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Unleashing the Power of Participation

California COMMUNITY Foundation

VOICES OF L.A.
LATINA/O SURVEY RESULTS

@PBI #VoicesofLA

BSP★RESEARCH

March 1, 2022

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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

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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%

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Key Findings: Child vaccinations, plans, and barriers

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

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

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THE IMPACT OF COVID-19

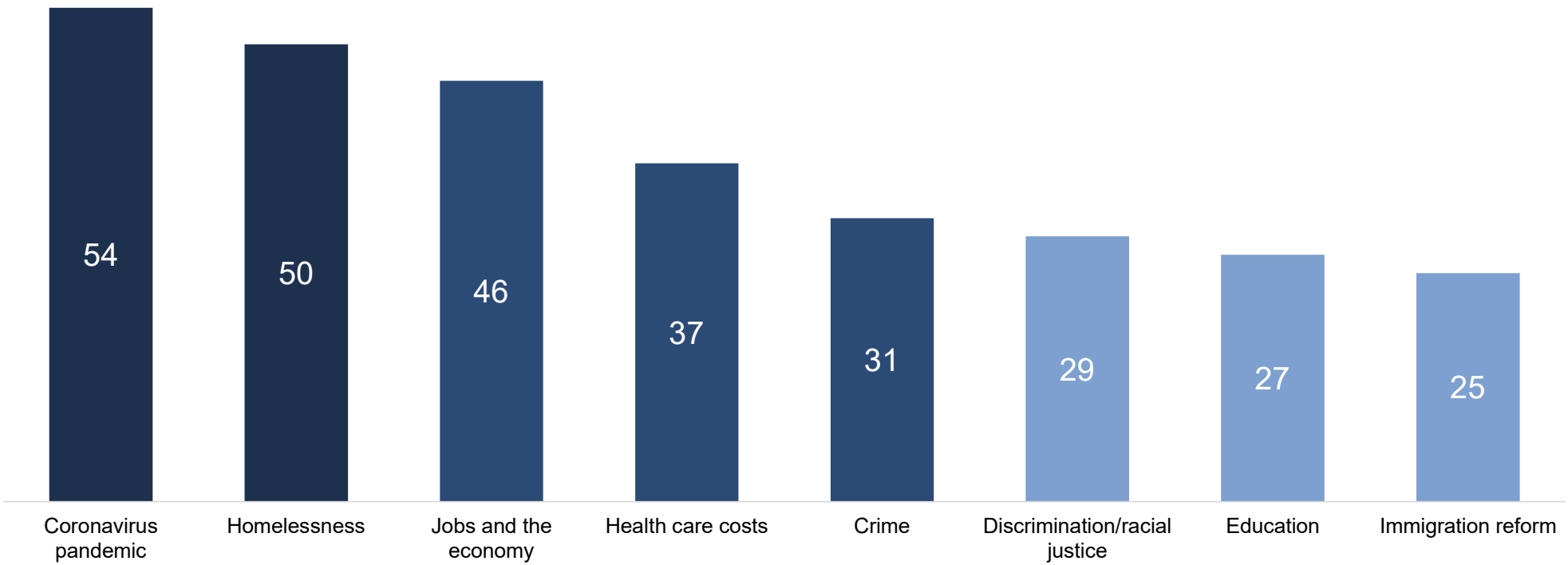
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The pandemic remains the top issue among Latinos

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

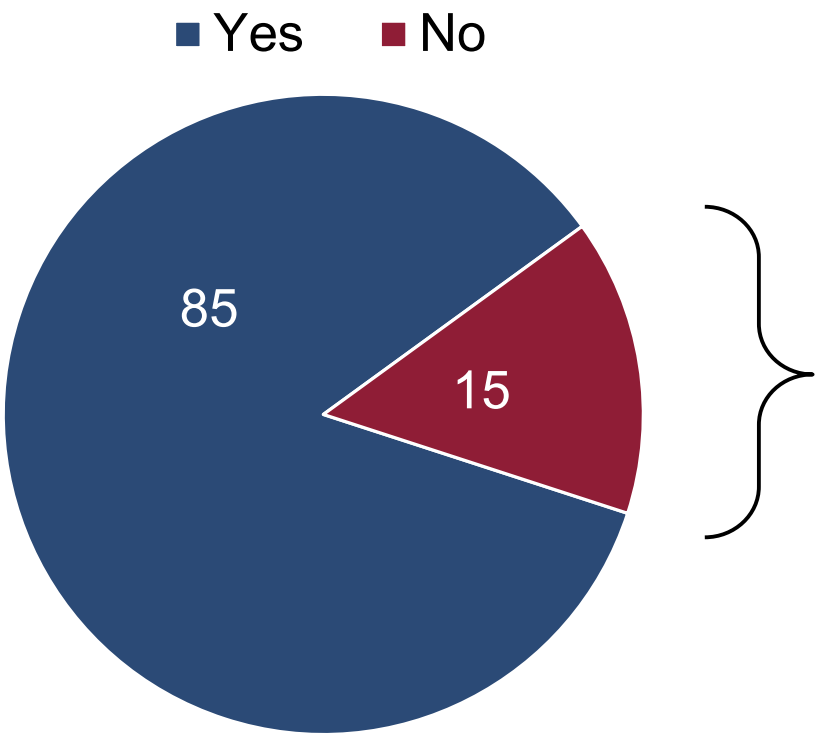


November 8 - December 24, 2021 N=1,500 Latinos +/- 2.5%

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Clear majority of Latino adults vaccinated

Have you received a COVID-19 vaccine?



[If not] Do you think you will:

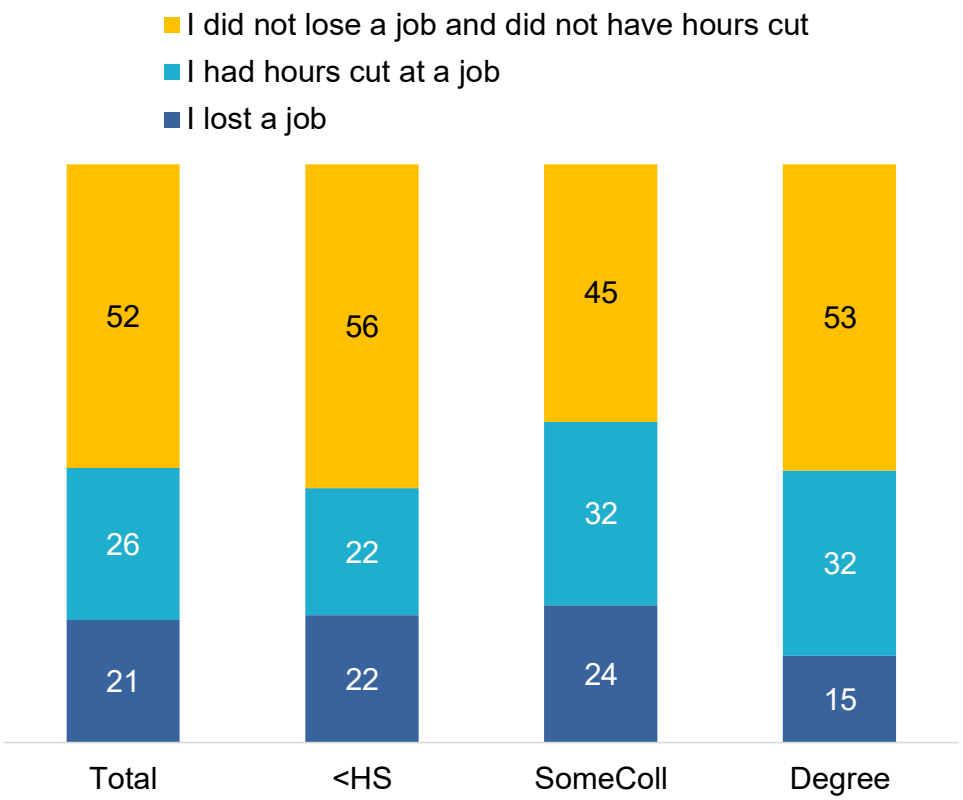
Plan to get a vaccine soon	20%
Wait to see how it is working for other people	27%
Only if required for work, school or other activities	22%
Definitely won't get a vaccine	31%

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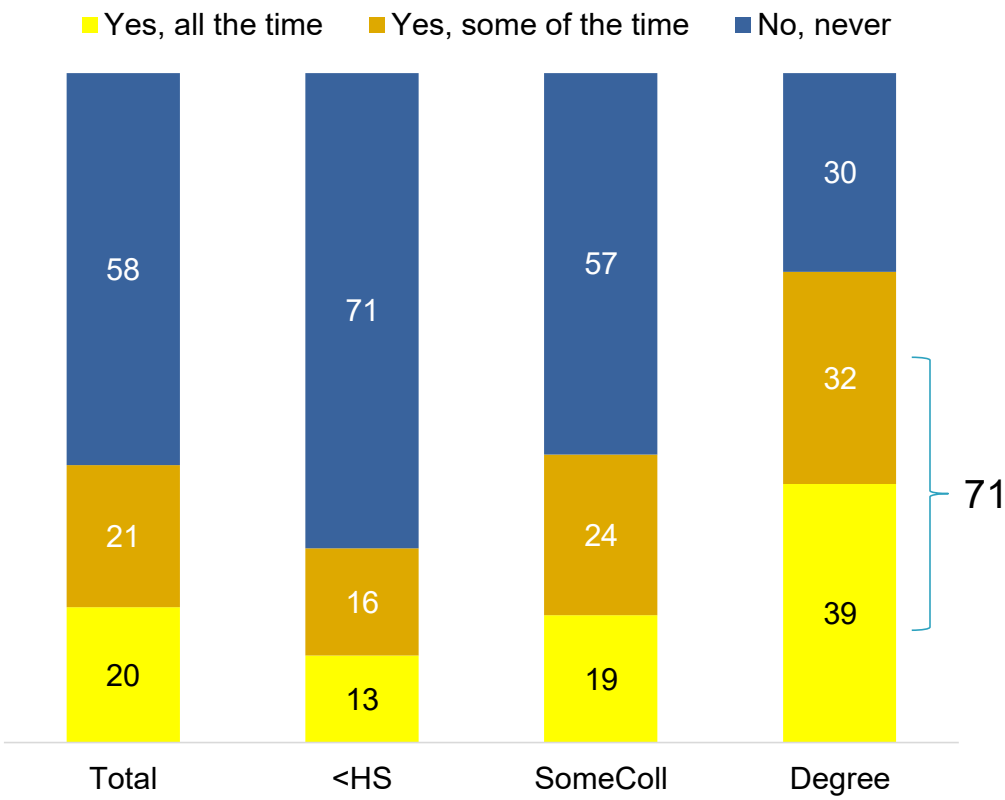
High rates of job/economic disruption and major class divide on ability to work from home during pandemic

Due to the pandemic:



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

[If respondent did *not* lose their job] Were you able to work from home during the pandemic?

