



STRONGER COMMUNITIES. STRONGER AMERICA.

2024 PRE-ELECTION POLL OF THE HISPANIC ELECTORATE

About the Survey

- Total N=3,000 Latino eligible voters
 - N= 2,800 registered
 - N= 200 eligible, not registered
 - Margin of error +/- 1.8%
- Oversamples
 - N=300 per: Arizona, California, Georgia, Nevada, North Carolina, Pennsylvania (+/- 5.7%)
 - N=400 Florida, Texas (+/- 4.9%)
- Field Dates: August 5-23, 2024
- English or Spanish, according to preference
- Mixed mode: 75% online, 25% live telephone interviews

Key Findings

1. Top issues continue to be dominated by pocketbook and economic concerns.

#1 Inflation: Food and basic necessities, housing/rent, and gasoline are the principal worries regarding inflation

#2 Jobs and economy: Jobs with better pay and concerns about job security top other job/economic concerns

#3 Housing: Concerns about costs have spiked, now a top concern across the country (not just California and Florida)

#4 Healthcare: the costs of insurance and prescription medication are the driving concern for Latino voters

#5 Crime/guns and Immigration tied. On crime/guns, top concern is that guns and assault weapons are too easy to get.

2. On immigration, path to citizenship continues to top priorities.

- Latino voters **STRONGLY** favor a path to citizenship for long-residing undocumented immigrants and Dreamers; of the top 4 priorities, three relate to path to citizenship and protecting long-residing undocumented immigrants
- With respect to enforcement, the priority is cracking down on human smugglers and drug traffickers (#2 overall; increasing border security is #5).
- Minimal support for any mass deportation plan

3. On abortion, by a 71% to 21% margin, Latinos oppose making it illegal or taking that decision away from others, no matter their own personal beliefs on the issue.

Key Findings Continued:

4. **On priority issues overall, Democrats are trusted over Republicans. However, more than a quarter of Latino voters do not see either as a champion of their concerns**, with 28% saying neither, both, or don't know which party would be better at addressing their priority issue.
5. **While the majority of Latinos plan to vote, many have not made a firm commitment to do so. Parties and campaigns should not miss the opportunity to engage with this large segment of the electorate.**
 - 64% say they are certain they will vote
 - 55% have not been contacted by either party or any campaign
 - Early outreach is key: 33% plan to vote early, 28% by mail, and 39% on Election Day.
6. **In 2024, 23% of Latinos will be voting in their first Presidential election**
 - 17% for the first time in ANY federal election, and another 14% voted in 2020 for the first time
 - 37% of the Latino electorate is new since the election between Hillary Clinton and Donald Trump 2016
7. **Vice President Harris holds a +27 point lead over former President Trump: 59% to 31%.**
 - Swing states: AZ+ 29, GA +31, NV +23, NC +29, PA +35
 - Independents +8, women +36, and younger voters (18-29) +19

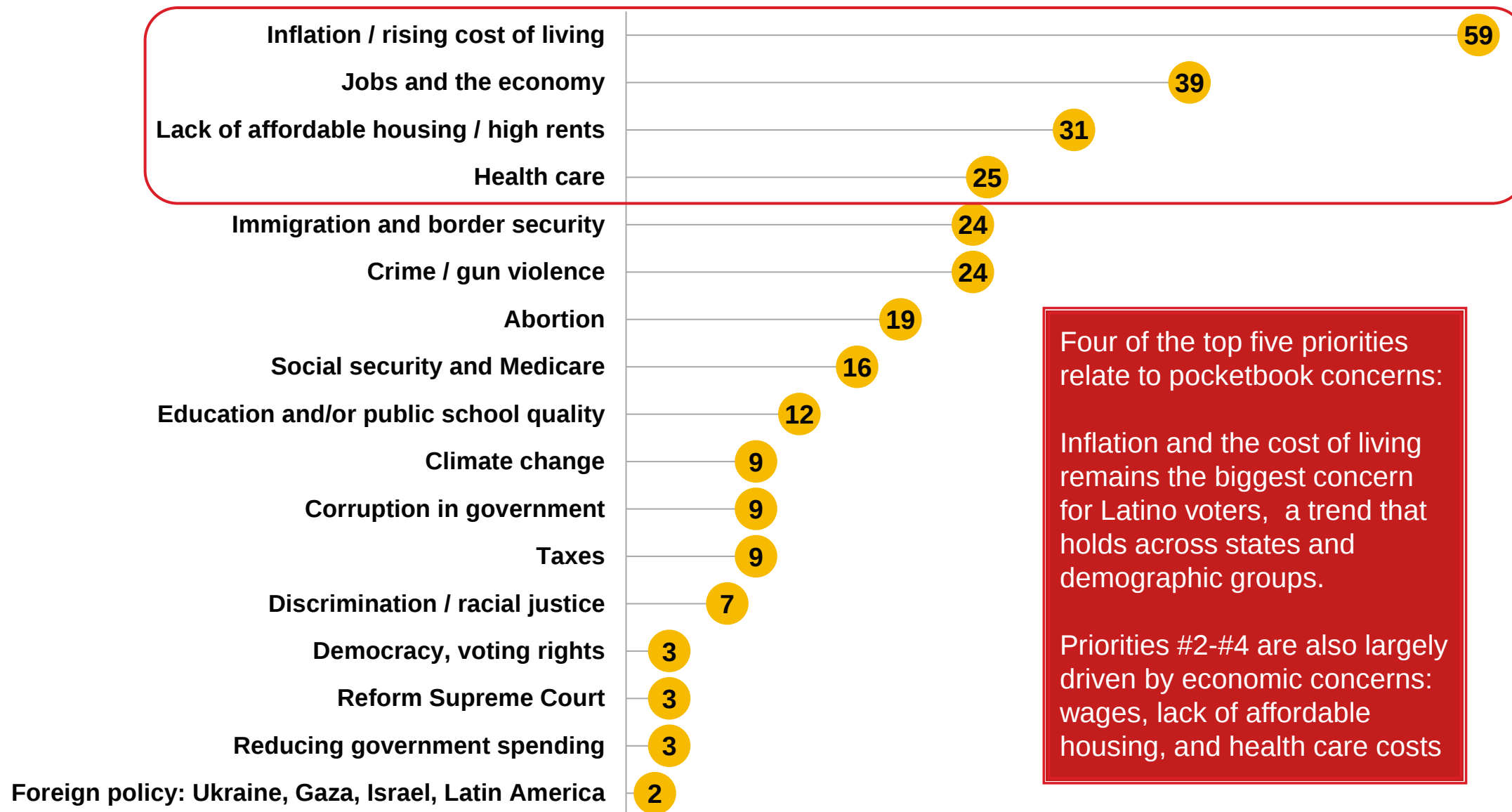


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ISSUE PRIORITIES

What are the most important issues that elected officials should address?

TOTAL ranked 1, 2, or 3 illustrated (Rank up to three. Sorted highest to lowest)

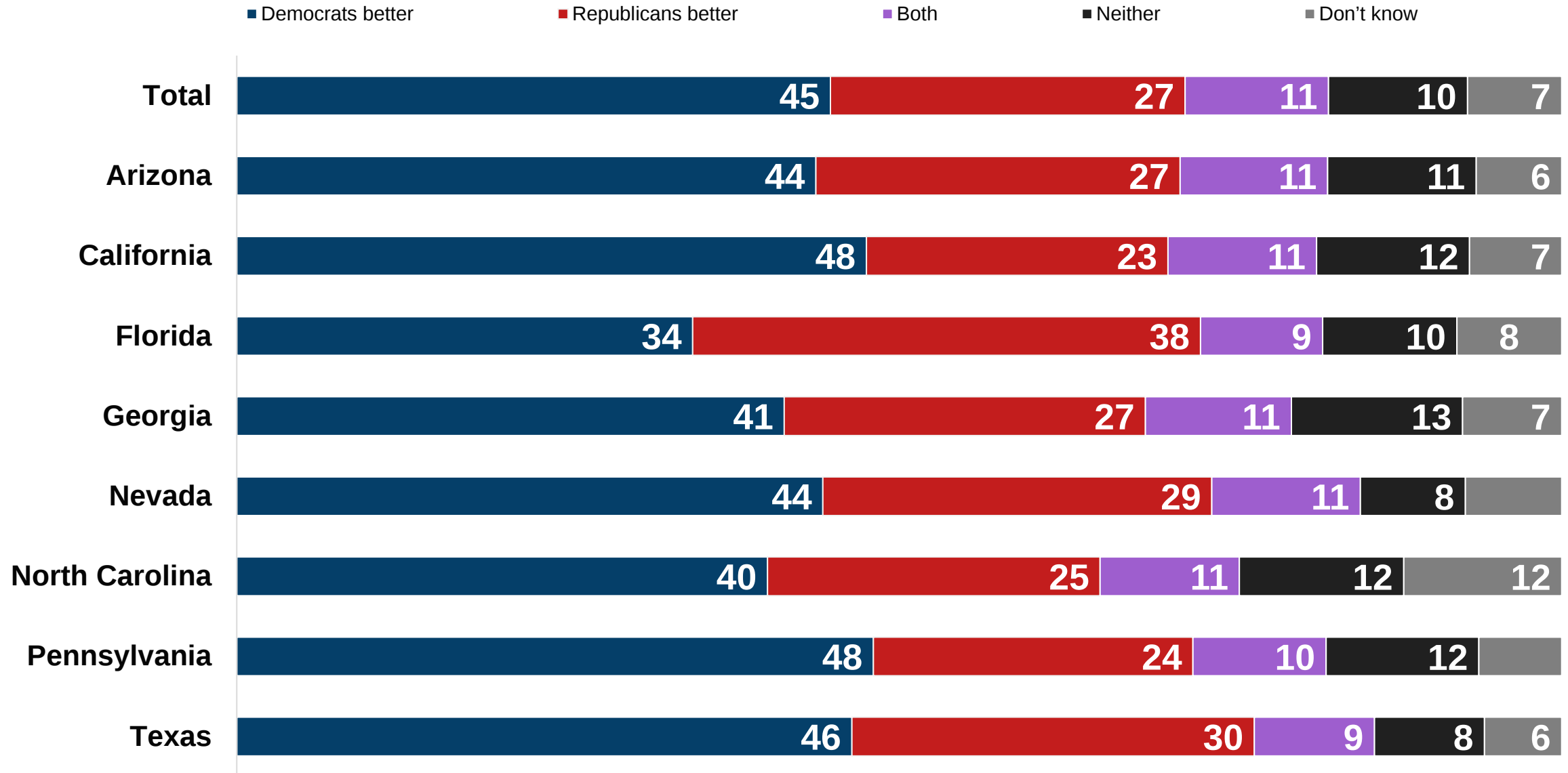


Four of the top five priorities relate to pocketbook concerns:

