



**1980-2021 HOUSTON
DEMOGRAPHICS
and the state of the LATINO
ELECTORATE**

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The electoral translation of [Demographics into] Latino power (1/2)

For the first time in Houston's history, Hispanics will comprise the second largest voting eligible population in the upcoming 2023 mayoral election. According to the 2017-2021 American Community Survey (ACS) released in the fall of 2022, Hispanics now make-up 31% of the Citizen Voting Age population (CVAP), whites 33%, Blacks 28%, and Asians 7%. The question is: Does anybody know and does anyone care?

This news would merit a headline if not for the fact that Hispanics have been a sizable portion of Houston's population since the US Census Bureau incorporated the term "Hispanic" into the Census' decennial questionnaire. In 1980, Hispanics comprised 18% of the city's population. In 1990, it jumped to 28%. In 2000, it increased to 37%. In 2010, it was 44%. And, in 2020, it totaled 45%. From 1980 to 2020, the Census shows the Hispanic population growing by 264%, from 281,331 to 1,024,742. During the same period, the white population decreased by 33%, from 834,061 to 554,973. The Black population grew by only 19%, from 436,392 to 520,431. And the Asian population increased by 357%, from 34,359 to 156,590.

Yet for Hispanics and Asians, unlike whites and Blacks, the age and citizenship status of the population have impeded it from directly translating into electoral power. US Census Bureau data quantify the fluidity of the variables impacting the size of the Hispanic electorate. For example, the 2007-2011 ACS shows that 30% of Hispanics were under 18 years of age, compared to 16% of whites, 24% of Blacks and 17% of Asians. It also showed that only 57% of Hispanic adults were citizens, compared to 94% of whites and Blacks and 63% of Asians,. Similarly, the 2017-2021 ACS shows 33% of Hispanics were under 18 years of age, compared to 15% of whites, 26% of Blacks and 19% of Asians. It also shows that only 49% of Hispanic adults were citizens, compared to 95% of whites, 96% of Blacks and 58% of Asians.

The deficit between the Hispanic population and citizen voting age population created by the under 18 years of age population and the non-citizen adult population reveal that the early rosy pronouncements regarding the electoral possibilities of the Hispanic population explosion made by stakeholders were premature and impossible to fulfill.

The electoral translation of [Demographics into] Latino power (2/2)

Unfortunately, the Census Bureau did not begin surveying the Citizen Voting Age Population by Race until the new millennium. As a result, data that may have helped stakeholders understand the nuanced challenges presented by the growing Hispanic population were not readily available in a manner that provided clarity. That is, the discrepancies between the Hispanic population and CVAP evidenced in the American Community Surveys published after the 2000 Census suggest Hispanics may have comprised merely 9% or less of the eligible voter population in 1981 and 14% or less in 1991 at the time the Census showed the Hispanic population to be twice those numbers.

