

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

More than one in three Californians is Latino—a total of about 14 million residents. The 2000 U.S. Census found that California was the first large “majority-minority” state, with non-Hispanic whites representing just under half of the state’s population. By about 2016, Latinos are expected to outnumber non-Hispanic whites in California; and by about 2042, Latinos are projected to become the racial/ethnic majority in the state.

**■ ... BUT RELATIVELY FEW LIKELY VOTERS ARE LATINO.**

Latinos make up about 32% of the state’s adult population but only 17% of the registered voters most likely to turn out in elections. Asians also make up a smaller share of likely voters than their share in the adult population (6% vs. 13%), while blacks represent 6% of both residents and likely voters. In contrast, whites constitute 47% of the state’s adult population but 68% of the state’s likely voters. Many Latino adults are not U.S. citizens and are thus ineligible to vote; only 31% of Latino adults are considered likely voters, compared to 75% of whites, 59% of blacks, and 49% of Asians.

**■ MOST LATINOS ARE DEMOCRATS, BUT MANY ARE CONSERVATIVE IN IDEOLOGY.**

Among Latino likely voters, 63% are Democrats, 19% are Republicans, and 16% are independents. Blacks are overwhelmingly Democratic (76%) and Asians lean toward the Democratic Party (40% to 30% Republican), while white likely voters lean toward the Republican Party (42% to 36% Democratic). Whites (40%) and Latinos (37%) are more likely to consider themselves politically conservative, while blacks (41%) are more likely to consider themselves politically liberal. Asians are divided.

**■ A MAJORITY OF LATINO VOTERS LIVE IN SOUTHERN CALIFORNIA.**

Sixty-six percent of Latino likely voters live in Los Angeles (40%), Orange/San Diego Counties (15%), or the Inland Empire (11%), compared to 48% of white voters. Black voters are also concentrated in Los Angeles (41%), while Asians (35%) and whites (24%) are more likely found in the San Francisco Bay Area than elsewhere.

**■ LATINO AND ASIAN VOTERS ARE YOUNGER THAN WHITE VOTERS.**

A majority of Latino and Asian likely voters (56% of each) are younger than age 45, while a majority of whites (69%) and blacks (56%) are at least 45 years old. A plurality of white voters (25%) are age 65 or older.

**■ THE SOCIOECONOMIC STATUS OF LATINOS DIFFERS FROM OTHER LIKELY VOTERS.**

Among likely voters, only 32% of Latinos hold a college degree, compared to 46% of blacks, 59% of whites, and 67% of Asians. Half of whites and Asians have annual household incomes of \$80,000 or more, while 72% of Latinos make less than \$80,000 per year. Likely voters among blacks are evenly distributed across income groups.

**■ SLIGHT GENDER GAP IN VOTING AMONG LATINOS; MORE IMMIGRANT VOTERS AMONG ASIANS.**

While about half of likely voters among Latinos and whites are women (52% and 51%, respectively), black voters are represented by a larger proportion of women than men (58% vs. 42%) and Asians by a larger proportion of men than women (53% vs. 47%). Among Asians, a solid majority of likely voters (63%) are immigrants, compared to 38% among Latinos.



## Demographic/Political Profile of Likely Voters by Race/Ethnicity

		Latinos	Whites	Blacks	Asians	Others
<b>All Likely Voters</b>		<b>17%</b>	<b>68%</b>	<b>6%</b>	<b>6%</b>	<b>3%</b>
<b>Party registration</b>	<b>Democrat</b>	63	36	76	40	39
	<b>Republican</b>	19	42	9	30	26
	<b>Independent</b>	16	18	13	28	33
	<b>Other</b>	2	4	2	2	2
<b>Ideology</b>	<b>Very liberal</b>	12	12	14	10	15
	<b>Somewhat liberal</b>	20	20	27	22	17
	<b>Middle-of-the-road</b>	31	28	30	34	34
	<b>Somewhat conservative</b>	25	24	17	23	19
	<b>Very conservative</b>	12	16	12	11	15
<b>Region</b>	<b>Los Angeles</b>	40	20	41	27	20
	<b>SF Bay Area</b>	13	24	22	35	26
	<b>Central Valley</b>	14	18	11	8	16
	<b>Orange/San Diego</b>	15	18	10	22	18
	<b>Inland Empire</b>	11	10	13	4	10
	<b>Other</b>	7	10	3	4	10
<b>Age</b>	<b>18 to 24</b>	13	4	7	12	9
	<b>25 to 34</b>	20	11	18	19	18
	<b>35 to 44</b>	23	16	19	25	16
	<b>45 to 54</b>	21	23	24	19	26
	<b>55 to 64</b>	13	21	16	13	19
	<b>65 and older</b>	10	25	16	12	12
<b>Gender</b>	<b>Men</b>	48	49	42	53	52
	<b>Women</b>	52	51	58	47	48
<b>Education</b>	<b>No college</b>	37	12	16	8	13
	<b>Some college</b>	31	29	38	25	34
	<b>College graduate</b>	32	59	46	67	53
<b>Income</b>	<b>Under \$40,000</b>	40	20	32	19	34
	<b>\$40,000 to \$79,999</b>	32	30	34	30	25
	<b>\$80,000 or more</b>	28	50	34	51	41
<b>Own/rent</b>	<b>Own</b>	66	80	58	76	71
	<b>Rent</b>	34	20	42	24	29
<b>Nativity</b>	<b>U.S.-born</b>	62	94	93	37	86
	<b>Immigrant</b>	38	6	7	63	14

**Note:** "Likely voters" are registered voters meeting criteria on interest in politics, attention to issues, voting behavior, and intention to vote.

**Sources:** Eleven PPIC Statewide Surveys, August 2008–July 2009, including 24,527 adult residents, of whom 14,108 were likely voters. California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000–2050, July 2007.

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