

Telling the South L.A. Storytelling Network: A Report Presented to the California  
Endowment

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## **INTRODUCTION**

This report is presented to The California Endowment as a presentation of the findings from an in-depth study of the South Figueroa Corridor and Crenshaw areas of Los Angeles. The choice of findings presented is the result of consultation with Mary Lou Fulton and Barbara Raymond and is meant to provide The California Endowment with information regarding the nature of the storytelling network in the South Figueroa Corridor and Crenshaw.

## METHODOLOGY

The data presented in this report were collected in a survey of 250 residents of the South Figueroa Corridor (SFC) (125 African American and 125 Latino) and a survey of 611 residents of Crenshaw (AA/Latino) both conducted during the spring of 2009. Additional data were also collected from two focus groups of SFC and Crenshaw residents conducted during the summer of 2009. The purpose of the surveys and focus groups was to collect data on (1) residents' communication patterns and storytelling networks; (2) community health, including measures relating to disease prevention, health status and access to health resources; and (3) community engagement, collective efficacy and civic participation.

This report focuses on identifying the specific components of the indigenous storytelling network(s) of South L.A., addressing three main areas of interest to TCE: (1) the extent to which residents are integrated into their neighborhood storytelling networks; (2) the extent to which there are separate storytelling networks based on ethnicity, immigration generation, language spoken at home and age and (3) whether the storytelling networks of the South Figueroa Corridor and Greater Crenshaw areas are similar. Results statistically significant at the  $p < .05$  level are detailed; parameter estimates for non-significant results are not reported but are available upon request.

## Summary of Results

### 1. In-depth Specification of the Neighborhood Storytelling Network

In general, the majority of residents are moderately integrated into their neighborhood storytelling networks. African Americans were slightly more integrated into the storytelling network than were Latinos. First and fourth generation immigrants were more integrated than second and third generation immigrants. The youngest and oldest residents were less integrated into the storytelling network than were middle aged residents.

### 2. Nature of the Storytelling Network

*Interpersonal interactions.* Both African Americans and Latinos reported moderate levels of interaction with members of the other ethnicity. Latino immigrants who were second or higher generation reported more frequent and more positive interactions with African Americans, perhaps because they were more likely to know English. Older residents interacted with members of the other ethnicity less frequently but were more likely to rate those interactions positively.

*Belonging to community organizations.* Most residents belonged to at least one community organizations. The diversity of organizations was vast, but the most popular groups were Christian, Catholic and Baptist churches, Homeowner's Associations, and Episcopal/Methodist churches. Although there were some differences in the types of organizations based upon neighborhood, ethnicity, age, immigration generation and language preference, our findings show significant points of overlap.

*Connections to media.* Overall, residents most often connect to television, internet and books/magazines for health information, while television, radio and newspaper are their most important media connections for staying on top of their community. Some differences in media connections exist based upon ethnicity, age, immigration generation and language preference. For instance, Latinos are more likely than African Americans to connect to television for health information. However, there are again points of overlap.

### 3. Combination of Greater Crenshaw and South Figueroa Corridors

Our data show that residents of Greater Crenshaw and South Figueroa are in many ways diverse and connect to a variety of local or geoethnic media and community organizations. The variation within each area is far greater than the variation between the two areas. Thus, our data indicate that it is acceptable to combine residents of each area for purposes of statistical analysis.



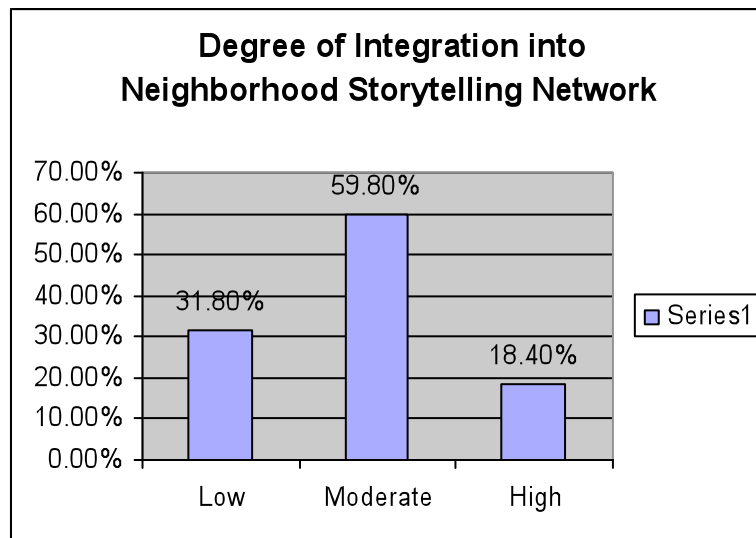
## RESULTS

### 1. In-depth Specification of the Neighborhood Storytelling Network

Our previous research has found that neighborhoods have indigenous storytelling networks, comprised of residents, geoethnic media and community organizations. Understanding the nature of these storytelling networks is a crucial component to projects seeking to effect community-level health change, as these storytelling networks can be leveraged to increase the efficiency of community dissemination efforts, community-building efforts, and mobilization efforts. The following sections present information detailing the extent to which residents are connected to – or integrated into – their storytelling network and the extent to which separate storytelling networks exist based upon neighborhood, immigration generation, ethnicity, language and age.

#### *1a. Residents' Overall Integration into the Storytelling Network*

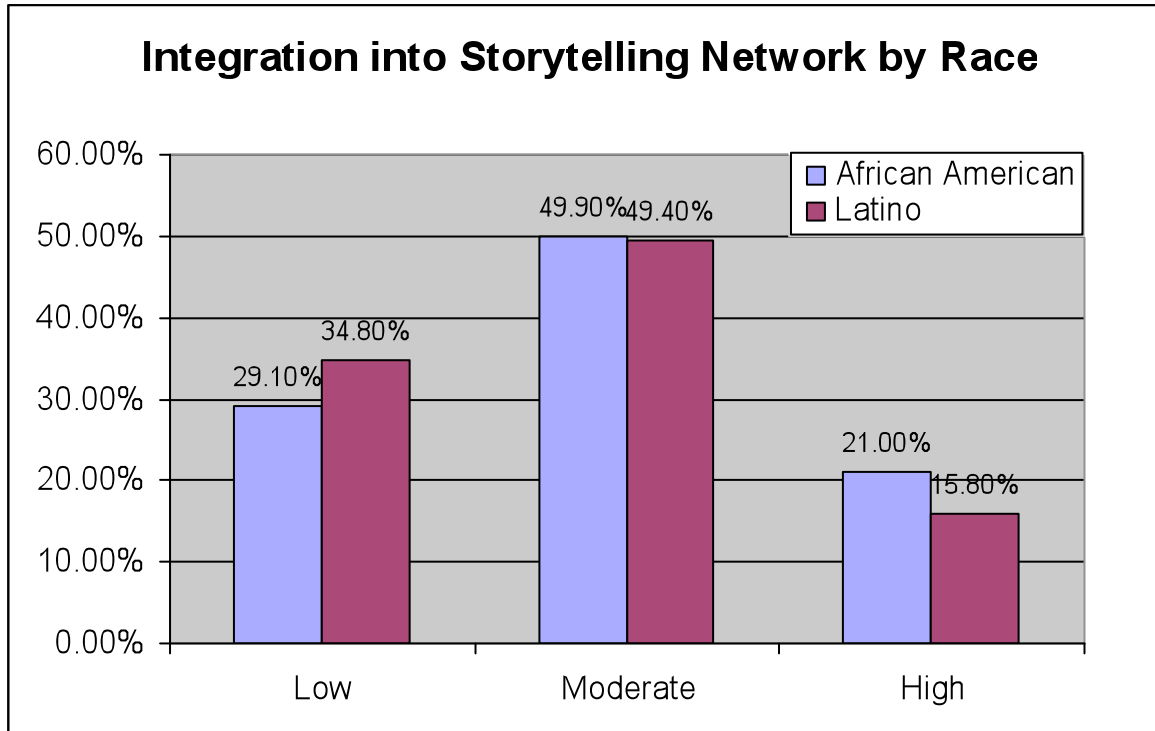
In previous research, the Metamorphosis team has found that the degree to which residents are integrated into their neighborhood storytelling network is related to civic engagement outcomes such as neighborhood belonging and perceived collective efficacy, as well as health outcomes such as increased knowledge about various illnesses. To measure the extent to which residents are integrated into the neighborhood storytelling network, we used a measure that has been developed and validated by the Metamorphosis team (Kim & Ball-Rokeach, 2006). This measure combines the extent to which a resident interacts with his or her neighbors, is connected to community organizations, and is connected to geoethnic media. The higher this measure is, the more integrated a resident is into the neighborhood storytelling network.<sup>1</sup> Most residents (59.8%) in SFC and Crenshaw are moderately integrated into the storytelling network. Approximately one-third (31.8%) of residents have low integration into the storytelling network, and 18.4% of residents are highly integrated.



