



A New Conventional Wisdom for the Latino Vote: Trends in 2000-16 and Predictions for 2018-2020

By Antonio Gonzalez, WCVI President
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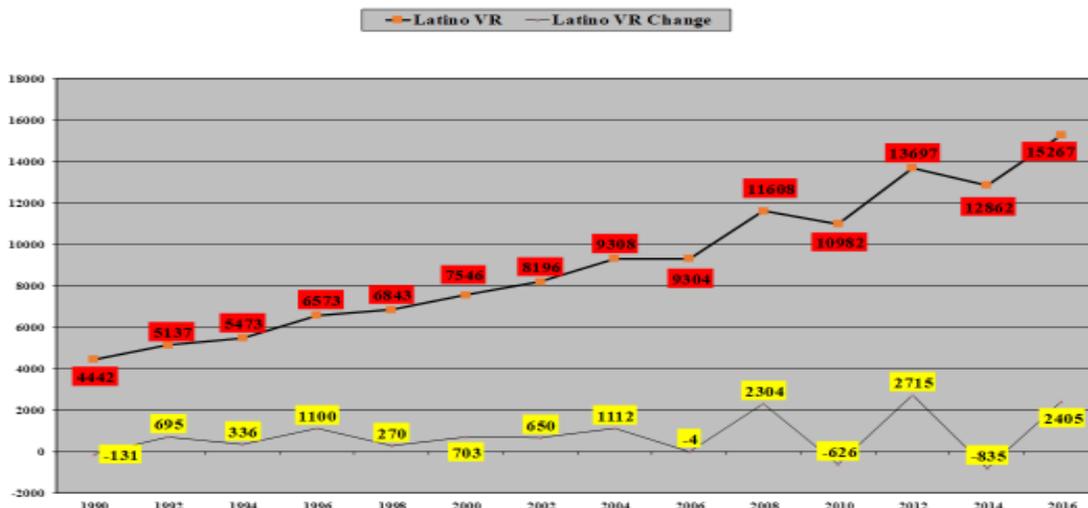
National Latino Voter Patterns 1976-2004

The old conventional wisdom on the Latino vote in Presidential Elections during 1976-2004 was the following:

- **National Latino voter registration** grew constantly as measured every two years. According to US Census Bureau Current Population Survey, Voting and Registration Series (CPS-VRS) the absolute number of Latino registered voters grew in every two-year cycle but one (1990) from 1976 to 2004;
- **National Latino votes cast** grew in every two-year election cycle compared to the previous one, again according to CPS-VRS;

VII. Latino Voter Registration, 1990-2016

Numbers in Thousands



Source: US Census Bureau, Current Population Survey, Voting and Registration Series, 1990-2016

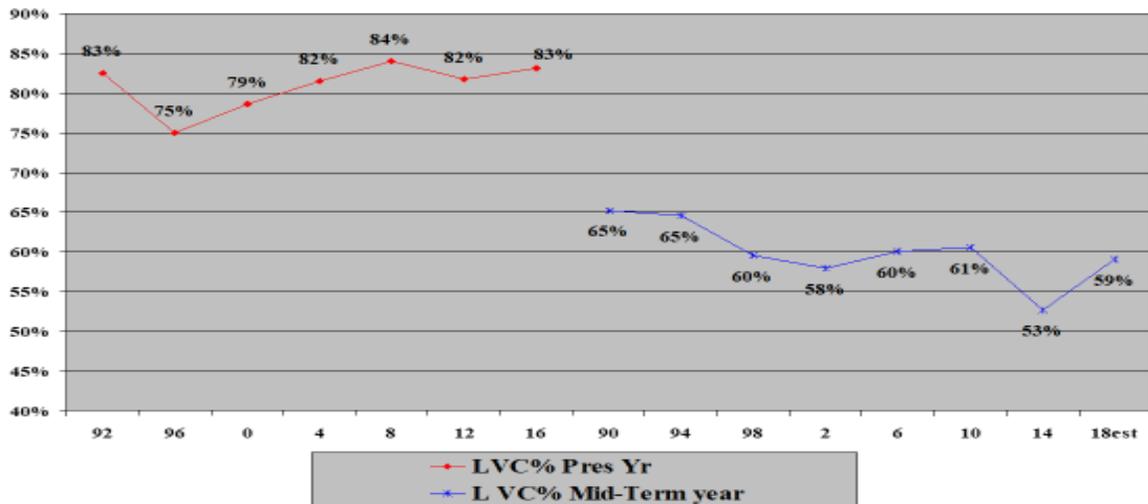
- **The Latino Vote didn't have critical mass** except in Florida, New Jersey and New Mexico to elect a top of the ticket statewide candidate or be the decisive vote in electing a President;

