

BROOKINGS

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Young Latino Voters in the 2024 Election

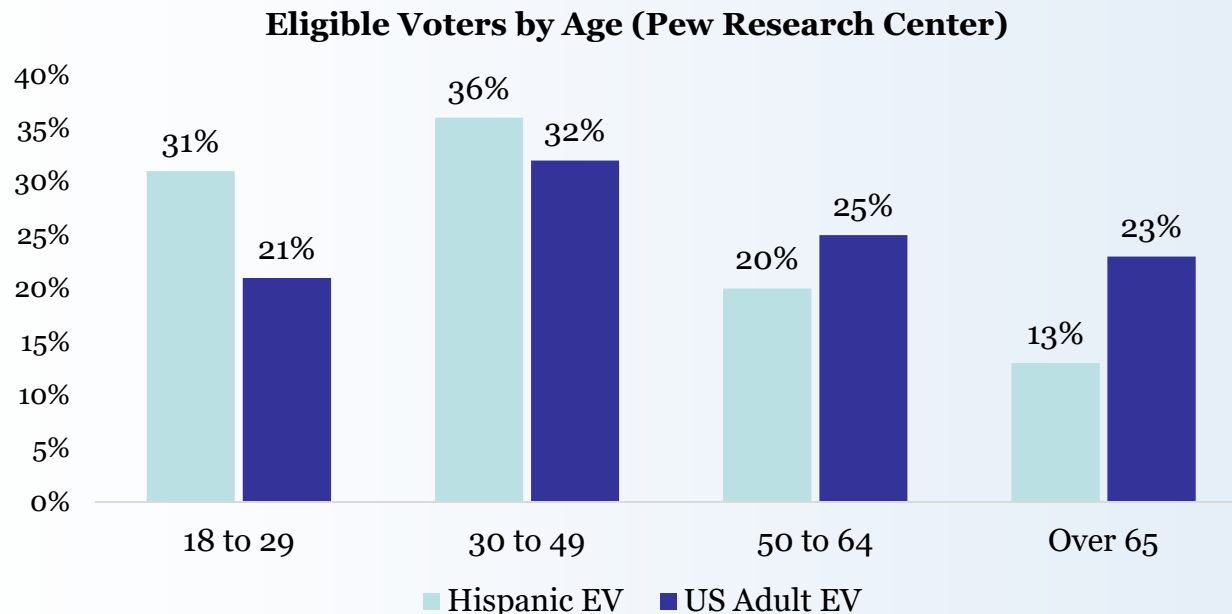
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Median Age of Latino Voters

- The number of Hispanic eligible voters has increased by 4.7 million since 2018, representing 62% of the total growth in U.S. eligible voters during this time.
 - » This is growth in eligible voters is due to the mobilization of young US-born Latinos
- This is concentrated in critical battleground states in the West, like Nevada and Arizona
 - » Young Latinos make up 40% of all newly eligible voters in the region
 - » Latino youth participation in the 2020 election was decisive

Latinos Drive Discussions of the “Youth Vote”