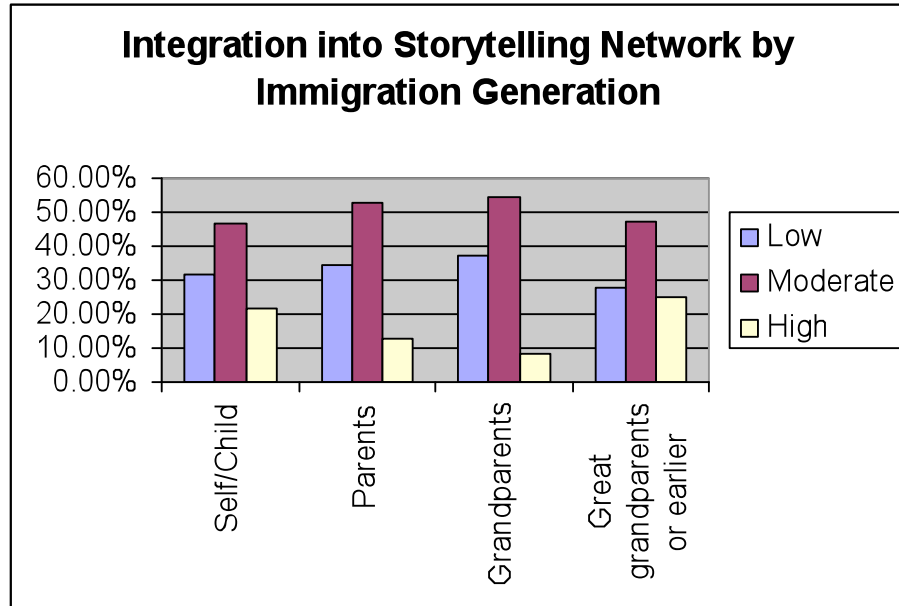
<sup>1</sup> The ICSN can range from 3 to 18. For the results presented here, the measure was categorized into low (3-7), moderate (8-12), and high (13-18).

*Ib. Variations in Integration into Storytelling Network by Race*

African Americans were slightly more integrated than Latinos into the storytelling network. Twenty-one percent of African Americans compared to 15% of Latinos were highly integrated into the storytelling network, while 29.1% of African Americans compared to 34.8% of Latinos were less integrated. These differences, however, were not statistically significant.

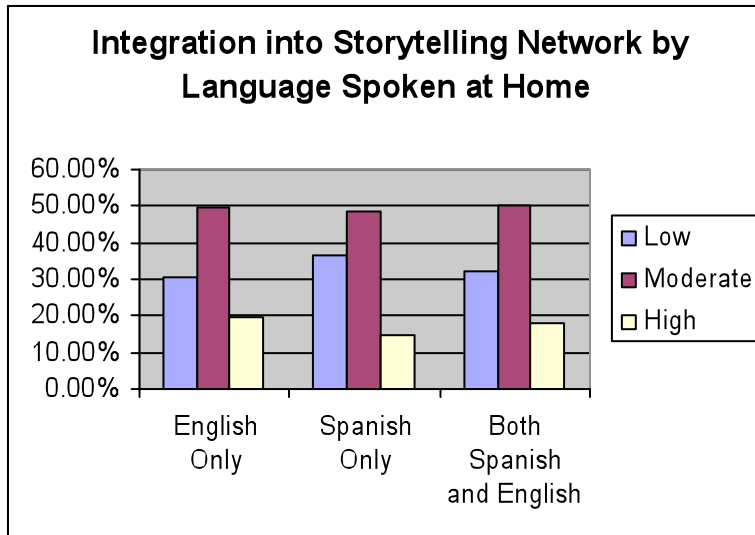


*1c. Variations in Integration into Storytelling Network by Immigration Generation*  
 Among Latino residents, integration into the storytelling network varied significantly ( $\chi^2(10) = 21.5, p < .05$ ) by immigration generation. In general, those participants whose parents or grandparents were the first to immigrate to the U.S. were less integrated into the storytelling network, while those whose great grandparents (or earlier) were the first to immigrate, or who they themselves were the first to immigrate, were the more integrated into the storytelling network. Those whose parents or grandparents were the first to immigrate were the least integrated into the storytelling network.



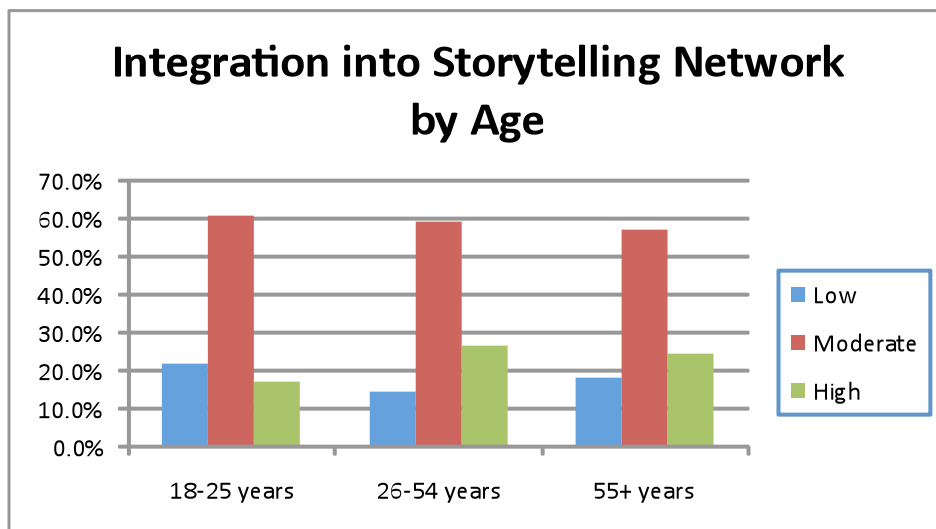
*1d. Variations in Integration into Storytelling Network by Language Spoken at Home*  
 Overall, the degree of integration into the storytelling network did not differ significantly by the language Latino residents spoke at home. Results should be interpreted with caution as only 18 people reported speaking English only at home. Thus, although results for all three language categories are shown throughout, valid comparisons must be restricted to those who speak either Spanish only or both English and Spanish.





*1e. Variations in Integration into Storytelling Network by Age*

Overall, younger adults (age 18-25) were less integrated into the storytelling network. Middle-aged (age 26-54) and older (age 55+) adults were equally integrated into the storytelling network, with approximately one-quarter of each age group being highly integrated. However, the differences in degree of integration into the storytelling network by age were not statistically significant.



**2. Nature of the Storytelling Network**

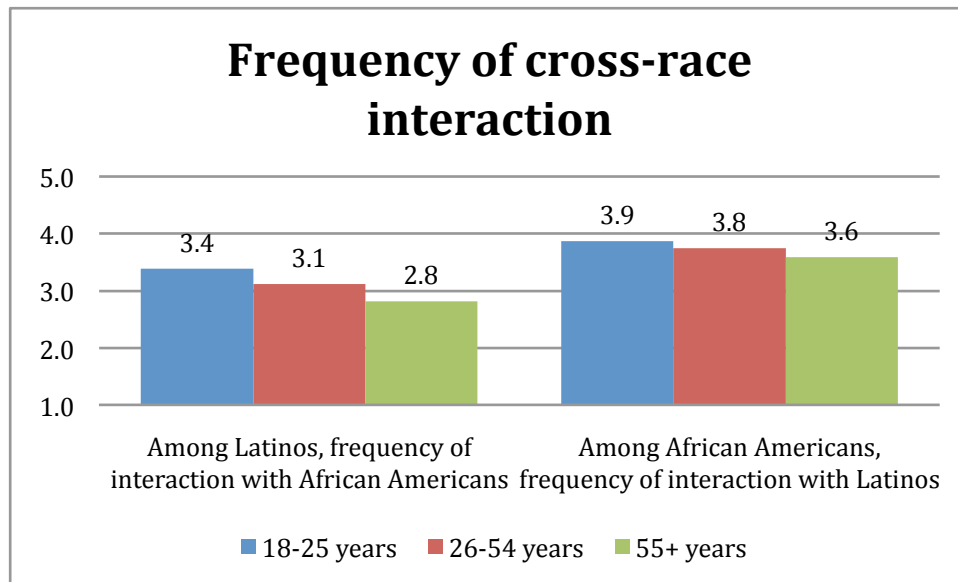
In order to best leverage the storytelling network to effect community change, it is crucial to understand the key characteristics of the storytelling network and whether the storytelling networks are the same across ethnicity, immigration generation, language spoken at home, and age. Our previous research has found that there often exist two or more storytelling networks within a given area. In order to understand the nature of the storytelling network, we asked residents about their interactions with other residents of

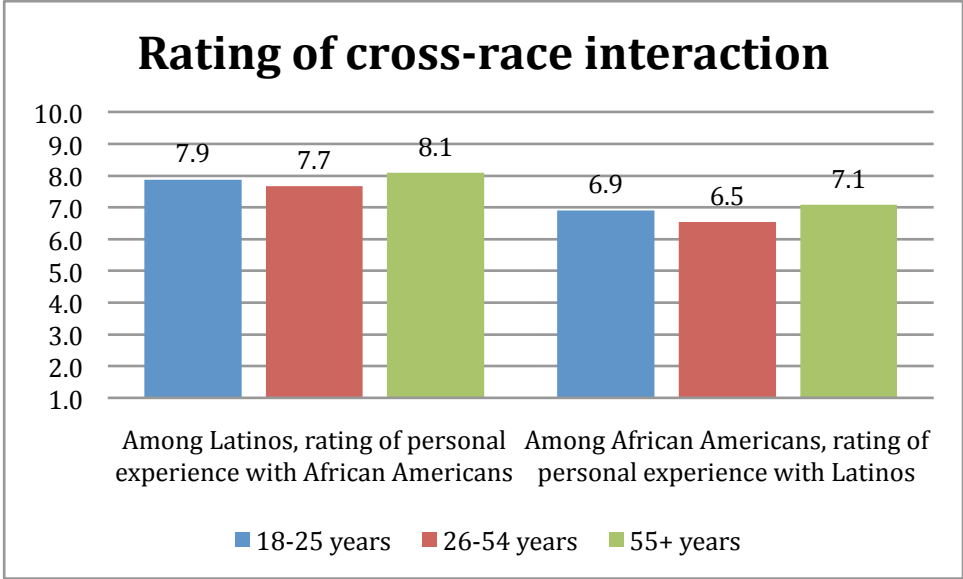
African American or Latino ethnicity (depending on the respondent’s ethnicity), and we asked residents to name the organizations and media that they considered most important. In this section we detail the nature of the storytelling network and examine the extent to which it varies by ethnicity, area, immigration generation, language spoken at home and age.

