

# A Glance at THE LATINO VOTE IN 2016

# The Landscape

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- **Latino voter growth continues.**

Latinos are a key factor in winning equation for White House and many state races, but investments/outreach still at odds with reality.

- **Republicans are facing a shrinking base.**

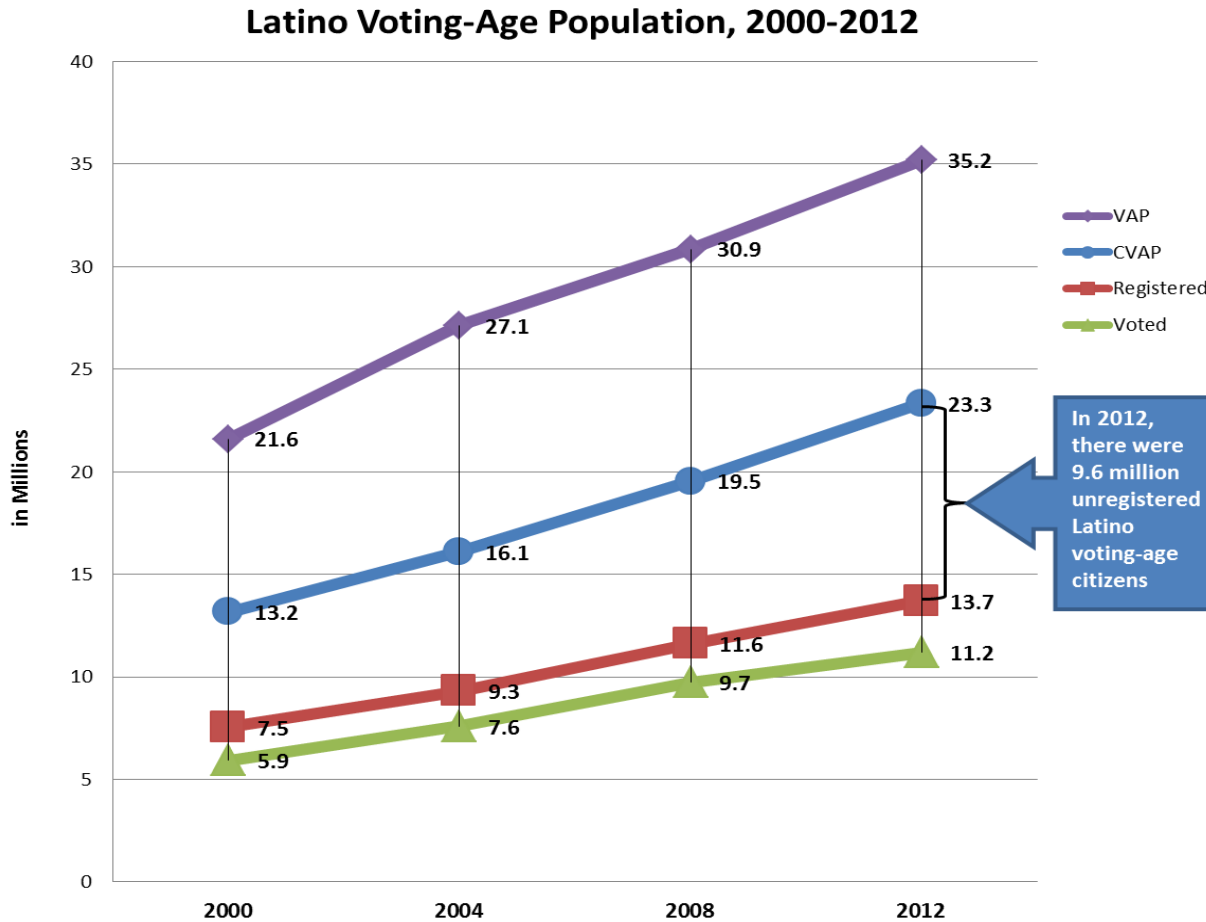
There will not be an electoral map, and more importantly, an electorate as favorable to *current* incarnation of the GOP as 2014.

- **Democrats are facing an expanding base.**

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

# Latino Vote Trend Lines

3 Numbers from U.S. Census data



- In 2012, Latino support proved essential to winning the presidency and many state and local races.
- There is ample room to grow this electorate, by helping eligible immigrants become citizens, citizens become voters, and the community engage in policy debates.
- Between now and 2028, nearly 1 million Latino citizens will turn 18 every year.

# Latino Vote Projections

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- In 2016, there are more than 22 million Latinos eligible to register to vote
- The Latino vote is expected to grow to 13 million\*

**Active voter registration strategies continue to be paramount to unlocking full Latino voter potential**

\* Projection from NALEO Educational Fund

# Top 15 States in Latino Vote Share

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

- Exit polls placed the Latino share of the 2012 electorate at 10%.
- In 2012, 80% of Latino voters were concentrated in nine states. In order of Latino votes cast, these were: CA, TX, FL, NY, AZ, NJ, NM, IL and CO.
- Notably, the 15 states with the fastest growth rate in Latino voters were MA, TN, UT, MI, NH, RI, OR, IA, LA, DE, VA, AZ, IN, CO and OH, many not often associated with the Latino community.

