THE LIBRE INSTITUTE®

FREEDOM DRIVES PROGRESS

HISPANIC MARGIN OF VICTORY PROJECT 2020

The Power of the Hispanic Electorate

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MISSION

The LIBRE Institute is a 501(c)(3) nonpartisan nonprofit group that empowers Hispanics to achieve their American Dream and further progress for themselves, their families, and their communities.

The LIBRE Institute provides policy alternatives to those that advance government as the default cure to every social deficiency and elevates solutions that unleash all sectors to solve problems and help all to rise.

Through events, community programs, and issue education, The LIBRE Institute equips the Hispanic community with policy information and tools to overcome barriers so that all Hispanics that call the U.S. home are achieving their full potential and contributing to a more prosperous country.

In partnership with community leaders, policy experts, and public officials, The LIBRE Institute is the gateway to get informed about the many challenges that currently face our nation and the Hispanic community.

Together, we can work to protect the values that for generations have allowed people everywhere to aspire, take action, and achieve the American Dream—because we know that freedom drives progress.

EXECUTIVE SUMMARY

In November, Hispanics will head to the polls to cast their votes in key federal races. While voter turnout among the Hispanic community remains below the national average, as this younger-than-average population ages, its influence will only expand. Still, their relevance is present even today and candidates are taking note. The U.S. Hispanic population reached 60.6 million in 2019—making up 18 percent of the total U.S. population. Hispanic voters have the potential to be the deciding vote this year in several races and even potentially impact which party controls the U.S. Senate and the presidency. The candidates running in these elections have every reason to engage with the Latino electorate, particularly as Hispanics are projected to make up the largest minority group among eligible voters in 2020, with a record 32 million Hispanics projected to be eligible to vote, according to the latest analysis from the Pew Research Center. This development is no surprise. As the U.S. Hispanic population grows in number, so too does its influence on American politics.

Notably, while in previous elections much of the attention has focused on the millennial population's growing influence in U.S. elections, this year there has been a heightened focus on the growing Gen Z (ages 18-23) population. A recent Pew analysis found that while Hispanics made up a notable 17 percent of the millennial eligible voter population, among the more than 23 million Gen Z eligible voters this year, Hispanics are projected to account for 22 percent of this block of eligible voters. This data signals to eager politicians across the ideological spectrum that the influence of the Latino electorate is an ever-growing force. Candidates who ignore the Hispanic electorate will do so at their peril. Both sides of the aisle have a powerful incentive, if not an outright necessity, to reach out to and connect with this growing electorate.

Through this report, The LIBRE Institute aims at informing Hispanic Americans about their growing influence over the important policy questions our government faces in the years ahead. This is because elections are the very process through which public policy is ultimately placed on the government's agenda. As The LIBRE Institute strives to inform the Latino community about the policies of a free and open society, this report complements that effort by informing Latinos about their weight in selecting elected officials responsible for enacting those policies.

The 2020 Hispanic Margin of Victory Project (Hispanic MVP) report estimates the likely number of Hispanic voters in 2020 and identifies competitive races where the projected turnout is larger than the previous margin of victory. This is based on U.S. Census voting figures from the last three most recent presidential elections as well as the Cook Political Report's ratings of upcoming House and Senate races as of September 18, 2020. This report is the fourth iteration of the LIBRE Institute's Hispanic MVP. The three previous reports looked at the estimated number of Hispanic voters in the 2016 presidential election and the 2018 and 2014 midterm elections.

The 2020 Hispanic MVP report by The LIBRE Institute identifies twelve races (eleven in the U.S. House and one U.S. Senate race) where the Hispanic vote is estimated to largely influence their outcome.

Voter turnout estimates for 2020 are calculated using a forecast model based on the turnout rate over the last three presidential elections for each particular geographical area. Additional details may be found in the report's methodology section.

This analysis of the Hispanic electorate in 2020 promotes a better understanding of the role that the Hispanic electorate can play in influencing elections and the direction of the nation both this year and in those to come.
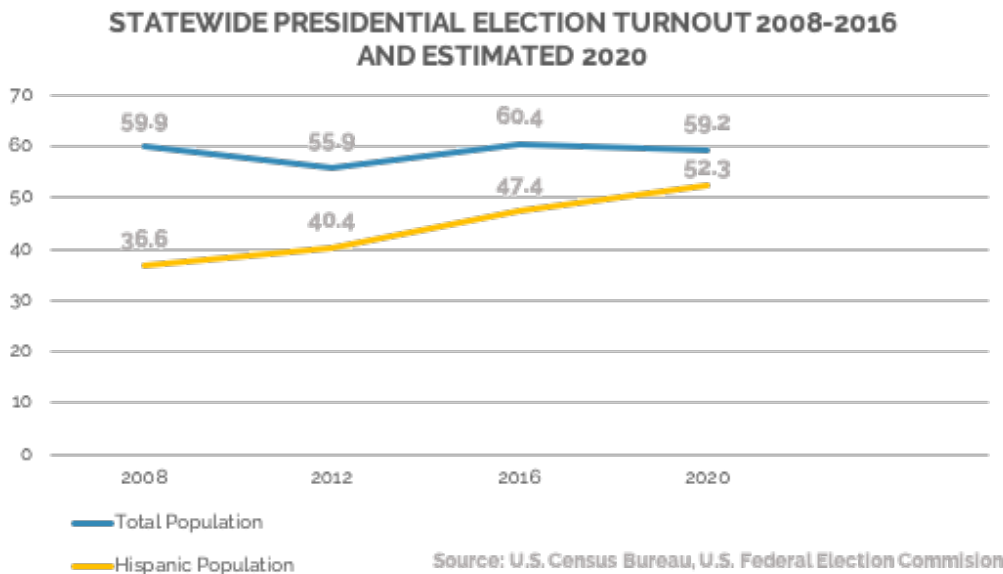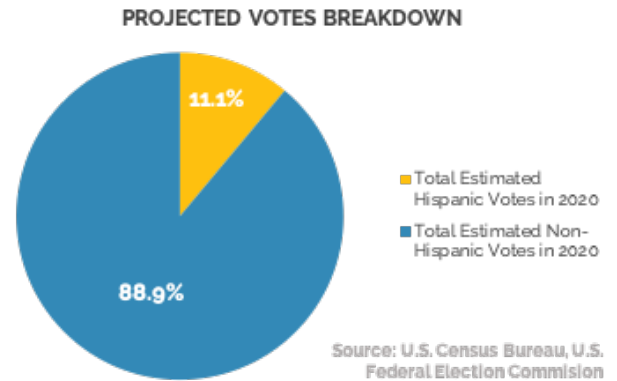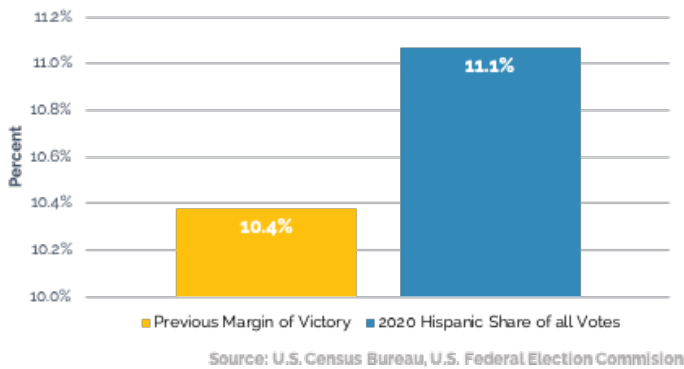
ARIZONA—U.S. HOUSE CONGRESSIONAL DISTRICT 6

This November, an estimated 52.3 percent of Hispanic eligible voters will head to the polls in Arizona. At that rate, Hispanics will cast 39,565 ballots and represent 11.1 percent of the total vote in CD-6. This 11.1 percent is greater than the previous 10.4 percent margin of victory from 2018.

