



2022

LOS ANGELES LATINO VOTER PROFILE

LOS ANGELES COUNTY AND CITY



LOS ANGELES COUNTY

PRIMARY ELECTION DAY: TUESDAY, JUNE 7, 2022

GENERAL ELECTION DAY: TUESDAY, NOVEMBER 8, 2022



The landscape for the 2022 midterm primary and general elections in Los Angeles County and City includes several policy and political developments that could affect Latino participation and political progress in the region. These elections will be the first to take place after the redistrictings of the Los Angeles County Board of Supervisors and the Los Angeles City Council, with an independent commission drawing Board of Supervisors districts for the very first time. Additionally, in 2020, Los Angeles County adopted a “Voter’s Choice Act” (VCA) model for elections. This approach replaced traditional precinct-site voting with a system that provides greater options for voting — including vote centers, enhanced access to early voting, and availability of vote-by-mail (VBM) ballots. The County also began to use new voting and other more modern election technology. Because of the COVID-19 pandemic, California enacted legislation requiring counties to send all registered voters VBM ballots for the November 2020 election, and in 2021, the state made this a permanent requirement for all future elections.

While the VCA election model and the County’s new voting equipment had significant potential for improving Latino access to the electoral process, the County also experienced challenges implementing these approaches. For example, in the March 2020 primary, technological problems with some components of the election equipment contributed to considerable wait times at several vote centers.

The California Secretary of State, Los Angeles County, and non-partisan voter engagement groups recognized the need to conduct voter education and outreach about the new approaches and the measures being taken to help ensure that voters could cast their ballots safely during the pandemic. However, in a July 2020 survey of eligible voters in California, the Center for Inclusive Democracy at the University of Southern California Price School of Public Policy found that Latino and Asian American voters were less likely to know where to find information about the locations

of their polling place than Black or non-Hispanic white voters. Just over one-fourth (26.7 percent) of California eligible voters knew that their counties changed options for how and where ballots could be cast in the March 2020 election. Although the share of eligible voters with this knowledge in Los Angeles County was higher (38.4 percent), this still indicates that more than half of the County's electorate did not possess this information.

Election 2022 also comes on the heels of an unsuccessful attempt to recall Governor Gavin Newsom in September 2021. Media reports and political observers suggest that Governor Newsom increased his outreach efforts to the Latino electorate in the latter part of the campaign. In addition, there were robust efforts by community organizations to mobilize Latino participation in the recall election.

Finally, Election 2022 is the first where the primary and general elections for the Mayor of Los Angeles, other city-wide officials, and eight City Council members will be held on the same dates as federal and state elections. In 2015, Los Angeles City voters approved an election calendar that moved municipal elections from odd-numbered years to even-numbered years, intending to improve voter turnout for those elections. The change took effect in 2020 but applied only to races in seven City Council seats. In 2022, the Los Angeles City municipal elections could be highly competitive, in part because the races for mayor, other city-wide offices, and some City Council districts are open seat contests with several viable candidates. The change in the election calendar and the competitiveness of municipal contests are also factors in the political landscape which could affect Latino turnout.



LOS ANGELES COUNTY

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PROJECTED LATINO VOTE FOR NOVEMBER 2022: 1,189,480
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TOTAL COUNTY POPULATION (2020):

10,014,009

LATINO COUNTY POPULATION (2020):

4,804,763

LOS ANGELES COUNTY LATINO VOTER PROJECTION FOR ELECTION 2022

NALEO Educational Fund projects that nearly 1.2 million Los Angeles County Latinos will cast ballots in the 2022 midterm elections in November. Our projection is based on trends in voter turnout in the past five midterm congressional elections. Between 2002 and 2010, there was steady growth in Latino turnout, followed by a decline in 2014. Between 2014 and 2018, there was a dramatic increase of 87.3 percent. As described in more detail in NALEO Educational Fund’s [2022 Latino Vote Projections](#), several factors may have contributed to this increase, including the political dialogue around issues like the migrant caravan crisis along the border, a rise in anti-Latino measures, and comments about immigrants from then-President Trump. Additionally, in California, the 2018 races for statewide offices involved several open seat contests — and five Latinos ran for top state positions, which may have also helped drive Latino turnout. Considering the trends in the past five midterm elections, we project the Los Angeles County Latino vote in 2022 to mirror 2018 turnout and represent an 87.9 percent increase from 2014.



LOS ANGELES COUNTY

PROJECTED LATINO VOTE 2022	LATINO VOTE 2018	% CHANGE BETWEEN 2018 AND 2022	LATINO VOTE 2014	% CHANGE BETWEEN 2014 AND 2022
1,189,480	1,185,433	0.3%*	633,018	87.9%

