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

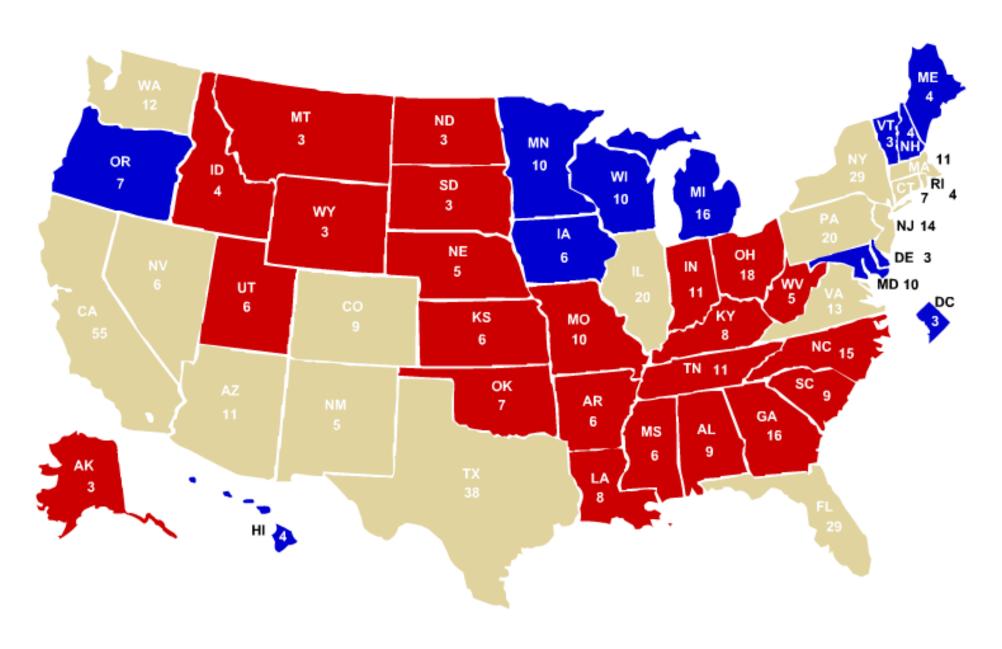
A Joint Research Project By:





April 5, 2012

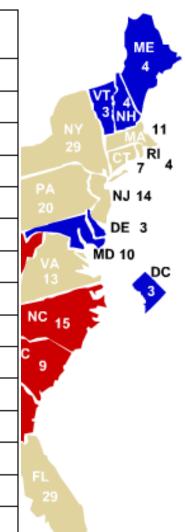
Where Latino Votes Matter



Where Latino Votes Matter

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OR	ŀ
	F
NV 6	ŀ
CA 6	F
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AK 3	
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State	% Latino among eligible voters	Recent close elections
New Mexico	37.9%	Prez 0.8 margin in 2004
Texas	28.4%	Gov 9.6 margin in 2006
California	25.5%	AG 1.2 margin in 2010
Arizona	23.9%	AG 3.8 margin in 2010
Florida	16.5%	Gov 1.2 margin in 2010
Nevada	14.2%	Prez 2.6 margin in 2004
Colorado	13.1%	Sen 1.7 margin in 2010
New York	12.2%	Compt 4.0 margin in 2010
New Jersey	11.0%	Gov 3.6 margin in 2009
Illinois	8.5%	Sen 1.6 margin in 2010
Connecticut	8.0%	Gov 0.5 margin in 2010
Massachusetts	7.4%	Sen 4.8 margin in 2010
Rhode Island	7.1%	Gov 2.5 margin in 2010
Washington	5.6%	Gov 0.1 margin in 2004
Virginia	4.6%	AG 0.1 margin in 2005
Pennsylvania	3.5%	Sen 2.0 margin in 2010



Which states actually matter?

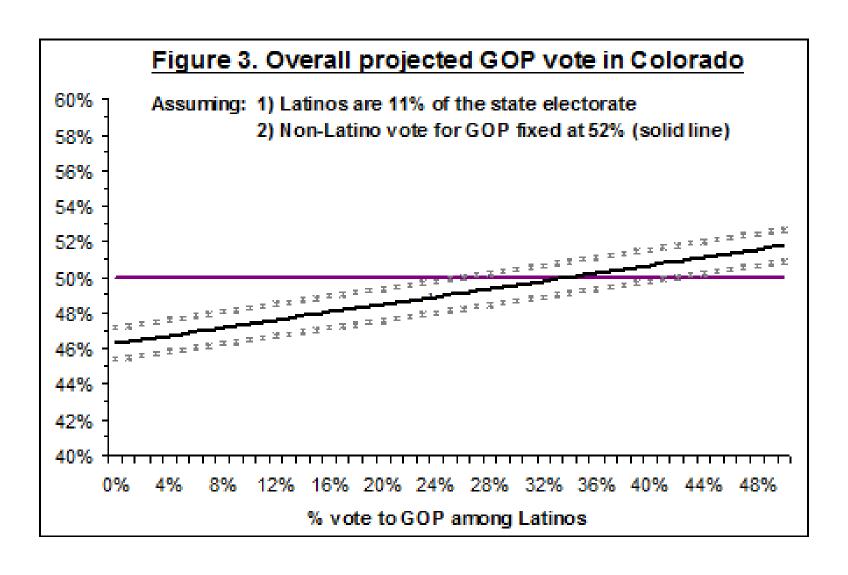
Forecasting the Indianas and North Carolinas...

