

Election 2012: Latinos in the Battleground States



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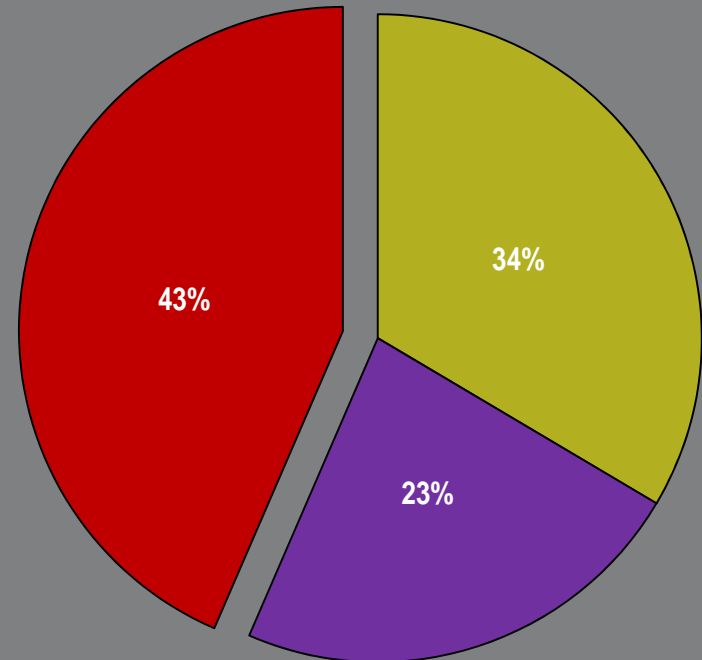
Overview

- A quick look at the national numbers
 - Latino voting-age population (VAP), citizenship voting-age population (CVAP), registration, and voting numbers, 2000-2008
 - Latino voting growth rates, compared with other groups, 1994-2008
 - Latino presidential preference, 1992-2008
- A look at Latinos in battleground states
 - Presidential margins of victory, 2004, 2008
 - Latino votes cast, 2004, 2008
 - Latino registered voters, 2008, 2012 (projected)
 - Indicators: Latino rates of unemployment, foreclosures, uninsurance, graduation, and poverty level.

The Latino Population

- One out of every six people in America today are Latino.
 - Latinos are the fastest growing segment of the electorate.
 - 74% of Latinos are U.S. Citizens
 - (93% of those under 18 are USCs)
 - Between 2000 and 2008, the number of **Latino voters grew by 64%, from 5.9 to 9.7 million.**
 - It is expected that in 2012, approximately 12 million Latinos will go to the polls.
- Between 2013 and 2023, an average of **886,563*** Latino citizen children will turn 18 every year

Latino Population by Voting Age and Eligibility (2011)



