

2018

2018 Forecast LA Conference Book

Fernando J. Guerra et al

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Thomas and Dorothy Leavey Center for the Study of Los Angeles

The Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University is one of the leading undergraduate research centers in the nation. We are a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1996, StudyLA conducts groundbreaking research through its LA Votes exit poll project, LA Riots Anniversary Studies, and LA Public Opinion and Leaders Surveys. We provide rigorous, mentored research experiences for undergraduate students at Loyola Marymount University with an emphasis on hands-on field research. As the preamble to the LMU mission states, “We benefit from our location in Los Angeles, a dynamic city that brings into sharp focus the issues of our time and provides an ideal context for study, research, creative work, and active engagement. We invite men and women diverse in talents, interests, and cultural backgrounds to enrich our educational community.” StudyLA brings this mission alive, taking pride in our work’s emphasis on understanding and communicating the issues of our time.

Loyola Marymount University

LMU is a private Catholic university with 6,250 undergraduates, 2,150 graduate students and 1,100 law students from diverse backgrounds and many perspectives. Our seven colleges and schools boast best-in-the-nation programs in film and television, business, education and more. Our stunning campus in West Los Angeles is a sun-soaked oasis overlooking the Pacific coast and a model of sustainability. We’re rooted in the heart of Los Angeles, a global capital for arts an entertainment, innovation and technology, business and entrepreneurship. Our mission is grounded in a centuries-old Jesuit educational tradition that produces extraordinary men and women dedicated to service and social justice. We’re proud of more than 92,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others.





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Alejandra Alarcon '14 is a research coordinator for the Center for the Study of Los Angeles. She oversees StudyLA's visual style in select print and web materials and manages all social media platforms. She also assists with planning and promoting StudyLA special events including lectures, forums, and conferences. She leads StudyLA's undergraduate research team and mentors them through tasks related to administration, external communications, media production, event production and programming. Alarcon earned her B.A. in Chicana/o Studies from LMU.



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StudyLA Development Council ▶

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Chairman, StudyLA Development Council

Steve Soboroff is managing partner at Soboroff Partners. He serves as chairman of the Board of Directors of the Weingart Foundation, senior fellow and member of the Board of Advisors at UCLA's Luskin School of Public Affairs, and past chairman and CEO of Playa Vista.

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David Roberti, Esq. '61

is a partner at Roberti Jenson LLP. At age 26, he was elected to the California State Assembly in 1966, the youngest legislator elected into office. He was elected to State Senate in 1971, and climbed the ranks to president pro tempore from 1980 to 1994. Roberti is a graduate of LMU.

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Mark Slavkin

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Peter Villegas

is a vice president and the head of Latin affairs for Coca-Cola where he manages local, regional and national strategies that position Coca-Cola as a leading corporate citizen. He serves on numerous boards and was recognized as a top Latino executive by the Hispanic Association on Corporate Responsibility.

StudyLA Signature Studies and Events ▶



Forecast LA: Exploring the civic and economic concerns, cultural identities, and levels of satisfaction in Los Angeles, Forecast LA aids decision makers in shaping the future of LA by providing annual snapshots of the region.



LA Votes Exit Polls: StudyLA conducts the largest per-capita exit poll in the country, resulting in some of the most accurate exit polling results of every major election in the city of Los Angeles.



Most Significant Elected Officeholders: StudyLA uses a systematic methodology to produce two databases—the 100 Most Significant Elected Officeholders in LA County, and the 300 Most Significant Elected Officeholders in California. By studying the demographics of political leaders going back to 1950, StudyLA creates a powerful visual tool of the political landscape as it changes over time.



LA Public Opinion Survey: This survey is the largest annual general social survey of an urban center in America with data collected since 2014.



LA Riots Anniversary Studies: Marking each five-year anniversary of the historic 1992 Urban Unrest events that continue to affect Los Angeles profoundly, StudyLA conducts resident surveys to study the ongoing impact of the unrest.



Lecture Series: StudyLA organizes a series of lectures throughout the year bringing civic, economic, political, and social leaders to campus to interact with LMU students. Lectures are free and open to the public; they are also video-recorded and archived.



Sacramento Leadership Seminar: StudyLA expands its educational mission by producing an annual legislative seminar attended by students from colleges and universities throughout California.



LA Summer Survey: Piloted in 2017, as an extension of the LA public opinion survey, this survey serves as a mid-year touchpoint on the current themes and issues facing LA.



LA and Megacities Comparative: In collaboration with companies and organizations, this cutting-edge program develops a new generation of leaders in Los Angeles by studying other forward-thinking cities.



StudyLA Research Collection: The Thomas and Dorothy Leavey Center Research Collection preserves significant Los Angeles political artifacts and papers. The research collection includes papers of LA public officials; LA real estate and industrial developers; reformers and reform movements, principally in late 20th-century LA; and prominent Roman Catholic families in LA.

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The Los Angeles Public Opinion Survey is the largest annual general social survey of any metropolitan area in urban America.



METHODOLOGY

As part of Forecast LA's unique approach to forecasting in the Los Angeles region, the Center for the Study of Los Angeles conducted an outlook survey. The Los Angeles Public Opinion Survey involved 20-minute telephone sessions and online surveys with more than 2,400 adults (1,700 phone and 700 online) living in Los Angeles County. Survey respondents were asked about quality-of-life perceptions, personal economic wellbeing, economic concerns, overall life satisfaction, and various civic issues.

SAMPLING

Since the primary purpose of this study was to gather representative input from adult residents within the Los Angeles region, an initial random digit dial (RDD) sample was employed. The RDD sample was drawn by determining the active phone exchanges (the first three numbers of a seven-digit phone number) and blocks with a given sampling area (in this case, by the zip codes that comprise the county). A random list of all active residential and cell phone numbers in the area was produced. This method included both listed and unlisted phone numbers. Listed samples were used to meet particular quotas for racial/ethnic categories and geographic location.

The online portion was comprised of responses from double opt-in respondents who have agreed to participate in surveys. Real-time sampling and survey publishing services were also used to target respondents outside of the initial reach. Finally, listed samples were used to fill gaps within racial/ethnic and geographic quotas. For all methods, adult respondents in LA County were targeted and then randomly selected within their group.

SCREENERS

The protocol for this study involved asking potential respondents a series of questions, referred to as screeners, which were used to ensure that the person lived within the county and was at least 18 years old. The target sample size was 1,200 residents from the city of Los Angeles and 1,200 residents from Los Angeles County who live outside the city of LA. The first quota was a random digit dialing of approximately 750 residents (with 66% cell phone). The online survey ran concurrently with a target sample size of 700 respondents. The remaining racial/ethnic and geographic quotas were determined based on the fallout: 400 African American residents, 600 Asian residents, 400 residents from the San Fernando Valley (only within the city of Los Angeles) and 400 residents from the San Gabriel Valley. Given the demographic proportion of Latino and white residents in the region, as expected, both groups naturally fell out from the initial wave of online and phone respondents.

DATA COLLECTION

Telephone surveys were conducted the first four full weeks in January 2018 and first two weeks in February between the hours of 4:30pm and 9pm during the week, 10am to 4pm on Saturday, and 10am to 5pm on Sunday. The survey was translated into Spanish, Mandarin, and Korean. Translators who spoke Spanish, Mandarin, and Korean were available to conduct interviews for residents who only spoke, or were more comfortable speaking any of those languages. The online survey ran concurrent with the phone survey and were available in both English and Spanish.

The margin of error is $\pm 3.0\%$ for the entire sample of 2,411 residents.

PLEASE NOTE:

All numbers represent percentages, unless otherwise indicated. Due to rounding, not all rows or columns total 100%.

Certain questions are asked of one's city. If the respondent lives in unincorporated LA County, the question was framed about either the area or the county more generally.

Several questions have been asked multiple years and are color coded according to the Forecast LA accent color for that specific year.

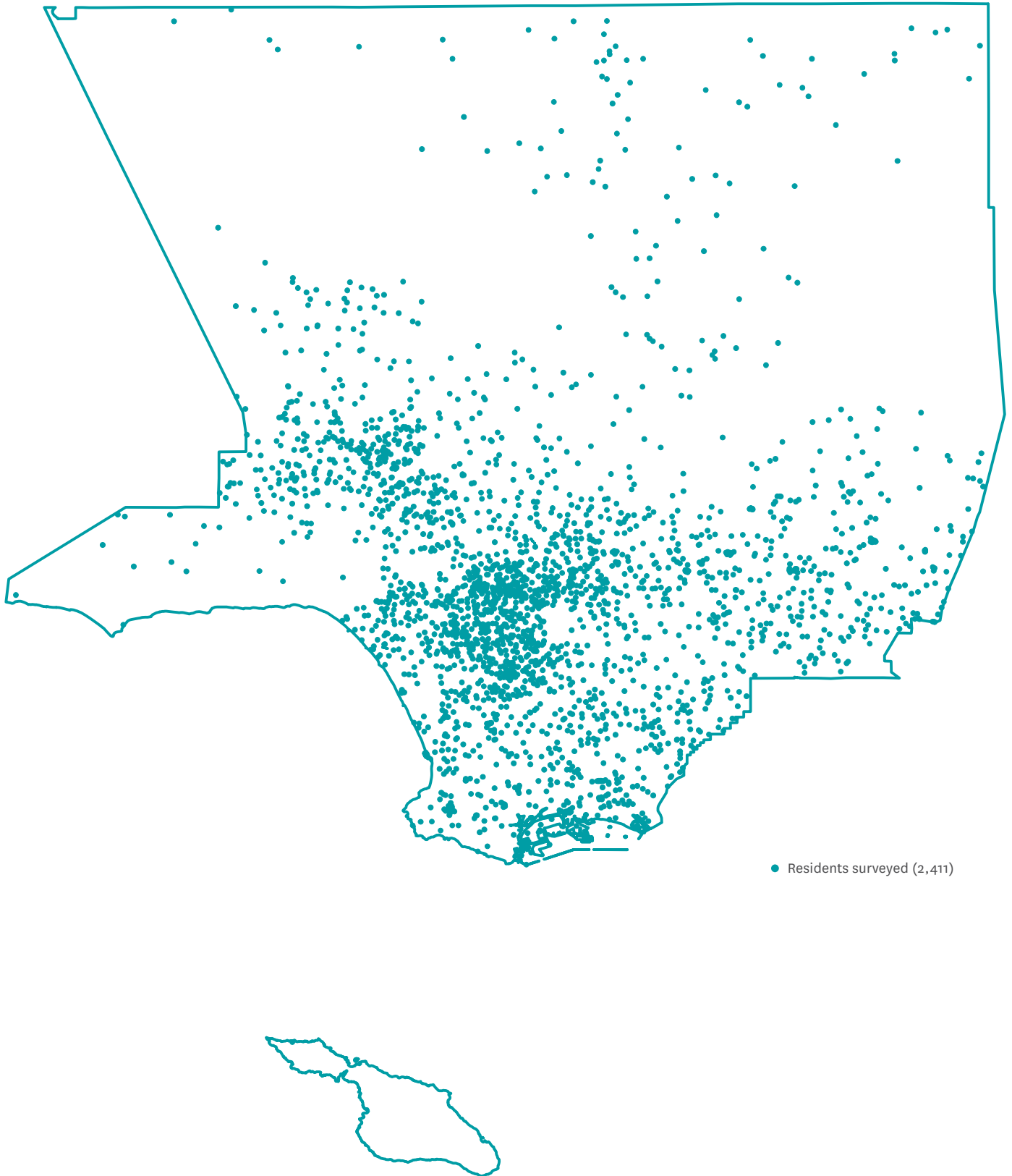
Results from 2014 are represented in green.

Results from 2015 are represented in orange.

Results from 2016 are represented in blue.

Results from 2017 are represented in purple.

Results from 2018 are represented in teal.





Demographics:

SEX

Male	49%
Female	51%

RACE/ETHNICITY

Latino	45%
White	30%
African American	9%
Asian American	15%
Other ethnicity	2%

Multiple responses allowed.

AGE

18-29	24%
30-44	28%
45-64	33%
65 & over	16%

EDUCATION

Less than high school	11%
High/tech school graduate	44%
College graduate	33%
Graduate degree	12%

EMPLOYMENT

Employed full-time	41%
Employed part-time	13%
Student	6%
Homemaker	6%
Retired	18%
Self-employed	7%
Not working	9%

UNION HOUSEHOLD

Yes	22%
No	78%

POLITICAL IDEOLOGY

Liberal	41%
Moderate	30%
Conservative	30%

HOUSEHOLD INCOME

Under \$40K	38%
\$40K-69,999	23%
\$70K-99,999	17%
\$100K-149,999	12%
\$150K or more	9%

MARITAL STATUS

Single	38%
Married/Domestic partnership	49%
Separated/Divorced/Widowed	14%

BIRTH COUNTRY

U.S.-born	68%
Foreign-born	32%

YEARS LIVED IN LOS ANGELES

5 years or less	6%
6-15 years	12%
16-25 years	25%
26 years or more	57%



Palmdale

Fillmore

Wright

Van Nuys

Simi Valley

San Fernando

San Antonio

Burbank

Glendale

30

Thousand Oaks

Los Angeles

Pasadena

Oaks

Beverly Hills

Whittier

Santa Monica

Inglewood

Los Angeles

Torrance

Long Beach

Santa Barbara

San Nicolas Islands

Islands

Barbara Passage

Gulf of

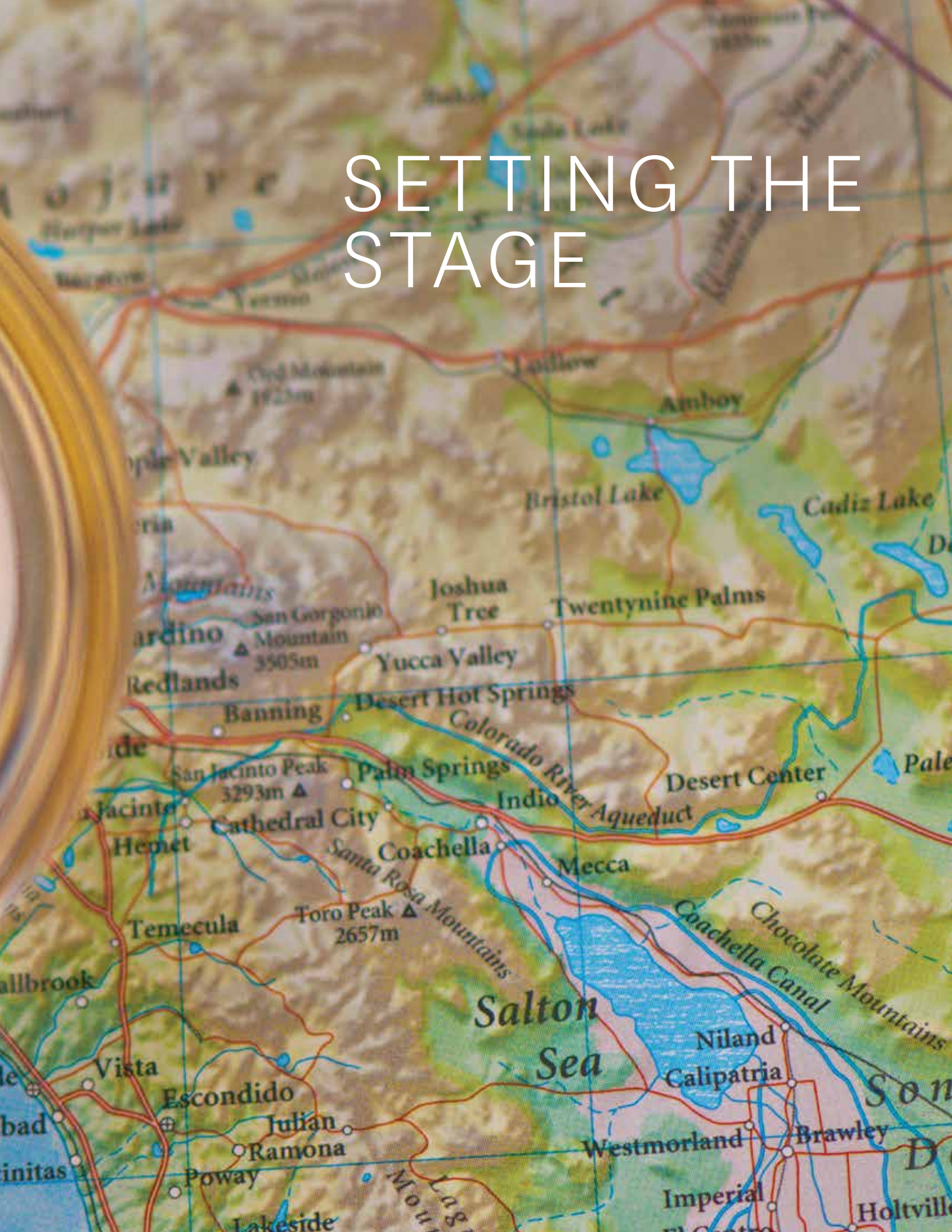
Santa Catalina

Oceanside

Carls

Enc

SETTING THE STAGE



THE FULL TRUMP EFFECT

by Fernando J. Guerra, Ph.D.

