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2018
Voter Registration Impact Report

Voter participation in the 2018 elections represented the highest turnout in a midterm election in close to 100 years. Specifically, the Latino electorate turned out and made an incredible impact on the 2018 midterms. For the first time, Latinx midterm participation closely mirrored their presidential levels **(76% of registered Latinx voted in 2018 compared to 79% in 2016). The proven result:** Once registered and engaged, Latinos vote.

- In 2018, **Latino voter turnout reached 11.7 million** - a record high for a midterm election year [i]
- Nearly a quarter of **Latinos who voted in 2018 cast a ballot in a midterm for the first time** [ii]
- According to a 2018 Voto Latino/Change Research post-election survey of young Latinx voters reported that **94% plan to vote in local and national elections** moving forward
- Latinos are one of the youngest and fastest-growing groups in the nation, with **nearly 59 million Latinos** in the U.S. [iii]
- **Latinos will have a larger share of eligible voters in the 2020 election**, making it the first time this population is the largest minority group in the electorate, accounting for **over 13% of all U.S. eligible voters** [iv]
- **32 million Latinos will be eligible to vote in 2020 across the country,** compared with 30 million African-Americans [v]
- Eligible Latino voters continue to increase each election cycle. **More than 29 million Latinos** were eligible to vote for the 2018 midterm elections compared to **25.2 million Latinos** that were eligible to vote in the 2014 midterms [vi] [vii]
- Young Latinos make up a large share of the Latino electorate, with nearly **3 million Latinos turning 18 since 2014** [viii]
- States across the country have seen a **growth in Latino eligible voters, including states such as North Carolina (28.2%)** [ix]

Overview of the Voto Latino Program:
In 2018, Voto Latino (VL) ran an ambitious voter registration program to target unregistered Latinx voters in 11 priority states: Arizona, California, Colorado, Florida, Georgia, North Carolina, New Mexico, Nevada, Pennsylvania, Texas, and Wisconsin. Voto Latino's online and on-the-ground efforts began immediately after the November 2016 elections – transforming the post-election momentum for participation into new voters ready to go to the polls in the midterm elections. VL's year-round voter engagement efforts ramped up in 2017 with the *When They Go Low, We Go Local* civic-engagement campaign that generated over 200 on the ground events and voter registration drives, while establishing a volunteer network in 14 cities within key program states, including Arizona, Nevada, Colorado, California, Texas, and Florida.

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In 2018, the Somos Más campaign was launched. Somos Más, working within a relational-based organizational model, consisted of a diverse coalition of 80 national partners and local Voto Latino chapters, a digital-paid advertising program, and VoterPal – an app Voto Latino launched to simplify voter registration. The Apple App store named VoterPal amongst the top 5 best political apps of 2018. As part of our process, after initially registering voters, Voto Latino ran a follow up outreach program with digital ads, as well as email and text messages to ensure that the newly-registered voters had the information they needed to vote.

Highlights - Voto Latino Registered Voters in 2018

These highlights are based on the analysis of VL's data by Marion Street Strategies, detailed in the Methodology section of this report.

Voto Latino's 2018 Midterm Registration Results:
- **202,399 completed voter registration applications** in time for the 2018 midterm elections, at an **average cost of $11.36** per voter registration
- **14.2% increase of VL voters registered from 2016 presidential elections**
- **295.1% increase from VL voters registered in the 2014 midterm cycle**
- **In 2018, 98% of voters registered through VL's digital and SMS platforms**
    - VL digital program generated 178,615 voter registrations
    - VL VoterPal app directly generated 20,228 voter registrations
    - On-the-ground and partner traffic generated 3,556 voter registrations
- **90% of voters registered live in 11 critical states:** Arizona, California, Colorado, Florida, Georgia, North Carolina, New Mexico, Nevada, Pennsylvania, Texas, and Wisconsin.
    - **In Texas, VL directly registered 15% of all new voters** from March 2018 to October 2018 for a total of **58,135 Texan registrants** (49% increase from the 2016 cycle)

