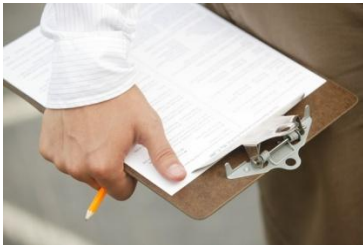


# THOMAS AND DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES

2013 MAYORAL GENERAL ELECTION EXIT POLL



"LOS ANGELES VOTES" ELECTION EXIT POLL SERIES

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## Project Summary

As cities like Los Angeles grow larger and more ethnically diverse, accurately polling the diversity of voters is vital to improving and maintaining equitable voting opportunities, and learning more about what is important to improve the quality of life for all of its residents. During the 2000 and 2004 Presidential elections, disagreements over predictions and reporting of inaccurate exit poll results provoked scrutiny by researchers, the public, and other stakeholders. It was soon discovered that many of the exit poll sampling techniques used to draw conclusions about the voting behaviors of ethnic minority groups were flawed: random sampling of participants from state populations did not include proper representation or mix of subgroups. In 2005, a team of researchers at Loyola Marymount University's (LMU) Thomas and Dorothy Leavey Center for the Study of Los Angeles (CSLA) developed the "racially stratified homogenous precinct methodology" to address some of the controversies surrounding the inaccuracies of prior Presidential Elections exit polls. To address these concerns and better capture the diversity in Los Angeles, CSLA researchers implemented this methodological approach in all of its exit poll studies. The 2013 exit poll project is part of CSLA's longitudinal effort to implement the new sampling methodology. Two seminal articles have been published based on these efforts (see Recommended Readings).

Led by CSLA principal investigators Fernando J. Guerra, Director and Professor of Political Science and Chicana/o Studies, and Brienne Gilbert, Associate Director and Senior Research Associate, along with Brittany Machado, Research Analyst, and Humberto Solis, Communications Coordinator, the 2013 CSLA Mayoral General Election Exit Poll was conducted on May 21, 2013. Seventy-five LMU students distributed anonymous exit poll surveys in 25 randomly selected and ethnically representative precincts in the city of Los Angeles from 7am to 8pm, and inputted data in the hours that followed the election. 827 surveys in English and Spanish were collected.

In addition to the exit poll, CSLA conducted a telephone survey of vote-by-mail voters. Telephone surveys began one week before Election Day and continued until the Sunday before the election. All registered voters in the city of Los Angeles on the permanent vote-by-mail voter list or those who have requested a vote-by-mail ballot for this election were eligible to be contacted. A random digit dial (RDD) sample was employed of these voters to obtain a dataset of 400 complete responses in English and Spanish. Both surveys were developed by CSLA researchers. The combined results are provided in this report. With a total sample size of 1,227 responses, these results have a margin of error of  $\pm 3$  percent.

## **Additional Notes on Methodology**

### ***Survey Approval***

Approval to begin survey administration was granted from the Institutional Review Board at Loyola Marymount University. All researchers and students involved with the studies were required to complete and submit a Certificate of Completion from the National Institute of Health's Human Subjects Research Participants Online Course. In addition, all LMU students who provided their assistance with the administration of these studies were required to attend a one-hour online training session that further discussed protocol.

### ***Exit Poll Methodology***

All polling places in the city of Los Angeles were eligible for selection. Because of the size of Los Angeles and consideration for a manageable research, 25 polling places were selected and the racially stratified homogenous precinct methodology was applied to the Mayoral General Election Exit Poll (five polling places of each racial/ethnic category: white, black/African American, Latino, Asian, and mixed precincts). At each selected polling place, CSLA researchers implemented a 2-2 skip pattern. Survey distributors were advised to ask every other person who exited the polling place to participate in the survey, regardless of whether or not they agreed to participate.

Surveys were administered during polling hours, from 7am to 8pm, to same-day voters at the selected polling locations. In the survey, voters were asked election questions such as whom they voted for and why, as well as how they voted on selected propositions. Voters were also asked for general demographic information such as income, race/ethnicity, and residency, etc.

Only same-day voters were included in this study. Persons who exited the polling place but did not vote were excluded from participating in the survey. The survey was available in English and Spanish, therefore, this may have affected participation of voters who may have felt more comfortable answering the survey in another language. No additional screenings took place. All exit poll data were entered into Qualtrics.

