

NALEO 2016 LATINO ELECTION HANDBOOK



The NALEO Educational Fund
would like to acknowledge

THE FORD FOUNDATION

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The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund is the leading national organization that facilitates full Latino participation in the American political process, from citizenship to public service. The NALEO Educational Fund carries out its mission through three strategies: mobilizing the Latino community; developing the leadership and governance skills of Latino public servants; and promoting a policy framework that enhances Latino access to U.S. civic life. The NALEO Educational Fund is a non-partisan 501(c)(3) organization whose constituency includes the more than 6,100 Latino elected and appointed officials nationwide. For further information contact:

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INTRODUCTION

LATINOS AND THE 2016 ELECTION: AN INTRODUCTION AND ANALYSIS

Throughout the Presidential elections of the past two decades, the Latino electorate has continued to play a pivotal role in our nation's political life. As the 2016 Presidential election approaches, Latinos are again poised to determine the outcome of the contest for America's highest office.

There are several distinctive political developments that have shaped the 2016 Presidential election. First, the presumptive nominees of the major political parties did not emerge until relatively late in the primary season. Both faced highly competitive races in several states, and the impact of the Latino vote in the contests on both sides of the aisle garnered significant attention from the media, political observers, and the public at large. Two Republican Latinos mounted viable primary campaigns – U.S. Senators Ted Cruz (TX) and Marco Rubio (FL) – and Senator Cruz made history as the first Latino to win a Presidential primary or caucus.

In addition, the policy dialogue during the primaries has included an intense discussion on the future of our nation's immigration policy. Finally, presumptive Republican nominee Donald Trump has made controversial statements about Latinos during his campaign which have earned criticism from members of both political parties.

The November 2016 election comes in the wake of the hotly-contested Presidential battle of November 2008, the achievement of new Latino political milestones in November 2010, and strong Latino turnout in Election 2012. These events, together with the political developments during the Election 2016 primary season, will shape the landscape for Latino voters and candidates in Election 2016, and create opportunities for even greater Latino political impact in the general election and throughout this decade.

THE PRESIDENTIAL ELECTION OF 2008

November 2008 was the nation's last Presidential contest where two non-incumbents faced each other in the general election, and the Latino vote played a pivotal role throughout the election season. During the Republican primary, John McCain received more than half of the Latino Republican vote, which helped him gain a critical victory over Mitt Romney. While the Republican National Committee eventually stripped Florida of half its delegates for moving up its election so early in the primary season, McCain's Florida victory helped sustain the momentum of his candidacy and stall Romney's campaign. In the 2008 Democratic primary, the support of Latinos voters in states such as California and Texas helped Hillary Clinton maintain the viability of her candidacy to the end of the primary season.

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In the 2008 Presidential general election, the Latino vote was largely responsible for the victory of President Barack Obama (D), because it helped him win states where President George W. Bush (R) had secured victories in November 2004. A NALEO Educational Fund analysis of exit poll data revealed that in Colorado, Florida, Indiana, Nevada, New Mexico, and Virginia, the Latino vote for President Obama either exceeded or significantly contributed to Obama's margin of victory.

Latinos turned out in unprecedented numbers for the November 2008 presidential election. About 9.7 million Latinos voted in the election, an increase of 2.2 million voters – or nearly 30% - from November 2004. The Latino share of the vote grew from 6.0% in 2004 to 7.4% in 2008.

NOVEMBER 2010

In the November 2010 mid-term elections, 6.6 million Latinos cast ballots, an 18.8% increase over 2006. The Latino vote was crucial in determining the outcome of two hotly-contested U.S. Senate races, and Latinos helped deliver victories to U.S. Senator Michael Bennet (D-CO) and Senate Majority Leader Harry Reid (D-NV).

Latino Republicans achieved several significant milestones in the November 2010 elections. Nevada elected Brian Sandoval as its first Latino Governor. In New Mexico, Susana Martinez became the first Latina Governor of a state in the nation (Sila María Calderón, elected in 2000, was the first Latina to serve as the Governor of the Commonwealth of Puerto Rico). Marco Rubio was the second Latino U.S. Senator elected in Florida's history. In the U.S. House of Representatives, the number of Latino Republicans increased from three to seven, including the first Latino U.S. Representatives from Idaho (Raul Labrador) and Washington (Jaime Herrera Beutler).

THE PRESIDENTIAL ELECTION OF NOVEMBER 2012

In the November 2012 Presidential election, Latinos once again turned out in record numbers. About 11.2 million Latinos voted in the election, an increase of 1.4 million voters – or 15% - from November 2008. The Latino share of the vote grew from 7.4% in 2008 to 8.4% in 2012. Latinos were again a decisive force in the race to the White House. According to an analysis of exit poll data by Latino Decisions, Republican candidate Mitt Romney received a greater share of the non-Latino vote (which was predominantly non-Hispanic White) in the states of Colorado, Florida, Nevada and New Mexico. However, the Latino vote in those states for President Obama either exceeded or significantly contributed to the President's margin of victory.

In November 2012, an unprecedented number of Latinos (28) were elected to the U.S. House of Representatives. In the U.S. Senate, Ted Cruz became the first Latino Senator from Texas.



INTRODUCTION

NOVEMBER 2014

In the November 2014 mid-term elections, 6.8 million Latinos cast ballots, a 2% increase over 2006. While the number of Latino voters reached a new record for a mid-term election, the turnout of eligible Latinos was extremely low. Between 1994 and 2010, the share of Latino voting-age citizens who voted in mid-term elections ranged from 30-34% - in 2014, the turnout rate fell to 27%.

Census data indicate that the turnout rate of all voters nationwide in the 2014 mid-term elections was extremely low. The 2014 turnout rate of voting-age citizens was the lowest for a mid-term election since at least 1978, when the Census Bureau first started to compile data on voting and citizenship status through its Current Population Survey (CPS).

In addition, CPS data suggest that low turnout among California's Latinos, who comprised more than one of every four Latino voting-age citizens (27%), contributed to the overall low turnout of Latinos nationwide – only 25% of California's Latino voting age citizens cast ballots in 2014. As was the case nationwide, the participation rates of Californians were extremely low – according to data from the California Secretary of State, the turnout of registered voters that year was the lowest for any regularly-scheduled general election in the state's history. Political observers suggest that there was little very investment in voter engagement during the California election, because the top of the statewide ticket was incumbent Governor Edward G. Brown, Jr. (D), who was not facing competitive opposition in his re-election campaign. In addition, the other statewide races were generally not competitive contests, and there were no major ballot measures that might have otherwise encouraged greater voter mobilization efforts and interest in the election.

LATINO TURNOUT IN NOVEMBER 2016

The NALEO Educational Fund projects that at least 13.1 million Latinos will cast ballots in November, an increase of 17% from November 2012. This estimate is merely a floor, based on the steady growth of the Latino vote in the past two decades.

Discriminatory State Voter Registration and Voting Requirements






There are several factors which will affect Latino turnout in November 2016. First, since November 2012, 19 states have enacted or implemented new laws which will make it harder for Latinos and other voters to cast ballots in 2016. In *Latino Voters at Risk: Assessing the Impact of Restrictive Voting Changes in Election 2016*, NALEO Educational Fund estimates that these laws could seriously impede more than 875,000 Latinos who are eligible to vote from participating in the 2016 Presidential election. Some states have implemented serious obstacles to voter registration,

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including burdensome documentation requirements, changes in voter registration deadlines, and laws which create unnecessary challenges for non-partisan community voter registration efforts. States have made it more difficult for Latinos to vote both by mail and in-person, by imposing unfair voter ID requirements, truncating early voting periods or the window of opportunity to request an absentee ballot, or by restricting helpers' ability to deliver absentee ballots for voters who cannot easily send their ballots themselves. The table below sets forth the number and locations of Latinos eligible to vote who will face challenges with electoral participation in Election 2016.

	 RESTRICTIONS ON REGISTRATION	 STRICT OR NEAR-STRICT VOTER ID	 SHORTENED EARLY IN-PERSON VOTING PERIODS	 RESTRICTIONS ON ABSENTEE VOTING BY MAIL	 OTHER HEIGHTENED VOTING QUALIFICATIONS
Alabama	*	10,800			
Arizona				*	
Arkansas				*	
Indiana	*	*	*		
Kansas	*				
Kentucky					*
Mississippi		4,700			
Montana	*				
Nebraska			*		
New Jersey				*	
New Mexico	*				
North Carolina	More than 18,000	*	*		*
North Dakota		1,800			
Ohio			*	*	*
Tennessee		*	*		
Texas		771,300		*	
Utah				*	
Virginia	*	45,600			
Wisconsin	*	24,000	*		
TOTALS	More than 18,000	More than 858,200	*	*	*

* No estimate is provided of Latino voters affected, because there is not sufficient public data or other information required to make a reliable projection.



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In addition, administrative discretion to determine election practices has grown in prominence as a cause of unequal opportunity to participate in elections. Election administrators' decisions to engage in unsound registration list maintenance policies, to close or consolidate polling locations, to provide insufficient resources for polling places in underrepresented communities, and to neglect the provision of language assistance throughout the election process have created significant barriers to Latino participation. During the Election 2016 primary season, the implementation of changes in election practices which may have prevented or deterred Latino voting occurred in places such as Brooklyn, where the state of New York is investigating the removal of 126,000 voters from the Borough's registration rolls before the state's Democratic primary, and in Maricopa County, Arizona, where the consolidation and significant reduction in polling places resulted in unprecedented long lines and voter confusion.

Several states have moved forward with restrictive voting changes in the wake of the U.S. Supreme Court's June 2013 decision in *Shelby Co. v. Holder*. In *Shelby*, the Supreme Court invalidated the formula that determined which states and localities were subject to a requirement set forth in the Voting Rights Act of 1965 (VRA) to obtain federal approval before implementing changes in their election policies and practices. Alabama, Arizona, Mississippi, North Carolina, Texas and Virginia were covered in whole or in part by the VRA's preclearance requirement, and the restrictive registration and voting changes they enacted since Election 2012 would have been subject to preclearance in the absence of the *Shelby* decision.

Advocates and community groups are working to address restrictive election laws and practices in part by educating Latinos about relevant requirements, and their ability to receive fair treatment at the polls. In order to assist in these education efforts and protect Latinos from discrimination, NALEO Educational Fund operates its 888-VE-Y-VOTA ("Go and Vote!") hotline, where callers can speak to bilingual staff about problems they experience with the electoral process, and advocates can work with election officials or civil rights enforcement agencies to resolve them. As part of these efforts, organizations will monitor the extent to which discriminatory practices affect Latino turnout in Election 2016.

The Participation of Latino Millennials

Overall, Latinos who are eligible to vote tend to be younger than eligible citizens from other population groups. According to the Pew Research Center, 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. Exit poll data from various Democratic primaries indicate that a significant share of the support for Senator Bernie Sanders came from younger voters, and some political observers have claimed that a "generational divide" exists within the Latino community as well, with Latino millennials being more likely to support Sanders over Secretary Hillary Clinton (in comparison, an analysis of state election results and CNN exit poll data from California, Florida, New York and Texas indicate that Latinos supported Clinton over Sanders, in many cases by wide margins). These political observers also contend that Sanders' campaign has energized young Latinos to participate in the Presidential

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primaries. In past Presidential elections, U.S. Census data indicate that young Latinos, like youth from other population groups, have lower voting rates than older citizens. For example, in Election 2012, 34% of Latino citizens age 18-24 cast ballots, compared to 47% of those age 25-44, 56% of those age 45-64, and 60% of those age 65 and older. The extent to which young Latino voters increased their voting rates in the 2016 primary elections, which provides momentum through the general election, is a trend that bears watching.

Latino Native-Born and Naturalized Citizen Voting

In 1996, the U.S. Census Bureau provided data that made it possible to compare the voter participation of native-born and naturalized citizens, and in every Presidential election since that year, the national turnout rates of Latino naturalized citizens were higher than those of the Latino native-born. In the 2012 Presidential election, 54% of naturalized adult Latino U.S. citizens voted nationally, compared to 46% of adult native-born Latinos. As set forth in the table below, between 2008 and 2012, in California, Florida and Texas, naturalized Latino voter turnout rates exceeded those of the Latino native-born, although the gap fluctuated with each election. In contrast, in New York, the pattern reversed in the two Presidential contests.

