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Latino Voters:

How the Wealth Gap is Shaping Our Sentiment

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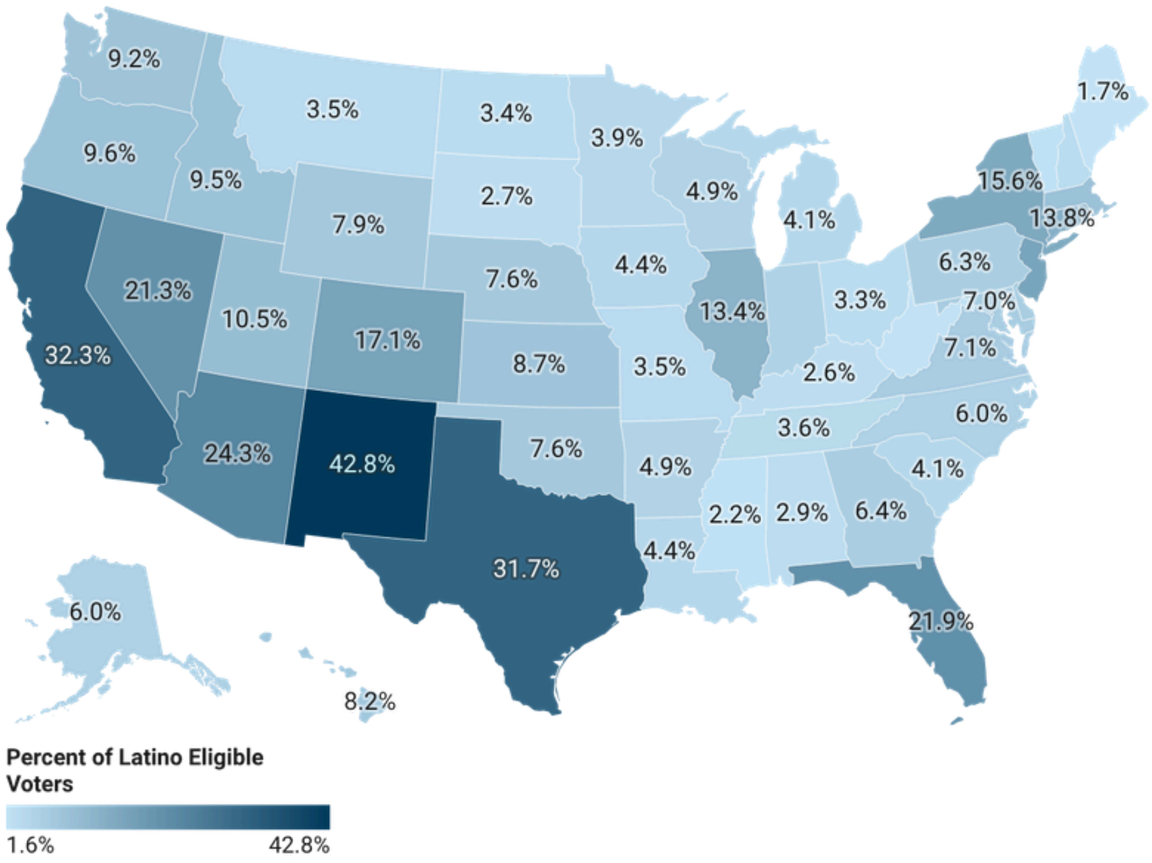
Who Are Latino Eligible Voters?

Latino Voter Profiles Using the Latino Data Hub

- Detailed demographic and socioeconomic profiles of Latino eligible voters in key states:
  - New Profiles: Texas, North Carolina, and Washington
  - 2024 Profiles: Arizona, Georgia, Pennsylvania, California, Florida, and Nevada
- We dig deeper than other research centers, providing disaggregation by Latino descent group, language, and other important characteristics
- We use data from the Latino Data Hub, which draws from the 2024 pooled 5-year American Community Survey (ACS).

Where are Latinos Eligible Voters Concentrated?

Figure 1. Percent of Latino Eligible Voters by State, 2024



Source: LPPI analysis of data from the Latino Data Hub.

