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# The Latino Vote 2016: Swing States and Wild Cards

**Mark Hugo Lopez**

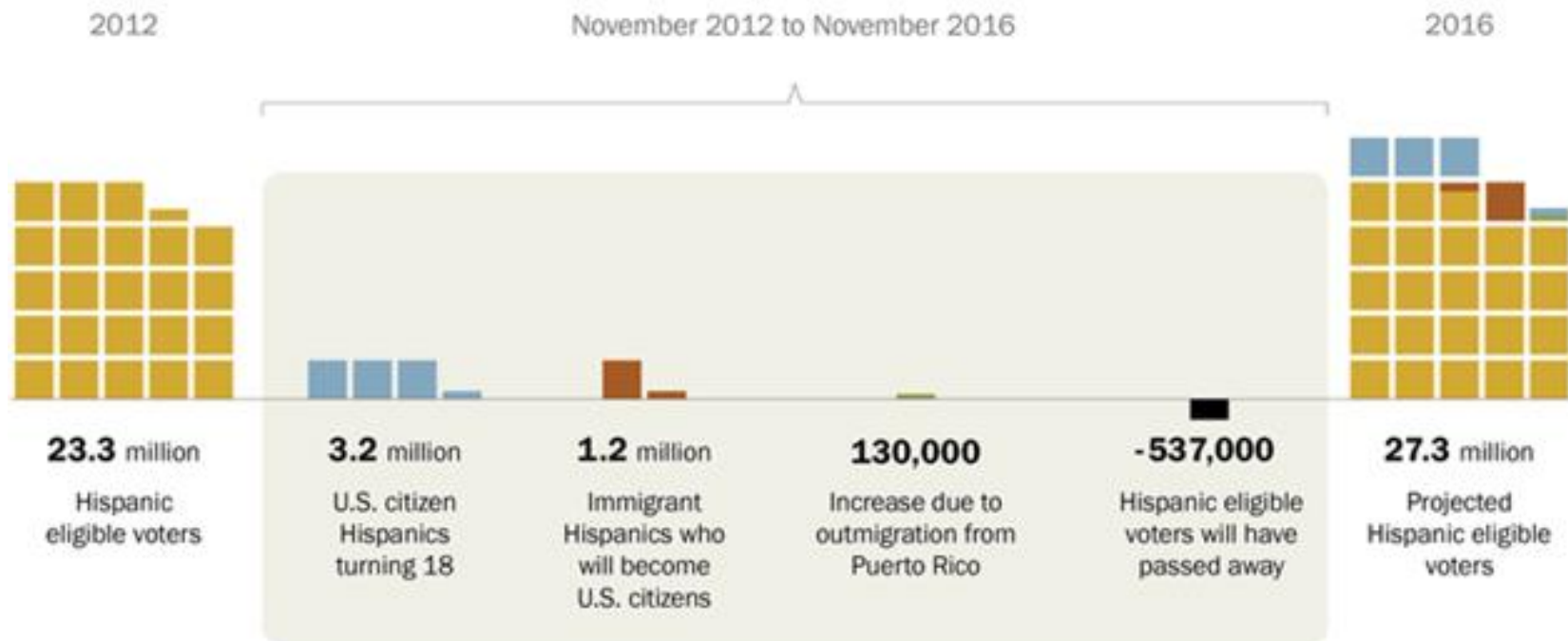
*Director of Hispanic Research*

# About the Hispanic Trends Project

- Pew Hispanic Center established in 2001; rebranded in 2013
- Funded by The Pew Charitable Trusts
- A part of the Pew Research Center
- Purpose is to improve understanding of the diverse Hispanic population in the U.S. and to chronicle the growing impact of this population on the U.S.
- “Fact tank,” not a think tank

# Youth, Naturalizations Main Sources of Hispanic Eligible Voter Growth since 2012

Each block represents 1 million eligible voters









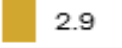
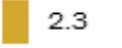

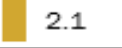
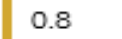


Note: Those born in Puerto Rico are U.S. citizens at birth.

Source: For 2012, Pew Research Center tabulations from the November Current Population Survey. See methodology for details on 2016 projection.

