

*36.2 million are eligible to vote*

# **U.S. Latino Voters and the 2024 Presidential Election**

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# Pew Research Center

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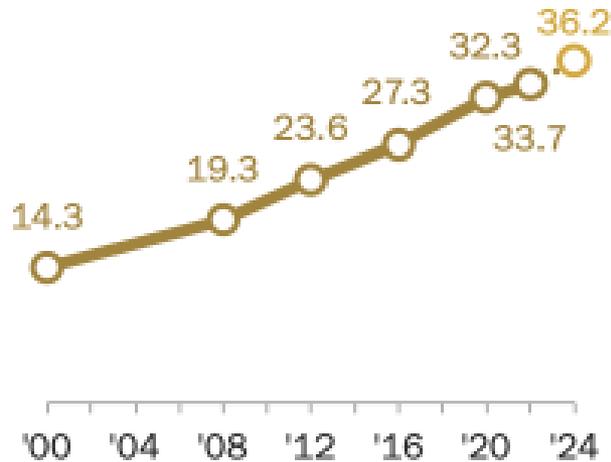
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**LATINOS AND  
THE 2024 PRESIDENTIAL ELECTION**

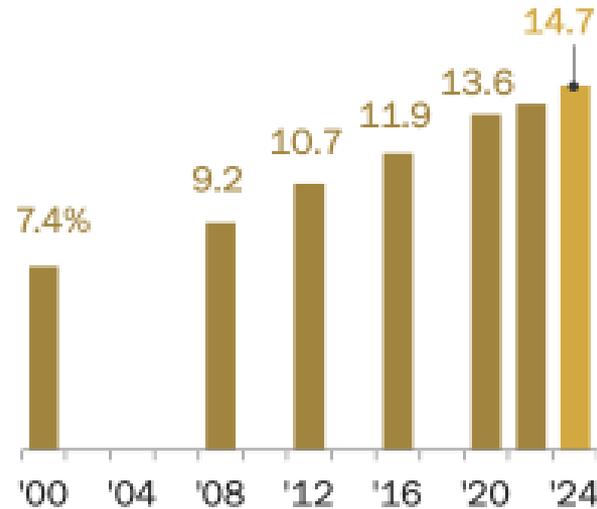
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# Latinos are projected to make up 14.7% of U.S. eligible voters in 2024

