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Latinos in the 2014 Election: Wisconsin

Factsheet

**FOR FURTHER INFORMATION
ON THIS REPORT:**

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Latinos in the 2014 Election: Wisconsin

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This profile provides key demographic information on Latino eligible voters¹ and other major groups of eligible voters in

Wisconsin.² All demographic data are based on Pew Research Center tabulations of the U.S. Census Bureau's 2012 American Community Survey.³

Hispanics in Wisconsin's Eligible Voter Population

- The Hispanic population in Wisconsin is the 25th largest in the nation. About 353,000 Hispanics reside in Wisconsin, 0.7% of all Hispanics in the United States.
- Wisconsin's population is 6% Hispanic, the 31st largest Hispanic statewide population share nationally.

TABLE 1

Population and Electorate in the United States and Wisconsin, 2012

	U.S.	Wisconsin	Wisconsin state rank
Total population (all ages)			
All (thousands)	313,914	5,726	20
Hispanics (thousands)	52,932	353	25
Percent Hispanic	16.9	6.2	31
Eligible voter population (U.S. citizens ages 18 and older)			
All (thousands)	220,111	4,272	19
Hispanics (thousands)	23,632	135	24
Percent Hispanic	10.7	3.2	31
Eligibility of Hispanic population			
Percent of Hispanic population eligible to vote	44.6	38.1	36

Note: Percentages calculated before rounding.

Source: Pew Research Center tabulations of the 2012 American Community Survey (1% IPUMS sample)

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¹ 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.

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

³ This statistical profile of eligible voters is based on the Census Bureau's 2012 [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 2012 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](#).

- There are 135,000 Hispanic eligible voters in Wisconsin—the 24th largest Hispanic statewide eligible voter population nationally. California ranks first with 6.4 million.
- Some 3% of Wisconsin eligible voters are Hispanic, the 31st largest Hispanic statewide eligible voter share nationally. New Mexico ranks first with 40%.
- Some 38% of Hispanics in Wisconsin are eligible to vote, ranking Wisconsin 36th nationwide in the share of the Hispanic population that is eligible to vote. By contrast, 79% of the state’s white population is eligible to vote.

Characteristics of Eligible Voters

- **Age.** About four-in-ten Hispanic eligible voters in Wisconsin (37%) are ages 18 to 29, somewhat higher than the share of all Latino eligible voters nationwide (33%) and the share of all Wisconsin eligible voters (20%) and of all U.S. eligible voters (22%) in that age range.
- **Citizenship and Nativity.** Among Hispanic eligible voters in Wisconsin, 16% are naturalized U.S. citizens. This is a smaller share than the 25% of Hispanic eligible voters in the U.S., but just 2% of all eligible voters in Wisconsin and 8% of eligible voters in the U.S. overall are naturalized U.S. citizens.
- **Hispanic Origin.** Hispanic eligible voters in Wisconsin have a similar Hispanic origin profile to Hispanic eligible voters nationwide. Fully 61% of Hispanic eligible voters in Wisconsin are of Mexican

TABLE 2

Characteristics of Eligible Voters in Wisconsin and the United States, 2012

% of eligible voters (unless otherwise noted)

	U.S.		Wisconsin	
	All	Hispanics	All	Hispanics
Total population (thousands)	313,914	52,932	5,726	353
Eligible voter population (thousands)	220,111	23,632	4,272	135
Age				
18-29	21.6	33.1	20.7	36.9
30-44	24.3	29.1	23.3	28.5
45-54	18.5	16.2	19.6	17.0
55-64	16.7	11.1	17.3	11.3
65 and older	18.9	10.5	19.1	6.3
Gender				
Male	48.4	48.9	48.9	48.6
Female	51.6	51.1	51.1	51.4
Type of citizen				
Citizen by birth	91.8	75.2	97.6	84.0
Naturalized citizen	8.2	24.8	2.4	16.0
Language				
Speaks only English at home	85.6	31.5	94.5	51.4
Does not speak only English at home	14.4	68.5	5.5	48.6
Educational attainment				
Less than high school graduate	11.5	23.0	8.7	20.0
High school graduate	28.6	28.5	31.7	29.2
Two-year degree/Some college	32.8	33.6	34.4	35.9
Bachelor's degree or more	27.2	15.0	25.2	14.9
Marital status				
Married	50.0	42.9	53.4	39.4
Never married	29.1	39.1	27.5	42.3
Divorced/separated/widowed	20.9	18.0	19.1	18.3
With child younger than 18 in home	24.2	29.9	24.6	32.7
Homeownership rate				
	67.5	56.0	70.5	47.8
Hispanic origin				
Mexican	-	58.9	-	61.5
Puerto Rican	-	14.0	-	20.0
Cuban	-	4.8	-	3.7
Salvadoran	-	2.6	-	0.1
Dominican	-	3.2	-	0.3
Other	-	16.5	-	14.5
Household income				
Less than \$30,000	22.2	25.1	21.4	30.4
\$30,000-\$49,999	17.9	20.2	19.1	23.3
\$50,000-\$74,999	19.1	20.5	21.4	19.8
\$75,000-\$99,999	13.8	13.6	15.5	12.1
\$100,000 or more	26.9	20.6	22.6	14.4

Note: Eligible voters are citizens ages 18 and older. Percentages may not total 100% due to rounding. High school graduate includes GEDs or equivalent.

