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Factsheet

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## Latinos in the 2012 Election: Wisconsin

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## Latinos in the 2012 Election: Wisconsin

This profile provides key demographic information on Latino eligible voters<sup>1</sup> and other major groups of eligible voters in Wisconsin.<sup>2</sup> All demographic data are based on Pew Hispanic Center tabulations of the U.S. Census Bureau's 2010 American Community Survey.<sup>3</sup>

### Hispanics in Wisconsin's Eligible Voter Population

- The Hispanic population in Wisconsin ranks 24th in the nation.<sup>4</sup> About 335,000 Hispanics reside in Wisconsin, 0.7% of all Hispanics in the United States.
- Wisconsin's population is 6% Hispanic, ranking 31st in Hispanic population share nationally.
- There are 130,000 Hispanic eligible voters in Wisconsin—ranking 23rd in Hispanic eligible voter population nationally. California

Table 1

#### Population and Electorate in the United States and Wisconsin, 2010

	U.S.	Wisconsin	Wisconsin state rank
<b>Total population (all ages)</b>			
All (thousands)	309,350	5,691	20
Hispanics (thousands)	50,730	335	24
Percent Hispanic	16.4	5.9	31
<b>Total eligible voter population (U.S. citizens ages 18 and older)</b>			
All (thousands)	214,972	4,224	19
Hispanics (thousands)	21,509	130	23
Percent Hispanic	10.0	3.1	30
<b>Eligibility of Hispanic population</b>			
Percent of Hispanic population eligible to vote	42.4	38.9	25*

Notes: Percentages calculated before rounding. \*Rankings for "Percent of Hispanic population eligible to vote" are based on the District of Columbia and the 46 states whose Hispanic samples in the 2010 American Community Survey (ACS) are large enough to generate reliable estimates. All other rankings are based on the District of Columbia and the 50 states.

Source: Pew Hispanic Center tabulations of the 2010 American Community Survey (1% IPUMS sample)

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<sup>1</sup> Eligible voters are defined as U.S. citizens ages 18 and older. Eligible voters are not the same as registered voters. To cast a vote, in all states except North Dakota, an eligible voter must first register to vote.

<sup>2</sup> The terms "Hispanic" and "Latino" are used interchangeably. References to other races and ethnicities are to the non-Hispanic components of those populations.

<sup>3</sup> This statistical profile of eligible voters is based on the Census Bureau's 2010 [American Community Survey](#) (ACS). The ACS is the largest household survey in the United States, with a sample of about 3 million addresses. The data used for this statistical profile come from the 2010 ACS Integrated Public Use Microdata Series ([IPUMS](#)), representing a 1% sample of the U.S. population. Like any survey, estimates from the ACS are subject to sampling error and (potentially) measurement error. More information is available on [ACS sampling strategy](#) and [associated error](#).

<sup>4</sup> Rankings for "Percent of Hispanic population eligible to vote" are based on the District of Columbia and the 46 states whose Hispanic samples in the 2010 ACS are large enough to generate reliable estimates. All other rankings are based on the District of Columbia and the 50 states.

ranks first with 5.9 million.

- Some 3% of Wisconsin eligible voters are Hispanic, which is 30th among Hispanic eligible voter share nationally. New Mexico ranks first with 39%.
- About four-in-ten (39%) Hispanics in Wisconsin are eligible to vote, ranking Wisconsin 25th nationwide in the share of the Hispanic population that is eligible to vote. By contrast, nearly eight-in-ten (79%) of the state's white population is eligible to vote.

## Characteristics of Eligible Voters

- Age.** Nearly four-in-ten (38%) Hispanic eligible voters in Wisconsin are ages 18 to 29, greater than the share of all Latino eligible voters nationwide (33%) in that age range. By contrast, only 21% of all Wisconsin eligible voters and 22% of all U.S. eligible voters are ages 18 to 29.
- Citizenship and Nativity.** Among Hispanic eligible voters in Wisconsin, 16% are naturalized U.S. citizens, less than Hispanic eligible voters nationwide (25%). Only 2% of all eligible voters in Wisconsin are naturalized citizens, as are 8% of all U.S. eligible voters.
- Hispanic Origin.** Hispanic eligible voters in Wisconsin have a different Hispanic origin profile from Hispanic eligible voters nationwide. Fully 64% of Hispanic eligible voters in Wisconsin are of Mexican origin, 25% are Puerto Rican, and 11%

Table 2

### Characteristics of Eligible Voters in Wisconsin and the United States, 2010

(% of eligible voters, unless otherwise noted)

	U.S.		Wisconsin	
	All	Hispanics	All	Hispanics
<b>Total population (thousands)</b>	309,350	50,730	5,691	335
<b>Total eligible voter population (thousands)</b>	214,972	21,509	4,224	130
<b>Age</b>				
18-29	21.6	32.8	21.0	37.8
30-44	24.6	29.3	23.9	32.1
45-54	19.4	16.7	20.3	14.9
55-64	16.3	10.9	16.5	8.9
65 and older	18.2	10.4	18.3	6.2
<b>Gender</b>				
Male	48.2	48.3	49.0	52.1
Female	51.8	51.7	51.0	47.9
<b>Type of citizen</b>				
Citizen by birth	92.2	74.9	97.9	84.2
Naturalized citizen	7.8	25.1	2.1	15.8
<b>Language</b>				
Speaks only English at home	86.2	30.7	94.7	45.2
Does not speak only English at home	13.8	69.3	5.3	54.8
<b>Educational attainment</b>				
Less than high school diploma	12.3	24.7	9.2	27.3
High school diploma or equivalent	29.1	28.6	33.6	29.5
Some college	32.4	32.5	33.2	30.8
Bachelor's degree or more	26.3	14.3	24.0	12.3
<b>Marital status</b>				
Married	50.9	44.7	53.7	43.5
Never married	28.1	37.4	27.4	41.5
Divorced/separated/widowed	20.9	17.9	18.9	15.0
<b>With child younger than 18 in home</b>	25.0	31.1	25.3	36.2
<b>Homeownership rate</b>	68.8	58.2	71.3	54.9
<b>Hispanic origin</b>				
Mexican	---	59.1	---	63.9
Puerto Rican	---	14.4	---	25.2
Cuban	---	4.8	---	1.0
Salvadoran	---	2.4	---	0.5
Dominican	---	3.1	---	0.3
Other	---	16.2	---	9.2
<b>Household income</b>				
Less than \$30,000	22.9	25.3	22.6	31.5
\$30,000-\$49,999	18.6	20.7	19.9	17.6
\$50,000-\$74,999	19.6	21.0	21.6	19.3
\$75,000-\$99,999	13.8	13.3	14.9	13.2
\$100,000 or more	25.1	19.7	21.0	18.4

