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Residents' Sports Preferences: 2017 Los Angeles Public Opinion Survey Report

Fernando J. Guerra

Brianne Gilbert

Berto Solis

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Residents' Sports Team Preferences

2017 LOS ANGELES PUBLIC OPINION SURVEY REPORT



THOMAS AND DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES

LOYOLA MARYMOUNT UNIVERSITY
1 LMU DRIVE, SUITE 4119
LOS ANGELES, CA 90045
310.338.4565
LMU.EDU/STUDYLA

FERNANDO GUERRA
BRIANNE GILBERT
BERTO SOLIS

LMU | **LA**
Loyola Marymount
University

ABOUT US

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LMU is a private Catholic university with 6,000 undergraduates, 2,200 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 and 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 85,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others.

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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 Region 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.

CENTER FOR THE STUDY OF LOS ANGELES

Loyola Marymount University
1 LMU Drive, Suite 4119
Los Angeles, CA 90045

T: 310.338.4565
lmu.edu/studyLA
[@LMUstudyLA](https://twitter.com/LMUstudyLA)

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QUESTION(S) INCLUDED IN THIS REPORT

Which is your favorite professional team with LA in its name? Even parts city of Los Angeles and Los Angeles County responses. *Lakers | Clippers | Dodgers | Angels | Galaxy | Chivas | Kings | Sparks | Rams*

FOR IMMEDIATE RELEASE

For more information contact:

Brianne Gilbert, Associate Director
Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA)
Phone: 310.338.1779
Email: brianne.gilbert@lmu.edu

LOS ANGELES LOVES A WINNER

In 2017, LA bleeds Dodger Blue. Although some might make a strong case that Los Angeles has been a blue city for decades, this is the first year of the LA Public Opinion Survey that Angelenos' preference for the Dodgers has overtaken their love for the Lakers. For four years, StudyLA has asked Angelenos which professional team is their favorite out of those with "LA" in their name. For three straight years, the Lakers have come out on top. However, that percentage has dropped steadily as their inability to make the playoffs has taken a toll on fan loyalty. In 2017, for the first time the Dodgers eked out the Lakers for the top spot in our survey, with 36% of residents ranking them as their favorite professional sports team with LA in their name. The Lakers took a backseat with 35%, while the Clippers ranked a distant third with only 7%. This year, for the first time we also asked about the newest team to play in LA; the Los Angeles Rams garnered 5% of Angelenos' top support.

Toplines

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

	2014	2015	2016	2017
Lakers	42.9	39.5	37.4	35.5
Clippers	6.7	7.0	8.6	7.2
Dodgers	33.8	31.1	35.0	35.7
Angels	4.3	4.6	4.8	5.9
Galaxy	3.7	8.4	5.8	5.3
Chivas *	2.7	1.9	0.0	0.0
Kings	5.2	7.0	7.8	5.7
Sparks	0.8	0.6	0.6	0.2
Rams *	0.0	0.0	0.0	4.5
Total	100.0	100.0	100.0	100.0

*The Chivas played its final season in 2014, but the option was kept on the survey in 2015 as a memorial to the team. The Rams were added to the question choices this year.

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. Adult respondents of the 2014-2017 Los Angeles Public Opinion Survey.

