

## Voting Views of Latinx Generation Zs

A 76-person survey of Young Latinos in Milwaukee:  
July 2020



By Margarita García Rójas, Nora Godoy González, Cassidy Korpela,  
and Eloisa Gómez

*This report reflects a 76-person survey of largely Latino/Latinx current or former college students in Milwaukee conducted at the end of 2019 into early 2020. Our four-person team of the League of Women Voters of Milwaukee County's Comité por el voto latino/Latinx Voter Outreach (CVL-LVO) wanted to understand this age population's views on voting in the hope of developing more effective outreach and voter education strategies as this population continues to grow in size and potential. We welcome your feedback. Look to the end of this report for our email address.*

## **An Introduction to the League of Women Voters**

**The League of Women Voters (LWV) is a nonpartisan, nonprofit political organization.** The League does not support or oppose candidates for public office, nor does it take a stand for or against a political party. The League:

- Encourages informed and active participation of citizens in government;
- Works to increase understanding of major public policy issues;
- Influences public policy through education and advocacy;

To learn more about the LWV-Milwaukee County, visit: <https://www.lwvmilwaukee.org/>

## **Comité por el voto latino/Latinx Voter Outreach (CVL-LVO)**

A key goal of **Comité por el voto latino/Latinx Voter Outreach Team (CVL-LVO)** is to increase the number of Milwaukee Latinx voters by primarily (but not exclusively) targeting our outreach work in Milwaukee's predominantly Latino South side. We utilize the League's infrastructure combined with CVL-LVO members' connections and resources to increase language appropriate and culturally relevant voter information. To learn more about our volunteer-based efforts, visit: <https://www.lwvmilwaukee.org/latinx-latino-outreach>

## **Introduction**

We will explore the perspectives of a population called **Generation Z**, also known as **Gen Z**, who are between the ages of 18-23. By early spring 2020, seventy-six (76) surveys were completed by largely college students (current or former), ages 18-23, living in Milwaukee County. The intent was to understand this growing population's perspectives on voting. With their potential to influence the 2020 Elections and elections in years to come, the CVL-LVO hopes to improve outreach strategies to support their involvement in the electoral process.

The surveys were distributed and gathered by a CVL-LVO ad hoc committee of: Margarita García Rójas, Nora Godoy González, Cassidy Korpela and Eloisa Gómez. The majority of the surveys came from three local colleges: Alverno, University of Wisconsin-Milwaukee (UWM) and Marquette University; some were from non-university Latinx Gen Zs.

### **About the Survey Process**

This effort was not conducted as an academic research project, but a tool for inquiry. The responses do not reflect a random sampling of the Gen Z age group; only three or four surveys were returned by respondents not currently in college (about 4). Our ad hoc committee designed the questions and distributed the surveys. Cassidy, Margarita and Nora were affiliated with Alverno College, UW-Milwaukee and Marquette, respectively. We attempted to conduct the survey at a two-year higher education institution, however, when the COVID-19 Pandemic occurred, on-site classes were no longer being held. The COVID-19 Pandemic disrupted a larger effort of hosting focus groups with similar questions from this survey in mind.

### **Definitions:**

There are a few terms that will be used throughout this report that should be defined for clarification purposes.

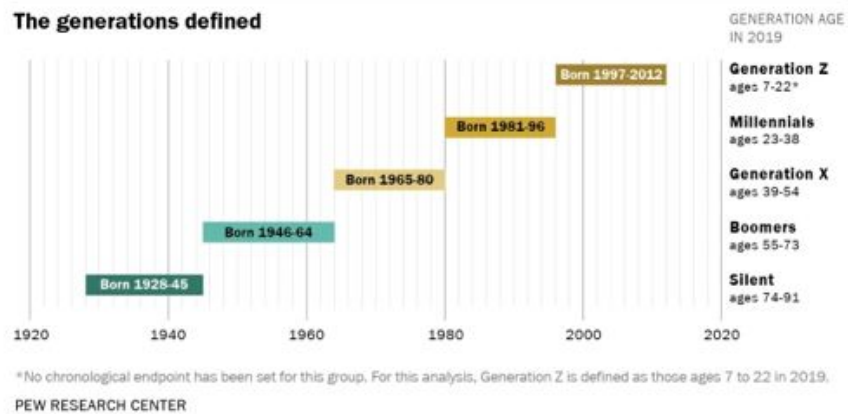
#### **Latinx:**

This term, which will largely be used in this report, describes a person or persons in the U.S. of Latin American origin or descent as it is used as a gender-neutral or non-binary alternative to Latino or Latina. (Oxford Dictionary, online). Other terms signify this same population, such as: “Latino” or “Hispanic” and these terms will also be found in report. The term, “Latina” will always reference the female gender.

#### **Gen Z (Generation Z):**

This term is used to describe today’s younger adults, defined generally as those born from the late 1990’s to the early 2000’s. According to the Pew Research Center: “Anyone born between 1981 and 1996 (ages 23 to 38 in 2019) is considered a Millennial, and anyone born from 1997 onward is part of a new generation.”

The following chart shows an overview of the different populations by age groupings:



Source: <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

### Understanding the Latinx Gen Z Population and Its Potential in the Electoral Process

It is important to understand the views and values (of voting especially) of the Latinx Gen Z population in the U.S. as it continues to rapidly grow and its potential to take a larger role in electoral politics. "...Gen Z voters (born after 1996) will now make up 1 in 10 of eligible voters... in the United States." (Source: <https://www.pewsocialtrends.org/essay/an-early-look-at-the-2020-electorate/>) and within this [population](#), Latinx Gen Zs will account for a growing share of this age group:

#### One-in-four members of Gen Z are Hispanic

% of 7- to 22-year-olds who are ...



Source:

<https://www.pewsocialtrends.org/essay/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far/>

Let's look at the local demographic impact of the Latinx Gen Z population locally. In the city of Milwaukee, the Latinx Community (ACS 2017) is estimated to have the largest percentage of those born between 1997-2012 (ages 7-23).

