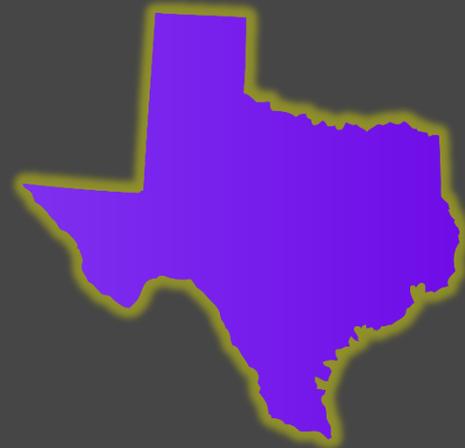


IS TEXAS TURNING PURPLE? LESSONS FROM 2018 AND LOOKING AHEAD TO 2020



Matt Barreto
[@realMABarreto](#)
[@LatinoDecisions](#)

Latino  Decisions

March 8, 2019

2018 Headlines

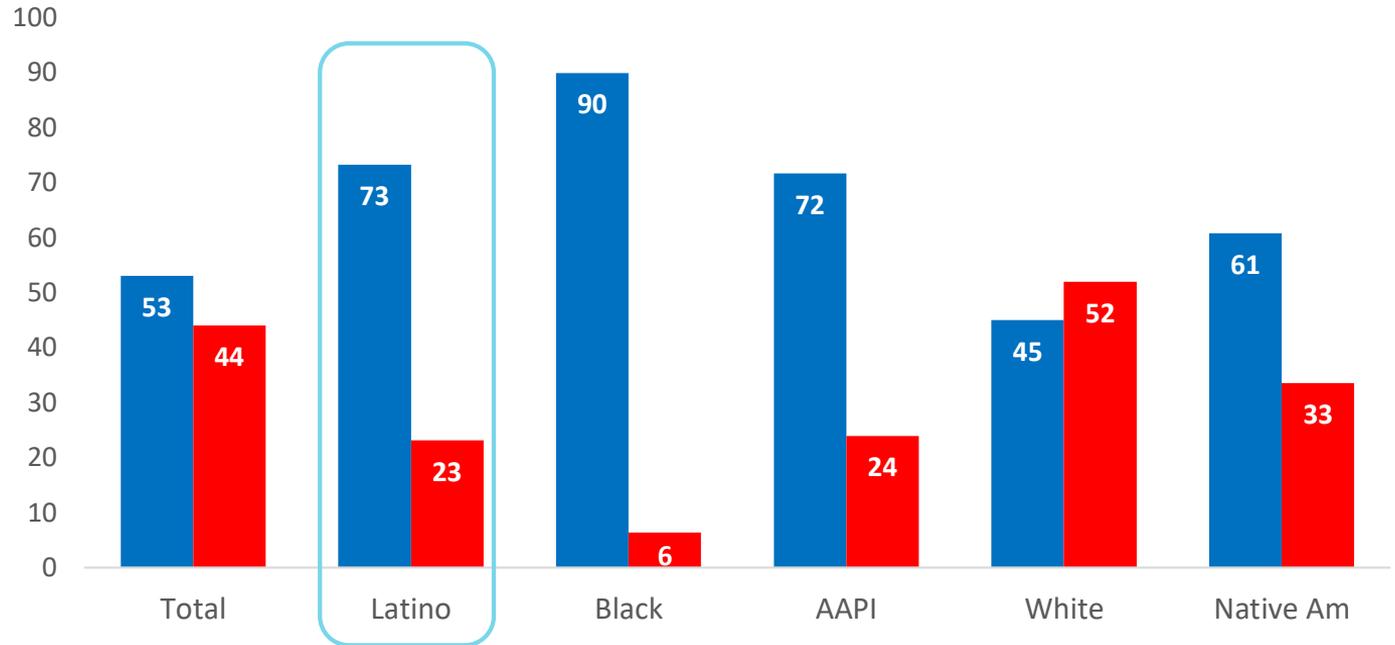
- Voter anger is real and they are tired of attacks and racialization
- There was record Latino participation for a midterm election
- The glass is only ½ full – we have so much more opportunity

Vote for U.S. House

Minority and immigrant voters drove the Blue Wave in the U.S. House elections

While the white vote was decidedly less Republican than in 2016

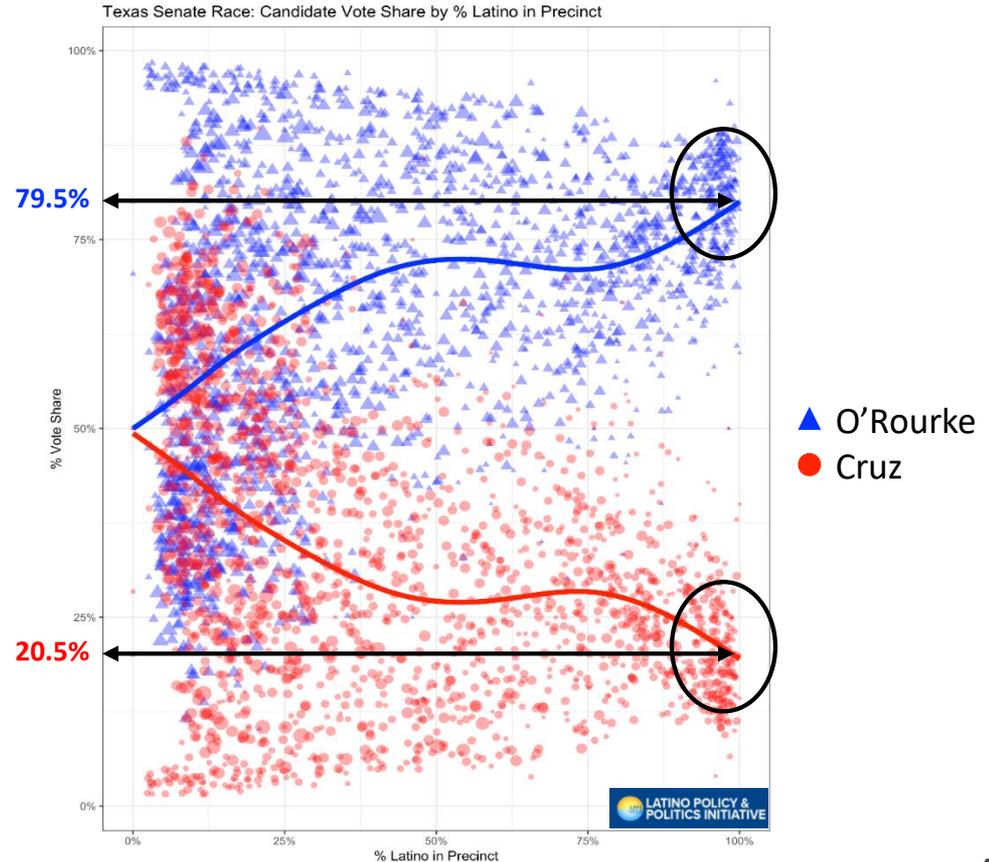
In the election for U.S. House of Representatives, did you vote for the Democratic candidate or Republican candidate?



