

NCLR

NATIONAL COUNCIL OF LA RAZA

★ Act
★ Participate
★ Vote

DYNAMICS OF THE LATINO ELECTORATE

Shaping the 2016 Election

Roundtable



2

- Clarissa Martinez De Castro, Deputy VP, NCLR @CMartinezDC
- Sylvia Manzano, Principal, Latino Decisions @LatinoDecisions
- Maria Urbina, VP Politics & Natl Campaigns, Voto Latino @marijose489
- Moderator: Fernando Pizarro, Correspondent, Univision @Fpizarro_DC

Latinos in the U.S.

- **A community 55 million strong**
 - ▣ One in every six Americans is Hispanic
 - ▣ By 2060, it will be one in three

- **76% of Latinos are United States Citizens**
 - ▣ Of those under 18, 93% are USCs

- **One of every six workers in U.S. is Latino**
 - ▣ By 2050, it will be one in three

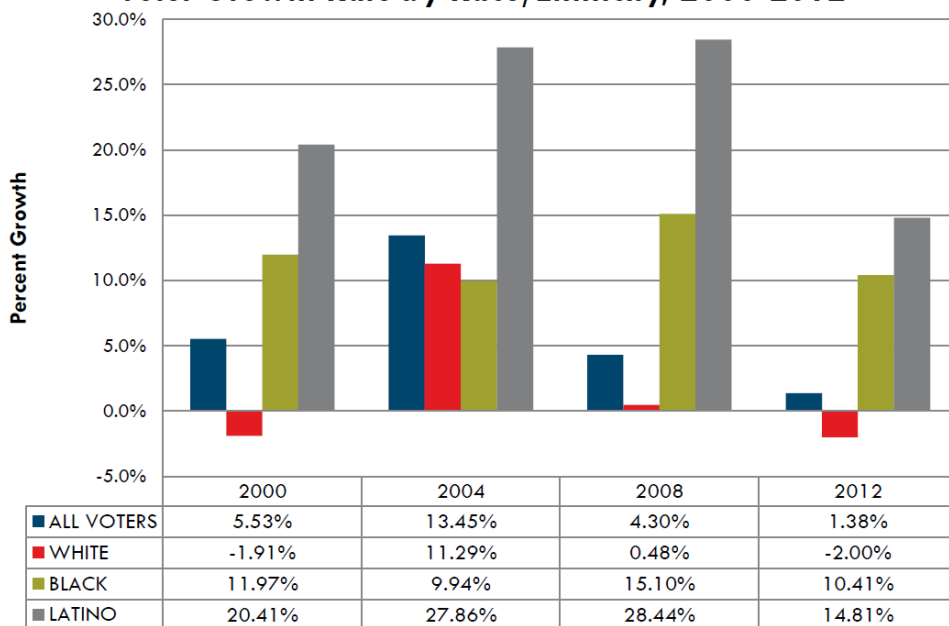
The Landscape

- **Latinos voters will play pivotal role in 2016**
 - ▣ Natl: Arizona, Colorado, Florida, Nevada, New Mexico, *Pennsylvania, Ohio, North Carolina, Virginia, Wisconsin*
- **Contradictory environment - solid narrative that Latino support is needed to win the White House, but:**
 - ▣ Campaign season has taken a decidedly anti-immigrant, anti-Latino tone
 - ▣ Investments in nonpartisan Latino voter registration are weak

