

# Opportunities and Challenges Facing California with the 2021 California Recall

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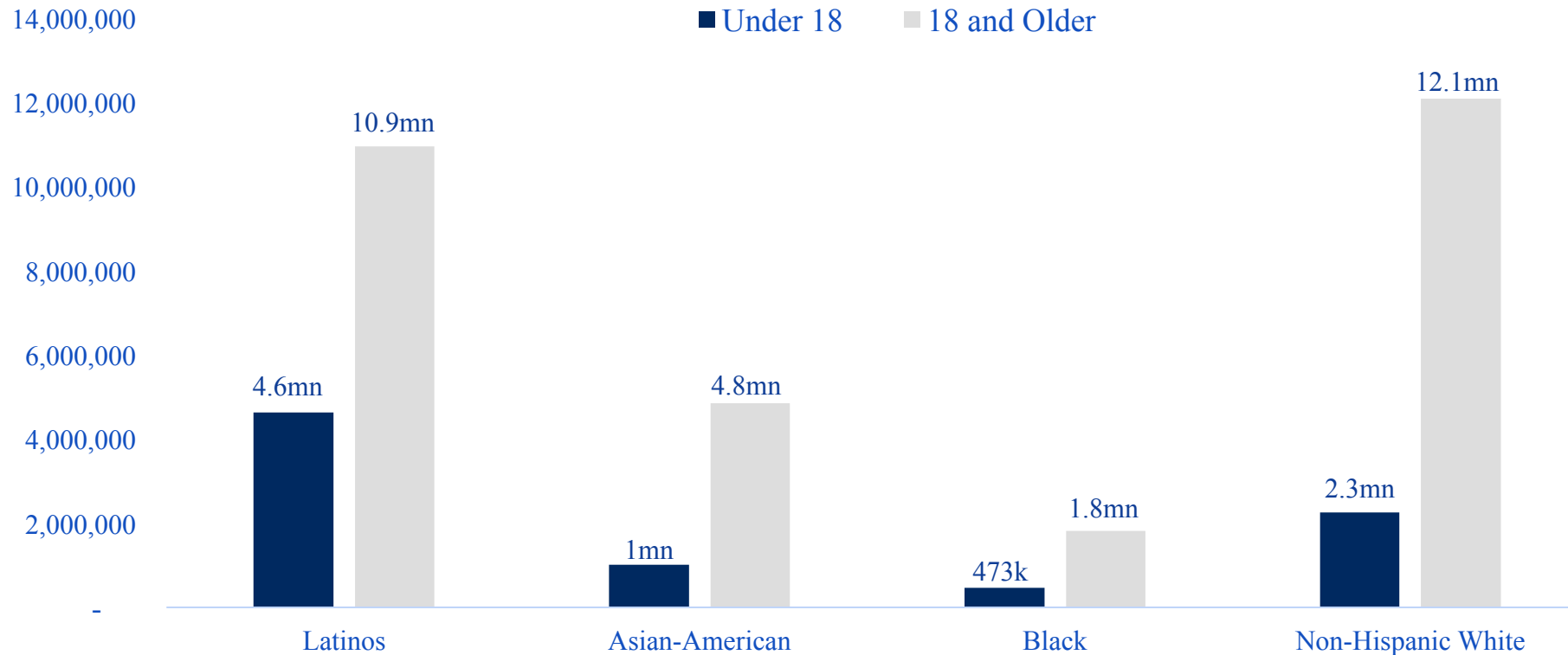
CHANGES IN THE  
COMPOSITION OF THE  
CALIFORNIA ELECTORATE  
BETWEEN 2002 AND 2022

## *California Recall in the Context of a Youthful & Diverse Electorate that Remains Invisible in Shaping Tailored Public Policy*

- The 2021 recall is an opportunity to build lasting relationships with California's non-white electorate that should not be wasted.
- Since the last California recall election, UCLA LPPI estimates that there has been nearly a 126% increase of Latino voters and 94% increase for Asian American voters. During the past 20 years, the white voting population in California was largely unchanged.
- Failure to build a strategy targeting growing Latino and Asian American voters is done at a campaign's peril; mobilizing voters in an off-cycle election will grow engagement for elections to come.

# Californian's Over and Under Age 18 by Race/Ethnicity

2019



- Together, Asian Americans and Latinos have twice as many under 18 residents as white Californians.
- These youthful and diverse electorates are fundamental to shaping electoral outcomes in California.
- California has the largest number of Latino and Asian American voters in the country.

