

LATINO REGISTRATION & VOTING OBSTACLES & OPPORTUNITIES

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 @LatinoDecisions

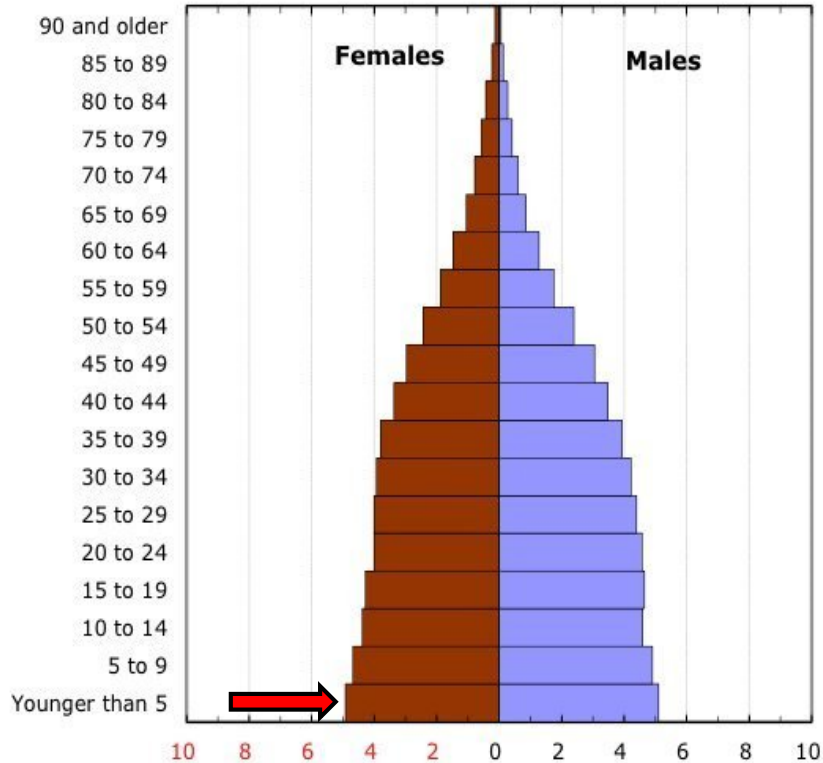
Latino vote: Obstacles & Opportunities

- 57 million → 12 million
- What can be done by states
- Research from the field

Latinos are young! Must target youth

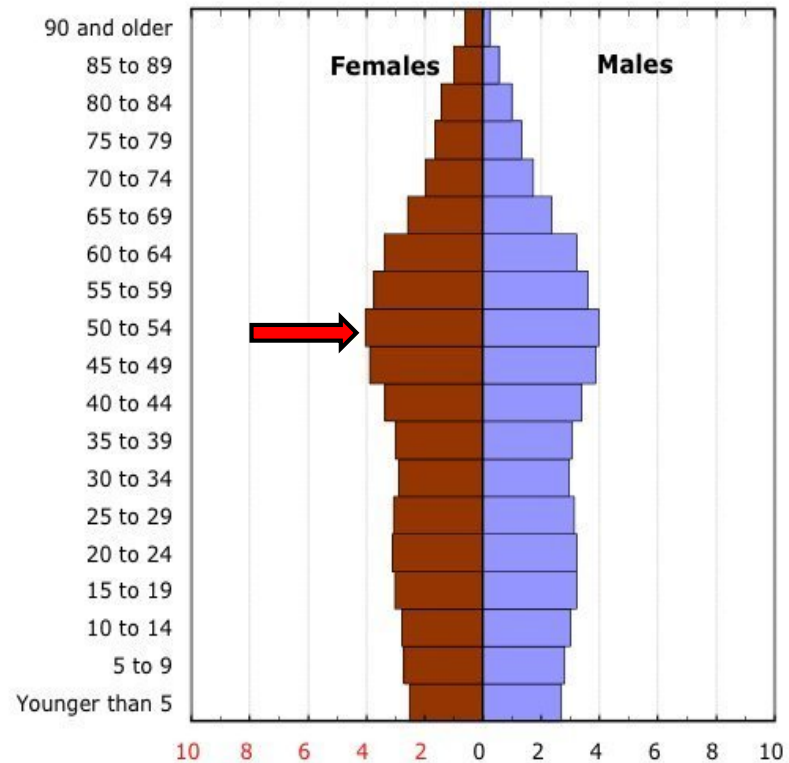
Age (years)

