



LEAGUE OF WOMEN VOTERS  
OF TEXAS EDUCATION FUND

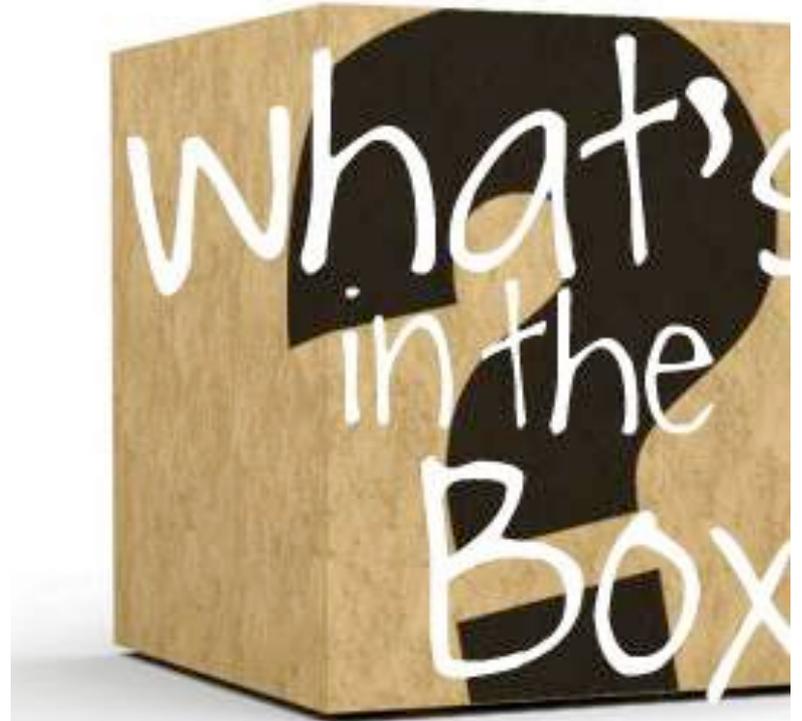
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# Engaging Hispanics

**No Small Minority!**

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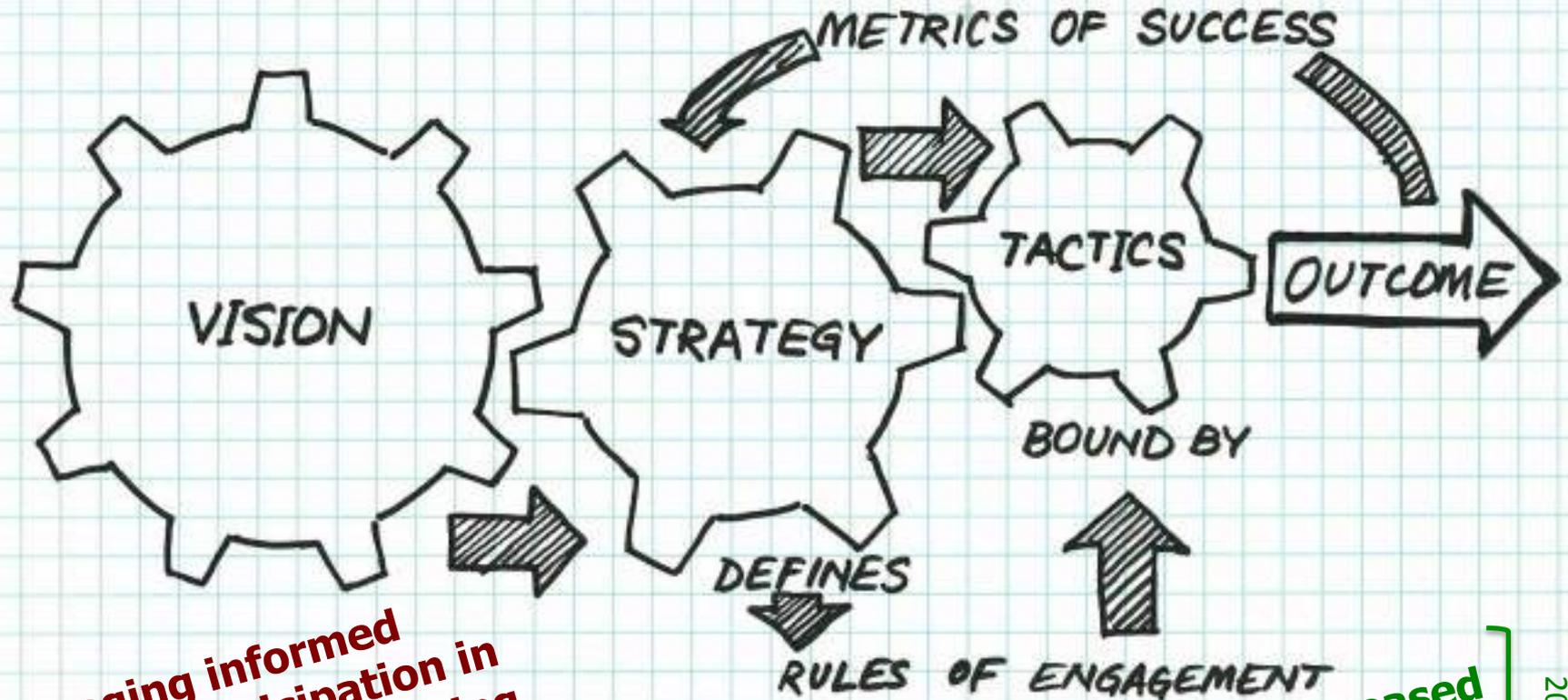


# Preface

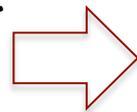
## Welcome to *Engaging Hispanics!*

- 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



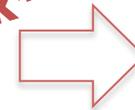
**Encouraging informed and active participation in government by facilitating voter engagement.**



