CAL STATE LA

PAT BROWN INSTITUTE FOR PUBLIC AFFAIRS

Unleashing the Power of Participation

KEY FINDINGS

2019 LOS ANGELES COUNTY AFRICAN AMERICAN POLL

REVISED – JULY 18, 2019

EVITARUS

THE CLEAR PATH | **Public Opinion Research**

THE CALIFORNIA Wellness FOUNDATION

The James Irvine Foundation

MARK RIDLEY-THOMAS SUPERVISOR SECOND DISTRICT

#PBI_AfricanAmericanPoll

INTRODUCTION

- **The PBI African American Poll is the largest survey of Black voters in Los Angeles County in recent memory, with a sample of over 2,300 voters.**
- African Americans have long been recognized as having particularly high rates of political participation and civic engagement.
- **Black voters have a distinctive voice – however, they are rarely surveyed in large numbers.** This can serve to mute the voice of this important constituency.
  - ❑ Statewide and national surveys typically collect no more than 100 responses from Black voters.
  - ❑ California is home to the 6th largest African American population in the country.
  - ❑ 52% of Black voters in California live in Los Angeles County.
- **Black voters in Los Angeles County will play an especially important role in Presidential politics** given California's March 2020 Democratic Primary.

KEY FINDINGS

- **Black voters are highly engaged in civic affairs and the political process** – discussing public affairs with family members and friends, giving money, petitioning government, disseminating information and advocating via social media.
- **Voters are highly aware of, and attentive to, key public policy issues – homelessness, affordable housing, transportation, which rank as top priorities.**
- **The Black electorate is undergoing significant transformation** in step with the changing demographic shifts within the broader context of Los Angeles.
- **The intersection of gender, age, social mobility, and sense of place have important implications for the contours of political attitudes, civic engagement and life experiences.**

SURVEY METHODOLOGY

- Sample Size: **2,359 randomly-selected registered voters drawn from the Los Angeles County voter file.**
- Field Dates: **Poll conducted online May 17-June 9, 2019**
- Modes of Administration: **telephone (17%) and online (83%).**
- Margin of Sampling Error: **±2.01% at the 95% confidence level.**
- **Results have been weighted by gender, age, and party registration** to match the distribution of Black voters countywide.
- Some percentages may not sum precisely or to 100% due to rounding.

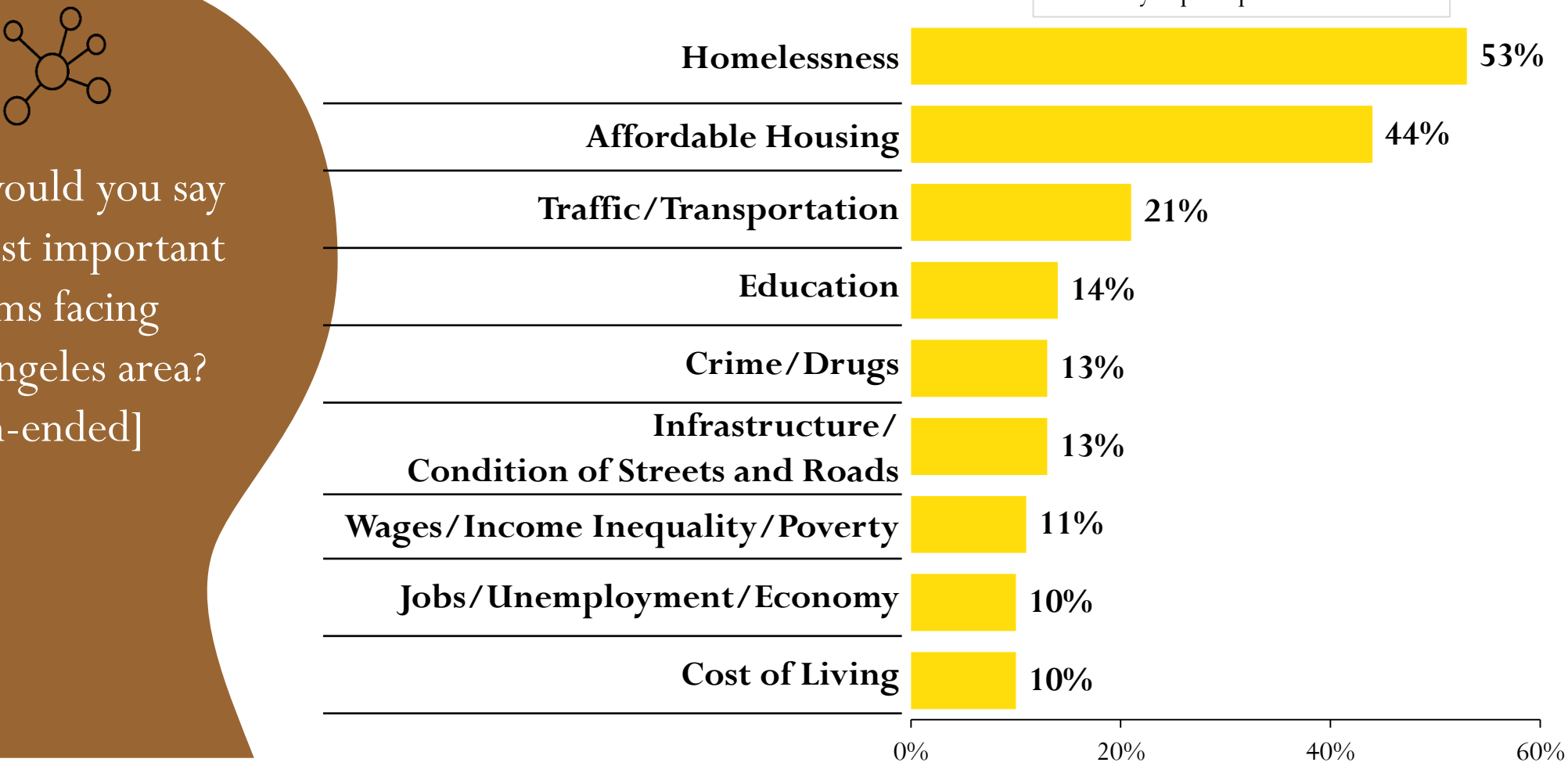
Survey Sample By Key Subgroups

- **Robust sample sizes across key demographic subgroups:**

  - **City**
    - 1,148 – Los Angeles
    - 1,211 – Other
  - **Ethnicity**
    - 1,005 – African American
    - 197 – Biracial/Multi-racial voters
    - 100 – Caribbean:
    - 76 – African
    - 61 – Afro-Latino voters
  - **Age**
    - 639 – Gen Z/Millennials (Ages 18-38)
    - 677 – Gen X (Ages 39-54)
    - 832 – Baby Boomers (Ages 55-73)
    - 179 – Silent Generation (Ages 74+)
  - **Party**
    - 1,622 – Democrats
    - 163 – Republicans
    - 430 – Decline to State
    - 144 – Other

Homelessness, Affordable Housing, Traffic/Transportation Emerge As The Most Important Problems Facing Los Angeles

Q: What would you say are the most important problems facing the Los Angeles area? [Open-ended]



Concern About Key Issues Exists Against The Backdrop Of Experiences With Marginalization In Los Angeles

In Their Own Words….

