

# Entravision Reveals Crucial Latino Voter Insights in Nevada and South Texas Ahead of the 2024 Elections

8/16/2024

Latino voters are highly engaged but face an information gap, according to a recent survey

SANTA MONICA, Calif.--(BUSINESS WIRE)-- As the United States approaches a pivotal election day, Entravision is taking the lead in empowering and mobilizing the Latino electorate. In collaboration with BSP Research, Entravision conducted a comprehensive survey of Latino registered voters to uncover the priorities, concerns and voting factors of Latino voters in key battleground regions, including Nevada and South Texas.

Latino voters in Nevada and South Texas are poised to make a significant impact, with an overwhelming majority planning to go to the polls on November 5th. However, the study reveals a strong demand for more information about the candidates and their platforms. The poll surveyed 800 Latino Registered Voters—400 from Nevada and 400 from South Texas which include the cities of Harlingen-Weslaco-Brownsville-McAllen, Corpus Christi, and Laredo. The margin of error for both regions is +/- 4.9%. Conducted online between July 24 and August 6, 2024, the survey was offered in both English and Spanish and followed the withdrawal of President Joe Biden from the Presidential race.

“Our findings underscore the undeniable influence of Latino voters in this election cycle,” said Michael Christenson, CEO of Entravision. “Latino voters are not just participants; they are key decision-makers whose voices will shape the future of this country. We are proud to provide critical insights that will guide campaigns in engaging, connecting and messaging to the powerful Latino community.”

**Key Findings from the Entravision-BSP Research Poll:**

## 1. Latino Voters are Engaged and Ready to Vote

- Latino voters are highly engaged, with 62% stating they are “almost certain” to vote in November and nearly 80% indicating they probably or almost certainly will vote. This strong engagement is consistent among high Spanish-language media users and those in Spanish-speaking households.

## 2. A Hunger for Information

- Despite their eagerness to participate, more than half of Latino voters feel they lack sufficient information to make informed choices for the Presidential or Senate elections. Voters are receptive to campaign messaging, with 50% reporting that an advertisement influenced their view of a candidate, and 66% seeking additional information after exposure to campaign ads.
- Notably, 28% of Latino voters rely on Spanish-language TV or radio for crucial information, with 67% watching Spanish entertainment programming on TV and 73% listening to Spanish music.

### Presidential Candidates:

## 3. Head-to-Head Matchups

- In Nevada, Harris leads Trump by 18 points (53% to 35%), and in South Texas, by 13 points (50% to 37%).
- However, only 28% of Latino voters feel “very well informed” about Harris’ policy agenda, compared to 36% for Trump.

### Senate Candidates:

## 4. Nevada: Jacky Rosen vs Sam Brown

- Incumbent Senator Jacky Rosen holds a comfortable 30-point lead over challenger Sam Brown (53% to 22%) in a head-to-head match-up, though a quarter of Latino voters remain undecided. Rosen’s favorability (45%) outpaces Brown’s (27%). Additionally, Brown has room to grow with his base, as 23% of Nevada Latino Republicans are still completely undecided.

## 5. S. Texas: Colin Allred vs Ted Cruz

- Congressman Colin Allred leads Senator Ted Cruz by 19 points among Latino voters in South Texas (48% to 29%), with significant undecideds. Nearly half (48%) of Latino voters in South Texas have yet to form an opinion about him (Allred) or have no opinion at all.

“These results reflect a profound engagement among Latino voters, who are not only eager to participate but are demanding the information they need to make informed decisions,” said Dr. Gary Segura, Co-Founder at BSP

Research. "This data is crucial for campaigns looking to connect with Latino voters, particularly through Spanish-language media, which continues to be a trusted source of information."

As the 2024 election day draws closer, the significance of the Latino vote cannot be overstated. Entravision and BSP Research are dedicated to ensuring that the voices of Latino voters are at the center of the national dialogue. Through this proprietary research and our media platforms, Entravision will continue to empower Latinos to help them make informed choices that reflect their values and aspirations.

To obtain a copy of the survey or get learn about Entravision's voter engagement initiatives, visit <https://entravision.com/political/> .

## 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.

## About Entravision Communications

Entravision (NYSE: EVC) is a media and advertising technology company. Our broadcast properties include the largest television affiliate group of the Univision and UniMás television networks and one of the largest groups of primarily Spanish-language radio stations in the United States, providing our customers with substantial access and engagement opportunities in the top U.S. Hispanic markets. Smadex, our programmatic ad purchasing platform enables customers, primarily mobile app developers, to purchase advertising electronically and manage data-driven advertising campaigns. Learn more about our offerings at [entravision.com](https://entravision.com) .

Fabiola Rangel, Senior Director, Marketing and Communications

[fabiola.rangel@entravision.com](mailto:fabiola.rangel@entravision.com)

Marcelo Gaete, EVP of Public & Government Relations

[mgaete@entravision.com](mailto:mgaete@entravision.com)

Source: Entravision