Crosstabs

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

	Survey taken in English	Survey taken in Spanish	Survey taken in Mandarin	Survey taken in Korean
Lakers	35.8	28.8	85.4	16.2
Clippers	8.2	0.0	14.6	0.0
Dodgers	33.2	49.6	0.0	78.3
Angels	6.3	5.1	0.0	3.6
Galaxy	4.0	16.4	0.0	0.0
Kings	6.8	0.0	0.0	0.0
Sparks	0.3	0.0	0.0	0.0
Rams	5.4	0.0	0.0	1.8
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Black	Asian	White	Latino	Other
Lakers	46.6	55.2	30.6	29.5	48.4
Clippers	25.0	7.2	8.9	2.1	15.1
Dodgers	13.3	24.6	33.6	46.2	11.5
Angels	2.1	5.6	6.5	6.4	7.7
Galaxy	0.8	2.4	5.0	7.5	4.3
Kings	3.5	1.9	9.8	4.7	4.2
Sparks	1.6	0.2	0.2	0.0	0.0
Rams	7.1	2.9	5.5	3.8	8.7
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. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	City of LA only	LA County not City of LA
Lakers	35.3	35.6
Clippers	8.2	6.3
Dodgers	35.0	36.2
Angels	5.7	6.1
Galaxy	7.1	4.0
Kings	5.4	5.9
Sparks	0.2	0.3
Rams	3.2	5.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Rent home	Own home
Lakers	35.0	36.3
Clippers	6.2	8.4
Dodgers	34.8	35.7
Angels	5.7	6.5
Galaxy	6.5	4.4
Kings	6.7	4.6
Sparks	0.3	0.2
Rams	4.8	3.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 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	35.0	36.4	38.1	38.6	33.9	30.4	34.7
Clippers	6.5	4.7	2.9	1.2	10.5	14.4	11.7
Dodgers	36.6	30.0	35.8	47.3	33.0	38.4	33.6
Angels	6.3	5.4	9.6	2.4	6.9	2.1	6.1
Galaxy	4.9	11.9	3.2	5.1	4.0	3.2	3.6
Kings	7.3	3.2	6.5	1.6	4.3	8.4	5.5
Sparks	0.0	0.0	0.0	0.0	0.9	1.5	0.0
Rams	3.4	8.3	3.8	3.7	6.6	1.6	4.8
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. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Union household	Non-union household
Lakers	30.7	36.6
Clippers	9.0	6.6
Dodgers	33.8	36.1
Angels	7.1	5.6
Galaxy	7.4	4.8
Kings	6.4	5.6
Sparks	0.0	0.3
Rams	5.5	4.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Single	Married/domestic partnership	Divorced/separated/widowed
Lakers	33.2	38.5	27.8
Clippers	8.9	5.7	6.5
Dodgers	36.4	33.7	42.7
Angels	5.4	6.0	7.9
Galaxy	4.4	6.7	3.2
Kings	6.4	5.6	4.7
Sparks	0.4	0.2	0.0
Rams	4.9	3.7	7.3
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	No children in household	One or more children in household
Lakers	37.3	32.5
Clippers	9.5	3.8
Dodgers	33.2	39.1
Angels	4.4	8.3
Galaxy	3.7	7.7
Kings	6.6	4.5
Sparks	0.2	0.2
Rams	5.1	3.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Liberal	Moderate	Conservative
Lakers	34.3	38.1	33.6
Clippers	8.5	6.5	5.4
Dodgers	35.4	33.1	38.2
Angels	5.3	8.4	5.2
Galaxy	6.3	4.5	5.4
Kings	6.0	5.5	6.2
Sparks	0.2	0.3	0.2
Rams	4.0	3.5	5.8
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Registered to vote	Not registered to vote
Lakers	34.9	36.2
Clippers	7.5	5.2
Dodgers	35.3	37.9
Angels	6.2	5.3
Galaxy	4.4	8.9
Kings	6.6	2.6
Sparks	0.2	0.4
Rams	4.9	3.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	High school diploma or less	College degree	Graduate degree
Lakers	34.6	36.3	35.7
Clippers	5.9	9.5	7.1
Dodgers	36.6	34.6	34.3
Angels	7.1	5.1	2.8
Galaxy	5.9	4.3	5.3
Kings	4.9	6.5	8.1
Sparks	0.2	0.3	0.2
Rams	4.9	3.4	6.5
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Ages 18-29	Ages 30-44	Ages 45-64	Ages 65+
Lakers	33.7	39.3	29.7	35.8
Clippers	5.8	4.6	10.4	8.2
Dodgers	37.7	35.9	34.9	38.9
Angels	5.7	7.0	5.8	5.0
Galaxy	4.2	4.4	8.3	2.9
Kings	7.9	4.9	5.6	4.0
Sparks	0.3	0.0	0.2	0.6
Rams	4.6	3.9	5.1	4.6
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Lakers	29.2	43.6	36.2	33.6
Clippers	18.3	5.1	3.2	8.2
Dodgers	19.9	28.7	38.5	38.1
Angels	12.4	7.2	4.5	5.7
Galaxy	3.7	5.7	6.5	4.7
Kings	10.8	4.7	7.5	4.5
Sparks	0.0	0.0	0.6	0.1
Rams	5.6	5.0	3.0	5.2
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Lakers	35.1	30.2	34.4	43.6	41.3
Clippers	3.8	8.1	9.5	9.7	5.8
Dodgers	38.5	41.3	29.6	23.2	29.5
Angels	7.0	2.3	10.0	5.6	8.1
Galaxy	7.0	3.5	3.8	7.3	5.5
Kings	3.3	9.6	6.8	6.6	7.2
Sparks	0.4	0.2	0.0	0.0	0.0
Rams	4.8	4.8	5.9	4.0	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. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	U.S.-born	Foreign-born
Lakers	34.4	36.9
Clippers	7.9	5.7
Dodgers	35.2	36.6
Angels	5.7	6.9
Galaxy	3.1	9.8
Kings	7.1	3.2
Sparks	0.3	0.1
Rams	6.4	0.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Catholic	Jewish	Protestant	Agnostic/atheist/none	Other
Lakers	32.4	47.5	36.0	38.1	45.2
Clippers	3.7	0.0	9.6	8.8	9.4
Dodgers	42.1	20.1	33.9	31.8	22.7
Angels	6.6	0.0	5.6	4.8	6.0
Galaxy	7.3	2.7	3.7	3.9	7.3
Kings	5.4	21.4	4.1	6.8	4.5
Sparks	0.0	1.5	0.2	0.0	1.6
Rams	2.5	6.7	6.9	5.7	3.3
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. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Male	Female
Lakers	33.9	37.1
Clippers	7.3	7.0
Dodgers	34.5	36.9
Angels	6.4	5.4
Galaxy	6.4	4.2
Kings	6.3	5.1
Sparks	0.2	0.3
Rams	5.0	4.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1202 adult respondents of the 2017 Los Angeles Public Opinion Survey.

