

The Strength of the Latina Vote: Gender Differences in Latino Voting Participation

Latinos are a powerful and growing political force in the U.S. Over the last two decades, Latinos have accounted for nearly a quarter of all voter growth in the U.S., or almost 8 million of 32.5 million new voters. A key driver of this increase has been the growth in Latina voters and their consistently higher turnout rates than those of Latino men.¹

The influence of Latinas in upcoming elections will likely be significant. A substantial number of currently competitive congressional races, as defined by the Cook Political Report, are in districts with large numbers of Latinas who are eligible to vote.² In other words, successful mobilization strategies aimed at influencing control of the House of Representatives will strongly benefit from the engagement of Latinas.

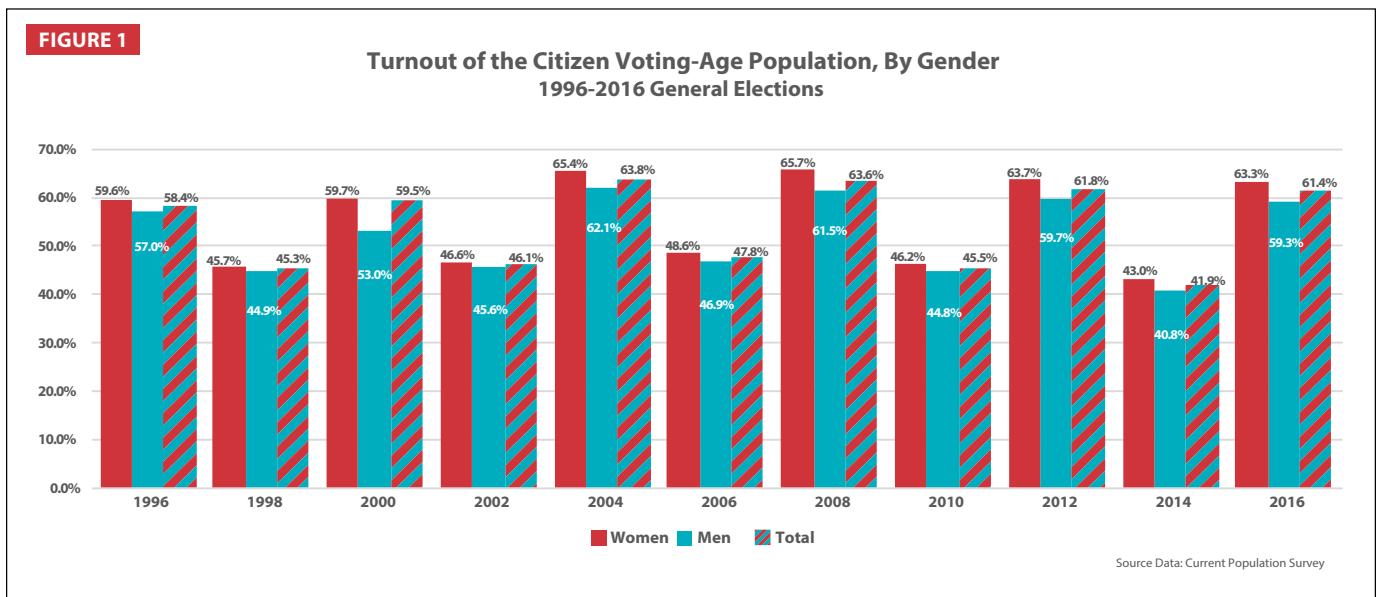
However, while Latinas both register to vote and vote in higher numbers than Latino men, 5.5 million eligible Latina citizens of voting-age were not registered in the 2016 election.³ This

means that there is a substantial opportunity to further increase the Latina vote, and thus the overall strength of Latino electoral participation, through investment in registration and mobilization efforts. It is important to have a clear understanding of both the strengths and challenges of turning out the Latina vote in the United States in order to achieve its full potential, particularly in a midterm election cycle.

This research brief, the third in a series, provides a profile of Latina voting power in the U.S. Using data from the Current Population Survey and 2016 voter registration records, this brief analyzes variations by state and congressional districts, revealing geographic hot spots where Latinas have the potential for an even greater impact on elections in the U.S.⁴ The objective of this brief is to inform future strategies aimed at turning out Latinas as part of a more robust set of mobilization efforts for Latino communities.

Women Consistently Vote at Higher Rates than Men

In recent decades, women in the U.S. have cast ballots in elections at higher numbers than men. As seen in Figure 1, 63.3% of the citizen voting-age population (CVAP) of women in the U.S. turned out to vote in the 2016 general election compared to 59.3% of that population for men. Looking over the last 20 years, the gender difference in CVAP turnout, with women outvoting men, ranged from 2.5 percentage points in 1996 to 4 percentage points in 2016 (see endnotes for limitations of CPS voter data).⁵



The term “citizen voting-age population” is commonly used to refer to people who are U.S. citizens and have reached the required voting age of 18. The term includes people who are not registered to vote. “Turnout of the citizen voting age population” is defined as the percent of U.S. citizens 18 or over who voted.