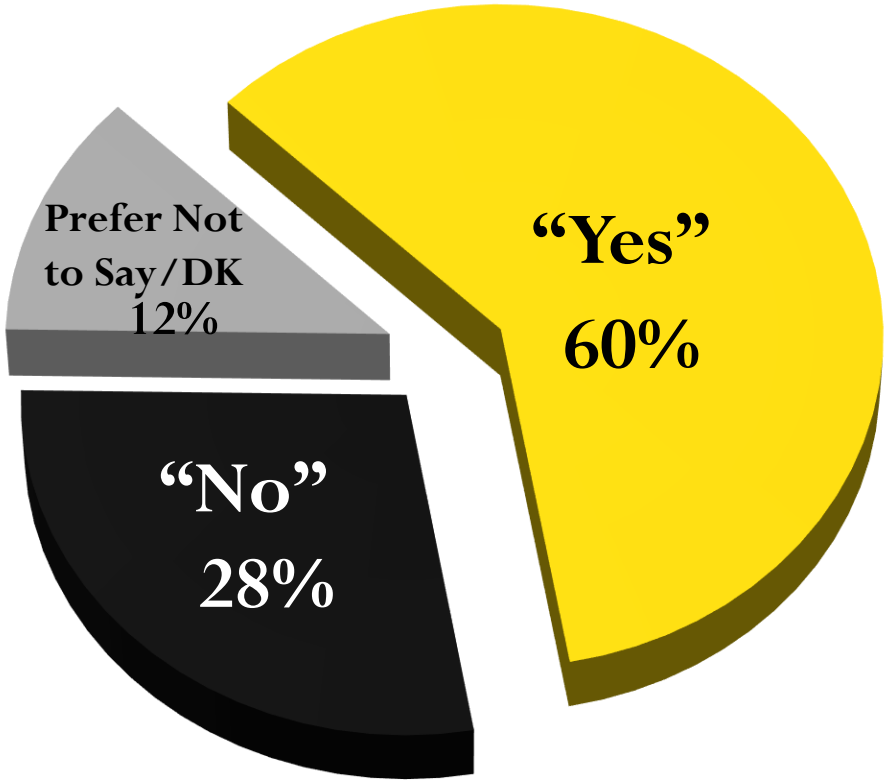
Employment discrimination against reformed offenders, like myself, are at risk of losing our homes and joining the demographic of the homeless population. The societal injustice of the unemployed and underemployed, non-represented African American male and/or female black worker seems to be creating long term environmental issue within the community which is affecting our next generations because we are unable to meet the basic necessities for sustainability. – *Male Respondent, Age 44, Antelope Valley*



Homelessness, human trafficking, abuses and deaths in the foster care system, police brutality, **systematic racism** at the hands of other minorities, and mental health issues. **Hence, African Americans experience the MOST pervasive and complex trauma.** Issues can be resolved, but there is no competent, sincere, and transparent leadership to resolve these human rights issues. – *Female Respondent, Age 37, Athens neighborhood of Los Angeles*

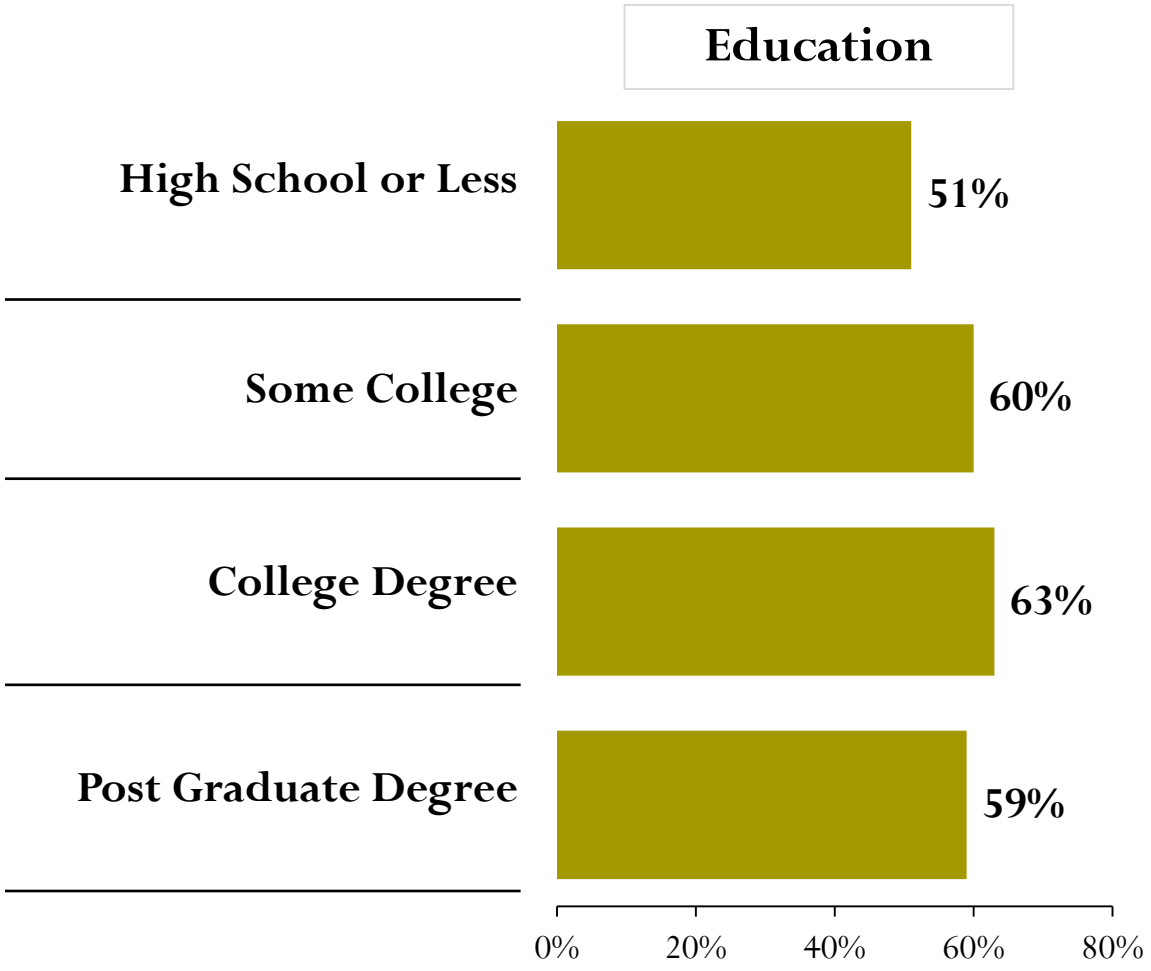
3 In 5 Black Voters Report Experiencing Racial Discrimination in the Los Angeles Area

Q: In recent years. Have you experienced any kind of discrimination in the greater Los Angeles area because you are Black or African American, or have you not experienced any discrimination?



