

Poll: Nev. Latino voters care about immigration, economy

By Megan Messerly, Las Vegas Sun

Latino voters are one of the fastest growing voting blocs in Nevada – 15 percent of the electorate in the state, up from 5 percent in 1994. Presidential candidates swooping into the state on both sides of the aisle have made plays for the Latino vote – hiring staff to specifically focus on the community, offering bilingual phone banks and playing up issues important to Latino voters.

Although Latino voters care a great deal about immigration policy, a recent study from the National Council of La Raza found that the economy was almost equally important for them heading into the 2016 election, said the organization's deputy vice president Clarissa Martínez-de-Castro.

The poll, conducted for NCLR by Latino Decisions, surveyed Latino voters in early- to mid-November, zeroing in on voters' thoughts. The survey looked at responses from about 1,200 registered Latino voters across the country and took an extended look at voters here in Nevada. (The poll was conducted from Nov. 4-14 and has a margin of error of 6.2 percent, meaning that 19 times out of 20, the survey would return results within 6.2 percentage points of those that were observed.)

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