<b>City total population</b>	<b>595,365</b>	<b>City total population:</b>	<b>31.9</b>
<b>City's Latinx population:</b>	<b>113,812 or 19%</b>	<b>Latinx population:</b>	<b>26.3</b>
White population:	207,043 or 35%	White population:	39.9
Black population:	228,720 or 38%	Black population:	29.3

The Median age:

The City's Population between ages 5-17:

<b>City total population (5-17):</b>	<b>18.3%</b>
<b>Latinx children (5-17):</b>	<b>26.8%</b>
	<b>(about 29,000)</b>

White children (5-17):	7.5%
Black children (5-17):	2.5%

The Population between ages 18-24:

<b>City total population (18-24):</b>	<b>12%</b>
<b>Latinx population (18-24):</b>	<b>11.2%</b>
White population (18-24):	13.0%
Black population (18-24):	11.1%

Source: Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates

**Population of Eligible Latinx Voters:**

- 4.2% of eligible voters in the United States are Latino.<sup>1</sup>
- There are 156,000 Hispanic eligible voters in Wisconsin—the 23rd largest Hispanic statewide eligible voter population nationally, representing 6% of the state's total population.<sup>2</sup>
- Some 42% of Hispanics in Wisconsin are eligible to vote, ranking Wisconsin 29th nationwide in the share of the Hispanic population that is eligible to vote. By contrast, 80% of the state's white population is eligible to vote.<sup>3</sup>
- The general estimate for the Latinx share of the city of Milwaukee's electorate ranges from between 8-11%.

<http://www.pewhispanic.org/fact-sheet/latinos-in-the-2016-election-wisconsin>

**Latinx Voters**

It is generally understood that the Latinx population is underrepresented as voters. Even accounting for the youthful age of the population and immigration status, this segment of our population is under its capacity as voters. How do we increase the number that register and participate and how do we further engagement as steadfast voters? It is important to note that information on the number of Latinx voters in Milwaukee is difficult to find. In this absence of data, we have much to do to understand this segment of our community.

**Latinx Gen Z Survey Results: Summary**

There are two main sections for the survey results. The tabulated responses, with corresponding charts, is Section 1 and Section 2 provides a qualitative section, summarizing and listing their responses to open ended questions.

<sup>1</sup> <https://www.pewresearch.org/hispanic/interactives/mapping-the-latino-electorate/>

<sup>2</sup>

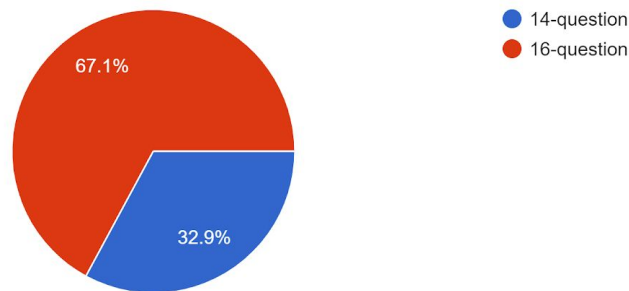
<sup>3</sup>

It is also important to note that there were two versions of the survey, however the surveys are mostly the same. To accommodate those without permanent status and the need to include their voice, we modified the document slightly to allow them to provide their views on the importance of voting even if they were ineligible to vote. The original version did offer an opportunity to respond even if the person either had not registered to vote or intended it; the second version added the option, “if you cannot vote” and allowed anyone checking this category to skip to the section that allowed them to still provide input. Both surveys are attached at the end of our research.

### Section 1

Of the seventy-six surveys distributed, 33% of the participants filled out the original survey (Version I, Addendum A) that includes 14-questions and an opportunity for participants to add notes to the back, while majority (67%) of participants filled out the more inclusive survey (Version II, Addendum B), which includes two extra questions (16-questions total) that was created to get insight from those who are not eligible to vote.

Which form?  
76 responses



### 1. Respondent Demographics

- The majority of the respondents were between the ages of 18 and 23 (93% or 61).
- All but one participant identified as Latinx.
- Gender of participants was not an important factor for this research
- Of our 76 participants, 71% were female and 29% male
- While we did not ask their level of educational attainment, about 95% were in college or had some college education based on surveys being largely completed on college campuses.

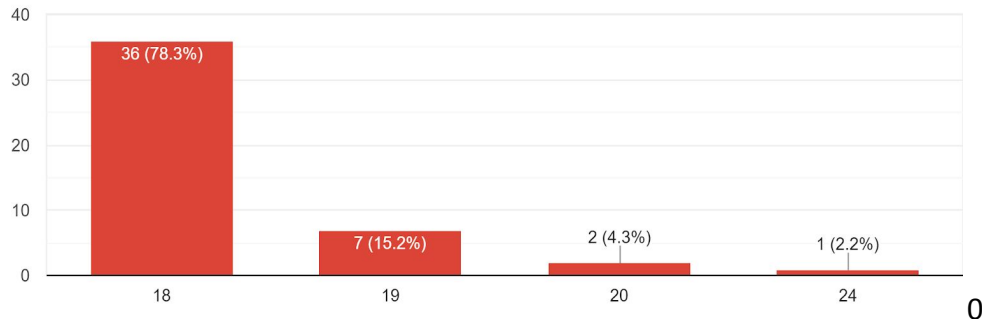
### 2. Voting Information

Another section of questions on the survey targeted areas of basic voting information of our participants. We wanted to find out: **if, when, and how** our participants are voting, including information about the registration process. These are the results we collected:

- A. 79% of participants were registered to vote; 13% said they were not registered and 8% stated they could not vote.
- B. More than half of the participants (46) responded to the question about their age when they first voted. The majority (36 participants, 78%) responded that they were 18 when they first voted, 15% (7 participants) were 19, and 6% (3 participants) were between 20-24.

Age when you first voted?

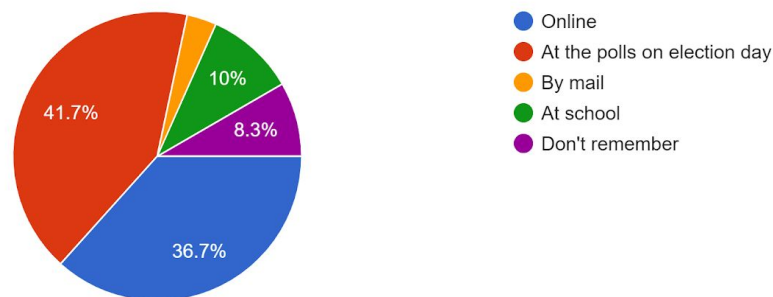
46 responses



- C. When asked how they registered to vote, 60 responses were given: most participants registered at the polls on Election Day (42%) or registered to vote online (37%), while others registered at school (10%) or don't remember how they registered (8%).

How did you register to vote?

