



# SOUTHWEST VOTER RESEARCH NOTES

VOLUME XII, ISSUE 1

A PUBLICATION OF THE WILLIAM C. VELÁSQUEZ INSTITUTE

SPRING 1999

## LATINO VOTE SETS OFF-YEAR RECORD IN CALIFORNIA

According to an election day turnout study conducted by WCVI, an estimated 1.162 million Latinos cast votes in the 1998 Gubernatorial election. This figure represents an 18.6% increase from the 1994 election. These increases occurred despite a turnout decline of 3.2% among all voters.

In addition, Latinos experienced gains in voter registration. Latino voter registration grew by 21.6% since 1994. This increase translated into 374,184 new net Latino registered voters. Most importantly, the Latino share of total votes cast in California increased to 13.5%, a record high.

According to WCVI, since 1988, Latino voter registration in California has grown by 53.0% or 704,308 new Latino registered voters. 43.0% of the Latino voter registration growth

The William C. Velásquez Institute, conducted an election day exit poll and turnout study on November 3, 1998 of Latino voters in California. The following newsletter is a brief report of the findings of the exit poll. The source for all information referenced in this newsletter is the 1998 WCVI exit poll and turnout study, unless otherwise noted. Detailed methodology of the exit poll and turnout study can be found on Page 8 of the newsletter.

### California Total/Latino Voter Turnout: A Comparison of the 1994 and 1998 Gubernatorial Elections

	TVC	TVR	Turnout %	
<b>1994</b>	8,900,632	14,723,784	60.5%	
<b>1998</b>	8,617,649	14,969,185	57.6%	
<b>94-98 +/-</b>	-282,983	245,401	-2.9%	
<b>94-98 % +/-</b>	-3.2%	1.7%		

	LVC	LVR	Turnout %	Share TVC
<b>1994</b>	979,469	1,730,510	56.6%	11.0%
<b>1998</b>	1,161,955	2,104,694	55.2%	13.5%
<b>94-98 +/-</b>	182,486	374,184		
<b>94-98 % +/-</b>	18.6%	21.6%		

TVC = Total Votes Cast                      LVC = Latino Votes Cast  
TVR = Total Voter Registration          LVR = Latino Voter Registration

Source: TVC / TVR – 1994/98, California Secretary of State  
LVC – 1994/98 WCVI Turnout Study  
LVR – 1994, WCVI Spanish surname analysis of TVR  
1998, Political Data

*(Continued on page 2)*

### California Latino Voters Issues Influencing Gubernatorial Choice Profile by Candidate

Which one issue mattered most in deciding how you voted for Governor?

	TOTAL	DAVIS	LUNGREN
<b>Bilingual Education</b>	19.0%	20.9%	8.2%
<b>Public Education</b>	18.1%	19.5%	8.2%
<b>Character &amp; Ethics</b>	12.4%	11.8%	18.4%
<b>Economy/Jobs</b>	9.8%	10.1%	8.2%
<b>Abortion</b>	9.5%	7.0%	24.5%
<b>Other</b>	7.5%	7.0%	6.1%
<b>Crime/Drugs</b>	6.9%	7.0%	8.2%
<b>Immigration Policy</b>	5.2%	5.6%	4.1%
<b>Taxes</b>	4.0%	3.8%	6.1%
<b>Health Care</b>	3.4%	3.5%	0.0%
<b>Gun Control</b>	2.9%	2.4%	6.1%
<b>School Voucher</b>	0.6%	0.3%	2.0%
<b>Teacher Testing</b>	0.6%	0.7%	0.0%
<b>The Environment</b>	0.3%	0.3%	0.0%

## EDUCATION & CHARACTER/ ETHICS TOPS ON LATINO VOTER CONCERNS

Latinos spoke out in the 1998 election, and education was one of the key factors in garnering the Latino vote. 38.3% of Latinos identified an education issue as key to determining their vote for governor. These issues included Bilingual Education, 19.0%, Public Education, 18.1%, School Vouchers, 0.6%, and Teacher Testing, 0.6%. 12.4% of all Latino voters also identified Character and Ethics as a key issue.

