

LATINO VOTERS REPORT



Latino voters make up a large and growing group that has the ability to sway election results.

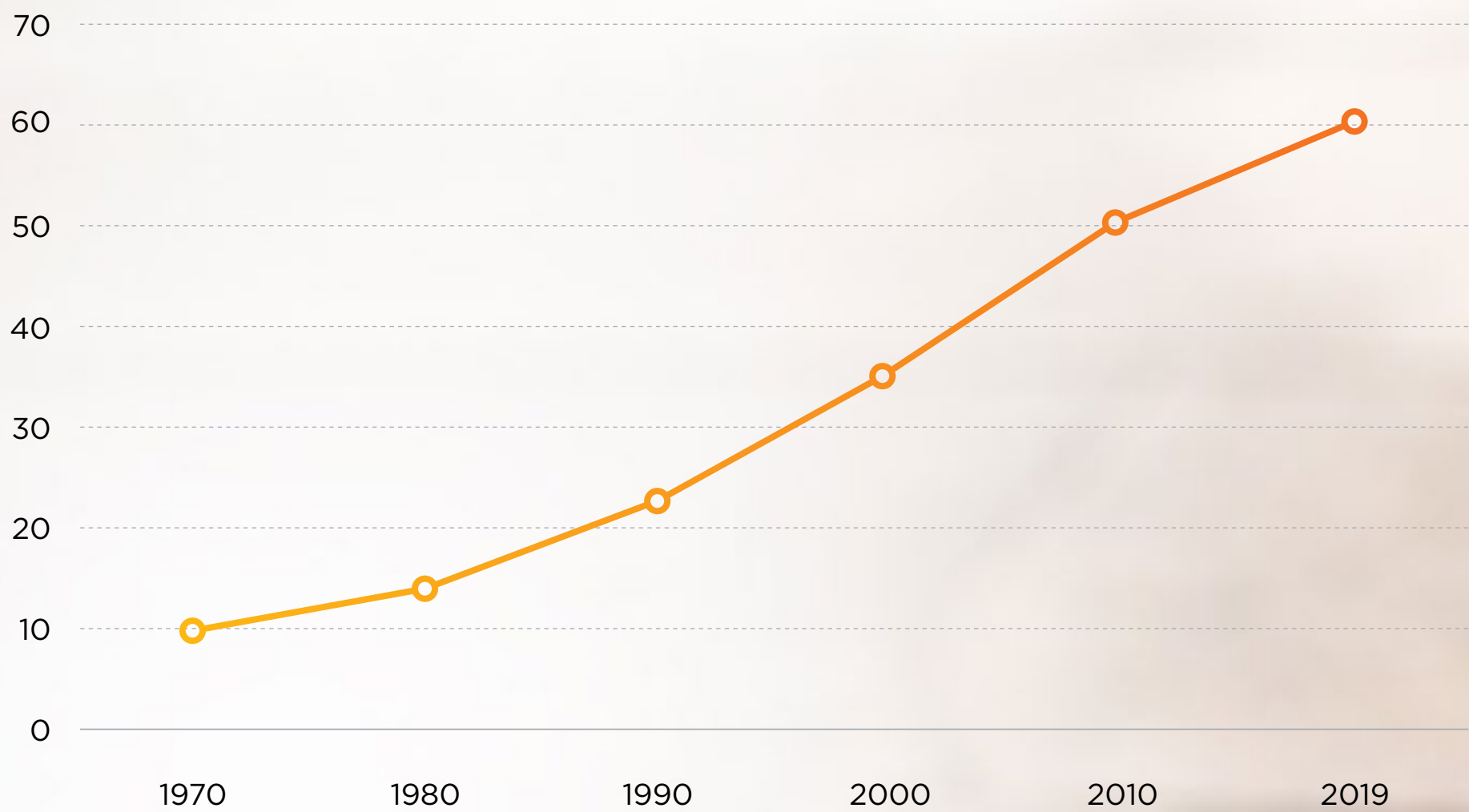
These voters proved decisive in the 2020 presidential election and could be the deciding factor in local and national races alike. As the Latino population grows, it's increasingly important for campaigns to reach them.

This means understanding the nuances within this diverse population, and then delivering a tailored message in the right language to the right communities. Let's take a look at what makes this voting group so important and how you can tailor your ad campaign to make the biggest impact.

