Voices of L.A.  

About the Survey

- Total N=1,500 Latina/o’s (Full survey of N=3,000)
- Margin of error +/- 2.5%
- Los Angeles county residents
- Field Dates: November 8 - December 24, 2021
- English or Spanish, according to preference (61%/39%)
- 70% online, 30% phone

*Implemented by Matt Barreto & Anaís López of BSP Research*
Key Findings: Ongoing Worry and Economic Support

1. Impact of COVID-19
   - For Latinos, the pandemic is not behind them; serious economic and health concerns remain
   - 47% of Los Angeles Latinos had hours cut or lost their job during the pandemic
   - 50% of Latino households have $500 or less saved up for emergencies

2. Discrimination and hate crimes
   - 80% of Latinos note that anti-Latino racism is currently a serious problem,
   - 62% of Latinos believe there is “a lot” of discrimination against immigrants
   - 50% say they have personally experienced discrimination

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
3. Voting and civic engagement

- Despite limitations of COVID-19, Latinos report high levels of engagement in political and civic life
- Friends and family are top political influences for Latinos
- Latinos don’t have full trust of any form of government, most common answer is trusting government “some of the time”
- Over 80% say it is important to have a Latina/o represent them in public office
- Talking to friends and family is the most common form of political engagement among Latinos
- Those who report discrimination are significantly more engaged
THE IMPACT OF COVID-19

March 1, 2022
The pandemic remains the top issue among Latinos

What would you say are the most important problems facing the Los Angeles area?

- Coronavirus pandemic: 54%
- Homelessness: 50%
- Jobs and the economy: 46%
- Health care costs: 37%
- Crime: 31%
- Discrimination/racial justice: 29%
- Education: 27%
- Immigration reform: 25%

November 8 - December 24, 2021, N=1,500 Latinos +/- 2.5%
Clear majority of Latino adults vaccinated

Have you received a COVID-19 vaccine?

- Yes: 85
- No: 15

[If not] Do you think you will:

- Plan to get a vaccine soon: 20%
- Wait to see how it is working for other people: 27%
- Only if required for work, school or other activities: 22%
- Definitely won't get a vaccine: 31%

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
High rates of job/economic disruption and major class divide on ability to work from home during pandemic

Due to the pandemic:
- I did not lose a job and did not have hours cut
- I had hours cut at a job
- I lost a job

[If respondent did not lose their job]
Were you able to work from home during the pandemic?
- Yes, all the time
- Yes, some of the time
- No, never

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Due to the pandemic, the state government provided rent relief, eviction protection, and stimulus checks. At this point, do you think these policies should increase, continue at the same level, decrease to a lower level, or be ended?

- 75% believe policies should increase
- 44% believe policies should continue at the same level
- 13% believe policies should decrease to a lower level
- 12% believe policies should be ended

Latinos in Los Angeles still believe that the state government should be providing rent relief and economic stimulus to people, with nearly 1 in 3 believing it should increase.

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Half of Latinos have $500 or less for emergencies

About how much money do you currently have in savings or for emergencies?

- Less than $100: 29 (50%)
- $100 to $500: 21
- $500 to $1000: 16
- $1000 to $3000: 13
- $3000 to $5000: 7
- $5000 to $10000: 6
- More than $10000: 8

November 8 - December 24, 2021 N=1,500 Latinos +/- 2.5%

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Access to internet varied greatly by nativity

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>During the pandemic did you have access to</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enough electronics for family members</td>
<td>69</td>
<td>31</td>
</tr>
<tr>
<td>Necessary electronics</td>
<td>71</td>
<td>29</td>
</tr>
<tr>
<td>Home internet</td>
<td>78</td>
<td>22</td>
</tr>
</tbody>
</table>

Foreign born
- Yes: 61%
- No: 39%

US born
- Yes: 75%
- No: 25%

Foreign born
- Yes: 62%
- No: 38%

US born
- Yes: 78%
- No: 22%

Foreign born
- Yes: 70%
- No: 30%

US born
- Yes: 84%
- No: 16%

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos have hope for their economic futures

Over the next five years, do you expect your economic situation to become:

- A lot better
- Somewhat better
- Somewhat worse
- A lot worse

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
RACE & DISCRIMINATION
When asked which term they prefer to use in describing their ethnicity, Hispanic remains the top term used in Los Angeles.

Hispanic and Latina/o remain preferred

How do you prefer to describe your ethnicity?

