



2 0 2 2

PRIMARY ELECTION PROFILE

NORTH CAROLINA



ELECTION DAY:
TUESDAY, MAY 17, 2022

PROJECTED LATINO VOTE FOR NOVEMBER 2022: 103,000

TOTAL POPULATION (2020):

10,439,388

LATINO POPULATION (2020):

1,118,596



The landscape for North Carolina’s 2022 midterm primary and November elections includes several policy and political developments that could affect Latino participation and political progress in the state. The North Carolina elections will be the first to occur after the reapportionment that followed Census 2020, where the state gained one congressional seat in part due to Latino population growth. North Carolina has also made several efforts to impose restrictive photo identification requirements for voting, but as of this writing, court rulings have prevented the requirements from going into effect for the 2022 primary. Additionally, the open-seat race in North Carolina’s U.S. Senate election is relatively competitive, and Latinos could play an important role in the contest.

REDISTRICTING

North Carolina has a long history of redistricting that discriminates against Black voters, followed by litigation against the state. In 2021, this pattern repeated itself. The Southern Coalition for Social Justice and several civic organizations challenged the lines drawn by the legislature, claiming that they diminished Black voting strength and violated several provisions of the North Carolina State Constitution. As a result of this litigation, the North Carolina Supreme Court postponed the state’s primary from March 8 to May 17. The Court also ordered the state legislature to enact

remedial district plans and submit them to a lower court for approval. The lower court approved the legislature's state legislative remedial plans and a congressional plan drawn by three former North Carolina jurists. The state legislature unsuccessfully appealed to the U.S. Supreme Court to challenge this congressional plan, thus leaving the lines approved by the lower court in effect for Election 2022.

RESTRICTIVE PHOTO ID REQUIREMENTS

In 2013, the North Carolina legislature enacted a measure that placed draconian restrictions on voting and registration, including voter identification requirements. The legislation was enacted in the wake of the U.S. Supreme Court's *Shelby County v. Holder* decision, which weakened the federal Voting Rights Act provision that would have required North Carolina and other states with a history of voter discrimination to obtain federal approval for voting changes. Civil rights groups challenged the law, and a federal appeals court invalidated it, noting that the "new provisions target African Americans with almost surgical precision...". In 2018, the North Carolina legislature attempted to craft a measure that would survive a court challenge. The legislature submitted a ballot measure for voter approval that amended the state's constitution to impose somewhat less restrictive photo identification requirements for in-person voting. After voters passed the measure, the state legislature enacted SB 824 to implement those requirements. Voting rights and other organizations challenged the amendment and the legislation in court, claiming it discriminated against Black and American Indian voters. In September 2021, a state court struck down SB 824 on the grounds that it was motivated, in part, by an unconstitutional intent to target Black voters. While the North Carolina Supreme Court has agreed to hear an appeal of this ruling, the SB 824 requirements will not be in effect for the state's May primary.

CONGRESSIONAL RACES

With the retirement of incumbent U.S. Senator Richard Burr (R), North Carolina's Senate race will be an open seat contest. In the Democratic primary, political observers believe that former State Supreme Court Justice Cheri Beasley is the frontrunner and will likely face the winner of the Republican primary in November. The most competitive candidates in the Republican primary include U.S. Representative Ted Budd, veteran Army intelligence officer Marjorie Eastman, former North Carolina Governor Pat McCrory, and former U.S. Representative Mark Walker. The control of the U.S. Senate is at stake in Election 2022, and both parties have targeted this seat. With a potentially close November contest, Latino voters could play a key role in determining the outcome of this race.

Latino Candidates in the Congressional Primary: In North Carolina's 6th Congressional District, accounting analyst Laura Pichardo is facing a tough contest amid a crowded field of candidates in the Republican primary. The primary victor will have difficulty unseating Democratic incumbent U.S. Rep. Kathy Manning in the general election.

