

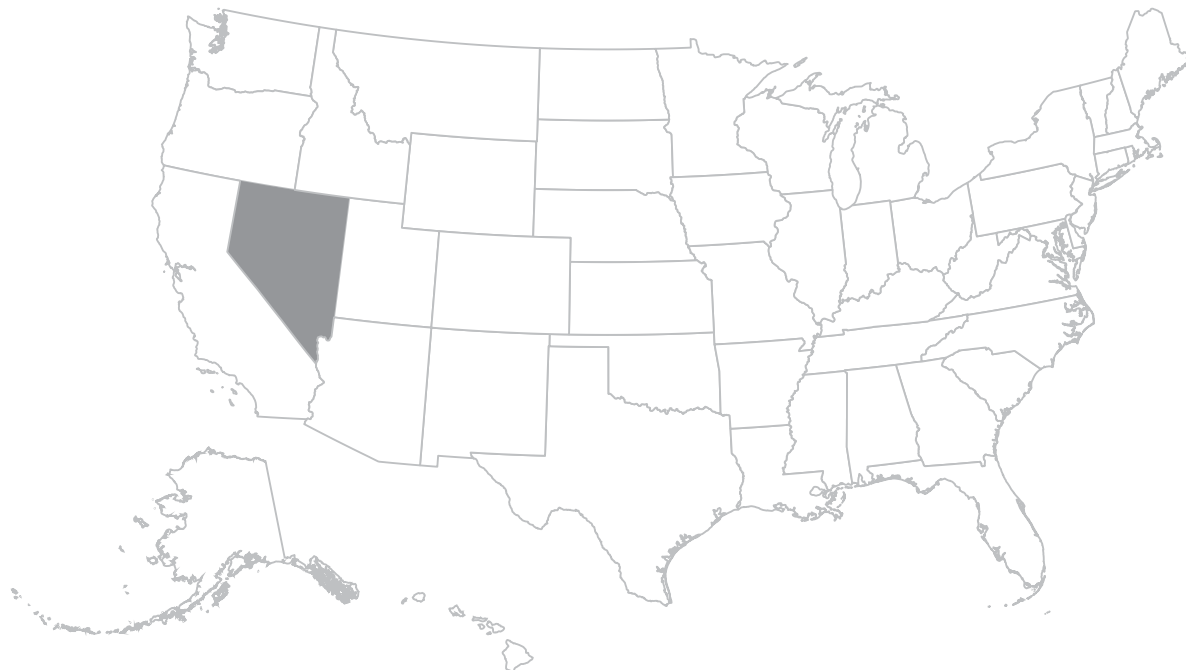


CENTER FOR
INCLUSIVE
DEMOCRACY

The New Electorate:
The Strength of the Latino, Black and Asian-American Vote

2024
BATTLEGROUND
STATES

OPPORTUNITIES
FOR VOTER
MOBILIZATION IN
NEVADA



About the Center for Inclusive Democracy (CID)

The Center for Inclusive Democracy's mission is to improve the social and economic quality of life in U.S. communities by producing non-partisan academic research that informs policy and on-the-ground organizing efforts through education and outreach for a more engaged, transparent, and representative democracy. CID conducts pioneering research that explores voting behavior, civic engagement, as well as electoral and economic issues at the intersection of social justice and democracy.

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2024 Battleground States: Opportunities for Voter Mobilization in Nevada

With the 2024 presidential election rapidly approaching, election officials, researchers, and advocates are seeking to gain insights into how and where Americans will turn out to vote. Battleground states, or swing states, will play a major role in the election outcomes. Similar to the U.S., as a whole, battleground states have seen notable demographic shifts over the past decade with Asian-American, Black, and Latino population growth outpacing that of white, non-Latinos and the general population. In addition, the number of Latino, Asian-American, and Black voters also grew notably between the last two presidential elections, and voters of color were a substantial share of those casting a ballot in 2020 and a major factor in the election's outcomes. Despite gains in the eligible voter population, people of color have continued to be underrepresented in elections. There is an important opportunity for these potential voters to add their voice to the electoral process. Mobilizing these politically diverse groups in battleground states could impact local and national elections.

Looking forward to the 2024 presidential election and beyond, it is critical to identify opportunities to register and turn out voters of color in order to see a more equitable and robust U.S. democracy. To identify these opportunities, CID analyzed the demographic changes in battleground states in recent years, as well as turnout and voter representation in the 2020 presidential general election.

This brief is part of a series presenting findings from the Center for Inclusive Democracy's battleground state analysis. It provides an up-to-date profile of the Latino, Black, and Asian-American voting power in 2024 battleground states by examining the following four topics for Nevada, a 2024 battleground state:

1. The changing Nevada demographic landscape
2. Voter turnout rates in recent elections
3. The voter representation gap
4. Opportunities for voter mobilization in Nevada

Other briefs in this series examine Arizona, Florida, Georgia, Michigan, North Carolina, Pennsylvania, Texas, and Wisconsin.



This brief is a companion to the national research report by the Center for Inclusive Democracy, USC Sol Price School of Public Policy: [The New Electorate: The Strength of the Latino, Black and Asian-American Vote](#). For the research methodology and data sources used in this brief see page 12.

Nevada Key Highlights

- As the total state population increased 15% in ten years, Nevada's white, non-Latino population decreased by 2.5%. Instead, Asian-American, Black, and Latino populations increased by at least 25%.
- Over one-third of Nevada's electorate in the 2020 general election was non-white.
- Eligible voter turnout was at least fifty percent higher among white, non-Latinos compared to eligible voters of color. Over 77% of white, non-Latino eligible voters cast a ballot in Nevada's 2020 general election, notably higher than other racial and ethnic groups.
- All racial and ethnic groups observed were underrepresented in Nevada's 2020 general election. Latinos, for example, represented 19.7% of the state's eligible voters, they were only 16.6% of registered voters and 15.0% of those who cast a ballot.
- Eligible voters of color have immense potential electoral power, with around 415,000 not casting a ballot in 2020, which is more than twelve times the presidential vote margin of victory in Nevada.

Nevada, an already diverse state, has notably diversified in recent years. Between 2010 and 2020, Asian-American, Black, and Latino population growth outpaced total population growth in the state, while the white, non-Latino population declined. Despite this notable growth, eligible voters of color were underrepresented in the 2020 general election and had notably lower eligible voter turnout rates than their white counterparts.

With their growing numbers, eligible voters of color in Nevada have tremendous potential power to influence both national and local elections. The following sections detail how Nevada's demographic landscape has changed since 2010 and identifies opportunities to mobilize these politically diverse groups in the 2024 election and beyond.

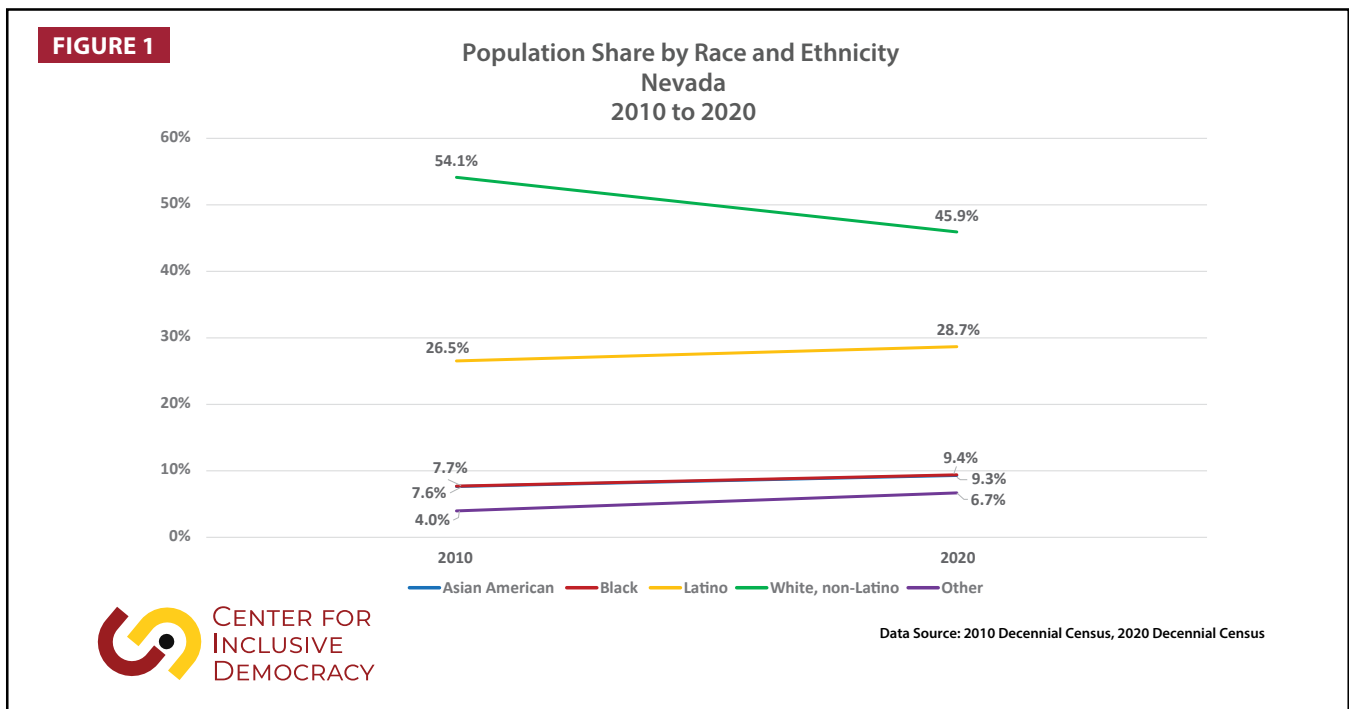
Nevada's Demographic Change

While Nevada's white, non-Latino population declined between 2010 and 2020, all other populations notably increased. As the total state population increased 15% in ten years, Nevada's white, non-Latino population decreased by 2.5% (Table 1). Instead, Asian-American, Black, and Latino populations increased by at least 25%. Between 2010 and 2020, the Asian-American and Black populations increased around 40%. While the Latino population increased by 24.3%.