*U.S. eligible voters who are Latino, in millions*



*% of U.S. eligible voters who are Latino*

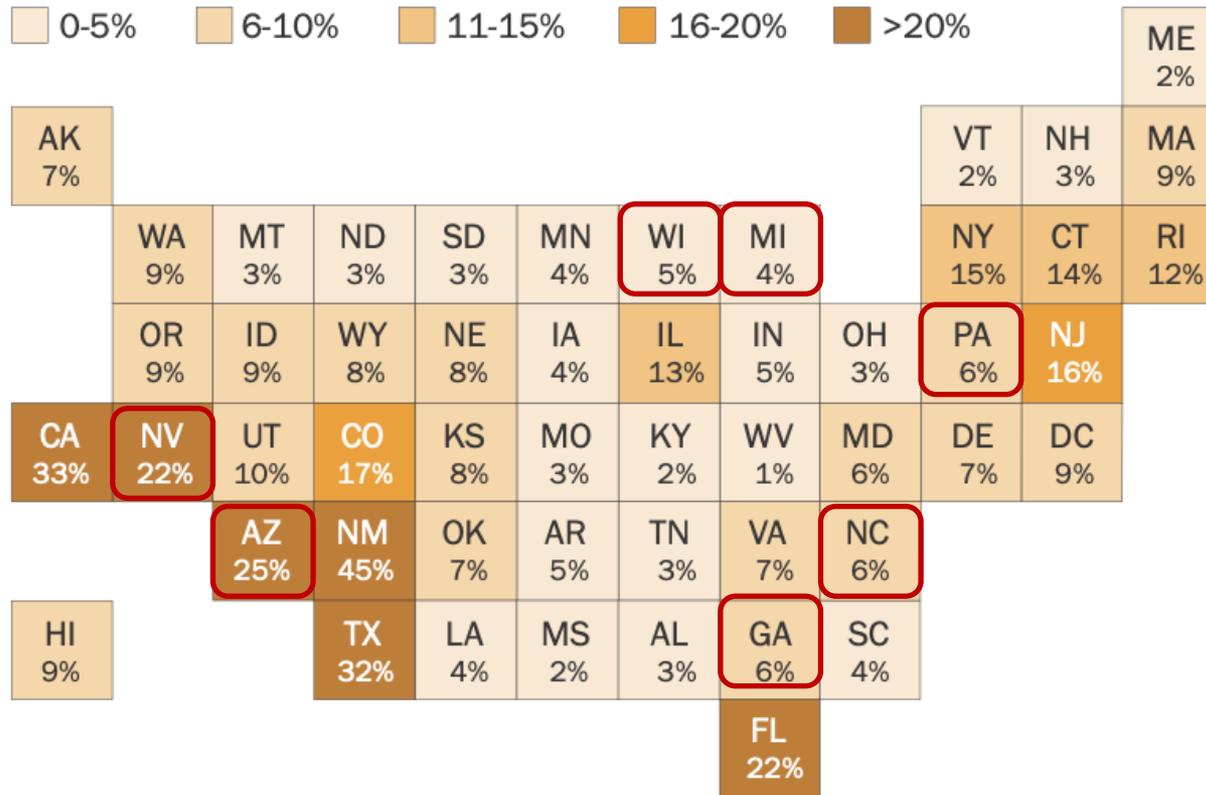


Note: Eligible voters are U.S. citizens ages 18 and older. Latinos are of any race.

Source: Pew Research Center analysis of 2022, 2020, 2018, 2016, 2012 and 2008 American Community Surveys, and 2000 decennial census (IPUMS). Pew Research Center projection for Nov. 1, 2024.

# NM, CA and TX have the highest shares of eligible voters who are Latino

*% of eligible voters who are Latino by state, 2022*



Note: Eligible voters are U.S. citizens ages 18 and older. Latinos are of any race.  
 Source: Pew Research Center analysis of 2022 American Community Survey (IPUMS).

# Larger shares of Hispanics voted for GOP candidates in 2022 compared with 2018

% of validated voters who reported voting for each candidate

	2018			2020			2022		
	SHARE VOTING ... Dem	Rep	VOTE MARGINS (DEM-REP)	SHARE VOTING ... Dem	Rep	VOTE MARGINS (DEM-REP)	SHARE VOTING ... Dem	Rep	VOTE MARGINS (DEM-REP)
Total	53	44	+9	51	47	+4	48	51	-3
Men	50	48	+2	48	50	-2	44	54	-10
Women	58	40	+18	55	44	+11	51	48	+3
White	46	52	-6	43	55	-12	41	57	-16
Black	92	6	+86	92	8	+84	93	5	+88
Hispanic	72	25	+47	61	36	+25	60	39	+21
Asian*	73	26	+47	70	30	+40	68	32	+36
White men	43	55	-12	40	57	-17	38	60	-22
White women	50	48	+2	45	53	-8	44	55	-11
Black men	92	6	+86	87	12	+75	93	6	+87
Black women	93	5	+88	95	5	+90	93	5	+88
Hispanic men**	69	27	+42	57	39	+18	56	43	+13
Hispanic women	75	23	+52	65	33	+32	64	34	+30

\* Estimates for Asian adults representative of English speakers only. Low effective sample sizes for Asian adults in 2020 (83).

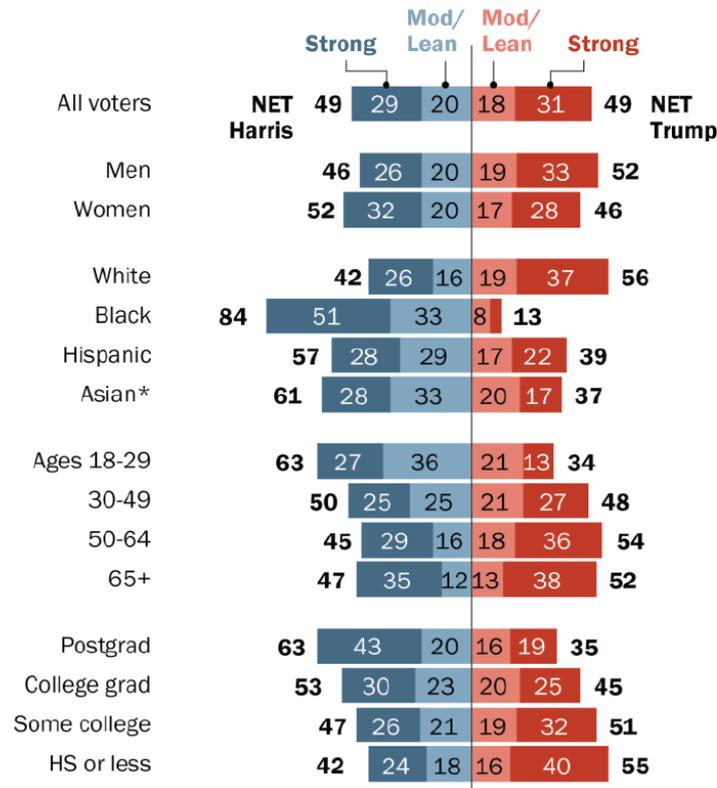
\*\* Low effective sample sizes for Hispanic men in 2022 (89).

