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2018 LA Votes for Governor

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THOMAS AND DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES

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ABOUT US

LOYOLA MARYMOUNT UNIVERSITY

LMU is a private Catholic university with 6,250 undergraduates, 2,150 graduate students and 1,100 law students from diverse backgrounds and many perspectives. Our seven colleges and schools boast best-in-the-nation programs in film and television, business, education and more. Our stunning campus in West Los Angeles is a sun-soaked oasis overlooking the Pacific coast and a model of sustainability. We're rooted in the heart of Los Angeles, a global capital for arts an entertainment, innovation and technology, business and entrepreneurship. Our mission is grounded in a centuries-old Jesuit educational tradition that produces extraordinary men and women dedicated to service and social justice. We're proud of more than 92,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others.

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CENTER FOR THE STUDY OF LOS ANGELES

The Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University is one of the leading undergraduate research centers in the nation. We are a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1996, StudyLA conducts groundbreaking research through its LA Votes exit poll project, LA Riots Anniversary Studies, and LA Public Opinion and Leaders Surveys. We provide rigorous, mentored research experiences for undergraduate students at Loyola Marymount University with an emphasis on hands-on field research. As the preamble to the LMU mission states, "We benefit from our location in Los Angeles, a dynamic city that brings into sharp focus the issues of our time and provides an ideal context for study, research, creative work, and active engagement. We invite men and women diverse in talents, interests, and cultural backgrounds to enrich our educational community." StudyLA brings this mission alive, taking pride in our work's emphasis on understanding and communicating the issues of our time.

For more information about the results or methodology from this or other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at brianne.gilbert@lmu.edu.

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TOPLINES

In the Gubernatorial election, for whom did you vote today?

Gavin Newsom (D)	72.6
John H. Cox (R)	27.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

CROSSTABS

In the Gubernatorial election, for whom did you vote today?

	English	Spanish
Gavin Newsom (D)	72.4	86.1
John H. Cox (R)	27.6	13.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Male	Female
Gavin Newsom (D)	68.8	76.3
John H. Cox (R)	31.2	23.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Black	Asian	White	Latino	Other
Gavin Newsom (D)	83.6	70.7	72.0	73.8	66.0
John H. Cox (R)	16.4	29.3	28.0	26.2	34.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Democrat	Republican	Declined to state/other
Gavin Newsom (D)	94.4	14.4	69.1
John H. Cox (R)	5.6	85.6	30.9
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	5 years or fewer	6 to 10 years	11 to 14 years	15 to 19 years	20 years or more
Gavin Newsom (D)	83.8	82.3	85.4	80.6	69.9
John H. Cox (R)	16.2	17.7	14.6	19.4	30.1
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Born in U.S.A.	Born in another country
Gavin Newsom (D)	73.4	68.0
John H. Cox (R)	26.6	32.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Both parents born in U.S.A.	Only 1 parent born in U.S.A.	Both parents born in another country
Gavin Newsom (D)	72.1	68.6	74.6
John H. Cox (R)	27.9	31.4	25.4
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	High school diploma or less	College degree	Graduate degree
Gavin Newsom (D)	71.1	72.0	75.6
John H. Cox (R)	28.9	28.0	24.4
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Rent	Own
Gavin Newsom (D)	78.5	69.3
John H. Cox (R)	21.5	30.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Single	Married/domestic partnership	Divorced/separated/widowed
Gavin Newsom (D)	78.0	67.8	71.2
John H. Cox (R)	22.0	32.2	28.8
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	No children in household	One or more children in household
Gavin Newsom (D)	73.6	70.8
John H. Cox (R)	26.4	29.2
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Union household	Non-union household
Gavin Newsom (D)	73.6	71.6
John H. Cox (R)	26.4	28.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Liberal	Moderate	Conservative
Gavin Newsom (D)	94.5	71.8	16.8
John H. Cox (R)	5.5	28.2	83.2
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Under $40K	$40K-<$70K	$70K-<$100K	$100K-<$150K
Gavin Newsom (D)	75.5	73.7	66.1	77.2
John H. Cox (R)	24.5	26.3	33.9	22.8
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Employed, full time	Employed, part time	Student	Not employed but looking for work	Retired	Not employed and not looking for work
Gavin Newsom (D)	75.4	66.4	78.5	79.2	63.2	61.2
John H. Cox (R)	24.6	33.6	21.5	20.8	36.8	38.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

In the Gubernatorial election, for whom did you vote today?

	Ages 18-29	Ages 30-44	Ages 45-64	Ages 65+
Gavin Newsom (D)	77.5	74.9	71.8	65.6
John H. Cox (R)	22.5	25.1	28.2	34.4
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

DEMOGRAPHICS

Language survey was taken in

	Unweighted frequencies	Weighted percentages
Survey taken in English	1,517	97.9
Survey taken in Spanish	29	2.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

What is your gender?

	Unweighted frequencies	Weighted percentages
Male	691	48.5
Female	757	51.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

What is your race?

	Unweighted frequencies	Weighted percentages
Black	226	8.1
Asian	144	10.3
White	605	42.7
Latino	379	35.9
Other	73	2.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

With which political party are you registered?

	Unweighted frequencies	Weighted percentages
Democratic	1,006	49.9
Republican	186	16.5
Other/Decline to state	253	33.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

How many years have you lived in the Los Angeles region?