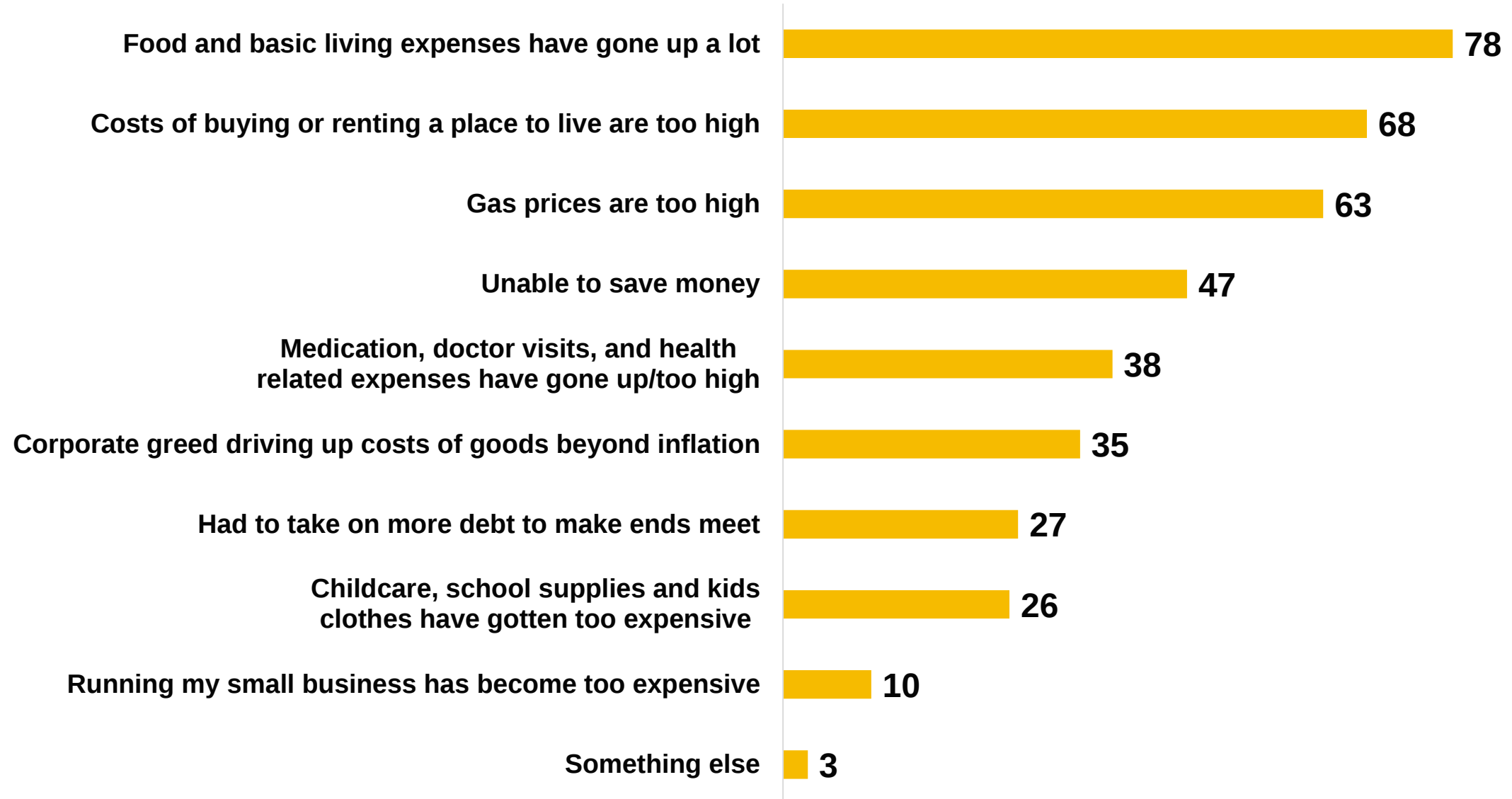
Inflation and the cost of living remains the biggest concern for Latino voters, a trend that holds across states and demographic groups.

Priorities #2-#4 are also largely driven by economic concerns: wages, lack of affordable housing, and health care costs

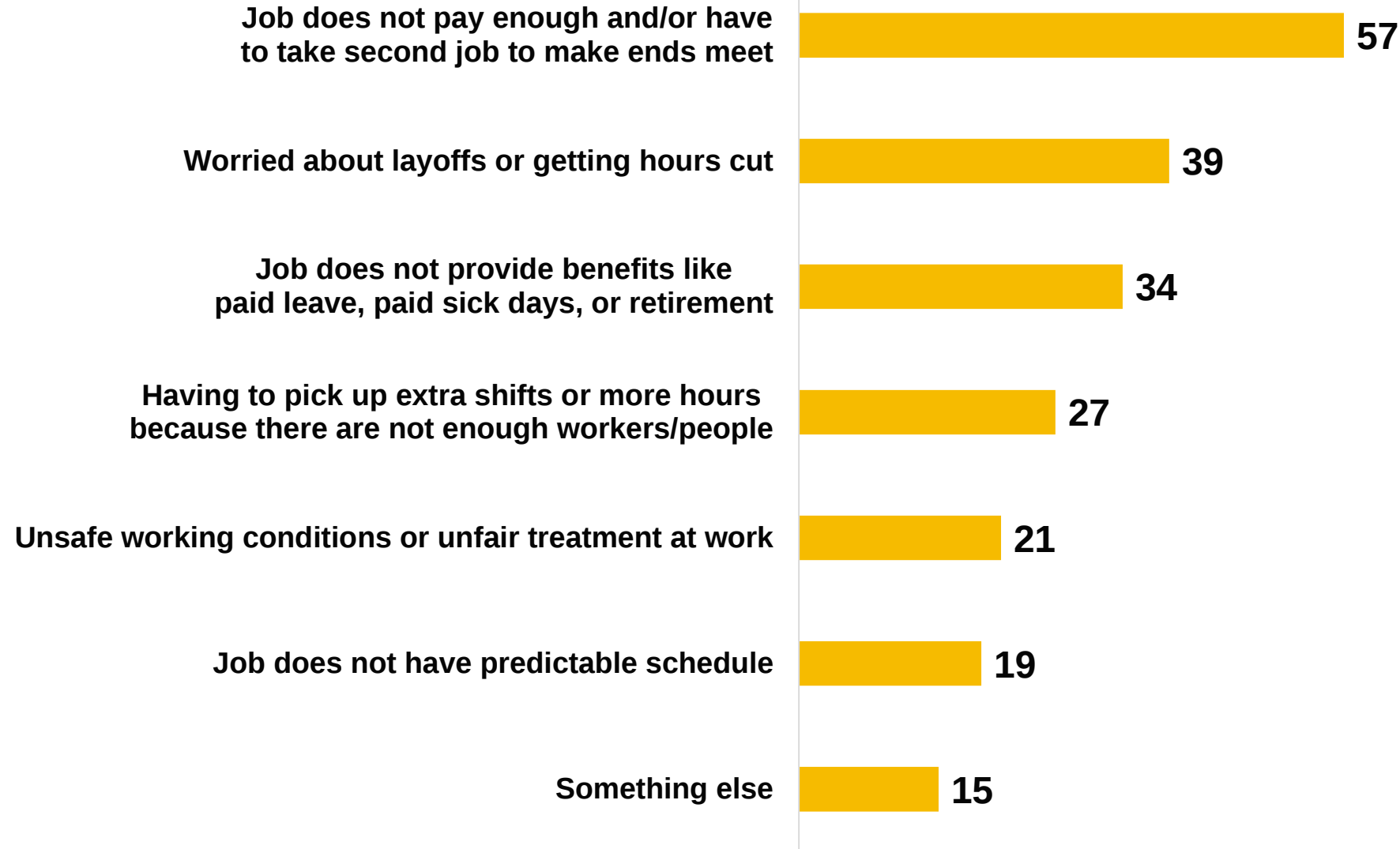
Which party would be best at addressing [issue respondent cited as top concern/priority]?



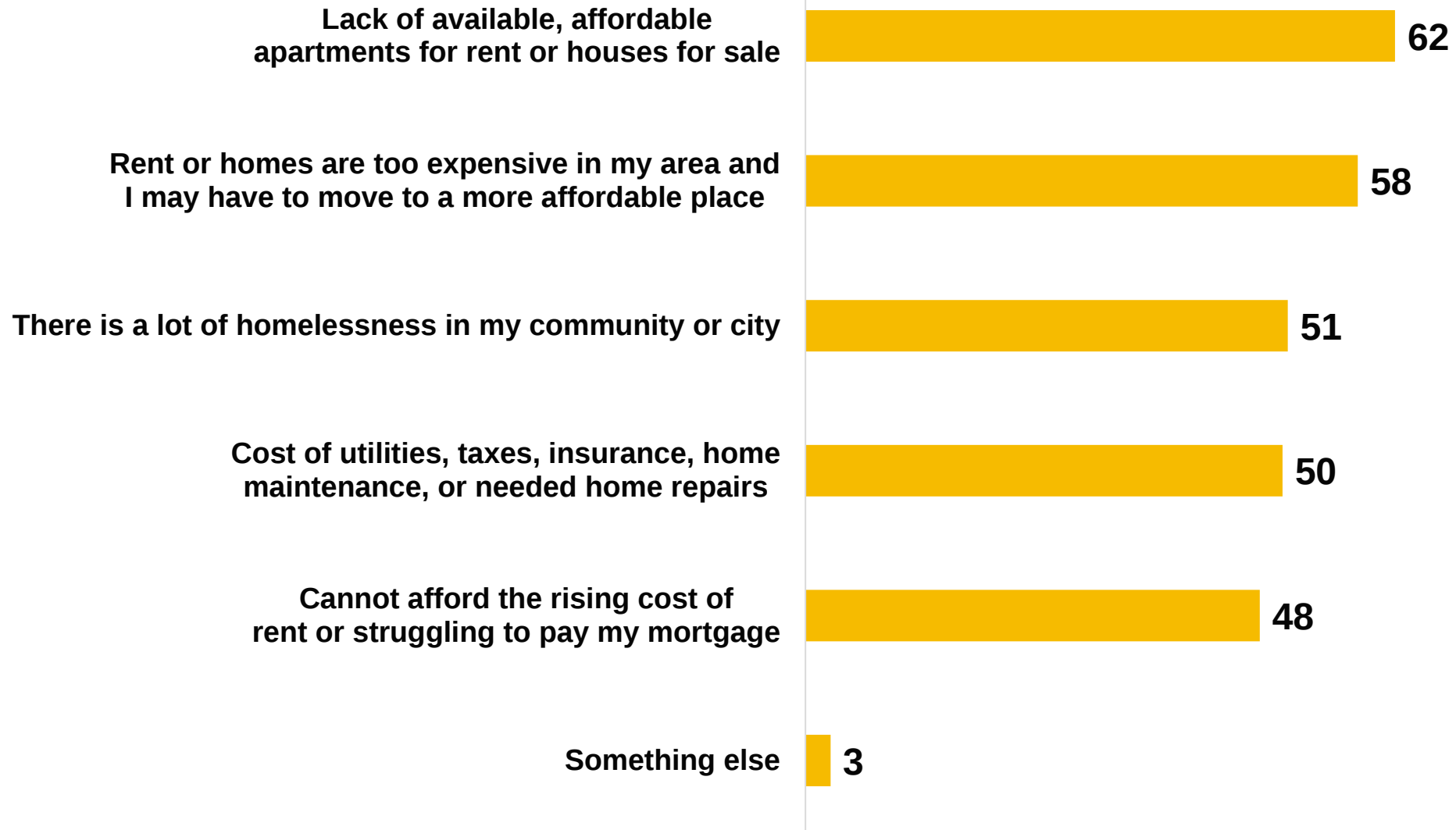
What did you have in mind when you said *inflation and the rising cost of living* are important issues elected officials should address? (all that apply)