In North Carolina’s 9th Congressional District, Jennyfer Bucardo and business owner Francisco Rios will have an uphill battle in their Republican primary battle to unseat incumbent U.S. Rep. Richard Hudson, who is also favored to win the general election.

In North Carolina’s 11th Congressional District, entrepreneur Marco Gutierrez is facing a difficult contest among a crowded field of contenders in the Democratic primary. The victor in the race will face the winner of the Republican primary, where several contenders are attempting to unseat incumbent U.S. Rep. Madison Cawthorn.

NORTH CAROLINA LATINO VOTER PROJECTION FOR ELECTION 2022

NALEO Educational Fund projects that more than 100,000 North Carolina Latinos will cast ballots in the 2022 midterm elections in November. Our projection is based on trends in voter turnout in the past three midterm congressional elections. Between 2014 and 2018, there was a dramatic increase of 96.2 percent in turnout. As described in more detail in NALEO Educational Fund’s [2022 Latino Vote Projections](#), several factors may have contributed to this increase, including the political dialogue around issues like the migrant caravan crisis along the border, a rise in anti-Latino measures, and comments about immigrants from then-President Trump. Therefore, considering the trends in the past three midterm elections, we project the North Carolina Latino vote in November 2022 to mirror 2018 turnout and represent a 94.3 percent increase from 2014.



NORTH CAROLINA

PROJECTED LATINO VOTE 2022	LATINO VOTE 2018	% CHANGE BETWEEN 2018 AND 2022	LATINO VOTE 2014	% CHANGE BETWEEN 2014 AND 2022
103,000	104,000	-1.0%*	53,000	94.3%

