

THE ★ VOTER ★ PARTICIPATION ★ CENTER ★

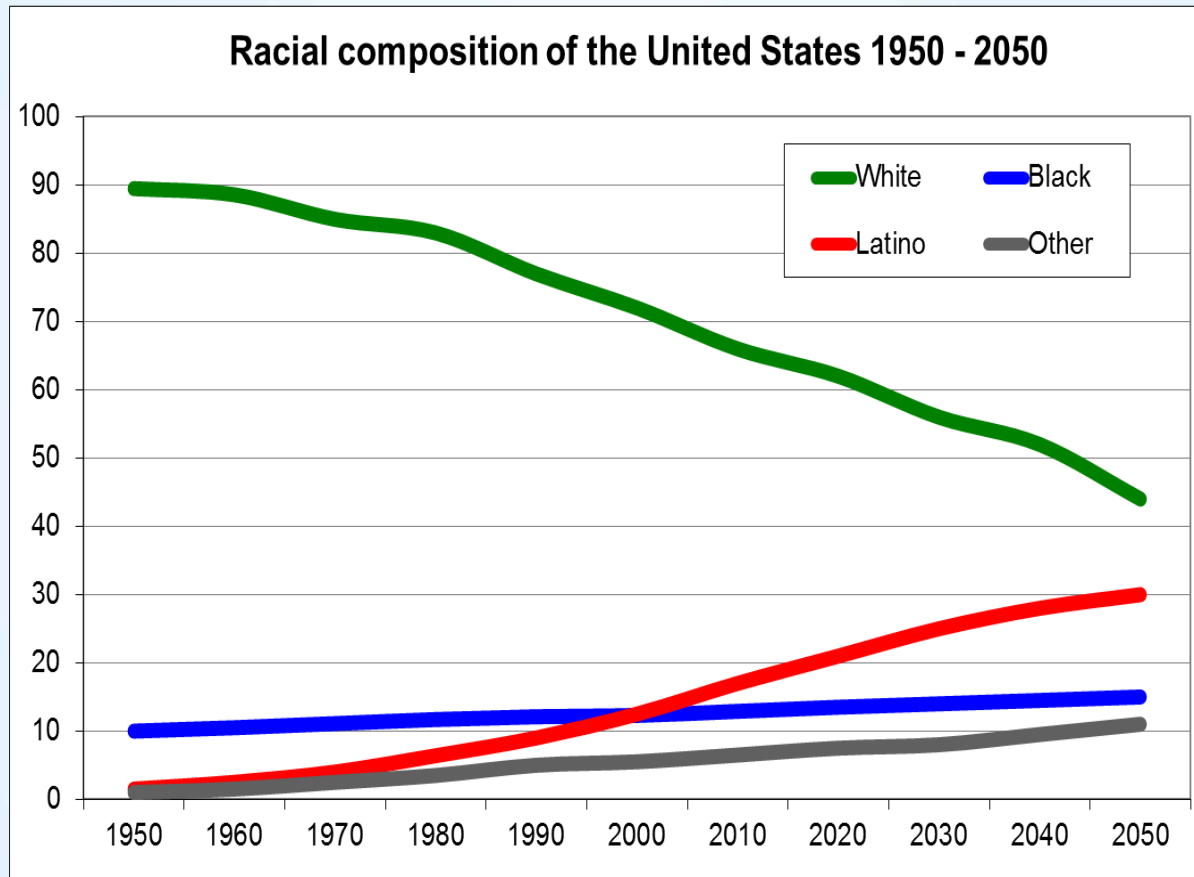
2013 SUMMIT

Matt A. Barreto, Ph.D.

