

LATINO VIEWS TOWARDS THE ECONOMY

Latino  **Decisions**
Everything Latino Politics

July 21, 2014

Latinos and the Economy

- Many economists now say the Great Recession is over, when looking at aggregate national growth data
- Not all segments of the American population have rebounded with the same success
- Considerable economic challenges continue to exist within the Latino community
- Latino voters want the government to implement policies to help improve their financial situation

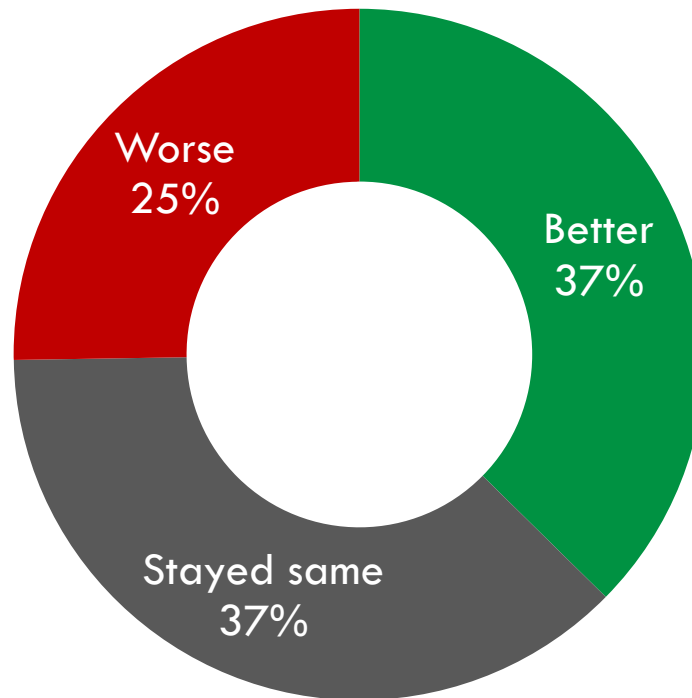
New Poll of Latinos & the Economy

- On behalf of the National Council of La Raza
- National survey of Latino registered voters
- Available in English or Spanish, at discretion of each respondent
- N=500 total completes, +/- 4.3% MoE
- Out of the field July 10, 2014

Latinos and economic outlook

A clear majority of Latino voters have not seen improvement in their household finances

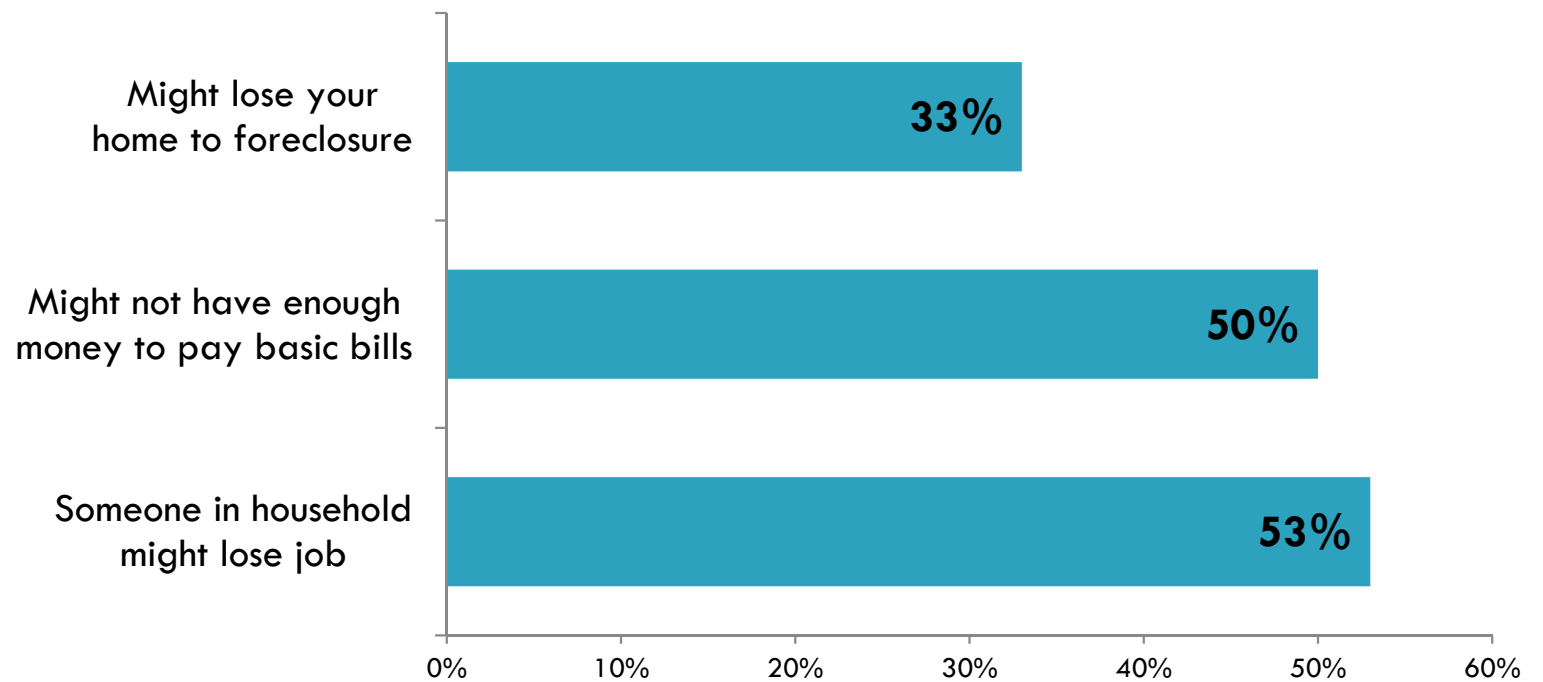
Have your personal finances gotten better, worse, or stayed the same over the past few years



