


2022 MIDTERMS AND THE LATINO VOTE

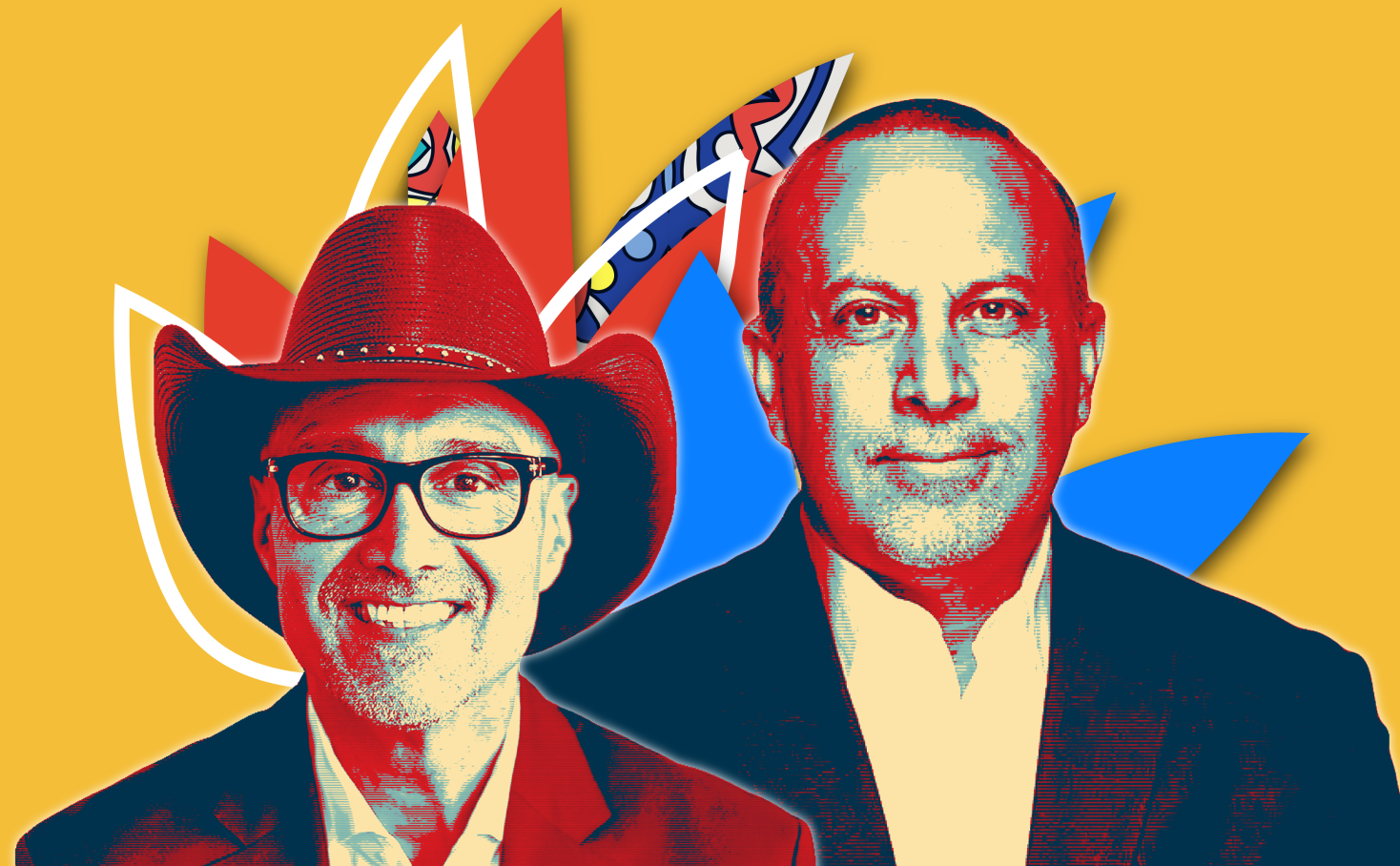
**THE LATINO
VOTE** 
MIKE MADRID & CHUCK ROCHA

