



Loyola Marymount
University

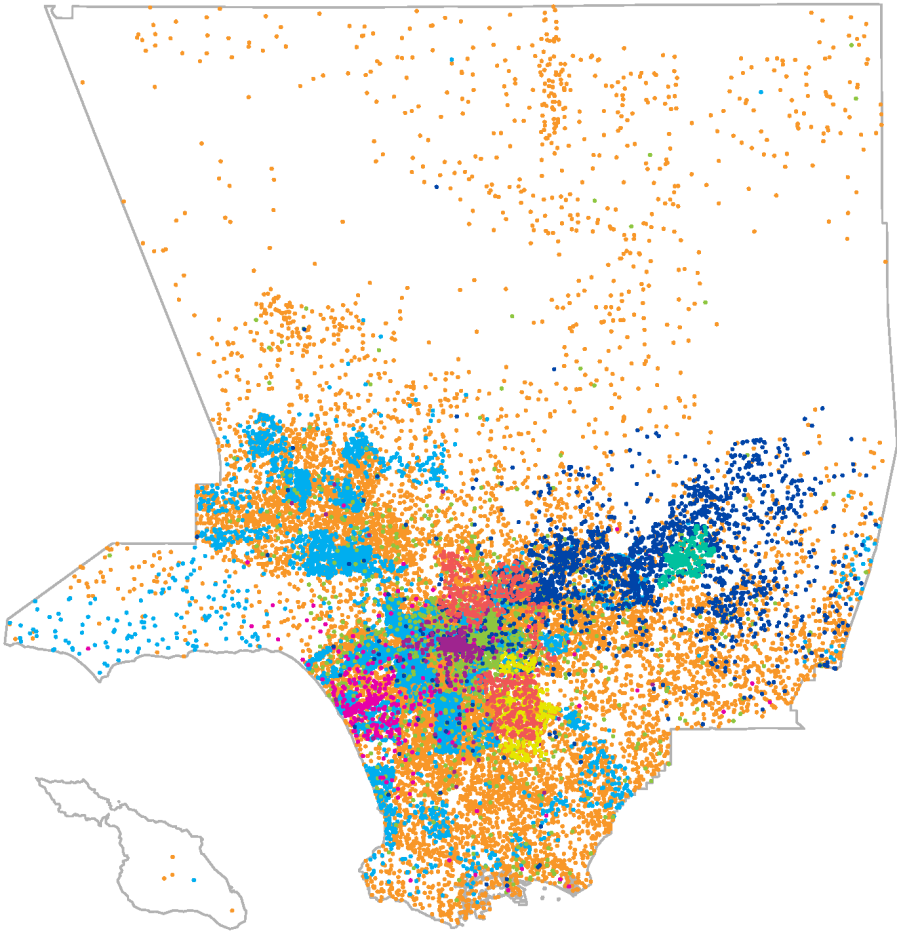
Angeleno Optimism for New Food Tech: a Promising Landscape for the Future of Food

Thomas and Dorothy Leavey Center for the Study of Los Angeles

Mariya Vizireanu, PhD

PAPOR | December 5, 2019

Mapping 26,400 Respondents, 2014-2019



2014-2019 LA Public Opinion Surveys	14,091
2014, 2016, 2018 LA Votes	5,842
2015 LA Votes LAUSD 5th District	562
2017 City of Duarte Survey	401
2017 Foothill Gold Line Survey	1,965
2018 Playa Vista Survey	604
2018 Pico Union Survey	411
2019 DTLA Survey	2,207
2019 Southeast Cities Survey	401



2019 Los Angeles Public Opinion Survey

- 6th annual public opinion survey of Los Angeles County residents
- Over **100** questions on quality-of-life perceptions, personal economic wellbeing, overall life satisfaction, and various civic issues
- 20-minute telephone sessions (cell & landline) + online surveys
- Administered in English, Spanish, Mandarin, and Korean
- **2,008** residents surveyed countywide
- **14,091** residents surveyed since 2014

My Background

- Cross-cultural mental models of healthy eating
 - Foods + “eating styles”
 - Naturalness beliefs
- Interest in food risk perceptions
 - Novel food technologies

The screenshot shows the SpringerLink interface for the 'Encyclopedia of Evolutionary Psychological Science'. The page title is 'Food Preferences' and the author is 'Mariya Voytyuk'. Below the author information is a video player with a thumbnail showing a burger and the text 'MEAT 2.0'. The video title is 'Cultured Meat: What is lab grown meat, and would you eat it?'. The video is from the ASU Risk Innovation Lab at Arizona State University.



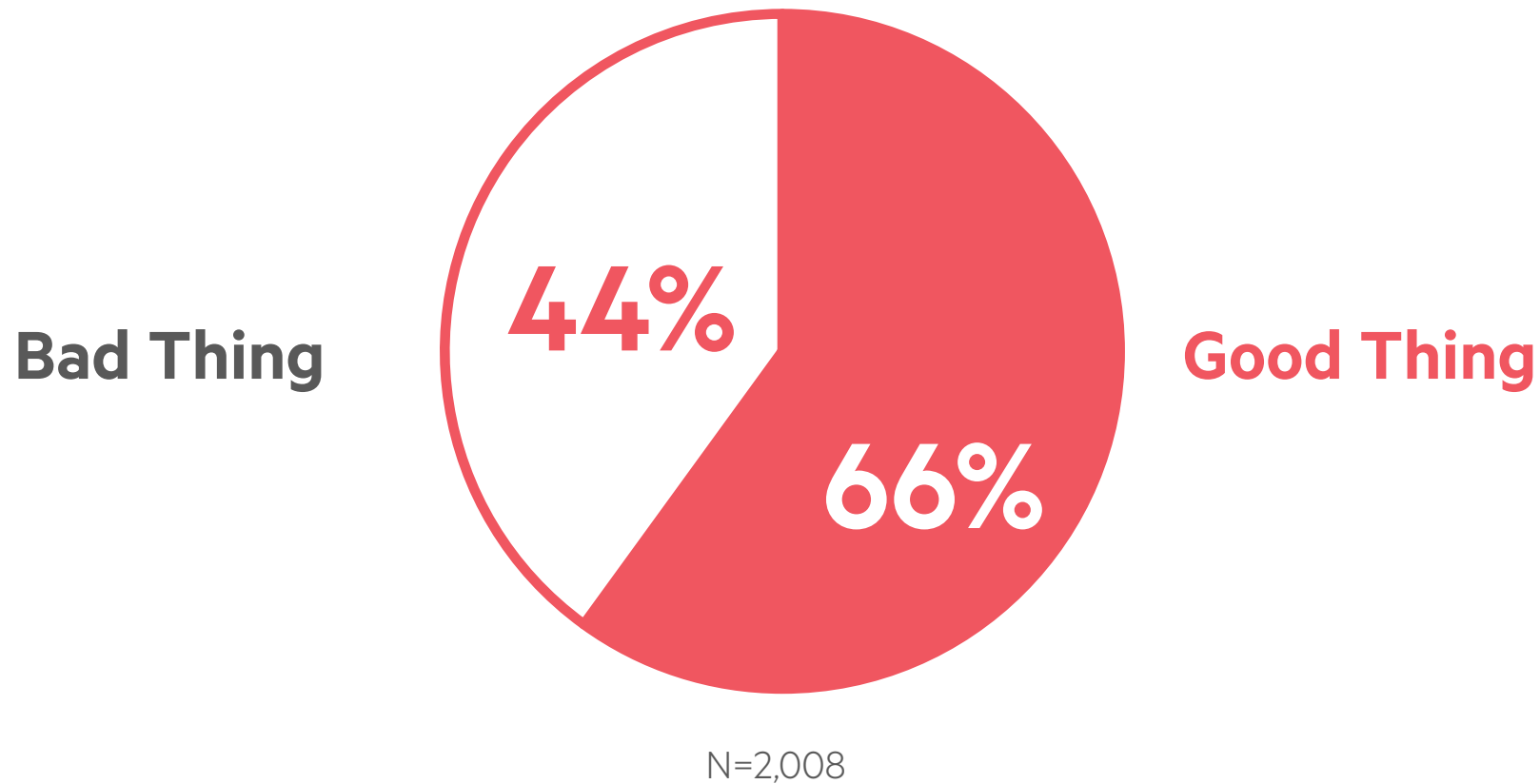
Literature on Food Tech Perceptions

- Attitudes depend on the application of the tech and the product
- Positivity by region: Asian countries > United States > Europe
- Sociodemographics *less* important explanatory variables than attitudes
 - Consistently, women and older people are more concerned
 - Role of education and income – mixed results
- It's about trust (in regulators, government, science, media)

Lyndhurst, B (2009)

How do Angelenos feel about new food technologies?

With which side do you most closely identify on new food technologies?