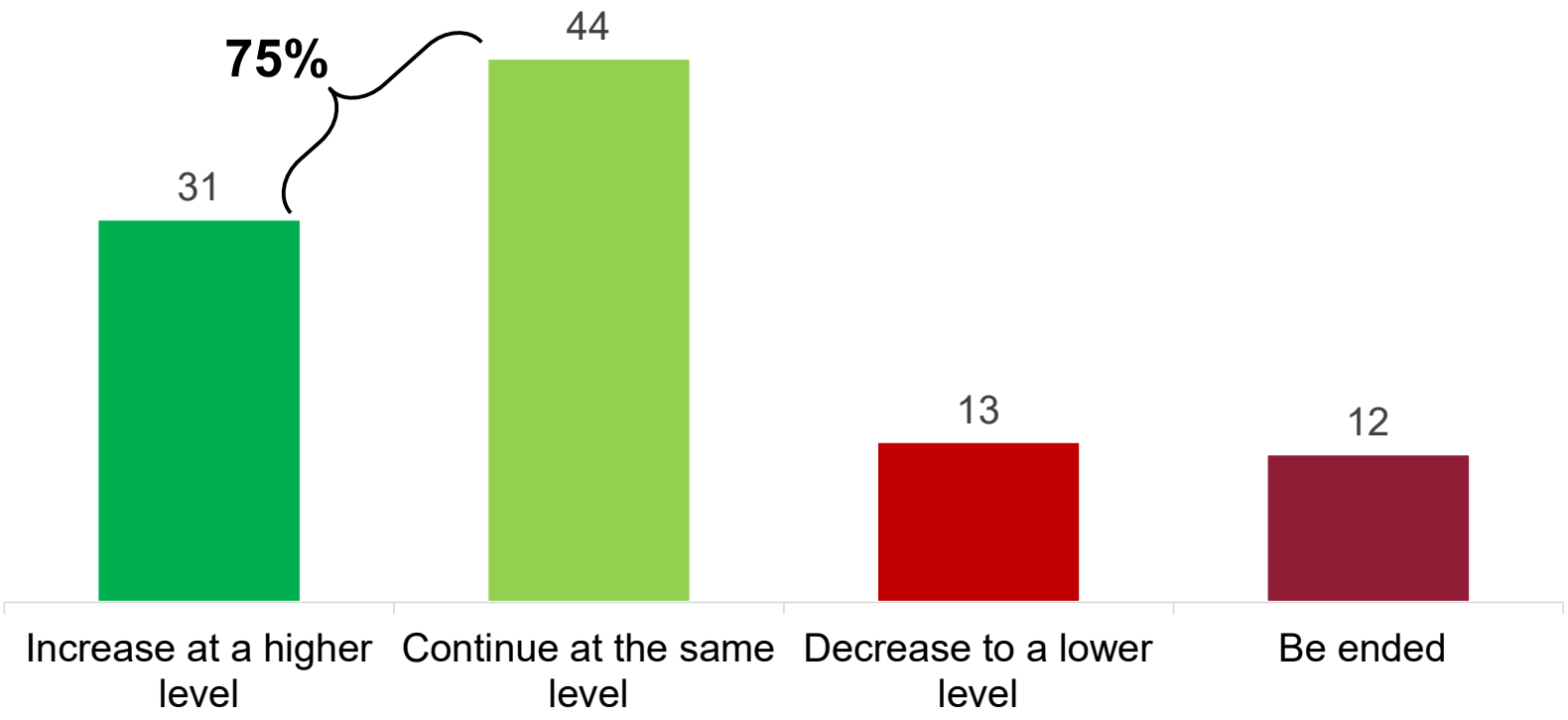


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Latinos believe pandemic relief remains necessary

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.

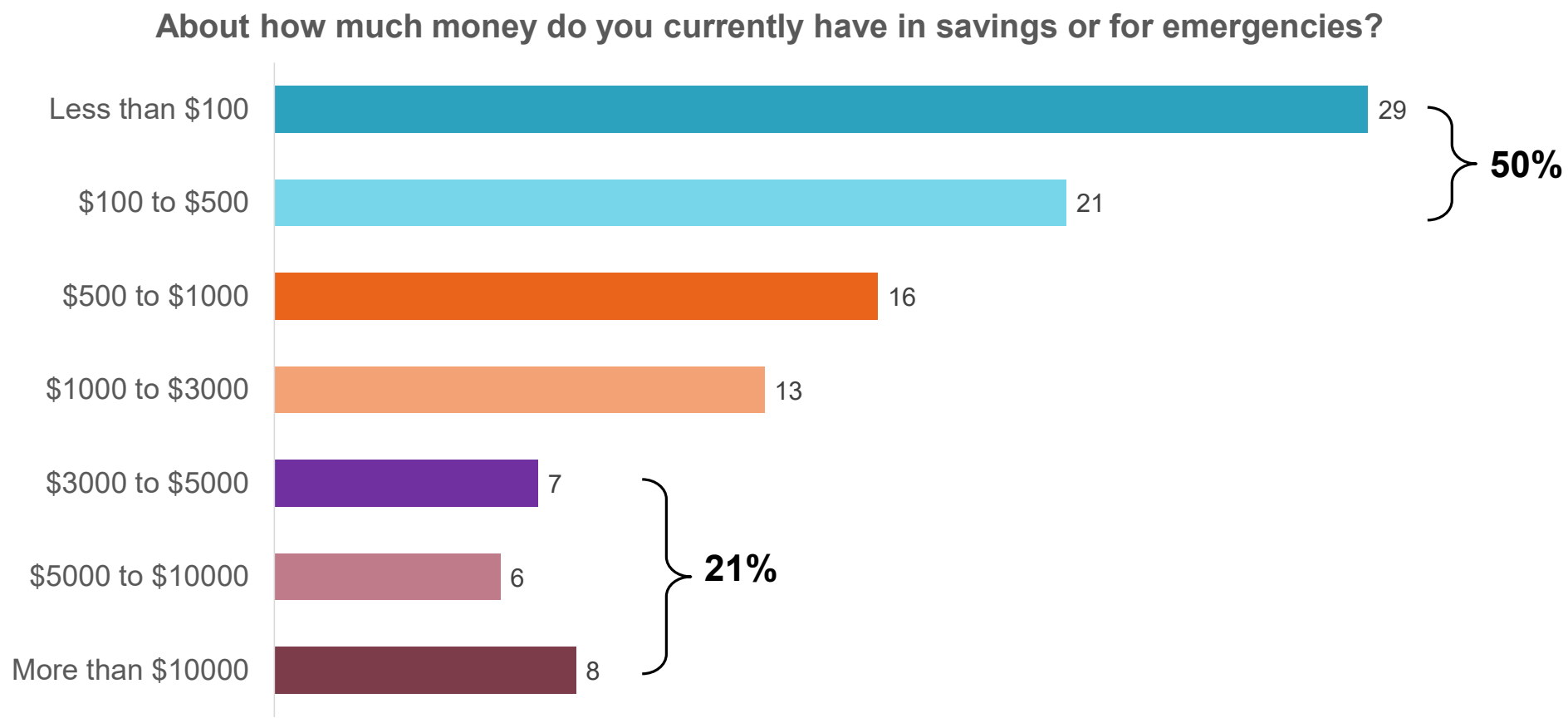
Due to the pandemic, the state government provided rent relief, eviction protection, and stimulus checks. At this point, do you think these policies



