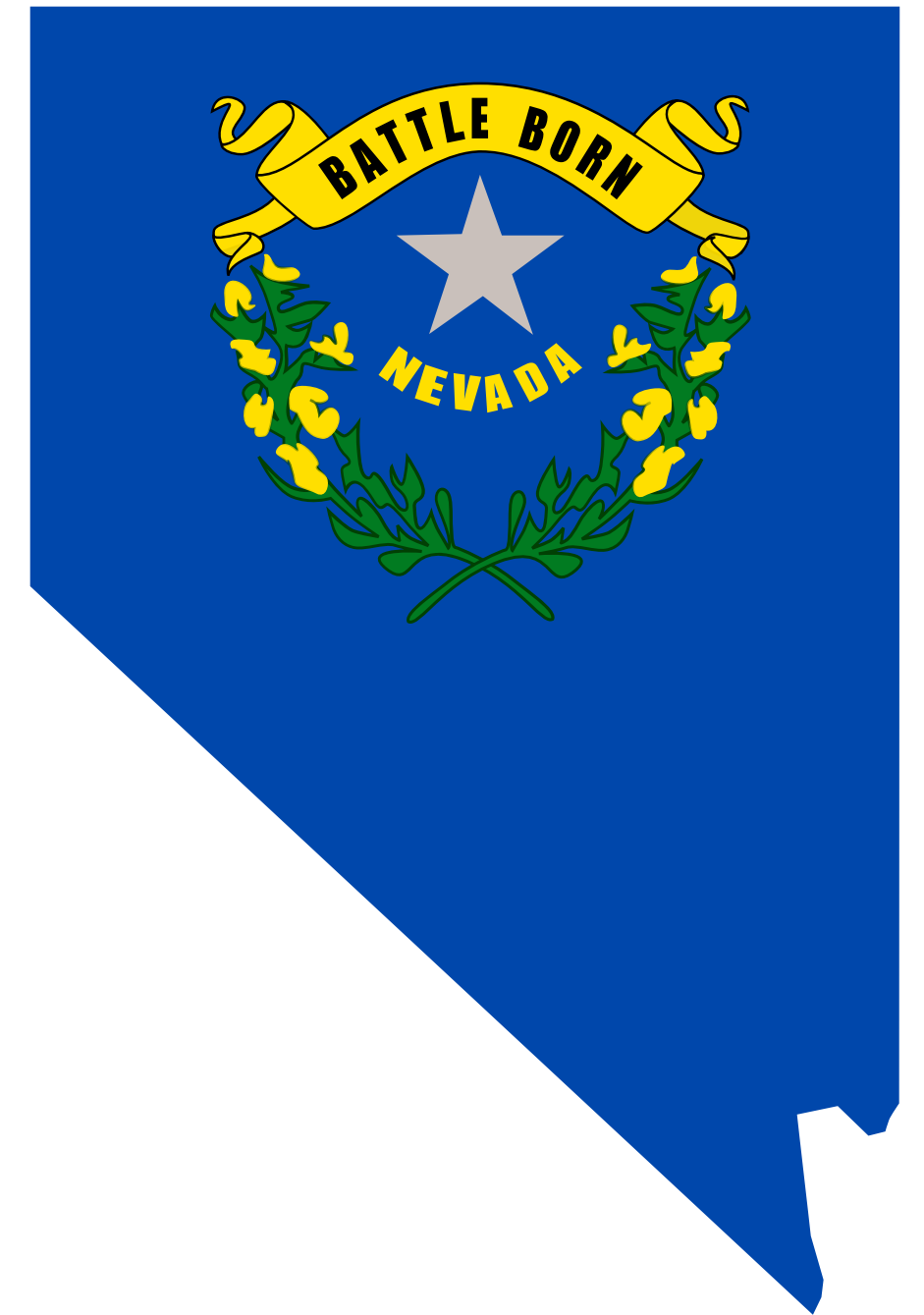


NEVADA LATINE VALUES

MAKE THE ROAD NEVADA

RESEARCH BRIEFING

JUNE 11, 2026



Methodology & Approach

Nevada Statewide Survey of Registered Latinos

UNIVERSE

Registered Latino Voters in Nevada (18+)

SAMPLE STATISTICS

Sample Size: **N=692**

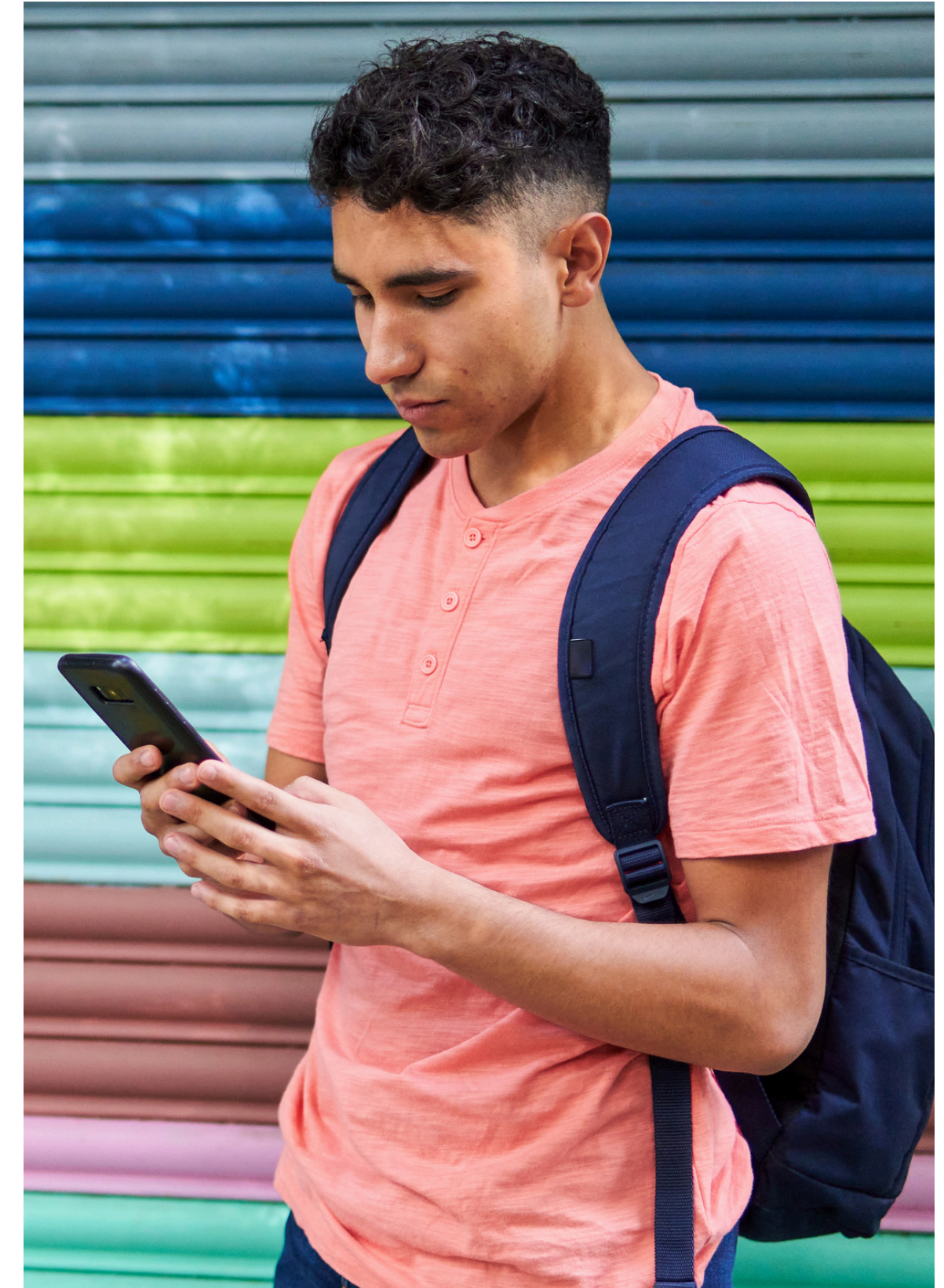
- 53.2% Male, 44.1% Female
- Education: 39.6% have high school or less
- 56.6% work full time

METHODOLOGY OF STATEWIDE POLLING

Statewide polling was conducted from March - April 2026 via email distribution and phone banking. There was a Latino screener used to ensure accuracy. The survey was accessible in English and Spanish and results are reflective of the registered Latino voter population in Nevada. The margin of error is $\pm 4.0\%$

METHODOLOGY OF CLUSTER ANALYSIS

Utilizing the results from the statewide survey, our cluster analysis grouped respondents based on their **perceptions of Latino community vote power** as well as whether or not they feel like **guests in this country**.



Focus Group Statistics

Nevada Latinos Survey Focus Group Follow-Up

PARTICIPANT STATISTICS

n=11, all were respondents to the Latine Values survey

SAMPLE STATISTICS

- 72.7% Male
- 27.3% Female
- 45.5% 1st gen American
- 54.5% 2nd gen American

METHODOLOGY OF FOCUS GROUPS

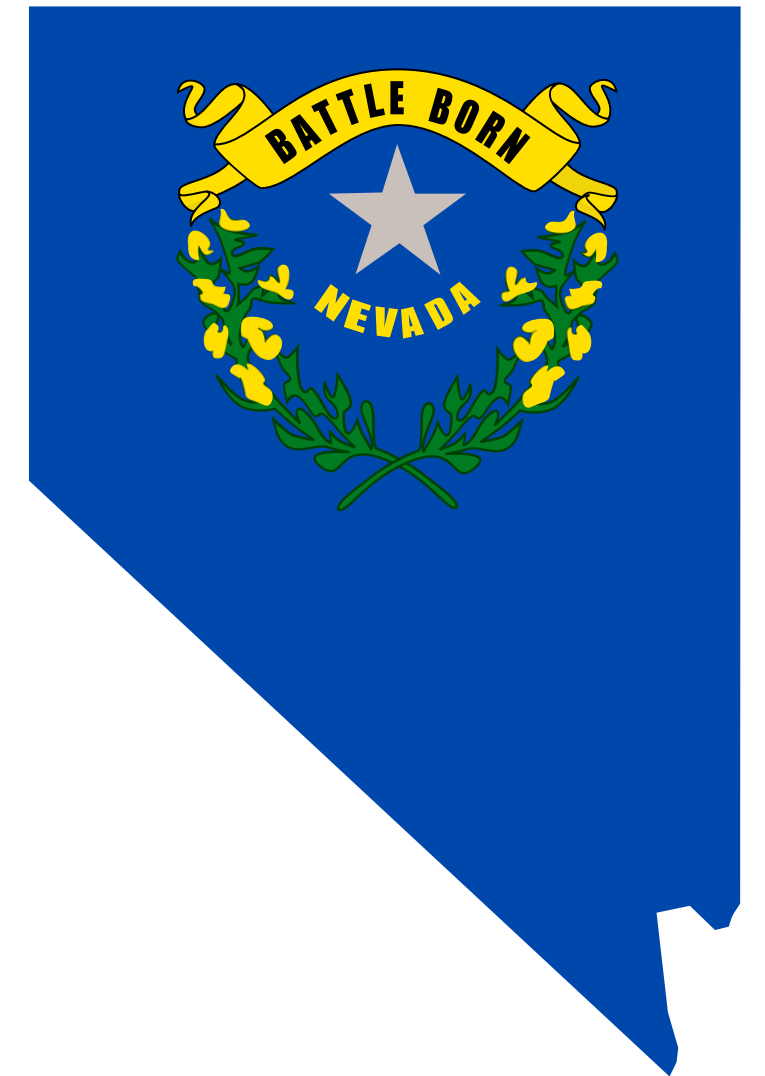
Focus group participants were asked a variety of questions that expanded on key topics from the original survey instrument. Conversations were allowed to flow naturally and all clips featured in the presentation are verbatim from each participant.

Focus group sessions were held for 1 hour during the week and participants were compensated for their time via e-gift cards. Each participant consented to being recorded and agreed to a code of conduct established at the beginning of of each session.