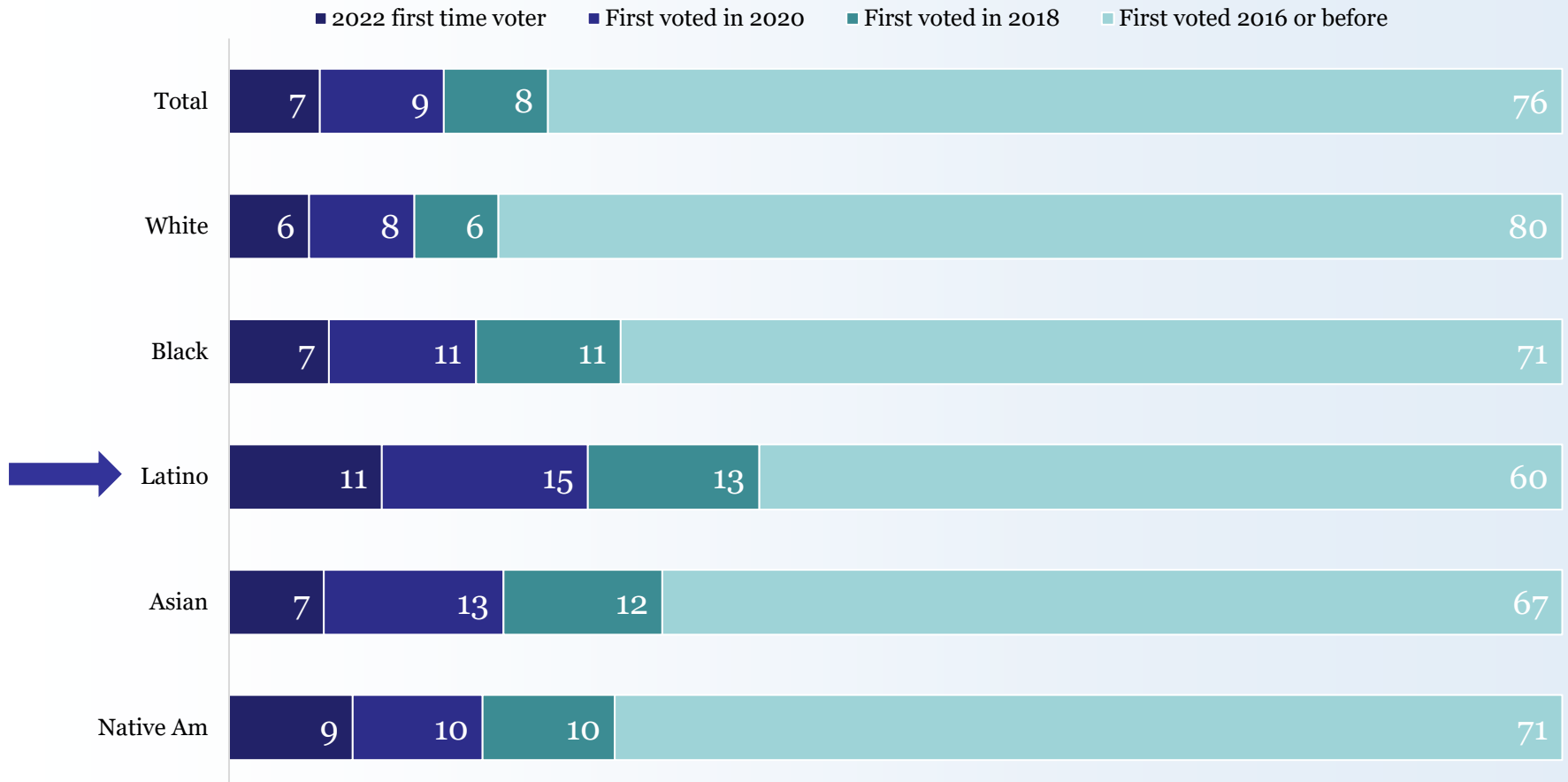
- 31% of all Latino eligible voters are between 18 and 29 years old
- This compares to 21% of the entire US population of eligible voters



Methodology – Survey Specifications

- **Total N=12,500 Voters in the 2022 Midterm Election (+/- 0.9%)**
 - » N=1,200 White (+/-2.8%)
 - » N=4,800 African American (+/-1.4%)
 - » **N=5,400 Latino (+/-1.3%)**
 - » N=600 Asian American (+/-4.0%)
 - » N= 500 Native American (+/-4.4%)
- **Field Dates:** October 26- November 7, 2022
- **English or Spanish**, according to preference
- **Mixed mode:** 75% online, 25% live telephone interviews

