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Unleashing the Power of Participation

**Los Angeles County Latino Poll:
A Community in Motion**

**Dr. Adrian Pantoja
Latino Decisions
Cal State LA Downtown**

November 3, 2016

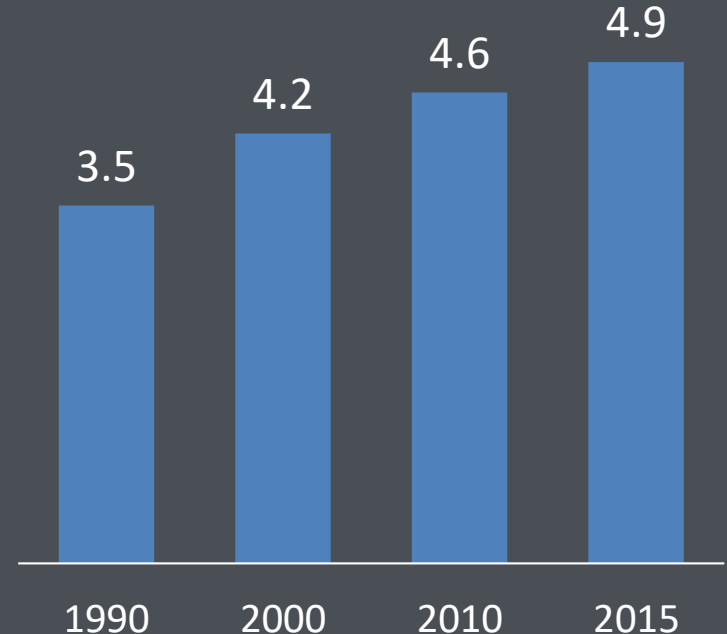


Latinos by the Numbers

15 million Latinos in CA, 39% of the state pop

- 4.9 million Latinos in LA County, 48.4% of the County's population
- 1,632,000 Latino registered voters in LA County, 32% of registered voters

LA Latino population (million)





Methodology: Latino Decisions

- Sample of 1,500 Latino registered voters in Los Angeles County. 600 in City of Los Angeles, 900 outside City of LA .
- Field Dates: October 4 to October 20, 2016.
- Administered in English or Spanish, at the discretion of the respondent.
- Bilingual interviews ensure a seamless transition in either language.
- Mixed-mode approach: cell phone, landline, or email.
- The data are weighted to match the demographic profile of Latino voters in L.A. County according the most recent Census American Community Survey (ACS).



