Hispanics and the Changing Racial Demographics of the Intermountain West

William H. Frey
The Brookings Institution

www.frey-demographer.org
2008: Greater Minority Turnout and Share of the Voter Population

“Fast-Growing” and “Slow-Growing” Purple States

Where did Minorities Win the Election for Obama?

Current Demographics and Polling in the Mountain West
Democratic Margins by Race

Source: William H. Frey analysis of National Election Poll and VNS
Number of Voters: 2004, 2008

- **Hispanics**: 7.6 million (2004), 9.7 million (2008)
- **Asians**: 2.8 million (2004), 3.6 million (2008)

Eligible Voters as Share of Total Population:

- **Whites***
  - Under Age 18: 21%
  - Age 18+, Non Citizen: 2%
  - Eligible Voters: 77%

- **Blacks***
  - Under Age 18: 30%
  - Age 18+, Non Citizen: 4%
  - Eligible Voters: 66%

- **Hispanics***
  - Under Age 18: 42%
  - Age 18+, Non Citizen: 13%
  - Eligible Voters: 45%

- **Asians***
  - Under Age 18: 53%
  - Age 18+, Non Citizen: 22%
  - Eligible Voters: 25%

*Non Hispanics

Turnout Rates, 2004 and 2008

Turnout Rates, 18-29 Year Olds

- **Whites**
  - 2004: 52%
  - 2008: 52%

- **Blacks**
  - 2004: 50%
  - 2008: 58%

- **Hispanics**
  - 2004: 36%
  - 2008: 41%

- **Asians**
  - 2004: 32%
  - 2008: 43%

Source: Lopez and Taylor, Pew Hispanic Center, 2009
2004-8 Growth: Eligible Voters and Voters

- Whites: Eligible Voters +2.1, Voters +0.5
- Blacks: Eligible Voters +15.1, Voters +6.8
- Hispanics: Eligible Voters +28.4, Voters +21.4
- Asians: Eligible Voters +20.4, Voters +30.3

2004 vs 2008 Comparisons

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Eligible Voters</th>
<th>Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>68</td>
<td>76</td>
<td>79</td>
</tr>
<tr>
<td>2008</td>
<td>65</td>
<td>73</td>
<td>76</td>
</tr>
</tbody>
</table>

Source: William H. Frey analysis of CPS November supplements
States With Largest Hispanic Share Populations

- New Mexico: 47
- Texas: 40
- California: 37
- Arizona: 32
- Nevada: 24
- Florida: 21
- Colorado: 18
- New Jersey: 17
- New York: 16
- Illinois: 14

Blue Red and Purple States, 2008

Source: William H. Frey analysis
Fast-Growing Purple States, 2008

Source: William H. Frey analysis
Slow-Growing Purple States, 2008

Source: William H. Frey analysis
2008 Voter Profiles of State Groupings

- **Fast Growing**
  - Purple
  - 72.5%
  - Whites*: 16.1%
  - Blacks*: 8.3%
  - Hispanics: 1.6%
  - Asians*: 0.8%
  - Others*: 1.7%

- **Slow Growing**
  - Purple
  - 88.5%
  - Whites*: 7.8%
  - Blacks*: 8.3%
  - Hispanics: 9.8%
  - Asians*: 5.1%
  - Others*: 10.7%

- **Solid Blue**
  - 72.9%
  - Whites*: 14.5%
  - Blacks*: 7.5%
  - Hispanics: 9.8%
  - Asians*: 5.1%
  - Others*: 10.7%

- **Solid Red**
  - 75.2%
  - Whites*: 16.1%
  - Blacks*: 8.3%
  - Hispanics: 1.6%
  - Asians*: 0.8%
  - Others*: 1.7%

* Non Hispanics

Source: William H. Frey analysis CPS November 2008 supplement


Source: William H. Frey analysis of CPS November Supplements
Nevada – Democratic Margins

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Whites</th>
<th>Blacks</th>
<th>Hispanics</th>
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<tbody>
<tr>
<td>2004</td>
<td>-3</td>
<td>-12</td>
<td>73</td>
<td>21</td>
</tr>
<tr>
<td>2008</td>
<td>12</td>
<td>-8</td>
<td>89</td>
<td>54</td>
</tr>
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</table>