HISPANIC

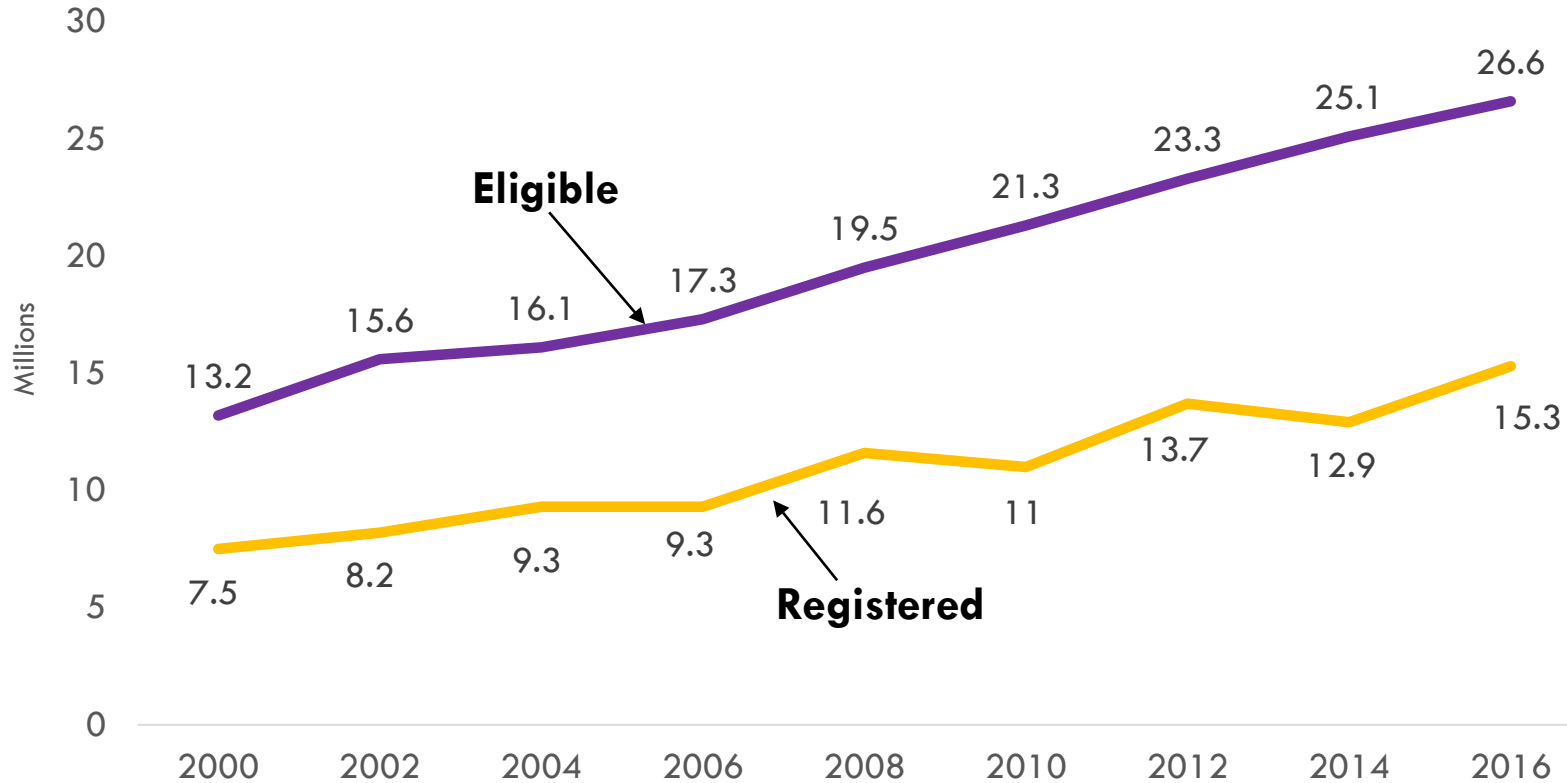


Age (years)

