



2022

PRIMARY ELECTION PROFILE

NEVADA



ELECTION DAY: TUESDAY, JUNE 14, 2022

PROJECTED LATINO VOTE FOR NOVEMBER 2022: 165,100

TOTAL POPULATION (2020):

3,104,614

LATINO POPULATION (2020):

890,257



The landscape for the 2022 midterm primary and general elections in Nevada includes several policy and political developments that could affect Latino participation and political progress in the state. These elections will be the first to take place after the reapportionment and redistricting that followed Census 2020. Nevada retained four congressional seats, and community and civic organizations advocated for improved opportunities for Latino representation during redistricting. In Election 2022, Nevada will see extremely competitive gubernatorial and congressional races, and with Latinos comprising nearly 18 percent of Nevada's registered voters, the community is poised to help determine the outcome of contests throughout the state.

REDISTRICTING

In Nevada, the state legislature draws the lines for both congressional and state legislative districts. In November 2021, after a special legislative session, the legislature approved congressional maps, with Latinos comprising a particularly significant share of the voting-age population (VAP) in two districts. In the 1st Congressional District, Latinos are 32.2 percent of the VAP, and in the 4th Congressional District, Latinos are 30.6 percent of the VAP. However, before the redistricting, there was a stronger Latino presence in the 1st Congressional District, and community groups such as Mi Familia Vota [contended](#) that the legislature's maps diluted Latino voting power by splitting the Latino community between that district and the 4th Congressional

District. In the State Senate plan approved by the legislature, Latinos comprise more than a majority of the VAP in the 2nd Senate District, and more than 40 percent of the VAP in the 4th and 21st Senate Districts. In the final State Assembly plan, Latinos comprise more than a majority of the VAP in four districts (the 6th, 11th, 14th, and 28th), and more than 40 percent of the VAP in the 12th Assembly District. Some advocates [claimed](#) that the State Assembly map diluted Latino electoral opportunities.

CONGRESSIONAL RACES

U.S. Senate

Nevada's incumbent Latina U.S. Senator Catherine Cortez Masto (D) faces no opposition in the Democratic primary. Cortez Masto will likely face a competitive challenge in the general election from the victor of the Republican primary, where the frontrunners are former Nevada Attorney General Adam Laxalt and Army veteran and small business owner Sam Brown. With the control of the U.S. Senate at stake in Election 2022, both political parties see this as a crucial race to win.

U.S. House of Representatives

In Nevada's 1st Congressional District, Republican hospitality industry worker Carolina Serrano is a contender in the primary, where her strongest opponents include attorney and former U.S. Senate staffer David Brog and Army veteran and financial planner Mark Robertson. The Republican victor will likely face incumbent U.S. Rep. Dina Titus (D) in a competitive general election contest.

STATEWIDE RACES

In December 2021, Nevada Governor Steve Sisolak (D) appointed Lisa Cano Burkhead (D) to serve as Lieutenant Governor, to fill the seat vacated by Kate Marshall (D), who resigned to take a position with the Biden Administration. Cano Burkhead is running for a full term and faces tough opposition in the Democratic primary with strong competitors including Henderson Mayor Debra March and activist Kimi Cole. Several Republican contenders are also vying for their party's nomination, including Las Vegas City Councilmember Stavros Anthony, retired pilot and former entrepreneur Walter "Tony" Grady Jr., bank founder John Miller, community advocate Mack Miller, and former State Treasurer Dan Schwartz.

Former Chair of the Nevada Athletic Commission Cisco Aguilar faces no opposition in his bid to be the Democratic nominee for Secretary of State, and he will run in the general election (incumbent Barbara Cegavske is term-limited). If elected, Aguilar would be Nevada's first Latino Secretary of State. The Republican primary for the seat has a crowded field of contenders, with the most competitive candidates including Sparks City Councilmember Kristopher Dahir, real estate developer and former State Senator Jesse Haw, former Assemblymember Jim Marchant, former TV reporter and anchor Gerard Ramalho, and former district court judge Richard Scotti.

NEVADA LATINO VOTER PROJECTION FOR ELECTION 2022

NALEO Educational Fund projects that more than 165,000 Latinos will cast ballots in the 2022 midterm Nevada elections in November. Our projection is based on trends in voter turnout in the past five midterm congressional elections. Between 2014 and 2018, there was a dramatic increase of 60.8 percent in turnout. As described in more detail in NALEO Educational Fund’s [2022 Latino Vote Projections](#), several factors may have contributed to this increase, including the political dialogue around such issues as the migrant caravan crisis along the border, a rise in anti-Latino measures, and comments about immigrants from then-President Trump. Therefore, considering the trends in the past five midterm elections, we project the Nevada Latino vote in November 2022 to increase 5.8 percent from 2018 turnout and represent a 70.2 percent increase from 2014.