# Latinos Make Up Less than 20% of Eligible Voters in 13 Potential Key States

*% of eligible voters who are Hispanic*

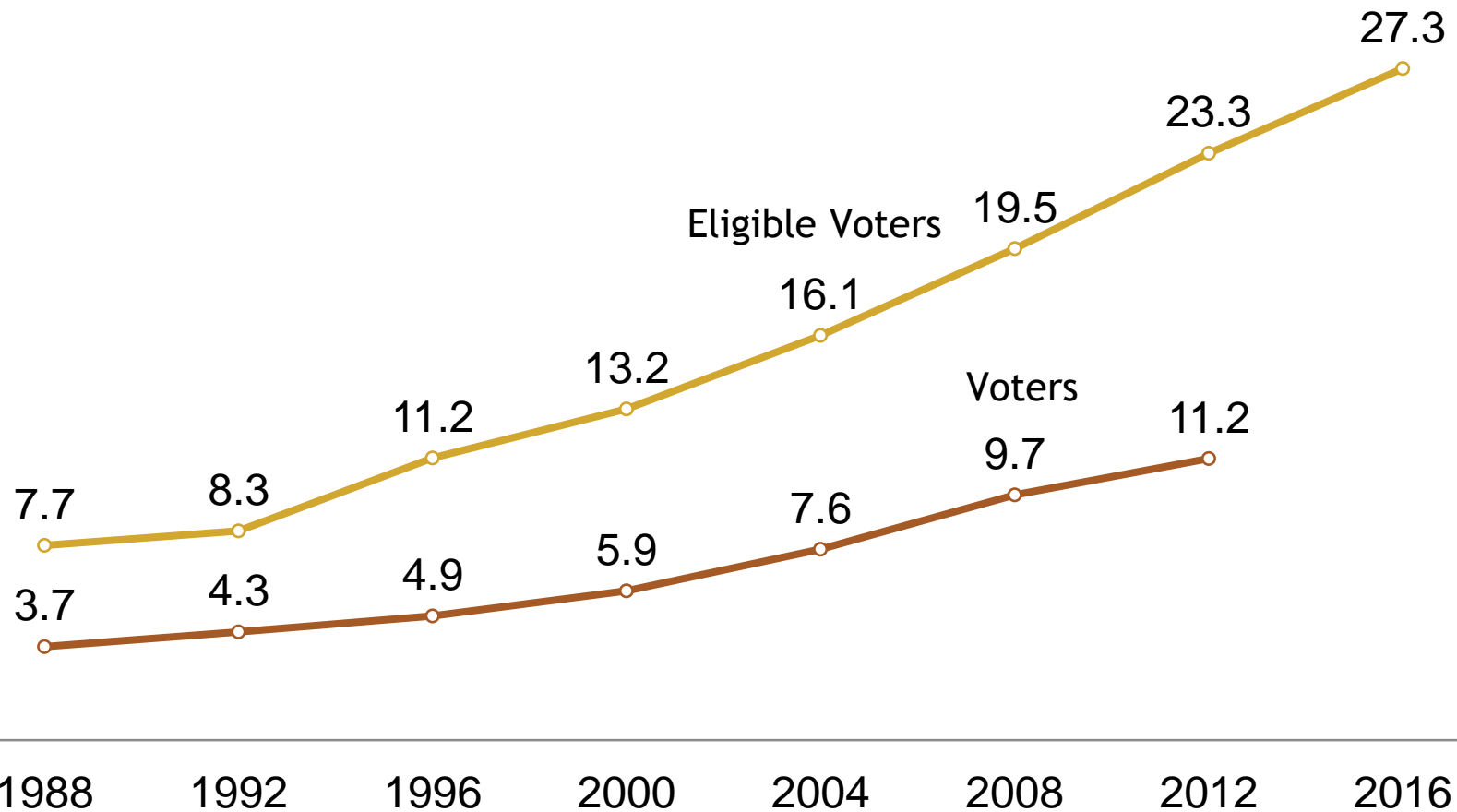
			States most likely to have close races for ...		
			President	Senate	Governor
Florida		18.1	X	X	
Nevada		17.2	X	X	
Colorado		14.5	X		
Illinois		10.5		X	
Virginia		4.6	X		
Pennsylvania		4.5	X		
Wisconsin		3.6	X	X	
North Carolina		3.4			X
Iowa		2.9	X		
Missouri		2.3			X
Ohio		2.3	X		
New Hampshire		2.1	X	X	X
West Virginia		0.8			X

Note: Based on states with likely tossup races as indicated by the Cook Political Report (using most recent predictions on the date of publication of this report). Latinos are of any race. Eligible voters are U.S. citizens ages 18 and older.

Source: Pew Research Center tabulations of 2014 American Community Survey (1% IPUMS)

