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# Latinos and the 2012 Election: The New Face of the American Voter (Latinos in the United States)

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**Latinos and the 2012 Election: The New Face of the American Voter (Latinos in the United States)**
In giving President Obama a record level of support (75 percent) and reaching a watershed 10 percent of the voting population, Latinos proved to be decisive in the 2012 election outcome—an unprecedented mark of influence for this segment of the wider electorate. This shift also signaled a radical reenvisioning of mobilization strategies by both parties and created a sea change in the way political organizations conduct outreach and engagement efforts. In this groundbreaking volume, experts in Latino politics ask: What is the scope of Latino voter influence, where does this electorate have the greatest impact, and what issues matter to them most? They examine a key national discussion—immigration reform—as it relates to voter behavior, and also explore the influence of Latinos within key states, including California, Colorado, New Mexico, Virginia, North Carolina, Ohio, Nevada, and Florida. While some of these states have traditionally had strong Latino voting blocs, in others Latinos are just emerging as major players electorally. The book also discusses the extent to which Latinos were mobilized during the 2012 campaign and analyzes election outcomes using new tools created by Latino Decisions. A blend of rigorous data analysis and organizational commentary, the book offers a variety of perspectives on the past, present, and future of the Latino electorate.

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