Website: Latinos.vote

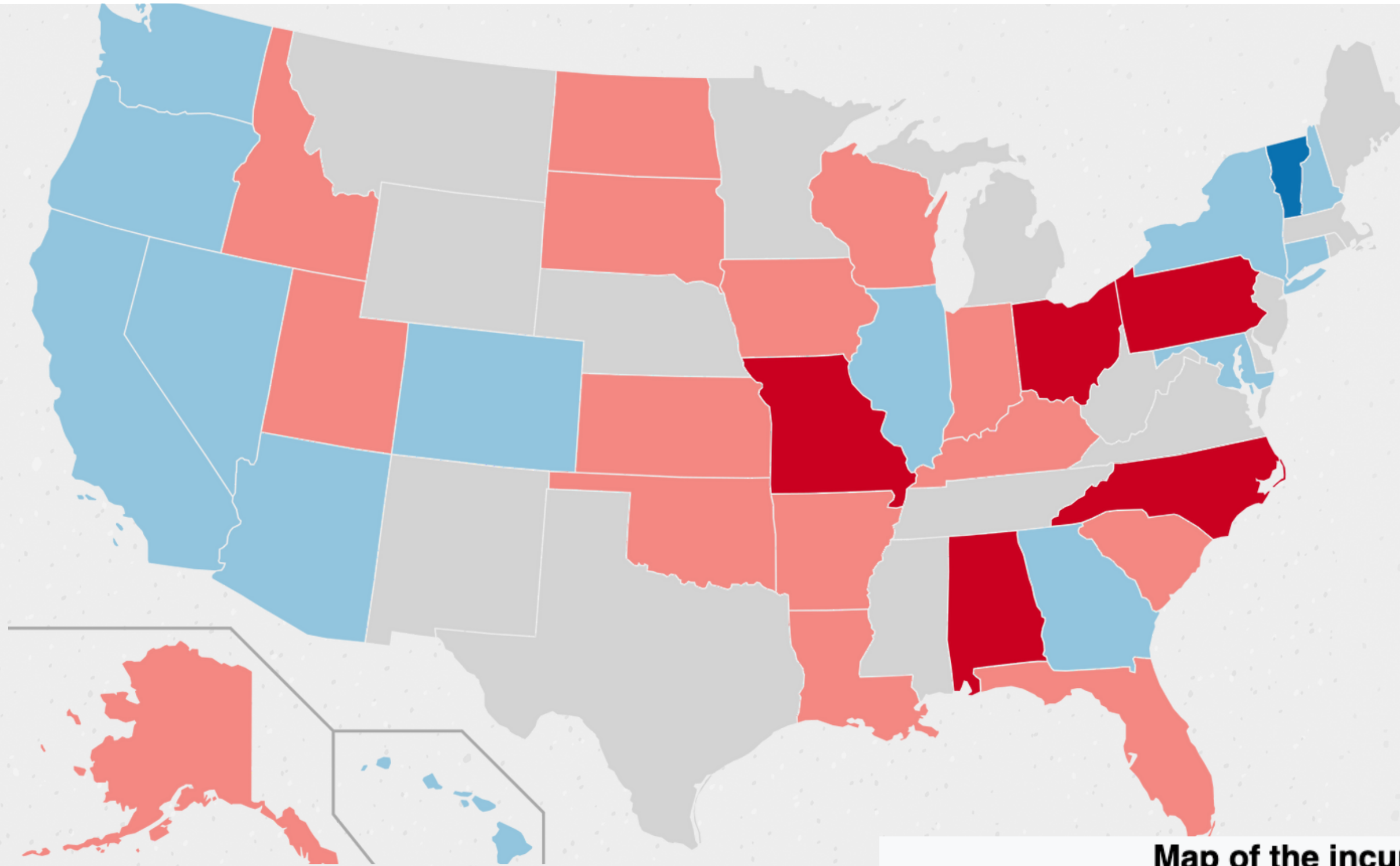
 [@TheLatino_Vote](https://twitter.com/TheLatino_Vote)

 [@madrid_mike](https://twitter.com/madrid_mike)

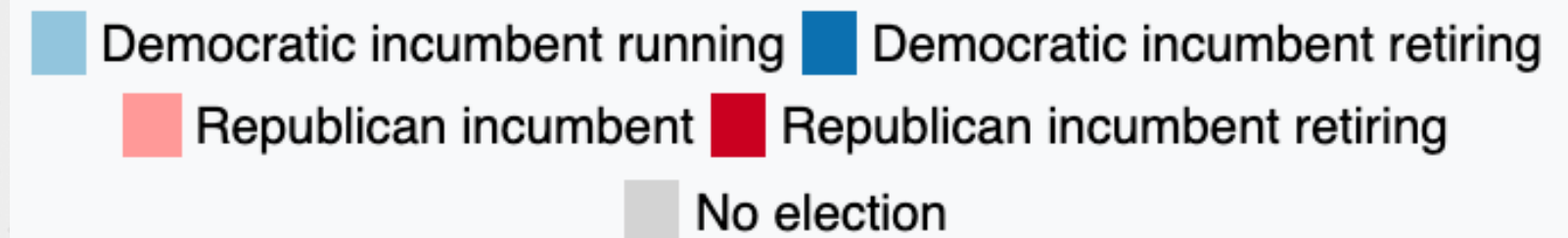
 [@ChuckRocha](https://twitter.com/ChuckRocha)