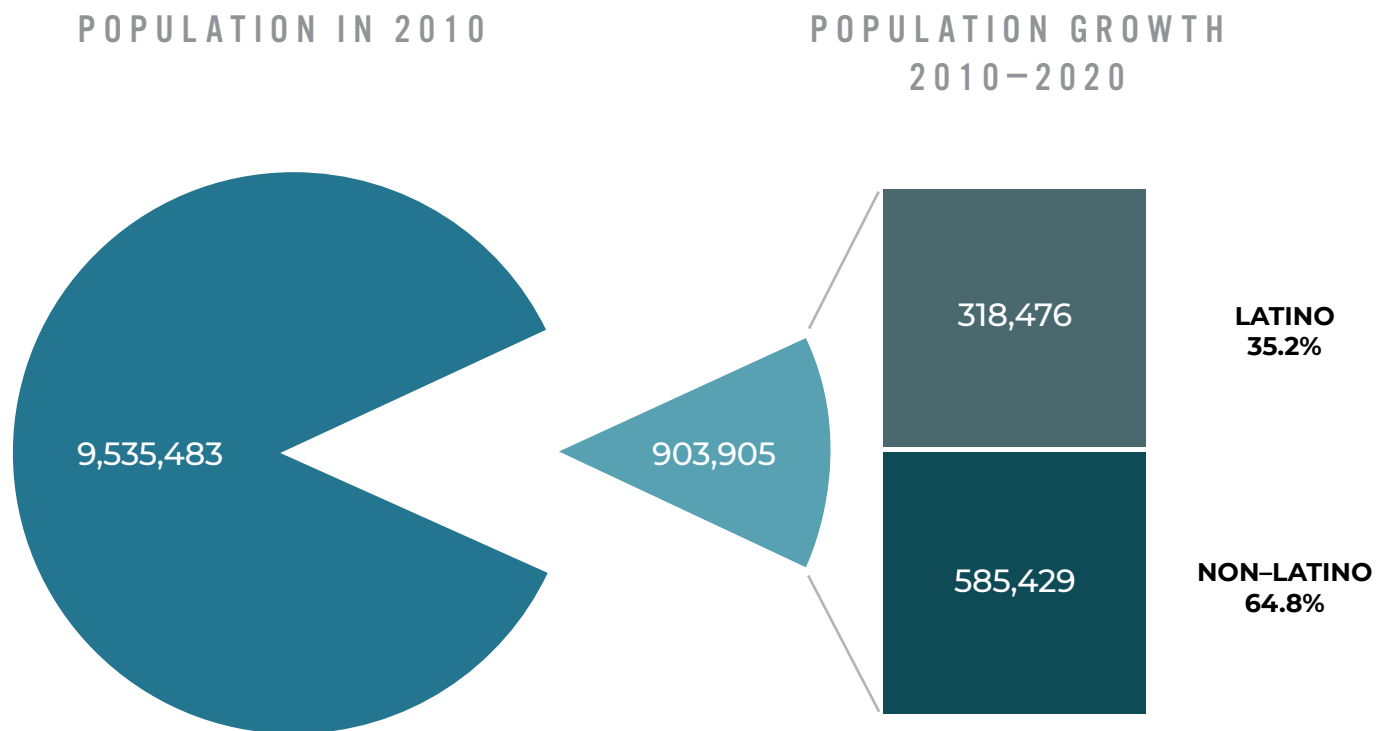
* Not statistically significant

In addition, the Latino share of all North Carolina voters in 2022 is expected to be 2.4 percent, which mirrors the Latino share in both 2018 and 2014.

Our Election 2022 projection is a floor, and the actual Latino vote could exceed the projection based on the political and policy environments leading into the November election. Furthermore, we note that one of the factors contributing to the groundbreaking turnout of Latinos in Election 2018 was the investment made by candidates and parties in Latino voter mobilization. This kind of investment will be crucial for the North Carolina Latino vote in Election 2022 to match or exceed the vote of 2018. More information about North Carolina Latino turnout can be found in “Voter Turnout” below and in NALEO Educational Fund’s [analysis](#) of national and state projected turnout in Election 2022.

POPULATION GROWTH BETWEEN 2010 AND 2020

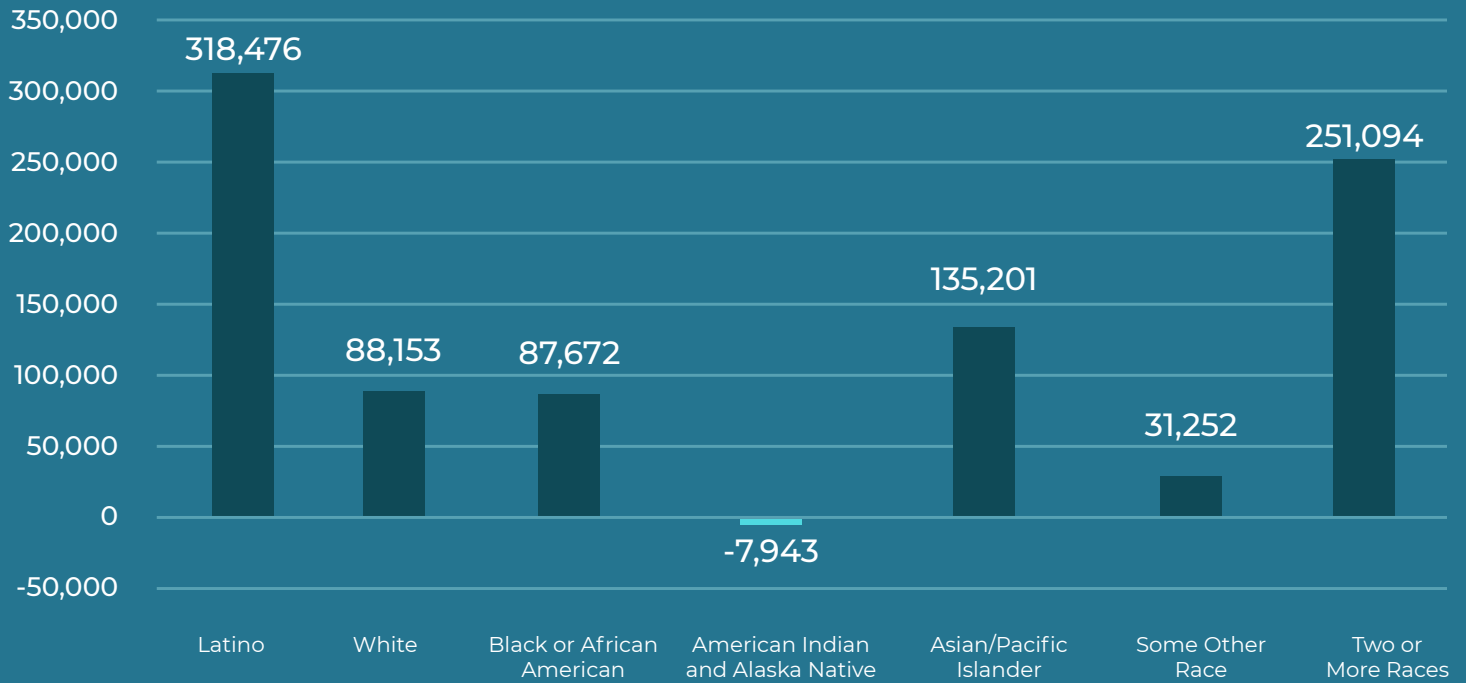
Between 2010 and 2020, North Carolina’s population grew from 9.5 million to 10.4 million, increasing 9.5 percent. During the same period, the state’s Latino population grew from 800,120 to 1.1 million, increasing 39.8 percent. By comparison, the state’s non-Latino population increased by 6.7 percent. The increase in North Carolina’s Latino population accounted for over one-third (35.2 percent) of the state’s population growth during the past decade.



