



Los Angeles County

Quality Of Life Survey 2019

Sponsored by the
UCLA Luskin School of Public Affairs

Survey Conducted:
March 1-20, 2019

Methodology

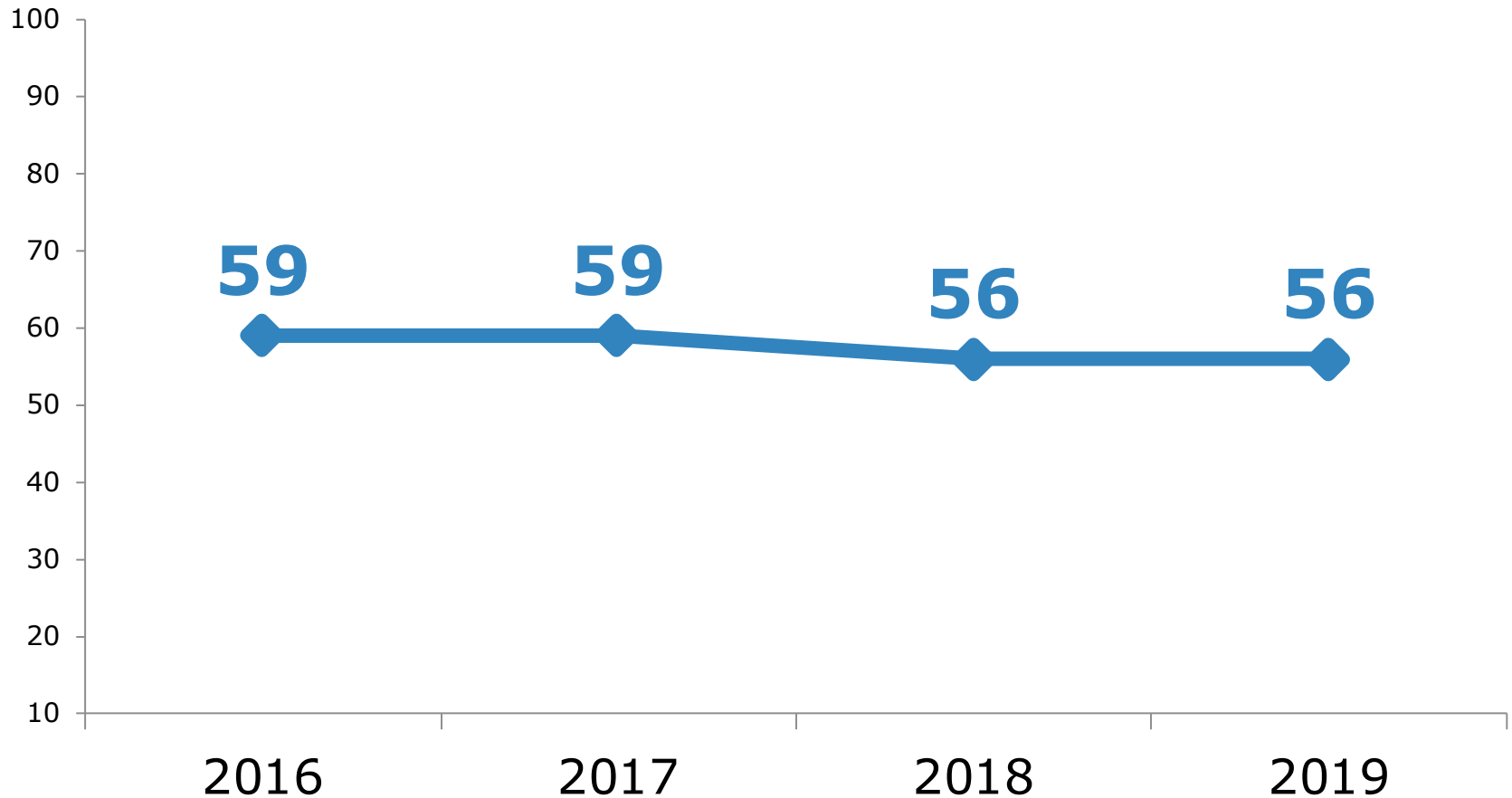
- 1,406 survey interviews throughout Los Angeles County
- Overall margin of error: $\pm 2.6\%$
- A mix of Random Digit Dial telephone and online interviews
- 65% of interviews conducted by telephone (58% cell; 42% landline) and 35% online
- 88% of interviews conducted in English, 12% in Spanish
- Data weighted to match expected proportions of residents in Los Angeles County by age, gender, ethnicity and region
- Major funding for the research provided by Meyer & Renee Luskin and The California Endowment
- Survey conducted in partnership with the public opinion research firm Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research)

Calculating the Index

- Respondents rated their satisfaction with up to 40 aspects of quality of life assigned to nine categories
- The categories were randomized as were the aspects within the categories
- The aspects in each category were ranked against each other for salience and an index score was created for all nine categories
- Respondents also ranked the categories against each other through a randomized series of forced choice match-up questions (six per respondent)
- The category index scores were then combined and weighted by salience to create an overall index score

Los Angeles County Quality of Life Index

The 2019 Quality of Life Index remained consistent from last year at a 56.



The categories can be divided into positive, neutral and negative tiers.

+

Category	2019	2018	2017	2016
Health care	69	67	69	70
Relations between people of different races, ethnicities and religions	68	67	72	69
Your neighborhood	68	67	69	71