Population

From 2010 to 2019, Latinos accounted for more than half of all U.S. population growth. Now, more than **60 million Latinos** live in the U.S., making up about **18%** of the population.¹ Of these, 42 million are adults² and 32 million are eligible to vote.³

U.S. Hispanic Population in Millions¹

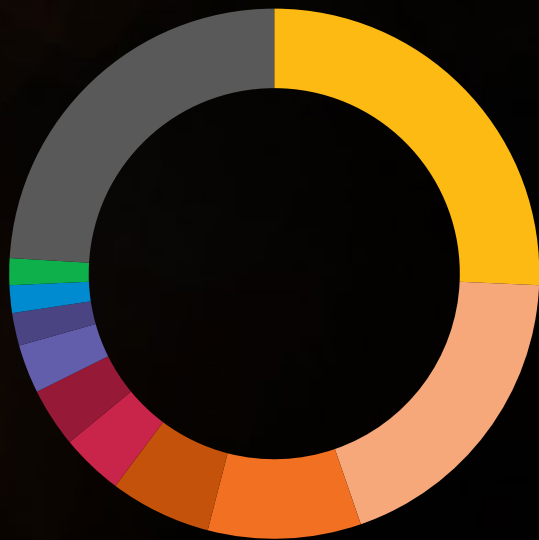




The Latino population is largest in some of the most population-heavy states, with more than half residing in just three states.⁴

US Latino Population⁴

- California
 - Texas
 - Florida
 - New York
 - Arizona
 - Illinois
- New Jersey
 - Colorado
 - New Mexico
 - Georgia
 - Other

