



Helping Rural America Realize  
Its Entrepreneurial Potential

# **Wealth in Los Angeles County**

## ***A Transfer of Wealth Opportunity***



**Technical Report**  
to the  
**California Community Foundation**  
from the  
**RUPRI Center for Rural Entrepreneurship**

May 2011

## Acknowledgements

The '*Wealth in Los Angeles County: A Transfer of Wealth Opportunity*' was sponsored by the California Community Foundation. This analysis could not have been completed without the assistance and counsel of numerous organizations and individuals.

We would like to recognize the leadership and active support of John Kobara, Executive Vice President & COO and Carol Bradford, Senior Counsel and Charitable Advisor, California Community Foundation. We also would like to recognize Chris Compton, Executive Assistant, California Community Foundation for assistance and support in logistics. Their interest in bringing this research to Los Angeles and their commitment to encouraging homegrown philanthropy as a potential source of funding for economic renewal is a source of inspiration to many.

We owe special thanks to the members of the Technical Advisory Committee who have helped us gain a deeper understanding of the California Community Foundation study area and to produce more meaningful research. Members of this Committee include:

- Alin Wall, Co-Partner In-Charge, RBZ Family Wealth Group
- Mickey Segal, CPA, Managing Partner, Nigro Karlin Segal & Feldstein, LLP
- Joe Lumarda, Senior Vice President & Investment Counselor, Capital Guardian Trust Company
- Rob Gach, Vice President of Investments, UBS

We would like to extend our gratitude to Robert Kleinhenz, Deputy Chief Economist, California Association of Realtors, Manuel Pastor, Professor, University of Southern California and Los Angeles County Economic Development Corporation for helping us gain a deeper understanding of demographics, housing market and economic trends in Los Angeles County and California.

The authors of this study include Don Macke (Project Leader), Ahmet Binerer (Research Analyst) and Dr. Deborah Markley (Report Editor). The Center has completed over 40 major Transfer of Wealth (TOW) studies since the early 2000s and copies for most of these reports can be found at our website ([link](#)).

---

## Table of Contents

<b><u>Section</u></b>	<b><u>Page</u></b>
<b>Executive Summary</b>	<b>1</b>
Figure 1 - Summary Findings	2
<b>Maps of Communities</b>	<b>3</b>
Figure 2. Communities 1 through 8	4
Figure 3. Communities 9 through 15	5
<b>Detailed County &amp; Community Analysis</b>	<b>6</b>
Figure 4 – Percent of Persons Self-Employed	8
Figure 5 – Components of Population Change	10
<b>Wealth, LA and Other Big Cities</b>	<b>12</b>
Figure 6 – Comparison of Current Net Worth	13
Figure 7 – Comparison of Transfer of Wealth	13
Figure 8 – Summary County Results	14
Figure 9 - Community 1 (SPA 1 / Antelope Valley)	16
Figure 10 - Community 2 (SPA 2 / San Fernando Valley)	17
Figure 11 - Community 3 (SPA 3 / San Gabriel Valley)	18
Figure 12 - Community 4 (SPA 4 / Metro)	19
Figure 13 - Community 5 (SPA 5 / West)	21
Figure 14 - Community 6 (SPA 6 / South)	22
Figure 15 - Community 7 (SPA 7 / East)	23
Figure 16 - Community 8 (SPA 8 / South Bay)	24
Figure 17 - Community 9 (East County)	25
Figure 18 - Community 10 (Pasadena, Burbank, etc.)	27
Figure 19 - Community 11 (Santa Clarita, etc.)	28
Figure 20 - Community 12 (Long Beach, Lakewood, etc.)	29
Figure 21 - Community 13 (Palos Verdes, Beach Cities, etc.)	30
Figure 22 - Community 14 (West Hollywood, Sunset Plaza, etc.)	31
Figure 23 - Community 15 (Valley)	32
<b>Estimates of High Net Worth Households</b>	<b>33</b>
Figure 24 – Summary Findings of the 2010 FORBES 400	33
Figure 25 – Estimated U.S. High Net Worth Households	34
Figure 26 – Distribution of Assets	35
Figure 27 – Estimated High Net Worth Households	36
<b>Additional Resources</b>	<b>38</b>
Figure 28 - Transfer of Studies Conducted & Advised in the U.S.	40
Figure 29 - Current Net Worth and 10 Year Estimated Transfer of Wealth Opportunity Scenario	41
Figure 30 - Current Net Worth and 50 Year Estimated Transfer of Wealth Opportunity Scenario	43
<b>Attachment A – Description of Communities</b>	<b>45</b>
<b>Attachment B – Forbes 400 List</b>	<b>49</b>
<b>Attachment C - Description of Asset Categories</b>	<b>50</b>
<b>Attachment D – Household Current Net Worth Shares</b>	<b>52</b>

---

## Executive Summary

Transfer of wealth (TOW) is the process whereby one generation transfers their assets to the next generation. This typically occurs at the time of death and represents the moment when legacy community giveback is the greatest. TOW most likely represents the single largest under-developed financial resource available to communities to support their development.

The Great Recession of 2008-2009 has taken a heavy toll on all Americans. These are difficult times with too many unemployed people, foreclosed homes, depleted resources and harmful pessimism. But in crisis comes opportunity. California Community Foundation has responded to this crisis by focusing on the potential of community philanthropy to provide resources that can help transform local communities and their economies.

The transfer of wealth (TOW) opportunity can be better understood for Los Angeles and its communities through this report. By better understanding wealth holding and formation attributes and trends, more effective strategies for giveback can be built. Investing in community development philanthropy offers most communities the greatest potential for creating new, substantial and on-going financial resources in support of community betterment.

The California Community Foundation (CCF) commissioned the RUPRI Center for Rural Entrepreneurship to conduct a Transfer of Wealth (TOW) study for California, Los Angeles County and its eight Service Planning Areas (SPAs) that comprise Los Angeles County. Also, seven other communities within Los Angeles County identified by the CCF. The RUPRI Center's TOW team analyzed historical trends and current data to develop likely scenarios of how many assets currently exist in households across the county. Using conservative estimates of economic growth, the team estimated the value of assets over the next 10 and 50 years – **the transfer of wealth opportunity**. Taking an industry-wide standard of 5%, the RUPRI Center estimated how many of the transferable assets could conceivably be given at death to support investments in the community – **the transfer of wealth capture target**. This transfer of wealth analysis is specific to the residents of Los Angeles County and does not include corporate, non-profit or governmental assets.

### Summary of Overall Findings

Based on this analysis, Los Angeles County is likely to face a significant Transfer of Wealth (TOW) opportunity beginning as early as 2020.

- Los Angeles' projected 2010 Net Worth is estimated to be \$689 billion.

- Over the next 10 years, an estimated \$114 billion will be available to transfer between generations within the county – **the Transfer of Wealth (TOW) opportunity**. Over the next 50 years, the TOW opportunity is estimated to be almost \$1.38 trillion.
- If just 5% of the 10 year TOW opportunity were to be captured by local non-profit organizations, such as community foundations, for the betterment of communities in Los Angeles County, those organizations would realize almost \$5.7 billion – **the TOW capture target**. This same 5% capture over 50 years is an estimated \$69 billion.
- Using a conservative 5% annual rate of return on the endowments this TOW capture might build, approximately \$284 million would be generated annually (once the 10-years 5% capture goal is fully achieved) to support community economic development and other charitable investments. Over 50 years, approximately \$3.46 billion could be generated.

Figure 1 summarizes the total and per household current net worth, 10-year and 50-year Transfer of Wealth scenarios generated by the Center's scenarios.

**Figure 1 - Summary Findings for California and Los Angeles County  
Current Net Worth, 10-Year and 50-Year TOW Scenarios**  
*Absolute Values in Real Dollars & Comparative per Household Values*

Finding	California		Los Angeles County	
	Total Estimated Value	Per Household Estimated Value	Total Estimated Value	Per Household Estimated Value
<b>2010 Current Net Worth</b>	<b>\$2.79 Trillion</b>	<b>\$220,300</b>	<b>\$689.18 Billion</b>	<b>\$209,300</b>
<b>2010 – 2020 Transfer of Wealth Opportunity</b>	<b>\$490.27 Billion</b>	<b>\$38,700</b>	<b>\$113.53 Billion</b>	<b>\$34,500</b>
5% Capture Target	<b>\$24.51 Billion</b>	<b>\$1,900</b>	<b>\$5.68 Billion</b>	<b>\$1,700</b>
5% Payout Potential	<b>\$1.23 Billion</b>	<b>\$100</b>	<b>\$283.83 Million</b>	<b>\$90</b>
<b>2010 – 2060 Transfer of Wealth Opportunity</b>	<b>\$6.56 Trillion</b>	<b>\$518,200</b>	<b>\$1,383.96 Billion</b>	<b>\$420,300</b>
5% Capture Target	<b>\$328.11 Billion</b>	<b>\$25,900</b>	<b>\$69.20 Billion</b>	<b>\$21,000</b>
5% Payout Potential	<b>\$16.41 Billion</b>	<b>\$1,300</b>	<b>\$3.46 Billion</b>	<b>\$1,050</b>

## Maps of Communities

Because of Los Angeles County's size and diversity, we recommended that the County be divided into regions and/or communities to enable a richer view of wealth holding and TOW opportunity. Based on the counsel and preferences of the California Community Foundation (the Study's host organization) and the Technical Advisory Committee we adopted the existing "Service Planning Area" that are used in LA County related to social service delivery. There are eight Service Planning Area or SPAs within the County. These SPAs reflect defined communities within this physically large County. Additionally, the California Community Foundation identified seven additional communities for which analysis was undertaken. Figure 2 displays the eight SPAs and Figure 3 illustrates the 7 community breakouts. These geographies and the communities contained within them are defined by combinations of Zip Code areas.

**Attachment A** with this Report provides those Zip Codes associated with each of the SPAs and the breakout communities. Wealth and TOW findings are presented for each of these communities.

### Scenarios

It is not reasonable to predict TOW opportunities out over 50 years with degrees of accuracy. So our analysis does not represent predictions.

We live in a dynamic world. Consequently, our TOW projections are scenarios based on reasonable assumptions about the future of Los Angeles County and its communities. These scenarios are a likely future and provide insight on the remarkable TOW opportunity. Our scenarios are conservative in nature and represent a baseline opportunity for community giveback.

Figure 2. Communities 1 through 8

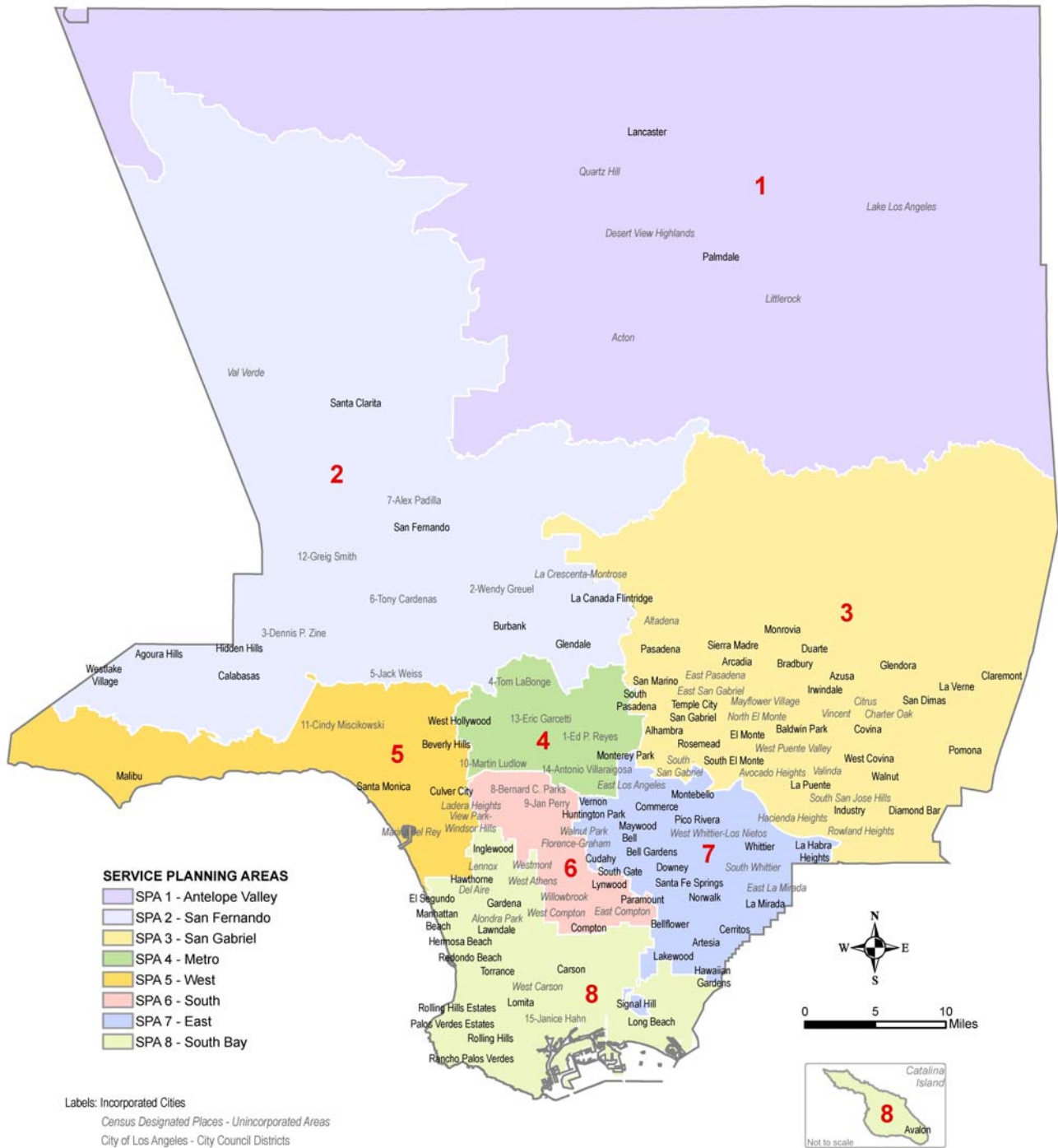




Figure 3. Communities 9 through 15





## Detailed County & Community Analysis

Los Angeles County is a remarkably diverse collection of communities. The most recent economic analysis, by the Kyser Center for Economic Research with the Los Angeles County Economic Development Corporation, estimates that if LA County were a country it would be tied with Switzerland with the 19<sup>th</sup> largest gross domestic product. ([link to source](#)) The State of California has the 8<sup>th</sup> largest economy (tied with Brazil).