- New Mexico (42.8%), California (32.3%), Texas (31.7%), Arizona (24.3%), and Florida (21.9%) have the largest shares of Latino eligible voters in the U.S.
- Latinos make up about 14% of all eligible voters in the U.S., accounting for almost 33.8 million individuals
- California, Texas, and Florida have the highest number of Latino eligible voters.

LATINO VOTERS 2026

Latino Eligible Voters in Texas, North Carolina, & Washington



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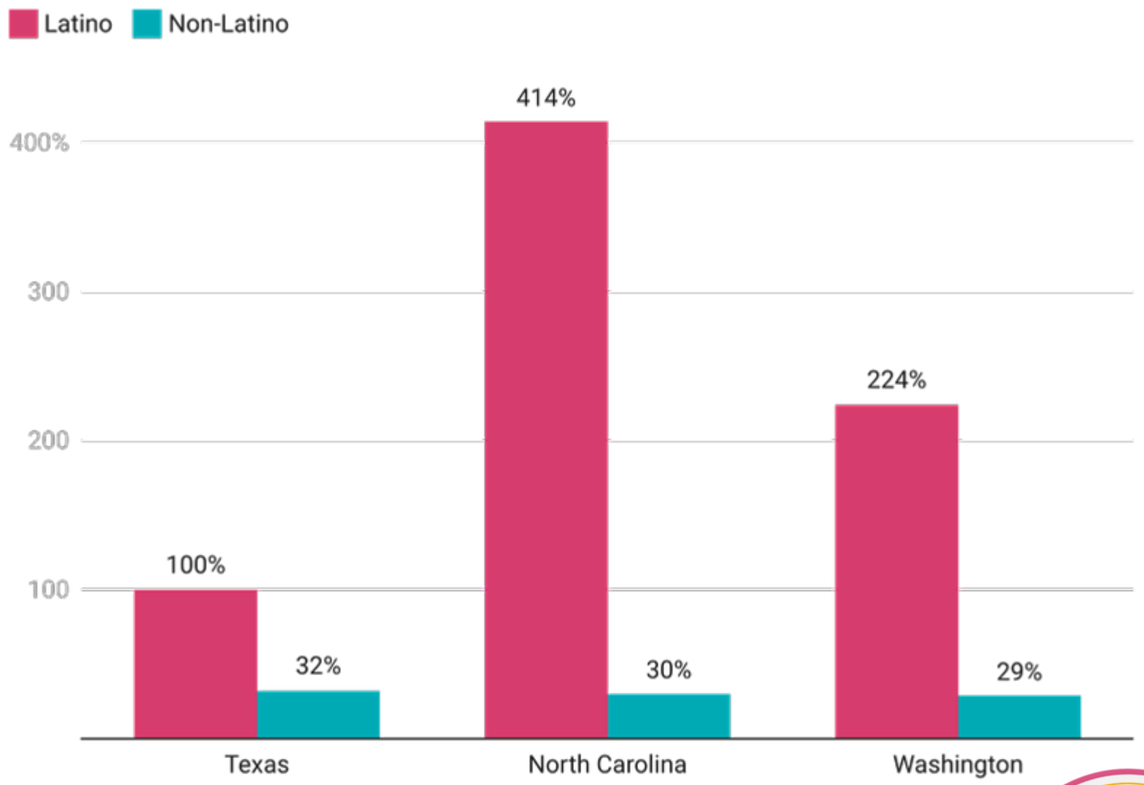
Latinos are Rapidly Growing in Number and Share of Eligible Voters

Texas' Latino eligible voter population more than doubled from 3 million in 2000 to 6.3 million in 2024.

Washington's Latino eligible voter population more than tripled, increasing from 159,000 in 2000 to 516,000 in 20

North Carolina's Latino eligible voter population more than quadrupled, increasing from 92,000 in 2000 to 473,000 in 2024

Figure 2. Percent Growth in Latino and Non-Latino Eligible Voters, 2000-2024



Source: LPPI analysis of the 2000 Decennial Census, 2010 pooled 5-Year ACS, and the Latino Data Hub.

Latino Eligible Voters' Younger Age Means They Will Continue Shaping the Electorate

- Latino eligible voters are younger than all eligible voters in Texas and North Carolina.
- Latino eligible voters in Texas are 5 years younger, on average, than all eligible voters.
- In North Carolina, Latino eligible voters are 13 years younger than all eligible voters.
- In Washington, Latino eligible voters are 12 years younger than all eligible voters.

