Los Angeles Votes for Mayor: A Preliminary Analysis of Multicultural Voters & Multicultural Candidates

Fernando J. Guerra
Brianne Gilbert

Loyola Marymount University

*In 75 years, **2013** marks only the 3rd time Los Angeles has <u>not</u> had an incumbent running for mayor. **Multicultural LA** will elect its 42nd mayor and never before in its history has the mayoral race seen such **diversity** in its **candidates**.*

2013 Mayoral Primary Election

- On Election Day (March 5, 2013), the city of Los Angeles voted for its next mayor

- No candidate received more than 50% of the vote; top two candidates will face one another in the general election on May 21st

- To understand the voting preferences of the LA electorate, the Center for the Study of Los Angeles conducted its 7th exit poll
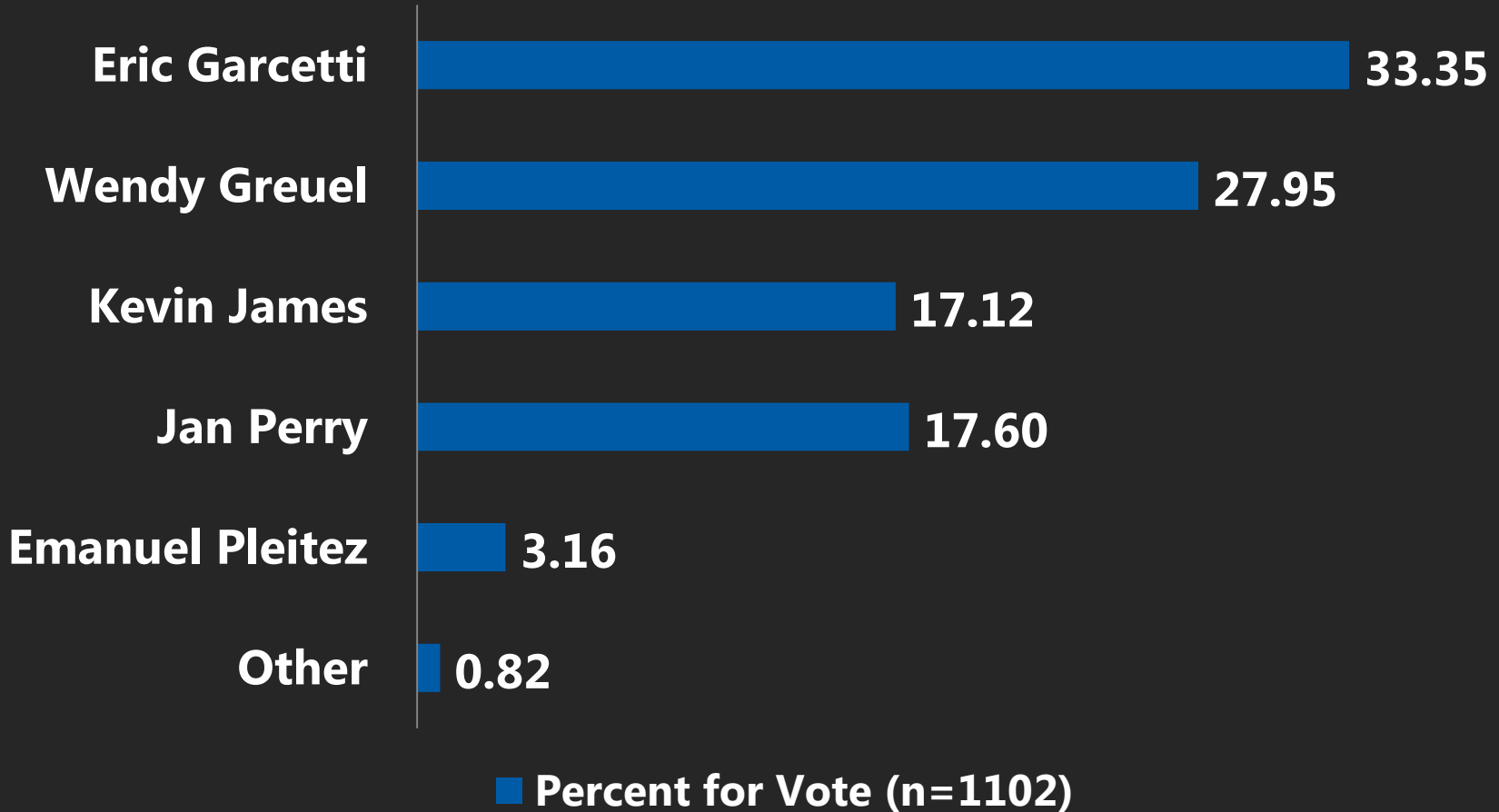
Exit Poll Methodology

