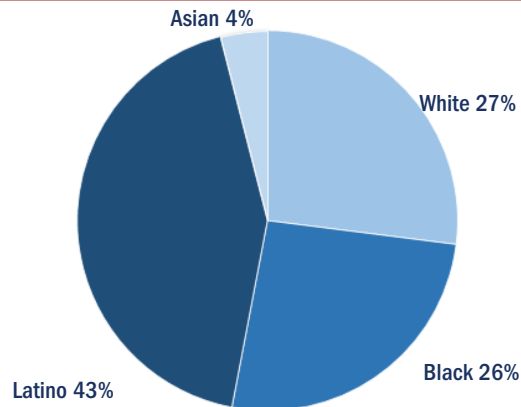


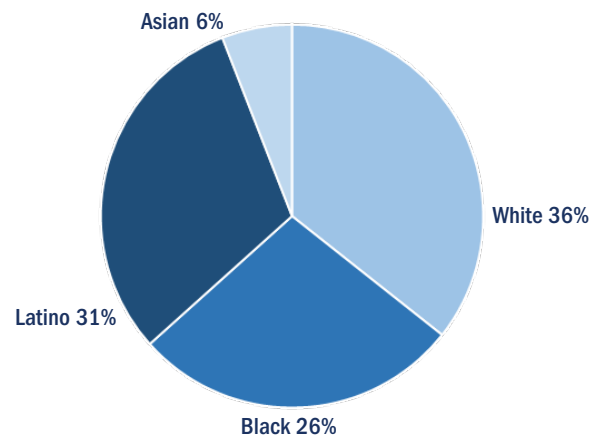


We have the power to turn Texas blue within this decade. Tejanos – Latino Texans – make up a quarter of the state’s population, and many Tejanos are already demanding progressive change from their government. However, **huge numbers of eligible Latino voters are not casting ballots.** By engaging the dynamic Tejano community, we can build a political reality in Texas that will make Tejanos feel **affirmed, valued, and inspired to act.**

TEXAS DEMOCRATS



DEMOCRATIC VOTER SHARE



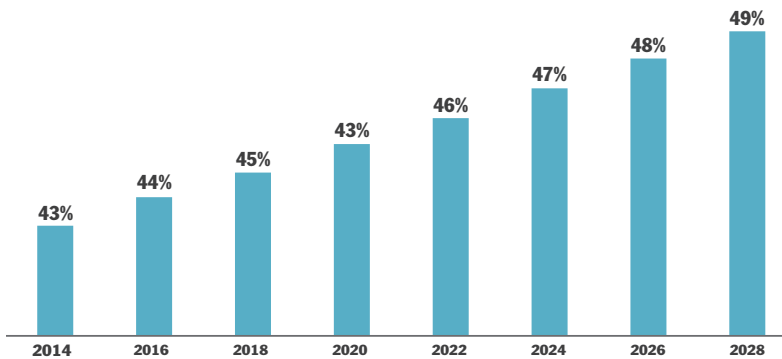
People of color make up 73% of Texas Democrats, and cast 65% of votes for Obama in 2012.

1.2 million young Latinos will reach the voting age by 2020, transforming the electorate. Engaging their voices and their votes would put Texas on the path to blue.

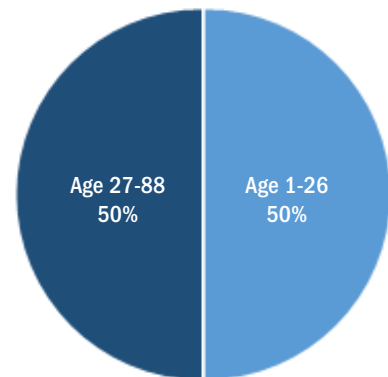
Untapped Votes

- Nearly **3 million eligible Tejano voters did not cast their ballots** in the 2008 Presidential election.
- Only **54% of Latino voters** recalled being personally contacted by a campaign in 2012.
- If every registered Tejano in Texas **had** voted in 2012, they would have generated **half a million** additional votes for Obama.
- If Tejanos also **registered at the same rates as black voters**, they would have brought over **one million additional votes** for Obama.

PEOPLE OF COLOR IN TEXAS ELECTORATE

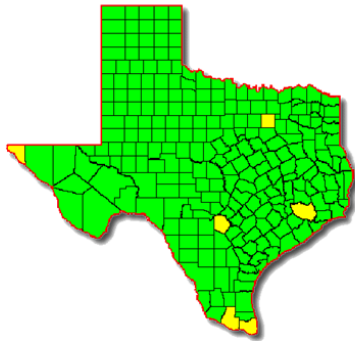


HALF OF TEJANOS ARE 26 OR YOUNGER



The median age for Texas Latinos is 26, compared to 42 for Whites.

The Strategic Six Counties



More than half of the Latino electorate in Texas is concentrated in six key counties: Bexar, Cameron, Dallas, El Paso, Harris, and Hidalgo.

- With the exception of Dallas, all of these counties experienced **lower voter turnout in 2012 than the state average.**
- In El Paso and Cameron counties, turnout was **lower than 40%.**
- Focusing voter turnout efforts in these areas of untapped support could **change the partisan balance of power in Texas as a whole.**