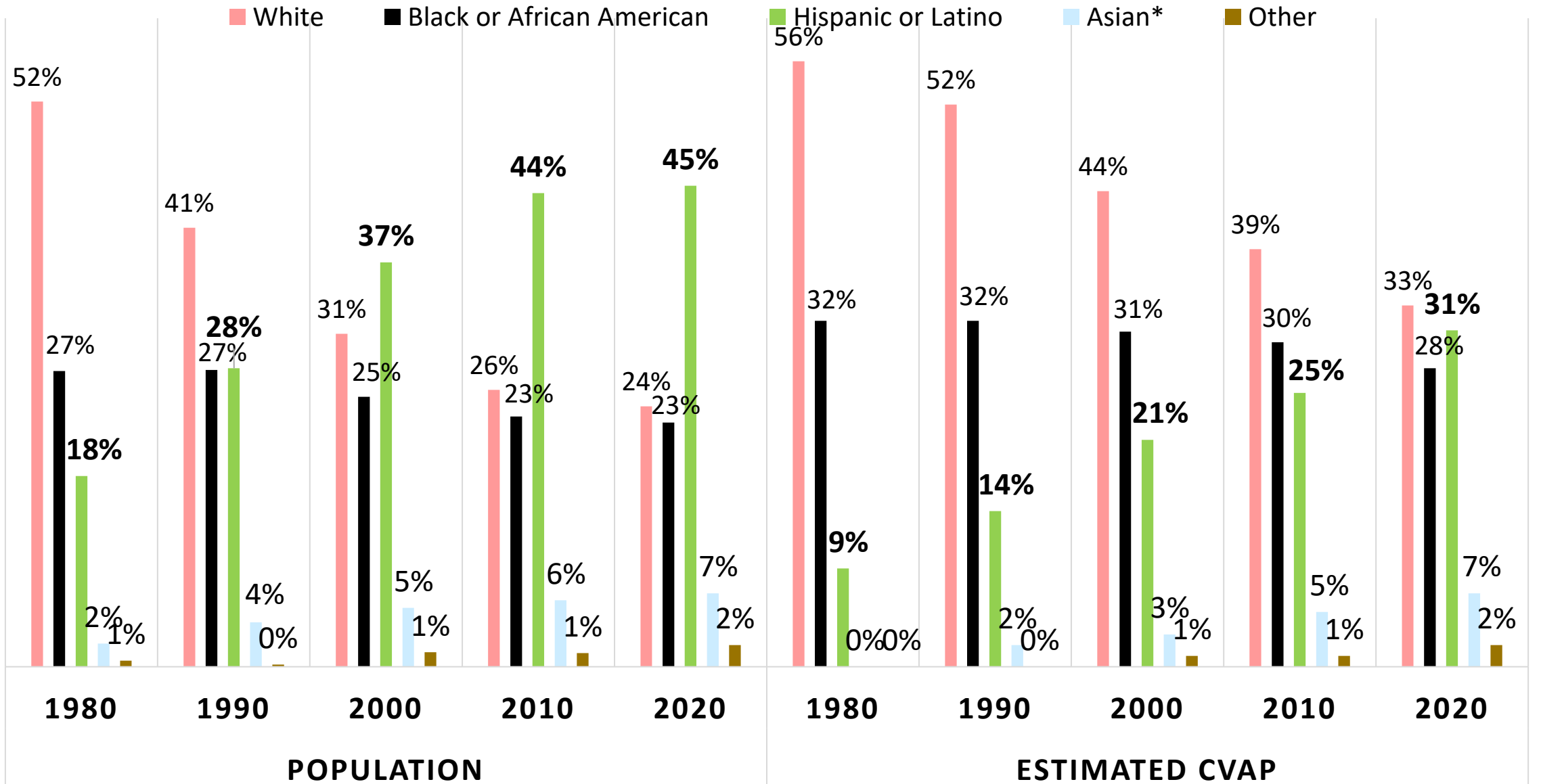
This lack of clarity led to unrealistic electoral expectations, which were exacerbated by the stakeholders continuous use of the "Sleeping Giant" metaphor. Intended to underline the emergence of the Hispanic community at the end of the 1900s, the term has evolved into an empty derogatory trope that unwittingly stereotypes Hispanics as a disengaged non-voting population.

The latest US Census Bureau data continues to be a perpetual double-edged sword. It shows that the Hispanic voting age population will not be equal to the Hispanic population any time soon. Still, it shows that the immense growth of Houston's Hispanic population in the last four decades is now manifested in a significant Hispanic Citizen Voting Age Population, which has grown from 23% to 31% since the initial American Community Survey release at the end of 2010.

Simply said, despite the issues wrought by the age and citizenship status of Hispanics as calculated by the Census Bureau, the CVAP data indicates an inevitability: In the near future, Hispanics are poised to be the largest eligible VOTER population in the fourth largest city in the nation. This is news that should not be dismissed by anyone who wishes to lead it whether in 2024 or beyond.

