



COMMUNITY SURVEY 2022



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INTRODUCTION

South LA All In (SLAAI) is a coalition-driven, anti-poverty initiative designed to address longstanding racial and socioeconomic inequities in South Los Angeles. Working with a diverse range of community partners and stakeholders, South LA All In will support the community's equitable recovery from COVID-19 while positioning residents and businesses to benefit from the influx of investment in Los Angeles leading to the 2028 Olympics and beyond.

As the anchor agency for South LA All In, the Coalition for Responsible Community Development (CRCD) embarked on an extensive research and planning process in early 2022 to identify emerging community needs and key opportunities around infrastructure development, affordable housing, access to capital, career pathways and regional collaboration. As part of this process, CRCD partnered with USC's Neighborhood Data for Social Change to develop a 2022 community survey. The survey was designed to be accessible for South LA residents and small business owners, covering topics including: good jobs, career pathways, local development, access to capital, and housing, and sought to understand the experience and priorities of South LA residents within these areas.



EXECUTIVE SUMMARY

The 2022 “South LA All In” community survey was designed and implemented through a partnership between the Coalition for Responsible Community Development and USC’s Neighborhood Data for Social Change to capture the experience and priorities of South LA residents and business owners. The survey results highlighted a theme of insecurity across housing, employment, and access to capital:

- When asked whether they agree with the statement, “There is enough rental housing in my neighborhood,” nearly 90% of respondents indicated that they disagree, with 71% of respondents saying they strongly disagree.
- Just 7% of respondents indicated that they could afford basic needs after paying rent.
- Only 8% agreed that their job pays enough to afford the needs of themselves and members of their household.
- Of those who expressed doubt about being able to find a well-paying job, the top reasons included lack of opportunities, feeling under-qualified, and undocumented status.
- More than half of small business owners agreed that the ongoing development in the region will benefit their small business, contrasting with only 20% of general respondents agreeing with the same sentiment of community benefit.

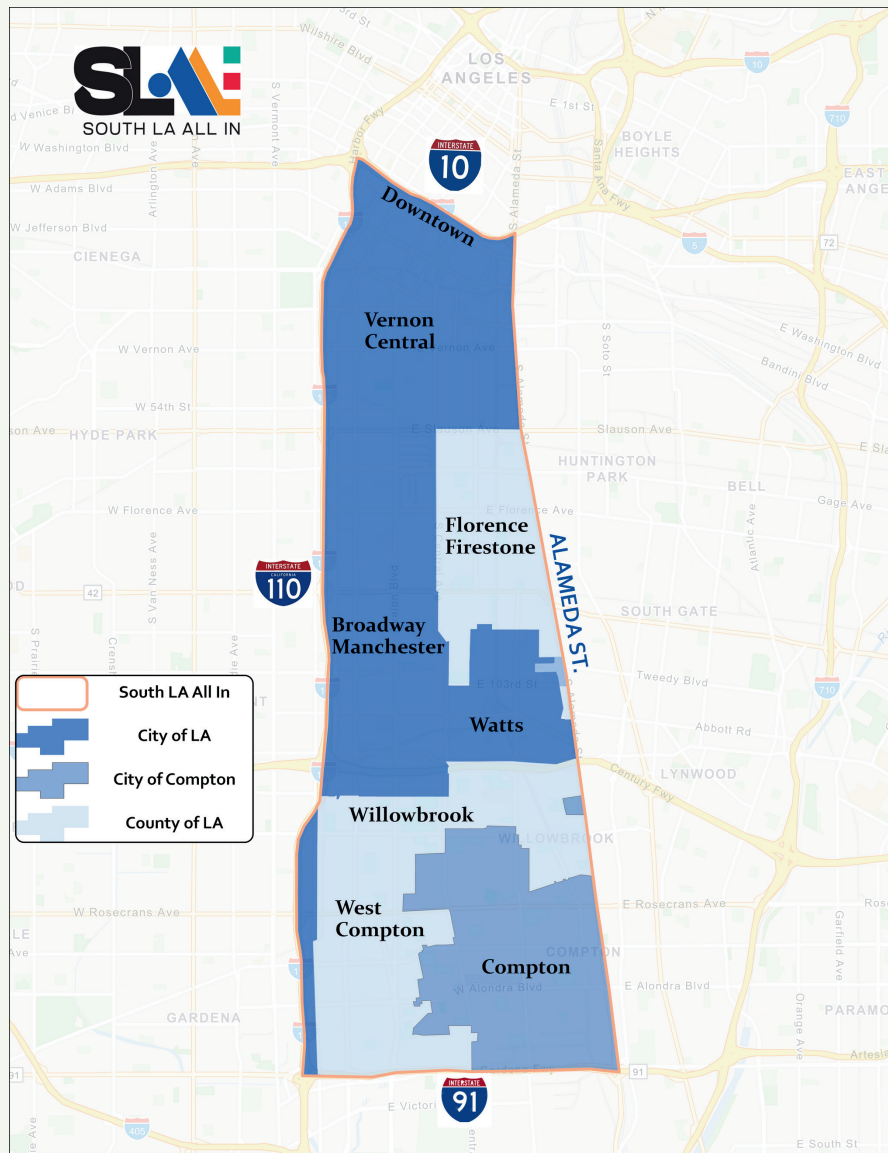
Despite the precarity echoed by many residents, the majority of respondents felt strongly rooted in South LA and plan to stay in the area long-term.

With opportunities like the 2028 Olympics on the horizon and billions in infrastructure development and other investments in the pipeline, local policymakers, stakeholders and change makers have an opportunity to collectively address long-standing racial and socio-economic inequities that have impacted South LA for decades.



