LOYOLA MARYMOUNT UNIVERSITY | 2015

FORECAST LA

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For more Information:
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Loyola Marymount University
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forecastLA@lmu.edu

Forecast LA Program
Tuesday, April 7, 2015 | Gersten Pavilion

Break
Welcome
David W. Burcham, President, Loyola Marymount University

Opening Remarks
Don Knabe, LA County Board of Supervisors, 4th District

International, National, & State Economic Forecast
Chris Thornberg, Beacon Economics

Regional & Local Economic Forecast
Jordan Levine, Beacon Economics

Public & Leaders Outlook Survey
Fernando Guerra, Center for the Study of Los Angeles

Break
The Future of Higher Learning in California
Francisco C. Rodriguez, LACCD Chancellor
Eloy O. Oakley, Long Beach City College Superintendent/President
Chui L. Tsang, Santa Monica College Superintendent/President

Closing Remarks
John Chiang, California State Treasurer
What does it mean to be an Angeleno?


—Respondents from Loyola Marymount University’s 2015 Public Outlook Survey
About Us
The Thomas and Dorothy Leavey Center for the Study of Los Angeles at Loyola Marymount University is one of the leading undergraduate research centers in the nation. It is a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1956, the Center also conducts groundbreaking research on voter preferences and voting patterns, quality of life concerns, and contemporary urban issues. The Center provides rigorous, mentored research experiences for undergraduate students at LMU.

Loyola Marymount University
Located between the Pacific Ocean and downtown Los Angeles, Loyola Marymount University is a comprehensive university offering 60 major programs, 39 master’s degree programs, one education doctorate, one doctorate in juridical science, one juris doctorate, and 10 credential programs from four colleges, two schools, and Loyola Law School. Founded in 1911, LMU is ranked third in “Best Regional Universities/West” by U.S. News & World Report. LMU is the largest Jesuit Catholic university for undergraduates on the West Coast with more than 6,000 undergraduate students and more than 3,000 graduate and law students. For more LMU news and events, please visit www.lmu.edu/news.

Berto Solis is a research associate at the Center for the Study of Los Angeles. Solis manages visual and editorial unity across the Center’s print, web, and audio visual materials. He also serves as the Center’s special events coordinator, promoting, planning, and executing Center activities including lectures, forums, and conferences. He mentors undergraduate students on research design and presentation skills during large scale academic projects run by the Center. Solis received his B.A. in Spanish from UC Santa Barbara.

Maia Krause is a research associate at the Center for the Study of Los Angeles. She assists with various phases of research including survey development, implementation, and dissemination. Prior to joining the Center she completed her Ph.D. in English at UC Irvine. At UCI, she worked at the UC Humanities Research Institute, where she provided administrative and research support to initiatives in the humanities and social sciences. Krause earned her B.A. in English from Stanford University.

Alejandra Alarcon is the research coordinator for the Center for the Study of Los Angeles. She serves as the Center’s office manager and scheduler and is the first point of contact for Center communications. She leads the Center’s undergraduate Student Research Assistants and mentors them through research projects as they continue to develop their methodological and technical skills. Her research interests include race-sex-gender studies, contemporary urban issues and community studies. Alarcon earned her B.A. in Chicana/o Studies from Loyola Marymount University.

Brianda Alvarez is a Graduate Student Assistant at the Center for the Study of Los Angeles. She provides administrative support for daily operations, assists Center staff with various research projects, and works closely with the Center’s undergraduate Student Research Assistants. Alvarez is currently a graduate student in the Counseling program at LMU and is pursuing a career in K-12 School Counseling. Her previous work experience includes working for the Ethnic Resource Centers at UC Santa Cruz and serving as a Program Manager for SACNAS, a national STEM organization dedicated to fostering the success of Hispanic/Chicano and Native American scientists in college and beyond.

Fernando J. Guerra, professor of political science and Chicana/o studies, is the founding director of the Center for the Study of Los Angeles at Loyola Marymount University. He earned his doctorate in Political Science from the University of Michigan and his B.A. from the University of Southern California. Guerra has served on standing commissions, blue ribbon committees, and ad hoc task forces for the City of Los Angeles, the State of California, and regional bodies in Southern California. He is a source for the media at the local, national, and international level and has published in the area of state and local government and urban and ethnic politics.

