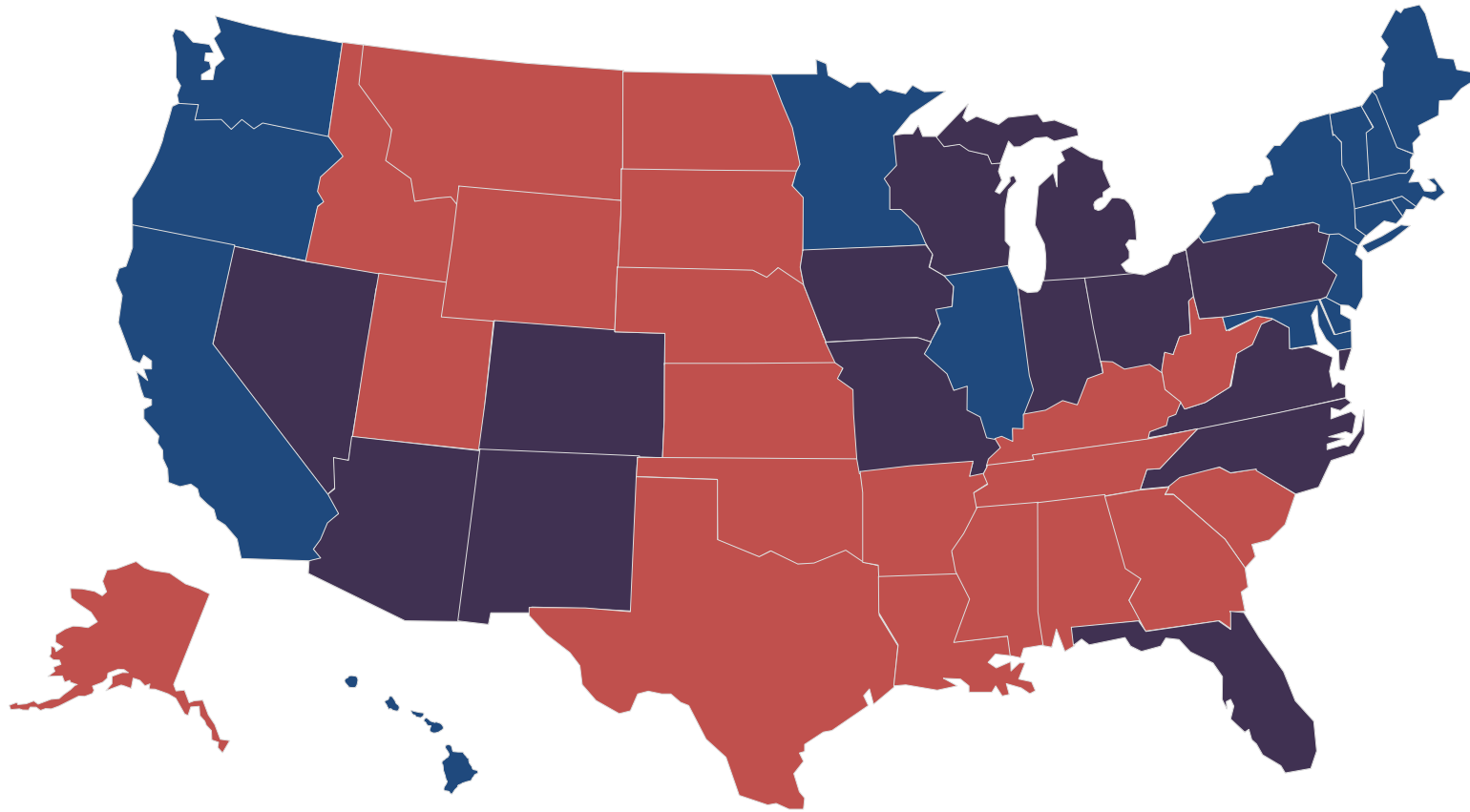





2012 Electoral Map



Note: There are **538 total** electoral votes; a candidate needs **270 electoral votes** to win the election

-  Safe Democrat States – 196
-  Safe Republican States – 159
-  Swing States – 183

Swing States and Electoral Votes

Electoral Votes	
	2012
Arizona	11
Colorado	9
Florida	29
Indiana	11
Iowa	6
Michigan	16
Missouri	10
Nevada	6
New Hampshire	4
New Mexico	5
North Carolina	15
Ohio	18
Pennsylvania	20
Virginia	13
Wisconsin	10
TOTAL	183

❖ Determining what qualifies as a swing state not an exact science.

