

The State of the **Hispanic/Latino** Vote in Texas' Largest County

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ABOUT: The State of the Hispanic/Latino Vote in Texas' Largest County

This analysis was created to help elected and appointed officials, business leaders, stakeholders and the public better understand how demographic changes in the Hispanic Community translate to the electorate. Since the “Hispanic” self-identification option began to appear in all Census questionnaires in 1980, Census population estimates showing the enormous growth of Hispanics have been big news. Subsequently, rosy pronouncements related to the Hispanic voting potential have been promulgated. Largely focused on population estimates, the pronouncements have ignored factors that impact Hispanics’ ability to participate in the electoral process. The objective of this presentation is to clarify the state of the Hispanic electorate by providing information that sheds light on the following questions:

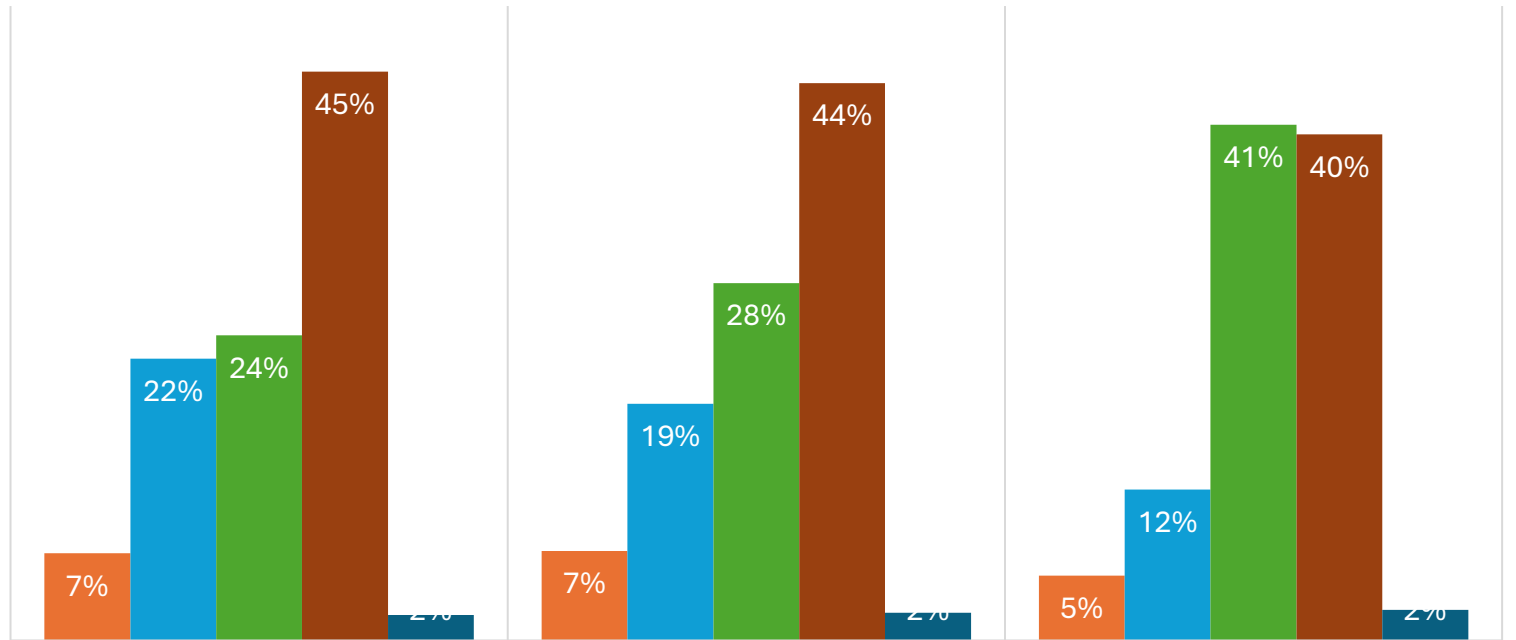
- 1) Why does the Hispanic electorate in Harris County not Equal its population of 44%?**
- 2) What is the Hispanic share of the Electorate in Texas’ largest County, according to the American Community Survey and Spanish surname data?**
- 3) Is the Hispanic Electorate Growing and is the Hispanic Voter Turnout associated to Median Household Income?**

The charts in this presentation are based on analysis of official Harris County voter registration and voting records for the 2012, 2016, 2020 and 2024 Elections and the 2018-2022 American Community Survey. For more information, contact Hector de Leon, Senior Advisor for Government Affairs, Public Engagement and Elections at hector.deleon@cco.hctx.net.

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POPULATION ESTIMATES - 2018-2022 AMERICAN COMMUNITY SURVEY



Asian Alone	7%	7%	5%
Black or African American Alone	22%	19%	12%
White Alone	24%	28%	41%
Hispanic or Latino	45%	44%	40%
Other	2%	2%	2%



Why does the Hispanic electorate in Harris County not Equal its population of 44%?

