

Projecting Latino Electoral Influence in 2012: What Percent of the Latino Vote Candidates Need to Win Each State

Matt Barreto & Gary Segura
Latino Decisions

Projecting Latino Electoral Influence in 2012

What Percent of the Latino Vote Candidates Need to Win Each State

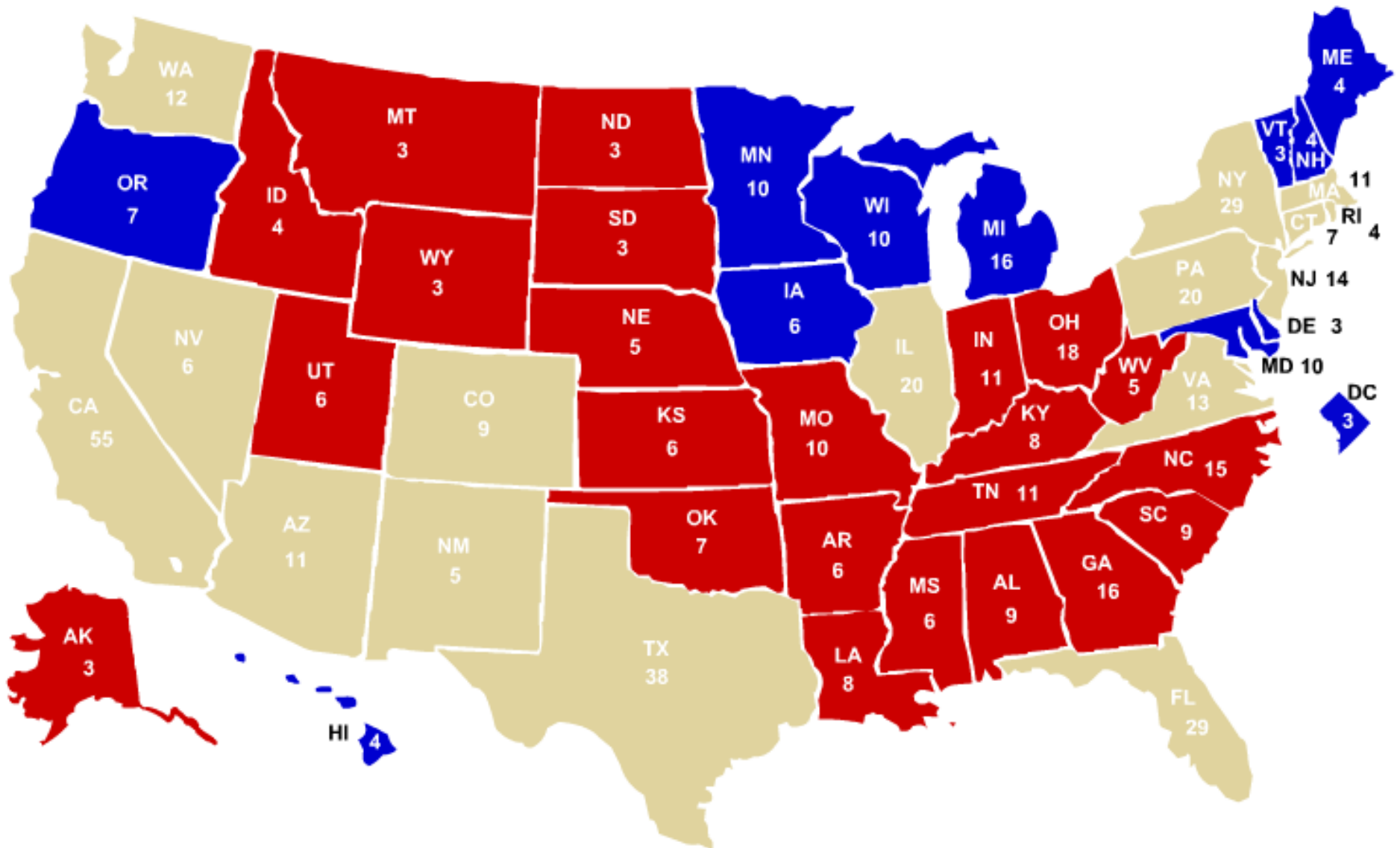
A Joint Research Project By:



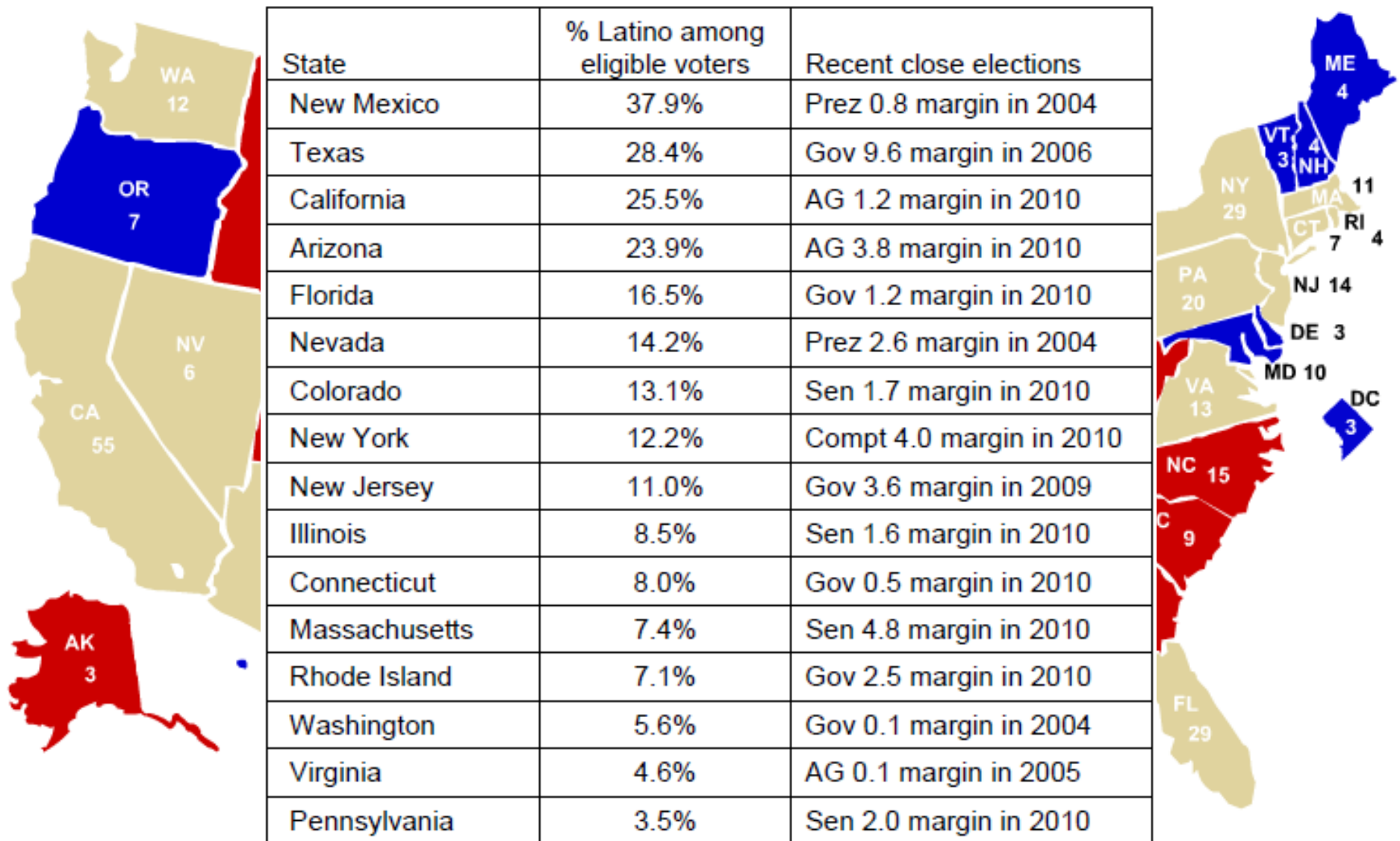
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April 5, 2012

Where Latino Votes Matter



Where Latino Votes Matter



Which states actually matter?

Forecasting the Indianas and North Carolinas...

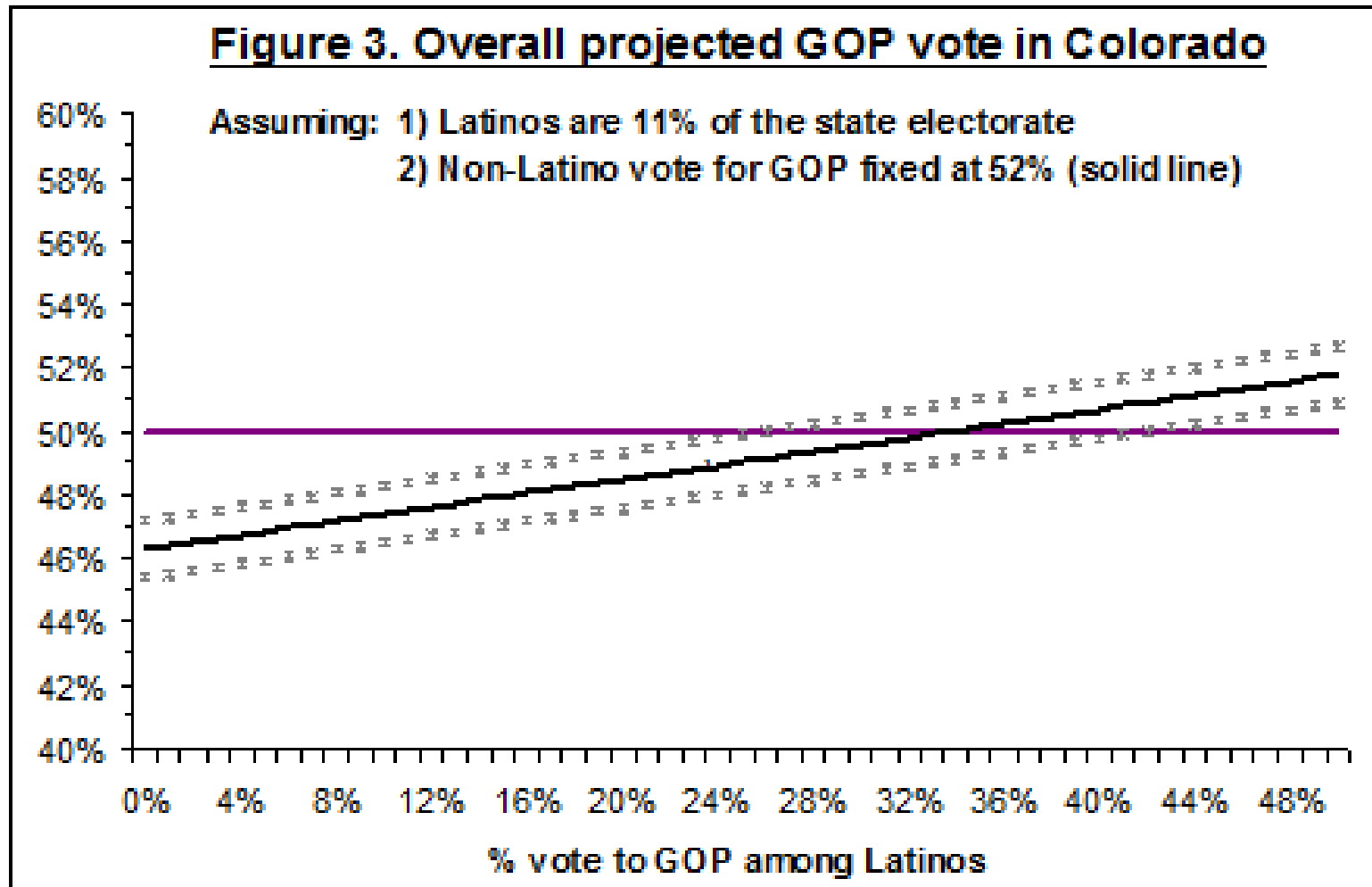
- (1) Presidential election will be close
- (2) Other statewide election, Senate, Governor, Ballot measure will be close
- (3) The Latino electorate is large
- (4) The Latino electorate is growing rapidly and not well understood

