

# 2018 POST-ELECTION REVIEW




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Latino  Decisions

@LatinoDecisions

San Juan, PR – January 14, 2019



THE AMERICAN  
ELECTION EVE  
POLL

AAPI  
CIVIC ENGAGEMENT FUND



AMERICA VOTES

AMERICA'S  
VOICE

APIAHF  
ASIAN & PACIFIC ISLANDER  
AMERICAN HEALTH FORUM

Demos

race forward  
&  
csi  
CENTER FOR  
SOCIAL INCLUSION

National  
Urban League

FAITH IN  
ACTION



MIFAMILIA  
VOTA

MOVE ON

NAACP



UNIDOSUS  
STRONGER COMMUNITIES. STRONGER AMERICA.

[www.electioneve2018.com](http://www.electioneve2018.com)

# 2018 Headlines

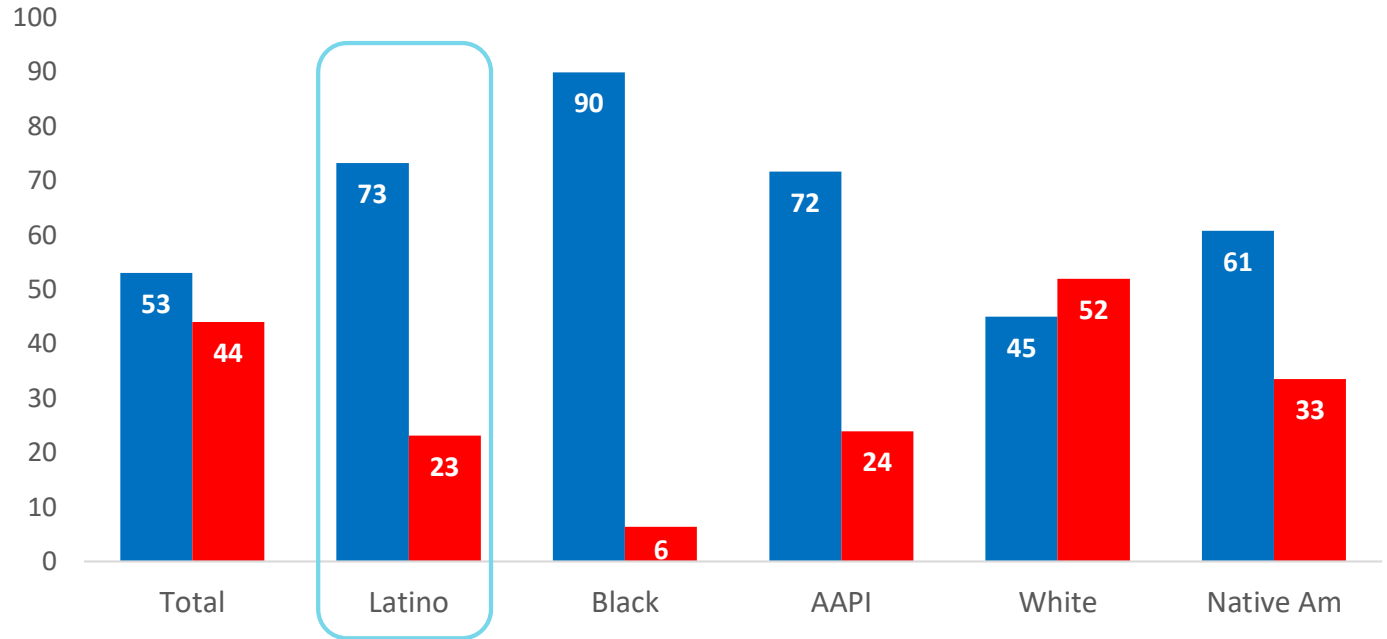
- Voter anger is real and they are tired of attacks and racialization
- There was record Latino participation for a midterm election
- The glass is only ½ full – we have so much more opportunity

# 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?



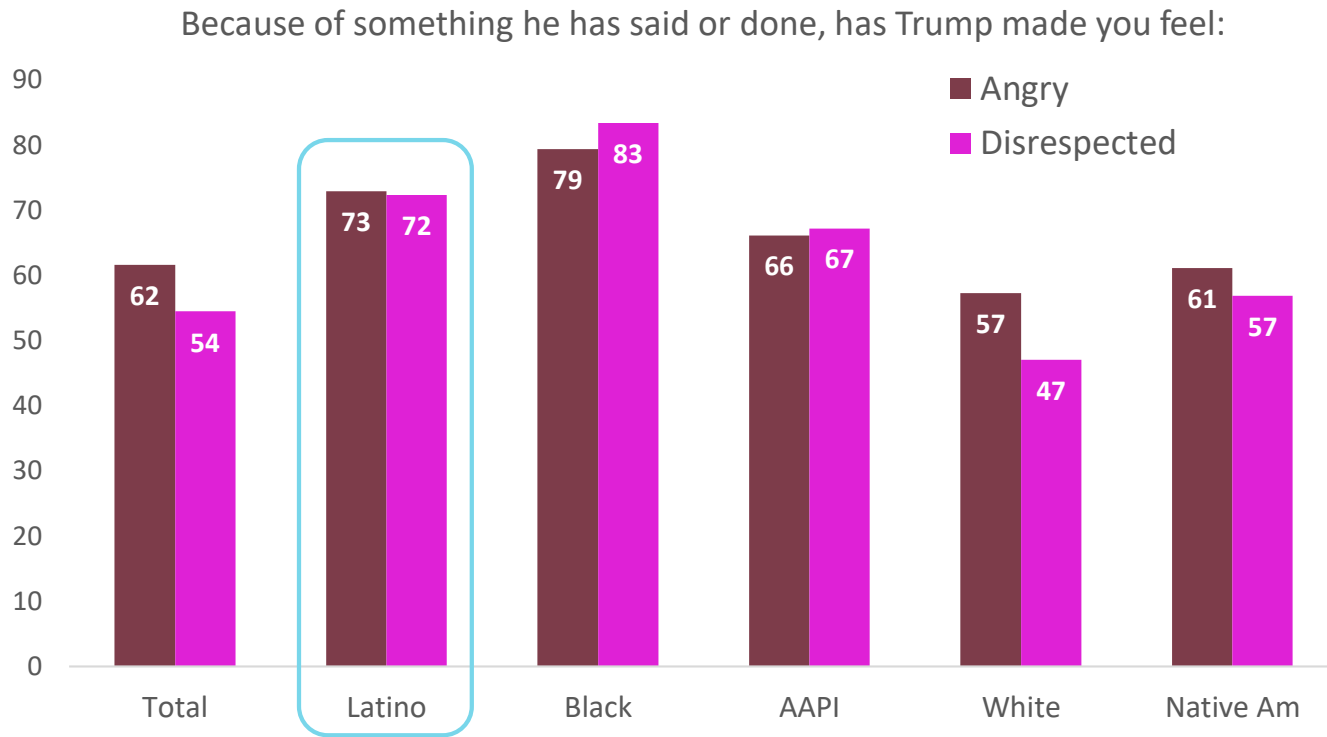
# REFERENDUM ON TRUMP AND DIVISIVE, TOXIC POLITICS



