



## NEWS RELEASE

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### **\*\*2024 PRESIDENTIAL ELECTIONS: LATINO VOTE PROJECTIONS RELEASED\*\***

## **NALEO Educational Fund Projects at Least 17.5 Million Latinos Will Vote in November, Representing a 6.5 Percent Increase From 2020 Latino Turnout**

*Latino voter turnout is projected to increase in key states, including:  
California, Florida, Nevada, and New York*

*More than one of every 10 voters (11.1 percent) this year will  
be Latino, marking a 20.5 percent increase from 2016*

**WASHINGTON, D.C.** – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released its [2024 Latino Vote Projections](#) and its Election 2024 data and research [hub](#), offering a comprehensive analysis of expected Latino voter turnout both nationwide and within key states during this year's November presidential elections. According to the [report](#), Latinos are once again poised to play a decisive role in contests across the country, with an estimated 17.5 million Latino voters expected to vote in November, an increase of 6.5 percent from 2020 Latino turnout.

"With more than one of every 10 voters in 2024 expected to be Latino, our community is poised to play a decisive role in the presidential election and others throughout the nation," **said NALEO Educational Fund CEO Arturo Vargas**. "However, our Latino vote projection is just a floor, and robust voter engagement efforts by candidates, political parties and other organizations are needed for the Latino electorate to realize its full political potential in Election 2024 and beyond."

### **Key Findings:**

#### **National Latino Vote Projections**

- At least 17.5 million Latinos are expected to cast ballots in 2024, an increase of 6.5 percent from 2020 Latino turnout and a 38.3 percent increase from Election 2016.
- More than one of every 10 voters (11.1 percent) in 2024 is expected to be Latino, a 20.5 percent increase from 2016.
- We project that Latino voter turnout in 2024 will be consistent with long-term growth in Latino voting rates, with the trend of at least a majority of Latino voting-age citizens casting ballots in a presidential election continuing in November 2024.

- Despite the expected increase, there is a crucial need for sustained investments in reaching and mobilizing Latino voters early on and throughout Election 2024.

### **Key Latino Vote State Projections**

- Latino voter turnout in 2024 is projected to increase in Nevada, a key battleground state, and in other states with large Latino electorates.
- The key states that will see possible increases in Election 2024 turnout from 2020 include California (6.1 percent), Florida (13.8 percent), Nevada (15.5 percent) and New York (12.4 percent).
- Election 2024 Latino turnout in Arizona, Georgia, New Jersey, and Texas will likely mirror that of 2020.

### **Non-Latino Vote Projections**

- While the national Latino vote is projected to increase 6.5 percent from 2020 turnout numbers, the national non-Hispanic vote is projected to increase by only 1.5 percent from 2020 turnout numbers.
- In some states, we also project that the 2024 non-Hispanic vote will decrease from 2020 or mirror the non-Hispanic vote in that year.

### **2020: A Record-Breaking Election**

- 2020 was a pivotal and record-breaking year for national and Latino turnout in presidential elections. Nationwide, the number of all voters who cast ballots between 2016 and 2020 increased by 12.4 percent, the highest growth percentage from a previous presidential election since 2004 (13.5 percent). The Latino turnout between 2016 and 2020 increased by 29.8 percent, also the highest growth percentage from a previous presidential election since 2008 (28.4 percent).
- The findings of the final week of NALEO Educational Fund's [2020 Weekly Tracking Poll](#) (tracking poll) showed that almost three-fourths (70 percent) of Latino registered voters were more enthusiastic about voting in 2020 than in 2016. Several factors may have helped drive greater Latino enthusiasm and turnout in 2020, including the COVID-19 pandemic and other economic and health issues, including lowering the costs of health care, as well as the racial reckoning following the murder of George Floyd and nationwide protests.
- Respondents to the tracking poll also reported a significant increase in outreach by campaigns, political parties, or other organizations in Election 2020, with 64 percent reporting they had been contacted to vote or register to vote in 2020, compared to 46 percent in [2016](#).

### **The Numbers:**

Tables 1–3 of the [report](#) contain projections of the number of Latino voters and Latino turnout, including changes since 2020 and 2016, as well as the change in the number of non-Hispanic voters between our 2024 projections and the actual vote in 2020.

Our data and research [hub](#) houses this [report](#) and our most current data on the Latino vote in the 2024 primary and general elections.

**Methodology:**

The methodology for deriving the NALEO Educational Fund's projection of the Latino vote in Election 2024 is set forth in the [report](#). The projections are based on past voting trends, and they do not take into account the potential increase or decrease in Latino turnout that could result from more robust voter engagement efforts, naturalization trends, the impact of misinformation and disinformation, changes in voter registration, 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.*