Economic size is just one view of the diversity of Los Angeles County and implications for Transfer of Wealth (TOW) opportunity. Within LA County are some of America's poorest and richest households. As one profiles each unique community within the County, a different estimate of TOW opportunity emerges. Those communities with the greatest concentrations of "High Net Worth" (HNW) households clearly have the greatest potential for philanthropic community giveback. But it is important to recognize that each community, even those with less wealth capacity, has potential for giveback. Within America, some of the poorest communities have some of the highest giveback rates as measured in the share of annually donated income.

In addition to being a very economically, socially and culturally diverse collection of communities, LA County is also very dynamic. It has been changing and will likely continue to change and evolve at rapid rates due to relatively high rates of "in" and "out" migration. During the decade of the 2000s, LA County lost 1.1 million residents due to domestic out-migration (LA County residents moving outside the County). This loss was partially off-set by over 651,000 in net international in-migration. LA County is relatively young by U.S. standards with a birth to death ratio in the 2000s of 2.6 births for every death. Overall, LA County grew by 305,000 during the most recent decade as measured by the U.S. Census Bureau. ([link to source](#))

Metropolitan LA, and particularly LA County, serve as both a "gateway" and "safe harbor" community to the world. Gateway communities are those with high rates of international in-migration with strong economic and cultural ties to countries outside of the United States. Safe harbor communities are those where "dislocated" persons relocate in times of economic, political and ethnic conflict. Although many dislocated persons immigrating to LA County are of limited economic means, they represent individuals with wealth, connections and education. Combined, these factors will ensure that LA County continues to re-invent itself, thereby fueling new cycles of wealth creation and opportunities for community giveback through philanthropic venues like the California Community Foundation.

There are many factors, both known and yet to be discovered, that will shape wealth creation and the TOW opportunity in the future. Many of these factors have been at work for decades shaping the TOW profile of LA County. We have identified the following key factors that are likely to profoundly shape wealth creation in the future and community giveback potential over the coming 50 years.

### LA is Entrepreneurial

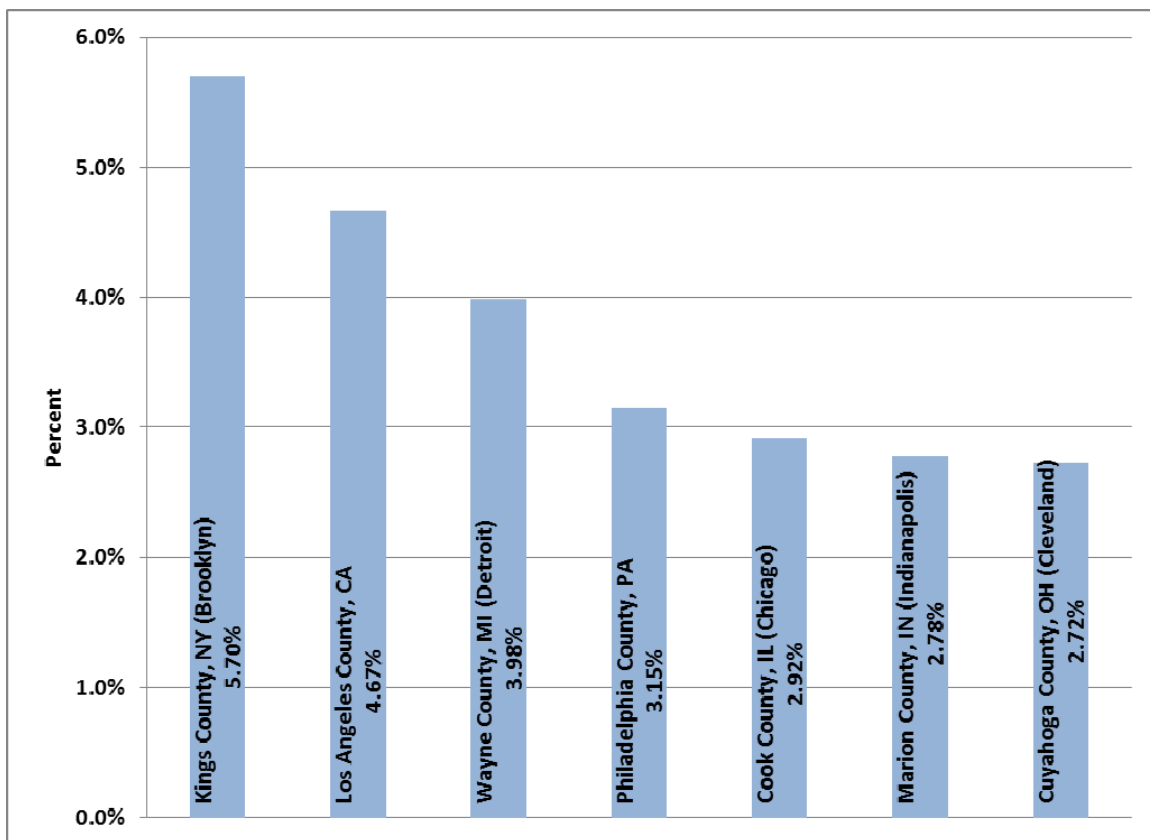
The Kauffman Foundation of Kansas City is a leading authority on entrepreneurship in the United States and the world. Each year the Foundation issues its “Index of Entrepreneurial Activity” for America’s 15 largest metropolitan areas. In 2010 the Los Angeles Metro Area had the highest level of entrepreneurial activity among America’s 15 largest cities. LA Metro had 620 entrepreneurs per 100,000 adults compared to 290 for Chicago, 330 for Boston, 550 for San Francisco and 220 for Seattle. *2010 Kauffman Index of Entrepreneurial Activity.*

**Business Ownership.** Los Angeles County and its immediate metropolitan area was the most entrepreneurial “big city” in the United States in 2010 according to a study by Kauffman Foundation. Reflecting LA County’s size, levels of immigration and diverse populations, it has a significantly larger local business ownership community compared to Kings County, NY (Brooklyn), Cook County, IL (Chicago), Wayne County, MI (Detroit), Cuyahoga County, Ohio (Cleveland), Marion County, Indiana (Indianapolis) and Philadelphia County, PA (Philadelphia). Today in the United States and internationally, after legacy wealth, the number one pathway to wealth is through entrepreneurship. According to the Federal Reserve the average net worth of self-employed persons in the United States is a remarkable \$2 million. The average net worth of persons who work for someone else is around \$368,000 (in 2010 real dollars). ([link to source](#)) The intersection of high rates of entrepreneurship and corresponding success rates in moving entrepreneurial ventures from struggling self-employment to wealth creating enterprises positively impacts the prospect for wealth creation in LA over the coming decades. It also helps explain wealth holding in LA today based on historic patterns of entrepreneurship. According to [Kauffman Foundation’s “Index of Entrepreneurial Activity”](#) report, Los Angeles-Long Beach-Santa Ana, CA metropolitan area has ranked in the top six amongst the 15 largest metropolitan areas in the U.S. since Kauffman began tracking metropolitan entrepreneurial activity.

Remarkably, LA has a diverse entrepreneurial community, characterized by its many ethnic populations and wide range of entrepreneurial ventures spread across its geography. In 2008 Los Angeles County had one of the highest

percentages of working individuals who are self-employed after Kings County, NY (Brooklyn). See Figure 4 for comparison information. Kings County, NY (Brooklyn) has 5.70% of its workers who are self-employed followed by LA that has 4.67% of its workers who are self-employed. Wayne County, MI (Detroit) ranks third with 3.98% self-employment. Cuyahoga County, OH (Cleveland) ranks the lowest with 2.72% of its workers who are self-employed. Rising self-employment is the leading edge of a dynamic and competitive entrepreneurial community. In turn, high rates of self-employment predict significant new wealth creation potential for LA. ([link to source](#))

**Figure 4 – Percent of Persons Self-Employed, 2008**



Source: <http://www.youreconomy.org/>

The Great Recession is the most dramatic economic downturn since the Great Depression. This Recession impacted LA in many significant ways. The 9-11 or DotCom Recession was the opening act for the Great Recession. During this period from 2001 through 2008, Los Angeles County saw a net decline in total employment of nearly 26,000. It lost over 184,000 jobs from companies headquartered outside of LA. But locally owned companies created jobs and wealth, thereby generating around 156,000 net new jobs during this period. Most of this job creation was associated with small entrepreneurial ventures. Self-employed and Stage 1 companies (2 to 9 employees) created 404,000 net

new jobs. Large employers eliminated 248,000 net new jobs. This data suggest the important economic renewal potential of LA's entrepreneurs. When we compare LA County to other core city counties like Brooklyn, NY (Kings County – 65,000 jobs), Chicago, IL (Cook County – 144,000 jobs), Detroit, MI (Wayne County – 57,000 jobs), Cleveland, OH (Cuyahoga County – 28,000 jobs), Indianapolis, IN (Marion County – 43,000 jobs), and Philadelphia, PA (Philadelphia County – 2,000 jobs) we find lower levels of early stage entrepreneurial activity. ([link to source](#))

No one can predict how economies will develop over time. What we do know is that economies with higher rates of entrepreneurial activity with strong connections to other economies in America and the world tend to do better. Therefore, we believe our wealth estimates for LA County may well underestimate wealth creation potential associated with LA entrepreneurs. Bottom line, more entrepreneurs equals more wealth creation and greater potential for both current and future community giveback.

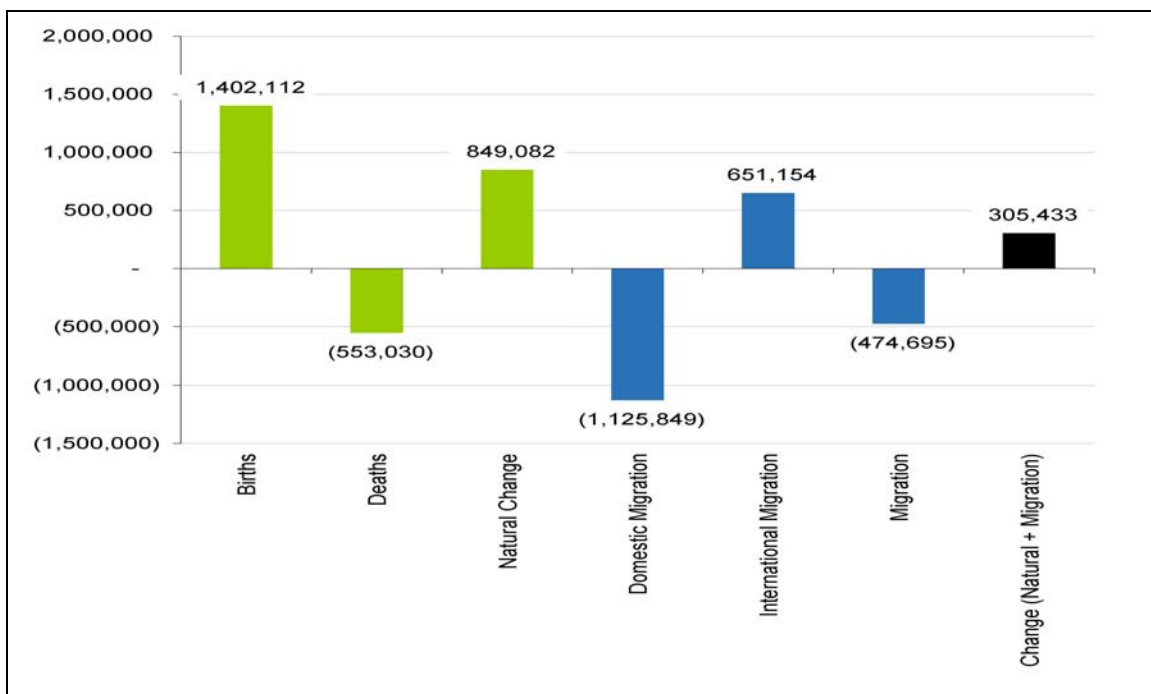
**Immigrants.** International migration has been reduced as a result of the Great Recession and anti-immigration policies/attitudes in the United States. Nevertheless, LA has and will experience two forms of significant international immigration. First, because of its size, connections and jobs – LA will attract entry level workers. Typically, these households require two to three generations before there is significant asset accumulation. This process will eventually lead to a wealthier LA and greater potential for giveback from these communities. Second, because LA is a gateway and safe harbor community it will likely see immigration of higher net worth and higher educated households. Like retirees moving to warmer climates, these households come into the community with significant wealth thereby establishing a quicker opportunity for giveback.

