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Sol Price School of Public Policy

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## **New Trend Analysis Shows Latino and Asian American Voting Power on the Rise in California**

*USC Price's California Civic Engagement Project's Study Also Predicts Sizeable Drop in  
Non-Latino, Non-Asian Voters Over Next 20 Years; Youth Vote Expected to Continue Decline*

**Los Angeles, January 21, 2020** – As both Latino and Asian-American population segments continue to grow significantly in California, so will their potential voting power, according to a [new election trend analysis](#) published by the USC Price School's California Civic Engagement Project (CCEP).

Synthesizing data from the California Voter Registration database and straight line CVAP (Citizen Voting Age Population) projections from the California State Department of Finance, CCEP found that if Latinos in California maintain the same eligible turnout rate as they had in the 2016 Primary Election—previously the second highest general electorate turnout since 1980—then the state should see an uptick to 21.5% in the group's share of voters during this year's California Primary on March 3.

The same upward trend is expected for the state's Asian Americans if their 2016 Primary Election voter turnout levels hold steady, with an expected rise in the Asian-American vote share to 8.3%, up from 7.1% in 2016. The combined voter turnout for both Latinos and Asian Americans would reach nearly 30% of all eligible voters in the state during the March 3 Primary. In some counties, they will constitute more than 50% of all eligible voters.

"In 2016, Latinos and Asian Americans together represented the highest percentage of voters of any California primary," said Mindy Romero, Ph.D., director of the CCEP at the USC Price School. "Combine this with their growing population levels statewide, and these two groups are on track in 2020 to reach their highest percentage yet of California's Primary Election voters casting a ballot—a total of at least 1,861,000 for Latinos and 722,000 for Asian Americans. Both groups will have considerable impact in California races. This is despite the fact that these groups remain underrepresented in California's electorate and that their overall turnout rates are still low."

The study also looked at the racial and ethnic composition of eligible voter populations in California through 2040. If trend lines and population projections hold steady, CCEP projects that by 2040, the white proportion of adult citizens eligible to vote will decline to just under 35%. The Latino population is expected to grow to just over 39% of the state's total eligible voter population by 2040 and potentially reach a 27.1% share of the Primary Election vote, while Asian-American population numbers are projected to grow to 17.6% over that same period, with a 10% share of the overall primary vote in the state.

The CCEP trend analysis also looked at the youth vote in California, with eligible voters between the ages of 18-24 still significantly underrepresented at the ballot box. The youth eligible turnout rate for the 2020 March 3 Primary is projected to be 7.4% (639,000), nearly the same percentage turnout as the 2016 Primary Election. However, due to projected declines in the youth population for each major race and ethnic group over the next 20 years, the number of youth voters is expected to decline through 2040.

Detailed CCEP fact sheets on the new study can be found [here](#). The fact sheets also highlight turnout data for Latinos and Asian Americans by California's most competitive congressional districts. Other election and turnout data from the CCEP is available [here](#).

### **About the California Civic Engagement Project (CCEP)**

The [California Civic Engagement Project](#) (CCEP) is part of the USC Sol Price School of Public Policy and is based in Sacramento. The CCEP conducts research to inform policy and on-the-ground efforts for a more engaged and representative democracy, improving the social and economic quality of life in communities. The CCEP is engaged in pioneering research to identify disparities in civic participation across place and population. Its research informs and empowers a wide range of policy and organizing efforts aimed at reducing disparities in state and regional patterns of well-being and opportunity. To learn about the CCEP, visit our website at <https://ccep.usc.edu>.

### **About University of Southern California (USC) Sol Price School of Public Policy**

Since 1929, the [USC Sol Price School of Public Policy](#) has forged solutions and advanced knowledge, meeting each generation of challenges with purpose, principle and a pioneering spirit. Our mission is to improve the quality of life for people and their communities, here and abroad. We fulfill this mission through scholarship conducted by our renowned faculty and 11 research centers. The strength of the USC Price research enterprise lies in the multiplicity of interconnected disciplines and diverse passions, catalyzing new ideas to solve contemporary problems.

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