# 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



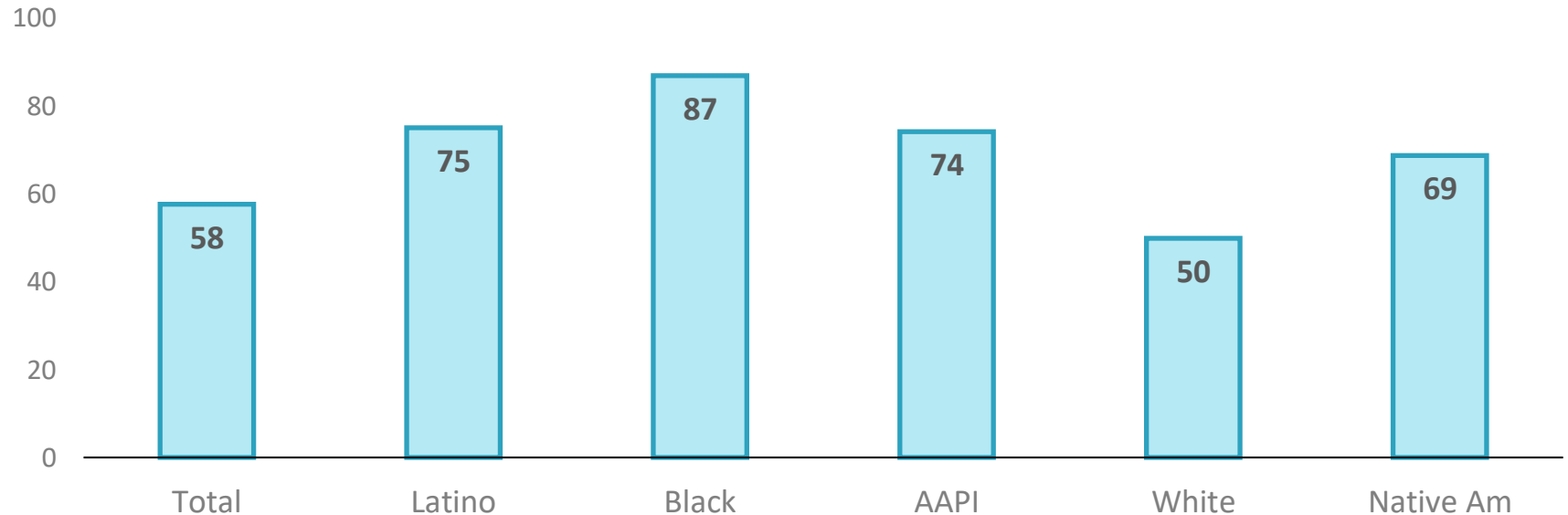
# The rise of racism in American elections

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
<b><i>Total negative / racist</i></b>	<b><i>56</i></b>	<b><i>74</i></b>	<b><i>77</i></b>	<b><i>57</i></b>	<b><i>50</i></b>	<b><i>55</i></b>

# Attacks are seen as divisive

Trump and the Republicans are using toxic rhetoric to try and divide us from one another



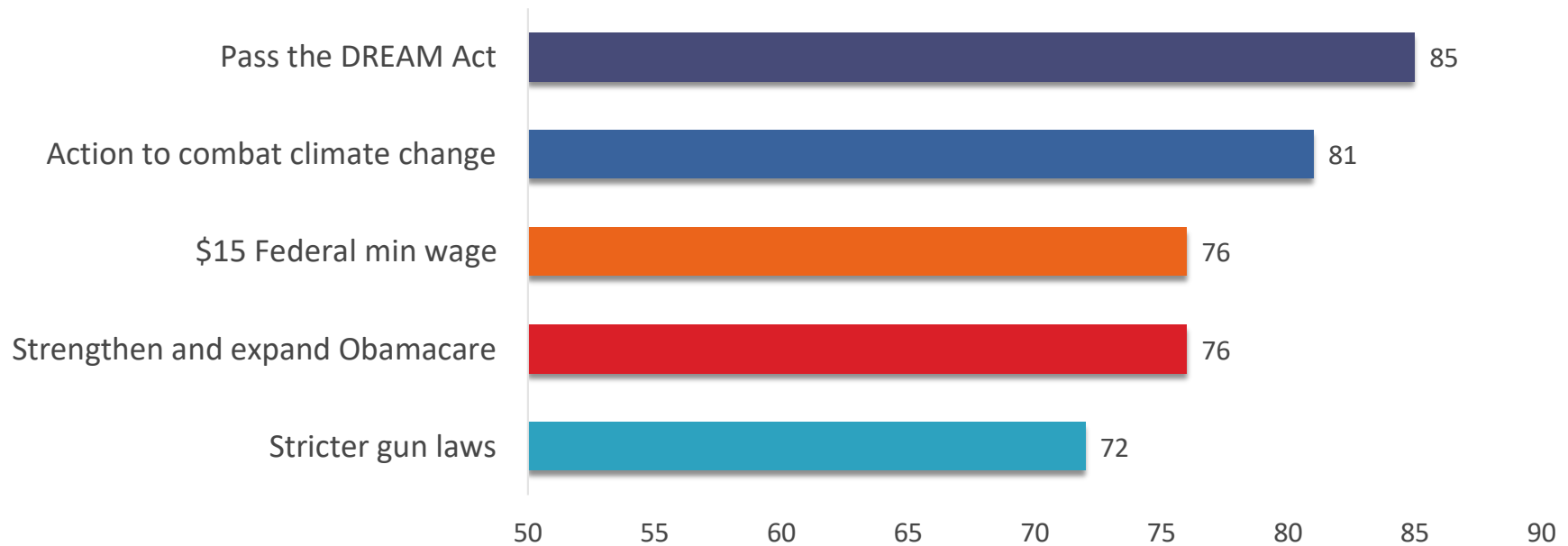


THE ISSUES VOTERS WANT  
CONGRESS TO ADDRESS.....