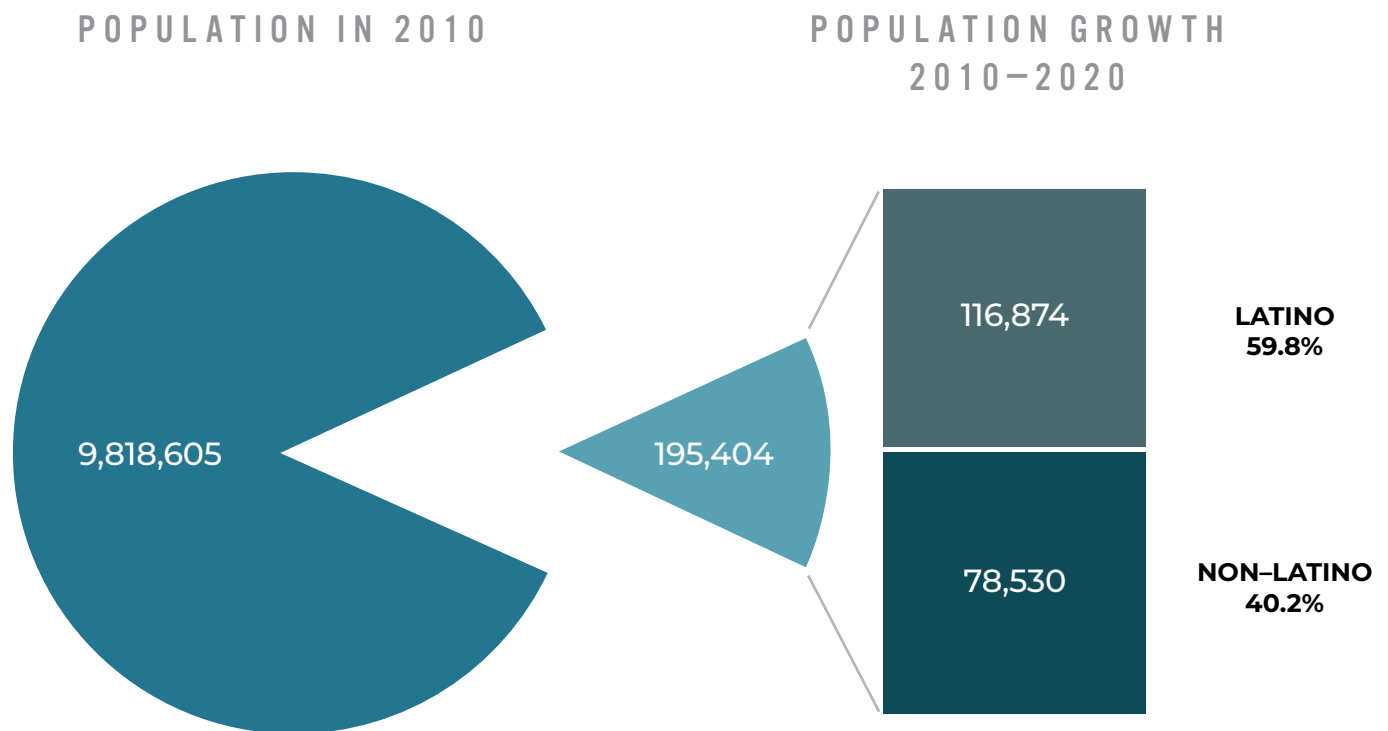
* Not statistically significant

In addition, we project that more than two of every five Los Angeles County voters are expected to be Latino in Election 2022 (41.7 percent), which is a 4.3 percentage point increase in the Latino share compared to 2018 and a 7.1 percentage point increase from 2014.

Our Election 2022 projection is a floor, and the actual Latino vote could exceed the projection based on the political and policy environment leading into the November election. In light of this, we note that one of the factors contributing to the groundbreaking turnout of Latinos in Election 2018 was the investment made by candidates and parties in Latino voter mobilization. This kind of investment will be crucial for the Los Angeles County Latino vote in Election 2022 to match or exceed the vote of 2018 (for more information on Los Angeles County Latino turnout, see “Voter Turnout” below).

