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## Electoral Trends: 2014 and Beyond Conservative Political Action Conference

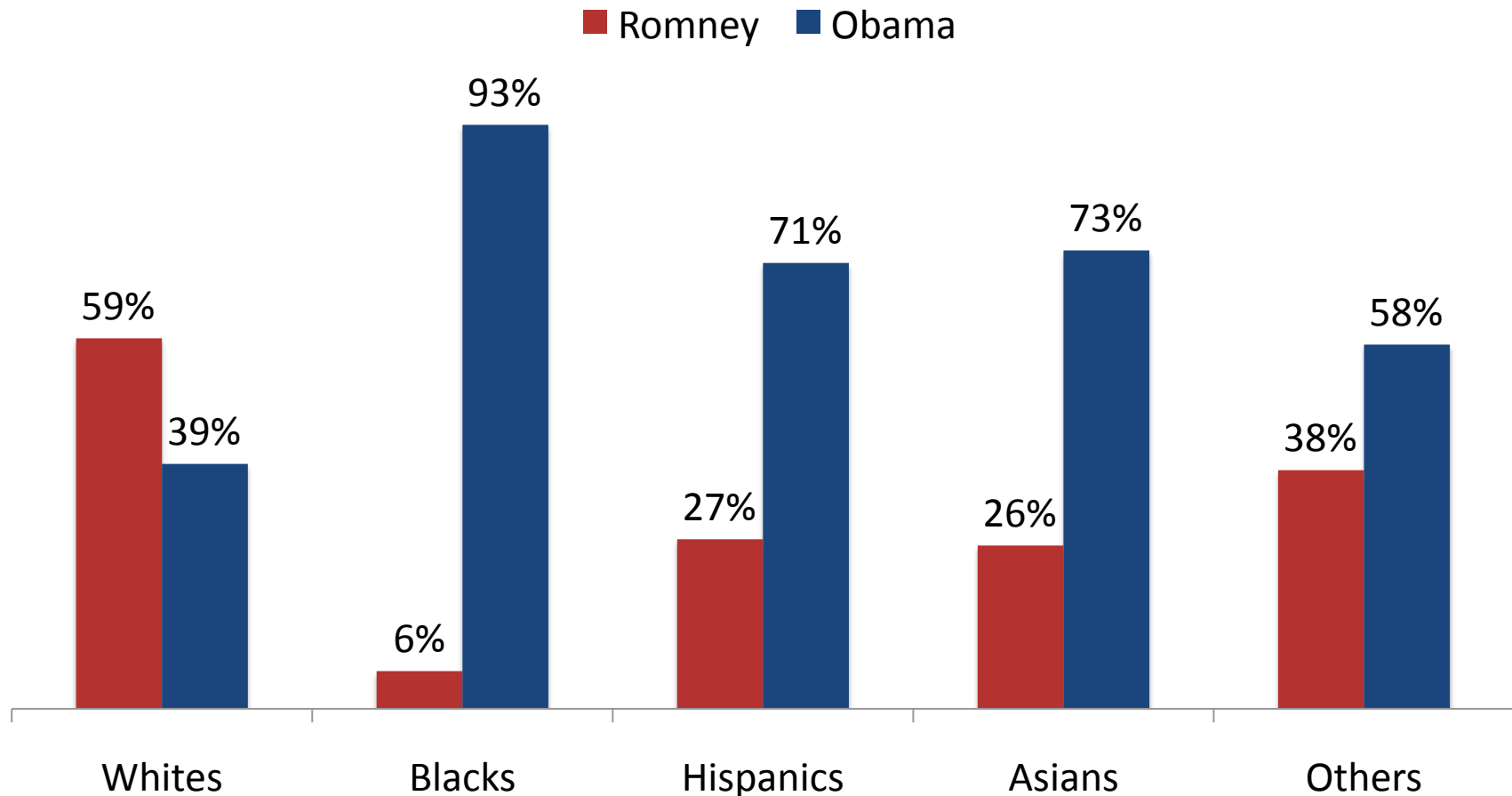
March 8, 2014



