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Favorite Teams and Athletes Data Brief

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Loyola Marymount University

FAVORITE TEAMS & ATHLETES DATA BRIEF

2020 LOS ANGELES PUBLIC OPINION SURVEY REPORT



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ABOUT US

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. For more LMU news and events, please visit www.lmu.edu/news.

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.

For more information about the results or methodology from this or other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at brianne.gilbert@lmu.edu.

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ABOUT THIS STUDY

The annual Los Angeles Public Opinion Survey conducted by StudyLA involved 20-minute telephone sessions and online surveys with more than 2,000 adults (1,200 phone and 800 online) living in Los Angeles County. Respondents were asked about quality-of-life perceptions, personal economic wellbeing, economic concerns, overall life satisfaction, and various civic issues. The margin of error is $\pm 3.0\%$ for the entire sample.

RECOMMENDED CITATION

Guerra, Fernando J., Gilbert, Brianne, Akella, Vishnu & Vizireanu, Mariya (2020). Favorite Team and Athlete: 2020 Los Angeles Public Opinion Survey Report. Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marmount University, Los Angeles, California.

ABOUT THIS REPORT

The following data brief contains responses to the survey questions on Los Angeles' favorite teams and athletes and is divided into two sections: (1) toplines for all respondents, and (2) answers crossed by all major respondent demographics.

QUESTION(S) INCLUDED IN THIS REPORT

Which is your favorite professional team with LA in its name? Lakers | Clippers | Dodgers | Angels | Galaxy | Kings | Sparks | Rams | Chargers | LAFC

(2020) Of the following players, who is your favorite athlete that plays for a team with LA in its name? LeBron James | Kawhi Leonard | Cody Bellinger | Mike Trout | Zlatan Ibrahimovic | Anze Kopitar | Candace Parker | Aaron Donald | Phillip Rivers | Cariso Vela | Other

TOPLINES

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

	2014	2015	2016	2017	2018	2020
Lakers	42.9	39.5	37.4	35.5	30.3	35.1
Clippers	6.7	7.0	8.6	7.1	4.1	6.4
Dodgers	33.8	31.1	35.0	35.7	38.0	31.4
Angels	4.3	4.6	4.8	5.9	6.5	5.3
Galaxy	3.7	8.4	5.8	5.3	5.5	6.2
Chivas	2.7	1.9	0.0	0.0	0.0	0.0
Kings	5.2	7.0	7.8	5.7	5.5	3.4
Sparks	0.8	0.6	0.6	0.2	1.2	1.1
Rams	0.0	0.0	0.0	4.6	7.5	7.5
Chargers	0.0	0.0	0.0	0.0	1.4	1.6
LAFC	0.0	0.0	0.0	0.0	0.0	2.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

(2020) Of the following players, who is your favorite athlete that plays for a team with LA in its name?

LeBron James	46.2
Kawhi Leonard	4.3
Cody Bellinger	10.7
Mike Trout	6.7
Zlatan Ibrahimovic	1.9
Anze Kopitar	2.6
Candace Parker	2.2
Aaron Donald	2.7
Phillip Rivers	3.6
Carlos Vela	8.4
Other	3.9
None/don't watch sports	6.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