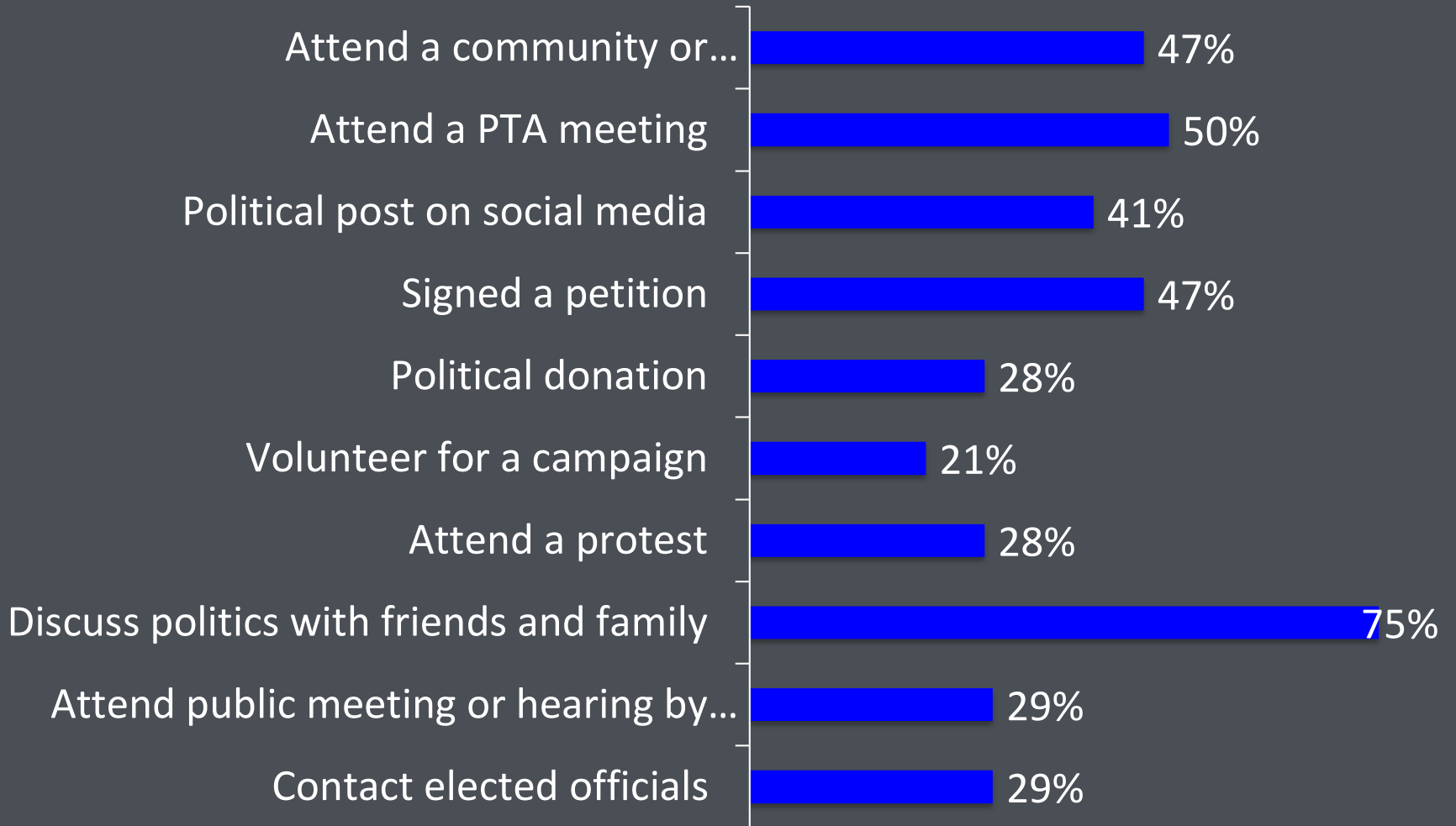
Latinos are Diverse

- Age
- Income
- Education
- Language
- Gender
- Religiosity
- Nativity





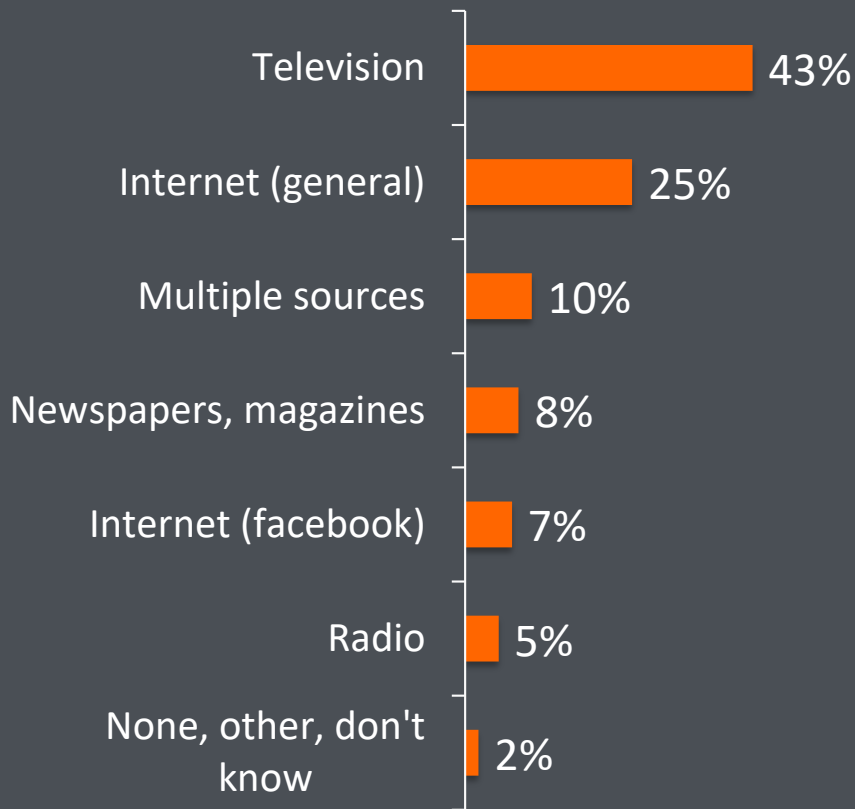
Civic Engagement



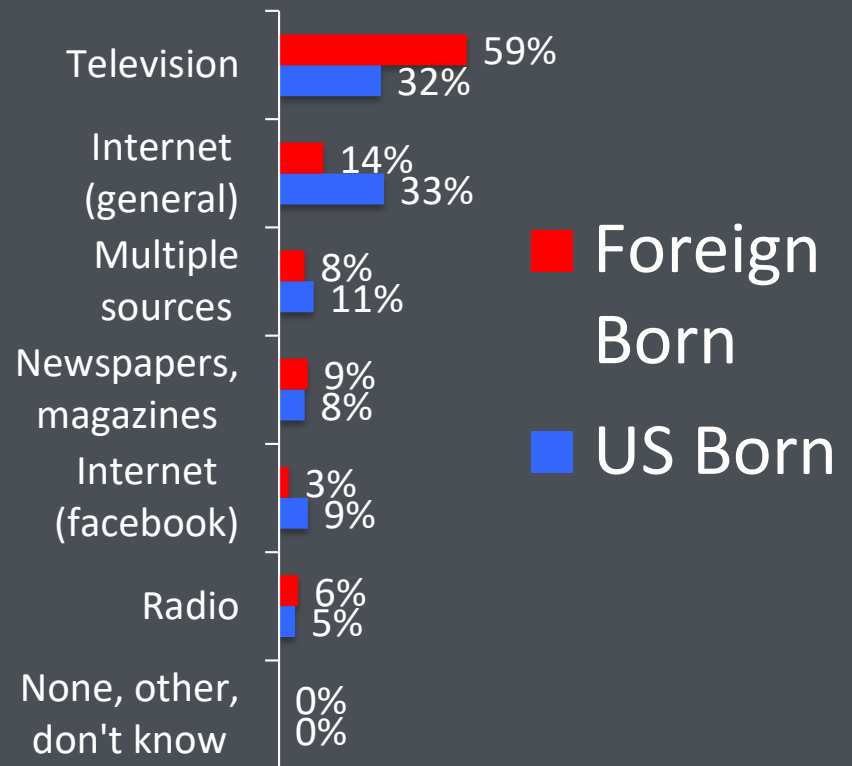


Media Sources for Political Content

Television is overall the most popular source

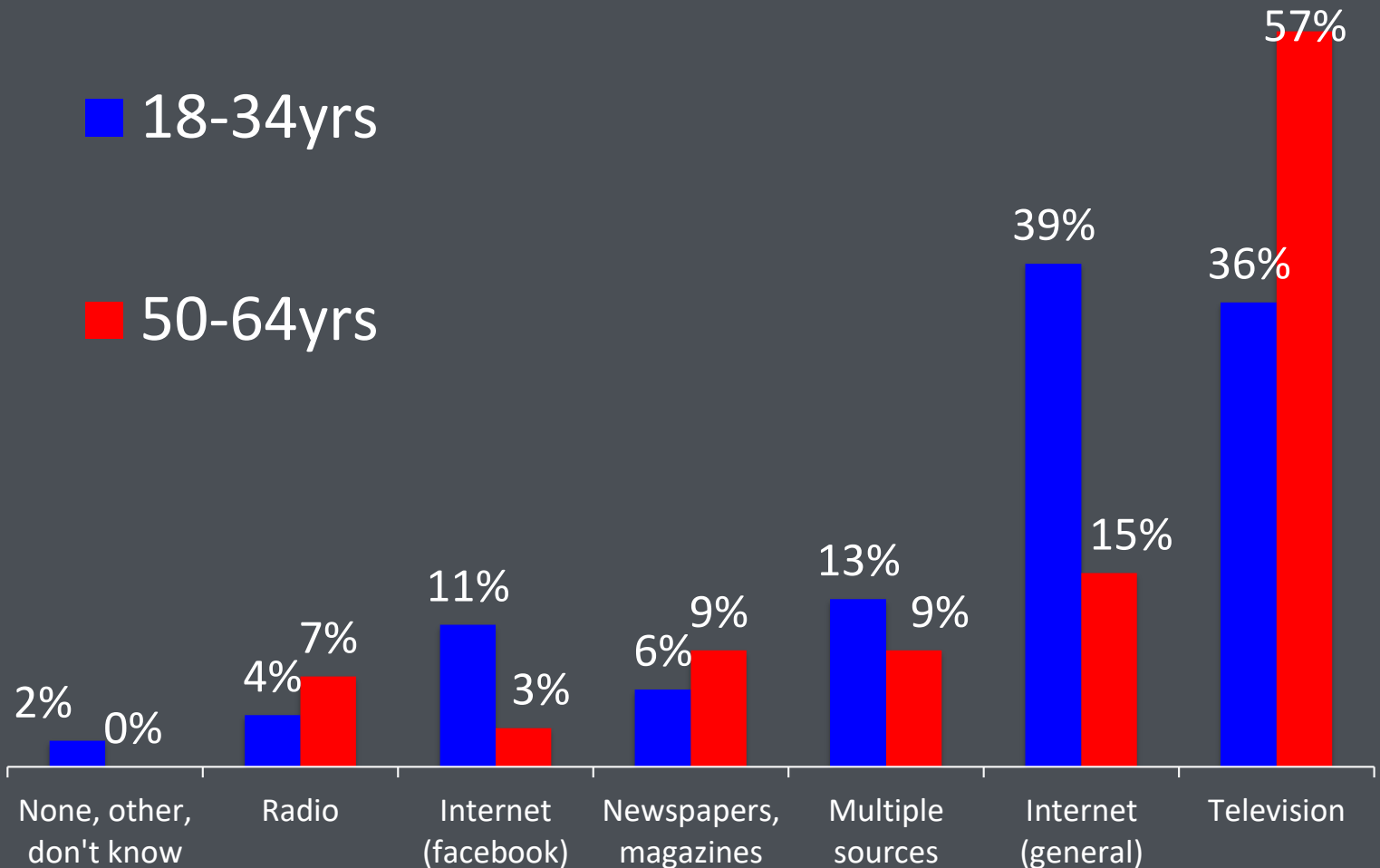


