

# LATINO VOTE PROJECT

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Latino Decisions

April 25, 2019

# The Latino Vote Project Overview

- Latino Report Goals
  - ▣ 2018 voting results
  - ▣ 2018 research trends
  - ▣ Role of Latino organizations, programs, funding
  - ▣ Thinking ahead to 2020

# The Latino Vote Project

- The Latino Vote Project evaluated Latino voter turnout 2014, 2016, 2018 as a function of investments made, programs implemented, and opportunities leveraged by grassroots organizations and donors in AZ, FL, NV, and TX.
- Turnout analysis, wins and losses in 2014, 2016, 2018.
- In-depth interviews with Latino leaders on the ground provides a snapshot of current Latino political infrastructure: lessons and insights, engagement and turnout investment, and missed opportunities.

# Changes in Electorate and Democratic Support

- Latinos essential to making 2018 statewide elections competitive in Arizona, Florida, Nevada, and Texas. Absent the Latino vote in those states, Republicans would have won by landslide margins.
- Across AZ, FL, NV, and TX, Latinos comprised a larger share of the statewide electorate (2014-18), while the White share decreased.
- Latinos voted for Democrats at significantly higher rates relative to their Democratic support in 2014. The White vote for Democrats shrank in Florida, but grew in Arizona, Nevada and Texas, though at a much smaller rate than Latinos.

# Late investment negatively impacted execution

- ❑ Lack of funds impacted capacity and limited gains and outcomes, which kept organizations from reaching their full potential capacity.
- ❑ Organizations operated with small budgets. On average, organizations operated within a \$2-\$5 million combined c3 and c4 budget.
- ❑ Late investment and delayed delivery of funding had detrimental consequences:
  - ❑ Field programs were not as effective.
  - ❑ Hindered ability to scale and grow programs exponentially.
  - ❑ Affected hiring and training timeline.
  - ❑ Organizations had less flexibility/nimbleness to change course or strategy to overcome challenges and run a more effective program.

# Culturally relevant engagement were critical

**Authentic and culturally relevant digital and in-person engagement were effective in reaching and turning out existing and new Latinx voters**

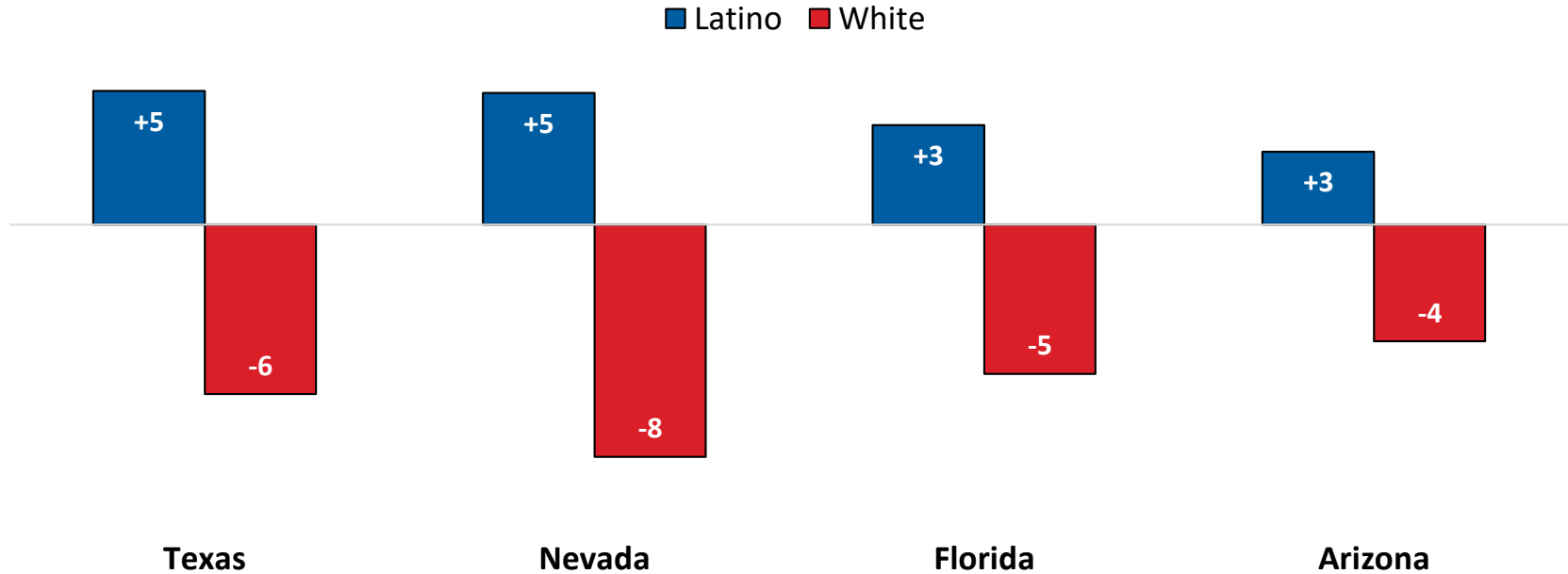
- ❑ In-person engagement and conversations through door knocking or hosted events, particularly culturally relevant events, were the most instrumental in connecting with new and existing Latinx voters.
- ❑ Digital work complemented field programs in all 4 four states and were an effective tool for reinforcing messaging and reaching Latinx voters through digital targeting, ads/messaging, Facebook and video.
- ❑ Issue areas that connected with Latino voters were criminal justice, paid family leave and paid sick leave, immigration, and localized issues (i.e. Hurricane Harvey recovery in TX, Arpaio in AZ).