CROSSTABS

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

	City of LA	Rest of County
Lakers	35.3	35.0
Clippers	11.7	2.7
Dodgers	30.1	32.2
Angels	3.2	6.7
Galaxy	5.4	6.7
Kings	2.5	4.0
Sparks	0.9	1.3
Rams	6.1	8.5
Chargers	2.1	1.2
LAFC	2.7	1.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Survey language: English	Survey language: Spanish	Survey language: Chinese	Survey language: Korean
Lakers	35.2	36.3	61.1	14.6
Clippers	6.5	7.0	3.9	0.0
Dodgers	29.3	38.0	18.4	73.9
Angels	5.9	1.8	0.0	4.8
Galaxy	5.6	13.1	0.0	0.0
Kings	3.9	0.0	7.5	0.0
Sparks	1.3	0.0	0.0	0.0
Rams	8.8	0.0	2.6	3.4
Chargers	1.8	0.0	1.7	0.0
LAFC	1.7	3.9	4.9	3.3
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Black	Asian	White	Latino	Other
Lakers	60.7	44.8	33.2	28.0	38.3
Clippers	10.1	4.6	4.8	7.2	10.5
Dodgers	7.3	30.2	27.3	40.9	9.0
Angels	3.2	4.9	8.9	3.0	15.4
Galaxy	1.7	3.6	7.8	7.5	0.0
Kings	0.6	2.3	4.8	2.6	4.4
Sparks	1.6	1.3	0.8	1.0	4.4
Rams	9.0	5.3	7.0	7.1	18.2
Chargers	4.8	1.2	2.1	0.9	0.0
LAFC	1.0	1.9	3.3	1.7	0.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	18-29	30-44	45-64	65+
Lakers	42.1	34.8	31.5	34.0
Clippers	6.5	8.0	5.0	5.3
Dodgers	27.5	27.1	34.2	35.2
Angels	5.4	4.1	6.3	5.9
Galaxy	6.0	8.4	6.0	3.5
Kings	1.1	4.0	4.6	3.1
Sparks	1.7	0.6	1.0	1.9
Rams	7.6	7.2	8.5	7.2
Chargers	1.8	1.3	1.6	2.5
LAFC	0.2	4.6	1.4	1.2
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Rent	Own home
Lakers	34.8	35.1
Clippers	6.3	6.3
Dodgers	34.9	28.3
Angels	5.7	5.0
Galaxy	5.5	6.9
Kings	2.2	4.4
Sparks	0.6	1.6
Rams	6.2	8.7
Chargers	2.0	1.3
LAFC	1.7	2.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Lakers	35.6	39.2	32.6	32.8	29.7	39.9	34.6
Clippers	5.5	8.8	5.8	1.2	6.7	3.8	11.3
Dodgers	27.1	30.2	33.5	45.2	36.3	38.3	32.7
Angels	7.0	4.7	2.5	0.0	7.1	2.1	1.8
Galaxy	7.6	5.5	5.9	0.0	4.4	8.0	4.9
Kings	4.3	2.8	3.0	10.1	1.9	2.4	0.0
Sparks	0.3	0.5	5.7	0.0	2.3	0.0	2.3
Rams	8.3	7.6	6.6	6.2	6.5	3.6	10.2
Chargers	1.2	0.0	3.7	0.8	3.6	0.0	2.2
LAFC	3.1	0.8	0.7	3.6	1.6	1.8	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Union household	Non-union household
Lakers	36.7	34.7
Clippers	6.4	6.2
Dodgers	21.2	33.8
Angels	6.2	5.0
Galaxy	3.8	6.7
Kings	4.3	3.2
Sparks	2.2	0.9
Rams	15.1	5.8
Chargers	2.1	1.5