Latinos and economic outlook

A very large portion of registered voters are still deeply impacted by the recession

How worried are you about...

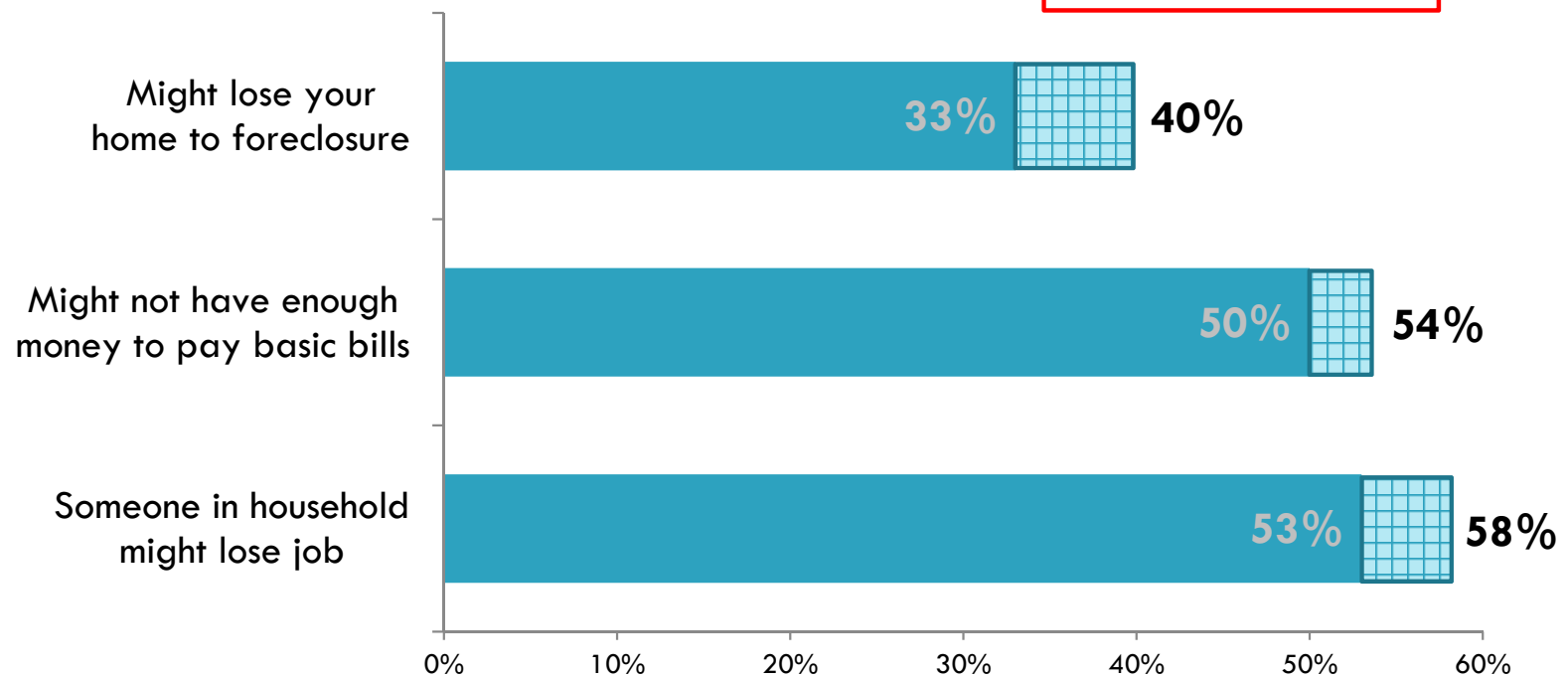


Latinos and economic outlook

