Latino Population 1980-2060

*Projected*
Latinos are the nation’s second largest population group, comprising more than one of every six residents (17.3%), and nearly one-quarter of the nation’s under 18 youth (24.3%).

Millennials are projected to be nearly half (44%) of Latinos eligible to vote in 2016, and a larger share of the Latino electorate than of other population groups.*

*Source: Pew Research Center, Hispanic Trends
Latino and Non-Latino Population by Age
Nativity & U.S. Citizenship

• Nearly two-thirds (65%) of U.S. Latinos are native-born and over one-third (35%) are foreign-born.

• More than 9 out of 10 U.S. Latino youth (under 18) are native-born (94%).

• Of the 19.4 million U.S. Latinos who are foreign-born, 6.5 million (one-third) are naturalized citizens.
Latino Population by Nativity and Citizenship Status

Note: Population figures do not include Latinos with documented status who are not legal permanent residents, such as Temporary Protected Status beneficiaries.
Latino Voter Impact in 2008

Record Latino turnout of 9.7 million. A 28% increase over 2004.

SOURCE: NALEO EDUCATIONAL FUND
Latino Voter Impact in 2008

GOP Hispanic voters deliver critical win to Senator McCain in Florida.

Democratic Latino voters sustained Hillary Clinton’s primary campaign.

Latinos help “flip” Electoral College votes to Obama in Colorado, Florida, and New Mexico; and have impact in states such as Virginia.
Latino Voter Impact in 2010
Latino Voter Impact in 2010

Latino voters deliver victories to U.S. Senators Harry Reid of Nevada and Michael Bennet of Colorado.
Several GOP Milestones in 2010

- Marco Rubio elected to U.S. Senate
- First elected Latina Governor of any state (New Mexico)
  - First Latino Governor of Nevada
- Latino GOP Members of Congress increased from 3 to 7, including the first Latino U.S. Representatives from Idaho and Washington.
Latino Voter Impact in 2012

GENERAL ELECTION

2008 | 9.7 MILLION
2012 | 11.2 MILLION

+15%
Current Landscape for Latino Participation

Presidential Elections

- U.S. Citizens, 18+
- Registered Voters
- Actual Voters

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S. Citizens, 18+</th>
<th>Registered Voters</th>
<th>Actual Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1988</td>
<td>8,078,000</td>
<td>3,710,000</td>
<td></td>
</tr>
<tr>
<td>1992</td>
<td>8,778,000</td>
<td>4,238,000</td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td>11,209,000</td>
<td>5,137,000</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>13,159,000</td>
<td>6,573,000</td>
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<tr>
<td>2004</td>
<td>16,088,000</td>
<td>7,546,000</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>19,537,000</td>
<td>9,308,000</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>23,329,000</td>
<td>11,608,000</td>
<td>11,881,000</td>
</tr>
</tbody>
</table>
Voter Turnout of Eligible Electorate
Presidential Elections, 2004 – 2012

- 2004:
  - Latino: 47.2%
  - Non-Latino: 65.3%

- 2008:
  - Latino: 49.9%
  - Non-Latino: 65.1%

- 2012:
  - Latino: 48.0%
  - Non-Latino: 63.5%
Native-Born and Naturalized Latino Voter Turnout

Presidential Elections

<table>
<thead>
<tr>
<th>Year</th>
<th>Native-born</th>
<th>Naturalized</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>43.6%</td>
<td>49.6%</td>
</tr>
<tr>
<td>2004</td>
<td>45.4%</td>
<td>52.1%</td>
</tr>
<tr>
<td>2008</td>
<td>48.4%</td>
<td>54.2%</td>
</tr>
<tr>
<td>2012</td>
<td>46.1%</td>
<td>53.6%</td>
</tr>
</tbody>
</table>

Legend:
- Native-born
- Naturalized
27.3 million Latinos will be eligible to vote in Election 2016
13.1 million Latinos will vote in Election 2016
Latino Population (2014): 790,038
Latino Voting-Age Citizens (2014): 323,717
Projected Latino Vote in November 2016: 194,000
COLORADO


Projected Latino Vote in November 2016: 277,500
TENAS

Latino Population (2014):
10,408,238

Latino Voting-Age Citizens (2014):
4,820,430

Projected Latino Vote in November 2016:
2,088,500
Voter Engagement and Protection

NALEO Educational Fund’s year-round toll-free bilingual hotline 1-888-VE-Y-VOTA (1-888-839-8682) provides Latino voters with vital information on every aspect of the electoral process including:

• How to register to vote;
• State voter ID requirements; and
• Election Day polling place locations.
Key Latino Candidates in Election 2016
Latinos in Presidential Contest:

U.S. Senator
Ted Cruz (R-TX)