LAFC	2.0	2.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Single	Married/domestic partnership	Divorced/separated/widowed
Lakers	38.9	32.8	33.8
Clippers	7.1	5.4	5.3
Dodgers	33.0	30.3	29.8
Angels	3.9	5.1	10.6
Galaxy	5.4	7.3	4.7
Kings	3.0	3.8	3.4
Sparks	0.6	1.7	0.7
Rams	6.1	8.0	10.6
Chargers	1.9	1.4	0.9
LAFC	0.1	4.2	0.3
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	No children in household	One or more child in household
Lakers	36.3	33.7
Clippers	5.8	7.1
Dodgers	32.7	29.3
Angels	5.4	5.2
Galaxy	4.0	9.5
Kings	3.2	3.3
Sparks	1.7	0.3
Rams	7.7	7.3
Chargers	2.1	0.9
LAFC	1.2	3.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Liberal	Moderate	Conservative
Lakers	37.1	34.9	30.9
Clippers	6.6	7.1	4.4
Dodgers	30.3	30.1	35.2
Angels	5.5	4.3	6.5
Galaxy	5.9	7.2	6.0
Kings	2.9	3.8	3.5
Sparks	0.6	2.5	0.5
Rams	7.7	6.7	8.5
Chargers	1.0	1.6	2.5
LAFC	2.4	2.0	2.0
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Registered to vote	Not registered to vote
Lakers	35.3	34.5
Clippers	7.0	3.4
Dodgers	30.4	35.4
Angels	5.5	4.1
Galaxy	4.8	12.0
Kings	3.8	1.8
Sparks	1.3	0.5
Rams	8.3	4.2
Chargers	1.7	1.3
LAFC	1.9	2.8
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Less than High School	HS/Tech school graduate	College degree	Graduate degree
Lakers	27.5	34.2	38.1	32.3
Clippers	1.2	8.0	5.5	5.0
Dodgers	41.6	31.8	29.5	29.9
Angels	9.0	5.1	5.2	4.6
Galaxy	14.0	5.1	5.7	8.3
Kings	0.0	2.8	4.1	5.5
Sparks	1.6	1.6	0.9	0.0
Rams	2.5	8.3	8.0	5.6
Chargers	0.0	1.9	1.8	0.3
LAFC	2.7	1.3	1.2	8.4
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	<\$40K	\$40K-<\$69K	\$70K-<\$99K	\$100K-<\$149K	\$150K+
Lakers	32.0	34.4	37.1	35.0	38.9
Clippers	6.7	7.6	5.2	8.8	2.0
Dodgers	37.1	30.2	32.6	27.7	25.9
Angels	4.3	8.6	5.5	3.7	4.1
Galaxy	5.8	5.1	6.2	1.6	11.4
Kings	1.3	3.1	3.0	8.2	5.5
Sparks	0.8	0.8	2.1	2.7	0.3
Rams	8.7	6.6	7.7	4.1	7.7
Chargers	1.1	2.8	0.5	2.6	1.4
LAFC	2.1	0.7	0.2	5.6	2.7
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	Male	Female
Lakers	35.1	34.2
Clippers	7.1	5.8
Dodgers	25.4	37.8
Angels	6.1	4.6
Galaxy	9.1	3.6
Kings	3.1	3.0
Sparks	0.9	1.4
Rams	8.6	6.7
Chargers	2.0	1.2
LAFC	2.6	1.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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