PRESIDENTIAL ELECTIONS VOTER TURNOUT RATE OF NATURALIZED AND NATIVE-BORN LATINO U.S. CITIZENS		
	NATURALIZED	NATIVE-BORN
National		
2008	54.2%	48.4%
2012	53.6%	46.1%
California		
2008	60.4%	55.4%
2012	54.8%	46.2%
Florida		
2008	63.3%	60.3%
2012	68.7%	56.9%
New York		
2008	50.2%	57.1%
2012	50.9%	55.1%
Texas		
2008	40.4%	37.4%
2012	42.5%	38.1%



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Between 2000 and 2012, Latino naturalized citizens have consistently comprised 27-28% of all Latino voters in Presidential elections. In the past, the tone and intensity of the public dialogue about immigration has been one factor which has mobilized Latino political participation. During the mid-1990's, California's voters enacted Proposition 187, which would have denied certain benefits to undocumented immigrants, and several federal anti-immigrant measures were enacted as well. Many proponents of these measures used harsh and inflammatory anti-immigrant rhetoric in their campaigns. In 1996, the number of Latino naturalized citizens and voters reached unprecedented levels.

Similarly, in 2006 and 2007, the passage of H.R. 4437 by the U.S. House of Representatives, which would have criminalized undocumented presence in the United States, together with the failure of comprehensive immigration reform to move forward in Congress, helped mobilize Latinos nationwide. Hundreds of thousands of Latinos took to the streets in the spring of 2006, culminating in a national day of boycott on May 1. Naturalizations again increased significantly, with the number of newly-naturalized citizens in 2008 reaching the highest number in the nation's history. In Election 2016, the Presidential candidates have engaged in a robust debate about the future of our nation's immigration policy that is very likely to continue, and the extent to which the tone of this debate affects Latino turnout in Election 2016 remains to be seen.

Latino Voter Mobilization and Engagement Efforts

Another factor which will have a significant impact on Election 2016 Latino turnout is the extent to which political parties and candidates invest in Latino voter mobilization for the November general election. Recognizing the importance of the Latino vote, many Presidential campaigns have enhanced and attempted to refine their Latino outreach strategy. However, these efforts still tend to be focused on the perceived "battleground" states, such as Colorado, Florida, New Mexico and Nevada, with the much larger Latino electorates in states such as California, Texas and New York receiving relatively little attention. This mobilization approach has important implications for Latino voter engagement. First, it means that significant numbers of Latinos do not hear from candidates or political parties during the Presidential election campaign. In the 2012 impreMedia/Latino Decisions Election Eve national survey of Latino registered voters in 11 states, two-thirds (67%) of the respondents indicated that they had not been contacted by a campaign, political party or community organization asking them to register or vote in the few months preceding the election.

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Moreover, the lack of consistent voter mobilization efforts to Latinos throughout the nation hinders Latino progress towards full and sustained engagement in our nation's democracy. Elections for federal, state and local officials who make decisions on the broad range of issues which affect the well-being of the Latino community are held between the Presidential election cycles, and Latino participation in these elections is critical for a truly inclusive and responsive electoral process, yet scant resources are invested in Latino mobilization during these cycles.

The 2016 Latino Election Handbook

The 2016 Latino Election *Handbook* provides a demographic and political context for examining the potential for continued Latino political progress in November 2016. For the country as a whole, and for the nine states which together are home to 76% of the nation's Latino population, the *Handbook* includes:

- The projected 2016 vote.
- The ethnic makeup of the population, and the size of the overall and Latino 2014 adult U.S. citizen population.
- The Latino share of all voters for the past three Presidential elections.
- Voter turnout and registration data for the Latino and non-Latino populations in the last three Presidential elections.

Finally, we also present data comparing the participation of native-born and naturalized citizens for the nation as a whole, and the states of California, Florida, New York, and Texas, for the last three Presidential elections. The sources for all the foregoing data appear in "Sources and Methodology" at the end of the *Handbook*.

The elections of November 2016 will occur mid-way through a decade where Latinos will continue their progress in the journey toward full engagement in our nation's civic life. While Election 2016 is occurring in a distinctive political climate, once again, the Latino vote will have a decisive impact on the outcome – and the Latino community will further establish its vital presence in American politics.



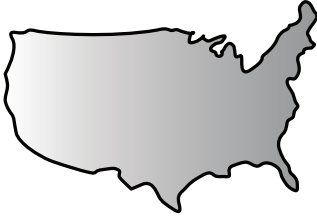
THE NATION



2016 LATINO ELECTION HANDBOOK



THE NATION



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	224,744,860
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	25,418,429
PROJECTED LATINO VOTE IN 2016:	13,093,500

NATIONAL PROFILE

According to 2014 Census American Community Survey data, the United States is home to 55.3 million Latinos, who are the nation's second largest population group, and comprise more than one of every six U.S. residents (17.3%). The NALEO Educational Fund projects that 13.1 million Latinos will vote in the 2016 Presidential elections.

ETHNIC COMPOSITION OF POPULATION

LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
17.3%	61.9%	12.3%	0.7%	5.3%	2.4%



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

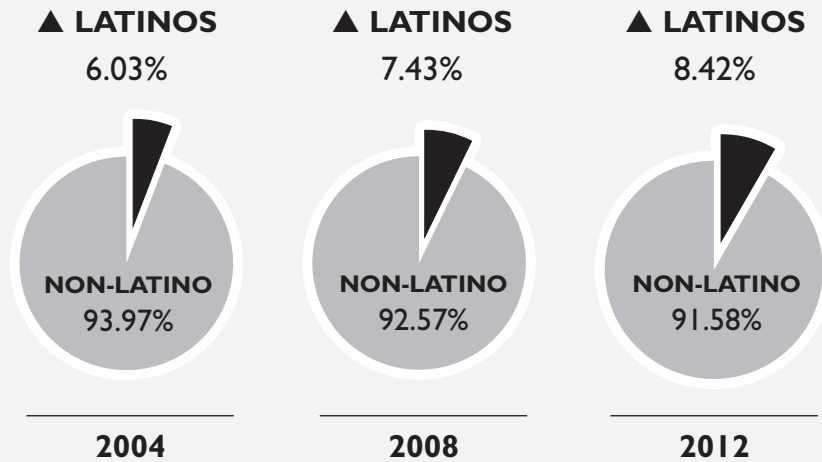


THE NATION: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	16,088,000	180,917,000	19,537,000	186,535,000	23,329,000	191,752,000
Registered Voters	9,308,000	132,762,000	11,608,000	134,703,000	13,697,000	139,460,000
Actual Voters	7,587,000	118,149,000	9,745,000	121,399,000	11,188,000	121,760,000

LATINO SHARE OF ALL VOTERS



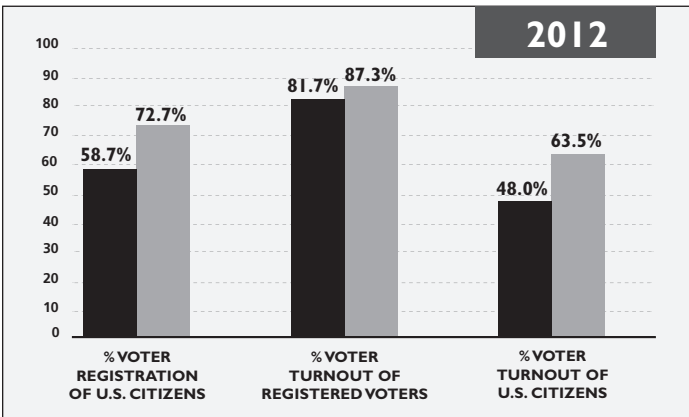
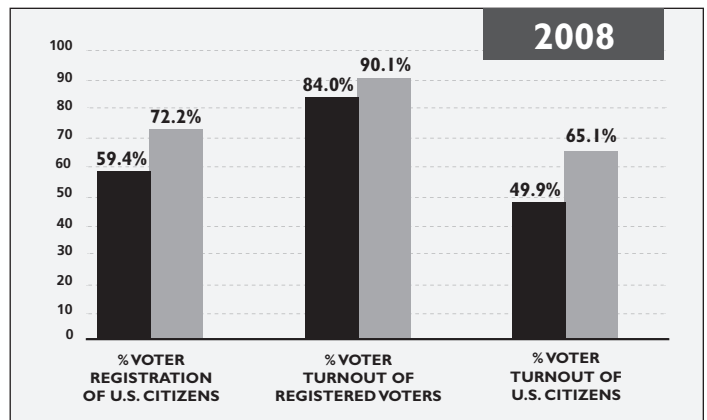
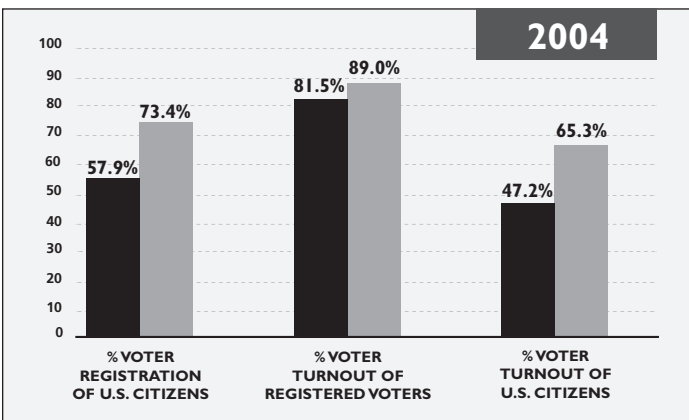
The Latino share of all voters increased steadily during the past two decade's Presidential elections. Between the November 2004 and November 2012 Presidential elections, the Latino share of the vote grew from 6.0% to 8.4%.



THE NATION: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS

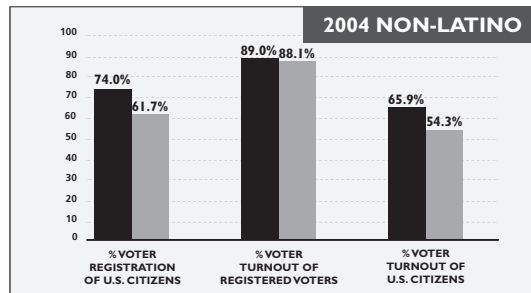
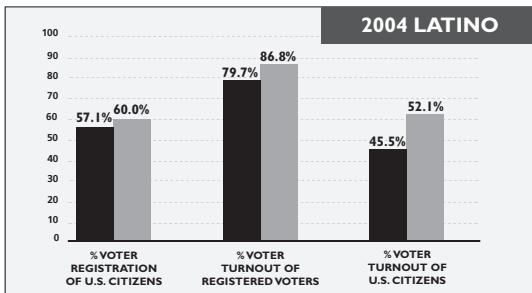


See "Sources & Methodology" at the end of Handbook.

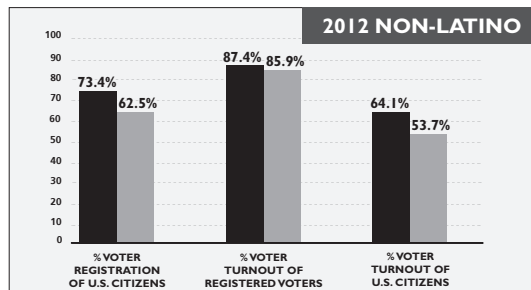
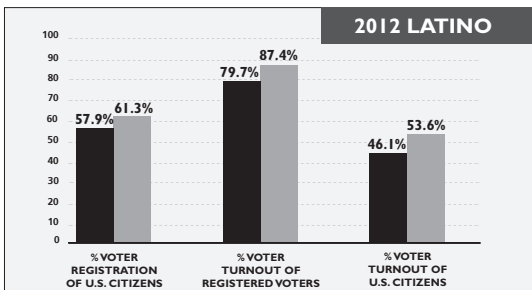
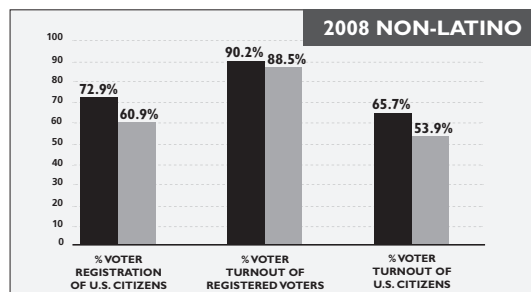
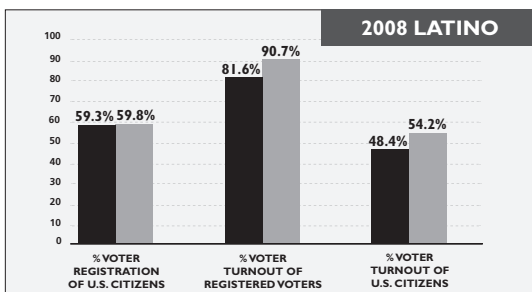


THE NATION: PRESIDENTIAL ELECTIONS

COMPARISON OF NATIVE-BORN & NATURALIZED CITIZENS



■ NATIVE-BORN
■ NATURALIZED



ELIGIBLE POPULATION, VOTING AND REGISTRATION 2012

	LATINO		NON-LATINO	
	NATIVE	NATURALIZED	NATIVE	NATURALIZED
Adult U.S. Citizens	17,623,295	5,705,580	180,133,049	11,619,204
Registered Voters	10,200,474	3,496,889	132,203,448	7,256,454
Actual Voters	8,130,391	3,057,603	115,523,373	6,236,863

See "Sources & Methodology" at the end of Handbook.