- Hispanic: 62%
- Latina or Latino: 29%
- Latinx: 7%
- No preference: 2%
- Something else: 1%
Latinos believe anti-Latino racism is a serious problem

Combined 80% of Latinos note that anti-Latino racism is currently a serious problem

Do you think anti-Latino racism is currently an extremely serious problem, a very serious problem, a somewhat serious problem, not too serious of a problem, or not a problem at all?

- Extremely Serious, 38
- Somewhat Serious, 42
- Not too serious, 16
- Not a problem, 4

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos believe immigrants face the most discrimination

How much discrimination would you say there is in the US today against:

- A lot
- Some
- A little
- None at all
- Don't know

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos face discrimination in various settings

Please specify where have been treated unfairly or personally experienced discrimination because of your race or ethnicity:

- Public transportation
- School
- Grocery store
- Workplace
- Other

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos do not want major changes to police funding

Do you think that spending on police funding should be:

- **Increased a lot**: 15
- **Increased some**: 19
- **Stay the same**: 44
- **Decreased some**: 13
- **Decreased a lot**: 9

Breakdown by age groups:
- **Total**: 18-34
  - Increased a lot: 10
  - Increased some: 39
  - Stay the same: 46
  - Decreased some: 17
  - Decreased a lot: 7
  - Total: 153

- **18-34**: 35-59
  - Increased a lot: 17
  - Increased some: 46
  - Stay the same: 51
  - Decreased some: 11
  - Decreased a lot: 7
  - Total: 106

- **60+**: 14
  - Increased a lot: 21
  - Increased some: 19
  - Stay the same: 18
  - Decreased some: 11
  - Decreased a lot: 11
  - Total: 80

- **<HS**: 11
  - Increased a lot: 14
  - Increased some: 17
  - Stay the same: 17
  - Decreased some: 13
  - Decreased a lot: 7
  - Total: 62

- **SomeColl**: 13
  - Increased a lot: 24
  - Increased some: 24
  - Stay the same: 39
  - Decreased some: 13
  - Decreased a lot: 16
  - Total: 84

- **Degree**: 10
  - Increased a lot: 21
  - Increased some: 20
  - Stay the same: 32
  - Decreased some: 16
  - Decreased a lot: 10
  - Total: 88

November 8-December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos engage news in both English & Spanish

When it comes to information about news and current affairs, do you primarily rely on English or Spanish sources?

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Eng</th>
<th>Span</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>39%</td>
<td>14%</td>
<td>45%</td>
</tr>
<tr>
<td>60 +</td>
<td>13%</td>
<td>61%</td>
<td>26%</td>
</tr>
<tr>
<td>Less than HS</td>
<td>22%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>College +</td>
<td>43%</td>
<td>13%</td>
<td>45%</td>
</tr>
<tr>
<td>US born</td>
<td>47%</td>
<td>12%</td>
<td>40%</td>
</tr>
<tr>
<td>Foreign born</td>
<td>14%</td>
<td>49%</td>
<td>37%</td>
</tr>
</tbody>
</table>
Family & ethnicity influence Latino politics most

On a scale from 1 to 5, with 1 meaning no influence and 5 meaning most influential, how much would you say the following influence politics in your life?

- Your family
- Your friends
- Your neighbors
- Your religion
- Your ethnicity

No influence -1  2  3  4  Most influence- 5

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Friends and Family are key for political discourse

During the past two years have you had the opportunity to do any of the following things either in person or online?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend PTA mtg</td>
<td>28</td>
<td>72</td>
</tr>
<tr>
<td>Posted on social media</td>
<td>32</td>
<td>68</td>
</tr>
<tr>
<td>Signed a letter or petition about a social or political issue</td>
<td>28</td>
<td>72</td>
</tr>
<tr>
<td>Volunteered for political campaign/cause</td>
<td>18</td>
<td>82</td>
</tr>
<tr>
<td>Given money to a political campaign/cause</td>
<td>18</td>
<td>82</td>
</tr>
<tr>
<td>Attended a political protest, march, or rally</td>
<td>18</td>
<td>82</td>
</tr>
<tr>
<td>Talked to friends or family about a govt issue</td>
<td>59</td>
<td>41</td>
</tr>
<tr>
<td>Attended a public meeting/hearing</td>
<td>15</td>
<td>85</td>
</tr>
<tr>
<td>Communicated with an elected official</td>
<td>16</td>
<td>84</td>
</tr>
</tbody>
</table>

