Talk Road Map

1. How did the Latino vote differ from that of the rest of the electorate in the 2014?

2. What should we expect in the 2016 elections and beyond?

3. So what are the consequences of low Latino turnout?

4. What can be done to improve Latino turnout in California and elsewhere?
Policy Brief

California’s Latino and Asian-American Vote: Dramatic Underrepresentation in 2014 and Expected Impact in 2016

Available at:

http://explore.regionalchange.ucdavis.edu/ccep
Study Methodology

Voter Turnout Data
• Statewide Database Registration and Vote Files

Population Data
• California Department of Finance
What was the eligible Latino voter turnout rate in the 2014 general election?
17.3%
6.8 million eligible Latinos in California

Only 1.1 million Latinos actually voted
Registration Rates
Low Latino and Asian-American Registration

- General – 73.9%
- Latinos – 62.8%
- 2002 to 2014 - Latino registration occurred at a faster pace
Declining Share of the Latino Vote

2014:

The Latino percentage of the California vote declined to 15.4%
Latinos Underrepresented Among Voters

Latinos:

- 15.4% of all voters
- 28% of eligible voter population
- 39% of total population
What should one expect in the 2016 elections and beyond?
Population shifts bring opportunities for the Latino vote

What do you think the Latino proportions of CA’s population will be in 2040?
2012-2040 Projected Total Population
California

Percent of Total Population

- White NL
- Latino
- Asian
- Black
- Other

Data Source:
California Department of Finance Population Projections
UC Davis California Civic Engagement Project - CCEP
2012-2040 Projected Citizen Voting-Age Population
California

Percentage of Citizen Voting Age Population

Data Source:
California Department of Finance Population Projections
UC Davis California Civic Engagement Project - CCEP
Projecting More Eligible Voters of Color

Based on current projections for 2040:

- 8.3 million new total eligible voters
- = 8 million new eligible voters of color
- = 5.8 million new eligible Latinos (94% increase)
- = 1.3 million new eligible Asians (43% increase)

California now has a majority-minority of eligible voters
Projecting More Latino and Asian Voters

By 2016:
If Latinos maintain their 2012 eligible turnout rate, their percent of the vote will rise to 21.2%

By 2040:
If Latinos maintain their 2012 eligible turnout rate, their percent of the vote will rise to 29.2%
Projecting More Latino Voters

By 2040:

- Latinos and Asian Americans combined will be 37% of California’s eligible voters who actually cast a ballot
- Latinos will be more than 50% of eligible voters in many of the state’s counties
Hot Spots of Opportunities and Challenges

- Growth in the eligible voter population will vary greatly in California.
- Projecting magnitude and location of future eligible voters can help inform turnout efforts.
- Now a minority-majority eligible voter population.
2012-2040 Projected Citizen Voting-Age Population
Sacramento Region

Data Source:
California Department of Finance Population Projections
UC Davis California Civic Engagement Project - CCEP
San Joaquin Valley
Projecting the Latino Population: San Joaquin Valley

- The SJV and LA region are projected to drive growth in CA’s Latino eligible voter population through 2040.

- SJV will experience the largest percentage increase in the Latino population.

- An additional 2 million new eligible voters in the San Joaquin Valley:
  - 1.3 million of them will be Latino
  - = 65% of new eligible voters in the SJV are projected to be Latino.
Projecting the Latino Vote: San Joaquin Valley

- The SJV is projected to experience the largest percentage increase in the number of Latino actual voters –

- Assuming regional Latino eligible turnout rates remain constant (38.1%), the Latino share of the vote in the SJV will increase to 39%

- = 500,000 new Latino voters
Central Valley: 2014

Turnout Disparities:

- Total Eligible Voter Turnout – 27.2%
- Latino Eligible Voter Turnout – 16.6%
Central Valley Counties: 2014

Latino Turnout:

- Fresno County – 17.8% (27.9%)
- Kern County – 16.0% (28.1%)
- Kings County – 18.2% (34.6%)
- Tulare County – 13.2% (31.2%)
Pilot study

Partnership with the Community Water Center

- Examine the level of representation of Latinos in community water district elections
- Analysis of county voter records from over 100 water districts in Fresno, Kern, Kings and Tulare County
Pilot study

- Latino reg voter turnout was significantly lower than the reg turnout of non-Latinos in every water district examined.
- Very few water districts examined have Latino board representation.
- Of the districts that have Latino board members, most have a high percent of Latino reg voters, but low Latino voter turnout.
- Latinos were underrepresented in their share of voters in every water district examined.
Central Valley Water Districts: 2014

Registered Voter Turnout in Water Districts
2014 General Election

- Fresno: 46.7%
- Kern: 45.3%
- Kings: 58.7%
- Tulare: 60.9%

- Non-Latino/Non-Asian RegTurnout
- Latino Reg Turnout
Central Valley Water Districts: 2014

Latino Underrepresented in Water District Voting
2014 General Election

- Fresno: Latino % Total Pop = 50.8%, Latino % Total Eligible Voter Pop = 37.8%, Latino % Voters = 20.2%
- Kern: Latino % Total Pop = 49.8%, Latino % Total Eligible Voter Pop = 33.2%, Latino % Voters = 20.9%
- Kings: Latino % Total Pop = 51.5%, Latino % Total Eligible Voter Pop = 37.6%, Latino % Voters = 22.5%
- Tulare: Latino % Total Pop = 61.2%, Latino % Total Eligible Voter Pop = 44.5%, Latino % Voters = 33.2%
So what are the consequences?
Policy Impacts

Policy makers know who vote

Underrepresentation can lead to policies that don’t reflect the interests/needs of those with less of a political voice
What can be done to improve Latino turnout in California and elsewhere?
Why is turnout so low?

- It’s a midterm!
- Electoral context
- Institutional barriers
- Lack of outreach
- Declining Party Affiliation
- Demographics
- Voter apathy

= only those already very likely to vote did so
What Can be Done About Low Turnout?

- Electoral system
- Outreach
- Civics education – high schools
- Nonprofits can be key!

Solutions need to be relevant for communities
Thank you

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Latino Population: 2030

Percent of general population that is Latino, by county:

- < 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%
- > 60%

Statewide average: 43.0%

Source: California Department of Finance, Report P-1; State and County Projections by Race/Ethnicity

Map Created by Allison Ferrini, May 2013
Latino Population: 2040

Percent of general population that is Latino, by county:

- < 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%
- > 60%

Statewide average: 45.6%

Source: California Department of Finance, Report P-1: State and County Projections by Race/Ethnicity
Map Created by Allison Ferrini, May 2013