



Forecasting Quality of Life in Los Angeles

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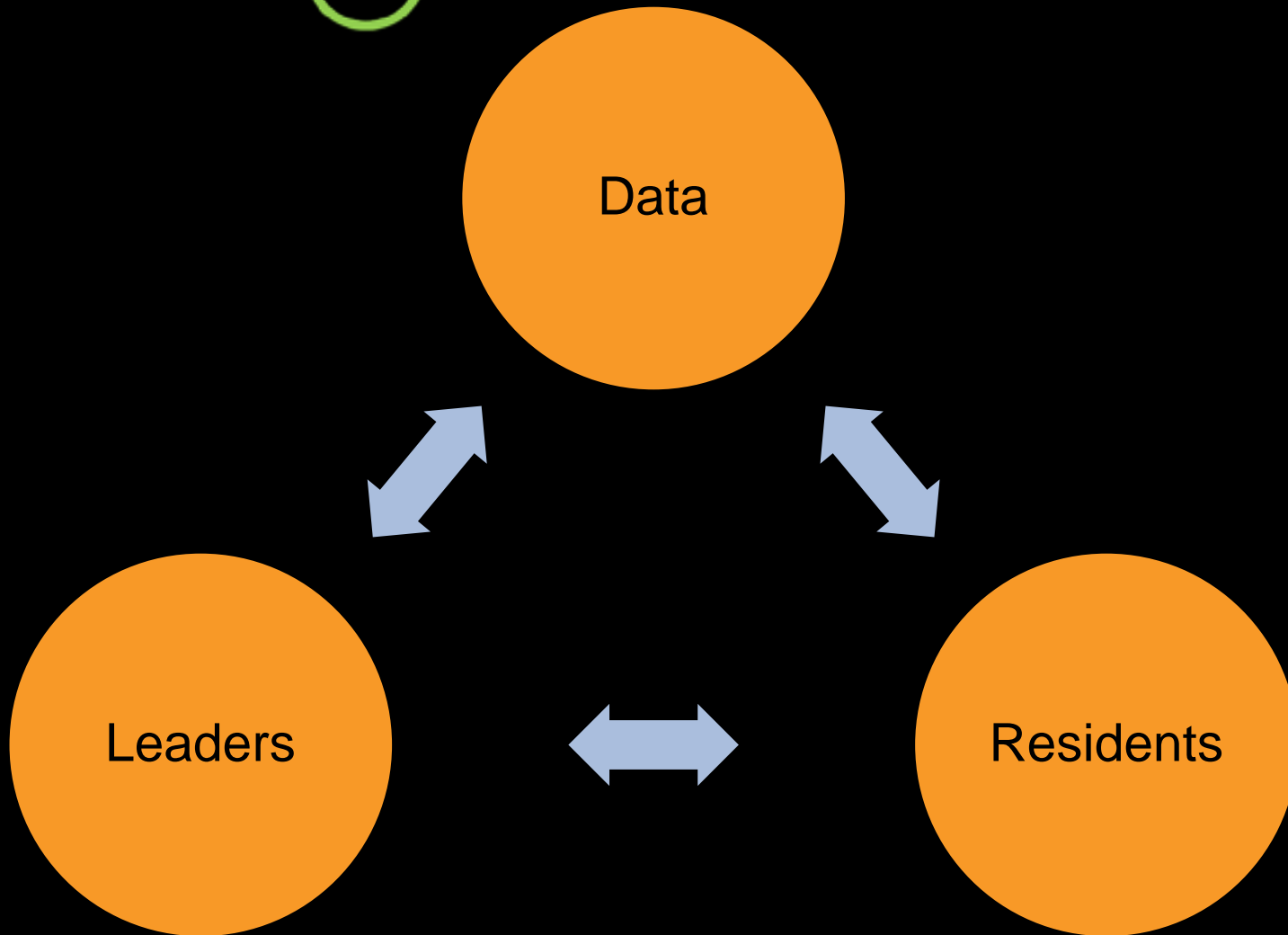
Center for the Study of Los Angeles @ Loyola Marymount University

Undergraduate research is the driving force for the Center for the Study of Los Angeles. Here our students gain hands-on experience conducting and analyzing **exit polls**, **surveys**, and **demographic studies**. The Center's expertise in leadership studies, voting patterns, and diversity research puts us at the forefront of understanding the complex, dynamic city of Los Angeles.

FORECAST 2014

- Results of original surveys that reveal:
 - What Los Angeles County **mayors** have to say about their term-of-office priorities and **what lies ahead** for their cities and
 - What Los Angeles County **residents** think about a variety of personal and public issues, from household finances to **quality-of-life** concerns.

FORECAST **LA** and the Triad of Information



Methodology

Public Outlook Survey

- 2,400 LA County Residents
- Telephone survey of adult residents
- All residents, not just voters
- Includes residents of unincorporated areas
- Survey translated into Spanish, Korean, and Mandarin

Leadership Outlook Survey

- 60 of 88 sitting mayors representing 83% of LA County's residents who live in cities
- Both directly elected and elected by council
- Undergraduate researchers conducted 80% of surveys
- Multiple-choice, issue priority ranking, open-ended, and demographic questions

