

Frequently Asked Questions about LABarometer

What is the LABarometer?

LABarometer is a unique, comprehensive survey designed to monitor the attitudes, well-being and social and economic circumstances of Los Angeles County residents on a quarterly basis over the course of several years. With the generous support of Union Bank, LABarometer is managed by the scientists of the USC Dornsife Center for Economic and Social Research (CESR). LA Barometer will initially survey 1,700 residents and be expanded over the next few years to provide a more detailed understanding of Angelenos' perspectives across the region.

How does this study differ from other social surveys?

LABarometer is unlike other regional surveys because it elicits responses from the same group of residents every quarter. With this longitudinal method, LABarometer will capture trends and shifts in residents' attitudes and circumstances, allowing policymakers, business leaders and nonprofit service providers to track progress on key social and economic outcomes and develop solutions to address the evolving needs of L.A. residents. Lastly, it is an internet-based survey, not a randomized telephone survey, which can increase design flexibility and reduce bias in responses. Response rates for the pre-existing panel are typically high, averaging 70% to 80%.

Why is this study important for the residents of Los Angeles?

LABarometer gives a representative sample of residents the opportunity to share details about lives, their plans, and the opportunities and challenges they encounter in their neighborhoods, regularly over time. Initially, the survey will focus on four core issues of concern for Angelenos: livability, affordability/prosperity, mobility and sustainability/resiliency. LABarometer is a resource for everyone. Anyone—residents, businesses, policymakers and nonprofits— can access the data and quarterly reports through CESR's LABarometer website and use the results to make informed decisions about how to improve the quality of life for L.A. residents.

Who are the panelists for LABarometer?

The LABarometer surveys a representative sample of adults living in households throughout Los Angeles County. Households are randomly selected through address-based sampling to represent the diverse communities of L.A. County. If someone is interested in participating but lacks internet service, CESR provides broadband internet and a computer tablet to encourage regular responses to the quarterly internet-based questionnaires. The panelists may answer questions in English or Spanish.