



LEAGUE OF WOMEN VOTERS  
OF TEXAS EDUCATION FUND

---

# Engaging Hispanics

**No Small Minority!**

# Table of Contents

Preface	3
1. Hispanic voters	7
2. Characteristics of the Hispanic population	30
3. Tips for engaging Hispanic voters	36
4. GOTV resources	44
5. References	48

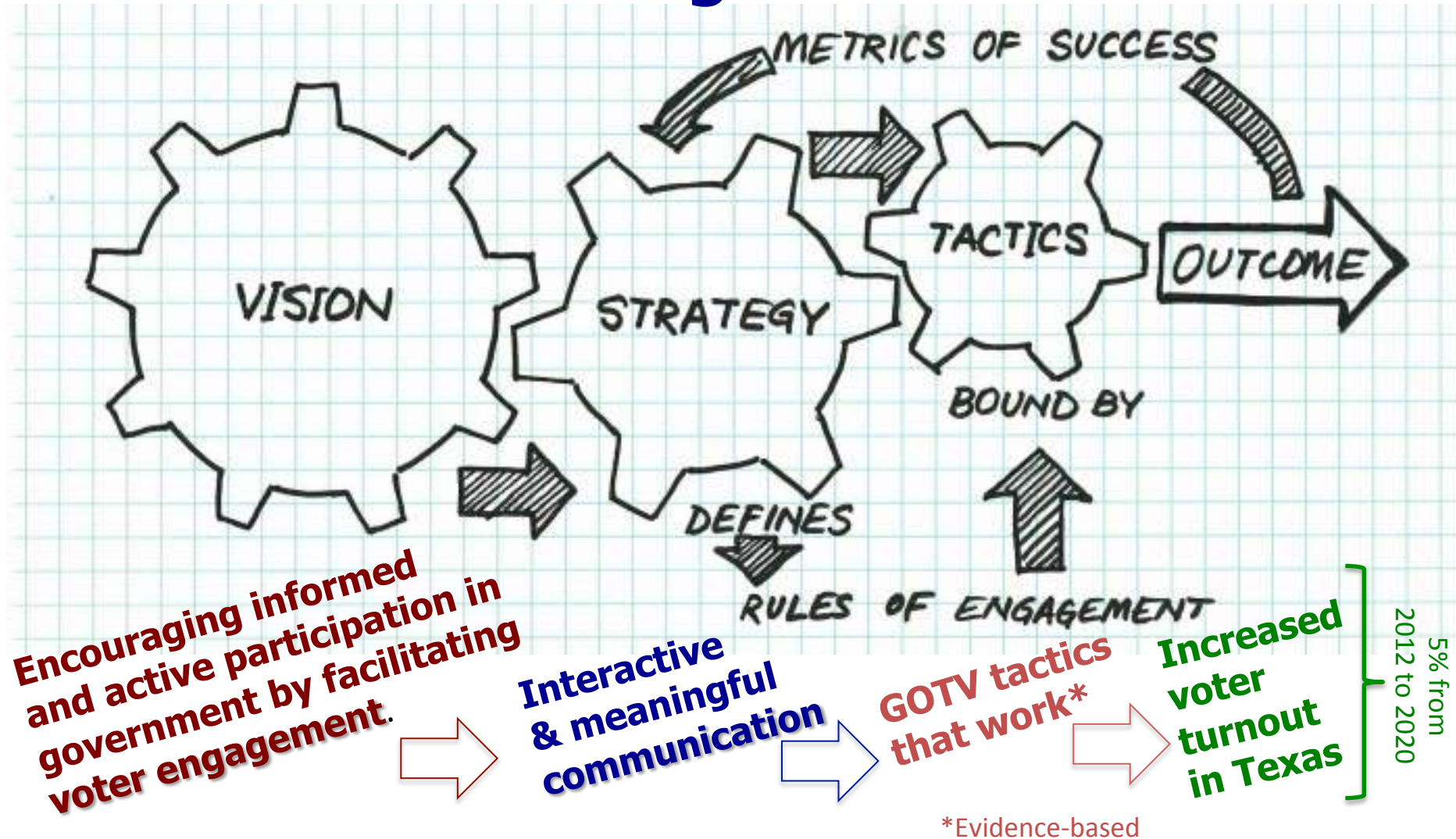


# Preface

## Welcome to *Engaging Hispanics!*

- This tutorial will help you plan and carry out simple and effective nonpartisan voter engagement activities through understanding the Hispanic population and their characteristics and using tips for engaging Hispanic voters.
- GOTV action involves vision, strategy, and tactics as depicted on the next page.

# GOTV Action Program

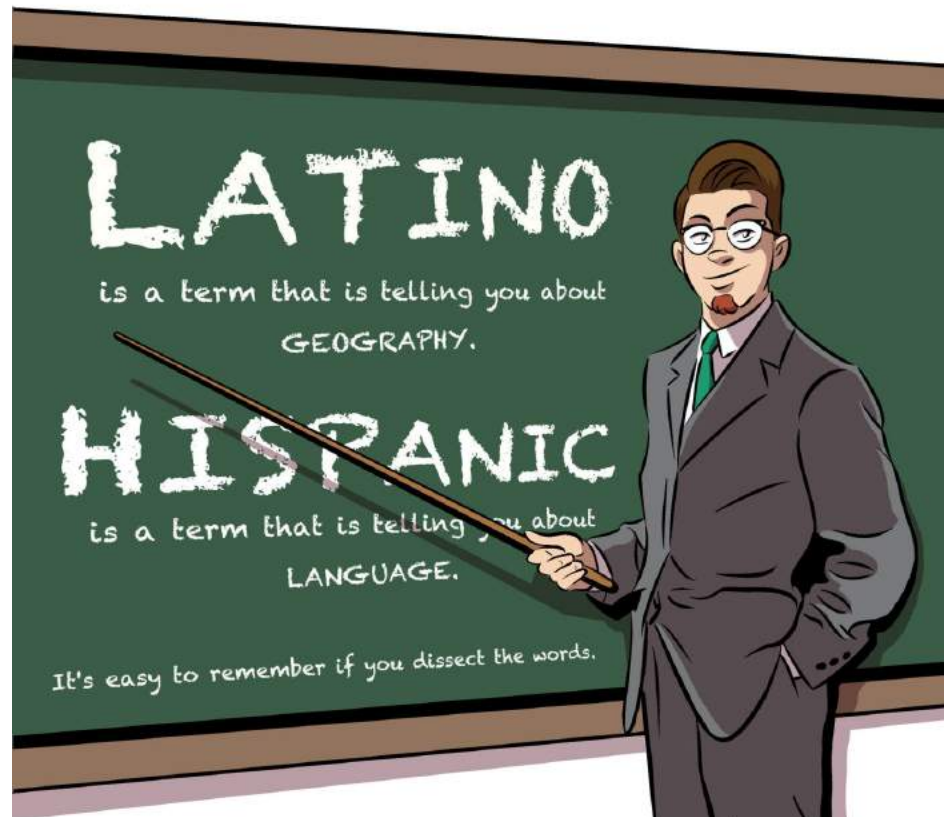


# Hispanic? Latino?

Or Latinx?

~~Latin American~~

Blas, 2015; Garcia-Navarro, 2015;  
Passel & Taylor, 2009/May 28



***LATINO MEANS: FROM LATIN AMERICA.***

LATIN AMERICA REFERS MOSTLY  
TO EVERYTHING BELOW THE  
UNITED STATES OF AMERICA,  
INCLUDING THE CARIBBEAN.

***HISPANIC MEANS:  
FROM A COUNTRY WHOSE  
PRIMARY LANGUAGE IS  
SPANISH.***

BUT NOT EVERY COUNTRY IN LATIN AMERICA  
SPEAKS SPANISH PRIMARILY.



# Hispanic? Latino?

"Do you happen to prefer one of these terms more than the other?"