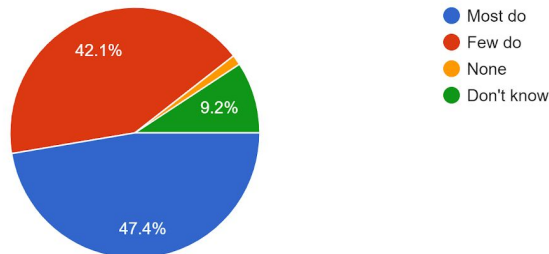
60 responses



- D. 60 responded to the question: Was registering to vote an easy process? 97% said yes.
- E. Only 4 of 59 respondents said they have needed to re-register to vote. We also asked why they needed to and their responses were that they changed their name or changed their address (moved elsewhere/ another city/ another state).

- F. When asked whether the participants thought their friends who are similar in age vote, all 76 participants gave very split responses: 47% say “most do”, while 42% say “few do”.

Do friends your age vote?  
76 responses

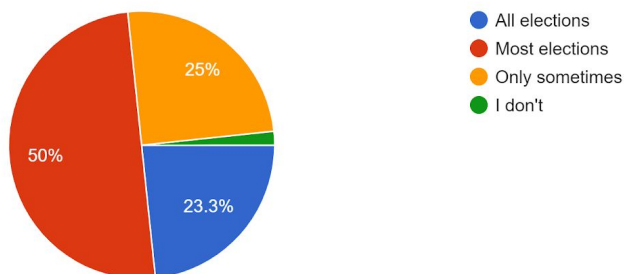


### 3. Voting Activity & Values

The last section of question has been categorized by focusing on the levels of activity and value of voting to our survey participants. Some of the questions included open answer prompts to gain more insight and are further explained. Their answers are categorized with graphs. Here's what we found:

- A. Of those who are eligible to vote, 98% say they do.
- B. We asked our participants how often they vote. 60 responded: 23% stated “all elections”, 50% stated “most elections”, and 25% stated “only sometimes”. We did not collect information on which specific elections they participate in voting.

How often do you vote?  
60 responses

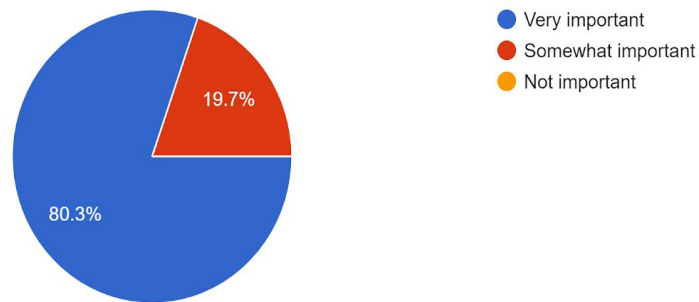


- C. When asked the importance of voting, we received 66 responses: 80 % said “very important”, 20% said “somewhat important”, and there were no responses claiming voting was “not important”.



How important is voting to you?

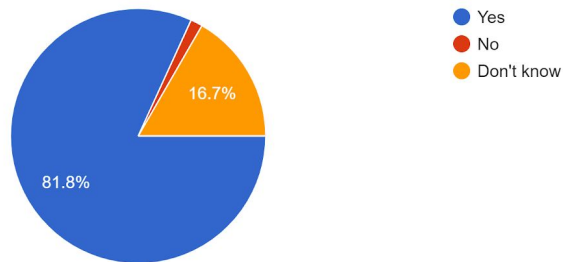
66 responses



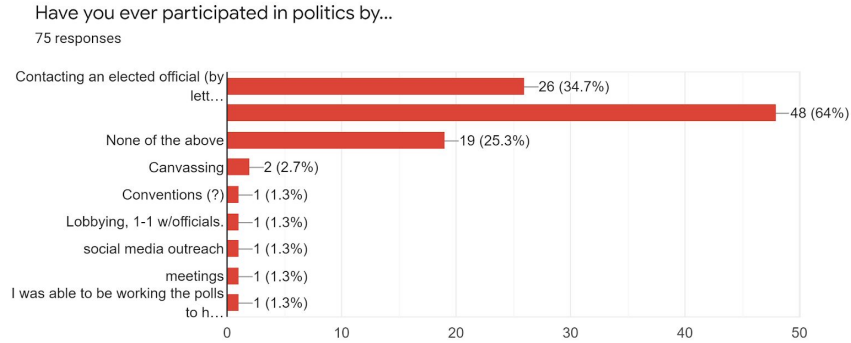
- D. 66 participants responded to the question: Do you think your vote makes a difference? Majority (82%) think their vote does make a difference, while 17% are unsure. One participant responded they do not think their vote makes a difference.

Do you think your vote makes a difference?

66 responses

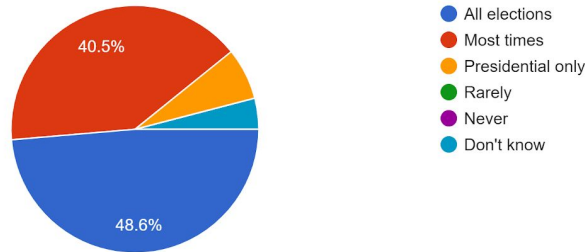


- E. We asked participants whether or not they encourage others to vote. All 76 responded: 87% stated they encourage others, and 13% said no.
- F. We wanted to know if our participants engaged in politics outside of voting. 64% of participants said they have "attended a political rally or protest", 35% said they have "contacted an elected official", and others responded individually that they have canvassed, worked the voting polls, lobbied, and attended a political meeting or convention.



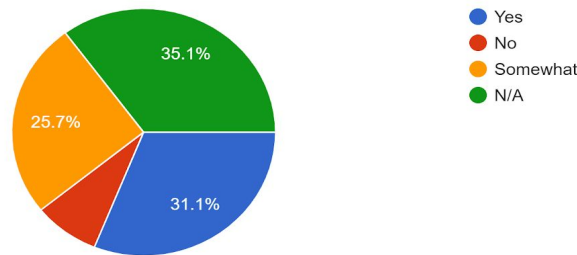
G. Seventy-four participants responded to the question, “In the future, are you likely to vote?” Most were split between “all elections” (49%) and “most times” (41%). The remaining 10% either answered “presidential only” or “don’t know”.

In the future, are you likely to vote:  
74 responses



H. The results of this survey show that 31% felt prepared for the next upcoming election, 25% said they were “somewhat” prepared, 8% said they were not prepared.... **This question was only asked on the second version of the survey.**

Do you feel prepared for the next upcoming election?  
74 responses



## Section 2

The survey had three (3) questions (Question 9, 12 and 16) for which each respondent could provide additional information. By far, the majority, 70 surveys, (92%) provided one or more comments; their responses ranged from two words to several sentences.

With numerous responses, we thought it could be helpful to readers if we grouped them and did so based on how we interpreted their responses. Their unedited responses are included towards the end of this report. See Addendum C.