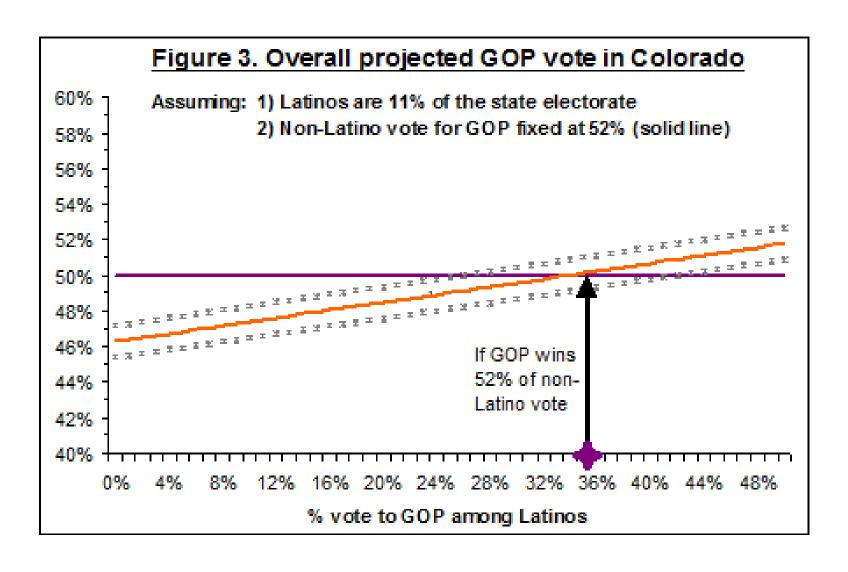
- (1) Presidential election will be close
- (2) Other statewide election, Senate, Governor, Ballot measure will be close
- (3) The Latino electorate is large
- (4) The Latino electorate is growing rapidly and not well understood

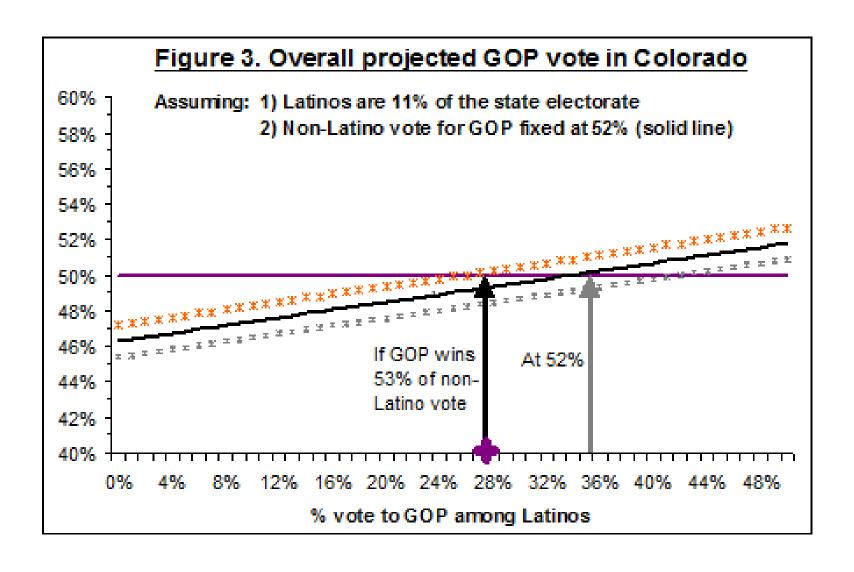
Building a model of influence

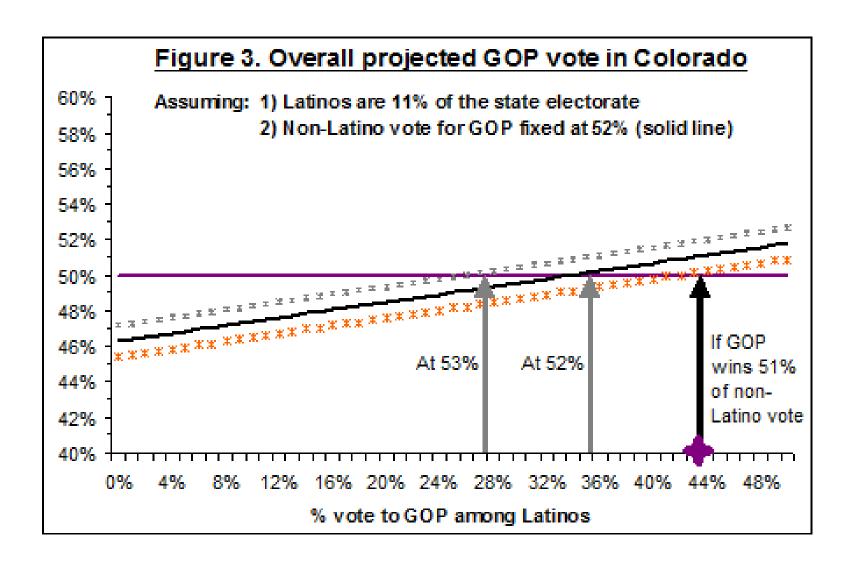
Today, we want to introduce a concept of influence developed with *America's Voice Education Fund*