CITY OF HOUSTON: POPULATION VS ESTIMATED CITIZEN VOTING AGE POPULATION:1980-2020

*Based on US Census and American Community Survey Data



ESTIMATED Registered Voter by Surname- City of Houston - Harris County Precincts ONLY – April 2023

District	Reg. Voters	Spanish-surname	Asian-surname	NOT Spanish nor Asian
District A	98,369	28%	5%	66%
District B	102,865	19%	1%	80%
District C	157,270	11%	6%	83%
District D	124,452	14%	4%	82%
District E	127,851	22%	3%	75%
District F	78,726	23%	16%	61%
District G	129,754	9%	5%	86%
District H	101,365	49%	2%	49%
District I	88,111	56%	4%	40%
District J	55,363	28%	10%	62%
District K	90,692	21%	5%	74%
Total	1,154,818	24%	5%	71%

City of Houston Estimated Registered Voter Population by Race and Ethnicity within Harris County as of April 2023

*based on 10/22/2022 Approved COH Redistricting Plan Demographics and Spanish and Asian surname counts

District	Total	White	Black	Hispanic	Asian	Other	District	Total	White	Black	Hispanic	Asian	Other	Total
A	98,369	39,867	21,567	27,756	5,257	3,921	A	98,369	41%	22%	28%	5%	4%	100%
B	102,865	9,074	70,121	19,176	1,194	3,300	B	102,865	9%	68%	19%	1%	3%	100%
C	157,270	108,409	13,061	17,892	8,765	9,143	C	157,270	69%	8%	11%	6%	6%	100%
D	124,452	21,390	76,394	17,893	4,701	4,074	D	124,452	17%	61%	14%	4%	3%	100%
E	127,851	72,469	16,210	28,030	4,467	6,675	E	127,851	57%	13%	22%	3%	5%	100%
F	78,726	15,370	29,298	18,249	12,447	3,362	F	78,726	20%	37%	23%	16%	4%	100%
G	129,754	81,020	23,307	11,757	7,011	6,659	G	129,754	62%	18%	9%	5%	5%	100%
H	101,365	26,295	20,342	50,002	1,749	2,977	H	101,365	26%	20%	49%	2%	3%	100%
I	88,111	13,736	19,371	49,290	3,601	2,113	I	88,111	16%	22%	56%	4%	2%	100%
J	55,363	11,665	19,899	15,315	5,739	2,745	J	55,363	21%	36%	28%	10%	5%	100%
K	90,692	17,535	47,211	19,135	4,113	2,698	K	90,692	19%	52%	21%	5%	3%	100%
Grand Total	1,154,818	402,427	369,576	274,495	59,044	49,277	Grand Total	1,154,818	35%	32%	24%	5%	4%	100%

2019 City of Houston Election ESTIMATED Registered Voters, Voter and Turnout by Age Group					
Based on 2019 Harris County Official Election Records - Only					
Age Group	Registered Voters	% of Reg. Voters	Voters	% of Voters	Voter Turnout
18-24	107,079	10%	7,103	3%	7%
25-29	113,047	10%	10,130	4%	9%
30-34	121,306	11%	15,581	6%	13%
35-39	105,172	10%	16,664	7%	16%
40-44	85,752	8%	15,986	7%	19%
45-49	82,184	8%	17,906	7%	22%
Under 50	614,540	56%	83,370	34%	14%
50-54	81,069	7%	20,342	8%	25%
55-59	87,910	8%	24,937	10%	28%
60-64	86,881	8%	29,212	12%	34%
65-69	72,166	7%	28,300	12%	39%
70-74	55,645	5%	24,523	10%	44%
75-79	37,537	3%	16,797	7%	45%
80-84	24,619	2%	9,832	4%	40%
85-89	16,040	1%	5,087	2%	32%
90-94	8,365	1%	1,913	1%	23%
95+	3,777	0%	429	0%	11%
50 & Over	474,009	43%	161,372	66%	34%
All Voters	1,090,489	100%	244,863	100%	22%