Notes: Based on 7,585 (2018), 9,668 (2020) and 7,461 (2022) validated general election voters. Turnout was verified using official state election records. Vote choice for all years is from a post-election survey with additional data from panelist profile surveys. White, Black and Asian adults include only those who are not Hispanic; Hispanic adults are of any race. Data for 2020 has been revised since 2021 report. Refer to Methodology for more detail.

Source: Surveys of U.S. adults conducted Nov. 7-16, 2018, Nov. 12-17, 2020, and Nov. 16-27, 2022.

# The presidential race September 2024

*% of registered voters who say that if the 2024 presidential election were held today, they would vote for ...*



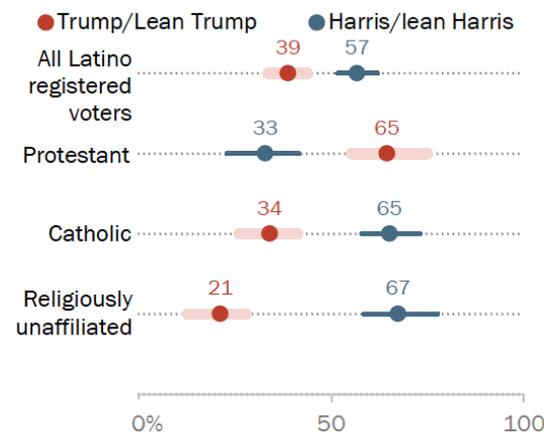
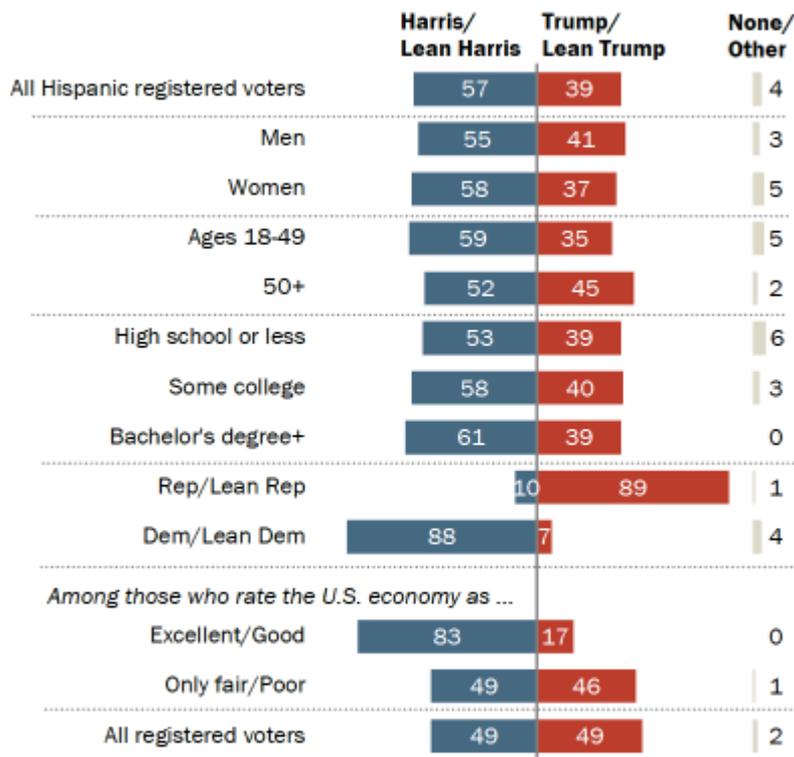
\* Estimates for Asian voters are representative of English speakers only.