Pew Research Center Survey of Hispanic Adults, May 24-July 28, 2013

■ Hispanic ■ Latino ■ No Preference

*Texans prefer Hispanic over Latino*

Texas

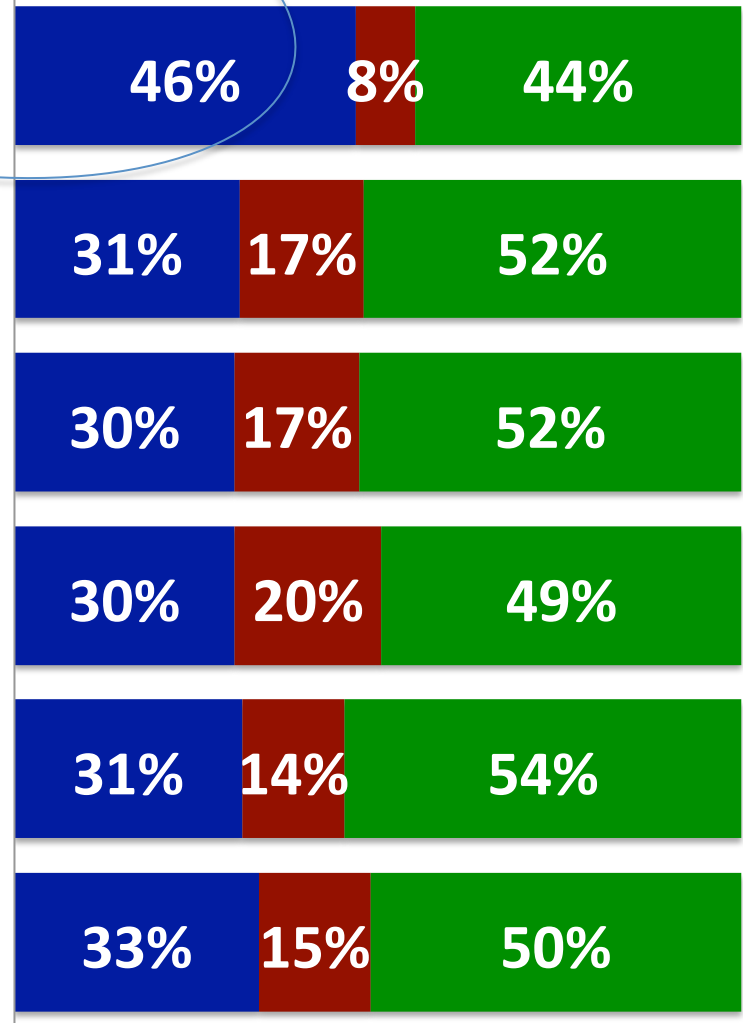
Florida

California

New York

Other states

All



5,103 Responses



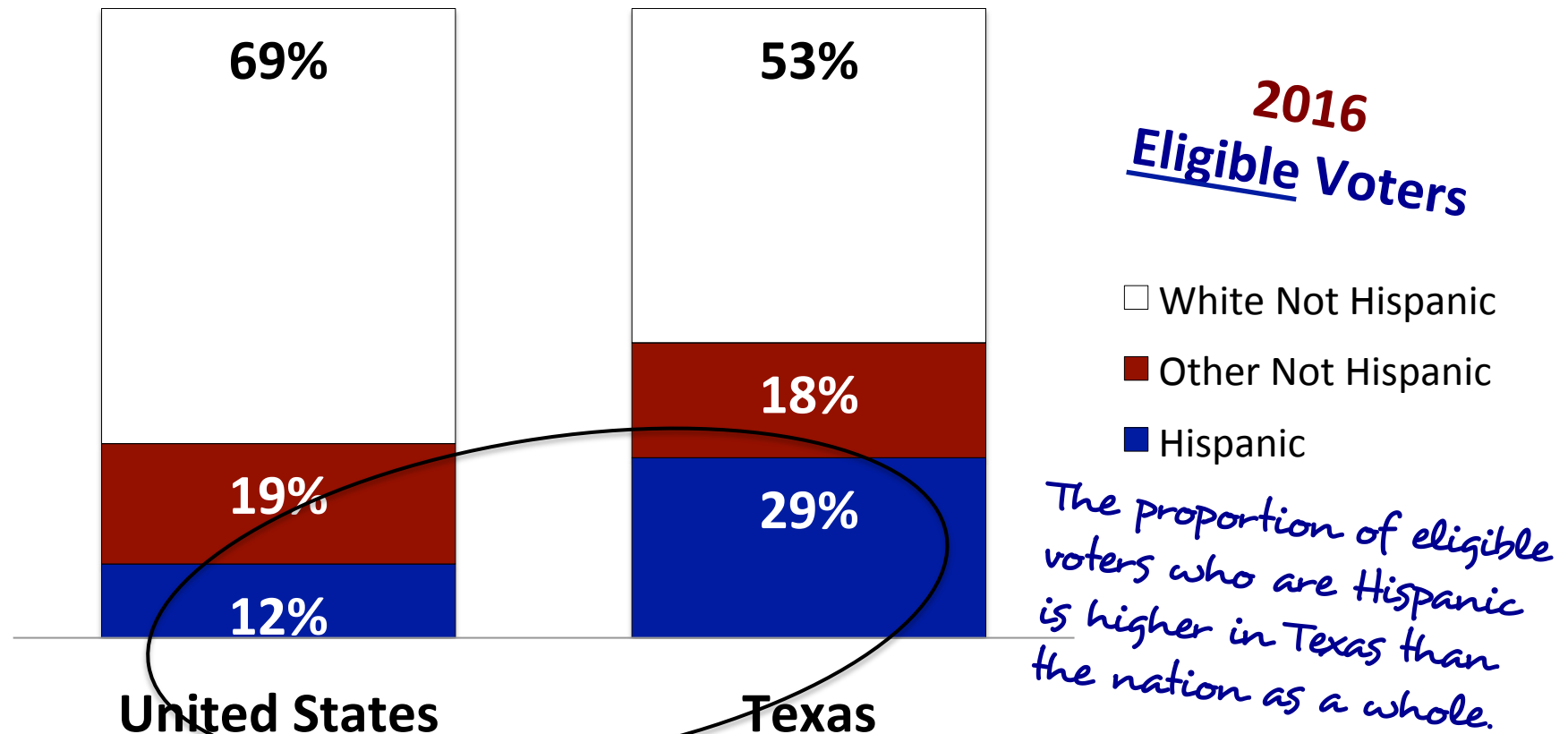
# 1. HISPANIC VOTERS



- Who makes up the electorate?
- Who votes?
- Are Hispanics politically disengaged?
- Why a lower turnout among Hispanics?

# Who makes up the electorate?

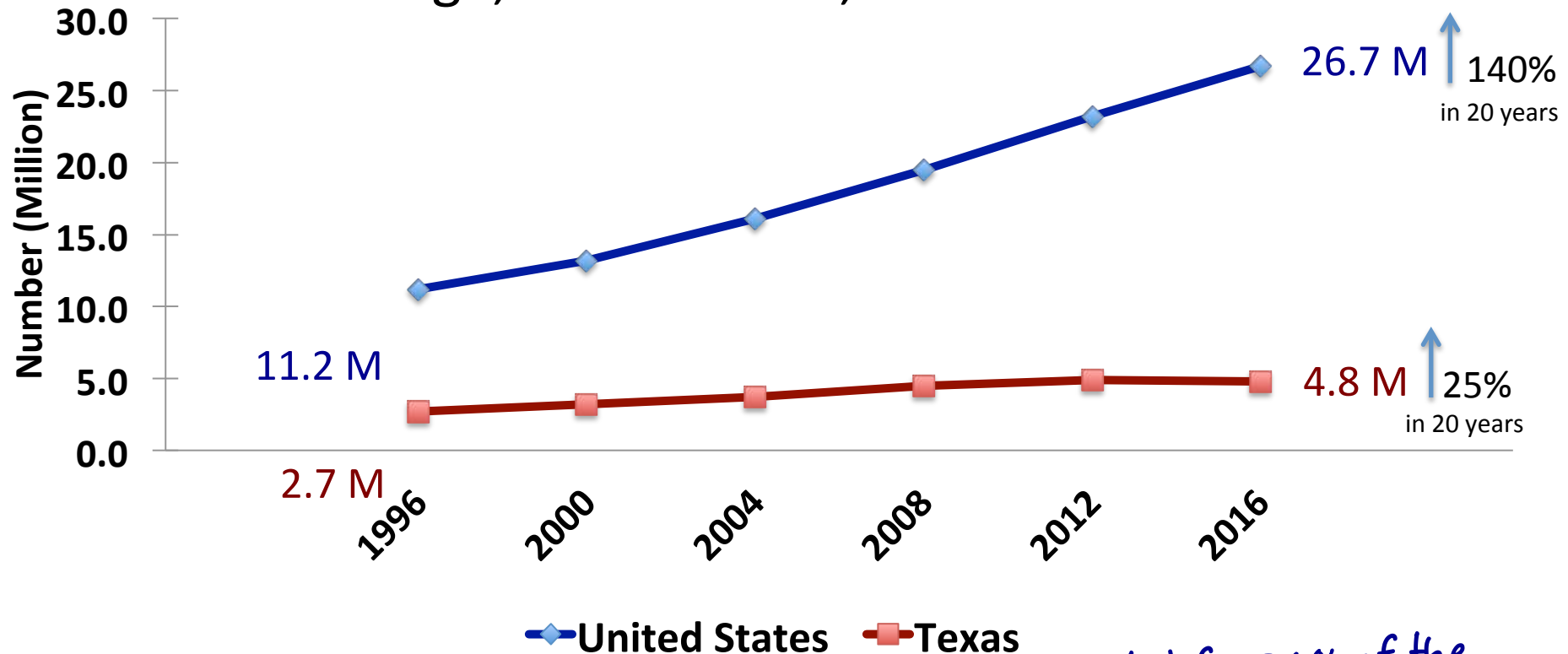
% Citizen Voting Age Population, by Race  
and Hispanic Origin, November 2016