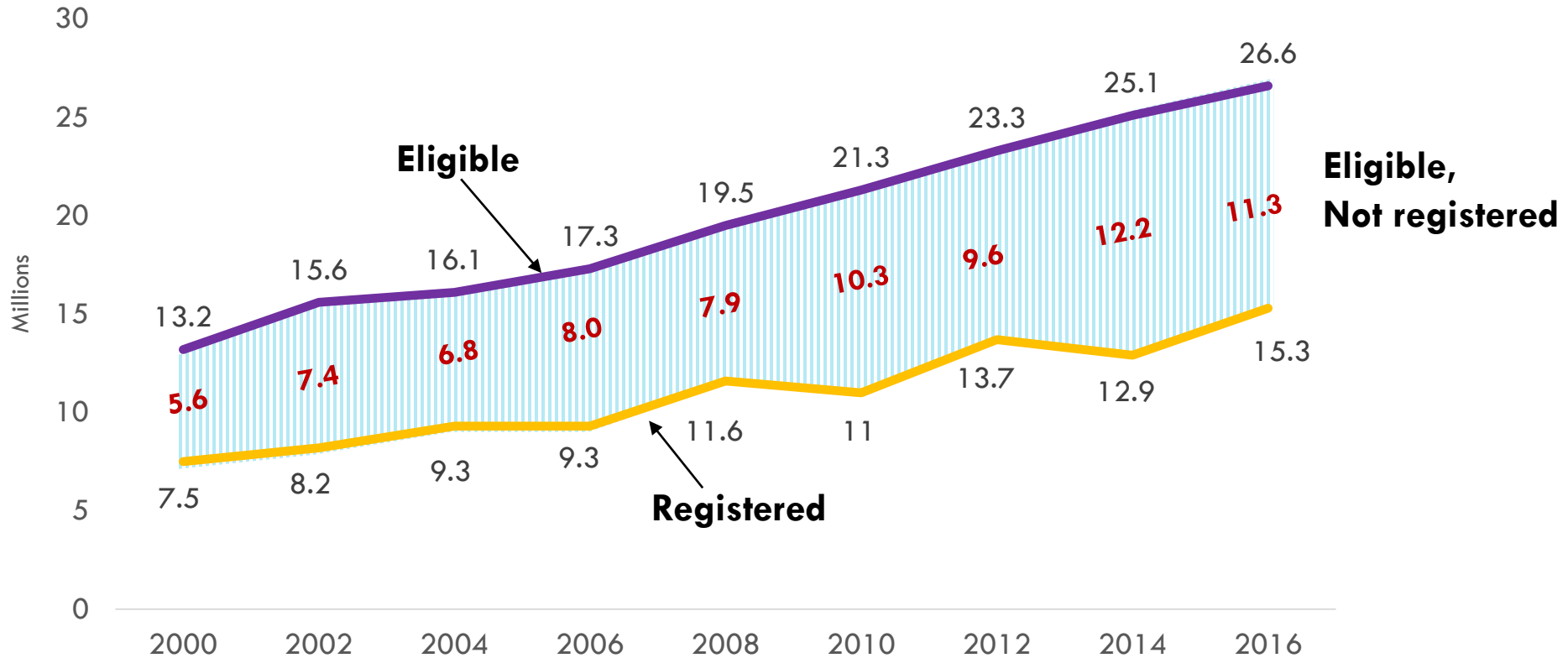
WHITE ALONE, NOT HISPANIC



The untapped Latino electorate



The untapped Latino electorate



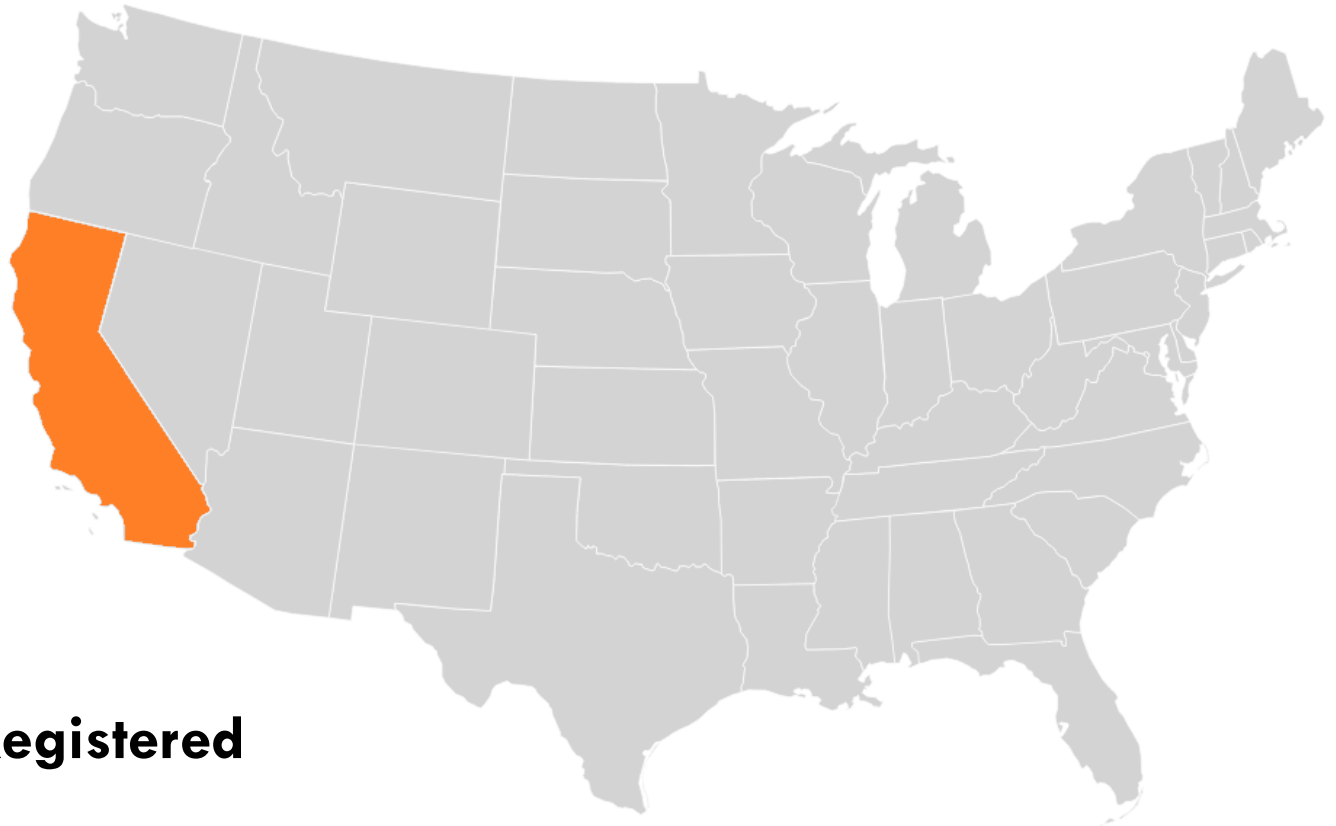
Growing the Latino vote in 2016

California

3,210,000

Eligible to
vote, but not
registered

➔ **3,882,000 Registered**



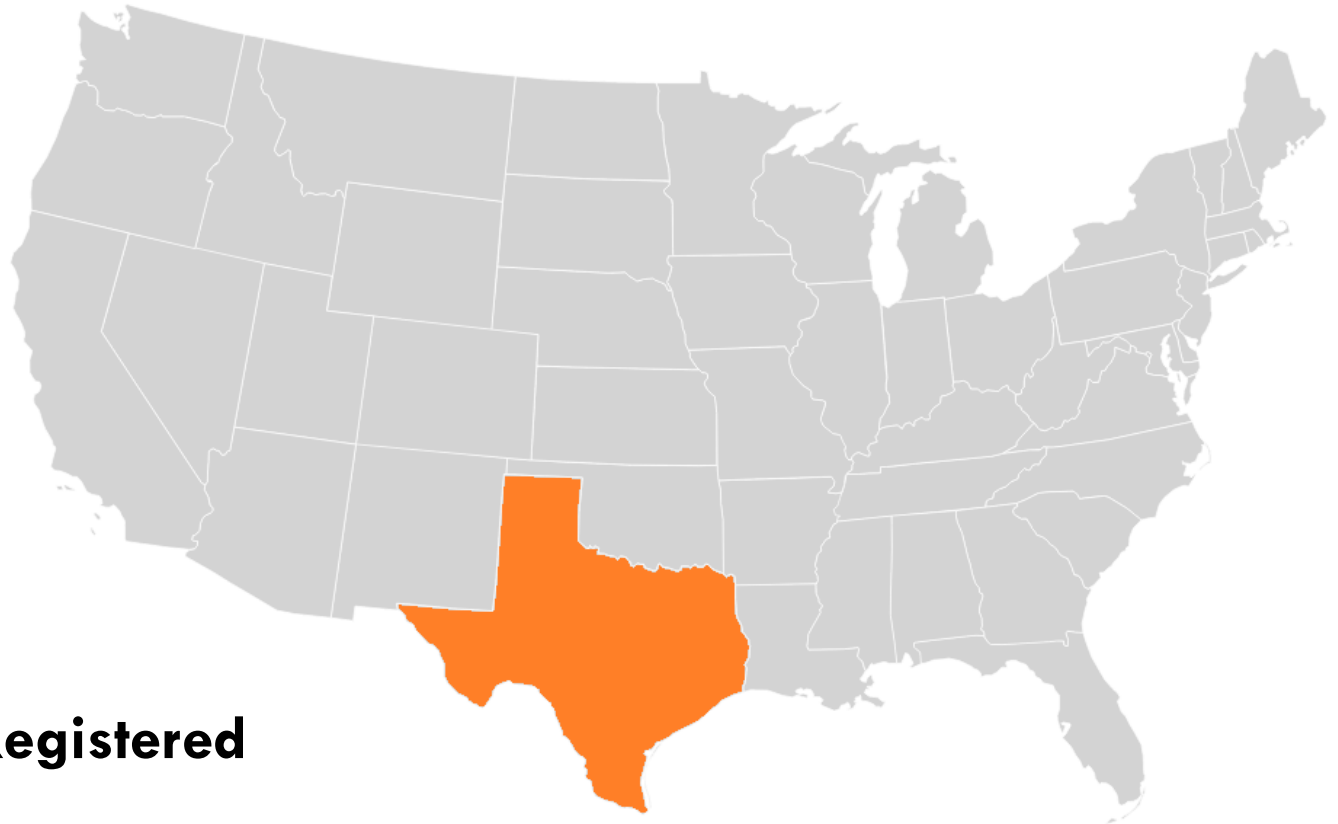
