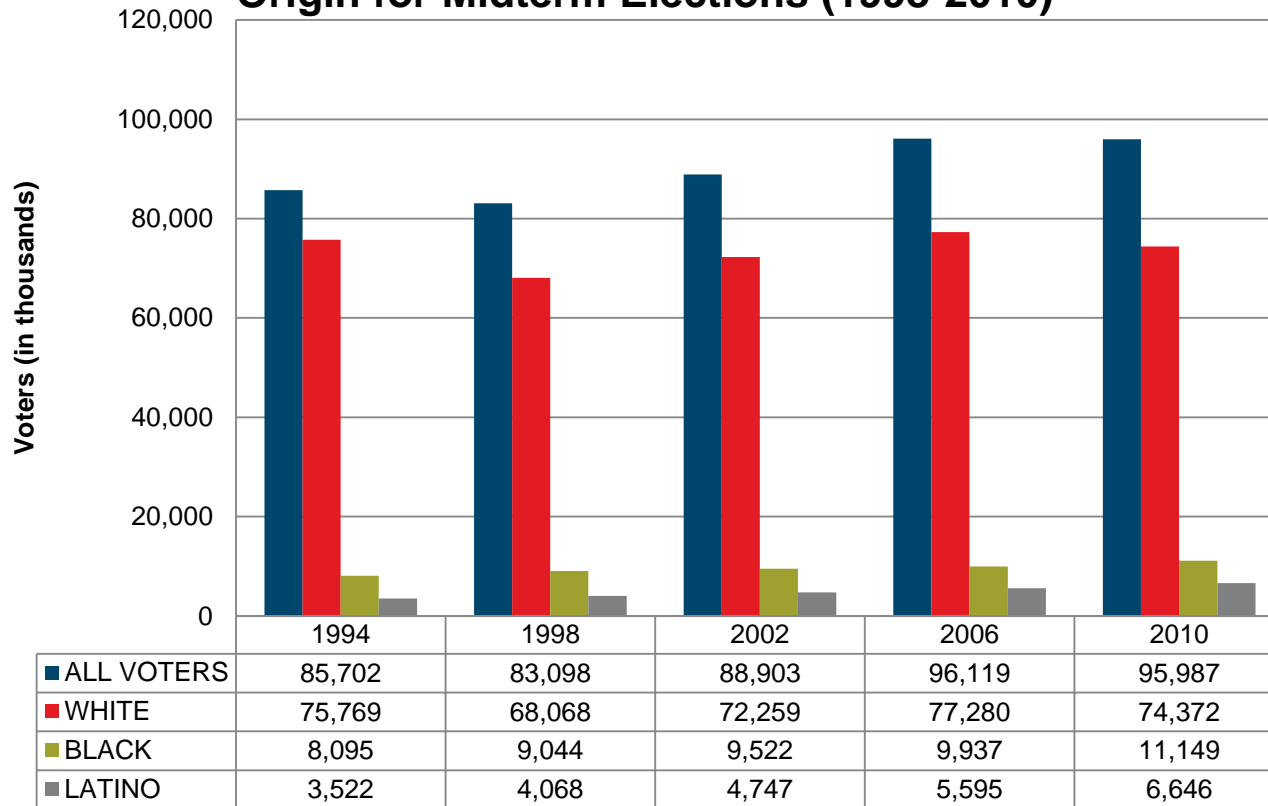


LATINO PARTICIPATION IN MIDTERM ELECTIONS: A QUICK GLANCE

Midterm Elections—All Voters

Reported Voter Turnout by Race and Hispanic Origin for Midterm Elections (1998-2010)

