POWERING THE MULTIRACIAL MAJORITY
PowerPAC+ South by Southwest Strategy

IN THE SOUTH, Obama
became the first Democrat since Lyndon
Johnson in 1964 to win Virginia and the first since

2008
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.

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

98%
PoC votes were cast for Obama
but over 800,000 PoC voters did not vote at all. McCain won by about 200,000 votes.

70%
Voters from people of color
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.

24 States in the nation with electorates

19%
voters of color

10 PowerPAC+ states targeted 6 states

6 States
Arizona
New Mexico
Texas
Georgia
Florida
California

2010 CENSUS
New Majority

NOW PICK PRESIDENTS

The Hands

2010 Census
New Majority

PowerPAC+
POWERPACPLUS.ORG