

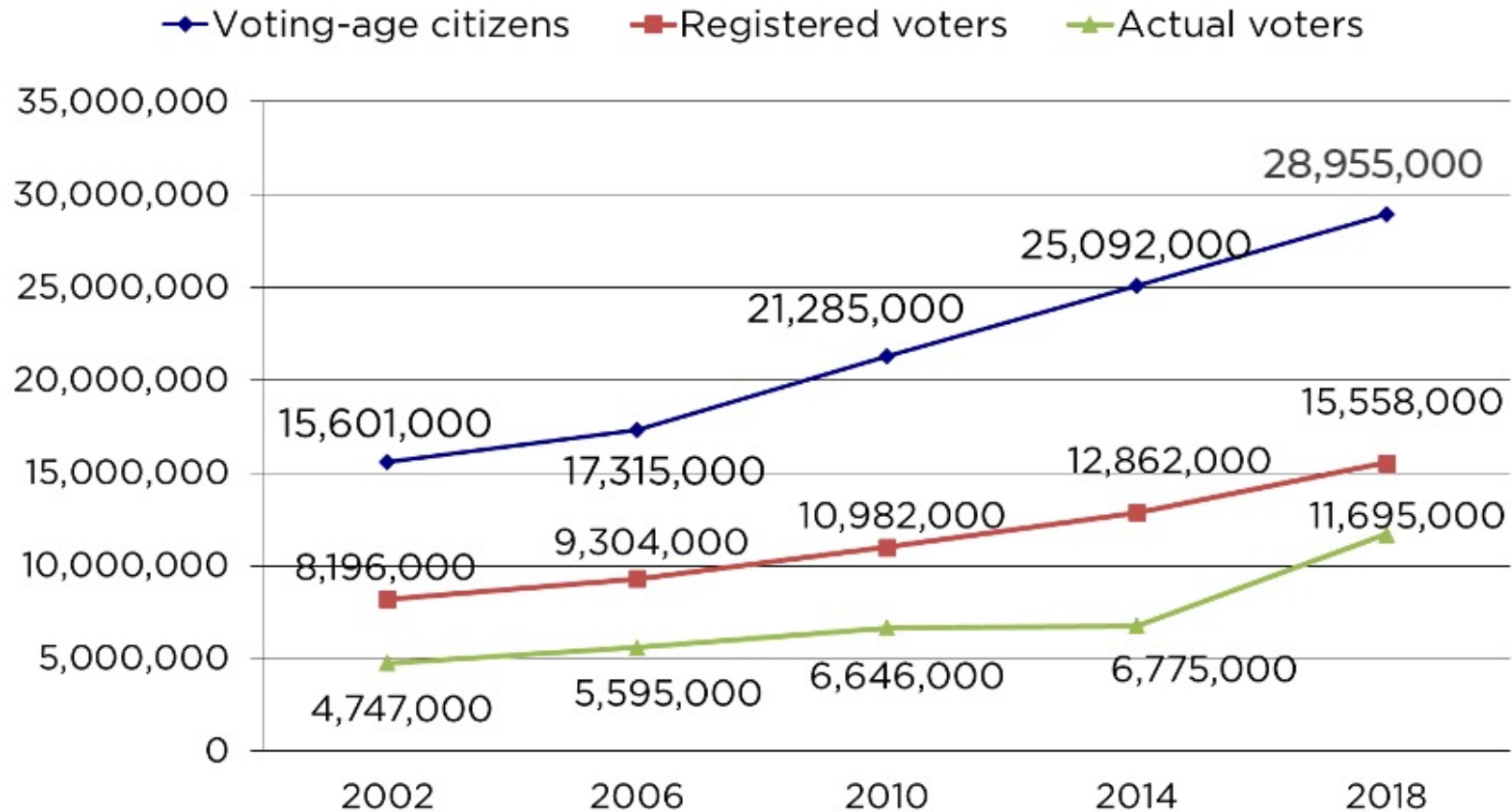


The Latino Vote in Election 2022

February 24, 2022

Current Landscape for Latino Participation

Midterm Congressional Elections



ELECTION 2018

Historic turnout for the nation and the Latino community

11.69 million Latinos cast ballots, a **73% increase over Election 2014.**

NATIONAL

Turnout of registered voters: **80%**
Turnout of voting-age citizens: **53%**

LATINO

Turnout of registered voters: **75%**
Turnout of voting-age citizens: **40%**

Election 2018

A Pivotal Moment for Latino Voters

Several factors helped fuel Latino activism and enthusiasm

- **Intensity of political dialogue:**
 - Migrant caravan crisis
 - Rise in anti-Latino measures and comments about immigrants from then-President Trump
 - Seventy-five percent of Latino registered voters reported in tracking poll that these issues made them more interested in participating in Election 2018
- **Competitive statewide and congressional contests, many featuring Latino candidates**

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11.61 Million Latinos will vote in Election 2022

This mirrors the groundbreaking turnout in Election 2018, and is a 71.4% increase from Election 2014.

One of every 10 voters is expected to be Latino (9.8 percent), which mirrors the Latino share in 2018, and is a 34.1 percent increase from 2014.

Election 2022

Latino Voter Turnout State Projections

Increase from 2018 projected in key competitive swing states of Arizona, Colorado, and Nevada

STATE	PROJECTED LATINO VOTE 2022	LATINO VOTE 2018	% CHANGE BETWEEN 2018 AND 2022	LATINO VOTE 2014	% CHANGE BETWEEN 2014 AND 2022
