

**20<sup>th</sup> Anniversary  
of the 1992  
Los Angeles Riots Survey**



**2012**

**CENTER FOR THE STUDY OF LOS ANGELES**

## **Survey Description**

### ***Background***

On April 29, 1992, three white and one Latino police officers were acquitted for the beating of Rodney King after a high speed pursuit. A few weeks before the acquittal, a Korean liquor store owner was given five years on probation by a white judge, against the recommendation by a jury that she be given a 16 year sentence, for the shooting death of a young African-American girl, Latasha Harlins, after a confrontation over a carton of orange juice. With the recession of the early 1990's hitting the African-American community particularly hard, and the surge in gang violence throughout the late 1980's exacting a heavy toll on the inner-city, the Rodney King incident underscored the animosity and distrust many Angelenos had of their city government. In the days that followed the acquittal, Los Angeles erupted in one of the most the most lethal civil disturbances in the nation's history. From the riot epicenter at the intersection of Florence and Normandie, the violence engulfed the rest of South Los Angeles, spread north and west into Koreatown and Hollywood, penetrated the outskirts of Beverly Hills and West Los Angeles, and even crossed the Santa Monica Mountains into the San Fernando Valley. In the days and months that followed, Los Angeles and the nation struggled to make sense of what happened and why.

### ***About the Survey***

In observance of the 5<sup>th</sup> (1997), 10<sup>th</sup> (2002), 15<sup>th</sup> (2007), and now 20<sup>th</sup> Anniversary of the LA Riots, the Thomas and Dorothy Leavey Center for the Study of Los Angeles (CSLA) at Loyola Marymount University (LMU) sponsored cross-sectional phone surveys of Angelenos and tabulated them to effectively create a longitudinal study of residents' attitudes toward the city in light of the 1992 Riots. On February 1, 2012 through March 2, 2012, the Center conducted a survey of 1,605 randomly selected and ethnically represented residents (approximately 400 white, 400 black, 400 Latino, and 400 Korean) in the city of Los Angeles. The survey took an average time of 18 minutes to complete and was conducted in English, Spanish, and Korean. With fifty survey items, the 20<sup>th</sup> Anniversary Study provided data in six main categories: 1) race/ethnic relations; 2) riot activity; 3) government/community relations; 4) current events/ballot measures; 5) social class and the American Dream; and 6) demographics.

### ***About CSLA***

Undergraduate research is the driving force for the Center for the Study of Los Angeles. Its students get hands-on experience conducting and analyzing exit polls, surveys, and demographic studies. The Center's expertise in leadership studies, voting patterns, and diversity research puts it at the forefront of understanding the complex, dynamic city of Los Angeles.

### ***About LMU***

Located between the Pacific Ocean and downtown Los Angeles, Loyola Marymount University is a comprehensive university offering 56 major programs, 38 master's degrees and a doctoral degree in education from four colleges, two schools and Loyola Law School. Founded in 1911, LMU is ranked third in "Best Regional Universities (West)" by U.S. News and World Report. LMU is one of the largest Catholic institutions of higher education on the West Coast, with nearly 5,700 undergraduate students and more than 3,000 graduate and law students. Committed to ethical formation as well as academic excellence, the university emphasizes its Jesuit and Marymount traditions through the education of the whole person.

## 2013 Mayor's Race

	N = 1605 (all respondents)	N = 563 (all respondents who had a mayoral selection)	N = 1148 (all registered voter respondents)	N = 455 (all registered voter respondents who had a mayoral selection)
<b>Austin Beutner</b>	1.14%	3.33%	1.02%	2.45%
<b>Eric Garcetti</b>	7.60%	22.19%	8.88%	21.25%
<b>Wendy Greuel</b>	7.44%	21.74%	10.11%	24.18%
<b>Kevin James</b>	3.90%	11.38%	3.10%	7.41%
<b>Jan Perry</b>	5.84%	17.06%	6.98%	16.69%
<b>Zev Yaroslavsky</b>	6.54%	19.11%	9.73%	23.28%
<b>Other</b>	1.78%	5.20%	1.97%	4.72%
<b>Don't know/NA</b>	65.75%	X	58.20%	X

*Source: 20<sup>th</sup> Anniversary of the Los Angeles Riots Survey. 2012. Center for the Study of Los Angeles, Loyola Marymount University.*

## By Race/Ethnicity

	Latino	Caucasian	Asian	Black	Other
<b>Austin Beutner</b>	3.75%	0.73%	11.60%	1.74%	8.71%
<b>Eric Garcetti</b>	41.46%	17.16%	26.11%	14.62%	14.00%
<b>Wendy Greuel</b>	11.30%	31.35%	22.93%	11.56%	17.21%
<b>Kevin James</b>	3.93%	7.06%	18.81%	7.24%	7.66%
<b>Jan Perry</b>	25.87%	6.45%	9.55%	50.28%	18.07%
<b>Zev Yaroslavsky</b>	2.40%	33.86%	8.11%	9.32%	34.35%
<b>Other</b>	11.28%	3.40%	2.89%	5.24%	0.00%

*Data include all registered voter respondents who had a mayoral selection*  
*Source: 20<sup>th</sup> Anniversary of the Los Angeles Riots Survey. 2012. Center for the Study of Los Angeles, Loyola Marymount University.*

Candidates' names were randomized during the phone survey. They are arranged by alphabetical order for the sake of reporting only. Margin of error for all respondents is  $\pm 2.45$ ; margin of error for all registered voters is  $\pm 2.89$ .

