



## NEWS RELEASE

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### **Election 2018**

#### **More than One Million Hispanic Voters Expected to Cast Ballots in Florida**

*Hispanic voter turnout in Florida mid-term Congressional elections grew from 439,000 in 1998 to 892,000 in 2014, an increase of 103 percent*

**Washington D.C.** – Less than one week before Hispanic voters head to the polls in Florida, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund released its Hispanic primary election [profile](#) of the Sunshine State. The primary [profile](#) includes key demographic information on the Hispanic population in Florida, including an overview of the electorate, key races involving Hispanic candidates, and more.

NALEO Educational Fund projects a Hispanic turnout of 1,004,000 in Florida in Election 2018, an increase of 12.6 percent from November 2014.

Florida is home to some of the most competitive Congressional races in the nation this year. With Hispanics comprising more than [one of every six Florida registered voters](#) (17 percent), Hispanic voters are poised to play a key role the 2018 primary and general elections. Hispanic voter turnout in Florida mid-term Congressional elections has continued to rise, growing from 439,000 in 1998 to 892,000 in 2014, an increase of 103 percent.

“Hispanic voters and candidates are front and center in the Sunshine State this year,” stated Arturo Vargas, NALEO Educational Fund chief executive officer. “With Hispanic voters expected to flex their political muscle and several candidates vying for congressional seats in Florida, the Hispanic community is leaving no doubt that it is the future of this hotly contested battleground state in 2018.”

Both parties consider several Florida Congressional districts as key for maintaining or securing control of the U.S. House of Representatives. In addition, many incumbent Members of Congress are not running for re-election, setting the stage for hotly-contested open seat races.

#### **Key Findings from the Florida Hispanic Primary Election Profile include:**

- **Hispanic Population:** More than 5.1 million Hispanics reside in Florida (2016), comprising 25 percent of the total population.
- **Hispanic Electorate:** There are more than 2.1 million Hispanic registered voters in the state, accounting for more than one of every six (17 percent) Florida registered voters (as of July 2018).

- **Voter Turnout Trends:** Hispanic voter turnout in Florida mid-term Congressional elections grew from 439,000 in 1998 to 892,000 in 2014, an increase of 103 percent.
- **Party Affiliation:** The Democratic share of Florida's Hispanic and non-Hispanic voters is relatively the same (38 percent and 37 percent, respectively). Hispanics are less likely to be Republicans than the non-Hispanic electorate, and more likely not to be affiliated with either major political party. Nearly one-fourth of Hispanic registered voters, 24 percent, are Republicans, compared to 37 percent of non-Hispanics. More than one-third of Hispanics, 38 percent, are not affiliated with either major party, compared to 26 percent of non-Hispanics.
- **Age:** Florida's Hispanic registered voters tend to be somewhat younger than non-Hispanics, with 18-24-year-olds comprising 12 percent of registered Hispanics, compared to 8 percent of non-Hispanics. In contrast, 57 percent of non-Hispanic registered voters are 50 and older, compared to 43 percent of Hispanics.
- **Hispanics in Elected Office:** In 2017, 207 Hispanics served in elected office in Florida, with 86 percent serving at the local level, including county, municipal, school board, judicial and law enforcement, and special district officials. This is up from the 71 Hispanic elected officials who served in 1996.

NALEO Educational Fund will continue its efforts to ensure that Hispanic voters have the information necessary to make their voices heard at the ballot box in 2018. These efforts include operating the NALEO Educational Fund toll-free bilingual hotline 1-888-VE-Y-VOTA (1-888-839-8682) which provides Hispanic voters with information on every aspect of the electoral process, from registering to vote, to voter ID requirements, to finding their polling place. The hotline will be in operation for Election Day from 7 a.m. - 7 p.m. ET on Tuesday, August 28, 2018.

*The full NALEO Educational Fund Florida Hispanic Primary Election Profile is available for download [here](#).*

### **About NALEO Educational Fund**

*NALEO Educational Fund is the nation's leading non-profit, non-partisan organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.*