Building a model of influence

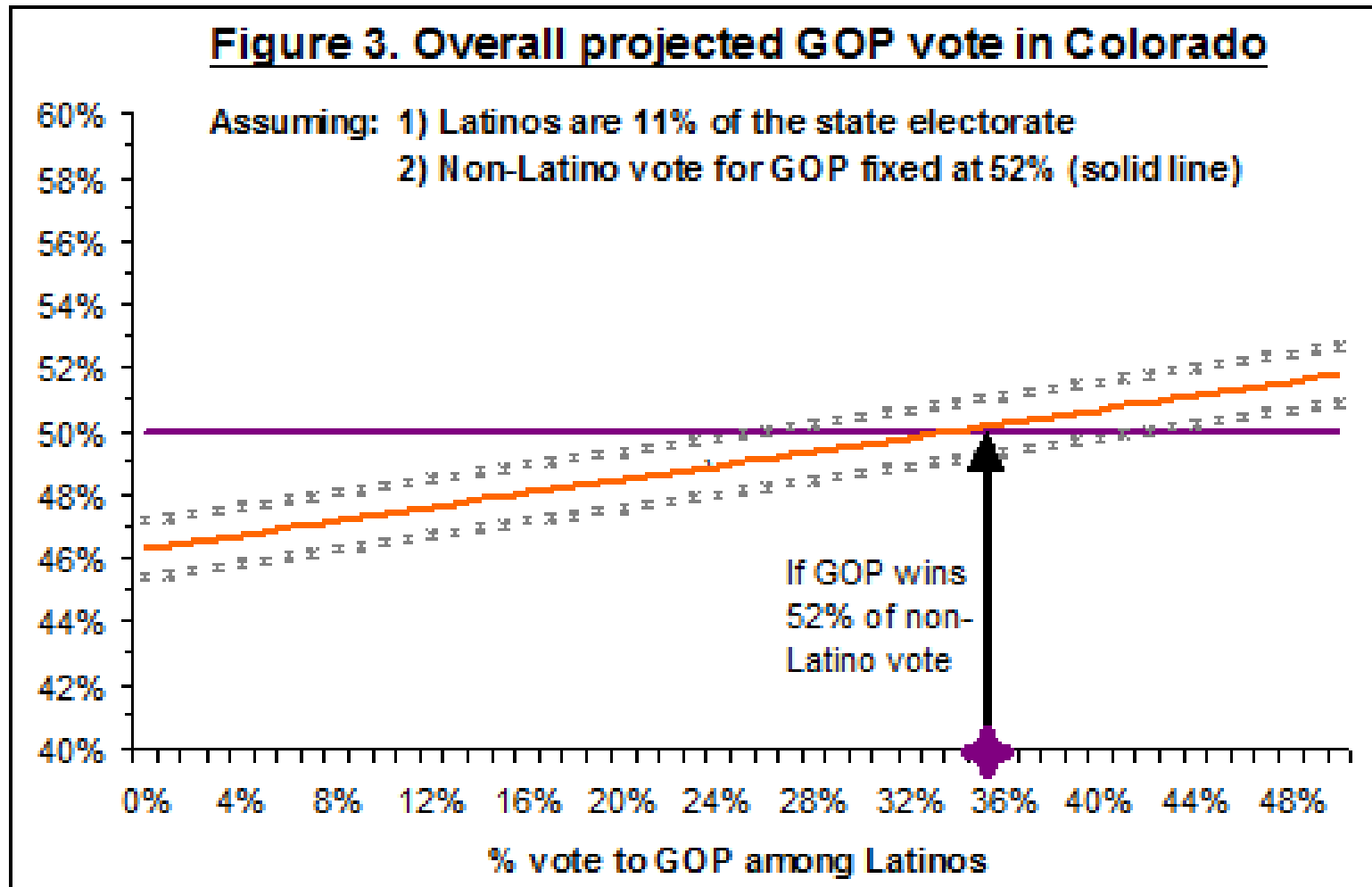
Today, we want to introduce a concept of influence developed with *America's Voice Education Fund*

- (1) What do both political parties need to win?
- (2) Moving parts in a state are:
 - a) Percent of the non-Latino vote won
 - b) Percent of the Latino vote won
 - c) Share of electorate which is Latino (turnout)
- (3) With this in mind, we can assess influence

