



# Los Angeles Latino Voter Snapshot

May 16, 2022

# Speakers



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# Project/Methodology

Polling looked at voter preferences in key races and the top issues shaping the Latino electorate in Los Angeles — including the mayoral race and issues like homelessness, crime, the economy, and more.

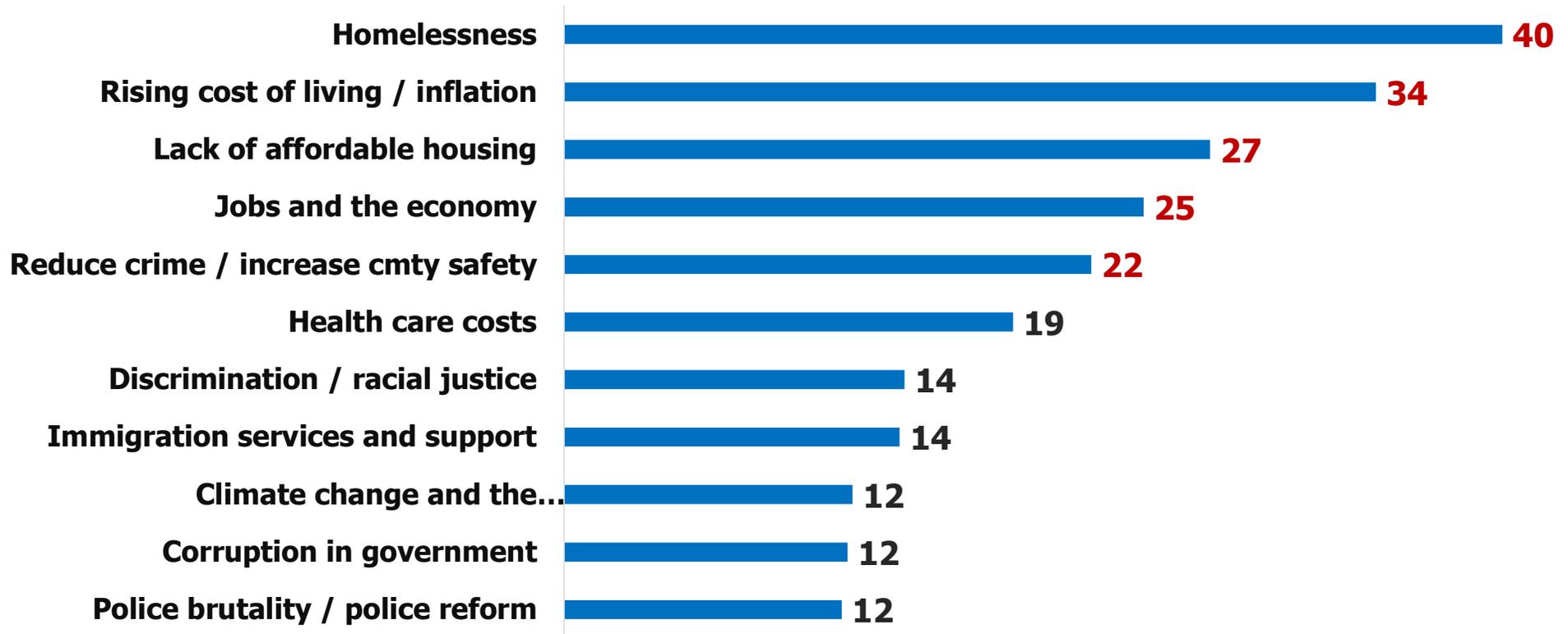
- Study was conducted from April 20 to May 3, 2022, with a margin of error of +/-2.9%.
- 1,100 Latino registered voters in the City of Los Angeles.
- 400 interviews via calls and 700 via online smartphone, tablet, or computer.
- Respondents surveyed in English or Spanish
  - 716 completed the survey in English and 384 in Spanish.



# **Top Priorities and Concerns**

# Priorities for the Next Los Angeles Mayor: Homelessness, Cost of Living, and Crime

Which issues do you want the next mayor to prioritize as the top three things they will address? (Up to 3 responses)