What did you have in mind when you said *jobs and the economy* are important issues elected officials should address? (all that apply)



What did you have in mind when you said *lack of affordable housing* is an important issue elected officials should address? (all that apply)

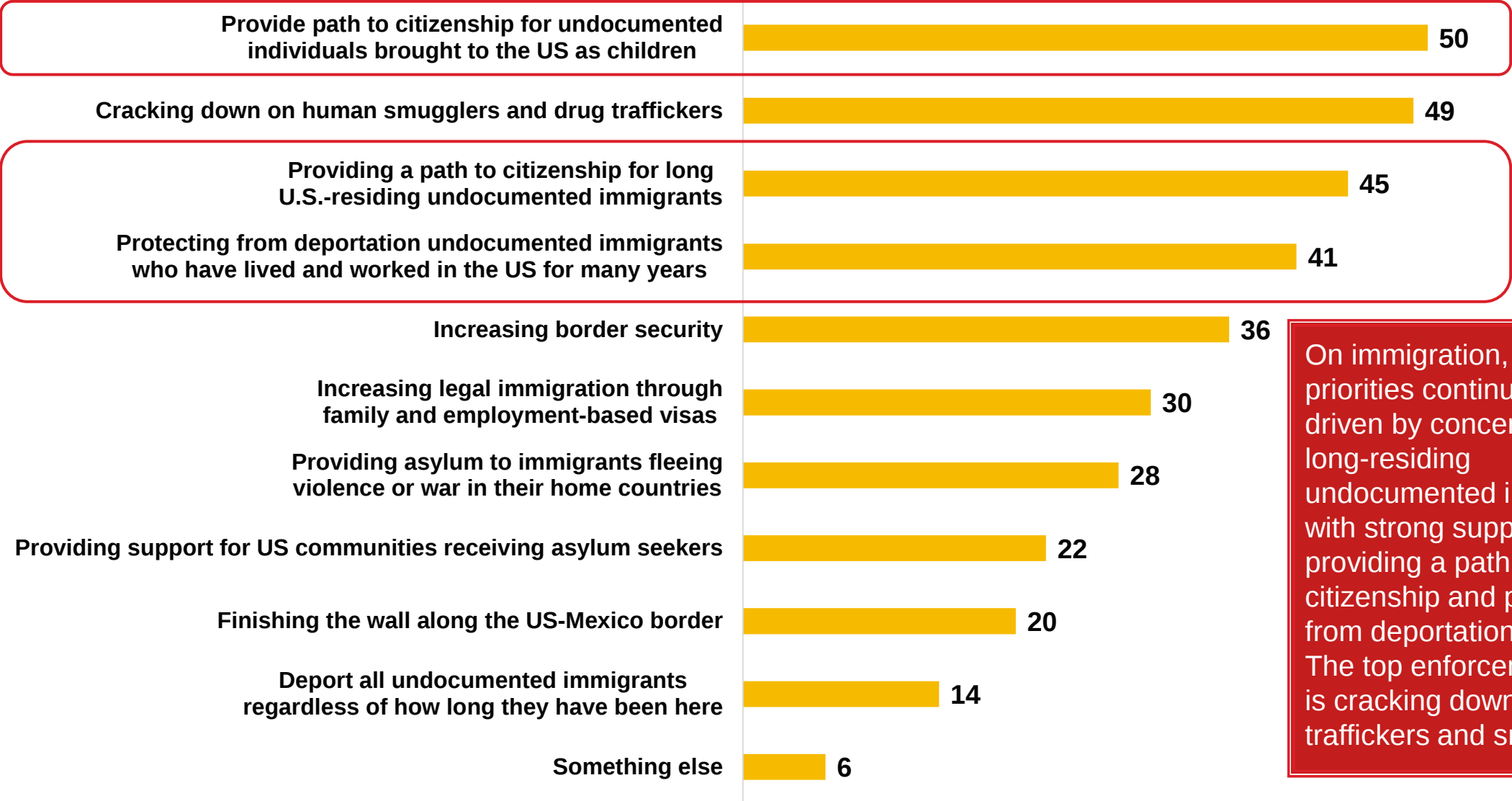




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POLICY VIEWS

Thinking about the US immigration system, which of the following do you think are the most important issues that elected officials should address? (All that apply. Sorted highest to lowest.)



On immigration, top priorities continue to be driven by concern about long-residing undocumented immigrants, with strong support for providing a path to citizenship and protection from deportation. The top enforcement priority is cracking down on traffickers and smugglers.

Do you agree or disagree with the following statement? No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else. (% agree illustrated)