In addition, the Latino share of all Nevada voters in 2022 is expected to be 16.6 percent which mirrors the Latino share in both 2018 and 2014.

Our Election 2022 projection is a floor, and the actual Latino vote could exceed the projection based on the political and policy environments leading into the November election. Furthermore, we note that one of the factors contributing to the groundbreaking turnout of Latinos in Election 2018 was the investment made by candidates and parties in Latino voter mobilization. This kind of investment will be crucial for the Nevada Latino vote in Election 2022 to match or exceed the vote of 2018. More information about Nevada Latino turnout can be found in “Voter Turnout” below and in NALEO Educational Fund’s [analysis](#) of national and state projected turnout in Election 2022.

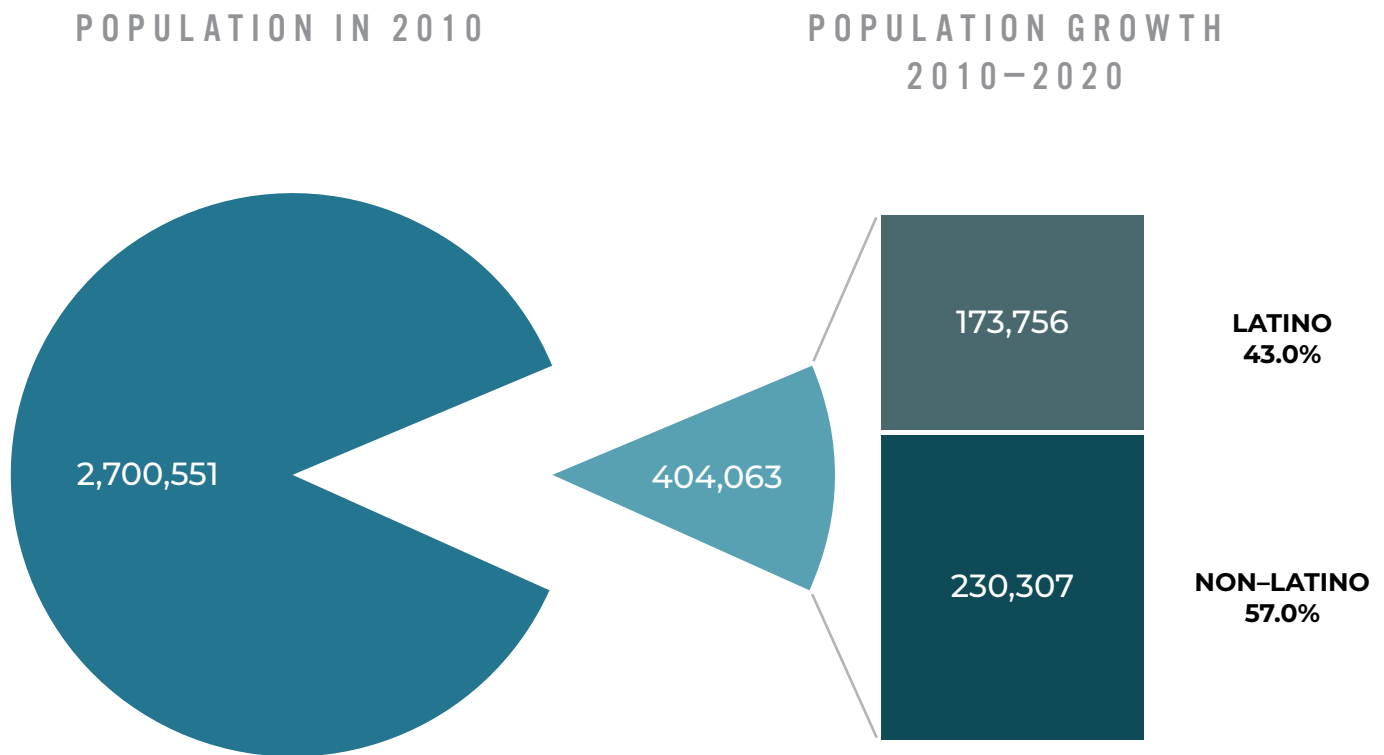


NEVADA

PROJECTED LATINO VOTE 2022	LATINO VOTE 2018	% CHANGE BETWEEN 2018 AND 2022	LATINO VOTE 2014	% CHANGE BETWEEN 2014 AND 2022
165,100	156,000	5.8%	97,000	70.2%

