

# ASSESSING LATINO INFLUENCE IN 2016

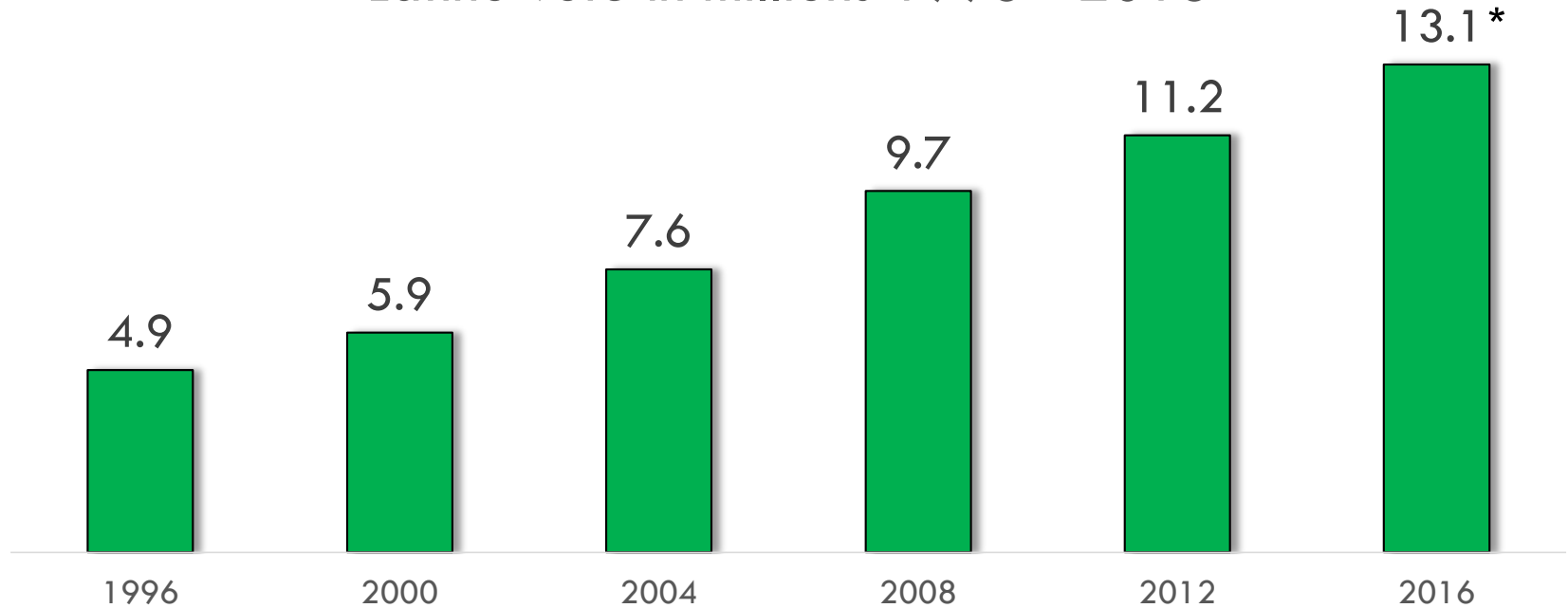
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**Latino**  **Decisions**  
Everything Latino Politics

July 17, 2015

# Latino vote expected to pass 13 million

Latino vote in millions 1996 - 2016

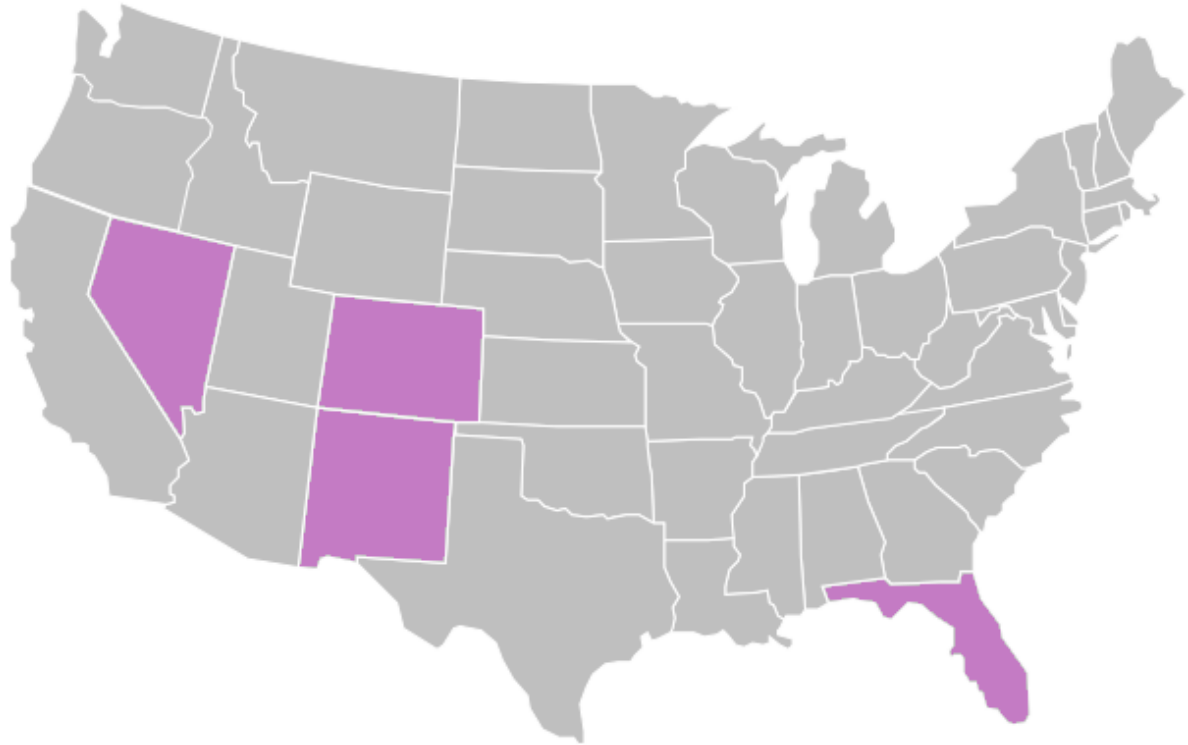


# Latino vote expected to pass 13 million

- Critical component underlying this entire presentation is robust Latino voter mobilization
- 2014 election results clearly contrast 2012 and reveal the outcome when campaigns and civic groups under-invest in Latino mobilization

# The Latino vote in 2004

In 2004 Bush won  
“about 40%” of the  
Latino vote and won  
NV, CO, NM & FL  
{by 5% or less}  
gaining 46 electoral  
votes (now 49)



# Assessing the GOP Latino Threshold

- Since 2004, the **“40% Latino Threshold”** has been repeatedly used as a critical tipping point
- However, the estimate is based on 12-year old demographic data which has changed substantially
- Here, we assess what the new Latino Threshold will be in 2016 nationally and for key states

