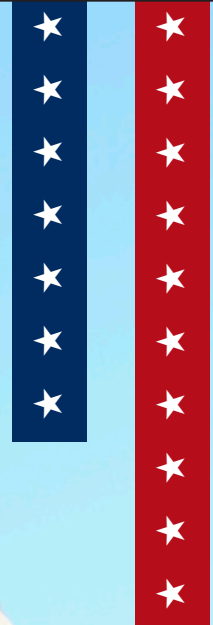




2010 LATINO ELECTORAL PROFILE

California State Primary Election

Election Day: Tuesday, June 8, 2010





2010 LATINO ELECTORAL PROFILE - CALIFORNIA PRIMARY ELECTION

Total Population (2008): 36,756,666

Latino Population(2008): 13,457,397

California and its Latino electorate gained significant prominence in the 2008 presidential primary season when the state decided to move its primary to early February – “Super Tuesday” – from June. In previous presidential contests, the state’s relatively late June primary often occurred well after the nominees from each party had been virtually determined by earlier primaries.

Latinos played a key role in California’s 2008 Democratic presidential primary contest. Exit poll data suggest that Latinos were crucial to the California victory of Senator Hillary Clinton (D-NY), which helped ensure that her delegate count remained competitive with that of candidate Senator Barack Obama (D-IL), and enabled her to maintain a viable presence during the rest of the primary season. In California, Senator Clinton won the primary, receiving 51.5% of the Democratic vote, compared to Senator Obama’s 43.2%. According to CNN exit polls, among California white Democrats, Senator Clinton’s margin of victory over Senator Obama was very thin: 46% to 45%. In contrast, California Latino Democrats favored Senator Clinton over Senator Obama by 67% to 32%.

In the upcoming June primary, California voters will nominate candidates for governor and six other statewide offices. Latinos are viable contenders in the contests for many of these nominations. The state’s first Latino Republican Lieutenant Governor, former State Senator Abel Maldonado, was appointed to that office in April 2010 to fill the vacancy left by John Garamendi (D), who resigned to serve in the U.S. Congress. Lt. Governor Maldonado is seeking the Republican nomination to run for a full term in the November general election.

Several Latinos are pursuing the Democratic nomination for attorney general, including former Los Angeles City Attorney Rocky Delgadillo, State Assemblymember Pedro Nava, and State Assemblymember Alberto Torrico. State Assemblymember Hector De La Torre is seeking the Democratic nomination for state Insurance Commissioner. The candidates in the nonpartisan contest for state Superintendent of Public Instruction include retired school superintendent Larry Aceves, teacher Lydia Gutiérrez, and State Senator Gloria Romero (D).

