



2020

PRIMARY ELECTION PROFILE

# NORTH CAROLINA



**ELECTION DAY:  
TUESDAY, MARCH 3, 2020**

**ELECTORAL COLLEGE VOTES: 15**

**TOTAL POPULATION (2018):**

**10,383,620**

**LATINO POPULATION (2018):**

**995,529**



In 2000 and 2004, North Carolina voters favored President George W. Bush (R), with Bush winning decisively in both contests. In 2008, then-candidate Barack Obama (D) targeted the state and won the election with the narrowest of margins, garnering a mere 14,177 more votes than U.S. Senator John McCain (R). 2012 was another close race in the state, with Governor Mitt Romney (R) emerging victorious over President Obama with a 2% margin of victory. While Donald Trump's (R) 2016 margin of victory over Hillary Clinton (D) was a bit wider (4%), political observers believe North Carolina's 2020 Presidential contest will continue to be a "toss-up" race, with both parties heavily targeting the state's voters.

Latinos are poised to play a key role in North Carolina's politics, particularly as their electoral participation continues to grow. Between 2000 and 2010, North Carolina's Latino community was one of the fastest-growing in the nation, with the population increasing by 111%. Between 2010 and 2018, the rate of growth was slower, but there was a relatively robust increase in the Latino population from 804,826 to 995,529, with Latinos accounting for 22% of the state's overall growth. According to 2018 Census data, Latinos were one of every 10 North Carolinians (10%) that year.

North Carolina’s Latino community is somewhat more heavily immigrant than many of the Latino communities of states which are the traditional centers of Latino population concentration, such as California, Colorado, New Mexico, or Texas. Foreign-born Latinos comprise 39% of North Carolina’s Latino community. However, 94% of North Carolina’s Latino youth (under 18) are native-born, and they are 16% of the state’s youth population. These young Latinos will be a significant portion of the state’s future electorate.

In addition, February 2020 voter file data indicate that Latinos account for 3% of North Carolina’s registered voters. While this is a relatively small share of those registered, North Carolina has seen three close Presidential contests since 2008, and every vote will matter for the outcome of Election 2020, as another battleground state contest takes shape.

# NORTH CAROLINA’S LATINO POPULATION: 2018

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	995,529	10%
Latino Adults	614,508	8%
Latino Voting-Age Citizens	337,941	4%

# NORTH CAROLINA’S LATINO ELECTORATE\*

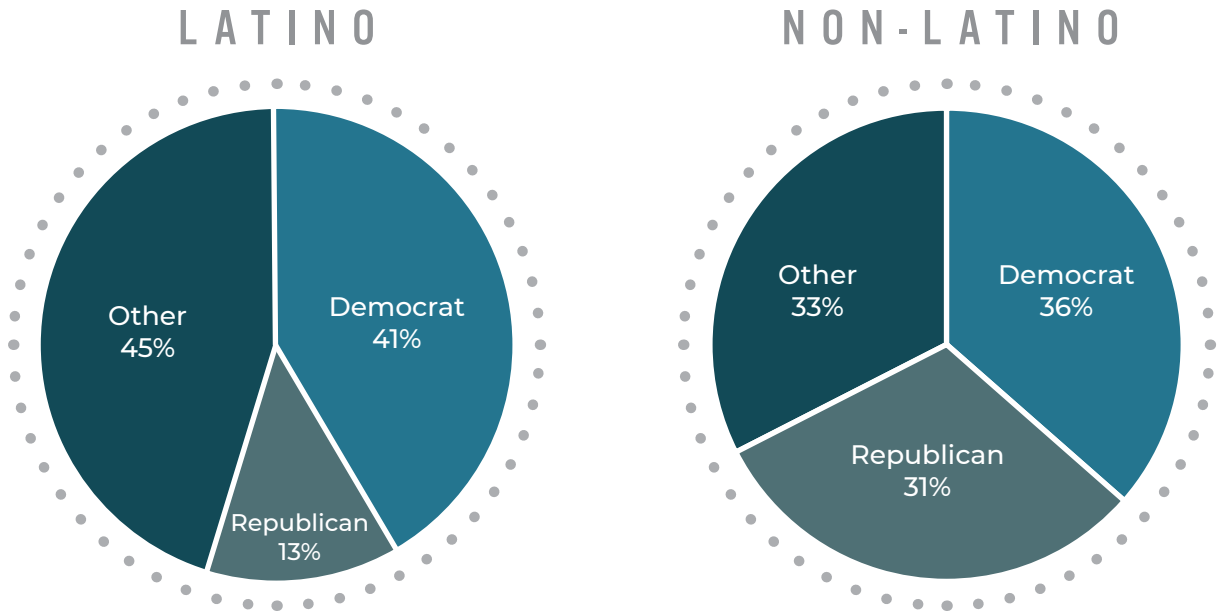
Over 3% of North Carolina registered voters are Latino.