Note: Based on registered voters. White, Black, and Asian voters include those who report being only one race and are not Hispanic. Hispanic voters are of any race. No answer responses are not shown.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

# Harris leads Trump among most Latino voter groups

% of Latino registered voters who say that if the 2024 presidential election were held today, they would vote for ...



Note: Based on Latino registered voters. Respondents who did not offer an answer are not shown. Hispanics are of any race.  
 Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.  
 "In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

Note: Based on Latino registered voters. Respondents who did not offer an answer are not shown. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. Hispanics are of any race.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.  
 "In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

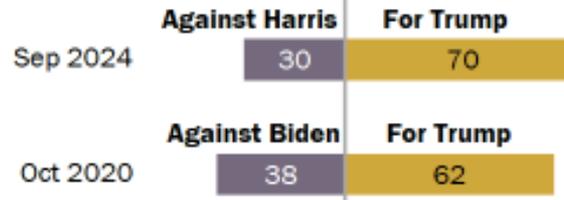
# Reasons for Latino voters' 2024 presidential candidate choices

*% of Latino registered voters who say their choice of candidate is more of a vote ...*

*Among Dem candidate supporters*



*Among Trump supporters*



Note: Based on Latino registered voters. 2020 Trump supporters have a relatively low sample size of 385, for an effective sample size of 87 (margin of error of +/- 10.5 percentage points at the 95% confidence level). Respondents who did not offer an answer are not shown. Hispanics are of any race.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024. "In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

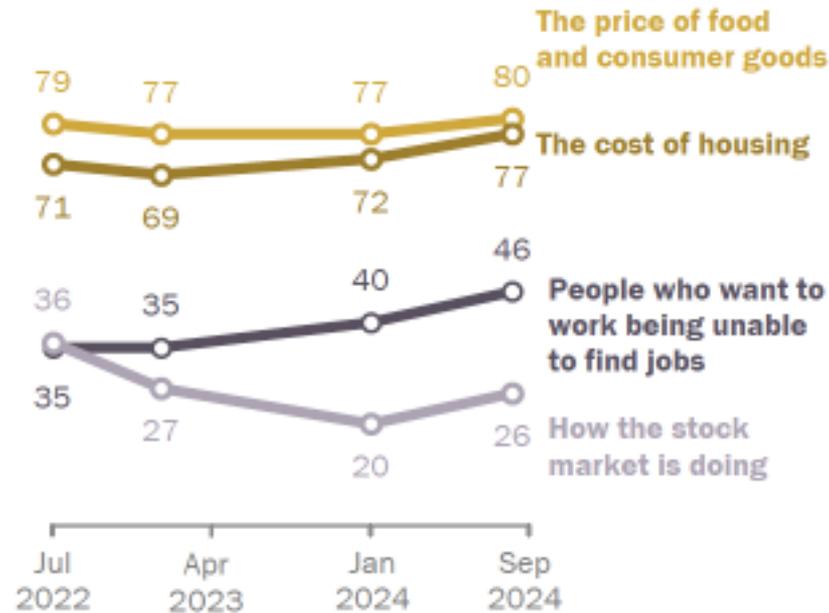
# Top issues for Latinos in 2024

- Issues rates as very important to their vote for president this year.
- | Latino registered voters           | All registered voters |
|------------------------------------|-----------------------|
| • 85% say the economy              | 81%                   |
| • 71% health care                  | 65%                   |
| • 62% violent crime                | 61%                   |
| • 62% gun policy                   | 56%                   |
| • 59% immigration                  | 61%                   |
| • 58% Supreme Court appointments   | 63%                   |
| • 50% foreign policy               | 62%                   |
| • 49% abortion                     | 51%                   |
| • 49% racial and ethnic inequality | 37%                   |
| • 45% climate change               | 37%                   |

Source: Pew Research Center survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

# Majorities of Latino voters are concerned about food and consumer good prices, cost of housing

*% of Latino registered voters who say they are **very concerned** about each of the following economic issues in the country today*



Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown.

