



NEWS RELEASE

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*****ELECTION 2020 PRIMARY PROFILE*****

Florida: More than 1.8 Million Hispanic Voters Expected to Cast Ballots in 2020 Election

Hispanic voters expected to play a critical role in the outcome of the Florida Democratic Primary

WASHINGTON, D.C. – Days before Hispanics will make a decisive impact on the outcome of the Florida Democratic primary on the second Super Tuesday (March 17), the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund released its profile of the Florida Hispanic electorate. The full [Florida primary profile](#) is available for download [here](#).

According to NALEO Educational Fund analysis, more than 1.8 million Hispanic voters will make their voices heard at the ballot box in 2020, an increase of 18 percent from Election 2016. Since the turn of the century, Hispanic turnout in Florida Presidential elections has increased dramatically by 129 percent, from 678,000 in 2000 to more than 1.5 million in 2016.

“Florida is the ultimate electoral battleground state, boasting a diverse Hispanic population who represent all sides of the political spectrum,” stated Arturo Vargas, Chief Executive Officer of NALEO Educational Fund. “Florida Hispanics have been a deciding factor in four of the last five presidential elections, and 2020 will be no different, as more than 1.8 million Hispanics will make their voices heard in one of the most important election years in the history of our country.”

Key Characteristics of the Hispanic Electorate and Population in Florida:

- **Population and Electorate Size**
 - Florida is home to more than 5.5 million Hispanics, who comprise over 26 percent of the state’s total population (21.3 million).
 - The 2.2 million Hispanic registered voters (as of January 2020) in Florida account for 17 percent of all registered voters in the state (13.2 million).
- **Age**
 - Hispanic registered voters tend to be younger than non-Hispanics, with 18- to 24-year-olds comprising 12 percent of all registered Hispanics in Florida, compared to only 8 percent of the same age group for non-Hispanic voters.
 - Similarly, 19 percent of Hispanic registered voters are 25- to 34-year-olds, compared to 15 percent for non-Hispanics, respectively.

- In contrast, more than half (55 percent) of non-Hispanic registered voters are 50 and older, compared to 44 percent of Hispanics.
- **Party Affiliation**
 - Among Hispanic registered voters in Florida, 38 percent identify as Democrats, with the remaining 62 percent identifying as either Republicans (24 percent) or as not affiliated with either major political party (38 percent).
- **Political Representation**
 - In 2019, 208 Hispanics served in elected office in Florida, with 87 percent serving at the local level, including county, municipal, school board, judicial, and law enforcement officials.
 - Between 1996 and 2019, the number of Hispanics serving in elected office in Florida increased from 72 to 208.

In the last five presidential elections, Florida has been a key battleground state with extremely competitive contests that have had a significant impact on the outcome of the presidential race. The Hispanic vote has played a pivotal role in many of these elections. In November 2000 and 2004, Hispanic support for President George W. Bush (R) helped him carry the state and garner the Electoral College votes needed for his victories. During the 2008 contest, the Hispanic vote was particularly critical in helping then-candidate Barack Obama (D) win Florida and reverse the Republican trend of the previous two presidential races.

In Election 2012, the Florida vote was extraordinarily close, and President Obama's margin of victory over Governor Mitt Romney (R) was less than 1 percent. As was the case in 2008, CNN exit poll data indicate that the Hispanic vote was crucial for Obama's victory. According to these data, white voters favored Governor Romney 61 percent to 37 percent, while Hispanic voters supported Obama over Romney 60 percent to 39 percent.

In Election 2016, the overall Florida vote was also extremely close, and then-candidate Donald Trump's (R) margin of victory was 1 percent over Hillary Clinton (D). According to the Election Eve Poll by research firm Latino Decisions, Hispanics supported Clinton over Trump by 67 percent to 31 percent. In contrast, according to CNN exit polling, white voters supported Trump over Clinton by 64 percent to 32 percent.

In 2020, 38 percent of Florida's Hispanics are Democrats, and they account for 18 percent of the state's Democrats. With the Presidential Democratic nominee still undecided, Florida's Hispanics are poised to play a key role in the state's primary.

Congressional Primary Races to Watch

- U.S. House of Representatives
 - All three of Florida's incumbent Hispanic U.S. Representatives are running for re-election, and two do not face serious opposition in the primary or general election: Democrat Darren Soto in the 9th Congressional District and Republican Mario Diaz-Balart in the 25th Congressional District.
 - In the 26th Congressional District, Democratic U.S. Rep. Debbie Mucarsel-Powell is likely to win the Democratic primary but will face a competitive contest in the general election. Hispanics seeking the Republican nomination include Omar

- Blanco, head of the Miami-Dade firefighter and paramedics union, Miami-Dade County Mayor Carlos Gimenez, and business owner Irina Vilariño.
- In the 13th Congressional District Republican primary, Air Force veteran Anna Paulina Luna is running against a crowded field of candidates to face U.S. Rep. Charlie Crist, the likely winner of the Democratic Primary.
 - In the 18th Congressional District Democratic primary, attorney Osvaldo Vasquez is pursuing the opportunity to face U.S. Rep. Brian Mast, the likely winner of the Republican primary.

Ahead of Super Tuesday and in the lead up to Election 2020, NALEO Educational Fund will continue its efforts to ensure that Hispanic voters in Florida and nationwide have the necessary information to make their voices heard at the ballot box. These efforts include operating the NALEO Educational Fund toll-free bilingual election protection hotline 1-888-VE-Y-VOTA (1-888-839-8682), providing vital information on every aspect of the electoral process, from registering to vote, to voter ID requirements, to finding polling places on Election Day.

NALEO Educational Fund's 2020 Florida Primary Profile is available for download [here](#).

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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.