NALEO
Educational Fund

2016 PRIMARY ELECTION PROFILE
NEVADA

DEMOCRATIC CAUCUS:
Saturday, February 20, 2016

REPUBLICAN CAUCUS:
Tuesday, February 23, 2016

ELECTORAL COLLEGE VOTES: SIX

TOTAL POPULATION (2014):
2,839,099

LATINO POPULATION (2014):
790,038

Between 1992 and 2012, Nevada has been 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 1-4%. In 2008 and 2012, President Barack Obama (D) won the state more decisively, with 12.5% and 6.7% margins of victory, respectively. Political observers view Nevada as a key bellwether state – since 1912, its voters have favored the Presidential victor in every general election except one.

Latino voters are having a significant impact on Presidential and mid-term Congressional politics in Nevada. Following President Bush's victory in 2004, Latinos helped "flip" Electoral College votes to President Obama in the 2008 election. In the 2010 U.S. Senate election, Latinos helped U.S. Senate Minority Leader Harry Reid (D) secure re-election after an extremely competitive challenge from former State Assemblymember Sharron Angle (R). In 2012, Latinos contributed to the margin of victory which helped President Obama defeat Governor Mitt Romney (R). In 2016, Nevada will continue to be one of the key battlegrounds for Electoral College votes, and Latinos will play a decisive role in determining the outcome of the Presidential contest.

CONGRESSIONAL RACES

In March 2015, Senate Minority Leader Reid announced his intent to retire after finishing his term, and political observers anticipate that there will be an extremely competitive contest for the seat he is vacating. It is likely that former Nevada Attorney General Catherine Cortez Masto (D) and U.S. Representative Joe Heck (R) will emerge victorious in the June 2016 state primary and face each other in the general election.

In the contest for the 3rd Congressional District, Dr. Annette Teijeiro (R) is pursuing the Republican nomination for the seat being vacated by U.S. Representative Joe Heck (R), who is running for U.S. Senate. In the contest for the 4th Congressional District, incumbent U.S. Representative Cresent Hardy (R) is likely to face a strong challenge from the Democrats, who hope to win back the seat they lost in 2014. Several Latinos are pursuing the Democratic nomination, including former Nevada State Assemblymember Lucy Flores, State Senator Ruben Kihuen, and former Speaker of the Assembly John Oceguera.

NEVADA'S LATINO POPULATION: 2014

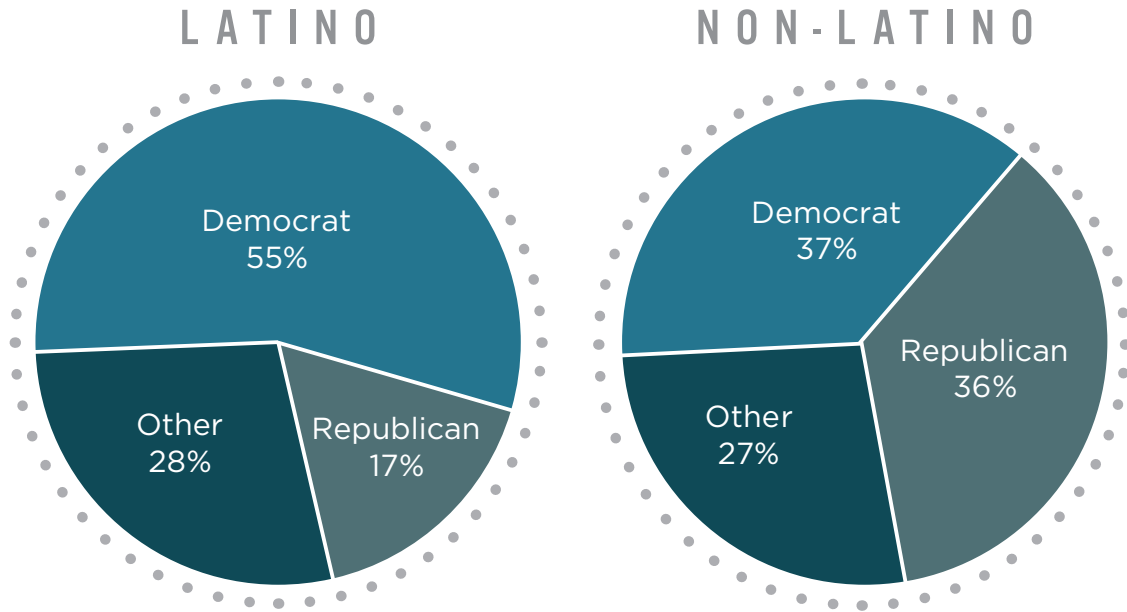|	POPULATION	SHARE OF TOTAL POPULATION
All Latinos	790,038	28%
Latino Adults	521,592	24%
Latino Voting-Age Citizens	323,717	17%

NEVADA'S LATINO ELECTORATE*

More than one of every eight Nevada registered voters (13.5%) is Latino.