POPULATION GROWTH BETWEEN 2010 AND 2020

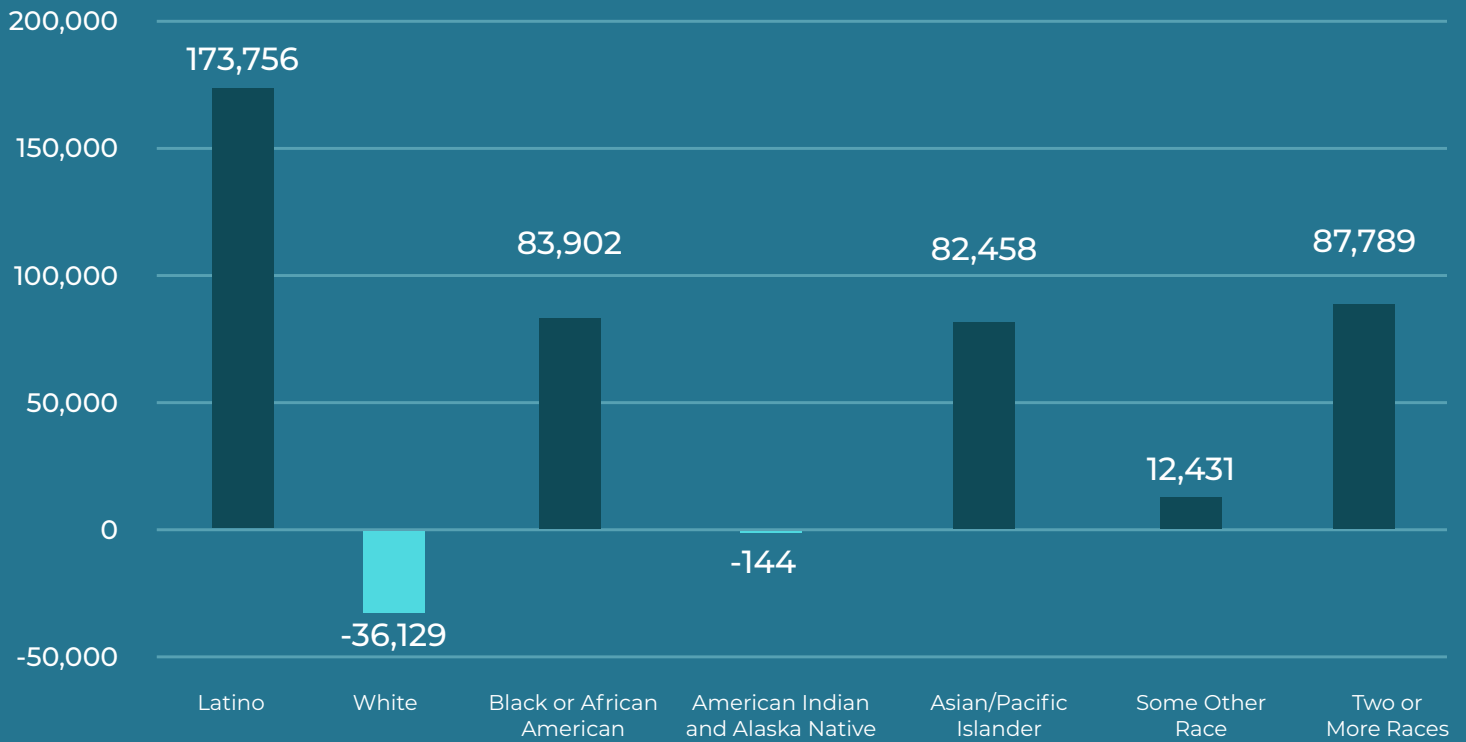
Between 2010 and 2020, Nevada’s total population grew from 2.7 million to 3.1 million, increasing 15.0 percent. During the same period, the state’s Latino population grew from 716,501 to 890,257, increasing 24.3 percent. By comparison, the state’s non-Latino population increased by 11.6 percent. The increase in Nevada’s Latino population accounted for 43.0 percent of the state’s population growth during the past decade.



See “Sources” at the end of this profile for information about the potential impact of the national net undercount of Latinos in Census 2020 on the data in this profile.

GROWTH OF NEVADA POPULATION GROUPS 2010-2020

The Nevada Latino population increase between 2010 and 2020 exceeded the growth of other population groups.