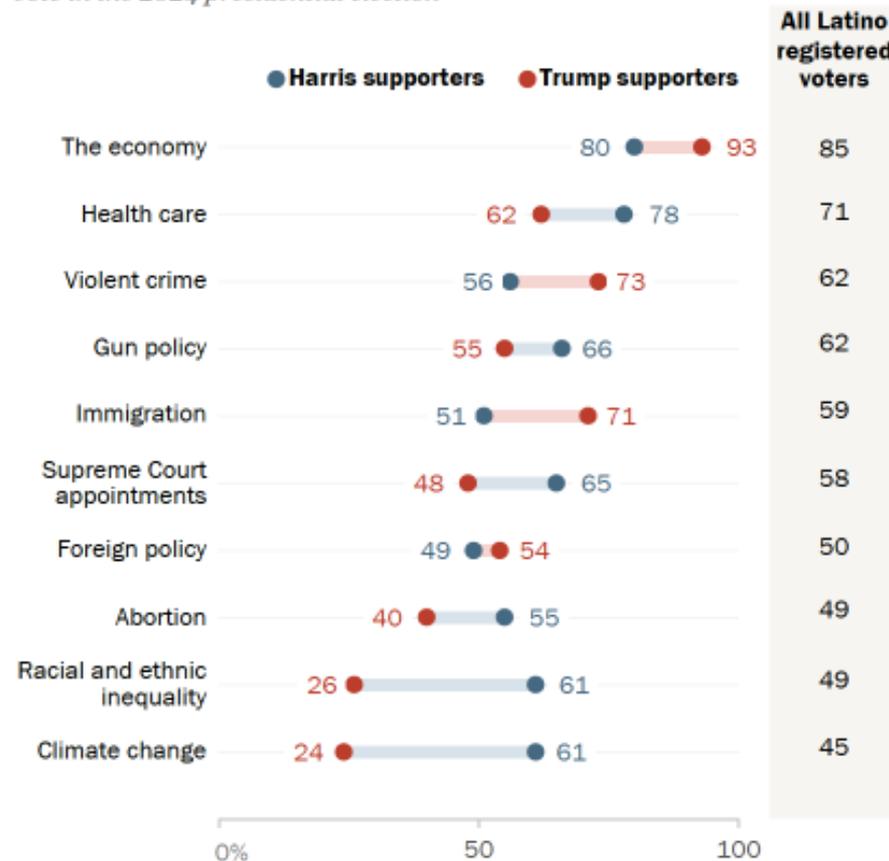
Hispanics are of any race.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

"In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

# The economy is the top issue for Latino Trump and Harris voters, but priorities diverge otherwise

*% of Latino registered voters who say each is **very important** to their vote in the 2024 presidential election*



Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Hispanics are of any race.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