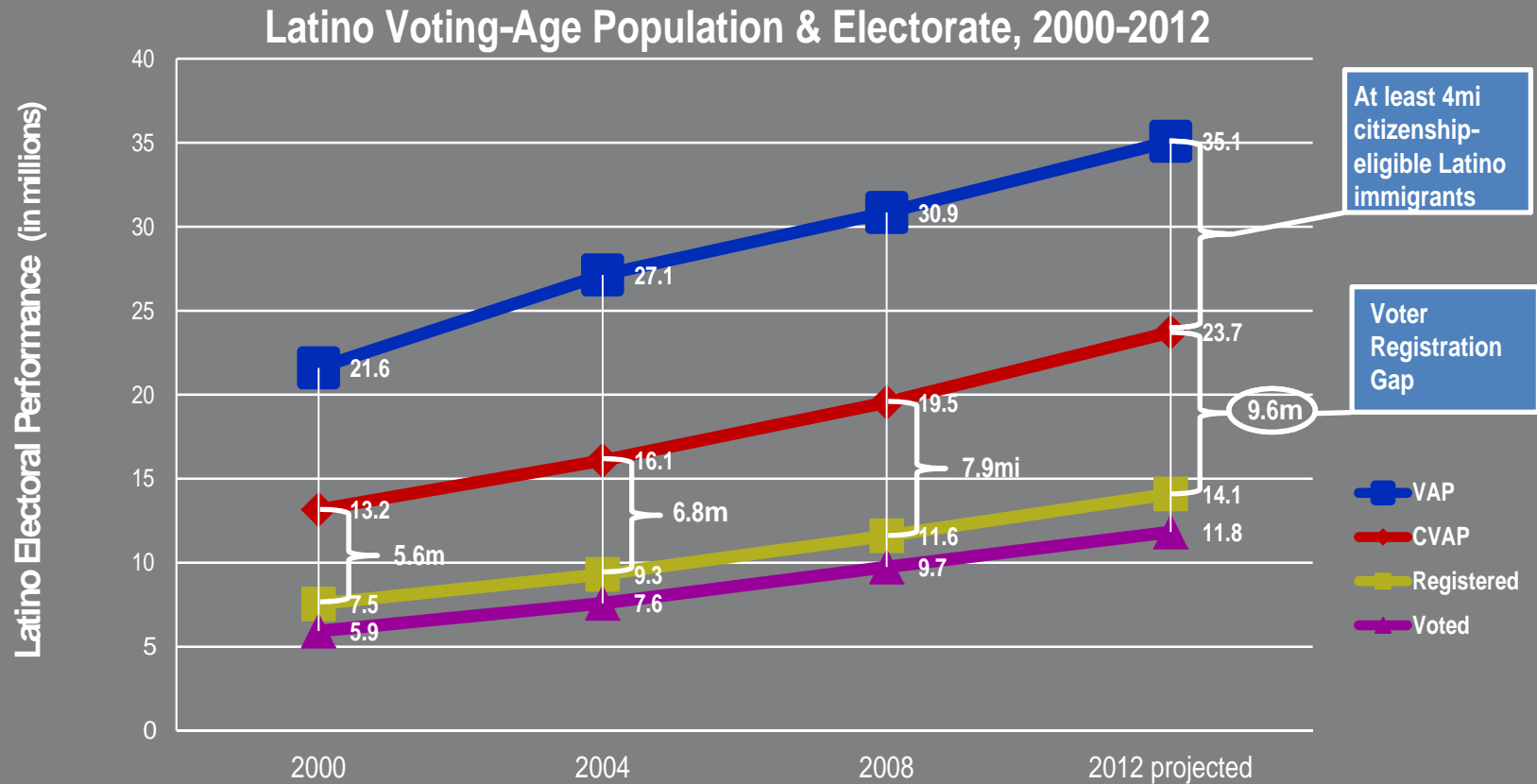
■ Population under 18, not of voting age
■ Voting-age population (VAP), not yet citizen
■ Citizen voting-age population (CVAP), eligible to register

Source: U.S. Census Bureau, 2011 American Community Survey (accessed October 22, 2012), Table B050031.