U.S. Voter Growth Rate



Voter Growth Rate by Race/Ethnicity, 2000-2012

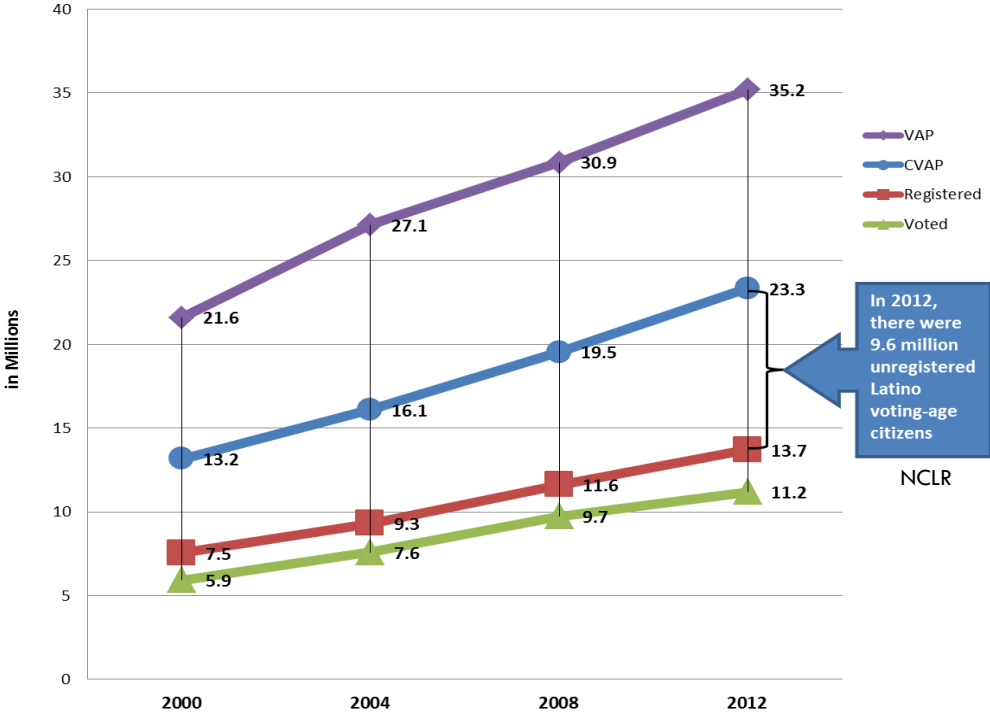


Source: U.S. Census Bureau "Voting and Registration in the Election of November 2000, 2004, 2008, and 2012" *Current Population Survey*, Table 2. The rate of growth, calculated by NCLR, is based on growth from presidential to presidential cycle.

- While Latino registration and voting percentages are still lower than other groups, the Latino growth rate in both has been consistently in the double digits
- By comparison, in that same period, the number of African Americans voting grew by 38% and decreased by 2% for Whites
- Between 2000 and 2012, the number of Latinos voting grew by 89%

Latino Vote Trends

Latino Voting-Age Population, 2000-2012



- In 2012, Latino support proved essential to winning the presidency and many state and local races
- **In presidential elections, over 80% of registered Latinos vote**
- In 2016, there are more than 12 million Latinos eligible to register
- The Latino vote is expected to grow to 13 million*

In presidential elections, voter registration is key to unlock full magnitude of the Latino Vote

* Projection from NALEO Educational Fund

Top States, Latino Vote Share



7 Exit poll margin and U.S. Census data

State	Electoral Votes	POTUS 2012	2012 Margin	SEN UP		Latino Voters, 2012		Latino Registered Voters, 2012		Latino CVAP unregistered, 2012 (in thousands)
				2014	2016	State Share	Number	State Share	Number	
New Mexico	5	Blue	9.90%	Blue		34.85%	306	35.69%	349	195
California	55	Blue	20.90%	Blue		23.45%	3,157	23.99%	3,684	2,826
Texas	38	Red	-15.80%	Red		21.87%	1,890	24.67%	2,652	2,215
Florida	29	Blue	0.90%	Red		17.26%	1,399	17.82%	1,622	628
Arizona	11	Red	-10.10%	Red		16.58%	400	18.35%	516	473
Nevada	6	Blue	6.60%	Blue		14.98%	157	15.39%	181	121
New York	29	Blue	26.60%	Blue		10.88%	835	11.06%	983	565
New Jersey	14	Blue	17.10%	Blue		10.76%	395	10.82%	468	305
Colorado	9	Blue	4.70%	Blue		10.38%	259	10.78%	284	213
Rhode Island	4	Blue	27.20%	Blue		6.82%	32	6.70%	37	20
Connecticut	7	Blue	18.00%	Blue		6.57%	103	7.22%	127	93
Massachusetts	11	Blue	23.10%	Blue		5.97%	202	5.75%	216	106
Illinois	20	Blue	16.20%	Red		5.43%	295	6.46%	415	355
Utah	6	Red	-47.90%	Red		4.79%	49	5.36%	61	90
Washington	12	Blue	14.10%	Blue		4.38%	139	4.87%	172	126
Total Electoral Votes	256									

- Per exit polls, Latino share of 2012 electorate: 10%
- In 2012, 80% of Latino voters were concentrated in 9 states. In order of Latino votes cast: CA, TX, FL, NY, AZ, NJ, NM, IL and CO
- 15 states with fastest growth rate in Latino voters: MA, TN, UT, MI, NH, RI, OR, IA, LA, DE, VA, AZ, IN, CO and OH

NCLR #Latinos Vote 2016 Campaign



8

Working with Affiliate Network to register and energize Latino community

Leveraging policy, polling, programs and communications work to elevate issues of concern to Latino

- **Canvassing** plans for Florida, Pennsylvania and Nevada
- Multi-state **service provider program** with NCLR staff training and supporting community-based organizations to register people in their communities
- NCLR/MiTu **voter registration app and online campaign**
- A **high school senior registration curriculum**, developed with school teachers, students and administrators, to promote in-school registration
- A **phone registration model** in partnership with NCLR Affiliates, contacting their clients to help them register to vote

Community Tools

9



- Put voter registration in the palm of our community's hand with web tool and Latinos Vote mobile app.
- Assistance to help incorporate civic engagement into services and programs
- A network of allies to partner with, to open up registration opportunities for those you serve
- High School Democracy Project – curriculum to partner with schools to register their students
- A one-stop site to find information and assistance

www.nclr.US/VoterCentral

Courting the Latino Electorate

- ❑ **Latino voter growth will continue**
- ❑ **If current party trends toward Latinos continue**
 - ❑ **Republicans are facing a shrinking base**