**Question 9- “Why do you vote?” (64 responses)**

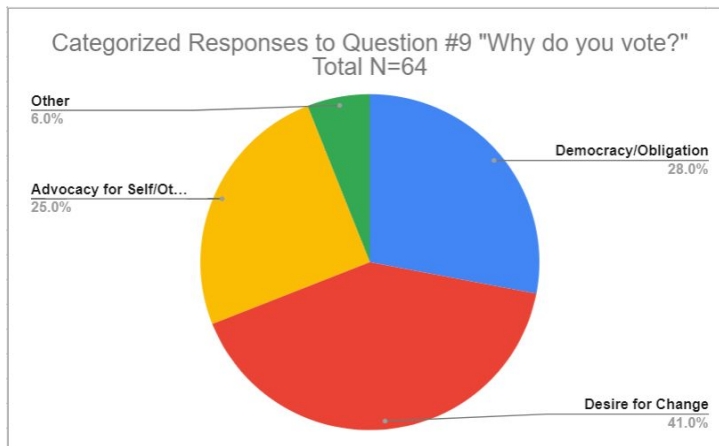
Participants were asked “why” they vote and were given the space to write in their answers. Their range of answers were put into four categories, with explanation of how the responses were organized:

**Categories:**

- 1. Safeguarding Democracy/ sense of obligation/ being a participant in the democratic process**
  - a. Voting is a right, civic duty, freedom, privilege, responsibility
  - b. Choosing candidates with similar views and values
- 2. Desire to see change/ hold elected officials accountable/ impact status quo**
  - a. To make a change or a difference
  - b. To address certain issues, elect and replace candidates
- 3. Advocating for self and others**
  - a. Being a voice, sharing opinion and views
  - b. Helping family, the community, marginalized groups, or those that cannot vote
- 4. Other \_\_\_\_\_**
  - a. Parents have influenced the decision
  - b. Preference to vote in-person

**Results:**

Of the 64 responses, **41% of participants gave answers that were categorized under a “Desire for Change”**, 28% view voting as “safeguarding democracy” and find a “sense of obligation”, and 25% vote to advocate for themselves and others.



**Question 12- "Do you encourage others to vote? Why or why not?" (31 responses)**

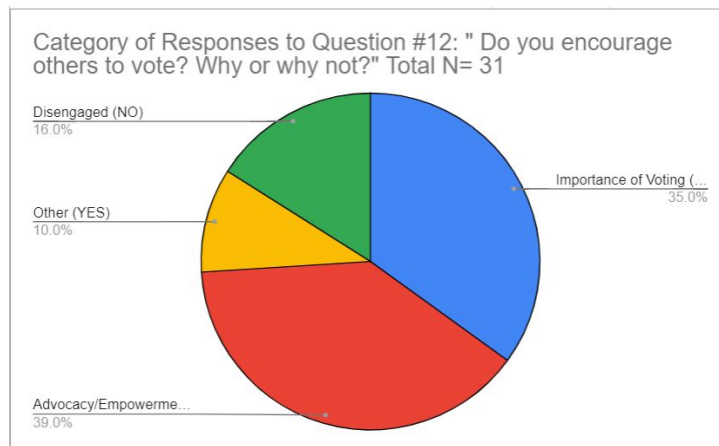
Earlier, we've shown the responses to the first question, "Do you encourage others to vote?". When asked "why or why not?", participants gave a range of answers that were put into four categories, with explanation of how participant's responses were organized:

Categories for Yes/No:

- 1. Yes- Promote Importance of Voting (35%)**
  - a. Promotion to exercise right or share your voice
  - b. Belief in system of Democracy
- 2. Yes- Advocacy & Empowerment (39%)**
  - a. Voting to make a difference/ make change
  - b. Advocating for those that cannot vote
- 3. Yes- Other: \_\_\_\_\_(10%)**
- 4. No- Disengaged (16%)**
  - a. Don't believe in the system of Democracy
  - b. Not informed enough
  - c. Unnecessary/ Uninterested

**Results:**

Thirty-one (31) participants answered the second part of the question answering the reasons they do or don't encourage others to vote, 39% say they **do** to "advocate and empower", 35% say to promote the "importance of voting" or the "Democracy system", and 16% say they **don't** encourage it for reasons that imply "disengagement".



**Question 16- What is 1-2 things that would help you or someone else be prepared to vote in the next election? (38 responses)**

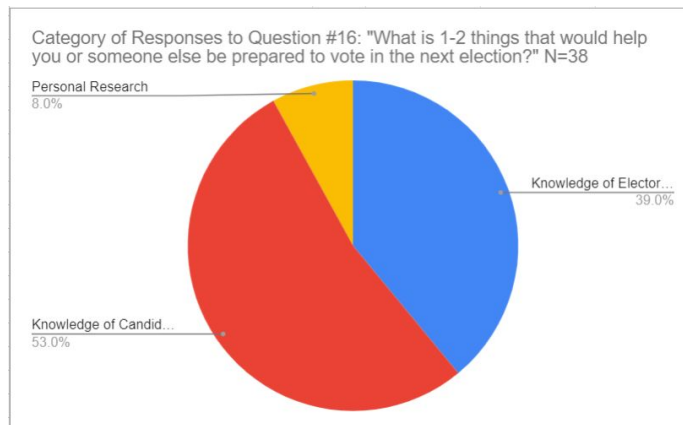
In the second version of the survey, we added a short answer question about what could help participants to better prepare for upcoming elections. Participants gave a range of answers that were put into three categories, with explanation of how participant's responses were organized:

Categories:

- 1. More knowledge of the electoral process**
  - a. More information available about elections & reminders for when they are
  - b. Being informed on how/when to register
- 2. More knowledge on the candidates**
  - a. Condensed information or fact sheets on candidates' views/plans
  - b. Who is all on the ballot, especially in local elections
- 3. Personal research/search for more information**
  - a. On voting
  - b. On candidates

**Results:**

There were 38 responses to this question, and half (53%) of participants answered that having more "knowledge of the candidates" in some sort of fact sheet, spreadsheet, or condensed place of information would be most helpful in preparing for upcoming elections. 39% of them responded that general "knowledge of the electoral process" would be helpful, and 8% said doing their own "personal research" would be.



## Some of the Findings

### The Good News:

The majority of these respondents were registered voters (79%) and 98% of those registered to vote do vote. The majority who were eligible voters stated that voting was very important to them (80%). When asked will they vote in the future, 48.6% said they will vote in all upcoming elections. 82% expressed that they felt their vote makes a difference and over 80% shared that they had been involved in some aspect of political involvement, such as attending a political rally. 87% said they encouraged others to vote.