# Latino support for policy issues in 2018

## Percent who say Congress should pass:



# PARTY AND MOBILIZATION



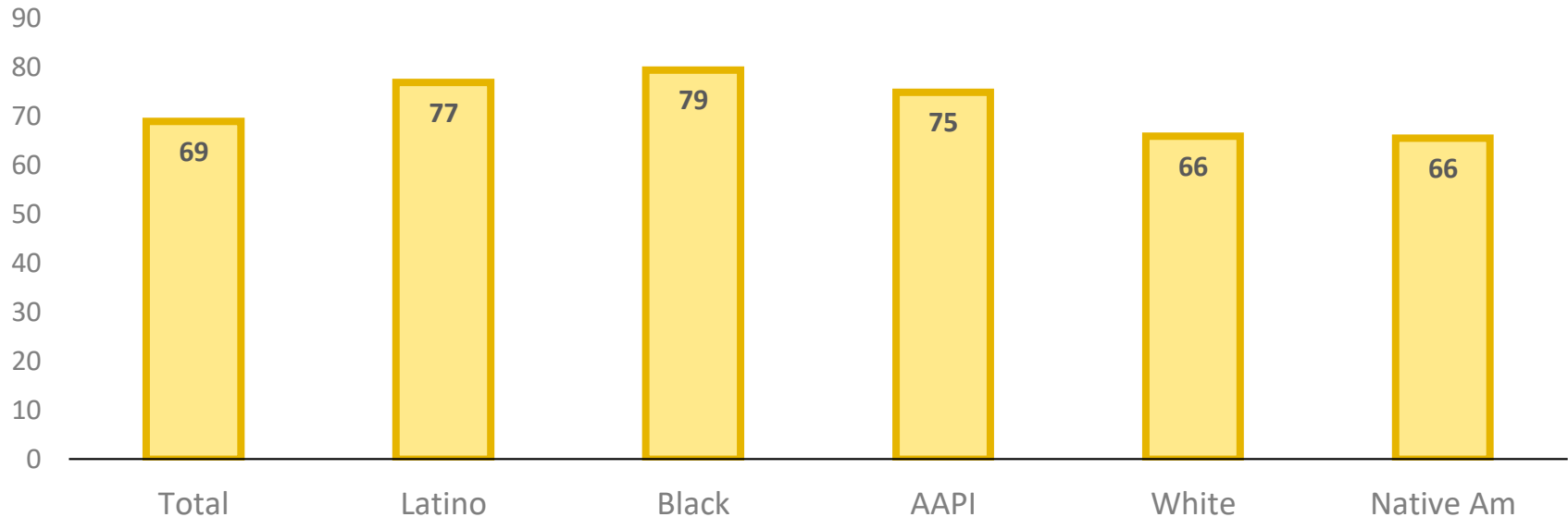
# Views toward party outreach: GOP

Which statement comes closest to your own view?

	Total	Latino	Black	AAPI	White	Native
The Republican Party is currently doing a good job of reaching out to [ <i>my community</i> ].	52	23	12	22	64	24
The Republican Party doesn't care too much about [ <i>my community</i> ]	26	35	55	55	18	42
The Republican Party is being hostile towards [ <i>my community</i> ].	17	39	30	15	13	25
<b><i>Total hostile or ignoring</i></b>	<b>43</b>	<b>74</b>	<b>84</b>	<b>70</b>	<b>31</b>	<b>67</b>

# Self-mobilization

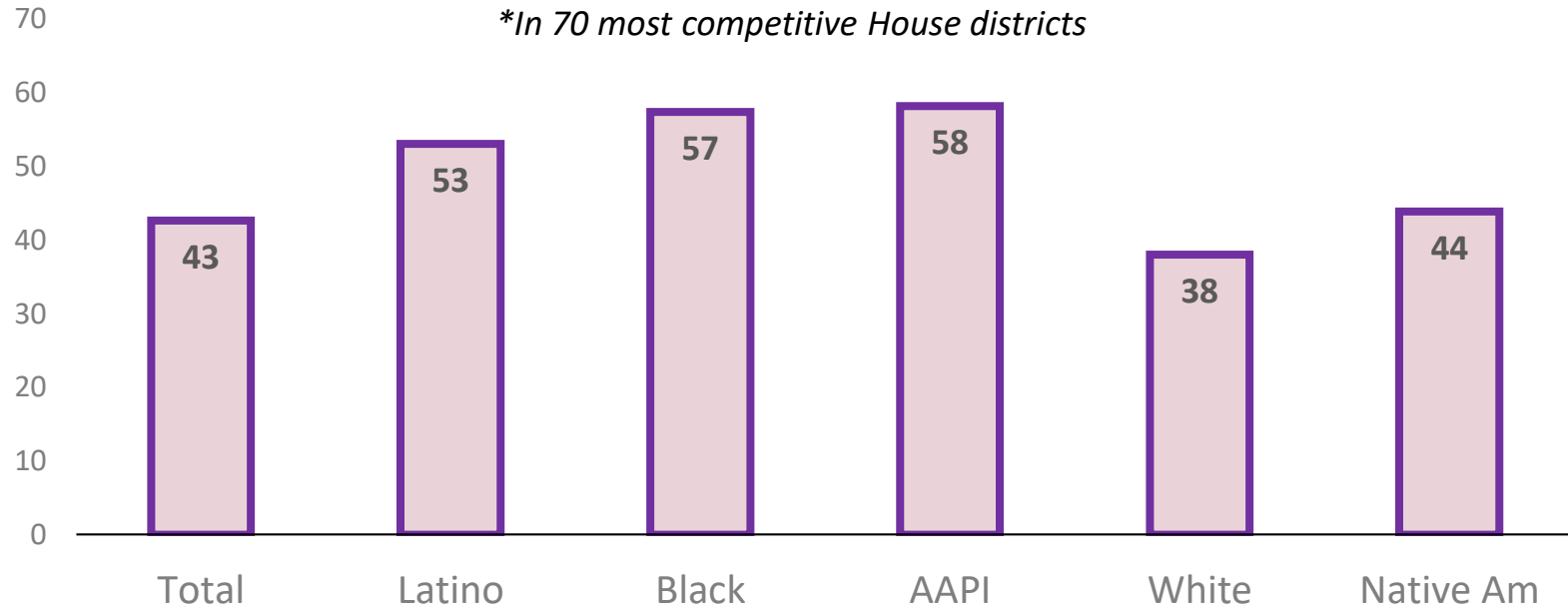
Encouraged your friends or family to register or vote in the 2018 election