This finding represents a marked difference from the 1996 Presidential election where Latinos identified Affirmative Action, 19.9%, and Economy/Jobs, 16.2%, as the key is-

*(Continued on page 7)*

# LATINO VOTE SHOWS LARGE GAINS IN CALIFORNIA

(Continued from page 1)

over the past decade has occurred only in the past four years, bolstered by the National Voter Registration Act (NVRA) and an increasing body of new naturalized Latino citizens.

With the many accomplishments of the Latino electorate

over the past ten years, it is still important to remember that much work remains undone. A special WCVI analysis of the 1998 Census Voting-Age Population Statistics show that approximately 1.082 million eligible Latinos remain unregistered (See chart below). A little over a third (34.0%) of the eligible Latino community remains unregistered in California.

## WCVI Analysis of 1998 Voting-Age Population

1998	
Latino Voting-Age Population (VAP)	6,653,000
Latino Citizen Voting-Age Population (CVAP)	3,186,787
Latino Voter Registration	2,104,694
% Registered VAP	30.6%
% Registered CVAP	63.8%
Latino Potential	1,082,093

Methodology: The 1998 projection for the Voting-Age Population of Latinos in California was multiplied by the 1996 citizenship rate of the Latino Voting-Age Population as reported in the 1996 Census Voting and Registration Report. A Spanish-surname run of the California voter file in 1998 was used for the Latino voter registration figure. Registered Latino Voters in 1998 minus the Citizen Voting-Age Population or CVAP gives us an estimate for potential new Latino registers. The following chart of Latino Potential and CVAP only represents estimates, yet as the citizenship rate was done only two years previous and no major shifts in immigration have taken place in the past two years, any change in citizenship rate would be negligible.

Source: U.S. Census Bureau, Current Population Reports, *Projections of the Voting-Age Population for States: November 1998* WCVI, Political Data.

### Southwest Voter Research Notes

**Chief Editor:** Antonio González  
**Design:** Robert Aguinaga  
**Contributors:** Robert Aguinaga  
 Southwest Voter Research Notes is published by the William C. Velásquez Institute, a national tax-exempt, non-profit, non-partisan organization founded in 1984 to conduct research which will be used to improve the level of political participation in Latino communities. For more information:



National Office	California Office
403 E. Commerce, Suite 260	2914 N. Main St., 1st Floor
San Antonio, TX 78205	Los Angeles, CA 90031
Phone: (210) 222-8014	Phone: (323) 222-2217
Fax: (210) 222-8474	Fax: (323) 222-2011

E-mail: SVRInfo@aol.com  
 Internet: http://www.wcvi.org

## EDITORIAL



### SINCE 94'S LOCK IN TRENDS FOR THE FUTURE

The 1998 General Election in California saw the coming of age of a new segment of the Latino electorate: Latino voters registered since 1994 or the Since 94's. Little was known about this new segment of the Latino electorate that was created as a result of the National Voting Rights Act and an increasing number of naturalized citizens until WCVI conducted an analysis in the 1996 and 1998 exit polls, (See **INSIGHT** on page 5) and the results are in.

The trends examined in the 1996 WCVI exit poll held true for Since 94's in 1998. Since 94's experienced a comparatively high level of participation in the 1998 election as compared to the total Latino electorate. 34.8% of election day Latino voters reported registering since 1994. The reported Since 94's was an increase from 1996 when the figure was 31.4%. Since 94's also continued to demonstrate a strong Democratic inclination. On average, Democrats received 88.4% of Since 94 votes in the 1998 election. Following the 1998 election, Democratic inclinations have been locked in for a generation to come.