Table 1: Population Percent Growth Nevada 2010 to 2020				
	2010 Population	2020 Population	Population Change	Percent Change
Asian American	206,503	288,961	+82,458	39.9%
Black	208,058	291,960	+83,902	40.3%
Latino	716,501	890,257	+173,756	24.3%
White, non-Latino	1,462,081	1,425,952	-36,129	-2.5%
Total Population	2,700,551	3,104,614	+404,063	15.0%

Data Source: 2020 Decennial Census

As a result of population growth among some groups, Nevada has been diversifying in recent years. In 2010, over 54% of Nevada's population was white, non-Latino, which dropped to under 46% just ten years later (Figure 1). The share of the population that was Latino, the second largest racial and ethnic group in the state, grew from 26.5% to 28.7%. Both Asian-American and Black populations had similar changes, growing from around 7.5% of the state to over 9%.



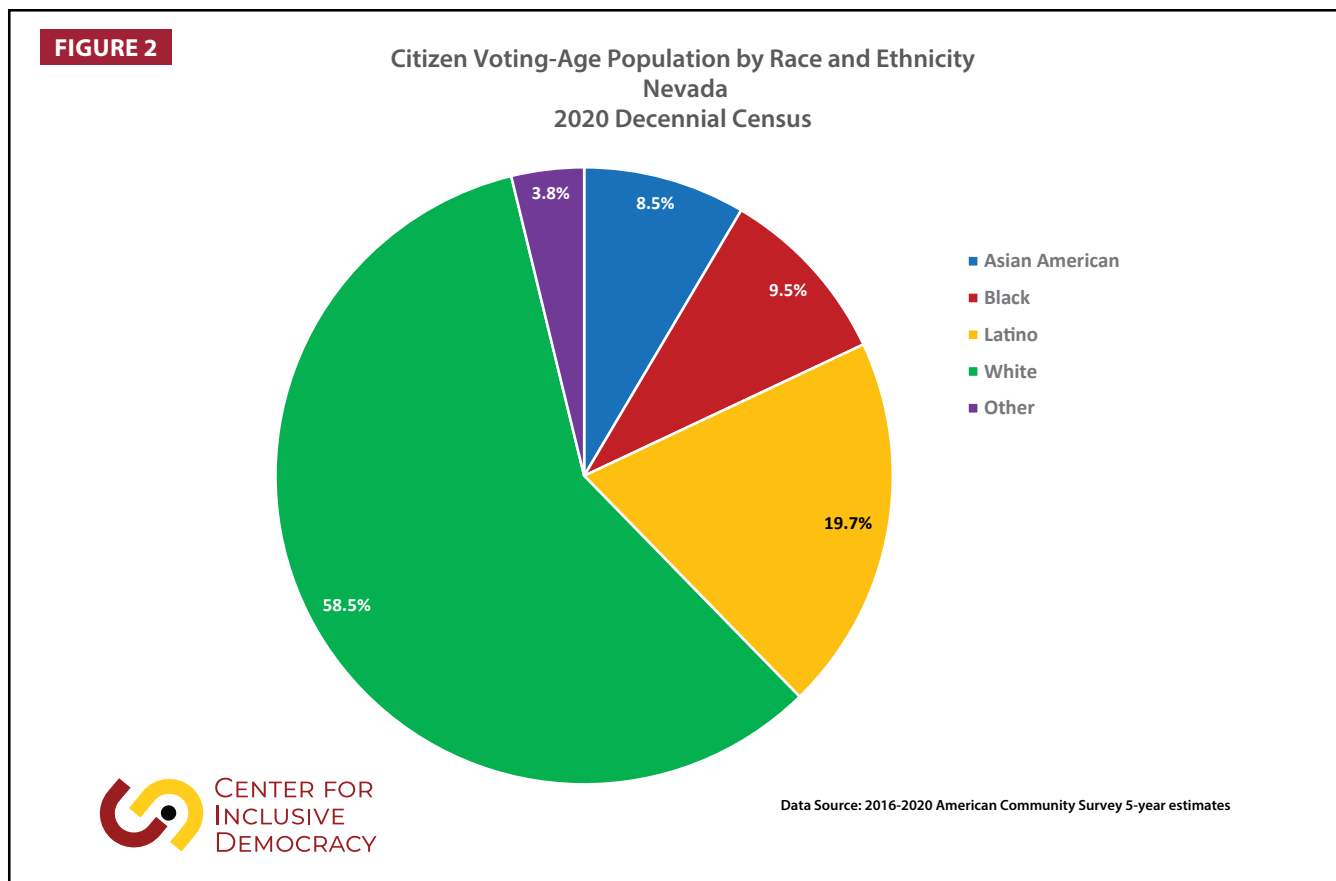
As Nevada's population diversified, so did the state's electorate. Between the 2016 and 2020 presidential elections, Nevada's Latino eligible voter population increased nearly 24%, while its Asian-American eligible voter population increased over 17% (Table 2). The Black eligible voter population grew by 17.1%, nearly twice the rate seen among all eligible voters (8.9%). In contrast, the white, non-Latino eligible voter population grew by just 2.0% between elections, less than quarter the growth seen among all eligible voters.

**Table 2: Citizen Voting-Age Population Percent Growth
Nevada
2016 to 2020**

	2016 Citizen Voting-Age Population	2020 Citizen Voting-Age Population	Citizen Voting-Age Population Change	Percent Change
Asian American	149,165	175,165	+26,000	17.4%
Black	168,330	197,100	+28,770	17.1%
Latino	330,090	408,070	+77,980	23.6%
White, non-Latino	1,186,710	1,210,875	+24,165	2.0%
Total Population	1,902,280	2,071,270	+168,990	8.9%

Data Source: 2016-2020 American Community Survey 5-year estimates, 2012-2016 American Community Survey 5-year estimates

Over one-third of Nevada's electorate in the 2020 general election was non-white. Nevada's electorate is diverse, with large shares of eligible voters being in different racial and ethnic groups (Figure 2). Nearly one-fifth of the state's eligible voters were Latino in 2020, while another 9.5% were Black, and 8.5% were Asian American. White, non-Latinos represented 58.5% of all eligible voters in the state.



Note: To learn more about Nevada's eligible voter population by race/ethnicity and county, see the appendix.

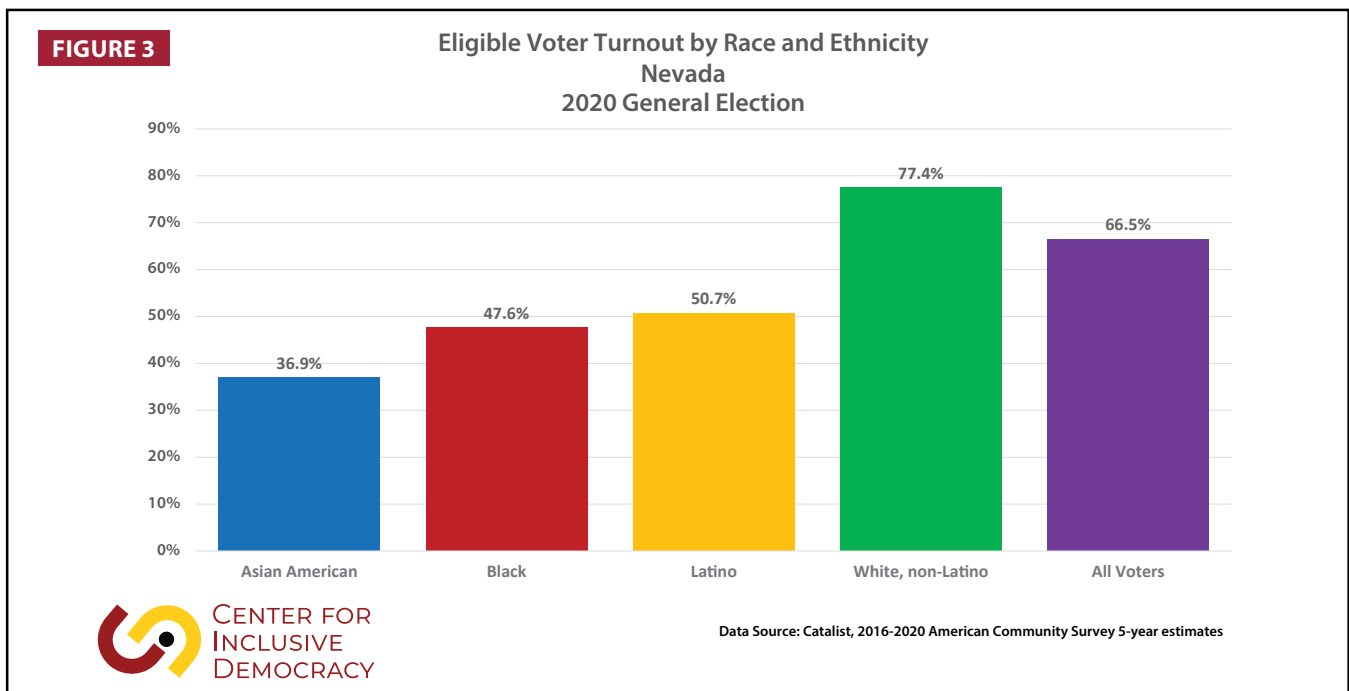
Eligible Voter Turnout in the 2020 General Election

The number of voters of color in Nevada notably increased between presidential elections, outpacing growth among white, non-Latinos. The number of Asian-American voters increased over 64% between 2016 and 2020, the largest growth seen among all racial and ethnic groups (Table 3). As a result, their eligible voter turnout rate increased by more than ten percentage points between 2016 and 2020. The number of both Black and Latino voters increased by over one-third, with eligible voter turnout rates growing by 6.7 percentage points among Black voters and 4.5 percentage points among Latino voters. While the number of white, non-Latino voters increased the least (19.0%) between presidential elections, they had the largest growth in eligible voter turnout (11.0 ppt).