Brianne Gilbert is the associate director for the Center for the Study of Los Angeles and an adjunct faculty member in political science and urban studies at Loyola Marymount University. She has worked on dozens of studies involving voter polls, public opinion research, and leaders/elite surveys and has served as a consultant in the fields of sociology, anthropology, GIS (geographic information systems), education, public opinion research, international affairs, geology, and medicine. She also is the author of Statistics in the Social Sciences: Inferential Statistics as Rhetoric in Sociology. Gilbert received her B.A. from Wittenberg University and her M.A. from Florida International University.
Summary

Over the past year, Angelenos have become more optimistic. They have an increased sense of financial stability and job security, and continue to be highly satisfied with their quality of life. Across the board, Angelenos see the region, their cities, and their neighborhoods as going in the right direction. They recommend Los Angeles as a good place to live.

Moving from region to city to neighborhood, Angelenos become more optimistic. They expect their incomes and finances to improve or remain the same, and they expect unemployment to decrease. Levels of overall satisfaction have improved compared to last year. Angelenos overwhelmingly think their neighborhoods are headed in the right direction and feel safe. Given their vantage point and ability to effect change, leaders continue to register this optimism at a higher level than residents.

Challenges remain. The optimism of Angelenos does not mean they are unaware of problems, both regional and national. Even while Angelenos feel more secure, the economy and job creation remain a top concern. Angelenos recognize a growing disparity between rich and poor, and they are concerned about the affordability of homes in the region. There are still significant economic disparities amongst different ethnic groups, and while education can be an equalizer, educational attainment is not balanced among Angelenos. Still, residents are proud of the diversity of the region, and many cite acceptance of different types of people as a central element of Angeleno identity.

As the economy has stabilized, other concerns have emerged. Angelenos and their leaders agree that more attention needs to be focused on the potential impact of natural disasters. While the fear of another international economic meltdown is still predominant in the anxieties of the county’s leaders, both leaders and residents are concerned that the area may not be sufficiently prepared for a major earthquake, and that measures taken in response to the drought have not been enough.

Some elements of dissatisfaction relate to issues that tangibly can be addressed by civic and corporate action: bad traffic, unavailability of quality housing, and a lack of job opportunities. These issues have actionable solutions. Public transportation, for example, ranks surprisingly high on satisfaction among civic issues. Angelenos have turned a corner in their views on the potential of public transportation, a notion that seemed impossible only a few years ago. People are most likely to effect positive change when they are optimistic about the opportunities before them. As such, invested and empowered people are the greatest assets a community can have. Los Angeles can move forward best when its residents and leaders understand the various opportunities and challenges the region has to offer. Forecast LA aims to facilitate this process.
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 two outlook surveys. The Leaders Outlook Survey involved face-to-face interviews with Los Angeles County City Managers who discussed their priorities for their cities, how their municipalities will fare economically in the short and long term, and other public policy issues. The Public Outlook Survey involved 20-minute telephone sessions with 2,400 adults living in Los Angeles County. Survey respondents were asked about quality-of-life concerns, personal economic well-being, homeownership patterns, overall life satisfaction, and various civic issues.

Leaders Outlook Survey

**SAMPLING**
The universe for the Leaders Outlook Survey was the 88 sitting city managers of Los Angeles County. In order to not exclude any cities we included interim and acting city managers. The survey was completed by 57 of the 88 city managers, including the city managers of the top ten most populous cities in the county.

**DATA COLLECTION**
In an initial letter sent to each of the 88 city managers, the Center for the Study of Los Angeles explained the purpose of the survey and requested their participation in a face-to-face interview with a researcher from the Center. Researchers followed up with email and phone requests. Interviews were conducted over a four and a half month period from October 2014 to February 2015. City managers were interviewed in meeting rooms or offices at their respective City Halls. Interviews took about 45 minutes to complete. The subject consent form took approximately five minutes to read and sign, including time for any questions from the city manager for the researcher about the survey or the consent process. At any point the city manager was allowed to opt out of the survey. In addition, city managers were informed that there were minimal risks associated with this study, that no penalties existed if he or she chose not to participate, and that no individual responses would be reported without his or her explicit consent after the interview process.