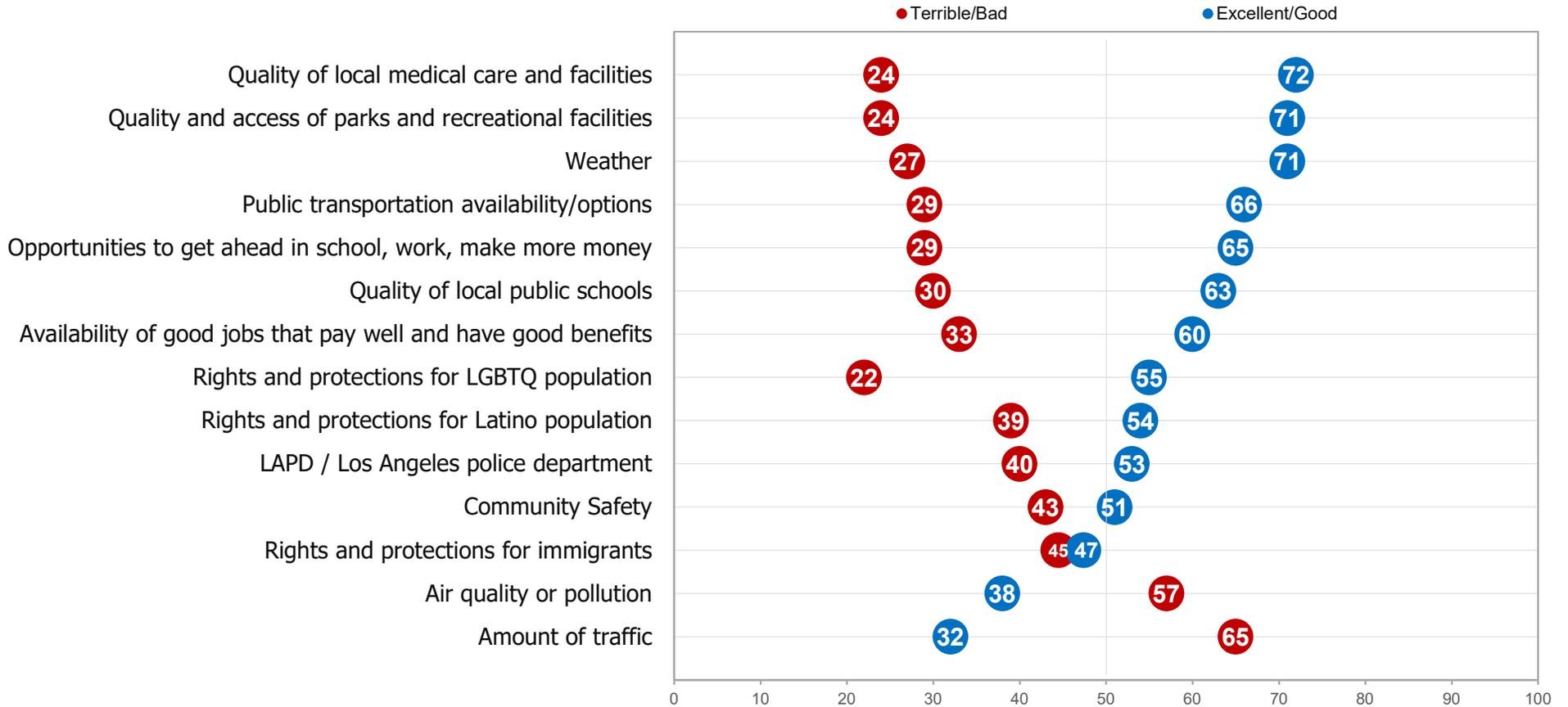


April 20-May 3, 2022 N=1,100 (+/-2.9%)

# **“Quality of Life” and “Cost of Living”**

# LA Fares Well on MANY Important Quality of Life Factors

Local factors can affect a person's quality of life in their community. Thinking about your own experience here in Los Angeles, how would you describe each of the following here?



April 20-May 3, 2022 N=1,100 (+/-2.9%)

# Staying in Los Angeles Increasingly Difficult

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- Despite the factors that draw and keep people in LA for generations, the majority of Latinos find the cost of living could eventually push them out.
- Lack of affordable housing, and the sense that homeownership is out-of-reach, is a vexing reality across age groups, not just the youngest cohorts.
- On issues of crime and homelessness, there is a clear sense, especially among those who have lived here for more than 10 years, that things are going in the wrong direction, and the future looks bleak on those fronts.

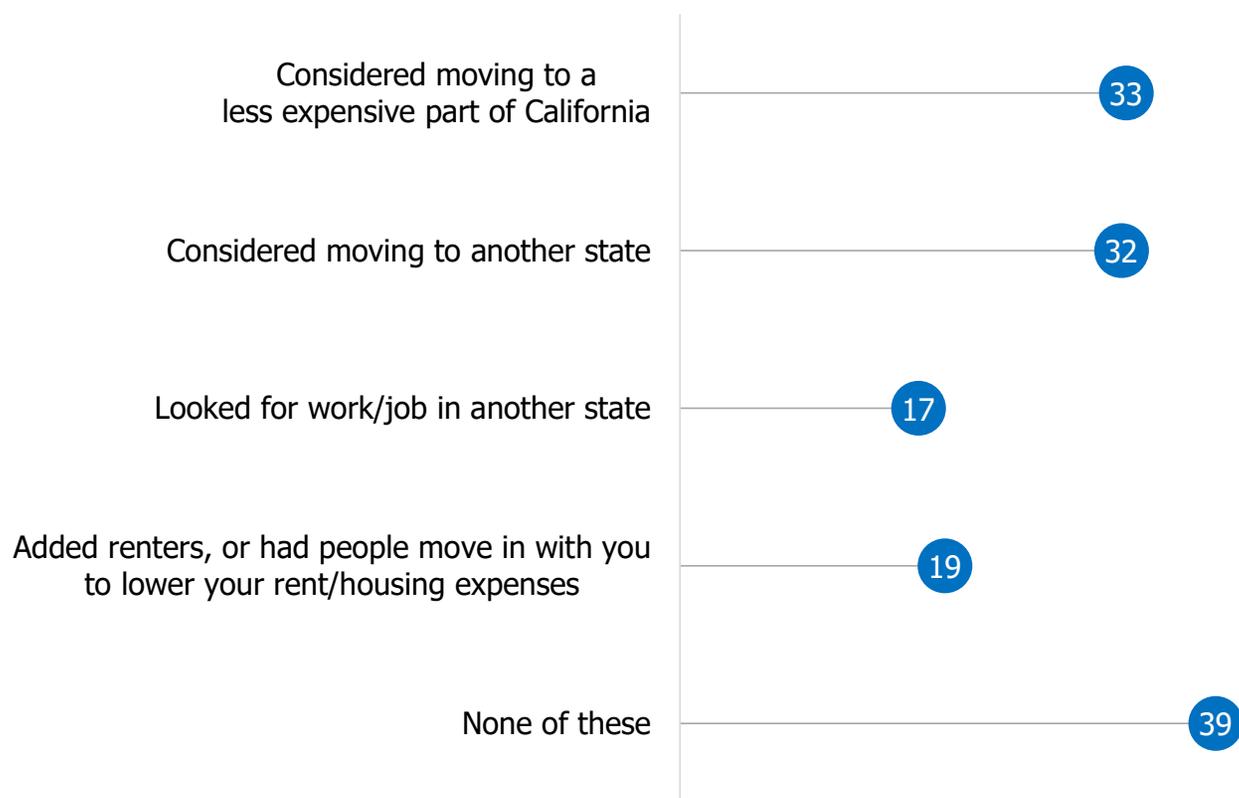
# Staying in Los Angeles Increasingly Difficult

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- Women have serious concerns about community safety. 49% of women say community safety is bad or terrible now, compared to 37% of men. Women in focus groups spoke about recent experiences with assault and generally feeling threatened or nervous about being in public spaces.
- Women were also more pessimistic about the quality of life in LA when it comes to rights and protections for immigrants, where 51% said it is bad/terrible, compared to 38% of men who said the same.

# High Housing Costs Hurting Latino Residents

Due to the high cost of housing and rent here in Los Angeles, have you ever done any of the following?



**53% of Latinos have considered leaving the city, or California all together, with 70 percent under age 40 having considered "more than" one of these options.**

**59% have close friends or family that left California due to housing costs; that share is 70% for under age 40.**

**25% of Latinos in their 40's were most likely to add rent-paying members to their household, the age group most likely to do so.**



# **Participation in the 2022 Los Angeles Mayoral Election**

# Barriers to Participating in Local Elections

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- More than 1 out of 3 Latino voters in LA are new to the process: 38% voted for first time in 2020 or 2018.
- Most had not received information about voting by mail or at vote centers for this election (55%)
- Many unaware that there are local elections in November (46%)
- Only 41% of 18-29 year-olds knew about the upcoming elections, compared to more than 60% of those over 40.