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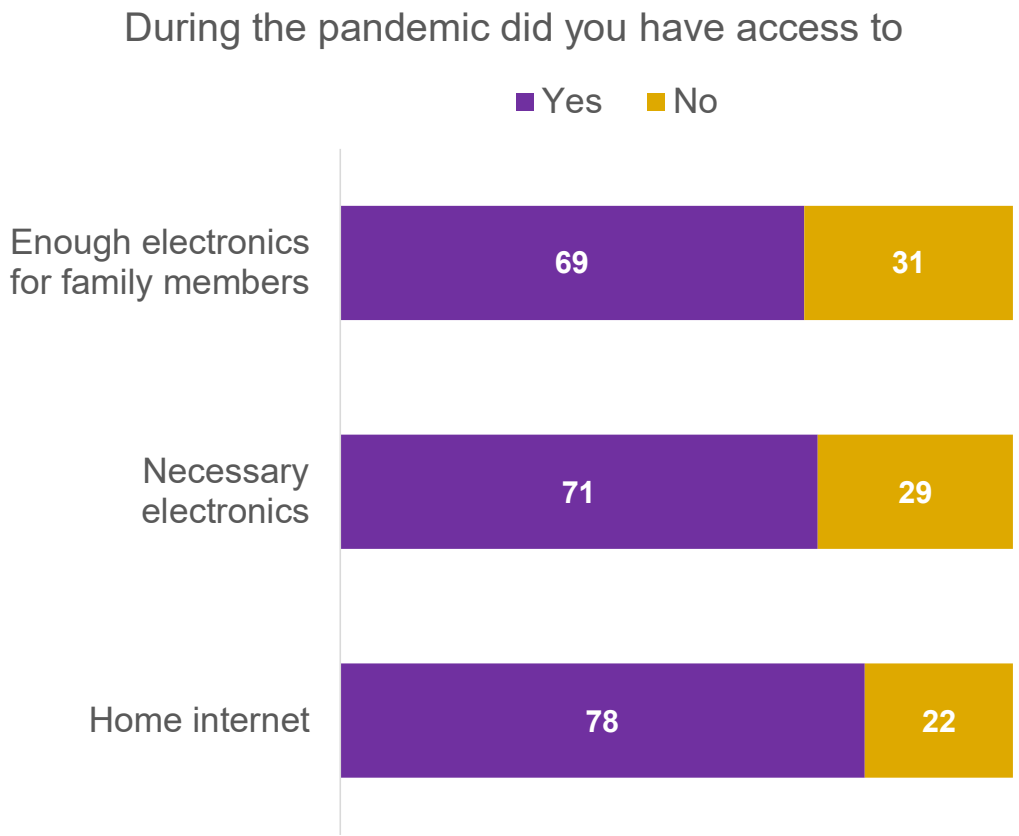
Half of Latinos have $500 or less for emergencies



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Access to internet varied greatly by nativity

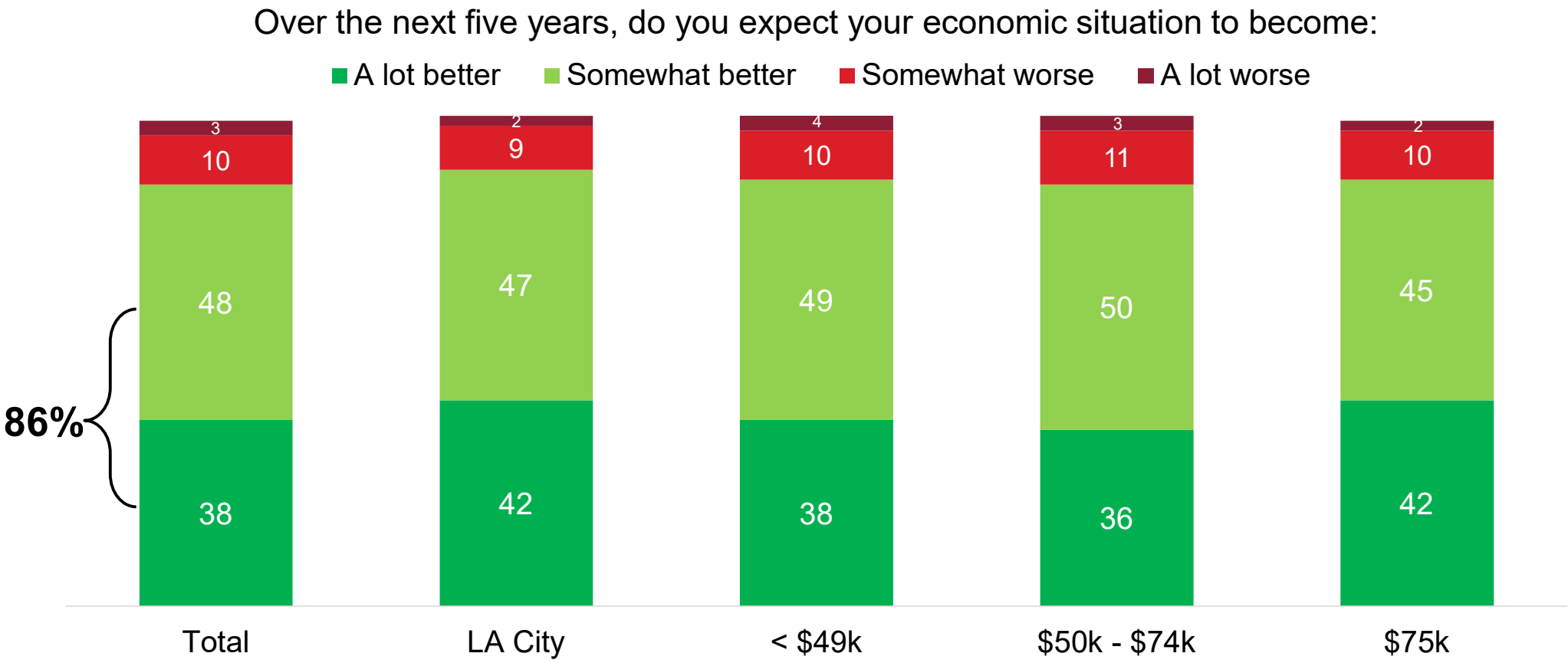


	Yes	No
Foreign born	61%	**39%**
US born	75%	25%
Foreign born	62%	**38%**
US born	78%	22%
Foreign born	70%	**30%**
US born	84%	16%

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Latinos have hope for their economic futures



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RACE & DISCRIMINATION

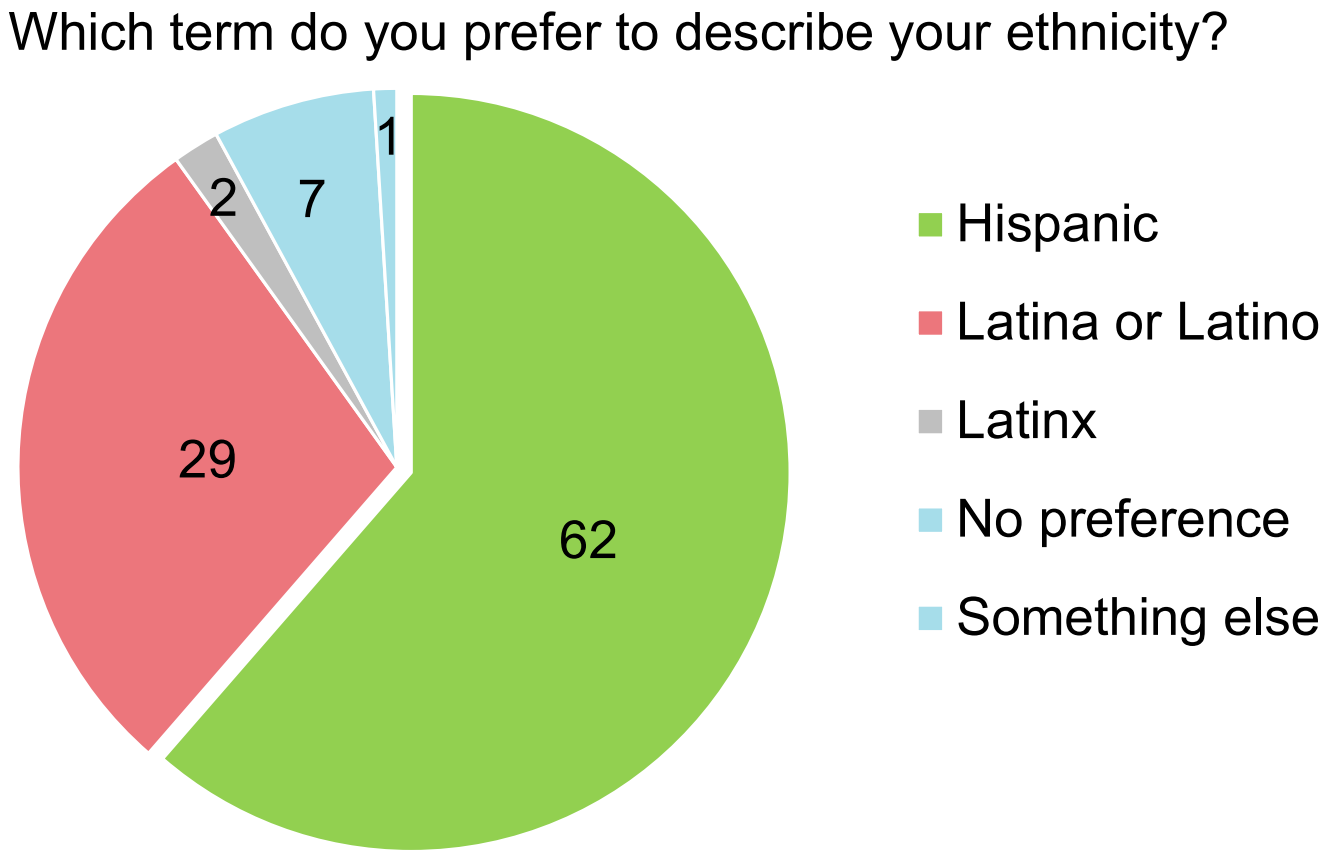
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Hispanic and Latina/o remain preferred

When asked which term they prefer to use in describing their ethnicity, Hispanic remains the top term used in Los Angeles



