

## 2024 Youth Poll: Spotlight on Young Hispanic & Latino Californians

Power California (PoCA) and partners seek to mobilize young voters of color in their political campaigns in 2024. This memo profiles Young Hispanic and Latino Californians' perceptions and experiences with the housing crisis, their identities, and outlook heading into an election year.

Young Hispanic and Latino Californians see voting, running for office, and community volunteering as crucial forms of civic engagement, but this does not extend to perceptions that protests produce meaningful change. Young Hispanic and Latino Californians face significant barriers to finding housing, including high rents, not having enough money for a down payment, and living paycheck to paycheck. PoCA's research found that young Hispanic and Latino Californians are more likely to be renters compared to other racial and ethnic groups, and that rates of home ownership are especially low. Like Young Black Californians, Hispanics and Latinos have had to take up a second job or side hustle to make ends meet and many have been forced to choose between paying rent and other bills. Young Hispanic and Latino Californians are more likely to identify as Caretakers than Hustlers compared to Young Black Californians.

- **40% identify as caretakers because they are the main money maker, older sibling, or caretaker for someone in their households.**
- **27% identify as hustlers because they are working multiple jobs or side gigs.**

Despite these hardships, Young Hispanic and Latino Californians are optimistic about their futures and see education, friends and family, and self-motivation as factors that will help them achieve their dreams.

### TOP ISSUES AND THE HOUSING CRISIS

Power California's research found that issues related to housing are the top issues that Young Hispanic and Latino Californians want the government to address.

- **33% want the government to address affordable housing.**
- **29% want the government to address homelessness.**

Young Hispanic and Latino Californians are the racial and ethnic group most likely to blame corporate landlords and developers for the housing crisis. They also blame gentrification and the influx of people moving into their area. Elected officials and low wages are also blamed.<sup>1</sup>

- **49% blame the housing crisis on corporate landlords and developers.**
- **34% blame elected officials.**
- **30% blame gentrification AND low wages (tied)**

<sup>1</sup> Respondents could select multiple causes.

When asked to identify a single cause, Young Hispanic and Latino Californians were most likely to blame elected officials (31%), and they did so at greater rates than other racial groups.

The housing crisis has had severe consequences for Young Hispanic and Latino Californians, who face economic barriers to finding housing and are being displaced from their communities.

- **51% of Young Hispanic and Latino Californians mention high rents as a barrier.**
- **36% do not have enough money for a down payment.**
- **32% are living paycheck-to-paycheck.**

The housing crisis is especially consequential for Young Hispanic and Latino Californians because they are more likely to rent than other racial and ethnic groups. As a result, they are the racial group most likely to move because they could no longer afford rent.

- **66% are renters, 16% are homeowners, and 18% live at home with parents or relatives.**
- **28% have considered leaving the state.**
- **17% have been unable to make deposit requirements to secure a lease.**

These lived experiences have forced Young Hispanics and Latinos to be reliant on family and friend support networks. 26% have moved to live close to family and 21% have moved in with a partner, significant other, or friend. 17% of Young Hispanic and Latino Californians have moved back in with family in the last twelve months and 14% have relied on fundraising from friends and family to make ends meet.

## SOLUTIONS TO THE HOUSING CRISIS

Young Hispanic and Latino Californians' experiences with economic insecurity and the housing crisis have influenced their policy attitudes. Although PoCA's research found high levels of policy support across racial and ethnic groups, Young Hispanic and Latino Californians' attitudes are the most intense. They were much more likely to select "strongly support" for housing policies.<sup>2</sup> These findings suggest that Young Hispanic and Latino Californians are a constituency that could be mobilized around housing issues.

- **84% support allowing local governments to implement rent control laws.**
- **88% support making housing more affordable and protecting those at risk.**

## COMMUNITY, RACIAL AND POLITICAL IDENTITIES

This research shows that young Californians are motivated by issues, not partisanship. Among Young Hispanic and Latino Californians, 44% are registered under the "decline to state/no party preference" (DTS) label. 35% registered with the Democratic Party and 17% are Republicans.

Many young Californians have role-based identities that are salient. 40% of Young Hispanic and Latino Californians identify as Caretakers and 27% identify as Hustlers. 25% rated these identities as their most important identity, which is similar to identification with racial and ethnic (23%) and American identities (25%). These identities are all politically important. 86% of Young Hispanic and Latino Californians rated their most important identity as somewhat or very important to their politics.

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<sup>2</sup> Overall support was calculated by combining strongly and somewhat support into one measure of support.

## RECOMMENDATIONS

We recommend targeting Young Hispanic and Latino Californians with group-specific messaging that draws on several themes. First, this group had the most intense support for housing policies, which suggests mobilization potential. Second, young Hispanic and Latinos rent at higher rates than other groups and this should be made salient. Third, campaigns should use optimistic messaging that centers self-reliance and the desire to achieve the American dream. Fourth, we recommend linking role, American, and racial and ethnic identities to these campaigns based on the even distribution of each of these identities among Young Hispanic and Latino Californians.