Public Outlook Survey

**SAMPLING**
Since the primary purpose of this study was to gather representative input from adult residents within the Los Angeles region, a 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.

The margin of error is ±3.0% for the entire sample of 2,400 residents.

**SCREENERS**
The protocol for this study involves asking potential respondents a series of questions, referred to as screeners, which were used to ensure that the person lived within the county and were at least 18 years old. The 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 600 subjects. Upon completion of each wave, the remaining necessary quotas were determined, and the following approximate racial/ethnicity quotas were employed in each sample: the second quota obtained 90 Caucasian, non-Hispanic responses; in the third quota, 240 African American responses; and for the fourth quota, 195 Korean and Chinese responses; and the fifth and final quota, 75 Filipino responses. Given the demographic proportion of Latinos in the region, Latinos were expected to naturally fall out from the initial wave of 600 subjects if this natural fall out did not occur, an additional wave was added.

**DATA COLLECTION**
Telephone interviews were conducted the first four full weeks in January 2015 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.
CHAPTER 1
DEMOGRAPHICS
## Demographics: Residents / 18 and Older

### Gender
- Male: 49%
- Female: 51%

### Race/Ethnicity
- Latino: 44%
- White: 30%
- African American: 8%
- Asian American: 17%
- Other ethnicity: 2%

### Political Ideology
- Liberal: 42%
- Moderate: 37%
- Conservative: 31%

### Household Income
- Under $40K: 46%
- $40K-$59,999: 22%
- $70K-$99,999: 14%
- $100K-$149,999: 9%
- $150K or more: 9%

### Marital Status
- Single: 32%
- Married/Domestic partnership: 53%
- Divorced/Separated/Widowed: 15%

### Birth Country
- U.S.-born: 57%
- Foreign-born: 43%

### Years Lived in Los Angeles
- 5 years or less: 6%
- 6-15 years: 18%
- 16-25 years: 37%
- 26 or more years: 39%

### Education
- Less than high school: 17%
- High school/tech school graduate: 47%
- College graduate: 28%
- Graduate degree: 10%

### Employment
- Employed full-time: 43%
- Employed part-time: 13%
- Student: 9%
- Homemaker: 8%
- Retired: 18%
- Unemployed: 9%
- No one in my household belongs to a union: 79%
- I or someone in my household belongs to a union: 21%

### Gender
- Male: 49%
- Female: 51%
The 57 City Managers interviewed as part of the Leaders Outlook Survey represent 86% of the LA County residents who live in cities.
How do you think things are going in the Los Angeles region/your city/your neighborhood—

In the right direction or the wrong direction?

Angelenos are more optimistic about the direction of the LA region, their city, and their neighborhood.

In addition, Angelenos continue to be increasingly optimistic as the immediacy of the connection approaches them. In other words:

Asian Americans and Latinos continue to be the most optimistic Angelenos. Nevertheless, ALL Angelenos are more optimistic in 2015 than in 2014 in regards to the direction of the region, their cities, and their neighborhoods. The largest gains in optimism between 2014 and 2015 were among Latinos and African Americans.
Do you believe the following will increase, stay about the same, or decrease by the end of the year?

**Unemployment**

- **Over all:**
  - Stay about the same: 35% (2014), 36% (2015)
  - Decrease: 34% (2014), 33% (2015)

- **By race/ethnicity:**
  - African American:
    - Increase: 29% (2014), 27% (2015)
    - Stay about the same: 42% (2014), 35% (2015)
    - Decrease: 27% (2014), 38% (2015)
  - Asian American:
    - Stay about the same: 42% (2014), 37% (2015)
    - Decrease: 32% (2014), 38% (2015)
  - White:
    - Increase: 29% (2014), 36% (2015)
    - Stay about the same: 32% (2014), 37% (2015)
    - Decrease: 35% (2014), 36% (2015)
  - Latino:
    - Increase: 27% (2014), 34% (2015)
    - Stay about the same: 41% (2014), 35% (2015)
    - Decrease: 35% (2014), 35% (2015)