COMPLETED VL APPLICATIONS BY STATE

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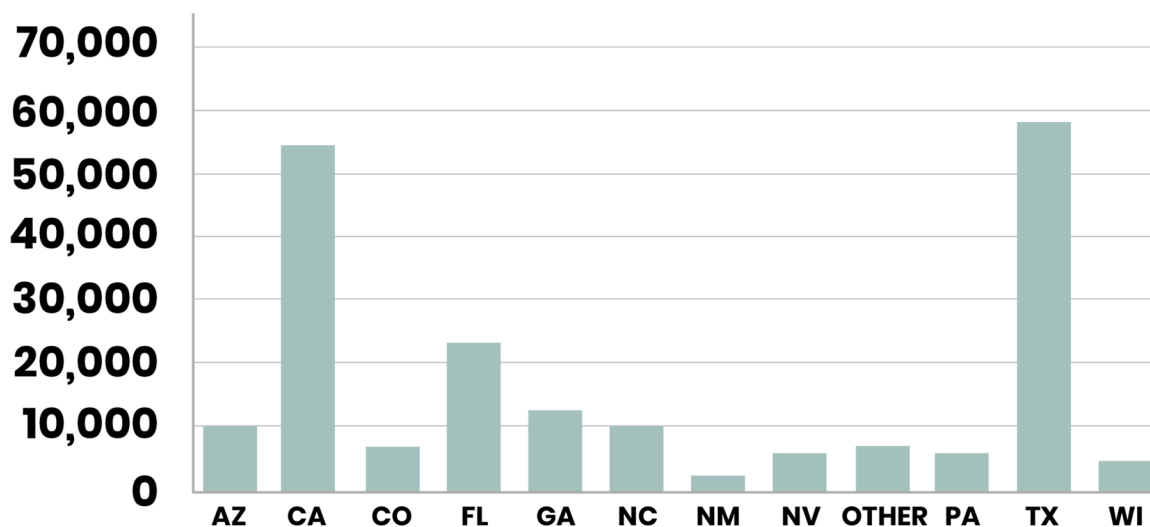
- **55.5% of total VL registered voters** were 18 to 34 years old
- **51.5% of VL registered voters** were Latinx (based on modeled data)
- **73% of VL registered voters** were people of color (based on modeled data)
- **VL garnered 4 billion unpaid media impressions in the 2018 midterm elections cycle** (via social and earned media)

2018 Voto Latino Get-Out-the-Vote (GOTV) Efforts:

- **1.6 million GOTV** touches targeting 500,000 voters
- **Distributed 9,600 Lyft rides** to the polls in critical states through corporate partnerships
- **70 grassroots events** in key markets
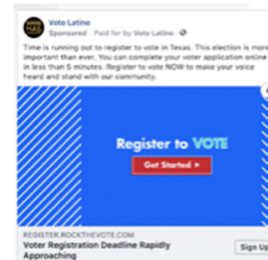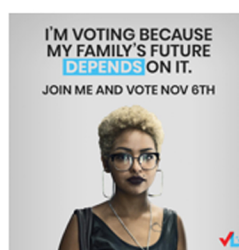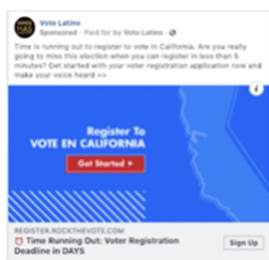- **700 million unpaid media impressions**

Voto Latino's Post-Midterm Elections Analysis Toplines:

- From 2012 to 2016, Voto Latino has registered 307,664 unique applicants with 204,601 registrants successfully matched to the voter file, of which an average of 77% voted in their respective years. Overall, Voto Latino had 67% match rate of all voter registrations collected according to the 2016 Independent Voter Registration (IVR) post-election analysis.
- In the 2016 IVR Report produced by Kelly Beadle and Becky Rothmeier, Voto Latino was rated among the top 10 national/regional organizations that did voter registration across 36 states in 2016, even though VL only ran a paid program in 11 states (See Appendix A for historic Voto Latino data). The 2018 IVR report is being housed at the Jonathan M. Tisch College of Civic Life at Tufts University and the research will be conducted in the summer of 2019.
- Of the Voto Latino completed voter registration applications in 2018, in states where the voter file has been released already, 89% were matched to the Catalist file, 82% were successful registrants, and 76% of those matched successfully voted on or before Election Day. More narrowly, in Voto Latino's 11 priority states (AZ, CA, CO, FL, GA, NC, NM, NV, PA, TX, and WI), we found that 90% of the voters VL registered were matched to the Catalist file and 77% successfully voted on or before Election Day. By comparison, 40% of total U.S. Hispanic citizens reported that they voted in 2018. The following table shows calculations on the success rate and
- Diving into VL's data by state, there was an increase in voter turnout from 2014 midterm elections and significant gains in voter turnout in states where VL's digital program was paired with an expanded grassroots component, through relational organizing with local chapters and partnerships with local voter engagement state tables. States with a VL expanded grassroots program included Arizona, California, Nevada, Pennsylvania, Texas, and Wisconsin.