- *Eligibility:* all polling places in the city of Los Angeles

- *Selection method:* Racially stratified homogenous precinct approach

- *Sample:* 25 polling places – five polling places of each racial/ethnic category: white, black/African American, Latino, Asian, and mixed

- *Interviewers:* 70 students collected surveys

- *Language:* English and Spanish surveys (& interviewers)

- *Polling hours:* 7am to 8pm

- *Sample size:* 729 surveys

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Vote-by-Mail Telephone Survey Methodology

- *Eligibility:* all voters who requested a vote-by-mail ballot (permanently or for this election), mailed in their ballot ≥10 days from the election, had a phone, and were willing to provide their mayoral preference

- *Selection method:* Random digit dial

- *Sample:* 401 respondents

- *Language:* English and Spanish surveys (& interviewers)

- *In-field dates:* February 26 – March 4, 2013

Vote for Mayor

Eric Garcetti ████████████████ **33.35**

Wendy Greuel ██████████████ **27.95**

Kevin James ████████ **17.12**

Jan Perry █████████ **17.60**

Emanuel Pleitez ██ **3.16**

Other █ **0.82**

■ **Percent for Vote (n=1102)**

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Vote for Mayor Comparison

	CSLA Results	Official Results (3/26/13)	Difference
Eric Garcetti	33.35	33.14	0.21
Wendy Greuel	27.95	29.01	-1.06
Kevin James	17.12	16.34	0.78
Jan Perry	17.60	15.89	1.71
Emanuel Pleitez	3.16	4.14	-0.98
Other	0.82	1.44	-0.62
Note: All results are within ±3% margin of error			

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Vote for Mayor by Race/Ethnicity

	Latino	White	Black	Asian	Other
Eric Garcetti	**48.92**	**30.94**	14.49	**44.56**	25.34
Wendy Greuel	24.25	**30.60**	24.24	27.26	15.41
Kevin James	7.66	24.70	3.07	11.18	24.66
Jan Perry	8.12	12.00	**56.52**	15.62	31.51
Emanuel Pleitez	10.18	1.07	1.68	1.38	0.00
Other	0.87	0.68	0.00	0.00	3.08
Total	*100*	*100*	*100*	*100*	*100*

Source: Los Angeles Votes 2013: Mayoral Primary Election Exit Poll. Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, Los Angeles, CA.

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Vote-by-Mail & At-Poll Voter

	Eric Garcetti		Wendy Greuel		Kevin James		Jan Perry	
	Vote-by-mail	At-poll	Vote-by-mail	At-poll	Vote-by-mail	At-poll	Vote-by-mail	At-poll
Female								
Male								
Latino								
White								
Black								
Asian								
Other								

Fewer Latino VBM voters supported Garcetti (46%) than their At-Poll counterparts (58.1%). By contrast, 32% of Latino voters voted for Greuel by mail and 25.6% At-Poll. Support for Garcetti among Asian voters was lower among At-Poll Asian voters (41.3%) than VBM (52.2%). By contrast, Asian voter support for James was higher At-Poll (15.2%) and lower VBM (4.4%).

Study of Los Angeles

Research Questions

- Based on CSLA's previous exit polls and public opinion studies

- Question domains addressed in the 2013 Mayoral Primary Election surveys are:
  1. Voting preference, including questions about choice of candidate and ballots as well as voting reasons
  2. Current events and policy debates, including questions about issues and policies that have local implications
  3. Priorities for the future of Los Angeles, including needs and areas to be addressed in the future
  4. Demographics, including a range of questions about gender, age, ethnicity, political party, etc.

Previous Research

LA Votes Research Collection
(CSLA conducts the largest per capita exit poll in the country)

- 2005 Mayoral Primary Election Exit Poll

- 2005 Mayoral General Election Exit Poll

- 2008 Presidential Primary Election Exit Poll

- 2008 Presidential General Election Exit Poll

- 2010 Gubernatorial General Election Exit Poll

- 2012 Presidential General Election Exit Poll

- 2013 Mayoral Primary Election Exit Poll

- 2013 Mayoral General Election Exit Poll (forthcoming)

Los Angeles Riots Anniversary Survey

- 1997 5 Year Anniversary Resident Survey

- 2002 10 Year Anniversary Resident Survey

- 2007 15 Year Anniversary Resident Survey

- 2012 20 Year Anniversary Resident Survey

Other selected projects

- Top 100 Elected Officials in LA County

- Top 300 Elected Officials in California

- Status of Minority Elected Officials

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For More Information...

Or to access CSLA databases, please contact,

Fernando Guerra, CSLA Director:
fernando.guerra@lmu.edu

Brianne Gilbert, CSLA Associate Director:
brianne.gilbert@lmu.edu

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