Foreign Born rely on television for political content



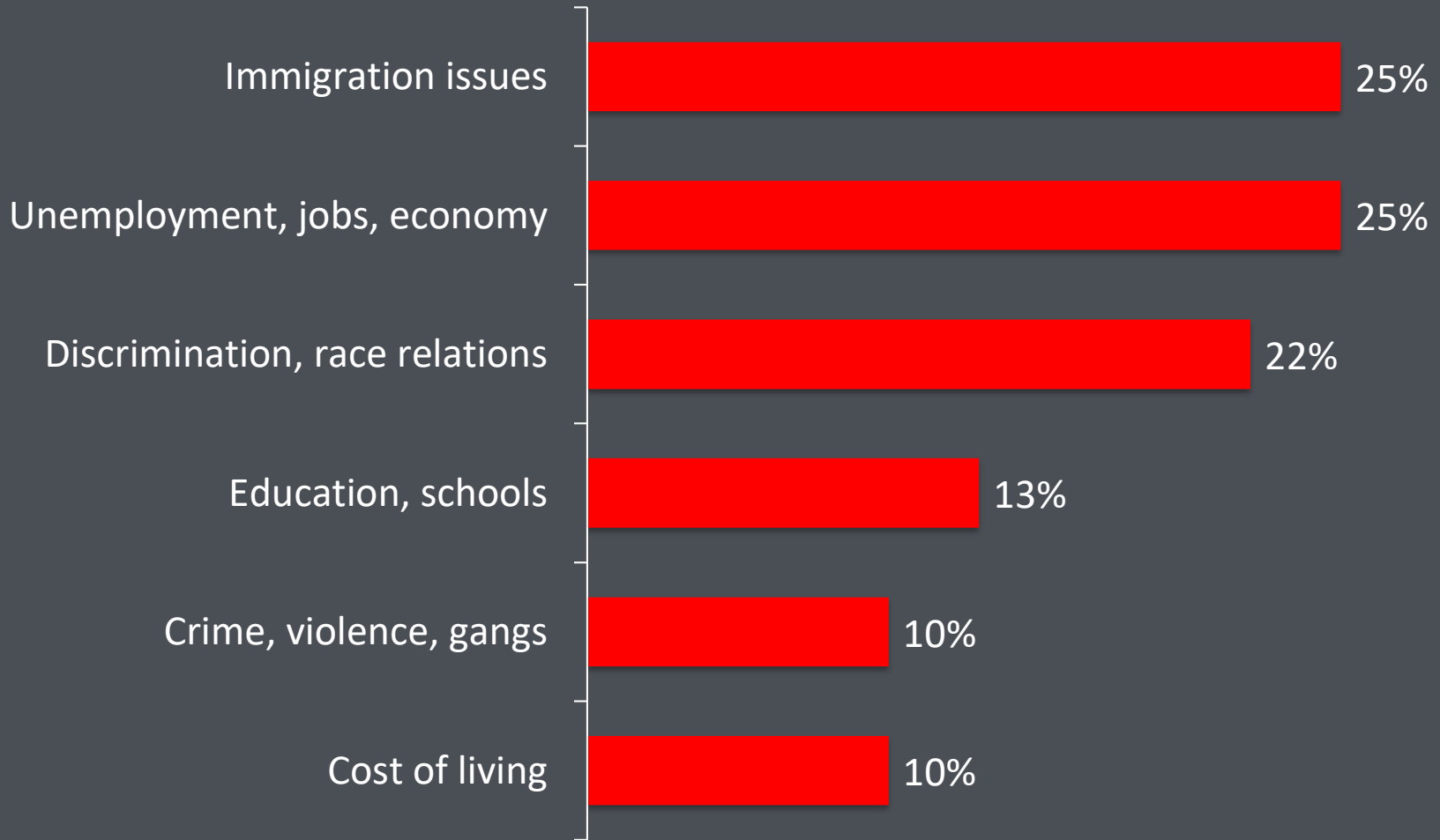


Media Sources for Political Content by Age





Top issues facing Latinos in Los Angeles





Top issues vary across subgroups

	Immigration	Economic	Discrimination	Education	Crime
18-34yrs	30%	19%	19%	13%	11%
50-64yrs	21%	35%	26%	17%	11%
English Int	27%	24%	17%	13%	11%