Discrimination Type	Percentage
Dealing with a business, restaurant, or retail establishment	38%
Jobs/promotions	31%
Profiled by law enforcement	27%
From strangers in a public place	18%
Housing	10%

Experiences with Discrimination Vary Somewhat By Education and Length of Residence





Many Respondents Recounted The Daily Toll Of Experiences With Discrimination and Racism

In Their Own Words….

These situations are daily and countless, whether it is shopping, going to the bank, driving, dining or socializing, I have experienced discrimination. – *Female Respondent, Age 29, Carson*



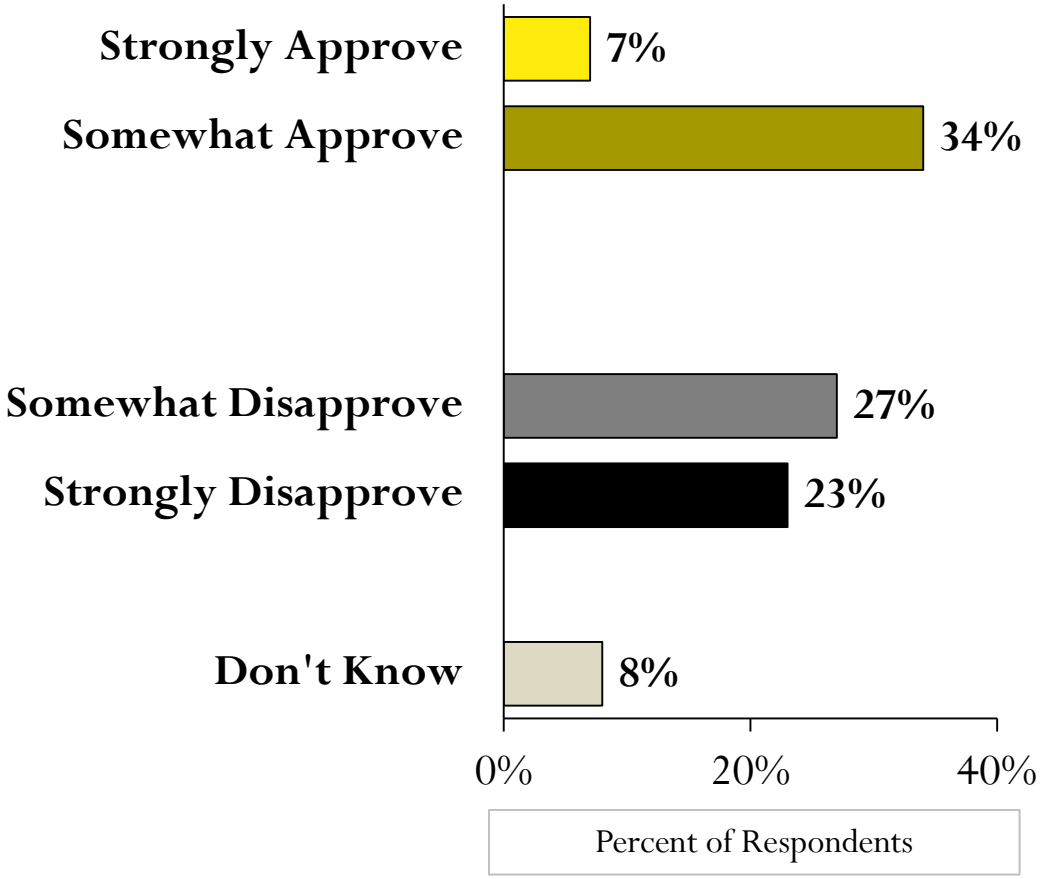
I've been pulled out of my car at gun point because I "fit the description." **I've been pulled over for non-moving violations,** most times without being cited. **I've been harassed by law enforcement since I was 16**, and had no prior criminal history. Because of the continuing harassment, I still have fines pending that I can't afford pay. Those offenses, **I feel – would not have been an issue if I was not an African American,** and I've lost several high paying jobs because of it. – *Male Respondent, Age 31, South Los Angeles*

I have 20 years or more experience as an administrator. I get to LA five years ago, and no one has interviewed me for such a position. I went to a temporary company, they didn't even look at my resume. **Today, I'm a security officer, and I really just want my old career back.**

– *Male Respondent, Age 56, Long Beach*

A Majority Disapprove Of The Job Performance Of The Los Angeles Police Department

Q9: Do you approve or disapprove of the way the following people and organizations are handling their job of serving the public [The Los Angeles Police Department, also known as LAPD?]



