8%	37.2%	39.8%	35.7%	23.1%	34.4%
Top-level executive or manager	14.9%	16.5%	13.9%	15.2%	15.5%	18.0%	12.8%	5.8%	16.1%
Net Senior + top-level exec.	**51.5%**	**51.9%**	**51.4%**	**53.0%**	**52.7%**	**57.8%**	**48.5%**	**28.9%**	**50.5%**
Clerical or general staff	19.9%	10.4%	26.2%	22.4%	16.8%	14.9%	19.2%	20.4%	11.2%
Technical/development staff	7.5%	6.7%	8.0%	7.4%	7.3%	7.8%	8.7%	9.0%	5.7%
Business owner/entrepreneur	5.7%	9.3%	3.3%	5.0%	6.3%	5.4%	6.7%	6.4%	11.5%
Writer, artist, or entertainer	4.4%	8.2%	1.9%	3.0%	6.0%	3.7%	4.0%	9.8%	7.5%
Independent consultant, contractor, or agent	4.2%	6.4%	2.7%	3.3%	5.2%	4.5%	6.0%	7.4%	6.7%
All other job functions	6.7%	7.1%	6.4%	6.0%	5.7%	5.8%	6.9%	18.0%	6.9%

Workplace Location

- Nearly three-quarters, 72% (80%), of employed Total respondents worked in Downtown LA, while 10% (7%) worked in the Greater Westside/Hollywood/Wilshire area and Santa Monica.
- As in 2008, more non-Downtown residents at 82% (88%) worked in Downtown versus 57% (64%) of Downtown residents. As well 17% (15%) of Downtown residents worked on the Westside.
- This suggests that Downtown may have lost some jobs since the last survey, and indicates that a higher percentage of Downtown residents worked in the Greater Westside than in 2008.

Table 37: Workplace Location

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Employed LA resident	**10037**	**4006**	**6031**	**7301**	**5161**	**2994**	**1491**	**377**	**2380**
Downtown Los Angeles	72.3%	57.4%	82.1%	95.2%	62.3%	65.7%	49.8%	57.6%	89.7%
Greater Westside (Hollywood, Wilshire area, Santa Monica)	10.1%	16.7%	5.7%	1.4%	13.9%	11.4%	16.4%	10.3%	2.6%
San Fernando Valley/Burbank/ Glendale	4.1%	5.9%	2.9%	0.3%	5.6%	5.6%	8.2%	2.9%	0.5%
San Gabriel Valley/Pasadena (east of East LA) area	2.8%	3.5%	2.3%	0.3%	3.9%	3.7%	5.9%	2.9%	0.4%
South Bay (LAX to Long Beach)	2.7%	3.6%	2.1%	0.2%	3.8%	4.1%	6.6%	2.7%	0.5%
USC campus or adjacent areas	1.9%	3.0%	1.2%	1.2%	2.1%	2.1%	2.5%	11.9%	3.3%
East Los Angeles area (incl. USC Medical School)	1.7%	2.3%	1.4%	0.7%	2.3%	2.2%	3.4%	3.7%	1.2%
Orange County	1.0%	1.7%	0.6%	0.1%	1.4%	1.6%	1.7%	1.9%	0.3%
South Central/Southwest LA	0.9%	1.2%	0.6%	0.2%	1.5%	1.0%	1.9%	2.4%	0.4%
Southeast LA County areas	0.7%	1.2%	0.3%	0.1%	1.0%	0.9%	1.1%	0.8%	0.3%
Riverside-San Bernardino	0.2%	0.4%	0.1%	0.0%	0.2%	0.2%	0.4%	0.5%	0.0%
Antelope & Santa Clarita Valleys	0.2%	0.1%	0.2%	0.0%	0.2%	0.1%	0.5%	0.8%	0.0%
Other California location	1.0%	1.9%	0.4%	0.2%	1.0%	1.0%	1.0%	1.3%	0.4%
Outside of California	0.4%	0.7%	0.2%	0.1%	0.6%	0.4%	0.6%	0.3%	0.4%

Household Characteristics

Household Size

- On average, a total of 2.2 (2.3) people resided in each respondent household.
- Two-fifths, or 41% (40%), lived with one other person, and 28% (25%) lived alone.
- People who live and work in Downtown LA indicated the smallest household size, averaging 1. 8 (1.8) people.
- The segment living in LA County outside of Downtown averaged the largest households with 2.5 (2.5) people.

Table 38: Household Size (including respondent)

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
1 person	27.9%	37.5%	21.1%	25.7%	30.2%	27.9%	25.5%	29.7%	37.3%
2 people	40.8%	47.5%	36.0%	39.1%	42.5%	42.7%	39.4%	39.9%	46.2%
3 people	14.4%	9.1%	18.1%	15.8%	13.0%	13.4%	15.4%	13.9%	9.8%
4-5 people	14.8%	4.9%	21.9%	17.2%	12.5%	14.3%	16.8%	12.0%	5.8%
6+ people	2.1%	1.1%	2.9%	2.3%	1.8%	1.7%	2.9%	4.5%	0.9%
Mean:	**2.20**	**1.78**	**2.47**	**2.29**	**2.11**	**2.17**	**2.29**	**2.17**	**1.79**

Household Composition

- Overall, two-fifths, or 40% (42%), of Total respondents were married/domestic partnered heterosexuals, and 40% (35%) were single heterosexual adults.
- Another 5% (4%) were single GLBT[17] persons, and nearly 5% (5%) were partnered GLBT persons.
- More Downtown students – 50%, as well as 46% (43%) of Downtown residents, and 46% (43%) who live and work in Downtown were single.

Table 39: Household Composition

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base:	**11323**	**4464**	**6278**	**7743**	**5787**	**3291**	**1838**	**588**	**2439**
Married/ domestic partnered/cohabitating heterosexual (with or w/o children)	40.1%	33.9%	43.7%	43.0%	38.2%	40.4%	36.6%	24.7%	34.1%
Single heterosexual adult	40.1%	45.6%	36.9%	38.5%	40.2%	42.8%	41.5%	50.9%	45.9%
Single (GLBT) adult	4.8%	6.6%	3.8%	4.2%	6.2%	3.9%	4.8%	4.3%	6.5%
Married/domestic partnered/cohabitating GLBT adult(s) (with or w/o children)	4.5%	5.6%	3.7%	4.3%	5.5%	3.4%	4.8%	2.4%	5.7%
Unrelated roommates/ tenants	3.0%	4.5%	2.0%	2.2%	3.3%	3.3%	3.5%	10.5%	4.1%
Extended generational family group	3.0%	1.2%	4.1%	3.0%	3.2%	2.9%	4.1%	3.4%	1.2%
Prefer not to disclose	4.5%	2.6%	5.7%	4.8%	3.5%	3.3%	4.7%	3.9%	2.5%

[17] GLBT = Gay/Lesbian/Bisexual/Transgendered individuals

Number of Children Age Five and Under Living in Household

- There were 89% (88%) of Total respondent households with no children under age five living at home.
  Of those with no children currently, 10% (10%) planned to start a family in the next few years.
- Of Downtown resident households, 94% (94%) had no children under age five, which is higher than the Total or other segments.
- Overall, households with children under age 5 had a median of 1.2 (1.3) children at home.

Table 40: Number of Children Age Five and Under Living in Household

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
None now	79.1%	81.5%	77.5%	77.2%	80.7%	76.4%	78.7%	83.9%	79.7%
None now, but plan to start a family soon	10.1%	12.2%	8.6%	10.1%	10.8%	14.0%	11.6%	9.9%	13.0%
1 child	7.4%	4.9%	9.3%	8.6%	6.2%	6.7%	7.1%	4.7%	5.4%
2 children	2.7%	1.1%	3.9%	3.3%	2.0%	2.6%	2.4%	1.2%	1.4%
3 or more children	0.6%	0.4%	0.8%	0.8%	0.3%	0.4%	0.4%	0.3%	0.5%
Median (excl. none):	**1.22**	**1.15**	**1.25**	**1.24**	**1.18**	**1.22**	**1.19**	**1.17**	**1.17**

Likely Schooling When Your Child Reaches Kindergarten Age

- Of all respondents, 11% (12%) had children aged 0-5 and not yet in school. When asked where they are likely to school these children when they become school-age, nearly 80% (80%) were likely to send them to a school near their home, of which 43% (46%) preferred a public school, 26% (27%) preferred a private school, and 9% (8%) preferred a charter school.
- Of the Total, 11% (13%) were likely to school their children near their workplace, of which 6% (6%) preferred private, 3% (4%) preferred public, and 3% (2%) preferred a charter school.
- Among Downtown residents, 63% were likely to school their children near their residence, of which 21% chose a public school, 28% preferred a private school, and 14% elected a charter school.

Table 41: What Most Likely to Do for Child's Schooling

Send my child(ren) to…	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident with children (0-5 years)	**1158**	**283**	**875**	**938**	**474**	**307**	**161**	**36**	**178**
public school where we reside	43.2%	21.2%	50.3%	46.2%	36.7%	37.1%	42.9%	36.1%	23.0%
private school where we reside	26.3%	28.3%	25.6%	27.8%	26.4%	26.1%	18.6%	25.0%	33.1%
a charter school where we reside	8.9%	14.1%	7.2%	7.9%	11.8%	9.8%	13.0%	11.1%	13.5%
private school near where I am employed	5.8%	7.1%	5.4%	5.0%	7.4%	8.5%	7.5%	11.1%	5.6%
public school near where I am employed	3.0%	6.7%	1.8%	1.9%	3.6%	3.6%	5.0%	8.3%	2.8%
charter school near where I am employed	2.6%	2.5%	2.6%	2.2%	2.7%	3.6%	5.6%	0.0%	1.1%
Home-school my child(ren)	1.2%	1.8%	1.0%	0.9%	0.6%	1.3%	1.2%	2.8%	1.7%
Other	9.1%	18.4%	6.1%	8.1%	10.8%	10.1%	6.2%	5.6%	19.1%

Likelihood to Send Child(ren) to High-Quality, Preschool/Day Care in Downtown

Respondents indicated their likelihood to send their children to a high-quality, preschool/day care in Downtown if this were available.

- Overall, nearly two-thirds, or 63% (65%), were "very/somewhat likely" to send their children to an available high-quality, preschool/day care in Downtown.
- Most respondents, or 83% (87%), who live and work in Downtown, and 84% (86%) of Downtown residents were "very/somewhat likely" to use quality preschool/day-care in Downtown.
- In comparison, 63% (64%) of Downtown workers were "very/somewhat likely" to do so.

Table 42: Likelihood to Send Child(ren) to High-Quality Preschool/Day Care in Downtown

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident with children (0-5 years)	**1158**	**283**	**875**	**938**	**474**	**307**	**161**	**36**	**178**
Very likely (4)	40.5%	68.9%	31.3%	39.4%	44.9%	40.4%	41.6%	63.9%	69.1%
Somewhat likely (3)	22.6%	15.2%	25.0%	23.6%	20.9%	23.1%	24.8%	16.7%	14.0%
Somewhat unlikely (2)	6.2%	4.2%	6.9%	6.0%	6.5%	7.5%	8.7%	2.8%	3.9%
Very unlikely (1)	17.9%	2.8%	22.7%	18.2%	13.9%	16.3%	15.5%	5.6%	2.2%
DK/not applicable	12.8%	8.8%	14.1%	12.8%	13.7%	12.7%	9.3%	11.1%	10.7%
Mean rating (excl. DK)*	**2.92**	**3.55**	**2.72**	**2.91**	**3.04**	**2.94**	**2.97**	**3.44**	**3.55**

**Rating scale: 4=Very likely, 3 = Somewhat likely, 2= Somewhat unlikely, 1=Very unlikely*

Number of Children Age 5-18 Living in Household

- The vast majority, or 85% (88% aged 5-13 in 2008), of Total respondents had no children from aged 5-18 living in their household.
- There were 9% (8%) of households with one child, and nearly 6% (4%) with two or more children. There was a median of 1.3 children aged 5-13 in these households.

Table 43: Number of Children Aged 5-18 Living in Household

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
None now	85.4%	95.2%	78.4%	82.7%	88.0%	87.1%	84.4%	88.4%	94.3%
1 child	8.9%	3.2%	13.0%	10.5%	7.5%	7.8%	10.1%	6.8%	3.8%
2 children	4.3%	1.1%	6.6%	5.1%	3.4%	3.6%	4.3%	3.0%	1.2%
3 or more children	1.4%	0.5%	2.1%	1.7%	1.1%	1.5%	1.3%	1.9%	0.7%
Median (excl. none)	**1.32**	**1.25**	**1.33**	**1.32**	**1.30**	**1.32**	**1.27**	**1.36**	**1.26**

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

Respondents indicated their likelihood to send their children to a high-quality, private K-12 school in Downtown if this were available.

