

# Vote Campaign: A Historic Election

## Overview

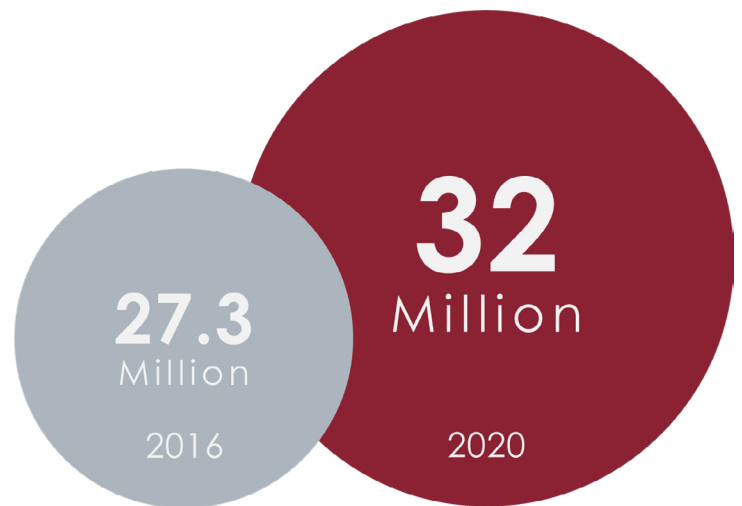
As an organization, we knew that knowledge could only do so much - we also needed to activate a community to engage and rise together. In November 2020, we launched a social media campaign updating our network with the latest data on Latino voter participation. Election results show the power and influence of an informed and activated community.

### DATA INSIGHTS PRE-ELECTION

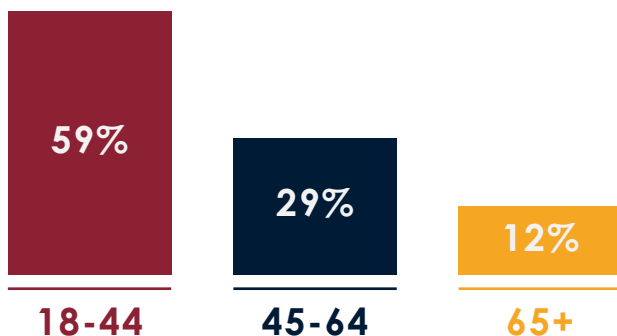
## 32 Million Latinos Projected To Be Eligible to Vote in 2020

The 2020 election will mark the first time that Hispanics/Latinos will be the largest racial and ethnic minority group in the electorate, accounting for **13% of eligible votes**.

Source: Pew Research Center, Key Facts about U.S. Latinos for National Hispanic Heritage Month, 2020

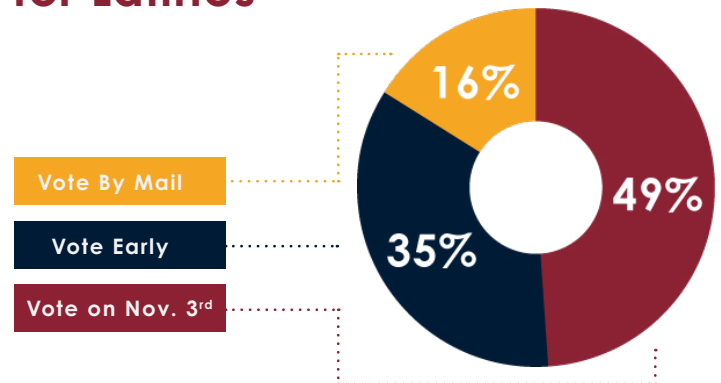


## Age Distribution of 32 Million Latino Eligible Voters



Source: Latino Decisions | 2020

## Planned Voting Method for Latinos



Source: Latino Decisions | NALEO | N=400; Latino registered voters - MOE ± 4.9 - Week 9 - November 2, 2020

DATA INSIGHTS POST-ELECTION

There were over

# 32 MILLION

eligible Latino voters this election and this number will only grow in the years to come. Latinos are a voting super power and will be well into the future.

Source: Pew Research Center, Key Facts about U.S. Latinos for National Hispanic Heritage Month, 2020

## Latinos Turned Out in Record Numbers in 2020

Latinos doubled their voter turnout going from under 4 million votes in 2016 to over 8 million in 2020.

*Young Latino voters increased their voter participation by nearly 315% from 2016.*

Source: Voto Latino | 2020

