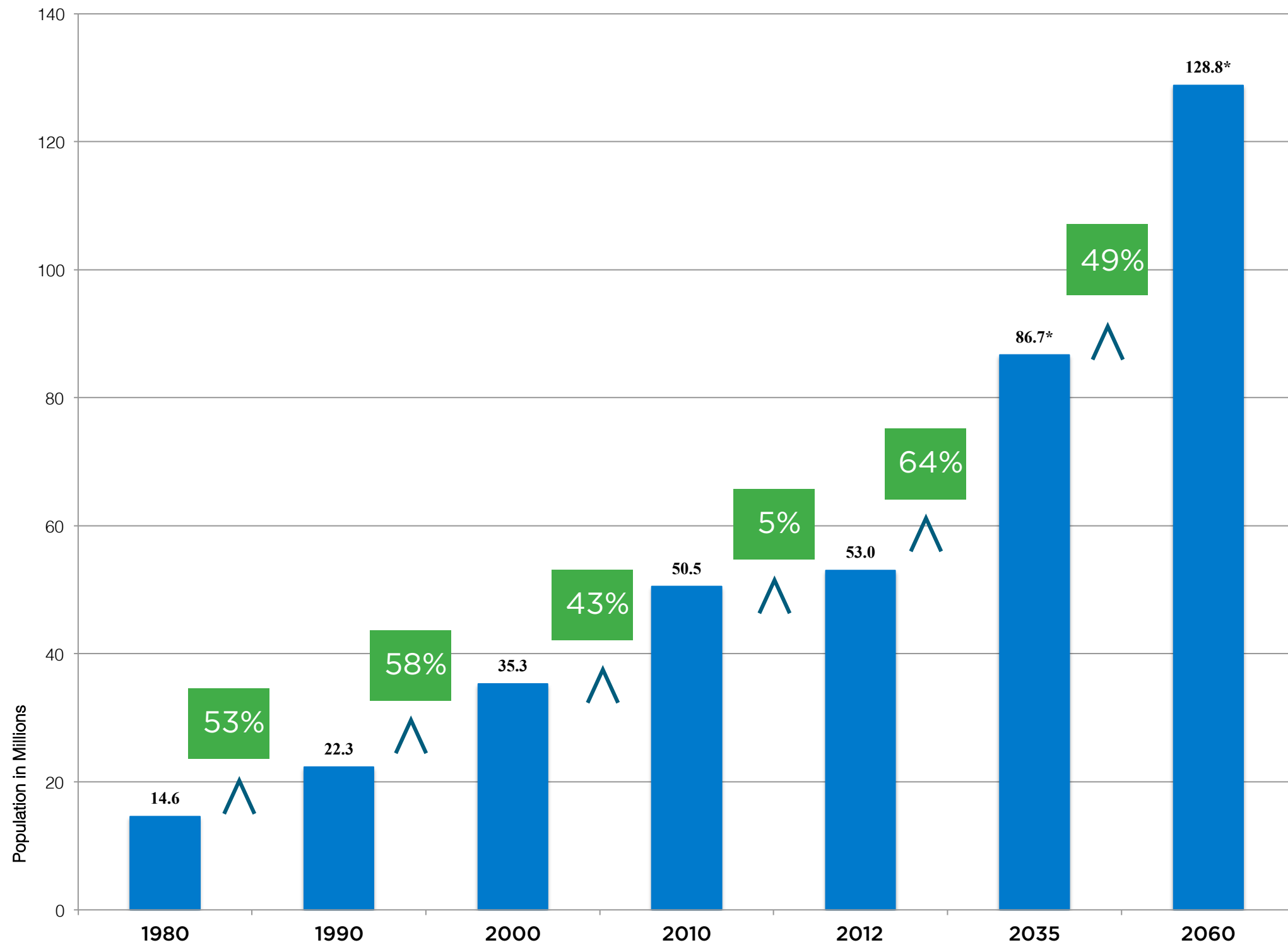




# Latinos Shaping the Political Landscape as Voters **IN 2016**

February 23, 2016

# Latino Population 1980-2060



\* Projected

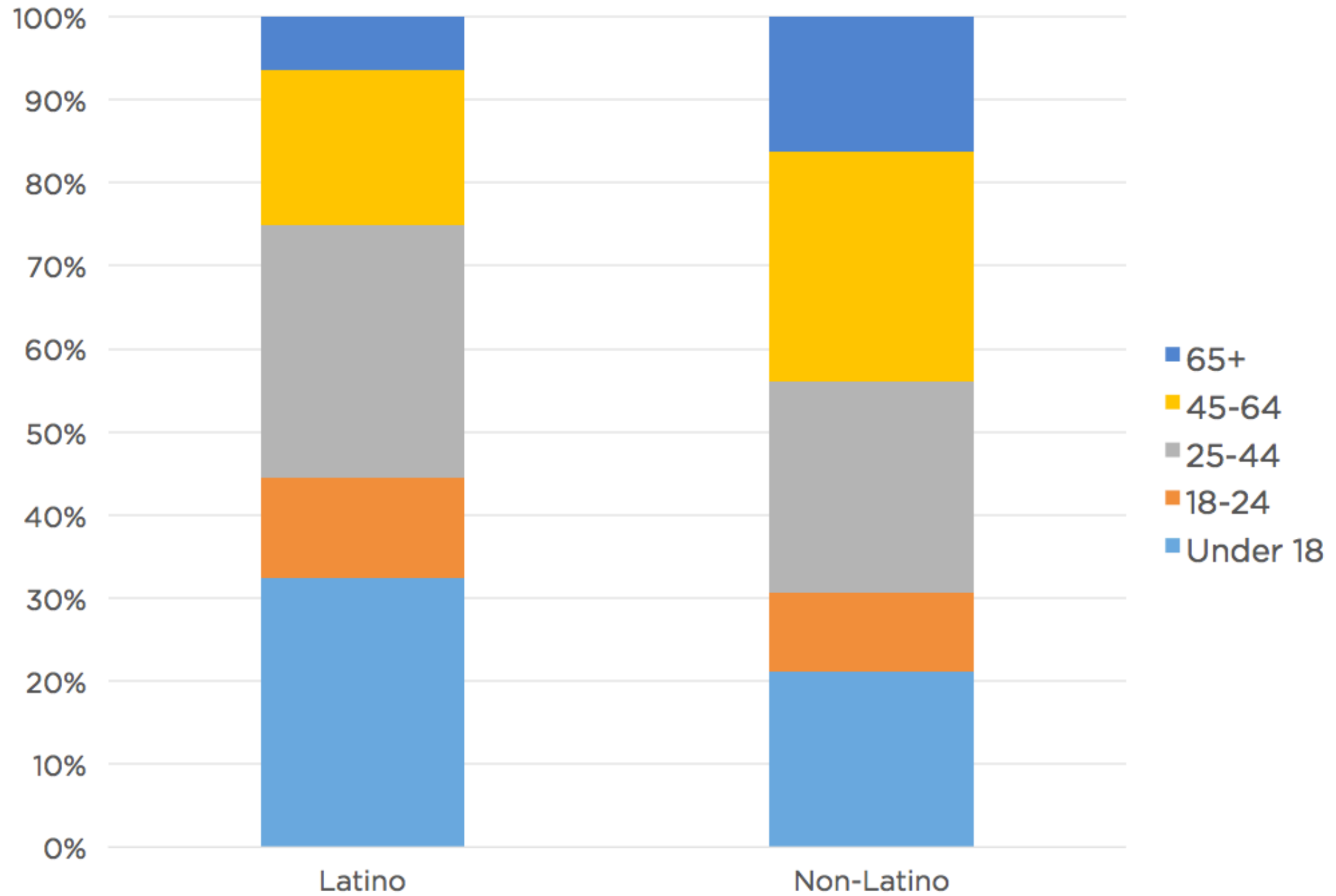


**Latinos are the nation's second largest population group, comprising more than one of every six residents (17.3%), and nearly one-quarter of the nation's under 18 youth (24.3%).**

Millennials are projected to be nearly half (44%) of Latinos eligible to vote in 2016, and a larger share of the Latino electorate than of other population groups.\*