A smaller share of the total Hispanic population is eligible to vote:

- Hispanic – **44%**
- Blacks – 71%
- Whites – 78%
- Asians – 56%

Among all adults, a smaller share of Hispanics are eligible to vote than non-Hispanics:

- Hispanic – **64%**
- Blacks – 95%
- Whites – 96%
- Asians – 69%

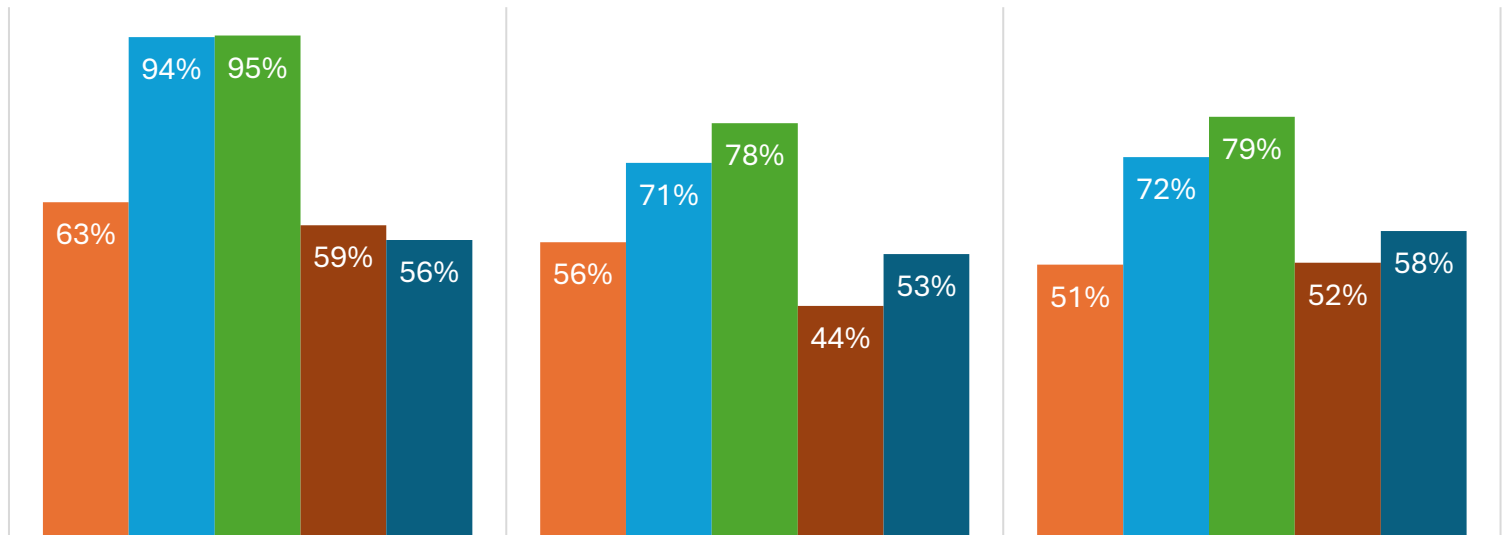
Hispanics are a larger share of the population under 18 than other groups:

- Hispanic – **32%**
- Blacks – 26%
- White – 19%
- Asian – 19%



WHAT PERCENT OF HISPANIC POPULATION IS ELIGIBLE TO VOTE? 2018-2022 AMERICAN COMMUNITY SURVEY POPULATION ESTIMATES

*ACS Citizen Voting Age Population divided into total population

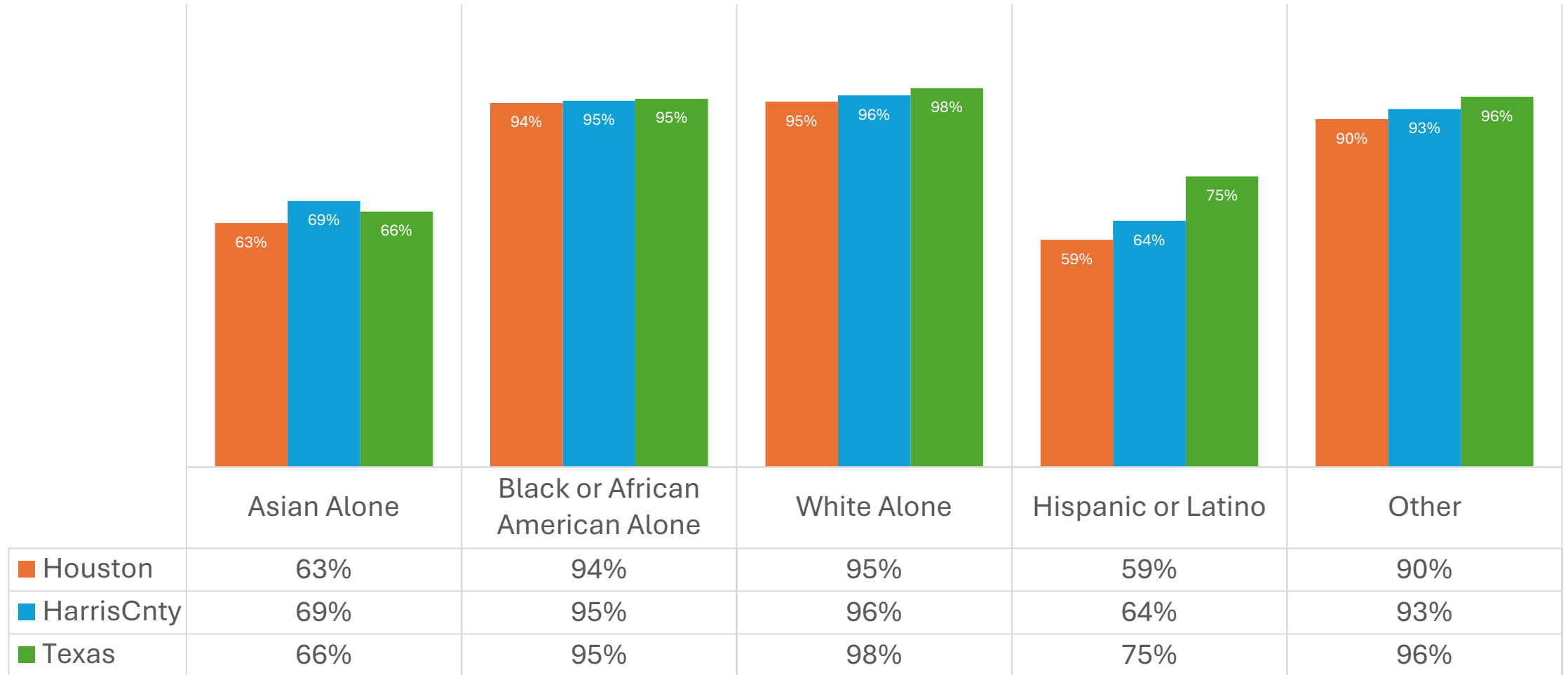


■ Asian Alone	63%	56%	51%
■ Black or African American Alone	94%	71%	72%
■ White Alone	95%	78%	79%
■ Hispanic or Latino	59%	44%	52%
■ Other	56%	53%	58%



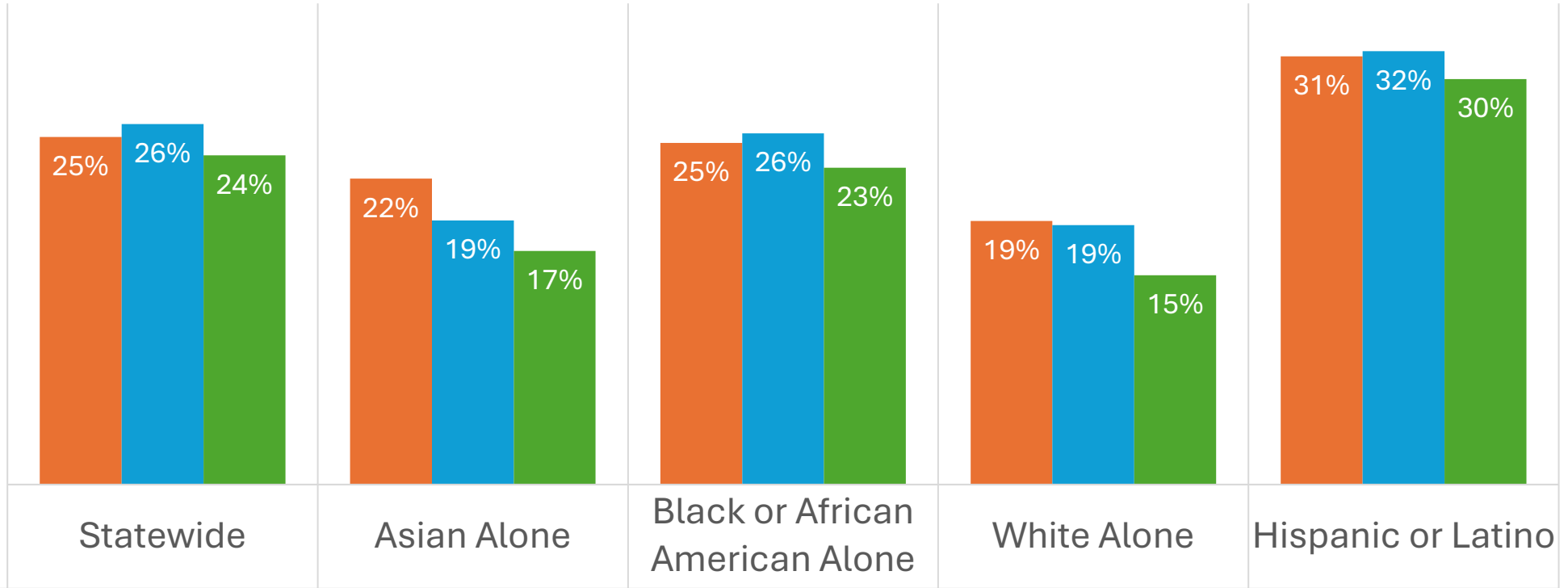
WHAT PERCENT OF HISPANIC **ADULT** POPULATION IS ELIGIBLE TO VOTE? 2018-2022 AMERICAN COMMUNITY SURVEY POPULATION ESTIMATES

*ACS Citizen Voting Age Population divided into total adult population



ESTIMATED POPULATION UNDER 18 YEARS OF AGE IN CITY OF HOUSTON, HARRIS COUNTY, AND TEXAS

*Based on 2018-2022 American Community Survey Population Estimates



■ Texas	25%	22%	25%	19%	31%
■ Harris Cnty	26%	19%	26%	19%	32%
■ Houston	24%	17%	23%	15%	30%