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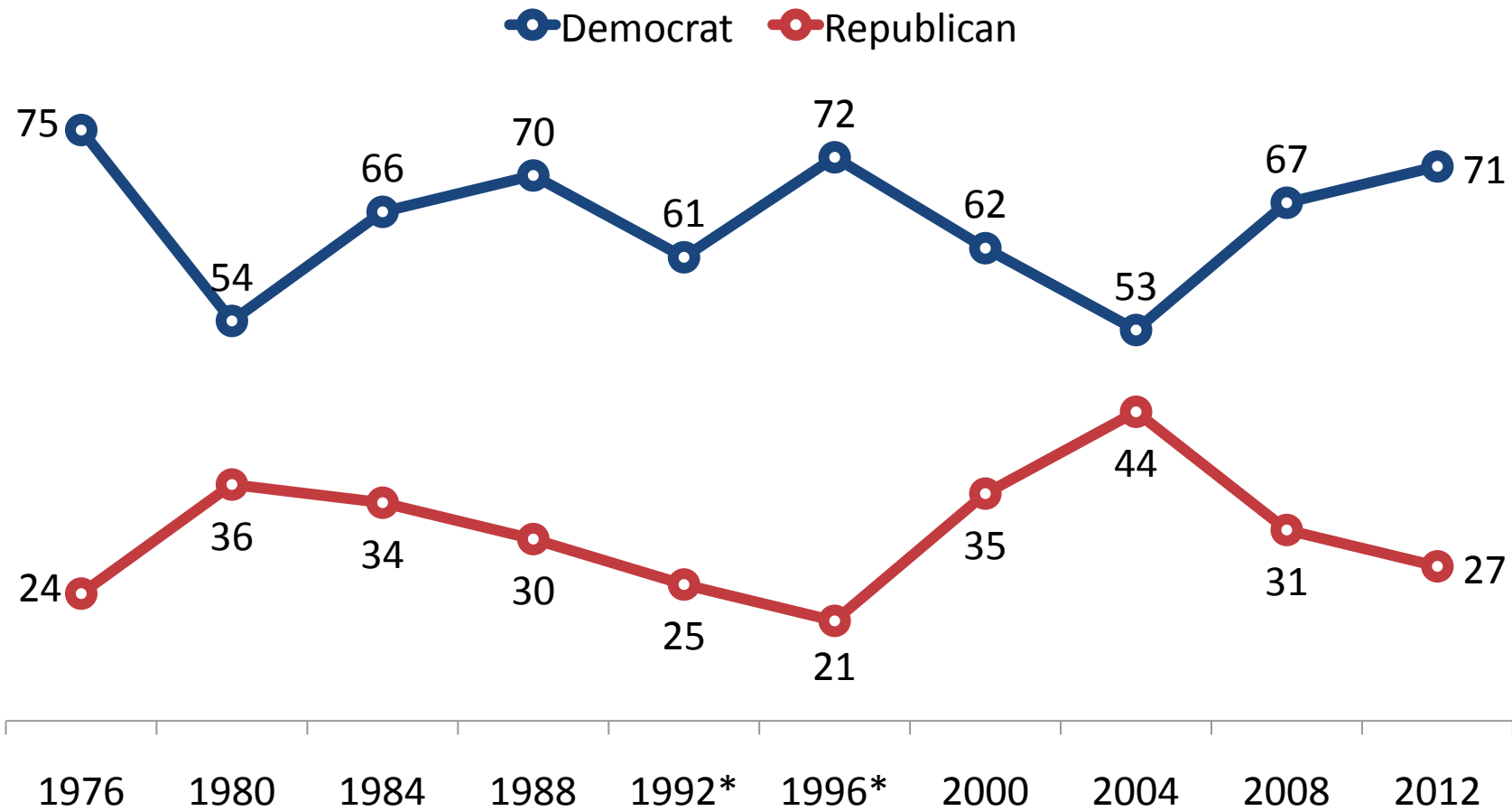
# The Electoral Challenge for Conservatives

Mitt Romney won a landslide among white voters, but Obama won by a landslide among all other racial groups.



