



The Latino Vote – Reliably Democrat?

September 27th P4D Special Event Will Focus on Latinos

Latinos are almost one-fifth of the U.S. population and account for more than half of our population growth. And Latinos tend to vote Democratic! So, attracting more of their vote, particularly in “purple” states, is a critical part of Democrats’ election strategy.

The Good News is that during the 2022 midterm elections, Latinos preferred Democratic House candidates by a two-to-one margin over Republicans, with women voting Democrat 10% more than men.

The Bad News is Latino support of for Democratic House candidates in 2022 actually was down 5% compared to 2020.

Latino registration and voting rates are improving! While voting registration among Latinos lags behind other groups, the percentage of registered Latinos and those who actually vote are increasing. 2020 marked the first time that more than half the number of Latinos eligible to vote did so!

Latino Youth Vote. While Latinos accounted for 10% of all voters in 2022, they accounted for 16% of the youth vote (ages 18-29). And significantly, the growth of young Latino voters is occurring in battleground states in the West where young Latinos make up 40% of newly registered voters in that region.

Nevada is a good example of how the Latino vote can swing a swing state. Latinos comprise 20% of the electorate in Nevada and, in 2022, voted 63% to 35% for Senate Democrat Cortez-Masto. The incumbent won reelection by less than 1%. Nevada’s other Democratic Senator, Jacky Rosen, will need this same kind of support in 2024.

Latinos also gave Democratic candidates overwhelming support in the other battle ground states in 2022: Arizona (63%), Colorado (71%), Wisconsin (64%), Pennsylvania (73%), Michigan (64%) and Georgia (66%). Florida is the only state where Latinos gave their support to Republican candidates (54%).

Florida illustrates the dilemma for Democrats: How to design a Latino election strategy given that **Latinos are not a monolithic group?**

There are Cubans in South Florida, Puerto Ricans in New York, Mexicans in Chicago and Spanish of European descent in New Mexico. A one-size-fits-all political strategy for Latinos doesn't work.

There are, however, common interests among them. For Latinos, like all of us, so much depends on life experience and personal values. Their policy preferences track the broader electorate: younger, more secular voters are overwhelmingly Democratic while older voters tend to vote Republican, skewing more conservative on social issues.

And like a large portion of the American electorate, economic issues rank high among their concerns with a focus on inflation, the rising cost of living and health care costs.

There *are* issues of particular concern to Latino voters:

Immigration: Latinos who vote Republican are less likely to support stricter border enforcement and aggressive deportation than other Republicans. They also are more interested in establishing a path to citizenship for immigrants already in the U.S.

Abortion: According to Pew Research, 57% of all Latinos believe abortion should be legal in all or most cases. That's 5% *less* than the U.S. population overall.

Gun Laws: Latino voters are more deeply concerned about guns than the general U.S. population. While 58% of Americans would like to see stricter gun laws, among Latino voters, that number rises to 68%.

The Bottom Line: Latinos can't be viewed as a voting bloc. However, their growth in population, coupled with the fact that younger Latinos are inclined to register and vote Democratic, should translate to wider margins of victory for Democrats in 2024. The opportunity is there! Motivating Latinos to vote in numbers that reflect their population growth will be key to the Democrats' election strategy.

Join Us On September 27 for our Special Event

Strengthening the Latino Vote for Democrats

(details to follow next week)

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