As mentioned, there were areas for respondents to share their thoughts on these questions. We strongly encourage you to read through their responses in Addendum C.

### The Challenges as Voters:

The percentage that voted in all elections was 23.3% for those that responded to question. When asked if their friends vote, 42% said that few of them did. When asked if they felt prepared for the upcoming elections, 31% stated that they did not feel prepared and 25% stated "somewhat"; there was a level of concern regarding if their vote made a difference. Of those that responded, 17% stated that they were unsure if it did. This connects to 16% stating that they do not encourage others to vote because either they were not well enough informed or they didn't believe their vote counted.

### Listening to their Voices:

Looking to the future, we asked generally about upcoming elections; 48.6% stated they will vote in all upcoming elections and 41% said they would vote in most upcoming elections. More than half, 53% felt that they wanted more access to information on the candidates and 39% stated that they wanted more information on the electoral process in general.

A large percentage of those who stated why they vote pertains to wanting to see a change in government and of supporting democracy; there was also a sense of obligation as a

citizen to be a voter. In the mix is the influence of family—helping parents or relatives have a voice through their vote.

While we lack the full understanding of what motivates the Latinx Gen Z populations to vote, we are aware that there is significant growth potential as voters. We are also aware that we sampled only one segment of the Gen Z population—largely current college students. There is much more to learn and we intend to pursue a more comprehensive understanding of other socio-economic segments of our younger voters. One article states, “Young people, communities of color and unmarried women will play a huge role in electing our next president.” We are about to find out.

Source:

<https://www.voterparticipation.org/young-people-communities-of-color-and-unmarried-women-are-a-growing-voting-bloc-poised-for-outsized-impact-in-2020/>

## Key Recommendations

We offer four recommendations to those working to increase registered and voting Gen Z Latinos:



**1. Encourage nonpartisan organizations and groups to build and share their knowledge of Latinx communities and Latinx voter related data, particularly among our youngest voters.** Nonpartisan voter advocacy organizations, such as the League of Women Voters and/or academic research units, should work together to build a knowledge base on eligible Latinx voters; they should connect and share the data that may lead to a stronger engagement of key Latinx population groups; it could also lead to more effective and successful outreach and engagement strategies.

**2. Increase voter outreach information,** particularly candidate information and share in the way Gen Zs search for their data. Ideas include: creative/accessible videos and post them on a variety of social media platforms that are most visited by them; create and facilitate discussions--in schools, online podcasts, in communities--about local/statewide issues

**3. Create “a mirror” – present information on why their vote matters** and why they should share with others. Ideas include: Discuss past issues and voter turnout (low/high) and how it affects communities;

**4 Build awareness within Latinx Gen Zs that voting is an ongoing learning process.** Non-presidential years matter – ongoing efforts need to convey the importance of local and statewide elections and how they impact at the individual and neighborhood level.

We encourage all readers to get involved in helping people to register to vote and to vote in all elections. We also invite you to share any thoughts on this report to us via email. In the Subject line, please type in: Gen Z Report Feedback and send to:

[votolatino@lwvmilwaukee.org](mailto:votolatino@lwvmilwaukee.org)

### To Learn More About Electoral Politics:

We encourage you to learn more about electoral politics resources, both nationally and locally: The League of Women Voters (LWVs) offer nonpartisan information on the electoral process and public policy. Visit their sites, such as:

LWV-United States: <https://www.lwv.org/>

LWV-WI: <https://my.lwv.org/wisconsin>

LWV-Mil. Co. <https://www.lwvmilwaukee.org/>

**Additional nonpartisan informational sites provide good information, such as:**

Voto Latino: <https://votolatino.org/> - [contact@votolatino.org](mailto:contact@votolatino.org)

LULAC: <https://lulac.org/programs/civic/>

Pew Research Center, Hispanic Trends: <https://www.pewresearch.org/hispanic/>

Equis Research: <https://www.equisresearch.us/>

**Gracias/Thank You!**



## Addendum A (Version I)



### Survey Questions (Initial Version)

*This survey targets 18-23 years old persons of Latinx heritage. It is an anonymous survey and we ask you to volunteer to complete it. Results will be aggregated.*

1. What is your age? \_\_\_\_\_ Are you Latinx/Latino? \_\_\_\_\_ What is your gender/gender identity? \_\_\_\_\_
2. Are you registered to vote? \_\_\_ Yes \_\_\_ No
3. If so, do you vote? \_\_\_ Yes \_\_\_ No; Age when you first voted? \_\_\_\_\_
4. How did you register to vote?  
 \_\_\_ Online \_\_\_ At the polls on election day \_\_\_ By mail \_\_\_ At school \_\_\_ Don't remember
5. Was registering an easy process?  
 \_\_\_ Yes \_\_\_ No; If not, why not? \_\_\_\_\_
6. Have you ever needed to re-register to vote? If so, why? \_\_\_\_\_
7. How often do you vote?:  
 \_\_\_ All elections \_\_\_ Most elections \_\_\_ Only sometimes \_\_\_ I don't
8. How important is voting to you?  
 \_\_\_ Very important \_\_\_ Somewhat important \_\_\_ Not important
9. Why do you vote? \_\_\_\_\_
10. Do you think your vote makes a difference?  
 \_\_\_ Yes \_\_\_ No \_\_\_ Don't know
11. Do friends your age vote? \_\_\_ most do \_\_\_ few do \_\_\_ none \_\_\_ don't know
12. Do you encourage others to vote?  
 \_\_\_ Yes \_\_\_ No Why or Why not? \_\_\_\_\_

13. Have you ever participated in politics by:

Contacting an elected official (by letter, email, phone, or signed a petition)?

Attending a political rally or protest march?

Other \_\_\_\_\_

None of the above.