**Healthcare**

- **Overall:**
  - Stay about the same: 20% (2014), 25% (2015)
  - Decrease: 15% (2014), 16% (2015)

- **By race/ethnicity:**
  - African American:
    - Stay about the same: 20% (2014), 25% (2015)
    - Decrease: 15% (2014), 16% (2015)
  - Asian American:
    - Stay about the same: 20% (2014), 25% (2015)
    - Decrease: 15% (2014), 16% (2015)
  - White:
    - Stay about the same: 20% (2014), 25% (2015)
    - Decrease: 15% (2014), 16% (2015)
  - Latino:
    - Stay about the same: 20% (2014), 25% (2015)
    - Decrease: 15% (2014), 16% (2015)

Angelenos generally feel secure in their financial situation. About half of all LA residents (over 49%) felt their finances would improve by the end of the year both in 2014 and in 2015. Moreover, in both years over 40% of Angelenos felt their finances were stable and would remain the same by the end of the year.

Among ethnic groups, Asian American and white Angelenos were most concerned about their financial situations, but neither group had a proportion larger than 10% expecting household finances to worsen by the end of 2015. Asian Americans, the group with the highest percentage who feared their finances would worsen in 2014, demonstrate a greater sense of financial security in 2015.

With most of Obamacare’s major provisions having been phased in as of January 2014, Angelenos have a solid year of experience with the new health care system. Almost two thirds of Angelenos continue to expect their healthcare costs to increase by the end of 2015, a zero net change from 2014. Fewer Angelenos expect their healthcare costs to decrease by the end of 2015 relative to last year. Angelenos are getting used to a new financial reality: a quarter of them expect their health care costs to remain the same.
In general, do you believe the national economy will do much better, somewhat better, somewhat worse, or much worse in 2015 than 2014?

NATIONAL ECONOMY OVERALL

<table>
<thead>
<tr>
<th>MUCH BETTER</th>
<th>SOMEWHAT BETTER</th>
<th>SOMEWHAT WORSE</th>
<th>MUCH WORSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>61%</td>
<td>15%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Do you believe the Los Angeles’ regional economy will do much better, somewhat better, somewhat worse, or much worse in 2015 than 2014?

REGIONAL ECONOMY OVERALL

<table>
<thead>
<tr>
<th>MUCH BETTER</th>
<th>SOMEWHAT BETTER</th>
<th>SOMEWHAT WORSE</th>
<th>MUCH WORSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>64%</td>
<td>17%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Angelenos have very similar expectations for both the regional and national economies.

Do you think the growing economic disparity between the rich and the poor will increase, stay the same, or decrease in the future?

Most residents expect the economic disparity between the rich and the poor to grow. In 2015, fewer Angelenos expect the disparity to stay the same; more residents are either decidedly optimistic that it will decrease or pessimistic that it will increase.

RESIDENTS

<table>
<thead>
<tr>
<th>2014</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>33%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2015</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>25%</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

Leaders, to a much greater degree, feel that this difference will continue to increase.

LEADERS

<table>
<thead>
<tr>
<th>2014</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>48%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2015</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>33%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Do you think the growing economic disparity between the rich and the poor will increase, stay the same, or decrease in the future?

In 2015, Latinos, the foreign-born, and the least educated expect economic disparity between the rich and the poor to decrease. Conversely, whites, the U.S.-born, and those with higher educational attainment expect economic disparity to increase.

NATIVITY

<table>
<thead>
<tr>
<th>U.S.-BORN</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>29%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FOREIGN-BORN</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>20%</td>
<td>31%</td>
<td></td>
</tr>
</tbody>
</table>

EDUCATION LEVEL

<table>
<thead>
<tr>
<th>LESS THAN HIGH SCHOOL GRADUATE</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>19%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HIGH SCHOOL/TECH SCHOOL GRADUATE</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>31%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLLEGE GRADUATE</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>21%</td>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GRADUATE DEGREE</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>21%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

RACE/ETHNICITY

<table>
<thead>
<tr>
<th>AFRICAN AMERICAN</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
<td>29%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ASIAN AMERICAN</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>28%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHITE</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>24%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LATINO</th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>25%</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 3
CIVIC & ECONOMIC REALITIES
Do you plan to purchase a home in the next year?