Latino vote in Texas: Beto v. Cruz

➤ Latino Vote choice

	LD	Exits
Beto	74	64
Cruz	24	35



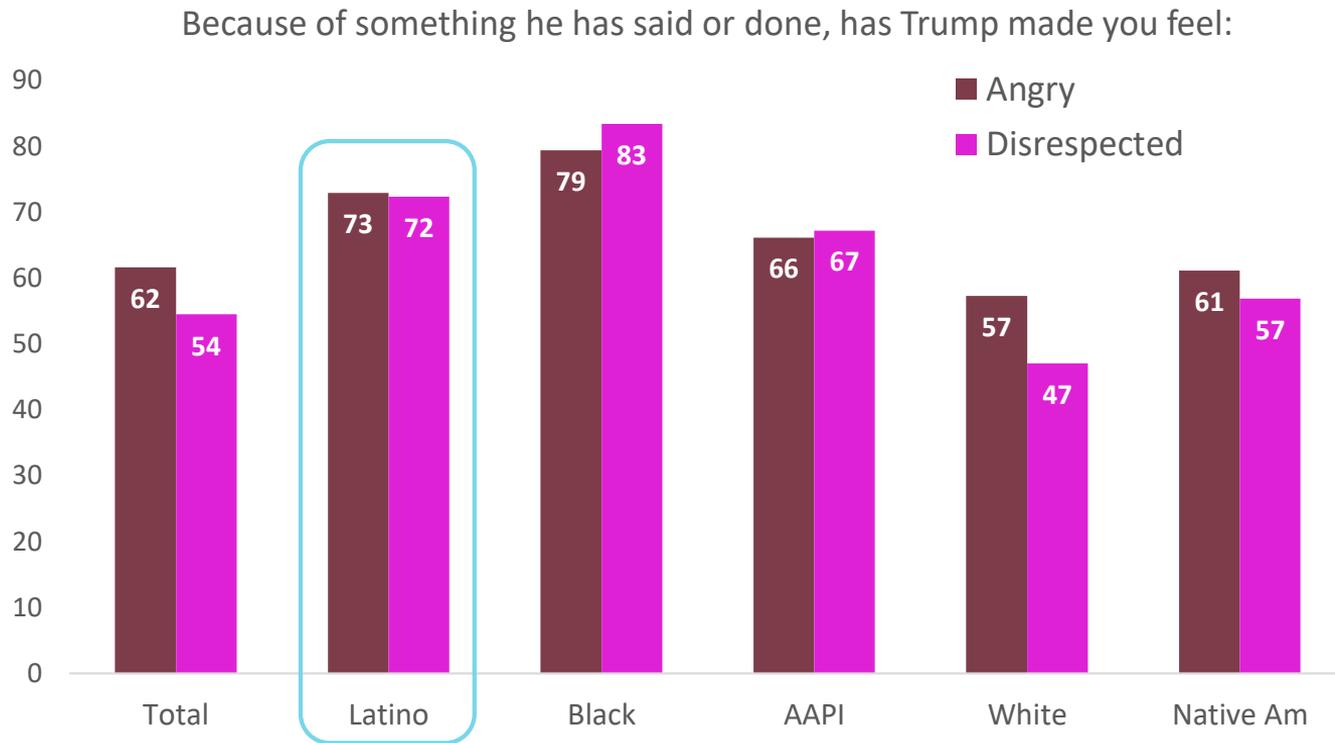
REFERENDUM ON TRUMP AND DIVISIVE POLITICS



A referendum on Donald Trump

Reactions and emotions to President Trump were a driving factor for voters in the 2018 elections

A majority of voters of all races and ethnicities were upset by Trump, not inspired

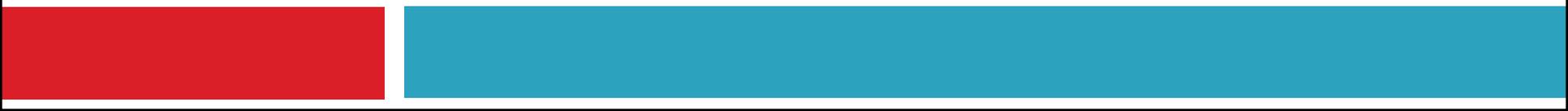


The rise of racism in American elections

Which statement comes closest to your own view?