SURVEY METHODOLOGY

The survey, designed by the USC team in collaboration with CRCD, was launched on October 10, 2022, and ran until December 4, 2022, with a goal of obtaining at least 500 responses from South LA community members. The goal of the project was not to collect a statistically representative sample of South LA, but rather to conduct a community-based survey with a robust number of responses. Respondents were asked whether or not they lived within the South LA All In catchment area (shown in the map below), and responses were recorded only for those who confirmed their residence in the area.



South LA All In is geographically centered around the eastern portion of the South Los Angeles region and contains portions of the City of Los Angeles, Compton, and County of Los Angeles. It is bounded to the West by the 110 Freeway, to the South by the 91 Freeway, to the East by Alameda Street, and to the North by the 10 Freeway.

Survey respondents were asked 16-21 questions, depending on how they identified. Situation-specific questions were asked of renters, homeowners, the precariously housed, and business owners. Questions covered opinions about housing, jobs, education, and access to capital in the region. The survey was distributed in both English and Spanish through several channels including door-to-door canvassing led by CRCD, flyers left throughout South Los Angeles, and through social media and newsletters. Opinion questions were asked using a 1 – 5 scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly Agree. Respondents were given the option to provide their contact information and enter a drawing to win one of several Amazon gift cards

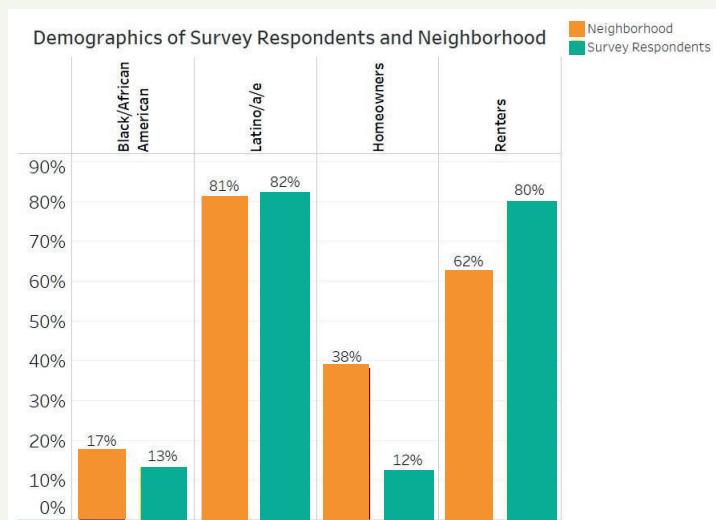


After the survey's conclusion, the results were downloaded from Qualtrics and analyzed. Unhelpful responses, such as surveys that were completely blank, less than half finished, finished extraordinarily quickly, or taken outside of Los Angeles County were dropped [1].

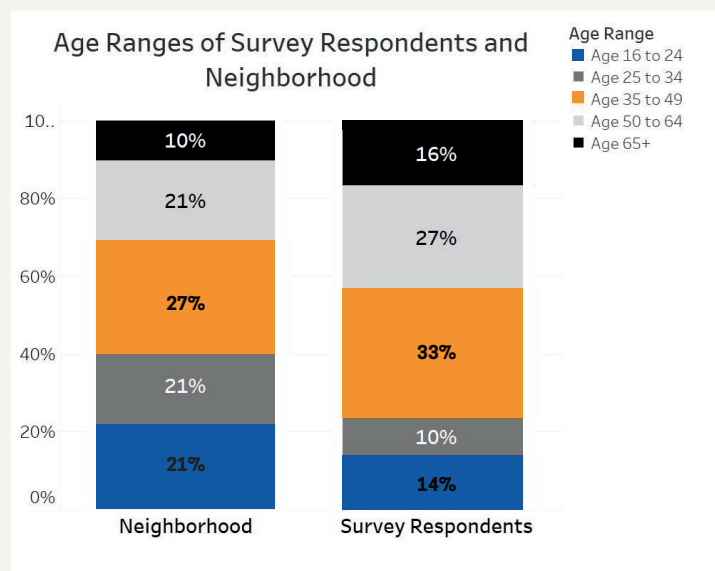
[1] Several weeks into survey collection, the USC team noticed a large number of fraudulent responses in the English-language version of the survey. The team filtered out fraudulent responses according to a number of criteria. First, the team flagged responses from the biggest spike from 11/1 to 11/7. Then, responses were judged on a case-by-case basis and dropped if they contained name/email fields with nonsensical text, abnormal special characters (numbers/symbols/spaces), fake names, unmatching names & emails, or anything else indicative of bot activity. The team feels confident that all English surveys included in the analysis are legitimate. The English-language version of the survey was also re-launched using a new link for the final week of survey collection. The Spanish-language version of the survey was not compromised in any way.

ABOUT THE SURVEY RESPONDENTS

After cleaning and filtering the survey data, 519 surveys were analyzed. This section provides an overview of survey respondent demographics, which aligned closely with the demographics of the neighborhood. A summary of key comparisons is shown in the chart to the right. 368 (71%) respondents took the survey in Spanish and 151 (29%) took the survey in English. This matches the linguistic profile of the SLAAI neighborhood, where 75% of households reported speaking mostly Spanish at home in 2021 (American Community Survey, 2021) [2].

