

New 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](http://explore.regionalchange.ucdavis.edu/ccep)

Latino eligible voter turnout rate in the 2014
general election



17.3%

6.8 million eligible Latinos in California

Only 1.1 million Latinos actually voted

Asian-American eligible voter turnout in the November 2014 election

18.4%

3 million
eligible Asian-Americans in California

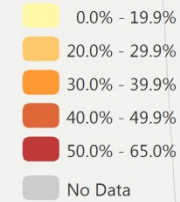
Only 545,000
million Asian-Americans actually voted

Total Eligible Voter Turnout

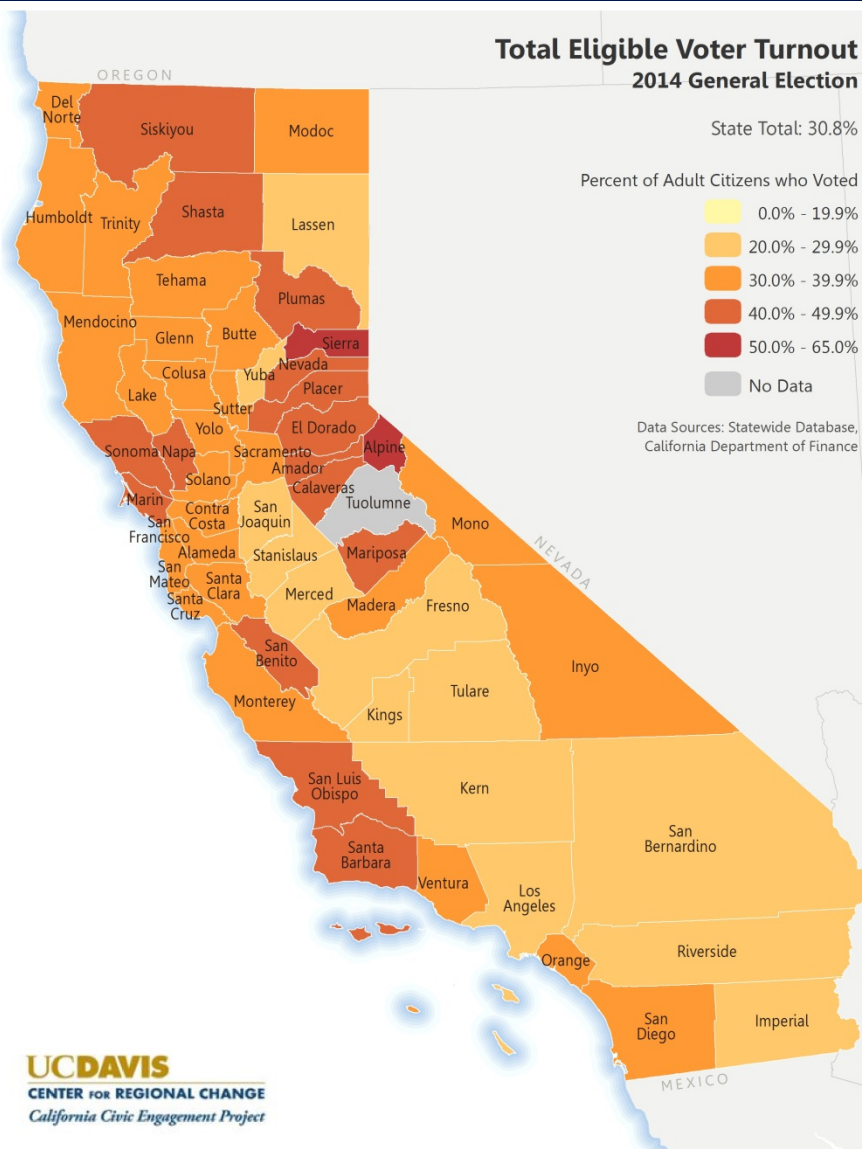
2014 General Election

State Total: 30.8%

Percent of Adult Citizens who Voted



Data Sources: Statewide Database,