Growing the Latino vote in 2016

Texas

2,127,000

Eligible to
vote, but not
registered

➔ **2,654,000 Registered**



Growing the Latino vote in 2016

Florida

1,092,000

Eligible to
vote, but not
registered

➔ **1,779,000 Registered**



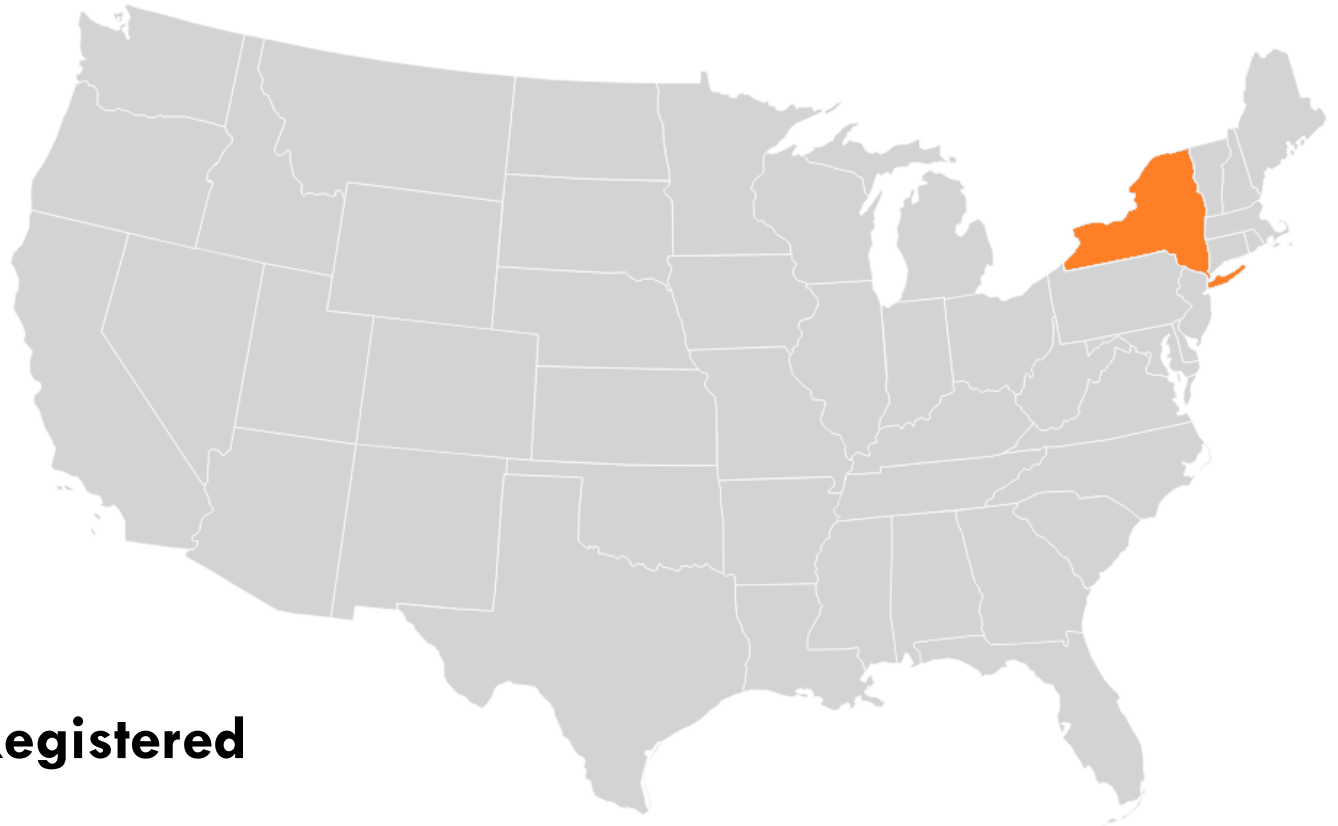
Growing the Latino vote in 2016

New York

691,000

Eligible to
vote, but not
registered