Locations of Survey Respondents



Each **green** dot represents
one survey respondent

Residents' Demographics

Gender

Male	49%
Female	51%

Race/Ethnicity

Latino	43%
White	31%
African American	9%
Asian American	15%
Other ethnicity	2%

Age

18-29	14%
30-44	38%
45-64	33%
65 & over	15%

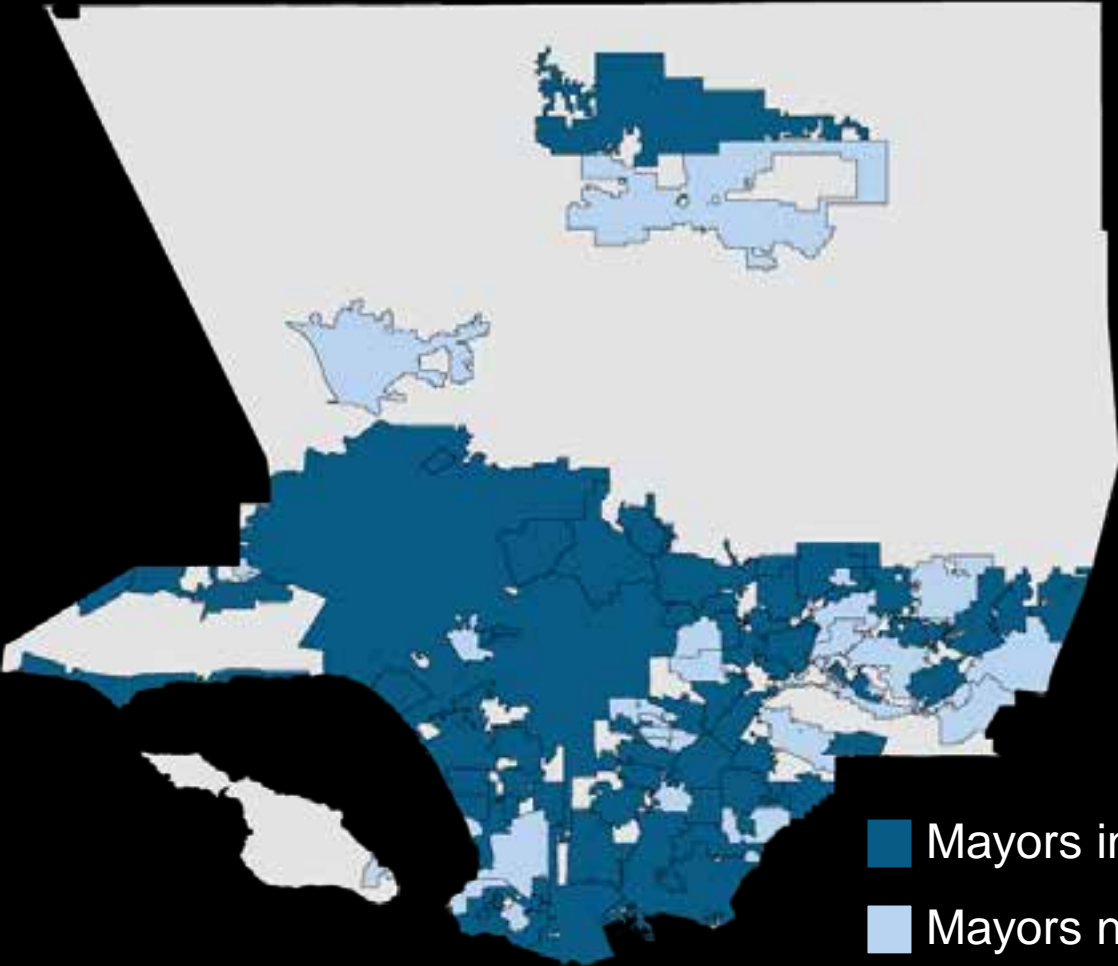
Education

Less than high school	14%
High/tech school graduate	48%
College graduate	27%
Graduate degree	11%

Employment

Employed full-time	45%
Employed part-time	13%
Student	6%
Homemaker	8%
Retired	17%
Unemployed	11%

Cities Represented in Survey



■ Mayors interviewed (60)

■ Mayors not interviewed (28)

Leaders' Demographics

Gender

Male	73%
Female	27%

Age

18-29	2%
30-44	12%
45-64	53%
65 & over	34%

Political Party

Democrat	57%
Republican	35%
Declined to state	7%
Other	2%

Race/Ethnicity

Latino	25%
White	55%
African American	8%
Asian American	7%
Other ethnicity	6%

Length of Residency in LA Region

2-5 years	2%
6-10 years	3%
11-15 years	2%
16 years or more	93%

Los Angeles County



Right Direction?

How are things going in the region;
in the right direction or the wrong direction?

	Region	% Right Direction
Residents	County	58.2
	City	61.1
Leaders	County	80.4
	City	98.3

Leaders' Economic Outlook

Do you believe the economy will do better in
2014 than in 2013?

Region	% that said yes
Nation	83
State	83
County	94
City	100

Lesson Learned

Don't write an abstract before reviewing the data

because

if I had, I would have know that
elected officials have a high opinion of
themselves and their cities.

Duh!

Revamped Analysis

Geographically-speaking, what do we have?

- Quality of life data broken down by
 - Zip code of residents
 - City of residents
 - Self-indicated description of residents areas

What is important?

- How people feel as a whole in the county and what are the geographic patterns we see in the data

Direction by Ethnic Group

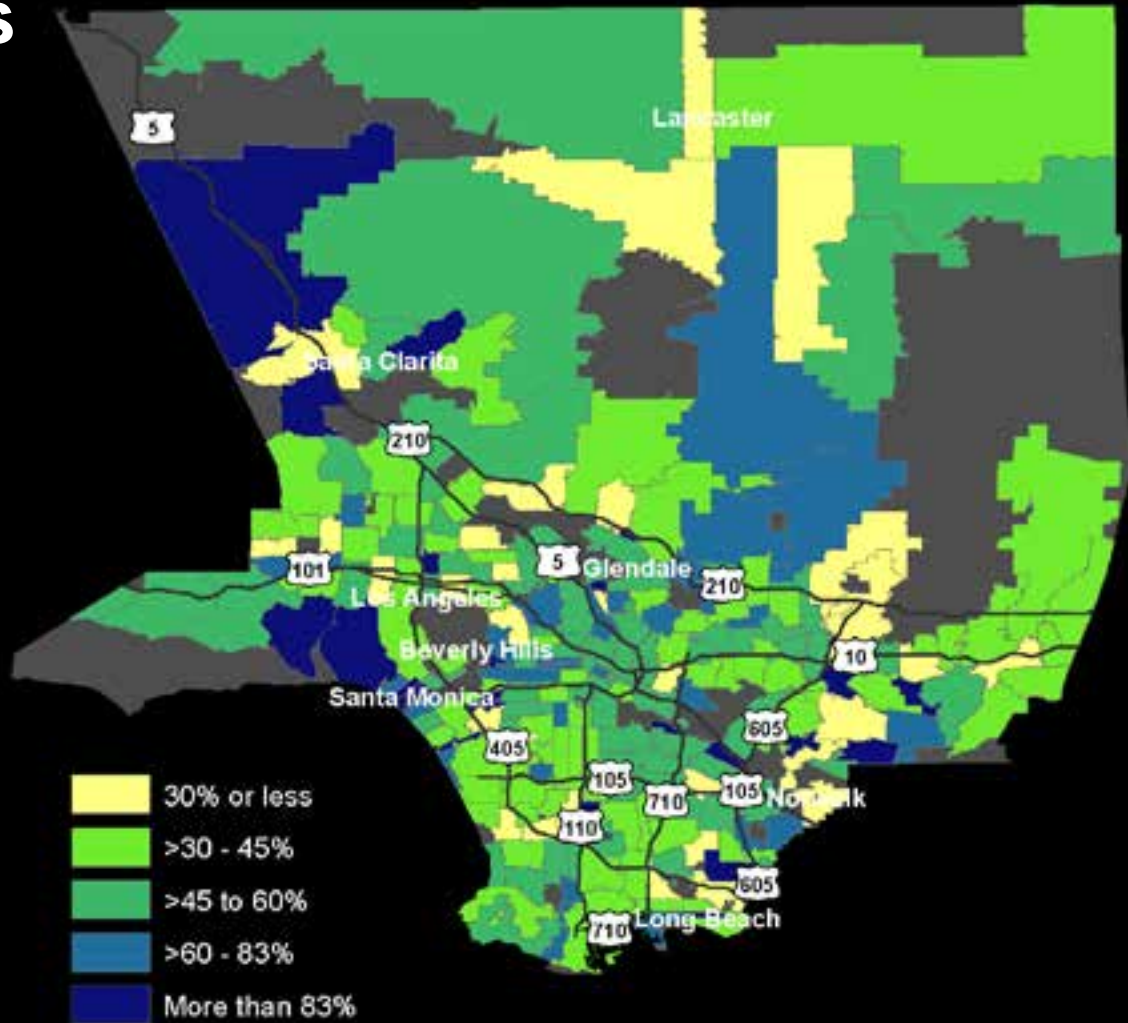
Are we going in the right direction or wrong direction?

