



NEWS RELEASE

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NEW POLL: Kevin de León and Rick Caruso Leading Among Latino Voters in Los Angeles Mayoral Race, but 40 Percent Remain Undecided

*Homelessness is top concern for Latino voters, followed by
inflation and crime, according to new survey
conducted by NALEO Educational Fund*

LOS ANGELES, CA – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund released today its [Los Angeles Latino Voter Snapshot Poll](#), offering a comprehensive look at Latino voter preferences in key races and critical issues for the Latino electorate in Los Angeles:

According to the [poll](#), Los Angeles City Councilmember Kevin de León and Businessman Rick Caruso are leading among Latino voters, at 17 percent and 15 percent, respectively. However, many Latino voters remain undecided, with 40 percent still unsure which candidate they would support if the mayoral election were held today. The [poll](#) also found that Latino voters view homelessness, inflation, and crime as the top three most pressing issues currently facing Los Angeles.

Latinos recognize the value of participation in the election, with 93 percent saying that voting for the mayor is important. Two-thirds (66 percent) had seen ads about the race, but only 36 percent had been contacted by mayoral candidates and campaigns. The poll also found that many Latinos lack information about voting in the election. More than 55 percent had not received information about how to vote by mail, and 30 percent said they did not know who to ask for a ballot, information about vote centers, or voting by mail.

“As the Latino community in Los Angeles continues to grow, so too does its political power, which is why the community is poised to play a major role in determining who becomes the next mayor of Los Angeles,” said **NALEO Educational Fund CEO Arturo Vargas**. “As our poll clearly shows, many Latinos are still undecided — even as the race enters its final stretch. Latino voters represent a golden opportunity for the candidates in the golden state’s largest city.

“Los Angeles’ mayoral race is an opportune moment for establishing sustained Latino civic engagement. However, candidate outreach to Latino voters is lagging, and there is not sufficient voter education about the options for casting ballots. Furthermore, one thing remains true across the board — Latinos value electoral participation and care about the people who

represent them. They will show up to vote and undoubtedly help shape the outcome of our local and national elections. Engaging with Latino voters consistently — and early on — is key to understanding the community’s needs, concerns, and priorities — something everyone expects from their lawmakers.”

Latinos are most likely to turn to family members, health care providers, and Hispanic or Latino community organizations for reliable information about important community matters. Furthermore, social media is the most frequented source for news among the group, followed by Yahoo News or Google News and Spanish-language outlets like Univision or Telemundo.

The [Los Angeles Latino Voter Snapshot Poll](#) comes on the heels of NALEO Educational Fund’s [2022 Latino Vote Projections](#). In California, at least 3,251,000 Latino voters are projected to turnout in November, mirroring 2018’s historic numbers and marking a 90.5 percent increase from 2014. Understanding the diverse and nuanced perspectives of this powerful electorate will be critical to engaging Latino voters. Our snapshot [poll](#) provides insight into many of these perspectives.

Key Findings

• Los Angeles Mayoral Election

- If the mayoral election were held today, 17 percent of Latino voters would support Los Angeles City Councilmember Kevin de León, 15 percent would support Businessman Rick Caruso, 9 percent would support Congresswoman Karen Bass, 6 percent would support Los Angeles Councilmember Joe Buscaino (who has since [dropped out](#) of the race for mayor), 6 percent would support Los Angeles City Attorney Mike Feuer, 4 percent would support Businessman Mel Wilson, and 3 percent would support Businessman Ramit Varma.
- However, many Latino voters remain undecided, with 40 percent feeling unsure about which candidate they would support if the mayoral election were held today.
- According to Latino voters, the most important characteristics for the next mayor to possess are a reputation for being honest and ethical (93 percent), experience in working with different racial groups (90 percent), and support from Latino community advocates (86 percent). Latino or Hispanic ethnicity was identified as the least important, at 63 percent.
- The majority of Latino voters (65 percent) have been following news about the mayoral election either “very closely” (24 percent) or “somewhat closely” (41 percent). Furthermore, 54 percent of voters of Central American descent were following this news closely, compared to 65 percent of those of Mexican descent.

• Top-of-Mind Issues

- Latino voters view homelessness (38 percent), inflation (34 percent), and crime (28 percent) as the top three most pressing issues currently facing Los Angeles.
- Similarly, Latino voters identified homelessness (40 percent), inflation (34 percent), and jobs and the lack of affordable housing (27 percent) as the top three issues they would like the next mayor to address.
- When asked to rate the issues most important to their quality of life on a scale of 1 to 10, Latino voters identified the cost of living (e.g., groceries, gas, and

utilities) as most important (8.17/10), followed by rent or mortgage costs (7.86/10), and crime and community safety (7.83/10).

