



NEWS RELEASE

For Immediate Release
May 31, 2018

Contact: Amanda Bosquez, abosquez@naleo.org
(202) 546-2536, (361) 548-6989 (cell)

Paula Valle Castanon, pvalle@naleo.org
(213) 747-7606 ext. 4414, (323) 253-6431 (cell)

NALEO Educational Fund Releases 2018 California Primary Election Profile

Profile includes overview of Latino electorate and candidates in advance of June 5 election

Washington D.C. – As Latino voters prepare to head to the polls in California on Tuesday, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released its [primary election profile](#) of the Golden State. The primary profile includes key demographic information on the Latino population in California, including an overview of the electorate, key races involving Latino candidates, and more.

Latinos comprise over one-fourth (26 percent) of California's registered voters, and are poised to play a key role as voters and candidates in the 2018 primary and general elections.

"Latino voters and candidates are front and center in the Golden State this year," stated Arturo Vargas, NALEO Educational Fund executive director. "With Latino voters expected to flex their political muscle and several candidates poised to make history in 2018, the Latino community is leaving no doubt that it is the future of the nation's most populous state."

As a result of political developments and the state's "top-two" primary system, California's June election is expected to involve some of the most competitive and unpredictable Congressional and statewide races in the nation. With the partisan balance of power at stake, both major political parties are targeting races where veteran incumbents are not running for re-election, or are seen as vulnerable.

Several Latino candidates in the Congressional and statewide primaries could make history if they ultimately prevail in the general election. California could see its first Latino Governor in modern history, as well as its first Latino U.S. Senator, Insurance Commissioner and State Superintendent of Public Instruction.

Key Findings from the California Latino Primary Election Profile include:

- **Latino Population:** Nearly 15.3 million Latinos reside in California (2016), comprising 39 percent of the total population.
- **Latino Electorate:** There are nearly 4.9 million Latino registered voters in the state, accounting for more than one of every four (26 percent) California registered voters (as of April 2018).
- **Voter Turnout Trends:** Latino voter turnout in California mid-term Congressional elections grew from 1,338,000 in 1998 to 1,707,000 in 2014, an increase of 28 percent.
- **Age:** California's Latino registered voters tend to be younger than non-Latinos, with 18-24 year olds comprising 16 percent of registered Latinos, compared to 8 percent of non-

Latinos. In contrast, over half (54 percent) of non-Latino registered voters are 50 and older, compared to 35 percent of Latinos.

- **Party Affiliation:** California's Latino registered voters are more likely to be Democrats and less likely to be Republicans than the non-Latino electorate. More than half of Latino registered voters are Democrats (55 percent), compared to 41 percent of non-Latinos, and 14 percent of Latinos are Republicans, compared to 29 percent of non-Latinos. For both Latinos and non-Latinos, nearly one-third of the registered voters are not affiliated with either major political party.
- **Latinos in Elected Office:** In 2017, 1,475 Latinos served in elected office in California, with 97 percent serving at the local level, including county, municipal, school board, judicial and law enforcement, and special district officials. This is up from the 693 Latino elected officials who served in 1996.

NALEO Educational Fund will continue its efforts to ensure that Latino voters have the information necessary to make their voices heard at the ballot box in 2018. These efforts include operating the NALEO Educational Fund toll-free bilingual hotline 1-888-VE-Y-VOTA (1-888-839-8682) that provides Latino voters with information on every aspect of the electoral process, from registering to vote, to voter ID requirements, to finding their polling place. The hotline will be in operation from 3 a.m. - 8 p.m. PT on June 5.

The full NALEO Educational Fund California Latino Primary Election Profile is available for download [here](#).

About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-profit, non-partisan organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.