ARIZONA



2016 LATINO ELECTION HANDBOOK



ARIZONA



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	4,594,886
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	985,387
PROJECTED LATINO VOTE IN 2016:	433,000

STATE PROFILE

According to 2014 Census American Community Survey data, nearly one of every three Arizona residents are Latino (31%). Latinos represent 21% of Arizona's adult U.S. citizens. The NALEO Educational Fund projects that the Latino vote in Arizona for November 2016 will be 433,000.

ETHNIC COMPOSITION OF POPULATION

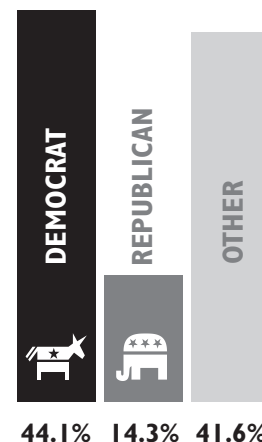
LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
30.5%	56.1%	3.9%	4.0%	3.2%	2.2%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	3,291,842
LATINO REGISTERED VOTERS:	556,409
LATINO SHARE OF REGISTERED VOTERS:	16.9%

LATINO PARTY AFFILIATION 2016

DEMOCRAT:	245,327
REPUBLICAN:	79,536
OTHER:	231,546



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

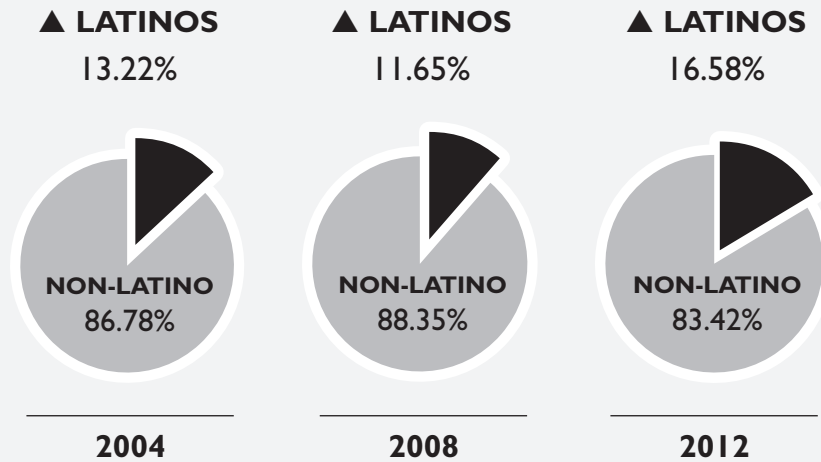


ARIZONA: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	629,000	2,879,000	796,000	3,373,000	989,000	3,325,000
Registered Voters	354,000	2,131,000	410,000	2,464,000	516,000	2,296,000
Actual Voters	296,000	1,943,000	291,000	2,206,000	400,000	2,012,000

LATINO SHARE OF ALL VOTERS



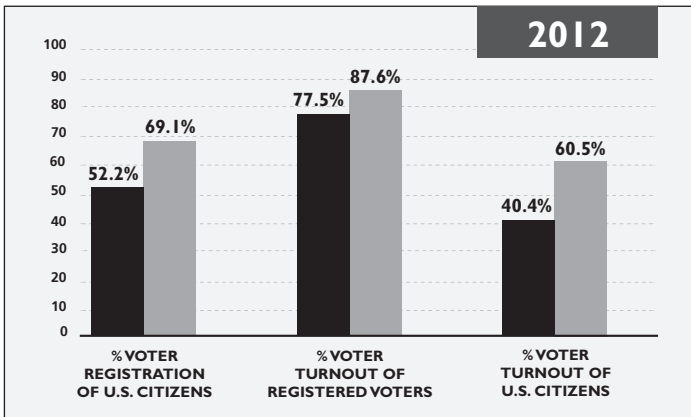
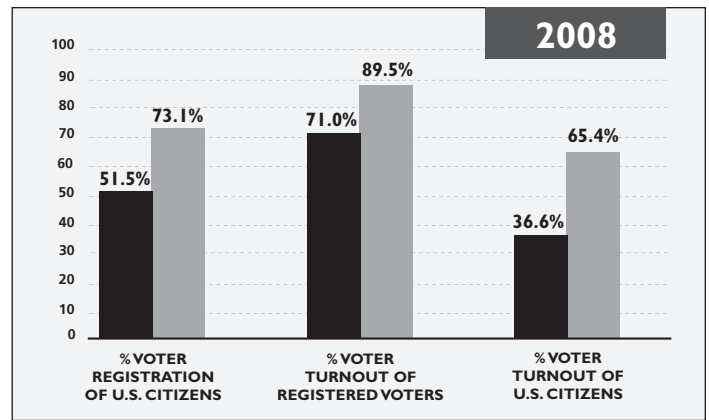
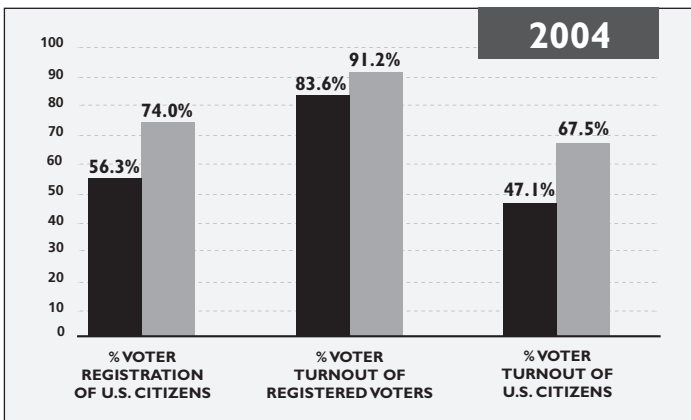
Between the November 2008 and November 2012 Presidential elections, the Latino share of the vote in Arizona grew from 11.7% to 16.6%, an increase of 42%.



ARIZONA: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS



See "Sources & Methodology" at the end of Handbook.



CALIFORNIA



2016 LATINO ELECTION HANDBOOK



CALIFORNIA



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	24,667,140
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	6,907,428
PROJECTED LATINO VOTE IN 2016:	3,839,000

STATE PROFILE

According to 2014 Census American Community Survey data, Latinos represent 39% of California's total population, and are the largest population group in the state. Latinos also comprise more than one of every four of the state's adult U.S. citizens (28%). The NALEO Educational Fund projects that 3.8 million California Latinos will vote in the 2016 general election, a 22% increase from 2012.

ETHNIC COMPOSITION OF POPULATION

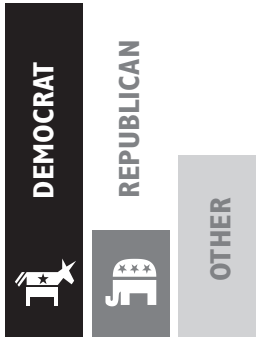
LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
38.6%	38.3%	5.6%	0.3%	14.1%	3.1%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	17,075,641
LATINO REGISTERED VOTERS:	4,151,397
LATINO SHARE OF REGISTERED VOTERS:	24.3%

LATINO PARTY AFFILIATION 2016

DEMOCRAT:	2,230,603
REPUBLICAN:	707,931
OTHER:	1,212,863



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

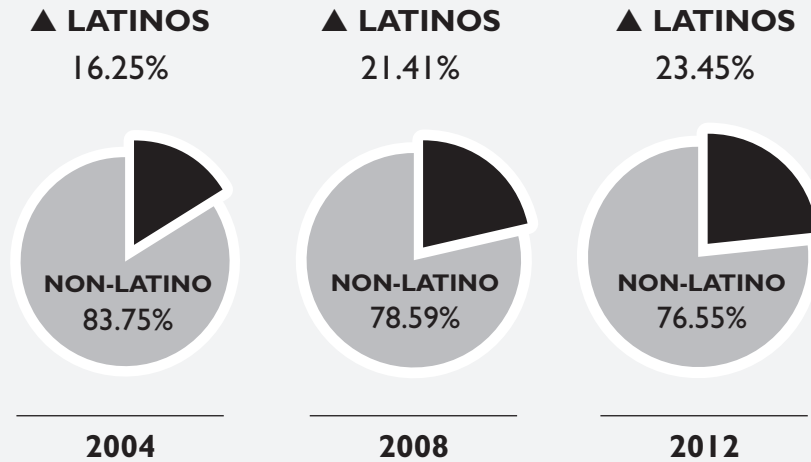


CALIFORNIA: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	4,433,000	16,260,000	5,193,000	16,623,000	6,510,000	16,909,000
Registered Voters	2,455,000	11,738,000	3,263,000	11,622,000	3,684,000	11,672,000
Actual Voters	2,081,000	10,726,000	2,961,000	10,867,000	3,157,000	10,305,000

LATINO SHARE OF ALL VOTERS



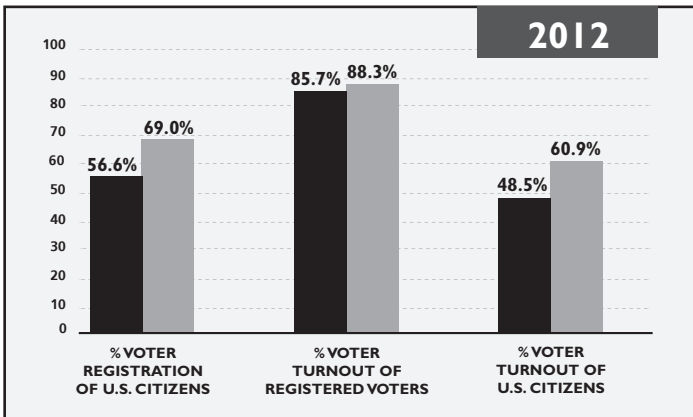
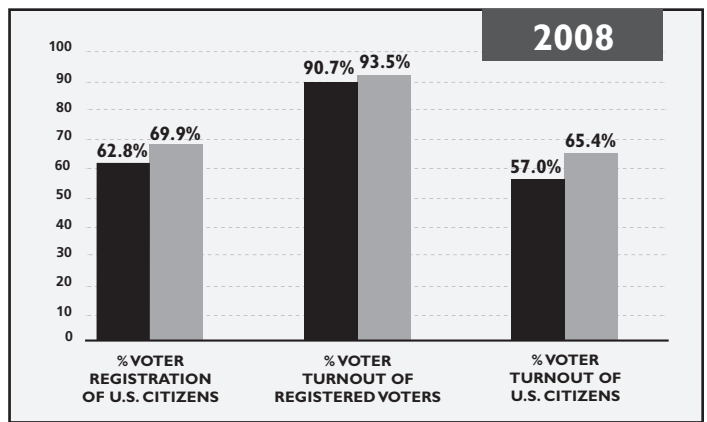
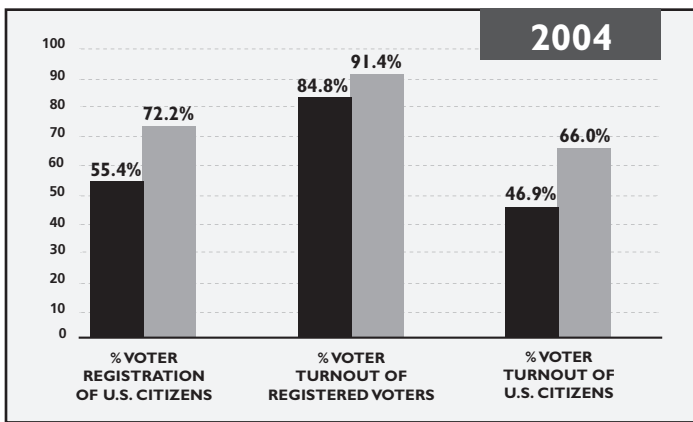
The Latino share of all voters in California has increased steadily during the past three Presidential elections. In the 2012 Presidential election, 23% of all votes were cast by Latinos, a 44% increase from the Latino share in the 2004 Presidential race.



