Speakers

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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)

- **Homelessness**: 40%
- **Rising cost of living / inflation**: 34%
- **Lack of affordable housing**: 27%
- **Jobs and the economy**: 25%
- **Reduce crime / increase community safety**: 22%
- **Health care costs**: 19%
- **Discrimination / racial justice**: 14%
- **Immigration services and support**: 14%
- **Climate change and the...**: 12%
- **Corruption in government**: 12%
- **Police brutality / police reform**: 12%

April 20-May 3, 2022  N=1,100 (+/-2.9%)
“Quality of Life” and “Cost of Living”
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?

LA Fares Well on MANY Important Quality of Life Factors

Quality of local medical care and facilities
Quality and access of parks and recreational facilities
Weather
Public transportation availability/options
Opportunities to get ahead in school, work, make more money
Quality of local public schools
Availability of good jobs that pay well and have good benefits
Rights and protections for LGBTQ population
Rights and protections for Latino population
LAPD / Los Angeles police department
Community Safety
Rights and protections for immigrants
Air quality or pollution
Amount of traffic

April 20-May 3, 2022   N=1,100 (+/-2.9%)
Staying in Los Angeles Increasingly Difficult

- 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.

April 20-May 3, 2022  N=1,100 (+/-2.9%)
Staying in Los Angeles Increasingly Difficult

- 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.

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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?

- Considered moving to a less expensive part of California: 33%
- Considered moving to another state: 32%
- Looked for work/job in another state: 17%
- Added renters, or had people move in with you to lower your rent/housing expenses: 19%
- None of these: 39%

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

- 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.

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Total Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>58</td>
<td>34</td>
<td>92</td>
</tr>
<tr>
<td>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.</td>
<td>55</td>
<td>38</td>
<td>92</td>
</tr>
<tr>
<td>No matter what politicians say or do, we still have a responsibility, as citizens, to vote.</td>
<td>58</td>
<td>34</td>
<td>91</td>
</tr>
</tbody>
</table>

April 20-May 3, 2022  N=1,100 (+/-2.9%)
Voting is really about us, the voters and the people, not the politicians. We vote to make our voice heard, and do our part to tell politicians what we expect from them.

Voting is important because people in office pay more attention to what voters want.

Most politicians ignore what the majority of voters want, so it really does not matter if we vote.

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

- Voting is really about us, the voters and the people, not the politicians. We vote to make our voice heard, and do our part to tell politicians what we expect from them. (Total Agree: 91)
- Voting is important because people in office pay more attention to what voters want. (Total Agree: 85)
- Most politicians ignore what the majority of voters want, so it really does not matter if we vote. (Total Agree: 65)

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

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very closely</td>
<td>24%</td>
</tr>
<tr>
<td>Somewhat closely</td>
<td>41%</td>
</tr>
<tr>
<td>Not that closely</td>
<td>23%</td>
</tr>
<tr>
<td>Not following at all</td>
<td>12%</td>
</tr>
</tbody>
</table>

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?

- Vote for every office and issue on ballot 39%
- Vote only for offices I am familiar with 32%
- Vote only for top offices 29%

Only 29% of those age 18-29 vote their entire ballot, which is significantly less than other age groups:
  - 30-39 40%
  - 40-49 47%
  - 50+ 42%

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

<table>
<thead>
<tr>
<th>Quality</th>
<th>Extremely important</th>
<th>Important</th>
<th>TOTAL IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honest and ethical</td>
<td></td>
<td>62</td>
<td>93</td>
</tr>
<tr>
<td>Experience working with different racial groups</td>
<td></td>
<td>50</td>
<td>90</td>
</tr>
<tr>
<td>Endorsed by Latino community advocates</td>
<td></td>
<td>42</td>
<td>86</td>
</tr>
<tr>
<td>Elected office experience</td>
<td></td>
<td>40</td>
<td>85</td>
</tr>
<tr>
<td>Business experience</td>
<td></td>
<td>39</td>
<td>85</td>
</tr>
<tr>
<td>Support from progressive/social justice activists</td>
<td></td>
<td>37</td>
<td>84</td>
</tr>
<tr>
<td>Support from unions/organized labor</td>
<td></td>
<td>35</td>
<td>83</td>
</tr>
<tr>
<td>Support from LAPD</td>
<td></td>
<td>37</td>
<td>79</td>
</tr>
<tr>
<td>Support from Chamber/business community</td>
<td></td>
<td>32</td>
<td>78</td>
</tr>
<tr>
<td>Latino/Hispanic</td>
<td></td>
<td>31</td>
<td>63</td>
</tr>
</tbody>
</table>

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.

April 20-May 3, 2022   N=1,100 (+/-2.9%)
Latino Voters Mayoral Candidate Support
Favorability Los Angeles Mayoral Candidates

All candidates fared better with more established LA residents, and those between age 30 and 49.

Women were less familiar with all candidates.
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?

