The Center for the Study of Immigrant Integration presents:

A Changing California Electorate: Lessons from the USC College/L.A. Times Poll

As California grows increasingly diverse, it is critical to understand immigrant voters and their preferences for policies and parties. To try to get it right, the USC College/L.A. Times polls conducted in September and October included a Latino oversample, along with special techniques to insure a more representative model of likely voters, including naturalized citizens. The result: the poll was the first to predict the sharp slide in Meg Whitman’s popularity and was more accurate than any other poll conducted in the state with regard to both the gubernatorial and senate races.

With support from the Asian Pacific American Legal Center and the California Community Foundation, USC College and the L.A. Times conducted a post-election poll that oversampled both Latino and Asian voters. The results provide a more complex and nuanced understanding of the new electorate, give a better reading on what Californians expect next from their government, and help us understand the likely alignments of minority voters for the future.

Thursday, December 9, 2010
12:00-1:15 PM
Jefferson Building, Room 124
University of Southern California

Featuring:

Jane Junn, Political Science, USC
Daniel Ichinose, Asian Pacific American Legal Center
Manuel Pastor, American Studies & Ethnicity, USC

**Lunch will be provided. Please RSVP to ensure an appropriate lunch count to: csii@usc.edu**