

Little Arabia Designation Poll Results



This brief reports the results of a new survey of registered voters in the City of Anaheim ($n = 332$). The data make clear that the majority of registered voters in the City of Anaheim support an official Little Arabia designation. The results further show that an overwhelming majority of those who have been to the Little Arabia district support a Little Arabia designation.

The survey was fielded from September 14th to October 6th and is the result of a collaboration between the U.S. Immigration Policy Center (USIPC) at UC San Diego and the Arab American Civic Council, with support from the RISE Together Fund. The margin of error +/- 5.3%. Registered voters were identified using data obtained directly from the Orange County Registrar of Voters. Cell phones were scrubbed by Call Hub. Landlines and cell phones were sampled in the proportion they appeared in the voter file. The raw data are weighted to reflect the registered voter population by party, by age group (18-34, 35-55, 55+), and by sex.

- 58.2% of registered voters in the City of Anaheim “support” or “strongly support” an official Little Arabia designation
- 57.4% of White registered voters in the City of Anaheim “support” or “strongly support” an official Little Arabia designation
- 50.9% of registered Republican voters in the City of Anaheim “support” or “strongly support” an official Little Arabia designation
- 75.4% of registered voters in the City of Anaheim who have been to the Little Arabia district “support” or “strongly support” an official Little Arabia designation

Q.Little.Arabia

“Have you been to the Little Arabia District in Anaheim?”

	%
Yes	25.5%
No	43.7%
Never heard of it	27.9%
Decline to answer	2.8%

Q.Little.Arabia.Pre.Information

“The Little Arabia District is on Brookhurst Street in West Anaheim and is home to Middle Eastern restaurants, cafes, and ethnic markets. Last August, Republican state senator Ling Ling Chang, who represents parts of Anaheim, introduced a resolution calling for official acknowledgement of Anaheim’s Little Arabia District.

This would mean that markers —like street signs —could go up that say, “Little Arabia District.” But before this can happen the Anaheim City Council would have to vote to designate the Little Arabia District as a cultural site. Would you support or oppose the Anaheim City Council voting yes on designating the Little Arabia District a cultural site?”

	%
Strongly support	26.6%
Support	23.8%
Neither support nor oppose	33.2%
Oppose	9.4%
Strongly Oppose	6.9%

Q.Little.Arabia.Post.Information

“Here’s a bit more information about the Little Arabia District. (*Discrimination and Prejudice*) The Little Arabia District is a cultural hub for Orange County’s Arab-American community. In the past 20 years, the Arab-American community across Orange County has grown, but so too has discrimination and prejudice. The official designation of Little Arabia as a cultural site could help break down fears and stereotypes about the Arab-American community. (*Ethnic Diversity*) Orange County is home to diverse ethnic communities, including Little Saigon, which received its official designation as a cultural site in 1988, and Koreatown, which received its official designation as a cultural site in 2019. These communities provide the region with restaurants, shopping centers, and an array of businesses and services. Both Little Saigon and Koreatown have received greater visibility and public awareness as a result of their official designations. Official designation as a cultural site could do the same for Little Arabia. (*Economic Growth*) During the 1990s, the Little Arabia District grew as Arab-Americans moved to Orange County and started new businesses. The Little Arabia District received the 2018 “Best of Anaheim” Award in the local business category for helping make Anaheim a great place to live, work and play. Official designation as a cultural site could help businesses in the Little Arabia District continue to grow, which in turn helps strengthen the local economy. With this in mind, would you support or oppose the Anaheim City Council voting yes on designating the Little Arabia District a cultural site?”

	%
Strongly support	33.8%
Support	27.5%
Neither support nor oppose	20.1%
Oppose	8.8%
Strongly Oppose	9.8%

Note: discrimination and prejudice, ethnic diversity, and economic growth information were randomized and respondents were read one.

Q.Little.Arabia.Post.Information (continued)

by Race/Ethnicity

	White %	Non-White %
Strongly support	28.4%	51.0%
Support	29.0%	22.5%
Neither support nor oppose	21.3%	16.3%
Oppose	10.3%	4.1%
Strongly Oppose	10.9%	6.1%

by Party

	Republican %	Democrat %	Other %
Strongly support	25.4%	35.5%	55.9%
Support	25.5%	30.7%	29.4%
Neither support nor oppose	26.4%	17.7%	5.9%
Oppose	9.4%	11.3%	2.9%
Strongly Oppose	13.2%	4.8%	5.9%

Q.Little.Arabia.Post.Information (continued)

by Been to Little Arabia

	Yes %	No %	Never Heard Of It%
Strongly support	54.4%	28.4%	23.2%
Support	21.1%	34.1%	25.0%
Neither support nor oppose	10.5%	19.3%	26.8%
Oppose	5.3%	9.1%	12.5%
Strongly Oppose	8.8%	9.1%	12.5%