CALIFORNIA: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS

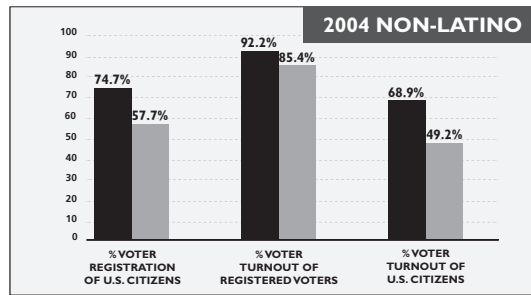
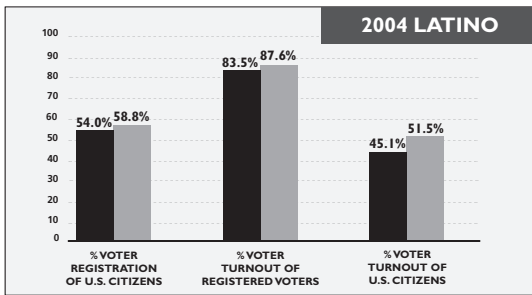


See "Sources & Methodology" at the end of Handbook.

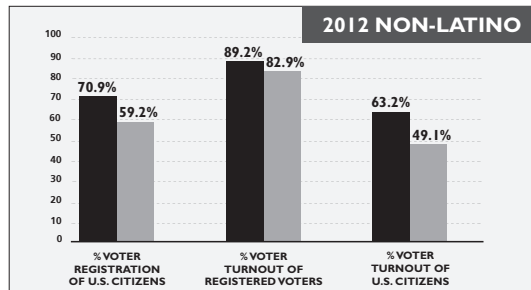
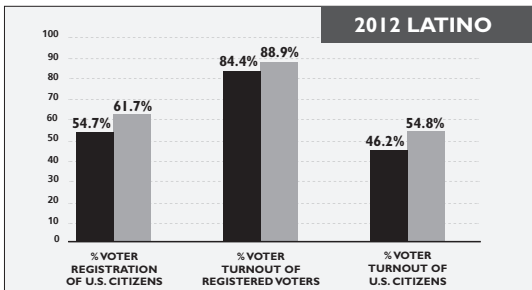
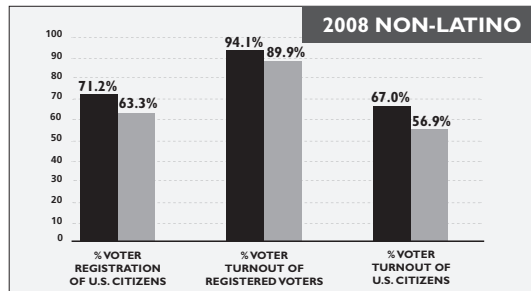
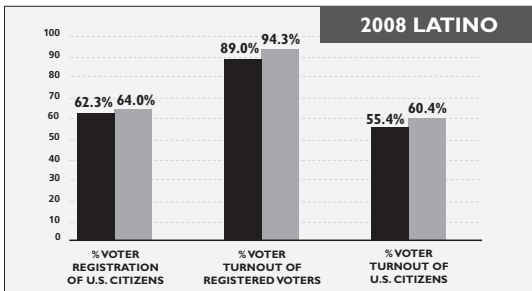


CALIFORNIA: PRESIDENTIAL ELECTIONS

COMPARISON OF NATIVE-BORN & NATURALIZED CITIZENS



■ NATIVE-BORN
■ NATURALIZED



ELIGIBLE POPULATION, VOTING AND REGISTRATION 2012

	LATINO		NON-LATINO	
	NATIVE	NATURALIZED	NATIVE	NATURALIZED
Adult U.S. Citizens	4,785,105	1,725,354	14,178,712	2,729,350
Registered Voters	2,619,616	1,064,834	10,055,544	1,615,991
Actual Voters	2,210,720	946,340	8,965,106	1,340,137

See "Sources & Methodology" at the end of Handbook.



COLO-RADO



2016 LATINO ELECTION HANDBOOK



COLORADO



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	3,811,144
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	550,775
PROJECTED LATINO VOTE IN 2016:	277,500

STATE PROFILE

According to 2014 Census American Community Survey data, Latinos in Colorado comprise 21% of Colorado's total population, and 14% of the state's adult U.S. citizen population. The NALEO Educational Fund projects that 277,500 Latinos will vote in the 2016 general election.

ETHNIC COMPOSITION OF POPULATION

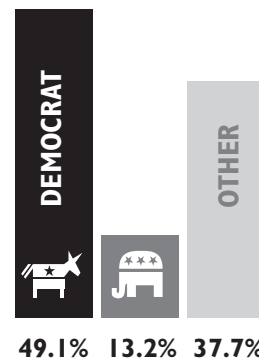
LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
21.2%	68.8%	3.8%	0.6%	3.0%	2.5%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	3,593,866
LATINO REGISTERED VOTERS:	380,966
LATINO SHARE OF REGISTERED VOTERS:	10.6%

LATINO PARTY AFFILIATION 2016

DEMOCRAT:	187,097
REPUBLICAN:	50,384
OTHER:	143,485



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

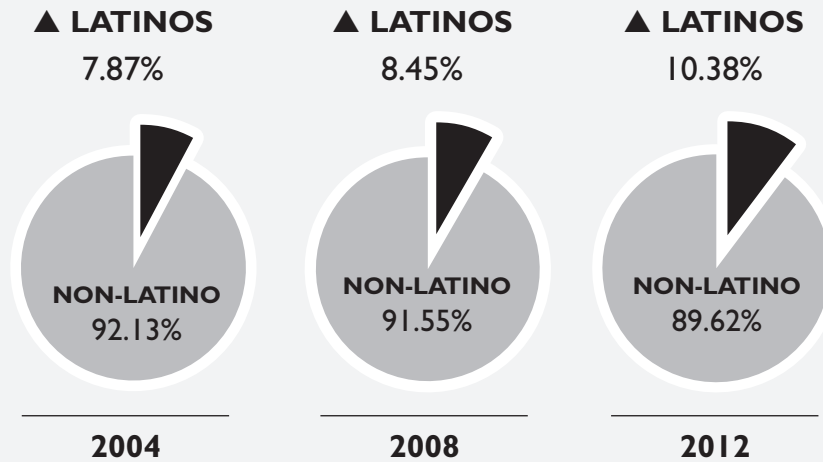


COLORADO: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	361,000	2,748,000	380,000	2,994,000	497,000	3,047,000
Registered Voters	204,000	2,103,000	225,000	2,212,000	284,000	2,351,000
Actual Voters	165,000	1,932,000	195,000	2,113,000	259,000	2,236,000

LATINO SHARE OF ALL VOTERS



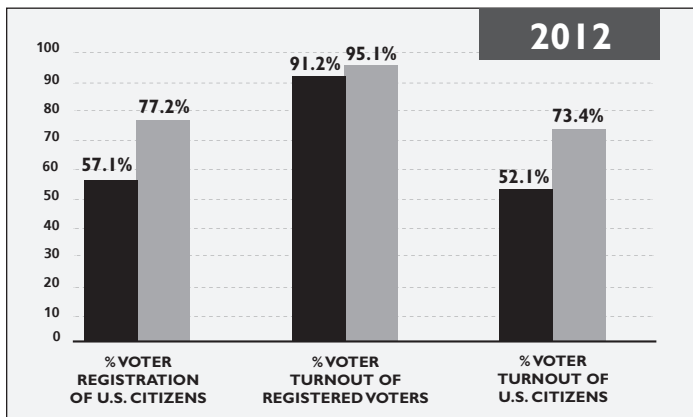
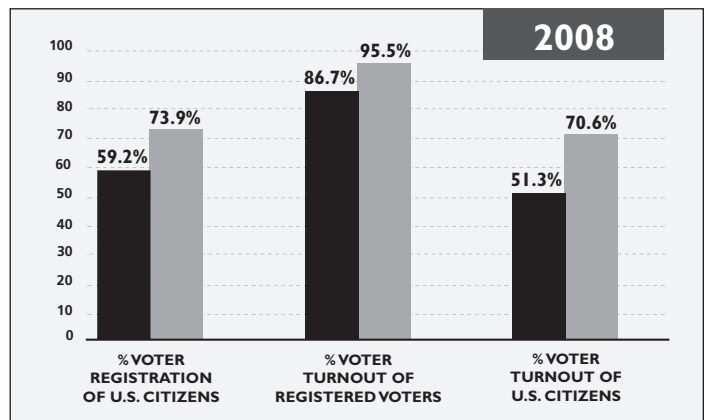
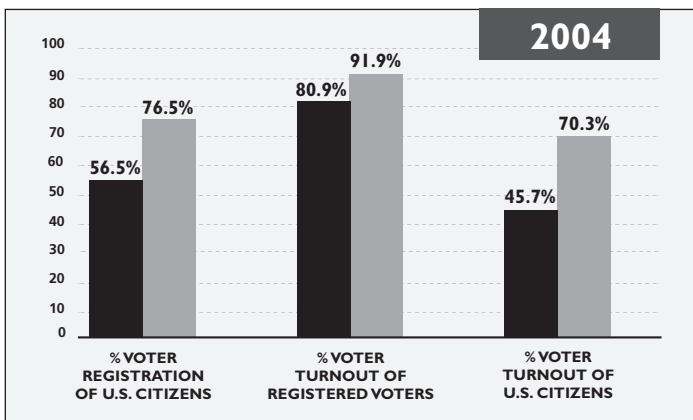
The Latino share of voters in Colorado has increased steadily during the past three Presidential elections. Between November 2004 and November 2012, the Latino share grew from 7.9% to 10.4%, an increase of 32%.



COLORADO: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS



See "Sources & Methodology" at the end of Handbook.



FLORIDA



2016 LATINO ELECTION HANDBOOK



FLORIDA



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	14,161,791
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	2,566,940
PROJECTED LATINO VOTE IN 2016:	1,673,500

STATE PROFILE

According to 2014 Census American Community Survey data, nearly one of every four Florida residents are Latino (24%), and Latinos represent 18% of the state's adult U.S. citizens. The NALEO Educational Fund projects that 1.7 million Florida Latinos will vote in the 2016 general election.