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COST OF LIVING

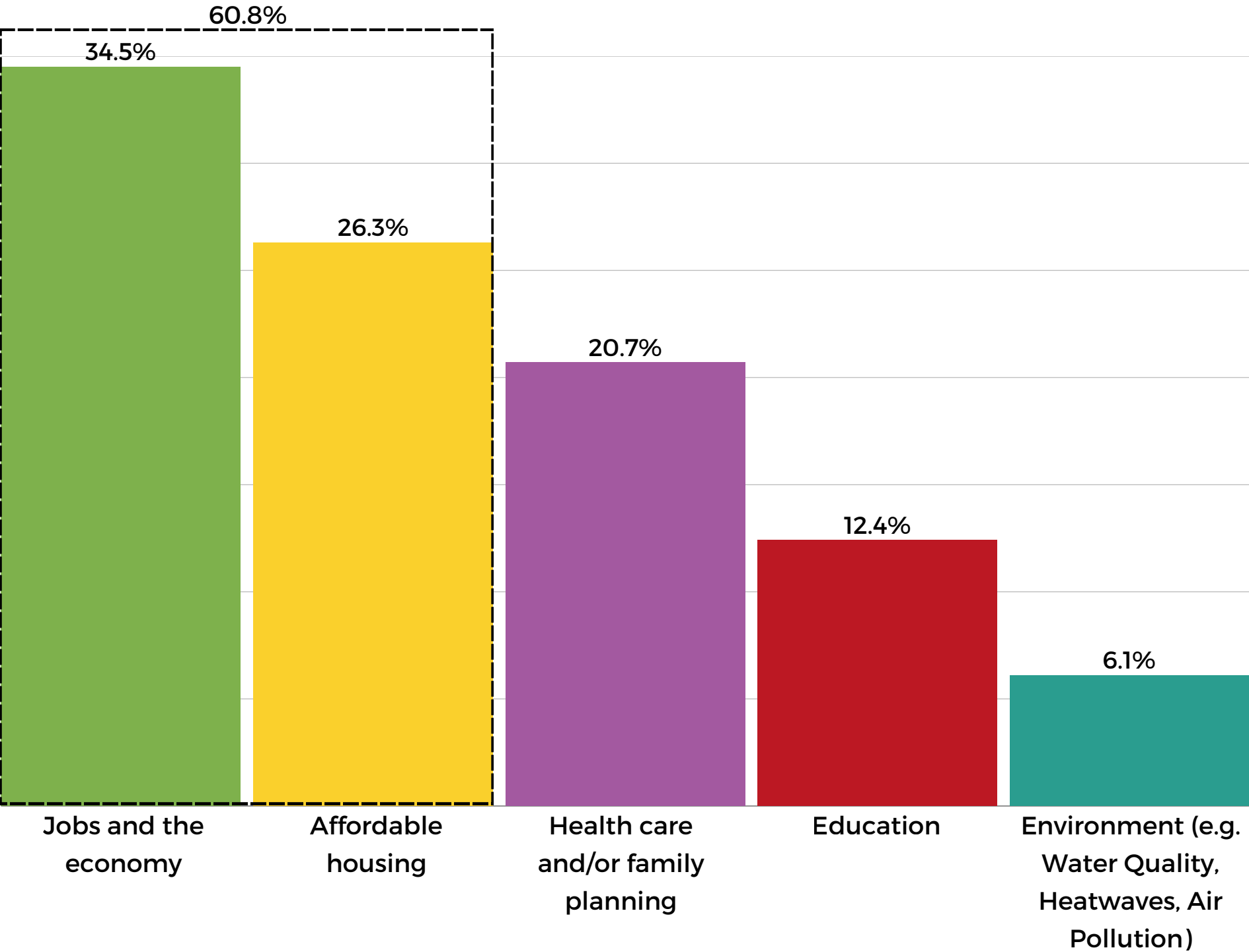


Cost of Living

Q4. Please select the topic that is most important to you right now.

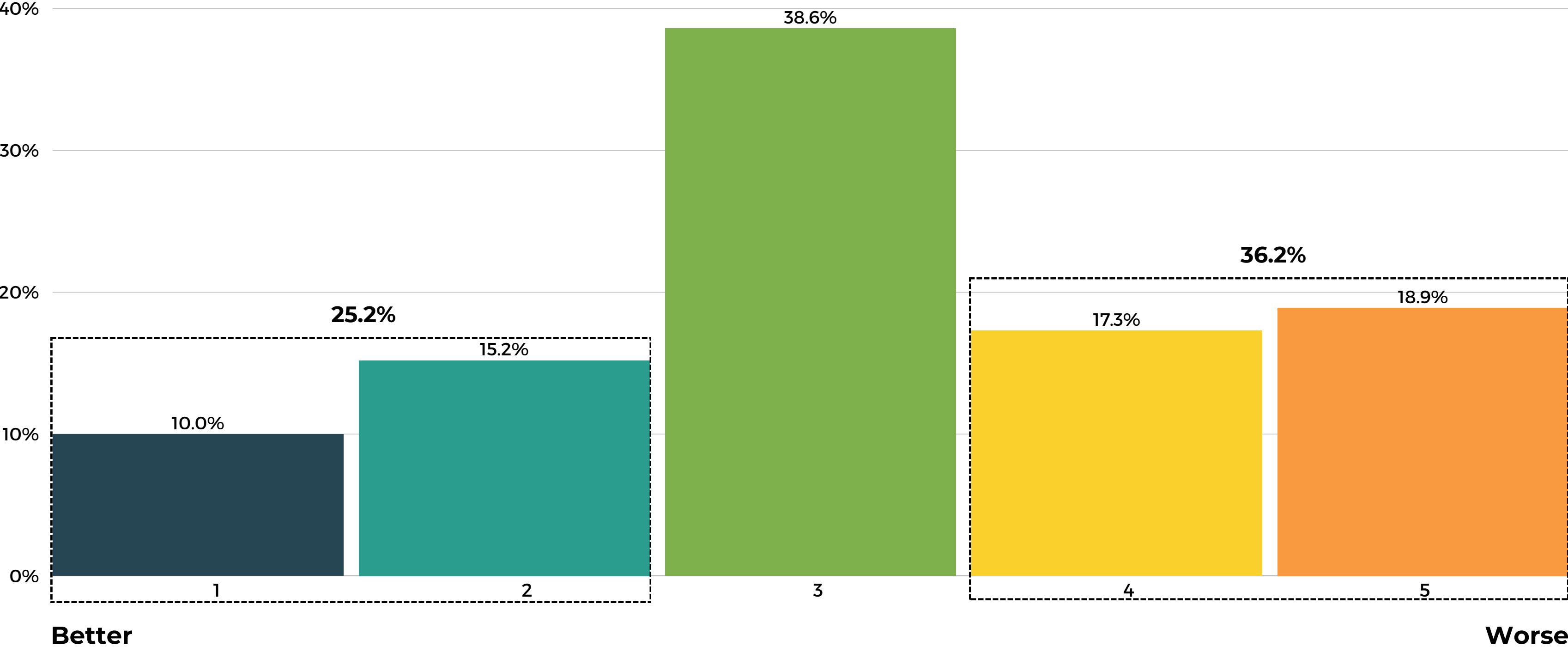
Jobs/Economy and Housing

- As seen in the survey, focus group participants were most concerned with the rising cost of living, including:
 - Increasing rent and housing costs
 - Job availability
 - Struggling to afford the basic necessities
 - Financial situation had either remained neutral or declined in quality



Most Nevada Latinos say their financial situation has not changed in the past year

Q7. Using the scale below, where 1 is Much Better and 5 is Much Worse, please indicate your current financial situation compared to 1 year ago.



Nevadans are living paycheck to paycheck

Observations on Affordable Housing

- Rents have drastically increased in the last few years
- Costs for the same type of unit/area have increased to an unaffordable price

“ I was paying \$900 for a three-bedroom, two and a half bathroom condo, and now it's like three grand. ”

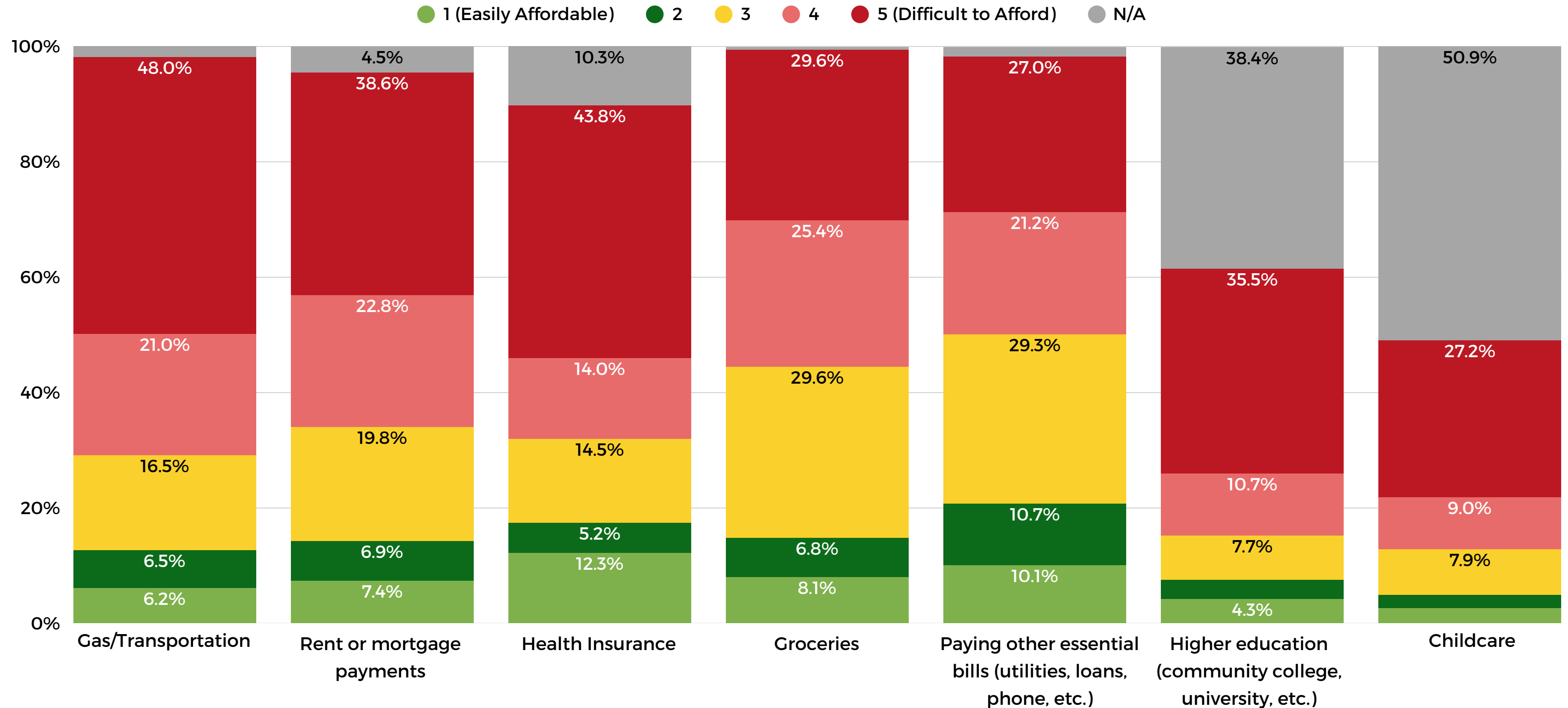


Male, 38, Las Vegas

Faithless

Respondents are having the most difficulty affording Gas or Transportation

Q9. We understand that it is sometimes difficult to afford all the necessities of life. Using a scale from 1 to 5, where 1 is easily affordable and 5 is difficult to afford, how affordable are each of the following?