Total Registered Voters	5,801,422
Latino Registered Voters	179,331
Latino Share of Registered Voters	3.1%

\* as of February 2020

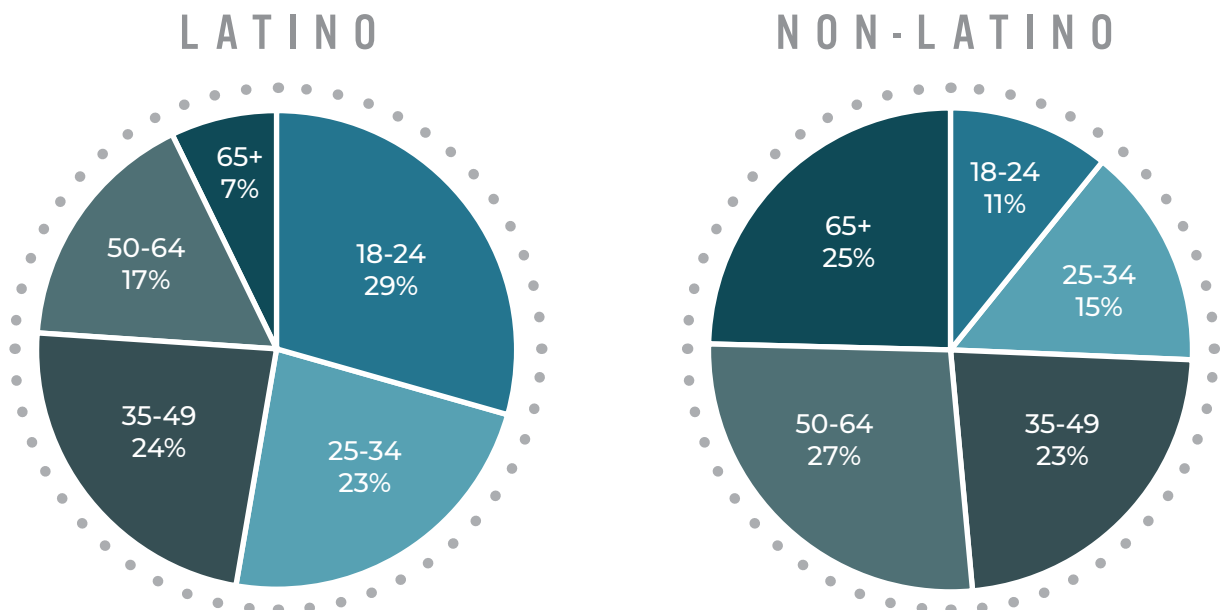
## PARTY AFFILIATION

Latinos are more likely to be Democrats than non-Latinos, with 41% of Latinos affiliating with the Democratic Party, compared to 36% of non-Latinos. Latinos are less likely to be Republicans than the non-Latino electorate, and are more likely not to be affiliated with either major political party. Nearly one of every six Latino registered voters (13%) is Republican, compared to 31% of non-Latinos. Nearly half of Latinos (45%) are not affiliated with either major party, compared to 33% of non-Latinos.



## AGE

North Carolina's Latino registered voters tend to be far younger than non-Latinos, with 18-24-year-olds comprising 29% of registered Latinos, compared to 11% of non-Latinos. Similarly, 23% of Latino registered voters are 25-34-year-olds, compared to 15% of non-Latinos. In contrast, 52% of non-Latino registered voters are 50 and older, compared to 24% of Latinos.



# VOTER TURNOUT

Latino voter turnout in North Carolina Presidential elections grew from 77,000 in 2008 to 186,000 in 2016, an increase of 142%.



# LATINOS IN NORTH CAROLINA ELECTED OFFICE

In 2019, four Latinos served in elected office in North Carolina, with all serving at the local level, including county, municipal, school board, and judicial and law enforcement officials.

## LATINOS IN NORTH CAROLINA ELECTED OFFICE: 1996-2019

	1996	2001	2005	2011	2019
State Legislators	1	1	2	2	0
Local Officials	0	0	1	0	4
<b>TOTAL</b>	1	1	3	2	4



For more information about the NALEO Educational Fund's Election 2020 publications, please contact Dorian Caal at [dcaal@naleo.org](mailto:dcaal@naleo.org) or (213) 765-9450.

## SOURCES

NALEO Educational Fund, *2019 National Directory of Latino Elected Officials*.

This report uses data from the U.S. Census Bureau's 2018 American Community Survey (ACS), 1-year estimates. 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.

U.S. Census Bureau, Current Population Survey (CPS), *Voting and Registration in the Elections of November: 2008-2016*. 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.

NGP Voter Activation Network (VAN) voter file data, February 2020. VAN data are subject to certain limitations relating to the collection, entry, maintenance and analysis of voter file records. All estimates are of Registered Active Voters.