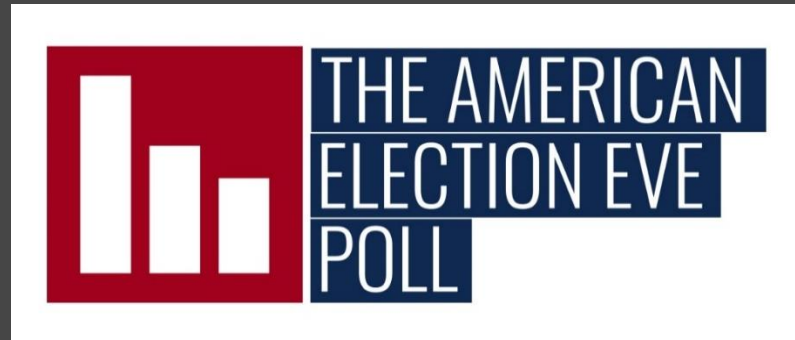


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AAPI
CIVIC ENGAGEMENT FUND



AMERICA  VOTES

**AMERICA'S
VOICE**

APIAHF
ASIAN & PACIFIC ISLANDER
AMERICAN HEALTH FORUM

Demos

race forward 
csi CENTER FOR
SOCIAL INCLUSION

 **National
Urban League**

**FAITH IN
ACTION** 



MOVE ON



UNIDOS US
STRONGER COMMUNITIES. STRONGER AMERICA.