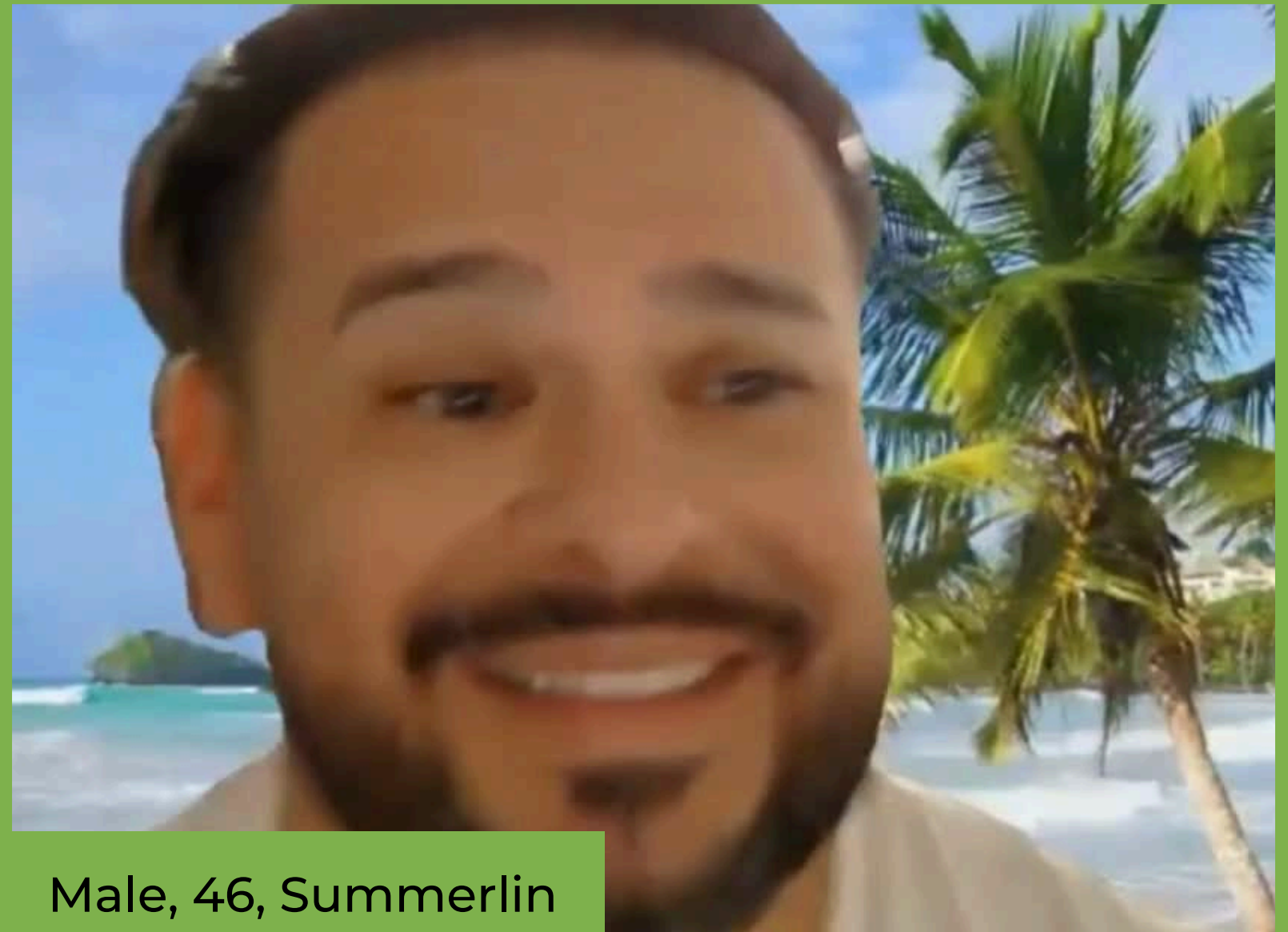


Wages are not keeping up with the cost of living in Nevada

Observations of Wages and Cost of Living

- Despite notable pay increases, wages are not keeping up with the rising cost of living
- Inflation and gas prices are making it difficult to save money

“... so I would say, a year ago I actually had a lot more in savings and felt like, comfortable.. not so much trying to stretch every dollar...”



Male, 46, Summerlin

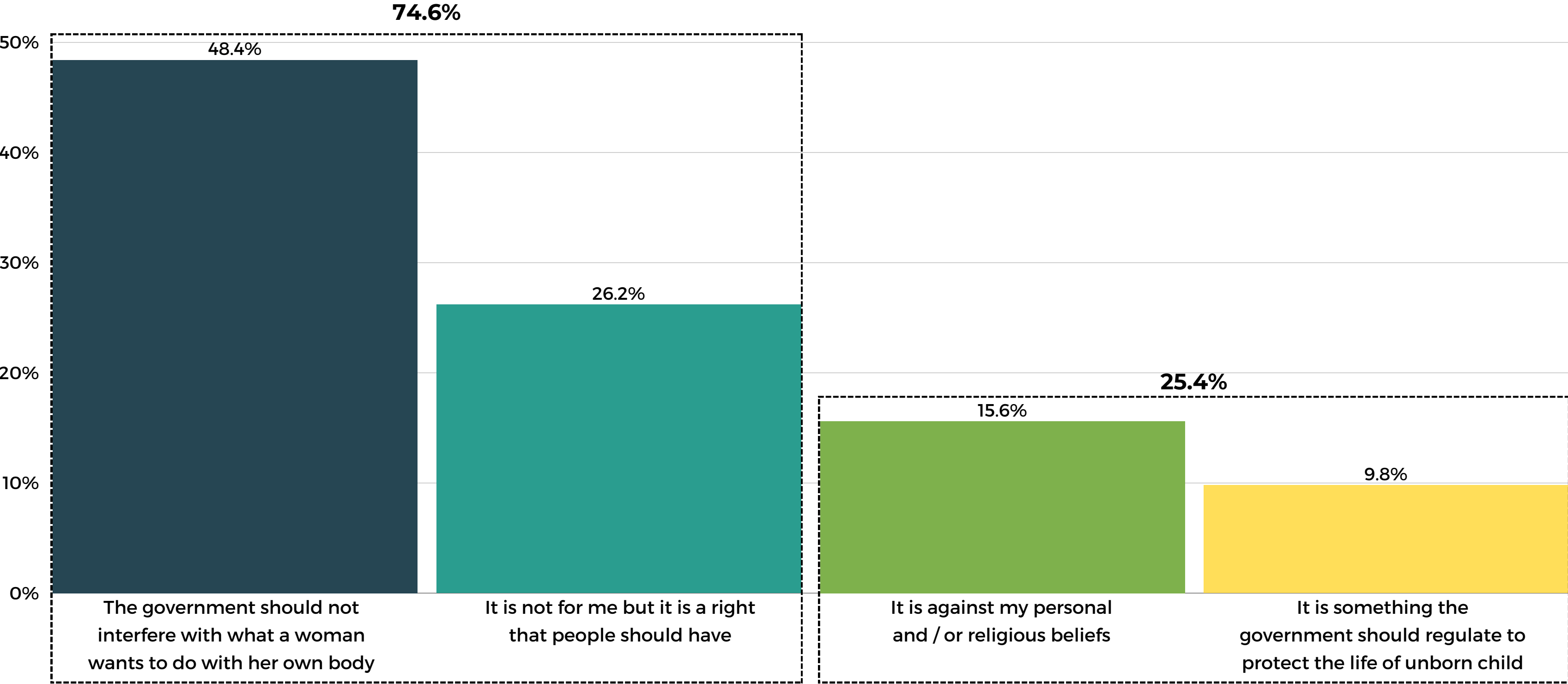
Faithless

HEALTHCARE



~75% of Nevada Latinos believe in reproductive rights

Q26. Which of the following best matches your opinion on the topic of reproductive rights and abortion?



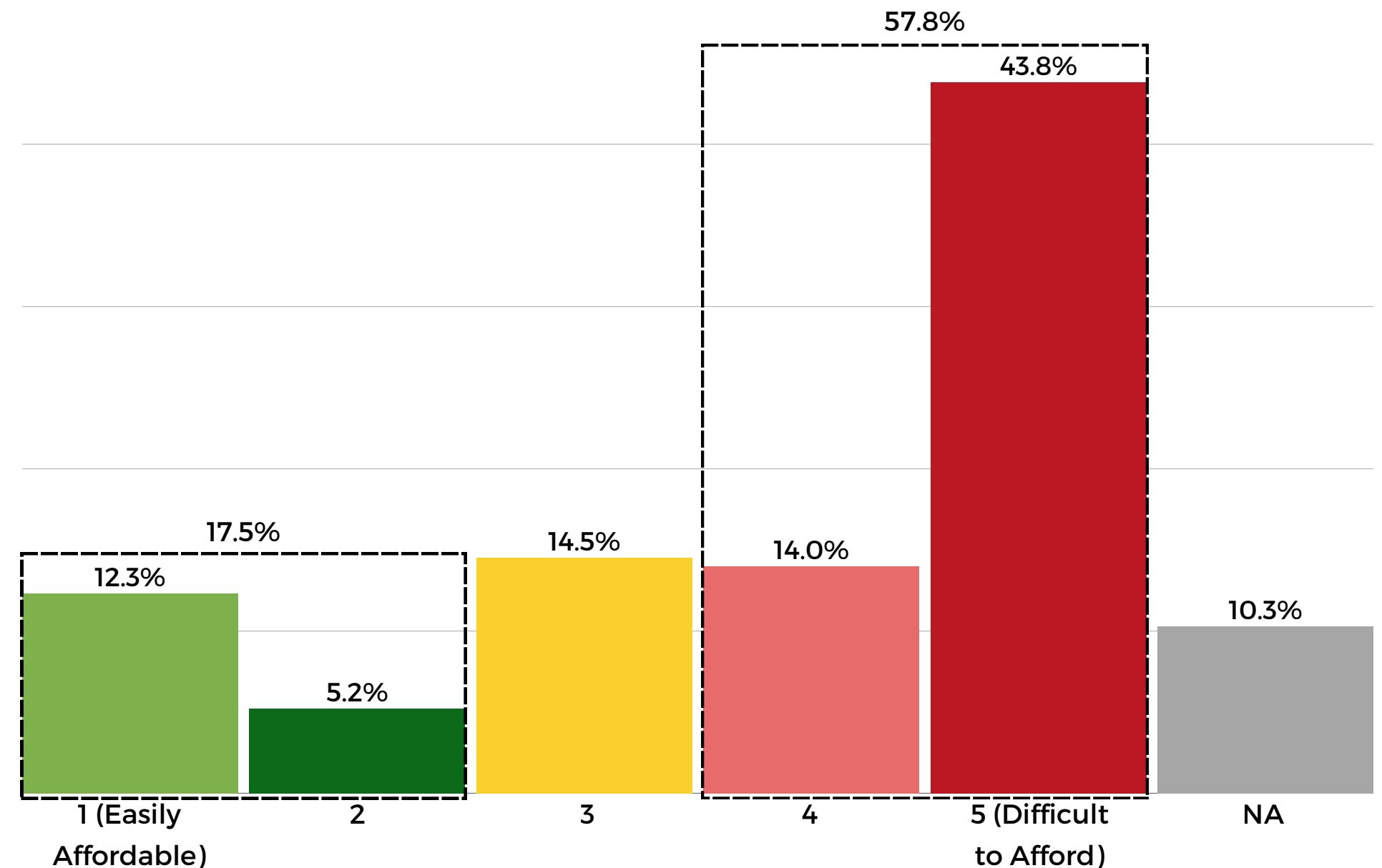
Healthcare

Healthcare

- In the survey, 57.8% of respondents found it difficult to afford health insurance. Similarly, in the focus group, participants noted that:
 - Lack of resources to aid with disabilities
 - Many believe healthcare insurance systems are designed in a predatory manner
 - Some mentioned traveling to Mexico to receive cheaper care

Q9. We understand that it is sometimes difficult to afford all the necessities of life. Using a scale from 1 to 5, where 1 is easily affordable and 5 is difficult to afford, how affordable are each of the following?

Option = Health Insurance



Despite having health insurance, care is expensive

Observations on Expensive Health Premiums

- \$300 monthly premiums
- Health specialists often don't accept tests done by main provider and run their own tests which adds additional expenses

Observations on Healthcare Cuts

- Changes in government funding have caused premiums to rise

“ ... my premiums were low, my co-pays were low. Well, I switched healthcare providers... and now the co-pays are extremely high. ”