**Interactive & meaningful communication**



**GOTV tactics that work\***



**Increased voter turnout in Texas**

5% from 2012 to 2020

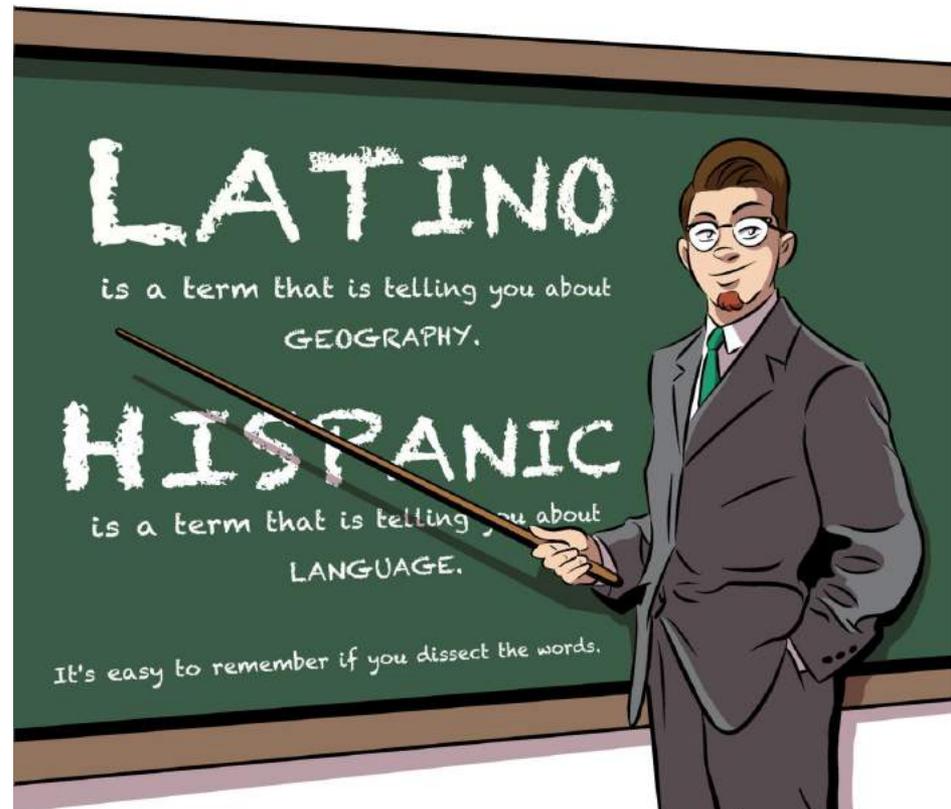
\*Evidence-based

# Hispanic?

# Latino?

## Or Latinx?

~~Latin American~~



**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.

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

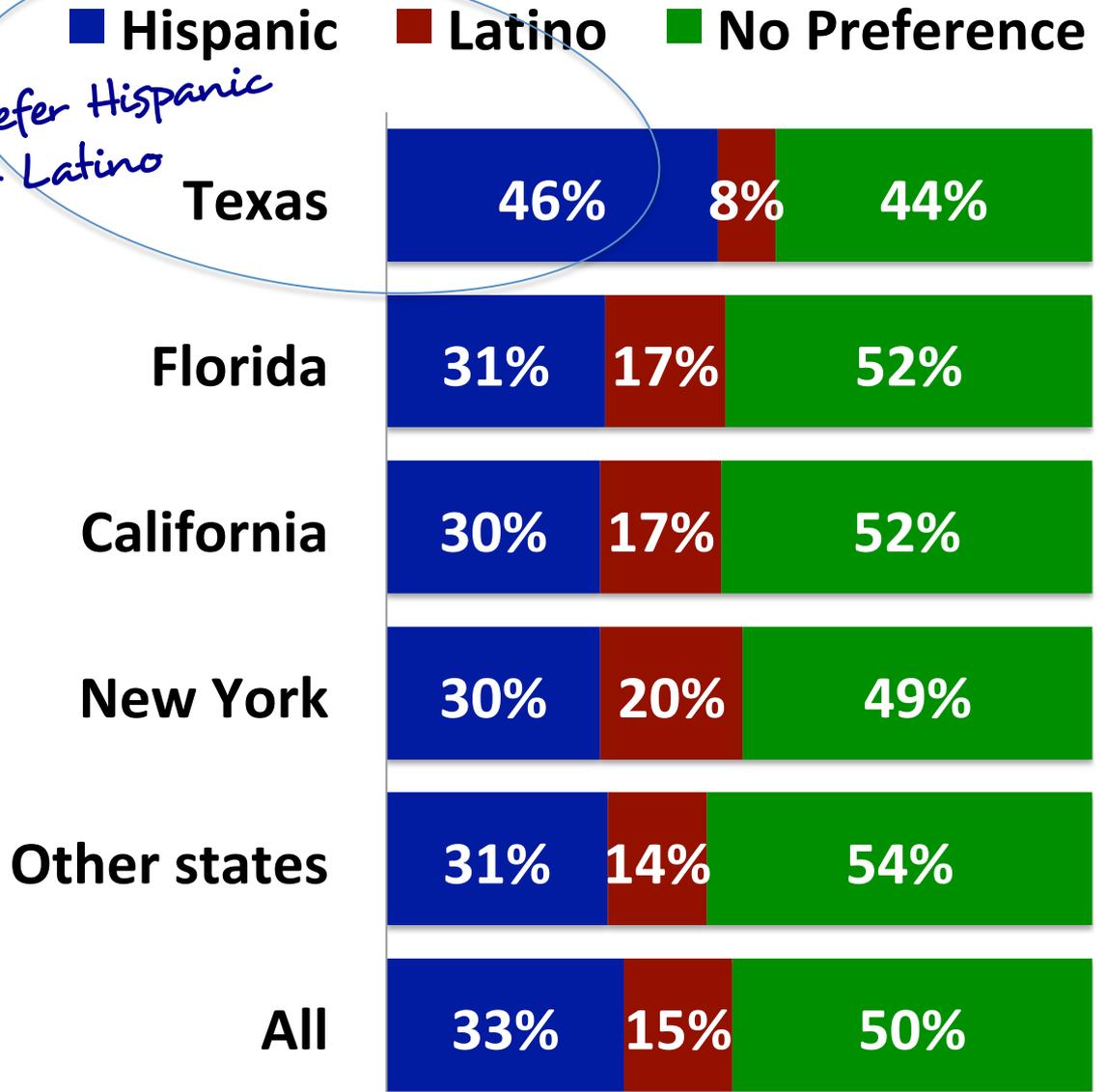
# Hispanic? Latino?