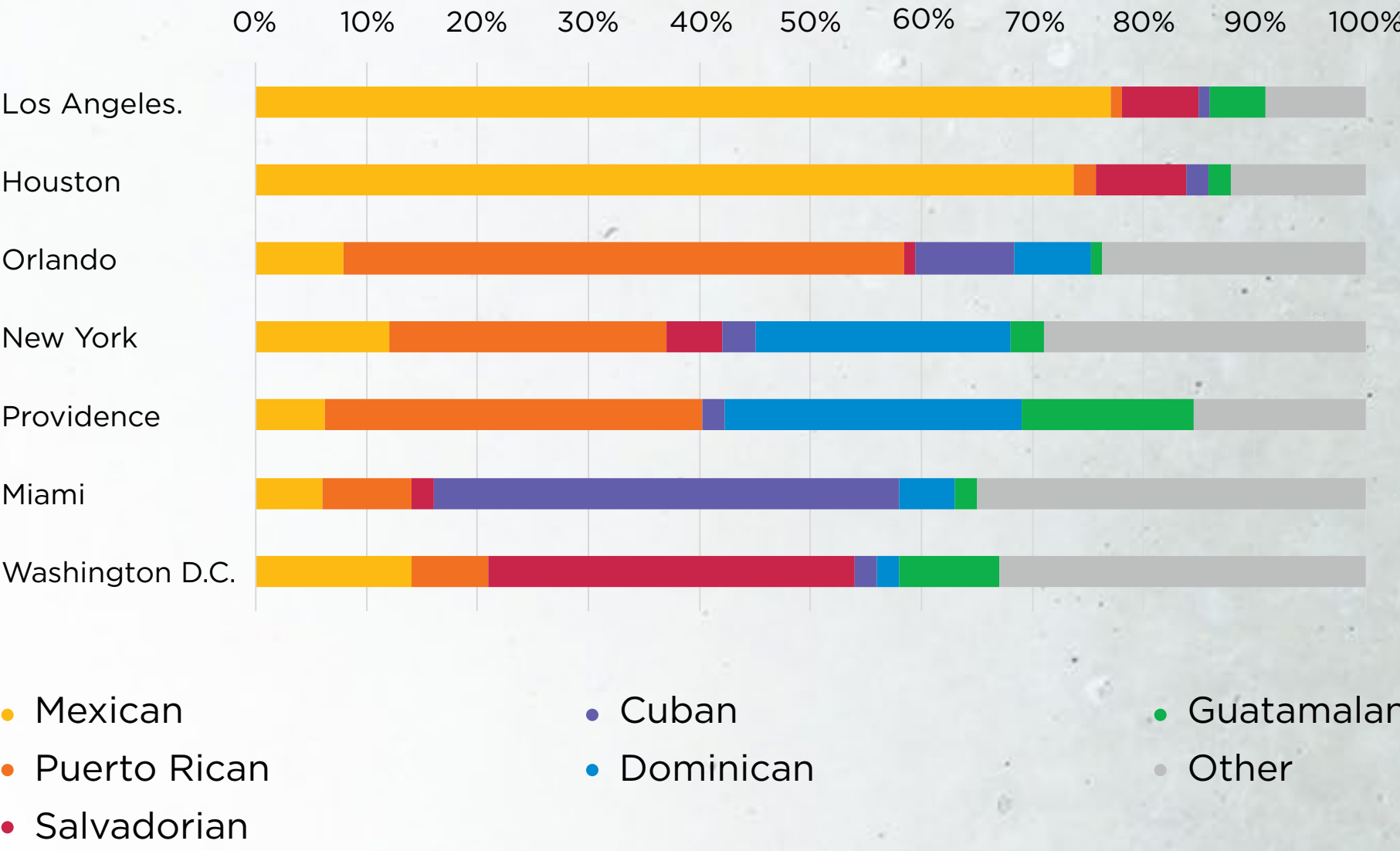


Additionally, while California, Texas, and Florida remain in the top 10, some smaller states have higher concentrations of Latino populations that can be just as powerful at the polls.⁴

	State	Latinos as % of Population
1	New Mexico	49%
2	Texas	39%
3	California	39%
4	Arizona	31%
5	Nevada	29%
6	Florida	26%
7	Colorado	22%
8	New Jersey	20%
9	New York	19%
10	Illinois	17%

Demographics

At the state level, each Latino population has a unique descent breakdown. In the Los Angeles and Houston areas, for example, most Latinos are of Mexican descent, whereas those in the Orlando area are largely of Puerto Rican descent and those in the Miami area are more likely to be of Cuban descent.⁵



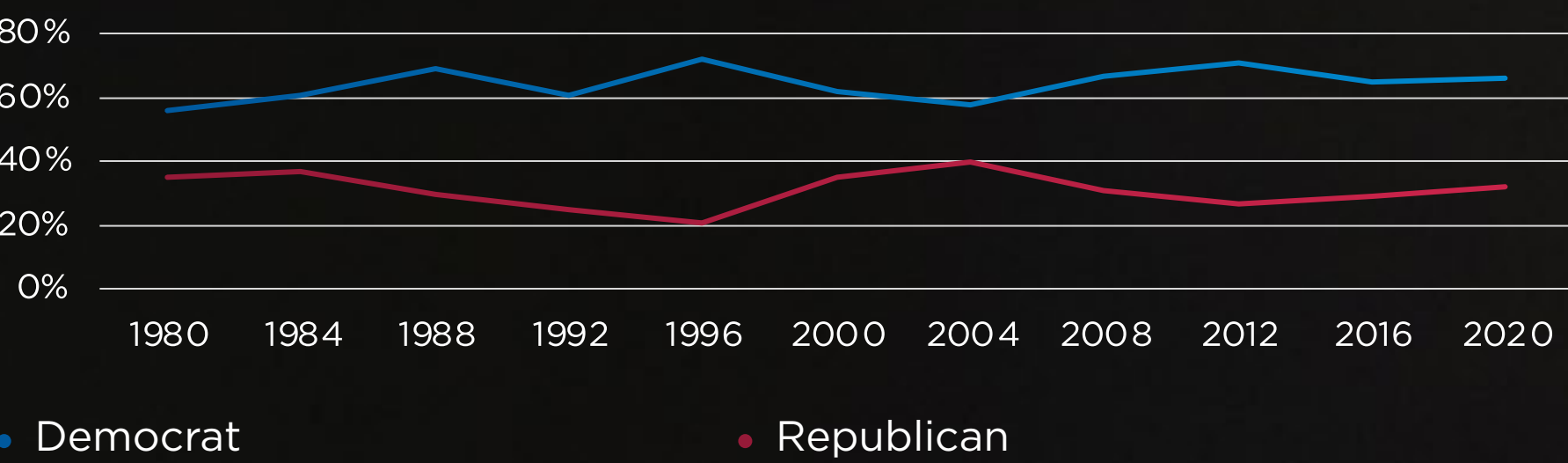
2020 Turnout

Latinos went to the polls in record numbers for the 2020 presidential election.