Answers for right direction

Ethnic Group	LA Region	City	Neighborhood
Asian	69	82	84
Latino	61	69	69
Black	56	63	68
White	54	70	80
Total	59	70	75

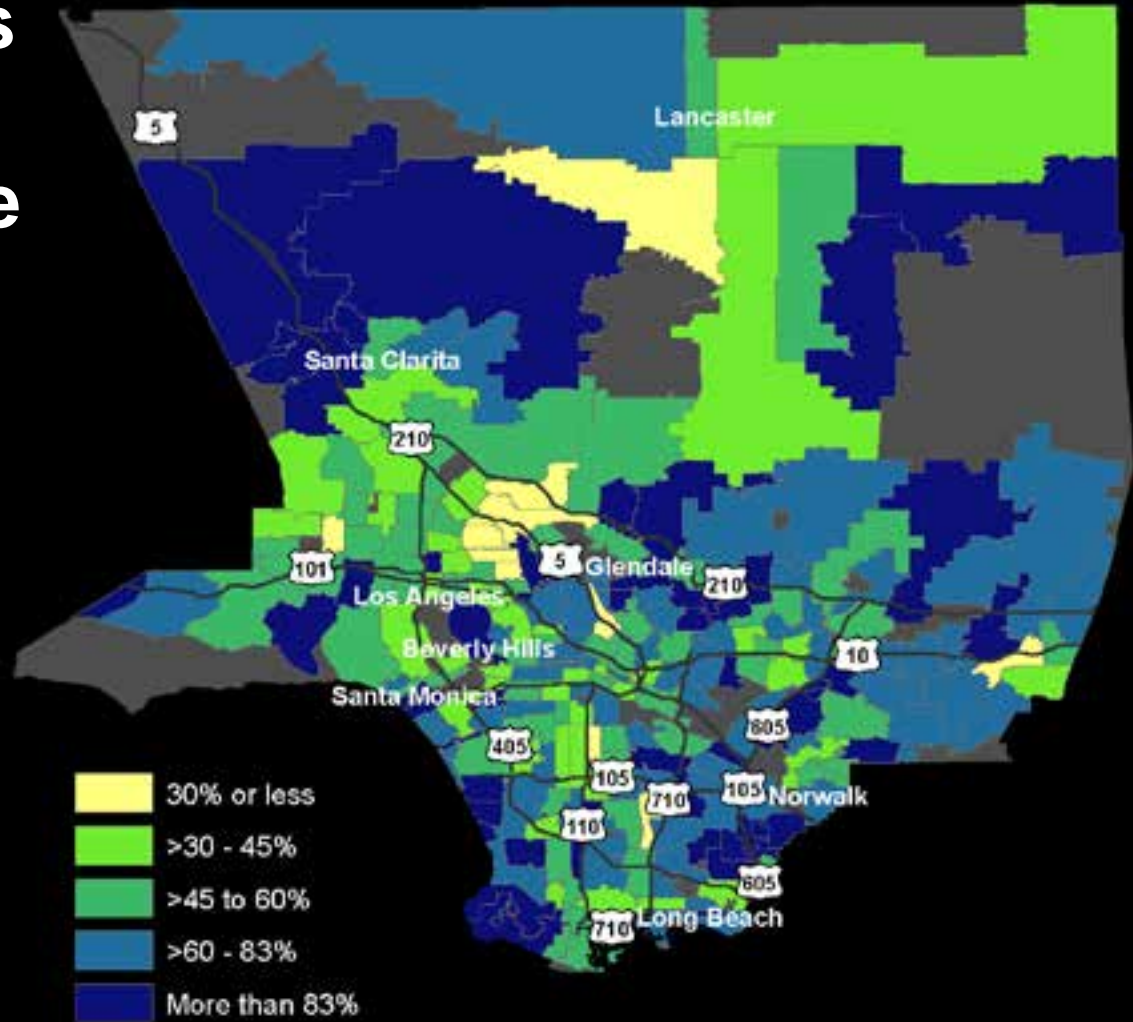
How are things going in the region: in the **right** direction or the *wrong* direction?

YUCK!



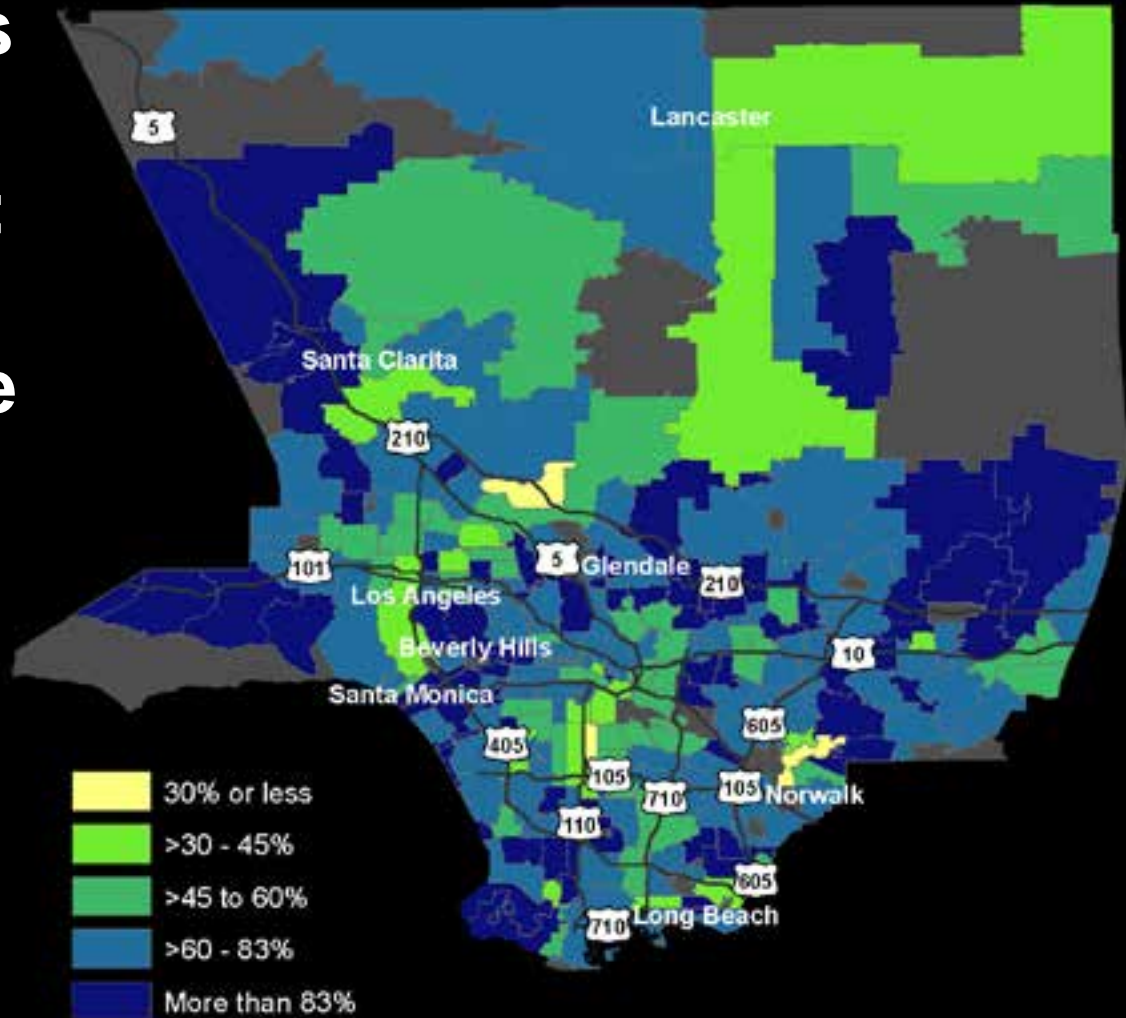
How are things going in your city/area: in the *right* direction or the *wrong* direction?

YUCK!