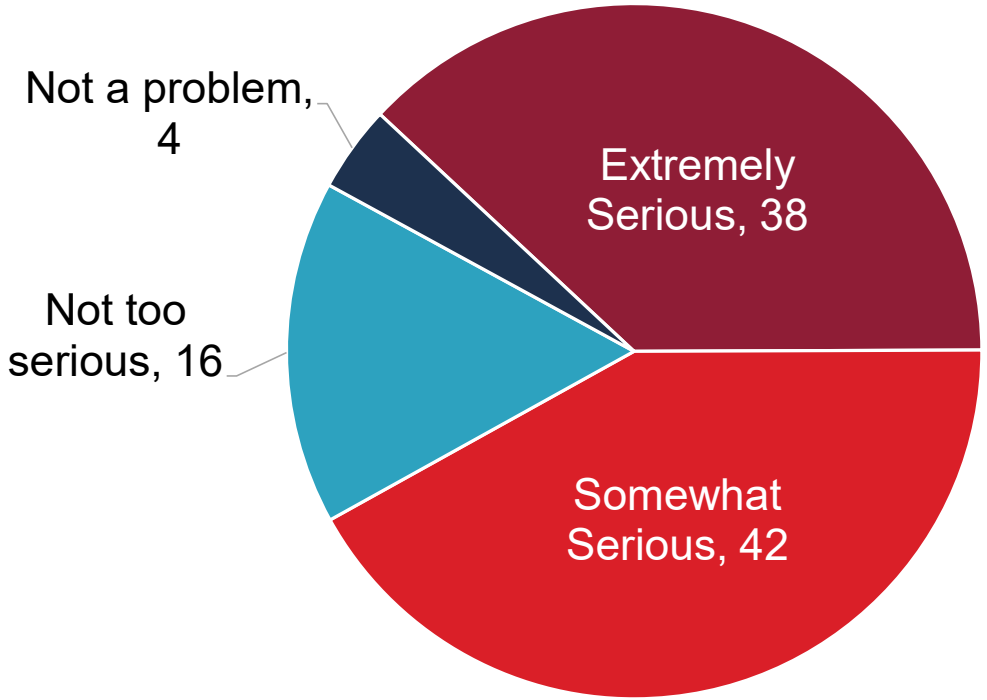
November 8 - December 24, 2021 N=1,500 Latinos +/- 2.5%

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Latinos believe anti-Latino racism is a serious problem

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

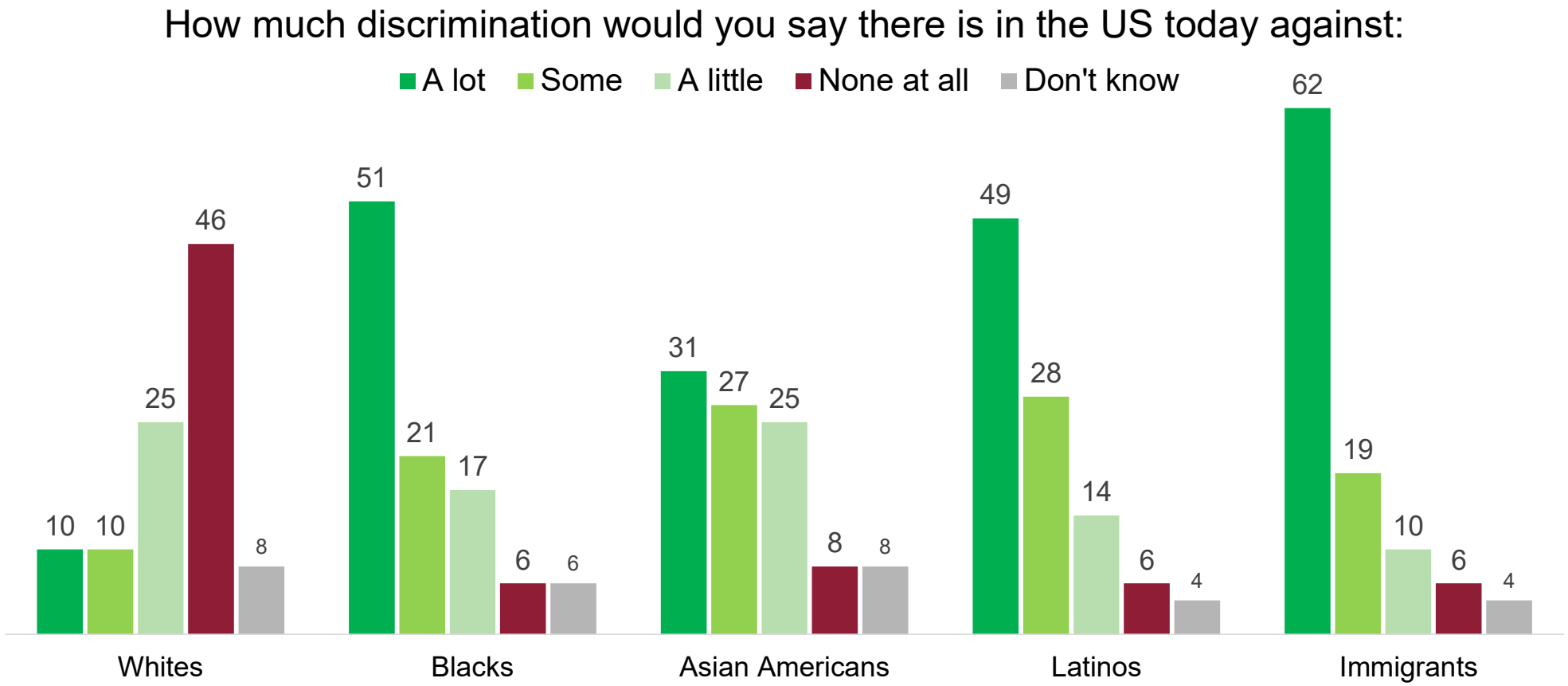
Do you think anti-Latino racism is currently an extremely serious problem, a very serious problem, a somewhat serious problem, not too serious of a problem, or not a problem at all?



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Latinos believe immigrants face the most discrimination

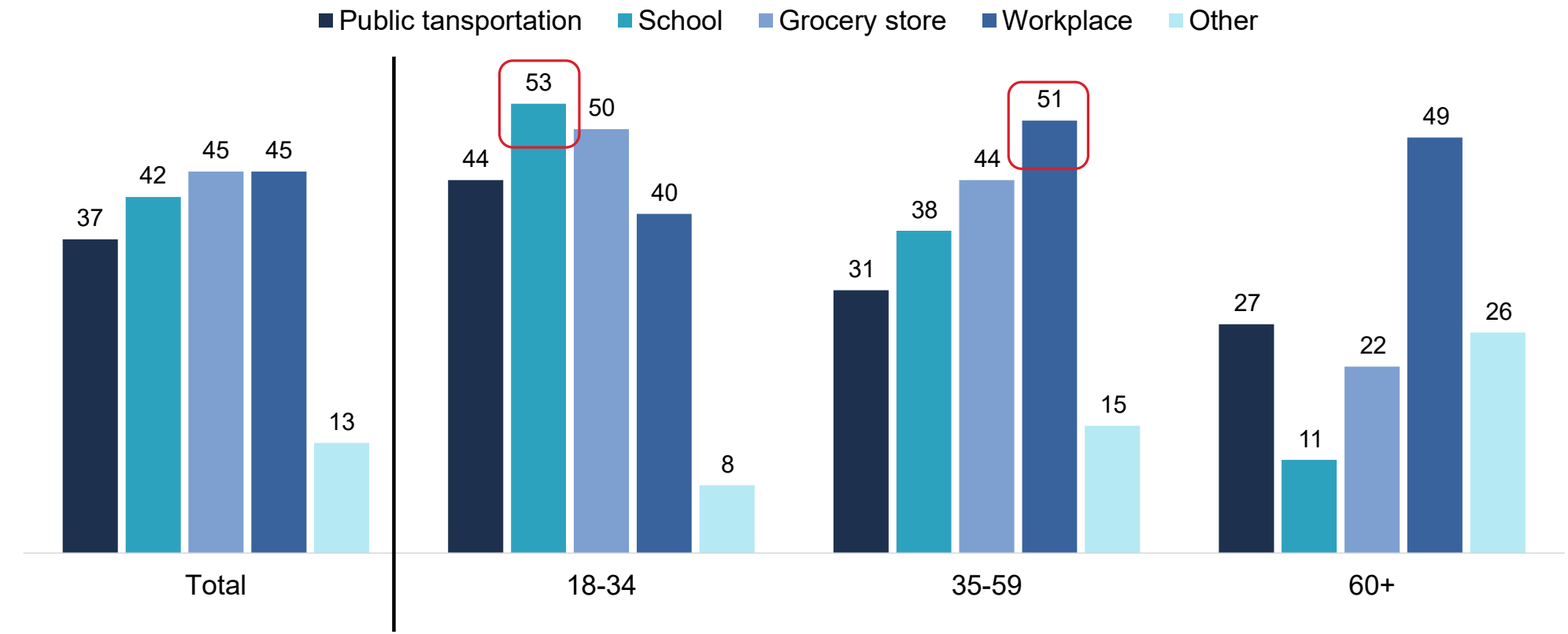


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Latinos face discrimination in various settings

