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

\(^1\) Center for Information & Research on Civic Learning and Engagement
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

![Eligible Voters by Age (Pew Research Center)](chart.png)
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

<table>
<thead>
<tr>
<th>Race</th>
<th>2022 first time voter</th>
<th>First voted in 2020</th>
<th>First voted in 2018</th>
<th>First voted 2016 or before</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>7</td>
<td>9</td>
<td>8</td>
<td>8</td>
<td>76</td>
</tr>
<tr>
<td>White</td>
<td>6</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>80</td>
</tr>
<tr>
<td>Black</td>
<td>7</td>
<td>11</td>
<td>11</td>
<td>8</td>
<td>71</td>
</tr>
<tr>
<td>Latino</td>
<td>11</td>
<td>15</td>
<td>13</td>
<td>11</td>
<td>60</td>
</tr>
<tr>
<td>Asian</td>
<td>7</td>
<td>13</td>
<td>12</td>
<td>12</td>
<td>67</td>
</tr>
<tr>
<td>Native Am</td>
<td>9</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>71</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Democrat</th>
<th>Other Party</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+yrs</td>
<td>61</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td>40-59yrs</td>
<td>60</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td>30-39yrs</td>
<td>66</td>
<td>3</td>
<td>31</td>
</tr>
<tr>
<td>18-29yrs</td>
<td>68</td>
<td>4</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>3</td>
<td>33</td>
</tr>
</tbody>
</table>

Legend:
- Democrat
- Other party
- Republican
Despite High Democratic Support, Young Latinos Relationship With Parties is Still in Development

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.”

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?
# 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?

<table>
<thead>
<tr>
<th></th>
<th>Care a great deal</th>
<th>Don't care too much</th>
<th>Being hostile</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+ yrs</td>
<td>34</td>
<td>42</td>
<td>25</td>
</tr>
<tr>
<td>40-59 yrs</td>
<td>33</td>
<td>47</td>
<td>20</td>
</tr>
<tr>
<td>30-39 yrs</td>
<td>36</td>
<td>40</td>
<td>24</td>
</tr>
<tr>
<td>18-29 yrs</td>
<td>37</td>
<td>41</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>43</td>
<td>22</td>
</tr>
</tbody>
</table>
Young Latino Voters Support Progressive Policies
High Support for a Range of Policies

Do you support or oppose:

- Passing a new voting rights act to ensure that all eligible Americans can vote without barriers
  - Support: 89
  - Oppose: 11

- Passing a law right after the election to provide permanent legal status to DACA recipients and Dreamers, undocumented immigrants who were brought to the country as children but raised in the U.S.
  - Support: 88
  - Oppose: 12

- The Inflation Reduction Act which makes the largest investment ever in clean energy in an effort to reduce toxic air and carbon pollution
  - Support: 87
  - Oppose: 13

- Closing tax loopholes and requiring all corporations with more than $1 billion in profit to pay a 15% tax
  - Support: 85
  - Oppose: 15

- Passing a federal law to guarantee access to abortion nationwide
  - Support: 76
  - Oppose: 24
Abortion is a Mobilizing Force for Young Latinos

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.

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.

- **42%**: This was a primary motivation for me to vote
- **38%**: Important, but just one of several factors
- **20%**: This issue had no impact on my motivation to vote
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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Worried</th>
<th>Not worried</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+yrs</td>
<td>34</td>
<td>55</td>
</tr>
<tr>
<td>40-59yrs</td>
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