ABOUT US
Founded in 1998, the Downtown Center Business Improvement District (DCBID) is a coalition of nearly 1,700 property owners in the central business district, united in their commitment to enhance the quality of life in the area. The organization has been a catalyst in the transformation of the Downtown Center District, turning it into a vibrant 24/7 destination. The mission of the Economic Development team is to improve and revitalize the District, and bring investment and new businesses to the area. We provide services to current and prospective residents, workers and businesses, including:

• Development Consulting
• Research and Information Requests
• Events and Marketing
• Monthly Housing and Office Tours
• Customized Tours and Reports

CONTACT US
Nick Griffin, Vice President of Economic Development
(213) 416-7522  ngriffin@downtownla.com

Elan Shore, Associate Director of Economic Development, Research & Special Projects
(213) 416-7518  eshore@downtownla.com

DCBID BOUNDARIES
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<th>Section</th>
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<td>18</td>
<td>PLACES</td>
</tr>
<tr>
<td>20</td>
<td>RETAIL</td>
</tr>
</tbody>
</table>
LETTER FROM CAROL

This is the sixth survey of Downtown Los Angeles conducted by the Downtown Center Business Improvement District, since 2006. Over more than a decade, our surveys have chronicled and quantified the radical transformation of the place we call DTLA.

Our 2018 Survey captures an exciting moment in the Renaissance of Downtown LA. Thousands of new residents and hundreds of new stores, restaurants, and companies now call the area home. The pace of change remains breathtaking, with new development projects growing in size and sophistication, new tenants arriving on a regular basis, and prestigious national brands rushing to plant their flags.

Downtown’s residential population has more than tripled since 1999 and projections indicate it will double again over the next decade. Downtown remains the region’s economic engine, with its commercial sector diversifying into growth industries like technology, media and information. From a visitor perspective, DTLA has become both a desirable destination in itself and a preferred home base from which to explore the rest of the region.

As we have seen in our past surveys, the new Downtown LA resident has high levels of professional accomplishment, educational attainment, and income. Their experience with DTLA is very positive, as is their support for its continued growth and evolution. Interest in Downtown’s neighborhoods and culture has grown, as has the desire for more retail and services, especially supermarkets and apparel stores. In sum, Downtowners represent a very attractive consumer market for national brands, as well as local and regional independents. They also constitute a highly desirable pool of talent for companies in a wide range of fields.

Our 2018 Survey shows a growing population of residents, workers and visitors - enthusiastically embracing the Culture, Community, and Convenience that are defining Downtown Los Angeles as one of the most dynamic city centers of the 21st Century. DTLA: Make It Yours!

Carol E. Schatz
DCBID President & CEO
METHODOLOGY

The 2018 Survey was conducted from September 13 – November 15, 2017 using the Survey Sampling International online platform (https://platform.surveysampling.com/). Renegade Marketing (www.renegage.com) assisted with data analysis and with the original survey design.

A total of 6,126 respondents, 18 years of age or older, completed a 10-15 minute online interview. The total sample size of the 2017 study has a margin of error of 1%.

The goal of the survey was to understand the characteristics, attitudes, preferences and behaviors of Downtown residents, workers and consumers: as such, it should not be construed as a comprehensive demographic analysis of Downtown Los Angeles.

Extensive outreach was conducted to promote the survey including, but not limited to, postcards delivered to residential and commercial properties and retail locations, in-person outreach at events and venues across Downtown LA, a social media campaign on Facebook, Twitter, and Instagram, front page placement on DowntownLA.com, and direct email to over 50,000 people.

NUMBER OF RESPONSES & TERM DEFINITIONS

- **1,005 LIVE**
  - Live but do not work in DTLA

- **2,348 VISIT**
  - Neither live nor work in DTLA

- **988 LIVE/WORK**
  - Both live and work in DTLA

- **1,784 WORK**
  - Work but do not live in DTLA

**TOTAL**

6,126
EXECUTIVE SUMMARY

The **LIVE** segment is characterized by young, upwardly mobile professionals, freelancers, and entrepreneurs, many of whom work in the creative industries.