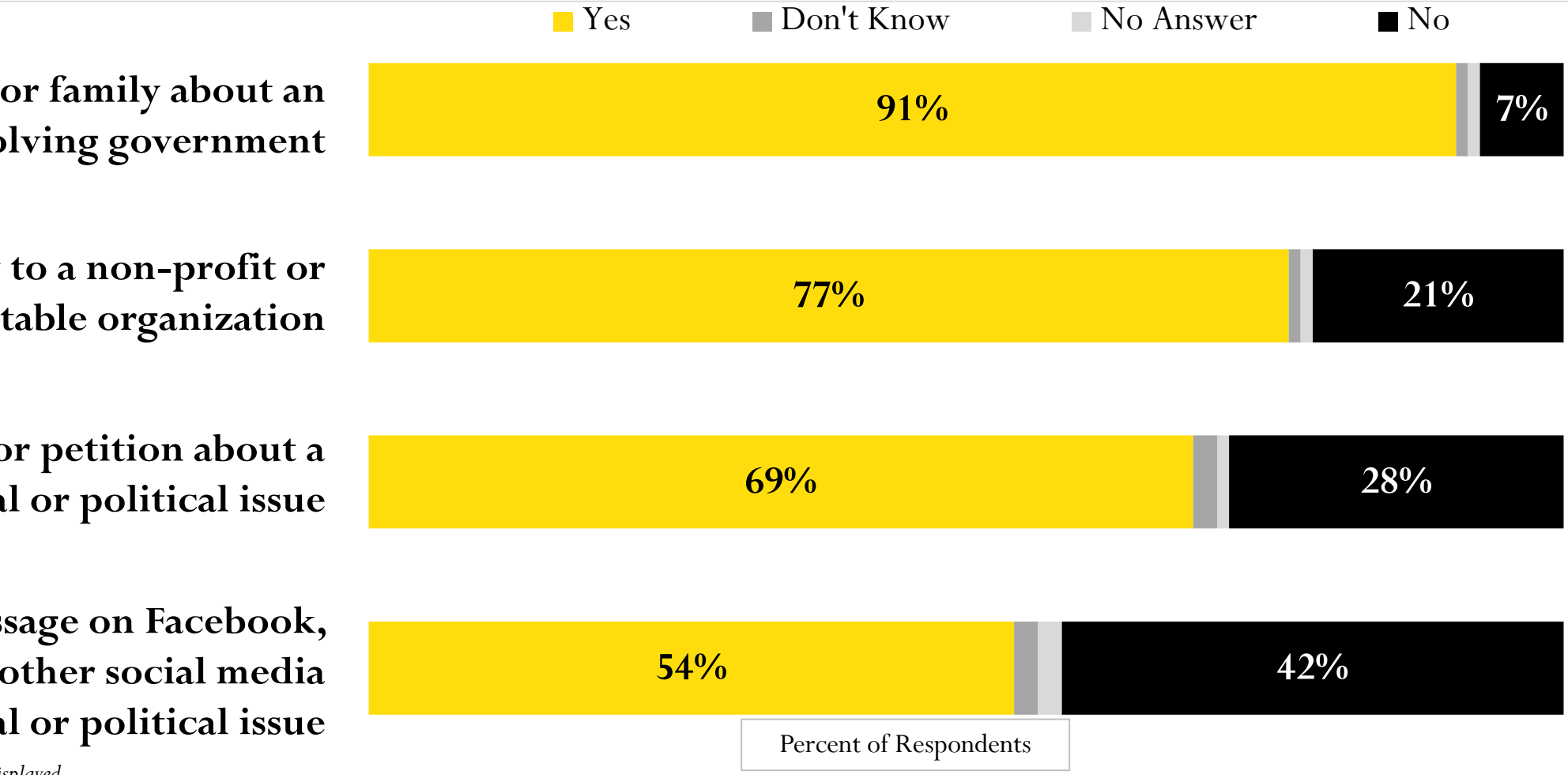
Total Approve
41%

Total Disapprove
51%

Demographic Subgroup	Total Disapprove
Women: Gen Z/Millennials	67%
Gen Z/Millennials	62%
Ethnicity: Afro-Caribbean	58%
Women	55%

A Strong Majority Discuss Public Affairs; Charitable Giving and Online Engagement Are Also High

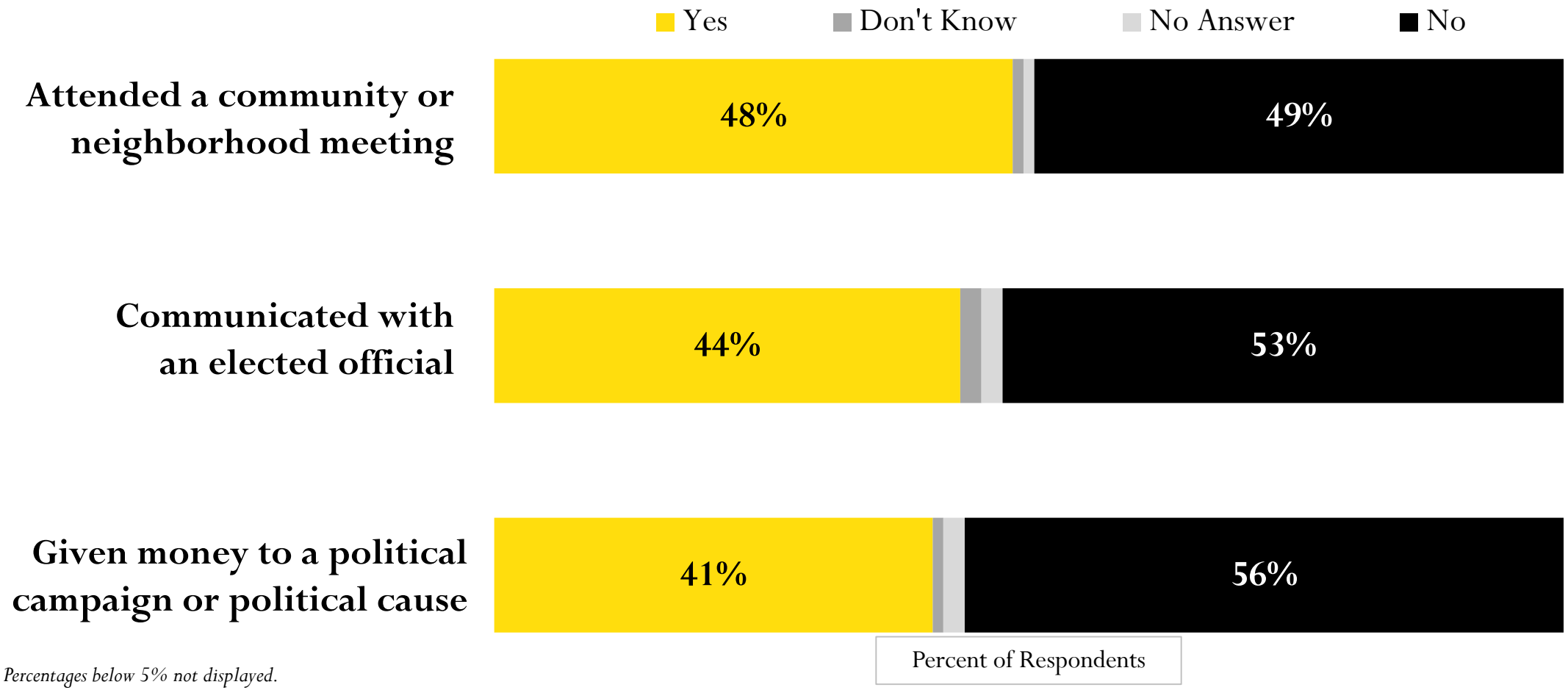
Q: During the past five years, have you had the opportunity to do any of the following things?