- 10% of all voters were Latino⁶
- 16.6 million votes were cast by Latinos in 2020, an increase of 31% compared to the 2016 presidential election⁷
- 54% of Latinos eligible to vote actually voted, the first time it's ever surpassed 50%⁶
- 88% of Latinos registered to vote actually voted⁶

Latinos across the country overwhelmingly voted blue by an overall margin of 2 to 1.7. Joe Biden won the majority of the Latino vote in every state in which Latinos represented at least 5% of voters.⁸ And while exact ratios fluctuate, this general trend has remained consistent for decades.⁸

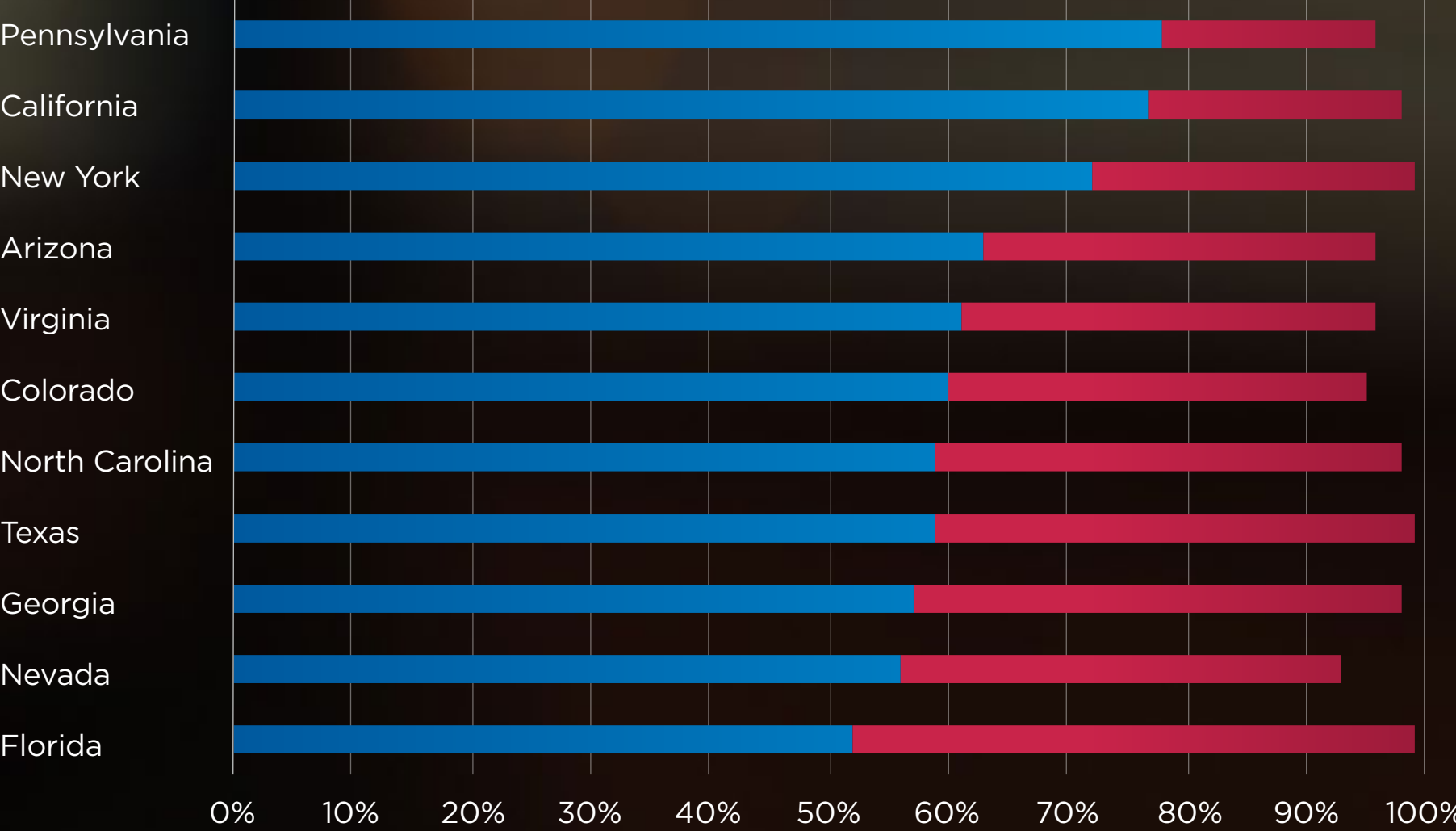
Hispanic Voting in Presidential Elections⁸



