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**

![Pie chart showing the composition of Texas Democrats: Latino 43%, Black 26%, White 27%, Asian 4%]

**DEMOCRATIC VOTER SHARE**

![Pie chart showing the composition of Democratic voter share: Latino 31%, Black 26%, White 36%, Asian 6%]

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.

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.