



NEWS RELEASE

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

More Than 100,000 Latinos in North Carolina Will Cast Ballots This November

Latino voter turnout in the state is expected to mirror 2018's historic numbers, marking a 94.3 percent increase from 2014

*"The Latino population was the single largest contributor to North Carolina's total population growth since 2010 — and as the community continues to expand across the state, so does its political power."
— NALEO Educational Fund CEO, Arturo Vargas*

NORTH CAROLINA — The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released its [2022 North Carolina Primary Profile](#), offering a comprehensive analysis of the Latino electorate in North Carolina — including projected voter turnout, demographic trends, and population growth — ahead of the state's primary elections on May 17 and the November midterm elections.

According to the projections, more than 100,000 Latinos in North Carolina will be casting ballots this November, mirroring 2018's historic turnout numbers and marking a 94.3 percent increase from 2014. In addition, Latino voters are expected to be younger than non-Latino voters, with 18–24 year-olds comprising 29 percent of all Latino registered voters in North Carolina.

"The Latino population was the single largest contributor to North Carolina's total population growth since 2010 — and as the community continues to expand across the state, so does its political power," said NALEO Educational Fund CEO Arturo Vargas. "While Latinos are poised to mirror 2018's historic turnout, this projection is just a floor. The actual Latino vote could well exceed this projection if candidates and parties invest in meaningful outreach efforts to engage the community from the start. Robust voter engagement was a major factor contributing to the record turnout numbers we saw in 2018, and it will be even more essential for the 2022 midterm elections."

NALEO Educational Fund [identified](#) several factors that will shape the political landscape for North Carolina's primary and midterm elections, which will be the first to occur after the post-Census 2020 reapportionment in which the state gained one additional congressional seat in

part due to Latino population growth. These factors include a competitive open-seat race for one of North Carolina’s U.S. Senate seats, where Latinos could play a decisive role.

Key Findings Include:

- More than 100,000 Latinos in North Carolina will cast their ballots in 2022, marking a 94.3 percent increase from 2014.
- The Latino share of all North Carolina voters in 2022 is expected to be 2.4 percent, which mirrors the Latino share in both 2018 and 2014.
- Nearly four percent of all registered voters in North Carolina are Latino.
- Latino registered voters in North Carolina tend to be younger than non-Latinos, with 18–24 year-olds comprising 29 percent of registered Latinos, compared to 10 percent of non-Latinos. Similarly, 24 percent of Latino registered voters are 25–34-year-olds, compared to 15 percent of non-Latinos.
- In 2021, six Latinos served in elected office in North Carolina — with one serving in the North Carolina House of Representatives and five serving at the local level, including county, municipal, school board, and judicial officials.

The Numbers:

	Projected Latino Vote 2022		Latino Vote 2018	% Change between 2018 and 2022		Latino Vote 2014	% Change Between 2014 and 2022
North Carolina	103,000		104,000	-1.0%*		53,000	94.3%

**Not statistically significant*

For information on the comparability of data sources and additional data on population changes, including the potential impact of the Census 2020 net undercount of Latinos, please refer to the full report available [here](#).

Methodology: NALEO Educational Fund derived its projection of the North Carolina Latino vote in Election 2022 by using a statistical modeling approach that takes into account trends in Latino voter turnout over the past three midterm election cycles. We determined Latino voter turnout in those cycles from U.S. Census Bureau CPS data and *Voting and Registration in the Elections of November: 2002–2018*. Because the projections are based on past voting trends, they do not take into account the potential increase or decrease in Latino turnout that could result from current circumstances, including challenges created by the COVID-19 pandemic, more robust voter engagement efforts, naturalization trends, changes in voter registration and voting laws and practices, or other factors.

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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.