# How the Threshold theory works

- Threshold theory is based on three factors:
  - ▣ Size – in share/percent – of the group (Latinos)
  - ▣ Partisan distribution of the group (Latinos)
  - ▣ Partisan distribution of the rest of the electorate

If Latinos are 100% of the voters → Candidate needs 50.1% to win

If Latinos are 0% of the voters → Candidate needs 0.0% to win

# How the Threshold theory works

If Latinos are 100% of the voters → Candidate needs 50.1% to win

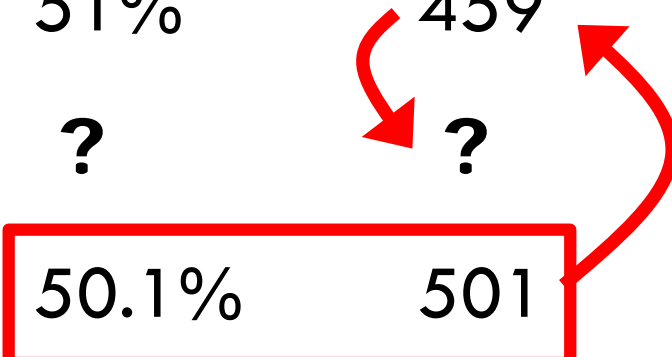
If Latinos are 0% of the voters → Candidate needs 0.0% to win

- ▣ What if Latino voters are 10%?
- ▣ What if non-Latino voters lean 51-49 to Party Y
- ▣ Then we can use 8<sup>th</sup> grade algebra to “solve” the missing amount of vote the Party Y candidate needs

# How the Threshold theory works

- *Let's start with 1,000 total voters*

	Share	Party Y	Votes
Non-Latinos	90%	51%	459
Latinos	10%	?	?
Total	100%	50.1%	501





# How the Threshold theory works

- *Let's start with 1,000 total voters*

	Share	Party Y	Votes
Non-Latinos	90%	51%	459
Latinos	10%	42%	42
Total	100%	50.1%	501

# How the Threshold theory works

- But that 42% is not constant forever

	Share	Party Y	Votes
Non-Latinos	80%	51%	408
Latinos	20%	46.5%	93
Total	100%	50.1%	501

# Some Historical Evidence in Support

- So that's the basic math... Does it hold?

Year	Latino Share	Latino % GOP	Non-Lat % GOP	GOP Total
'00	5.68	35%	48.6%	47.9%

Diagram illustrating the calculation of the total GOP share for the year 2000:

- Latino Share: 5.68
- Latino % GOP: 35%
- Non-Lat % GOP: 48.6%
- GOP Total: 47.9%

Calculation steps shown:

- 5.68 (Latino Share) multiplied by 1.99 (35% of 5.68) equals 1.99.
- 1.99 (Latino GOP contribution) plus 45.88 (Non-Latino GOP contribution) equals 47.87, which is rounded to 47.9%.

# Some Historical Evidence in Support

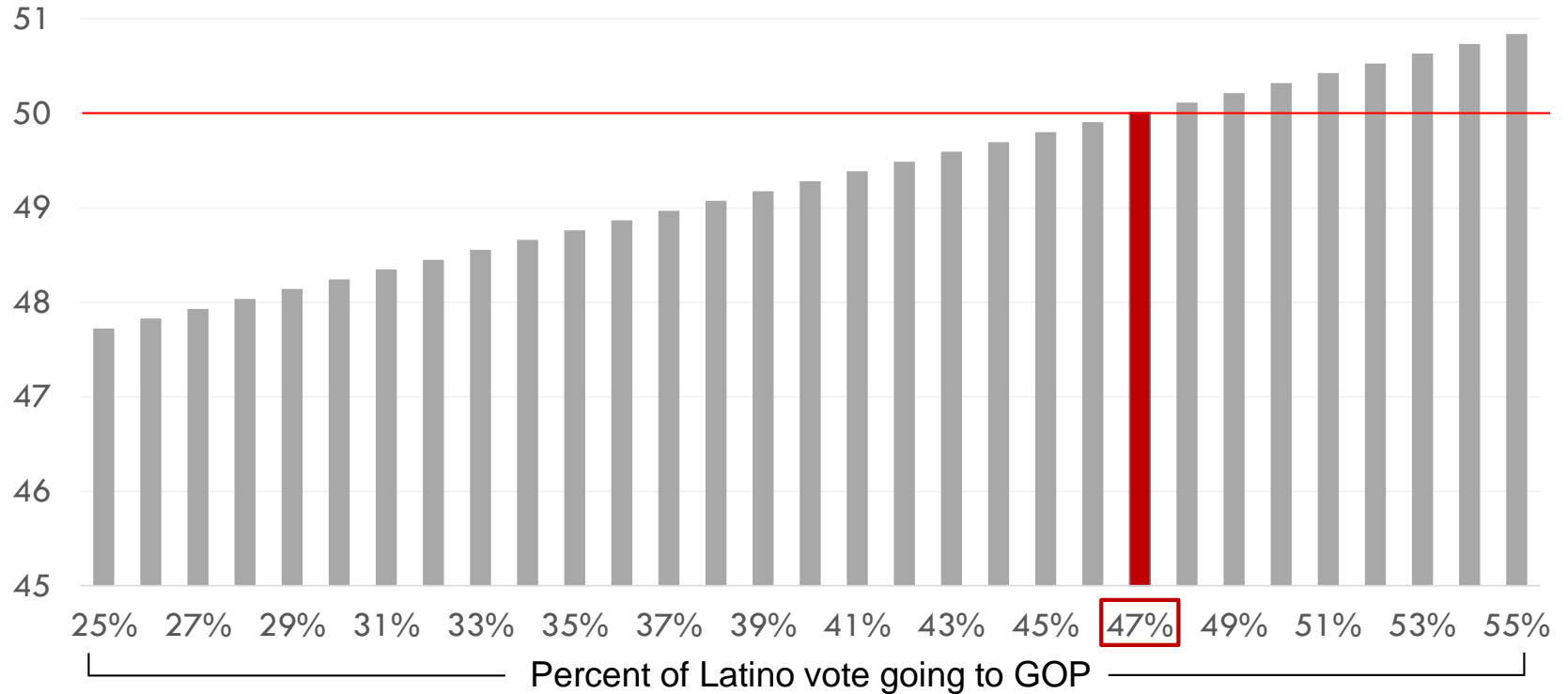
□ So that's the basic math... Does it hold?