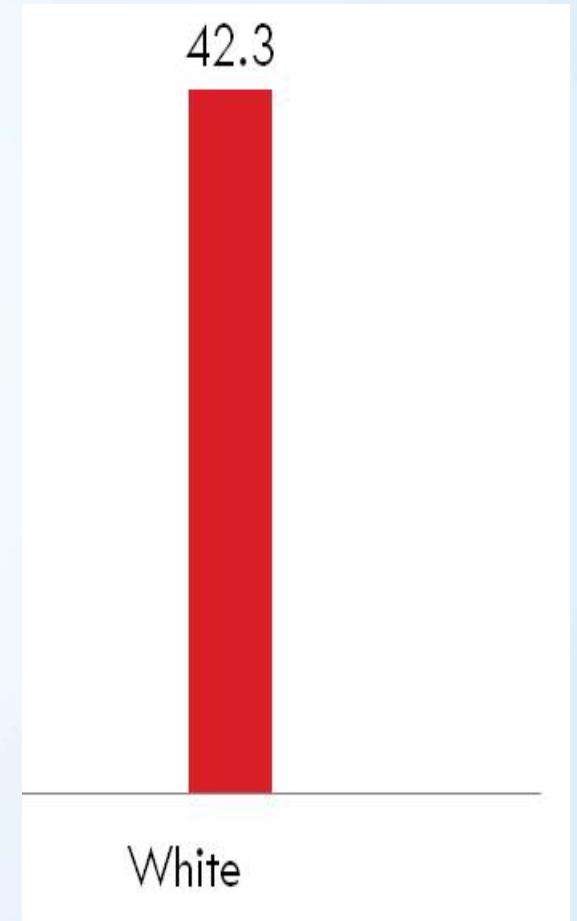
Engaging And Mobilizing The Rising American Electorate Beyond 2012