StudyLA has spent more than 240,000 minutes talking with residents of Los Angeles in the last five years. That amounts to five and a half months of non-stop conversations. These conversations have occurred in English, Spanish, Mandarin, and Korean. They have included thousands of Angelenos from all areas of the vast LA County or as Jerry Dunphy, the famed local TV anchor, would put it—“from the desert to the sea, to all of Southern California.”

These conversations with Angelenos are important for two reasons. First, this work fills an important gap: while we are overwhelmed with Big Data, we have very little public opinion data about Los Angeles. Big Data analyzes public behaviors of the recent past, but public opinion tells us about potential behavior in the near future. Thus, public opinion supplements Big Data by providing context and allows us to understand how the public thinks and views the world. Second, we are potentially forecasting the future of national public opinion. How Angelenos think today is how Americans will think tomorrow. As has been demographically, politically, and culturally obvious, what happens in Los Angeles and California forecasts national events in the future. In other words, ForecastLA is ForecastAmerica in 15 years or so.

After five years of research, what conventional wisdoms can we share? One consistent trend is increased optimism as one thinks closer

After five years of research, what conventional wisdoms can we share? One consistent trend is increased optimism as one thinks closer to home.

to home: Angelenos are more optimistic about the direction of their neighborhood than their city, and more optimistic about their city than their region as a whole. Thus, when talking to Angelenos about policy, we need to balance a regional approach with a focus on neighborhoods. This is why StudyLA has begun to conduct more research focused on specific communities—such as the 400 face-to-face intercept interviews in Pico Union and 600 in Playa Vista in February 2018.

Another notable trend is that, across years, optimism also differs by race: Asian American residents remain most optimistic, with over 80% in 2018 believing that their neighborhood and city, and over 70% believing that LA region are going in the right direction. Overall, African American respondents remain least optimistic, though a majority still holds positive views of the future. Still, African American residents of Los Angeles are more optimistic than African Americans nationally.

Finally, Angelenos' overall optimism appears to have dropped since last year, mirroring the lowest levels from 2014—our base year. This decrease in optimism was largest for LA region as a whole with 8% fewer Angelenos since 2017 believing that the region is heading in the right direction. Note that last year the survey was in the field concurrently with the inauguration period. We may now be experiencing the full Trump effect on optimism in Los Angeles. •

How do you think things are going in the Los Angeles region/your city/your neighborhood: In the right direction or the wrong direction?

LA REGION



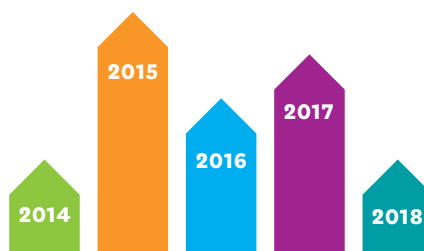
YOUR CITY



YOUR NEIGHBORHOOD



With small exceptions, the data from each geography (LA region, individual cities or areas, and neighborhoods) show this basic trend from 2014 to 2018.



ECONOMIC OUTLOOK

by Larry Kosmont

StudyLA's 2018 Los Angeles Public Opinion Survey results convey a significant degree of optimism as more than half of the respondents reported they expected both the regional and national economy to improve from last year. The 2017 and 2018 Los Angeles Public Opinion Surveys yielded similar results. In the aggregate, the surveys indicate that Los Angeles County residents have sustained confidence in the region's economic outlook, despite significant winds of change.

Within Los Angeles County and elsewhere, it is apparent that technology, demographic shifts, and land use are changing the way individuals consume, commute, and communicate. Led by an ever-expanding millennial cohort, consumers are modifying their behavior based on the efficiencies of shifting to a digital and shared economy. In rapid response, traditional retailers and the centers in which they occupy space are undergoing a transformation to remain competitive with a burgeoning focus on last mile delivery, omni channeling, and creating a "place." Changing demographics, virtual lifestyles, increased access to technology, and the massive installation of transit stations, are inducing land use and real estate changes. As a result, retail equation of success is proving to be more about place, trips, and a blending of uses than simply sales per square foot; unless a trip is made to the store the actual sale will not likely emanate from the store. E-commerce is also transforming industrial space as retail omni channeling is driving first and last mile connectivity and delivery, resulting in extraordinary demand for infill industrial space, while ridesharing and autonomous vehicles are on the cusp of changing the design and use of parking structures.

In conjunction with these market forces, California is experiencing a period of job growth, despite several economic impediments characterized by rising poverty levels, high taxes, aging infrastructure, increasing housing prices, and insufficient housing production which

California Seeking Prosperity through Housing and Sustainability; Seeking Private Investment Supported by New Government Incentives

continue to pose a threat to California's economic vitality. The findings of the 2018 Los Angeles Public Opinion Survey confirm all of these concerns. In response to the longstanding but only recently declared "housing crisis," the state approved 15 new housing bills that among other things, expand the state's vision of economic development to include the development of housing.

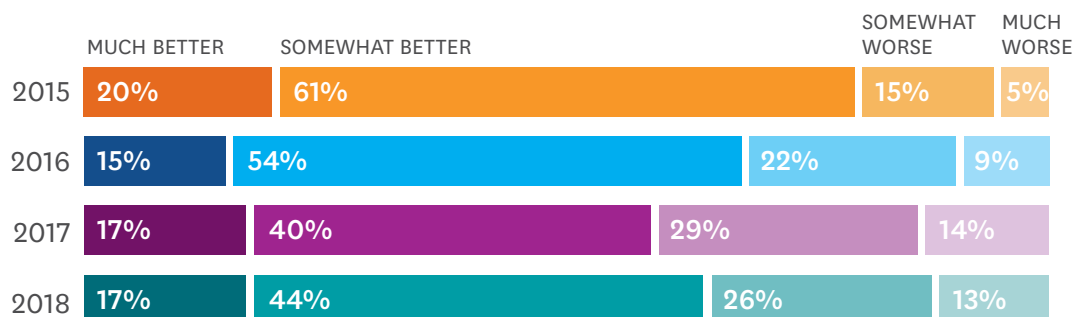
The state is on the march to induce denser housing production near transit and within city centers. Doubling down on this notion, the state has approved new tax increment districts which are Housing and Sustainability Districts. These special tax districts enable cities and counties to finance sustainable infrastructure and resource improvements (e.g., water and energy) by inducing private investment in commercial and mixed-use projects which can include affordable housing. These new districts, which enable local government to collect and use tax increment, are specifically set up to incentivize private investment while addressing climate action and housing affordability mandates. In Los Angeles County, over 100 billion dollars in transportation funding is expected from Measure M, which potentially adds a regional funding source for infill development and sustainability districts.

Going forward, cities will need to create economic development strategies and approve land use regulations that address changes in consumer activity while adhering to state mandates calling for increased housing and sustainability through climate action measures. Furthermore, there is now a slate of newly state authorized local financing districts to provide incentives that may turn the private sector's head in the direction of public/private real estate deals. •

Larry J. Kosmont CRE®, is the President and CEO of Kosmont Companies, founded in 1986. Mr. Kosmont's 40-year career encompasses public/private financial structuring and negotiations, development, and management of real estate and public finance transactions.

In general, do you believe the national economy will do much better, somewhat better, somewhat worse, or much worse in 2018 than 2017?

NATIONAL ECONOMY OVERALL

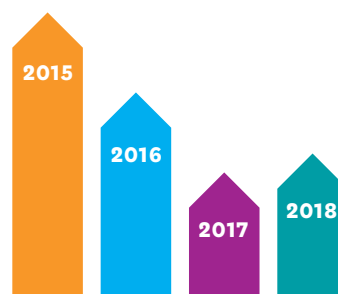


Do you believe the Los Angeles' regional economy will do much better, somewhat better, somewhat worse, or much worse in 2018 than 2017?

REGIONAL ECONOMY OVERALL



With small exceptions, the data from each geography (nation or LA region) show this basic trend from 2015 to 2018.



THE GOVERNMENT IS NOT BROKEN

by John Andrikos '21, Andrew Brown '20, Alden Lundy '20, Sharon Nat '19, Jayna Ortiz '20, Xavier Orozco '20, Kat Siao '19, Laina Washington '19

Generation Z has the highest levels of trust in the government compared to all other generations. Fifty-one percent (51%) trust the federal government just about always or most of the time, 54% trust the state government just about always or most of the time, and 68% trust the city government just about always or most of the time. Trust for the overall population is a lowly 35% for federal, 40% for state, and 49% for city overall.

What is it about our youngest group that make them the most trusting of our government? Aren't they, like Millennials, supposed to be progressive and idealistic and therefore the most at odds with government?

Each generation has lived through unique and meaningful historical events. The Silent/Greatest Generations (age 72+) lived through the Great Depression and World War II; the Baby Boomers (ages 53-71) saw economic prosperity, the sexual revolution, Civil Rights, and the Vietnam war; Generation Xers (ages 37-52) experienced Watergate and the advent of the Internet; Millennials had 9/11, wars in Iraq and Afghanistan, and the Great Recession. Gen Zs (ages 18-21, for the purposes of the 2018 Los Angeles Public Opinion Survey) do not remember 9/11 or the wars in Iraq and Afghanistan, and were not yet old enough to grasp the impact of the Great Recession. Unlike all other generations, Gen Zs have not experienced an event that has dispelled their faith in government.

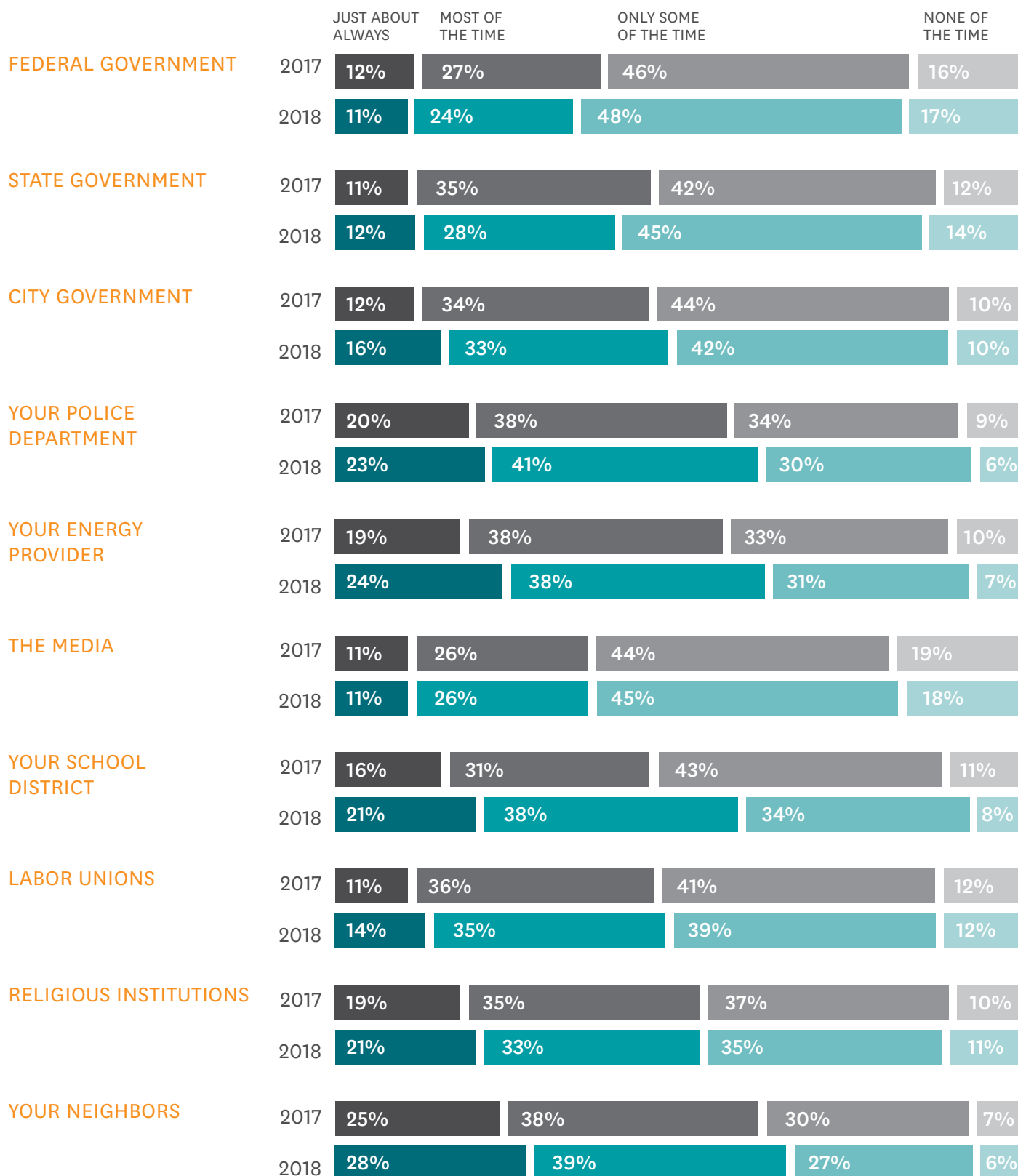
With the ability to speak out, change is possible

However, this does not mean that Gen Z is not progressive and idealistic like their Millennial counterparts. When asked whether they would choose to impeach President Donald Trump, an overwhelming 80% of Gen Zs said yes, the highest across all generations. Instead of choosing to blame the government and the system, Gen Z punts it onto Donald Trump and perhaps other folks in the oval office who are far from home. They are, thus, more trusting at the state and city levels where there are progressive leaders elected to a system that they trust. Gen Z is perhaps the most idealistic about the American system of democracy. The ability to speak out on social media and the rise of marches and protests perhaps contributes to the idealistic belief that when the people are broken—rather than the system—change is possible.

Generally, as you grow older, you interact with more institutions, experience more historical events, and trust levels decrease. Only time will tell if this is true for Gen Z, but, for now, let's celebrate the fact that we are leaving the next crises to the most idealistic among us all. •

John Andrikos '21, Andrew Brown '20, Alden Lundy '20, Sharon Nat '19, Jayna Ortiz '20, Xavier Orozco '20, Kat Siao '19, and Laina Washington '19 are student research assistants at the Thomas and Dorothy Leavey Center for the Study of Los Angeles at Loyola Marymount University.

How much of the time do you think you can trust the following groups to do what is right: just about always, most of the time, only some of the time, or none of the time?



In 2017 the question was asked of city of LA respondents only. In 2018 the question was asked of all LA County respondents.