# Number of Latino Eligible Voters Growing Fast

*In millions*

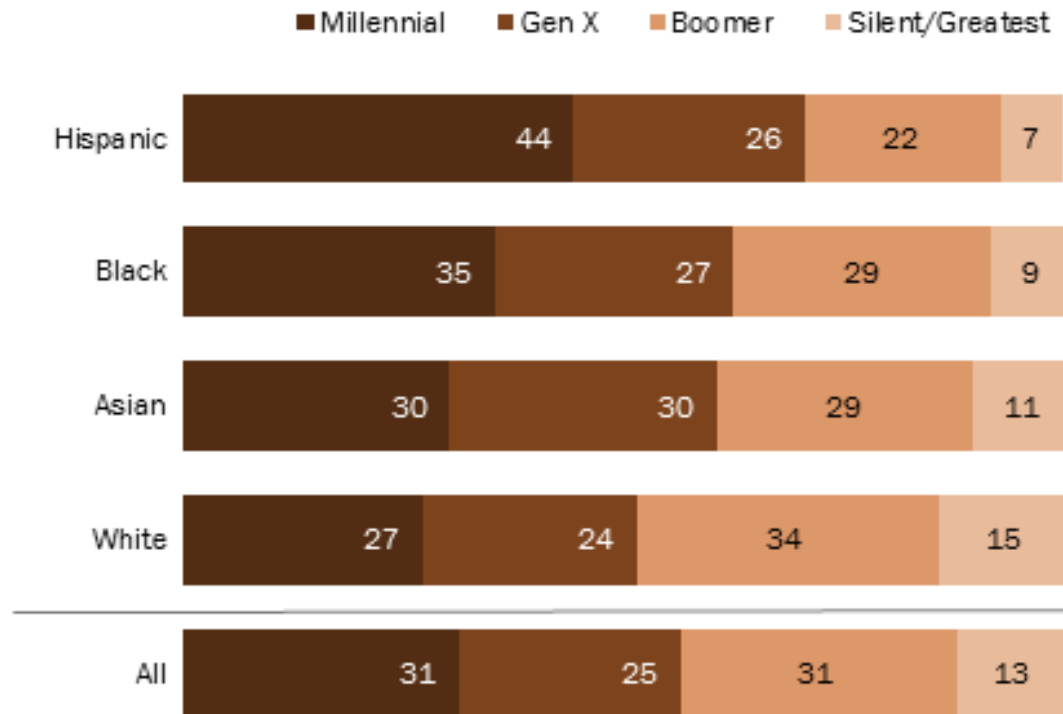


Notes: Eligible voters are U.S. citizens ages 18 and older. Voters are persons who say they voted.

Source: Pew Research Center tabulations of the Current Population Survey, November supplements for 1988-2012. 2016 projections are from the 2015 August supplement.

# Millennials Larger Share Among Latino Eligible Voters than Other Groups in 2016

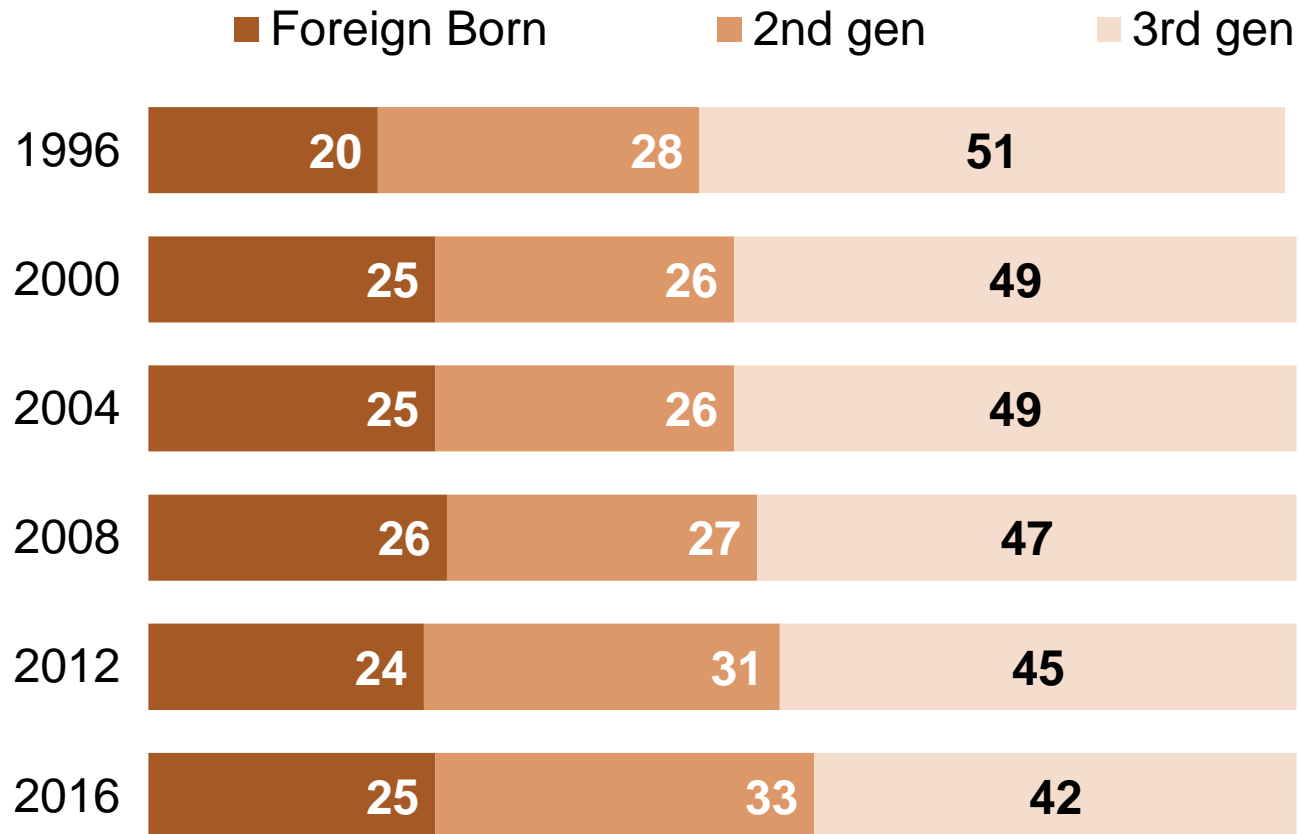
*% projected among eligible voters*



Note: Whites, blacks and Asians include only non-Hispanics. Hispanics are of any race. Eligible voters are U.S. citizens ages 18 and older. Millennials are adults born in 1981 or later. Figures may not add to 100% due to rounding.