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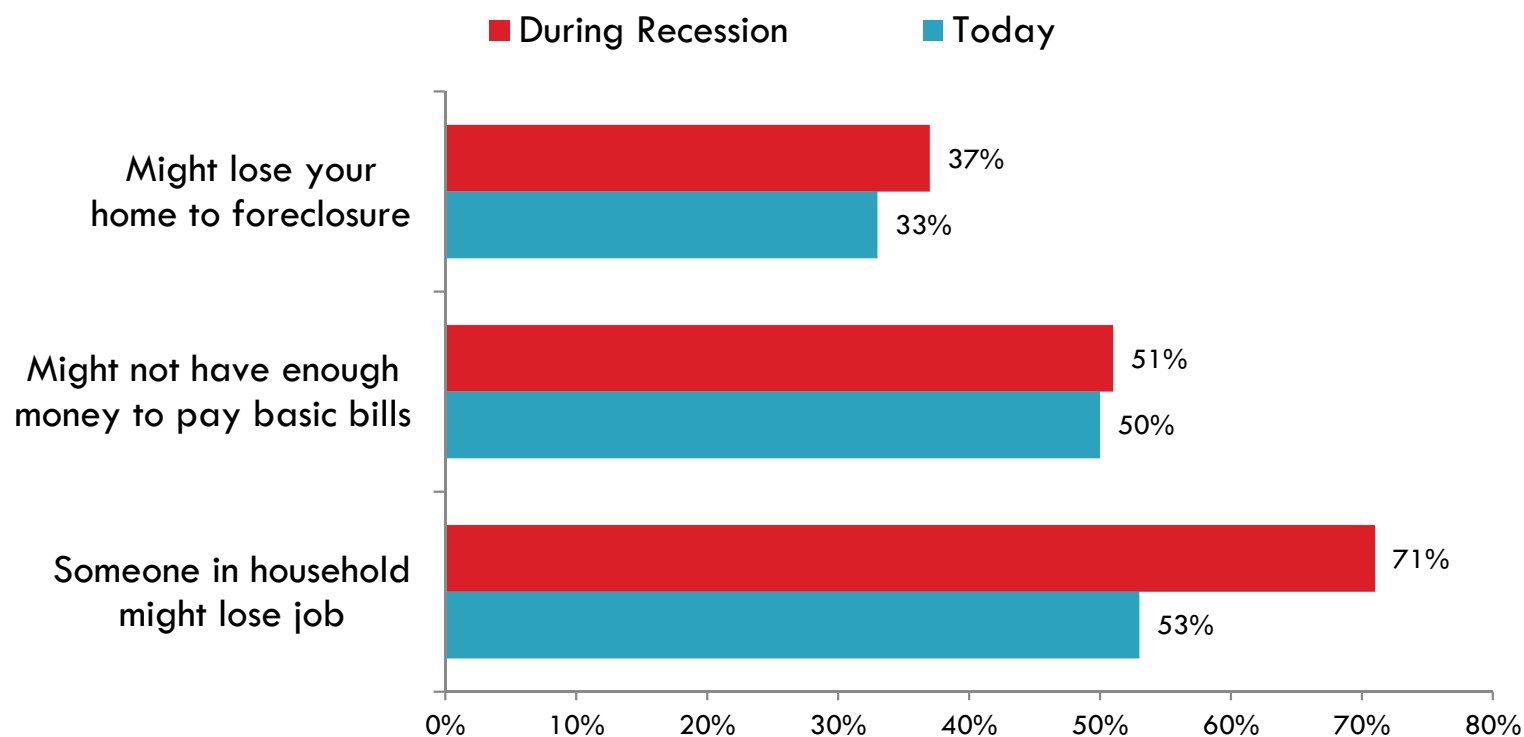
Families with kids in the household



Latinos and economic outlook

As compared to 2011, Latinos still express significant concerns over the economy

How worried are you about...