Candidates:
David Schweikert
Hiral Tipirneni

Hispanic Share of Total Eligible Voters: 12.5%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

11.1%

88.9%

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population
Hispanic Population

Source: U.S. Census Bureau, U.S. Federal Election Commision

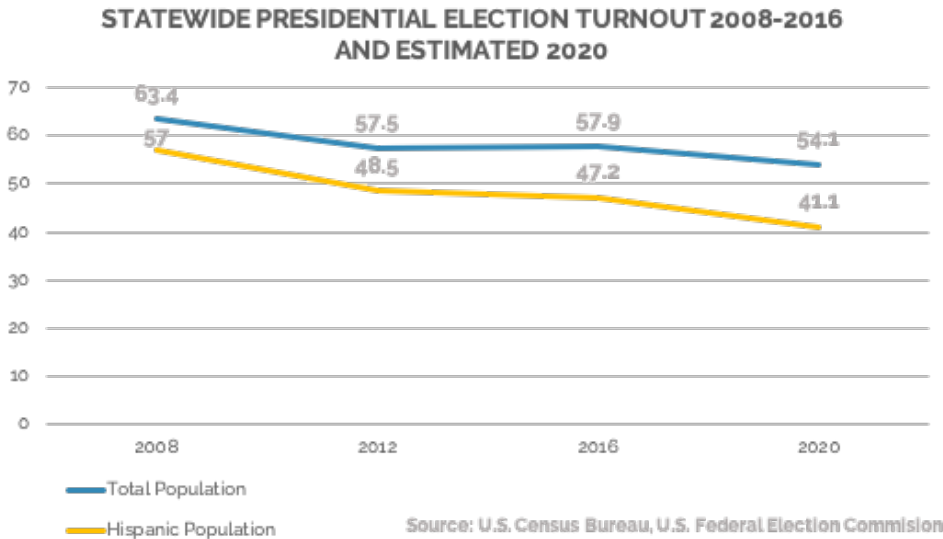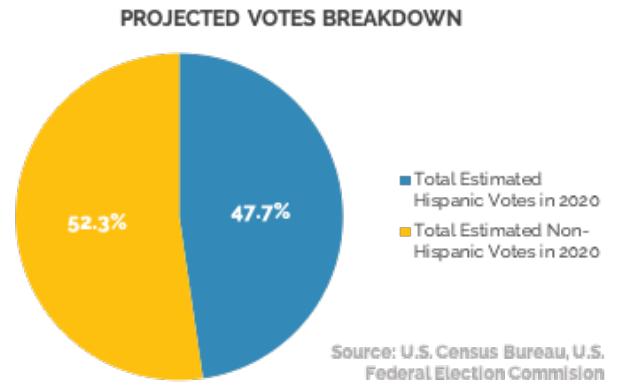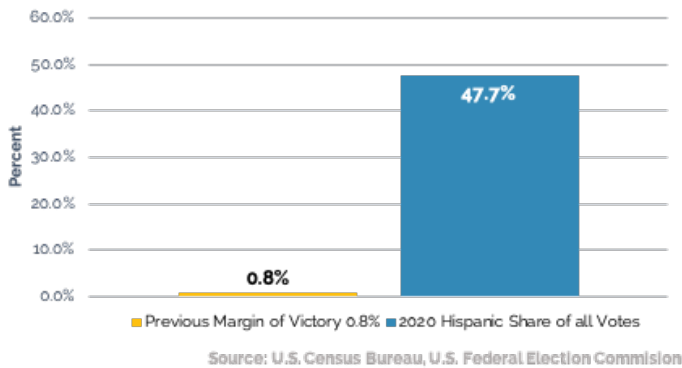# CALIFORNIA—U.S. HOUSE CONGRESSIONAL DISTRICT 21

This November, an estimated 41.1 percent of Hispanic eligible voters will head to the polls in California. At that rate, Hispanics will cast 97,240 ballots and represent 47.7 percent of the total vote in CD-21. This 47.7 percent is nearly sixty times greater than the previous 0.8 percent margin of victory from 2018.

Candidates:
TJ Cox
David G. Valadao

Hispanic Share of Total Eligible Voters: 62.8%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

- Total Estimated Hispanic Votes in 2020: 47.7%
- Total Estimated Non-Hispanic Votes in 2020: 52.3%

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population: 63.4 (2008), 57.5 (2012), 57.9 (2016), 54.1 (2020)
Hispanic Population: 57 (2008), 48.5 (2012), 47.2 (2016), 41.1 (2020)

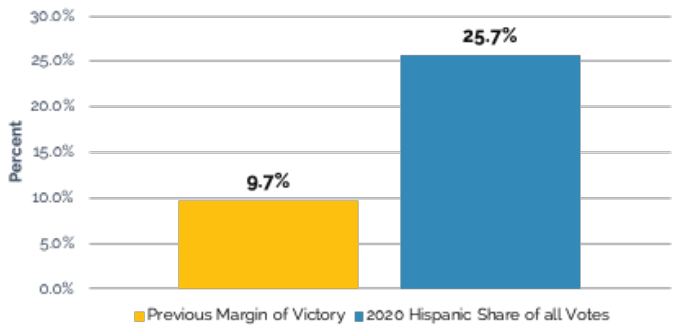Source: U.S. Census Bureau, U.S. Federal Election Commision

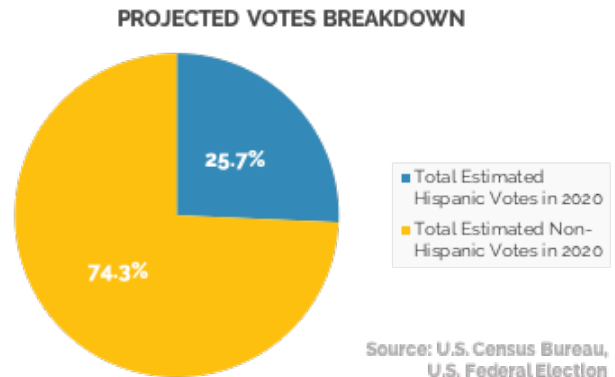# CALIFORNIA—U.S. HOUSE CONGRESSIONAL DISTRICT 25