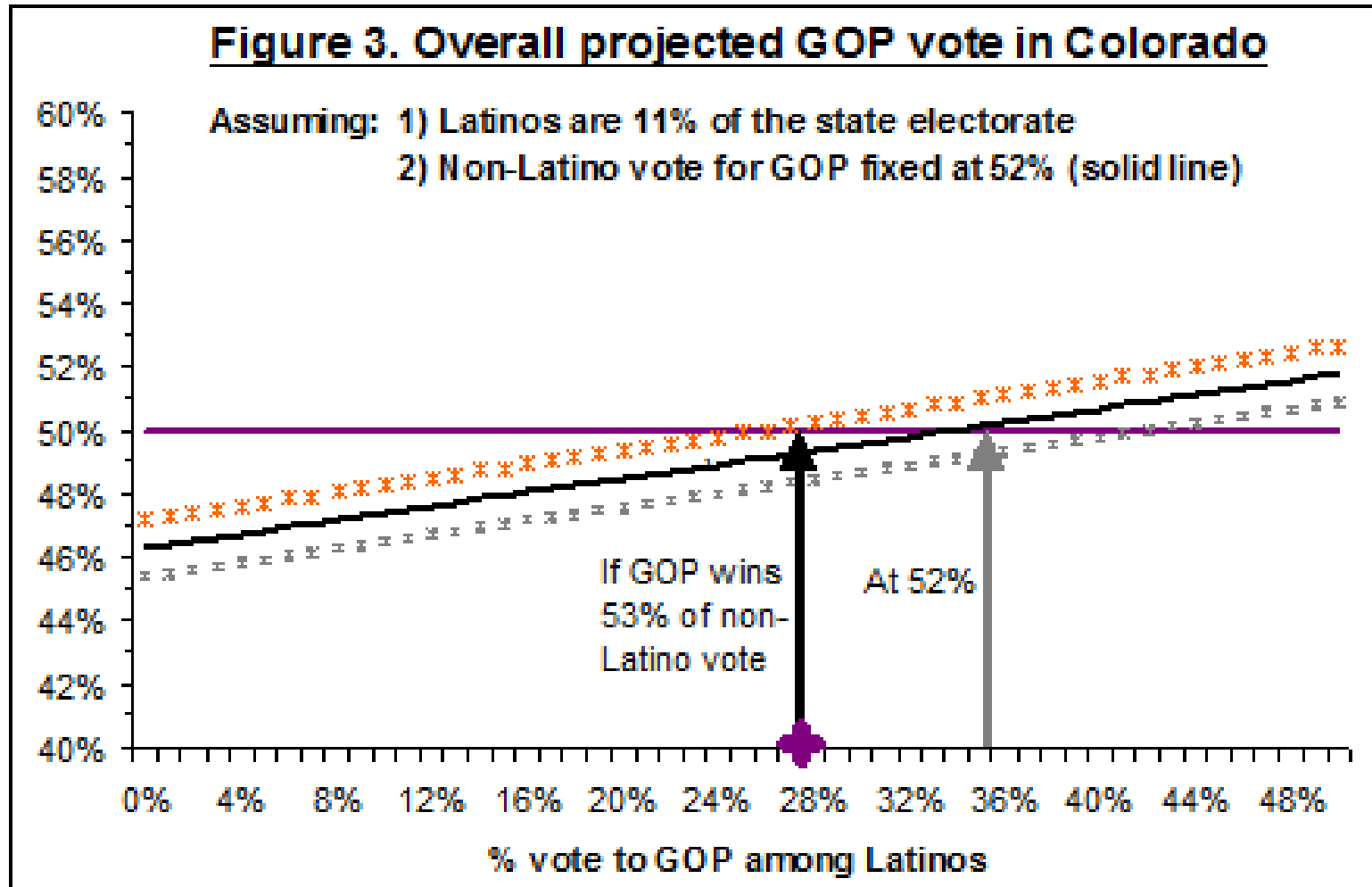
Latino Influence: Colorado



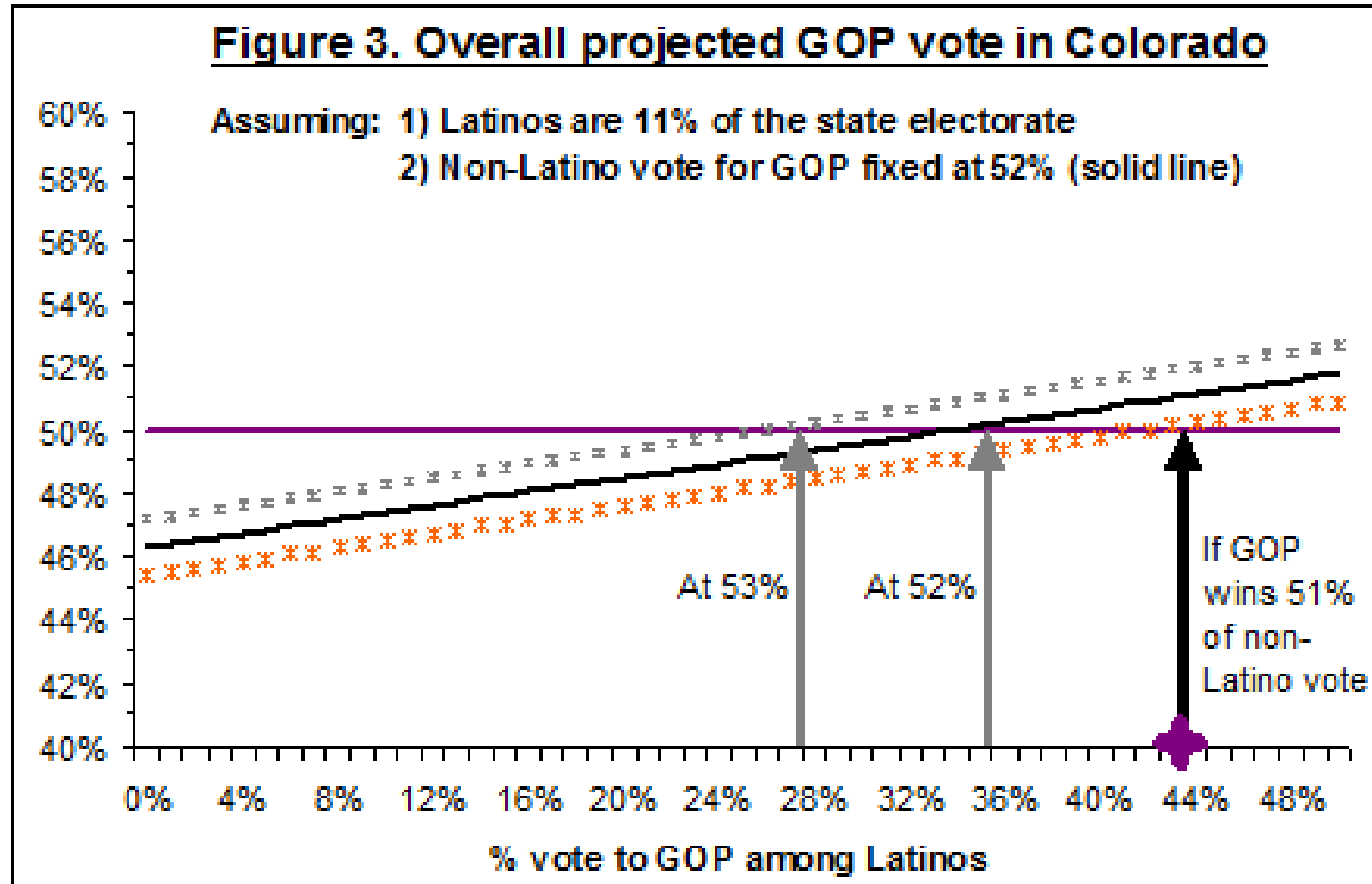
Latino Influence: Colorado



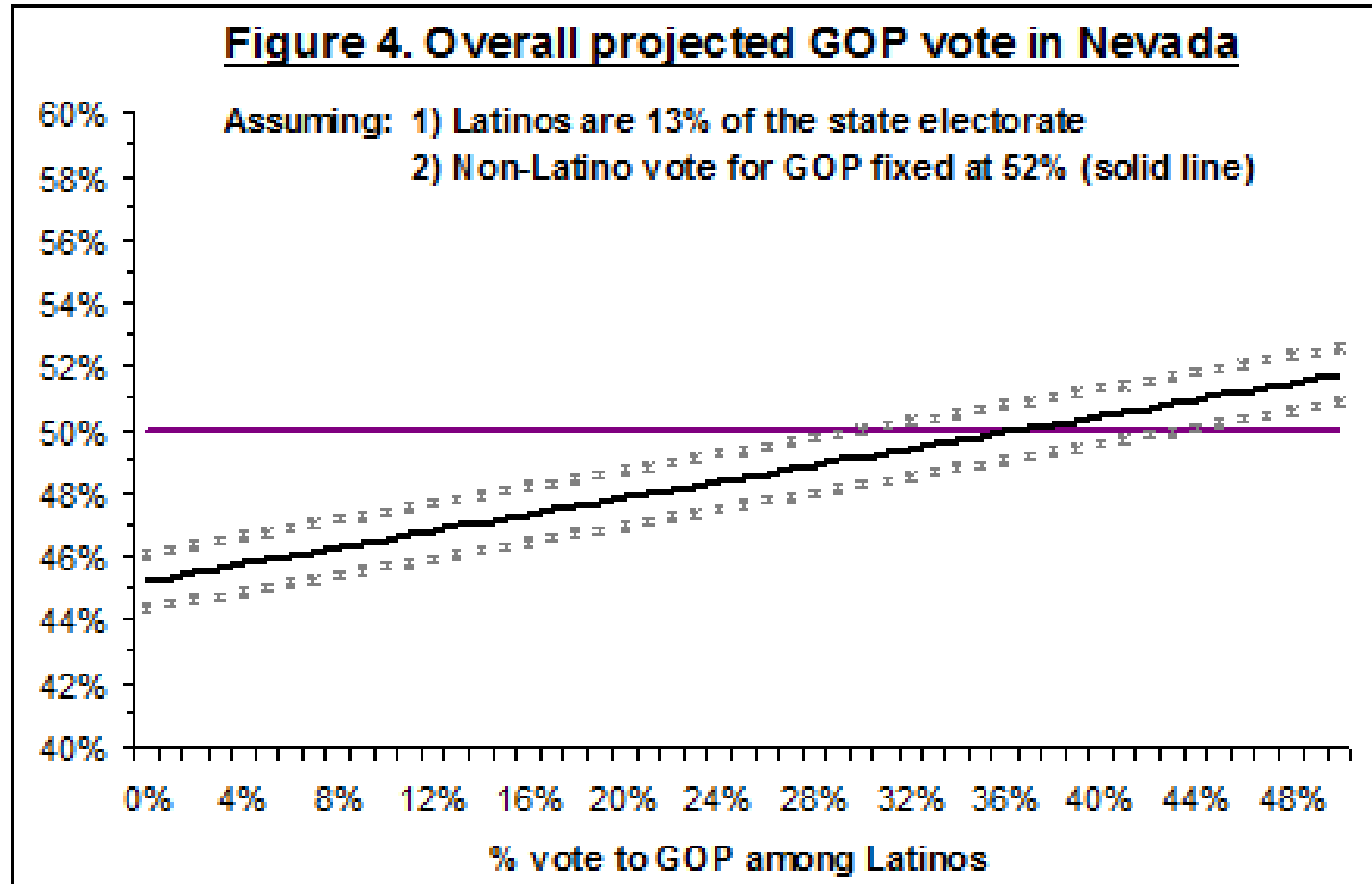
Latino Influence: Colorado



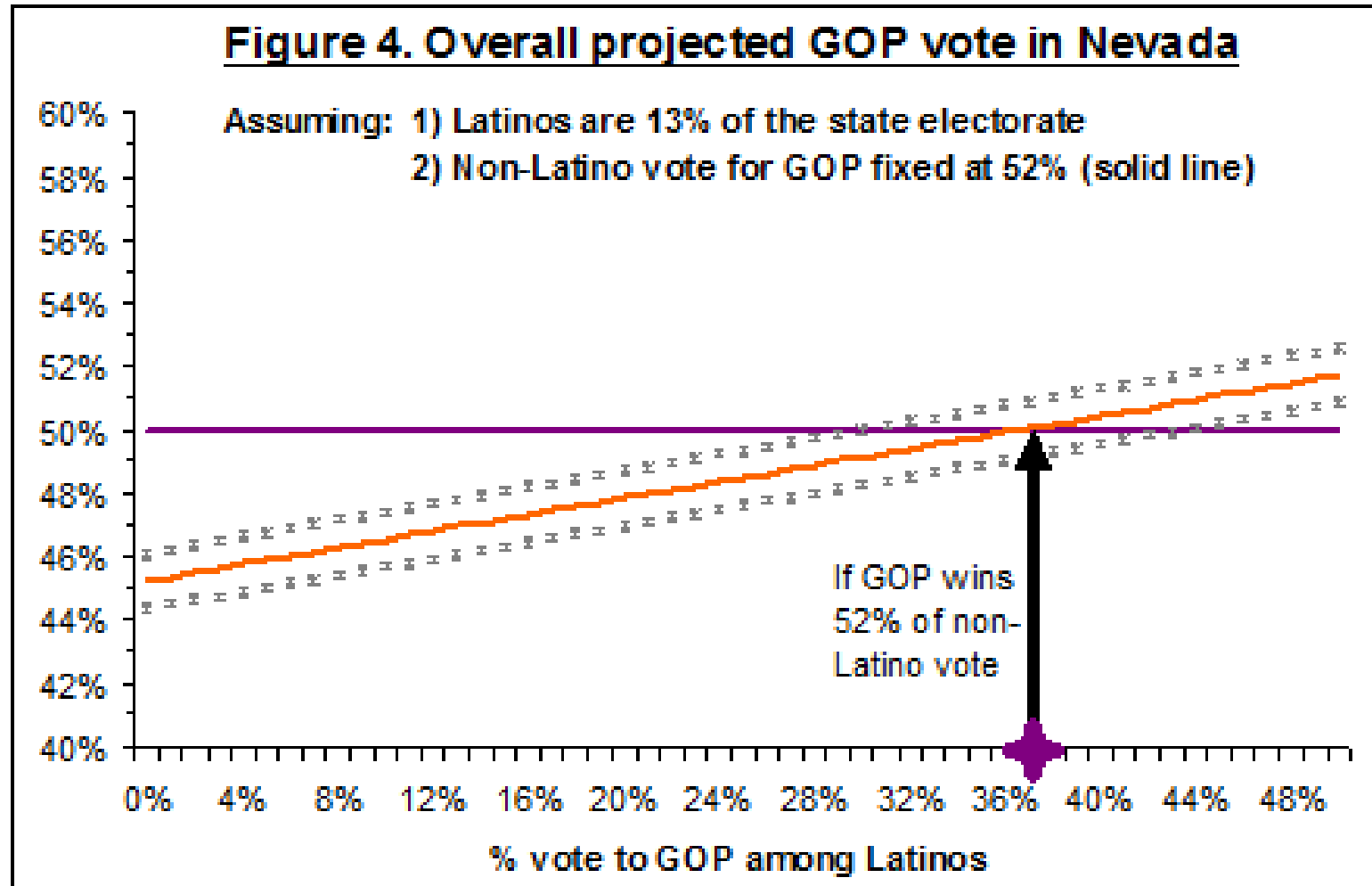
Latino Influence: Colorado



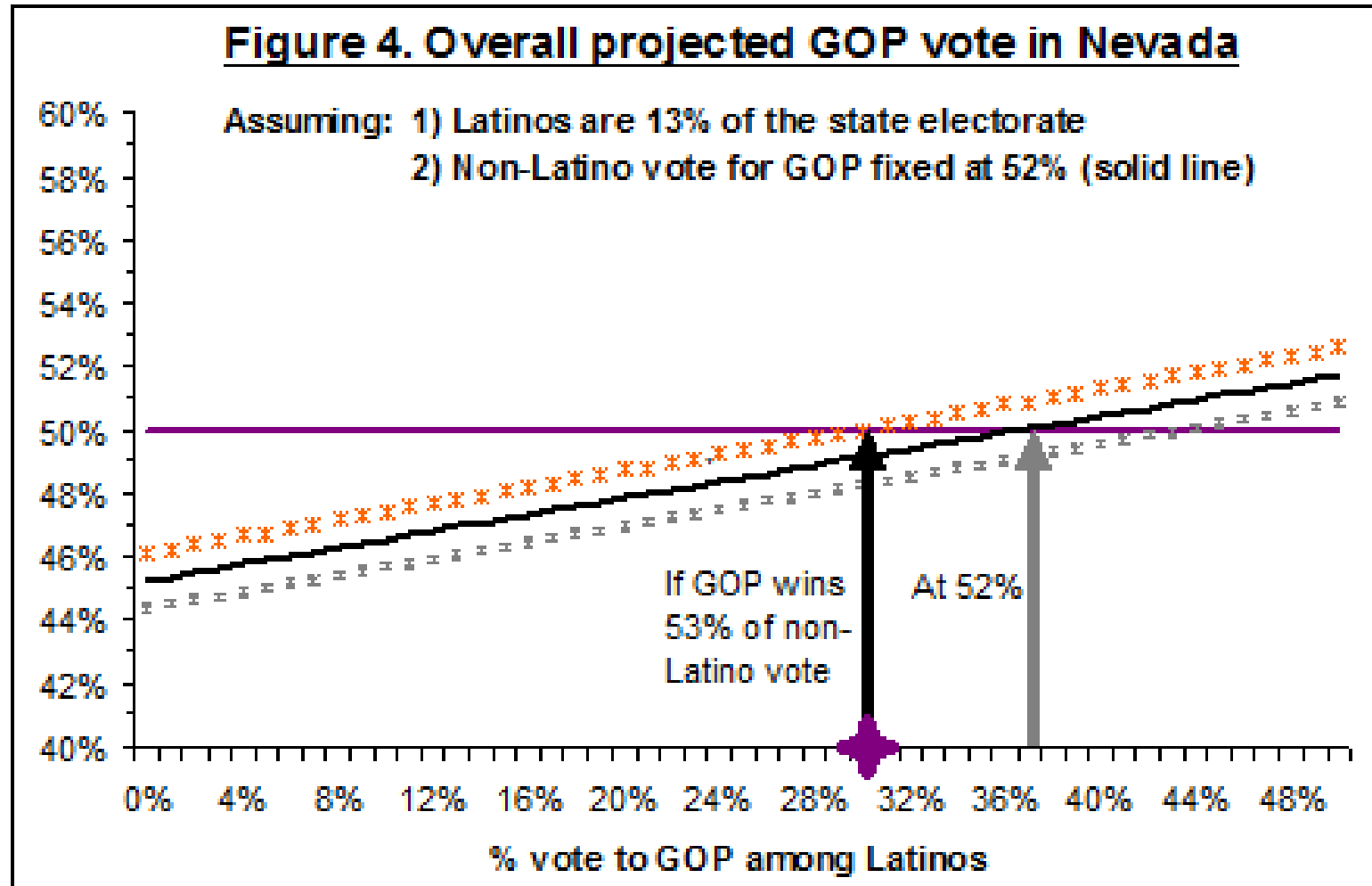
Latino Influence: Nevada



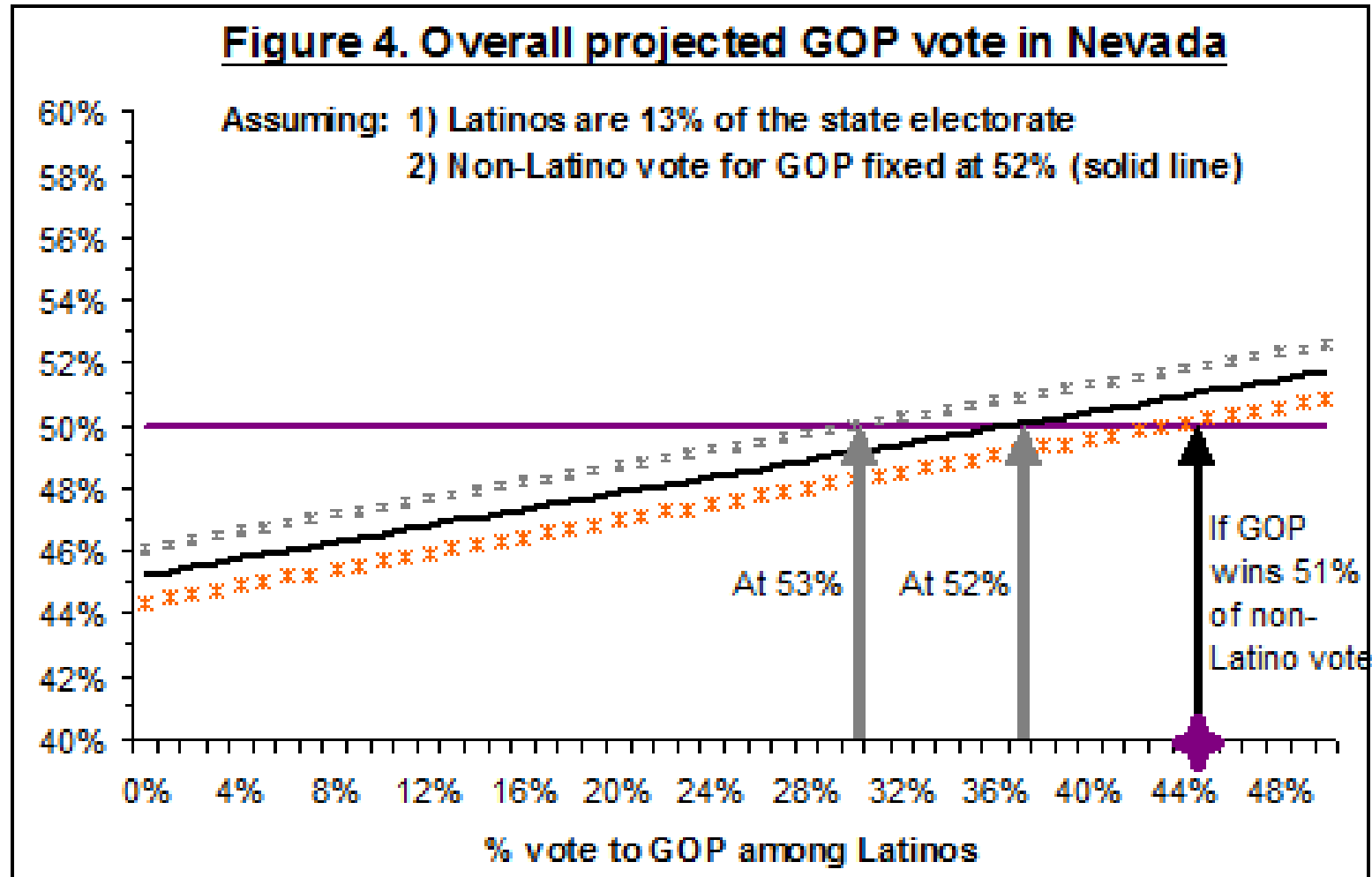
Latino Influence: Nevada