# Courting the Latino Electorate

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- ❑ **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.

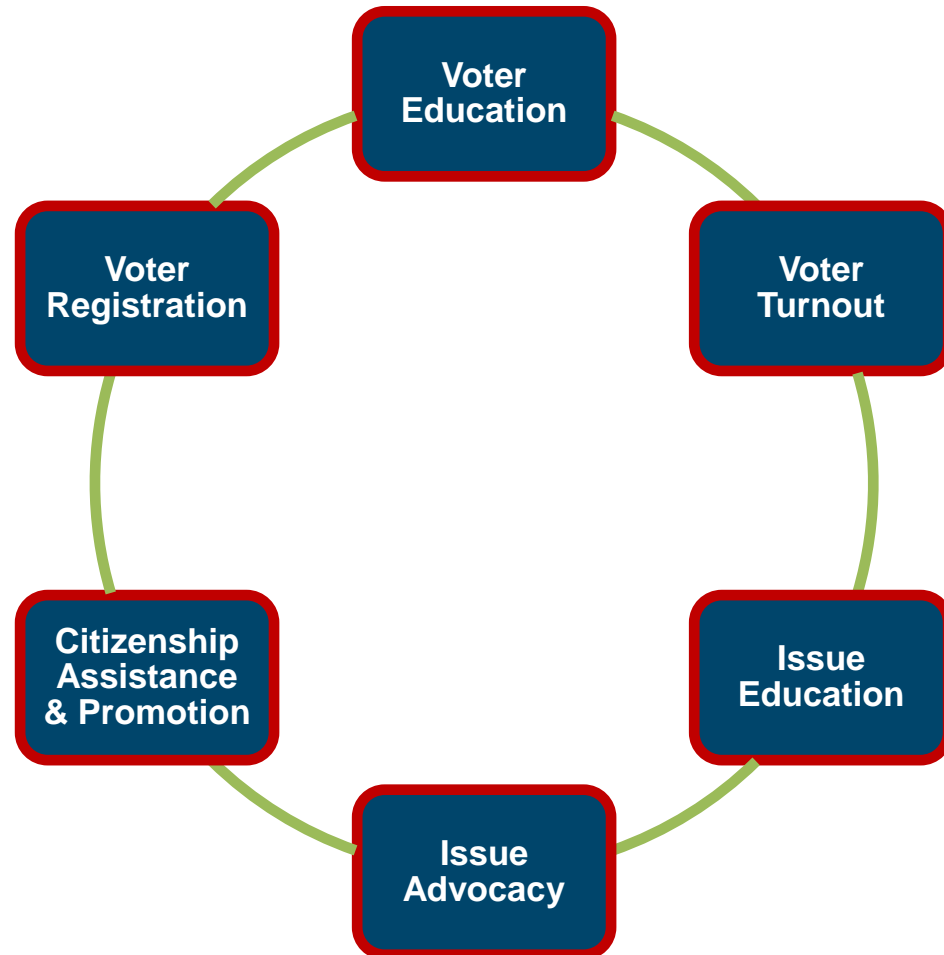
# Our Work in the Community

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- Lift up authentic Latino community views and voice
- Expand Latino electoral and issue engagement
- Solidly establish Latinos' rightful place in the American community

**At a time when some politicians are seeking to tear at the seams of our country's social fabric, Latino voters will be a powerful ally in advancing a strong and positive vision of**

# 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 a service provider program that has been active since*



# NCLR #Latinos Vote 2016

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- **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 launching a **voter registration app and online campaign** targeting Latino millennials
- A **high school senior registration program**, being developed with NCLR charter school partners, that will be disseminated to other schools in 2016 and beyond
- A **phone registration model** in partnership with NCLR Affiliates, contacting their clients to help them register to vote

Working with our network of nearly 300 organizations to disseminate voter registration tools and energize participation in their communities

Leveraging our policy, polling, programs and communications work to elevate issues of concern to Latino voters and ensure those issues are included in debates.

**With proper funding, our goal is to directly register nearly a hundred thousand people, reach a larger universe in GOTV efforts, and generate a public awareness campaign that energizes our community well beyond those we touch directly.**

# NCLR #Latinos Vote 2016

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**ACT. PARTICIPATE. VOTE.**  
MAKE YOUR VOICE HEARD AND YOUR VOTE COUNT!

REGISTER TO VOTE RIGHT FROM  
YOUR SMARTPHONE!



DOWNLOAD LATINOS VOTE TO  
MAKE YOUR VOICE COUNT IN  
NOVEMBER!

AVAILABLE ON THE APP STORE  
AND GOOGLE PLAY.

**mitú** **NCLR**  
NATIONAL COUNCIL OF LA RAZA