

Economic Liberation Program Cohort 1 Survey Preliminary Results

September 2024

ABOUT THE DATA

The Economic Liberation (EL) Program, launched by Organizing Rooted in Abolition, Liberation, and Empowerment (ORALE) and Pacific Gateway in May of 2024, aims to create a path to upward economic mobility for undocumented entrepreneurs in Long Beach. This document presents preliminary findings from surveys conducted with 22 participants before (pre) and after (post) their participation in the Economic Liberation Program. The pre-surveys, conducted via phone between May 2-7 and May 13, 2024, averaged 45 minutes. The majority of the post-surveys were conducted in person on July 16, with additional phone surveys carried out between July 17-30, 2024, averaging 30 minutes. All surveys were conducted in Spanish, entered into Qualtrics and translated into English. The data was analyzed using SPSS.

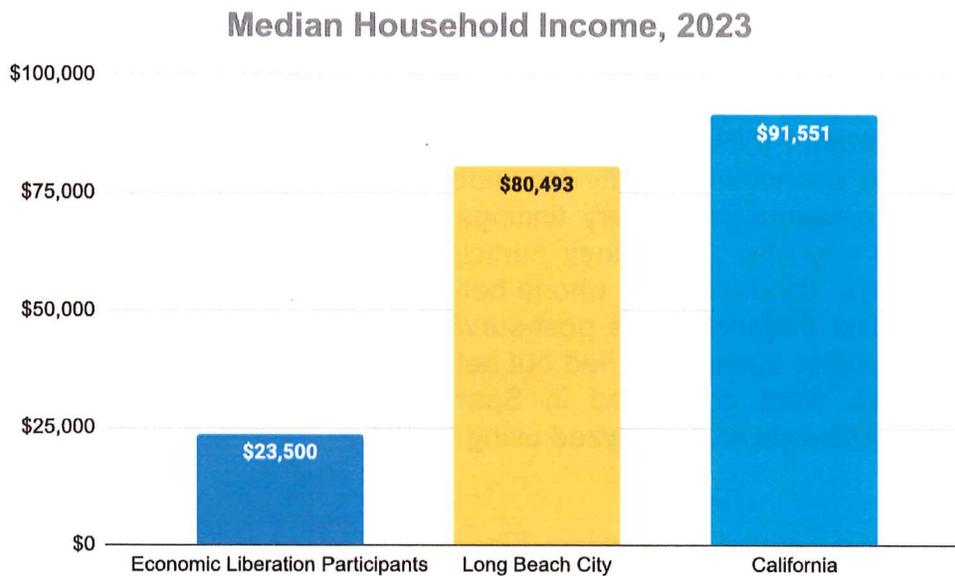
The majority of Economic Liberation Project participants were women, undocumented, Spanish speakers, Latino, and had been in the US for 11 years or more.¹

- **86%** were female
- **86%** were between 38-63 years of age
- **77%** have been in the U.S. for 11 years or more
- **73%** were undocumented
 - ◆ **14%** reported having a pending immigration application
 - ◆ **5%** reported having work authorization
- **91%** don't have a retirement account
- **36%** don't have healthcare coverage
- **ALL** reported that English was not their primary language
 - ◆ **68%** reported speaking English a little or not at all
- **ALL** reported being Latino
- Average household consists of **4 members**

¹ Demographic characteristics information is based on a sample size of 22 participants.

What is the educational attainment and employment history of Economic Liberation Program participants?

- **59%** did not receive a high school diploma
- **27%** reported that they were unemployed or not working²
- **50%** of participants who were unemployed had been without a job for 1 to 1.5 years³
- **50%** reported working part-time (31 hours or less)
- **68%** reported an annual household income below the federal poverty line for a household of 4, which is set at \$31,200



Source: US Census Bureau, S109 Income in the Past 12 Months (in 2022 Inflation-Adjusted Dollars) for [LB City](#) and [CA](#).
Note: Line indicates the Federal Poverty Line for a household of 4, \$31,200. Source: [Ca Department of Public Health](#).

Why is the Economic Liberation Program so important?

The top three reasons for Economic Liberation Program participants to want to become entrepreneurs are **the desire to increase their income**, **the aspiration to be their own boss**, and **the goal of owning their own business**.

²Two participants who identified as unemployed also reported their primary role as being a housewife.

³ This data point only includes participants who reported that they were unemployed and were not housewives.

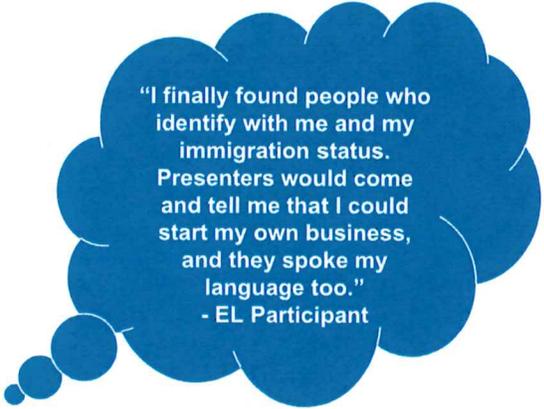
What factors helped Economic Liberation Program participants successfully complete the program?

- Workshops being held in Spanish
- Evening classes
- ORALE support staff
- Dinner
- Support and collaboration from peers via WhatsApp
- Business concepts and topics shared in workshops
- Economic Liberation Instructor
- Connecting with guest speakers
- Resources that are available in the program
- Economic Liberation Workbook
- Hybrid participation option
- Videos and other media to convey business concepts
- Program that reflects their culture

What impact did the Economic Liberation Program have on participants?

The Economic Liberation Program had several notable impacts on participants:

- **Increased Understanding of Entrepreneurship:** Participants reported a better grasp of entrepreneurship concepts, including business planning, budgeting, and funding options.
- **Improved Confidence:** Many participants became more confident in discussing their business and applying what they learned from the program.
- **Enhanced Application of Skills:** Participants applied the knowledge gained to their business or personal lives, including creating budgets, engaging with customers, and explaining their products.
- **Shifts in Perception:** The program influenced participants' views on what is attainable in life or business, broadening their aspirations.
- **Stronger Community Support:** Participants valued the supportive environment, noting that the program helped them connect with others who share similar experiences and provided practical assistance in overcoming business challenges.
- **Professional Growth:** Participants felt more prepared to handle business operations and make informed decisions, indicating that the program contributed to their professional development and business management skills.



"I finally found people who identify with me and my immigration status. Presenters would come and tell me that I could start my own business, and they spoke my language too."
- EL Participant

presentation handout
Oracle