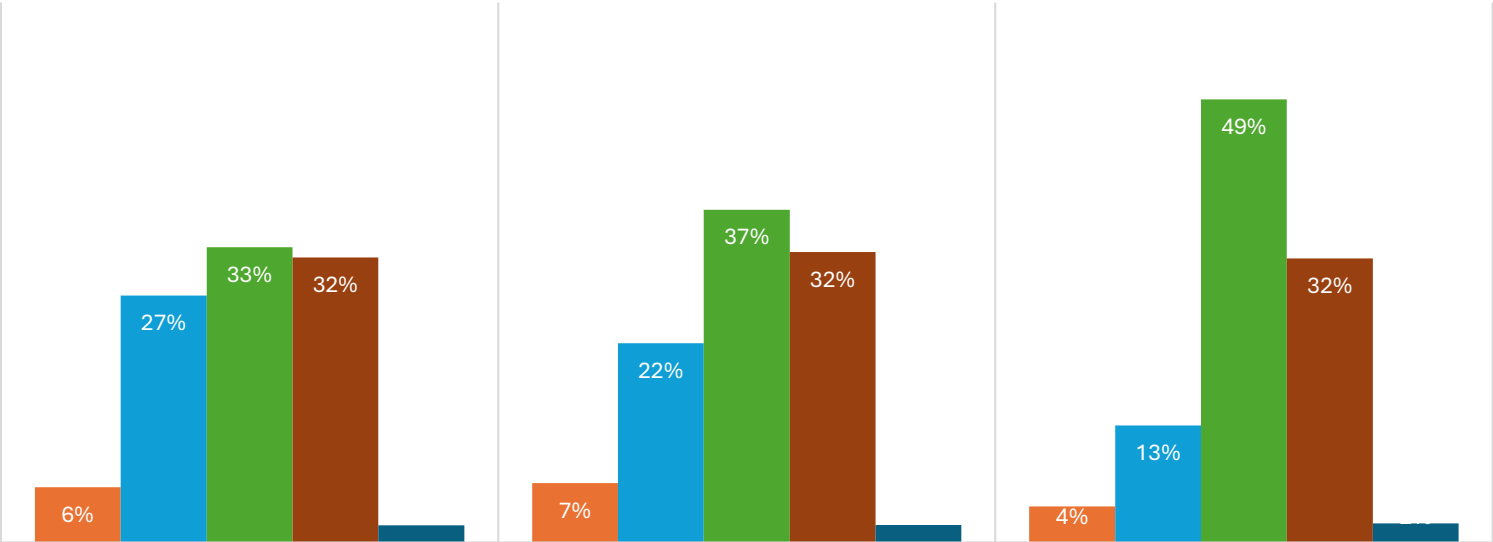
What is the Hispanic share of the Electorate in Texas' largest County, according to the American Community Survey and Spanish surname data?

- **Hispanics comprise 32% of the citizen voting age population (CVAP) in Harris County and Texas.**
- **Hispanics, at minimum, comprise 25%, of the registered voters.**
- **An estimated 72% of the Hispanic citizen voting age population is registered to vote.**
- **Millennials and Gen Zs (18-43-year-olds) comprise 57% of Hispanic registered voters.**
- **Among the 18-27 age group (Generation Z), Hispanics comprise 36% of the registered voters.**



