

#28

**Date:** June 22, 2004

**To:** Tonia Reyes Uranga, Councilmember, 7th District

**From:** Reginald I. Harrison, Deputy City Manager *R.H.*

**Subject:** CPAC Demographic Information - Agenda Item #28

---

Please find attached the information you requested regarding the demographics for the Central PAC area. This information is provided in Chapter 7 of the Central Strategic Guide.

If you require any additional information, please contact me at your convenience.

RIH:jm

Attachment

Cc: Mayor and Members of the City Council

**CHAPTER 7**

**DEMOGRAPHICS SURVEY OVERVIEW**

## A. INTRODUCTION

Keyser Marston Associates, Inc. (KMA) prepared the following overview of the socio-economic, employment and business characteristics exhibited by the Central Study Area (Area). The socio-economic review identifies residents' income, occupations, education levels and other characteristics. The review of businesses and employment identifies the sectoral breakdown of existing businesses and employment within the City and Area, which is important to understanding the future development potential within the Area.

## B. EXECUTIVE SUMMARY

Provided below is a brief review of the background data collected for this analysis.

### ***Socio-Economic Summary***

The salient socio-economic characteristics for the Area have been summarized below:

- The current population within the Area is approximately 96,800 persons, which Area is approximately one-fourth of the City total.
- Generally, the population within the Area and the City is significantly denser than the County.
- Over the past 10 years, the City population grew at a much slower pace than the County; however, the City population is projected to grow at a similar pace to the County through 2025.
- The average household size in the Area is significantly larger than the City and is slightly larger than the County.
- Households are projected to form at a significant rate over through 2025.
- The per capita and average household income levels are significantly lower in the Area when compared to the City and County.
- Nearly one-half of the households in the Area earn less than \$25,000.
- There are relatively few whites in the Area and there are concentrations of African-Americans and persons of other races. In addition, nearly 60% of the population within the Area is of Hispanic origin.
- A significant share of the residents within the Area is less than 18 years old. In addition, there are relatively few residents over the age of 55.
- The share of residents without a high school degree and no college education is higher in the Area when compared to the City and County.
- There is a slightly greater concentration of residents with manufacturing occupations in the Area when compared to the City and County.

### ***Employment and Business Summary***

There are three primary employment sectors that will impact future development in the Area: Retail, Finance, Insurance and Real Estate (FIRE) and Health, business and social services. Within these sectors there are a handful of industries whose absence or presence within the Area are particularly significant:

- General Merchandise Stores
- Food Stores
- Finance, Insurance and Real Estate
- Health Services

- Business Services
- Social Services
- Manufacturing, Wholesale Trade and Transportation, Communications and Public Utilities (TCPU)

### *General Merchandise Stores*

Within the Area and the City the general merchandise stores appear to be much smaller, but more numerous than typically found in the County. The small size of the establishments indicates the limited presence of national retail chains such as Target, Wal-Mart, Costco and the major department stores. However, the City Place project at Long Beach Boulevard and 6th Street has introduced some of these retailers into the Area. Given the significant absence of these retailers currently in the Area, other chains will likely be interested in the future if the City Place project performs well.

### *Food Stores*

Similar to the general merchandise patterns, the food stores in the Area appear to be more numerous and smaller than those typically found in the County. There has been limited development, other than the Wrigley Market Place and City Place Albertson's, of modern, 40,000 to 65,000 square foot supermarkets in the Area. Currently, if the national chains are present in the Area they typically occupy older, smaller buildings. Located throughout the Area are locally based chains such as Northgate Gonzalez and Top Valu, which are willing to occupy smaller, older buildings. Overall, there appears to be potential for the redevelopment/expansion of existing stores or the development of new food stores in the Area.

### *Finance, Insurance and Real Estate*

The FIRE sector is a limited employer in the Area. Overall, the outlook for this sector in Southern California is stable. As a result, employment within the Area will likely maintain the status quo or increase slightly in the near- to mid-term.

### *Health Services*

Health service industries are significant employers throughout the Area. Within the County, health service employment is projected to exhibit moderate growth, which is likely to have a limited positive impact in the near- to mid-term on the Area. It is likely that any additional growth within the Area will directly result from the major hospitals already present. Also, if one or both these hospitals were to leave the Area the area-wide employment would be greatly affected.

### *Business Services*

Business service industries do not account for a significant amount of employment within the Area. However, on a countywide basis, growth in these industries is projected to be significant. Industries within this sector include advertising, credit reporting, personnel supply services, computer programming, data processing and other computer related services. As a strong agglomeration of these businesses does not exist in the Area, the near- to mid-term growth potential appears to be limited.

### *Social Services*

Social services include individual and family social services; job training and vocational rehabilitation services; child day care services; and residential care services. The significant presence of these establishments within the Area is a product of the socio-economic makeup of its residents. These services will likely have a strong presence in the Area in the near- to mid-term.

### *Manufacturing, Wholesale Trade and TCPU*

Manufacturing, wholesale trade and Transportation, Communication and Public Utilities (TCPU) industries do not have a strong presence within the Area. Due to the development character of the Area and the development requirements of these industries, it is unlikely that significant growth will occur within these sectors.



## C. SOCIO-ECONOMIC CHARACTERISTICS

It is important to gain a clear understanding of the socio-economic characteristics exhibited by the City and Area residents to effectively evaluate the potential market opportunities. Shown in Tables 7-1 through 7-4 is a summary of the salient socio-economic indicators for the Area, the City and the County of Los Angeles (County). The County characteristics serve as a benchmark, against which the City and Area demographics can be measured. For the purposes of this analysis, the following characteristics were considered:

- Population
- Households
- Income
- Expenditure Potential
- Age, Ethnicity and Education
- Occupations

### Population

Discussed below are population estimates derived from the following resources:

1. Claritas, Inc. is a private data supplier utilized by developers and retailers to identify the socio-economic characteristics of market area residents. Claritas allows users to custom define market areas and provides estimates for a wide range of variables.
2. The California Department of Finance (DOF) provides annual estimates of population and housing stock within cities throughout California. These estimates are utilized when the residential market opportunities are evaluated.
3. Census 2000 estimates are available for the City as a whole. This source provides the most accurate estimate of the City's current population.
4. The Southern California Association of Governments (SCAG) provides projections at the City, regional and County levels. These projections will be used to assist in identifying the demand that can be anticipated in the future.

#### *Claritas*

As shown in Table 7-1, Claritas estimates the Area's 2001 population at 96,800 persons.<sup>1</sup> The total population for the City is estimated at 464,800 persons. Therefore, the Area accounts for approximately 25% of the Citywide total. The total population within the County is 9,577,000 persons. Due to the urbanized nature of Long Beach, the population densities are higher in the City when compared to the County. In fact, the estimated population density in the Area is 23,700 residents per square mile, which is significantly higher than the City, County and State.