	5 years or fewer in LA	6 to 15 years in LA	16 to 25 years in LA	26 years or more in LA
Lakers	41.4	41.4	39.0	31.0
Clippers	4.1	7.2	6.2	6.4
Dodgers	27.9	23.7	30.0	34.2
Angels	3.5	5.6	4.4	5.9
Galaxy	0.0	7.9	9.0	5.5
Kings	4.4	2.7	1.2	4.1
Sparks	0.0	2.0	1.1	1.1
Rams	12.2	6.2	8.0	7.3
Chargers	4.1	2.1	0.0	1.8
LAFC	2.4	1.1	1.1	2.7
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	City of LA	Rest of County
LeBron James	47.6	45.3
Kawhi Leonard	3.1	5.1
Cody Bellinger	12.5	9.4
Mike Trout	4.8	8.1
Zlatan Ibrahimovic	2.7	1.4
Anze Kopitar	1.9	3.1
Candace Parker	3.6	1.3
Aaron Donald	2.1	3.1
Phillip Rivers	4.4	3.2
Carlos Vela	7.4	9.1
Other	3.1	4.4
None/don't watch sports	6.9	6.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Survey language: English	Survey language: Spanish	Survey language: Chinese	Survey language: Korean
LeBron James	48.8	22.7	55.9	39.9
Kawhi Leonard	4.7	0.0	0.0	11.7
Cody Bellinger	10.9	7.7	13.8	17.9
Mike Trout	7.1	3.0	0.0	14.7
Zlatan Ibrahimovic	1.9	2.5	0.0	0.0
Anze Kopitar	3.0	0.0	0.0	0.0
Candace Parker	2.5	0.0	0.0	4.1
Aaron Donald	2.7	2.7	0.0	7.9
Phillip Rivers	4.1	0.0	0.0	3.8
Carlos Vela	3.0	60.1	0.0	0.0
Other	3.9	1.4	30.3	0.0
None/don't watch sports	7.5	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Black	Asian	White	Latino	Other
LeBron James	65.8	45.9	42.8	44.9	53.1
Kawhi Leonard	10.5	7.1	5.4	0.9	11.6
Cody Bellinger	2.0	8.9	11.4	12.9	0.0
Mike Trout	4.0	5.7	7.6	6.5	17.0
Zlatan Ibrahimovic	0.5	1.4	1.5	2.9	0.0
Anze Kopitar	0.0	1.1	2.0	3.7	10.1
Candace Parker	6.2	4.6	0.8	1.8	0.0
Aaron Donald	2.9	6.7	3.5	1.2	0.0
Phillip Rivers	0.6	6.1	7.2	1.0	1.7
Carlos Vela	1.4	2.6	2.5	16.7	0.0
Other	3.2	5.9	3.7	2.9	0.0
None/don't watch sports	2.8	4.0	11.6	4.5	6.5
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	18-29	30-44	45-64	65+
LeBron James	57.8	42.8	39.7	42.3
Kawhi Leonard	2.2	7.2	4.2	3.1
Cody Bellinger	9.4	11.0	11.8	11.5
Mike Trout	7.4	6.3	4.5	14.2
Zlatan Ibrahimovic	2.3	1.9	2.3	0.8
Anze Kopitar	1.4	1.4	5.4	1.6
Candace Parker	1.8	3.9	1.5	1.7
Aaron Donald	1.3	6.2	1.5	0.9
Phillip Rivers	2.6	4.5	3.6	5.1
Carlos Vela	7.8	7.9	9.9	4.9
Other	3.0	2.0	4.6	7.4
None/don't watch sports	3.0	4.9	11.1	6.5
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Rent	Own home
LeBron James	44.5	47.4
Kawhi Leonard	4.3	4.4
Cody Bellinger	10.4	10.9
Mike Trout	6.5	7.1
Zlatan Ibrahimovic	2.1	1.8
Anze Kopitar	1.3	3.9
Candace Parker	3.0	1.6
Aaron Donald	2.6	2.9
Phillip Rivers	4.0	3.4
Carlos Vela	11.3	5.9
Other	2.9	4.5
None/don't watch sports	7.2	6.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Working full-time	Working part-time	Student	Home-maker	Retired	Self-employed	Not working
LeBron James	45.2	49.3	58.1	27.3	48.9	37.0	50.2
Kawhi Leonard	5.8	0.3	7.7	6.8	2.5	4.8	1.1
Cody Bellinger	10.2	12.4	8.0	13.2	8.6	12.3	12.6
Mike Trout	5.6	7.4	0.0	2.3	12.5	12.1	7.0
Zlatan Ibrahimovic	2.7	2.2	0.0	5.7	0.7	0.0	0.0
Anze Kopitar	2.4	3.2	4.0	7.1	1.4	0.0	3.6
Candace Parker	2.7	4.0	0.0	0.0	1.5	3.8	0.0
Aaron Donald	4.3	3.0	1.3	0.0	0.4	0.8	0.7
Phillip Rivers	3.9	5.1	2.2	2.3	5.8	0.0	1.6
Carlos Vela	10.5	4.0	6.3	18.0	2.0	16.8	4.0
Other	3.5	3.8	0.8	3.9	6.9	4.3	3.4
None/don't watch sports	3.3	5.3	11.7	13.4	8.8	8.1	15.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Union household	Non-union household
LeBron James	45.6	46.1
Kawhi Leonard	6.0	3.8
Cody Bellinger	12.0	10.2
