



NEWS RELEASE

For Immediate Release
March 9, 2016

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

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

Nearly 1.7 Million Florida Hispanics to Cast Ballots in Election 2016

In lead up to Election Day, NALEO Educational Fund's toll-free bilingual 1-888-VE-Y-VOTA hotline will provide Hispanic voters with information on every aspect of the electoral process

WASHINGTON, D.C. – As Hispanic voters prepare to head to the polls in Florida and four other primary election states next Tuesday, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund released its November turnout projection and primary profile for the Hispanic electorate in Florida.

NALEO Educational Fund analysis projects that nearly 1.7 million Hispanics will cast ballots on Election Day in Florida. With more than two million Florida Hispanic registered voters, the Hispanic electorate is expected to play a decisive role in this delegate-rich state. Accounting for 12 percent of all registered Republican voters in the state, Florida Hispanic Republicans voters will be especially important in 2016. The Republican primary election on March 15 is set to have far reaching implications in the presidential election, with many pundits stating Florida has become a must-win state for Cuban-American U.S. Senator Marco Rubio.

According to NALEO Educational Fund projections, more than 13.1 million Hispanic voters are expected to make their voices heard at the ballot box in Election 2016, up from 11.2 million in 2012. This would mark a 17 percent increase in participation from Election 2012. Hispanic turnout could reach even higher numbers, depending on the candidates put forth by the major political parties and whether there is increased investment in outreach to Hispanic voters in the lead up to Election Day.

Florida (Full Hispanic primary profile available [here](#))

- **Election 2016:** Nearly 1.7 million Florida Hispanics are expected to cast ballots this November, comprising 18.4 percent of all voters in the state. This would mark nearly a 20 percent increase in Hispanic turnout in the state from Election 2012.
- **Election 2012:** Nearly 1.4 million Hispanics voted in November 2012, accounting for 17.3 percent of all Florida voters.
- **Voter Turnout Trends:** Hispanic voter turnout in Florida presidential elections nearly tripled from 1996 to 2012, growing from 510,000 to nearly 1.4 million, an increase of 174 percent.
- **Electoral College Votes:** 29
- **Latino Population:** More than 4.7 million Hispanics reside in Florida (2014), comprising 24 percent of the total population.

- **Latino Electorate:** There are more than two million Hispanic registered voters in the state, accounting for nearly one of every six (16 percent) Florida registered voters (as of February 2016).
- **Party Affiliation:** Nearly four of ten Hispanics are Democrats (38 percent), 25 percent are Republican, and 37 percent are not affiliated with either major political party. Florida's Hispanics account for 12 percent of the state's registered Republican voters.

“The Hispanic community has been a decisive force in the outcome of several early primary caucuses and elections this year. As we near November, the race for the White House will continue to run through the Hispanic community,” stated Arturo Vargas, National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund executive director. “Candidates who choose to use the Hispanic community as a punching bag to score political points do so at their own peril. With more than 13.1 million Hispanic voters expected to cast ballots in 2016, the Hispanic community will throw the knockout punch come Election Day.”

As we near Election 2016, NALEO Educational Fund will continue its efforts to ensure that Hispanic voters have 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)** that provides Hispanic voters with information on every aspect of the electoral process, from registering to vote, to voter ID requirements, to finding their polling place. On Election Day, the hotline is connected to the Election Protection efforts and 1-866-OUR-VOTE, offering Hispanic voters nationwide a bilingual resource to get assistance and report any problems they may experience at the polls.

To view the full Florida primary profile, click [here](#) or visit the NALEO Educational Fund election website at www.naleo.org/election2016.

###

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.