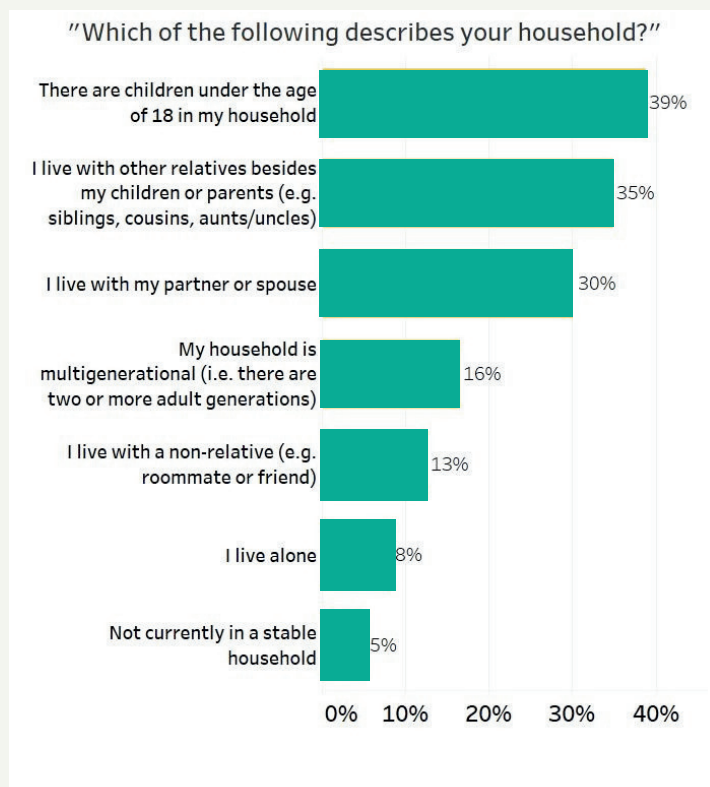


427 (82%) of respondents identified as Latino/a/e and another 70 (13%) identified as Black/African American. By comparison, 81% of residents in the SLAAI neighborhood identified as Latino/a/e in 2021, and 17% identified as Black/African American.



The age distribution of survey respondents skewed older than the neighborhood, as shown on the chart to the left. 24% of survey respondents were under the age of 35 compared to 42% of neighborhood residents, while 43% of survey respondents were over 50 compared to 31% of neighborhood residents.

[2] All American Community Survey data referenced in this section was aggregated to the SLAAI neighborhood on the Neighborhood Data for Social Change portal at <https://map.myneighborhooddata.org/>.



In addition to age and race/ethnicity, the survey also asked about household composition, and respondents were permitted to select as many options as applied to their situation. 201 (39%) of respondents reported having children under the age of 18 in their household, 181 (35%) reported living with relatives besides children or parents (e.g., siblings, cousins, aunts, uncles), and 16% reported living in multigenerational households (i.e., two or more adult generations), as shown in the chart to the left.

Finally, with regards to housing, renters were over-represented among survey respondents compared to the neighborhood. 417 (80%) of respondents reported renting the home they live in, 63 (12%) reported owning their home, and 39 (8%) of respondents reported that they were in between housing (including staying with a friend/family temporarily) or currently unhoused. By comparison, Census data shows that 62% of households in the SLAAI are renters, with 38% owning their homes.



SURVEY FINDINGS

The following sections detail the opinions of the respondents on the topics covered by the survey including: housing, safety and connectedness, jobs and workforce development, and small businesses.

HOUSING

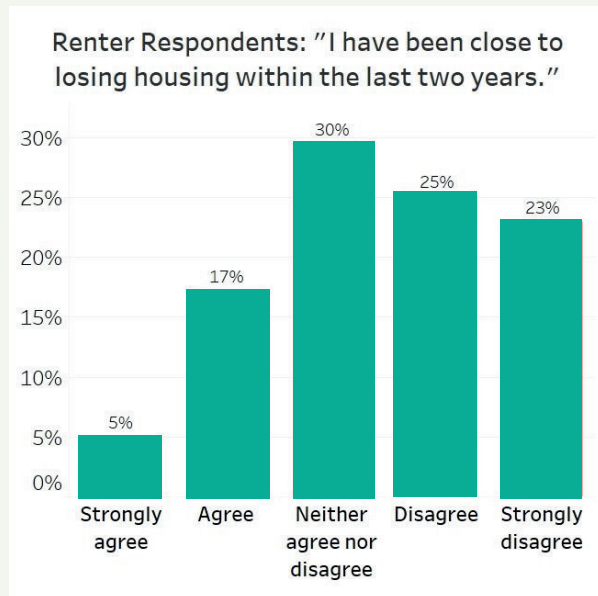
Renters

417 of survey respondents who indicated that they rent their housing were asked questions specific to the renting conditions in the SLAAI area. Renter respondents expressed frustration with their choices around housing. When asked whether they agree with the statement “There is enough rental housing in my neighborhood,” nearly 90% of respondents indicated that they disagree, with 71% of respondents saying they strongly disagree. The 2021 American Community Survey estimates that nearly two thirds of residents in the area are considered “rent burdened,” meaning they pay more than 30% of their monthly income on rent and utilities (a common threshold for measuring housing affordability). Further, more than a third of residents in the neighborhood are “severely rent burdened” and paying more than half of their monthly income on rent and utilities. The survey reflects similar sentiments, as just 7% of respondents indicated that they can afford basic needs after rent, shown in the chart above [3].



[3] It is important to note that “basic needs” was left open to interpretation of the respondent and likely varied slightly from person to person.

A recent study by the USC Sol Price Center for Social Innovation investigating the effects of rent burden on residents in South and Central Los Angeles found that households were making significant cutbacks on critical basic needs in order to pay rent. The study found that two-thirds of rent-burdened households cut back on food, and half cut back on clothing, entertainment or family activities, or deferred bill payments and/or took on more debt (Rosen, Angst, De Gregorio & Painter, 2020).