This November, an estimated 41.1 percent of Hispanic eligible voters will head to the polls in California. At that rate, Hispanics will cast 68,218 ballots and represent 25.7 percent of the total vote in CD-25. This 25.7 percent is more than two times greater than the previous 9.7 percent margin of victory.
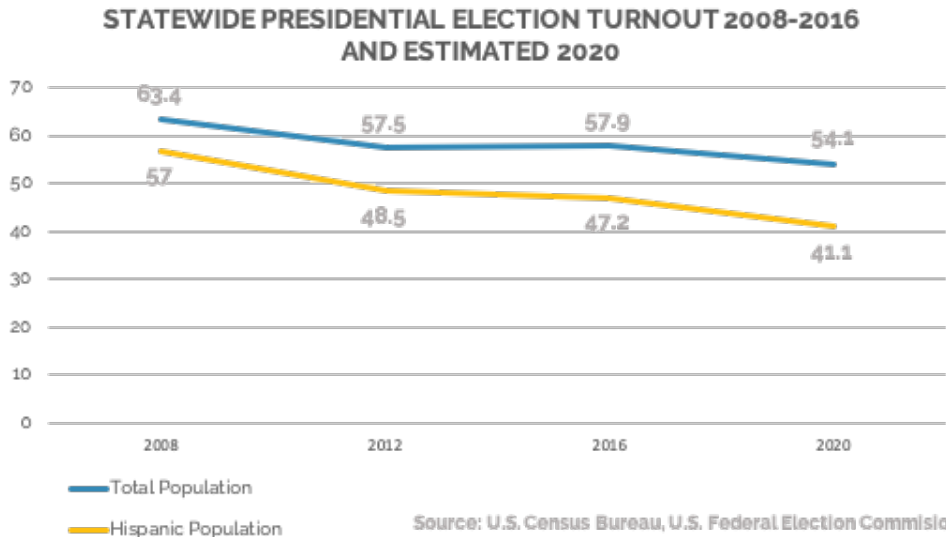
Candidates:
Mike Garcia
Christy Smith

Hispanic Share of Total Eligible Voters: 33.8%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

25.7%

74.3%

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population
Hispanic Population

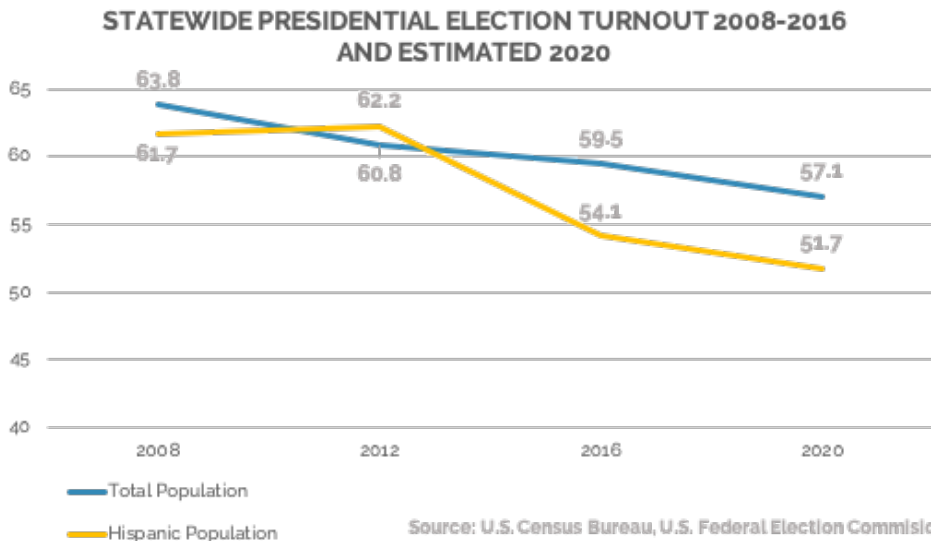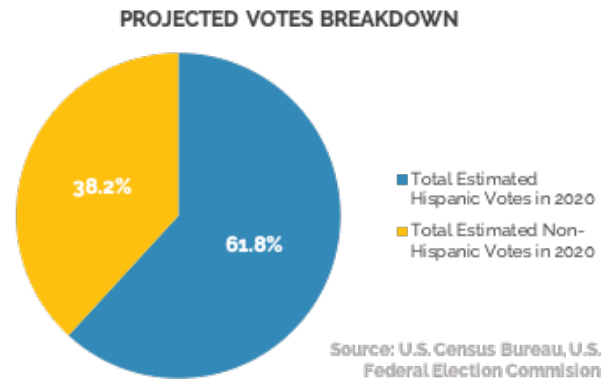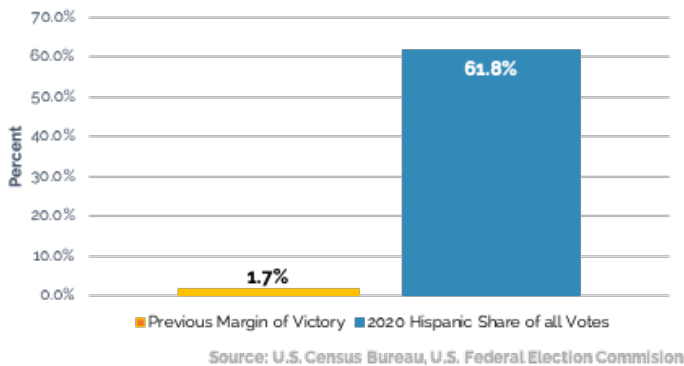Source: U.S. Census Bureau, U.S. Federal Election Commision

FLORIDA—U.S. HOUSE CONGRESSIONAL DISTRICT 26

This November, an estimated 51.7 percent of Hispanic eligible voters will head to the polls in Florida. At that rate, Hispanics will cast 170,052 ballots and represent 61.8 percent of the total vote in CD-26. This 61.8 percent is more than 36 times greater than the previous 1.7 percent margin of victory from 2018.

Candidates:
Debbie Mucarsel-Powell
Carlos Gimenez

Hispanic Share of Total Eligible Voters: 68.3%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