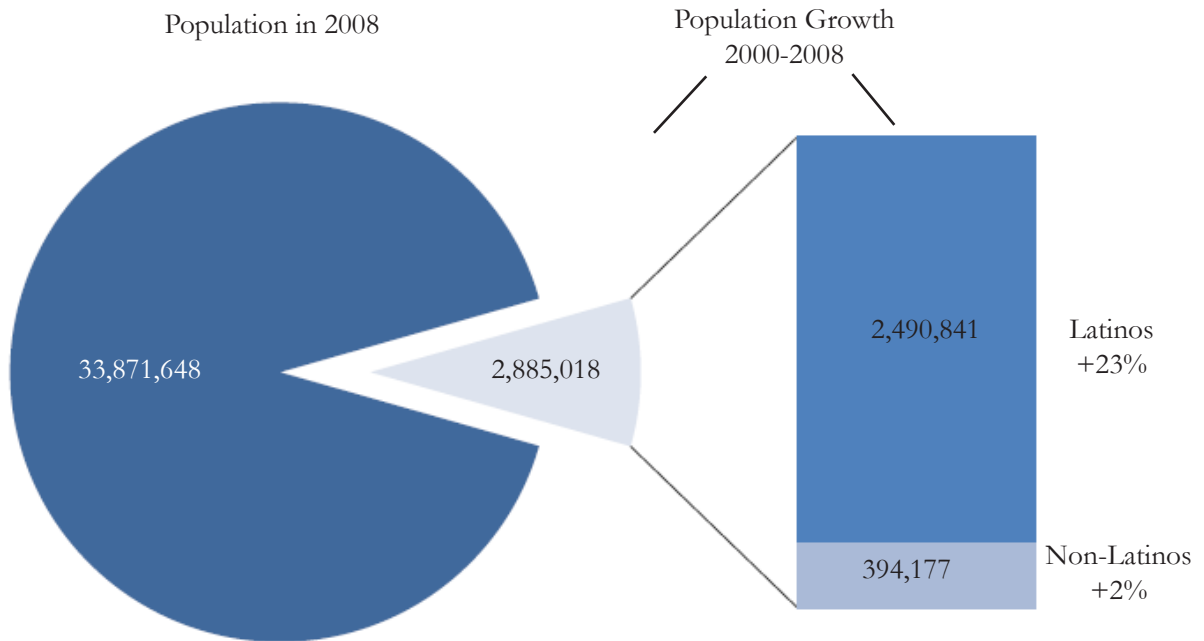
Since a relatively smaller share of Latinos are registered Republicans (19%) compared to Democrats (58%), Latinos will have a greater influence over the selection of Democratic nominees in the primary than over Republicans. However, the Republican nominees for the state’s highest offices, including governor and senator, are running highly visible primary campaigns, which may affect the choices of all Latinos in November’s general election. In the race for the Republican nomination for governor, Insurance Commissioner Steve Poizner and former eBay CEO Meg Whitman are engaged in a heated contest, where both candidates have made immigration policy a top issue. Steve Poizner considers undocumented immigration to be a serious problem in the state, and supports such policies as ending in-state tuition for undocumented students at California higher education institutions, and requiring localities to end “sanctuary city” policies. Poizner has also attacked Whitman by claiming she supports “amnesty” for undocumented immigrants and that she opposes SB 1070, Arizona’s anti-immigrant law which allows local law enforcement to detain residents they suspect are not authorized to be in the United States. Whitman has countered these attacks by publicizing her support for policies such as denying drivers’ licenses and admission to California higher education institutions to undocumented immigrants, and eliminating sanctuary cities.

In addition, former Governor Pete Wilson (R), the leading proponent of California’s Proposition 187, the 1994 anti-immigrant ballot measure, is Whitman’s campaign chair. Wilson is also featured in a radio advertisement highlighting Whitman’s “tough” stance on immigration. The anti-immigrant tone of the campaign over Proposition 187, which would have denied education and other public services to undocumented immigrants, played a key role in motivating a significant portion of California Latinos to affiliate with the Democratic Party and support Democratic statewide candidates. The Republican debate over immigration issues in the state primary could similarly affect Latino voter choices in California’s general election. Moreover, this debate is occurring in the wake of the possible enactment of Arizona’s SB 1070, which also has the potential of mobilizing greater Latino participation in elections nationwide, including California.

THE LATINO POPULATION IN CALIFORNIA

In the eight years between 2000 and 2008, the total population of California increased by 9%, or 2.9 million. During this period, the Latino population increased by 23% (from 11.0 million to 13.5 million), while the non-Latino population increased by 2%, or by about 394,000. Current projections suggest that California could lose a congressional seat in the upcoming 2011 apportionment unless its population is accurately counted in the 2010 Census. Between 2000 and 2008, Latinos accounted for 86% of the state's population growth; an accurate count of the state's 2010 population is not possible without a full count of Latinos.