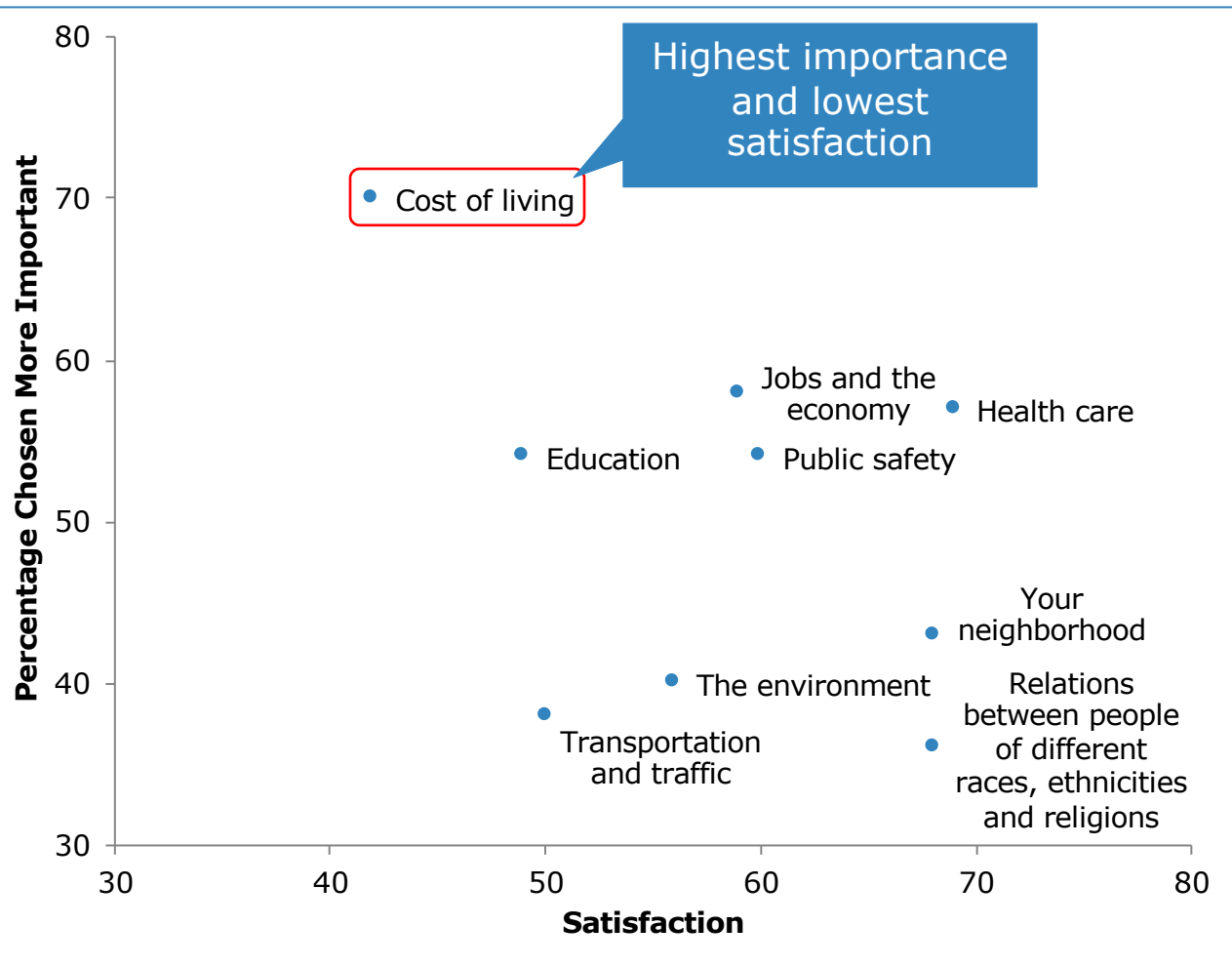
Neutral

Category	2019	2018	2017	2016
Public safety	60	60	63	63
Jobs and the economy	59	57	60	52
The environment	56	56	64	61

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Category	2019	2018	2017	2016
*Transportation and traffic	50	50	53	58
Education	49	48	52	54
Cost of living	42	43	47	50

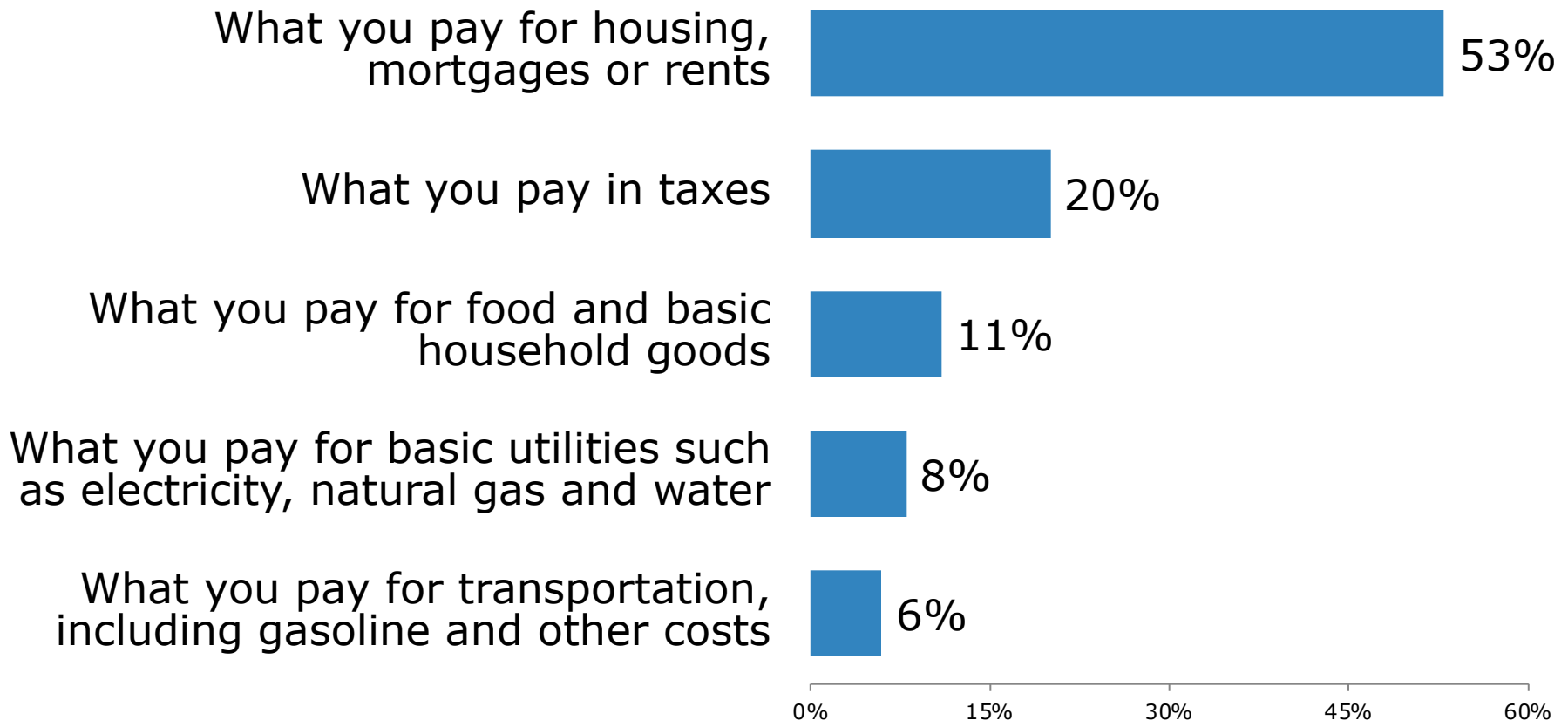
Comparing Satisfaction and Importance



Category	Satis. Impt.	
Health care	69	57
Relations between people of different races, ethnicities and religions	68	36
Your neighborhood	68	43
Public safety	60	54
Jobs and the economy	59	58
The environment	56	40
Transportation and traffic	50	38
Education	49	54
Cost of living	42	70

Category
Index
42

The cost of housing is by far the most important factor in the Cost of Living category

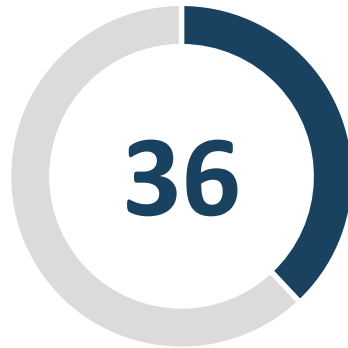


Category
Score

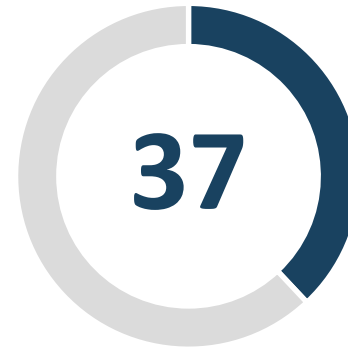
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Satisfaction with the cost of housing is lower with renters and younger respondents.

