



NEWS RELEASE

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Low Voter Turnout in California Spurs Calls for Stronger Voter Outreach Efforts

*"While it is not too late for better Latino outreach and engagement efforts in November, time is running out."
— NALEO Educational Fund CEO Arturo Vargas*

LOS ANGELES, CA – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released the following statement from CEO Arturo Vargas, following the apparent low voter turnout in the California primary elections on June 7:

"As results of the California primary continue to be released, voter turnout for all Californians, including Latinos, appears to be lower than many expected. We need to find out much more about the factors that contributed to low turnout, particularly given the importance of electoral participation for the strength of California's democracy.

"Before the primary election, we urged the Los Angeles mayoral candidates to focus their outreach on the issues we [found](#) most pressing to Latino voters in the city of Los Angeles: homelessness, inflation, and crime. In August, we will conduct forums with Los Angeles Latino voters to better understand the community's perspectives on priority issues and their views of the primary, which should help illuminate the reasons for the level of turnout. We will ask voters whether candidates and political parties reached out to them before the election, as these efforts play a critical role in determining whether Latinos cast ballots on Election Day.

"In the primary, candidates and both major parties may have missed a valuable opportunity to turn out Latino voters, who make up a third of the electorate. While it is not too late for better Latino outreach and engagement efforts in November, time is running out. California Latinos turned out in record numbers in 2018, and a [projected 3.2 million Latinos](#) could cast ballots in November, mirroring 2018's historic turnout. Sustained and robust engagement efforts are needed if we are to reach or exceed the turnout of 2018 — and boost the vitality of California's democracy."

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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.