



2016 PRIMARY ELECTION PROFILE

NORTH CAROLINA



ELECTION DAY:
TUESDAY, MARCH 15, 2016

ELECTORAL COLLEGE VOTES: 15

TOTAL POPULATION (2014):

9,943,964

LATINO POPULATION (2014):

890,601



In 2000 and 2004, North Carolina voters favored President George W. Bush (R), with Bush winning decisively in both contests. In 2008, President Barack Obama (D) decided to target the state in his campaign, 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. For 2016, many political observers believe North Carolina's 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%. According to 2014 Census data, Latinos were nearly one of every 10 North Carolinians, or 9% of the population that year.

North Carolina's Latino community is more heavily immigrant than 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 44% of North Carolina's Latino community. However, 92% of North Carolina's Latino youth (under 18) are native-born, and they are 15% of the state's youth population. These young Latinos will be a significant portion of the state's future electorate.

In addition, February 2016 voter file data indicate that Latinos account for 2% of North Carolina's registered voters. While this is a relatively small share of those registered, North Carolina has seen two close Presidential contests, and every vote will matter on the outcome of Election 2016 as another very close contest takes shape.

CONGRESSIONAL RACES

As of this writing, Latinos are candidates in two North Carolina Congressional contests. In Congressional District 9, business owner Christian Cano (D) does not appear to face any opposition in the Democratic primary, and will likely challenge incumbent U.S. Rep. Robert Pittenger (R) in the general election. In the 12th Congressional District, Juan Antonio Marin (D) will face a tough race as he tries to unseat incumbent U.S. Rep. Alma Adams (D) in the Democratic primary.

STATEWIDE RACES

Pediatrician Rosemary Fernandez Stein is among several Republicans seeking the opportunity to unseat incumbent North Carolina Superintendent of Public Instruction June Atkinson (D).

NORTH CAROLINA'S LATINO POPULATION: 2014

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	890,601	9%
Latino Adults	543,244	7%
Latino Voting-Age Citizens	249,128	3%

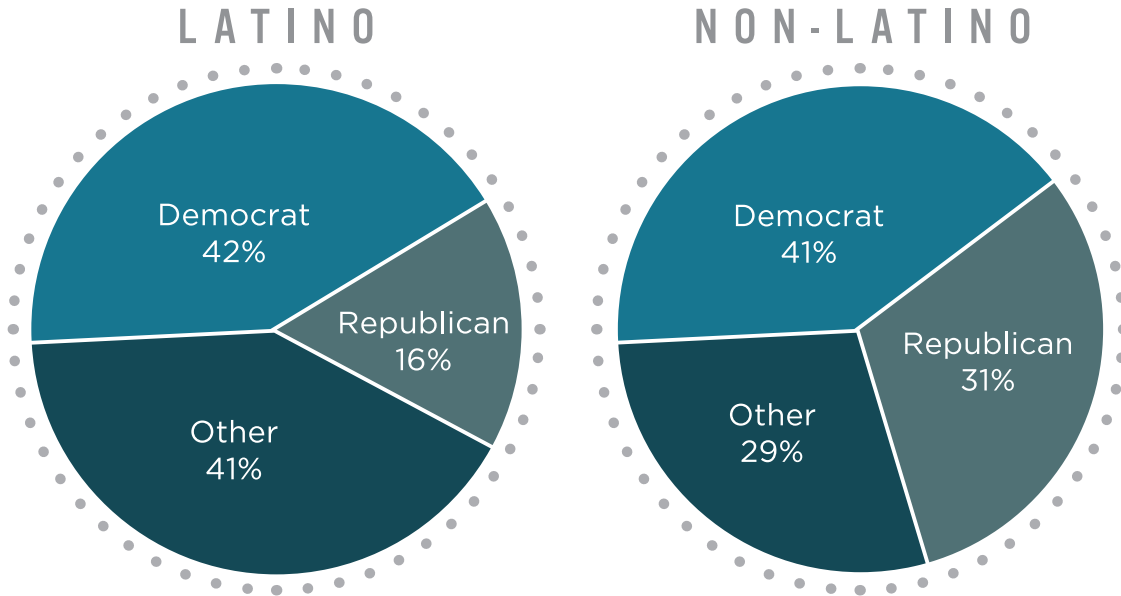
NORTH CAROLINA'S LATINO ELECTORATE

as of February 2016

Total Registered Voters	6,451,945
Latino Registered Voters	145,861
Latino Share of Registered Voters	2%