# Barriers to Participating in Local Elections

- Many unfamiliar with candidates; ads alone not reaching voters in a meaningful way
  - 66% had seen ads about the race, but only 36% said they had been contacted by mayoral candidates or campaigns
  - 70% of those age 18-29 year-olds have seen ads, but they are also informed about essential election information.
- Latinos are committed to the values of civic participation and voting.
- Lack of information about specific elections, candidates, or ballot language can discourage participation, making it difficult to uphold commitment.

# Voting Reflects Commitment to Community

*(not politics or particular candidates)*

**How much do you agree/disagree with each statement? (% strongly and somewhat agree reported)**

Even if we don't like politics, it is important to vote because the people who win elections really can have an impact on our lives and community.



No matter who is running for office, voting is an important way for me to show that I care about what happens in my family and community



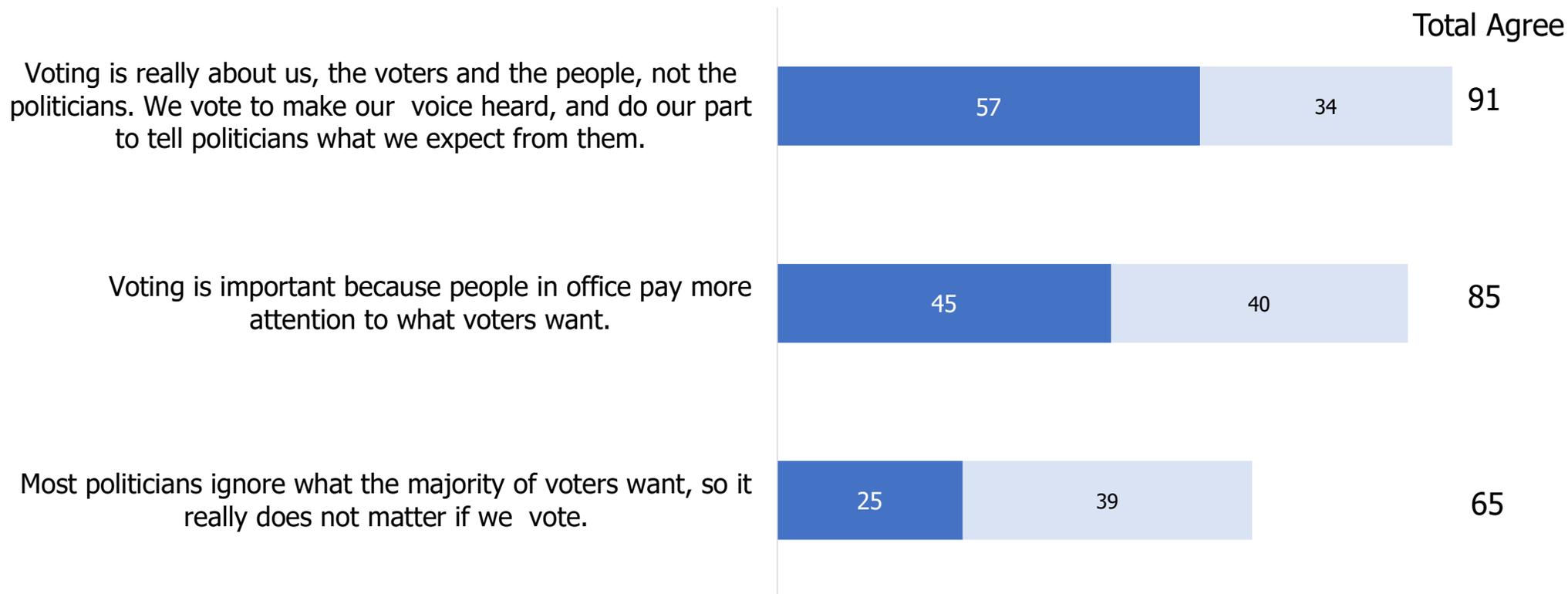
No matter what politicians say or do, we still have a responsibility, as citizens, to vote.



# Voting Reflects Commitment to Community

*(not politics or particular candidates)*

How much do you agree/disagree with each statement? (% strongly and somewhat agree reported)



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# Latino Voting in LA – Still Relatively New to the Process

## **Past LA elections, experience with voting:**

54% In-person at Voting Center, 42% Mailed-in ballot, 30% Dropped ballot at designated location

## **Relatively low information about their options for this race**

*As far as you know, how can voters cast ballots in the upcoming election?*

55% In-person at Voting Center

55% By mail, send back ballot that is mailed to them

35% Drop ballot at designated locations/boxes

11% Online, from laptop or other device

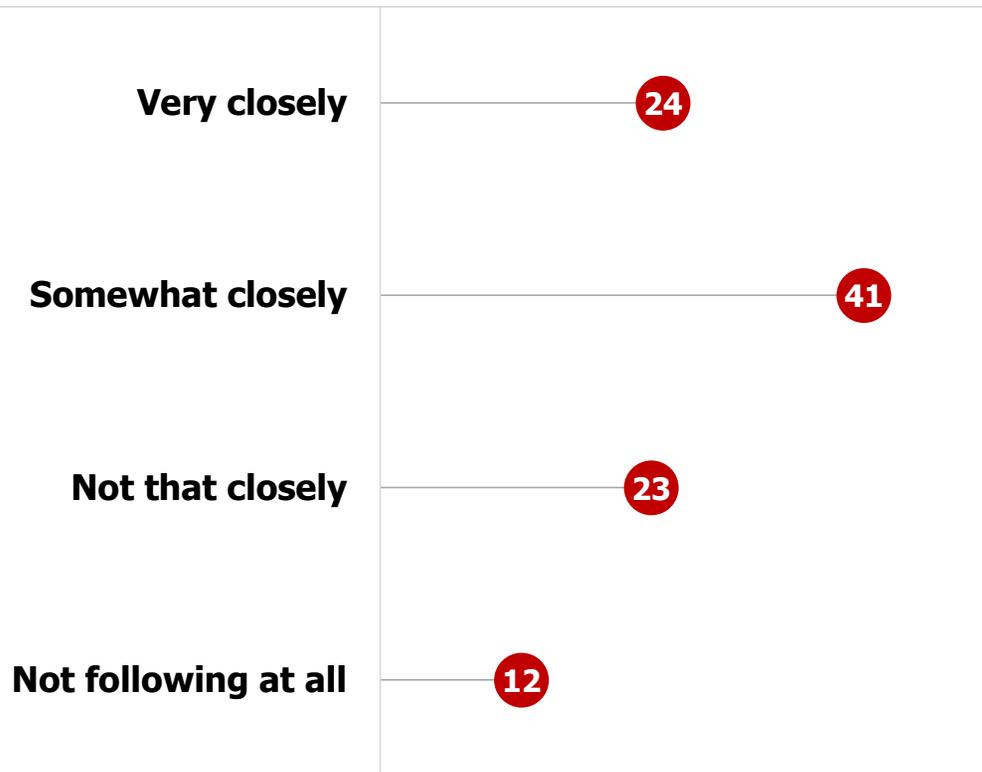
## **Given lack of process information, more outreach is needed:**

More than 55% have not received any information about voting at a vote center, or voting by mail.