ETHNIC COMPOSITION OF POPULATION

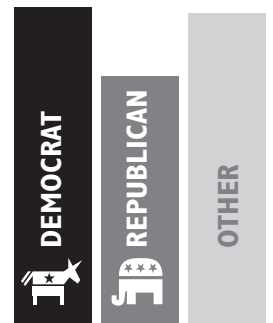
LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
24.1%	55.6%	15.5%	0.2%	2.7%	2.0%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	11,891,427
LATINO REGISTERED VOTERS:	1,843,678
LATINO SHARE OF REGISTERED VOTERS:	15.5%

LATINO PARTY AFFILIATION 2016

DEMOCRAT:	687,158
REPUBLICAN:	481,025
OTHER:	675,495



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

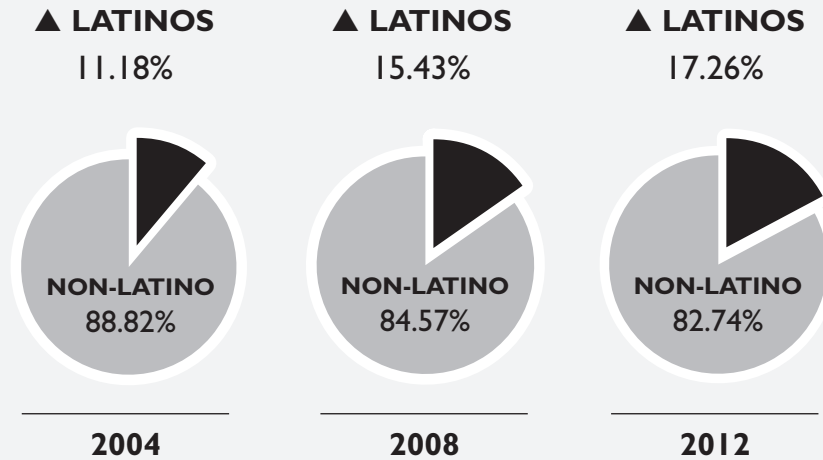


FLORIDA: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	1,444,000	10,025,000	1,988,000	10,474,000	2,250,000	11,076,000
Registered Voters	924,000	7,295,000	1,380,000	7,394,000	1,622,000	7,480,000
Actual Voters	824,000	6,548,000	1,227,000	6,724,000	1,399,000	6,708,000

LATINO SHARE OF ALL VOTERS



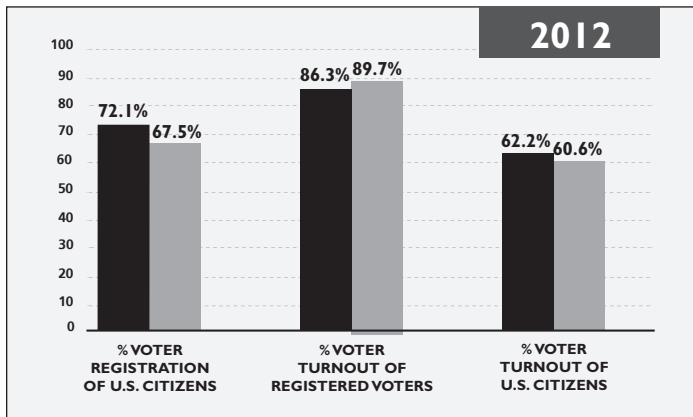
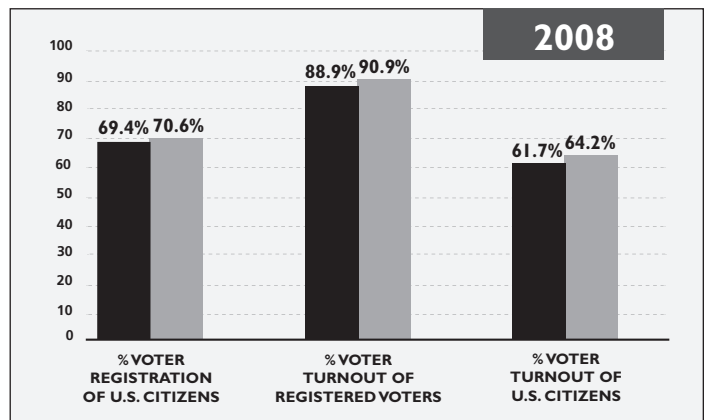
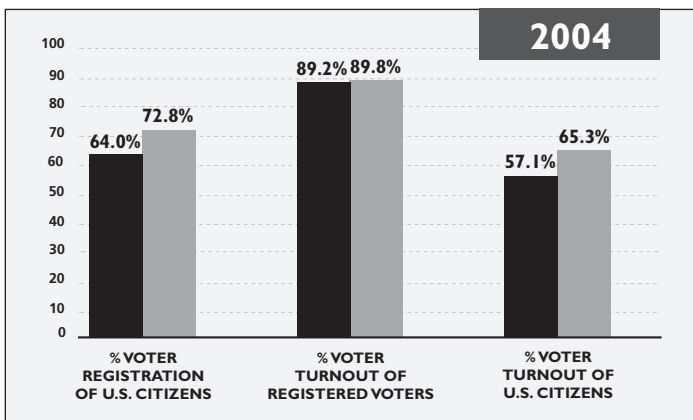
The Latino share of voters in Florida has increased steadily during the past three Presidential elections. Between November 2004 and November 2012, the Latino share grew from 11.2% to 17.3%, an increase of 54%.



FLORIDA: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS

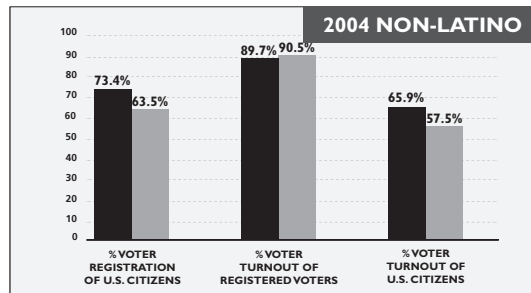
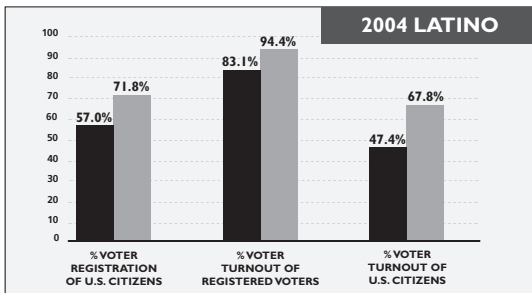


See "Sources & Methodology" at the end of Handbook.

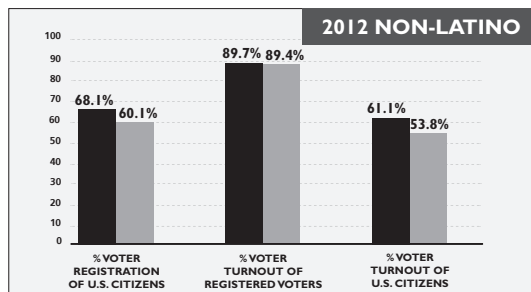
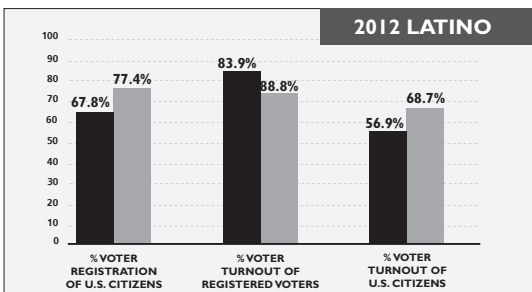
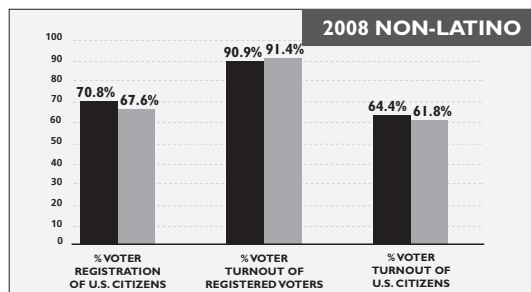
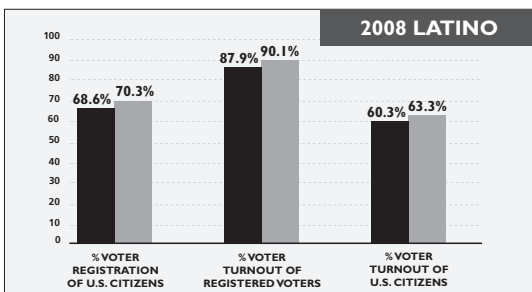


FLORIDA: PRESIDENTIAL ELECTIONS

COMPARISON OF NATIVE-BORN & NATURALIZED CITIZENS



■ NATIVE-BORN
■ NATURALIZED



ELIGIBLE POPULATION, VOTING AND REGISTRATION 2012

	LATINO		NON-LATINO	
	NATIVE	NATURALIZED	NATIVE	NATURALIZED
Adult U.S. Citizens	1,244,888	1,005,172	10,254,699	821,218
Registered Voters	844,263	777,912	6,986,127	493,853
Actual Voters	708,584	690,900	6,265,385	441,727

See "Sources & Methodology" at the end of Handbook.

ILLINOIS

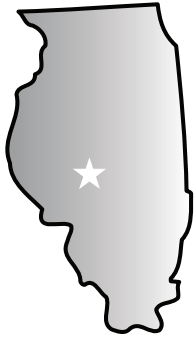


ILLINOIS





ILLINOIS



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	9,050,391
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	931,744
PROJECTED LATINO VOTE IN 2016:	302,000

STATE PROFILE

According to 2014 Census American Community Survey data, Latinos comprise one of every six Illinois residents (17%), and 10% of the state's adult U.S. citizens.

ETHNIC COMPOSITION OF POPULATION

LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
16.7%	62.2%	14.1%	0.1%	5.2%	1.8%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	7,494,262
LATINO REGISTERED VOTERS:	585,046
LATINO SHARE OF REGISTERED VOTERS:	7.8%



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

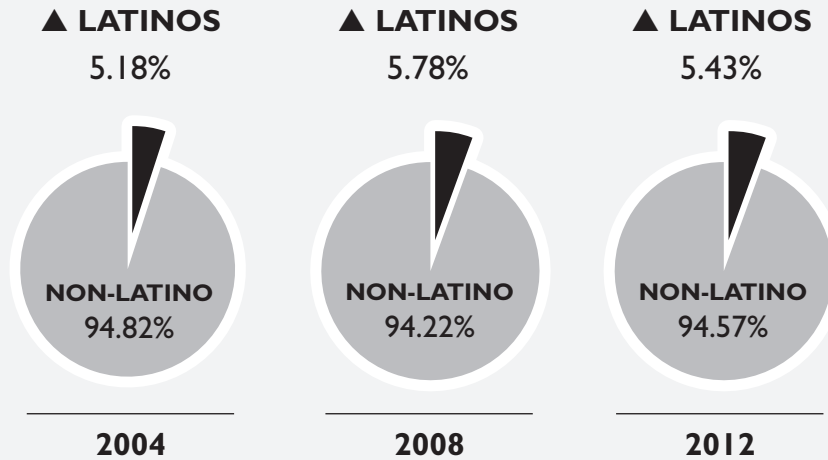


ILLINOIS: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	608,000	8,032,000	671,000	8,010,000	770,000	8,061,000
Registered Voters	343,000	6,094,000	385,000	5,776,000	415,000	6,010,000
Actual Voters	294,000	5,378,000	314,000	5,122,000	295,000	5,133,000

LATINO SHARE OF ALL VOTERS



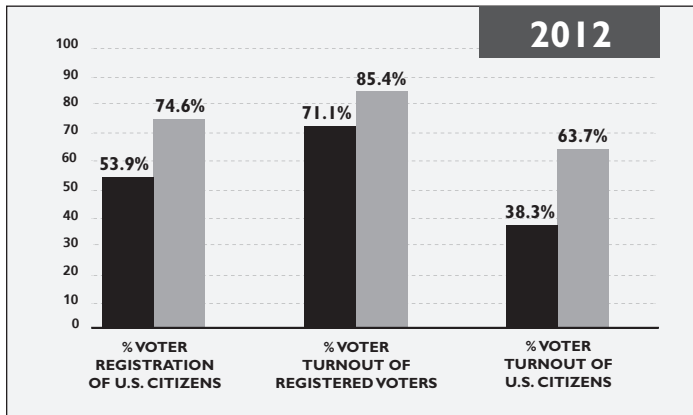
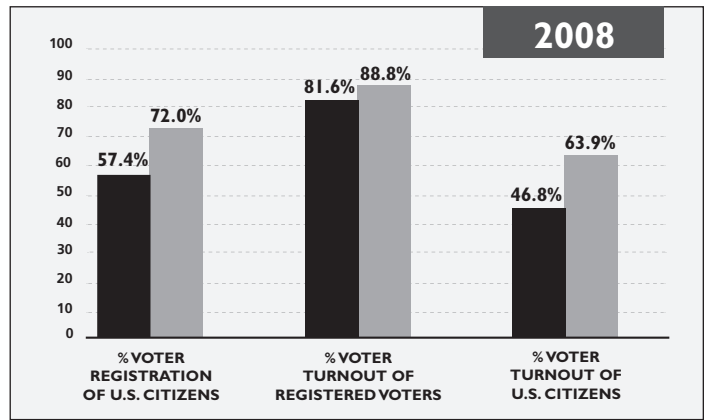
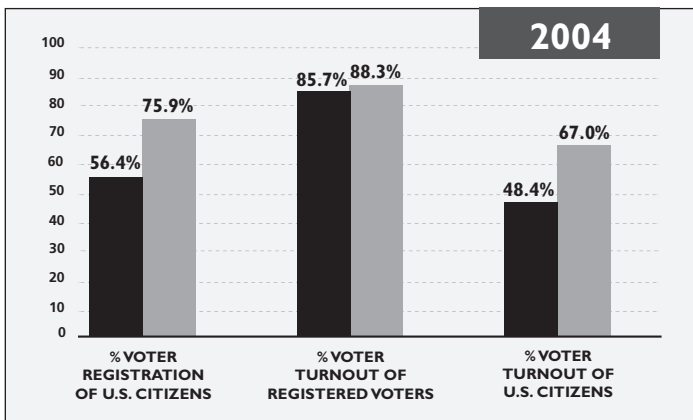
The Latino share of all voters in the past three Presidential elections has fluctuated in a range between 5.2% and 5.8%.