# Early engagement and greater investment needed

**To build durable power, infrastructure, and increase Latino voter engagement and participation ahead, and beyond, the 2020 elections, organizations need earlier and greater funding to increase capacity and effectiveness.**

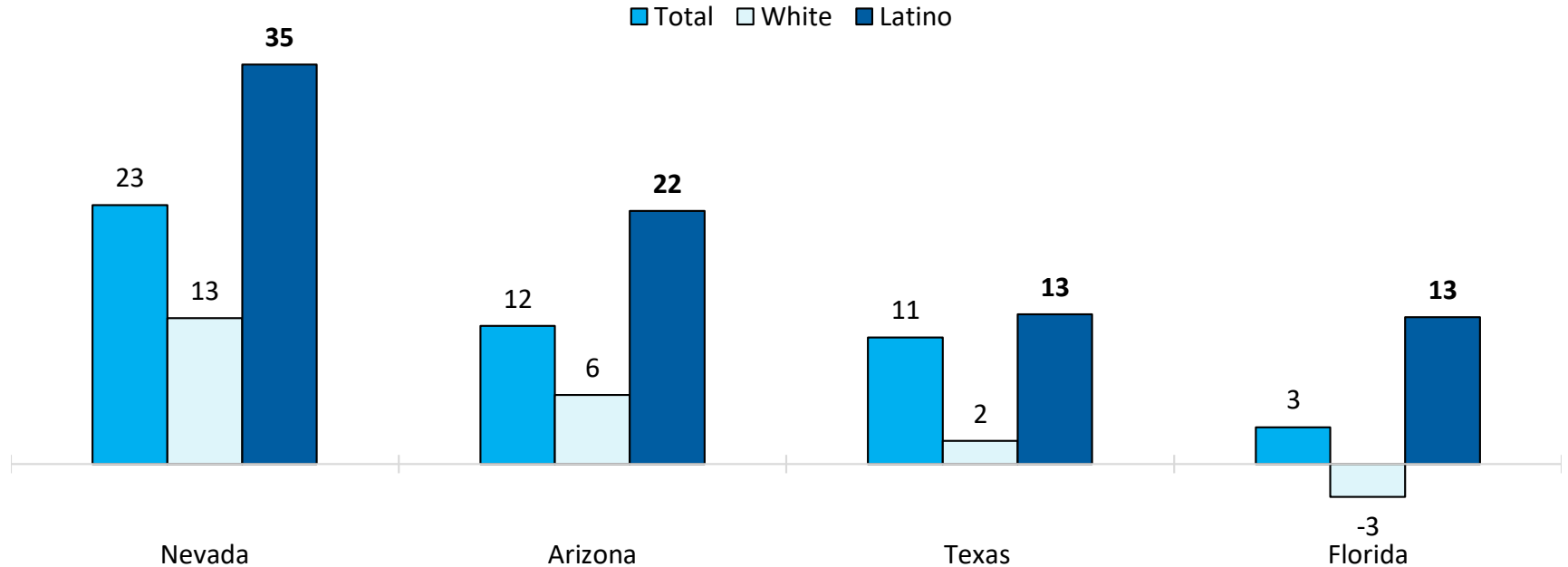
- With additional funding, essential and proven tactics could have been deployed at a greater rate to increase Latino engagement and turnout.
- New and existing digital tools present many opportunities to reach Latino voters where they are, and this area remains ripe for further investment, testing, and greater use and deployment by grassroots organizations.
- Latino origin groups' unique experiences and nuances - whether Puerto Rican, Mexican, Cuban, Salvadoran, etc. - need to be better understood to deliver compelling messages and effectively micro-target Latinos.