“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



*Texans prefer Hispanic over Latino*



5,103 Responses

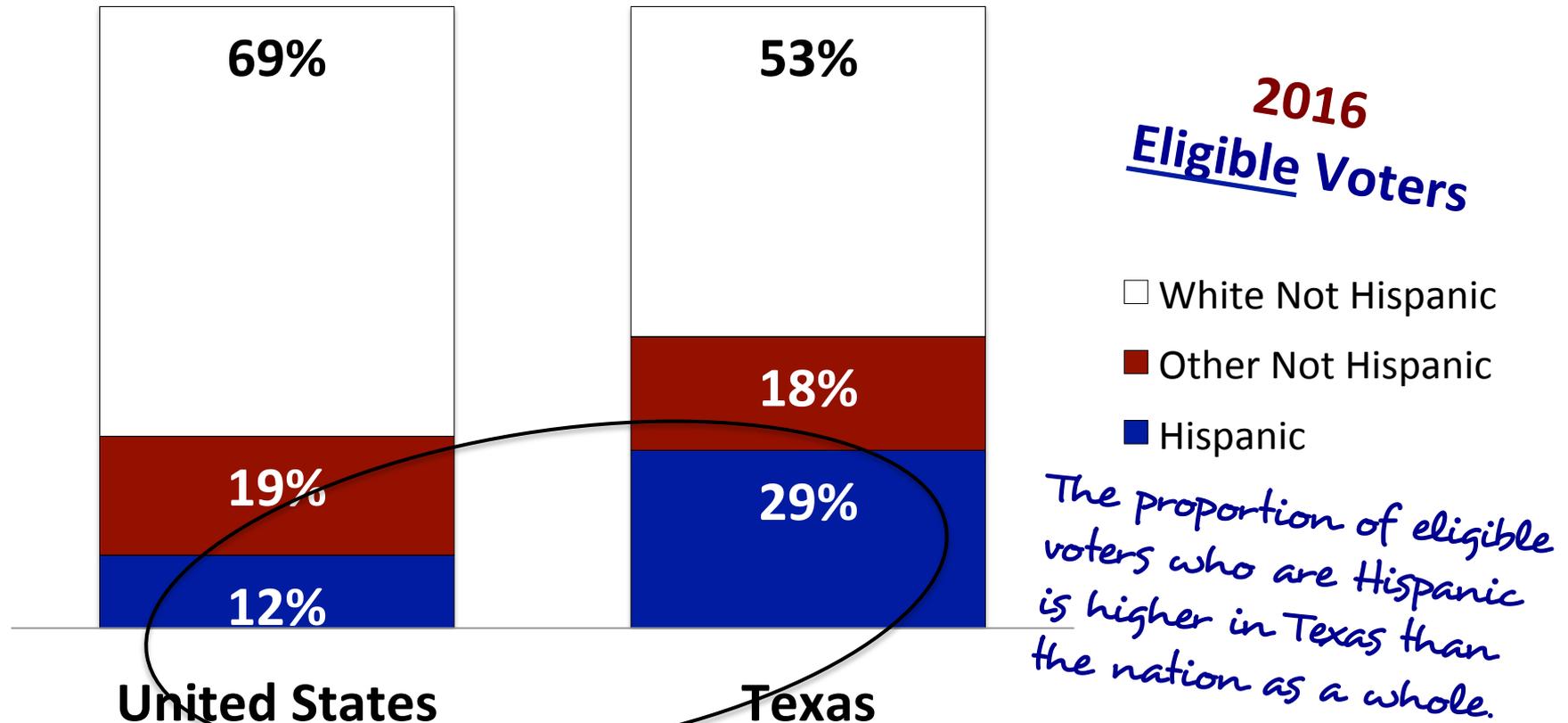
# 1. HISPANIC VOTERS



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

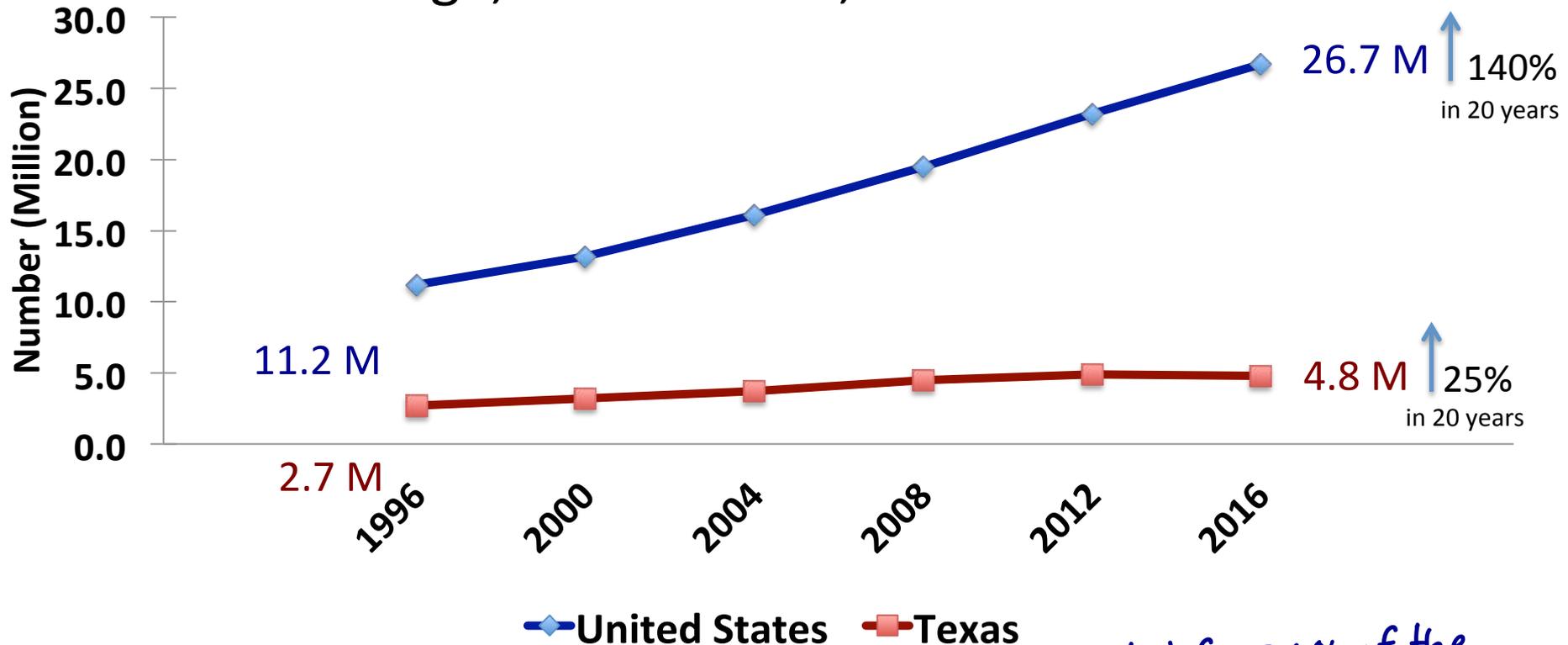
# Who makes up the electorate?

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



# The rising Hispanic electorate

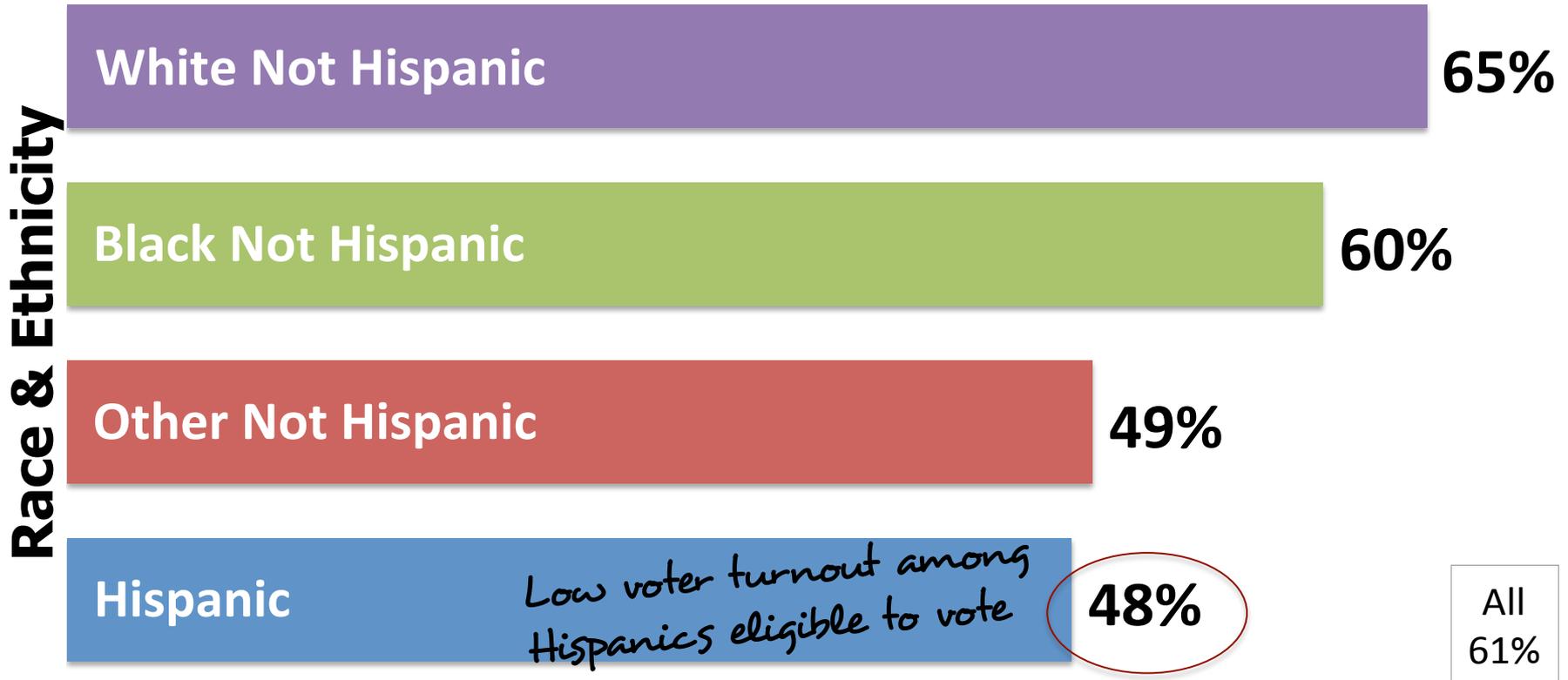
Estimated No. of Hispanic Citizens of Voting Age, U.S. & Texas, 1996-2016



