



Latino Demographics & the Latino Vote

Presented to:

LA City Human Relations Commission

September 28, 2022



About NALEO Educational Fund



**Empowering Latinos from
citizenship to public service.**

Established in 1981, NALEO Educational Fund is the nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.

Regional offices in California, Texas, Florida, North Carolina,
Washington D.C. and New York.

NALEO Educational Fund achieves its mission through

THREE MAJOR STRATEGIES



**Policy Research
& Advocacy**



**Civic
Engagement**



**Constituency
Services**

Civic Engagement Department



Census



Ve y Vota



Naturalization



Defiende la Verdad



Latino Voter Potential & Impact:

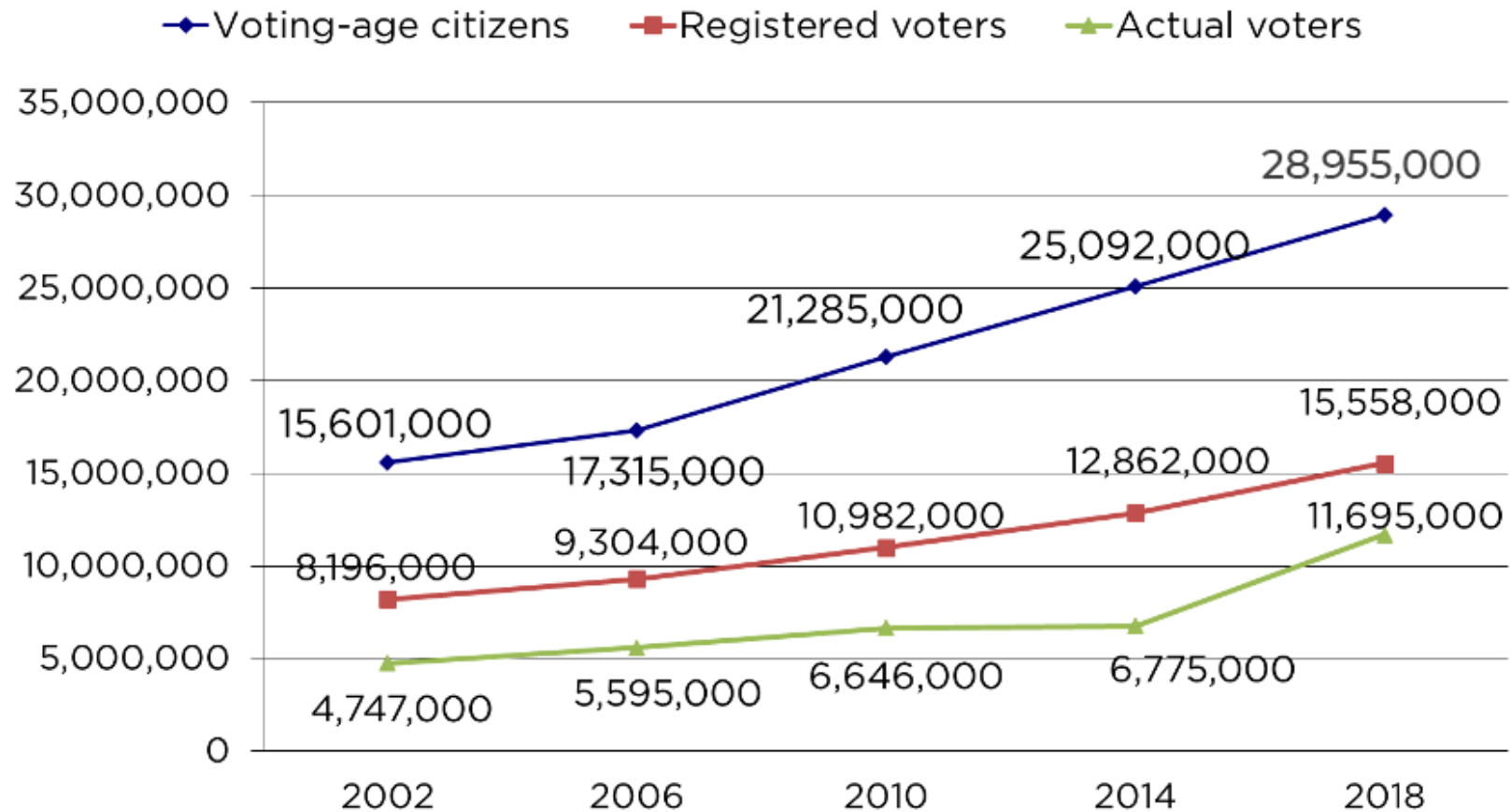
Current voting potential, impact, and projections