ESTIMATED CITIZEN VOTING AGE POPULATION (CVAP) IN CITY OF HOUSTON, HARRIS COUNTY, AND TEXAS

*Based on 2018-2022 American Community Survey Population Estimates

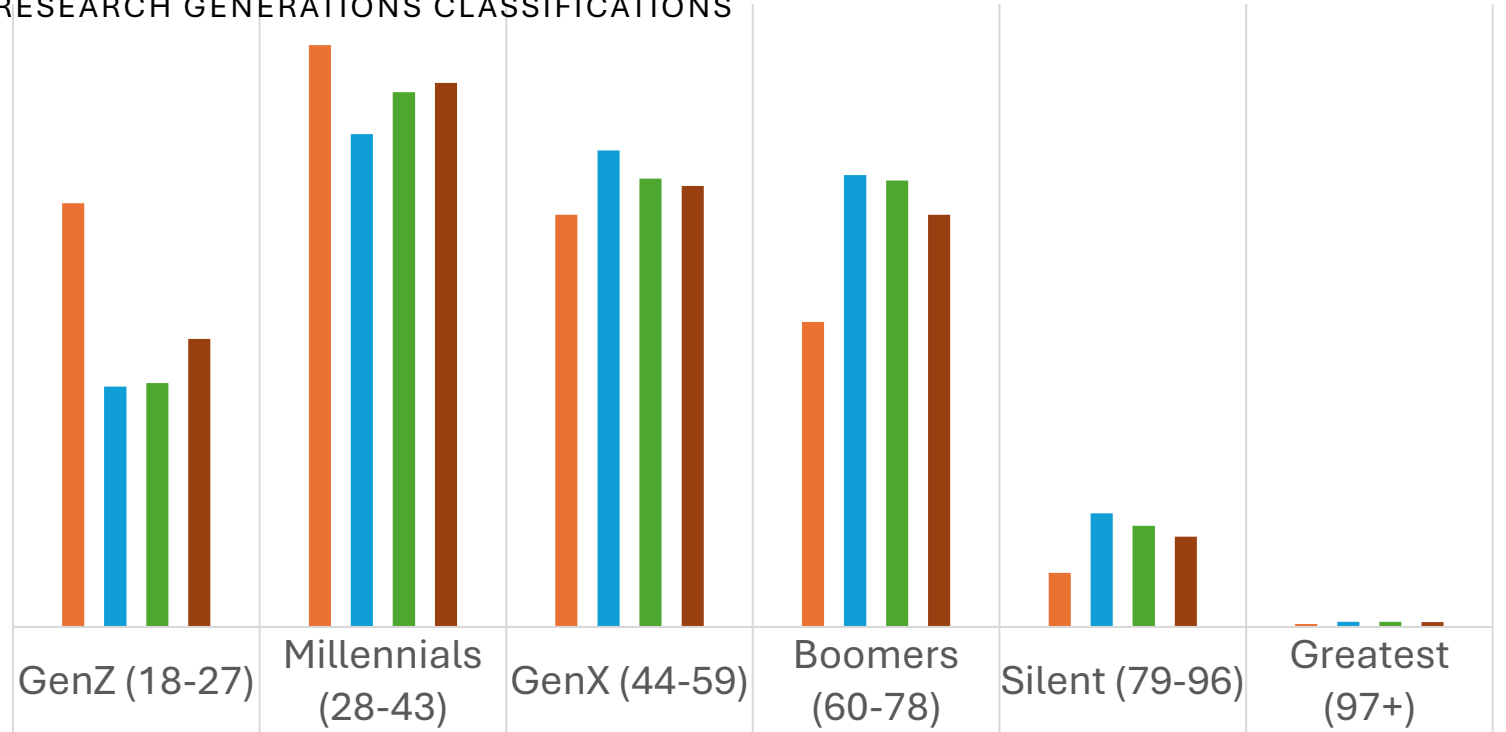


Asian Alone	6%	7%	4%
Black or African American Alone	27%	22%	13%
White Alone	33%	37%	49%
Hispanic or Latino	32%	32%	32%
Other	2%	2%	2%



ESTIMATED REGISTERED VOTERS AMONG SPANISH SURNAME, ASIAN SURNAME, AND NOT-SPANISH-NOT-ASIAN SURNAME GROUPS

*BASED ON ANALYZES OF HARRIS COUNTY JULY 1, 2024 VOTER REGISTRATION RECORDS USING PEW
RESEARCH GENERATIONS CLASSIFICATIONS

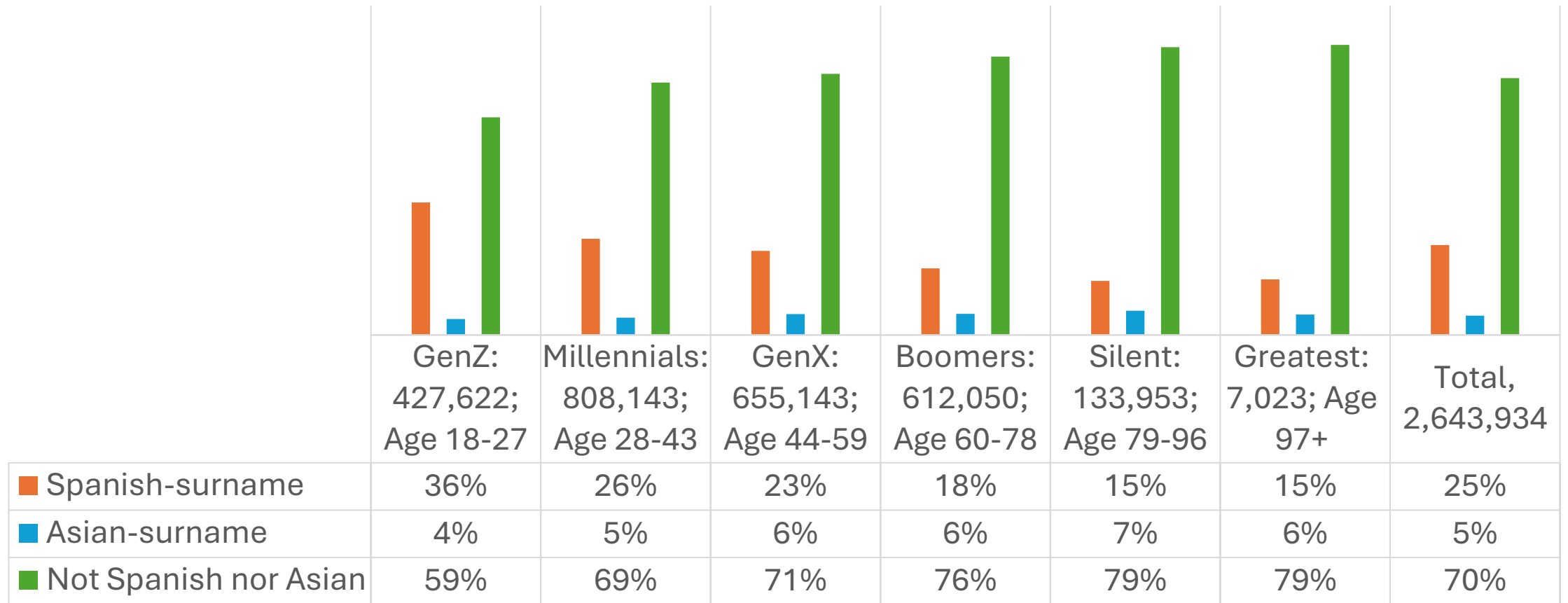


Spanish-surname RegV-649,945	24%	33%	23%	17%	3%	0%
Asian-surname RegV-139,164	14%	28%	27%	25%	6%	0%
Not Spanish nor Asian, RegV-1,854,825	14%	30%	25%	25%	6%	0%
All RegV-2,643,934	16%	31%	25%	23%	5%	0%



ESTIMATED REGISTERED VOTERS BY SURNAME AND GENERATIONS - HARRIS COUNTY, TEXAS

*Based on analyses of Harris County July 1, 2024 Voter Registration Records using Pew Research Generations Classifications, and Surname Count