Latinos More Likely to be First Time Voters



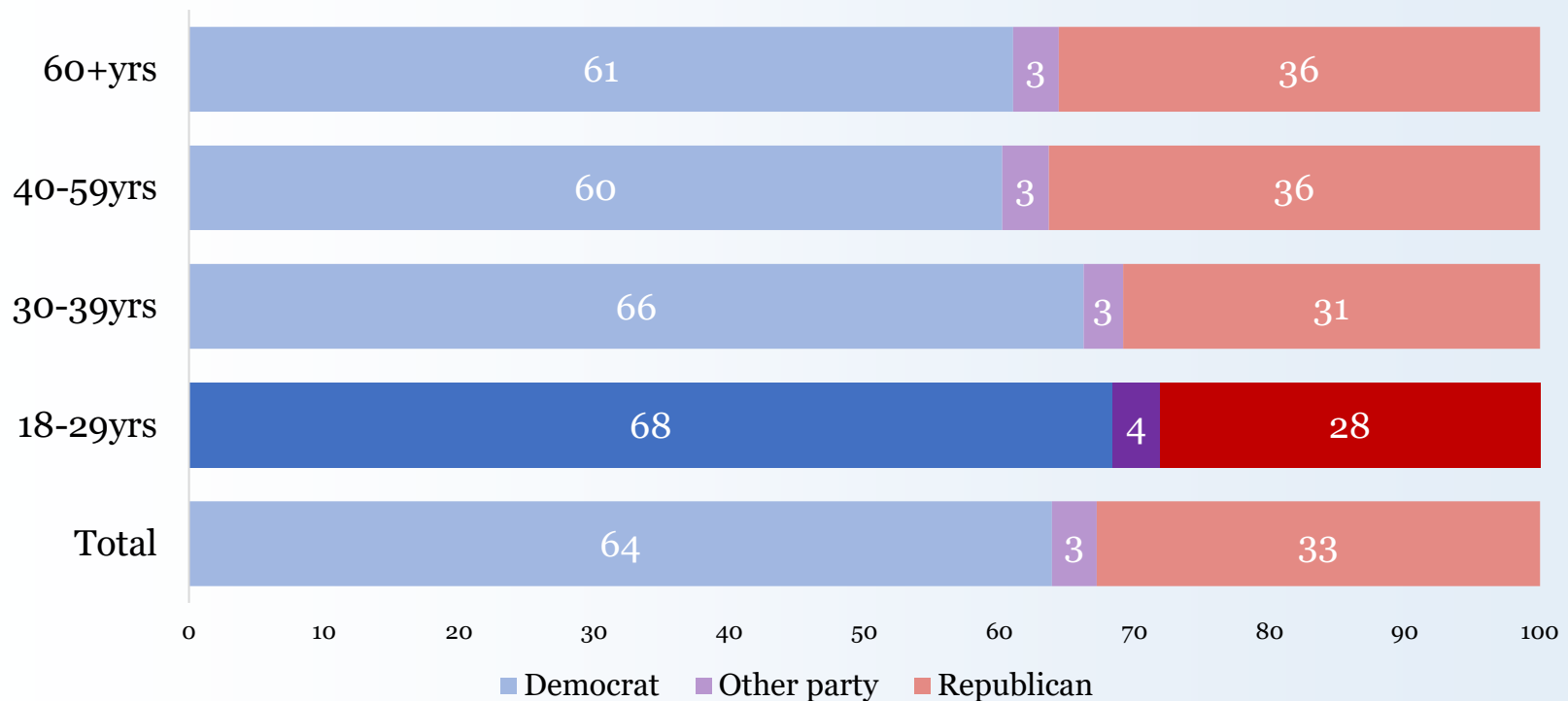
Over Half of Latinos Under 30 Were First Time Voters in 2020 or 2022

- Not surprisingly, Latinos under the age of 30 are driving this trend.
- Almost a quarter (24%) of Latino voters between the ages of 18 and 29 voted for the first time in 2022, and a robust 56% of Latinos under the age of 30 voted for the time either in 2020 or 2022.

Young Latino Voters Support Democratic Candidates – Relationship With Parties is Still in Development