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2018 VOTER REGISTRATION OVERVIEW [1]

VOTO LATINO PROGRAM STATES	2018 % SUCCESSFUL REGISTRANTS	2018 % VL TURNOUT RATE [2]	2018 TURNOUT AS A % OF VOTING ELEGIBLE POPULATION [3]	2018 % GENERAL TURNOUT RATE (CENSUS) [4]
AZ	72%	76%	49.1%	86%
CA	84%	79%	49.6%	84%
CO	81%	87%	63%	89%
FL	82%	76%	54.9%	84%
GA	82%	79%	55%	84%
NV	84%	82%	47.5%	79%
NM	77%	79%	47.3%	78%
NC	76%	77%	49.6%	76%
PA	93%	78%	51.4%	80%
TX	83%	74%	46.3%	76%
WI	75%	90%	61.7%	89%
AVERAGE	82%	77%	49.7%	80%

- Notably, Pennsylvania has the highest rate of VL successful voter registrants at 93%, while Wisconsin leads with the highest voter turnout rate of 90% - both states have online voter registration options and have had a VL program since 2012. While these two state programs were smaller than their counterparts in Texas, California and Florida – the high level of accuracy will inform future VL voter registration campaigns.

- Looking at this data across the states, we see a parallel performance in Voto Latino's priority states as the national average turnout in the 2018 midterm elections. These voter registration results were in part due to VL's efficient online methodology and immediate adoption of refined messaging and audience segmentation on VL digital channels and in targeted online ads. Once implemented, ads focused on custom messaging.

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Post-Election Research - Young Latino Voters:

Voto Latino worked with Change Research to survey young Latino voters after the 2018 midterm elections. The online survey, conducted November 9-12, 2018, surveyed 1,586 people below the age of 35 who identify as Hispanic, Latinx, or from a Spanish-speaking background in key states with large Latino populations: Arizona, California, Colorado, Florida, Nevada, and Texas. The survey found Latinx voters are highly motivated and energized by the 2018 midterm elections and plan to stay civically engaged in the election process moving forward.

- Of those surveyed, **94% said they will continue to vote in upcoming elections, and nearly one-third said they plan to learn more about the issues driving local politics in their community.**
- Additionally 26% of those surveyed were new voters, signaling the growth in engagement among young Latinx voters.
- The survey also found that many respondents did not feel prepared to vote in the election due to a lack of information about candidates. Forty-two percent of those surveyed said they would have liked more information about the candidates who are running. Looking at issues of importance to the Latinx respondents, 82% of voters said making higher education more affordable was a factor that will contribute to or make it more likely for them to vote for a future candidate. And not surprisingly, 70% of voters said they are less likely to vote for a candidate who supports the southwest border wall.
- Protecting the Deferred Action for Childhood Arrivals (DACA) program and supporting Medicare-for-all are also top priorities for our Latinx voters.
- Finally, the Somos Más campaign continues to resonate deeply with voters. Sixty-four percent of those surveyed said they identify with the theme and messaging, "Somos Más - Together We Are More." This is a positive signal for continued year round civic engagement of our Latinx voters through the Somos Más campaign.

Key Takeaways:

- Two months before the 2018 midterm election, NALEO Educational Fund and Latino Decisions survey found that nearly 60 percent of Latino registered voters had yet to be contacted by a campaign, political party or organization. Latinos will now be a larger share of eligible voters in the 2020 election and while Latinx voters are civically engaged, it is also clear that candidates and campaign organizations have more work to do when it comes to effectively reaching this constituency early and ensuring they are equipped with information that can help them make informed decisions at the voting booth.
- While each VL program method was effective, Voto Latino's online voter registration program continues to be critical, particularly in states where it is paired with an expanded grassroots relational program of VL chapters and local partners.
- Continued investment in VL's digital tools, such as the VoterPal app, and year-round voter engagement will allow for continued growth and impact heading into 2020. In fact, CIRCLE found that a substantial amount of young voters said they were contacted about voting in the 2018 midterm elections by their peers, making tools like VoterPal critical to increase the mobilization power of young people.
- VL's SMS engagement was core to the voter registration program and GOTV efforts. More research and testing are needed to identify the role that VL's SMS engagement played in turnout across states and at the county level.

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Methodology: Voter Registration Analysis

In order to have a complete view of Voto Latino's voter registration impact, we used three distinct methods and partnerships to obtain and analyze the 2018 voter data on completed applications and registered voters, which included Rock the Vote, Blue Labs, and partnerships with state tables. The primary source of data is Rock the Vote (RTV), which provided the digital module and data collection tool for the online voter registrations. RTV partners with Catalist and has matched Voto Latino's records against the Catalist voter file. The data in this memo is from a match completed in February 2019 and we expect an updated match in late May 2019 after all states have published their updated voter file and the IVR report in the month of June. The matches are delivered as aggregates, grouped by the RTV model with voters broken down into matched, unmatched, active, inactive, duplicate and voted in 2018.
From this summary data, we can estimate the voter registration match rate and the voter turnout rate. The voter registration match rate is calculated as total matched records divided by unique records RTV analyzed. Turnout rate is calculated as 2018 voters divided by active and inactive voters who matched the Catalist voter file.