Year	Latino Share	Latino % GOP	Non-Lat % GOP	GOP Total
'00	5.68	35%	48.6%	47.9%
'04	7.02	39%	51.6%	50.7%
'08	8.22	28%	47.2%	45.6%
'12	9.21	25%	49.8%	47.4%

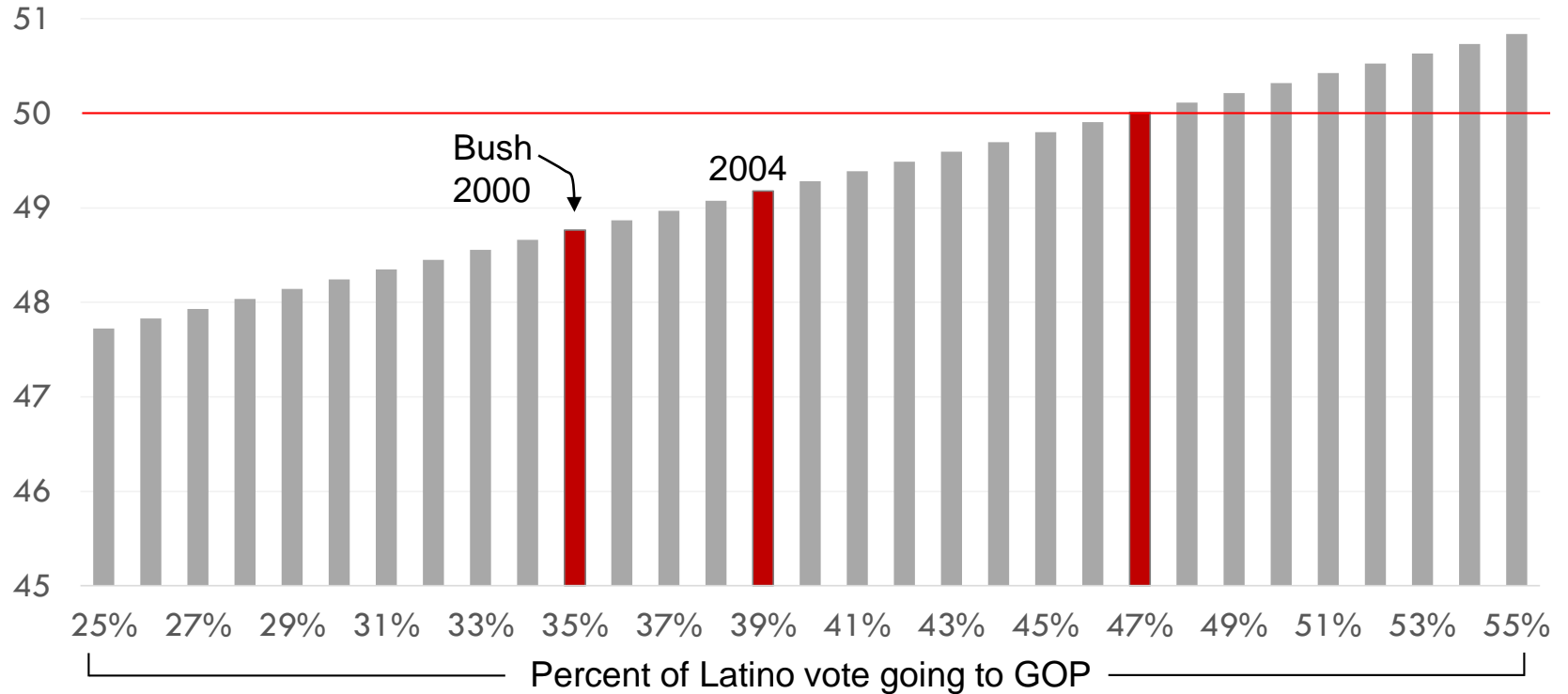
# 2016 Latino Threshold Models

- Estimate the Latino vote share at 10.39% nationally
- Slight adjustment down in Black vote
- Estimate White & Asian vote at 2012 levels
- We are estimating a 2-person contest, and 3<sup>rd</sup> party candidates could change the dynamic