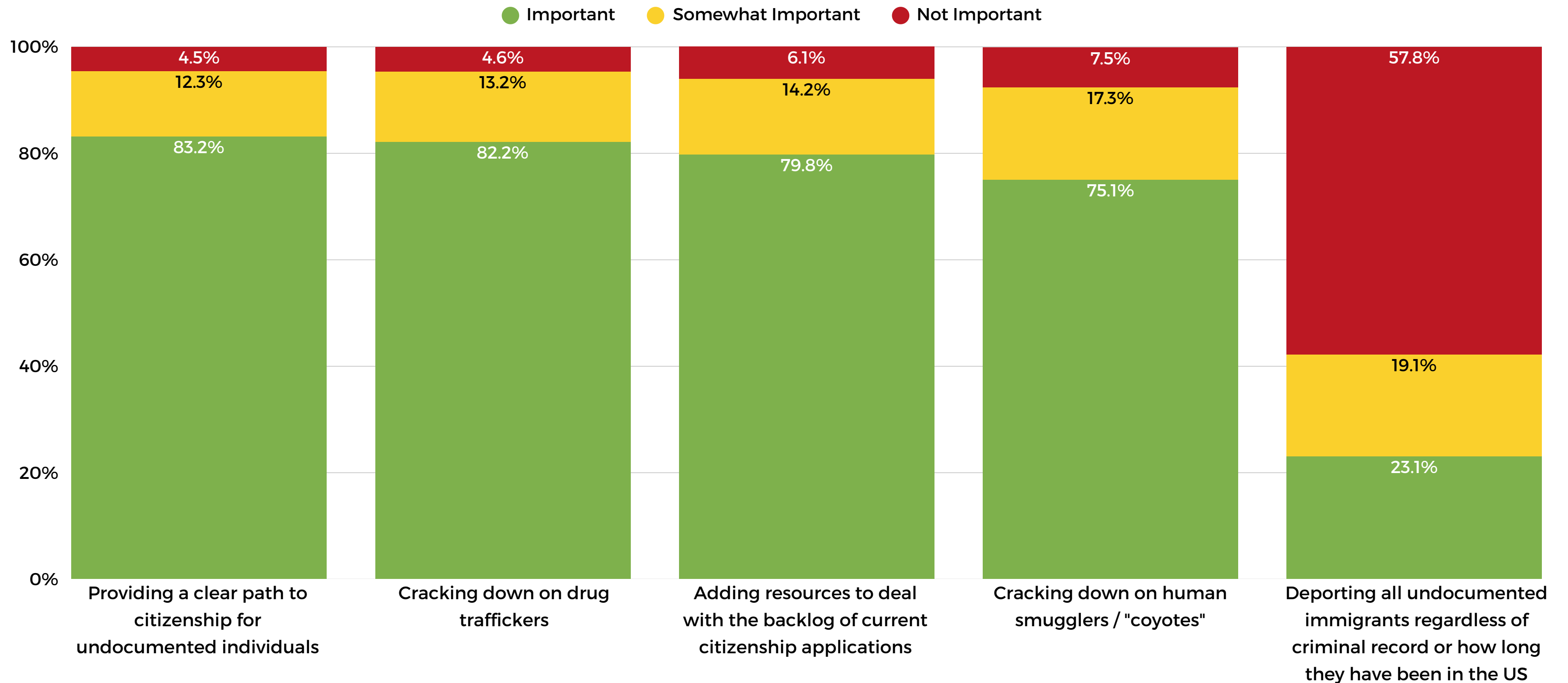
Male, 70, Las Vegas

IMMIGRATION, ICE & RACIAL PROFILING



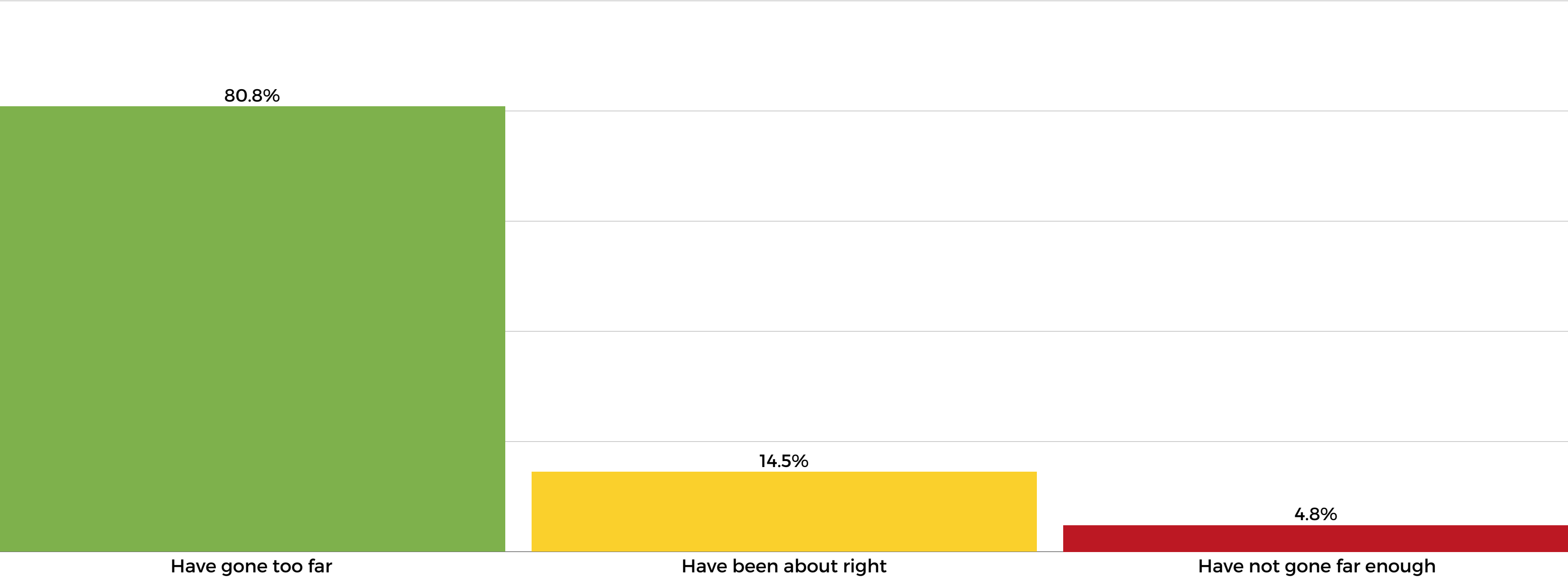
Nevada Latinos find providing a clear pathway to citizenship and cracking down on drug traffickers as the most important immigration issues

Q12. Thinking about the US immigration system and immigration enforcement, please describe how important the following issues are to you.



Overall, the majority of Nevada Latinos believe ICE has gone too far

Q13. Thinking about the past 6 months, how would you describe the actions of ICE in enforcing immigration laws? Do you think they...

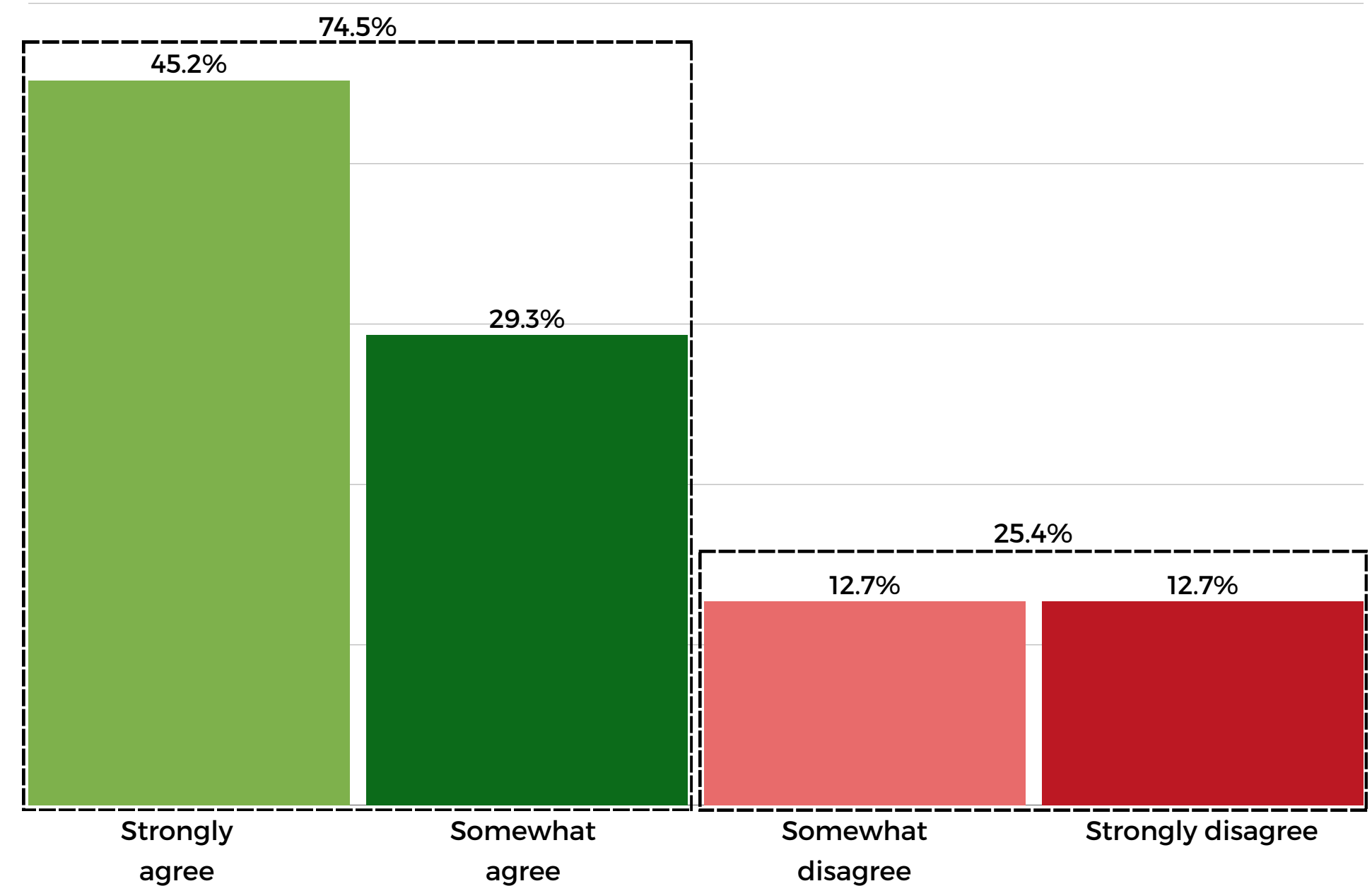


Racial Profiling

Racial Profiling

- Roughly half of participants have either witnessed or experienced some form of microaggression or racial profiling through themselves or a loved one(s)
 - Some believe they benefit due to being “white passing”
 - Everyone unanimously agrees that with the deployment of ICE, racial profiling has **worsened**

Q14. Do you agree or disagree with the following statement? "Racial profiling is an issue of concern in Nevada."

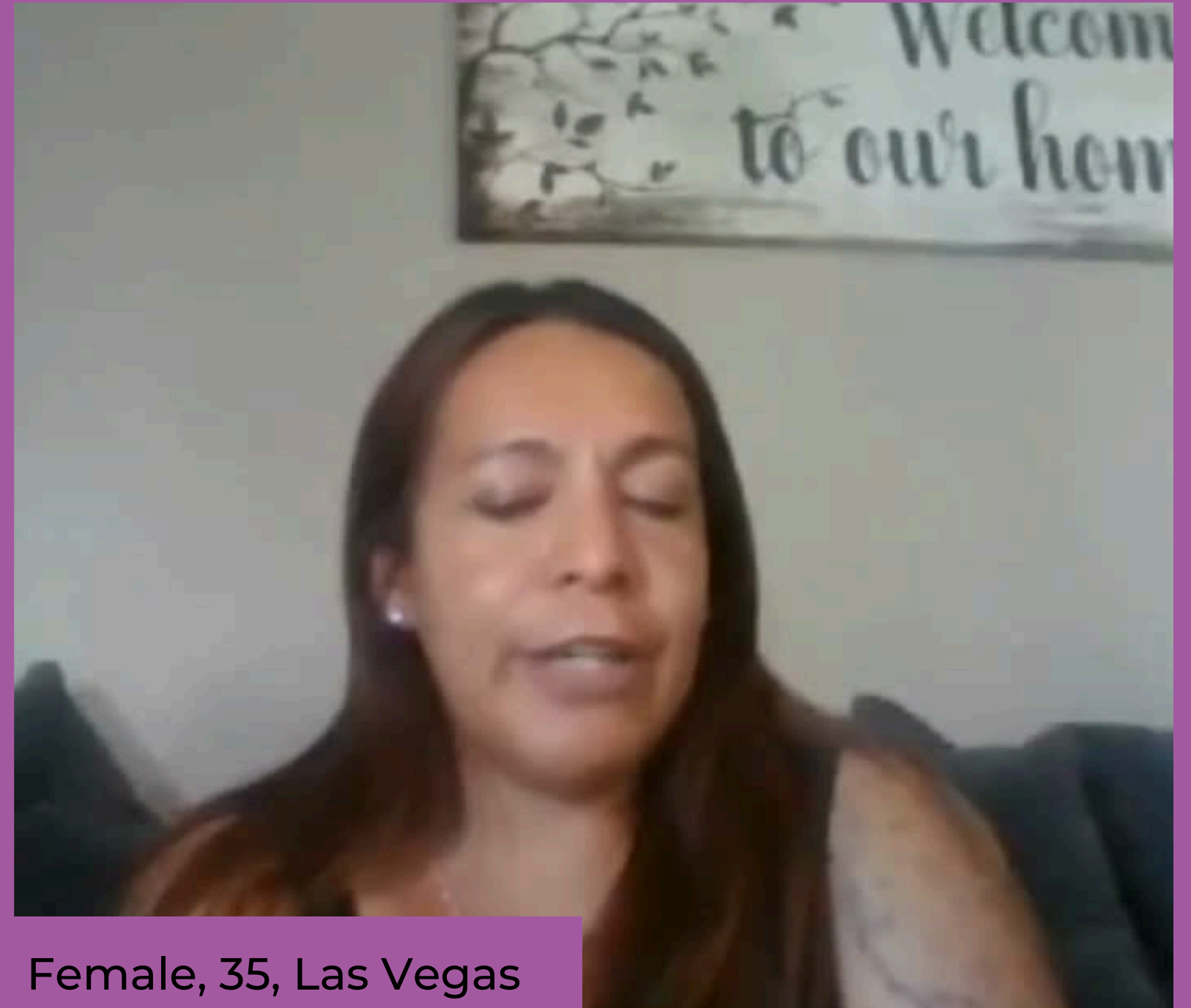


Latinos do not feel like they are accepted in their communities

Observations on Community Belonging

- Don't feel like a part of the community
- Interpretations of racial profiling differed between male and female respondents
 - Female respondents noted experiencing microaggressions:
 - Followed around in stores
 - “Weird” looks in public

“...people see me as one of them,
but at the same time they don't...”