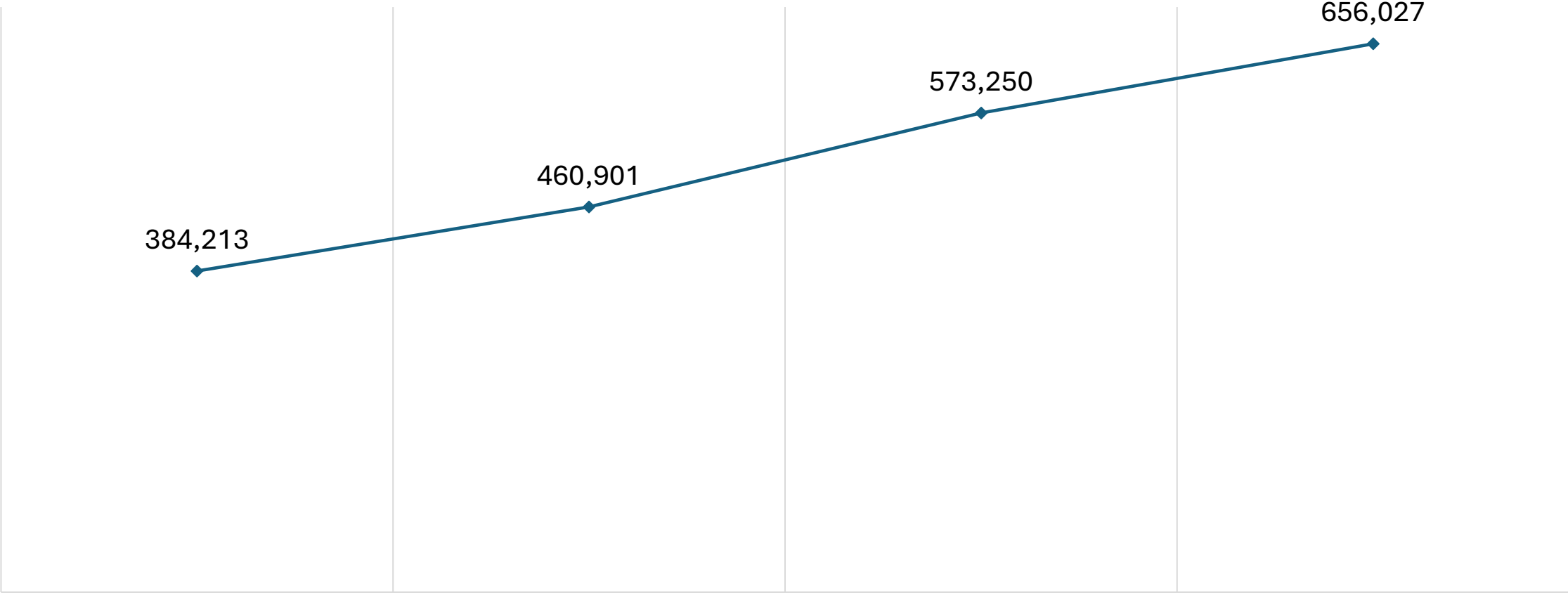
Is the Hispanic Electorate Growing in Texas' Largest County and is the Hispanic Voter Turnout associated to Median Household Income?

- As of September 2024, compared to the pre 2012 Presidential election, the number of registered voters have increased by 702,669 and the number of Spanish surname registered voters increased by 271,814. This suggests that **Hispanics comprised almost 40% of the new registered voters.**
- The official cumulative reports for the 2012 and 2020 presidential elections show the overall number of voters increased by 452,519. Spanish surname queries suggest **Hispanics contributed 35% of those voters.**
- Spanish surname data shows that in **2012**, Spanish surname average voter turnout was **47%**. In **2020**, it was **59%**. If the upward trend continues, in **2024**, the turnout for Spanish surname registered voters **may be over 60%**.
- Lastly, in 2020, **the voter participation rate for Spanish surname registered voters who reside in zip codes where the median household income is beyond 90K was 68% or higher.** However, only 19% of the total Spanish surname registered voters in the county reside in those zip code areas.