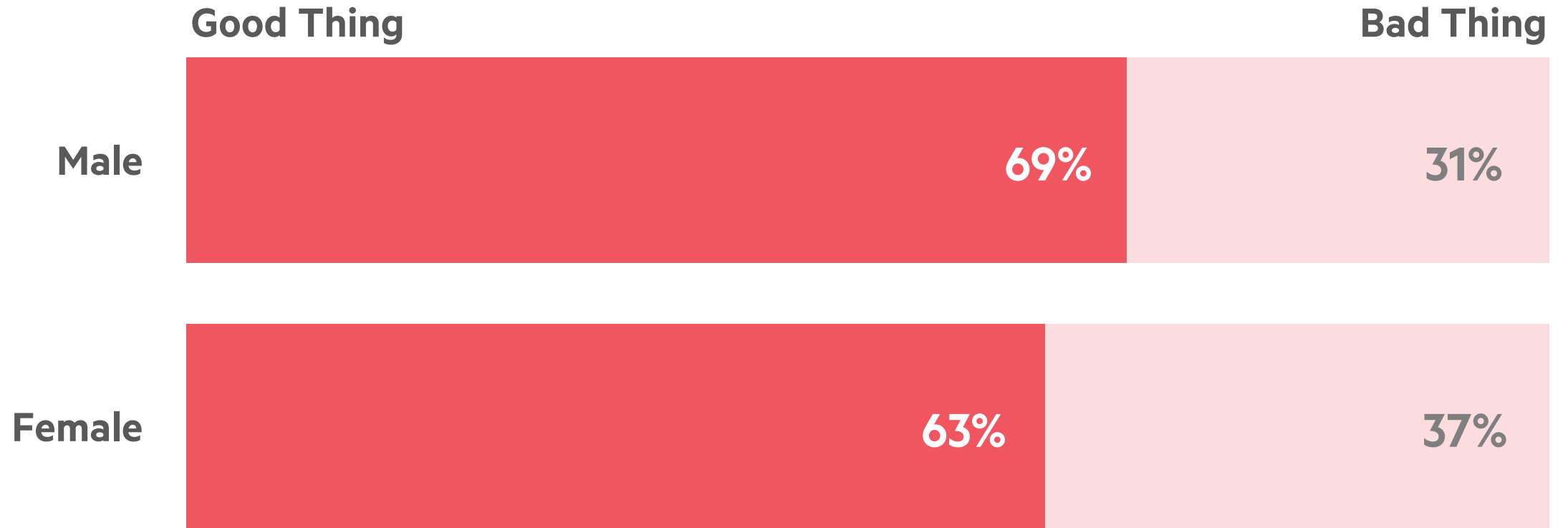


Overall differences by demographics

- Women less likely to believe it is a good thing*
- No association with household income
- Opinion differs significantly by age, race, and survey language

* $p < 0.05$; Cramer's $V = 0.06$

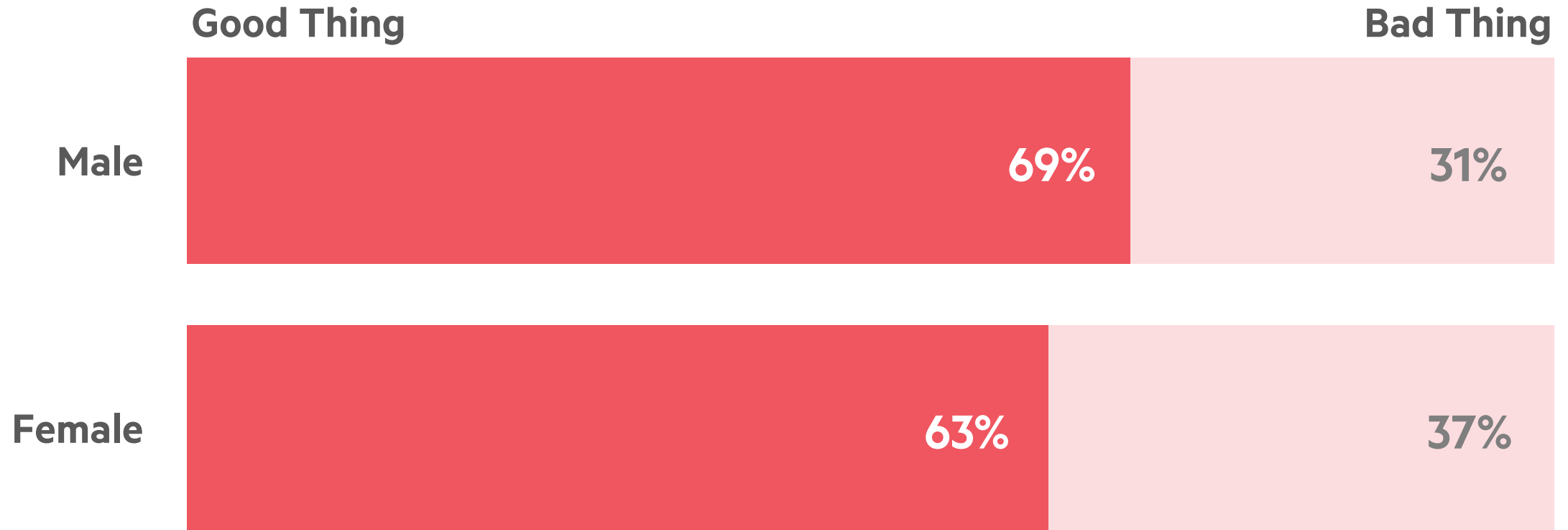
New food technologies – by gender



p<0.05; Cramer's V=0.06



New food technologies – by gender

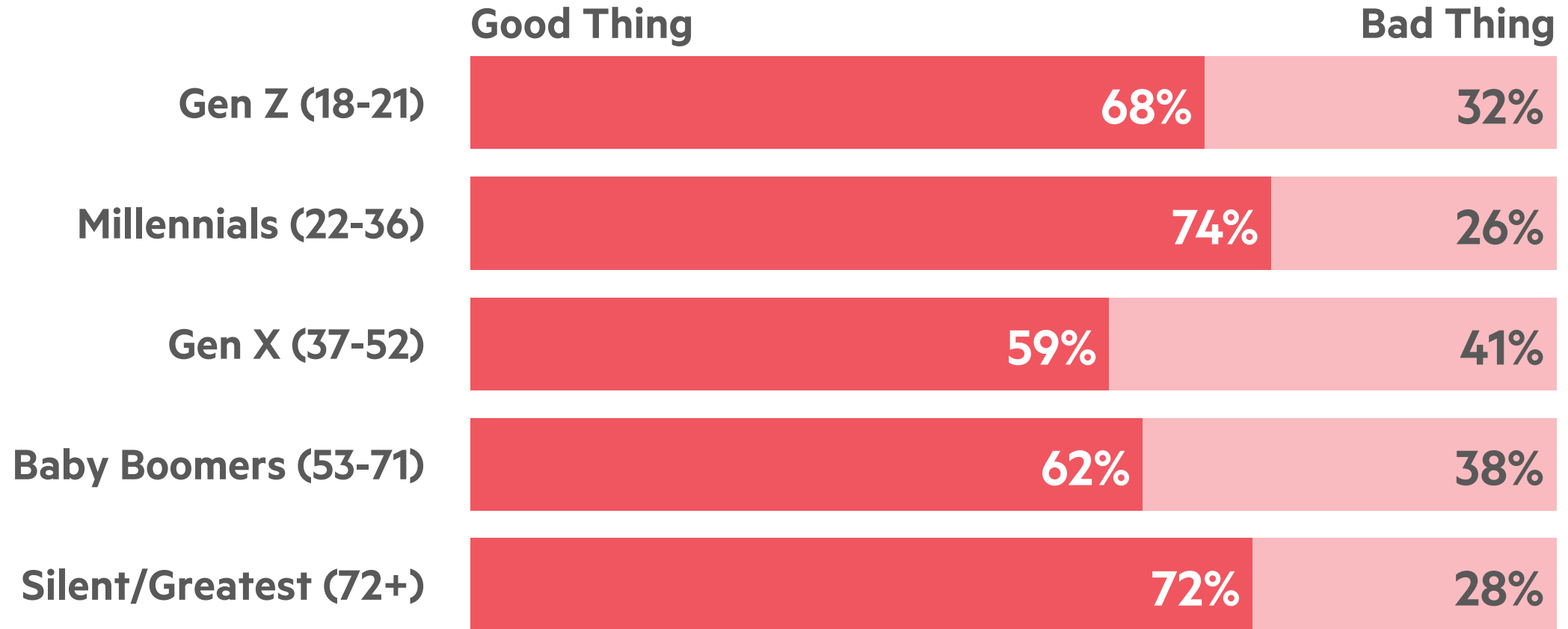


p<0.05; Cramer's V=0.06

Only among whites! (11% gap)