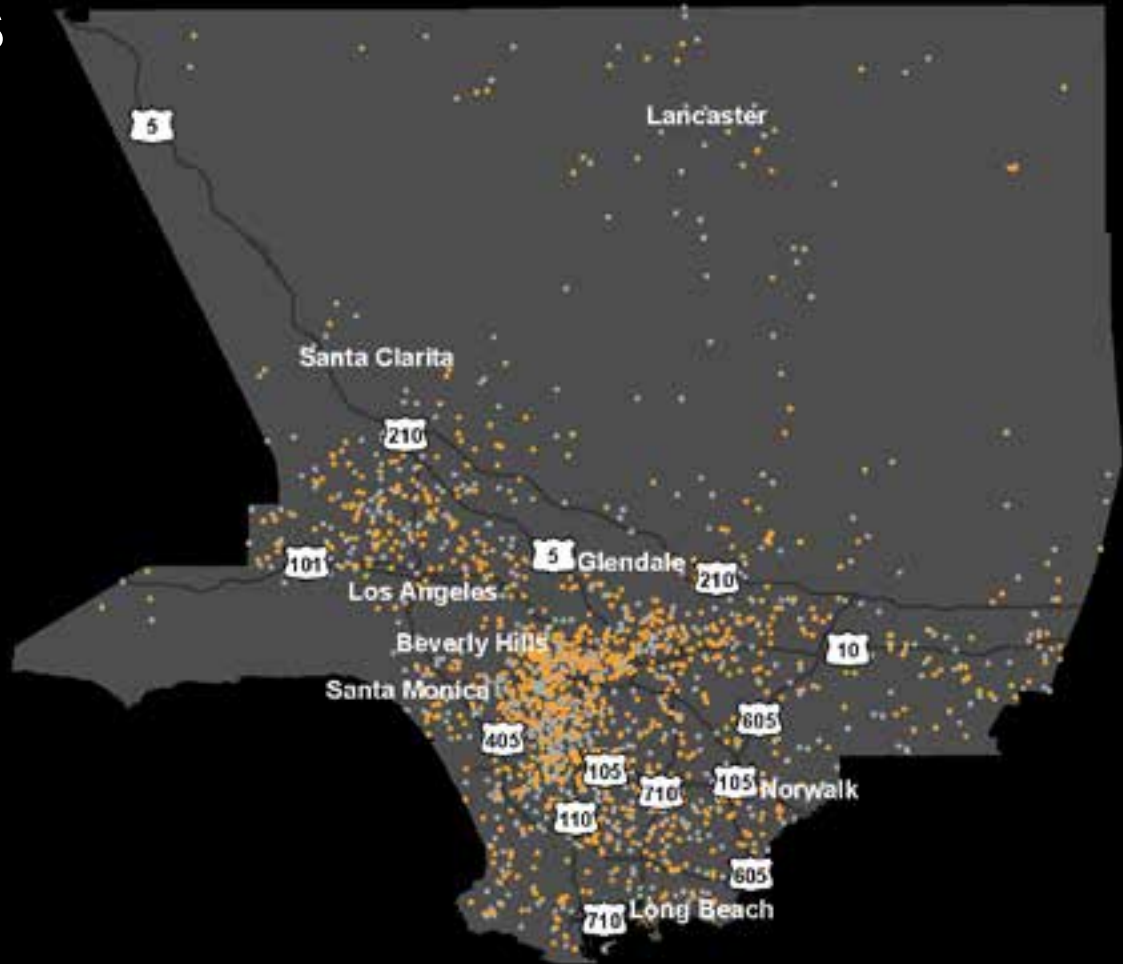


How are things going in your neighborhood: in the *right* direction or the *wrong* direction?

YUCK!

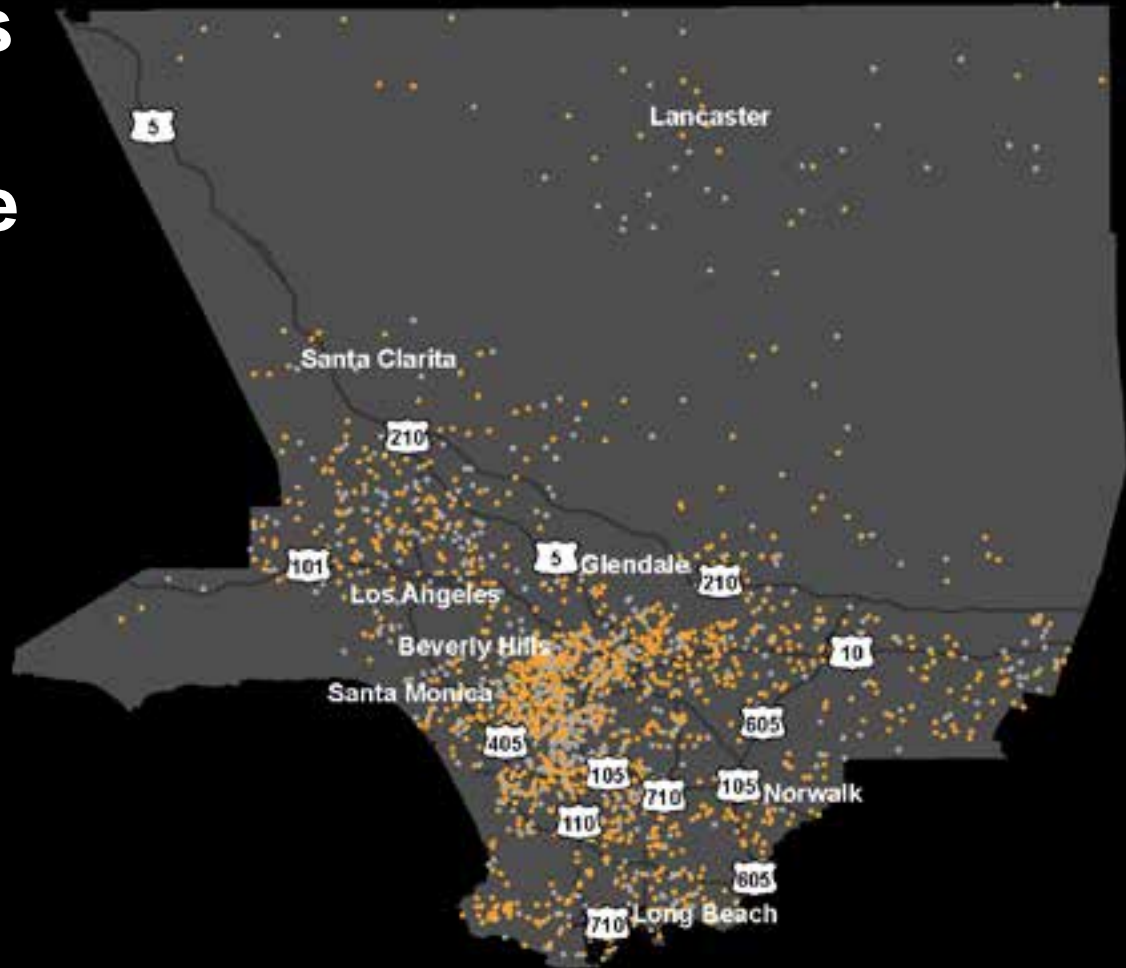


How are things going in the region: in the **right** direction or the *wrong* direction?



