



NEWS RELEASE

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NALEO Educational Fund Releases Report Examining California's Latino Electorate Ahead of Election 2024

This report examines key aspects of the California Latino eligible electorate and its registered voters and provides information about its growth between 2012 and 2022. The report also highlights some critical differences between the Latino and non-Latino eligible electorate

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— NALEO Educational Fund CEO Arturo Vargas

WASHINGTON, D.C. — The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released a [report](#) examining several aspects of California's Latino electorate and its registered voters. California's Latino eligible electorate has grown significantly, and the [report](#) provides an overview of it and the state's Latino registered voters. Latinos are the state's largest population group, accounting for 40 percent of all Californians. Furthermore, at least [4.8 million Latinos](#) in California are expected to make their voices heard at the ballot box this November. The vitality of the state's democracy and its future prosperity depend on robust Latino political participation and the well-being of the Latino community. The report, *California's Fast-Growing Latino Electorate: An Election 2024 Portrait*, paints a critical picture of the Latino electorate as the November 2024 presidential election is rapidly approaching.

"Local and state leaders must consider the differences and similarities between the Latino eligible electorate and non-Latinos when making decisions about policies, programs, and engagement strategies," said **NALEO Educational Fund CEO Arturo Vargas**. "There is no doubt that the Latino electorate in California is an established powerhouse that will be a key player in deciding the outcomes of state and federal races; and with more and more Latinos turning 18 each year, local public officials and state leaders must ensure that their policies take into consideration and advance the well-being of all Latinos in the state."

The report provides information about the growth of the California Latino eligible electorate between 2012 and 2022, including how that growth compares to other population groups. It also highlights some critical differences between the Latino eligible electorate and the non-Latino eligible electorate, including:

- **Age:** The California Latino eligible electorate tends to be younger than the non-Latino eligible electorate, with 18–24-year-olds comprising 19.3 percent of these Latinos, compared to 9.5 percent of non-Latinos. In contrast, 51.2 percent of the non-Latino eligible electorate is 50 and older, compared to 31.9 percent of Latinos.
- **Educational Attainment:** California’s Latino eligible electorate tends to have lower levels of formal educational attainment than non-Latinos. Nearly half of these Latinos (49.2 percent) have a high school education or less, compared to 24.7 percent of non-Latinos. In contrast, only 17.8 percent of these Latinos have a bachelor’s or advanced degree, compared to nearly half (44.4 percent) of non-Latinos.
- **Housing:** California’s Latino eligible electorate is less likely to be homeowners and more likely to be renters than non-Latinos. Slightly over half (55.6 percent) of these Latinos are homeowners, compared to 64.0 percent of non-Latinos. In contrast, 40.7 percent of these Latinos are renters, compared to 31.5 percent of non-Latinos.
- **Health Insurance Coverage:** California’s Latino eligible electorate is more likely to lack health insurance coverage than non-Latinos, with 8.0 percent of these Latinos lacking coverage compared to 3.6 percent of non-Latinos.
- **Employment:** California’s Latino eligible electorate is somewhat more likely to be employed than non-Latinos, with 65.8 percent of these Latinos employed compared to 59.7 percent of non-Latinos.

The [report](#) also compares low-income Latinos (those with annual household incomes of less than \$40,000) in the state’s eligible electorate with higher-income Latinos. In addition, the report examines California’s Latino registered voters, who comprise 30 percent of the state’s registered voters, and includes information about their age, party affiliation, and voter turnout in presidential elections.

“This [report](#) serves as a portrait of California’s Latino eligible electorate and registered voters. It serves as a resource for stakeholders and other parties making decisions that are vital to the state’s future,” **added NALEO Educational Fund Chief Public Policy Officer Rosalind Gold.** “The report is particularly salient because it allows decision-makers in the state to better understand California’s eligible Latino electorate and how distinct it is. NALEO Educational Fund believes this resource can help guide local and state leaders in enhancing the strength of the state’s democracy and the well-being of all Californians.”

For additional information and to access the full data, 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.