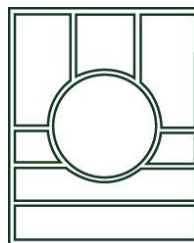


Tomás Rivera Policy Institute
University of Southern California
Ralph and Goldy Lewis Hall, Suite 102
Los Angeles, CA 90089
Phone: (213) 821-5615
FAX: (213) 821-1976
www.trpi.org



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The Tomás Rivera Policy Institute

Press Release

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Contact:

Harry Pachon, PhD.
Edward Flores
David Estrada
Tel. (213) 821-5615

National Latino Vote Expected to Top 9 Million in 2008

TRPI analysis projects a 20% increase from 2004 due to naturalization and Latino youth coming of voting age. Small shifts in the Latino vote may have a significant impact in many states.

LOS ANGELES, CA – The Tomás Rivera Policy Institute at the University of Southern California projects that 9.3 million Latino voters will go to the polls in the 2008 presidential elections—an increase of over 1.7 million voters or an increase of approximately 23% from 2004.

“As the U.S. Latino population surges, we are seeing increases in registration/voter turnout due to increased naturalization numbers by Latino immigrants beginning in the 1990s and Latino youth coming of voting age” said Harry Pachon, Ph.D., President of TRPI.

Year	Turnout
1980	2,453,000
1984	3,092,000
1988	3,710,000
1992	4,238,000
1996	4,928,000
2000	5,934,000
2004	7,587,000
2008*	9,320,277

*The projected number of voters nationwide is derived from an exponential growth equation, $Y=b*m^x$, where Y is the total number of Latino voters in a Presidential election and “^” is “to power of”. Using known Y’s from previous election years from U.S. Census Bureau data, we forecast the line’s slope and project where the Y point for 2008 will lie.

The potential impact of a Latino voting bloc is particularly high in states with large concentrations of Latinos. For instance, in California, it takes a mere 3.1% of Latino voters to cause a 1% shift in the state's presidential election results. Similarly, in Florida only 4.5% of Latino voters are needed to create a 1% statewide shift in the vote (see table 2).

Even in non-traditional Latino states, such as Nevada, Pennsylvania, and Washington, we will see thousands of new Latino voters in 2008. Rudy de la Garza, TRPI Vice President, notes however that, "even with such substantial increases, Latinos must significantly increase their rates of registration and voting in order to influence the election's results".

Table 2 Percentage (%) of Latino Vote Needed to Make a 1% Difference in Selected Statewide Elections (2004)							
	Total Votes Cast	1% of Vote	Total Latino Vote	Margin of Error*	1% Shift**	Electoral Votes	Latino Vote 2008 (Projected)
Arizona	2,239,000	22,390	296,000	6.10%	3.80%	10	413,980
California	12,807,000	128,070	2,081,000	2.60%	3.10%	55	2,619,387
Colorado	2,097,000	20,970	165,000	6.90%	6.40%	9	192,002
Florida	7,372,000	73,720	824,000	4.60%	4.50%	27	1,063,184
Illinois	5,672,000	56,720	294,000	6.50%	9.60%	21	465,106
New Jersey	3,693,000	36,930	277,000	6.50%	6.70%	15	257,516
New Mexico	837,000	8,370	276,000	6.40%	1.50%	5	296,248
New York	7,698,000	76,980	613,000	4.60%	6.30%	31	645,863
Texas	7,950,000	79,500	1,533,000	3.30%	2.60%	34	1,856,079

Source: TRPI Analysis of U.S. Census data, December 2007.

* A *Margin of Error* suggests, with a 90% probability, that the given range within which the real number of Latino voters lies. For example: The estimate of Latino voters in Texas lies between 1,453,500 and 1,612,500.

** A *1% Shift* indicates the percentage of Latino votes needed to sway the state outcome by 1%. The equation for this is $LSC = TVC / TLV$, where LSV is Latino 1% Swing Vote, TVC is Total Votes Cast, and TLV is Total Latino Vote. For example: In Texas, 2.6% of the Latino vote, or 39,750 voters are needed for the 1% shift. This is based on the equation $(79,500 / 1,533,000) / 2$.

About TRPI

Founded in 1985, the Tomás Rivera Policy Institute (TRPI) advances informed policy on key issues affecting Latino communities through objective and timely research contributing to the betterment of the nation. TRPI is an affiliated research unit of the University of Southern California School of Policy, Planning, and Development and is associated with the Institute for Social and Economic Research and Policy at Columbia University.

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