❖ Rough mix of the state's political and demographic trends:

❖ How competitive the state was in 2008 and how competitive it appears today through a composite of state polling

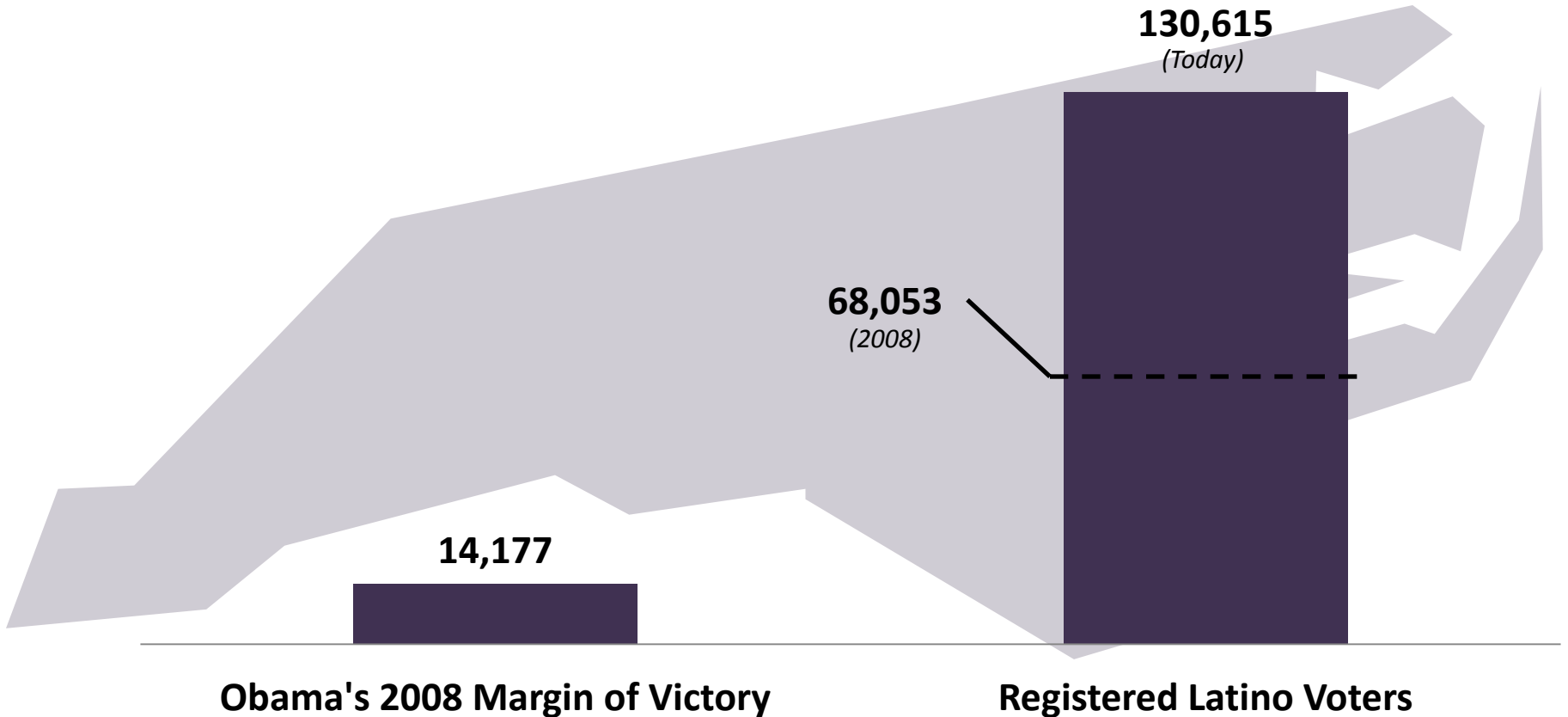
❖ Whether both parties will devote resources to the state

❖ These 15 states are not locked-in because many of these factors have yet to take shape

❖ Best estimate, nine months out, includes the 15 states in the table to the left