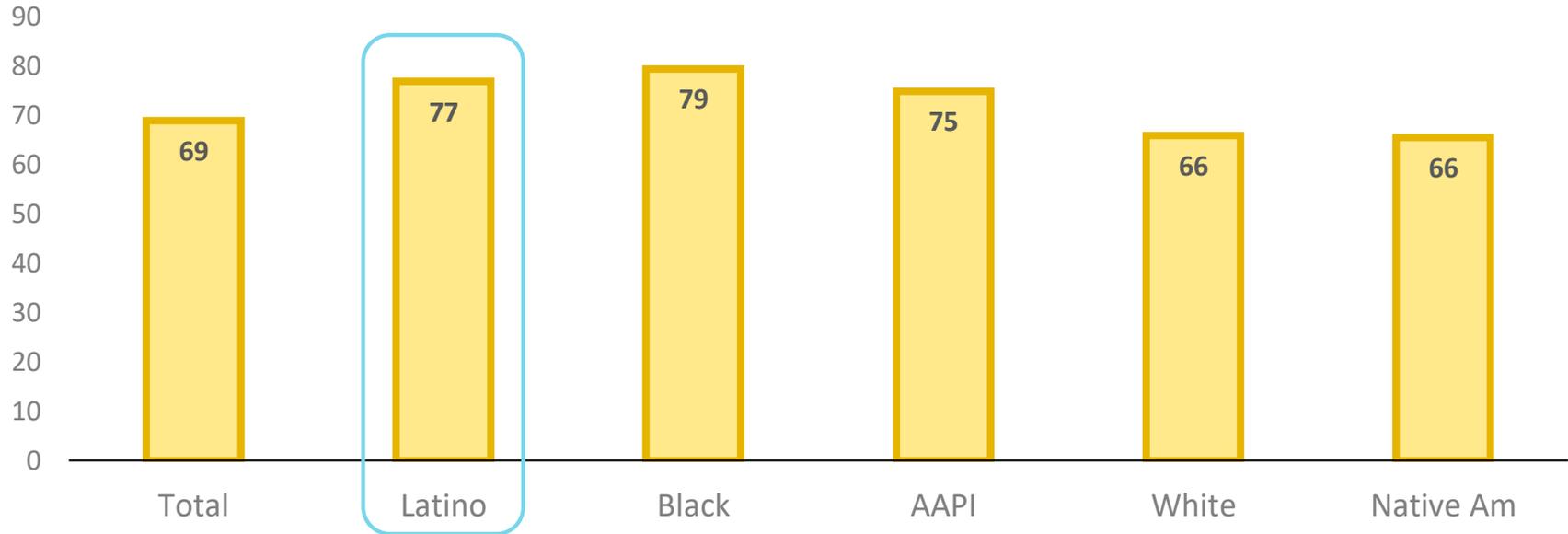
	<u>Total</u>	<u>Latino</u>	<u>Black</u>	<u>AAPI</u>	<u>White</u>	<u>Native</u>
Trump has no impact on [my community]	8	6	11	21	7	22
Trump has a positive impact on [my community]	33	18	8	18	40	18
Trump has a negative impact on [my community]	21	27	29	29	19	25
<u>Trump is a racist</u> whose policies are intended to hurt [my community]	34	48	48	27	31	30
<i>Total negative / racist</i>	56	74	77	57	50	55

MOBILIZATION AND TURNOUT



Self-mobilization

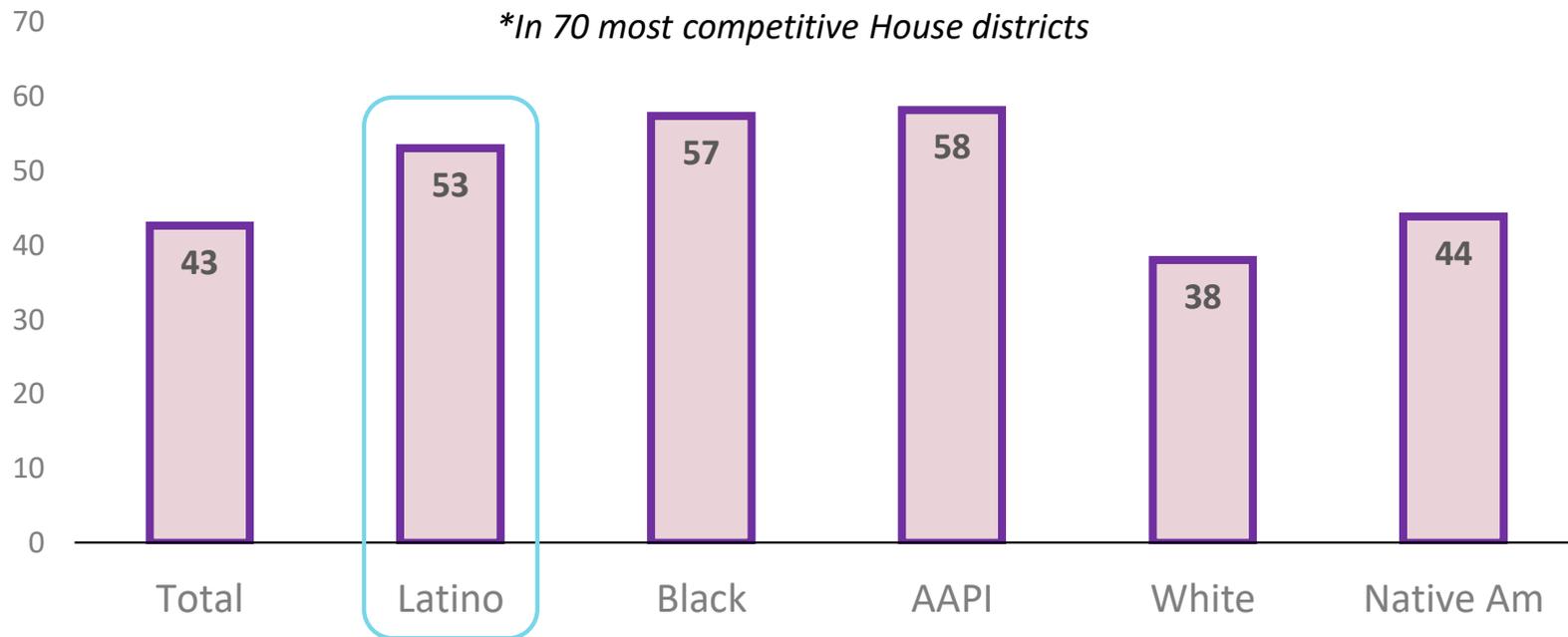
Encouraged your friends or family to register or vote in the 2018 election