Source: See methodology for details on 2016 projection.

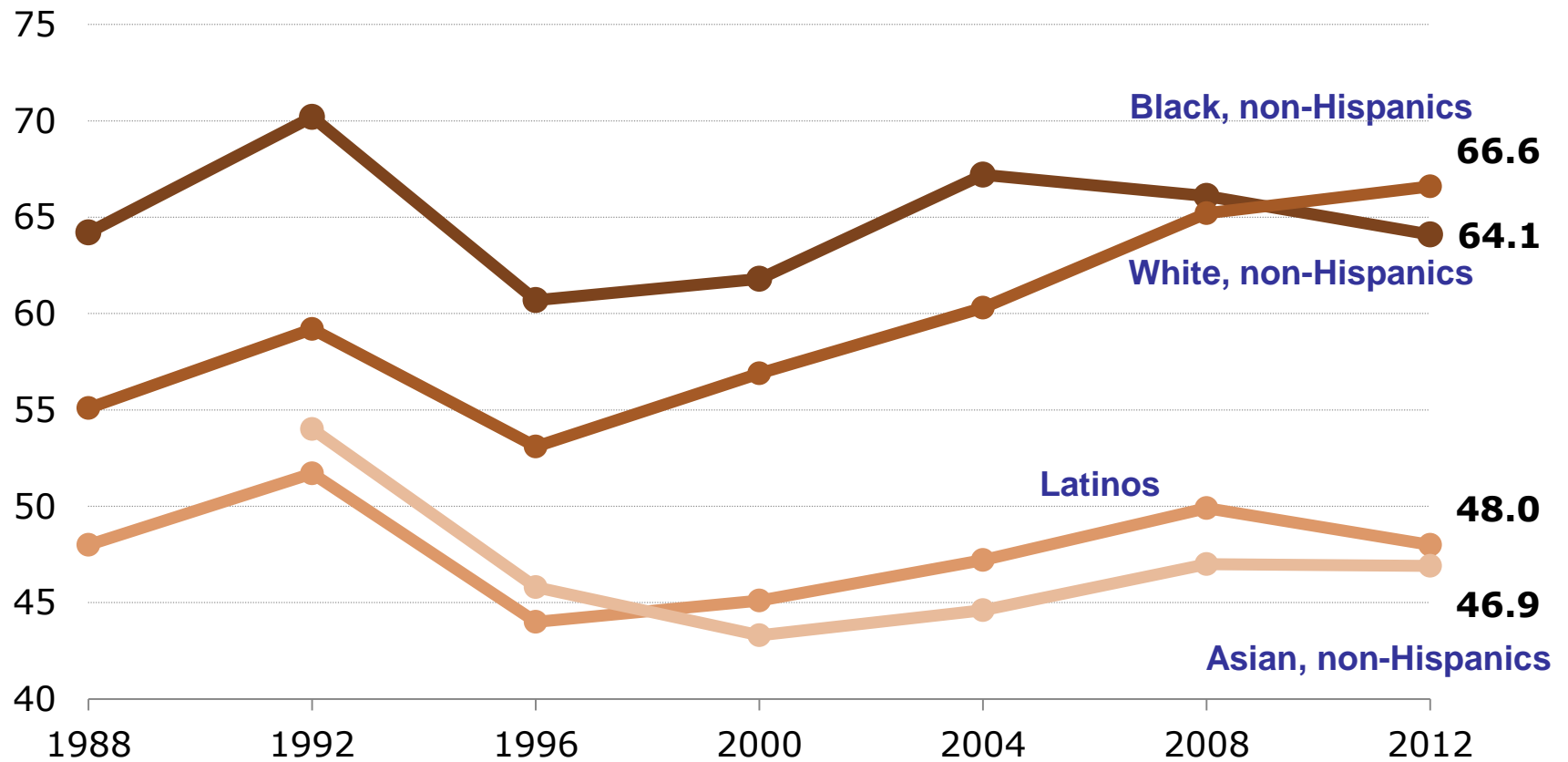
# Majority of Hispanic Eligible Voters are U.S. Born



Source: Pew Hispanic Center tabulations from the Current Population Survey, November Supplements