Most Angelenos are not planning to purchase a home in the next year. Cost and the inability to obtain financing were important factors in this decision.

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Do you believe housing prices will increase, stay about the same, or decrease by the end of the year?

In 2014 and 2015, most Angelenos did not expect housing prices to decrease.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>INCREASE</th>
<th>STAY ABOUT 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>22%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Have you seriously considered buying a home in the past, but chose not to do so?

An important component of the American Dream is owning a home. Compared to U.S.-born Angelenos, foreign-born Angelenos were most likely to have considered purchasing a home in the past but then chosen not to.

<table>
<thead>
<tr>
<th>BY NATIVITY</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.-BORN</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>FOREIGN-BORN</td>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>

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

Angelenos overwhelmingly believe that most residents cannot afford a home in their city. Respondents are slightly more optimistic in 2015 than in 2014, but not by much.

<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>
</tbody>
</table>

Leaders display a greater degree of optimism, both in 2014 and 2015. Mayors provided leaders’ opinions in 2014 and City Managers provided them in 2015. This level of inflation may be explained by the leaders’ higher income levels and levels of education relative to the residents. In addition, their positions in the power structure of the city may bias them against making a negative assessment of their residents’ finances.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>2015</td>
<td>32%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Residents living in the City of LA are more pessimistic about home affordability relative to LA County residents outside of the City of LA.

<table>
<thead>
<tr>
<th>RESIDENTS</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY OF LA RESIDENTS ONLY</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>LA COUNTY RESIDENTS EXCLUDING CITY OF LA</td>
<td>24%</td>
<td>76%</td>
</tr>
</tbody>
</table>
Education: The Great Equalizer?

Education seems to serve as a great equalizer. Homeownership and stability at work directly correlate with higher educational attainment.

Unfortunately, inequities remain among different ethnic groups and their levels of educational attainment, especially between Latino and white Angelenos.

Excluding education, which one local issue is most important to you?

When given a battery of local issues other than education, Angelenos ranked them in the following order:

- **THE ECONOMY AND JOB CREATION**: 23%
- **CRIME/PUBLIC SAFETY**: 14%
- **AFFORDABLE HOUSING**: 13%
- **FIGHTING POVERTY**: 10%
- **FIGHTING HOMELESSNESS**: 8%
- **INCREASING MINIMUM WAGE**: 7%
- **TAXES AND SPENDING**: 6%
- **GOVERNMENT EFFICIENCY**: 6%
- **BUILDING AND IMPROVING INFRASTRUCTURE**: 5%
- **CONDITION OF STREETS AND SIDEWALKS**: 5%
- **EARTHQUAKE/DISASTER PREPAREDNESS**: 4%

Do you consider you and your family earthquake prepared?

Angelenos show concern regarding natural disasters. They are ambivalent about their individual earthquake preparedness and strongly feel the region is not prepared for future drought conditions.

Do you feel Los Angeles is prepared enough for future drought conditions?

Angelenos show concern regarding natural disasters. They are ambivalent about their individual earthquake preparedness and strongly feel the region is not prepared for future drought conditions.
CHAPTER 4
CULTURAL IDENTITY
Do you consider yourself to be an Angeleno?

Most residents and leaders identify as Angeleno, though Latinos, Asians, and the foreign-born are the most likely to identify as such.

By race/ethnicity

- Yes = 84% Latino
- Yes = 84% Asian American
- Yes = 70% African American
- Yes = 65% White

Looking through the lens of ethnicity and nativity, foreign-born ethnic residents are the most likely to identify as Angeleno.

By nativity

- Yes = 57% U.S.-born
- Yes = 43% foreign-born

BY RACE/ETHNICITY AND NATIVITY

- Yes = 77% U.S.-born Latino
- Yes = 89% foreign-born Latino
- Yes = 80% U.S.-born Asian American
- Yes = 85% foreign-born Asian American
- Yes = 70% U.S.-born African American
- Yes = 73% foreign-born African American
- Yes = 66% U.S.-born White
- Yes = 66% foreign-born White
Regarding various national wedge issues, Los Angeles is liberal.