30% said they did not know who to ask for a ballot, information about vote centers, or voting by mail.

# Early in Election Season: Interest and Plans to Vote

How closely have you been following the news about the upcoming election for Mayor of Los Angeles?



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Overall, 65% of Latinos are following the race.

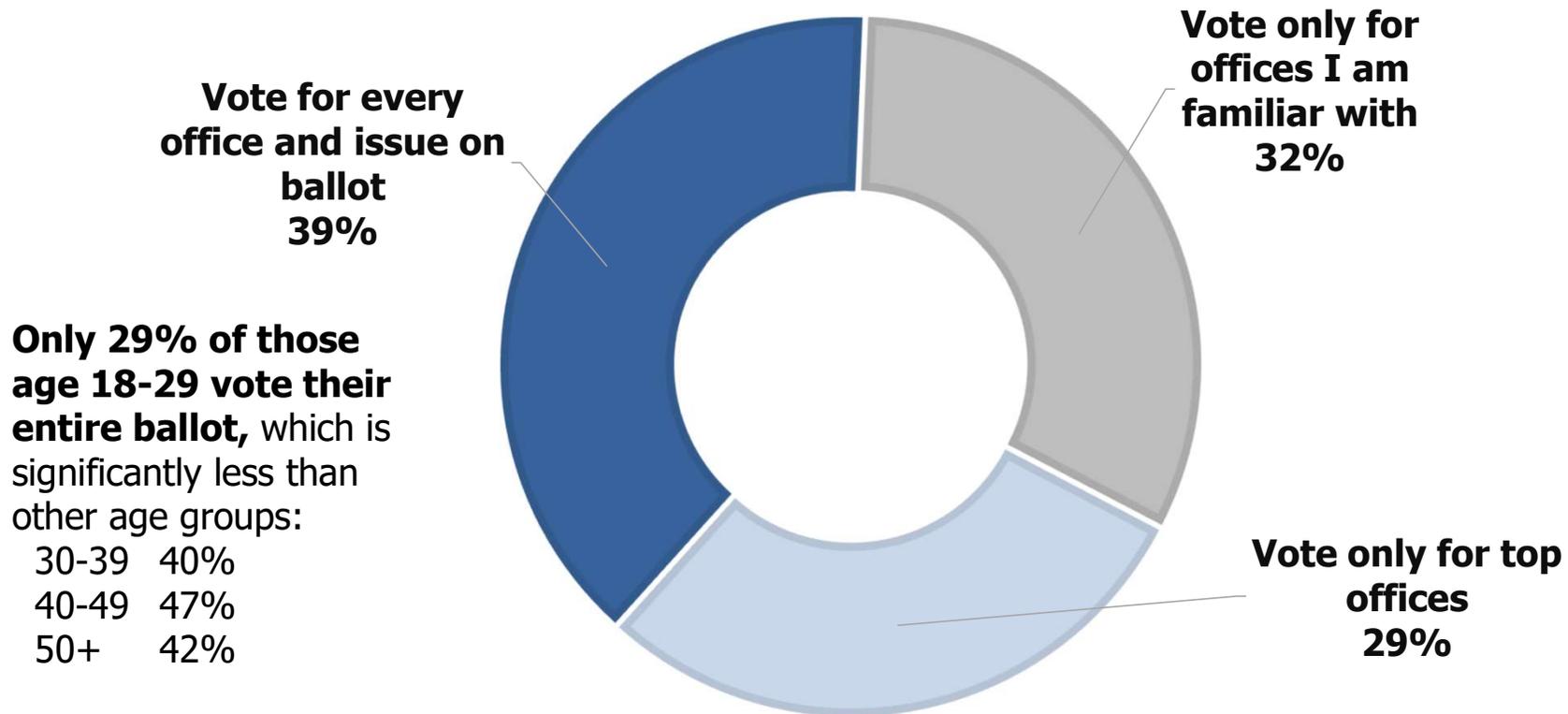
- 54% of Central Americans, compared to 65% of Mexicans.
- Older Angelenos (age 50+) slightly less likely to be following than other age groups, with 44% not following closely or at all; other groups have lower “not following” rates.

But *intensity of interest* is low:

- Only 24% are following closely
- 55% said they think voting for mayor is *extremely* important, but only 40% of those under age 30 said the same.

# Most Latinos (61%) Don't Fill Out Entire Ballot in LA Elections

Thinking about LOCAL elections for Mayor, City Council, County Supervisors, and ballot measures, which statement below describes you best?



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# **What Latino Voters Want From Next Mayor: Candidate Traits**

# Candidate Traits/Qualities That Matter Most: Ethical, Ability to Work Across Groups, Community Support

How important do you think it is that the next mayor of Los Angeles possess each the following qualities or traits?

**Results consistent with focus groups; being Latino was not enough of a signal to win their vote.**

**Being FOR Latinos was the real cue that voters were looking for.**

**Intensity of support for candidates who are “working across race/ethnic groups” and are “endorsed by Latino community advocates” demonstrate the sentiment heard in the focus groups.**