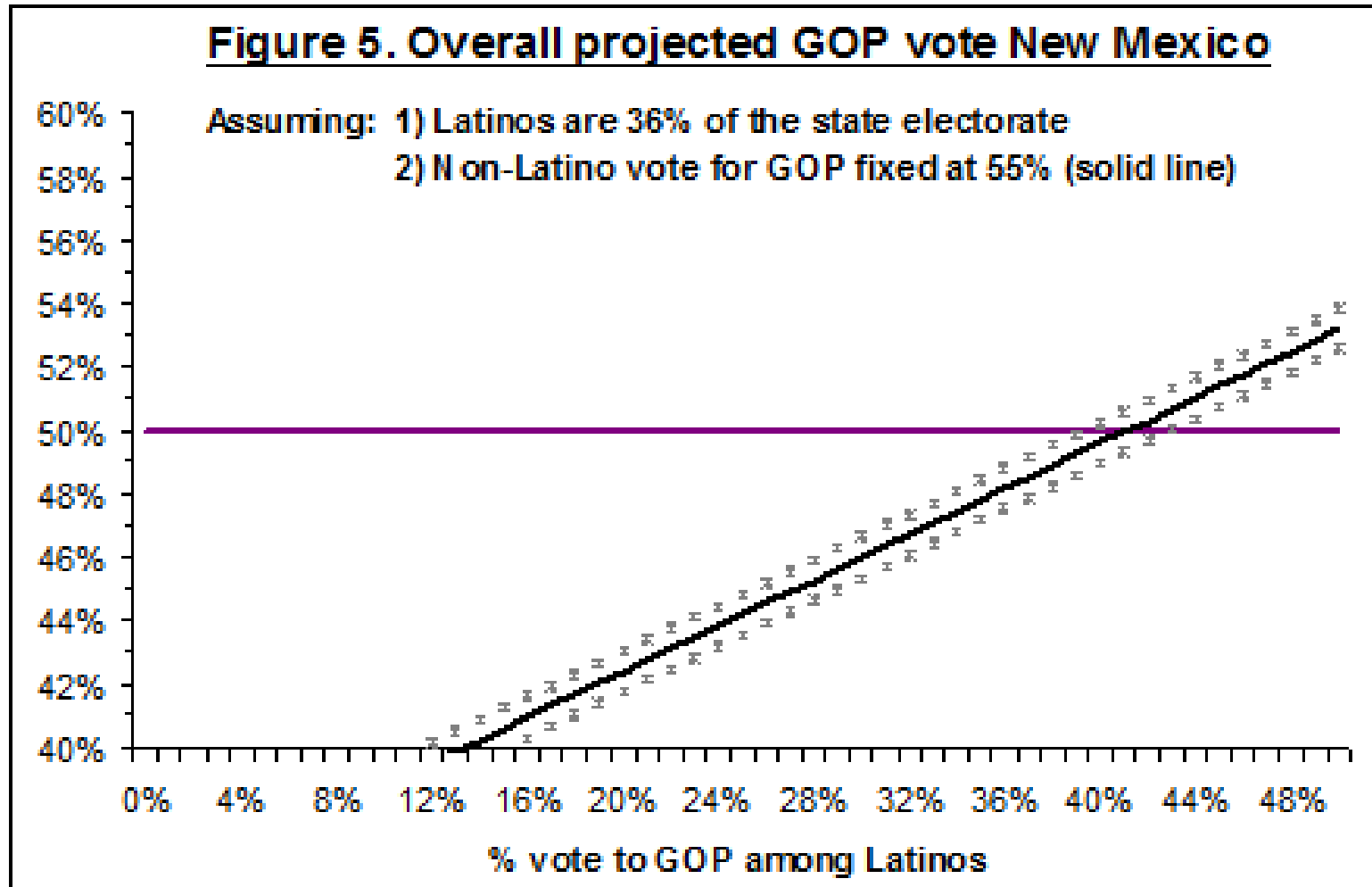
Latino Influence: Nevada



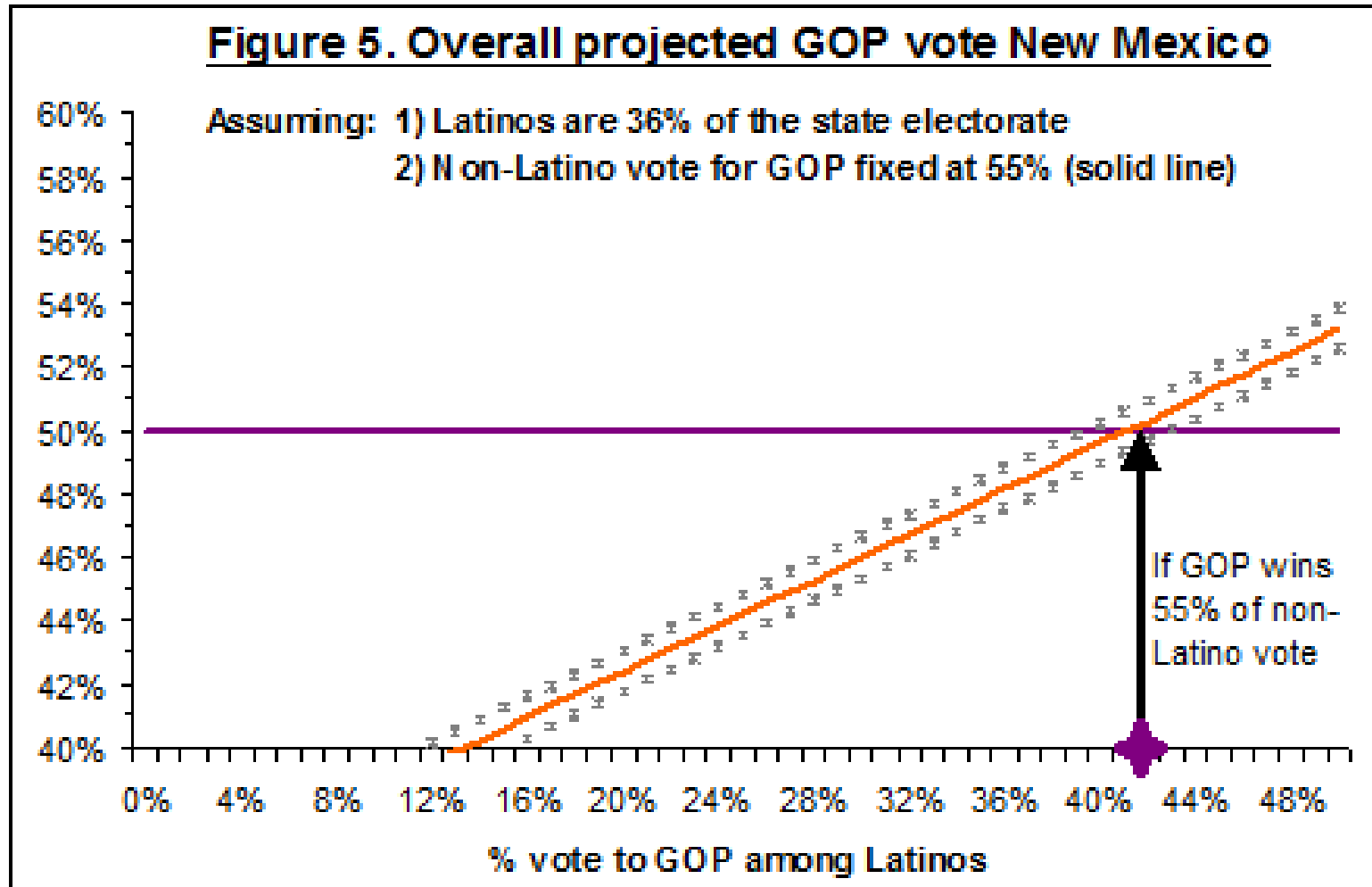
Latino Influence: Nevada



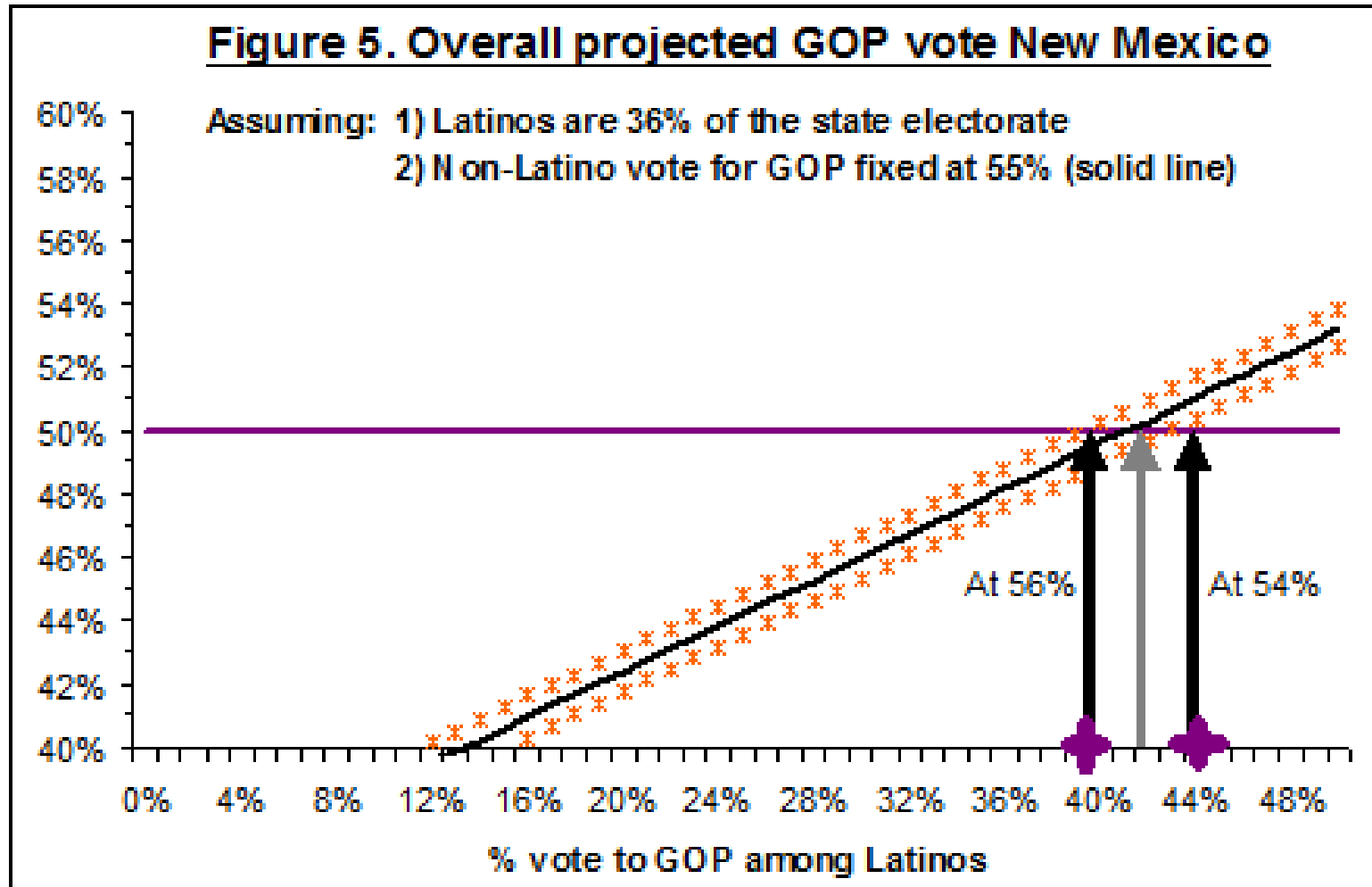
Latino Influence: New Mexico



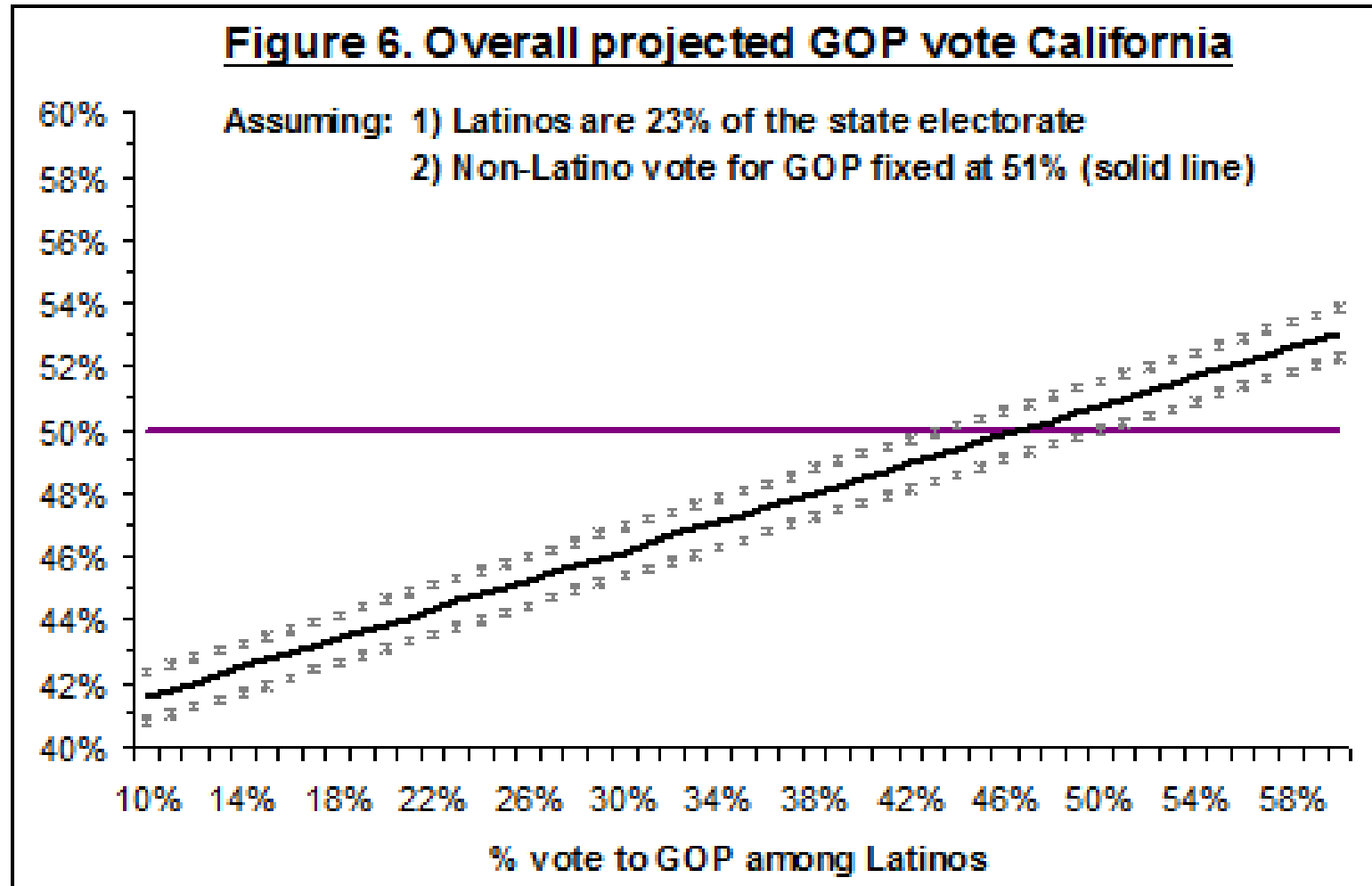
Latino Influence: New Mexico



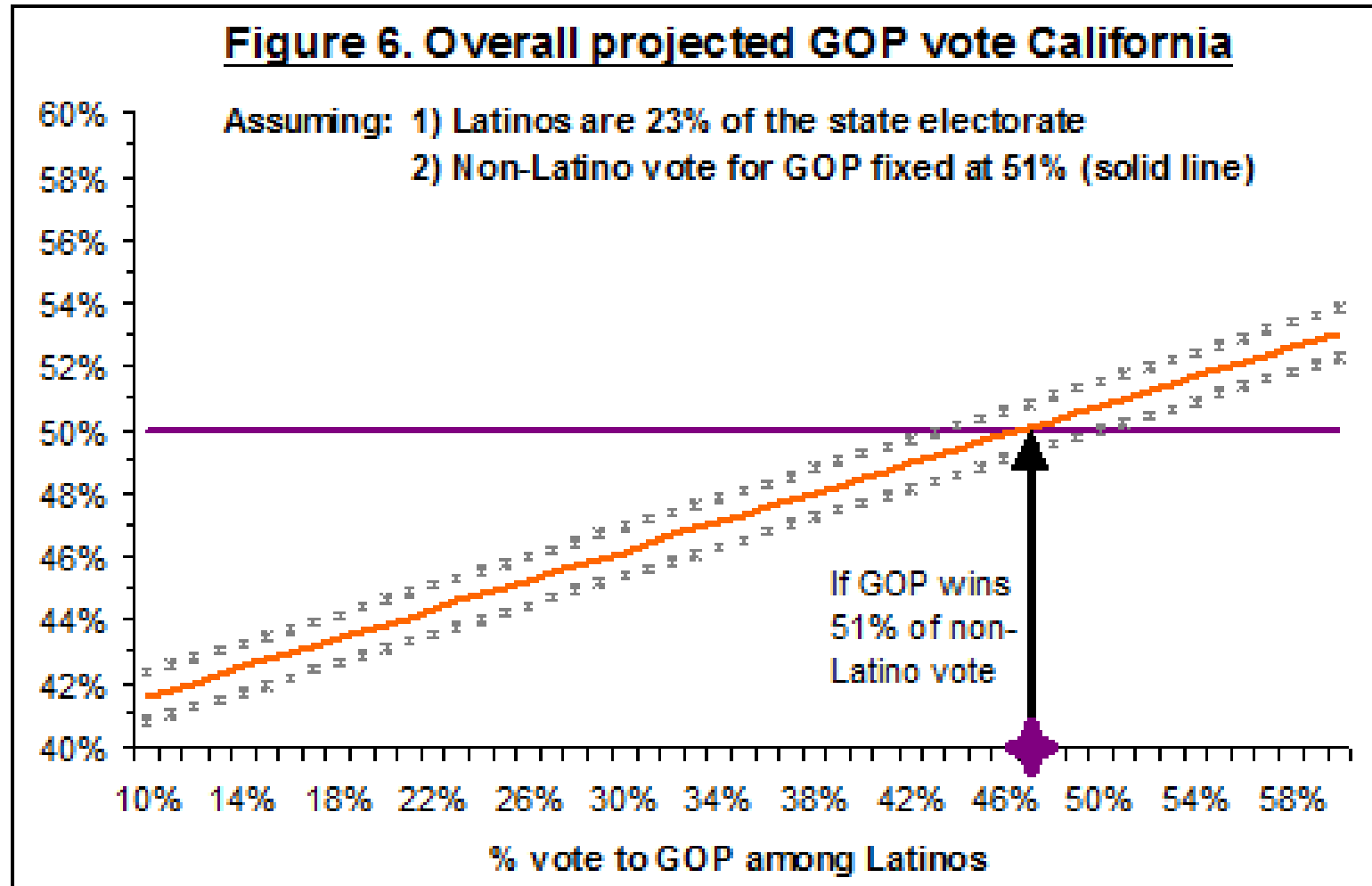
Latino Influence: New Mexico



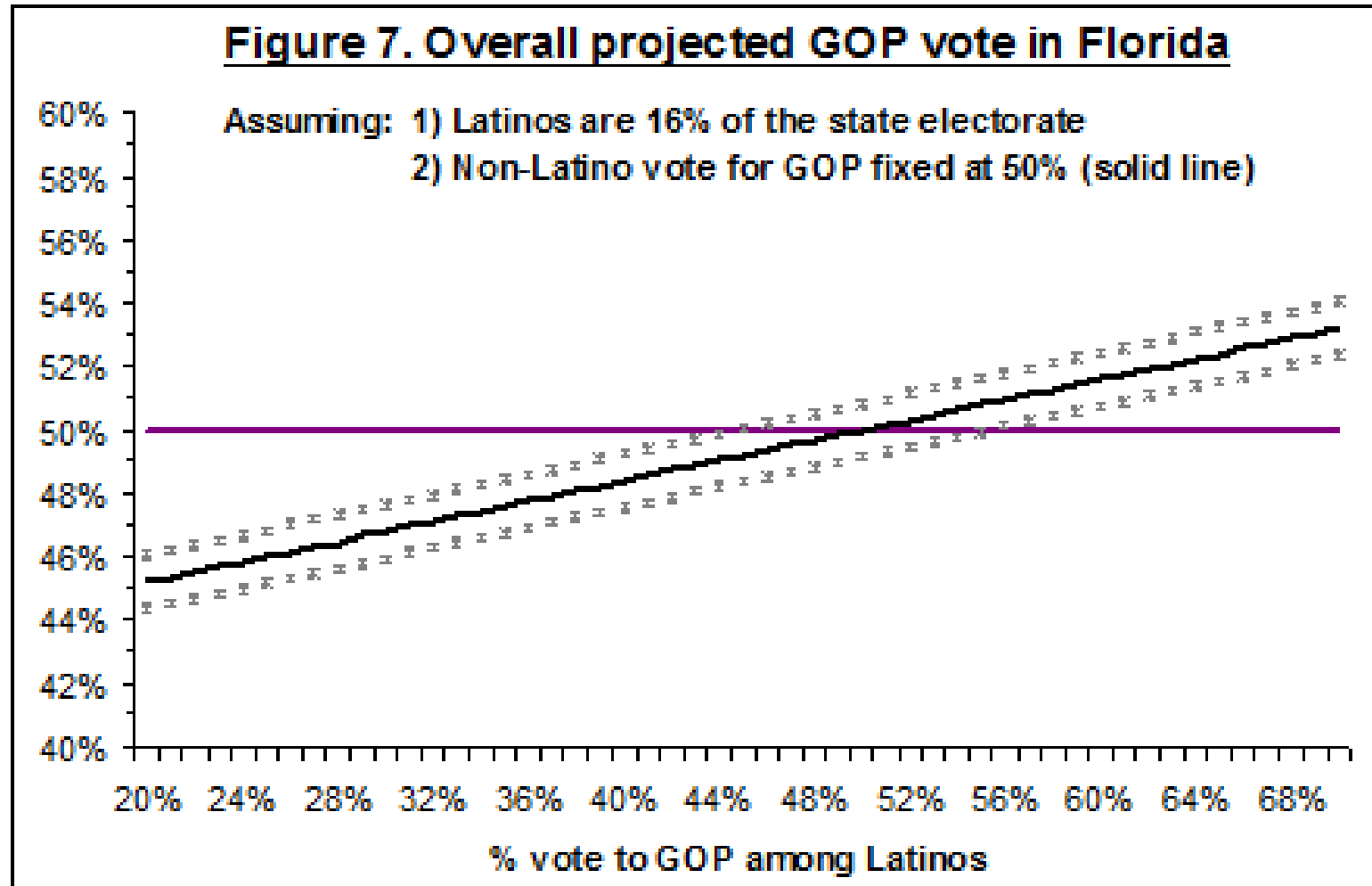
