



2016 PRIMARY ELECTION PROFILE

COLORADO



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DEMOCRATIC AND REPUBLICAN CAUCUSES:
TUESDAY, MARCH 1, 2016

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ELECTORAL COLLEGE VOTES: NINE

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TOTAL POPULATION (2014):

5,355,866

LATINO POPULATION (2014):

1,135,107

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In the three Presidential contests before 2008, Colorado leaned Republican, but Democrats believed the independence of its voters could help the party secure victories for its candidates. In 2008, the Democrats chose Denver as the site of its national convention, and both parties viewed the state a key battleground. Ultimately, President Barack Obama (D) prevailed in both the 2008 and 2012 contests, with 9% and 5% margins of victory, respectively.

Analysis of exit poll data suggest that Latino voters helped “flip” Colorado from Republican to Democrat in the 2008 Presidential race, and contributed to President Obama’s margin of victory in 2012. In addition, in 2010, Latinos helped U.S. Senator Michael Bennet (D) prevail in an extremely close contest against Ken Buck (R).

CONGRESSIONAL RACES

As of this writing, media reports indicate that business owner Jerry Natividad (R) is seriously interested in pursuing the nomination to face U.S. Senator Michael Bennet in his re-election bid.

COLORADO'S LATINO POPULATION: 2014

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	1,135,107	21%
Latino Adults	745,823	18%
Latino Voting-Age Citizens	550,775	14%

COLORADO'S LATINO ELECTORATE *

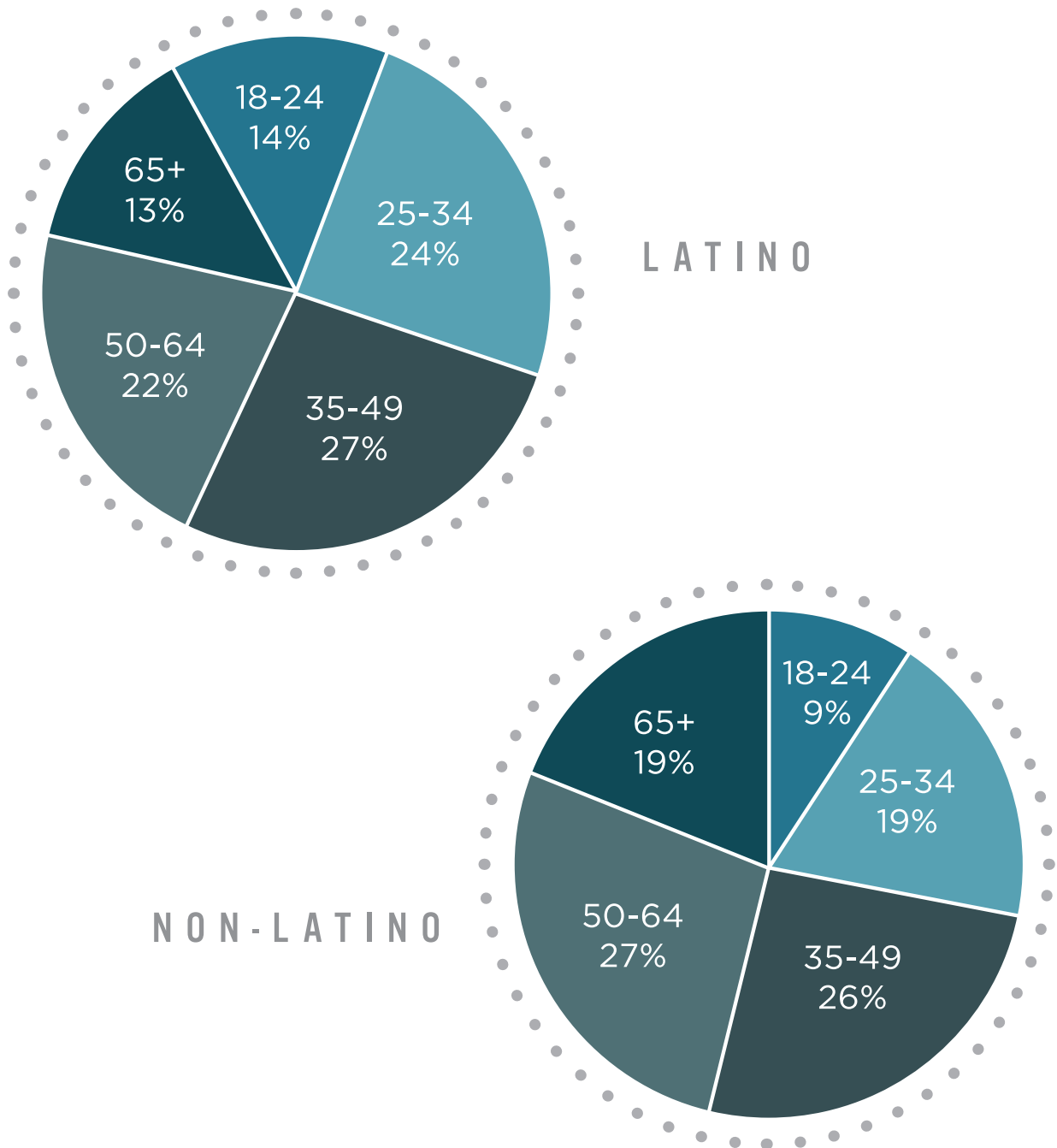
One of every 10
Colorado registered
voters (10%) is Latino.