The **WORK** segment skews slightly older and more likely to be employed in finance, insurance, and real estate, in positions such as professional/senior staff or top level executive/managers.

The **LIVE-WORK** segment is the youngest cohort, with the highest income and education. They are also more likely to be self-employed or an entrepreneur/business owner.

The **VISIT** segment, representing those who neither work nor live Downtown, is comprised almost entirely of respondents who live in and around the LA region.

ALL RESPONDENTS

- 78% gave their overall experience in DTLA a score of 7 out of 10 or better.
- 62% believe that Downtown LA is moving in the right direction.
- **Staples Center, Grand Central Market, and FigAt7th** are the most popular destinations.

RESIDENTS

- 66% of say they are “passionate” about DTLA
- 60% have lived in DTLA for less than 5 years

WORKERS

- 54% are at top, senior, or professional staff levels.
- 36% would consider living in DTLA in the future

RETAIL

- **Supermarkets** and **Clothing/Apparel** are the most desired categories
- **Trader Joe’s, Nordstrom, and Sephora** are the most desired retailers
$98,900
MEDIAN INCOME

38
MEDIAN AGE

59% FEMALE
41% MALE

21% OWN
77% RENT

2% OTHER

47% MARRIED/PARTNERED

DESTINATIONS
86% REGULARLY VISIT FIGAT7TH
83% REGULARLY VISIT GRAND CENTRAL MARKET
84% HAVE VISITED STAPLES CENTER IN THE PAST 2 YEARS

73% EMPLOYED & OF THAT, 56% WORK DOWNTOWN
47% AT TOP, SENIOR, OR PROFESSIONAL STAFF LEVELS

80% COMPLETED 4 YEARS OF COLLEGE OR HIGHER

43% OWN PETS

72% WANT MORE SUPERMARKETS

54% WANT MORE CLOTHING/APPAREL
**WORK**

500,000 Weekday Population

- **$97,800** Median Income
- **39** Median Age
- **65%** Female
- **35%** Male
- **62%** Rent
- **36%** Own
- **52%** Married/Partnered
- **2%** Other
- **54%** At Top, Senior, or Professional Staff Levels

**DESTINATIONS**

- **75%** Regularly Visit Figat7th
- **68%** Regularly Visit Grand Central Market
- **84%** Have Visited Staples Center in the Past 2 Years

- **76%** Completed 4 Years of College or Higher
- **64%** Want More Supermarkets
- **52%** Want More Clothing/Apparel
- **45%** Own Pets
VISIT

19 Million Visitors

40
MEDIAN AGE

$71,300
MEDIAN INCOME

70%
FEMALE

30%
MALE

65%
COMPLETED 4 YEARS OF COLLEGE OR HIGHER

44%
MARRIED/PARTNERED

DESTINATIONS

83% HAVE VISITED STAPLES CENTER

89% HAVE VISITED GRAND CENTRAL MARKET

86% HAVE VISITED LA LIVE

HAVE VISITED STAPLES CENTER

HAVE VISITED GRAND CENTRAL MARKET

HAVE VISITED LA LIVE
WHO IS DTLA?

Downtowners are a diverse group of workers, residents and visitors. It is a relatively young population, with high levels of professional accomplishment, education, and income. Residents are more likely to work in arts and entertainment, while workers are more concentrated in traditional industries.

- **$99K**
  - Median household income of residents

- **72%**
  - Residents that are not married

- **47%**
  - Residents are between the ages of 18 and 35

- **90%**
  - Residents that do not have children
## Kids

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Live/Work</th>
<th>Work</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>11%</td>
<td>10%</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>No</td>
<td>89%</td>
<td>90%</td>
<td>76%</td>
<td>80%</td>
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</table>

## Age

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<tbody>
<tr>
<td>18 - 22</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>23 - 29</td>
<td>23%</td>
<td>25%</td>
<td>19%</td>
<td>23%</td>
</tr>
<tr>
<td>30 - 34</td>
<td>21%</td>
<td>20%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>26%</td>
<td>27%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>18%</td>
<td>15%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>10%</td>
<td>8%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>65+</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
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## Gender