ARIZONA	644,600	588,000	9.6%	364,000	77.1%
COLORADO	282,000	259,000	8.9%	218,000	29.4%
NEVADA	165,100	156,000	5.8%	97,000	70.2%

Election 2022

Latino Voter Turnout State Projections

Latino vote projected to mirror 2018 turnout in California, Florida, Illinois, New Jersey, New York, and North Carolina

STATE	PROJECTED LATINO VOTE 2022	LATINO VOTE 2018	% CHANGE BETWEEN 2018 AND 2022	LATINO VOTE 2014	% CHANGE BETWEEN 2014 AND 2022
CALIFORNIA	3,251,000	3,300,000	-1.5%*	1,707,000	90.5%
FLORIDA	1,426,000	1,393,000	2.4%*	892,000	59.9%
ILLINOIS	353,500	354,000	-0.1%*	218,000	62.2%
NEW JERSEY	469,900	471,000	-0.2%*	274,000	71.5%
NEW YORK	752,000	731,000	2.9%*	502,000	49.8%
NORTH CAROLINA	103,000	104,000	-1.0%*	53,000	94.3%

*Not statistically significant

Election 2022

Latino Voter Turnout State Projections

Decrease from 2018 projected in New Mexico and Texas

STATE	PROJECTED LATINO VOTE 2022	LATINO VOTE 2018	% CHANGE BETWEEN 2018 AND 2022	LATINO VOTE 2014	% CHANGE BETWEEN 2014 AND 2022
NEW MEXICO	218,400	242,000	-9.8%	179,000	22.0%
TEXAS	1,795,500	1,918,000	-6.4%	1,092,000	64.4%

Election 2022 State Projections

Latinos Share of All Voters and Turnout of Latino Registered Voters

	PROJECTED LATINO SHARE OF VOTERS	PROJECTED TURNOUT OF LATINO REGISTERED VOTERS
ARIZONA	22.8%	69.5%
CALIFORNIA	25.3%	71.2%
COLORADO	10.9%	77.2%
FLORIDA	18.1%	74.5%
ILLINOIS	7.9%	63.0%
NEVADA	16.6%	66.2%
NEW JERSEY	15.6%	73.3%
NEW MEXICO	30.4%	68.3%
NEW YORK	12.1%	68.6%
NORTH CAROLINA	2.4%	73.4%
TEXAS	21.2%	63.1%

Election 2022

Non-Hispanic Voter Turnout

For the nation and several states, the non-Hispanic vote is also projected to **decline** from 2018.