Female, 35, Las Vegas

Resistance Fighter

Latinos in Nevada experience racial profiling from community members and law enforcement

Observations on Racial Profiling

- Racial profiling is an issue among community members and law enforcement
- Male respondents noted more explicit confrontations
 - Being stopped by law enforcement/ICE
 - Having neighbors call police on them

“ I’ve been racially profiled before plenty of times... in the wrong neighborhood, in the wrong area, you don’t belong here, what are you doing here? ”



Male, 38, Las Vegas

Faithless

**LATINO
COMMUNITY**

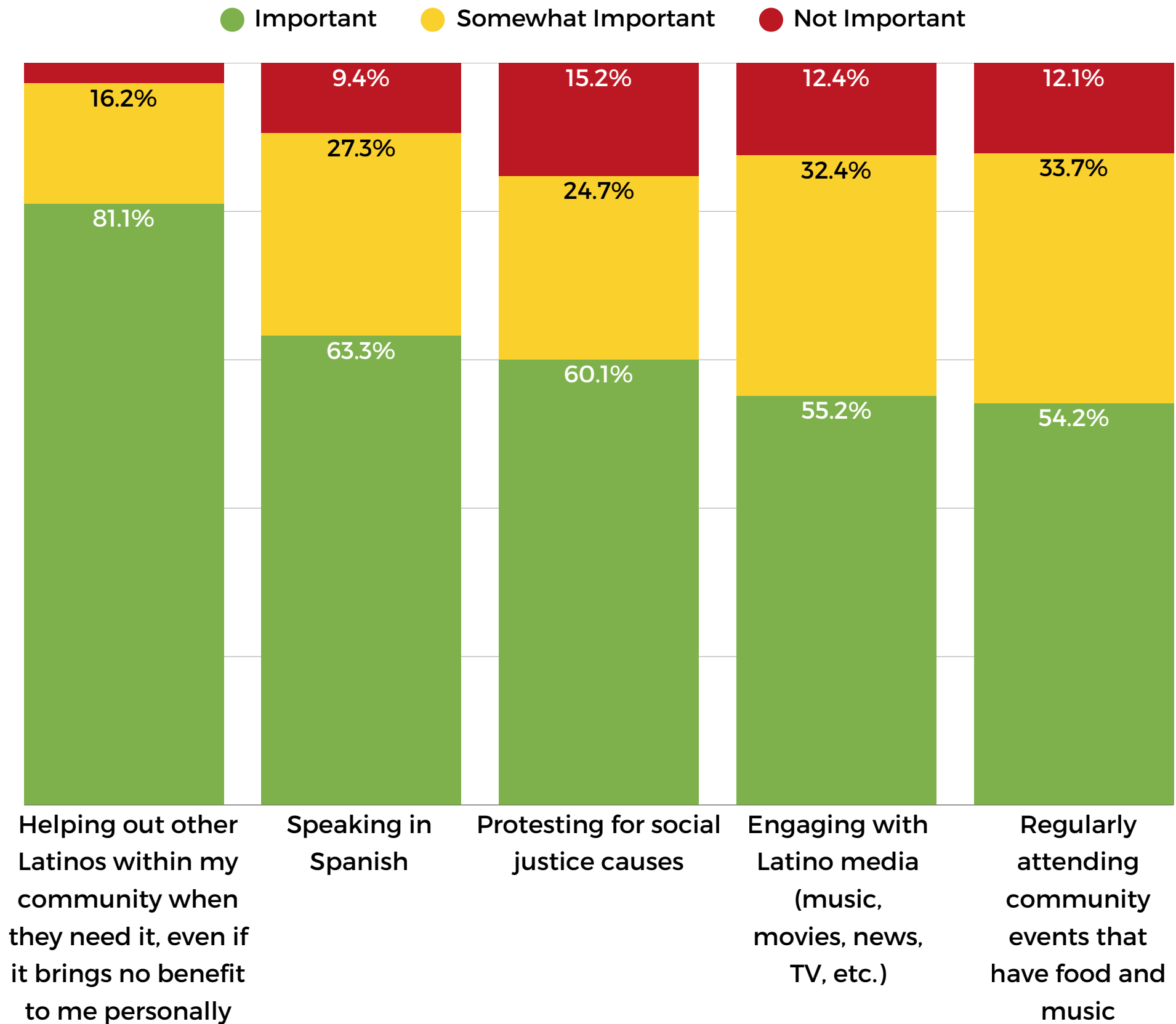


Latino Community

Observations on the Latino Community

- Being Latino in Nevada to many meant a culture shock of isolation or ostracization from others
- Community is brought together by food, social/community events, and direct communication
- Community is torn apart by generational differences, religious differences, and “othering” of Latinos from different cultural backgrounds or immigration statuses

Q17. In your opinion, which of the following make the Latino community more unified?

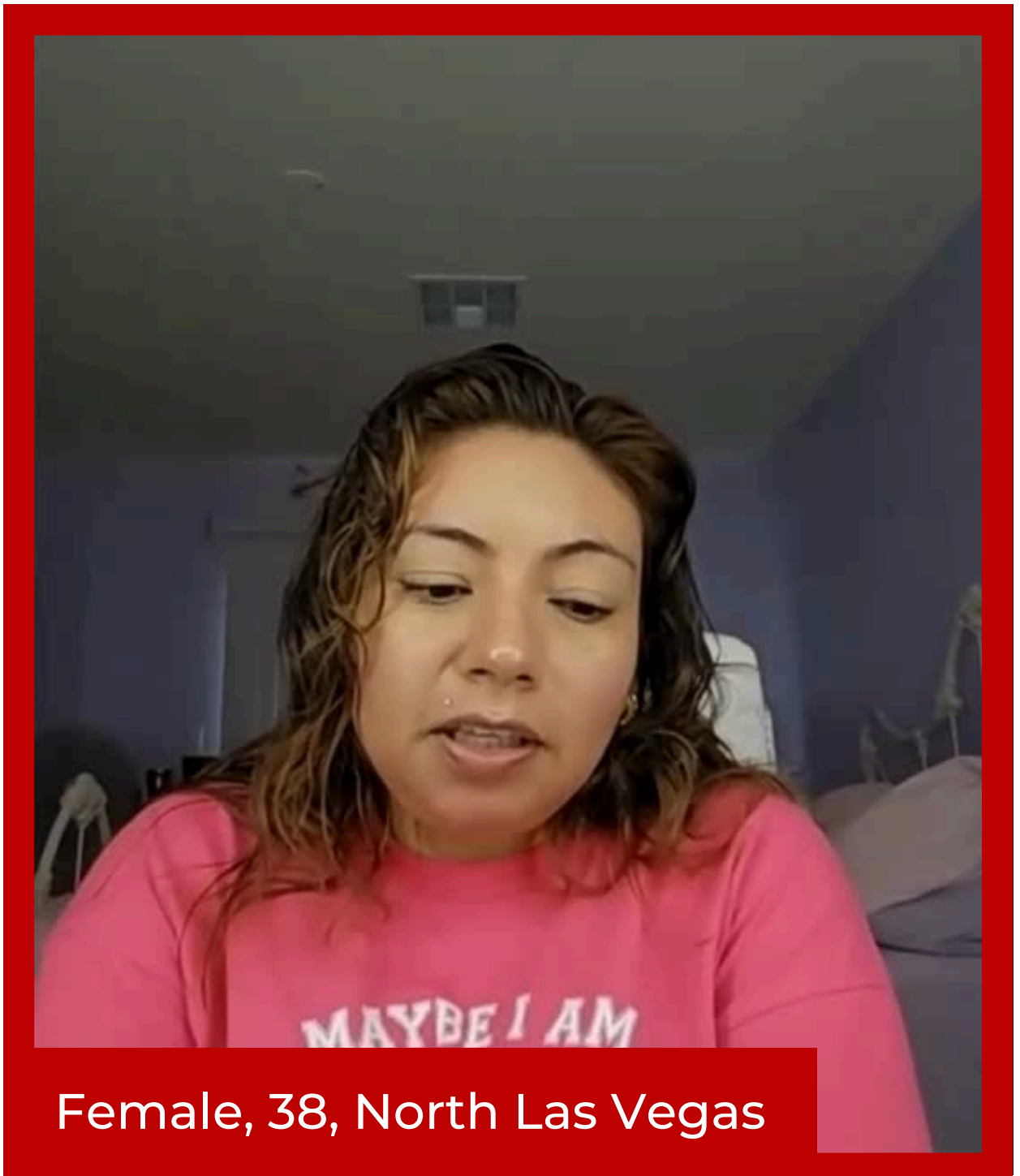


Food bring Latinos together despite dealing with issues differently

Observations on Uniting the Latino Community

- Food was the most frequent response when asking what brings the Latino community together
- Food bridges generations
 - Different lived experiences across generations of Latinos.
 - Older Latino generations grew up having to “suck it up” when it came to dealing with issues, while younger generations prefer to understand and talk problems out.

“ The same struggles bring us together, and we can’t deny that **food** also brings us together as Latinos. ”



Female, 38, North Las Vegas

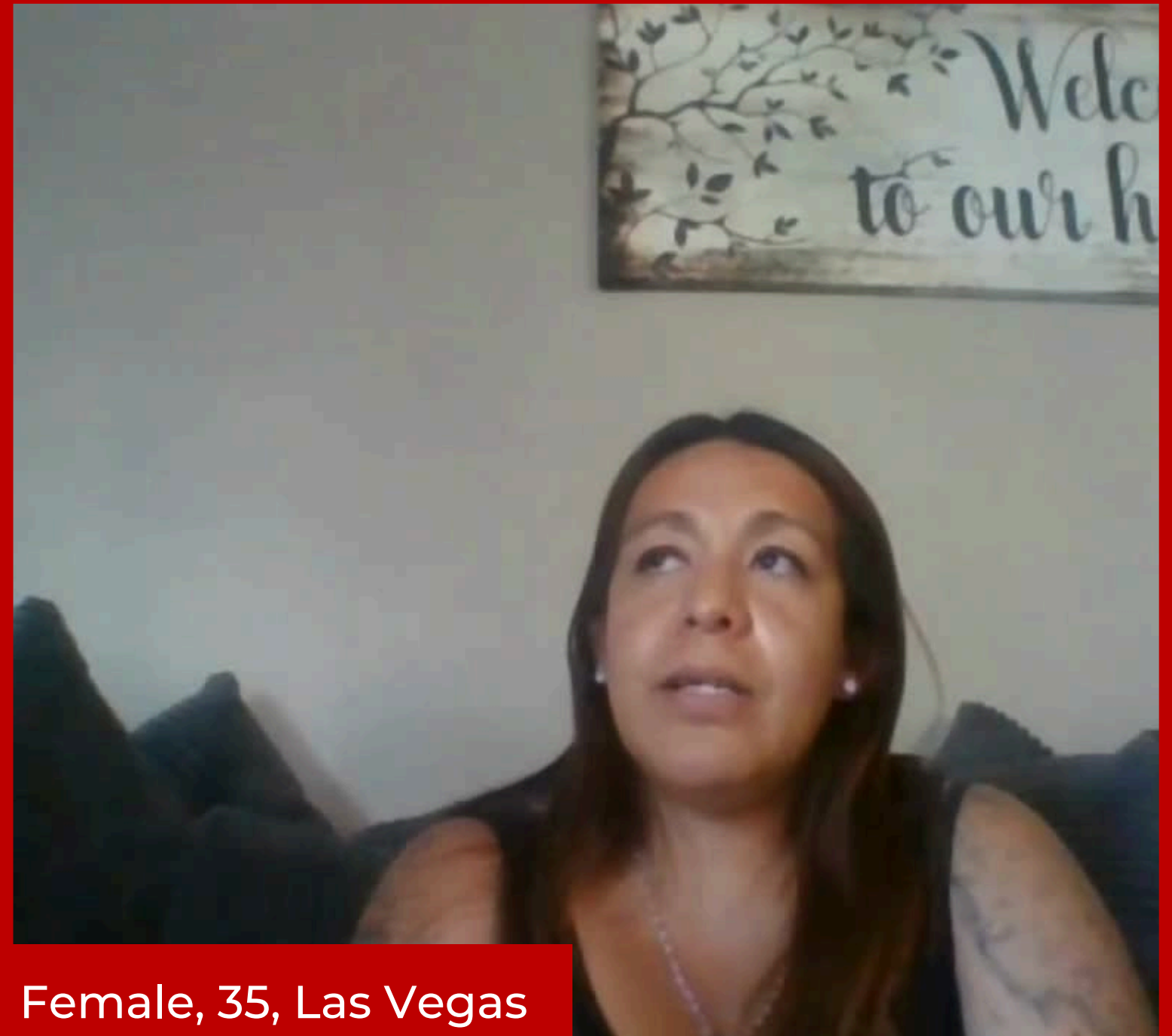
Resistance Fighter

Communities in Nevada are not designed for connection

Observations on What Divides the Latino Community

- Key things mentioned:
 - Intragroup *othering* by migration status
 - Conflicting “cultural differences”
 - Emphasis of tribalism across different Latino groups in the state