POPULATION GROWTH BETWEEN 2010 AND 2020

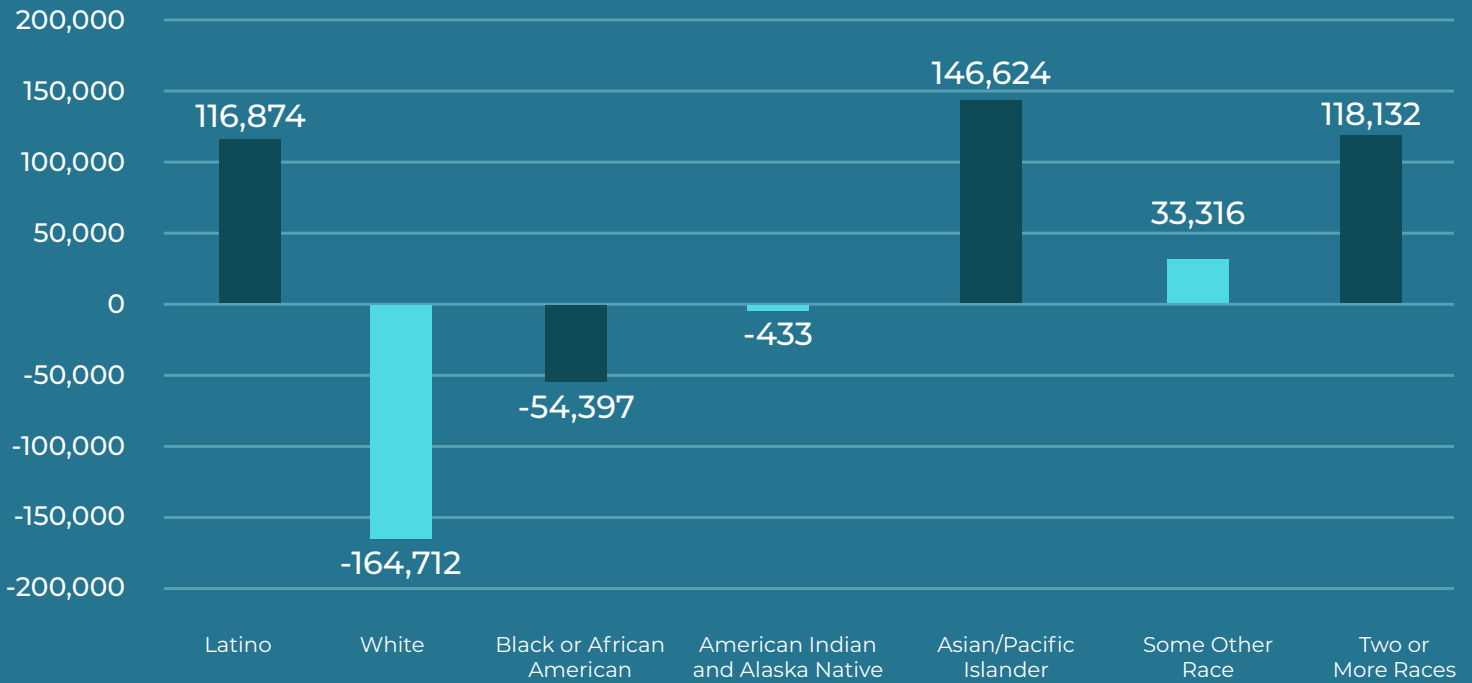
Between 2010 and 2020, Los Angeles County’s population grew from 9.8 million to 10.0 million, increasing 2 percent. During the same period, the County’s Latino population grew from 4.7 million to 4.8 million, increasing 2.5 percent. The increase in Los Angeles County’s Latino population accounted for more than half (59.8 percent) of the County’s total population growth during the past decade.



See “Sources” at the end of this profile for information about the potential impact of the national net undercount of Latinos in Census 2020 on the data in this profile.

CHANGE IN LOS ANGELES COUNTY POPULATION GROUPS: 2010-2020

While the Los Angeles County Latino population increased between 2010 and 2020, the increases in the growth of the Asian/Pacific Islander and “Two or more races” population groups were larger. During this decade, there was also a relatively large decline in the white population, a smaller decline in the Black or African American population, and a very small decline in the American Indian and Alaska Native population groups.



LOS ANGELES COUNTY LATINO POPULATION 2020

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	4,804,763	48%
Latino Adults	3,562,733	45%
Latino Voting-Age Citizens	2,508,432	39%

See “Sources” at the end of this profile for information about the comparability of data sources for this table.

LOS ANGELES COUNTY LATINO ELECTORATE

(as of November 2021, from VAN voter file)

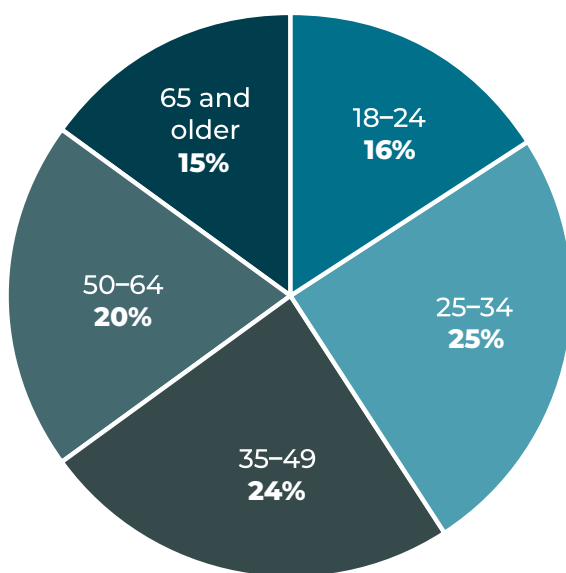
Total Registered Voters	5,521,155
Latino Registered Voters	2,091,498
Latino Share of Registered Voters	38%

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

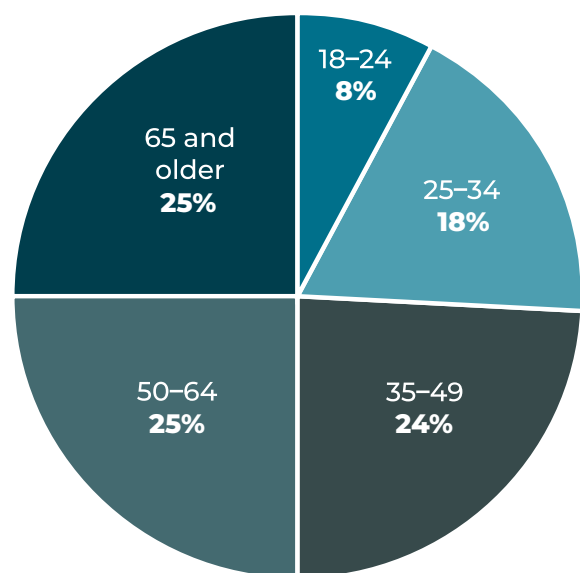
AGE

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



Totals may not add up to 100% because of rounding.