FREEDOM OF EXPRESSION, BEING CULTURAL * LIVING IN LA * SPEAKS MEXICAN * LIVING IN LA ALL YOUR LIFE * MELTING POT, ETHNICITIES * LIBERAL MINDED, FORWARD THINKING, ACHIEVEMENT OIENTED * I WAS BORN AND RAISED IN INGLEWOOD, CA * I THINK THE PRIDE, GREATNESS, MORE PRIVILEGES THAN ANYONE ELSE * WE ARE ALL EQUAL NO MATTER WHAT I LIKE LIVING IN LA, BEEN HERE 20 YEARS * I HAVE NO IDEA WHAT IT MEANS BE SUPERFICIAL, LAID BACK, A LITTLE SELFISH, A LITTLE DIFFERENT TO BE TOLENT OF OTHERS' INDIFFERENCE, NOISY, NICE BE HAVING TO ANSWER DIVERSITY * SOMEONE WHO ENJOYS GOOD WEATHER, THE SUN, PARKS, SPENDING TIME OUTDOORS * LIVING IN LA IS VERY HTC BY, AIR QUALITY IS NOT GOOD AND TOO MUCH TRAFFIC * BEING PRACTICALLY RAISED HERE, I HAVE FAMILY HERE, GRANDKIDS, THREE GENERATIONS OF FAMILY HERE * BEING ACCEPTING OF OTHERS' THE WEATHER 

SURVEY RESULTS

* CASUAL, MIND THEIR OWN BUSINESS * I FEEL COMFORTABLE HERE * NOT BEING A DRAIN ON THE CITY * THE CULTURE * FREEDOM FOR A BLACK MAN TO BE ABLE TO LIVE TOGETHER, I LIKE MANY KOREAN PEOPLES LIVING TOGETHER * THE CLIMATE * FREEDOM FOR A BLACK MAN TO CHOOSE, NOT BEING FORCED TO CHOOSE OBAMACARE * WORKING LIVING HERE FOR A LONG TIME * ANGELENOS MUST BE BORN IN LOS ANGELES FOR 47 YEARS * HOPE FOR SUCCESS FOR THE CITY * A PERSON * LIVING IN LA * STAY THE SAME OR INCREASE DECREASE

Which side of the ideological spectrum do you most closely identify with?

Which side of the ideological spectrum do you most closely identify with?

SURVEY RESULTS

This is a curated selection of open-ended responses for this question from LA residents.

Excluding your residence in the Los Angeles region, what other qualities define what it means to be an Angeleno?

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CHAPTER 5
LEVELS OF SATISFACTION
If someone was interested in moving to where you live, would you recommend it?

Angelenos overwhelmingly recommend the places where they live, including the 88 cities and the various unincorporated areas in LA County.

83% yes
17% no

Overall how satisfied would you say you are with the quality of the services that your city or county provide?

Angelenos are also generally satisfied by the services their city or county provide.

16% very satisfied
52% satisfied
21% neither satisfied nor unsatisfied
9% unsatisfied
3% very unsatisfied

Do you feel that your local government is open and transparent about its operations?

35% yes
31% somewhat
35% no

The following is a list of characteristics as they relate to your city overall. For each item, how would you rate the characteristics as a whole using the scale good, fair, or poor?

Responses are organized in order of highest “good” rating to lowest “good” rating.

Quality amenities and services (e.g., restaurants, post office, etc.)

- Good: 61
- Fair: 33
- Poor: 6

Cultural or recreational opportunities

- Good: 50
- Fair: 39
- Poor: 11

Overall quality of life

- Good: 48
- Fair: 44
- Poor: 8

Public transportation

- Good: 48
- Fair: 35
- Poor: 17

Quality of K-12 education

- Good: 45
- Fair: 34
- Poor: 21

Walkability

- Good: 44
- Fair: 27
- Poor: 19

Appearance of your city/county

- Good: 44
- Fair: 44
- Poor: 13

Integration of different groups of people (cultural, racial, economic)