Table 3: Total Voters and Turnout Nevada 2016 to 2020 General Elections							
	Total Voters				Eligible Voter Turnout		
	2016	2020	Change	Percent Change	2016	2020	Percentage Point Change
Asian American	39,386	64,721	+25,335	64.3%	26.4%	36.9%	+10.5 ppt
Black	68,799	93,797	+24,998	36.3%	40.9%	47.6%	+6.7 ppt
Latino	152,380	206,810	+54,430	35.7%	46.2%	50.7%	+4.5 ppt
White, non-Latino	787,977	937,744	+149,767	19.0%	66.4%	77.4%	+11.0 ppt
All Voters	1,100,028	1,378,279	+278,251	25.3%	57.8%	66.5%	+8.7 ppt

Data Source: Catalyst, 2012-2016 American Community Survey 5-year estimates, 2016-2020 American Community Survey 5-year estimates

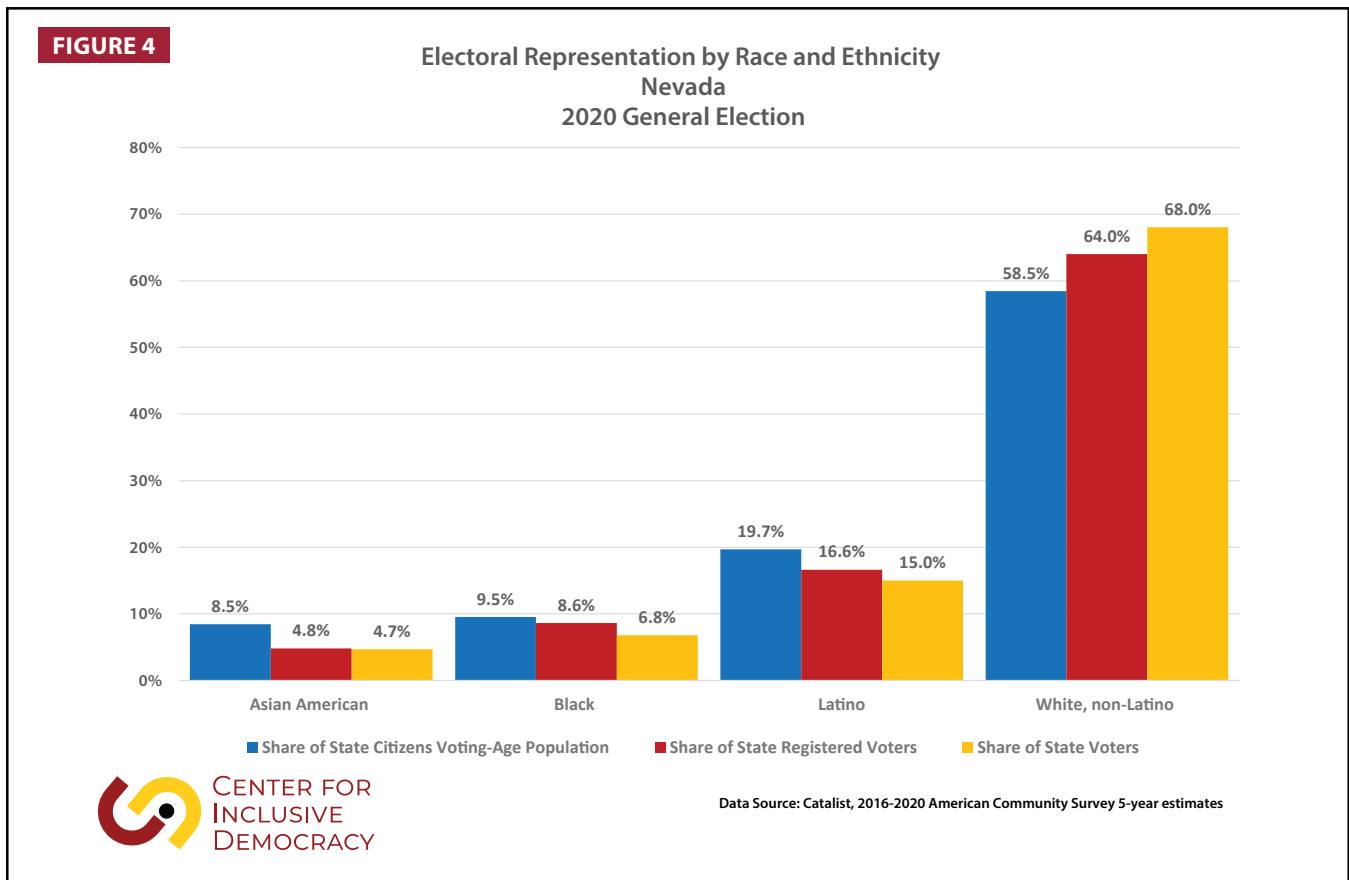
Eligible voter turnout was at least fifty percent higher among white, non-Latinos compared to eligible voters of color. Over 77% of white, non-Latino eligible voters cast a ballot in Nevada’s 2020 general election, notably higher than other racial and ethnic groups (Figure 3). Just over half of Latino eligible voters voted, slightly higher than Black eligible voters (47.6%). Just under 37% of Asian-American eligible voters cast a ballot, less than half the rate seen among white, non-Latinos.



Note: To learn more about Nevada’s eligible voter turnout by race/ethnicity and county, see the appendix.

The Voter Representation Gap in the 2020 General Election

All racial and ethnic groups observed were underrepresented in Nevada's 2020 general election. While Latinos represented 19.7% of the state's eligible voters, they were only 16.6% of registered voters and 15.0% of those who cast a ballot (Figure 4). The same can be seen among the Black population, who were 9.5% of eligible voters yet 8.6% of registered voters and 6.8% of actual voters. Asian Americans had large underrepresentation, constituting 4.8% of registered voters and 4.7% of votes cast, nearly four percentage points lower than their share of the eligible voter population (8.5%).



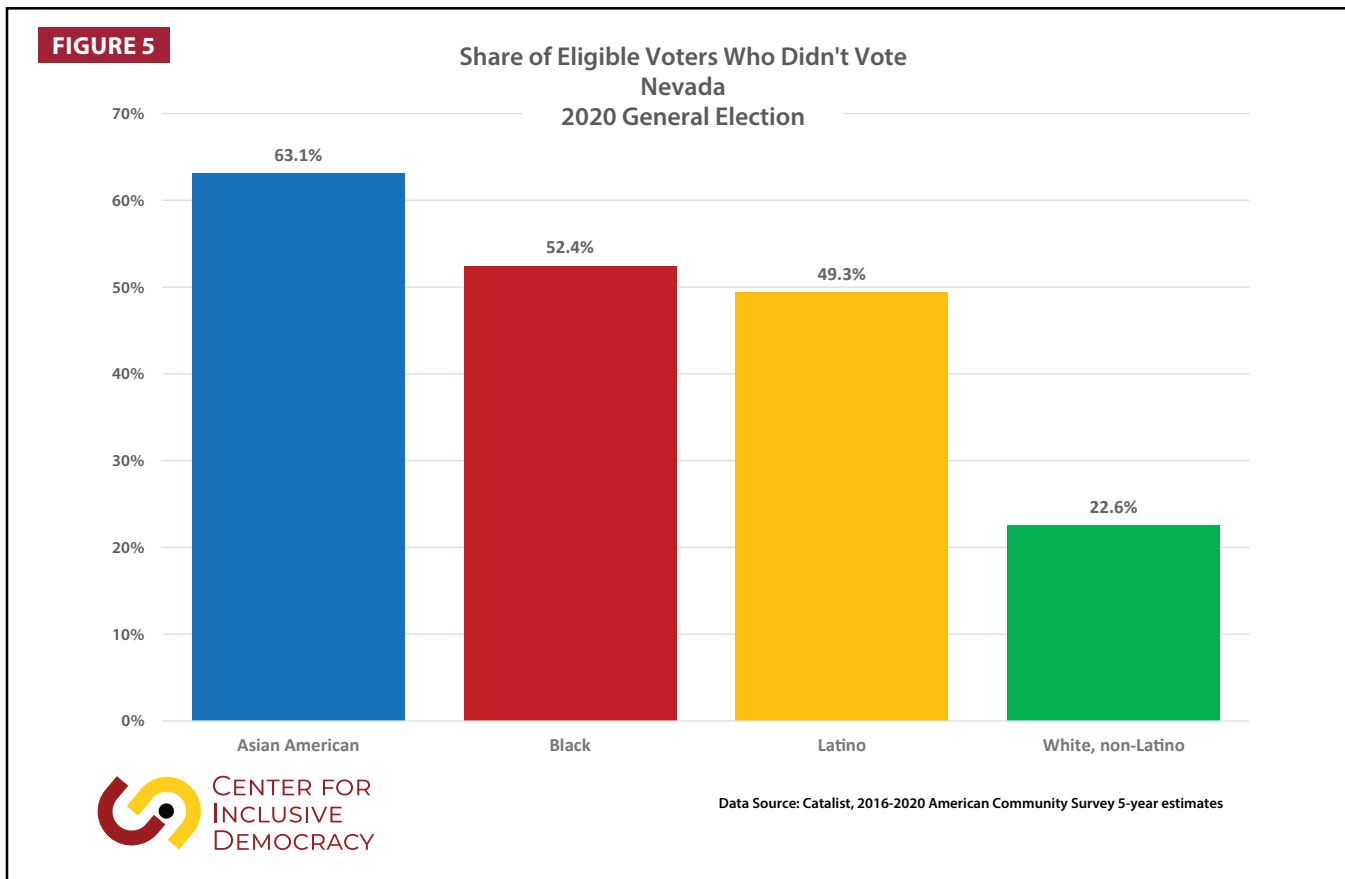
Opportunities for Voter Mobilization

The vote margin of victory was under two and half percent of all votes cast in Nevada’s 2020 presidential election. With over 1.4 million votes cast, Joe Biden won the state with a little over thirty-three thousand votes, just 2.4% of all votes cast (Table 4). As a result, Joe Biden received 50.1% of the votes while Donald Trump received 47.7%.

