

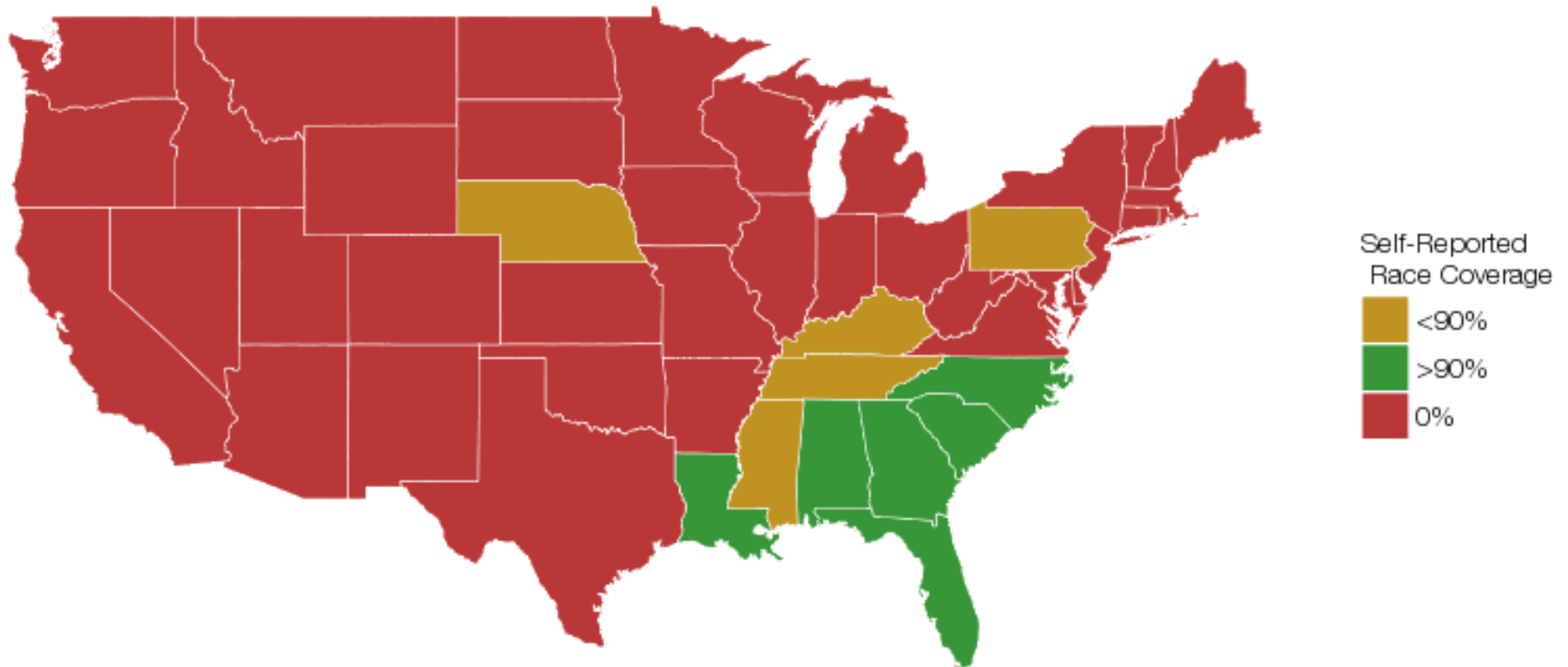


Catalist Analysis of the Latino Vote: How Catalist Uses Voter File Data To Explore Latino Voting Behavior

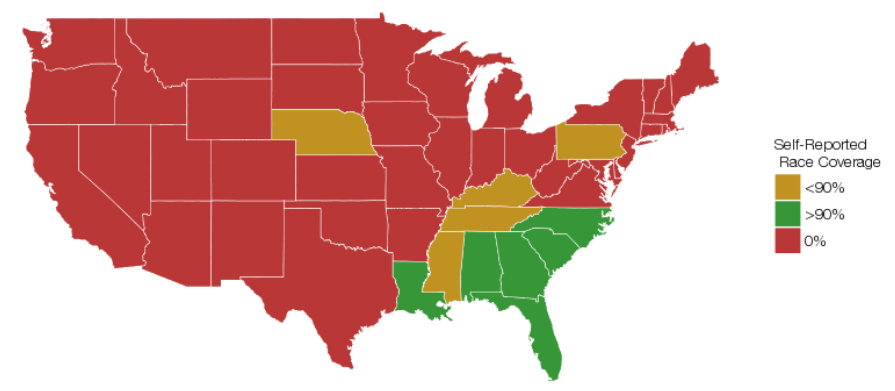
October 18, 2016



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Catalist
 **Data**



- ❑ 9 States with full coverage of self-reported race
- ❑ 41 states + DC do not have full coverage of self-reported race
- ❑ Catalist generates Race model predictions for voters without self-report
 - ❑ Ethnicity models as well
- ❑ Catalist + Latino Decisions partnership