Source: Exit Polls

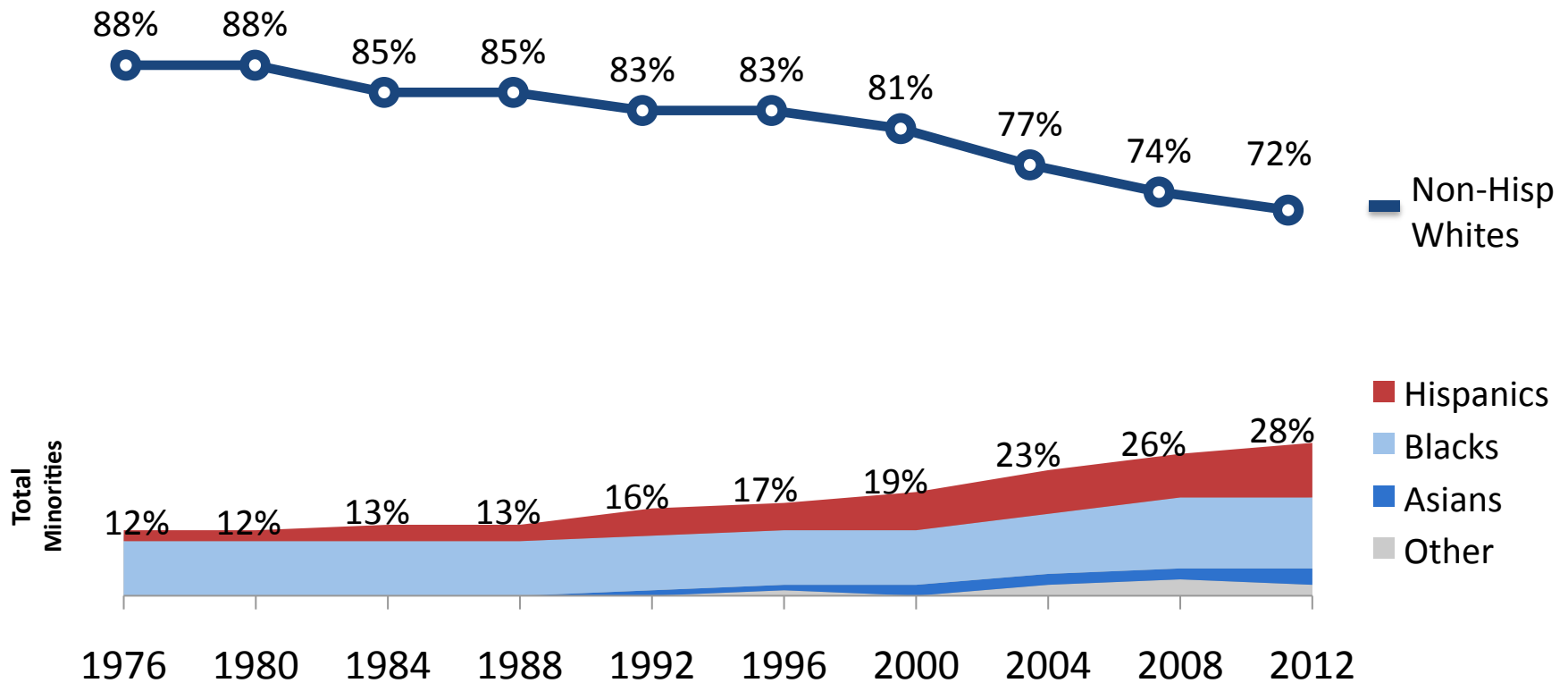
In fact, Romney received the lowest percentage of the Hispanic vote in a two-candidate election since Watergate.