# Voter Turnout Rates in Presidential Elections

Percent who reported voting among U.S. citizens ages 18 and older

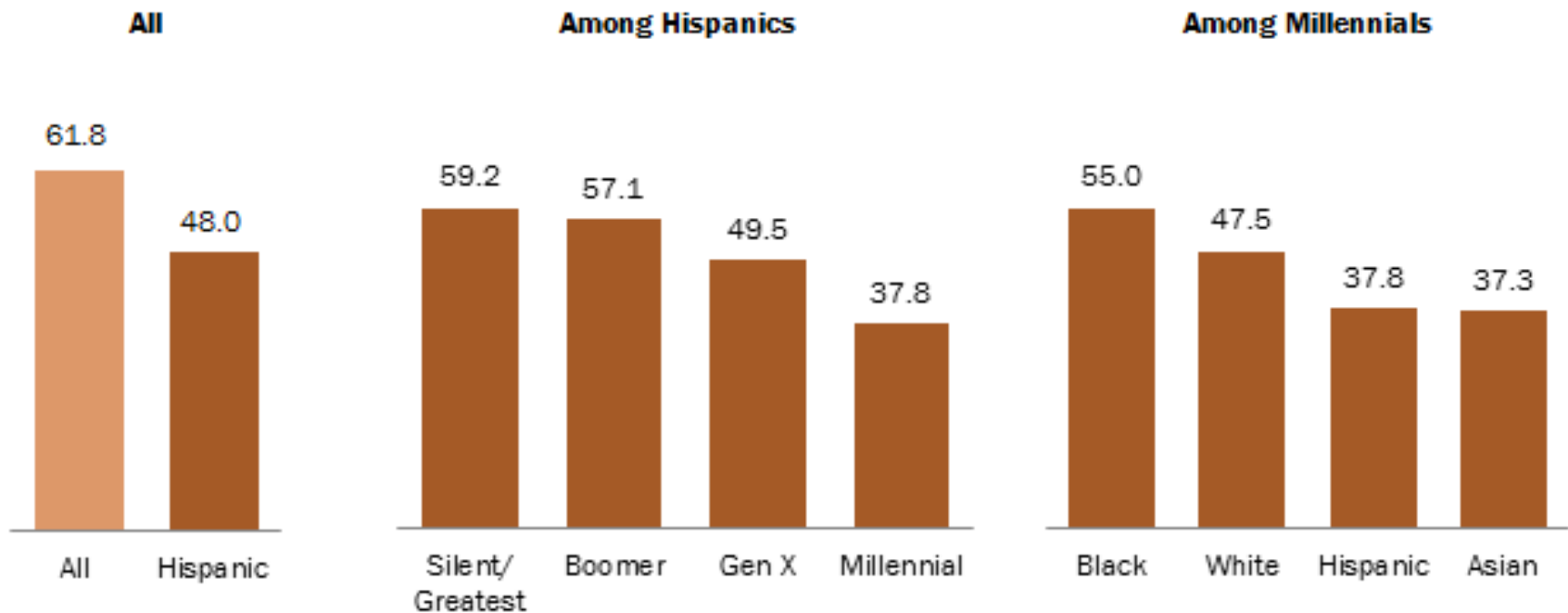


Source: Pew Research Center tabulations from CPS November Supplements, various years