# The rising Hispanic electorate

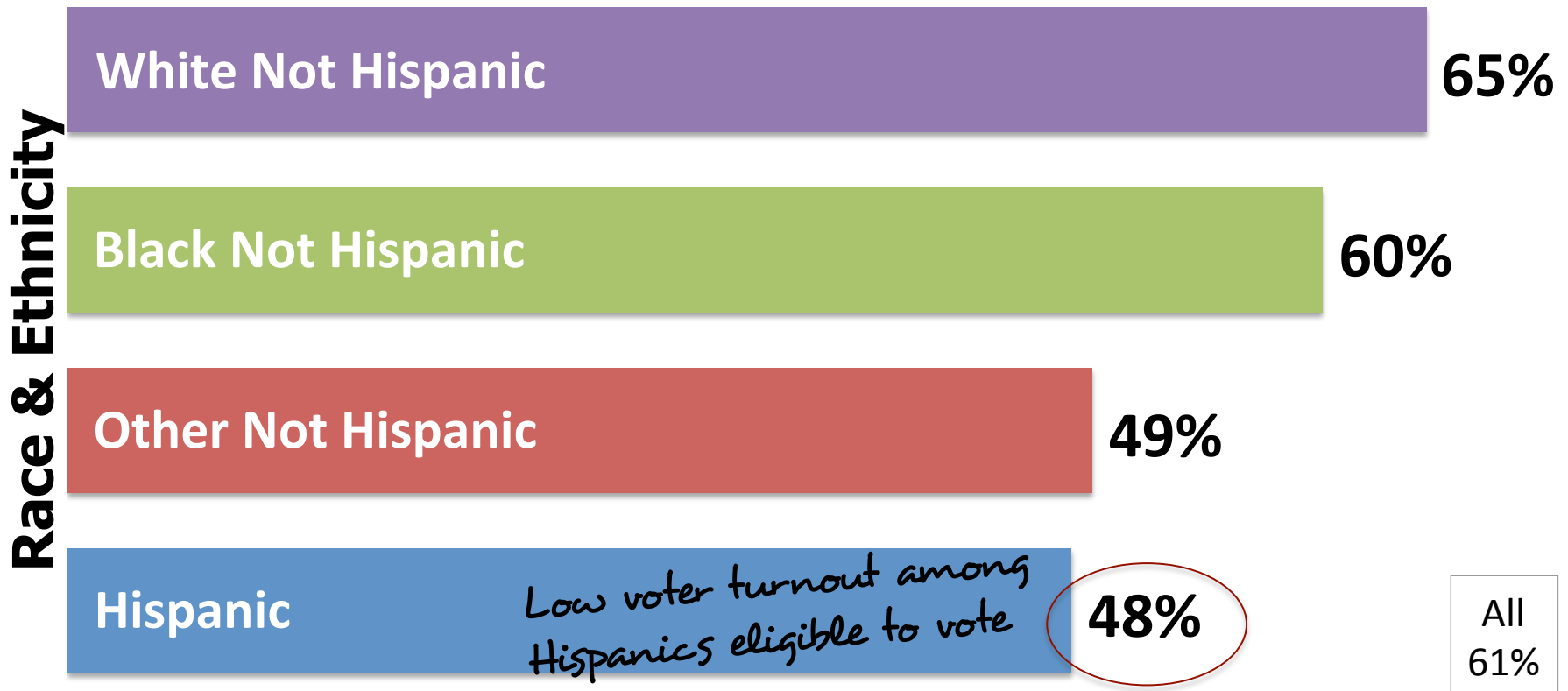
Estimated No. of Hispanic Citizens of Voting Age, U.S. & Texas, 1996-2016



*Texas accounted for 20% of the growth in the Hispanic population in the U.S. from 2015 to 2016.*

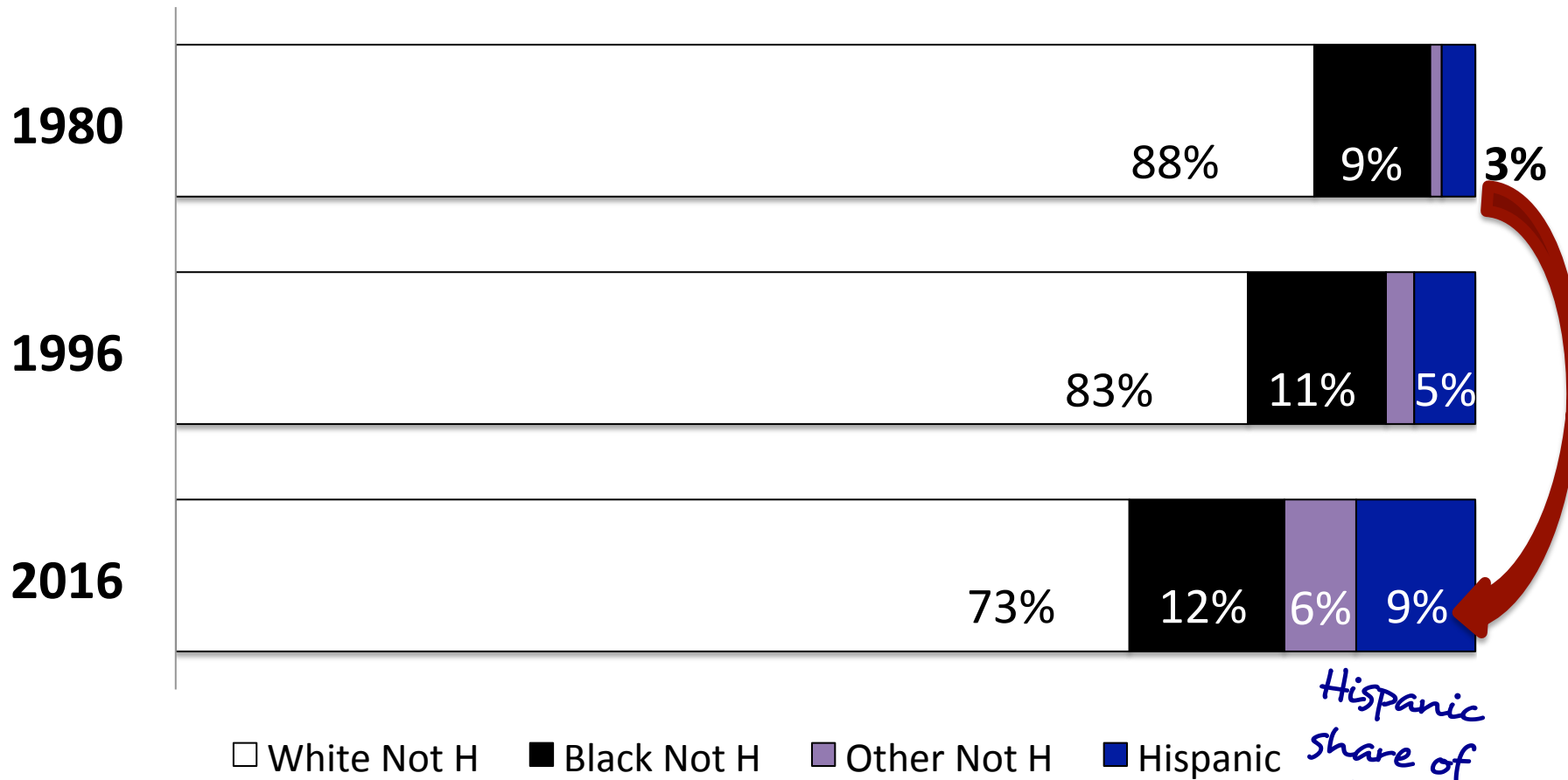
# Who votes?