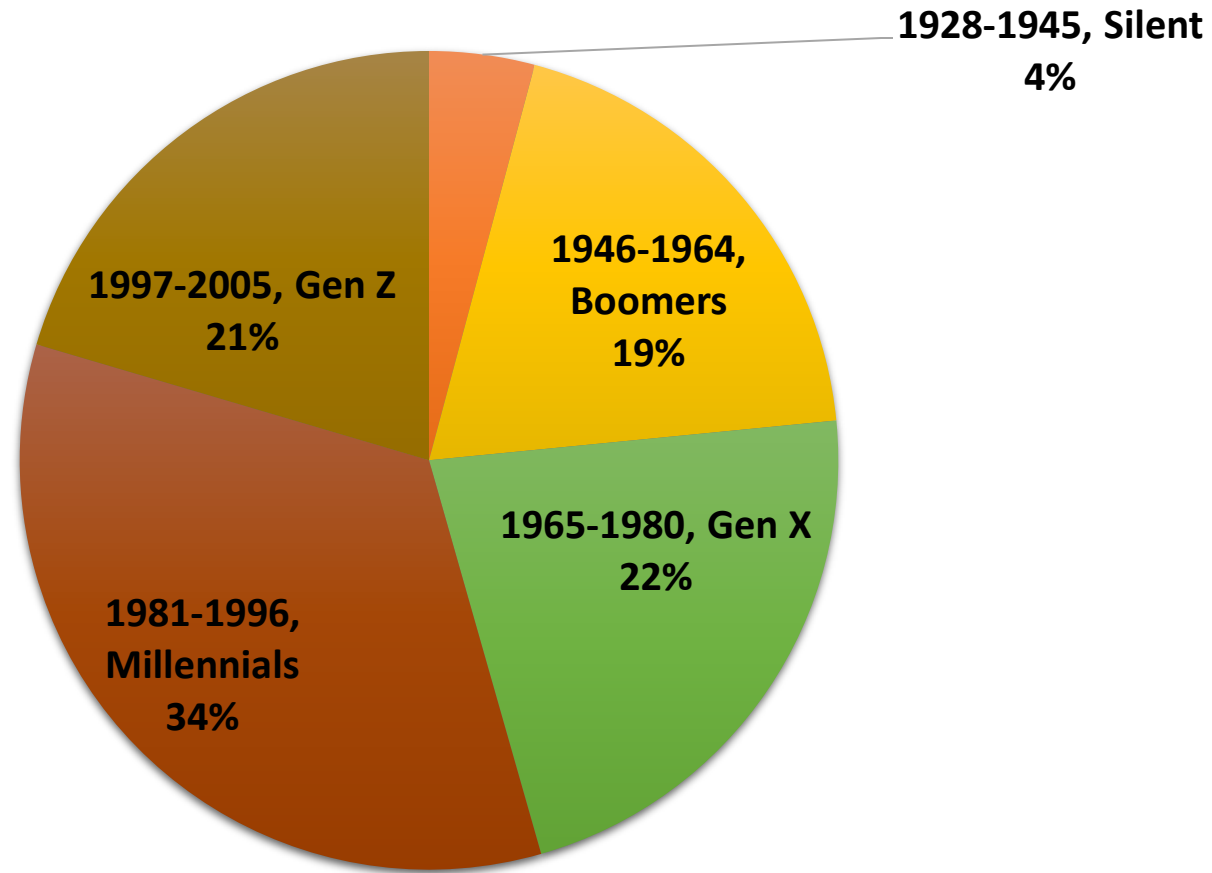
2015 City of Houston Election: Voters, Registered Voters, and Voter Turnout ESTIMATES by Age Group and Surname