Despite feeling the effects of lack of rental housing supply and stretched budgets for basic needs after paying for housing, the majority of renter respondents did not strongly feel they had been close to losing their housing in the last two years. Notably, however, 30% of renter respondents indicated that they neither agreed nor disagreed, which in itself implies a certain degree of precarity, as shown in the chart to the left.

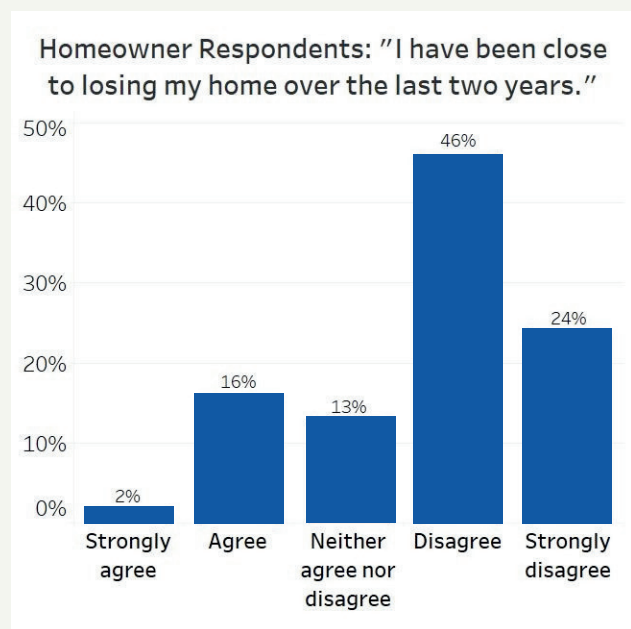


Looking to the future, half of respondents indicated that they did not feel that they could continue to afford rent in their current neighborhood. An additional quarter of respondents were unsure. **When asked about whether or not they could afford to purchase a home in their current neighborhood, 84% of renter respondents reported that they disagreed, with 68% of respondents strongly disagreeing.** The American Community survey reports the 38% of residents in the SLAAI area own their homes compared to 46% countywide.

Notably, older respondents were consistently more pessimistic regarding housing outcomes than their younger counterparts. For example, the older the respondent, the more likely they were to disagree with the idea that there is enough rental housing supply. About 2/3 of age 16-34 respondents disagreed. This jumped to 93% for 35-50-year-old individuals, and even higher to 98% for ages 50+. When asked about affording basic needs, 24% of 16-34-year-old individuals said they could, but only 3% of adults over 35 years old felt the same. And while 41% of respondents under 35 felt they could continue affording rent and 17% felt they could afford a home, these percentages dropped to 19% and 4% respectively for those over the age of 35. This could potentially reflect older respondents' status as parents or long-time residents, resulting in a greater concern for finding adequate housing for multiple family members in a rapidly changing community.

Homeowners

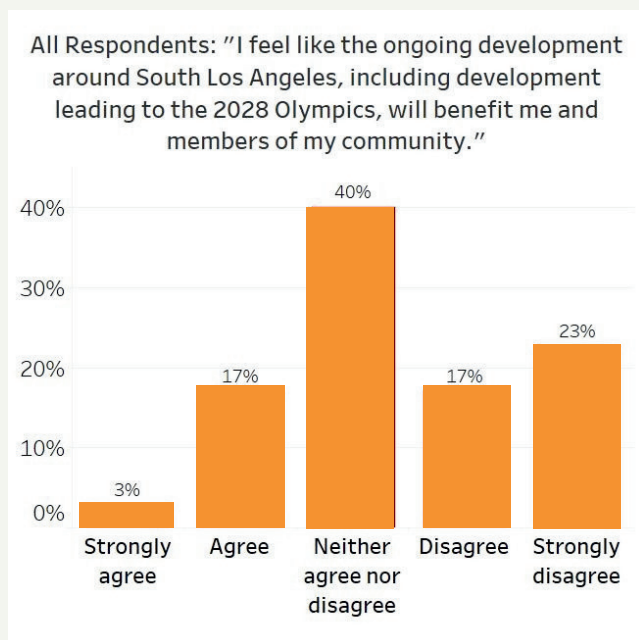
The 63 respondents who reported owning homes experienced more housing stability over the last two years compared to their renting counterparts - 70% of homeowner respondents reported that they did not feel they were close to losing their home over the last two years, as shown in the chart above. According to the LA Housing Department, there were 183 foreclosed housing units in the SLAAI area in 2021 [4]. These foreclosures in the SLAAI area made up 9% of the City's foreclosures in that year despite the fact that the area contains just 7% of the City's housing units. In addition to housing stability, the survey also asked homeowner respondents about their confidence in accessing funds to make repairs or improvements on their homes. Only 25% of homeowner respondents reported agreeing that they felt they could access such funds.



[4] Foreclosure data is reported for the City of LA, so data referenced in this section are referring to City of LA totals.