Table 4: Presidential Vote Margin of Victory Nevada 2020 General Election		
	Number of Votes	Share of Votes
Joe Biden	703,486	50.1%
Donald Trump	669,890	47.7%
Other Candidate	32,000	2.3%
Vote Margin of Victory Between Top Two Candidates	33,596	2.4%
Total Votes	1,405,376	-

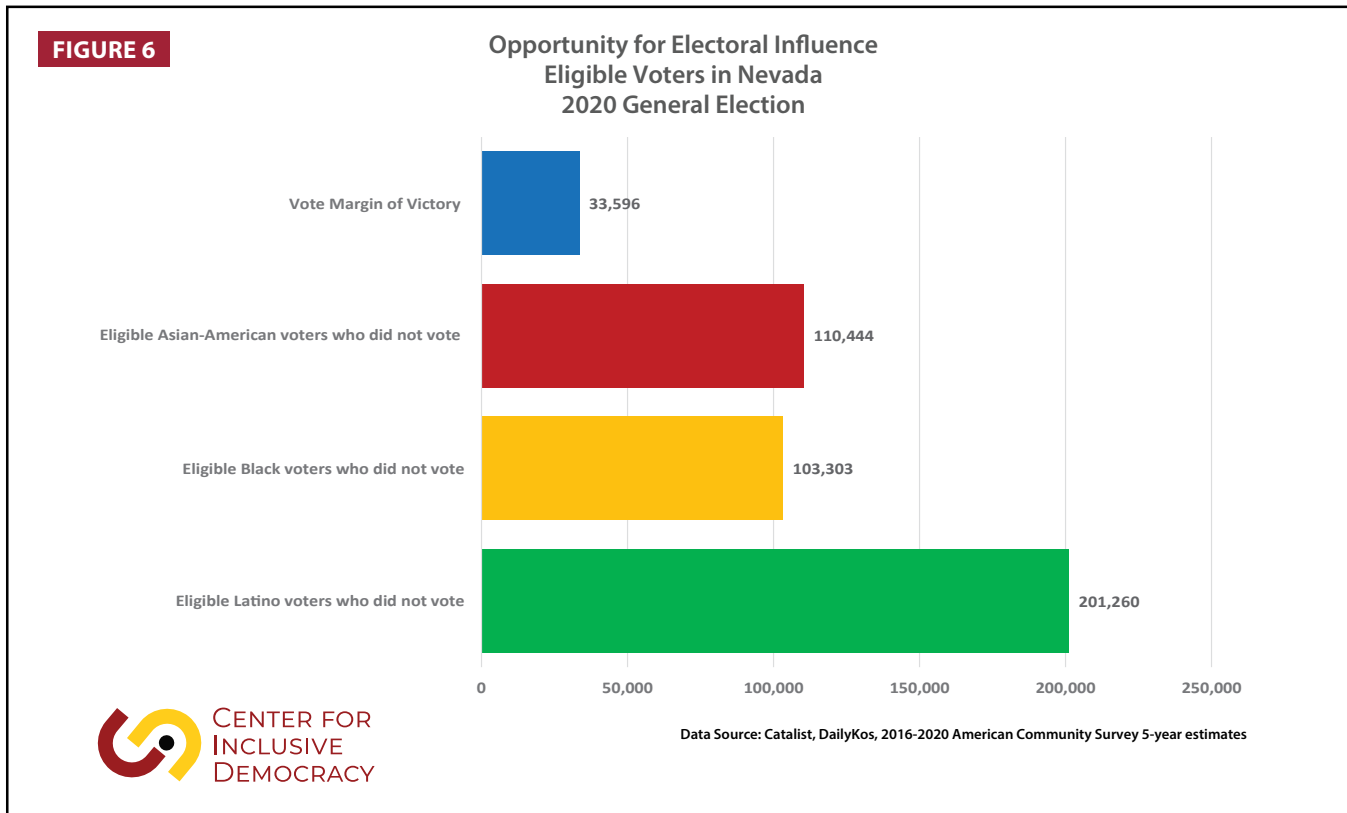
Data Source: DailyKos

More than twice the share of eligible voters of color did not vote in Nevada’s 2020 general election than white, non-Latinos, leaving a significant opportunity for mobilization. Just over 49% of Latino eligible voters did not cast a ballot in 2020, while just 22.6% of white, non-Latino eligible voters didn’t vote (Figure 5). Similarly, over 52% of Black eligible voters did not vote in Nevada’s previous presidential election, thirty percentage points higher than the share of white, non-Latinos. Asian-Americans eligible voters had the largest difference, with over 63% not casting a ballot, nearly three times the share of white, non-Latinos.



Note: To learn more about the share of eligible votes how did not vote by race/ethnicity and county, see the appendix.

Asian-American, Black, and Latino eligible voters have immense opportunity to impact electoral outcomes, with the number of eligible voters of color who did not vote in 2020 far exceeding the presidential vote margin of victory. The number of eligible voters of color who did not vote in Nevada totaled around 415,000, more than twelve times the vote margin of victory (Figure 6). Each racial and ethnic group, individually, has tremendous electoral power when mobilized. Over 110,000 Asian-American eligible voters did not cast a ballot in 2020, while over 103,000 Black eligible voters did not cast a ballot. Among Latino eligible voters, over 201,000 didn't vote, around six times the vote margin of victory.



Summary

Nevada's population has notably diversified in recent years. Between 2010 and 2020, the share of the population that was white, non-Latino declined nearly ten percentage points as populations of color grew at high rates. Despite population growth, however, eligible voter turnout among eligible voters of color was at least twenty-five percentage points lower than white, non-Latino turnout in the 2020 general election. Eligible voters of color were underrepresented among those registered to vote in Nevada and those who cast a ballot in 2020, while white, non-Latinos were overrepresented.

With just 33,000 votes deciding Nevada's presidential race winner in 2020, eligible voters of color in Nevada have tremendous electoral power. Over four hundred thousand eligible voters of color in Nevada did not cast a ballot in 2020, more than ten times the vote margin of victory.

While the Asian-American, Black, and Latino eligible voter populations are politically diverse with unique viewpoints and experiences, mobilizing eligible voters of color could impact election outcomes in Nevada, both at the national and local level. Greater and more sustained non-partisan investments (from governmental, philanthropic and community sources) to register and reach out to Latino, Asian-American, and Black potential voters can result in substantially more voters of color having a voice in U.S. elections. In tandem with addressing historic and current policies that have created barriers to voting in communities of color, mobilizing people of color to vote will not only increase these voters' political power, but it will also help create a more representative and healthy democracy.

Methodology

For this report, CID used voter files and publicly available eligible voter estimates. National aggregated voter files for the 2020 general election were provided by Catalist. Citizen voting-age population (CVAP) estimates, commonly used as a measure of the eligible voter population, were sourced from the American Community Survey Citizen Voting Age Population (CVAP) Special Tabulation, 5-year 2012-2016, 5-year 2014-2018, 5-year 2016-2020, and 5-year 2018-2022 estimates. For Asian-American CVAP, Asian alone estimates and Native Hawaiian/Pacific Islander estimates were combined. We utilize the available five-year estimates (versus one year-estimates) due to their greater stability for Latino, Black and Asian Americans across smaller population states, as well as their comparability across national, state, and sub-state geographic levels. Population counts were sourced from the 2010 and 2020 Decennial Census. U.S. population projections were sourced from the U.S. Census Bureau's 2023 National Population Projection Tables.

Voter turnout of the citizen voting-age population is calculated using American Community Survey Special Tabulation data and CID analysis of Catalist registration and voting records. Catalist is a political data vendor that sells detailed registration and microtargeting data to campaigns. It collects voter registration data from all states, cleans the data, and makes the records uniform across geographies. It appends hundreds of variables to each voter record.

Presidential vote margins of victory counts were provided by DailyKos.

Data Limitations: Identification of Race and Ethnicity

The commonly applied research method in election science to identify a voter's race and ethnicity from state voter records uses a combination of the registrant's name (surname analysis) and neighborhood characteristics (geocoding with census tract or census block data) to infer a voter's race and ethnicity based on population distributions. This method is less reliable for identifying some demographic groups, including Indigenous/Native and Asian-American subgroup populations. Due to the limited reliability of available research methods in identifying race and ethnicity in voter files, this report is restricted to examining Latino, Black, and Asian-American (as a pan-ethnic identity) voters. However, some error in measurement for these groups particularly for Black registrants, is present and caution is appropriate when interpreting small effects. Caution is additionally suggested when interpreting voter data identified for Black registrants at a county level. For our national analysis, we utilize the same data source for voter files across states and over multiple election cycles for methodological consistency.