14. In the future, are you likely to vote:

All elections       Most times       Presidential only       rarely       never

**Please use back side of this sheet for any additional comments you would like to share.**

**Thank you/Gracias!**

## Addendum B (Version II)



### Survey Questions

*This survey targets 18-23 years old persons of Latinx heritage. It is an anonymous survey and we ask you to volunteer to complete it. Results will be aggregated.*

1. What is your age? \_\_\_\_\_ Are you Latinx/Latino? \_\_\_\_\_ What is your gender?  
\_\_\_\_\_

2. Are you registered to vote? \_\_\_ Yes \_\_\_ No \_\_\_ Cannot Vote\*\*

*\*\*Even if you are not eligible to vote, please complete survey; Skip to Question 8.*

3. If so, do you vote? \_\_\_ Yes \_\_\_ No; Your age when you first voted? \_\_\_\_\_

4. How did you register to vote?

\_\_\_ Online \_\_\_ At the polls on election day \_\_\_ By mail \_\_\_ At school \_\_\_ Don't  
remember

5. Was registering an easy process?

\_\_\_ Yes \_\_\_ No; If not, why not?  
\_\_\_\_\_

6. Have you ever needed to re-register to vote? \_\_\_ Yes \_\_\_ No; If so, why?  
\_\_\_\_\_

7. How often do you vote?:

\_\_\_ All elections \_\_\_ Most elections \_\_\_ Only sometimes \_\_\_ I don't

8. How important is voting to you? \_\_\_ Very important \_\_\_ Somewhat important \_\_\_  
Not important

9. Why do you vote? \_\_\_\_\_

10. Do you think your vote makes a difference? \_\_\_ Yes \_\_\_ No \_\_\_ Don't know

11. Do friends your age vote? \_\_\_ Most do \_\_\_ Few do \_\_\_ None \_\_\_ Don't know

12. Do you encourage others to vote?

\_\_\_ Yes \_\_\_ No Why or why not? \_\_\_\_\_

13. Have you ever participated in politics by (check all that apply):

\_\_\_ Contacting an elected official (by letter, email, phone, or signed a petition)?

\_\_\_ Attending a political rally or protest march?

\_\_\_ Other \_\_\_\_\_

\_\_\_ None of the above.

14. In the future, are you likely to vote: (if you are not eligible to vote, how often would you?)

\_\_\_ All elections \_\_\_ Most times \_\_\_ Presidential only \_\_\_ Rarely

\_\_\_ Never \_\_\_ Don't Know

15. Do you feel prepared for the next upcoming election? \_\_\_ Yes \_\_\_ No

\_\_\_ Somewhat

16. What is 1 or 2 things that would help you or someone else be more prepared to vote in the next election? Please write it on the back side of this paper and any other comments.

**Thank you/Gracias!**

## Addendum C:

**Question 9: Why Do You Vote? N=64**

- A. CATEGORIES:
  - B. Safeguarding Democracy/Sense of obligation/being a participant in the democratic process
  - C. Desire to see change/hold elected officials accountable/Impact Status Quo
  - D. Be the voice for others and self
  - E. Other \_\_\_\_\_
9. Democracy does not work if the citizenry does not participate. **A.**
9. I care who has a say in politics. **A.**
9. to put my voice in what will affect my future and the future of others. **B.**
9. to find someone who has similar views. **A.**
9. It's important **A.**
9. My parents. **D.**
9. For those who are not able. **C.**
9. It's for change **B.**
9. Exercise rights. **A.**
9. To have a voice on policies that may affect me and others. **B.**
9. To make a difference **B.**
9. Freedom of choice and voice. **A.**
9. To be heard in a way **C.**
9. Because I'm supposed to (parents are in Union) **D.**
9. To make a difference **B.**
9. To address issues **B.**
9. Have a voice **B.**
9. I can't, but I encourage people to. **A.**
9. Because I know my voice is heard when I vote. **B.**
9. It's my duty and right. My family is also undocumented so also vote for keeping them here. **A.**
9. To make change **B.**
9. Because my vote matters, I use my voice on behalf of those who can't. **C..**
9. I vote for those who are unable to vote. **C.**
9. We have to be the voice of those that can't vote. **C.**
9. To make a difference. **B.**
9. For rights **B.**
9. For a better future. **B.**
9. I would vote for policies that helped my family. **C.**
9. I vote to make sure issues in my community are addressed. **B.**
9. Change, voice input. **B.**
9. To have a diverse representation and checks and balances. **B.**
9. I want my voice to be heard. I need to exercise my right. **C.**
9. I feel like it's really important to vote, if you want to see a change. **B.**

- 9. A civic duty. **A.**
- 9. I vote because it's my civic duty and I want people I choose to represent me. **A.**
- 9. In person **D.**
- 9. To help minorities. **C.**
- 9. To put in my voice. **C.**
- 9. To voice my opinion. **C.**
- 9. So we don't have a repeat of the last presidential election **B.**
- 9. It is my duty as a Latino in America. **A.**
- 9. Exercise my right to vote, voice my political opinion. **A.**
- 9. My civic right. **A.**
- 9. I want my voice to be heard. **C.**
- 9. Because it is my right to. **A.**
- 9. For representation. **B.**
- 9. To express my wants/ideas. **B.**
- 9. In person at the polls. **D.**
- 9. I believe my vote will help elect the right person. **B.**
- 9. I feel like it's my responsibility to vote, especially to help represent the Latino community that can't. **A.**
- 9. To make my voice become heard and to help my community. **C.**
- 9. You have a privilege. **A.**
- 9. To be heard and get what you want from the government and society (changes). **B.**
- 9. I want to exercise the freedom of that I have. **A.**
- 9. To make a difference. **C.**
- 9. To voice my opinion. **B.**
- 9. To be another number in one voice. **C.**
- 9. To remove Republicans or better candidates from office or better candidates. **B.**
- 9. To choose who can implement regulations and make improvements.
- 9. I vote because it's a way to let my voice be heard. **B.**
- 9. To voice my opinion on important matters. **B.**
- 9. It is important for the voice of the community. **C.**
- 9. Representation for myself and my community; for those who can't vote. **C.**
- 9. For those who can't and to be part of change. **C.**
- 9. My voice matters. **B.**

### Question 12.

#### Categories for Yes:

- A. Promote/Aware of the Importance of Voting
- B. Be the Voice for Others & Self/Voting as Empowerment
- C. Other: \_\_\_\_\_

#### Category for No:

- D. People are disengaged/Don't believe in system

### Do You Encourage Others to Vote? If so, Why? Or Why Not? N=31

- 12. most don't believe this but every vote counts. **A.**

12. It's important **A**.
12. There are people who don't have a voice. We speak on their behalf. **B**.
12. Find it very unnecessary. **D**.
12. Lack of interest. **D**.
13. Because it is our right and duty as citizens. **A**.
12. Voting matters, more importantly for those who can't. **A**.
12. Because voting makes the people's voice heard. **A**.
12. It's important because it makes a difference **B**.
13. I was able to be working the polls to help Spanish-speaking voters. **B**.
12. Yes, hopefully to make a difference. **B**.
12. It is their decision. **C**.
12. It's important for our future democracy. **A**.
12. I try to but it just depends on the person and if they want **A**.
12. It's important for individuals to be aware of their rights in those who work to implement them **B**
12. Recently there's been a lot of hate for minorities, that's why. **B**.
12. Because they should exercise that right. **A**.
12. One vote can make the difference. **B**.
12. Most people I know about. **C**.
12. Voting is our strongest tool against established bureaucracy. **B**.
12. I believe it is important to vote. **A**.
12. It seems like not many people my age would care. **D**.
12. Because every vote counts. **A**.
12. I am not the most informed. **D**.
12. People in my life don't "do politics". **D**.
12. You have a voice **A**.
12. To voice their own opinion. **B**.
12. I don't like making others do things. **C**.
12. It's important to take out Trump **B**.
12. It's important. **A**.
12. So they can have a say in who's making the laws and whatnot. **B**.
12. It's important for all, so we can create change! **B**.