- Overall, 41% (47%) of those with children aged 5 – 18 were "very/somewhat likely" to send their children to a high-quality, private K-12 school in Downtown, if it were available.
- Two-thirds, or 68%, of Downtown residents and those who live and work in Downtown indicated they were "very/somewhat likely" to do so.

Table 44: Likelihood of Sending Child to High-Quality, Private K-12 School in Downtown

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident with children (5-18 years)	**1572**	**215**	**1357**	**1274**	**665**	**409**	**257**	**67**	**139**
Very likely (4)	20.5%	48.8%	16.0%	19.8%	23.5%	23.7%	21.4%	34.3%	47.5%
Somewhat likely (3)	20.7%	19.1%	21.0%	20.5%	22.6%	22.2%	22.2%	25.4%	20.1%
Somewhat unlikely (2)	8.6%	5.6%	9.1%	8.7%	8.3%	6.4%	8.6%	9.0%	6.5%
Very unlikely (1)	33.3%	13.5%	36.5%	34.3%	29.2%	30.6%	31.5%	14.9%	12.9%
DK/ Not applicable	16.9%	13.0%	17.5%	16.7%	16.5%	17.1%	16.3%	16.4%	12.9%
Mean rating	**2.37**	**3.10**	**2.25**	**2.34**	**2.49**	**2.48**	**2.42**	**2.87**	**3.09**

Own or Rent Current Primary Residence

- Overall, 41% (46%) of the Total owned a house or condo, and 51% (46%) rented an apartment or condo.
- Of Downtown residents, more than two-thirds, or 68% (66%), rented, while 28% (30%) owned their residence. This compared to 50% (54%) of LA County residents who owned, and 39% (37%) who rented.
- Thus, rental rates were higher and ownership rates were lower for all respondent groups since the last survey, attributable to the economy and changes in residential financing.

Table 45: Own or Rent Current Primary Residence

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Rent an apartment	44.8%	61.7%	32.7%	40.9%	46.7%	43.8%	41.4%	65.1%	63.2%
Rent a condo owned by someone else	6.2%	6.5%	5.9%	6.3%	6.0%	6.9%	5.8%	5.2%	6.6%
Net: renting	51.0%	68.2%	38.6%	47.2%	52.7%	50.7%	47.2%	70.3%	69.8%
Own house or condo	41.1%	28.2%	50.3%	45.0%	38.9%	41.5%	39.1%	20.0%	26.7%
Other arrangement	4.3%	1.8%	6.1%	4.4%	4.4%	4.0%	6.8%	3.6%	1.7%
Owned by someone else and not paying rent	3.2%	1.0%	4.7%	3.1%	3.5%	3.5%	6.1%	3.3%	1.0%
Company/school-provided (may or may not pay rent)	0.5%	0.8%	0.2%	0.3%	0.4%	0.3%	0.7%	2.8%	0.9%

Tenure at Current Residence

- Overall, individuals have lived in their current residence for a median of 2.9 (3.9) years.
- Downtown residents have lived in their residence for 1.7 (2.3) years, compared to 5.2 (4.8) years for non-Downtown residents. This may reflect that the 2011 survey captured more newer residents who located to Downtown since the last survey, when many new units had been opened for occupancy.

Table 46: Tenure at Current Residence

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Less than 1 year	21.6%	31.5%	14.5%	18.6%	21.2%	21.8%	19.3%	34.2%	28.9%
1 to 2 years	18.6%	26.0%	13.3%	17.5%	19.8%	20.2%	16.2%	26.7%	26.8%
2 to 3 years	11.1%	14.3%	8.9%	10.5%	11.6%	12.2%	10.6%	13.5%	14.4%
3 to 4 years	7.5%	8.7%	6.7%	7.4%	7.8%	7.8%	6.7%	6.6%	9.2%
4 to 5 years	5.3%	5.7%	5.0%	5.4%	5.2%	5.3%	5.8%	3.3%	6.1%
5 to 5 years	5.3%	3.8%	6.3%	5.5%	5.5%	5.6%	6.3%	2.3%	3.5%
6-10 years	10.0%	4.6%	13.7%	11.3%	9.3%	9.2%	11.6%	4.5%	5.2%
11-19 years	11.6%	2.8%	17.9%	13.7%	10.7%	9.8%	11.7%	4.3%	3.1%
20 or more years	9.1%	2.6%	13.7%	10.1%	9.1%	8.1%	11.9%	4.5%	2.8%
Median:	**2.88**	**1.71**	**5.27**	**3.46**	**2.78**	**2.66**	**3.59**	**1.59**	**1.79**

Residence as Office or Studio

- Close to three-fourths, or 72% (74%), did not use their residence as an office or studio, while 18% (18%) used it as their secondary office or studio, and 10% (8%) used it as their primary office or studio.
- Not surprisingly, more Downtown residents – 36% (35%) used their residence as a primary or secondary office than did the Total.

Table 47: Residence as Office or Studio

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
No	72.2%	63.6%	78.2%	74.6%	66.4%	69.8%	66.7%	69.8%	60.6%
Yes, as secondary office or studio	18.2%	21.1%	16.1%	17.3%	22.0%	21.9%	21.2%	17.4%	20.4%
Yes, as primary office or studio	9.6%	15.3%	5.6%	8.1%	11.6%	8.3%	12.1%	12.8%	19.0%

Pet Ownership

- About one-half, or 51% (53%), of all respondents did not own any pets, while 32% (30%) owned a dog, 20% (20%) owned a cat, and 6% (7%) owned another type of pet.
- Both Downtown and non-Downtown residents were more likely to be dog owners, and secondarily cat owners.

Table 48: Pet Ownership

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
None	51.3%	57.0%	47.4%	50.1%	49.2%	50.1%	48.9%	61.6%	56.2%
Dog	31.9%	27.6%	35.0%	33.2%	33.1%	34.8%	34.2%	26.6%	29.1%
Cat	19.6%	17.4%	21.2%	19.8%	21.0%	17.6%	19.8%	14.9%	16.9%
Other	5.7%	3.8%	7.0%	6.1%	6.0%	5.7%	7.1%	4.3%	4.1%
Mean number of Dogs	**1.33**	**1.28**	**1.37**	**1.35**	**1.32**	**1.33**	**1.34**	**1.29**	**1.30**
Mean number of Cats	**1.62**	**1.55**	**1.66**	**1.61**	**1.64**	**1.61**	**1.59**	**1.40**	**1.42**

Grocery

Types of Grocers Where Groceries Were Purchased

- Respondents shopped for groceries in various places, with 75% (70%) at specialty grocers such as Trader Joe’s or Whole Foods, 73% (80%) at chain supermarkets, and 35% (33%) at farmers’ markets. Thus, the preference for chains dropped and specialty grocers rose compared to the 2008 study.
- Downtown residents showed a similar pattern to other LA County residents, except slightly more - 20% versus 15% respectively, shopped in the independent grocer category. This is likely related to distance and supply.

Table 49: Types of Grocers Where Groceries Were Purchased

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Specialty grocer (Trader Joe's, Whole Foods, etc.)	74.9%	73.4%	75.9%	74.8%	80.7%	78.8%	79.9%	71.7%	72.9%
Chain supermarket (Ralphs, Vons, etc.)	73.3%	71.2%	74.8%	73.8%	72.8%	77.3%	74.6%	71.9%	70.2%
Farmers markets	35.2%	36.3%	34.3%	35.3%	43.2%	40.6%	41.1%	34.5%	37.6%
Independent grocer/ convenience store	17.0%	20.3%	14.6%	15.7%	21.3%	18.9%	21.3%	16.0%	19.9%
Other place not listed	4.9%	4.1%	5.4%	5.1%	4.4%	4.4%	5.0%	3.6%	4.3%
Online/delivery	3.1%	4.2%	2.3%	3.0%	3.9%	3.8%	4.6%	2.8%	4.6%
Neither I nor others in household buy groceries	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.5%	0.1%

Travel Distance to Purchase Groceries

- Overall, people purchased their groceries within a median of 1.8 (2.4) miles of their primary residence, with 56% (53%) traveling up to two miles for groceries.
- Downtown residents traveled the farthest, a median of 2.0 (2.6) miles, and 28% (27%) reported traveling more than five miles for groceries.
- In contrast, LA County residents traveled a median of 1.7 (2.3) miles, 60% (55%) traveled less than two miles, while only 9% (10%) went more than five miles for groceries.

Table 50: Travel Distance to Purchase Groceries

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Grocery buyer- LA resident	**10715**	**4454**	**6261**	**7343**	**5548**	**3165**	**1637**	**573**	**2432**
Within 1 miles	27.3%	30.1%	25.3%	26.2%	27.0%	29.1%	24.4%	35.8%	30.0%
1 - 2 miles	28.7%	20.5%	34.5%	30.1%	27.8%	28.5%	33.8%	20.9%	20.2%
2 - 5 miles	27.1%	21.3%	31.2%	28.9%	26.7%	25.5%	29.3%	18.3%	21.3%
Over 5 miles	16.9%	28.1%	9.0%	14.8%	18.5%	16.8%	12.5%	25.0%	28.5%
Median (miles):	**1.79**	**1.97**	**1.72**	**1.79**	**1.83**	**1.73**	**1.76**	**1.68**	**1.99**

Weekly Amount Households Spent on Groceries (median)

- Total respondent households spent $105.11 ($102.70) (median) weekly on groceries.
- Downtown students and residents spent the least, at $91 and $102 ($99.30), respectively per household. Non-Downtown residents spent more, $107 ($105). Downtown employees spent the most, nearly $109 ($105).
- Those who attended Downtown sports events tended to spend the most, $107 (median).

Table 51: Weekly Amount Household Spent on Groceries (median)

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Shopping LA resident	**10734**	**4461**	**6273**	**7358**	**5560**	**3172**	**1644**	**573**	**2437**
Under $20	0.9%	0.9%	0.8%	0.7%	0.9%	0.8%	0.9%	1.2%	0.7%
$20 - $39	5.9%	6.4%	5.6%	5.3%	6.0%	5.4%	6.6%	9.1%	5.8%
$40 - $59	12.7%	13.5%	12.1%	11.8%	12.8%	12.6%	14.2%	16.4%	13.0%
$60 - $79	13.4%	14.5%	12.5%	12.0%	13.4%	12.6%	13.1%	15.5%	12.4%
$80 - $99	12.3%	12.2%	12.3%	11.9%	12.2%	11.5%	11.4%	13.8%	11.9%
$100 - $124	21.9%	22.0%	21.7%	22.3%	22.0%	22.7%	21.8%	18.3%	22.6%
$125 - $149	11.7%	10.5%	12.6%	12.7%	11.7%	11.8%	12.4%	9.2%	11.2%
$150 - $174	7.9%	7.5%	8.2%	8.7%	8.1%	8.4%	7.6%	6.1%	8.5%
$175 - $199	4.8%	4.3%	5.2%	5.3%	4.7%	5.1%	4.3%	2.8%	4.8%
$200 - $299	6.2%	5.8%	6.4%	6.7%	6.0%	6.7%	5.8%	5.6%	6.5%
$300 +	2.4%	2.4%	2.5%	2.7%	2.3%	2.5%	1.9%	1.9%	2.6%
Median ($ weekly)	**105.11**	**102.34**	**107.11**	**108.81**	**104.88**	**107.36**	**103.82**	**90.77**	**106.37**

Grocery Store/Chain Where Usually Shop

- Three-quarters of respondents, or 76%, indicated that they usually shopped at Trader Joe's and two-thirds, or 68%, shopped at Ralphs, which were the top two selections.
- Somewhat more Downtown residents, 76%, shopped at Ralphs compared to 74% who usually shopped at Trader Joe's. This small discrepancy is likely due to the presence of a Ralphs Fresh Fare, but no Trader Joe's, in Downtown.
- More LA County residents, 77%, usually shopped at Trader Joe's, while 62% shopped at Ralphs.