*2a. Interaction Between African Americans and Latinos*

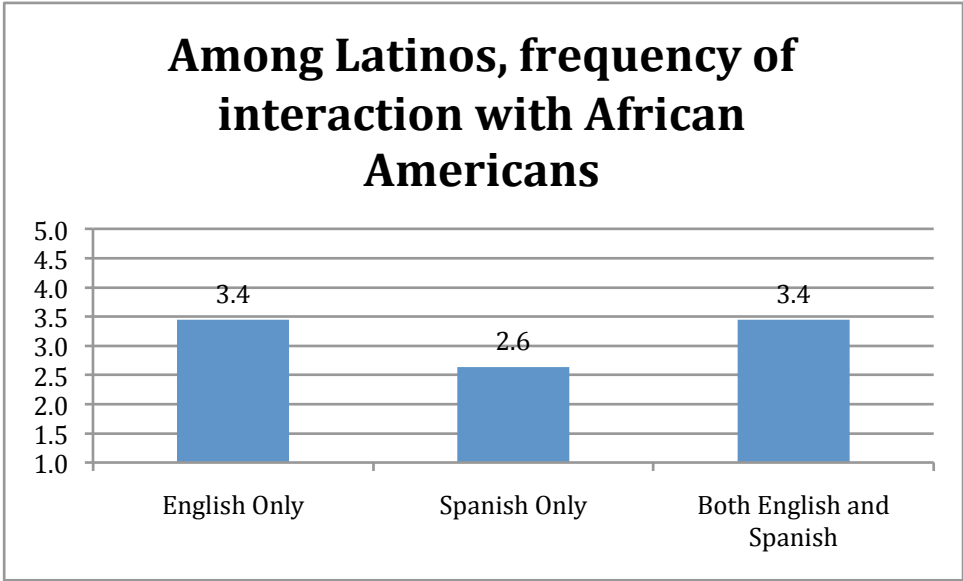
To analyze this question, we collected survey data on how much African Americans reported interacting with Latinos and vice versa and on how they rated those experiences on a scale ranging from 1 – “Never” to 5 – “Very often.” We also looked at how they rated those personal experiences on a scale from 1 to 10. Results of the data analysis showed that there were no significant differences in ratings by area. Thus, for the rest of the results shown here, the Crenshaw and South Figueroa areas are combined.

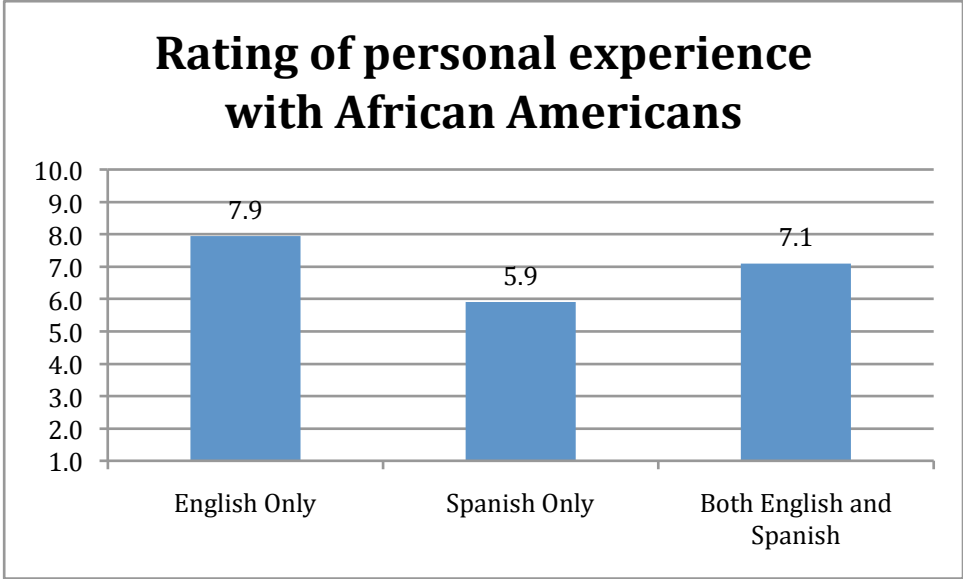
For both Latino and African American residents, the amount of cross-race interaction reported decreases with age. However, the oldest residents report the most positive cross-race interactions while people aged between 26 and 54 report the most negative interactions.



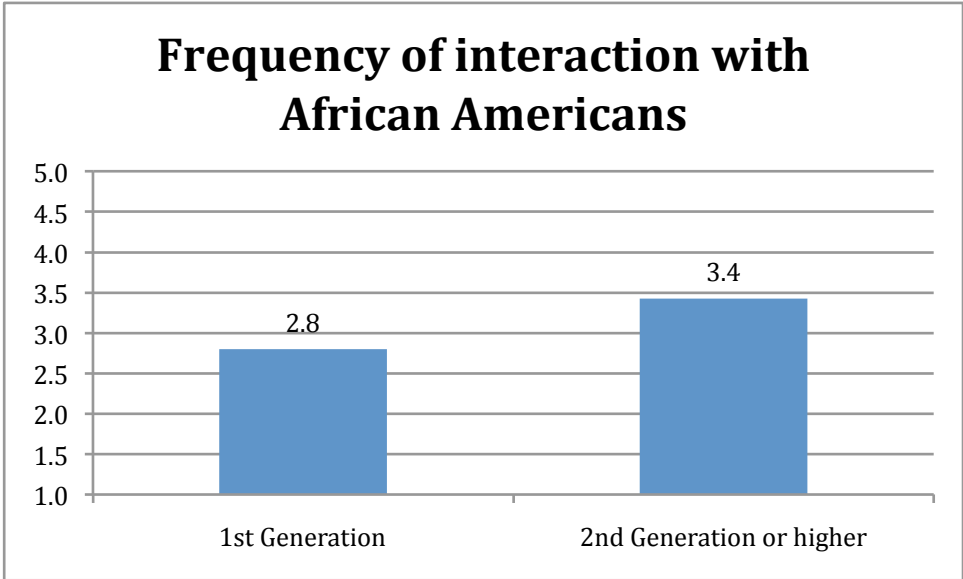


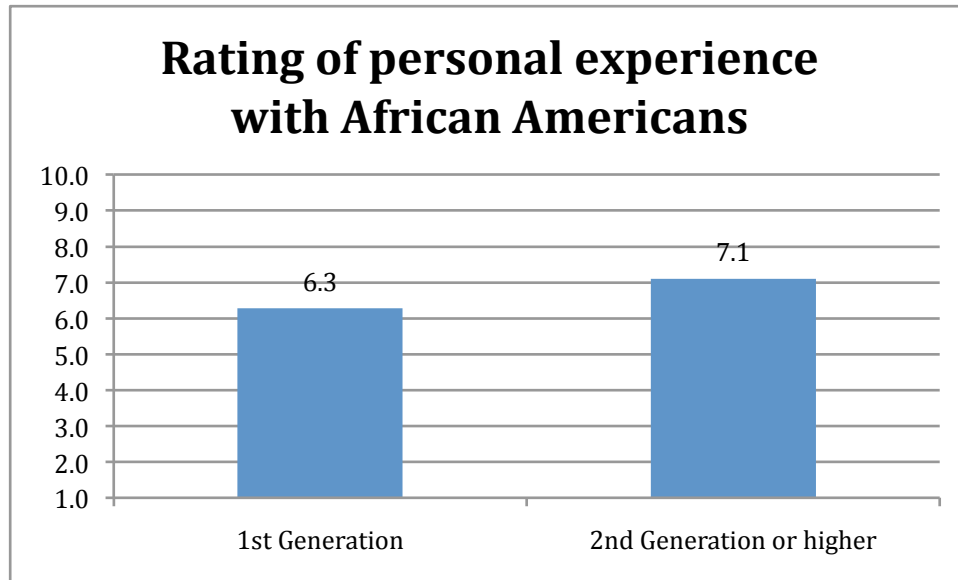
Among Latinos, those who speak some or only English in the home report significantly more interaction with African Americans than do Latinos who only speak Spanish. Additionally, those who only speak English report more positive interactions.





Similarly, second or higher generation Latino immigrants report both more frequent and more positive interaction with African Americans than do first generation Latino immigrants.





Data from our focus groups provide nuance to these survey findings. Our focus groups indicate that residents felt there was general conflict between African Americans and Latinos. Many African Americans, for instance, felt that service providers within the area had quickly shifted their priorities away from tending to the concerns of the African American community and had refocused primarily on the growing Hispanic population. However, most of the participants were careful not to generalize too broadly across ethnic groups. Both Latinos and African Americans recognized that there were many good, hard-working and constructive citizens from the other culture. Responding to another participant's complaints about the behavior of African Americans, a Latino male argued:

*“There are blacks who are really hard working and who have homes and have their children in good schools. And I know blacks that, despite that our language is different, they are very friendly, and some have even two work shifts and many things...So that whole thing about there’s a lot of blacks, this and that, you can’t say that because I know many gang-bangers who are Latinos, and I don’t know if they are worse or better than African American gang-bangers They are the same...I know areas with many blacks who are impeccably clean, polite, and hard working and friendly.”*

Despite the fact that focus group participants respected members of the other ethnicity, respondents of both ethnicities pointed to a lack of intercultural communication – notably due to a linguistic divide – as both a source of conflict and a barrier to further interaction. Frustration amongst many African Americans echoed their other concerns about the speed with which the community had changed, as well as the feeling that they are not given proper respect in their community. An African American female remarked:

*“I have Hispanics in my family so I have to learn 'Hola, como estas?' I hate that they don't learn how to say it back to me... My mother and I talked about this yesterday. We open ourselves up to get to know the culture, the people, and get to*

*know the words. But you have to wonder, why can't they get to learn some of ours? There are some in our neighborhood that are pretty cool and I can speak to them but they can't speak to me."*

It should be noted that a significant portion of the Latino community in South L.A. does indeed speak English – in fact, some of the focus groups with Latino participants were conducted in English. Latino participants without English proficiency often did express a desire to communicate better with their African American neighbors, but they seemed resigned to the fact that the current state of affairs made this difficult. Interestingly, while several of the African American participants felt that Latino residents should take the initiative to learn more English in order to improve communication, none of the Latino respondents recommended that their African American neighbors should learn more Spanish to improve these relations.