Nevada County Data Appendix

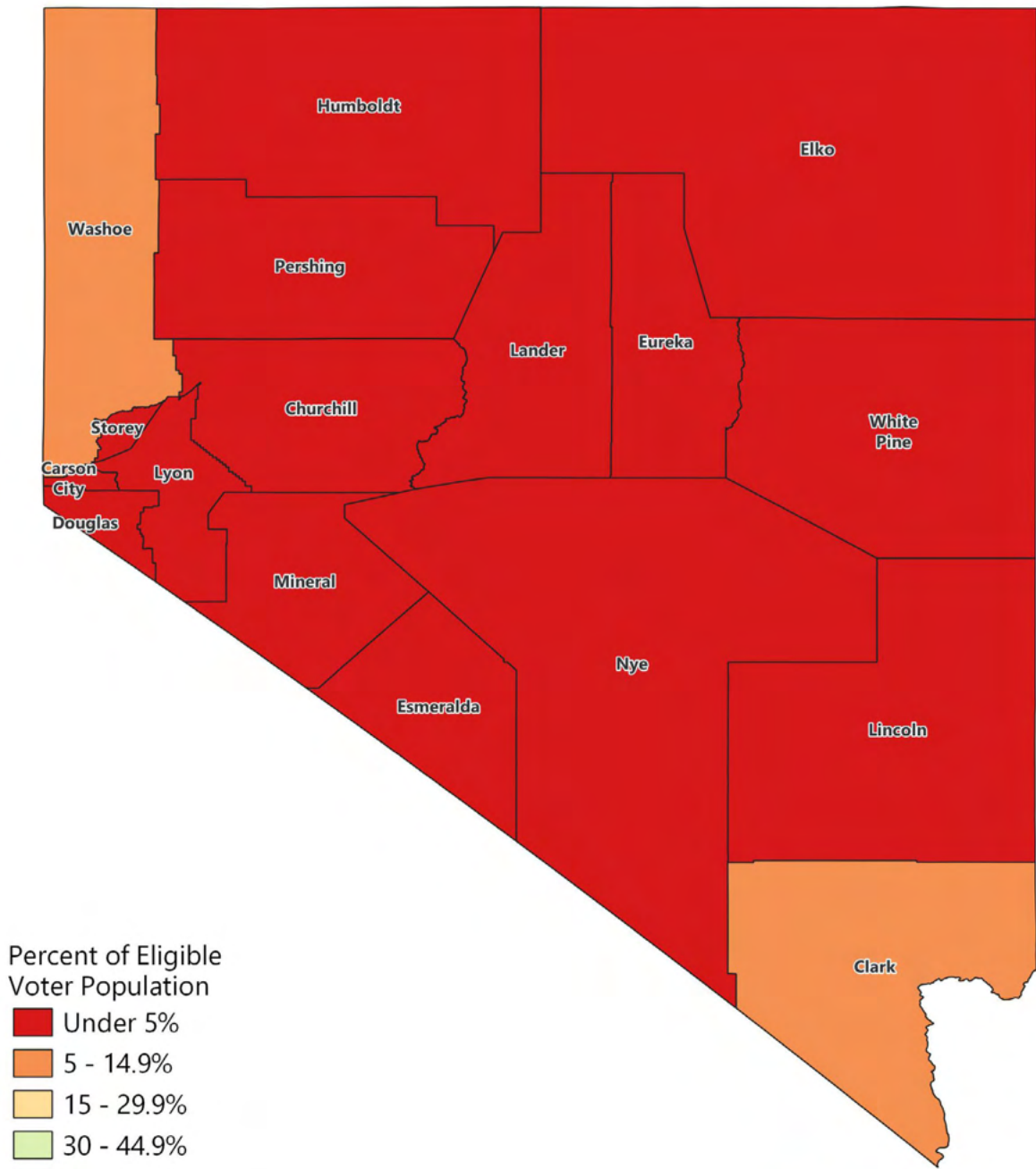
Party Affiliation by Race and Ethnicity 2020 General Election Nevada												
County	Asian American			Black			Latino			White, non-Latino		
	Democrat	Republican	Other Party	Democrat	Republican	Other Party	Democrat	Republican	Other Party	Democrat	Republican	Other Party
Carson City	36.3%	27.0%	36.7%	43.6%	22.7%	33.7%	46.6%	19.3%	34.1%	26.5%	45.5%	27.9%
Churchill	14.7%	44.0%	41.3%	40.1%	21.9%	38.0%	26.6%	35.0%	38.4%	15.4%	57.4%	27.2%
Clark	36.0%	23.6%	40.4%	59.5%	8.3%	32.1%	51.8%	15.6%	32.7%	32.1%	37.3%	30.6%
Douglas	28.1%	27.6%	44.3%	17.4%	43.5%	39.1%	35.4%	31.0%	33.6%	21.2%	55.1%	23.8%
Elko	27.8%	25.9%	46.3%	26.9%	28.2%	44.9%	31.0%	29.8%	39.1%	12.5%	58.3%	29.2%
Esmeralda	na	na	na	50.0%	25.0%	25.0%	26.3%	44.7%	28.9%	13.9%	58.8%	27.3%
Eureka	12.5%	62.5%	25.0%	25.0%	50.0%	25.0%	6.3%	43.8%	50.0%	7.0%	70.2%	22.8%
Humboldt	28.6%	71.4%	0.0%	25.7%	37.1%	37.1%	33.3%	30.0%	36.8%	13.1%	59.5%	27.4%
Lander	14.2%	56.0%	29.8%	37.5%	37.5%	25.0%	28.3%	37.5%	34.3%	12.5%	65.3%	22.3%
Lincoln	na	na	na	7.1%	64.3%	28.6%	22.9%	50.0%	27.1%	16.8%	62.7%	20.5%
Lyon	21.9%	31.5%	46.6%	30.5%	27.7%	41.8%	35.9%	23.4%	40.6%	18.4%	51.8%	29.8%
Mineral	42.9%	14.3%	42.9%	42.9%	3.6%	53.6%	31.1%	31.6%	37.4%	27.8%	43.7%	28.5%
Nye	26.4%	35.6%	38.0%	39.8%	22.5%	37.7%	34.7%	30.6%	34.6%	21.6%	49.9%	28.5%
Pershing	0.0%	0.0%	100.0%	28.1%	40.4%	31.6%	36.3%	33.2%	30.5%	16.5%	57.4%	26.1%
Storey	12.5%	12.5%	75.0%	54.5%	27.3%	18.2%	24.3%	28.6%	47.1%	21.7%	49.7%	28.6%
Washoe	42.6%	17.9%	39.5%	49.4%	14.2%	36.3%	51.0%	15.0%	34.0%	31.1%	39.2%	29.7%
White Pine	50.0%	0.0%	50.0%	19.0%	41.5%	39.5%	31.8%	38.6%	29.6%	18.7%	55.0%	26.3%

Data Source: Catalyst

Nevada County Map Appendix

Share of Eligible Voter Population

Nevada
2020 General Election
Asian American



Percent of Eligible Voter Population

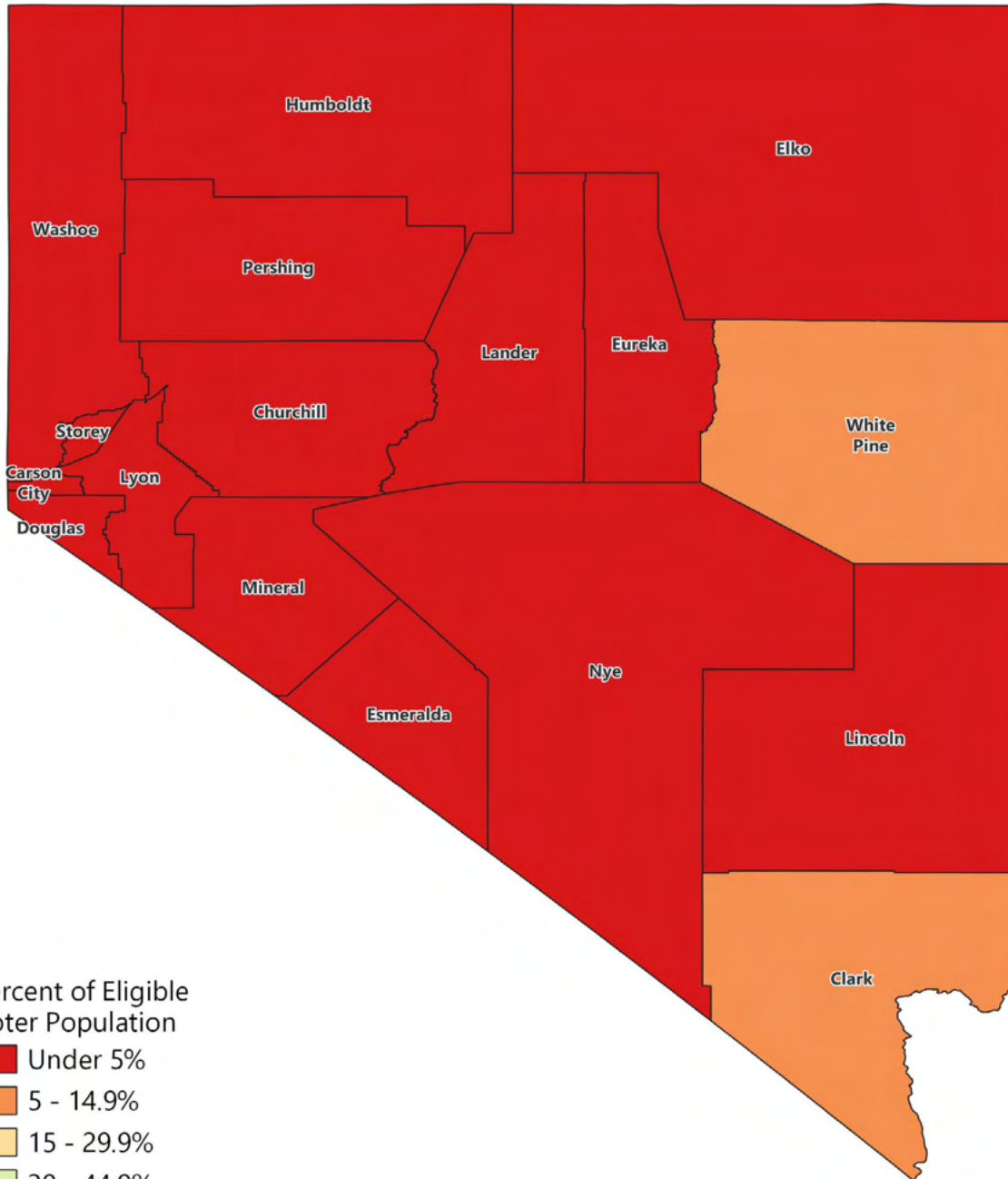
- Under 5%
- 5 - 14.9%
- 15 - 29.9%
- 30 - 44.9%
- 45 - 59.9%
- Over 60%