Higher Rate of Young Latino Adults Voted for Democratic House Candidates

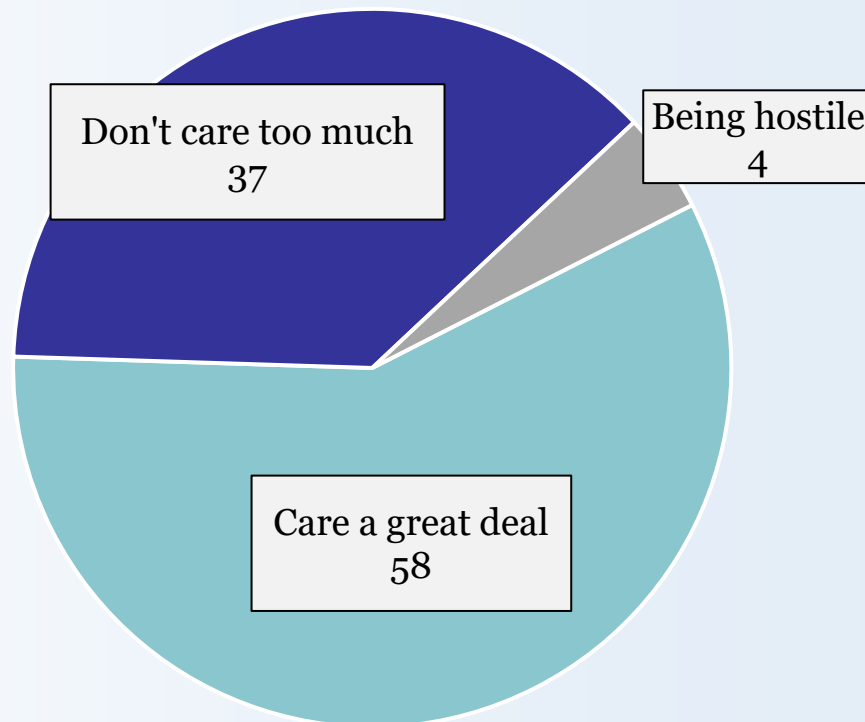
In the election for U.S. Congress, in your district here in [STATE] did you vote for the Democratic candidate or for the Republican candidate for House of Representatives?



Despite High Democratic Support, Young Latinos Relationship With Parties is Still in Development

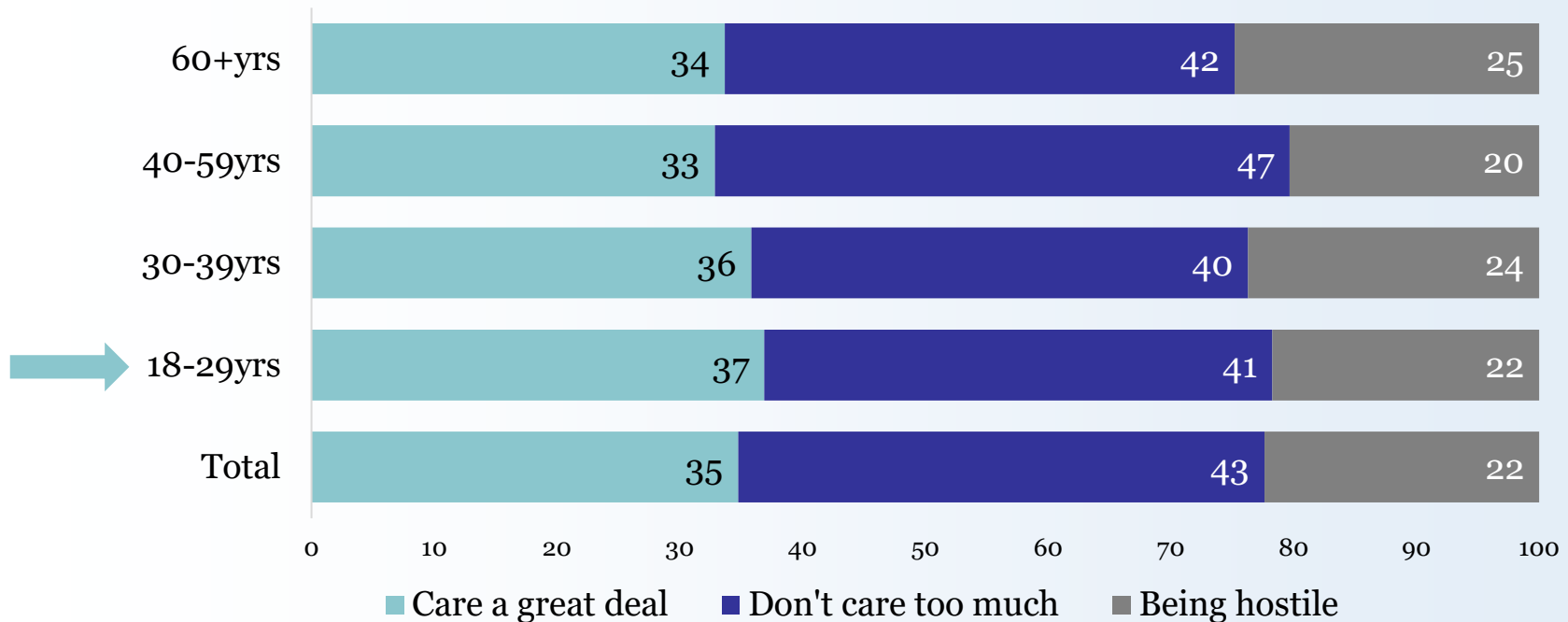
Would you say Joe Biden and the Democratic Party care a great deal about addressing issues important to the Latino community, that they don't care too much about Latinos, or that Democrats are being hostile towards Latinos