### Demographics Matter

According the latest U.S. Census information for the most recent decade, LA County would not have seen population growth without immigration (refer to the Figure 5 on the next page). Between 2000 and 2009, LA County saw a net loss of over 1.1 million persons from domestic migration. But this loss was off-set in part by a 651,000 gain from international migration. Overall, those moving into LA are younger than those leaving. According to the Census, the median age of LA in 2009 was 34 years compared to California with 35 years and the U.S. with 37 years. Those moving in are having children, adding 1.4 million to the population base over this period. Immigration and strong birth rates are enabling LA County to grow demographically.

**Emigrants.** Emigration from LA primarily is from current residents moving to communities outside of the County. We can only speculate, but we believe this is due to costs associated with living in LA compared to other communities. As the real estate in LA County is up-scaled over time, there will be continued emigration. For example, after Hispanic immigrants, the next largest source of immigrants to Nebraska are California residents seeking less congestion and lower costs.<sup>1</sup>

**Figure 5. Components of Population Change, Los Angeles County, CA 2000-2009**



Source: [Headwaters Economics](#). Above chart is retrieved from "[SocioEconomic Profile of Los Angeles, CA](#)"

**Area Redevelopment.** There is only so much real estate in the core of city of Los Angeles. Most of the core city has been built out. But LA has room to grow and particularly to grow vertically. For example, using 2009 data, the population density in LA County is 2,425 persons per square mile compared to Cook County or Chicago with 5,591 persons per square mile. ([link to source](#))

Further development will require redevelopment of existing real estate. Based on accepted demographic projections, LA County will grow significantly. This growth will result in up-scaling redevelopment (particularly along transportation corridors). While we assume areas like South LA (SPA 6) will remain depressed, the potential for massive redevelopment is possible. With such redevelopment, lower income households are typically pushed out to the margins of the city and

<sup>1</sup> Source: Buffalo Commons Research, Center for Rural Entrepreneurship, December 2010.

higher income households fill in this real estate. Our current scenarios assume modest changes, but the potential for more substantial change is possible.

**Pacific Rim Connection.** LA is a connected city and gateway community to the Pacific Rim. The new Center of International Development at Harvard University is focused now on regions within this geography, including China, India and the Asian Tigers. The growth of this region likely will stimulate and grow wealth in LA County and many of its communities. Macro economic growth continues to be the number one driver of new wealth creation.

### **LA – A Global Community**

One only needs to spend some time in LA to discover that LA is a community well connected to the world. Reflecting this reality, the most recent study by the Los Angeles Economic Development Corporation dedicates an entire section to “Major Developments in the International Economy.” This analysis highlights trends in the world economy and specific development in the “Euro Area,” “Developing Asia,” “Latin & South America” and “Japan.” Not only are there strong economic ties with deep business relationships but also family, cultural and social connections with communities across the world.

[2011-2012 Economic Forecast and Industry Outlook](#), Los Angeles Economic Development Corporation, February 2011.

**Safe Harbor & Gateway Community.** Like New York and Miami, LA is a gateway community and often becomes a “safe harbor” community during times of international or regional economic or political instability. Persons with the capacity to relocate often move to gateway and safe harbor communities. Despite all of America’s challenges, its overall economic and political stability makes it highly attractive. LA, as an international community with global amenities, likely will experience wealth attraction tied to this role as a safe harbor and gateway community.

**Higher Education & Research.** LA is home to some of the world’s premiere educational institutions and public and private research institutes. It has significant populations of “creative talent” in a wide spectrum of sectors. These assets and human talent represent key development resources that can stimulate and support economic renewal, global competitiveness and wealth creation and retention. How these assets are developed and used over the coming decades can profoundly impact LA’s wealth picture.

## Wealth, LA and Other Big Cities

At the request of the California Community Foundation we have prepared some comparison analysis for LA with other major U.S. cities. We have prepared this analysis to provide deeper insight into the wealth creation and giveback potential of LA County relative to other core cities where we have completed TOW analysis.

We used indexing to see the variation in trend lines for current net worth and transfer of wealth throughout the years. In this context, indexing measures changes in the current net worth or transfer of wealth expressed in percentage changes from a base period (2010 or 2015). For instance, current net worth uses 2010 as the base period. That index moves up or down as the rate of current net worth changes. By 2060 the index climbed from 100 in 2010 to 731 for Los Angeles County, meaning that current net worth rose by 631% or 12.62% a year. On the other hand, within this same time frame the index climbed from 100 in 2010 to 203 in 2060 for Marion County, IN (Indianapolis), meaning that current net worth rose by 103% or 2% a year.

The first figure on the next page provides household Current Net Worth (CNW) trend lines for LA County in comparison to Kings County, NY (Brooklyn), Cook County, IL (Chicago), Wayne County, MI (Detroit), Cuyahoga County, OH (Cleveland), Marion County, IN (Indianapolis) and Philadelphia County, PA (Philadelphia).

Based on LA's likely demographic and economic growth trends, household CNW grows more dramatically when compared to these other benchmark communities. All these communities are projected to see growth in household wealth over time, but LA will see more growth. Brooklyn is land locked and can only grow vertically. There is a pattern of residents getting started in Brooklyn (e.g., Gateway Community) and then moving to other parts of New York City with wealth following these moves. Cook County, the urban core of Chicago, is land locked and more limited in its growth potential. The LA metro area, on the other hand, will see significant new wealth creation where growth is more likely.

The second figure on the next page provides the same place comparisons but looking at Transfer of Wealth (TOW) potential. Very similar patterns emerge, but the trend lines shift. For example Cook County has relatively slow growth in new wealth creation, but higher TOW potential. This is due to historic rooted wealth and an aging population.



Figure 6 – Comparison of Current Net Worth

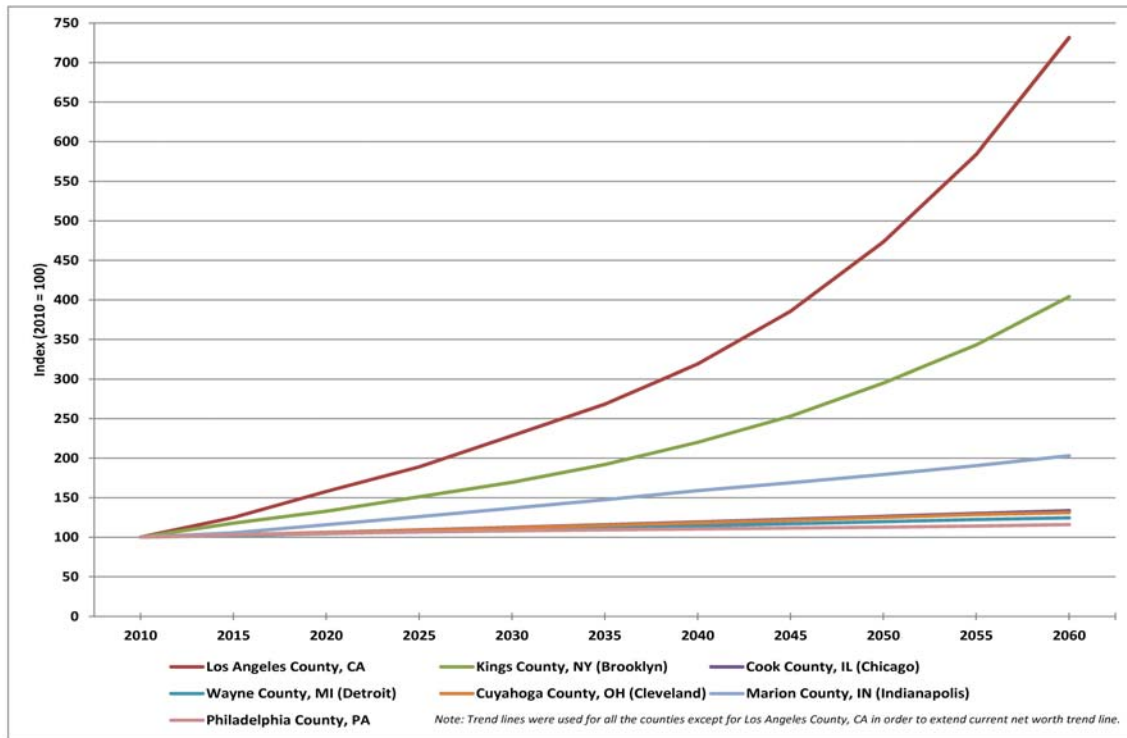


Figure 7 – Comparison of Transfer of Wealth

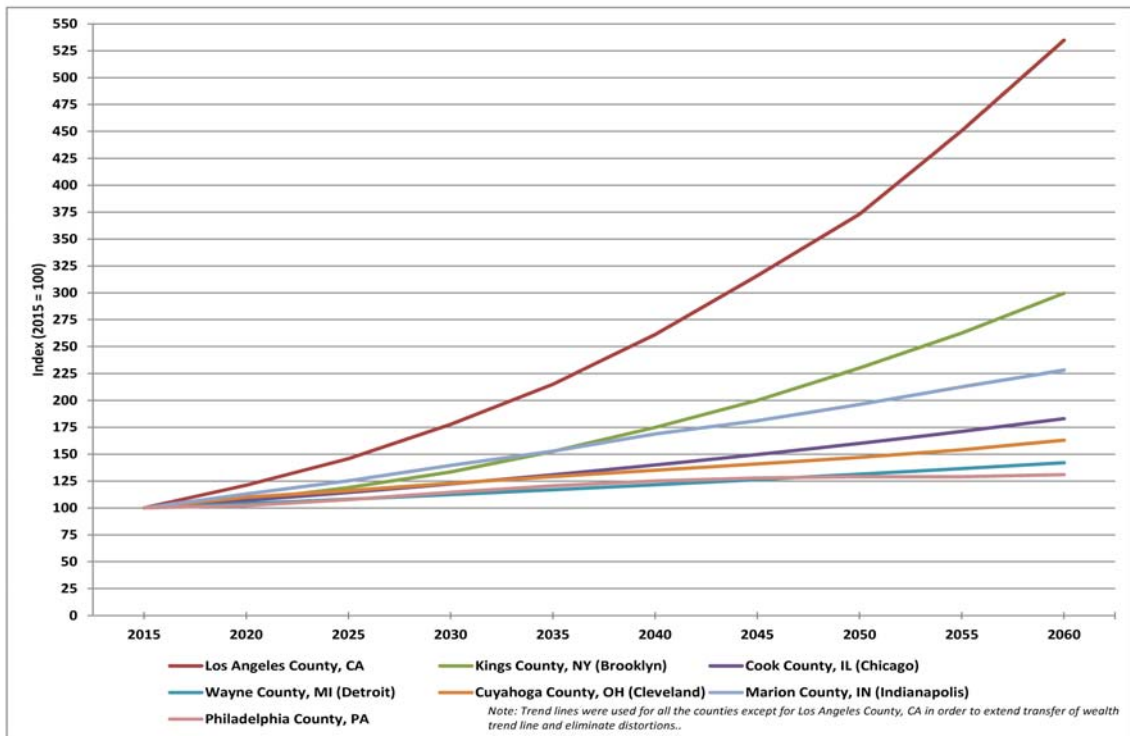


Figure 8 provides summary findings for household related current net worth and 50-year transfer of wealth opportunities for LA County and its 15 communities. Figure 9-23 provide a quick reference and comparison of per household values of the LA County reference communities with the US, California and Los Angeles County. Per household values are provided to enable quick reference and comparison between different communities and with LA County, California, the U.S. and reference communities. These averages (mean values) and median values are available through the companion Electronic library.

**Figure 8 – Summary County Results**  
**Current Net Worth & 50-Year TOW Scenario**  
*Absolute Values in Real Dollars & Comparative Per Household Values*

California Community Foundation Communities	Total Current Net Worth	Per Household Current Net Worth	50-Year Estimated Total TOW Opportunity	50 Year Per Household TOW Opportunity
	<i>Billions</i>		<i>Billions</i>	
<b>Los Angeles</b>	<b>\$689.18</b>	<b>\$209,300</b>	<b>\$1,383.96</b>	<b>\$420,300</b>
Community 1	\$22.61	\$195,000	\$40.31	\$347,800
Community 2	\$192.97	\$264,600	\$398.23	\$546,000
Community 3	\$127.84	\$234,700	\$266.87	\$490,000
Community 4	\$45.21	\$105,800	\$85.82	\$200,800
Community 5	\$106.82	\$358,100	\$269.64	\$903,900
Community 6	\$22.47	\$80,100	\$31.86	\$113,600
Community 7	\$58.58	\$158,400	\$96.13	\$260,000
Community 8	\$112.68	\$213,900	\$195.11	\$370,400
Community 9	\$56.27	\$263,600	\$141.34	\$662,200
Community 10	\$77.90	\$273,000	\$216.49	\$758,700
Community 11	\$22.43	\$375,200	\$81.15	\$1,357,800
Community 12	\$28.94	\$181,300	\$72.94	\$456,900
Community 13	\$50.85	\$413,900	\$176.01	\$1,432,500
Community 14	\$23.28	\$177,500	\$76.16	\$580,600
Community 15	\$85.98	\$348,400	\$269.64	\$1,092,700

The following provides short profiles for each of the SPAs and the seven breakout communities. Additional statistical and profile information is available for these communities. This information is available through the companion Electronic Library.

### **Community 1 - SPA 1 – Antelope Valley**

This area is defined by its association with the San Gabriel Mountains including the foothill residents on the western side and the communities of Lancaster and Palmdale on the Eastern side of the Mountains. This is the largest geographic area in the County with a relatively low population density due to the San Gabriel Mountains. This area is typical of middle class and working class households with lower rates of household CNW, TOW potential and high net worth households. However, this area is growing and it is younger when compared to LA County averages.