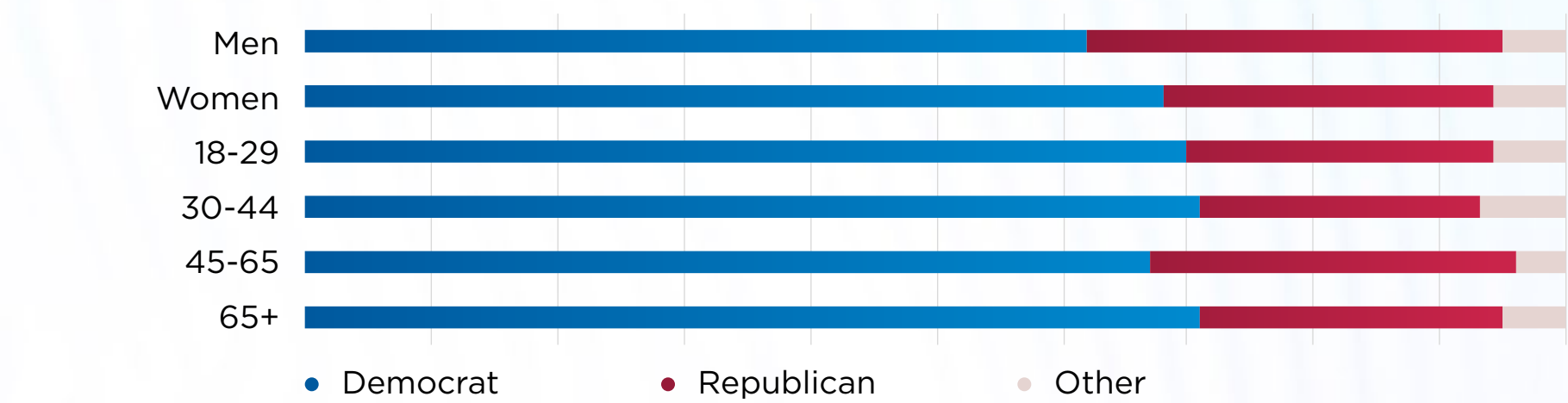


Latino support for Biden was strongest in Pennsylvania, California, and New York, where he received as much as 78% of the Latino vote and won this demographic by a margin of 3 to 1.8. Contrastingly, the Latino vote was nearly evenly split in states like Florida.⁸

Latino Voting by State, 2020

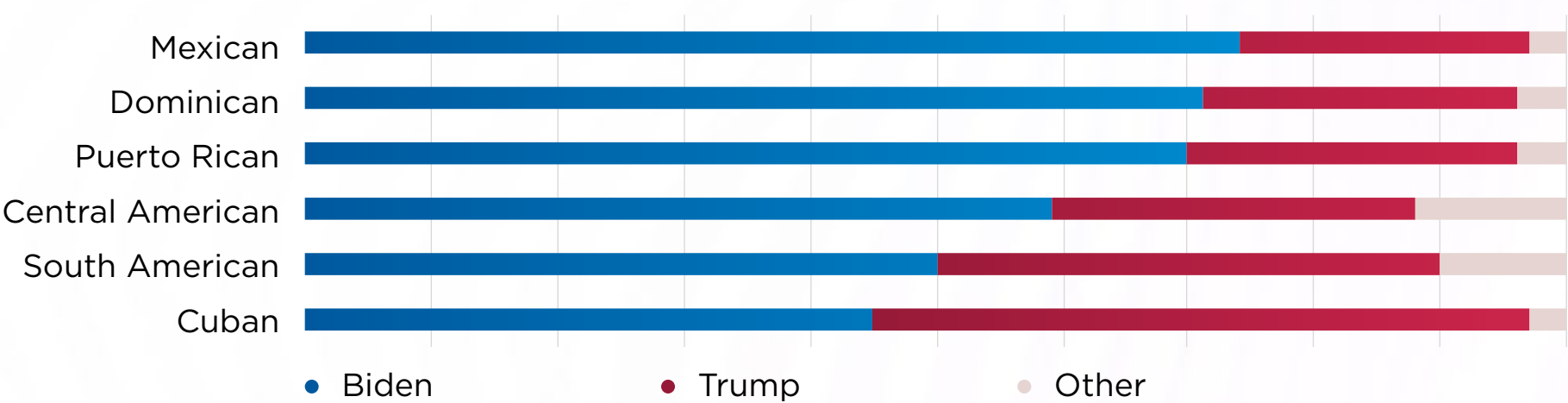


Latinos’ Party Affiliation⁸



Overall, the Latino population is generally consistent regarding party affiliation; unlike the general U.S. population, party alignment amongst Latinos is significantly less dependent upon gender and age.⁸

Latinos’ 2020 Votes by Descent⁹



But party favor does appear to be linked to descent. Mexican Americans were most likely to support Biden, voting for him by a margin of 3 to 1.⁹ In contrast, Cuban Americans were the only Latino group that gave Biden less than half their votes.⁹



The Latino vote has proven decisive in numerous states and has secured state-level victories for both parties, demonstrating that Latinos really are swing voters.