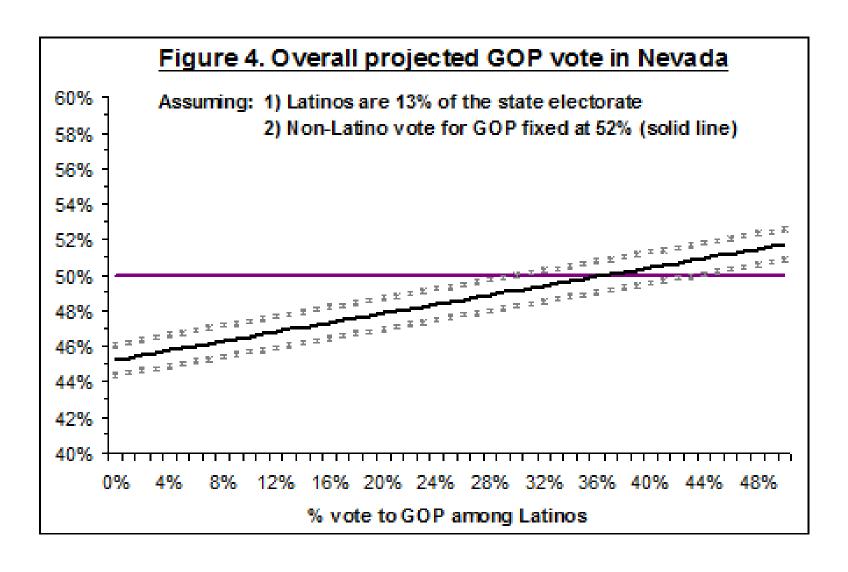
- (1) What do both political parties need to win?
- (2) Moving parts in a state are:
 - a) Percent of the non-Latino vote won
 - b) Percent of the Latino vote won
 - c) Share of electorate which is Latino (turnout)
- (3) With this in mind, we can assess influence