ILLINOIS: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS



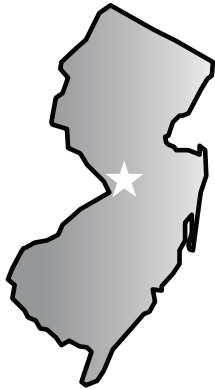
See "Sources & Methodology" at the end of Handbook.



NEW JERSEY



2016 LATINO ELECTION HANDBOOK



NEW JERSEY

TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	6,104,758
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	824,210
PROJECTED LATINO VOTE IN 2016:	453,000

STATE PROFILE

According to 2014 Census American Community Survey data, Latinos comprise nearly one of every five New Jersey residents (19%), and 14% of the state's adult U.S. citizens. The NALEO Educational Fund projects that 453,000 New Jersey Latinos will vote in the 2016 general election.

ETHNIC COMPOSITION OF POPULATION

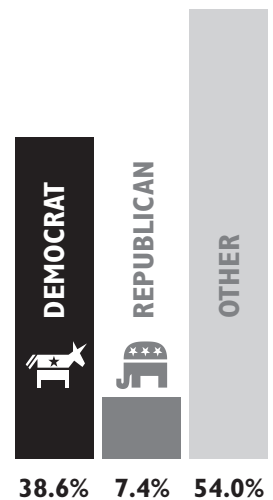
LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
19.3%	56.6%	12.8%	0.1%	9.2%	1.9%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	5,445,927
LATINO REGISTERED VOTERS:	597,546
LATINO SHARE OF REGISTERED VOTERS:	11.0%

LATINO PARTY AFFILIATION 2016

DEMOCRAT:	230,813
REPUBLICAN:	43,932
OTHER:	322,801



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

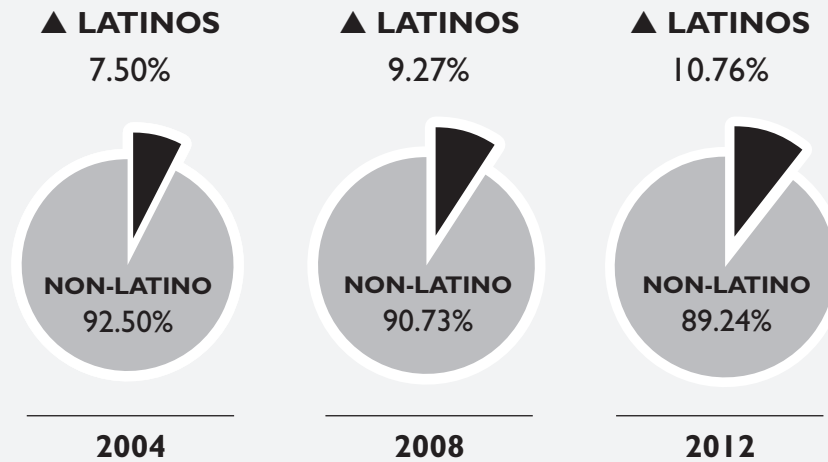


NEW JERSEY: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	475,000	5,116,000	661,000	5,014,000	773,000	5,156,000
Registered Voters	331,000	3,754,000	388,000	3,634,000	468,000	3,858,000
Actual Voters	277,000	3,416,000	337,000	3,300,000	395,000	3,275,000

LATINO SHARE OF ALL VOTERS



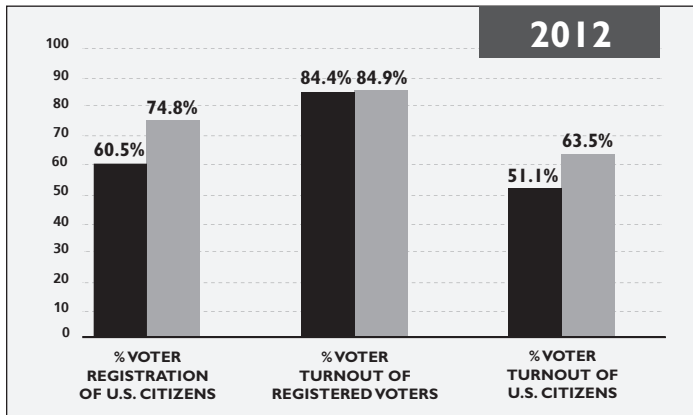
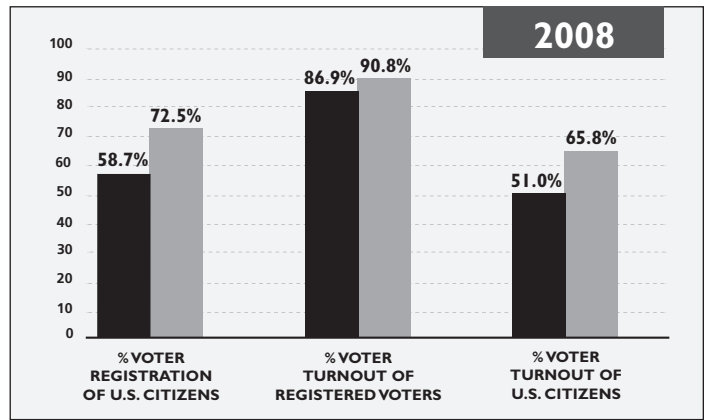
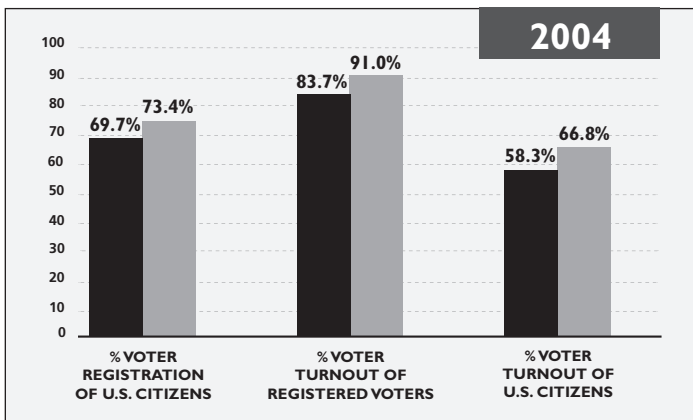
The Latino share of voters in New Jersey has increased steadily during the past three Presidential elections. Between November 2004 and November 2012, the Latino share grew from 7.5% to 10.8%.



NEW JERSEY: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS



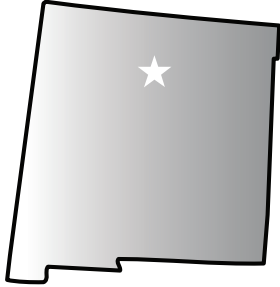
NEW MEXICO



2016 LATINO ELECTION HANDBOOK



NEW MEXICO



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	1,466,754
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	596,169
PROJECTED LATINO VOTE IN 2016:	320,000

STATE PROFILE

According to 2014 Census American Community Survey data, Latinos are the largest population group in New Mexico, comprising nearly half (48%) of the state's residents. New Mexico has the highest share of Latino residents of any state. The NALEO Educational Fund projects that 320,000 New Mexico Latinos will vote in the 2016 general election.

ETHNIC COMPOSITION OF POPULATION

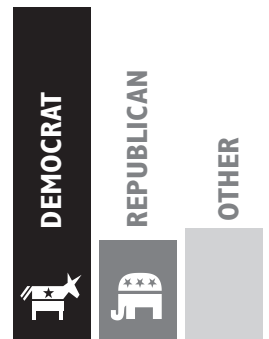
LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
47.7%	38.7%	1.8%	8.9%	1.4%	1.5%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	1,213,338
LATINO REGISTERED VOTERS:	437,349
LATINO SHARE OF REGISTERED VOTERS:	36.0%

LATINO PARTY AFFILIATION 2016

DEMOCRAT:	257,461
REPUBLICAN:	80,377
OTHER:	99,511



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

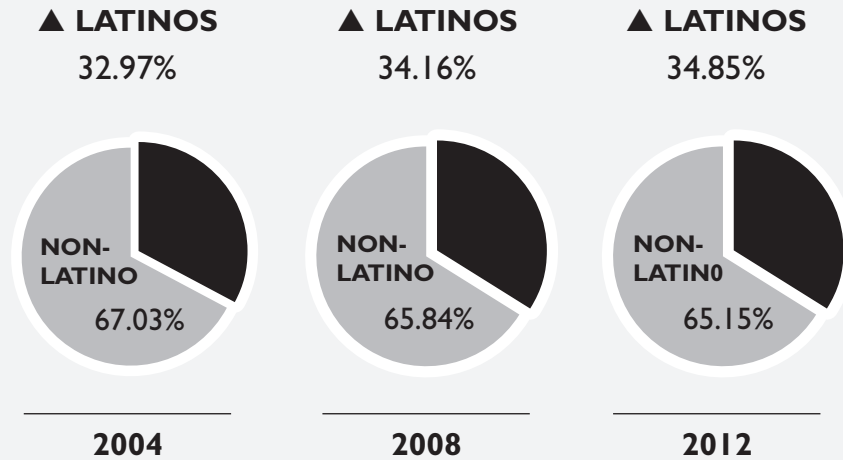


NEW MEXICO: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	486,000	815,000	539,000	813,000	544,000	882,000
Registered Voters	316,000	620,000	346,000	591,000	349,000	629,000
Actual Voters	276,000	561,000	289,000	557,000	306,000	572,000

LATINO SHARE OF ALL VOTERS



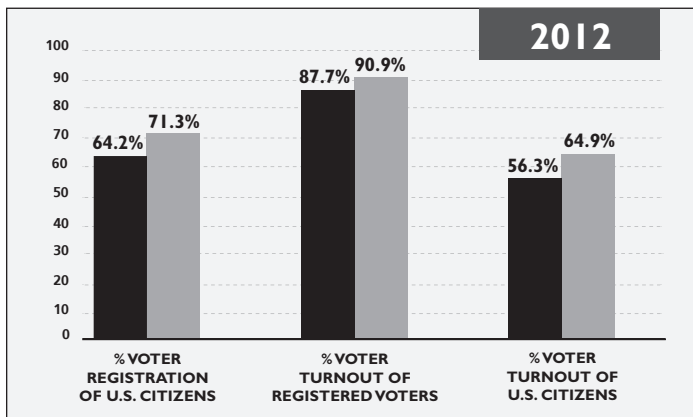
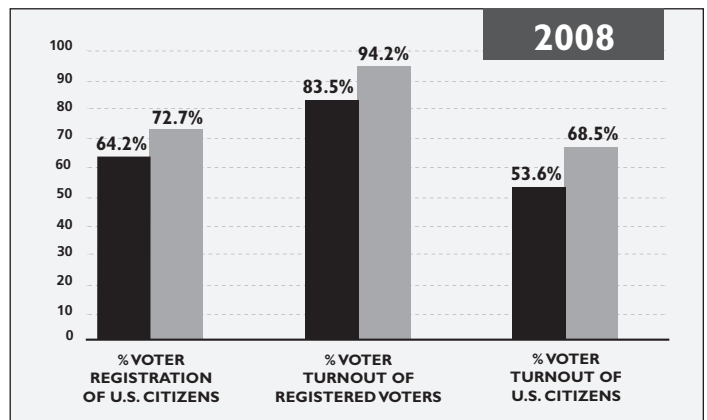
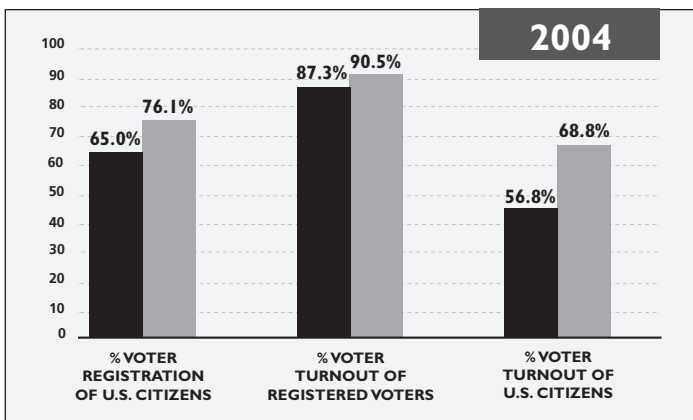
In the past three Presidential election cycles, about one of every three New Mexico voters has been Latino, with the Latino share reaching 35% in November 2012.