■ See NCLR Fact Sheet "Latinos Turning 18," 2012

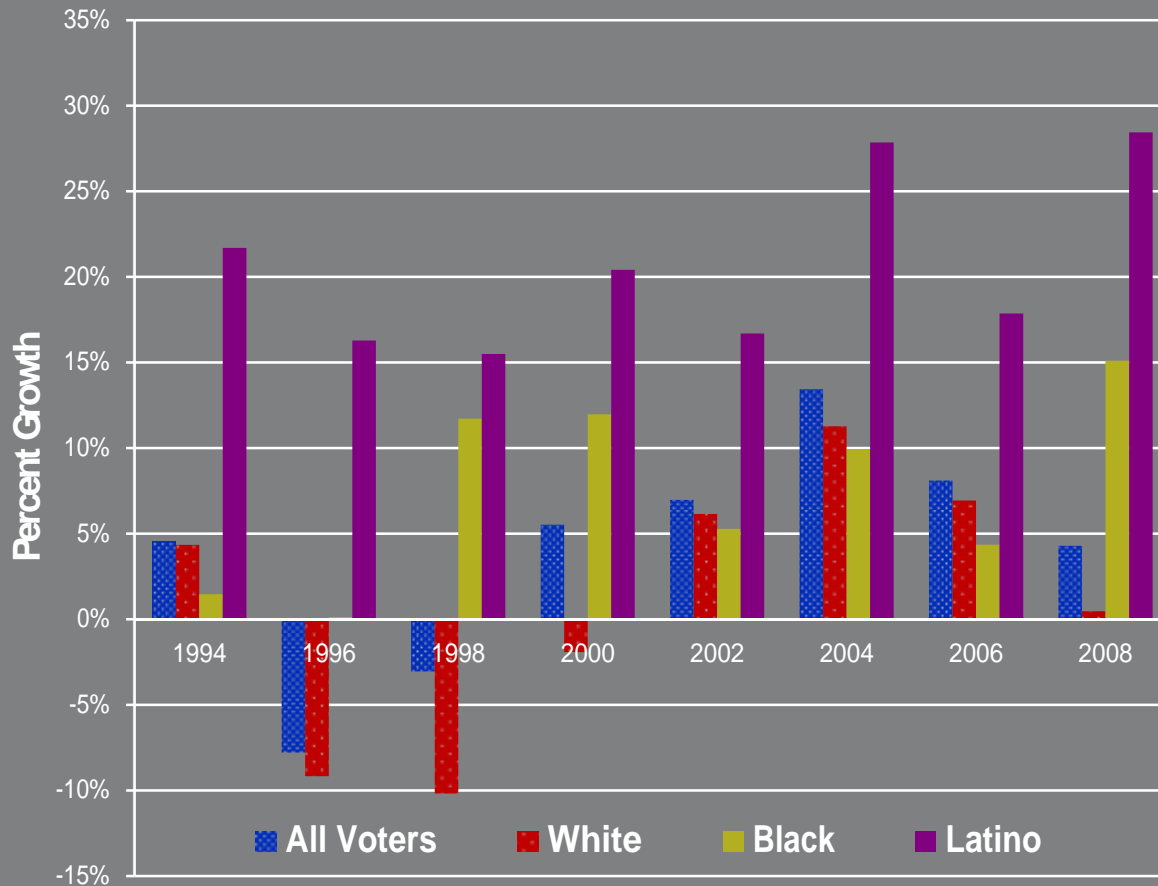
Latino Participation & Potential

The numbers show that citizenship and voter registration are key strategies to expand the Latino electorate



Source: U.S. Census Bureau, "Voting and Registration in the Election of November 2000, 2004, and 2008," Current Population Survey, Table 2. Projections for 2012 calculated by NCLR.

U.S. Electoral Growth, 1994-2008



Between 2004 and 2008, the number of Latino voters grew by 28.4%. In that period, the number of Black voters grew by 15.1% and the number of White voters grew by 0.5%.

By 2028, Latino children will add nearly 15.8 million potential voters to the American electorate.

Source: U.S Census Bureau, "Voting and Registration in the Election of November 1994, 1996, 1998, 2000, 2006, 2008," Current Population Survey, Table 2. The rate of growth calculated by NCLR, is based on the previous election cycles (midterm to midterm,

Presidential Preference

Hispanic Presidential Preference (1992–2008)

Year	Source	%Rep	%Dem	%Other
2008		McCain	Obama	Other
	Natl. Election Pool (NEP)*	31	67	2
2004		Bush	Kerry	Other
	NEP**	44	53	2
	Los Angeles Times (LAT)	45	54	1
	New York Times (NYT)	43	56	
2000		Bush	Gore	Other
	Voter News Service (VNS)	35	62	3
	LAT	38	61	1
	NYT	31	67	2
1996		Dole	Clinton	Other
	VNS	21	72	6
	LAT	21	71	7
1992		Bush	Clinton	Other
	VNS	25	61	14
	LAT	27	51	21
1988		Bush	Dukakis	
	VNS	30	69	
	LAT	34	65	

* In 2008, LAT and NYT tracked the NEP exit poll, and thus are not reported here.