### **Community 2 - SPA 2 – San Fernando Valley**

Area 2 is physically very large and is defined by the San Fernando Valley. Its boundary to the west is defined by the Santa Monica Mountains and is composed of built up areas and interior communities. This area is relatively diverse and includes a wide range of communities including pockets of higher net worth households. Compared to LA County this area has somewhat higher 2010 CNW, higher TOW potential and a higher incidence of high net worth households. Housing values tend to be higher with comparable economic and demographic growth rates to LA County. It is somewhat older on average with higher educational attainment rates and greater incidences of professional workers.

### **Community 3 - SPA 3 – San Gabriel Valley**

The San Gabriel Valley area adjoins Orange County to the east. It is the third largest area based on geography. The northern part of this area includes the San Gabriel Mountains with limited urbanization. Like the San Fernando Valley area, it is very diverse and also contains a wide range of communities with some pockets of higher net worth households. 2010 CNW household values are higher with somewhat greater TOW potential, a higher incidence of high net worth households and housing values on average that are higher when compared to LA County. This area is seeing comparable economic and demographic growth when compared to LA County but with net job losses over the past decade. There is a higher concentration of group quarters in this area.

### **Community 4 - SPA 4 – Metro**

SPA 4 includes downtown LA. This is an area of diverse land use from commercial to public (sport arenas for example) to industrial to residential. Metro or downtown LA is undergoing significant redevelopment resulting in a wider range of households now calling this area home. This includes struggling students to high net worth urban core dwellers. On average, per household CNW in 2010 is low at \$106,000 or 51% of the County-wide value. However, this value is deceiving and includes a growing concentration of higher net worth households. Our scenario finds a lower than average TOW potential. But as the central core redevelops and central city living increases, these estimates could

prove conservative as reflected in higher overall housing values. Group quarters are significantly higher in SPA 4 when compared to the County averages.

**Figure 9 - Community1 (SPA 1 / Antelope Valley)**

		U.S.	California	Los Angeles County	C 1
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18	\$22.61
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3	\$195.0
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53	\$3.52
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5	\$30.4
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96	\$40.31
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3	\$347.8
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8	2.4
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0	2.4
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8	2.5
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Health Care	13.9	12.6	12.5	14.0
	Manufacturing	9.6	9.2	10.5	9.1
	Retail Trade	11.4	10.9	10.3	11.7
	Educational Services	10.4	10.1	10.0	11.3
	Professional/Technical	6.3	7.7	7.5	5.2
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Office/Administration	13.6	14.0	14.7	13.9
	Sales	11.4	11.6	11.7	11.3
	Management	9.5	10.1	9.1	8.5
	Education/Library	6.8	6.7	6.5	7.4
	Production	5.7	4.7	6.2	4.5
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879	\$69,888
	2010 Median Household Income	\$54,442	\$60,992	\$54,755	\$57,779
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448	\$21,641
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158	\$232,986
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987	\$200,740
	Percent of Households with \$200k Income	3.5	5.6	4.8	2.5
	Percent of Households with \$500k Income	0.4	0.7	0.6	0.3
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505	383,561
	2010 Total Households	116,761,140	12,662,806	3,292,577	116,058
	2010 Median Age	37.0	34.4	32.8	31.5
	<b><u>Percent of Education Attainment for Pop 25+</u></b>				
	Less than Associate Degree	64.2	62.4	64.6	72.5
	Associate Degree	7.7	7.7	6.8	8.7
	Bachelor's Degree	17.7	19.1	18.8	12.5
	Graduate Degree	10.4	10.8	9.8	6.3
	Percent of Groups Quarters Population	2.7	2.3	1.8	2.3

**Figure 10 - Community 2 (SPA 2 / San Fernando Valley)**

		U.S.	California	Los Angeles County	C 2	
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18	\$192.97	
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3	\$264.6	
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53	\$32.78	
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5	\$45.0	
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96	\$398.23	
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3	\$546.0	
	Population (% Δ, 2000-2010)	1.1	1.2	0.8	0.9	
Employment (% Δ, 2000-2010)	0.5	0.4	0.0	0.2		
Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8	1.8		
Macro Trends	<b><u>Percent of Employment in Sector (2010)</u></b>					
	Health Care	13.9	12.6	12.5	12.5	
	Manufacturing	9.6	9.2	10.5	8.6	
	Retail Trade	11.4	10.9	10.3	10.6	
	Educational Services	10.4	10.1	10.0	9.1	
	Professional/Technical	6.3	7.7	7.5	8.8	
	<b><u>Percent of Employment in Sector (2010)</u></b>					
	Office/Administration	13.6	14.0	14.7	14.4	
	Sales	11.4	11.6	11.7	12.6	
	Management	9.5	10.1	9.1	10.5	
	Education/Library	6.8	6.7	6.5	6.3	
	Production	5.7	4.7	6.2	4.8	
	CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879	\$84,710
		2010 Median Household Income	\$54,442	\$60,992	\$54,755	\$61,912
		2010 Per Capita Income	\$26,739	\$27,845	\$24,448	\$28,587
2010 Average Value: Owner Housing Unit		\$220,131	\$398,345	\$452,158	\$488,890	
2010 Median Value: Owner Housing Unit		\$157,913	\$311,251	\$361,987	\$409,952	
Percent of Households with \$200k Income		3.5	5.6	4.8	6.1	
Percent of Households with \$500k Income		0.4	0.7	0.6	0.7	
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505	2,171,467	
	2010 Total Households	116,761,140	12,662,806	3,292,577	725,086	
	2010 Median Age	37.0	34.4	32.8	35.2	
	<b><u>Percent of Education Attainment for Pop 25+</u></b>					
	Less than Associate Degree	64.2	62.4	64.6	59.4	
	Associate Degree	7.7	7.7	6.8	7.1	
	Bachelor's Degree	17.7	19.1	18.8	22.3	
	Graduate Degree	10.4	10.8	9.8	11.2	
	Percent of Groups Quarters Population	2.7	2.3	1.8	1.4	

**Figure 11 - Community 3 (SPA 3 / San Gabriel Valley)**

	U.S.	California	Los Angeles County	C 3
<b>Results</b>	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
<b>Macro Trends</b>	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
<b>CNW Indicators (2010)</b>	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
<b>Key Characteristics (2010)</b>	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b><u>Percent of Education Attainment for Pop 25+</u></b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8

Figure 12 - Community 4 (SPA 4 / Metro)

	U.S.	California	Los Angeles County	C 4
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b><u>Percent of Education Attainment for Pop 25+</u></b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8



### **Community 5 - SPA 5 – West LA**

West LA or SPA 5 is defined by its relationship with the Pacific Ocean. This area includes a string of largely coastal communities running from Los Angeles International Airport to Marina del Rey, Santa Monica and on over to Malibu. This area has LA County's highest per household CNW in 2010 at \$358,000 or 171% of the County-wide value. The capacity of residents in this area for community giveback is significant with substantially higher TOW potential, higher concentrations of high net worth households and higher overall housing values. Incomes are significantly higher in this area when compared to the County averages. The overall population is older and TOW will come sooner and quicker in this area.

### **Community 6 - SPA 6 – South LA**

This area includes core city communities like Compton and Watts. It is more economically distressed and has LA County's lowest average CNW at \$80,000 per household in 2010 (38% of the LA County average). Overall, this area and its communities are distressed and hold less potential for community giveback. But, some parts of this area over time will likely experience redevelopment as LA restructures itself spatially. This area contains 10% of the County's population and it is very young (median age of 26.4 versus the County average of 32.8 years). Overall education levels are lower and professions are concentrated in production, logistics, offices and sales. SPA 6 is dynamic and changing.

### **Community 7 - SPA 7 – East LA**

SPA 7 includes the communities of East LA running from Huntington Park to Downey to La Miranda on the coast. This is an increasingly diverse set of communities with a wide range of TOW opportunities. CNW and TOW opportunities are lower in SPA 7. There is twice the manufacturing activity and associated production jobs in this area when compared to LA County. Overall housing values are lower and the incidence of high net worth households is significantly lower.

### **Community 8 - SPA 8 – South Bay**

SPA 8 or South Bay includes industrial Long Beach, San Pedro and Torrance. Like other SPAs it is diverse with a wide range of communities. Overall, average wealth holding is \$214,000 per household in 2010 or slightly higher than the County-wide value. TOW opportunities and the incidence of high net worth households are comparable to the County-wide averages. Housing values, educational attainment and incomes are somewhat higher. 15% of the County's population is located in South Bay.

### **Community 9 – East County**

This long and narrow geography (see map) extends from the community of Norwalk over to Rowland Heights and up to La Verne. 2010 CNW values are

somewhat higher compared to the County. Short and long-term TOW opportunities are higher. Incomes are somewhat higher, but housing values on average are lower. Growth, education rates, economic structure and median age are all comparable to the County averages. This somewhat mixed picture reflects the diversity of communities contained within East County.

**Figure 13 - Community 5 (SPA 5 / West)**

	U.S.	California	Los Angeles County	C 5	
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18	\$106.82
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3	\$358.1
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53	\$20.18
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5	\$67.7
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96	\$269.64
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3	\$903.9
	Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8
Employment (% Δ, 2000-2010)		0.5	0.4	0.0	-0.2
Per Capita Income (% Δ, 2000-2010)		2.4	2.3	1.8	1.3
<b><u>Percent of Employment in Sector (2010)</u></b>					
Health Care		13.9	12.6	12.5	12.4
Manufacturing		9.6	9.2	10.5	3.9
Retail Trade		11.4	10.9	10.3	8.3
Educational Services		10.4	10.1	10.0	13.1
Professional/Technical		6.3	7.7	7.5	15.3
<b><u>Percent of Employment in Sector (2010)</u></b>					
Office/Administration		13.6	14.0	14.7	11.6
Sales		11.4	11.6	11.7	12.1
Management		9.5	10.1	9.1	13.6
Education/Library		6.8	6.7	6.5	8.3
Production		5.7	4.7	6.2	1.4
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879	\$108,208
	2010 Median Household Income	\$54,442	\$60,992	\$54,755	\$69,233
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448	\$49,413
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158	\$778,307
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987	\$736,125
	Percent of Households with \$200k Income	3.5	5.6	4.8	12.5
	Percent of Households with \$500k Income	0.4	0.7	0.6	1.9
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505	663,048
	2010 Total Households	116,761,140	12,662,806	3,292,577	298,450
	2010 Median Age	37.0	34.4	32.8	38.6
	<b><u>Percent of Education Attainment for Pop 25+</u></b>				
	Less than Associate Degree	64.2	62.4	64.6	37.3
	Associate Degree	7.7	7.7	6.8	5.8
	Bachelor's Degree	17.7	19.1	18.8	33.0
	Graduate Degree	10.4	10.8	9.8	23.9
	Percent of Groups Quarters Population	2.7	2.3	1.8	3.3

Figure 14 - Community 6 (SPA 6 / South)

	U.S.	California	Los Angeles County	C 6
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b>Percent of Employment in Sector (2010)</b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b>Percent of Employment in Sector (2010)</b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b>Percent of Education Attainment for Pop 25+</b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8

Figure 15 - Community 7 (SPA 7 / East)

	U.S.	California	Los Angeles County	C 7
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b>Percent of Employment in Sector (2010)</b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b>Percent of Employment in Sector (2010)</b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b>Percent of Education Attainment for Pop 25+</b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8

**Figure 16 - Community 8 (SPA 8 / South Bay)**

	U.S.	California	Los Angeles County	C 8
<b>Results</b>	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
<b>Macro Trends</b>	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
<b>CNW Indicators (2010)</b>	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
<b>Key Characteristics (2010)</b>	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b><u>Percent of Education Attainment for Pop 25+</u></b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8

**Figure 17 - Community 9 (East County)**

		U.S.	California	Los Angeles County	C 9
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18	\$56.27
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3	\$263.6
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53	\$9.71
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5	\$45.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96	\$141.34
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3	\$662.2
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8	0.6
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8	1.9
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Health Care	13.9	12.6	12.5	12.3
	Manufacturing	9.6	9.2	10.5	11.6
	Retail Trade	11.4	10.9	10.3	10.8
	Educational Services	10.4	10.1	10.0	12.8
	Professional/Technical	6.3	7.7	7.5	5.8
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Office/Administration	13.6	14.0	14.7	15.9
	Sales	11.4	11.6	11.7	12.4
	Management	9.5	10.1	9.1	10.0
	Education/Library	6.8	6.7	6.5	8.1
	Production	5.7	4.7	6.2	5.7
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879	\$81,024
	2010 Median Household Income	\$54,442	\$60,992	\$54,755	\$65,413
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448	\$24,045
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158	\$395,162
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987	\$351,603
	Percent of Households with \$200k Income	3.5	5.6	4.8	4.0
	Percent of Households with \$500k Income	0.4	0.7	0.6	0.4
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505	734,202
	2010 Total Households	116,761,140	12,662,806	3,292,577	213,421
	2010 Median Age	37.0	34.4	32.8	33.7
	<b><u>Percent of Education Attainment for Pop 25+</u></b>				
	Less than Associate Degree	64.2	62.4	64.6	62.3
	Associate Degree	7.7	7.7	6.8	8.2
	Bachelor's Degree	17.7	19.1	18.8	19.6
	Graduate Degree	10.4	10.8	9.8	9.9
	Percent of Groups Quarters Population	2.7	2.3	1.8	2.3

### Community 10 – Pasadena, Burbank, Glendale & North Valley

This area contains the communities of Pasadena, Burbank, Glendale and North Valley. CNW and TOW potential is higher when compared to the County averages. Housing values and incomes also are higher and there is a higher

incidence of high net worth households. Growth rates are stronger based on the last decade's performance. The population is somewhat older with high concentrations in professional, technical and management careers. Educational attainment levels are higher as well.