November 13, 2018

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Matt Barreto

Latino  Decisions

Henry Fernandez

Taeku Lee

Laura Evans

African American Research Collaborative

Asian American Decisions

University of Washington

November 13, 2018

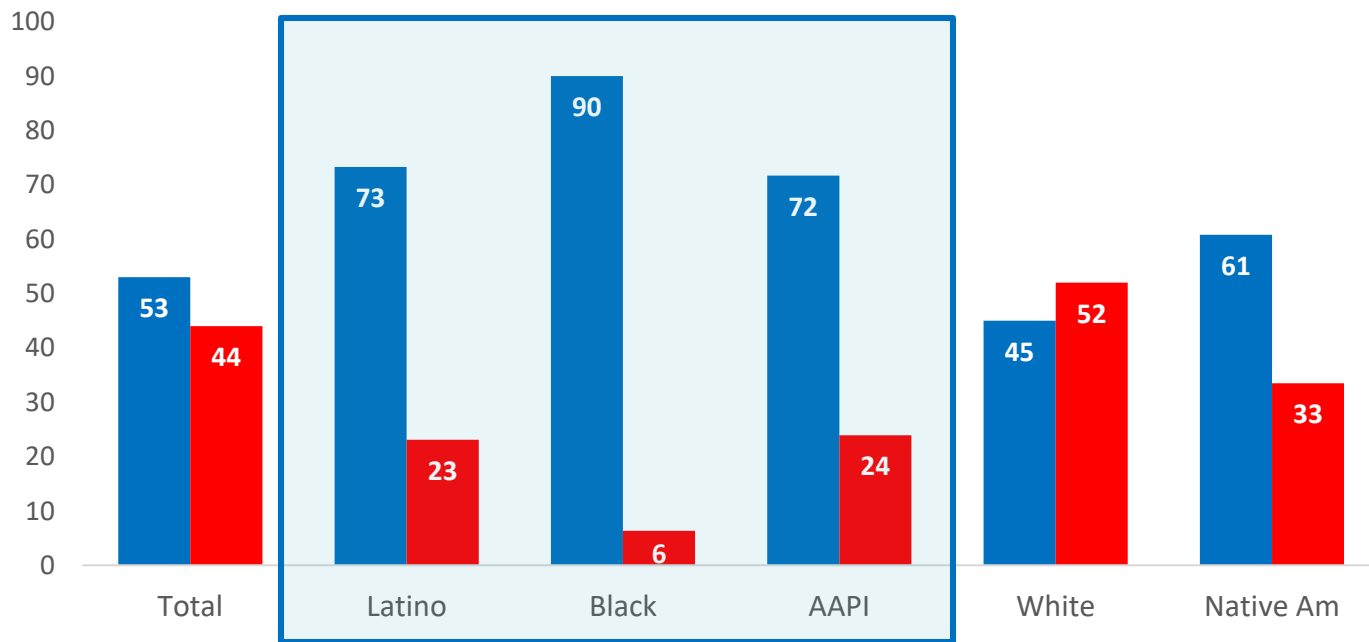
Vote for U.S. House

Minority and immigrant voters drove the Blue Wave in the U.S. House elections

While the white vote was decidedly less Republican than in 2016

*Results among voters in top 70 House CD battlegrounds

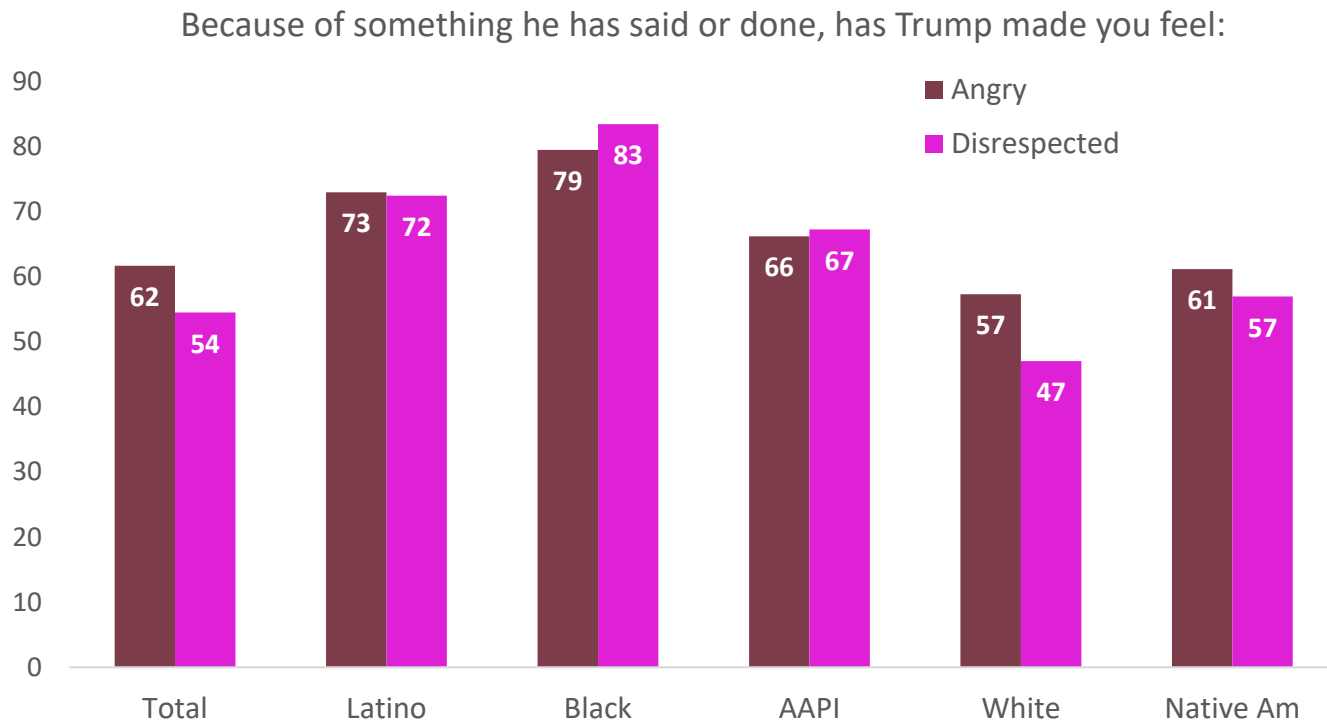
In the election for U.S. House of Representatives, did you vote for the Democratic candidate or Republican candidate?



A referendum on Donald Trump

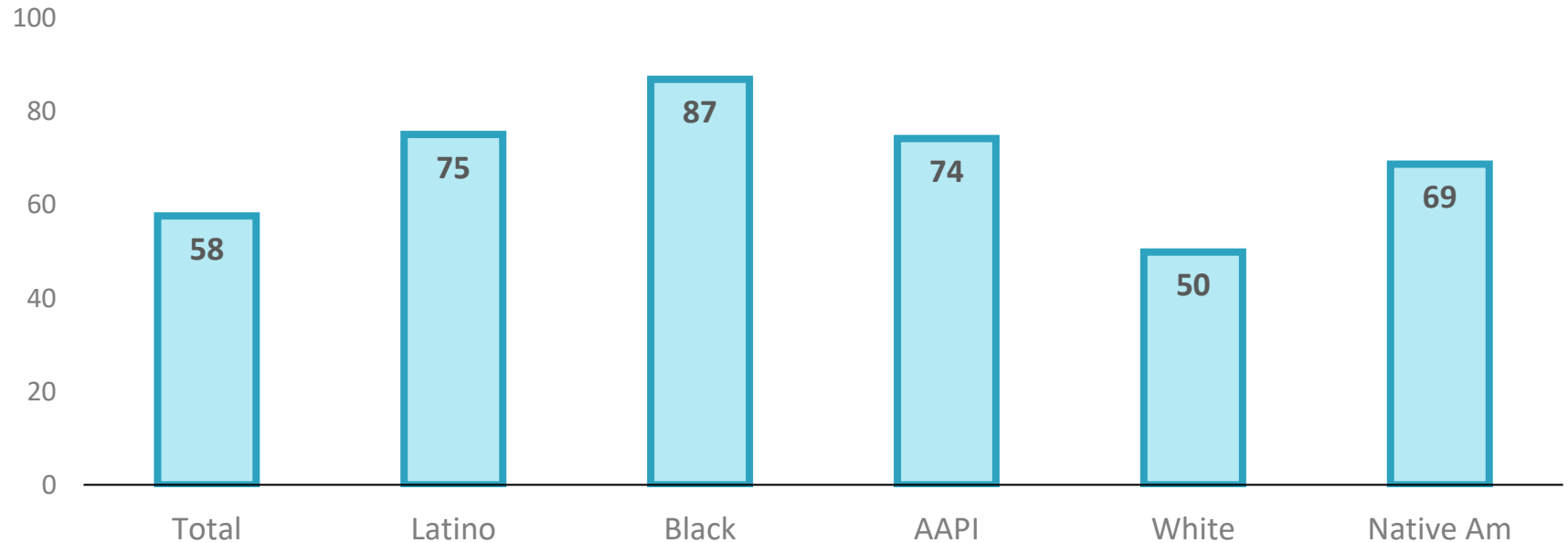
Reactions and emotions to President Trump were a driving factor for voters in the 2018 elections

