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: ±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.

### Positive Tier

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Health care</td>
<td>69</td>
<td>67</td>
<td>69</td>
<td>70</td>
</tr>
<tr>
<td>Relations between people of different races, ethnicities and religions</td>
<td>68</td>
<td>67</td>
<td>72</td>
<td>69</td>
</tr>
<tr>
<td>Your neighborhood</td>
<td>68</td>
<td>67</td>
<td>69</td>
<td>71</td>
</tr>
</tbody>
</table>

### Neutral Tier

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Public safety</td>
<td>60</td>
<td>60</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>Jobs and the economy</td>
<td>59</td>
<td>57</td>
<td>60</td>
<td>52</td>
</tr>
<tr>
<td>The environment</td>
<td>56</td>
<td>56</td>
<td>64</td>
<td>61</td>
</tr>
</tbody>
</table>

### Negative Tier

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<tr>
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</thead>
<tbody>
<tr>
<td>*Transportation and traffic</td>
<td>50</td>
<td>50</td>
<td>53</td>
<td>58</td>
</tr>
<tr>
<td>Education</td>
<td>49</td>
<td>48</td>
<td>52</td>
<td>54</td>
</tr>
<tr>
<td>Cost of living</td>
<td>42</td>
<td>43</td>
<td>47</td>
<td>50</td>
</tr>
</tbody>
</table>

*Was asked as "Transportation" in 2016*
Comparing Satisfaction and Importance

Highest importance and lowest satisfaction

Cost of living

<table>
<thead>
<tr>
<th>Category</th>
<th>Satis. Impt.</th>
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</thead>
<tbody>
<tr>
<td>Health care</td>
<td>69 57</td>
</tr>
<tr>
<td>Relations between people of different races, ethnicities and religions</td>
<td>68 36</td>
</tr>
<tr>
<td>Your neighborhood</td>
<td>68 43</td>
</tr>
<tr>
<td>Public safety</td>
<td>60 54</td>
</tr>
<tr>
<td>Jobs and the economy</td>
<td>59 58</td>
</tr>
<tr>
<td>The environment</td>
<td>56 40</td>
</tr>
<tr>
<td>Transportation and traffic</td>
<td>50 38</td>
</tr>
<tr>
<td>Education</td>
<td>49 54</td>
</tr>
<tr>
<td>Cost of living</td>
<td>42 70</td>
</tr>
</tbody>
</table>
The cost of housing is by far the most important factor in the Cost of Living category.

- What you pay for housing, mortgages or rents: 53%
- What you pay in taxes: 20%
- What you pay for food and basic household goods: 11%
- What you pay for basic utilities such as electricity, natural gas and water: 8%
- What you pay for transportation, including gasoline and other costs: 6%
Satisfaction with the cost of housing is lower with renters and younger respondents.

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renters Under Age 50</td>
<td>36</td>
</tr>
<tr>
<td>Renters Over Age 50</td>
<td>37</td>
</tr>
<tr>
<td>Homeowners Under Age 50</td>
<td>47</td>
</tr>
<tr>
<td>Homeowners Over Age 50</td>
<td>50</td>
</tr>
</tbody>
</table>

Q12a. The FIRST/NEXT questions have to do with the cost of living. How satisfied are you with ________?
L.A. County residents are dissatisfied with the cost of housing across income groups.

Q12a. The **FIRST/NEXT** questions have to do with the cost of living. How satisfied are you with _________? 

- Under $60K: 40
- $60K-$120K: 42
- $120K+: 44
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

- Amount You Pay for Housing
  - Struggling: 37
  - Middle: 38
  - Comfortable: 48

- Quality of Air You Breathe
  - Struggling: 51
  - Middle: 53
  - Comfortable: 60

- Your Daily Commute
  - Struggling: 54
  - Middle: 54
  - Comfortable: 54

- Interactions with Local Law Enforcement
  - Struggling: 64
  - Middle: 68
  - Comfortable: 75

- Parks and Recreation Areas Near Home
  - Struggling: 65
  - Middle: 66
  - Comfortable: 76

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?

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>47%</td>
<td>52%</td>
<td>0%</td>
</tr>
<tr>
<td>2018</td>
<td>55%</td>
<td>44%</td>
<td>0%</td>
</tr>
<tr>
<td>2019</td>
<td>57%</td>
<td>41%</td>
<td>0%</td>
</tr>
</tbody>
</table>
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.

By Age

<table>
<thead>
<tr>
<th>Age Interval</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>66%</td>
<td>30%</td>
</tr>
<tr>
<td>30-39</td>
<td>65%</td>
<td>34%</td>
</tr>
<tr>
<td>40-49</td>
<td>65%</td>
<td>33%</td>
</tr>
<tr>
<td>50-64</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>65-74</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>75+</td>
<td>64%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Q29. Have you or a close friend or family member considered moving from your neighborhood in the last few years because of rising 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 (62%)

New apartment buildings should be allowed in any residential zone, even in neighborhoods that are currently zoned only for single-family homes (29%)

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

<table>
<thead>
<tr>
<th>Residence</th>
<th>Multi-Family</th>
<th>Any Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowners</td>
<td>72%</td>
<td>22%</td>
</tr>
<tr>
<td>Renters</td>
<td>53%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Q27. My next questions deal with housing issues. First, I’m going to read a pair of statements and ask you to tell me which one comes closer to your point of view.
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.

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.

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.

Don't know/NA

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>51%</td>
</tr>
<tr>
<td>2018</td>
<td>52%</td>
</tr>
<tr>
<td>2019</td>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>42%</td>
</tr>
<tr>
<td>2018</td>
<td>44%</td>
</tr>
<tr>
<td>2019</td>
<td>44%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>6%</td>
</tr>
<tr>
<td>2018</td>
<td>4%</td>
</tr>
<tr>
<td>2019</td>
<td>9%</td>
</tr>
</tbody>
</table>
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?
- Yes: 93%
- No: 7%

Do you think your household will own a car in five years?
- Yes: 88%
- No: 8%
- DK/NA: 4%
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?

- Within the last month: 21%
- More than one month ago, but less than 6 months ago: 13%
- 6 months ago to 12 months ago: 11%
- More than one year ago: 40%
- Never: 14%
- Don’t know/NA/Refused: 1%

45% of respondents within the last year.
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?

- Several times a week or more: 7%
- About once a week: 10%
- Once or twice a month: 22%
- Less often: 23%
- Never: 37%
- Don’t know/NA/Refused: 1%

Total: 39%
Use of shared transportation methods is much higher among younger residents.

By Age

At Least 1/Week  1-2/Month  Less Often  Never

18-39
25%  32%  20%  22%
(32%)

40-64
14%  20%  27%  38%
(47%)

65+
8%  11%  20%  60%
(18%)

Q48. How often do you use on-demand, shared method of transportation like Uber or Lyft, a Bird or Lime scooter, a Metro bike or a Jump bike?
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?

- Strongly favor: 14%
- Somewhat favor: 16%
- Somewhat oppose: 15%
- Strongly oppose: 49%
- Don't know/NA: 6%

Total Favor: 30%
Total Oppose: 64%
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?