The focus must turn to bring in the next generation. Over 1.08 million eligible Latinos remain unregistered in California. The development of these potential voters will determine the success of Since 94's and the Latino electorate in the years to come. It is our objective to see their potential realized.

## LATINO HOUSEHOLDS DEMONSTRATE UNION MEMBERSHIP

41.4% of all Latino voters reported themselves, or a member of their household, as union members. That figure is a marked difference from the 1996 Election when that figure was 34.3%.

The distribution of Latino union members or Latino household union members was evenly split at 20.7% each.



# Come Join the Celebration of 25 Years of Struggle!

**SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT  
LATINO VOTE '99**



**Banquet and Conference**  
A Celebration of SVREP's 25th Anniversary  
July 16-17, 1999  
The Queen Mary  
Long Beach, California

Honor the Memory of Willie Velásquez and  
other civil rights pioneers

***¡Su Voto es Su Voz!***

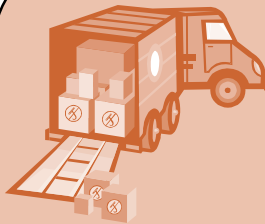
For more information, call: 1-800-222-5654

## LATINO VOTE CONTINUES TO VOTE HEAVILY DE- MOCRAT IN CALIFORNIA

*(Continued from page 8)*

voters in California. 55.9% of the Foreign-Born reported registering to vote after 1994. 27.0% reported that the 1998 election was the first time that they had voted.

Finally, the campaign of Cruz Bustamante for Lieutenant Governor also contributed to the increased number of Latino votes cast. The election of Bustamante represents the first statewide office held by a Latino in California in the 20th century.



## WCVI California Office Moves to New Location in Los Angeles

**T**he California office of the William C. Velásquez Institute have moved from their previous Montebello address to a new office near downtown Los Angeles.

On December 1, 1998, the California staff of WCVI entered their new home at 2914 North Main Street. While adding more space for the ever growing demands of the Latino community.

The new California offices may be reached at:

WCVI: (323) 222-2217  
WCVI Fax: (323) 222-2011

<b>California</b>			
<b>Latino Vote in 1998 Gubernatorial Election</b>			
<b>Profile by Candidate for Governor</b>			
	<b>TOTAL</b>	<b>DAVIS</b>	<b>LUNGREN</b>
<b>TOTAL</b>	n/a	83.7%	14.4%
<b>GENDER</b>			
Male	47.9%	46.6%	56.7%
Female	52.1%	53.4%	43.3%
<b>AGE</b>			
18-25	15.6%	16.4%	13.3%
26-35	28.4%	29.0%	28.3%
36-45	26.8%	26.4%	28.3%
46-55	12.8%	10.3%	20.0%
56-65	10.4%	10.9%	8.3%
65+	5.9%	6.9%	1.7%
<b>HOUSEHOLD INCOME</b>			
< \$5,000	3.1%	3.2%	3.4%
\$5-15,000	11.7%	11.9%	11.9%
\$15-25,000	15.6%	16.2%	11.9%
\$25-40,000	26.1%	27.0%	22.0%
\$40-60,000	24.9%	25.2%	23.7%
\$60-100,000	14.6%	12.8%	22.0%
\$100,000+	4.1%	3.8%	5.1%
<b>EDUCATION</b>			
Some HS or less	16.7%	17.6%	13.6%
HS Graduate	30.2%	31.4%	25.4%
Some college or vocational	29.3%	28.2%	33.9%
College Graduate	17.1%	16.4%	18.6%
Post Graduate	6.7%	6.3%	8.5%
<b>ANCESTRY</b>			
Mexican	78.4%	79.3%	76.7%
Puerto Rican	3.3%	2.9%	3.3%
Cuban	1.9%	1.4%	3.3%
Central American	7.3%	7.5%	8.3%
South American	1.9%	2.0%	0.0%
Other Latino/Hispanic	6.6%	6.3%	8.3%
African-American/Black	0.5%	0.6%	0.0%
<b>PLACE OF BIRTH</b>			
US	63.2%	61.4%	76.7%
Mexico	26.8%	28.8%	13.3%
El Salvador	5.5%	5.8%	5.0%
Other	4.5%	4.0%	5.0%
<b>CITIZENSHIP</b>			
Before 1994	19.9%	18.8%	23.3%
After 1994	17.9%	20.3%	6.7%
Does Not Apply	62.2%	60.9%	70.0%
<b>POLITICAL AFFILIATION</b>			
Democrat	79.0%	89.9%	19.0%
Republican	12.9%	3.7%	69.0%
Other	3.3%	2.6%	3.4%
None of the above	4.8%	3.7%	8.6%
<b>REGISTERED</b>			
Before 1994	65.2%	63.4%	75.4%
After 1994	34.8%	36.6%	24.6%
<b>FIRST-TIME VOTER</b>			
Yes	15.4%	16.3%	11.9%
No	84.6%	83.7%	88.1%
<b>HOUSEHOLD UNION MEMBER</b>			
I belong	20.7%	21.4%	18.3%
I do not, but someone in household does	20.7%	19.9%	26.7%
No one in household	58.6%	58.8%	55.0%