There will not be an electoral map, and more importantly, an electorate as favorable to *current* incarnation of the GOP as 2014
 - ❑ **Democrats are facing an expanding base, but have not sealed the deal**

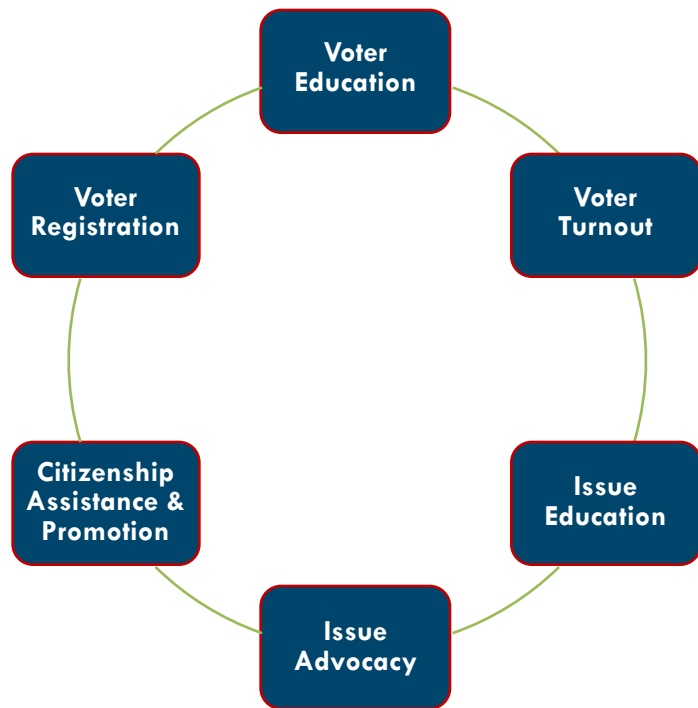
But they are not fully implementing strategies to capitalize on that opportunity

Courting the Latino Electorate

11

- ❑ **Candidates matter** – developing a relationship with community; demonizing immigrants and Hispanics is a losing strategy
- ❑ **Issues matter** – candidates need to define their positions on the issues that matter to the Hispanic community
- ❑ **Meaningful outreach is essential** – lean in, communicate record; significant investments pay off

NCLR's Civic Engagement Work: Building a Participation Continuum



Strengthen civil society

by connecting eligible immigrants to citizenship, citizens to registration and voting, and the community at large to ongoing issue education and advocacy,

to achieve transformational policy change

To date, NCLR has registered over 500,000 voters, through canvassing, phonebanking, and working with our affiliates in a service provider program active since 2002.



BECOME A VOTER

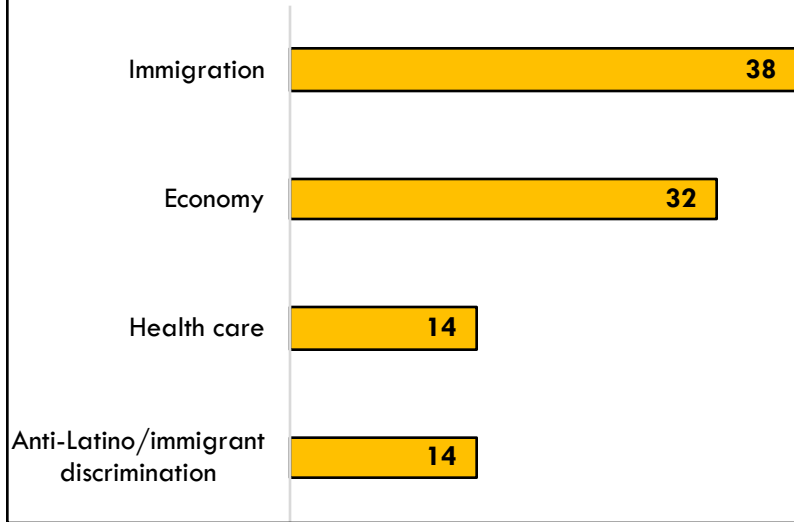
Download the **Latinos Vote App**
Apple Store | Google Play