Spanish Int	21%	28%	32%	14%	8%
US Born	27%	24%	17%	13%	12%
Foreign Born	22%	27%	28%	15%	9%
HS or less	21%	26%	27%	11%	10%
College +	25%	24%	17%	14%	9%
Male	21%	29%	22%	12%	11%
Female	29%	22%	21%	14%	10%

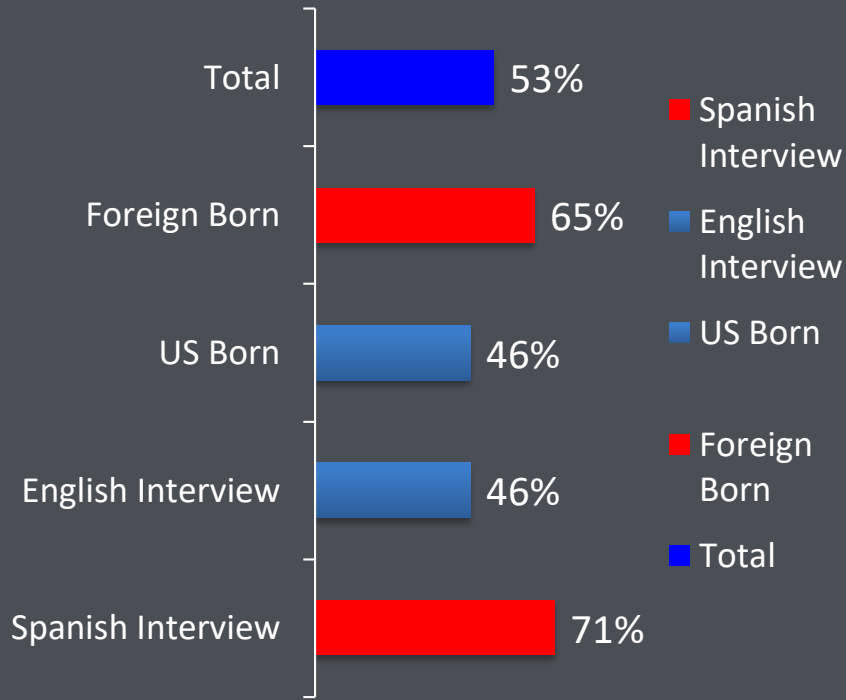


Perceptions of Discrimination

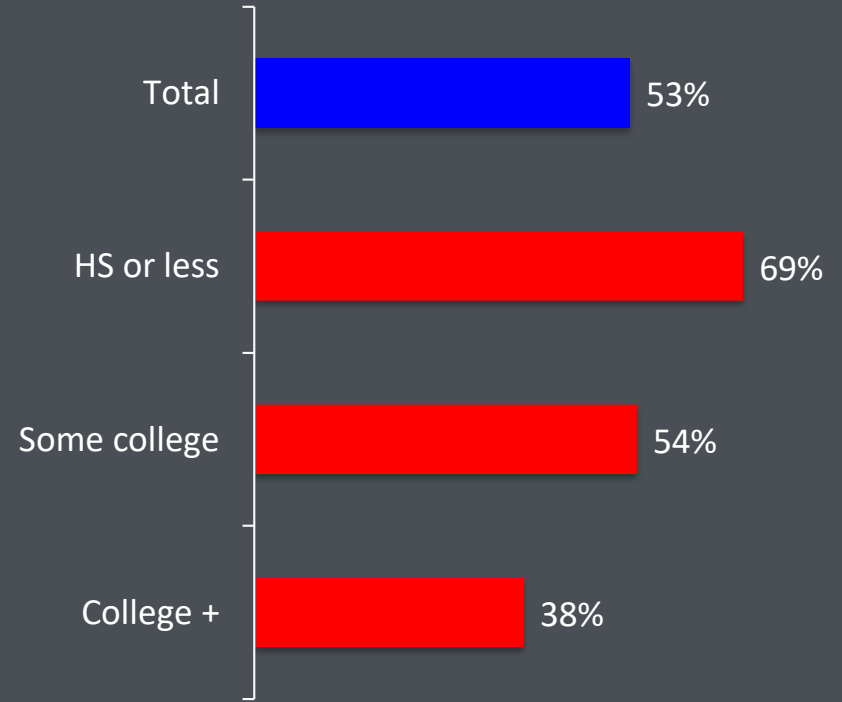
Few Latinos say they experience discrimination, lowest among immigrants

