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 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







Latinos and Asian-Americans Underrepresented Among Voters

Latinos:

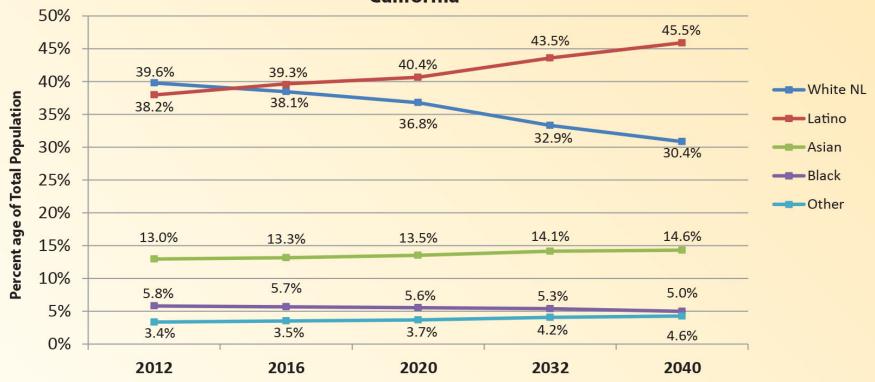
- 15.4% of all voters
- 28% of eligible voter population
- 39% of total population

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



UCDAVIS

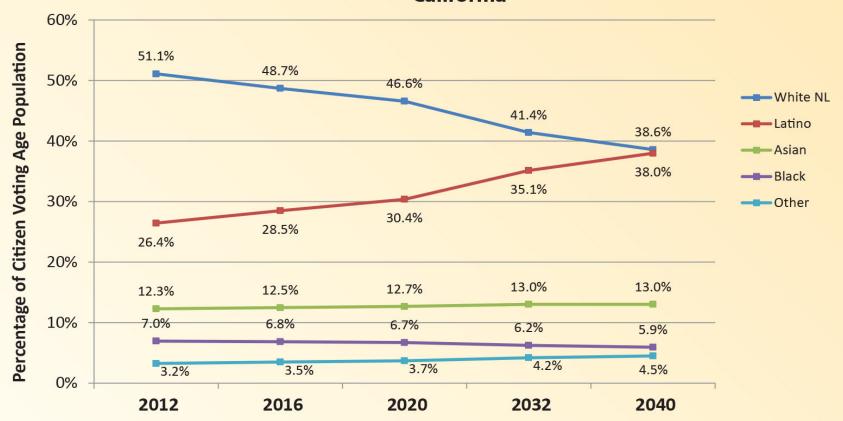
CENTER FOR REGIONAL CHANGE

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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Data Source:

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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
- 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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@ccep_ucd