National Latino Voter Patterns 2004-2016

The new conventional wisdom on the Latino vote in Presidential Elections was the following during 2004-2016:

- **National Latino voter registration grows only in the final two years of a Presidential cycle.** It declines in off-years cycles and the trend worsened with time according to US Census Bureau Current Population Survey, Voting and Registration Series (CPS-VRS). Indeed, after robust growth in the 2004, 2008, and 2012 four-year Presidential cycles, Latino voter registration declined in the off-year cycles. The loss of Latino registered voters grew from -4000 in 2006 to -626,000 in 2010 to -835,000 in 2014.
- **The Obama “bump” of 2008 which saw a significant surge in Latino registration and voting (84% turnout, 59% registration) was the exception to the rule.** Average Latino patterns in rate of voter registration and turnout have returned to the pre-2008 norm: 58% and 57% rate of Latino registration in 2012 and 2016 and 82% and 83% rate of Latino votes cast in 2012 and 2016, equivalent to about a half million fewer Latino voters than if the Obama “bump” had been sustained.

V. Latino Rates of Turnout, 1992-2018



Source: US Census Bureau, Current Population Survey, Voting and Registration Series, 1972-2016. 2018 WCVI Estimates

- **This recent up-down trend in Latino voter registration is diminishing the growth rate Latino registration and voting in Presidential elections, frustrating the potential of Latino influence.** Had the previous pattern of

constant Latino growth held steady Latino voting would have grown by 2.2 to 2.6 million more votes cast and registered voters;

- he Latino vote has attained critical mass (despite these worrisome trends) to win statewide or tip a statewide election during the 2008-16 period in in four more states: California, Nevada, Texas, and Colorado.

New Pattern in 2018?

It may be that the Latino vote is preparing to experience another trend shift in the 2018 cycle. Given that the US economy has been slowly but surely growing since about 2010 it is likely that the excessive residential mobility (owing to high numbers of mortgage foreclosures and high unemployment) that helped dampen Latino voter registration growth has substantially concluded.

Moreover, the number of competitive US Senate Races (Texas, Nevada, Arizona, Florida), Governor Races (Calif., New Mexico, Colorado, Illinois, New York) and US Rep races (2 in Texas, 2 in AZ, 1 in NV, 2 in Fl, 5 in CA) in jurisdictions that have substantial numbers of Latino voters is greater than in 2010 and 2014.

For example, 2014's mid-term elections saw the worst Latino performance ever recorded nationally with only 53% Latino voter turnout of registered. This was largely true due to non-competitive statewide races in the "big three" California, Texas and Florida, combined with Obama "fatigue" among occasional voters.

In 2018 all three states appear to have hotly contested races for Governor, and Democrats (who comprise 60% of Latino voters) according to consistent results of numerous survey appear highly motivated (the "Trump" factor).

The "Trump" factor has polarized and energized Latino voters around the "border wall", "DACA" and "Puerto Rico Hurricane Aid" issues. An accountability vote or "voto de castigo" can be expected in which Latino voters particularly of Mexican, Central American, and Puerto Rican origin punish federal and state candidates they perceive to be aligned with President Trump.