### ***Vote-by-Mail Telephone Survey Methodology***

All registered voters in the city of Los Angeles on the permanent vote-by-mail voter list, provided by the Los Angeles County Registrar-Recorder's office, or those who have requested a vote-by-mail ballot for this election, provided by the Los Angeles City Clerk's office, were eligible to be contacted. Lists were obtained from Political Data, Inc. and surveys were collected by Interviewing Service of America.

Screening questions included whether or not individuals had received their vote-by-mail ballot and whether they had vote for mayor and would share their vote. If the answer to any of these questions was no, the interview was terminated. Surveys were collected from May 14, 2013 to May 19, 2013. The survey was available in English and Spanish, therefore, this may have affected participation of voters who may have felt more comfortable answering the survey in another language. No demographic screenings took place.

## **Research Questions**

The research questions developed for this two-part project are based on the Center for the Study of Los Angeles's previous exit poll and public opinion studies. These studies posed similar methodological questions about the science behind polls, and the relationships between ethnic relations, community attitudes, government and community activities, social class, immigration, quality of life and demographics. The question domains addressed in the 2013 Mayoral General Election surveys are:

1. **Voting preference**, including questions about choice of candidate and ballots as well as voting reasons. Example: In the mayoral election, for whom did you vote?
2. **Current events and policy debates**, including questions about issues and policies that have local implications. Example: The city of Los Angeles currently has about 10,000 police officers. What is your opinion of this size of that number?
3. **Priorities for the future of Los Angeles**, including needs and areas to be addressed in the future. Example: To reduce the city's \$111 million deficit, changes need to be made in city spending. Which ONE of the following strategies should the city employ first?
4. **Demographics**, including a range of questions about gender, age, ethnicity, political party, etc. Example: What is your gender?

## **Reporting Data**

Data from the surveys are weighted based on respondents' self-identified racial/ethnic group, gender, political party, and location matching them to the most recently available population parameters from the U.S. Census, American Community Survey, and/or Political Data, Inc. estimates. The combined dataset is weighted according to the proportion of respondents in the city of Los Angeles who voted by mail (which, in the preliminary results available immediately following the election, was 40%). Datasets are available in Excel and Stata.

## **Recommended Readings**

Barreto, Matt A., Guerra, Fernando J., Marks, Mara A., Nuño, Stephen A., & Woods, Nathan D.

"Controversies in Exit Polling: Implementing a Racially Stratified Homogeneous Precinct Approach," *PS: Political Science & Politics*. Vol. 39, No. 2, April 2006, 477-483.

Barreto, Matt A., Marks, Mara A., & Woods, Nathan D. "Are All Precincts Created Equal? The Prevalence of Low Quality Precincts in Low Income and Minority Communities," *Political Research Quarterly*. Vol. 62, No. 3, September 2009, 445-458.

## **Recommended Citation**

Guerra, Fernando J. and Gilbert, Brianne. (2013). Los Angeles Votes 2013: Mayoral General Election Exit Poll. Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, Los Angeles, California.

## About CSLA & LMU

### **About CSLA**

Undergraduate research is the driving force for the Thomas and Dorothy Leavey Center for the Study of Los Angeles. Its students get hands-on experience conducting and analyzing exit polls, surveys, and demographic studies. The Leavey Center's expertise in leadership studies, voting patterns, and diversity research puts it at the forefront of understanding the complex, dynamic city of Los Angeles.

### **About LMU**

Located between the Pacific Ocean and downtown Los Angeles, Loyola Marymount University is a comprehensive university offering 56 major programs, 38 master's degrees and a doctoral degree in education from four colleges, two schools and Loyola Law School. Founded in 1911, LMU is ranked third in "Best Regional Universities (West)" by U.S. News and World Report. LMU is one of the largest Catholic institutions of higher education on the West Coast, with nearly 5,700 undergraduate students and more than 3,000 graduate and law students. Committed to ethical formation as well as academic excellence, the university emphasizes its Jesuit and Marymount traditions through the education of the whole person.

For more information about this and other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at [brianne.gilbert@lmu.edu](mailto:brianne.gilbert@lmu.edu).

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# Demographics

Of the 1,227 voters who provided responses to 2013 Mayoral General Election Exit Poll (exit poll and vote-by-mail surveys combined), the following is a breakdown of their demographics.