Latino  **Decisions**
Everything Latino Politics

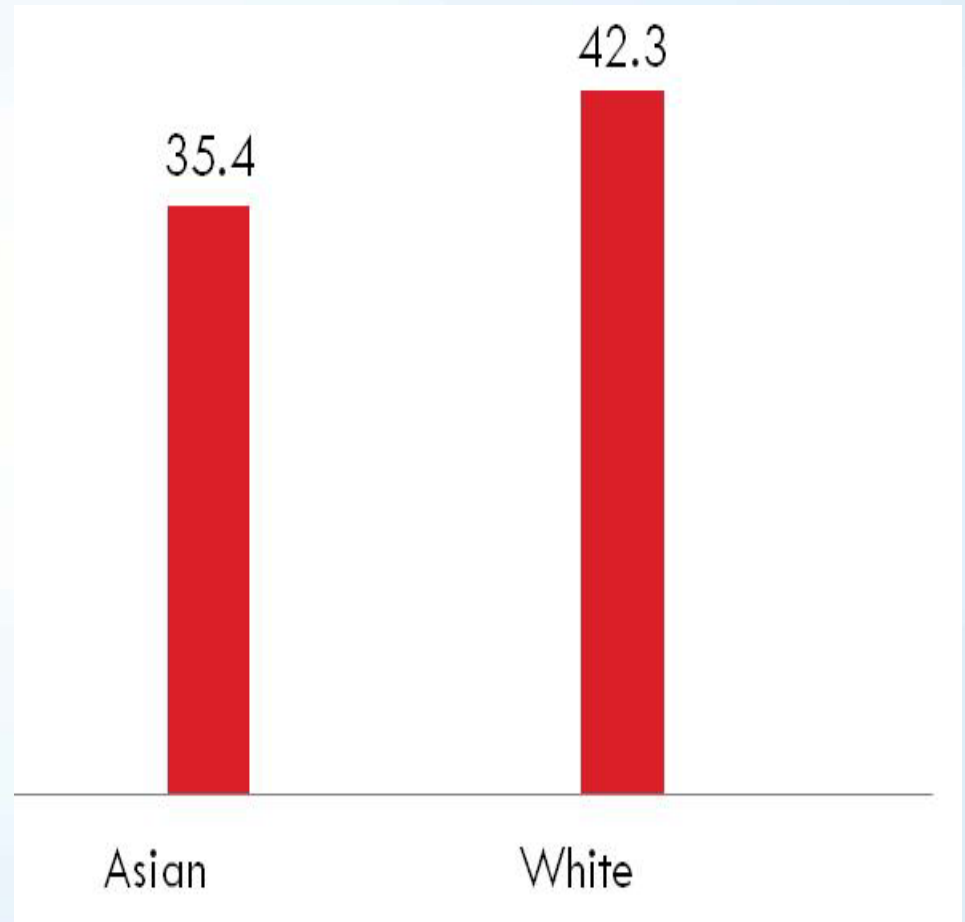
Demographic Change in American Life



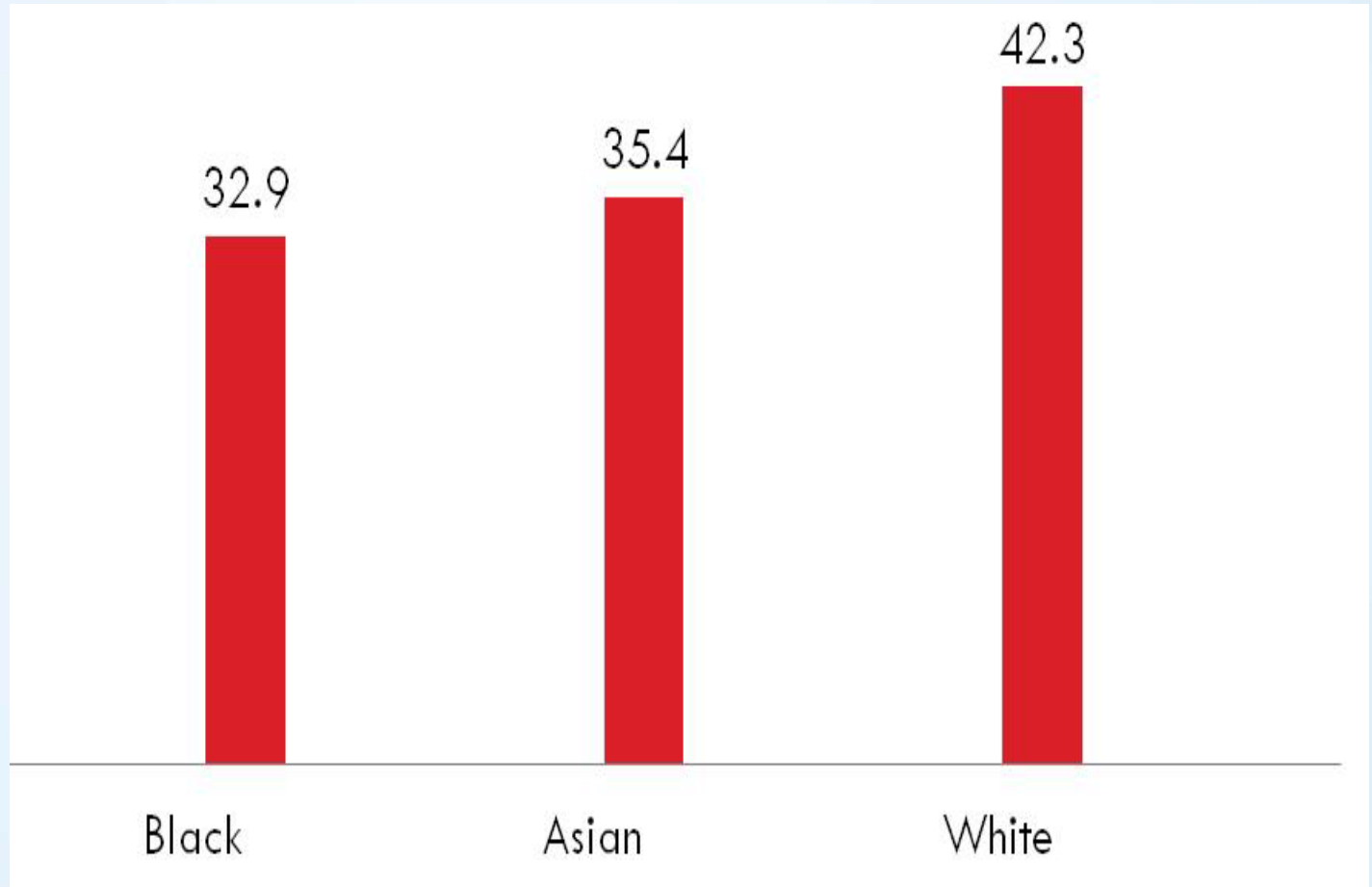
Median Age by Ethnicity



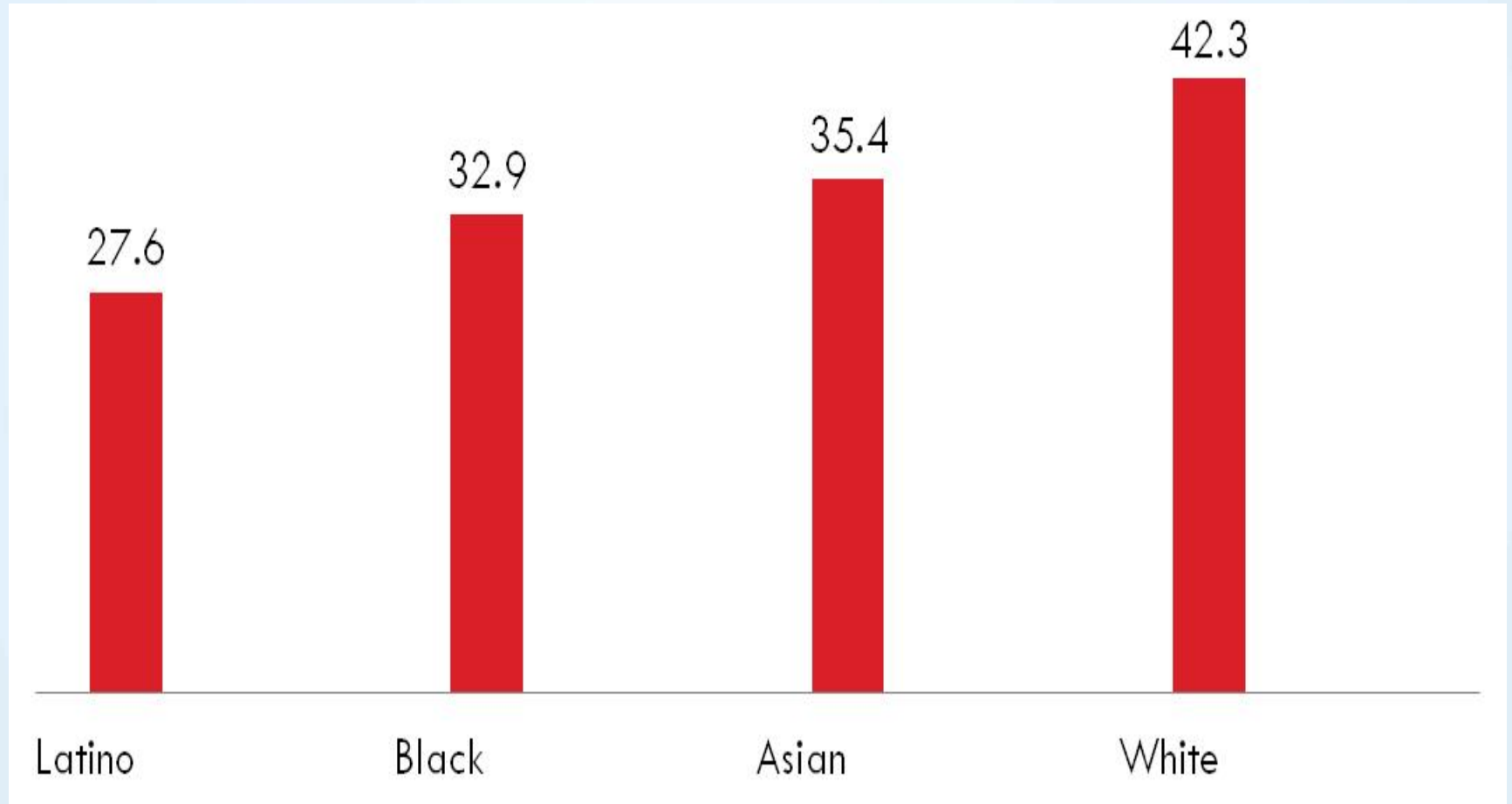
Median Age by Ethnicity



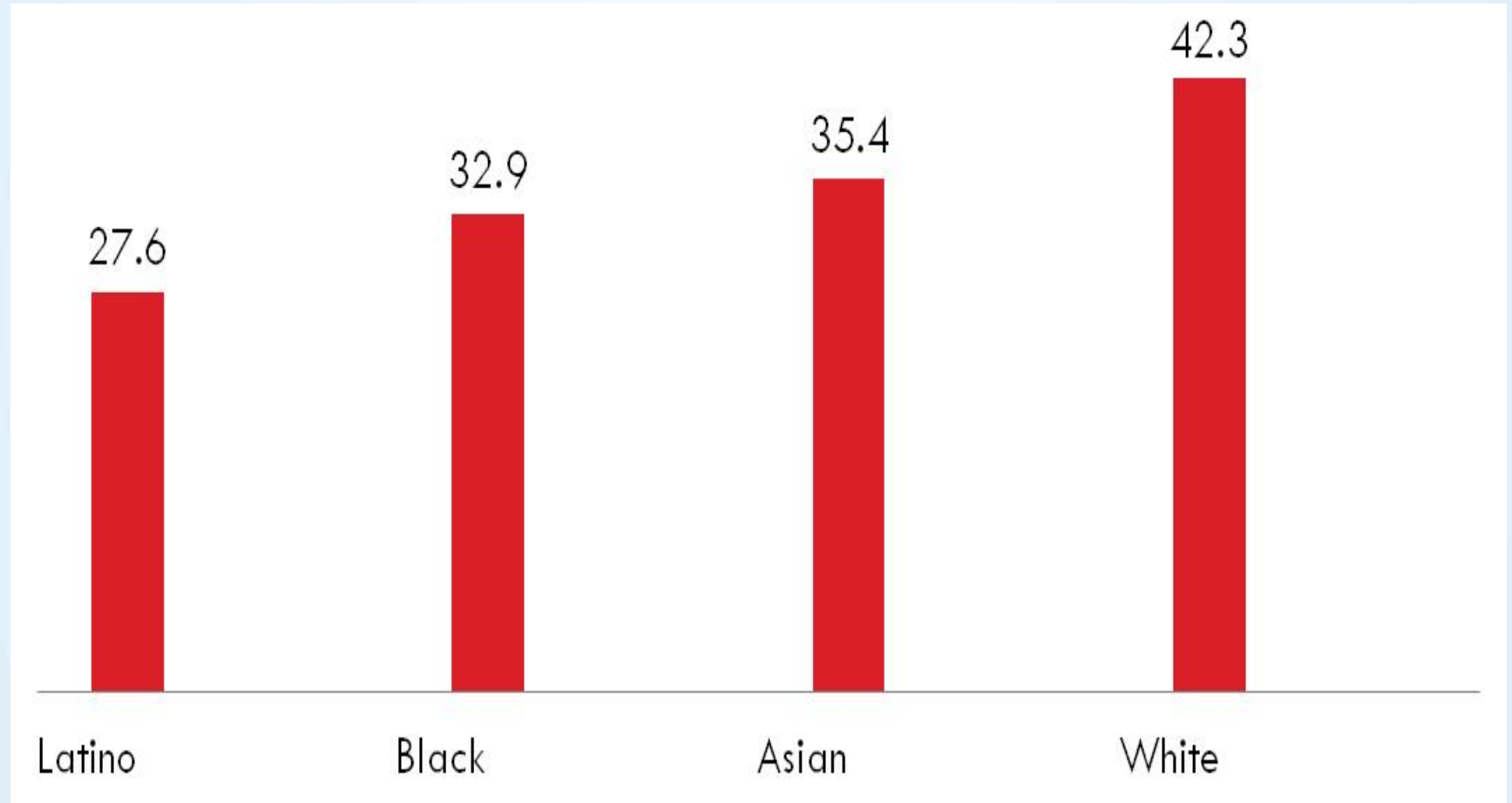
Median Age by Ethnicity



Median Age by Ethnicity



The Latino vote will double in 20 years



Overlap in the RAE

- As the previous slides indicate, Latinos, African Americans and Asian Americans are all relatively **YOUNGER**
- Unmarried women are more likely to be non-White, under 40 and city dwellers
- While they are growing, the RAE is also comparatively newer to the political process, and have less established voting patterns

Political Baptism

- RAE is an electorate at a critical juncture – political behavior is forged in moments of political baptism
 - “The act of voting is self-reinforcing; when they vote, they become more likely vote again. Voting and abstention, in other words, are habit forming.” (Gerber et. al. 2003)
 - If a group of voters demonstrate sustained political behavior for three consecutive cycles, it is very hard to turn back. (Fiorina 1977; Sears & Valentino 1997)