U.S. Senator
Marco Rubio (R-FL)
Latinos in Key U.S. Senate Contests

**California:**
U.S. Rep. Loretta Sanchez (D)

**Florida:**
Lt. Governor Carlos Lopez-Cantera (R)
Pastor Ernesto Rivera (R)

**Nevada:**
Former State Attorney General Catherine Cortez Masto (D)
Latinos in Key Congressional Contests

**CA-21**
- Attorney Emilio Huerta (D)
- Fowler Mayor Pro Tem Daniel Parra (D)

**CA-24**
- Santa Barbara County Supervisor Salud Carbajal (D)

**CA-32**
- State Assemblymember Roger Hernandez (D)
Latinos in Key Congressional Contests

CA-44
• Former Hermosa Beach City Councilmember Nanette Barragan (D)

CA-46
• Former State Senator Lou Correa (D)
• Business entrepreneur Louie Contreras (R)
Latinos in Key Congressional Contests

**FL-6**
- State Representative David Santiago (R)

**FL-9**
- Former Florida State Representative Ricardo Rangel (D)
- State Senator Darren Soto (D)
- Kissimmee City Commissioner Wanda Rentas (R)

**FL-26**
- Incumbent U.S. Rep. Carlos Curbelo (R)
- Business owner Annette Taddeo (D)
Latinos in Key Congressional Contests

**MD-4**
- State Delegate Joseline Peña-Melnyk (D)

**MD-8**
- State Delegate Ana Sol Gutierrez (D)

**NV-3**
- Dr. Annette Teijeiro (R)

**NV-4**
- Former State Assemblymember Lucy Flores (D)
- State Senator Ruben Kihuen (D)
- Former Speaker of the Assembly John Oceguera (D)
Latinos in Key Congressional Contests

NY-13

- State Senator Adriano Espaillat (D)
- Former State Assemblymember Adam Clayton Powell IV (D)
- State Assemblymember Guillermo Linares (D)
Latinos in Key Congressional Contests

**TX-15**

- Small business owner Dolly Elizondo (D)
- Attorney Vicente Gonzalez (D)
- Edinburg School Board member Juan 'Sonny' Palacios, Jr. (D)
- Former Hidalgo County Commissioner and Mercedes Mayor Joel Quintanilla (D)
- Veteran Ruben Ramirez (D)
- Former Rio Grande City Mayor Ruben Villarreal (R)
- Edinburg School Board member Xavier Salinas (R)
Latinos in Key Congressional Contests

**TX-23**
- Former U.S. Rep. Pete Gallego (D)

**TX-29**
- Former Harris County Sheriff and Houston City Councilmember Adrian Garcia (D)
- Realtor Dominique Garcia (D)
- Julio Garza (R)
Latinos in Key Statewide Contests

New Castle County Sheriff Trinidad Navarro (D)
Delaware Insurance Commissioner

Chicago City Clerk Susana Mendoza (D)
Illinois Comptroller

Former Lake County Judge Lorenzo Arredondo (D)
Indiana Attorney General

Former State Department official Pat Contreras (D)
Missouri State Treasurer

State Representative Nora Espinoza (R)
New Mexico Secretary of State
Latinos in Key Statewide Contests

Pediatrician Rosemary Fernandez Stein (R)
North Carolina Superintendent of Public Instruction

Texas State Real Estate Commissioner
Weston Martinez (R)
Texas Railroad Commissioner

University Place Mayor Javier Figueroa (R)
Washington Lt. Governor
# Overview of Latinos in Elected Office

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>17</td>
<td>31</td>
<td>32</td>
<td>88.2%</td>
</tr>
<tr>
<td>Statewide Officials (incl. Governor)</td>
<td>6</td>
<td>9</td>
<td>12</td>
<td>100.0%</td>
</tr>
<tr>
<td>State Legislators</td>
<td>156</td>
<td>294</td>
<td>305</td>
<td>95.5%</td>
</tr>
<tr>
<td>County Officials</td>
<td>358</td>
<td>547</td>
<td>534</td>
<td>49.2%</td>
</tr>
<tr>
<td>Municipal Officials</td>
<td>1,295</td>
<td>1,766</td>
<td>1,800</td>
<td>39.0%</td>
</tr>
<tr>
<td>Judicial/Law Enforcement Officials</td>
<td>546</td>
<td>878</td>
<td>860</td>
<td>57.5%</td>
</tr>
<tr>
<td>Education/School Board Officials</td>
<td>1,240</td>
<td>2,322</td>
<td>2,342</td>
<td>88.9%</td>
</tr>
<tr>
<td>Special District Officials</td>
<td>125</td>
<td>237</td>
<td>239</td>
<td>91.2%</td>
</tr>
<tr>
<td>Total</td>
<td>3,743</td>
<td>6,084</td>
<td>6,124</td>
<td>63.6%</td>
</tr>
</tbody>
</table>
Thank you.

Arturo Vargas
Executive Director
avargas@naleo.org
Twitter: @ArturoNALEO

www.naleo.org