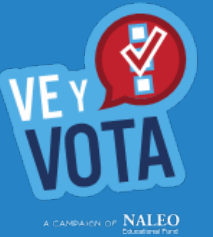




Current Landscape for Latino Participation

Midterm Congressional Elections





	PROJECTED LATINO SHARE OF VOTERS	PROJECTED TURNOUT OF LATINO REGISTERED VOTERS
ARIZONA	22.8%	69.5%
CALIFORNIA	25.3%	71.2%
COLORADO	10.9%	77.2%
FLORIDA	18.1%	74.5%
ILLINOIS	7.9%	63.0%
NEVADA	16.6%	66.2%
NEW JERSEY	15.6%	73.3%
NEW MEXICO	30.4%	68.3%
NEW YORK	12.1%	68.6%
NORTH CAROLINA	2.4%	73.4%
TEXAS	21.2%	63.1%

Election 2022 State Projections

Latinos Share of All Voters and Turnout of Latino Registered Voters

REGISTERED VOTERS 2021*

6,062,526

LATINO REGISTERED VOTERS

27.6%

LATINO SHARE OF
REGISTERED VOTERS

21,945,503

TOTAL REGISTERED VOTERS

*Source: Catalist from the California Secretary of State voter file as of January 19, 2021



California State Projection Latinos Share of All Voters and Turnout of Latino Registered Voters