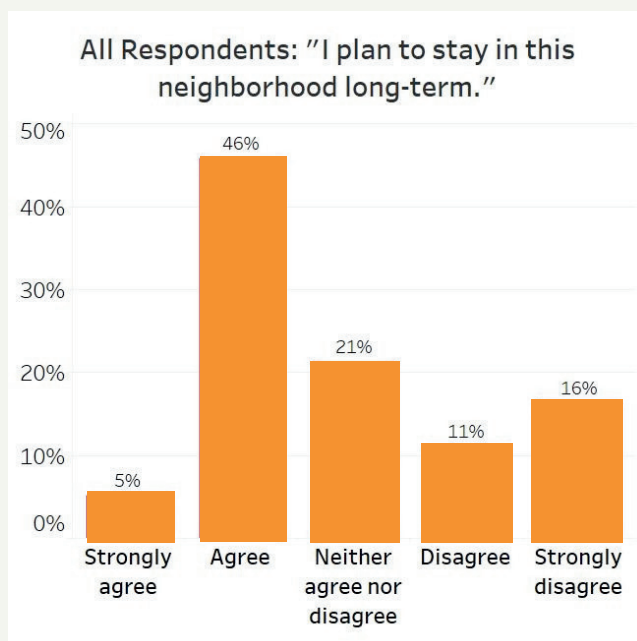
SAFETY AND CONNECTEDNESS

Across all respondents, safety was identified as a key concern. When asked if they agreed with the statement “I feel safe in the neighborhood I live in,” 58% of respondents disagreed and an additional 26% said they neither agreed nor disagreed. Older respondents were more likely to disagree about feeling safe – while 40% of 16-34-year-olds disagreed with this statement, this number jumped to 65% for 35-49-year-olds and 63% of 50+ year-olds.

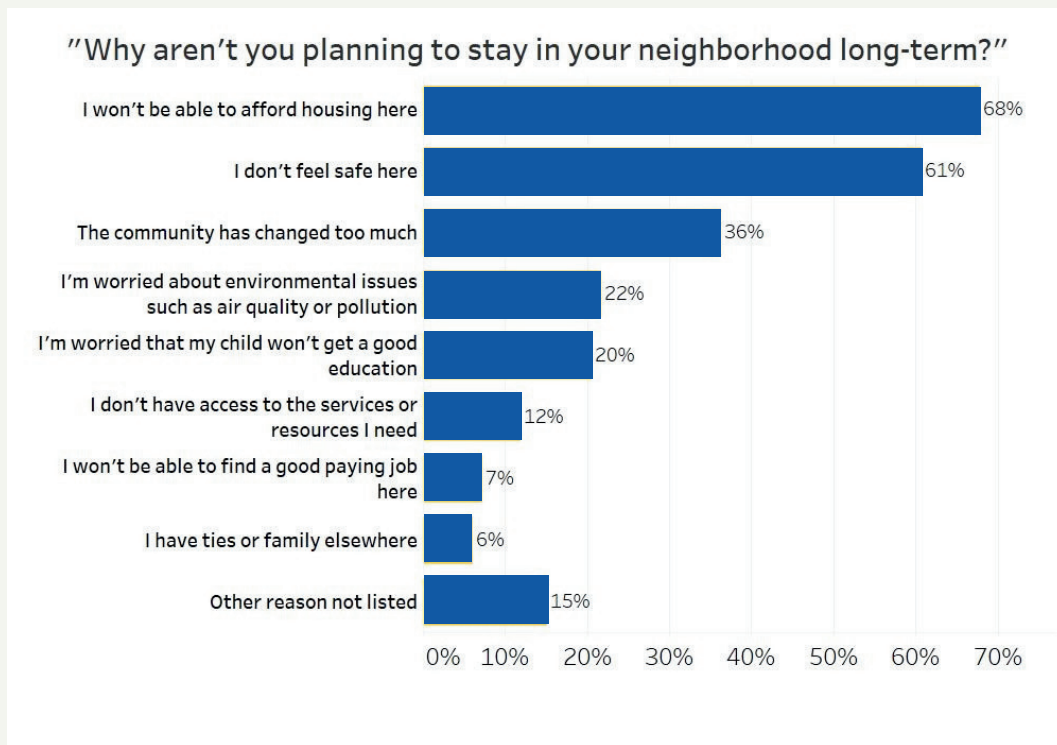


In addition to safety, respondents were also asked about ongoing development projects in their neighborhood. When asked if they agreed with the statement “I feel like the ongoing development around South Los Angeles, including development leading up to the 2028 Olympics, will benefit me and members of my community,” 40% of respondents indicated that they disagreed, as shown in the chart to the left. Here again, older respondents tended to feel more pessimistic. 23% of respondents aged 16-34 disagreed that the development is beneficial compared to 42% of 35-49 year-olds and 48% of 50+ year-olds

When asked about plans to stay in the neighborhood long-term, half of respondents indicated that they plan to stay, and an additional 21% reported that they were unsure, as shown in the chart to the right.



Respondents who indicated that were either unsure or not planning to stay in the neighborhood long term were asked to share the top three reasons why they were not planning to stay. The top factors pushing people out of the area were affordability and safety, as shown in the chart below.