# 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*



# #RISEUP

LATINO VOTERS TURNED OUT  
BIG IN 2018



# Evidence of Latino turnout from Texas

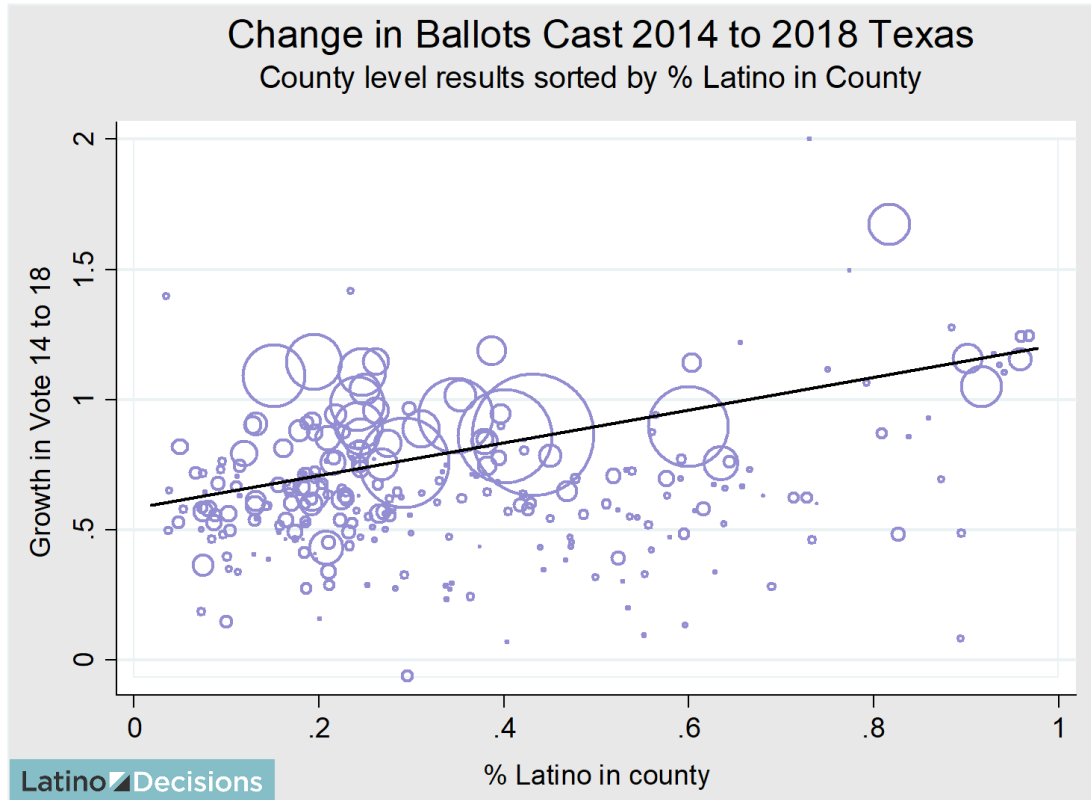
## Change in Ballots Cast 2014-2018

County	Latino	White	Change
➤ Dallas	40%	30%	+ 86%
➤ Harris	43%	31%	+ 86%
➤ Travis	35%	49%	+ 94%
➤ Hidalgo	<b>92%</b>	6%	+ 105%
➤ Zapata	<b>94%</b>	5%	+ 109%
➤ Zavala	<b>94%</b>	5%	+ 113%
➤ Cameron	<b>90%</b>	9%	+ 115%
➤ Webb	<b>96%</b>	3%	+ 116%
➤ Jim Hogg	<b>93%</b>	5%	+ 118%
➤ Maverick	<b>96%</b>	3%	+ 124%
➤ Starr	<b>97%</b>	2%	+ 125%
➤ El Paso	<b>82%</b>	14%	+ 168%

County	Latino	White	Change
➤ Dallas	40%	30%	+ 86%
➤ Harris	43%	31%	+ 86%
➤ Travis	35%	49%	+ 94%
➤ Montague	10%	<b>87%</b>	+ 15%
➤ Hamilton	11%	<b>86%</b>	+ 34%
➤ Carson	10%	<b>87%</b>	+ 36%
➤ Roberts	13%	<b>83%</b>	+ 39%
➤ Sabine	4%	<b>87%</b>	+ 49%
➤ Wood	9%	<b>84%</b>	+ 53%
➤ Van Zandt	10%	<b>85%</b>	+ 56%
➤ Clay	5%	<b>91%</b>	+ 58%
➤ Hardin	5%	<b>87%</b>	+ 83%