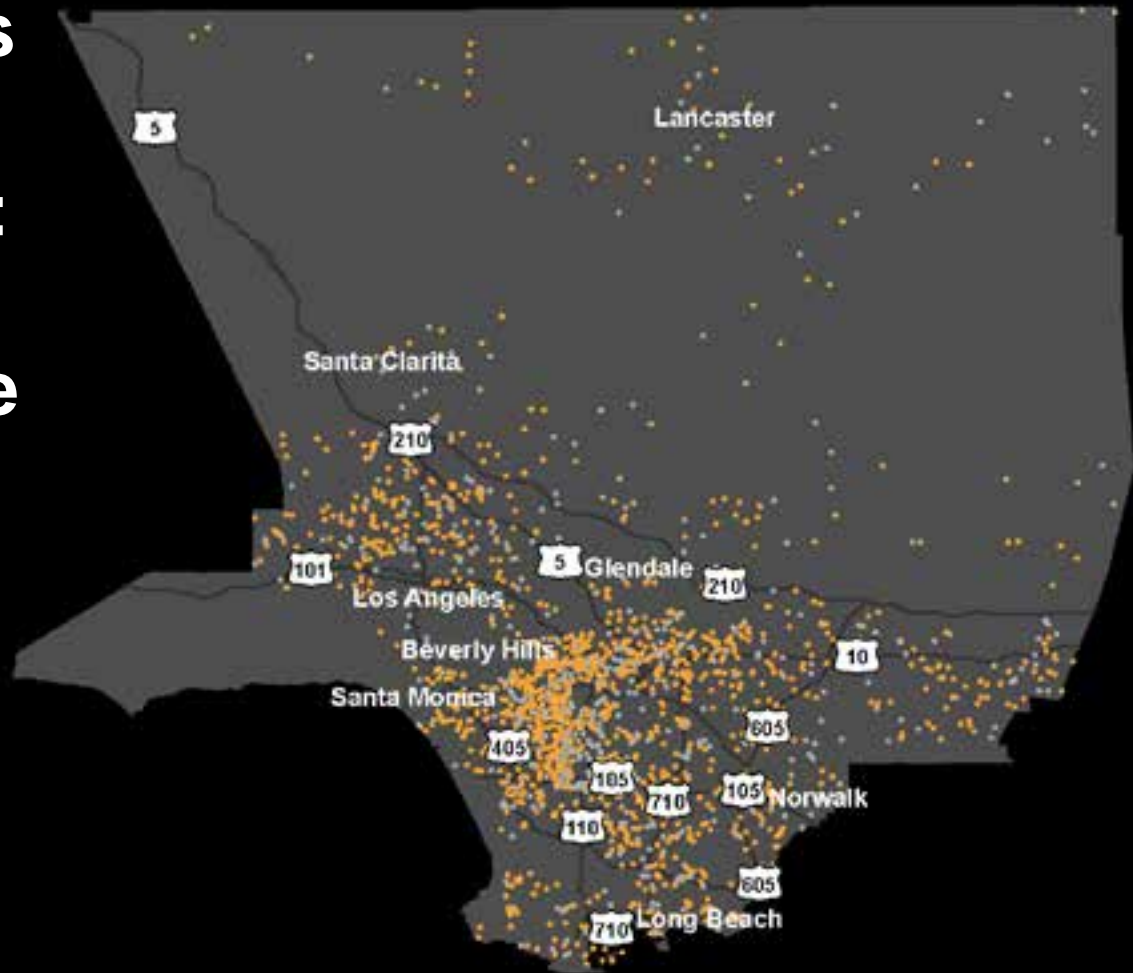
● Right direction ● Wrong direction

How are things going in your city/area: in the *right* direction or the *wrong* direction?



● Right direction ● Wrong direction

How are things going in your neighborhood:
neighborhood:
in the *right*
direction or the
wrong
direction?



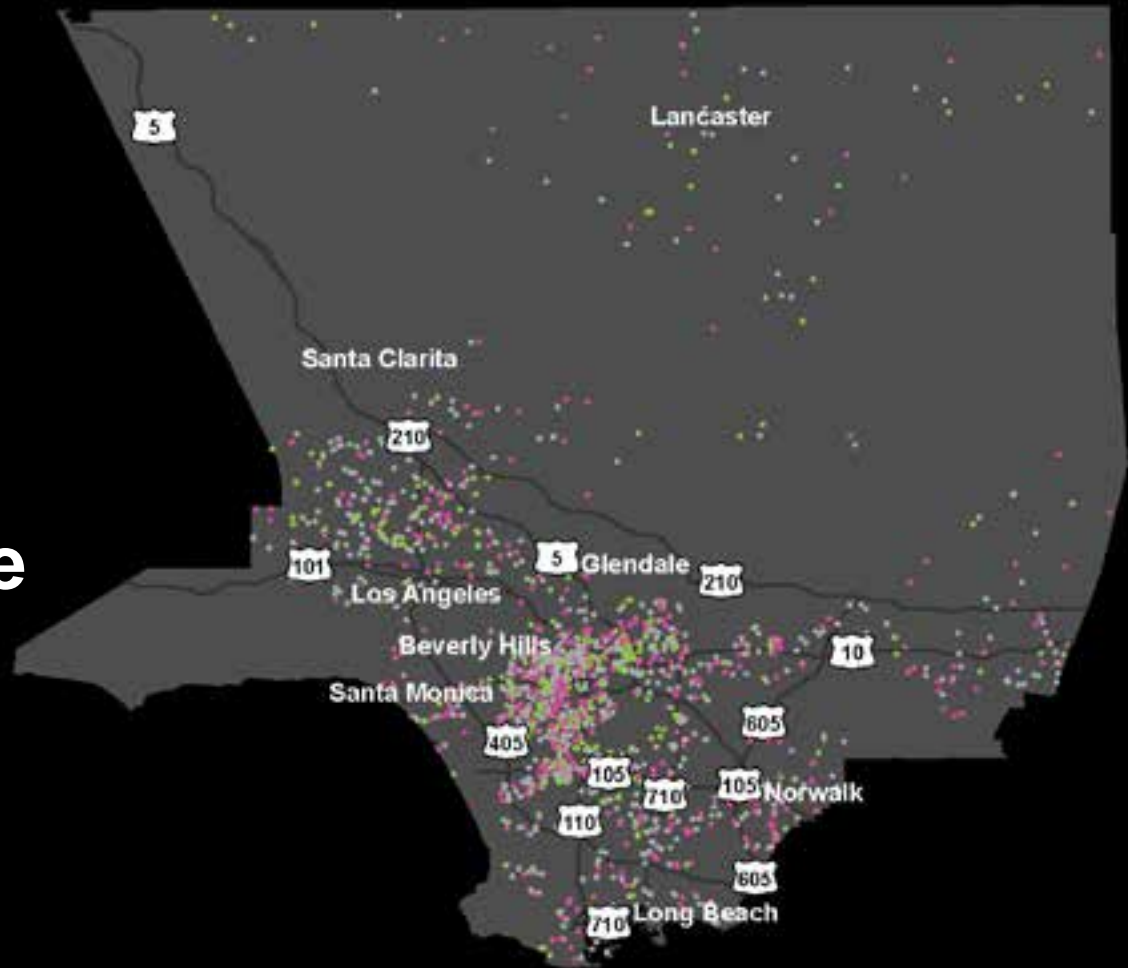
● Right direction ● Wrong direction

Comparing Economic Outlook

Relative to the county, will your city's resident's be better off, about the same, or worse off in 2014?

Answer	%
Better	38
Same	47
Worse	15

Relative to the county, will your city's resident's be better off, about the same, or worse off in 2014?