# Change in Percent of all voters who were Latino or White from 2014 to 2018





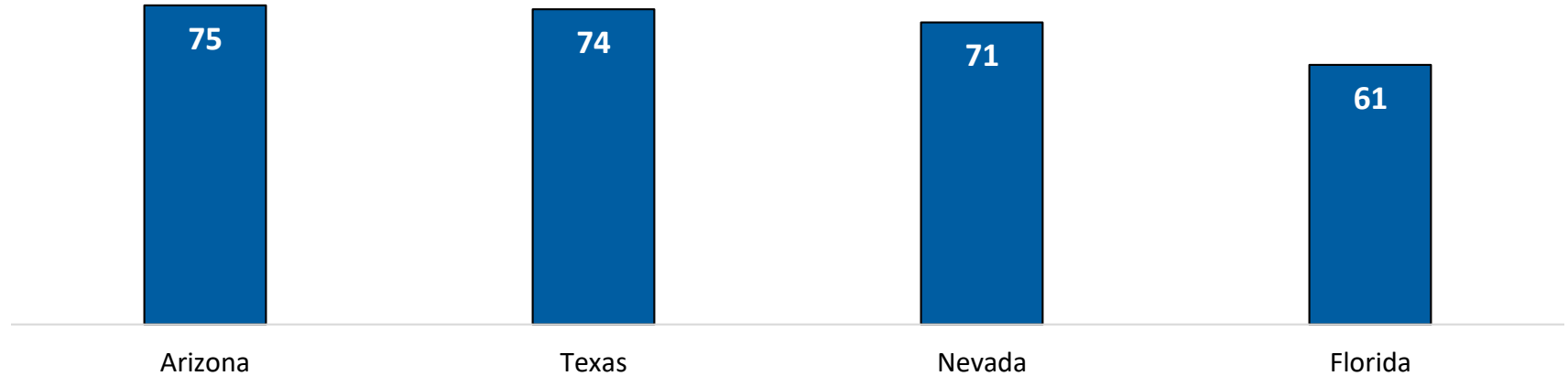
# Change in Margin Democratic Vote Share 2014 US House to 2018 US Senate



# Latino Influence in 2018

- The majority of White voters in 2018 supported Republican Senate candidates in AZ 55%, FL 61%, NV 56%, TX 67%.
- The Latino electorate's rate of growth, size, and Democratic vote share largely responsible for Dem wins in AZ (2.4-point diff Sinema v. McSally) and NV (5-point diff Rosen v. Heller), and making races close in FL (.3-point diff Scott v. Nelson) and TX (2.6-point diff Cruz v. O'Rourke).
- Using precinct data from Secretary of State offices in AZ, FL, NV, and TX, we document the largest turnout increases took place in Latino-majority precincts in all four of these states.

