



NEWS RELEASE

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ELECTION 2024 PRIMARY PROFILE

At Least 2 Million Hispanics in Florida Expected To Cast Ballots in the November 2024 Presidential Elections

*Hispanic turnout is expected to increase by 13.8 percent
compared to 2020 and by 31.2 percent compared to 2016*

*"Hispanic voters in Florida are poised to make their voices heard at the ballot box
and break new turnout records for this year's Presidential Election in November."
— NALEO Educational Fund CEO Arturo Vargas*

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released its [2024 Florida Hispanic Voter Profile](#), offering a comprehensive analysis of the Hispanic electorate in Florida. The [profile](#) examines several political factors shaping the state's Hispanic vote prior to the Florida Presidential Primary taking place on March 19. The [report](#) also highlights NALEO Educational Fund's projection of Hispanic voter turnout in the state for the general election in November.

According to the [projections](#), at least 2 million Florida Hispanics will cast their ballots this November, an increase of 13.8 percent from 2020 and 31.2 percent from 2016. The Hispanic share of all Florida voters in 2024 is expected to be 20 percent, which mirrors the Hispanic share in 2020 and 2016.

"Hispanic voters in Florida are poised to make their voices heard at the ballot box and break new turnout records for this year's Presidential Election in November," said **NALEO Educational Fund CEO Arturo Vargas**. "The Hispanic electorate in Florida has increased significantly, with more than 21 percent of voting-age citizens in Florida being Hispanic. In addition, Florida's Hispanic population is one of the most diverse in the nation, with the state being home to the largest Puerto Rican population on the U.S. mainland and the largest Cuban, Colombian, Peruvian, and Venezuelan populations. Robust voter outreach and engagement that take this into account will likely be critical in determining the outcome of the state's primary and general election contests."

Key Findings Include:

- More than 2 million Hispanic voters in Florida will make their voices heard at the ballot box in 2024, an increase of 13.8 percent from 2020 Hispanic turnout and 31.2 percent from Election 2016.

- The Hispanic share of all Florida voters in 2024 is expected to be 20 percent, which mirrors the Hispanic share in 2020 and 2016.
- More than 21 percent of voting-age citizens in Florida are Hispanic.
- Hispanic registered voters in Florida tend to be younger and less affiliated with the Republican party than non-Hispanics. More than one of every four Hispanic registered voters (28 percent) is Republican, compared to 40 percent of non-Hispanics. About one-third (33 percent) of Hispanic and non-Hispanic registered voters are Democrats. Hispanics are more likely to be not affiliated with either major political party than non-Hispanics (39 percent compared to 27 percent).
- As of October 2023 — 2,438,559 Hispanics were registered to vote in the state, comprising 18 percent of all registered voters.
- Florida's Hispanic population is one of the most diverse in the nation. The increasing diversity of the state's electorate is a trend that bears watching when assessing the impact of Florida's Hispanic vote on Election 2024.

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.