ESTIMATED SPANISH-SURNAME REGISTERED VOTERS PRESIDENTIAL ELECTION YEARS

*Based on Harris County Voter Registration Records



2012

2016

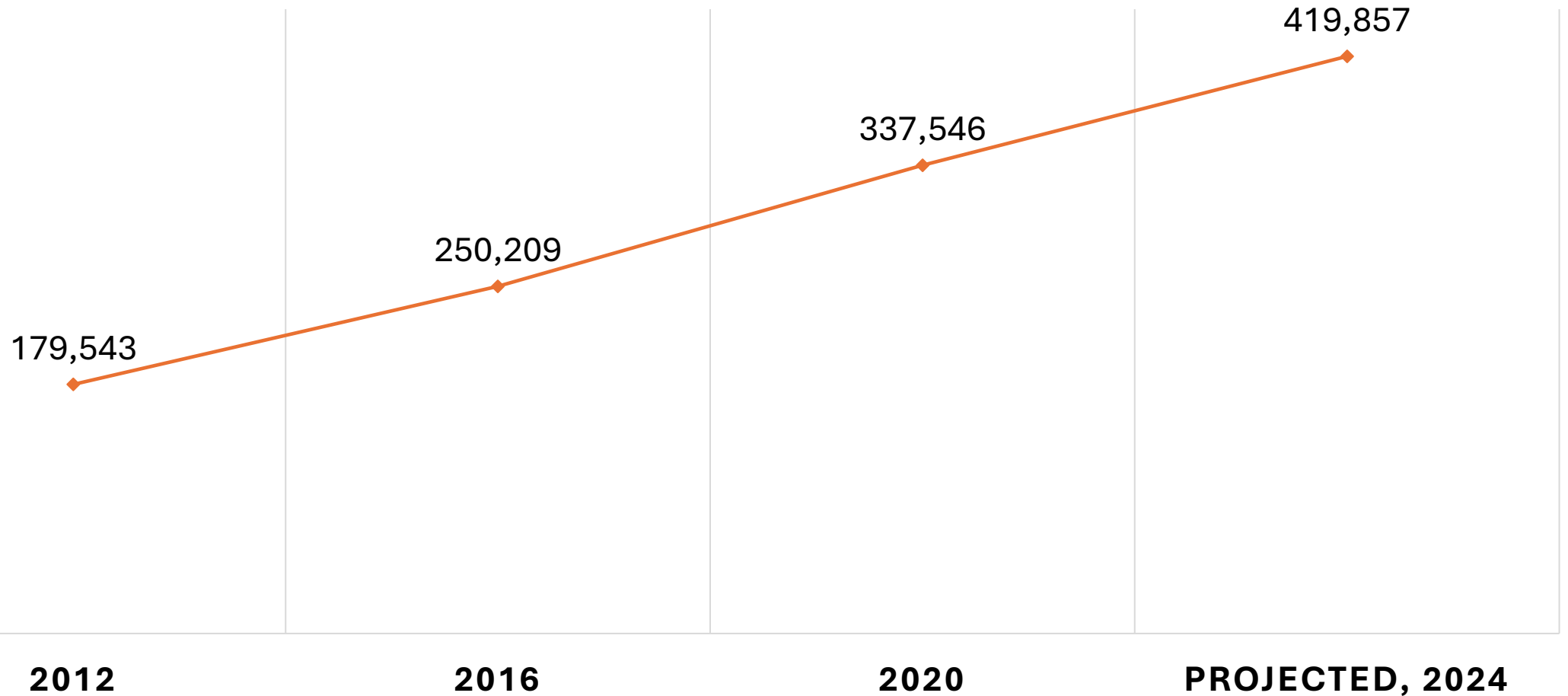
2020

ASOF 9/3/24, 2024



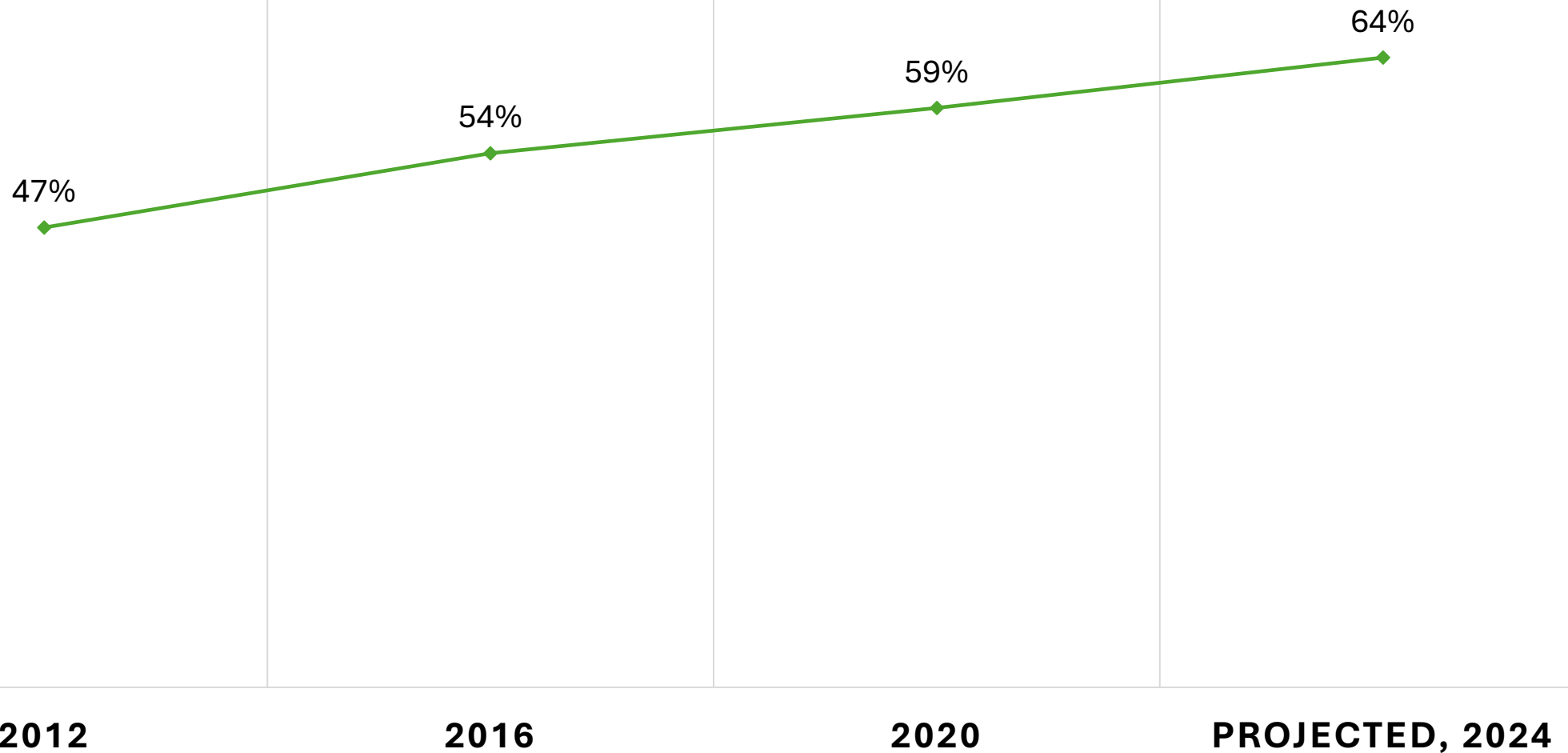
ESTIMATED HARRIS COUNTY SPANISH-SURNAME VOTERS PRESIDENTIAL ELECTION YEARS

*Based on Harris County Voter Registration Records, Voter Rosters and Trends



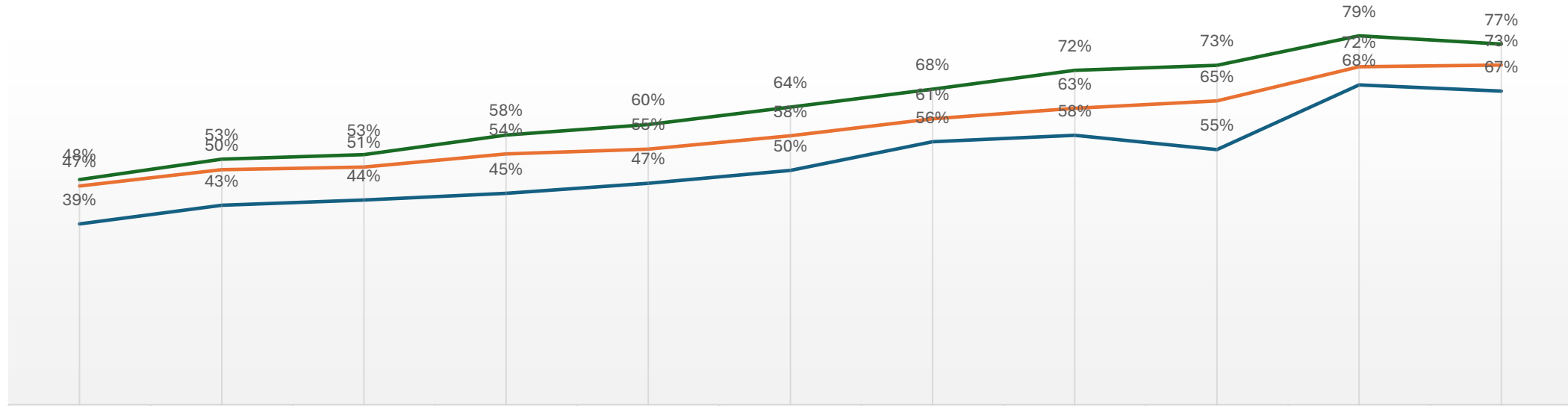
ESTIMATED HARRIS COUNTY SPANISH-SURNAME VOTER TURNOUT PRESIDENTIAL ELECTION YEARS

*Based on Harris County Voter Registration Records and Voter Rosters



ESTIMATED HARRIS COUNTY SPANISH-SURNAME VOTER TURNOUT IN PRESIDENTIAL ELECTIONS BY ZIP CODE MEDIAN HOUSEHOLD INCOME

*Based on Harris County Voter Registration Records, Voter Rosters and 2018-2022 American Community Survey Zip Codes Average Household Income



	30K-39K (RegV-37,389)	40K-49K (RegV-104,728)	50K-59K (RegV-112,028)	60K-69K (RegV-59,738)	70K-79K (RegV-79,342)	80K-89K (RegV-70,240)	90K-99K (RegV-32,691)	100K-124K (RegV-49,793)	125K-149K (RegV-22,533)	150K-199K (RegV-3,077)	200K+ (RegV-1,691)
— 2012	39%	43%	44%	45%	47%	50%	56%	58%	55%	68%	67%
— 2016	47%	50%	51%	54%	55%	58%	61%	63%	65%	72%	73%
— 2020	48%	53%	53%	58%	60%	64%	68%	72%	73%	79%	77%



Summary: The State of the **Hispanic/Latino** Electorate in Texas' Largest County

Since the Census incorporated the “Hispanic” self-identification option in all Census questionnaires, two factors have kept Hispanic voting projections from matching the reported Hispanic population estimates. Hispanics have the youngest share of the population that is under 18 years of age (32%); and Hispanics have the lowest percentage of adult population that is eligible to vote (62%). Nonetheless, the 2018-2022 American Community Surveys (ACS) and Spanish surname data indicate Hispanics now comprise a significant share of the electorate and are poised to be the plurality of the electorate locally and statewide.

