

09/10/2025

Poli-109

Role profile for La Opinión

Part 1: Individual/Organizational Profile

-Journalist

- Name of newspaper
 - La Opinión
- Prominent issues covered by your newspaper
 - La Opinión:
 - Immigration
 - Bay Area politics
 - issues or events in Los Angeles
 - <https://laopinion.com>
- Number of active prints and/or digital subscriptions
 - La Opinión:
 - More than 20 million visitors online visitors per month
 - largest Spanish-language newspaper in the US
 - the second-most read newspaper in Los Angeles
 - <https://laopinion.com/about-us/>
- Identify constituents:
 - Which regions of the state have the highest concentration of your target audience?
 - La Opinión:
 - Specifically, Los Angeles County
 - also the Southern California area
 - it's to those in the Bay Area

Part 2: Constituent Profile:

- Economics
 - Prominent industries
 - La Opinión:
- Entertainment
- Aerospace
- Bioscience
- Design (fashion)
- Transportation
- Trade and logistics
- <https://laedc.org/industry-cluster-development/>

The unemployment rate, income levels, poverty rate, etc.

- Unemployment rates as of July 2025: 6.0
- https://www.bls.gov/eag/eag.ca_Losangeles_msa.htm
- 13.3
- <https://data.census.gov/all?t=Poverty&g=050XX00US06037>
- Bachelor's degree or higher: 37.2
- <https://data.census.gov/all?t=Education&g=050XX00US06037>
- Median Household Income in 2025: \$ 82, 263
- https://data.census.gov/profile/Los_Angeles_city_California?g=160XX00US0644000
- Mean household income in 2025: \$92,984
- <https://www.point2homes.com/US/Neighborhood/CA/Los-Angeles-County-Demographics.htm>

Demographics:

- Population and breakdowns through race, ethnicity, age, income, etc.
- La Opinión (Los Angeles county):
 - The population as of September 2025: 10,014,009
 - <https://data.census.gov/all?g=050XX00US06037>
 - American Indian/Alaska Native (non-Hispanic): 163,464 individuals
 - Asian (non-Hispanic): 1,499,984
 - Black (non-Hispanic): 794,364

- Hispanic: 4,804,763
- Multiracial: 1,488,068
- Native Hawaiian and Other Pacific Islander: 24,522
- White: 2,563,609
- https://data.census.gov/profile/Los_Angeles_County_California?g=050XX00US06037#race-and-ethnicity
- Ethnicity (2023 Census)
- Latinos: 4,753,369 people
- Mexican: 3,500,757 people (73.65% of the Latino population)
- Puerto Ricans: 46,639 people (0.98% in the Latino population)
- Cubans: 38,216 people (0.88% in the Hispanic population)
- Dominican Republic: 7,344 people (0.15% in the Hispanic population)
- <https://www.laalmanac.com/population/po18.php>

■ Age

- Under 5 years= 5.10 %(518, 797 people)
- 5 to 19 years= 17.8%(1,783,136 people)
- 20 to 34 years= 21.9%(2,197,492 people)
- 35 to 49 years = 20.2% (1,026,986 people)
- 50 to 64 years = 18.7%(1,873,424 people)
- 65+ years = 14.4% (1,448,571 people)
- https://data.census.gov/profile/Los_Angeles_city_California?g=160XX00US0644000

■ the Median Household Income in 2023 for LA: \$80,610

■ <https://www.census.gov/library/publications/2024/demo/p60-282.html>

■ the Mean Household Income in 2023 for LA: 132,242

■ <https://www.point2homes.com/US/Neighborhood/CA/Los-Angeles-County-Demographics.html>

○ Urban/ rural breakdown

■ La Opinión(LA county):

- 87% urban
- 13% rural
- <https://priceconomics.com/the-most-urbanized-states-in-america/#:~:text=You%20might%20data%20it%20shouldn't,live%20in%20non%20urbanized%20areas.>

- Biggest cities in LA County
 - 1. Los Angeles: 3,770,958 people as of 2025
 - 2. Long Beach: 438,723 people as of 2025
 - 3. Santa Clarita: 218,442 people as of 2025
 - <https://worldpopulationreview.com/us-cities/california/los-angeles-county>

- Politics
 - voter registration
 - (LA county) 2025:
 - Total people who are registered to vote for the 2020 Election: 5,813,333 (70.8% of Eligible Voters)
 - <https://www.laalmanac.com/election/el02.php>
 - Voted for Democrats: 52.1%
 - Voted for Republican: 18.4%
 - Had a No party preference: 22.7%
 - Voted for an American Independent Party: 3.3
 - https://en.wikipedia.org/wiki/Politics_of_Los_Angeles_County

- % voted Democrat/Republican in 2020, 2016, 2012,
 - La Opinión(LA county): 2020, 2016, 2012
 - 2020 election
 - 70.70% voted Democrat (3,028,885 votes)
 - 26.9% voted Republican (1,145,530 votes)
 - 2.56% votes third parties (109,530 votes)
 - 2016 election
 - 71.76% voted Democrat (2,464,364 votes)
 - 22.41% voted Republican (769,743 votes)
 - 5.83% voted third parties (200, 201 votes)
 - 2012 election
 - 69.69% voted Democrat (2,216,90 votes)
 - 27.83% voted Republican (885,333 votes)
 - 2.48% voted third parties (78,831 votes)
 - https://en.wikipedia.org/wiki/Politics_of_Los_Angeles_County

- 3 specific issues that are important to your constituents
 - La Opinión(LA county):
 - 1. Homelessness
 - the average median of income from LA can't afford at times houses
 - A lot of LA residents are left without a home and end up living in the streets
 - LA residents try to provide for housing throughout the county of LA
 - 2. Housing affordability
 - There is a significant demand for housing that citizens can't afford elsewhere
 - Median house income is too low for most renters, creating a disparity
 - Ownership of a house in Los Angeles has gone down by a large margin
 - 3. transportation
 - congestion since transportation is prominent in LA, there is a lot of traffic, which creates a lot of problems that affect air pollution and the environment
 - funding to be added to the issues as transportation is used in people's daily lives
 - <https://www.smithforsantaclarita.com/how-politicians-in-los-angeles-county-california-address-th>
 - Constituents' general positions on economic, social, and environmental issues

Economic:

- Housing
- the average cost of rent in LA County: \$ 2,104
- https://data.census.gov/profile/Los_Angeles_city_California?g=160XX00US0644000#ho
- As of July 14, 2025, the homeless population is 72308
- <https://www.lahsa.org/news?article=1044-declining-homelessness-is-now-a-trend-in-los-angeles-co>

Social:

- For the most part, they are liberal orientated
- Most are and have voted for democrats
- One of the important social issues is tackling racial and social justice
- An example is the immigration protest in 2025
- Many immigrants were being targeted by ICE and deported
- With a lot of protests that were peaceful to advocate against the injustice
- Some signs said against ICE, showing opposition to the organization
- Protecting immigrants from ICE by warnings

- <https://calmatters.org/justice/2025/06/la-immigration-protests-photo-essay/>
- Environmental:
 - climate change
 - Climate Resolve Organization
- Works with organizations and policymakers in addressing climate change
- Help in bringing in research to be informed on climate problems, and be proactive
- Working on projects with other organizations for climate solutions
- <https://climateresolve.org/mission-equity-approach/>