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

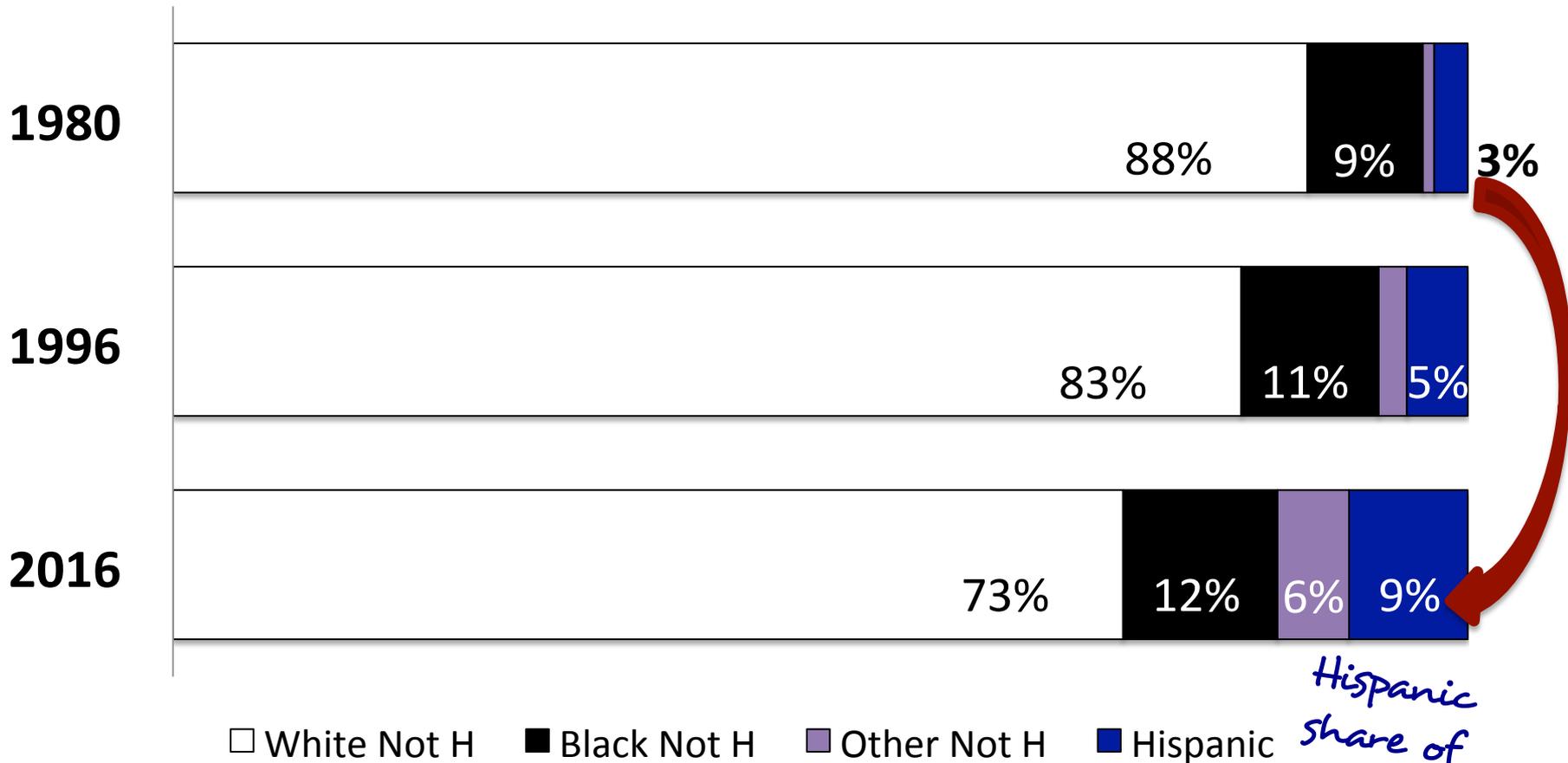
# Who votes?