	Unweighted frequencies	Weighted percentages
5 years or fewer	96	6.4
6-10 years	82	5.9
11-14 years	58	3.7
15-19 years	101	7.1
20 years or more	1,141	76.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

Where were you born?

	Unweighted frequencies	Weighted percentages
Born in U.S.A.	1,211	84.0
Born in another country	212	16.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

Where were your parents born?

	Unweighted frequencies	Weighted percentages
Both born in U.S.A.	862	53.6
Only 1 born in U.S.A.	134	10.1
Both born in U.S.A.	459	36.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

What is the highest level of education you have completed?

	Unweighted frequencies	Weighted percentages
High school diploma or less	465	33.8
College degree	578	39.2
Graduate degree	417	26.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

Regarding home ownership, do you:

	Unweighted frequencies	Weighted percentages
Rent	529	39.7
Own	831	60.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

What is your marital status?

	Unweighted frequencies	Weighted percentages
Single	550	39.6
Married/domestic partnership	697	47.7
Divorced/separated/widowed	201	12.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

How many children under 18 currently live in your household?

	Unweighted frequencies	Weighted percentages
No children in household	872	60.1
One or more children in household	578	39.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

What is your household's experience in labor unions?

	Unweighted frequencies	Weighted percentages
Union household	517	36.5
Non-union household	877	63.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

Which describes your political ideology/beliefs?

	Unweighted frequencies	Weighted percentages
Liberal	808	51.6
Moderate	354	27.2
Conservative	236	21.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

What was your total household income in 2017 (before tax)?

	Unweighted frequencies	Weighted percentages
Under $40K	225	18.3
$40K-<$70K	3178	24.6
$70K-<$100K	399	31.6
$100K-<$150K	339	25.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

What best describes your employment status?

	Unweighted frequencies	Weighted percentages
Employed, full time	773	56.5
Employed, part-time	184	13.9
Student	69	6.0
Not employed but looking for work	72	5.3
Retired	234	15.8
Not employed and not looking for work	34	2.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

Age group, based on question asking respondent's birth year

	Unweighted frequencies	Weighted percentages
Ages 18-29	261	23.1
Ages 30-44	343	26.5
Ages 45-64	517	32.3
Ages 65+	270	18.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1546 adult respondents of the 2018 LA Votes Exit Poll.

2018 GUBERNATORIAL GENERAL ELECTION EXIT POLL

METHODOLOGY

As Los Angeles continues to change and grow, accurate exit polling becomes a vital tool for understanding, developing theory on, and improving voter experience, behavior, preferences, and opinions. Los Angeles Votes is a series of exit polls and polling place studies in Los Angeles known for the use of a breakthrough sampling methodology – the racially stratified homogenous precinct approach – and becoming the largest per-capita exit poll in the nation. Since 2005, StudyLA has conducted fifteen projects, resulting in some of the most accurate exit polling results of every major election in Los Angeles.

Los Angeles Votes began as a response to exit poll discrepancies in the 2000 and 2004 presidential elections. Ethnic breakdowns from exit polls conducted during these elections skewed Latino voters towards the Republican candidate while no other data supported this trend. StudyLA researchers designed the racially stratified homogenous precinct approach to address this sampling anomaly andmore accurately reflect ethnic voting patterns discovered by exit polls. In contrast to conventional sampling methodologies, the racially stratified homogenous precinct approach places an emphasis on location when it comes to racial and ethnic voting patterns. Voting patterns of a racial or ethnic group living within a racial or ethnic enclave are different from voting patterns of a racial or ethnic group living within a racial or ethnic enclave dissimilar to their own.

The 2018 Gubernatorial General Election Exit Poll asked voters about whom they voted for in U.S. Senate, State and Los Angeles County races, how they voted on various propositions, and their overall voting experience at their respective polling places. In addition, voters were asked about various civic concerns. They were also asked for general demographic information such as race/ethnicity, political ideology, education, income, employment status, etc.

POLLING PLACE SELECTION

Field researchers collected surveys at 25 polling places located in Los Angeles County. Some polling places served multiple precincts. The polling places were selected via the racially stratified homogenous precinct approach. Geographic location matching for the racially stratified homogenous precinct approach used the most recently available population figures from the American Community Survey (ACS) estimates. This sampling methodology results in five polling places of each racial/ethnic category in Los Angeles County: white, African American, Latino, Asian American, and mixed precincts.

SAMPLING

This study is only of at-poll voters. Field researchers were instructed to ask every other person who exited the polling place to participate in the survey.

DATA COLLECTION

The 2018 Gubernatorial General Election Exit Poll was conducted on November 6, 2018. More than 125 LMU students served as field researchers, distributing surveys in both English and Spanish from 7:00am to 8:00pm at 25 randomly selected polling places inLos Angeles County. Field supervisors collected completed surveys at three times throughout the day. Data entry began on the same day as survey distributionand the remainder was completed the following day. Over the course of Election Day, 1,546 English and Spanish surveys were collected.

REPORTING DATA

The margin of error is ±3.0 percent. The 1,546 responses collected in 2018 for this survey are weighted based on respondent self-identified racial/ethnic group, gender, age, and political party, matching them to the most recently available population parameters and voting demographic estimates. Datasets are available in Excel and Stata. All numbers represent percentages, unless otherwise indicated. Due to rounding and multiple response questions, not all rows or columns total 100%.

SURVEY APPROVAL

Approval to begin survey administration was granted from the Institutional Review Board at Loyola Marymount University.