➔ **1,044,000 Registered**



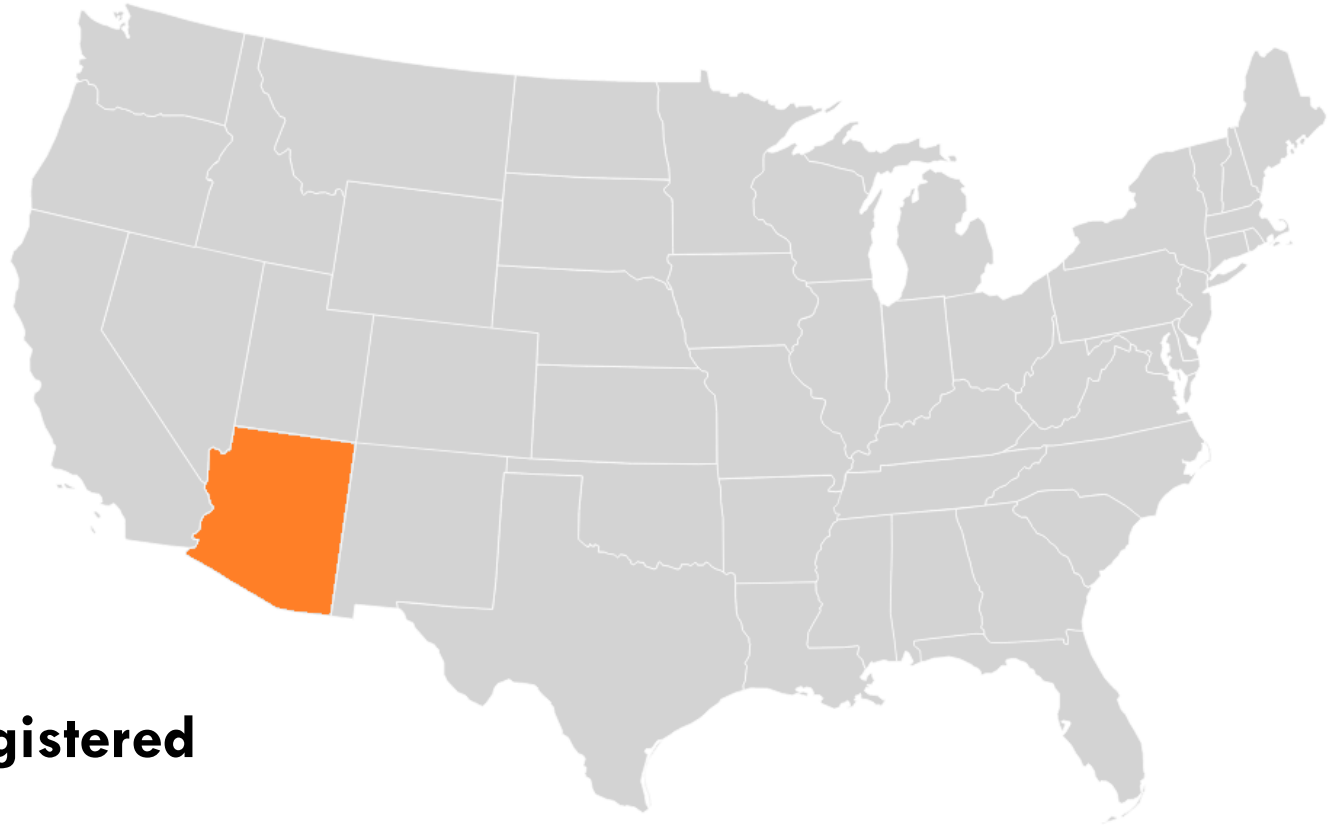
Growing the Latino vote in 2016

Arizona

491,000

Eligible to
vote, but not
registered

➔ **654,000 Registered**



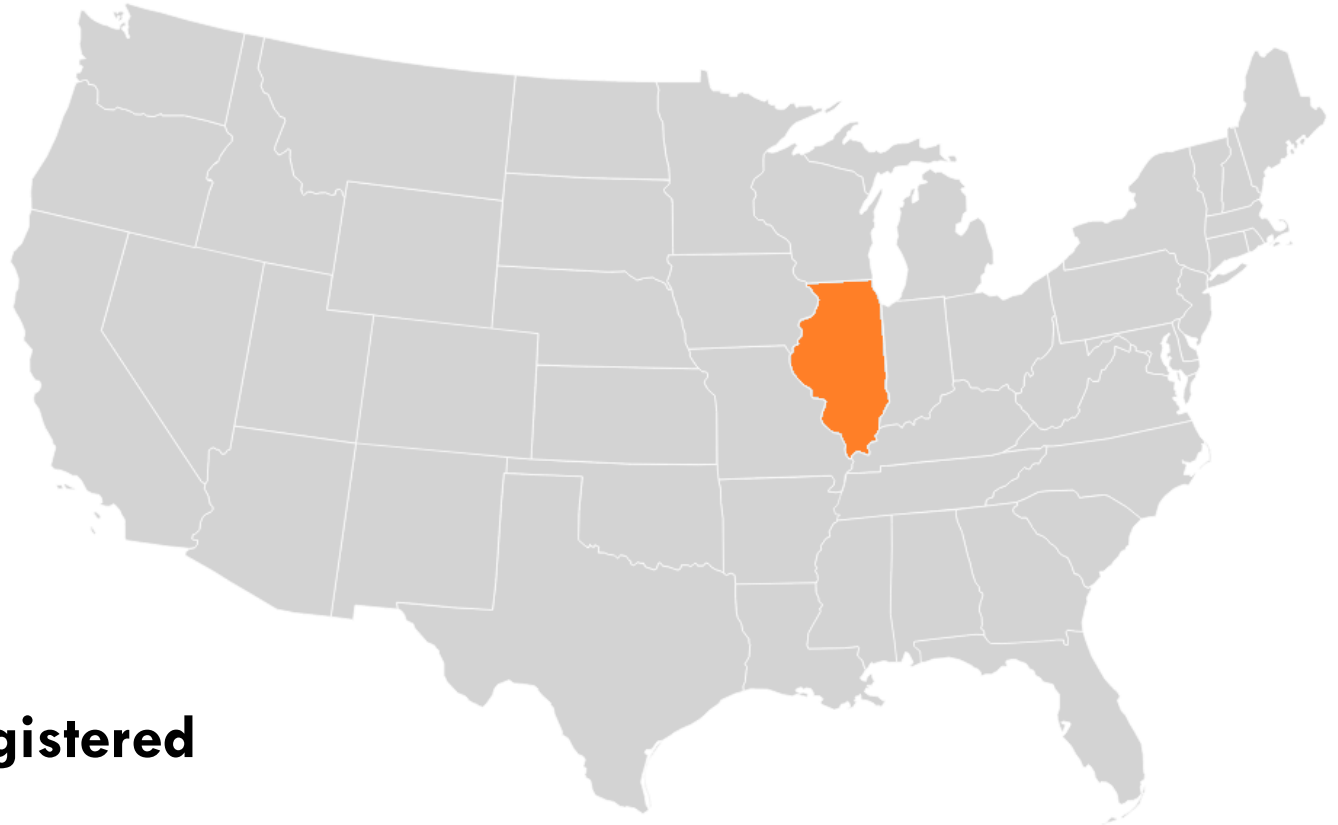
Growing the Latino vote in 2016

Illinois

439,000

Eligible to
vote, but not
registered

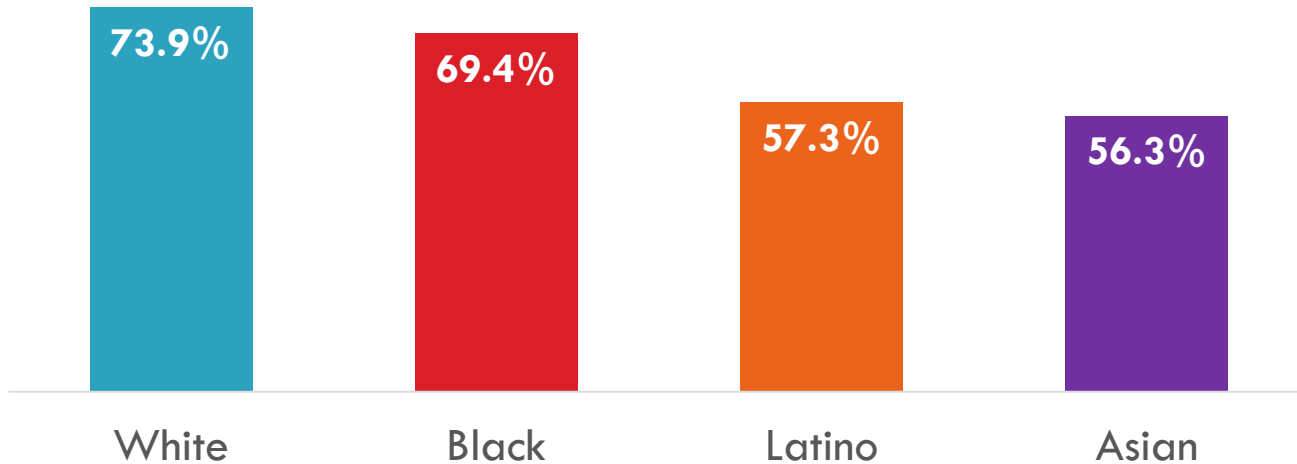