# In 2012, Millennial Hispanics' Turnout Rate Trailed that of Most Other Groups

*% who say they voted among eligible voters*

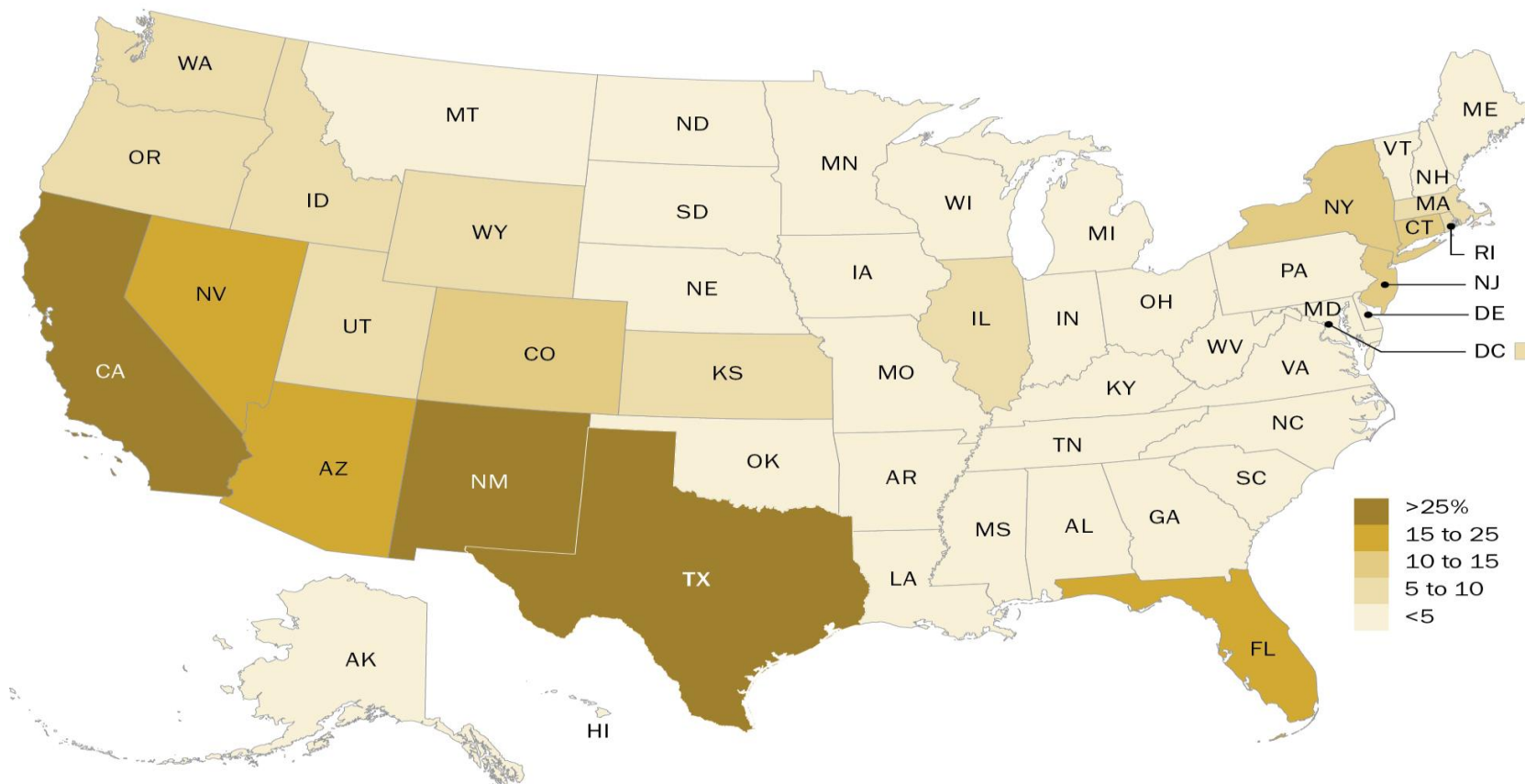


Note: Eligible voters are U.S. citizens ages 18 and older. Whites, blacks and Asians include only non-Hispanics. Hispanics are of any race. Millennials are adults born in 1981 or later. In 2012, millennials were ages 18 to 31.

Source: Pew Research Center tabulations of the 2012 Current Population Survey, November Supplement.

# Mapping the Latino Electorate by State

*Latinos as a percent of eligible voters, 2012*



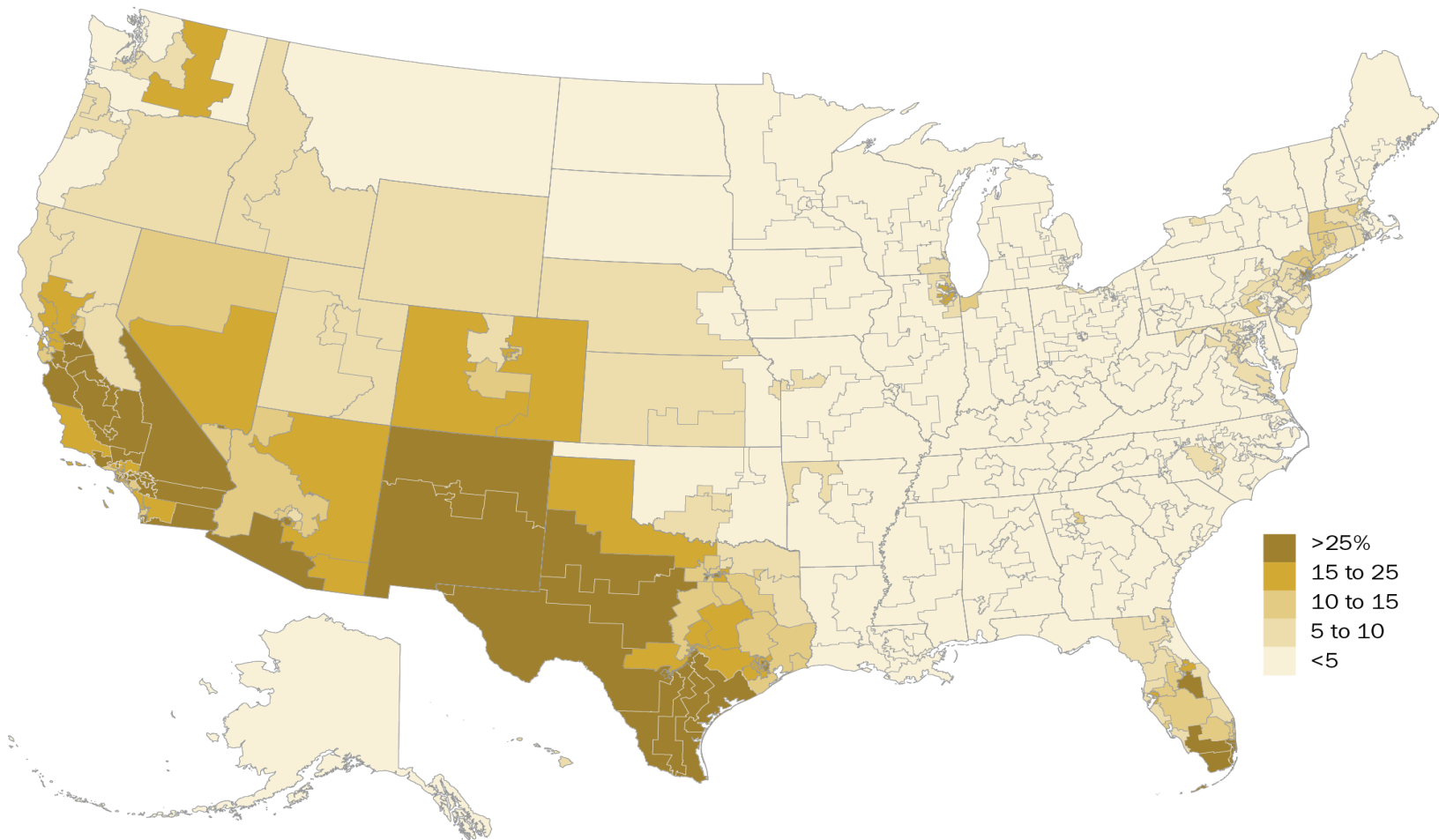
Note: Eligible voters are defined as U.S. citizens, ages 18 and older. Two states—Oklahoma and South Carolina—will vote on two Senate seats due to special elections. The District of Columbia elects two non-voting delegates to the Senate.