LIVING IN COMPLICATED TIMES

by Courtney Marquez, '19

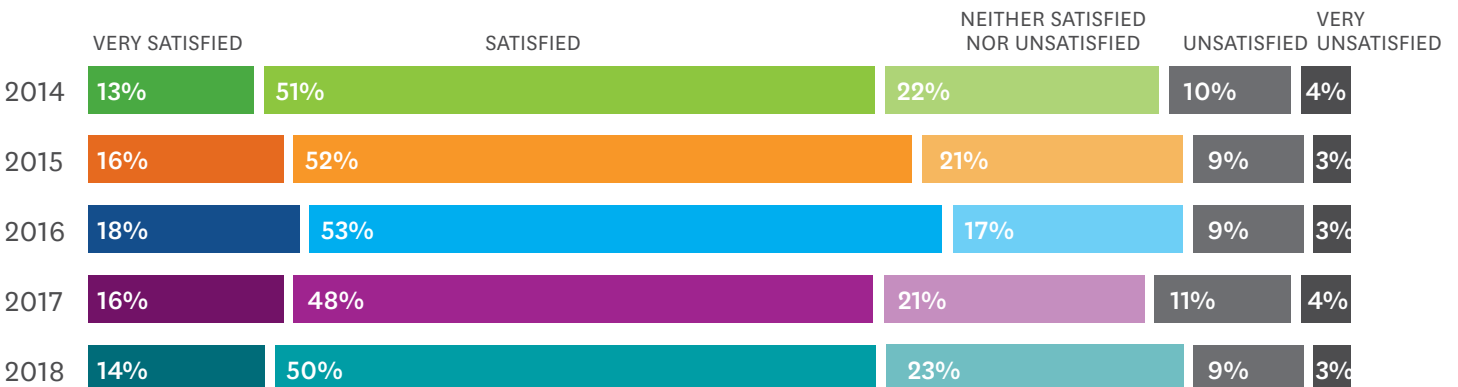
The perception of crime and overall safety is determined by both gender and location. Women (73%) are less likely than men (80%) to recommend their city or area as a safe place to live. Additionally, residents living in the city of Los Angeles rate crime considerably worse than those in the rest of Los Angeles County (30% vs. 18% rate it as “poor”). Socioeconomic status also plays a role in residents’ perception of safety. People with an advanced degree (81%) are more likely to recommend their city or area as a safe place to live than those with a high school diploma or less (75%). Additionally, residents who self-identify as upper-middle class (82%) are more likely to recommend their city or area as a safe place to live than residents who self-identify as lower class (67%). The relationship between economic status and perceived safety is further confirmed when looking at income. Respondents with household incomes under \$40,000 per year were less likely to recommend their area as a safe place to live (73%) than households with an income of \$150,000 or more per year (87%). Finally, age also plays a role in perceptions of safety. 18 to 29 year-old residents are less likely to recommend their city or area as a safe place to live (72%) than residents who are 65 or older (84%).

In a country seemingly inundated with violence, national concerns regarding safety are echoed in the opinions of Los Angeles county residents. As home to the entertainment capital of the world, Los

Angeles has become a prime example of the complicated and sometimes ugly relationship women have with safety and the work place. Though movements such as #MeToo and #TimesUp have been successful in shining a light on the lack of safety women often encounter in the workplace, it is clear that there is still a discrepancy between men and women in regards to opinions about work and safety. Additionally, the discrepancy of perceptions regarding safety and crime amongst people of varying socioeconomic statuses should be concerning to all Los Angeles county residents. As the the gap in economic disparity continues to grow, residents should consider the effects this disparity may have in relation to crime rates and overall safety.

The rise of gun violence and its portrayal in the media could be a contributing factor in the decline of confidence in safety. With the Las Vegas massacre and the Parkland Shooting, young people are becoming more politically engaged. Student-led demonstrations, such as March for Our Lives, show that the younger generations of America are concerned for their safety. This national attitude is reflected in Los Angeles County. Additionally, older residents may have more confidence in safety due to their continuous residence in a particular area over many years. Moreover, young people are less likely to utilize services within their community which may also contribute to the difference in attitude regarding safety. ●

Overall how satisfied would you say you are with the quality of the services that your city provides?



If someone was interested in moving to your city/area, would you recommend it for the following aspects?

AS A PLACE TO LIVE OVERALL

yes

no



AS A SAFE PLACE TO LIVE



AS A PLACE TO WORK



AS A PLACE TO RAISE CHILDREN



AS A PLACE TO RETIRE



FOR ITS OVERALL QUALITY OF LIFE



ANGELENOS: TO BE OR NOT TO BE?

by Jorge Cortes

There is an openly flaunted rule in New York City where any transplant from outside the five boroughs must live in the city for 10 years before they can be considered a bona fide New Yorker. This is not the case in the City of Angels where identifying as an Angeleno can be self-appointed, with no recrimination and quite early on. Our 2018 LA Public Opinion Survey illustrates this point clearly: 39% of residents who have lived in the county five years or less are ready to stake claim to the term “Angeleno,” a 5% increase just from last year. This may be indicative of residents’ sense of belonging as well as the region’s general inclusivity and ease in embracing new residents. The numbers increase with 6-15 year residents, reaching 66% acceptance of the term and progressively increasing to those living beyond 15 years at even higher percentiles.

Nowhere is Angeleno Identity stronger than among immigrants who have taken the survey in Spanish, Mandarin, or Korean (95%, 90%, and 90% respectively) with a markedly stronger identification as Angeleno than surveys taken in English (67%). Similarly, race and ethnicity also report high rates for Latinos (80%) and Asian Americans (75%) followed by African Americans and whites with slightly lower percentages (68% and 63% respectively). The immigrant experi-

...consider the appreciation and pride you may feel for the place you call home.

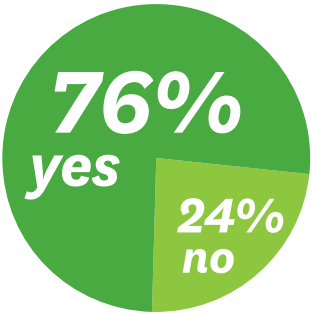
ence is an integral part of Los Angeles and its diverse enclaves across the county provide this “home away from home” feeling, or, better said, a new beginning; giving immigrant residents of Los Angeles a uniquely alluring experience that offers that mixed blend of culture, new and old.

The lowest figures in the survey are among the youngest residents (18-29 year olds) with 62% identifying as Angelenos. We can attribute this finding to many viable causes: a less developed sense of affiliation, not fully establishing an identity at such a young age, or the transitory nature of students who are here temporarily and likely move away. All the adventurous possibilities that being young can offer in the future informs this lower percentage: the younger population refuses to stay rooted.

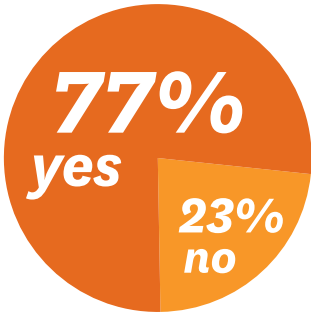
So Angeleno, what’s in a name? This Shakespearean question holds a different meaning when you consider the appreciation and pride you may feel for the place you call home. And when do you become part of this home? There is no direct answer, but the public opinion survey does shed light on the fact that nearly three-fourths of LA residents do perceive Los Angeles, with its sprawling landscape tied together by winding freeways and sunny forecasts, as worthy of identifying oneself as a bone fide Angeleno. ●



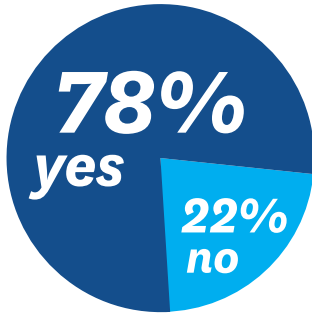
Do you consider yourself to be an Angeleno?



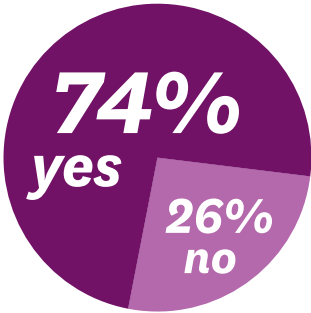
2014



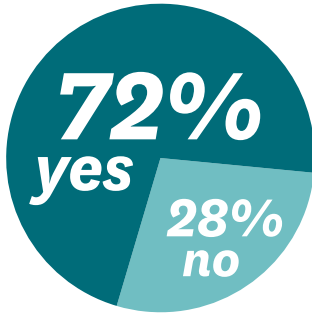
2015



2016

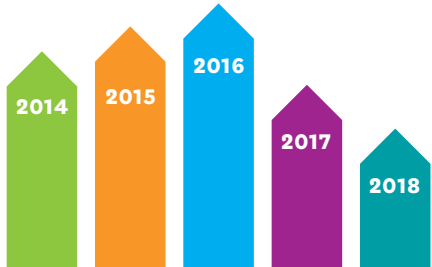


2017



2018

The data show the basic trend from 2014 to 2018.



UNDERSTANDING THE PRESENT





UNDERSTANDING THE CURRENT FINANCIAL SITUATION OF ANGELENOS

by Brianne Gilbert

Forty-one percent (41%) of Angelenos rate their personal financial situation as in only fair shape. This response is the most frequent, topping good shape (34%), and towering over excellent shape (8%) and poor shape (16%). These numbers have stayed very consistent over the last two years. Although Angelenos are incredibly optimistic in many ways, their personal financial situation is not one of them. The recession has ended and unemployment numbers are low, but Angelenos are in their own form of a financial crisis.

Among generations, there is a split: only the Silent/Greatest Generation has a positive outlook on their personal finances (53% rating it in excellent or good shape) compared with a majority of respondents from every other generation who take a negative view. An astounding 64% of Gen Xers (ages 37 to 52), many of whom are in their prime money making years, rate their personal financial situation as in only fair or poor shape. A racial/ethnic divide exists as well. Less than half of whites rate their personal financial situation as in only fair or poor shape (47%), yet 52% of Asian Americans, 56% of blacks, and 67% of Latinos feel the same.

Translating these personal financial situations to the broader description of their household financial situation, 60% of Angelenos feel they live comfortably or have enough to meet their basic needs with a little left over for extras. The remaining 40% feel they just meet their basic expenses or feel they do not have enough to meet their

basic expenses. This percentage of financial insecurity increases to 46% in households with children, to 55% for foreign-born Angelenos, and to 65% of households earning less than \$40K.

Where do we go from here? Although the financial situation seems bleak for many Angelenos, mobility is certainly possible. Education is a game-changer. In every racial/ethnic group, the percentage of Angelenos who have a positive household financial situation increases with the amount of education they complete. Forty-four percent (44%) of Asian Americans with a high school degree or less have a positive outlook on their household finances. Add in technical/vocational school training or some college and the number increases to 53%. Top it off with a college degree and the number again jumps to 66%. Whites start with 47% financial positivity, increase to 59%, and then jump to 81% for those with a college degree. Latinos see impressive growth from 39% to 62% with some post-high school experience, and then hold steady at 62%. For blacks, only 30% of those with a high school degree or less have a positive outlook, the lowest percentage for all races. Attending vocational/technical school or some college increases the number to 40%. By the time they have a college degree, a whopping 77% of blacks live comfortably or have enough to meet their basic needs with a little left over for extras.

Through the power of education, Angelenos can take meaningful steps toward improving their financial outlook. •

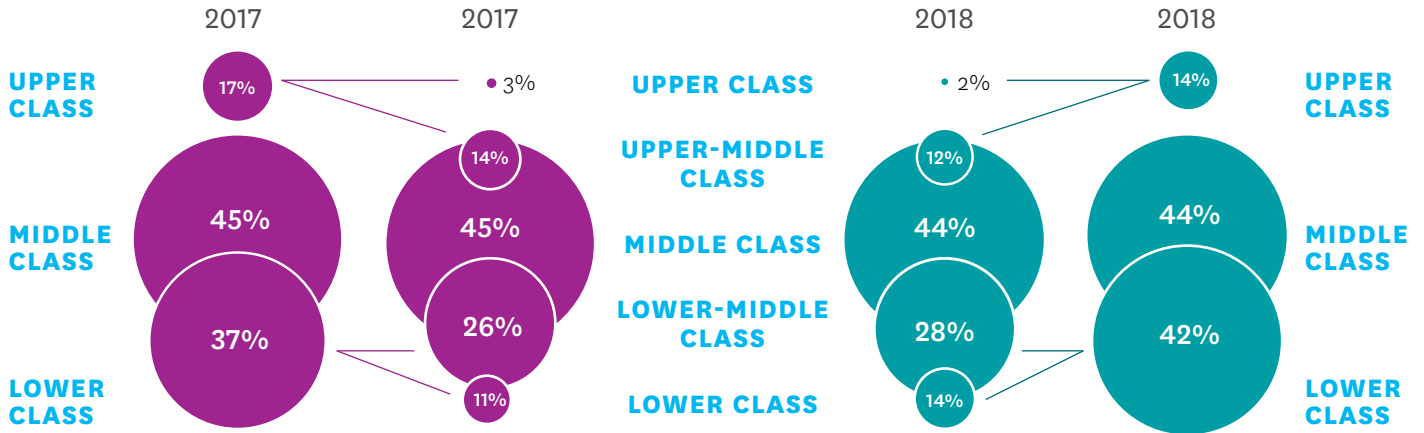
How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape, or poor shape financially?



How would you describe your household's financial situation?



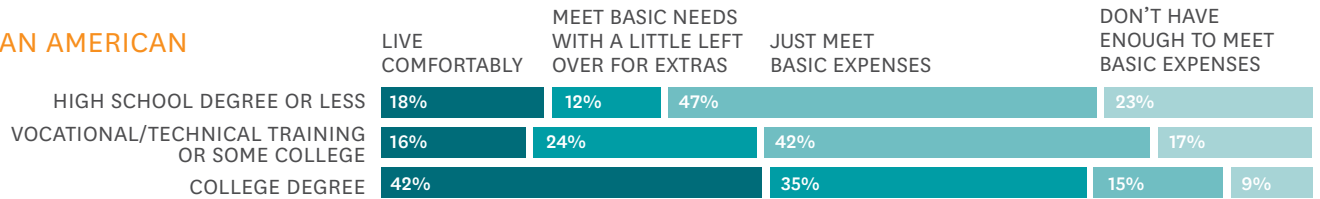
If you were asked to use one of these five commonly used names for the social classes, which would you say you belong in: upper class, upper-middle class, middle class, lower-middle class, or lower class?



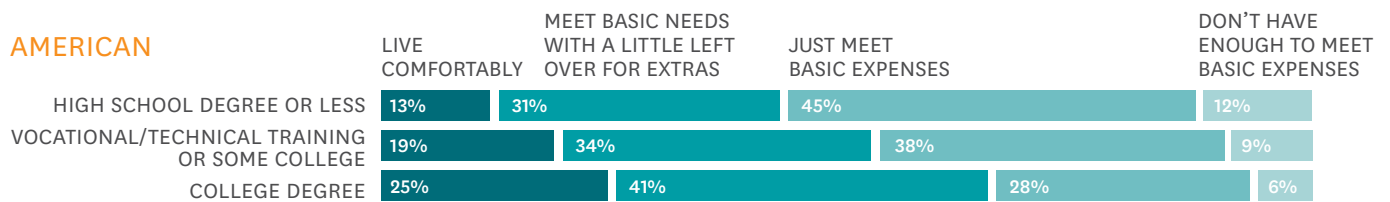
How would you describe your household's financial situation?

BY EDUCATION

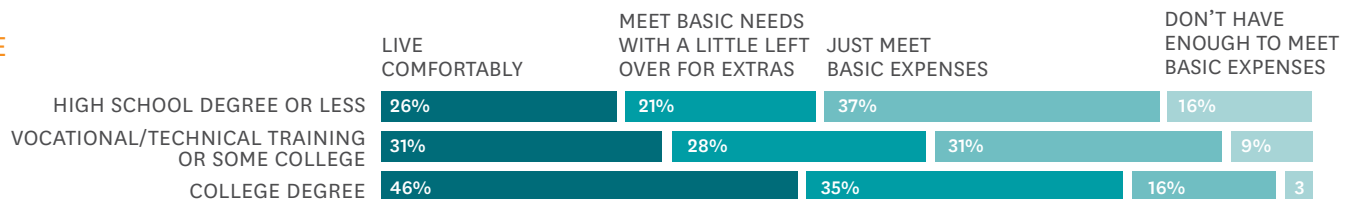
AFRICAN AMERICAN



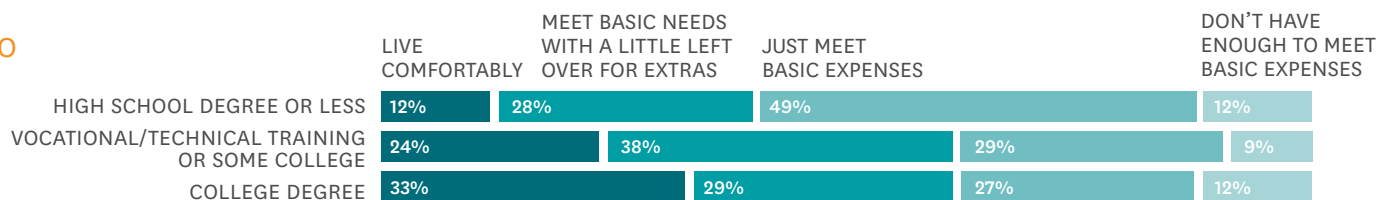
ASIAN AMERICAN



WHITE



LATINO



PERMANENT SUPPORTIVE HOUSING: SOMETHING WE CAN AGREE ON

by Alex Kempler

In the age of Trump, NIMBYism, and political divisiveness, wedge issues such as permanent supportive housing seem to bring Angelenos together rather than tear us apart.