The RAE in 2008 - 2012

2008 - 2012 Presidential Vote Among Rising American Electorate

RAE Group	% 08	% 12	Chg		BO	MR	Gap
African Americans	12	13	+1		93	6	+87
Latinos	9	10	+1		75	23	+52
Asian Americans	2	3	+1		75	25	+50
Youth	18	19	+1		60	37	+23
Unmarried women	21	23	+2		67	31	+36
LGBT	4	5	+1		76	22	+54
Non-RAE	53	49	-4		35	63	-28



The Minority Impact in 2012

States where the minority vote was decisive in the 2012 Presidential election

4 most obvious states with Minority Influence account for 69 E.C. votes

State	Margin	% Minority	E.C. Votes
Florida	0.6	33	29
Ohio	1.9	21	18
Virginia	3.0	30	13
Colorado	4.7	22	9

Total

69

{ 332 - 69 = 263 }

The Minority Impact in 2012

5 additional states where the minority vote was decisive in the 2012 Presidential election

All total, these 9 states account for 126 E.C. votes

State	Margin	% Minority	E.C. Votes
Florida	0.6	33	29
Ohio	1.9	21	18
Virginia	3.0	30	13
Colorado	4.7	22	9
Pennsylvania	5.1	22	20
Nevada	6.6	36	6
Wisconsin	6.7	14	10
Michigan	8.5	23	16
New Mexico	9.9	49	5
Total			126

Youth & Unmarried Women in 2012

While youth and unmarried women were part of the coalition in almost every battleground state

3 states stand out where they alone were decisive

Percent of the vote to Barack Obama in 2012

State	Margin	Youth (18-29)	Unmarried Women	E.C. Votes
Minnesota	7.7	63	70	10
Iowa	5.6	56	71	6
New Hampshire	5.8	62	63	4
Total				20

Percent of the electorate:

18-29 year olds: 20% (MN) 15% (IA) 19% (NH)

Unmarried women: 23% (MN) 20% (IA) 20% (NH)

Combined RAE Influence in 2012

Overall there are 12 states where RAE vote was directly influential in Presidential outcome in 2012 accounting for 146 E.C. votes

RAE Group	States	E.C. Votes
Latinos	(4) CO, FL, NM, NV	49
Blacks	(2) OH, VA	31
Minority combined	(3) MI, PA, WI	46
Youth/Unmarried Women	(3) MN, IA, NH	20

Total

146

On the immediate horizon:

North Carolina 30% minority 15 EC

Arizona 26% minority 11 EC

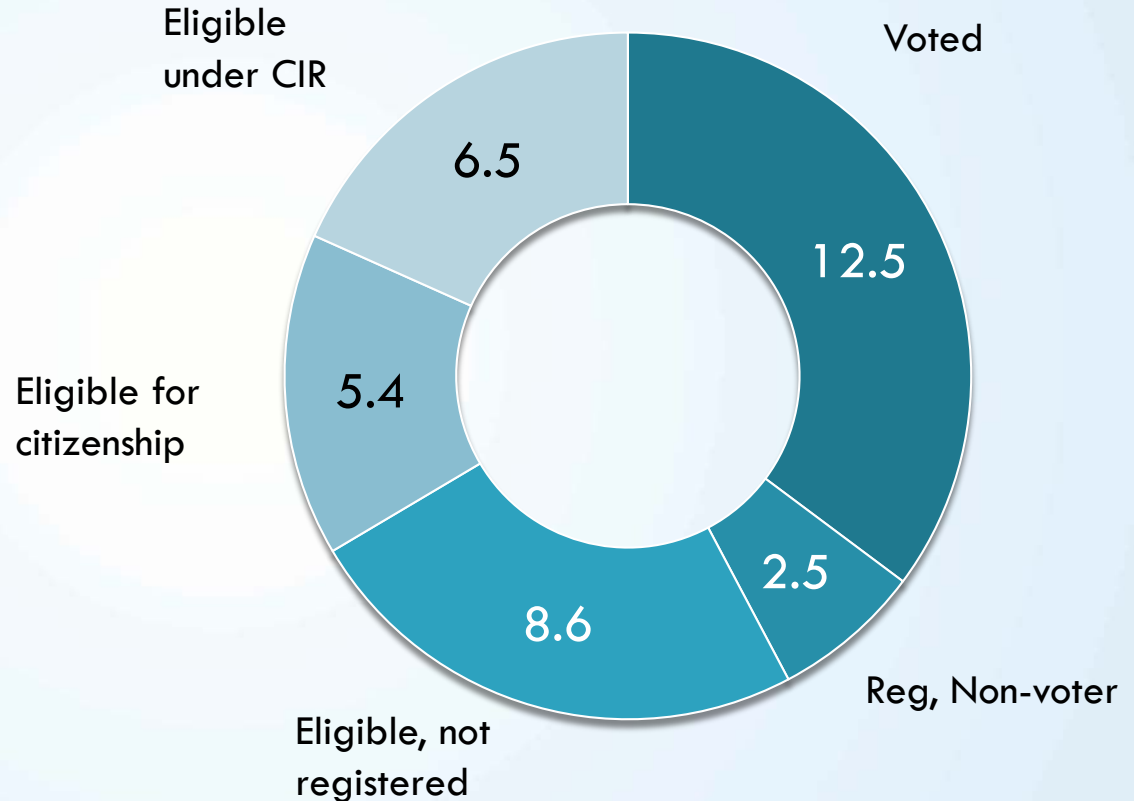


172

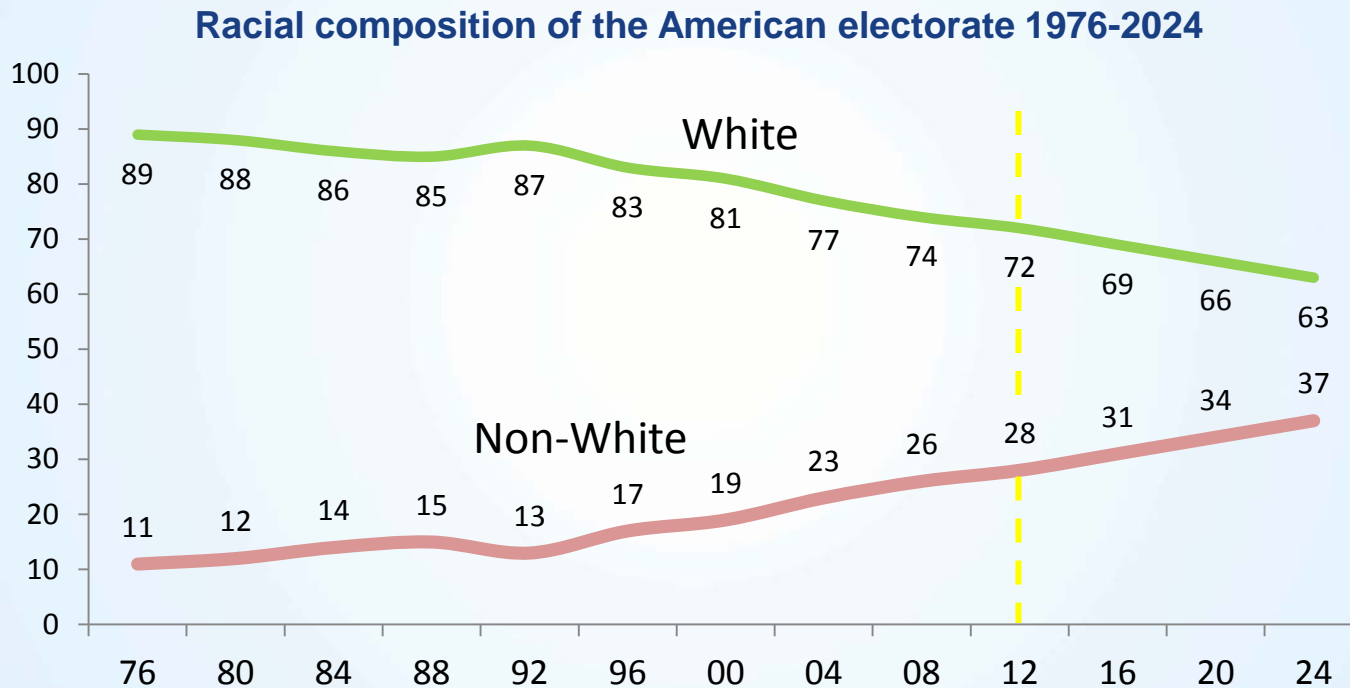
The untapped Latino electorate

In 2012, 8.6 million Latino citizens were not registered to vote.