Catholic: 74% agree, 51% strongly

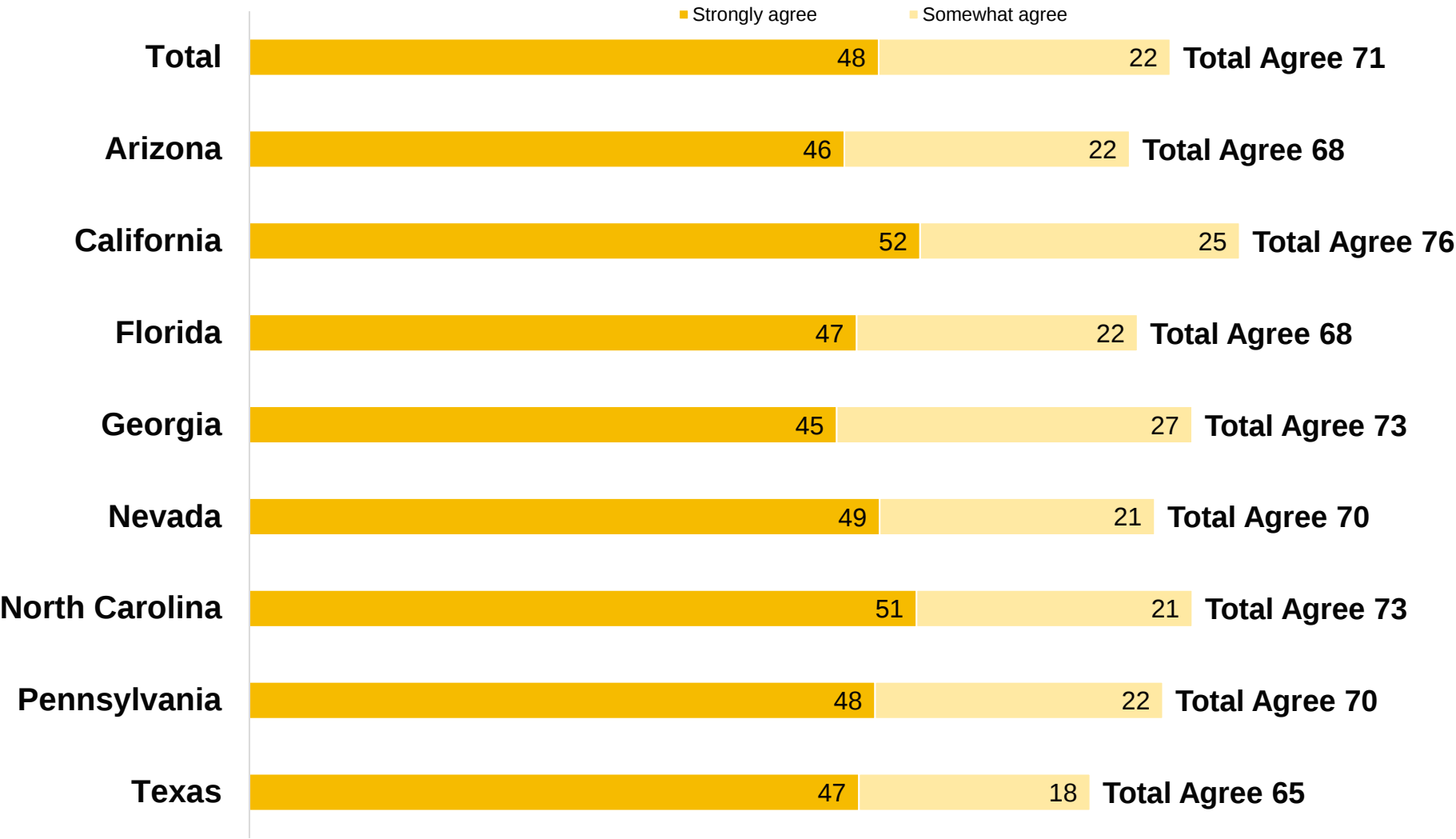
Foreign Born: 68% agree, 41% strongly

Conservative 56% agree, 31% strongly

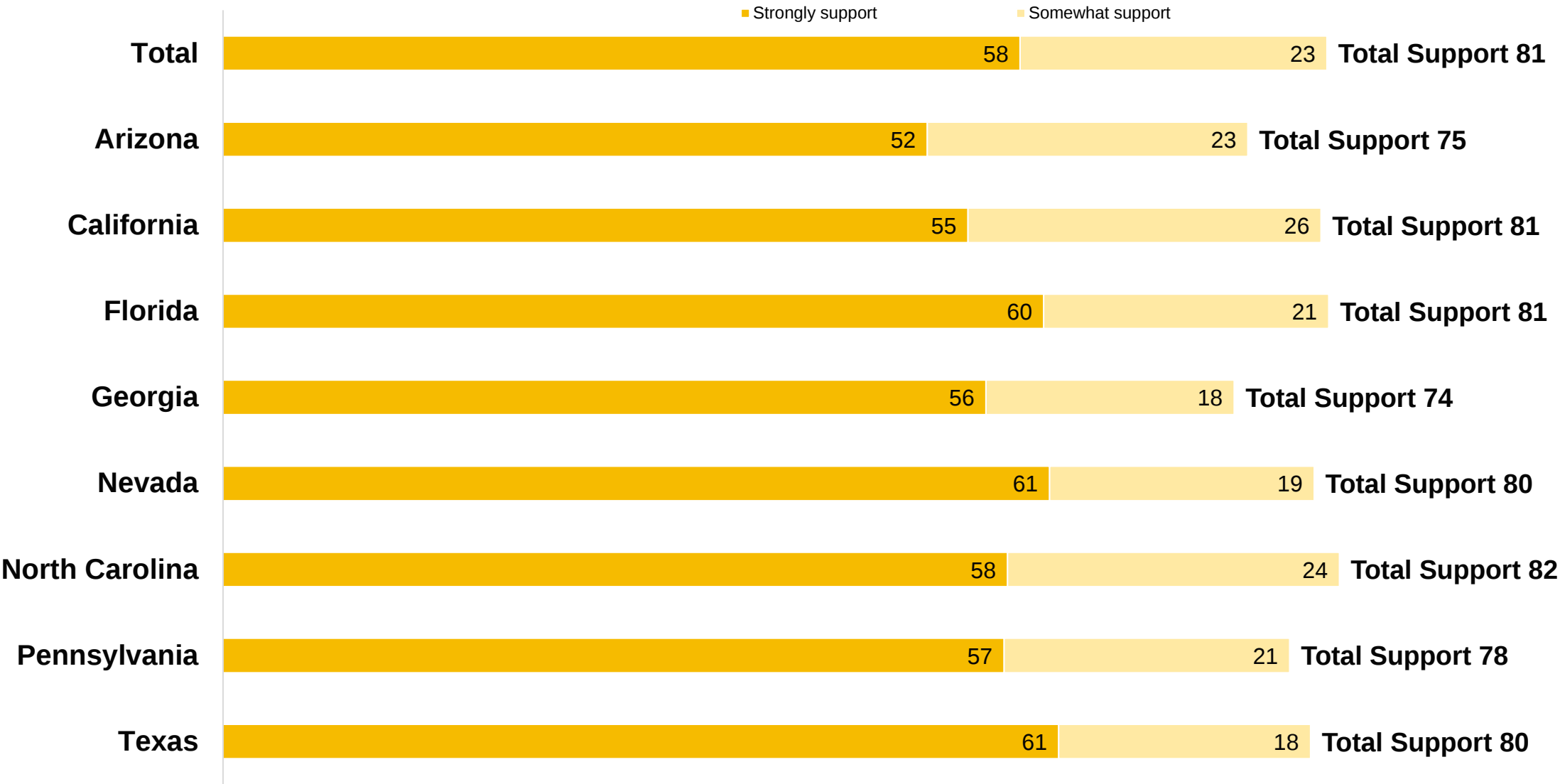
Republican: 54% agree, 27% strongly

Men: 69% agree, 44% strongly

Women: 73% agree, 53% strongly

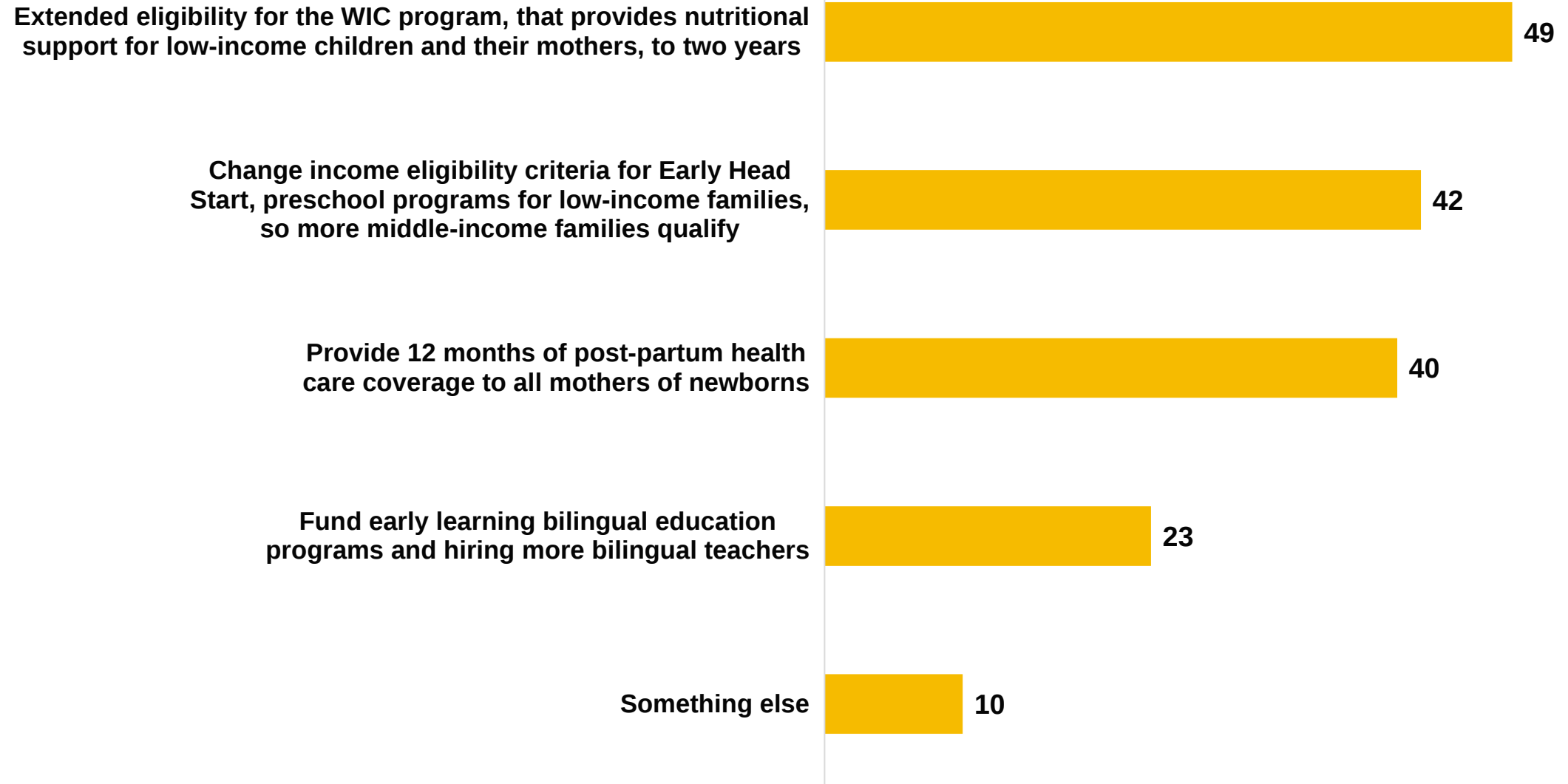


Would you support or oppose raising the minimum wage for all workers, tipped and non-tipped, in your state? (% support illustrated)

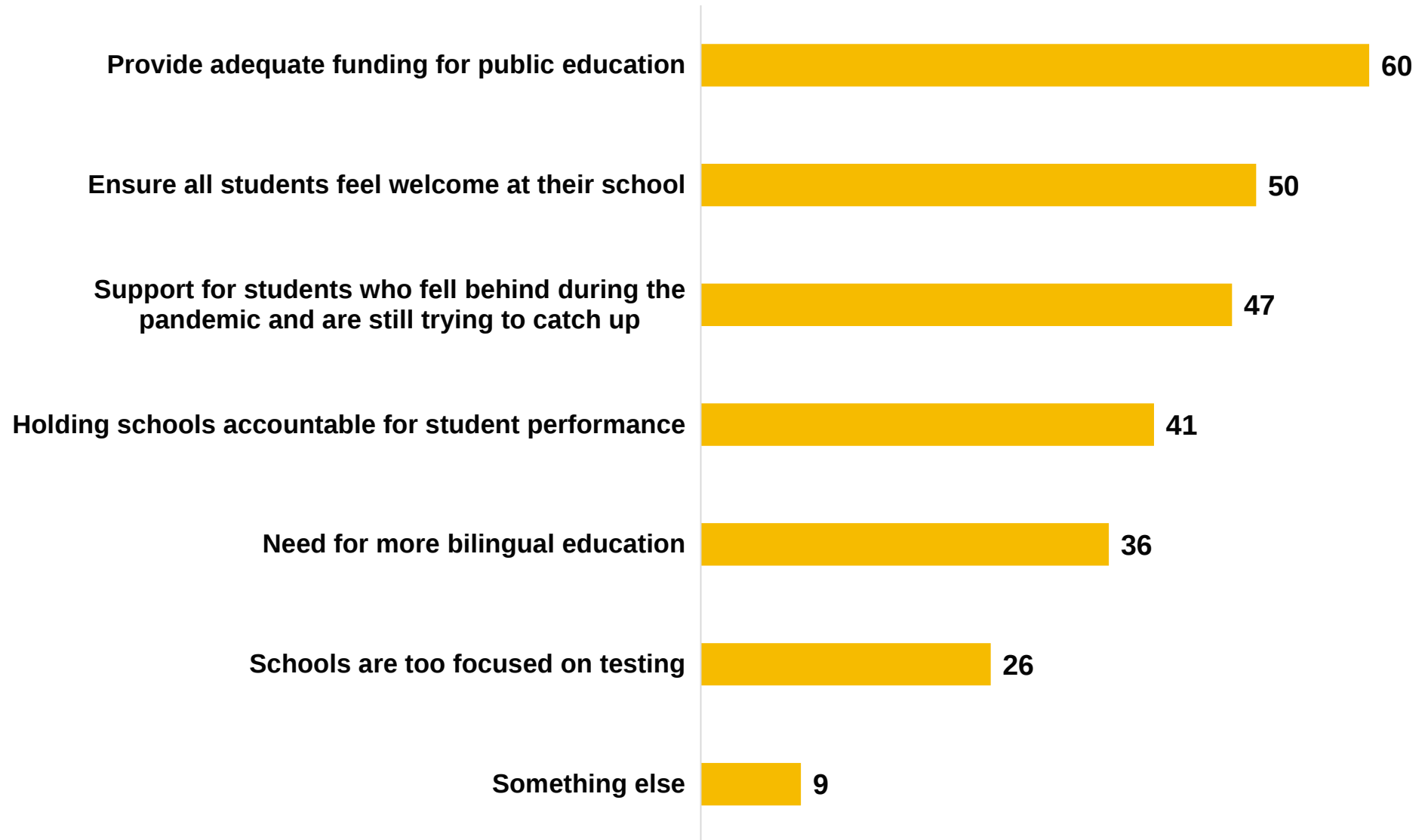


Which policies do you think would best support children ages 0-3 years old?

(Select up to two answers. Sorted highest to lowest.)



Which education and public school issues do you think are most important for elected officials to address? (Select all that apply. Sorted highest to lowest.)





