

Account: W09119  
 Site: 98283

# MARKET PROFILE REPORT

10/31/2002

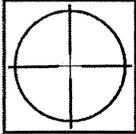
PREPARED FOR:

City of Downey

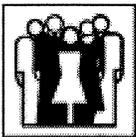
11111 Brookshire Avenue  
 Downey, CA 90241  
 Coords: 33.938989 -118.129053

Area 1: 1 Mile Radius  
 Area 2: 3 Mile Radius  
 Area 3: 5 Mile Radius

Description	Area 1	Area 2	Area 3
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**MARKET PROFILE** The Market Profile Report contains a comprehensive list of demographic information based on 1990 & 2000 Census data updated to reflect 2001 estimates and 2006 projections.



**POPULATION** Population information allows you to quantify the market size and measure future growth. Population is defined as all living persons in a geographic area. Group quarters include non household living arrangements such as military barracks, college dormitories, long-term health care facilities, group homes, boarding houses, prisons, and ships.

2006 Population Projection	32,731	279,989	818,959
2001 Population Estimate	29,532	258,189	759,548
2000 Census Population	28,757	252,807	744,783
2001 Population Per Square Mile	9,518	9,225	10,073
2001 Group Quarters Population	670	3,047	8,630



**HOUSEHOLDS** Households consist of one or more persons who live together in the same housing unit, regardless of their relationship to each other. Households include all occupied housing units.

2006 Household Projection	10,851	76,824	209,464
2001 Household Estimate	10,118	72,451	198,198
2000 Households	9,947	71,415	195,504
% Annual Household Growth: 2000-2001	1.7	1.5	1.4
2000 % Households			
With 1 Person	23.5	15.9	14.2
With 2 Persons	27.0	22.3	19.2
With 3 Persons	18.3	17.0	16.5
With 4 Persons	15.9	17.9	18.2
With 5 Persons	8.5	12.5	13.7
With 6 Persons	3.8	7.0	8.3
With 7+ Persons	3.0	7.4	9.9
2001 Average Household Size	2.88	3.51	3.79

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 2001 INCOME Income is a good indicator of the spending power of your market. Per Capita Income includes the income of all persons 15 years old and over. Median Income divides the income distribution into two equal parts, one-half falling above the median and one-half below.			
% Under \$10,000	8.2	11.0	14.8
% \$10,000-\$14,999	7.4	7.8	9.7
% \$15,000-\$24,999	13.7	15.3	17.3
% \$25,000-\$34,999	12.6	13.9	15.3
% \$35,000-\$49,999	15.5	15.8	15.4
% \$50,000-\$74,999	18.8	17.4	14.3
% \$75,000-\$99,999	10.9	9.0	6.7
% \$100,000-\$149,000	8.6	7.1	4.8
% \$150,000+	4.4	2.8	1.8
2001 Per Capita Income	\$19,677	\$14,042	\$10,920
2001 Average Household Income	\$56,923	\$49,600	\$41,524
2001 Median Household Income	\$45,584	\$39,661	\$32,930
 2001 POPULATION BY RACE The race variables represent the self-classification by people according to the race with which they most closely identify. Ancestry can be viewed as the nationality, lineage or country of birth of a person. Persons of Hispanic ancestry may be of any race. The Diversity Index summarizes ethnic and racial diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The lower the index is, the more similar the population; the higher the index is, the more diverse the population.			
% White	53.7	48.9	44.1
% Black	2.9	4.0	5.8
% Asian or Pacific Islander	7.0	6.1	5.2
% Other	31.3	35.7	39.7
% Two or More Races	5.2	5.3	5.2
% Hispanic Ancestry	59.8	68.6	74.5
Diversity Index	83.9	84.4	85.1
 2001 POPULATION BY AGE Population by age provides valuable information as to the relative maturity or youth of a particular market. Median age divides the age distribution into two equal parts, one-half falling below the median and one-half above.			
% Under Age 5	8.1	8.8	9.5
% Age 5-14	15.2	18.1	19.2
% Age 15-19	6.8	8.0	8.3
% Age 20-24	7.2	7.6	8.2
% Age 25-34	17.3	16.1	16.5
% Age 35-44	14.5	14.4	14.1
% Age 45-54	11.9	11.1	10.5
% Age 55-64	7.1	6.7	6.1
% Age 65-74	5.3	4.8	4.1
% Age 75-84	4.7	3.5	2.7
% Age 85 +	2.1	1.0	0.8
Average Age of Total Population	34.9	32.2	30.6
Median Age of Total Population	33.3	30.3	28.4