Despite these significant communication difficulties, several participants offered accounts in which previously held suspicion and hostility were broken down by friendly neighborhood interaction. Some respondents simply mentioned that they appreciated friendly smiles or greetings from neighbors of another ethnicity. This was the case, for instance, with a Latina resident of 20-years in the area:

*"Well, even though my English is not so great I am understood, and like I say, I came here when it was an Afro-American community...(My Father) also had (African American) friends who he introduced me to, and to this day we shake hands, say a few words, because if I had more I would say. But I try to communicate."*

Additionally, there was a strong sense throughout the focus groups that residents saw many of the community problems as shared struggles for the African American and Latino communities. Residents complained about the inferior quality of food in grocery stores, the spotty trash pick-up and street cleaning, gang violence, and what they saw as negligent and unfeeling activities of Los Angeles police officers. A representative quote demonstrates their shared frustration:

*"The police don't know nothing about our neighborhood. They think it is a black/Hispanic issue. You can call them and it takes them hours to get there. In an hour, somebody is going to be dead."* - African American female.

Ultimately, these findings highlight that most residents are willing and eager to interact with residents of a different ethnicity. This is particularly true when it comes to issues around community and neighborhood. Not only do residents want to bridge ethnic divides, but also when it comes to solving community problems, they feel it is necessary.

## *2b. Connections to Community Organizations*

In order to further investigate the extent to which separate storytelling networks existed, we examined the community organizations to which residents connected. To do this, we asked survey participants to indicate whether they belonged to each of five different

kinds of community groups: (1) cultural, ethnic or religious groups, (2) neighborhood or homeowners' groups, (3) political or educational groups, (4) sports or recreational groups, and (5) any other kind of group. If participants indicated they belonged to one or more of these groups, we asked them to specify the name of the group. The group names are presented in full in Appendix A. The following section presents details on the extent of community organization belonging and on the types of community organizations to which residents belong.

Survey results show that most South L.A. residents (85.2%) belonged to at least one community group. Overall, the groups to which residents belonged are located in their local area. The most popular type of group was cultural, ethnic and religious, with 50.6% of the sample participating in one of these groups. Sports and recreational groups were the next most popular, followed by political/educational groups, neighborhood/homeowners groups and other community groups.

Churches were by far the most popular cultural, ethnic and religious organizations. First African Methodist Episcopal Church (First AME) was most commonly named, with St. Cecilia and West Angeles Church of God and Christ tied for second. Many residents belonged to their local homeowners' association or Neighborhood Watch for their block or neighborhood. Baldwin Hills Homeowner's Association was the most commonly mentioned homeowners' association, with United Homeowner's Association and Lafayette Square Association also commonly mentioned.

More than 10% of residents named the Democratic Party as the most important political or educational group that they belonged to. Other commonly named groups were programs (i.e., the PTA) at the local school, the Obama Campaign and the Urban League. Many residents participated in sports and recreational activities. Soccer was the most popular sport. The local gym (e.g., 24 Hour Fitness, YMCA), baseball and softball leagues and senior citizens centers or groups (e.g., Ahmanson Center, Daylight Adult Day Healthcare Senior Center) were also commonly mentioned as important sports and recreational groups to which residents belonged. Residents also belonged to a wide range of other groups and organizations. Due to the wide variety, no one group emerged as the overall most popular, but commonly mentioned organizations included the NAACP, ACORN, Alcoholics Anonymous/Narcotics Anonymous, American Legion, California Nurses Association, First AME, Kids Watch, Oasis Senior Center, the VFW and the Wilfandel Club. For a detailed list of community organizations please refer to Appendix A.

*Top 10 Community Organizations – All*

|     | Group Type                          | N  | Percent |
|-----|-------------------------------------|----|---------|
| 1.  | Christian Church                    | 98 | 11.37%  |
| 2.  | Catholic Church                     | 90 | 10.44%  |
| 3.  | Baptist Church                      | 61 | 7.08%   |
| 4.  | Homeowner's Association             | 37 | 4.29%   |
| 5.  | Episcopalian/Methodist Church       | 32 | 3.71%   |
| 6.  | School Group                        | 31 | 3.60%   |
| 7.  | Community/Economic Development      | 27 | 3.13%   |
| 8.  | Neighborhood Watch                  | 24 | 2.78%   |
| 9.  | Neighborhood Association/Block Club | 21 | 2.44%   |
| 10. | Soccer                              | 21 | 2.44%   |

### *2b.1 Connections to Community Organizations by Area*

The community organizations residents of SFC and Crenshaw connect to are relatively similar. One point of difference, though, is that residents of Crenshaw tend to participate in more community organizations than residents of SFC; 36% of Crenshaw residents belong to two or more community organizations, compared to 26.6% of SFC residents. However, there are relatively few differences in the types of organizations in which residents of each area participate. In both areas, church is the most commonly mentioned community organization. In Crenshaw, Christian (11.6%), Catholic (10.6%) and Baptist (5.7%) were the most popular denominations, while in SFC the order of the most popular denominations changed slightly to Christian (10.8%), Baptist (10%) and Catholic (9.6%). In both areas soccer and basketball were popular recreational activities. The main difference between the two areas came in the form of belonging to political/educational organizations and homeowners'/neighborhood organizations. Specifically among residents of Crenshaw, homeowners' associations (5.7%), neighborhood associations (2.9%), Neighborhood Watches (2.9%) and school groups (2.6%) were the most commonly mentioned groups after Christian, Catholic and Baptist churches. In SFC, residents were less likely to participate in these sorts of groups. The differences were statistically significant by area (Political/educational groups:  $\chi^2(20) = 33.2$ ,  $p < .05$ ; Homeowners'/Neighborhood Groups:  $\chi^2(8) = 33.8$ ,  $p < .001$ ). The table below presents the top 10 types of community organizations to which residents of each area belonged. Although analyses revealed two differences in community organization membership that were statistically significant, the practical significance in these differences is slight. The data indicate that overall, the variation within each area is far greater than the variation between each area; thus the data indicate that combining the two areas in data analysis will produce more robust statistical results without skewing findings. In other words, the commonalities between the two areas and the extreme diversity of groups within each area does not indicate a need to analyze each group separately. Thus, these data support combining the two areas for purposes of analysis.



*Top Ten Community Organizations by Area*

| Crenshaw |   |     |       | SFC                                     |     |       |  |
|----------|---|-----|-------|---|-----|-------|--|
|          |   | (N) | %     |   | (N) | %     |  |
| 1        | Christian Church                        | 67  | 11.0% | Christian Church                        | 27  | 10.8% |  |
| 2        | Catholic Church                         | 65  | 10.6% | Baptist Church                          | 25  | 10.0% |  |
| 3        | Baptist Church                          | 35  | 5.7%  | Catholic Church                         | 24  | 9.6%  |  |
| 4        | Homeowner's Association<br>Neighborhood | 35  | 5.7%  | Soccer                                  | 6   | 2.4%  |  |
| 5        | Association/Block Club                  | 18  | 2.9%  | Seventh Day Adventist                   | 5   | 2.0%  |  |
| 6        | Neighborhood Watch                      | 18  | 2.9%  | Basketball                              | 5   | 2.0%  |  |
| 7        | School Group                            | 16  | 2.6%  | Jehovah's Witness                       | 4   | 1.6%  |  |
| 8        | Soccer                                  | 15  | 2.5%  | Pentecostal Church                      | 4   | 1.6%  |  |
| 9        | Methodist Episcopal Church              | 14  | 2.3%  | Community/Economic<br>Development Group | 4   | 1.6%  |  |
| 10       | Political Party                         | 14  | 2.3%  | School Group                            | 4   | 1.6%  |  |

*2b.2 Connections to Community Organizations by Ethnicity*

Slightly more African Americans belong to a community group than Latinos (87.8% compared to 82.4%). Additionally, African Americans belong to more community groups than Latinos, with 42.7% of African Americans compared to 21.9% of Latinos belonging to two or more groups. Cultural, ethnic or religious groups were the most popular organizations for both African Americans (60.2%) and Latinos (40.9%). However, the most popular types of cultural, ethnic or religious groups varied by ethnicity. As the Table below indicates, Latinos were more likely to report Catholic church (16.4%), Christian church (7.6%), and Evangelical church (2.1%) while African Americans were more likely to report Christian church (14.6%), Baptist churches (13.3%), and Catholic church (3.9%). African Americans participated in significantly more community groups than did Latinos. Although cultural, ethnic and religious groups were popular within both ethnicities, participation in other kinds of groups was significantly lower among Latinos. For instance, African Americans were more likely to belong to a neighborhood association or block club (3.6%) or political party (3.2%). Ultimately, these findings show that African Americans tend to belong to more community groups and a wider variety of community groups than do Latinos. The Table below presents the top ten types of community organizations by ethnicity.