	CHANGE IN NON-HISPANIC VOTE FROM 2018
UNITED STATES	-3.8%
CALIFORNIA	-3.3%
ILLINOIS	-6.5%
NEVADA	-2.4%
NEW JERSEY	-12.6%
NEW YORK	-9.8%
TEXAS	-4.1%

Election 2022

Non-Hispanic Voter Turnout

For Arizona and Florida, the non-Hispanic vote **is projected to mirror the 2018 non-Hispanic turnout.**

The non-Hispanic vote is projected to **increase** in Colorado (10.2 percent), New Mexico (5.8 percent), and North Carolina (9.3 percent).

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Landscape for Election 2022

Unprecedented Political, Social, and Public Health Environment

NALEO Educational Fund projections are only the floor, with Latino voter turnout potentially exceeding them.

Factors affecting turnout include:

- COVID-19 pandemic impact on Latinos and their access to the ballot
- Naturalization trends
- Competitive races in various states
- Changes in voter registration laws and practices
- Investment in Latino voter mobilization by candidates and both political parties

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Critical Need for Sustained Investment in Latino Voter Mobilization

The eligible Latino electorate will continue to grow.

Increase in Latino voter turnout must keep pace with this growth for continued Latino political progress.

Candidates and both political parties must invest significant resources in sustained mobilization of eligible Latino voters.

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Texas Primary: March 1, 2022

The Latino Population in Texas 2010–2020

- The state's population grew from 25.1 million to 29.1 million, a 15.9 percent increase.
- The Latino population grew from 9.5 million to 11.4 million, a 20.9 percent increase.
- The Latino population increase was nearly half (49.5 percent) of the state's population growth.
- The Latino population grew more than other population groups.
- The state's population that is Latino grew from 37.6 percent to 39.3 percent.

Latinos are projected to be the largest population group in the state (a plurality) in the next few years.

The Latino Electorate and Voting in Texas

- Texas' 4.2 million Latino registered voters are more than one of every four of all registered voters in the state (27 percent).
- Latino registered voters tend to be younger than non-Latino registered voters.

9%
OF NON-LATINO REGISTERED VOTERS
ARE 18–24 years old

50%
ARE 50 years and older

17%
OF LATINO REGISTERED VOTERS
ARE 18–24 years old

36%
ARE 50 years and older

Texas Adopts Discriminatory Redistricting Plans

- Congressional and state legislative plans dilute the Latino vote.
- Texas House of Representatives map reduces Latino opportunity districts from 33 to 30.
- Texas State Senate map fails to create any new Latino opportunity districts, despite significant growth of Latino population since 2010.
- While Texas gains two congressional districts largely due to Latino population growth, congressional map decreases Latino opportunity districts from eight to seven.
- MALDEF is challenging maps in court, claiming violations of the U.S. Constitution and federal Voting Rights Act.

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Unfair Texas Election Policies and Practices Affecting March Primary

- Resumption of voter registration roll purge practices that have likely canceled or threatened to cancel the registration of many naturalized citizens.
 - MALDEF, ACLU-TX, and other voter rights groups have sued the Texas Secretary of State to obtain records about the program.
- Requirements for ID numbers on vote-by-mail (VBM) applications and VBM ballots, which must match number on voters' registration records
 - Elections officials are reporting alarming VBM application and ballot rejection rates.
 - Harris County has requested that federal Department of Justice investigate rejections.
- Restrictions on late-night early voting, "drive-through" voting, and how persons can assist voters

Voter Engagement and Protection

NALEO Educational Fund's year-round toll-free bilingual hotline **1-888-VE-Y-VOTA** (1-888-839-8682) provides Latino voters with vital information on every aspect of the electoral process including:

- How to register to vote,
- State voter ID requirements, and
- Election Day polling place locations.





Thank you.

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