

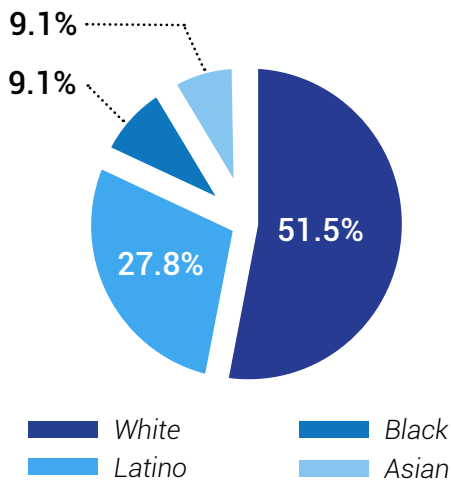
# Never Say Never, Nevada

Latino voters make a difference, especially in Nevada, which is why it hosted the conference for the National Association of Latino Elected and Appointed Officials. Any candidate, Democrat or Republican, hoping to swing the Latino vote should be in Nevada. It has rapidly increased its representation and voter participation amongst people of color and the Republicans have been winning by only a narrow margin. But Nevada is still a battleground and without perseverance, the state will be taken completely once again.



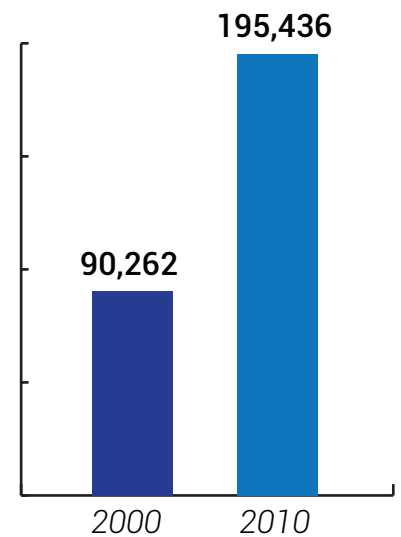
## Already Growing

Demographic Breakdown



There has been a **116%** increase in Nevada's Asian population compared to **45.6%** nationally. There are also **200,000** unregistered Latino voters. Almost as many as the **215,000** registered voters. These voters are largely up for grabs.

Nevada Asian Population



## Just A Little More Contact

Republican Senator Dean Heller beat Democratic candidate Shelley Berkley by only 11,576 votes. 4.5% or 44,277 votes went to the option "None of these Candidates."

Nevada's voters of color don't vote along party lines, they vote based on what a candidate has to offer. Swinging their vote will require consistent contact and outreach.

Obama won 70% of the Latino vote and 54% of the Asian vote in 2012 by unflinchingly contacting elected officials, grassroots organizers, and the community.