### **Community 11 – Santa Clara, Stevenson Ranch & Valencia**

Community 11 includes Santa Clara, Stevenson Ranch and Valencia. Compared to the area this community has significantly more CNW and twice the TOW potential compared to the County averages. The incidence of high net worth households, housing values and incomes are higher. Economic and demographic growth over the challenging decade of the 2000s is very strong. Age wise this community is older, better educated and with a higher concentration in management level careers.

### **Community 12 – Long Beach, Lakewood & Bixby Knolls**

Long Beach has somewhat lower overall CNW and short-term TOW opportunities. However, long-term, given development trends, the TOW opportunities actually expand more rapidly when compared to the County. Housing values, income, education and growth characteristics are comparable to the County averages. The incidence of high net worth households is lower.

### **Community 13 – Palos Verdes, Beach Cities & Torrance**

This community is defined in part by its association with the ocean and its sea side communities. This area has significantly higher income, housing values and CNW values when compared to the County averages. The TOW potential is very large and the incidence of high net worth households is greater. The population is older, better educated and concentrated in careers related to management and professional employment. The economic was relatively weak over the past decade.

### **Community 14 – West Hollywood, Sunset Plaza, Los Feliz & Silver Lake**

This is a very diverse community despite its compact geography. Average income and CNW values are somewhat below the County averages. But the TOW potential and incidence of high net worth households is higher. Overall education rates are higher and there is concentration of professions living within this community.

### **Community 15 - Valley**

The Valley Community is more affluent with higher levels of CNW. The TOW potential is significant and incidence of high net worth households is very great. Housing values and incomes are above the County averages. The economy is mixed. The population is older, better educated and working in careers ranging from professions, technical, sales and management.



**Figure 18 - Community 10**  
**(Pasadena, Burbank, Glendale and North Valley)**

	U.S.	California	Los Angeles County	C 10	
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18	\$77.90
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3	\$273.0
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53	\$15.05
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5	\$52.7
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96	\$216.49
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3	\$758.7
	Population (% Δ, 2000-2010)	1.1	1.2	0.8	0.5
Employment (% Δ, 2000-2010)	0.5	0.4	0.0	-0.2	
Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8	1.7	
Macro Trends	Percent of Employment in Sector (2010)				
	Health Care	13.9	12.6	12.5	14.3
	Manufacturing	9.6	9.2	10.5	6.8
	Retail Trade	11.4	10.9	10.3	9.5
	Educational Services	10.4	10.1	10.0	11.3
	Professional/Technical	6.3	7.7	7.5	10.5
	Percent of Employment in Sector (2010)				
	Office/Administration	13.6	14.0	14.7	14.2
	Sales	11.4	11.6	11.7	11.7
	Management	9.5	10.1	9.1	11.5
	Education/Library	6.8	6.7	6.5	7.7
	Production	5.7	4.7	6.2	3.5
	CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879
2010 Median Household Income		\$54,442	\$60,992	\$54,755	\$60,920
2010 Per Capita Income		\$26,739	\$27,845	\$24,448	\$31,064
2010 Average Value: Owner Housing Unit		\$220,131	\$398,345	\$452,158	\$558,754
2010 Median Value: Owner Housing Unit		\$157,913	\$311,251	\$361,987	\$490,130
Percent of Households with \$200k Income		3.5	5.6	4.8	6.6
Percent of Households with \$500k Income		0.4	0.7	0.6	0.8
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505	784,075
	2010 Total Households	116,761,140	12,662,806	3,292,577	285,343
	2010 Median Age	37.0	34.4	32.8	38.3
	Percent of Education Attainment for Pop 25+				
	Less than Associate Degree	64.2	62.4	64.6	51.3
	Associate Degree	7.7	7.7	6.8	7.8
	Bachelor's Degree	17.7	19.1	18.8	25.5
	Graduate Degree	10.4	10.8	9.8	15.3
	Percent of Groups Quarters Population	2.7	2.3	1.8	1.4

**Figure 19 - Community 11  
(Santa Clarita, Stevenson Ranch and Valencia)**

	U.S.	California	Los Angeles County	C 11
<b>Results</b>	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
<b>Macro Trends</b>	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
<b>CNW Indicators (2010)</b>	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
<b>Key Characteristics (2010)</b>	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b><u>Percent of Education Attainment for Pop 25+</u></b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8

**Figure 20 - Community 12 (Long Beach, Lakewood and Bixby Knolls)**

		U.S.	California	Los Angeles County	C 12
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18	\$28.94
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3	\$181.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53	\$4.82
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5	\$30.2
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96	\$72.94
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3	\$456.9
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8	0.5
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0	-0.2
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8	2.0
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Health Care	13.9	12.6	12.5	13.7
	Manufacturing	9.6	9.2	10.5	9.8
	Retail Trade	11.4	10.9	10.3	9.8
	Educational Services	10.4	10.1	10.0	12.3
	Professional/Technical	6.3	7.7	7.5	6.7
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Office/Administration	13.6	14.0	14.7	14.3
	Sales	11.4	11.6	11.7	11.4
	Management	9.5	10.1	9.1	10.2
	Education/Library	6.8	6.7	6.5	8.4
	Production	5.7	4.7	6.2	4.2
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879	\$70,046
	2010 Median Household Income	\$54,442	\$60,992	\$54,755	\$54,766
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448	\$26,223
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158	\$437,678
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987	\$386,275
	Percent of Households with \$200k Income	3.5	5.6	4.8	3.4
	Percent of Households with \$500k Income	0.4	0.7	0.6	0.3
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505	432,339
	2010 Total Households	116,761,140	12,662,806	3,292,577	159,633
	2010 Median Age	37.0	34.4	32.8	33.2
	<b><u>Percent of Education Attainment for Pop 25+</u></b>				
	Less than Associate Degree	64.2	62.4	64.6	60.6
	Associate Degree	7.7	7.7	6.8	8.4
	Bachelor's Degree	17.7	19.1	18.8	20.7
	Graduate Degree	10.4	10.8	9.8	10.3
	Percent of Groups Quarters Population	2.7	2.3	1.8	1.7

**Figure 21 - Community 13 (Palos Verdes, Beach Cities and Torrance)**

	U.S.	California	Los Angeles County	C 13
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b>Percent of Employment in Sector (2010)</b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b>Percent of Employment in Sector (2010)</b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b>Percent of Education Attainment for Pop 25+</b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8

**Figure 22 - Community 14**  
**(West Hollywood, Sunset Plaza, Los Feliz and Silver Lake)**

	U.S.	California	Los Angeles County	C 14
<b>Results</b>	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3
<b>Macro Trends</b>	Population (% Δ, 2000-2010)	1.1	1.2	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Health Care	13.9	12.6	12.5
	Manufacturing	9.6	9.2	10.5
	Retail Trade	11.4	10.9	10.3
	Educational Services	10.4	10.1	10.0
	Professional/Technical	6.3	7.7	7.5
	<b><u>Percent of Employment in Sector (2010)</u></b>			
	Office/Administration	13.6	14.0	14.7
	Sales	11.4	11.6	11.7
	Management	9.5	10.1	9.1
	Education/Library	6.8	6.7	6.5
	Production	5.7	4.7	6.2
<b>CNW Indicators (2010)</b>	2010 Average Household Income	\$70,173	\$82,070	\$74,879
	2010 Median Household Income	\$54,442	\$60,992	\$54,755
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987
	Percent of Households with \$200k Income	3.5	5.6	4.8
	Percent of Households with \$500k Income	0.4	0.7	0.6
<b>Key Characteristics (2010)</b>	2010 Total Population	311,212,863	37,983,948	10,240,505
	2010 Total Households	116,761,140	12,662,806	3,292,577
	2010 Median Age	37.0	34.4	32.8
	<b><u>Percent of Education Attainment for Pop 25+</u></b>			
	Less than Associate Degree	64.2	62.4	64.6
	Associate Degree	7.7	7.7	6.8
	Bachelor's Degree	17.7	19.1	18.8
	Graduate Degree	10.4	10.8	9.8
	Percent of Groups Quarters Population	2.7	2.3	1.8

Figure 23 - Community 15 (Valley)

		U.S.	California	Los Angeles County	C 15
Results	Current Net Worth (in Billions)	\$28,065.17	\$2,789.58	\$689.18	\$85.98
	Per Household (in Thousands)	\$234.7	\$220.3	\$209.3	\$348.4
	10 Year Transfer of Wealth (in Billions)	\$6,162.74	\$490.27	\$113.53	\$16.57
	Per Household (in Thousands)	\$51.5	\$38.7	\$34.5	\$67.2
	50 Year Transfer of Wealth (in Billions)	\$75,089.08	\$6,562.14	\$1,383.96	\$269.64
	Per Household (in Thousands)	\$628.0	\$518.2	\$420.3	\$1,092.7
Macro Trends	Population (% Δ, 2000-2010)	1.1	1.2	0.8	0.8
	Employment (% Δ, 2000-2010)	0.5	0.4	0.0	-0.1
	Per Capita Income (% Δ, 2000-2010)	2.4	2.3	1.8	1.7
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Health Care	13.9	12.6	12.5	12.5
	Manufacturing	9.6	9.2	10.5	7.0
	Retail Trade	11.4	10.9	10.3	10.8
	Educational Services	10.4	10.1	10.0	9.7
	Professional/Technical	6.3	7.7	7.5	10.8
	<b><u>Percent of Employment in Sector (2010)</u></b>				
	Office/Administration	13.6	14.0	14.7	13.5
	Sales	11.4	11.6	11.7	14.0
	Management	9.5	10.1	9.1	12.0
	Education/Library	6.8	6.7	6.5	6.8
	Production	5.7	4.7	6.2	3.2
CNW Indicators (2010)	2010 Average Household Income	\$70,173	\$82,070	\$74,879	\$96,814
	2010 Median Household Income	\$54,442	\$60,992	\$54,755	\$67,279
	2010 Per Capita Income	\$26,739	\$27,845	\$24,448	\$35,496
	2010 Average Value: Owner Housing Unit	\$220,131	\$398,345	\$452,158	\$564,774
	2010 Median Value: Owner Housing Unit	\$157,913	\$311,251	\$361,987	\$484,328
	Percent of Households with \$200k Income	3.5	5.6	4.8	8.9
	Percent of Households with \$500k Income	0.4	0.7	0.6	1.1
Key Characteristics (2010)	2010 Total Population	311,212,863	37,983,948	10,240,505	677,378
	2010 Total Households	116,761,140	12,662,806	3,292,577	246,759
	2010 Median Age	37.0	34.4	32.8	38.1
	<b><u>Percent of Education Attainment for Pop 25+</u></b>				
	Less than Associate Degree	64.2	62.4	64.6	51.3
	Associate Degree	7.7	7.7	6.8	7.2
	Bachelor's Degree	17.7	19.1	18.8	26.8
	Graduate Degree	10.4	10.8	9.8	14.6
	Percent of Groups Quarters Population	2.7	2.3	1.8	1.1

## Estimates of High Net Worth Households

Most households giveback to their communities, making donations of time and funds to their churches, local schools and assorted other causes and charities. Giveback is a widely held cultural tradition in the United States. U.S. and state laws encourage giveback through assorted tax advantages and charitable incentives. Encouraging broad-based giveback is important to most communities. However, the potential for significant charitable giveback is shaped by wealth capacity. Higher net worth households simply have greater capacity to giveback because they control more wealth. At the request of the Technical Advisory Committee and the California Community Foundation, we have prepared analysis on LA County's HNW households. We have employed numerous research sources and a probability model to create this profile of HNW households within the County.

Each year FORBES Magazine compiles and publishes its FORBES 400 identifying some of the world's wealthiest households. Persons from the FORBES 400 Los Angeles County list include well known names like Steven Spielberg, Kirk Kerkorian and David Murdock. Attachment B with this Report provides a listing of LA County households on the 2010 FORBES 400 list. Figure 24 summarizes some key findings from the FORBES 400 2010 list.

**Figure 24 – Summary Findings of the 2010 FORBES 400**

<b>Geography</b>	<b>Number of People</b>	<b>Total CNW (\$ billions)</b>	<b>% of CNW <i>Current Net Worth</i></b>
FORBES 400	400	\$1,368.90	100%
Los Angeles County	28	\$67.55	7%
California	84	\$252.45	21%
U.S. Residents	388	\$1,330.45	97%

LA County alone is home to 7% of the FORBES 400. By comparison, LA County is home to 2.8% of the Nation's population. These 28 households alone hold an estimated \$67.88 billion of wealth. California, like LA County, also has a higher share of FORBES 400 households with 21%, compared to the U.S. share of households at 10.8%. The 84 Californians on the FORBES list represent \$252.45 billion of household wealth.

Next we estimate the number of households in 2010 by net worth group for the United States, Los Angeles County and California. The U.S. values are based on detailed survey work by the Federal Reserve through their Survey of Consumer Finance report. We employed this information, along with estimates of million dollar plus CNW households from ESRI of Chicago, to estimate the number of HNW households for Los Angeles and California.



Figure 25 below provides the Federal Reserve's projections of HNW households for the United States based on the 2007 Survey of Consumer Finance data, adjusted for wealth losses associated with the Great Recession between 2007 and 2010. The primary losses in wealth-holding occurred in 2008 and in 2009. Recovery began in 2009 for many HNW households and continued into 2010.