Latino Influence: California



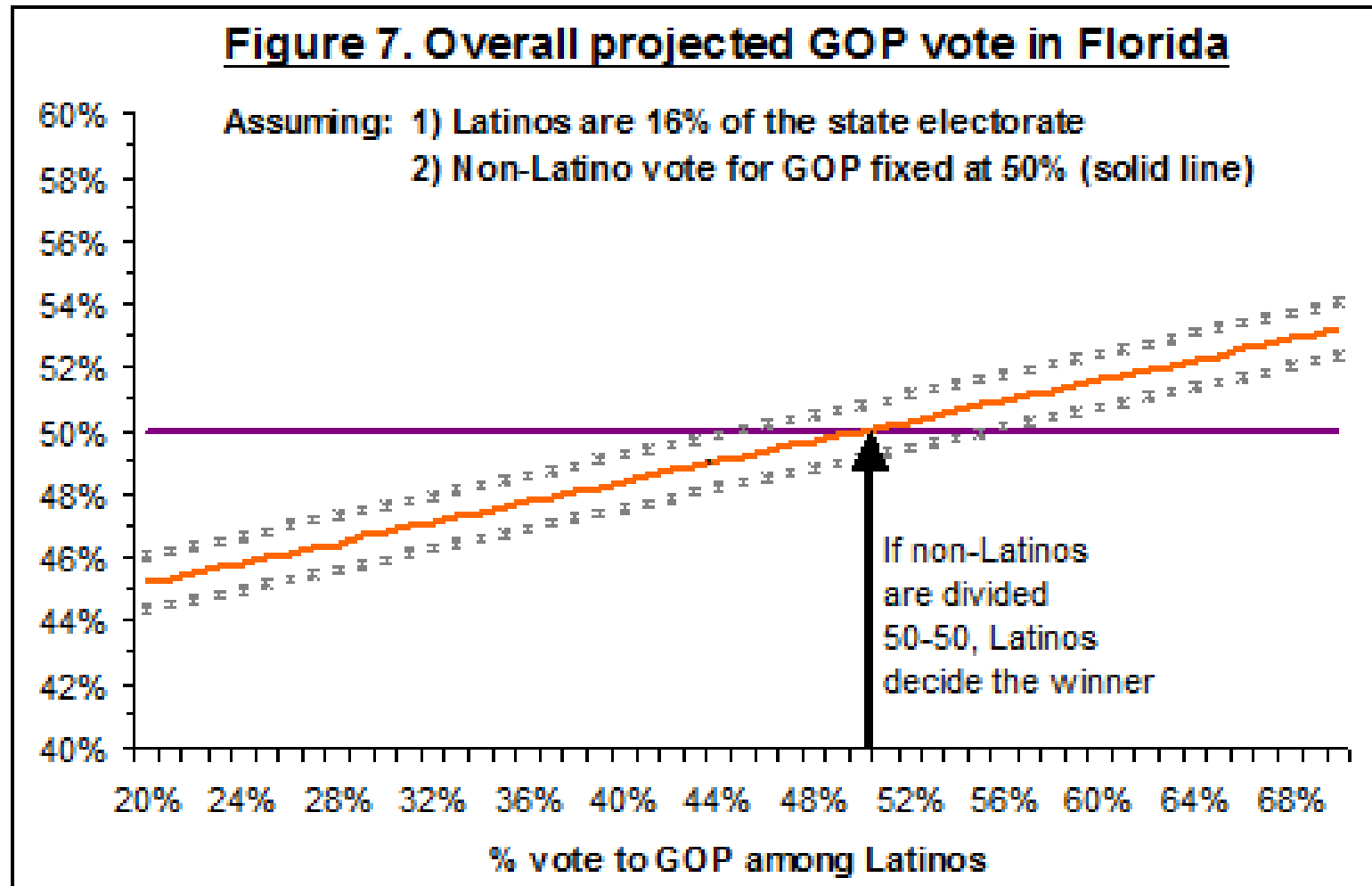
Latino Influence: California



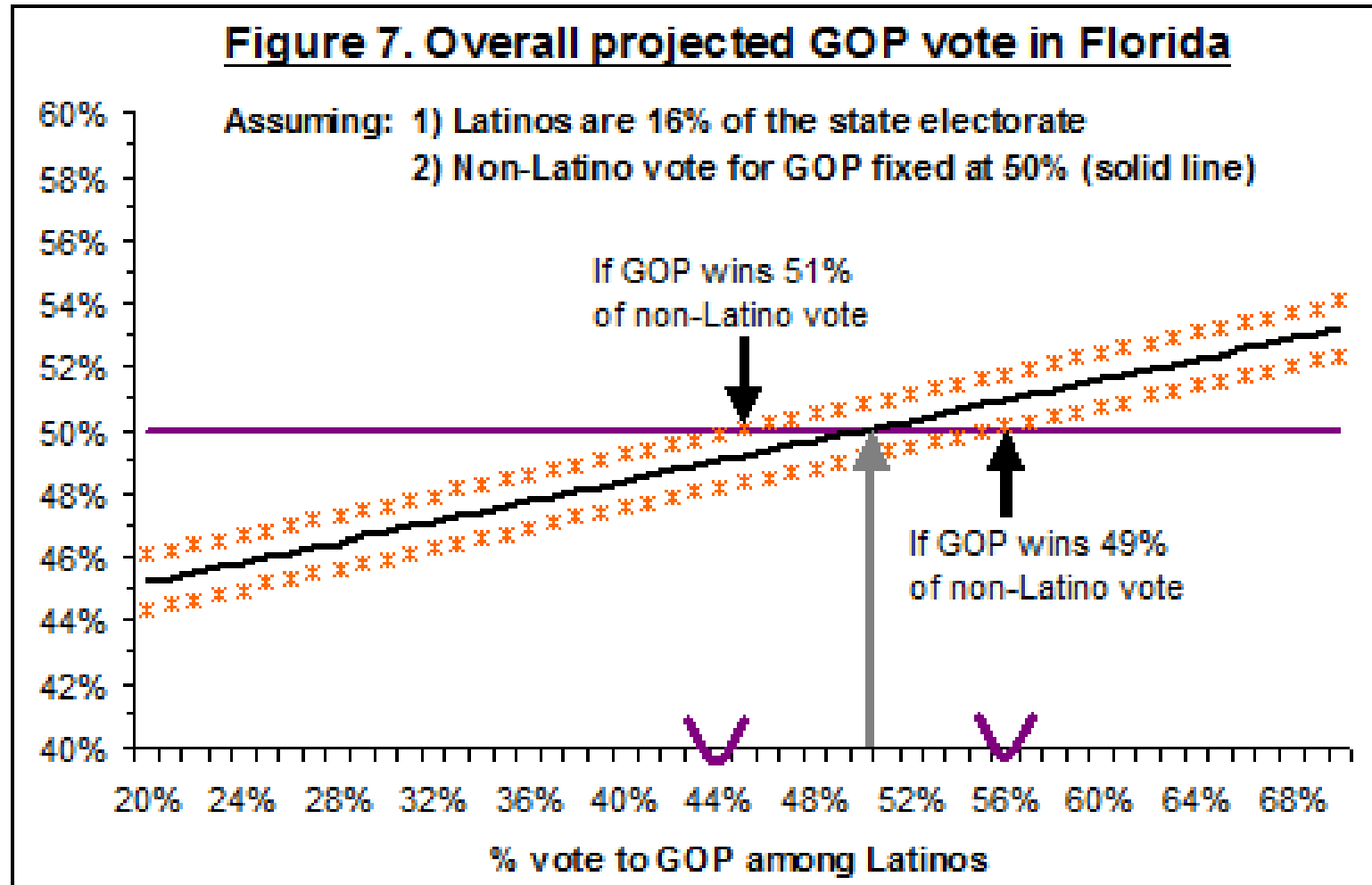
Latino Influence: Florida



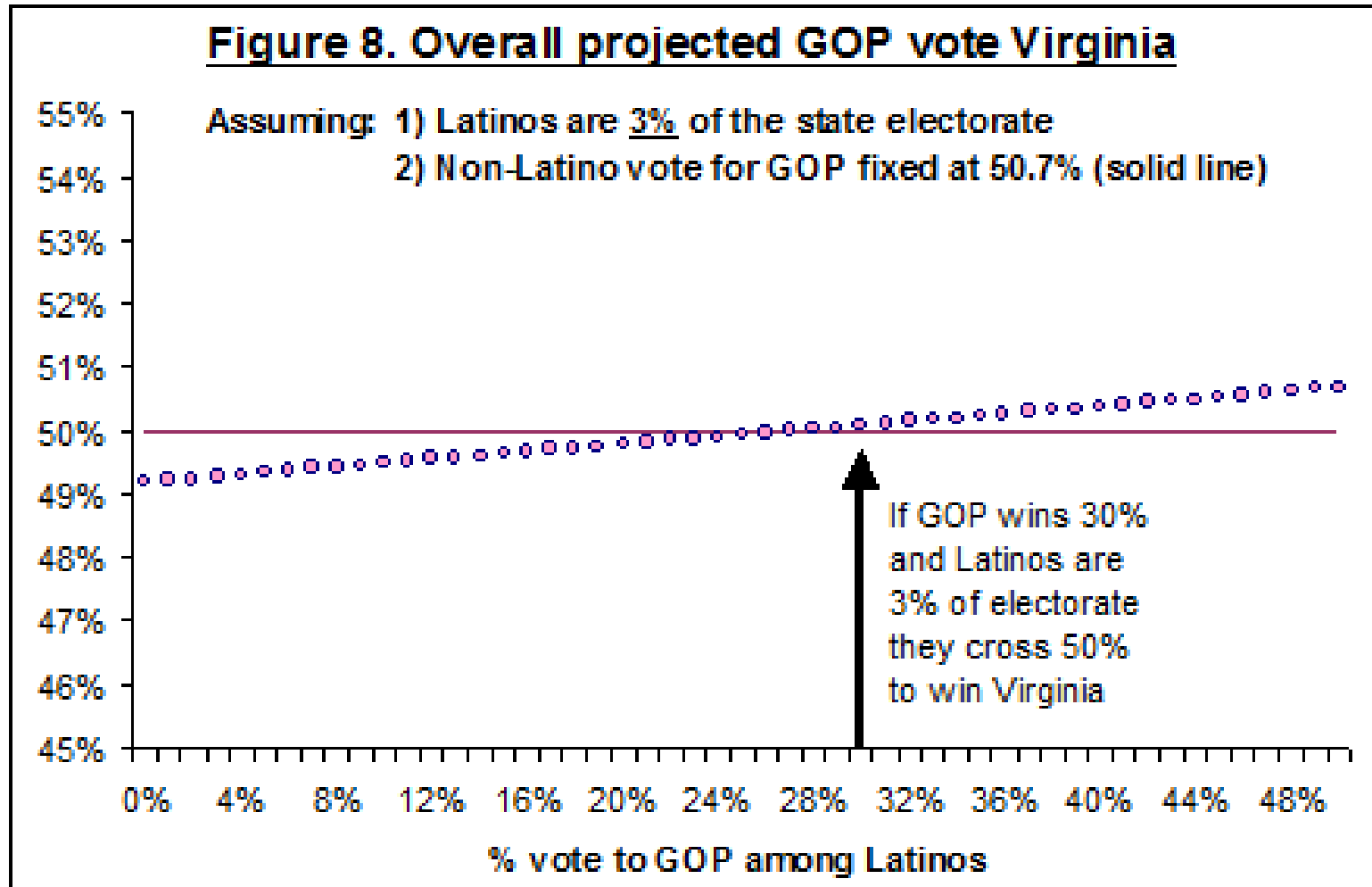
Latino Influence: Florida



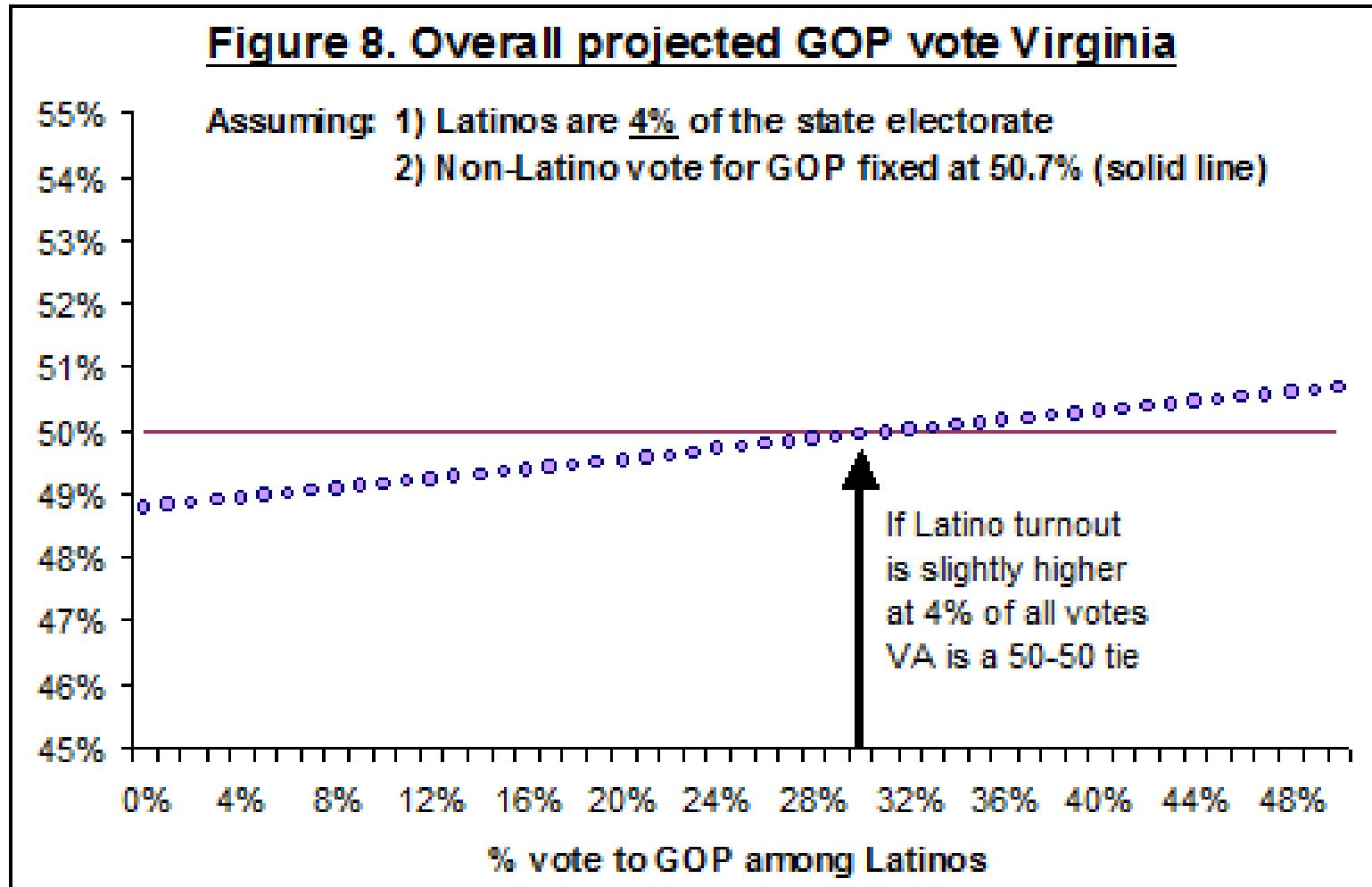
Latino Influence: Florida



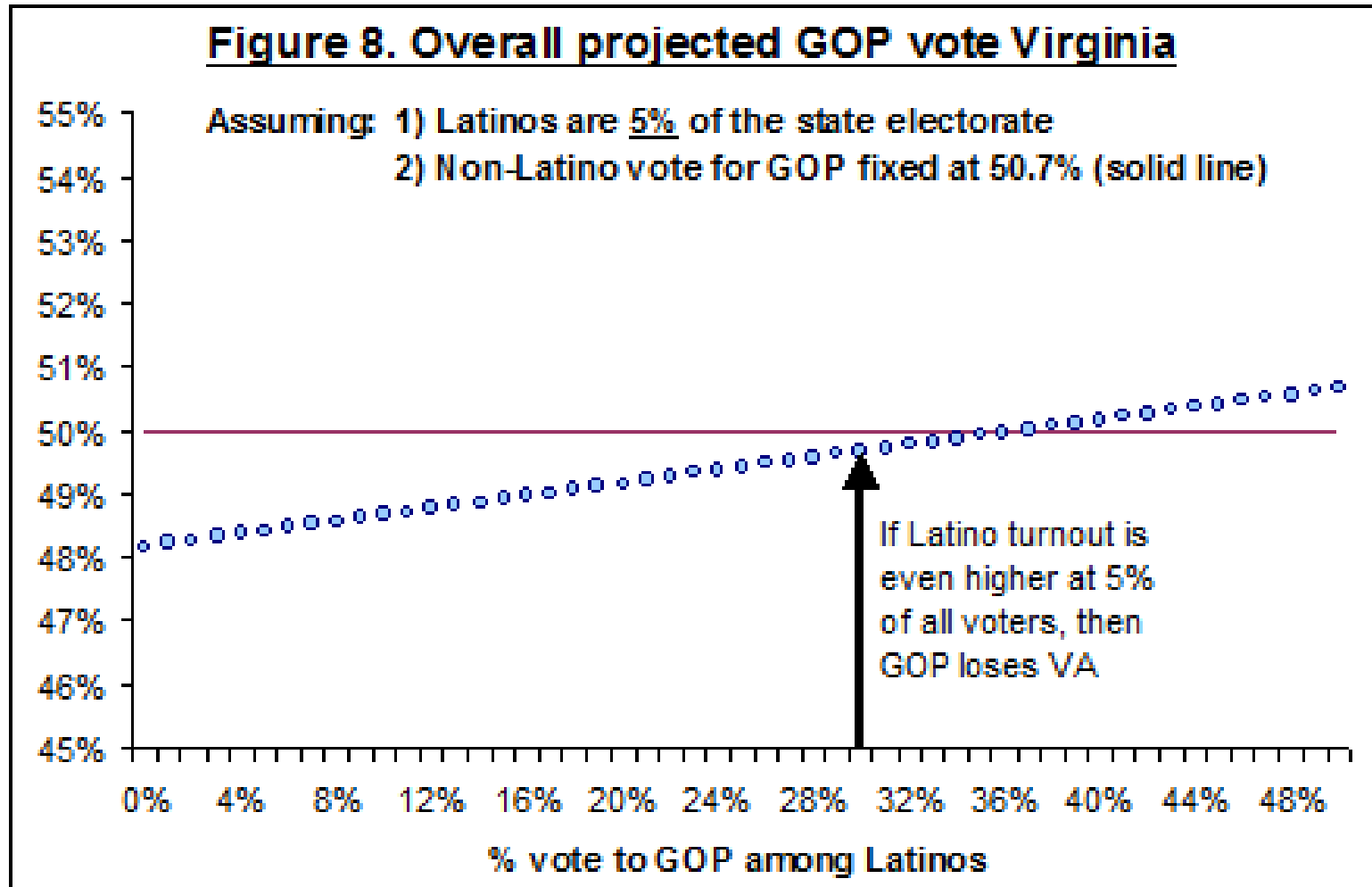
Latino Influence: Virginia



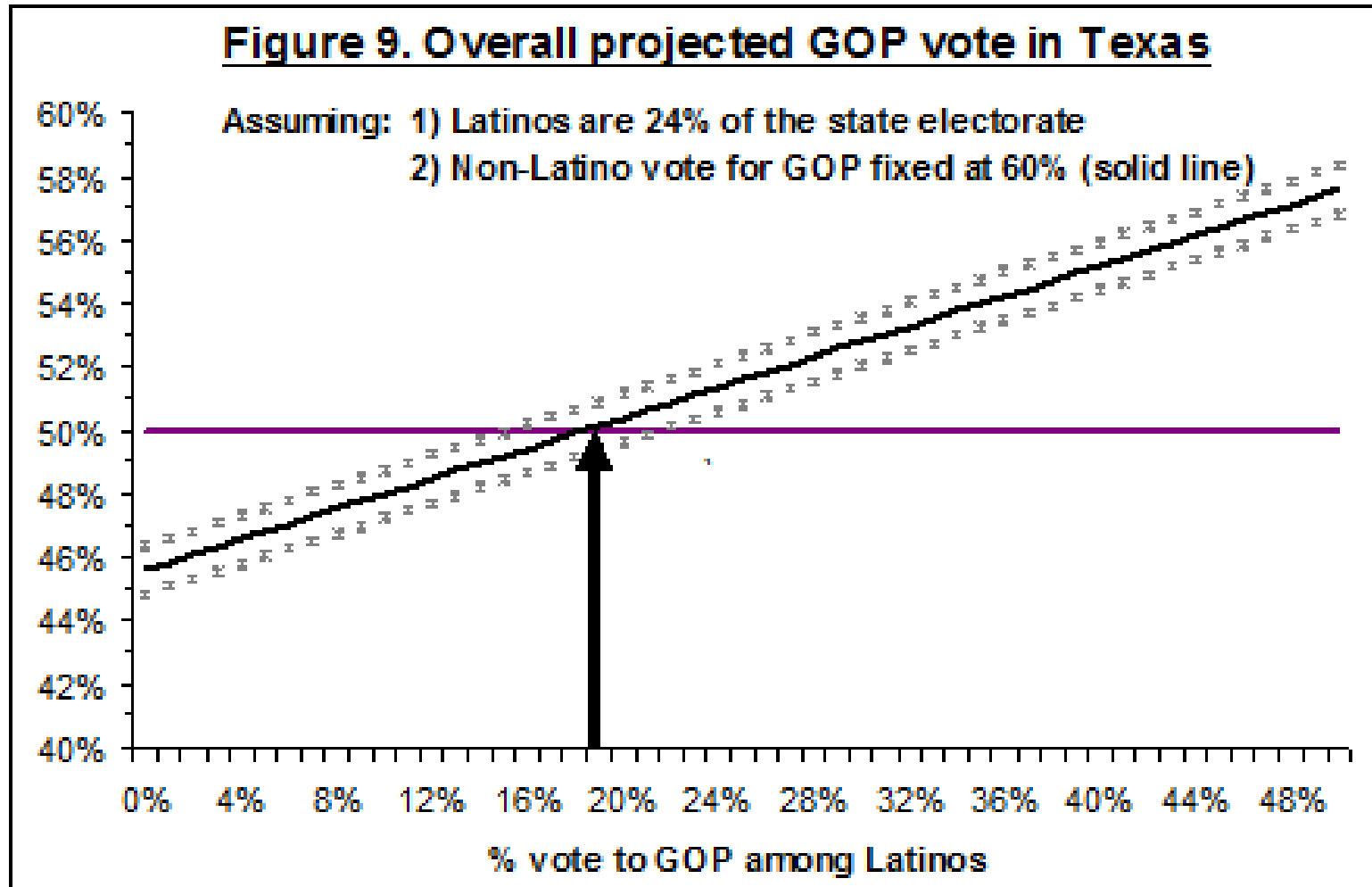