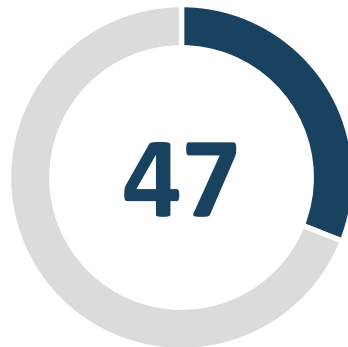
Renters



Under Age 50



Homeowners



Over Age 50



Category
Score

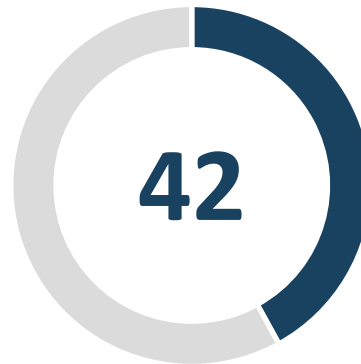
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L.A. County residents are dissatisfied with the cost of housing across income groups.

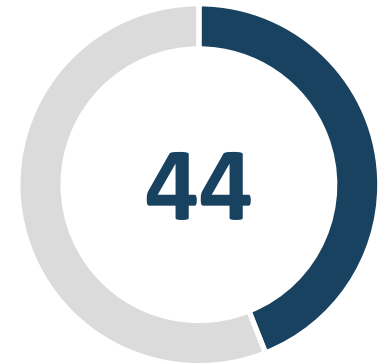
Under \$60K



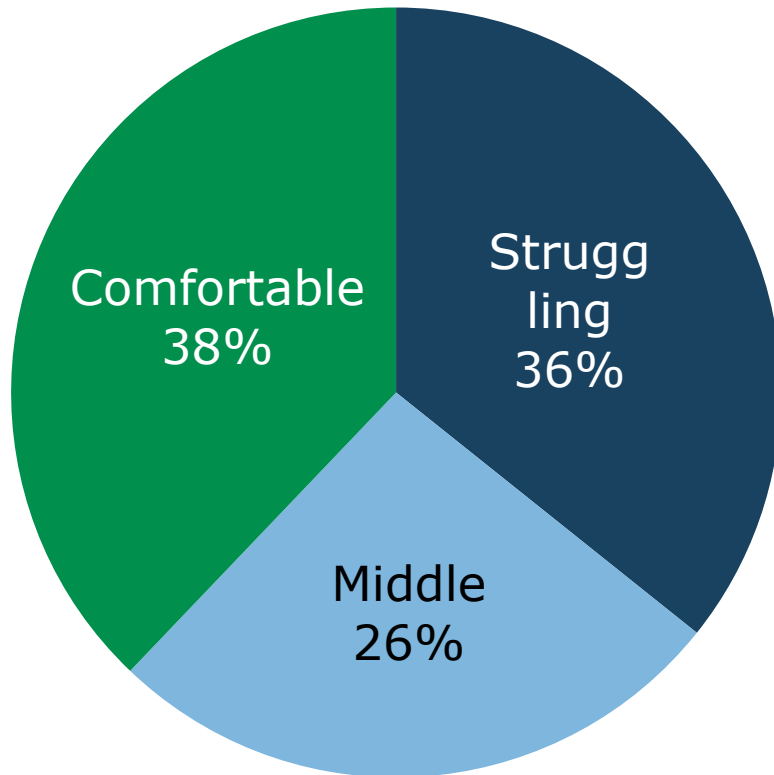
\$60K-\$120K



\$120K+



Based on socioeconomic status, age and home ownership, residents were grouped into three segments.



Each segment is disproportionately, but not exclusively, made up of the following groups