- Total Population
- Hispanic Population

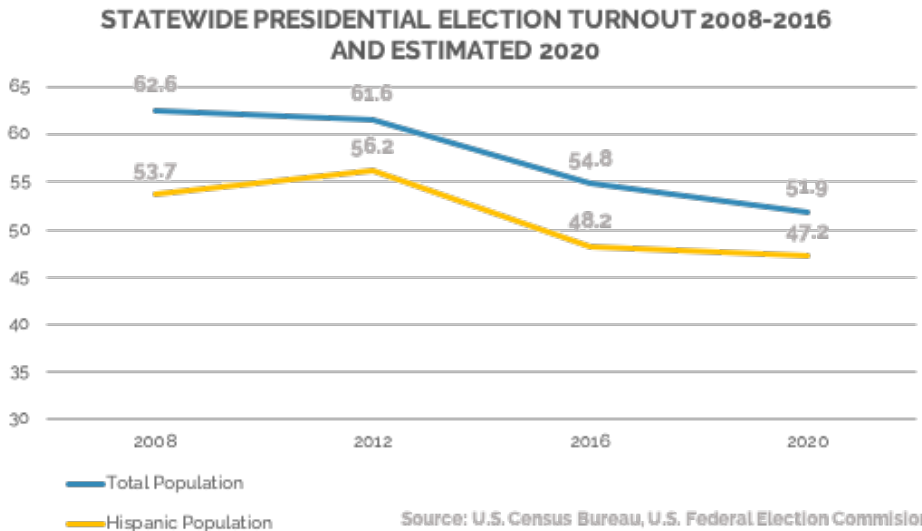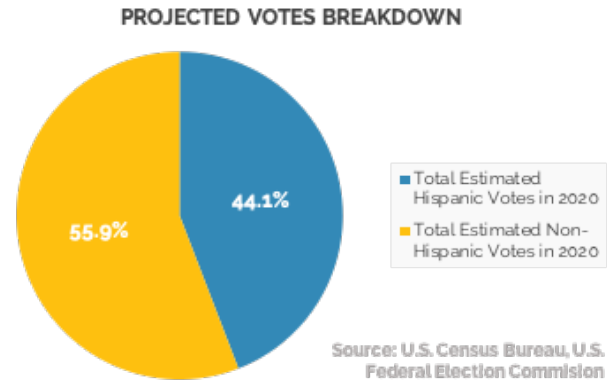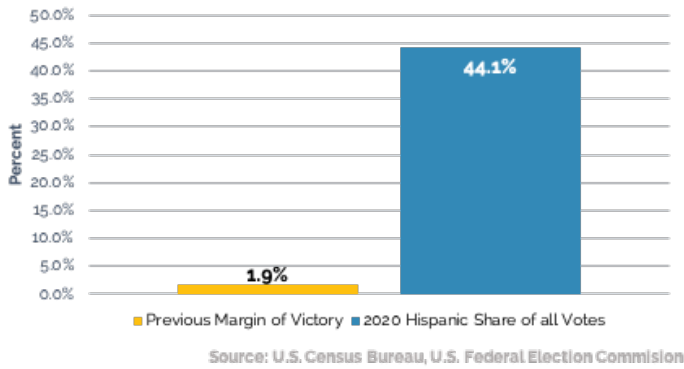Source: U.S. Census Bureau, U.S. Federal Election Commision

NEW MEXICO—U.S. HOUSE CONGRESSIONAL DISTRICT 2

This November, an estimated 47.2 percent of Hispanic eligible voters will head to the polls in New Mexico. At that rate, Hispanics will cast 112,832 ballots and represent 44.1 percent of the total vote in CD-2. This 44.1 percent is over twenty-three times greater than the previous 1.9 percent margin of victory from 2018.

Candidates:
Xochitl Torres Small
Yvette Herrell
Steve Jones

Hispanic Share of Total Eligible Voters: 48.5%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

- Total Estimated Hispanic Votes in 2020 — 44.1%
- Total Estimated Non-Hispanic Votes in 2020 — 55.9%

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population: 62.6, 61.6, 54.8, 51.9
Hispanic Population: 53.7, 56.2, 48.2, 47.2

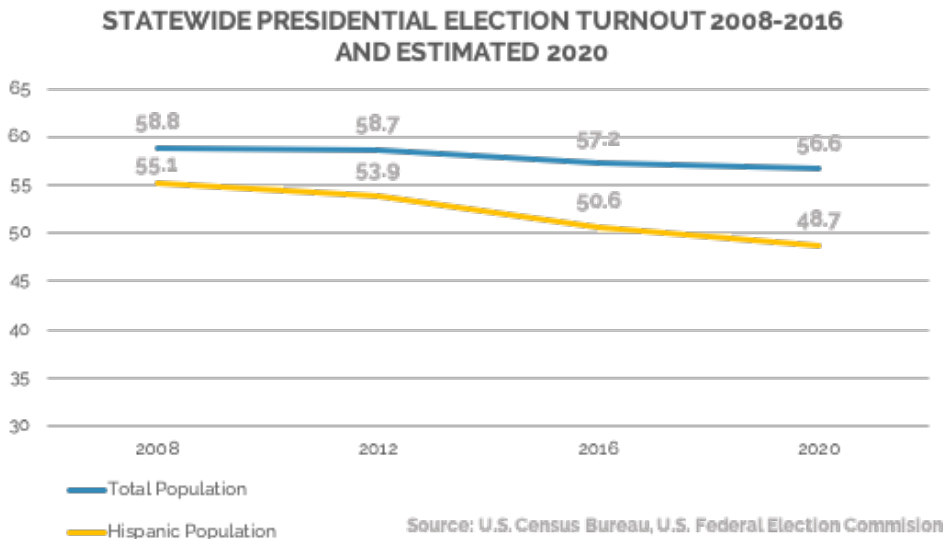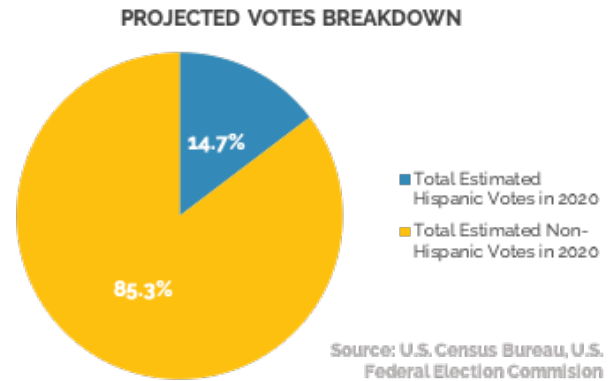Source: U.S. Census Bureau, U.S. Federal Election Commision

NEW YORK—U.S. HOUSE CONGRESSIONAL DISTRICT 2

This November, an estimated 48.7 percent of Hispanic eligible voters will head to the polls in New York. At that rate, Hispanics will cast 42,564 ballots and represent 14.7 percent of the total vote in CD-2. This 14.7 percent is more than two times greater than the previous 6.2 percent margin of victory from 2018.

Candidates:
Andrew Garbarino
Jackie Gordon
Harry Burger

Hispanic Share of Total Eligible Voters: 17.1%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