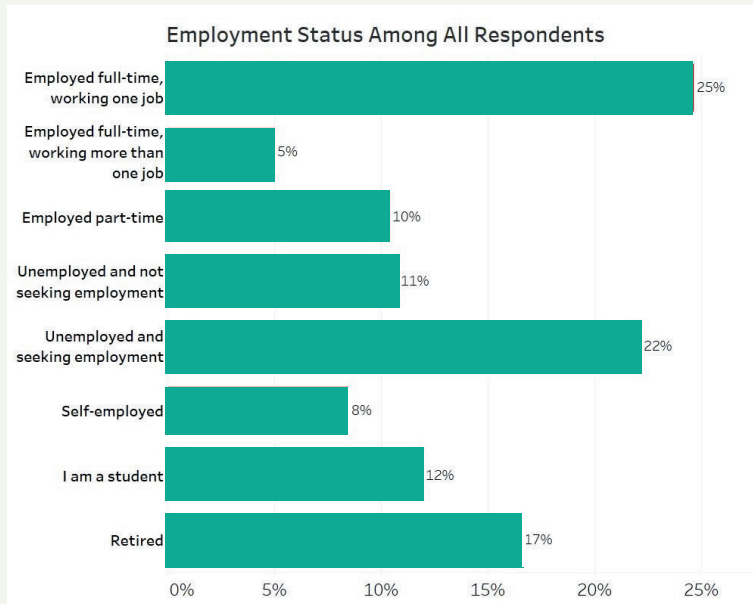


**THE TOP FACTORS
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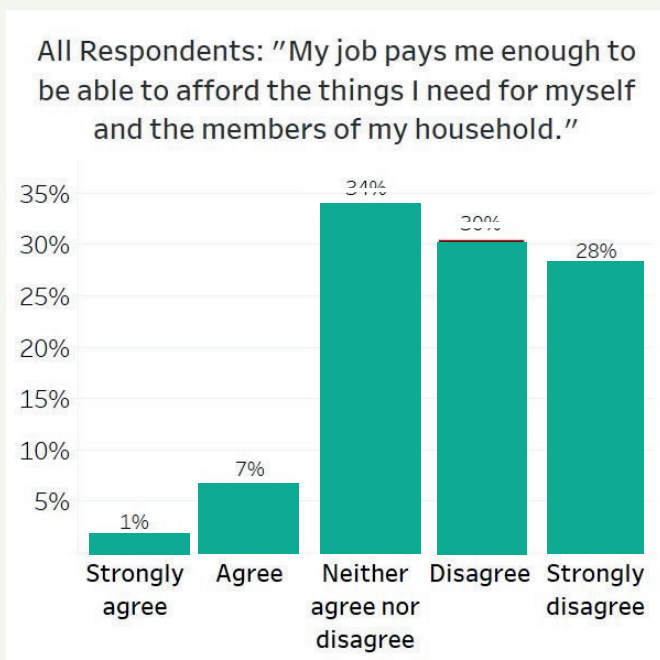
JOBS & WORKFORCE DEVELOPMENT

In the next section, all respondents were asked about their current employment status, shown in the chart below.



The survey fielded a large mix of people – out of 519 respondents, 154 (30%) reported working full-time (128 with one job, 26 with multiple jobs), 54 (10%) reported working part-time, 171 (33%) reported being unemployed (115 were actively seeking, 56 were not), 86 (17%) were retired, and 62 (12%) were students.

These rates of reported unemployment are notably higher than the American Community Survey estimate of 9.6% for the SLAAI area as of 2021. As noted in the methodology section, this survey is not a representative sample of the area population, so this discrepancy may be due at least in part to unemployed people being more likely to self-select in to taking this survey.



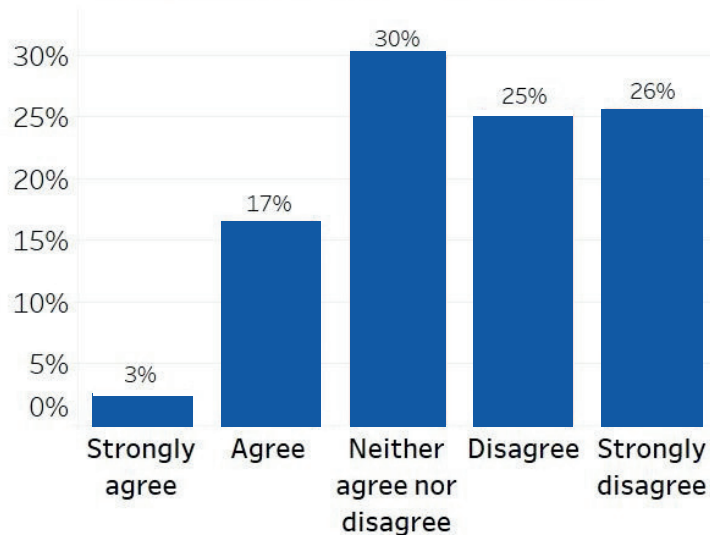
ACROSS ALL RESPONDENTS

ONLY

80%

SAID THEIR JOB PAYS
ENOUGH TO AFFORD THEIR
NEEDS OF THEMSELVES
AND MEMBERS OF
THEIR HOUSEHOLD

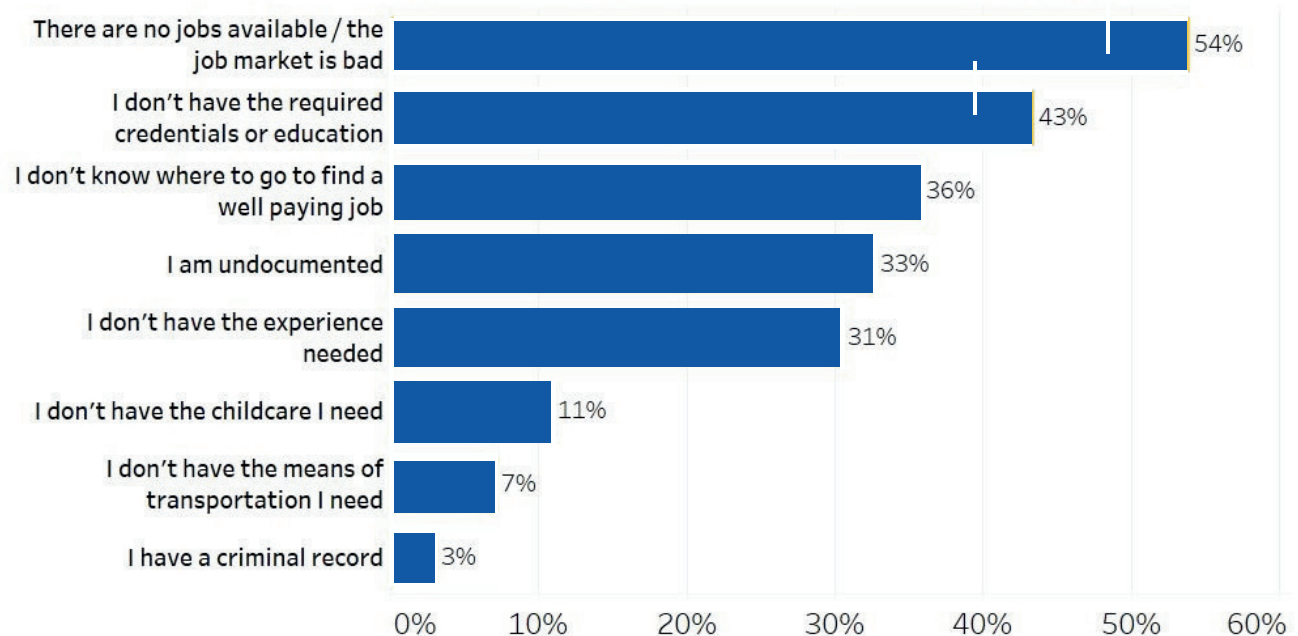
All Respondents: "I currently have or I feel confident that I could get a well paying job in the near future."