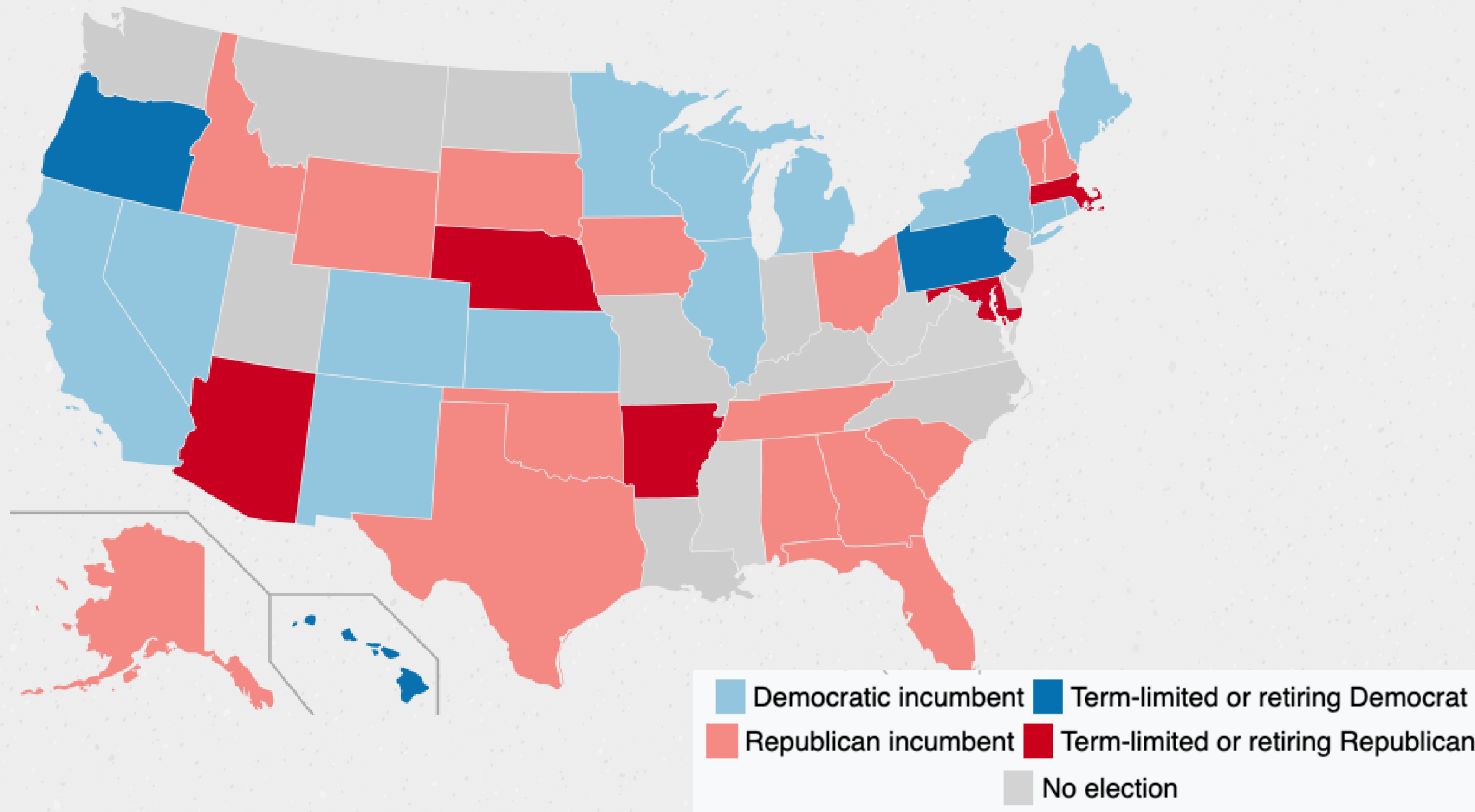
2022 MIDTERMS SENATORIAL RACES



Map of the incumbents:



2022 MIDTERMS GUBERNATORIAL RACES

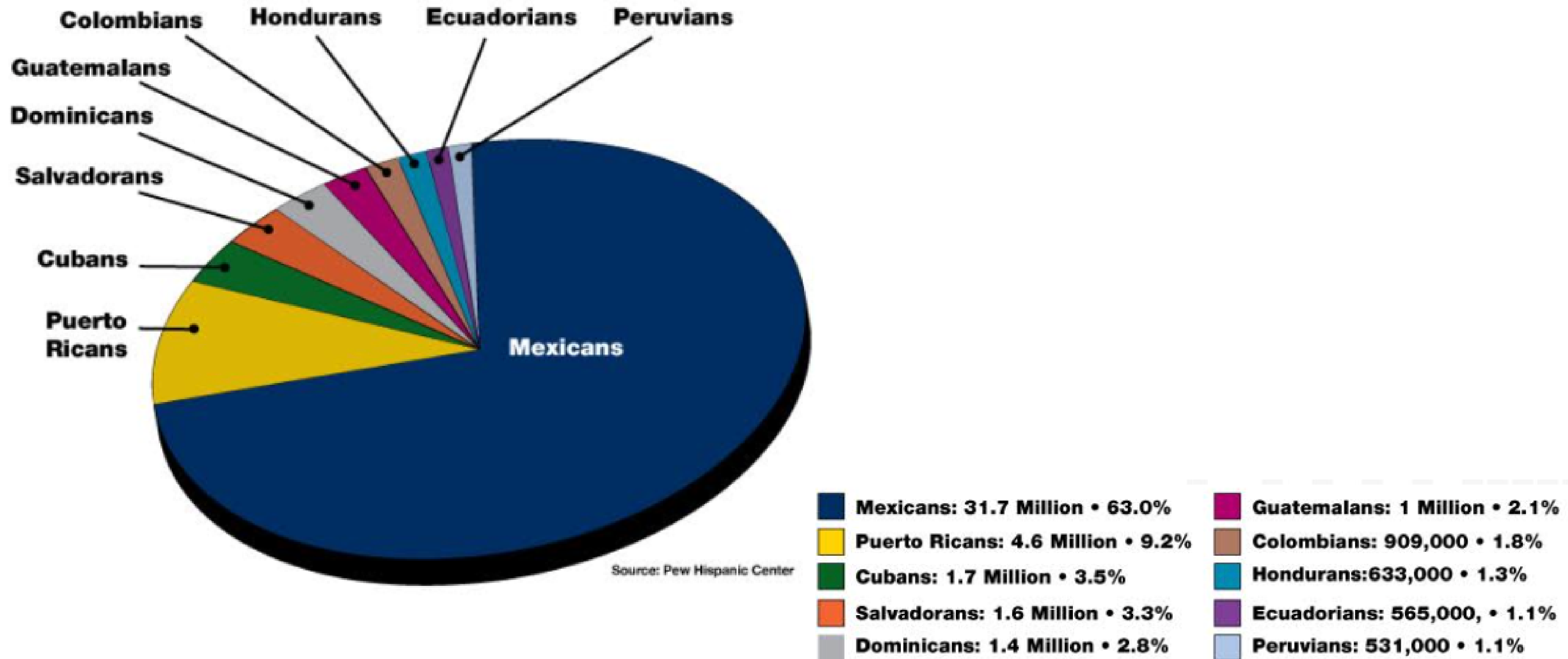


WHO WE ARE AS LATINOS

- 2020 census pointed out a drastic national spike, Latinos make up more than half of U.S. population's growth.
- Latinos casted 16.6 million votes in 2020, an increase of 30.9% over the 2016 presidential election. By comparison, turnout was 15.9% greater among voters of all races.
- 800,000 Latino citizens turn 18 every year, there could be more than 3 million new registered voters in four years
- Latinos play a key role in economic growth as their buying power is more than \$1.7 trillion