"In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

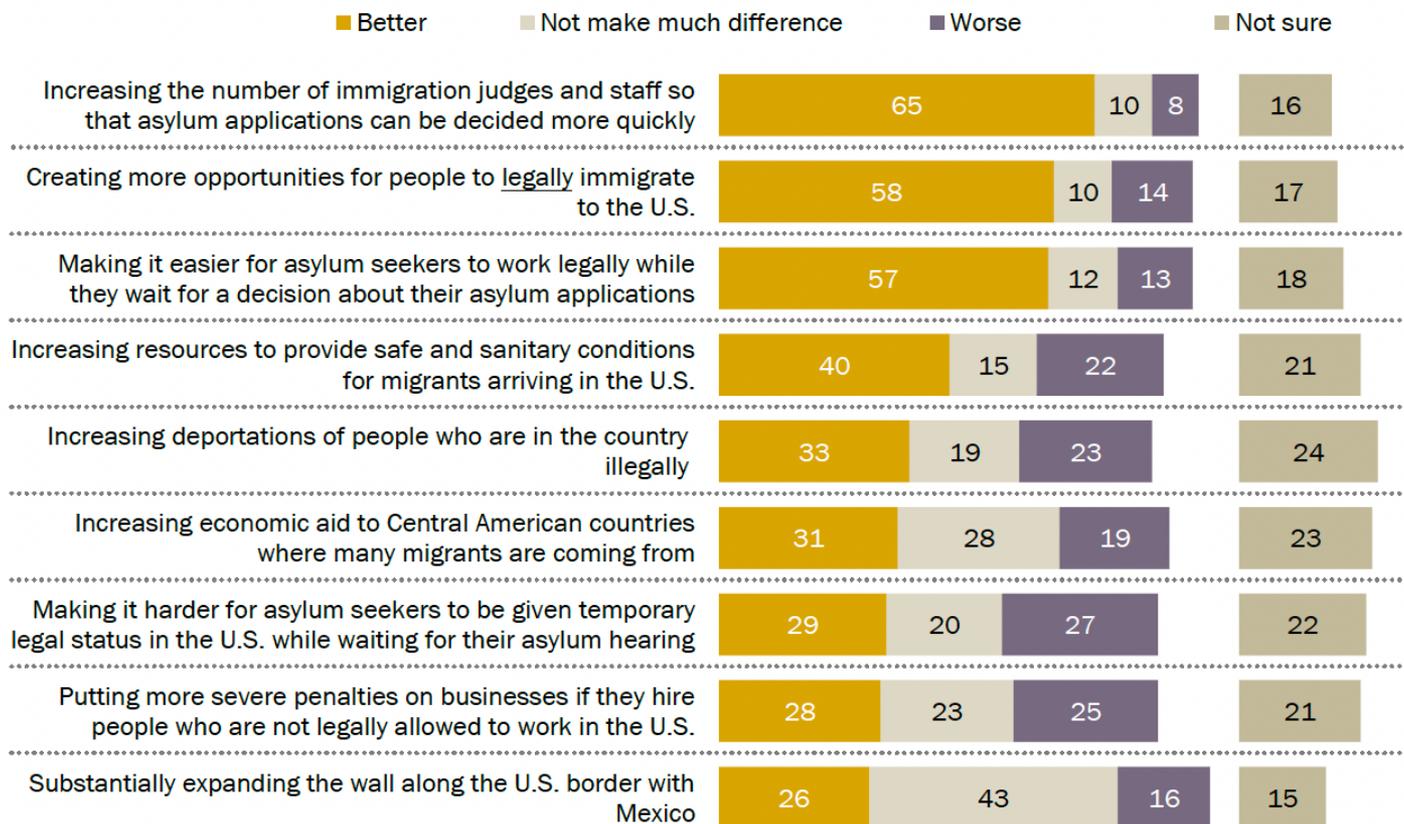
# Latino voters and economic conditions

- ***National economic conditions assessment in September:***
  - 77% of Latino RVs rate economic conditions as “only fair” or “poor”.
  - 90% of Latino Trump backers say this as do 66% of Latino Harris backers.
- ***Looking ahead to the next year:***
  - 39% of Latino RVs expect better economic conditions; 22% expect worse conditions and 38% expect conditions to be the same as now.
  - Latino Trump and Harris supporters have similar assessments of future economic conditions

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

# Majority of Latinos say hiring more immigration judges and staff to make faster asylum decisions would help border situation

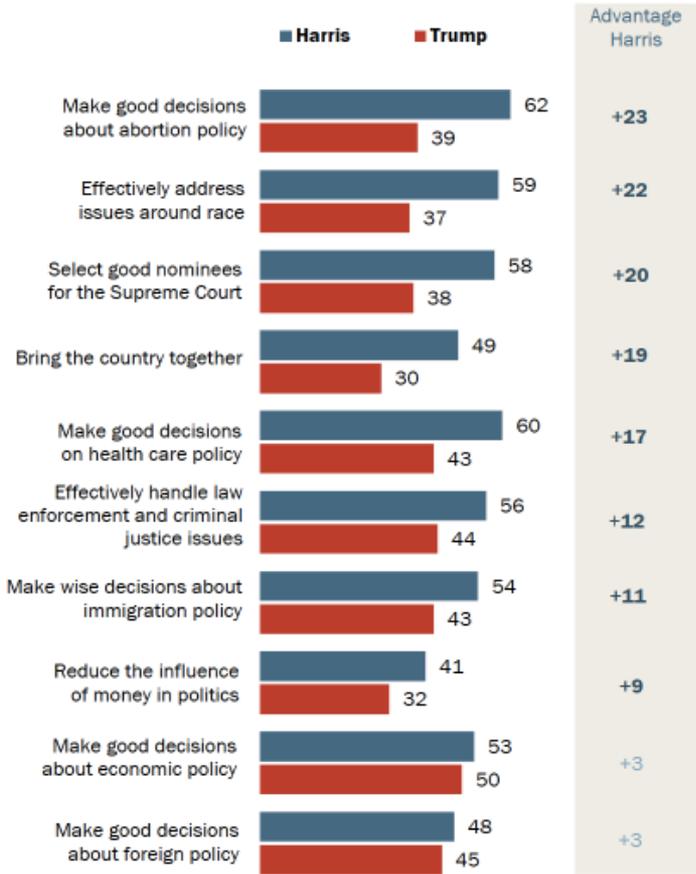
*% of Hispanic adults who say each of the following proposals would make the situation at the U.S.-Mexico border ...*