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



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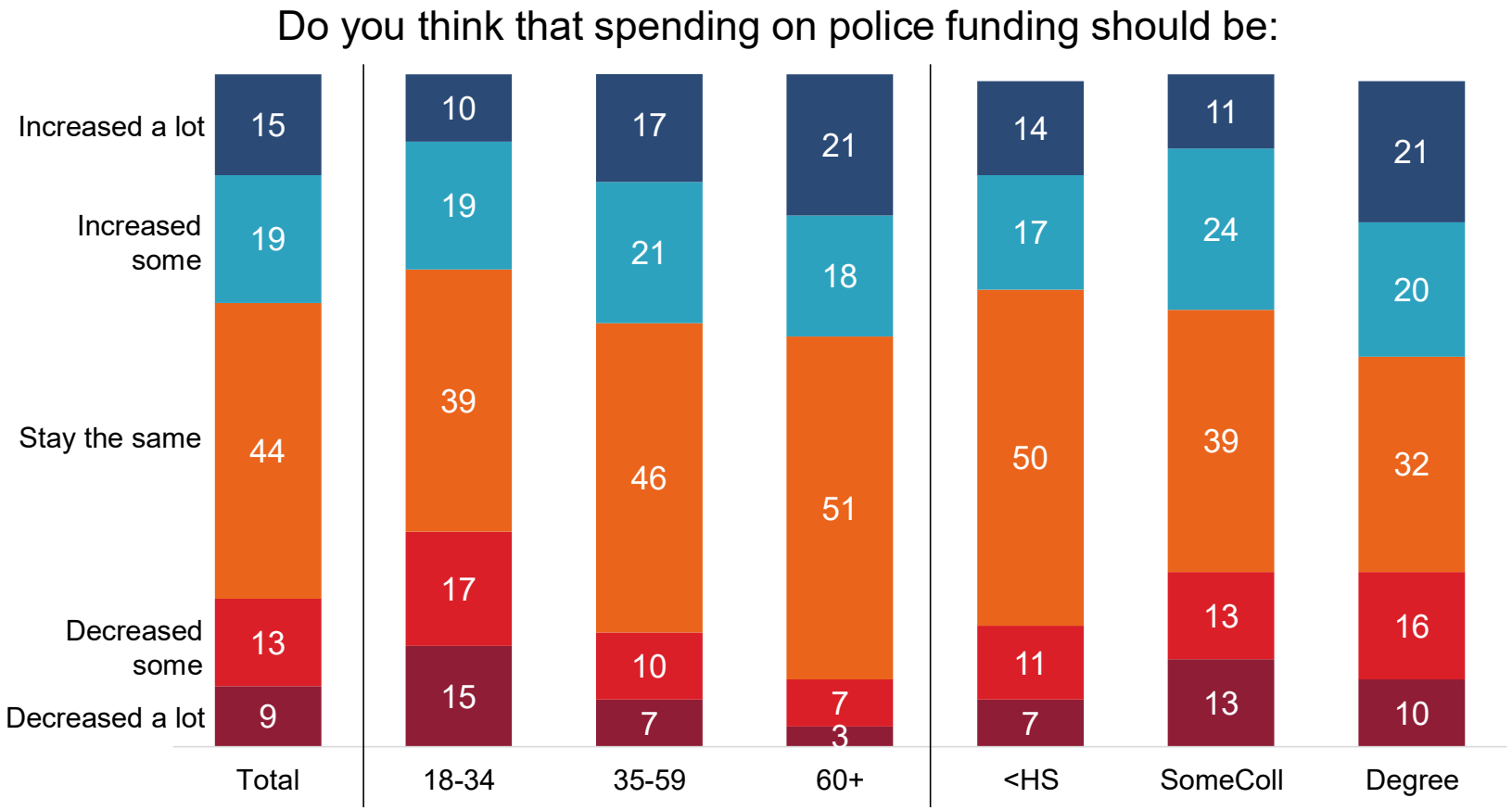
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Latinos do not want major changes to police funding

34% think police funding should be increased

22% think police funding should be decreased

44% think it should stay about the same



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VOTING & CIVIC ENGAGEMENT

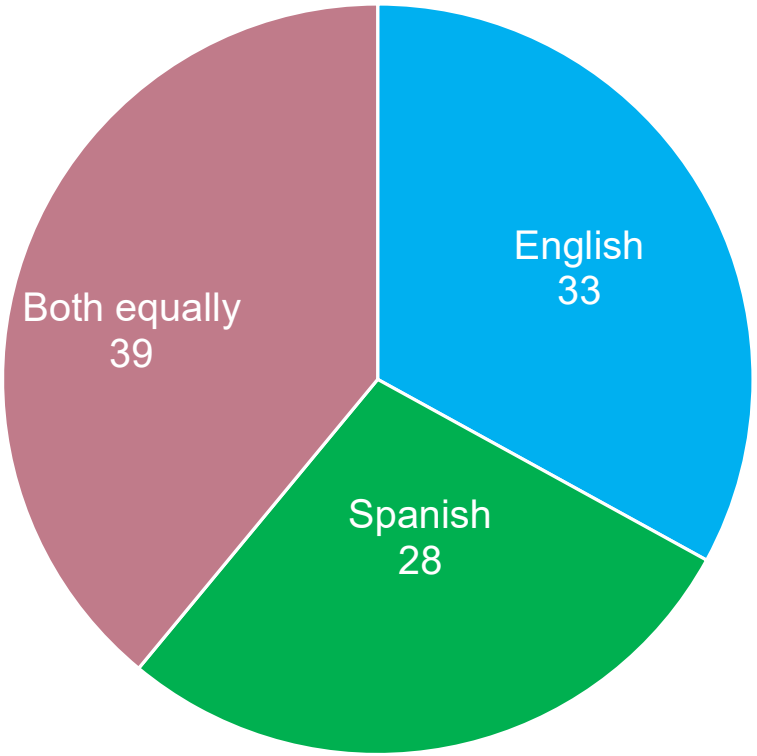
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Latinos engage news in both English & Spanish

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



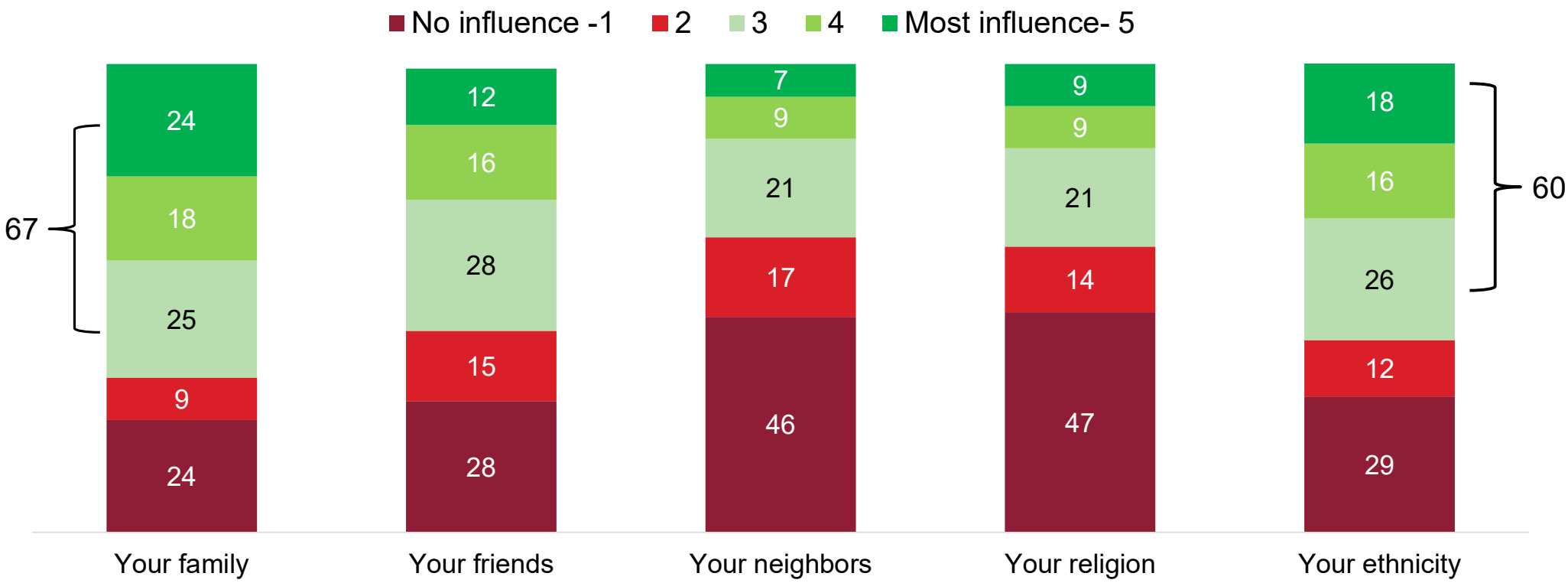
Demographic	Eng	Span	Both
18 to 34	39%	14%	45%
60 +	13%	61%	26%
Less than HS	22%	39%	37%
College +	43%	13%	45%
US born	47%	12%	40%
Foreign born	14%	49%	37%

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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?