LATINO VOTERS AND THE 2016 ELECTION

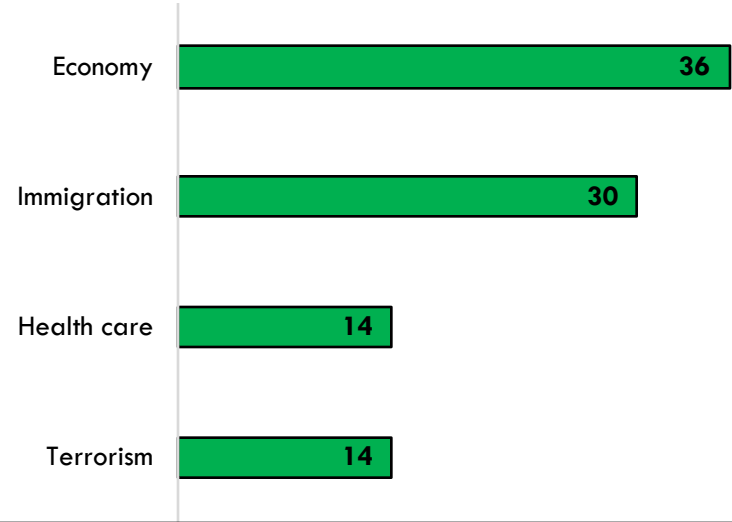
Sylvia Manzano, PhD
Principal
Latino Decisions

Immigration Remains High Priority

What are the most important issues facing the Latino community that you think Congress and the President should address?



What are the most important issues that you think Congress and the President should address?



Favorability Indicators

(Net, favorable, and unfavorable reported)