#### *California Department of Finance*

Shown in Table 7-2 is the population estimates generated by the DOF. These estimates indicate that from 1990 to 2000, the population within the City increased by 6.6% from 429,321 persons to 457,608 persons.<sup>2</sup> During this period the County as a whole increased by 11.5%, and the statewide population increased by 15.4%. Therefore, the population growth rate within the City was significantly slower than both the County and the State. This likely results from the generally built out nature of the City compared to County which has undeveloped land near its northern and western boundaries.

---

<sup>1</sup> KMA utilizes Claritas information due to its widespread use by developers and retail tenants when analyzing market areas.

<sup>2</sup> These estimates are based on DOF data. As can be seen, these estimates are slightly different than the Claritas estimates.

## Census 2000

The DOF population estimates are slightly lower for the City and higher for the County and State than the Census 2000 results. Shown in the table below are the 1990 and 2000 census estimates for the City, County and State.

	<u>1990</u>	<u>2000</u>	<u>Change</u>
City of Long Beach	429,433	461,522	7.40%
Los Angeles County	8,863,164	9,519,338	7.40%
State of California	29,749,673	33,871,648	13.90%

Source: Census 2000

As can be seen above, the census data indicate that the City's population grew at the same rate as the County, while the state grew at a much faster rate than both. Overall, these patterns are similar to the DOF growth estimates. According to the Census 2000, the average number of persons per square mile in the City is 9,149 compared to 2,344 in the County and only 217 in the State. Therefore, the population in the Area and City is significantly more denser than the County or State.

### SCAG Projections

Shown in Table 7-3 are the SCAG population projections through 2025. The population within the City is projected to grow 20.4% between 1997 and 2025, to 534,137 persons. During this same period, the Gateways Cities region (Region) population is projected to grow by 17.0% and the County population is projected to increase 28.7%. These projections indicate the relatively built out nature of the Region and the City, as compared to the County, which is projected to experience substantial growth from 1997 to 2025. It is also important to note that the SCAG population projections for the City indicate its growth will not lag as far behind the County as it did in the period between 1990 and 2000.

### Households

KMA has presented current household estimates from Claritas and the DOF. KMA also summarized the SCAG household projections.

#### Claritas

Shown in Table 7-1 is the estimated number of households in the Area, the City and the County. Total households in the Area are estimated at 30,600, within the City there are 173,300 and within the County 3.19 million. The average household size within the Area is 3.12 persons, which is larger than the average household size within the City (2.61 persons) and the County (2.91 persons). As such, it would be expected that there are more children within the Area compared to the surrounding areas.

#### State of California Department of Finance

As shown in Table 7-4, from 1990 to 2000, the total number of households within the City only increased by 1.01%, from 158,944 to 160,546.<sup>3</sup> During this period, the number of households within the County increased by 3.4% and the number of households within the state increased 9.2%. Therefore, it is clear that the historical household growth within the City was much slower than both the County and the State.

The average household size increased in the City, County and State. Within the City the average household increased from 2.61 to 2.80 persons, 7.2%. Comparatively, the average household in the County increased from 2.91 to 3.14 persons, 8.0%.

---

<sup>3</sup> Similar to the population estimates, these estimates are based on data provided by the DOF and not on data supplied by Claritas, thus the difference.

## *SCAG Projections*

Shown in Table 7-3 is the projected number of households in the City, Region and County from 1997 to 2025. According to SCAG, the City households are projected to increase 23.6% during this period. This increase is significantly more than the Region, which is projected to increase by only 10.5%. Conversely, the County is projected to increase by nearly 33.5%.

### **Income**

The per capita income and average household income for the Area, City and County are shown in Table 7-1. At \$11,100, the per capita income in the Area is significantly lower than the City, \$20,700, and the County, \$22,800.

Similar to the per capita income, the average household income in the Area is significantly lower than the Citywide average of \$34,700 and the County average of \$68,200.

The distribution of income within the areas is also shown in Table 7-1. Within the Area nearly half of the total households earn less than \$25,000 and nearly 80% earn less than \$50,000. Comparatively, less than 60% of the Citywide and just over half of the County households earn less than \$60,000. In addition, less than 4% of the Area households earn more than \$100,000, while over 11% of the City households and nearly 17% of the County households exceed this income level. Overall, the income distribution indicates a concentration of lower-income households earning less than \$25,000 in the Area.

### **Race, Age and Education**

Shown in Table 7-1 is the race breakdown for the Area, the City and the County. Within the Project Area, nearly 58% of the population is of Hispanic origin. Within the City, 36% of the residents are of Hispanic origin and within the County nearly 45%. Within the Project Area, African-Americans constitute nearly 17% of the population, almost the same percentage within the City and higher than that in the County (10%). Whites constitute less than one-third of the Area residents, less than half of the City residents and slightly more than half of the County residents. The Project Area, a racially diverse community, is also home to other ethnic groups including persons of Asian descent. The latter group comprises about 14% of the Project Area, City and County populations.

Also shown in Table 7-1 is the age distribution of the Area, the City and the County. In general, the population within the Area is significantly younger than the City and County. In fact, nearly 37% of the population within the Area is under the age of 18, comparatively less than 28% of the City and County populations are under 18. Also, less than 16% of the Area population is over the age of 55 compared to nearly one-fourth of the populations within the City and County.

The educational attainment of residents over the age of 25 is shown in Table 7-1. Within the Area, over 48% of the residents do not have a high school degree, compared to approximately 25% in the City and 30% in the County. In addition only one-third of the Area residents have attended college compared to over 54% in the City and nearly 50% in the County. This pattern is similar to the household income distribution discussed previously.

### **Occupations**

Shown in Table 7-1 is a breakdown of occupations. There are significantly fewer residents with professional occupations within the Area compared to over 28% in the City and 27% in the County. There is a greater concentration of residents with manufacturing occupations in the Area (26%) compared to the City (17%) and County (19%).

### **Socio-Economic Summary**

The socio-economic characteristics suggest the Area residents are significantly different from the City and County as a whole. It appears the residents in the Area earn lower incomes, are racially more disparate, are much younger and have less education than the residents in the City and County.

## **D. EMPLOYMENT AND BUSINESSES**

KMA conducted a market area reconnaissance and reviewed estimates provided by Claritas to gain an understanding of the current employment and business trends within the Area. The commercial development in the Area includes local serving retail establishments, significant medical facilities and smaller office/service buildings. Shown in Table 7-5 is the estimated number of businesses and employees within the Area, the City and the County. Shown in Table 7-6 is the share of businesses and employment for all of the areas.