Struggling

- Renters
- Younger
- Less educated
- Lower-income communities
- Non-white

Comfortable

- Homeowners
- Older
- More educated
- Upper-income communities
- White

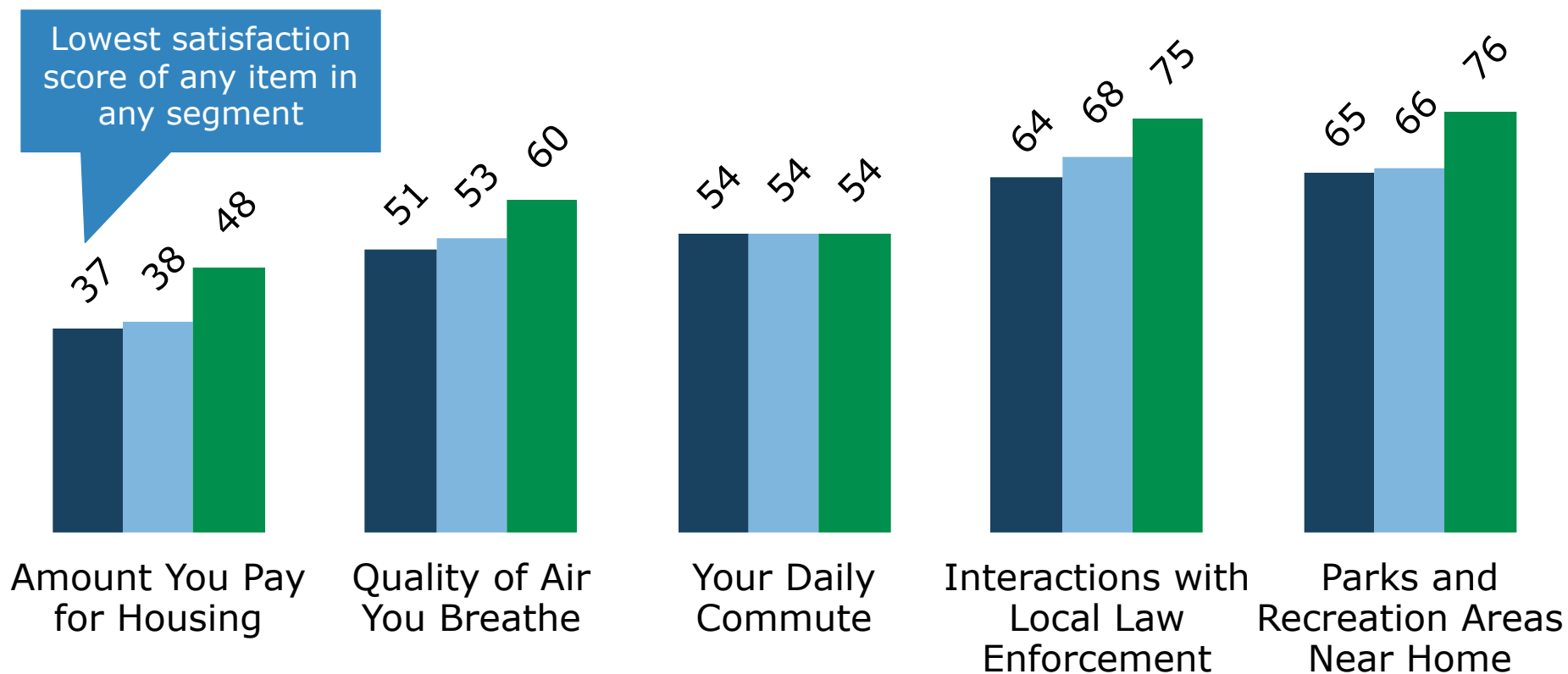
Middle

- Residents not in other groups

Notable Satisfaction Scores by Segment

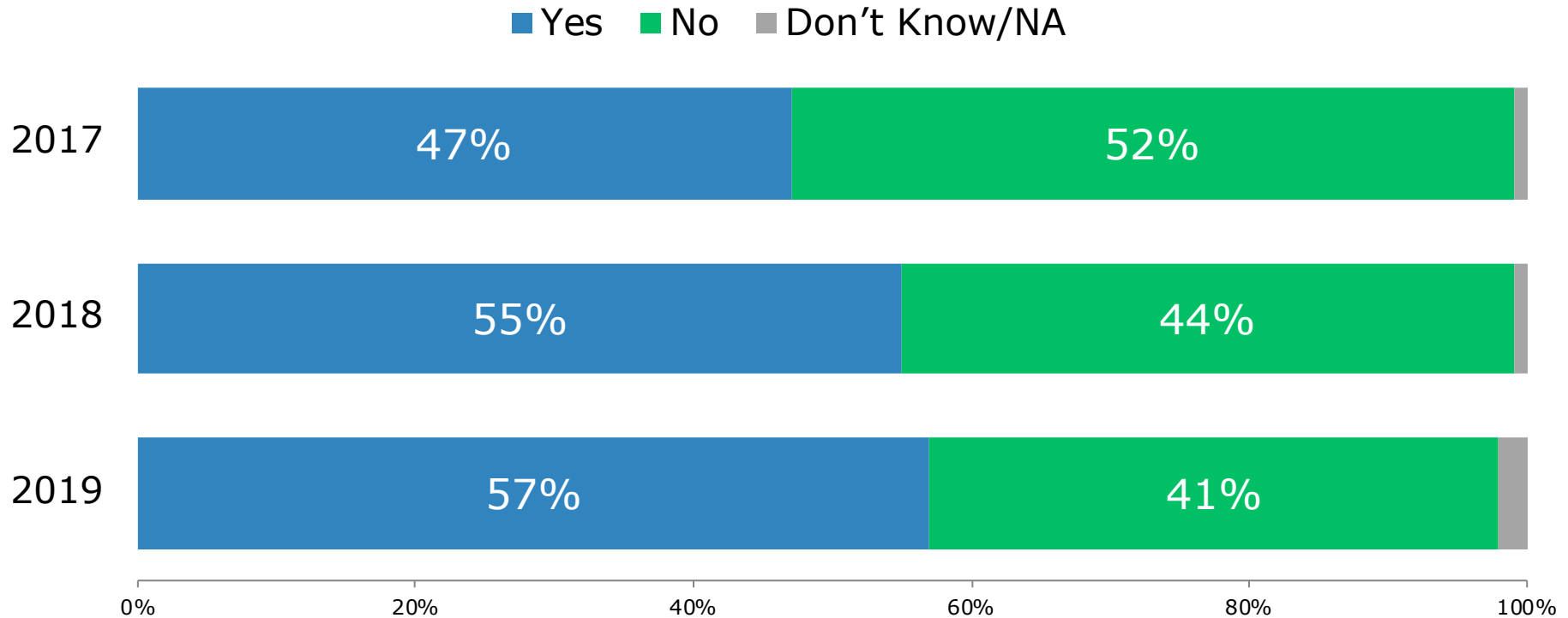
■ Struggling ■ Middle ■ Comfortable

Lowest satisfaction score of any item in any segment

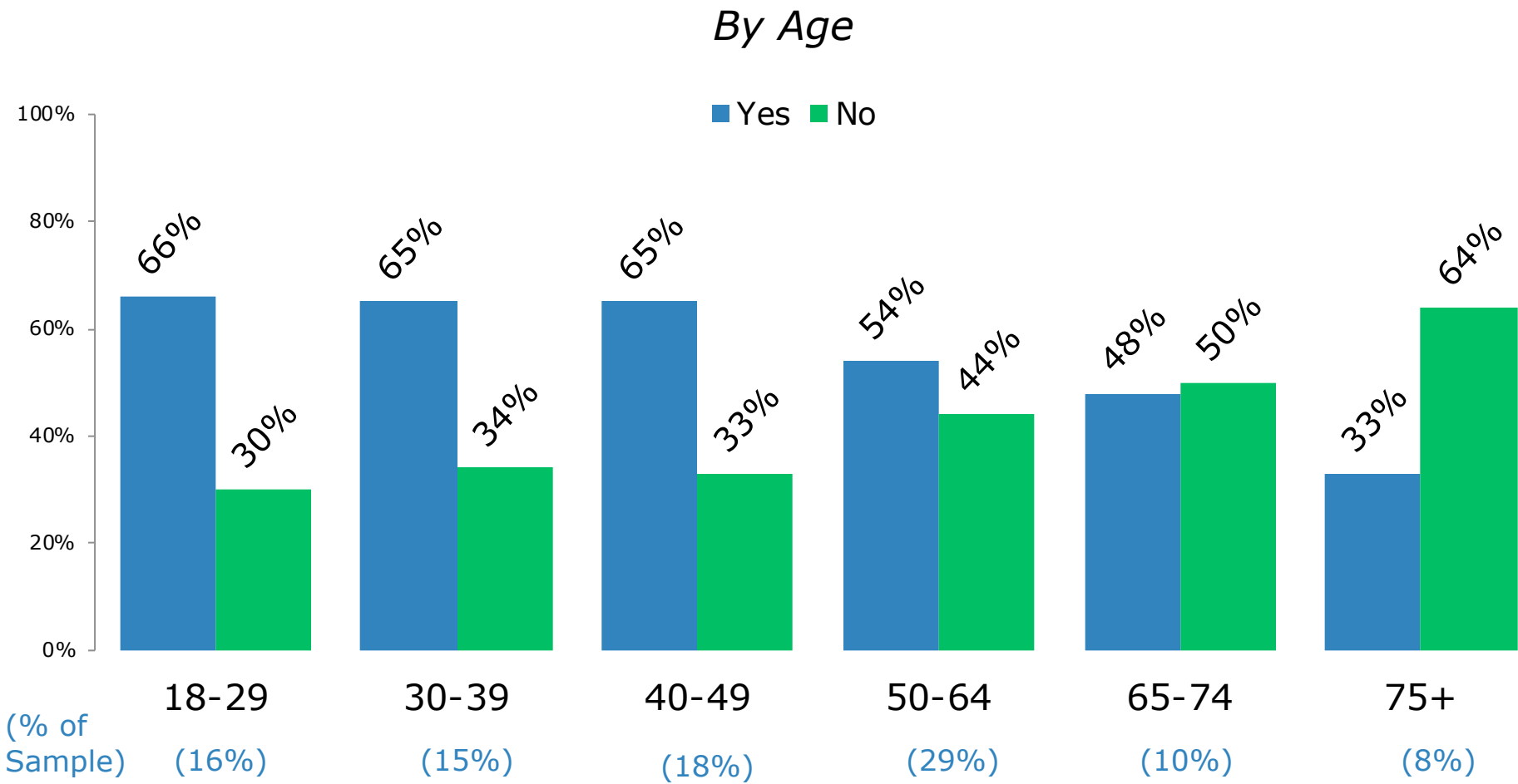


The percentage of residents who have considered moving because of housing costs – or know someone who has – continues to rise.

Have you or a close friend or family member considered moving from your neighborhood in the last few years because of rising housing costs?