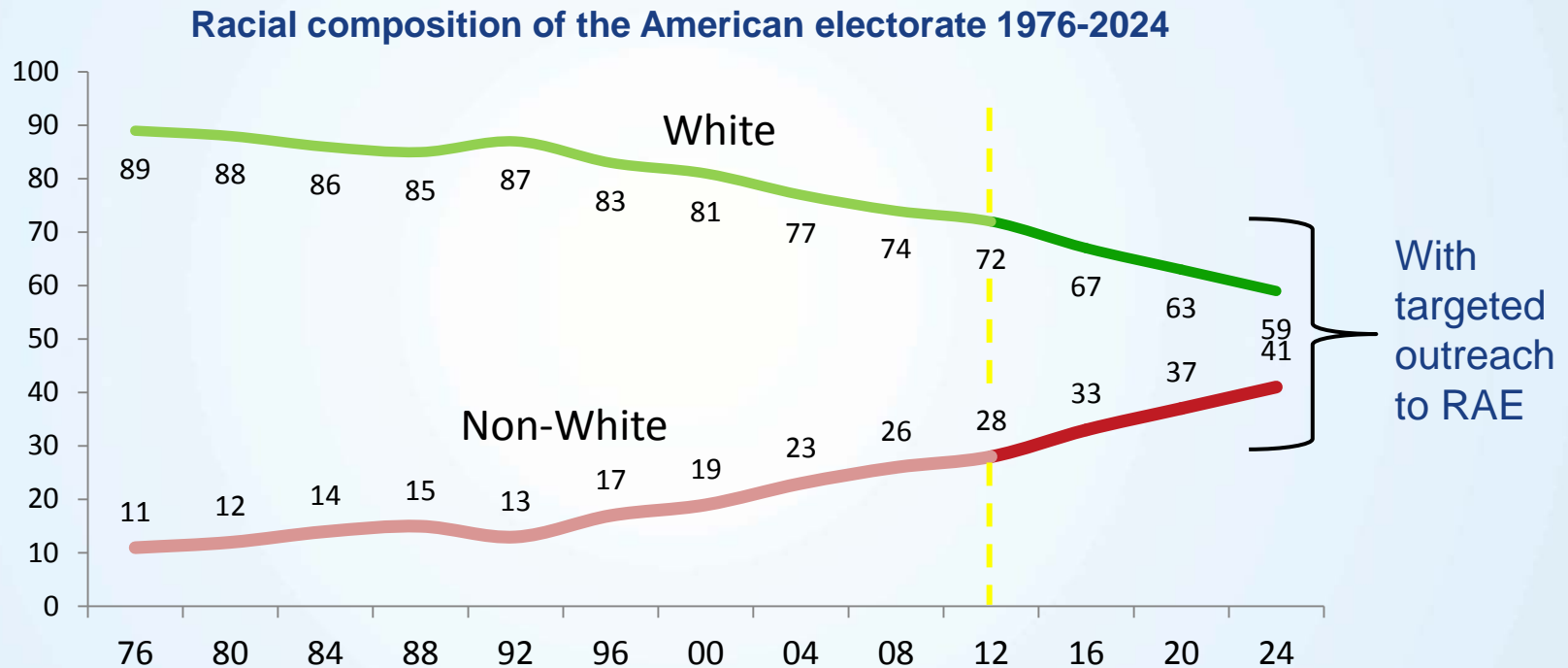
Additional 5.4 million are eligible to apply for citizenship.



The changing face of the American vote



The changing face of the American vote



Challenges Ahead: 2013 & beyond

RAE voter turnout was at record in 2012, but will this trend continue into the future, or will minorities face obstacles to inclusion?

- Latino and Asian voter registration
- Continued voter registration in Black communities
- Continue to define and target Unmarried Women
- Voter ID and suppression laws will return in 2014
- Outreach to Latinos in Spanish & English
- Outreach to Asians in multiple languages

THANK YOU!

Engaging and Mobilizing The Rising American Electorate Beyond 2012

Presentation to: The Voter Participation Center
May 1, 2013

Matt A. Barreto, Ph.D.

Latino  **Decisions**
Everything Latino Politics

THE ★ **VOTER** ★ **PARTICIPATION** ★ **CENTER** ★