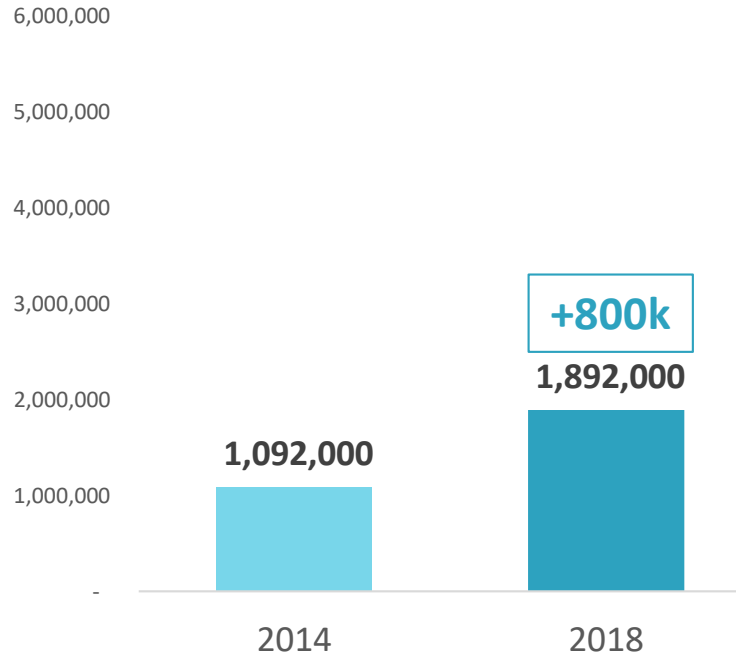


# Clues on Latino turnout from Texas



# Tip of the iceberg

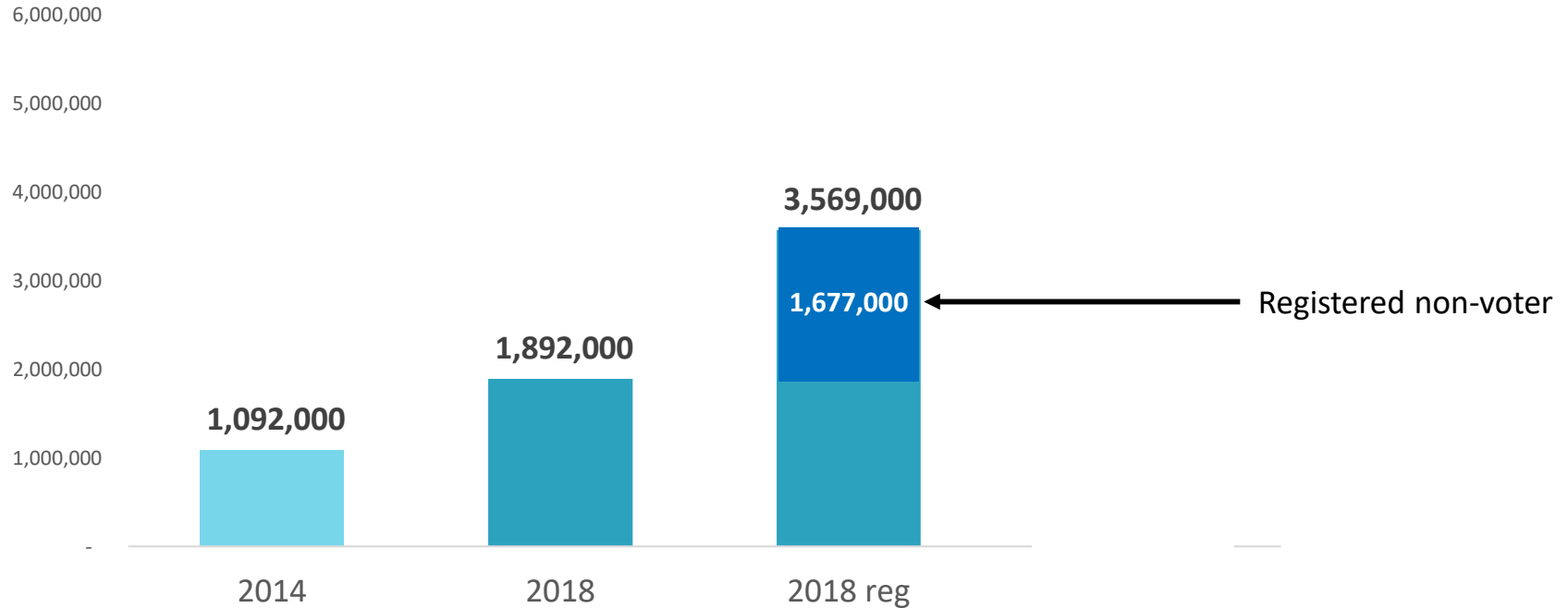
Latino vote in Texas 2014 to 2018



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

# Tip of the iceberg

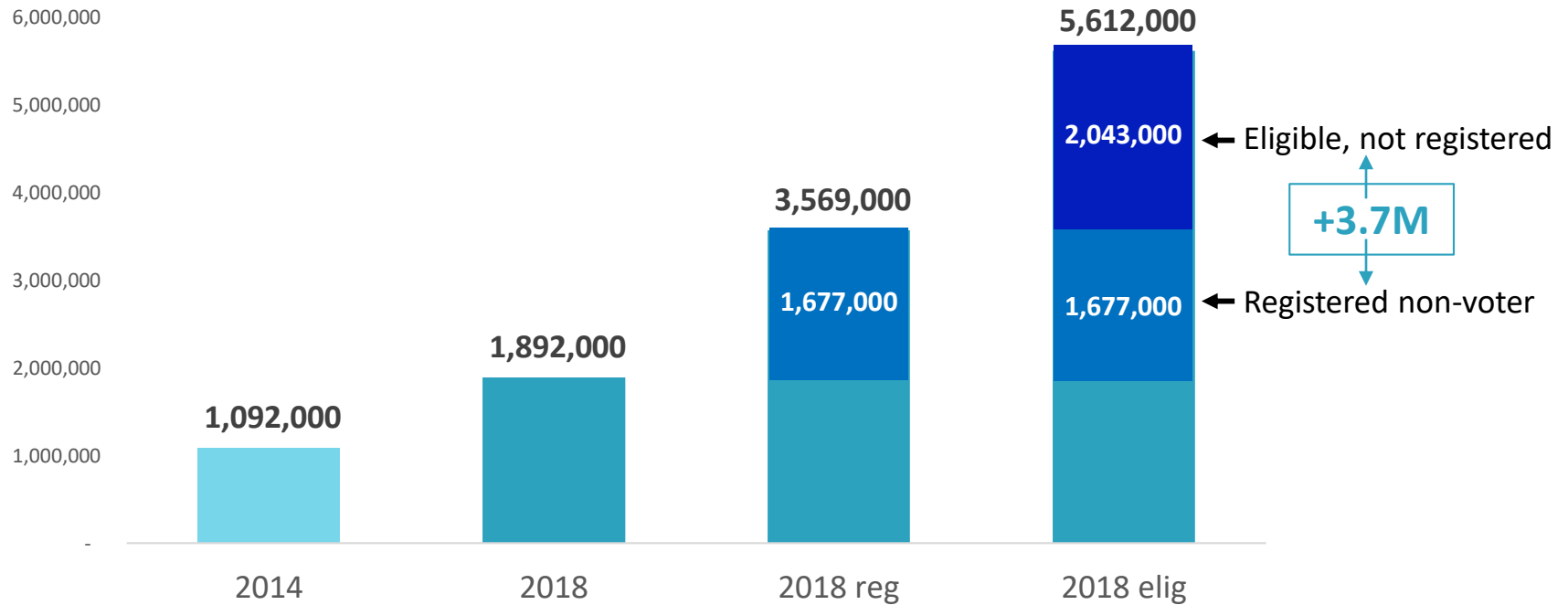
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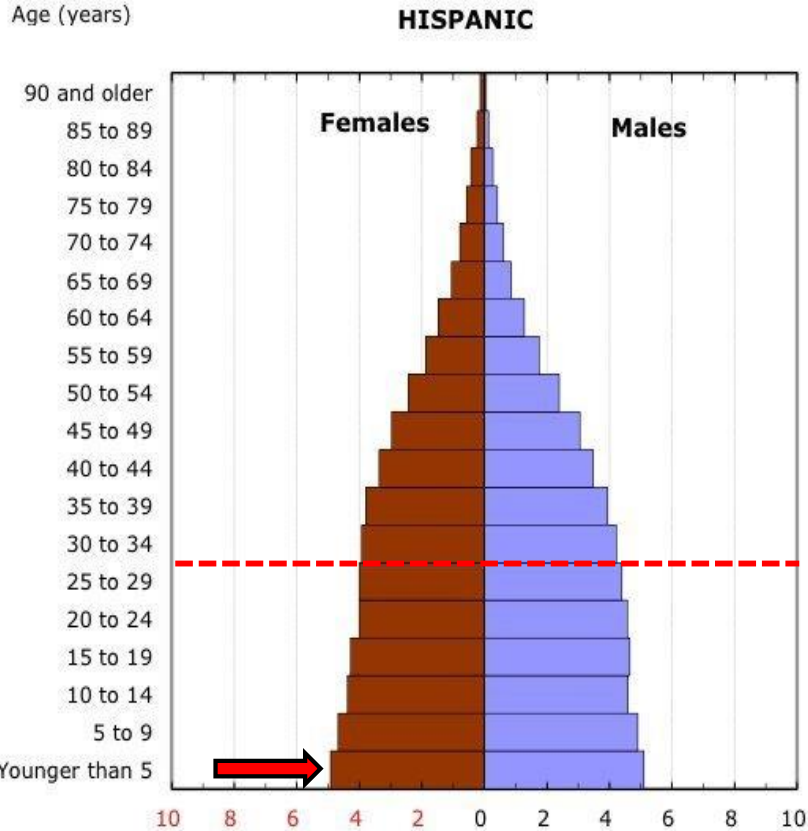
# Tip of the iceberg