— Total Population
— Hispanic Population

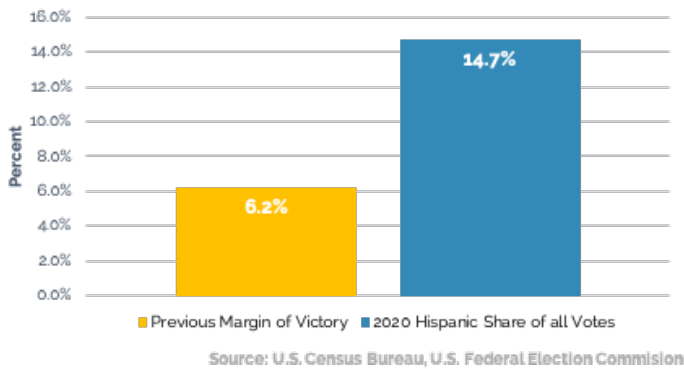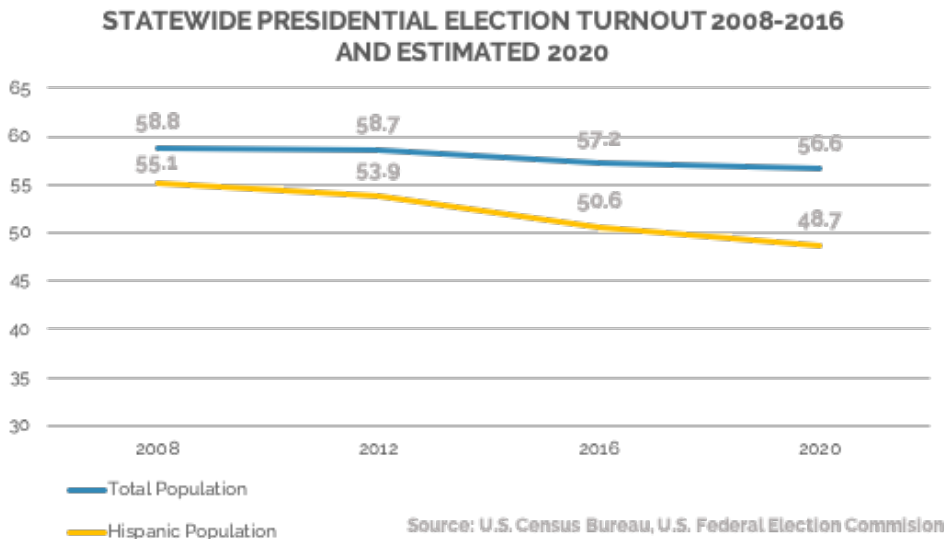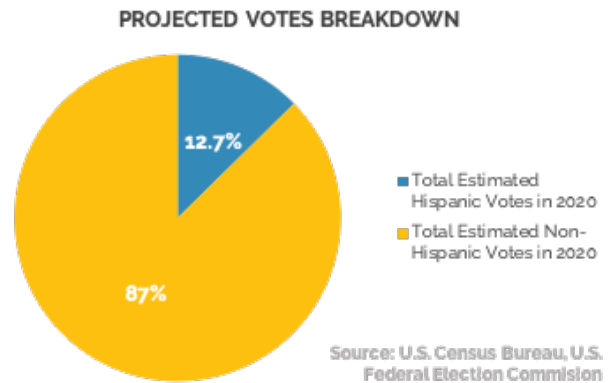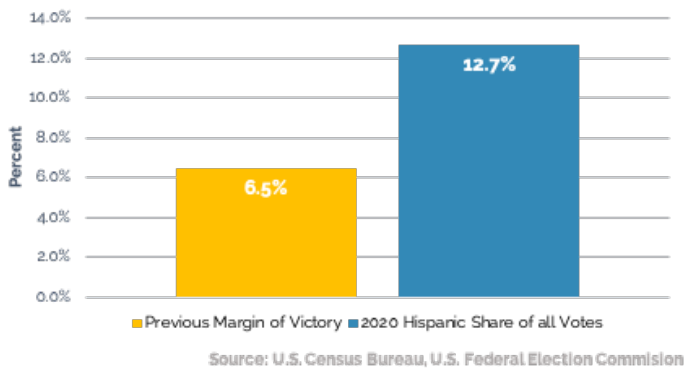Source: U.S. Census Bureau, U.S. Federal Election Commision

NEW YORK—U.S. HOUSE CONGRESSIONAL DISTRICT 11

This November, an estimated 48.7 percent of Hispanic eligible voters will head to the polls in New York. At that rate, Hispanics will cast 35,719 ballots and represent 12.7 percent of the total vote in CD-11. This 12.7 percent is almost two times greater than the previous 6.5 percent margin of victory from 2018.

Candidates:
Max Rose
Nicole Malliotakis

Hispanic Share of Total Eligible Voters: 14.7%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

12.7%
87%

■ Total Estimated Hispanic Votes in 2020
■ Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population: 58.8, 58.7, 57.2, 56.6
Hispanic Population: 55.1, 53.9, 50.6, 48.7

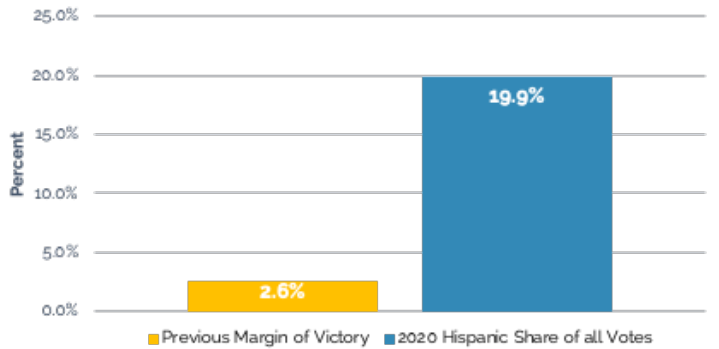Source: U.S. Census Bureau, U.S. Federal Election Commision

TEXAS—U.S. HOUSE CONGRESSIONAL DISTRICT 21

This November, an estimated 41.7 percent of Hispanic eligible voters will head to the polls in Texas. At that rate, Hispanics will cast 68,182 ballots and represent 19.9 percent of the total vote in TX-21. This 19.9 percent is more than seven times greater than the previous 2.6 percent margin of victory from 2018.
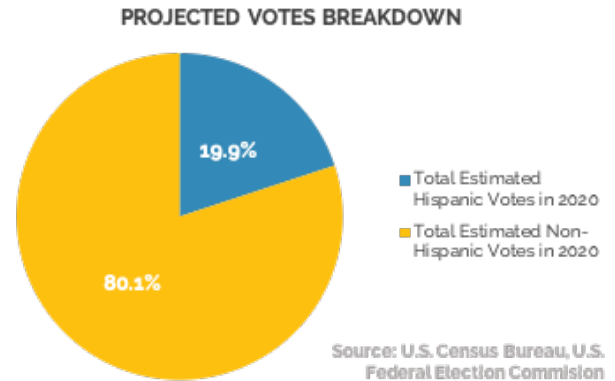
Candidates:
Chip Roy
Wendy Davis
Thomas Wakely
Arthur DiBianca

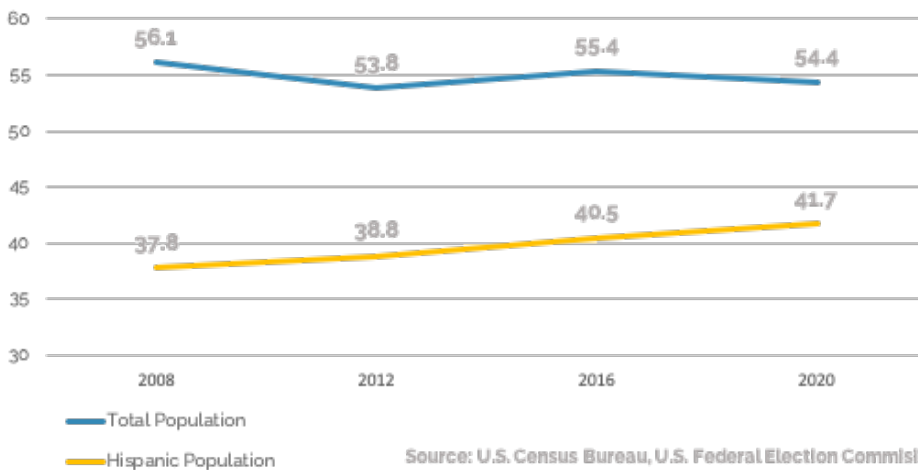**Hispanic Share of Total Eligible Voters: 26.0%**