\*Source: Pew Research Center, Hispanic Trends

# Latino and Non-Latino Population by Age

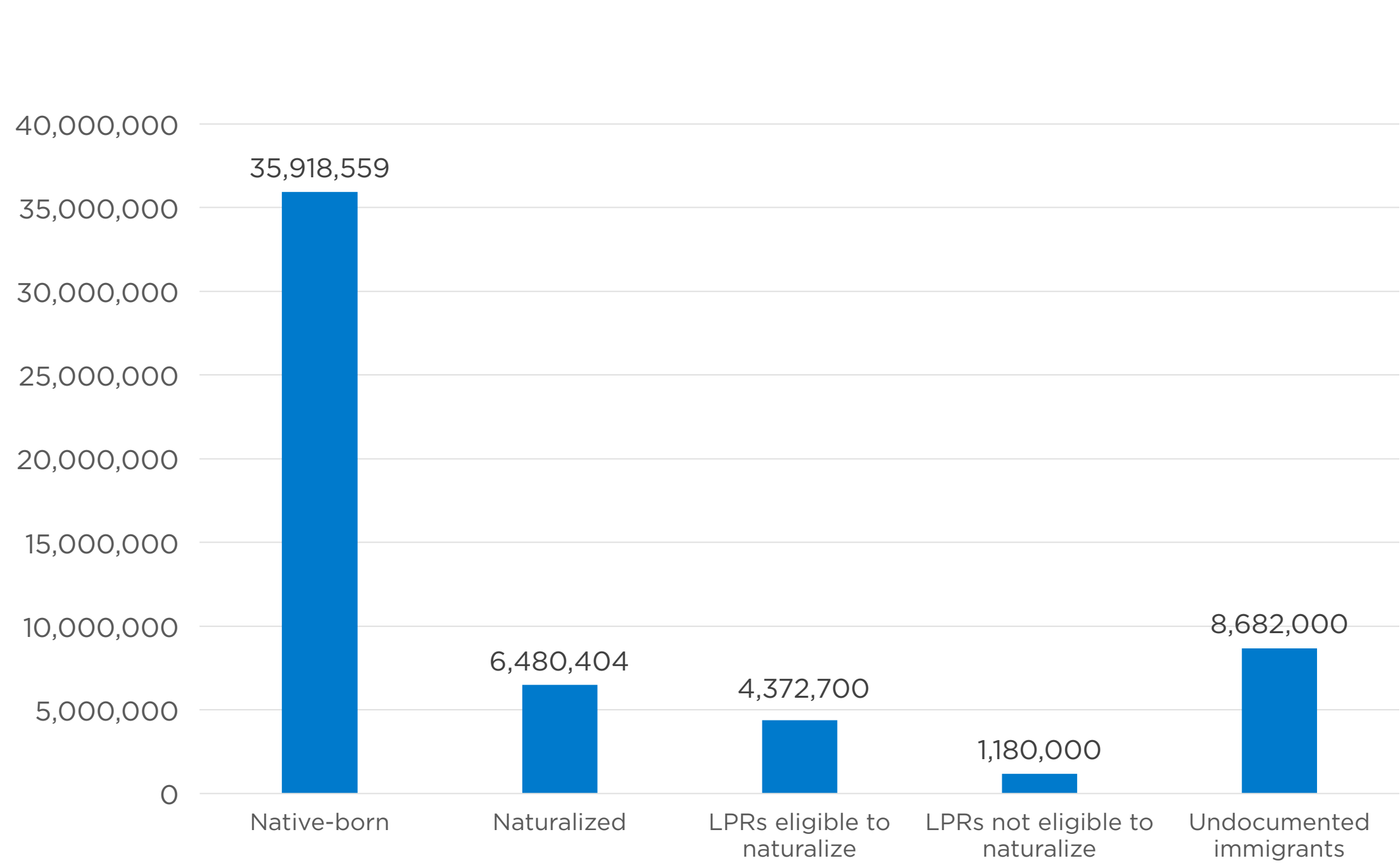


# Nativity & U.S. Citizenship

- Nearly two-thirds (65%) of U.S. Latinos are native-born and over one-third (35%) are foreign-born.
- More than 9 out of 10 U.S. Latino youth (under 18) are native-born (94%).
- Of the 19.4 million U.S. Latinos who are foreign-born, 6.5 million (one-third) are naturalized citizens.



# Latino Population by Nativity and Citizenship Status



**Note:** Population figures do not include Latinos with documented status who are not legal permanent residents, such as Temporary Protected Status beneficiaries.





## Latino Voter Impact in 2008

**Record Latino turnout of 9.7 million.  
A 28% increase over 2004.**

**SOURCE:** NALEO EDUCATIONAL FUND

# Latino Voter Impact in 2008



GOP Hispanic voters deliver critical win to Senator McCain in Florida.



Democratic Latino voters sustained Hillary Clinton's primary campaign.



Latinos help “flip” Electoral College votes to Obama in Colorado, Florida, and New Mexico; and have impact in states such as Virginia.