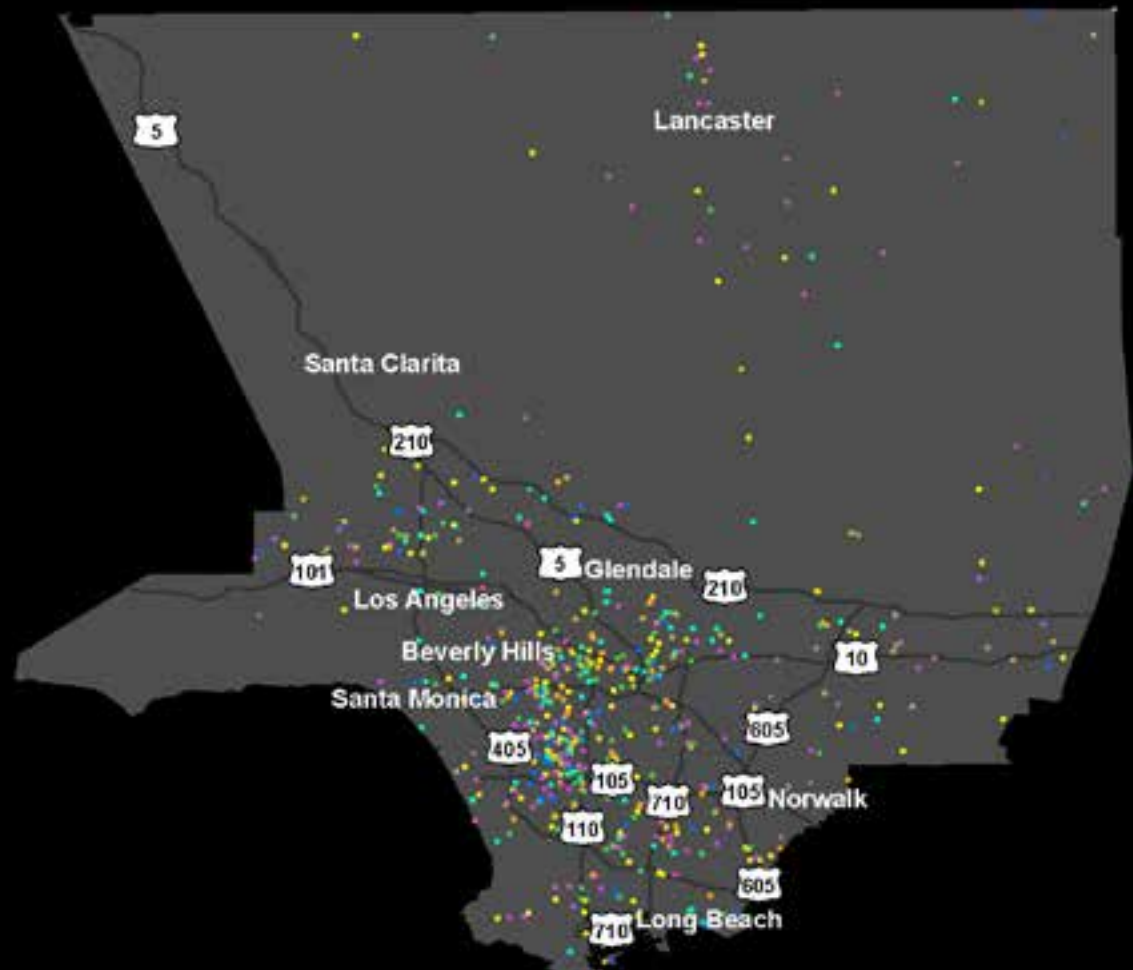
● Better off ● Same ● Worse off

Understanding the Area

On a scale of 1 to 5, how important are the following sectors to the county's economy?

Sector	Average score
Technology	4.3
Trade	4.2
Finance	4.1
Manufacturing	4.0
Tourism	3.9
Entertainment	3.9
Real estate	3.9

On a scale of 1 to 5, how important are the following sectors to the county's economy?



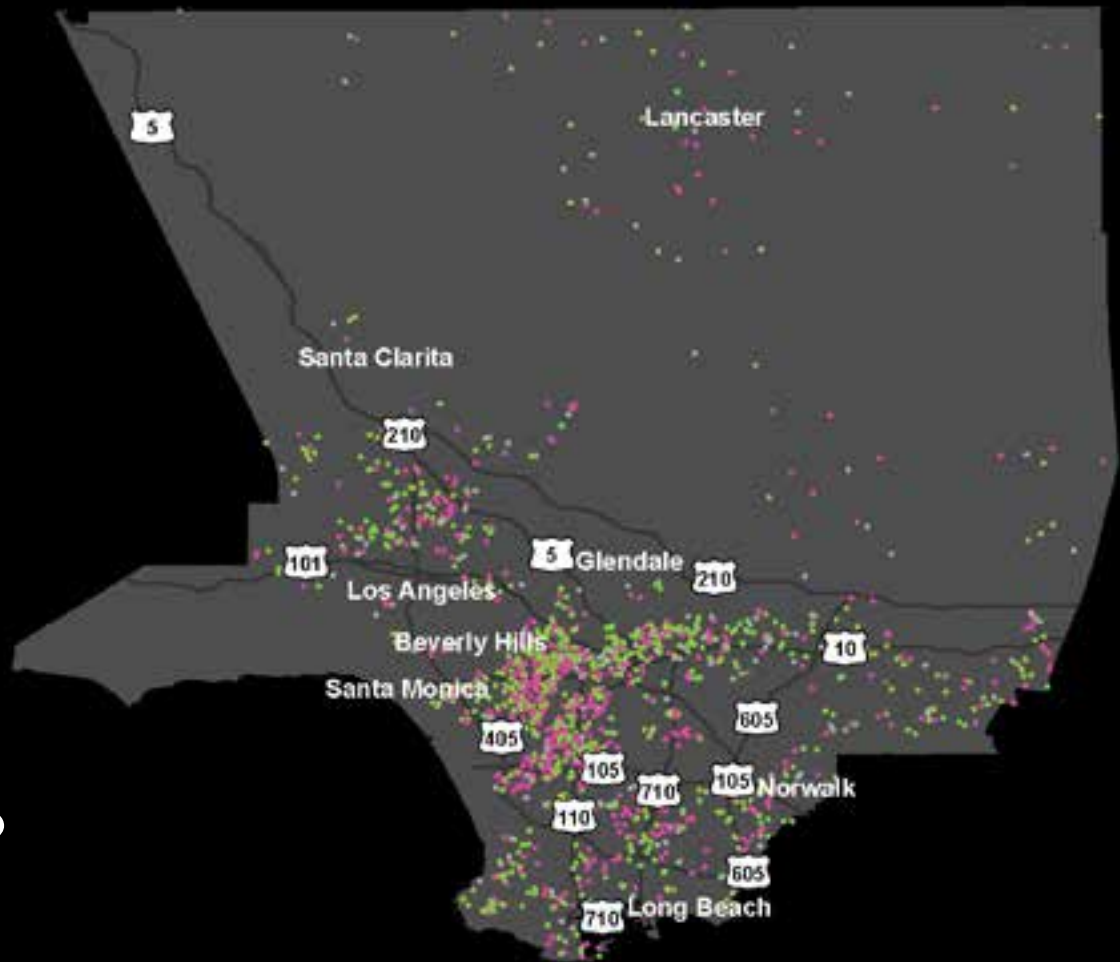
- Technology
- Real Estate
- Trade
- Tourism
- Manufacturing
- Entertainment
- Finance

Perceptions of Improvement

By the end of the year, do you expect the financial situation in your household to improve, worsen, or stay the same?

Ethnic Group	Improve	Worsen	Stay the same
Latino	62	6	32
Black	55	6	39
White	38	6	56
Asian	31	12	57
Total	49	7	44

By the end of the year, do you expect the **financial situation** in your household to improve, worsen, or stay the same?