### **Area Overview**

Throughout the Area the existing businesses are primarily older with a few, large-scale redevelopment projects at key locations:

1. Along the primary corridors, such as Pacific Coast Highway, Atlantic Avenue, Long Beach Avenue, Anaheim Street, 7th Street and Willow Street, there is a significant presence of local serving retail in smaller, older, locally owned establishments.
2. Much of the retail is built out to the sidewalk with parking restricted to the street or to smaller lots that are currently not up to code.
3. The City Place project located at Long Beach Boulevard and 6th Street and Long Beach will introduce regional serving retailers into the Area. Included among the proposed tenants are Wal-Mart, Nordstrom's Rack and Ross.
4. There are key institutional developments in the form of two hospitals that appear to generate significant spin-off medical services-related businesses.
5. Local-serving financial planning and legal firms are likely tenants of the limited amount of non-medical serving office space in Area.
6. There is a limited amount of light industrial development located in the Area.
7. A limited amount of multi-family and single-family residences are found on the major corridors.

Provided below is a discussion of current business activity in the Area and City. This information will set the stage for the market opportunities assessment.

### **Retail Trade**

Within the Area there are 730 retail trade businesses employing over 5,230 persons. Retail trade accounts for 15% of total Area-wide businesses and employment. Comparatively, retail trade accounts for 24.3% of the total businesses and 17.7% of Citywide employment. Within the County 22.0% of the businesses and 17.8% of the employment is in retail trade. Therefore, the share of retail businesses is greater in the Area, but the share of employment is actually less. This distribution indicates the typical retail establishment in the Area is smaller than the City and the County. Given the small size of the establishments, it is likely that the vast majority of the retail currently in the Area is serving a very limited, local market area. Of particular interest are the food stores and general merchandise stores.

#### *Food Stores*

Within the Area there are 117 food stores employing 922 persons; consequently, there are 7.9 employees per business. In addition, there are 827 persons per food store in the Area. Comparatively, there are 1,298 persons per food store in the City and 1,134 per food store in the County. The average number of employees in each of these businesses is 11.7 in the City and 12.2 employees per business in the County. Given the smaller number of persons and employees per business, it appears that the typical food store in the Area is much smaller than

those found throughout the County. KMA's review of the Area indicates there are very few traditional supermarkets (e.g. Von's, Albertson's and Ralph's), which would be much larger than the typical establishment currently in the Area.

#### *General Merchandise*

The general merchandise classification includes large-scale national retailers such as Wal-Mart, Costco, Sam's Club, Nordstrom's and other department stores. Within the Area there are significantly fewer residents per establishment than the City and County; however, these outlets average only 8.6 employees compared to 10.4 in the City and 16.1 in the County. Currently within the Area there are very few, if any, of the aforementioned national, large-scale retail store chains. However, the recently opened Wal-Mart is likely to begin to change this impression.

#### **Finance, Insurance and Real Estate (FIRE)**

There are approximately 132 finance, insurance and real estate (FIRE) businesses employing 749 persons within the Area. Within the City there are approximately 1,062 businesses employing 8,219 persons. Included among these industries are banks, savings & lending institutions, securities brokers, insurance carriers & agents and real estate businesses. During the last decade many of these industries were in a state of flux with the most notable changes in the banking and lending industry. During this period, many institutions have merged, leading to the consolidation of workforces and branch locations.

Overall, FIRE businesses account for approximately 5.5% of the total establishments within the Area and 2.1% of its employment. This share of employment is considerably lower than both the City (5.0%) and the County (6.4%). Given the current development patterns within the Area, which has a lack of mid-quality to high-quality office buildings, it is expected that these industries would be underrepresented in the Area.

#### **Services**

The service sector accounts for the greatest number of businesses and employment within the Area, City and County. Included in this sector are industries such as hotels and lodging; personal services (laundry services, photographic studios, beauty shops, etc.); business services (advertising, building services, equipment rental, computer related services, etc.); motion pictures and amusement) and; health services. Within the Area, it is estimated that 1,196 service businesses are operating with 25,152 employees. Within the City, the total number of businesses is 6,045 with 80,535 employees. Service businesses account for approximately 49% of the businesses and employment within the City, within the County these figures are 47% and 42%, respectively. Significant Area employers within this sector include health and social services.

#### *Health Services*

The health service sector accounts for the greatest percentage of businesses, 15.6%, and employment, 43.1%, within the Area. The percentage of businesses and employees is significantly higher than the City, 8.8% and 17.7% respectively, and County, 7.1% and 8.0%, respectively. The employment and businesses are driven by the presence of two large hospitals in the Area. The Long Beach Memorial Medical Center has 726 beds, 1,200 physicians and 3,500 employees. The Saint Mary Medical Center has 539 beds with 157 physicians and 1,249 employees. In addition, there is the Pacific Hospital, which has 171 beds, over 400 physicians and 700 employees. These hospitals support a significant number of employees on-site and generate numerous ancillary businesses and jobs in the Area.

#### *Social Services*

Social services account for 3.3% of the businesses within the Area and nearly 13% of the employment. Comparatively, social services account for only 5.2% of citywide employment and 2.4% of countywide employment. The employees per establishment calculation indicates large-scale social services facilities within the Area such as the Los Angeles County Long Beach Comprehensive Health Center.



## Hotels and Lodging

Hotels and Lodging do not account for a significant amount of employment or businesses within the Area. However, when compared to the City and County averages, the population per hotel is much lower in the Area (2,305 persons compared to 4,557 in the City and 5,614 in the County). Within the Area, the average establishment employs relatively few people, 4.2 in the Area compared to 31.2 in the City and 28.9 in the County. In general, in the Area, the hotels are much smaller, are typically not affiliated with a national chain, are limited service and are unlikely to be significantly utilized by out of town visitors.

## Other Sectors

As discussed above, employment and business activity in the Area is concentrated in the retail trade and service industries. As a result, employment and business activity in other sectors is minimal. The sectors that have significantly less employment than the City and County, include manufacturing; transportation, communications and public utilities, government and; wholesale trade. As the land uses within the Area are primarily residential, retail and commercial, the presence of industrial, warehouse, distribution and other manufacturing related development would be incompatible.

## Employment Projections

The Employment Development Department (EDD) projects Countywide employment through 2006. According to these projections, the retail, FIRE and service sectors are all expected to expand during the period.

	<u>1999</u>	<u>2006</u>	<u>Absolute Change</u>	<u>Percent Change</u>
Retail	615,100	680,700	65,600	10.70%
FIRE	231,600	255,100	23,500	10.10%
Services	1,315,500	1,549,500	234,000	17.80%

Retail employment within the County is projected to increase by 10.7% between 1999 and 2006. Within this sector, the industries projected to generate the most substantial growth include building materials and garden supplies; apparel and accessory stores; eating and drinking places, and; other retail trade. Eating and drinking places are projected to generate the greatest absolute increase of 26,000 jobs, increasing from 232,800 to 258,800 employees. The growth in this industry alone, accounts for over 40% of total retail growth.

