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Latinos in the 2016 Election: Wisconsin

Factsheet

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FOR MEDIA OR OTHER INQUIRIES:

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Latinos in the 2016 Election: Wisconsin

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 2014 American Community Survey.³

Hispanics in Wisconsin's Eligible Voter Population

- The Hispanic population in Wisconsin is the 25th largest in the nation. About 370,000 Hispanics reside in Wisconsin, 0.7% of all Hispanics in the United States.
- Wisconsin's population is 6% Hispanic, the 33rd largest Hispanic statewide population share nationally.
- There are 156,000 Hispanic eligible voters in Wisconsin—the 23th largest Hispanic statewide eligible voter population nationally. California ranks first with 6.9 million.

Population and Electorate in the United States and Wisconsin, 2014

	U.S.	Wisconsin	Wisconsin state rank
Total population (all ages)			
All (thousands)	318,857	5,758	20
Hispanics (thousands)	55,251	370	25
Percent Hispanic	17.3	6.4	33
Eligible voter population (U.S. citizens ages 18 and older)			
All (thousands)	224,963	4,326	19
Hispanics (thousands)	25,486	156	23
Percent Hispanic	11.3	3.6	30
Eligibility of Hispanic population			
Percent of Hispanic population eligible to vote	46.1	42.2	29

Note: Percentages calculated before rounding.

Source: Pew Research Center tabulations of the 2014 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 2014 [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 2014 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](#).

- Some 4% of Wisconsin eligible voters are Hispanic, the 30th largest Hispanic statewide eligible voter share nationally. New Mexico ranks first with 40%.
- Some 42% of Hispanics in Wisconsin are eligible to vote, ranking Wisconsin 29th nationwide in the share of the Hispanic population that is eligible to vote. By contrast, 80% of the state's white population is eligible to vote.

Characteristics of Eligible Voters in Wisconsin and the United States, 2014

% of eligible voters (unless otherwise noted)

	U.S.		Wisconsin	
	All	Hispanics	All	Hispanics
Total population (thousands)	318,857	55,251	5,758	370
Eligible voter population (thousands)	224,963	25,486	4,326	156
Age				
18-29	21.6	32.9	20.3	34.4
30-44	24.0	28.6	23.4	32.7
45-54	17.6	15.9	18.4	15.0
55-64	16.9	11.6	17.7	9.2
65 and older	19.8	11.0	20.1	8.7
Millennial (ages 18-33)	28.2	41.4	26.7	44.4
Gender				
Male	48.4	48.9	49.1	50.4
Female	51.6	51.1	50.9	49.6
Type of citizen				
Citizen by birth	91.4	75.2	97.3	83.0
Naturalized citizen	8.6	24.8	2.7	17.0
Language				
Speaks only English at home	85.2	31.7	94.3	45.9
Does not speak only English at home	14.8	68.3	5.7	54.1
Speaks Spanish at home	8.5	67.8	2.6	53.5
Educational attainment				
Less than high school graduate	10.9	22.0	8.0	24.5
High school graduate	28.4	29.0	32.3	33.3
Two-year degree/Some college	32.7	33.5	33.3	26.4
Bachelor's degree or more	28.1	15.6	26.4	15.8
Marital status				
Married	49.6	42.5	53.0	42.4
Never married	29.9	40.1	28.3	41.7
Divorced/separated/widowed	20.6	17.4	18.7	15.9
With child younger than 18 in home	23.5	28.7	24.2	35.4
Homeownership rate	66.7	55.2	69.5	51.0
Hispanic origin				
Mexican	-	59.2	-	65.2
Puerto Rican	-	14.1	-	23.9
Cuban	-	4.6	-	1.6
Salvadoran	-	2.6	-	0.3
Dominican	-	3.4	-	0.3
Other	-	16.1	-	8.7
Household income (in 2014 \$)				
Less than \$30,000	20.7	22.8	19.7	28.9
\$30,000-\$49,999	17.2	19.6	18.9	23.6
\$50,000-\$74,999	18.7	20.1	20.9	19.5
\$75,000-\$99,999	14.0	14.4	15.6	10.8
\$100,000 or more	29.5	23.1	24.9	17.3

Note: Eligible voters are citizens ages 18 and older. Percentages may not total 100% due to rounding. High school graduate includes GEDs or equivalent. Homeownership rate and household income excludes persons living in institutions, college dormitories and other group quarters.

Source: Pew Research Center tabulations of the 2014 American Community Survey (1% IPUMS sample)

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Characteristics of Eligible Voters in Wisconsin, by Race and Ethnicity, 2014

% of eligible voters (unless otherwise noted)

	Hispanic	White	Black	Asian
Total population (thousands)	370	4,730	349	151
Eligible voter population (thousands)	156	3,772	242	72
Age				
18-29	34.4	18.5	29.3	36.7
30-44	32.7	22.4	29.3	29.0
45-54	15.0	18.7	17.4	18.4
55-64	9.2	18.7	14.0	5.3
65 and older	8.7	21.7	10.0	10.7
Millennial (ages 18-33)	44.4	24.5	37.3	48.5
Gender				
Male	50.4	49.2	48.0	45.8
Female	49.6	50.8	52.0	54.2
Type of citizen				
Citizen by birth	83.0	98.9	97.6	45.4
Naturalized citizen	17.0	1.1	2.4	54.6
Language				
Speaks only English at home	45.9	97.6	97.0	21.8
Does not speak only English at home	54.1	2.4	3.0	78.2
Speaks Spanish at home	53.5	0.6	0.7	1.3
Educational attainment				
Less than high school graduate	24.5	6.6	16.9	13.8
High school graduate	33.3	32.1	35.1	24.8
Two-year degree/Some college	26.4	33.4	36.8	29.5
Bachelor's degree or more	15.8	27.9	11.1	32.0
Marital status				
Married	42.4	55.7	22.3	59.0
Never married	41.7	25.4	56.5	33.5
Divorced/separated/widowed	15.9	18.9	21.2	7.5
With child younger than 18 in home	35.4	23.4	24.9	39.9
Homeownership rate	51.0	73.4	29.4	63.3
Household income (in 2014 \$)				
Less than \$30,000	28.9	17.5	45.0	21.8
\$30,000-\$49,999	23.6	18.7	19.1	16.9
\$50,000-\$74,999	19.5	21.3	19.8	12.2
\$75,000-\$99,999	10.8	16.4	8.7	16.5
\$100,000 or more	17.3	26.3	7.4	32.5

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. Homeownership rate and household income excludes persons living in institutions, college dormitories and other group quarters.

Source: Pew Research Center tabulations of the 2014 American Community Survey (1% IPUMS sample)

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