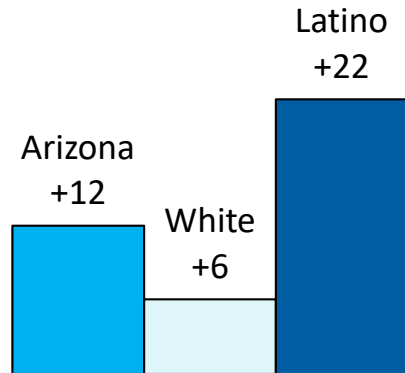
# Percent Latino Democratic Vote 2018 Election



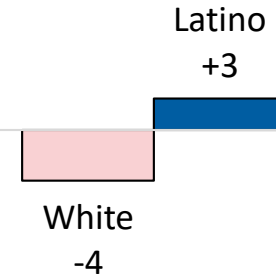
American Election Eve Poll 2018, Latino Decisions

# Changes in Margin Democratic Vote Share and Composition in Arizona 2014 US House to 2018 US Senate

Democratic margin change

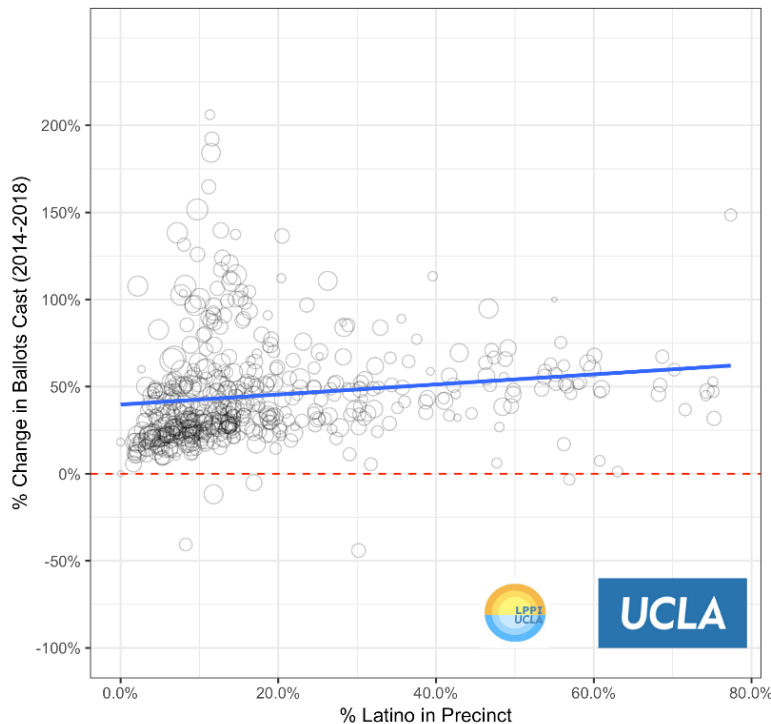


Composition change



# Latino turnout in Arizona

% Change in Ballots Cast Arizona 2014-2018



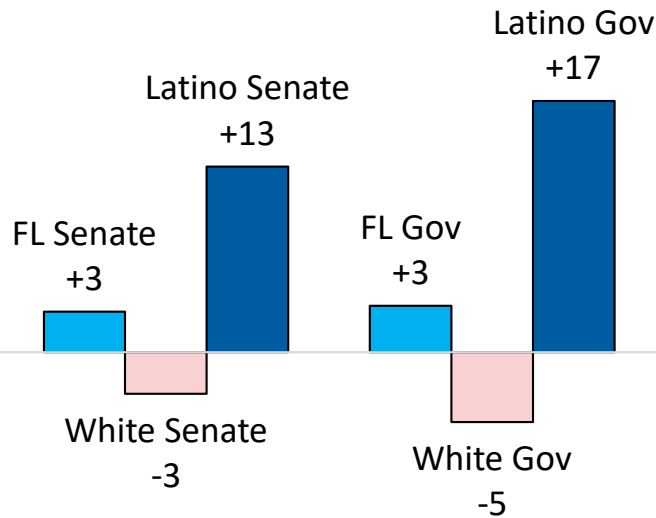
## State of Arizona

Vote Chg	Non-Latino Precincts	Latino Precincts
< 10%	3%	9%
10-40%	69%	9%
40-70%	20%	75%
70% +	7%	9%
<b>N</b>	<b>176</b>	<b>34</b>
<b>Avg</b>	<b>35%</b>	<b>52%</b>