Similar to the retail sector, the FIRE sector is projected to gain employment over this term, with approximately a 10% growth rate. Gains in this sector would be higher, except for the projected status quo in depository institutions (banks) employment. This lack of growth results, in part, from the merging of banking institutions and the relocation of corporate headquarters outside of the County. Comparatively, other industries within this sector (insurance, real estate, security and commodity brokers, etc.) are projected to generate significant increases in employment, ranging from 12% in the real estate sector to 34% for security and commodity brokers.

The service sector is projected to generate a significant number of jobs, 234,000, during the projection period. In fact, the service sector was estimated to account for 32.9% of Countywide employment in 1999 with its share growing to 34.3% by 2006. The most significant employer within the service sector are the business services industries. In 1999, total employment in these industries was estimated at 328,200 jobs; by 2006 this number is anticipated to increase to 461,000 jobs. This represents an absolute increase of 132,800 jobs, and a percent increase of 40.5%. Therefore, business service employment growth is projected to account for 57% of total growth in this sector. Other industries projecting significant growth include hotel and other lodging places; personal services and; private education services. A limited increase of only 8% (267,200 to 288,700) is projected for the health services industry.

## *SCAG Projections*

Shown in Table 3 are the SCAG employment projections for the City, the Region and the County. The SCAG employment estimates are significantly higher than those provided by Claritas. According to SCAG, total employment within the City is estimated at 196,698 persons in 2000.

Within the City, growth over the next ten years is projected at 11.1%, with a slightly lower rate through the terminus of the projection period. Within the Region and the County, employment is projected to grow at a slightly slower rate of 10% between 2000 and 2010.

### **Employment and Business Summary**

Generally, the retail trade establishments in the Area are smaller and in many cases more numerous than typically found in the City and County. The vast majority of the retail establishments in the Area appear to cater to a smaller, local market area. There is a limited presence of FIRE industries within the Area, with this trend likely to continue into the future. Currently, the service sector accounts for the majority of businesses and employment within the Area. Particularly significant are the health services industries in the Area, which account for over 43% of the total employment. Given the current mix of development in the Area, there is limited manufacturing, wholesale trade and TCPU development.

### **E. SUMMARY**

The detailed review of the Area's socio-economic characteristics indicates the population is very dense, households are large, income levels are low, educational attainment is low and the residents are relatively young.

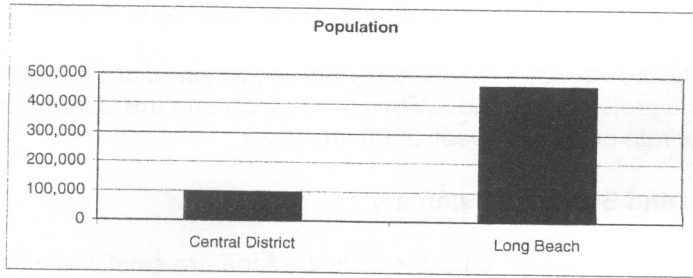
Throughout the Area there is a significant amount of smaller retail, other commercial space and key institutional development. The review of business and employment patterns within the Area indicates that much of this development likely serves the local population.

The collection of the socio-economic, employment and business data set the stage for the market analysis. By first identifying the salient factors that will impact future development in the Corridor, KMA proceeded with an assessment of demand and future market conditions to identify near- to mid-term development opportunities for the Area. A summary of this assessment is the subject of the following chapter.