## FOREIGN-BORN BOLSTER LATINO ELECTORATE

According to a WCVI exit poll, 36.8% of all Latinos who voted in the 1998 election reported being Foreign-Born, the highest percentage ever reported for a WCVI exit poll. This large percentage of Foreign-Born Latinos partially accounts for the 34.8% of Latinos that reported registering after 1994.

A demographic profile of Latino voters on election day shows a young group. 44.0% of all Latino voters reported being 35 or younger. The largest voting group, with regards to age was the 26-35 demographic, while only 5.8% reported being over 65.

Mexican/Mexican-Americans made up 78.4% of all election day voters with Central Americans, 7.3%, and Puerto Ricans, 3.3%, making up the next two largest segments of ethnically identified Latinos. 6.6% of election day Latino voters identified as Other Latino/Hispanic.

56.5% of the all election day Latino voters reported an income under \$40,000. 14.8% reported an income less than 15,000. 18.6% reported an income over \$60,000, while 4.1% reported an income over \$100,000. The largest income class of election day Latino voters came from the middle class or those reporting an income of \$25-60,000. This group made up the majority of California Latino voters in 1998 with 51.0%.

The exit poll also indicates there was no gender gap in election day Latino voters. Gender was almost evenly split in Cali-

fornia as 47.9% reported being male and 52.1% reported being female.

59.5% of election day Latino voters in 1998 also reported having completed a high school education or some type of college/vocational training. This number compares to the 16.7% who reported having some high school education or less and the 23.8% who reported a college education or higher.

Latinos also continue to show strong support for the Democratic party. 79% of all Latino voters self-identified as Democrats as opposed to the 12.9% that identified as Republican. 3.3% reported a third party affiliation, while 4.8% reported no affiliation with a political party.

Election day Latino voters also appear to be an experienced group as only 15.4% reported that the 1998 General election was their first election. The overwhelming majority, 84.6%, reported participating in a past election.

# EXIT POLL LENDS INSIGHT INTO NEW SEGMENT OF LATINO VOTERS IN CALIFORNIA

Latino voter registration has experienced a sharp increase since 1994, and the 1998 election day exit poll of Latino voters lends some insight into this new segment of the Latino electorate. In 1998, "Since 94's" represented 34.8% of election day Latino voters in California.

A demographic profile of Latino voters on election day that reported registering since 1994 shows that 57.9% reported being Foreign-Born or 42.1% reported being native born. These numbers compare to the 63.2% of all election day Latino voters reporting being native born.

New naturalized citizens also represented a large segment of election day "Since 94's." 45.7% of "Since 94's" reported naturalizing after 1994 compared to the 17.9% of all election day Latino voters.