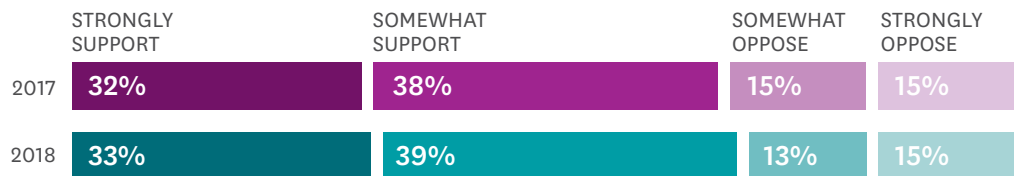
Over two-thirds of residents (72%) support the building of permanent supportive housing within ten blocks of their home (approximately a mile), and only slightly less Angelenos (68%) support it with five blocks of their home (approximately half a mile). As expected, LA County residents outside of the city of LA and homeowners are slightly less likely to support the building of permanent supportive housing whether it be five or ten blocks from their home. Los Angeles County residents generally live in residential and quiet neighborhoods and may have more to lose with a new development. Homeowners, similarly, have home values to worry about, and perhaps seek to preserve their neighborhoods. Still, over 60% of county residents and homeowners support homeless housing five to ten blocks from their home.

There were more telling divisions across other demographics. Support decreases linearly from liberal to conservative, young folks to old folks, and lower incomes to higher incomes. These demographic differences generally fall at around a 20-point disparity: 75% of liberals

versus 57% of conservatives support it (within 5 blocks of the home), 74% of those making under \$40K versus 55% of those making over \$150K support it, and 77% of 18-29 years olds versus 60% of those over 65 years support it. These downward trends demonstrate differences in opinions across demographics, but do not lessen the amount of support for permanent supportive housing across the board. Lower numbers of opposition do not make a dent in higher numbers of support.

When thinking about the makeup of Los Angeles—one of the most diverse regions in the country with a large homeless population—it might be surprising that we agree on this issue. After all, we are 10 million people expanding across 4,751 square miles, and come from many different cities, states, and countries. Our diversity is a testament to the changing population of the nation and perhaps is the reason for the progressive values of our residents. Political partisanship is simply a non-issue here: our conservatives lean to the center, our young people are starting our movements, and our older folks are marching with us. Instead of responding to the loud minority, policymakers should be listening to the vast majority of Angelenos who stand together on this issue. •

To reduce homelessness, would you support the building of permanent supportive housing within 10 blocks, or approximately one mile, of your home?



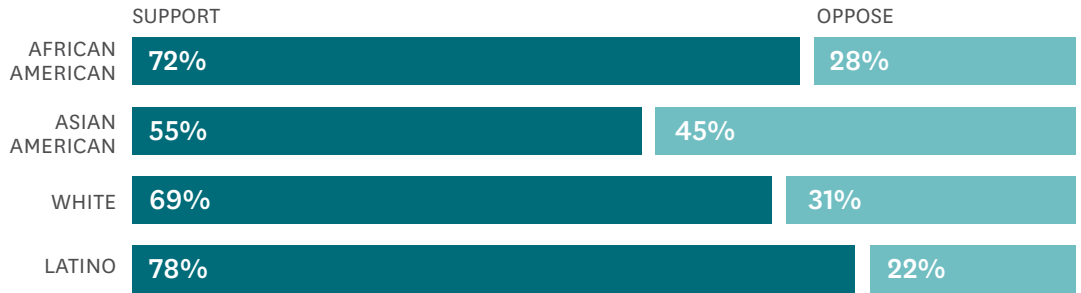
To reduce homelessness, would you support the building of permanent supportive housing within 5 blocks, or approximately a half mile, of your home?





To reduce homelessness, would you support the building of permanent supportive housing within 10 blocks, or approximately one mile, of your home?

BY RACE/ETHNICITY

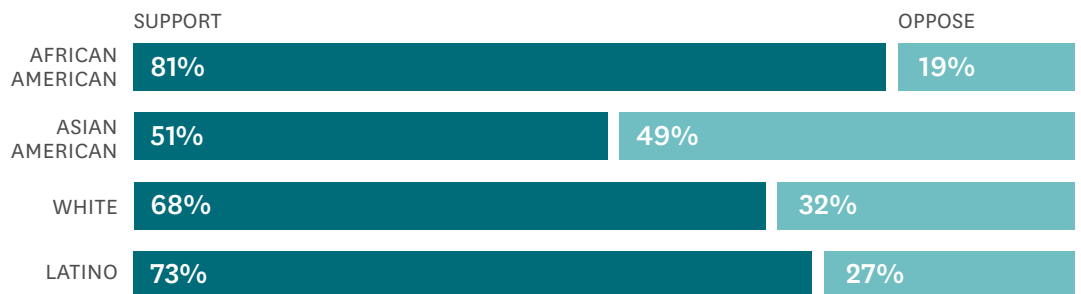


BY GENERATION



To reduce homelessness, would you support the building of permanent supportive housing within 5 blocks, or approximately a half mile, of your home?

BY RACE/ETHNICITY



BY GENERATION



IT'S TIME TO FOCUS ON HOMELESSNESS, MENTAL HEALTH, AND PUBLIC SAFETY

by Jessica Lall

Los Angeles is a world-class city renowned for its diversity and creativity, and Downtown Los Angeles (DTLA) is at the heart of it all. It's not only the region's transit hub and center for economic growth, but home to exceptional educational facilities like LMU, cultural attractions, and hospitality venues. DTLA has experienced an incredible transformation over the last two decades and continues to grow. It hasn't seen this much construction since the Roaring Twenties and will be home to 200,000 residents by 2040. DTLA only represents one percent of the city's land but is projected to see 20% of its population growth, and we encourage that and are excited about the future. As we've seen first-hand with DTLA residents and employees, the 2018 Los Angeles Public Opinion Survey also shows that Angelenos are optimistic about the future but have concerns.

Central City Association is committed to enhancing DTLA's vibrancy and increasing investment in the region. We understand the importance of assessing public opinion to shape our priorities and advocacy agenda. This survey shows that the challenges we need to focus on are homelessness, public safety, and mental health resources, and that Angelenos expect our government to lead the way.

HOMELESSNESS

Our region is facing a homelessness crisis, an issue which clearly shows that we are struggling to meet our collective moral, health, political, and economic responsibilities. Many cities across the nation are also experiencing this, but LA is unique in both the sheer scale and unprecedented growth of our unsheltered homeless population. The good news is that Angelenos are very compassionate and generous people. They were willing to tax themselves to increase services and housing

for homeless individuals with Measure H at the county level and Proposition HHH at the city level. And this year's survey shows that they are still willing to increase taxes for this issue. Ending homelessness is the most important challenge we face, and we are proud that Angelenos are committed to working with elected leaders and government agencies on this problem.

MENTAL HEALTH

We know from the crises we witness on our streets every day that mental health resources matter. It's clear that we are failing to provide adequate resources for Angelenos with mental illnesses, and overwhelmingly, the public feels the Department of Public Health is accountable. We need to work collaboratively with our government leaders to improve access to care and prioritize mental health resources as we plan for our city's future.

PUBLIC SAFETY

This year, residents are more hesitant to recommend our city as a safe place to live. A majority also don't feel that there is a strong presence of police in their neighborhoods. This sentiment is especially important in a year where the city is searching for a new Chief of Police. It is clear that we need to do more to make Angelenos feel safe.

Los Angeles is a city of opportunity and we can address these challenges with coordinated collaboration. We look forward to working with all of you. •

Jessica Lall is the President & CEO of Central City Association, a membership-based advocacy organization focused on enhancing the vibrancy of Downtown Los Angeles and increasing investment in the region.

Which sector should residents most rely on to make sure residents are safe?

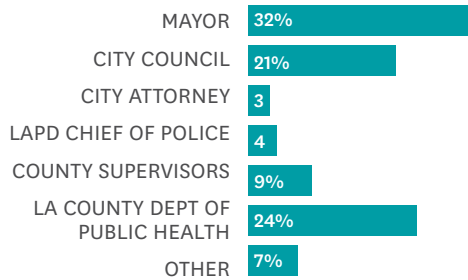


Who do you most trust to make sure residents are safe?

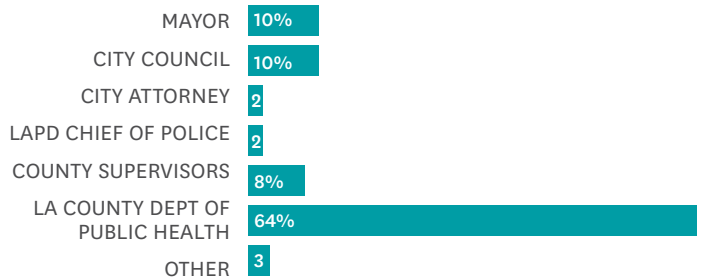


Of city of LA residents ONLY: Speaking only of those in the government sector, who should be held accountable for addressing homelessness/addressing mental health issues?

ADDRESSING HOMELESSNESS



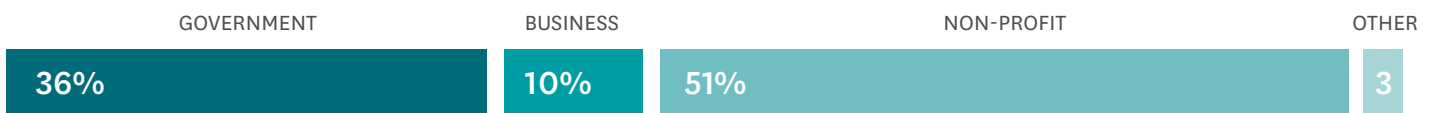
ADDRESSING MENTAL HEALTH ISSUES



Which sector should residents most rely on to address homelessness?



Who do you most trust to address homelessness?



Would you be willing to pay more in taxes or fees to help decrease homelessness/ to increase resources to fight crime?

TO HELP DECREASE HOMELESSNESS

yes

no



TO INCREASE RESOURCES TO FIGHT CRIME



* Registered voters are self-identified.

THE DILEMMA OF NEIGHBORHOOD PRESERVATION IN LOS ANGELES

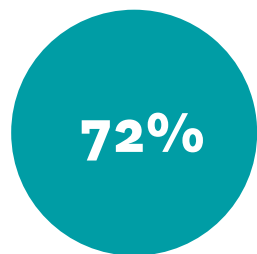
by Shawn Rios '14

Los Angeles County is a living, moving, thriving center of commerce and culture. Its 88 cities and many more distinct neighborhoods are inhabited by over 10 million people, each one clamoring for a piece of sunshine and a place to call home. While historical buildings and neighborhoods add value, interest, and beauty to the region, at times their preservation limits the number of newer, larger, and more affordable housing to the growing population. Los Angeles County residents know how difficult it can be to obtain affordable housing in Los Angeles—according to the 2017 Los Angeles Public Opinion Survey, only 14% of Angelenos believe that a majority of residents can afford to buy a home in their city. Yet for two consecutive years, the survey has indicated that residents have expressed their desire to preserve the intrinsic qualities of their neigh-

borhood over building more housing units (over 70% support across all demographic groups). Inherent feelings of pride and ownership in a neighborhood coupled with a reluctant attitude toward change result in a back-and-forth battle of where and how to begin building more housing in response to the needs of everyone, including the 58,000 homeless people in the region. While residents would rather preserve things the way they are, it is not possible to house the growing population without challenging the existing way of doing things in the region when it comes to building more housing. •

Shawn Rios is a senior civil engineering assistant with the Los Angeles County Department of Public Works. He earned his B.S. in Civil Engineering with a minor in Chicana/o Studies from LMU in 2014.

With which statement do you most agree? Preserving a neighborhood is more important than the building of more housing. OR The building of more housing is more important than preserving a neighborhood.

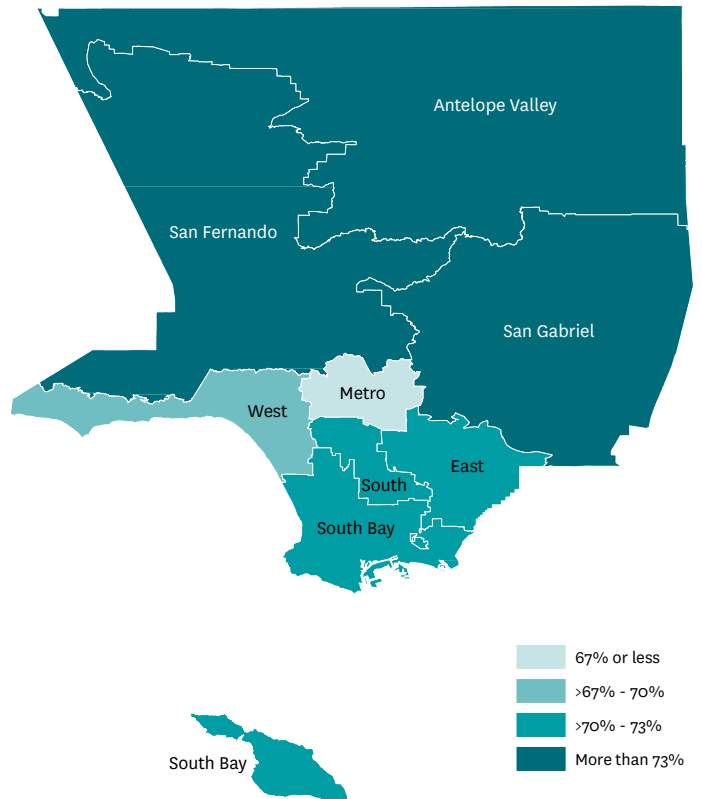


PRESERVING A NEIGHBORHOOD



BUILDING MORE HOUSING

Percentage of support for the statement that preserving a neighborhood is more important than building more housing:



LANDSLIDES AND FIRE ZONES— A TAXABLE MOMENT?