**TABLE 7-1  
2001 SOCIO-ECONOMIC CHARACTERISTICS**

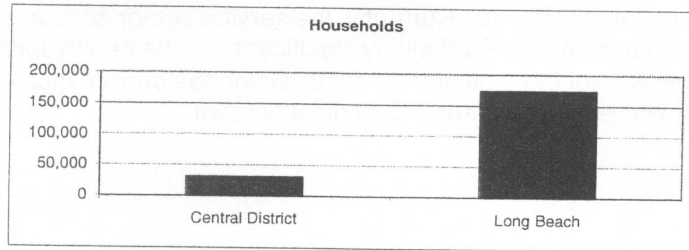
**Population**

Central District	96,800
Long Beach	464,800
Los Angeles Count	9,577,000



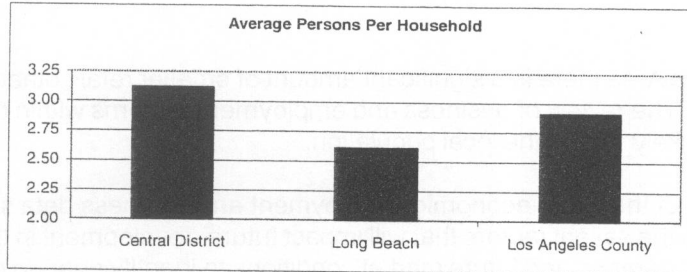
**Households**

Central District	30,600
Long Beach	173,300
Los Angeles Count	3,188,700



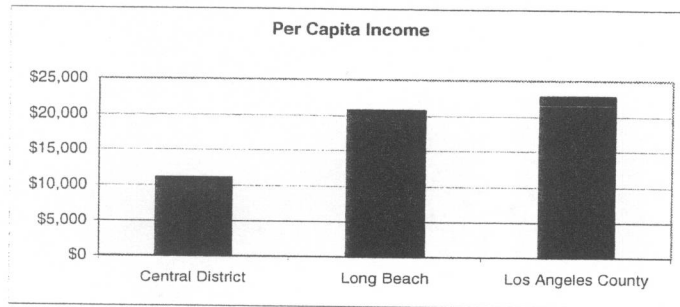
**Average Persons per Household**

Central District	3.12
Long Beach	2.61
Los Angeles Count	2.91



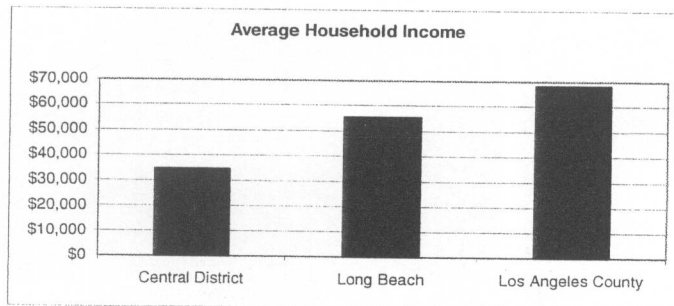
**Per Capita Income**

Central District	\$11,100
Long Beach	\$20,700
Los Angeles Count	\$22,800



**Average Household Income**

Central District	\$34,700
Long Beach	\$55,400
Los Angeles Count	\$68,200

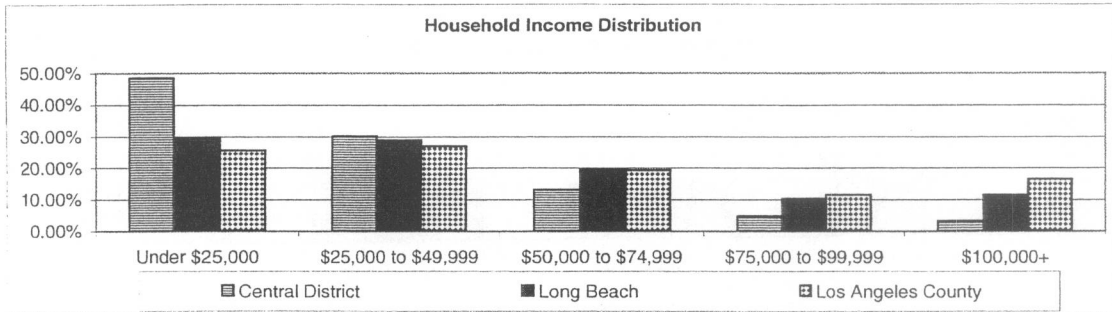




**TABLE 7-1 (CONT'D)  
2001 SOCIO-ECONOMIC CHARACTERISTICS**

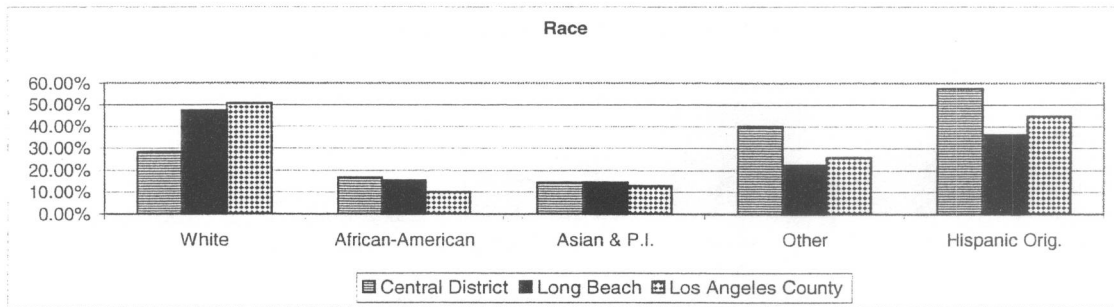
**Household Income Distribution**

	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
Central District	48.57%	30.13%	13.23%	4.81%	3.27%
Long Beach	29.81%	28.90%	19.58%	10.27%	11.43%
Los Angeles Count	25.65%	26.94%	19.36%	11.43%	16.62%



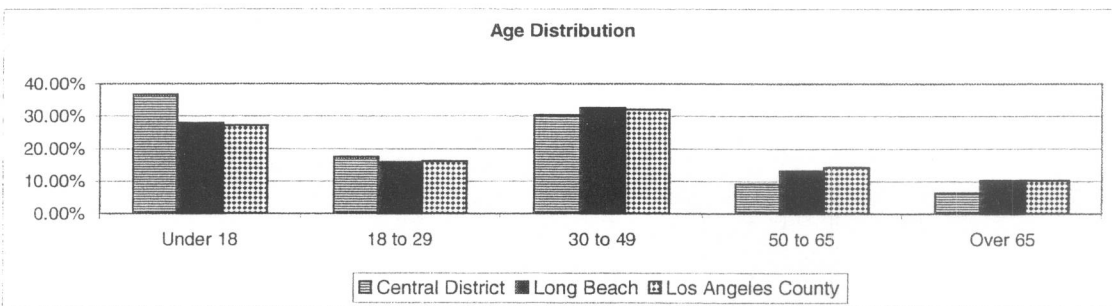
**Race of Residents**

	White	African-American	Asian & P.I.	Other spanic Orig.
Central District	28.37%	16.88%	14.46%	40.29%
Long Beach	47.41%	15.57%	14.51%	22.51%
Los Angeles Count	50.92%	10.07%	13.03%	25.98%



**Age Distribution**

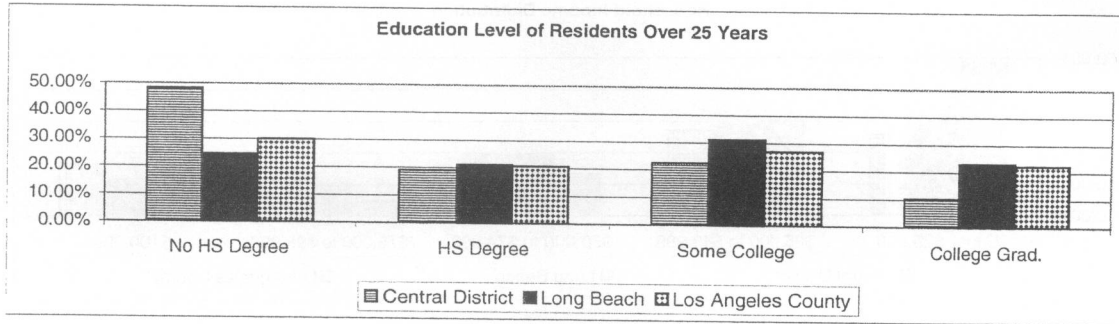
	Under 18	18 to 29	30 to 49	50 to 65	Over 65
Central District	36.66%	17.49%	30.33%	9.12%	6.38%
Long Beach	27.94%	15.93%	32.53%	13.23%	10.38%
Los Angeles Count	27.17%	16.27%	32.01%	14.30%	10.26%



**TABLE 7-1 (CONT'D)  
2001 SOCIO-ECONOMIC CHARACTERISTICS**

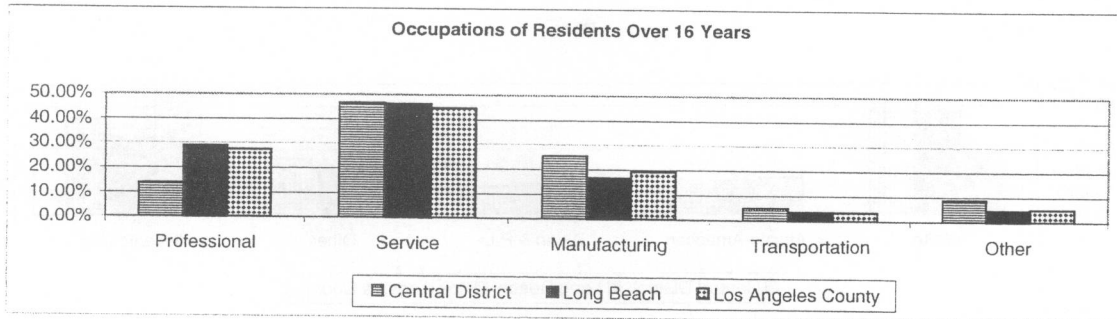
**Education Level of Residents Over 25 Years**