Table 52: Where Usually Shop for Groceries

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA res. shops grocery chains	**10494**	**4347**	**6147**	**7207**	**5460**	**3128**	**1616**	**557**	**2378**
Trader Joe's	75.5%	73.8%	76.8%	75.8%	80.1%	77.4%	78.3%	71.3%	73.8%
Ralphs	67.7%	76.3%	61.7%	65.7%	68.5%	71.6%	63.9%	75.8%	74.4%
Whole Foods	39.4%	44.5%	35.8%	38.0%	43.2%	43.3%	40.3%	46.1%	44.2%
Vons/ Pavilions	32.0%	18.8%	41.3%	34.5%	31.6%	32.3%	38.2%	19.7%	18.1%
Fresh & Easy	19.5%	16.2%	21.9%	19.4%	21.4%	21.7%	25.1%	17.6%	15.4%
Albertsons	17.2%	7.1%	24.4%	19.1%	16.0%	17.6%	22.9%	11.8%	6.9%
Independent	11.7%	12.4%	11.2%	11.2%	13.7%	12.1%	13.6%	10.6%	12.4%
Gelson's	7.6%	7.3%	7.9%	7.7%	9.1%	8.4%	8.1%	7.2%	7.9%
Specialty/ gourmet	6.5%	8.3%	5.3%	6.0%	8.6%	8.8%	7.6%	8.1%	8.6%
Bristol Farm	6.5%	6.0%	6.8%	6.8%	7.3%	8.3%	8.2%	6.1%	6.6%
Other	16.0%	12.5%	18.4%	16.8%	15.4%	15.7%	18.4%	13.5%	12.4%

Likelihood of Shopping at Trader Joe's if Located in Downtown

In 2011, respondents were asked their likelihood of shopping at a Trader Joe's if a store was located in Downtown.

- Eight in 10, or 81%, of the Total would be extremely or very likely to shop at a Trader Joe's if one was to be located in Downtown. Nine in 10 of Downtown residents and those who live and work in Downtown concurred.

Table 53: Likelihood of Shopping at a Downtown Trader Joe's

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Shopping LA resident	**10734**	**4461**	**6273**	**7358**	**5560**	**3172**	**1644**	**573**	**2437**
Extremely likely (5)	64.8%	82.5%	52.1%	64.8%	67.4%	67.2%	53.4%	74.9%	83.3%
Very likely (4)	16.1%	9.2%	21.0%	17.6%	14.9%	14.2%	17.9%	11.7%	9.1%
Net extremely + very	**80.9%**	**91.7%**	**73.1%**	**82.4%**	**82.3%**	**81.4%**	**71.3%**	**86.6%**	**92.4%**
Somewhat likely (3)	11.7%	5.3%	16.2%	11.5%	10.5%	11.3%	15.4%	8.2%	4.6%
Somewhat unlikely(2)	3.3%	1.4%	4.7%	2.9%	3.2%	3.4%	5.7%	2.3%	1.1%
Very unlikely (1)	3.8%	1.3%	5.6%	2.9%	3.7%	3.6%	7.2%	2.6%	1.4%
DK/ No response	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%	0.3%	0.4%
Mean rating	**4.34**	**4.70**	**4.09**	**4.38**	**4.39**	**4.38**	**4.04**	**4.54**	**4.72**

**rating scale: 5=extremely likely – 1 = very unlikely*

Dining Out

Eat Lunch at Downtown Restaurant at Least Once Monthly

- 87% (96%) reported that they ate lunch at a Downtown restaurant at least once per month.
- A high percentage of all segments reported eating lunch out at least once per month in Downtown, especially those who live and work in Downtown at 95% and 94% of those employed in Downtown.

Table 54: Eat Lunch at Downtown Restaurant At Least Once Monthly

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Yes	87.4%	88.6%	86.6%	94.0%	86.9%	90.1%	78.7%	88.2%	94.6%
No	12.6%	11.4%	13.4%	6.0%	13.1%	9.9%	21.3%	11.8%	5.4%

Weekly Frequency of Eating Lunch in Downtown - by Restaurant Price/Style Category

- Overall those who ate lunch at least once per month at Downtown restaurants did so an average of 3.1 times per week.
- They ate at a casual or fast food restaurant on an average of 1.7 times per week, followed by 1.1 times at a mid-priced ($10-25/meal) restaurant, and 0.3 times at a high-end ($25/meal) restaurant.
- Not surprisingly, those who live and work in Downtown tended to eat at each of the three restaurant types more frequently than the other segments, as did those who attend sports events.

Table 55: Weekly Mean Frequency of Eating Lunch in Downtown by Restaurant Price/Style Category

Mean visits per week	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident lunching out	**9390**	**3953**	**5437**	**6921**	**4830**	**2858**	**1294**	**508**	**2308**
Overall	3.13	3.36	2.96	3.39	3.06	3.38	2.70	3.44	3.89
Casual or fast food outlets (under $10/person)	1.68	1.59	1.74	1.87	1.57	1.70	1.44	1.84	1.86
Mid-priced ($10- $25/ person) restaurants	1.11	1.33	0.95	1.17	1.14	1.27	0.97	1.21	1.54
High-end ($25+/person) restaurants	0.34	0.45	0.27	0.35	0.35	0.41	0.30	0.40	0.49

Median Spent Per Person at Lunch at Downtown Restaurants

- When eating lunch at a Downtown restaurant, each respondent spent a median of $14.62 ($13.19) per meal.
- Downtown residents spent the most, $15.56 ($14.75) compared to LA County residents who spent the least, $13.87 ($12.33).

Table 56: Median Spent Per-Person at Lunch at Downtown Restaurants (includes tax & tip)

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident lunching out	**9390**	**3953**	**5437**	**6921**	**4830**	**2858**	**1294**	**508**	**2308**
Under $10	21.6%	14.2%	27.0%	25.3%	17.2%	16.0%	18.3%	16.9%	16.8%
$10 - $19	58.5%	61.2%	56.5%	58.0%	60.8%	59.3%	58.4%	60.2%	60.7%
$20 - $29	15.6%	19.0%	13.1%	13.4%	17.2%	19.3%	18.0%	16.9%	17.7%
$30 - $49	3.4%	4.3%	2.8%	2.5%	3.9%	4.2%	4.3%	4.5%	3.3%
$50 - $75	0.8%	1.1%	0.5%	0.6%	0.7%	1.0%	0.8%	1.0%	1.3%
$76 - $99	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.4%	0.1%
$100+	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
Median:	**14.62**	**15.56**	**13.87**	**14.05**	**15.12**	**15.45**	**15.15**	**15.22**	**15.20**

Eat Dinner at Downtown Restaurant at Least Once Monthly

- Of all respondents, just above two-thirds, or 68% (83%), ate dinner at a Downtown restaurant at least once per month.
- 92% (96%) of Downtown residents ate dinner at Downtown restaurants versus 52% (79%) of non-Downtown residents. This is a significant drop from the last study among non-Downtown residents, although the ratio of Downtown residents eating dinner out remained almost as high.
- Similarly, most, 93% (95%), who live and work in Downtown also ate dinner at least once monthly at a Downtown restaurant.

Table 57: Eat Dinner at Downtown Restaurant At Least Once Monthly

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Yes	68.5%	91.9%	51.8%	62.8%	78.5%	81.2%	69.1%	82.8%	92.5%
No	31.5%	8.1%	48.2%	37.2%	21.5%	18.8%	30.9%	17.2%	7.5%

Weekly Frequency of Eating Dinner in Downtown by Restaurant Price/Type

- Those who ate dinner out at any type of Downtown restaurant averaged about two visits per week.
- Those who ate dinner at casual or fast food outlets (under $20/meal), did so about once per week, 0.75 times per week at mid-prices restaurants, and 0.36 times weekly at high-end eateries.
  Not surprisingly, Downtown residents ate dinner out more often in Downtown restaurants than do other segments – 2.72 times overall, as do those who live and work in Downtown – 2.8 times per week.

Table 58: Weekly Mean Frequency of Eating Dinner in Downtown by Restaurant Price/Type Category

Mean visits per week	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Overall	2.09	2.72	1.29	2.00	2.08	2.24	1.66	2.57	2.82
Casual or fast food outlets (under $20/person)	0.98	1.30	0.58	0.93	0.97	1.00	0.76	1.33	1.34
Mid-priced ($20- $39/ person) restaurants	0.75	0.98	0.46	0.72	0.76	0.82	0.59	0.87	1.02
High-end ($40+/person) restaurants	0.36	0.44	0.25	0.35	0.36	0.41	0.31	0.37	0.46

Median Spent Per Person at Dinner at Downtown Restaurants

- Respondents who dined out at Downtown restaurants spent a median of $28.84 ($26.74) per person.
- Just under two-fifths, or 37% (37%), spent in the $20-$29 range, followed by 32% (28%) who spent $30-$49, and 15% (20%) who spent in the $10-$19 range. Thus, it appears that more people spent in the higher price range in 2011 than in 2008.
- There was only a slight difference in median spending by segment.

Table 59: Median Spent Per Person at Dinner at Downtown Restaurants

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident dined out	**7353**	**4102**	**3251**	**4621**	**4365**	**2578**	**1137**	**477**	**2257**
Under $10	1.0%	1.1%	1.0%	0.9%	0.8%	0.5%	1.1%	2.1%	0.8%
$10 - $19	14.8%	15.9%	13.3%	13.8%	13.5%	10.5%	14.6%	21.6%	15.5%
$20 - $29	36.6%	37.5%	35.3%	36.8%	36.8%	36.0%	36.0%	39.6%	38.1%
$30 - $49	31.8%	30.6%	33.2%	32.2%	32.6%	34.7%	31.1%	26.0%	30.1%
$50 - $75	11.9%	10.8%	13.3%	12.7%	12.3%	14.3%	13.7%	6.9%	11.5%
$76 - $99	2.4%	2.5%	2.4%	2.4%	2.5%	2.4%	2.3%	2.7%	2.6%
$100 - $149	1.2%	1.2%	1.1%	1.1%	1.3%	1.3%	1.0%	0.6%	1.2%
$150+	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%
Median: ($)*	**28.84**	**28.28**	**29.69**	**29.12**	**29.20**	**31.22**	**29.05**	**26.14**	**28.35**

**includes tax & tip*

Median Spent Per Person at Dinner at Restaurants in *Any Area*

- Among all respondents, 98% at out anywhere for dinner at some time.
- In contrast to Downtown restaurant spending, those who at dinner at restaurants *in any area* spent a median of $27.19 per person.
- Among all respondents, just under two-fifths, or 37% (37%), spent $20-$29, followed by 32% (28%) who spent $30-$49, and 15% (20%) who spent $10-$19. As well, 14% (11%) spent in the $50–$99 range compared to 11% in 2008. Thus, it appears that more people spent in the higher price ranges in 2011 than in 2008.
- There were only slight differences in median spending by segment.

Table 60: Median Spent Per Person at Dinner at Restaurants in ANY Area

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
I do not eat out	2.4%	1.1%	3.3%	2.9%	1.3%	1.1%	1.5%	1.6%	0.9%
Under $10	1.7%	1.6%	1.8%	1.3%	1.3%	0.9%	1.6%	2.4%	1.1%
$10 - $19	19.9%	17.4%	21.7%	19.6%	17.6%	14.7%	21.8%	27.1%	16.9%
$20 - $29	35.3%	36.1%	34.7%	35.6%	36.0%	35.7%	35.3%	36.3%	36.5%
$30 - $49	26.7%	28.3%	25.6%	26.6%	29.0%	31.1%	26.2%	22.6%	28.3%
$50 - $75	10.2%	11.1%	9.6%	10.5%	11.0%	12.4%	10.0%	5.2%	11.7%
$76 - $99	2.5%	3.0%	2.2%	2.4%	2.6%	2.6%	2.7%	3.5%	3.3%
$100 - $149	0.8%	0.9%	0.8%	0.8%	1.0%	1.0%	0.6%	0.7%	0.9%
$150+	0.3%	0.4%	0.3%	0.2%	0.3%	0.4%	0.2%	0.7%	0.3%
Median: ($)*	**27.19**	**27.93**	**26.65**	**27.26**	**27.96**	**28.96**	**26.80**	**24.93**	**28.14**

**Includes tax & tip*

Types of Retailers and Restaurant/Hospitality Services Wanted in Downtown LA

This question was asked first in general regarding the types of retailers respondents would like to see locate in Downtown LA. After indicating the types, respondents then named their preferred retail brands or chains by type of retailer.

In July 2007, a Ralphs Fresh Fare opened on Ninth Street in Downtown. In October 2009, a Regal Cineplex opened at LA LIVE. A few months before this 2011 survey was conducted, Brookfield announced that a Target and other to be-named retailers will locate at the redeveloped FIGat7th retail center by Fall 2012. These recently opened and planned developments influenced the types of retail and services that respondents requested.

- In 2011, two-thirds, or 67% (65%), wanted more mid-level restaurants in Downtown LA. 60% (50%) mentioned mid-level department stores (e.g. Nordstrom or Macy's), and 58% (57%) named book/ music/movie stores (e.g. Amoeba, Barnes & Noble).
- Other top mentions included electronics stores, named by 57% (63%), home furnishing stores by 52% (47%), and general fashion/clothing stores (e.g. Gap or Banana Republic) by 51% (51%),
- Only 41% in 2011, from 67% in 2008, named discount stores (e.g. Target), and only 47% (59%) wanted movie theaters, likely related to the aforementioned openings and announcements.
- Virtually all categories had a higher percentage among Downtown residents as compared to the Total.