Percent

- 19.9%
- 2.6%

Previous Margin of Victory
2020 Hispanic Share of all Votes

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

19.9%
80.1%

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

56.1
53.8
55.4
54.4

37.8
38.8
40.5
41.7

2008   2012   2016   2020

Total Population
Hispanic Population

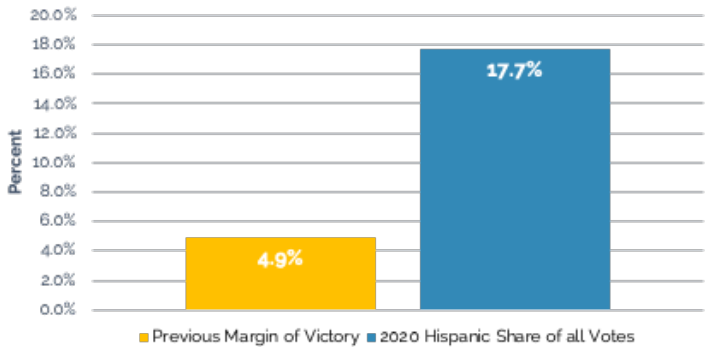Source: U.S. Census Bureau, U.S. Federal Election Commision

TEXAS—U.S. HOUSE CONGRESSIONAL DISTRICT 22

This November, an estimated 41.7 percent of Hispanic eligible voters will head to the polls in Texas. At that rate, Hispanics will cast 58,883 ballots and represent 17.7 percent of the total vote in TX-22. This 17.7 percent is more than three times greater than the previous 4.9 percent margin of victory from 2018.
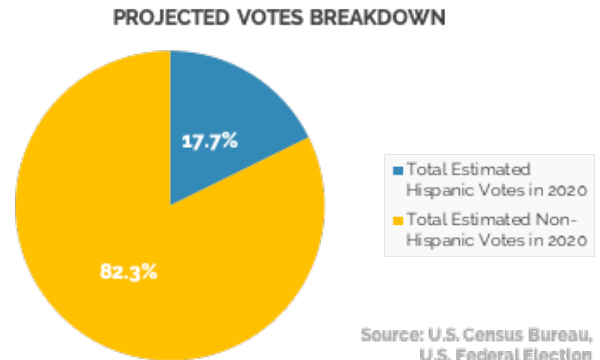
Candidates:
Sri Preston Kulkarni
Troy Nehls
Joseph LeBlanc

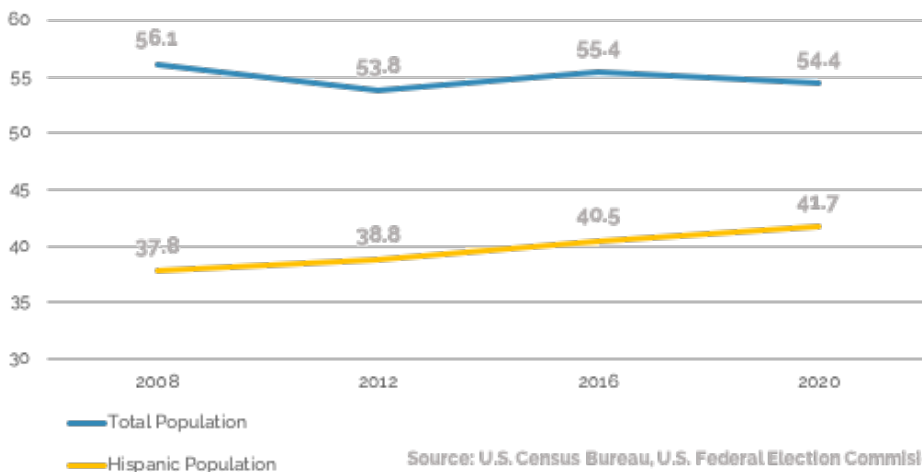**Hispanic Share of Total Eligible Voters: 23.1%**

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

17.7%
82.3%

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election

Previous Margin of Victory: 4.9%
2020 Hispanic Share of all Votes: 17.7%

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population: 56.1, 53.8, 55.4, 54.4
Hispanic Population: 37.8, 38.8, 40.5, 41.7

2008   2012   2016   2020

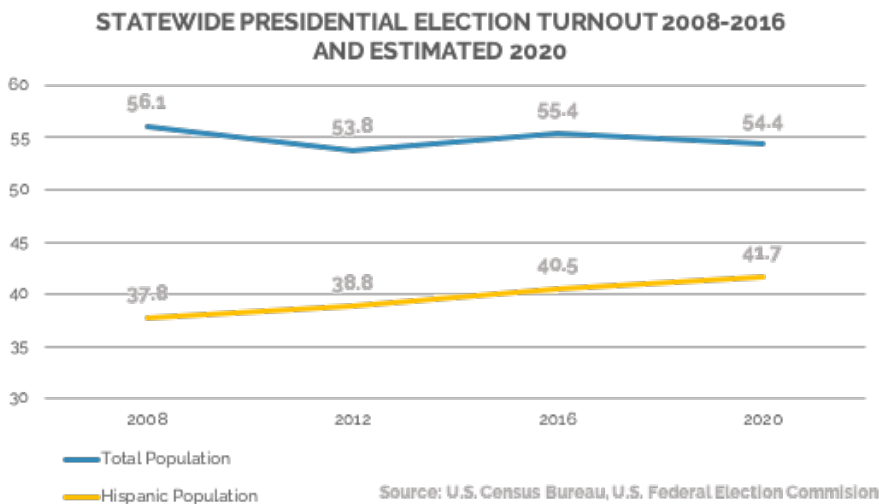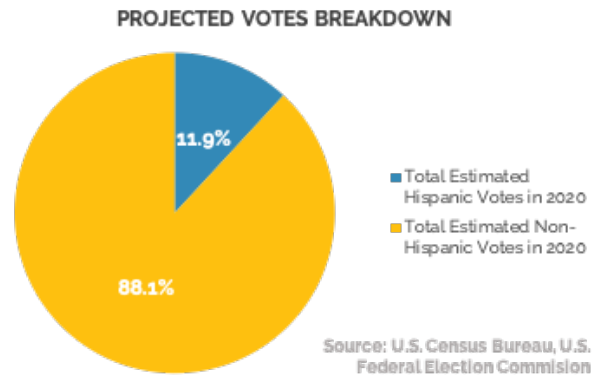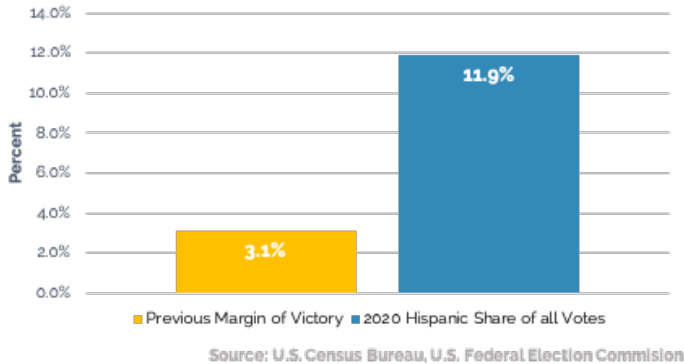Source: U.S. Census Bureau, U.S. Federal Election Commision

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TEXAS—U.S. HOUSE CONGRESSIONAL DISTRICT 24

This November, an estimated 41.7 percent of Hispanic eligible voters will head to the polls in Texas. At that rate, Hispanics will cast 34,222 ballots and represent 11.9 percent of the total vote in TX-24. This 11.9 percent is nearly four times greater than the previous 3.1 percent margin of victory from 2018.

