

Role Profile: LA Times

Part 1: Individual/Organization Profile

- **Newspaper:** Los Angeles Times
- **Actor:** Seema Mehta
- **Major issues covered:**
 - Urban and Social Crises in Southern California
 - Climate Change
 - Environmental Impacts
 - Entertainment
 - California/Border Politics
 - Food
 - Arts
 - Culture
- **Number of readers/subscribers:** 3.7 million weekly print and digital readers
- **Target audience:**
 - Multicultural Readers
 - Millennials and Gen-Z
 - Families and Parents
 - Business Leaders and Decision Makers
 - Affluent Consumers
 - Entertainment Enthusiasts
 - Fashionistas
 - Foodies
 - Sports Fans
- **Geographic concentration of audience:**
 - LA county
 - Southern California,
 - (large digital audience around the U.S. and international)

Part 2: Constituent Profile (Los Angeles Area)

Economics

- **Prominent industries:**
 - Entertainment and media
 - Technology and innovation
 - Aerospace and defense
 - Fashion and apparel
 - International trade and logistics
 - Tourism and hospitality
 - Health and life sciences
 - Education and research.

- **Unemployment rate:** 5.2%
- **Income levels:** \$91,112
- **Poverty rate:** 13.3%

Demographics

- **Population:**
 - 3.9 million
- **Population breakdowns by race/ethnicity:**
 - white (62.9%)
 - black (8.9%)
 - American Indian/Alaska Native (5.2%)
 - Asian (16.6%)
 - Native Hawaiian/other Pacific Islander (0.4%)
 - two/more race (5.8%)
 - Hispanic/Latino (49.3%)
- **Age:**
 - Person under 5 years (4.8%)
 - Person under 18 years (19.2%)
 - Person 65 years and over (17.1%)

Politics

- **Partisan voter registration:** Democratic (53.28%), Republican (17.27%), Independent (3.10%), Green (0.45%). Higher number if registers democrats
- **% voted Democrat/Republican in:**
 - 2020: D(63.5%), R(34.3%)
 - 2016: D(61.7%), R(31.6%)
 - 2012: D(60.2%), R(37.0%)
- **3 specific issues that are important to your constituents:**
 - Homelessness
 - Housing affordability
 - Public infrastructure
- **Constituents' general positions on economic, social, and environmental issue**
 - Deep Financial Strain and Affordability Concerns
 - Ideological Fractures and Public Safety
 - Climate Urgency vs. Economic Reality