## % Voted November 2016 Election\*



\*% of citizen voting age population

# % of Reported Voters, by Race & Hispanic Origin, U.S., 1980, 1996, & 2016



*Hispanic  
share of  
voters  
tripled in  
36 years.*

# Hispanics

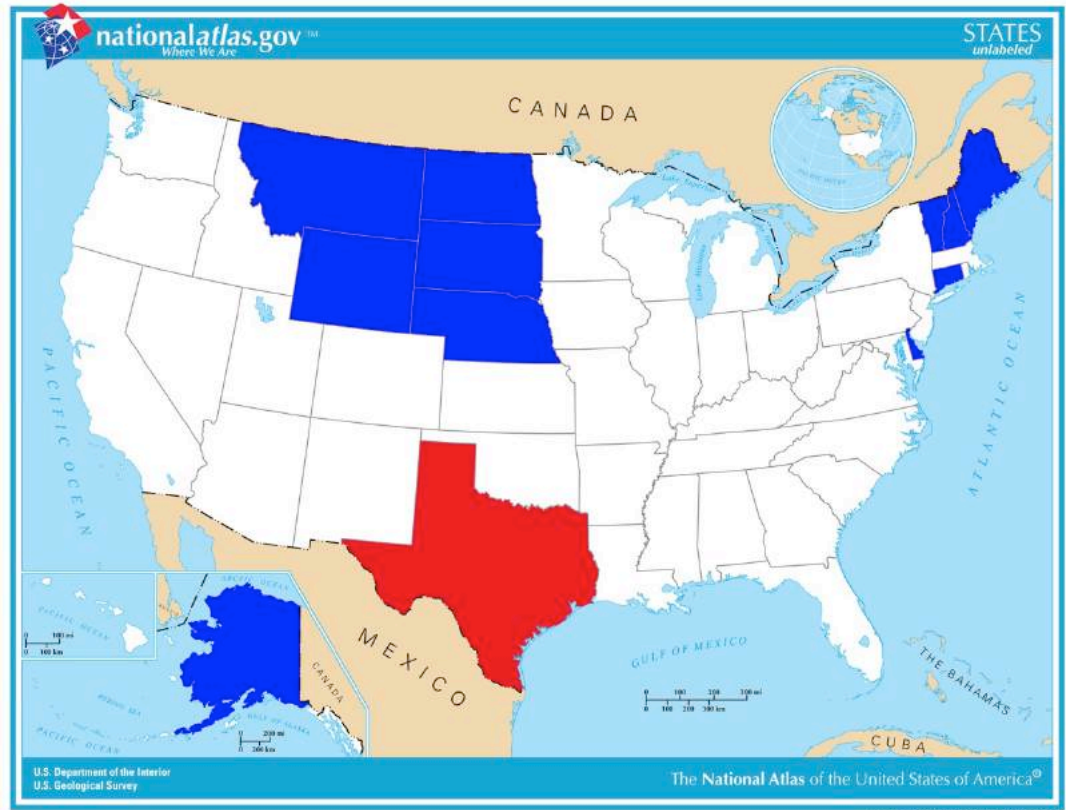
in the United States

***in 2020***

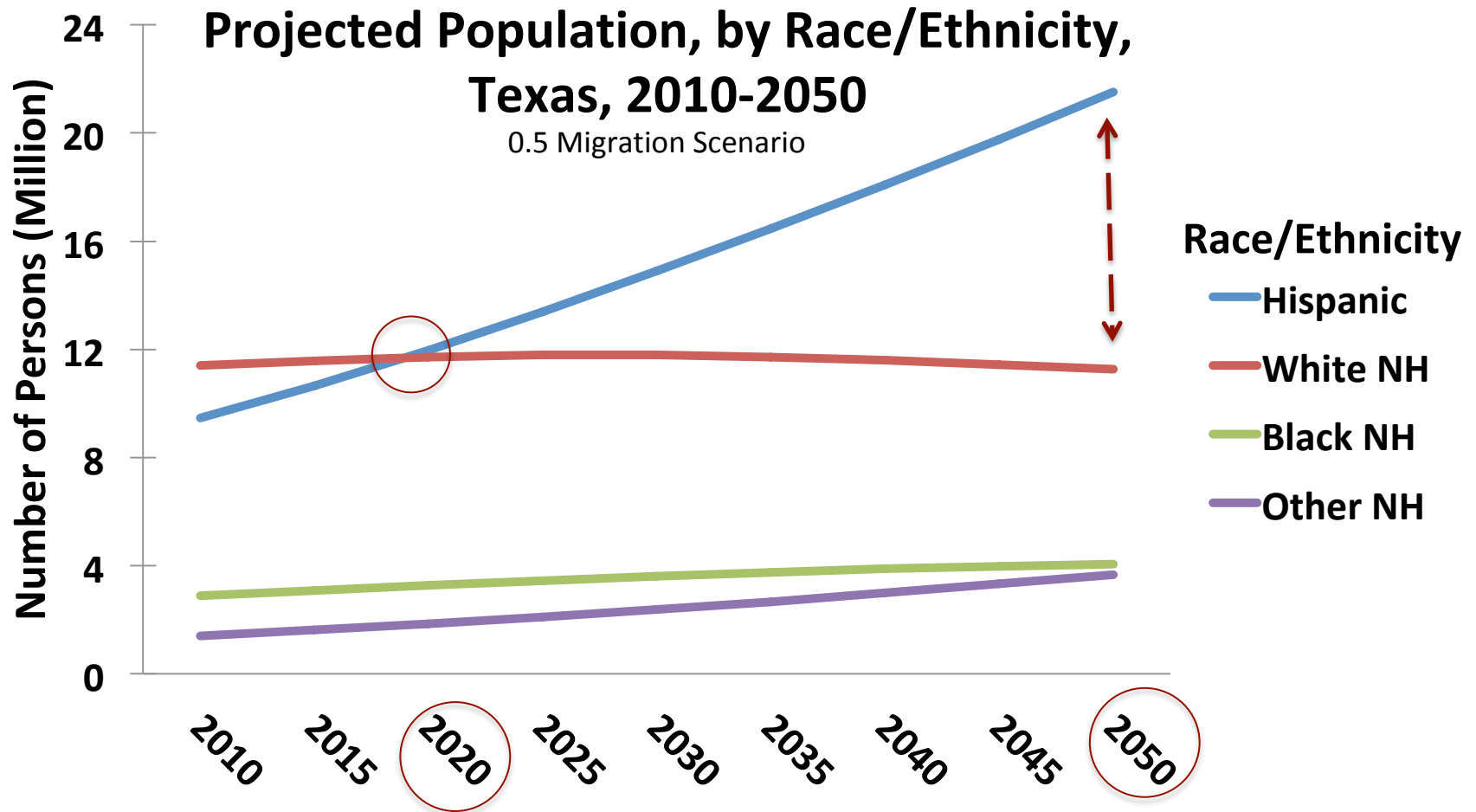
- 42.7 million of voting age
- 28.9 million eligible to vote
  - 12% of all eligible voters
- 13.7 million likely voters
  - 9.5% of all likely voters

# Texas Hispanics – No small minority in 2016...

- 11 million Hispanics lived in Texas
  - State population is 39% Hispanic
- Equal to the total population of 11 other states
  - AK, MT, WY, ND, SD, NE, ME, NH, VT, DE, & RI
- Dallas has as many Hispanics as Wyoming has people



# Hispanics are the future ...





# Hispanics

in Texas

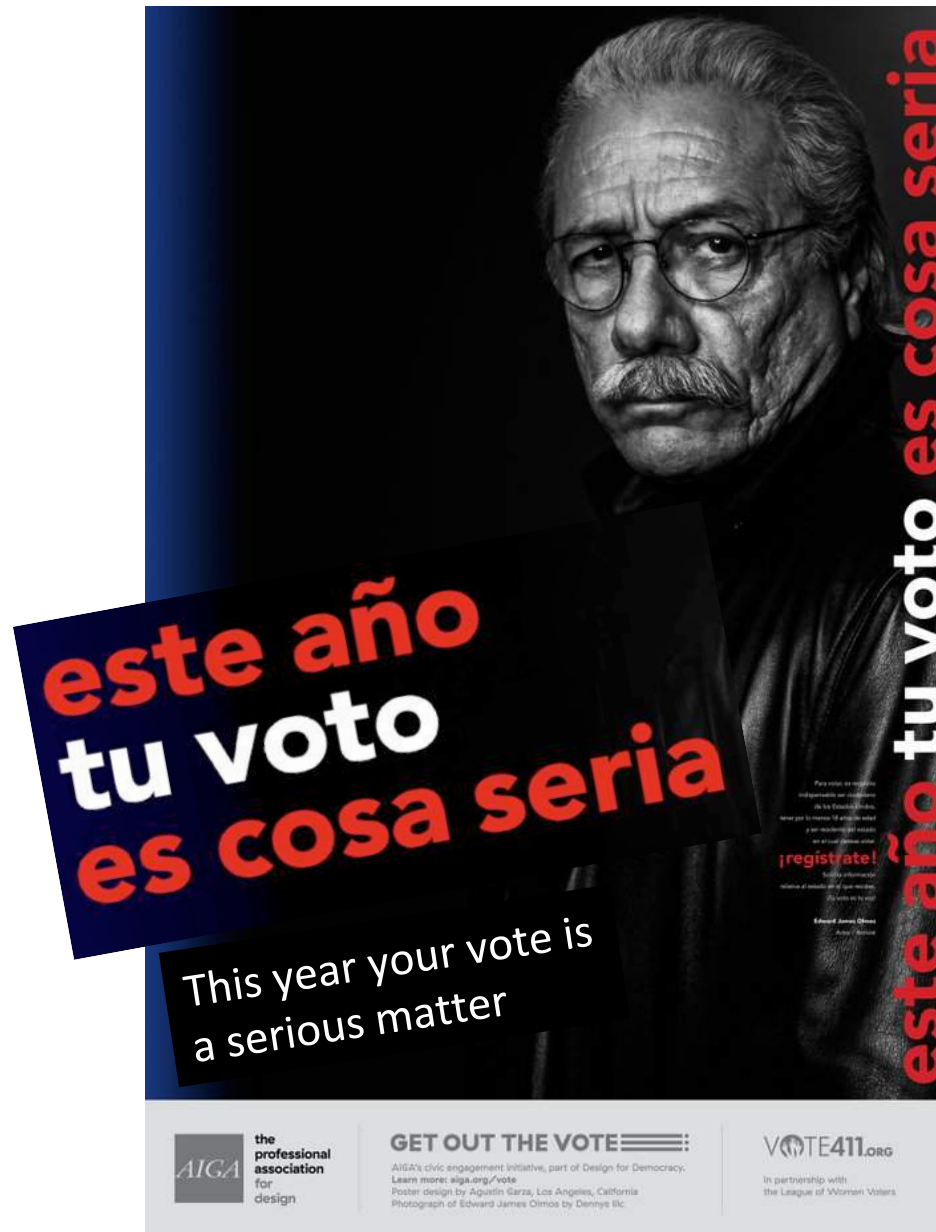
*in 2020*

- 8.2 million of voting age
- 5.5 million eligible to vote
  - 30% of all eligible voters
- 2.2 million likely voters
  - 22% of all likely voters

# Who makes up the electorate?

The growing Hispanic electorate *could* become a powerful share of the voting population in the near future.

Edward James Olmos, trusted Hispanic leader



# Are Hispanics disengaged?

- Measures of civic engagement
  - Social connectedness
  - Civic involvement
  - Political participation



# Social connectedness

Individuals with strong relationships with family, friends, and neighbors are more likely to participate in the civic life of their community.