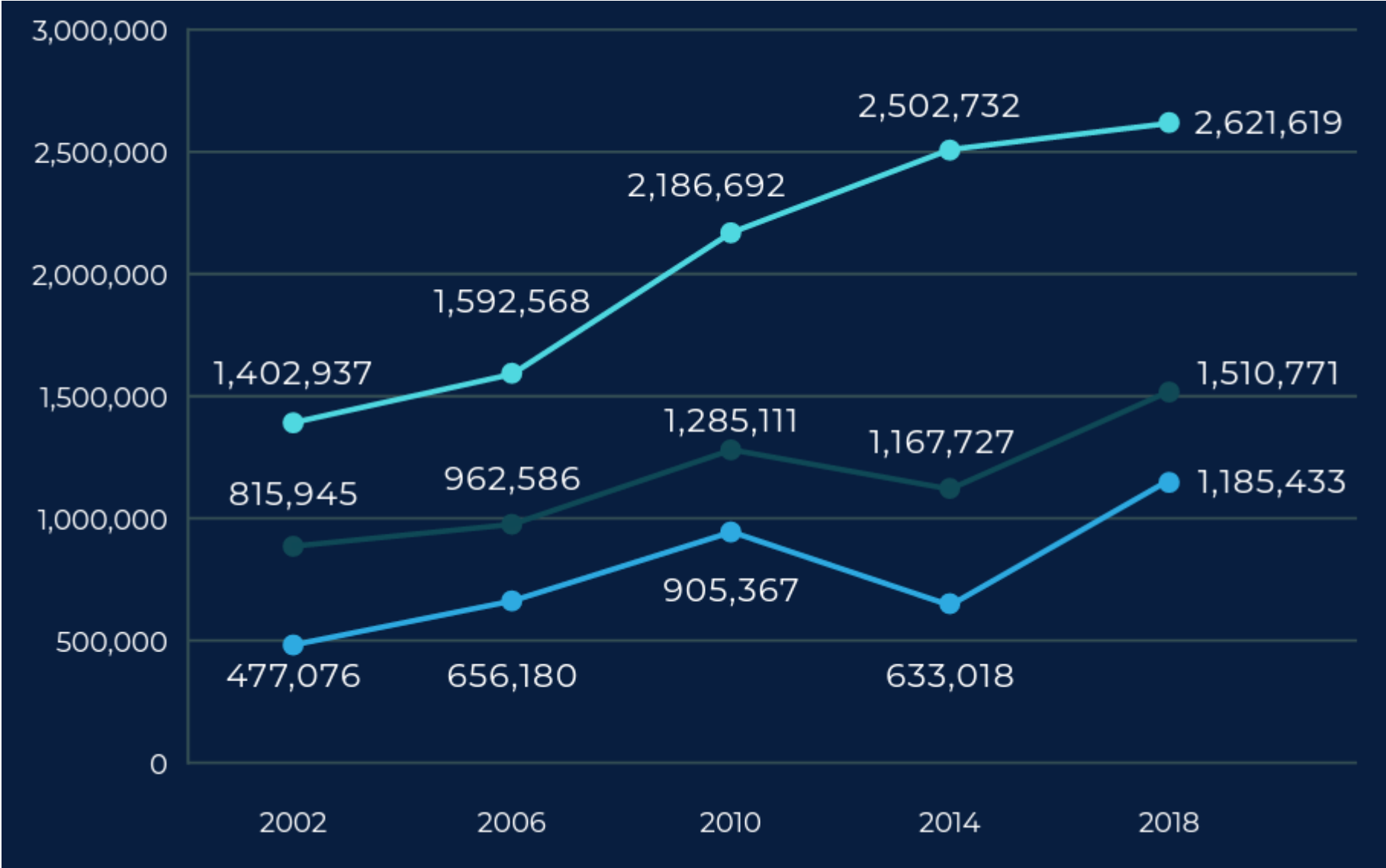
CALIFORNIA

ELECTION 2022

More than 3.2 million Latino voters will make their voices heard at the ballot box in 2022, which mirrors the 2018 Latino turnout, and is an increase of 90.5 percent from Election 2014.

Slightly more than one of every four California voters is expected to be Latino (25.3 percent), which mirrors the Latino share in 2018, and is a 32.5 percent increase from 2014.

LA County Latino Voter Turnout



● VOTING AGE CITIZENS ● REGISTERED VOTERS ● ACTUAL VOTERS

2022 LA Latino Voter Profile

- *Los Angeles County Latino Voters*

At least 1.2 million Latinos will cast ballots in 2022, an 87.9 percent increase in the number of Latino voters from 2014.

More than one of every three Los Angeles County registered voters (38 percent) are Latino.

- *Los Angeles City Latino Voters*

More than one of every three Los Angeles City registered voters (35 percent) are Latino.

- *Los Angeles County Redistricting*

Before the Los Angeles County Citizens Redistricting Commission (CRC) redistricting, **only one** of the Board of Supervisor districts (SD 1) was a Latino opportunity district (one with a majority Latino citizen voting-age population). Following the redistricting, the map adopted by the CRC in 2021 created a **second Latino opportunity district** (SD 4).