Data Source: ACS 2016 to 2020 5-year estimates



Share of Eligible Voter Population

Nevada
2020 General Election
Black



Percent of Eligible Voter Population

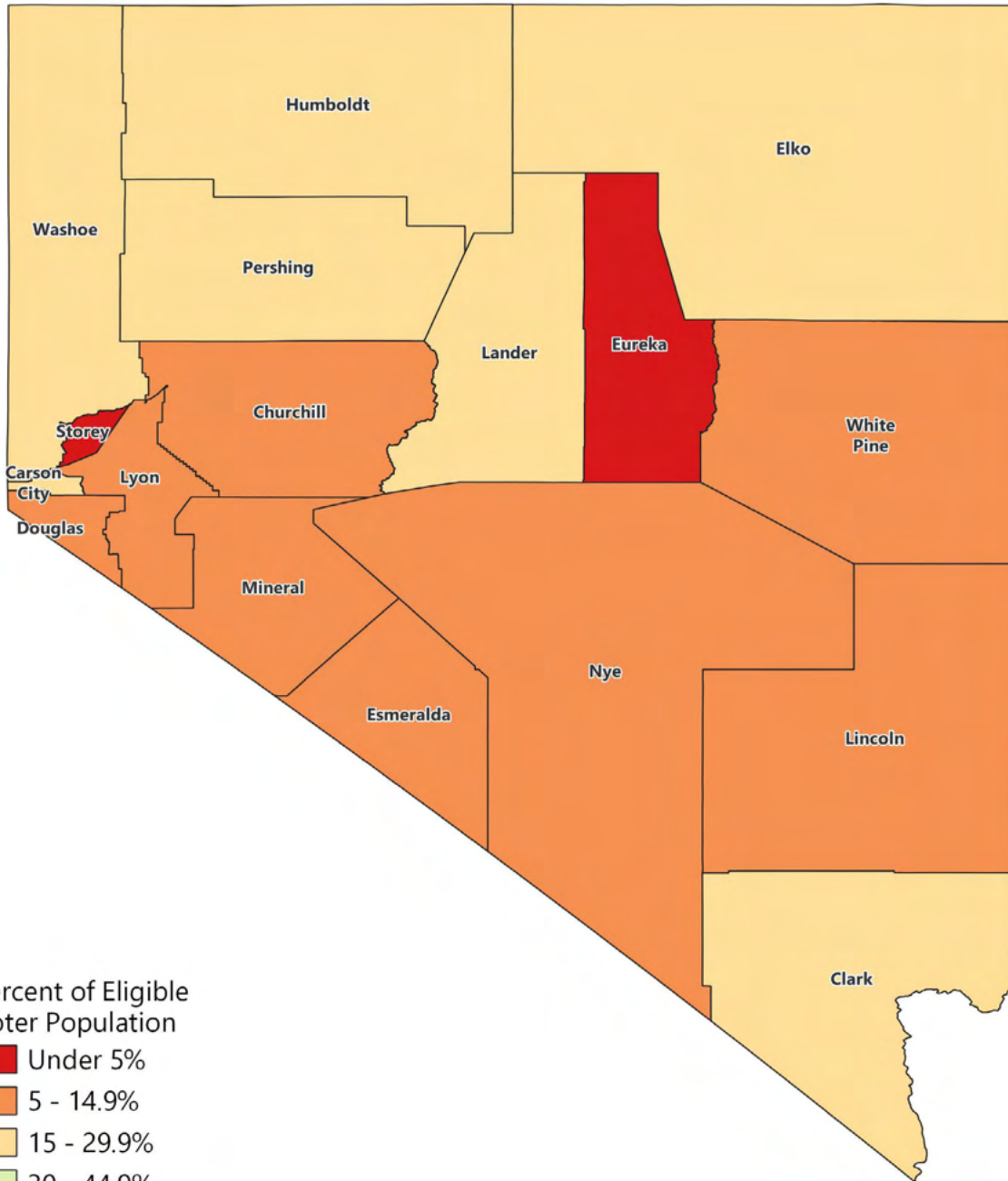
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Share of Eligible Voter Population

Nevada
2020 General Election
Latino



Percent of Eligible Voter Population

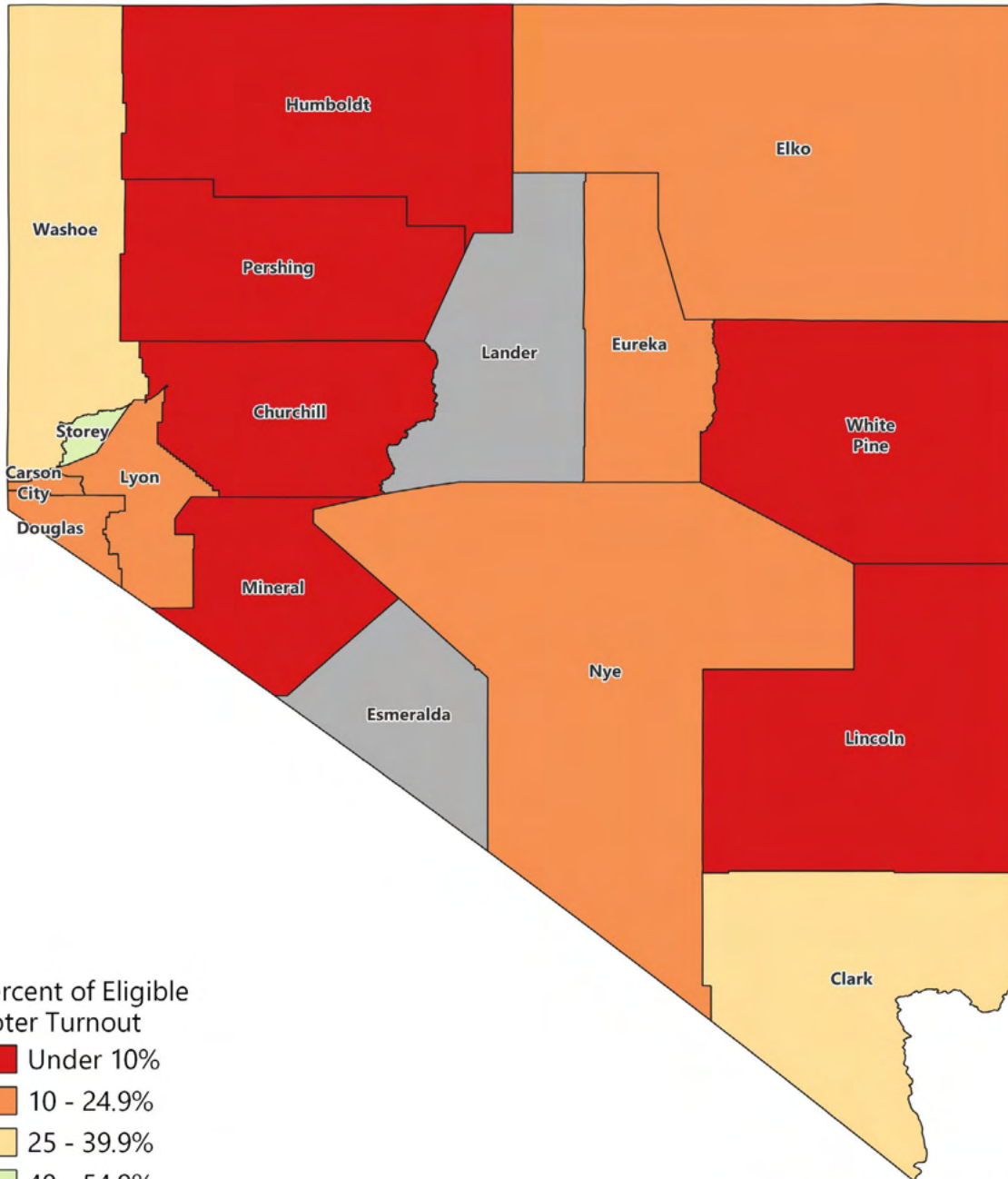
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Eligible Voter Turnout

Nevada
2020 General Election
Asian American



Percent of Eligible Voter Turnout

- Under 10%
- 10 - 24.9%
- 25 - 39.9%
- 40 - 54.9%
- 55 - 69.9%
- Over 70%
- No Data