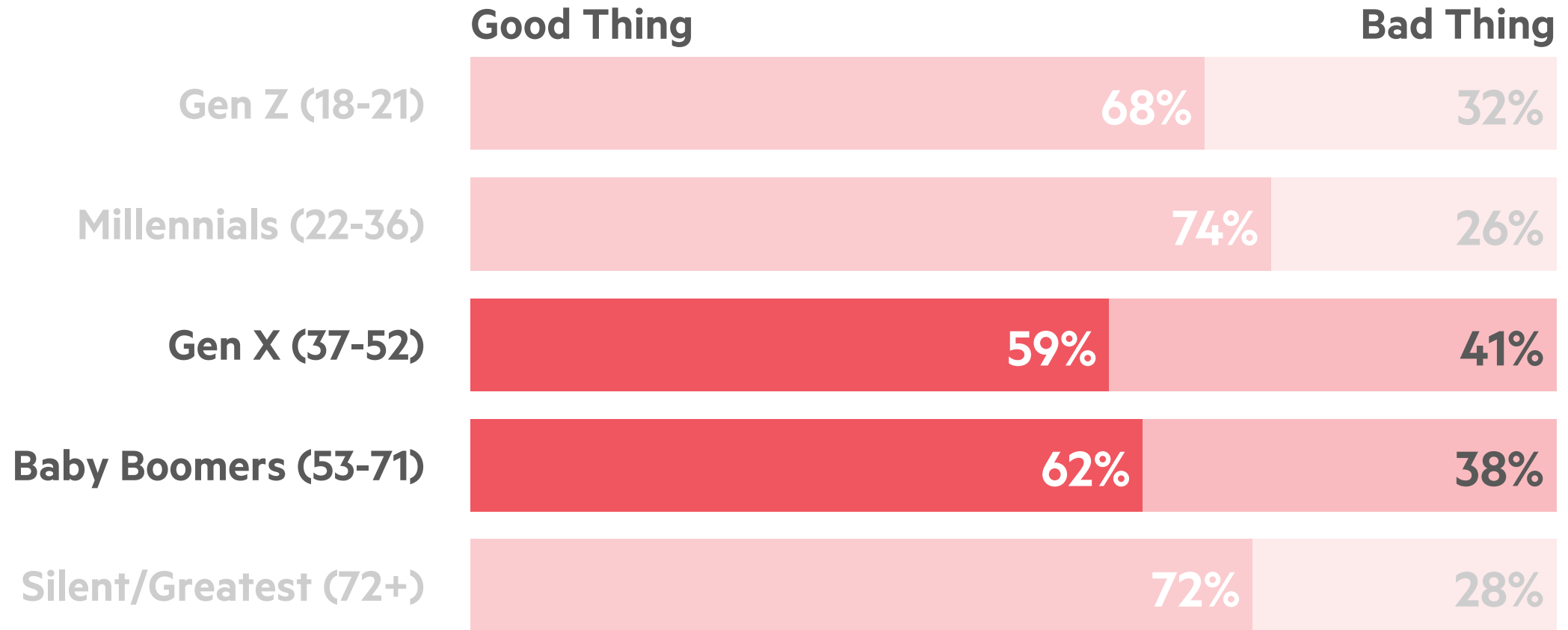
New food technologies – by generation



p<0.05; Cramer's V=0.15



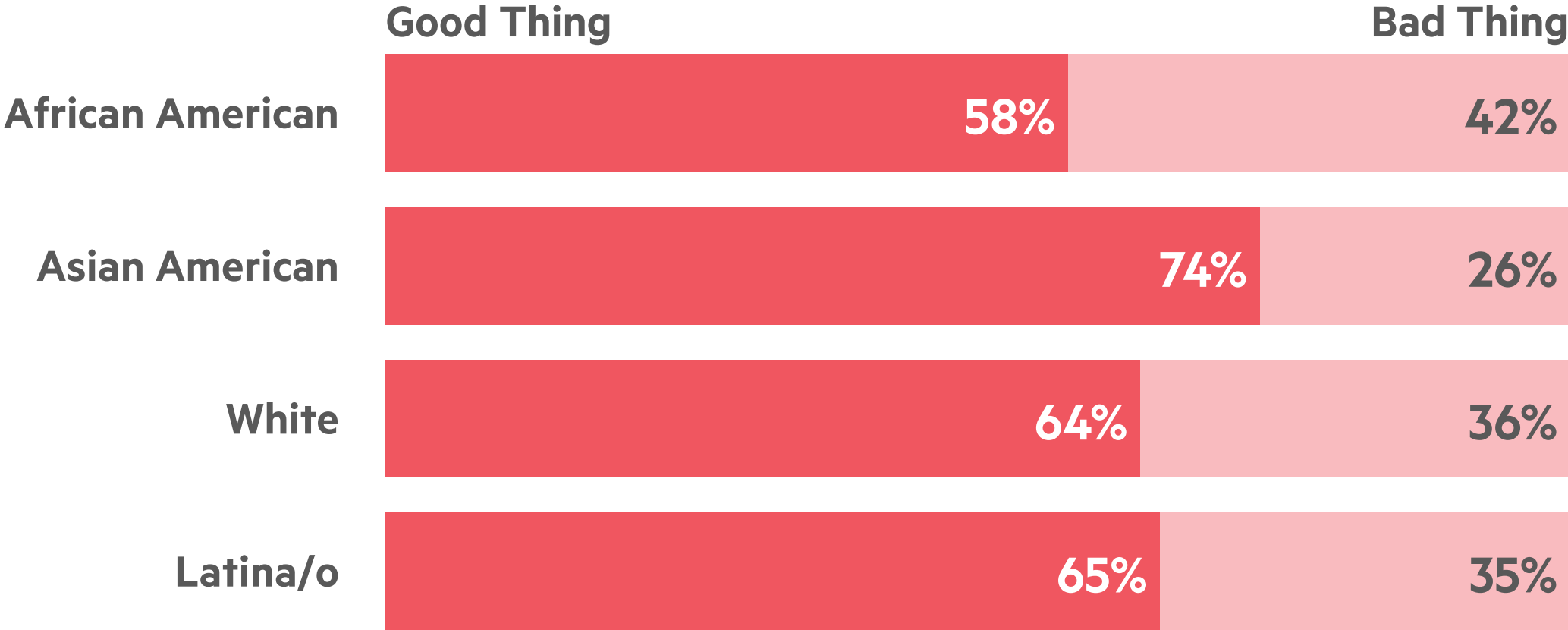
New food technologies – by generation



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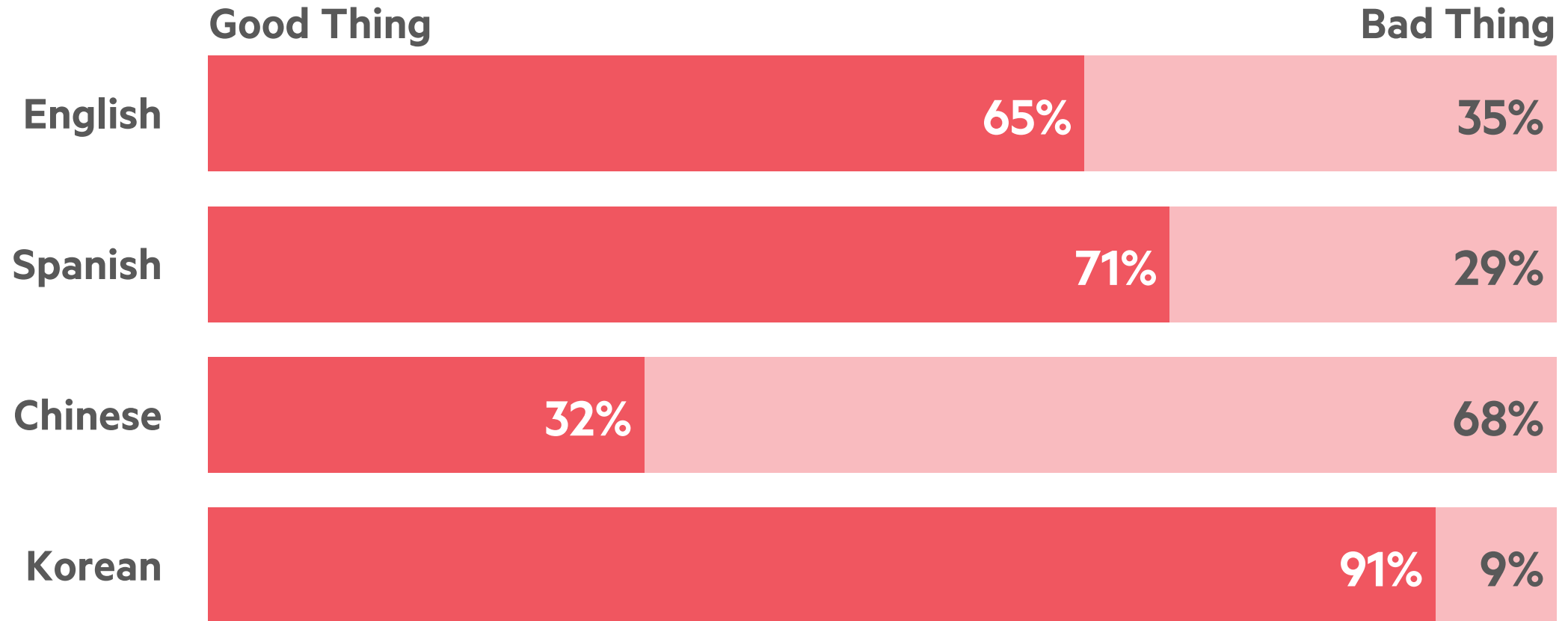