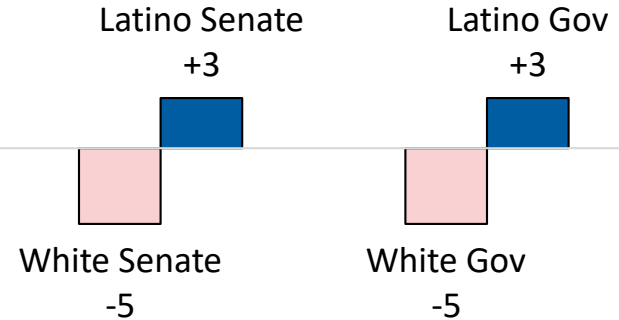
Source: UCLA Latino Policy & Politics Initiative <http://latino.ucla.edu/vote>

# Changes in Margin Democratic Vote Share and Composition in Florida 2014 to 2018

## Democratic margin change

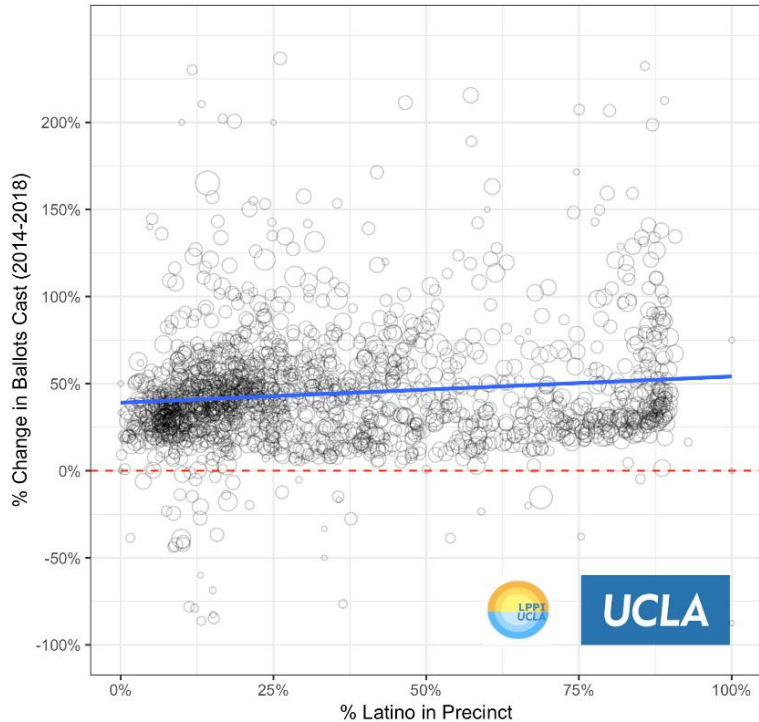


## Composition change



# Latino turnout in Florida

% Change in Ballots Cast Florida 2014-2018



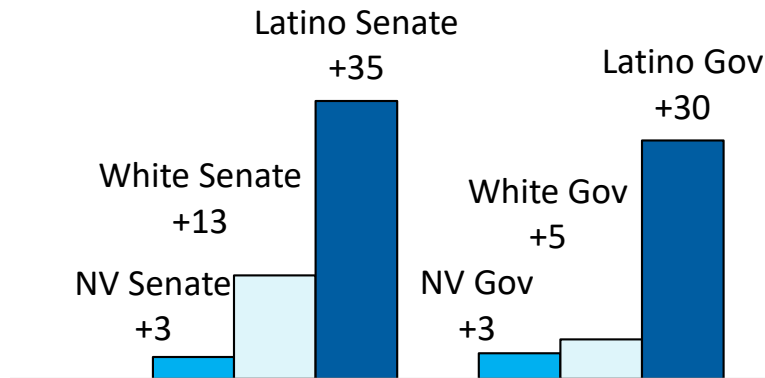
## State of Florida

Vote Chg	Non-Latino Precincts	Latino Precincts
< 10%	6%	2%
10-40%	66%	54%
40-70%	23%	22%
70% +	4%	22%
<b>N</b>	<b>281</b>	<b>281</b>
<b>Avg</b>	<b>34%</b>	<b>57%</b>