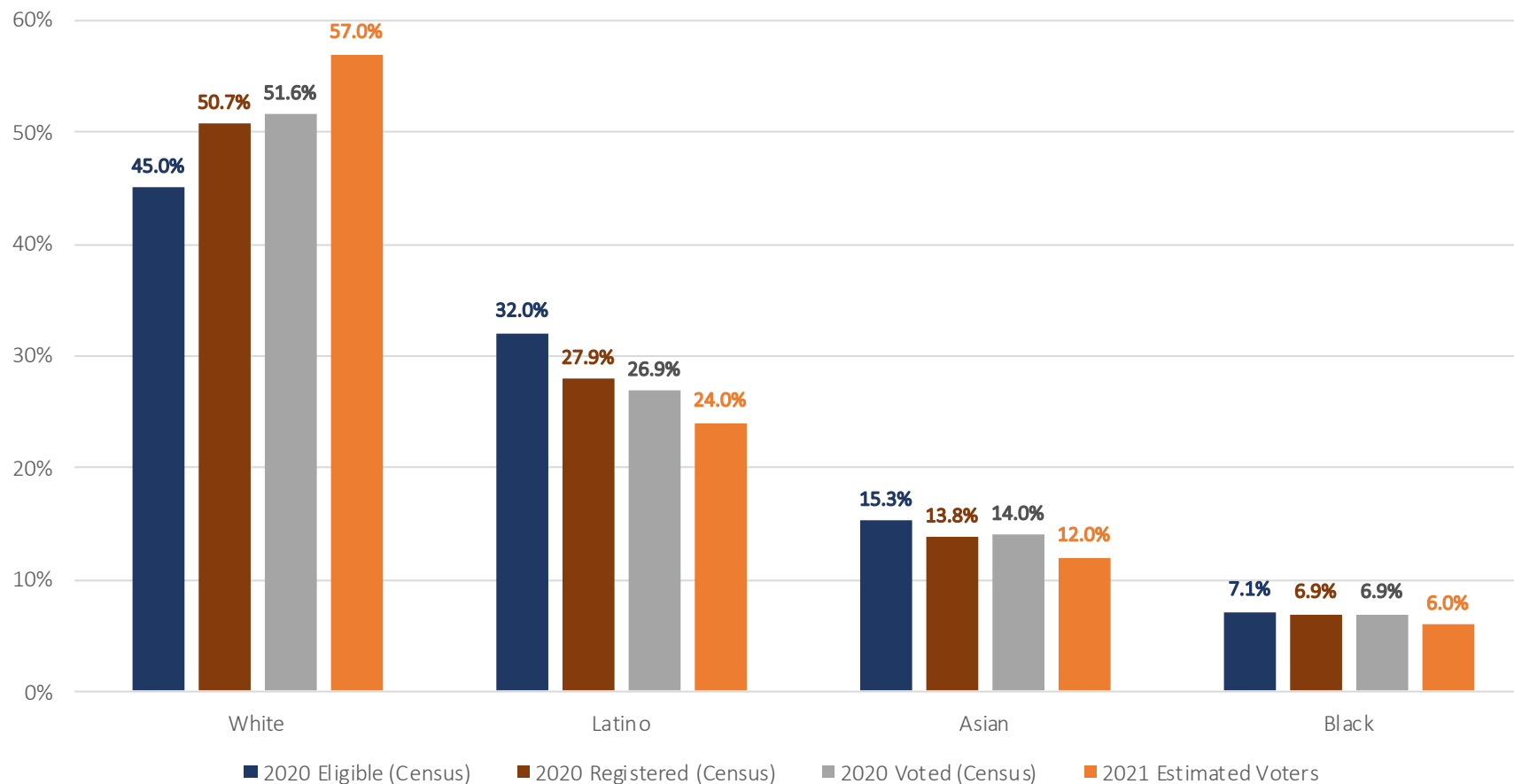
2020 saw historic turnouts for all voters; California's diverse voters were no exception.

**Table 1. California's Eligible Voters, Total Registered Voters, & Total Number of Voters Who Cast a Ballot in 2020**

	Statewide Total	White (non-Hispanic or Latino)		Latino		Asian		Black	
	N	N	%/Total	N	%/Total	N	%/Total	N	%/Total
Total Citizen Population	25,946,000	11,685,000	45.0%	8,305,000	32.0%	3,958,000	15.3%	1,834,000	7.1%
Total Registered Voters	18,001,000	9,133,000	50.7%	5,014,000	27.9%	2,491,000	13.8%	1,249,000	6.9%
Total Voted	16,893,000	8,711,000	51.6%	4,539,000	26.8%	2,370,000	14.0%	1,173,000	6.9%

*Estimated Racial/Ethnic  
Composition of Eligible and  
Registered voters in the  
2021 Recall Election*