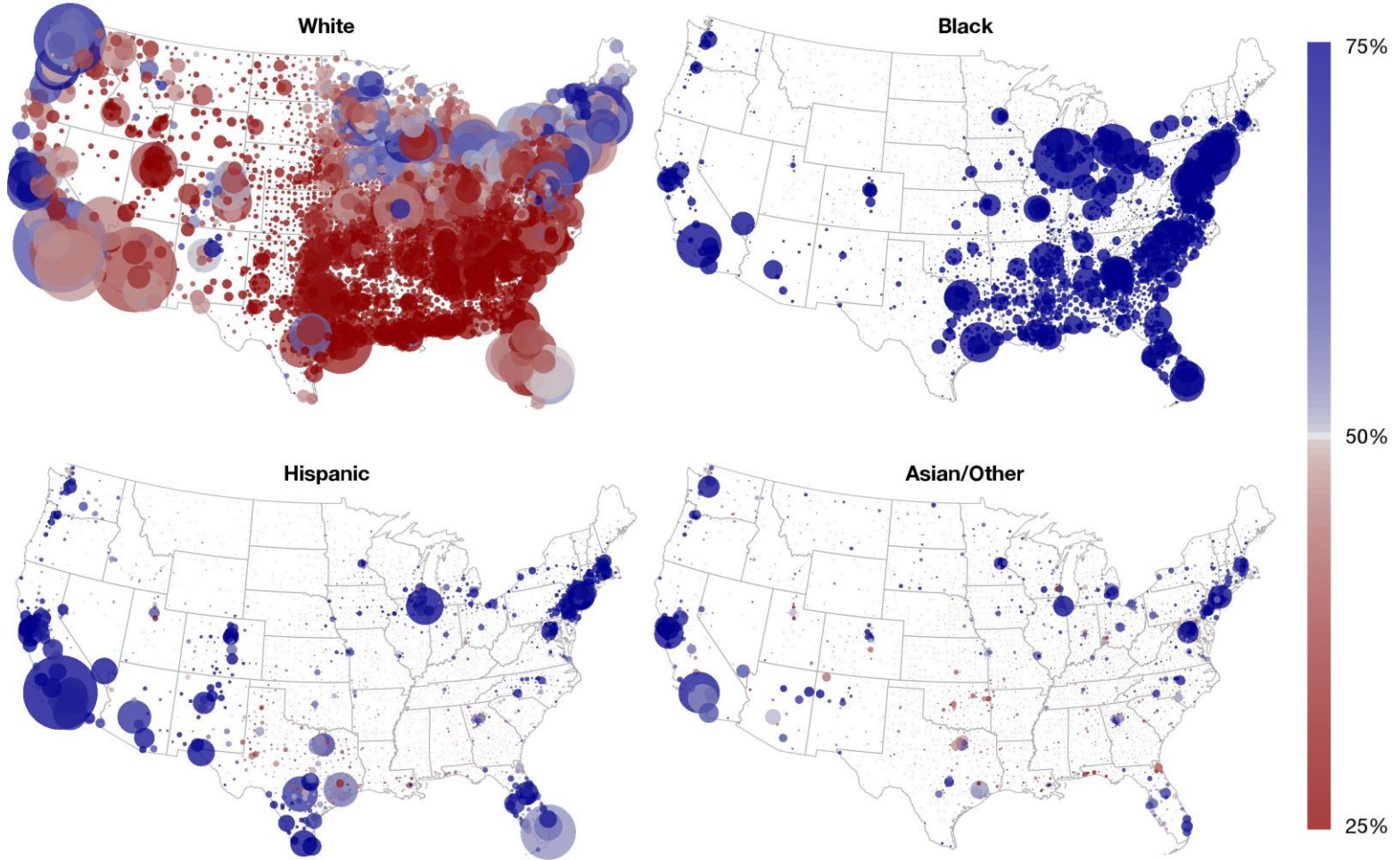


- The best predictor of voting is a history of voting
 - Asking people if they intend to vote (or have voted in the past) is not reliable data
 - Over a decade of Catalist data shows turnout to be relatively stable over time
 - Not true for exit polls
- In 14 states with large Latino populations, half showed abs. diffs of +10 percentage points in turnout change between '08 and '12
 - In 2008 in Virginia, exit polls implied more Latinos voted than the Census said live in the state.
 - And that Latino turnout fell by 40 percentage points from 2008 to 2012