VOTER TURNOUT

Latino voter turnout in Los Angeles County midterm elections increased from 477,076 in 2002 to 633,018 in 2014, increasing 33 percent over four midterm election cycles. Between 2014 and 2018, there was dramatic growth in the number of Latino voters from 633,018 to 1,185,433 – an increase of 87 percent.

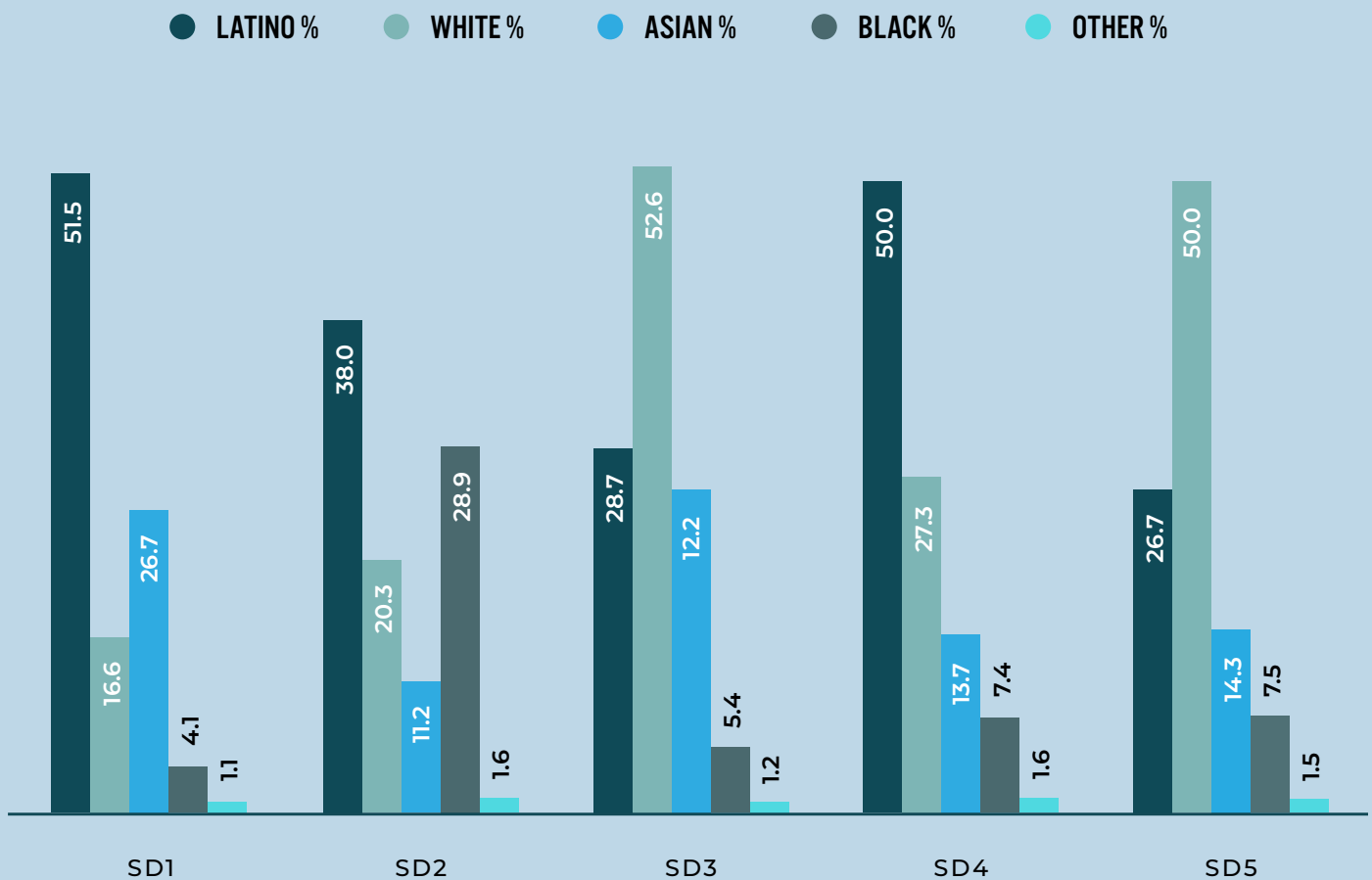
● VOTING AGE CITIZENS ● REGISTERED VOTERS ● ACTUAL VOTERS



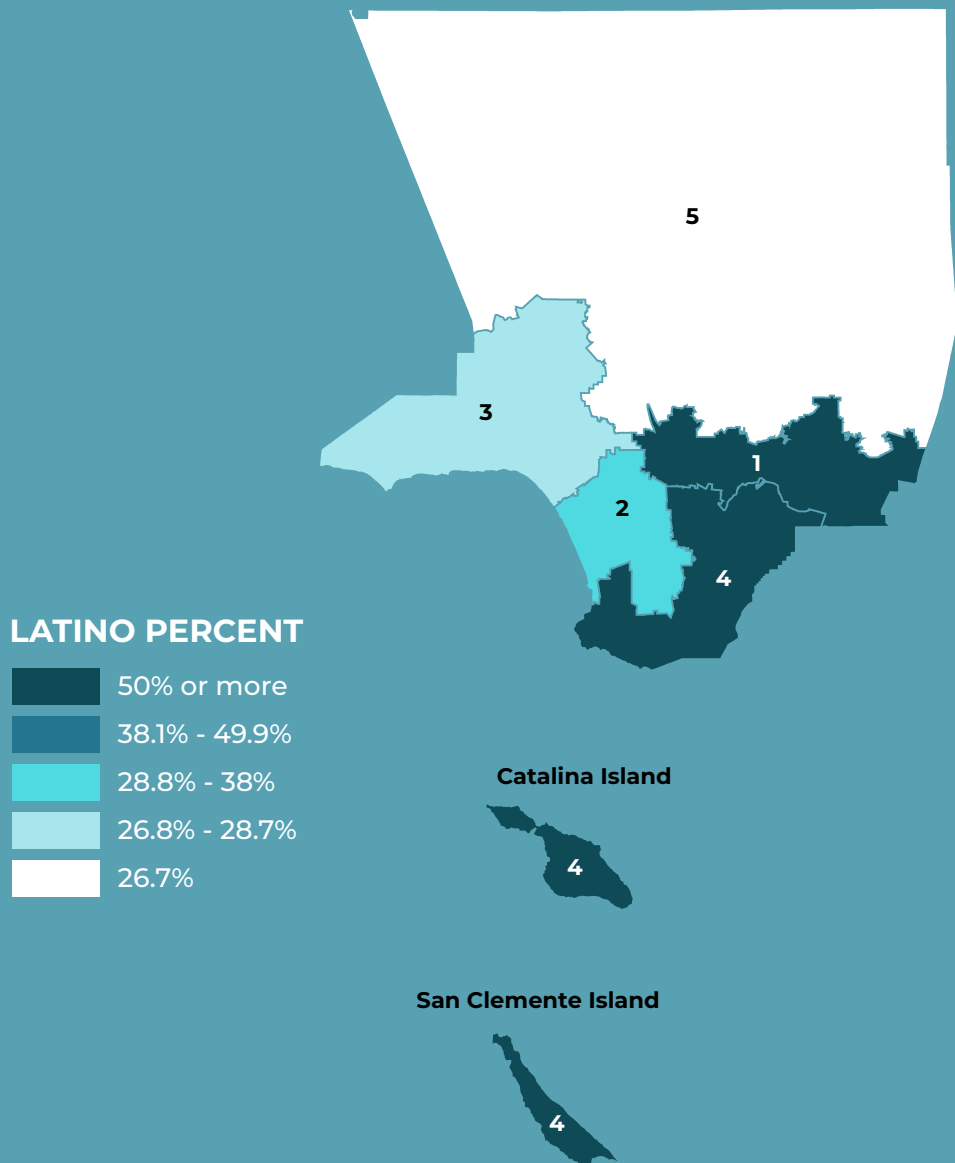
LOS ANGELES COUNTY REDISTRICTING

In 2021, a commission independent of the County Board of Supervisors — the Los Angeles County Citizens Redistricting Commission (CRC) — drew the County’s district lines for the first time. Before the CRC’s redistricting, only one of the Board of Supervisor districts – SD 1 – had a majority Latino citizen voting-age population (this kind of district is referred to as an “opportunity district” because it generally provides Latinos with fair opportunities to elect candidates of their choice). The map adopted by the CRC in 2021 created a second Latino opportunity district – SD 4 – although its citizen voting-age population hovers at 50 percent (50.01 percent).

LA COUNTY SUPERVISORIAL DISTRICT CITIZEN VOTING AGE POPULATION SHARE BY RACE AND HISPANIC ORIGIN



LATINO SHARE OF CITIZEN VOTING AGE POPULATION IN LA COUNTY SUPERVISORIAL DISTRICTS AFTER 2021 REDISTRICTING



LATINOS IN LOS ANGELES COUNTY LOCAL ELECTED OFFICES 1996–2021

In 2021, 387 Latinos served in local elected office in Los Angeles County, with 46 percent serving at the municipal level and 43 percent serving on school or education boards. In Los Angeles City, four City Council members and the mayor were Latino.

	1996	2001	2007	2013	2021
Municipal	97	115	137	145	178
County	1	1	1	2	1
Law Enforcement	-	1	-	1	1
Judicial	23	13	14	28	41
School Board Members	70	90	127	129	166
TOTAL	191	220	279	305	387

LOS ANGELES CITY

TOTAL CITY POPULATION (2020):

3,898,747

LATINO CITY POPULATION (2020):