North Carolina

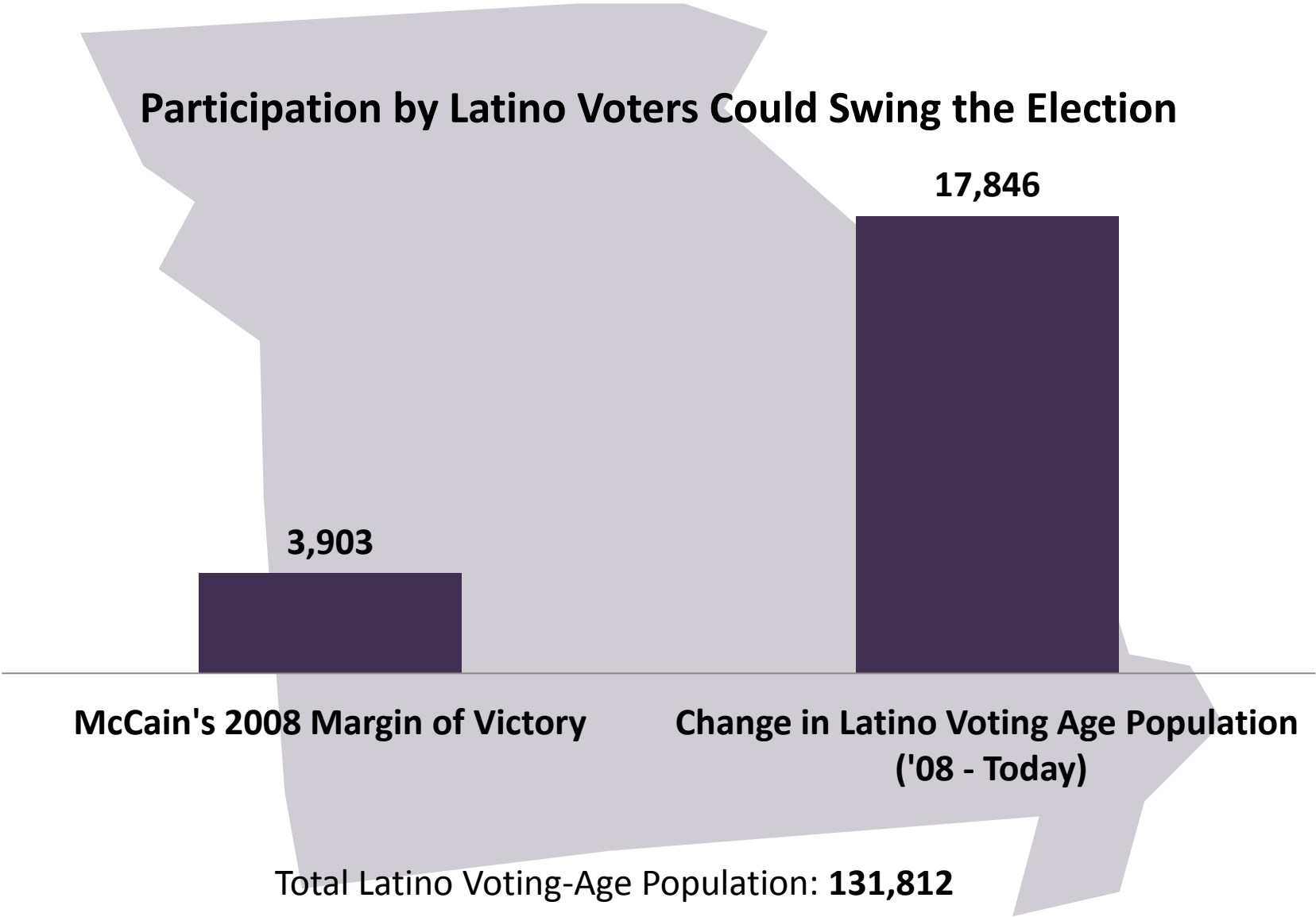
Participation by Latino Voters Could Swing the Election



