



City of Dallas Electorate

October, 2009

Current Electorate

Over half a million voters are registered to vote in the City of Dallas. Currently, there are more than 87,000 Latinos registered to vote, comprising 15% of the city's electorate.

Total Registered Voters	577,507
Latino Registered Voters	87,071
<i>Latino Share of Electorate</i>	15%

Period of Registration

Since November 2004, the number of registered voters in Dallas has increased by 190,442, or 49%. Of these new voters, 32,711 are Latino – an increase of 60% – while the number of registered non-Latinos increased by 157,731 (47%).

Total Registered Before 2004 Presidential Election	386,577
Latinos Registered Before 2004 Presidential Election	54,273
Total Registered After 2004 Presidential Election	190,442
Latinos Registered After 2004 Presidential Election	32,711
<i>Percentage of Latinos Registered After 2004 Presidential Election</i>	38%

2008 Presidential General Election Turnout

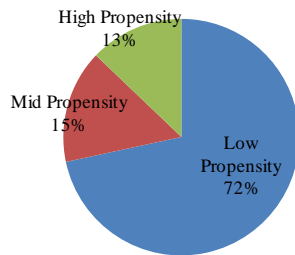
Total Turnout	374,931
Latino Turnout	42,370
<i>Latino Share of Turnout</i>	11%
Percentage turnout of registered Latino voters	53%
Percentage turnout of registered Non-Latino voters	73%

Voting Propensity* of Registered Voters in the City of Dallas

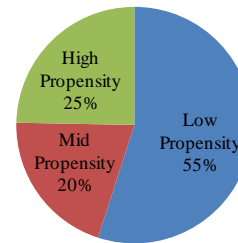
Latinos comprise about one in five (19%) of all low propensity voters in the City of Dallas, voting in one or none of the last four major elections. Furthermore, close to three-quarters (72%) of registered Latinos in Dallas are low propensity voters, compared to 55% of non-Latinos.

One in eight registered Latinos the City of Dallas (13%) are high propensity voters – those who have voted in three or all of the last four elections. One in four non-Latinos in the City of Dallas (25%) are high propensity voters.

Latino Voting Propensity, City of Dallas



Non-Latino Voting Propensity, City of Dallas



Age of Latino Registered Voters

Overall, the Latino electorate in the City of Dallas is somewhat younger than the non-Latino electorate – more than half (53%) of registered Latinos are under the age of 40, compared to 37% of registered non-Latinos.

Age Group	Latino	% Latino	Non-Latino	% Non-Latino
18-24	14,208	16%	41,029	8%
25-39	31,530	36%	138,962	28%
40-60	29,965	34%	187,717	38%
Over 60	11,368	13%	122,728	25%

Sources and Methodology

Current voter registration figures were obtained from Catalist, LLC, a data and information management company that acquires and manages voter registration data from individual secretaries of state and county election officials. These data represent the number of Latino registered voters as of March, 2009.

Latinos in this profile were identified using criteria that have already been provided by Catalist, who obtains race coding from a company called CPM Technologies. Records with a commercial source of race/ethnicity data have been coded by CPM based on the individual's first, middle, and last names, as well as their neighborhood's census characteristics. CPM's race/ethnicity code provides a prediction of the individual's race (e.g. Caucasian, Black, Asian, etc.) as well as a confidence level for the prediction (e.g. possibly, likely, highly likely).

* Low propensity voters are those who vote in one (or none) of the past four major elections. Mid propensity voters are defined as those who voted in two of the past four major elections. High propensity voters are defined as those who voted in three or four of the past four major elections. Voting propensity was calculated by analyzing voting behavior in the past four major statewide elections in Dallas. The four elections used are March 2006, November 2006, March 2008, and November 2008.

Counts for low propensity voters may include voters who may have recently registered, and those ineligible to vote in the elections in question (such as those who were under 18 at the time). Therefore, these figures include a small number of voters who appear to not participate in the electoral process because they are new to the process or ineligible.