A majority of voters of all races and ethnicities were upset by Trump, not inspired



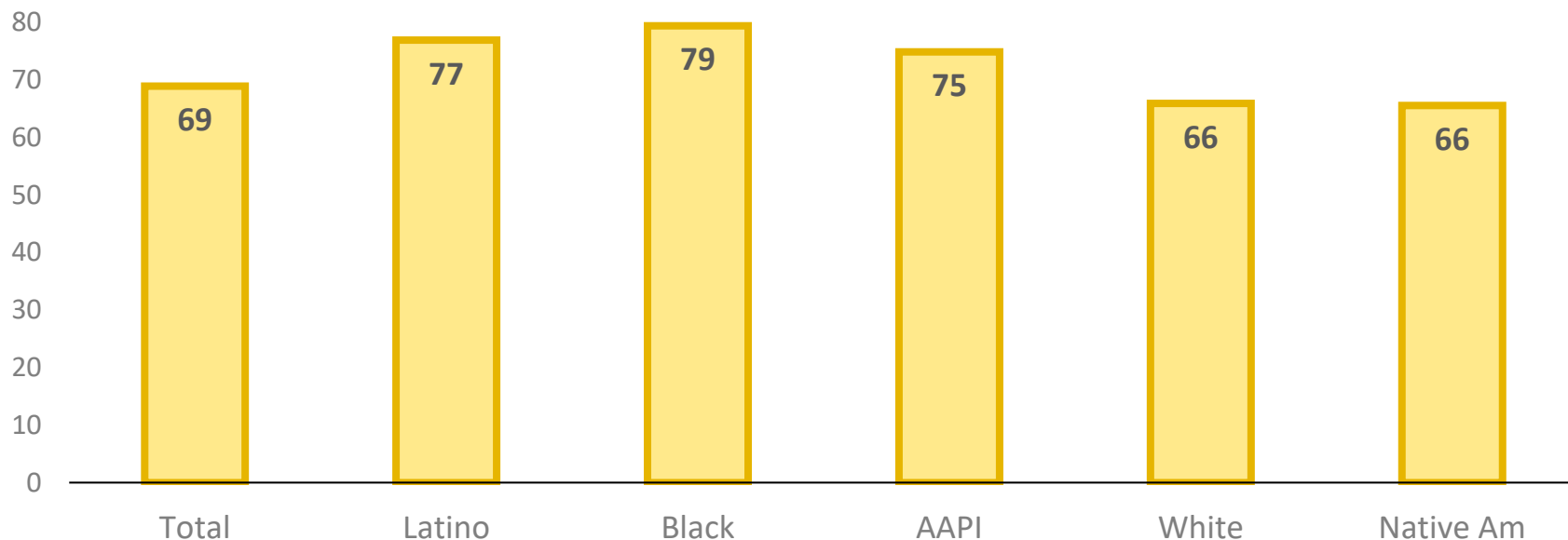
Attacks are seen as divisive

Trump and the Republicans are using toxic rhetoric to try and divide us from one another