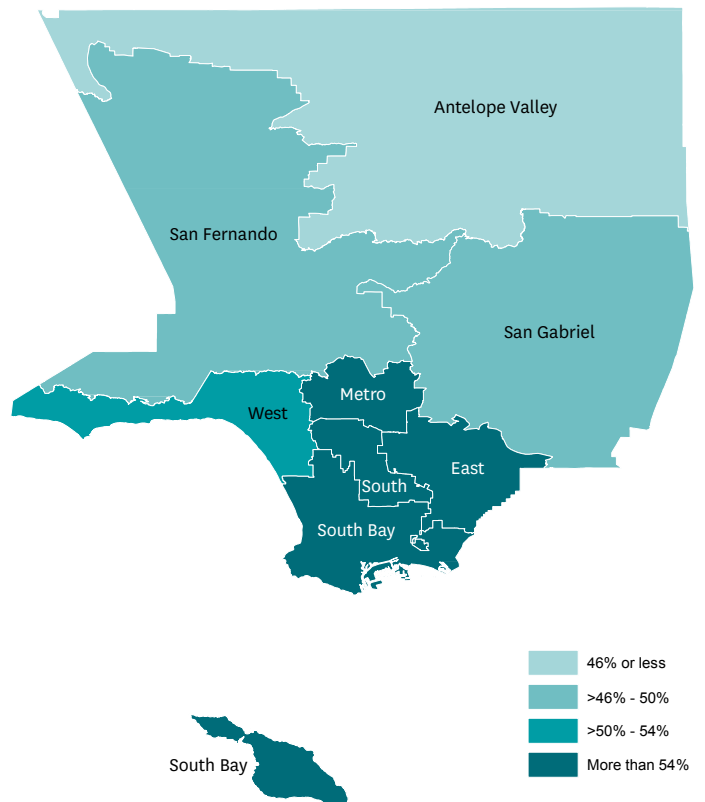
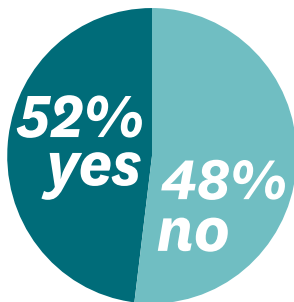
by John Andrikos '21 and Xavier Orozco '20

According to the 2015 California Geological Survey, the vast majority of Los Angeles County is at risk for landslides, and the events of January 2018 remind us of this reality. In a region vulnerable to 13 of the 16 federally-identified natural disasters, maintaining optimal emergency preparedness is critical. According to StudyLA's 2018 Los Angeles Public Opinion Survey, a slim majority of LA County residents would be willing to pay more in taxes or fees to help aid those who live in well-known landslide or fire zones. Additionally, those who consider themselves Angelenos were more likely to offer their support (55%) than those who do not consider themselves Angelenos (44%). Identifying with a region increases one's connection with other residents, helping to form a community that supports each other, which is crucial in a natural disaster-prone area. Promoting a strong regional identity within LA County is a key step in rallying support for public aid for vulnerable areas. •

John Andrikos '21 and Xavier Orozco '20 are student research assistants at the Thomas and Dorothy Leavey Center for the Study of Los Angeles at Loyola Marymount University.

Percentage of willingness to pay more in taxes or fees to help aid those who live in well-known landslide or fire zones:

Would you be willing to pay more in taxes or fees to help aid those who live in well-known landslide or fire zones?



SEXUAL HARASSMENT

by Alejandra Alarcon '14

What a person recognizes as sexual harassment is nuanced by culture. Behaviors that one culture normalizes another destabilizes. In Los Angeles County, 39% of women report experiences of sexual harassment. By race, it is 51% of white, 46% of African American, 32% of Latina, and 22% of Asian American women.

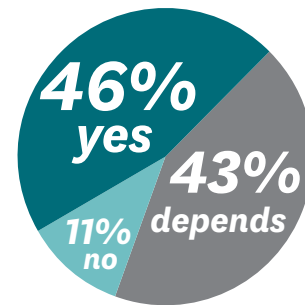
The disruption of a seemingly accepted norm in entertainment, business, and politics extends beyond the elite. In the last six months, millions of women and men around the world have come forward to share their own experiences of sexual harassment using #MeToo, #TimesUp, and other public forums; but not everyone is afforded the luxury of breaking their silence.

Why do twice as many white women report that they have been sexually harassed compared to Asian American women? The same holds true for white women with an annual household income under \$40K (60%) compared to Asian American women with an annual household income over \$150K (25%). Factors such as a lack of a clear definition of sexual harassment, differences in cultural ideologies, fear of retaliation, stigma, and shame can all contribute to how people perceive and report sexual harassment.

While men, including whites, Latinos, and African Americans all hover around 15%-17%, only 4% of Asian Americans report that they have been sexually harassed.

Looking at other demographic categories, Angelenos who report sexual harassment to a greater degree are those between the ages of 18-29 (32%) and 30-44 (33%). People who have grown up in a digital world are more likely to follow up on the latest trending topic and contribute to the latest trending hashtag. These numbers spike up to an alarming 48% and 45% for women, respectively. #MeToo and #TimesUp remind us that there is power in speaking out on this issue publicly, freely, and thoroughly. We see this when looking at breakdowns by education level as well. Many colleges and universities, including Loyola Marymount University, have developed campus-wide campaigns and curriculums on sexual misconduct prevention, consent

Should someone who committed sexual harassment at work lose their job?

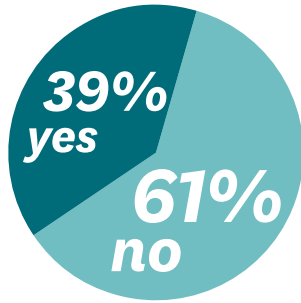


education, and bystander intervention while also encouraging intercultural dialogue. By education level, Angeleno females who report sexual harassment to a greater degree are those who have graduated from college (46%) or have earned a graduate degree (50%). People who have been provided with the resources, including language, to speak on these experiences are more likely to do so. Meanwhile, most high school students go without any kind of sex education in their classrooms.

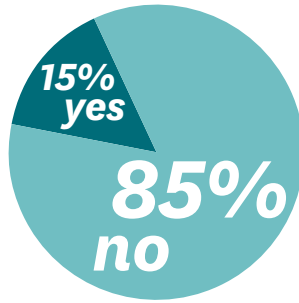
Sexual harassment has been an ongoing issue for years, decades, and even centuries, but it is only recently that we have witnessed a cultural shift that has encouraged women and men to speak up and speak out. For purposes of our survey, we can only report the number of Angelenos who feel empowered to openly report when asked if they have ever been sexual harassed. Like many other social issues, sexual harassment is reported based on perception. As the norms change, we suspect that the number of residents that report sexual harassment will increase in the coming years; but we hope that a new culture of accountability means a decrease in the number of incidents. •

Have you ever been sexually harassed?

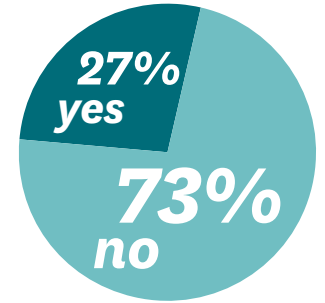
BY SEX



FEMALE



MALE



OVERALL



For females: Have you ever been sexually harassed?

BY RACE/ETHNICITY



BY GENERATION



BY EDUCATION LEVEL



BY POLITICAL IDEOLOGY



LOOKING TO THE FUTURE





PREPARING FOR A RAINY DAY

by *Brianne Gilbert*

A safety net, rainy day fund, and money under the mattress, these phrases are all associated with setting aside funds accessible when life gives a squeeze. Yet, 42% of Angeleno households do not have any money set aside that they consider savings, and 51% of households do not feel they are financially prepared for the unexpected.

Everyone needs a cushion for when times get tough. For some people with more expenses or more workplace volatility, that cushion ought to be a little larger, for some it can be small and simple. For Angelenos employed full-time, the percentage with savings is predictably higher at 72%. For students it is understandably lower (50%). However, those in the most vulnerable positions, those working part-time, the retired population, and those who are not working, the numbers are downright scary. Only 60% of retirees have any money in savings. To clarify, the survey did not ask if they have enough money in savings, it asked if they had any money. Only 43% of part-time employees and 28% of Angelenos who are not employed have any money in savings. Simply put, too many Angelenos do not have a financial safety net.

We could hope that “with age comes wisdom” or “with youth come fresh perspectives,” but neither appear to be the case when it comes to setting aside money for savings. All five of the generations hover between 56% to 60%. Although one might expect to see a lower savings percentage among the younger generations, that only 59% of Baby Boomers or Silent/Greatest Generation Angelenos have any

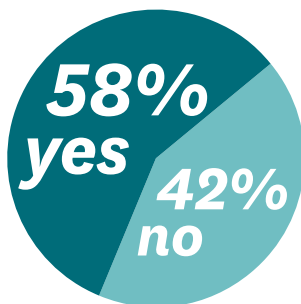
Social cohesion is critical to communities’ ability to strive and thrive.

money they call savings is alarming. Similarly, as they head into retirement, or are solidly in the midst of it, 60% of Angelenos ages 72 and older consider their household financially prepared for the future, and only 49% of Baby Boomers consider themselves prepared. Since it is safe to say not all of their households are comprised of a bunch of Gen Zs or Millennials with time on their hands to prepare, something needs to change.

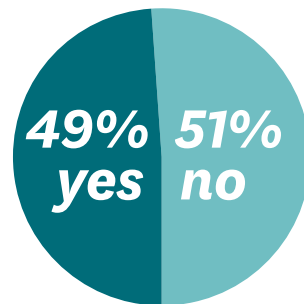
Exacerbating the problem, households with similar characteristics, e.g., race/ethnicity, education levels, etc. often live in close proximity to one another, creating entire neighborhoods or communities with a similar lack of a safety net. Holding other demographic variables equal, Angelenos with money set aside for savings are 13% more likely to trust their neighbors to do what is right than those who do not have savings. They have built a strong sense of social cohesion, which is critical to communities’ ability to strive and thrive.

Setting our sights on financial stability is not an African American or Latino issue, nor is it a male or female issue, or a conservative or liberal issue. As a culture and as a community, we need to shift our thinking. We need to start creating our own financial safety nets, and teaching our children the importance of doing the same. In this land of opportunity, we need to put money aside for a rainy day, and then be ready to lend an umbrella when the rains come. •

Does your household have any money set aside that you consider savings?



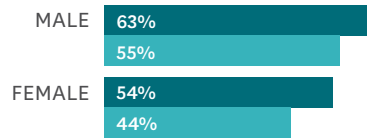
Thinking about your household’s finances today, do you feel your household is financially prepared for the unexpected?



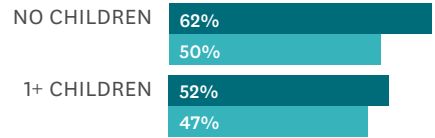


Does your household have any money set aside that you consider savings/ do you feel your household is financially prepared for the unexpected?

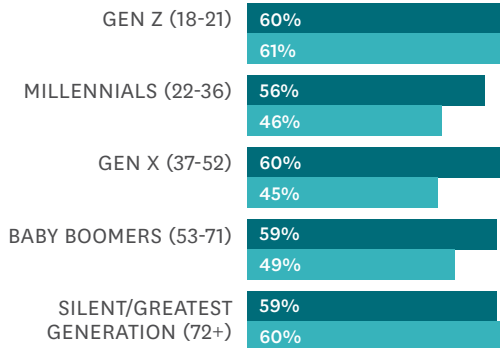
BY SEX



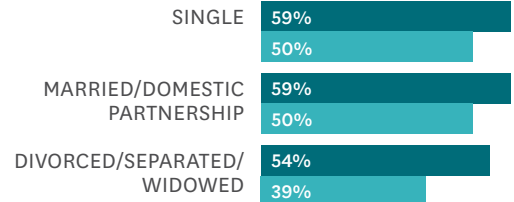
BY FAMILY SIZE



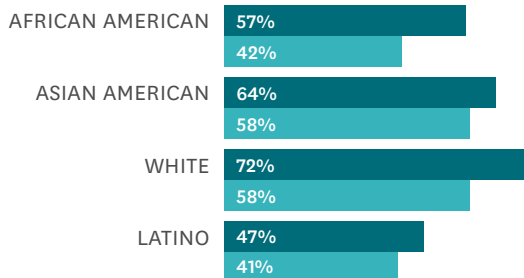
BY GENERATION



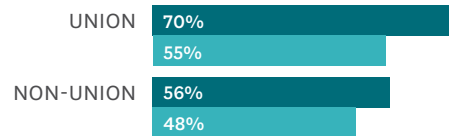
BY MARITAL STATUS



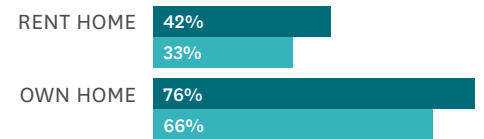
BY RACE/ETHNICITY



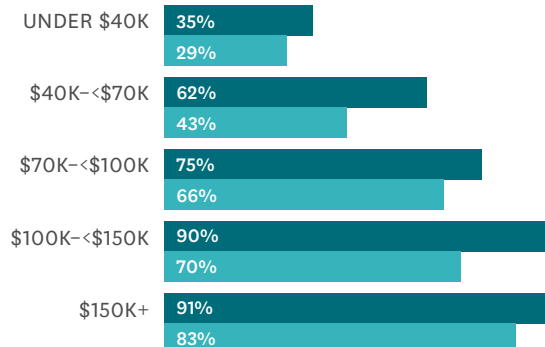
BY UNION HOUSEHOLD



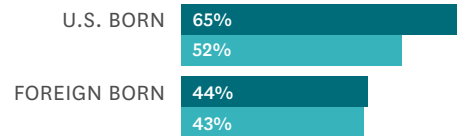
BY HOME OWNERSHIP



BY HOUSEHOLD INCOME



BY BIRTH COUNTRY



MONEY IN YOUR HOUSEHOLD SET ASIDE FOR SAVINGS
 FINANCIALLY PREPARED FOR THE FUTURE

QUALITY OF CARE FOR THE YOUNGEST ANGELENOS

by Mariya Vizireanu, Ph.D.

Access to quality early care and education programs is crucial for families with young children. The first several years of a child’s development do not only influence later academic achievement, but contribute to a positive economic and social position in adulthood. To what extent do LA County residents—Angelenos—support early child care and education programs?

An overwhelming majority of Angelenos (90%) think the government should do more to increase affordable access to quality child care and 71% are willing to pay more in taxes or fees to support better access. This is especially important since only one third of Angelenos rate access to quality child care as “good.”

In a battery of 21 questions that asked Angelenos to rate their city and county characteristics, quality of child care was in the bottom half with other low-rated items such as homelessness, mental health resources, and access to affordable quality housing. Households that are dealing with child care today (those with children under five) are rating it lower than those that have finished dealing with it in the recent past. The same trend holds true for access to quality pre-school, as more households that are still involved with early child care rate it as “poor” (21%) than households with older children (15%).

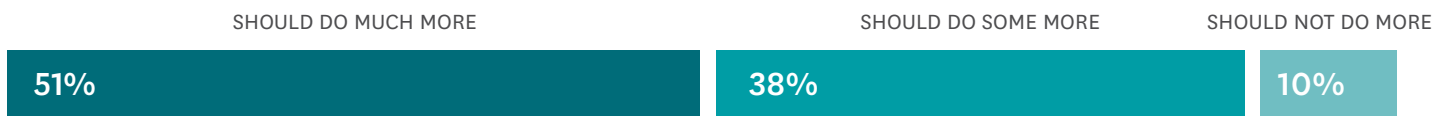
Additionally, there is an important geographic distinction be-

tween the city of LA and the rest of LA County. City of LA residents are considerably less likely to rate access to both quality child care and quality pre-school as “good” (26% and 32%, respectively) than LA County residents (39% and 47%). Yet, city of LA respondents are no more willing to pay higher taxes to support better access.

While Angelenos overwhelmingly say the government should do more to increase affordable access to quality child care, 51% believe it should do “much” more. Those who rated access to quality child care as “poor” were most likely to feel this way (62% vs 47% among those who gave a “good” rating). The belief that the government should do much more on the issue was strongest among African American respondents (66%), and those with lower household incomes (57% for < \$40,000).

These results signal a strong need for better child care among Angelenos, especially those that live in the city of Los Angeles. This need is already recognized, as early childhood advocates work to maximize positive outcomes for children before age five. To ensure that all children in LA County begin kindergarten prepared to succeed (both academically and overall), access to high-quality child care needs to increase—a direction most Angelenos are willing to support with their tax dollars. •

Should the government do more to increase affordable access to quality child care?



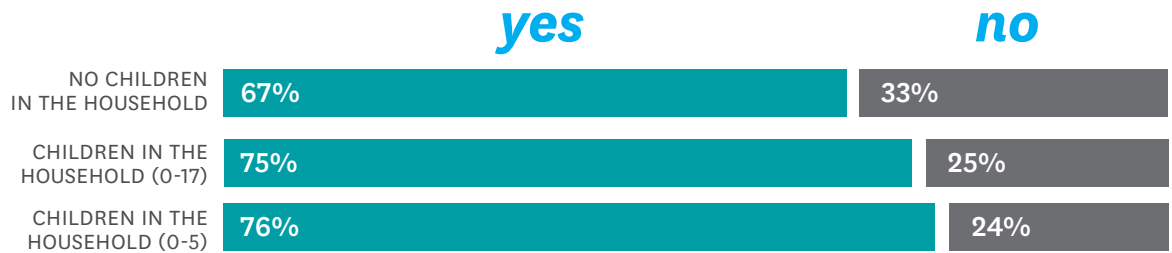
Should the government do more to increase affordable access to quality child care?