Reported contact by campaign

Did anyone from a campaign, political party, or some other group ask you to vote, or register to vote?

**In 70 most competitive House districts*



LATINO VOTERS TURNED OUT BIG IN 2018



Evidence of Latino turnout from Texas

Change in Ballots Cast 2014-2018

<u>County</u>	<u>%Latino</u>	<u>%White</u>	<u>Change</u>
➤ Dallas	40%	30%	+ 86%
➤ Harris	43%	31%	+ 86%
➤ Travis	35%	49%	+ 94%

Evidence of Latino turnout from Texas

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➤ Travis	35%	49%	+ 94%
➤ Hidalgo	92%	6%	+ 105%
➤ Zapata	94%	5%	+ 109%
➤ Zavala	94%	5%	+ 113%
➤ Cameron	90%	9%	+ 115%
➤ Webb	96%	3%	+ 116%
➤ Jim Hogg	93%	5%	+ 118%
➤ Maverick	96%	3%	+ 124%
➤ Starr	97%	2%	+ 125%
➤ El Paso	82%	14%	+ 168%

Evidence of Latino turnout from Texas

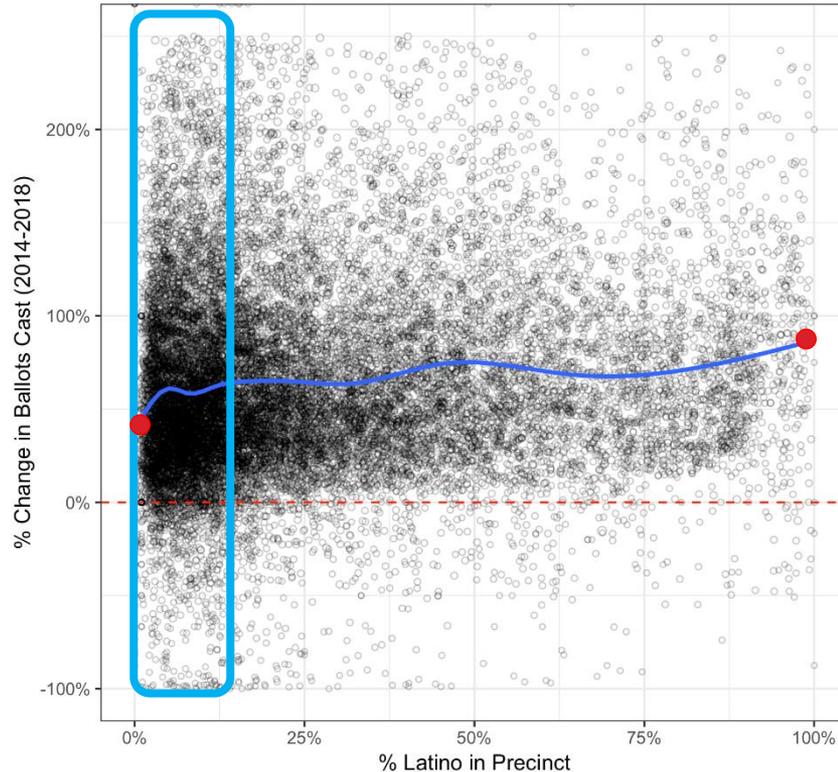
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➤ Harris	43%	31%	+ 86%
➤ Travis	35%	49%	+ 94%
➤ Montague	10%	87%	+ 15%
➤ Hamilton	11%	86%	+ 34%
➤ Carson	10%	87%	+ 36%
➤ Roberts	13%	83%	+ 39%
➤ Sabine	4%	87%	+ 49%
➤ Wood	9%	84%	+ 53%
➤ Van Zandt	10%	85%	+ 56%
➤ Clay	5%	91%	+ 58%
➤ Hardin	5%	87%	+ 83%

Latino turnout nationally

% Change in Ballots Cast 2014-2018
AZ, TX, NV, FL, CA, NJ, NY, & NM (N ~ 20,200)



