



# THE LATINO VOTE IN ELECTION 2024

## NATIONAL AND STATE PROJECTIONS

### NATIONAL

ELECTION  
2024

NALEO Educational Fund projects that at least **17.5 million Latinos will cast ballots** nationally in November.

An increase of 6.5 percent from Election 2020.

**More than 17.5 million Latino voters are expected to cast ballots this November** nationwide, representing a 6.5 percent increase from Election 2020 Latino turnout and an increase of 38.3 percent from Election 2016.

More than one of every 10 voters is expected to be Latino (11.1 percent), which mirrors the Latino share in 2020 and is a 20.5 percent increase from 2016.

### ARIZONA

**More than 855,000 Latinos are expected to cast ballots this November in Arizona**, which mirrors the 2020 Latino turnout and is an increase of 57.5 percent from 2016. Nearly one of every four Arizona voters is expected to be Latino (23.5 percent), which mirrors the Latino share in 2020 and is a 19.8 percent increase from 2016.

### CALIFORNIA

**More than 4.8 million Latino voters in California will make their voices heard at the ballot box in 2024**, an increase of 6.1 percent from 2020 Latino turnout and 44.0 percent from Election 2016. More than one of every four California voters is expected to be Latino (28.4 percent), which mirrors the Latino share in 2020 and is a 22.4 percent increase from 2016.

## FLORIDA

**More than two million Latino voters in Florida will make their voices heard at the ballot box in 2024,** an increase of 13.8 percent from 2020 Latino turnout and 31.2 percent from Election 2016. One of every five Florida voters is expected to be Latino (20.0 percent), which mirrors the Latino share in 2020 and 2016.

## GEORGIA

**Nearly 195,000 Latinos are expected to cast ballots this November in Georgia,** which mirrors the 2020 Latino turnout and is an increase of 20.8 percent from Election 2016. The Latino share of all Georgia voters in 2024 is expected to be 4.0 percent, which mirrors the Latino share in 2020 and 2016.

## NEVADA

**Nearly 280,000 Latino voters in Nevada will make their voices heard at the ballot box in 2024,** an increase of 15.5 percent from Election 2020 and 40.8 percent from Election 2016. Nearly one of every five Nevada voters is expected to be Latino (18.7 percent), which mirrors the Latino share in 2020 and is a 14.0 percent increase from 2016.

## NEW JERSEY

**Nearly 710,000 Latino voters in New Jersey will make their voices heard at the ballot box in 2024,** which mirrors the 2020 Latino turnout and is an increase of 79.0 percent from Election 2016. Slightly less than one of every six New Jersey voters is expected to be Latino (15.9 percent), which mirrors the Latino share in 2020 and is a 47.9 percent increase from 2016.

## NEW YORK

**Nearly one million Latino voters in New York will make their voices heard at the ballot box in 2024,** an increase of 12.4 percent from 2020 Latino turnout and 13.1 percent from Election 2016. Nearly one of every eight New York voters is expected to be Latino (11.7 percent), which mirrors the Latino share in both 2020 and 2016.

## TEXAS

**More than 2.8 million Latino voters in Texas will make their voices heard at the ballot box in 2024,** which mirrors the 2020 Latino turnout and is an increase of 47.8 percent from Election 2016. Nearly one of every four Texas voters is expected to be Latino (24.1 percent), which mirrors the Latino share in 2020 and is a 19.8 percent increase from 2016.

# OVERVIEW

The Latino vote will play a decisive role throughout the nation in the outcome of what will be a competitive presidential race and congressional, state, and local elections in November 2024. NALEO Educational Fund projects that at least 17.5 million Latinos will cast ballots nationally in November, an increase of 6.5 percent from 2020 Latino turnout and 38.3 percent from Election 2016. We also present estimates of the Latino vote in November 2024 for several states with relatively large Latino populations. These estimates are merely a floor, generally based on trends in Latino voter turnout in the past six presidential election cycles (for further information, see “Methodology” below).

Election 2024 is taking place in an unprecedented economic, social, and information environment for any presidential election in our nation’s history. Thus, there are several factors that our projections cannot fully capture that will affect Latino turnout in November 2024. While the COVID-19 pandemic has abated, some Latino voters may take health concerns into consideration when making decisions about electoral participation. Other factors that our projections cannot fully capture include naturalization trends, the scope of efforts by candidates and political parties to engage Latino voters, the impact of misinformation and disinformation, the extent to which competitive races in individual states mobilize Latino voters, and changes in voter registration and voting laws and practices.