** On December 3, 2004, NBC issued a statement lowering Bush's share of the Hispanic vote to 40%, although NEP data were not officially edited or modified (First Read - MSNBC.com, December 3, 2004. Available online at: <http://www.msnbc.msn.com/id/6531105/>). The precursor to NEP was VNS, which was disbanded in 2003 after controversies over the 2000 and 2002 election results.

Source for 1988–2004 chart: *How Did Latinos Really Vote in 2004?* Washington, DC: NCLR, November 15, 2004. Revised January 15, 2005.

While the accuracy of exit poll data in measuring Latino participation has been legitimately called into question, this chart presents a couple of trends: In 1992 and 1996, Democrats increased their level of Latino support, while in 2000 and 2004, Republicans made inroads with this electorate.

In 2008, President Obama shifted momentum back to the Democratic column.

Latino Voting in Battleground States

STATE	Latino Population Growth, 2000-2010 ¹	2004 Pr. margin of victory ²	2004 Latino share of votes ³	2008 Pr. margin of victory ²	2008 Latino share of votes cast ³	2008 Latino share of reg. voters ³	2012 Latino share of reg. voters, projected ⁴
COLORADO	41.2%	5% R	7.9%	9% D	8.4%	9.2%	12.1%
FLORIDA	57.4%	5% R	11.2%	3% D	15.4%	15.7%	16.7%
IOWA	83.7%	1% R	0.8%	9% D	1.3%	1.3%	2.4%
MICHIGAN	34.7%	3% D	1.5%	16% D	1.4%	1.5%	2.0%
NEVADA	81.9%	3% R	8.3%	13% D	11.6%	11.4%	13.7%
NEW HAMPSHIRE	79.1%	1% D	0.7%	9% D	1.1%	1.5%	1.5%
NORTH CAROLINA	111.1%	12% R	0.7%	1% D	1.8%	1.7%	2.9%
OHIO	63.4%	2% R	1.6%	5% D	1.3%	1.4%	1.5%
PENNSYLVANIA	82.6%	2% D	1.5%	11% D	2.8%	2.9%	3.0%
VIRGINIA	91.7%	8% R	2.2%	6% D	2.0%	1.9%	2.3%
WISCONSIN	74.2%	1% D	2.2%	13% D	2.3%	2.5%	2.2%
NATIONAL	43.0%	3% R	6.0%	7% D	7.4%	7.9%	9.2%

Sources:

¹ NCLR calculation using U.S. Census Bureau, "American Fact Finder," 2000 and 2010 Decennial Census, <http://www.factfinder2.census.gov/faces/nav/jsf/pages/index.html>

² CNN Election Center 2004, 2008, exit poll data

³ U.S. Census Bureau, "Voting and Registration in the Election of November 2004 and 2008," Current Population Survey, Table 2. Latino share calculated by NCLR

⁴ Latino Decisions, "New 2012 Voter Registration Numbers Highlight Potential of Latino Vote in 9 Key States," blog, August 13, 2012. <http://www.latinodecisions.com/blog/2012/08/13/new-2012-voter-registration-numbers-highlight-potential-of-latino-vote-in-9-key-states/>

In an electoral environment where battleground states get all the attention, Latinos are already part of the story in states like Colorado, Florida, and Nevada.

But as margins tighten, Latino participation may be critical in other battleground states where this electorate's numbers are small and have not received much attention. In 2008, for example, Latino voting participation exceeded the margins of victory in North Carolina and Indiana. In 2012, states like Iowa, Ohio, and Virginia could potentially be in that position.