Vote
Change

Non-Latino
Precincts

Latino
Precincts

< 10%

14%

5%

10-40%

26%

18%

40-70%

25%

25%

70% +

36%

52%

N

5,848

1,067

Avg

37%

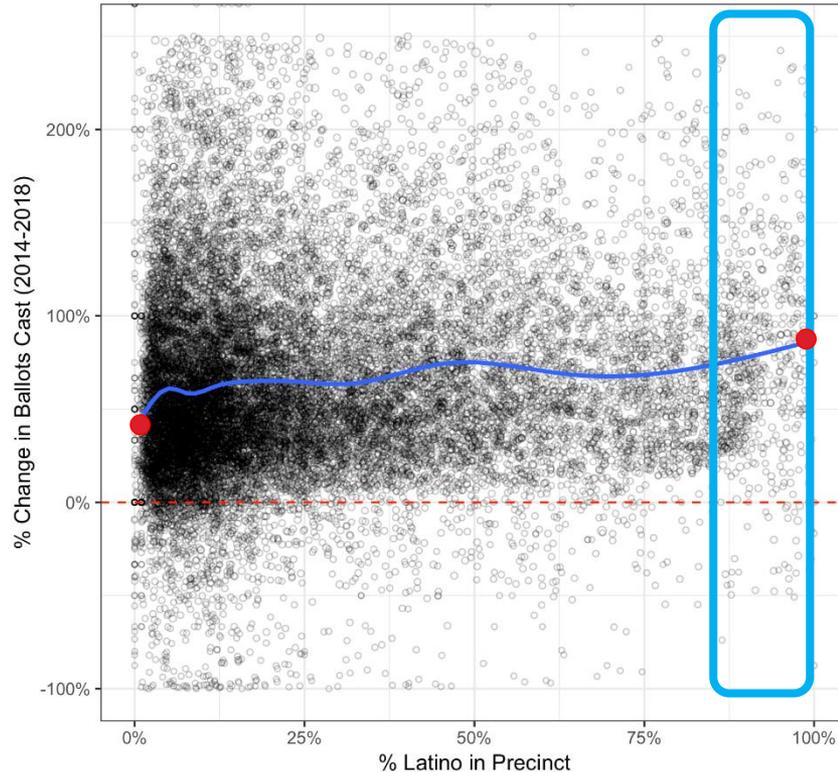
96%

Source: UCLA Latino Policy & Politics Initiative

<http://latino.ucla.edu/vote>

Latino turnout nationally

% Change in Ballots Cast 2014-2018
AZ, TX, NV, FL, CA, NJ, NY, & NM (N ~ 20,200)

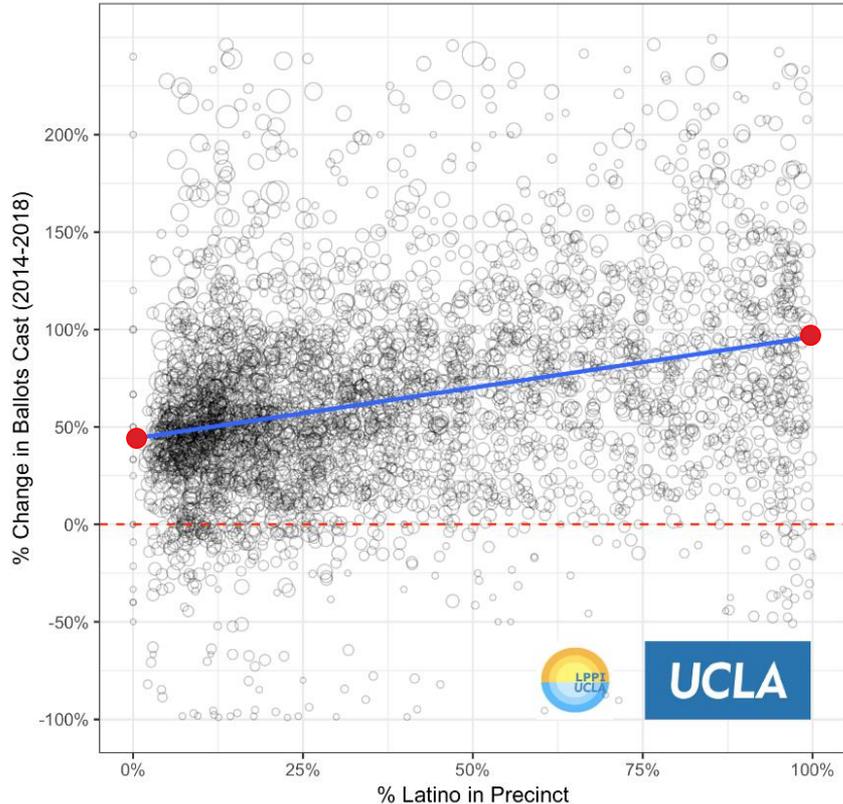


Vote Change	Non-Latino Precincts	Latino Precincts
< 10%	14%	5%
10-40%	26%	18%
40-70%	25%	25%
70% +	36%	52%
N	5,848	1,067
Avg	37%	96%

Source: UCLA Latino Policy & Politics Initiative
<http://latino.ucla.edu/vote>

Latino turnout in Texas

% Change in Ballots Cast Texas 2014-2018

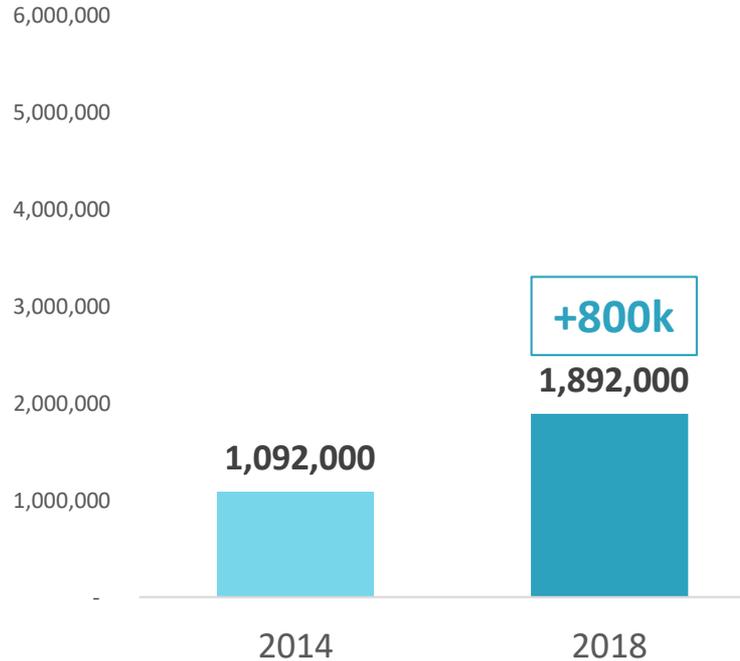


State of Texas

Vote Change	Non-Latino Precincts	Latino Precincts
< 10%	19%	7%
10-40%	29%	13%
40-70%	35%	20%
70% +	18%	59%
N	530	756
Avg	43%	98%