* *Percentages below 5% not displayed.*

2 In 5 Report Attending Community Meetings, Contacting Elected Officials, Or Making Political Contributions

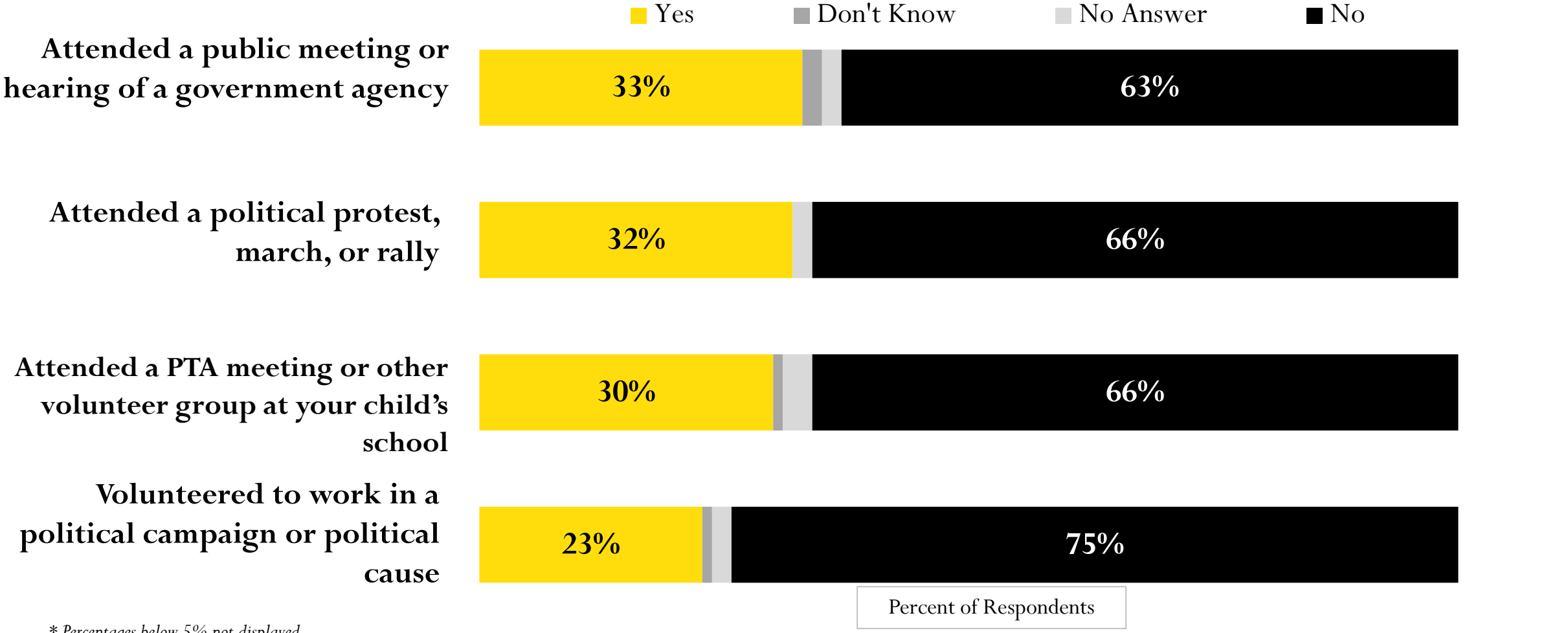
Q: During the past five years, have you had the opportunity to do any of the following things?



* *Percentages below 5% not displayed.*

1/3 Or Fewer Report Attending A Public Meeting, Protest, PTA Meeting, Or Volunteering For A Campaign

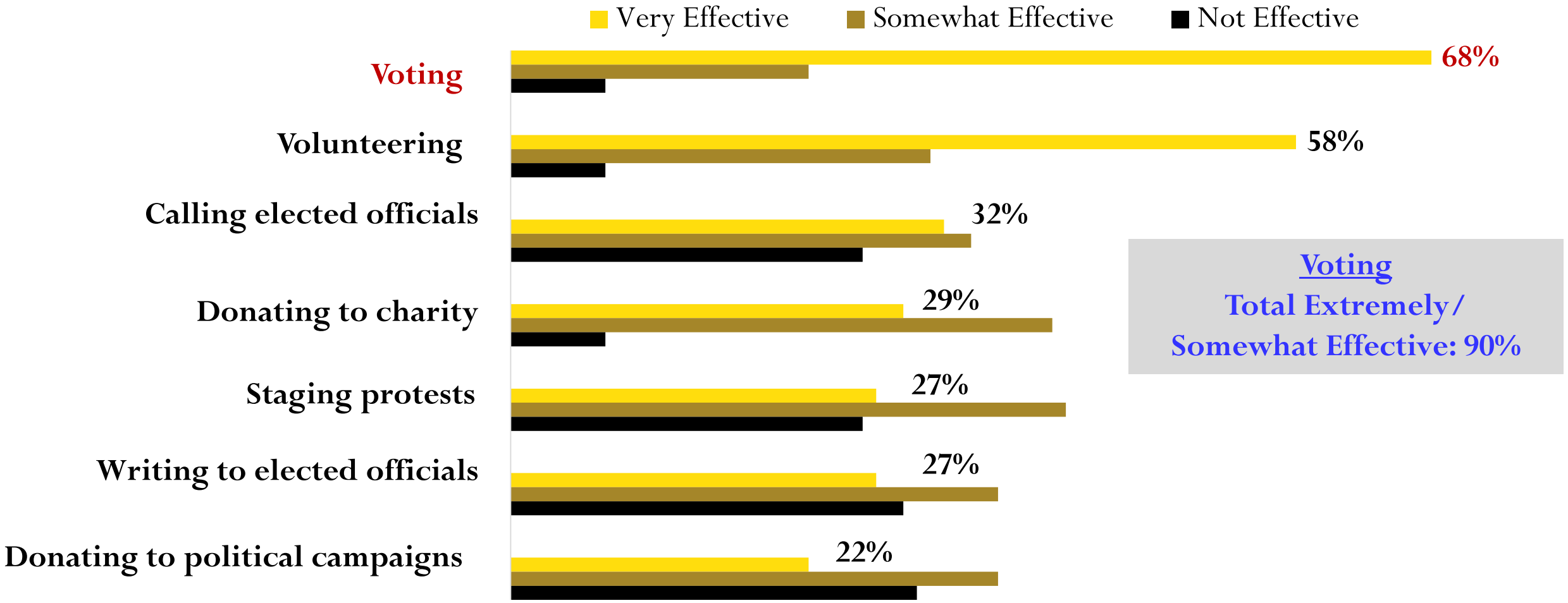
Q7: During the past five years, have you had the opportunity to do any of the following things?