California Population Growth, 2000-2008



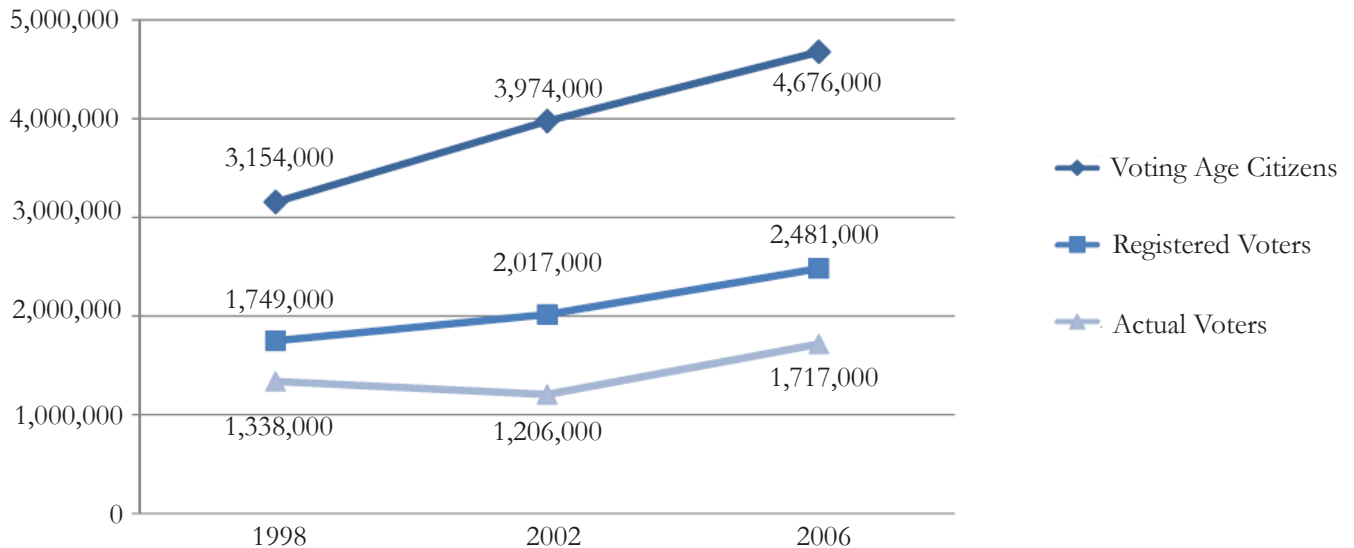
California's Latino Population, 2008

	<i>Population</i>	<i>% of Total Population</i>
<i>All Latinos</i>	13,457,397	37%
<i>Latino Adults</i>	8,802,734	32%
<i>Latino Adult U.S. Citizens</i>	5,396,279	24%

THE CALIFORNIA LATINO ELECTORATE

The number of Latino voters in California increased substantially between the last two off-year congressional elections, growing from 1.2 million in 2002 to 1.7 million in 2006. The Latino share of California voters increased from 14% to 17% during the same period.

California Latino Eligible Population, Registration, and Voting in Past Congressional Elections