“ ... [what tears us apart] it’s pretty much like, you know, [cultural differences] the Salvadoreños, los Hondureños, Cubans.... se pelean mucho, pues. ”



Female, 35, Las Vegas

Resistance Fighter

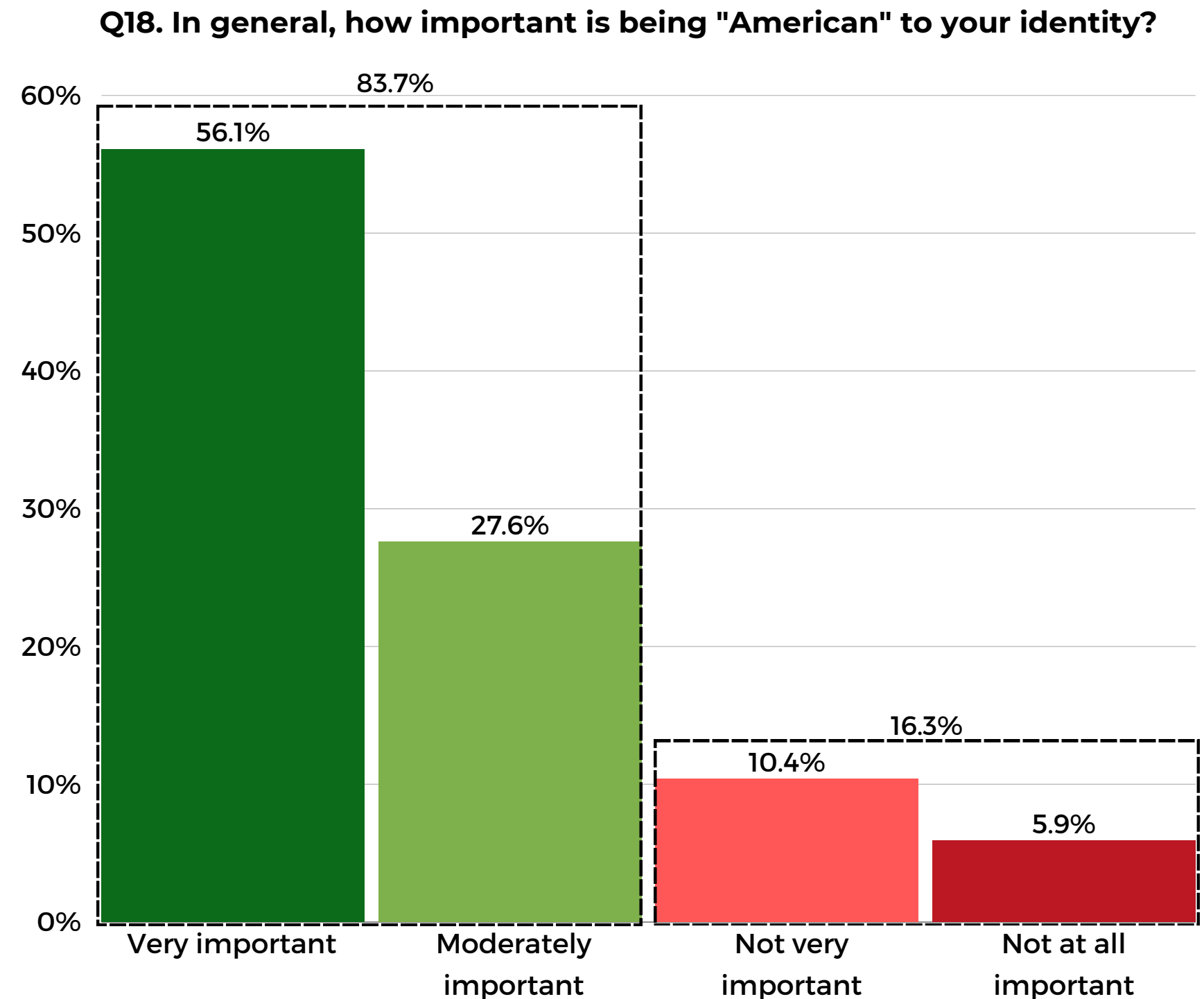
AMERICAN IDENTITY



American Identity

American Identity

- ~84% of survey respondents found their American Identity important. Focus group participants say
 - As Latino and U.S. American, many value “both” identities in their own right, but are embraced in isolation from each other
 - Some feel detached from their Latino identity



Latinos do not feel welcome as Americans

Observations on American Identity

- Feeling different/excluded due to skin color contributes to disillusionment with feeling “American”
 - Outside perceptions for Latinos with a mixed heritage contribute to a conflict in identity, even for those that have a strong sense of “American” identity
- “*Ni de aquí, ni de allá*”
 - *Do not feel accepted as a member of the community in Nevada, specifically among white neighbors*
 - *Do not feel fully accepted with relatives in Latin America*

“...no matter where you go, it seems like they look at your skin, and it sucks that you get judged for that.”



Female, 49, Henderson

Empowered

AMERICAN DREAM

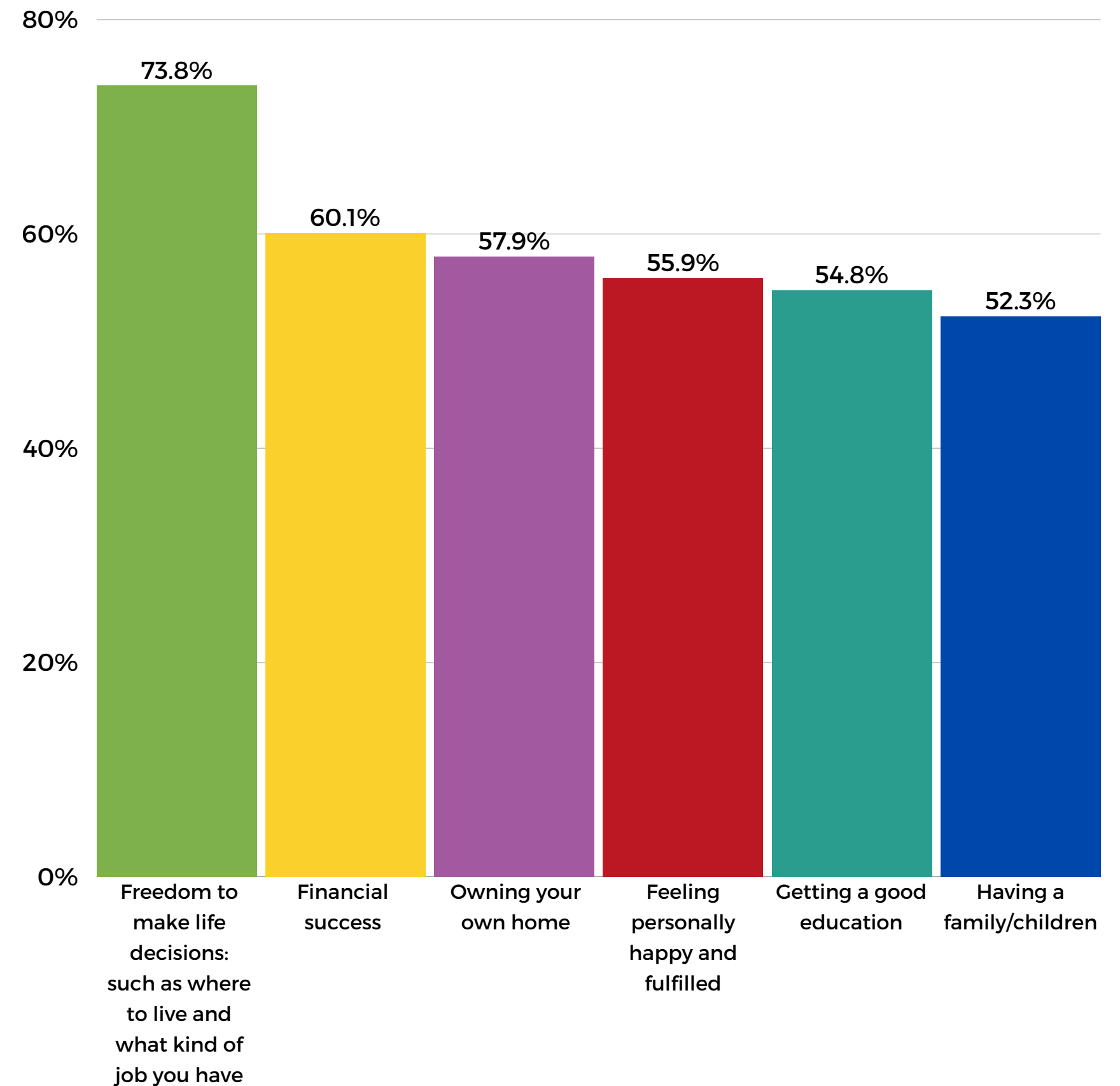


American Dream

American Dream

- Many defined the American Dream by financial success as a form of stability, for the self or for their loved ones, or as a means of living a good life
- Many feel like the American Dream today is **impossible**
- Many families immigrate for the American Dream for their children. When asked how to honor family, the response was unanimous → **Spending time with them**

Q19. What does the American Dream mean to you? (Select all that apply)