*Top Ten Community Organization Types by Ethnicity*

| African American                       |    |       | Latino             |    |       |
|--|----|-------|--------------------|----|-------|
|  | N  | %     |                    | N  | %     |
| 1. Christian Church                    | 60 | 14.6% | Catholic Church    | 69 | 16.4% |
| 2. Baptist Church                      | 55 | 13.3% | Christian Church   | 32 | 7.6%  |
| 3. Homeowner's Association             | 32 | 7.8%  | Soccer             | 19 | 4.5%  |
| 4. Catholic Church                     | 16 | 3.9%  | Evangelical Church | 9  | 2.1%  |
| 5. Methodist Episcopal Church          | 15 | 3.6%  | Jehovah's Witness  | 9  | 2.1%  |
| 6. Neighborhood Association/Block Club | 15 | 3.6%  | School Group       | 9  | 2.1%  |
| 7. Gym                                 | 15 | 3.6%  | Lutheran Church    | 6  | 1.4%  |
| 8. Political Party                     | 13 | 3.2%  | Pentecostal Church | 6  | 1.4%  |
| 9. Neighborhood Watch                  | 12 | 2.9%  | Neighborhood Watch | 6  | 1.4%  |
| 10. Basketball                         | 11 | 2.7%  | Baptist Church     | 4  | 1.0%  |

*2b.4 Connections to Community Organizations by Immigration Generation in Latinos*

Overall, Latino residents who were born in the U.S. had higher levels of participation in community groups, with 37.0% of residents born in the U.S. participating in two or more groups, compared to only 20.7% of residents who immigrated to the U.S. Despite this, both residents born in and out of the U.S. participated in similar types of organizations. Church participation was the most popular for residents born both in and outside the U.S., with Catholic and Christian being the most popular denominations. Sports and recreational groups were also popular, with soccer being the most popular sport. The only noticeable difference in group membership was that those who were born in the U.S. were more likely to participate in homeowners' or neighborhood groups.

*Top ten community organizations by immigration generation among Latinos*

| 1st Generation                              |    |       | 2nd Generation or before             |    |       |
|---|----|-------|--------------------------------------|----|-------|
|   | N  | %     |                                      | N  | %     |
| 1. Catholic                                 | 32 | 16.7% | Catholic                             | 35 | 15.9% |
| 2. Christian                                | 14 | 7.3%  | Christian                            | 18 | 8.20% |
| 3. Soccer                                   | 9  | 4.7%  | Soccer                               | 10 | 4.50% |
| 4. Evangelical                              | 5  | 2.6%  | Jehovah's Witness                    | 6  | 2.70% |
| 5. School Group                             | 5  | 2.6%  | Neighborhood Watch                   | 5  | 2.30% |
| 6. Lutheran                                 | 4  | 2.1%  | Evangelical                          | 4  | 1.80% |
| 7. Pentecostal                              | 4  | 2.10% | School Group                         | 4  | 1.80% |
| 8. Jehovah's Witness                        | 3  | 1.60% | Baptist                              | 3  | 1.40% |
| 9. Seventh Day Adventist                    | 3  | 1.60% | Neighborhood<br>Organization/Council | 3  | 1.40% |
| 10. Community/Economic<br>Development Group | 2  | 1.00% | Baseball                             | 3  | 1.40% |

*2b.5 Connections to Community Organizations by Language Spoken Among Latinos*

In general, Latinos who spoke only English at home had higher levels of participation in community groups. Individuals who spoke only Spanish at home had the lowest levels of participation in community groups, and individuals who spoke both English and Spanish at home fell somewhere in between. Again, Catholic and Christian were the most popular denominations of church and soccer was the most popular sport across all groups.

*Top ten community organizations by language spoken at home among Latinos*

| English Only                  |   | Spanish Only |   | Both English and Spanish |       |                                       |    |       |
|-------------------------------|---|--------------|---|--------------------------|-------|---------------------------------------|----|-------|
|                               | N | %            |   | N                        | %     | N                                     | %  |       |
| 1. Christian                  | 2 | 11.11        | Catholic  | 17                       | 11.41 | Catholic                              | 50 | 20.33 |
| 2. Soccer                     | 1 | 5.56         | Christian   | 9                        | 6.04  | Christian                             | 20 | 8.13  |
| 3. Senior's Group             | 1 | 5.56         | Soccer  | 5                        | 3.36  | Soccer                                | 12 | 4.88  |
| 4. Senior's Group             | 1 | 5.56         | Evangelical                                       | 4                        | 2.68  | Jehovah's<br>Witness                  | 7  | 2.85  |
| 5. School Group               | 1 | 5.56         | Lutheran  | 4                        | 2.68  | Evangelical                           | 5  | 2.03  |
| 6. Political<br>Campaign      | 1 | 5.56         | School Group<br>Community/Economic<br>Development | 3                        | 2.01  | Pentecostal                           | 5  | 2.03  |
| 7. Police/Fire Group          | 1 | 5.56         | Jehovah's Witness                                 | 1                        | 0.67  | School Group<br>Neighborhood<br>Watch | 5  | 2.03  |
| 8. Homeowner's<br>Association | 1 | 5.56         | Jewish  | 1                        | 0.67  | Park                                  | 4  | 1.63  |
| 9. Fencing                    | 1 | 5.56         | Pentecostal                                       | 1                        | 0.67  | Baptist                               | 3  | 1.22  |
| 10. Catholic Church           | 1 | 5.56         |   |                          |       |                                       |    |       |

*2b.6 Connections to Community Organizations by Age<sup>3</sup>*

Overall, older residents tended to have higher levels of participation in community organizations, specifically in political or educational groups. These differences were statistically significant. Residents aged 60 and older also had the highest levels of involvement in political or educational groups and residents aged 40-49 had the highest levels of participation in sports and recreational groups, although neither of these differences were statistically significant. Differences also emerged in the specific types of groups residents belonged to. Among church participation, Catholic was more popular in younger residents (18-49), while Baptist was more popular in older residents (50 and over). Younger residents (18-39) also favored soccer and basketball, while older residents (70's and over) participated in their local senior center or senior group.

<sup>3</sup> To more fully highlight the differences in community organization connections by age, participants were broken down into age groups by 10-year increments. Elsewhere the data exhibit less variation and so participants were broken down into only three age groups.

*Top five community organizations by age*

| 18-29                   |          | 30's  |                         |          |       |
|-------------------------|----------|-------|-------------------------|----------|-------|
|                         | <i>N</i> | %     |                         | <i>N</i> | %     |
| Catholic                | 23       | 11.3% | Catholic                | 19       | 13.4% |
| Christian               | 15       | 7.4%  | Christian               | 12       | 8.5%  |
| Jehovah's Witness       | 7        | 3.5%  | Soccer                  | 9        | 6.3%  |
| Basketball              | 6        | 3.0%  | Baptist                 | 5        | 3.5%  |
| Soccer                  | 6        | 3.0%  | Neighborhood Watch      | 4        | 2.8%  |
| 40's                    |          | 50's  |                         |          |       |
|                         | <i>N</i> | %     |                         | <i>N</i> | %     |
| Catholic                | 17       | 12.4% | Christian               | 17       | 11.1% |
| Christian               | 15       | 11.0% | Baptist                 | 14       | 9.2%  |
| School Group            | 9        | 6.6%  | Catholic                | 12       | 7.8%  |
| Seventh Day Adventist   | 5        | 3.7%  | Pentecostal             | 6        | 3.9%  |
| Baptist                 | 4        | 2.9%  | Jehovah's Witness       | 5        | 3.3%  |
| 60's                    |          | 70's  |                         |          |       |
|                         | <i>N</i> | %     |                         | <i>N</i> | %     |
| Baptist                 | 15       | 13.9% | Christian               | 13       | 18.6% |
| Christian               | 13       | 12.0% | Baptist                 | 12       | 17.6% |
| Homeowner's Association | 13       | 12.0% | Senior's Group          | 7        | 10.0% |
| Catholic                | 11       | 10.2% | Homeowner's Association | 6        | 8.6%  |
| Political Party         | 7        | 6.5%  | Catholic                | 4        | 5.7%  |
| 80+                     |          |       |                         |          |       |
|                         | <i>N</i> | %     |                         | <i>N</i> | %     |
| Christian               | 7        | 18.9% |                         |          |       |
| Baptist                 | 6        | 16.2% |                         |          |       |
| Homeowner's Association | 6        | 16.2% |                         |          |       |
| Senior's Group          | 3        | 8.1%  |                         |          |       |
| Lutheran                | 2        | 5.4%  |                         |          |       |

**2c. Connections to Local Media**

To further examine the nature of the storytelling network, we also examined the specific media residents connect to for two different goals: getting health information and for staying on top of the community. First, residents were asked which ways (television, radio, newspapers, the Internet, books or magazines, or leaflets) were the most important ways for them to obtain information. Then residents were asked to provide further information about the media they identified. For example, if a participant reported watching television to obtain medical and health information, then the participant was asked to identify whether they most often watched commercial English channels, public television, or geo-ethnic television as well as the specific channel most watched. This section provides the results for the most important ways to obtain information and the types of television channels, radio stations, and newspapers most commonly connected to for medical and health information and to stay on top of the community. Results are listed by area, ethnicity, immigration generation among Latinos, language spoken at

home among Latinos, and age. Appendix B includes tables showing the specific television channels, radio stations, and newspapers most commonly used by area and ethnicity.

*2c.1. Connections to Media by Area*

The tables below show the overall results for media connections (both number and percentage), separated by whether residents live in Crenshaw or South Figueroa. First, the most important ways of obtaining medical and health information and staying on top of the community are presented. None of the differences by area are statistically significant at the .05 alpha level.

*Most important ways to get medical and health information for yourself/your family by area*

|               | Crenshaw |    | S. Figueroa |    |
|---------------|----------|----|-------------|----|
|               | N        | %  | N           | %  |
| Total         | 611      | -- | 251         | -- |
| Television    | 182      | 30 | 88          | 35 |
| Radio         | 46       | 8  | 11          | 4  |
| Newspapers    | 68       | 11 | 21          | 8  |
| Internet      | 205      | 34 | 69          | 27 |
| Book/Magazine | 106      | 17 | 46          | 18 |
| Leaflet       | 34       | 6  | 19          | 8  |

The most common ways of obtaining medical and health information were through the Internet and television. In contrast, the Internet was not an important means for obtaining information about the community. Rather, residents relied on television, followed by newspapers or the radio to stay on top of the community.