Note: Share of respondents who did not offer an answer not shown.  
 Source: Survey of U.S. adults conducted Jan. 16-21, 2024.  
 "Latinos' Views on the Migrant Situation at the U.S.-Mexico Border"

# Latino voters more confident in Harris than Trump on most issues

% of Latino registered voters who say they are *very/somewhat confident* that \_\_\_ can do each of the following

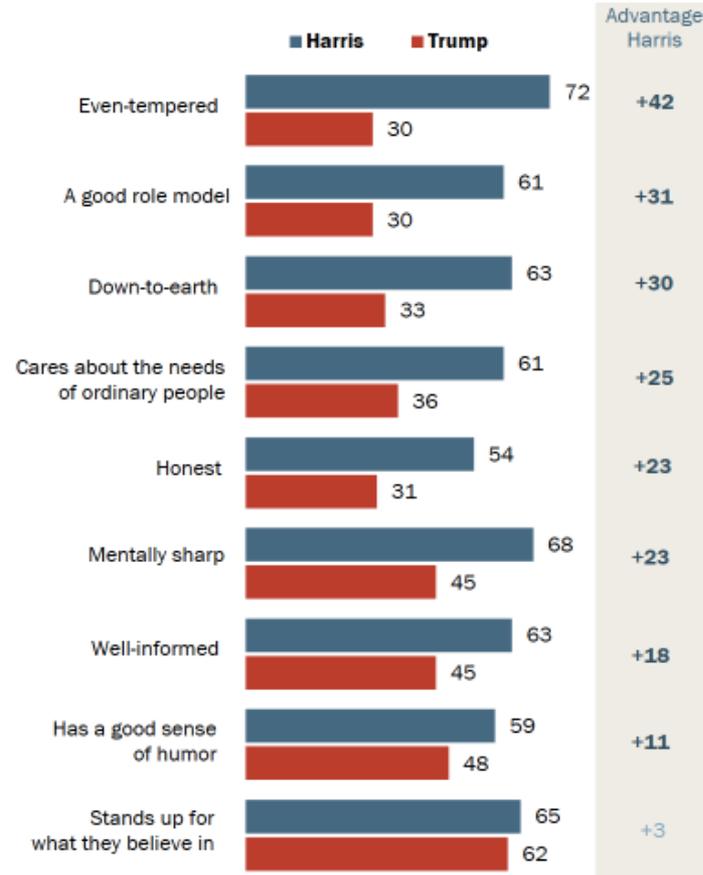


Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Statistically significant differences are in **bold**. Hispanics are of any race.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024. "In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

# Latino voters give Harris the edge over Trump on personal traits

% of Latino registered voters who say \_\_\_ describes each candidate very/fairly well



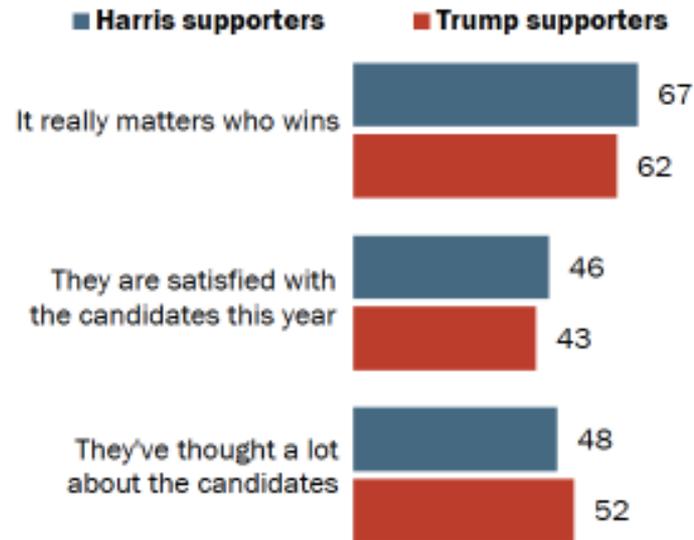
Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Statistically significant differences are in **bold**. Hispanics are of any race.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