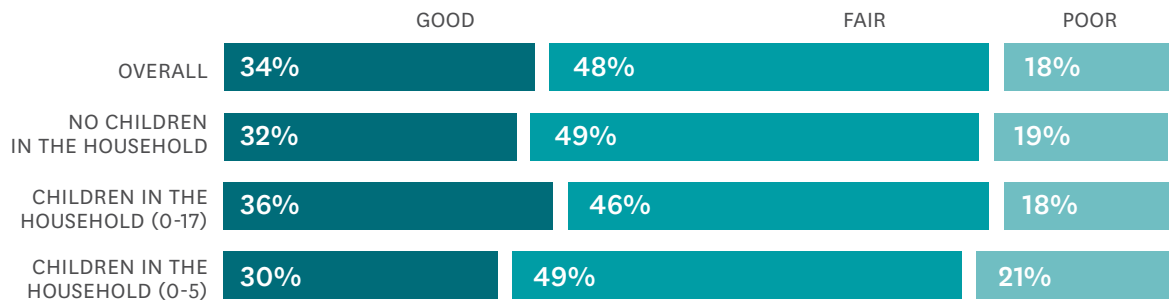
Would you be willing to pay more in taxes or fees to support access to quality child care for children in LA County?



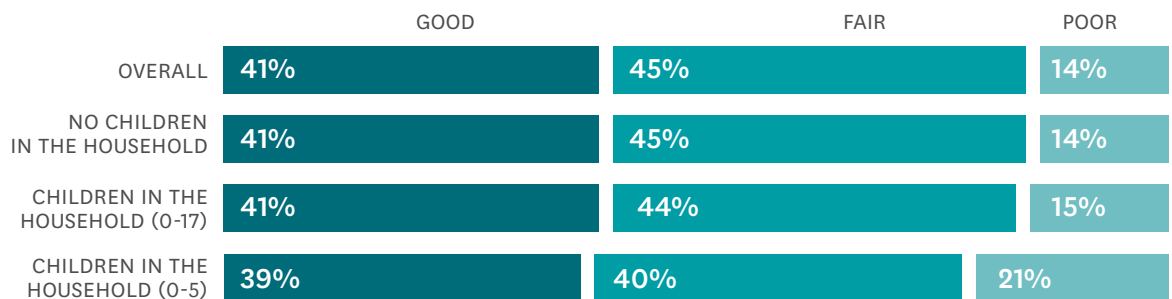
Would you be willing to pay more in taxes or fees to support access to quality child care for children in LA County?



How would you rate access to quality child care as a characteristic in relation to your city or LA County as a whole?



How would you rate access to quality pre-school as a characteristic in relation to your city or LA County as a whole?



CALIFORNIA'S STATE PRIMARY: LOS ANGELES COUNTY AT THE POLLS

by Fernando J. Guerra, Ph.D.

Antonio Villaraigosa greatly outpaces Gavin Newsom in voter support in StudyLA's poll for the gubernatorial primary election. Villaraigosa garners twice as many Los Angeles registered voters than Newsom. Forty-four percent (44%) of self-identified registered voters chose Villaraigosa and 21% chose Newsom. In the rest of the county, excluding the city of Los Angeles, Villaraigosa gets 37% to Newsom's 15%. Taking a look at self-identified voters in the county overall (a sample size of 1,924), Villaraigosa gets 40% of the vote, while Newsom gets 17%. This is excellent news for Villaraigosa, who absolutely needs to beat Newsom in LA County—where 25% of the state's voters live—if he is to become governor of California.

The prestigious PPIC Statewide Survey, also conducted at the same time in January, has Newsom at 23% voter support and Villaraigosa at 21%. This poll identifies titles (former Mayor of Los Angeles, Lieutenant Governor, State Treasurer, etc.), while our survey attaches only political party to names. Registered voters are simply more likely to know titles, while non-registered are more likely rely on name recognition. Non-registered Angelenos will choose a name and title they know (the former Mayor of Los Angeles) over the Lieutenant Governor.

So, how is it that Villaraigosa received 44% of the respondents in

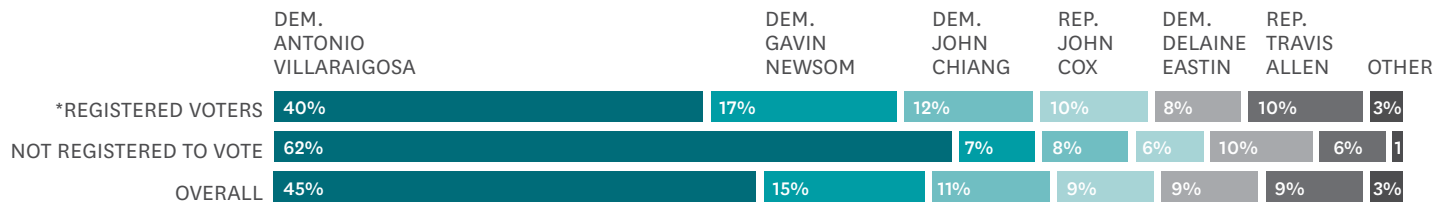
Simply put: The election comes down to Latino support.

Los Angeles County, compared to only 21% statewide? Simply put: Latino support. Sixty-one percent (61%) of Latino self-identified registered voters chose Villaraigosa. He can easily take Latinos statewide considering that a third of California's Latino registered voters live in Los Angeles County. Things don't bode so well for State Treasurer John Chiang in his own county. He gets only 12% of the vote overall, and doesn't even get the plurality of the Asian Americans' vote in the city of LA (31% for Villaraigosa and 23% for Chiang).

The surveys of registered voters don't tell the whole story. Asking non-registered voters what they think can also be important in the upcoming election. While Villaraigosa does well with Latino registered voters, he takes a whopping 76% of non-registered Latino voters in the county overall and 62% of non-registered voters overall. In the city of LA, Newsom barely gets 10% of non-registered voters. Why even discuss non-registered voters? If Villaraigosa can mobilize and get some of these folks registered, his chances of winning increase dramatically.

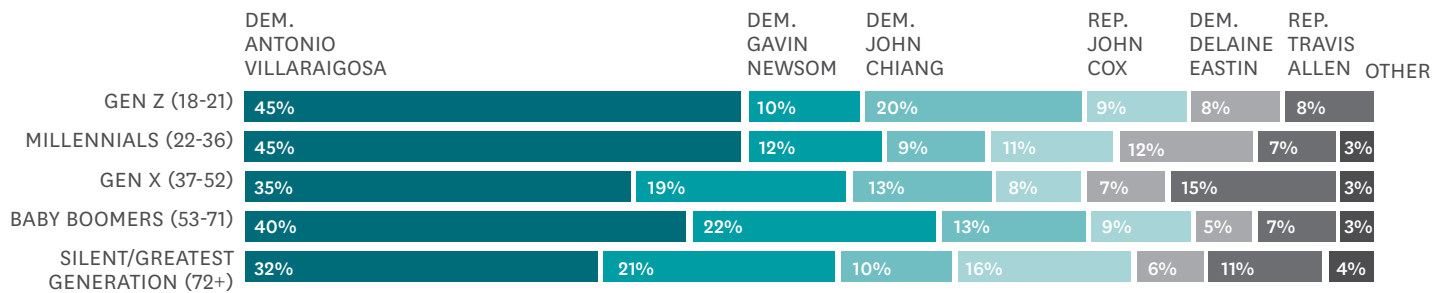
And here's something to chew on. Last year, in the 2017 Los Angeles Public Opinion Survey using the same exact methodology, 81% of self-identified registered voters said they would vote for Eric Garcetti in the 2017 mayoral election. He got 81% of the vote two months later. •

If the June 2018 Primary Election was today, for whom would you vote for governor?

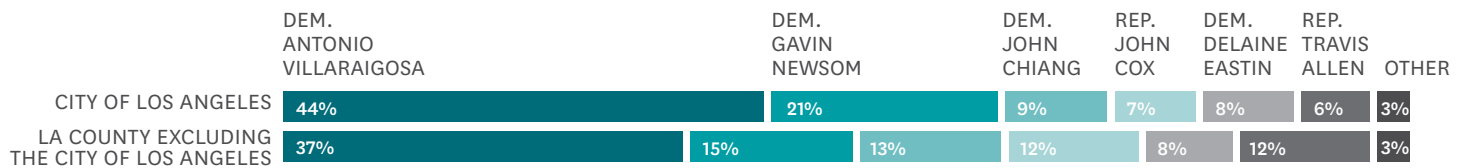


Of self-identified registered voters: If the June 2018 Primary Election was today, for whom would you vote for governor?

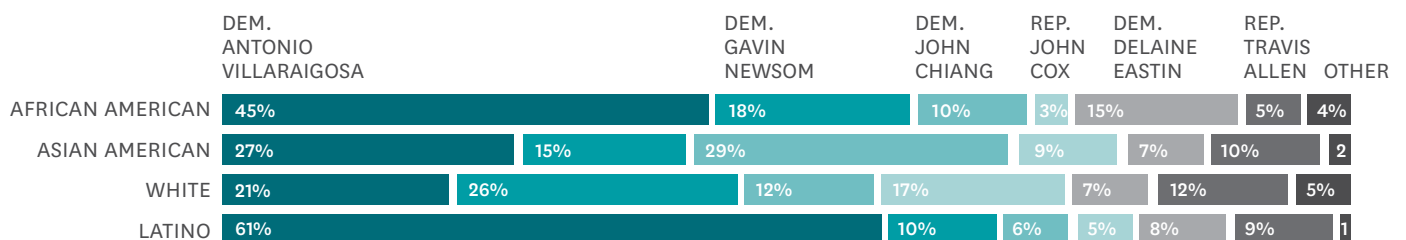
BY GENERATION



BY GEOGRAPHIC LOCATION



BY RACE/ETHNICITY



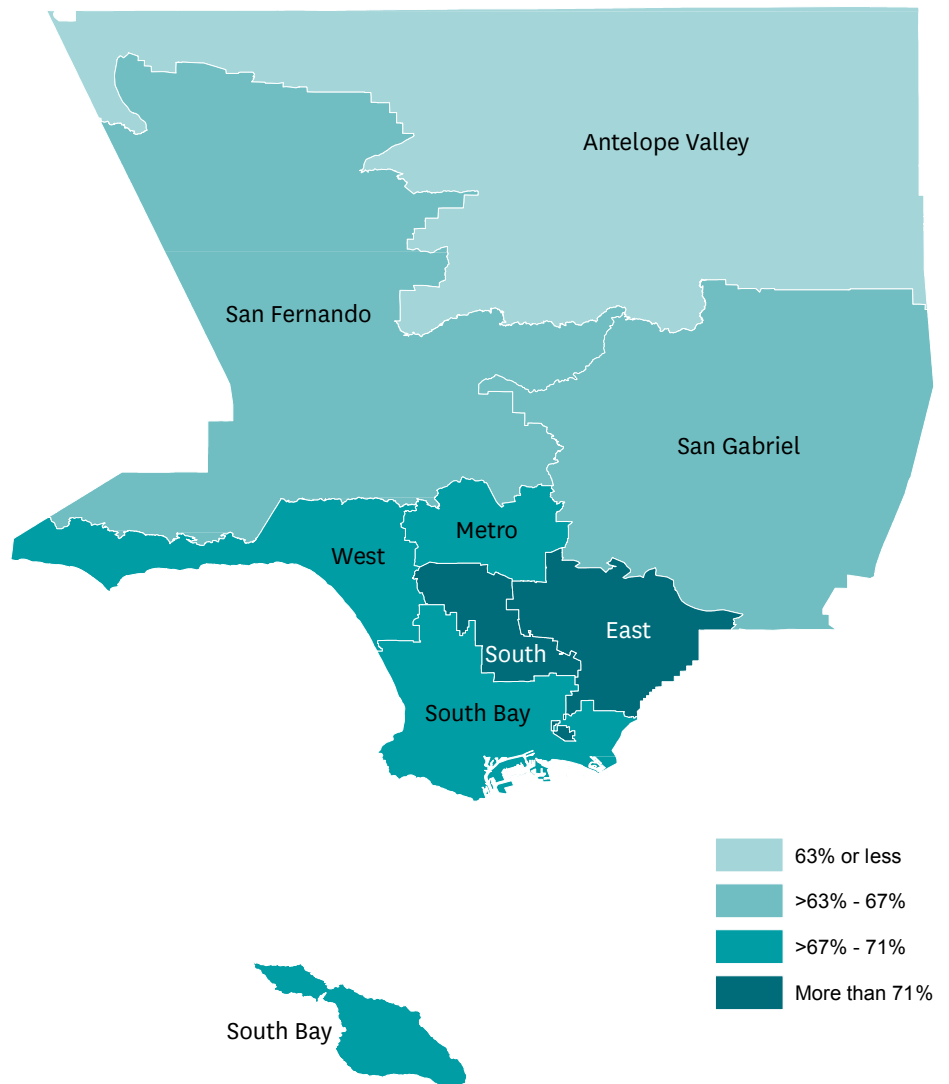
Response option order was randomized; results are listed in numeric order
 * Registered voters are self-identified.

ACCORDING TO ANGELENOS, TRUMP IS OUT

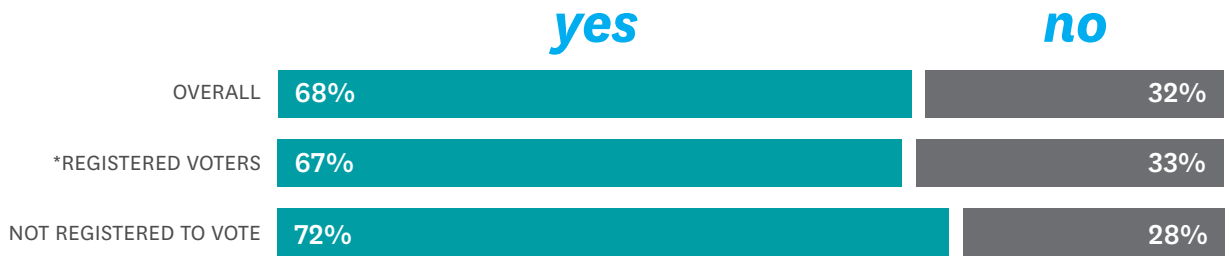
by Alex Kempler

Since Election Day 2016, Angelenos have shown their discontentment with Donald Trump, and a majority of Angelenos (68%) would go so far as to impeach him if they could. What’s more, according to the 2018 Los Angeles Public Opinion Survey, the percentage stays the same for registered voters (67%), and is even higher for non-registered voters (72%). When looking specifically at self-identified registered voters, numbers are especially high for African Americans (81%) and Latinos (79%) given the hostile rhetoric directed towards both groups throughout Trump’s political campaign and presidency. Support for Trump’s impeachment decreases with age, from Gen Z to the Silent/Greatest Generation (84% to 51%). While older generations may not necessarily support Trump’s policies, they are less open to impeachment than younger generations. Nevertheless, if other parts of the country begin to think like Los Angeles, Trump will be out of office. ●

Percentage of support for impeaching President Donald Trump:

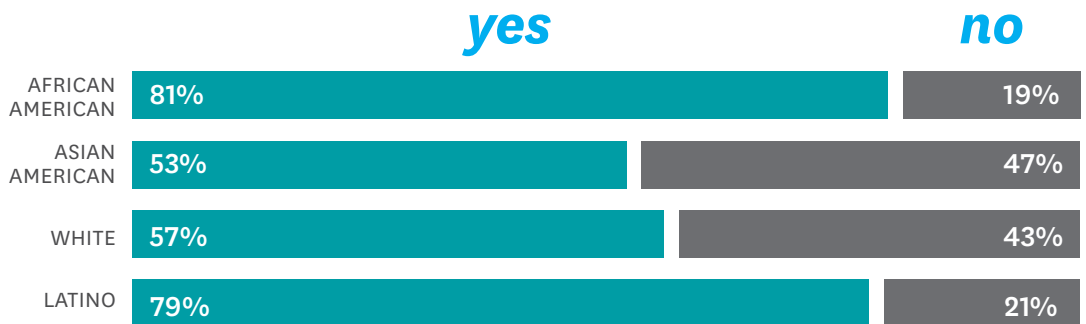


If you could choose to recall, replace, or impeach various elected officials, would you favor impeaching President Donald Trump?