Social mobility increases exposure to out-groups and discrimination

“Experienced no discrimination”

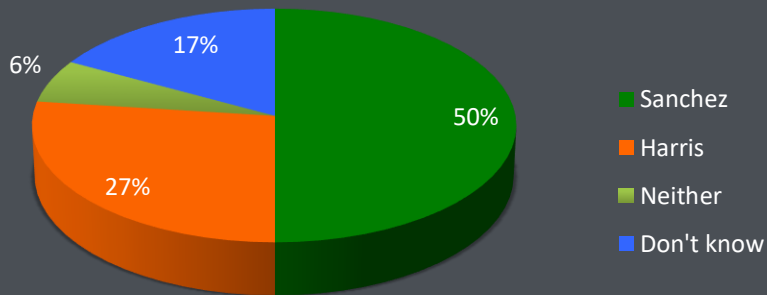


“Experienced no discrimination”





Half of Latino voters intend to vote for Loretta Sanchez for U.S. Senate

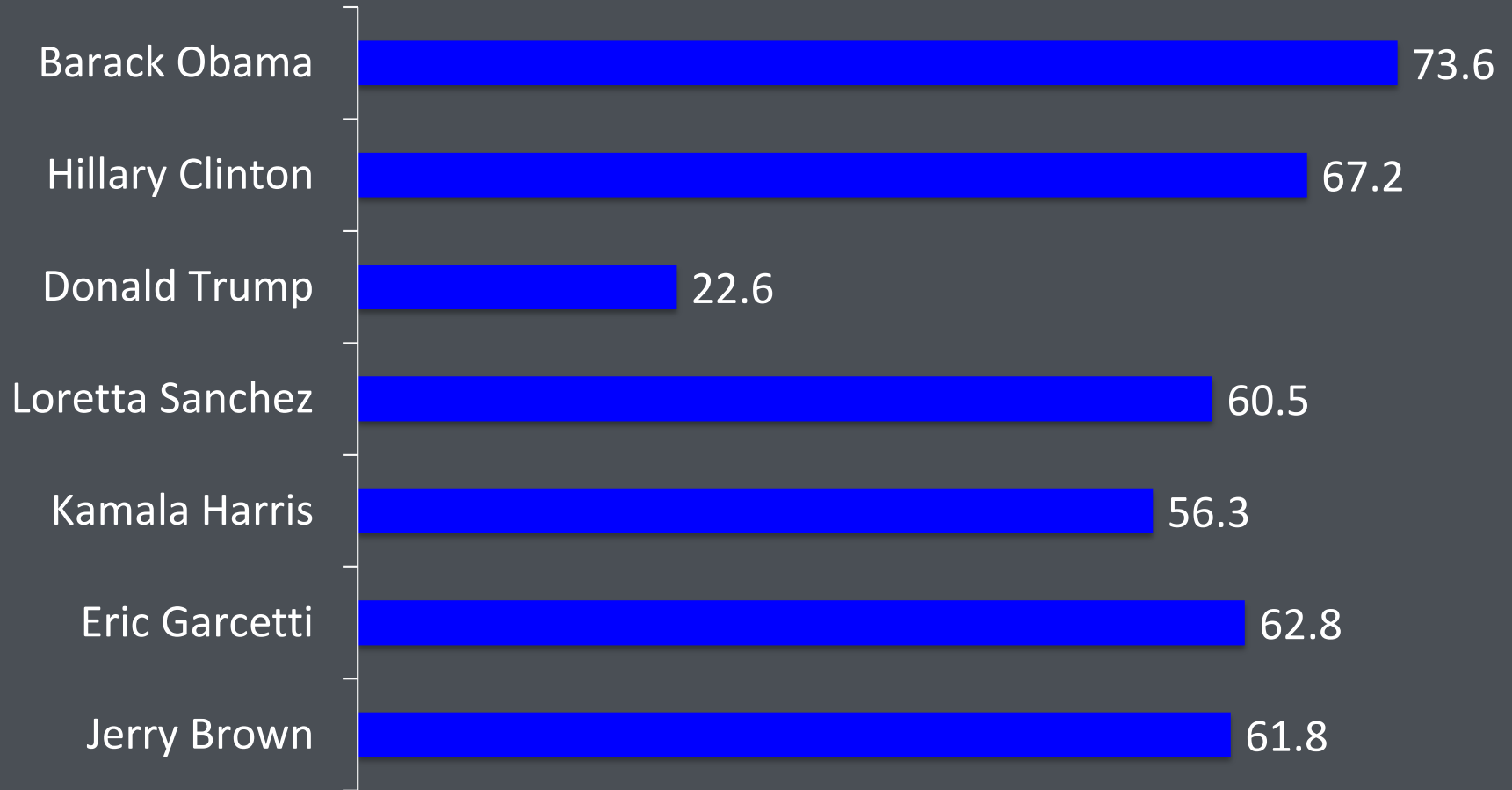


	Sanchez	Harris
HS less	63%	16%
College+	40%	37%
US Born	43%	30%
Foreign Born	60%	22%
English Int	43%	30%
Spanish Int	66%	18%
\$40K or less	54%	20%
\$80K+	43%	36%



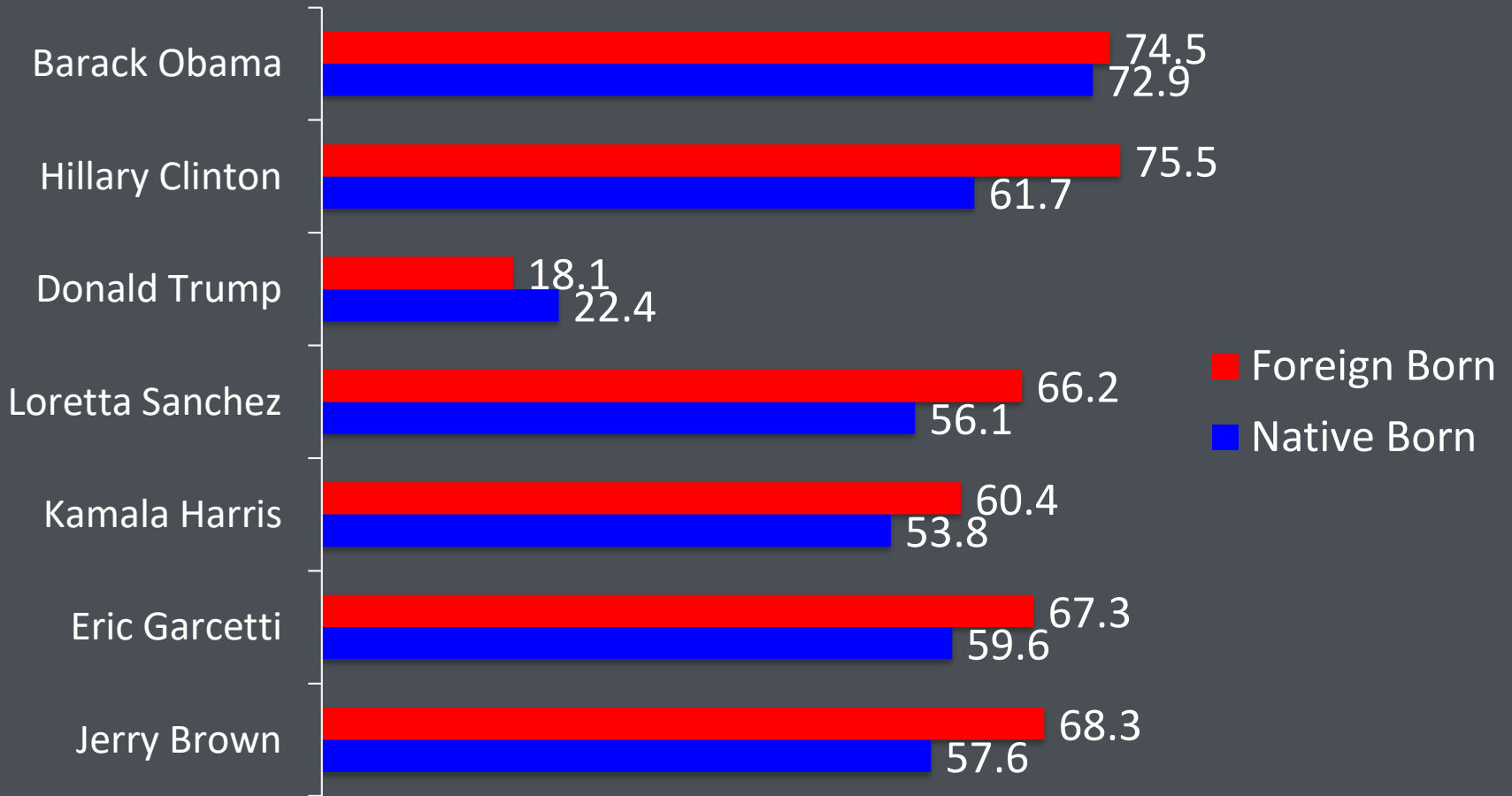
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Ratings of Elected Officials