*Most important ways to stay on top of your community by area*

|               | Crenshaw |    | S. Figueroa |    |
|---------------|----------|----|-------------|----|
|               | N        | %  | N           | %  |
| Total         | 611      | -- | 251         | -- |
| Television    | 402      | 66 | 179         | 71 |
| Radio         | 104      | 17 | 51          | 20 |
| Newspapers    | 186      | 30 | 67          | 27 |
| Internet      | 15       | 2  | 3           | 1  |
| Book/Magazine | 11       | 2  | 2           | 1  |
| Leaflet       | 0        | 0  | 0           | 0  |

For those who obtain their health information from television, major English channels are quite popular. In the South Figueroa corridor, more people report watching public television ( $p < .05$ ) and fewer people report watching geo-ethnic television for health

information ( $p < .05$ ) than in Crenshaw. These are the only statistically significant differences by area for any of the media connections.

*Watching TV to get medical and health information by area*

|                          | Crenshaw |    | S. Figueroa |    |
|--------------------------|----------|----|-------------|----|
|                          | N        | %  | N           | %  |
| Total                    | 182      | -- | 88          | -- |
| Major English commercial | 74       | 41 | 45          | 51 |
| Public television        | 39       | 21 | 31          | 35 |
| Geo-ethnic               | 79       | 43 | 29          | 33 |

In contrast, for both Crenshaw and the South Figueroa Corridor, people report watching television to stay on top of their communities most with major English commercial channels, follow by geo-ethnic channels, with public television infrequently reported.

*Watching TV to stay on top of your community by area*

|                          | Crenshaw |    | S. Figueroa |    |
|--------------------------|----------|----|-------------|----|
|                          | N        | %  | N           | %  |
| Total                    | 402      | -- | 251         | -- |
| Major English commercial | 214      | 53 | 96          | 38 |
| Public television        | 95       | 24 | 35          | 14 |
| Geo-ethnic               | 173      | 43 | 72          | 29 |

When listening to the radio for health information, geo-ethnic radio is the most popular, followed by public radio. However, radio is more commonly used for obtaining information about the community. In that case, geo-ethnic radio stations by far predominate (54%) as the type of station used for information purposes.

*Listening to radio to get medical and health information by area*

|                          | Crenshaw |    | S. Figueroa |    |
|--------------------------|----------|----|-------------|----|
|                          | N        | %  | N           | %  |
| Total                    | 46       | -- | 11          | -- |
| Major English commercial | 9        | 20 | 1           | 9  |
| Public radio             | 16       | 35 | 3           | 27 |
| Geo-ethnic               | 22       | 48 | 7           | 64 |

*Listening to radio to stay on top of your community by area*

|                          | Crenshaw |    | S. Figueroa |    |
|--------------------------|----------|----|-------------|----|
|                          | N        | %  | N           | %  |
| Total                    | 104      | -- | 51          | -- |
| Major English commercial | 30       | 29 | 13          | 25 |
| Public radio             | 29       | 28 | 10          | 20 |
| Geo-ethnic               | 52       | 50 | 31          | 61 |

Participants are three times as likely to report reading a newspaper as an important way to obtain information about the community as for obtaining medical and health information. For health information, mainstream English newspapers (in particular, the *Los Angeles Times*) predominate.

*Reading a newspaper to get medical and health information by area*

|                    | Crenshaw |    | S. Figueroa |    |
|--------------------|----------|----|-------------|----|
|                    | N        | %  | N           | %  |
| Total              | 68       | -- | 21          | -- |
| Mainstream English | 40       | 59 | 12          | 57 |
| Community area     | 9        | 13 | 4           | 19 |
| Ethnic group       | 26       | 38 | 5           | 24 |

However, when reading a newspaper to learn more about the community, ethnic papers (such as *La Opinion*) and community papers (such as *LA Sentinel*) become substantially more popular.

*Reading a newspaper to stay on top of your community by area*

|                    | Crenshaw |    | S. Figueroa |    |
|--------------------|----------|----|-------------|----|
|                    | N        | %  | N           | %  |
| Total              | 186      | -- | 67          | -- |
| Mainstream English | 80       | 43 | 34          | 51 |
| Community area     | 61       | 33 | 16          | 24 |
| Ethnic group       | 79       | 42 | 28          | 42 |

*2c.2. Connections to Media by Ethnicity*

Survey findings show that connections to local media vary significantly by race/ethnicity. Specifically, Latinos are significantly more likely to watch television ( $p < .01$ ) or listen to the radio ( $p < .05$ ) for medical and health information than are African Americans.

*Most important ways to get medical health information for yourself/your family by ethnicity*

|               | African American |    | Latino |    |
|---------------|------------------|----|--------|----|
|               | N                | %  | N      | %  |
| Total         | 412              | -- | 421    | -- |
| Television    | 112              | 27 | 150    | 36 |
| Radio         | 21               | 5  | 36     | 9  |
| Newspapers    | 45               | 11 | 42     | 10 |
| Internet      | 130              | 32 | 133    | 32 |
| Book/Magazine | 77               | 19 | 68     | 16 |
| Leaflet       | 18               | 4  | 34     | 8  |

Similarly, Latinos report relying more on television ( $p < .01$ ) and listening to the radio ( $p < .05$ ) to stay on top of their community than do African Americans. In turn, African Americans are more likely to use newspapers ( $p < .05$ ) to stay on top of the community than Latino residents.

*Most important ways to stay on top of your community by ethnicity*

|               | African American |    | Latino |    |
|---------------|------------------|----|--------|----|
|               | N                | %  | N      | %  |
| Total         | 412              | -- | 421    | -- |
| Television    | 254              | 62 | 314    | 75 |
| Radio         | 64               | 16 | 89     | 21 |
| Newspapers    | 140              | 34 | 108    | 26 |
| Internet      | 14               | 3  | 3      | 1  |
| Book/Magazine | 7                | 2  | 6      | 1  |
| Leaflet       | 0                | 0  | 0      | 0  |

Unsurprisingly, geo-ethnic and specifically Spanish language television channels are more popular among Latinos than African Americans ( $p < .01$  for both getting medical and health information and for staying on top of the community). African Americans rely more on commercial English channels.



*Watching TV to get medical and health information  
by ethnicity*

|                          | African American |    | Latino |    |
|--------------------------|------------------|----|--------|----|
|                          | N                | %  | N      | %  |
| Total                    | 112              | -- | 150    | -- |
| Major English commercial | 81               | 72 | 34     | 23 |
| Public television        | 29               | 26 | 36     | 24 |
| Geo-ethnic               | 18               | 16 | 88     | 59 |

*Watching TV to stay on top of your community by ethnicity*

|                          | African American |    | Latino |    |
|--------------------------|------------------|----|--------|----|
|                          | N                | %  | N      | %  |
| Total                    | 254              | -- | 314    | -- |
| Major English commercial | 194              | 76 | 105    | 33 |
| Public television        | 74               | 29 | 55     | 18 |
| Geo-ethnic               | 47               | 19 | 195    | 62 |

This pattern is matched for connections to local radio. Latinos are more likely to listen to geo-ethnic radio stations, while African Americans are more likely to listen to commercial English stations.

*Listening to radio to get medical and health information by ethnicity*

|                          | African American |    | Latino |    |
|--------------------------|------------------|----|--------|----|
|                          | N                | %  | N      | %  |
| Total                    | 21               | -- | 36     | -- |
| Major English commercial | 9                | 43 | 1      | 3  |
| Public radio             | 10               | 48 | 9      | 25 |
| Geo-ethnic               | 4                | 19 | 25     | 69 |

*Listening to radio to stay on top of your community by ethnicity*

|                          | African American |    | Latino |    |
|--------------------------|------------------|----|--------|----|
|                          | N                | %  | N      | %  |
| Total                    | 64               | -- | 89     | -- |
| Major English commercial | 35               | 55 | 7      | 8  |
| Public radio             | 25               | 39 | 13     | 15 |
| Geo-ethnic               | 14               | 22 | 69     | 78 |

Likewise, the same pattern persists for newspaper reading. African Americans report reading mainstream English papers, and Latinos report reading papers designed for particular ethnic groups.

*Reading a newspaper to get medical and health information by ethnicity*

|                    | African American |    | Latino |    |
|--------------------|------------------|----|--------|----|
|                    | N                | %  | N      | %  |
| Total              | 45               | -- | 42     | -- |
| Mainstream English | 38               | 84 | 12     | 29 |
| Community area     | 9                | 20 | 4      | 10 |
| Ethnic group       | 4                | 9  | 27     | 64 |

*Reading a newspaper to stay on top of your community by ethnicity*

|                    | African American |    | Latino |    |
|--------------------|------------------|----|--------|----|
|                    | N                | %  | N      | %  |
| Total              | 140              | -- | 108    | -- |
| Mainstream English | 81               | 58 | 29     | 27 |
| Community area     | 57               | 41 | 18     | 17 |
| Ethnic group       | 40               | 29 | 66     | 61 |

*2c.3. Connections to Media by Immigration Generation in Latinos*

To determine whether media connections varied by immigration generation, we compared residents who were first generation immigrants with residents who were second generation or before. Analysis shows that first generation immigrants tend to rely more on television and radio and far less on the Internet for their health information than those who are at least second generation.