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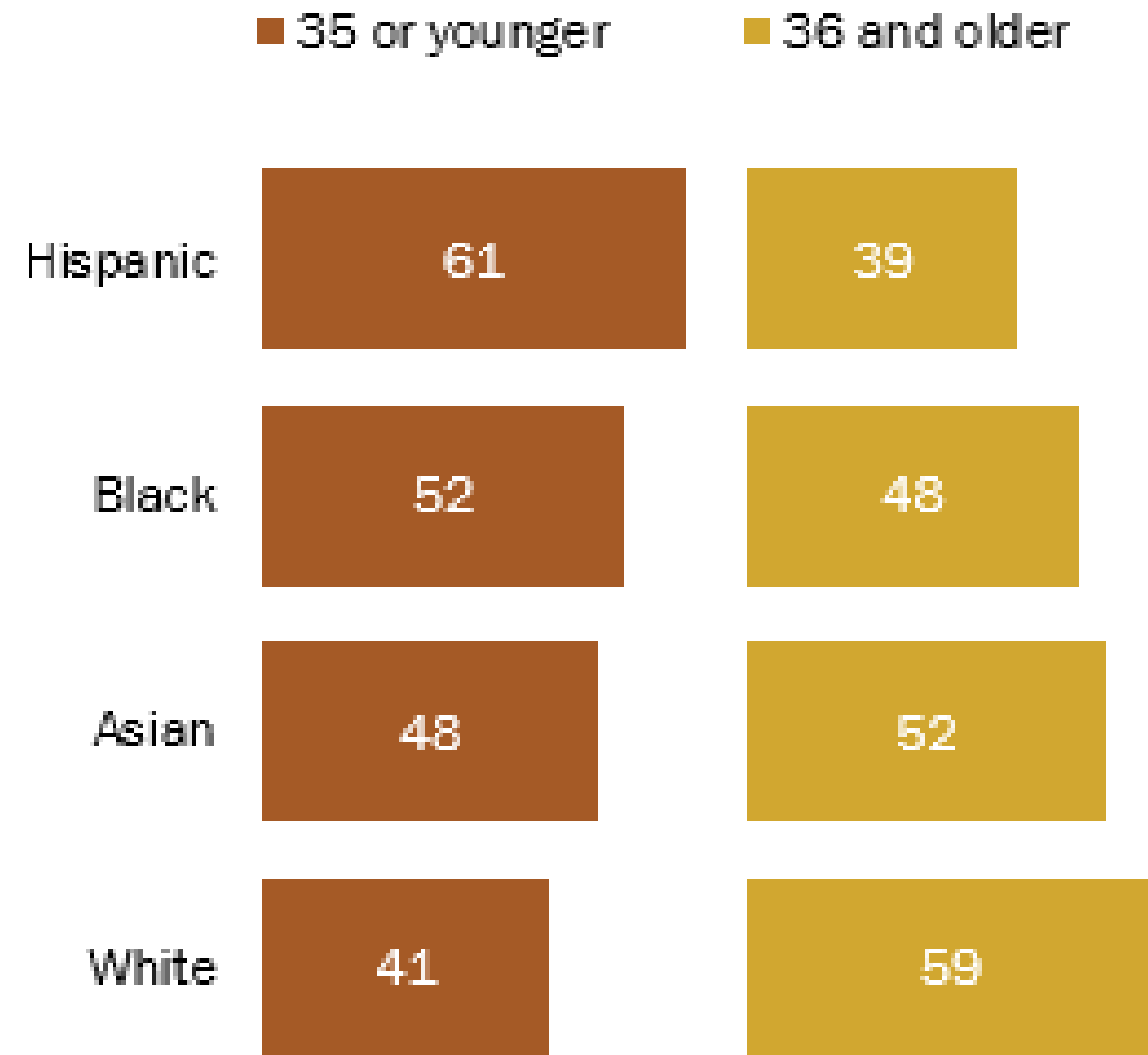
The 10 Largest Latino Ethnic Groups in the U.S.



Numbers and percentages are based on the total U.S. Latino population of 50.5 million

About six-in-ten Hispanics in the U.S. are 35 or younger

% in each age group, by race/ethnicity



Note: Hispanics of any race. Black, Asian, and white are non-Hispanic, single race.

Source: Pew Research Center analysis of 2016 American Community Survey (1% IPUMS).

