



2012 PRIMARY ELECTION PROFILE

COLORADO

PRESIDENTIAL CAUCUS DAYS:

Republican: Tuesday, February 7, 2012

Democratic: Tuesday, March 6, 2012

ELECTORAL COLLEGE VOTES: 9

TOTAL POPULATION (2010): 5,029,196

HISPANIC POPULATION (2010): 1,038,687

In the three Presidential elections before 2008, Colorado leaned Republican, but political observers believed the independence of many of its voters could bring about victories for Democratic candidates. The Democratic Party selected Denver as the site of its 2008 National Convention, and both political parties viewed the state as a key battleground in the Presidential election. Ultimately, President Barack Obama (D) won the contest in Colorado, and an analysis of CNN exit poll data suggests that Latino voters contributed to this victory. The CNN exit poll data reveal that White voters supported Obama over Senator John McCain (R-AZ) by a very narrow margin: 50% - 48%. In contrast, Latino voters strongly supported Obama over McCain by 61% - 38%.

Exit polling by Latino Decisions also suggests that Latinos were also key to the 2010 general election victory of Colorado U.S. Senator Michael Bennet (D). Senator Bennet won his race with a narrow 1% margin of victory over his opponent. According to the Latino Decisions exit polls, Latinos strongly favored Senator Bennet over Ken Buck (R), by 81% - 19%. Latinos account for one of every ten Colorado registered voters, and they are poised to shape the outcome of the state's 2012 election contests.

A REPORT OF THE NALEO EDUCATIONAL FUND

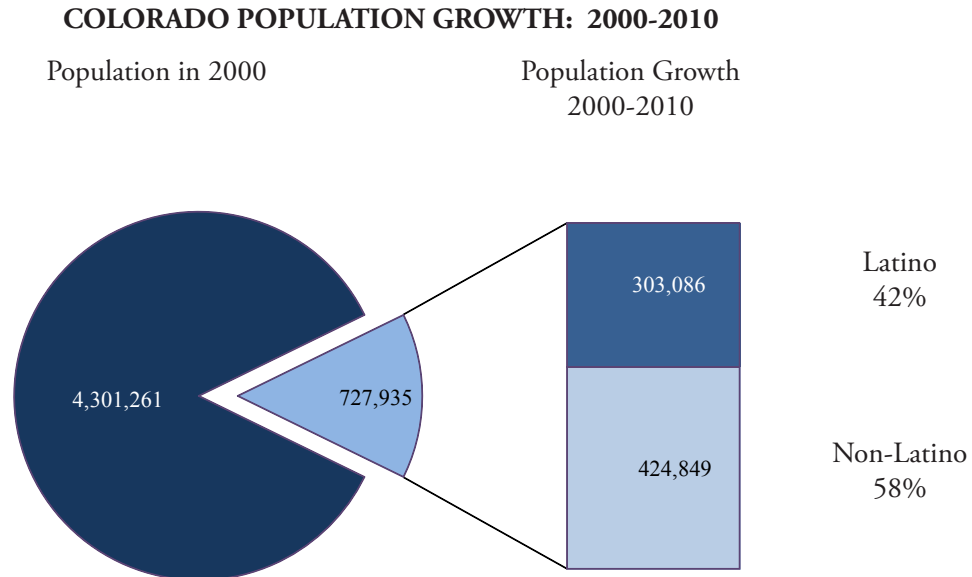
The nation's leading non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.



Colorado's Latino Population and Redistricting

Between 2000 and 2010, Colorado's population grew from 4.3 million to 5.0 million, an increase of 17%. During the same period, the Latino population grew from 735,601 to 1.0 million, an increase of 41%.

The increase in Colorado's Latino population contributed significantly to the state's overall growth during the last decade; the Latino population increase accounted for 42% of the state's total population growth.



Because the Colorado state legislature was unable to complete its Congressional redistricting process during its legislative session, the state's redistricting was conducted through litigation before the Colorado Supreme Court. Latino groups intervened in the case and requested that the court respect Latino communities of interest in three Congressional districts. Latinos argued for uniting the Denver Latino community in the district encompassing the city's metropolitan area. In the district in the southern part of the state, Latinos also favored respecting Latino communities of interest in six San Luis Valley counties, and Las Animas and Pueblo Counties. In the state's northeastern Congressional district, Latinos supported respecting the community of interest in Morgan and Weld Counties. While the court did not fully agree with the approach proposed by the Latino groups, it adopted maps that it considered to be more competitive on a partisan basis and acknowledged the importance of ensuring that Latinos would have a voice in helping to determine the outcome of those competitive contests.