"In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

# Latino Harris and Trump voters are similarly engaged in the election

*% of Latino registered voters who say ...*



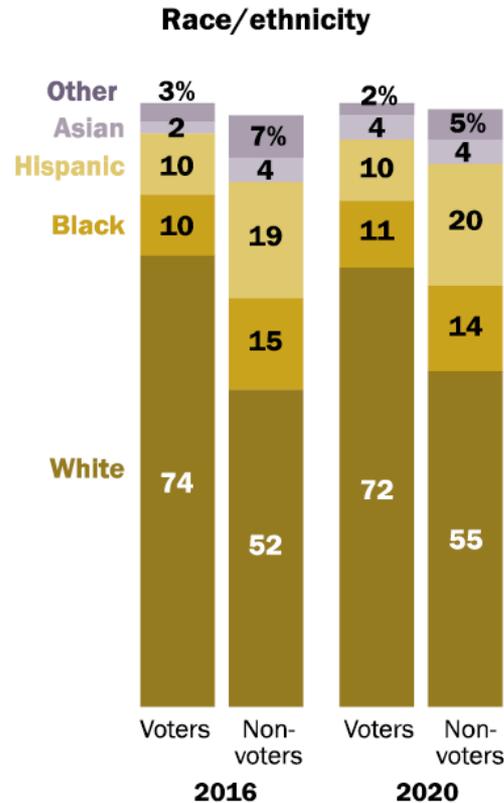
Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Hispanics are of any race.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

"In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

# Despite higher turnout in 2016 and 2020, wide disparities in voting persisted

*Composition of validated voters and nonvoters (%)*



Notes: Based on 3,014 (2016) and 9,668 (2020) validated general election voters and 756 (2016) and 1,477 (2020) validated nonvoters. Validated voters are those found to have voted in commercial voter files. Nonvoters were citizens who were not found to have a record of voting in any of the voter files. Vote choice for both years are from post-election surveys. See Methodology for details. White and Black adults include those who report being only one race and are not Hispanic; Hispanics are of any race. Asian adults interviewed in English only. Don't know responses not shown.

Source: Surveys of U.S. adults conducted Nov. 29-Dec. 12, 2016, and Nov. 12-17, 2020.

"Behind Biden's 2020 Victory"

## How do you use our data? Let us know.

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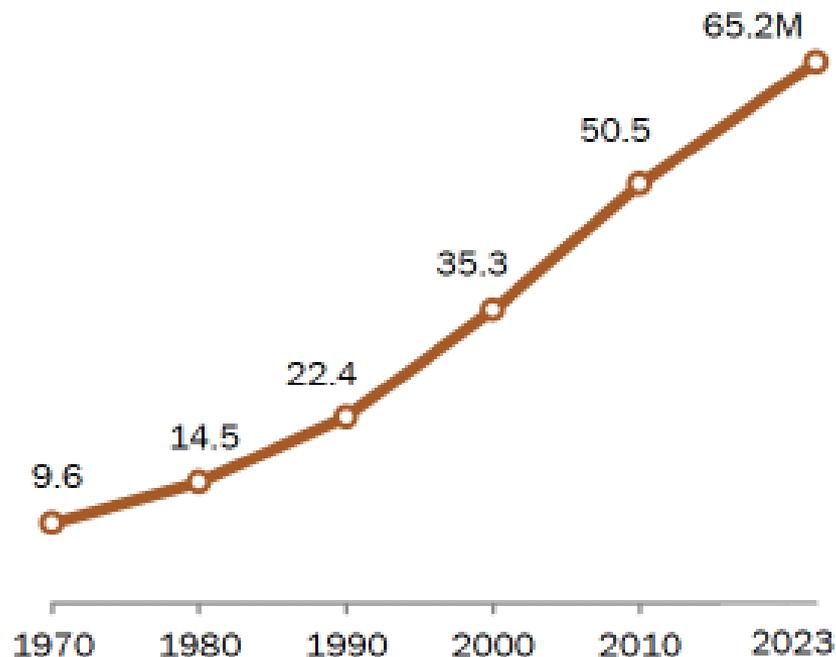
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# U.S. Hispanic population exceeded 65 million in 2023

*Population of Hispanics in the United States, 1970-2023, in millions*



Note: Population totals as of April 1 for 1970-2010 and July 1 for 2023. Hispanics are of any race.

Source: Pew Research Center analysis of 1970-1980 estimates based on decennial censuses (see 2008 report "U.S. Population Projections: 2005-2050"), 1990-2010 P.L. 94-171 census data, Vintage 2023 estimates.

# 5 decades of U.S. Hispanic population dispersion