<table>
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<tr>
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<tbody>
<tr>
<td>Male</td>
<td>40%</td>
<td>42%</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
<td>58%</td>
<td>68%</td>
<td>69%</td>
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</table>

## Relationship

<table>
<thead>
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<th>Live/Work</th>
<th>Work</th>
<th>Visit</th>
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</thead>
<tbody>
<tr>
<td>Married</td>
<td>26%</td>
<td>29%</td>
<td>42%</td>
<td>29%</td>
</tr>
<tr>
<td>Living together</td>
<td>22%</td>
<td>18%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Single, never married</td>
<td>39%</td>
<td>41%</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
</tr>
</tbody>
</table>

## Ethnicity

<table>
<thead>
<tr>
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<th>Live</th>
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<th>Work</th>
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</thead>
<tbody>
<tr>
<td>Caucasian (non-Hispanic)</td>
<td>39%</td>
<td>40%</td>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>23%</td>
<td>21%</td>
<td>24%</td>
<td>36%</td>
</tr>
<tr>
<td>Asian/Asian American</td>
<td>16%</td>
<td>17%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>African/African American</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Native American</td>
<td>--</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other group</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

## Median Household Income

<table>
<thead>
<tr>
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<th>Work</th>
<th>Visit</th>
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</thead>
<tbody>
<tr>
<td>Under $40,000</td>
<td>13%</td>
<td>11%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>$40,000 to $74,999</td>
<td>14%</td>
<td>20%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>13%</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>9%</td>
<td>20%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>$150,000 to $249,999</td>
<td>8%</td>
<td>16%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>$250,000 and over</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>8%</td>
<td>9%</td>
<td>12%</td>
<td>9%</td>
</tr>
</tbody>
</table>
EMPLOYMENT

Downtown’s workforce is highly educated, with 78% of residents and 76% of workers holding a Bachelor’s Degree or higher. It is highly diversified, with eight industries employing at least 5% of the workforce. It is growing more creative, most notably in terms of increased representation in Arts & Entertainment, especially among residents.

- **21%**: Workers are employed in the BUSINESS/PROFESSIONAL/TECHNICAL SERVICES industry.
- **15%**: Residents work in the ARTS & ENTERTAINMENT industry.
- **54%**: Workers are at the PROFESSIONAL, MANAGERIAL, or EXECUTIVE level.
- **27%**: Respondents who live and work in DTLA are SELF EMPLOYED.
## Employment Status

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Live/Work</th>
<th>Work</th>
<th>Visit</th>
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<tbody>
<tr>
<td>Employed full time</td>
<td>79%</td>
<td>70%</td>
<td>92%</td>
<td>70%</td>
</tr>
<tr>
<td>Employed part time</td>
<td>8%</td>
<td>5%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>9%</td>
<td>22%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Not employed</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
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</table>

## Education

<table>
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<tr>
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<th>Work</th>
<th>Visit</th>
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</thead>
<tbody>
<tr>
<td>High school or equivalent</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Trade school/community college</td>
<td>12%</td>
<td>13%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>Undergraduate/four-year college</td>
<td>47%</td>
<td>48%</td>
<td>48%</td>
<td>44%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>33%</td>
<td>33%</td>
<td>27%</td>
<td>21%</td>
</tr>
</tbody>
</table>

## Industry of Employment

<table>
<thead>
<tr>
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<th>Live</th>
<th>Live/Work</th>
<th>Work</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; entertainment (artist, actor, writer, production, etc.)</td>
<td>18%</td>
<td>12%</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td>Architecture, design</td>
<td>3%</td>
<td>7%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Business/professional/technical services</td>
<td>14%</td>
<td>19%</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Educational services, health care &amp; social assistance</td>
<td>12%</td>
<td>5%</td>
<td>6%</td>
<td>15%</td>
</tr>
<tr>
<td>Financial services and insurance</td>
<td>5%</td>
<td>9%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Information media, telecom., internet &amp; data processing</td>
<td>3%</td>
<td>5%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Leisure &amp; hospitality (hotels, restaurants, bars)</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Government (including military)</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Medical/health services</td>
<td>10%</td>
<td>4%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Non-profit/civic/religious organizations</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Real estate (e.g., development, brokerage)</td>
<td>3%</td>
<td>9%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
<td>15%</td>
<td>14%</td>
<td>22%</td>
</tr>
</tbody>
</table>