Race	%
Latino	24.3
White, non-Hispanic	54.4
Black, non-Hispanic	12.0
Asian, non-Hispanic	6.3
Other	3.0
Total	100

Age categories	%
18 to 29	10.2
30 to 44	16.6
45 to 64	38.7
65 and over	34.5
Total	100

Gender	%
Female	51.9
Male	48.1
Total	100

Geography	%
Valley	39.1
Non-valley	60.9
Total	100

Religion	%
Catholic	31.3
Protestant	24.2
Jewish	11.4
Agnostic/Atheist	8.5
None	17.0
Other	7.5
Total	100

Tenure in LA	%
5 or fewer	4.4
6 to 10	6.2
11 to 14	5.8
15 to 19	5.8
20 or more	77.8
Total	100

Political party	%
Democratic	65.9
Republican	19.4
Decline to State/Other	14.6
Total	100

Homeownership	%
Rent	41.0
Own home	59.0
Total	100

Place of Origin	%
U.S.A.	77.5
Other country	22.5
Total	100

Union household	%
Non-union HH	69.8
Gov't sector union HH	19.9
Private sector union HH	10.3
Total	100

Data provided from the Center for the Study of Los Angeles' "LA Votes 2013: Mayoral General Election Exit Poll." Margin of error:  $\pm 3.0\%$  for entire sample of 1,227 voters. For reporting purposes all numbers are rounded to the nearest tenth of a percent. The sum of all unrounded numbers equals 100% for each column.

<b>Mayor Vote</b>	
<b>Eric Garcetti</b>	54.6
<b>Wendy Greuel</b>	45.4
<b>Total</b>	100

<b>Gender</b>		
<b>Mayor Vote</b>	<b>Female</b>	<b>Male</b>
	%	%
<b>Eric Garcetti</b>	50.3	60.4
<b>Wendy Greuel</b>	49.7	39.6
<b>Total</b>	100	100

<b>Age categories</b>				
<b>Mayor Vote</b>	<b>18-29</b>	<b>30-44</b>	<b>45-64</b>	<b>65 &amp; over</b>
	%	%	%	%
<b>Eric Garcetti</b>	54.9	57.3	56.3	54.6
<b>Wendy Greuel</b>	45.1	42.7	43.7	45.4
<b>Total</b>	100	100	100	100

<b>Political Party</b>			
<b>Mayor Vote</b>	<b>Democrat</b>	<b>Republican</b>	<b>Decline to State/Other</b>
	%	%	%
<b>Eric Garcetti</b>	52.9	61	56.9
<b>Wendy Greuel</b>	47.1	39	43.1
<b>Total</b>	100	100	100

Data provided from the Center for the Study of Los Angeles' "LA Votes 2013: Mayoral General Election Exit Poll." Margin of error: ±3.0% for entire sample of 1,227 voters. For reporting purposes all numbers are rounded to the nearest tenth of a percent. The sum of all unrounded numbers equals 100% for each column.

<b>Religion</b>						
<b>Mayor Vote</b>	<b>Catholic</b>	<b>Protestant</b>	<b>Jewish</b>	<b>Agnostic/Atheist</b>	<b>None</b>	<b>Other</b>
	%	%	%	%	%	%
<b>Eric Garcetti</b>	57.7	51.7	57.7	65.2	54.8	42.2
<b>Wendy Greuel</b>	42.3	48.3	42.3	34.8	45.2	57.8
<b>Total</b>	100	100	100	100	100	100

<b>Race</b>					
<b>Mayor Vote</b>	<b>Latino</b>	<b>White</b>	<b>Black</b>	<b>Asian</b>	<b>Other</b>
	%	%	%	%	%
<b>Eric Garcetti</b>	59.9	58.7	31.3	55.4	52.5
<b>Wendy Greuel</b>	40.1	41.3	68.7	44.6	47.5
<b>Total</b>	100	100	100	100	100

<b>Geography</b>		
<b>Mayor Vote</b>	<b>Valley</b>	<b>Non-Valley</b>
	%	%
<b>Eric Garcetti</b>	48.8	58.1
<b>Wendy Greuel</b>	51.2	41.9
<b>Total</b>	100	100

<b>Tenure in LA</b>					
<b>Mayor Vote</b>	<b>5 or fewer</b>	<b>6 to 10</b>	<b>11 to 14</b>	<b>15 to 19</b>	<b>20 or more</b>
	%	%	%	%	%
<b>Eric Garcetti</b>	56.6	46.4	54.7	54.5	57
<b>Wendy Greuel</b>	43.4	53.6	45.3	45.5	43
<b>Total</b>	100	100	100	100	100