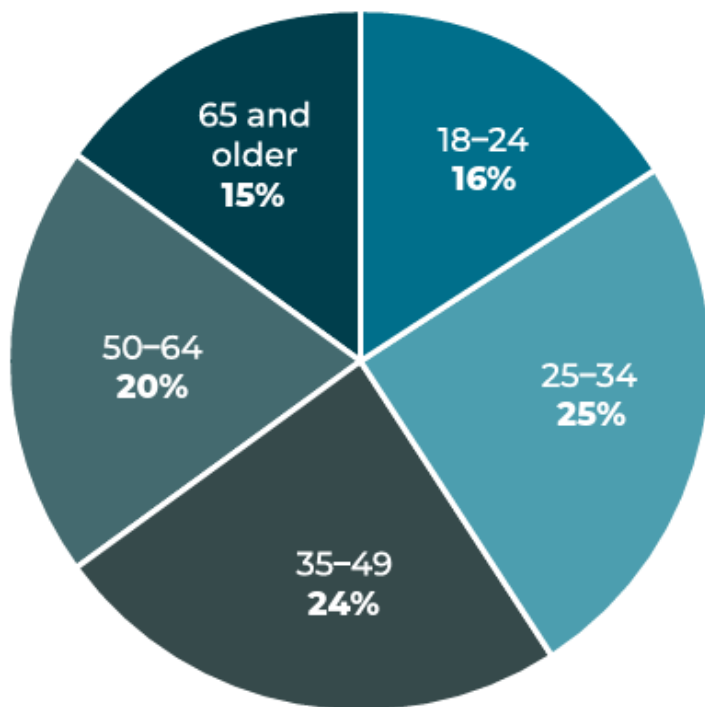
LA Latino Voter Profile 2022

AGE

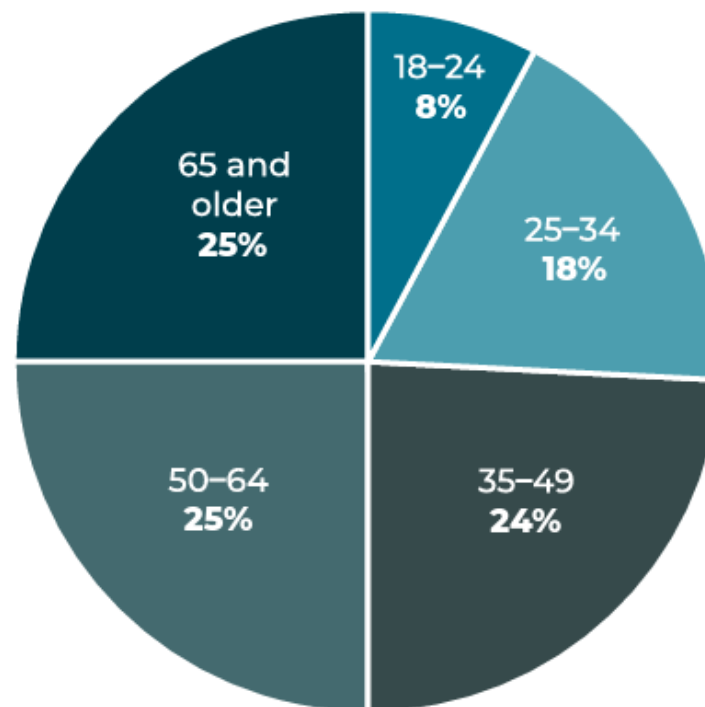


Los Angeles County Latino registered voters tend to be younger than non-Latinos, with 18–24-year-olds comprising 16 percent of registered Latinos, compared to 8 percent of non-Latinos. Similarly, 25 percent of Latino registered voters are 25–34-year-olds, compared to 18 percent of non-Latinos. In contrast, 50 percent of non-Latino registered voters are 50 and older, compared to 35 percent of Latinos.

LATINO



NON-LATINO



Critical Need for Sustained Investment in Latino Voter Mobilization

The eligible Latino electorate will continue to grow.

Increase in Latino voter turnout must keep pace with this growth for continued Latino political progress.

Candidates and both political parties must invest significant resources in sustained mobilization of eligible Latino voters.





Latino Voter Research: Challenges and Issues

NALEO
Educational Fund





Voting challenges amongst Latinos



(Mis) Information / Distrust

Research suggests that there exists concerns about the trust-worthiness of election systems. Misinformation may affect their willingness to vote.

Voting Options

While many jurisdictions are making vote-by-mail (VBM) more accessible, research shows Latinos tend to have lower VBM usage than the overall population.



Disinformation

Information that is false and deliberately created to harm

(e.g., an influencer pushing false claims that voter fraud shifted an election).

Misinformation

Information that is false, but not related to cause harm

(e.g., unintentionally giving voter incorrect information about their rules of voter ID).

Mal-information

Information that is based on reality but distorted to inflict harm

(e.g., sharing many individual examples of voter fraud to give the impression this is a common occurrence a paired with photo implying all examples apply to one election).





Latino Voter Engagement

Latinos often fail to know their voting rights.

Latinos often fail to know where their voting center is, what the hours are, where to register, and/or that they are legally able to take **4 hours paid time off** to vote.

Latinos are not informed or invited to participate in the electoral process. This contributes to the suppression of the Latino vote.

If all political parties provided information and invited Latinos to engage, there would be more Latino participation.

Information + Invitation = Participation



Language Accessibility



Register
to vote
here.

- **Limited outreach to Spanish-speaking Latinos about language access**
- **Providing website links does not work with all Latinos**

