



2024

PRIMARY ELECTION PROFILE

NEVADA



**PRESIDENTIAL PREFERENCE
PRIMARY ELECTION:
TUESDAY, FEBRUARY 6, 2024**

**REPUBLICAN PRESIDENTIAL
CAUCUS:
THURSDAY, FEBRUARY 8, 2024**

ELECTORAL COLLEGE VOTES: SIX

**TOTAL POPULATION (2022):
3,177,772**

**LATINO POPULATION (2022):
961,357**



Between 1992 and 2004, Nevada was considered one of the nation’s presidential election swing states, with its voters favoring President Bill Clinton (D) in 1992 and 1996 and President George W. Bush (R) in 2000 and 2004. Each of those elections was also extremely close, with the winner’s margin of victory ranging between one and four percent.

However, since 2008, Democratic presidential candidates have prevailed in the state. In 2008 and 2012, President Barack Obama (D) won the state decisively, with 13 percent and seven percent margins of victory, respectively. In 2016 and 2020, the Democratic margins of victory were narrower — less than three percent — with Hillary Clinton (D) defeating Donald Trump (R) in 2016 and Joe Biden (D) defeating Trump in 2020. Given the competitiveness of these last two elections, Election 2024 in Nevada will again involve a tightly-contested presidential race.

Before 2008, Nevada generally held primary elections to choose its delegates to the political party conventions. However, to advance the state’s prominence in the nomination process, party and state officials promoted the adoption of caucuses for the selection of delegates earlier in the primary season, and in 2008, the parties held their first caucuses.

In 2021, Nevada adopted a law requiring Presidential Preference Primary (PPP) elections to be held starting in 2024, with only registered Democrats and Republicans being able to vote in their respective party’s PPP. However, the Republican party challenged the PPP system in court — and while it was [unsuccessful](#) in eliminating the PPP, the state is permitting the party to hold a caucus on February 8 to determine the allocation of its delegates. Thus, while both parties are holding their PPPs on February 6, only the Democrats are using the PPP results to determine delegate allocation.

Nevada’s growing Latino electorate has played an important role in the state’s elections. Following President Bush’s 2004 electoral college victory in Nevada, Latinos helped [flip](#) the state to then-Senator Obama in the 2008 general election. In 2020, [polling](#) by CNN suggested that Latinos helped deliver the state to Biden, with Latino voters favoring Biden over Trump by 61 percent to 35 percent, compared to white voters favoring Trump over Biden by 56 percent to 43 percent.

In 2022, incumbent U.S. Senator Catherine Cortez-Masto (D) defeated former Attorney General Adam Laxalt (R) by a small 0.8 percent margin. [Polling](#) by BSP Research before the election and [exit polling](#) by NBC News showed strong Latino support for Cortez-Masto that likely helped her win re-election.

CONGRESSIONAL RACES

As of this writing, some political observers [believe](#) that incumbent U.S. Senator Jacky Rosen (D) is running in one of the most competitive Senate races in the nation, with her challenger likely to be retired Army captain Sam Brown (R). Latino voters will have a significant impact on the election results, with Latinos being nearly one of every five Nevada registered voters (19 percent).

In addition, all three of the state’s Democratic incumbent U.S. Representatives will likely face somewhat competitive [challenges](#). In the districts of two of these incumbents — Dina Titus in the 1st Congressional District and Steven Horsford in the 4th Congressional District — Latinos comprise a higher share of the registered voters than they do statewide. One of every four registered voters (25 percent) in the 1st Congressional District and 24 percent of the registered voters in the 4th Congressional District are Latino. In Susie Lee’s 3rd Congressional District, Latinos account for 15 percent of the registered voters. In all these contests, Latinos are poised to play a crucial role.

NEVADA LATINO POPULATION 2022

	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	961,357	30.3%
Latino Adults	673,640	27.1%
Latino Voting-Age Citizens	486,813	21.9%

NEVADA LATINO ELECTORATE

(as of October 2023, from VAN voter file)

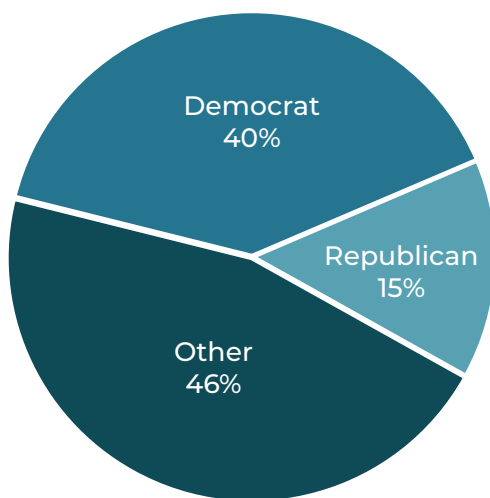
Total Registered Voters	1,877,290
Latino Registered Voters	352,996
Latino Share of Registered Voters	18.80%

Nearly one of every five (19 percent) Nevada registered voters is Latino.

