



## NEWS RELEASE

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### \*\*\*ELECTION 2024 PRIMARY PROFILE\*\*\*

## At Least 4.8 Million Latinos in California Expected To Cast Ballots in 2024 November Presidential Elections

*Latino turnout is expected to increase by 6.1 percent compared to 2020 and by 44.0 percent compared to 2016*

*"Our community is an established political force in the state that, through robust voter outreach and engagement, will likely help determine the outcome of some of the most competitive congressional races in the nation."  
— NALEO Educational Fund CEO Arturo Vargas*

**LOS ANGELES, CA** – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released its [2024 California Latino Voter Profile](#), offering a comprehensive analysis of the Latino electorate in the state of California. The [profile](#) examines several political factors shaping the state's Latino vote prior to the California Presidential Primary taking place on Super Tuesday, March 5. The [report](#) also highlights NALEO Educational Fund's projection of Latino voter turnout in California ahead of the general election in November.

According to the [projections](#), at least 4.8 million Latinos in California will cast their ballots this November, an increase of 6.1 percent from 2020 and 44.0 percent from 2016. The Latino share of all California voters in 2024 is expected to be 28.4 percent, which mirrors the Latino share in 2020 and is a 22.4 percent increase from 2016.

"California Latinos are expected to set new turnout records heading into the Presidential Election in 2024," said **NALEO Educational Fund CEO Arturo Vargas**. "The eligible Latino electorate in California has also increased dramatically, with more than 32 percent of voting-age citizens in California being Latino. Our community is an established political force in the state that, through robust voter outreach and engagement, will likely help determine the outcome of some of the most competitive congressional races in the nation."

### **Key Findings Include:**

- More than 4.8 million Latino voters in California will make their voices heard at the ballot box in 2024, an increase of 6.1 percent from 2020 Latino turnout and 44.0 percent from Election 2016.

- The Latino share of all California voters in 2024 is expected to be 28.4 percent, which mirrors the Latino share in 2020 and is a 22.4 percent increase from 2016.
- More than 32 percent of voting-age citizens in California are Latino.
- Latino registered voters in California tend to be younger and more affiliated with the Democratic party than non-Latinos.
- As of August 2023, there were 6,333,247 Latinos registered to vote in the state, comprising 29 percent of all registered voters.
- The Latino vote in California could play a crucial role in the battle for the U.S. Senate seat that will be filled after the passing of U.S. Senator Dianne Feinstein (D), with competitive races in both the primary and general elections.
- Latinos are candidates in some of California's most hotly-contested races that will determine the balance of power in the U.S. House of Representatives. In the 27<sup>th</sup> Congressional District, U.S. Rep. Mike Garcia (R) will likely face a competitive general election challenge from Democrat George Whitesides, an aerospace entrepreneur and former NASA Chief of Staff who has been able to invest a considerable amount of his own money in his campaign. In the 22<sup>nd</sup> Congressional District, either former State Assemblymember Rudy Salas (D) or State Senator Melissa Hurtado (D) will likely be a primary winner and mount a strong challenge to unseat U.S. Rep. David Valadao (R) in November.

For information on the comparability of data sources and additional data on the Latino electorate, please refer to the full report available [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.*