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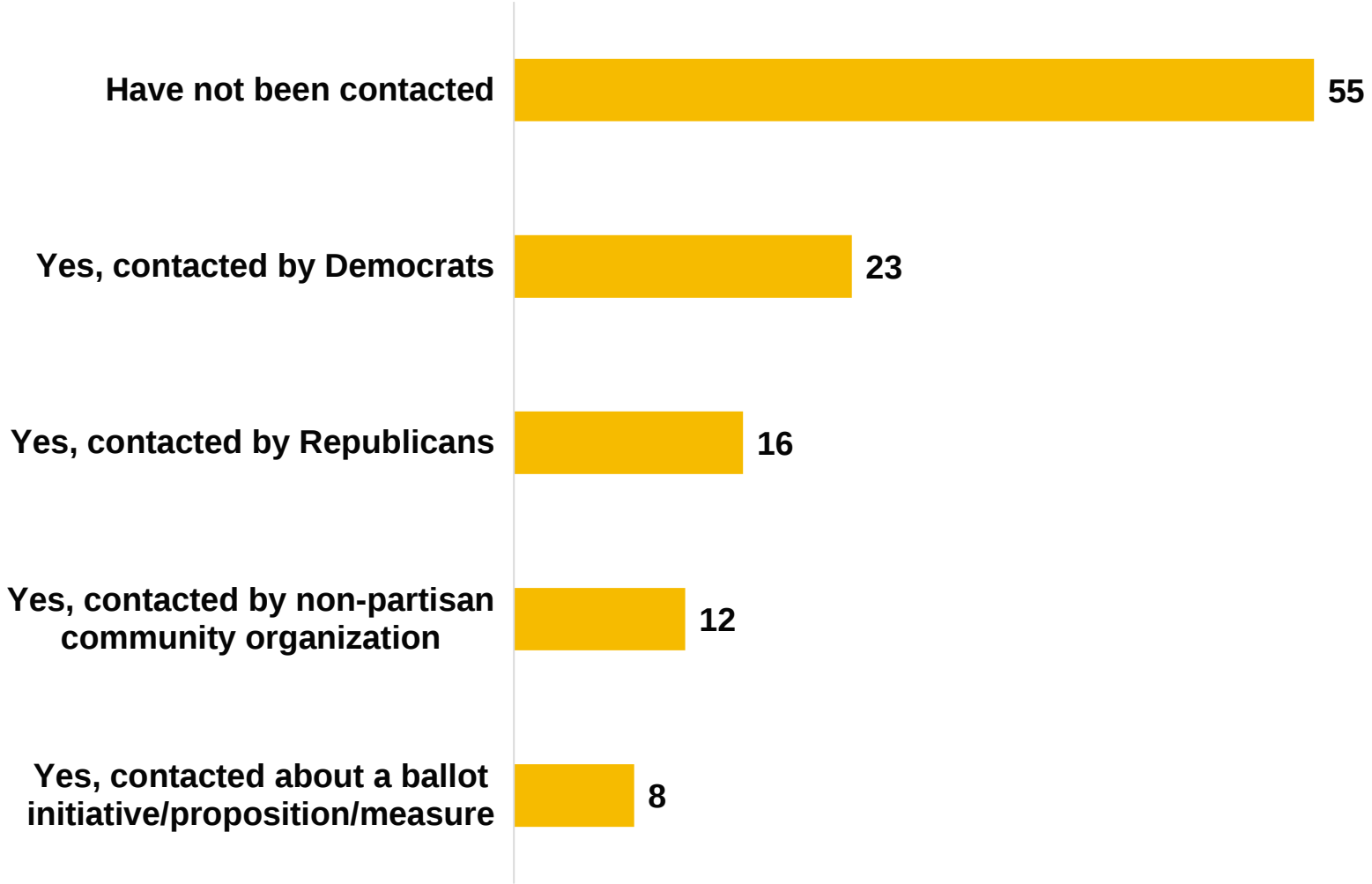
OUTREACH AND VIEWS ON THE PARTIES

Has anyone from a political party, campaign or any other organization contacted you and asked you to register and/or vote in this election, whether by text, mail, email, or in-person? Select all that apply.

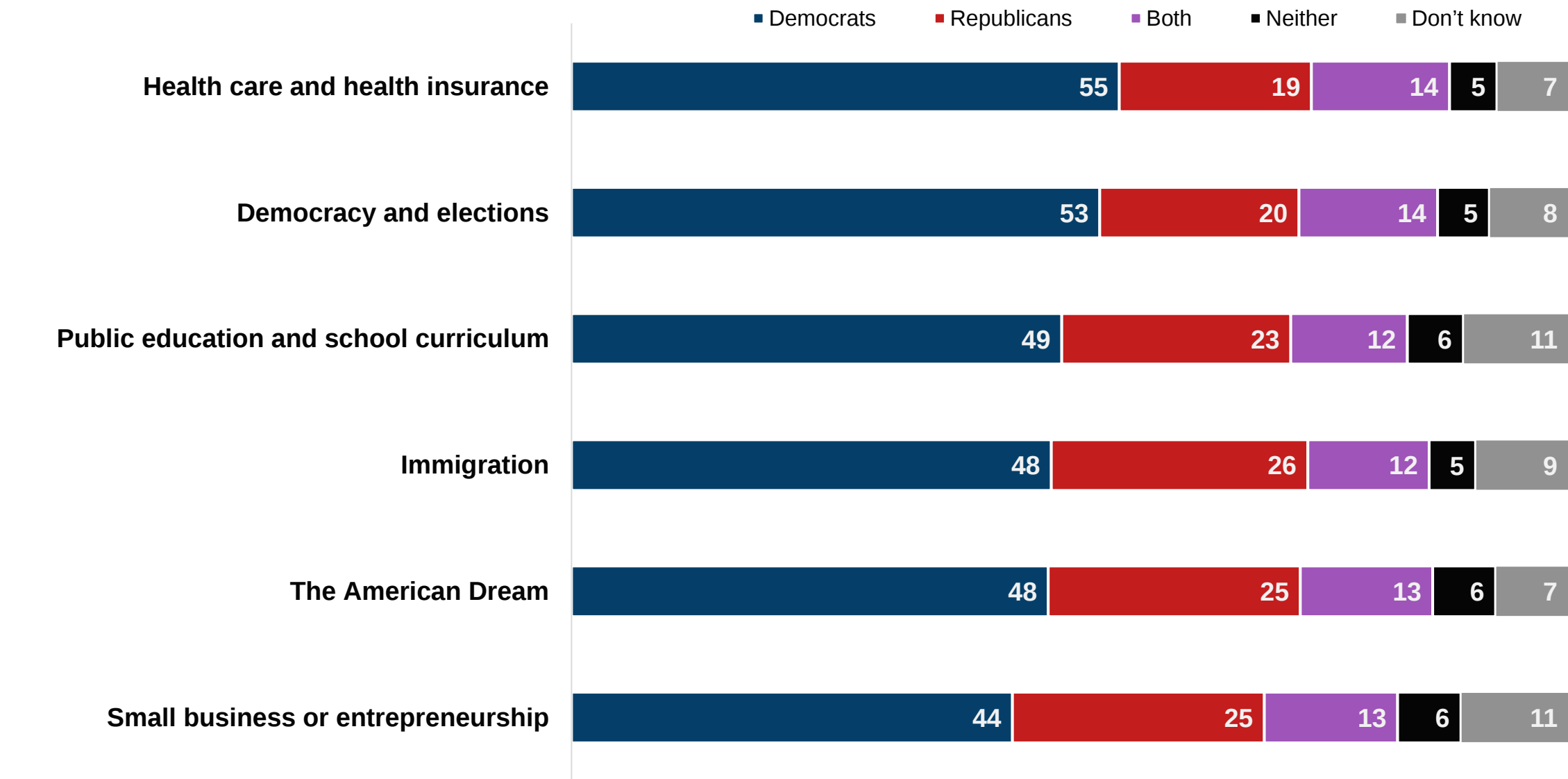
Most Latino voters have not been contacted so far in this election year. There was not much difference between competitive and non-competitive states on this point:

Share not contacted:

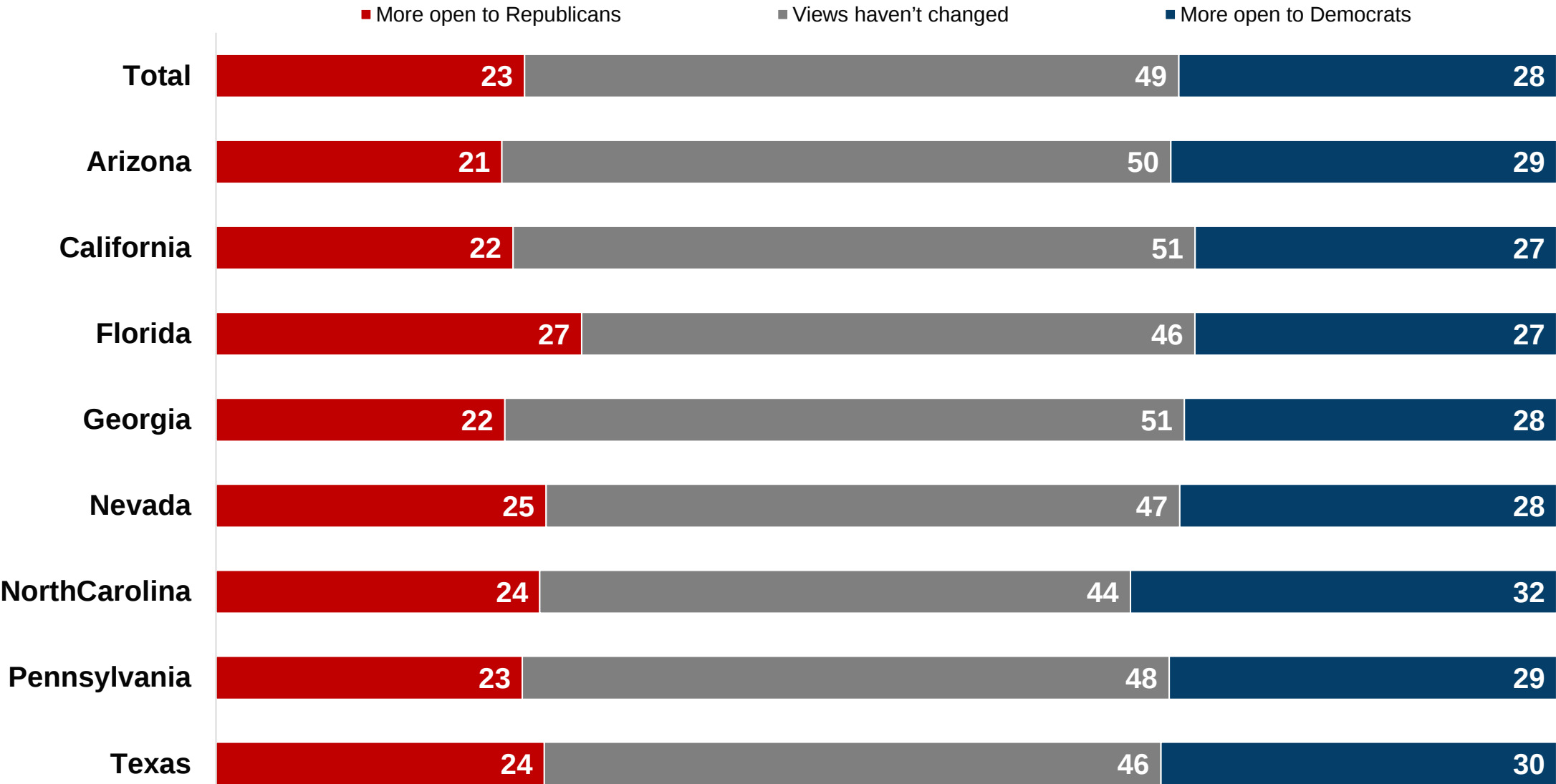
Arizona	50%
California	54%
Florida	60%
Georgia	51%
Nevada	53%
North Carolina	49%
Pennsylvania	49%
Texas	52%