This group is also more diversified than the total election day Latino voters with 12.9% representing Latinos of Central American background.

"Since 94's" also reported being

younger than all election day Latino voters. 55.7% reported being younger than 35 years old compared to the 44.0% of all election day Latino voters in 1998.

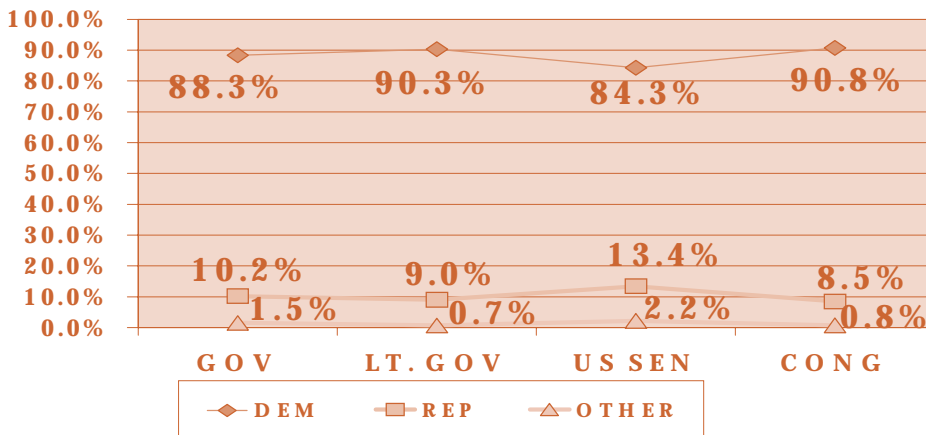
This group also reported less education than total election day Latino voters. 62.6% of "Since 94's" reported having a high school education or less compared to the 46.9% of all election day. 10.1% reported a college education or better, while 27.3% reported some college or vocational training.

Not surprisingly, 40.0% of election day "Since 94's" reported the 1998 election as their first participation in the electoral process. This number is a striking contrast to the 15.4% of all election day Latino voters that reported being first-time voters.

Election day "Since 94's" also self-identified as Democrats at a rate of 85%, compared to only 8.6% identified as Republican. These numbers are more polarized than the 79.0% and 12.9% of all election day voters reporting being Democrats and Republicans, respectively.

California Since 94's Profile	
<b>GENDER</b>	
Male	45.7%
Female	54.3%
<b>AGE</b>	
18-25	32.1%
26-35	23.6%
36-45	22.1%
46-55	10.7%
56-65	7.1%
65+	4.3%
<b>HOUSEHOLD INCOME</b>	
< \$5,000	3.6%
\$5-15,000	12.9%
\$15-25,000	23.0%
\$25-40,000	29.5%
\$40-60,000	20.1%
\$60-100,000	10.1%
\$100,000+	0.7%
<b>EDUCATION</b>	
Some HS or less	27.3%
HS Graduate	35.3%
Some college or vocational	27.3%
College Graduate	7.2%
Post Graduate	2.9%
<b>ANCESTRY</b>	
Mexican	75.7%
Puerto Rican	2.1%
Cuban	1.4%
Central American	12.9%
South American	1.4%
Other Latino/Hispanic	6.4%
<b>PLACE OF BIRTH</b>	
US	42.1%
Mexico	43.6%
El Salvador	10.7%
Other	3.6%
<b>CITIZENSHIP</b>	
Before 1994	10.0%
After 1994	45.7%
Does Not Apply	44.3%
<b>POLITICAL AFFILIATION</b>	
Democrat	85.0%
Republican	8.6%
Other	0.0%
None of the above	6.4%
<b>FIRST-TIME VOTER</b>	
Yes	40.0%
No	60.0%
<b>HOUSEHOLD UNION MEMBER</b>	
I belong	13.2%
I do not, but someone in household does	21.3%
No one in household	65.4%