In Florida, for example, while a slim majority of all Latino voters preferred Biden, the total vote count came down to Cubans. All other voters were evenly split 49% to 49%. Cubans, acting as the tiebreaker, split 56% to 41% in favor of Trump and awarded him the state's 29 electoral votes.⁸

Likewise, in the battleground state of Georgia, Latinos helped secure a victory for Biden. Here, although Latinos make up less than 5% of registered voters, their turnout in favor of Biden helped him win the state by less than a single percentage point.⁷





Messaging Preferences

To motivate Latino voters to turn out for your candidate or issue, it's important to not only reach them but also deliver messaging that resonates. In 2020, Latinos were less likely than white and Black Americans to be contacted by a campaign.¹⁰ When they were the targets of outreach, messaging focused too narrowly on turning out the vote.¹¹ And overall, outreach to Latinos was too homogenous.

According to one post-election report:

“Campaign messaging didn't always reflect the differing values and priorities of urban Hispanic voters vs. rural Hispanic voters, much less account for what would most persuade Hispanic men in the Rio Grande Valley, oil and gas workers in New Mexico, or Latinas in South Florida.”¹²

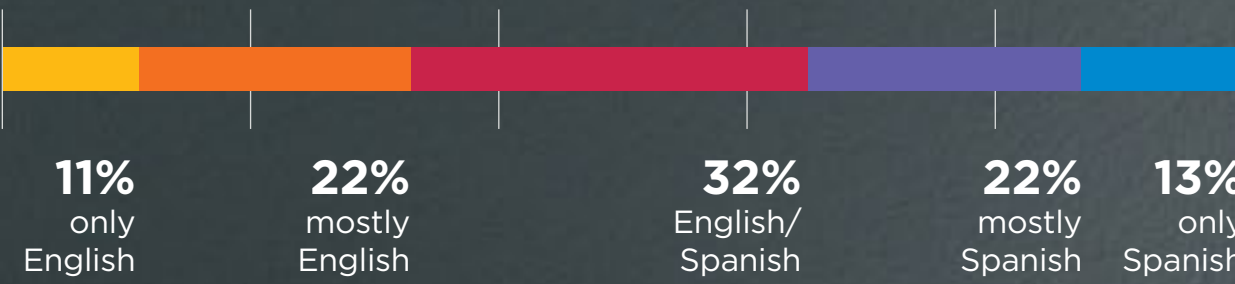
To sway Latino votes, campaigns need to make a greater effort to tailor their messaging at the community level, promoting issues that are most important to local constituents.

Language Preferences

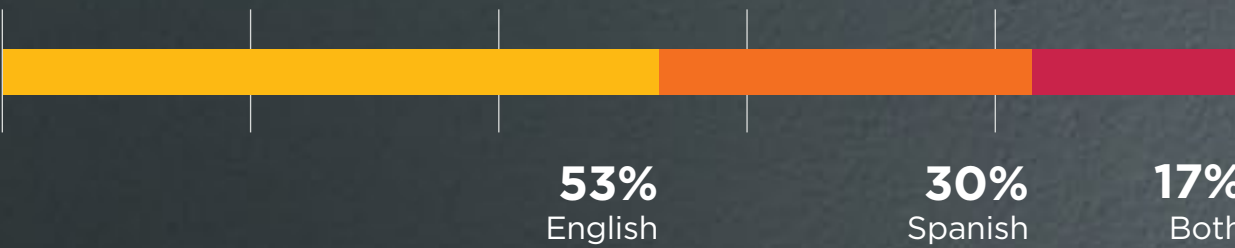
Along with delivering the right messaging, campaigns need to speak to their audience in the language they prefer.