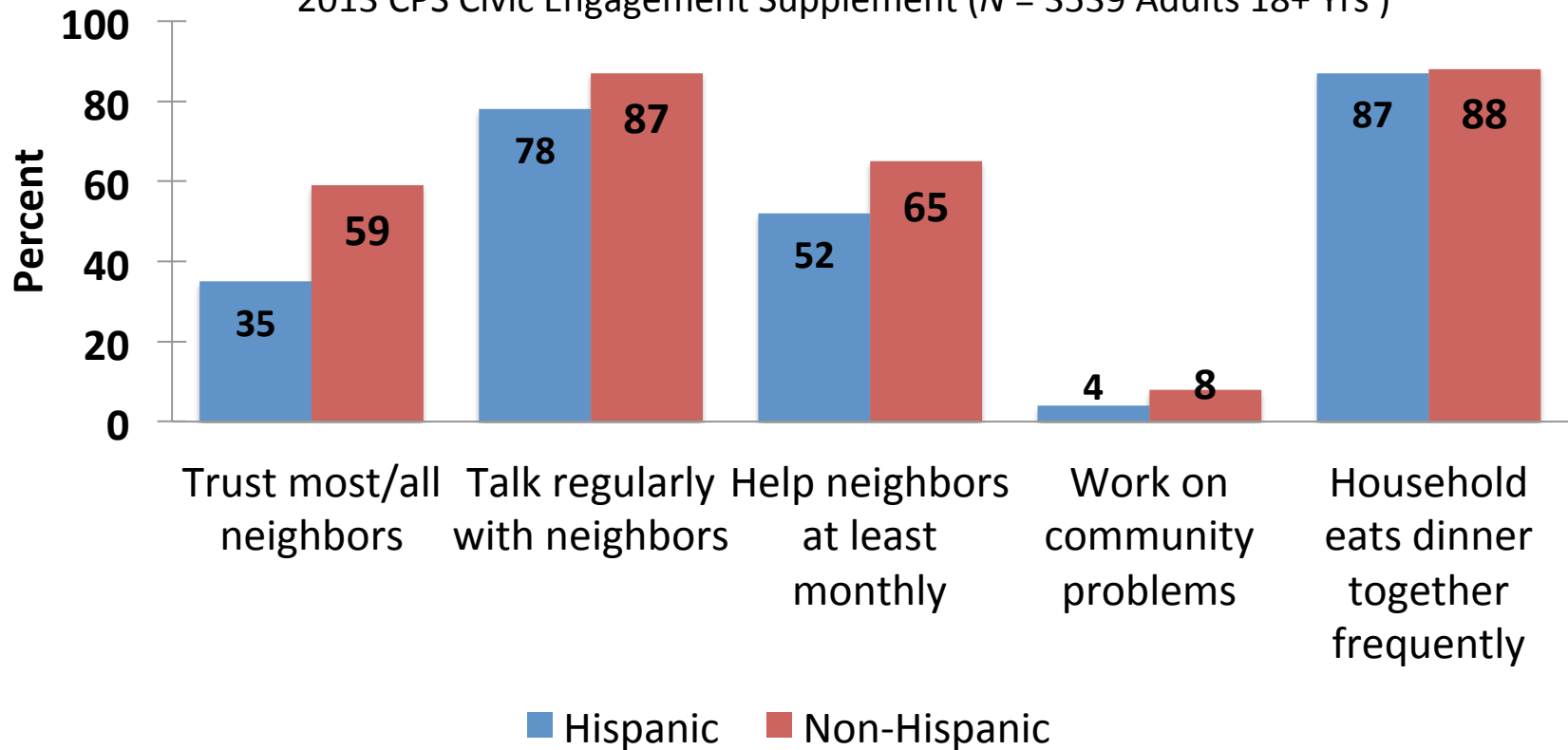


# Social connectedness

*Hispanic adults trust & interact less with their neighbors than non-Hispanic adults.*

## % Respondent Interaction With Neighbors/Family

2013 CPS Civic Engagement Supplement (N = 3539 Adults 18+ Yrs )





# Social connectedness

*Hispanics have close family ties and loyalty with extended family bonds.*

- Despite being a diverse population, Hispanics generally, place a high value on
  - Close-knit families
  - Group welfare
  - Social harmony
  - Personal respect



10-minute video

Latino Culture & Values

<http://tinyurl.com/y896nhc4>

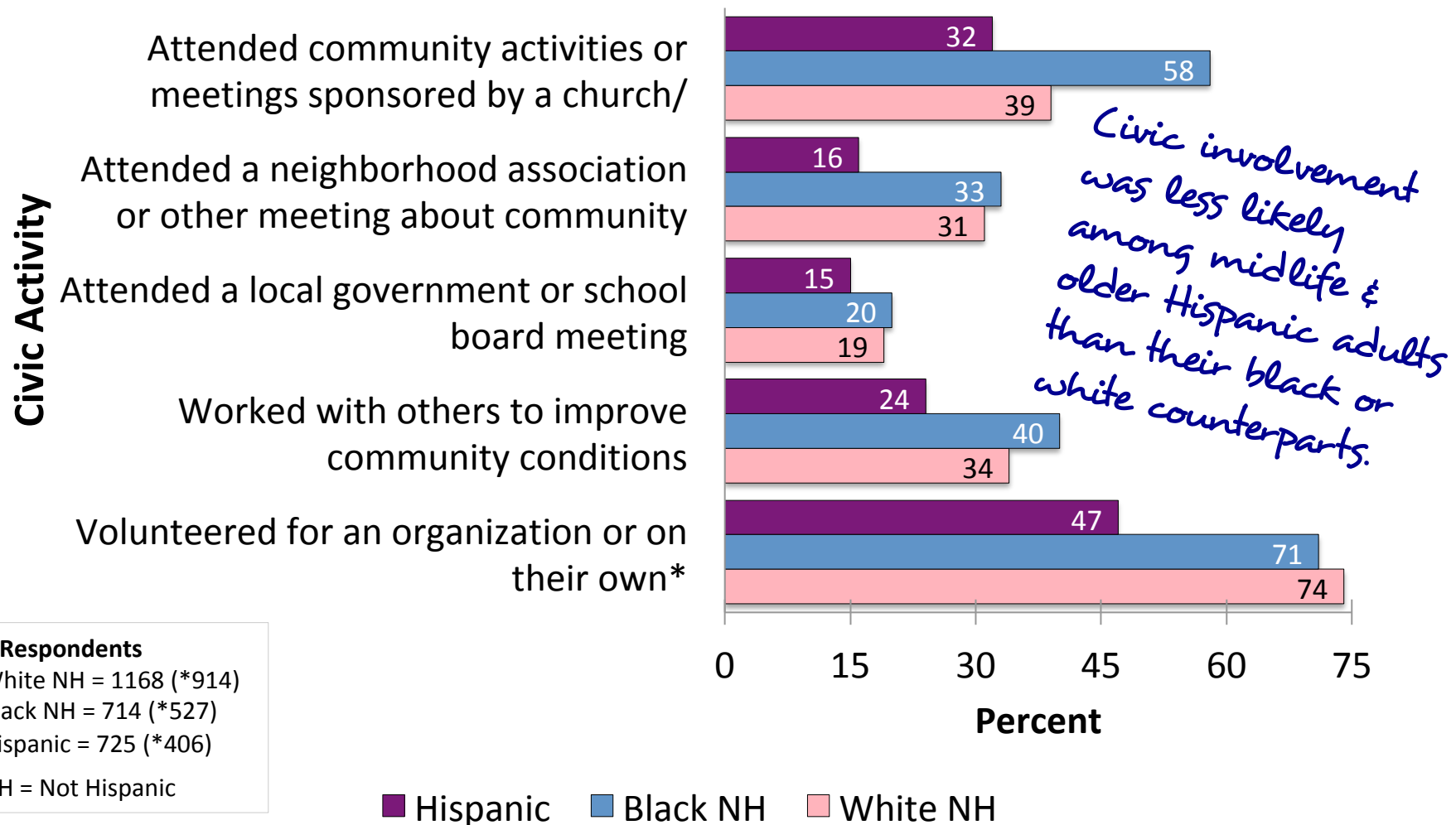


# Civic involvement

Residents improve their communities by joining groups, volunteering and donating, attending community meetings, and working with their neighbors to address problems.



# % Respondents (Aged 50+ Years) Involved in the Community, by Civic Activity & Race/Ethnicity, U.S., August 2015



# Political participation

Citizens influence government policies and decisions that affect their lives by participating in politics—voting and contacting their elected officials.



es tiempo **DE** **Votar**

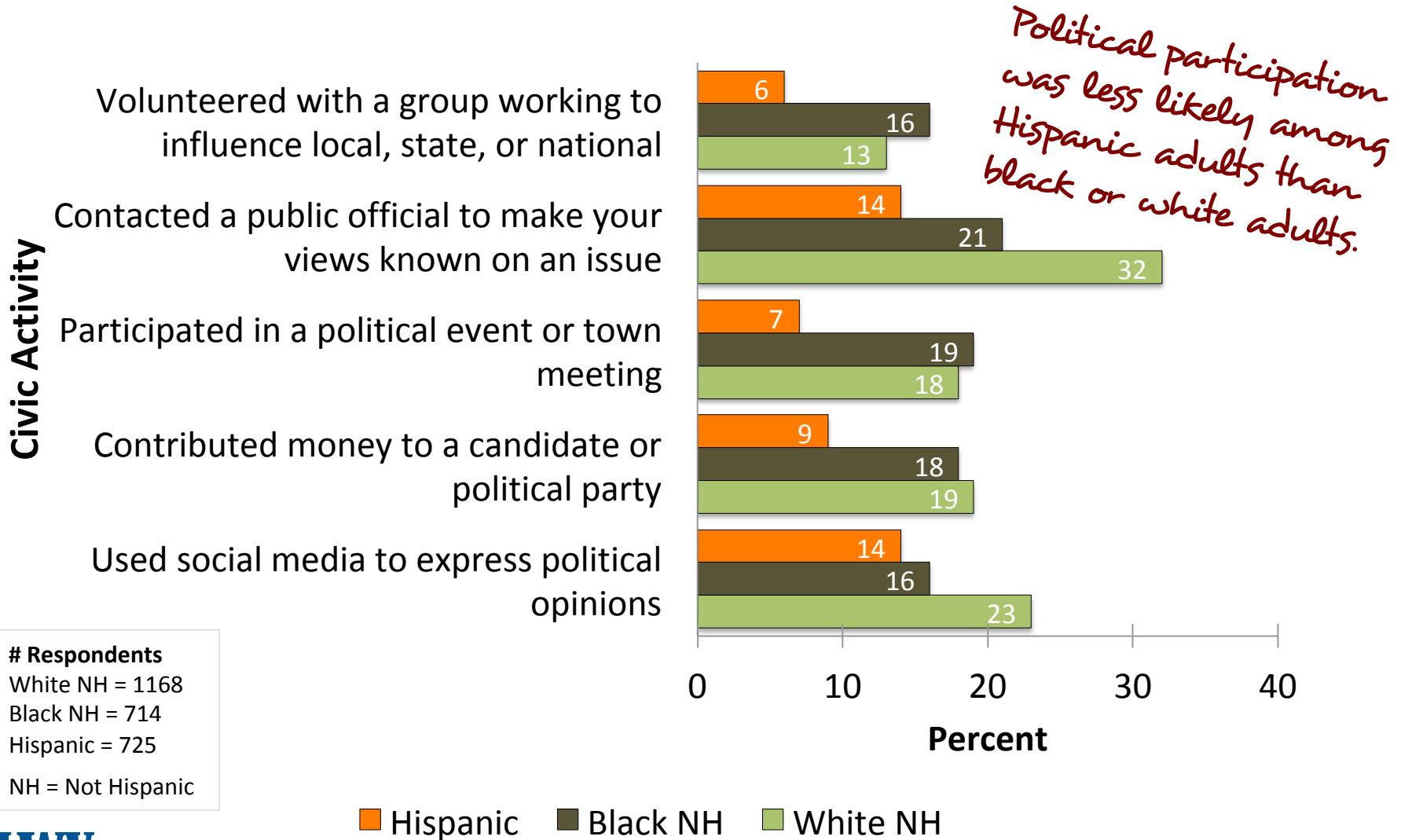


# Political participation

Hispanic citizens of voting age are less likely than others in Texas and nationwide to discuss politics, vote, contact public officials, boycott/buycott products and services or participate in other political activities.