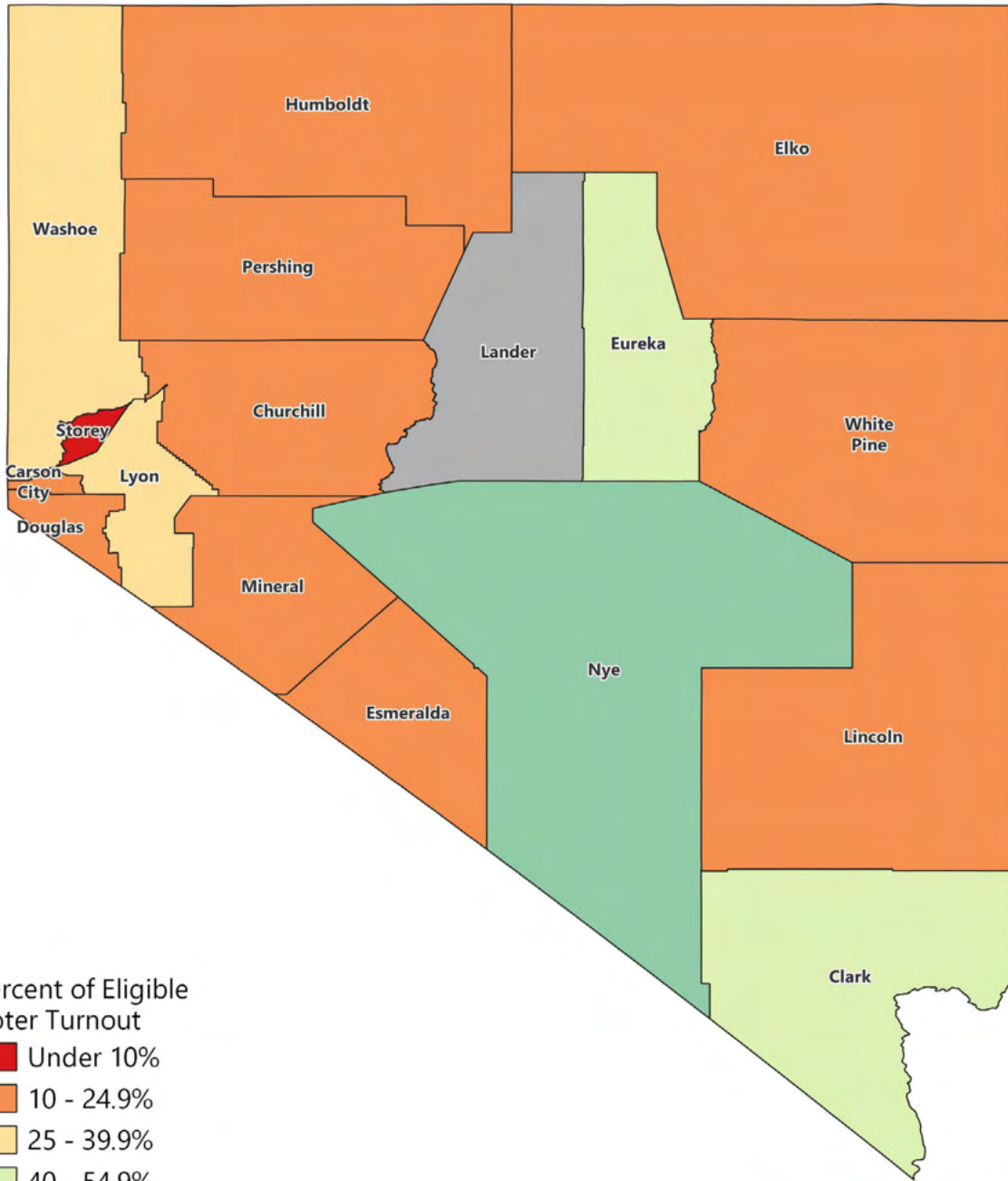


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Data Source: Catalist, ACS 2016 to 2020 5-year estimates

Eligible Voter Turnout

Nevada
2020 General Election
Black



Percent of Eligible Voter Turnout

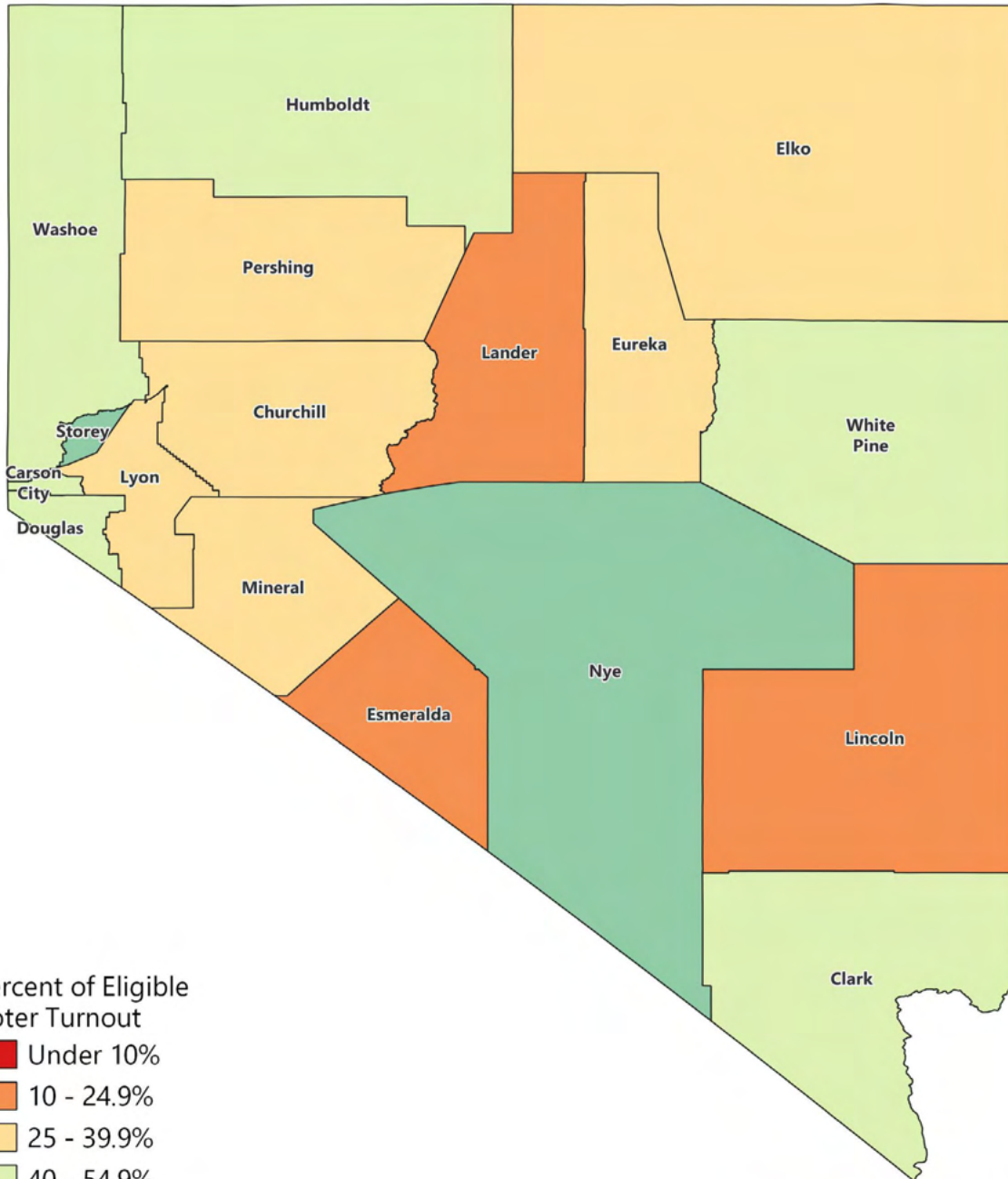
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Eligible Voter Turnout

Nevada
2020 General Election
Latino



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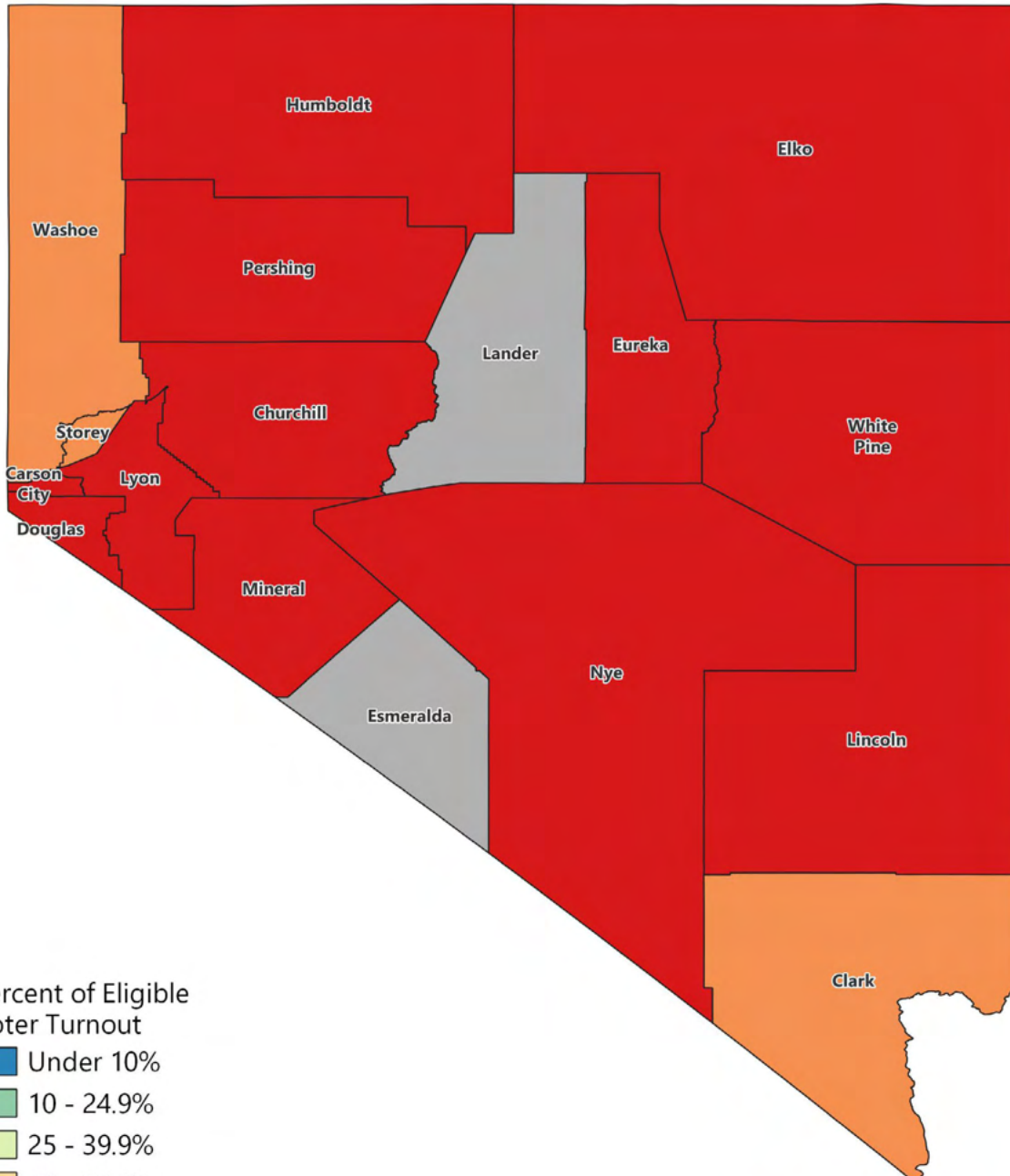