** Percentages below 5% not displayed.*

Voting Emerges As One Of The Most Effective Means Of Advancing Black Interests

Q: How effective are each of the following in advancing the interests of the Black community?



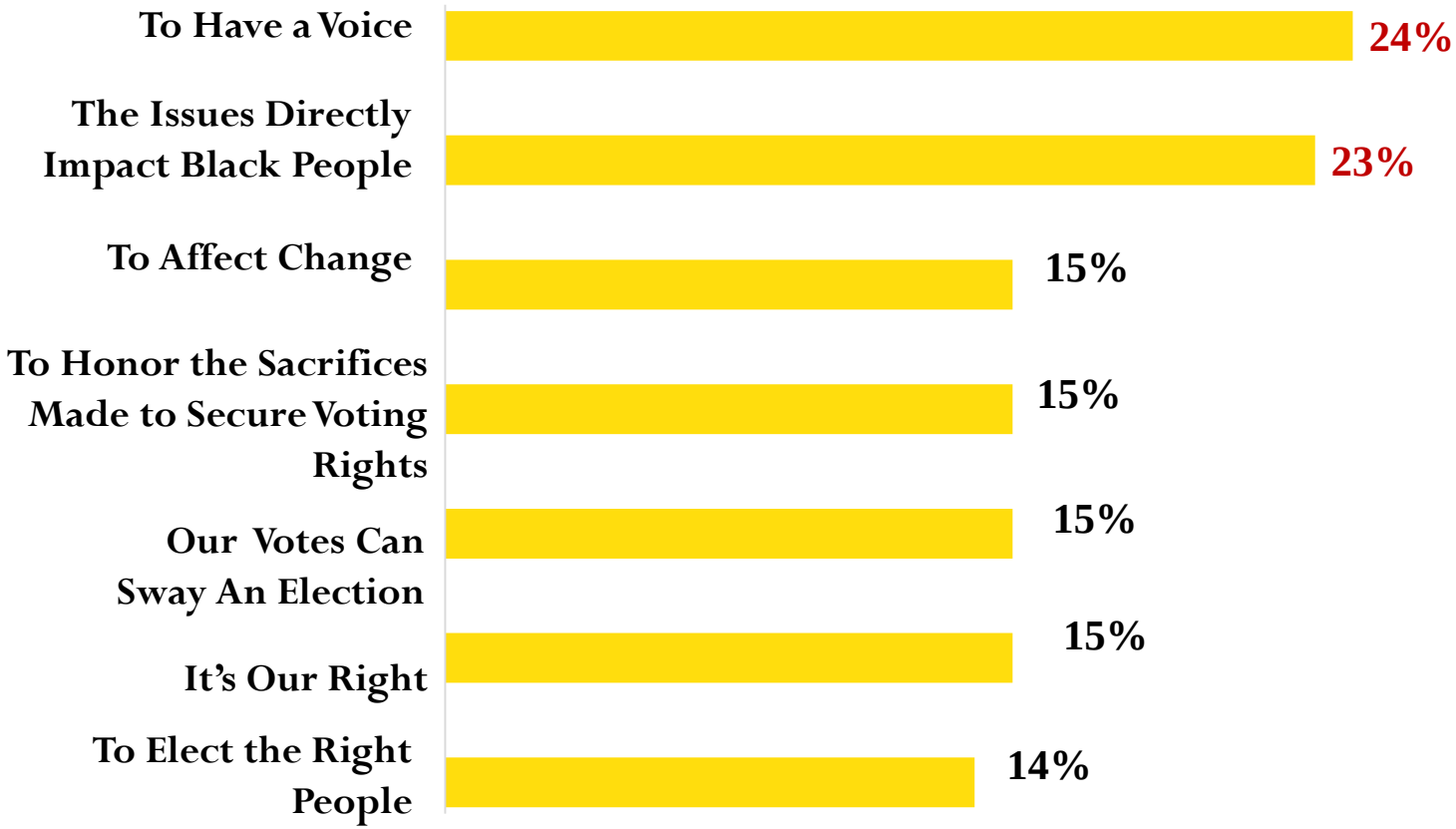
Voting
Total Extremely/ Somewhat Effective: 90%

An Overwhelming Majority Believe Black Voters Should Participate in Every Election

Q: How important do you believe it is for Black people to vote in every election?

Voting Importance	Percentage
Extremely Important	**86%**
Very Important	9%
Somewhat Important	2%
Not Important	2%

Q: What is the most important reason why you believe it is important?



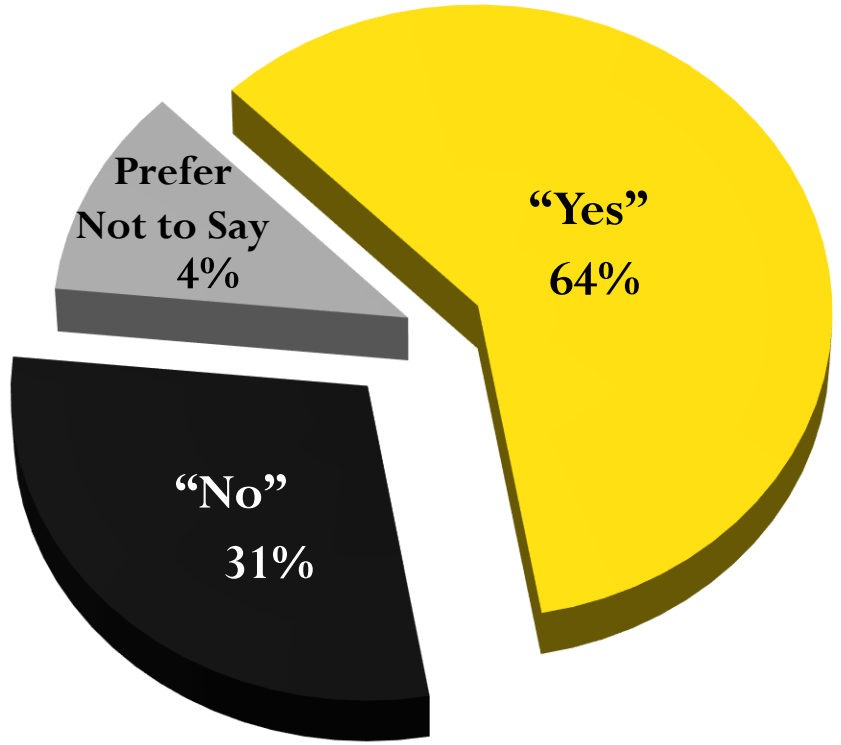
Local TV News and Cable Top The List of Sources of Information; Nearly 2/3rds Follow Black Media

Q: Which of the following sources do you turn to for news and information about politics and community issues?