See “Sources” at the end of this profile for information about the potential impact of the national net undercount of Latinos in Census 2020 on the data in this profile.

GROWTH OF NORTH CAROLINA POPULATION GROUPS 2010-2020

The North Carolina Latino population increase between 2010 and 2020 exceeded the growth of other population groups.



NORTH CAROLINA LATINO POPULATION 2020

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	1,118,596	10.7%
Latino Adults	724,311	8.9%
Latino Voting-Age Citizens	342,411	4.5%

See “Sources” at the end of this profile for information about the comparability of data sources for this table.

NORTH CAROLINA LATINO ELECTORATE

(as of March 2022,
from VAN voter file)

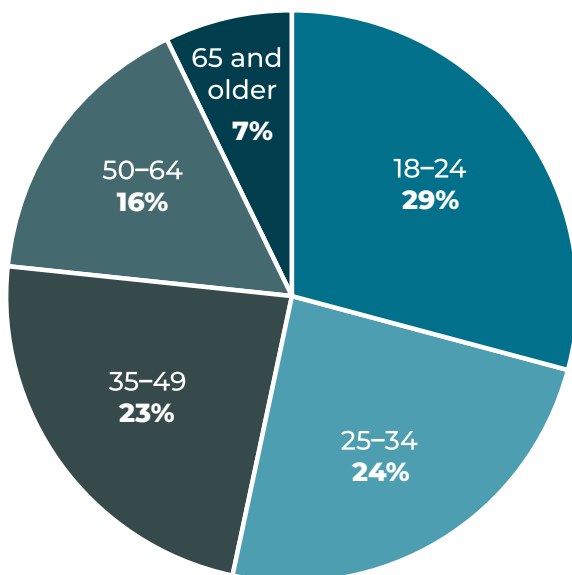
Total Registered Voters	6,307,249
Latino Registered Voters	232,491
Latino Share of Registered Voters	4%

Nearly 4 percent of North Carolina registered voters are Latino.