Figure 3. Median Age of Eligible Voters in Texas, North Carolina, & Washington, 2024

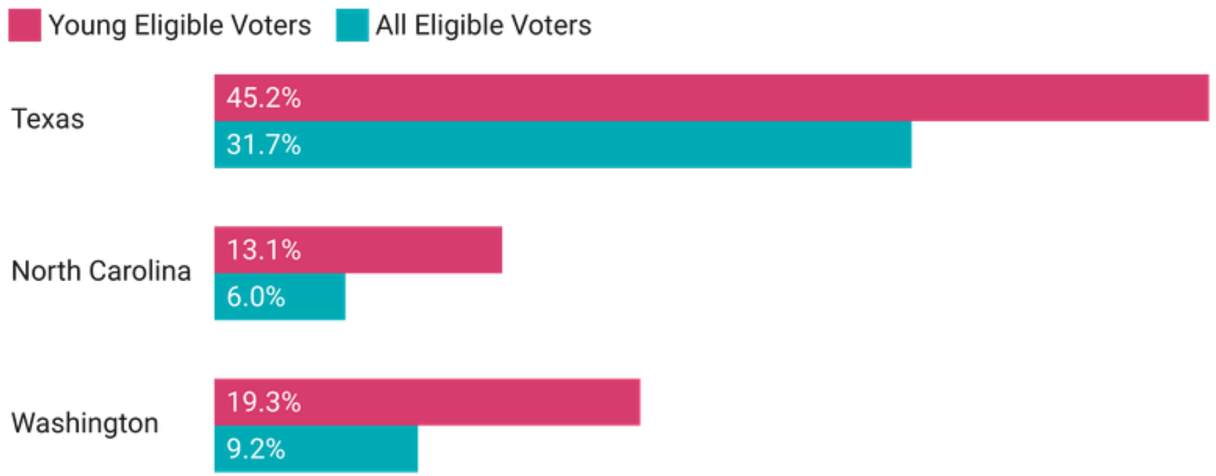


Source: LPPI analysis of data from the Latino Data Hub.

A Higher Proportion of Young Voters are Latino

- The share of young voters aged 18–24 who are Latino is larger than the share of eligible voters overall who are Latino.
- In Texas, over 45% of young voters are Latino.
- Almost one-fifth of Washington's young eligible voters are Latino.
- In North Carolina, 13% of young voters are Latino.

Figure 4. Share of Young Latino Eligible Voters in Texas, North Carolina, & Washington, 2024



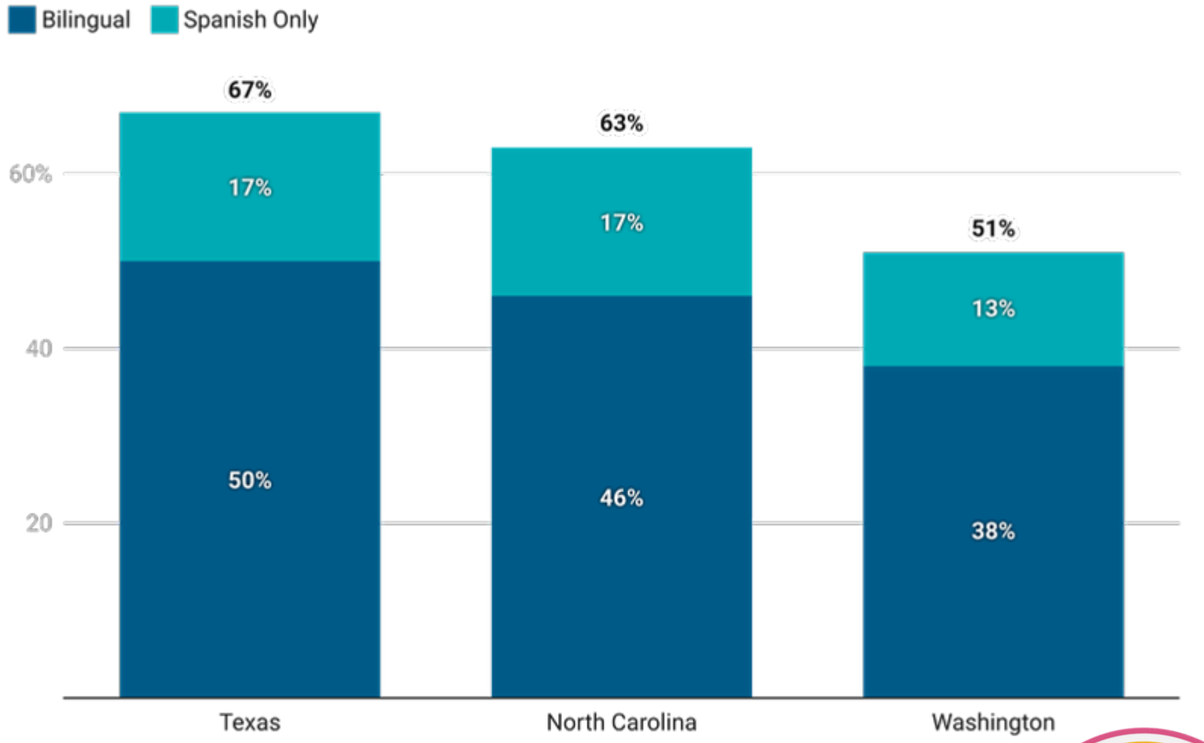
Note: Young eligible voters are defined as eligible voters ages 18 to 24.
Source: LPPI analysis of data from the Latino Data Hub.