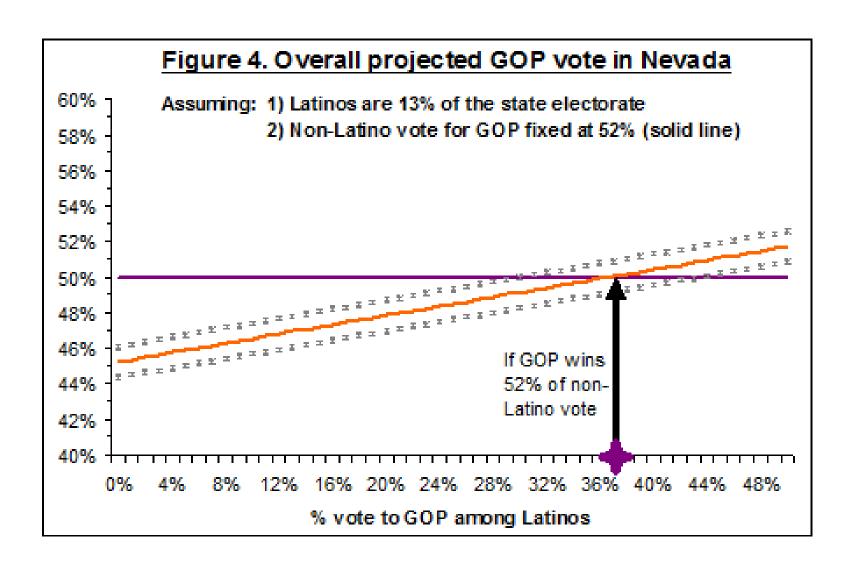


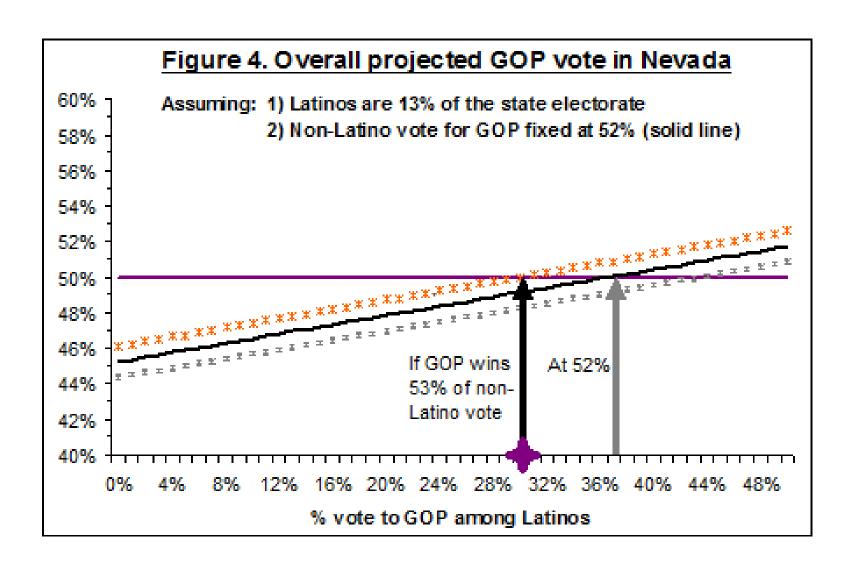


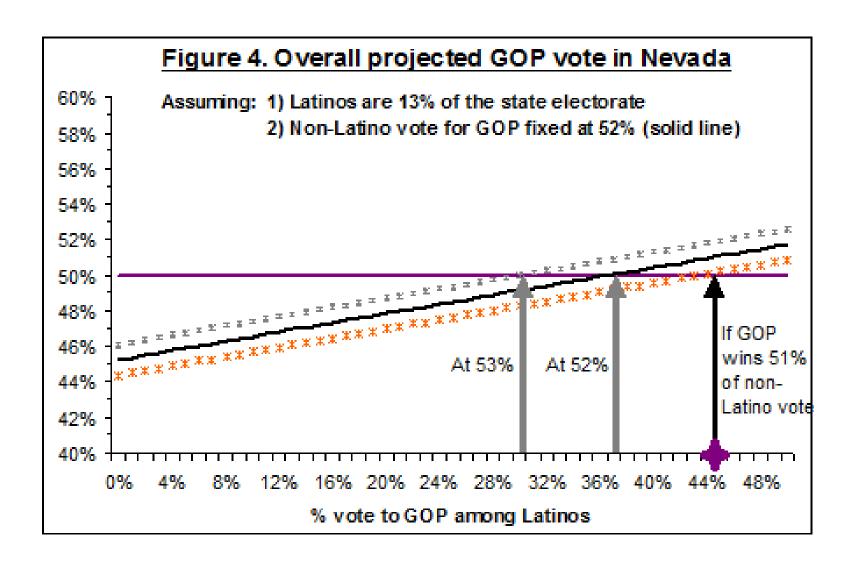




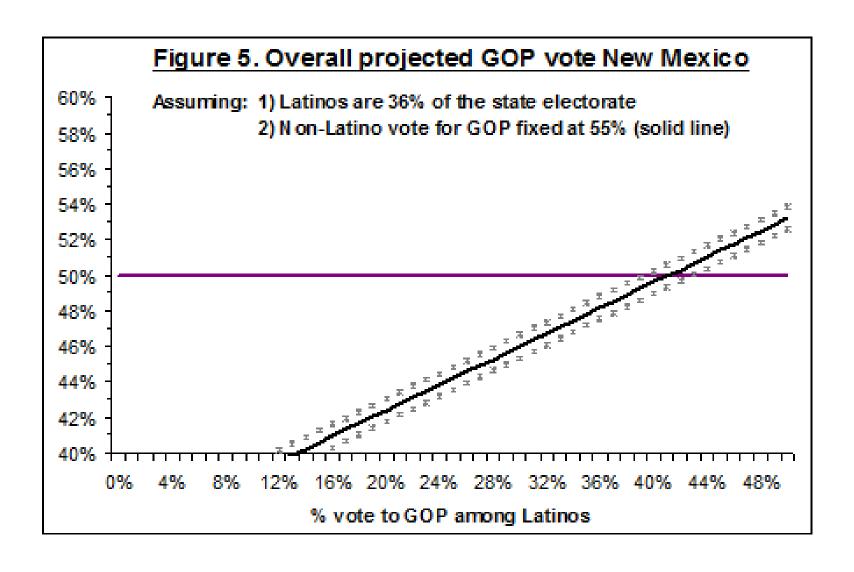




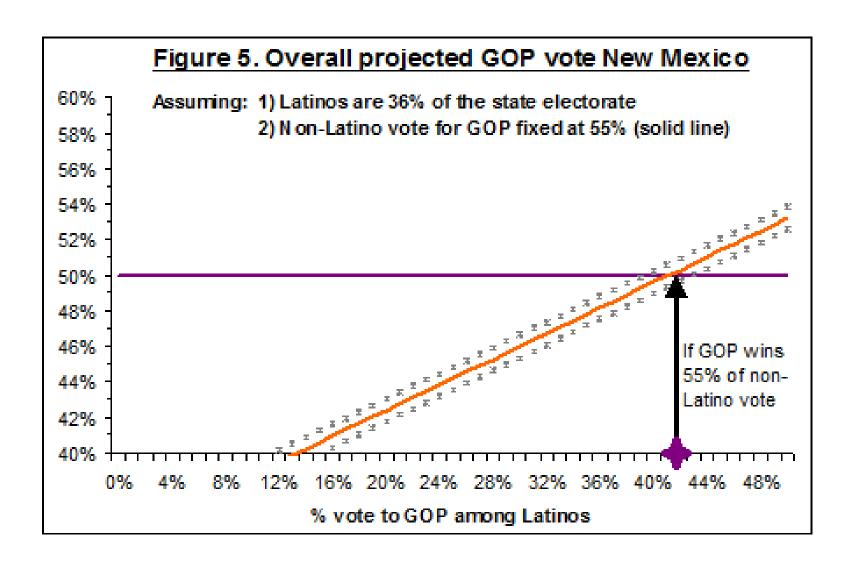




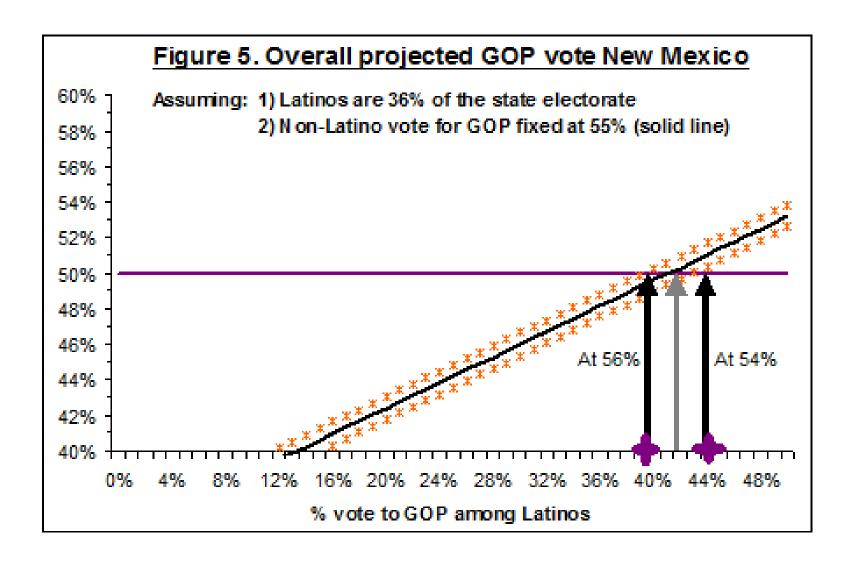
