Latino vote: Obstacles & Opportunities

- 57 million → 12 million
- What can be done by states
- Research from the field
Latinos are young! Must target youth.
The untapped Latino electorate

Eligible

Registered

Eligible, Not registered
Growing the Latino vote in 2016

California
3,210,000
Eligible to vote, but not registered

3,882,000 Registered
Growing the Latino vote in 2016

Texas
2,127,000
Eligible to vote, but not registered

2,654,000 Registered
Growing the Latino vote in 2016

Florida
1,092,000
Eligible to vote, but not registered

1,779,000 Registered
Growing the Latino vote in 2016

New York
691,000
Eligible to vote, but not registered

1,044,000 Registered
Growing the Latino vote in 2016

Arizona
491,000
Eligible to vote, but not registered

654,000 Registered
Growing the Latino vote in 2016

Illinois
439,000 Eligible to vote, but not registered

634,000 Registered
The voter registration gap

Among citizen voting age population (CVAP)

Percent who are registered to vote, 2016

- White: 73.9%
- Black: 69.4%
- Latino: 57.3%
- Asian: 56.3%

Source: U.S. Census Voting & Registration, Nov 2016
The voter turnout gap

Among citizen voting age population (CVAP)

Percent who voted among registered

- **White**
  - 2012: 87%
  - 2014: 67%

- **Black**
  - 2012: 91%
  - 2014: 63%

- **Latino**
  - 2012: 82%
  - 2014: 53%

- **Asian**
  - 2012: 84%
  - 2014: 55%

Source: U.S. Census Voting & Registration, Nov 2012-14
Mobilizing Latinos Beyond 2016

- 26.6 million Latinos were eligible to vote in 2016 and an estimated 15.3 million were registered
  - 57% were registered; but 11.3 million eligible yet not registered
- If Latinos had equivalent registration rate to Whites and Blacks of about 70% percent, 18.6M would be registered
  - That’s 3.3 million MORE Latinos on the voter rolls
  - Forecasting growth to 2020, that would put 20M Latinos on the rolls
Some data from Oregon 2012-2016

- Latino voter registration

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible</td>
<td>121,000</td>
</tr>
<tr>
<td>Registered</td>
<td>69,000</td>
</tr>
<tr>
<td>Reg rate</td>
<td>57%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Voting & Registration, Nov 2012-16
Some data from Oregon 2012-2016

- **Latinos voter registration**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible</td>
<td>121,000</td>
<td>223,000</td>
</tr>
<tr>
<td>Registered</td>
<td>69,000</td>
<td>142,000</td>
</tr>
<tr>
<td>Reg rate</td>
<td>57%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Voting & Registration, Nov 2012-16
Some data from Oregon 2012-2016

- **Latino voter registration**

<table>
<thead>
<tr>
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<th>2012</th>
<th>2016</th>
<th>Change</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible</td>
<td>121,000</td>
<td>223,000</td>
<td>+102,000</td>
<td>84%</td>
</tr>
<tr>
<td>Registered</td>
<td>69,000</td>
<td>142,000</td>
<td>+73,000</td>
<td>106%</td>
</tr>
<tr>
<td>Reg rate</td>
<td>57%</td>
<td>64%</td>
<td>+7%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Voting & Registration, Nov 2012-16
The voter mobilization gap

Did someone from a political party ask you to vote?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>National (Weighted)</td>
<td>44%</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>47%</td>
</tr>
<tr>
<td>African American</td>
<td>38%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>33%</td>
</tr>
<tr>
<td>Asian American</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: American National Election Study 2008
Cycle of undermobilization

First time voters with no vote history

Newly naturalized citizens & new adults

Latinos turnout at lower rates

Parties do not target less likely voters

2016 reported contact
- National: 35%
- Colorado: 52%
- Nevada: 52%
- Florida: 43%
- California: 35%
- Texas: 30%
- Illinois: 28%
- New York: 22%
Improving Latino registration

- Latinos are young – target young people
  - Pre-registration of 16-17 year olds
  - High school, community college outreach

- Latinos are immigrants – target newly naturalized

- Automatic voter registration
  - DMV is one option, but explore all possibilities

- Automatic vote-by-mail
Common themes in Latino GOTV

- Latino voters are just like any other voter – contact, mobilization, outreach works – we just need **MORE**
- Themes of community, ethnic pride, solidarity seem to resonate well and can mobilize Latino voters
  - Co-ethnic, bilingual contact resonates
- Different modes of contact have different effects
  - Phone, Mailers, Door-to-door, Email, Text…
  - Person-to-person contact the most effective