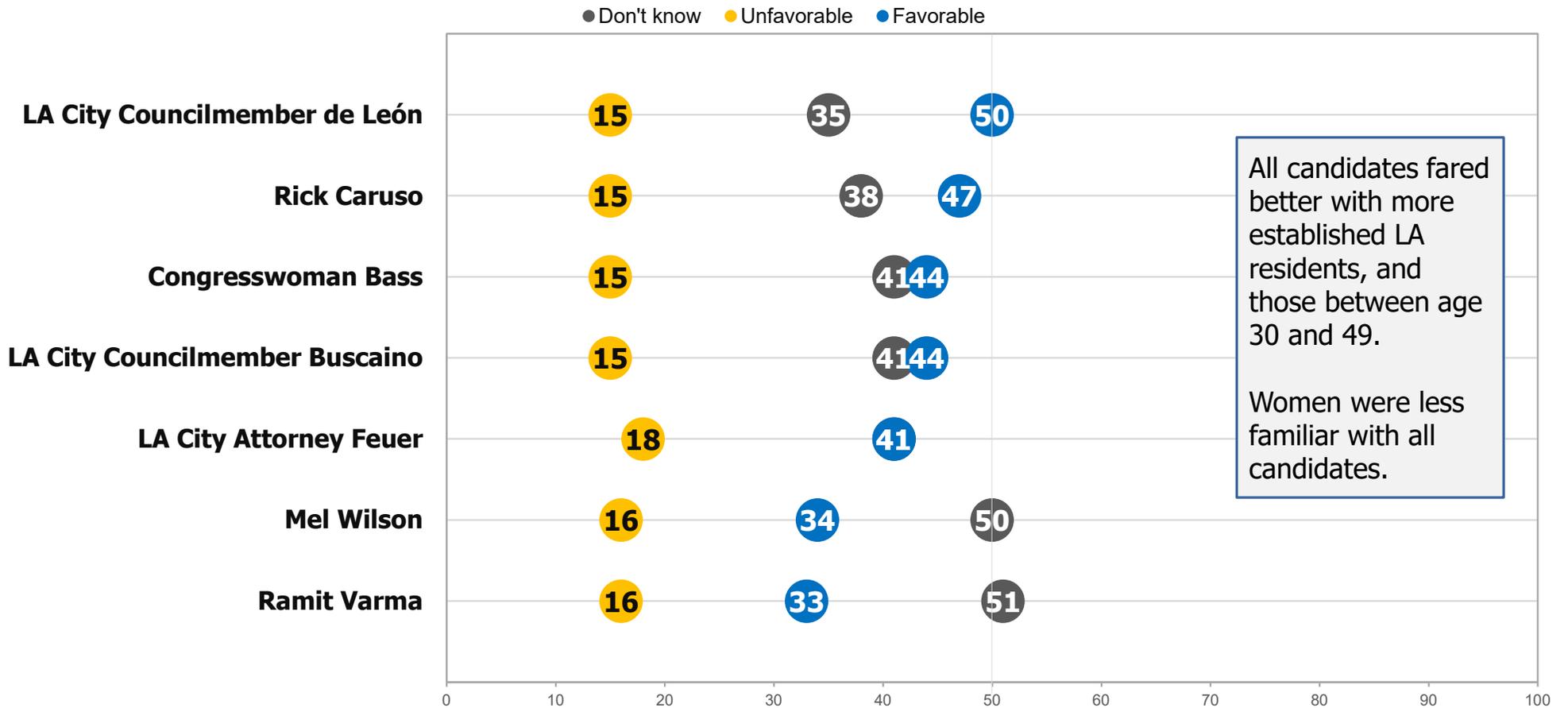


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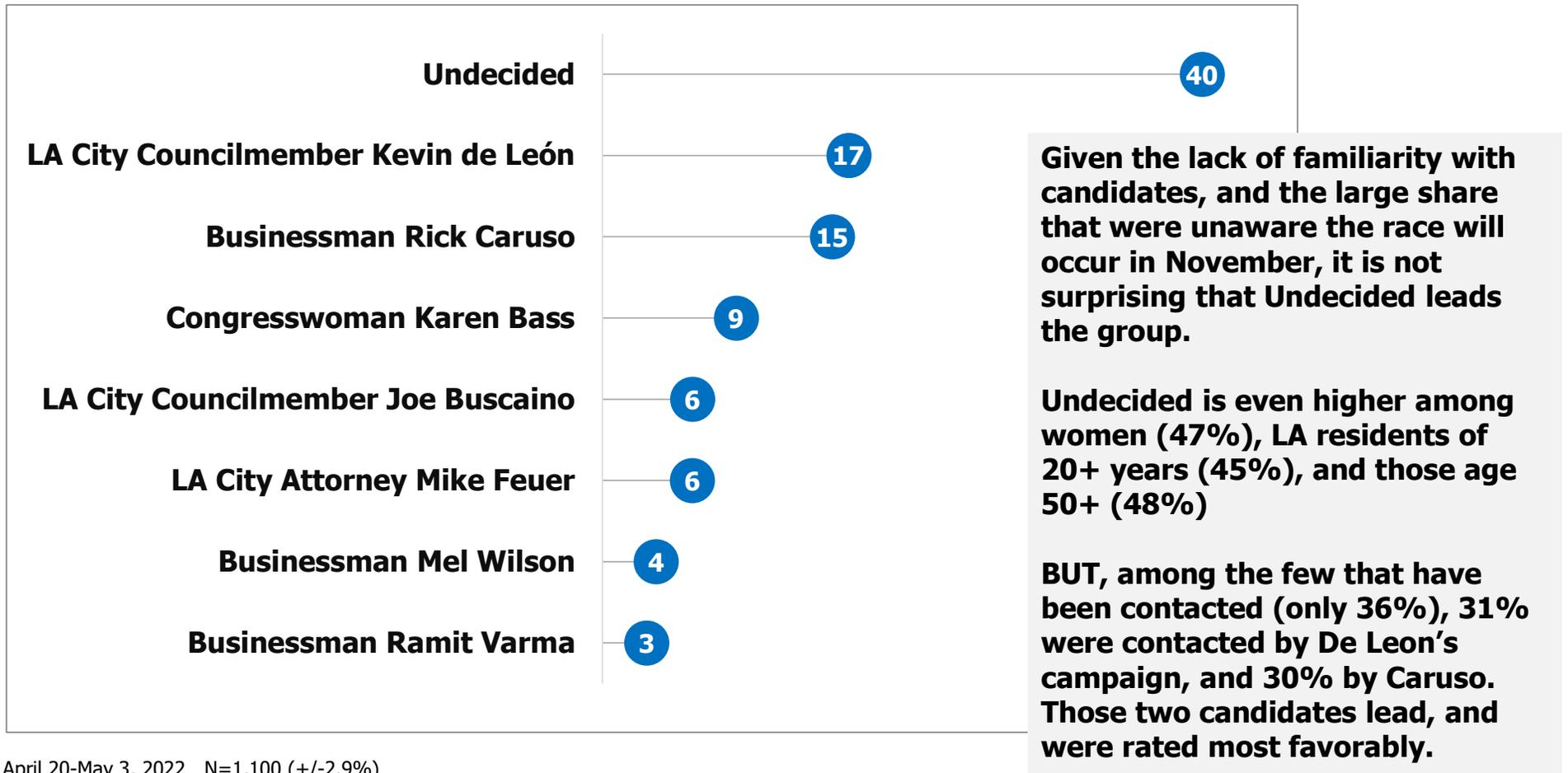
# **Latino Voters Mayoral Candidate Support**