Latino Influence: New Mexico



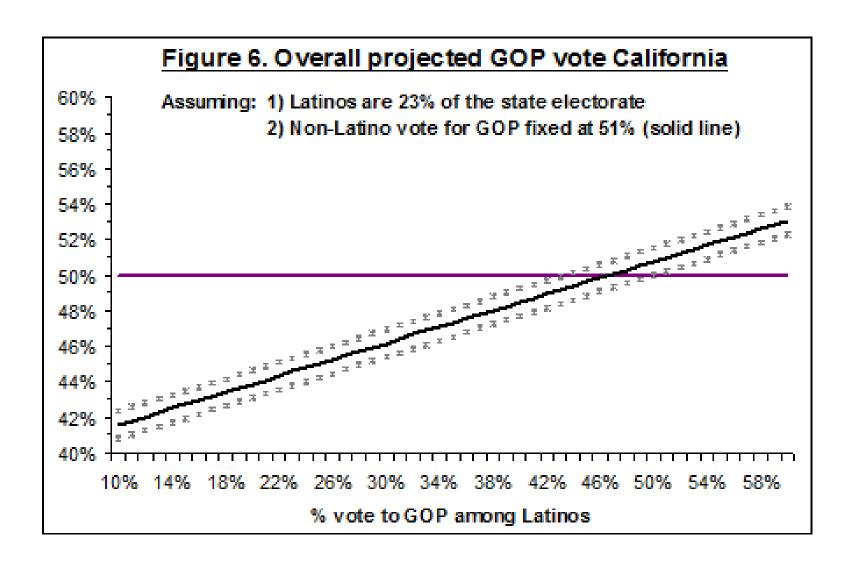
Latino Influence: New Mexico



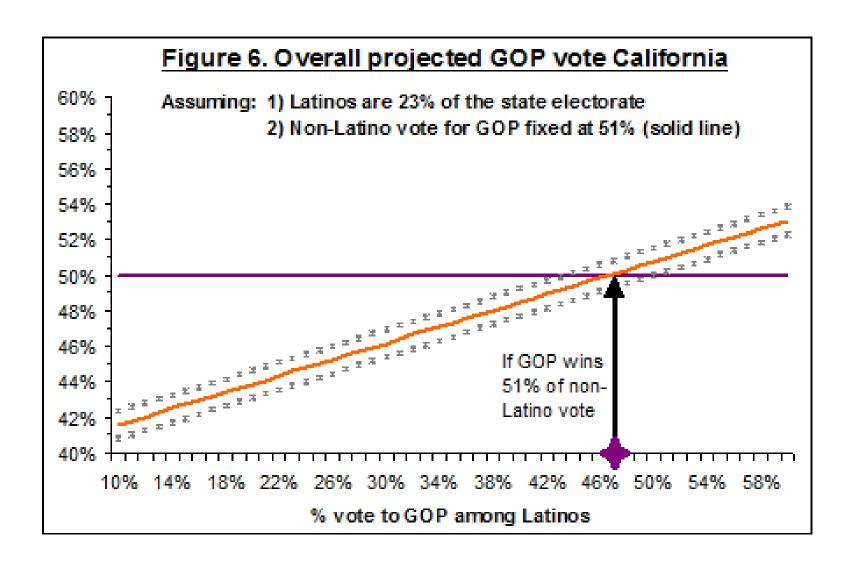
Latino Influence: New Mexico



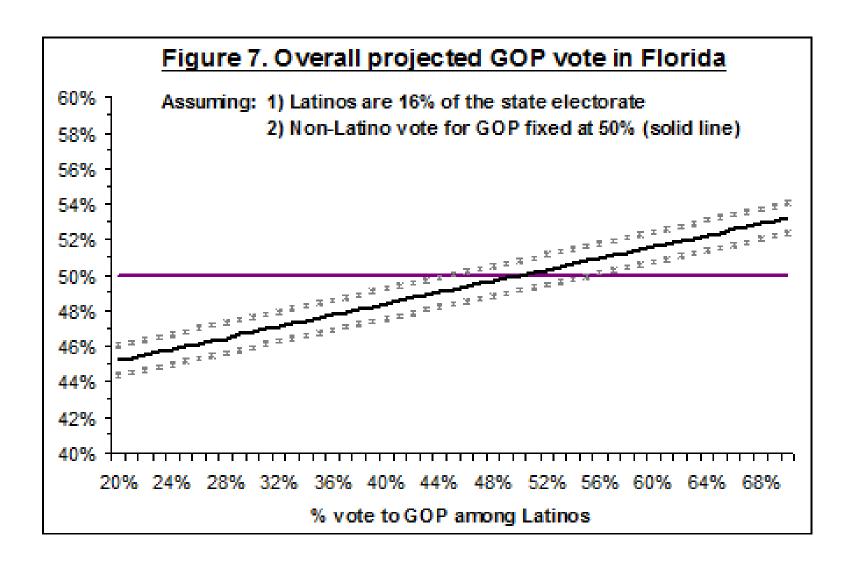
Latino Influence: California