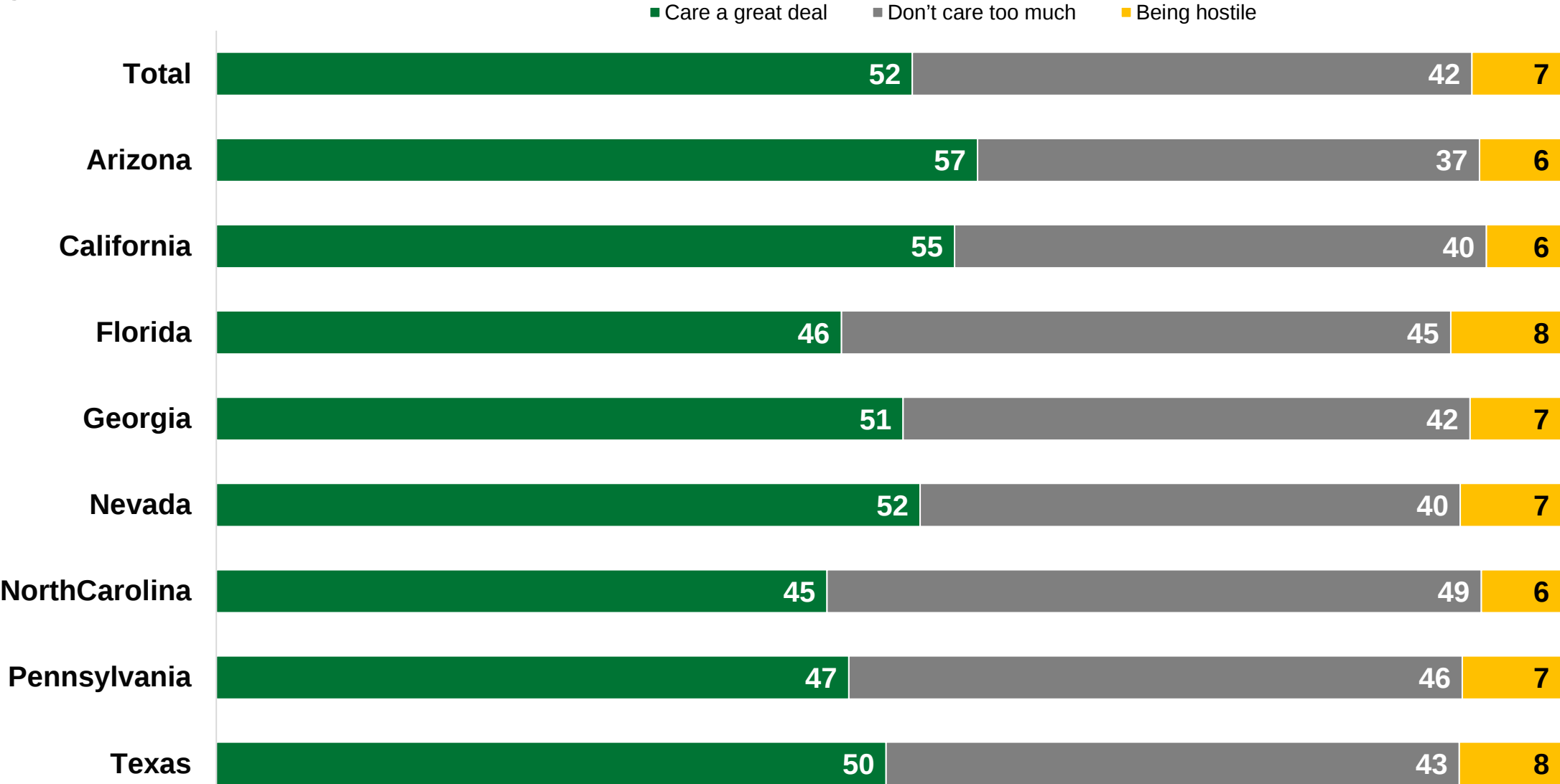
Generally speaking, which party do you believe shares your values, or is closer to your personal beliefs/values when it comes to your views on:



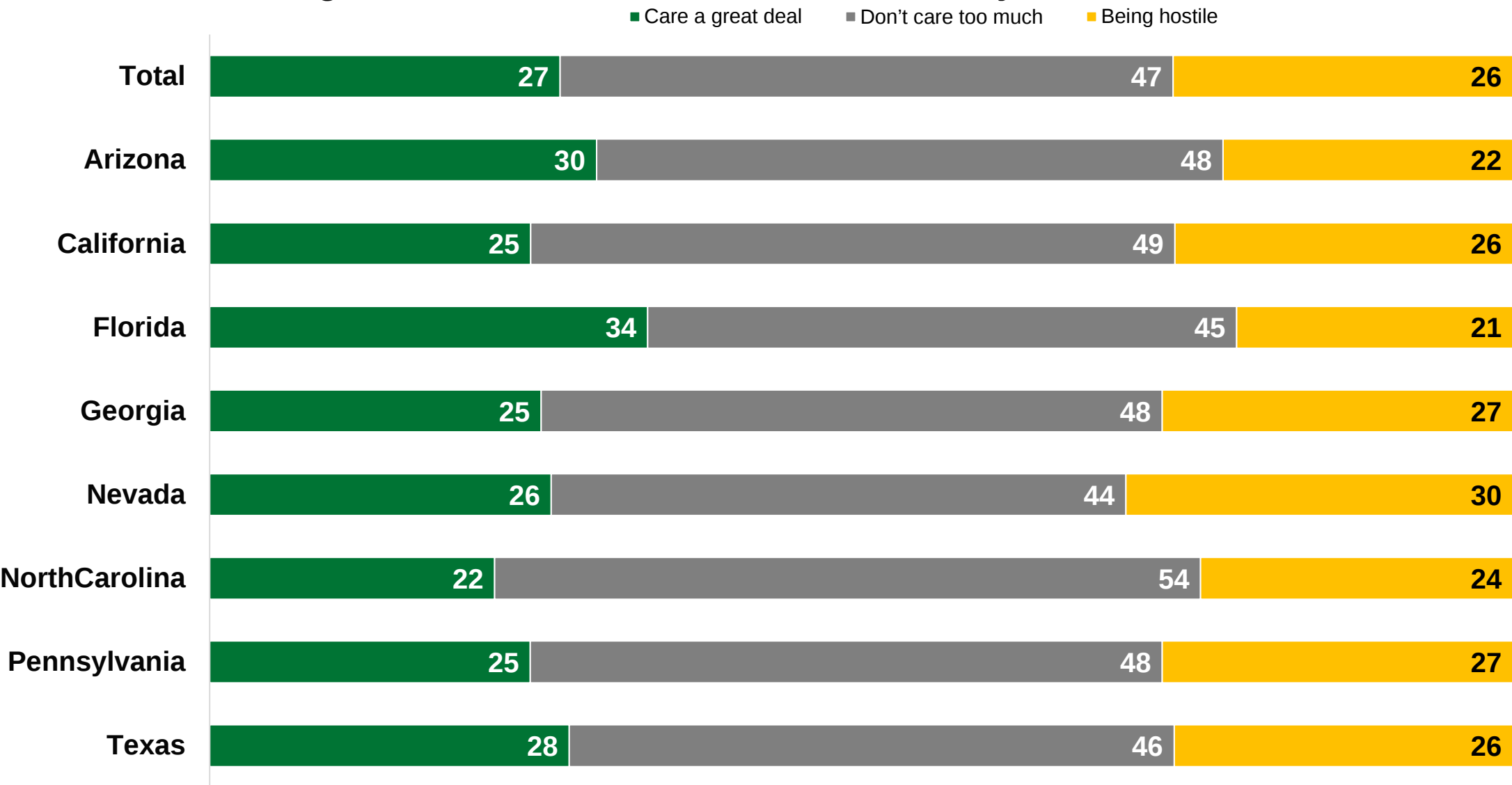
Thinking about your feelings toward both political parties over the past few years, would you say you've become more open to supporting [Republicans/Democrats] than in the past, or that your views haven't changed much?



Thinking about national politics, would you say that the Democratic Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Democrats are being hostile towards the Latino community?



Thinking about national politics, would you say that the Republican Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Republicans are being hostile towards the Latino community?

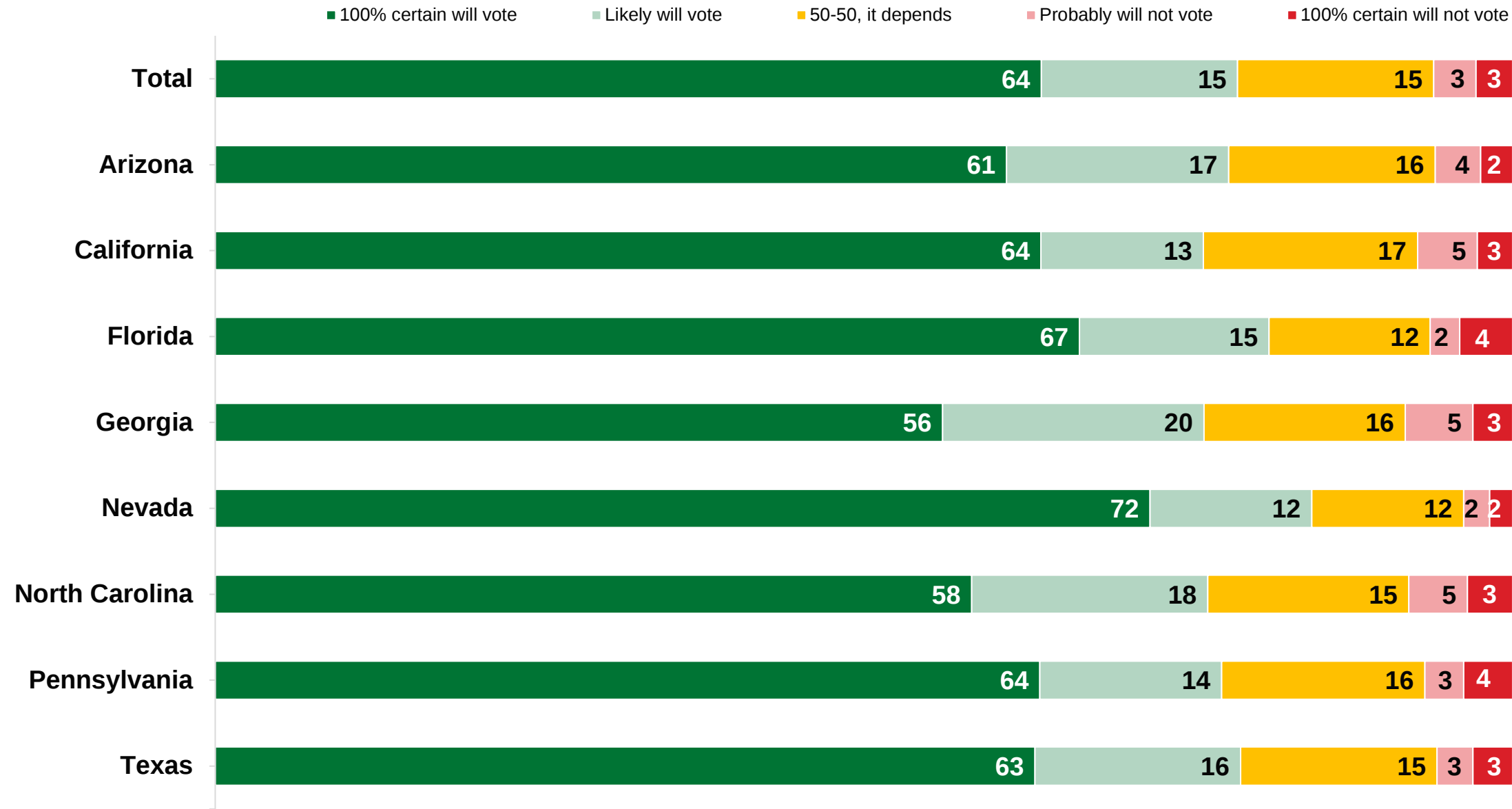




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LOOKING AHEAD TO NOVEMBER

As you may know, there will be an election later this year for offices such as President, US Congress, and many state and local offices. How likely are you to vote in the Nov. 2024 election?



