



# Latinos Shaping the Political Landscape AS VOTERS IN 2018



## NATIONAL

ELECTION  
2018

According to NALEO Educational Fund analysis, **more than 7.8 million Latinos** are expected to cast ballots.

This would mark a 15% increase in turnout and 6.9% increase in the Latino share of the vote from 2014.

Election 2014: Approximately 6.8 million Latinos voted, an increase of 129,000 voters – or 2% – from November 2010. The Latino share of the vote grew from 6.9% in 2010 to 7.3% in 2014.



## ARIZONA

**ELECTION 2018: More than 486,000 Latinos are expected to cast ballots.** This would mark a 33.4% increase in turnout and 9.7% increase in the Latino share of the vote from 2014.

Election 2014: Approximately 364,000 Latinos voted, a decrease of 43,000 voters – or -10.6% – from November 2010. The Latino share of the vote grew from 18.8% in 2010 to 20.4% in 2014.



## CALIFORNIA

**ELECTION 2018: More than 2.1 million Latinos are expected to cast ballots.** This would mark a 25.0% increase in turnout and 10.3% increase in the Latino share of the vote from 2014.

Election 2014: Approximately 1.7 million Latinos voted, a decrease of 351,000 voters – or 17.1% – from November 2010. The Latino share of the vote remained relatively the same in 2010 and 2014 – respectively, 19.2% and 19.1%.



## COLORADO

**ELECTION 2018: More than 225,000 Latinos are expected to cast ballots.** This would mark a 3.0% increase in turnout and 4.4% decrease in the Latino share of the vote from 2014.

Election 2014: Approximately 218,000 Latinos voted, an increase of 74,000 voters – or 51.4% – from November 2010. The Latino share of the vote grew from 7.9% in 2010 to 9.9% in 2014.



## FLORIDA

**ELECTION 2018: More than 1.0 million Latinos are expected to cast ballots.** This would mark a 12.6% increase in turnout and 10.4% increase in the Latino share of the vote from 2014.

Election 2014: Approximately 892,000 Latinos voted, an increase of 29,000 voters – or 3.3% – from November 2010. The Latino share of the vote decreased from 15.5% in 2010 to 14.3% in 2014.



## ILLINOIS

**ELECTION 2018: More than 252,000 Latinos are expected to cast ballots.** This would mark a 15.8% increase in turnout and 16.1% increase in the Latino share of the vote from 2014.

Election 2014: Approximately 218,000 Latinos voted, a decrease of 23,000 voters – or 9.5% - from November 2010. The Latino share of the vote remained essentially the same in 2014 and 2010 – 5.8% and 6.0%, respectively.



## NEW JERSEY

**ELECTION 2018: More than 284,000 Latinos are expected to cast ballots.** This would mark a 3.6% increase in turnout and 6.6% increase in the Latino share of the vote from 2014.

Election 2014: Approximately 274,000 Latinos voted, an increase of 97,000 voters – or 54.8% - from November 2010. The Latino share of the vote increased from 7.4% in 2010 to 12.7% in 2014.



## NEW MEXICO

**ELECTION 2018: More than 178,000 Latinos are expected to cast ballots.** This is essentially the same turnout as November 2014 and a 3.1% decline in the Latino share of the vote from that election.

Election 2014: Approximately 179,000 Latinos voted, a decrease of 4,000 voters – or 2.2% - from November 2010. The Latino share of the vote decreased from 31.6% in 2010 to 27.7% in 2014.



## NEW YORK

**ELECTION 2018: More than 515,000 Latinos are expected to cast ballots.** This would mark a 2.5% increase from 2014; the projected Latino share of the vote in 2018 and the actual share of the vote in 2014 are essentially the same.

Election 2014: Approximately 502,000 Latinos voted, a decrease of 14,000 voters – or 2.7% - from November 2010. The Latino share of the vote increased from 9.0% in 2010 to 10.7% in 2014.



## TEXAS

**ELECTION 2018: More than 1.1 million Latinos are expected to cast ballots.** This would mark a 1.4% increase from 2014; the projected Latino share of the vote in 2018 and the actual share of the vote in 2014 are essentially the same.

Election 2014: Approximately 1.1 million Latinos voted, an increase of 80,000 voters – or 7.9% - from November 2010. The Latino share of the vote increased from 18.1% in 2010 to 18.7% in 2014.



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## METHODOLOGY

The NALEO Educational Fund derived our projection of the Latino vote in Election 2018 by using a statistical modeling approach that takes into account trends in Latino voter turnout in the last four or five Congressional mid-term election cycles. We determined Latino voter turnout in those cycles from Current Population Survey data presented in the U.S. Census Bureau reports, Voting and Registration in the Elections of November 1998-2014. Because the projection is based on past voting trends, it does not take into account the potential increase or decrease in Latino turnout that could result from the growth in Latino naturalizations, the saliency of various issues in the public dialogue during the 2018 mid-term Congressional contests, voter engagement efforts, restrictive voter registration and voting laws, or other factors.