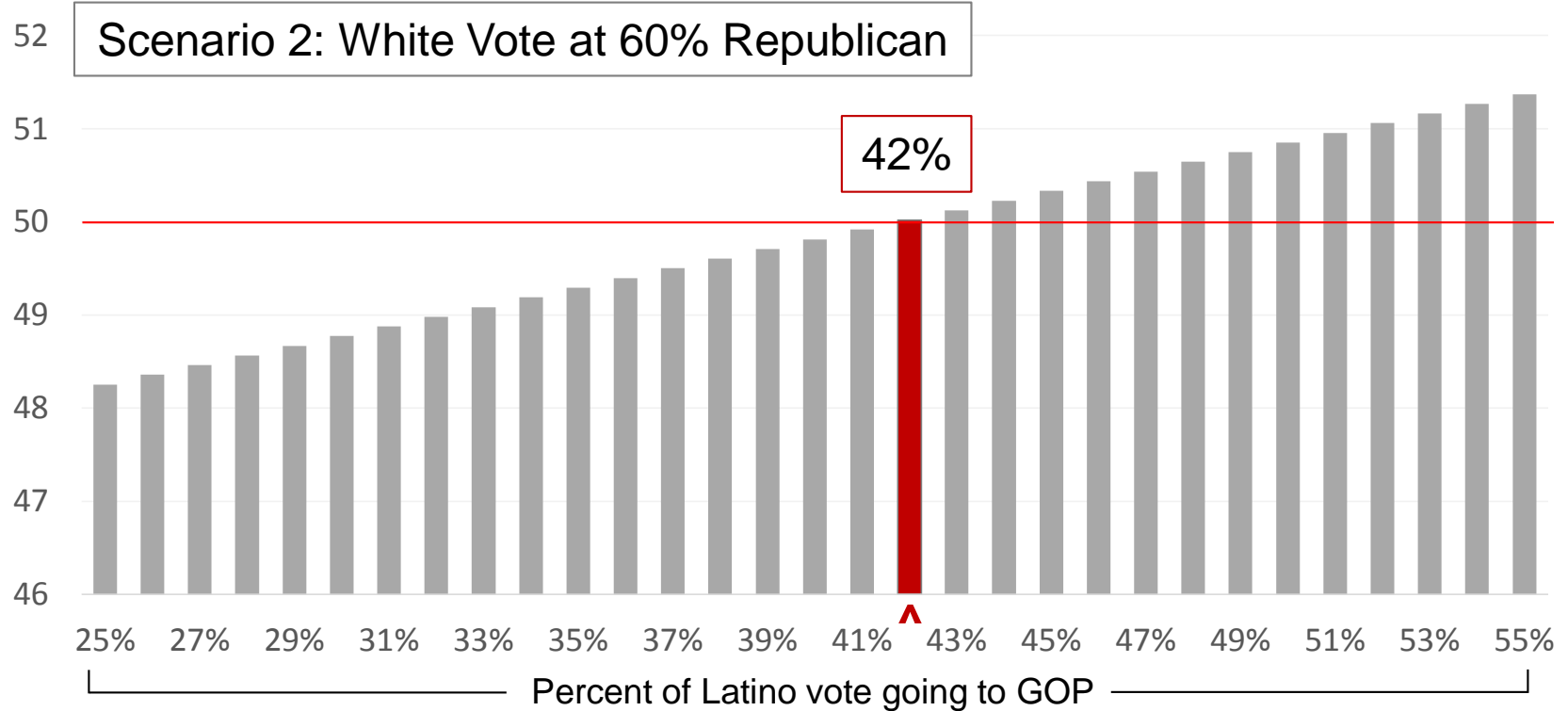
# Potential Total National GOP Vote '16



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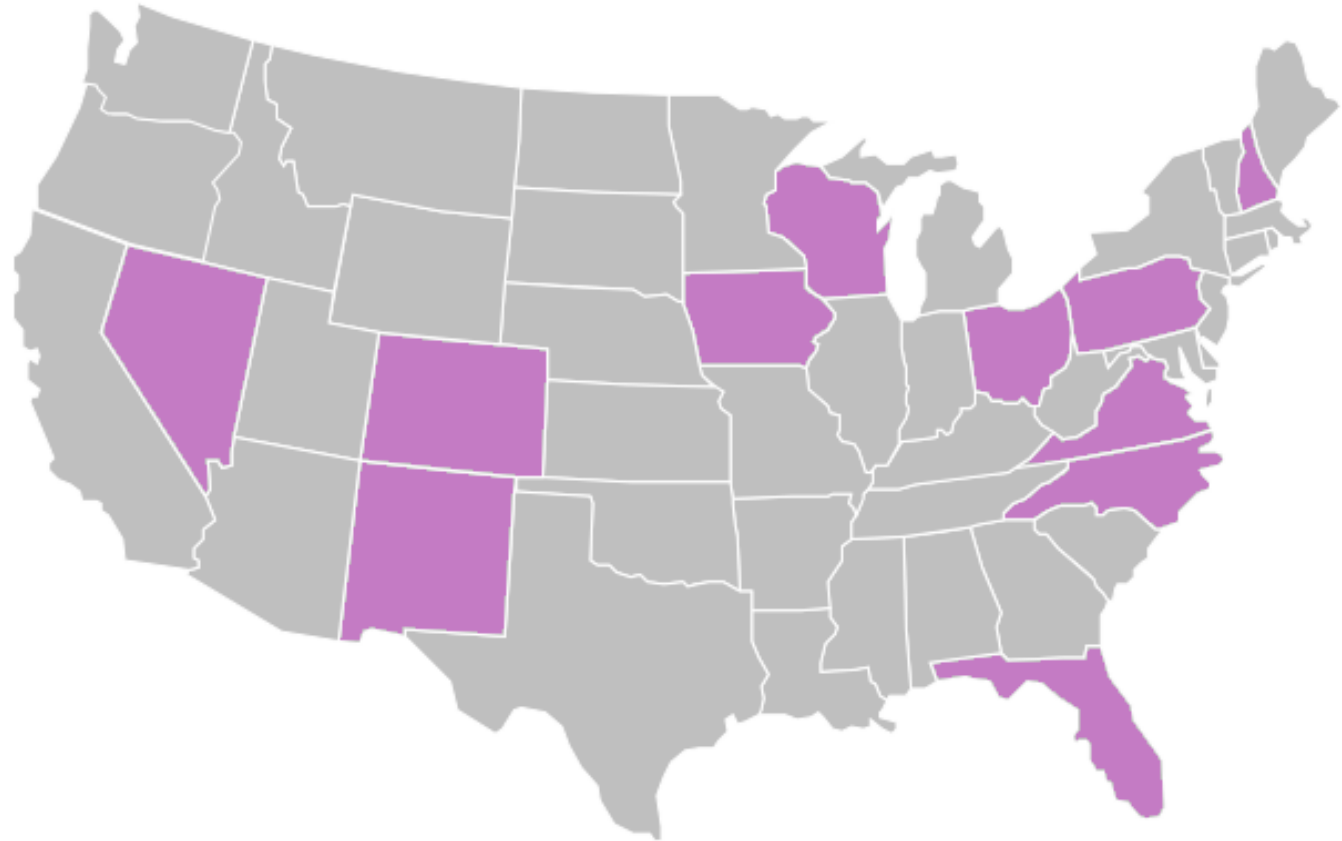
# Potential Total National GOP Vote '16