**Question 16. What is 1-2 things that would help you or someone else be prepared to vote in the next election? N=38**

**Categories:**

- A. More knowledge of the electoral process
- B. More knowledge on the candidates
- C. Research/search for more information

16. Knowing more information about each election **A**.
16. I would prefer unbiased programs or articles for people to read. I believe that we (the people / Community) should it be presented with just plain, clear, un-manipulated facts and we can think and decide where we stand. **A**.

16. I feel like being aware of what people on the ballot are doing or plan to do. It is very important. I also feel people don't always know who is on the ballot and fuss don't want to go to vote. Maybe a brochure with a small summary would work to inform people and they go vote. **B.**
16. more information available for college students to have access to/ about the elections and important political news. **A.**
16. Just finding out more information about officials/ candidates could be easier. **B.**
16. Potential candidates list. **B.**
16. Information on candidates. **B.**
16. Receiving more information on the candidates. **B.**
16. Political education **A.**
16. More condensed information on officials running for office. **B.**
16. Being more informed. **A.**
16. It is important to read up on where the candidates stand on certain issues. If we do this in advance, we will have a better idea on who they could vote for. **B.**
16. to be given more information on this election and how to become more involved. **A.**
16. I learn of the people running for political positions in government. Support local government, they are closer to you and the changes they make affect you more than on the national level. **B.**
16. And easy breakdown of what the candidates are proposing as their goals. **B.**
16. Provide some type of chart that talks about what each candidate is about. **B.**
16. A quick fact sheet before submitting votes. **A.**
16. Educate myself more on the person's values that I can potentially vote for. **B.**
- 16 do research on who was running for what. **B.**
16. Information, perhaps in the form of a pamphlet that outlines platforms for all political candidates in an election. **B.**
16. Information on candidates and their stance on issues. **B.**
16. Do research and that will make it easier to want to vote and know who you are going for. **B.**
16. Doing research on being more informed/prepared. **C.**
- 16 being informed, being motivated to vote. **A.**
16. more about the Milwaukee Common Council. **C.**
16. More time to do my research and fully understand the voting process. An ignorant vote is not always better than no vote. **A.**
16. Create a diagram that gives you the candidates/overview of his/her thoughts. Voting procedures and locations. **A.**
16. A simple spreadsheet or information so people get who the candidates are. **B.**
16. Make sure you pre-register! **A.**
16. Do your research before voting. Always check what each candidate is offering. **C.**
16. A. Knowledge of registration process and B. Knowledge of candidates. **A.**
16. To be informed **A.**
16. A. Be more knowledgeable of candidates. B. Extend the time to vote to at least 10 pm. **B.**
- 16 knowing about candidates and their initiatives and relationships with others. **B.**



16. I'd say listing out what representatives stand for; knowing who the people running are, understanding their background and how it may influence their stance an issues. **B**.

16. reminders of election days, information on candidates. **A**.

16. Knowing how and when to register; platform with all candidates and their ideas / beliefs. **A**.

16. Who is going to be on the ballot. I just haven't looked at the options and what their stance is **B**.

### **Other Attachments**

#### **Eligible Voters in 2020: Percentage by Generation**

Silent: 9%2 Boomers: 28% Gen X: 25% Millennials: 27% Gen Z: 10%

Source:

file:///C:/Users/elioisa/Documents/CVL-LVO/Marketing/AdCouncil\_VoteReport\_2019\_Final.pdf

More Voter Eligible data on Latinos in Wisconsin: see next two pages

**SELECTED POPULATION PROFILE IN THE UNITED STATES  
2017 American Community Survey 1-Year Estimates (S0201)**

Subject	Milwaukee city, Wisconsin							
	Total population		Hispanic or Latino (of any race) (200-299)		White alone, not Hispanic or Latino		Black or African American alone, not Hispanic or Latino	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
<b>TOTAL NUMBER OF RACES REPORTED</b>								
<b>Total population</b>	<b>595,365</b>	<b>+/-60</b>	<b>113,812</b>	<b>+/-3,982</b>	<b>207,043</b>	<b>+/-5,304</b>	<b>228,720</b>	<b>+/-5,280</b>
One race	95.8%	+/-0.6	92.1%	+/-1.9	100.0%	+/-0.1	100.0%	+/-0.1
Two races	4.0%	+/-0.6	7.3%	+/-1.8	(X)	(X)	(X)	(X)
Three races	0.2%	+/-0.1	0.6%	+/-0.5	(X)	(X)	(X)	(X)
Four or more races	0.0%	+/-0.1	0.0%	+/-0.1	(X)	(X)	(X)	(X)
<b>SEX AND AGE</b>								
<b>Total population</b>	595,365	+/-60	113,812	+/-3,982	207,043	+/-5,304	228,720	+/-5,280
Male	47.9%	+/-0.5	50.2%	+/-1.1	49.2%	+/-1.2	45.3%	+/-0.7
Female	52.1%	+/-0.5	49.8%	+/-1.1	50.8%	+/-1.2	54.7%	+/-0.7
Under 5 years	7.4%	+/-0.3	10.0%	+/-0.8	3.6%	+/-0.5	9.0%	+/-0.3
<b>5 to 17 years</b>	<b>18.3%</b>	+/-0.5	<b>26.8%</b>	+/-1.1	<b>7.5%</b>	+/-0.9	<b>22.5%</b>	+/-0.7
<b>18 to 24 years</b>	<b>12.0%</b>	+/-0.4	<b>11.2%</b>	+/-1.1	<b>13.0%</b>	+/-0.7	<b>11.1%</b>	+/-0.5
<b>25 to 34 years</b>	<b>16.8%</b>	+/-0.6	<b>15.5%</b>	+/-1.1	<b>18.3%</b>	+/-1.3	<b>15.2%</b>	+/-0.7
<b>35 to 44 years</b>	<b>12.5%</b>	+/-0.4	<b>15.6%</b>	+/-0.8	<b>12.9%</b>	+/-1.0	<b>11.2%</b>	+/-0.5
45 to 54 years	11.3%	+/-0.4	9.6%	+/-0.8	12.8%	+/-1.0	11.6%	+/-0.4
55 to 64 years	10.8%	+/-0.4	6.4%	+/-0.5	14.3%	+/-0.9	10.8%	+/-0.4
65 to 74 years	6.4%	+/-0.3	3.5%	+/-0.5	9.5%	+/-0.8	5.6%	+/-0.3
75 years and over	4.3%	+/-0.3	1.3%	+/-0.4	8.1%	+/-0.8	2.9%	+/-0.3
<b>Median age (years)</b>	<b>31.9</b>	+/-0.5	<b>26.3</b>	+/-0.7	<b>39.9</b>	+/-1.7	<b>29.3</b>	+/-0.6