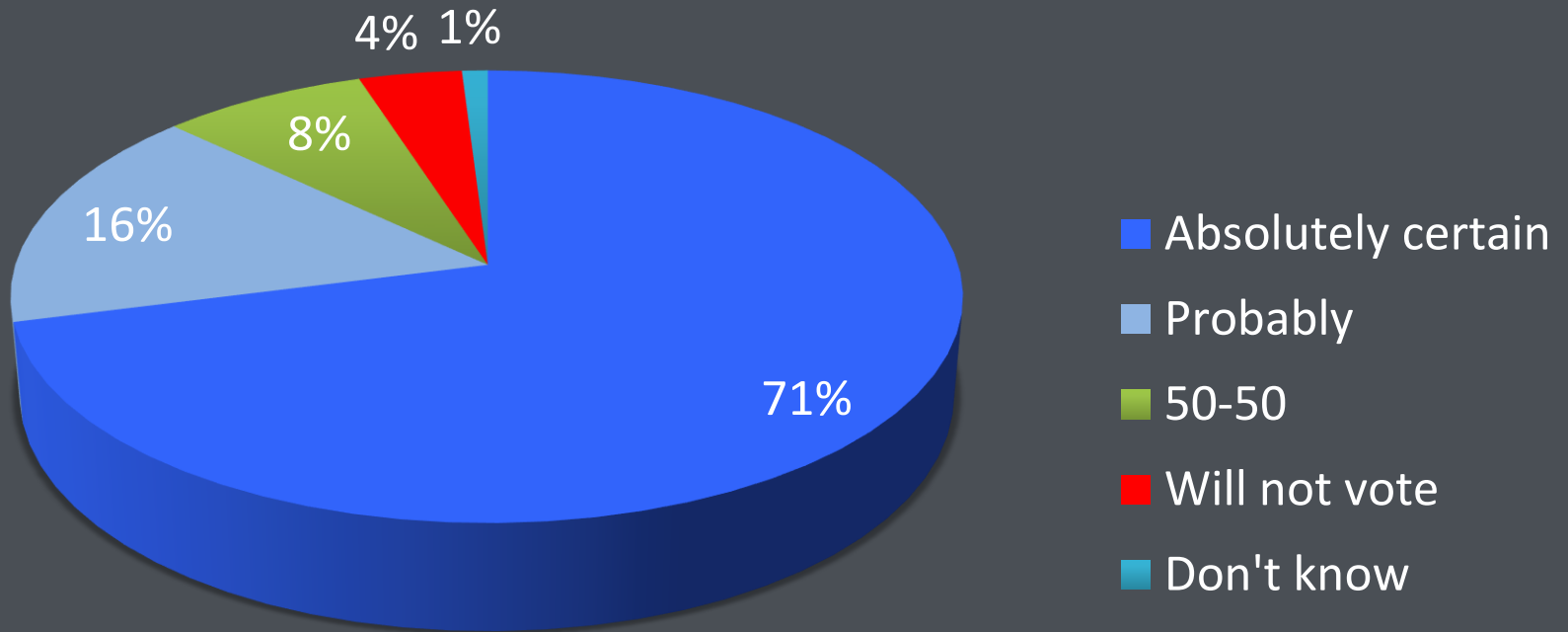


Differences by Nativity



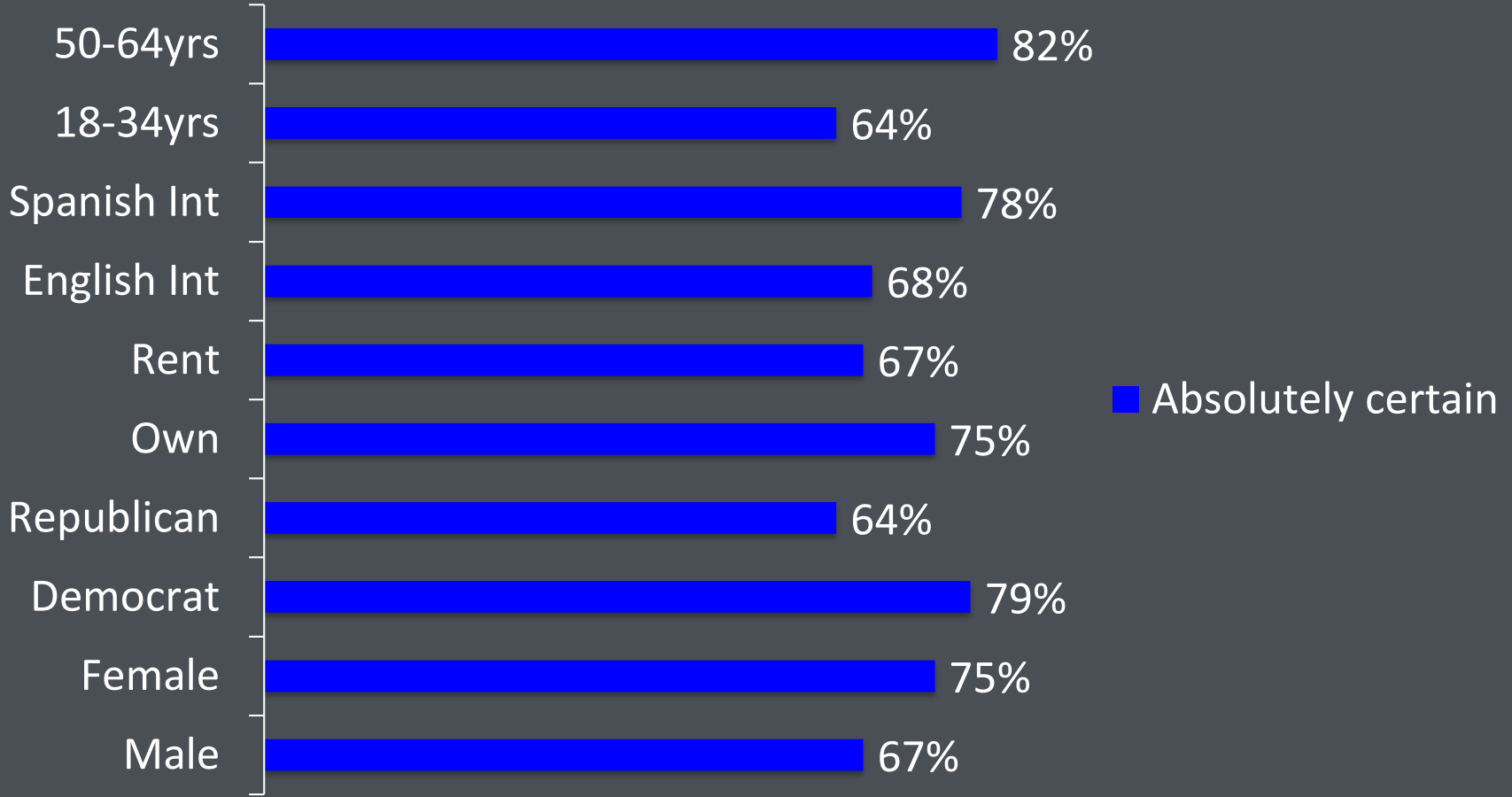


Likelihood of Voting in the 2016 election



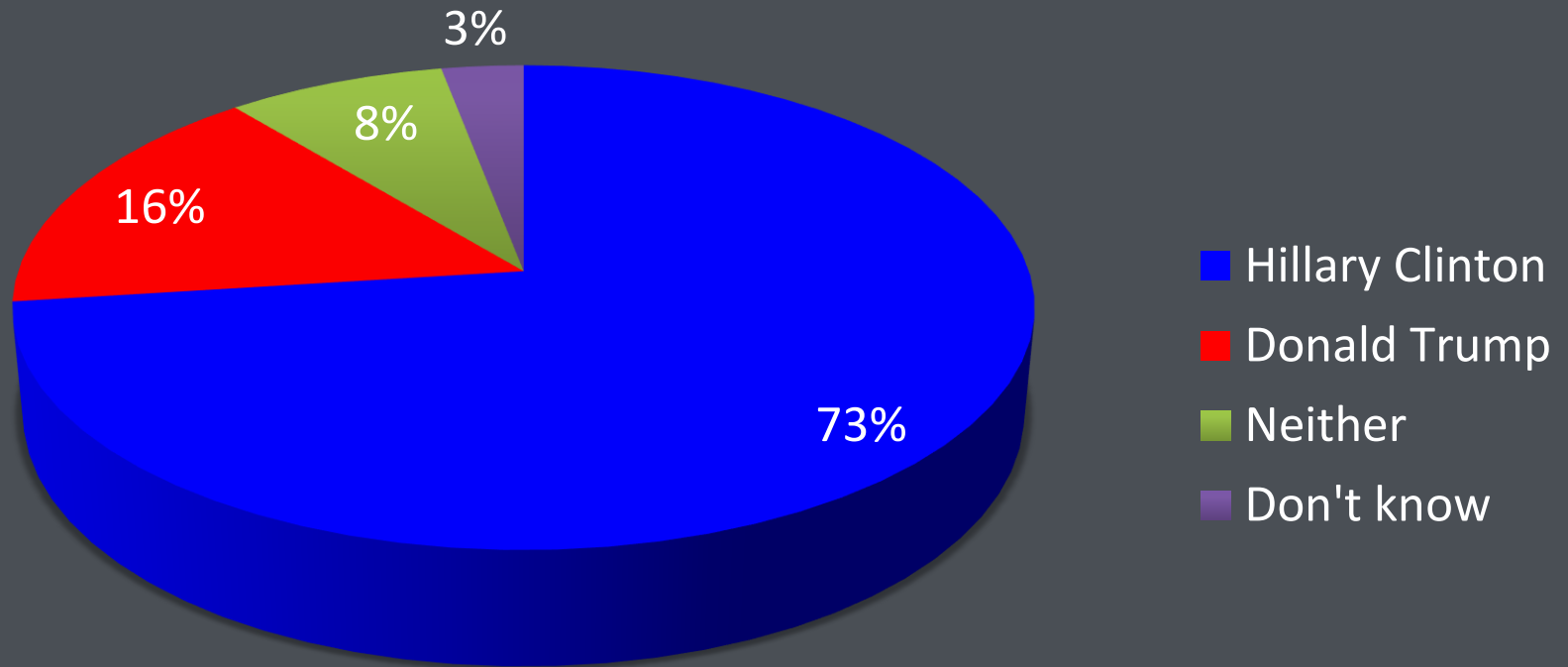


Variations in the likelihood of voting



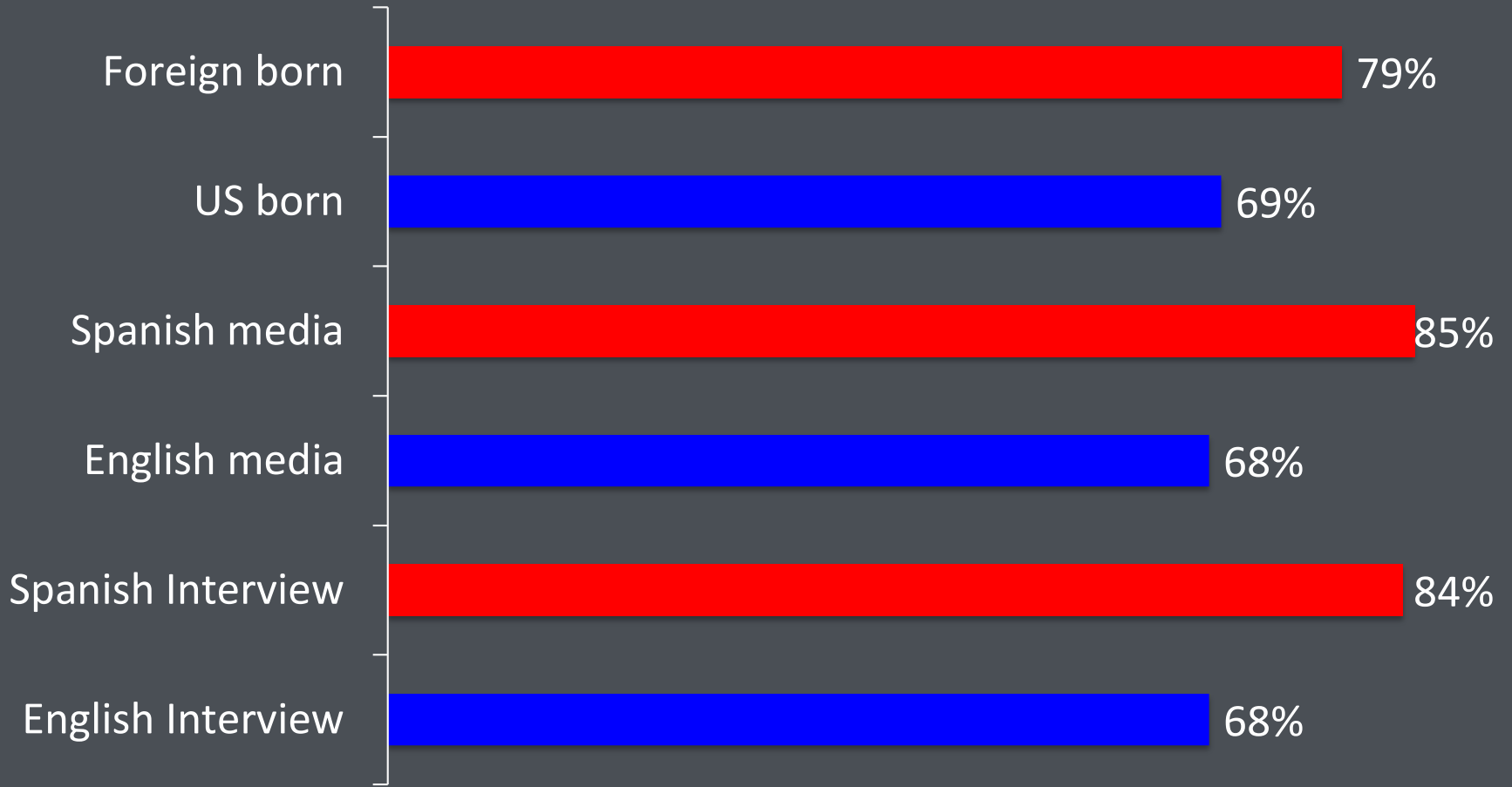


Presidential Vote Choice





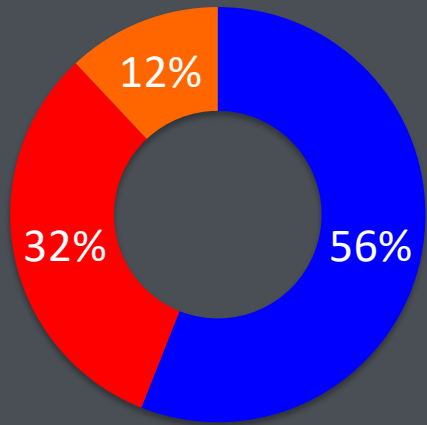
Vote Choice for Hillary Clinton





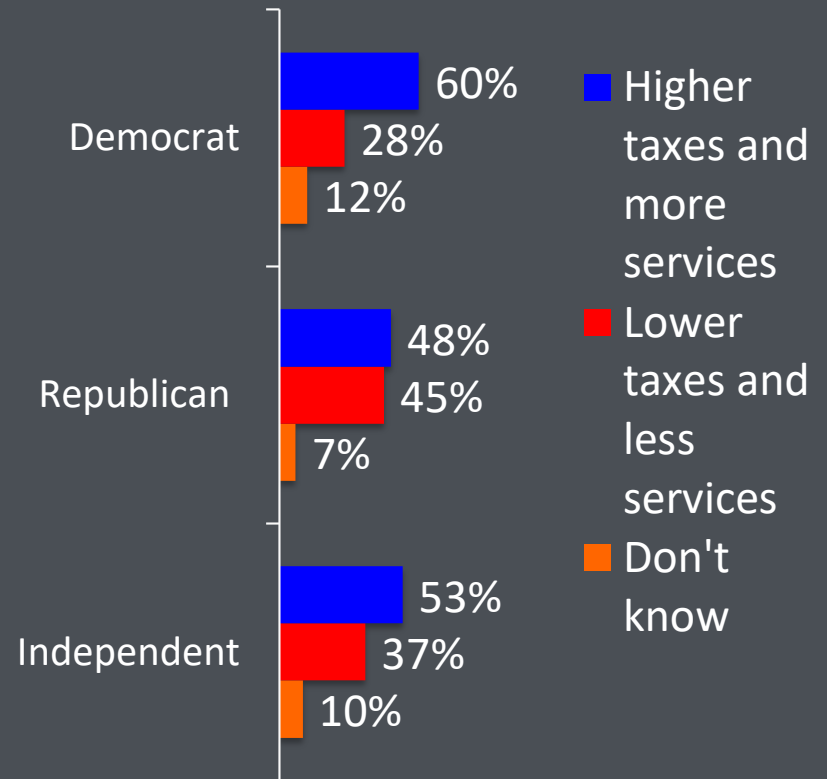
Taxes

Latinos willing to pay higher taxes for more services



- Higher taxes and more services
- Lower taxes and less services
- Don't know

Differences Across Political Party



- Higher taxes and more services
- Lower taxes and less services
- Don't know



Same Sex Marriage

	Yes	No
Total	66%	26%
18-34yrs	79%	16%
50-64yrs	52%	38%
English Interview	74%	21%
Spanish Interview	46%	39%
US born	76%	20%
Foreign born	52%	35%
HS or less	51%	36%
College +	77%	19%



Abortion

	Always legal	Legal most of the time	Illegal, except for rape, incest, save mother's life	Made illegal without any exceptions
Total	29%	21%	33%	11%
18-34yrs	36%	26%	26%	7%
65yrs+	17%	12%	47%	16%
English Interview	35%	25%	27%	7%