WCVI Latino Vote Predictions for 2018 and 2020

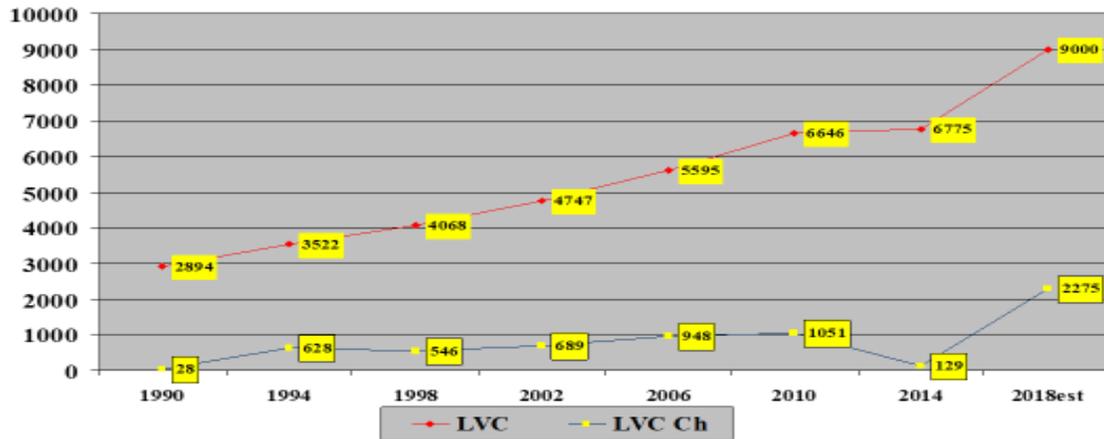
In conclusion, WCVI predicts that the off-year hemorrhage of Latino voters will halt in 2018 (but not return to the pattern of constant growth of 1976-2004):

- **Latino voter registration will stay constant in 2018 at approximately 15.3 million voters (what it was in 2016) and**

- Latino voter turnout will rebound to its 1998-2010 level of between 58% and 61% of registered or 8.9-9.3 million votes cast (2.2 to 2.6 million more Latino votes cast than in 2014).

IV. Latino Votes Cast Mid-Term Elections, 1990-2018

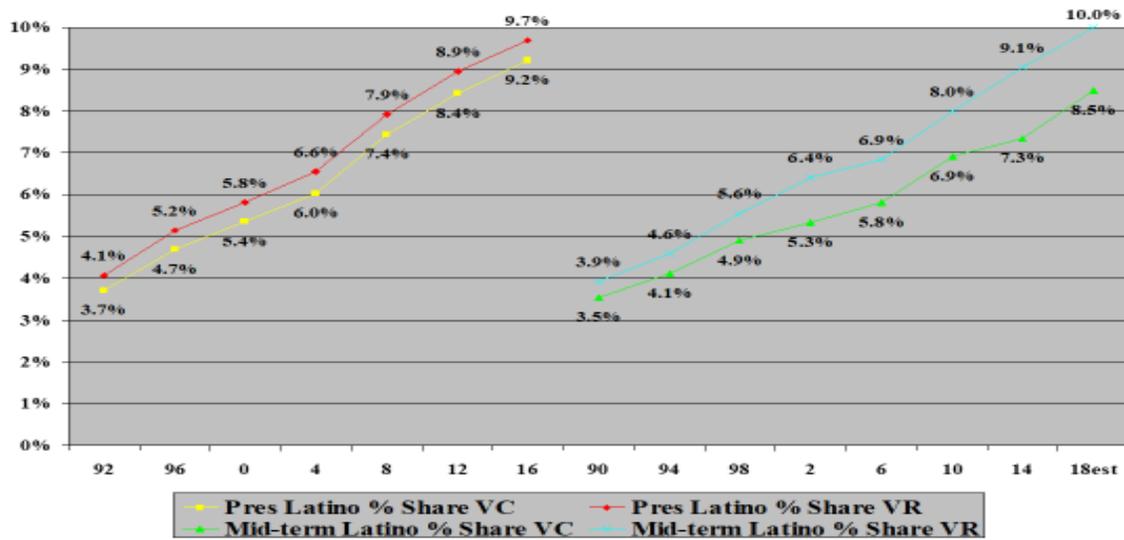
Numbers in Thousands



Source: US Census Bureau, Current Population Survey, Voting and Registration Series, 1972-2016. 2018 WCVI Estimates

- The Latino vote will comprise about 8.5%% of all votes cast in 2018 compared to 7.3% and 6.9% respectively in 2014 and 2010.

III. US Latino %Share of Votes Cast and Registration, 1992-2018



Source: US Census Bureau, Current Population Survey, Voting and Registration Series, 1972-2016. 2018 WCVI Estimates

Though 2020 is still a long way off in “political time” if in 2018 the Latino vote does not shrink it can be reliably expected to grow to 17-18 million registered voters (growth of 1.7 to 2.7 million net voters over 2016) and 14-15 million votes cast (83% turnout of registered).

It can also be expected that the Latino vote will reach critical mass to be able to elect top of the ticket candidates statewide and or tip Presidential elections in Arizona, Virginia, Georgia, New York, and North Carolina.

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