Self-mobilization

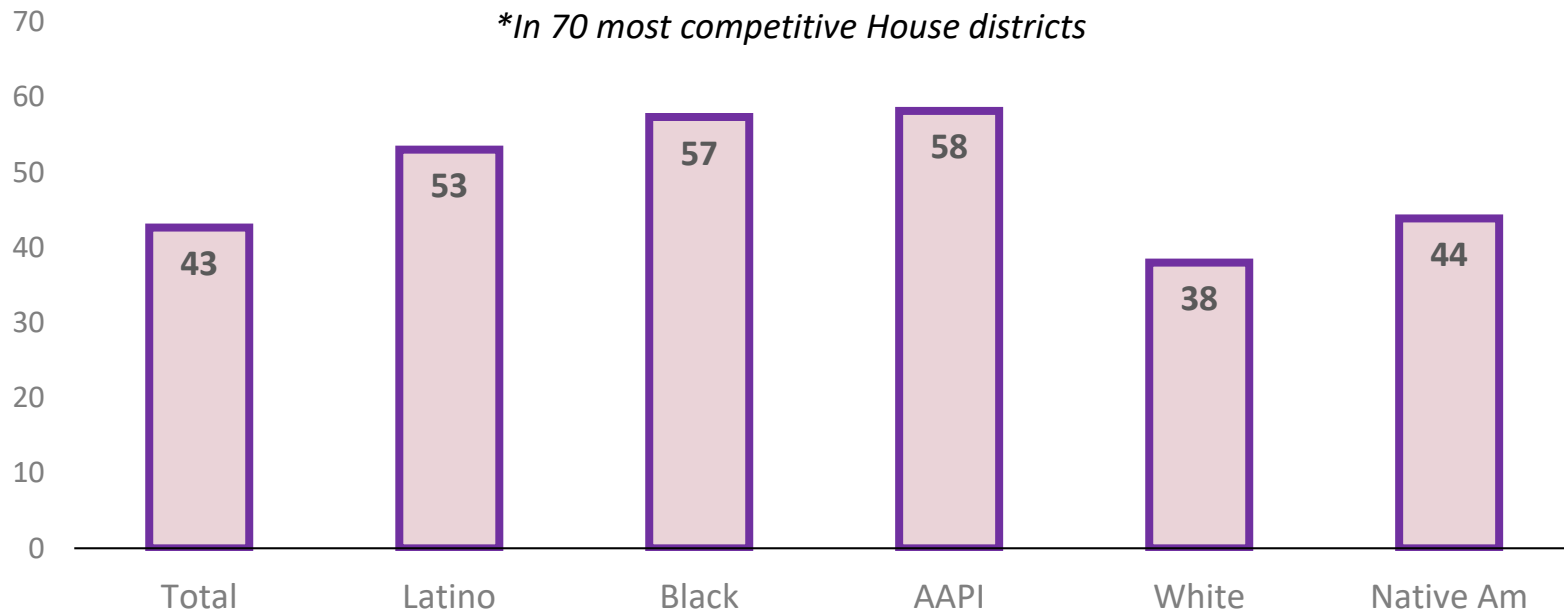
Encouraged your friends or family to register or vote in the 2018 election



Reported contact by campaign

Did anyone from a campaign, political party, or some other group ask you to vote, or register to vote?