## Job Title

<table>
<thead>
<tr>
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<th>Live/Work</th>
<th>Work</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional or senior staff (including educators)</td>
<td>37%</td>
<td>36%</td>
<td>45%</td>
<td>31%</td>
</tr>
<tr>
<td>Clerical or general staff</td>
<td>10%</td>
<td>9%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Top level executive/manager</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Technical/development staff</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Small business owner/entrepreneur</td>
<td>5%</td>
<td>11%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Independent consultant, contractor or agent</td>
<td>8%</td>
<td>9%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>Writer, artist, entertainer</td>
<td>8%</td>
<td>7%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
<td>11%</td>
<td>9%</td>
<td>13%</td>
</tr>
</tbody>
</table>
ATTITUDES

Downtowners in general have an overwhelmingly positive Downtown experience (especially residents and visitors), with a very small percentage (under 5%) reporting a negative overall experience. There is an awareness and enthusiasm for growth and change in DTLA – the growing residential population and expansion of retail and amenities.

- **Respondents rated their overall experience 7 or HIGHER out of 10**: 78%
- **Workers like to SHOP NEAR WHERE THEY WORK**: 91%
- **Residents want to LIVE CLOSE TO WHERE THEY WORK**: 82%
- **Residents are PASSIONATE ABOUT DTLA**: 66%
### OVERALL EXPERIENCE WITH DTLA

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>Live/Work</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outstanding</strong></td>
<td>53%</td>
<td>56%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>44%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>Poor</strong></td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
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### ATTITUDES REGARDING NEIGHBORHOODS

<table>
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<tr>
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<th>Work</th>
<th>Visit</th>
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</thead>
<tbody>
<tr>
<td>It is important for me to be part of a community</td>
<td>88%</td>
<td>94%</td>
<td>91%</td>
<td>93%</td>
</tr>
<tr>
<td>I like the convenience of shopping close to where I work</td>
<td>67%</td>
<td>85%</td>
<td>81%</td>
<td>77%</td>
</tr>
<tr>
<td>I like the convenience of shopping close to where I live</td>
<td>92%</td>
<td>91%</td>
<td>87%</td>
<td>91%</td>
</tr>
<tr>
<td>It is important for me to live close to where I work</td>
<td>73%</td>
<td>93%</td>
<td>69%</td>
<td>82%</td>
</tr>
<tr>
<td>I consider myself knowledgeable about my neighborhood</td>
<td>88%</td>
<td>90%</td>
<td>83%</td>
<td>91%</td>
</tr>
</tbody>
</table>

### ATTITUDES REGARDING TRENDS

<table>
<thead>
<tr>
<th></th>
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<th>Live/Work</th>
<th>Work</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel like I am part of the Downtown LA community</td>
<td>56%</td>
<td>57%</td>
<td>42%</td>
<td>33%</td>
</tr>
<tr>
<td>Downtown LA is moving in the right direction</td>
<td>62%</td>
<td>62%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>I have noticed growth in the number of people living in Downtown LA</td>
<td>72%</td>
<td>69%</td>
<td>73%</td>
<td>67%</td>
</tr>
<tr>
<td>I am passionate about Downtown LA</td>
<td>66%</td>
<td>66%</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>I have noticed more companies moving to Downtown LA</td>
<td>58%</td>
<td>60%</td>
<td>55%</td>
<td>52%</td>
</tr>
</tbody>
</table>
Downtown’s eclectic and exceptional nature comes across through a range of responses on living and working. For example, while the car remains the dominant mode of transportation for Downtowners, over 20% of respondents indicated that they also get to work by public transit, ride sharing, or walking.