# 2021 California Recall: Eligible, Registered, and Share of Estimated Votes by Race/Ethnicity

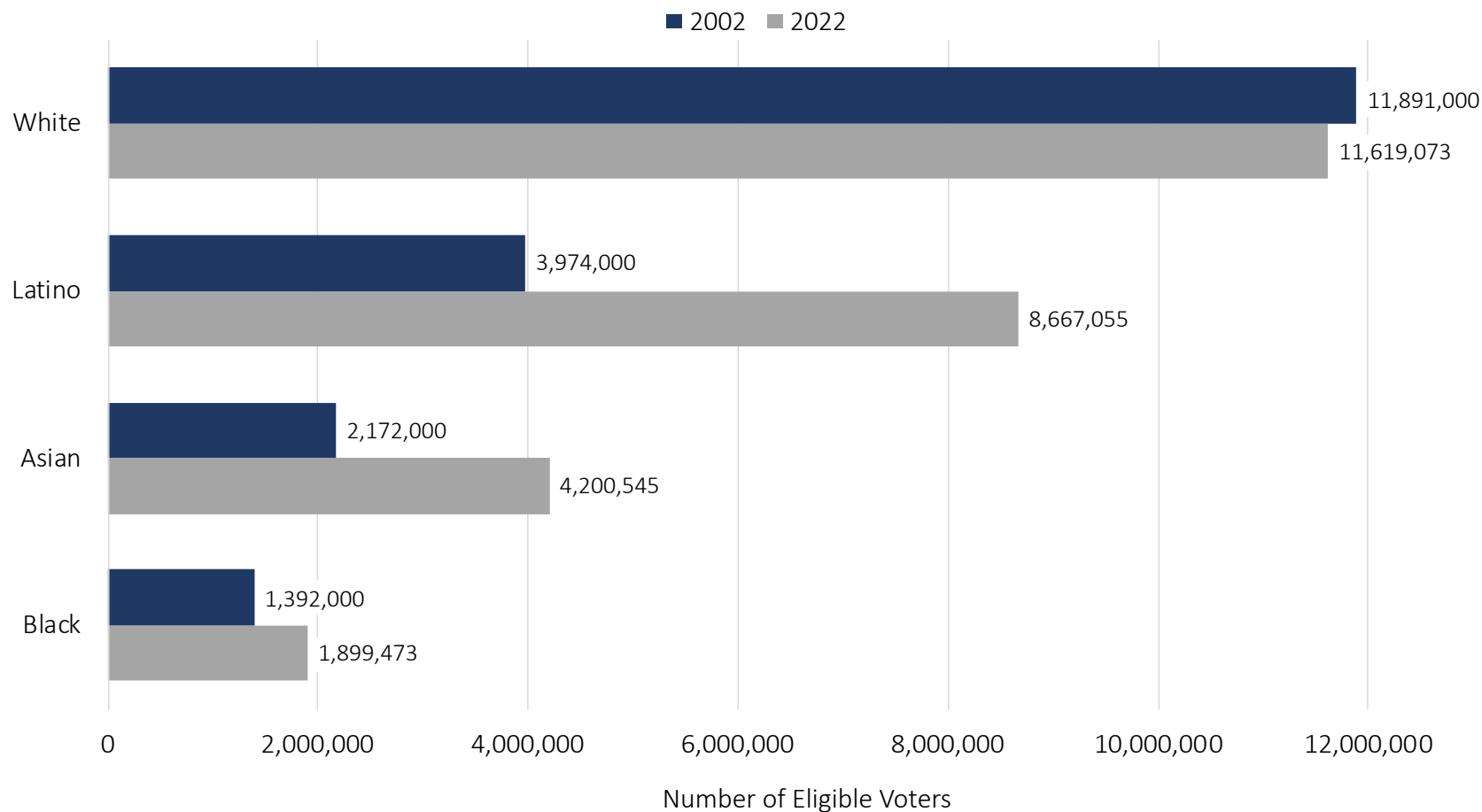


- Despite being 45% of all eligible voters, whites are estimated to be 57% of all voters during the 2021 Recall election.
- Older voters and whites are typically engaged and targeted at much higher rates in off-year and special elections.
- Black, Asian American, and Latino voters receive less outreach during non-presidential years.