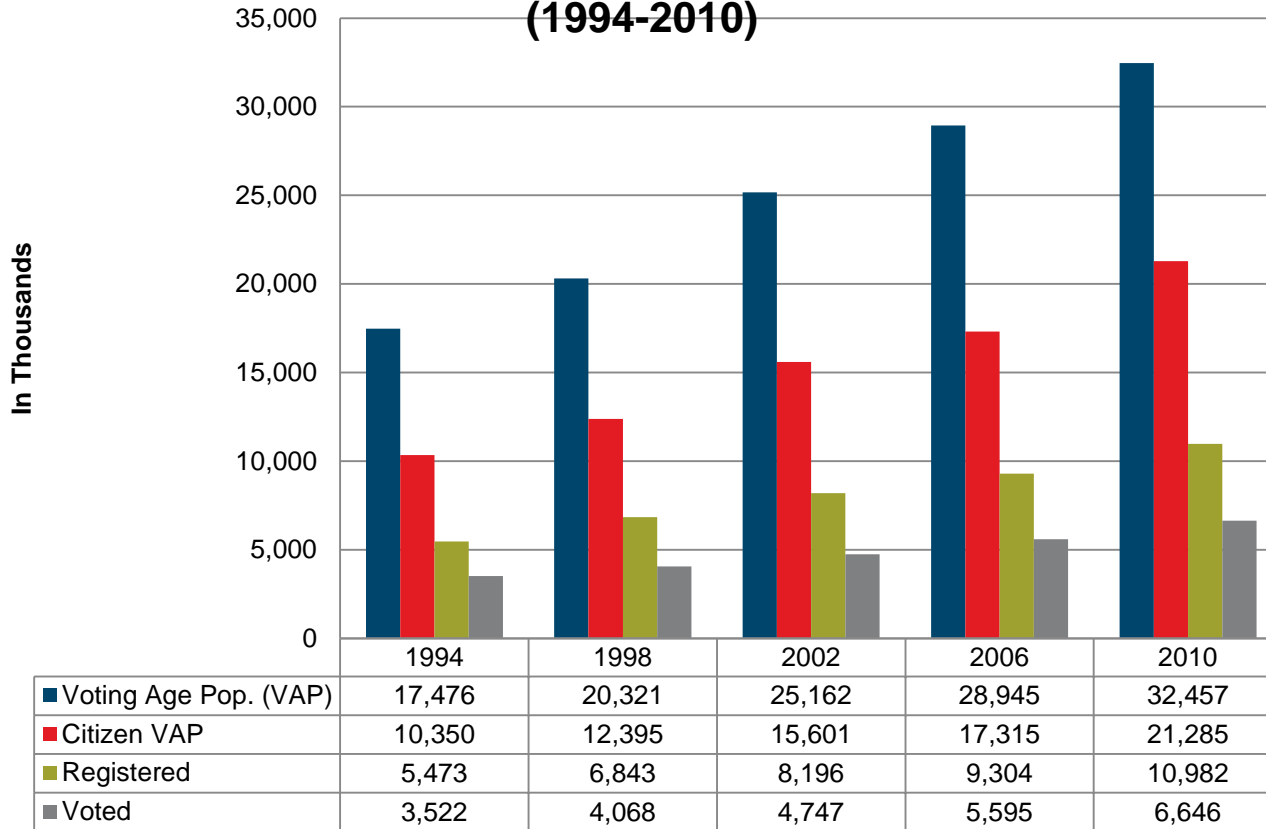


Source: U.S. Census Bureau "Voting and Registration in the Election of November 1998, 2000, 2002, 2004, 2006, 2008, 2010 and 2012" *Current Population Survey*, Table 2. The rate of growth, calculated by NCLR, is based on the previous election cycle (midterm to midterm, presidential to presidential).

- According to exit polls, Latinos comprised 10% of the electorate in 2012.
- In 2012, 80% of Latino voters were concentrated in nine states. In order of the number of Latino votes cast, these are: CA, TX, FL, NY, AZ, NJ, NM, IL and CO.
- Significantly, the fastest growth rate in Latino voters was seen in states like MA, UT, MI, NH, OR, VA, AZ, and IN., forecasting the growing importance of this electorate in states not often associated with the Latino vote.

