



LATINOS RISING: REDEFINING POWER, INSIDE ARIZONA'S MOST COMPREHENSIVE VOTER STUDY IN DECADES

[FULL SLIDE DECK](#)

AZ Latino Voters: A Key Political Force in 2024

Overview:

The AZ Latino Values Briefing provides a deep dive into the political and social perspectives of Latino voters in Arizona, revealing their top priorities, expectations for government, and beliefs about democracy. With Latinos making up an increasingly significant portion of the electorate, this study offers critical insights into what motivates their political engagement as we head toward the 2024 election.

What sets this research apart is its **revolutionary cluster analysis**—a method to identify unique voter segments within the Latino community, going beyond traditional demographics. And beyond traditional polling. This approach captures the **nuanced political identities** and values of Latino voters, challenging the outdated notion that they are a monolithic voting bloc.

For the first time, we can see detailed distinctions between groups like the **American Dreamers, Reluctantly Committed, and Alienated Centrists**, revealing how different segments of Arizona's Latino voters prioritize issues such as healthcare, housing, and democracy. This analysis unveils not only where Latino voters stand on key issues but also **how their identity, voting power, and political leanings shape their engagement** in ways that have never been explored at this depth.

Methodology:

The study surveyed **1,028 registered Latino voters** in Arizona between April and May 2024. Respondents were contacted through email and phone banking, with a Latino identification

screeners to ensure accuracy. The survey was offered in both English and Spanish to ensure accessibility and was weighted by age and party registration to reflect the broader Latino registered voter population in Arizona. The **margin of error** for this survey is **±3.0%**, making it one of the largest and most comprehensive polls of Latino voters in Arizona.

Top Issues for Latino Voters:

Latino voters in Arizona prioritize basic quality-of-life issues over symbolic outreach from political campaigns. The **top three issues** are:

1. **Healthcare Access** – With **60.2%** of those concerned about healthcare believing that health insurance is too expensive, healthcare costs are a major concern. Many respondents also mention the lack of access to reproductive healthcare.
2. **Affordable Housing** – A housing crisis looms large, with **50.1%** of those concerned about housing saying there aren't enough affordable homes to purchase, and **47%** pointing to high rent prices as a major obstacle.
3. **Jobs & Economy** – Nearly **60%** of respondents more concerned about jobs and the economy say the cost of living makes it difficult to afford basic necessities. Latino voters express concerns about wage stagnation and the lack of high-paying jobs, highlighting the need for stronger economic support and opportunities.

These findings demonstrate that Latino voters care deeply about economic security and accessible healthcare, contrary to assumptions that immigration is their sole focus.

Reproductive Rights:

Reproductive rights are also a priority for Arizona's Latino voters, with **54.9%** believing the government should not interfere with a woman's decision about her body. Another **20.4%** feel that while abortion might not be their personal choice, it is a right that others should have access to. This shows that more than three quarters of Latino voters strongly support maintaining reproductive freedoms, despite their diverse cultural and religious backgrounds.

Expected Voter Turnout:

The Latino community in Arizona is gearing up for the 2024 election, with over **90%** of respondents indicating they plan to vote. **77.3%** are **absolutely certain** they will cast their ballot, demonstrating strong Latino electoral engagement. This high expected turnout is likely to make Latino voters a decisive force in the upcoming election, especially given the tight political contests expected in Arizona.

Party Affiliation:

Latino voters in Arizona show a clear preference for the Democratic Party, though more than a quarter identifies as independent:

- **46.4%** of respondents identify as **Democrats**.
- **19.2%** identify as **Republicans**.
- **28%** are **No Party Preference (NPP)** or affiliate with other parties.

Notably, many unaffiliated respondents express dissatisfaction with both major parties, with **38.2%** saying their values don't align with either the Democratic or Republican platforms. Their disillusionment often stems from a belief that both parties are overly influenced by corporations and the wealthy, leaving the Latino community feeling sidelined except when elections approach.

Belief in Democracy and Elections:

Latino voters in Arizona generally trust the electoral process, with **54.2%** agreeing that elections in Arizona are fair. However, **21.6%** remain unsure, reflecting some concerns about voter suppression or election integrity. Importantly, **71%** of respondents share a sense of "**linked fate**" with other Latinos in Arizona, meaning they believe that what happens to their fellow Latinos will impact their own lives. This indicates a high degree of group solidarity and a shared understanding of the stakes in the upcoming election.

Belief in Government:

Latino voters overwhelmingly support a government that focuses on the needs of individuals rather than corporations:

- **86%** believe the government should support individuals over corporate interests.
- This belief is particularly strong among **female** and **Democratic** respondents, with **over 90%** of Democrats agreeing.

This indicates that Latino voters in Arizona have progressive economic views and expect policies that directly benefit working-class and middle-class families. Their concerns about corporate influence suggest a demand for greater accountability and fairness in government decision-making.

Generational and Civic Engagement:

Latino voters in Arizona are not only engaged but also deeply rooted in the state's history:

- **87%** of respondents are **U.S.-born**, and **34%** have been in the U.S. for **four generations or more**.
- **80%** of respondents believe that **voting** is the most effective way to create change, underscoring their commitment to democratic participation.
- Additionally, **62%** believe in the collective power of the Latino community to make significant changes, signaling a strong belief in community activism and civic responsibility.

Top Issues for the 2024 Election:

When considering whom to vote for in the 2024 election, Latino voters in Arizona prioritize the following issues:

1. **Economic Security** – Jobs, wages, and the overall cost of living remain top concerns.
2. **Democracy** – Concerns about the future of democracy, voting rights, and electoral integrity are critical issues for Latino voters, particularly in the wake of recent national debates about voter suppression.
3. **Immigration** – Immigration remains a key issue, but it is often framed alongside other economic and democratic concerns rather than as a standalone topic.

Conclusion:

Latino voters in Arizona are a diverse and highly engaged electorate, focused on economic issues, healthcare access, and the preservation of democratic institutions. Their strong voter turnout in 2024 could shape not only Arizona's political landscape but also national policy, particularly on issues like economic justice, healthcare reform, and immigrant rights. Politicians and campaigns would do well to recognize the complexity of Latino voters and address their wide-ranging concerns with substantive, rather than symbolic, outreach.

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