Over Half of Latino Eligible Voters Speak Spanish at Home

Approximately two-thirds of Latinos in Texas and over three-fifths in North Carolina speak Spanish at home.

Over half of Latino eligible voters in Washington speak Spanish at home.

Figure 5. Spanish Proficiency Among Latino Eligible Voters in Texas, North Carolina, & Washington, 2024

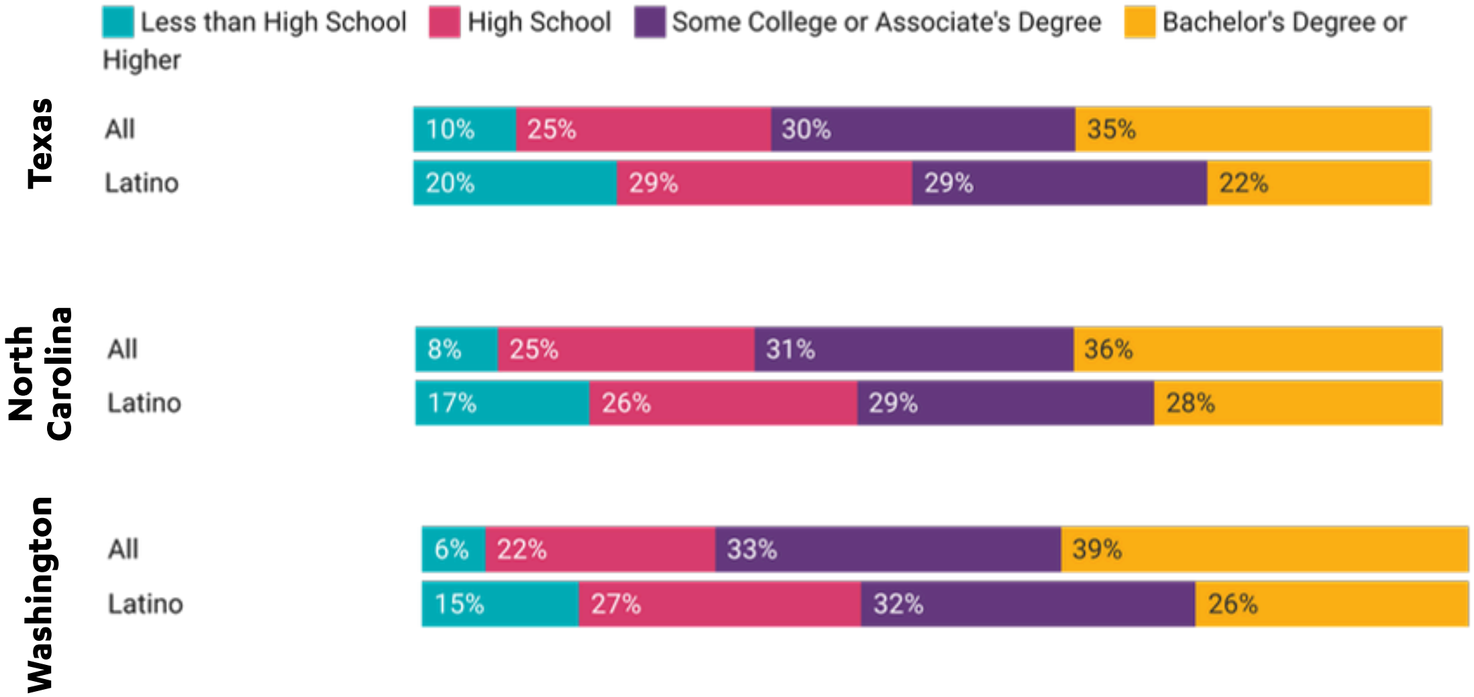


Source: LPPI analysis of data from the Latino Data Hub.

More Than Half of Latino Eligible Voters Have Some College Education or More

- More than half of Latino eligible voters in Texas, North Carolina, & Washington have some college education or more.
- Latinos have lower rates of bachelor's degree attainment compared with all eligible voters.

Figure 6. Educational Attainment of Eligible Voters in Texas, North Carolina, & Washington, 2024