Media Type	Percentage
Local television news	**63%**
Cable television news	**55%**
Social media	51%
Local, regional, and national newspapers	51%
Conversations with friends and family	48%
Radio	44%
Blogs and websites	35%
Magazines	18%

Q: Do you follow Black media?

Media Type: Black Media



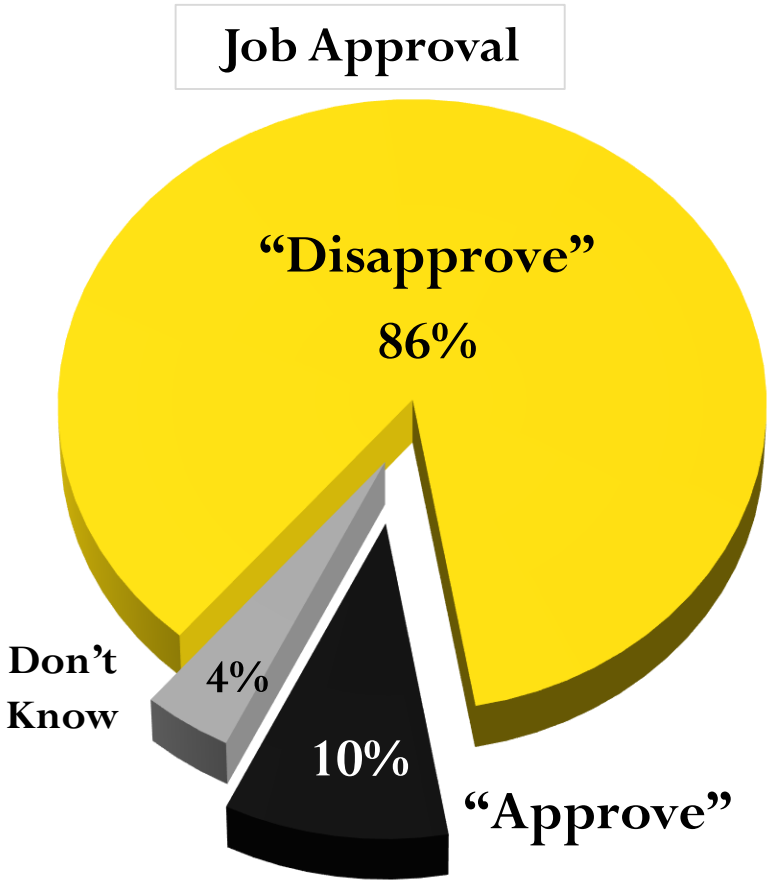
Media Consumption Habits of Younger Black Voters Are More Interactive and Grounded in Social Connections

Media Source By Generation

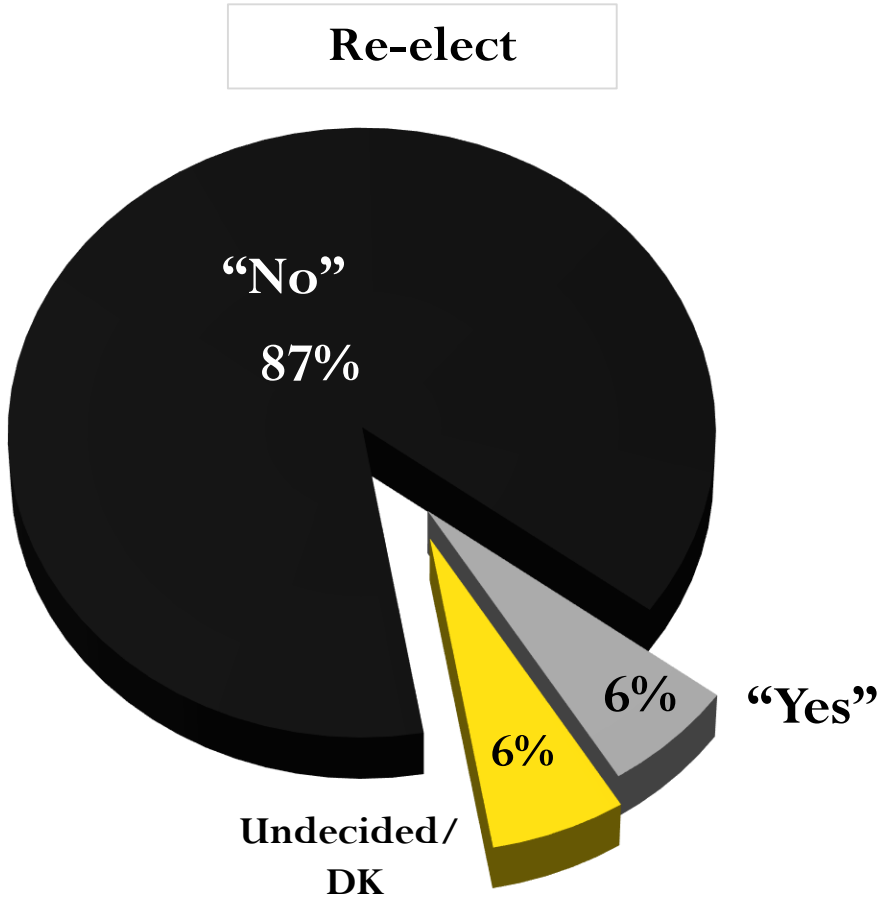
	Gen Z/ Millennials	Generation X	Baby Boomers	Silent Generation
Local Television News	50%	68%	72%	71%
Cable television news	41%	58%	64%	68%
Social media	70%	51%	37%	24%
Local, regional, and national newspapers	49%	51%	53%	50%
Conversations with friends and family	60%	45%	41%	39%
Radio	41%	51%	44%	34%
Blogs and websites	52%	36%	21%	12%
Magazines	15%	18%	20%	22%

Attitudes Toward The President Are Highly Negative

Q: Do you approve or disapprove of the way President Donald Trump is handling his job of serving the public?