LATINO VOTER REGISTRATION¹

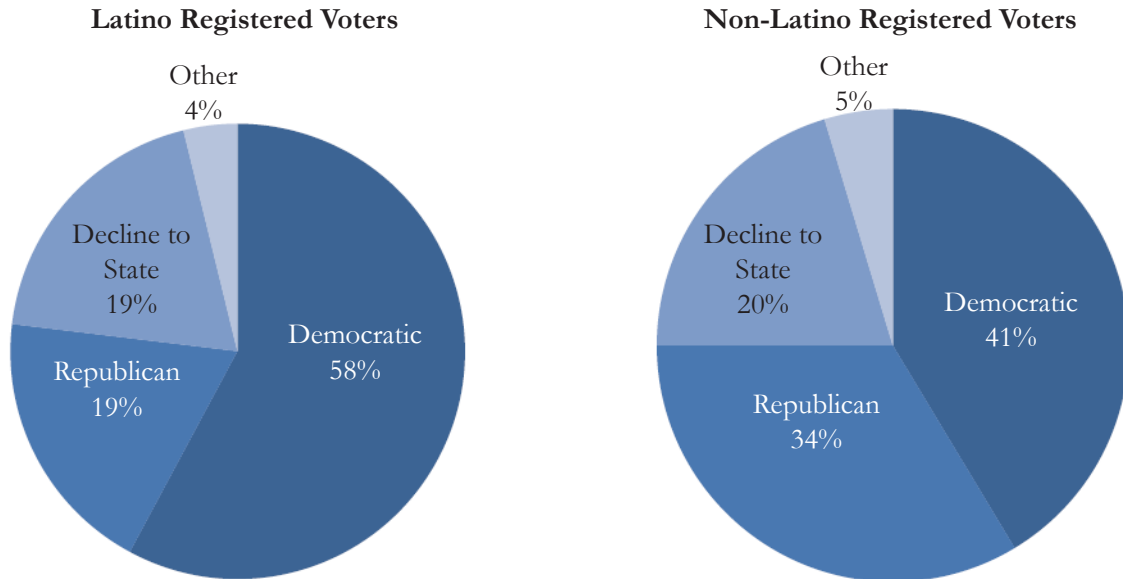
Of the 16.5 million registered voters in California, 3.1 million – one in every five (19%) – is Latino. Since the 2006 general election, the Latino electorate in California has increased substantially, with approximately 500,000 new voters, comprising more than half (52%) of the total growth in the number of registered voters for that period. The total number of non-Latino registered voters grew by 4% in the same period, compared to 21% for Latino voters. The largest share of Latino registered voters reside in Los Angeles County, comprising more than one-third (36%) of all Latino registered voters in the state. More than one in four registered voters (27%) in Los Angeles County is Latino.

<i>County</i>	<i>Total Registered Voters</i>	<i>Latino Registered Voters</i>	<i>Latino Share of all Registered Voters</i>	<i>County's Share of all California Latino Registered Voters</i>
Alameda	747,734	82,941	11%	3%
Contra Costa	521,408	55,689	11%	2%
Fresno	387,186	115,223	30%	4%
Los Angeles	4,185,083	1,135,238	27%	36%
Orange	1,603,421	244,678	15%	8%
Riverside	806,331	185,307	23%	6%
Sacramento	684,388	72,736	11%	2%
San Bernardino	718,794	200,906	28%	6%
San Diego	1,403,198	212,837	15%	7%
Santa Clara	764,646	106,342	14%	3%
CALIFORNIA	16,528,965	3,125,616	19%	-

¹All of the data in the following sections on Latino voter registration reflect California's Latino electorate as of March 2010.

PARTY AFFILIATION

Overall, more than half of Latino voters (58%) are registered with the Democratic Party, while one in five (19%) Latino voters are registered with the Republican Party. In comparison, 41% of non-Latino voters are registered with the Democratic Party, and one in three are registered with the Republican Party. Nearly equal shares of Latino and non-Latino registered voters declined to state a party preference (DTS) when registering to vote (19% and 20%, respectively).



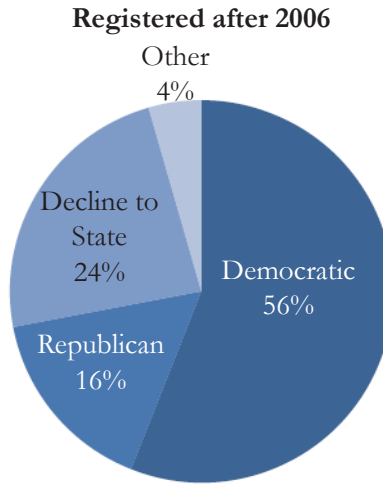
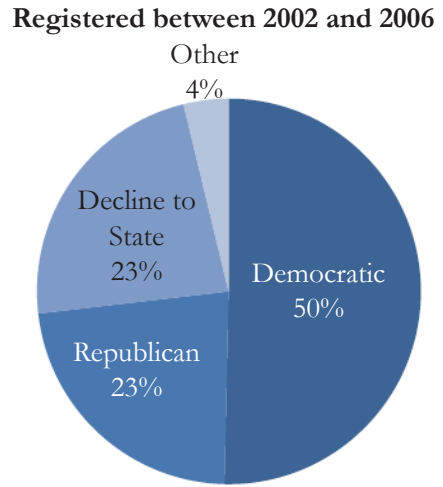
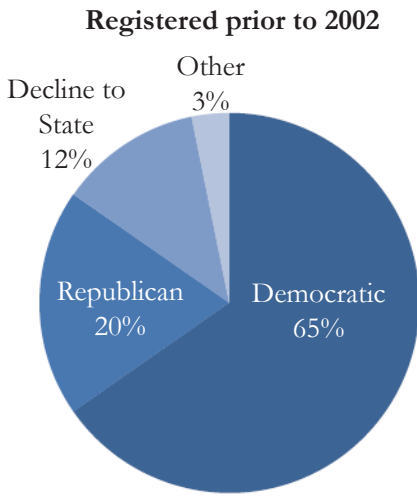
LATINO PARTY AFFILIATION TRENDS