Source: LPPI analysis of data from the Latino Data Hub.

Latino Eligible Voters Work More but Earn Less

Figure 7. Labor Force Participation Rate of Eligible Voters in Texas, North Carolina, & Washington, 2024



Source: LPPI analysis of data from the Latino Data Hub.

- Latinos have the highest labor force participation rate across major racial and ethnic groups.
- Their participation rate in North Carolina and Washington is almost 10 percentage points higher than that of all eligible voters.

Latino Eligible Voters Are Paid Lower Hourly Wages



Texas **North Carolina** **Washington**

Latino eligible voters in Texas and North Carolina earn $4 an hour less than all eligible voters in each state.

Latino eligible voters in Washington earn $7 an hour less than all eligible voters.

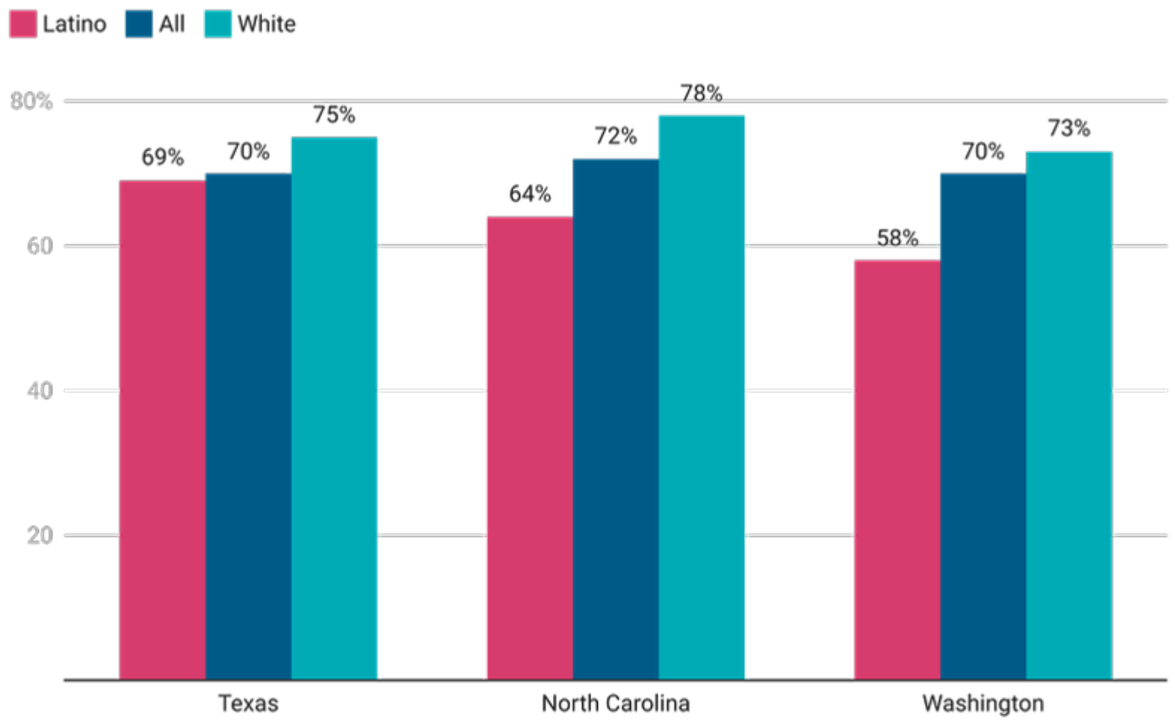
Source: LPPI analysis of data from the Latino Data Hub.