Latino vote in Texas 2014 to 2018



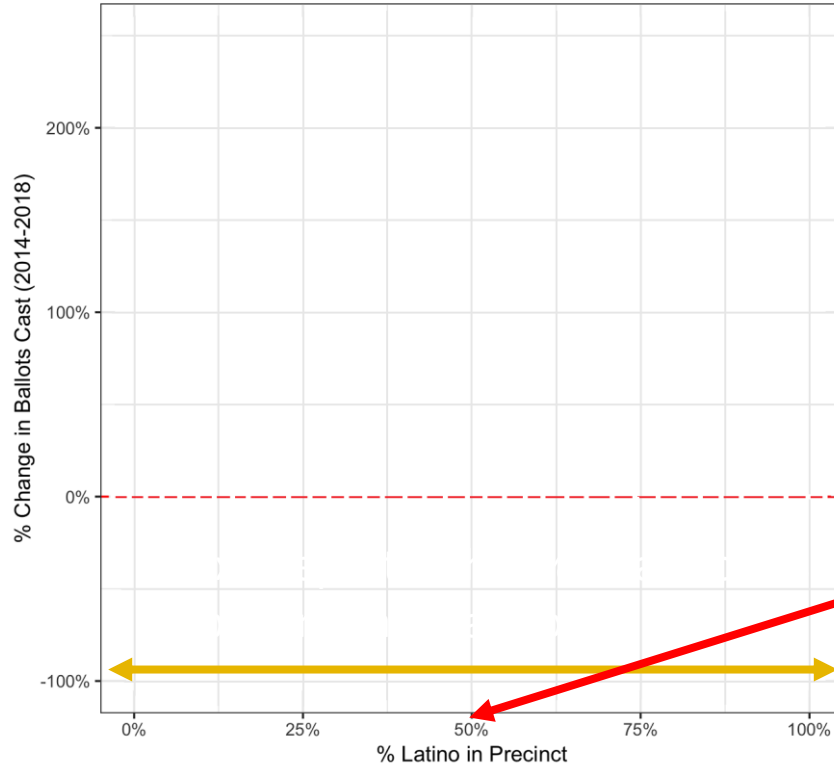
Source: Latino Decisions analysis of US Census CPS 2014 and Texas Secretary of State 2018 vote returns

# Young, scrappy and hungry...



# Latino turnout nationally

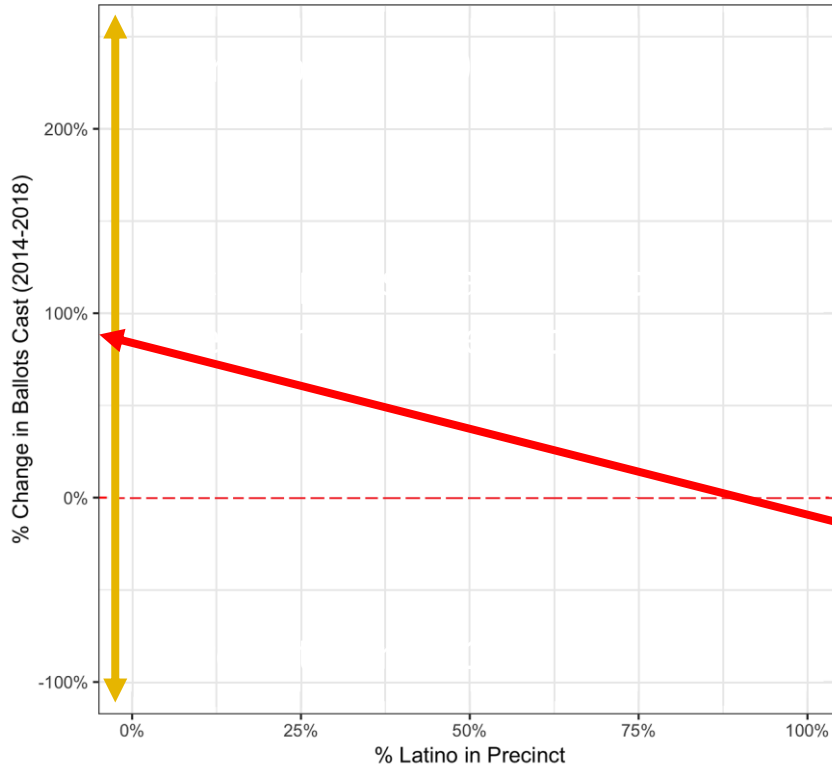
% Change in Ballots Cast 2014-2018  
AZ, TX, NV, FL, CA, NJ, NY, & NM (N ~ 20,200)