NEW MEXICO: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

■ LATINOS ■ NON-LATINOS





NEW YORK



2016 LATINO ELECTION HANDBOOK



NEW YORK



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	13,626,361
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	1,870,750
PROJECTED LATINO VOTE IN 2016:	955,500

STATE PROFILE

According to 2014 Census American Community Survey data, Latinos account for nearly one of every five New York residents (19%), and 14% of the state's adult U.S. citizen population. The NALEO Educational Fund projects that 955,500 New York Latinos will vote in the 2016 general election.

ETHNIC COMPOSITION OF POPULATION

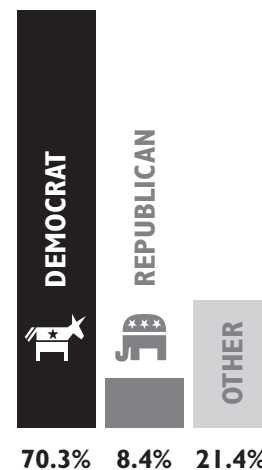
LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
18.6%	56.3%	14.4%	0.2%	8.1%	2.3%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	10,504,928
LATINO REGISTERED VOTERS:	1,155,806
LATINO SHARE OF REGISTERED VOTERS:	11.0%

LATINO PARTY AFFILIATION 2016

DEMOCRAT:	811,959
REPUBLICAN:	96,674
OTHER:	247,173



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

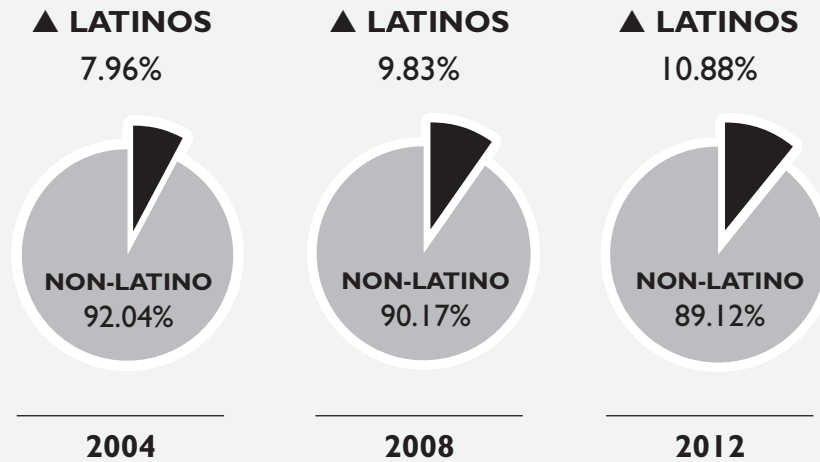


NEW YORK: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	1,346,000	11,433,000	1,348,000	11,501,000	1,548,000	11,534,000
Registered Voters	754,000	7,870,000	836,000	7,622,000	983,000	7,904,000
Actual Voters	613,000	7,085,000	743,000	6,816,000	835,000	6,840,000

LATINO SHARE OF ALL VOTERS



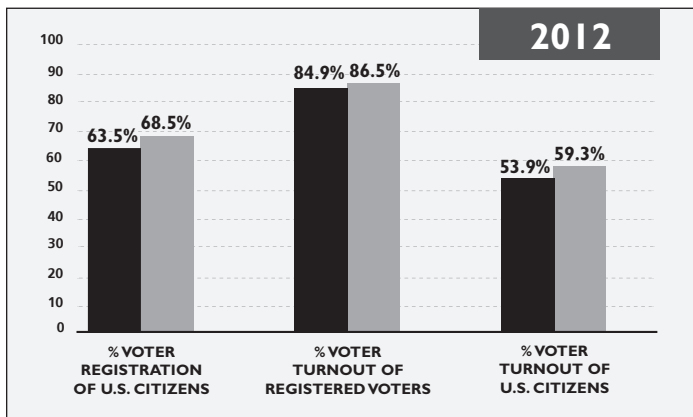
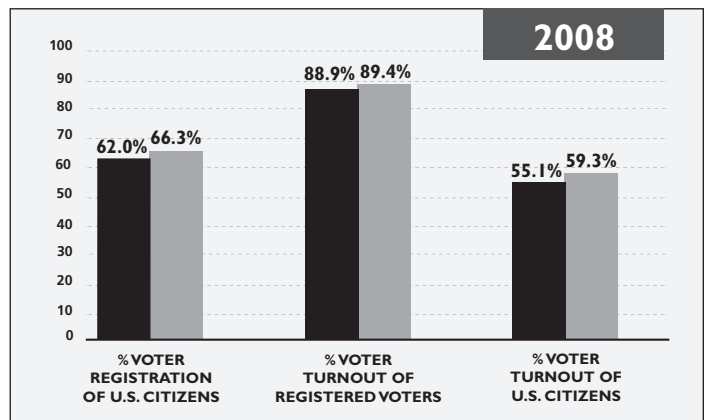
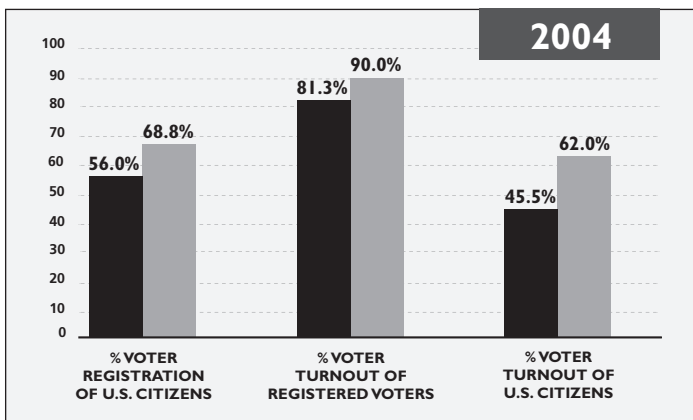
The Latino share of all voters increased steadily during the past three Presidential elections. Between November 2004 and November 2012, the Latino share increased from 8.0% to 10.9%.



NEW YORK: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

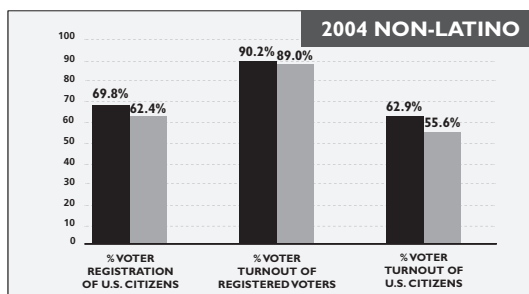
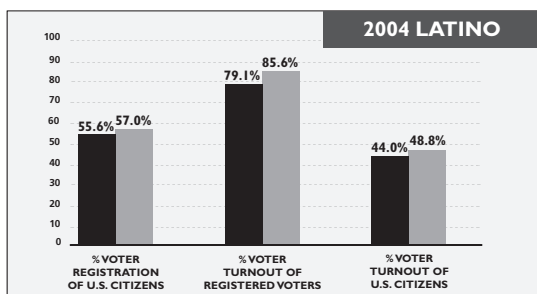
■ LATINOS ■ NON-LATINOS



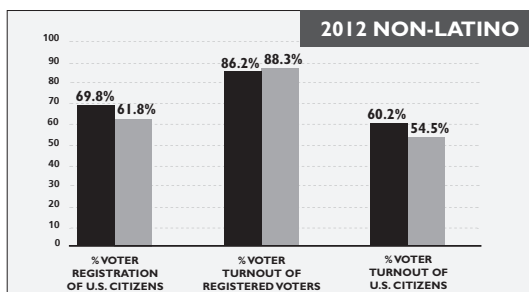
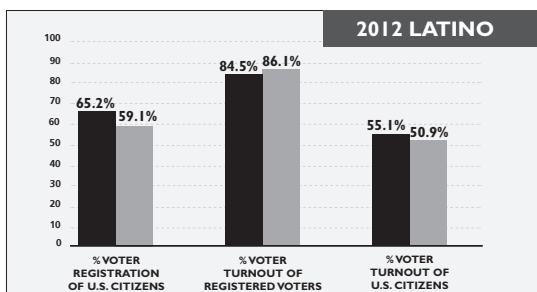
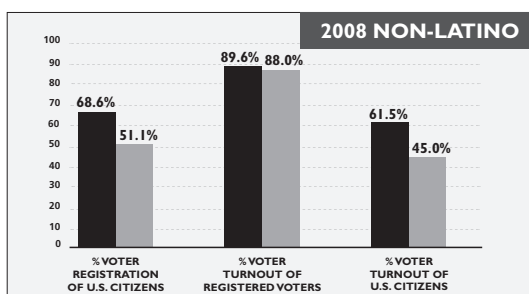
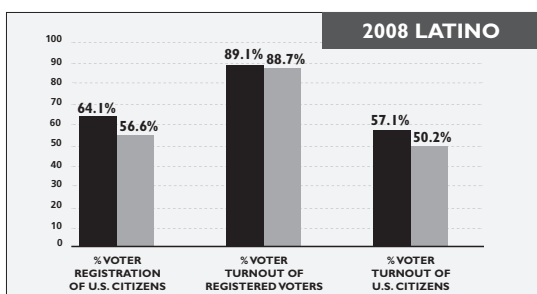


NEW YORK: PRESIDENTIAL ELECTIONS

COMPARISON OF NATIVE-BORN & NATURALIZED CITIZENS



■ NATIVE-BORN
■ NATURALIZED



ELIGIBLE POPULATION, VOTING AND REGISTRATION 2012

	LATINO		NON-LATINO	
	NATIVE	NATURALIZED	NATIVE	NATURALIZED
Adult U.S. Citizens	1,112,957	435,248	9,654,002	1,879,566
Registered Voters	725,990	257,094	6,742,695	1,161,575
Actual Voters	613,560	221,340	5,814,796	1,025,179

See "Sources & Methodology" at the end of Handbook.

TEXAS



2016 LATINO ELECTION HANDBOOK



TEXAS



TOTAL 2014 U.S. CITIZEN ADULT POPULATION (ACS):	17,155,729
LATINO 2014 U.S. CITIZEN ADULT POPULATION (ACS):	4,820,430
PROJECTED LATINO VOTE IN 2016:	2,088,500

STATE PROFILE

According to 2014 Census American Community Survey data, Texas has the second largest Latino population of any American state. Latinos account for 39% of Texas' total population, and 28% of the state's adult U.S. citizens. The NALEO Educational Fund projects that 2.1 million Texas Latinos will vote in the 2016 general election.

ETHNIC COMPOSITION OF POPULATION

LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
38.6%	43.4%	11.7%	0.2%	4.3%	1.7%

REGISTERED VOTERS 2016

TOTAL REGISTERED VOTERS:	14,026,676
LATINO REGISTERED VOTERS:	3,245,876
LATINO SHARE OF REGISTERED VOTERS:	23.1%



See "Sources & Methodology" at the end of Handbook. Percentages may not add up to 100% because of rounding.