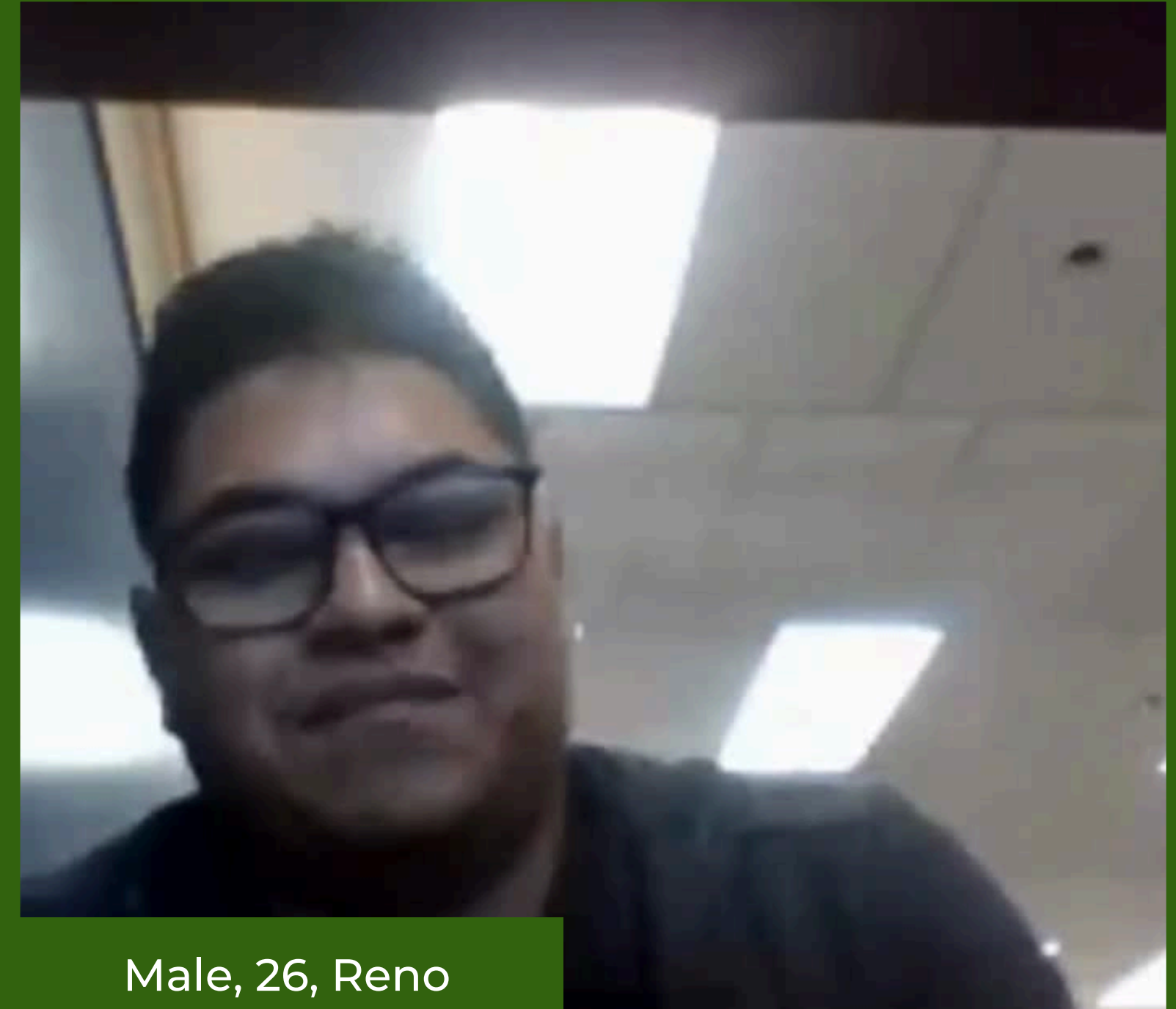


The American Dream is no longer attainable

American Dream

- Some agreed with the sentiment that the American Dream has changed
- Simply working hard is not enough to fulfill the American Dream
- Feeling of disillusionment: Latinos don't believe their hard work paid off in their later years.
- The dream to one day own a home and/or property is not possible for many Americans
- Down payments and mortgages are too expensive, forcing people to become permanent renters

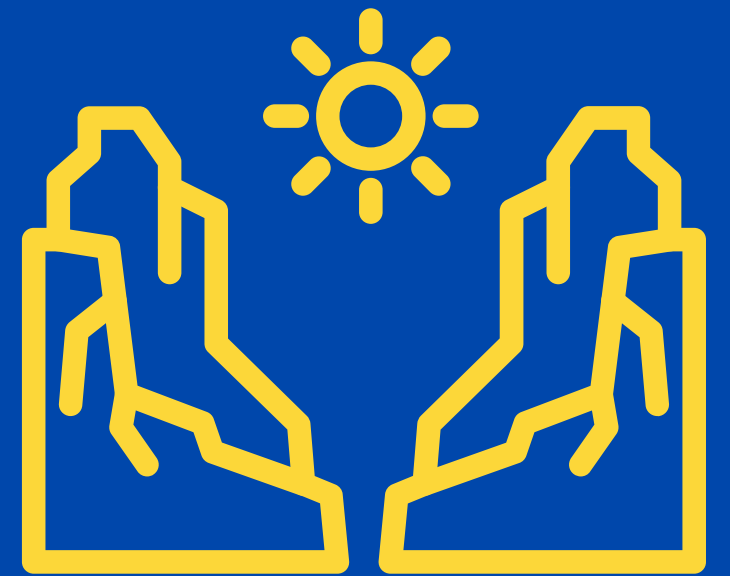
“ As of right now, for a lot of Americans, [the American Dream is] unobtainable. ”



Male, 26, Reno

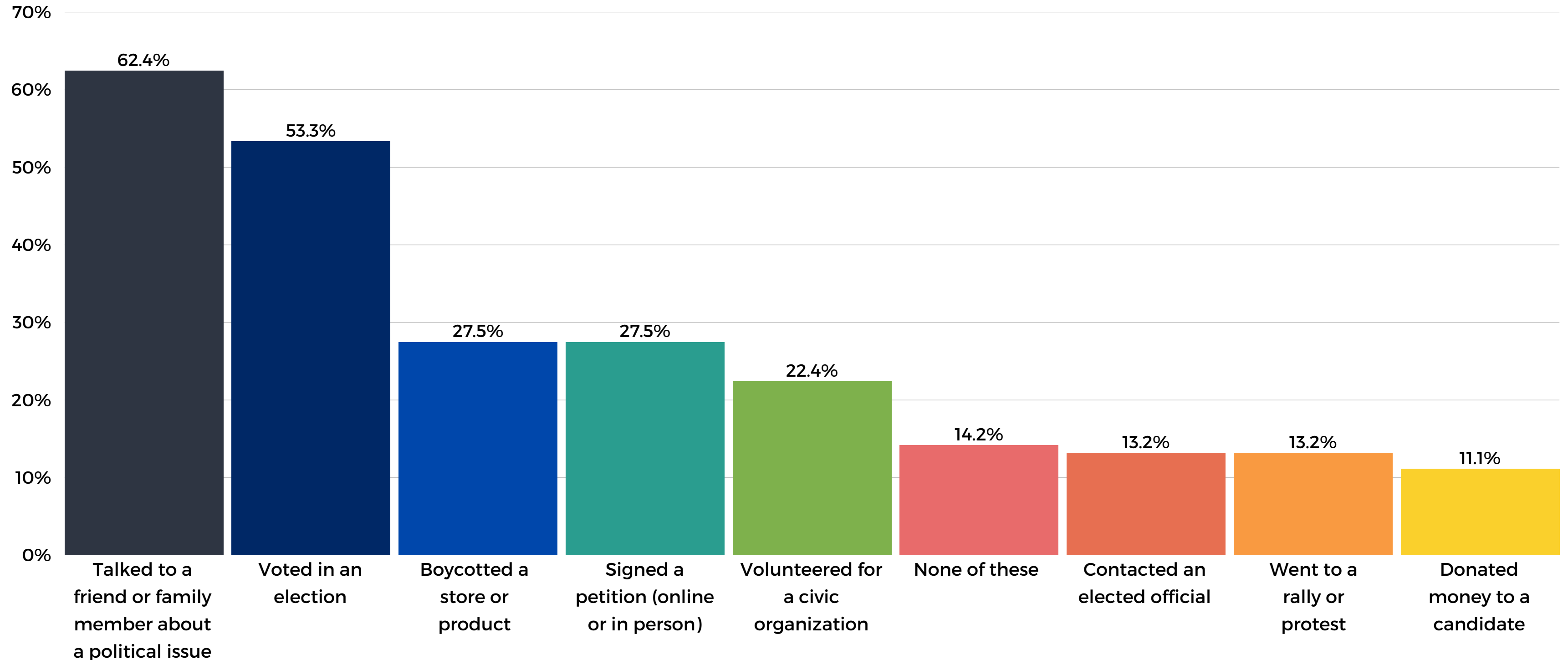
Empowered

PERSONAL VS. COMMUNITY POWER AND POLITICAL ENGAGEMENT



The majority of Nevada Latinos have spoken to family or friends about politics and voted

Q30. In the past 12 months, which of these have you done or been a part of? (Select all that apply)



NB: 58.7% of registered Latinos in Nevada voted in the 2024 General Election

Individual Vote Power

Individual Vote Power

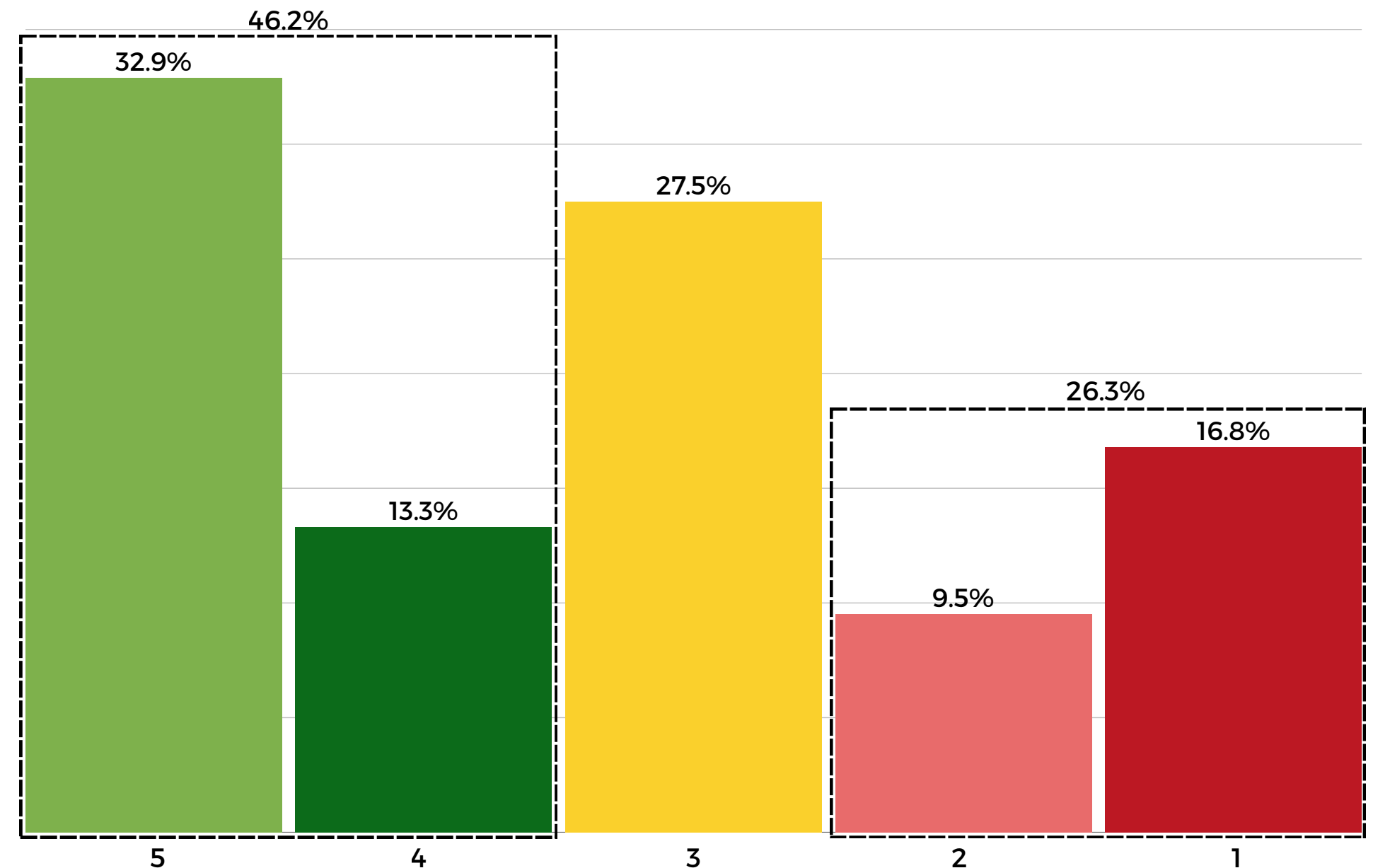
As in the survey, focus group participants have varying views on their individual vote power:

- Some say they vote in every election but don't feel that they have a voice
- Some believe that even when they vote, they can't control the outcome
- Some say that they hope their vote makes a difference

Barriers to Voting

- No time to vote
- Two party system

Q31. Using a scale from 1 to 5, with 5 being very powerful and 1 being no power at all, how much power do you feel your individual vote has to change things that matter most to you?



Low Individual Vote Power

Low Individual Vote Power

- Believe that elected officials are not representative of the electorate
- Researching candidates is good, but not necessarily enough

“ I feel like my vote doesn't really have like a voice and I wish it did. ”



Male, 26, Las Vegas

Resistance Fighter

High Individual Vote Power

High Individual Vote Power

- Local elections feel easier to influence and their vote has a stronger impact
- At the federal level vote feels drowned out by the majority, so their individual vote feels less impactful

“...on a more local level, with local government, I think it's closer to like a four...but in terms of like a federal level, I'd probably put it as like a two...”