New food technologies – by race/ethnicity



p<0.05; Cramer's V=0.13

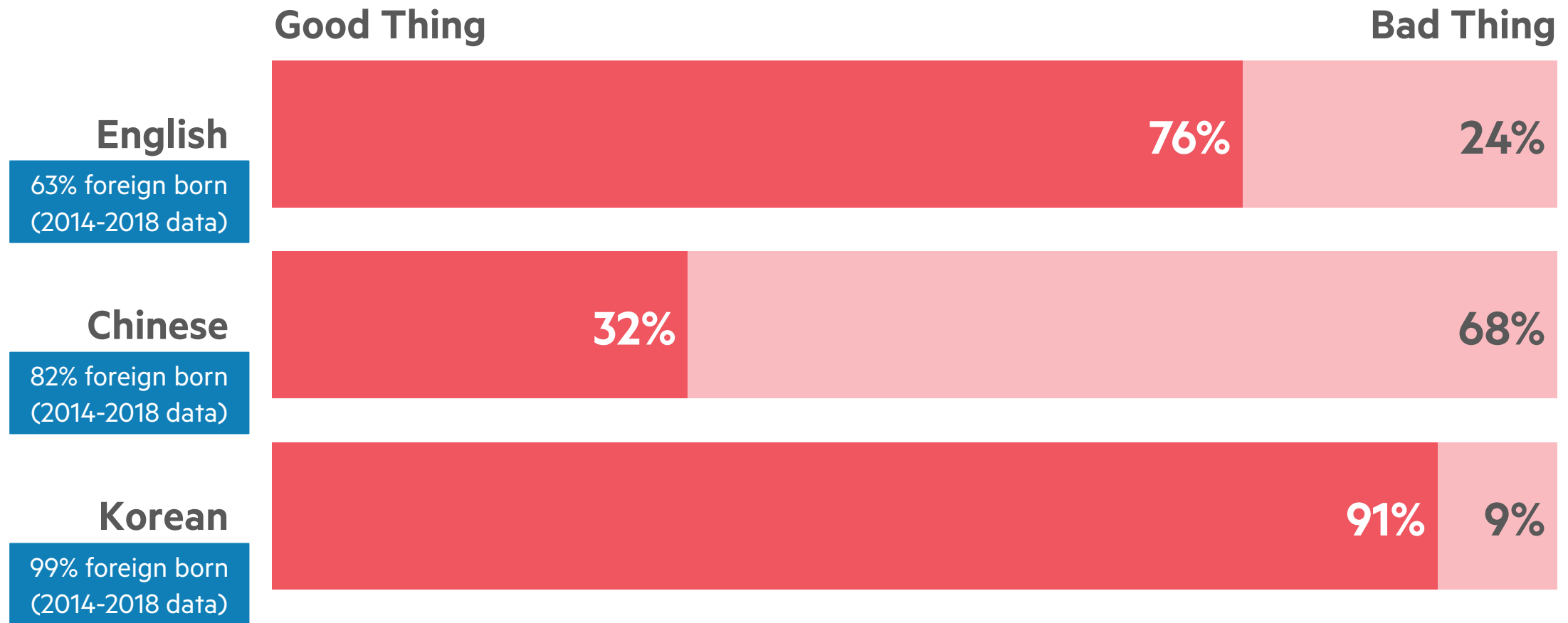
New food technologies – by language



Only significant among Asian American respondents

p<0.05; Cramer's V=0.20

New food tech – Asian American responses by language



p<0.05; Cramer's V=0.40

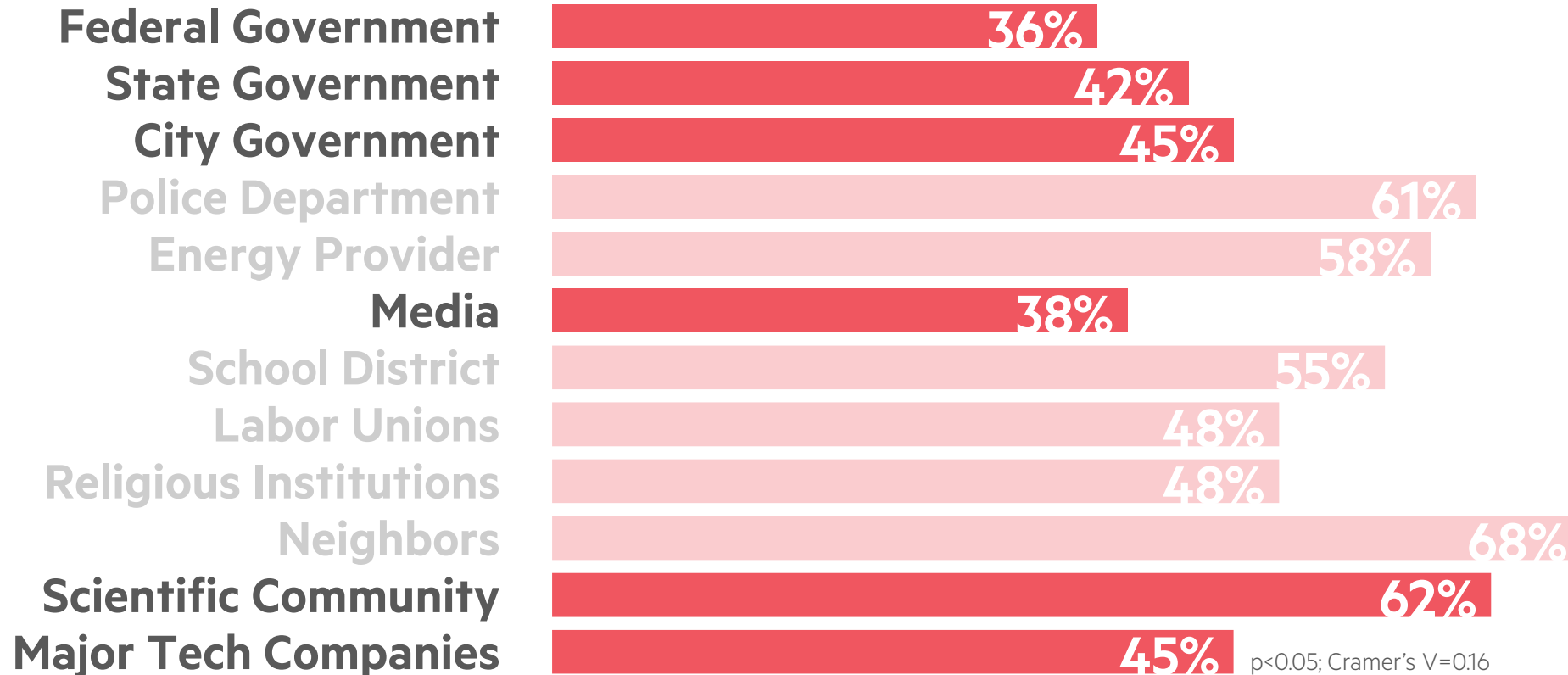


Differences by attitudes?

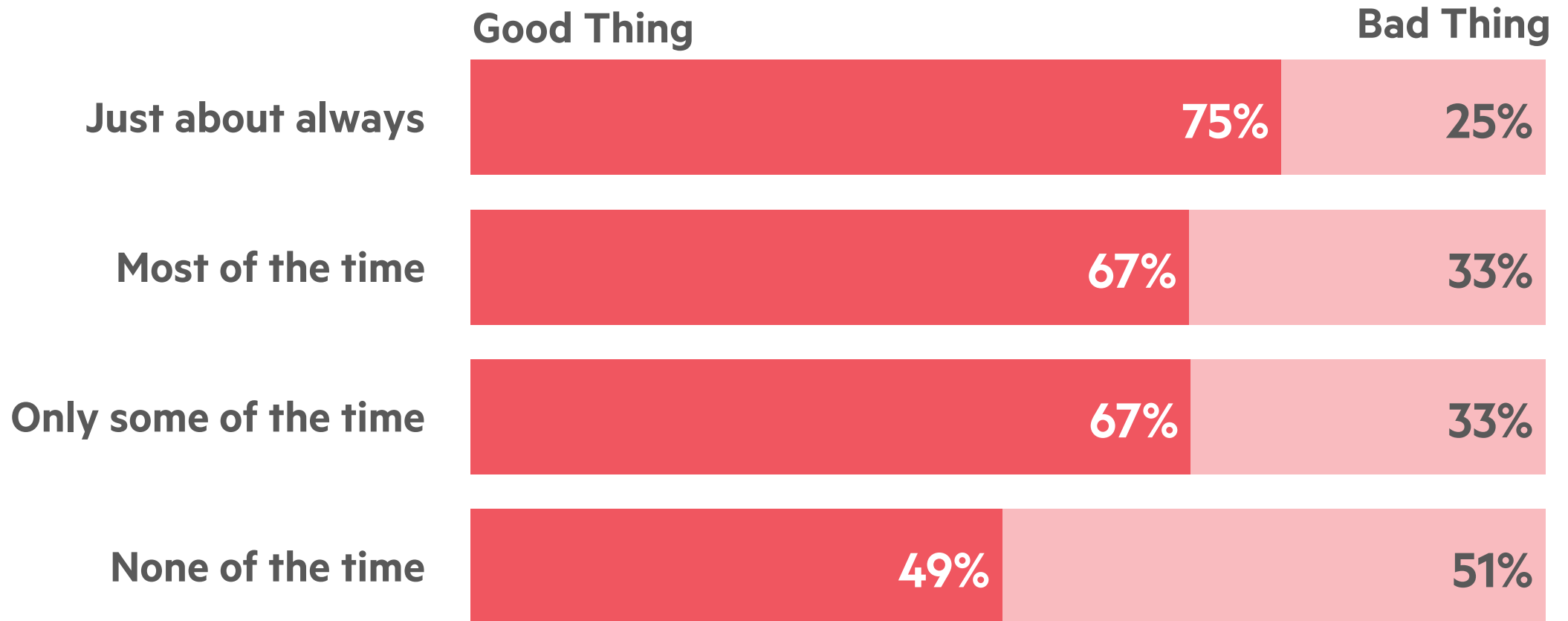
- Higher levels of trust across entities are positively associated with food tech attitudes ($p < 0.05$)
 - Government (federal, state, city)
 - Major tech companies
 - Scientific community
 - Major tech companies