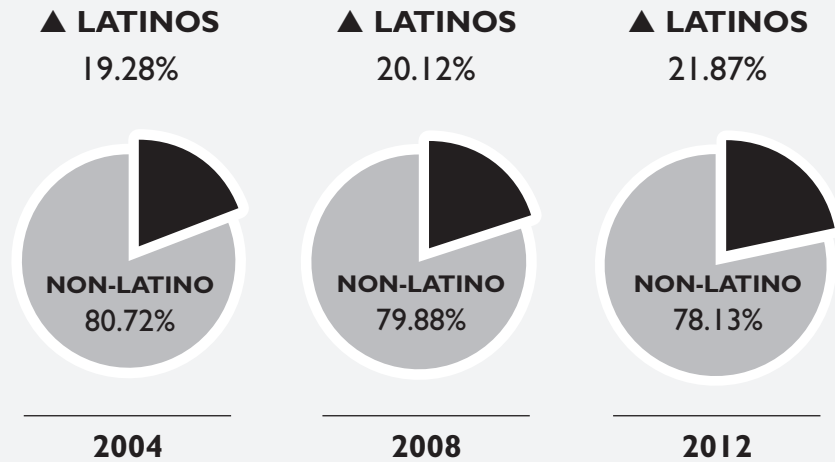


TEXAS: PRESIDENTIAL ELECTIONS

ELIGIBLE POPULATION, VOTING AND REGISTRATION

	2004		2008		2012	
	LATINO	NON-LATINO	LATINO	NON-LATINO	LATINO	NON-LATINO
Adult U.S. Citizens	3,688,000	10,237,000	4,493,000	10,547,000	4,867,000	11,195,000
Registered Voters	2,170,000	7,511,000	2,441,000	7,682,000	2,652,000	8,097,000
Actual Voters	1,533,000	6,417,000	1,697,000	6,738,000	1,890,000	6,753,000

LATINO SHARE OF ALL VOTERS



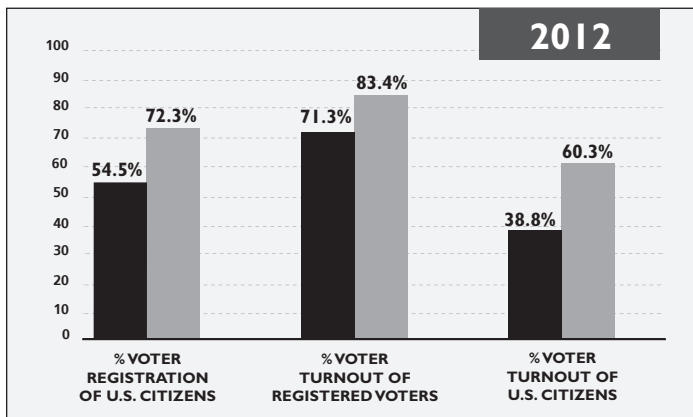
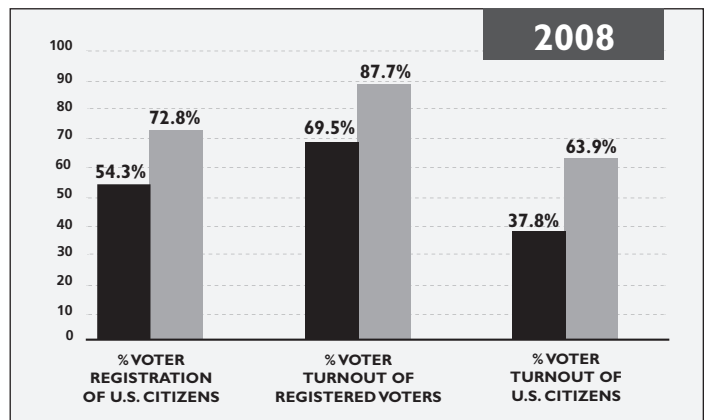
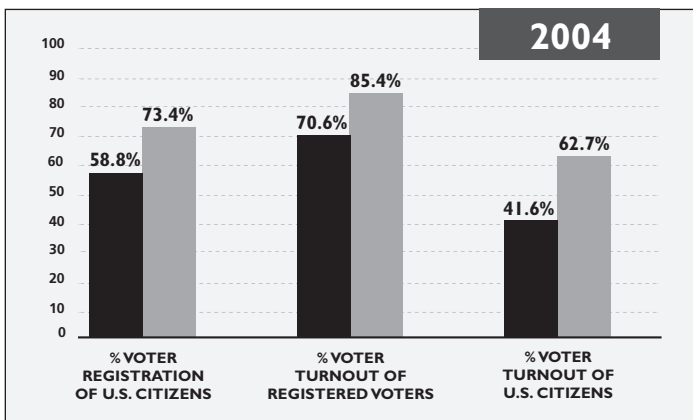
The Latino share of all voters in Texas grew modestly during the past three Presidential elections. Between November 2004 and November 2012, the Latino share grew from 19.3% to 21.9%, an increase of 13%.



TEXAS: PRESIDENTIAL ELECTIONS

VOTER TURNOUT AND REGISTRATION

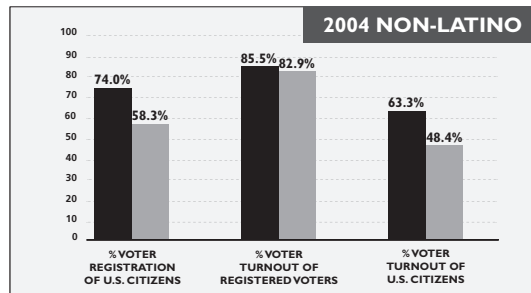
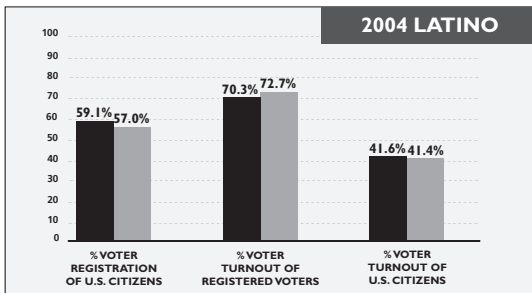
■ LATINOS ■ NON-LATINOS



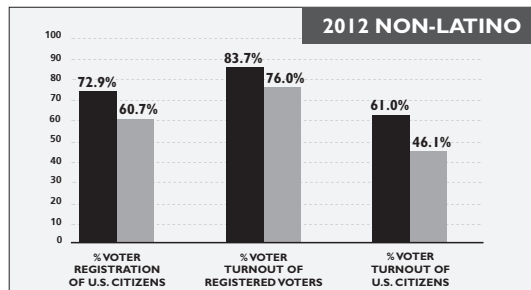
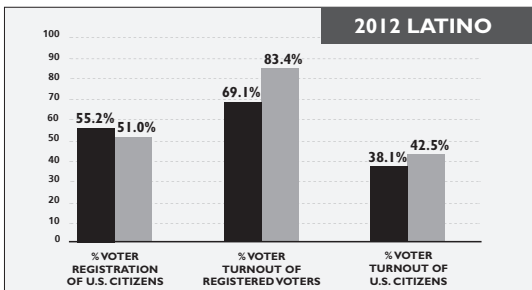
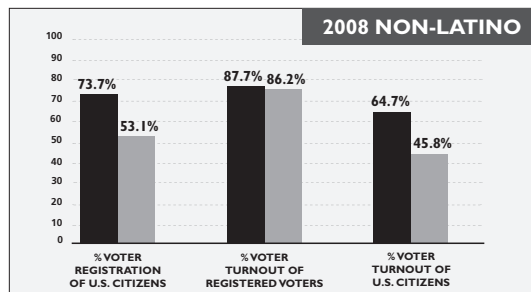
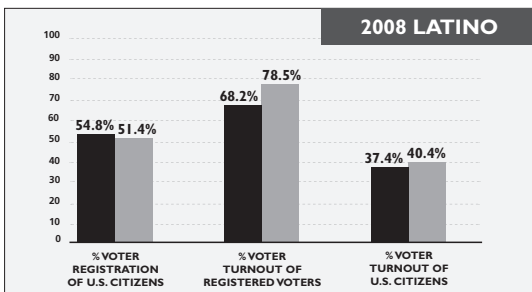


TEXAS: PRESIDENTIAL ELECTIONS

COMPARISON OF NATIVE-BORN & NATURALIZED CITIZENS



■ NATIVE-BORN
■ NATURALIZED



ELIGIBLE POPULATION, VOTING AND REGISTRATION 2012

	LATINO		NON-LATINO	
	NATIVE	NATURALIZED	NATIVE	NATURALIZED
Adult U.S. Citizens	4,081,968	784,649	10,695,838	499,983
Registered Voters	2,251,864	399,796	7,793,541	303,548
Actual Voters	1,557,071	333,238	6,522,329	230,690

See "Sources & Methodology" at the end of Handbook.



SOURCES & METHODOLOGY

TOTAL ADULT U.S. CITIZEN AND LATINO ADULT U.S. CITIZEN POPULATION

The *Handbook* uses two different data sources for the total adult U.S. citizen (CVAP) population and Latino CVAP. In the introductory section for the nation and each state, the data were obtained from the U.S. Census Bureau's 2014 American Community Survey (ACS), a survey that is sent to a sample of the U.S. population on a rotating basis. These data were compiled from the 2014 ACS 1-year estimates. For the sections that present data on the "Eligible Population, Voting and Registration," the CVAP figures are derived from the U.S. Census Bureau's November Current Population Survey (CPS). The CPS is a monthly survey of about 60,000 households. The survey is conducted by the U.S. Census Bureau on behalf of the Bureau of Labor Statistics.

We chose to present ACS data for CVAP in the introductory sections of the *Handbook* because the ACS sampling methodology and coverage produces figures that are generally more accurate than those of the CPS. We chose to present CPS data for CVAP in the sections on "Eligible Population, Voting and Registration," in order to enhance comparability with the *Handbook's* historical voting and registration data that is also derived from the CPS. For more information about the limitations of CPS data, see "Voter Turnout and Registration from 2004 to 2012" below. Because of differences in the sampling methodology and coverage of the CPS, there may be limitations on the comparability of CVAP data from the ACS and the CPS.

PROJECTED LATINO VOTE

NALEO Educational Fund derived our projection of the Latino vote in Election 2016 by using a statistical modeling approach that takes into account trends in Latino voter turnout in the past several relevant Presidential election cycles. We determined Latino voter turnout in those cycles from Census data in its CPS biennial November supplements, *Voting and Registration in the Elections of November 2000-2012*. Because the projections are based on past voting trends, they do not take into account the potential increase or decrease in Latino turnout that could result from the growth in Latino naturalizations, more robust voter engagement efforts, restrictive voter registration and voting laws or other factors.

ETHNIC COMPOSITION OF POPULATION

These percentages are derived from the U.S. Bureau of the Census' 2014 ACS 1-year estimates. For the ACS estimates, respondents are first asked whether or not they are of Hispanic or Latino origin. They are then asked to identify their race, and can indicate more than one racial category. The "Latino" category in the *Handbook*

Continued on next page



SOURCES & METHODOLOGY

represents the Bureau's figures for all persons of Hispanic origin, regardless of their race. The "White," "Black," "Asian/Pacific Islander," and "Native American" categories are based on figures for non-Hispanics who are of only one race. The "Other" category is based on the figures for non-Hispanics who either indicated they are of another race, or are two or more races.

VOTER TURNOUT AND REGISTRATION FROM 2004 TO 2012

Several charts and tables in the *Handbook* utilize data from the biennial U.S. Bureau of the Census reports on *Voting and Registration in the Elections of November: 2004-2012*. These reports use data from the Census Bureau's November CPS and its biennial Voting and Registration Supplement. The CPS data and the survey from which they are derived are subject to certain limitations. First, actual voter turnout and registration may be overestimated by the CPS, because individuals may tend to over-report electoral participation. Additionally, the CPS is a national survey, and estimates derived for smaller sub-groups within the national population (for example, the Latino populations in Colorado, New Jersey, New Mexico, Arizona, and Illinois), may be based on relatively small sample sizes. Consequently, the margin of error associated with estimates of voting and registration for these sub-groups is greater than the margin associated with the national population or larger population sub-groups.

VOTER REGISTRATION AND PARTY AFFILIATION

2016 state voter registration and Latino party affiliation data were obtained from the NGP Voter Activation Network voter file, which compiles data from voter registration files managed by individual states and counties. Insofar as voter registration files contain information on individual registration, party affiliation, and actual turnout based on the actual registration and voting behavior of voters, they are somewhat more reliable than exit poll or survey data, which are based on voters' self-reporting of these activities. In exit polls and surveys, respondents may over-report their electoral participation. Voter registration file data are still subject to some errors and limitations. Most states do not require individual voters to provide information on their race and/or ethnicity. Therefore, analysts identify Latino registered voters in the files through the use of independent software applications that generally utilize Spanish surnames and other demographic analysis to identify Latino registered voters. However, some individuals with Spanish surnames are not Latino, and some Latinos do not have Spanish surnames. Thus, Spanish surname software applications are subject to error because they do not capture a precise count of Latino registered voters, rather only those registered voters who possess a Spanish surname. Additionally, the demographic analysis used to determine race and ethnicity is based on a variety of variables. Some of these variables are subject to error, which can be greater with smaller population groups. Moreover, voter registration files are subject to data entry errors, whereby voter information may be accidentally omitted or incorrectly entered by state and county data entry personnel.



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