

# 2024 LDC U.S. Latino Voter Report™: The Ever-Evolving U.S. Electoral Landscape



Latinos have been decisive in past elections, including those in California, Nevada, Florida, Washington, and Arizona, and as the **fastest-growing group of eligible voters**, they will continue to shape outcomes in the future.



## ***Debunking the Myth of Political Apathy***

The majority of Latinos are highly engaged in politics. Since 2000, Latinos have seen **higher rates of registration and voter growth** compared to White and Black voters.

## ***Latinos: A Young, Growing, and Unique Electorate***

- Latinos account for **half of the growth in total eligible voters** between 2020 and 2024, reaching an estimated 36 million in 2024.
- The Latino population is younger than the average American population. Each year, about **1.4 million Latinos** become eligible to vote.

## ***Decisive Impact in Key Battleground States***

Latino voter participation will be decisive in **5 of the 7 key battleground states** in the 2024 U.S. presidential election and in pivotal congressional races across the country.

- In Arizona and Nevada, Latinos comprise 27% and 21% of eligible voters, respectively.
- The rapid growth of the Latino population in North Carolina and Pennsylvania signals their potential to reshape the political landscape of these states.

## ***The Urgency of Addressing the Latino Vote***

Political parties must increase Latino representation in key positions, understand the community, and invest in authentic, meaningful outreach efforts that reflect the real issues Latinos care about to avoid leaving millions of votes on the table.

