



2016 PRIMARY ELECTION PROFILE

ARIZONA



ELECTION DAY:
TUESDAY, MARCH 22, 2016

ELECTORAL COLLEGE VOTES: 11

TOTAL POPULATION (2014):

6,731,484

LATINO POPULATION (2014):

2,056,456



Since 2000, Arizona has seen one particularly competitive Presidential contest, followed by three solid Republican victories. The last time a Democratic Presidential candidate carried the state was in 1996.

In 2000, President George W. Bush (R) won 51% of the vote compared to the 49% received by Vice President Al Gore (D) and other candidates. In 2004, President Bush's margin of victory was wider - he defeated Senator John Kerry (D) by 55%-44%. In 2008 and 2012, both Republican candidates defeated President Barack Obama (D) in Arizona by 54%-45%. CNN exit poll data for these contests indicate significant differences between White and Latino voter preferences. In 2008, Whites favored Senator John McCain (R) over Obama by 59%-40%, while Latinos favored Obama over McCain by 56%-41%. In 2012, the difference was even greater, with Whites supporting Governor Mitt Romney (R) over Obama by 59%-39%, and Latinos supporting Obama over Romney by 71%-27%.

February 2016 voter file data indicate that 43% of Arizona's Latinos are registered Democrats, and they comprise more than one of every four registered Democrats in the state (26%). Some political observers have been surprised at the ability of Senator Bernie Sanders (I-VT) to sustain momentum during his Democratic primary race against Secretary Hillary Clinton, and Latino voters could play an important role in determining the outcome of this contest in Arizona.

Since around 2010, Arizona emerged as "ground zero" in the nation's debate over immigration policy, with the state enacting some of the most severe anti-immigrant measures in the country, including SB1070. During the public debate about these measures, some supporters engaged in extremely inflammatory anti-Latino rhetoric, which outraged Latinos and non-Latinos alike. In November 2011, a key proponent of SB 1070, Arizona Senate President Russell Pearce (R) was ousted from office in a recall election. Some political observers and community leaders believe that his prominent support of SB 1070 contributed to the recall.

According to media reports, starting in 2010, several Latino organizations conducted a voter registration and engagement drive with the goal of mobilizing Latinos to counter Arizona's anti-immigrant and anti-Latino measures. As a result of their efforts, the groups reported that they registered tens of thousands new Latino voters, and helped significantly increase the number of Latinos who would have the opportunity to utilize early voting when casting their ballots.

During the 2016 Presidential contest, a contentious dialogue around immigration issues is also occurring in the national arena, and it could play a role in mobilizing Arizona Latinos to vote in Election 2016. About 17% of Arizona's registered voters are Latino, and a high Latino turnout could help decide races throughout the state.

CONGRESSIONAL RACES

Both of Arizona incumbent Latino U.S. Representatives are running for re-election: U.S. Rep. Ruben Gallego (D) and U.S. Rep. Raul Grijalva (D). Neither is likely to face serious opposition in the state's primary or general election.

ARIZONA'S LATINO POPULATION: 2014

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	2,056,456	31%
Latino Adults	1,352,970	26%
Latino Voting-Age Citizens	985,387	21%