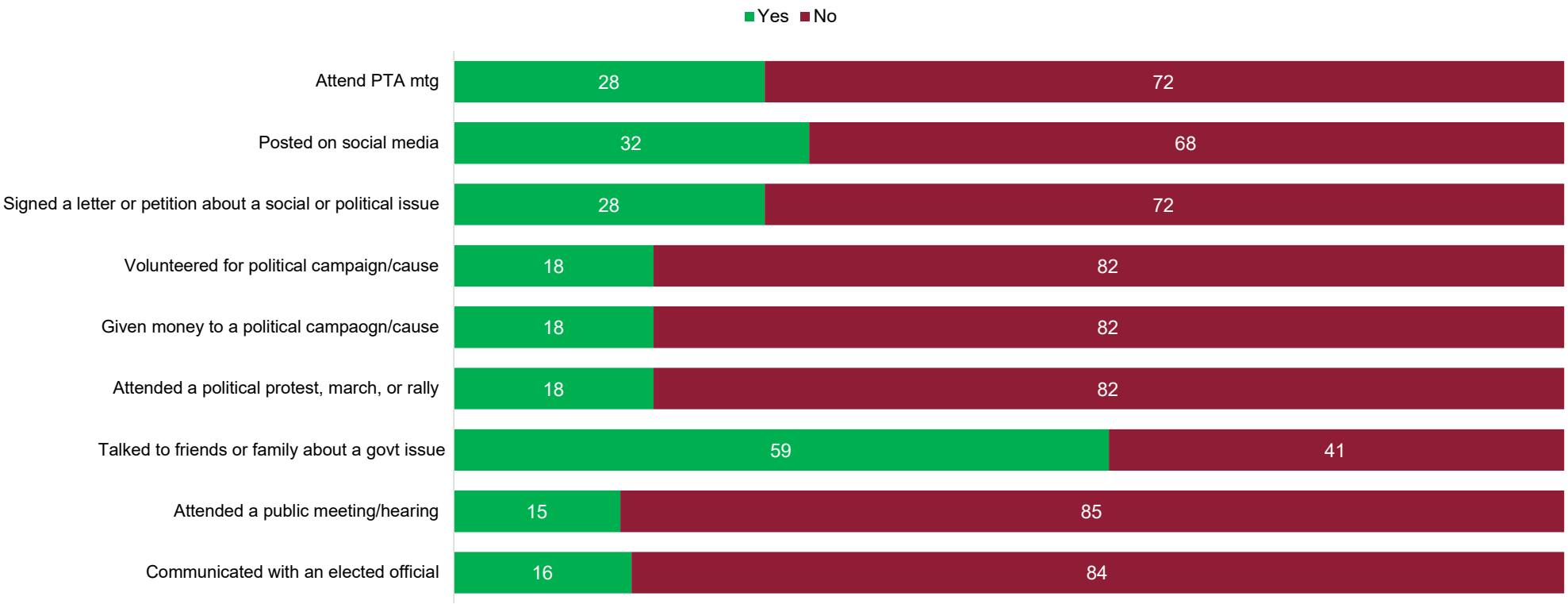


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Friends and Family are key for political discourse

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

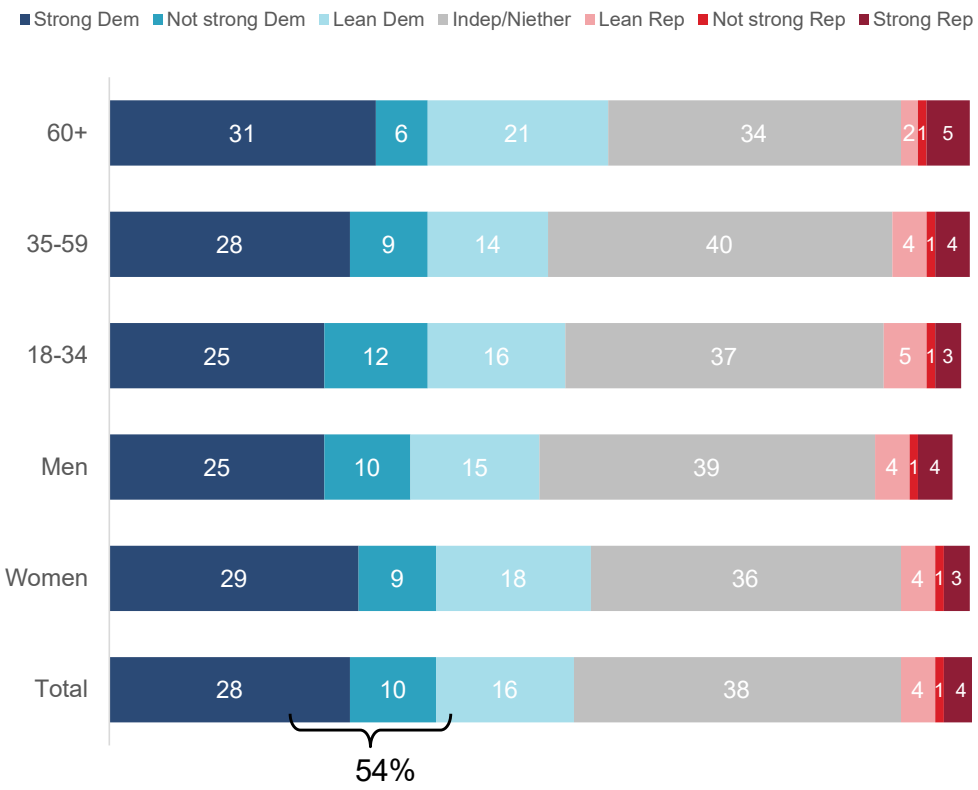


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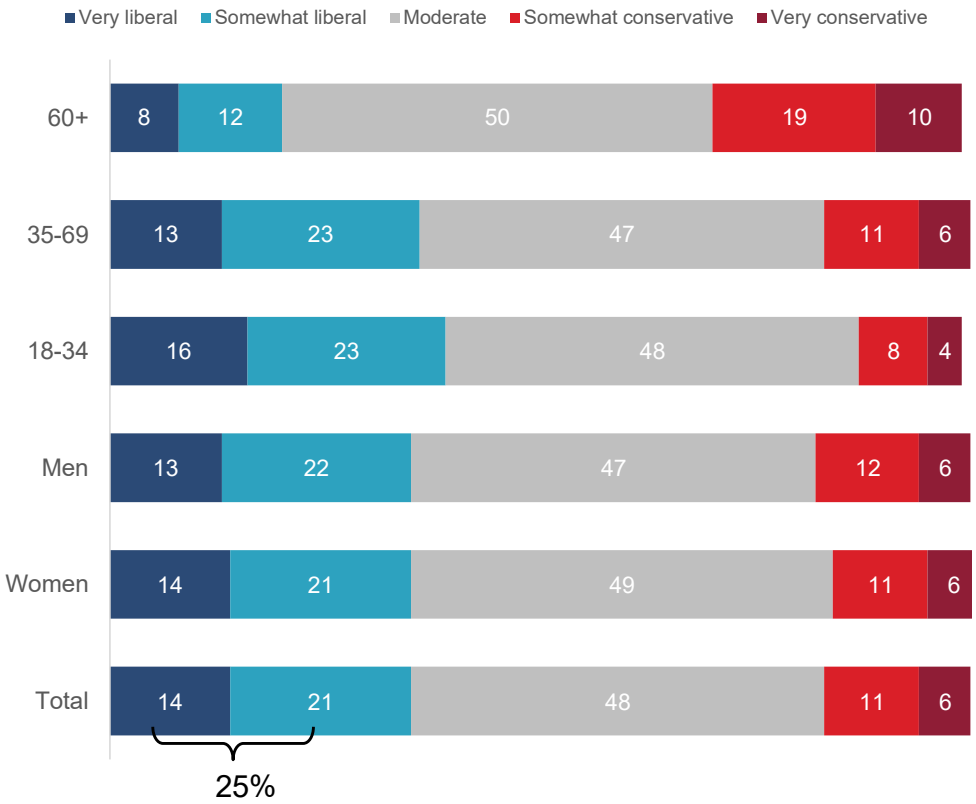
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Latinos lean Democrat, but they aren't necessarily liberal

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



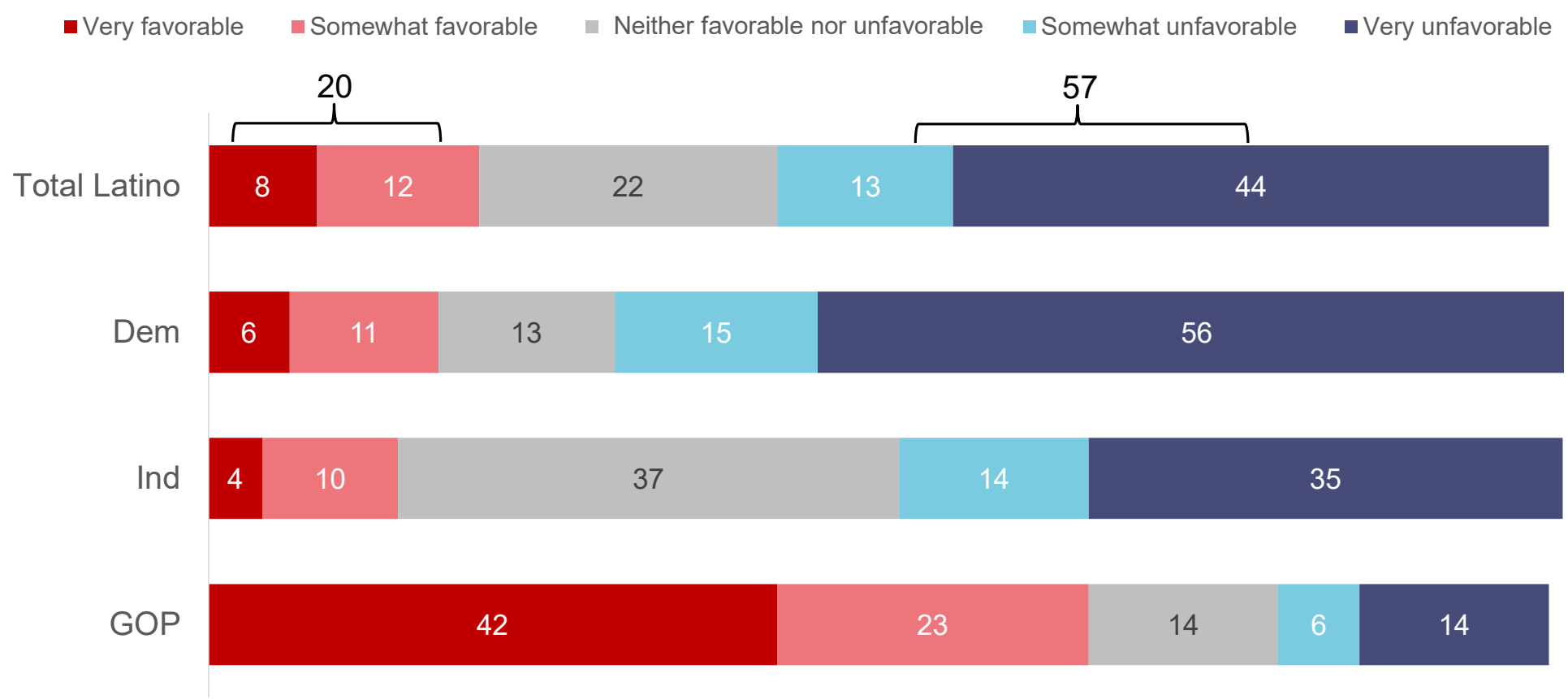
Thinking in political terms, would you consider yourself to be liberal, moderate, or conservative?