➔ **634,000 Registered**



The voter registration gap

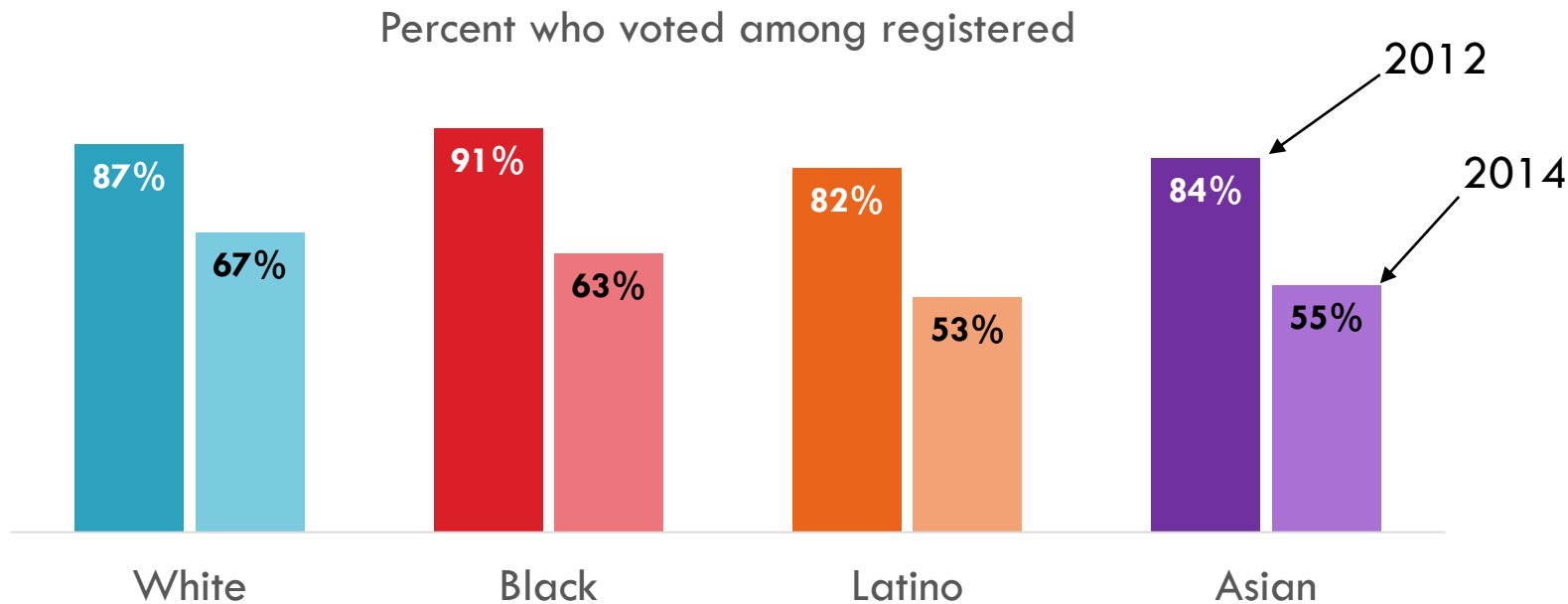
- Among citizen voting age population (CVAP)

Percent who are registered to vote, 2016



The voter turnout gap

□ Among citizen voting age population (CVAP)



Mobilizing Latinos Beyond 2016

- 26.6 million Latinos were eligible to vote in 2016 and an estimated 15.3 million were registered
 - 57% were registered; but 11.3 million eligible yet not registered
- If Latinos had equivalent registration rate to Whites and Blacks of about 70% percent, 18.6M would be registered
 - That's 3.3 million MORE Latinos on the voter rolls
 - Forecasting growth to 2020, that would put 20M Latinos on the rolls