**In 70 most competitive House districts*

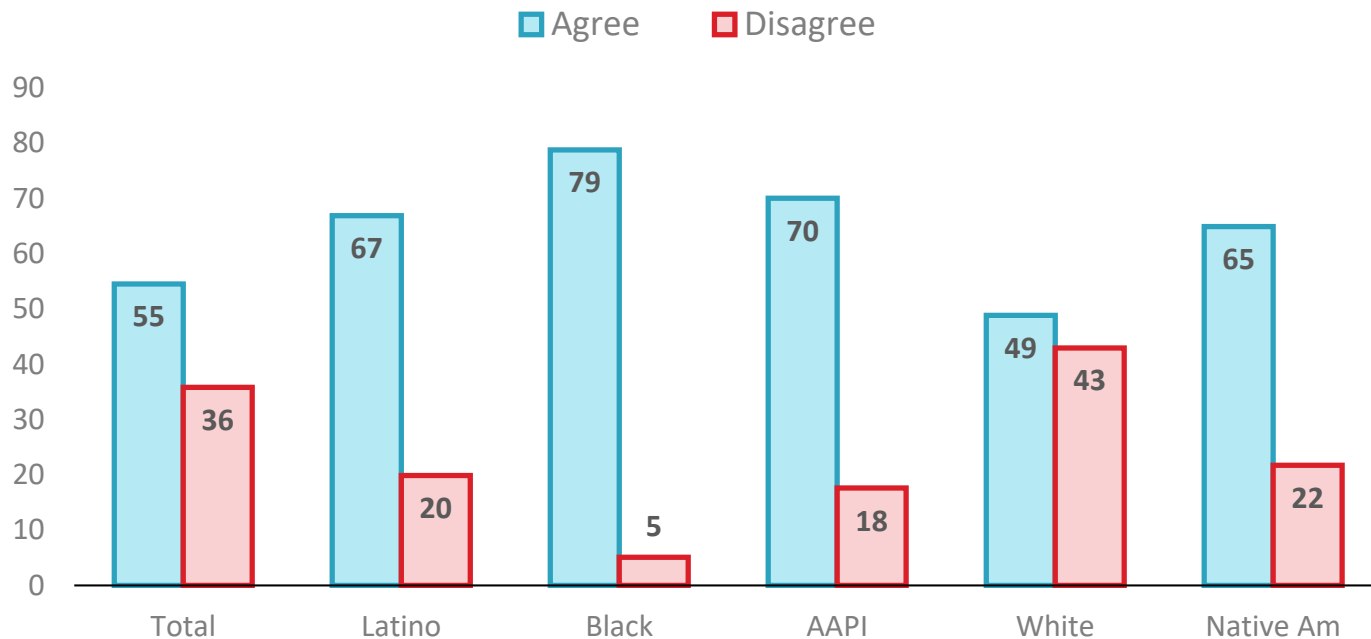


Access to affordable health care

Policy Issues in
2018

Voters wanted
expanded access
to health care,
not repeal

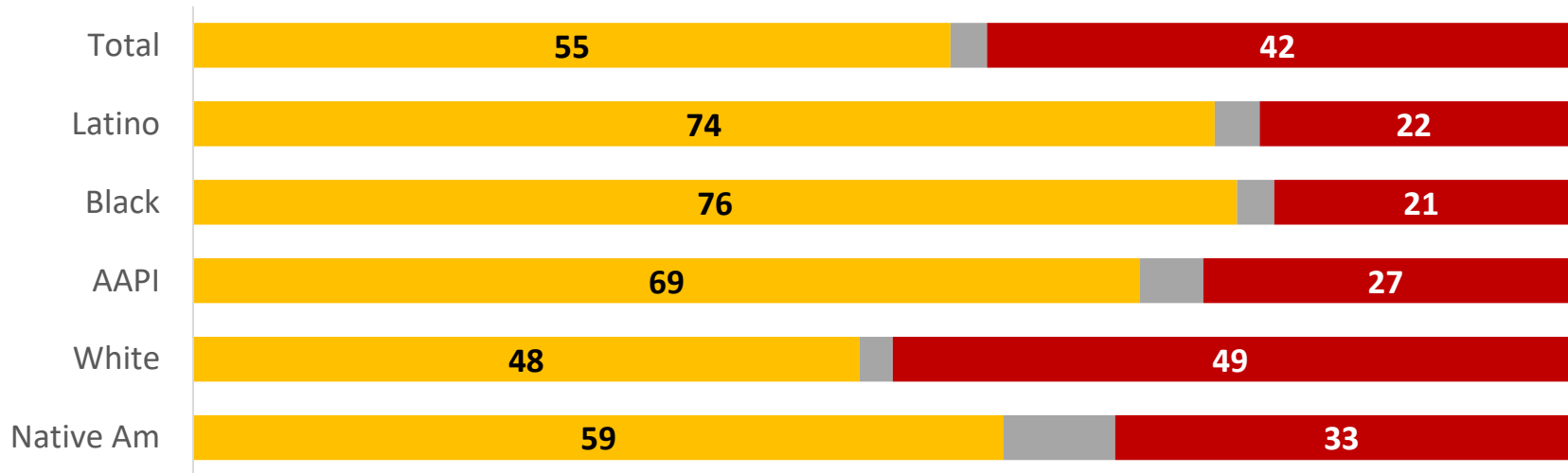
Obamacare should be strengthened



No “net gain” from attacking immigrants

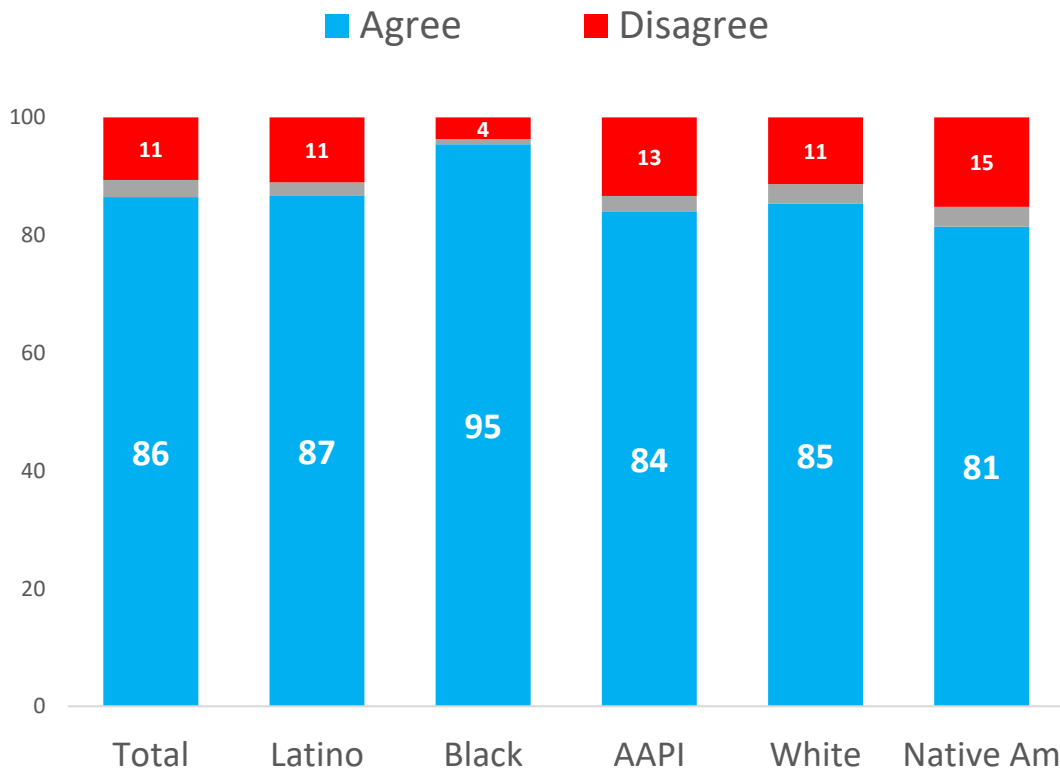
■ Immigrants just want to provide a better life for their families, just like you and me. I support legislation to make America more welcoming to immigrants

■ America has too many illegal immigrants, they hurt the economy, bring crime and gang violence to our cities. We have to crack down on illegal immigration