Midterm Elections—Latinos

Reported Registration and Voting of the Latino Voting-Age Population in Midterm Elections (1994-2010)

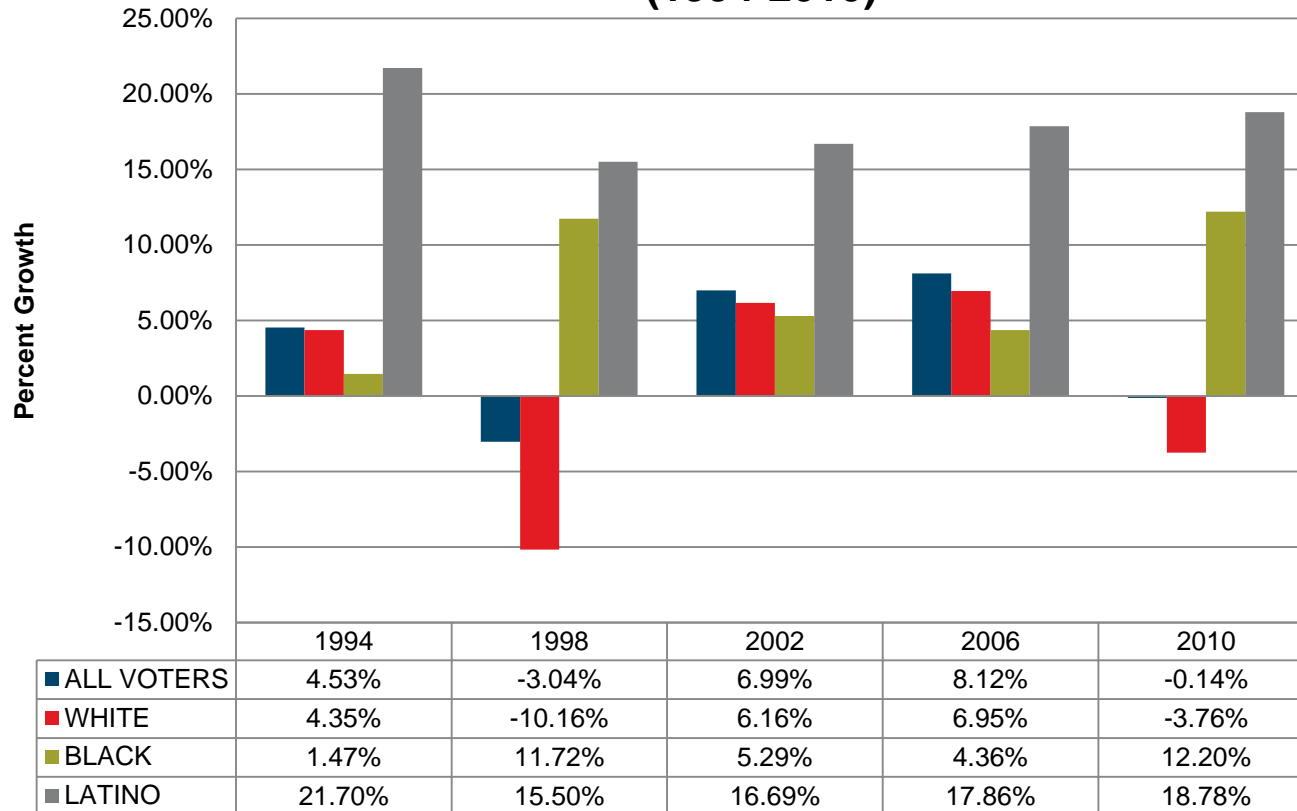


- In 2012, Latino voters reenergized the immigration reform debate, and showed they are an essential factor in winning national elections, as well as many state and local races.
- There is ample room to grow the influence of this electorate, by helping eligible immigrants become citizens, citizens become voters, and the community engage in policy debates.
- Between now and 2028, and average 900,000 Latino citizens will turn 18 every

Source: U.S. Census Bureau "Voting and Registration in the Election of November 1998, 2000, 2002, 2004, 2006, 2008, 2010 and 2012" *Current Population Survey*, Table 2. The rate of growth, calculated by NCLR, is based on the previous election cycle (midterm to midterm, presidential to presidential).