# Latino Voter Impact in 2010



## Latino Voter Impact in 2010

Latino voters deliver victories to U.S. Senators Harry Reid of Nevada and Michael Bennet of Colorado.





## Several GOP Milestones in 2010

- Marco Rubio elected to U.S. Senate
- First elected Latina Governor of any state (New Mexico)
  - First Latino Governor of Nevada
  - Latino GOP Members of Congress increased from 3 to 7, including the first Latino U.S. Representatives from Idaho and Washington.





## Latino Voter Impact in 2012

### GENERAL ELECTION

**2008**

**9.7 MILLION**

**+15%**

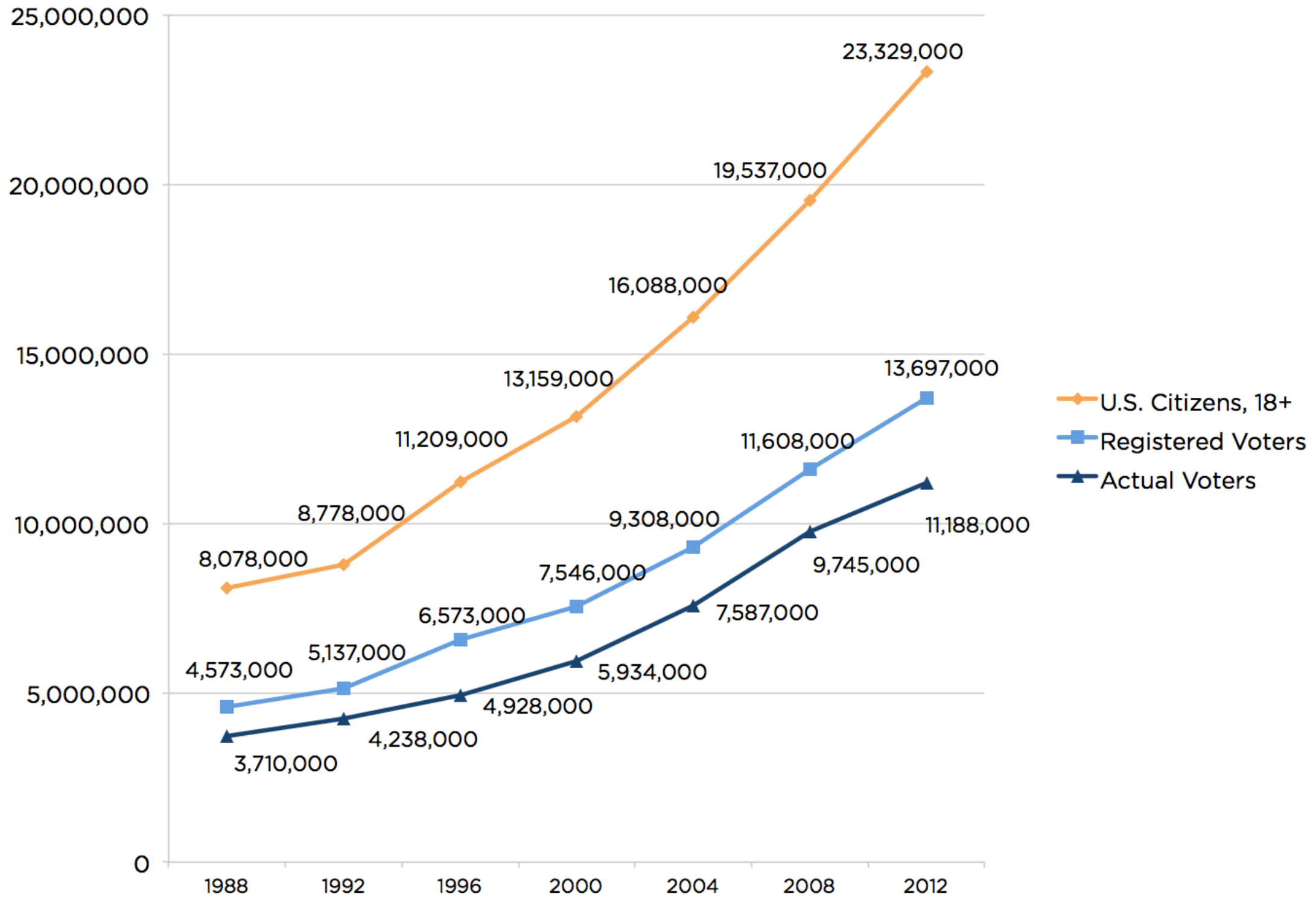
**2012**

**11.2 MILLION**

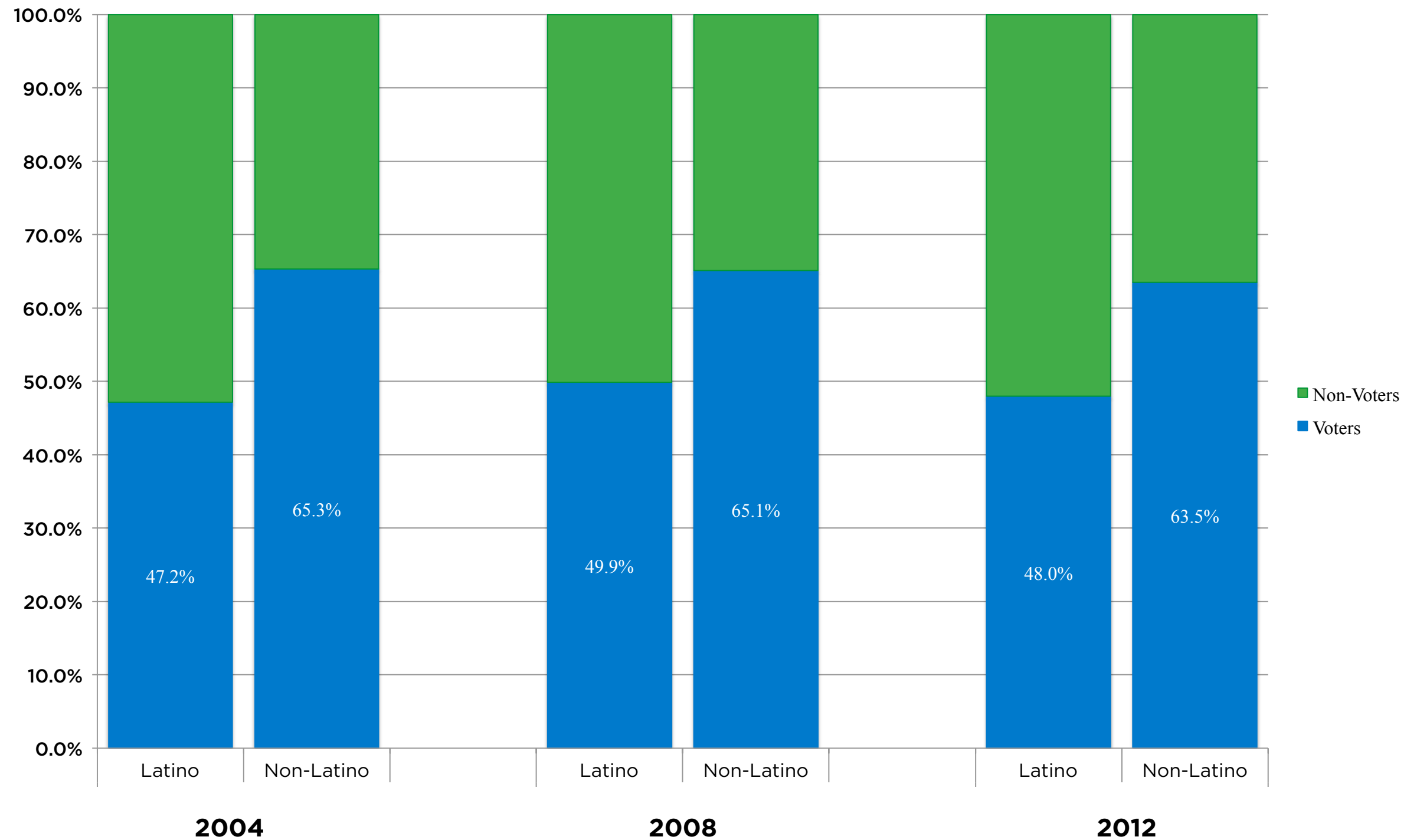


# Current Landscape for Latino Participation

## Presidential Elections

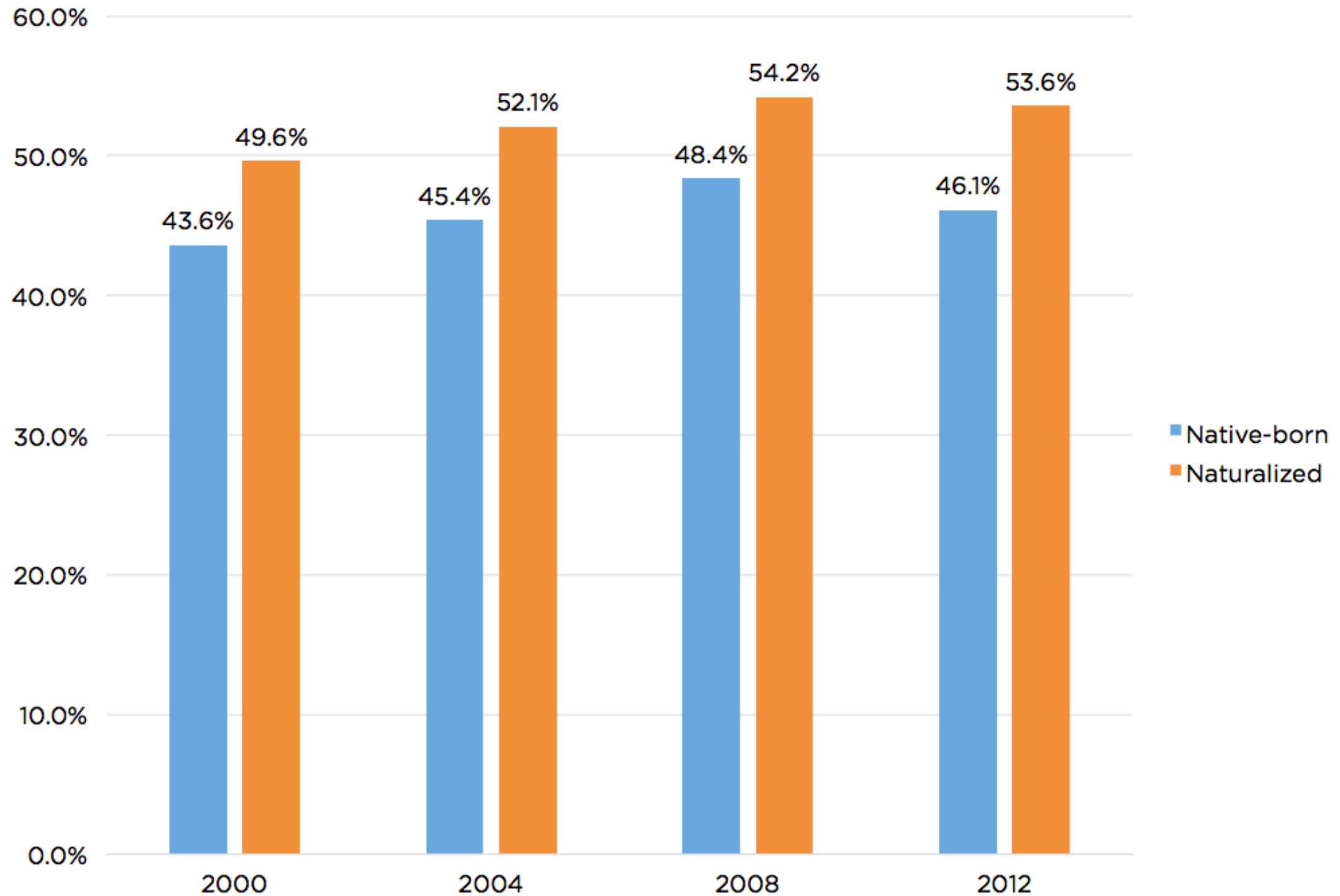


# Voter Turnout of Eligible Electorate Presidential Elections, 2004 - 2012



# Native-Born and Naturalized Latino Voter Turnout

## Presidential Elections



A close-up photograph of a person's hand holding a white ballot paper with a pink circular mark. The hand is positioned over a grey ballot box. The background is blurred, showing blue and yellow elements.

## NALEO EDUCATIONAL FUND PROJECTIONS

**27.3 million Latinos will be  
eligible to vote in Election 2016**



A close-up photograph of a person's hand inserting a white ballot into a grey ballot box. The background is blurred, showing blue and yellow elements. The text is overlaid on the image.