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Home ownership		
<i>Mayor Vote</i>	<i>Rent</i>	<i>Own home</i>
	%	%
<b>Eric Garcetti</b>	51.7	58.3
<b>Wendy Greuel</b>	48.3	41.7
<b>Total</b>	100	100

Education				
<i>Mayor Vote</i>	<i>Less than high school</i>	<i>High school graduate</i>	<i>College degree(s)</i>	<i>Graduate degree(s)</i>
	%	%	%	%
<b>Eric Garcetti</b>	66.2	44.8	55.1	67.6
<b>Wendy Greuel</b>	33.8	55.2	44.9	32.4
<b>Total</b>	100	100	100	100

Employment status							
<i>Mayor Vote</i>	<i>Employed, FT</i>	<i>Employed, PT</i>	<i>Student</i>	<i>Not employed, looking</i>	<i>Retired</i>	<i>Not employed, not looking</i>	<i>Other</i>
	%	%	%	%	%	%	%
<b>Eric Garcetti</b>	59	60.9	54.5	45.1	53.9	52	30.5
<b>Wendy Greuel</b>	41	39.1	45.5	54.9	46.1	48	69.5
<b>Total</b>	100	100	100	100	100	100	100

Household income				
<i>Mayor Vote</i>	<i>&lt;40K</i>	<i>40K-&lt;80K</i>	<i>80K-&lt;150K</i>	<i>&gt;=150K</i>
	%	%	%	%
<b>Eric Garcetti</b>	51.3	55.4	65.7	66.9
<b>Wendy Greuel</b>	48.7	44.6	34.3	33.1
<b>Total</b>	100	100	100	100

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Place of origin		
<i>Mayor Vote</i>	<i>USA</i>	<i>Other country</i>
	%	%
<b>Eric Garcetti</b>	54.4	61.1
<b>Wendy Greuel</b>	45.6	38.9
<b>Total</b>	100	100

Parents place of origin				
<i>Mayor Vote</i>	<i>Both born in USA</i>	<i>Only 1 born in USA</i>	<i>Both born in another country</i>	<i>Don't know</i>
	%	%	%	%
<b>Eric Garcetti</b>	54.8	53.7	59.3	0
<b>Wendy Greuel</b>	45.2	46.3	40.7	100
<b>Total</b>	100	100	100	100

Marital status					
<i>Mayor Vote</i>	<i>Single</i>	<i>Married</i>	<i>Divorced</i>	<i>Widowed</i>	<i>Other</i>
	%	%	%	%	%
<b>Eric Garcetti</b>	54.9	61.8	50.8	42.5	36.9
<b>Wendy Greuel</b>	45.1	38.2	49.2	57.5	63.1
<b>Total</b>	100	100	100	100	100

Children under 18				
<i>Mayor Vote</i>	<i>0</i>	<i>1 or 2</i>	<i>3 or 4</i>	<i>5 or more</i>
	%	%	%	%
<b>Eric Garcetti</b>	57.1	49.8	67	68.7
<b>Wendy Greuel</b>	42.9	50.2	33	31.3
<b>Total</b>	100	100	100	100

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<b>Sexual orientation</b>				
<b>Mayor Vote</b>	<b>Heterosexual or straight</b>	<b>Gay or lesbian</b>	<b>Bisexual</b>	<b>Other</b>
	%	%	%	%
<b>Eric Garcetti</b>	54.9	71.8	53.1	51.7
<b>Wendy Greuel</b>	45.1	28.2	46.9	48.3
<b>Total</b>	100	100	100	100

<b>Labor unions</b>			
<b>Mayor Vote</b>	<b>Non-union HH</b>	<b>Gov't sector union HH</b>	<b>Private sector union HH</b>
	%	%	%
<b>Eric Garcetti</b>	59.2	49.6	53
<b>Wendy Greuel</b>	40.8	50.4	47
<b>Total</b>	100	100	100

<b>Armed forces</b>		
<b>Mayor Vote</b>	<b>Non-armed forces HH</b>	<b>Armed forces HH</b>
	%	%
<b>Eric Garcetti</b>	53.2	63.5
<b>Wendy Greuel</b>	46.8	36.5
<b>Total</b>	100	100

<b>Political ideology</b>			
<b>Mayor Vote</b>	<b>Liberal</b>	<b>Moderate</b>	<b>Conservative</b>
	%	%	%
<b>Eric Garcetti</b>	54.3	57.2	59.4
<b>Wendy Greuel</b>	45.7	42.8	40.6
<b>Total</b>	100	100	100

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