A comparison of the initial 2005-2009 ACS population estimates for Harris County with the 2018-2022 ACS show the Hispanic **citizen** voting age population has increased from 22.5% to 32.2%. The growth is steadily being reflected on the voter registration roll. Current Spanish surname queries of the County's September voter roll indicate that Hispanics comprise a minimum 25% of the registered voters.



Summary continued:

The State of the **Hispanic/Latino** Electorate in Texas' Largest County

Surname queries also show that the younger the electorate the greater the percent share of Hispanic registered voters. For example, **among 18–27-year-olds, i.e., Gen Zs, Hispanics comprise 36% of the registered voters.** Moreover, the Spanish surname voter registration queries divided into ACS CVAP estimates suggest that approximately 72% of eligible Hispanics are registered to vote.

Despite the eligibility factors that slow the growth of Hispanic electorate, a comparison of the **2012 and 2020 presidential election records indicate Hispanics contributed 40% of the growth in registered voters and 35% of the increase in voters.** Moreover, Census median household income by zip code combined with surname data indicate that for Hispanics voting is a socioeconomic issue: The higher the Hispanic median household income, the higher the voter participation rate.

In short, **individuals seeking countywide or statewide public office in the upcoming 2024 election or beyond should understand that the state of the Hispanic vote is strong and getting stronger; more importantly, its impact is decisive.**