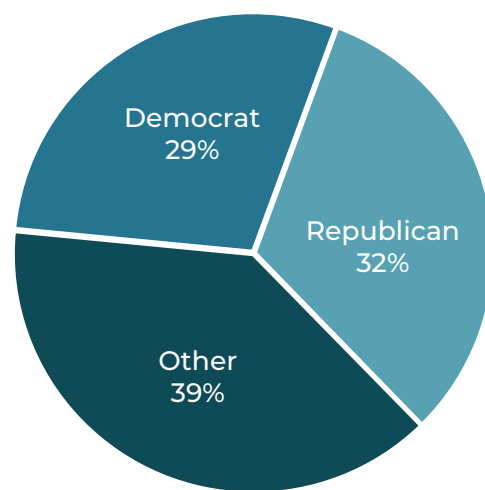
PARTY AFFILIATION

Latinos are more likely to be Democrats than non-Latinos, with 40 percent of Latinos affiliating with the Democratic Party, compared to 29 percent of non-Latinos. Latinos are less likely to be Republicans than the non-Latino electorate and 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 32 percent of non-Latinos. Nearly half of all Latino registered voters (46 percent) are not affiliated with either major party, compared to 39 percent of non-Latinos.

LATINO



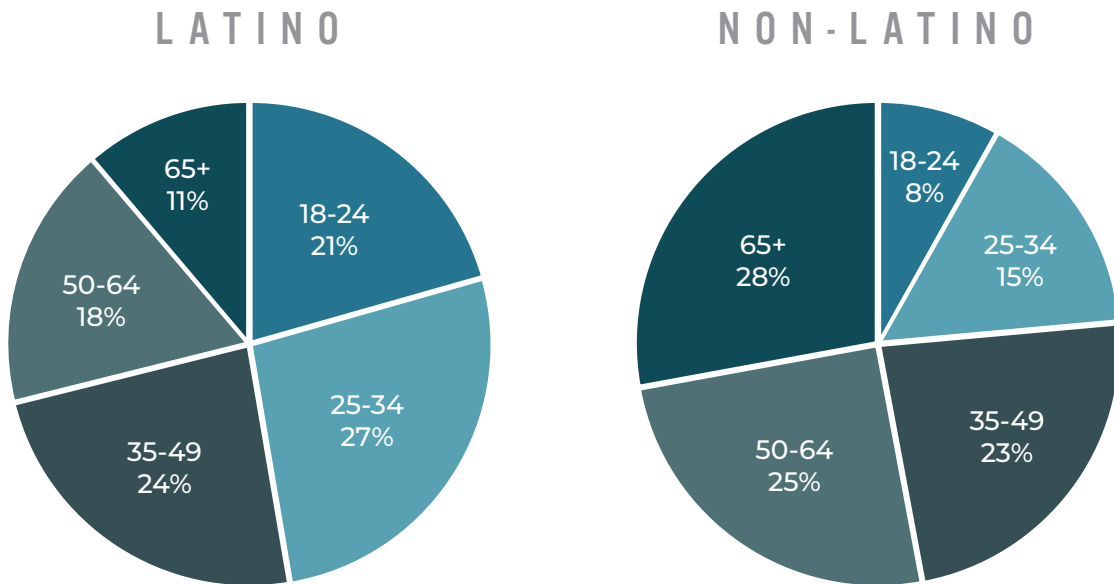
NON-LATINO



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

AGE

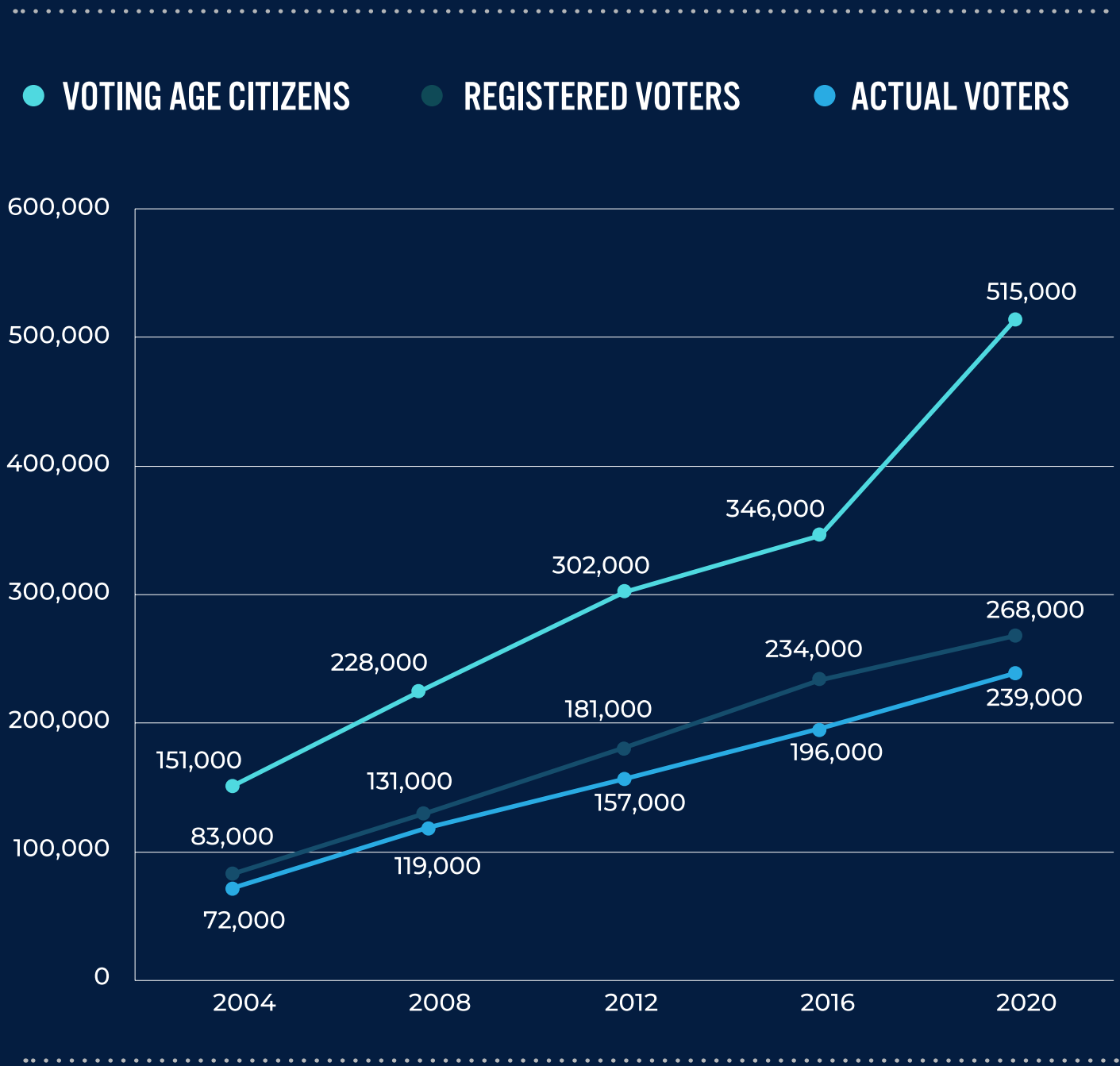
Nevada Latino registered voters tend to be younger than non-Latinos, with 18–24-year-olds comprising 21 percent of registered Latinos, compared to 8 percent of non-Latinos. Similarly, 27 percent of Latino registered voters are 25–34-year-olds, compared to 15 percent of non-Latinos. In contrast, 53 percent of non-Latino registered voters are 50 and older, compared to 29 percent of Latinos.



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LATINO VOTER TURNOUT

Latino voter turnout in Nevada presidential elections increased steadily between 2004 and 2020. During that period, the Latino vote tripled, growing from 72,000 to 239,000, an increase of 232 percent. Between 2016 and 2020, the Latino voting-age citizen population also grew significantly.



LATINOS IN NEVADA ELECTED OFFICES 1996–2023

In 2023, 34 Latinos served in elected office in Nevada, with 76 percent serving at the local level, including as county, municipal, school board, and judicial or law enforcement officials.

NEVADA	1996	2001	2007	2013	2023
U.S. Senators	0	0	0	0	1
Statewide Officials	0	0	0	2	1
State Legislators	1	1	3	7	6
Local Officials	2	3	7	11	26
TOTAL	3	4	10	20	34

SOURCES

NALEO Educational Fund, National Directory of Latino Elected Officials, 2016–2023.

This report uses data from the U.S. Census Bureau’s 2022 American Community Survey (ACS), 1-year estimates. The ACS is conducted every year and is an ongoing survey of a sample of the population, which produces estimates of various population characteristics.

Unless indicated otherwise, the source of the voting and registration data in the profile is from the Census Bureau’s Current Population Survey (CPS) and its *Voting and Registration in the Elections of November: 2000–2020* 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 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.

NGP Voter Activation Network (VAN) voter file data, October 2023: 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 on the Latino population or Election 2024, please contact Dorian Caal at dcaal@naleo.org or (213) 765-9450.