Candidates:
Candace Valenzuela
Beth Van Duyne
Darren Hamilton
Mark Bauer
Steve Kuzmich

Hispanic Share of Total Eligible Voters: 15.5%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population
Hispanic Population

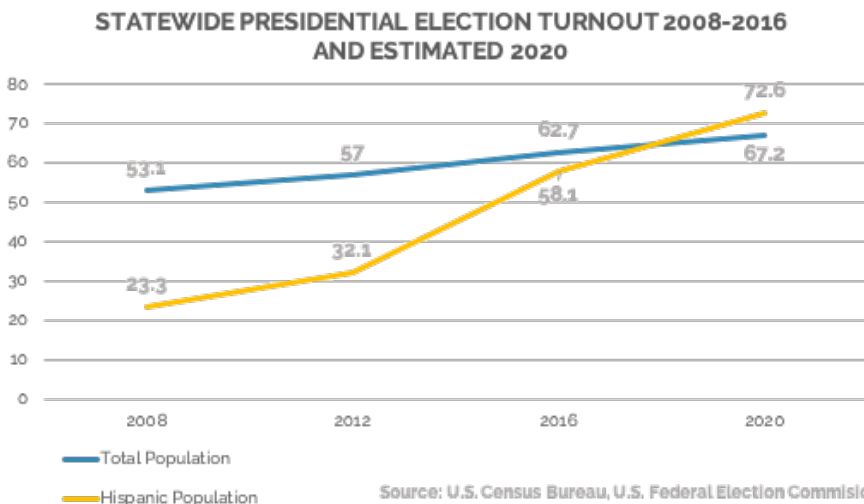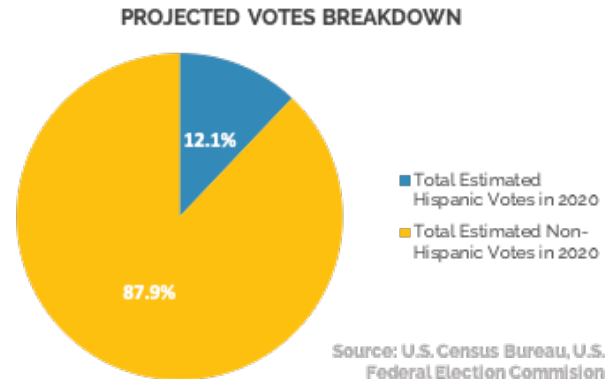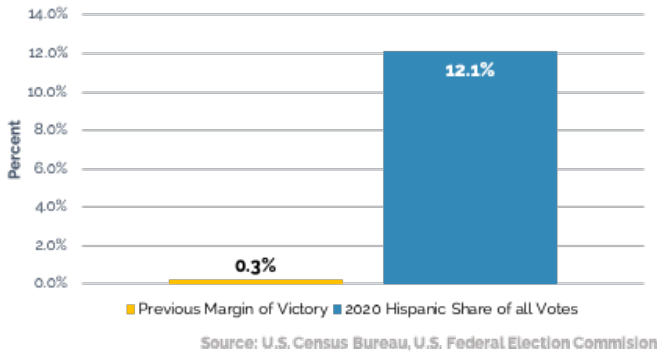Source: U.S. Census Bureau, U.S. Federal Election Commision

UTAH—U.S. HOUSE CONGRESSIONAL DISTRICT 4

An estimated 72.6 percent of Hispanic eligible voters will head to the polls in Utah. At that rate, Hispanics will cast 44,356 ballots and represent 12.1 percent of the total vote in CD-4. This 12.1 percent is more than forty times greater than the 0.3 percent margin of victory from 2018.

Candidates:
Ben McAdams
Burgess Owens
John Molnar
Jonia Broderick
Jonathan Peterson

Hispanic Share of Total Eligible Voters: 11.2%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

Total Population
Hispanic Population

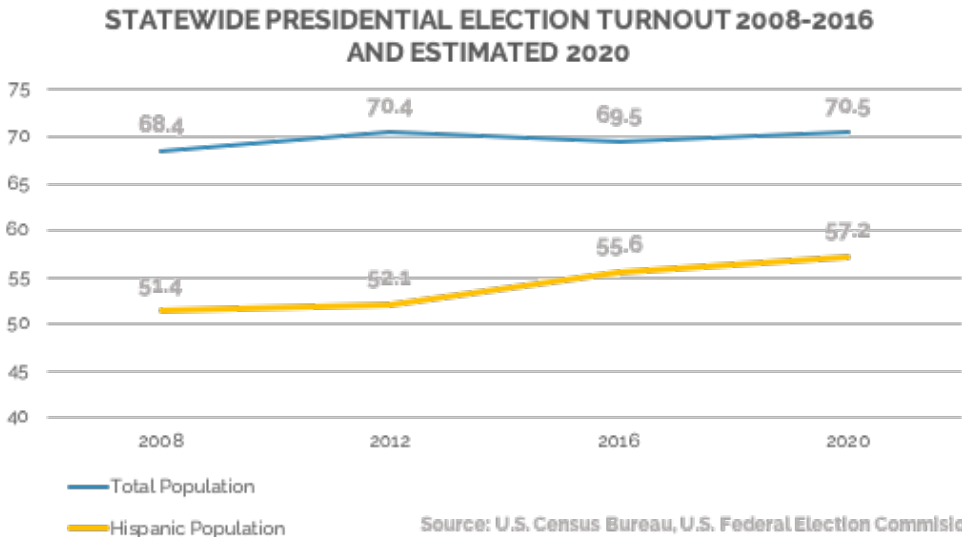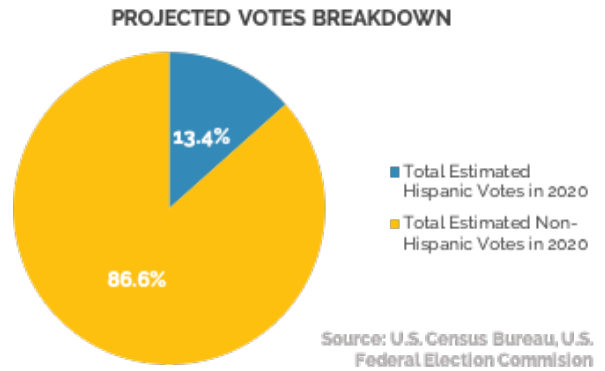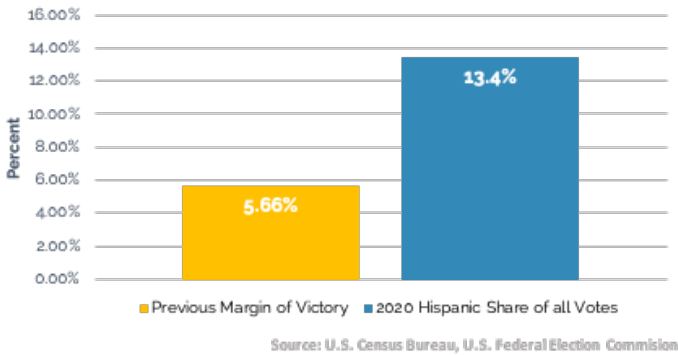Source: U.S. Census Bureau, U.S. Federal Election Commision