Immigrant attacks accomplish nothing

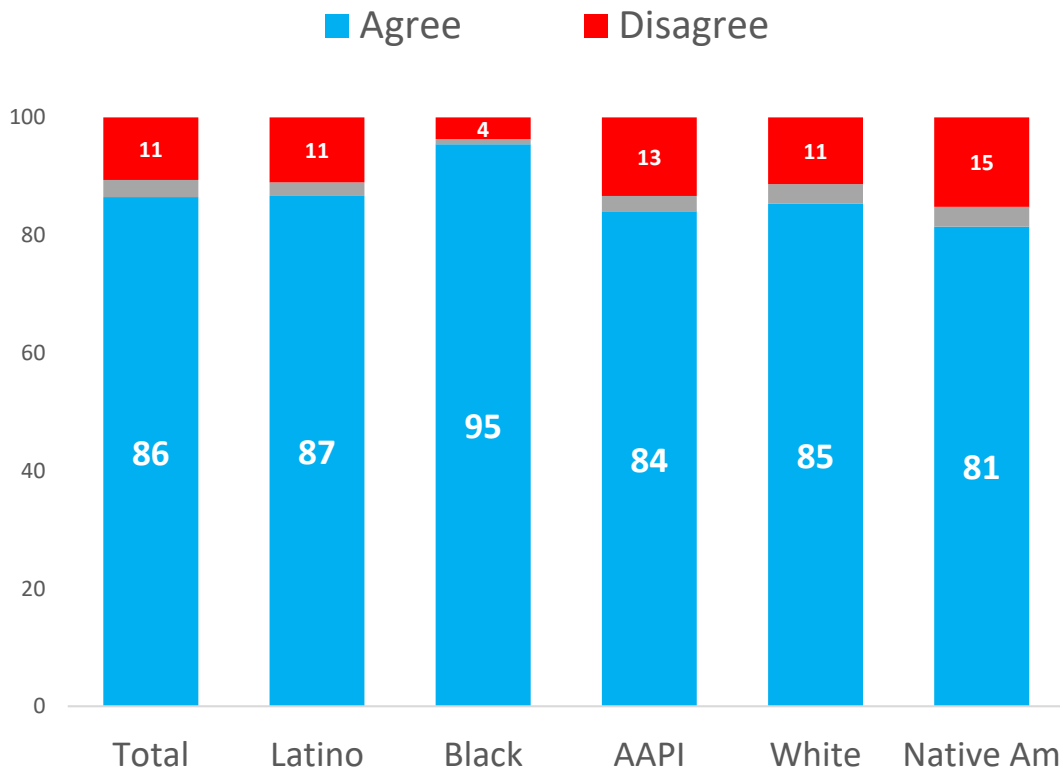
In 2018, many Republicans made attacks on immigrants' part of their campaigns. It's obvious we need to reform our immigration policies but calling immigrants rapists and gang members accomplishes nothing. Congress should work together on bipartisan immigration reform and put the issue to rest, and address important issues like improving wages, lowering the cost of health care so we have more money in our pockets.



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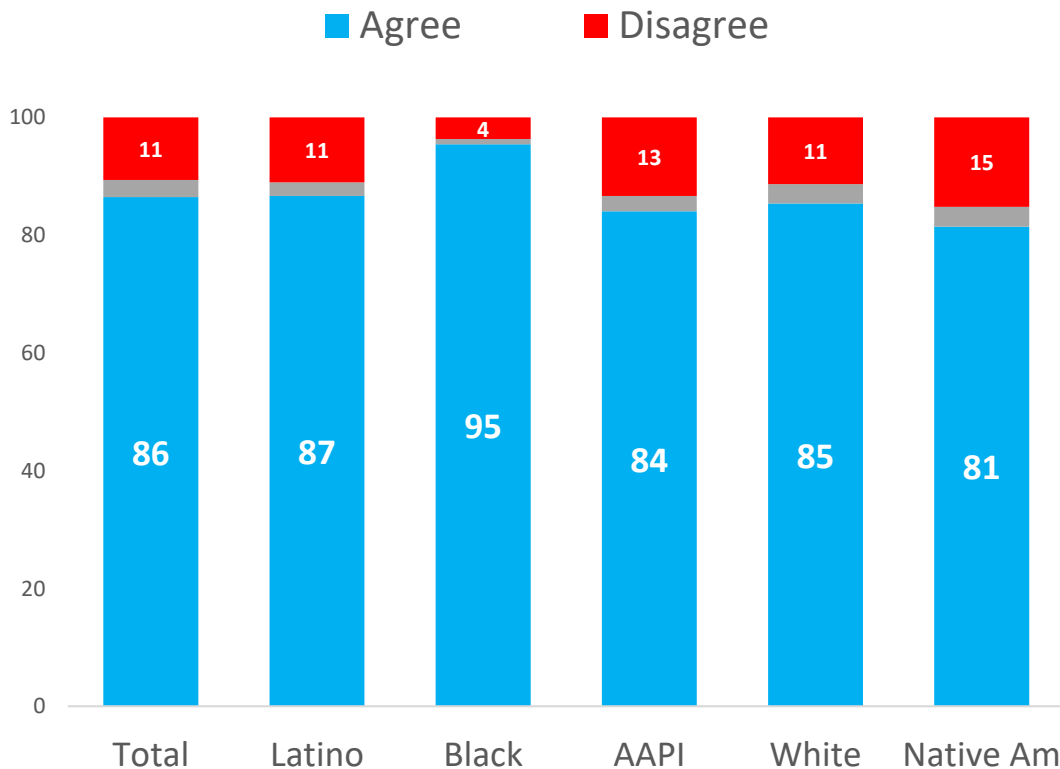
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WHAT DO OFFICIAL ELECTION RETURNS TELL US ABOUT LATINO ENGAGEMENT?



