



NALEO Educational Fund

2024: Latino Voters Decide

February 2024

Latino Vote in Presidential Elections: 2000–2020



Election 2020: Historic Turnout for the Nation and Latino Community

16.5 million Latinos cast ballots, a 30% increase from Election 2016.

92%

Turnout of all registered voters

88%

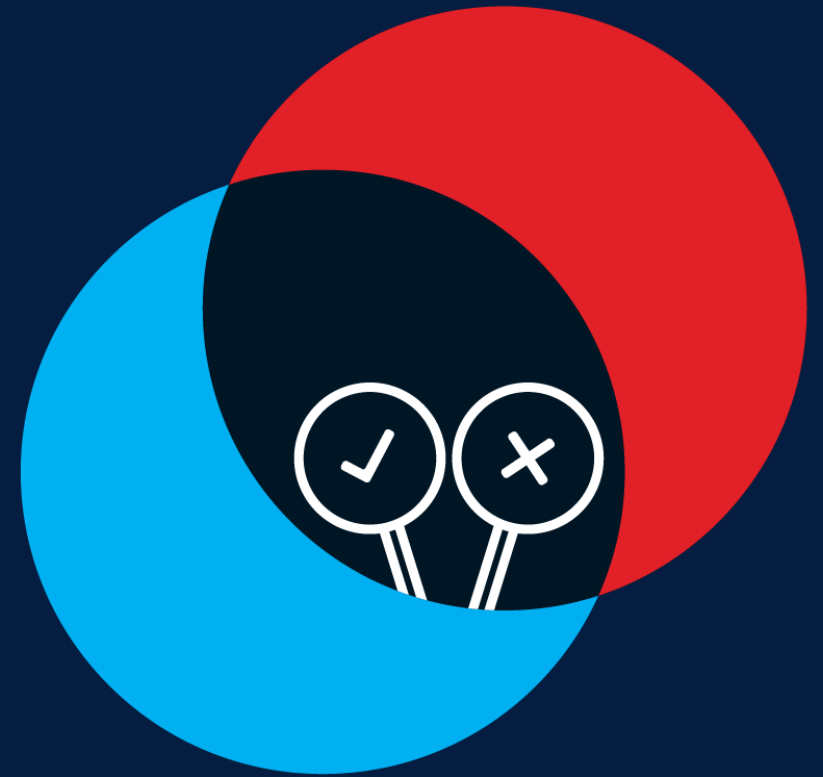
Turnout of Latino registered voters



Election 2020: A Pivotal Moment for Latinos

Several factors may have fueled Latino engagement and enthusiasm:

- COVID-19
- Racial reckoning
- Competitive congressional and state races, many featuring Latino candidates



NALEO Educational Fund Projections

17.5 million Latinos will vote in November 2024

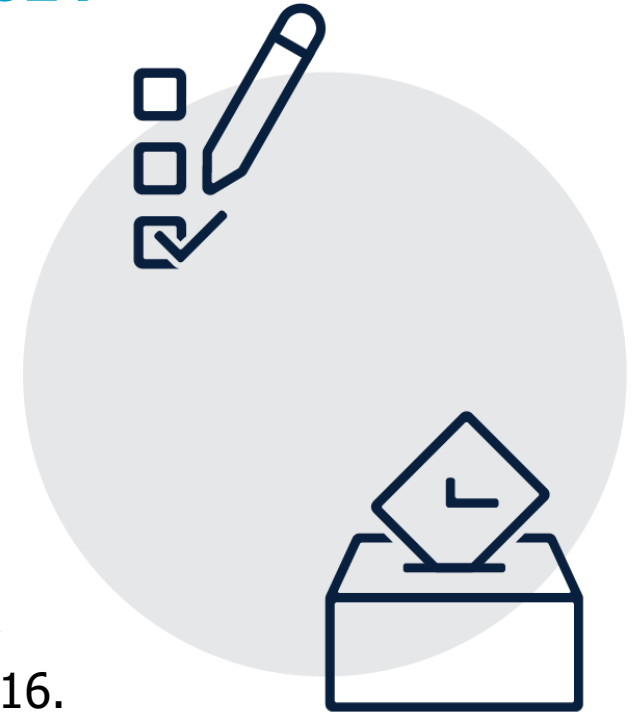
6.5%

Increase from
Election 2020

38.3%

Increase from
Election 2016

More than one of every 10 voters is expected to be Latino (**11.1%**), which mirrors the Latino share in 2020 and is a **20.5%** increase from 2016.