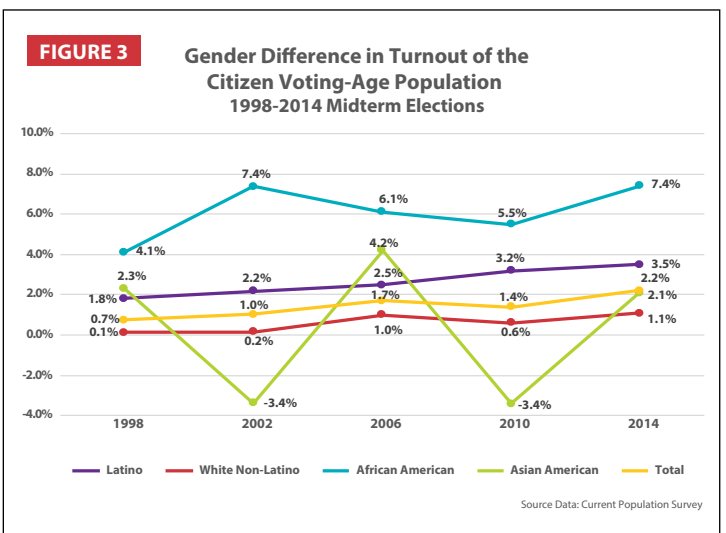
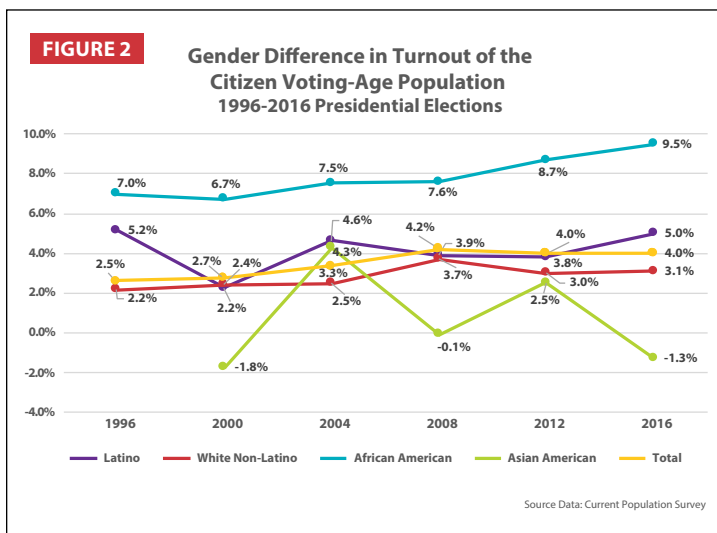
Gender Difference in Turnout for Latinos

The gender difference in voter turnout is larger for Latinos than it is for White non-Latinos; Latinas outvote Latino men at higher rates than White women outvote White men. Table A shows that the turnout of the Latina CVAP was 5 percentage points higher than the turnout of Latino men in the 2016 general election, whereas the gender turnout difference between White non-Latino women and men was 3.1 percentage points. Figure 2 and Figure 3 show that although smaller in midterms, the gender difference in turnout for Latinos was present in every election over the past two decades.⁶

	Women	Men	Total
Latino	50.0%	45.0%	47.6%
African American	63.7%	54.2%	59.4%
Asian American	48.4%	49.7%	49.0%
White Non-Latino	66.8%	63.7%	65.3%
Total	63.3%	59.3%	61.4%

Source Data: Current Population Survey

The gender difference in voter turnout is even larger for African Americans than for Latinos. African-American women have had much higher turnout than African-American men in every election over the past two decades. In 2016, the turnout of the CVAP of African-American women was over 9 percentage points higher than turnout of the CVAP of African-American men – the largest gender difference for African-American voters since 1996. In contrast, the Asian-American gender difference in turnout has fluctuated over the same period. In some elections, such as in 2016, Asian men outvoted Asian women.⁷



Youth Driving Gender Difference for Latino Voters

	Latino	African American	Asian American	White Non-Latino	Total
18 to 24 years	12.8%	7.0%	9.5%	3.7%	6.0%
25 to 44 years	7.5%	14.6%	-0.3%	5.5%	6.7%
45 to 64 years	1.0%	7.4%	-2.3%	3.3%	3.3%
65 to 74 years	-10.7%	-0.1%	-7.3%	1.0%	-0.3%
75 years and over	-7.1%	0.4%	-12.8%	-5.8%	-5.6%
Total	5.0%	9.5%	-1.3%	3.1%	4.0%