	No HS Degree	HS Degree	Some College	College Grad.
Central District	48.15%	19.03%	22.55%	10.28%
Long Beach	24.48%	21.15%	31.14%	23.22%
Los Angeles Count	29.97%	20.70%	27.01%	22.32%



**Occupations of Residents Over 16 Years**

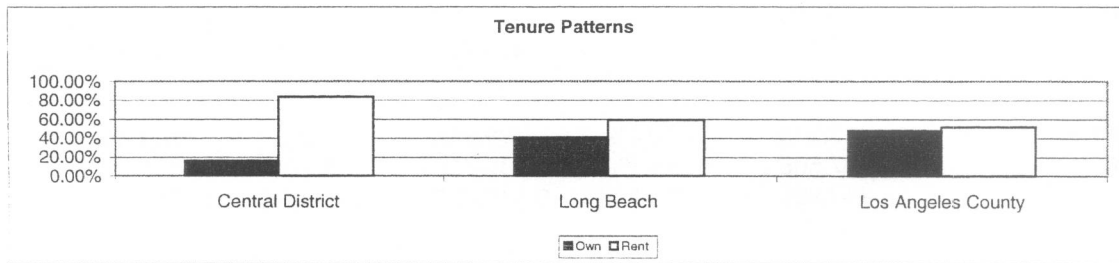
	Professional	Service	Manufacturing	Transportation	Other
Central District	13.83%	46.60%	25.51%	5.13%	8.92%
Long Beach	28.85%	46.17%	16.73%	3.53%	4.73%
Los Angeles Count	27.58%	44.61%	19.22%	3.38%	5.18%



**TABLE 7-1 (CONT'D)  
2001 SOCIO-ECONOMIC CHARACTERISTICS**

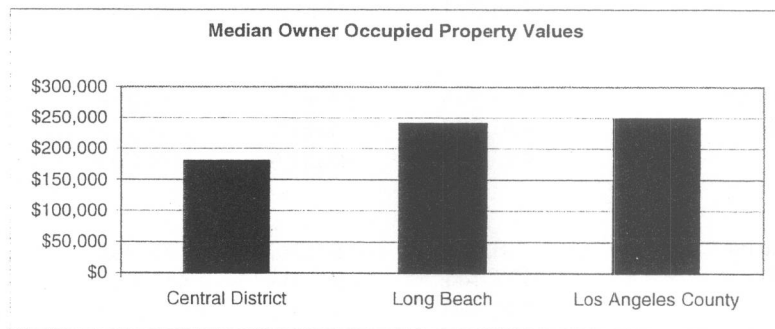
**Tenure**

	<b>Own</b>	<b>Rent</b>
Central District	16.11%	83.89%
Long Beach	40.96%	59.04%
Los Angeles Count	48.20%	51.80%



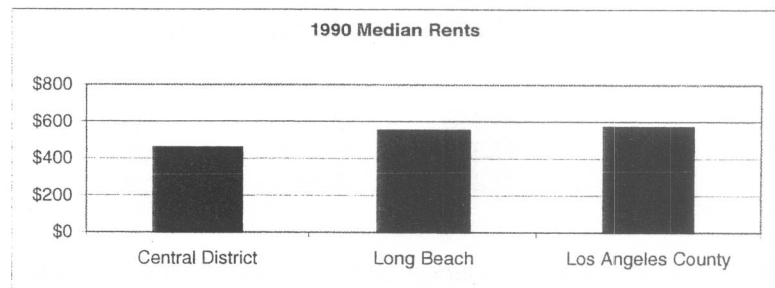
**Owner Occupied Prop. Value**

Central District	\$180,093
Long Beach	\$239,792
Los Angeles County	\$248,935



**1990 Median Rent**

Central District	\$457
Long Beach	\$551
Los Angeles County	\$570



**TABLE 7-2  
POPULATION IN CITY, COUNTY AND STATE\***

	Long Beach	Change	County of Los Angeles	Change	State of California	Change
<b>1990</b>						
Group Quarter	14,217		172,065		750,884	
Household	415,104		8,690,987		29,007,329	
Total	429,321		8,863,052		29,758,213	
<b>1992</b>						
Group Quarter	15,315	7.72%	172,856	0.46%	768,426	2.34%
Household	427,605	3.01%	8,942,700	2.90%	30,076,302	3.69%
Total	442,920	3.17%	9,115,556	2.85%	30,844,728	3.65%
<b>1994</b>						
Group Quarter	14,828	-3.18%	176,858	2.32%	771,842	0.44%
Household	424,043	-0.83%	9,103,784	1.80%	30,889,182	2.70%
Total	438,871	-0.91%	9,280,642	1.81%	31,661,024	2.65%
<b>1996</b>						
Group Quarter	9,796	-33.94%	173,236	-2.05%	776,437	0.60%
Household	428,067	0.95%	9,201,158	1.07%	31,446,436	1.80%
Total	437,863	-0.23%	9,374,394	1.01%	32,222,873	1.77%
<b>1998</b>						
Group Quarter	8,007	-18.26%	173,352	0.07%	787,156	1.38%
Household	437,441	2.19%	9,413,991	2.31%	32,438,499	3.15%
Total	445,448	1.73%	9,587,343	2.27%	33,225,655	3.11%
<b>2000</b>						
Group Quarter	8,169	-16.61%	174,972	1.00%	795,104	2.40%
Household	449,439	4.99%	9,709,283	5.52%	33,540,987	0.66%
Total	457,608	4.51%	9,884,255	5.44%	34,336,091	6.56%
<b>Overall Change 1990-2000</b>						
Group Quarter	-6,048	-42.54%	2,907	1.69%	44,220	5.89%
Household	34,335	8.27%	1,018,296	11.72%	4,533,658	15.63%
Total	28,287	6.59%	1,021,203	11.52%	4,577,878	15.38%

Source: California Department of Finance (DOF); Keyser Marston Associates

\*DOF Population and Housing Report has not been updated to include 2000 Census results.