Tip of the iceberg

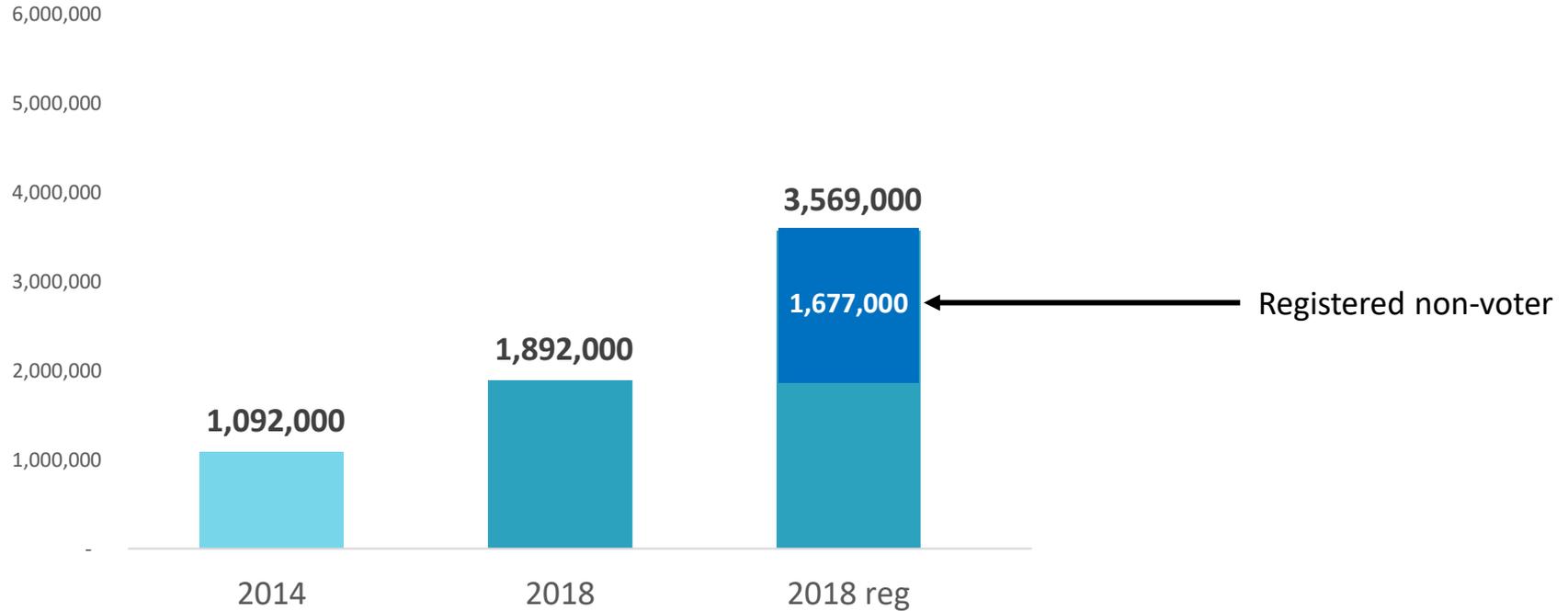
Latino vote in Texas 2014 to 2018



Source: Latino Decisions analysis of US Census CPS 2014 and Texas Secretary of State 2018 vote returns