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Latino Indicators in Battleground States

STATE	Unemployment rate ¹	Foreclosed, in or near foreclosure rate ²	Uninsurance rate ³	High School Graduation rate ⁴	Poverty rate ⁵
COLORADO	11.5%	25%	29.2%	58.7%	24.3%
FLORIDA	11.6%	36%	33.8%	72.6%	22.7%
IOWA	11.7%	13%	27.0%	53.4%	32.6%
MICHIGAN	10.7%	30%	17.7%	43.6%	29.6%
NEVADA	14.5%	38%	32.0%	53.3%	23.1%
NEW HAMPSHIRE	8.8%	19%	25.2%	NA	20.7%
NORTH CAROLINA	9.2%	14%	45.9%	54.1%	34.9%
OHIO	8.8%	20%	22.9%	50.5%	30.0%
PENNSYLVANIA	14.5%	15%	20.8%	58.7%	33.3%
VIRGINIA	5.8%	29%	35.2%	65.5%	17.8%
WISCONSIN	12.2%	18%	22.8%	64.2%	26.6%
NATIONAL	11.5%	26%	31.2%	63.0%	25.8%

Sources:

¹ Bureau of Labor Statistics, "Employment status of the civilian noninstitutional population by sex, race, Hispanic or Latino ethnicity, marital status, and detailed age," 2011 Annual Averages, <http://www.bls.gov/lau/table14full11.pdf>

² Center for Responsible Lending, "State Rates of Completed Foreclosure and Serious Delinquency, by Borrower Race and Ethnicity (2004-2008 Originations)," Disparities in Mortgage Lending and Foreclosures: Maps and Data, November 2011.

³ NCLR, "Latino Uninsurance at the National and State Levels," 2012

⁴ Education Week, "Graduation in the United States," Diplomas Count, 2012. Graduation rates are for 2009.

⁵ U.S. Census Bureau, "2011 American Community Survey 1-Year Estimates," Table B17020I: Poverty Status in the Past 12 Months by Age (Hispanic or Latino), American Fact Finder, http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B17020I&prodType=table (Accessed October 25, 2012)

In 2012, the #1 issue for Hispanic voters, as for the electorate overall, is jobs and the economy. This has generally been the case for Latinos over the years and, having been hit disproportionately by the economic and foreclosure crises, it is no surprise that it tops the list.

Education has traditionally competed with jobs and the economy for the #1 or #2 priority spots, making it noteworthy that immigration, normally lower on that list, has held the #2 spot over the last two years, fueled by passage of Arizona's racial profiling legislation, SB 1070, and its copycats in five other states.

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Courting the Latino Vote

What previous election cycles tell us about how to gain Latino voter support:

- Lesson #1: Candidates matter, and demonizing immigrants and Hispanics is a losing strategy
- Lesson #2: Issues matter, and candidates need to define their stance on the issues Latino voters care about
- Lesson #3: Meaningful outreach is essential, significant investments pay off

Additional Resources

NCLR reports and materials on the Latino Vote:

- *Fact Sheet: Latinos Turning 18 (2012)*
- *Evolution of the Latino Vote by Region and in Key States (2012)*
- *LEAP: A Model for Increasing Latino Civic Participation (2012)*
- *Engaging the Latino Electorate (2011)*
- *Latinos, Voting, and Future Elections—What's Next? (2010)*
- *Poll: Election-Eve Survey of Latino Voters (2010), Latino Decisions/NCLR/AV/SEIU*
- *Latino Voters and the 2010 Election: Numbers, Parties and Issues (2010)*
- *Latino Participation in Midterm Elections: A Quick Glance (2010)*
- *Catalysts and Barriers to Attaining Citizenship: AN ANALYSIS of ya es hora ¡CIUDADANIA! (2010)*
- *Poll: Latino Reaction to Arizona Immigration Law (2010), Latino Decisions/NCLR*
- *Citizenship Beyond Reach (2009)*
- *The Latino Electorate: Profiles and Trends (2007)*
- *Poll: Election-Eve Survey of Latino Voters (2006), Lake Research Partners/Public Opinion Strategies/NCLR*
- *How Did Latinos Really Vote in 2004? (2004)*
- *Mobilizing the Vote: Latinos and Immigrants in the 2002 Midterm Election (2002)*
- *Mobilizing the Latino Vote: Tapping the Power of the Hispanic Electorate (2002)*
- *The Latino Vote in the '90s (2000)*

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