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Data Source: Catalist, ACS 2016 to 2020 5-year estimates

Share of Eligible Voters Who Did Not Vote

Nevada
2020 General Election
Asian American



Percent of Eligible Voter Turnout

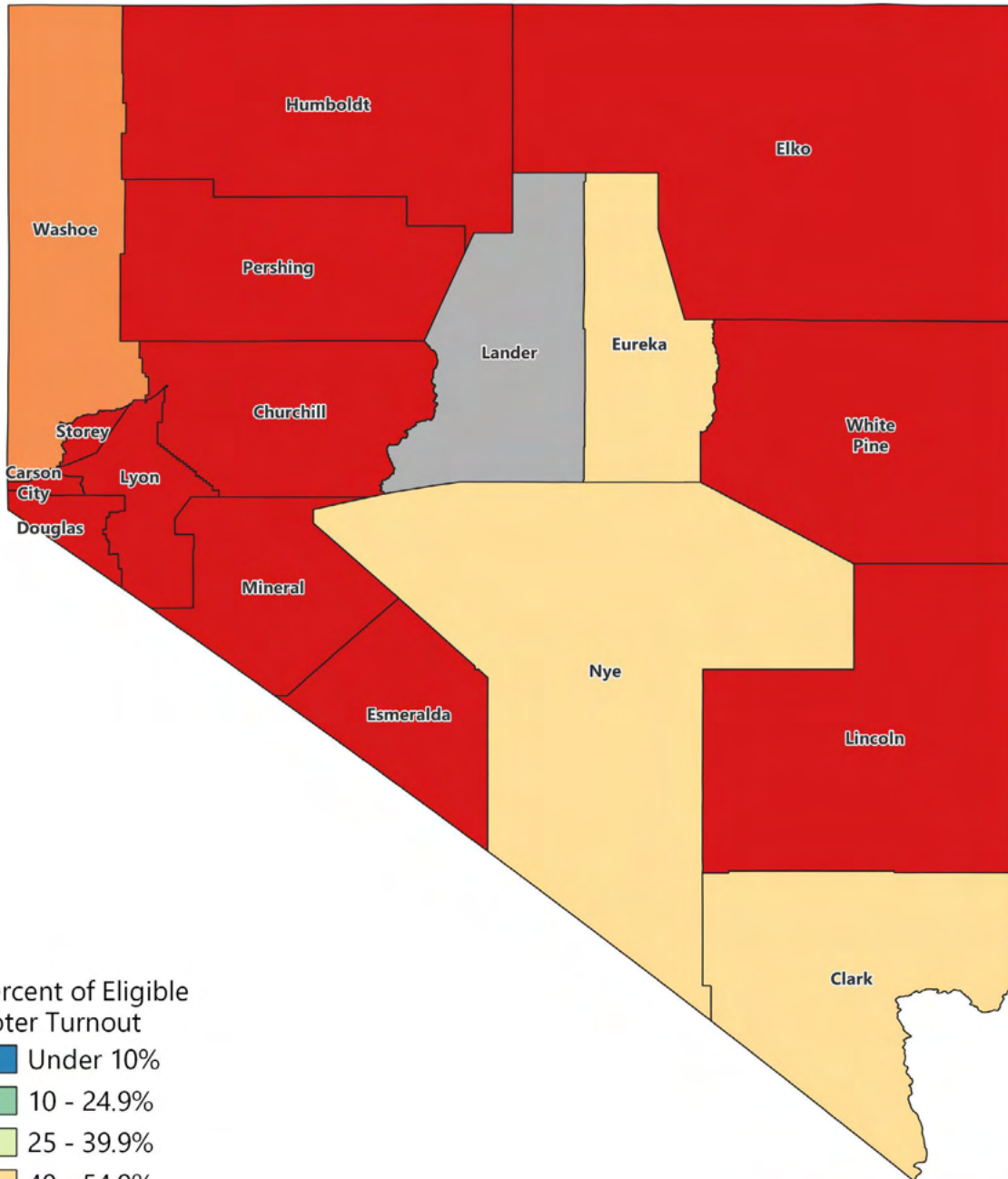
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Share of Eligible Voters Who Did Not Vote

Nevada
2020 General Election
Black



Percent of Eligible Voter Turnout

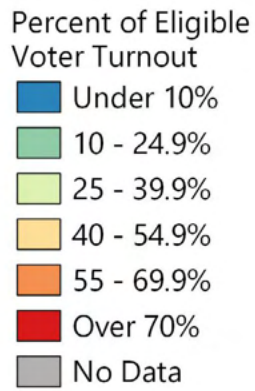
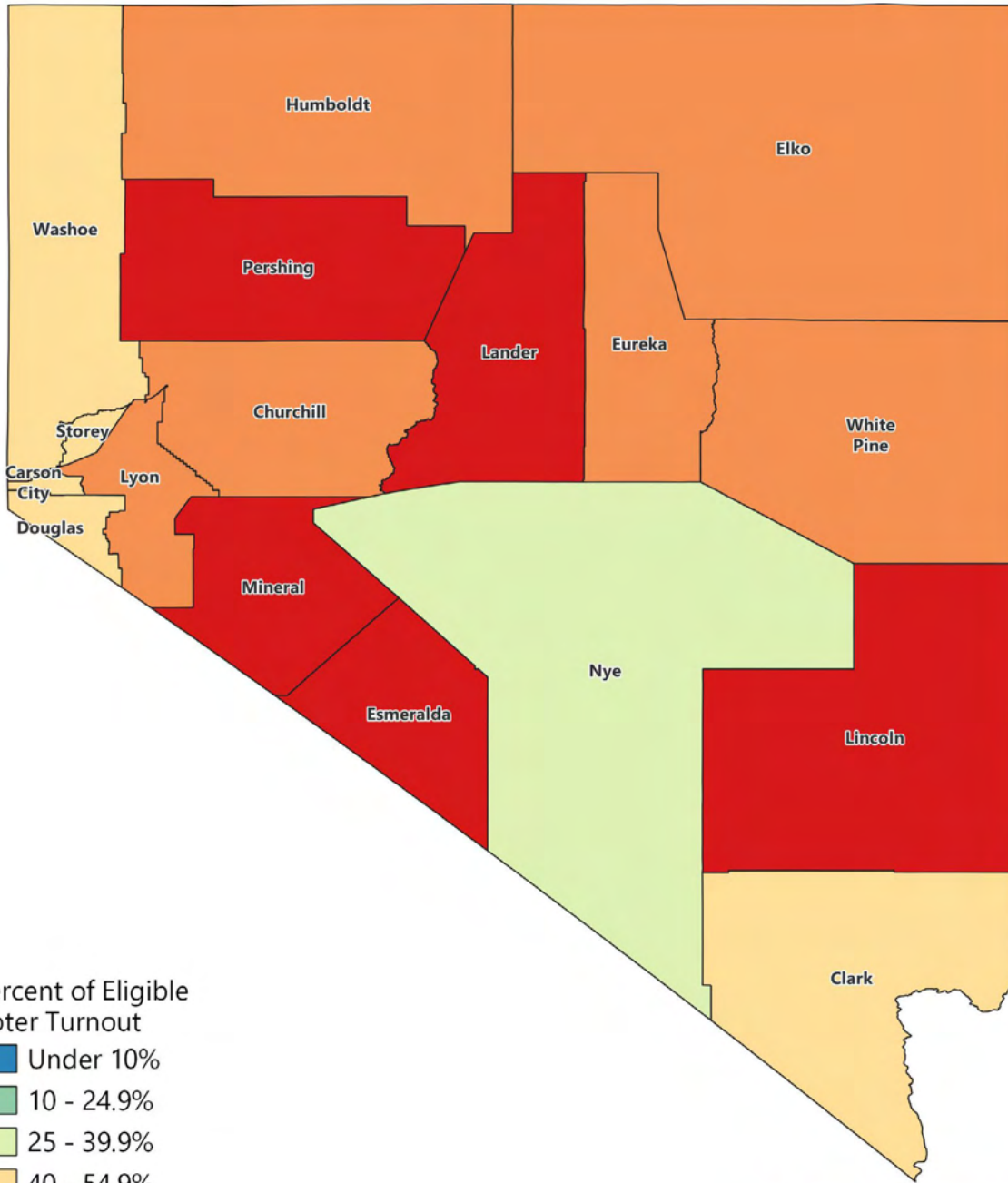
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Data Source: Catalist, ACS 2016 to 2020 5-year estimates

Share of Eligible Voters Who Did Not Vote

Nevada
2020 General Election
Latino



Data Source: Catalyst, ACS 2016 to 2020 5-year estimates