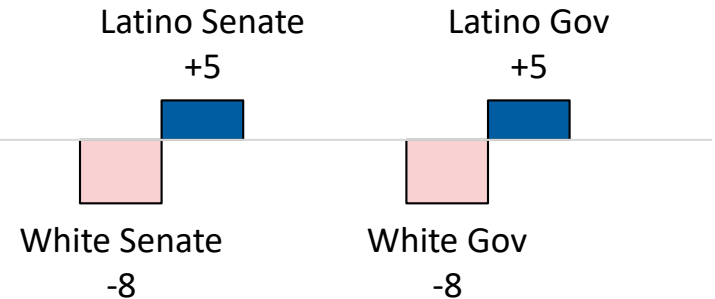
Source: UCLA Latino Policy & Politics Initiative <http://latino.ucla.edu/vote>

# Changes in Margin Democratic Vote Share and Composition in Nevada 2014 to 2018

## Democratic margin change



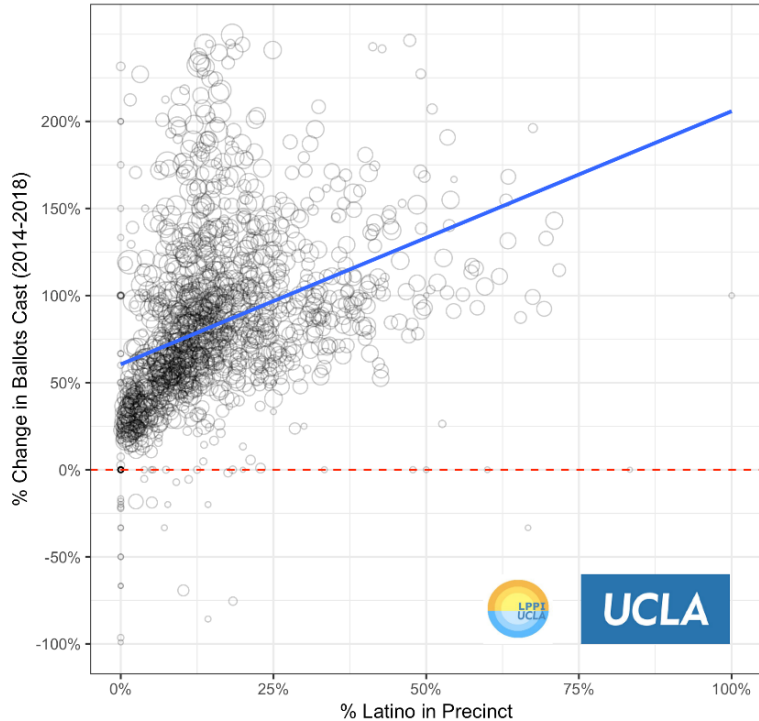
## Composition change





# Latino turnout in Nevada

% Change in Ballots Cast Nevada 2014-2018



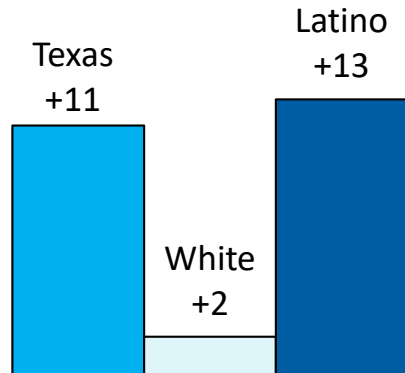
## State of Nevada

Vote Chg	Non-Latino Precincts	Latino Precincts
< 10%	10%	9%
10-40%	29%	3%
40-70%	34%	1%
70% +	26%	87%
<b>N</b>	<b>525</b>	<b>32</b>
<b>Avg</b>	<b>55%</b>	<b>129%</b>