PEW RESEARCH CENTER

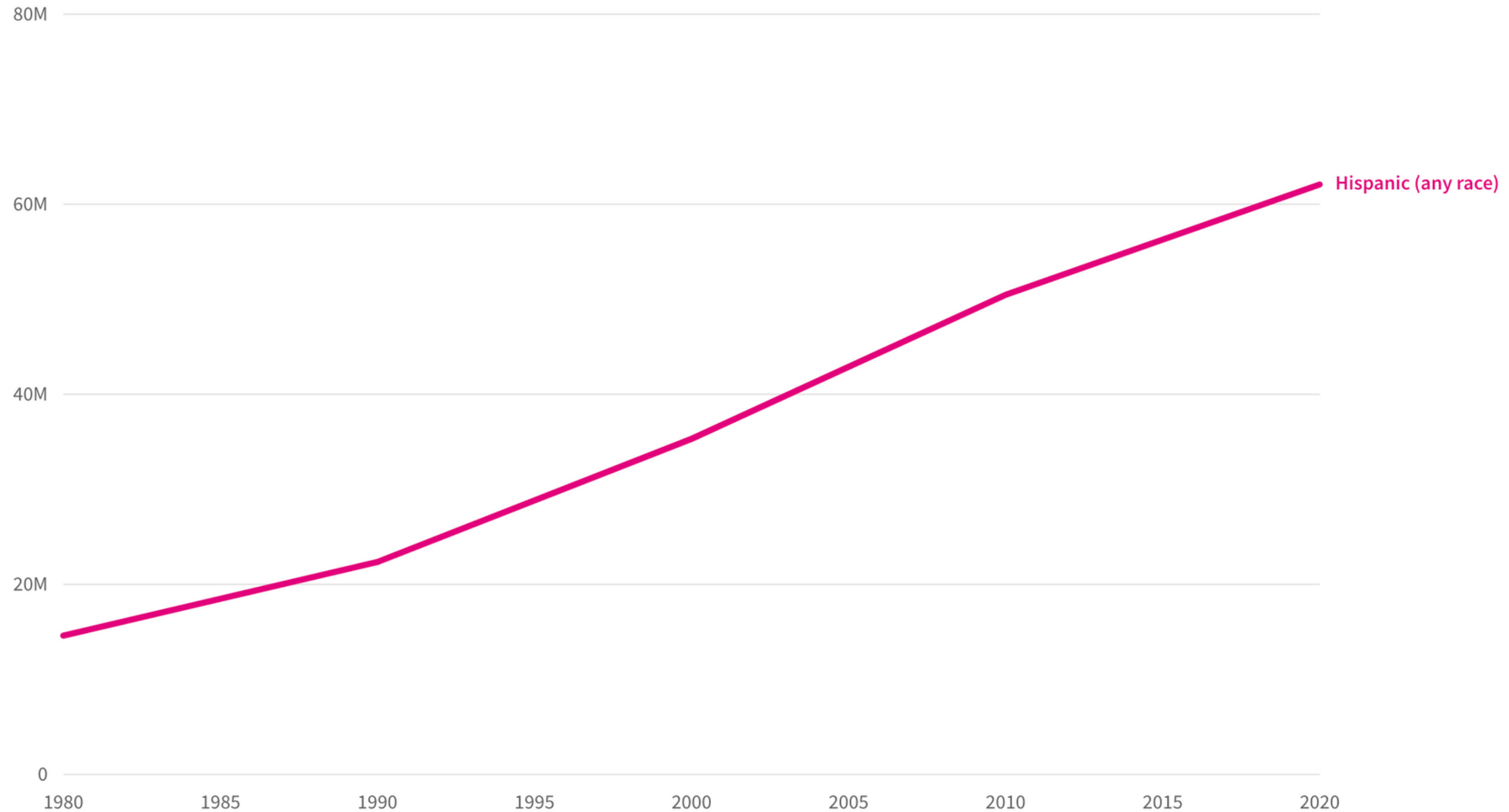
In 2019, the white median age was 43.7 compared to

- 34.6 for Black residents
- 37.5 for Asian Americans
- **29.8 for Latinos or Hispanics**

The Hispanic population has quadrupled in the past four decades.

The Hispanic population increased by 47 million since 1980.

