



NEWS RELEASE

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*****2020 LATINO ELECTION HANDBOOK RELEASED*****

NALEO Educational Fund Releases Handbook Examining Latino Participation in the 2020 Elections

*Handbook provides critical insight into Latino voter trends
and the 14.6 million Latinos expected to cast ballots in November*

*Analysis outlines 15 percent increase from Latino turnout in Election 2016, up from
the nearly 12.7 million Latino voters who cast ballots in the previous presidential election*

WASHINGTON, D.C. – With only a few weeks until early voting starts in many parts of the country ahead of Election Day on November 3rd, the NALEO Educational Fund released its [2020 Latino Election Handbook](#), examining the Latino community's participation in our democracy this year. As Latinos will be one of the largest groups to make their voices heard at the ballot box this November, the [Handbook](#) provides demographic and political context for understanding the Latino electorate's potential impact on the 2020 elections.

The [Handbook](#) provides insight into Latino political progress during the past two decades, which has laid the foundation for the growth of Latino clout as Election 2020 approaches. The analysis in the [Handbook](#) covers the country as a whole and the nine states (Arizona, California, Colorado, Florida, Illinois, New Jersey, New Mexico, New York, and Texas), which together are home to 75% of the nation's Latino population.

This analysis generally includes:

- The projected 2020 vote
- The ethnic makeup of the population, and the size of the overall and Latino 2018 adult U.S. citizen population
- The Latino share of all voters for the past three Presidential and midterm elections
- Voter turnout and registration data for the Latino and non-Latino populations in the last three Presidential and midterm elections

Additionally, the [Handbook](#) provides comparative analysis on voting participation among Latino native-born and naturalized citizens for the nation as a whole, and the states of California, Florida, New York, and Texas, for the last three Presidential and midterm elections.

Key vote [projections](#) for states with large Latino voting-age citizen populations are:

	Number of Voters	Latino Share of Total Vote	Increase from November 2016
United States	14,556,300	10.0%	15.0%
Arizona	595,000	20.8%	10.0%
California	3,999,800	26.4%	20.0%
Colorado	278,400	9.2%	17.0%
Florida	1,832,900	19.6%	18.0%
Illinois	527,000	9.4%	0.1%
Nevada	238,500	17.7%	22.0%
North Carolina	228,333	4.7%	23.0%
New York	1,006,400	12.5%	14.6%
Texas	2,161,500	21.4%	12.0%

In addition to the [Handbook](#) providing historical background on the 2014 midterm elections, the 2016 Presidential election, and the 2018 midterm elections, it provides additional context on key factors which will affect Latino turnout in November 2020 – the COVID-19 pandemic and the Administration’s policy stances, as well as the evolving political climate around Latino voter engagement efforts. For additional analysis and insight about Latino voter turnout amid COVID-19, please see NALEO Educational Fund’s [Latino Voters at Risk: Barriers to Latino Voter Turnout Amid COVID-19](#).

“Getting a full picture of how Latino voters will play a decisive role in the November Elections is paramount to understanding the context and progress of our community’s participation in American democracy,” stated Arturo Vargas, Chief Executive Officer at NALEO Educational Fund. “While our projections of Latino turnout are based on past trends in Latino participation, there are many uncertainties that will affect how many Latinos cast ballots in November. We hope this [Handbook](#) will help deepen our understanding of how turnout may unfold, given all the factors at play in the lead up to the election.

“As the second-largest population in the United States, Latinos continue to grow in both size and political influence, a reality that members of both parties must reckon with if they want to be able to compete to win. Ultimately, with the emergence of new battleground states with large Latino electorates, engaging Latino voters is as critical as ever.”

NALEO Educational Fund’s 2020 Latino Election Handbook 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.