Clues on Latino turnout from Texas

Change in Ballots Cast 2014-2018

County	Latino	White	Change
➤ Dallas	40%	30%	+ 86%
➤ Harris	43%	31%	+ 86%
➤ Travis	35%	49%	+ 94%

Clues on Latino turnout from Texas

Change in Ballots Cast 2014-2018

County	Latino	White	Change
➤ Dallas	40%	30%	+ 86%
➤ Harris	43%	31%	+ 86%
➤ Travis	35%	49%	+ 94%
➤ Hidalgo	92%	6%	+ 105%
➤ Zapata	94%	5%	+ 109%
➤ Zavala	94%	5%	+ 113%
➤ Cameron	90%	9%	+ 115%
➤ Webb	96%	3%	+ 116%
➤ Jim Hogg	93%	5%	+ 118%
➤ Maverick	96%	3%	+ 124%
➤ Starr	97%	2%	+ 125%
➤ El Paso	82%	14%	+ 168%

Clues on Latino turnout from Texas

Change in Ballots Cast 2014-2018

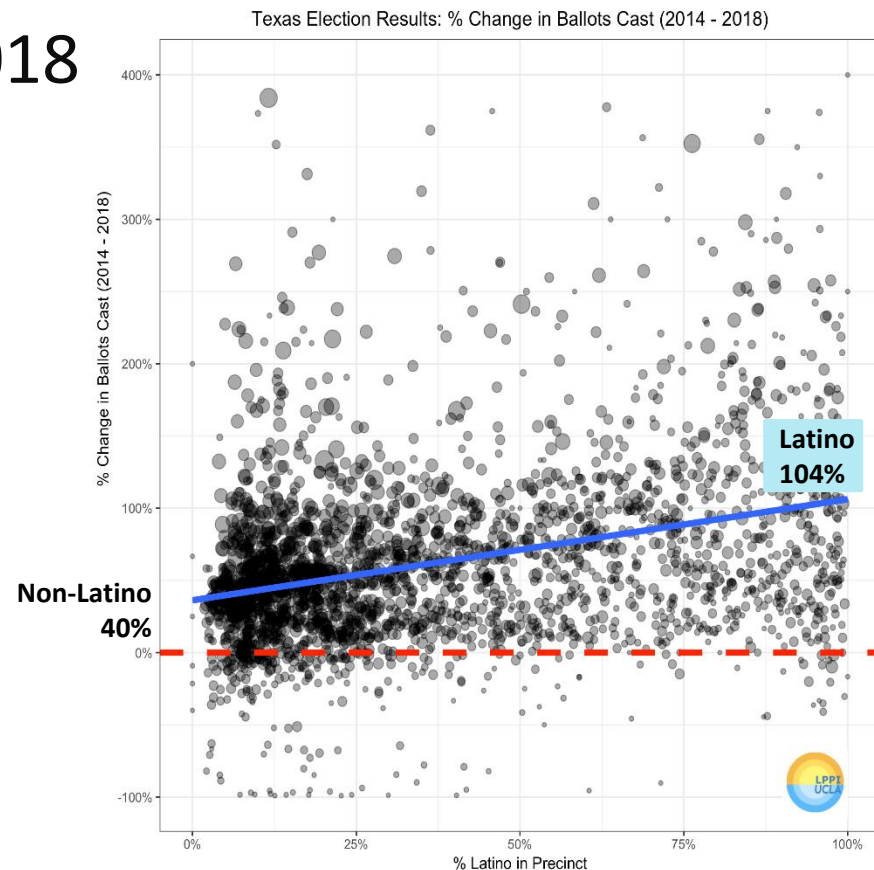
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➤ Harris	43%	31%	+ 86%
➤ Travis	35%	49%	+ 94%
➤ Montague	10%	87%	+ 15%
➤ Hamilton	11%	86%	+ 34%
➤ Carson	10%	87%	+ 36%
➤ Roberts	13%	83%	+ 39%
➤ Sabine	4%	87%	+ 49%
➤ Wood	9%	84%	+ 53%
➤ Van Zandt	10%	85%	+ 56%
➤ Clay	5%	91%	+ 58%
➤ Hardin	5%	87%	+ 83%