Latino Eligible Voters are Less Likely Than All Eligible Voters to Own a Home

Latino eligible voters in:

- Texas are 6 percentage points less likely to live in an owned home than non-Hispanic whites.
- North Carolina are 14 percentage points less likely to live in an owned home than non-Hispanic whites.
- Washington are 15 percentage points less likely to live in an owned home than non-Hispanic whites.

Figure 8. Homeownership among Eligible Voters in Texas, North Carolina, & Washington, 2024

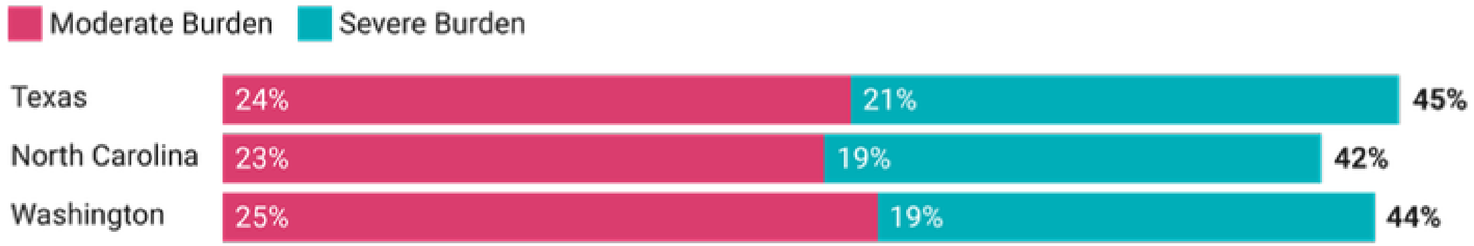


Source: LPPI analysis of data from the Latino Data Hub.

Housing Cost Burden is Prevalent Among Latino Eligible Voters Who Rent

Over two-fifths of Latino eligible voters experience rent burden.

Figure 9. Moderate and Severe Rent Burden Among Eligible Voters in Texas, North Carolina, & Washington, 2024