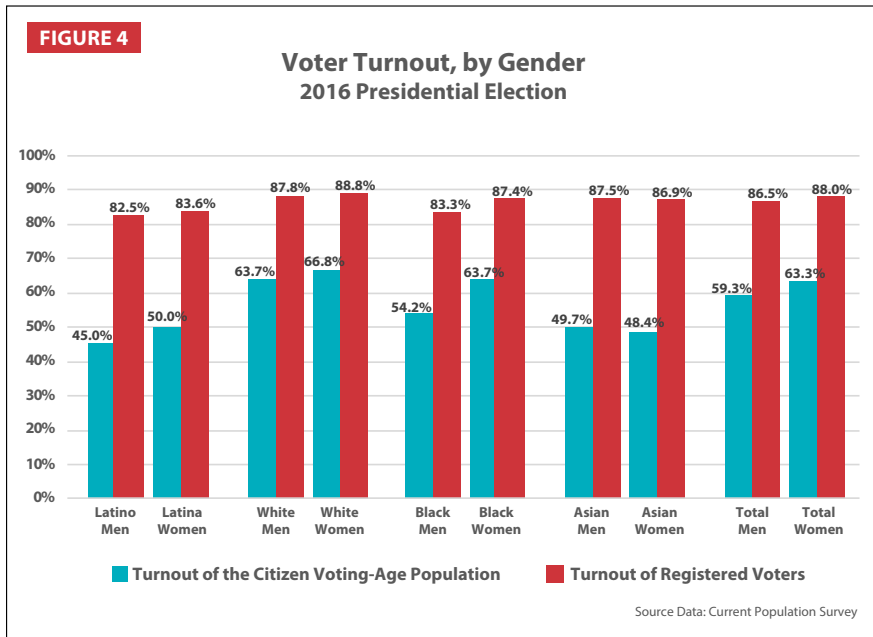
Source Data: Current Population Survey

The gender difference in voter turnout in the U.S. varies by age. Overall, older women, age 65 and up, vote at lower rates than men of the same age group. This is the case for Latinos as well, but the gender difference between younger and older Latinos is far greater than it is for either Whites, African Americans or Asian Americans.

Table B shows the difference between the 2016 CVAP turnout of women and men by age group. In 2016, young Latinas, age 18-24, had a CVAP turnout rate that was nearly 13 percentage points larger than young Latino men of the same age group – 40.7% versus 27.9%, respectively. In stark contrast, Latino men age 65-74, saw a CVAP turnout rate almost 11 percentage points higher than their Latina counterparts – 64.8% compared to 54.1%, respectively.

For a discussion of turnout disparities by demographic group within the Latino electorate, see Brief 1 in this series, entitled *The Strength of the Latino Vote: Current and Future Impact on the US Political Landscape*.⁸

Registered Latinas Vote at High Rates



The voter turnout rate of registered Latinas and Latinos is much higher than the turnout rate of the Latino CVAP as a whole (this includes those eligible but not registered). In presidential election cycles, registered Latinas and Latinos turn out to vote at rates close to those of other ethnic or racial groups who are registered. While gender differences in turnout remain for Latinas and Latinos, the gender differences in their registered voter turnout are generally smaller than the gender differences in turnout of their citizen voting-age population overall.⁹ Figure 4 shows that, in 2016, there was a 5 percentage point difference in turnout between the Latina and Latino CVAP (50% versus 45% turnout, respectively), whereas there was only about a 1 percentage point difference in turnout between Latinas and Latinos registered to vote, or 83.6% and 82.5% respectively.

Latinas also register to vote at higher rates than Latino men. In 2016, 59.8% (8.2 million) of eligible Latinas were registered to vote, compared with 54.6% (7 million) of eligible Latino men.¹⁰ Both of these registration rates are much lower than registration rates for Whites – 69.6% and 66.5% for women and men, respectively. It is clear that a significant factor driving the gender difference in turnout of the Latino citizen voting-age population, as a whole, is Latinas’ higher registration rates. It is also evident that the disparity in citizen voting-age turnout between Latinas and White non-Latinas is greatly impacted by the disparity in registration present between these two groups. These data demonstrate that voter registration efforts remain essential in efforts to increase both Latina and Latino turnout in future elections.

Latinas are a Larger Share of the Latino Vote

Table C: Percent of U.S. Latino Population, by Gender

	Percent of Total Latino Population	Percent of Latino Citizen Voting-Age Population	Percent of Latino Voters in 2016 General Election
Women	49.5%	50.8%	53.6%
Men	50.5%	49.2%	46.4%

Source Data: Current Population Survey, 2017 American Community Survey 1 Year Estimates

Unlike U.S. women as a whole, Latinas are not a majority gender in the Latino population. At 49.5% of the total Latino population in the U.S., Latinas are slightly outnumbered by Latino men. However, Latinas are a slim majority (50.8%) of the Latino citizen voting-age population and, combined with their higher registration and turnout rates, they outvote Latino men in voting participation. Table C shows that, in the 2016 general election, Latinas represented 53.6% (6.9 million) of all Latino voters, compared with 46.4% (5.8 million) for Latino men.¹¹

Table D: Percent of Voters
2016 General Election

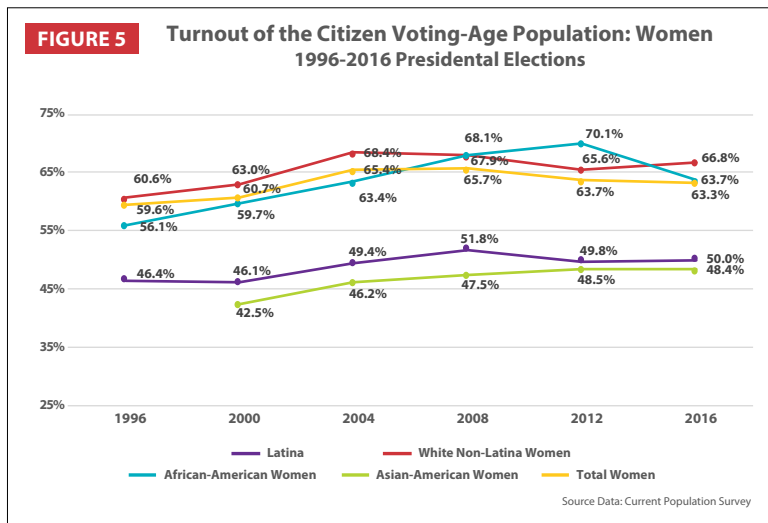
	Women	Men	Total
Latino	5.0%	4.2%	9.2%
African American	7.3%	5.1%	12.4%
Asian American	1.9%	1.7%	3.7%*
White Non-Latino	38.6%	34.7%	73.3%