Spanish Interview	14%	10%	48%	20%
US born	37%	24%	38%	7%
Foreign born	17%	17%	42%	17%
HS or less	21%	10%	45%	16%
College +	34%	30%	26%	7%
Catholic	26%	20%	35%	12%
Non-Catholic	35%	22%	31%	7%



Immigration Reform

	A chance to remain and become US citizens	Return to the countries
Total	81%	14%
English interview	77%	17%
Spanish interview	90%	7%
US born	77%	18%
Foreign born	87%	9%
Spanish media	91%	9%
English media	77%	17%
Democrat	89%	8%
Republican	59%	37%



Prop 64: Marijuana

	Total Favor	Total Oppose
Total	53%	42%
English interview	64%	31%
Spanish interview	26%	67%
English media	63%	33%
Spanish media	30%	63%
Male	60%	36%
Female	47%	48%
Catholic	48%	46%
Non-Catholic	61%	36%
18-34yrs	69%	27%
65yrs+	25%	67%



Prop 58: Bilingual Education

	Total Favor	Total Oppose
Total	62%	31%
English interview	59%	33%
Spanish interview	69%	26%
English media	57%	36%
Spanish media	69%	26%
Democrat	67%	26%
Republican	50%	46%
18-34yrs	68%	27%
65yrs+	57%	34%



Measure A: Tax to fund open spaces

	Total Favor	Total Oppose
Total	63%	26%
Male	68%	25%
Female	59%	26%
HS or less	60%	27%
College +	68%	25%
18-34yrs	69%	20%
65yrs+	57%	30%
\$40K or less	61%	23%
\$80K+	68%	28%

