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FACT SHEET

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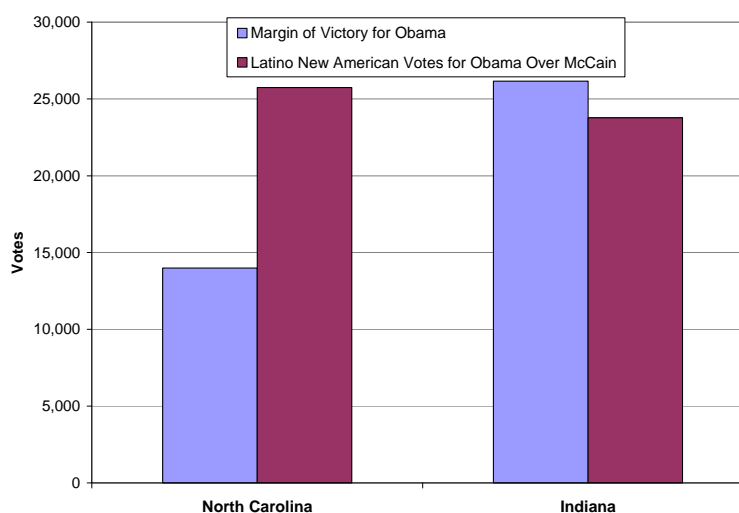
Latino New American Voters Wield Influence in New States ***Immigrant Latinos Top Native-Born Latinos in Preference for Obama***

As many journalists and commentators have already noted, this year's Presidential election clearly demonstrated the growing electoral power of Latino voters, especially in key states like [Colorado](#), [Nevada](#), [New Mexico](#), and [Florida](#). However, there is another important demographic group that also flexed its electoral muscle in this election: *New Americans*—naturalized citizens *and* the U.S.-born children of immigrants who were raised during the current era of immigration that began in 1965. A preliminary analysis conducted for the Immigration Policy Center by Rob Paral and Associates reveals that Latino *New Americans* in particular **provided Obama with the critical, extra push he needed to win in Indiana and North Carolina, without which victory would not have been possible, and played a significant role in winning Virginia.**

Indiana and North Carolina Latino *New American* Voters Helped Push Obama to Victory

- In **Indiana**, Obama won by roughly 26,000 votes, and received the votes of nearly 24,000 more Latino *New Americans* than John McCain. The additional votes that Obama received from Latino *New Americans* who chose him over McCain **almost equals (more than 90% of) his margin of victory. Obama would have been hard-pressed to win Indiana without *New Americans*.**
- In **North Carolina**, Obama won by approximately 14,000 votes, yet received the votes of nearly 26,000 more Latino *New Americans* than McCain. The additional votes that Obama received from Latino *New Americans* who chose him over McCain was **nearly double his margin of victory.***

The electoral power of Latino *New Americans* in both Indiana and North Carolina is especially remarkable considering that they accounted for **only 2% of the electorate** in each state. Winning close elections will require gaining the support of *New American* and Latino voters in states like Indiana, Virginia, and North Carolina where their numbers may be smaller, but their political power is not.



THE IMMIGRATION POLICY CENTER

1331 G STREET, NW • WASHINGTON, DC 20005 • TEL: (202) 507-7500 • FAX: (202) 742-5619

www.immigrationpolicy.org

Virginia's Latino *New American* Voters Amounted to a Fifth of Obama's Margin of Victory.

- In **Virginia**, Obama won by roughly 156,000 votes, and received the votes of approximately 35,000 more Latino *New Americans* than McCain. The number of additional votes that Obama received from Latino *New Americans* who chose him over McCain was equal to **one-fifth (more than 20%) of his margin of victory**. Latino *New Americans* account for **only 3% of Virginia's electorate**.

Obama Won the Latino *Immigrant* Vote By 78%, Compared to 67% of the Latino Vote Overall, With Concerns About Immigration Driving Their Choice in the Voting Booth.

- [Interviews](#) conducted for [America's Voice](#) by Bendixen & Associates among Latino immigrant voters just before the election found that “a rise in discrimination against Hispanics because of the tone of the immigration debate contributed to the rejection of the Republican nominee for President.”
 - 89% of Latin American immigrant voters reported that immigration is “somewhat important” or “very important” to them and their families.

New American and Latino voters are the fastest growing segments of the voting population, and candidates hoping to win their votes must be responsive to issues that matter to them, including immigration. Capturing the *New American* vote no longer boils down to courting states that have large and long-standing immigrant and Latino communities. If Democrats want to maintain their majorities, comprehensive immigration reform must be approached as a mandate and a priority for the new Congress and Administration.

* The data in these estimates are based on exit polls and on information from the Census Bureau's 2004 Voting and Registration supplement to the Current Population Survey (CPS). In the case of Latino voting patterns in North Carolina, Rob Paral and Associates (RPA) used Latino exit polls from Virginia because exit polls on Latinos in North Carolina were not available. RPA also used data on Virginia in the CPS to estimate the share of North Carolina Latino voters who are New Americans; the Virginia data was used because it was based on a larger sample of survey respondents. Virginia data was used for North Carolina because these states have Latino populations that are demographically comparable.