About Voto Latino

Voto Latino (VL) is a non-profit, non-partisan 501(c)3 organization that empowers American Latinos to claim a better future through civic participation. VL was founded fifteen years ago as a next-generation, civic media organization focused on reaching young Latinos ages 18-35. Since its inception, VL has reached more than 55 million house-holds, ensuring constituents are educated and informed of the power of their voice through their vote.
Among national civic engagement groups, VL is the only group proven to be adept at reaching Latino Millennials online and at scale. VL has seen consistent impact in states over the years due to consistent and year-round engagement. Voto Latino plans to continue year-long engagement with voters through targeted persuasion and in preparation for the 2020 elections. VL aims to maintain an engaged voter while seeking to close the 15 million unregistered voter registration gap that exists.

About Somos Más

Somos Más is Voto Latino's call to unite the Latino community, many of whom are under constant attack by negative rhetoric and public policies. Somos Más is our community's call to action to fight back against negativity and focus on our strengths as a community and diverse country. Somos Más engages and empowers all young people, including those who are likely to become or are already active civic participants. Most importantly, Somos Mas reaches out to Latinos who may not see themselves as part of the current political process, but strongly value their family and community. The campaign will continue to reach out to these potential voters through technology, cultural and issue-related information that recognizes their interests and priorities as leaders within their households and families, and their capacity to be agents of change in our communities.

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INDEPENDENT VOTER REGISTRATION (IVR) REPORTS (2012–2016)*:

YEAR	UNIQUE APPLICANTS	MATCHED APPLICANTS	SUCCESSFUL REGISTRANTS	ROLL-CHANGING [5]	NEW REGISTRANTS	ROLL CHANGE VOTERS [6]	NEW VOTERS [7]
2012	81,067	68,114	51,670	41,315	20,252	32,990	14,897
2014	52,331	40,810	29,766	25,679	13,287	15,434	7,482
2016	174,266	147,788	123,165	100,729	44,642	82,957	35,150
TOTAL	307,664	256,712	204,601	167,723	78,181	131,381	57,529

*The 2018 IVR report is expected to be released in 2019.

YEAR	% SUCCESSFUL REGISTRANTS	TURNOUT RATE: ROLL-CHANGING	TURNOUT RATE: NEW REGISTRANT	TURNOUT RATE: ROLL-CHANGING AND NEW REGISTRANT
2012	64%	80%	74%	78%
2014	57%	60%	56%	59%
2016	71%	82%	79%	81%
TOTAL	67%	78%	74%	77%

i Jens Manuel Krogstad, Luis Noe-Bustamante, and Antonio Flores. (2019). Historic highs in 2018 voter turnout extended across racial and ethnic groups.
   Retrieved from: https://www.pewresearch.org/fact-tank/2019/05/01/historic-highs-in-2018-voter-turnout-extended-across-racial-and-ethnic-groups/
ii Jens Manuel Krogstad, Luis Noe-Bustamante, and Antonio Flores. (2019). Historic highs in 2018 voter turnout extended across racial and ethnic groups.
   Retrieved from: https://www.pewresearch.org/fact-tank/2019/05/01/historic-highs-in-2018-voter-turnout-extended-across-racial-and-ethnic-groups/
iii Antonio Flores. (2017). Facts on U.S. Latinos, 2015 - Statistical portrait of Hispanics in the United States.
   Retrieved from: https://www.pewhispanic.org/2017/09/18/facts-on-u-s-latinos/
iv Anthony Cilluffo and Richard Fry. (2019). An early look at the 2020 electorate.
   Retrieved from: https://www.pewsocialtrends.org/essay/an-early-look-at-the-2020-electorate/
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   Retrieved from: https://www.pewsocialtrends.org/essay/an-early-look-at-the-2020-electorate/
vi Antonio Flores and Mark Hugo Lopez. (2018). Key facts about Latinos in the 2018 midterm elections.
   Retrieved from: https://www.pewresearch.org/fact-tank/2018/10/15/key-facts-about-latinos-in-the-2018-midterm-elections/
vii Mark Hugo Lopez, Jens Manuel Krogstad, Eileen Patten, and Ana Gonzalez-Barrera. (2014). Latino Voters and the 2014 Midterm Elections -
   Geography, Close Races and Views of Social Issues. https://www.pewhispanic.org/2014/10/16/latino-voters-and-the-2014-midterm-elections/
viii Antonio Flores and Mark Hugo Lopez. (2018). Key facts about Latinos in the 2018 midterm elections.
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ix Antonio Flores and Mark Hugo Lopez. (2018). Key facts about Latinos in the 2018 midterm elections.
   Retrieved from: https://www.pewresearch.org/fact-tank/2018/10/15/key-facts-about-latinos-in-the-2018-midterm-elections/

5 Applicants that appear with some change to the voter file, such as a new registrant, or a change of address.
6 These applicants appear with some change to the voter file and also voted in the election.
7 These applicants appear on the voter file for the first time and also voted in the elction.