Mike Trout	4.0	7.7
Zlatan Ibrahimovic	0.7	2.4
Anze Kopitar	3.5	2.4
Candace Parker	3.3	1.9
Aaron Donald	4.0	2.3
Phillip Rivers	4.9	3.3
Carlos Vela	4.6	9.8
Other	5.5	3.4
None/don't watch sports	5.9	6.8
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Single	Married/domestic partnership	Divorced/separated/widowed
LeBron James	52.7	39.4	49.7
Kawhi Leonard	4.5	4.4	3.6
Cody Bellinger	10.3	10.1	13.1
Mike Trout	8.2	6.1	4.8
Zlatan Ibrahimovic	2.3	1.9	0.8
Anze Kopitar	1.3	3.9	2.3
Candace Parker	2.8	2.1	1.2
Aaron Donald	2.2	3.9	0.0
Phillip Rivers	2.1	4.9	4.2
Carlos Vela	3.5	13.6	4.8
Other	2.8	4.5	5.3
None/don't watch sports	7.4	5.2	10.2
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	No children in household	One or more child in household
LeBron James	46.8	45.1
Kawhi Leonard	5.0	3.2
Cody Bellinger	10.2	11.3
Mike Trout	7.6	5.4
Zlatan Ibrahimovic	2.1	1.7
Anze Kopitar	3.0	2.1
Candace Parker	1.7	3.2
Aaron Donald	1.2	5.3
Phillip Rivers	3.2	4.4
Carlos Vela	5.1	14.0
Other	4.6	2.7
None/don't watch sports	9.8	1.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Liberal	Moderate	Conservative
LeBron James	48.9	48.3	38.8
Kawhi Leonard	5.8	3.7	2.9
Cody Bellinger	9.7	10.4	13.1
Mike Trout	6.9	5.0	8.6
Zlatan Ibrahimovic	1.8	3.2	0.5
Anze Kopitar	1.4	2.6	4.9
Candace Parker	2.9	2.0	1.5
Aaron Donald	3.6	2.4	1.9
Phillip Rivers	3.9	3.2	4.0
Carlos Vela	7.4	6.8	11.7
Other	2.7	5.4	3.8
None/don't watch sports	5.1	7.0	8.2
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Registered to vote	Not registered to vote
LeBron James	48.2	35.7
Kawhi Leonard	4.2	4.7
Cody Bellinger	12.0	4.7
Mike Trout	6.3	9.0
Zlatan Ibrahimovic	1.5	4.2
Anze Kopitar	3.2	0.0
Candace Parker	2.7	0.3
Aaron Donald	2.8	2.2
Phillip Rivers	4.2	0.9
Carlos Vela	4.6	27.5
Other	3.9	3.4
None/don't watch sports	6.3	7.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Less than High School	HS/Tech school graduate	College degree	Graduate degree
LeBron James	22.1	49.0	47.8	37.0
Kawhi Leonard	1.7	3.4	4.8	6.7
Cody Bellinger	0.0	10.0	12.6	11.2
Mike Trout	17.7	5.3	6.4	10.4
Zlatan Ibrahimovic	1.2	0.9	3.1	2.4
Anze Kopitar	2.6	4.1	1.7	0.0
Candace Parker	0.0	1.0	4.1	2.5
Aaron Donald	0.0	1.7	2.8	7.0
Phillip Rivers	0.0	2.9	3.9	6.9
Carlos Vela	44.7	10.8	3.2	5.4
Other	3.8	2.8	5.1	3.7
None/don't watch sports	6.1	7.9	4.5	6.8
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	<\$40K	\$40K-<\$69K	\$70K-<\$99K	\$100K-<\$149K	\$150K+
LeBron James	53.5	44.7	45.4	33.9	44.9
Kawhi Leonard	1.4	4.2	4.6	8.1	7.3
Cody Bellinger	6.9	10.9	12.3	13.6	12.7
Mike Trout	6.3	4.4	7.6	10.1	7.9
Zlatan Ibrahimovic	1.1	2.5	1.6	2.7	3.5
Anze Kopitar	2.1	2.1	2.8	5.3	3.2
Candace Parker	3.6	1.9	1.3	1.3	2.8
Aaron Donald	1.8	3.5	2.9	3.6	3.2
Phillip Rivers	2.3	2.5	3.2	7.0	8.6
Carlos Vela	13.3	7.9	6.9	6.2	2.6
Other	2.1	5.0	3.7	3.6	1.3
None/don't watch sports	5.7	10.4	7.6	4.6	1.8
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	Male	Female
LeBron James	41.3	51.4
Kawhi Leonard	5.9	2.7
Cody Bellinger	10.9	10.8
Mike Trout	9.6	3.5
Zlatan Ibrahimovic	1.8	2.1
Anze Kopitar	3.2	1.6
Candace Parker	1.1	3.5
Aaron Donald	3.6	1.5
Phillip Rivers	3.7	3.8
Carlos Vela	9.1	8.0
Other	4.9	2.6
None/don't watch sports	4.8	8.5
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Of the following players, who is your favorite athlete that plays for a team with LA in its name?