Male, 23, Henderson

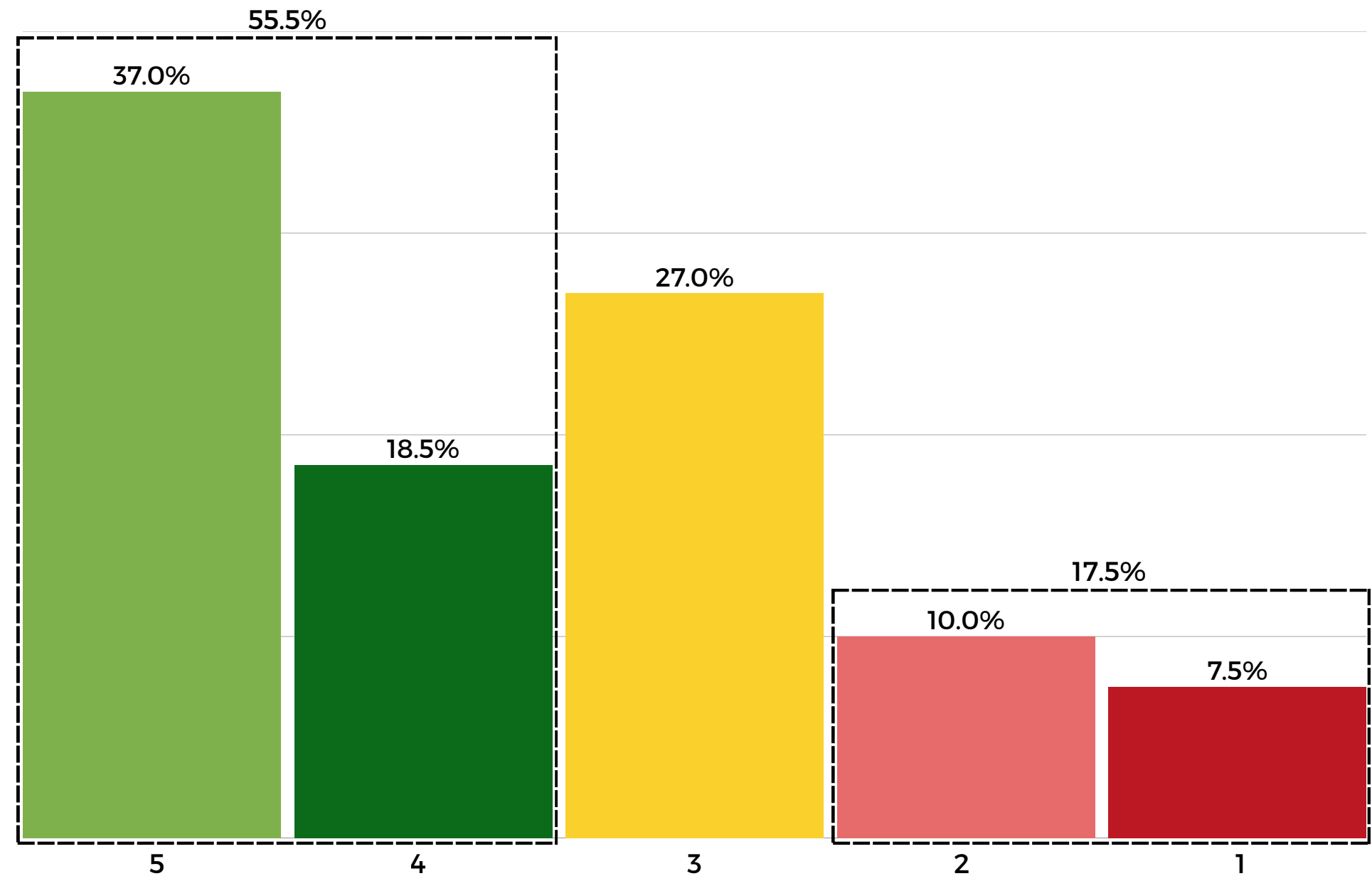
Resistance Fighter

Community Vote Power

Community Vote Power

- On community vote power, similar to the survey responses, focus group participants felt that the Latino community as a whole was strong
 - Many participants mention the need to unite and come together to gain power in numbers

Q32. Using a scale from 1 to 5, with 5 being very powerful and 1 being no power at all, how much power do you feel the Latino community in Nevada has to change things that matter most to the community?



The Latino vote has not reached its full potential

Shared Ideas between Mid and High Community Vote Power

- People feel scared to vote and make the first step to vote
- Both acknowledged there is power in the Latino community
 - But, Mid power respondents emphasized **Latinos need to come together**
 - The idea of Latinos having to 'step through the door of fear' and unite as one to enact real civic change across communities

“ Unless you're able to get everybody to collectively agree on [the] change that needs to happen, merely half of us is not enough. ”



Male, 19, Las Vegas

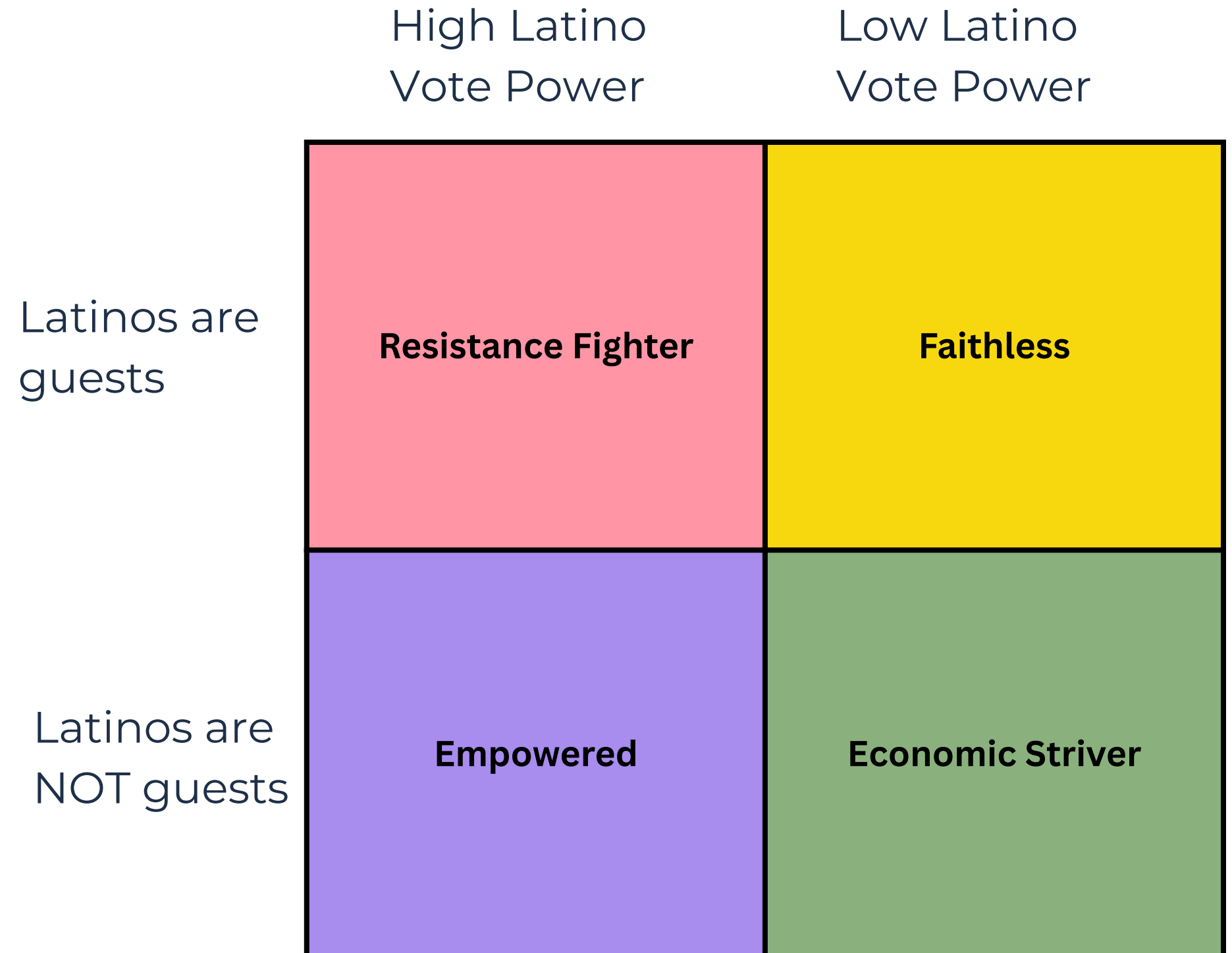
Resistance Fighter

CLUSTER ANALYSIS



HOW CLUSTERS WERE CREATED

- **Cluster analysis:** a statistical method for processing data. It works by organizing items into groups – or clusters – based on how closely associated they are (Qualtrics).
- Cycled through 24 variables with different combinations to identify the strongest cluster
 - Assessed:
 - 276 combinations for two variables
 - 294 combinations for three variables
- **Best cluster using variables:**
 - Latino Community Vote Power perception
 - If Latinos are guests in the country or not
 - **Strongly Clustered (0.788)**



IDENTIFYING CLUSTERS

Resistance Fighter



37.9%

- Largest age block: Gen Z
- Male: 51.1% (Lowest)
- Party Affiliation: Democrat
- Most likely 2nd Gen American
- American Identity Very Important: 43.9% (Lowest)
- Racial Profiling Issue: 87.0% (Highest)
- Individual vote power: High
- Community vote power: High (Tied Highest)

Organize

Faithless



30.8%

- Largest age block: Gen Z
- Male: 52.1%
- Party Affiliation: NPP
- Likely 2nd Gen American
- American Identity Very Important: 48.8%
- Racial Profiling Issue: 83.6%
- Individual vote power: Low
- Community vote power: Mid (Lowest)

Restore

Empowered



17.6%

- Largest age block: Boomers
- Male: 52.5%
- Party Affiliation: NPP
- Most likely 1st Gen American
- American Identity Very Important: 81.1% (Highest)
- Racial Profiling Issue: 59.8%
- Individual vote power: High (Highest)
- Community vote power: High (Tied Highest)

Turnout

Economic Striver



13.7%

- Largest age block: Gen X
- Male: 62.1% (Highest)
- Party Affiliation: NPP & Rep
- Split 1st & 2nd Gen American
- American Identity Very Important: 73.7%
- Racial Profiling Issue: 38.9% (Lowest)
- Individual vote power: Low (Lowest)
- Community vote power: Mid

Reconnect

CLUSTERS PERSONAS



Resistance Fighter

This cluster is more likely to be Gen Z with a high perception of voting power (individually and as a part of the Latino community). They are the most likely to believe racial profiling is an issue and to believe that protesting the government without repercussions is an important American quality. Furthermore, a large majority feel like Latinos are guests in the country. They are the least likely persona to be attached to their American identity, and they are split on whether the traditional American Dream exists or not. As a **resistance fighter**, they are making space for themselves in a place where they feel like they are not accepted.



Faithless

This group has low attachment to sociopolitical or religious institutions. They are the lowest scores for religious attendance. They also score the highest, indicating that the classic “American Dream” does not exist. They are one of the least likely to say that being American was important to them. Moreover, they have a low sense of individual voting power and a mid-sense of community power. Additionally, they are likely to believe racial profiling is an issue. This group carries the largest proportion of moderates and the strongest affiliation to NPP. This cluster has **low faith** in the system or institutions in general (political, economic, religious, and community).



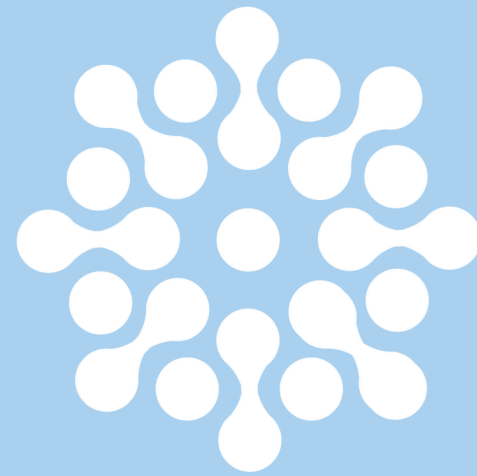
Empowered

They feel **empowered** as they feel like they belong in the US & that the Latino community is powerful. They have a high sense of individual and community power. They are also the most religious persona. Of all the clusters, this group places high importance on their American identity and believes in the traditional American Dream. They have the largest portion of first-generation Americans. When asked about racial profiling, they ranked third in believing it is an issue in NV.



Economic Striver

They believe that financial success and hard work are the best ways to honor their family. They are the most educated group and were the most concerned about jobs & the economy. However, their belief that individual and community vote power is the second lowest. Nonetheless, they believe that Latinos belong in this country and are not guests in the United States. Moreover, they have the second-highest attachment to their American identity, and they are the least likely to believe racial profiling is an issue within the Latino community in NV. They are also the least likely to believe that protesting the government without repercussions is an important American quality. This group carries the largest proportion of conservatives and is more likely to be affiliated with No Party Preference or the Republican Party. This cluster focuses on individual achievement and success with low community attachment. Their goals encompass that of an **economic striver**.



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