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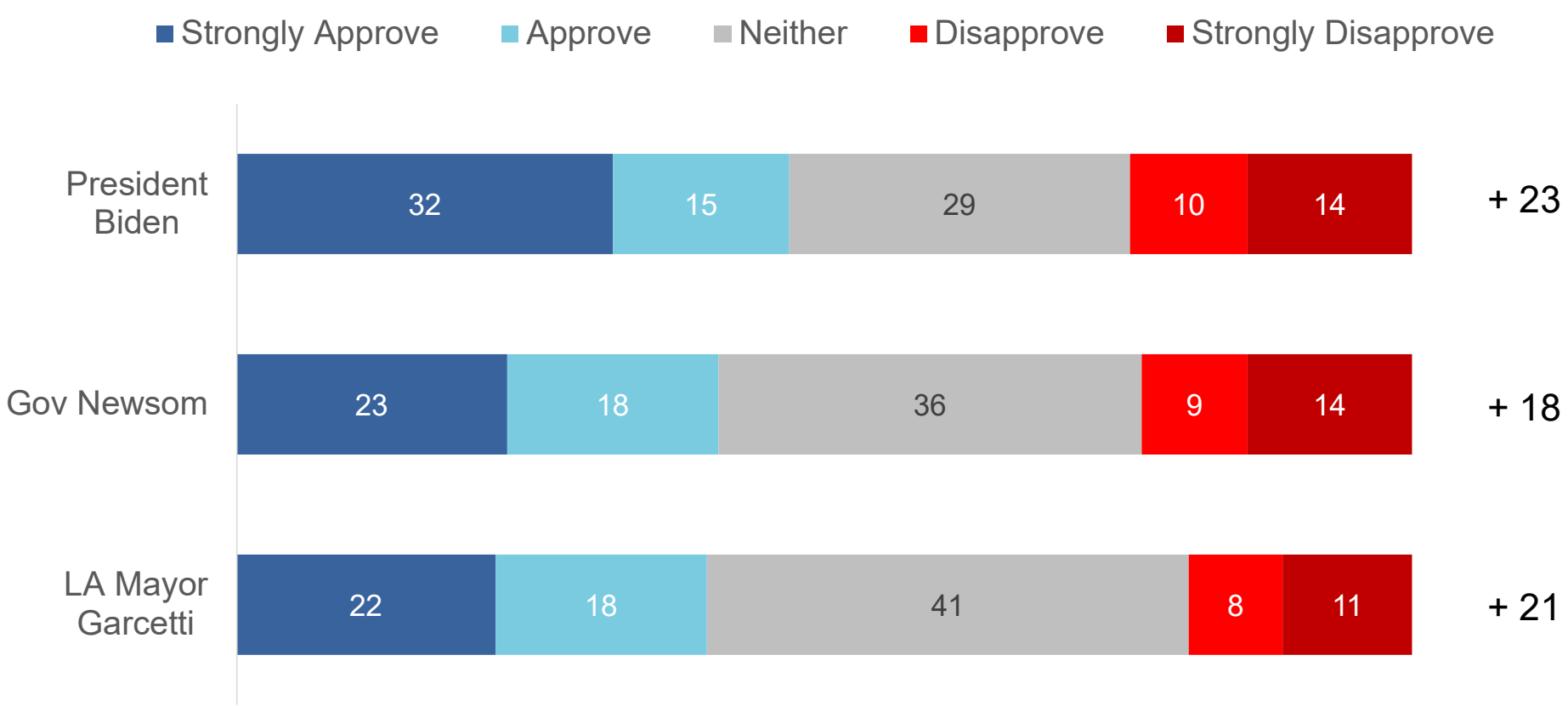
Latinos do not have favorable views of Trump



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Latinos in LA generally approve of Democrats

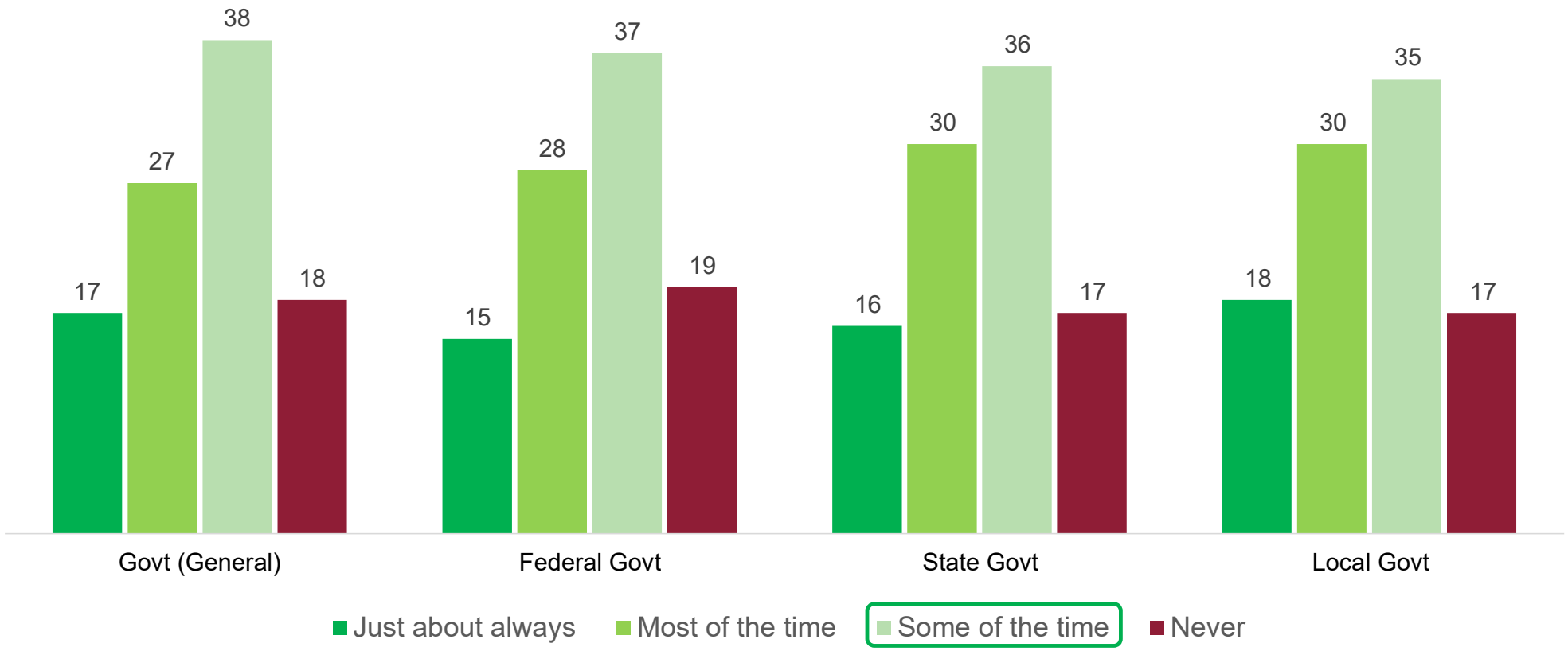


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Latinos trust the government “some of the time”