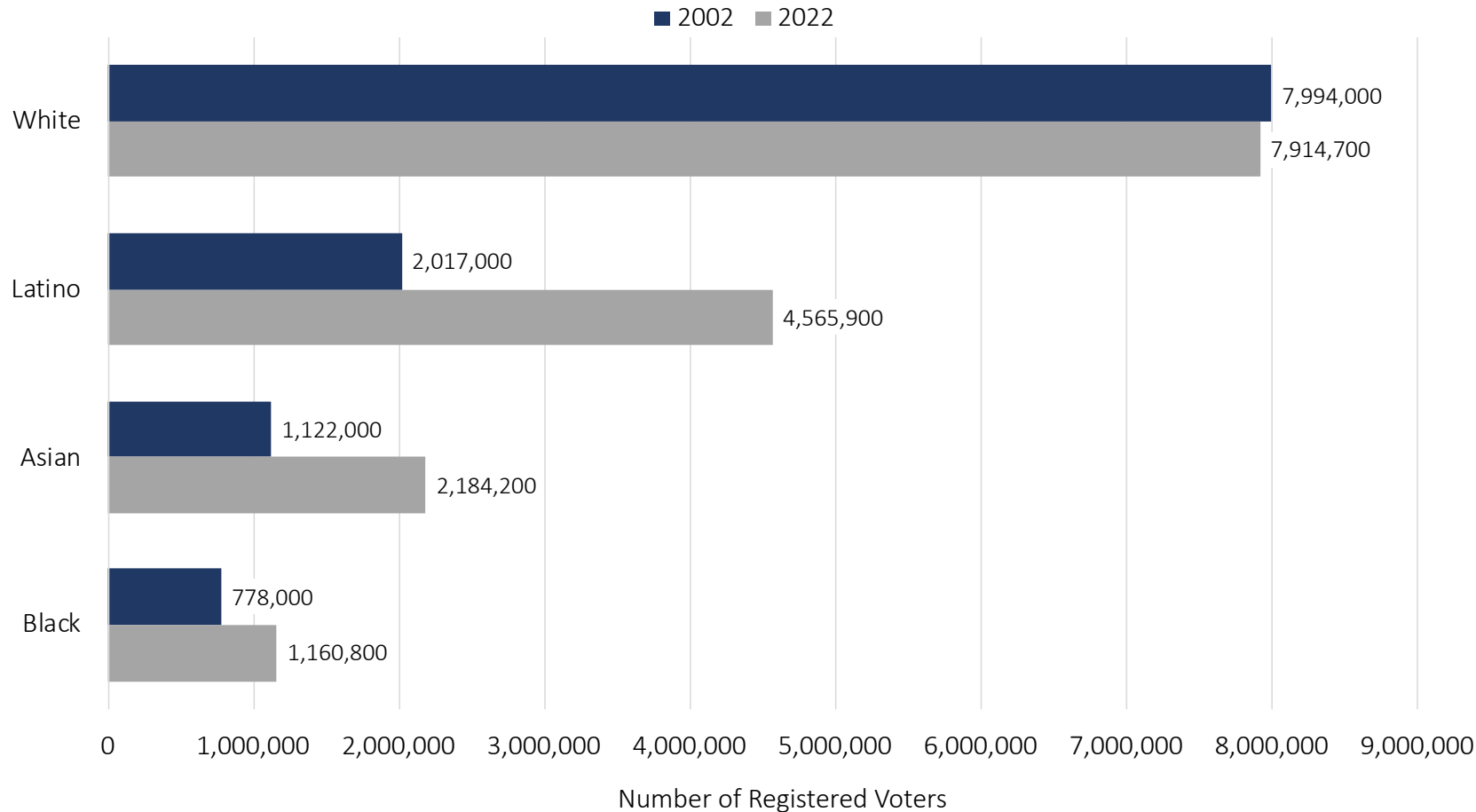
*Changes in the  
Composition of the  
California Electorate  
between 2002 and 2022  
Midterm Elections*

# Changes Among Eligible Voters by Race/Ethnicity in California, 2002-2022



- Black, Asian American, and Latino voters are projected to grow their shares of eligible voters between 2002 and 2022, while the share of white eligible voters is estimated to decrease.
- Over the last two decades, Latino and Asian American voters are projected to account for the largest share of new eligible voters in California.

# Changes Among Registered Voters by Race/Ethnicity in California, 2002-2022



- The number of Latino, Asian American, and Black registered voters is estimated to increase by 2022.
- Since 2002, Latino and Asian American voters are projected to account for the largest share of newly registered voters in California.

Compared to 2002, the number of **Eligible Voters** in California is estimated to increase 36% by 2022. Latino eligible voters are projected to more than double, while the number of white voters are expected to decrease by 2%.

**Table 3. Change in Registered Voters by Race/Ethnicity in California, 2002-2022**

	Total Eligible Change	White Eligible Change	Latino Eligible Change	Asian Eligible Change	Black Eligible Change
% Change (2002 - 2022 Projected)	36.56%	-2.29%	118.09%	93.40%	36.46%

**Registered Voters** in California in 2022 are projected to grow 35% Compared to 2002. This increase will be driven by Asian and Latino voters. While the number of Latino registered voters is expected to more than double, registration among White voters will likely decrease.

**Table 4. Change in Registered Voters by Race/Ethnicity in California, 2002-2022**

	Total Registered Change	White Registered Change	Latino Registered Change	Asian Registered Change	Black Registered Change
% Change (2002 - 2022 Projected)	35.11%	-0.99%	126.37%	94.67%	49.20%



**UCLA** Latino Policy & Politics Initiative

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