Tip of the iceberg

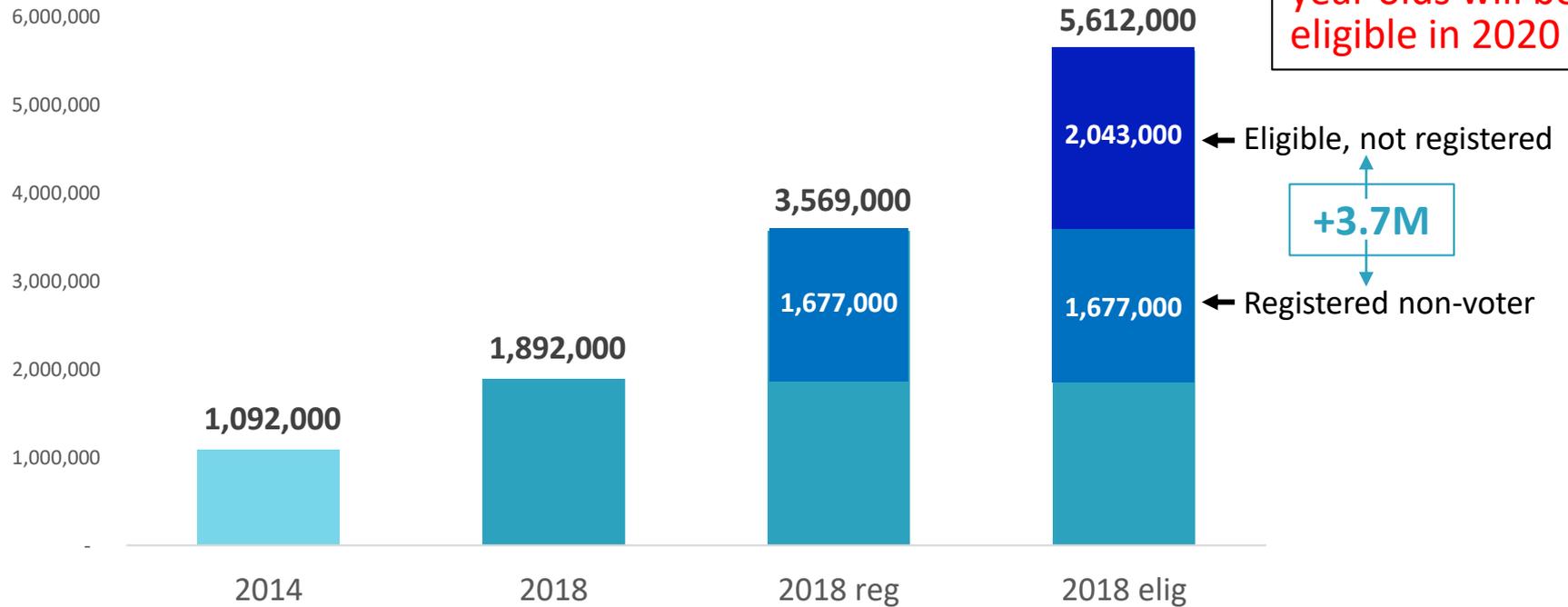
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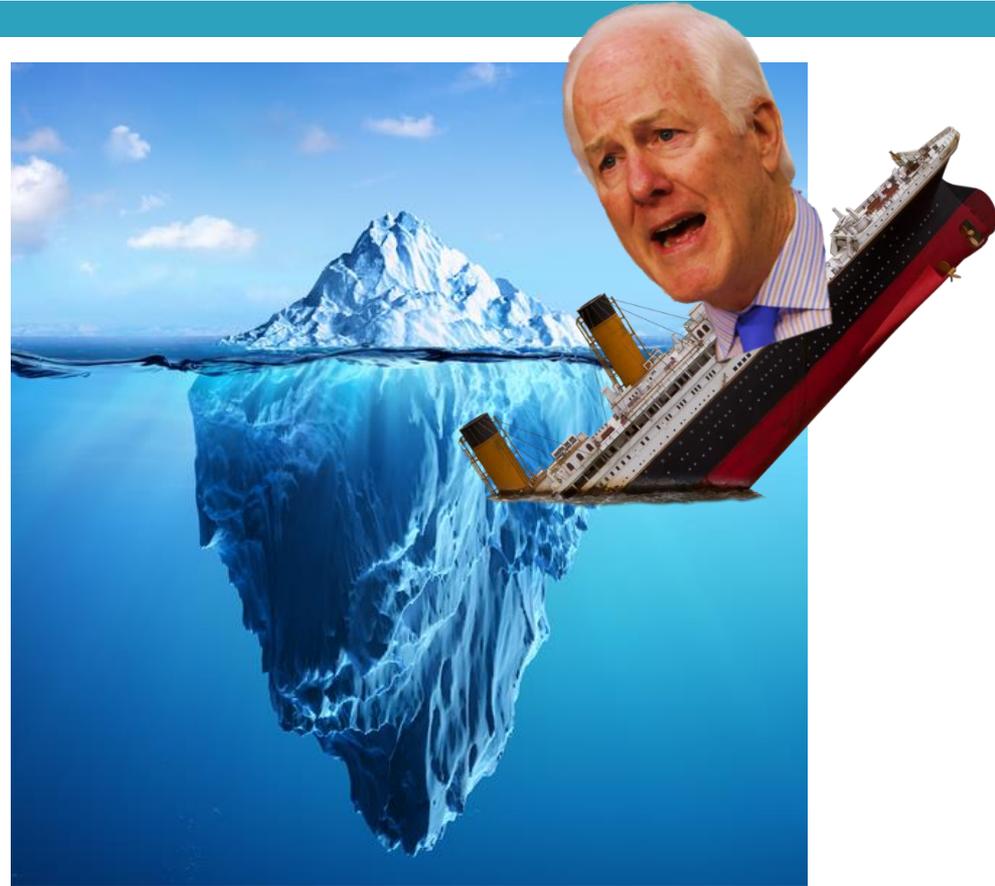
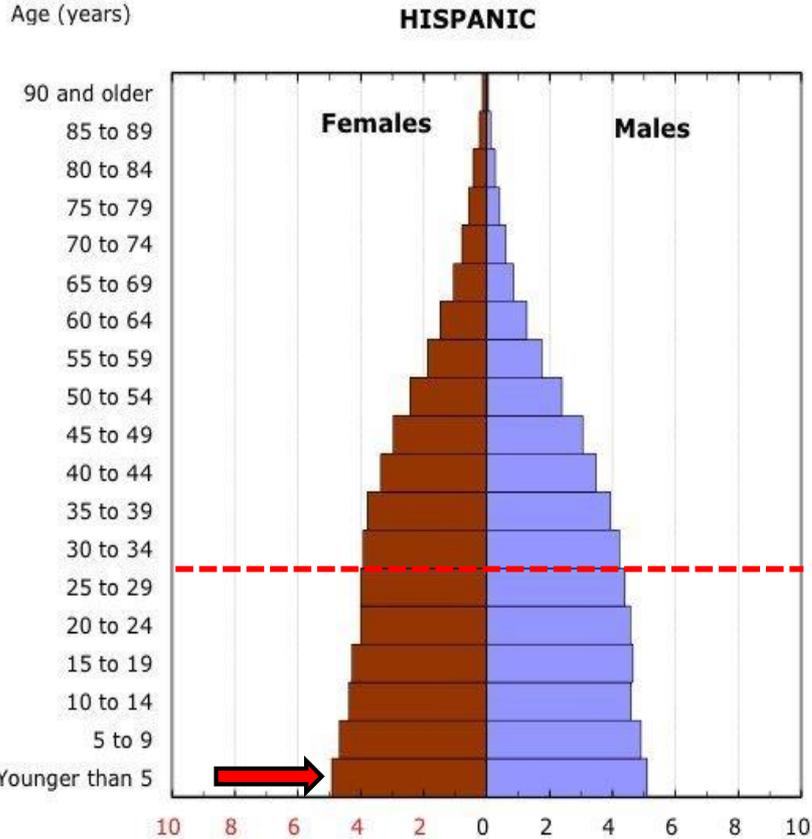
Tip of the iceberg