NEVADA LATINO POPULATION 2020

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	890,257	28.7%
Latino Adults	609,396	25.3%
Latino Voting-Age Citizens	408,068	19.7%

See “Sources” at the end of this profile for information about the comparability of data sources for this table.

NEVADA LATINO ELECTORATE

(as of May 2022, from VAN voter file)

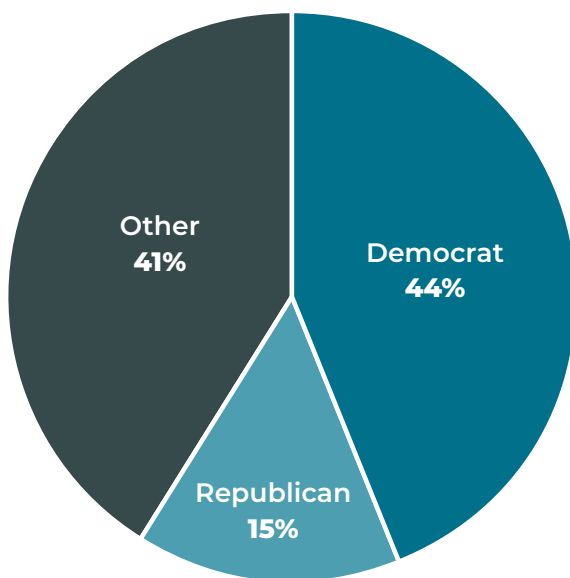
Total Registered Voters	1,763,031
Latino Registered Voters	311,968
Latino Share of Registered Voters	17.7%

Nearly 18 percent of Nevada registered voters are Latino.

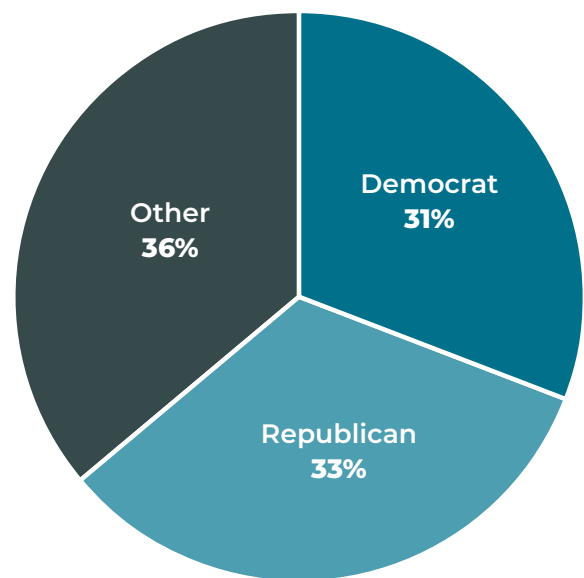
PARTY AFFILIATION

Latinos are more likely to be Democrats than non-Latinos, with 44 percent of Latinos affiliating with the Democratic Party, compared to 31 percent of non-Latinos. Latinos are less likely to be Republicans than the non-Latino electorate and slightly more likely not to be affiliated with either major political party. Less than one of every six Latino registered voters (15 percent) is Republican, compared to 33 percent of non-Latinos. More than two of every five Latino registered voters (41 percent) are not affiliated with either major party, compared to 36 percent of non-Latinos

LATINO



NON-LATINO

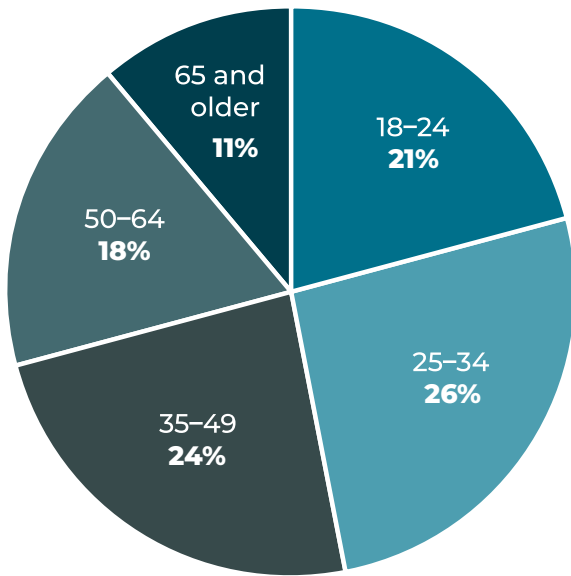


Totals may not add up to 100% because of rounding.