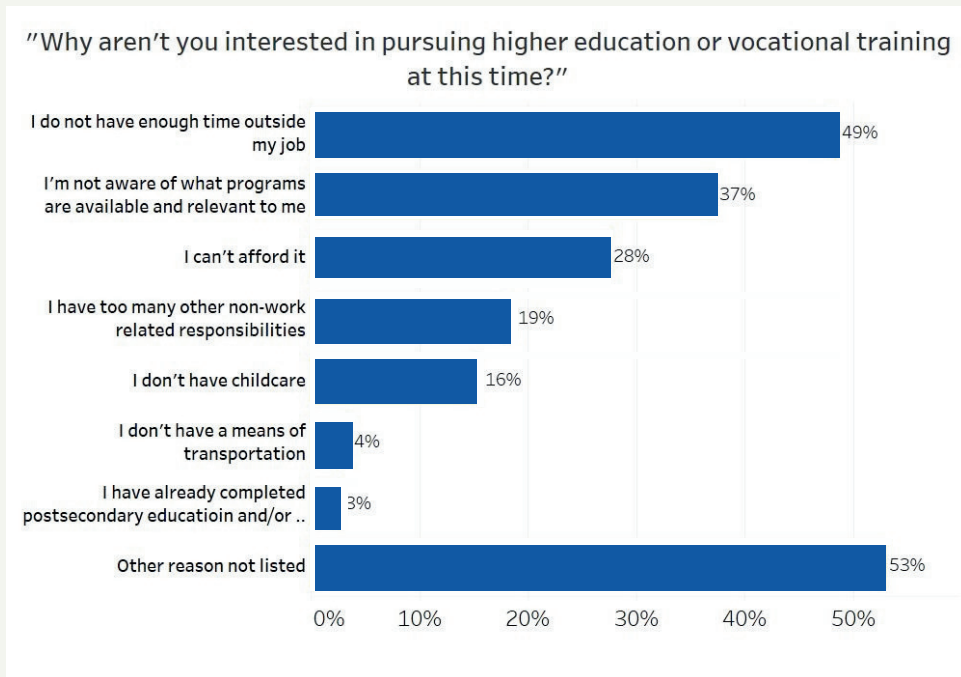


When asked if they agree with the statement "I currently have or feel confident that I could get a well-paying job in the near future," over half of respondents indicated that they disagreed, with an additional 30% feeling unsure/ambiguous, as shown in the chart to the left.

Of those who expressed this doubt, the top reasons included lack of opportunities (jobs not available/don't know where to look), feeling underqualified (lack of credentials/education/experience), and notably, undocumented status, with over a quarter of respondents reporting undocumented status as a top obstacle in their opportunity to land a sufficiently-paying job. This aligns with data from the 2021 American Community Survey, which estimates that 26% of residents in the SLAAI area are foreign-born and not naturalized U.S. citizens. All reasons indicated by respondents are shown in the chart below.

"Why do you feel you aren't you able to find a well paying job?"



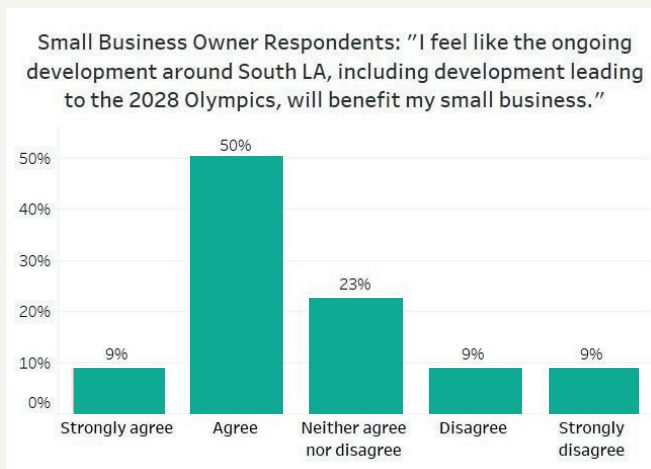
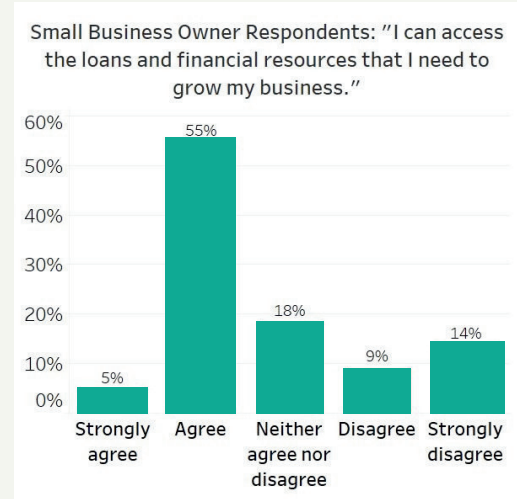