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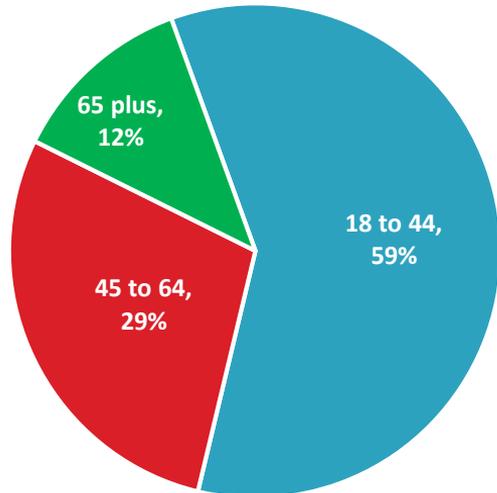
Our potential is our youth



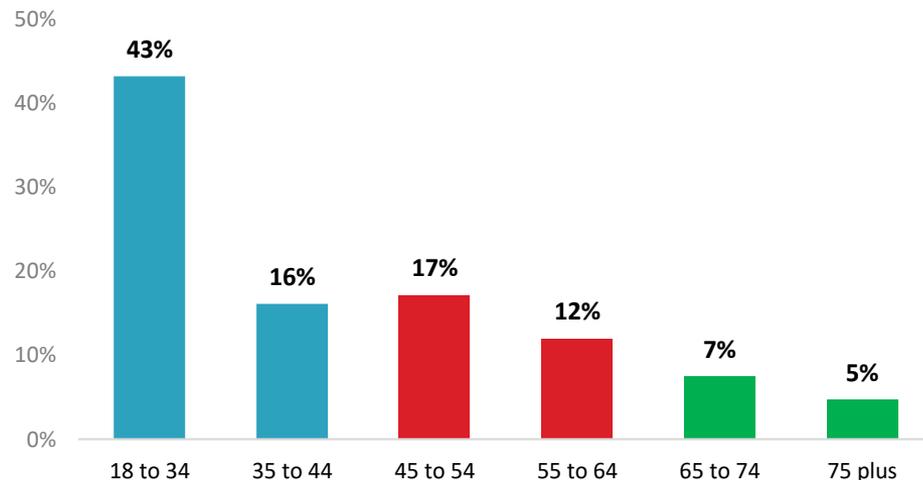
The Latino vote by age

- Nationally there will be an estimated **32 million** Latinos eligible to vote in 2020 – first time to surpass blacks (30M)

Age distribution of Latino eligible voters



Age distribution of Latino eligible voters



Latino influence in Texas House races

- 2 House seats flipped red-to-blue in 2018 – HOWEVER there are 7 additional seats in Texas that the GOP narrowly won

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Latino political potential across seven House districts in Texas in 2020

CD	2018 District Profile			
	% Rep	% Dem	Margin	Votes
TX-2	52.8%	45.6%	-7.3%	-19,196
TX-10	51.1%	46.8%	-4.3%	-13,132
TX-21	50.2%	47.6%	-2.6%	-9,233
TX-22	51.4%	46.5%	-4.9%	-14,597
TX-23	49.2%	48.7%	-0.4%	-926
TX-24	50.6%	47.5%	-3.1%	-8,086
TX-31	50.6%	47.7%	-2.9%	-8,318
Sum	50.8%	47.2%	-3.6%	-73,488

Latino influence in Texas House races

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Latino political potential across seven House districts in Texas in 2020

CD	2018 District Profile				Among Latinos in each district				Potential Latino votes
	% Rep	% Dem	Margin	Votes	Will be eligible to vote in '20	Currently reg vote in 18	Registered - Did not vote 18	Eligible but NOT registered in 20	
TX-2	52.8%	45.6%	-7.3%	-19,196	117,870	76,248	29,568	34,393	63,961
TX-10	51.1%	46.8%	-4.3%	-13,132	120,685	71,958	21,998	40,494	62,492
TX-21	50.2%	47.6%	-2.6%	-9,233	180,275	95,477	17,564	77,526	95,090
TX-22	51.4%	46.5%	-4.9%	-14,597	141,379	81,347	27,927	52,593	80,520
TX-23	49.2%	48.7%	-0.4%	-926	335,016	247,218	142,722	74,908	217,629
TX-24	50.6%	47.5%	-3.1%	-8,086	91,939	49,357	13,842	38,237	52,078
TX-31	50.6%	47.7%	-2.9%	-8,318	138,464	66,526	19,564	65,465	85,030
Sum	50.8%	47.2%	-3.6%	-73,488	1,125,628	688,131	273,185	383,616	656,801

Source: Latino Decisions analysis of Texas SOS election returns, census CVAP data, Texas Legislative Council registration data

What did we learn about 2018

- Continued investment in Latino communities has the greatest opportunity for short, medium, and long-term gains
- Texas saw the largest gains in Latino vote ever
- Latino & POC voters drove the “blue wave” in 2018
- Good candidates, voter registration drives, and continued investment in Latinos **WILL** make Texas a coveted swing state in the very near future.

What did we learn about 2018

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- Texas saw the largest gains in Latino vote ever
- Latino & POC voters drove the “blue wave” in 2018
- Good candidates, voter registration drives, and continued investment in Latinos **WILL** make Texas a coveted swing state in the very near future. *Once that happens, the electoral map is closed to GOP for a generation*
 - *Dems could lose FL, PA, NH, IA, MI, OH, NC, AZ and still win 277*