

Hispanics in LA

The Hispanic population in Los Angeles has become a force to be reckoned with. With 5.3 million people in the Los Angeles Demographic Metropolitan Area (LADMA), they comprise 35% of the population. A Los Angeles Hispanic household, on the average consists of 5.2 people, in contrast to general market household averaging 3.5 people.

This population is a substantial minority, which looks like it is on the way to becoming a majority. The Hispanic market is becoming more informed, critical and demanding. With the improvement and expansion of media resources, this market will play an ever more vital role in the regional economy in the years to come.

Persians in LA

The United States is home to the largest Persian population outside Iran and Los Angeles is unquestionably the major destination of Persians entering the United States. The large influx of Persians since the second half of the 1970's has added a sizeable and distinctive minority to the population of this metropolitan area. According to the 1980 U.S. Census, about a quarter of the Persian-American population lives in Los Angeles, making it the largest single concentration of Persians in the United States.

Estimates of the Persian population vary widely, but there is no question that members of this group have adjusted well to life in Los Angeles. They are well-educated, are business owners, professionals and academia, and earn medium family incomes well above the average.

Japanese in LA

LA County, with close to 300,000 people, has the largest Japanese community outside Japan. In 1896, most Japanese were farm workers. By the 1930's, Japanese-owned businesses dominated farming, landscaping, plant sales and fishing. Today, the LA Japanese community has a strong economic presence in all types of LA businesses, particularly in the acquisition of Real Estate.

The Japanese culture in the United States has overcome many obstacles and injustices throughout the 20th Century. Today, the strength of their heritage is evidenced in Los Angeles by the proliferation of Japanese-language media, popular Japanese retail shops and over 600 restaurants. In Little Tokyo, the community focal is the 430-room Kyoto Grand Hotel. The highlight of the year is the cultural celebration for Nisei week in August.