



2010 PRIMARY ELECTION PROFILES

ARIZONA

TUESDAY, AUGUST 24

TOTAL POPULATION (2008): 6,500,180

LATINO POPULATION (2008): 1,959,197

Two of Arizona's presidential races in the last decade were among the most competitive in the nation, followed by two solid Republican victories. In 1996, President Bill Clinton (D) carried the state by a narrow 47% - 44% margin, and in 2000 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%, and in 2008 “favorite son” Senator John McCain (R) won over then-Senator Barack Obama (D) by 54%-45%. CNN 2008 exit poll data indicate a marked difference between White and Latino voter preferences, with Whites favoring McCain over Obama by 59%-40%, while Latinos favored Obama over McCain by 56%-41%.

This year, 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 SB 1070. During the public dialogue about SB 1070, some supporters of the measure have engaged in extremely inflammatory anti-Latino rhetoric, which has outraged Latinos and non-Latinos alike. Arizona's anti-immigrant climate could play a significant role in mobilizing Latinos to cast ballots in 2010 primary and general elections. About one out of seven Arizona registered voters is Latino, and a high Latino turnout could help decide races throughout the state.

Arizona's gubernatorial and U.S. Senate candidates have prominent immigration stances. Arizona's November 2010 gubernatorial contest is likely to pit Governor Jan Brewer (R) against Attorney General Terry Goddard (D). Governor Brewer signed SB 1070 into law and has staunchly defended it, vowing to take legal challenges of the measure to the U.S. Supreme Court. Attorney General Goddard has publicly criticized SB 1070 and other anti-immigrant measures, but has also maintained that in his capacity as attorney general, he is able to effectively defend SB 1070. When Governor Brewer threatened to go to court to remove Goddard from the defense, Goddard bowed out, claiming that he did not want to waste taxpayer resources on a fight over defense of the suit. Brewer is the former Arizona Secretary of State who succeeded Democratic Governor Janet Napolitano in early 2009 when Napolitano became Secretary of the U.S. Department of Homeland Security. Therefore, the November 2010 contest is the first time Brewer will be running for election as governor, and political observers believe that Goddard is mounting a competitive challenge against her.

In Arizona's contest for U.S. Senator, incumbent John McCain (R) is facing a primary challenge from former U.S. Rep. J.D. Hayworth (R), who had in Congress promoted anti-immigrant measures and consistently opposed comprehensive immigration reform. Some political observers believe that Hayworth's candidacy has helped influence McCain to change his own immigration stances. For example, McCain was one of the leading sponsors of bipartisan comprehensive immigration reform legislation

between 2005 and 2007, and criticized the “enforcement-first” approach as an ineffective policy strategy. McCain now states that the first immigration policy priority is to “assure the integrity of the southern border” as a prerequisite to moving forward with any other components of comprehensive reform. McCain also supports SB 1070. Political observers believe that McCain is likely to win the Republican primary. If he is successful, his opponent will be one of the candidates in the crowded pool of Democratic primary contenders, which includes investigative journalist John Dougherty, former State Representative and head of Arizona’s Department of Health Services Cathy Eden, former Tucson Vice Mayor Rodney Glassman, and civil and labor rights advocate Randy Parraz.

The Latino vote will also play a critical role in four of Arizona’s close races for seats in the U.S. House of Representatives. In the 1st congressional district, which covers northern Arizona, incumbent U.S. Rep. Ann Kirkpatrick (D), who is seeking re-election for the first time, will face the victor of the Republican primary. The candidates in the primary include attorney Bradley Beauchamp, former state Senate President Rusty Bowers, dentist Paul Gosar, mining lobbyist Sydney Hay and Dr. Steve Mehta. The district is 19% Latino.

The race for the 3rd congressional district, which covers the northern Phoenix suburban area, will pit attorney John Hulburd (D) against the victor of a crowded field of Republican primary contenders that includes businessman Steve Moak, businessman Ben Quayle (the son of former Vice President Dan Quayle) and Arizona State Senator Jim Waring. The district’s incumbent, U.S. Rep. John Shadegg (R) is retiring. Latinos comprise 17% of the district’s population.

In the 5th congressional district, which includes Tempe, Scottsdale and the eastern and northern suburbs of Phoenix, incumbent U.S. Rep. Harry Mitchell (D) will be in a competitive contest against the Republican nominee. The contenders for that nomination include former Scottsdale City Councilmember Susan Bitter Smith, former Maricopa County Treasurer David Schweikert, and businessman David Ward. The district is 17% Latino.

Political observers also believe that incumbent U.S. Rep. Gabrielle Giffords (D) will face a competitive contest in the 8th congressional district, which covers much of Tucson and other parts of southeastern Arizona. The candidates for the Republican nomination include construction project manager Jesse Kelly and former state legislator Jonathan Paton. The district is 20% Latino.