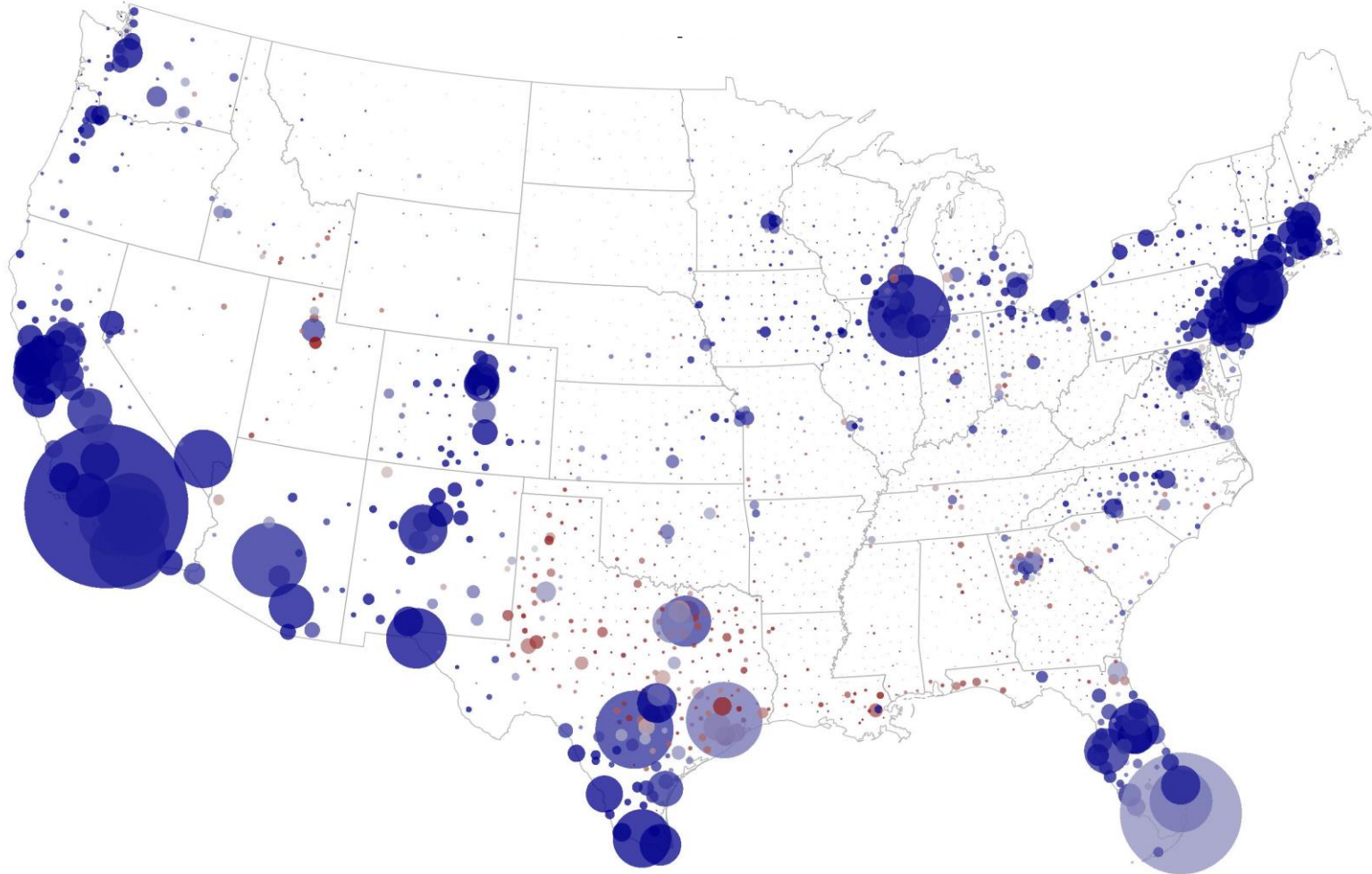
At Catalist we are experimenting with new techniques to marry high quality survey data with our voter file:

Multi Level Regression and Post Stratification

A procedure for generating **estimates** of public opinion for groups where there is **not enough sample size** to get a reliable direct estimate from the raw data