Some data from Oregon 2012-2016

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➤ Latino voter registration

	<u>2012</u>
Eligible	121,000
Registered	69,000
Reg rate	57%

Some data from Oregon 2012-2016

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➤ Latino voter registration

	2012	2016
Eligible	121,000	223,000
Registered	69,000	142,000
Reg rate	57%	64%

Some data from Oregon 2012-2016

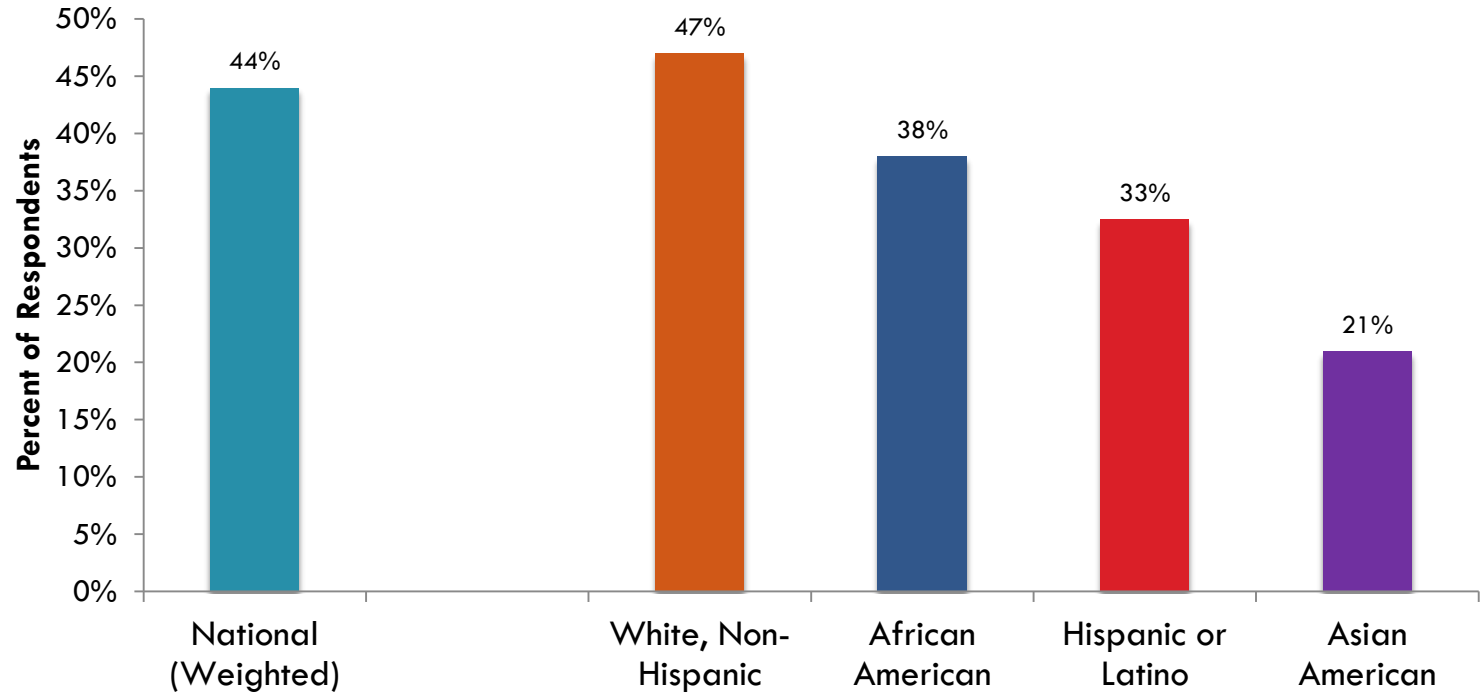
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➤ Latino voter registration

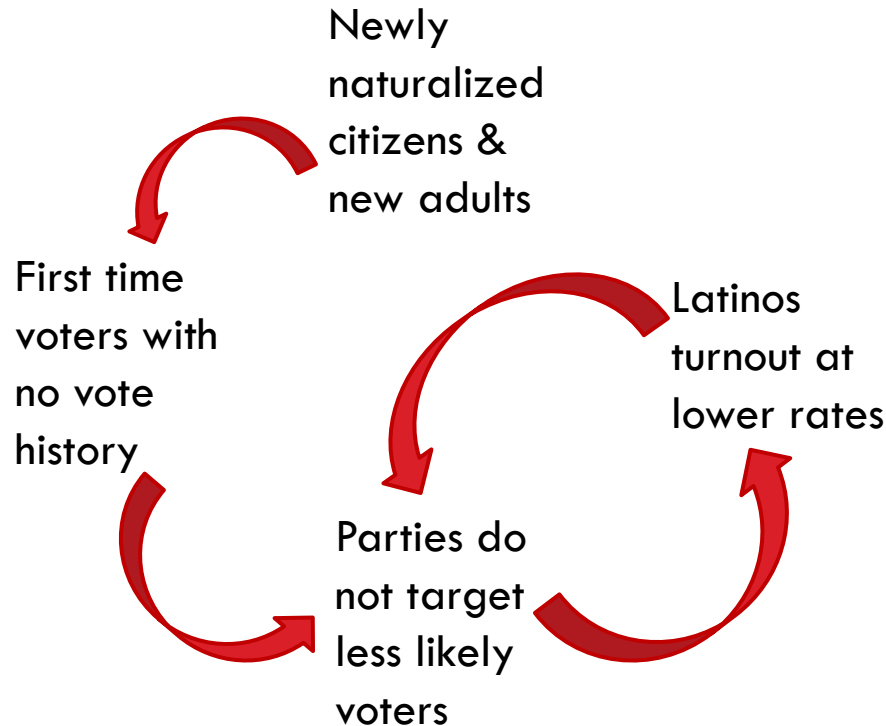
	2012	2016	Change	Rate
Eligible	121,000	223,000	+102,000	84%
Registered	69,000	142,000	+73,000	106%
Reg rate	57%	64%	+7%	12%

The voter mobilization gap

Did someone from a political party ask you to vote?



Cycle of undermobilization



2016 reported contact

- National: 35%
- Colorado: 52%
- Nevada: 52%
- Florida: 43%
- California: 35%
- Texas: 30%
- Illinois: 28%
- New York: 22%

Improving Latino registration

- Latinos are young – target young people
 - ▣ Pre-registration of 16-17 year olds
 - ▣ High school, community college outreach
- Latinos are immigrants – target newly naturalized
- Automatic voter registration
 - ▣ DMV is one option, but explore all possibilities
- Automatic vote-by-mail

Common themes in Latino GOTV

- Latino voters are just like any other voter – contact, mobilization, outreach works – we just need MORE
- Themes of community, ethnic pride, solidarity seem to resonate well and can mobilize Latino voters
 - ▣ Co-ethnic, bilingual contact resonates
- Different modes of contact have different effects
 - ▣ Phone, Mailers, Door-to-door, Email, Text...
 - ▣ Person-to-person contact the most effective