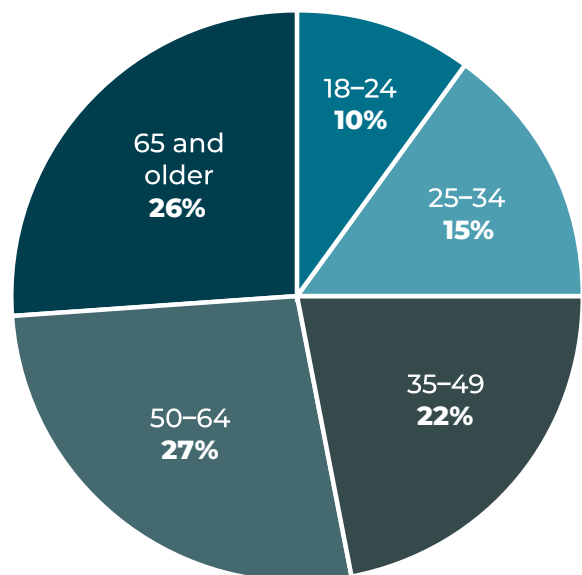
AGE

North Carolina Latino registered voters tend to be younger than non-Latinos, with 18–24-year-olds comprising 29 percent of registered Latinos, compared to 10 percent of non-Latinos. Similarly, 24 percent of Latino registered voters are 25–34-year-olds, compared to 15 percent of non-Latinos. In contrast, 53 percent of non-Latino registered voters are 50 and older, compared to 23 percent of Latinos.