The Federal Reserve projects there are 10.5 million American households with CNWs of \$1 million or more. The majority of these households are in the \$10 million and under categories. There are just under a quarter of million households with CNWs of over \$20 million. However, wealth holding is concentrated in the upper wealth groups. The estimated wealth losses between 2007 and 2010 decrease from a high of over 17% for the \$1 to \$1.5 million group to a low of 7% for the \$20 million plus group. These changes reflect the unique asset holding or portfolios of each group. The lower CNW groups have a higher percentage of their wealth in residential real estate. Middle wealth groups tend to have higher concentrations of privately held business wealth. Finally, the highest wealth groups tend to have very diversified holdings with greater shares in financial investments. Given the recovery in the stock market, these asset groups have rebounded significantly from the earlier losses associated with the Great Recession.

**Figure 25 – Estimated U.S. High Net Worth Households**

<b>Net Worth Group</b> <i>Millions</i>	<b>Number of Households</b> <i>Actual</i>	<b>Total 2007</b> <i>Trillions</i>	<b>Net Worth 2010</b> <i>Trillions</i>	<b>% Change</b> <i>07 to 2010</i>	<b>% of Total</b> <i>2010 CNW</i>
\$1 to \$1.5	3,519,476	\$4.13	\$3.42	-17.19%	8.78%
\$1.5 to 2	1,522,373	\$2.66	\$2.21	-16.92%	5.67%
\$2 to 2.5	1,093,396	\$2.46	\$2.05	-16.67%	5.26%
\$2.5 to 5	2,183,242	\$7.57	\$6.35	-16.12%	16.29%
\$5 to 10	1,364,413	\$9.76	\$8.25	-15.47%	21.17%
\$10 to 15	416,753	\$5.00	\$4.32	-13.60%	11.09%
\$15 to 20	150,376	\$2.54	\$2.26	-11.02%	5.80%
\$20+	238,420	\$10.88	\$10.11	-7.08%	25.94%
Total	10,488,449	\$45.00	\$38.97	-13.40%	100.00%

*Sources: Survey of Consumer Finances, Federal Reserve, 2009;  
Center for Rural Entrepreneurship, 2011 & ESRI, Chicago, 2011*

Figure 26 provides a graphic illustration of how the asset mix changes with HNW households nationally. While this mix of assets will vary somewhat from geography to geography and vary significantly from wealth holder to wealth holder, the overall pattern is likely to be consistent as we move from national patterns to California to Los Angeles. For those HNW households with CNW levels of under \$5 million a significant portion of their wealth is concentrated in

residential real estate, with lesser amounts in financial investments and businesses. Clearly the housing bubble and the Great Recession have reset valuations and significantly impacted this asset component. This reality is reflected in our projections of 2010 HNW profiles for LA County and California.

Within the \$5 to \$10 million group, the allocation of assets is more equal between residential real estate, financial investments and businesses. As we progress to ever higher net worth households, business holdings surpass financial investments, residential real estate and stocks and bonds ownership. While losses have occurred with the Great Recession in financial investments like stocks, there has been a relatively strong recovery particularly among active traders or higher net worth investors. The impact on business holdings has been mixed. For those who failed during or following the recession there have been significant losses, and these are likely to be permanent. However, for those businesses that made it through, many are actually stronger with higher valuations today. This mix of impacts will average out somewhat within the entire portfolio of HNW households. Within the cohort, there will be a wide range of good and bad impacts. (See Attachment C for a detailed description of financial and non-financial assets.)

**Figure 26 – Distribution of Assets**

<b>High Net Worth Range</b>	<b>Top Five Wealth Assets</b>				
<b>\$1-\$1.5 Million</b>	Residence	Financial*	Business	Non-Financial**	Stocks & Bonds
<b>Percent of Total</b>	43.5%	34.9%	9.8%	7.0%	4.8%
<b>\$1.5-\$2 Million</b>	Residence	Financial	Business	Non-Financial	Stocks & Bonds
<b>Percent of Total</b>	41.6%	36.0%	11.1%	6.1%	5.2%
<b>\$2-\$2.5 Million</b>	Residence	Financial	Business	Stocks & Bonds	Non-Financial
<b>Percent of Total</b>	39.0%	29.5%	17.0%	8.0%	6.5%
<b>\$2.5-\$5 Million</b>	Residence	Financial	Business	Stocks & Bonds	Non-Financial
<b>Percent of Total</b>	37.0%	31.3%	16.3%	8.6%	6.8%
<b>\$5-\$10 Million</b>	Residence	Financial	Business	Stocks & Bonds	Non-Financial
<b>Percent of Total</b>	28.5%	28.5%	24.5%	11.0%	7.6%
<b>\$10-\$15 Million</b>	Business	Financial	Residence	Stocks & Bonds	Non-Financial
<b>Percent of Total</b>	37.3%	27.1%	19.7%	9.9%	6.0%
<b>\$15-\$20 Million</b>	Business	Financial	Residence	Stocks & Bonds	Non-Financial
<b>Percent of Total</b>	41.6%	24.3%	19.3%	11.4%	3.5%
<b>\$20+ Million</b>	Business	Financial	Stocks & Bonds	Residence	Non-Financial
<b>Percent of Total</b>	50.0%	18.2%	17.0%	9.8%	4.9%

*Source: The Federal Reserve Board, Survey of Consumer Finances, 2007*

\*Financial assets include all financial assets but exclude stocks & bonds.

\*\*Non-financial assets include all non-financial assets but exclude residence and business.

Figure 27 summarizes our estimates of HNW households as associated wealth for both Los Angeles County and California. These are estimates based on national profiles adapted to California. As further research becomes available, these estimates can be refined. But, with currently available research, these are the most likely estimates now available.

**Figure 27 – Estimated High Net Worth Households  
For Los Angeles County and California, 2010**

<b>Net Worth</b>	<b>Los Angeles</b>		<b>County</b>		<b>State of</b>	
	<b>Number of</b>		<b>Estimated</b>		<b>Number of</b>	<b>California</b>
<b>Group</b>	<b>Households</b>	<b>Percent</b>	<b>2010 Net</b>	<b>Percent</b>	<b>Households</b>	<b>Estimated</b>
<b>Millions</b>	<b>Estimated</b>	<b>of Total</b>	<b>Worth</b>	<b>of Total</b>	<b>Estimated</b>	<b>2010 Net</b>
			<b>Billions</b>			<b>Worth</b>
						<b>Billions</b>
\$1 to \$1.5	85,333	33.6%	\$82.77	8.8%	399,495	\$387.50
\$1.5 to 2	36,895	14.5%	\$53.50	5.7%	172,728	\$250.47
\$2 to 2.5	26,495	10.4%	\$49.55	5.3%	124,039	\$231.97
\$2.5 to 5	52,939	20.8%	\$154.05	16.3%	247,839	\$721.20
\$5 to 10	33,081	13.0%	\$200.14	21.2%	154,872	\$936.96
\$10 to 15	10,120	4.0%	\$104.94	11.1%	47,378	\$491.29
\$15 to 20	3,636	1.4%	\$54.65	5.8%	17,022	\$255.85
\$20+	5,772	2.3%	\$244.73	25.9%	27,022	\$1,145.73
Total	254,270	100.0%	\$944.33	100.0%	1,190,390	\$4,420.97

*Sources: Survey of Consumer Finances, Federal Reserve, 2009;  
Center for Rural Entrepreneurship, 2011 & ESRI, Chicago, 2011*

According ESRI of Chicago, in 2010 California was home to 1,190,390 households with CNW's of over \$1 million. We are assuming a similar distribution based on the national research for both California and Los Angeles by wealth group. Of these HNW households, ESRI estimates 254,270 are located in Los Angeles County.

California's HNW households hold an estimated \$4.4 trillion of wealth. In Los Angeles County, HNW households hold nearly \$1 trillion of wealth (\$944.33 billion). A quick comparison with Figure 1 earlier in this report will confirm that the wealth holding of LA County's HNW households is more than our estimate for the total CNW in all of LA County in 2010. This is not a mistake. Our estimate in Figure 1 includes asset discounting to provide a better estimate of likely wealth that is available for potential giveback. Our discounting is based on national research and our experience with projects across the United States. Our discounting rates range from 40 to as high as 80 percent based on the kinds of assets and wealth holding patterns within a community. Our estimates in the previous table are not discounted and represent unadjusted household wealth.

### **Discounting Household Current Net Worth (CNW)**

We discount the CNW to better reflect the actual philanthropic opportunity by eliminating assets that are unlikely to become available for giveback. For 2010 we estimate LA County's CNW at \$689 billion. Had we not discounted the estimate would have been nearly \$1.3 trillion. While we can with any degree of confidence estimate the discount rate for HNW households, we have assigned our overall discount of 46% or \$529 billion for CNW households versus \$944 billion for HNW households. However, this discount rate is probably too liberal and the most likely value ranges from \$400 to \$500 billion or 58% to 73% of total CNW in 2010 for all households in LA County.

Theoretically all this wealth is in play for potential community giveback. But the owners of this wealth have complete control as to how their estates are allocated over their lives and at their death. It is very difficult to estimate a discount rate for this very unique group of households.

Consequently we have not discounted this group. It is possible that all or none of this wealth may be given back to LA. However, past history would suggest that a significant portion on average will represent a giveback opportunity for LA and its philanthropic community.

## Additional Resources

There are better data available about national wealth holding, allowing researchers to provide more detailed analysis of trends than can be obtained with state and county level research. This national level analysis creates an important historical context for this Transfer of Wealth work that is useful in identifying the best way to use this study as a foundation for policy and practice. To provide some of this grounding in the study of wealth holding in the U.S., we produced [\*American Wealth – Household Wealth Holding in America\*](#). This report combines various information sources to create a useful chart book that can quickly help you and your communities better understand the community development philanthropy opportunity.

In addition to this national level picture of wealth holding, we have prepared an electronic library containing additional research and analysis to help develop a deeper understanding of the TOW scenario analysis results and to develop communication messages for sharing this work with others in the state. All of these items can be accessed through the following link <http://bit.ly/eP2Wzr>.

### Strategies for Lower Wealth Communities

Chronic poverty and lack of economic opportunity can create a culture where local philanthropy outside of the church and school seems unrealistic. However, every community in Los Angeles, even the poorest, has wealth. In communities with limited high net worth households, philanthropy should be built around critical community needs and opportunities through the creation of “interest funds.” Even small amounts of predictable funding can make a huge community development impact over time.

The primary goal of this TOW research is to help individuals, communities, donors and organizations gain a better understanding of the remarkable transfer of wealth opportunity. Goal setting is important in our culture and a way of doing business. Individuals, communities and even nations can be mobilized in powerful ways when there are clear goals and opportunities for being part of the effort. The TOW estimates provide not only a good idea of the size of this opportunity, but the ability to set donor development goals that can translate to endowment building and strategic grant making. The 5% TOW capture target used in this analysis is based on early TOW experience in Nebraska and the real experiences of communities that are working toward achieving this goal. It provides a reasonable target for people who care about their communities and regions.

### **Understanding the Timing of a Region's TOW Opportunity**

Closely related to the demographic structure of a community (e.g., age cohort groups and relative change within these groups over time), each community will have a unique distribution of transfer of wealth over time. To better describe the timing of county and state TOW opportunities, we have produced TOW transfer charts for Los Angeles County and California. These charts provide important insight into a likely scenario of when inter-generational transfer of wealth will occur year by year and decade by decade over the 2010 through 2060 study timeframe. Communities that are aging and undergoing population loss typically see their TOW transfer concentrated in the earlier decades of the study period. Conversely, communities that are home to younger families with children (e.g., new suburban neighborhoods) will see new wealth building over time and the TOW opportunity will be more concentrated in the out decades. These charts are available through the electronic library we have provided with this Technical Report.

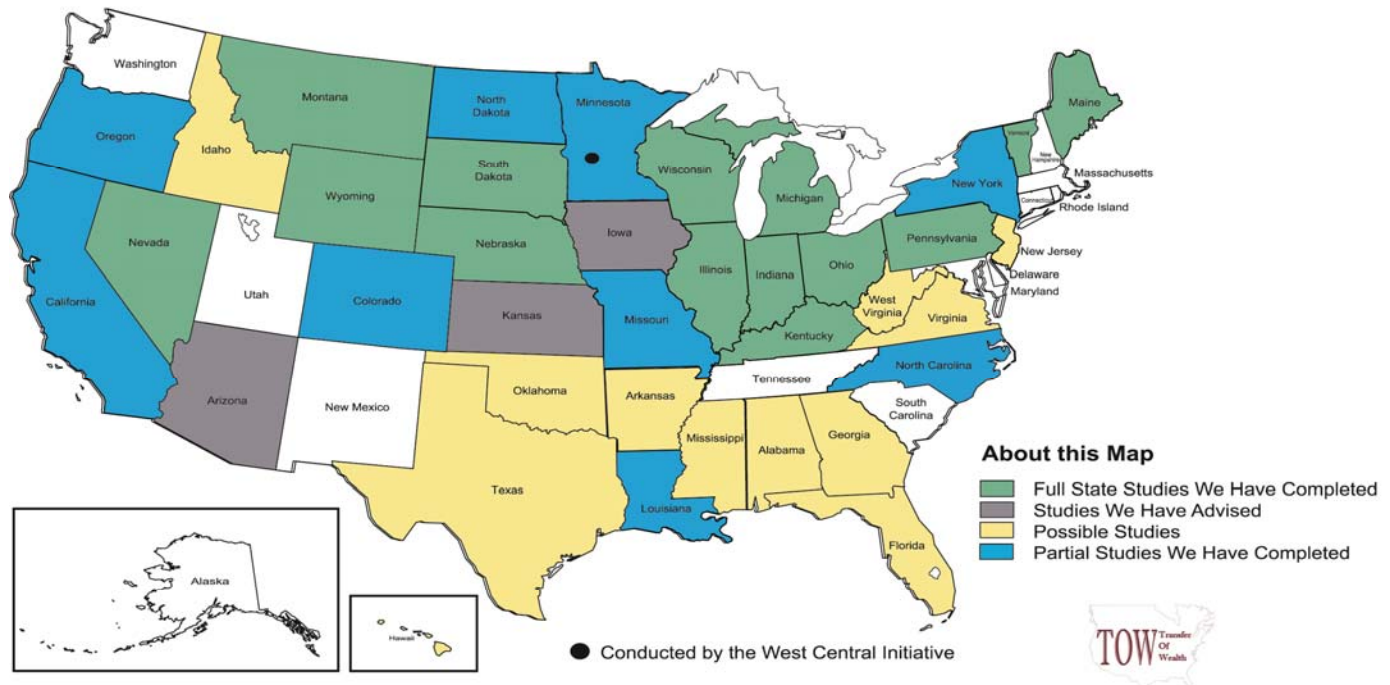
This technical report shares the basic data and background information that you can use to communicate the TOW potential in the communities and regions that you serve. We believe it is important to learn from others who have used TOW as a tool to stimulate strategic discussions. We recommend the following report from the San Diego Foundation as an excellent example of how our partners have communicated about the TOW opportunity to community leaders – [\*Our Region's Future Funding\*](#). Several key features of this report include:

- Elements of a branding campaign including “Strive for 5%” and “Plan Today For Good, For Ever”
- Demonstration of the potential behind TOW capture by showing how actual community projects across the county could be funded through endowments built by capturing just 5% of the TOW opportunity

- Outline of a strategy for what communities can do to translate their affinity for a place (or an interest such as organic community gardens) into an endowment fund

Our experience with TOW is extensive (see map below). Each new study and the work on the ground that grows out of it contribute to the further development of the model and our ability to share promising practices with other communities across North America. To learn more about the RUPRI Center's TOW research and what communities are doing with that learning, contact Don Macke at 402.323.7339 or [don@e2mail.org](mailto:don@e2mail.org).