There is a strong correlation with age, as residents under age 50 are most likely to know someone who has considered moving because of housing costs.



Growth and Development Issues

Residents prefer keeping apartment buildings in neighborhoods already zoned for multi-family housing.

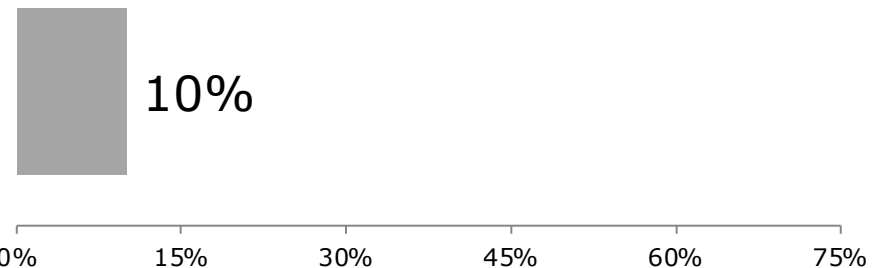
New apartment buildings should be built only in neighborhoods that are already designated for multi-family housing, and not in single-family zones



New apartment buildings should be allowed in any residential zone, even in neighborhoods that are currently zoned only for single-family homes



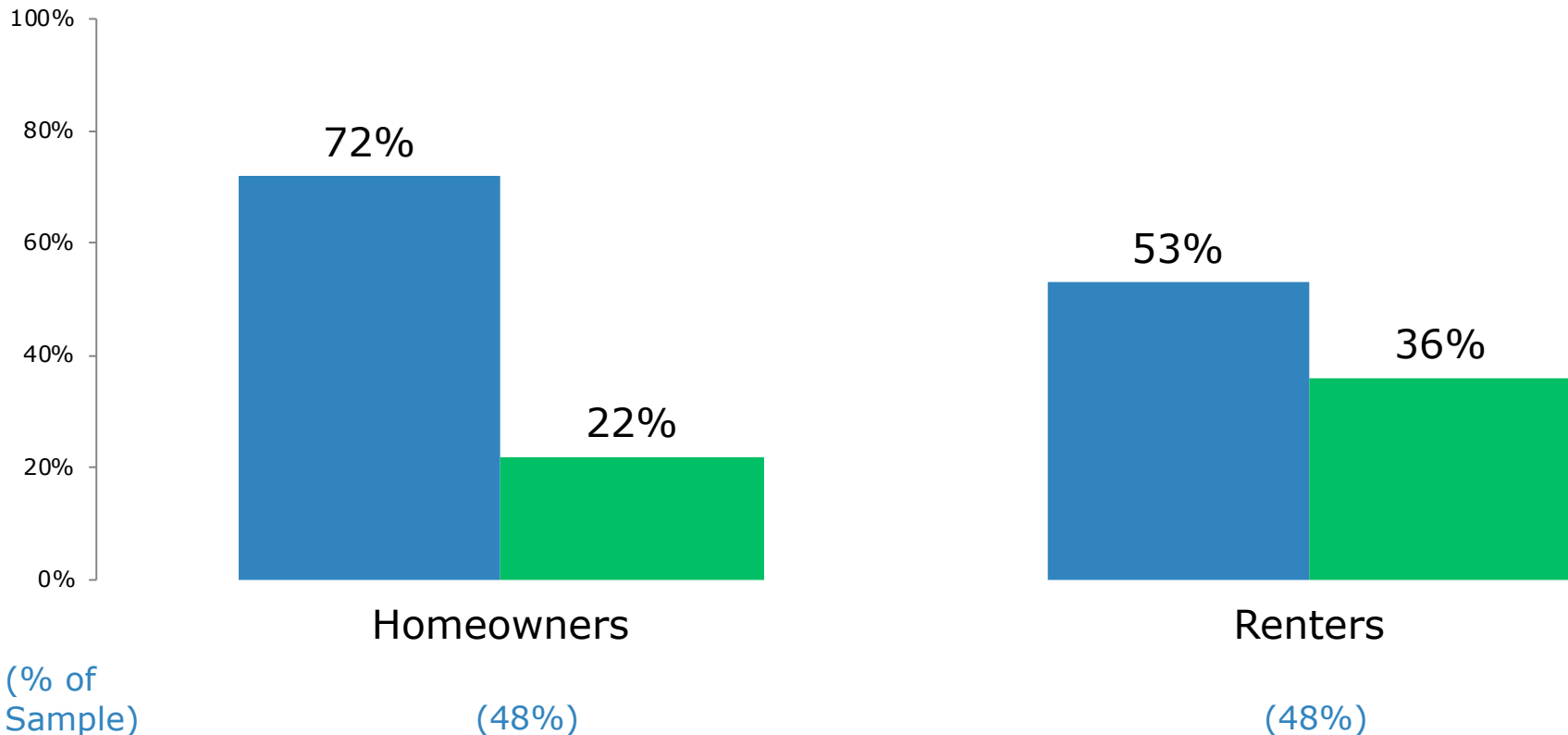
Both/Neither/DK/NA 10%



Majorities of both homeowners and renters prefer to have new apartment buildings built in multi-family zones only.