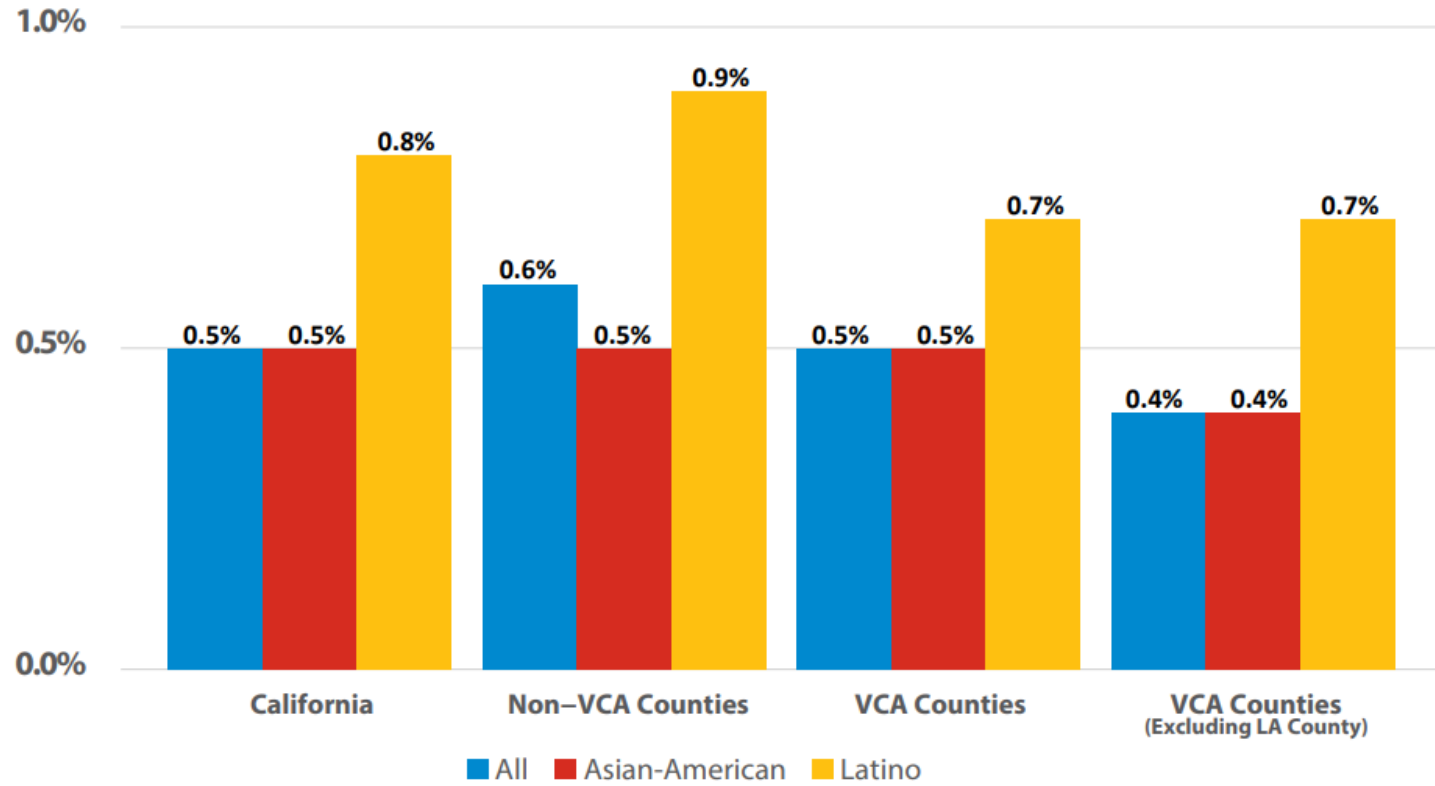


Voting by mail



FIGURE 16

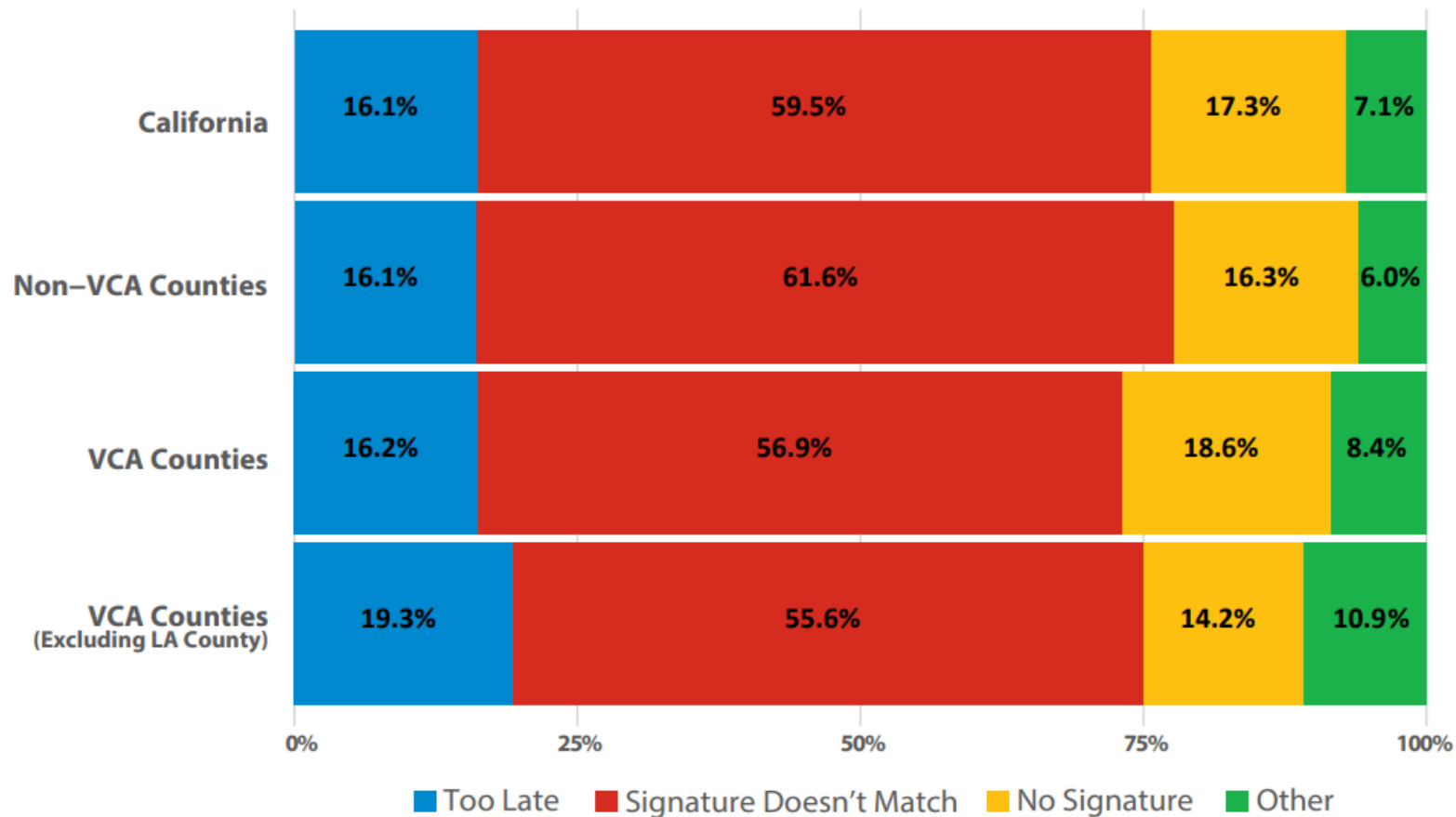
Vote-by-Mail Rejection Rate - Race and Ethnicity 2020 General Election



Data Source: California Secretary of State Voter File

FIGURE 23

Vote-by-Mail Rejection Reasons - All Voters 2020 General Election




Data Source: California Secretary of State Voter File



www.naleo.org

City of Los Angeles 2022 Latino Voter Poll





Los Angeles Latino Voter Snapshot Poll

Commissioned in the April 2022 designed to better understand the community's priorities ahead of the June primary elections & to highlight those attitudes in the press and among stakeholders.

The results of the poll were widely covered by the media and were shared with the campaigns of the candidates for Mayor of the City of Los Angeles.



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 residents.

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 city of LA mayor to address.



Ve y Vota LA Community Forums



The forums will be an opportunity to gain qualitative data and additional insights into how community members generally view life in the city, the kinds of public policy solutions they prefer and how they interact with their local government and local politics.

We want to amplify the voices and opinions of low propensity Latino voters in the public conversation about the future of the City of Los Angeles



Election Protection:

Common problems, reporting and flagging issues





Common Election Day Problems

Information about identification requirements.

Voters who have moved or have changed names since registering, or whose registration is not found by poll workers and who are denied ballots.

Concern about voting machines, long lines, intimidating or discriminatory behavior, and other conditions at polling places.

Difficulties locating or securing transportation to polling places.

Questions about people with felony convictions.



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Educational Fund

888-VE-Y-VOTA
(839-8682)

#VEYVOTA

Voter Information Hotline

Non-partisan

Bilingual: English and Spanish

Trained Operators

Monday-Friday, 5AM-5PM PST, All year



RESOURCES



NALEO Educational Fund

Register to vote/resources

<https://naleo.org/>

Voter's Edge California

Provides a detailed voter guide

<https://votersedge.org/ca>

Find your representative

Find all the federal, state, county and local officials who represent you in government

<https://myreps.datamade.us>

National Voter Registration Day

Nonpartisan civic holiday celebrating our democracy.

<https://nationalvoterregistrationday.org/>

CA Secretary of State

Official "Voter Information Guide" with detailed analyses and more information

<https://www.sos.ca.gov/elections/>



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Questions



Thank You!

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