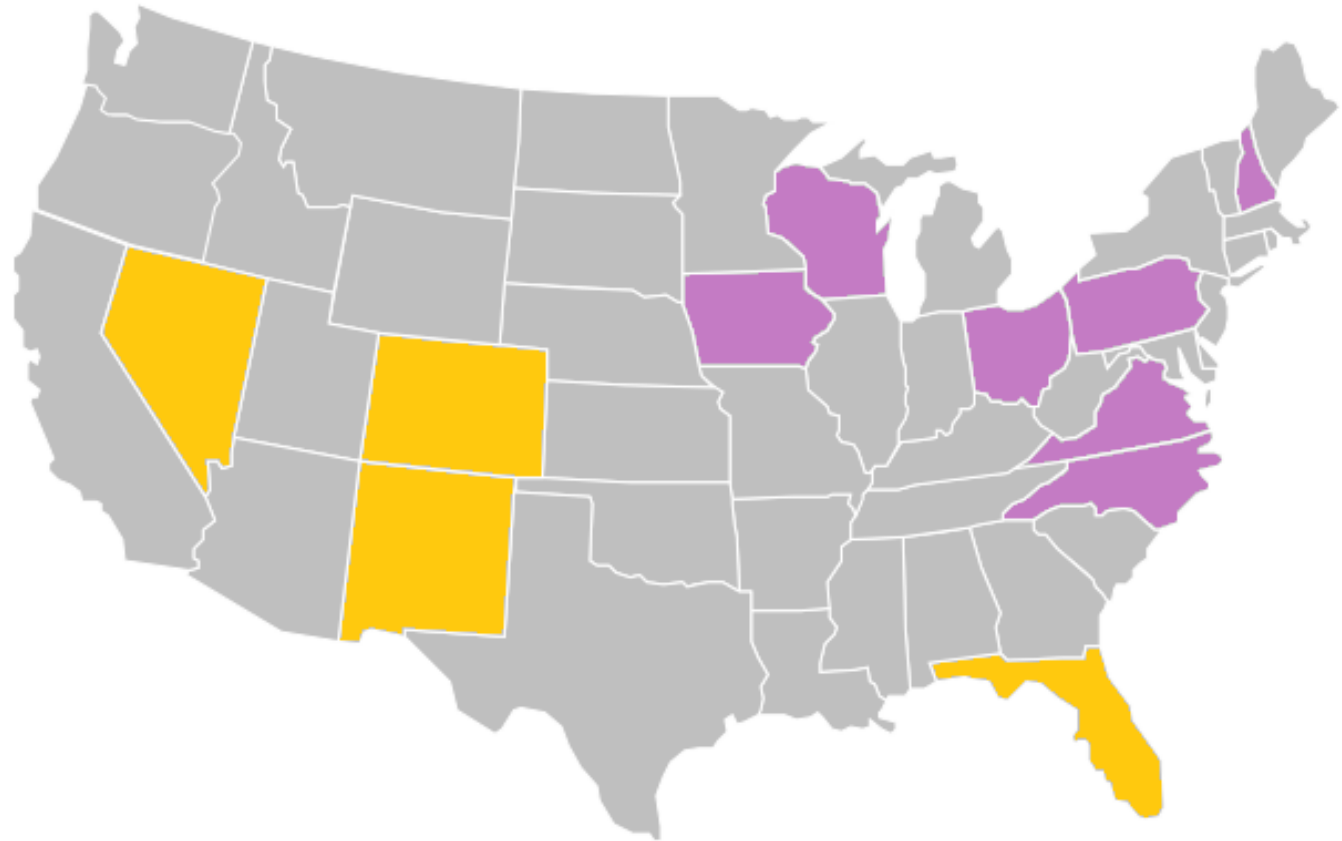
# The Latino vote in 2016

There are 11  
potential  
swing states  
which have  
135 electoral  
votes



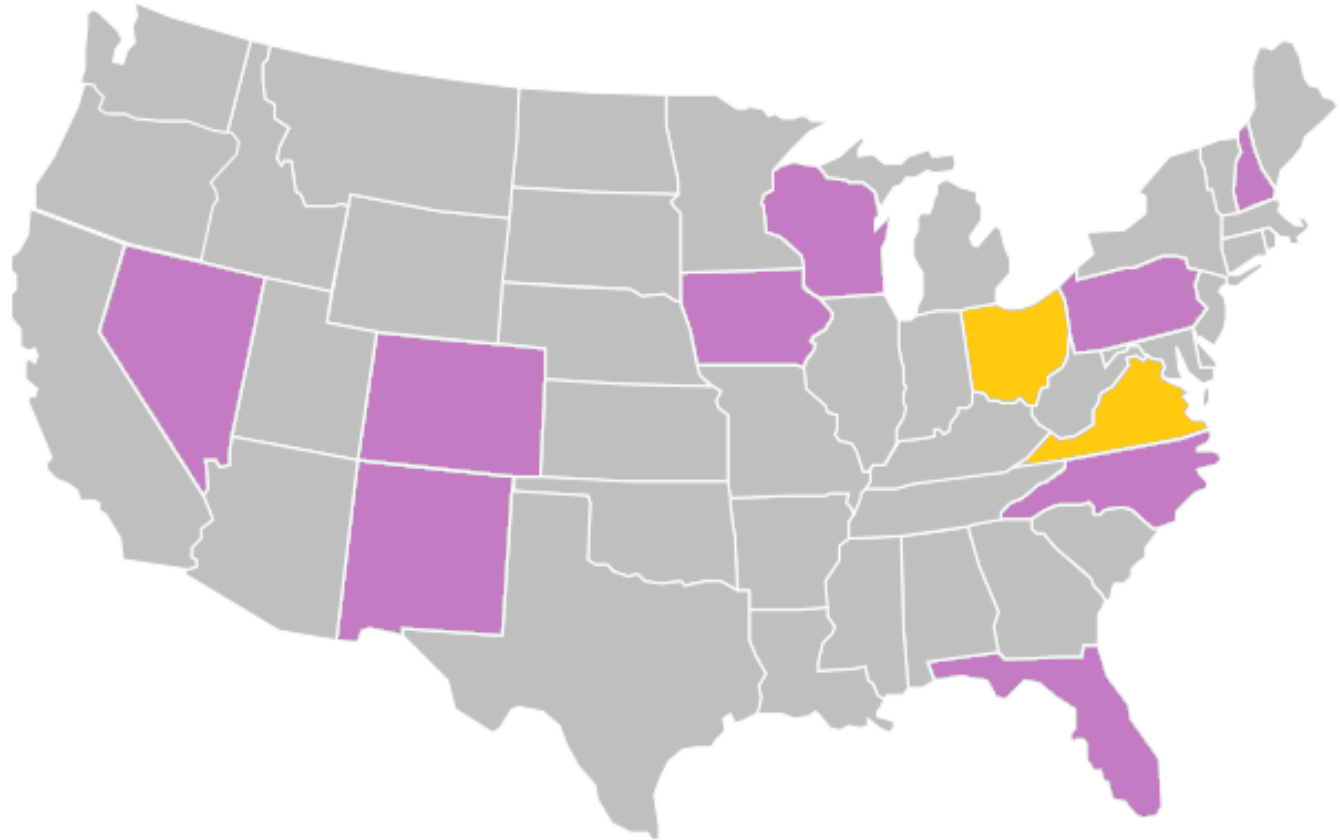
# The Latino vote in 2016

There are 4 states with 10% or