Source Data: Current Population Survey

*Percentages round to 3.7%

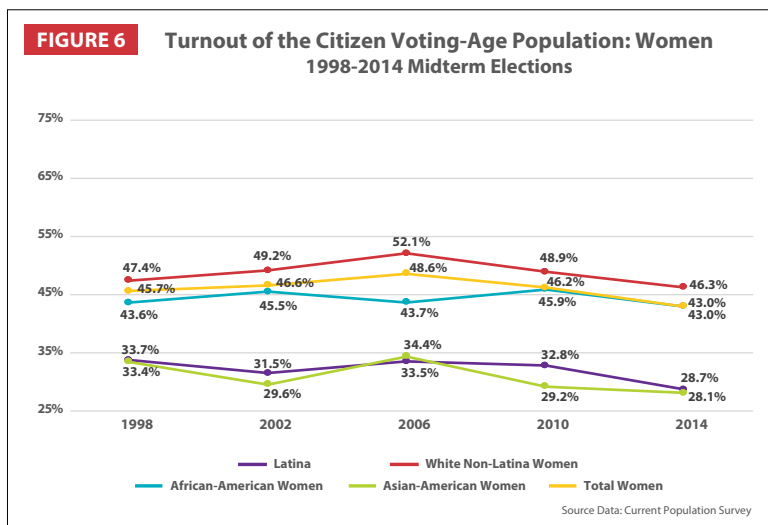
Looking at the U.S.’s total voting electorate (those casting a ballot) in the 2016 general election, we can see in Table D that Latinas comprised 5% of the total voting population compared with 4.2% for Latino men. White non-Latina women make up 38.6% of all voters compared to 34.7% of White men. African-American and Asian-American women also made up a larger share of the U.S. electorate than their male counterparts.¹²

The White-Latino Turnout Difference Within the Women’s Vote



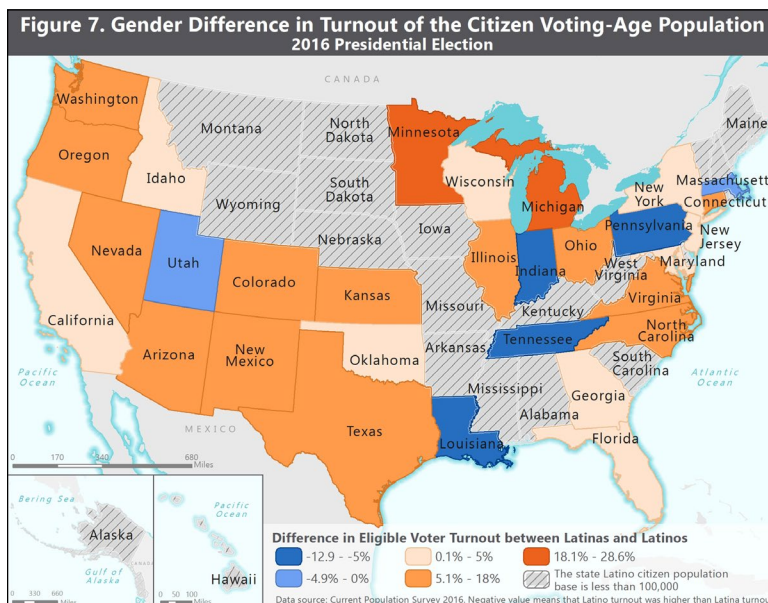
While women overall are slightly overrepresented among U.S. voters, women voters as a group are not demographically representative of the entire population of women eligible to vote (those of citizen voting-age). This is because disparities in voter turnout are significant within the women’s vote. White non-Latinas vote at much higher rates than Latinas, as well as other women of color. Figure 5 and Figure 6 show the turnout of the CVAP of women over the past two decades. The turnout difference between White non-Latinas and Latinas has been slightly increasing in midterm elections over the past two decades.¹³

In the 2016 general election, the turnout of the Latina CVAP was nearly 17 percentage points lower than the turnout of the CVAP of White non-Latinas, or 50.0% and 66.8%, respectively. This turnout disparity resulted in Latinas being 9.3% of the total number of women voters in that election, lower than their share of the total female citizen voting-age population (11.8%).



Notably, young Latinas age 18-24 have a much smaller disparity in CVAP turnout rates with White non-Latina youth than Latinas and White non-Latinas, overall. In 2016, there was only an 8 percentage point difference in turnout rates between Latina youth and young White non-Latina women - 40.7% versus 48.5%, respectively. In contrast, young Latino men age 18-24 had a nearly 17 percentage point turnout difference with White non-Latino men of the same age group.