	5 years or fewer in LA	6 to 15 years in LA	16 to 25 years in LA	26 years or more in LA
LeBron James	53.3	52.1	48.8	42.4
Kawhi Leonard	3.1	3.6	5.2	4.2
Cody Bellinger	10.1	2.6	10.0	13.1
Mike Trout	8.3	5.4	5.0	7.8
Zlatan Ibrahimovic	4.9	4.3	1.1	1.5
Anze Kopitar	0.0	2.7	2.0	3.3
Candace Parker	5.5	4.0	1.9	1.7
Aaron Donald	1.4	1.8	3.5	2.8
Phillip Rivers	7.2	2.4	3.1	3.8
Carlos Vela	3.6	11.8	12.8	6.1
Other	2.5	4.6	3.7	4.0
None/don't watch sports	0.0	4.7	3.0	9.6
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Appendix

2020 PUBLIC OPINION SURVEY 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 2,000 adults (phone and 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.

The survey included questions asked of the entire sample as well as a battery of questions, splitting the total sample in half.

SAMPLING

StudyLA conducted all aspects of survey development, the sampling plan, data processing (e.g., data cleaning and weighting), analysis, and dissemination of its findings. Throughout the data collection process, StudyLA worked closely with Interviewing Service of America (ISA Corp.) to oversee the successful implementation of the sampling plan. ISA Corp. is a data collection firm with a call center in Los Angeles County, ensuring that Angelenos were interviewed by other Angelenos.

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 within 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 with ISA Corp.'s SoapBoxSample. SoapBoxSample uses a proprietary panel called MySoapBox that employs a variety of methodologies and recruitment channels (such as online, phone, and face-to-face) to ensure representative results. In addition, SoapBoxSample employs a large network of panel partners worldwide to achieve non-biased samples. Real-time sampling and survey publishing services were also used to target respondents outside of the initial reach. 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 1,000 residents from the city of Los Angeles and 1,000 residents from Los Angeles County who live outside the city of LA. The first quota was a random digit dialing of approximately 375 residents (with 80% cell phone). The online survey ran concurrently with a target sample size of 900 respondents. The remaining racial/ethnic and geographic quotas were determined based on the fallout: 350 African American residents, 500 Asian residents, and 400 residents from the San Fernando Valley (only within the city of Los Angeles). Given the demographic proportion of Latino/a 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 2020 and first two weeks in February between the hours of 4:30pm and 9pm during the week, 10am to 4pm on Saturday, and 12am 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 2,002 residents, not adjusted for weighting or design effects. The 2,002 responses collected for this survey were weighted based on respondents' self-identified racial and ethnic group, gender, age, and geographic location matching them to the most recently available population parameters from the American Community Survey (ACS) estimates.

FAVORITE TEAM BATTERY DEMOGRAPHICS

City or county

	Unweighted frequencies	Weighted percentages
City of LA	510	40.0
LA County	493	60.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

	Unweighted frequencies	Weighted percentages
English	778	79.7
Spanish	101	14.6
Chinese	49	2.7
Korean	75	3.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Which ethnic group do you consider yourself a part of or feel closest to?

	Unweighted frequencies	Weighted percentages
Black	186	8.4
Asian	286	16.2
White	252	27.1
Latino	264	45.6
Other	18	2.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Age categories

	Unweighted frequencies	Weighted percentages
18-29	161	23.8
30-44	221	28.8
45-64	266	31.6
65+	299	15.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Do you rent your home, are you buying it with a mortgage, or is it entirely paid for?

	Unweighted frequencies	Weighted percentages
Rent	421	45.1
Own home	560	54.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

How would you describe your current work status: working full-time, working part-time, student, homemaker, fully-retired, semi-retired, self-employed, or not working?

	Unweighted frequencies	Weighted percentages
Working full-time	357	42.3
Working part-time	103	11.6
Student	50	7.4
Homemaker	46	4.6
Retired	293	17.5
Self-employed	70	7.2
Not working	77	9.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Is someone in your household a member of a union?

	Unweighted frequencies	Weighted percentages
Union household	198	17.8
Non-union household	792	82.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Are you currently single, married, divorced, separated, widowed, or in a domestic partnership?

	Unweighted frequencies	Weighted percentages
Single	323	38.2
Married/domestic partnership	473	47.1
Divorced/separated/widowed	194	14.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

How many children 17 years or younger live in your household?