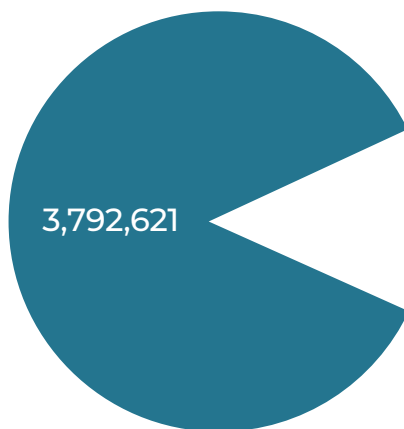
1,829,991



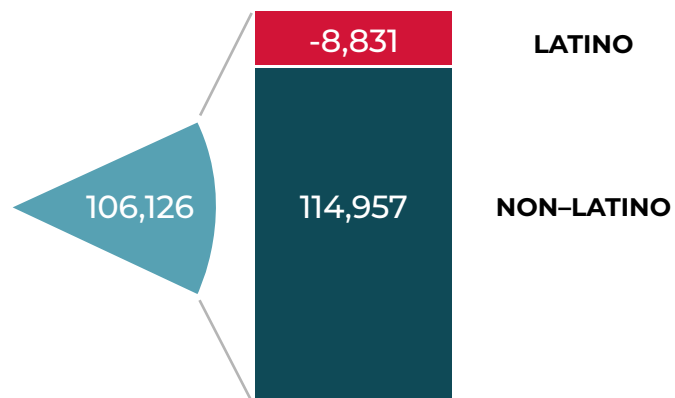
POPULATION GROWTH BETWEEN 2010 AND 2020

Between 2010 and 2020, Los Angeles City’s population grew from 3.8 million to 3.9 million, increasing 2.8 percent. During the same period, the 2020 Census reported that the city’s Latino population decreased slightly from 1.84 million to 1.83 million, a decrease of 0.5 percent. However, it is important to note that the official estimate of the accuracy of Census 2020 released by the Bureau revealed a national net undercount of the Latino population of 4.99 percent, a significant increase from the comparable figure from Census 2010. In addition, the Bureau estimated national net undercounts of the Black or African American population (3.30 percent) and the American Indian and Alaska Native population living on reservations (5.64 percent). These undercounts raise significant concerns about an undercount of Latinos and other population groups in Los Angeles County and Los Angeles City — and should be taken into account with respect to the data in this profile (see “Sources” at the end of this profile for more information about the Census 2020 undercount of different population groups).

POPULATION IN 2010

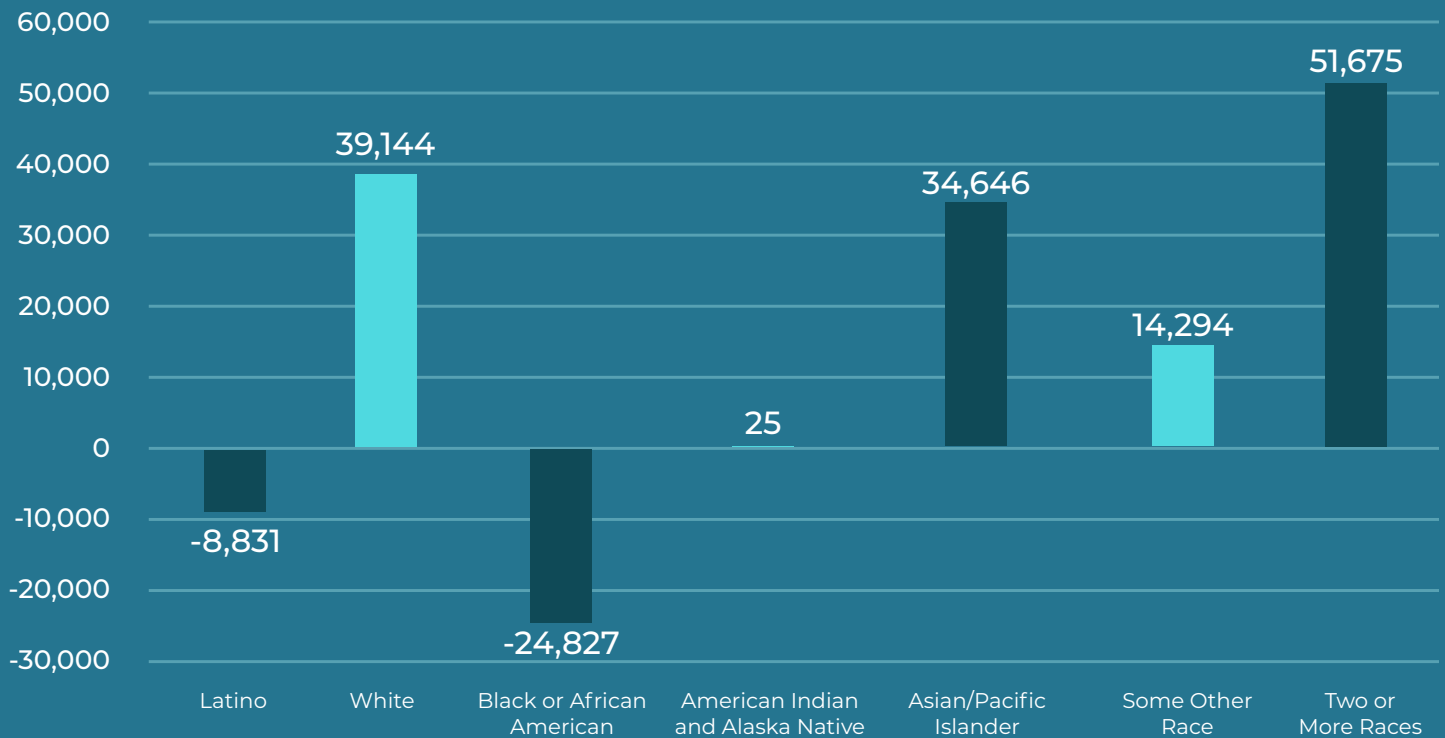


POPULATION GROWTH
2010-2020



CHANGES IN LOS ANGELES CITY POPULATION GROUPS: 2010–2020

Between 2010 and 2020, the 2020 Census reported relatively large increases in the Los Angeles City white, Asian/Pacific Islander, and “Two or more races” populations — and an extremely small increase in the American Indian and Alaska Native population. Conversely, the 2020 Census reported decreases for the Latino and the Black or African American populations.