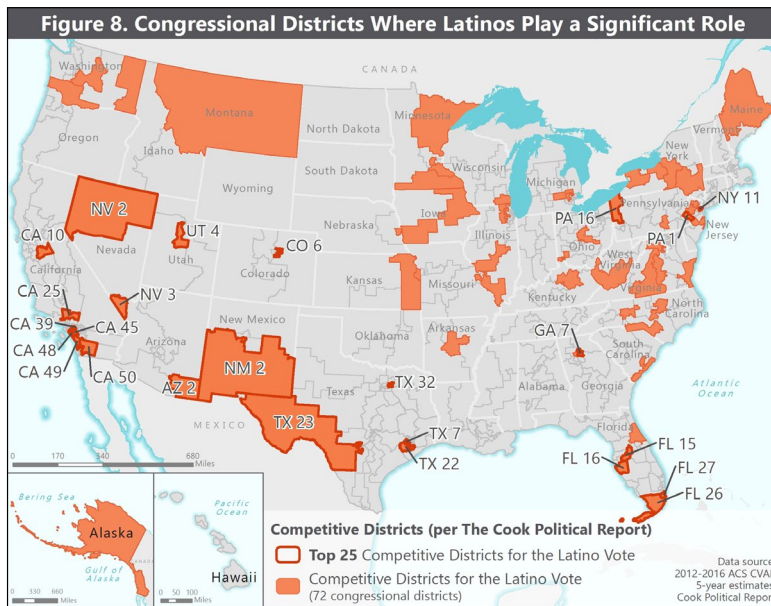
There is a smaller disparity between the turnout of registered Latinas and registered White non-Latinas than between the CVAP turnout of Latinas and the CVAP turnout of White non-Latinas. In 2016, Latino registered voter turnout was about 5 percentage points lower than the registered voter turnout of White non-Latinas, or 88.8% and 83.6% respectively.¹⁴



States Where Latinas are Outvoting Latinos the Most

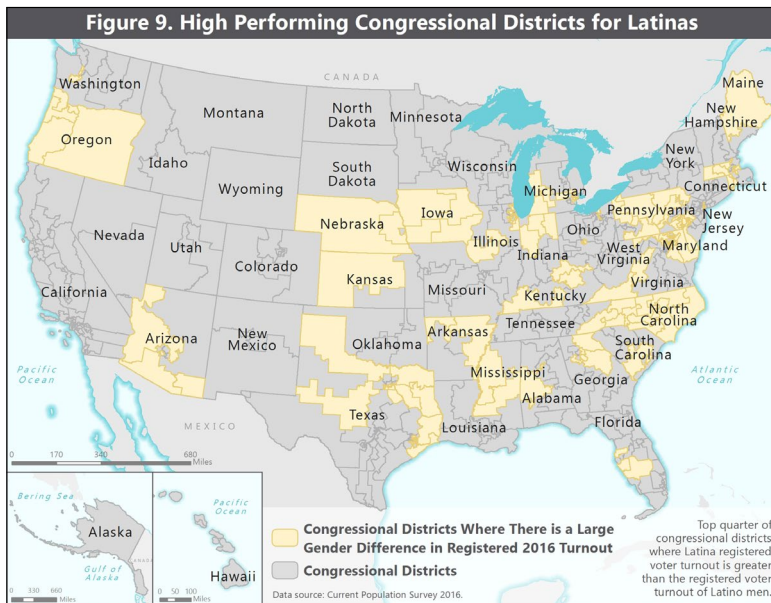
Figure 7 shows the variation between each state’s turnout of their Latina and Latino citizen voting-age populations in the 2016 general election. Latina turnout was higher than the turnout of Latino men in nearly every state with reliable estimates (see endnotes for the limitations of turnout data from small Latino population states such as Alaska and Vermont). In 15 of those states, the Latina-Latino voting difference was larger than the U.S. average, at more than five percentage points. Five of these states were among the top 10 states with the closest margins of victory in the 2016 presidential election, including Michigan and Minnesota, where Latinas outvoted Latino men by 20.7 and 28.6 percentage points, respectively.¹⁵

Congressional District Hot Spots for Latina Participation



In the second brief in this series, entitled *Midterm Elections: Latino Vote Hot Spots*, we determined the top 25 competitive congressional districts in the 2018 midterms where Latinos will likely play a significant role and thus impact the current battle for control of the House of Representatives. These districts are identified as competitive by the Cook Political Report (now updated based on currently published rankings), and have a Latino share of the citizen voting-age population that is larger than 9%.¹⁶ From Figure 8, we can see that of these 25 districts, seven are in California, four in Florida and four in Texas. (See Table A in the appendix for a complete list of the top 25 congressional districts.)

Figure 9 shows the top quarter (25th percentile) of congressional districts in the U.S. in terms of the Latina-Latino gender difference in registered voter turnout in the most recent general election (2016). In these districts, Latina registered voter turnout ranged from 10 to 16 percentage points higher than the registered voter turnout of Latino men (turnout data for the Latino citizen voting-age population by gender was not available at the congressional district level). As a result, Latinas have an outsized impact on elections in these districts due to being a much larger share of all voters. Further, many of these districts are in states with large Latino populations, such as Texas, Arizona and Florida. Fifteen of these districts are competitive in 2018 according to the Cook Political Report and five of these districts (AZ-2, FL-16, GA-7, PA-1, and PA-16) are among the top 25 competitive districts for the Latino vote in 2018. Of these districts with a large gender difference in Latino turnout, 39 were in six of the states with the closest margins of victory in the 2016 presidential election. (See Table A in the appendix for a complete list of the congressional districts where the turnout of registered Latinas was stronger than that of registered Latino men.)¹⁷



Action Steps

This report demonstrates the outsized impact of Latinas on the overall Latino electorate in the U.S. Latinas, who comprise a greater share of voters compared to Latino men, are driving the growth and electoral influence of the Latino voting population across the U.S. This is occurring at both the state and congressional district levels. Consequently, Latinas will likely be significant factors in the battle to control the House of Representatives in 2018, as well as in the 2020 presidential election.