By Residence

■ Multi-Family ■ Any Zone



The impact of growth and development is consistently viewed slightly negatively.

I'm going to read a pair of statements and ask you to tell me which one comes closer to your point of view.

2017 2018 2019

New building development and growth in your community has had a **negative impact**: it is increasing traffic, the new buildings are too big, it is making housing more expensive, and local residents and small businesses are getting pushed out.

51% 52% 47%

New building development and growth in your community has had a **positive impact**: it is improving the local economy and creating more jobs, generating more tax revenues for city and county services, creating new housing and making the community a safer and more attractive place to live.

42% 44% 44%

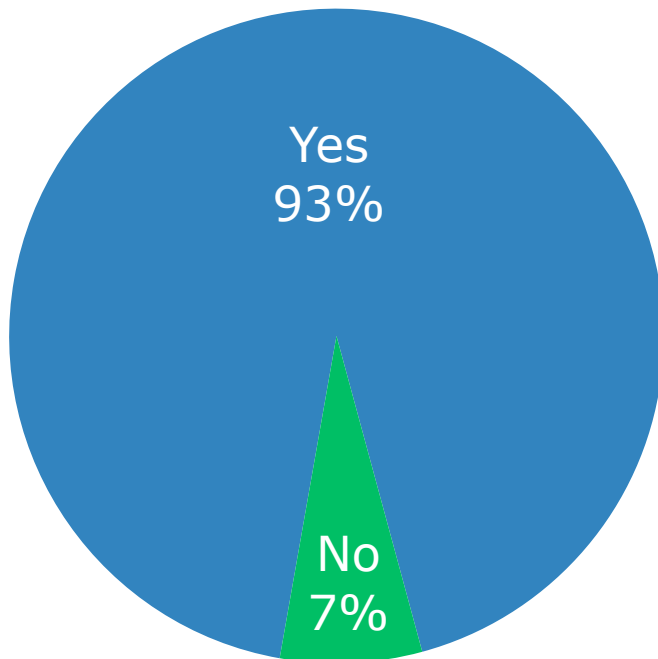
Don't know/NA

6% 4% 9%

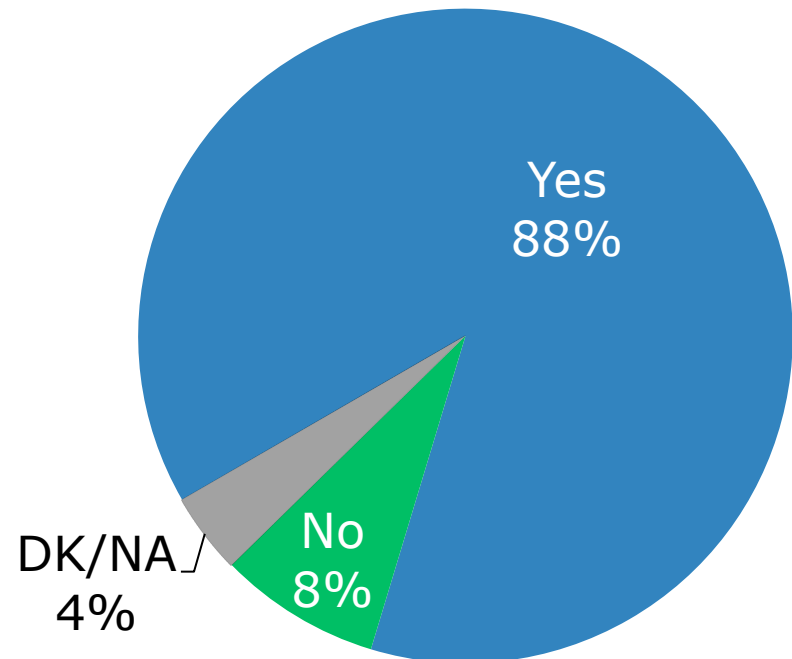
Transportation and Traffic Policies

Car ownership is widespread and residents think it is likely they will continue owning a car in five years.

Does anyone in your household own a car?

