Forecast LA 2016

Loyola Marymount University

Fernando J. Guerra, Ph.D.
Third annual Forecast LA Public Opinion Survey

• Largest annual social survey in the region
• Largest social survey of any particular urban area in America
• 2,425 Los Angeles County residents interviewed
• Interviews of 20 minutes conducted Jan. 4-Feb. 13, 2016
• Interviews conducted in English, Spanish, Mandarin, & Korean
• Significant demographic & geographic groups oversampled
• The only systemic survey of leadership in the region
The Forecast LA approach: “triad of information”

- Residents Forecast
- Leaders Forecast
- Economic Forecast
Forecast LA now consists of six independent studies

- 2016 Los Angeles Public Opinion Survey
- 2015 Los Angeles Public Opinion Survey
- 2014 Los Angeles Public Opinion Survey
- 2016 Leaders Survey of Los Angeles: Superintendents of Los Angeles County
- 2015 Leaders Survey of Los Angeles: City Managers of Los Angeles County
- 2014 Leaders Survey of Los Angeles: Mayors of Los Angeles County
A note about how data are presented

Slides are mostly presented in the order of the book

2014 data will be represented in green
2015 data will be represented in orange
2016 data will be represented in blue

Data should be read from left to right and from top to bottom unless specified otherwise

When national, regional, city, or neighborhood data are presented in isolation they are emphasized in red

Other data needing emphasis are presented in red
How do you think things are going:
In the right direction or the wrong direction?

<table>
<thead>
<tr>
<th></th>
<th>RIGHT DIRECTION</th>
<th>WRONG DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA Region</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>Your City</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Your neighborhood</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
How do you think things are going in the **Los Angeles region**: In the right direction or the wrong direction?

<table>
<thead>
<tr>
<th>Year</th>
<th>Right Direction</th>
<th>Wrong Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>2015</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>2016</td>
<td>65%</td>
<td>35%</td>
</tr>
</tbody>
</table>

*Source: Los Angeles Public Opinion Survey, 2014-2016*
How about the direction of your city: right direction or wrong direction?

<table>
<thead>
<tr>
<th>Year</th>
<th>Right Direction</th>
<th>Wrong Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>2015</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>2016</td>
<td>74%</td>
<td>26%</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Finally, how about in **your own neighborhood**: right direction or wrong direction?

<table>
<thead>
<tr>
<th>Year</th>
<th>Right Direction</th>
<th>Wrong Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>2015</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>2016</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Source:** Los Angeles Public Opinion Survey, 2014-2016
THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
In general, do you believe the national economy will do better or worse this year than last year?

**2015**
- Better: 81%
- Worse: 20%

**2016**
- Better: 69%
- Worse: 31%

(Source: Los Angeles Public Opinion Survey, 2015-2016)
Do you believe the Los Angeles’ regional economy will do better or worse this year than last year?

- 2015:
  - Better: 81%
  - Worse: 19%

- 2016:
  - Better: 73%
  - Worse: 27%

Source: Los Angeles Public Opinion Survey, 2015-2016
Which of the following sectors do you think is the most important to the county’s economy?

- Technology: 22%
- Manufacturing: 17%
- Trade: 15%
- Real estate: 13%
- Tourism: 12%
- Entertainment: 12%
- Finance: 10%

Which of the following sectors do you think is the most important to the county’s economy?

- Technology: 24%
- Manufacturing: 19%
- Trade: 14%
- Real estate: 12%
- Tourism: 10%
- Entertainment: 11%
- Finance: 10%

Source: Los Angeles Public Opinion Survey, 2015-2016
THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Do you believe the following will increase, stay about the same, or decrease by the end of the year? **Unemployment**

<table>
<thead>
<tr>
<th></th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2014</strong></td>
<td>31%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>2015</strong></td>
<td>30%</td>
<td>34%</td>
<td>36%</td>
</tr>
<tr>
<td><strong>2016</strong></td>
<td>35%</td>
<td>33%</td>
<td>32%</td>
</tr>
</tbody>
</table>

*Source: Los Angeles Public Opinion Survey, 2014-2016*
<table>
<thead>
<tr>
<th>Year</th>
<th>Increase (%)</th>
<th>Stay the Same (%)</th>
<th>Decrease (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>69</td>
<td>22</td>
<td>9</td>
</tr>
<tr>
<td>2015</td>
<td>70</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td>2016</td>
<td>73</td>
<td>18</td>
<td>8</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Do you believe the following will increase, stay about the same, or decrease by the end of the year? **Healthcare costs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase</th>
<th>Stay the Same</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>65%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>2015</td>
<td>65%</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>2016</td>
<td>68%</td>
<td>25%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Source:** Los Angeles Public Opinion Survey, 2014-2016

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Do you believe the following will increase, stay about the same, or decrease by the end of the year?

<table>
<thead>
<tr>
<th>Category</th>
<th>Increase</th>
<th>Stay the Same</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas prices</td>
<td>54%</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>Food prices</td>
<td>75%</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>Interest rates</td>
<td>67%</td>
<td>27%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Do you think a majority of residents can afford to buy a home in your city?

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>2015</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>2016</td>
<td>16%</td>
<td>84%</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
By the end of the year, do you expect the financial situation in your household to improve, stay the same, or worsen?

<table>
<thead>
<tr>
<th>Year</th>
<th>Improve</th>
<th>Stay the Same</th>
<th>Worsen</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>49%</td>
<td>44%</td>
<td>7%</td>
</tr>
<tr>
<td>2015</td>
<td>50%</td>
<td>45%</td>
<td>6%</td>
</tr>
<tr>
<td>2016</td>
<td>47%</td>
<td>47%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Source: Los Angeles Public Opinion Survey, 2014-2016*
Do you think the growing economic disparity between the rich and the poor will increase, stay the same, or decrease in the future?

