



## NEWS RELEASE

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### \*\*\*ELECTION 2024 PRIMARY PROFILE\*\*\*

#### Nearly 1 in 5 Nevada Registered Voters is Latino

*"Latinos are poised to have a significant impact on the state's congressional elections, including contests that could tip the balance of power in the U.S. Senate and House of Representatives."*

— NALEO Educational Fund CEO Arturo Vargas

**WASHINGTON, D.C.** — The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released its [2024 Nevada Latino Voter Profile](#), offering a comprehensive analysis of the Latino electorate in the state. The Nevada Democratic Presidential Preference Primary on February 6 and the Republican Party Presidential Caucus on February 8 will determine the allocation of delegates for each respective party's national convention. The [profile](#) examines several political factors shaping the state's Latino electorate ahead of these contests.

"Given the competitiveness of Nevada's last two presidential elections, Election 2024 in this state will again involve a tightly-contested presidential race," said **NALEO Educational Fund CEO Arturo Vargas**. "Latinos are poised to have a significant impact on the state's congressional elections, including contests that could tip the balance of power in the U.S. Senate and House of Representatives. Robust voter outreach will be critical to ensuring that every eligible Latino Nevadan registers and casts their ballot."

#### **Key Findings Include:**

- Latinos account for nearly one of every five Nevada registered voters.
- More than 20 percent of voting-age citizens in Nevada are Latino.
- Latino registered voters in Nevada tend to be younger and unaffiliated with either major party more than non-Latinos.
- As of October 2023, there were 352,996 Latinos registered to vote in the state, comprising nearly 19 percent of all registered voters.
- The Latino vote in Nevada could play a crucial role in the contest for the U.S. Senate seat held by Jacky Rosen (D), who is running in one of the most competitive races in the nation, with her opponent likely to be retired Army captain Sam Brown (R) in November.
- All three of the state's Democratic incumbent U.S. Representatives will likely face competitive [challenges](#). In the districts of two of these incumbents — Dina Titus in the 1<sup>st</sup> Congressional District and Steven Horsford in the 4<sup>th</sup> Congressional District — Latinos comprise a higher share of the registered voters than they do statewide (19 percent). One of every four registered voters (25 percent) in the 1<sup>st</sup> Congressional District and 24

percent of the registered voters in the 4<sup>th</sup> Congressional District is Latino. In Susie Lee's 3<sup>rd</sup> Congressional District, Latinos account for 15 percent of the registered voters.

For information on the comparability of data sources and additional data on the Latino electorate, please refer to the full report available [here](#).

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**About NALEO Educational Fund**

*NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.*