Table 61: Desired Types of Retailers and Restaurant/Hospitality Services in Downtown LA

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Interested LA resident	**9523**	**4226**	**5297**	**6420**	**5216**	**2960**	**1494**	**517**	**2324**
Restaurants: mid-level	66.5%	72.1%	62.1%	63.3%	72.7%	72.9%	72.8%	66.7%	71.2%
Mid-market department stores (e.g. Nordstrom, etc.)	60.3%	62.5%	58.5%	60.5%	63.1%	67.4%	59.8%	62.7%	62.4%
Book/ music/ movie stores (e.g. Barnes & Noble, Amoeba Records, etc.)	57.8%	60.5%	55.8%	55.8%	63.8%	59.1%	63.1%	62.9%	59.2%
Electronics (e.g. Best Buy, Apple Store, etc.)	56.9%	65.5%	50.0%	55.8%	59.4%	65.1%	55.2%	66.2%	66.1%
Home furnishings (e.g. Crate & Barrel, Cost Plus, Bed Bath & Beyond, etc.)	51.8%	61.3%	44.2%	50.3%	56.0%	56.9%	48.6%	54.2%	60.6%
Fashion/clothing (e.g. Gap, Banana Republic, etc.)	51.2%	55.3%	48.0%	51.1%	53.1%	57.2%	50.7%	57.1%	54.8%
Coffee shops/cafés	50.4%	54.4%	47.2%	46.7%	56.3%	53.9%	57.8%	55.9%	52.6%
Bars/lounges	47.0%	53.3%	42.0%	43.5%	52.4%	57.7%	54.1%	53.8%	52.6%
Movie theaters	46.9%	50.8%	43.9%	43.4%	53.5%	51.0%	54.6%	48.9%	48.8%
Discount stores (e.g. Wal-Mart, Costco, etc.)	40.7%	40.6%	40.8%	42.5%	38.0%	41.1%	37.9%	43.1%	41.5%
Personal services (e.g. dry cleaner, shoe repair, hair salon, etc.)	36.7%	42.2%	32.3%	36.2%	40.1%	41.8%	35.9%	38.9%	40.6%
Quality/unique (non-chain) fashion boutique - women's	36.0%	42.4%	31.0%	33.0%	40.9%	37.9%	39.8%	47.8%	41.8%
Health spas/gyms	34.7%	39.0%	31.2%	33.8%	37.1%	40.8%	37.1%	42.7%	39.0%
Restaurants: high-end	33.2%	40.3%	27.4%	30.6%	38.2%	41.8%	38.1%	35.6%	39.9%
High-end department stores (e.g., Saks, Bloomingdale's)	32.0%	38.9%	26.6%	30.7%	34.5%	38.4%	32.3%	39.1%	39.5%
Night clubs/dance clubs	31.1%	34.4%	28.4%	28.8%	34.5%	39.4%	38.2%	43.1%	35.0%
Professional services (e.g. opticians, doctors, dentists)	30.6%	37.5%	25.1%	30.4%	33.9%	34.6%	27.6%	32.7%	38.1%
Convenience stores (open late or 24 hours, e.g. 7-Eleven)	28.3%	32.2%	25.3%	27.0%	30.5%	33.2%	33.1%	33.1%	32.6%
Quality/unique (non-chain) retailer - men's	26.2%	36.2%	18.2%	22.4%	32.7%	32.1%	30.5%	26.9%	35.2%
Restaurants: fast food	25.6%	24.9%	26.1%	26.1%	25.3%	28.4%	29.0%	25.7%	24.3%
Veterinary clinics and animal services (e.g. Petco., pet hotel)	19.7%	29.8%	11.7%	17.0%	23.4%	22.9%	19.0%	23.0%	29.5%
Other	9.7%	12.0%	7.8%	9.3%	10.3%	8.6%	10.2%	11.2%	12.1%
Nothing	1.3%	0.8%	1.6%	1.3%	0.7%	0.7%	1.2%	0.4%	0.8%

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

The brands/chains listed below were the overall responses by anyone indicating they wanted any retail or service in Downtown.

- Overall, the top specific brands mentioned included Nordstrom/Nordstrom Rack by 37% (27%), Apple Store by 28% (24%), Best Buy by 26% (27%), and Barnes & Noble by 25% (24%).
- Again mentions of Target declined in 2011 to only 12% from 50% in 2008, likely related to its announced opening in 2012.
- Again, more Downtown residents and those who live and work in Downtown were more inclined to name specific types desired in Downtown.

Table 62: Overall Top Retail Brands Would Like to See in Downtown – All Respondents

Top 20 responses	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Interested LA resident	**9369**	**4182**	**5187**	**6310**	**5174**	**2935**	**1474**	**512**	**2300**
Nordstrom/Nordstrom Rack	37.4%	40.7%	34.8%	37.6%	38.8%	42.3%	33.4%	39.8%	39.4%
Apple	27.7%	35.6%	21.3%	25.8%	30.5%	32.7%	26.4%	36.9%	34.9%
Best Buy	26.2%	29.1%	23.9%	26.7%	26.4%	31.1%	25.0%	30.5%	29.8%
Barnes & Noble	24.7%	25.5%	24.0%	25.2%	25.3%	24.8%	21.6%	29.9%	25.3%
Costco	18.5%	19.0%	18.1%	19.2%	17.7%	19.6%	16.2%	20.5%	19.0%
Bloomingdale's	16.3%	20.1%	13.2%	15.5%	17.6%	19.4%	15.1%	20.3%	19.9%
Bed Bath & Beyond	13.9%	16.7%	11.7%	14.4%	13.9%	15.0%	9.9%	16.2%	17.2%
Target	11.9%	14.5%	9.8%	11.6%	11.5%	12.0%	10.7%	15.8%	14.3%
7-Eleven	10.4%	9.7%	10.9%	10.5%	10.7%	12.7%	14.0%	10.5%	9.4%
Wal-Mart	10.4%	9.4%	11.2%	11.6%	8.9%	10.0%	9.2%	9.4%	10.6%
Crate & Barrel	10.1%	12.6%	8.1%	9.7%	11.3%	11.3%	8.5%	11.3%	12.6%
Banana Republic	10.0%	10.4%	9.8%	10.5%	9.9%	11.0%	9.2%	8.8%	10.3%
Amoeba Records	9.8%	12.1%	8.0%	8.5%	12.7%	10.6%	13.8%	11.9%	11.6%
Gap/Baby Gap	8.1%	7.2%	8.9%	8.5%	8.4%	9.0%	8.0%	7.8%	7.1%
AMC	7.3%	6.1%	8.3%	7.1%	7.6%	8.2%	8.8%	7.6%	5.4%
Saks Fifth Avenue	7.0%	9.0%	5.3%	6.8%	7.5%	8.8%	6.9%	9.8%	9.0%

Specific Brand Wanted by Those Specifying That Type

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

High-End Department Store Brand Desired

- Overall, 32% of respondents wanted high-end department stores in Downtown. Those who did requested Bloomingdale's as the top brand by 48%, up from 38% in 2008. Saks followed with 21% (17%), while Neiman-Marcus was mentioned by nearly 9% (8%) and Barney's New York by 8% (6%).

Table 63: High-End Department Store Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**3050**	**1642**	**1408**	**1969**	**1798**	**1136**	**482**	**202**	**919**
Bloomingdale's	48.1%	48.8%	47.3%	48.0%	48.8%	48.8%	44.4%	49.0%	47.4%
Saks Fifth Avenue	21.4%	23.0%	19.6%	21.6%	21.7%	22.7%	21.2%	24.8%	22.5%
Neiman Marcus	8.6%	9.9%	7.0%	7.4%	9.2%	9.6%	9.8%	11.9%	8.1%
Barney's NY, Barney's Co-Op	8.2%	10.5%	5.6%	8.0%	9.6%	8.0%	6.8%	6.9%	11.1%
Nordstrom/ Nordstrom Rack	1.8%	2.1%	1.5%	2.0%	1.6%	1.8%	1.0%	1.5%	2.4%

Mid-Level Department Store Brand Desired

- Overall, 60% wanted "mid-level department stores" in Downtown LA. They overwhelmingly named Nordstrom 60% (51%), and a few named Macy's 7% (14%).
- More Downtown residents, or 63%, requested Nordstrom, and 6% indicated Macy's. Among non-Downtown residents, 58% indicated Nordstrom and 7% named Macy's.

Table 64: Mid-Level Department Store Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**5741**	**2641**	**3100**	**3886**	**3291**	**1995**	**893**	**324**	**1450**
Nordstrom/ Nordstrom Rack	60.0%	62.9%	57.5%	59.8%	60.0%	61.1%	54.4%	61.7%	60.8%
Macy's/better Macy's	6.9%	6.4%	7.2%	6.4%	7.4%	7.4%	8.3%	7.1%	6.1%
JC Penney's	1.5%	1.2%	1.7%	1.5%	1.6%	1.1%	2.0%	1.9%	1.2%
Bloomingdale's	1.0%	1.5%	0.6%	0.9%	1.0%	0.9%	0.9%	1.5%	1.6%

Discount Store Brand Desired

- Overall, 41% specified wanting "discount stores" in Downtown. Most requested was Costco by 45% (n/a), while Target was second at 26% – down from 73% in the prior study (likely due to the announcement for a Downtown store in 2012). Wal-Mart was named by 25%, up from 7% in 2008.

Table 65: Discount Department Store Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**3875**	**1714**	**2161**	**2729**	**1980**	**1218**	**566**	**223**	**964**
Costco	44.7%	46.3%	43.4%	44.3%	46.1%	47.2%	42.0%	47.1%	45.2%
Target	25.8%	31.0%	21.7%	24.6%	26.9%	26.4%	25.6%	32.3%	30.3%
Wal-Mart	25.0%	22.7%	26.8%	26.6%	23.0%	23.9%	23.7%	21.1%	25.0%
Sam's Club	1.7%	0.9%	2.3%	1.9%	1.6%	1.6%	2.5%	0.4%	0.9%
TJ Maxx/Marshalls	1.3%	1.3%	1.2%	1.2%	1.5%	1.5%	1.1%	1.8%	1.1%
Ross	1.0%	0.9%	1.0%	1.0%	1.2%	0.7%	0.9%	1.8%	1.0%
Kmart	0.9%	1.1%	0.7%	1.0%	0.9%	1.2%	0.7%	1.3%	1.2%

Fashion Store/Boutique Brand Desired – General

- Overall, 51% specified wanting general fashion stores in Downtown. Banana Republic was the brand specified first, by 19% (27%), 15% (24%) named Gap/Baby Gap, and 5% (7%) said H&M – the top retail brands.

Table 66: Fashion Store Brand Desired – General Fashion

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**4876**	**2335**	**2541**	**3278**	**2769**	**1692**	**758**	**295**	**1274**
Banana Republic	18.8%	18.2%	19.4%	19.7%	18.3%	18.9%	17.5%	14.6%	18.4%
Gap/Baby Gap	15.4%	12.7%	17.9%	16.4%	15.5%	15.4%	15.0%	13.6%	12.8%
H&M	5.1%	7.2%	3.1%	4.3%	5.7%	5.1%	4.7%	9.2%	6.8%
J. Crew	4.3%	4.5%	4.1%	4.3%	5.1%	4.6%	3.7%	3.4%	4.1%
Forever 21	3.2%	4.2%	2.3%	2.9%	3.4%	2.9%	3.3%	7.8%	4.2%
Old Navy	3.0%	2.2%	3.8%	3.0%	3.1%	3.1%	4.4%	2.0%	2.0%
Urban Outfitters	2.4%	3.6%	1.4%	1.6%	2.8%	2.6%	3.4%	6.1%	3.1%
Ann Taylor	1.9%	1.7%	2.1%	2.1%	1.7%	1.8%	1.1%	0.7%	1.6%
Anthropologie	1.9%	1.8%	1.9%	1.9%	2.1%	1.5%	1.3%	1.0%	1.6%
Zara	1.6%	2.5%	0.7%	1.2%	1.8%	1.5%	1.5%	2.0%	2.4%
Express	0.5%	0.4%	0.6%	0.4%	0.6%	0.6%	0.9%	0.7%	0.5%

Fashion Store/Boutique Brand Desired – Women's

- Overall, 36% of respondents wanted fashion boutique stores in Downtown. However, very few named specific fashion store brands, as shown below.

