

Role Profile: La Opinión, Journalist

Part 1: Organization Profile

- Newspaper: La Opinión
 - A Spanish-language daily newspaper based in Los Angeles, California made to empower the Latino community to understand and participate in the democracy of the United States of America.
- Prominent Issues: Homelessness crisis, LAHSA funding (fraud, mismanagement, etc.), 2025 LA wildfires, Immigration Enforcement (ICE arrests, raids, warrantless arrests, etc.), Housing affordability
- # of Active Print/Subscriptions: 300,000+ subscribes readers
 - 20 million monthly readers
- Constituents: Citizens of Los Angeles county, the Latinx community that reside in the area

Part 2: Constituent Profile

- Economics:
 - Prominent Industries: Entertainment/ media, technology, aerospace, health and life science, real estate, education/research
 - Unemployment Rate: ~5%
 - Income: ~\$90,000 Median Household Income
 - Poverty: ~14% of citizens live in poverty
- Demographics:
 - Total Population: 9,694,934 (est. July, 2025)
 - Race:
 - White: ~62.9%
 - Black: ~8.9%
 - American Indian: ~5.2%
 - Asian: ~16.6%
 - Pacific Islander: ~0.4%
 - Ethnicity:
 - Hispanic/Latino: ~49.3%
 - Ages:
 - Ages under 5 years: ~4.8%
 - Ages under 18 years: ~19.3%
 - Ages 65 years and Over: ~17.1%
 - Median Household Income: ~\$90,000
- Politics

- Partisan Voter Registration: ~5.8 million registered voters = ~53% of population
- % Voted Democrat (2020, 2016, 2012): ~71% in 2020, ~72% in 2016, and ~69% in 2012
- % Voted Republican (2020, 2016, 2012): ~27% in 2020, ~22% in 2016, ~29% in 2012
- 3 Specific Important Issues: Immigration, Homelessness, and Housing
- Position on Economic: There is heavy emphasis and debate around the cost of living, affordability for housing, jobs, and homelessness. It is a highly controversial issue that has been in constant heated debates and often demanded for reform.
- Position on Social Issues: Los Angeles has been the center of attention when it comes to the advocacy of social justice. Immigration has grown more relevant as the county has one of the largest immigrant communities. Los Angeles is seen to be progressive when it comes to immigration, racial equality, healthcare, and education.
- Position on Environmental Issues: Wildfires and air pollution has begun to gain traction in Los Angeles county due to the recent fires that have cost the loss of homes and damages to health with the air. Environmental justice, pollution, and sustainability has climbed the charts and is now considered of the highest political priorities for the county.