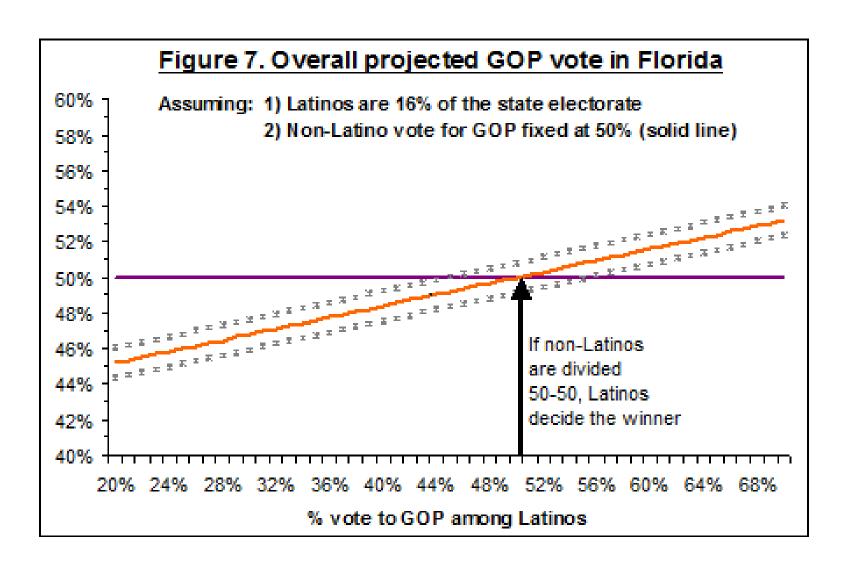
Latino Influence: California



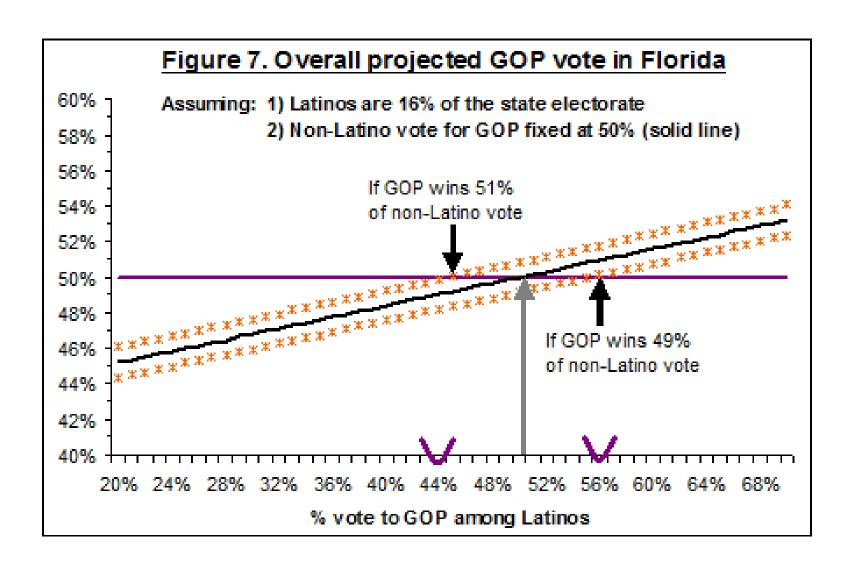
Latino Influence: Florida



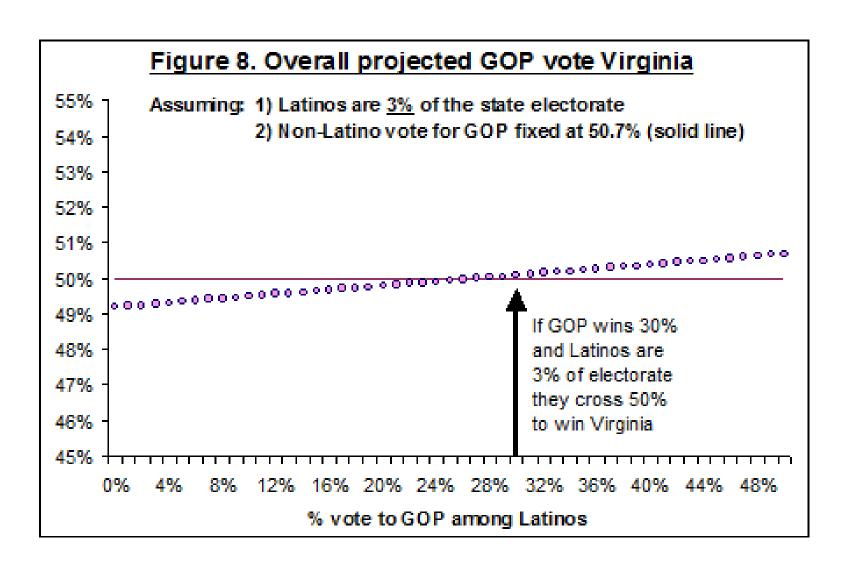
Latino Influence: Florida



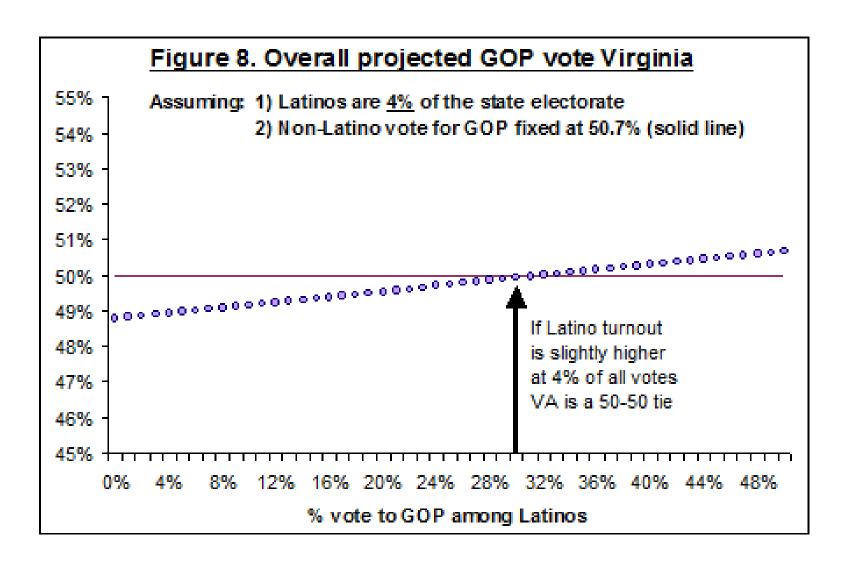