LOS ANGELES CITY LATINO POPULATION 2020

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	1,829,991	47%
Latino Adults	1,369,122	44%
Latino Voting–Age Citizens	903,194	37%

See “Sources” at the end of this profile for information about the comparability of data sources for this table.

LOS ANGELES CITY LATINO ELECTORATE

(as of November 2021, from VAN voter file)

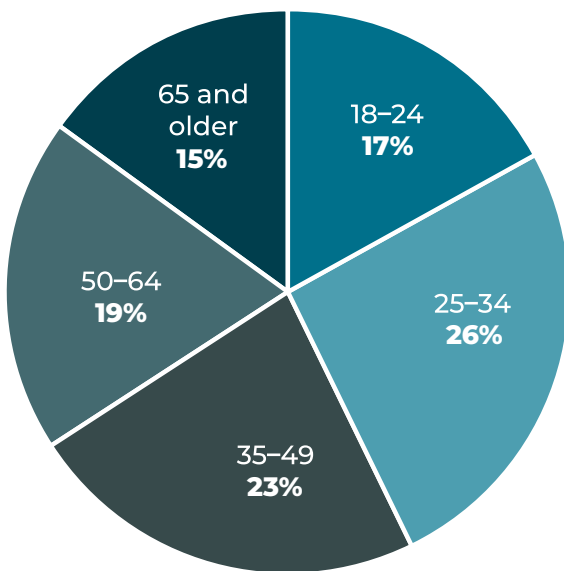
Total Registered Voters	2,083,601
Latino Registered Voters	736,293
Latino Share of Registered Voters	35%

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

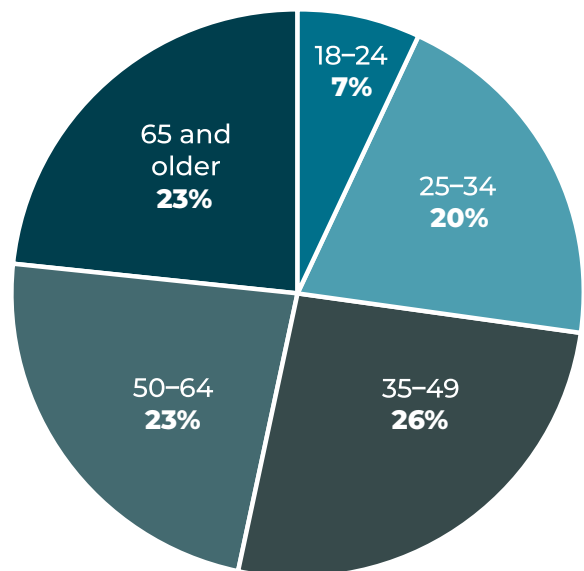
AGE

Los Angeles City Latino registered voters tend to be younger than non-Latinos, with 18–24-year-olds comprising 17 percent of registered Latinos, compared to 7 percent of non-Latinos. Similarly, 26 percent of Latino registered voters are 25–34-year-olds, compared to 20 percent of non-Latinos. In contrast, 47 percent of non-Latino registered voters are 50 and older, compared to 34 percent of Latinos.