Latino Influence: Virginia



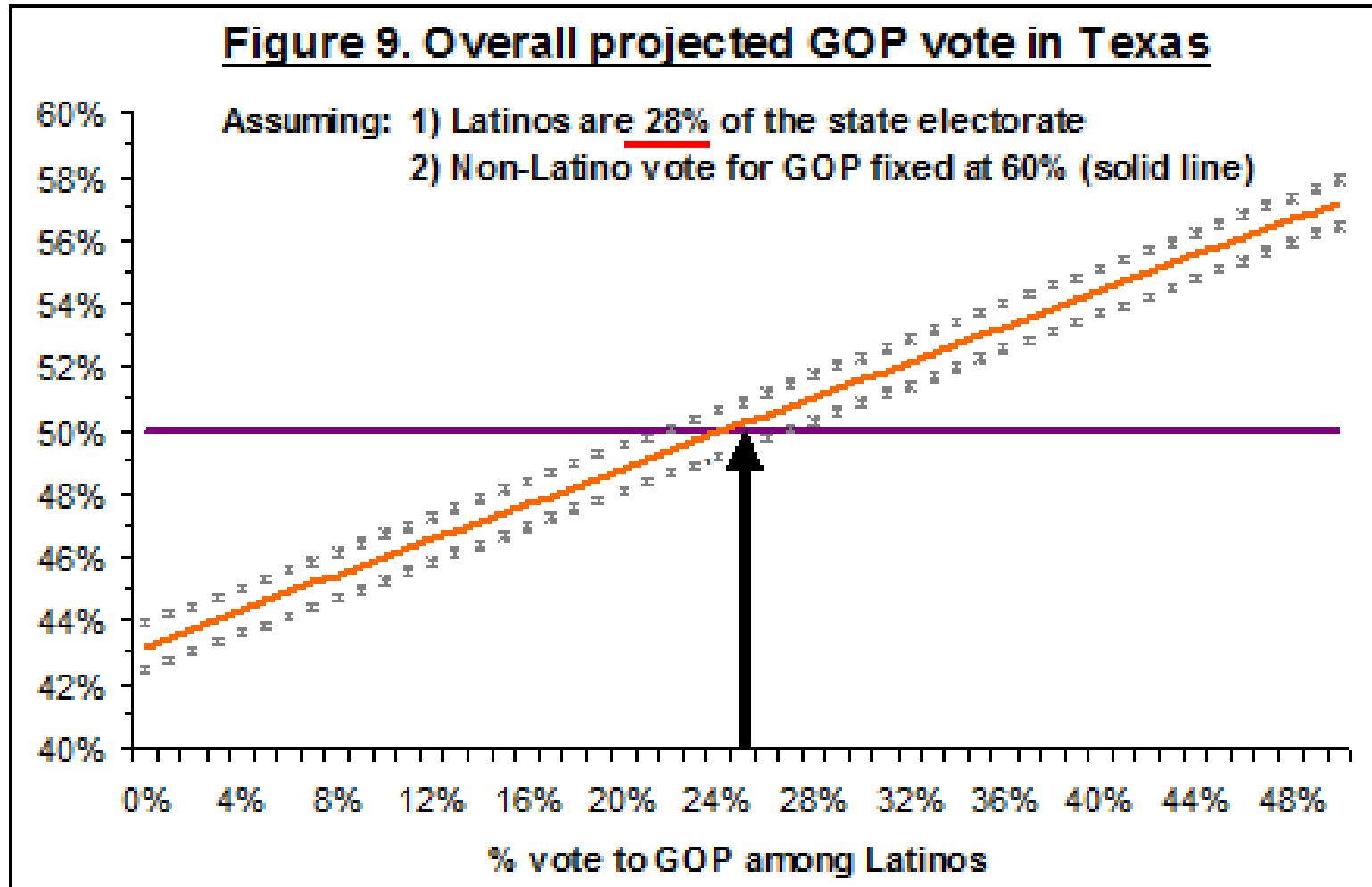
Latino Influence: Virginia



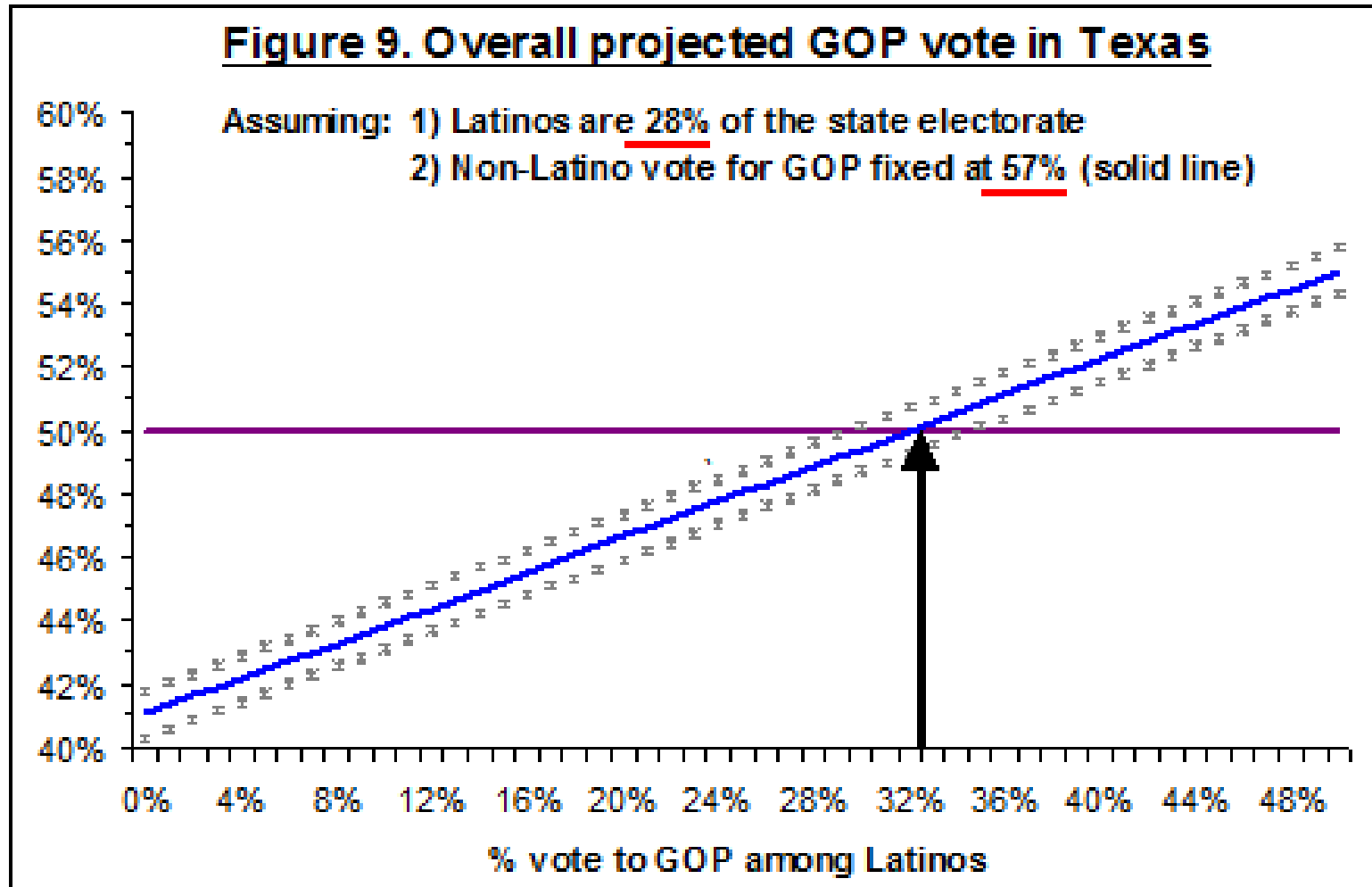
Latino Influence: Texas



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Adapting the model in real time

In cooperation with AVEF we will continue to update the models based on best available data

- (1) Is Latino voter enthusiasm, or expected turnout lower or higher than in 2008 in each state?
- (2) How are non-Latinos leaning? Does Romney make a run in key states among Whites?
- (3) Can Republicans possibly make a run at the Latino vote? Statewide candidates?

As polling data becomes frequent, our estimates will tighten up considerably post-Conventions

User driven interactive model

- Our estimates should be guided by historical data, trends, and the latest polls
- But elections are also unpredictable and “what if” scenarios are often important to consider
- Soon, visitors to our website can build on our assumptions and adjust the inputs
 - Maybe you think Latino turnout will be higher in Nevada
 - Maybe you think non-Latinos will break more heavily Republican in Florida

Thank you

For any question, please contact

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