Table 67: Fashion Store Brand Desired – Women's

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**3433**	**1790**	**1643**	**2120**	**2131**	**1123**	**594**	**247**	**972**
Designers/Boutiques	1.1%	0.8%	1.3%	1.2%	1.3%	1.7%	1.7%	1.6%	0.9%
Forever 21	1.0%	0.7%	1.5%	1.2%	0.7%	1.0%	1.3%	0.8%	0.7%
Anthropologie	0.7%	0.7%	0.7%	0.6%	0.7%	0.5%	0.8%	0.4%	0.4%
H&M	0.7%	0.8%	0.5%	0.7%	0.7%	0.4%	0.8%	0.4%	0.9%
Fred Segal	0.6%	0.8%	0.4%	0.7%	0.6%	0.6%	0.3%	0.4%	1.0%
Vintage	0.6%	0.8%	0.4%	0.6%	0.7%	0.1%	0.8%	0.0%	0.9%
Urban Outfitters	0.5%	0.6%	0.4%	0.5%	0.3%	0.5%	0.2%	1.6%	0.7%
Kitson	0.5%	0.8%	0.1%	0.4%	0.5%	0.8%	0.5%	0.4%	0.8%
Ann Taylor	0.4%	0.2%	0.7%	0.6%	0.1%	0.1%	0.0%	0.0%	0.2%

Fashion Store/Boutique Brand Desired – Men's

- Overall, 26% of respondents wanted men's fashion stores in Downtown. However, very few named specific store brands for menswear as shown below.

Table 68: Fashion Store Brand Desired – Men's

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**2496**	**1530**	**966**	**1440**	**1707**	**951**	**455**	**139**	**819**
Brooks Brothers	1.1%	0.7%	1.7%	1.5%	1.2%	1.5%	1.1%	0.7%	1.0%
Designers/Boutiques	1.0%	1.1%	0.7%	1.0%	0.9%	0.9%	1.5%	1.4%	1.2%
John Varvatos	0.8%	0.9%	0.7%	0.7%	0.9%	1.1%	0.9%	1.4%	0.9%
H&M	0.8%	0.8%	0.7%	0.8%	0.8%	0.7%	0.9%	0.7%	0.7%
Fred Segal	0.7%	0.8%	0.5%	0.7%	0.8%	0.8%	0.7%	0.7%	1.0%
Zara	0.6%	0.8%	0.3%	0.6%	0.5%	0.7%	0.2%	0.7%	0.7%
Urban Outfitters	0.5%	0.8%	0.1%	0.3%	0.5%	0.4%	0.0%	2.2%	0.7%
Kitson	0.5%	0.7%	0.2%	0.3%	0.5%	0.7%	0.2%	1.4%	0.5%
Hugo Boss	0.5%	0.6%	0.4%	0.4%	0.4%	0.5%	0.4%	0.7%	0.5%

Home Furnishing Store Brand Desired

- Overall, 52% indicated wanting "home furnishing stores" in Downtown. The most cited home furnishing brands were Bed Bath & Beyond by 26% (30%), Crate & Barrel by 19% (31%), and Cost Plus by 11% (0%).

Table 69: Home Furnishing Store Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**4929**	**2590**	**2339**	**3230**	**2919**	**1684**	**726**	**280**	**1409**
Bed Bath & Beyond	26.4%	26.9%	25.9%	28.0%	24.5%	26.0%	20.1%	29.6%	28.0%
Crate & Barrel	19.1%	20.2%	17.9%	18.8%	19.9%	19.5%	17.2%	20.4%	20.4%
Cost Plus World Market	11.2%	10.0%	12.6%	12.0%	11.8%	10.6%	11.7%	8.6%	10.1%
CB2	4.3%	6.5%	1.8%	3.5%	4.6%	3.7%	3.2%	3.9%	6.2%
Pottery Barn	2.4%	2.0%	2.8%	2.4%	2.5%	2.6%	2.1%	2.1%	1.8%
Ikea	1.6%	1.9%	1.3%	1.5%	1.7%	1.8%	2.1%	2.5%	1.8%
Pier 1	1.3%	1.0%	1.7%	1.5%	1.2%	1.1%	1.7%	1.8%	1.3%
West Elm	1.0%	1.2%	0.9%	0.8%	1.2%	1.0%	0.7%	0.4%	0.8%
Target	0.9%	1.3%	0.5%	0.7%	0.9%	0.6%	0.6%	1.8%	1.3%
Restoration Hardware	0.8%	0.8%	0.7%	0.7%	0.8%	0.8%	0.8%	0.4%	0.7%

Electronics Store Brand Desired

- Overall, 57% indicated wanting "electronics stores" in Downtown. The most cited electronic stores wanted were Apple by 48%, well above the 30% naming it in 2008, and Best Buy by 45% (51%).

Table 70: Electronics Store Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**5416**	**2770**	**2646**	**3585**	**3100**	**1926**	**824**	**342**	**1536**
Apple	47.7%	53.7%	41.5%	45.2%	50.8%	49.7%	47.0%	55.3%	52.1%
Best Buy	45.1%	43.8%	46.6%	46.8%	43.9%	47.2%	44.5%	45.3%	44.4%
Fry's Electronics	5.9%	6.1%	5.7%	6.1%	6.4%	6.4%	7.2%	5.3%	6.3%
Radio Shack	0.7%	0.6%	0.8%	0.8%	0.8%	0.6%	0.8%	0.6%	0.6%
Sony	0.4%	0.5%	0.4%	0.4%	0.4%	0.5%	0.2%	0.9%	0.3%
Target	0.4%	0.6%	0.2%	0.4%	0.5%	0.5%	0.2%	0.3%	0.7%
Game Stop	0.2%	0.3%	0.2%	0.1%	0.3%	0.5%	0.2%	0.9%	0.3%

Convenience Store Brand Desired

- Overall, 28% of respondents wanted “convenience stores” in Downtown. 7-Eleven was most requested, by 36% (35%).

Table 71: Convenience Store Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**2699**	**1359**	**1340**	**1734**	**1593**	**983**	**494**	**171**	**758**
7-Eleven	36.0%	29.9%	42.2%	38.1%	34.8%	37.9%	41.9%	31.6%	28.6%
Famima!!	7.2%	8.1%	6.3%	6.4%	8.1%	6.9%	7.3%	5.8%	7.1%
CVS	4.0%	3.5%	4.6%	4.0%	4.3%	4.5%	3.6%	7.6%	3.4%
Any open 24 hours	3.4%	5.5%	1.3%	2.7%	4.3%	3.9%	3.4%	7.6%	5.5%
Walgreens	2.4%	2.7%	2.0%	2.3%	2.6%	2.5%	2.2%	1.8%	3.0%
Rite Aid	2.1%	2.3%	1.9%	2.2%	1.9%	2.2%	1.4%	2.3%	2.2%

Book/Music/Movie Store Desired

- Overall, “book/music/movie stores” were wanted in Downtown by 58%. Most mentioned were Barnes & Noble by 42% (29%) and Amoeba Records by 17% (n/a).

Table 72: Book/Music/Movie Store Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this retailer type	**5509**	**2555**	**2954**	**3585**	**3330**	**1749**	**943**	**325**	**1375**
Barnes & Noble	41.9%	41.7%	42.0%	44.2%	39.2%	41.4%	33.7%	47.1%	42.3%
Amoeba Records	16.6%	19.8%	13.9%	14.9%	19.6%	17.8%	21.4%	18.2%	19.2%
Borders	9.6%	8.7%	10.4%	10.2%	8.4%	9.3%	9.2%	10.5%	9.7%
Used or independent bookstores	1.6%	1.7%	1.6%	1.7%	1.9%	1.7%	1.5%	0.3%	1.7%

Personal Services Desired

- Overall, "personal services" were wanted in Downtown by 37%. Most requested were dry cleaners/tailors by 14% (19%) and shoe repair shops by 9% (8%).

Table 73: Personal Services Brand Desired

	Total	Residence		Relationship to DT					
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	Live & work DT
Base: wants this type	**3494**	**1783**	**1711**	**2324**	**2093**	**1237**	**537**	**201**	**944**
Dry Cleaners	14.4%	13.7%	15.0%	14.5%	14.0%	15.7%	14.7%	11.4%	12.3%
Shoe Repair	9.4%	7.7%	11.0%	9.8%	9.0%	9.5%	8.0%	8.5%	6.4%
Hair Salon	7.9%	7.7%	8.1%	8.1%	8.1%	7.6%	10.2%	10.4%	8.2%
Nail Salon	6.4%	5.6%	7.3%	7.1%	6.1%	7.0%	5.4%	6.0%	5.9%

Professional Services Desired

- Overall, "professional services" were wanted in Downtown by 31%. Most requested were dentists by 20%, doctors by 19% and opticians by 10%.

Table 74: Professional Services Brand Desired

	Total	Residence		Relationship to DT					
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	Live & work DT
Base: wants this type	**2911**	**1584**	**1327**	**1949**	**1767**	**1024**	**413**	**169**	**886**
Dentist	19.6%	19.5%	19.7%	19.9%	19.5%	19.3%	17.4%	18.3%	18.6%
Doctor	18.8%	19.1%	18.3%	18.5%	18.8%	19.4%	17.9%	21.9%	18.8%
Optician/optometrist/ ophthalmologist	9.5%	7.4%	11.9%	10.2%	9.9%	9.5%	9.4%	7.7%	6.5%

Health Spa/Gym Brand Desired

- Overall, 35% wanted "health spa/gyms" in Downtown. Most mentioned were 24-Hour Fitness by 9% (11%), Equinox by 7% (5%), LA Fitness by 6% (6%) and Burke Williams (day spa) by 3%.

Table 75: Health Spa/Gym Brand Desired

	Total	Residence		Relationship to DT					
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	Live & work DT
Base: wants this type	**3301**	**1648**	**1653**	**2168**	**1934**	**1207**	**554**	**221**	**907**
24 Hour Fitness	9.2%	6.7%	11.8%	9.0%	9.3%	9.4%	10.6%	7.7%	5.6%
Equinox	6.6%	8.0%	5.2%	6.7%	6.4%	7.2%	6.1%	5.4%	8.7%
LA Fitness	5.5%	4.8%	6.3%	5.4%	5.4%	6.2%	7.2%	5.0%	4.3%
Burke Williams	3.2%	3.5%	2.8%	3.1%	3.6%	4.6%	4.5%	2.3%	3.5%
Spas	3.1%	3.8%	2.4%	3.2%	3.0%	3.0%	2.7%	3.2%	4.1%
Bally Total Fitness	2.0%	1.0%	3.0%	2.2%	1.8%	2.0%	2.7%	0.5%	0.9%
Yoga/Pilates studios	1.5%	1.6%	1.5%	1.8%	1.2%	1.1%	1.4%	1.4%	2.0%
Gold's Gym	1.4%	1.0%	1.8%	1.5%	1.7%	1.7%	0.9%	1.4%	1.0%
Spectrum	1.3%	1.1%	1.6%	1.6%	1.1%	1.2%	0.5%	0.9%	1.4%

Bars/Lounges

In 2011, 47% (6%) of all respondents indicated that they wanted more bars/sports bars/lounges. However, 81% (81%) did not specify a brand.

Nightclubs/Dance Clubs

- In 2011, 31% (11%) wanted more bars/sports bars/lounges/nightclubs, and 83% did not specify a brand.

High-End Restaurants

- Overall, 33% (28%) wanted more "high-end restaurants" in Downtown. Few named a specific brand, but 1% each mentioned Maestro's, Ruth's Chris and Houston's.

Table 76: High-Level Restaurant Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this type	**3157**	**1704**	**1453**	**1962**	**1992**	**1237**	**569**	**184**	**928**
Independent/no chain/unique	1.4%	1.8%	1.0%	1.4%	1.5%	1.2%	1.1%	1.6%	2.2%
Maestro's	1.3%	1.3%	1.2%	1.2%	1.1%	1.8%	1.1%	1.6%	1.1%
Ruth's Chris	1.2%	1.0%	1.4%	1.2%	1.3%	1.5%	1.9%	1.6%	1.0%
Houston's	1.1%	0.9%	1.3%	1.4%	1.1%	1.3%	0.9%	0.5%	1.4%

Mid-Level Restaurant Brand Desired

- Overall, 67% wanted more "mid-level restaurants" in Downtown, the highest category. While most did not specify a brand, 2% named The Cheesecake Factory.

Table 77: Mid-Level Restaurant Brand Desired

	Total	Residence		Relationship to DT					
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	Live & work DT
Base: wants this type	**6337**	**3045**	**3292**	**4062**	**3793**	**2158**	**1088**	**345**	**1654**
The Cheesecake Factory	2.0%	2.0%	2.1%	2.2%	1.9%	2.2%	1.6%	2.9%	1.8%
Independent/no chain/unique	1.1%	1.4%	0.8%	1.0%	1.3%	0.9%	1.0%	1.4%	1.8%
Olive Garden	0.9%	0.9%	0.9%	0.9%	0.7%	0.7%	0.6%	2.0%	0.9%
BJ's Brewery	0.6%	0.5%	0.8%	0.7%	0.6%	0.8%	0.6%	0.9%	0.7%
P.F. Chang's	0.6%	0.5%	0.6%	0.6%	0.7%	0.8%	0.4%	0.6%	0.5%
Houston's	0.6%	0.5%	0.6%	0.6%	0.6%	0.8%	0.2%	0.3%	0.4%

Fast Food Restaurant Brand Desired

- Overall, 26% indicated they wanted "fast food restaurants" in Downtown. Of those, 10% (10%) mentioned In-N-Out Burger, 3% (5%) said Taco Bell, 3% named Chipotle, and 3% (4%) named Jack in the Box.