Lyndhurst, B (2009)

How much of the time do you think you can trust _____ to do what is right? **Just About Always/Most of the Time**



Higher trust in major tech companies is associated with more positive view of new food tech

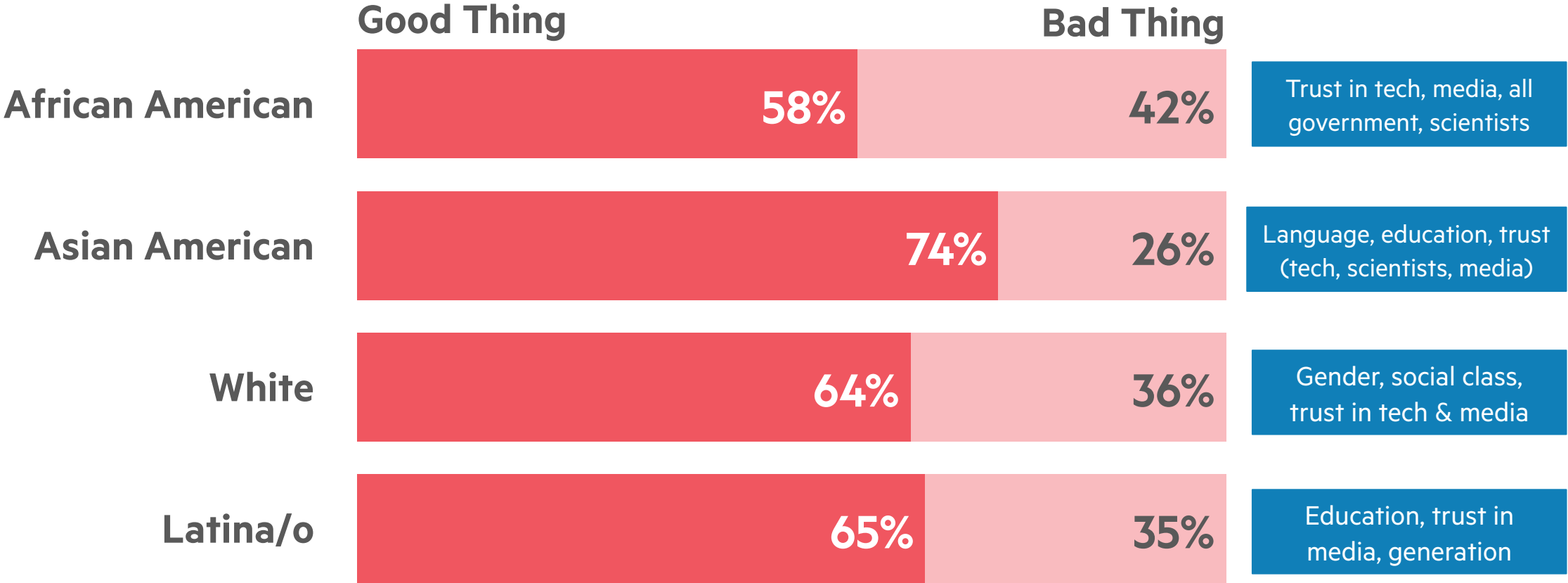


Only significant among older Angelenos (53+)

p<0.05; Cramer's V=0.16



New food tech – by race/ethnicity: a mix of relevant demographics



p<0.05; Cramer's V=0.13

Takeaways

1. Angelenos are overwhelmingly positive about new food tech
2. How does opinion differ by demographics & attitudes? It's complex
 - Trust matters across all racial/ethnic groups (in different ways)
 - The pattern of associated variables differs by group
3. Next steps (hopefully): type of tech/product and the perceived benefits; role of environmental attitudes (perceived benefits)

Thank You!

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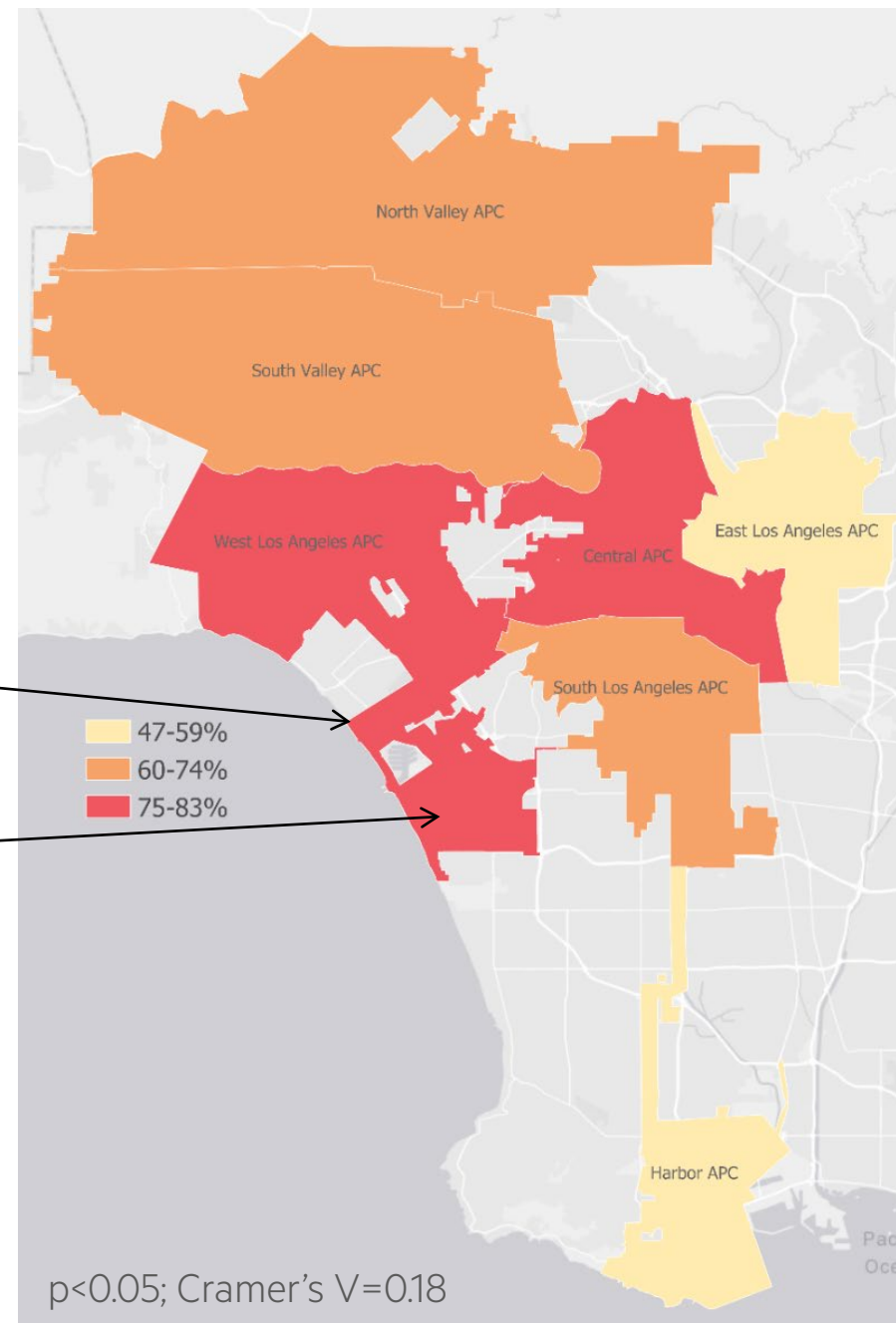


Area Planning Commissions

- City of LA more positive than LA County (70% vs 63%)*
- City is comprised of 7 Area Planning Commissions
- Map: % of residents saying new food tech is a “good thing” in each APC