Most Latinos are bilingual, with just 24% of the population speaking only English or only Spanish.¹³ And most watch English-language TV content.¹⁴

Languages Spoken⁸



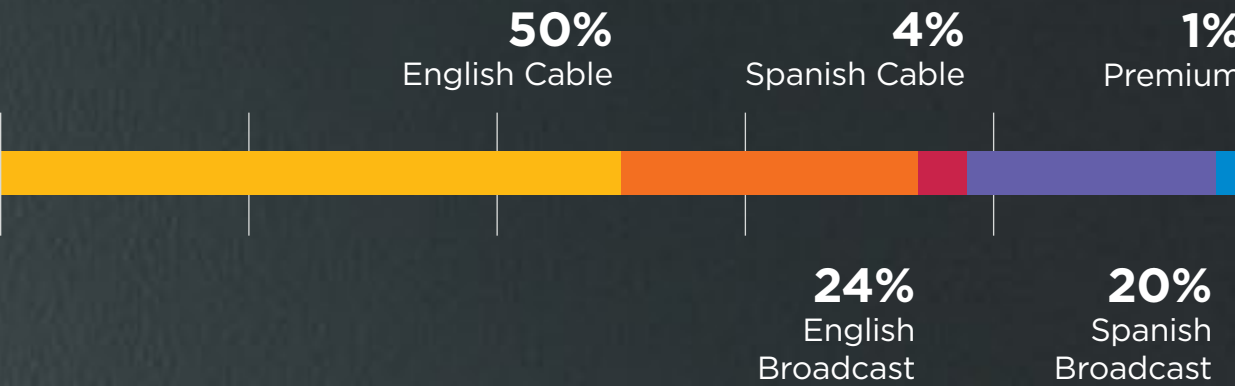
TV Language Prefrence¹³



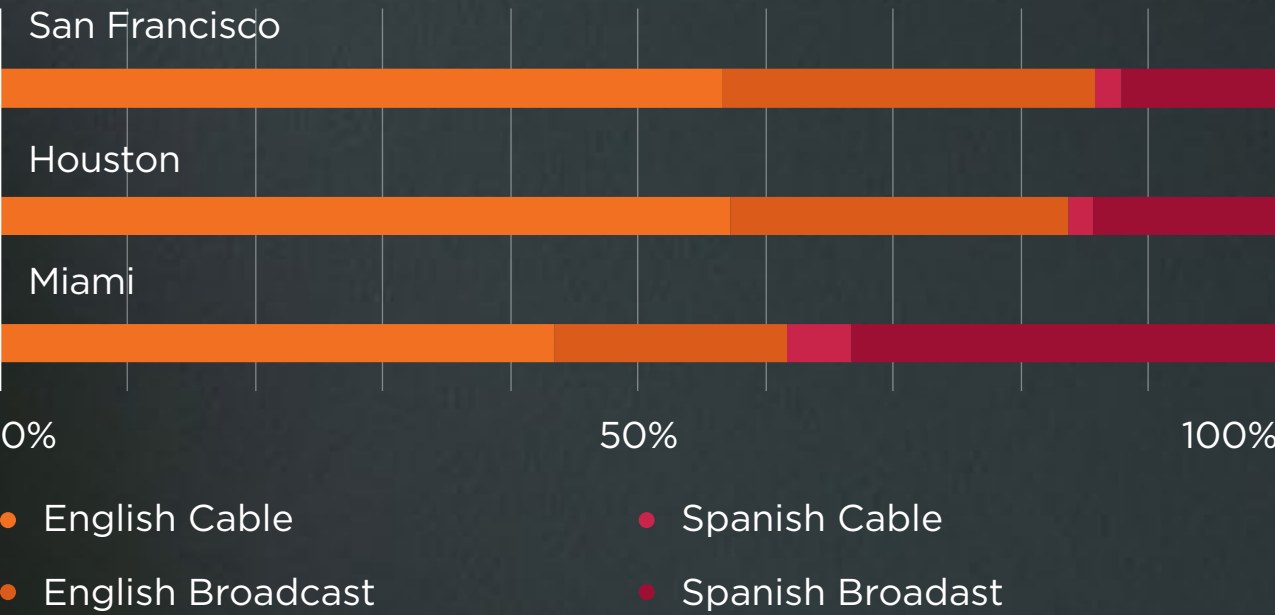
These trends hold true among Comcast households.¹⁵