**Figure 28. Transfer of Studies Conducted & Advised in the U.S.**



**Figure 29 - Current Net Worth and 10 Year Estimated Transfer of Wealth Opportunity Scenario for California Community Foundation (CCF) Communities – Total and Per Household (PHH) Values**

Community	2010 Net Worth		TOW		10 Year TOW 5% Capture		5% Payout	
	Billion	Per Household	Billion	Per Household	Million	Per Household	Million	Per Household
California	\$2,789.58	\$220,300	\$490.27	\$38,700	\$24,513.65	\$1,900	\$1,225.68	\$100
Los Angeles	\$689.18	\$209,300	\$113.53	\$34,500	\$5,676.65	\$1,700	\$283.83	\$90
<b>Communities 1 through 8</b>								
Antelope Valley	\$22.61	\$195,000	\$3.52	\$30,400	\$176.16	\$1,500	\$8.81	\$80
San Fernando Valley	\$192.97	\$264,600	\$32.78	\$45,000	\$1,639.14	\$2,200	\$81.96	\$110
San Gabriel Valley	\$127.84	\$234,700	\$21.03	\$38,600	\$1,051.72	\$1,900	\$52.59	\$100
Metro	\$45.21	\$105,800	\$7.18	\$16,800	\$358.76	\$800	\$17.94	\$40
West	\$106.82	\$358,100	\$20.18	\$67,700	\$1,009.24	\$3,400	\$50.46	\$170
South	\$22.47	\$80,100	\$2.93	\$10,500	\$146.61	\$500	\$7.33	\$30
East	\$58.58	\$158,400	\$8.29	\$22,400	\$414.41	\$1,100	\$20.72	\$60
South Bay	\$112.68	\$213,900	\$17.61	\$33,400	\$880.62	\$1,700	\$44.03	\$80



Community	2010 Net Worth		TOW		10 Year TOW 5% Capture		5% Payout	
	Billion	Per Household	Billion	Per Household	Million	Per Household	Million	Per Household
<b>Communities 9 through 15</b>								
Whittier	\$56.27	\$263,600	\$9.71	\$45,500	\$485.35	\$2,300	\$24.27	\$110
Burbank	\$77.90	\$273,000	\$15.05	\$52,700	\$752.34	\$2,600	\$37.62	\$130
Santa Clara	\$22.43	\$375,200	\$4.26	\$71,400	\$213.22	\$3,600	\$10.66	\$180
Long Beach	\$28.94	\$181,300	\$4.82	\$30,200	\$241.02	\$1,500	\$12.05	\$80
Torrance	\$50.85	\$413,900	\$10.73	\$87,300	\$536.62	\$4,400	\$26.83	\$220
West Hollywood	\$23.28	\$177,500	\$4.24	\$32,300	\$211.84	\$1,600	\$10.59	\$80
Valley	\$85.98	\$348,400	\$16.57	\$67,200	\$828.57	\$3,400	\$41.43	\$170
<b>Subtotal</b>	<b>\$345.63</b>	<b>\$283,500</b>	<b>\$65.38</b>	<b>\$53,600</b>	<b>\$3,268.95</b>	<b>\$2,700</b>	<b>\$163.45</b>	<b>\$130</b>
<b>Rest of the County</b>	<b>\$343.55</b>	<b>\$165,700</b>	<b>\$48.15</b>	<b>\$23,200</b>	<b>\$2,407.71</b>	<b>\$1,200</b>	<b>\$120.39</b>	<b>\$60</b>

**Figure 30 - Current Net Worth and 50 Year Estimated Transfer of Wealth Opportunity Scenario for CCF Communities – Total and Per Household (PHH) Values**

Community	2010 Net Worth		TOW		50 Year TOW 5% Capture		5% Payout	
	Billion	Per Household	Billion	Per Household	Billion	Per Household	Million	Per Household
<b>California</b>	<b>\$2,789.58</b>	<b>\$220,300</b>	<b>\$6,562.14</b>	<b>\$518,200</b>	<b>\$328.11</b>	<b>\$25,900</b>	<b>\$16,405.34</b>	<b>\$1,300</b>
<b>Los Angeles</b>	<b>\$689.18</b>	<b>\$209,300</b>	<b>\$1,383.96</b>	<b>\$420,300</b>	<b>\$69.20</b>	<b>\$21,000</b>	<b>\$3,459.91</b>	<b>\$1,050</b>
<b>Communities 1 through 8</b>								
Antelope Valley	\$22.61	\$195,000	\$40.31	\$347,800	\$2.02	\$17,400	\$100.79	\$870
San Fernando Valley	\$192.97	\$264,600	\$398.23	\$546,000	\$19.91	\$27,300	\$995.56	\$1,370
San Gabriel Valley	\$127.84	\$234,700	\$266.87	\$490,000	\$13.34	\$24,500	\$667.17	\$1,230
Metro	\$45.21	\$105,800	\$85.82	\$200,800	\$4.29	\$10,000	\$214.54	\$500
West	\$106.82	\$358,100	\$269.64	\$903,900	\$13.48	\$45,200	\$674.10	\$2,260
South	\$22.47	\$80,100	\$31.86	\$113,600	\$1.59	\$5,700	\$79.65	\$280
East	\$58.58	\$158,400	\$96.13	\$260,000	\$4.81	\$13,000	\$240.33	\$650
South Bay	\$112.68	\$213,900	\$195.11	\$370,400	\$9.76	\$18,500	\$487.77	\$930

Community	2010 Net Worth		TOW		50 Year TOW 5% Capture		5% Payout	
	Billion	Per Household	Billion	Per Household	Billion	Per Household	Million	Per Household
<b>Communities 1 through 15</b>								
Whittier	\$56.27	\$263,600	\$141.34	\$662,200	\$7.07	\$33,100	\$353.34	\$1,660
Burbank	\$77.90	\$273,000	\$216.49	\$758,700	\$10.82	\$37,900	\$541.23	\$1,900
Santa Clara	\$22.43	\$375,200	\$81.15	\$1,357,800	\$4.06	\$67,900	\$202.87	\$3,390
Long Beach	\$28.94	\$181,300	\$72.94	\$456,900	\$3.65	\$22,800	\$182.35	\$1,140
Torrance	\$50.85	\$413,900	\$176.01	\$1,432,500	\$8.80	\$71,600	\$440.02	\$3,580
West Hollywood	\$23.28	\$177,500	\$76.16	\$580,600	\$3.81	\$29,000	\$190.39	\$1,450
Valley	\$85.98	\$348,400	\$269.64	\$1,092,700	\$13.48	\$54,600	\$674.09	\$2,730
<b>Rest of the County</b>	<b>\$345.63</b>	<b>\$283,500</b>	<b>\$1,033.72</b>	<b>\$848,000</b>	<b>\$51.69</b>	<b>\$42,400</b>	<b>\$2,584.30</b>	<b>\$2,120</b>
<b>Rest of the County</b>	<b>\$343.55</b>	<b>\$165,700</b>	<b>\$350.25</b>	<b>\$168,900</b>	<b>\$17.51</b>	<b>\$8,400</b>	<b>\$875.61</b>	<b>\$420</b>

## **ATTACHMENT A**

### **Description of Communities**

#### **Community 1**

Community 1 is equivalent to Service Planning Areas (SPA) 1 which includes the following places followed by their zip codes:

Acton (93510), Edwards AFB (93523), Gorman (93243), Lake Hughes (93532), Lake Los Angeles (93591), Lancaster (93534, 93535 and 93536), Littlerock (93543), Llano (93544), Palmdale (93550, 93551 and 93552), Pearblossom (93553) and Valyermo (93563).

#### **Community 2**

Community 2 is equivalent to Service Planning Areas (SPA) 2 which includes the following places followed by their zip codes:

Burbank (91501), 91502, 91504, 91505 and 91506), Calabasas (90290, 91301 and 91302), Canoga Park (91304 and 91307), Encino (91316, 91356 and 91436), Glendale (91046, 91201, 91202, 91203, 91204, 91205, 91206, 91207 and 91208), La Canada (91011), La Crescenta (91020 and 91214), Mid-SFV (91303, 91306, 91335, and 91406), North Hills (91343 and 91345), North Hollywood (91601, 91605, 91606, and 91607), Northridge (91324 and 91325), Northwest SFV (91311, 91326, and 91344), Pacoima (91331), San Fernando (91340), Santa Clarita (91321, 91350, 91351, 91354, 91355, 91381 and 91384), Sherman Oaks (91403 and 91423), Studio City (91602, 91604 and 91608), Sunland (91040 and 91352), Sylmar (91342), Thousand Oaks (91362), Tujunga (91042), Van Nuys (91401, 91402, 91405, and 91411), Westlake Village (91361) and Woodland Hills (91364 and 91367).

#### **Community 3**

Community 3 is equivalent to Service Planning Areas (SPA) 3 which includes the following places followed by their zip codes:

Alhambra (91801 and 91803), Altadena (91001), Arcadia (91006 and 91007), Azusa (91702), Baldwin Park (91706), Claremont (91711), Covina (91722, 91723 and 91724), Diamond Bar (91765), Duarte (91010), El Monte (91731, 91732, and 91733), Glendora (91740 and 91741), Hacienda-Rowland Heights (91745 and 91748), La Puente (91744 and 91746), La Verne (91750), Monrovia (91016), Monterey Park (91754 and 91755), Mt. Wilson (91023), Pasadena (91101, 91103, 91104, 91105, 91106, and 91107), Pomona (91766, 91767 and 91768), Rosemead (91770), San Dimas (91773), San Gabriel (91775 and 91776), San Marino (91108), Sierra Madre (91024), South Pasadena (91030), Temple City (91780), Walnut (91789) and West Covina (91790, 91791 and 91792).

#### **Community 4**

Community 4 is equivalent to Service Planning Areas (SPA) 4 which includes the following places followed by their zip codes:

Central LA (90012, 90013, 90014, 90015, 90017, 90021, 90026 and 90071), East L.A. (90023 and 90033), Hollywood (90027, 90028, 90029, 90038 and 90068), Northeast (90031, 90032, 90041, 90042, and 90065), West Hollywood (90046 and 90069), West Wilshire (90036 and 90048) and Wilshire (90004, 90005, 90006, 90010, 90019, 90020 and 90057).

#### **Community 5**

Community 5 is equivalent to Service Planning Areas (SPA) 5 which includes the following places followed by their zip codes:

Bel Air (90077), Beverly Hills (90210, 90211 and 90212), Brentwood (90049), Culver City/Ladera (90056, 90230 and 90232), Malibu (90265), Pacific Palisades (90272), Playa del Rey (90094 and 90293), Santa Monica (90401, 90402, 90403, 90404 and 90405), Venice/Mar Vista (90066, 90291 and 90292), Veterans Administration (90073), West L.A. (90024, 90025, 90034, 90035 and 90064), Westchester (90045) and Westwood (90067).

#### **Community 6**

Community 6 is equivalent to Service Planning Areas (SPA) 6 which includes the following places followed by their zip codes:

Compton (90220, 90221 and 90222), Crenshaw (90008, 90016 and 90043), Lynwood (90262), Paramount (90723), South Central (90001, 90002, 90003, 90044, 90047 and 90059), University (90007, 90011, 90018, 90037 and 90062) and West Compton (90061).

#### **Community 7**

Community 7 is equivalent to Service Planning Areas (SPA) 7 which includes the following places followed by their zip codes:

Artesia (90701), Bell (90201), Bellflower (90706), Cerritos (90703), Commerce (90040), Downey (90240 and 90242), East L.A. (90022 and 90063), Hawaiian Gardens (90716), Huntington Park (90255), Huntington Pk/Vernon (90058), La Habra (90631), La Mirada (90638), Lakewood (90712, 90713 and 90715), Maywood (90270), Montebello (90640), Norwalk (90650), Pico Rivera (90660), Santa Fe Springs (90670), South Gate (90280) and Whittier (90601, 90602, 90603, 90604, 90605 and 90606).