- **62%** of respondents that live & work in DTLA walk to work.
- **64%** of residents use ride sharing services like Lyft or Uber.
- **60%** of residents have lived here for less than 5 years.
- **36%** of workers indicate they would consider living in DTLA in the future.
MA N MAIN MOD E MODES OF TRANSPORTATION USED REGULARLY

Alone in a car

Rail

Bus

Walk

Ridesharing (Uber/Lyft)

Carpool

Bicycle

To work

Outside of work

WHER WHERE WE WE LIVE

Top Neighborhoods

South Park

Historic Core

Financial District

Bunker Hill

WHERE WE WORK

Top Neighborhoods

Financial District

Bunker Hill

South Park

Historic Core

MAIN INFORMATION SOURCES

Word of mouth

Facebook

LA Weekly

Los Angeles Times

la.curbed.com

Downtownla.com

DowntownNews.com

RENTING VS. OWNING

Live

Live/ Work

Work

Visit

Likely to Live in DTLA in the Future

Definitely

Probably

Maybe

Probably Not

Definitely Not

YEARS LIVING IN DTLA

<1 yr

1-2

2-3

3-4

4-5

5-11

11-20

20+

Likely to Live in DTLA in the Future

Definitely

 Probably

Maybe

 Probably Not

Definitely Not

Renting vs. Owning

Live

Live/ Work

Work

Visit

Definitely

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Maybe

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Renting vs. Owning

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Visit

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Probably Not

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Years Living in DTLA

<1 yr

1-2

2-3

3-4

4-5

5-11

11-20

20+
PLACES

The most frequented venues include iconic locations such as Staples Center, high culture establishments like The Music Center and The Broad, and more alternative attractions such as ArtWalk. Downtowners also actively frequent retail-oriented locations such as FIGat7th and Grand Central Market, and public places like Pershing Square.

- 83% of respondents have been to STAPLES CENTER in the PAST 2 YEARS
- 87% of respondents have visited GRAND CENTRAL MARKET in the PAST 2 YEARS
- 75% of workers visit FIGat7th SEVERAL TIMES PER YEAR
- 82% of visitors have been to LA LIVE in the PAST 2 YEARS
### Most Frequently Visited Landmark Venues

<table>
<thead>
<tr>
<th>Venue</th>
<th>Regularly</th>
<th>Occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staples Center</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>Dodger Stadium</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Exposition Park/USC</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Downtown LA Art Walk</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>The Music Center</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>LA Convention Center</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>The Broad</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>MOCA Los Angeles</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Walt Disney Hall</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>City Hall</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

### Most Frequently Visited Landmark Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Regularly</th>
<th>Occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Central Market</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>FIGat7th</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>L.A. Public Library</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>LA LIVE</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>Little Tokyo</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Union Station</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Pershing Square</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Chinatown</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Grand Park</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Fashion District</td>
<td>31%</td>
<td></td>
</tr>
</tbody>
</table>
RETAIL

There is strong appreciation for the increased retail options in DTLA, but equally strong awareness that many stores are not yet located here. Over half of those who want more supermarkets identified Trader Joe’s as their preference, while desire for clothing and apparel was more diverse, with Forever 21 at 8% as the most preferred option.

- **90%** Respondents appreciate the **INCREASE IN RETAIL OPTIONS** in DTLA
- **82%** Respondents notice that **RETAILERS** they shop at are not located in DTLA
- **80%** Respondents in Financial District want to see more **SUPERMARKETS**
- **70%** Respondents in Financial District want to see more **CLOTHING & APPAREL**
ATTITUDE STATEMENTS REGARDING DTLA RETAIL

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Live/Work</th>
<th>Work</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>I appreciate the increase in the number of retail stores that have opened in DTLA</td>
<td>90%</td>
<td>88%</td>
<td>85%</td>
<td>79%</td>
</tr>
<tr>
<td>I have noticed there are certain retailers I shop at that are not located in DTLA</td>
<td>82%</td>
<td>85%</td>
<td>73%</td>
<td>59%</td>
</tr>
</tbody>
</table>