higher Latino vote and contain 49 electoral votes

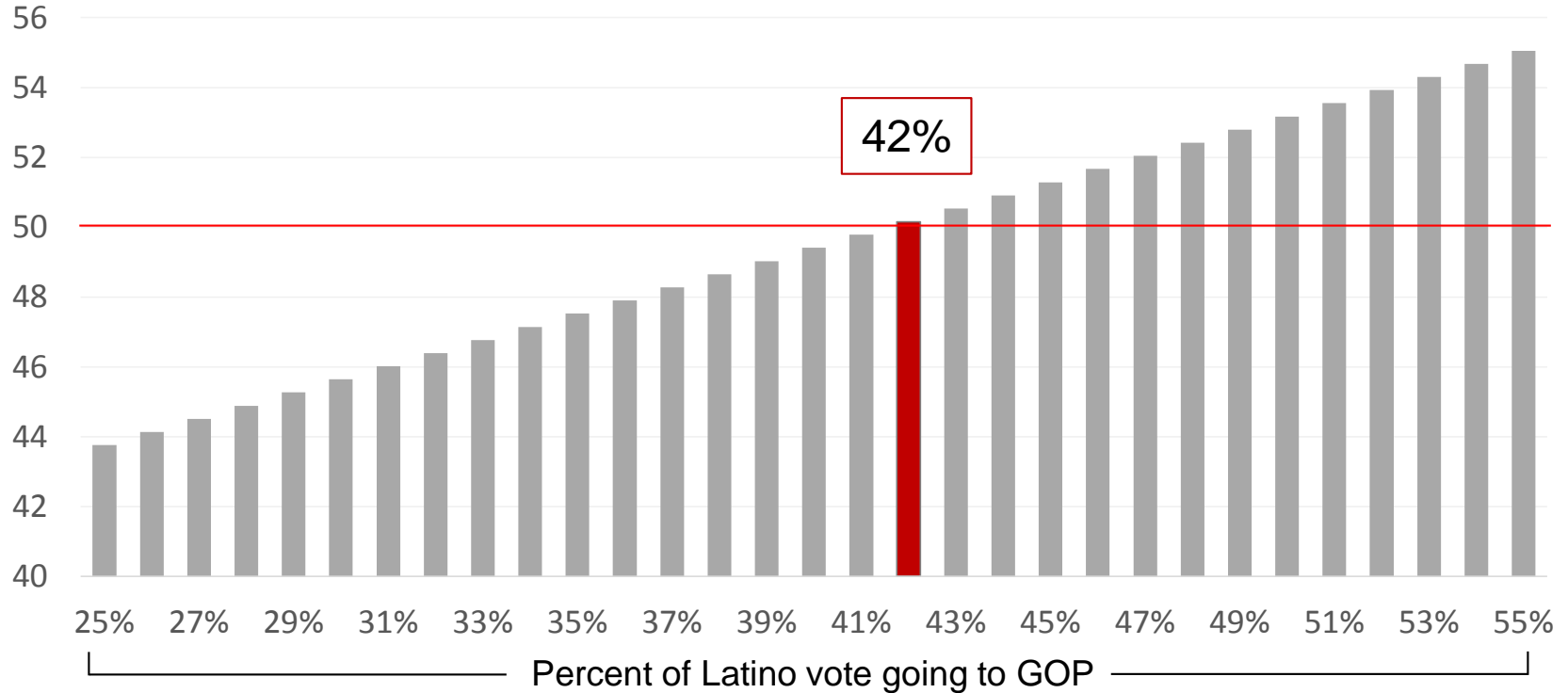


# The Latino vote in 2016

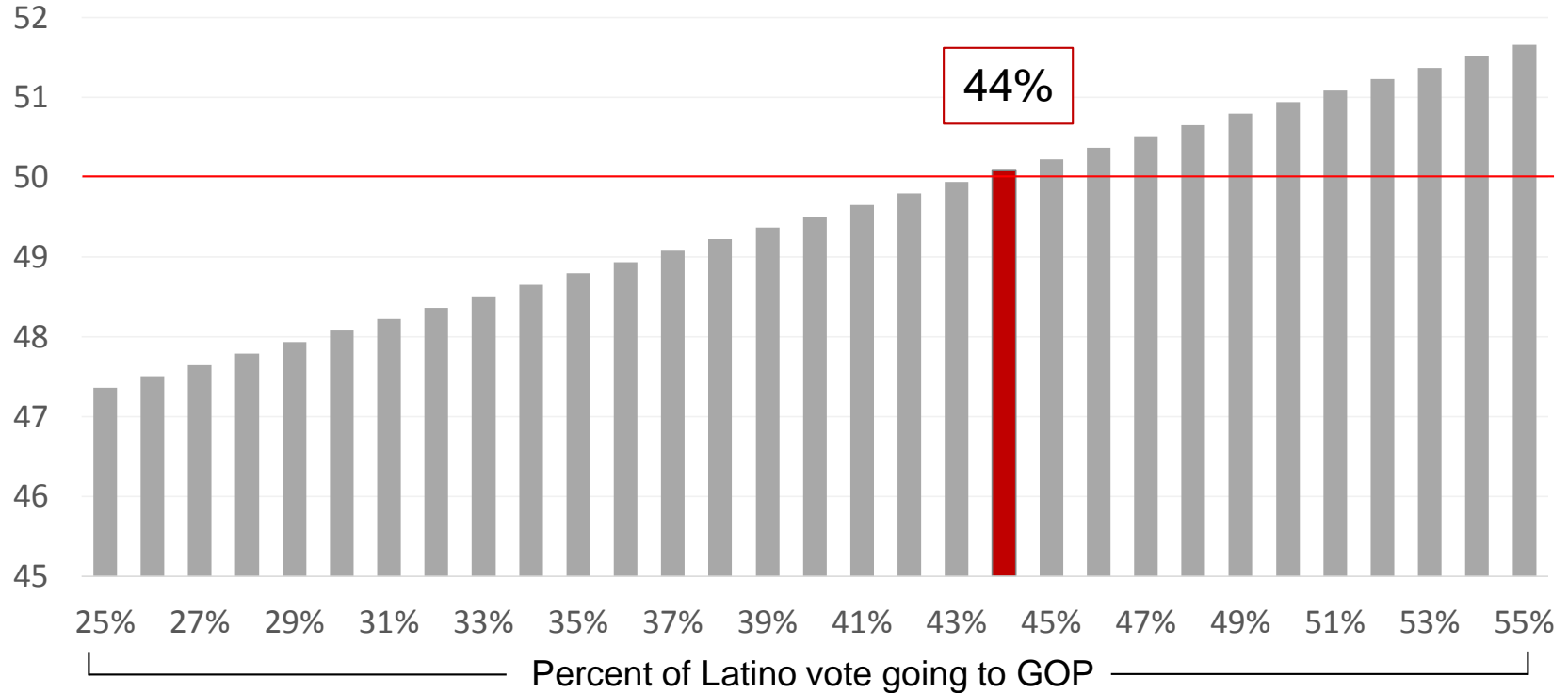
Others such as OH or VA are often extremely close and have growing Latino vote