* as of December 2015

Total Registered Voters	3,563,810
Latino Registered Voters	360,987
Latino Share of Registered Voters	10%

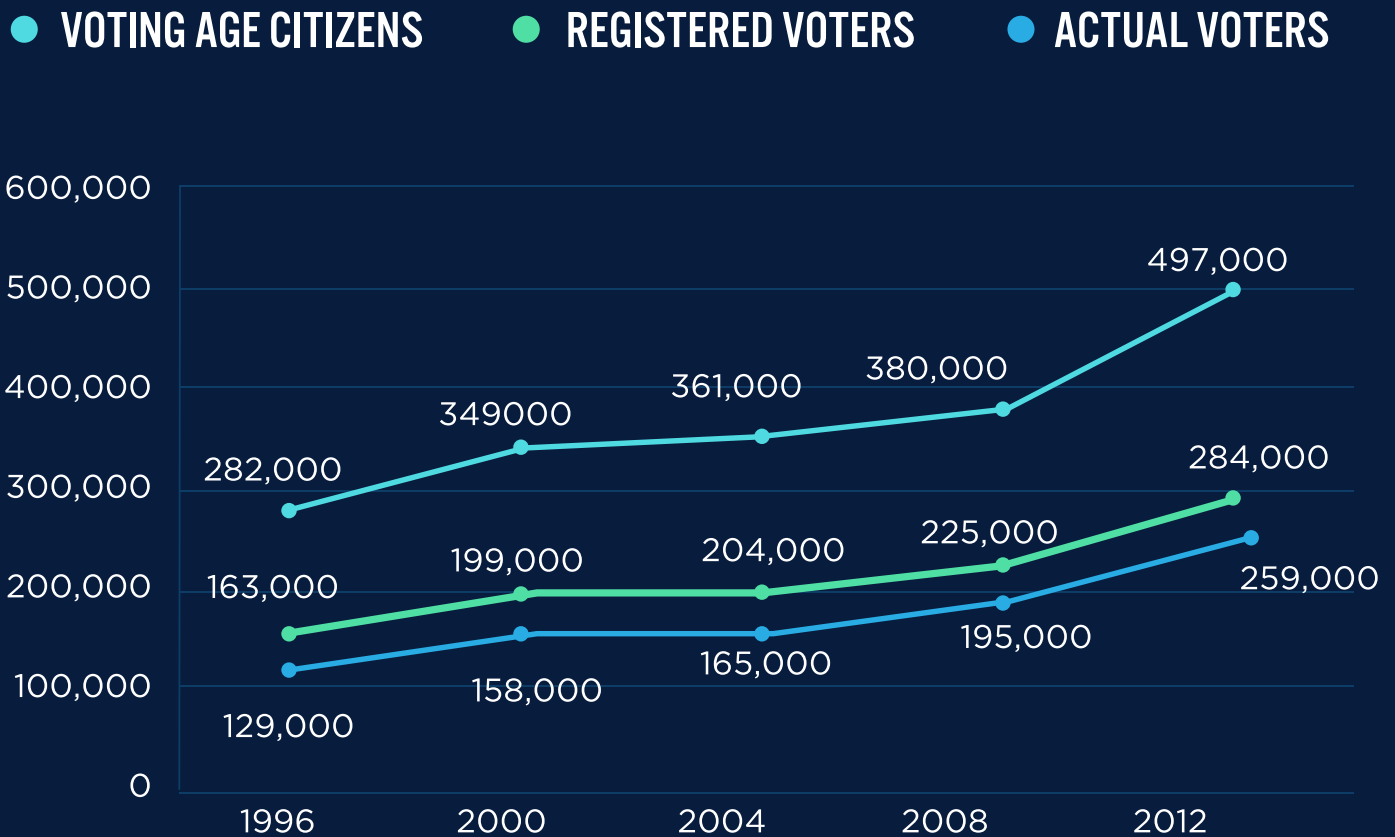
AGE

Latino registered voters tend to be younger than non-Latinos, with 18-24 year olds comprising 14% of registered Latinos, compared to 9% of non-Latinos. Similarly, 24% of Latino registered voters are 25-34 year olds, compared to 19% of non-Latinos. In contrast, nearly half (46%) of non-Latino registered voters are 50 and older, compared to 35% of Latinos.



VOTER TURNOUT

Latino voter turnout in Colorado Presidential elections doubled between 1996 and 2012, growing from 129,000 to 259,000, an increase of 101%.



LATINOS IN COLORADO ELECTED OFFICE

In 2015, 155 Latinos served in elected office in Colorado, with 92% serving at the local level, including county, municipal, school board, judicial and law enforcement, and special district officials.

LATINOS IN COLORADO ELECTED OFFICE: 1996 - 2015

	1996	2005	2007	2011	2015
Members of Congress	0	2	2	0	0
State Officials	0	0	0	1	1
State Legislators	6	7	5	8	11
Local Officials	157	149	153	157	143
TOTAL	163	158	160	166	155



For more information about the NALEO Educational Fund's Election 2016 publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 4420.

SOURCES

NALEO Educational Fund, *2015 National Directory of Latino Elected Officials*.

This report uses data from the U.S. Census Bureau's 2014 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: 1996-2012*. 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, December 2015. VAN data are subject to certain limitations relating to the collection, entry, maintenance and analysis of voter file records.

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