Source: William H. Frey analysis of National Election Poll and VNS
New Mexico – Democratic Margins

Source: William H. Frey analysis of National Election Poll and VNS

Source: William H. Frey analysis of CPS November Supplements
Florida – Democratic Margins

Source: William H. Frey analysis of National Election Poll and VNS
Virginia – Democratic Margins

Source: William H. Frey analysis of National Election Poll and VNS

Source: William H. Frey analysis of CPS November Supplements
Ohio – Democratic Margins

Source: William H. Frey analysis of National Election Poll and VNS
Pennsylvania – Democratic Margins

Source: William H. Frey analysis of National Election Poll and VNS
Where Minorities Won for Democrats

**2004 - Kerry Took 20 States**
10 states-whites went Democratic  
(62 electoral college)
10 states-minorities won for Dems  
(190 electoral college)

**2008 - Obama Took 29 States**
19 states-whites went Democratic  
(223 electoral college)
10 states-minorities won for Dems  
(142 electoral college)

Source: William H. Frey
2004 Blue States: Won by Whites and Minorities

Source: William H. Frey analysis
2010 Population and Eligible Voters by Race-Ethnicity: US and Mountain West

<table>
<thead>
<tr>
<th></th>
<th>Total Pop</th>
<th>Eligible Voters</th>
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<tbody>
<tr>
<td><strong>USA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Whites</strong></td>
<td>65</td>
<td>73</td>
</tr>
<tr>
<td><strong>Blacks</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Asians</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hispanics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mountain West</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Whites</strong></td>
<td>65</td>
<td>74</td>
</tr>
<tr>
<td><strong>Blacks</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Asians</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Others</strong></td>
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<td></td>
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<tr>
<td><strong>Hispanics</strong></td>
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### Total Population by Race-Ethnicity, 2010: Six Mountain West States

<table>
<thead>
<tr>
<th>State</th>
<th>Whites</th>
<th>Blacks</th>
<th>Asians</th>
<th>Others</th>
<th>Hispanics</th>
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<tbody>
<tr>
<td>New Mexico</td>
<td>44</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arizona</td>
<td>55</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nevada</td>
<td>57</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td>73</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utah</td>
<td>84</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Idaho</td>
<td>87</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Whites**
- **Blacks**
- **Asians**
- **Others**
- **Hispanics**
Eligible Voters by Race-Ethnicity, 2010: Six Mountain West States

- New Mexico
- Arizona
- Nevada
- Colorado
- Utah
- Idaho

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>New Mexico</th>
<th>Arizona</th>
<th>Nevada</th>
<th>Colorado</th>
<th>Utah</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whites</td>
<td>53%</td>
<td>67%</td>
<td>69%</td>
<td>81%</td>
<td>90%</td>
<td>92%</td>
</tr>
<tr>
<td>Hispanics</td>
<td>33%</td>
<td>21%</td>
<td>14%</td>
<td>12%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Blacks</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Others</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>Asians</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Party Affiliation: US Registered Latino Voters

(Registered Latinos)

Source: Pew Hispanic Center, "Latinos and the 2010 Elections" October 5, 2010
Party with More Concern for Hispanics

(Registered Latinos)

Source: Pew Hispanic Center, "Latinos and the 2010 Elections" October 5, 2010
Right Direction/Wrong Track?

(Adults 6 MT West States)

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Country: Right Direction Minus Wrong Track
Whites and Hispanics - MT West States

Whites
Hispanics

Arizona
Colorado
Nevada
New Mexico

Whites
Hispanics
State: Right Direction Minus Wrong Track
Whites and Hispanics - MT West States

Arizona Colorado Nevada New Mexico

Whites Hispanics
Obama Favorability

(Adults: 6 MT West States)

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Obama: Favorable Minus Unfavorable Whites and Hispanics - MT West States

Arizona  Colorado  Nevada  New Mexico

Whites  Hispanics

-40  -30  -20  -10  0  10  20  30
Bush Favorability
(Adults: 6 MT West States)

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Palin Favorability

(Adult: 6 MT West States)