# Favorability Los Angeles Mayoral Candidates

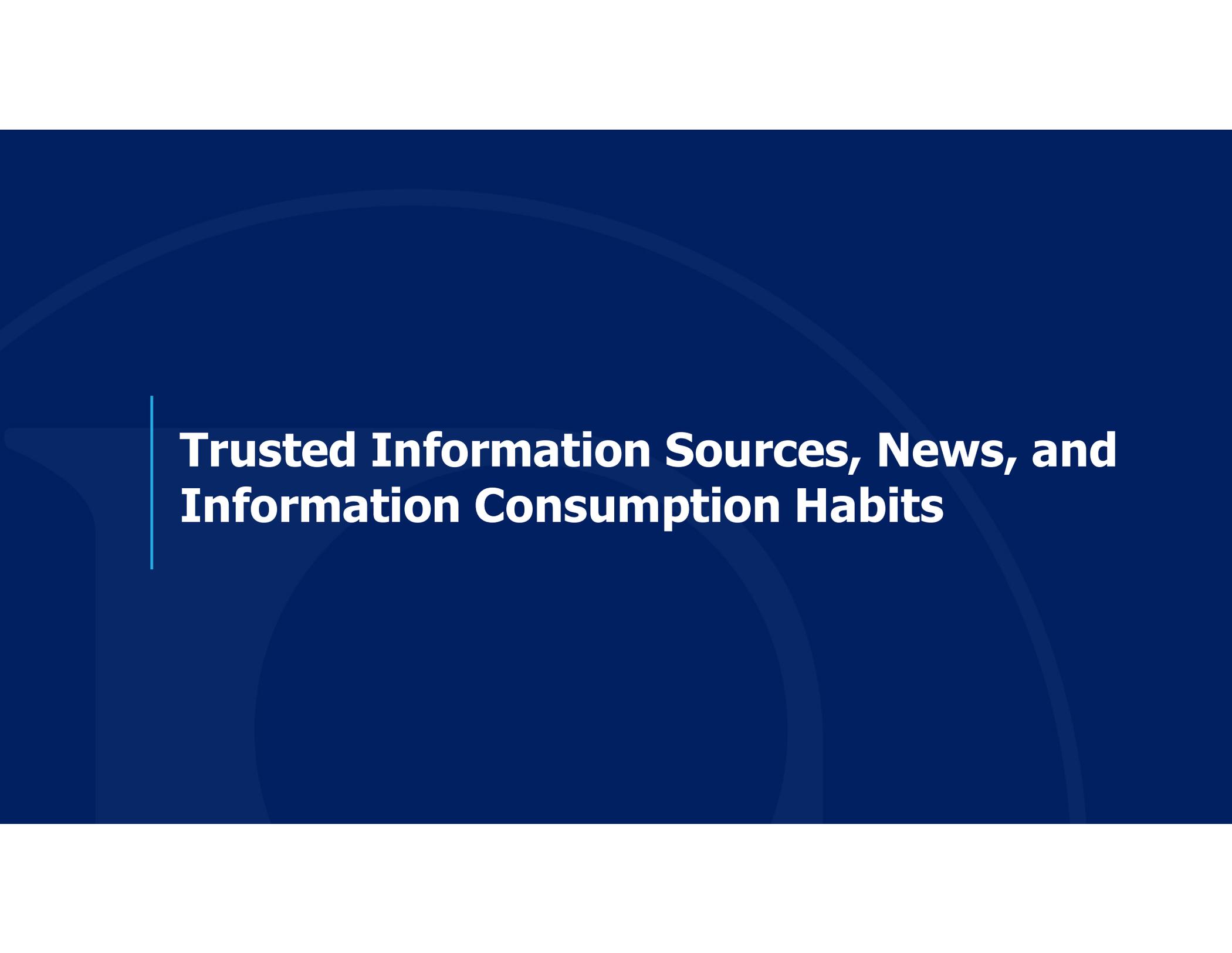


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If the elections for Mayor of Los Angeles were held today and you had to choose a candidate to support, who would you vote for?



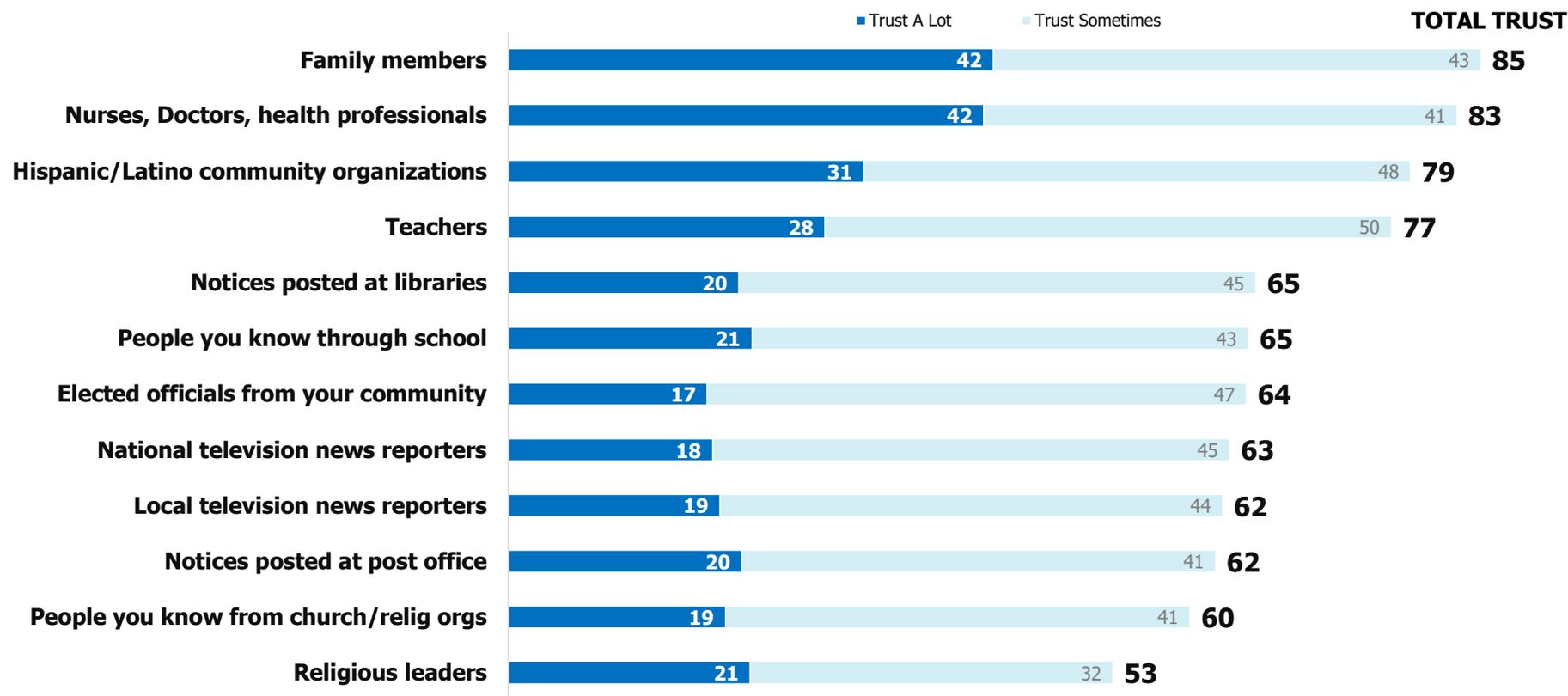
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# **Trusted Information Sources, News, and Information Consumption Habits**