At the same time, Latinas remain underrepresented within the U.S. women’s vote. Large disparities in voter turnout rates persist between Latinas and White non-Latinas. Additional outreach is necessary in order to see increased representation of Latinas among women voters in the U.S. However, a majority of all Latino registered voters frequently report receiving low levels of outreach and mobilization from campaigns and candidates and Latinas receive less outreach than Latino men.¹⁸ At only one month prior to the 2018 general election, 62% of Latina registered voters, compared to 54% of registered Latino men, reported that they were not asked to register or vote by any organization, including campaigns and candidates.¹⁹

Significant investment in voter outreach and mobilization is critical to realizing the full potential for both Latinas and Latinos in influencing the U.S. political landscape and, thus, the policy outcomes that impact their lives and communities.

Appendix

Table A: Top 25 Competitive Congressional Districts (CDs) for Latinos in the 2018 General Election

CD #	Latino % of CVAP	Latino % of 2016 Vote	# of CVAP Latinos	Presidential Race 2016 Margin of Victory	CVAP Who Did Not Vote	CD Race 2016 Margin of Victory	# of Latinos Registered in 2016	# of Latinos Who Voted in 2016	Incumbent	Type of Race
AZ 2	21.1%	15.5%	113,120	15,480	53,534	43,933	82,278	59,586	Open	Lean Dem
CA 10	30.8%	23.9%	140,165	7,190	77,967	8,201	85,812	62,198	Denham (R)	Rep Toss
CA 25	29.0%	22.1%	135,170	18,242	67,886	16,349	92,005	67,284	Knight (R)	Rep Toss
CA 39	27.2%	23.0%	129,250	23,448	62,022	38,098	81,965	67,228	Open	Rep Toss
CA 45	14.2%	11.4%	71,510	17,736	29,958	53,387	46,355	41,552	Walters (R)	Rep Toss
CA 48	14.3%	10.5%	73,600	5,440	36,630	50,986	42,125	36,970	Rohrabacher (R)	Rep Toss
CA 49	18.1%	12.3%	91,295	23,505	47,117	1,621	51,131	44,178	Open	Lean Dem
CA 50	20.8%	15.3%	100,300	43,958	49,300	76,291	62,410	51,000	Hunter (R)	Lean Rep
CO 6	12.3%	8.2%	63,290	33,984	26,665	31,254	47,945	36,625	Coffman (R)	Lean Dem
FL 15	15.4%	12.3%	81,905	33,410	35,967	47,524	68,285	45,938	Open	Rep Toss
FL 16	9.4%	7.2%	52,500	42,829	19,238	75,392	46,480	33,262	Buchanan (R)	Lean Rep
FL 26	63.5%	58.8%	290,615	47,047	109,445	33,054	252,332	181,170	Curbelo (R)	Rep Toss
FL 27	64.6%	57.6%	282,940	58,318	98,351	28,157	239,917	184,589	Open	Lean Dem
GA 7	9.1%	6.7%	41,295	18,833	18,974	59,861	33,527	22,321	Woodall (R)	Lean Rep
NM 2	45.2%	34.4%	214,225	23,849	121,219	58,282	142,087	93,006	Open	Rep Toss
NV 2	13.0%	9.5%	64,210	40,313	28,067	66,954	44,856	36,143	Open	Lean Dem
NV 3	13.1%	10.2%	69,385	3,263	28,184	3,943	50,280	41,201	Open	Lean Dem
NY 11	12.9%	10.7%	64,150	24,425	34,151	57,677	48,039	29,999	Donovan (R)	Lean Rep
PA 1	13.0%	2.6%	65,665	7,620	54,699	192,572	13,548	10,966	Fitzpatrick (R)	Rep Toss
PA 16	11.9%	1.2%	61,180	64,567	56,751	34,083	6,720	4,429	Kelly (R)	Lean Rep
TX 7	19.0%	14.9%	83,280	3,518	41,173	31,551	65,321	42,107	Culberson (R)	Rep Toss
TX 22	19.5%	14.7%	98,885	24,192	49,445	58,185	78,357	49,440	Olson (R)	Lean Rep
TX 23	62.0%	47.5%	281,735	7,878	162,673	3,051	225,361	119,062	Hurd (R)	Lean Rep
TX 32	14.2%	11.0%	67,805	5,194	33,974	96,565	52,619	33,831	Sessions (R)	Rep Toss
UT 4	9.2%	6.2%	43,495	18,625	24,346	34,184	25,687	19,149	Love (R)	Rep Toss

Letters in parentheses denotes party affiliation of incumbent. D=Democratic and R=Republican.