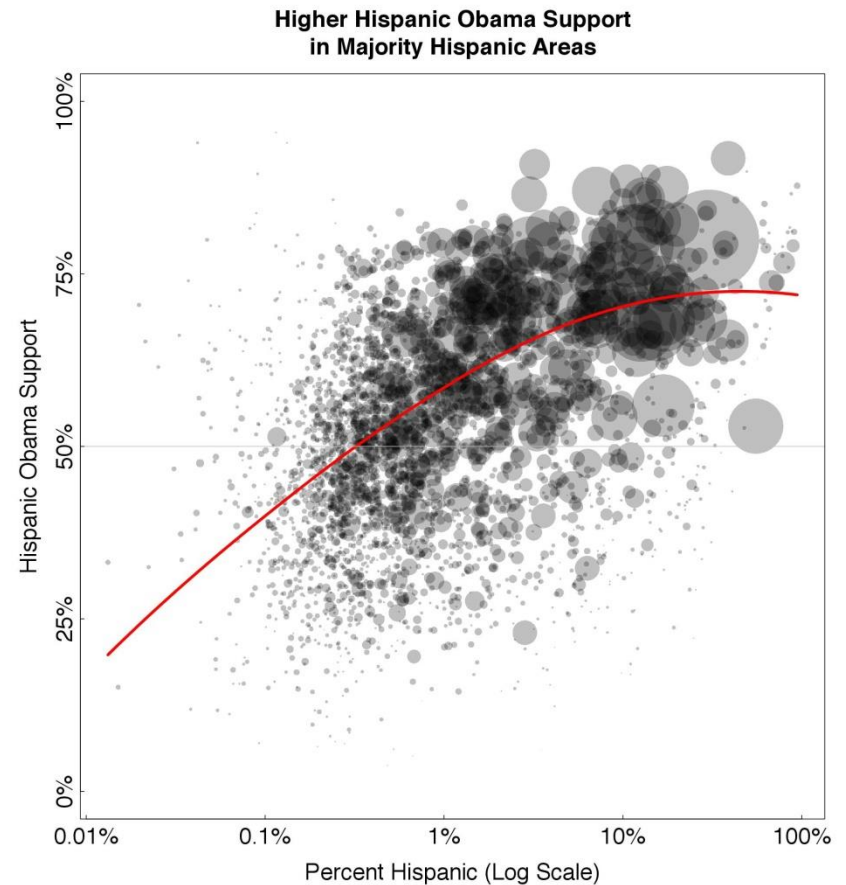


Obama 2012 Support by Race by County



Bubble size is proportional to the number of Latinos who voted in '12 in the county

- The more densely Latino a county the higher President Obama's support in 2012 was among Latinos
- Could help explain part of why exit poll #'s diverge from Latino Decision's #'s

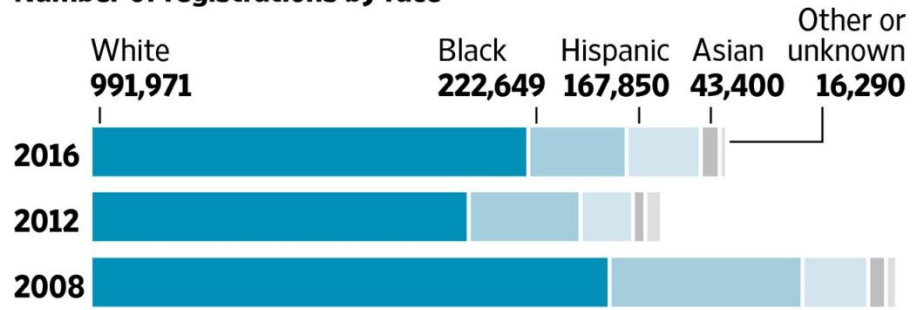




An Uptick in New Voters

A study of 10 battleground states by the Democratic firm Catalist finds a slight increase in new voters in the first half of this year compared with 2012. The share of new voters who are white has risen, while the share of African-Americans has declined.

Number of registrations by race



Percent change in registrations by race (2012 to 2016)



Note: Based on new registrations from January to June of each year in Colorado, Florida, Georgia, Iowa, Michigan, North Carolina, Nevada, Ohio, Pennsylvania and Virginia.
 Source: Catalist analysis of voter registration records THE WALL STREET JOURNAL.

* **As of August 22, 2016**

- Latino First time voter registrations among are higher in raw and percentage terms than it has ever been in the history of Catalist
- Latinos are poised to make a big difference in the upcoming election



Questions?

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