ARIZONA'S LATINO ELECTORATE *

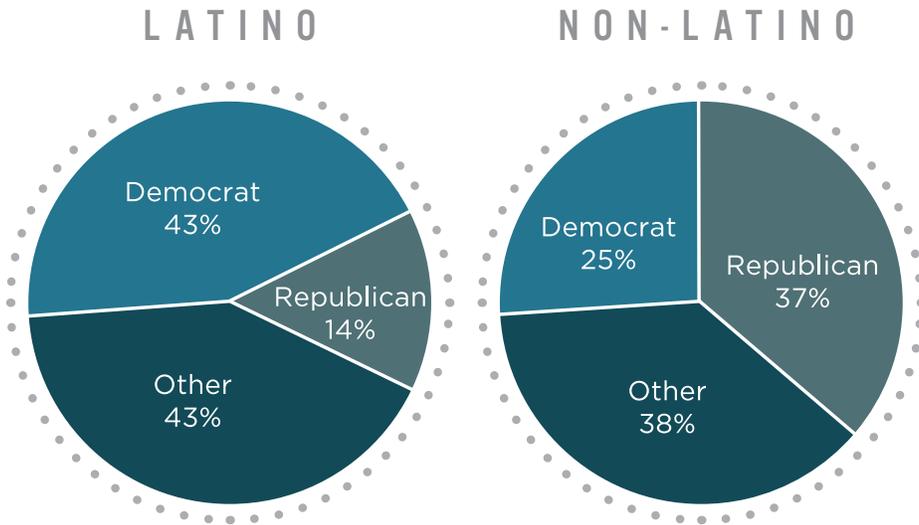
More than one of every six
Arizona registered voters
(17%) is Latino.

* as of February 2016

Total Registered Voters	3,717,079
Latino Registered Voters	625,464
Latino Share of Registered Voters	17%

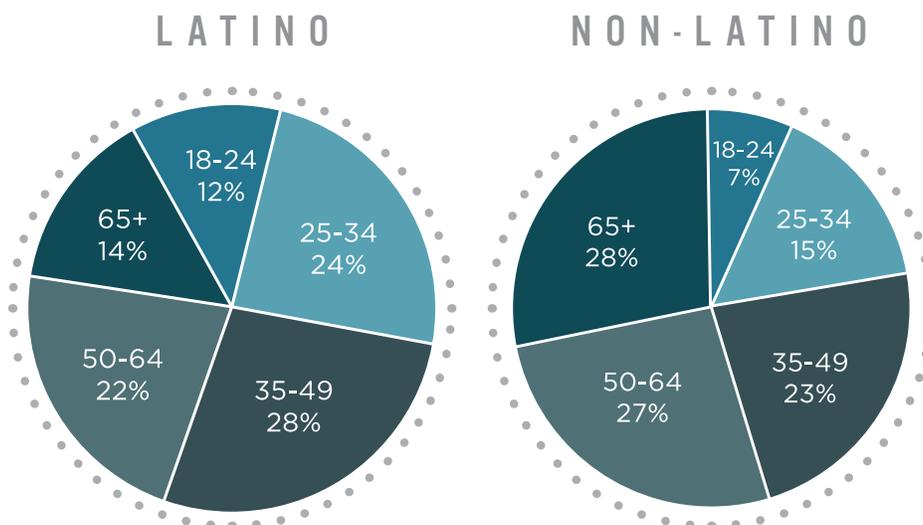
PARTY AFFILIATION

Arizona's Latino registered voters are far more likely to be registered Democrats than non-Latinos (43% compared to 25%). Similarly, Latinos are far less likely to be registered as Republicans than non-Latinos (14% compared to 37%). There are significant shares of both Latinos and non-Latinos who are not affiliated with either major party (43% and 38%, respectively).



AGE

Arizona's Latino registered voters tend to be younger than non-Latinos, with 18-24 year olds comprising 12% of registered Latinos, compared to 7% of non-Latinos. Similarly, 24% of Latino registered voters are 25-34 year olds, compared to 15% of non-Latinos. In contrast, over half (55%) of non-Latino registered voters are 50 and older, compared to 36% of Latinos.



VOTER TURNOUT

Latino voter turnout in Arizona Presidential elections grew from 296,000 in 2004 to 400,000 in 2012, an increase of 35%.



LATINOS IN ARIZONA ELECTED OFFICE

In 2015, 350 Latinos served in elected office in Arizona, with 94% serving at the local level, including county, municipal, school board, judicial and law enforcement, and special district officials.

LATINOS IN ARIZONA ELECTED OFFICE: 1996 – 2015

	1996	2001	2005	2011	2015
U.S. Representatives	1	1	2	2	2
State Legislators	8	13	16	13	20
Local Officials	289	242	355	336	328
TOTAL	298	256	373	351	350



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: 2004-2012*. 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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