Competitive districts:

Blue shading: Designated "Lean Democratic" or "Toss-Up Democratic" by the Cook Political Report as of October 2018.

Red shading: Designated "Lean Republican" or "Toss-Up Republican" by the Cook Political Report as of October 2018.

Data Source: Cook Political Report, Daily Kos Elections, Catalist LLC American Community Survey

Table B: Congressional Districts Where the Gender Difference in Registered Voter Turnout is Highest for Latinos* 2016 General Election

Alabama	Arkansas	Arizona	Delaware	Florida	Georgia	Iowa	Illinois	Indiana
AL 7	AR 1, AR 3	AZ 2, AZ 3, AZ 4, AZ 7	DE 1	FL 12, FL 16, FL 17	GA 4, GA 7, GA 9, GA 10, GA 13	IA 1, IA 2, IA 3, IA 4	IL 1, IL 2, IL 4, IL 7, IL 8, IL 10, IL 11, IL 18	IN 2, IN 3, IN 4
Kansas	Kentucky	Massachusetts	Maryland	Maine	Michigan	Mississippi	North Carolina	Nebraska
KS 1	KY 1, KY 4, KY 6	MA 1, MA 2, MA 3, MA 7, MA 8	MD 1, MD 2, MD 3, MD 4, MD 5, MD 6, MD 8	ME 2	MI 2, MI 3, MI 6, MI 8, MI 13, MI 14	MS 2, MS 3,	NC 1, NC 2, NC 3, NC 4, NC 5, NC 6, NC 7, NC 8, NC 9, NC 10, NC 11, NC 12, NC 13	NE 1, NE 3
New York	Ohio	Oregon	Pennsylvania	Rhode Island	South Carolina	Texas	Virginia	Washington
NY 7, NY 8, NY 9, NY 13, NY 15	OH 3, OH 11	OR 1, OR 2, OR 3, OR 4, OR 5	PA 1, PA 2, PA 3, PA 5, PA 6, PA 7, PA 8, PA 9, PA 10, PA 11, PA 13, PA 16	RI 1, RI 2	SC 6	TX 1, TX 4, TX 5, TX 6, TX 9, TX 11, TX 13, TX 14, TX 18, TX 29, TX 30, TX 33, TX 36	VA 6, VA 9	WA 7, WA 10

Competitive districts:

* Latina registered voter turnout is 10 percentage points or higher than Latino registered voter turnout.

Blue shading: Designated "Lean Democratic" or "Toss-Up Democratic" by the Cook Political Report as of October 2018.

Red shading: Designated "Lean Republican" or "Toss-Up Republican" by the Cook Political Report as of October 2018.