## "Since 94" Vote for Candidates



**California  
Foreign-Born Profile**

<b>GENDER</b>	
Male	46.5%
Female	53.5%
<b>AGE</b>	
18-25	6.5%
26-35	25.8%
36-45	30.3%
46-55	17.4%
56-65	14.2%
65+	5.8%
<b>HOUSEHOLD INCOME</b>	
< \$5,000	2.6%
\$5-15,000	18.2%
\$15-25,000	20.8%
\$25-40,000	27.3%
\$40-60,000	20.8%
\$60-100,000	7.8%
\$100,000+	2.6%
<b>EDUCATION</b>	
Some HS or less	28.6%
HS Graduate	31.8%
Some college or vocational	22.1%
College Graduate	11.7%
Post Graduate	5.8%
<b>ANCESTRY</b>	
Mexican	68.4%
Puerto Rican	4.5%
Cuban	3.9%
Central American	14.8%
South American	2.6%
Other Latino/Hispanic	5.8%
<b>CITIZENSHIP</b>	
Before 1994	45.5%
After 1994	48.7%
Does Not Apply	5.8%
<b>POLITICAL AFFILIATION</b>	
Democrat	83.0%
Republican	9.2%
Other	2.6%
None of the above	5.2%
<b>REGISTERED</b>	
Before 1994	44.1%
After 1994	55.9%
<b>FIRST-TIME VOTER</b>	
Yes	27.0%
No	73.0%
<b>HOUSEHOLD UNION MEMBER</b>	
I belong	14.9%
I do not, but someone in household does	17.6%
No one in household	67.6%

**FOREIGN-BORN PROMOTE EDUCATION AND JOBS IN 1998**

With 36.8% of all election day Latino voters in California polled reporting being Foreign-Born, it is difficult to understand how immigrants can be characterized as apathetic.

As reported before, the Foreign-Born make up a large percentage of the "Since 94's." According to a WCVI exit poll, 55.9% of all election day Latino voters who reported being born in another country registered after 1994. 48.7% report naturalizing after 1994.

This group is slightly older than all election day Latino voters with only 32.3% reporting being 35 years or younger, and, unfortunately, this group also reports a higher drop out rate than the total Latino electorate, 28.6% to 16.7%. 60.4% reported having a high school education or less. This demographic may lend evidence to the overwhelmingly large number that place an education issue as paramount to their vote.

A statistically equal percentage of election day foreign-born Latino voters report an income between \$15-40,000, 48.1%. This figure compares to the 41.7% of all election day Latino voters reporting an income in that same range.

60.4% of all foreign born election day Latino voters report having a high school education or less. This number is a stark difference to the

46.9% of all election day Latino voters reporting having the same education level.

The lower levels of education reported by election day foreign born Latino voters might lend evidence to the huge importance placed on education as an election day issue. Foreign-Born election day Latino voters placed Bilingual Education as the most important issue in determining who they voted for Governor. 25.2% identified Bilingual Education as the key issue in their vote for governor.

Another 15.0% identified Public Education as the key issue, while 11.8% saw the Economy/Jobs as a key issue.

<b>California Latino Foreign-Born Voters: Issues Influencing Gubernatorial Choice</b>	
Which one issue mattered most in deciding how you voted for Governor?	
	<b>TOTAL</b>
Bilingual Education	25.2%
Public Education	15.0%
Economy/Jobs	11.8%
Immigration Policy	8.7%
Character & Ethics	8.7%
Crime/Drugs	7.9%
Other	6.3%
Abortion	5.5%
Taxes	4.7%
Health Care	3.1%
Gun Control	1.6%
School Voucher	0.8%
The Environment	0.8%
Teacher Testing	0.0%

## DEMOCRATS RECEIVE HIGH SUPPORT FROM FOUR MAJOR LATINO SUBGROUPS

The 1998 WCVI Exit Poll of election day Latino voters in California shows that Democrats registered high amounts of support from four major Latino subgroups: Latinas, the Foreign-Born, Latinos registered since 1994 (Since 94's), and First-Time Voters.

