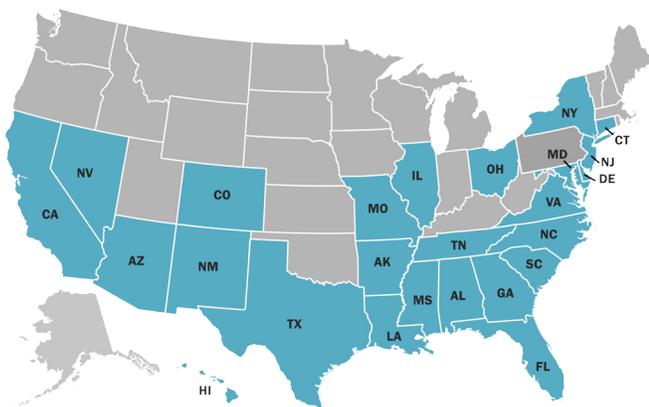




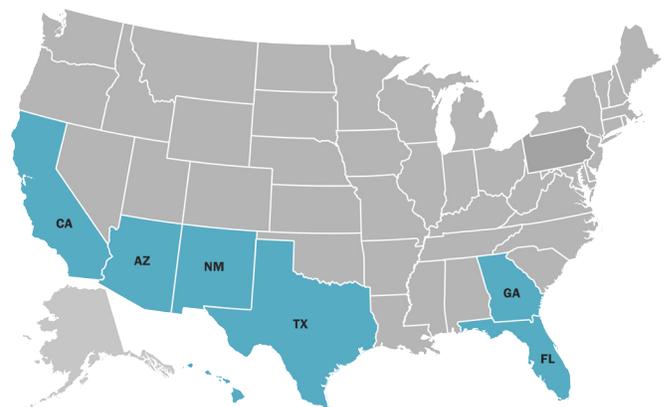
The demographic revolution of the past twenty years has **transformed the electorate of the South and the Southwest**. Left-leaning people of color now hold a near-majority throughout these regions, yet Democratic party infrastructure has **not effectively prioritized outreach and civic engagement for this new multiracial majority**. By targeting key states and actively strengthening the political power of people of color within those states, PowerPAC+ is working to build a new brand of **politics driven by the diverse voices of the South and Southwest**.

There are now **26 states** in the nation with electorates comprised of at least **19% voters of color**, and these states are heavily concentrated in the South and the Southwest. To reach this rapidly growing multiracial electorate, PowerPAC+ has targeted **six states** in these regions to focus our work: **Arizona, New Mexico, Texas, Georgia, Florida and California**.

STATES WITH AT LEAST 19% PEOPLE OF COLOR IN ELECTORATE



SOUTH-BY-SOUTHWEST TARGET STATES



2008 proved that the South and the Southwest are “where the action is.”

The “battleground” states have traditionally been seen as the industrial Midwest (with Florida and Colorado thrown in for good measure), but in 2008, Obama rode the demographic wave and expanded the electoral map to areas Democrats had previously feared to tread.

- In the South, Obama became the **first Democrat since Lyndon Johnson in 1964** to win Virginia and the first since Jimmy Carter in 1976 to win North Carolina.
- In the Southwest, **Obama did what Kerry and Gore couldn’t do in winning** Colorado, Nevada, and New Mexico (Gore won New Mexico by 366 votes but lost Colorado and Nevada).

However, 2008 also showed that we have our work cut out for us in the South and Southwest. Here’s a look at the results from three PowerPAC+ target states.

ARIZONA



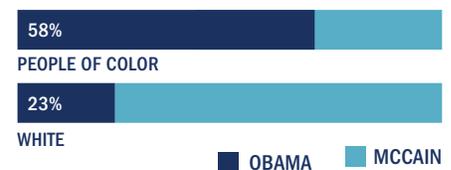
Almost **60%** of votes from people of color were cast for Obama, but **roughly 360,000** PoC votes went uncast. McCain’s margin of victory? **195,404**.

GEORGIA



A staggering **98%** of PoC votes were cast for Obama, but over **800,000 PoC voters did not visit the polls**. McCain won by about **200,000** votes.

NEW MEXICO



Around **70%** of voters of color voted for Obama, contributing to a **solid Democratic victory**. However, almost **200,000 voters of color** did not cast ballots, a remarkably high number in a state whose population was under 2 million people at the time.

Our Solutions

- Build civic engagement programs in the South and Southwest that appeal to **voters of color with compassion and purpose**.
- Break away from the **ineffective strategy** of spending big dollars on mainstream television spots.
- Seek out **new, culturally engaging media opportunities**: urban radio, Spanish language radio and television, and cultural events are just a few of the possibilities.
- **Invest in candidates of color** who will give a voice to the issues that matter to people of color in the South and Southwest. PowerPAC+ is leading the charge to make the South and the Southwest a **powerful hub of progressive, multiracial politics**.