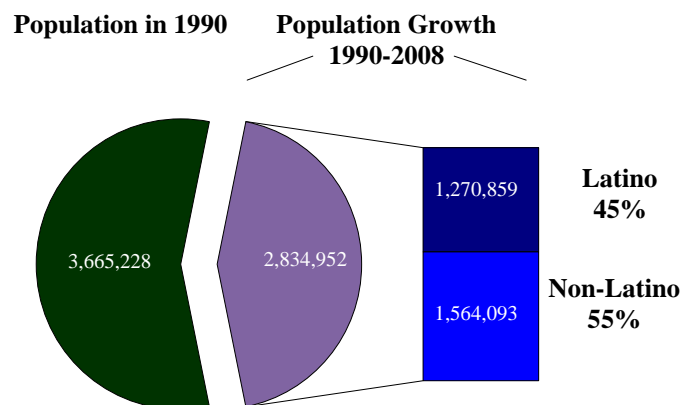
THE LATINO POPULATION IN ARIZONA

In 2008, three out of 10 Arizonans were Latino (30%). Between 1990 and 2008, the state’s overall population increased by three-quarters (77%). Arizona’s Latino population more than doubled during this period, growing from 688,338 to 2.0 million, an increase of 185%.

Arizona’s Latino Population: 2008

	Population	% of Total Population
Latinos	1,959,197	30%
Latino Adults	1,225,499	26%
Latino Adult U.S. Citizens	774,221	18%

Arizona Population Growth: 1990-2008



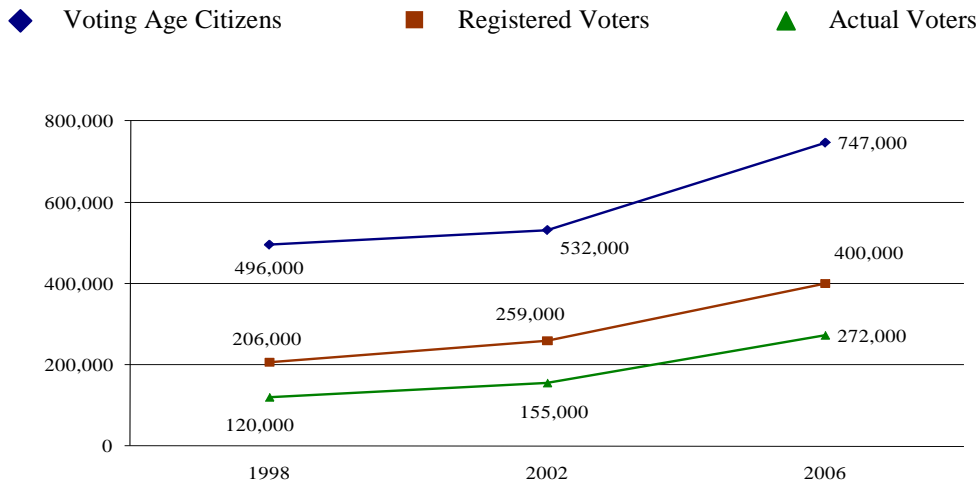
THE LATINO ELECTORATE

The number of Arizona Latino voters has grown in the last three midterm congressional elections, reaching 272,000 in 2006. Between 1998 and 2002, the number of voters grew by 30%, and increased sharply between 2002 and 2006 (75%).

Arizona's Electorate (November 2009)

Total Registered Voters	3,182,273
Latino Registered Voters	471,094
Latino Share of All Registered Voters	15%

Arizona Latino Registration and Voting in Past Midterm Congressional Elections



See "Sources" for information regarding the limitations of the foregoing data.

LATINO ELECTED OFFICIALS IN ARIZONA

As of January 2010, 362 Latino elected officials served in Arizona. The state's two Latino members of Congress comprise 25% of the state's delegation in the House of Representatives. Most officials (96%) serve at the local level, including county, municipal, school board, judicial and law enforcement, and special district officials.

Latinos in Arizona Elected Office: 1996-2010

	1996	2000	2003	2007	2010
Members Of Congress	1	1	2	2	2
State Legislators	8	11	15	17	14
Local Officials	<u>290</u>	<u>256</u>	<u>346</u>	<u>335</u>	<u>346</u>
Total	299	268	363	354	362

For more information about the NALEO Educational Fund's 2010 Election publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 4420

Sources

NALEO Educational Fund, 2010 *National Directory of Latino Elected Officials*.

U.S. Census Bureau, American Community Survey (2008), General Information and Detailed Tables

U.S. Census Bureau, Current Population Survey (CPS), *Voting and Registration in the Elections of November: 1998-2006*. The CPS data used in these reports 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.

U.S. Census Bureau, Decennial Census, 1990.

Voter Contact Service, *National Political DataBase*.