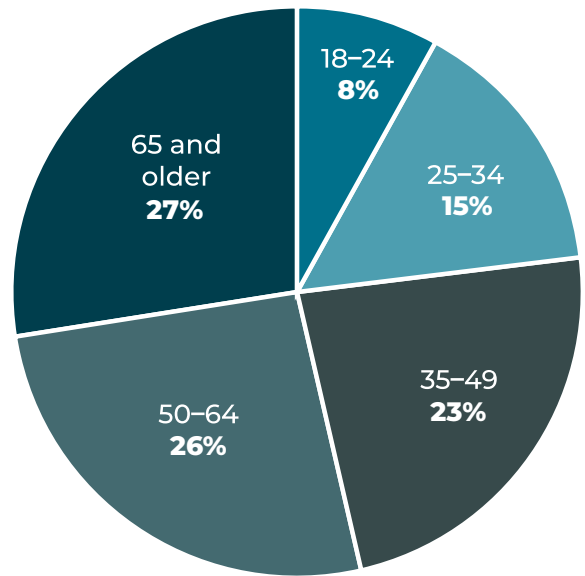
AGE

Nevada Latino registered voters tend to be younger than non-Latinos, with 18–24-year-olds comprising 21 percent of registered Latinos, compared to 8 percent of non-Latinos. Similarly, 26 percent of Latino registered voters are 25–34-year-olds, compared to 15 percent of non-Latinos. In contrast, 53 percent of non-Latino registered voters are 50 and older, compared to 29 percent of Latinos.