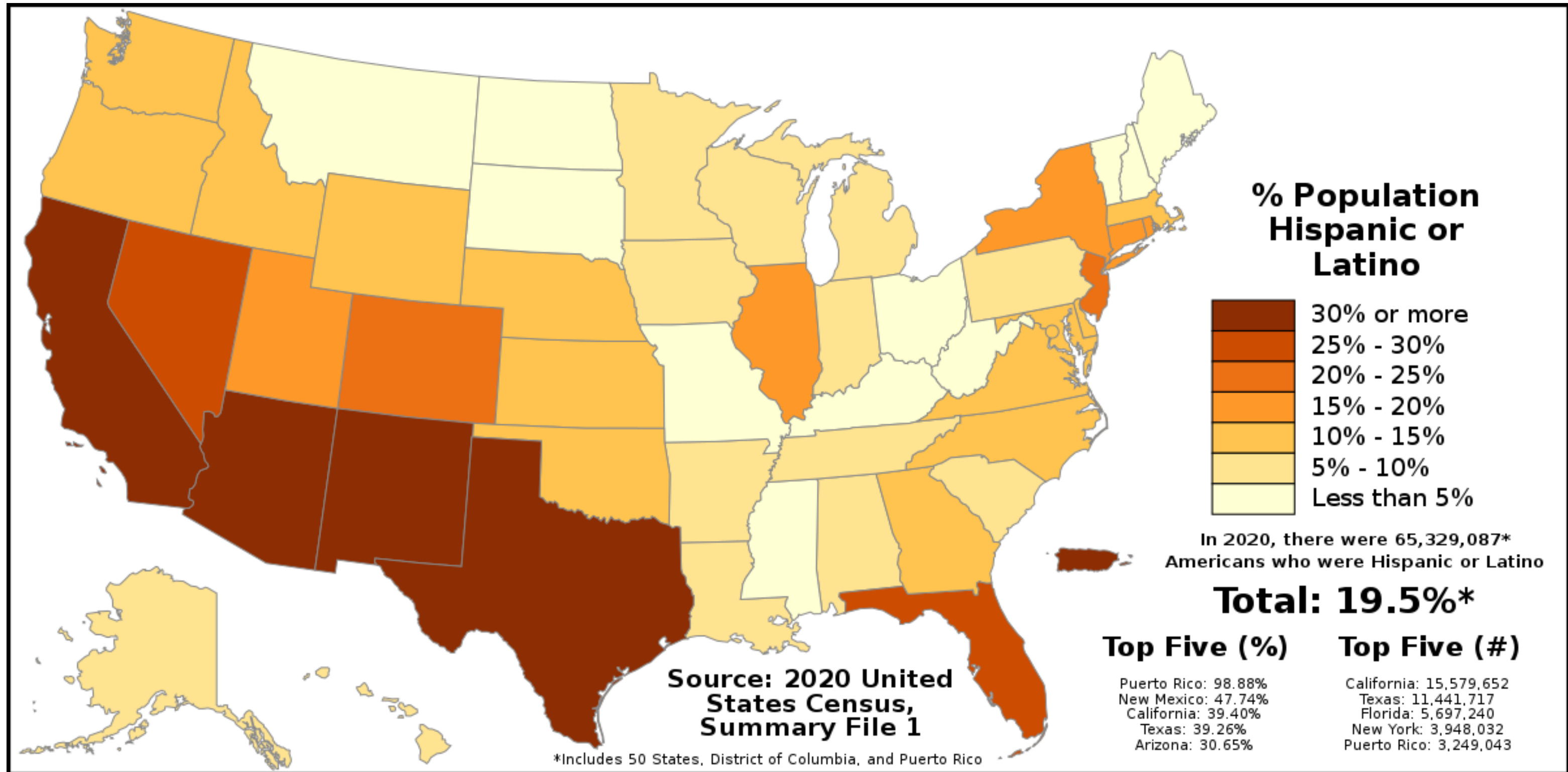
People of Hispanic or Spanish origin in the decennial census



WHAT ARE WE CALLED?

- Latino: refers to people who are from or descended from people from Latin America
- Hispanic: refers to people who speak Spanish or are descended from Spanish-speaking populations
- Latinx: refers to Latino but uses a gender-neutral {-x} suffix
- Chicano: refers to people of Mexican descent born in the United States
- Tejano: A Mexican American inhabitant of southern Texas.

LATINO POPULATION BY STATE



LATINO POPULATION PER DISTRICT

DISTRICT	Latino
TX-15	72.3%
FL-27	66.5%
CA-22	61.1%
NM-02	47.0%
NM-03	31.5%
CA-09	28.8%
CO-08	24.4%
NV-01	23.5%
NV-04	22.0%
CA-45	20.3%
AZ-04	15.8%
NV-03	14.9%
CA-49	14.5%
NY-02	13.3%
IL-14	13.0%
PA-07	12.4%
CT-05	12.3%