Notes: Eligible voters are citizens ages 18 and older. Percentages may not total 100% due to rounding.

Source: Pew Hispanic Center tabulations of the 2010 American Community Survey (1% IPUMS sample)

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are of another Hispanic origin. Among Hispanic eligible voters nationwide, 59% are Mexican, 14% are Puerto Rican, and 26% are of some other Hispanic origin.

- ***Educational Attainment.*** More than one-in-four Latino eligible voters in Wisconsin (27%) have not completed high school, which is triple the 9% rate of all Wisconsin eligible voters who have not completed high school.
- ***Homeownership.*** More than half of Hispanic eligible voters in Wisconsin (55%) live in owner-occupied homes, just below the share of all Hispanic eligible voters nationwide (58%). Greater shares of all eligible voters in Wisconsin (71%) and all eligible voters nationwide (69%) live in owner-occupied homes.

## Characteristics of Eligible Voters in Wisconsin, by Race and Ethnicity

- **Number of Eligible Voters.** White eligible voters outnumber Hispanic eligible voters in Wisconsin by more than 28 to 1. Hispanic eligible voters (130,000) are slightly outnumbered by black eligible voters (227,000), but Hispanics more than double the number of Asian eligible voters in Wisconsin (56,000).

- **Age.** Latino eligible voters are younger than black and white eligible voters in Wisconsin. Some 38% of Latinos are ages 18 to 29, compared with 30% of black eligible voters and 19% of white eligible voters. Asian eligible voters have the greatest percentage ages 18 to 29 (44%).

- **Educational Attainment.** Hispanic eligible voters have lower levels of high school education than do black, Asian and white eligible voters in Wisconsin. Some 27% of Hispanic eligible voters have not obtained a high school diploma, compared with 21% of black eligible voters, 11% of Asian eligible voters and 8% of white eligible voters. However, a slightly

Table 3

### Characteristics of Eligible Voters in Wisconsin, by Race and Ethnicity, 2010

(% of eligible voters, unless otherwise noted)

	Hispanic	White	Black	Asian
<b>Total population (thousands)</b>				
	335	4,742	350	126
<b>Total eligible voter population (thousands)</b>				
	130	3,735	227	56
<b>Age</b>				
18-29	37.8	19.2	29.7	44.3
30-44	32.1	23.3	28.7	23.6
45-54	14.9	20.7	20.6	14.8
55-64	8.9	17.2	12.1	9.7
65 and older	6.2	19.6	8.9	7.6
<b>Gender</b>				
Male	52.1	49.1	48.1	50.7
Female	47.9	50.9	51.9	49.3
<b>Type of citizen</b>				
Citizen by birth	84.2	99.1	99.0	42.1
Naturalized citizen	15.8	0.9	1.0	57.9
<b>Language</b>				
Speaks only English at home	45.2	97.4	97.7	27.4
Does not speak only English at home	54.8	2.6	2.3	72.6
<b>Educational attainment</b>				
Less than high school diploma	27.3	7.8	20.5	11.1
High school diploma or equivalent	29.5	33.8	33.7	24.1
Some college	30.8	33.1	35.2	31.9
Bachelor's degree or more	12.3	25.3	10.6	32.9
<b>Marital Status</b>				
Married	43.5	56.4	22.1	54.8
Never married	41.5	24.7	55.9	37.7
Divorced/separated/widowed	15.0	19.0	22.1	7.5
<b>With child younger than 18 in home</b>	36.2	24.7	25.1	35.9
<b>Homeownership rate</b>	54.9	74.6	34.1	60.9
<b>Household income</b>				
Less than \$30,000	31.5	20.6	47.3	24.8
\$30,000-\$49,999	17.6	19.9	19.9	21.5
\$50,000-\$74,999	19.3	22.2	13.8	18.0
\$75,000-\$99,999	13.2	15.3	10.4	16.3
\$100,000 or more	18.4	22.0	8.7	19.3

Notes: Eligible voters are citizens ages 18 and older. Percentages may not total 100% due to rounding. Hispanics are of any race. Whites, blacks and Asians include only non-Hispanics.

Source: Pew Hispanic Center tabulations of the 2010 American Community Survey (1% IPUMS sample)

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larger share of Hispanic eligible voters (12%) than black eligible voters (11%) in Wisconsin have at least bachelor's degree.

- **Homeownership.** Hispanic eligible voters (55%) are more likely to live in owner-occupied homes than black (34%) eligible voters in Wisconsin, but they are less likely to do so than white (75%) or Asian (61%) eligible voters in Wisconsin.