## Characteristics of Eligible Voters in Wisconsin and the United States, 2014

% of eligible voters (unless otherwise noted)

	U.S.		Wisconsin	
	All	Hispanics	All	Hispanics
<b>Total population (thousands)</b>	318,857	55,251	5,758	370
<b>Eligible voter population (thousands)</b>	224,963	25,486	4,326	156
<b>Age</b>				
18-29	21.6	32.9	20.3	34.4
30-44	24.0	28.6	23.4	32.7
45-54	17.6	15.9	18.4	15.0
55-64	16.9	11.6	17.7	9.2
65 and older	19.8	11.0	20.1	8.7
<b>Millennial (ages 18-33)</b>	28.2	41.4	26.7	44.4
<b>Gender</b>				
Male	48.4	48.9	49.1	50.4
Female	51.6	51.1	50.9	49.6
<b>Type of citizen</b>				
Citizen by birth	91.4	75.2	97.3	83.0
Naturalized citizen	8.6	24.8	2.7	17.0
<b>Language</b>				
Speaks only English at home	85.2	31.7	94.3	45.9
Does not speak only English at home	14.8	68.3	5.7	54.1
Speaks Spanish at home	8.5	67.8	2.6	53.5
<b>Educational attainment</b>				
Less than high school graduate	10.9	22.0	8.0	24.5
High school graduate	28.4	29.0	32.3	33.3
Two-year degree/Some college	32.7	33.5	33.3	26.4
Bachelor's degree or more	28.1	15.6	26.4	15.8
<b>Marital status</b>				
Married	49.6	42.5	53.0	42.4
Never married	29.9	40.1	28.3	41.7
Divorced/separated/widowed	20.6	17.4	18.7	15.9
<b>With child younger than 18 in home</b>	23.5	28.7	24.2	35.4
<b>Homeownership rate</b>	66.7	55.2	69.5	51.0
<b>Hispanic origin</b>				
Mexican	-	59.2	-	65.2
Puerto Rican	-	14.1	-	23.9
Cuban	-	4.6	-	1.6
Salvadoran	-	2.6	-	0.3
Dominican	-	3.4	-	0.3
Other	-	16.1	-	8.7
<b>Household income (in 2014 \$)</b>				
Less than \$30,000	20.7	22.8	19.7	28.9
\$30,000-\$49,999	17.2	19.6	18.9	23.6
\$50,000-\$74,999	18.7	20.1	20.9	19.5
\$75,000-\$99,999	14.0	14.4	15.6	10.8
\$100,000 or more	29.5	23.1	24.9	17.3

Note: Eligible voters are citizens ages 18 and older. Percentages may not total 100% due to rounding. High school graduate includes GEDs or equivalent. Homeownership rate and household income excludes persons living in institutions, college dormitories and other group quarters.

Source: Pew Research Center tabulations of the 2014 American Community Survey (1% IPUMS sample)

PEW RESEARCH CENTER

## Characteristics of Eligible Voters in Wisconsin, by Race and Ethnicity, 2014

% of eligible voters (unless otherwise noted)

	Hispanic	White	Black	Asian
<b>Total population (thousands)</b>	370	4,730	349	151
<b>Eligible voter population (thousands)</b>	166	3,772	242	72
<b>Age</b>				
18-29	34.4	18.5	29.3	36.7
30-44	32.7	22.4	29.3	29.0
45-54	15.0	18.7	17.4	18.4
55-64	9.2	18.7	14.0	5.3
65 and older	8.7	21.7	10.0	10.7
<b>Millennial (ages 18-33)</b>	44.4	24.5	37.3	48.5
<b>Gender</b>				
Male	50.4	49.2	48.0	45.8
Female	49.6	50.8	52.0	54.2
<b>Type of citizen</b>				
Citizen by birth	83.0	98.9	97.6	45.4
Naturalized citizen	17.0	1.1	2.4	54.6
<b>Language</b>				
Speaks only English at home	45.9	97.6	97.0	21.8
Does not speak only English at home	54.1	2.4	3.0	78.2
Speaks Spanish at home	53.5	0.6	0.7	1.3
<b>Educational attainment</b>				
Less than high school graduate	24.5	6.6	16.9	13.8
High school graduate	33.3	32.1	35.1	24.8
Two-year degree/Some college	26.4	33.4	36.8	29.5
Bachelor's degree or more	15.8	27.9	11.1	32.0
<b>Marital status</b>				
Married	42.4	55.7	22.3	59.0
Never married	41.7	25.4	56.5	33.5
Divorced/separated/widowed	15.9	18.9	21.2	7.5
<b>With child younger than 18 in home</b>	35.4	23.4	24.9	39.9
<b>Homeownership rate</b>	51.0	73.4	29.4	63.3
<b>Household income (in 2014 \$)</b>				
Less than \$30,000	28.9	17.5	45.0	21.8
\$30,000-\$49,999	23.6	18.7	19.1	16.9
\$50,000-\$74,999	19.5	21.3	19.8	12.2
\$75,000-\$99,999	10.8	16.4	8.7	16.5
\$100,000 or more	17.3	26.3	7.4	32.5

Note: Eligible voters are citizens ages 18 and older. Percentages may not total 100% due to rounding. High school graduate includes GEDs or equivalent. Whites, blacks and Asians include only non-Hispanics. Hispanics are of any race. Homeownership rate and household income excludes persons living in institutions, college dormitories and other group quarters.

Source: Pew Research Center tabulations of the 2014 American Community Survey (1% IPUMS sample)

PEW RESEARCH CENTER

Source:

<https://www.pewresearch.org/hispanic/fact-sheet/latinos-in-the-2016-election-wisconsin/>