Of self-identified registered voters:

BY RACE/ETHNICITY



BY GENERATION



* Registered voters are self-identified.

EYES IN THE SKIES: ANGELENOS' VIEW OF POLICE DRONES

by Mariya Vizireanu, Ph.D.

The perception of drone use is somewhat positive.

Across the country, police departments are introducing drones, or unmanned aerial vehicles (UAV), in their daily operations. Successful use of such technology, however, requires public support. While police drones offer benefits—efficiency and ability to minimize risks to officers—critics raise concerns over privacy issues and the potential scope of drone use in the future. In October 2017, the civilian Los Angeles Police Commission approved a one-year pilot program for the use of drones in specific situations (e.g. during catastrophic incidents and natural disasters). This decision has received negative feedback from some residents, as it was accompanied by a small protest in downtown Los Angeles. How do Angelenos feel about the issue today?

More than half of Los Angeles residents favor allowing their police department to use drones for normal policing activities (56%). Support levels are similar for city of Los Angeles and the rest of LA County.

Support for drone use differs by race, with African American respondents favoring their use at only 39%, Latinos at 53%, and Asian Americans at over 60%. Place of birth also matters, as respondents born in the U.S. favor drone use less (52%) than those born abroad (65%). The difference is even more drastic when considering language—those who took the survey in English were least likely to favor the use of police drones (53% vs. 66% for Spanish and over 75%

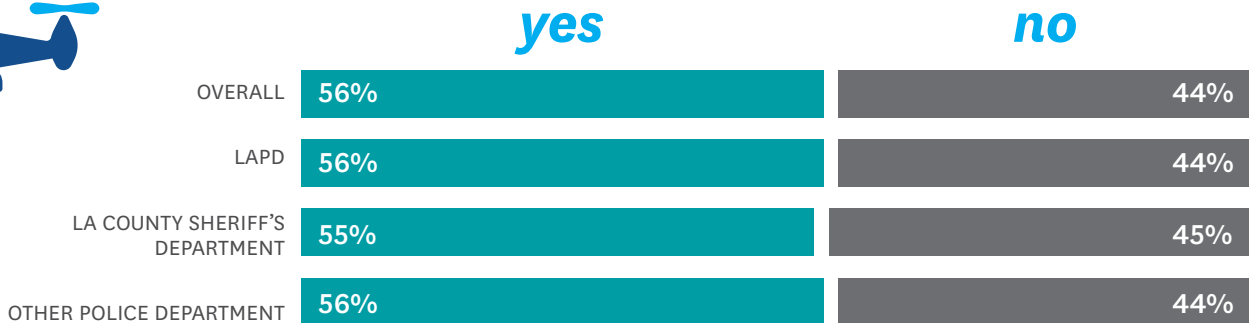
for Korean and Mandarin). These lower support levels across certain demographics may be due to lower trust in police overall: African American residents are considerably less likely to say they trust their police provider “just about always” (11%) than Asian American (23%), white (24%), or Latino (25%) respondents. A similar pattern holds true for place of birth, with only 18% of US-born residents choosing the “just about always” trust option vs. 32% of those born elsewhere.

Drone support increased with age and self-identified social class. This mirrors an increase in positive attitudes towards the police, as older and upper class residents also rate the quality of police services higher. Consecutively, residents who rated their police services and conduct/professionalism as “good” were twice more likely to favor drone use than those rating them as “poor.” Unsurprisingly, those willing to pay more in taxes to increase resources for fighting crime were also more likely to favor drone use (59%) than those not willing to pay more (48%).

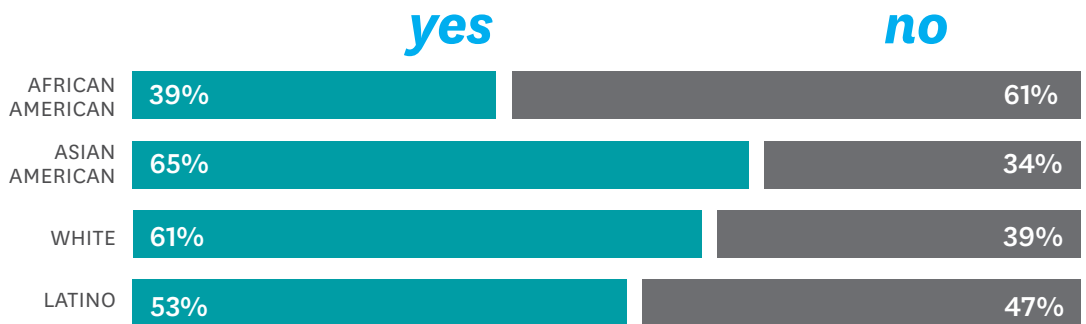
While past research has suggested that such communities as Los Angeles have a fairly negative attitude on the topic, present findings show that perceptions of drone use for normal police activities are somewhat positive. In fact, those who identify as Angelenos are more likely to favor their use (58%) than those who do not (51%). •



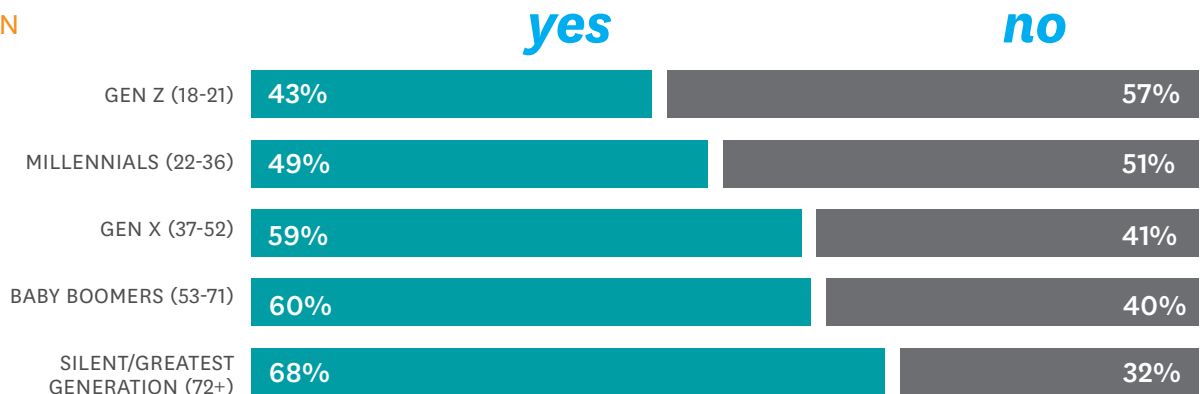
There have been discussions about your police department using drones for normal policing activities. Would you favor allowing your police department to use drones for normal policing activities?



BY RACE/ETHNICITY



BY GENERATION



STRIVING FOR EQUITY IN OUR DIVERSE CITY

by William Funderburk and John Chen

Los Angeles is a diverse city. It is also a values-driven city. These values have been expressed by our survey respondents over the past five years and are clearly defined in LA’s Sustainability pLAN, where the city’s goals are based on three defined pillars of sustainability—environment, economy, and equity. Reflecting the values of the residents and city government, the Los Angeles Department of Water and Power (LADWP) focuses on equity by developing a data-driven framework that allows managers to modify policies, programs, and services to track toward equitable outcomes.

What do the residents of LA County, Angelenos, think about the services they receive, and how do they perceive the role of their energy providers in ensuring equity?

Most Angelenos rate their electricity (61%) and water services (51%) as “good.” Fewer Angelenos (42%) rate sustainability (solar energy programs, clean water, and energy conservation) as high. These ratings differ by demographics, specifically race and social class. African American respondents are least likely to rate both water (38%) and electricity (50%) as good. Also, ratings of these services and sustainability increase with social class: for instance, those who self-identify as “upper class” are almost twice as likely to rate water services as good as those identifying with “lower class.”

A majority of Angelenos (64%) are willing to pay more in taxes or fees to make utility fees more equitable for all residents. Once again, the sentiment differs by demographics. African American (71%) and Latino (71%) respondents are most willing to pay the extra fees. This willingness decreases with household income: a majority of households making less than \$40,000 are willing to pay more (73%), while less than half of households (48%) with \$150,000+ incomes expressed readiness to do so.

Lastly, most Angelenos (82%) think that their energy provider should be active in building infrastructure, such as charging stations for electric vehicles. This belief slightly decreases with age, but remains high across various demographics.

For LADWP customers specifically, ratings of water, electricity, and sustainability are lower than the LA County averages. This trend is seen across a variety of metrics, however, with city of LA residents rating services lower than those residing in LA County. Yet, it still signals the need on DWP’s part to keep improving and ensuring that all customers are reached with fairness and equity. As a way to measure progress towards this aim, in 2016 LADWP developed the Equity Metrics Data Initiative (EDMI). EDM I is a tool used to assess how well programs, services, and resources are distributed throughout the city by enabling visual tracking of equity metrics throughout LA (reports are publicly available at LADWP.org/equitymetrics). As we continue using this tool to ensure that LADWP is serving its customers equitably, the goal is to see a corresponding improvement in public perceptions in the coming years. ●

William Funderburk is an environmental lawyer and managing partner at Castellon & Funderburk LLP, and he has served as the Vice President of the Board of Water and Power Commissioners at LADWP since 2013. He introduced the Equity Metrics Data Initiative at LADWP and continues to play a key role in its implementation.

John X. Chen has worked for the Los Angeles Department of Water and Power (LADWP) for over 27 years. He is currently the President of the Management Employee Association at LADWP. He was one of the founding members that purchased the property on behalf of LADWP in creating the LA Cleantech Center.

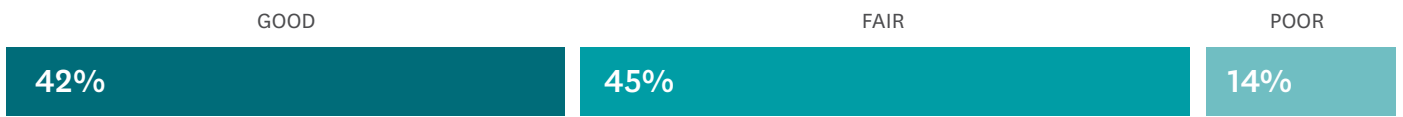
How would you rate water services (e.g., quality of drinking water, cost of water service, etc.) as a characteristic in relation to your city or LA County as a whole?



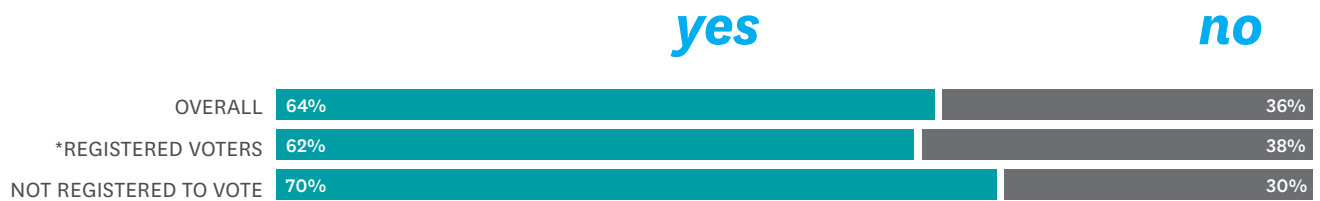
How would you rate electricity (e.g., power, etc.) as a characteristic in relation to your city or LA County as a whole?



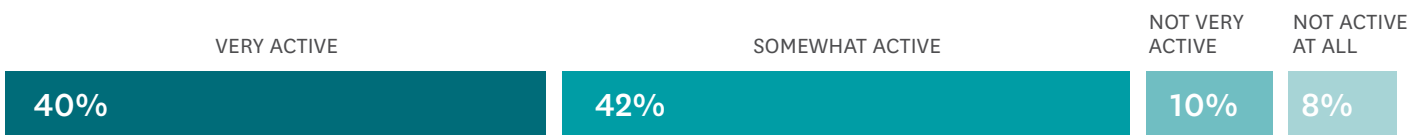
How would you rate city/county sustainability (e.g., solar energy programs, energy conservation, clean water, etc.) as a service as in relation to your city or LA County as a whole?



Would you be willing to pay more in taxes or fees to make utility fees more equitable for all residents?



How active should your energy provider be in building infrastructure such as charging stations for electric vehicles?



* Registered voters are self-identified.

LOS ANGELES ROOTS FOR #THISTEAM

by Alejandra Alarcon '14 and Athena Martinez '18

Angelenos love winners. This love is especially evident when it comes to a winning sports teams. Add in a championship and, well, you've hit a home run.

In the five years StudyLA has conducted the Los Angeles Public Opinion Survey, it has asked residents to name their favorite professional sports team with LA in its name. While most of us root for many LA teams, which one is your favorite if you could only choose one?

The Lakers and the Dodgers are in a clear lead. Both teams are four to five times more popular than any other team. Last year the Dodgers stole first place, beating the Lakers by a single percentage point. Since then, the Dodgers have won their fifth consecutive National League West, won the National League Championship Series, advanced to the World Series, and finished the season with the most wins in LA team history. Meanwhile, the Lakers, in their first season without Kobe Bryant, have only slightly improved from their worst four seasons in franchise history and have again failed to make it to the playoffs. In 2018, it's all about #ThisTeam (aka the Dodgers, for those of you not in the know). Thirty-eight percent (38%) of Angelenos chose the Dodgers as their favorite team while 30% chose the Lakers. After a remarkable post-season that left Angelenos at the edge of their seats, it comes to no surprise that in 2018 the Dodgers now have an 8% lead over the Lakers when in 2014 they were 9% behind.

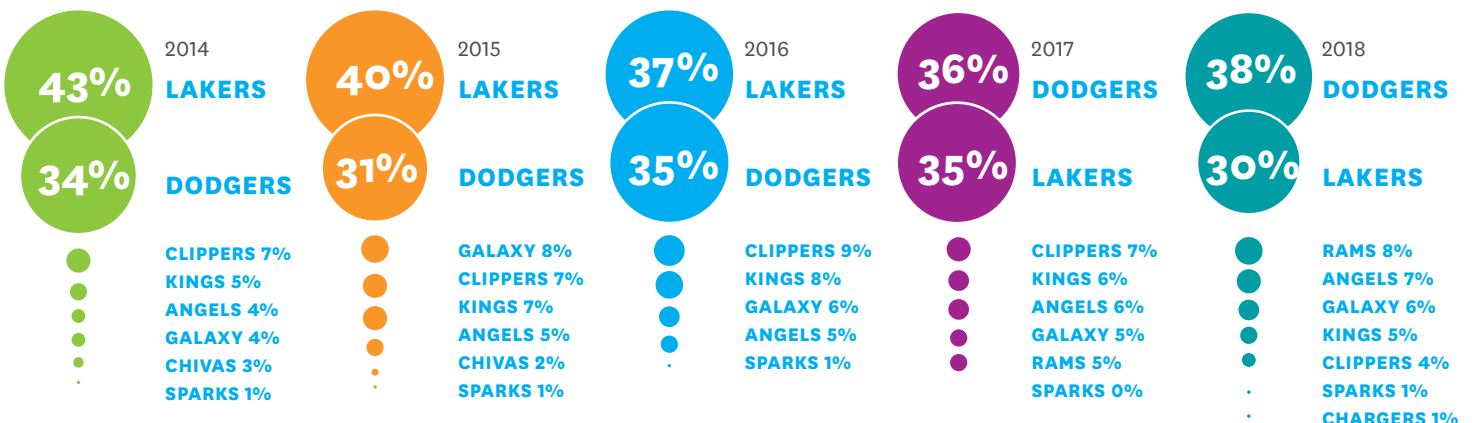
Gen Z saw the Dodgers in the World Series for the first time in their lifetime, and 43% of them support the Dodgers over other teams. Baseball is not typically known for being the top sport among the younger generations but in LA, the winning team has captivated the hearts of young Angelenos.