- Good: 43
- Fair: 43
- Poor: 14

Mental health and physical fitness resources

- Good: 43
- Fair: 36
- Poor: 22

Sense of community

- Good: 42
- Fair: 41
- Poor: 17

Environmental quality and sustainability

- Good: 38
- Fair: 42
- Poor: 20

Access to affordable health care

- Good: 36
- Fair: 44
- Poor: 20

Crime and safety

- Good: 35
- Fair: 41
- Poor: 24

Disaster preparedness

- Good: 32
- Fair: 45
- Poor: 22

Traffic or mobility

- Good: 30
- Fair: 27
- Poor: 33

Desirable employment opportunities

- Good: 22
- Fair: 50
- Poor: 28

Access to affordable quality housing

- Good: 21
- Fair: 42
- Poor: 37

Homelessness

- Good: 19
- Fair: 52
- Poor: 49
If someone was interested in moving to your neighborhood, would you recommend it for the following aspects, yes or no?

Angelenos continue to show their love for the region by overwhelmingly endorsing LA as a safe place to live, work, raise children, and retire.

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Public</th>
<th>Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a place to live overall</td>
<td>86%</td>
<td>98%</td>
</tr>
<tr>
<td>As a safe place to live</td>
<td>86%</td>
<td>98%</td>
</tr>
<tr>
<td>As a place to work</td>
<td>64%</td>
<td>85%</td>
</tr>
<tr>
<td>As a place to raise children</td>
<td>67%</td>
<td>98%</td>
</tr>
<tr>
<td>As a place to retire</td>
<td>80%</td>
<td>83%</td>
</tr>
<tr>
<td>For its overall quality of life</td>
<td>84%</td>
<td>94%</td>
</tr>
</tbody>
</table>

3rd Annual
FORECAST LA
Spring 2016
See you then!
Center Activities

The Center for the Study of Los Angeles produces a wide variety of scholarly work, from journal articles, presentations, and studies to commissioned volumes regarding Los Angeles and its prominent members. In addition to these research projects and as part of its commitment to education about the region, the Center for the Study of Los Angeles hosts a diverse range of events, many of which are free and open to the public.

FORECAST LA

Forecast LA is an annual conference that explores the civic and economic concerns, cultural identities, and levels of satisfaction of residents and leaders in the Los Angeles region. As part of the Center’s unique approach to forecasting, it conducts two outlook surveys. The first is a telephone survey of LA County adult residents in LA County, who are asked about personal economic well-being, overall life satisfaction, and various civic issues, and face-to-face interviews with a set of LA County leaders. In the case of 2019, the second group consists of LA County’s city managers, who discuss their cities’ priorities, how their municipalities will fare economically, and other topical issues. Forecast LA is a collaboration with one of California’s most distinguished economic research firms, Beacon Economics.

TOP 100 MOST SIGNIFICANT ELECTED OFFICEHOLDERS IN CALIFORNIA

The Top 100 is an extension of the Top 100. This database includes the state constitutional officers, Board of Equalization, U.S. Representatives, the Board of Supervisors for the ten largest counties, and the city councilmembers of the top ten most populous cities in the state. All of these elected officials are documented by election year and coded for race (white, Latino, black, and Asian American) as well as gender. The Top 100 shows how power has shifted among ethnicities since 1960 and calls attention to the effects of redistricting on minority political inclusion.

SACRAMENTO SEMINAR

The Sacramento Seminar is an annual event attended by students from colleges and universities throughout California. Students spend three days in the state capital learning about politics, public policy, and careers in government service. The core of the Seminar is a series of panels with elected officials, lobbyists, chiefs of staff, interns, and Capital Fellows; topics have included the future of public policy, the new superminority, the effects of redistricting, and others. Additionally, students attend a networking reception, tour the capitol, and network with colleagues from other universities to better equip them as future leaders.

LEADERSHIP INITIATIVE

The Leadership Initiative is an effort to promote effective leadership development, civic engagement, and public policy advocacy in Los Angeles. The Center is conducting an integrative study of leaders in ten sectors, including politics, education, arts/culture, business, community, health, land use/housing, law, media/entertainment, and religion/spirituality. Upon completion, the Center’s Leadership Initiative will have identified and surveyed 1,000 leaders who impact public policy. The objective of this project is to provide data that will encourage collaborative leadership and accountability for better community outcomes in Los Angeles.