Latino Influence: Florida



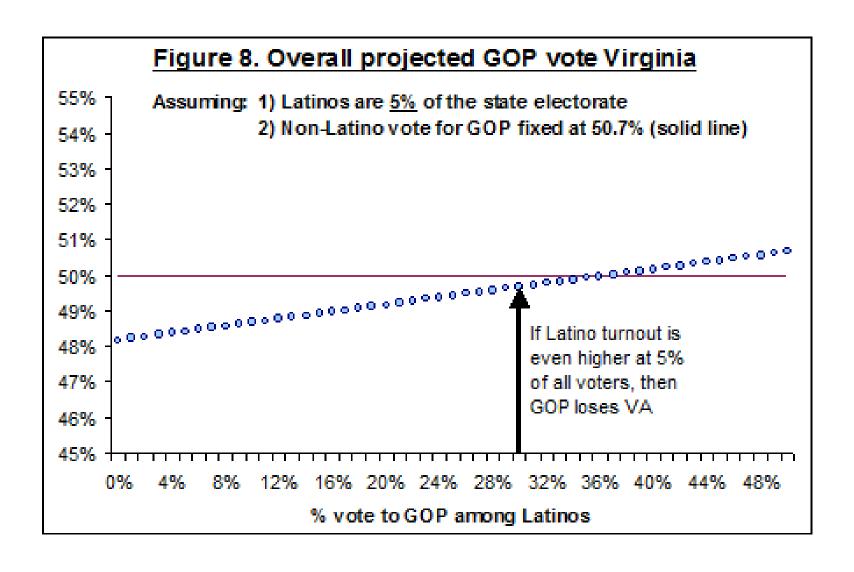
Latino Influence: Virginia



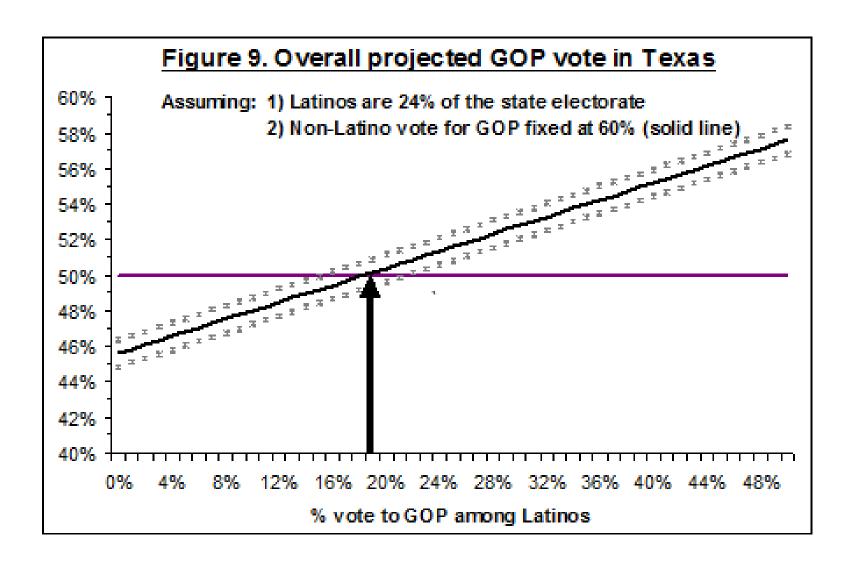
Latino Influence: Virginia



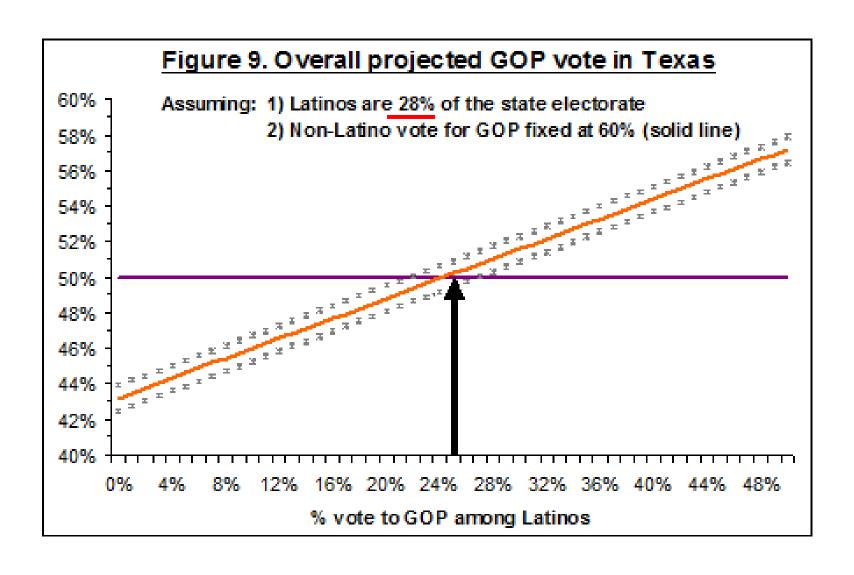
Latino Influence: Virginia