LATINO



NON-LATINO

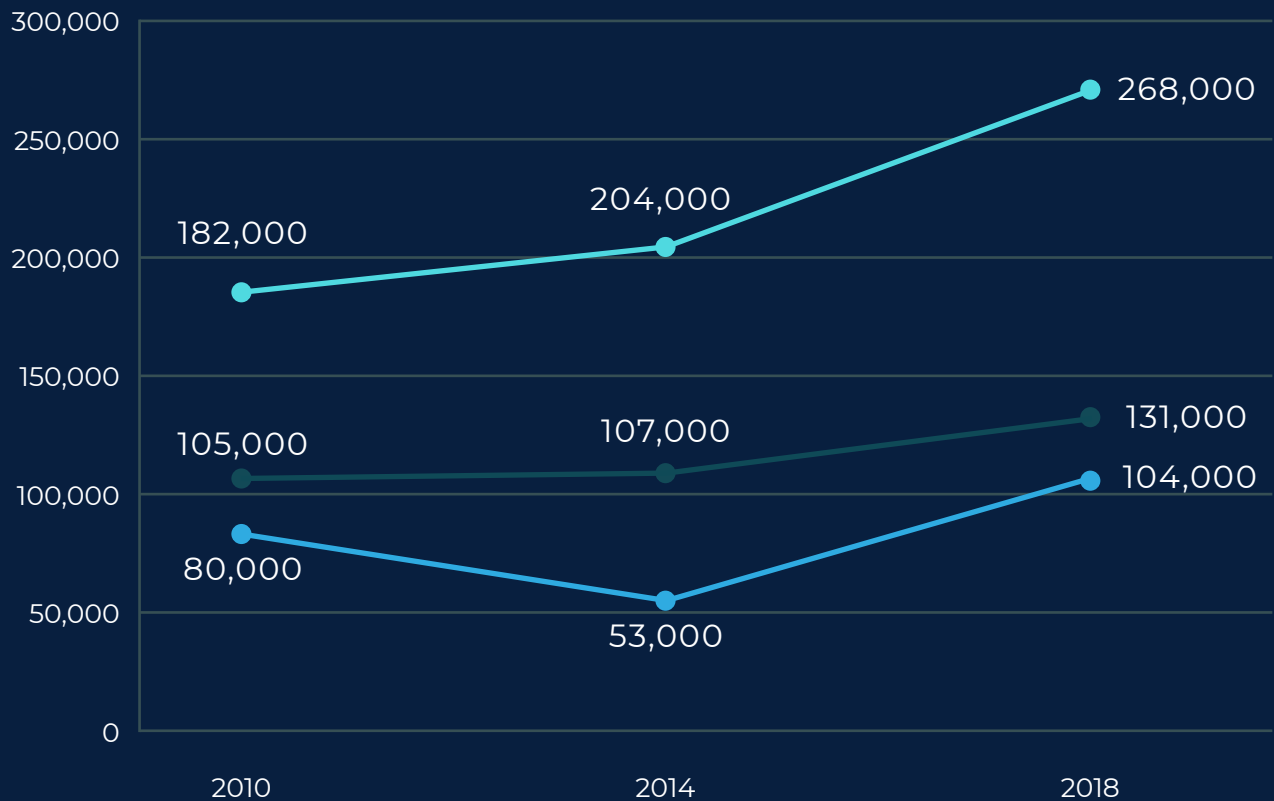


Totals may not add up to 100% because of rounding.

LATINO VOTER TURNOUT

Latino voter turnout in North Carolina midterm elections decreased nearly 34 percent from 80,000 in 2010 to 53,000 in 2014. However, between 2014 and 2018, there was dramatic growth in the number of Latino voters from 53,000 to 104,000 — an increase of 96 percent.

● VOTING AGE CITIZENS ● REGISTERED VOTERS ● ACTUAL VOTERS



LATINOS IN NORTH CAROLINA ELECTED OFFICES 1996–2021

In 2021, 6 Latinos served in elected office in North Carolina, with 83 percent serving at the local level, including county, municipal, school board, and judicial officials.

NORTH CAROLINA	1996	2001	2007	2013	2021
State Legislators	-	1	2	1	1
County	-	-	1	-	1
Municipal	-	-	1	-	2
Judicial	-	-	-	-	1
School Board Members	-	-	-	-	1
TOTAL	-	1	4	1	6

SOURCES

NALEO Educational Fund, National Directory of Latino Elected Officials, 2016–2021

Generally, data on the overall North Carolina and Latino populations for 2020 are from the 2020 Census Redistricting Data Summary Files. However, because these data do not include information on residents' citizenship, data on the 2020 citizen voting age population of North Carolina overall and Latinos are from the U.S. Census Bureau's 2016–2020 American Community Survey (ACS) 5-year data. Therefore, this should be taken into account when making comparisons between population data in this profile.

Additionally, in March 2022, the Census Bureau released its first official estimate of the accuracy of Census 2020, which revealed national net undercounts of the Latino population (4.99 percent), the Black or African American population (3.30 percent), and the American Indian and Alaska Native population living on reservations (5.64 percent). The national net undercount of Latinos raises significant concerns about an undercount of Latinos in North Carolina. NALEO Educational Fund is advocating that the Census Bureau provide disaggregated data by levels of geography lower than at the state level and that it conducts additional evaluation and assessments to enhance our understanding of the accuracy of the Census 2020 counts of North Carolina.

The source of the voting and registration data in the profile, unless indicated otherwise, is from the Census Bureau's Current Population Survey (CPS) and its *Voting and Registration in the Elections of November: 2002–2020* reports. The CPS data used in this profile 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.

PROJECTION METHODOLOGY

For North Carolina, NALEO Educational Fund derived its projection of the Latino vote in Election 2022 by using a statistical modeling approach that takes into account trends in Latino voter turnout over the past three midterm election cycles. We determined Latino voter turnout in those cycles from U.S. Census Bureau CPS data and *Voting and Registration in the Elections of November: 2010–2018*. Because the projections are based on past voting trends, they do not take into account the potential increase or decrease in Latino turnout that could result from current circumstances, including challenges created by the COVID-19 pandemic, more robust voter engagement efforts, naturalization trends, changes in voter registration and voting laws and practices, or other factors.

NGP Voter Activation Network (VAN) voter file data, March 2022: VAN data are subject to some limitations regarding collecting, entering, maintaining, and analyzing voter file records. All estimates are of Registered Active Voters.

For more information about NALEO Educational Fund's publications about the Latino population or Election 2022, please contact Dorian Caal at dcaal@naleo.org or (213) 765-9450.