Data Source: Catalist LLC

Notes

1. CCEP analysis of Current Population Survey (CPS), November Supplement on Voting and Registration: 1996-2016 general elections. See: <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-580.html>. In 1996, data reported by the CPS for the White population included figures for Asian Americans, as well as Latinos. Latino data alone was also reported. CPS data is the most utilized estimate of voter turnout in the U.S., aside from state voter records (which do not provide demographic identification). However, CPS data can be problematic because of the overreporting (and occasional underreporting, by some groups) inherent in survey data involving self-reported rates of turnout, and also due to its methodology in treating non-responses. These issues often produce higher state turnout rates than those reported by state voter records, and the findings are not comparable to those utilizing state voter records. When comparing voter turnout across states and by demographic group, CPS voter data has the most consistent data collection methods and is the most reliable source available for historical analyses. For more information on CPS methodology, see: <https://www.census.gov/programs-surveys/cps/technical-documentation/complete.html>. For more information on the CPS overreporting bias, see: <http://www.electproject.org/home/>. For an analysis of the CPS reporting bias, see the United States Elections Project: <http://www.electproject.org/home/voter-turnout/cps-methodology/>.
2. For this study, we define a congressional district as competitive if it has been designated “Lean Democratic,” “Lean Republican,” “Toss-Up Democratic,” or “Toss-Up Republican” by the Cook Political Report. Districts labeled “lean” face competitive races in which one party has advantage. Districts labeled “toss-up” are highly competitive, meaning that either of the two main parties has a good chance of winning. For more information on the system, see: <https://www.cookpolitical.com/ratings/house-race-ratings>. Latina voting numbers at the congressional district level were determined the CCEP’s analysis of Catalist voting records for the 2016 general election. Catalist is a political data vendor that provides detailed registration and microtargeting data to campaigns. It collects voter registration data from all states, cleans the data, and makes the records uniform across geographies. It appends hundreds of variables to each voter record. Latinos are distinguished in the registration data primarily from the general population by the use of Spanish surname lists, which identify registrants with commonly-occurring Spanish surnames. Note: Due to methodological differences, using actual voter registration data can produce a more conservative calculation of voter turnout rates than turnout rates reported by the Current Population Survey. National and state level turnout analysis using Current Population Survey data should not be directly compared with congressional district level analysis of turnout calculated with actual voter registration data.
3. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 2016 General Election.
4. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 1996-2016 General Election. Voter turnout of the citizen voting-age population at the congressional district level was calculated using CCEP analysis of Catalist registration and voting records for the 2016 general election. Catalist is a political data vendor that sells detailed registration and microtargeting data to campaigns. It collects voter registration data from all states, cleans the data, and makes the records uniform across geographies. It appends hundreds of variables to each voter record. Latinos are distinguished in the registration data primarily from the general population using Spanish surname lists, which identify registrants with commonly-occurring Spanish surnames. Note: Due to methodological differences, using actual voter registration data can produce a more conservative calculation of voter turnout rates than turnout rates reported by the Current Population Survey. National and state level turnout analysis using Current Population Survey data should not be directly compared with congressional district level analysis of turnout calculated with actual voter registration data.
5. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 1996-2016 General Elections.
6. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 1996-2016 General Elections.
7. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 1996-2016 General Elections. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 1996-2016 General Election. The term African American is utilized in this brief to include individuals who have reported their race as Black or African-American based on available U.S. Census classifications. See note #1 for limitations of CPS voter data.
8. See CCEP Brief 1 (July 2018), entitled The Strength of the Latino Vote: Current and Future Impact on the US Political Landscape, for an overview of the growing Latino electorate in the U.S, at <http://ccep.ucdavis.edu/policy-briefs>.
9. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 2016 General Election.
10. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 2016 General Election.
11. Total population and citizen voting-age population data source: American Community Survey 2016, 1-Year Estimates.
12. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 2016 General Election.
13. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 1996-2016 General Elections.
14. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 2016 General Election.
15. CCEP analysis of Current Population Survey, November Supplement on Voting and Registration: 2016. See: <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-580.html>. The crosshatch symbol in Figure 7 indicates that, according to the Current Population Survey, the citizen population base in that state is less than 100,000. This includes the following states: Alabama, Alaska, Arkansas, Delaware, District of Columbia, Hawaii, Iowa, Kentucky, Maine, Mississippi, Missouri, Montana, Nebraska, New Hampshire, North Dakota, Rhode Island, South Carolina, South Dakota, Vermont, West Virginia, and Wyoming. The Census considers this population base too small to show the derived measure of turnout of the citizen voting-age population. The ten states with the closest margin of victory between the top two presidential candidates in the 2016 presidential election are: Michigan, New Hampshire, Pennsylvania, Wisconsin, Florida, Minnesota, Nevada, Maine, Arizona, and North Carolina.
16. See CCEP Brief 2 (July 2018), entitled The Strength of the Latino Vote: Latino Vote Hot Spots, for a discussion of Latino turnout by congressional district, at <http://ccep.ucdavis.edu/policy-briefs>. For this study, we define a congressional district as competitive if it has been designated “Lean Democratic,” “Lean Republican,” “Toss-Up Democratic,” or “Toss-Up Republican” by the Cook Political Report. Districts labeled “lean” face competitive races in which one party has advantage. Districts labeled “toss-up” are highly competitive, meaning that either of the two main parties has a good chance of winning. For more information on the system, see: <https://www.cookpolitical.com/ratings/house-race-ratings>. Latina voting numbers at the congressional district level were determined the CCEP’s analysis of Catalist voting records for the 2016 general election.
17. Latina voting numbers at the congressional district level were determined the CCEP’s analysis of Catalist voting records for the 2016 general election. Data for congressional districts NH-1, NH-2, WI-1, WI-2, WI-3, WI-4, WI-5, WI-6, WI-7, WI-8 and WY-1 were removed from the analysis due to limitations in the data. See note 15 for a list of the ten states with the closest margin of victory between the top two presidential candidates in the 2016 presidential election.
18. See Latino Decisions Election Eve Poll, 2014, sponsored by Latino Victory Project, NCLR, America’s Voice. NALEO Educational Fund/Noticias Telemundo/Latino Decisions Tracking Poll, 2016. The poll was sponsored by the America’s Voice, SEIU, Latino Victory Project, Mi Familia Vota, and National Council of La Raza.
19. NALEO Educational Fund/Latino Decisions Weekly Political Tracking Poll of Latino registered voters, 2018. See: <http://www.latinodecisions.com/blog/2018/10/22/lack-of-outreach-still-major-issue-for-california-latino-voters-in-election-2018/>

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This project was undertaken in partnership with UnidosUS (formerly National Council of La Raza), and with collaboration from Clarissa Martinez De Castro, Deputy Vice President for Policy and Advocacy.

Acknowledgments

We would like to thank Luis Fraga, Ph.D., Jonathan Fox, Ph.D., Melissa Breach and Kim Alexander for their help in making this brief possible by providing careful review of and feedback on its contents. We would also like to thank Jason Mendez at Snapshot Media for his graphic design services.



This research is supported through funding from Carnegie Corporation of New York.



About the California Civic Engagement Project (CCEP)

The California Civic Engagement Project (CCEP) is part of the USC Sol Price School of Public Policy in Sacramento. The CCEP conducts research to inform policy and on-the-ground efforts for a more engaged and representative democracy, improving the social and economic quality of life in communities. The CCEP is engaging in pioneering research to identify disparities in civic participation across place and population. Its research informs and empowers a wide range of policy and organizing efforts aimed at reducing disparities in state and regional patterns of well-being and opportunity. Key audiences include public officials, advocacy groups, media and communities themselves. To learn about the CCEP's national advisory committee, or review the extensive coverage of the CCEP's work in the national and California media, visit our website at <http://ccep.usc.edu>

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About Unidos US

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels. For 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our country stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on Facebook and Twitter.

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