<table>
<thead>
<tr>
<th></th>
<th>Whites</th>
<th>Hispanics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfavorable</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td>Neutral/NA</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Favorable</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>Very Favorable</td>
<td>24</td>
<td>52</td>
</tr>
</tbody>
</table>

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Congressional Democrat Favorability

(Adults: 6 MT West States)

Whites
- Unfavorable: 57%
- Neutral/NA: 13%
- Favorable: 18%
- Very Favorable: 12%

Hispanics
- Unfavorable: 37%
- Neutral/NA: 23%
- Favorable: 23%
- Very Favorable: 17%

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Congressional Democrats: Favorable Minus Unfavorable Whites and Hispanics - MT West States
Congressional Republican Favorability

(Adults: 6 MT West States)

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Congressional Republicans: Favorable Minus Unfavorable Whites and Hispanics - MT West States
## State Democrat Favorability

### (Adults 6 MT West States)

<table>
<thead>
<tr>
<th></th>
<th>Whites</th>
<th>Hispanics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfavorable</td>
<td>48</td>
<td>36</td>
</tr>
<tr>
<td>Neutral/NA</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Favorable</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>Very Favorable</td>
<td>15</td>
<td>23</td>
</tr>
</tbody>
</table>

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
State Democrats: Favorable Minus Unfavorable Whites and Hispanics - MT West States

Arizona
Colorado
Nevada
New Mexico

Whites
Hispanics
State Republican Favorability

(Adults: 6 MT West States)

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
State Republicans: Favorable Minus Unfavorable Whites and Hispanics - MT West States

Arizona | Colorado | Nevada | New Mexico
---|---|---|---
Whites | Hispanics

20 | 15 | 10 | 5 | 0 | 5 | 10 | 15 | 20
-25 | -20 | -15 | -10 | -5 | 0 | 5 | 10 | 15 | 20

White | Hispanics
### Priority Issues for Whites

(Percent ranking issue as extremely important)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Percentage</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>57%</td>
<td>Jobs/Econ Growth</td>
</tr>
<tr>
<td>2</td>
<td>50%</td>
<td>Schools</td>
</tr>
<tr>
<td>3</td>
<td>49%</td>
<td>Federal Govt Spending</td>
</tr>
<tr>
<td>4</td>
<td>49%</td>
<td>Illegal Immigrants</td>
</tr>
<tr>
<td>5</td>
<td>43%</td>
<td>Crime and Drugs</td>
</tr>
</tbody>
</table>

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
## Priority Issues for Hispanics

(percentage ranking issue as extremely important)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Percentage</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>63%</td>
<td>Jobs/Econ Growth</td>
</tr>
<tr>
<td>2</td>
<td>63%</td>
<td>Schools</td>
</tr>
<tr>
<td>3</td>
<td>59%</td>
<td>Crime and Drugs</td>
</tr>
<tr>
<td>4</td>
<td>48%</td>
<td>Environment</td>
</tr>
<tr>
<td>5</td>
<td>47%</td>
<td>Health Care</td>
</tr>
</tbody>
</table>

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Obama Health Care Plan

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Financial Reform

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Income Taxes

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Arizona Immigration Law

Whites

- Not Far Enough: 18
- About Right: 50
- Goes Too Far: 29

Hispanics

- Not Far Enough: 12
- About Right: 28
- Goes Too Far: 57

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Stop Illegal Immigration Flows
Federal Involvement Level?

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Illegal Flows: Need More Federal Involvement
Whites and Hispanics - MT West States
Deal with Illegals Here: Federal Involvement Level?

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Deal with Illegals Here: State Involvement Level?

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Illegals Here: Need More State Involvement
Whites and Hispanics - MT West States

![Graph showing the number of whites and Hispanics in Arizona, Colorado, Nevada, and New Mexico. The bars for whites are shown in blue, and the bars for Hispanics are shown in red.](image-url)
Immigrants: Strength vs Burden

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey
Illegals: Pathway vs No Amnesty

Whites

Pathway: 35
No Amnesty: 31

Hispanics

Pathway: 46
No Amnesty: 23

Source: UNLV/BROOKINGS MOUNTAIN WEST Survey