# % Respondents (Aged 50+ Years) Participated in Politics, by Civic Activity & Race/Ethnicity, U.S., August 2015

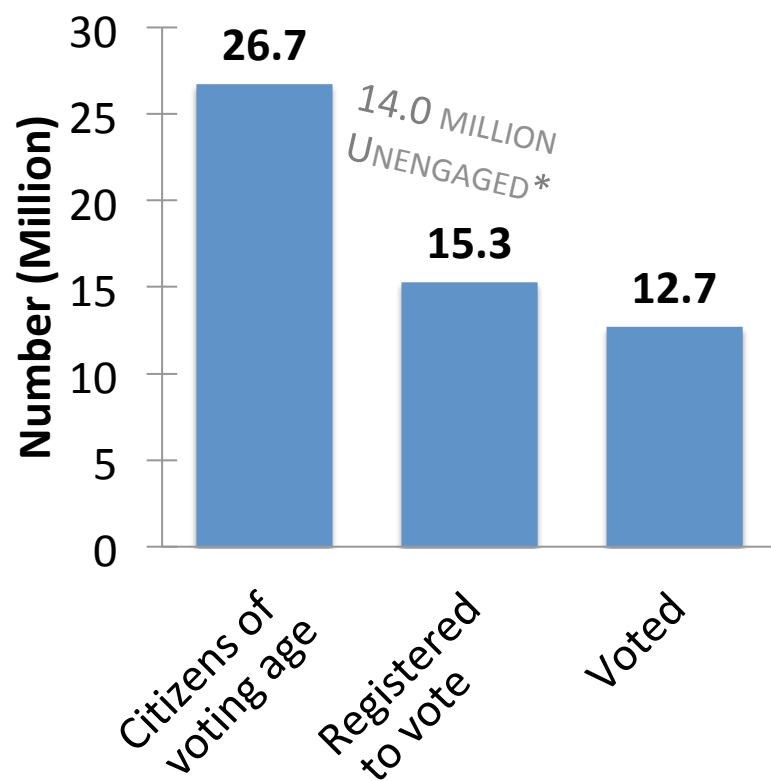


**# Respondents**  
 White NH = 1168  
 Black NH = 714  
 Hispanic = 725  
 NH = Not Hispanic

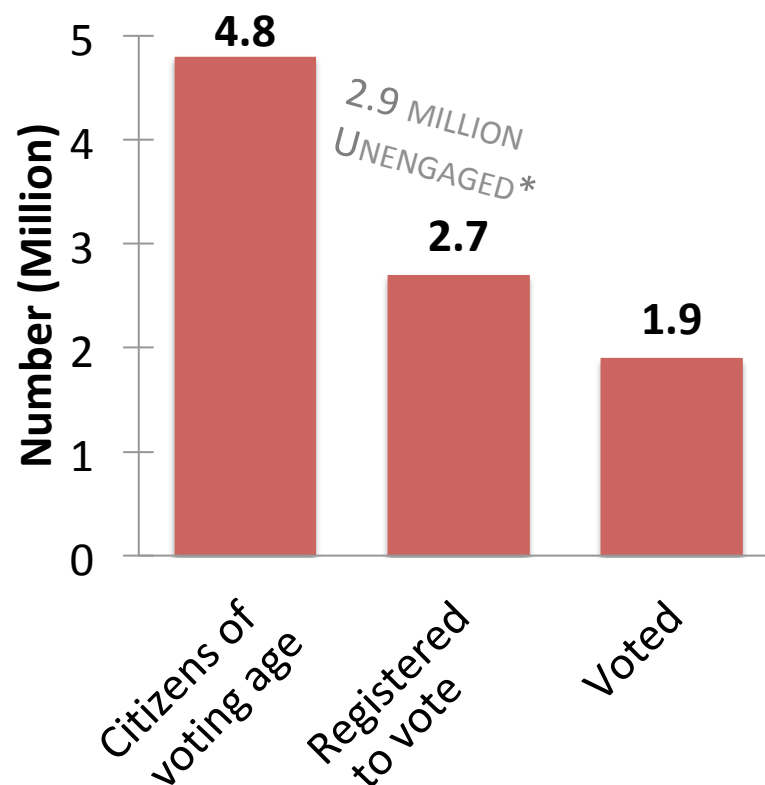


# Estimated No. (Million) Hispanic Citizens of Voting Age, Registered Voters, and Voters in Presidential Elections, 2016

## United States



## Texas



\*Unregistered & nonvoting-registered Hispanic citizens of voting age.



# Why?



Among Hispanics, the top reasons for not voting in 2016 were:



17%

**"NOT INTERESTED!"**

16%  
Too  
Busy

# Other influencing factors...



Dominant  
language



Native or  
naturalized  
citizen



Hispanic  
origin



Perceived  
Influence on  
community



Level of  
civic  
engagement

## Obstacles that hinder Hispanic civic participation:

For 1<sup>st</sup> generation:  
Inability to speak  
English well  
well hinders  
voting & group  
participation.

Native-born  
Hispanics  
less likely  
to vote.

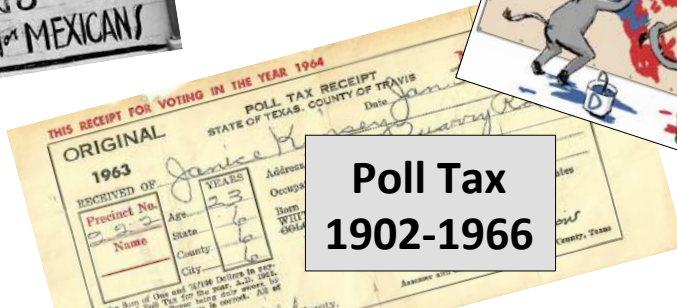
Cuban  
Americans  
more likely  
to vote than  
Mexican  
Americans.

Over half  
Hispanics  
age 50+ felt  
they had little  
or no influence  
on community  
problems.

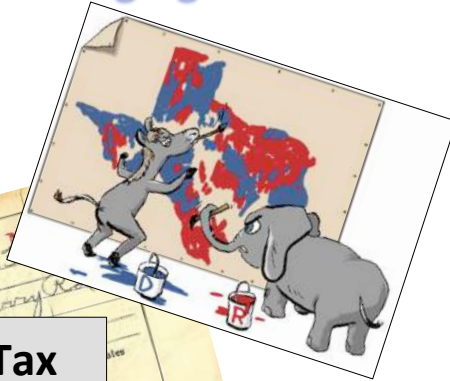
Overall civic  
engagement  
lags behind  
non-Hispanics

# Other influencing factors...

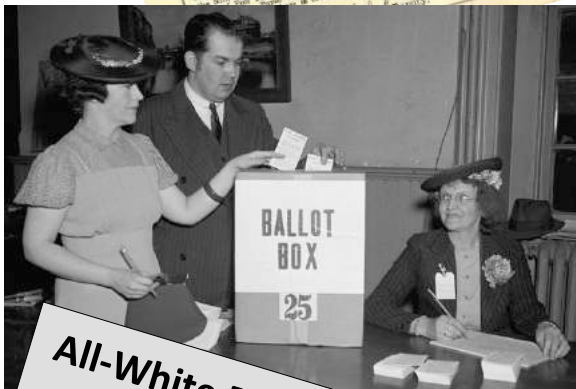
The fight for voting rights in Texas



**Poll Tax  
1902-1966**



**Southwest Voter Registration  
Education Project founded 1974**



**All-White Primaries  
1923-1944**



**Los Cinco Elected  
Crystal City 1963**



**1975 VRA  
Extension**



**1971  
ID Required**  
  
**2011  
Photo ID  
Required**



## 2. CHARACTERISTICS OF HISPANICS

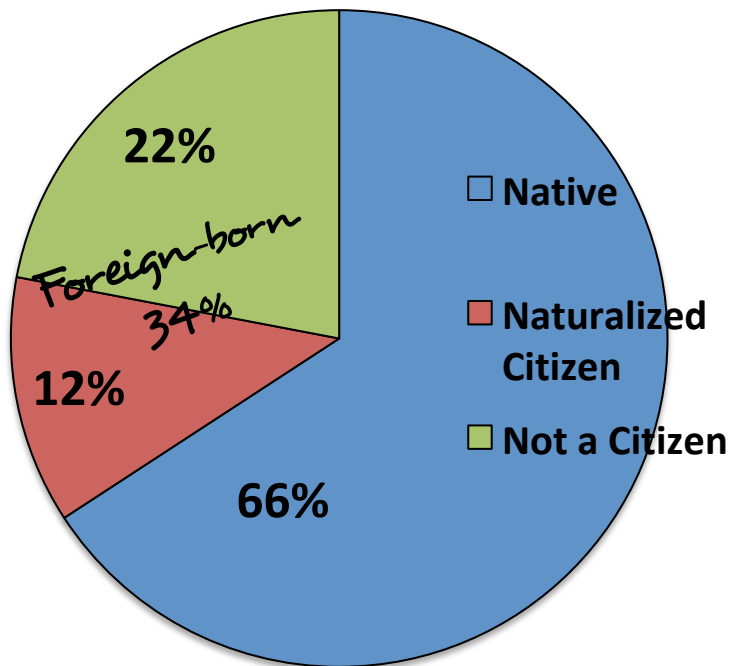


- Native, naturalized, undocumented
- Varying heritage
- Culturally diverse
- Shared values
- Common traits

