



2010 PRIMARY ELECTION PROFILES

COLORADO

TUESDAY, AUGUST 10

TOTAL POPULATION (2008): 4,939,456

LATINO POPULATION (2008): 997,060

In the three Presidential elections before 2008, Colorado leaned Republican, but political observers believed the independence of many of its voters could bring about victories for Democratic candidates. The Democratic Party selected Denver as the site of its 2008 National Convention, and both political parties viewed the state as a key battleground in the Presidential election. Ultimately, President Barack Obama (D) won the contest in Colorado, and an analysis of CNN exit poll data suggests that Latino voters contributed to this victory. The CNN exit poll data reveal that White voters supported Obama over Senator John McCain (R-AZ) by a very narrow margin: 50% - 48%. In contrast, Latino voters strongly supported Obama over McCain by 61% - 38%.

Latino voters are poised to play a pivotal role in Colorado's 2010 primary and general elections. For the first time in 36 years, the state has two contested primaries for U.S. Senate and one for Governor. In the Democratic primary for U.S. Senator, U.S. Senator Michael Bennet is facing former Speaker of the House of Representatives Andrew Romanoff in a tightly-contested race. Senator Bennet was appointed to his Senate seat in January 2009 to fill the seat vacated by then-Senator Ken Salazar (D), who became Secretary of the Interior. Latinos are at least 16% of the state's registered Democrats, and their votes will help decide the outcome of the election. According to the NALEO Educational Fund's June 2010 survey of Latino registered voters, 38% of Colorado Latino registered voters expressed support for Bennet, compared to 31% for Romanoff.

The Colorado race for Governor in the general election is also expected to be extremely competitive. This is an open seat contest to fill the position vacated by Governor Bill Ritter (D), who is not running for re-election. Denver Mayor John Hickenlooper (D), who is unopposed in the primary, will face the victor of the Republican primary, either former U.S. Rep. Scott McInnis or businessman Dan Maes. In the NALEO Educational Fund survey, 59% of the Latinos expressed a preference for Hickenlooper compared to 19% for McInnis. Hickenlooper has announced that his running mate will be CSU-Pueblo President Joseph Garcia, which could bolster Latino support for his candidacy.

In addition, former U.S. Rep Tom Tancredo (R), one of the most vocal and well-known anti-immigrant leaders in the nation, will be running as a third-party candidate in the gubernatorial race. According to the NALEO Educational Fund's 2010 survey, immigration is the most important issue in determining whom Colorado Latinos will vote for the 2010 general election. The mere presence of Tancredo in the contest may mobilize many Latinos to turn out in November; if Tancredo succeeds in bringing significant attention to the candidates' stances on immigration, the Latino vote could have an even greater impact on Election Day.

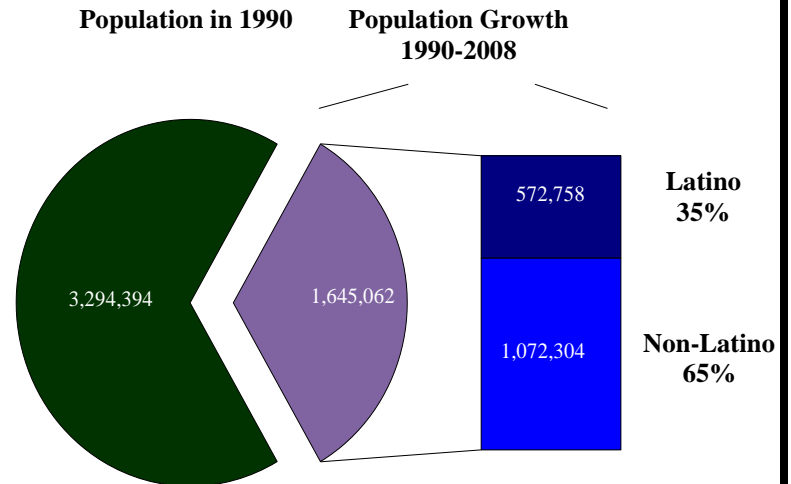
THE LATINO POPULATION IN COLORADO

In 2008, Latinos accounted for one out of five Colorado residents (21%). Between 1990 and 2008, the state's Latino population more than doubled, growing from 424,302 to 997,060, an increase of 135%.