PARTY AFFILIATION

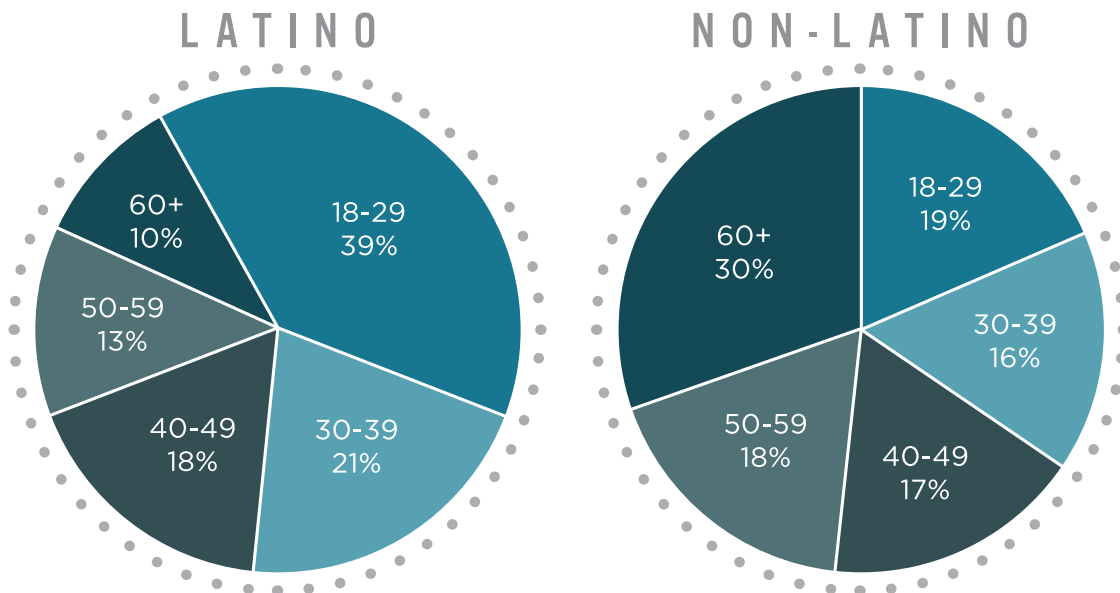
Significant shares of North Carolina’s Latino and non-Latino registered voters are affiliated with the Democratic Party - 42% and 41%, respectively. Non-Latinos are much more likely to be affiliated with the Republican Party than Latinos (31% compared to 16%). In contrast, Latinos are more likely to be unaffiliated with either major political party than non-Latinos (41% compared to 29%).