California Department of Finance

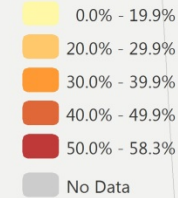


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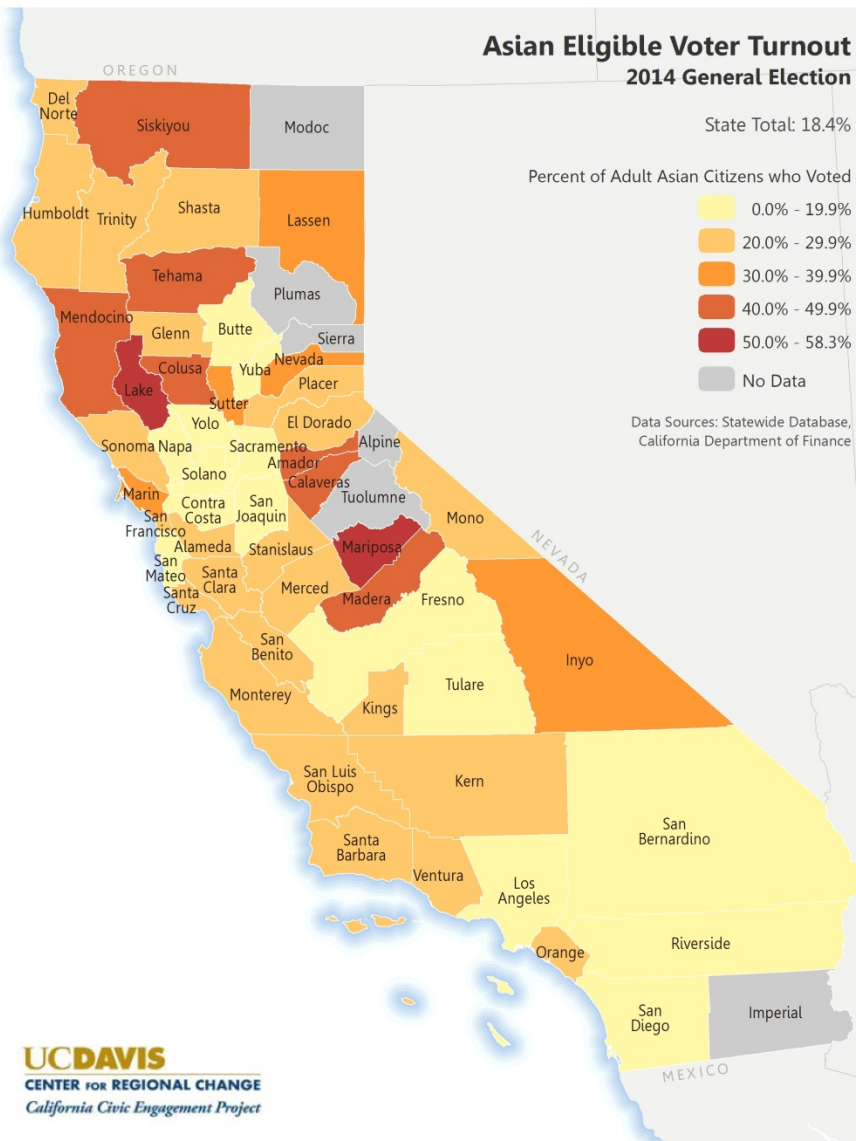
Asian Eligible Voter Turnout 2014 General Election

State Total: 18.4%

Percent of Adult Asian Citizens who Voted



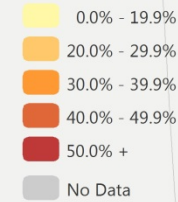
Data Sources: Statewide Database,
California Department of Finance



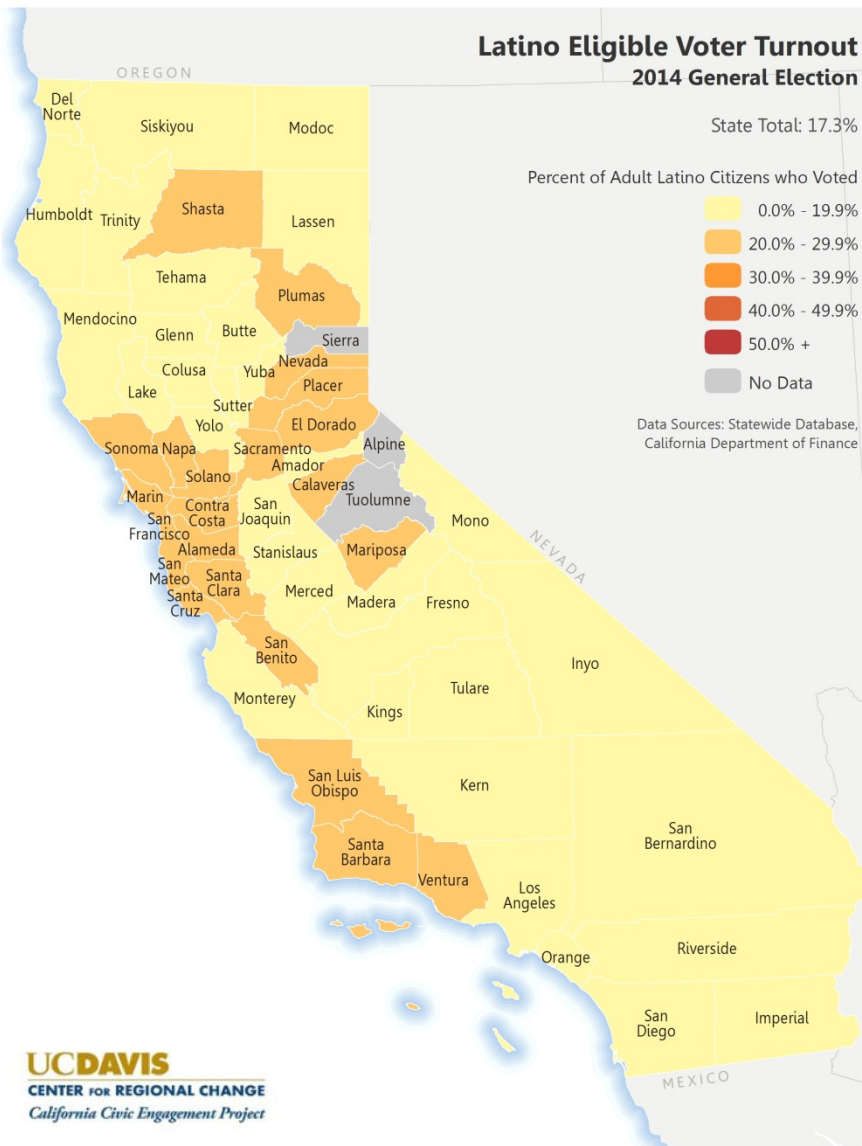
Latino Eligible Voter Turnout 2014 General Election

State Total: 17.3%

Percent of Adult Latino Citizens who Voted



Data Sources: Statewide Database,
California Department of Finance



Latinos and Asian-Americans Underrepresented Among Voters

Latinos:

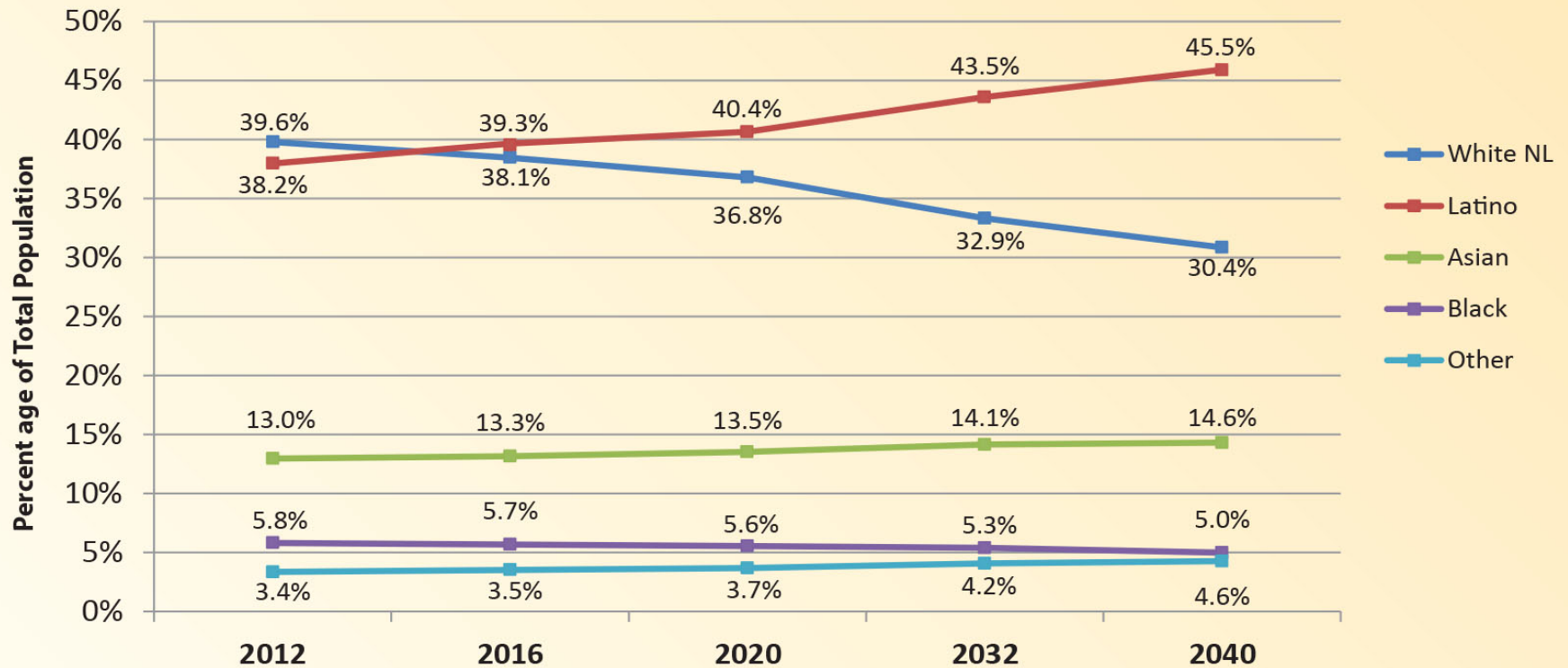
- 15.4% of all voters
- 28% of eligible voter population
- 39% of total population

Asian-Americans:

- 7.4% of all voters
- 12.4% of eligible voter population
- 13.3% of total population

**What should one expect in the
2016 elections and beyond?**

2012-2040 Projected Total Population California



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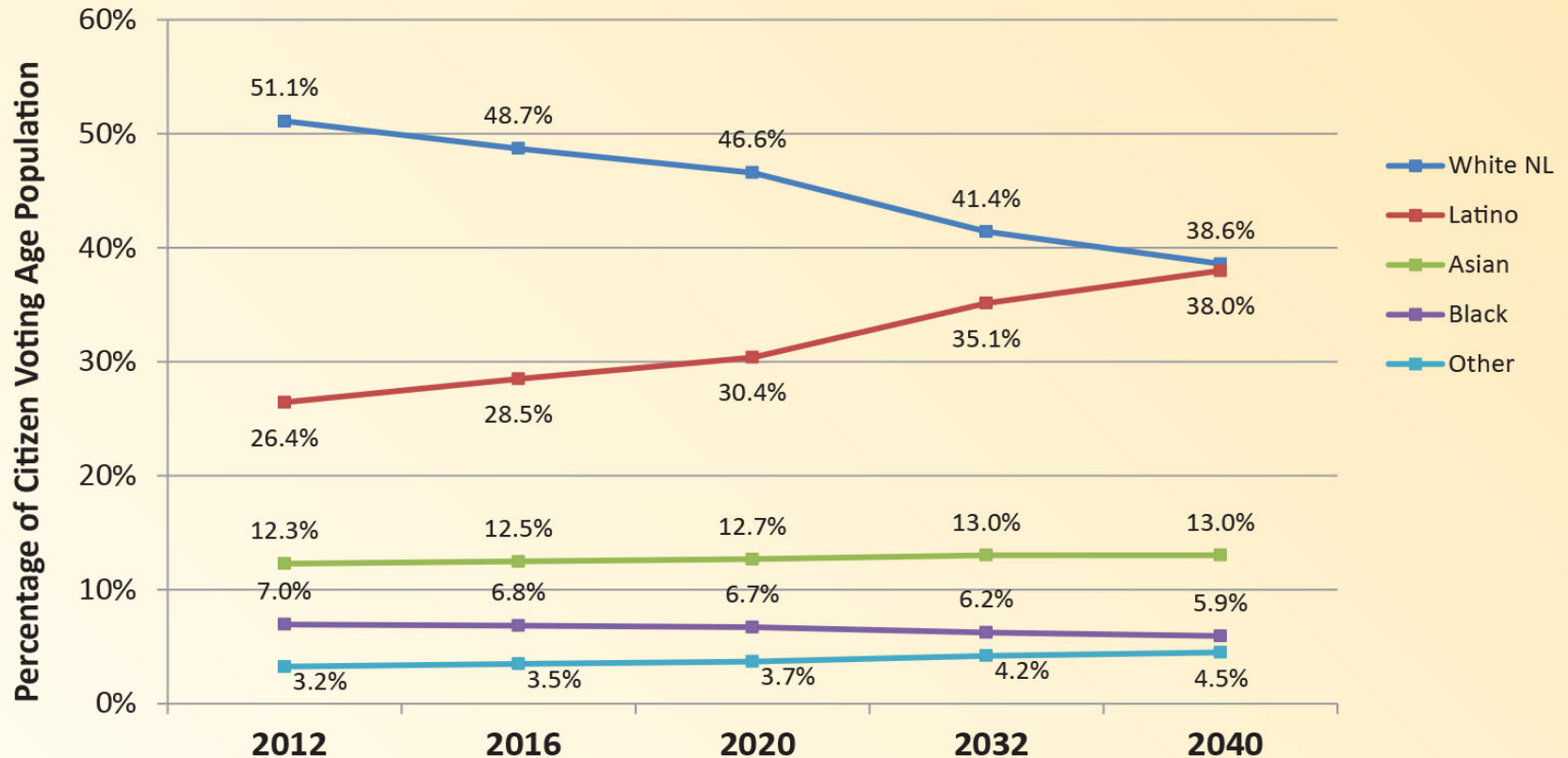
California Civic Engagement Project

