



NEWS RELEASE

For Immediate Release
May 25, 2016

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California Latino Vote to Reach Nearly 3.9 Million in Election 2016

Latino voters in the state account for nearly one of every four registered voters, including nearly one-third of all registered Democrats in California

WASHINGTON, D.C. – As Latino voters prepare to head to the polls in California on Tuesday, June 7, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund released its November Latino turnout projection and primary profile for the state. The primary profile includes key demographic information on the Latino population in California, including an overview of the electorate, key races involving Latino candidates, and more. The profile can be found [here](#).

NALEO Educational Fund analysis **projects that more than 3,839,000 Latino voters will cast ballots on Election Day in California.** The Latino electorate has been particularly influential in the state, helping shift California's partisan alignment towards Democratic Presidential and statewide candidates over the course of the past twenty years. The Latino role in the state's partisan re-alignment resulted in part from the harsh tone of the anti-immigrant rhetoric in the 1990's and mid-2000's. This period included the voter-enacted Proposition 187, which would have denied certain benefits to undocumented immigrants, as well as enactment of several anti-immigrant measures by the federal government.

With the Presidential debates pushing immigration reform and incendiary rhetoric into the spotlight this year, experts will be paying close attention to how the issue may affect Latino turnout in California and nationwide. The Latino vote will also play a key role in the outcome of the California primary contest between Hillary Clinton and Senator Bernie Sanders, with both candidates considering the state as critical for sustaining their respective campaigns.

California (Full Latino primary profile available [here](#))

- **Election 2016: More than 3,839,000 Latinos are expected to cast ballots this November in California, an increase of 22 percent from Election 2012.**
- **Election 2012:** Approximately 3,157,000 California Latinos voted in Election 2012, an increase of 196,000 voters—or 6.6 percent—from November 2008.
- **Voter Turnout Trends:** Latino voter turnout in California more than doubled from 1996 to 2012, growing from 1,291,000 to 3,157,000, an increase of 145 percent.
- **Electoral College Votes:** 55
- **Latino Population:** Nearly 15 million Latinos reside in California (2014), comprising 39 percent of the total population.

- **Latino Electorate:** California is home to more than 4.1 million Latino registered voters, accounting for nearly one of every four registered voters in the state.
- **Party Affiliation:** California's Latino registered voters are more likely to be registered Democrats than non-Latinos (54 percent compared to 40 percent), comprising nearly one-third of the state's Democrats. Similarly, Latinos are far less likely to be registered as Republicans than non-Latinos (17 percent compared to 31 percent). Twenty-nine percent of both Latinos and non-Latinos are not affiliated with either major party.

“The Latino community in the golden state set the gold standard for how to mobilize against incendiary rhetoric and harmful measures in the 1990’s and mid-2000’s,” stated Arturo Vargas, National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund executive director. “The Latino electorate is prepared to flex its political muscles once again this November, with 27.3 million eligible Latino voters across the country ready to throw the knockout punch against any candidate who chooses to use our community as a means to score political points in the race for the White House.”

As we near Election 2016, NALEO Educational Fund will continue its efforts to ensure that Latino voters have the information necessary to make their voices heard at the ballot box. These efforts include operating the NALEO Educational Fund toll-free bilingual hotline **1-888-VE-Y-VOTA (1-888-839-8682)** that provides Latino voters with information on every aspect of the electoral process, from registering to vote, to voter ID requirements, to finding their polling place.

To view the full California primary profile, click [here](#) or visit the NALEO Educational Fund election website at www.naleo.org/election2016.

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.