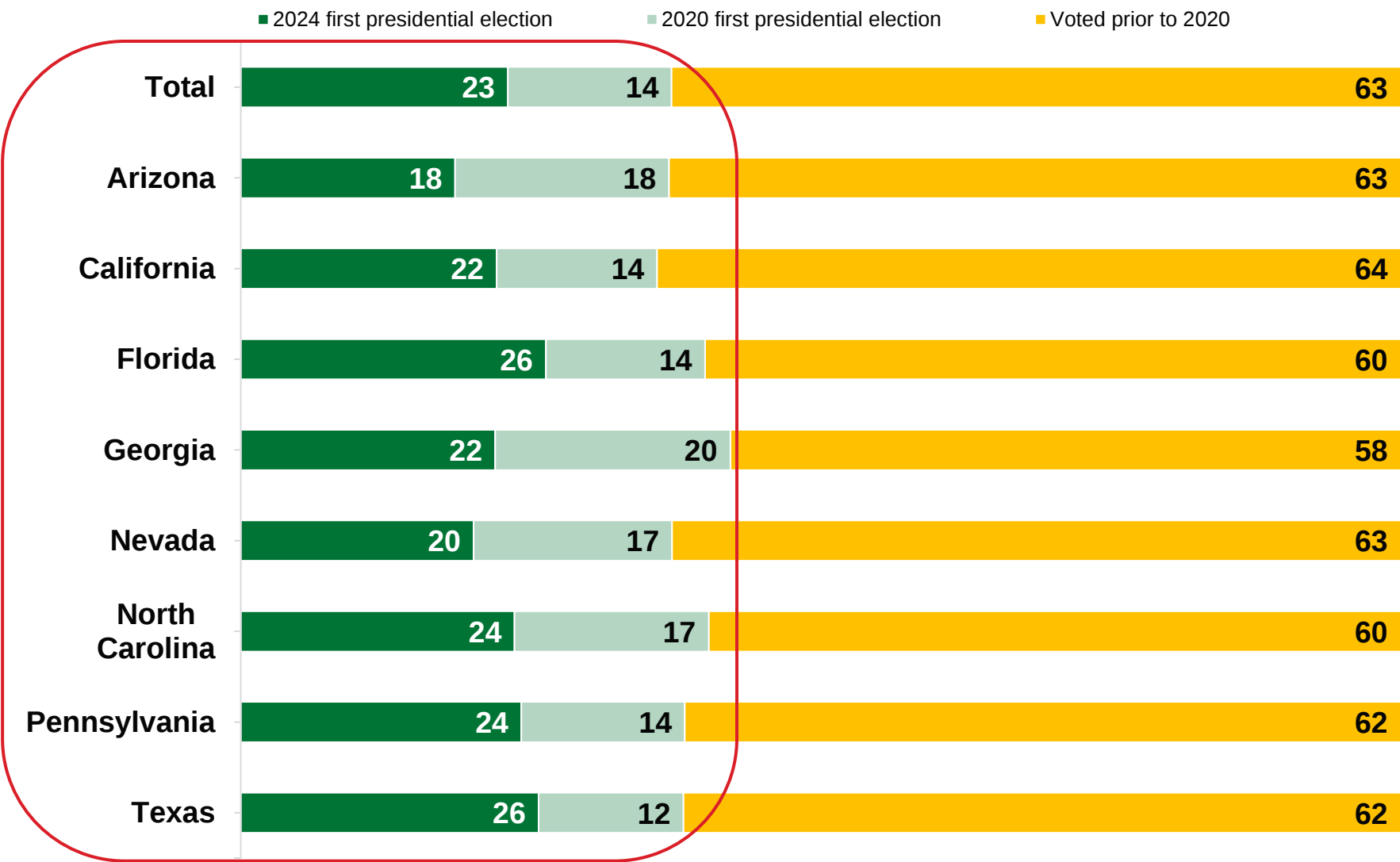
August 5-23, 2024 N=3,000 (+/-1.8%)

Which describes your voting experience?

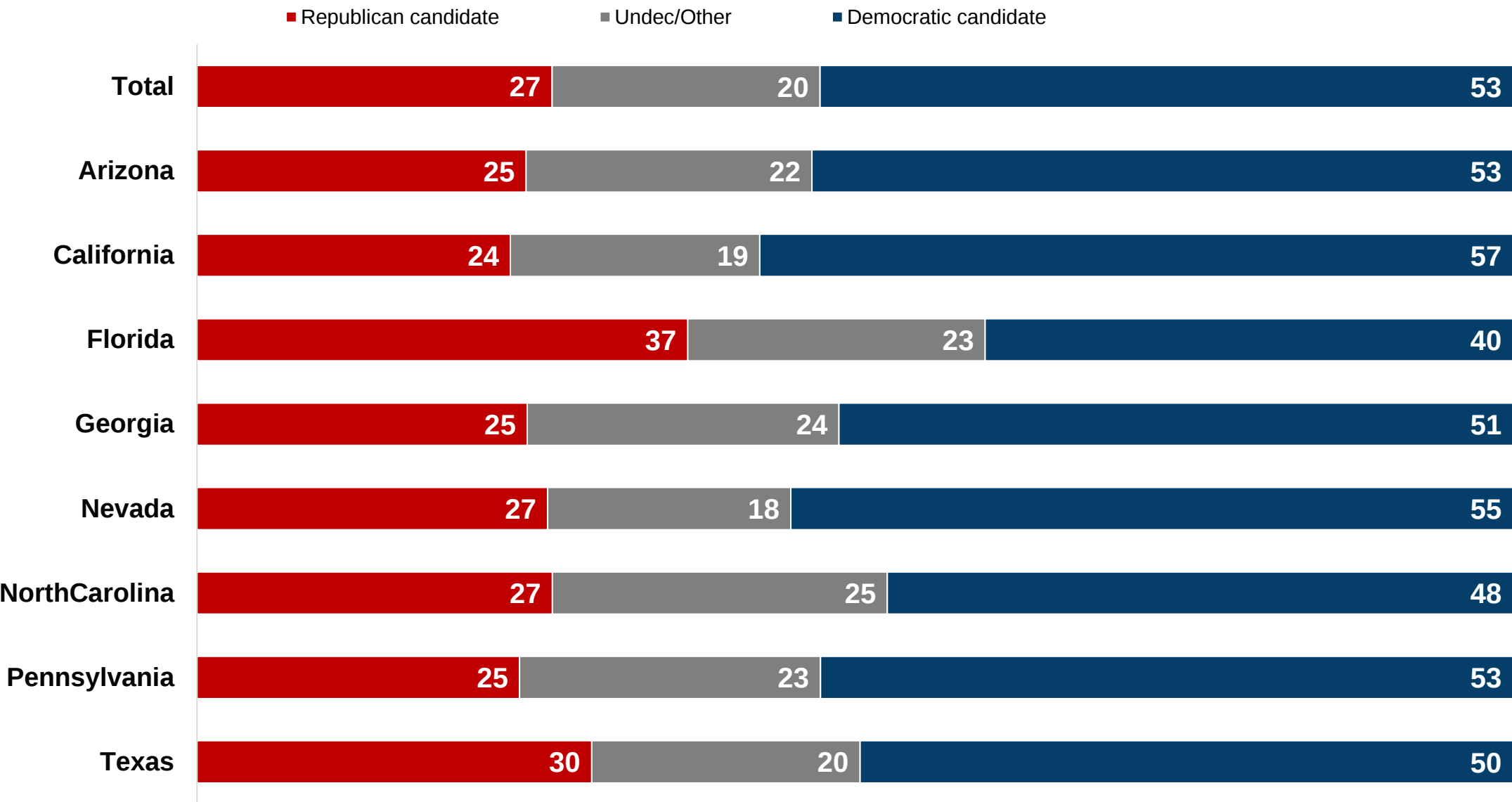
More than 35% of Latino voters will be voting in either their first or second presidential election.

They were not yet in electorate (too young to vote) during the 2016 election when Donald Trump first ran for President.