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





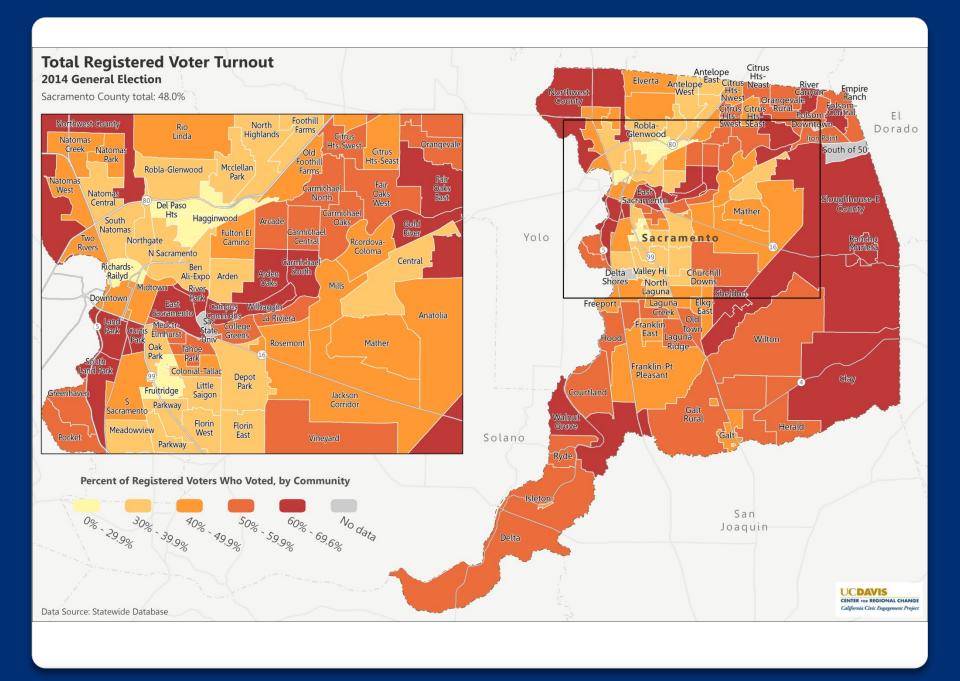


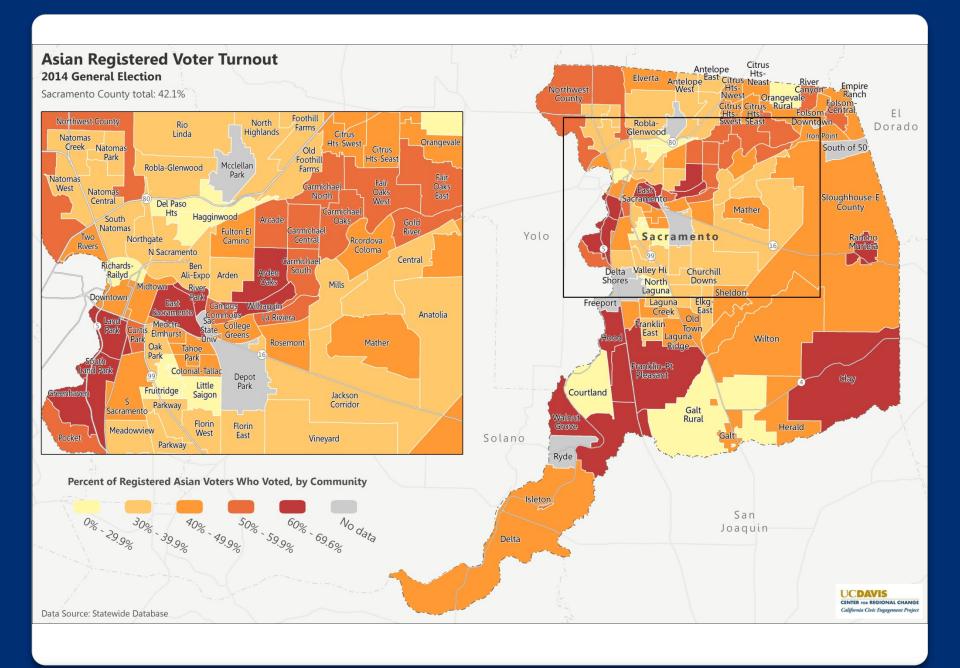
Civics education – high schools



Nonprofits can be key!

Solutions need to be relevant for communities





Latino Registered Voter Turnout Citrus Antelope 2014 General Election Elverta Antelope East Citrus Neast **Empire** West Sacramento County total: 36.4% Nwest Orangevale Citrus Citrus Rural Hts- Hts- Fol Folsom-Central Εl Foothill Northwest County North Robla-Downtown Rio Dorado Farms Highlands Glenwood Linda Citrus Natomas Hts-Swest Orangevale Creek _Natomas Citrus South of 50 Old Park Hts-Seast Foothill Mcclellan Robla-Glenwood Farms Park Natomas Carmichael West East Natomas Oaks North Sacramento Sloughhouse-E Central West Del Paso County Mather Hts Carmichael Hagginwood South Oaks Natomas Fulton El Carmichael River Yolo Sacramento Rancho Northgate Central Rcordova Camino Rivers Murieta Coloma N Sacramento Central Carmichael Richards-Ben Valley Hi Delta Churchill Railyd Ali-Expo Arden Shores Downs North Mills Midtown River Laguna Sheldon Downtown Freeport Laguna Elkg-Campus Wilhaggin East Sacramento Commons Creek Anatolia La Riviera Old Franklin College Park Curtis Elmhurst Town State East Laguna Ridge Greens Wilton Univ Rosemont Mather Oak Tahoe Park Park Franklin-Pt Land Park Colonial-Tallac Pleasant Depot Little Park Fruitridge Courtland Greenhaven Saigon Jackson Parkway Sacramento Rural Florin Florin Grove Herald Meadowview West East Galt Solano Vineyard Parkway Ryde Percent of Registered Latino Voters Who Voted, by Community Isleton San 0% 30% 40% 50% 60% No data Joaquin Delta **UCDAVIS** CENTER FOR REGIONAL CHANGE California Civic Engagement Project Data Source: Statewide Database