## By Education

	Less than a high school diploma	High school diploma	College degree	Graduate degree
<b>Austin Beutner</b>	3.22%	3.78%	1.01%	2.19%
<b>Eric Garcetti</b>	38.04%	21.74%	19.19%	19.00%
<b>Wendy Greuel</b>	7.17%	25.54%	21.59%	28.83%
<b>Kevin James</b>	7.42%	8.26%	9.86%	2.86%
<b>Jan Perry</b>	18.21%	22.35%	13.96%	11.33%
<b>Zev Yaroslavsky</b>	0.00%	15.33%	31.60%	28.42%
<b>Other</b>	25.93%	3.01%	2.79%	7.36%

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## By Age

	18-29	30-44	45-64	65 and older
<b>Austin Beutner</b>	0.00%	2.62%	2.12%	5.12%
<b>Eric Garcetti</b>	30.51%	21.19%	17.96%	19.78%
<b>Wendy Greuel</b>	25.91%	18.22%	29.40%	20.18%
<b>Kevin James</b>	10.83%	5.77%	7.20%	8.74%
<b>Jan Perry</b>	16.46%	20.29%	16.90%	14.32%
<b>Zev Yaroslavsky</b>	9.84%	28.80%	21.12%	26.75%
<b>Other</b>	6.43%	3.11%	5.29%	5.12%

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## By Years Lived in Los Angeles

	1-5 years	6-15 years	16-25 years	26 years or more
<b>Austin Beutner</b>	0.00%	0.00%	4.99%	1.99%
<b>Eric Garcetti</b>	35.03%	19.94%	24.98%	19.36%
<b>Wendy Greuel</b>	16.21%	35.51%	17.73%	24.78%
<b>Kevin James</b>	0.00%	9.97%	10.24%	6.44%
<b>Jan Perry</b>	4.71%	14.22%	15.72%	18.06%
<b>Zev Yaroslavsky</b>	33.66%	12.68%	19.75%	25.93%
<b>Other</b>	10.39%	7.69%	6.59%	3.43%

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## By Household Income

	Under 25K	35K – 69,999	70K – 99,999	100K – 149,999	150K and over
<b>Austin Beutner</b>	2.90%	3.49%	0.92%	2.32%	0.00%
<b>Eric Garcetti</b>	21.31%	24.83%	16.75%	2.94%	27.06%
<b>Wendy Greuel</b>	22.27%	19.41%	28.53%	32.87%	26.59%
<b>Kevin James</b>	14.96%	6.75%	8.75%	1.32%	0.00%
<b>Jan Perry</b>	20.12%	20.64%	11.94%	21.03%	3.81%
<b>Zev Yaroslavsky</b>	10.25%	20.89%	30.30%	39.52%	27.30%
<b>Other</b>	8.19%	3.99%	2.81%	0.00%	15.24%

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## By Gender/Location in the City/Union Household

	Male	Female	Valley	City	Union HH	Non-union HH
<b>Austin Beutner</b>	1.95%	3.17%	1.49%	2.86%	0.15%	4.49%
<b>Eric Garcetti</b>	20.12%	22.87%	22.74%	20.62%	17.44%	23.83%
<b>Wendy Greuel</b>	25.30%	22.61%	27.89%	22.59%	26.84%	20.04%
<b>Kevin James</b>	7.05%	7.92%	8.12%	7.10%	10.86%	11.95%
<b>Jan Perry</b>	12.48%	22.69%	12.91%	18.32%	21.28%	15.58%
<b>Zev Yaroslavsky</b>	28.06%	16.49%	23.36%	23.24%	19.15%	18.44%
<b>Other</b>	5.06%	4.25%	3.48%	5.26%	4.29%	5.68%

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## By Grade for Mayor Antonio Villaraigosa

	A	B	C	D	F	Don't Know
<b>Austin Beutner</b>	3.18%	1.07%	2.83%	1.615	2.44%	25.42%
<b>Eric Garcetti</b>	27.33%	31.74%	10.73%	17.95%	13.62%	40.40%
<b>Wendy Greuel</b>	18.04%	27.31%	24.48%	23.86%	25.58%	13.58%
<b>Kevin James</b>	2.01%	5.99%	8.14%	4.76%	16.64%	0.00%
<b>Jan Perry</b>	17.55%	16.54%	19.50%	15.93%	12.77%	13.76%
<b>Zev Yaroslavsky</b>	24.84%	12.50%	30.03%	33.93%	24.45%	6.83%
<b>Other</b>	7.04%	4.86%	4.29%	1.95%	6.51%	0.00%

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## By Political Party Registration

	Democrat	Republican	Other party
<b>Austin Beutner</b>	2.54%	1.31%	1.19%
<b>Eric Garcetti</b>	19.77%	14.03%	30.53%
<b>Wendy Greuel</b>	25.73%	17.71%	24.84%
<b>Kevin James</b>	5.03%	9.24%	8.48%
<b>Jan Perry</b>	18.64%	15.75%	14.78%
<b>Zev Yaroslavsky</b>	24.34%	33.80%	14.80%
<b>Other</b>	3.95%	8.16%	5.40%

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## By Direction of Los Angeles

	Right direction	Staying the same	Wrong direction
<b>Austin Beutner</b>	3.84%	1.26%	1.26%
<b>Eric Garcetti</b>	28.46%	30.84%	15.42%
<b>Wendy Greuel</b>	19.84%	22.95%	27.03%
<b>Kevin James</b>	9.66%	2.80%	7.04%
<b>Jan Perry</b>	12.65%	31.33%	16.09%
<b>Zev Yaroslavsky</b>	20.75%	10.32%	27.36%
<b>Other</b>	4.80%	0.50%	5.80%

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