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

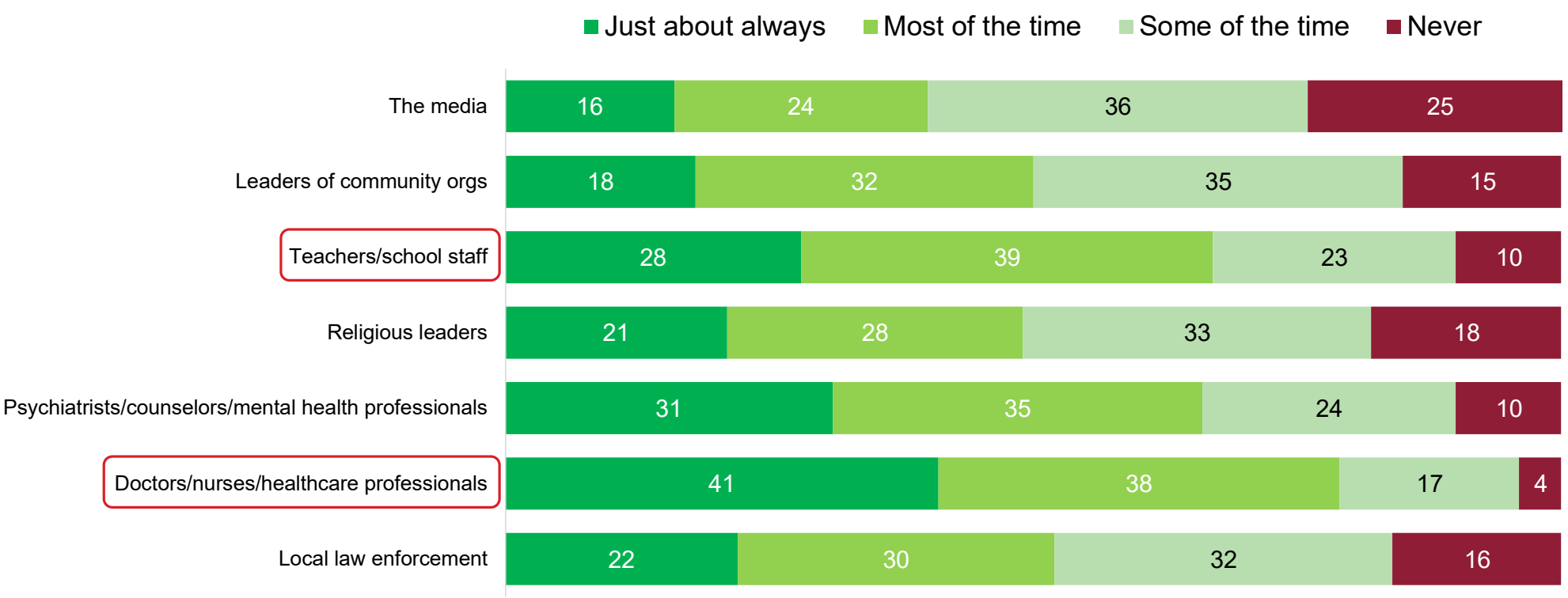


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Teachers and Healthcare remain the most trusted

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

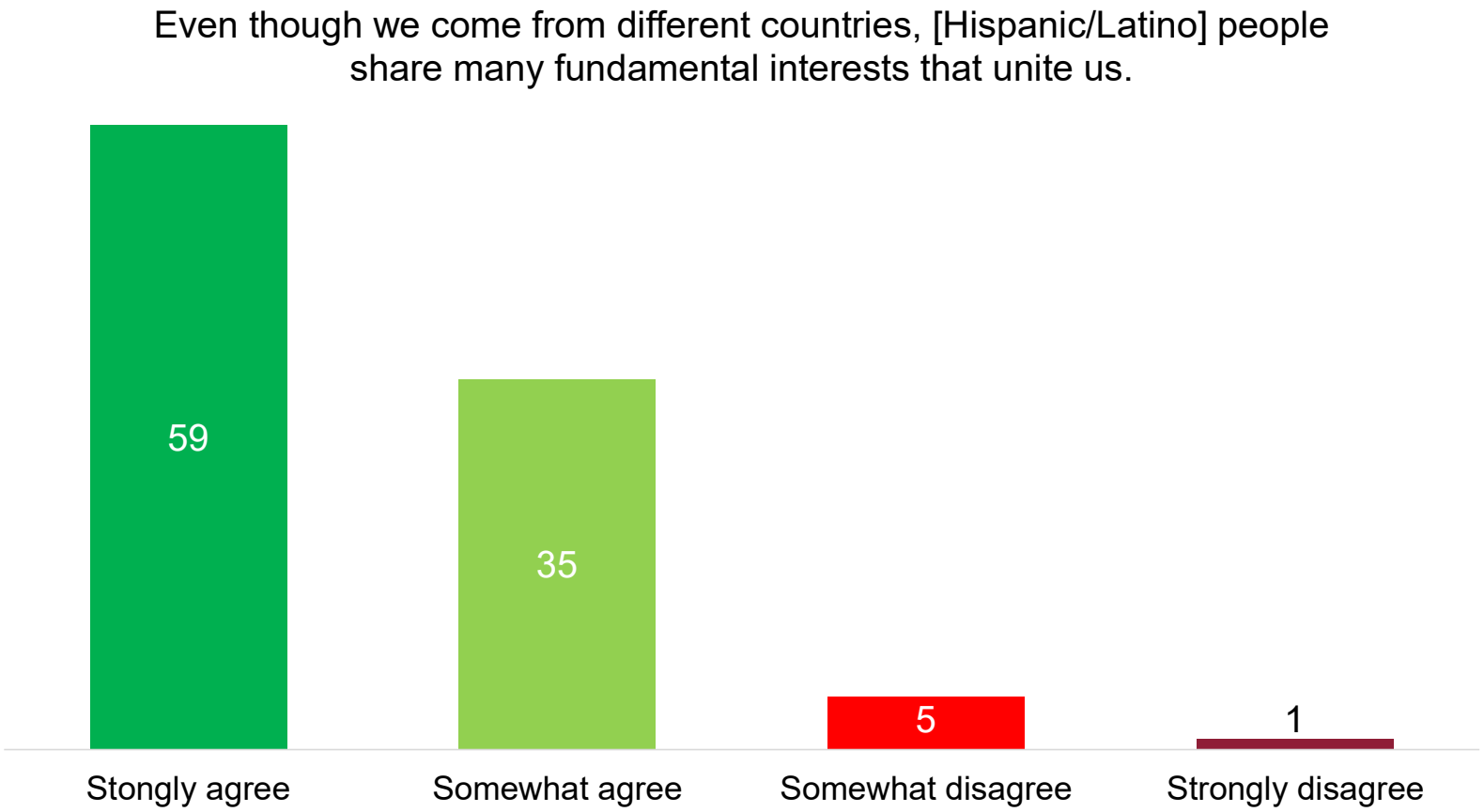


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Latinos believe they are more united than not

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

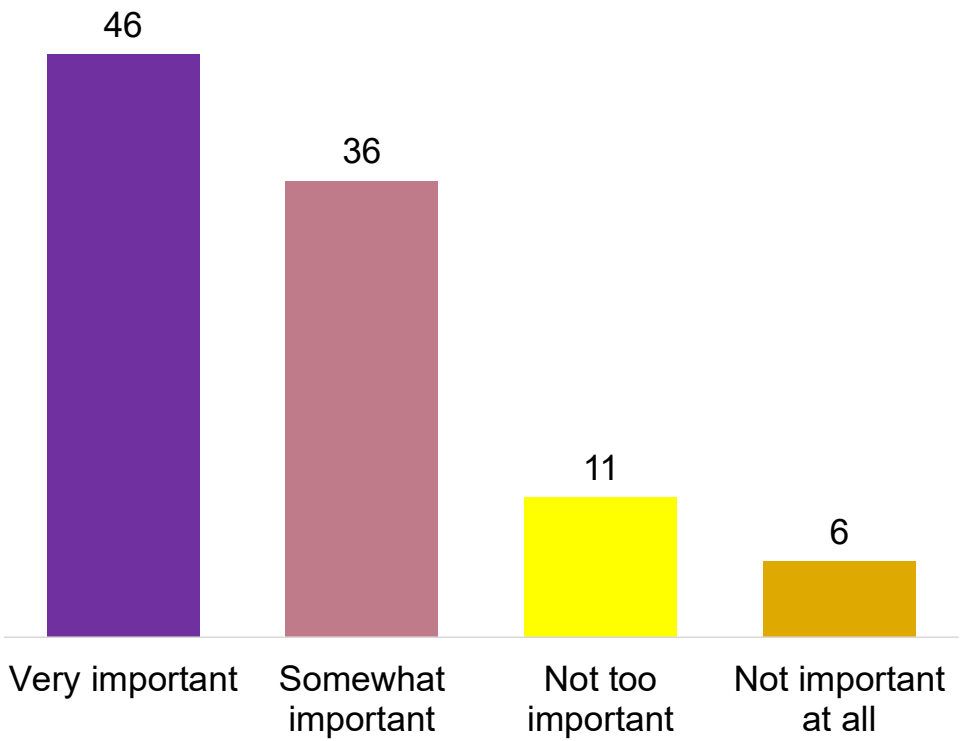


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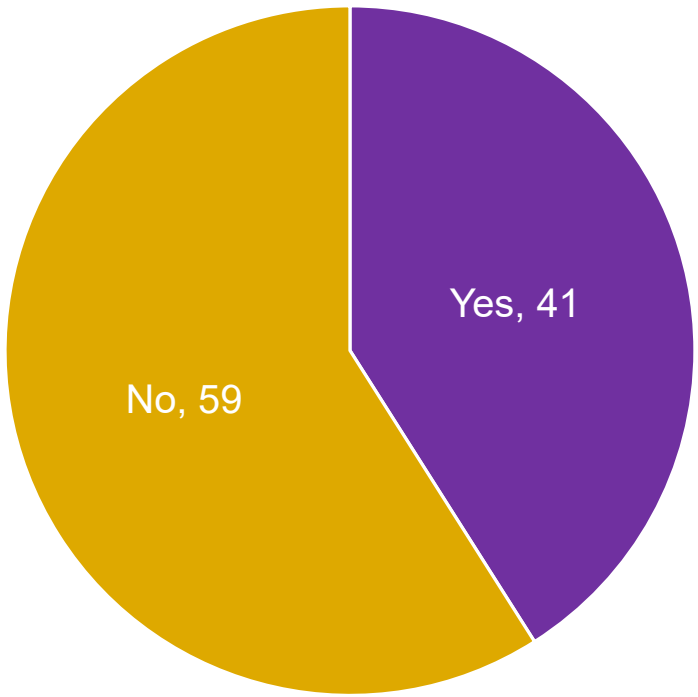
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Latino representation matters

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



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



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