- More than half (54 percent) of Latino voters view gas prices as extremely expensive and unaffordable, followed by rent or home mortgage costs (48 percent).

- **Local Priorities**

- Latinos are split on the current state of immigrant rights and protections in Los Angeles, with 47 percent describing it as “excellent” or “mostly good” and 45 percent describing it as “mostly bad” or “terrible.”
- However, the majority of Latino voters (54 percent) approve of how Los Angeles has been addressing the rights and protections of the Latino population, with 54 percent describing it as “excellent” or “mostly good.”
- On homelessness, 51 percent of Latino voters view the issue in their communities as a serious problem that is getting worse.

- **Favorability of Key Candidates & Elected Officials**

- At the local level, Mayor Eric Garcetti has the highest favorability among Latino voters (68 percent), followed by the Los Angeles City Council (57 percent), Los Angeles County Sheriff Alex Villanueva (55 percent), and Los Angeles County District Attorney George Gascon (48 percent).
- At the state level, Democrats have strong support from Latino voters in Los Angeles. Governor Gavin Newsom has a favorability rating of 64 percent, and Senator Alex Padilla has a favorability rating of 58 percent.
- At the national level, favorability for President Joe Biden and Vice President Kamala Harris remains high among Latino voters in Los Angeles, at 69 percent and 62 percent, respectively. Additionally, 69 percent of Latino voters in Los Angeles have a favorable view of the Democratic Party, and 55 percent have an unfavorable view of the Republican Party.

- **Voting Methods and Information**

- More than half (55 percent) of Latino voters are certain they will vote in the primary election. More specifically, 41 percent plan to vote in person, 34 percent plan to vote by mail, and 18 percent plan to vote via ballot drop box.
- Nearly all (93 percent) Latino voters in Los Angeles believe it is important to vote in the mayoral election.
- With respect to knowledge about options for casting ballots in the race, 55 percent knew about in-person voting at a Voting Center, 55 percent knew about sending back a vote-by-mail ballot, 35 percent knew about dropping off a ballot at a drop box, and 11 percent believed they could vote online.
- More than 55 percent of Latinos have not received any information about voting at a Vote Center or voting by mail. In addition, 30 percent said they did not know who to ask for a ballot or information about Vote Centers or voting by mail.

- **Voter Outreach & Trusted Messengers**

- Nearly two-thirds of Latino voters (64 percent) have not been contacted by any mayoral candidates through any form of voter outreach (e.g., phone, ads, mail, text, email, in-person). Of those contacted, the majority of this outreach came

from Los Angeles City Councilmember Kevin de León or his campaign (31 percent) or Businessman Rick Caruso (30 percent).

- When looking for reliable information about important community matters, Latino voters are most likely to turn to family members (85 percent), health care providers (83 percent), and Hispanic or Latino community organizations (79 percent) as trusted messengers.
- Latino voters most frequently get their news from social media (30 percent), followed by online news sources like Yahoo News or Google News (29 percent), and national Spanish news sources like Univision or Telemundo (28 percent).
- Nearly three-quarters (74 percent) of Latino voters are concerned about the prevalence of political misinformation on social media.

- **Ethnic Identity**

- The majority of Latino voters – regardless of age group – prefer to identify as “Hispanic” (71 percent), followed by “Latino” (28 percent), with only 1 percent of Latino voters self-identifying as “Latinx.”

NALEO Educational Fund will use these findings to inform a series of upcoming voter forums scheduled to begin in August, diving deeper into the critical issues for Latino voters and providing them with a platform to propose potential solutions. NALEO Educational Fund plans to host four in-person forums targeted to specific geographic locations and one virtual, citywide forum. The toplines for this poll are available [here](#), and the crosstabs are available [here](#).

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Methodology

On behalf of the NALEO Educational Fund, BSP Research surveyed 1,100 Latino registered voters in the City of Los Angeles. The study was completed using a blended mode, where 400 interviews were completed on live telephone calls, and 700 were completed online via smartphone, tablet, or computer. Respondents were surveyed in English or Spanish, with the option available upon first contact. In total, 716 completed the survey in English, and 384 participants completed the survey in Spanish. The study was conducted from April 20 to May 3, 2022, and carries a margin of error of +/-2.9 percent.

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About NALEO Educational Fund

NALEO Educational Fund is the nation’s leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.