LA/DF: DEVELOPING BINATIONAL LEADERS

Los Angeles/Mexico City (DF) is cutting edge, student-focused Los Angeles/Mexico City partnership and consortium. Developed by the Center in conjunction with a variety of companies, institutions, and organizations that have binational U.S./Mexico operations. LA/DF focuses on developing a new generation of international leadership. A group of
LMU Students complete a 15-week course of preparatory briefings and local field trips prior to traveling to Mexico City for a week-long immersion. In this program Los Angeles and Mexico City-based college students acquire a greater understanding of their own metropolises through a systematic comparison of the structures and dynamics of these two megacities.

**UNDEGRADUATE RESEARCH SYMPOSIUM**

The Undergraduate Research Symposium (URS) is an annual conference hosted by LMU during which the work of several hundred undergraduate students is presented to faculty, staff, family, and other LMU students. Each year, many of the Center’s student researchers design, organize, and present a research project at the URS. In addition to receiving guidance about interviewing methods, data analysis, and writing, students are mentored in the use and application of statistical analysis programs like Stata and SPSS, geographic information systems software like ArcGIS, and survey creation and processing software like Qualtrics. Furthermore, students learn to use and process large datasets including the Center’s LA Riots and LA Votes archives, various city clerk and county clerk archives, the American Community Survey, and the U.S. Decennial Census. The process often entails dozens of drafts but yields excellent, graduate-level work.

**LECTURE SERIES**

The Center organizes two lecture series in addition to various standalone lectures and panels throughout the year. Lectures are filmed and broadcast on LA36 and archived on the Center’s YouTube channel. The Fall Lecture Series examines race, ethnicity, and political inclusion in the region, state, and nation. The spring Forecast LA Lecture Series focuses on the future of Los Angeles especially in terms of culture, politics, infrastructure, education, and elections, and culminates in the Forecast LA conference. All lectures are free and open to the public. These lectures offer students an intimate perspective on Los Angeles and create opportunities for them to interact with public leaders.

**THE THOMAS AND DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES RESEARCH COLLECTION**

The Research Collection is a special collection focused on preserving Los Angeles political artifacts. It houses papers of Los Angeles public officials, Los Angeles’ real estate and industrial developers, reformers and reform movements (principally in the late twentieth-century Los Angeles), prominent Roman Catholic families in Los Angeles, and other collections related to Los Angeles history and politics. Most recently the Center celebrated the addition of the Bill Rosendahl-Adelphia Communications Corporation Collection of Public Affairs Television Programs. The Research Collection encourages original undergraduate research and preserves knowledge for future generations of Angelenos.

**OTHER COLLECTIONS**

- Big Pine Citizen Newspaper Collection
- J. D. Black Papers
- The Citizen and Cheviot Chatter
- Documents for the History of Nineteenth-Century Los Angeles
- "LA 2000" Records of the 2000 Democratic National Convention
- KCET-TV Collection of “Life and Times” video recordings & production files
- KCET-TV Collection of “California Connected” video recordings & production files
- Pardise Dam Construction Photograph Album
- Carroll and Lorrin Morrison Photographic Collection
- Rancho La Ballona Map, 1876
- Which Way, LA? Collection
- WPR Transcriptions of Los Angeles City Archives Records
The Forecast LA Lecture Series explores the future of Los Angeles from the perspective of its thought leaders, elected officials, and residents.

Lectures are held in the spring semester on select Tuesdays from 5-7 pm at Loyola Marymount University.

Spring 2015 Season
Ahmanson Auditorium, 5-7 pm

February 10: What does it mean to be an Angeleno?
February 17: Mayor Riordan and his memoir
March 10: Election post-mortem
March 17: New urbanism: smart growth in LA
March 24: Los Angeles County City Managers
April 7: Forecast LA for the LMU community

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LMU is a vital part of Los Angeles, generating $400 million annually in direct economic activity and employing more than 1,500 people. The LMU family embodies a strong Jesuit commitment to giving back and volunteers 175,000 hours annually on behalf of 350 non-profit organizations.

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