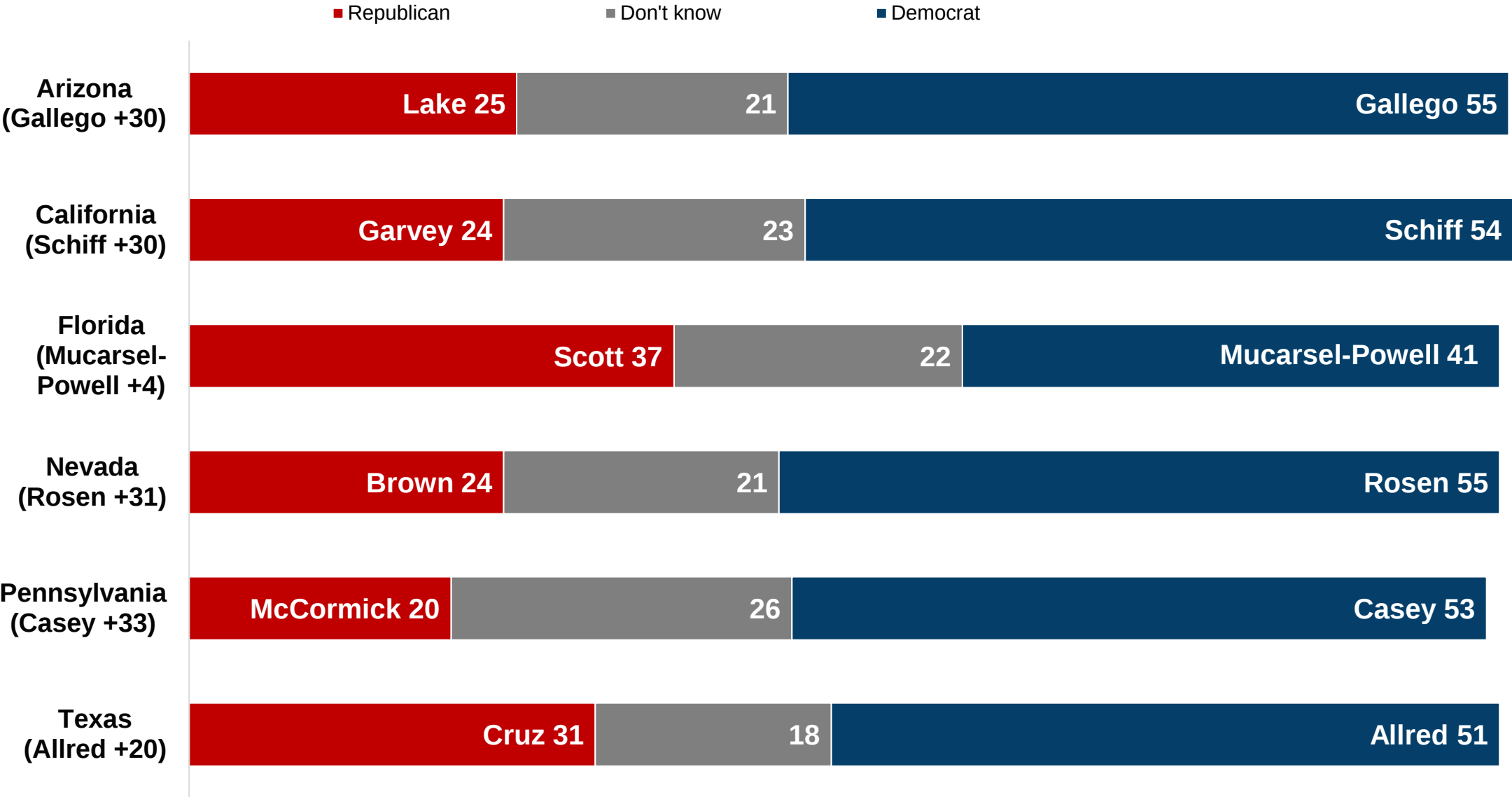
Among 18-29 year olds, 51% will be voting in their first presidential election.



Thinking ahead to the elections this year for Congress. In the 2024 election for U.S. House of Representatives here in your district in [STATE] do you plan to vote for:



Thinking about the 2024 election for U.S. Senate in (state), do you plan to vote for Republican (name), or Democrat (name)?



Vice Presidential Candidate Impact on Presidential Vote

Vance has negative impact on the Republican ticket, which is consistent with his low favorability among Latino voters.

Without running-mate names, Harris leads by 26-points, and increases to +29 when VP names are included.

Adding in running-mate names, support for the Republican ticket drops three points. While support for the Democratic ticket remains pretty stable.

If the 2024 election for President was today, would you vote for Democrat Kamala Harris or Republican Donald Trump?

**Harris vs Trump
(Harris+26)**

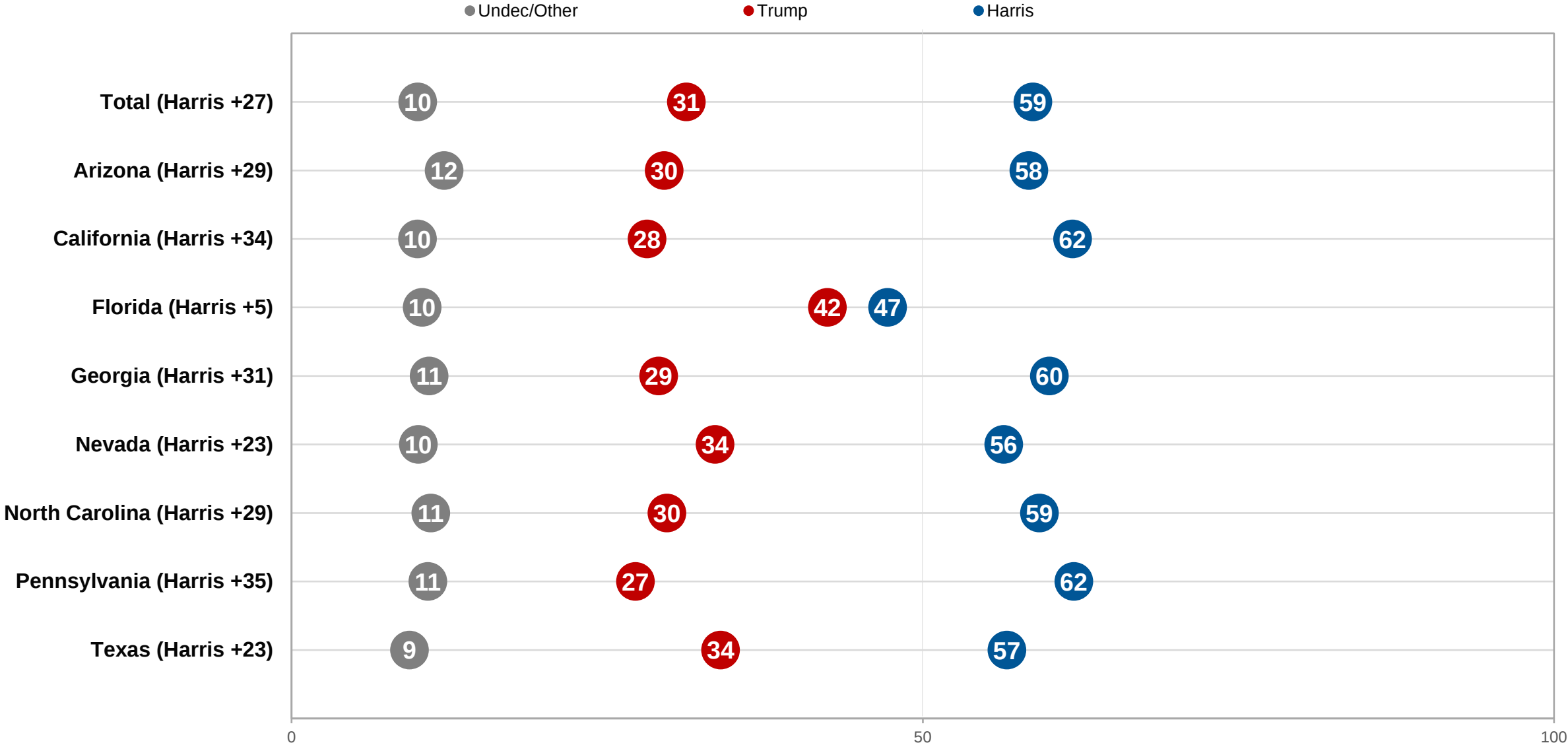


If the 2024 election for President was today, would you vote for Democrats Kamala Harris and Tim Walz or Republicans Donald Trump and JD Vance?

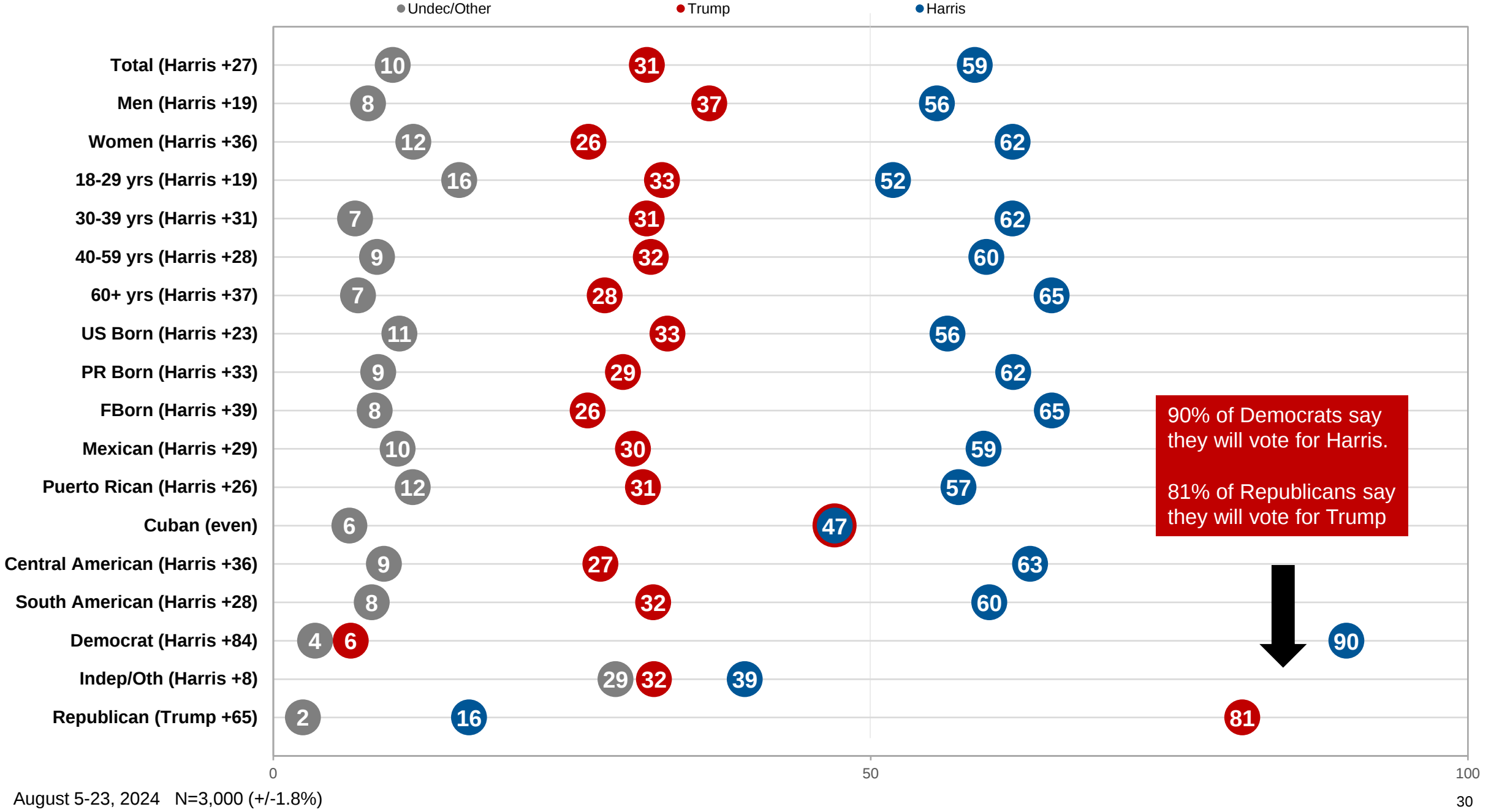
**Harris-Walz vs Trump-Vance
(Harris-Walz +29)**



Presidential Vote Among Latino Voters



Presidential Vote Among Latino Voters





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