COLORADO'S LATINO POPULATION: 2010

	2010 Census		2010 ACS*	
	Population	Share of Total Population	Population	Share of Total Population
All Latinos	1,038,687	21%	1,014,678	20%
Latino Adults	664,462	17%	649,920	17%
Latino Adult U.S. Citizens	N/A		456,599	13%

*2008-2010 American Community Survey, 3-year estimates. See "Sources" below for an explanation of the differences between 2010 Census and ACS data.

COLORADO'S LATINO ELECTORATE

Colorado's Registered Voters

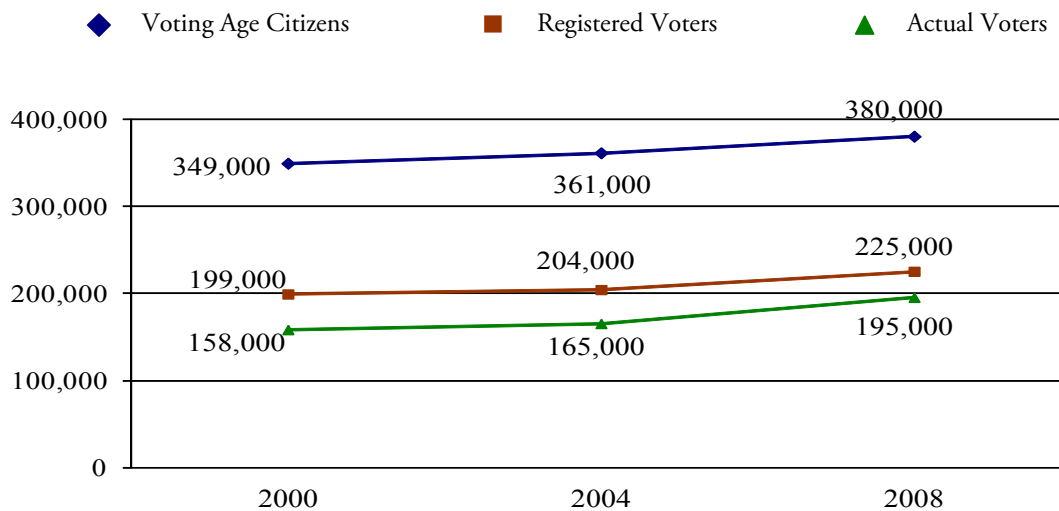
One out of every 10 Colorado registered voters is Latino.

Total Registered Voters	3,291,516
Latino Registered Voters	340,798
Latino Share of All Registered Voters	10.4%

Over half (51%) of Colorado's Latino registered voters are Democrats. One-third (33%) are not affiliated with either of the two major political parties, and 16% are Republicans. Colorado Latinos are more likely to be affiliated with the Democratic Party than non-Latinos, and are less likely to be registered as Republicans.



Latino voter turnout in Colorado's Presidential elections grew from 158,000 in 2000 to 195,000 in 2008, an increase of 23%.



LATINOS IN COLORADO ELECTED OFFICE: 1996-2011

As of January 2011, 166 Latino elected officials served in Colorado, nine of whom serve as state officials or state legislators. Most officials (95%) serve at the local level, including county, municipal, school board, judicial and law enforcement, and special district officials.

	1996	2000	2003	2007	2011
Members Of Congress	0	0	2	2	0
Statewide Officials	0	1	0	0	1
State Legislators	6	10	7	5	8
Local Officials	157	138	149	153	157
Total	163	149	158	160	166

For more information about the NALEO Educational Fund's Election 2012 publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 4420.

Sources

NALEO Educational Fund, 2011 National Directory of Latino Elected Officials.

This report uses data from the U.S. Census Bureau's 2008-2010 American Community Survey (ACS), 3-year estimates, and the 2010 Census Summary File 1. The ACS is conducted every year and is an on-going survey of a sample of the population which produces estimates of various population characteristics. The 2010 Census provides data from the official count of the entire population that is conducted every 10 years. Differences in the two data sources' universes, reference periods, and the way in which the data are tabulated may affect the comparability of data from the sources.

U.S. Census Bureau, Current Population Survey (CPS), Voting and Registration in the Elections of November: 2000-2008. The CPS data used in this report 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.

Voter Contact Service, National Political DataBase.