Table 78: Fast Food Restaurant Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this type	**2435**	**1053**	**1382**	**1676**	**1322**	**841**	**434**	**133**	**564**
In-N-Out	10.1%	9.0%	11.0%	10.6%	9.5%	11.8%	9.4%	12.0%	9.6%
Chipotle	3.1%	3.0%	3.1%	3.1%	2.3%	3.3%	3.7%	3.8%	2.5%
Taco Bell	2.8%	2.9%	2.7%	3.0%	2.3%	2.3%	1.8%	2.3%	2.7%
Jack In The Box	2.5%	2.2%	2.7%	2.8%	2.2%	1.8%	1.8%	3.8%	2.7%

Coffee Shops Brand Desired

- Overall, 26% wanted "coffee-shops" in Downtown. The few brands specified included 4% (5%) who indicated Starbucks, 4% (5%) named Coffee Bean + Tea Leaf, and 4% (4%) requested Peet's Coffee.

Table 79: Coffee Shop Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this type	**4798**	**2297**	**2501**	**3000**	**2939**	**1594**	**864**	**289**	**1223**
Starbucks	4.1%	3.5%	4.6%	4.1%	3.5%	4.4%	3.7%	8.7%	3.6%
Coffee Bean & Tea Leaf	3.7%	2.7%	4.7%	3.8%	3.1%	3.1%	3.7%	4.2%	2.3%
Peet's Coffee	3.6%	3.3%	3.8%	3.8%	3.6%	4.0%	2.8%	2.4%	3.1%

Movie Theater Brand Desired

- Overall, 47% indicated they wanted "movie theaters" in Downtown.
- Of those who mentioned a brand, 15% (21%) named AMC Theater, 7% (8%) said ArcLight, and 4% mentioned Laemmle Theatres.

Table 80: Movie Theater Brand Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this type	**4470**	**2147**	**2323**	**2788**	**2791**	**1510**	**815**	**253**	**1134**
AMC	15.3%	11.9%	18.4%	15.9%	14.1%	16.0%	15.8%	15.4%	10.8%
ArcLight	6.6%	8.4%	5.0%	5.7%	7.1%	6.9%	6.5%	4.7%	7.1%
Laemmle	3.8%	4.4%	3.3%	3.4%	4.9%	2.9%	3.1%	3.2%	3.8%
Regal	2.3%	1.8%	2.8%	2.3%	2.0%	2.4%	1.6%	3.6%	1.4%
Pacific	1.7%	1.2%	2.2%	2.0%	2.0%	1.9%	1.7%	2.4%	1.4%
Edwards	1.5%	1.0%	2.1%	1.9%	1.3%	1.5%	2.3%	1.2%	1.0%
Independent/No chain	1.4%	2.0%	0.8%	1.3%	1.8%	1.1%	0.9%	1.6%	2.0%

Animal and Veterinary Brands Desired

- Overall, 20% of respondents wanted "animal and veterinary" services in Downtown. PETCO was named by 27% (26%) and PetSmart by 11% (11%).

Table 81: Animal and Veterinary Brands Desired

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: wants this type	**1879**	**1261**	**618**	**1094**	**1222**	**678**	**284**	**119**	**685**
Petco	27.4%	27.8%	26.5%	27.9%	28.3%	30.2%	29.6%	31.1%	27.4%
PetSmart	11.4%	11.0%	12.1%	11.1%	12.8%	13.1%	13.7%	10.9%	10.1%
Veterinarians	10.6%	13.5%	4.7%	10.8%	9.9%	9.4%	5.3%	17.6%	15.2%
Pet hotel/pet day care	4.5%	3.6%	6.1%	4.6%	4.9%	4.6%	5.3%	5.9%	3.8%
Centinela Feed	1.5%	1.3%	2.1%	1.7%	1.9%	2.7%	1.1%	0.8%	1.0%

Activities & Special Events Attendance

Attendance at Downtown Activities

Respondents indicated their attendance at listed Downtown activities on an annual basis, as presented below, in terms of the percentage who attended each activity, and the median number of times attended.

- The highest attended Downtown events were live music/theater/dance by 83%, followed by special events by 82%, art museums/galleries by 80%, and live professional sports by 67%.
- As expected, more residents and those who live and work in Downtown attended each of the event types listed compared to the Total.

Table 82: Percent Attending Downtown Activities Annually

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Live music, theater, opera, dance	83.1%	87.8%	79.8%	81.5%	94.9%	90.8%	89.7%	84.2%	89.0%
Special events	81.5%	88.3%	76.7%	78.6%	90.2%	89.3%	89.5%	87.5%	88.9%
Art museums or galleries	79.8%	89.1%	73.1%	75.8%	93.7%	86.9%	88.4%	88.5%	89.1%
Live professional sports events	66.5%	68.5%	65.1%	67.3%	70.1%	95.4%	70.5%	69.6%	71.0%
Lectures/forums/presentations	49.5%	57.1%	44.0%	46.7%	60.9%	57.5%	60.2%	64.1%	59.4%
Downtown historic/ architectural tours	42.7%	50.5%	37.1%	39.0%	52.3%	48.7%	52.5%	49.8%	51.9%
Live collegiate sports events	32.0%	36.0%	29.1%	31.5%	34.3%	54.0%	31.9%	52.3%	38.1%
Other activities/entertainment	78.7%	87.5%	72.5%	74.8%	87.1%	85.4%	87.6%	88.0%	87.2%

Median Number of Times Attending Downtown Activities Annually

- Overall, respondents attended Downtown live music, theater, opera or dance a median of 2.8 (2.5) times annually, followed by art museums or galleries 2.7 (2.4) times, live professional sports events 1.8 (1.6 times) and lectures/presentations .5 (not asked in 2008) times.
- Not surprisingly, Downtown residents and those who live and work in Downtown frequented these activities more often.

Table 83: Median Number of Times Attending Downtown Activities Annually

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Live music, theater, opera, dance	2.78	3.45	2.40	2.62	3.92	3.49	3.08	3.03	3.70
Art museums or galleries	2.66	3.83	2.05	2.36	3.83	3.14	3.11	3.38	4.02
Special events	2.45	3.17	2.03	2.26	3.01	3.01	2.84	3.11	3.33
Live professional sports events	1.84	2.07	1.69	1.90	2.12	4.47	2.04	2.08	2.33
Lectures/forums/presentations	0.49	1.16	0.45	0.47	1.37	1.15	1.29	1.81	1.39
Downtown historic/architectural tours	0.44	0.54	0.40	0.41	0.68	0.49	0.70	0.50	0.66
Live collegiate sports events	0.37	0.39	0.35	0.37	0.38	0.87	0.37	0.77	0.40
Other activities/entertainment	2.78	4.49	2.08	2.43	3.48	3.46	3.22	4.49	4.58

Downtown Special Events Attended in Past Two Years

- Overall, 88% (74%) reported attending at least one of the listed Downtown special events.
- The most attended events included the monthly Downtown Art Walk by 51% (28%); DineLA Week by 42% (not asked in 2008); Pershing Square Downtown on Ice by 34% (30%); about one-quarter each at Pershing Square Summer Concerts (22% in 2008) and LA LIVE Ice Skating and Holiday events; and Grand Performances (summer series) by 21% (25%).
- Not surprisingly, significantly more, or about 95%, of Downtown residents and those who live and work in Downtown reported attending each of the events, although 83% of LA County residents did as well.

Table 84: Downtown Special Events Attended in Past Two Years

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident attending Downtown activities	**10351**	**4399**	**5952**	**7012**	**5556**	**3171**	**1636**	**572**	**2400**
Net: attended events	**87.9%**	**94.3%**	**83.0%**	**86.1%**	**93.5%**	**93.0%**	**90.3%**	**89.7%**	**94.9%**
Downtown Art Walk	51.1%	74.0%	34.2%	45.6%	62.7%	60.0%	52.1%	60.3%	75.4%
DineLA Restaurant Week (Jan & Oct)	42.2%	49.4%	36.9%	41.9%	48.5%	54.7%	41.5%	39.7%	51.3%
Pershing Square "Downtown on Ice" and holiday events	33.9%	43.2%	27.0%	32.8%	40.6%	41.6%	33.8%	37.8%	45.3%
Pershing Square Summer Concerts	25.7%	32.2%	20.9%	25.6%	31.9%	30.8%	25.2%	24.3%	34.3%
LA LIVE Ice Skating and holiday events	24.0%	29.1%	20.1%	23.3%	27.0%	34.9%	25.2%	35.7%	30.7%
Grand Performances (Summer series)	20.9%	24.8%	17.9%	20.7%	28.1%	23.9%	21.5%	16.6%	27.0%
Chinese New Year/Golden Dragon Parade	16.9%	20.6%	14.1%	15.2%	21.6%	19.2%	20.7%	15.2%	20.0%
Brewery Artwalk (Spring & Fall)	16.8%	23.3%	12.0%	15.3%	22.3%	20.8%	20.5%	15.0%	25.1%
Downtown Film Festival LA (Sept)	16.6%	24.3%	10.9%	15.4%	21.3%	21.9%	18.2%	22.4%	26.9%
Los Angeles Film Festival (June)	16.1%	21.0%	12.4%	15.2%	20.4%	20.4%	18.5%	20.8%	23.3%
NBA All-Star Game	15.7%	16.9%	14.9%	16.2%	16.5%	26.5%	17.1%	22.0%	18.6%
Cinco de Mayo Festival	14.2%	15.8%	13.1%	14.3%	17.5%	19.3%	17.4%	13.8%	18.3%
X-Games	12.3%	14.4%	10.7%	11.9%	13.9%	20.6%	13.8%	16.1%	15.3%
St. Patrick's Day Parade	11.4%	12.3%	10.7%	13.0%	12.3%	15.0%	10.2%	12.6%	15.3%
LA Marathon (run or bike)	11.1%	12.3%	10.2%	10.9%	12.2%	14.7%	12.0%	14.0%	13.0%
Cherry Blossom Festival	10.1%	13.3%	7.7%	9.0%	12.7%	11.7%	13.6%	12.1%	13.7%
cicLAvia bicycle event	8.6%	13.2%	5.2%	7.2%	12.1%	10.1%	9.4%	9.4%	13.5%
Nisei Week	8.0%	10.0%	6.5%	7.1%	9.8%	9.2%	8.9%	6.3%	9.1%
Fiesta Broadway	7.5%	10.0%	5.6%	7.0%	9.1%	9.7%	8.3%	8.0%	11.0%
Last Remaining Seats	6.8%	9.3%	4.9%	6.2%	9.7%	7.4%	6.6%	3.7%	10.0%
Anime Expo	4.9%	5.6%	4.3%	4.6%	5.7%	6.1%	6.2%	6.1%	5.9%
Outfest (June)	4.4%	6.0%	3.2%	3.9%	6.2%	4.4%	5.2%	3.0%	6.5%
Lantern festival	3.6%	4.8%	2.7%	3.2%	4.4%	4.1%	4.8%	4.4%	4.9%
LA LIVE Easter Celebration	2.8%	3.0%	2.6%	3.0%	3.0%	3.8%	3.3%	5.8%	4.0%
Giant Maximus (New Year's eve)	1.7%	2.5%	1.1%	1.5%	2.2%	2.7%	1.8%	2.6%	3.0%
Other special event	23.3%	25.4%	21.8%	22.3%	28.6%	26.5%	27.8%	23.8%	26.4%

Downtown Venues Attended in Past Two Years

The question was added to the 2011 survey to identify which specific Downtown LA venues respondents had attended in the past two years.

- Overall, 97% of Total respondents reported attending at least one of the listed Downtown event venues.
- The highest attended venues were Staples Center for a sports event by 61%, 61% reported attending NOKIA Theater/Club NOKIA for a concert, and 52% went to the Walt Disney Concert Hall.
- At least 96% of each segment reported having attended any of the listed Downtown venues in the past two years.