## NALEO EDUCATIONAL FUND PROJECTIONS

**13.1 million Latinos will vote in Election 2016**





## NEVADA

Latino Population (2014):

**790,038**

Latino Voting-Age Citizens (2014):

**323,717**

Projected Latino Vote in November 2016:

**194,000**





## COLORADO

Latino Population (2014):

**1,135,107**

Latino Voting-Age Citizens (2014):

**550,775**

Projected Latino Vote in November 2016:

**277,500**





# TEXAS

Latino Population (2014):

**10,408,238**

Latino Voting-Age Citizens (2014):

**4,820,430**

Projected Latino Vote in November 2016:

**2,088,500**



A close-up, vertical view of the American flag, showing the blue field with white stars and the red and white stripes. The flag is slightly draped, creating soft folds and shadows.

# Voter Engagement and Protection

NALEO Educational Fund's year-round toll-free bilingual hotline **1-888-VE-Y-VOTA** (1-888-839-8682) provides Latino voters with vital information on every aspect of the electoral process including:

- How to register to vote;
- State voter ID requirements; and
- Election Day polling place locations.

# Key Latino Candidates in Election 2016





# Latinos in Presidential Contest:



**U.S. Senator  
Ted Cruz (R-TX)**



**U.S. Senator  
Marco Rubio (R-FL)**

# Latinos in Key U.S. Senate Contests



## **California:**

U.S. Rep. Loretta Sanchez (D)



## **Florida:**

Lt. Governor Carlos Lopez-Cantera (R)

Pastor Ernesto Rivera (R)



## **Nevada:**

Former State Attorney General

Catherine Cortez Masto (D)



# Latinos in Key Congressional Contests

## CA-21

- Attorney Emilio Huerta (D)
- Fowler Mayor Pro Tem Daniel Parra (D)

## CA-24

- Santa Barbara County Supervisor Salud Carbajal (D)

## CA-32

- Incumbent U.S. Rep. Grace Napolitano (D)
- State Assemblymember Roger Hernandez (D)



# Latinos in Key Congressional Contests



## **CA-44**

- Former Hermosa Beach City Councilmember Nanette Barragan (D)

## **CA-46**

- Former State Senator Lou Correa (D)
- Business entrepreneur Louie Contreras (R)

# Latinos in Key Congressional Contests

## **FL-6**

- State Representative David Santiago (R)

## **FL-9**

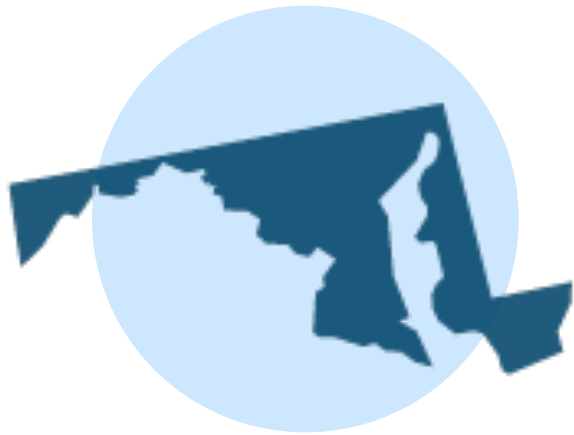
- Former Florida State Representative Ricardo Rangel (D)
- State Senator Darren Soto (D)
- Kissimmee City Commissioner Wanda Rentas (R)

## **FL-26**

- Incumbent U.S. Rep. Carlos Curbelo (R)
- Former U.S. Rep. Joseph Garcia (D)
- Business owner Annette Taddeo (D)



# Latinos in Key Congressional Contests



## **MD-4**

- State Delegate Joseline Peña-Melnyk (D)

## **MD-8**

- State Delegate Ana Sol Gutierrez (D)



## **NV-3**

- Dr. Annette Teijeiro (R)

## **NV-4**

- Former State Assemblymember Lucy Flores (D)
- State Senator Ruben Kihuen (D)
- Former Speaker of the Assembly John Ocegüera (D)



# Latinos in Key Congressional Contests



## NY-13

- State Senator Adriano Espaillat (D)
- Former State Assemblymember Adam Clayton Powell IV (D)
- State Assemblymember Guillermo Linares (D)

# Latinos in Key Congressional Contests



## TX-15

- Small business owner Dolly Elizondo (D)
- Attorney Vicente Gonzalez (D)
- Edinburg School Board member Juan 'Sonny' Palacios, Jr. (D)
- Former Hidalgo County Commissioner and Mercedes Mayor Joel Quintanilla (D)
- Veteran Ruben Ramirez (D)
- Former Rio Grande City Mayor Ruben Villarreal (R)
- Edinburg School Board member Xavier Salinas (R)