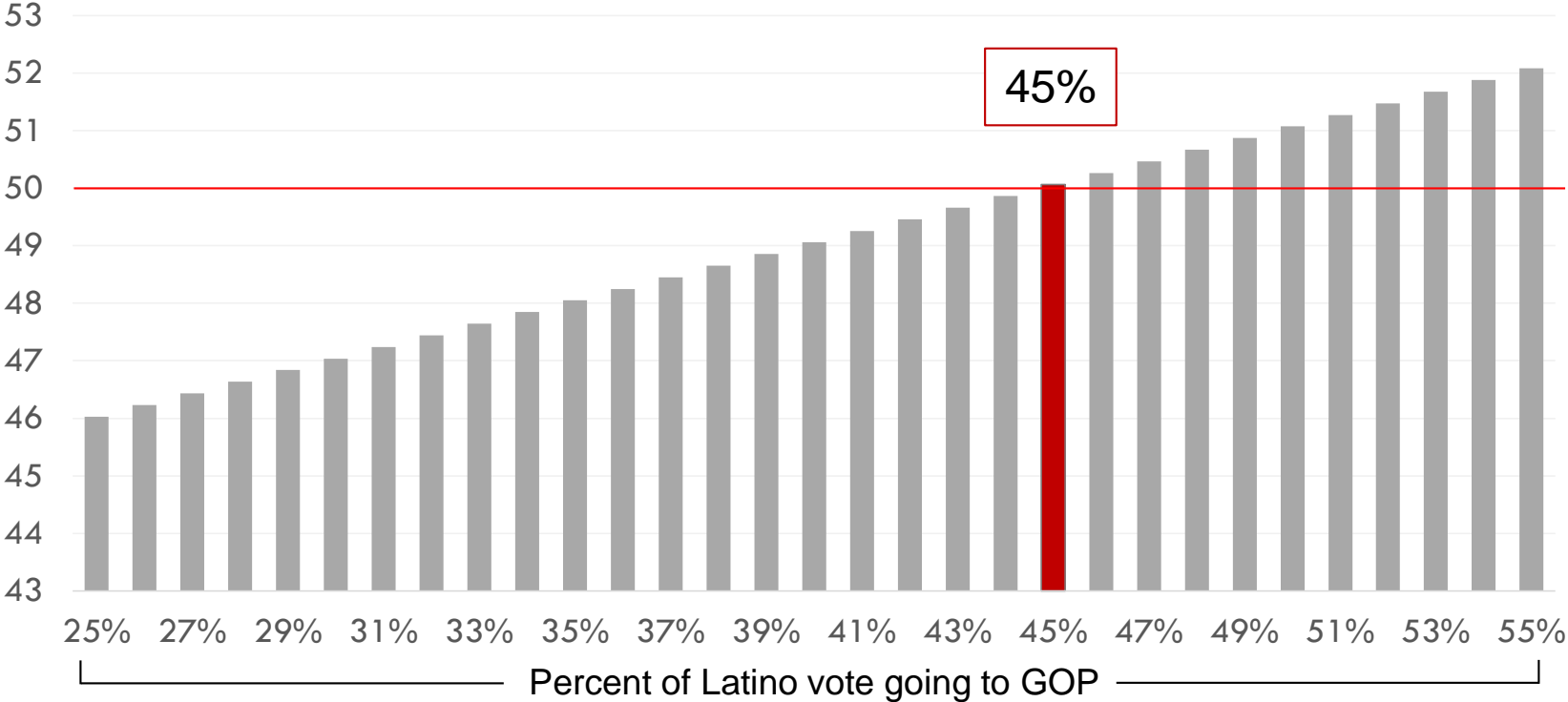
# Potential New Mexico GOP Vote '16



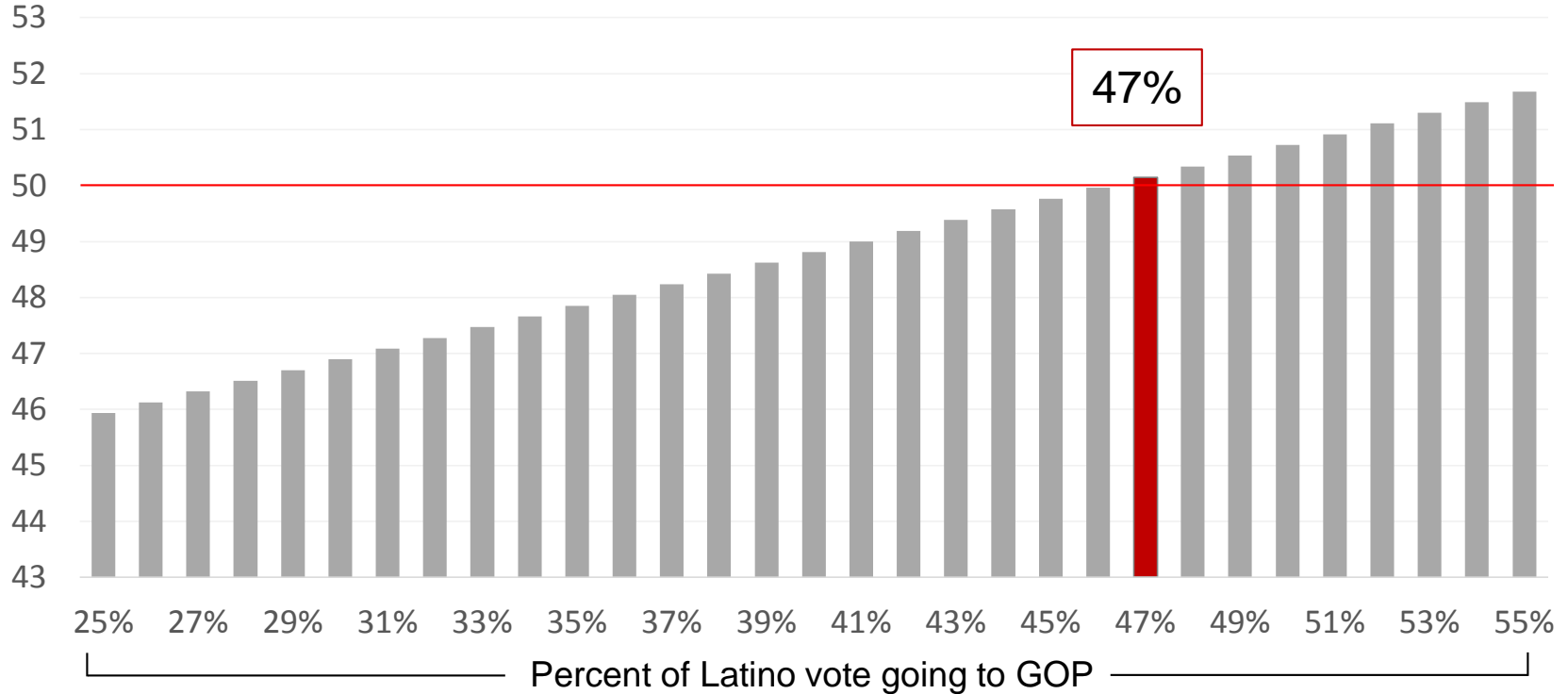
# Potential Colorado GOP Vote '16



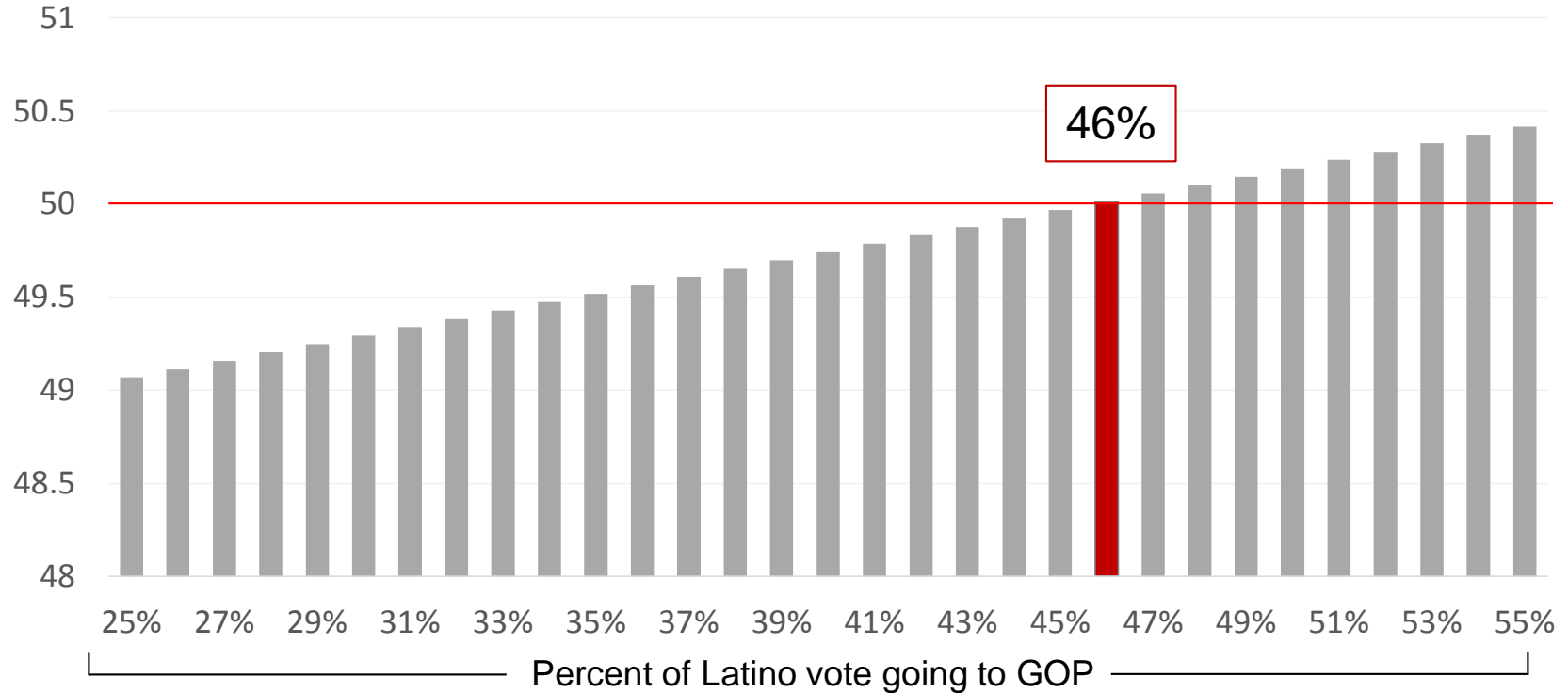
# Potential Nevada GOP Vote '16



# Potential Florida GOP Vote '16

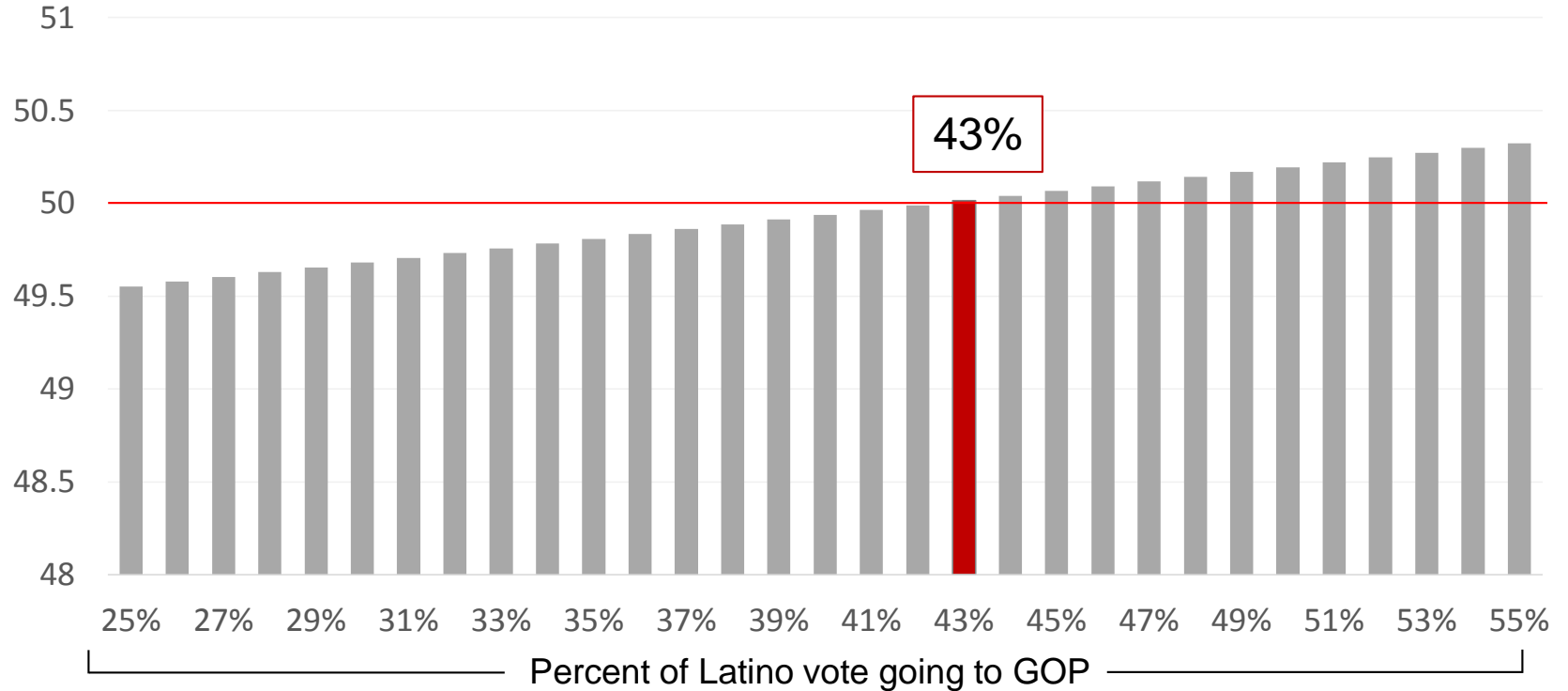


# Potential Virginia GOP Vote '16





# Potential Ohio GOP Vote '16



# Example Excel Sheet / Simulation

## 2016 hypothetical vote results

	Share	GOP %	contr.
White	70.5	59	41.60
Latino	10.4	47	4.89
Black	12.5	12	1.50
Asian	3.5	26	0.91
Other	3.1	38	1.18
	100		<b>50.07</b>

You can visit our new online tool and make your own calculations at:

[www.latinodecisions.com/2016-calculator](http://www.latinodecisions.com/2016-calculator)

**50.07** <-- GOP TOTAL

# Historical exit poll data on White vote

## □ White vote over time, 1980 - 2012

Year	Dem	Other	GOP	GOP E.C.	GOP pop	Dem pop	GOP diff
1980	36	8	56	489	50.5	41.0	9.5
1984	34	0	66	525	58.5	40.4	18.1
1988	40	0	60	426	53.1	45.5	7.6
1992	39	20	41	168	37.1	42.9	-5.8
1996	44	10	46	159	40.7	49.2	-8.5
2000	42	3	55	271	47.9	48.3	-0.4
2004	41	1	58	286	50.7	48.1	2.6
2008	43	2	55	173	45.7	53.8	-8.1
2012	39	2	59	206	47.2	51.9	-4.7

# Take Aways

- When we talk about the national Latino vote, Republicans can not win if they simply target 40%
- The 40% threshold was based on Bush-Kerry 2004 demographics
- More precise focus is on the key battleground states and there the threshold varies from 42 – 47%
- Updated models as state polling data emerges