# Trusted Information Sources

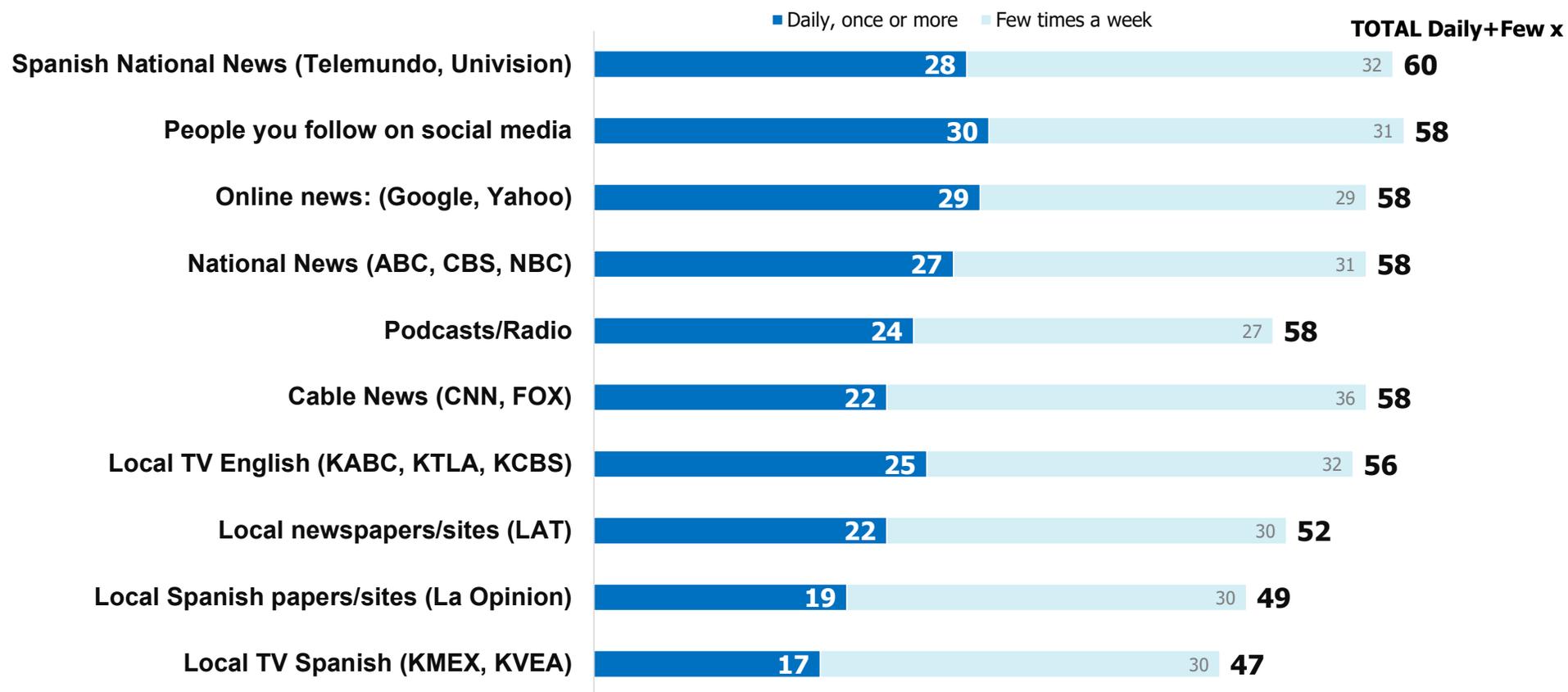
When you are looking for reliable information about important community matters. How much do you rely on, or trust the following to give you useful tips or accurate information?



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# Use of Various News Sources