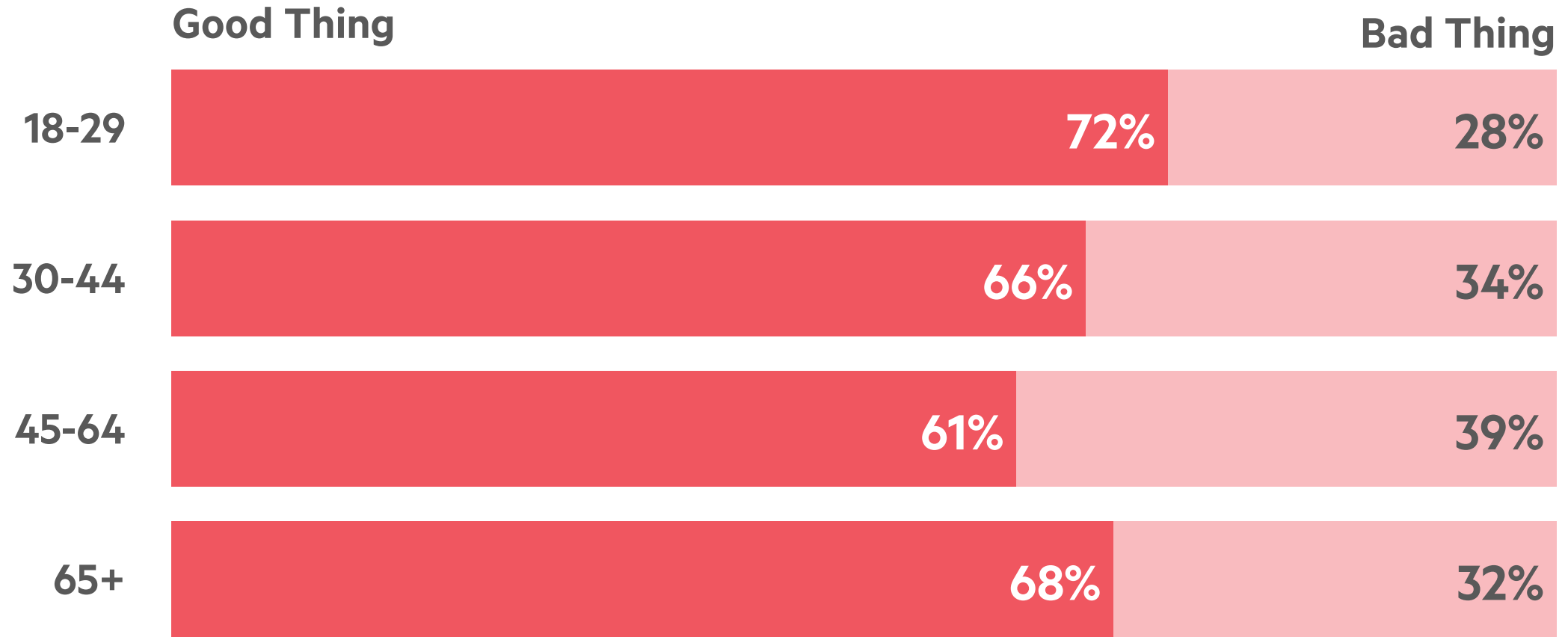
Silicon Beach (tech hub of 500+ startups)

Beyond Meat Inc.





New Food Technologies – by Age Categories



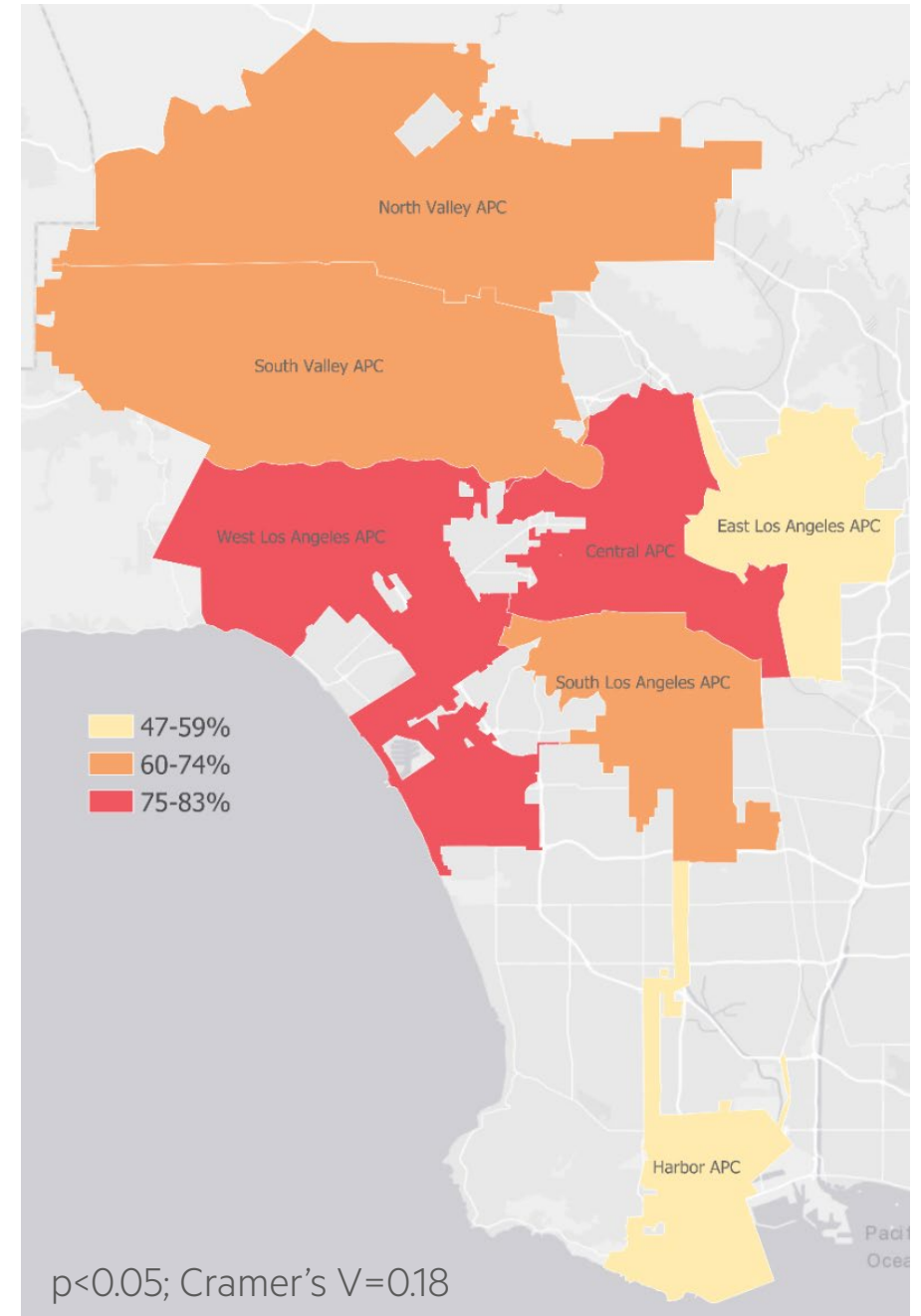
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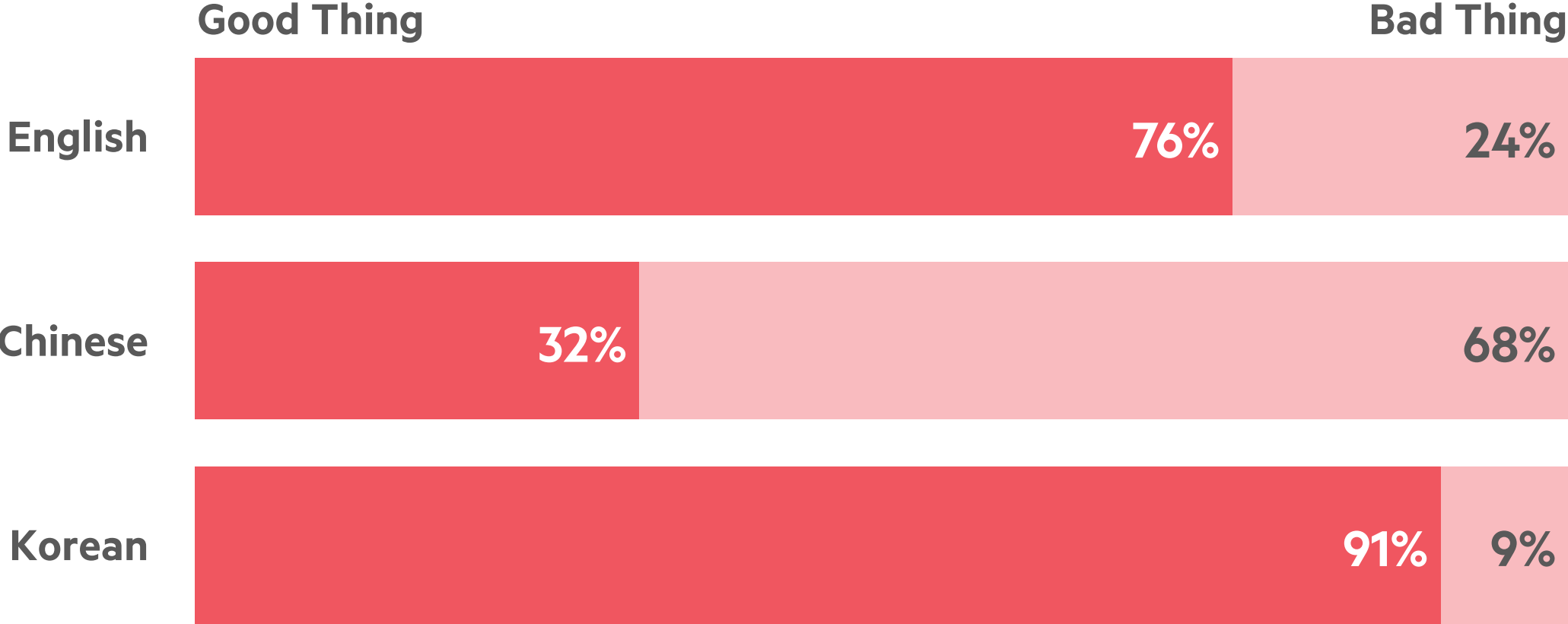
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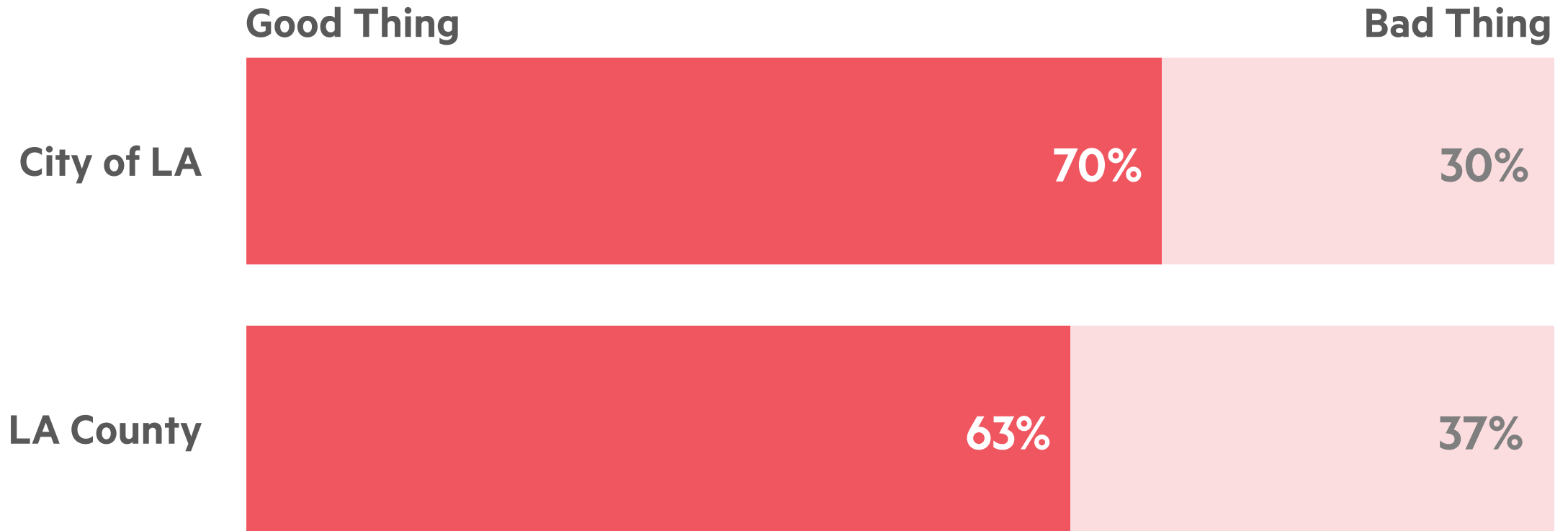