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos lean Democrat, but they aren’t necessarily liberal

Generally speaking, do you think of yourself as a Democrat, a Republican, or something else?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strong Dem</th>
<th>Not strong Dem</th>
<th>Lean Dem</th>
<th>Indep/Neither</th>
<th>Lean Rep</th>
<th>Not strong Rep</th>
<th>Strong Rep</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+</td>
<td>31</td>
<td>6</td>
<td>21</td>
<td>34</td>
<td>21</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>35-59</td>
<td>28</td>
<td>9</td>
<td>14</td>
<td>40</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>18-34</td>
<td>25</td>
<td>12</td>
<td>16</td>
<td>37</td>
<td>5</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Men</td>
<td>25</td>
<td>10</td>
<td>15</td>
<td>39</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Women</td>
<td>29</td>
<td>9</td>
<td>18</td>
<td>36</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
<td>10</td>
<td>16</td>
<td>38</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

Thinking in political terms, would you consider yourself to be liberal, moderate, or conservative?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very liberal</th>
<th>Somewhat liberal</th>
<th>Moderate</th>
<th>Somewhat conservative</th>
<th>Very conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+</td>
<td>8</td>
<td>12</td>
<td>50</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td>35-59</td>
<td>13</td>
<td>23</td>
<td>47</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>18-34</td>
<td>16</td>
<td>23</td>
<td>48</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Men</td>
<td>13</td>
<td>22</td>
<td>47</td>
<td>12</td>
<td>6</td>
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<tr>
<td>Women</td>
<td>14</td>
<td>21</td>
<td>49</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>21</td>
<td>48</td>
<td>11</td>
<td>6</td>
</tr>
</tbody>
</table>

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos do not have favorable views of Trump

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos in LA generally approve of Democrats

<table>
<thead>
<tr>
<th></th>
<th>Strongly Approve</th>
<th>Approve</th>
<th>Neither</th>
<th>Disapprove</th>
<th>Strongly Disapprove</th>
</tr>
</thead>
<tbody>
<tr>
<td>President Biden</td>
<td>32</td>
<td>15</td>
<td>29</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Gov Newsom</td>
<td>23</td>
<td>18</td>
<td>36</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>LA Mayor Garcetti</td>
<td>22</td>
<td>18</td>
<td>41</td>
<td>8</td>
<td>11</td>
</tr>
</tbody>
</table>

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos trust the government “some of the time”

How much of the time do you trust each of the following to be the responsive to your needs:

- Just about always
- Most of the time
- Some of the time
- Never

Govt (General)
- Just about always: 17
- Most of the time: 27
- Some of the time: 38
- Never: 18

Federal Govt
- Just about always: 15
- Most of the time: 28
- Some of the time: 37
- Never: 19

State Govt
- Just about always: 16
- Most of the time: 30
- Some of the time: 36
- Never: 17

Local Govt
- Just about always: 18
- Most of the time: 30
- Some of the time: 35
- Never: 17

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Teachers and Healthcare remain the most trusted

How much of the time do you trust each of the following to be the responsive to your needs?

- **Teachers/school staff**: 28% just about always, 39% most of the time, 23% some of the time, 10% never.
- **Doctors/nurses/healthcare professionals**: 41% just about always, 38% most of the time, 17% some of the time, 4% never.
- **Religious leaders**: 21% just about always, 28% most of the time, 33% some of the time, 18% never.
- **Leaders of community orgs**: 18% just about always, 32% most of the time, 35% some of the time, 15% never.
- **The media**: 16% just about always, 24% most of the time, 36% some of the time, 25% never.
- **Local law enforcement**: 22% just about always, 30% most of the time, 32% some of the time, 16% never.

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latinos believe they are more united than not

Even though we come from different countries, [Hispanic/Latino] people share many fundamental interests that unite us.

Continue to find a high degree of Latino shared commonality and group consciousness in Los Angeles

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
Latino representation matters

How important is it that a Hispanic or Latino person represents you or your community in public office?

- Very important: 46
- Somewhat important: 36
- Not too important: 11
- Not important at all: 6

Are you more likely to listen to voter outreach campaigns if the person is Hispanic or Latino?

- Yes: 41
- No: 59

November 8 - December 24, 2021  N=1,500 Latinos +/- 2.5%
VOICES OF L.A.
LATINA/O SURVEY RESULTS

March 1, 2022

@PBI  #VoicesofLA

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