MOST REQUESTED RETAIL CATEGORIES

- Supermarkets: 63%
- Clothing/Apparel Stores: 53%
- Books/Music Stores: 29%
- Mid-Level Department Stores: 29%
- Health & Beauty Stores: 22%
- Pharmacy/Drug Stores: 21%
- Shoe Stores: 19%
- High-End Department Stores: 18%
- Personal Health Services: 16%
- Electronics Stores: 15%

MOST REQUESTED RETAIL CHAINS

1. TRADER JOE'S
2. NORDSTROM
3. SEPHORA
4. BARNES & NOBLE
5. CVS pharmacy
Make It Yours is about being part of the community and culture of DTLA. Being a creator, a doer. It's about crafting your own unique life-style and shaping downtown’s future.
If you want to make it your home or headquarters, it's an open invitation and handy guide.

DowntownLA.com/MakeItYours
OUR SERVICES

SAFE & CLEAN

*We improve the safety, cleanliness, and quality of life in the District.*

- Provide a 24/7 safety patrol & call center
- Sweep & power wash over 470 miles of sidewalk
- Remove 53,000 bags of trash each year from over 250 receptacles
- Provide dedicated outreach & connection to services for individuals experiencing homelessness

**DCBID Service Center** (213) 624-2425

MARKETING

*We promote Downtown as a premier destination to live, work, and play.*

- Host annual community events
- Promote DTLA businesses & events on DowntownLA.com
- Maintain an active social media presence
- Develop seasonal marketing campaigns

**Mike Filson** (213) 416-7524
*Director of Community Relations*

ECONOMIC DEVELOPMENT

*We help bring investment and new businesses to the area.*

- Provide development consulting
- Respond to research and information requests
- Conduct housing, office, and development tours
- Produce quarterly market reports
- Create customized tours and reports

**Nick Griffin** (213) 416-7522
*Vice President of Economic Development*
2018 DOWNTOWN LA SURVEY

LIVE 65,000 Residents

- $98,900 MEDIAN INCOME
- 38 MEDIAN AGE
- 47% MARRIED/PARTNERED
- 59% FEMALE
- 41% MALE
- 86% REGULARLY VISIT FIGAT7TH
- 66% ARE PASSIONATE ABOUT DTLA
- 60% HAVE LIVED IN DTLA FOR LESS THAN 5 YEARS
- 80% COMPLETED 4 YEARS OF COLLEGE OR HIGHER
- 72% WANT MORE SUPERMARKETS
- 54% WANT MORE CLOTHING/APPEAREL

WORK 500,000 Weekday Population

- $97,800 MEDIAN INCOME
- 39 MEDIAN AGE
- 52% MARRIED/PARTNERED
- 65% FEMALE
- 35% MALE
- 68% REGULARLY VISIT GRAND CENTRAL MARKET
- 54% ARE AT TOP, SENIOR, OR PROFESSIONAL STAFF LEVELS
- 36% WOULD CONSIDER LIVING IN DTLA IN THE FUTURE
- 76% COMPLETED 4 YEARS OF COLLEGE OR HIGHER
- 64% WANT MORE SUPERMARKETS
- 52% WANT MORE CLOTHING/APPEAREL

VISIT 19 Million Visitors

- $71,300 MEDIAN INCOME
- 40 MEDIAN AGE
- 44% MARRIED/PARTNERED
- 70% FEMALE
- 30% MALE
- 89% HAVE VISITED GRAND CENTRAL MARKET
- 86% HAVE VISITED LA LIVE
- 83% HAVE VISITED STAPLES CENTER
- 65% COMPLETED 4 YEARS OF COLLEGE OR HIGHER
- 62% THINK DOWNTOWN LA IS MOVING IN THE RIGHT DIRECTION

DCBID DOWNTOWN CENTER BID 20 YEARS