Data Source:

California Department of Finance Population Projections

UC Davis California Civic Engagement Project - CCEP

2012-2040 Projected Citizen Voting-Age Population California



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California Civic Engagement Project

Data Source:

California Department of Finance Population Projections

UC Davis California Civic Engagement Project - CCEP

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 and Asian Voters

By 2040:

- Asian-American percent of the vote increase slightly to 8%
- Latinos and Asian-Americans combined will be 37% of California's eligible voters who actually cast a ballot
- They will be more than 50% of eligible voters in many of the state's counties

Today's Take-a-Ways

1. Dramatic underrepresentation in CA's vote
2. Significant growth in state's eligible voter population will bring opportunities and challenges
3. Understanding the characteristics of California's eligible non-voters will be key to mobilization and reform efforts

Thank you

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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?

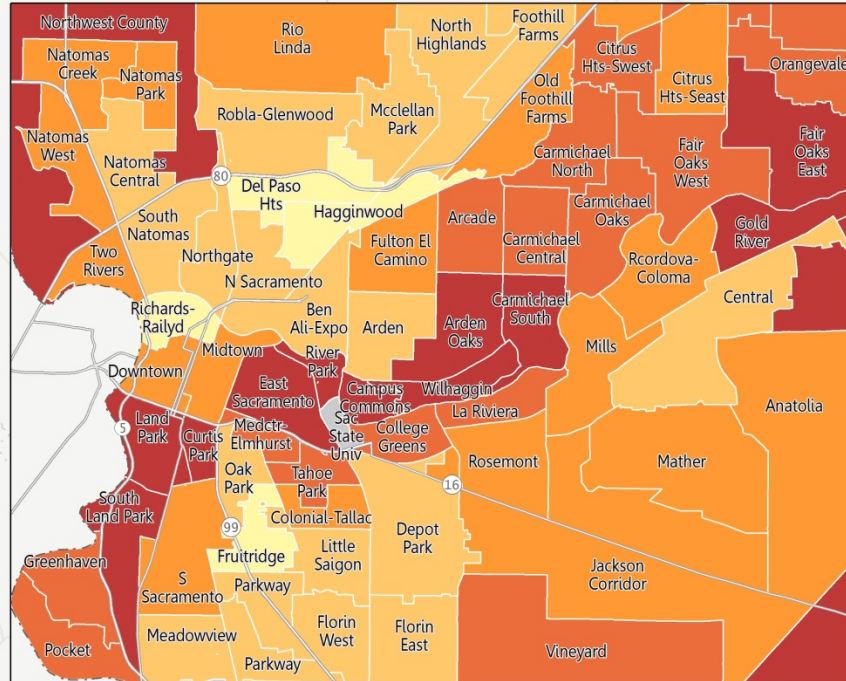
- Electoral system
- Outreach
- Civics education – high schools
- Nonprofits can be key!



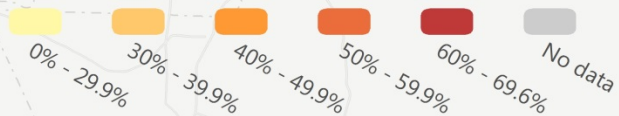
Solutions need to be relevant for communities