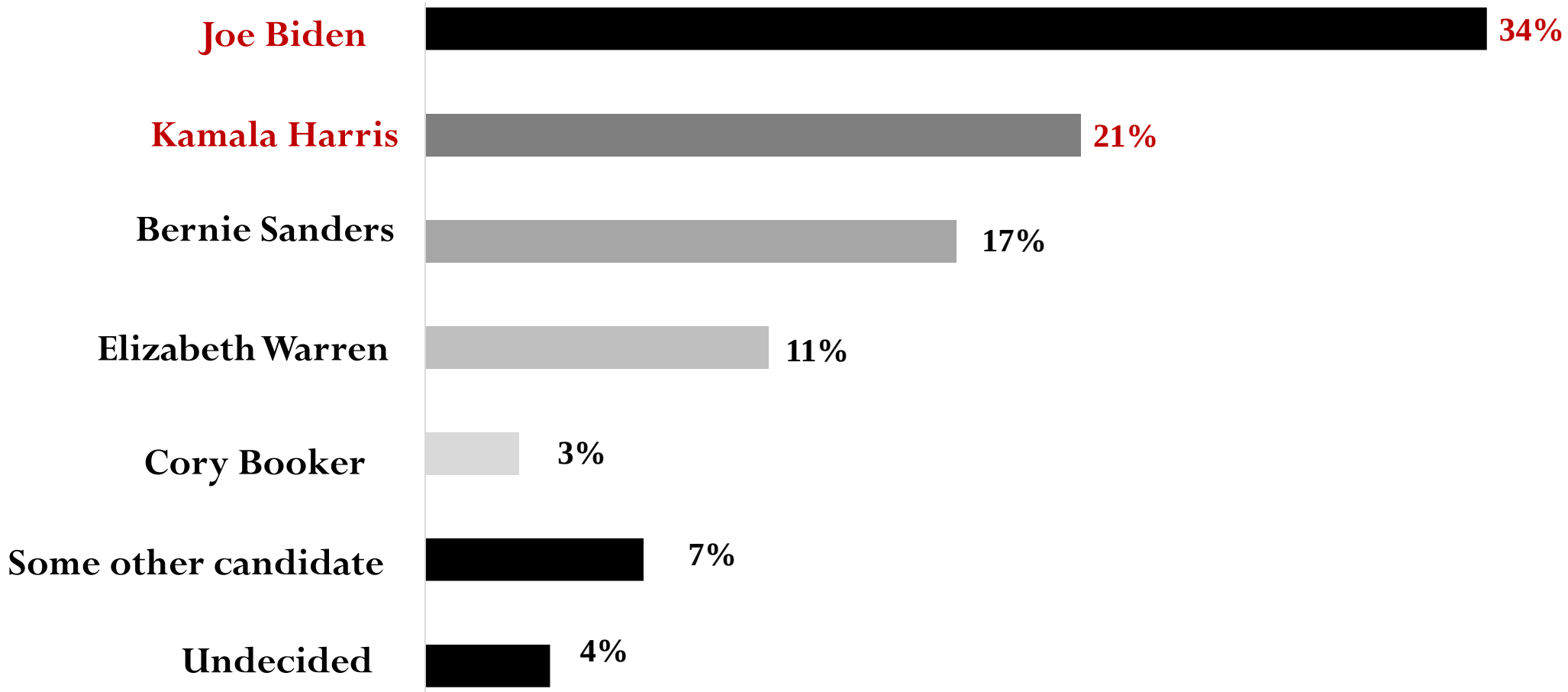
Q: Would you vote to re-elect President Donald Trump?



Presidential Primary

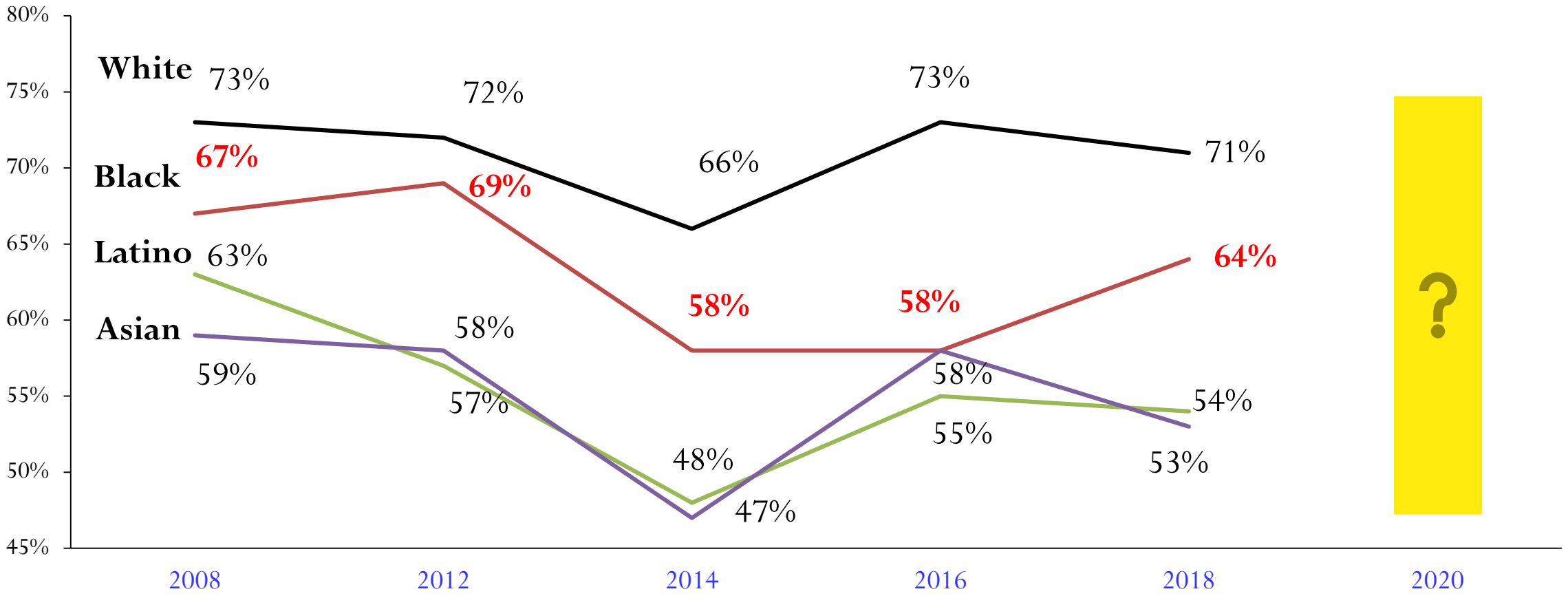
Pre-Debate, Biden And Harris Were in the Lead

Q: Do you approve or disapprove of the way President Donald Trump is handling his job of serving the public?



Will The Upward Trajectory Of Black Voter Engagement In California Continue?

Percentage of Demographic Subgroup Registered to Vote in Each Election Year [1]



[1] *Source: American Community Survey, Census Voting Supplement 2008-2018.*

JOIN THE CONVERSATION!

Pat Brown Institute for Public Affairs
Cal State LA
5151 State University Drive
Los Angeles, California 90032

#PBI_AfricanAmericanPoll

www.PatBrownInstitute.org

PatBrownInstitute

PBI

tiny.cc/patbrowninstitute

EVITARUS

THE CLEAR PATH | **Public Opinion Research**