



2008 PRIMARY ELECTION PROFILES

NEVADA

NEVADA CAUCUSES: JANUARY 19

ELECTORAL COLLEGE VOTES: 5

TOTAL POPULATION (2006): 2,495,529 LATINO POPULATION (2006): 610,051

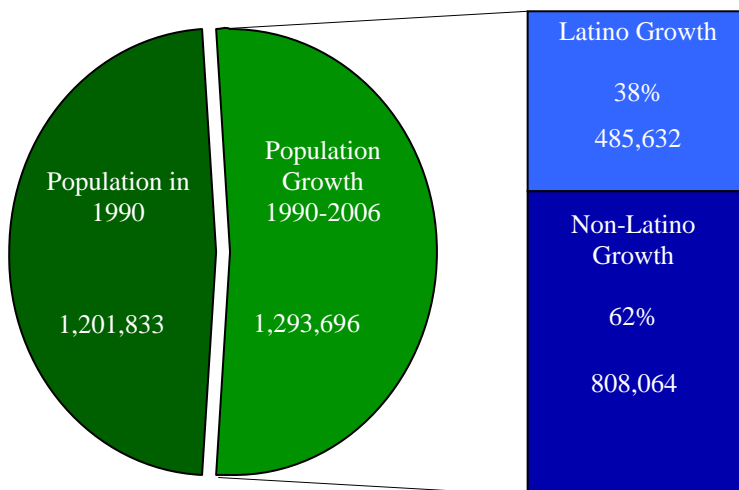
Nevada's early Presidential Caucuses will provide the nation with its first glimpse of the impact of Latino voters on the Presidential nominating process. Nevada is the fastest growing state in the nation, and a dramatic increase in its Latino population has fueled that growth. In the 2004 Presidential election, Nevada became a key battleground state, with President George W. Bush winning the race with a narrow 2% margin over U.S. Senator John Kerry. In that contest, about 8.3% of the state's voters were Latino. With the prospect of another close Presidential race in the state, Latinos could well determine the outcome of the election in 2008.

The Presidential candidates have recognized the rising influence of Latino voters. U.S. Senators Hillary Clinton and Barack Obama both aggressively wooed members of the Las Vegas Culinary Workers Union, whose 60,000 membership is about half Latino. These candidates greatly valued the union's potential to mobilize voters and bring organizational resources to their campaigns. On January 9, the union announced its endorsement of Sen. Obama.

THE LATINO POPULATION IN NEVADA

In recent years, Nevada has experienced some of the most dramatic population growth in the nation, with a 108% increase in the total population between 1990 and 2006. The increase in the state's Latino population made a significant contribution to the state's growth during this period – the number of Latinos in the state grew by 270,000 in the decade following the 1990 Census (a three-fold increase), and grew by 216,000 in the subsequent six years – an almost 400% increase within 16 years. Latinos comprised over a third (38%) of all new Nevada residents between 1990 and 2006. By 2006, about one out of four (24%) of all Nevadans was Latino.

Nevada Population Growth: 1990-2006



Nevada's Latino Population: 2006

	Population	% of Total Population
Latinos	610,051	24%
Latino Adults	387,300	21%
Latino Adult U.S. Citizens	193,815	12%

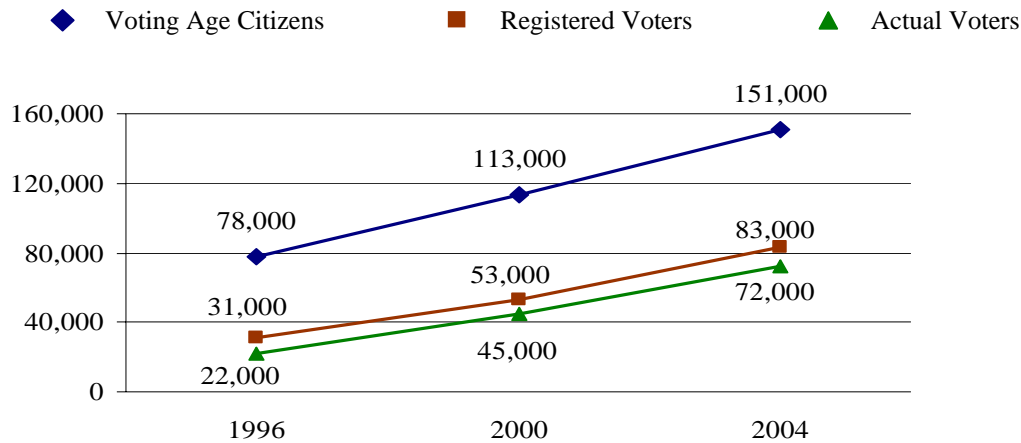
THE LATINO ELECTORATE

Since 1996, Latinos in Nevada have comprised a larger share of actual voters with each Presidential election cycle. In 1996, less than one out of 20 of the state's voters were Latino (3.9%). By the 2004 Presidential election, the Latino share of voters more than doubled, reaching 8.3%.

Nevada's Electorate (2007)

Total Registered Voters	1,016,103
Latino Registered Voters	109,403
Latino Share of All Registered Voters	11%

Nevada Latino Registration and Voting in Past Presidential Elections



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

LATINO ELECTED OFFICIALS

The presence of Latinos in elected office at all levels of government is one measure of enhanced Latino political progress and influence. As of January 2007, 11 Latinos served in elected office in Nevada, with four serving at the state level. In 1986, only three Latinos served in elected office, and none at the state level.

Latinos in Elected Office: Nevada 2000-2007

	2000	2002	2004	2006	2007
Statewide Officials	0	0	1	0	1
Latino State Legislators	1	1	2	2	3
Local and Education Officials	3	6	4	9	7
State Total	4	7	7	11	11

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, *National Directory of Latino Elected Officials* (1986-2007).

U.S. Census Bureau, American Community Survey (2007), 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 (for example, the Latino populations in Nevada), 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*.