Source: Pew Research Center tabulations of the 2012 American Community Survey (1% IPUMS sample)

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origin, 20% are Puerto Rican, and 18% are of another Hispanic origin. Among Hispanic eligible voters nationwide, 59% are Mexican, 14% are Puerto Rican, and 27% are of some other Hispanic origin.

- **Educational Attainment.** Some two-in-ten Latino eligible voters in Wisconsin have not completed high school, about twice the 9% of all Wisconsin eligible voters who have not completed high school but a smaller share than the 23% of Hispanics nationwide who have not completed high school.
- **Homeownership.** About half of Hispanic eligible voters in Wisconsin (48%) live in owner-occupied homes, compared with 56% of all Hispanic eligible voters nationwide. Greater shares of all eligible voters in Wisconsin (71%) and eligible voters nationwide (67%) 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 28 to 1. Hispanic eligible voters (135,000) are outnumbered by black eligible voters (236,000), but Hispanics more than double the number of Asian eligible voters in Wisconsin (59,000).

- **Age.** Latino eligible voters are younger than white and black eligible voters in Wisconsin. Some 37% of Latinos are ages 18 to 29, compared with 19% of white eligible voters and 30% of black eligible voters. About the same share of Hispanic and Asian eligible voters are ages 18 to 29 (37% vs. 41%).

- **Educational Attainment.** Hispanic eligible voters have lower levels of high school education than do white eligible voters in

Wisconsin. Some 20% of Hispanic eligible voters have not obtained a high school diploma, compared with 7% of white eligible voters. Hispanic eligible voters' levels of high school

TABLE 3

Characteristics of Eligible Voters in Wisconsin and the United States, by Race and Ethnicity, 2012

% of eligible voters (unless otherwise noted)

	Hispanic	White	Black	Asian
Total population (thousands)	353	4,740	347	139
Eligible voter population (thousands)	135	3,763	236	59
Age				
18-29	36.9	18.9	29.6	41.3
30-44	28.5	22.7	27.9	27.8
45-54	17.0	19.8	19.2	12.9
55-64	11.3	18.0	13.5	11.0
65 and older	6.3	20.6	9.7	7.0
Gender				
Male	48.6	49.1	47.4	45.5
Female	51.4	50.9	52.6	54.5
Type of citizen				
Citizen by birth	84.0	99.0	98.8	35.8
Naturalized citizen	16.0	1.0	1.2	64.2
Language				
Speaks only English at home	51.4	97.1	98.0	18.7
Does not speak only English at home	48.6	2.9	2.0	81.3
Educational attainment				
Less than high school graduate	20.0	7.2	22.1	16.8
High school graduate	29.2	32.0	31.5	27.1
Two-year degree/Some college	35.9	34.3	34.7	28.8
Bachelor's degree or more	14.9	26.5	11.7	27.3
Marital status				
Married	39.4	56.4	21.6	51.0
Never married	42.3	24.7	54.5	34.0
Divorced/separated/widowed	18.3	18.9	23.9	15.0
With child younger than 18 in home	32.7	24.0	24.8	38.6
Homeownership rate	47.8	74.3	32.1	62.3
Household income				
Less than \$30,000	30.4	19.5	45.7	21.2
\$30,000-\$49,999	23.3	18.8	21.1	15.8
\$50,000-\$74,999	19.8	21.9	14.9	25.4
\$75,000-\$99,999	12.1	16.1	8.5	8.2
\$100,000 or more	14.4	23.7	9.8	29.3

Note: Eligible voters are citizens ages 18 and older. Percentages may not total 100% due to rounding. High school graduate includes GEDs or equivalent. Whites, blacks and Asians include only non-Hispanics. Hispanics are of any race.

Source: Pew Research Center tabulations of the 2012 American Community Survey (1% IPUMS sample)

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education are about on par with black eligible voters (22%) and Asian eligible voters (17%). However, a slightly larger share of Hispanic eligible voters (15%) than black eligible voters (12%) in Wisconsin have at least bachelor's degree, while 27% of both white and Asian eligible voters have a bachelor's degree or more.

- **Homeownership.** Hispanic eligible voters (48%) are more likely to live in owner-occupied homes than black eligible voters (32%) in Wisconsin, but are less likely to live in owner-occupied homes than white (74%) or Asian (62%) eligible voters.