Clues on Latino turnout from Texas

Change in Ballots Cast 2014-2018

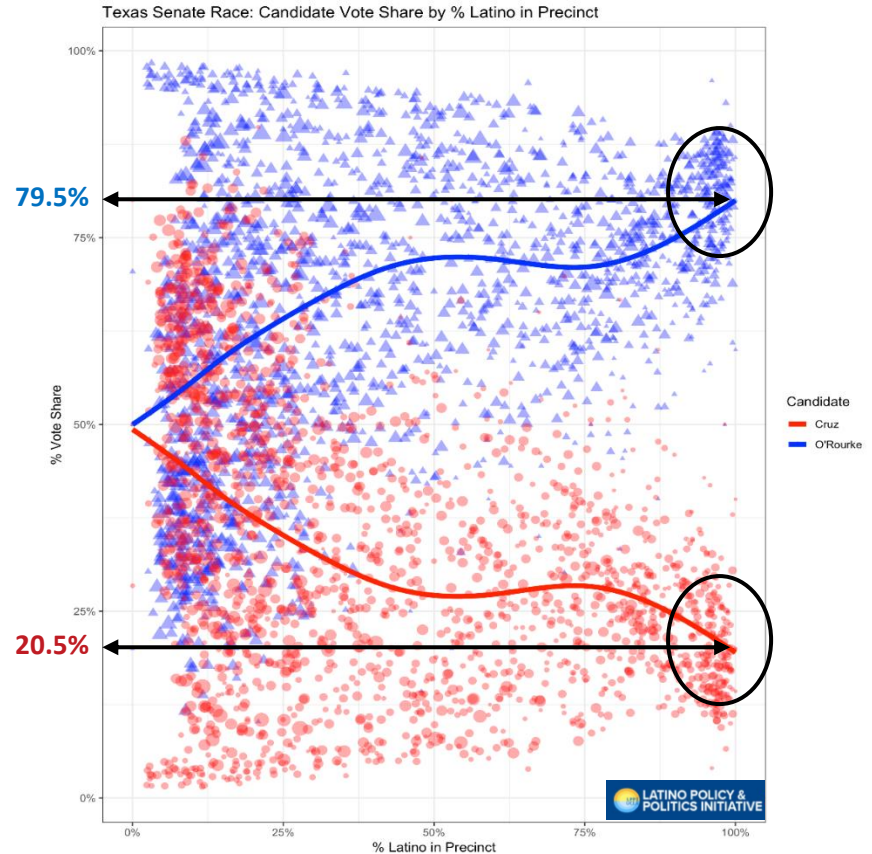
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Latino vote in Texas: Beto v. Cruz

➤ Latino Vote choice

	LD	Exits
Beto	74	64
Cruz	24	35



SUCCESSFUL LATINO OUTREACH: 2018 ROSEN FOR NEVADA



Early Polling Illustrated Challenge

June Polling

Rosen 54%
Heller 19%

Favorables +15
Never Heard, 49%

American Election Eve Poll

Rosen 71%
Heller 25%

Electorate was at
least 18% Latino

- Rosen had three challenges
 - To introduce herself to an electorate that did not know her well;
 - To maintain her image among non-Hispanic voters as practical and independent without turning off Latinos;
 - To redefine Heller from his “moderate” image on health and immigration to one more closely defined by Trump;
 - (Heller was very helpful in this regard!)
- LD tested 27 unique messages across three waves;
 - Messages directly informed campaign ads in English and Spanish.
 - Messengers tested to inform creatives content.
 - Closing argument tested in September and modified in October for late-campaign adjustments.
 - James Aldrete did the amazing and effective creatives.
 - LD Reviewed all creatives for feedback on translation and emphasis.

Rapid Reaction/Cultural Context

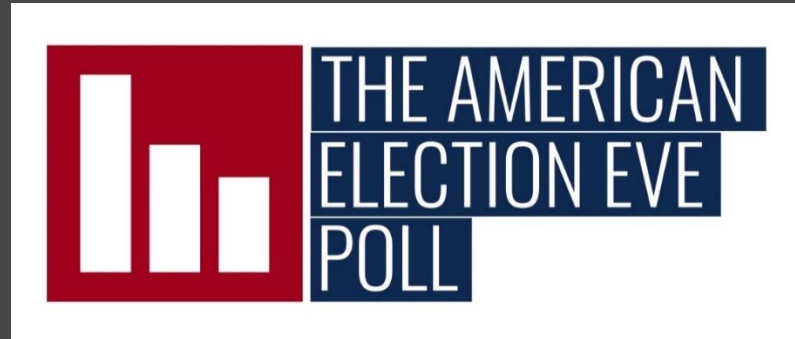
22

- Morning of Oct 30, story on Executive Order attempt to modify 14th Amendment, birthright citizenship appears;
- 6:00 AM LD team proposes new GOTV ad.
 - Research confirmed Heller's stated position;
 - Creatives developed by Aldrete and reviewed by campaign leadership;
 - Approval across team.
- Ads for radio and TV shipped by 8:20 pm same day; digital ads by noon the next day.

What did we learn about 2018

- Minority voters were greatly engaged, both through campaigns and through self-mobilization
- Minority voters were angry and supported candidates who stood up for their issues: self-respect, anti-racism, and pro-health care
- Continued investment in Latino, black and AAPI communities has the greatest opportunity for short, medium, and long-term gains, the demographic changes are happening, and they aren't stopping

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