Total Registered Voter Turnout 2014 General Election

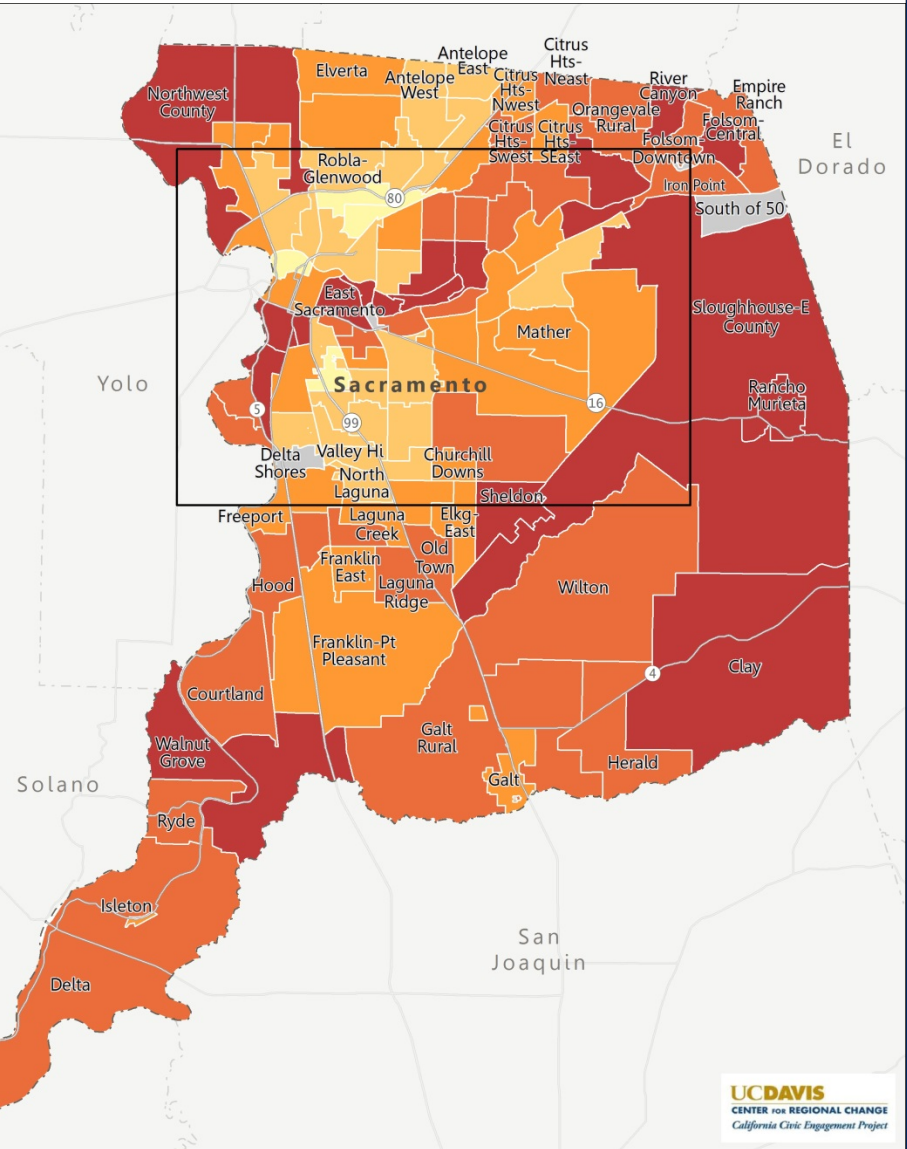
Sacramento County total: 48.0%



Percent of Registered Voters Who Voted, by Community

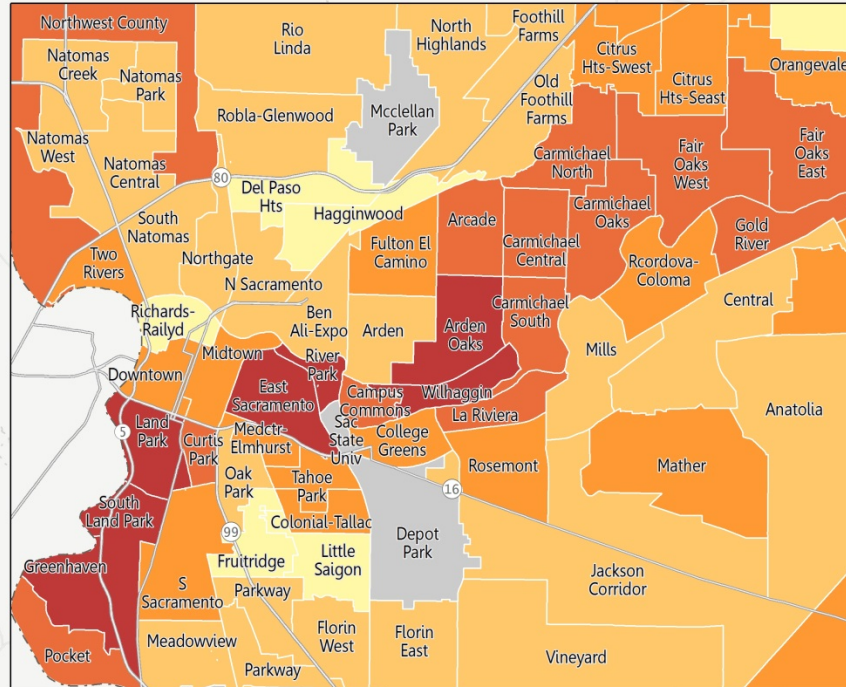