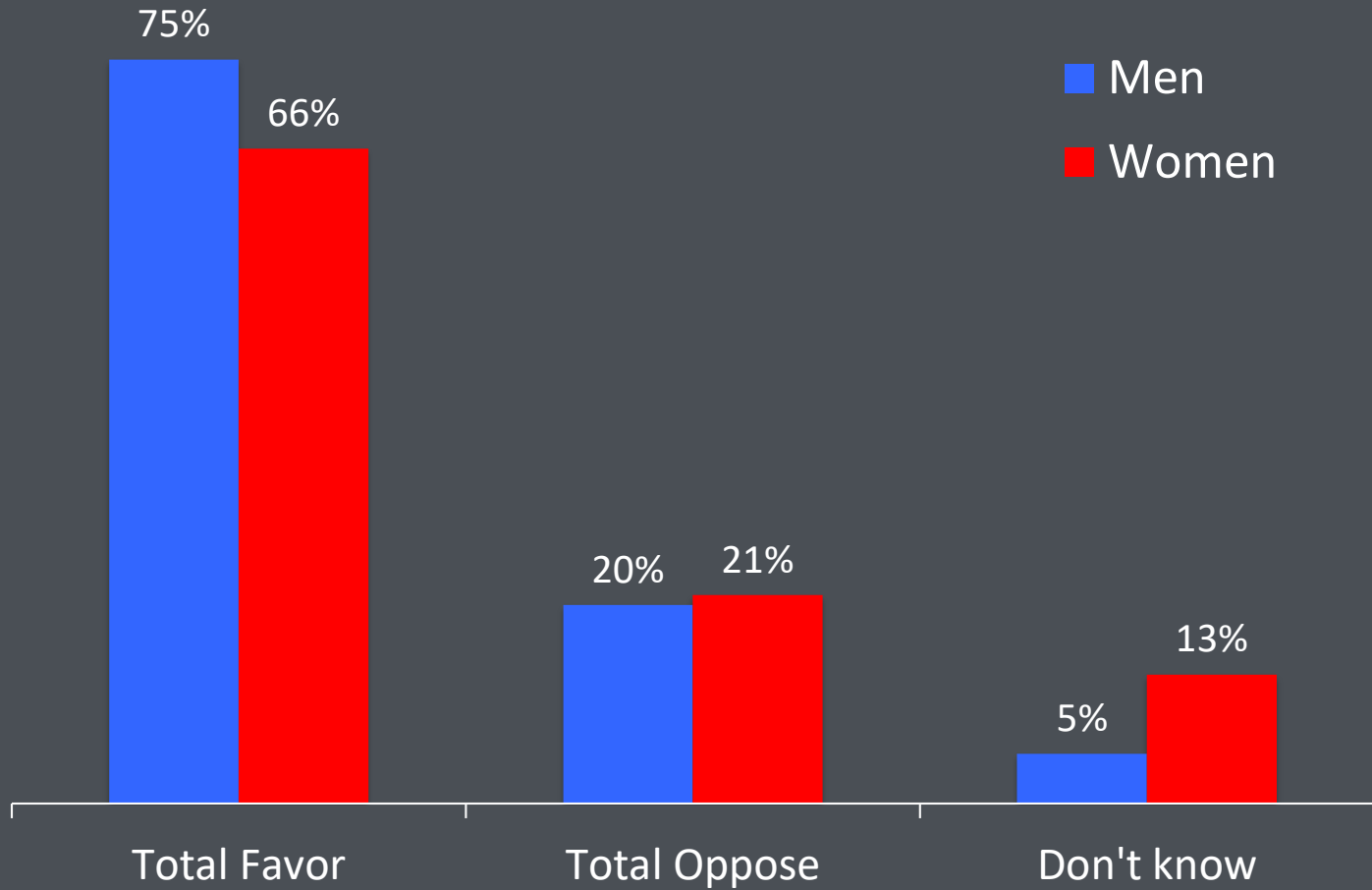


Measure M: Public Transportation (2/3 Approval Required)

	Total favor	Total oppose
Total	71%	20%
English interview	67%	23%
Spanish interview	80%	14%
English media	67%	23%
Spanish media	81%	12%
US born	68%	22%
Foreign born	76%	17%
Democrat	74%	16%
Republican	64%	30%



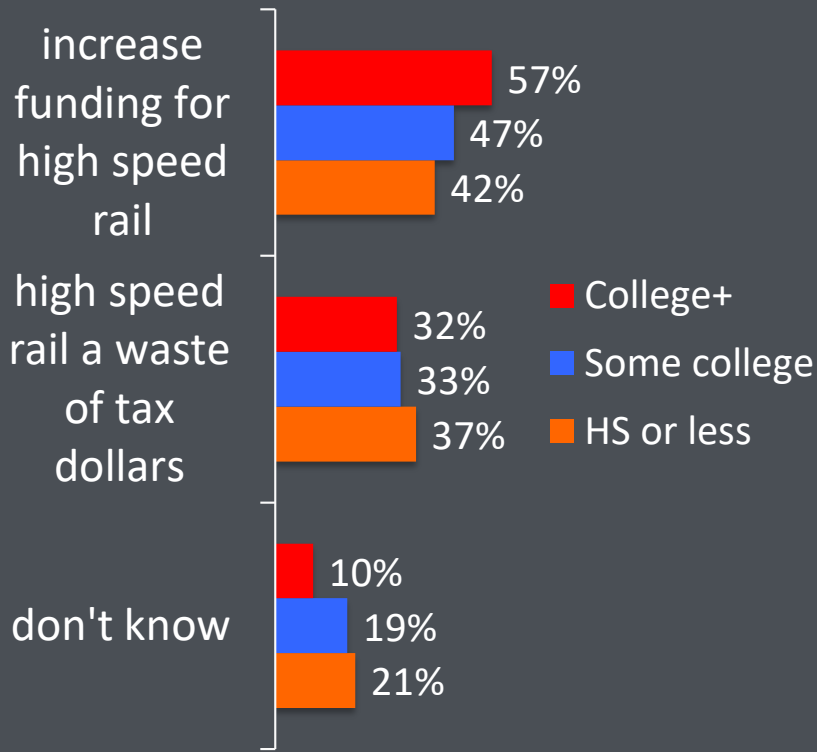
Gender and Measure M



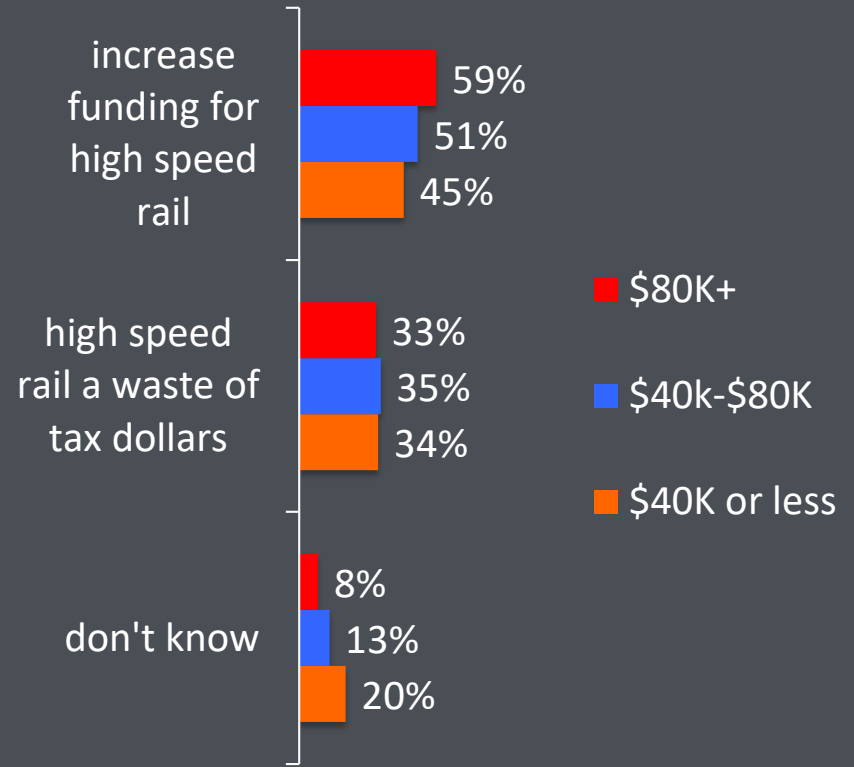


Support for High Speed Rail

Differences by level of education



Differences by income





A Community in Motion: The Generations

Age	18 -34	35-49	50-64	65+
Very Liberal	22%	14%	8%	8%
English Media	64%	57%	47%	34%
Bilingual Media	27%	29%	24%	16%
Internet	39%	29%	15%	5%
Religious Services (never/almost never)	36%	27%	27%	20%



The Generations (Cont.)

Age	18 -34	35-49	50-64	65+
Absolutely Certain to Vote	64%	64%	82%	84%
Clinton Approval Rating	62%	67%	69%	77%
Vote for Clinton	73%	64%	78%	82%
Sanchez	41%	47%	56%	64%
Same Sex Marriage	79%	77%	52%	42%
Abortion always legal	36%	31%	25%	17%
Marijuana legal	69%	62%	41%	25%
Measure M	70%	71%	73%	71%



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