# Hispanic Population, by Citizenship, United States & Texas, 2016

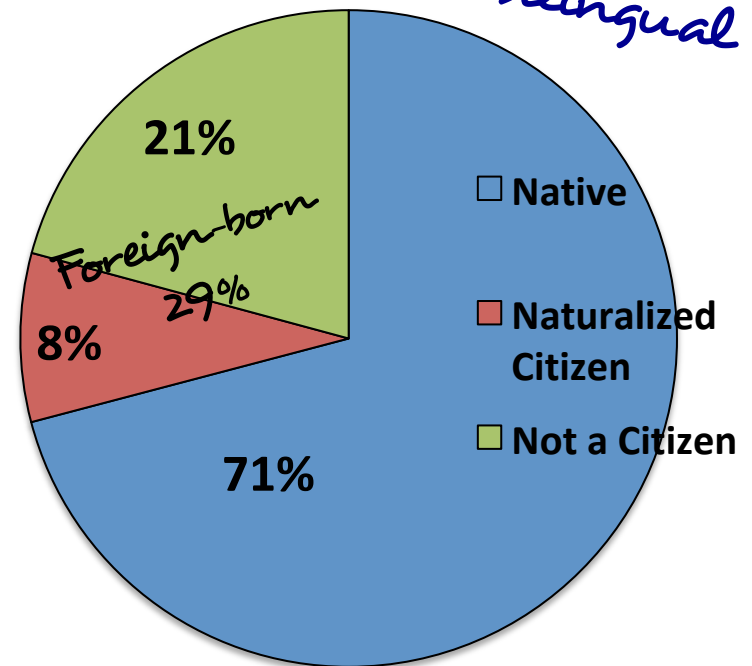
## United States

18% Hispanic (57.4 M)



## Texas

39% Hispanic (10.9 M)

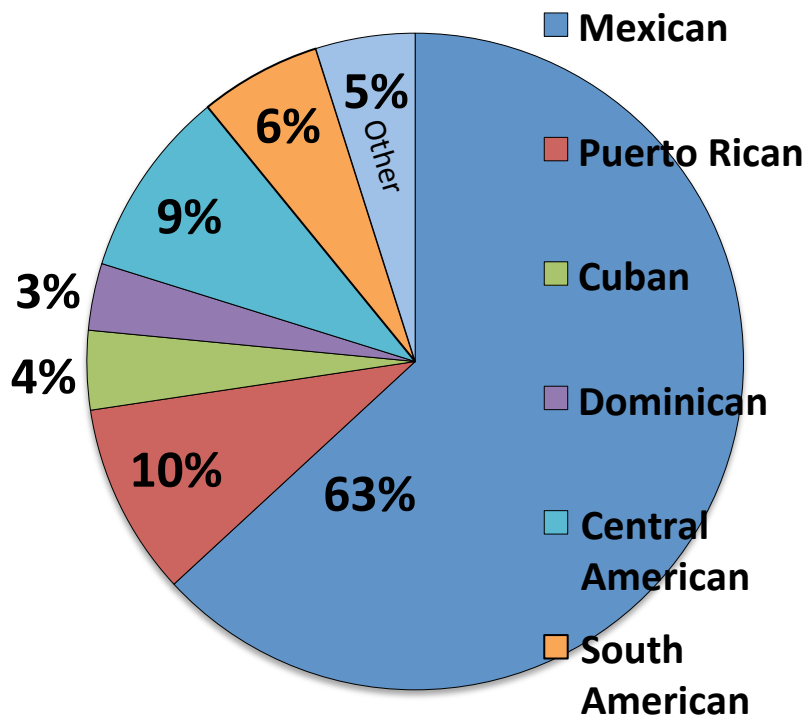


*Most Hispanics are born in the U.S. & bilingual*

# Hispanic Population, by Specific Origin, United States & Texas, 2016

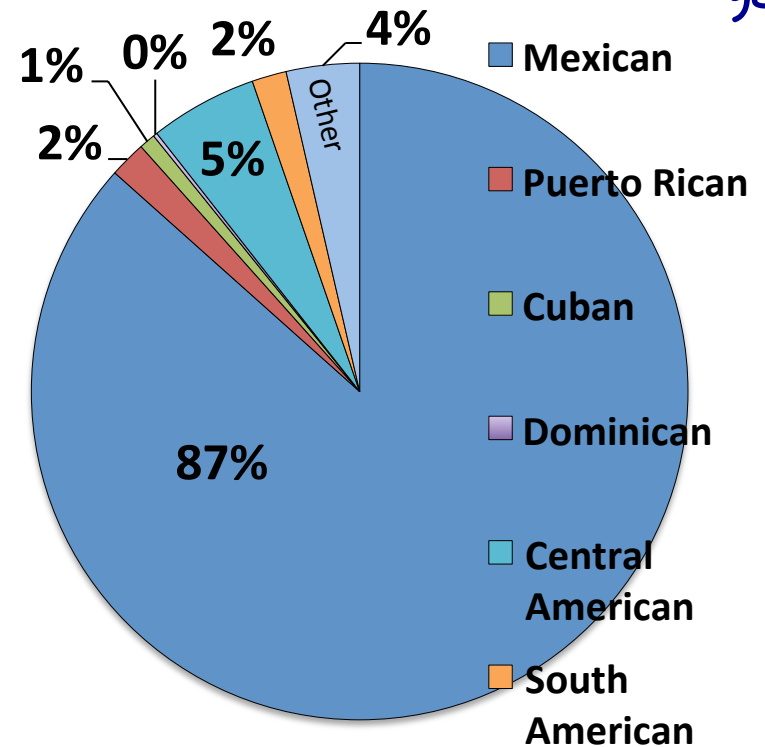
## United States

18% Hispanic (57.4 M)



## Texas

39% Hispanic (10.9 M)







## Culturally diverse

*Hispanic describes countries of origin that were once under Spanish rule.*

- Diverse social, economic, & geographic backgrounds with different traditions, customs, cuisine, dialects
- Catholic and Protestant
- Different levels of acculturation, but slower assimilation
- Thus Hispanics don't
  - View the world the same
  - Eat the same foods
  - Dress the same
  - 1<sup>st</sup> generation may not be bilingual





## Shared values

*Rich in diversity &  
Rooted in common values*

- Strong family identity, attachment, loyalty, reciprocity, and solidarity
- Emphasis on group welfare with shared responsibility and accountability
- Social harmony—smooth, pleasant social relationships
- Respect for elders and authority figures





## Common traits

*Rich in diversity &  
Sharing attitudes & ways*

- Many Hispanics speak Spanish at home.
- Hispanic families, on average, are larger with more children than non-Hispanic families.
  - Extended family members and close friends and associates are considered part of the family.
  - While men tend to be the economic providers, women tend to make decisions on how income is spent.
- Religion is very important in a majority of Hispanic's lives.
- Hispanics enjoy close personal space in social interactions.



### 3. TIPS FOR ENGAGING HISPANIC VOTERS



Hispanic voters are similar to other voters in that personal contact, outreach, and mobilization campaigns work

- Different tactics have different effects

# Person-to person contact

## most effective with Hispanics

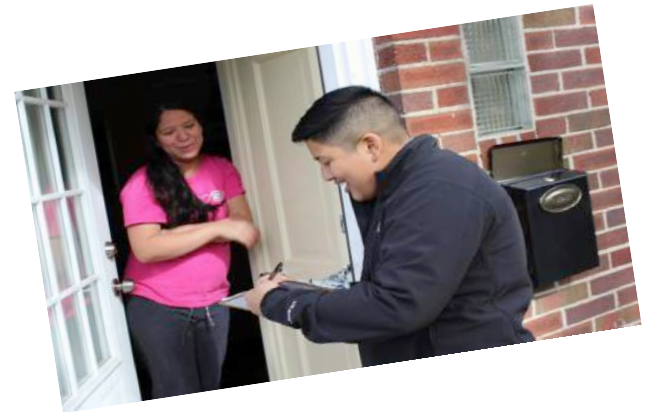
### Informal conversations

- Talk about voting informally with friends, family, co-workers, and neighbors
  - Use a flexible, personalized message



### Canvassing

- Local, bilingual, Hispanic canvassers are more effective than outsiders.
  - Most effective within the 2 weeks before Election Day





# Person-to person contact

most effective with Hispanics

## Phone banks



- Live!
- Bilingual callers
- Relaxed, authentic style
- Short-interactive script
- Two-round phone banks improve impact:
  - Make follow-up calls to those who said they would vote made during the week before Election Day.
- ~ one voter produced for every 35 contacts



# Messages that resonate

with unengaged Hispanic voters

Unregistered or nonvoters

- Community
- Ethnic pride
- Solidarity



# Messages that resonate

"From Mexico to the Middle East, across the world thousands of people risk their lives to vote and be heard. We can't take it for granted. It's time we vote."

Civic participation message most effective with:

- Spanish-speaking citizens
- Citizens 25-39 years old

# Messages that resonate

"We CAN make a difference.  
Make your voice heard in our  
democracy. We need to vote, one  
vote can make a difference."

Make a difference message most effective with:

- Foreign-born citizens
- Those 60 years old and older
- Moderate and higher income
- Those with a high school education or less

# Messages that resonate

"If you don't vote and take part in democracy nothing will ever change. The only way to change our communities for the better and move our country forward is to vote."

Impact message most effective with:

- English-speaking citizens
- U.S. born citizens
- Those 40-59 years old
- Low-income citizens
- Those with some college or more

# Messages that resonate

"Many states are considering passing laws that discriminate against Hispanics, like S.B. 1070 in Arizona. Only by voting can we change these laws."