Higher than a Todd Gurley leap, in 2018 the Rams leaped over the Galaxy, Angels, Kings, and Clippers to become LA's third favorite sports team after a resurgence that led to their first NFC West title in over a decade. Five percent (5%) of respondents favored the Rams in 2017 and 8% favored them in 2018. When given the choice of all teams in the NFL, 31% of Angelenos chose the Rams as their favorite professional football team. Meanwhile, the Chargers need to put up a stronger "Fight for LA": only 10% of Angelenos chose the Chargers as their favorite football team, trailing 21% behind the Raiders, a team that hasn't played in LA for over 24 years.

Angelenos may be divided in their sports loyalty, but who doesn't get caught up in the excitement of a championship parade? ¡Vamos, Doyers! •

Athena Martinez is a senior English major and Chicana/o Studies minor at LMU. She will graduate in May and continue this season as an associate with the Marketing and Operations team for the Los Angeles Dodgers Foundation.

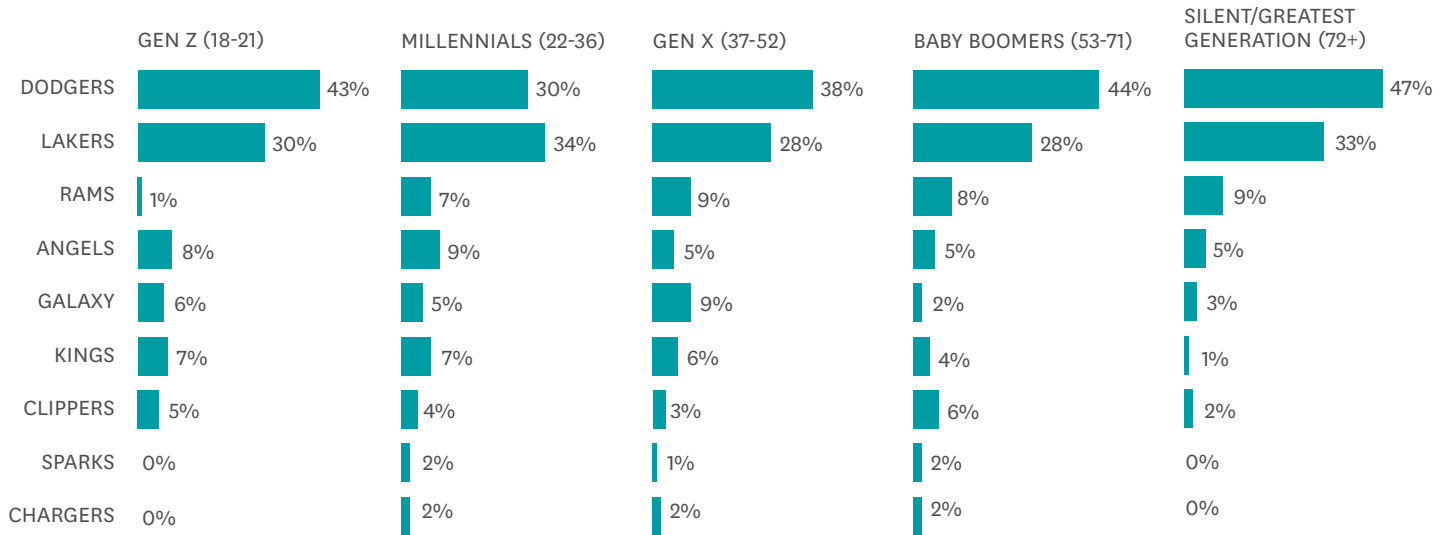
What is your favorite professional team with LA in its name?



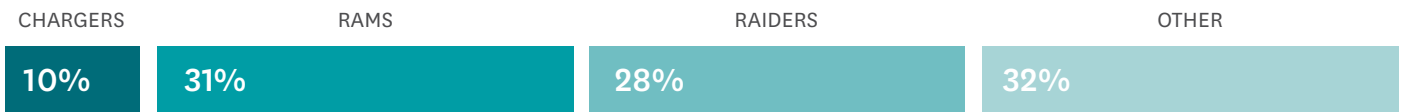


What is your favorite professional team with LA in its name?

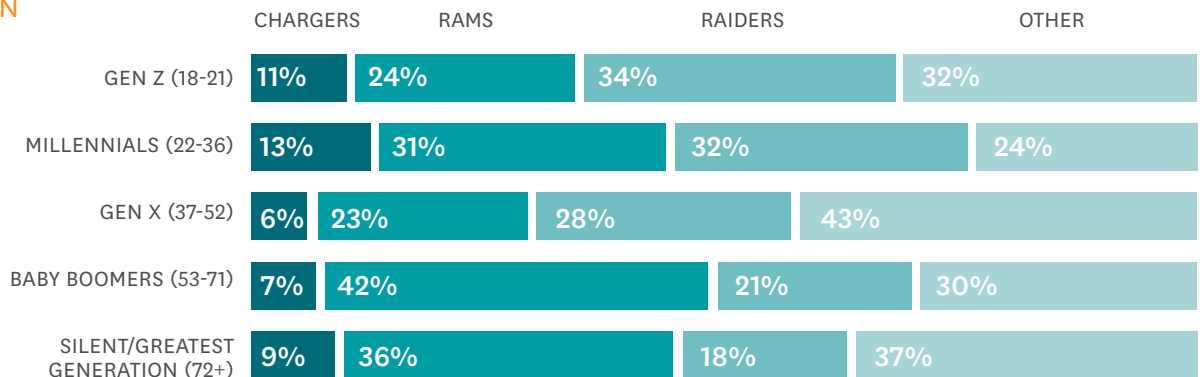
BY GENERATION



Which is your favorite professional football team?



BY GENERATION



It's all about the kids!



1ST LA
first 5 la
Giving kids the best start

First 5 LA congratulates LMU's Annual Forecast LA attendees on helping strengthen families, communities, and systems of services and supports so that all children in L.A. County enter kindergarten ready to succeed in school and life.



First5LA.org



[@First5LA](https://twitter.com/First5LA)

CENTRAL CITY ASSOCIATION IS A PROUD SUPPORTER OF THE CENTER FOR THE STUDY OF LOS ANGELES & FORECAST LA



Through advocacy, influence and engagement, Central City Association enhances the vibrancy of Downtown Los Angeles (DTLA) and increases investment in the region. We fulfill our mission by:

- Providing a vision for the future of DTLA
- Making DTLA the place for housing at all income levels
- Advancing comprehensive solutions to homelessness
- Enhancing the experience of DTLA for employees, residents and visitors
- Supporting and attracting businesses and institutions to DTLA





The California Endowment
PROUDLY
BUILDING HEALTHY
COMMUNITIES

14

COMMUNITIES
STRONG

&

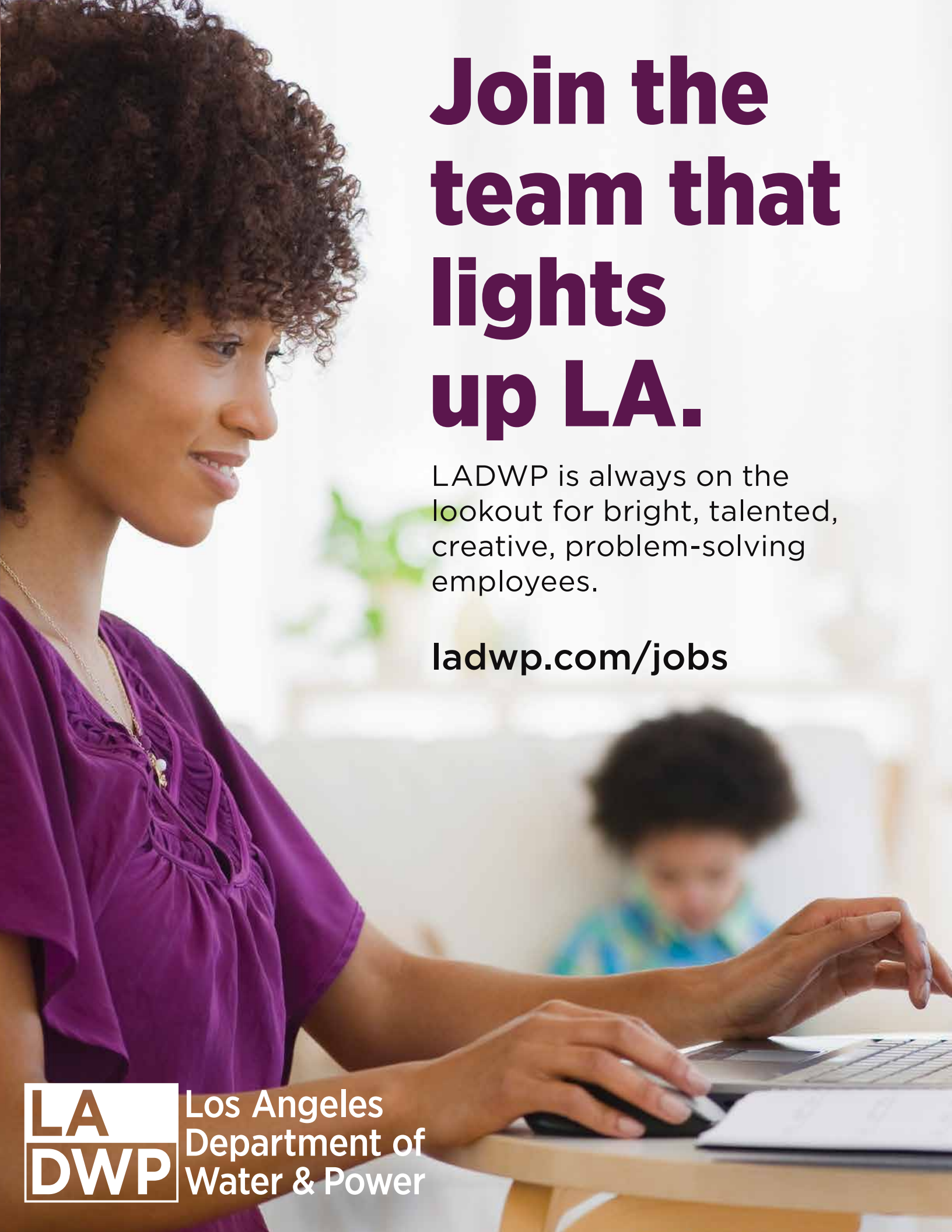
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HEALTH AND LIFE
CHANGING WINS
IN POLICY AND
SYSTEMS CHANGES
THROUGHOUT
CALIFORNIA

Together we join residents, youth and communities in advancing health and justice for all.

Building Healthy Communities—making neighborhoods safer, schools better, and healthcare coverage accessible so all children and families can live healthy, safe, and productive lives.



A woman with curly hair is shown in profile, smiling as she works on a laptop. She is wearing a purple top. In the background, a child is blurred, also working at a desk. The setting appears to be a bright, modern home office.

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Los Angeles
Department of
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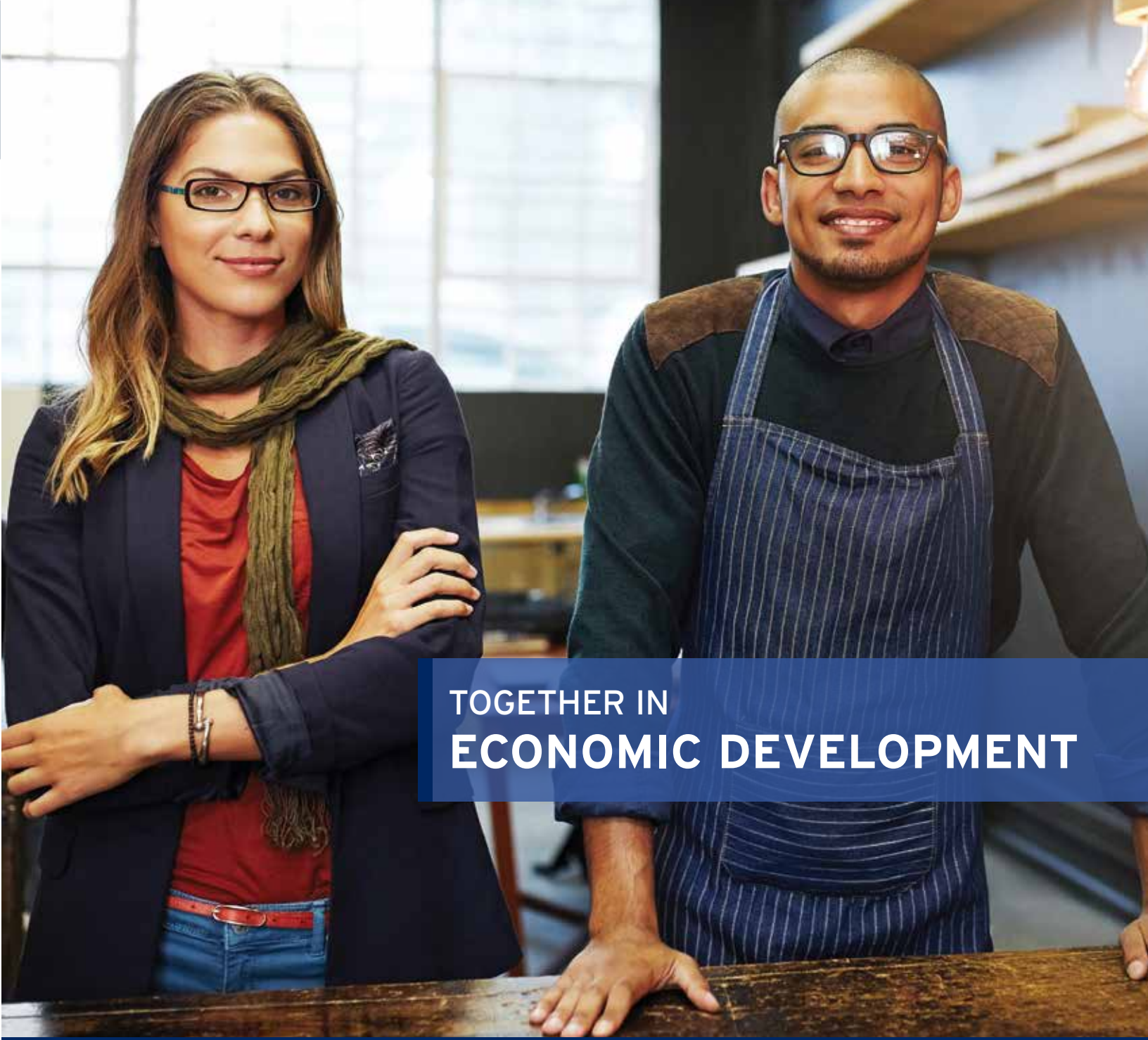
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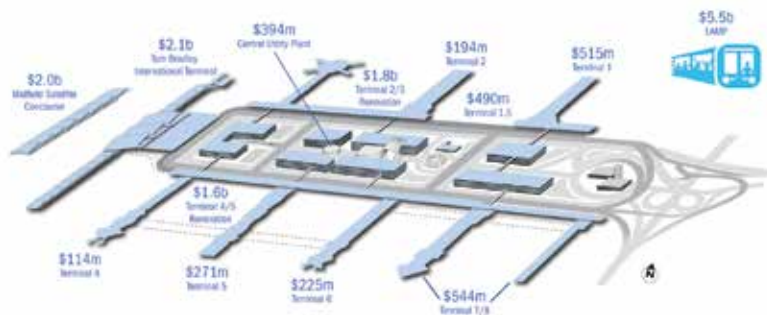
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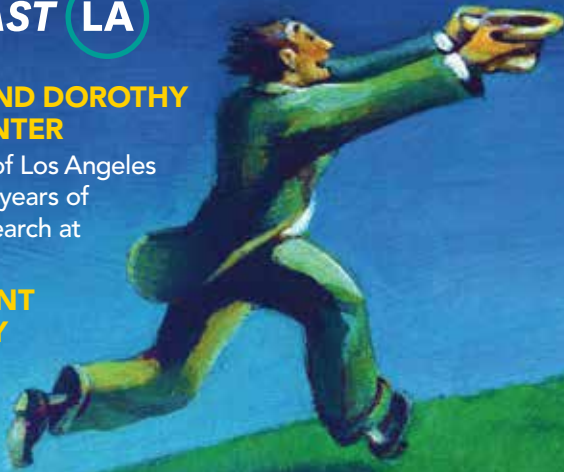
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