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

<table>
<thead>
<tr>
<th>Year</th>
<th>White NL</th>
<th>Latino</th>
<th>Asian</th>
<th>Black</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>39.6%</td>
<td>38.2%</td>
<td>13.0%</td>
<td>5.8%</td>
<td>3.4%</td>
</tr>
<tr>
<td>2016</td>
<td>39.3%</td>
<td>38.1%</td>
<td>13.3%</td>
<td>5.7%</td>
<td>3.5%</td>
</tr>
<tr>
<td>2020</td>
<td>40.4%</td>
<td>36.8%</td>
<td>13.5%</td>
<td>5.6%</td>
<td>3.7%</td>
</tr>
<tr>
<td>2032</td>
<td>43.5%</td>
<td>32.9%</td>
<td>14.1%</td>
<td>5.3%</td>
<td>4.2%</td>
</tr>
<tr>
<td>2040</td>
<td>45.5%</td>
<td>30.4%</td>
<td>14.6%</td>
<td>5.0%</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

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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<thead>
<tr>
<th>Year</th>
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<th>Latino</th>
<th>Asian</th>
<th>Black</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>51.1%</td>
<td>26.4%</td>
<td>12.3%</td>
<td>3.2%</td>
<td>7.0%</td>
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<tr>
<td>2016</td>
<td>48.7%</td>
<td>28.5%</td>
<td>12.5%</td>
<td>3.5%</td>
<td>6.8%</td>
</tr>
<tr>
<td>2020</td>
<td>46.6%</td>
<td>30.4%</td>
<td>12.7%</td>
<td>3.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>2032</td>
<td>41.4%</td>
<td>35.1%</td>
<td>13.0%</td>
<td>4.2%</td>
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<td>13.0%</td>
<td>4.5%</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

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

Mindy Romero, Ph.D.
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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
Latino Population: 2010

Percent Latino: 2010
General Population
State of California

Percent of general population that is Latino, by county:
- < 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%
- > 60%

Statewide average: 37.7%
Source: California Department of Finance, Report P-1: State and County Projections by Race/Ethnicity
Map Created by Allison Ferrai, May 2013
Latino Population: 2020

Percent Latino: 2020
General Population
State of California

Percent of general population that is Latino, by county
- < 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%
- > 60%

Statewide average: 40.7%
Source: California Department of Finance, Report P-1: State and County Projections by Race/Ethnicity
Map Created by Allison Ferrini, May 2013
Latino Population: 2030

Percent of general population that is Latino, by county

- Less than 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%
- Greater than 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