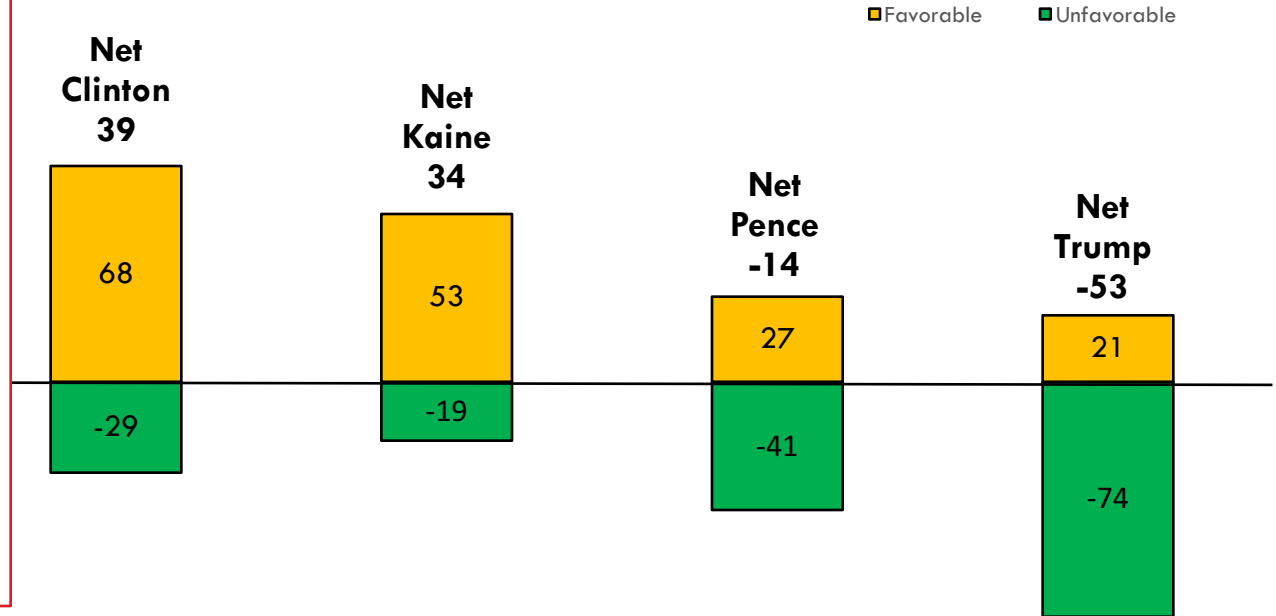
Trump Unfavorable

74% English interview

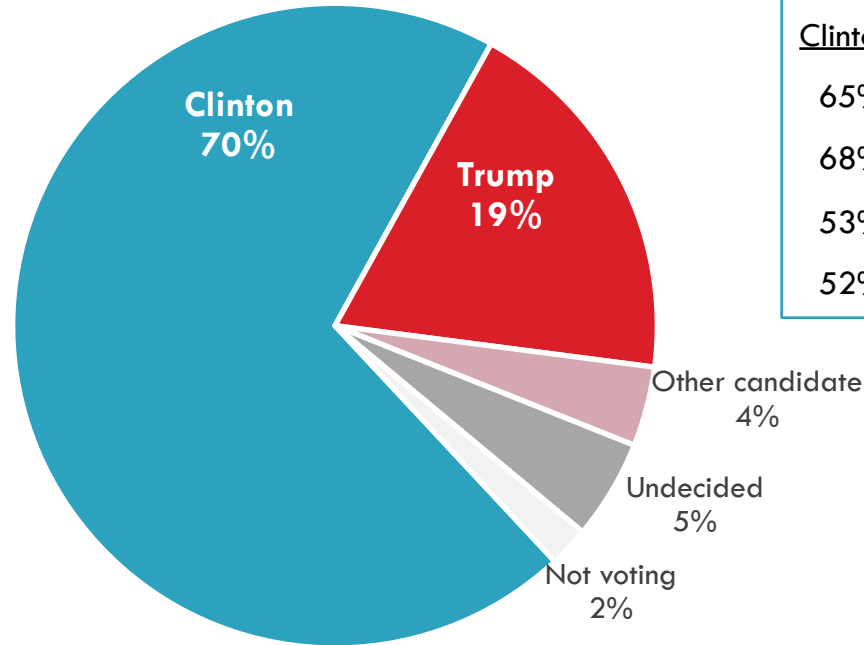
73% U.S. Born

68% Independents

56% Cuban



Presidential Vote



Clinton vote

65% English interview

68% U.S. Born

53% Prior GOP voters

52% Cuban

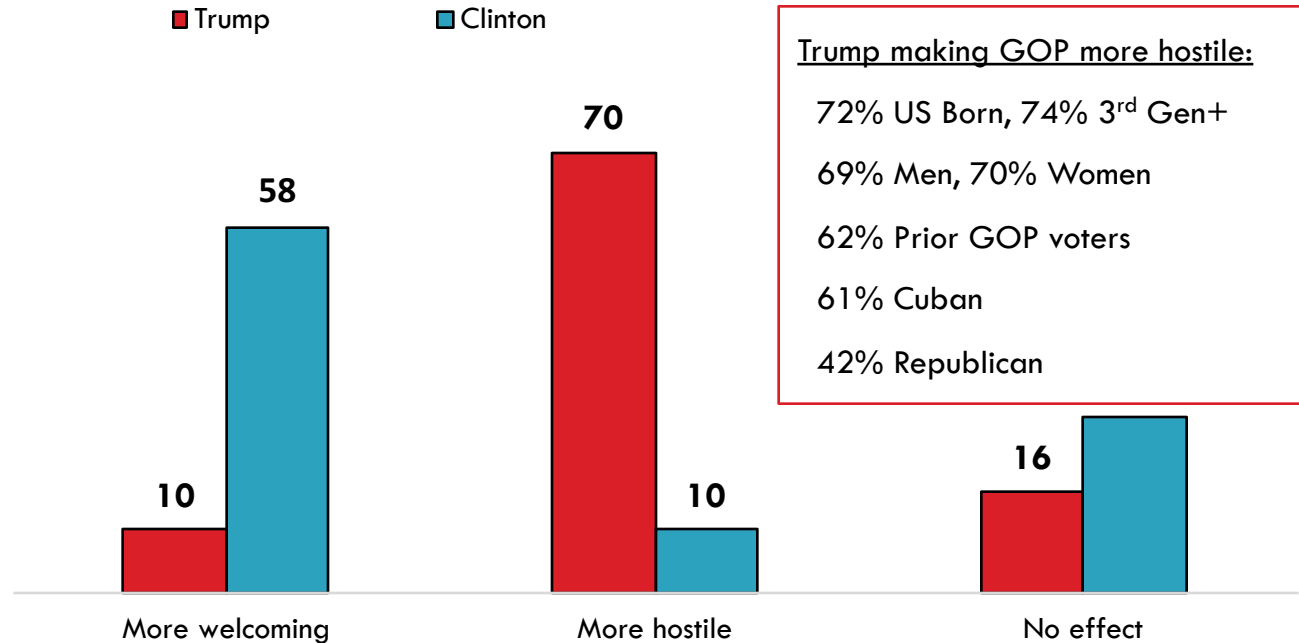
Presidential Candidates Impact Perceptions of Party

Do you think Trump/Clinton has made the Republican/Democratic party:

More welcoming to Latinos,

More hostile to Latinos,

Or had no effect



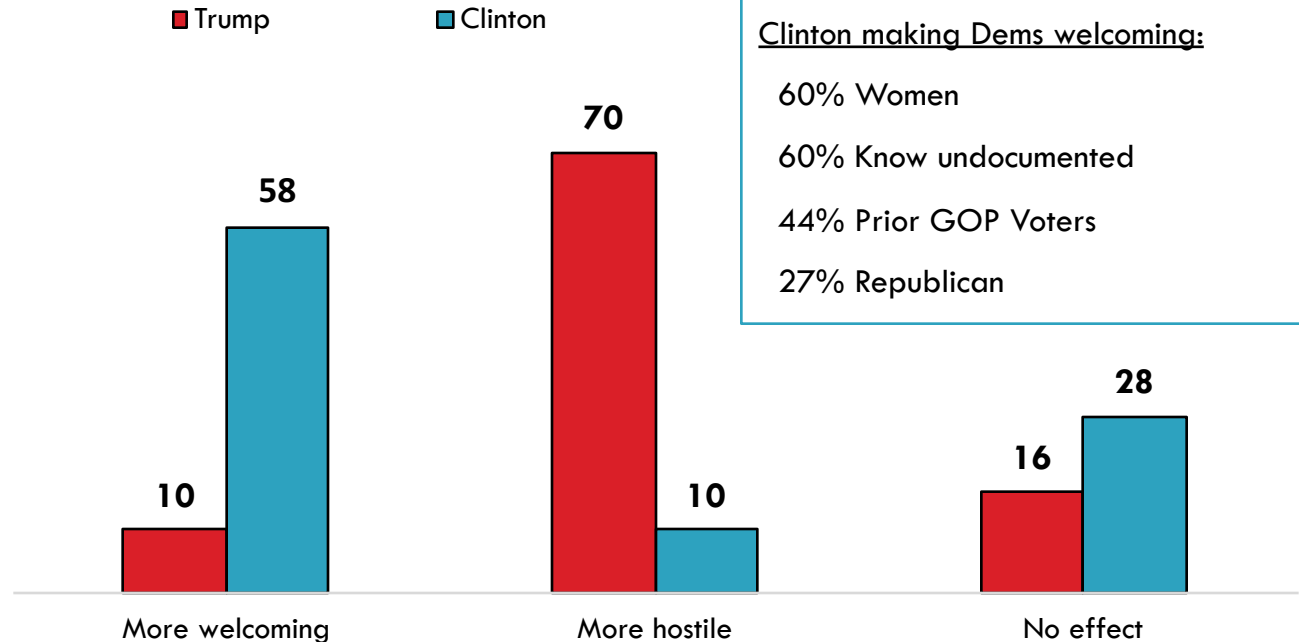
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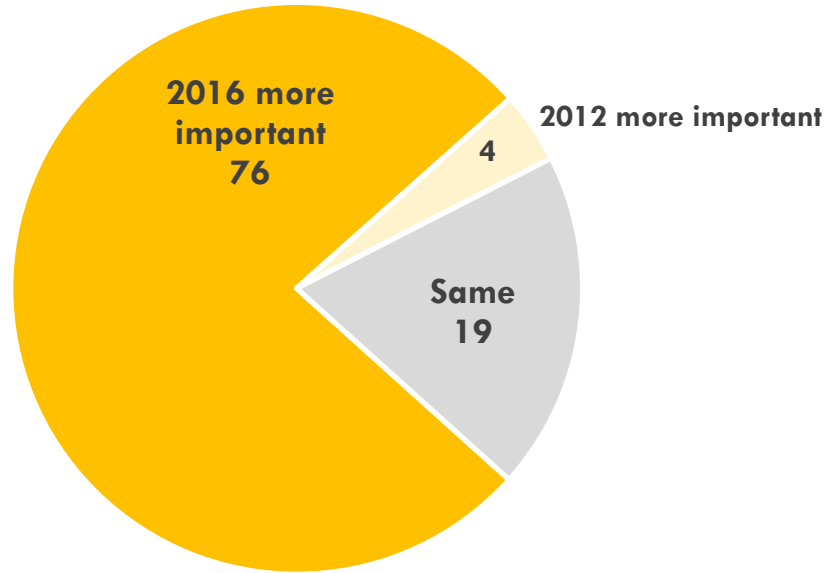
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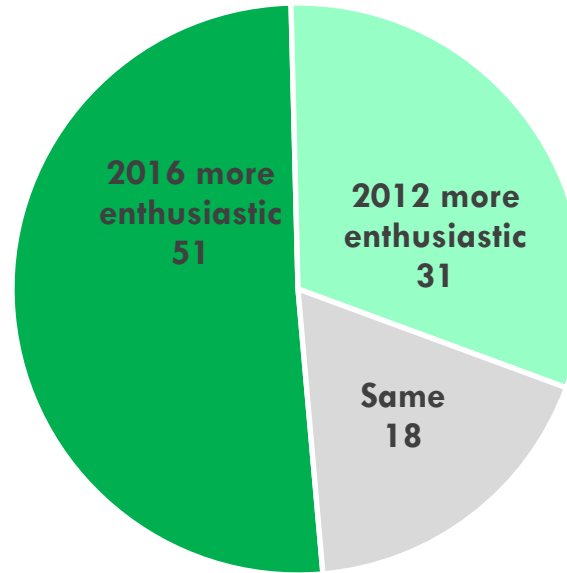
Voting in 2016: Important

Thinking about the upcoming 2016 presidential election, do you feel like it is MORE important that you vote in this election compared to the last presidential election, in 2012?



Voting in 2016: Enthusiasm

Thinking ahead to the November 2016 presidential election, would you say you are more enthusiastic about voting in 2016, or that you were more enthusiastic about voting back in 2012?