Although only 4% of Latinos under the age of 30 believe that the Democratic Party is hostile toward the Latino community, 37% report that Biden and Democrats “**don't care about the Latino community.**”



Over a Third of Young Latinos Believe Republicans Care

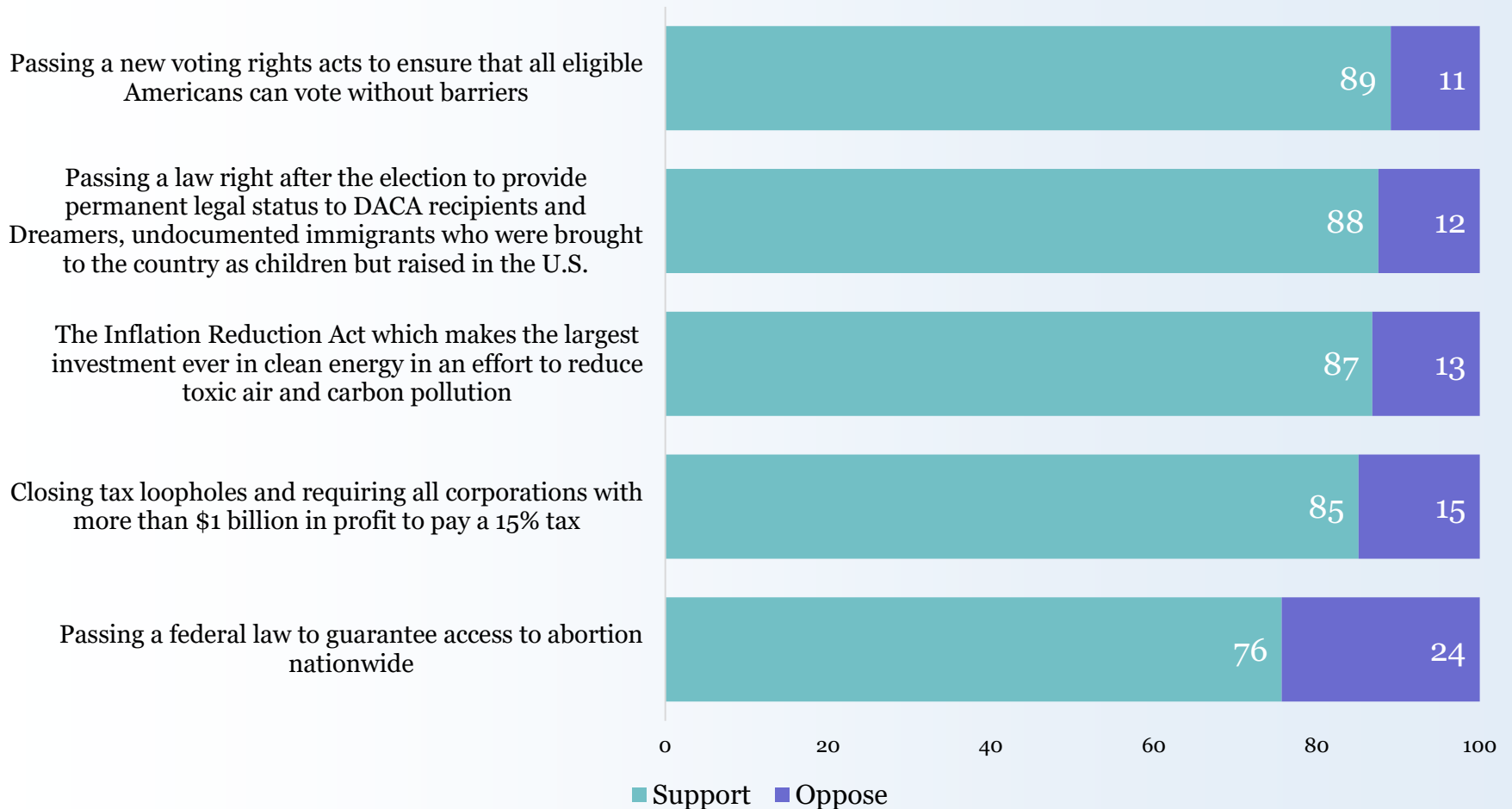
Would you say the Republican Party cares a great deal about addressing issues important to the Latino community, that they don't care too much about Latinos, or that Republicans are being hostile towards the Latino community?