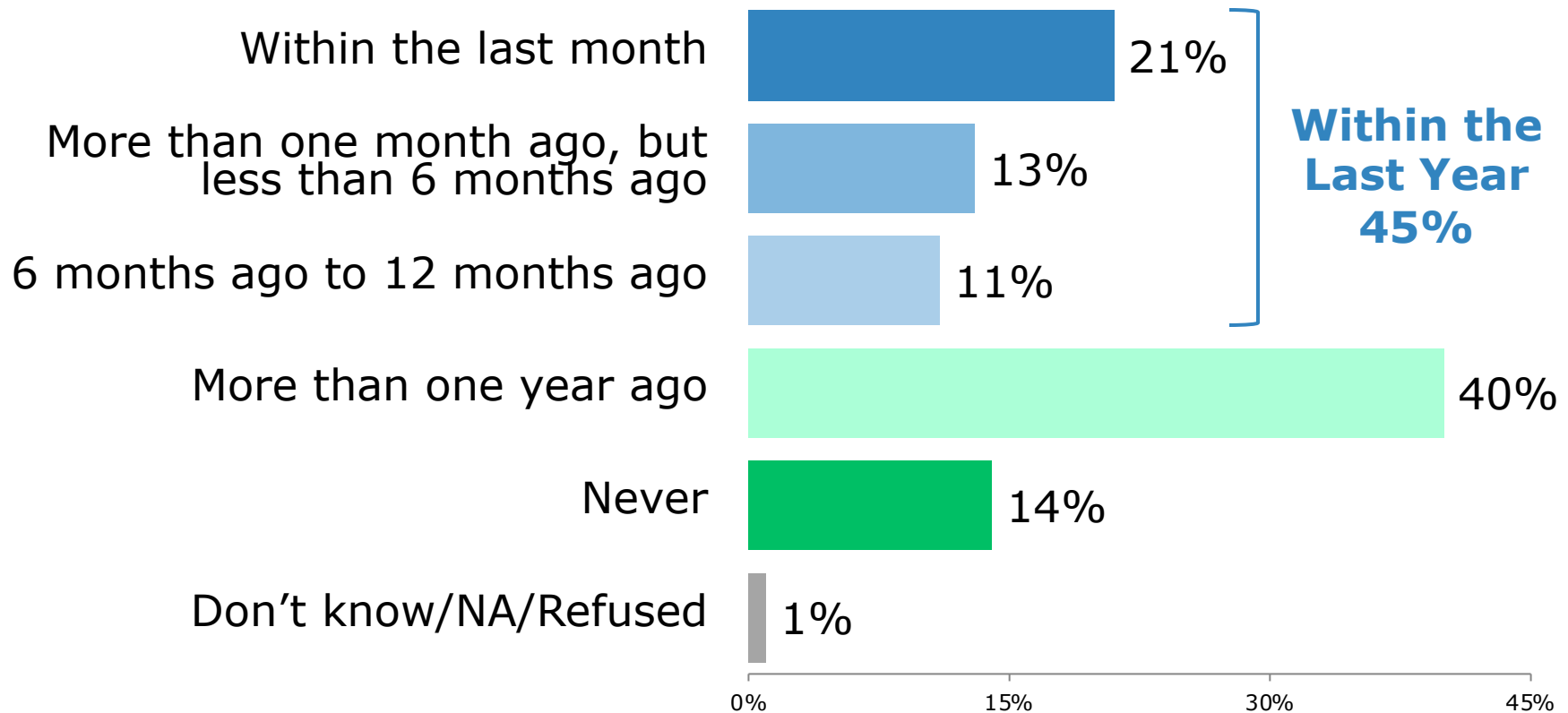


Do you think your household will own a car in five years?



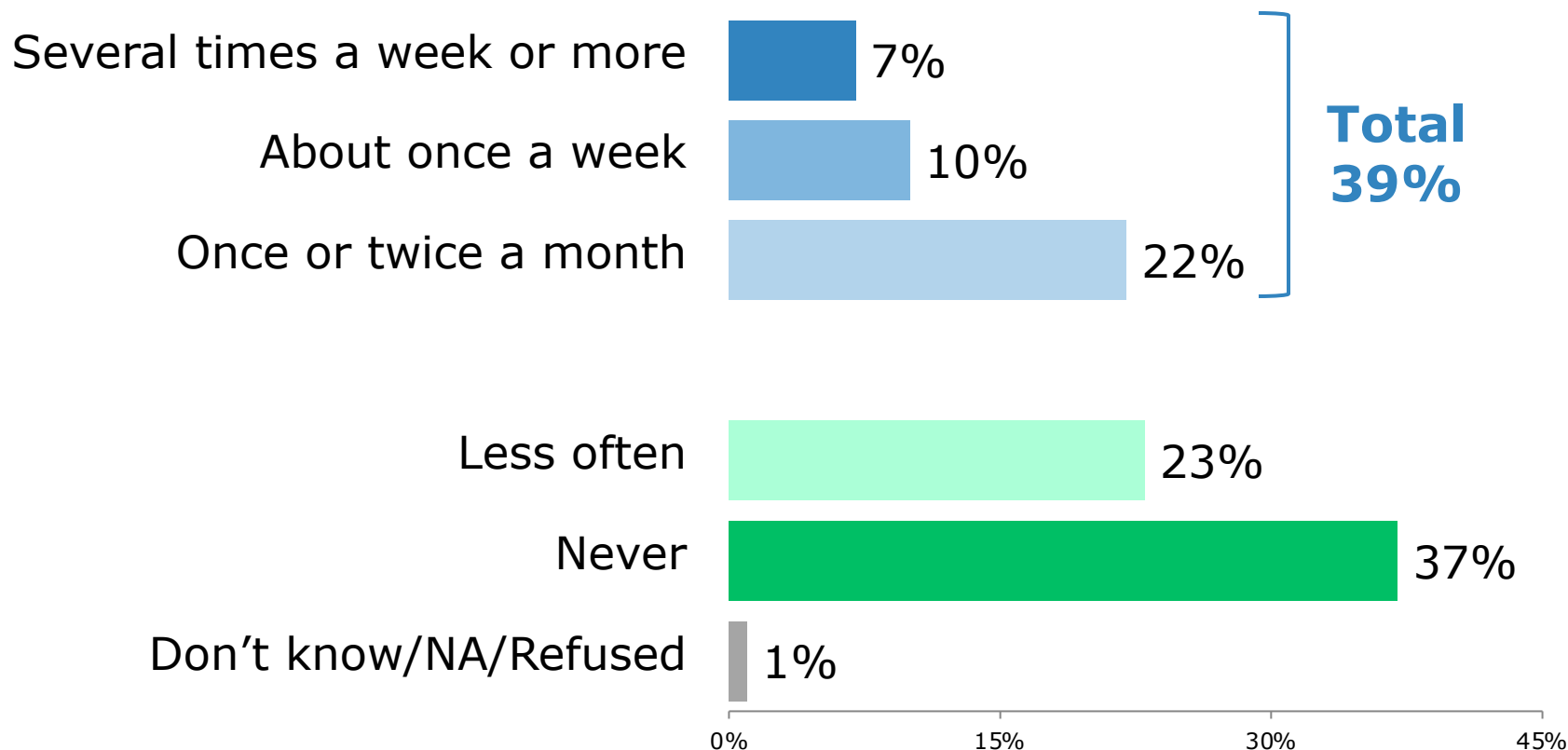
Less than half of respondents report having used the bus or rail system in LA County in the last year.

When was the last time you rode on a bus and/or the rail system in LA County?