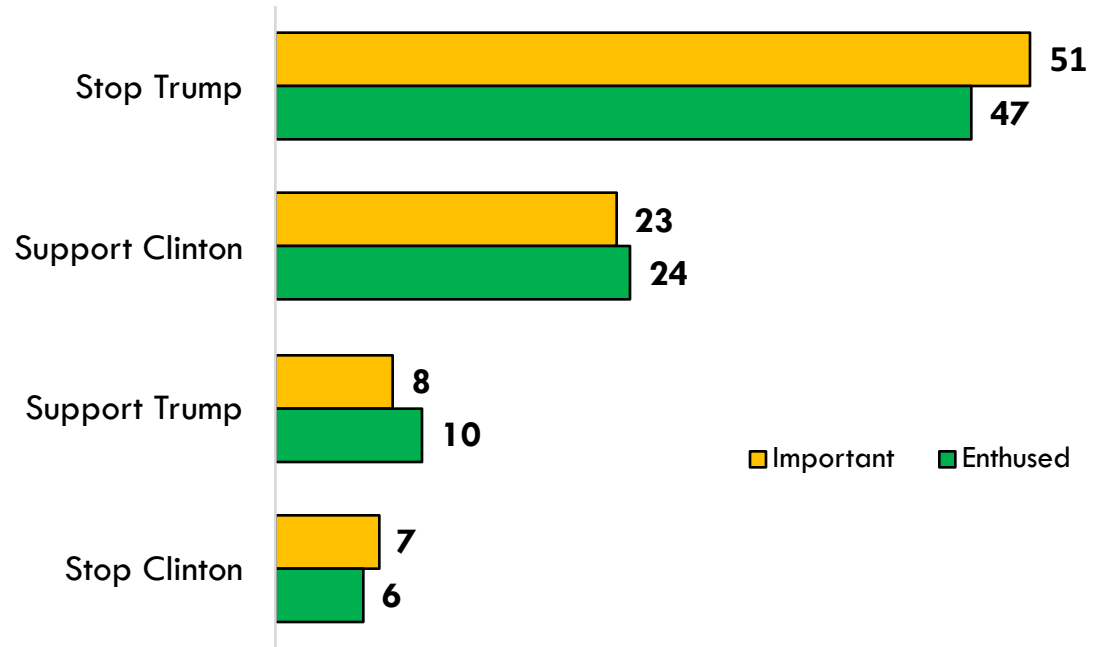


Source: America's Voice/Latino Decisions National Survey August 2016 (N=3,729; MoE +/-1.6%)

Reasons Enthusiasm and Importance of Voting Up in 2016

What is different about 2016 that makes more important/enthusiastic to vote this time?

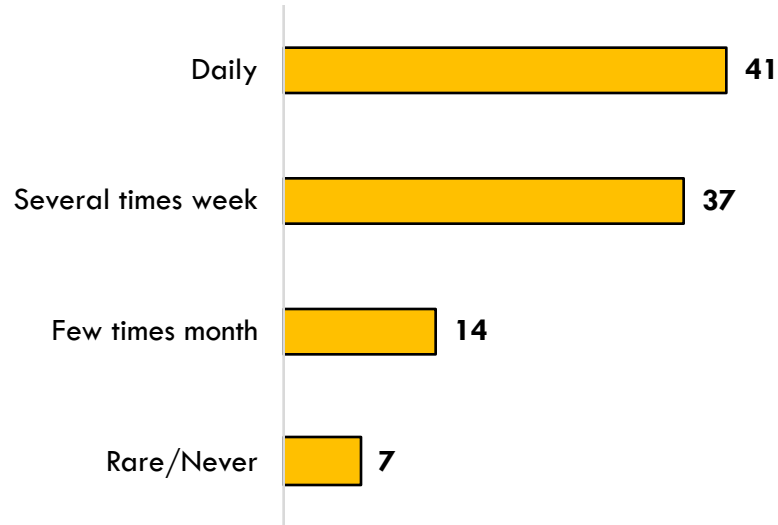
[Asked of the 76% who said 2016 more important, and the 51% who said more enthused in 2016]



Attention and Engagement

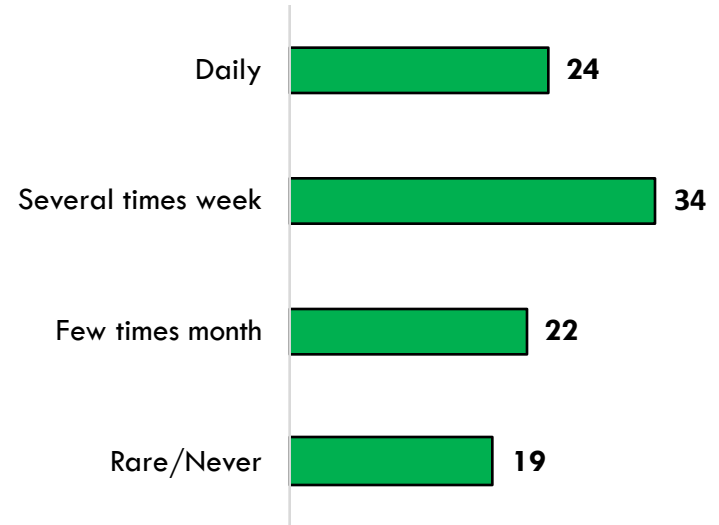
How often do you follow news related to the upcoming election?