● Improve ● Worsen ● Stay the same

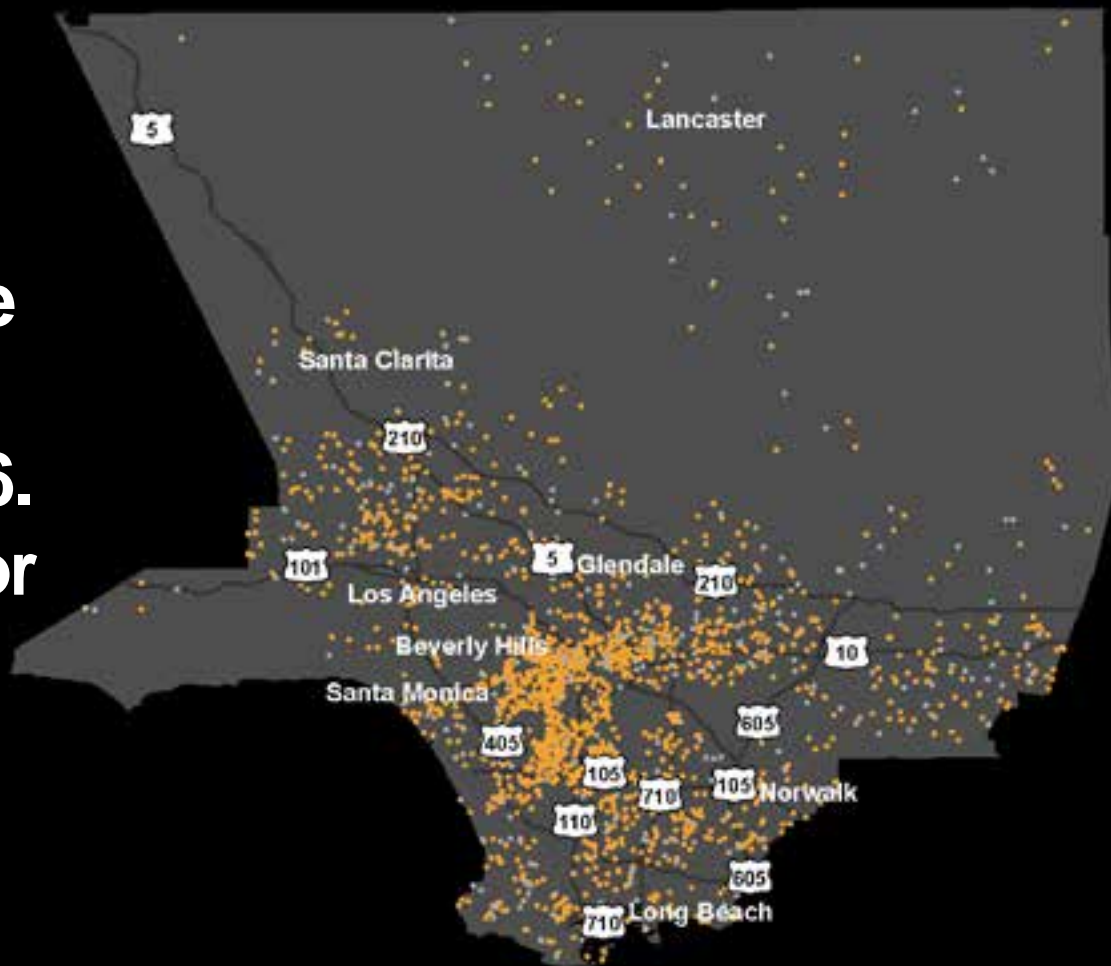
Minimum Wage

Recently the state voted to increase the minimum wage to \$10/hour starting in 2016.

Do you agree or disagree with this new law?

Answer	Yes
Agree	86
Disagree	14

Recently the state voted to increase the minimum wage to \$10/hour starting in 2016. Do you agree or disagree with this new law?



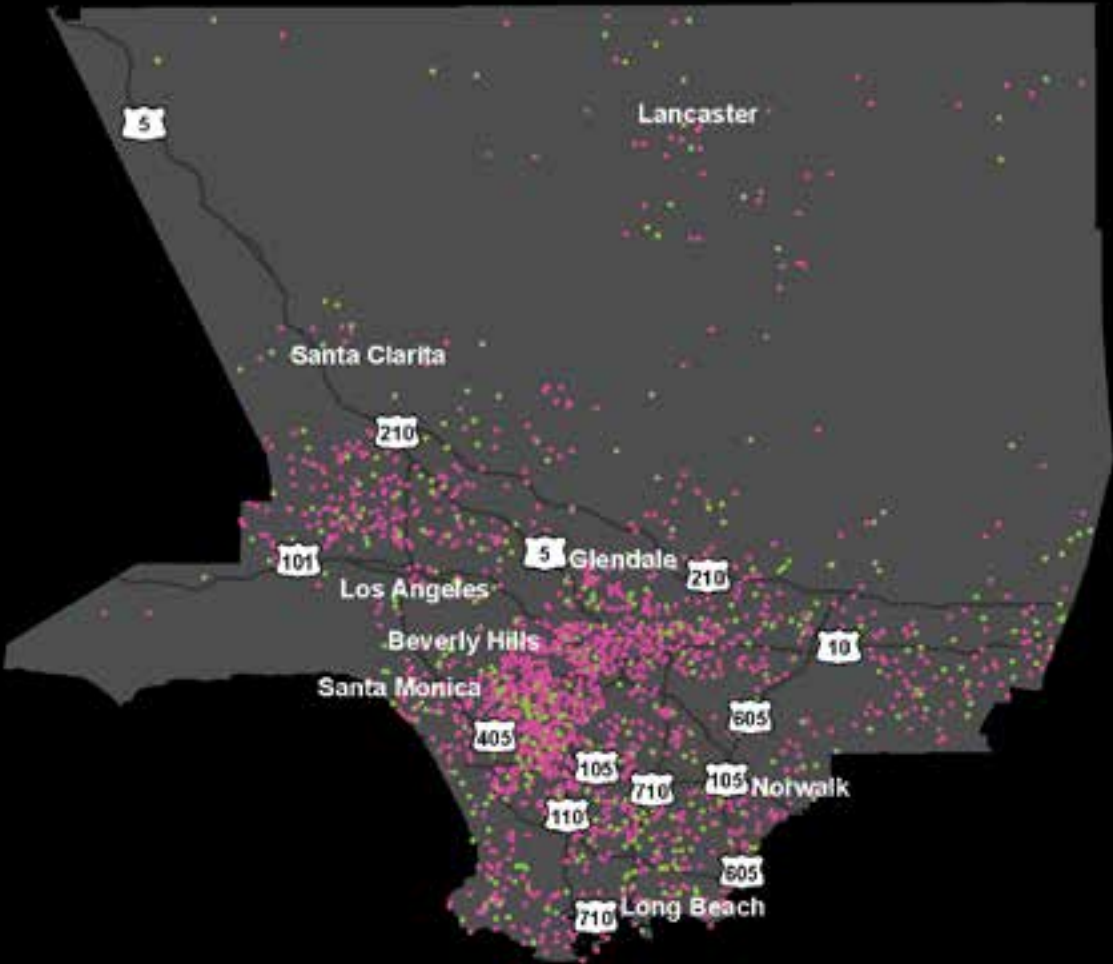
● Agree ● Disagree

Angeleno Identity

Do you consider yourself an Angeleno?

By Ethnicity	Yes	By citizenship	Yes
Latino	83	Non-Citizen	84
Asian	83	Naturalized	84
Black	68	US Born	71
White	67	Total	76

Do you
consider
yourself an
Angeleno?