* as of December 2015

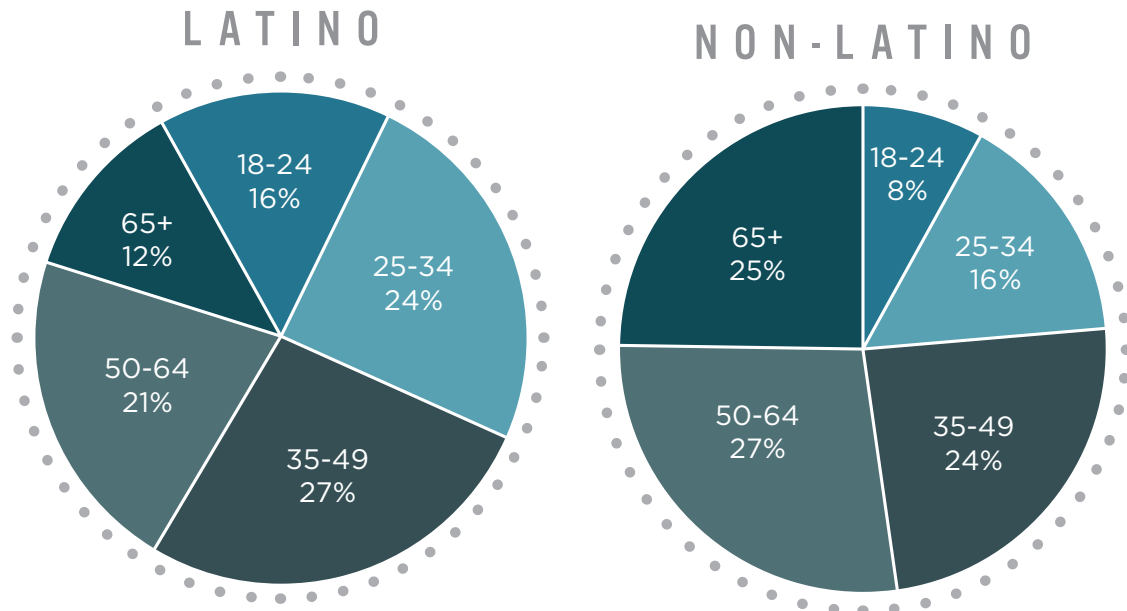|	
Total Registered Voters	1,460,881
Latino Registered Voters	196,642
Latino Share of Registered Voters	13%

PARTY AFFILIATION

Nevada's Latino registered voters are more likely to be Democrat and less likely to be Republican than the non-Latino electorate. More than half of Latino registered voters are Democrats (55%), compared to 37% of non-Latinos, and 17% of Latinos are Republicans, compared to 36% of non-Latinos. For both Latinos and non-Latinos, slightly more than one in every four voters is not affiliated with either major political party.

LATINO

Democrat
55%

Other
28%

Republican
17%

NON-LATINO

Democrat
37%

Republican
36%

Other
27%

AGE

Latino registered voters tend to be younger than non-Latinos, with 18-24 year olds comprising 16% of registered Latinos, compared to 8% of non-Latinos. Similarly, 24% of Latino registered voters are 25-34 year olds, compared to 16% of non-Latinos. In contrast, over half (52%) of non-Latino registered voters are 50 and older, compared to 33% of Latinos.

LATINO

18-24
16%

25-34
24%

35-49
27%

50-64
21%

65+
12%

NON-LATINO

18-24
8%

25-34
16%

35-49
24%

50-64
27%

65+
25%

VOTER TURNOUT

Latino voter turnout in Nevada Presidential elections more than doubled between 2004 and 2012, growing from 72,000 to 157,000, an increase of 118%.

● VOTING AGE CITIZENS   ● REGISTERED VOTERS   ● ACTUAL VOTERS

	2004	2008	2012
Voting Age Citizens	151,000	228,000	302,000
Registered Voters	83,000	131,000	181,000
Actual Voters	72,000	119,000	157,000

LATINOS IN NEVADA ELECTED OFFICE

In 2015, 18 Latinos served in elected office in Nevada, with more than half serving at the state level (56%). Between 1996 and 2015, the number of Latinos serving in elected office in Nevada increased dramatically, from three to 18.

LATINOS IN
NEVADA ELECTED OFFICE:
1996–2015

	1996	2003	2011	2015
State Officials	0	1	2	1
State Legislators	1	2	9	9
Local Officials	2	5	8	8
TOTAL	3	8	19	18

SOURCES

NALEO Educational Fund, *2015 National Directory of Latino Elected Officials.*

This report uses data from the U.S. Census Bureau's 2014 American Community Survey (ACS), 1-year estimates. The ACS is conducted every year and is an on-going survey of a sample of the population which produces estimates of various population characteristics.

U.S. Census Bureau, Current Population Survey (CPS), *Voting and Registration in the Elections of November: 2004-2012.* The CPS data used in this report 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.

NGP Voter Activation Network (VAN) voter file data, December 2015. VAN data are subject to certain limitations relating to the collection, entry, maintenance and analysis of voter file records.

For more information about the NALEO Educational Fund's Election 2016 publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 4420.