\*Three-way races with Ross Perot

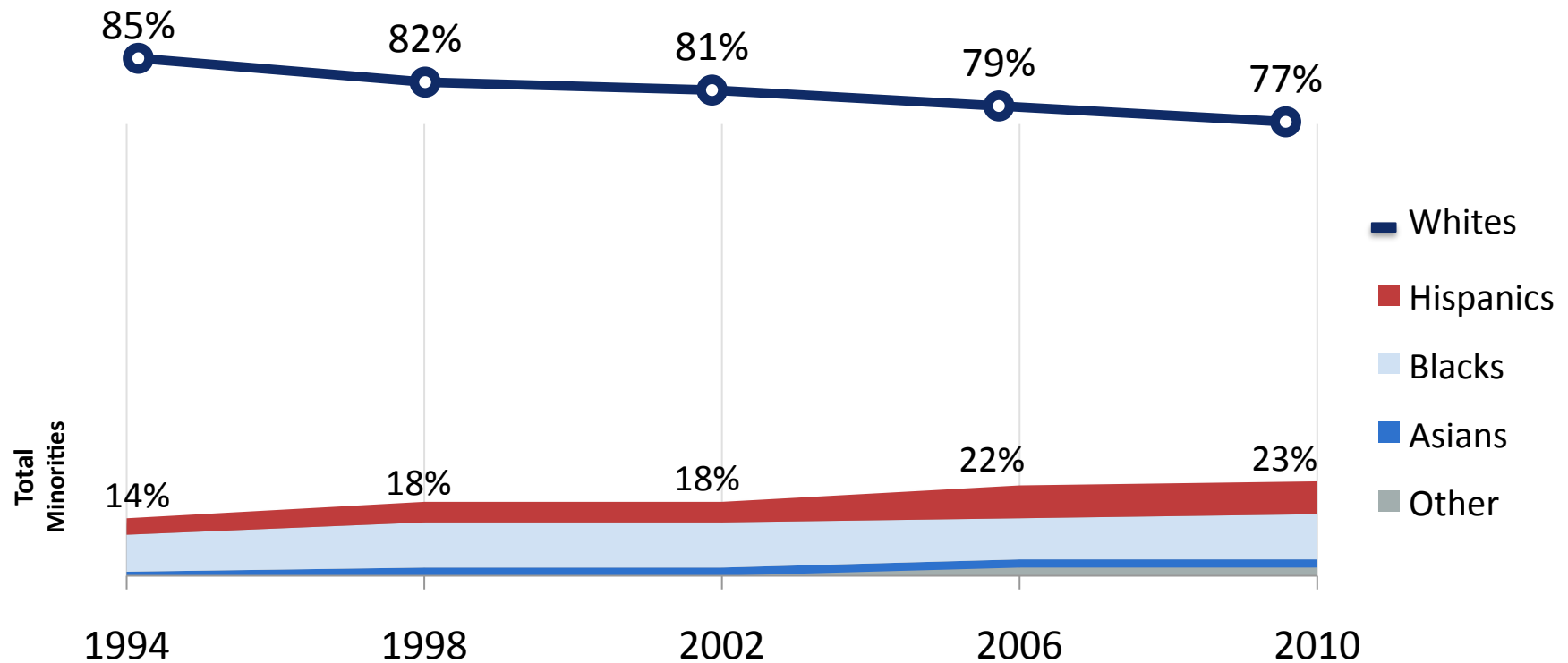
Source: Exit Polls

This is a problem, because in the American electorate, whites are declining at an increasing rate.