Latino Voting-Age Population: **492,330**

Missouri

Participation by Latino Voters Could Swing the Election



McCain's 2008 Margin of Victory

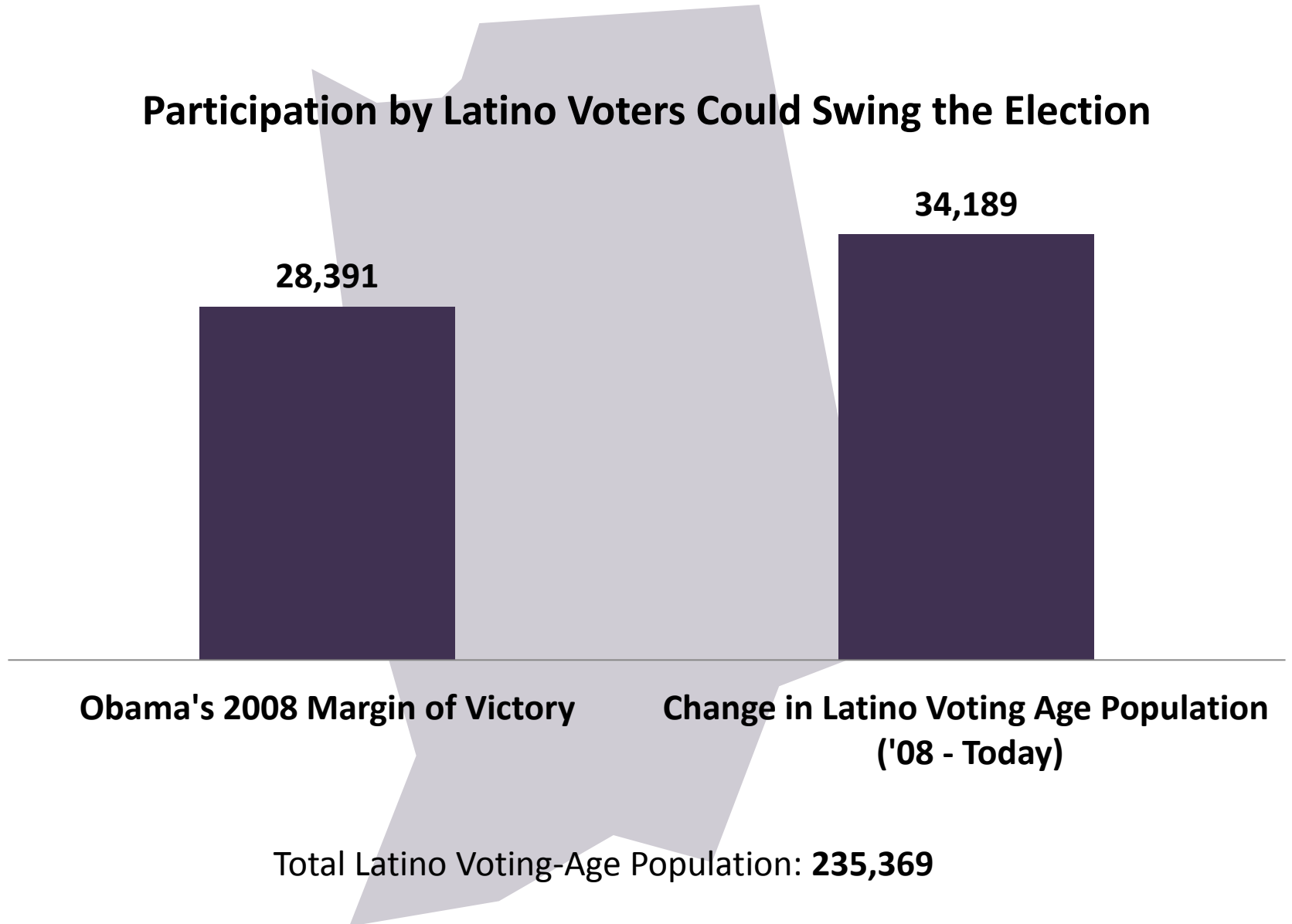
Change in Latino Voting Age Population ('08 - Today)

Total Latino Voting-Age Population: 131,812

Source: CNN Political Research Team and U.S. Bureau of Census, 2010 Census and 2008 American Community Survey

Indiana

Participation by Latino Voters Could Swing the Election



Swing States and the 2008 Election

2008 Election Results			
	Obama	McCain	Margin of Victory
Arizona	1,034,707	1,230,111	195,404
Colorado	1,288,576	1,073,589	214,987
Florida	4,282,074	4,045,624	236,450
Indiana	1,374,039	1,345,648	28,391
Iowa	828,940	682,379	146,561
Michigan	2,872,579	2,048,639	823,940
Missouri	1,441,911	1,445,814	3,903
Nevada	533,736	412,827	120,909
New Hampshire	384,826	316,534	68,292
New Mexico	472,422	346,832	125,590
North Carolina	2,142,651	2,128,474	14,177
Ohio	2,933,388	2,674,491	258,897
Pennsylvania	3,276,363	2,655,885	620,478
Virginia	1,959,532	1,725,005	234,527
Wisconsin	1,677,211	1,262,393	414,818
TOTAL	26,502,955	23,394,245	3,507,324

Source: CNN Political Research Team & US Bureau of Census

Swing States and Latino Voters

Latino Voting Age Population			
	2008	Today	Change
Arizona	1,226,457	1,191,203	(35,254)
Colorado	643,104	664,462	21,358
Florida	2,834,475	3,119,182	284,707
Indiana	201,180	235,369	34,189
Iowa	73,222	88,337	15,115
Michigan	259,544	264,511	4,967
Missouri	113,966	131,812	17,846
Nevada	416,495	454,534	38,039
New Hampshire	21,082	22,934	1,852
New Mexico	616,580	651,326	34,746
North Carolina	414,287	492,330	78,043
Ohio	184,963	218,924	33,961
Pennsylvania	370,765	459,421	88,656
Virginia	352,871	426,857	73,986
Wisconsin	175,101	199,822	24,721
TOTAL	7,904,091	8,621,024	716,933

Source: CNN Political Research Team & US Bureau of Census

New Hampshire 2008 data from ACS 2008 3-year estimates