Colorado's Latino Population: 2008

	Population	% of Total Population
Latinos	997,060	20%
Latino Adults	642,976	17%
Latino Adult U.S. Citizens	438,217	13%

Colorado Population Growth: 1990-2008



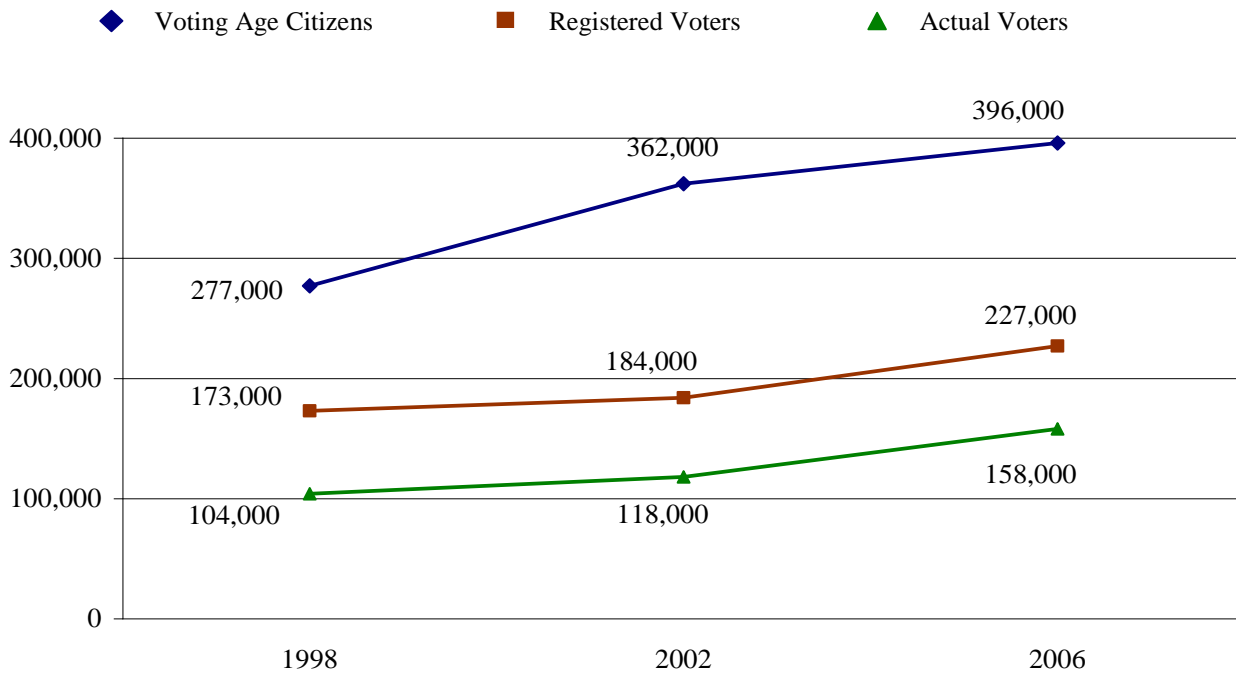
THE LATINO ELECTORATE

The number of Colorado Latino voters in mid-term Congressional elections has grown from 104,000 in 1998 to 158,000 in 2006, an increase of 52%. About one out of 10 Colorado registered voters is Latino (334,577).

Colorado's Electorate (2010)

Total Registered Voters	3,234,898
Latino Registered Voters	334,577
Latino Share of All Registered Voters	10%

Colorado Latino Registration and Voting in Past Mid-term Congressional Elections



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

LATINO ELECTED OFFICIALS IN COLORADO

In January 2010, 167 Latinos served in elected office in Colorado – most officials (97%) served at the local level, including county, municipal, school board, judicial and law enforcement, and specials district officials.

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.

Latinos in Colorado Elected Office: 1996-2010

	<u>1996</u>	<u>2000</u>	<u>2005</u>	<u>2007</u>	<u>2010</u>
Members Of Congress	0	0	2	2	1
Statewide Officials	0	1	0	0	0
State Legislators	6	10	7	5	4
Local Officials	157	138	149	153	162
Total	163	149	158	160	167

Sources:

NALEO Educational Fund, *2010 Survey of Latino Registered Voters in Four Key States*, June 2010. The survey was conducted June 14-21 and has an overall margin of error of +/-2. 5% . It is available at: <http://www.naleo.org/latinovote.html>.

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 and 2000*.

Voter Contact Service, *National Political DataBase*.