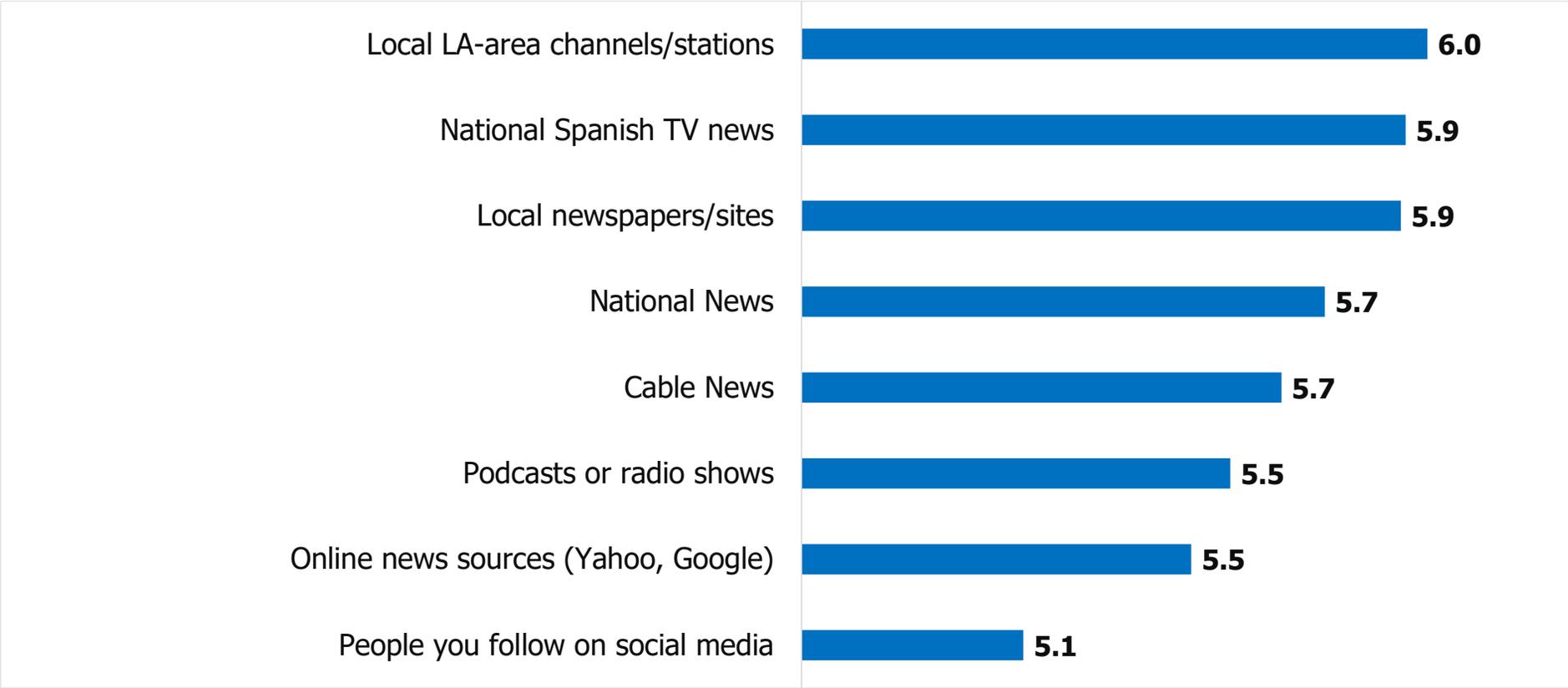
In the last year, how many times did you get news from the following sources?



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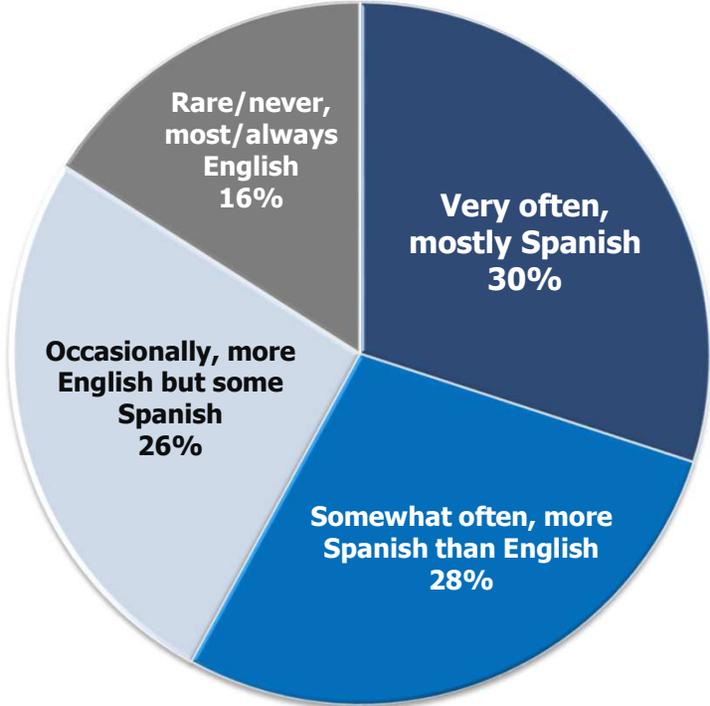
# Media Trust

On a scale of 1 to 10 where 1 = "do NOT trust at all" and 10= "completely trust," how much do you trust the following? (mean reported)



# Spanish Media Use

No matter how you get your information and news (online, tv, etc.) how often do you get it in Spanish?

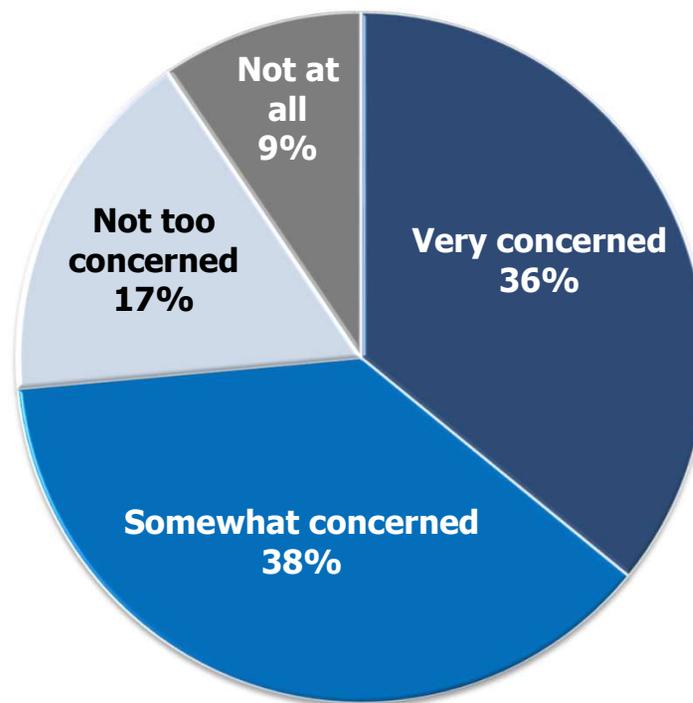


44% of 18-29 year olds regularly use Spanish media, compared to more than 60% of those over 30.

# Concern about Misinformation Online

Millions of people watch and share videos about political candidates on social media like Facebook, WhatsApp, or YouTube. Some of these videos are real news stories, but some are not. Some videos are fake, made to trick or misinform the public. How concerned are you that you, your friends, or family are being sent, or accidentally watching, misleading videos?

In total, 74% are concerned about misleading videos, that number is highest among 18-29 year-olds, where 81% are concerned.



# Our Future Civic Engagement Work

NALEO Educational Fund will use these findings to inform a series of upcoming voter forums starting in August, diving deeper into top-of-mind issues for Latino voters, providing them with a platform to discuss potential solutions.

# Voter Engagement and Protection

NALEO Educational Fund's year-round toll-free bilingual hotline **1-888-VE-Y-VOTA** (1-888-839-8682) provides Latino voters with vital information on every aspect of the electoral process including:

- How to register to vote,
- Information about vote-by-mail, and
- Election Day polling place locations.



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# Funders

This research was made possible by the generous support of our sponsors





# Thank you.

**ARTURO VARGAS**

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