

SEPTEMBER 2010

■ CALIFORNIA'S LATINO POPULATION CONTINUES TO GROW...

More than 14 million Latinos reside in California, accounting for 37% of the state's population. 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. According to current estimates, whites account for 42% of California's population. Latinos are expected to outnumber non-Hispanic whites in California by 2016 and are projected to become the racial/ethnic majority in the state by about 2042.

■ ... BUT LATINOS MAKE UP A SMALLER SHARE OF LIKELY VOTERS.

Latinos represent about 33% of the state's adult population, but only 18% of those most likely to vote in our surveys. Asians also account for a smaller share of likely voters than their share in the adult population (6% vs. 13%). Blacks are similar in their share of likely voters (7%) and their representation in the adult population (6%). In contrast, whites constitute just 46% of California's adult population, but 66% of the state's likely voters. Many Latino adults are not U.S. citizens and thus are ineligible to vote. Our surveys over the last year indicate that only 34% of Latino adults are likely to vote, compared to 44% of Asians, 57% of blacks, and 73% of whites.

■ MOST LATINOS ARE DEMOCRATS, BUT MANY IDENTIFY AS POLITICALLY CONSERVATIVE.

Nearly two-thirds (65%) of Latino likely voters are registered as Democrats (up 6 points from 59% in 2006); 18% are registered as Republicans and 14% as independents. Blacks are predominantly Democrats (77%) and Asians are more likely to be Democrats than Republicans (46% to 27%). Among white likely voters, 43% are Republicans and 37% are Democrats. Latinos are just as likely to identify themselves as politically liberal (34%) as middle-of-the-road (33%) or conservative (33%). Whites (43%) and Asians (36%) are more likely to consider themselves conservative rather than liberal or moderate, while blacks are most likely to be liberal (38%).

■ A MAJORITY OF LATINO VOTERS LIVE IN SOUTHERN CALIFORNIA.

Southern California is home to 54% of California's adult population and 66% of Latino likely voters (39% Los Angeles, 14% Orange/San Diego County, and 13% Inland Empire). Many black (59%), Asian (51%), and white (49%) likely voters also reside in the southern areas of the state.

■ LATINO LIKELY VOTERS TEND TO BE YOUNGER, LESS EDUCATED, AND LESS AFFLUENT.

A majority of Latino likely voters (55%) are younger than age 45, compared to 49% of Asian, 46% of black, and 29% of white likely voters. Latinos have the highest percentage of likely voters under age 35 (35%), while about half of white voters (48%) are age 55 and older. Latino likely voters (29%) are least likely among racial/ethnic groups to be college graduates, followed by blacks (43%), whites (58%), and Asians (67%). Among Latino likely voters, 44% have household incomes of less than \$40,000, while 21% earn more than \$80,000. Nearly half of white (49%) and Asian (47%) likely voters earn more than \$80,000. Among black likely voters, 29% make more than \$80,000.

■ SLIGHTLY MORE WOMEN THAN MEN AMONG LATINO VOTERS; MORE IMMIGRANT VOTERS AMONG ASIANS.

While women represent about half of Latino (53%) and white (51%) likely voters, they represent a larger share of black likely voters (women 60%, men 40%) and a smaller share of Asian likely voters (53% men, 47% women). Among Asians, a solid majority of likely voters (58%) are immigrants, compared to 37% of Latinos and far fewer whites (6%) and blacks (5%).



Demographic/Political Profile of Likely Voters by Race/Ethnicity

		Latinos	Whites	Blacks	Asians	Others
All likely voters		18%	66%	7%	6%	3%
Party registration	Democrats	65	37	77	46	38
	Republicans	18	43	7	27	27
	Independents	14	17	15	26	29
	Other	3	3	1	1	6
Ideology	Very liberal	12	11	14	8	11
	Somewhat liberal	22	19	24	20	21
	Middle-of-the-road	33	27	32	36	29
	Somewhat conservative	22	26	22	25	21
	Very conservative	11	17	8	11	18
Region	Los Angeles	39	20	40	27	19
	SF Bay Area	13	23	27	32	20
	Central Valley	12	18	12	12	22
	Orange/San Diego	14	20	8	20	18
	Inland Empire	13	9	10	4	10
	Other	9	11	2	4	11
Age	18 to 24	17	4	12	15	11
	25 to 34	18	9	16	13	20
	35 to 44	20	16	18	21	17
	45 to 54	22	23	20	22	18
	55 to 64	13	22	19	16	18
	65 and older	10	26	14	13	17
Gender	Men	47	49	40	53	56
	Women	53	51	60	47	44
Education	No college	37	12	19	11	16
	Some college	34	30	38	22	36
	College graduate	29	58	43	68	48
Income	Under \$40,000	44	21	36	25	30
	\$40,000 to under \$80,000	34	31	35	28	33
	\$80,000 or more	21	49	29	47	37
Own/rent	Own	61	80	48	70	69
	Rent	39	20	52	30	31
Nativity	U.S.-born	63	94	95	42	85
	Immigrant	37	6	5	58	15

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

Sources: (1) Eight PPIC Statewide Surveys, September 2009 to July 2010, including 17,524 adult residents, of whom 9,993 were likely voters. (2) California Department of Finance, *Race/Ethnic Population with Age and Sex Detail, 2000–2050*, July 2007.

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