## **Community 8**

Community 8 equivalent to Service Planning Areas (SPA) 8 which includes the following places followed by their zip codes:

Beach Cities (90254, 90266, 90277 and 90278), Carson (90745, 90746 and 90747), El Segundo (90245), Gardena (90247, 90248 and 90249), Harbor City (90710), Hawthorne (90250), Inglewood (90301, 90302, 90303, 90304 and 90305), Lawndale (90260), Lomita (90717), Long Beach (90802, 90803, 90804, 90805, 90806, 90807, 90808, 90810, 90813, 90814, 90815, 90822, and 90840), Palos Verdes (90274 and 90275), San Pedro (90731 and 90732), Torrance (90501, 90502, 90503, 90504 and 90505) and Wilmington (90744).

## **Community 9**

East County includes the following places followed by their zip codes:

Claremont (91711), Diamond Bar (91765), Hacienda Heights (91745), La Mirada (90638), La Verne (91750), Pomona (91768, 91767 and 91766), Rowland Heights (91748), San Dimas (91773), Santa Fe Springs (90670), Walnut (91789) and Whittier (90606, 90605, 90603, 90604, 90601 and 90602).

## **Community 10**

Pasadena, Burbank, Glendale and North Valley include the following places followed by their zip codes:

Altadena (91001), Arcadia (91007 and 91006), Burbank (91505, 91504 and 91506), Duarte (91008 and 91010), La Canada Flintridge (91011), La Crescenta (91214), Los Angeles (90065), Monrovia (91016), Montrose (91020), Pasadena (91105, 91103, 91104, 91101, 91106 and 91107), San Marino (91108), Sierra Madre (91024), South Pasadena (91030), Burbank (91501) and Glendale (91208, 91206, 91205, 91204, 91203, 91207, 91202, 91201 and 91502).

## **Community 11**

Santa Clarita, Stevenson Ranch and Valencia include the following places followed by their zip codes:

Canyon Country (91351), Newhall (91321), Santa Clarita (91350), Stevenson Ranch (91381) and Valencia (91354 and 91355).

## **Community 12**

Long Beach, Lakewood and Bixby Knolls include the following places followed by their zip codes:

Lakewood (90713 and 90712), Long Beach (90807, 90808, 90803, 90814, 90804, 90815, 90806, 90813 and 90802), Signal Hill (90755).

**Community 13**

Palos Verdes, Beach Cities and Torrance include the following places followed by their zip codes:

Hermosa Beach (90254), Manhattan Beach (90266), Palos Verdes Peninsula (90274), Rancho Palos Verdes (90275), Redondo Beach (90277) and Torrance (90504, 90505, 90501 and 90503).

**Community 14**

West Hollywood, Sunset Plaza, Los Feliz and Silver Lake include the following places followed by their zip codes:

Los Angeles (90068, 90046, 90029, 90027, 90026 and 90039) and West Hollywood (90069).

**Community 15**

Valley includes the following places followed by their zip codes:

Agoura Hills (91301), Calabasas (91302), Canoga Park (91304 and 91303), Encino (91436 and 91316), Granada Hills (91344), Northridge (91325 and 91324), Porter Ranch (91326), Reseda (91335), Sherman Oaks (91403 and 91423), Studio City (91604), Tarzana (91356), Topanga (90290), Winnetka (91306), Woodland Hills (91364 and 91367) and Van Nuys (91406).

## ATTACHMENT B

### Forbes 400 List of Residence of Los Angeles County, CA

Rank	Name	Net Worth	Age	Residence	State	Source
44	Eli Broad	\$5.80 Billions	77	Los Angeles	CA	Investments
46	Patrick Soon-Shiong	\$5.60 Billions	59	Los Angeles	CA	generic drugs
54	David Geffen	\$5.10 Billions	68	Malibu	CA	movies, music
90	Haim Saban	\$3.40 Billions	66	Beverly Hills	CA	television
110	Steven Spielberg	\$3.0 Billions	64	Pacific Palisades	CA	movies
119	Kirk Kerkorian	\$2.90 Billions	93	Los Angeles	CA	casinos, investments
124	Sumner Redstone	\$2.80 Billions	87	Beverly Hills	CA	Viacom
130	Steven Udvar-Hazy	\$2.70 Billions	65	Beverly Hills	CA	International Lease Finance
130	David Murdock	\$2.70 Billions	87	Los Angeles	CA	Dole, real estate
136	John Tu	\$2.60 Billions	69	Los Angeles	CA	computer memory
144	William Hilton	\$2.50 Billions	83	Los Angeles	CA	hotels, casinos
153	John Anderson	\$2.40 Billions	93	Bel Air	CA	Investments
153	Tom Gores	\$2.40 Billions	46	Beverly Hills	CA	private equity
164	A. Jerrold Perenchio	\$2.20 Billions	80	Bel Air	CA	Univision
170	Michael Milken	\$2.10 Billions	64	Los Angeles	CA	Investments
170	Edward Roski	\$2.10 Billions	72	Los Angeles	CA	real estate
205	Alan Casden	\$1.90 Billions	65	Beverly Hills	CA	real estate
221	David Hearst Jr	\$1.80 Billions	65	Los Angeles	CA	Hearst Corp
221	George Hearst Jr	\$1.80 Billions	83	Los Angeles	CA	Hearst Corp
236	Charles Munger	\$1.75 Billions	87	Los Angeles	CA	Berkshire Hathaway
238	Alec Gores	\$1.70 Billions	58	Beverly Hills	CA	private equity
252	Anthony Pritzker	\$1.40 Billions	50	Los Angeles	CA	hotels, investments
290	Gary Michelson	\$1.40 Billions	62	Los Angeles	CA	medical patents
332	Thomas Barrack	\$1.20 Billions	63	Los Angeles	CA	Colony Capital
356	Bruce Karsh	\$1.15 Billions	56	Los Angeles	CA	money management
356	Howard Marks	\$1.15 Billions	64	Los Angeles	CA	money management
385	George Joseph	\$1.0 Billions	89	Los Angeles	CA	insurance
385	Tamara Gustavson	\$1.0 Billions	49	Malibu	CA	Public Storage

Source: Forbes, *The Forbes 400, The Richest People in America*



## **ATTACHMENT C**

### **Description of Assets**

**Business:** Total value of business(es) in which the household has either an active or nonactive interest. Businesses include both actively and nonactively-managed business(es).

- Value of active business(es) calculated as net equity if business(es) were sold today, plus loans from the household to the business(es), minus loans from the business(es) to the household not previously reported, plus value of personal assets used as collateral for business(es) loans that were reported earlier.
- Value of nonactive business(es) is calculated as the market value of the business(es).

**Financial:** Total value of financial assets held by household. These assets are composed of the following (excludes stocks and bonds):

- **LIQ:** Total value of all types of transactions accounts.
- **CDS:** Total value of certificates of deposit held by household.
- **NMMF:** Total value of directly held pooled investment funds held by household. Excludes money market mutual funds, but includes stock mutual funds, tax free bond mutual funds, government bond mutual funds, and combination and other mutual funds, such as hedge funds.
- **SAVBND:** Total value of savings bonds held by household.
- **CASHLI:** Total cash value of whole life insurance held by household.
- **OTHMA:** Total value of other managed assets held by household. Includes: trusts, annuities and managed investment accounts in which the household has equity interest.
- **RETQLIQ:** Total value of quasi-liquid held by household. Includes: IRAs, Keoghs, thrift-type accounts, and future and current account-type pensions.
- **OTHFIN:** Total value of other financial assets. Includes: loans from the household to someone else, future proceed from lawsuits, royalties, futures, non-public stock, deferred compensation, oil, gas, and mineral investments, cash n.e.c.

**Non-Financial:** Total value of non-financial assets held by household. These assets are composed of the following (excludes residences and business):

- **VEHIC:** Total value of all vehicles held by household. Includes: all types of vehicles (cars, trucks, SUVs, motorcycles, boats, airplanes, etc.).
- **NRESRE:** Total value of net equity in nonresidential real estate held by household. Includes real estate other than the principal residence, properties coded as 1-4 family residences, time shares, and vacation homes net of mortgages and other loans taken out for investment real estate.
- **OTHNFIN:** Total value of other nonfinancial assets held by household. Includes gold, silver (incl. silverware), other metals or metals NA type, jewelry, gem stones (incl. antique), cars (antique or classic), antiques, furniture, art objects, paintings, sculpture, textile art, ceramic art, photographs, (rare) books, coin collections, stamp collections, guns, misc. real estate (exc. cemetery), cemetery plots, china, figurines, crystal/glassware, musical instruments, livestock, horses, crops, oriental rugs, furs, other collections, incl. baseball cards, records, wine, oil/gas/mineral leases or investments, computer, equipment/tools, association or exchange membership, and other miscellaneous assets.

**Residences:** Total value of primary residence and other residential real estate of household. Value of primary residence. Excludes the part of a farm or ranch used in a farming or ranching business. Value of other residential real estate includes land contracts/notes owed to the household and properties other than the principal residence, including 1-4 family residences, time shares, and vacations homes.

**Stocks & Bonds:** Total value of directly held stocks and bonds held by household. Bonds includes: nontaxable bonds, mortgage bonds, government bonds, and 'other' bonds, such as corporate or foreign bonds.

## ATTACHMENT D

### Household Current Net Worth Shares

Community	Households Share	High CNW	Moderate CNW	Low CNW	\$1 Million Plus	No CNW
United States	100.0%	16.6%	32.0%	51.4%	7.6%	27.0%
California	10.9%	19.1%	27.5%	53.4%	9.4%	29.9%
Los Angeles County	26.0%	15.3%	27.5%	62.2%	7.7%	38.2%
1 - Antelope Valley	3.5%	13.9%	33.1%	53.0%	6.1%	27.6%
2 - San Fernando Valley	22.0%	20.2%	30.3%	49.5%	10.4%	31.8%
3 - San Gabriel Valley	16.5%	17.5%	28.8%	53.7%	8.3%	28.4%
4 - Metro	12.9%	7.3%	10.1%	82.6%	4.0%	61.0%
5 - West	9.1%	15.8%	28.6%	55.6%	15.6%	32.3%
6 - South	8.5%	5.3%	15.2%	79.5%	2.3%	56.0%
7 - East	11.2%	11.5%	27.2%	61.3%	4.8%	34.8%
8 - South Bay	16.0%	16.3%	23.1%	60.6%	7.8%	36.6%
9 - Whittier	6.5%	20.2%	33.8%	46.0%	9.1%	22.4%
10 - Burbank	8.7%	20.2%	23.2%	56.6%	10.7%	32.4%
11 - Santa Clara	1.8%	19.0%	49.8%	31.2%	13.8%	12.3%
12 - Long Beach	4.9%	13.4%	23.5%	63.1%	6.2%	40.6%
13 - Torrance	3.7%	32.1%	27.4%	40.5%	16.9%	18.8%
14 - West Hollywood	4.0%	12.4%	12.4%	75.2%	7.3%	52.2%
15 - Valley	7.5%	26.1%	24.9%	49.0%	14.3%	27.5%

*Source: ESRI, 2010 Data, January 2011 & RUPRI Center for Rural Entrepreneurship, March 2011.*

## rupri<sup>Center</sup> for RURAL ENTREPRENEURSHIP

Helping Rural America Realize  
Its Entrepreneurial Potential

*The RUPRI Center for Rural Entrepreneurship is the focal point for energizing entrepreneurial communities where entrepreneurs can flourish. Created in 2001 with founding support from the Kauffman Foundation and the Rural Policy Research Institute (RUPRI), the RUPRI Center is located jointly in Nebraska and North Carolina. The RUPRI Center's work to date has been to develop the knowledge base of effective entrepreneurship practices and to share that knowledge through training and strategic engagement across rural America. Working with economic development practitioners and researchers, the RUPRI Center conducts practice-driven research and evaluation that serves as the basis for developing insights into model practices and other learning. The RUPRI Center is committed to connecting economic development practitioners and policy makers to the resources needed to energize entrepreneurs and implement entrepreneurship as a core economic development strategy. To learn more about the RUPRI Center, visit [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org).*



*The Rural Policy Research Institute (RUPRI) functions as a national scientific research center, identifying and mobilizing teams of researchers and practitioners across the nation and internationally to investigate complex and emerging issues in rural and regional development. Since its founding in 1990, RUPRI's mission has been to provide independent analysis and information on the challenges, needs, and opportunities facing rural places and people. Its activities include research, policy analysis, outreach, and the development of decision support tools. These are conducted through a small core team in Missouri and Washington DC, and through three centers, **including the Center for Rural Entrepreneurship**, and a number of joint initiatives and panels located across the United States. RUPRI was created as a joint program of Iowa State University, the University of Missouri, and the University of Nebraska, and is now housed at the Harry S. Truman School of Public Affairs at the University of Missouri. To learn more about RUPRI, visit [www.rupri.org](http://www.rupri.org).*



*The Inter-Generational Transfer of Wealth (TOW) analysis is a service of the RUPRI Center for Rural Entrepreneurship. Original founding support to develop our TOW analysis was provided by the Nebraska Community Foundation (NCF). For more information about NCF, visit [www.nebcommfound.org](http://www.nebcommfound.org). Subsequent and ongoing support for the RUPRI Center for Rural Entrepreneurship and our TOW Analysis is being provided by RUPRI and regional funding partners. The authors of this study include Don Macke (Project Leader), Ahmet Binerer (Research Analyst), and Dr. Deborah Markley (Editor).*