Data Source: Statewide Database



Asian Registered Voter Turnout 2014 General Election

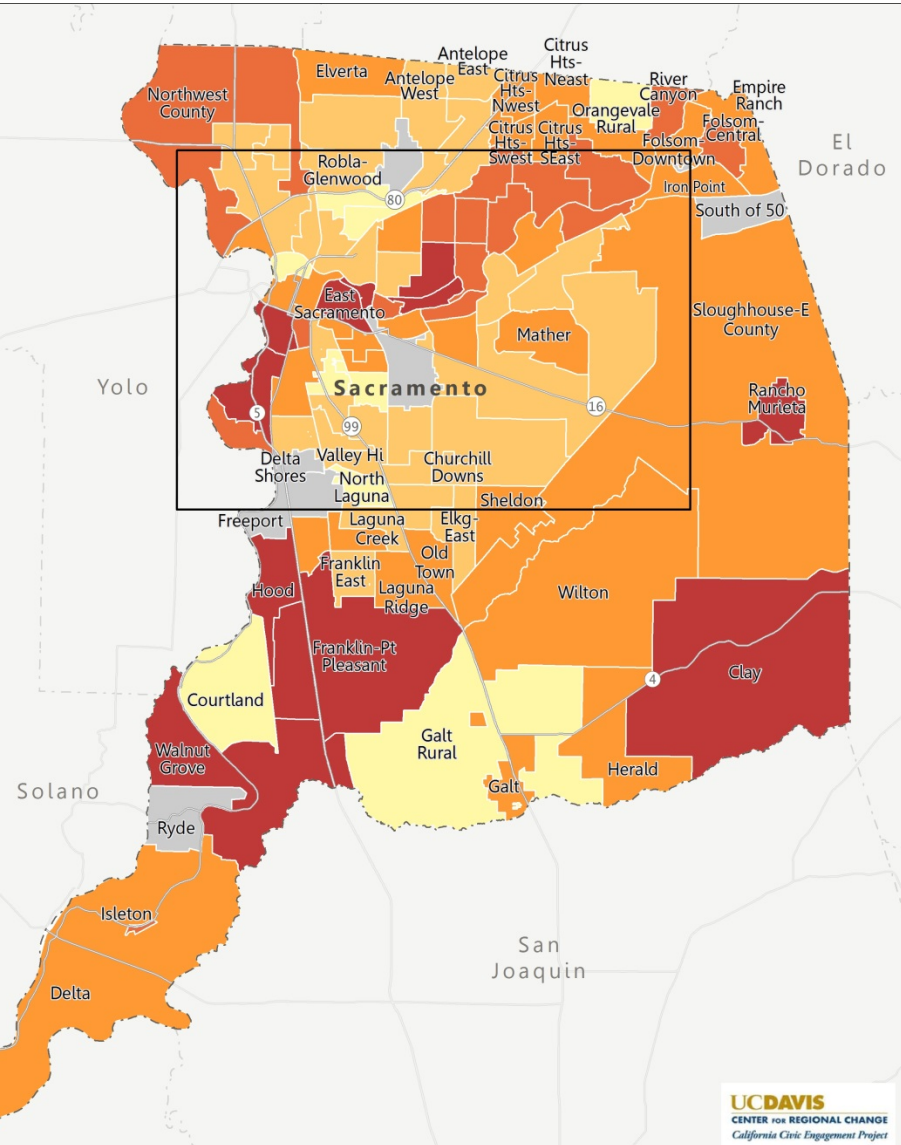
Sacramento County total: 42.1%



Percent of Registered Asian Voters Who Voted, by Community

