



2008 PRIMARY ELECTION PROFILES COLORADO

COLORADO CAUCUSES: FEBRUARY 5

ELECTORAL COLLEGE VOTES: 9

TOTAL POPULATION (2006): 4,753,377 LATINO POPULATION (2006): 934,410

In the last three Presidential elections, Colorado has leaned Republican, but the margin of victory for the candidates has varied widely, and both political parties still see the state as the home of many independent voters. In November 1996, U.S. Senator Bob Dole won the state by a narrow 46%-44% margin. In November 2000, George W. Bush's win was more decisive, with a 51%-42% victory over Vice-President Al Gore. Democrats targeted Colorado in 2004, and while President Bush still prevailed by 52%-47%, the victory of two Democrats in Colorado's Congressional races – U.S. Senator Ken Salazar and his brother U.S. Rep. John Salazar – encouraged Democrats about their future prospects in the state. The Democratic Party has selected Denver as the site of its 2008 National Convention.

Latinos comprise one out of 10 of Colorado's registered voters, and they will play a key role in the state's Presidential caucuses, as well as its August primary for other federal and state offices. Colorado will see a particularly competitive U.S. Senate race, which is open seat contest because of the retirement of Republican Wayne Allard. The contenders for this seat include former U.S. Rep. Bob Schaffer (R) and U.S. Rep. Mark Udall (D).

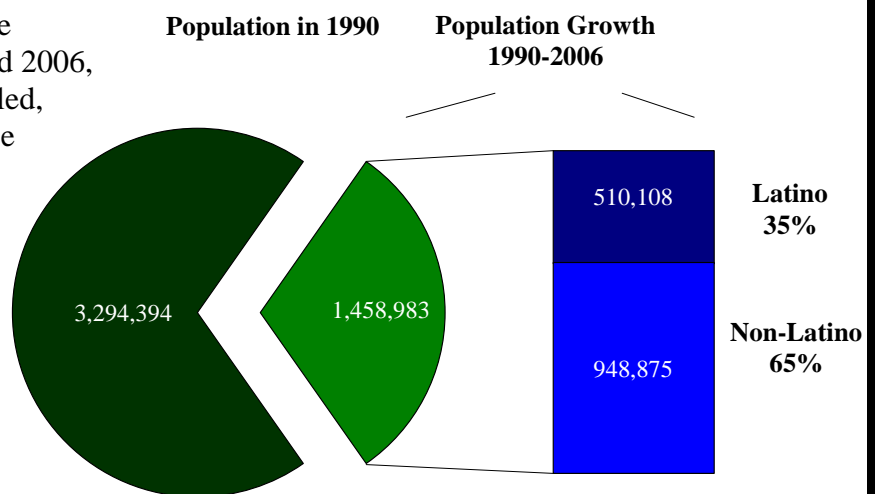
THE LATINO POPULATION IN COLORADO

In 2006, Latinos accounted for one out of five Colorado residents (20%). Between 1990 and 2006, the state's Latino population more than doubled, growing from 424,302 to 934,410, an increase of 120%.

Colorado's Latino Population: 2006

	Population	% of Total Population
Latinos	934,410	20%
Latino Adults	610,004	17%
Latino Adult U.S. Citizens	405,115	12%

Colorado Population Growth: 1990-2006



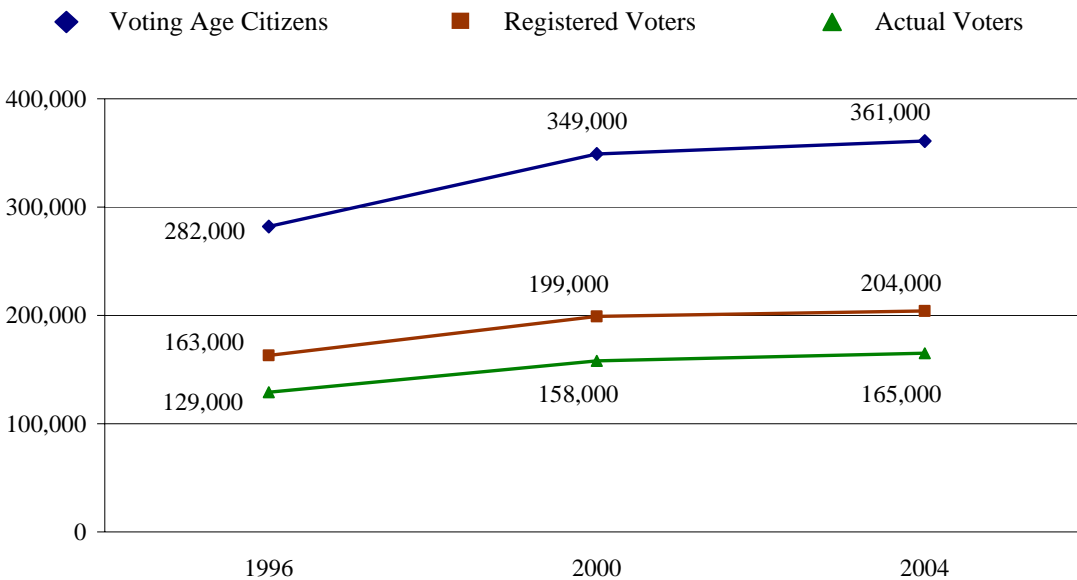
THE LATINO ELECTORATE

The number of Colorado Latino voters has grown from 129,000 in 1996 to 165,000 in 2004, an increase of 28%. In 2007, about one out of 10 Colorado registered voters was Latino (273,824).

Colorado's Electorate (2007)

Total Registered Voters	2,832,632
Latino Registered Voters	273,824
Latino Share of All Registered Voters	10%

Colorado Latino Registration and Voting in Past Presidential Elections



See "Sources" for information regarding the limitations of the foregoing data.

LATINO ELECTED OFFICIALS IN COLORADO

- Colorado is one of four states ever to have a Latino serve as U.S. Senator.
- In January 2007, 160 Latinos served in elected office in Colorado – most officials (96%) served at the local level, including county, municipal, school board, judicial and law enforcement, and specials district officials.

Latinos in Colorado Elected Office: 1996-2007

	1996	2000	2002	2005	2007
Members Of Congress	0	0	0	2	2
Statewide Officials	0	1	1	0	0
State Legislators	6	10	8	7	5
Local Officials	157	138	145	149	153
Total	163	149	154	158	160

For more information about the NALEO Educational Fund's 2008 Election publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 120.

Sources

NALEO Educational Fund, 2007 *National Directory of Latino Elected Officials*.

U.S. Census Bureau, American Community Survey (2006), General Information and Custom Tables.

U.S. Census Bureau, Current Population Survey (CPS), *Voting and Registration in the Elections of November: 1996-2004*.

The CPS data used in these reports and the survey from which they are derived are subject to certain limitations. First, actual voter turnout and registration may be overestimated by the CPS, because individuals may tend to over-report electoral participation. Additionally, the CPS is a national survey, and estimates derived for smaller sub-groups within the national population may be based on relatively small sample sizes. Consequently, the margin of error associated with estimates of voting and registration for these sub-groups is greater than the margin associated with the national population or larger population sub-groups.

U.S. Census Bureau, Decennial Census, 1990 and 2000.

Voter Contact Service, *National Political DataBase*.