Discrimination message most effective with:

- Those 28-24 years old

# 4. GOTV RESOURCES

## Voter mobilization tutorials



### Evidence-Based Practices for Voter Mobilization

- The principles behind effective GOTV campaigns





# Voter mobilization tutorials



Interactive, meaningful  
communication

## STRATEGY

Tactic  
Conversations  
Elevator speech  
Tactic  
Canvassing  
Pledge cards  
Tactic  
Live phone banks  
Tactic  
Text messages  
Tactic  
Social pressure on social networking sites  
Videos

## Tactics That Work for Voter Mobilization

- Choosing and using effective GOTV tactics

# Voter mobilization tutorials



## What to Say: Effective GOTV Conversations

- How to talk about voting
- Snippets of conversation you can use

# Voter education resources

[my.LWV.org/Texas/Get-Out-Vote-0](http://my.LWV.org/Texas/Get-Out-Vote-0)



- Presentations
  - Grab n' Go packages combining a PowerPoint presentation with its script, a handout, and teaser video
- Printed Materials
  - Bookmarks, Cards
  - Brochures
  - Fact Sheets
  - Graphics
- Social Media & Web Sties
  - Links
  - Examples of social media content
- Toolboxes
  - Instructions for implementing successful GOTV ideas a local League has used.

# References

- Acosta, T. P. (2010). Southwest voter registration education project. *Handbook of Texas online*. Retrieved from <https://tshaonline.org/handbook/online/articles/wcs01>
- Arceneaux, K. (2007). I'm asking for your support: The effects of personally delivered campaign messages on voting decisions and opinion formation. *Quarterly Journal of Political Science*, 2, 43-65. Retrieved from <https://tinyurl.com/y9e7ouh2>
- Barreto, M. A. (2017, August). Latino registration & voting: Obstacles & opportunities. *UCLA Latino Decisions/NASED Summer Conference*. Retrieved from <https://tinyurl.com/ybhbls3c>
- Bedolla, L. G., & Michelson, M. R. (2012). *Mobilizing inclusion: Transforming the electorate through get-out-the-vote campaigns*. New Haven CT: Yale University Press.
- Blas, T. (2015). You say Latino: A mini comic [Blog post]. *Terryblas*. Retrieved from <https://tinyurl.com/yakrgo68>
- Calmexcenter. (2016, September 14). *Chicano! Fighting for political power* [Video]. Retrieved from <https://tinyurl.com/ycch7so3>
- Camacho, A. (2006, April 5). Core values and common traits in the heterogeneous Hispanic-American market. *MyPRSA*. Retrieved from <https://tinyurl.com/y7sfv9cy>
- Centers for Disease Control and Prevention Healthy Communities Programs. (n.d.). *Building our understanding: Culture insights communicating with Hispanic/Latinos*. Retrieved from <https://tinyurl.com/ksncftg>
- Cruz, C. (2016, October 10). The forgotten history of how Latinos earned the right to vote. *Splinter*. Retrieved from <https://tinyurl.com/y8w9r32m>
- Gabriel-Robbins. (2015, December 24). *Chicano! History of the Mexican American civil rights movement fighting for political power* [PowerPoint slides]. Retrieved from <https://tinyurl.com/ycou5pjk>
- Garcia-Navarro, L. (2015, August 27). Hispanic or Latino? A guide for the U.S. presidential campaign [Blog post]. *NPR parallels: Many Stories, One World*. Retrieved from <https://tinyurl.com/olzlzpz>
- Garza, A. (2016). Este año tu voto es cosa seria (This year your vote is a serious matter). *Google Arts & Culture*. Retrieved from <https://tinyurl.com/y8n2b9I5>
- Green, D. P., & Gerber, A. S. (2015). *Get out the vote: How to increase voter turnout* (3rd ed.). Washington, DC: Brookings Institution Press.
- Grossman, D. (2015). *Grossman, D. (2015). Unlocking Latino civic potential: 2016 and beyond. A report of the Aspen Institute Latinos and Society unlocking Latino civic potential—A collaborative convening. Washington, DC: The Aspen Institute*. Retrieved from <https://tinyurl.com/yconx4fy>
- Krogstad, J. M. (2017, August 3). U.S. Hispanic population growth has leveled off. *Pew Research Center Fact Tank*. Retrieved from <https://tinyurl.com/y8f4rydb>
- Krogstad, J. M., & Lopez, M. H. (2017, October 31). Use of Spanish declines among Latinos in major U.S. metros. *Pew Research Center Fact Tank*. Retrieved from <https://tinyurl.com/y6vthf8t>

- Lopez, G., & Stepler, R. (2016, January 19). Latinos in the 2016 election: Texas. *Pew Research Center Hispanic Trends*. Retrieved from <https://tinyurl.com/yc752joa>
- Lopez, M. H. (2013, October 28). Hispanic or Latino? Many don't care, except in Texas. *Pew Research Center Fact Tank*. Retrieved from <https://tinyurl.com/l975k6x>
- Michelson, M. R., Bedolla, L. G., & Green, D. P. (2009). *New experiments in minority voter mobilization: Third and final report on the California Votes Initiative*. Retrieved from <https://tinyurl.com/ya25zc6z>
- NALEO Educational Fund. (2012). *The great unengaged*. Retrieved from <https://tinyurl.com/yanjr2sq>
- Nickerson, D. W. (2007). Quality is job one: Professional and volunteer voter mobilization calls. *American Journal of Political Science*, 51(2), 269-282.
- Noguera, A. (2016, February 25). Latino culture and cultural values [Video]. *YouTube*. Athens, GA: University of Georgia Office of Service Learning. Retrieved from <https://tinyurl.com/y896nhc4>
- Passel, J. S., & Taylor, P. (2009, May 28). Who's Hispanic? *Pew Research Center Hispanic Trends*. Retrieved from <http://www.pewhispanic.org/2009/05/28/whos-hispanic/>
- Pew Research Center. (2014). Importance of religion in one's life among Latinos [Table]. *Religious landscape study*. Retrieved from <https://tinyurl.com/y8fs35ft>
- Rouse, S. M., Kawashima-Ginsberg, K., & Thrutchley, B. (2015). *Latinos civic health index*. Washington, DC: National Conference on Citizenship. Retrieved from <https://tinyurl.com/ya8bnu7m>
- Texas Demographic Center. (n.d.). Age, sex and race/ethnicity population by migration scenario: By age group for 2010-2050 in 1-year increments. *Texas Population Estimates & Projections: 2014 Population Projections Data Downloads*. Retrieved from <http://txsdc.utsa.edu/Data/TPEPP/Projections/>
- U.S. Census Bureau. (n.d.-a). *Quickfacts*. Retrieved from <https://tinyurl.com/y7koz2ss>
- U.S. Census Bureau. (n.d.-b). *Voting and registration tables (P20 Tables)*. Retrieved from <https://tinyurl.com/ydemg4py>
- U.S. Census Bureau. (2014, December). Table 10. Projection of the population by sex, Hispanic origin, and race for the United States: 2015 to 2060 (NP2014-T10). *2014 National Population Projections Tables*. Retrieved from <https://tinyurl.com/y9ass5kb>
- U.S. Census Bureau. (2016, November-a). Table AVG1. Average number of people per household, by race and Hispanic Origin, marital status, age, and education of householder: 2016. *America's family and living arrangements: 2016*. Retrieved from <https://tinyurl.com/yc8gjcq2>
- U.S. Census Bureau. (2016, November-b). Table AVG3. Number of people per family household with own children under 18, by race and Hispanic origin, marital status, age, and education of householder: 2016. *America's family and living arrangements: 2016*. Retrieved from <https://tinyurl.com/yc8gjcq2>
- U.S. Census Bureau. (2016, October 28). *Electorate profiles: Selected characteristics of the citizen, 18 and older population*. Retrieved from <https://tinyurl.com/y7urc6h4>
- U.S. Census Bureau. (2016, September 14). 2016 ACS 1-Year Estimates. *2016 Data release new and notable*. Retrieved from <https://tinyurl.com/yaxogf42>
- U.S. Census Bureau. (2016, September 15). Table DP05. ACS demographic and housing estimates. *2009-2013 American Community Survey 5-year estimates*. Retrieved from <https://tinyurl.com/jkwl6l4>

- U.S. Census Bureau. (2017, February 1). CVAP from the 2011-2015 American Community Survey 5 year estimates. *Voting age population by citizenship and race (CVAP)*. Retrieved from <https://tinyurl.com/lbldpo7>
- U.S. Census Bureau. (2017, May-a). Table 4b. Reported voting and registration, by sex, race and Hispanic origin, for states: November 2016. *Voting and registration in the election of November 2016 (P20-580)*. Retrieved from <https://tinyurl.com/mdxxwza>
- U.S. Census Bureau. (2017, May-b). Table 10. Reasons for not voting, by selected characteristics: November 2016. *Voting and registration in the election of November 2016 (P20-580)*. Retrieved from <https://tinyurl.com/mdxxwza>
- U.S. Census Bureau. (2017, May 10). *Voting in America: A look at the 2016 presidential election*. Retrieved from <https://tinyurl.com/mwgjcyp>
- U.S. Census Bureau. (2017, October 19). Table B16006. Language spoken at home by ability to speak English for the population 5 years and over (Hispanic or Latino). *2016 American Community Survey 1-Year Estimates*. Retrieved from [https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15\\_1YR/B16006](https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_1YR/B16006)
- University of Texas Annette Strauss Institute for Civic Life. (2013). *Texas civic health index*. Retrieved from <https://tinyurl.com/ybyx5jdu>
- Vega-Costas, F. (2012). *Cultural competency: Understanding Hispanic culture* [PowerPoint slides]. Retrieved from <https://tinyurl.com/y7rpobkt>
- Williams, A. (2017, January). Connecting, serving and giving: Civic engagement among mid-life and older Hispanic/Latino adults. *AARP Research: Life and Leisure*. Retrieved from <https://tinyurl.com/yc5w3t4q>