Appendix

2017 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 2,400 adults (1,800 phone and 600 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.

Los Angeles Public Opinion Survey 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 600 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 2017 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 from January 13 to January 26 and was available in English and Spanish.

The margin of error is $\pm 3.0\%$ for the entire sample of 2,404 residents.

Demographics

Language survey was administered in.

	Unweighted frequencies	Weighted percentages
Survey taken in English	1,870	79.9
Survey taken in Spanish	234	13.2
Survey taken in Mandarin	175	4.6
Survey taken in Korean	125	2.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Unweighted frequencies	Weighted percentages
Black	439	8.6
Asian	569	15.5
White	666	30.2
Latino	663	43.5
Other	67	2.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

Regional quotas.

	Unweighted frequencies	Weighted percentages
City of LA only	1,203	40.3
LA County not City of LA	1,201	59.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 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 home	1,159	51.5
Own home	1,179	48.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Unweighted frequencies	Weighted percentages
Working full-time	822	41.7
Working part-time	248	12.4
Student	121	7.0
Homemaker	135	6.5
Retired	699	17.1
Self-employed	146	6.9
Not working	190	8.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

Is someone in your household a member of a union?

	Unweighted frequencies	Weighted percentages
Union household	480	21.3
Non-union household	1,855	78.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Unweighted frequencies	Weighted percentages
Single	705	34.1
Married/domestic partnership	1,215	52.0
Divorced/separated/widowed	436	13.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Unweighted frequencies	Weighted percentages
No children in household	1,615	59.9
One or more children in household	747	40.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 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	933	41.2
Moderate	630	28.6
Conservative	661	30.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

Are you a registered voter?

	Unweighted frequencies	Weighted percentages
Registered to vote	1,924	77.7
Not registered to vote	441	22.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Unweighted frequencies	Weighted percentages
High school diploma or less	1,281	57.7
College degree	784	31.0
Graduate degree	290	11.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

Age group, based on question asking respondent's birth year.

	Unweighted frequencies	Weighted percentages
Ages 18-29	369	24.2
Ages 30-44	487	28.3
Ages 45-64	745	32.3
Ages 65+	668	15.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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

	Unweighted frequencies	Weighted percentages
Lived here 5 years or less	130	6.4
Lived here 6-15 years	284	14.3
Lived here 16-25 years	489	24.9
Lived here 25+ years	1,442	54.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

I am going to read some income categories. Please stop me when I reach the category that best describes your total household income.

	Unweighted frequencies	Weighted percentages
Under \$40K	874	39.9
\$40K-<\$70K	466	23.5
\$70K-<\$100K	339	17.2
\$100K-<\$150K	209	10.5
\$150K+	180	8.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

Are you a U.S.-born citizen, a foreign-born naturalized citizen, or are you not a citizen?

	Unweighted frequencies	Weighted percentages
U.S.-born	1,482	64.2
Foreign-born	846	35.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

What is your religious preference?

	Unweighted frequencies	Weighted percentages
Catholic	599	34.3
Jewish	89	4.0
Protestant	891	35.5
Agnostic/atheist/none	371	18.8
Other	186	7.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

What is your gender?

	Unweighted frequencies	Weighted percentages
Male	1,051	48.5
Female	1,353	51.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2404 adult respondents of the 2017 Los Angeles Public Opinion Survey.

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