*Most important ways to get medical and health information for yourself/your family among Latinos by immigration generation*

|               | 1st Generation |    | 2nd Generation or before |    |
|---------------|----------------|----|--------------------------|----|
|               | N              | %  | N                        | %  |
| Total         | 192            | -- | 220                      | -- |
| Television    | 82             | 43 | 64                       | 29 |
| Radio         | 28             | 15 | 8                        | 4  |
| Newspapers    | 20             | 10 | 21                       | 10 |
| Internet      | 27             | 14 | 103                      | 47 |
| Book/Magazine | 31             | 16 | 37                       | 17 |
| Leaflet       | 17             | 9  | 17                       | 8  |

When it comes to staying on top of the community, new immigrants are again more likely to rely on television and the radio. However, neither residents born in the US nor more recent immigrants rely much on the Internet for community information.

*Most important ways to stay on top of your community among Latinos by immigration generation*

|               | 1st Generation |    | 2nd Generation or before |    |
|---------------|----------------|----|--------------------------|----|
|               | N              | %  | N                        | %  |
| Total         | 192            | -- | 220                      | -- |
| Television    | 156            | 81 | 152                      | 69 |
| Radio         | 53             | 28 | 33                       | 15 |
| Newspapers    | 56             | 29 | 49                       | 22 |
| Internet      | 2              | 1  | 1                        | 0  |
| Book/Magazine | 3              | 2  | 3                        | 1  |
| Leaflet       | 0              | 0  | 0                        | 0  |

Latino residents whose families immigrated generations ago are much more likely to watch traditional commercial television channels in English, both for health and medical information and for staying on top of the community.

*Watching TV to get medical and health information among Latinos by immigration generation*

|                          | 1st Generation |    | 2nd Generation or before |    |
|--------------------------|----------------|----|--------------------------|----|
|                          | N              | %  | N                        | %  |
| Total                    | 82             | -- | 64                       | -- |
| Major English commercial | 9              | 11 | 25                       | 39 |
| Public television        | 24             | 29 | 11                       | 17 |
| Geo-ethnic               | 51             | 62 | 34                       | 53 |

The same pattern holds true for community information. Additionally, recent immigrants are significantly more likely to watch geo-ethnic television to learn about their communities than are second generation Latinos.

*Watching TV to stay on top of your community among Latinos by immigration generation*

|                          | 1st Generation |    | 2nd Generation or before |    |
|--------------------------|----------------|----|--------------------------|----|
|                          | N              | %  | N                        | %  |
| Total                    | 156            | -- | 152                      | -- |
| Major English commercial | 27             | 17 | 77                       | 51 |
| Public television        | 24             | 15 | 31                       | 20 |
| Geo-ethnic               | 123            | 79 | 67                       | 44 |

Because the number of people who report strong connections to radio stations for health information is so small, none of the differences by immigration generation are statistically significant.

*Listening to radio to get medical and health information among Latinos by immigration generation*

|                          | 1st Generation |    | 2nd Generation or before |    |
|--------------------------|----------------|----|--------------------------|----|
|                          | N              | %  | N                        | %  |
| Total                    | 28             | -- | 8                        | -- |
| Major English commercial | 0              | 0  | 1                        | 13 |
| Public radio             | 9              | 32 | 0                        | 0  |
| Geo-ethnic               | 18             | 64 | 7                        | 88 |

However, first generation immigrants are less likely to listen to mainstream English radio stations for community information than are second or higher generation Latinos.

*Listening to radio to stay on top of your community among Latinos by immigration generation*

|                          | 1st Generation |    | 2nd Generation or before |    |
|--------------------------|----------------|----|--------------------------|----|
|                          | N              | %  | N                        | %  |
| Total                    | 53             | -- | 33                       | -- |
| Major English commercial | 1              | 2  | 5                        | 15 |
| Public radio             | 8              | 15 | 5                        | 15 |
| Geo-ethnic               | 44             | 83 | 23                       | 70 |

As was the case for television connections, recent immigrants are more likely to read papers targeted to their ethnic group for health information than are second generation. Additionally, although no recent immigrants reported reading mainstream English papers for medical and health information, 52% of second generation participants with connections to newspapers primarily read mainstream English papers.

*Reading a newspaper to get medical and health information among Latinos by immigration generation*

|                    | 1st Generation |    | 2nd Generation or before |    |
|--------------------|----------------|----|--------------------------|----|
|                    | N              | %  | N                        | %  |
| Total              | 20             | -- | 21                       | -- |
| Mainstream English | 0              | 0  | 11                       | 52 |
| Community area     | 2              | 10 | 2                        | 10 |
| Ethnic group       | 18             | 90 | 9                        | 43 |

The same results are found for newspaper reading to stay on top of community information. Both the decreased likelihood of first generation immigrants to read

mainstream English papers and their increased likelihood to read ethnically-targeted papers are statistically significant.

*Reading a newspaper to stay on top of your community among Latinos by immigration generation*

|                    | 1st Generation |    | 2nd Generation or before |    |
|--------------------|----------------|----|--------------------------|----|
|                    | N              | %  | N                        | %  |
| Total              | 56             | -- | 49                       | -- |
| Mainstream English | 4              | 7  | 24                       | 49 |
| Community area     | 7              | 13 | 11                       | 22 |
| Ethnic group       | 48             | 86 | 16                       | 33 |

*2c.4. Connections to Media by Language Spoken at Home Among Latinos*

Because the African American sample overwhelmingly spoke only English at home, we examined how media connections varied by language spoken at home among Latino participants only.

For health information, those who speak Spanish only are more likely to connect to television and less likely to connect to the Internet.

*Most important ways to get medical and health information for yourself/your family among Latinos by language spoken at home*

|               | English Only |    | Spanish Only |    | Both English and Spanish |    |
|---------------|--------------|----|--------------|----|--------------------------|----|
|               | N            | %  | N            | %  | N                        | %  |
| Total         | 18           | -- | 149          | -- | 246                      | -- |
| Television    | 7            | 39 | 67           | 45 | 72                       | 29 |
| Radio         | 2            | 11 | 20           | 13 | 14                       | 6  |
| Newspapers    | 2            | 11 | 15           | 10 | 22                       | 9  |
| Internet      | 6            | 33 | 18           | 12 | 107                      | 43 |
| Book/Magazine | 1            | 6  | 27           | 18 | 37                       | 15 |
| Leaflet       | 0            | 0  | 12           | 8  | 22                       | 9  |

For community information, the differences by language spoken at home are not as strong, but television and radio are again more likely connections among those who speak Spanish only at home.

*Most important ways to stay on top of your community among Latinos by language spoken at home*

|       | English Only |    | Spanish Only |    | Both English and Spanish |    |
|-------|--------------|----|--------------|----|--------------------------|----|
|       | N            | %  | N            | %  | N                        | %  |
| Total | 18           | -- | 149          | -- | 246                      | -- |

|               |    |    |     |    |     |    |
|---------------|----|----|-----|----|-----|----|
| Television    | 12 | 67 | 122 | 82 | 175 | 71 |
| Radio         | 2  | 11 | 45  | 30 | 40  | 16 |
| Newspapers    | 7  | 39 | 39  | 26 | 60  | 24 |
| Internet      | 0  | 0  | 1   | 1  | 2   | 1  |
| Book/Magazine | 0  | 0  | 0   | 0  | 6   | 2  |
| Leaflet       | 0  | 0  | 0   | 0  | 0   | 0  |

Unsurprisingly, for both obtaining medical and health information and staying on top of the community, those Latinos who only speak Spanish at home are less likely to view commercial English television and more likely to view geo-ethnic television stations at home.

*Watching TV to get medical and health information among Latinos by language spoken at home*

|                          | English Only |    | Spanish Only |    | Both English and Spanish |    |
|--------------------------|--------------|----|--------------|----|--------------------------|----|
|                          | N            | %  | N            | %  | N                        | %  |
| Total                    | 7            | -- | 67           | -- | 72                       | -- |
| Major English commercial | 4            | 57 | 4            | 6  | 24                       | 33 |
| Public television        | 0            | 0  | 16           | 24 | 20                       | 28 |
| Geo-ethnic               | 3            | 43 | 50           | 75 | 31                       | 43 |

*Watching TV to stay on top of your community among Latinos by language spoken at home*

|                          | English Only |    | Spanish Only |    | Both English and Spanish |    |
|--------------------------|--------------|----|--------------|----|--------------------------|----|
|                          | N            | %  | N            | %  | N                        | %  |
| Total                    | 12           | -- | 122          | -- | 175                      | -- |
| Major English commercial | 5            | 42 | 16           | 13 | 82                       | 47 |
| Public television        | 1            | 8  | 21           | 17 | 31                       | 18 |
| Geo-ethnic               | 7            | 58 | 97           | 80 | 89                       | 51 |

The number of Latinos who report getting medical and health information through the radio is too low for differences by language spoken at home to be statistically significant.

*Listening to radio to get medical and health information among Latinos by language spoken at home*

|                          | English Only |    | Spanish Only |    | Both English and Spanish |    |
|--------------------------|--------------|----|--------------|----|--------------------------|----|
|                          | N            | %  | N            | %  | N                        | %  |
| Total                    | 2            | -- | 20           | -- | 14                       | -- |
| Major English commercial | 0            | 0  | 0            | 0  | 1                        | 7  |
| Public radio             | 1            | 50 | 7            | 35 | 1                        | 7  |
| Geo-ethnic               | 1            | 50 | 13           | 65 | 11                       | 79 |

However, for those who listen to the radio to get community information, those who speak both English and Spanish at home are more likely than those who only speak Spanish to listen to English stations. There are no differences between the two groups in listening to geo-ethnic radio.