## % 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

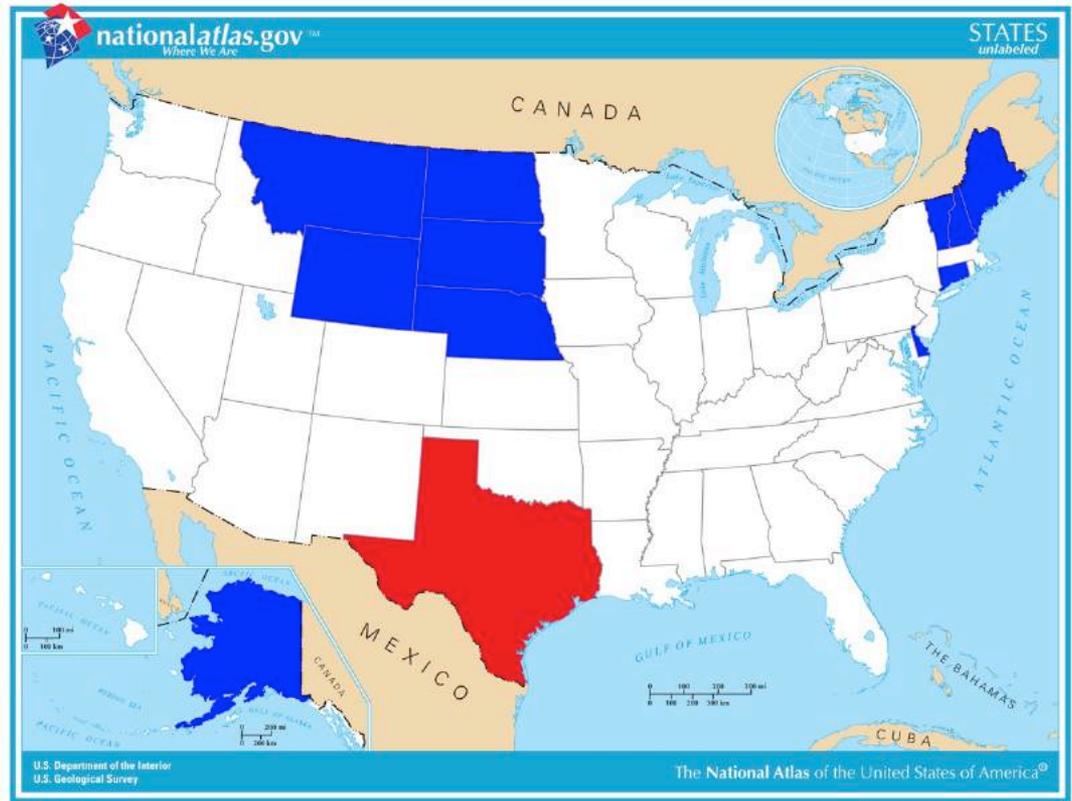
in the United States

**in 2020**

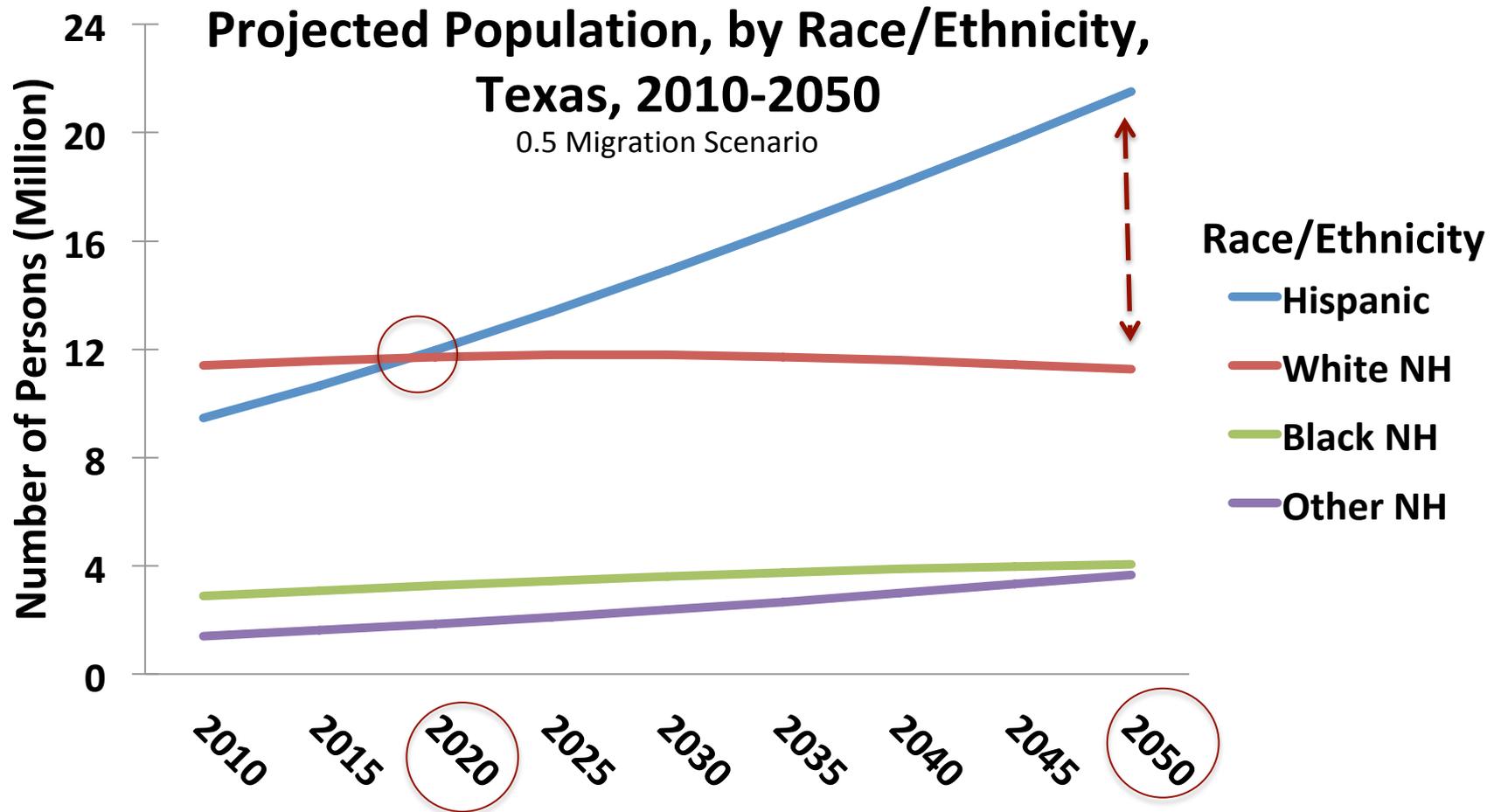
- 42.7 million of voting age
- 28.9 million eligible to vote
  - 12% of all eligible voters
- 13.7 million likely voters
  - 9.5% of all likely voters