Analysis of the current voter registration file by period of registration reveals that party affiliation among California’s Latino voters varies significantly, depending on when they registered. Our analysis examines the partisan affiliation of Latinos who registered in three different periods – before the 2002 midterm election, between the 2002 and 2006 midterm elections and after the 2006 midterm elections. Among Latinos who registered to vote before the 2002 midterm election, almost two-thirds (65%) are Democrats, one in five (20%) is Republican, and 12% are DTS. In contrast, the partisan composition of Latinos who registered between the 2002 and 2006 midterm elections tends to be less Democratic, with a far larger share of DTS voters. Half (50%) are Democrats, nearly one-fourth are DTS, and 23% are Republicans.

Latino voters who registered after the 2006 midterm election are significantly less likely to be Republican than those who registered in the two previous periods. Only 16% of those Latinos are Republican, compared to 23% of those who registered between 2002 and 2006. About 56% are Democrats, which is a higher percentage than those registered between 2002 and 2006, but lower than the Democratic percentage of those registered before 2002. The DTS share of Latinos registered after 2006 (24%) is only slightly higher than for those who registered in the previous period (23%).

There are several factors that may be contributing to the relatively low Republican registration among Latinos who registered after 2006. These voters registered in the wake of a mass mobilization of the Latino community in reaction to our nation’s widely publicized immigration debate, which included protests throughout the country. In 2007, the congressional debate on comprehensive immigration reform ended in a legislative stalemate, and a near-record number of legal permanent residents applied for U.S. citizenship. In California, the number of Latinos who became U.S. citizens grew from 78,035 in 2007 to 158,522 in 2008, an increase of 103%, and the Latino share of California naturalizations grew from 43% to 53%. As noted above, many Latino voters in the mid-1990s, including the newly-naturalized, believed the Republican Party was responsible for the tenor of the debate over Proposition 187 and federal anti-immigrant measures. This resulted in a significant increase in Latino support at the end of the decade for Democratic senate and gubernatorial candidates. A similar partisan realignment away from the Republican Party may be occurring with California Latinos who registered after 2006.

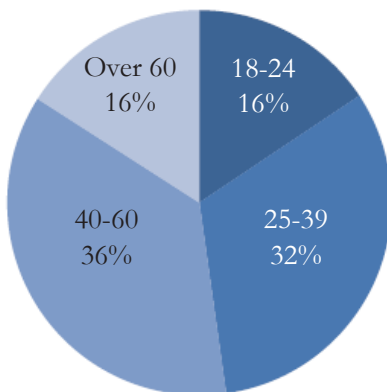
Registered Latino Voter Party Affiliation



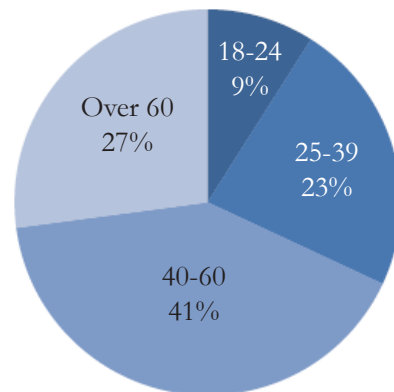
AGE

California's Latino electorate is relatively young compared to the non-Latino electorate. Half of all registered Latino voters (48%) are under the age of 40, compared to 32% for registered non-Latino voters. More than one in four (27%) non-Latino registered voters in California are over the age of 60, compared to 16% of Latino registered voters.