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

AGE

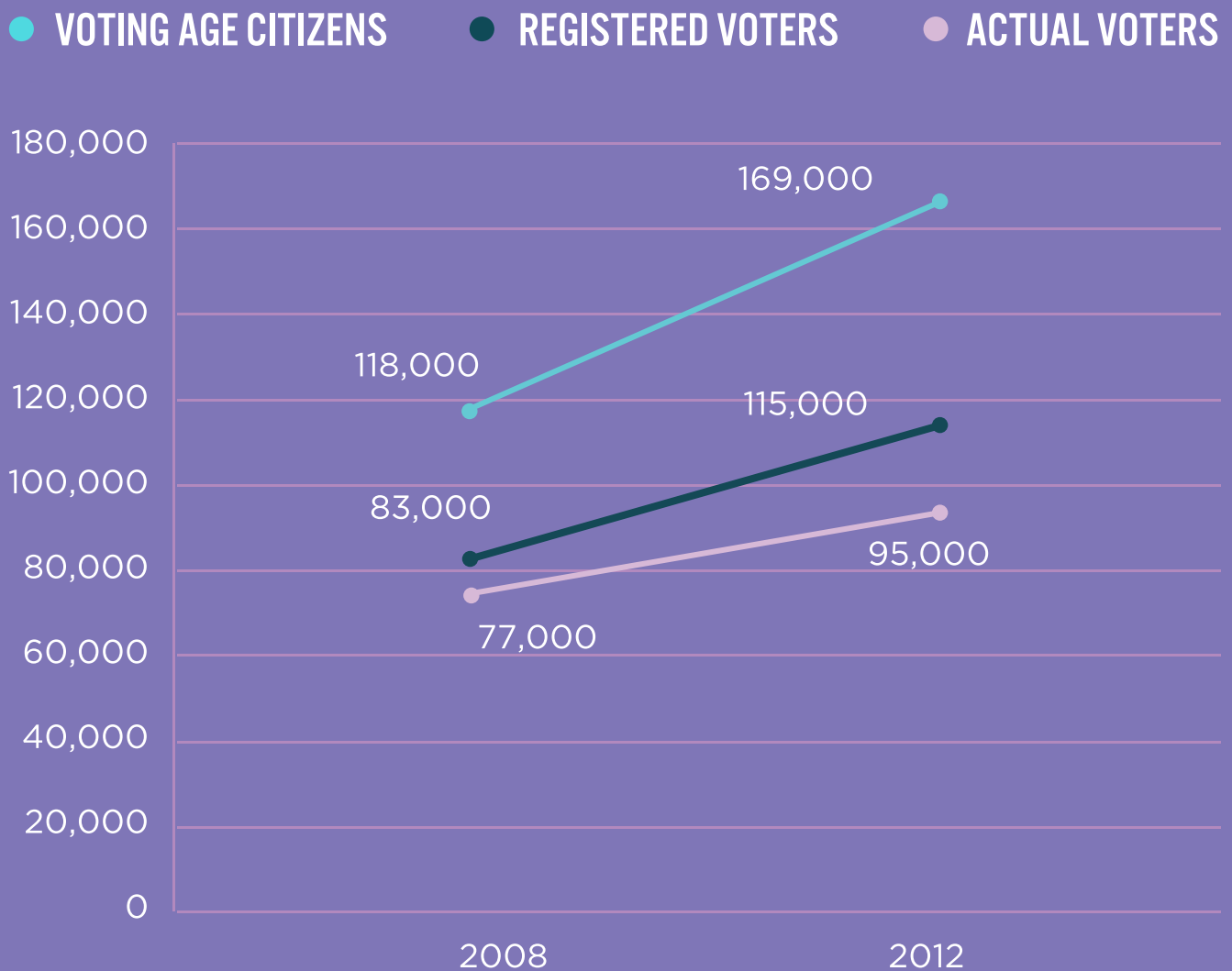
North Carolina’s Latino registered voters are significantly younger than non-Latinos, with 18-29 year olds comprising 39% of registered Latinos, compared to 19% of non-Latinos. In contrast, nearly half (48%) of non-Latino registered voters are 50 and older, compared to 23% of Latinos.



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

VOTER TURNOUT

Latino voter turnout in North Carolina Presidential elections grew from 77,000 in November 2008 to 95,000 in November 2012, an increase of 23%.



LATINOS IN NORTH CAROLINA ELECTED OFFICE

In 2015, two Latinos served in elected office in North Carolina, including one State Senator and one Town Councilmember.

LATINOS IN NORTH CAROLINA ELECTED OFFICE: 1996-2015

	1996	2001	2005	2011	2015
State Legislators	1	1	2	2	1
Local Officials	0	0	1	0	1
TOTAL	1	1	3	2	2



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: 2008-2012*. 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, February 2016. VAN data are subject to certain limitations relating to the collection, entry, maintenance and analysis of voter file records.

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