Table 85: Downtown Venues Attended in Past Two Years

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident attended Downtown venues	**10351**	**4399**	**5952**	**7012**	**5556**	**3171**	**1636**	**572**	**2400**
Net attended any venue	**97.3%**	**97.3%**	**97.2%**	**97.1%**	**99.1%**	**99.5%**	**98.8%**	**96.9%**	**97.4%**
Staples Center-sports events	61.3%	59.7%	62.5%	63.1%	61.5%	87.3%	62.8%	57.2%	60.8%
LA LIVE Nokia Theatre/Club Nokia	61.1%	65.4%	57.9%	60.8%	66.3%	75.2%	64.9%	69.2%	67.0%
Disney Concert Hall	51.6%	55.7%	48.5%	50.8%	61.7%	58.3%	55.3%	51.7%	57.8%
Staples Center-concerts	43.9%	43.0%	44.5%	44.9%	47.0%	60.6%	47.6%	48.3%	44.9%
Nokia Theatre/Club Nokia	43.5%	47.2%	40.8%	42.5%	49.0%	57.5%	49.1%	51.7%	47.9%
Museum of Contemporary Art/Geffen Contemporary	38.7%	46.5%	32.9%	35.8%	49.8%	42.4%	45.2%	42.8%	46.9%
Los Angeles Co. Music Center (Ahmanson, Chandler, Taper)	38.0%	35.6%	39.8%	37.6%	48.3%	41.2%	44.4%	26.2%	35.6%
Los Angeles Central Library (lectures)	30.9%	33.5%	28.9%	30.2%	37.9%	32.8%	34.7%	33.9%	35.4%
Cathedral of Our Lady of the Angels	24.2%	23.3%	24.8%	24.5%	28.1%	28.4%	27.8%	23.1%	24.3%
7th + Fig Arts Programs	20.2%	22.6%	18.4%	20.4%	23.1%	24.8%	23.3%	26.2%	24.5%
Japanese-American National Museum (cultural events)	20.1%	24.1%	17.2%	18.3%	25.3%	21.8%	24.8%	19.1%	23.7%
REDCAT Theater	14.1%	19.5%	10.1%	12.4%	18.9%	15.5%	15.8%	11.2%	19.0%
Colburn School of Music/ Zipper Hall	9.8%	11.3%	8.6%	9.8%	13.2%	10.7%	10.2%	8.7%	12.3%
Vibiana	6.1%	8.3%	4.5%	5.7%	8.1%	7.9%	7.7%	5.8%	8.8%
Other	16.6%	19.1%	14.7%	15.0%	20.9%	17.4%	21.1%	18.0%	18.8%

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

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

- The vast majority of respondents ate out before or after a live cultural arts, sports or special event in Downtown at least some of the time.
- When attending a Downtown event, 71% (57%) "almost always" or "fairly often" ate at a Downtown restaurant before or after the event.
- Downtown residents were more likely to dine at a Downtown restaurant with 73% (62%) doing so "almost always" or "fairly often," compared to 68% (56%) of LA County residents. In spite of the weak economy, more Downtown residents and non-residents reported higher propensity to eat out before or after their Downtown event.

Table 86: Frequency of Dining at Downtown Restaurants Before or After Event or Performance

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident attended DT events in the past 2 years	**9132**	**4161**	**4971**	**6070**	**5211**	**2958**	**1485**	**513**	**2285**
Almost always	44.0%	46.2%	42.2%	43.4%	48.2%	50.9%	47.0%	44.2%	47.0%
Fairly often	26.6%	27.2%	26.0%	26.6%	27.1%	27.3%	26.7%	26.1%	27.9%
Net: almost always + fairly often	**70.6%**	**73.4%**	**68.2%**	**70.0%**	**75.3%**	**78.2%**	**73.7%**	**70.3%**	**74.9%**
Sometimes	21.5%	20.3%	22.5%	21.5%	19.9%	17.7%	20.5%	22.4%	19.4%
Rarely	6.6%	5.3%	7.8%	7.0%	4.3%	3.4%	5.0%	6.2%	4.7%
Never/don't attend any events	0.8%	0.7%	0.9%	1.0%	0.2%	0.2%	0.4%	1.0%	0.7%
DK/no response	0.5%	0.3%	0.6%	0.5%	0.3%	0.3%	0.5%	0.0%	0.3%
Mean rating	**4.07**	**4.13**	**4.01**	**4.05**	**4.19**	**4.26**	**4.15**	**4.06**	**4.16**

**Rating scale 5=Always, 1=Never*

Sources of Information about Events/Activities in Downtown

- More than one-half, or 54% (53%), typically learned about events and activities in Downtown through word-of-mouth. *The Los Angeles Times* was used by 41% (41%), followed by the *Los Angeles Downtown News* (paper edition) by 40% (54%), and the *Downtown News* website by 21% (not asked in 2008).
- Another 33% mentioned DowntownLA.com, the website of the Downtown Center Business Improvement District (not asked in 2008), and 29% (34%) named *LA Weekly* paper or website.
- As expected, more Downtown residents than the Total indicated the *Los Angeles Downtown News* (paper and website) at 75% (63%), word-of-mouth at 57% (56%), and the *Los Angeles Times* at 37% (35%) as their top information sources.

Table 87: Sources of Information about Events/Activities in Downtown

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Word-of-mouth/ Recommendation	54.1%	56.5%	52.5%	53.7%	59.9%	59.2%	59.8%	55.9%	56.5%
Los Angeles Times	40.7%	36.5%	43.6%	40.0%	47.4%	46.7%	46.3%	35.6%	35.8%
LA Downtown News (paper)	39.8%	47.7%	34.2%	41.1%	43.9%	43.5%	31.1%	36.6%	49.9%
DowntownLA.com website	32.6%	39.5%	27.7%	30.2%	36.9%	38.3%	36.6%	34.0%	40.2%
LA Weekly newspaper or website	28.8%	31.6%	26.9%	26.5%	36.3%	31.7%	35.3%	25.9%	31.3%
Direct e-mail or mail from event or venue	25.3%	24.5%	25.9%	23.7%	31.8%	29.2%	31.4%	21.2%	22.9%
Other Internet source or blog	25.0%	26.7%	23.8%	22.6%	30.4%	28.0%	35.2%	25.3%	25.5%
Billboards or posters around Downtown LA	24.8%	25.9%	24.0%	24.9%	28.8%	29.7%	26.3%	31.8%	24.8%
LA Downtown News (website)	20.9%	27.2%	16.4%	19.5%	25.2%	26.0%	21.6%	19.1%	27.5%
Blogdowntown.com	14.5%	27.0%	5.7%	11.4%	18.8%	17.0%	12.6%	14.2%	25.8%
Other Downtown LA website or blog	11.2%	14.4%	9.0%	9.4%	14.6%	14.5%	16.6%	12.8%	13.8%
Other print newspaper or magazine	9.8%	9.8%	9.8%	8.8%	11.9%	11.1%	13.4%	10.6%	9.2%
Don't seek info. Downtown LA	5.5%	3.2%	7.1%	6.3%	2.3%	3.2%	2.9%	6.3%	3.1%
Downtown Center Guides or Information Kiosk	5.1%	5.1%	5.2%	5.5%	5.9%	5.9%	5.4%	5.7%	5.8%
Brand X magazine or website	5.0%	6.1%	4.2%	4.1%	6.9%	5.9%	6.7%	5.4%	5.9%
Bunker Hill Magazine	4.9%	8.9%	2.1%	4.7%	6.2%	5.9%	3.0%	6.6%	9.9%
Experiencela.com	3.4%	3.1%	3.5%	2.6%	4.7%	4.0%	6.3%	4.0%	3.1%
LA INC. Downtown LA Visitor Center	2.8%	2.2%	3.2%	3.0%	3.1%	3.1%	3.5%	3.0%	2.7%

Mode for Commuting to Work

- Of the Total, 92% commuted to work using a variety of means as follows.
- Three-fifths, or 60% (39%), of those who commuted to work did so alone by car, followed by 20% (20%) who rode the Metro subway/light rail, and 15% (20%) who took Metro or other public bus service.
- This shift to commuting alone by car in 2011 from 2008 may reflect the fact that more respondents reported their workplace outside of Downtown.
- In 2011, 86% of Downtown workers commuted to work. One-half, or 49% (51%), of those who live and work in Downtown walked to work as did 31% (31%) of Downtown residents, versus 15% (13%) of all respondents and only 4% of LA County residents.

Table 88: Commuting to Work

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: LA resident	**10742**	**4464**	**6278**	**7362**	**5561**	**3173**	**1645**	**576**	**2439**
Alone by car	60.4%	54.5%	64.6%	56.4%	62.5%	65.9%	68.5%	55.9%	41.0%
LA Metro subway or light rail	19.7%	15.6%	22.6%	21.1%	21.5%	20.8%	21.6%	19.6%	14.0%
Walk	15.4%	31.4%	4.1%	17.7%	17.1%	16.7%	10.4%	30.6%	49.3%
LA Metro/other public bus service	15.3%	11.7%	17.9%	16.1%	15.7%	13.5%	15.4%	17.2%	10.8%
Carpool	8.5%	6.0%	10.4%	9.0%	8.3%	9.2%	9.4%	9.5%	4.9%
DASH bus	7.1%	10.5%	4.6%	7.7%	8.3%	7.6%	6.0%	12.2%	14.2%
Metrolink/Amtrak train	6.5%	3.6%	8.6%	7.7%	5.9%	6.9%	6.8%	5.0%	3.4%
Bicycle	5.1%	8.3%	2.8%	4.4%	6.5%	5.7%	6.1%	11.6%	10.3%
Shuttle Bus/van pool	1.2%	0.9%	1.3%	1.3%	1.1%	1.3%	1.3%	1.0%	1.2%
Other	2.4%	2.6%	2.2%	2.1%	2.8%	2.4%	2.4%	2.8%	2.4%
Don't commute/don't work/work at home	7.9%	14.0%	3.5%	5.3%	9.4%	6.9%	9.8%	10.1%	15.5%

Changes in Commuting Habits

At the time of the 2008 study, Los Angeles area gas prices had risen to a peak of $4.61 gallon (unleaded regular) in June 2008[18]. Prices had fallen to less than half that by the time of the survey in December 2008. The question was asked then as to whether the high gas prices had impacted commuting mode. For the 2011 study, the question was reworded to only whether commuting mode had changed in the past two years (for any reason, not only due to gas prices).

- Overall, 65% (44%) of commuters indicated that they had made no changes in their commuting mode of transportation.
- There were 17% (27%) who changed to a public bus or train, while 9% (15%) changed to walking or bicycling some or all days, and nearly 5% changed to auto from another mode.
- In comparison, 60% (48%) of Downtown residents did not change their commuting mode, while nearly 20% (15 %) of residents, and 29% (19%) of those who live and work in Downtown changed to walking or bicycling and 4.3% (n/a) of Downtown residents changed to auto.

[18] http://www.californiagasprices.com/retail_price_chart.aspx (gasbuddy.com/californiaasprices.com)

Table 89: Changes in Commuting Habits

	Total	Residence		Relationship to DT					Live & work DT
		DTLA	LA Co.	Employed	Attend Arts	Attend Sports	DT Visitor	DT Student	
Base: Commuting LA resident	**9894**	**3838**	**6056**	**6974**	**5039**	**2954**	**1484**	**518**	**2060**
Made no changes in daily commuting mode	65.9%	60.1%	69.6%	65.9%	62.4%	62.8%	64.9%	59.1%	54.7%
Changed to public bus or train some or all days	17.3%	16.0%	18.1%	17.5%	19.7%	20.3%	18.3%	18.1%	14.6%
Changed to walking or bicycling some or all days	9.4%	19.6%	3.0%	9.5%	11.1%	11.1%	8.4%	18.5%	29.0%
Changed to carpool/vanpool/ shuttle some or all days	4.8%	3.6%	5.5%	4.7%	5.0%	5.1%	5.7%	6.9%	2.8%
Changed to auto from other mode	4.5%	4.3%	4.7%	4.5%	4.5%	4.3%	4.3%	4.1%	3.6%
Work from home, telecommute	3.2%	4.2%	2.6%	2.8%	4.1%	4.1%	5.1%	1.0%	4.5%
Other	3.5%	4.2%	3.1%	3.0%	4.0%	3.6%	3.4%	4.4%	3.8%

Downtown Visitors

Those who reside outside of Los Angeles County are considered "visitors" for this study. They provided demographic information as well as trip behavior characteristics as presented below.

Demographics

Gender: Many more visitor respondents were female, 64% than male, 36%.

Age: Visitors had a median of 43.9 years, higher compared to residents or employees.

Household Income: Visitors reported a median household income for 2011 of $91,400.

Ethnicity: 52% of visitors were Caucasian with 17% Hispanic, 15% Asian-American, and 9% African-American.

Educational Attainment: 69% of visitors have completed college or higher, and averaged 15.6 years of school.