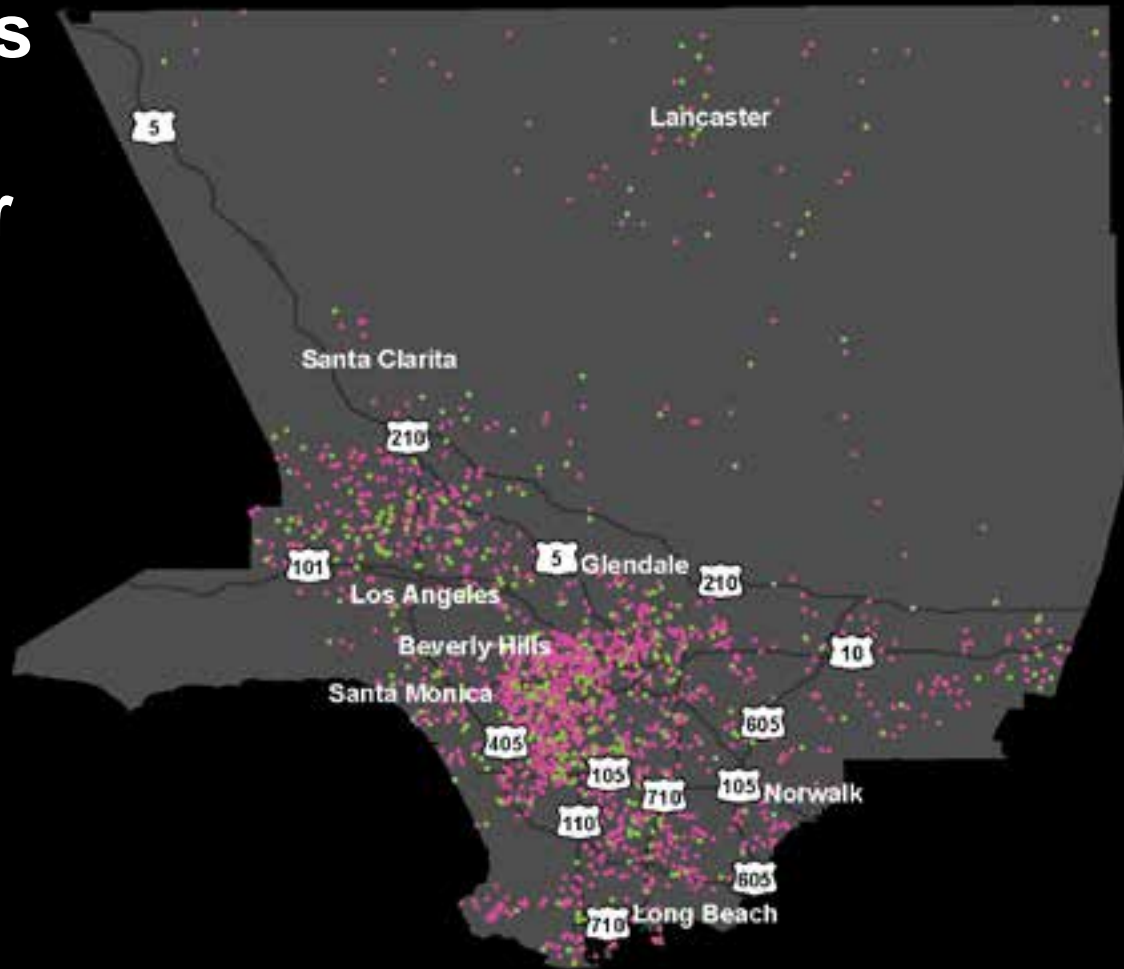
● Yes ● No

We ♥ Our Neighborhood

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

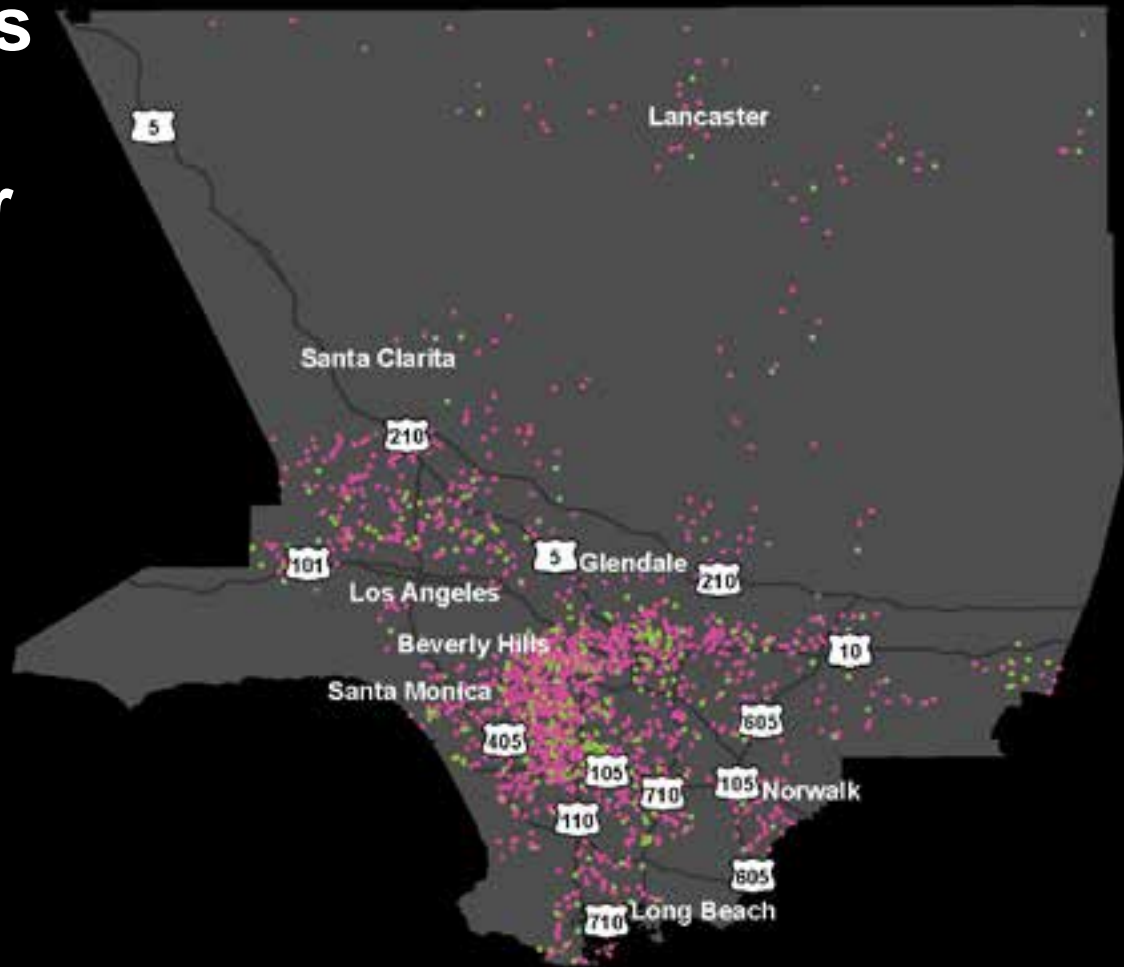
Recommendation	Yes
As a place to live overall	85
As a safe place to live	83
For its overall quality of life	82
As a place to raise children	77
As a place to work	65
As a place to retire	63

If someone was interested in moving to your city or area, **would you recommend it:** yes or no?



● Yes ● No

If someone was interested in moving to your neighborhood, would you recommend it as a **safe place to live**, yes or no?



● Yes ● No

Thinking Ahead

- How can we understand more about the specific location of the respondents?
- What relationships can we discover among the location, demographic characteristics, and the respondents themselves?
- What are better ways to visualize these findings?

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#ForecastLA



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Understanding our world.