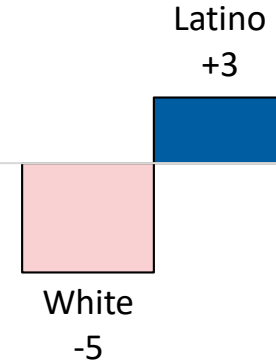
Source: UCLA Latino Policy & Politics Initiative <http://latino.ucla.edu/vote>

# Changes in Margin Democratic Vote Share and Composition in Texas 2014 to 2018

Democratic margin change

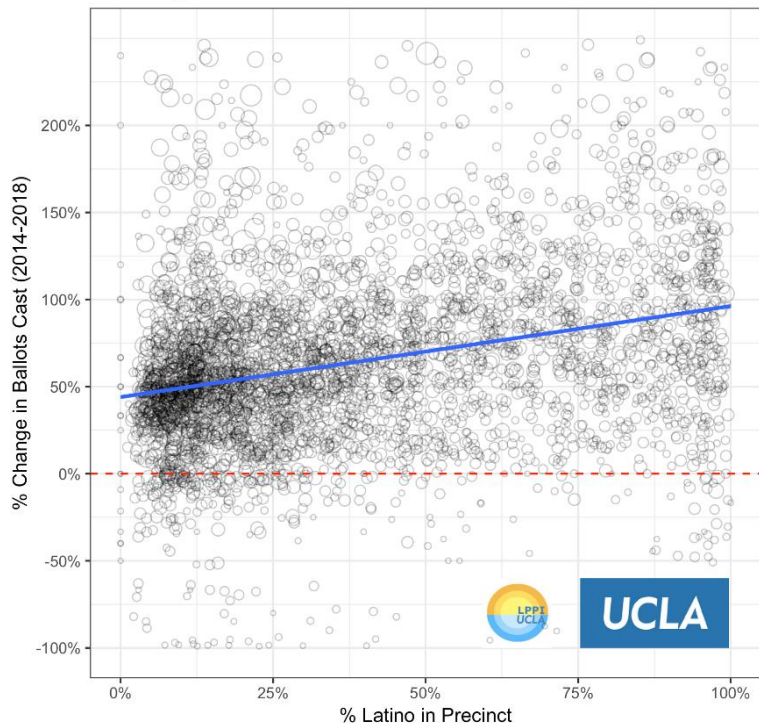


Composition change



# Latino turnout in Texas

% Change in Ballots Cast Texas 2014-2018



## State of Texas

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

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

# Latino Vote 2018 Key Findings

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- Voter turnout was historic in 2018 and our data clearly show that the largest growth in ballots cast occurred in majority Latino precincts
- This trend was consistent across all states analyzed, where the largest vote growth occurred in precincts that were 70%, 80%, or 90% Latino
- In contrast there was more modest vote growth in precincts that were under 10% Latino
- Overall this comprehensive dataset of official election results provides very clear evidence of substantial growth in the Latino vote in 2018

# Infrastructure, Engagement and Investment

- In-depth interviews and surveys with key Latino organizations and leaders on the ground in AZ, FL, NV, TX
- On average, the 9 orgs interviewed operated within a \$2 to \$5 million combined C3 and C4 budget, with most funding and spending designated as C3.
- The majority of the grassroots org received late funding, impacting their program planning and execution, hindering programs and field efforts, and ensuring full potential was not reached.

# Program Opportunities and Recommendations

With earlier and greater funding organizations could:

- Plan and execute programs and voter outreach earlier, increase voter contacts
- Hire on schedule to match ramp up needs with time for volunteer recruitment and training.
- Hire team and canvassers from targeted communities to provide authentic conversations and voter engagement.

Tactics that could have been deployed if funding existed and/or missed opportunities:

- Rapid response
- Understanding and microtargeting Latino sub-groups
- Opportunity to leverage political experience of Latinos
- Greater use, and capacity building within organizations, of digital tools.

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