**TABLE 7-3  
SCAG POPULATION, HOUSEHOLD & EMPLOYMENT PROJECTIONS<sup>1</sup>**

-----Population-----							
	1997	2000	2005	2010	2015	2020	2025
Long Beach	443,583	456,378	477,749	489,769	502,369	518,349	534,137
Region	1,687,233	1,729,658	1,800,352	1,835,823	1,871,628	1,918,608	1,974,649
Los Angeles County	9,537,566	9,846,683	10,361,133	10,767,296	11,166,490	11,714,038	12,273,984
<b>Change</b>		<b>2000-2005</b>	<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>2020-2025</b>	<b>1997-2025</b>
Long Beach		4.68%	2.52%	2.57%	3.18%	3.05%	20.41%
Region		4.09%	1.97%	1.95%	2.51%	2.92%	17.03%
Los Angeles County		5.22%	3.92%	3.71%	4.90%	4.78%	28.69%
-----Households-----							
	1997	2000	2005	2010	2015	2020	2025
Long Beach	160,219	161,027	162,374	171,042	180,184	188,724	198,014
Region	500,628	504,711	511,502	521,494	531,997	542,059	553,062
Los Angeles County	3,069,552	3,137,299	3,249,756	3,437,814	3,629,334	3,845,123	4,096,826
<b>Change</b>		<b>2000-2005</b>	<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>2020-2025</b>	<b>1997-2025</b>
Long Beach		0.84%	5.34%	5.34%	4.74%	4.92%	23.59%
Region		1.35%	1.95%	2.01%	1.89%	2.03%	10.47%
Los Angeles County		3.58%	5.79%	5.57%	5.95%	6.55%	33.47%
-----Employment-----							
	1997	2000	2005	2010	2015	2020	2025
Long Beach	181,280	186,245	196,698	207,052	213,679	218,915	224,361
Region	730,354	749,494	786,675	823,928	847,929	866,602	886,608
Los Angeles County	4,306,787	4,425,819	4,652,422	4,874,520	5,019,222	5,131,811	5,257,363
<b>Change</b>		<b>2000-2005</b>	<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>2020-2025</b>	<b>1997-2025</b>
Long Beach		5.61%	5.26%	3.20%	2.45%	2.49%	23.76%
Region		4.96%	4.74%	2.91%	2.20%	2.31%	21.39%
Los Angeles County		5.12%	4.77%	2.97%	2.24%	2.45%	22.07%

Source: Southern California Association of Governments; Keyser Marston Associates  
<sup>1</sup> SCAG projections are from 1998.

**TABLE 7-4  
HOUSEHOLDS IN CITY, COUNTY AND STATE**

	<b>Long Beach</b>	<b>Change</b>	<b>County of Los Angeles</b>	<b>Change</b>	<b>State of California</b>	<b>Change</b>
1990	158,944		2,989,521		10,380,856	
1992	159,894	0.60%	3,030,855	1.38%	10,642,376	2.52%
1994	159,780	-0.07%	3,050,136	0.64%	10,815,637	1.63%
1996	159,760	-0.01%	3,060,760	0.35%	10,968,042	1.41%
1998	160,237	0.30%	3,074,546	0.45%	11,122,567	1.41%
2000	160,546	0.19%	3,091,963	0.57%	11,335,419	1.91%
<b>Overall Change 1990-2000</b>	<b>1,602</b>	<b>1.01%</b>	<b>102,442</b>	<b>3.43%</b>	<b>954,563</b>	<b>9.20%</b>

*Source: California Department of Finance; Keyser Marston Associates*

**TABLE 7-5  
EMPLOYMENT & BUSINESSES**

	Central Long Beach				Long Beach				Los Angeles County			
	Businesses	Employees	Pop./Bus.	Emp./Bus.	Businesses	Employees	Pop./Bus.	Emp./Bus.	Businesses	Employees	Pop./Bus.	Emp./Bus.
<b>Retail Trade</b>	<b>730</b>	<b>5,230</b>	<b>133</b>	<b>7.2</b>	<b>3,021</b>	<b>29,155</b>	<b>154</b>	<b>9.7</b>	<b>81,493</b>	<b>806,575</b>	<b>118</b>	<b>9.9</b>
Home Improvement Stores	26	223	3,723	8.6	86	893	5,405	10.4	2,674	43,110	3,582	16.1
General Merchandise Stores	22	122	4,400	5.5	61	1,737	7,620	28.5	1,220	50,587	7,850	41.5
Food Stores	117	922	827	7.9	358	4,205	1,298	11.7	8,449	102,748	1,134	12.2
Auto Dealers & Gas Stations	72	319	1,344	4.4	241	2,529	1,929	10.5	6,920	85,741	1,384	12.4
Apparel & Accessory Stores	55	348	1,760	6.3	202	989	2,301	4.9	8,793	48,720	1,089	5.5
Furniture/Home Furnishings	77	235	1,257	3.1	345	1,929	1,347	5.6	10,815	79,608	886	7.4
Eating & Drinking Places	189	1,824	512	9.7	918	12,676	506	13.8	19,632	268,204	488	13.7
Miscellaneous Retail Stores	172	1,237	563	7.2	810	4,197	574	5.2	22,990	127,857	417	5.6
<b>Finance, Insurance &amp; Real Estate</b>	<b>132</b>	<b>749</b>	<b>733</b>	<b>5.7</b>	<b>1,062</b>	<b>8,219</b>	<b>438</b>	<b>7.7</b>	<b>28,908</b>	<b>292,039</b>	<b>331</b>	<b>10.1</b>
Banks, Savings & Lending Inst.	32	252	3,025	7.9	227	2,175	2,048	9.6	6,031	88,136	1,588	14.6
Securities Brokers & Investors	6	39	16,133	6.5	80	822	5,810	10.3	2,821	30,893	3,395	11
Insurance Carriers & Agents	21	82	4,610	3.9	226	1,296	2,057	5.7	6,702	65,563	1,429	9.8
Real Estate-Trust-Holding Co.	73	376	1,326	5.2	529	3,926	879	7.4	13,354	107,447	717	8
<b>Services</b>	<b>1,196</b>	<b>25,152</b>	<b>81</b>	<b>21</b>	<b>6,045</b>	<b>80,535</b>	<b>77</b>	<b>13.3</b>	<b>172,024</b>	<b>1,908,008</b>	<b>56</b>	<b>11.1</b>
Hotels & Lodging	42	175	2,305	4.2	102	3,181	4,557	31.2	1,706	49,276	5,614	28.9
Personal Services	327	1,087	296	3.3	1,362	6,190	341	4.5	39,114	184,468	245	4.7
Business Services	106	625	913	5.9	1,155	9,710	402	8.4	37,245	404,356	257	10.9
Motion Pictures & Amusement	17	93	5,694	5.5	215	1,947	2,162	9.1	9,818	142,410	975	14.5
Health Services	373	15,507	260	41.6	1,094	29,148	425	26.6	26,439	360,646	362	13.6
Legal Services	25	78	3,872	3.1	465	2,403	1,000	5.2	11,961	76,050	801	6.4
Education Services	49	1,956	1,976	39.9	259	12,212	1,795	47.2	6,511	343,355	1,471	52.7
Social Services	80	4,573	1,210	57.2	359	8,575	1,295	23.9	7,895	107,696	1,213	13.6
Other Services	177	1,058	547	6	1,034	7,169	450	6.9	31,335	239,751	306	7.7
<b>Agriculture</b>	<b>7</b>	<b>23</b>	<b>13,829</b>	<b>3.3</b>	<b>78</b>	<b>395</b>	<b>5,959</b>	<b>5.1</b>	<b>2,655</b>	<b>22,483</b>	<b>3,607</b>	<b>8.5</b>
<b>Mining</b>	<b>2</b>	<b>8</b>	<b>48,400</b>	<b>4</b>	<b>34</b>	<b>474</b>	<b>13,671</b>	<b>13.9</b>	<b>184</b>	<b>3,605</b>	<b>52,049</b>	<b>19.6</b>
<b>Construction</b>	<b>40</b>	<b>353</b>	<b>2,420</b>	<b>8.8</b>	<b>374</b>	<b>3,273</b>	<b>1,243</b>	<b>8.8</b>	<b>14,874</b>	<b>122,338</b>	<b>644</b>	<b>8.2</b>
<b>Manufacturing</b>	<b>101</b>	<b>1,561</b>	<b>958</b>	<b>15.5</b>	<b>568</b>	<b>18,534</b>	<b>818</b>	<b>32.6</b>	<b>27,144</b>	<b>660,371</b>	<b>353</b>	<b>24.3</b>
<b>Trans., Comm. &amp; Pub. Util.</b>	<b>78</b>	<b>1,353</b>	<b>1,241</b>	<b>17.3</b>	<b>530</b>	<b>10,588</b>	<b>877</b>	<b>20</b>	<b>12,067</b>	<b>222,246</b>	<b>794</b>	<b>18.4</b>
<b>Wholesale Trade</b>	<b>87</b>	<b>1,056</b>	<b>1,113</b>	<b>12.1</b>	<b>497</b>	<b>5,313</b>	<b>935</b>	<b>10.7</b>	<b>27,504</b>	<b>360,527</b>	<b>348</b>	<b>13.1</b>
<b>Government</b>	<b>19</b>	<b>485</b>	<b>5,095</b>	<b>25.5</b>	<b>210</b>	<b>8,523</b>	<b>2,213</b>	<b>40.6</b>	<b>3,383</b>	<b>133,734</b>	<b>2,831</b>	<b>39.5</b>
<b>Total Businesses</b>	<b>2,392</b>	<b>35,970</b>	<b>40</b>	<b>15</b>	<b>12,419</b>	<b>165,009</b>	<b>37</b>	<b>13.3</b>	<b>370,236</b>	<b>4,531,926</b>	<b>26</b>	<b>12.2</b>