LATINO



NON-LATINO

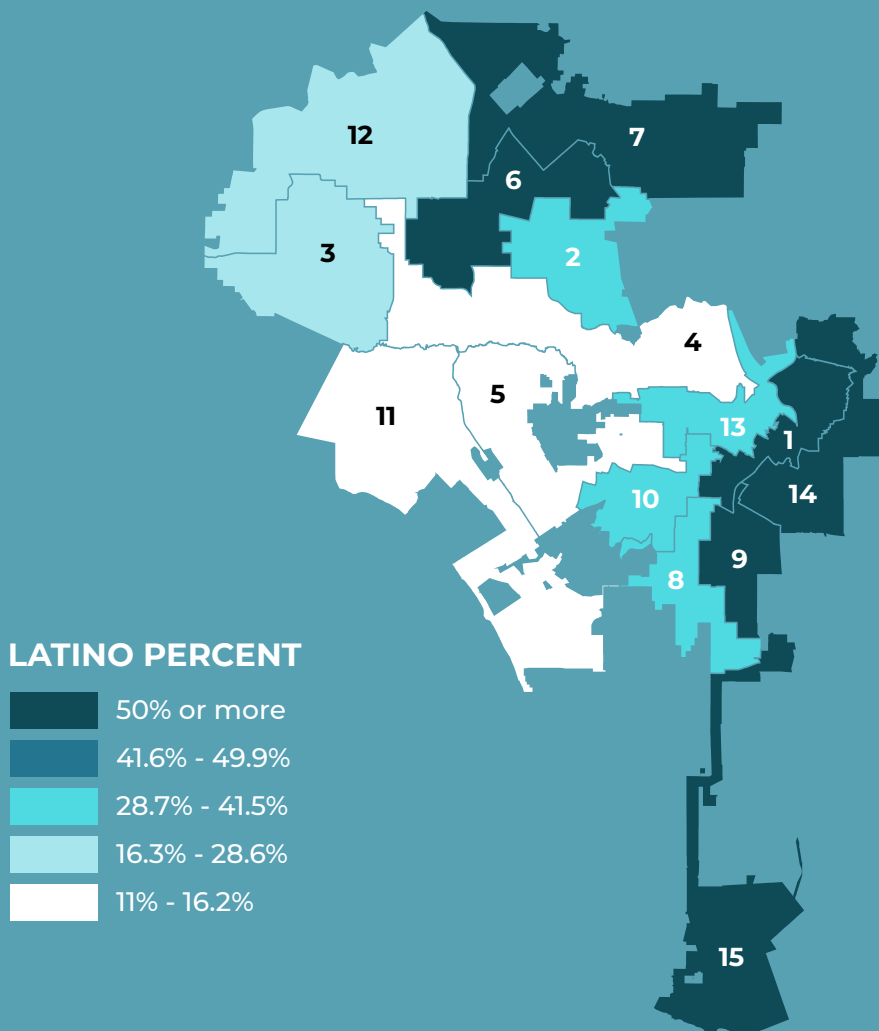


Totals may not add up to 100% because of rounding.

LOS ANGELES CITY REDISTRICTING

Before the 2021 redistricting, in Los Angeles City, there were six Latino opportunity districts – CD1, CD6, CD7, CD9, CD14, and CD 15. When the 2021 redistricting process began, the Los Angeles City Redistricting Commission drew lines for City Council districts and presented its map for approval to the Los Angeles City Council, which included six Latino opportunity districts. The City Council then made significant changes to that map. Under the City Council map, the Latino voting age citizen population in CD1 hovers at 50 percent while retaining the other five Latino opportunity districts.

LATINO SHARE OF CITIZEN VOTING AGE POPULATION IN CITY COUNCIL DISTRICTS AFTER 2021 REDISTRICTING



SOURCES

NALEO Educational Fund, National Directory of Latino Elected Officials, 2016–2021

Generally, data on the overall Los Angeles City and County population and the Latino population for 2020 are from the 2020 Census Redistricting Data Summary Files. However, because these data do not include information on residents' citizenship, data on the 2020 citizen voting age population of Los Angeles City and County overall and Latinos are from the U.S. Census Bureau's 2016–2020 American Community Survey (ACS) 5-year data. Therefore, this should be taken into account when making comparisons between population data in this profile.

Additionally, in March 2022, the Census Bureau released its first official estimate of the accuracy of Census 2020, which revealed national net undercounts of the Latino population (4.99 percent), the Black or African American population (3.30 percent), and the American Indian and Alaska Native population living on reservations (5.64 percent). The national net undercount of Latinos raises significant concerns about an undercount of Latinos in Los Angeles County and Los Angeles City. NALEO Educational Fund is advocating that the Census Bureau provide disaggregated data by levels of geography lower than at the state level and that it conducts additional evaluation and assessments to enhance our understanding of the accuracy of the Census 2020 counts of Los Angeles County and City.

The source of the voting and registration data in the profile, unless indicated otherwise, is from the Census Bureau's Current Population Survey (CPS) and its Voting and Registration in the Elections of November: 2002–2020 report. The CPS data used in this profile and the survey from which they are derived are subject to certain limitations. First, actual voter turnout and registration may be overestimated by the CPS because individuals may tend to over-report electoral participation. Additionally, the CPS is a national survey, and estimates derived for smaller sub-groups within the national population may be based on relatively small sample sizes. Consequently, the margin of error associated with estimates of voting and registration for these sub-groups is greater than the margin associated with the national population or larger population sub-groups.

PROJECTION METHODOLOGY

NALEO Educational Fund derived its projection of the Latino vote in Election 2022 by using a statistical modeling approach that takes into account trends in Latino voter turnout over the past five midterm election cycles. We determined Latino voter turnout in those cycles from U.S. Census Bureau CPS data and Voting and Registration in the Elections of November: 2002–2018. Because the projections are based on past voting trends, they do not take into account the potential increase or decrease in Latino turnout that could result from challenges created by the COVID-19 pandemic, more robust voter engagement efforts, naturalization trends, changes in voter registration and voting laws and practices, or other factors.

NGP Voter Activation Network (VAN) voter file data, September 2021: VAN data are subject to some limitations regarding collecting, entering, maintaining, and analyzing voter file records. All estimates are of Registered Active Voters.

ACKNOWLEDGMENT

NALEO Educational Fund would like to acknowledge the California Community Foundation and Weingart Foundation for their generous support, which made this profile and other efforts possible.

For more information about NALEO Educational Fund's publications about the Latino population or Election 2020, please contact Dorian Caal at dcaal@naleo.org or (213) 765-9450.