Republicans received their highest support from the Foreign-Born in the gubernatorial race with 17.4%

reporting voting for Lungren, while Democrats received their highest support from Latinas and First-Time Voters in the Lt. Governor's race.

With a few minor fluctuations, Latino voters supported the Democratic candidates across the subgroups at higher reported percentage than Republicans.

### Latino Vote in the 1998 California Elections by Subgroup: Latinas, Foreign-Born, Since 94's and First Time Voters

	LATINA	FOREIGN-BORN	SINCE 94's	1st TIME VOTERS
U.S.SEN-D	84.1%	85.9%	84.3%	85.2%
U.S.SEN-R	15.0%	12.8%	13.4%	14.8%
U.S.SEN-O	0.9%	1.3%	2.2%	0.0%
GOV-D	86.1%	80.4%	88.3%	87.5%
GOV-R	12.0%	17.4%	10.2%	10.9%
GOV-O	2.0%	2.2%	1.5%	1.6%
LT.GOV-D	91.4%	90.3%	90.3%	91.4%
LT.GOV-R	6.2%	8.3%	9.0%	8.6%
LT.GOV-O	2.4%	1.4%	0.7%	0.0%
CONG-D	87.5%	87.7%	90.8%	88.3%
CONG-R	9.6%	11.0%	8.5%	11.7%
CONG-O	2.9%	1.4%	0.8%	0.0%

## TV MOST USED MEDIA SOURCE BY LATINO VOTERS

Latino voters in the 1998 Election identified TV as the most used media source. English TV was identified by 34.9% of all Latino voters and Spanish TV was identified by 17.7%.

English media sources were preferred over Spanish sources in each category, yet with radio, the gap between preferences was only 1.0%, 9.6 to 8.6.

## LATINO VOTER AGENDA

(Continued from page 1)

sues. In comparison, education was only identified 9.2% of the time.

When we examine the issues by the individual Latino supporters of the gubernatorial candidates, we find that Davis supporters most mirrored the views of the total Latino electorate with 41.4% identifying an education issue. Lungren supporters identified a more conservative agenda as their top issues with Abortion, 24.5%, and Character and Ethics, 18.4% being identified the most.

### Usage of Media Sources in 1998 Election by Latino Voters

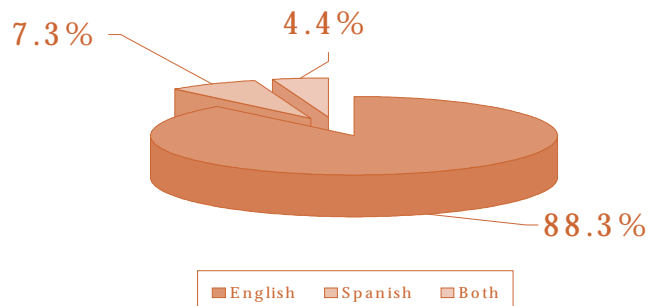
Which of the following media sources most influenced for whom you voted for in the 1998 campaign?

(Mark only one box)

Spanish language radio	8.6%
English language radio	9.6%
Spanish language TV	17.7%
English language TV	34.9%
Spanish language newspapers	3.8%
English language newspapers	13.7%
None influenced decision	11.6%

### Latino Voter Ballot Usage

Today, did you use the English version of the ballot, the Spanish version, or both?



# LATINO VOTE CONTINUES TO VOTE HEAVILY DEMOCRAT IN CALIFORNIA

According to an exit poll done by WCVI, in the gubernatorial race, 83.7% of the Latino vote went to the Democratic candidate, Gray Davis. This figure is compared to 14.4% of the vote received by the Republican candidate, Dan Lungren.