Source: Pew Research Center tabulations of 2012 American Community Survey (1% IPUMS); Alaska, Maine, Montana, New Hampshire, North Dakota, South Dakota, Vermont and West Virginia estimates are from American FactFinder (2012 ACS 1-year estimates, tables B05003 and B05003I)

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# Mapping the Latino Electorate by Congressional District

*Latinos as a percent of eligible voters, 2012*



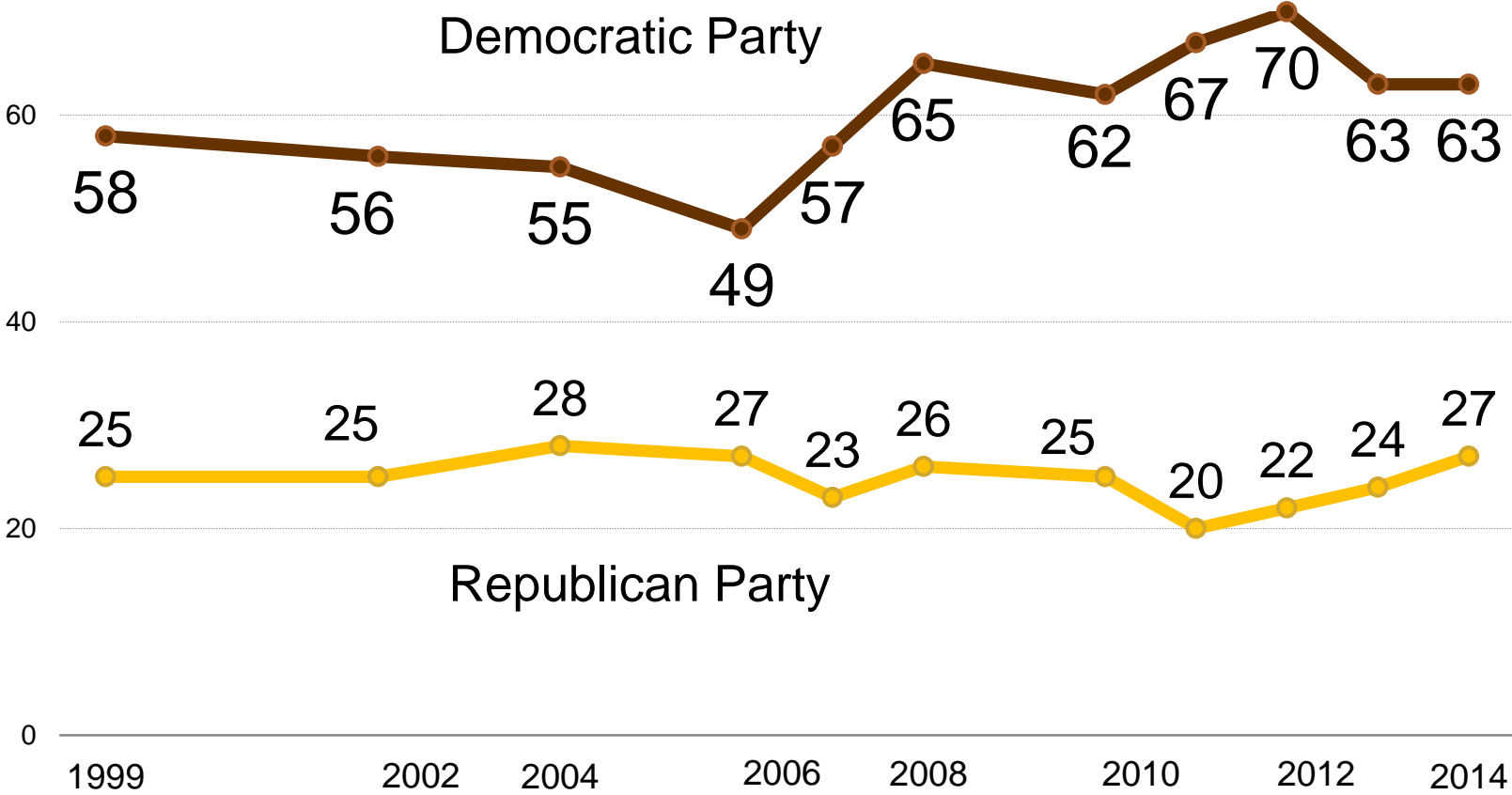
Note: Eligible voters are defined as U.S. citizens, ages 18 and older. The District of Columbia elects a non-voting delegate to the House of Representatives.