	Unweighted frequencies	Weighted percentages
No children in household	688	61.1
One or more child in household	304	38.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Politically, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

	Unweighted frequencies	Weighted percentages
Liberal	388	39.8
Moderate	287	30.4
Conservative	280	29.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Are you a registered voter?

	Unweighted frequencies	Weighted percentages
Registered to vote	819	78.9
Not registered to vote	173	21.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

What is the last grade or level you completed in school?

	Unweighted frequencies	Weighted percentages
Less than High School	84	8.5
HS/Tech school graduate	418	45.6
College degree	377	35.6
Graduate degree	113	10.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Total household income

	Unweighted frequencies	Weighted percentages
<40K	311	33.5
40K-<69K	200	26.1
70K-<99K	141	15.8
100K-<149K	112	13.3
\$150K+	94	11.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

What is your gender?

	Unweighted frequencies	Weighted percentages
Male	413	46.7
Female	577	52.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

How many years have you lived in the Los Angeles region?

	Unweighted frequencies	Weighted percentages
5 years or fewer	58	7.0
6 to 15 years	122	13.8
16 to 25 years	194	22.6
26 years or more	616	56.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,003 adult respondents of the 2020 Los Angeles Public Opinion Survey.

FAVORITE ATHLETE BATTERY DEMOGRAPHICS

City or county

	Unweighted frequencies	Weighted percentages
City of LA	490	40.0
LA County	509	60.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Language

	Unweighted frequencies	Weighted percentages
English	780	80.4
Spanish	95	13.7
Chinese	50	2.8
Korean	74	3.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Which ethnic group do you consider yourself a part of or feel closest to?

	Unweighted frequencies	Weighted percentages
Black	178	8.6
Asian	244	14.5
White	288	31.3
Latino	256	43.4
Other	14	2.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Age categories

	Unweighted frequencies	Weighted percentages
18-29	166	23.8
30-44	218	26.4
45-64	258	32.9
65+	312	16.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Do you rent your home, are you buying it with a mortgage, or is it entirely paid for?

	Unweighted frequencies	Weighted percentages
Rent	448	48.8
Own home	534	51.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

How would you describe your current work status: working full-time, working part-time, student, homemaker, fully-retired, semi-retired, self-employed, or not working?

	Unweighted frequencies	Weighted percentages
Working full-time	376	44.2
Working part-time	102	12.6
Student	39	5.0
Homemaker	32	4.3
Retired	309	19.0
Self-employed	58	6.4
Not working	74	8.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Is someone in your household a member of a union?

	Unweighted frequencies	Weighted percentages
Union household	232	23.6
Non-union household	747	76.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Are you currently single, married, divorced, separated, widowed, or in a domestic partnership?

	Unweighted frequencies	Weighted percentages
Single	318	36.9
Married/domestic partnership	484	49.8
Divorced/separated/widowed	186	13.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

How many children 17 years or younger live in your household?

	Unweighted frequencies	Weighted percentages
No children in household	677	62.8
One or more child in household	312	37.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Politically, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

	Unweighted frequencies	Weighted percentages
Liberal	373	39.9
Moderate	316	32.4
Conservative	254	27.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Are you a registered voter?

	Unweighted frequencies	Weighted percentages
Registered to vote	820	80.0
Not registered to vote	167	20.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

What is the last grade or level you completed in school?

	Unweighted frequencies	Weighted percentages
Less than High School	81	8.1
HS/Tech school graduate	401	44.3
College degree	364	35.1
Graduate degree	135	12.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

Total household income

	Unweighted frequencies	Weighted percentages
<\$40K	320	34.5
\$40K-<\$69K	199	24.8
\$70K-<\$99K	145	18.0
\$100K-<\$149K	112	13.1
\$150K+	91	9.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

What is your gender?

	Unweighted frequencies	Weighted percentages
Male	444	49.9
Female	537	50.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

How many years have you lived in the Los Angeles region?

	Unweighted frequencies	Weighted percentages
5 years or fewer	59	6.1
6 to 15 years	114	12.0
16 to 25 years	202	25.4
26 years or more	611	56.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, 999 adult respondents of the 2020 Los Angeles Public Opinion Survey.

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