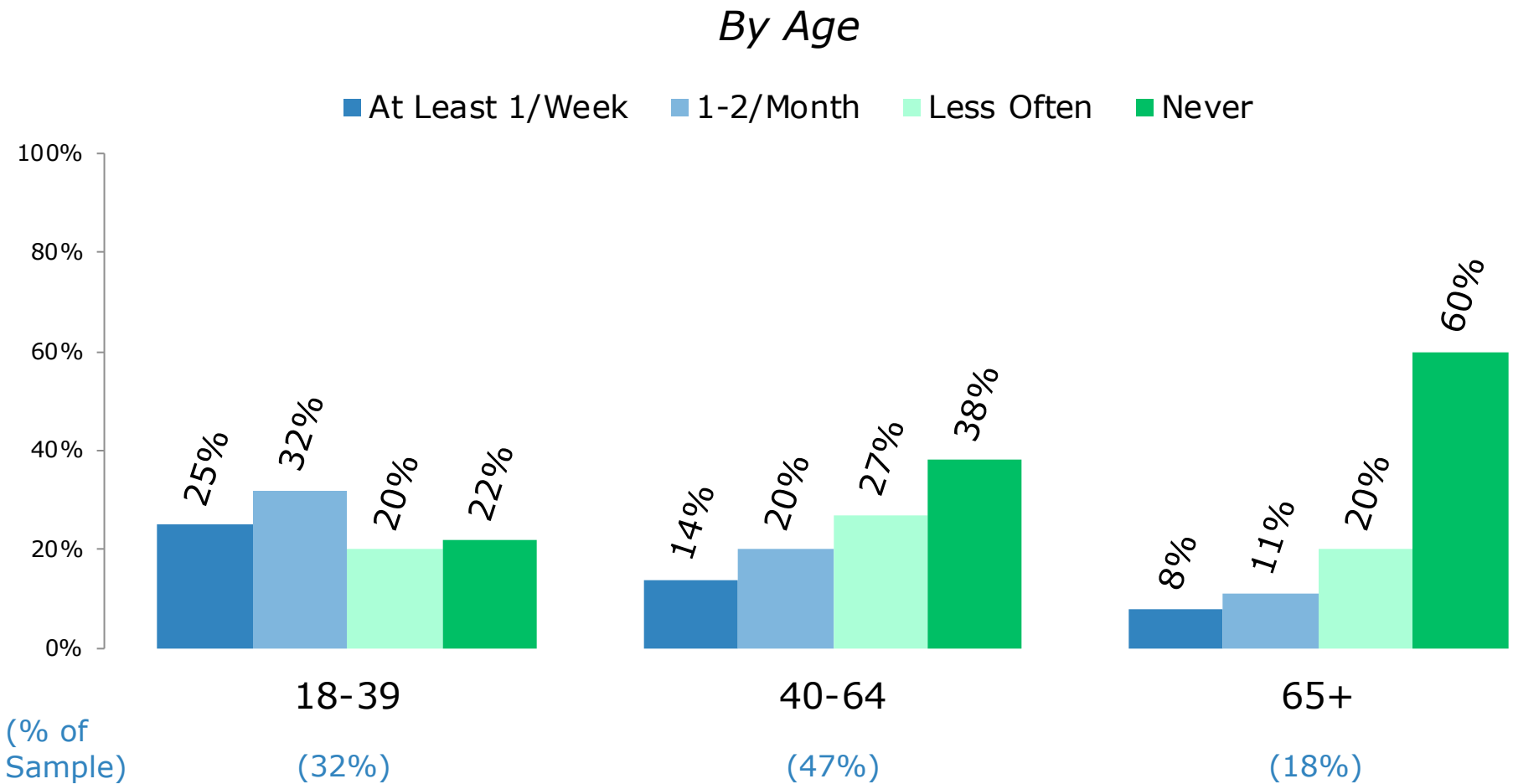


About 40 percent of respondents report using a shared, on-demand transportation method at least once a month.

How often do you use on-demand, shared method of transportations like Uber or Lyft, a Bird or Lime scooter, a Metro bike or a Jump bike?

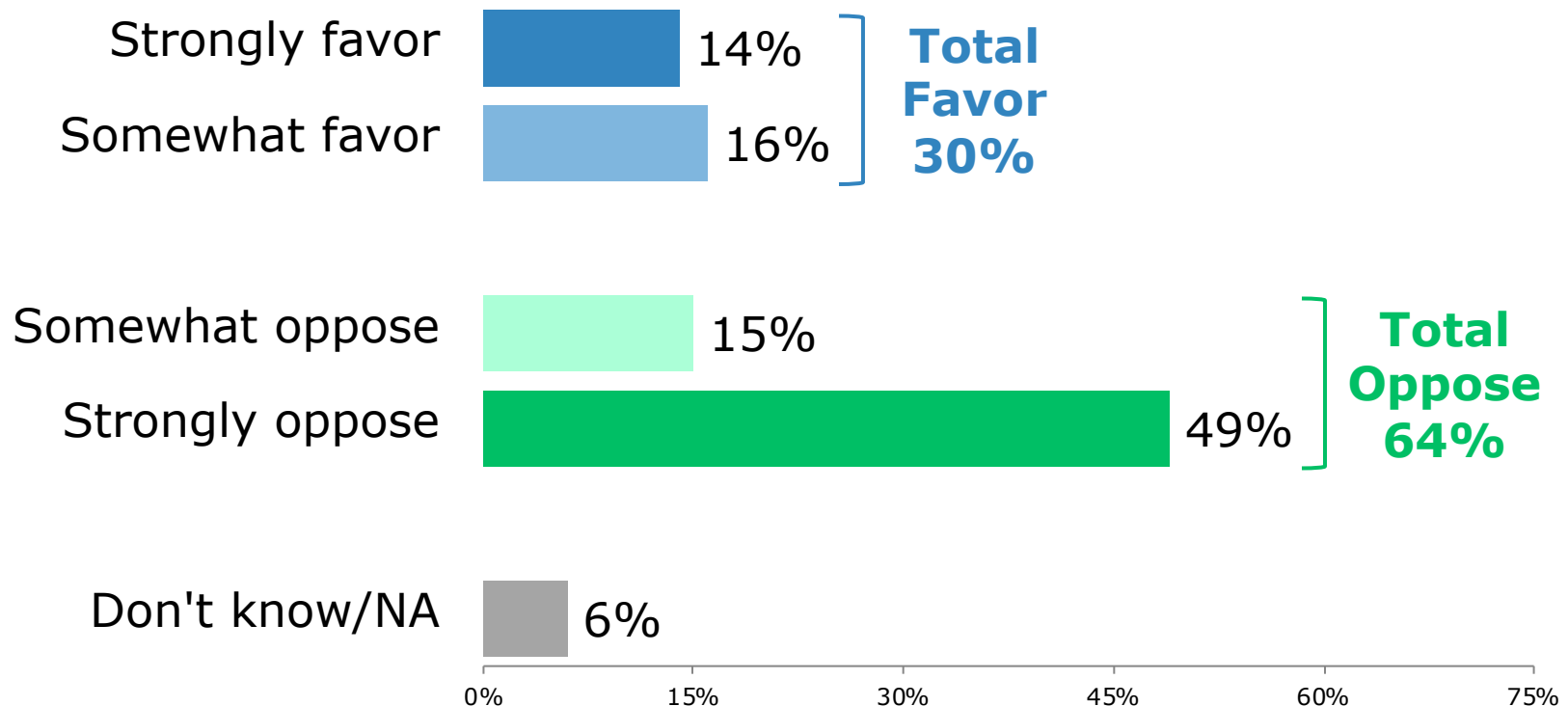


Use of shared transportation methods is much higher among younger residents.



By more than two-to-one, respondents oppose congestion pricing strategies, based on a basic definition.

Do you favor or oppose a strategy called congestion pricing, which could include more toll lanes on freeways, charges for driving into congested areas at peak travel times, or other road use charges in order to reduce traffic and provide revenue to expand public transportation?



Compared to the first QLI survey in 2016, there has been an increase in income levels.

(What was) the total income for your household before taxes in the last year?