# 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





# Social connectedness

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

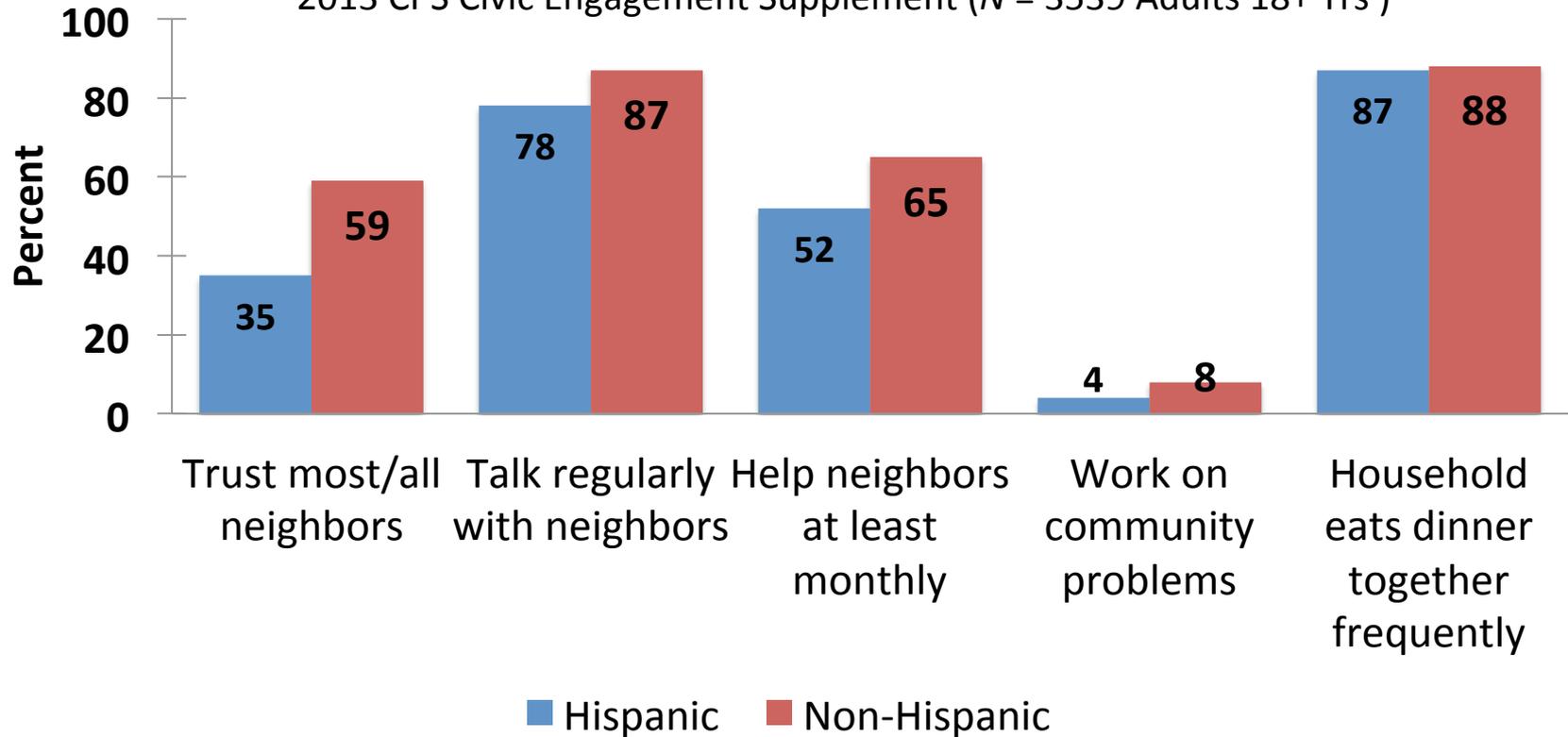


# Social connectedness

*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

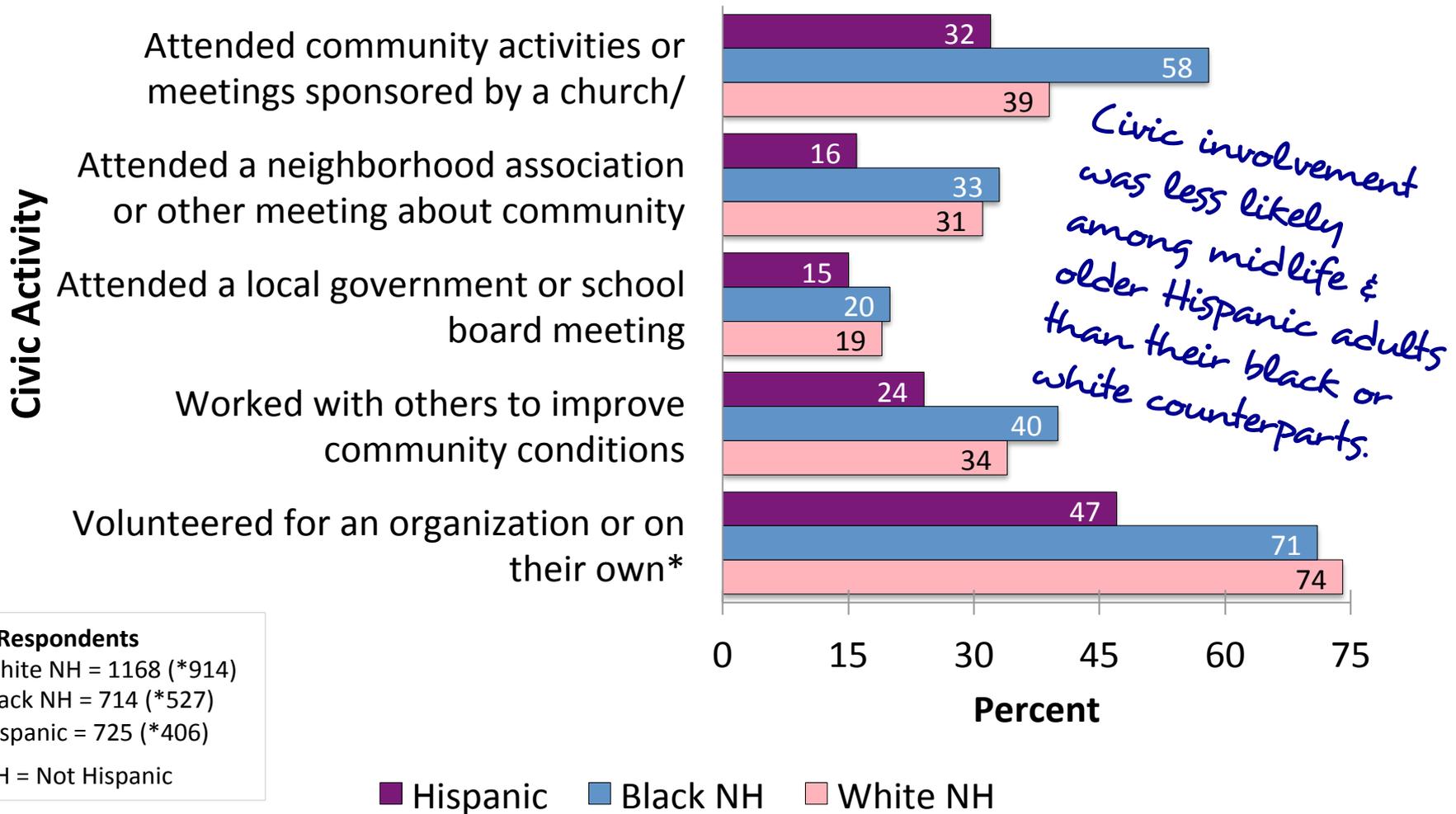
<http://tinyurl.com/y896nhc4>

# 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



**# Respondents**

White NH = 1168 (\*914)

Black NH = 714 (\*527)

Hispanic = 725 (\*406)