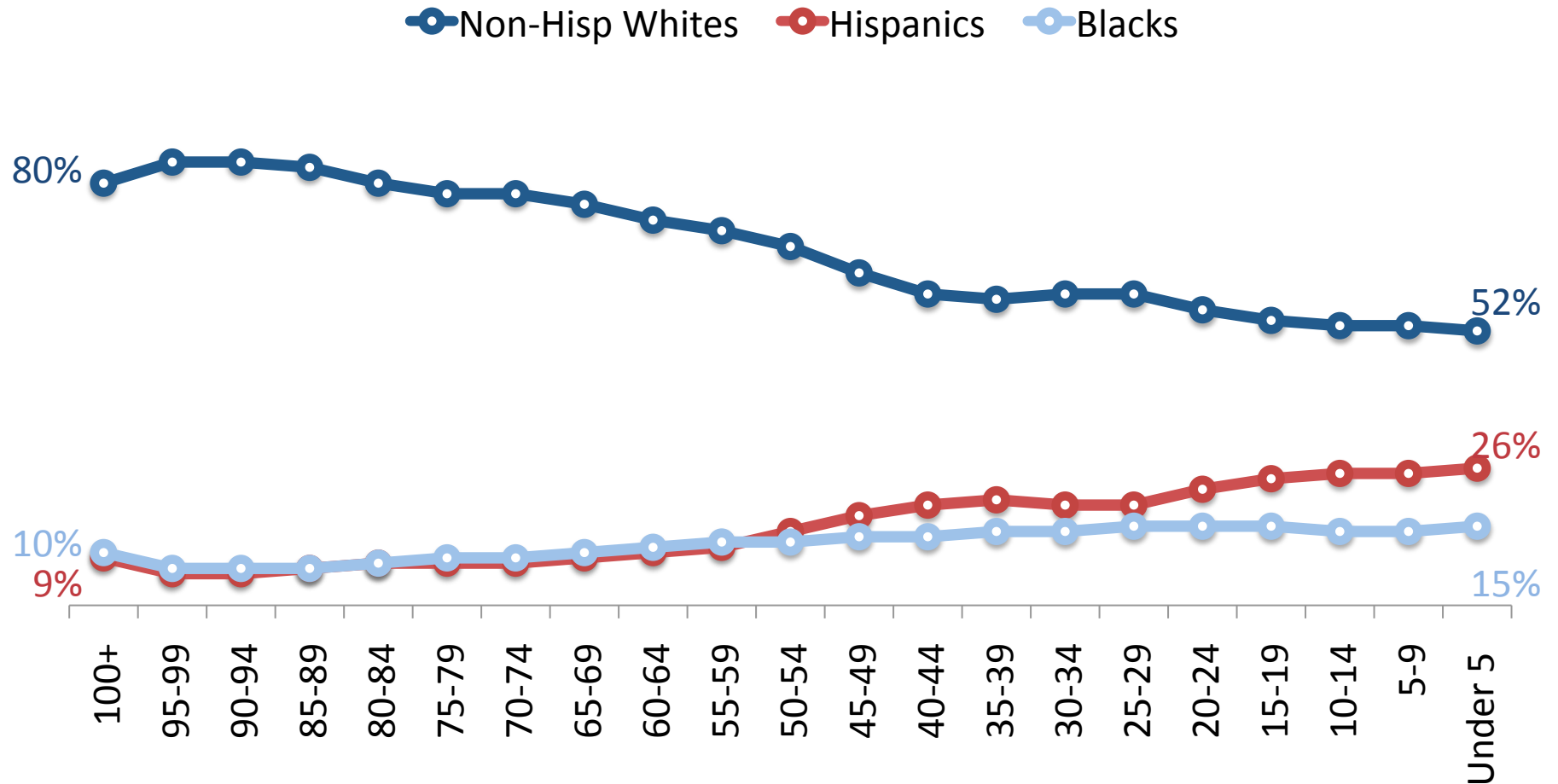
Source: Exit Polls

2014 is likely to be a very good year for Republicans, in part because the white proportion of the electorate is about 5 percentage points higher in midterm elections.