# Latinos in Key Congressional Contests



## **TX-23**

- Former U.S. Rep. Pete Gallego (D)

## **TX-29**

- Former Harris County Sheriff and Houston City Councilmember Adrian Garcia (D)
- Realtor Dominique Garcia (D)
- Julio Garza (R)



# **Latinos in Key Statewide Contests**

**New Castle County Sheriff Trinidad Navarro (D)**

Delaware Insurance Commissioner

**Chicago City Clerk Susana Mendoza (D)**

Illinois Comptroller

**Former Lake County Judge Lorenzo Arredondo (D)**

Indiana Attorney General

**Former State Department official Pat Contreras (D)**

Missouri State Treasurer

**State Representative Nora Espinoza (R)**

New Mexico Secretary of State

# Latinos in Key Statewide Contests

## **Pediatrician Rosemary Fernandez Stein (R)**

North Carolina Superintendent of Public Instruction

## **Texas State Real Estate Commissioner**

## **Weston Martinez (R)**

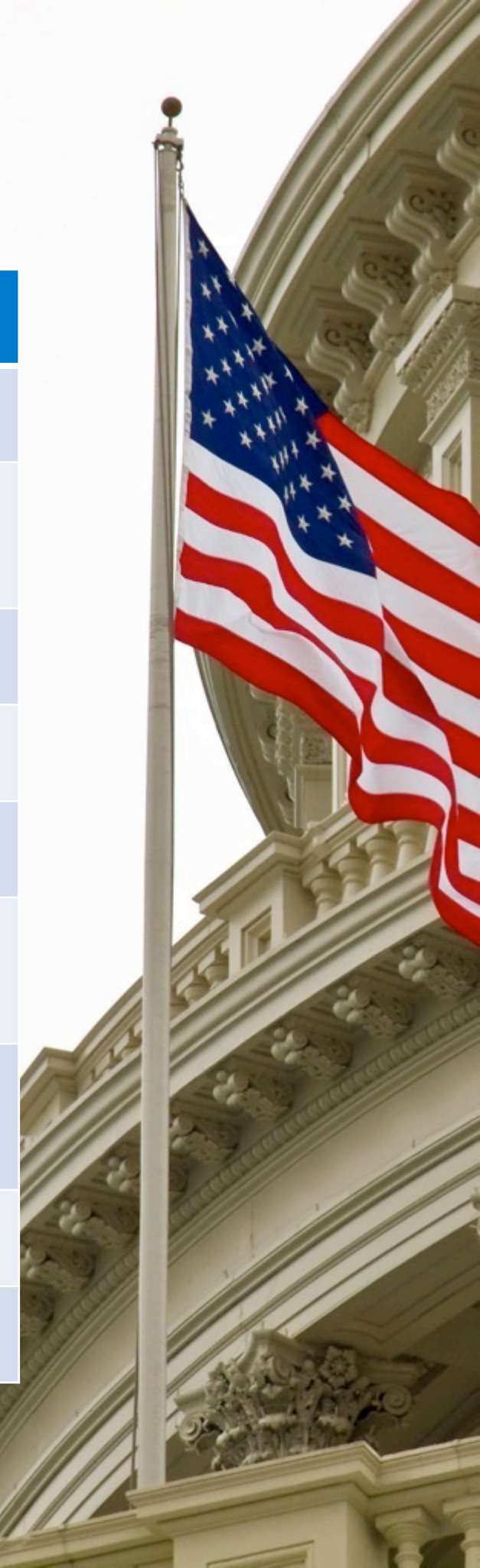
Texas Railroad Commissioner

## **University Place Mayor Javier Figueroa (R)**

Washington Lt. Governor

# Overview of Latinos in Elected Office

Level of Office	1996	2014	2015	% Change between 1996 and 2015
Federal	17	31	32	88.2%
Statewide Officials (incl. Governor)	6	9	12	100.0%
State Legislators	156	294	305	95.5%
County Officials	358	547	534	49.2%
Municipal Officials	1,295	1,766	1,800	39.0%
Judicial/Law Enforcement Officials	546	878	860	57.5%
Education/School Board Officials	1,240	2,322	2,342	88.9%
Special District Officials	125	237	239	91.2%
Total	3,743	6,084	6,124	63.6%





# Thank you.

**Arturo Vargas**

Executive Director

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