Source: Claritas; Keyser Marston Associates, Inc.

**TABLE 7-6  
SHARE OF TOTAL BUSINESSES & EMPLOYMENT**

	Central Long Beach		Long Beach		Los Angeles County	
	Businesses	Employees	Businesses	Employees	Businesses	Employees
<b>Retail Trade</b>	<b>30.50%</b>	<b>14.50%</b>	<b>24.30%</b>	<b>17.70%</b>	<b>22.00%</b>	<b>17.80%</b>
Home Improvement Stores	1.10%	0.60%	0.70%	0.50%	0.70%	1.00%
General Merchandise Stores	0.90%	0.30%	0.50%	1.10%	0.30%	1.10%
Food Stores	4.90%	2.60%	2.90%	2.50%	2.30%	2.30%
Auto Dealers & Gas Stations	3.00%	0.90%	1.90%	1.50%	1.90%	1.90%
Apparel & Accessory Stores	2.30%	1.00%	1.60%	0.60%	2.40%	1.10%
Furniture/Home Furnishings	3.20%	0.70%	2.80%	1.20%	2.90%	1.80%
Eating & Drinking Places	7.90%	5.10%	7.40%	7.70%	5.30%	5.90%
Miscellaneous Retail Stores	7.20%	3.40%	6.50%	2.50%	6.20%	2.80%
<b>Finance, Insurance &amp; Real Est:</b>	<b>5.50%</b>	<b>2.10%</b>	<b>8.60%</b>	<b>5.00%</b>	<b>7.80%</b>	<b>6.40%</b>
Banks, Savings & Lending Inst.	1.30%	0.70%	1.80%	1.30%	1.60%	1.90%
Securities Brokers & Investors	0.30%	0.10%	0.60%	0.50%	0.80%	0.70%
Insurance Carriers & Agents	0.90%	0.20%	1.80%	0.80%	1.80%	1.40%
Real Estate-Trust-Holding Co.	3.10%	1.00%	4.30%	2.40%	3.60%	2.40%
<b>Services</b>	<b>50.00%</b>	<b>69.90%</b>	<b>48.70%</b>	<b>48.80%</b>	<b>46.50%</b>	<b>42.10%</b>
Hotels & Lodging	1.80%	0.50%	0.80%	1.90%	0.50%	1.10%
Personal Services	13.70%	3.00%	11.00%	3.80%	10.60%	4.10%
Business Services	4.40%	1.70%	9.30%	5.90%	10.10%	8.90%
Motion Pictures & Amusement	0.70%	0.30%	1.70%	1.20%	2.70%	3.10%
Health Services	15.60%	43.10%	8.80%	17.70%	7.10%	8.00%
Legal Services	1.00%	0.20%	3.70%	1.50%	3.20%	1.70%
Education Services	2.00%	5.40%	2.10%	7.40%	1.80%	7.60%
Social Services	3.30%	12.70%	2.90%	5.20%	2.10%	2.40%
Other Services	7.40%	2.90%	8.30%	4.30%	8.50%	5.30%
<b>Agriculture</b>	<b>0.30%</b>	<b>0.10%</b>	<b>0.60%</b>	<b>0.20%</b>	<b>0.70%</b>	<b>0.50%</b>
<b>Mining</b>	<b>0.10%</b>	<b>0.00%</b>	<b>0.30%</b>	<b>0.30%</b>	<b>0.00%</b>	<b>0.10%</b>
<b>Construction</b>	<b>1.70%</b>	<b>1.00%</b>	<b>3.00%</b>	<b>2.00%</b>	<b>4.00%</b>	<b>2.70%</b>
<b>Manufacturing</b>	<b>4.20%</b>	<b>4.30%</b>	<b>4.60%</b>	<b>11.20%</b>	<b>7.30%</b>	<b>14.60%</b>
<b>Trans., Comm. &amp; Pub. Util.</b>	<b>3.30%</b>	<b>3.80%</b>	<b>4.30%</b>	<b>6.40%</b>	<b>3.30%</b>	<b>4.90%</b>
<b>Wholesale Trade</b>	<b>3.60%</b>	<b>2.90%</b>	<b>4.00%</b>	<b>3.20%</b>	<b>7.40%</b>	<b>8.00%</b>
<b>Government</b>	<b>0.80%</b>	<b>1.30%</b>	<b>1.70%</b>	<b>5.20%</b>	<b>0.90%</b>	<b>3.00%</b>
<b>Total Businesses</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Source: Claritas; Keyser Marston Associates, Inc.

61  
**FILED**  
WITH CITY COUNCIL  
JUN 22 2004

CITY CLERK