Registered Latino Voters

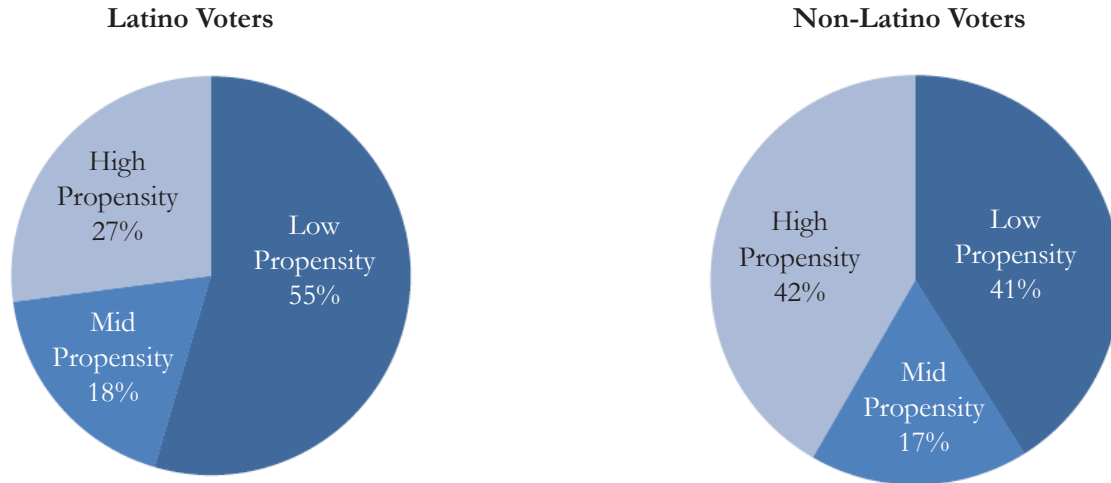


Registered Non-Latino Voters



VOTE PROPENSITY

While Latinos continue to make significant political progress in California, their voting rates have not yet reached the level of non-Latinos. Latinos comprise one in five (19%) registered voters in California, but one in four (24%) of all low-propensity voters (those who voted in one or none of the last four major elections). More than half of all Latino registered voters (55%) are low-propensity voters, compared to 41% of non-Latino registered voters. Only one in four Latinos (27%) are high-propensity voters (those who voted in three or all of the last four major elections), compared to 42% of non-Latino registered voters.



LATINO ELECTED OFFICIALS IN CALIFORNIA

In January 2009, 1,296 Latinos served in elected office in California – nearly one-fourth (23%) of the nation’s Latino elected officials are from the state. Latinos serve in prominent positions in both chambers of the California legislature. John A. Pérez (D) is Speaker of the State Assembly, and Dean Florez (D) is the Senate Majority Leader.

Latinos in California Elected Office: 1996-2009

	1996	2003	2005	2009
Members Of Congress	4	7	7	6
Statewide Officials	0	1	1	0
State Legislators	14	27	29	27
Local Officials	675	952	1,043	1,263
TOTAL	693	987	1,080	1,296

For more information about this profile and other NALEO Educational Fund Election publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 4420.

Sources

California Secretary of State, 2010 Primary Ballot. Available at <http://www.sos.ca.gov/elections/2010-elections/>

National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, *Directory of Latino Elected Officials*.

U.S. Census Bureau, Current Population Survey (CPS), Voting and Registration in the Elections of November: 1998-2006.

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.

California Secretary of State, CALVOTER Statewide Voter File, as of March 2010. Sacramento, CA.