New Food Technologies – Asian Responses by Language



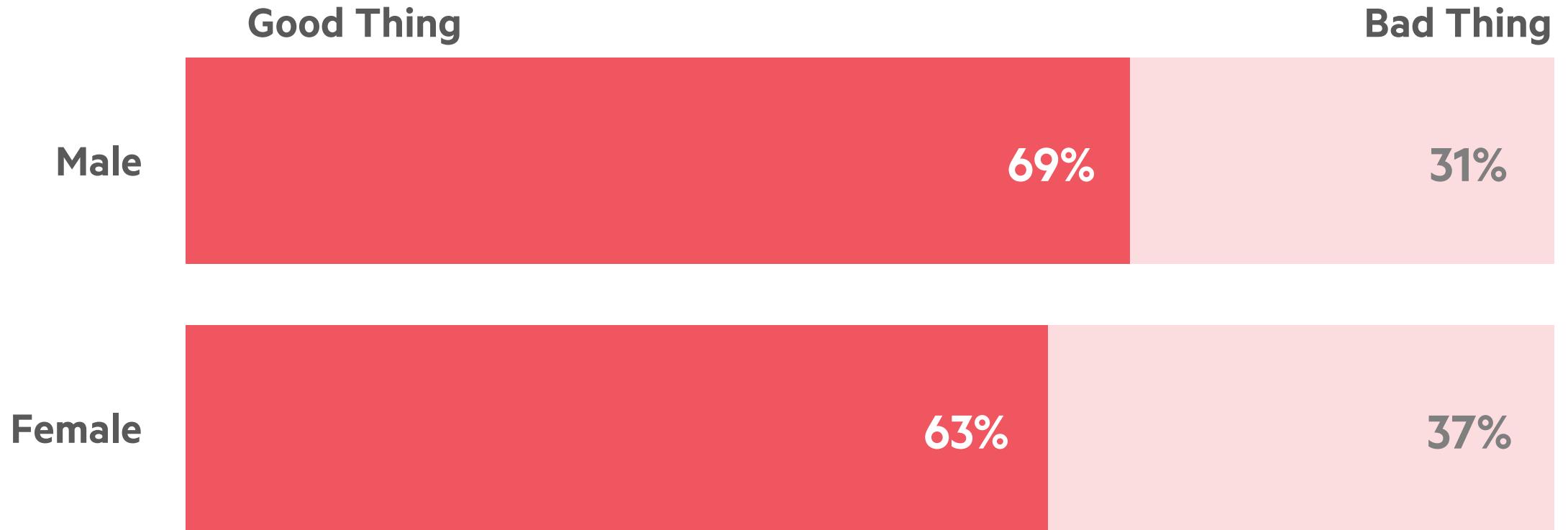
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New Food Technologies – Geography



p<0.05; Cramer's V=0.06

New Food Technologies – Gender

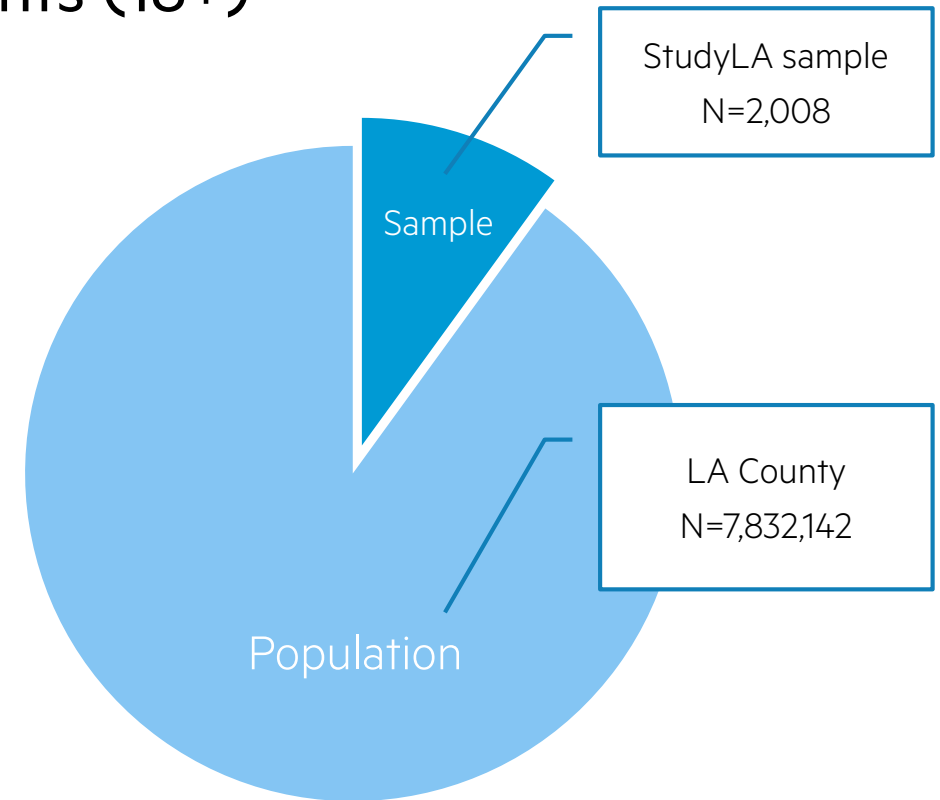


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2019 Los Angeles Public Opinion Survey

- Sample of 2,008 Los Angeles County residents (18+)
- Mixed method: phone + online
- Methodology
 - Listed phone samples
 - Random Digit Dial (RDD)
 - Online: double opt-in