Similarly, in three other key races in California, the Democratic candidate received at least 79.8% of the Latino vote. In the race for Lieutenant Governor, Cruz Bustamante (D) received 87.1% of the Latino vote compared to 11.7% for Tim Leslie (R). In the Senatorial race, Barbara Boxer (D) received 79.8% of the Latino vote compared to 18.0% for Matt Fong (R). In the Congressional District races, Latinos in California reported voting for the Democratic candidate 83.8% of the time compared to 13.8% for the Republican candidate.

The extraordinarily high vote for the Democratic party can be attributed to several factors. First, the Latino vote can be seen as a reaction to the perceived anti-immigrant and anti-Latino sentiment of Governor Pete Wilson's administration. Legislation such as Prop. 187, 209, and 227 have mobilized Latinos in California since 1994 producing record turnouts in 1994, 1996, and 1998.

Second, a large percentage of Latino voters come from the naturalized. This particular group felt victimized

by the Wilson administration, and in the 1998 election, they associated Republican candidates with Wilson. On average, according to a WCVI exit poll, Latinos who reported being Foreign-Born voted for the Democratic candidate at a 5% higher rate than all Latino

*(Continued on page 3)*

<u>California Latino Vote of Candidates</u>			
<b>VOTE FOR GOVERNOR</b>			
	<b>DAVIS</b>	<b>LUNGREN</b>	<b>OTHER</b>
<b>1998</b>	83.7%	14.4%	1.9%
<b>VOTE FOR LT. GOVERNOR</b>			
	<b>BUSTAMANTE</b>	<b>LESLIE</b>	<b>OTHER</b>
<b>1998</b>	87.1%	11.7%	1.2%
<b>VOTE FOR US SENATOR</b>			
	<b>BOXER</b>	<b>FONG</b>	<b>OTHER</b>
<b>1998</b>	79.8%	18.0%	2.2%
<b>VOTE IN CONGRESSIONAL DISTRICT</b>			
	<b>DEM</b>	<b>REP</b>	<b>OTHER</b>
<b>1998</b>	83.8%	13.8%	2.5%

Non-Profit Org  
Bulk Rate  
U.S. Postage  
**PAID**  
San Antonio, TX  
Permit No. 108

**William C. Velásquez Institute**  
403 East Commerce, Suite 260  
San Antonio, TX  
78205

**ADDRESS CORRECTION REQUESTED**

We would like to thank the following sponsors and collaborators for their generous support and cooperation on the 1998 California Exit Poll and Turnout Study:



**KAISER PERMANENTE**



**UNIVISIÓN**



**CARNEGIE CORPORATION OF NEW YORK**



**LIF LATINO ISSUES FORUM**

### METHODOLOGY: WCVI 1998 EXIT POLL & TURNOUT STUDY

The William C. Velásquez Institute conducted an exit poll to measure how Latinos voted during the November 1998 mid-term elections. The survey was administered by trained interviewers in both English and Spanish. WCVI pollsters interviewed 420 Latino voters in 33 California precincts. The sample was designed to cover 90% of all Latino voters in the state. Precincts from 5% to 100% of registered Latino voters were included in the sample. The design is a stratified, two stage, probability-based sample. Precincts were included in the universe if they met minimum levels with respect to number and percentage of Latino voters. Precincts were then stratified by geography and percent Latino voter population. The voters poll touched on issues specially relevant to the Latino community which where either represented in the November election or are subject of on going local and national debate.

WCVI subsequently conducted its 1998 Election Turnout Study. Using the randomly-selected precincts identified for the exit poll conducted, actual counts of election day Latino voters were tabulated. Estimates of early voting by Latinos were used to develop a more accurate turnout figure. The results were weighted for a more exact estimate of total Latino turnout in California.

The margin of error for this study is  $\pm$  4.8%. Results may not add up to 100% due to rounding. Margin of error higher for subgroups.