When asked whether or not they are actively pursuing some form of higher education or vocational training to support their career or increase their income, 75% indicated that they were not. When asked about why, the top reasons selected were not having the time outside of work, not being able to afford it, and not being aware of available & relevant programs. It is important to note that the top selected reason was actually "other reason not listed", indicating there are many other factors outside of this list that residents felt restrict them from pursuing higher education or vocational training



SMALL BUSINESSES

Of the 519 respondents, 22 reported being small business owners. In this small sample, more felt that they could access loans & financial resources to grow their business than those who did not, shown in the chart to the below.



The survey also asked small business owners if they agree with the statement "I feel like the ongoing development around South LA, including development leading to the 2028 Olympics, will benefit my small business." As shown in the chart to the left, more than half of small business owners agreed that the ongoing development will benefit their small business, which strongly contrasts to only 20% of general respondents agreeing with the same sentiment of community building.

CONCLUSION

The 2022 “South LA All In” community survey provides helpful and illuminating insight into South LA resident and business owners thoughts about the current state of their community. Unsurprisingly, in light of historic disinvestment and the disproportionate impact of the COVID-19 pandemic, respondents shared themes of instability across employment, housing, and access to capital. Pessimism around the availability of affordable housing and neighborhood safety is apparent across all ages, but even more pronounced in older respondents. Yet, despite the precarity echoed by so many of these residents, the majority of respondents felt strongly rooted in South LA and plan to stay in the area long-term.

With the 2028 Olympics on the horizon and billions of infrastructure development and other investments in the pipeline, local policymakers, stakeholders and change makers have an opportunity to address long-standing racial and socio-economic inequities that have impacted South LA for decades.



TO LEARN MORE AND JOIN SOUTH LA ALL IN

contact us at
SLAAI@coalitionrcd.org or
(323) 891-7475

ACKNOWLEDGEMENTS

Author

Elly Schoen, Systems & Data Manager,
Neighborhood Data for Social Change, USC Lusk Center for Real Estate

Research Team

Neighborhood Data for Social Change, USC Lusk Center for Real Estate

Caroline Bhalla, Executive Director

Elly Schoen, Systems & Data Manager

Cameron Yap, Data Analyst

Gabriela Magaña, Graduate Research Assistant

Neighborhood Data for Social Change, USC Price Center for Social Innovation

Stephanie Liem, Graduate Research Assistant

Matthew Vaughn, Graduate Research Assistant

CRCD Survey Team

Kenta Estrada-Darley, Director of South LA All In

Elyce Martinez, Senior Director of Learning & Evaluation

Aja Adeagbo, Community Engagement Manager

Sonia Rodriguez, Community Engagement Specialist

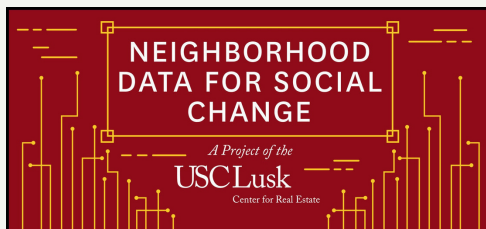
Silvia Justiniano, Community Engagement Specialist

Land Acknowledgement

Neighborhood Data for Social Change (NDSC) acknowledges the Gabrielino/Tongva peoples as the traditional land caretakers of Tovaangar (the Los Angeles basin and So. Channel Islands), and we acknowledge our presence on the ancestral and unceded territory of the Chumash, Kizh, and Tataviam nations. We recognize and are committed to lifting up their stories, culture, and community. We pay our respects to the Honuukvetam (Ancestors), 'Ahihirom (Elders), and 'Eyoohiinkem (our relatives/relations) past, present, and emerging.



About the Coalition for Responsible Community Development (CRCD) Founded in 2005 by a group of community leaders, the mission of Coalition for Responsible Community Development (CRCD) is to better sustain, coordinate, and improve local planning, development, and community services that address the needs of low-income and working-class residents and small businesses in South Los Angeles. CRCD is a neighborhood-based, community development 501(c)3 corporation with a long-term commitment to improve the quality of life in South Los Angeles. CRCD supports South LA residents and small businesses with jobs, education, training, affordable housing, access to capital and comprehensive supports in order to grow and thrive. Since its founding in 2005, CRCD has partnered in a combined investment of \$160 million in South LA housing and real estate, including 464 units of permanent supportive and affordable housing with an additional \$665 million in development. CRCD properties include community space for support services, youth, and adult workforce development programs, reentry services, a homeless youth drop-in center, and a commercial space for social enterprise. CRCD has connected more than 4,000 young people with diplomas, jobs, and housing. Learn more at www.coalitionrcd.org.



Neighborhood Data for Social Change (NDSC) is a project within the USC Lusk Center for Real Estate focused on using data to help local civic actors track measurable change, improve local policies and programs, and ultimately advocate for a better quality of life within their communities. The project includes a free, publicly available online resource that helps tell the stories of L.A. neighborhoods through maps, charts and storytelling, as well as a suite of customizable data services for local civic actors.