Voters					Registered Voters					Turnout				
Age Group	All Voters	Spanish-surname Voters	Asian-surname Voters	Not Spanish nor Asian Voters	Age Group	ALL RegV	Spanish-surname Reg. Voters	Asian-surname Reg. Voters	Not Spanish nor Asian Reg. Voters	Age Group	Overall Turnout	Spanish-surname Turnout	Asian-surname Turnout	Not Spanish nor Asian Turnout
18-24	7,141	2,254	251	4,636	18-24	86,836	27,824	1,744	57,268	18-24	8%	8%	14%	8%
25-29	11,837	2,508	335	8,994	25-29	100,043	24,011	2,245	73,787	25-29	12%	10%	15%	12%
30-34	16,041	2,962	468	12,611	30-34	103,692	23,948	2,900	76,844	30-34	15%	12%	16%	16%
35-39	16,206	3,150	485	12,571	35-39	87,150	20,271	2,704	64,175	35-39	19%	16%	18%	20%
40-44	17,125	3,211	561	13,353	40-44	78,202	17,525	2,858	57,819	40-44	22%	18%	20%	23%
45-49	20,705	3,546	656	16,503	45-49	78,789	16,951	2,973	58,865	45-49	26%	21%	22%	28%
50-54	25,492	4,063	710	20,719	50-54	84,550	17,545	3,169	63,836	50-54	30%	23%	22%	32%
55-59	31,389	4,096	773	26,520	55-59	88,933	16,241	3,239	69,453	55-59	35%	25%	24%	38%
60-64	31,829	3,749	903	27,177	60-64	78,980	13,060	3,116	62,804	60-64	40%	29%	29%	43%
65-69	30,532	3,439	1,070	26,023	65-69	64,077	9,978	2,582	51,517	65-69	48%	34%	41%	51%
70-74	23,155	2,501	826	19,828	70-74	44,281	6,611	1,690	35,980	70-74	52%	38%	49%	55%
75-79	16,152	1,773	634	13,745	75-79	30,853	4,544	1,119	25,190	75-79	52%	39%	57%	55%
80-84	10,824	1,018	328	9,478	80-84	22,525	3,082	712	18,731	80-84	48%	33%	46%	51%
85-89	6,092	533	164	5,395	85-89	15,345	1,892	451	13,002	85-89	40%	28%	36%	41%
90-94	2,170	136	53	1,981	90-94	7,499	795	207	6,497	90-94	29%	17%	26%	30%
95+	418	23	11	384	95+	2,678	284	80	2,314	95+	16%	8%	14%	17%
TOTAL	267,108	38,962	8,228	219,918	TOTAL	974,433	204,562	31,789	738,082	TOTAL	27%	19%	26%	30%

NOTE: The data estimates are based on HarrisCnty (TX) Official Election Records ONLY. Over 98% of Houston's electorate resides in Harris County.

City of Houston Spanish-surnamed Registered Voters by Generations

The generations year range is based on a Pew Research Center Chart titled "Generations Defined"
The statistics are based on a Spanish surname query performed on the April 2023 Harris County,



City of Houston District I: Composition of Electorate by Generations

Based on April 2023 Harris County Voter Roll and
Voting Precinct List for Proposed Council Districts - Oct. 12, 2022

Generation	All Reg. Voters	Spanish-surname Total	Asian-surname Total	NOT Spanish nor Asian Surname	Spanish-surname Total	Asian-surname Total	NOT Spanish nor Asian Surname	All Reg. Voters
1997- Present, GenZ	14,064	9,537	532	3,995	19%	13%	11%	16%
1981-1996, Millennials	27,969	15,502	1,114	11,353	31%	28%	33%	32%
1965-1980, GenX	20,214	11,187	956	8,071	23%	24%	23%	23%
1946-1964, Boomers	21,106	10,751	1,082	9,273	22%	27%	27%	24%
1928-1945, Silent	4,842	2,525	263	2,054	5%	7%	6%	5%
1901-1927 Gen Unknown	313	157	6	150	0%	0%	0%	0%
Total	88,508	49,659	3,953	34,896	100%	100%	100%	100%

CITY OF HOUSTON DISTRICT J: COMPOSITION OF ELECTORATE BY GENERATIONS

Based on April 2023 Harris County Voter Roll and
Voting Precinct List for Proposed Council Districts - Oct. 12, 2022

■ GenZ
 ■ Millennials
 ■ Gen X
 ■ Boomers
 ■ Silent
 ■ noID