NH = Not Hispanic

# Political participation

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

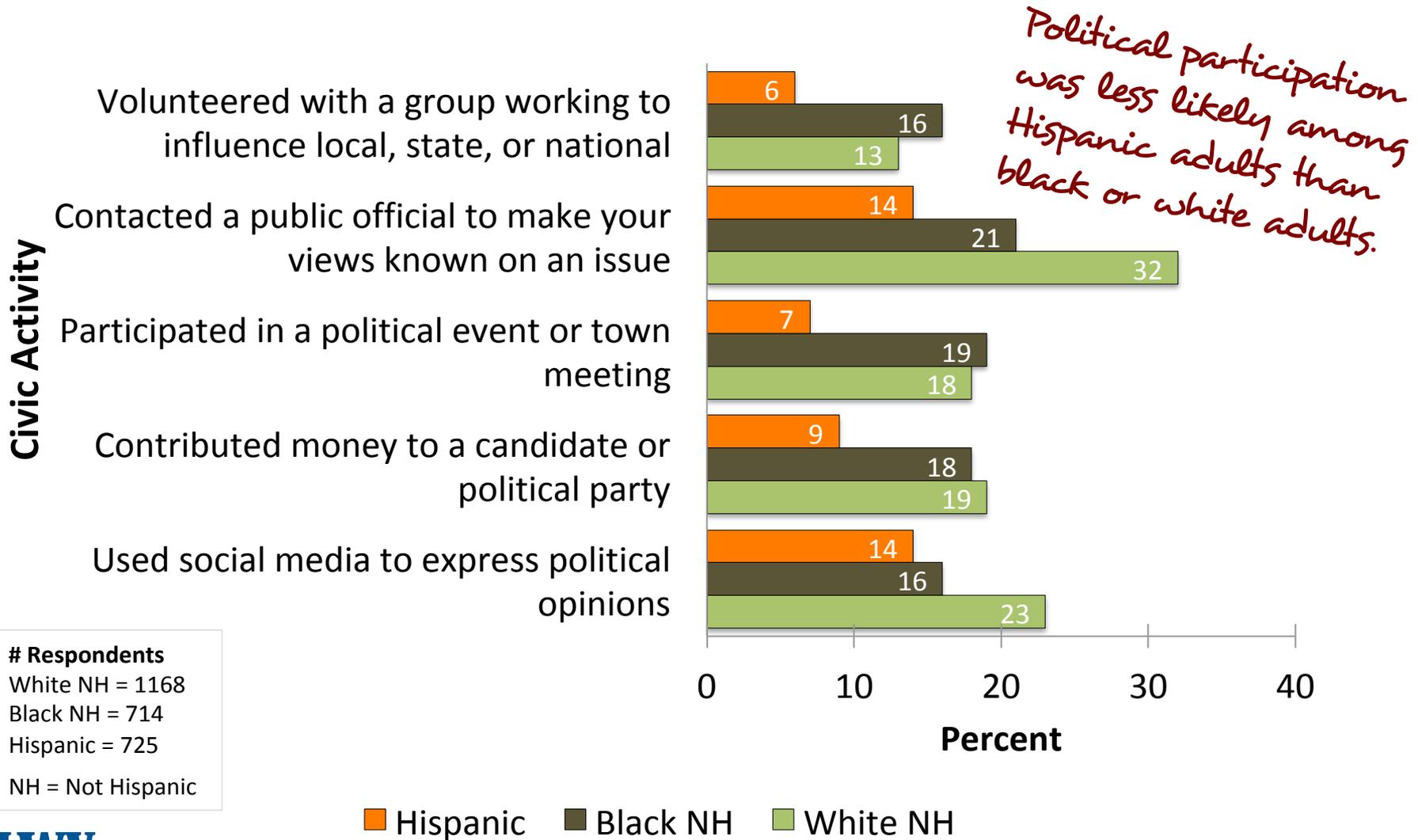


es tiempo **DE**  
**votar**



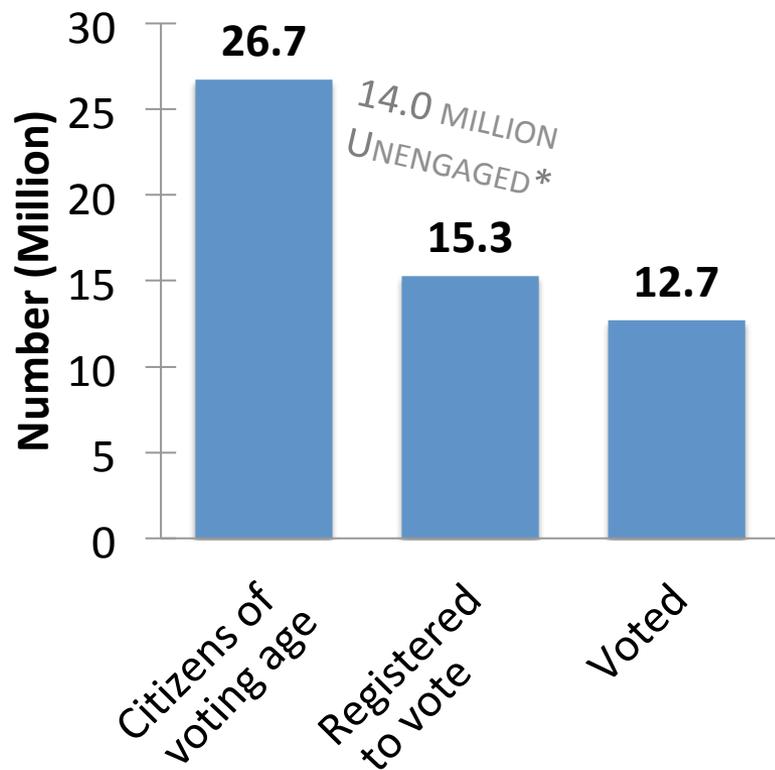


# % Respondents (Aged 50+ Years) Participated in Politics, by Civic Activity & Race/Ethnicity, U.S., August 2015

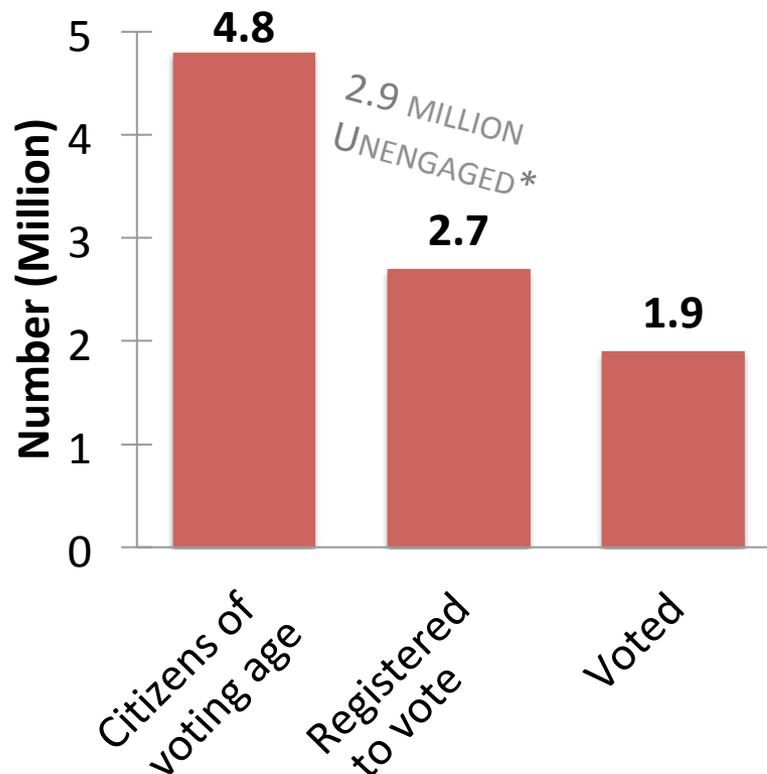


# Estimated No. (Million) Hispanic Citizens of Voting Age, Registered Voters, and Voters in Presidential Elections, 2016

## United States



## Texas



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

# Why?



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



# 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 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

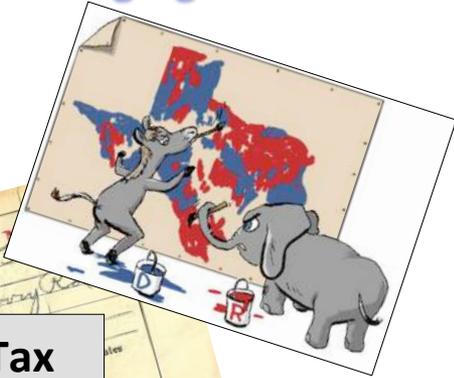
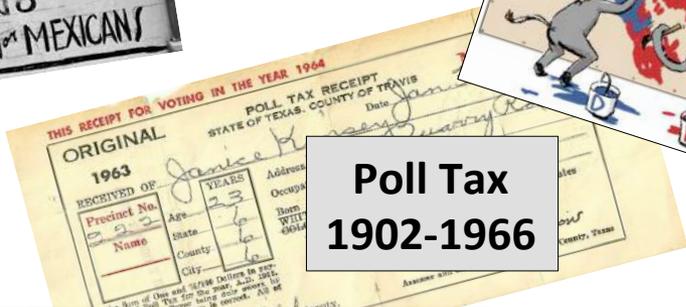


# Other influencing factors...

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

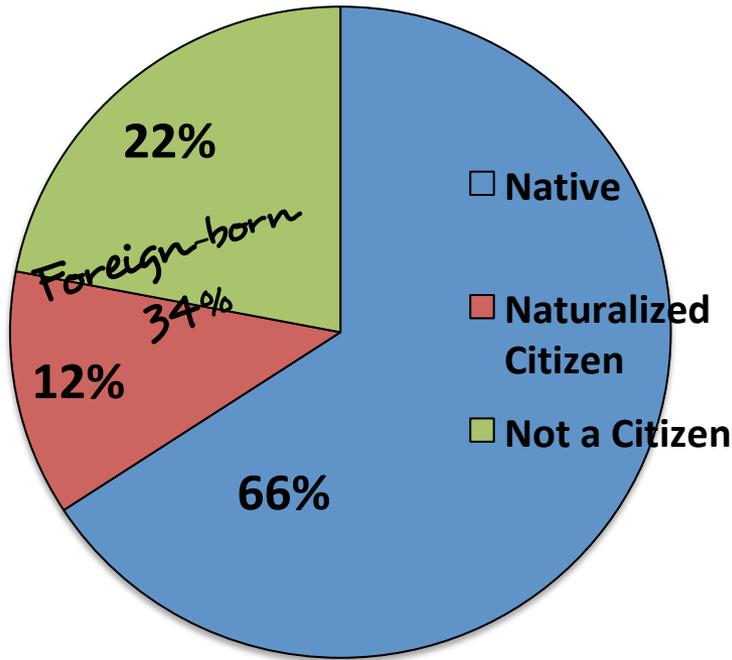


- Native, naturalized, undocumented
- Varying heritage
- Culturally diverse
- Shared values
- Common traits