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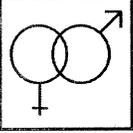
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Description	Area 1	Area 2	Area 3
 2001 POPULATION BY SEX			
% Female	52.7	51.0	50.6
% Females Age 0-4	7.5	8.4	9.1
% Females Age 5-14	14.5	17.5	18.6
% Females Age 15-19	6.4	7.5	7.8
% Females Age 20-24	7.2	7.4	8.0
% Females Age 25-34	16.9	15.8	16.2
% Females Age 35-44	14.3	14.4	14.1
% Females Age 45-54	11.9	11.2	10.8
% Females Age 55-64	7.1	6.9	6.4
% Females Age 65-74	5.9	5.3	4.6
% Females Age 75-84	5.5	4.2	3.3
% Females Age 85+	2.8	1.4	1.1
Median Age Female	34.7	31.5	29.4
% Male	47.3	49.0	49.4
% Males Age 0-4	8.7	9.2	9.8
% Males Age 5-14	15.9	18.7	19.8
% Males Age 15-19	7.3	8.5	8.7
% Males Age 20-24	7.1	7.9	8.4
% Males Age 25-34	17.6	16.3	16.9
% Males Age 35-44	14.6	14.4	14.2
% Males Age 45-54	11.9	10.9	10.2
% Males Age 55-64	7.0	6.4	5.8
% Males Age 65-74	4.6	4.2	3.5
% Males Age 75-84	3.8	2.9	2.2
% Males 85+	1.3	0.7	0.5
Median Age Male	31.9	29.1	27.3



**EDUCATION** The education variables are another way to determine the relative socio-economic status of an area. Population enrolled in school provides information on the population ages 3 & over. Educational attainment classifies persons age 25 & over according to their highest level of school or degree completed.

1990 Educational Attainment	16,074	131,776	369,439
% Elementary School (0-8 Years)	8.8	16.7	23.3
% Some High School (9-12 Years)	14.1	18.9	20.8
% High School Graduate only (12 Years)	29.6	27.1	24.8
% Some College (13-15 Years)	31.3	25.9	22.6
% Bachelor Degree	10.6	8.0	6.0
% Graduate Degree	5.7	3.4	2.6
Average Years of School Completed	12.5	11.4	10.7

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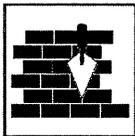
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**FAMILIES/HOUSEHOLDERS**

2000 Family Households	7,041	57,375	160,362
2000 Non Family Households	2,809	14,277	35,097
2000 Family Households With Children	4,235	37,356	111,547
% Married Couple Family	64.7	68.7	67.8
% Male Householder	9.4	8.6	8.8
% Female Householder	26.0	22.6	23.4
2000 % Households			
% W/children < 18	43.3	52.5	57.4
% W/person 65+	23.5	22.9	20.7
% W/householder 65+	20.3	18.3	15.9



**OCCUPATION/INDUSTRY** These variables help you evaluate the composition of the labor force in a particular market. Occupation describes the kind of work a person does on the job. Industry employment describes the type of industry in which a person works. Both are based on persons age 16 and over.