The x-axis here shows how many Latino voters are in each precinct

# Latino turnout nationally

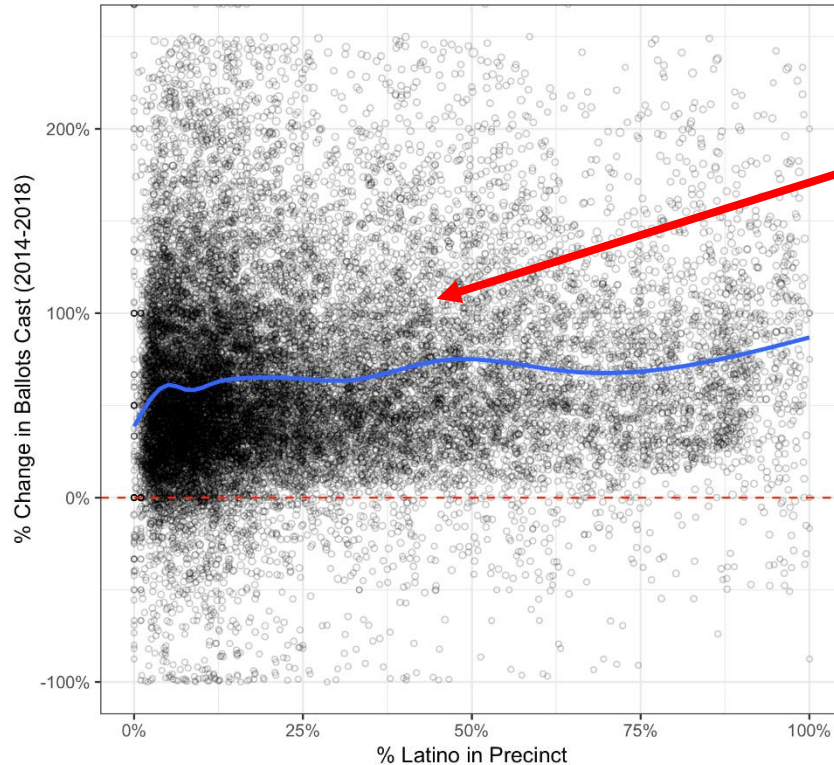
% Change in Ballots Cast 2014-2018  
AZ, TX, NV, FL, CA, NJ, NY, & NM (N ~ 20,200)



The y-axis here shows if more votes were cast in 2018 or 2014

# Latino turnout nationally

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



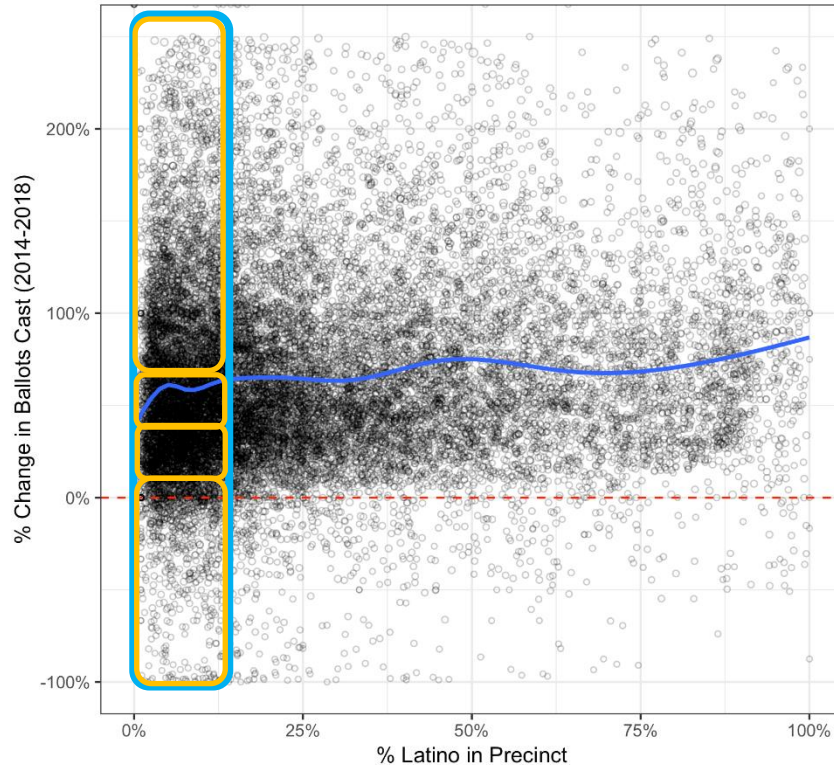
Each individual dot is a voting precinct and plots % change in votes cast 2014-to-2018 and also plots % of all voters who are Latino within each precinct

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)