Latinos' TV Viewing by Language¹⁵



However, as with political preferences, language preferences differ depending on geography. Among Comcast households, Latino general election voters in San Francisco have the strongest preference for English, spending 85% of their TV time with English-language content.¹⁵ Those in Houston spend a slightly lower 82% of their time with English-language content.¹⁵ And in Miami, this group is more likely to watch Spanish-language content, spending just 61% of their time with English-language content.¹⁵



Content Preference

Reaching Latino audiences during the right content is just as important as reaching them in the right language with the right message. You can use data-informed audience targeting capabilities to deliver your message to this audience during any content they watch. For content-based ad placements, focus on the networks with the highest in-audience reach. Video on demand has the greatest reach, with more than a quarter of Latino voters tuning in.¹⁶ Other high-reaching options include popular cable networks like Discovery, ESPN, and CNN.¹⁶

Comcast Advertising is ready to help guide your campaign to victory. Contact us today to start strategizing your outreach efforts.

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Reach among Latino Voters¹⁶

11%

VOD

22%

Discovery

32%

ESPN

22%

CNN

Source: 1. Noe-Bustamante, Luis, Mark Hugo Lopez, and Jens Manuel Krogstad. “U.S. Hispanic population surpassed 60 million in 2019, but growth has slowed.” Pew Research Center. 7 July 2020. <https://www.pewresearch.org/fact-tank/2020/07/07/u-s-hispanic-population-surpassed-60-million-in-2019-but-growth-has-slowed/>. 2. Statista. “Hispanic population of the United States in 2019, by sex and age.” U.S. Census Bureau. Sept. 2020. <https://www.statista.com/statistics/259812/hispanic-population-of-the-us-by-sex-and-age/>. 3. Noe-Bustamante, Luis, Abby Budiman, and Mark Hugo Lopez. “Where Latinos have the most eligible voters in the 2020 election.” Pew Research Center. 31 Jan. 2020. <https://www.pewresearch.org/fact-tank/2020/01/31/where-latinos-have-the-most-eligible-voters-in-the-2020-election/>. 4. World Population Review. “Hispanic Population By State.” 2021. <https://worldpopulationreview.com/state-rankings/hispanic-population-by-state>. 5. Noe-Bustamante, Luis. “Key facts about U.S. Hispanics and their diverse heritage.” Pew Research Center. 16 Sept. 2019. <https://www.pewresearch.org/fact-tank/2019/09/16/key-facts-about-u-s-hispanics/>. 6. Gamboa, Suzanne. “Over half of eligible Latinos voted in 2020 — a historic first.” NBC News. 11 May 2021. <https://www.nbcnews.com/news/latino/half-eligible-latinos-voted-2020-historic-first-rcna899>. 7. UCLA Latino Policy and Politics Initiative. “Latino voters were decisive in 2020 presidential election.” 19 Jan. 2021. <https://newsroom.ucla.edu/releases/latino-vote-analysis-2020-presidential-election>. 8. Sonneland, Holly K. “Chart: How U.S. Latinos Voted in the 2020 Presidential Election.” Americas Society, Council of the Americas. 5 Nov. 2020. <https://www.as-coa.org/articles/chart-how-us-latinos-voted-2020-presidential-lection>. 9. American Election Eve Poll 2020. <https://electioneve2020.com/poll/#/en/demographics/latino>. 10. Krogstad, Jens Manuel and Luis Noe-Bustamante. “Most U.S. citizens report a campaign contacted them in 2020, but Latinos and Asians less likely to say so.” Pew Research Center. 29 Jan. 2021. <https://www.pewresearch.org/fact-tank/2021/01/29/most-u-s-citizens-report-a-campaign-contacted-them-in-2020-but-latinos-and-asians-less-likely-to-say-so/>. 11. Winston, David. “As Democrats go hard left, Hispanics head to the center.” Roll Call. 23 June 2021. <https://www.rollcall.com/2021/06/23/as-democrats-go-hard-left-hispanics-head-to-the-center/>. 12. Third Way, The Collective PAC, and Latino Victory. “2020 Post-Election Analysis.” May 2021. 13. Nielsen February 2020, Base = Hispanic P2+. 14. H Code. “2020 Hispanic Digital Fact Pack.” January 2020. 15. Comcast viewership data. 2021 Q2. 16. Nielsen Scarborough USA Plus – Mosaic, JI19-Se20. Adults 18+. Target: Spanish/Hispanic Origin/Descent: Yes AND Always Vote in Local/Prsdntl/Statewd Elections.