LATINO



NON-LATINO

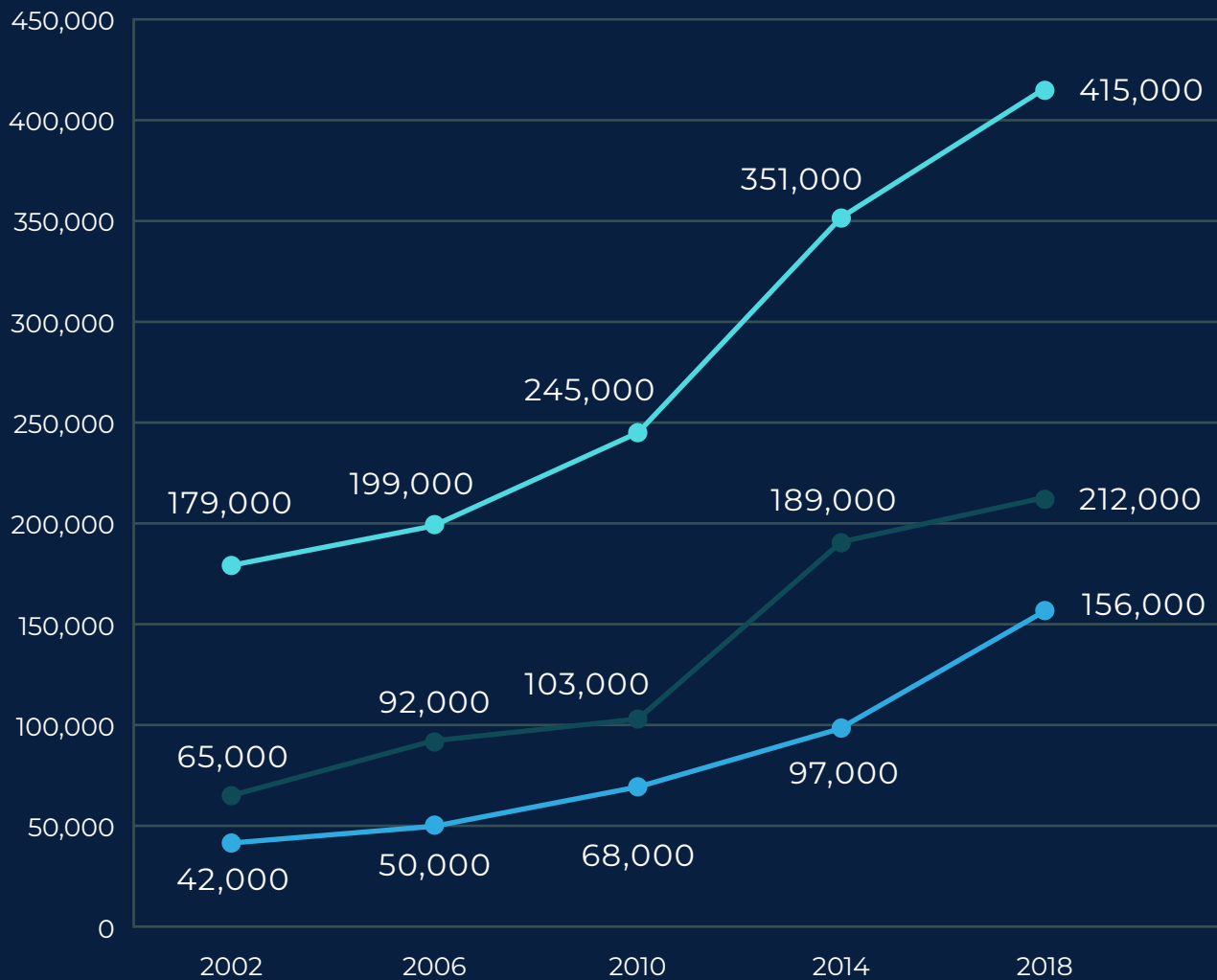


Totals may not add up to 100% because of rounding.

LATINO VOTER TURNOUT

Latino voter turnout in Nevada midterm elections increased 42.6 percent from 68,000 in 2010 to 97,000 in 2014. Between 2014 and 2018, there was dramatic growth in the number of Latino voters from 97,000 to 156,000 — an increase of 60.8 percent.

● VOTING AGE CITIZENS ● REGISTERED VOTERS ● ACTUAL VOTERS



LATINOS IN NEVADA ELECTED OFFICES 1996–2021

In 2021, 33 Latinos served in elected office in Nevada, with 73 percent serving at the local level, including county, municipal, school board, and judicial or law enforcement officials.

NEVADA	1996	2001	2007	2013	2021
U.S. Senators	0	0	0	0	1
Statewide Officials	0	0	0	2	0
State Legislators	1	1	3	7	8
Local Officials	2	3	7	11	24
TOTAL	3	4	10	20	33

SOURCES

NALEO Educational Fund, National Directory of Latino Elected Officials, 2016–2021.

Generally, data on the overall Nevada and Latino populations for 2020 are from the 2020 Census Redistricting Data Summary Files. However, because these data do not include information on residents' citizenship, data on the 2020 citizen voting-age population of Nevada overall and Latinos are from the U.S. Census Bureau's 2016–2020 American Community Survey (ACS) 5-year data. Therefore, this should be taken into account when making comparisons between population data in this profile.

Additionally, in March 2022, the Census Bureau released its first official estimate of the accuracy of Census 2020, which revealed national net undercounts of the Latino population (4.99 percent), the Black or African American population (3.30 percent), and the American Indian and Alaska Native population living on reservations (5.64 percent). The national net undercount of Latinos raises significant concerns about an undercount of Latinos in Nevada. NALEO Educational Fund is advocating that the Census Bureau provide disaggregated data by levels of geography lower than at the state level and that it conducts additional evaluation and assessments to enhance our understanding of the accuracy of the Census 2020 counts of Nevada.

The source of the voting and registration data in the profile, unless indicated otherwise, is from the Census Bureau's Current Population Survey (CPS) and its *Voting and Registration in the Elections of November: 2002–2020* report. The CPS data used in this profile and the survey from which they are derived are subject to certain limitations. First, actual voter turnout and registration may be overestimated by the CPS because individuals may tend to over-report electoral participation. Additionally, the CPS is a national survey, and estimates derived for smaller sub-groups within the national population may be based on relatively small sample sizes. Consequently, the margin of error associated with estimates of voting and registration for these sub-groups is greater than the margin associated with the national population or larger population sub-groups.

PROJECTION METHODOLOGY

For Nevada, NALEO Educational Fund derived its projection of the Latino vote in Election 2022 by using a statistical modeling approach that takes into account trends in Latino voter turnout over the past five midterm election cycles. We determined Latino voter turnout in those cycles from U.S. Census Bureau CPS data and *Voting and Registration in the Elections of November: 2002–2018*. Because the projections are based on past voting trends, they do not take into account the potential increase or decrease in Latino turnout that could result from current circumstances, including challenges created by the COVID-19 pandemic, more robust voter engagement efforts, naturalization trends, changes in voter registration and voting laws and practices, or other factors.

NGP Voter Activation Network (VAN) voter file data, May 2022: VAN data are subject to some limitations regarding collecting, entering, maintaining, and analyzing voter file records. All estimates are of Registered Active Voters.

For more information about NALEO Educational Fund's publications about the Latino population or Election 2022, please contact Dorian Caal at dcaal@naleo.org or (213) 765-9450.