



NEWS RELEASE

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*****ELECTION 2022 PRIMARY PROFILE*****

Nearly 1.8 Million Texas Latino Voters Expected to Cast Ballots in Election 2022 this November

More than one of every five Texas voters are expected to be Latino in Election 2022

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund released today its [2022 Texas Primary Profile](#), offering an in-depth look at the Texas Latino electorate and key races to watch. This year, more than one of every five Texas voters (21.2 percent) are expected to be Latino in Election 2022 this November, mirroring the Latino share in 2018 and representing a 13.1 percent increase from 2014. With the Texas Primary taking place today (March 1), this [profile](#) provides a comprehensive look at population growth between 2010 and 2020 and within the Texas Latino electorate.

According to the [report](#), nearly 1.8 million Texas Latino voters will make their voices heard at the ballot box in November 2022. However, it is unclear whether the Latino vote in 2022 will reach the level of Election 2018 — potentially even seeing a decrease of 6.4 percent from 2018. However, our Election 2022 [projection](#) is a floor, and the actual Latino vote could exceed these numbers based on the political and policy environment leading to the November election.

“One of the factors contributing to the groundbreaking turnout of Texas Latinos in Election 2018 was the investment made by candidates and parties in Latino voter mobilization,” stated NALEO Educational Fund CEO Arturo Vargas. “Texas has the second-largest Latino population of any state in the country, and this kind of investment will be crucial for the 2022 Texas Latino vote to match or exceed that of 2018. Like all Texans, Latinos in the state care deeply about issues like economic opportunity, access to affordable health care, the COVID-19 pandemic, and immigration reform — and we fully expect the community to have a substantial impact on the 2022 election.”

Key Characteristics of the Latino Electorate in Texas:

- **Population and Electorate Size**
 - Texas is home to more than 11.4 million Latinos, who comprise 39 percent of the state’s total population of 29.1 million.
 - There are nearly 4.2 million Latino registered voters (as of September 2021) in Texas, who account for 27 percent of all registered voters in the state (15.6 million) or over a quarter of the state’s registered voters.

- **Age**
 - Latino registered voters tend to be younger than non-Latinos, with 18- to 24-year-olds comprising 17 percent of all registered Latino voters in Texas, compared to only 9 percent of the same age group for non-Latinos.
 - Similarly, 21 percent of Latino registered voters are 25- to 34-year-olds, compared to 15 percent for non-Latinos.
 - In contrast, only 36 percent of Latino registered voters are 50 and older, compared to 50 percent of non-Latinos.
- **Political Representation**
 - In 2021, 2,808 Latinos served in elected office in Texas, with 98 percent serving at the local level, including county, municipal, school board, judicial and law enforcement, and special district officials.
 - Between 1996 and 2021, the number of Latinos serving in elected office in Texas grew substantially, from 1,689 to 2,808, a 66 percent increase.

Races to Watch

- U.S. House of Representatives
 - Six of the state's seven incumbent Latino U.S. Representatives are running for re-election (Democrats Joaquin Castro, Henry Cuellar, Veronica Escobar, Sylvia Garcia, and Vicente Gonzalez — and Republican Tony Gonzales), while Democrat Filemon Vela is retiring. All of the incumbents have good prospects of victory in the primary and general elections, although U.S. Rep. Cuellar faces a somewhat competitive primary challenge from attorney Jessica Cisneros.
 - Texas' 15th Congressional District has several Latinos running in both of the major party primaries for the congressional seat held by incumbent U.S. Rep. Vicente Gonzalez (D), who has chosen to run in the 34th Congressional District, the seat being held by retiring U.S. Representative Filemon Vela (D). Republican primary candidates include retired Border Patrol agent Aizar Cavazos, educator Vangela Churchill, entrepreneur Monica De La Cruz, business owner Mauro Garza, and entrepreneur Angela Juarez, with De La Cruz and Garza being the most competitive candidates. Democratic primary contenders include educator Eliza Alvarado, small business owner Julio Garza, attorney Ruben Ramirez, attorney John Villarreal Rigney, nurse Vanessa Tijerina, and small business owner Michelle Vallejo. Several political observers believe that Villarreal Rigney is the frontrunner in the Democratic primary. While the 15th Congressional District was reconfigured during redistricting to become more favorable for Republican candidates, the district may continue to be fairly competitive in the general election.
 - The 35th Congressional District primaries also include Latinos from both sides of the aisle, competing for the nomination to win the seat currently held by incumbent U.S. Rep. Lloyd Doggett (D), who is vacating the seat to run in the newly-created 37th Congressional District. The Democratic field includes former Austin City Council Member Greg Casar, State Representative Eddie Rodriguez, and former San Antonio City Councilmember Rebecca Viagran, with Casar and Rodriguez being particularly competitive. Latino Republican candidates who face a tough race in a crowded field of primary contenders include construction worker Alejandro Ledezma, journalist Sam Montoya, and Michael Rodriguez.

However, given the district's partisan leanings, the Democratic primary victor will likely prevail in the general election.

- Statewide Races
 - In the Texas Democratic gubernatorial primary, Inocencio Barrientez and Joy Diaz will have an uphill battle against frontrunner former U.S. Rep. and 2018 U.S. Senate candidate Beto O'Rourke. Political observers believe O'Rourke will mount a competitive general election challenge to incumbent Governor Greg Abbott (R).
 - In the race for State Attorney General, Latinos are running in primaries on both sides of the political aisle with Republican candidates including Texas Land Commissioner George P. Bush and attorney Eva Guzman and Democratic candidates including attorney Rochelle Garza.

In the lead up to Election 2022, NALEO Educational Fund will continue its efforts to ensure that Latino voters in Texas 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 national bilingual *¡Ve y Vota!* hotline (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 2022 Texas 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.