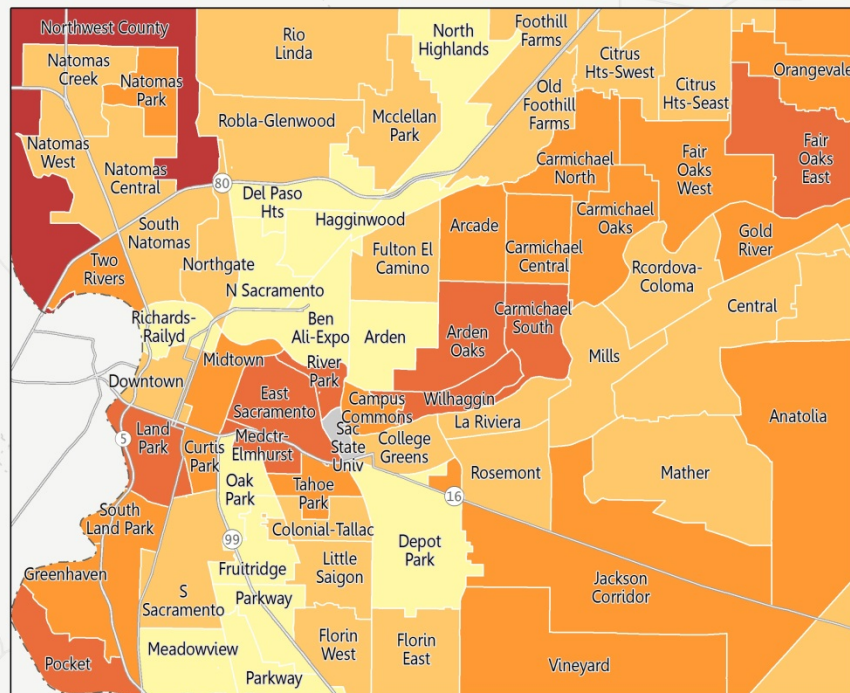


Data Source: Statewide Database



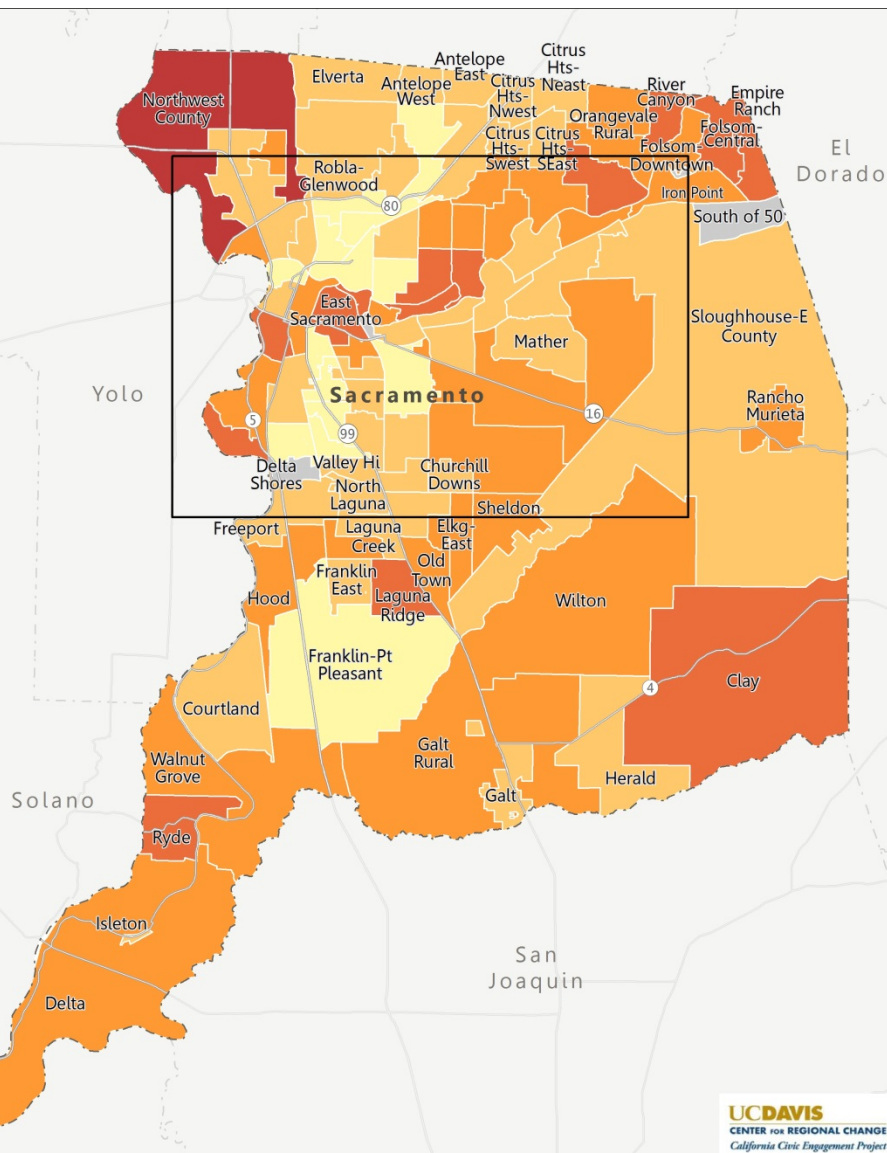
Sacramento County total: 36.4%

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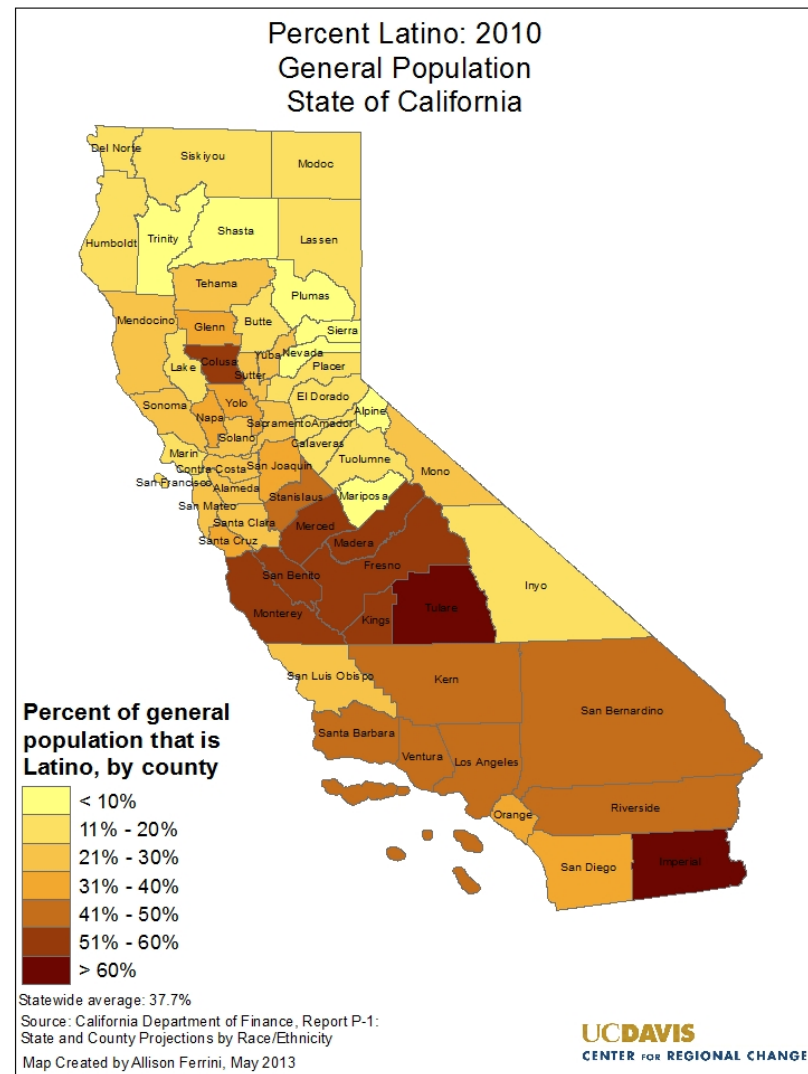