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COLORADO
U.S. SENATE

This November, an estimated 57.2 percent of Hispanic eligible voters will head to the polls in Colorado. At that rate, Hispanics will cast 401,437 ballots and represent 13.4 percent of the total vote in Colorado. This 13.4 percent is more than two times greater than the 5.7 percent margin of victory from 2016.

Candidates:
Cory Gardner
John Hickenlooper

Hispanic Share of Total Eligible Voters: 16.5%

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

- Total Estimated Hispanic Votes in 2020
- Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election Commision

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

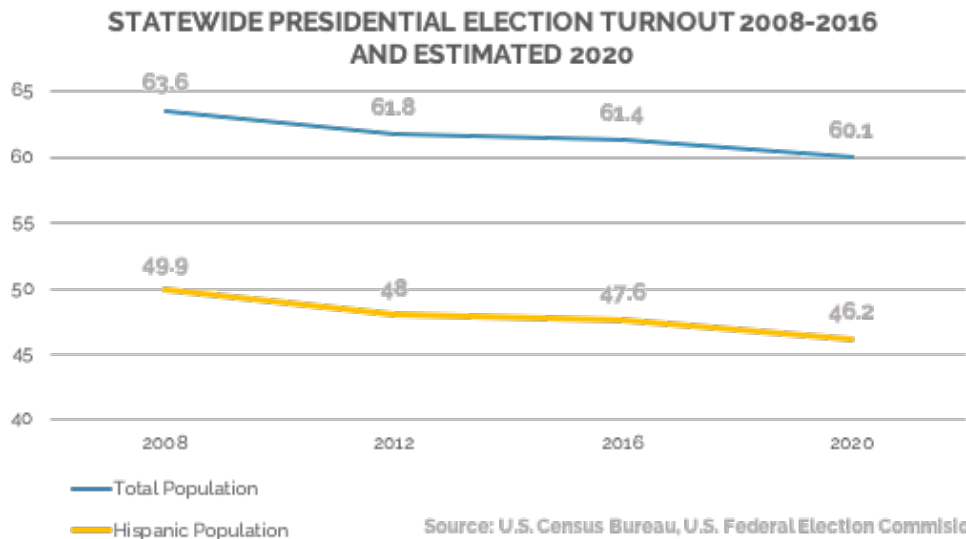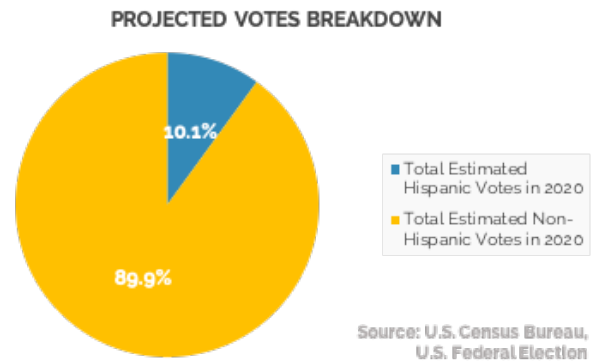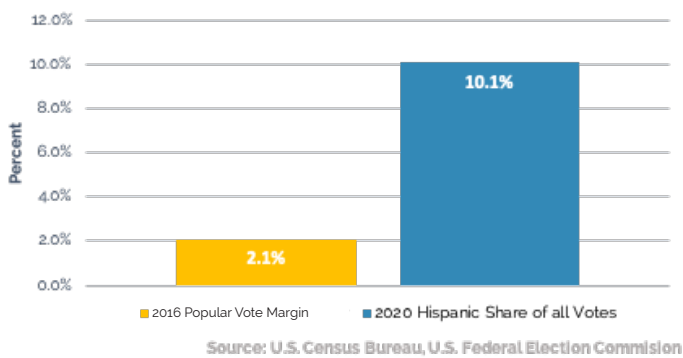Source: U.S. Census Bureau, U.S. Federal Election Commision

NATIONWIDE

This November, an estimated 46.2 percent of Hispanic eligible voters will head to the polls in the U.S. presidential election. At that rate, Hispanics will cast 14,219,455 ballots and represent 10.1 percent of the total vote. This 10.1 percent is nearly five times greater than the 2.1 percent margin of the popular vote from 2016.

Hispanic Share of Total Eligible Voters: 13.1%

10.1%

2.1%

■ 2016 Popular Vote Margin   ■ 2020 Hispanic Share of all Votes

Source: U.S. Census Bureau, U.S. Federal Election Commision

PROJECTED VOTES BREAKDOWN

10.1%

89.9%

■ Total Estimated Hispanic Votes in 2020
■ Total Estimated Non-Hispanic Votes in 2020

Source: U.S. Census Bureau, U.S. Federal Election

STATEWIDE PRESIDENTIAL ELECTION TURNOUT 2008-2016 AND ESTIMATED 2020

63.6
61.8
61.4
60.1

49.9
48
47.6
46.2

2008   2012   2016   2020

—— Total Population
—— Hispanic Population

Source: U.S. Census Bureau, U.S. Federal Election Commision

METHODOLOGY

The 2020 Hispanic Margin of Victory Project (2020 Hispanic MVP) focuses on close House and Senate races identified by the Cook Political Report in which the Latino share of the total eligible voters is greater than 10 percent and where that share will likely be greater than previous margins of victory in each race. This report aggregated general and Hispanic state voting turnout rates in each voting region using census information for presidential elections from 2008 to 2016 to estimate the 2020 turnout rate for each particular state.

The estimated state voter turnout rate was then applied to the 2019 census population figures for the corresponding regions using the 2019 American Community Survey 1-year population estimates. This provided an estimated number of votes for both the general population and Latinos. Based on the resulting figures, the projected Hispanic share of votes for each race was then calculated.

For each of the twelve races (U.S. House and U.S. Senate), past margins of victory from the prior election for that position were aggregated using federal and state government sources.

The previous margin of victory was then compared to the respective estimated Hispanic vote share. Races in which the projected Hispanic share of the total vote is greater than the previous margin of victory were selected as races in which Latinos will likely have a large influence in determining the outcome.

In this report, the terms "Latino" and "Hispanic" are used interchangeably. "Eligible voters" refers to U.S. citizens who are eighteen years and over. The "previous margin of victory" refers to the results from the last election for a particular race in the corresponding geographical voting area.

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