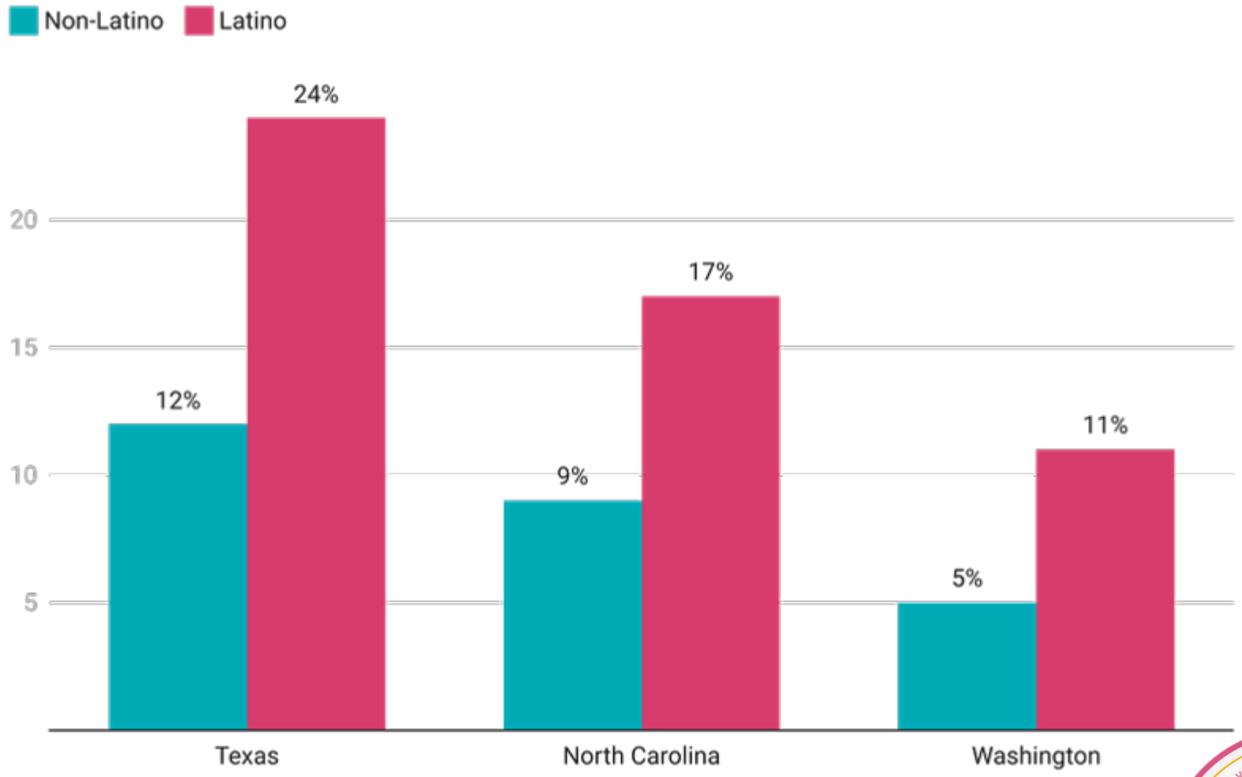


Note: Moderate housing cost burden refers to monthly housing costs that exceed 30% but remain below 50% of household income. Severe housing cost burden refers to monthly housing costs that exceed 50% of household income. For renters, housing costs include contract rent plus utility expenses. Data for "Other" renters are unavailable due to small sample size.
Source: LPPI analysis of data from the Latino Data Hub.

Latino Eligible Voters are More Likely to be Uninsured than Non-Latinos

- In Texas & Washington, Latino eligible voters are twice as likely as non-Latino eligible voters to be uninsured.
- In North Carolina, Latino eligible voters are 8 percentage points more likely to be uninsured than non-Latino eligible voters.

Figure 10. Uninsured Rates Among Eligible Voters in Texas, North Carolina, & Washington, 2024



Source: LPPI analysis of data from the Latino Data Hub.



Hispanic Voters: The Road to 2026

Clarissa Martinez De Castro

Civic Engagement – By the Numbers

- **Hispanics are the second largest voting-age population in the US.**
  - Opportunity Gap: 13 million Latino US citizens eligible but unregistered; a million more turning 18 every year.
- **Hispanics voters are a swing electorate** - nearly 40% fall in a middle group of potentially swayable voters. In terms of party identification, 49% are or lean Democrat, 25% are or lean Republican, and 23% are Independent.
- **This is a working-class electorate.** Nearly 80% of Hispanic voters are working-class. Compared to their White counterparts, Hispanic working-class voters not only make up a larger share of the Latino electorate, they are also younger.
  - They also differ from their White counterparts politically speaking. Overall, while Democrats have not won a majority of White working-class voters in well over a decade, a majority of Hispanic working-class electoral support has remained on the Democratic side.
- **Yet, underinvestment in and ineffective outreach to these voters persist, compounded by mistaken assumptions about this electorate.**

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The Roadmap to 2026

- **Pocketbook issues dominate the top priorities** for Hispanic voters (cost of living, wages, cost of health care, and housing), with immigration at #5.
  - Only 15% of Hispanic voters say they are doing well financially. The rest are in a continuous struggle to stay financially afloat — stretched by costs that keep climbing while wages stay flat.
- **Latino voters have a significant presence in a dozen of the 37 competitive districts** that will decide Congressional balance of power in the 2026 midterm election.
- **A constantly expanding electorate.** Approximately one-fifth of Latinos casting a ballot this November will be doing so for the first time in a midterm election.
- **Issues matter and meaningful outreach is essential**. Candidates that show up and have a clear plan to support working families, have an opportunity to win support from this electorate.
  - Yet, as of September, only 23% of Hispanic working-class voters reported being contacted by Democrats; 15% by Republicans