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase</th>
<th>Stay the Same</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>54%</td>
<td>33%</td>
<td>13%</td>
</tr>
<tr>
<td>2015</td>
<td>56%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>2016</td>
<td>60%</td>
<td>26%</td>
<td>14%</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Do you consider yourself to be an Angeleno?

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>2015</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>2016</td>
<td>78%</td>
<td>22%</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Overall how satisfied would you say you are with the quality of the services that your city provides?

<table>
<thead>
<tr>
<th>Year</th>
<th>Satisfied</th>
<th>Neither</th>
<th>Unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>64%</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>2015</td>
<td>68%</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>2016</td>
<td>71%</td>
<td>17%</td>
<td>12%</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
<table>
<thead>
<tr>
<th>Year</th>
<th>YES</th>
<th>SOMEWHAT</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>35%</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>2016</td>
<td>32%</td>
<td>34%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: Los Angeles Public Opinion Survey, 2015-2016
THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
If someone was interested in moving to your city, would you recommend it?

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>2015</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>2016</td>
<td>79%</td>
<td>21%</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
If someone was interested in moving to your neighborhood, would you recommend it for the following aspects, yes or no?
For its overall quality of life

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>82</td>
<td>18</td>
</tr>
<tr>
<td>2015</td>
<td>84</td>
<td>17</td>
</tr>
<tr>
<td>2016</td>
<td>82</td>
<td>18</td>
</tr>
</tbody>
</table>

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Over the past four years, how have race relations changed in Los Angeles?

- **2015**
  - Improved: 35%
  - Stayed the Same: 44%
  - Worsened: 21%

- **2016**
  - Improved: 34%
  - Stayed the Same: 48%
  - Worsened: 19%

*Source: Los Angeles Public Opinion Survey, 2015-2016*

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Over the past four years, how have race relations changed in your neighborhood?

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th></th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved</td>
<td>32%</td>
<td></td>
<td>31%</td>
</tr>
<tr>
<td>Stayed the same</td>
<td>60%</td>
<td></td>
<td>61%</td>
</tr>
<tr>
<td>Worsened</td>
<td>8%</td>
<td></td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Los Angeles Public Opinion Survey, 2015-2016
THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
How confident are you that police officers in your community treat people of all races equally?

- Very confident, 25%
- Somewhat confident, 46%
- Not confident, 28%

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Cities across the country are increasingly making their police officers wear body-worn video cameras to record interactions with the public. Do you think this is a good idea or bad idea?

- Good idea, 91%
- Bad idea, 9%

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Do you think body cameras will have any of the following impacts?

- **Increased police transparency**: 85% Yes, 15% No
- **Increased police accountability**: 90% Yes, 11% No
- **Reduced crime**: 50% Yes, 50% No
- **Minimized confrontations/use of force**: 81% Yes, 20% No
- **Fewer false accusations Of police**: 88% Yes, 12% No
- **Improved police conduct**: 86% Yes, 15% No


THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Given the 12% increase in the homeless population in LA County over the last two years, which of the following programs to address homelessness do you think your city/Los Angeles County should prioritize in 2016?

- Development of services to help homeless find jobs: 35%
- Expansion of mental health services: 22%
- Development of services to help homeless find permanent housing: 19%
- Expansion of services for veterans: 12%
- Expansion of temporary housing: 7%
- Better policing of neighborhoods: 6%

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Which is your favorite professional team with LA in its name?

- Lakers: 37%
- Dodgers: 35%
- Clippers: 9%
- Kings: 8%
- Galaxy: 6%
- Angels: 5%
- Sparks: 1%

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

- **Lakers**: 43% (Green, 40% Blue, 37% Orange)
- **Dodgers**: 34% (Green, 31% Blue, 35% Orange)
- **Clippers**: 7% (Green, 7% Blue, 9% Orange)
- **Kings**: 5% (Green, 7% Blue, 8% Orange)
- **Galaxy**: 4% (Green, 6% Blue, 8% Orange)
- **Angels**: 4% (Green, 5% Blue, 5% Orange)
- **Sparks**: 1% (Green, 1% Blue, 1% Orange)
- **Chivas***: 3% (Green, 2% Orange)

*Source: Los Angeles Public Opinion Survey, 2014-2016*

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
How supportive are you of the City of Los Angeles hosting the Summer Olympic Games in 2024: supportive or opposed?

- **Supportive:** 88%
- **Opposed:** 12%

**Source:** Los Angeles Public Opinion Survey, 2016

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
What is the primary reason for wanting the Olympics in LA?

- Gives an economic boost: 31%
- Creates jobs: 18%
- Other: all of the above*: 17%
- Is an honor to bring Olympics here: 16%
- Increases tourism: 9%
- Is good for LA: 5%
- Other: 2%

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Why do you not want the Olympics in LA?

- Traffic congestion: 22%
- Costs too much money: 20%
- Other: all of the above*: 19%
- More important things to focus on: 17%
- Safety concerns: 11%
- Too many people: 7%
- Other: 5%

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY
Companies like Apple, Google, Tesla, Uber and others are currently testing the technology for driverless cars. Do you think driverless cars will make an impact on transportation in Los Angeles?

**Source:** Los Angeles Public Opinion Survey, 2016

THOMAS & DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES
LOYOLA MARYMOUNT UNIVERSITY