Latino Electoral Growth

Reported Voter Growth Rate, by Race/Ethnicity (1994-2010)



- Although Latino registration and voting percentages still lag behind those of other groups, Latino electoral growth has been consistently in the double digits.
- Between 1994 and 2010, the number of Latinos registered doubled, and the number of Latinos who voted grew by 89%.
- By comparison, in that period, the number of African Americans who voted grew by 23% and the number of Whites who voted grew by 6.5%.

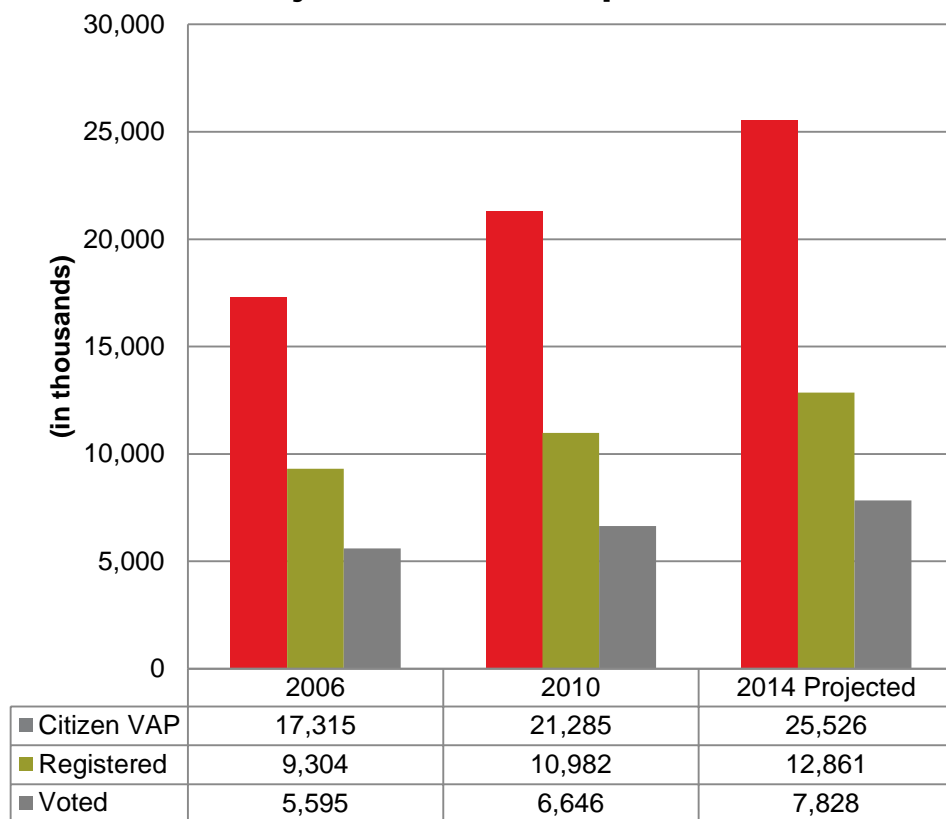
Source: U.S. Census Bureau "Voting and Registration in the Election of November 1998, 2000, 2002, 2004, 2006, 2008, 2010 and 2012" *Current Population Survey*, Table 2. The rate of growth, calculated by NCLR, is based on the previous election cycle (midterm to midterm, presidential to presidential).

Latino Vote in 2014—Projected

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Numbers from U.S. Census data, NALEO EF

Projected 2014 Hispanic Voters



- A simple “straight line” trend analysis suggests Latino voters in the 2014 election could reach 7.8 million, assuming naturalization, registration and voting rates remain constant.
- This would represent 7.8% of the overall electorate, and a nearly 18% increase in Latino voters compared with 2010 (Source: NALEO Educational Fund)

Source: U.S. Census Bureau "Voting and Registration in the Election of November 2006, and 2010" *Current Population Survey*, Table 2. Calculations for 2014 by NALEO Educational Fund.

Courting the Latino Electorate

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- Candidates matter, and demonizing immigrants and Hispanics is a losing strategy.
- Issues matter, and candidates need to define their positions on the issues that matter to the Hispanic community.
- Meaningful outreach is essential, and significant investments pay off.

For more information about Latino voters, issues, and civic participation, contact:

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