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

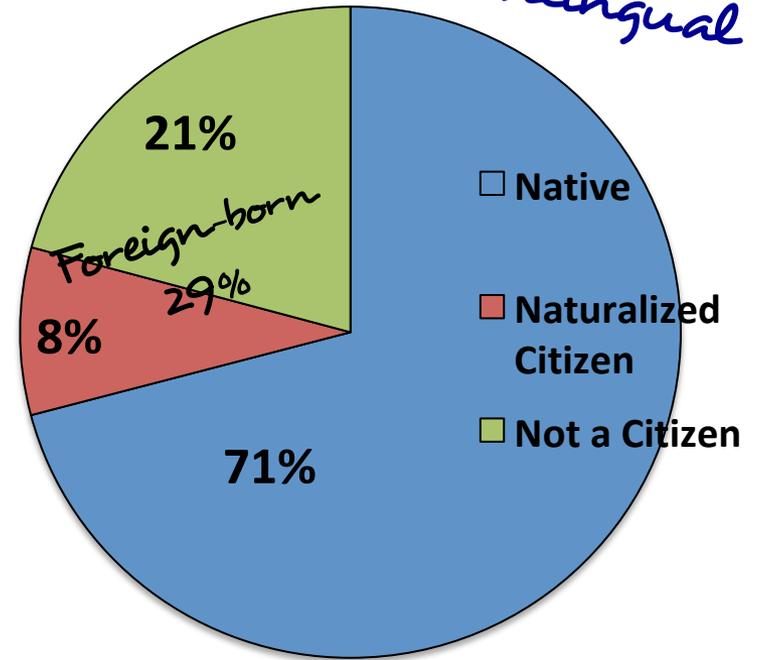
## United States

18% Hispanic (57.4 M)



## Texas

39% Hispanic (10.9 M)

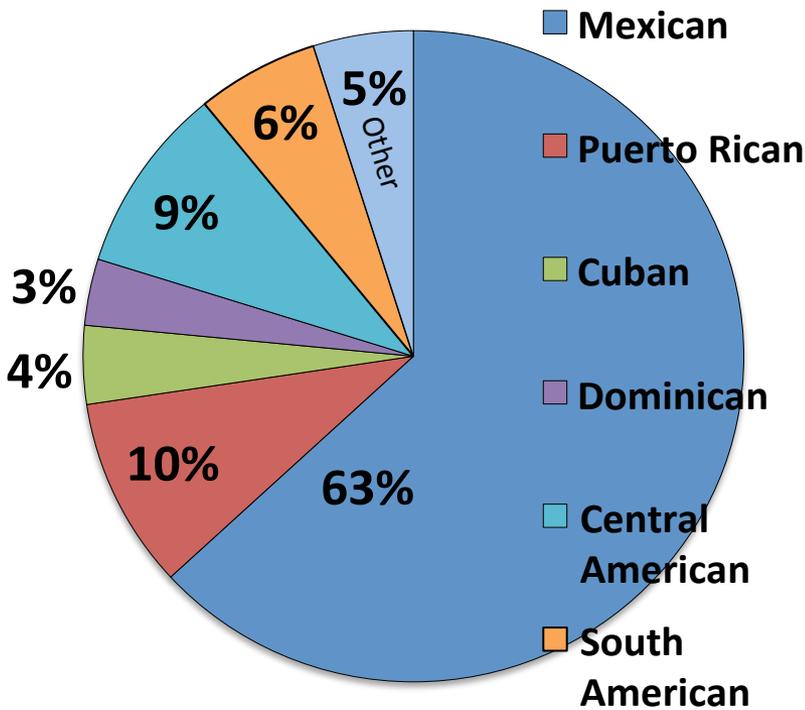


*Most Hispanics are born in the U.S. & bilingual*

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

## United States

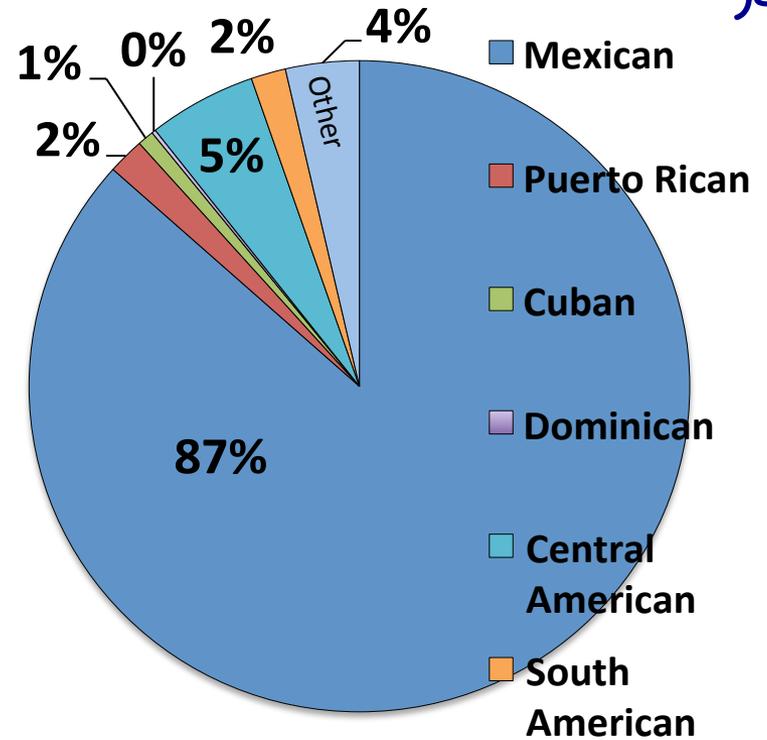
18% Hispanic (57.4 M)



## Texas

39% Hispanic (10.9 M)

*Most Hispanics are of Mexican heritage*





## 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

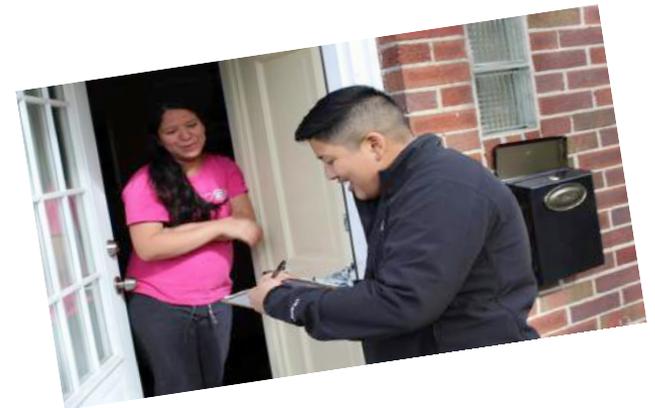
## Informal conversations

- 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



## 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.

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