Young Latino Voters Support Progressive Policies

High Support for a Range of Policies

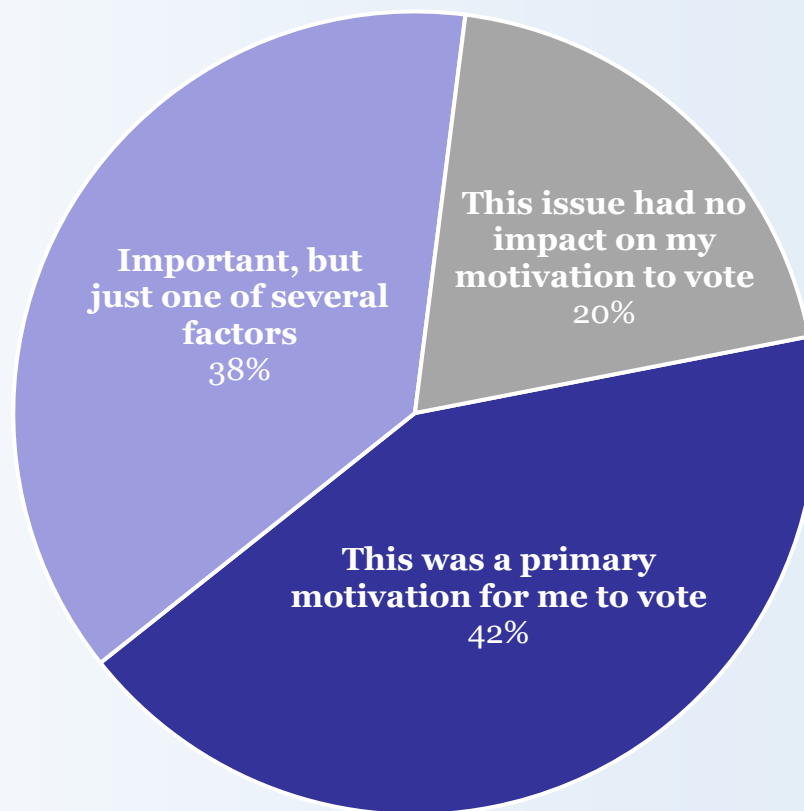
Do you support or oppose:



Abortion is a Mobilizing Force for Young Latinos

Please indicate whether "Supreme Court struck down the right to an abortion and will allow states to ban abortions" was a primary motivation for you to vote this November 2022.

Any decision by SCOTUS regarding the potential limitation of a commonly used abortion pill could have huge implications for the short-term voting behavior of young Latinos.



Political Information & Misinformation are Concerns for Young Latinos

Social Media is More Commonly Used Among Young Latinos

- Another important consideration for the under 30 Latino electorate is how they get their political information.
- Latinos as a full electorate are more likely to rely on social media than non-Latinos, a trend driven largely by the youngest cohort of Latino eligible voters.

Thus, Misinformation is a Concern

- Given that a lot of this misinformation reaching Latinos comes from social media, the higher reliance on social media among young Latinos for political information makes this a particularly important issue

There is widespread voter fraud that we can't trust the election results