Finally, our projections suggest that the largest increases in Election 2024 turnout from November 2020 will mostly occur in battleground states — where sustained efforts have historically been made to engage and mobilize Latino voters. The expected increases in voter turnout among Latinos could play a decisive role in determining the outcome of the 2024 presidential election.

As the eligible Latino electorate continues to grow, it is imperative that the actual number of Latinos exercising their right to vote experiences commensurate growth. This increase is crucial for the Latino community to realize its full political potential in Election 2024 and beyond. Sustained investment in mobilizing Latino voters by candidates and both political parties is critical to achieving this important goal.

## METHODOLOGY

NALEO Educational Fund derived its projection of the Latino vote in Election 2024 by using a statistical modeling approach that considers trends in Latino voter turnout in the past six presidential election cycles. We determined Latino voter turnout in those cycles from Census Bureau data in its Current Population Survey biennial November supplements, Voting and Registration in the Elections of November 2000–2020 (because of data limitations, for Georgia, we only used

data from the 2008–2020 election cycles and for Arizona, New Jersey, and New York we only used data from the 2004–2020 election cycles). Because the projections are based on past voting trends, they do not take into account the potential increases or decreases in Latino turnout that could result from more robust voter engagement efforts, naturalization trends, the impact of misinformation and disinformation, changes in voter registration, voting laws and practices, or other factors.

**For more information about these projections or other NALEO Educational Fund policy and research activities, please contact Dorian Caal, Director of Civic Engagement Research, at [dcaal@naleo.org](mailto:dcaal@naleo.org)**

To provide additional context for understanding our projections, the following tables set forth additional data about our Latino vote projections for the nation and selected states; the projected change between our projections and the Latino vote in the last two election cycles; the projected turnout of Latinos as well as the share they will comprise of all voters; and the projected change in the non-Hispanic vote from the 2020 elections.

In Table 1, we project there will generally be a large increase in the number of Latino voters between 2016 and 2024, with a much smaller increase or statistically insignificant change between 2020 and 2024.

TABLE 1

## Election 2024 Latino Vote Projections and Changes from Actual Latino Vote in 2020 and 2016

	PROJECTED LATINO VOTE 2024	LATINO VOTE 2020	% CHANGE BETWEEN 2020 AND 2024	LATINO VOTE 2016	% CHANGE BETWEEN 2016 AND 2024
<b>UNITED STATES</b>	17,534,467	16,459,000	6.5%	12,682,000	38.3%
<b>ARIZONA</b>	855,200	814,000	5.1%*	543,000	57.5%
<b>CALIFORNIA</b>	4,816,467	4,539,000	6.1%	3,345,000	44.0%
<b>FLORIDA</b>	2,035,933	1,789,000	13.8%	1,552,000	31.2%
<b>GEORGIA</b>	194,500	178,000	9.3%*	161,000	20.8%
<b>NEVADA</b>	276,000	239,000	15.5%	196,000	40.8%
<b>NEW JERSEY</b>	707,200	719,000	-1.6%*	395,000	79.0%
<b>NEW YORK</b>	992,900	883,000	12.4%	878,000	13.1%
<b>TEXAS</b>	2,865,133	2,972,000	-3.6%*	1,938,000	47.8%

*\*Not statistically significant*

In Table 2, we project that, generally, the trend of at least a majority of Latino voting-age citizens casting ballots in a presidential election will continue in November 2024.

TABLE 2

## 2024 Projection of Latino Turnout of Voting-Age Citizens and Latino Share of All Voters

	PROJECTED TURNOUT OF LATINO VOTING-AGE CITIZENS	PROJECTED LATINO SHARE OF ALL VOTERS
UNITED STATES	51.8%	11.1%
ARIZONA	56.6%	23.5%
CALIFORNIA	52.5%	28.4%
FLORIDA	54.7%	20.0%
GEORGIA	42.9%	4.0%
NEVADA	50.9%	18.7%
NEW JERSEY	61.4%	15.9%
NEW YORK	56.3%	11.7%
TEXAS	47.7%	24.1%

In Table 3, we project that for the United States and most of the foregoing states, the number of non-Hispanic voters will remain roughly the same in 2024 as in 2020, with no statistically significant differences.

TABLE 3

### Change in Number of Non-Hispanic Voters Between 2024 Projection and 2020 Actual Vote

	% CHANGE BETWEEN 2020 AND 2024
UNITED STATES	1.5%
ARIZONA	-1.7%*
CALIFORNIA	-1.7%*
FLORIDA	2.8%
GEORGIA	0.3%*
NEVADA	8.0%
NEW JERSEY	-4.9%
NEW YORK	-2.6%*
TEXAS	1.3%*

*\*Not statistically significant*