(Including online, social media, TV, radio)



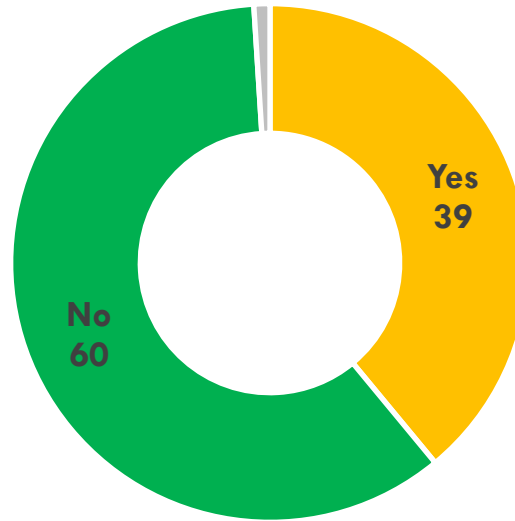
How often do talk about the upcoming election with family, friends, or co-workers?

(Including in-person, phone, text, online, social media)



Contact and Outreach

Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote?



LD 2016 Threshold Calculator

	[1] Share	[2] GOP %	[3] contrib
White	70.5	59.0	41.60
Latino	10.4	47.0	4.89
Black	12.5	12.0	1.50
Asian	3.5	26.0	0.91
Other	3.1	38.0	1.18
Total	100		50.07

GOP TOTAL

2016 Calculator

www.latinodecisions.com/2016-calculator/

Enter your estimates for what the 2016 electorate will look like using our new **LD Threshold Calculator**. Simply type estimates into columns 1 and 2 below and the will automatically update.

LD 2016 Threshold Calculator

	[1] Share	[2] GOP %	[3] contrib
White	70.5	59.0	41.60
Latino	10.4	47.0	4.89
Black	12.5	12.0	1.50
Asian	3.5	26.0	0.91
Other	3.1	38.0	1.18
Total	100		50.07
			GOP TOTAL

Instructions

In column [1] "Share", enter your own projection for how large or small each racial group will comprise of the total 2016 electorate

In column [2] "GOP %", enter your projection for the percent that will vote Republican, among each racial group

Press ENTER and watch the GOP TOTAL automatically re-calculate

Our 2016 Baseline Assumptions

	Share	GOP %	contrib
White	70.5	59.0	41.60
Latino	10.4	??	??
Black	12.5	12.0	1.50
Asian	3.5	26.0	0.91
Other	3.1	38.0	1.18
Total	100		45.19
			GOP TOTAL

Point of reference: 2012 exit polls

	Share	GOP %	contrib
White	72	59.0	42.48
Latino	10	27.0	2.70
Black	13	6.0	0.78
Asian	3	26.0	0.78
Other	2	38.0	0.76
Total	100		47.50
			GOP TOTAL





Dynamics of the Latino Electorate: Shaping the 2016 Elections

Section 1 - Celebrity Voices

Section 2 - Social Media

Section 3 - Latino Millennials

Section 4 - HHMA

Section 5 - VoterPal

Celebrity voices



Section 1 - Celebrity Voices

Section 2 - Social Media

Section 3 - Latino Millennials

Section 4 - HHMA

Section 5 - VoterPal

Social media



Section 1 - Celebrity Voices

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Latino Millennials



	Total RVs	Men RVs	Women RVs	Hisp Women	Hisp Mill Women
College affordability	35	32	38	80	83
Equal pay w/ stats	46	37	54	78	87
Equal pay	50	40	58	77	83
Paid family leave	37	31	43	70	87
Paid sick	43	34	50	62	64
Childcare	31	29	33	54	56
Loan debt	27	24	30	51	58
Repo Health	41	33	49	52	60
Repo Health w/ abortion	35	29	41	43	56
Abortion ban	21	25	17	21	21

Section 1 - Celebrity Voices

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Hispanic Heritage Month of Action



**THERE'S POWER
IN OUR VOTE**

Section 1 - Celebrity Voices

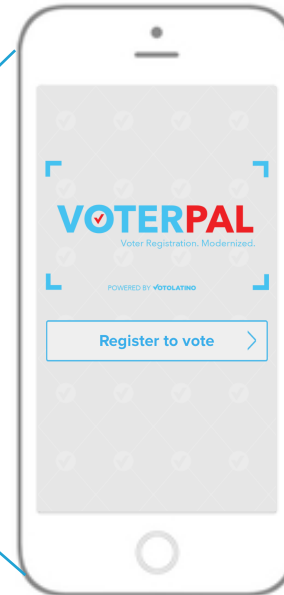
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VoterPal





CONTACT US

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50

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