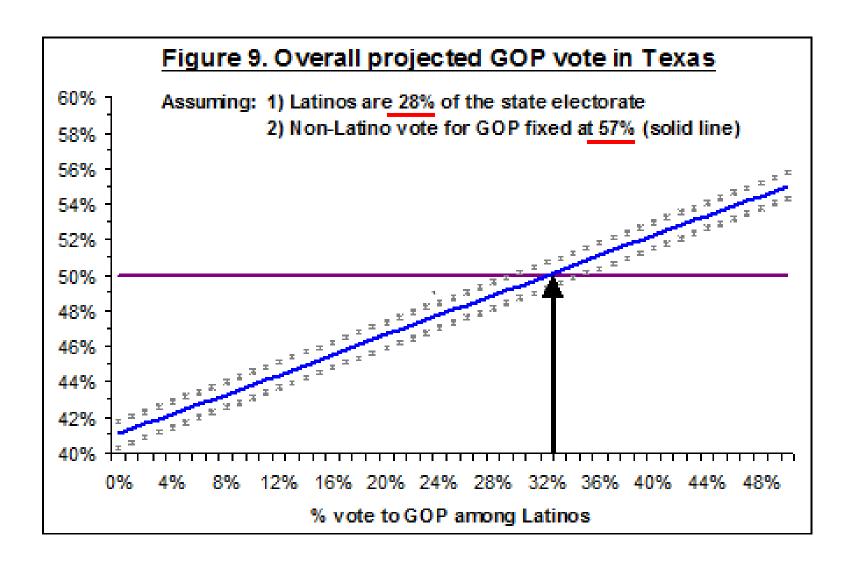
Latino Influence: Texas



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Latino Influence: Texas



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

Latino Decisions

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