2024 Latino Voter Projections for Key States

Projected votes cast:

276,000

NEVADA

4,816,467

CALIFORNIA

2,035,933

FLORIDA

992,900

NEW YORK

Projected increases in votes cast from 2020:

15.5%

NEVADA

6.1%

CALIFORNIA

13.8%

FLORIDA

12.4%

NEW YORK

Latino turnout in **Arizona, Georgia, New Jersey,** and **Texas** will likely mirror that of 2020.

2024 Non-Hispanic Voter Projections

Projected votes cast:

140,223,733

NATIONAL

8,154,133

FLORIDA

1,200,467

NEVADA

Projected increases in votes cast from 2020:

1.5%

NATIONAL

2.8%

FLORIDA

8%

NEVADA

Non-Hispanic turnout in **Arizona, California, Georgia, New York,** and **Texas** will likely mirror that of 2020.

Non-Hispanic vote in **New Jersey** projected to decrease by **4.9%** from 2020.

2024 Landscape: Volatility

Factors affecting turnout include:

- The economy
- Continuing impact of COVID-19 pandemic on Latinos and electoral access
- Naturalization trends
- Competitive races in various states
- Changes in voter registration laws and practices
- Investment in Latino voter mobilization by candidates and political parties

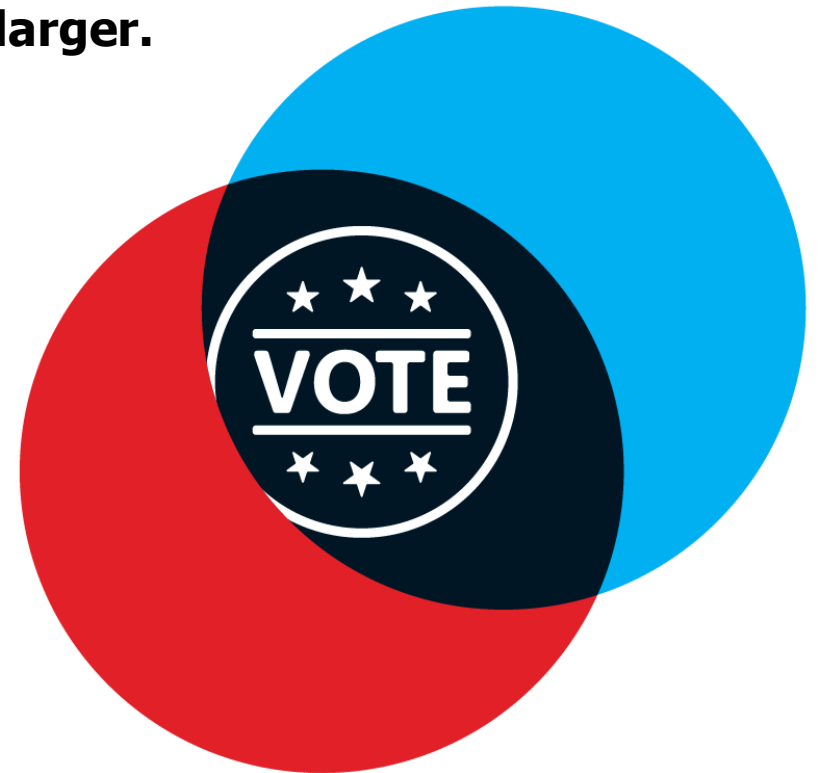
NALEO Educational Fund projections are only the floor, with Latino voter turnout potentially exceeding them.

Latino Voter Mobilization: A Critical Need for Sustained Investment

The eligible Latino electorate will continue to grow even larger.

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

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



Latino 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:

- How to register to vote
- State voter ID requirements
- Election Day polling place locations
- How to seek assistance with voting issues



A CAMPAIGN OF **NALEO**
Educational Fund

Addressing Misinformation, Disinformation, and Malinformation (MDM)

NALEO Educational Fund's *Defiende La Verdad* campaign builds the capacity to counter MDM through:

- Bilingual trainings and resources
- Utilizing key stakeholders in a monitoring and reporting program
- Engaging with media partners
- Conducting “rapid response” efforts to flag harmful social media content



**DEFIENDE
LA VERDAD**

A CAMPAIGN OF **NALEO**
Educational Fund



Thank you!

ARTURO VARGAS

Chief Executive Officer

avargas@naleo.org

X (formerly Twitter): @ArturoNALEO

www.naleo.org