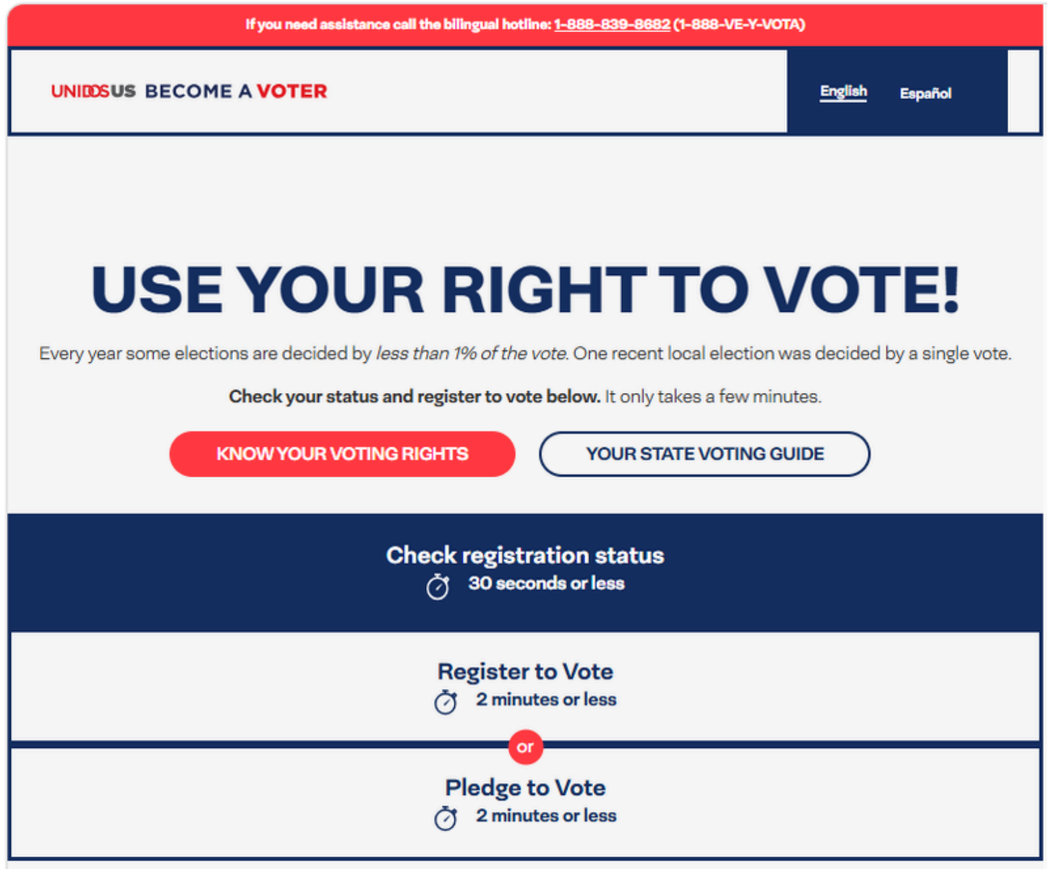
RESOURCES: TOOLS FOR VOTERS

- **Go to the UnidosUS voting page, or to BecomeAVoter.org for access to:**
  - Voter registration
  - Check registration status
  - State information
  - Bilingual voter assistance hotline

- **Remember: Get ready, get set, GO VOTE!**
  - Get ready: register to vote, or check your registration status
  - Get set: Make a plan to vote – early, by mail or on election day
  - GO VOTE: Know your rights and Vote!







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RESOURCES: DATA ON LATINO VOTERS

HISPANIC ELECTORATE DATA HUB

- Wondering what are the **top issues for Latino voters**?

  Check out interactive polling data results here: [Polling/Issues | UnidosUS](https://unidosus.org/hispanicvote/polling-issues/) / https://unidosus.org/hispanicvote/polling-issues/

- Wondering what is the **Latino voter registration opportunity gap** in your district? It's a click away!

  See [Hispanic Electorate Data Hub | UnidosUS](https://unidosus.org/hispanicvote/) / https://unidosus.org/hispanicvote/



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THANK YOU!