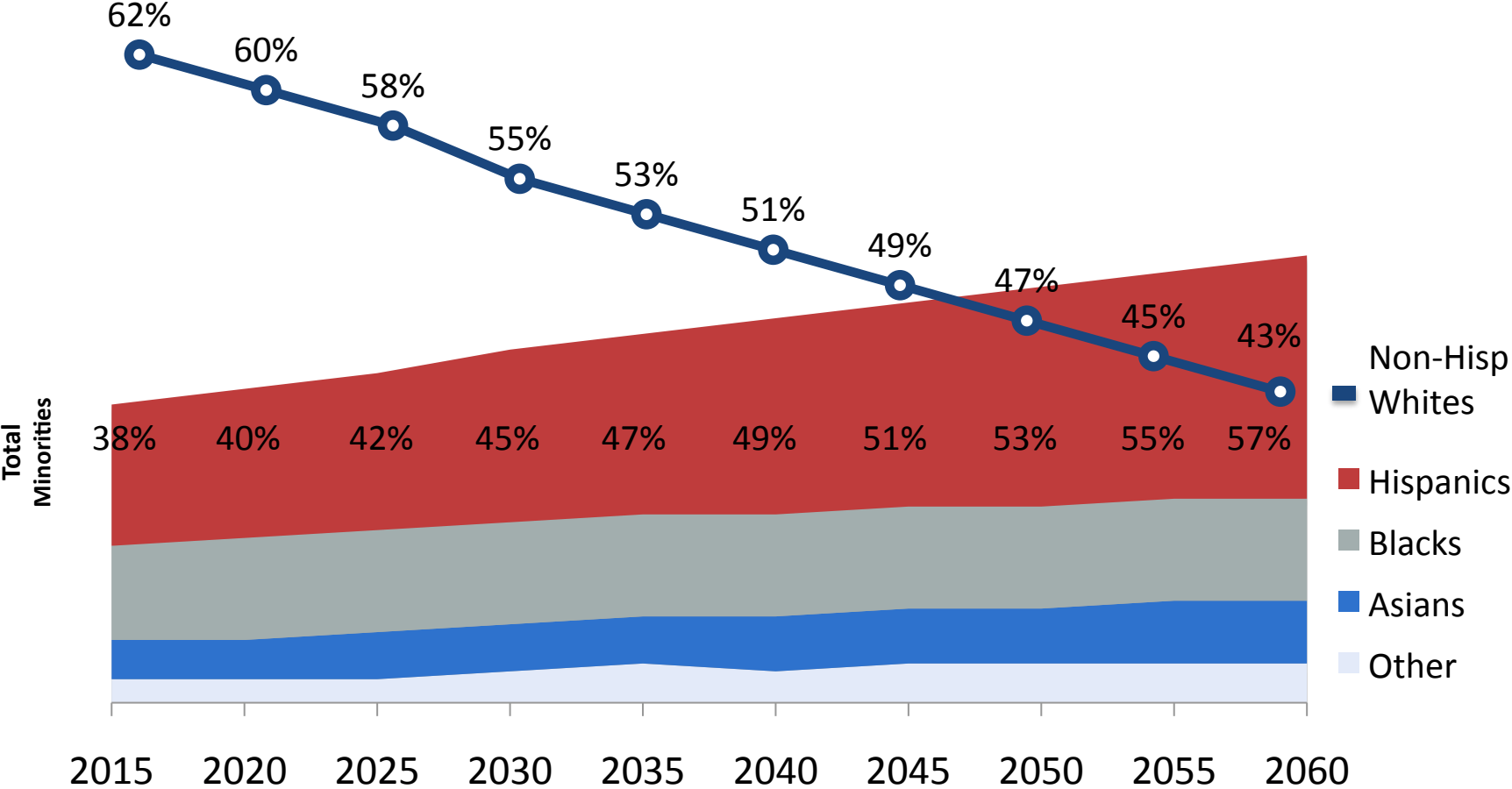
Source: Exit Polls

But that is only a temporary respite, because the ethnic makeup of younger Americans differs dramatically from older Americans.



Source: U.S. Census Bureau Table 10, Released December 2012

A generation from now, non-Hispanic whites will constitute a minority of the U.S. population.



Source: U.S. Census Bureau Table 6, Released December 2012





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For optimistic conservatives,  
these trends are as much an  
opportunity as a problem.