



NEWS RELEASE

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*****ELECTION 2020 NATIONAL LATINO TURNOUT PROJECTIONS RELEASED*****

NALEO Educational Fund Projects At Least 14.6 Million Latinos Will Cast Ballots This November

This would mark a 15 percent increase in Latino turnout from Election 2016, when nearly 12.7 million Latinos cast ballots

While estimates point to historic Latino turnout this year, a new report from NALEO Educational Fund shows Latino voters are at risk of lower participation due to the impact of COVID-19 and ongoing voter registration and voting barriers

WASHINGTON, D.C. – With just under three months until the November 3rd election, Latino voters are gearing up to be one of the largest groups to make their voices heard at the ballot box this year.

New analysis from NALEO Educational Fund shows that Latinos are poised to once again make history in Election 2020, with more than 14.6 million Latinos expected to cast ballots in November. This would mark a 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.

Additional [Latino vote projections](#) for key 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%

The Latino electorate continues to expand every election cycle. According to NALEO Educational Fund [analysis](#), the Latino vote nationwide grew from 5,934,000 to 12,682,000 between 2000 and 2016, an increase of 114 percent. U.S. Census 2018 American Community Survey data (1-year estimates) reveal a large segment of the Latino electorate is concentrated in four states, with over half (56 percent) of Latino voting-age citizens residing in Arizona, California, New York, and Texas.

“Latino voters will play a decisive role in critical races throughout the country in 2020,” stated Arturo Vargas, Chief Executive Officer at NALEO Educational Fund. “And while the Latino community will have a sizable impact in various states, it is paramount that obstacles to voting do not hinder our community’s full potential for participating in our democracy.

“For many elections now, Latino voters have been concentrated in states that were not traditionally considered as battlegrounds. That is now changing with states like Arizona and Texas being sought after by both major candidates for president, making it possible for Latino voters to vote in even higher numbers than what we are estimating today.

“We recognize, however, that factors like COVID-19 could have a significant impact on voting and registration, as well as trends in naturalization processing and approvals this year. There are very real factors that put the Latino community [at risk](#) of lower voter participation rates.”

In addition to new Latino voter turnout analysis, NALEO Educational Fund also released its new report, [Latino Voters at Risk: Barriers to Latino Voter Turnout Amid COVID-19](#). In this publication, we identify and describe the possible negative impact on Latino voters as a result of the COVID-19 pandemic, in hope that this analysis will help voters, election administrators, and non-profit democracy advocates plan interventions to ensure against any further disruption of the right to vote.

[Findings](#) show that the emerging picture of disproportionate COVID-19-related illness and death in the Latino community may mean that Latinos are less able and willing than members of communities who have been less affected to participate in the 2020 general elections. This report also examines several potential barriers to voting and voter registration in Election 2020.

Additional highlights of this [report](#) include:

Latino Voters at Risk: Barriers to Latino Voter Turnout Amid COVID-19

- **Disproportionate Impacts of COVID-19**
 - Data consistently show that Latinos are more likely to suffer severe health and economic consequences from the pandemic than non-Hispanic Whites, including higher rates of death, illness, hospitalization, and residential instability. Economic and residential stability disparities were associated with lower voter turnout before the pandemic and will exacerbate the challenges Latinos face in Election 2020.
- **Voter Enthusiasm**
 - Polling by research firm Latino Decisions suggests that Latino voter enthusiasm has declined since the onset of the pandemic. In its February 2020 Univision

Noticias/Latino Community Foundation poll, Latino Decisions found that 73 percent of Latinos nationwide indicated that they were almost certain to vote, and 12 percent indicated that they would probably vote. In contrast, in the April 2020 SOMOS poll, only 60 percent of Latinos indicated that they were almost certain to vote, and 15 percent indicated that they would probably vote.

- **Voter Registration**

- As a result of the pandemic, DMVs and other public agencies have closed or reduced their services. Given that large numbers of Latinos traditionally report having registered to vote at these agencies, these closures will make registration more difficult.
- Political science research has also consistently found that reaching Latinos in public settings or through person-to-person contact are among the most effective ways to register Latino voters, voter registration methods that are now infeasible given the realities of COVID-19.

- **Voting Options**

- While many jurisdictions are making vote-by-mail (VBM) more accessible to all voters and promoting it as the primary method of casting ballots for Election 2020, research by NALEO Educational Fund and other researchers indicate that in some states, Latinos tend to have lower VBM usage than the overall population.
- Election administrators appear to be maintaining some level of in-person voting, but there will be significant changes in policies and practices which could create obstacles to Latinos casting in-person ballots.
- Election administrators looking to expand voting sites may find fewer sites available that are able to accommodate social distancing and frequent sanitation practices. They may also experience challenges recruiting poll workers, many of whom have traditionally been older adults who are now one of the most vulnerable populations to COVID-19.

- **Information and Misinformation**

- Some research suggests that Latino concerns about the trustworthiness of election systems and misinformation may affect their willingness to vote.
- Latinos who lack access to online information may thus lack access to reliable information provided by jurisdictions and community organizations.

Ultimately, the [report](#) highlights the need for election administrators and non-profit voter engagement stakeholders that are familiar with and trusted by Latino voters to work together to implement comprehensive voter education and outreach efforts. In the lead up to Election 2020, NALEO Educational Fund will continue its efforts to ensure that Latino voters 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 Impact of the Latino Vote on Election 2020 is available for download [here](#). The Latino Voters at Risk report 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.