2001 Civilian Labor Force: Pop 16+	14,903	121,811	346,284
% Employed in Civilian Labor Force	93.8	92.6	91.4
% Unemployed	6.2	7.4	8.6

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2001 Civilian Employed Persons 16+	13,985	112,793	316,447
% White Collar	60.1	50.1	43.8
% Executive & Managerial	8.3	7.0	5.6
% Professional Specialty	10.3	7.6	6.2
% Technical Support	4.1	3.6	3.3
% Sales	13.0	10.6	9.1
% Administrative Support	24.5	21.4	19.5
% Blue Collar	26.1	34.9	40.4
% Precision, Production, Craft & Repair	10.5	11.5	12.2
% Machine Operator	6.8	11.8	15.4
% Transportation & Material Moving	4.7	5.8	5.9
% Laborers	4.2	5.8	6.9
% Service	13.5	14.5	15.0
% Private Household	0.3	0.4	0.5
% Protective	2.1	2.2	1.7
% Other	11.2	11.9	12.8
% Farming, Forestry, & Fishing	0.2	0.6	0.8
White/Blue Collar Ratio	2.3	1.4	1.1
2001 Industry Employment	13,985	112,793	316,447
% Agriculture, Forestry, Fishing	0.5	0.6	0.9
% Mining	0.2	0.2	0.2
% Construction	4.4	5.2	5.2
% Manufacturing: Nondurable Goods	6.2	7.9	9.6
% Manufacturing: Durable Goods	9.6	11.0	12.1
% Transportation	7.8	8.1	7.7
% Communications & Public Utilities	1.9	2.2	2.0
% Wholesale Trade	6.8	7.1	7.0
% Retail Trade	14.8	15.6	15.4
% Finance, Insurance, Real Estate	7.7	5.5	4.7
% Service: Business & Repair	7.9	8.5	8.7
% Service: Personal	2.7	2.9	3.2
% Service: Entertainment & Recreation	2.8	2.4	2.1
% Service: Health	6.6	5.4	5.1
% Service: Educational	11.5	9.6	9.1
% Service: Other Professional & Related	5.3	4.5	4.0
% Public Administration	3.5	3.3	2.9

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HOUSING Housing units are defined as a house, apartment, mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.			
2000 Total Housing Units	10,203	73,329	201,640
% Occupied	97.5	97.4	97.0
% Vacant	2.5	2.6	3.0
% Year-round	2.2	2.3	2.8
% Seasonal	0.3	0.3	0.3
1990 Total Housing Units in Structure	9,931	71,802	197,279
% Single, Detached	43.3	59.9	56.9
% Single, Attached	6.1	6.7	7.7
% 2 Units	3.2	1.6	2.4
% 3-9 Units	14.4	8.4	11.4
% 10-49 Units	25.0	14.3	13.1
% 50+ Units	6.6	5.6	4.4
% Mobile Home or Trailer	0.3	2.5	3.1
% Other Units	1.0	1.0	1.0
2000 Total Occupied Housing Units	9,947	71,415	195,504
% Owner-occupied Units	37.6	53.5	49.3
% Renter-occupied Units	62.4	46.5	50.7
Owner/Renter Ratio	0.6	1.2	1.0
1990 Housing Units By Year Built	9,931	71,802	197,279
% Built 1985 - 1990	6.6	6.7	7.4
% Built 1980 - 1984	4.0	3.5	4.1
% Built 1970 - 1979	13.0	11.3	11.2
% Built 1960 - 1969	20.9	18.1	18.4
% Built 1950 - 1959	34.7	43.2	35.1
% Built 1949 or earlier	20.5	17.2	23.7
2001 Total Specified Owner-occupied Units	3,310	34,591	84,866
% Under \$50,000	0.6	0.7	0.9
% \$50,000-\$99,999	1.0	2.0	3.4
% \$100,000-\$149,999	6.4	14.7	21.1
% \$150,000-\$199,999	24.8	42.8	46.6
% \$200,000-\$299,999	37.4	27.6	21.0
% \$300,000-\$399,999	19.3	7.9	4.8
% \$400,000-\$499,999	6.0	2.4	1.3
% \$500,000+	4.3	2.0	1.0
Average Home Value	\$270,253	\$213,897	\$190,146
Median Home Value	\$246,825	\$202,670	\$183,041
1990 Spec. Renter-Occ. Units - Cash Rent	5,695	30,816	93,049
1990 Average Contract Rent	\$622	\$611	\$581
1990 Median Contract Rent	\$599	\$595	\$571