0% - 29.9% 30% - 39.9% 40% - 49.9% 50% - 59.9% 60% - 69.6% No data

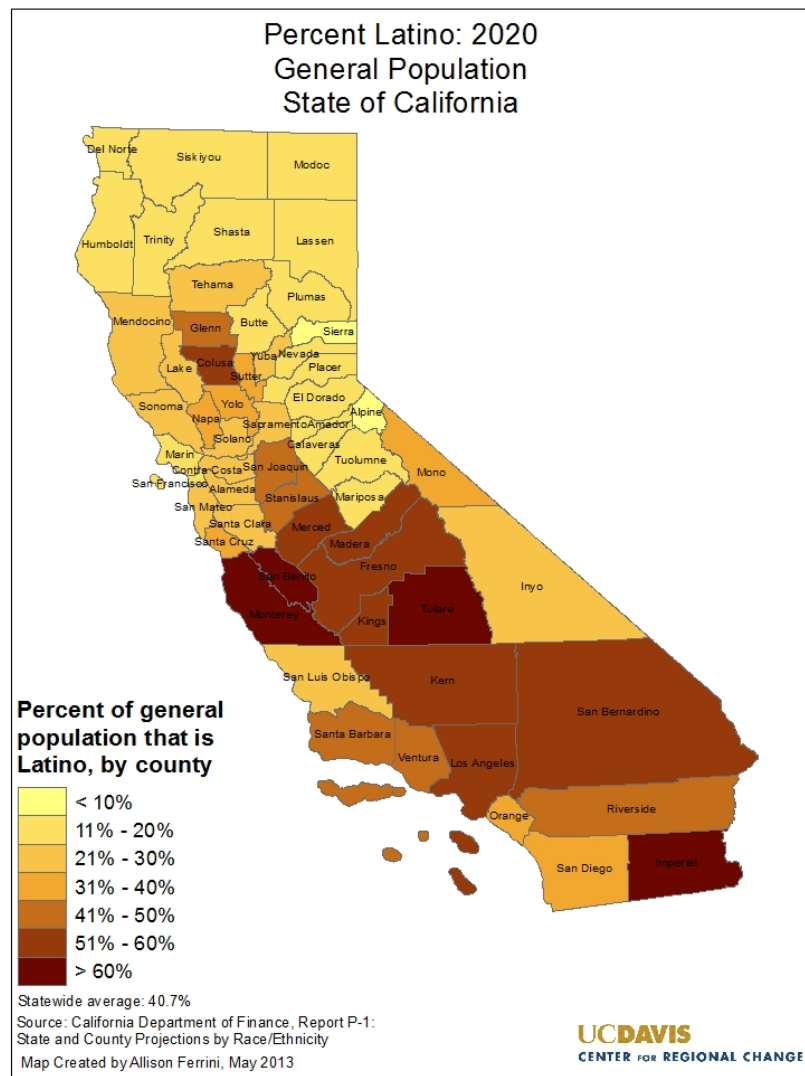
Data Source: Statewide Database



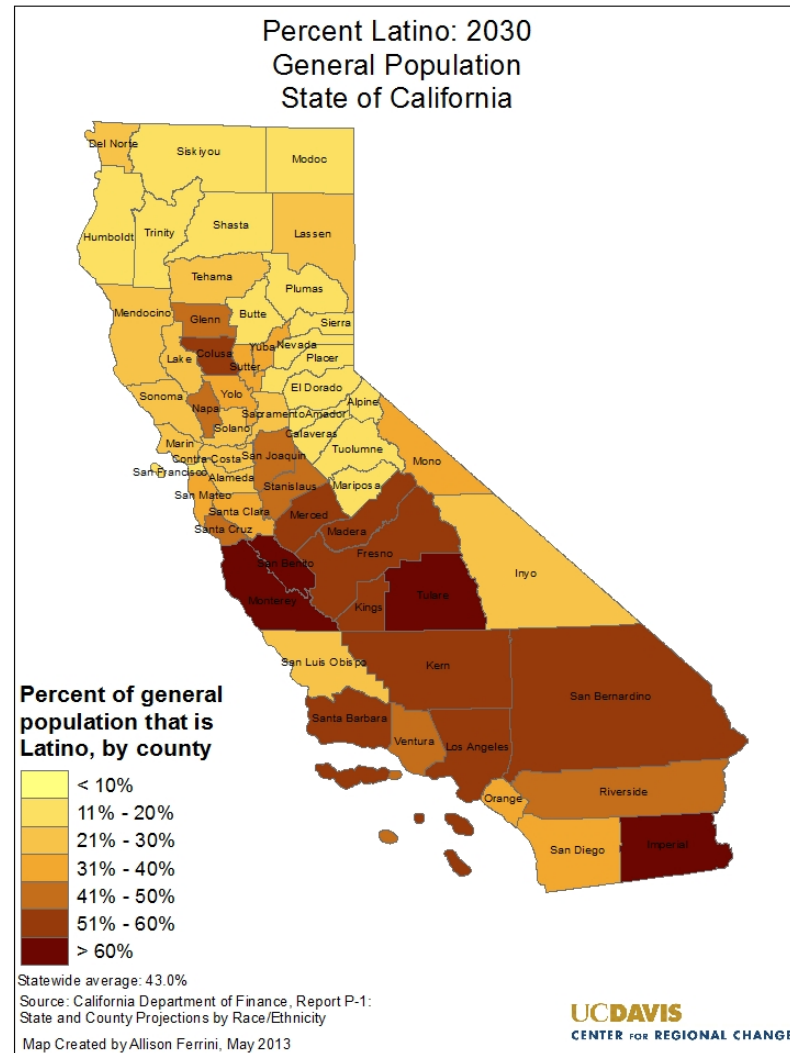
Latino Population: 2010



Latino Population: 2020



Latino Population: 2030



Latino Population: 2040

