

EMBARGOED UNTIL THURSDAY MAY 2, 2024, 6:00AM PST

NEW POLL: Arizona, California, and Nevada Latino Voters Cite Economic Issues as Chief Concerns Ahead of 2024 General Election

Approximately 10 million Latinos are eligible to vote in these three states, making up nearly 3 in 10 Latino voters in the nation.

SAN FRANCISCO -- The Latino Community Foundation (LCF), in partnership with BSP Research, announced the results of its tristate poll of Latino voters in California and in the battleground states of Arizona and Nevada.

Significant findings of the poll include:

- A clear majority of Latinos indicate that they plan to vote in the November 2024 general election. However, Latinos do not feel well informed about both major candidates' policy agendas.
- When asked about the top issues facing the county, Latino voters overwhelmingly cite cost of living, and jobs and the economy, followed by concerns over housing costs. However, a majority of Latinos do not place blame on President Biden for costs, and instead point to other factors for inflation and high costs including corporate greed and the global pandemic.
- Latino voters state they are more likely to vote for a candidate who holds a pro-choice position and would advocate for making sure abortion access was available nationwide. (Arizona 74%, Nevada 82%, California 77%).
- When asked about their presidential candidate choice for 2024, President Biden holds a strong lead over Trump across all three states. Biden maintains a +20 advantage in Arizona (53-33), Biden is +15 in Nevada (50-35), and is +22 in California (56-34).

“Latino voters will be critical to determining who wins the presidential race in Arizona and Nevada, two battleground states, and they may well determine who wins control of the U.S. House of Representatives given their heavy presence in several battleground Congressional districts in California,” said Julián Castro, CEO of the Latino Community Foundation. “Speaking to the concerns of Latinos must be a top priority for candidates up and down the ballot this fall.”

"Latino voters in these battleground states and congressional districts will be a decisive part of the electorate. This poll finds clear evidence that increasing messaging about candidate contrasts is pivotal to their decision-making process," said Dr. Matt Barreto, President of BSP Research, lead pollster on Latino Community Foundation California Survey. "When it comes to policy issues, the poll continues to find Latino support for access to abortion rights, government action on climate change, additional measures to reduce gun violence, and holding corporations accountable for price gouging."

The Latino Community Foundation is committed to boosting voter engagement by investing in community organizations in California, Arizona and Nevada and that are informing and mobilizing Latino voters. In early April, LCF announced \$800,000 in grants to 19 nonprofit organizations doing this important work, including [Arizona Center For Empowerment](#) and [Make the Road Nevada](#).

Click to download [toplines](#) and [crosstabs](#) of the poll.

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Methodology

The Latino Community Foundation commissioned a poll of Arizona, California, and Nevada Latino Voters from BSP Research. They surveyed 1,200 Latino registered voters in Arizona, California, and Nevada (400 per state). Participants were randomly selected and contacted either by live phone, text or online between April 21-28, 2024. The survey was available in English or Spanish, according to respondent preference.

About the Latino Community Foundation

The Latino Community Foundation (LCF) is on a mission to unleash the civic and economic power of Latinos in California. LCF has the largest network of Latino philanthropists in the country and has raised \$100 million to build Latino civic and political power. It is the only statewide foundation solely focused on investing in Latino youth and families in California. In 2024, former Housing and Urban Development Secretary, Julián Castro was named LCF's new CEO. For more info, please visit: latinocf.org.

About BSP Research

BSP Research is a Latino-owned polling, research and analytics firm headquartered in Los Angeles, California, and directed by four PhD-holding political scientists.

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