

**Briefing:**

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**LATINOS & POLLING**

**Getting It Right**

- **Alan Abramowitz**, Alben W. Barkley Professor of Political Science at Emory University, and Senior Columnist for Sabato's Crystal Ball election analysis website
- **Gabriel Sanchez**, Principal at Latino Decisions and Professor of Political Science at the University of New Mexico
- **Michael Frias**, Chief Client & Marketing Officer, Catalist LLC
- **Jonathan Robinson**, Senior Research Analyst, Catalist LLC
- **Clarissa Martínez-De-Castro**, NCLR Deputy Vice President (host/moderator)

- **A community 55 million strong**
  - ▣ 76% of Latinos are United States Citizens

### Electoral Participation

	Latino CVAP <sup>‡</sup>	Latinos Registered	Latinos Voted	Latino % of Total Voters <sup>‡</sup>
2008	19,537,000	11,608,000	9,745,000	7.43%
2012	23,329,000	13,697,000	11,188,000	8.42%

Electorate Growth	2008-2012
White	2.19%
Black	13.27%
Latino	18.00%

- **In 2016, number of Latino voters projected to reach 13mi**
  - ▣ Still over 12 million Latinos eligible, but not yet registered
  - ▣ 80-82% of registered Latinos vote in presidential elections

- **Polls, given sampling challenges in measuring voter subgroups, have observed inaccuracies**
  - ▣ Prime example: 2004 exit poll originally reported Hispanic support at 44% for Bush, 53% for Kerry\*
  - ▣ In December 2004, NCLR noted in *“How Did Latinos Really Vote in 2004?”*

**In both 2004 and 2000, President George W. Bush attracted a substantial and increasing share of the Latino vote, compared to previous Republican presidential candidates. Given the uncertainties inherent in exit polling and other survey research, the precise share of the Hispanic vote received by the President and Senator Kerry in 2004 will never be known, although undoubtedly it will be a subject of continuing research, analysis, and controversy. After reviewing the available data carefully, NCLR’s sense is that NEP’s reported 53% Kerry- 44% Bush results for Hispanic voters in 2004 are at the extreme end of plausibility. Another plausible scenario, which produces a result that can be reconciled with both the pre-election and exit polls’ margins of error, is that about 59% of Latinos voted for Senator Kerry and about 39% for President Bush.<sup>18</sup>**

\*NEP revised those results, but original numbers still widely reported today

- **Polling of Latino community has become more robust in the last decade, but challenges persist**
- **NCLR started conducting election eve polling of highly-likely Latino voters in 2006**
- **That has grown into an increasingly sophisticated, multi-state poll with higher accuracy in measuring how Latinos vote**