



For Immediate Release
February 20, 2014

Contact: Amanda Bosquez, abosquez@naleo.org
(202) 546-2536 ext. 12, (361) 548-6989 (cell)

Paula Valle Castanon, pvalle@naleo.org
(213) 747-7606 ext. 4414, (323) 253-6431 (cell)

2014 Texas Profile of Latino Electorate and Candidates Released in Advance of State Primary Election

WASHINGTON, D.C. - The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, the nation’s leading organization that facilitates the full participation of Latinos in the American political process, today released its 2014 primary electoral profile for the Latino electorate in Texas.

Texas is home to nearly 10 million Latinos, who comprise over one-third of the state’s residents (38 percent). Between 2000 and 2010, the state’s Latino population grew from 6,669,666 to 9,460,921, an increase of 41.8 percent. During the same period, Texas’ total population grew from 20,851,820 to 25,145,561, an increase of 20.6 percent. The increase in Texas’ Latino community equaled nearly two-thirds (65.0 percent) of the state’s total population growth. Latino voter turnout in Texas mid-term Congressional elections also continues to increase, growing from 623,000 in 1998 to 1,012,000 in 2010, an increase of 62.4 percent.

“These numbers equate to real political power in the upcoming midterm elections, with the Latino electorate accounting for more than one out of every five registered voters (22 percent) in the state of Texas,” stated NALEO Educational Fund Executive Director Arturo Vargas. “In the coming days and months, it will be critical for campaigns and candidates to actively engage Texas Latino voters on the issues that matter most if they want to gain the support of this increasingly influential electorate.”

Latinos comprise significant shares of the population, eligible electorate and registered voters in several counties and regions in Texas, including the following areas:

County or Region	Latino Population	Latino Share of Total	Latino U.S. Citizen Adults	Latino Share of Total	Latino Registered Voters	Latino Share of Total
Bexar County	1,010,015	59%	593,520	52%	382,860	44%
Dallas County	908,199	38%	277,397	20%	176,244	16%
Dallas-Fort Worth*	1,392,440	33%	453,678	18%	283,212	14%
El Paso County	655,623	82%	340,528	76%	265,977	72%
Harris County	1,671,262	41%	590,282	25%	392,836	21%
Rio Grande Valley*	1,138,350	90%	511,892	84%	411,260	82%

Tarrant County	484,241	27%	176,281	15%	106,968	12%
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*The Dallas-Fort Worth region is comprised of Dallas and Tarrant Counties combined. The Rio Grande Valley region is comprised of Cameron, Hidalgo, Starr and Willacy Counties.

In addition to Texas' 36 seats in the U.S. House of Representatives and one of its seats in the U.S. Senate, Latino voters in the state's 2014 primary elections will determine the nominees for several statewide, state legislative and judicial positions. These contests include Governor, Lieutenant Governor, Attorney General, 16 State Senators, and all 150 Texas State Representatives, in addition to judicial seats on the Texas State Supreme Court. Latino candidates are pursuing nominations in both major political parties, including the following key positions:

Statewide Races

- In Texas' gubernatorial primaries, former professional photographer and Army veteran Ray Madrigal (D) and former television personality Miriam Martinez (R) are facing uphill battles against the frontrunners in their respective contests: State Senator Wendy Davis (D) and Texas Attorney General Greg Abbott (R).
- State Senator Leticia Van De Putte (D) is running unopposed in her bid for the Lt. Governor nomination. In the general election, she will face the victor of the Republican primary race, where the candidates include incumbent David Dewhurst, State Senator Dan Patrick, State Land Commissioner Jerry Patterson and State Agriculture Commissioner Todd Staples.

Congressional Races

- Attorney Linda Vega faces an uphill battle in her bid to unseat incumbent Republican U.S. Senator John Cornyn, who is running for re-election.
- All six of the Latino incumbents in the Texas U.S. House of Representatives delegation are seeking re-election, and all have excellent prospects of winning their primary contests: Democrats Joaquin Castro, Henry Cuellar, Pete Gallego, Ruben Hinojosa, Filemon Vela and Republican Bill Flores.
- In the Republican primary for the 23rd Congressional District, former U.S. Representative Francisco "Quico" Canseco is facing business consultant Will Hurd and physician Robert Lowry. If Canseco wins the primary, the general election contest will be a re-match between Canseco and incumbent U.S. Representative Pete Gallego (D).
- In the 25th Congressional District, former public health officer Marco Montoya is running a competitive contest against attorney Stuart Gourd for the Democratic nomination. If Montoya is victorious, he will face an uphill battle against incumbent Roger Williams (R) in the general election.
- Attorney Frank Perez is running unopposed in the 32nd Congressional District Democratic primary, where will have a tough race in his general election challenge to incumbent U.S. Representative Pete Sessions (R).
- Attorney Tom Sanchez (D) is facing a difficult primary contest in his 33rd Congressional district bid to unseat incumbent U.S. Representative Marc Veasey (D).
- Business consultant and former San Marcos Mayor Susan Narvaiz is running unopposed in the 35th Congressional district's Republican primary; in the general election, she will face a tough contest against incumbent U.S. Representative Lloyd Doggett (D).

In advance of the Texas primary election, NALEO Educational Fund has been actively working to ensure that the state's Latino community has the information necessary to make their voices heard at the ballot box. These efforts include operating the NALEO Educational Fund toll-free bilingual hotline **1-888-VE-Y-VOTA (1-888-839-8682)** and the **yaeshora.info** website to provide Texas Latino voters with vital information on every aspect of the electoral process in 2014, from registering to vote, to voter ID requirements, to finding their polling place on Election Day.

What:

NALEO Educational Fund's 2014 Texas Latino Electorate and Candidates Profile

When:

Available online now

Where:

<http://www.naleo.org/2014profiles>

Media:

For questions or interviews, please contact Amanda Bosquez at 202-546-2536 or abosquez@naleo.org, or Paula Valle Castanon at pvalle@naleo.org or (213) 747-7606 ext. 4414.

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.