



The Glover Park Group
EXPERIENCE STRATEGY CREATIVITY

Memorandum

To: National Council of La Raza
From: Robert Moran, Fabrizio McLaughlin & Associates
David Cantor, The Glover Park Group
Re: Analysis of the Latino Vote in Key States

Per your request, below is our analysis of the potential impact of the Latino vote on the Presidential election in selected states. In conducting this analysis, we examined 2000 election returns, exit polls and census data. We also looked at models projecting the growth of Latino voters, reviewed recent state polls and considered other factors that could affect turnout in 2004. As part of this discussion, we looked at what would have happened in 2000 if Bush had gotten 40% of the Latino vote in targeted states (his campaign's target—he got 35% nationally according to exit polls) or if Gore had garnered 70% of the Latino vote in targeted states (his campaign's target—he got 62% nationally according to exit polls).

Based on our analysis, we have two principal findings. First, hypothetical swings in Latino voter preferences based on actual 2000 turnout would have produced different outcomes in two states: Florida and New Mexico. In this connection, we believe that Latino voter turnout and preference will be a decisive factor in the outcome of the 2004 race in these two states.

Florida

- Bush won Florida by 537 votes in 2000.
- There were approximately 477,000 non-Cuban Latino voters in FL in 2000, accounting for 8% of the vote that year.
- According to exit polls, Gore got only 54% of the non-Cuban Latino vote in Florida. Nationally, Gore got 62% of the Latino vote.
- If Gore got 60% of the non-Cuban Latino vote in Florida, he would have won Florida by over 42,000 votes. If he got 70%, he would have won the state by 137,807 votes—winning the state by more than 2%.
- Current polls continue to show Bush and Kerry in a statistical dead heat.
 - A 9/18-22 CNN/USA Today/Gallup survey shows Bush leading Kerry in Florida 49% to 46%.

New Mexico

- Gore won New Mexico by 366 votes in 2000.
- There were roughly 176,000 Latino voters in NM—roughly 30% of the total electorate.

- According to exit polls, Gore carried the Latino vote 66% to 32%.
- If Bush had reached his target of 40% of the Latino vote, he would have won New Mexico by more than 24,000 votes. Conversely, if Gore got 70% of the Latino vote, he would have won the state by almost 11,000 votes.
- New Mexico continues to be a battleground state, with recent polls showing another very close race.
- The 9/14-16 ARG poll shows Kerry with a 5-point lead in New Mexico (49% to 44%).

Second, we believe there are several potential battleground states where growing Latino populations are increasingly important. In some of these states, external factors make it likely that the Latino percentage of the electorate will increase significantly. If the presidential race is very close in these states, support from Latino voters will be important.

Arizona

- Bush carried Arizona by 96,000 votes (6 points) in 2000.
 - There were approximately 229,000 Latino voters in 2000.
 - Proposition 200, a ballot initiative that would require proof of US citizenship for voting and public assistance, will be considered in November. Some observers think it has the potential to disproportionately boost Latino voter turnout in Arizona as a similar initiative did in California.
- The 9/11-14 ARG poll shows Bush with a 6 point lead (49%-43%). If the race tightens among non-Hispanics, Latino voters will be important for both campaigns.

Colorado

- Bush carried the state by 145,000 votes (8 points) in 2000. However:
 - There were approximately 168,000 Latino voters in 2000.
 - Hispanic Attorney General Ken Salazar is in a hotly contested Senate race. Some observers believe that his presence on the ballot could generate significant increases in Latino turnout and support for Democratic candidates in other races, including the presidential campaign.
- Some recent polls, including the 9/10-13 ARG poll, show Colorado to be very close. With such a tight race, the turnout and support of Latino voters could be critical for both candidates.

Nevada

- Bush carried the state by 21,600 votes in 2000.
 - There were approximately 42,000 Latino voters in Nevada that year.
- Some recent polls, including the 9/12-14 ARG poll, show Nevada to be very close. With such a tight race, the turnout and support of Latino voters could be important.

In a close race in which both Presidential campaigns are emphasizing that “every vote counts,” this analysis shows that neither campaign would be served by ignoring this community, especially in states where the Latino vote could be decisive, states where external factors could significantly increase Latino turnout and states that are so close that even shifts in small minority populations can be important.