Source: American FactFinder (2012 ACS 1-year estimates, tables B05003 and B05003I)

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# Party Affiliation among Latino Registered Voters

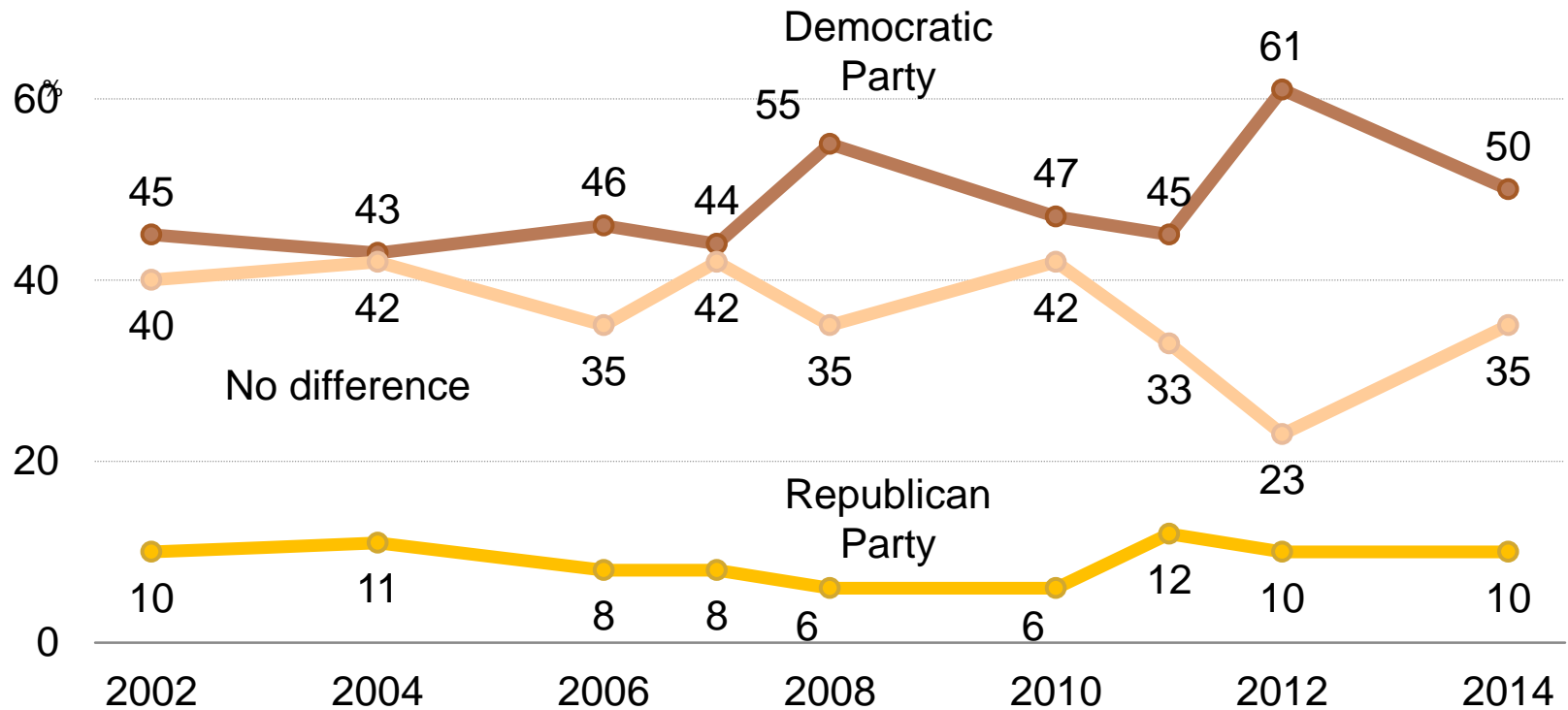
% among Latino registered voters



Source: Pew Research Center, 2014

# Which Party is More Concerned about Latinos?

Question: Which party do you think has more concern for Hispanics/ Latinos: the Republican Party, the Democratic Party or is there no difference?  
% of Latino registered voters



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# Contact Information

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