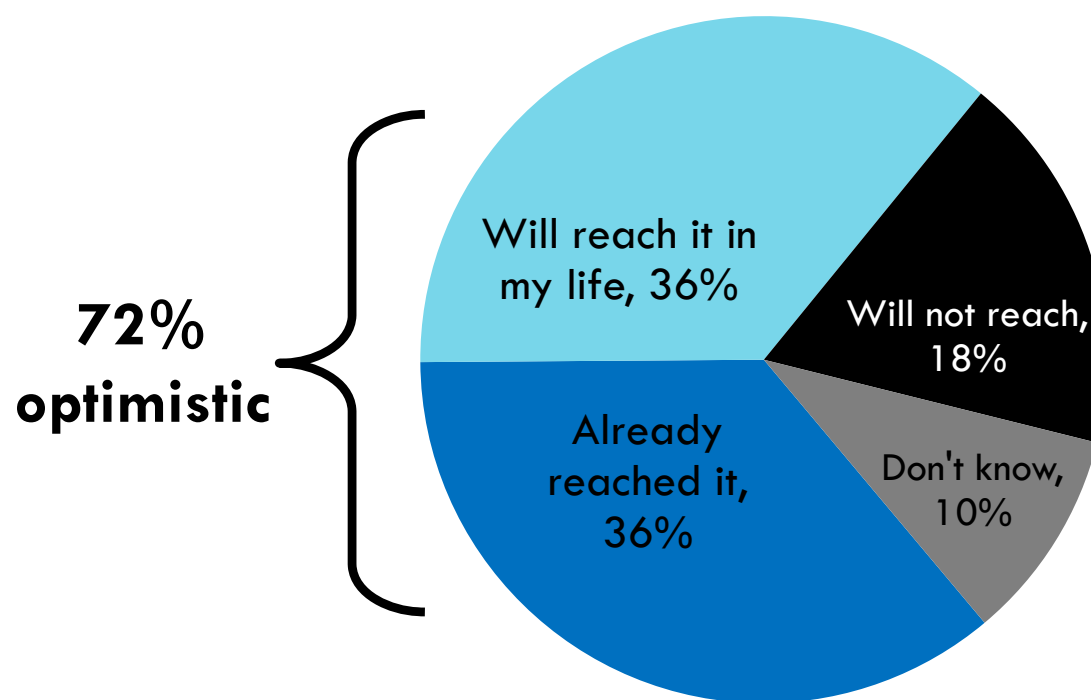


THE AMERICAN DREAM

Latinos optimistic about American Dream

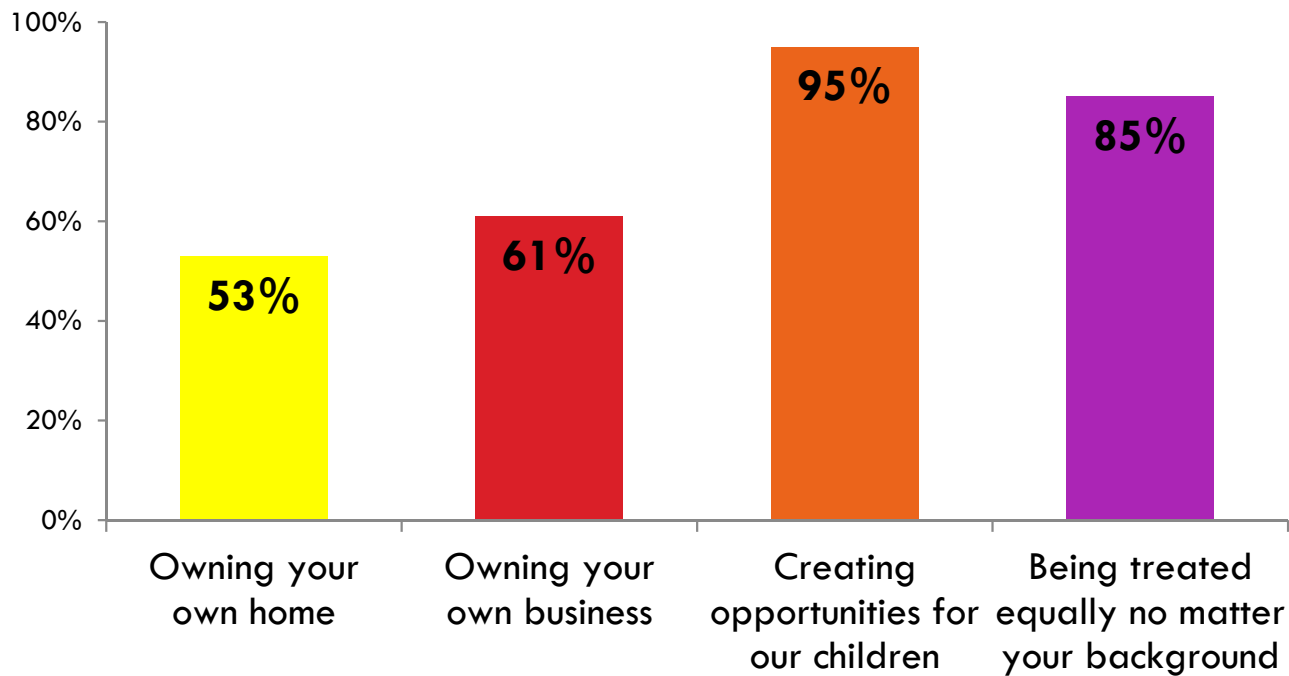
Overwhelming support among Latinos for achieving the American DREAM

