DYNAMICS OF THE LATINO ELECTORATE
Shaping the 2016 Election
Roundtable

- 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 USC's

- 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
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

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.

Numbers from U.S. Census data

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

### Exit poll margin and U.S. Census data

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<td>4.87%</td>
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- 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

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

- 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

- **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?

- Immigration: 38
- Economy: 32
- Health care: 14
- Anti-Latino/immigrant discrimination: 14

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

- Economy: 36
- Immigration: 30
- Health care: 14
- Terrorism: 14

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

(Net, favorable, and unfavorable reported)

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

Trump Unfavorable

74% English interview
73% U.S. Born
68% Independents
56% Cuban

Net Clinton 39

Net Kaine 34

Net Pence -14

Net Trump -53

Favorable

Unfavorable

68

53

27

21

-29

-19

-41

-74

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

Clinton 70%
Trump 19%
Other candidate 4%
Undecided 5%
Not voting 2%

Clinton vote
65% English interview
68% U.S. Born
53% Prior GOP voters
52% Cuban

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

<table>
<thead>
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<th>Clinton</th>
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<tr>
<td>More welcoming</td>
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<td>More hostile</td>
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<td>10</td>
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<td>No effect</td>
<td>16</td>
<td></td>
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</tbody>
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Source: America’s Voice/Latino Decisions National Survey August 2016 (N=3,729; MoE +/-1.6%)

Trump making GOP more hostile:
72% US Born, 74% 3rd Gen+
69% Men, 70% Women
62% Prior GOP voters
61% Cuban
42% Republican
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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</tr>
<tr>
<td>No effect</td>
<td>16</td>
<td>28</td>
</tr>
</tbody>
</table>

Clinton making Dems welcoming:
- 60% Women
- 60% Know undocumented
- 44% Prior GOP Voters
- 27% Republican

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

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

- 2016 more enthusiastic: 51%
- 2012 more enthusiastic: 31%
- Same: 18%

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]

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

How often do you follow news related to the upcoming election? (Including online, social media, TV, radio)

- Daily: 41
- Several times week: 37
- Few times month: 14
- Rare/Never: 7

How often do you follow news related to the upcoming election with family, friends, or co-workers? (Including in-person, phone, text, online, social media)

- Daily: 24
- Several times week: 34
- Few times month: 22
- Rare/Never: 19

Source: America’s Voice/Latino Decisions National Survey August 2016 (N=3,729; MoE +/-1.6%)
Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote?

Yes 39
No 60

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

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<tr>
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<td>GOP %</td>
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<td>Asian</td>
<td>3.5</td>
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<tr>
<td>Other</td>
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</tr>
<tr>
<td>Total</td>
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GOP TOTAL
# 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

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<td>50.07</td>
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## 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

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<th></th>
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## Point of reference: 2012 exit polls

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Dynamics of the Latino Electorate: Shaping the 2016 Elections
Celebrity voices

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ROSARIO DAWSON

Latina
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Andy Samuels
Social media

Section 2 - Social Media

Section 3 - Latino Millennials

Section 4 - HHMA

Section 5 - VoterPal
Section 3  - Latino Millennials

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Hispanic Heritage Month of Action

Section 1 - Celebrity Voices

Section 2 - Social Media

Section 3 - Latino Millennials

Section 4 - HHMA

Section 5 - VoterPal

THERE'S POWER IN OUR VOTE
Section 1 - Celebrity Voices
Section 2 - Social Media
Section 3 - Latino Millennials
Section 4 - HHMA
Section 5 - VoterPal
BECOME A VOTER

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Apple Store | Google Play
For more information:

Contact: Clarissa Martinez De Castro
email: cmartinez@nclor.org
Twitter: @CmartinezDC @NCLR