Trip Characteristics

Frequency Visiting Downtown (other than regular work/school)

- Visitors came to Downtown a median of 0.8 (1.5) times per month.

Table 90: How Frequently Visitors Visit Downtown (other than regular work/school)

	Total
Base: LA visitor	**581**
Several times per week	17.2%
About every other week	12.2%
About once per month	22.7%
About once every two months	7.6%
About once every three months	10.5%
About once every 4 - 6 months	9.8%
About once or twice per year	11.4%
Less than once per year	7.2%
First visit	1.2%
DK/No response	0.2%
Median visits per month:	**0.82**

Visitors' Main Purpose of Most Recent Visit to Downtown

- On this visit, 27% (12%) of visitors were in Downtown to conduct business. Another 16% (31%) were here for vacation/pleasure/to visit, 14% were attending a cultural or special event, 11% (18%) were combining business with pleasure, and 10% (16%) were visiting family/friends.

- Thus, the results showed a difference in 2011 from 2008 with more than twice as many in Downtown to conduct business, and about one-half for pleasure.

Table 91: Visitors' Main Purpose of Most Recent Visit to Downtown

	Total
Base: LA visitor	**581**
To conduct business	27.4%
For vacation/pleasure/to visit	16.9%
To attend a cultural or special event	13.6%
Combining business or meeting and pleasure	11.0%
To visit relatives/friends/personal visit	10.3%
Shopping trip	7.6%
Passing through to another place	2.9%
To attend a meeting/conference	1.5%
Other	8.6%
DK/No response	0.2%

Activities Engaged in Downtown by Visitors

- Visitors engaged in numerous activities throughout Downtown in the past two years. In fact, the majority, or 78% (81%), ate meals in Downtown mid-level or upscale restaurants; 62% (79%) attended live music, theater plays, opera or dance; 53% (63%) shopped in Downtown retail centers or stores; and 45% (59%) visited art museums or galleries.
- Another 36% (45%) shopped in Downtown wholesale districts, 30% (44%) viewed historic or iconic architecture, and 42% (37%) attended live professional sports events.
- Thus, each category percentage dropped in 2011 from 2008 except attending sports events.

Table 92: Activities Engaged in Downtown by Visitors

	Total
Base: LA visitor	**581**
Eating meals in Downtown mid-level or upscale restaurants	77.8%
Live music, theater plays, opera or dance	61.8%
Shopping in Downtown retail centers or stores	53.2%
Art museums or galleries	44.6%
Live professional sports events	42.9%
Special events	39.1%
Shopping in Downtown wholesale districts	36.1%
Viewing historic or iconic architecture	29.8%
Sightseeing or tours	21.9%
Going to movies	18.2%
Live collegiate sports events	12.7%
Other not listed above	10.2%
None of the above	2.4%

How Visitors Typically Travel Into Downtown

- In 2011, 59% (70%) arrived in Downtown in their own or a rental vehicle, 53% (32%) traveled by train, and 12% (16%) came by bus.

Table 93: How Visitors Typically Travel Into Downtown

	Total
Base: LA visitor	**581**
Own/rental vehicle	59.2%
Train	52.8%
Bus	11.9%
Walk	7.1%
Taxi	3.8%
Bike	0.9%
Other	4.3%
DK/No response	0.2%

How Visitors Typically Get Around in Downtown

- Typically, 70% (54%) of visitors moved around in Downtown by walking, 39% (52%) drove their own or a rental vehicle, 28% (21%) took a bus, and 25% (23%) rode a train.
- Thus, since the last study, visitors now favored walking and public bus or train in place of auto to get around in Downtown.

Table 94: How Visitors Typically Get Around in Downtown

	Total
Base: LA visitor	**581**
Walk	69.5%
Own/rental vehicle	39.1%
Bus	28.2%
Train	24.8%
Taxi	7.2%
Bike	1.4%
Other	3.1%
DK/No response	0.2%

Visitors' Sources of Information about Downtown Events/Activities

- For information about Downtown LA events and activities, 55% (45%) of visitors relied mainly on word-of-mouth, 39% (60%) on the *Los Angeles Times*, 50% (50%) on the *Los Angeles Downtown* News (web and paper), and 30% on DowntownLA.com.

Table 95: Visitors' Sources of Information about Downtown Events/Activities

	Total
Base: LA visitor	**581**
Word of mouth/recommendation	54.9%
Los Angeles Times	39.2%
LA Downtown News (paper)	30.8%
DowntownLA.com	29.6%
Direct e-mail or mail from event or venue	26.2%
Other internet source or blog	22.9%
Billboards or posters around Downtown LA	20.5%
LA Downtown News (website)	19.3%
LA Weekly newspaper or website	18.8%
Other print newspaper or magazine	11.5%
Other Downtown LA website or blog	10.3%
Downtown Center Guides or Information Kiosk	7.9%
Don't seek information about Downtown LA	7.2%
Blogdowntown.com	5.7%
LA INC. Downtown LA Visitor Center	5.0%
Experiencela.com	3.4%
Bunker Hill Magazine	3.1%
Brand X magazine or website	2.8%

Retailers and Restaurants/Hospitality Services Wanted by Visitors

- In general, visitors wanted a wide array of retailers and restaurants/hospitality services in Downtown.
- Nearly two-thirds, or 63% (68%), named mid-level restaurants, 52% (44%) wanted mid-market department stores, and 52% (53%) mentioned book/music/movie stores as the top mentions.

Table 96: Retailers and Restaurants/Hospitality Services Wanted by Visitors

	Total
Base: LA visitor	**581**
Restaurants: mid-level	62.8%
Mid-market department stores (e.g. Nordstrom, etc.)	52.0%
Book/ music/movie stores (e.g. Barnes & Noble, Amoeba Records)	51.5%
Coffee shops/cafes	44.1%
Electronics (e.g. Best Buy, Apple Store, etc.)	42.7%
Fashion/clothing (e.g. Gap, Banana Republic, etc.)	41.0%
Discount stores (e.g. Wal-Mart, Costco, etc.)	40.4%
Home furnishings (e.g. Crate & Barrel, Bed Bath & Beyond, etc.)	39.4%
Bars/ lounges	34.6%
Restaurants: high-end	34.3%
Quality/unique (non-chain) fashion boutique: women's	31.0%
Movie theaters	29.9%
Restaurants: fast food	29.3%
Personal services (e.g. dry cleaner, shoe repair, hair salon, etc.)	27.9%
High-end department stores (e.g. Saks, Bloomingdale's)	25.8%
Health spas/gyms	25.6%
Convenience stores (open late or 24 hours, e.g., 7-Eleven)	24.6%
Night clubs/dance clubs	23.2%
Quality/unique (non-chain) retailer: men's	21.3%
Professional services (e.g., opticians, doctors, dentists, etc.)	20.5%
Veterinary clinic/animal services (e.g. Petco. pet hotel)	6.2%
Other	12.6%

Summary Profile of Downtown Workers

Downtown's daytime worker population is estimated at approximately 500,000.

Of the Total respondents, 68% (69%) reported being employed in Downtown. This section profiles these employees. Generally, Downtown LA employees were ethnically diverse, skewed slightly more female, in their mid-30s, with high educational attainment and high household income. Four in 10 were married, while most had no children at home. More than one-half commuted to work by private auto, a change from the 2008 survey when more used public transit. They were employed in a diverse range of sectors, mainly services and government, and about one-half were at the executive or senior staff level.

Ethnicity:

Downtown employees were diverse, with 47% (47%) Caucasian, 22% (22%) Hispanic/Latino, nearly 20% (18%) Asian-American/Pacific Islander and 6.5% (10.3%) African-American. Thus, the ratio of Asian-American/Pacific Islanders rose slightly while the ratio of African-Americans dropped slightly from the 2008 study. Caucasians and Hispanic/Latino remained at the same level in 2011 as in 2008.

Gender:

Nearly 64% (65%) of employee respondents were female.

Age:

Employees' median age was 38.0 (38.5) years.

Education:

Seventy-three percent (72.2%) of Downtown LA employees completed at least a four-year college and averaged 15.5 (15.3) years of school.

Income:

Downtown LA employees reported a median household income of $88,500 versus $95,900 in 2008. It is likely that the lingering effects of the recession impacted total income in 2011.

Children at Home:

Only 13% (23%) of Downtown LA employees reported having children up to five years of age, while 22% (15%) had children aged 5-13 at home. Thus, among those who had children at home, fewer were in the younger age group (0-5), while more were in the older (5-18) age group in 2011 versus 2008.

Own versus Rent:

Less than one-half, or 45% (50%), of employees owned their residence, while 47% (42%) rented their residence (whereas 8% neither rented nor owned). This was a change from 2008 when more were owners than renters, again likely related to the economy and challenges in sales financing.

Employment Field:
Nearly one-third, or 30% (30%), of Downtown employee respondents were in business/professional services, with 15% (16%) in financial/insurance services, and 12% (15%) in government.

Employment Position:
Nearly 38% (38%) of employees were professional/senior staff, and 15% (13%) were top-level executives or management. Another 22% (26%) were at the clerical/general level.

Commuting to Work:
More than one-half, or 56%, of employees drove to work alone in 2011 compared to just 36% who did so in 2008. At the same time, 37% in 2011, versus 46% in 2008, commuted to work by public bus or train.

Residence:
Three in 10, or 30% (24%), of Downtown employees reported being Downtown LA residents.

Tenure at Residence:
Employees have lived in their current residence for 3.4 (4.4) years.

Pets:
One-half, or 50% (49%), of employees owned a pet.

Travel and Spending for Groceries:
Downtown employees traveled about 1.8 (2.3) miles to purchase their groceries. Employees' households spent a media of nearly $109 ($105) for their weekly groceries.

Eat Lunch Out in Downtown:
Almost all, or 94% (98%), of Downtown employees ate lunch out in Downtown at least once per month. Each one who did spent $14.05 ($12.34) (median) during lunch.

Eat Dinner Out in Downtown:
About three-fifths, or 63% (80%), of employees ate dinner out in Downtown at least once per month, and each one who did spent $29.12 ($26.69) (median) for dinner.

Retailers Wanted in Downtown:
Downtown employees most wanted more mid-level restaurants in Downtown.

Activities Attended:
Employees attended a median of 2.6 (2.3) live music and performance arts events in a year, visited a median of 2.4 (2.1) times to galleries/museums, and attended 1.9 (1.6) professional sports events.

Table 97: Summary Profile of Downtown Workers

	2011	2008
Base: Employed Downtown (only)	**7743**	**7409**
Percentage of Total respondents	68%	69%
Reside in Downtown	29.7%	24.3%
Reside outside of Downtown	70.3%	75.7%
Female/male	63.5%/36.5%	64.8%/35.2%
Median age	38.0	38.5
Ethnic/racial: Caucasian (non-Hispanic)	46.7%	47.1%
Hispanic/Latino	22.1%	22.4%
Asian/Pacific Islander	19.5%	18.1%
African-American	6.5%	10.3%
Completed 4-Year College or Higher/median years of education	73.0%/15.8	72.2%/15.5
Median household income (overall)	$88,700	$94,700
Median household Income (with wage earner)	$88,500	$95,900
Number in household (mean)	2.29	2.40
Married (heterosexual)	43.0%	44.6%
% with children aged 0-5 at home	12.7%	23.1%
% with children aged 5-18 at home (aged 5 -13 in 2008)	21.7%	15.1%
% Own/Rent current residence	45.0%/47.2%	50%/42%
Years at Current Residence (median)	3.4	4.4
Own A Pet	49.9%	49.1%
Distance (miles) travel for Groceries (median)	1.79	2.31
Median weekly Grocery Spending (household)	$108.81	$104.80
% Eat lunch out in Downtown (<once/month)	94.0%	98.4%
Median Spent For Lunch Out in Downtown (per-person)	$14.05	$12.34
% Eat Dinner out in Downtown (<once/month)	62.8%	79.7%
Median Spent For Dinner Out in Downtown (per-person)	$29.12	$26.69
Want (more) mid-level Restaurant in Downtown	63.3%	62.4%
Median Times/Year Attend: Downtown live music, theater plays, opera, dance	2.62	2.32
Median Times/Year Downtown Art museums or galleries	2.36	2.11
Median Times/Year Downtown Professional sports events	1.90	1.59
Industry of Employment: Business/professional/technical services	29.7%	29.8%
Financial services /insurance	14.5%	16.4%
Government (including military)	11.5%	14.9%
Position: Professional/senior staff (incl. educators)	37.8%	38.0%
Clerical or general staff	22.4%	26.0%
Top-level executive or manager	15.2%	13.3%
Commute to work: Alone by car	56.4%	35.8%
LA Metro/other Public Bus Service	16.1%	23.6%
LA Metro subway or light rail	21.1%	22.0%

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