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA City Councilmember Kevin de León</td>
<td>17</td>
</tr>
<tr>
<td>Businessman Rick Caruso</td>
<td>15</td>
</tr>
<tr>
<td>Congresswoman Karen Bass</td>
<td>9</td>
</tr>
<tr>
<td>LA City Councilmember Joe Buscaino</td>
<td>6</td>
</tr>
<tr>
<td>LA City Attorney Mike Feuer</td>
<td>6</td>
</tr>
<tr>
<td>Businessman Mel Wilson</td>
<td>4</td>
</tr>
<tr>
<td>Businessman Ramit Varma</td>
<td>3</td>
</tr>
<tr>
<td>Undecided</td>
<td>40</td>
</tr>
</tbody>
</table>

Given the lack of familiarity with candidates, and the large share that were unaware the race will occur in November, it is not surprising that Undecided leads the group.

Undecided is even higher among women (47%), LA residents of 20+ years (45%), and those age 50+ (48%).

BUT, among the few that have been contacted (only 36%), 31% were contacted by De León’s campaign, and 30% by Caruso. Those two candidates lead, and were rated most favorably.
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?

<table>
<thead>
<tr>
<th>Source</th>
<th>Trust A Lot</th>
<th>Trust Sometimes</th>
<th>TOTAL TRUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family members</td>
<td><strong>42</strong></td>
<td></td>
<td>85</td>
</tr>
<tr>
<td>Nurses, Doctors, health professionals</td>
<td><strong>42</strong></td>
<td></td>
<td>83</td>
</tr>
<tr>
<td>Hispanic/Latino community organizations</td>
<td><strong>31</strong></td>
<td></td>
<td>79</td>
</tr>
<tr>
<td>Teachers</td>
<td><strong>28</strong></td>
<td></td>
<td>77</td>
</tr>
<tr>
<td>Notices posted at libraries</td>
<td><strong>20</strong></td>
<td></td>
<td>65</td>
</tr>
<tr>
<td>People you know through school</td>
<td><strong>21</strong></td>
<td></td>
<td>65</td>
</tr>
<tr>
<td>Elected officials from your community</td>
<td><strong>17</strong></td>
<td></td>
<td>64</td>
</tr>
<tr>
<td>National television news reporters</td>
<td><strong>18</strong></td>
<td></td>
<td>63</td>
</tr>
<tr>
<td>Local television news reporters</td>
<td><strong>19</strong></td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>Notices posted at post office</td>
<td><strong>20</strong></td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>People you know from church/relig orgs</td>
<td><strong>19</strong></td>
<td></td>
<td>60</td>
</tr>
<tr>
<td>Religious leaders</td>
<td><strong>21</strong></td>
<td></td>
<td>53</td>
</tr>
</tbody>
</table>

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## Use of Various News Sources

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

<table>
<thead>
<tr>
<th>News Source</th>
<th>Daily, once or more</th>
<th>Few times a week</th>
<th>TOTAL Daily+Few x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish National News (Telemundo, Univision)</td>
<td>28</td>
<td>32</td>
<td>60</td>
</tr>
<tr>
<td>People you follow on social media</td>
<td>30</td>
<td>31</td>
<td>58</td>
</tr>
<tr>
<td>Online news: (Google, Yahoo)</td>
<td>29</td>
<td>29</td>
<td>58</td>
</tr>
<tr>
<td>National News (ABC, CBS, NBC)</td>
<td>27</td>
<td>31</td>
<td>58</td>
</tr>
<tr>
<td>Podcasts/Radio</td>
<td>24</td>
<td>27</td>
<td>58</td>
</tr>
<tr>
<td>Cable News (CNN, FOX)</td>
<td>22</td>
<td>36</td>
<td>58</td>
</tr>
<tr>
<td>Local TV English (KABC, KTLA, KCBS)</td>
<td>25</td>
<td>32</td>
<td>56</td>
</tr>
<tr>
<td>Local newspapers/sites (LAT)</td>
<td>22</td>
<td>30</td>
<td>52</td>
</tr>
<tr>
<td>Local Spanish papers/sites (La Opinion)</td>
<td>19</td>
<td>30</td>
<td>49</td>
</tr>
<tr>
<td>Local TV Spanish (KMEX, KVEA)</td>
<td>17</td>
<td>30</td>
<td>47</td>
</tr>
</tbody>
</table>

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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)

<table>
<thead>
<tr>
<th>Source</th>
<th>Trust Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local LA-area channels/stations</td>
<td>6.0</td>
</tr>
<tr>
<td>National Spanish TV news</td>
<td>5.9</td>
</tr>
<tr>
<td>Local newspapers/sites</td>
<td>5.9</td>
</tr>
<tr>
<td>National News</td>
<td>5.7</td>
</tr>
<tr>
<td>Cable News</td>
<td>5.7</td>
</tr>
<tr>
<td>Podcasts or radio shows</td>
<td>5.5</td>
</tr>
<tr>
<td>Online news sources (Yahoo, Google)</td>
<td>5.5</td>
</tr>
<tr>
<td>People you follow on social media</td>
<td>5.1</td>
</tr>
</tbody>
</table>

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Spanish Media Use

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

- Very often, mostly Spanish: 30%
- Somewhat often, more Spanish than English: 28%
- Occasionally, more English but some Spanish: 26%
- Rare/never, most/always English: 16%

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.
Funders

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Thank you.

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