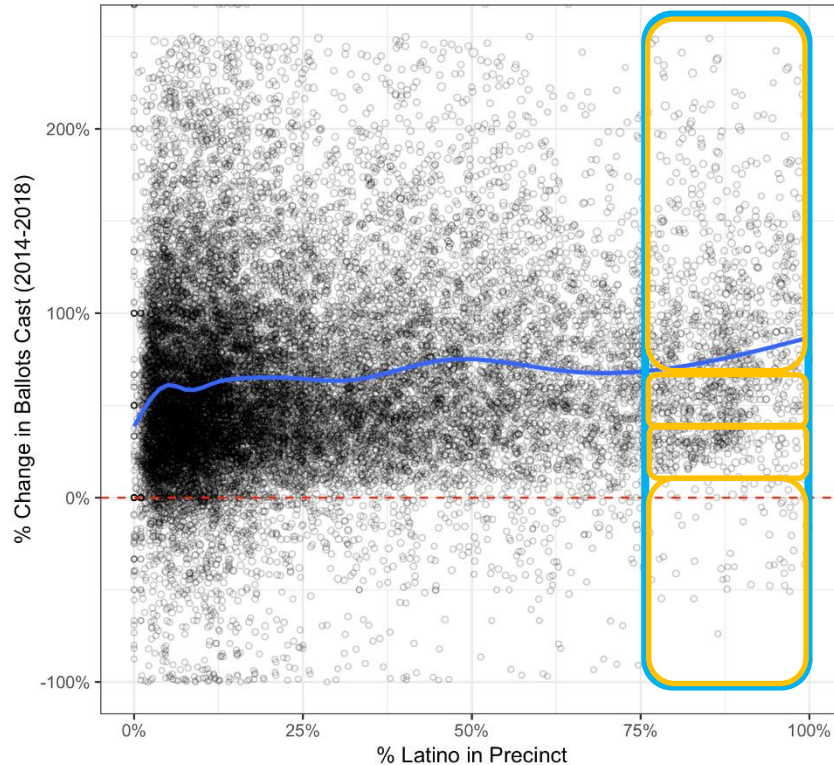


Vote Chg	Non-Latino Precincts
< 10%	14%
10-40%	26%
40-70%	25%
70% +	36%
N	5,848

Source: UCLA Latino Policy & Politics Initiative  
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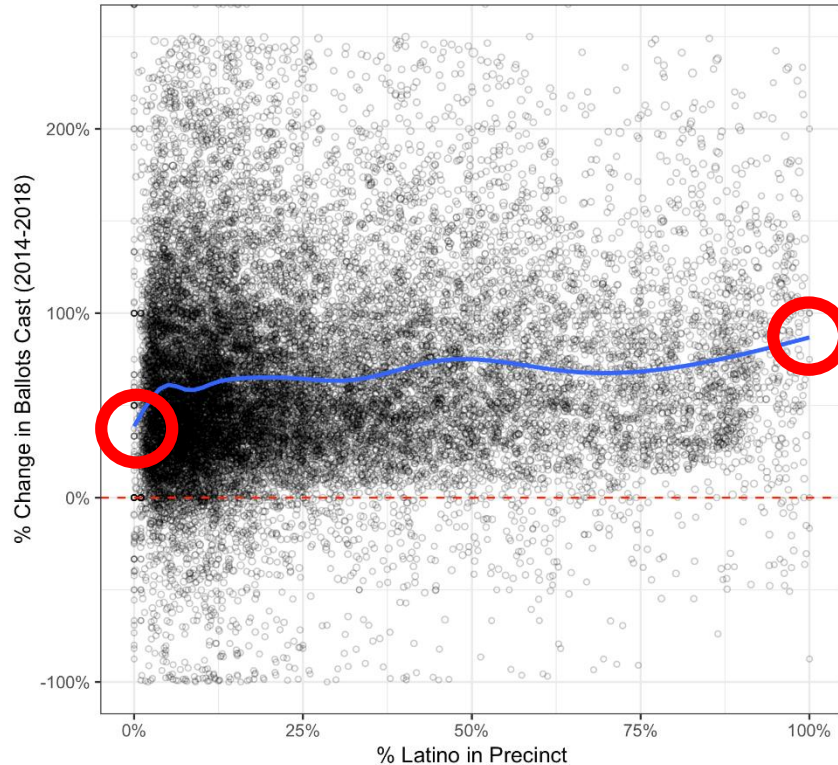


Vote Chg	Non-Latino Precincts	Latino Precincts
< 10%	14%	5%
10-40%	26%	18%
40-70%	25%	25%
70% +	36%	52%
N	5,848	1,067

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

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

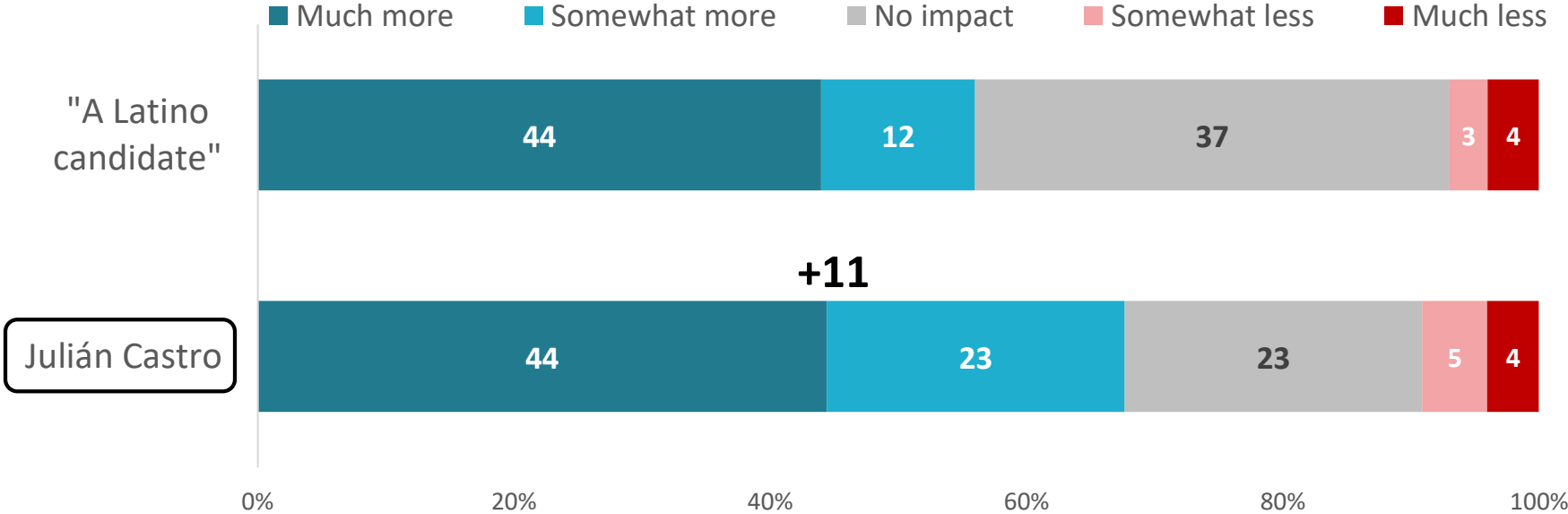
# What did we learn about 2018

- Continued investment in Latino & POC communities has the greatest opportunity for short, medium, and long-term gains
- Minority voters supported candidates who stood up for their issues: welcoming, self-respect, anti-racism, pro-inclusion
- Latino & POC voters drove the “blue wave” in 2018
  - Latinos, Blacks, AAPI were angry, disrespected, they self-mobilized, and they were engaged by political campaigns

*When our children tell our story – They’ll tell the story of 2018*

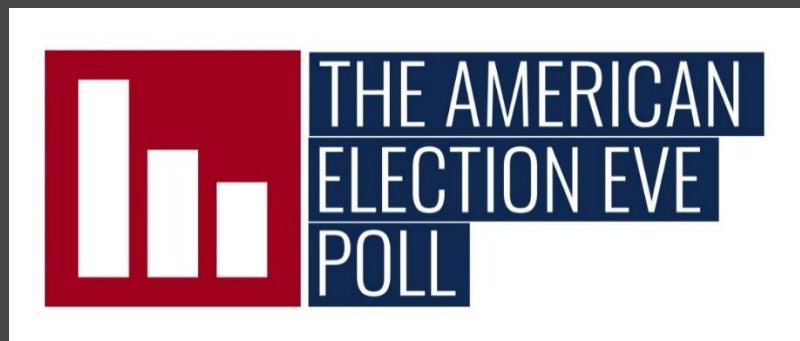
# Looking towards 2020

If Democratic Party nominates as President or Vice President in 2020 would you be more or less likely to vote Democrat?



Source: 2018 Latino Decisions & NALEO Weekly Tracking Poll

# THANK YOU!



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