*Listening to radio to stay on top of your community among Latinos by language spoken at home*

|                          | English Only |     | Spanish Only |    | Both English and Spanish |    |
|--------------------------|--------------|-----|--------------|----|--------------------------|----|
|                          | N            | %   | N            | %  | N                        | %  |
| Total                    | 2            | --  | 45           | -- | 40                       | -- |
| Major English commercial | 2            | 100 | 1            | 2  | 4                        | 10 |
| Public radio             | 0            | 0   | 8            | 18 | 5                        | 13 |
| Geo-ethnic               | 0            | 0   | 35           | 78 | 32                       | 80 |

Reading a newspaper shows the same pattern as television viewing. Those who speak both English and Spanish are more likely to read mainstream English papers for both medical and community information. They are less likely to read ethnic group papers.

*Reading a newspaper to get medical and health information among Latinos by language spoken at home*

|                    | English Only |     | Spanish Only |    | Both English and Spanish |    |
|--------------------|--------------|-----|--------------|----|--------------------------|----|
|                    | N            | %   | N            | %  | N                        | %  |
| Total              | 2            | --  | 15           | -- | 22                       | -- |
| Mainstream English | 2            | 100 | 0            | 0  | 9                        | 41 |
| Community area     | 0            | 0   | 2            | 13 | 2                        | 9  |
| Ethnic group       | 0            | 0   | 13           | 87 | 12                       | 55 |

*Reading a newspaper to stay on top of your community among Latinos by language spoken at home*

|                    | English Only |    | Spanish Only |    | Both English and Spanish |    |
|--------------------|--------------|----|--------------|----|--------------------------|----|
|                    | N            | %  | N            | %  | N                        | %  |
| Total              | 7            | -- | 39           | -- | 60                       | -- |
| Mainstream English | 4            | 57 | 4            | 10 | 21                       | 35 |
| Community area     | 1            | 14 | 3            | 8  | 14                       | 23 |
| Ethnic group       | 2            | 29 | 36           | 92 | 26                       | 43 |

*2c.5. Connections to Media by Age*

To determine how media connections varied by age, participants were grouped into three age categories (18-25 years old, 26-54 years old, and 55 years and older). All participants (both Latinos and African Americans) were included for this analysis. Findings show that older participants are less likely to use the Internet for health information. The youngest participants are the least likely to connect to television for health information.

*Most important ways to get medical and health information for yourself/your family by age*

|               | 18-25 years |    | 26-54 years |    | 55+ years |    |
|---------------|-------------|----|-------------|----|-----------|----|
|               | N           | %  | N           | %  | N         | %  |
| Total         | 142         | -- | 424         | -- | 284       | -- |
| Television    | 33          | 23 | 148         | 35 | 88        | 31 |
| Radio         | 5           | 4  | 36          | 8  | 16        | 6  |
| Newspapers    | 13          | 9  | 41          | 10 | 34        | 12 |
| Internet      | 85          | 60 | 134         | 32 | 50        | 18 |
| Book/Magazine | 24          | 17 | 70          | 17 | 56        | 20 |
| Leaflet       | 9           | 6  | 31          | 7  | 11        | 4  |

For community information, the older participants are, the more likely they are to report connecting to newspapers. The youngest participants are least likely to listen to radio to stay on top of their communities.



*Most important ways to stay on top of your community by age*

|               | 18-25 |    | 26-54 |    | 55+   |    |
|---------------|-------|----|-------|----|-------|----|
|               | years |    | years |    | years |    |
|               | N     | %  | N     | %  | N     | %  |
| Total         | 142   | -- | 424   | -- | 284   | -- |
| Television    | 88    | 62 | 303   | 71 | 187   | 66 |
| Radio         | 16    | 11 | 91    | 21 | 48    | 17 |
| Newspapers    | 24    | 17 | 119   | 28 | 106   | 37 |
| Internet      | 1     | 1  | 3     | 1  | 14    | 5  |
| Book/Magazine | 1     | 1  | 10    | 2  | 1     | 0  |
| Leaflet       | 0     | 0  | 0     | 0  | 0     | 0  |

For health information, those residents who are older than 55 years of age are most likely to watch major English commercial channels, whereas the middle age-range predominantly watches geo-ethnic television stations.

*Watching TV to get medical and health information by age*

|                          | 18-25 |    | 26-54 |    | 55+   |    |
|--------------------------|-------|----|-------|----|-------|----|
|                          | years |    | years |    | years |    |
|                          | N     | %  | N     | %  | N     | %  |
| Total                    | 33    | -- | 148   | -- | 88    | -- |
| Major English commercial | 13    | 39 | 57    | 39 | 49    | 56 |
| Public television        | 12    | 36 | 34    | 23 | 23    | 26 |
| Geo-ethnic               | 11    | 33 | 75    | 51 | 20    | 23 |

For staying on top of the community, there are significant differences by age for all three types of television channels. As was the case for health information, the oldest group is most likely to watch commercial English stations, and those from 26 to 54 are most likely to watch geo-ethnic stations. However, young people are more likely than older participants to report watching public television.

*Watching TV to stay on top of your community by age*

|                          | 18-25 |    | 26-54 |    | 55+   |    |
|--------------------------|-------|----|-------|----|-------|----|
|                          | years |    | years |    | years |    |
|                          | N     | %  | N     | %  | N     | %  |
| Total                    | 88    | -- | 303   | -- | 187   | -- |
| Major English commercial | 50    | 57 | 136   | 45 | 123   | 66 |
| Public television        | 28    | 32 | 56    | 18 | 45    | 24 |
| Geo-ethnic               | 23    | 26 | 160   | 53 | 61    | 33 |

Listening to commercial English radio stations for medical and health information increases with age.

*Listening to radio to get medical and health information by age*

|                          | 18-25<br>years |    | 26-54<br>years |    | 55+<br>years |    |
|--------------------------|----------------|----|----------------|----|--------------|----|
|                          | N              | %  | N              | %  | N            | %  |
| Total                    | 5              | -- | 36             | -- | 16           | -- |
| Major English commercial | 0              | 0  | 4              | 11 | 6            | 38 |
| Public radio             | 1              | 20 | 12             | 33 | 6            | 38 |
| Geo-ethnic               | 4              | 80 | 21             | 58 | 4            | 25 |

Likewise, listening to commercial English stations for community information is most common among those people aged 55 and up. Participants between 26 and 54 are most likely to listen to geo-ethnic radio stations.

*Listening to radio to stay on top of your community by age*

|                          | 18-25<br>years |    | 26-54<br>years |    | 55+<br>years |    |
|--------------------------|----------------|----|----------------|----|--------------|----|
|                          | N              | %  | N              | %  | N            | %  |
| Total                    | 16             | -- | 91             | -- | 48           | -- |
| Major English commercial | 3              | 19 | 20             | 22 | 20           | 42 |
| Public radio             | 6              | 38 | 18             | 20 | 15           | 31 |
| Geo-ethnic               | 7              | 44 | 60             | 66 | 16           | 33 |

People between 26 and 54 years of age are almost twice as likely as younger or older adults to read ethnic newspapers for health information.

*Reading a newspaper to get medical and health information by age*

|                    | 18-25<br>years |    | 26-54<br>years |    | 55+<br>years |    |
|--------------------|----------------|----|----------------|----|--------------|----|
|                    | N              | %  | N              | %  | N            | %  |
| Total              | 13             | -- | 41             | -- | 34           | -- |
| Mainstream English | 7              | 54 | 19             | 46 | 25           | 74 |
| Community area     | 3              | 23 | 6              | 15 | 4            | 12 |
| Ethnic group       | 3              | 23 | 21             | 51 | 7            | 21 |

However, the differences in reading ethnic papers by age for community information are not significant. Instead, older adults are most likely to read mainstream English papers.

*Reading a newspaper to stay on top of your community by age*

|                    | 18-25 |    | 26-54 |    | 55+   |    |
|--------------------|-------|----|-------|----|-------|----|
|                    | years |    | years |    | years |    |
|                    | N     | %  | N     | %  | N     | %  |
| Total              | 24    | -- | 119   | -- | 106   | -- |
| Mainstream English | 11    | 46 | 41    | 34 | 61    | 58 |
| Community area     | 3     | 13 | 44    | 37 | 27    | 25 |
| Ethnic group       | 11    | 46 | 54    | 45 | 42    | 40 |

**3. Combination of the South Figueroa Corridor and Greater Crenshaw Samples**

In previous analyses (see “Employing Communication Infrastructure to Develop Place-Based Health Solutions: A Preliminary Report to The California Endowment,” submitted 11/25/2009) we found that we lacked statistical power in the SFC sample. Because the South Figueroa area consists of a large amount of businesses, obtaining a large, random digit dial sample of residents proved to be cost-inefficient. To keep the integrity of the sample while still keeping survey costs manageable, a smaller sample of SFC residents was collected. While this provides us with a highly valid sample, the small size makes it slightly difficult to detect statistical differences and effects. Thus, the question of whether the SFC and Crenshaw samples could be combined in order to increase statistical power to detect effects was raised.

Results of the data analysis indicate that the storytelling networks of SFC and Greater Crenshaw do not differ significantly. Although the two areas possess diverse and wide-ranging storytelling networks, there are significant points of overlap. For example, Christian, Catholic and Baptist churches are the most popular community organizations in both areas. Ultimately, our analysis shows that the storytelling networks of SFC and Greater Crenshaw are sufficiently similar to warrant combining the two samples in order to gain statistical power.

## **CONCLUSION**

Ultimately these findings indicate that although there is a rich diversity among the media and community organizations to which residents connect, there still exist points of overlap where residents of different neighborhoods, ethnicities, ages, immigration generations, and languages can be brought together. These findings illustrate the patterns of resources residents connect to and are a useful resource for effecting community-level change. Knowing these resources provides practitioners and policy-makers with the ability to connect with residents through the community organizations they belong to, use and trust. Because these findings detail not only points of overlap, but points of difference among residents, practitioners and policy-makers can ensure that all residents are effectively engaged by tapping into these trusted resources. It is our hope that these findings provide The California Endowment with unique and useful information in their endeavor to build healthy communities.