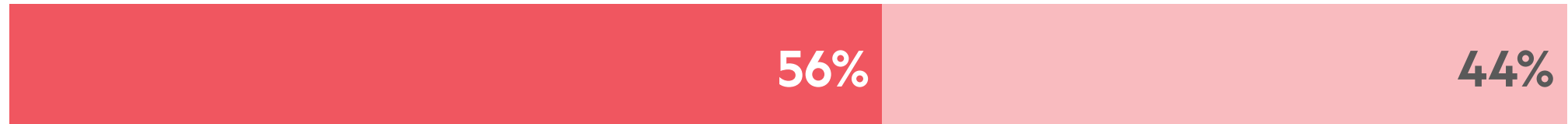


Is there a pet in your household? **Yes.**

Conference Book Page 23

Yes

No



34% Dog Households, No Cats

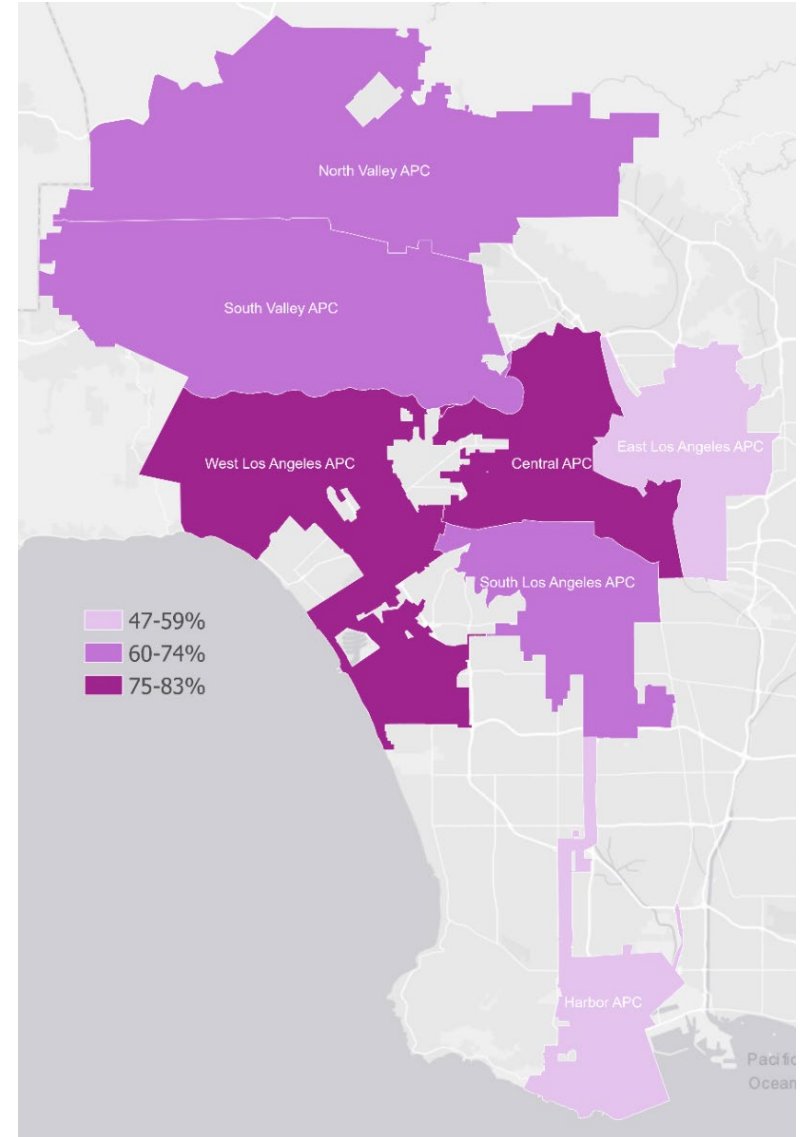
9% Cat Households, No Dogs

7% Households with Dogs and Cats

6% Households with Other Pet (No Dogs or Cats)

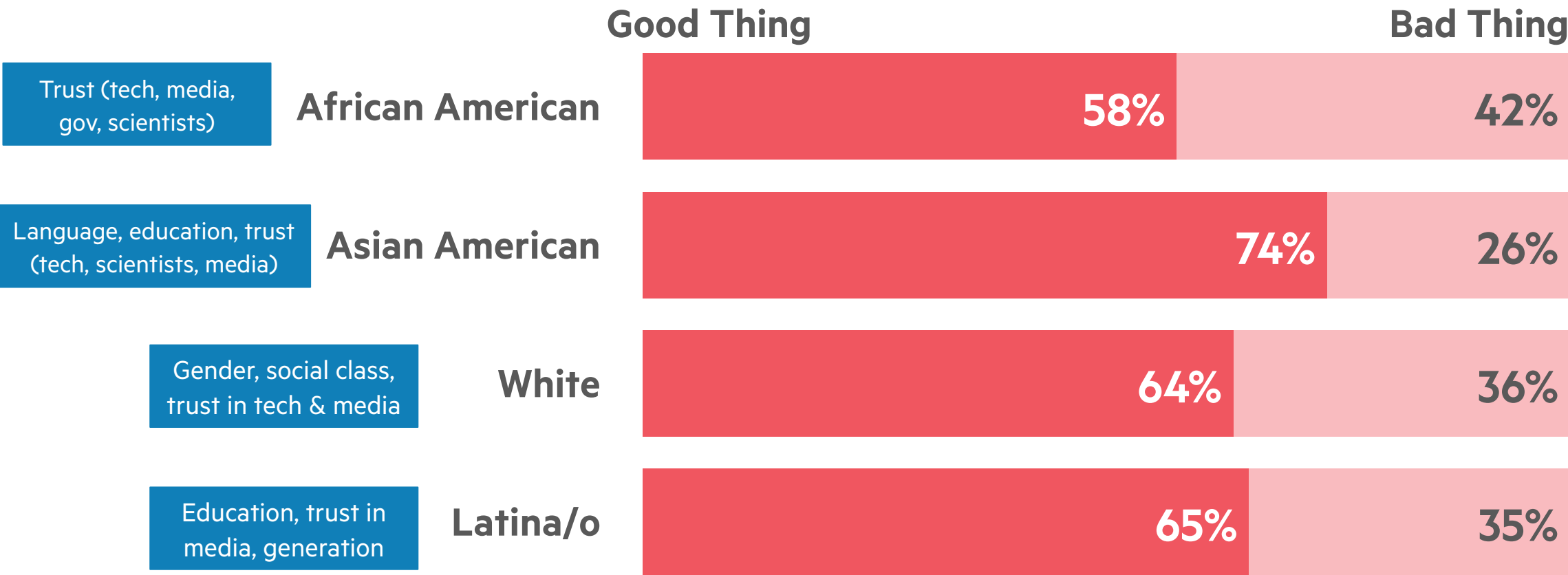
New Food Technologies

- City of LA – 70% “good thing”
- LA County – 63% “good thing”





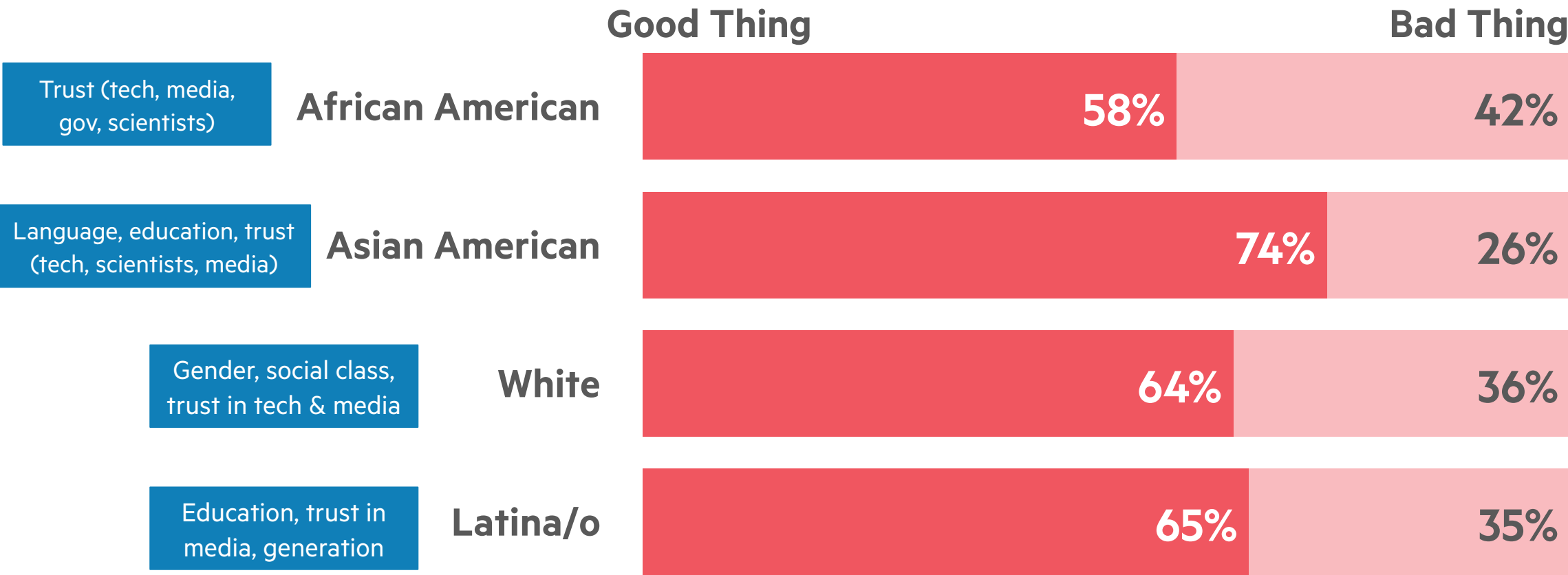
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StudyLA Signatures Studies and Events



Forecast LA



Public Opinion Surveys



Community Studies



Leadership Studies



Election Central



LA Votes Election Projects



LA Riots Anniversary Study



Research Collection