

■ **CALIFORNIA'S LATINO POPULATION IS GROWING RAPIDLY.**

More than one in three Californians is Latino—a total of about 14 million residents. In 2000, the U.S. Census Bureau designated California as the first large “majority-minority” state, with non-Hispanic whites representing just under half of the state’s population. By 2020, Latinos are expected to outnumber non-Hispanic whites in the state; and by about 2042, Latinos are projected to become the racial/ethnic majority in the state.

■ **MOST LATINO VOTERS LIVE IN SOUTHERN CALIFORNIA.**

Forty percent of the state’s Latino likely voters live in Los Angeles County, while another 26% live in Orange/San Diego Counties and the Inland Empire. Most white likely voters (24%) live in the San Francisco Bay Area; only 9% live in the Inland Empire. Most Asian likely voters (37%) also live in the Bay Area, while most black likely voters (44%) reside in Los Angeles County.

■ **DEMOGRAPHIC CHARACTERISTICS OF LATINO LIKELY VOTERS DIFFER FROM OTHER VOTER GROUPS.**

Latino likely voters are more often younger, less educated, lower-income earners: 38% have never attended college, compared to 20% of blacks and 13% of whites and Asians. And 38% have household earnings under \$40,000 a year, while 48% of white likely voters earn over \$80,000 a year. Latinos are the only racial/ethnic group in which a majority of likely voters (52%) are younger than 45 years old; only 31% of white likely voters are in this age group. Among Latino likely voters, 68% own their homes, compared to 80% of white, 76% of Asian, and 62% of black likely voters. However, while 39% of Latino likely voters are immigrants, an even higher percentage of Asian likely voters are immigrants (61%).

■ **COMPARED TO WHITES, LATINOS REPRESENT ONLY A SMALL SHARE OF THE STATE'S VOTERS.**

Latinos make up about 32% of California’s adult population but only 15% of the registered voters most likely to turn out in elections. Asians similarly represent a smaller share of the state’s likely voting population (6%) compared to their share of the adult population (13%), while blacks constitute 6% of both the state’s adult population and likely voters. Although whites constitute less than half (47%) of the adult population in the state, 70% of California’s likely voters are white.

■ **LATINOS ARE THE LEAST LIKELY TO REGISTER AS INDEPENDENTS; MOST IDENTIFY AS DEMOCRATS ...**

More than six in 10 Latino likely voters are Democrats (64%), while 18% are registered as Republicans and 18% as independents (“decline-to-state”) or with a third party. Whites lean somewhat more Republican than Democratic (42% to 37%), Asians lean somewhat more Democratic than Republican (38% to 32%), and blacks are mostly Democratic (74%). Latinos are the least likely to report that they are independent (14%); Asians are the most likely (28%).

■ **... YET IDEOLOGICALLY, LATINOS ARE SPLIT.**

Latino voters are as likely to say they are politically conservative (34%) as liberal (34%); 32% say they are moderate. Whites are more likely to describe themselves as conservative (39%), and Asians as moderate (39%), while blacks mostly identify as liberal (37%) or moderate (35%).



Demographic/Political Profile of Likely Voters by Race/Ethnicity

		Latinos	Whites	Blacks	Asians	Others
All Likely Voters		15%	70%	6%	6%	3%
Party registration	Democrat	64	37	74	38	43
	Republican	18	42	8	32	32
	Independent	14	16	16	28	18
	Other	4	5	2	2	7
Ideology	Very liberal	12	12	13	10	13
	Somewhat liberal	22	20	24	22	19
	Middle-of-the-road	32	29	35	39	35
	Somewhat conservative	24	24	20	19	20
	Very conservative	10	15	8	10	13
Region	Los Angeles	40	20	44	24	23
	SF Bay Area	13	24	20	37	22
	Central Valley	14	18	11	10	17
	Orange/San Diego	14	19	12	22	12
	Inland Empire	12	9	11	5	7
	Other	7	10	2	2	19
Age	18 to 24	10	4	11	9	10
	25 to 34	20	10	12	15	14
	35 to 44	22	17	20	23	17
	45 to 54	21	24	22	22	27
	55 to 64	15	20	15	18	18
	65 and older	12	25	20	13	14
Gender	Men	47	50	46	53	50
	Women	53	50	54	47	50
Education	No college	38	13	20	13	14
	Some college	29	29	36	21	39
	College graduate	33	58	44	66	47
Income	Under \$40,000	38	20	28	19	33
	\$40,000 to \$79,999	35	32	37	32	30
	\$80,000 or more	27	48	35	49	37
Own/rent	Own	68	80	62	76	69
	Rent	32	20	38	24	31
Nativity	U.S.-born	61	94	96	39	88
	Immigrant	39	6	4	61	12

Sources: Ten PPIC Statewide Surveys, July 2007 - July 2008, including 22,522 adult residents, of whom 12,110 were likely voters. California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050, July 2007.

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