Will you achieve the American Dream?



Achieving the American Dream

Which is part of achieving the American Dream



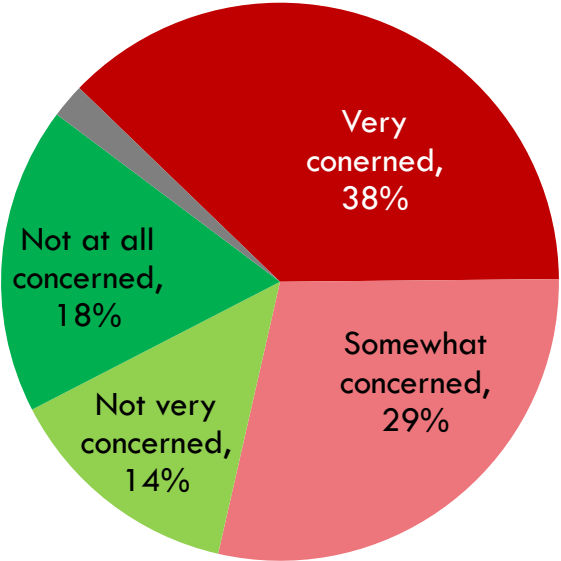
Foreign-born Latinos are the most likely to agree:

58% owning home

68% owning business

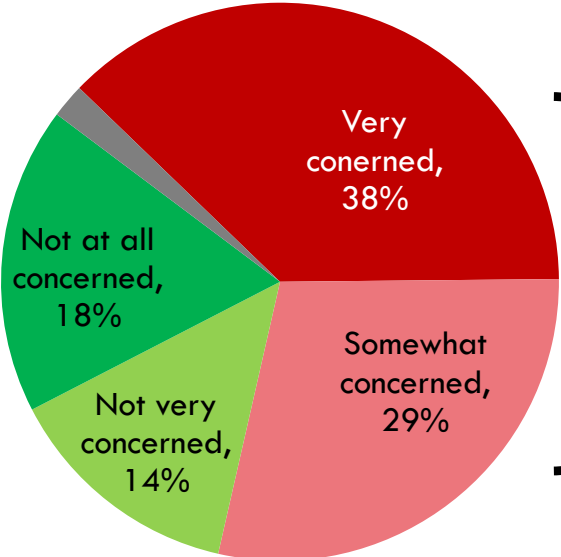
Barriers to achieving the DREAM

Concern about not earning enough to pay basic expenses

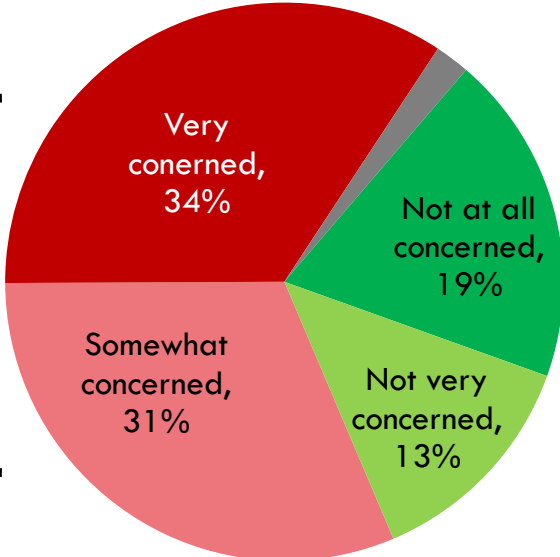


Barriers to achieving the DREAM

Concern about not earning enough to pay basic expenses



Concern about lack of career advancement opportunities



**67% 65%
concerned**

LATINO VIEWS TOWARDS POLICY OPTIONS

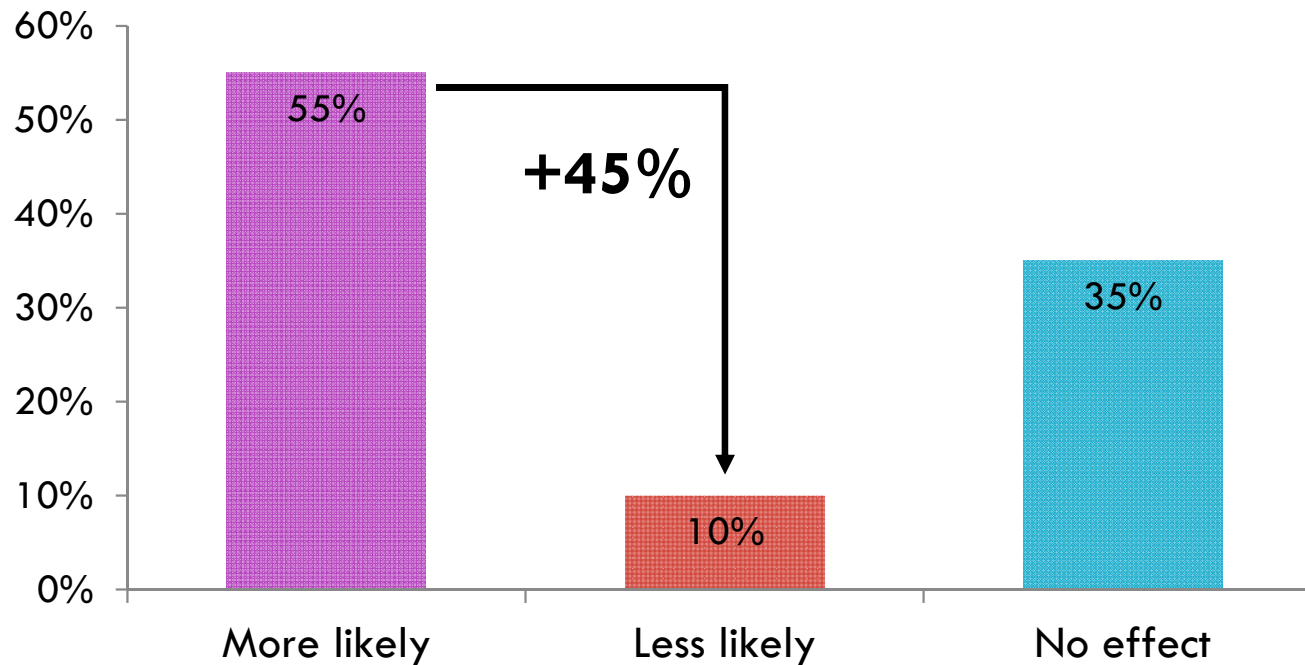
Making homeownership possible

- Government can do different things to help qualified people to buy a house. For each of these, tell me if you think this policy would be helpful or not helpful to people trying to buy homes.

□ Tax credits for homeowners	86%
□ Programs that make mortgages easier to obtain	84%
□ Homeownership counseling and education	84%

Minimum Wage

If your elected official voted for an increase in the minimum wage, would that make you more likely or less likely to vote for that person?



Conclusion

- ❑ Many Latinos are still struggling with the recession
- ❑ Homeownership is a centerpiece of achieving the American Dream and economic stability
- ❑ Latino voters want the government to implement policies to help improve their financial situation
- ❑ Politicians who support increasing the min wage and access to homeownership will win over Latinos

Thank you!

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July 20, 2014