

**UNIDOS US**

STRONGER COMMUNITIES. STRONGER AMERICA.

# NATIONAL SURVEY OF LATINO VOTERS

# About the Survey

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- Total N=3,037 Latino eligible voters
  - N= 2,707 registered
  - N= 330 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: Nov 2 - 13, 2023
- English or Spanish, according to preference
- Mixed mode: 75% online, 25% live telephone interviews

# Key Findings

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## **1. Inflation, jobs and the economy, healthcare, crime/guns, and housing costs are top priorities, and there is strong support for policies to address them:**

- Food and basic necessities, housing/rent, and gasoline are the principal worries regarding inflation
- Jobs with better pay and better benefits top other economic concerns
- For healthcare, the costs of insurance worry Latinos deeply
- When Latinos say crime/guns worry them, the priority is overwhelmingly GUNS
- Housing costs have emerged as a new Latino priority issue, with CA/AZ/NV leading the way.

## **2. Immigration: Still important, but not as central as in years past:**

- Latino voters STRONGLY favor a path to citizenship for long-term immigrants and Dreamers
- Latino voters favor better asylum and legal immigration policies
- Less support for a border security focus, and very low support for any mass deportation plan

## **3. Strong support for reproductive rights: By a 71% to 23% margin, Latinos oppose efforts to restrict/ban abortion rights, no matter their own personal beliefs on the issue.**

# Key Findings Continued:

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**4. Medicaid expansion is wildly popular (over 80% in favor) in the states that have failed to do so;**

**5. Latino voters think climate action is urgently needed to forestall weather and climate related catastrophes. By contrast, only 6% of Latinos deny the reality of climate change.**

**6. Democrats are modestly trusted over Republicans to handle nearly any issue deemed important and Democratic values are judged closer to Latino values. However, the share of Latinos preferring D to R never breaks 50%, and consistently around a quarter of Latino voters say neither or both, reflecting uncertainty.**

**7. Approval of President Biden lower than expected approval (47-44); approval of the GOP's leadership of the House has even lower approval (31-50).**

**8. In 2024, 22% of Latinos will be voting in their first Presidential election**

- 16% for the first time in ANY federal election
- Another 15% voted in 2020 for the first time
- 38% of the Latino electorate is new since Hillary Clinton and Donald Trump faced off in 2016

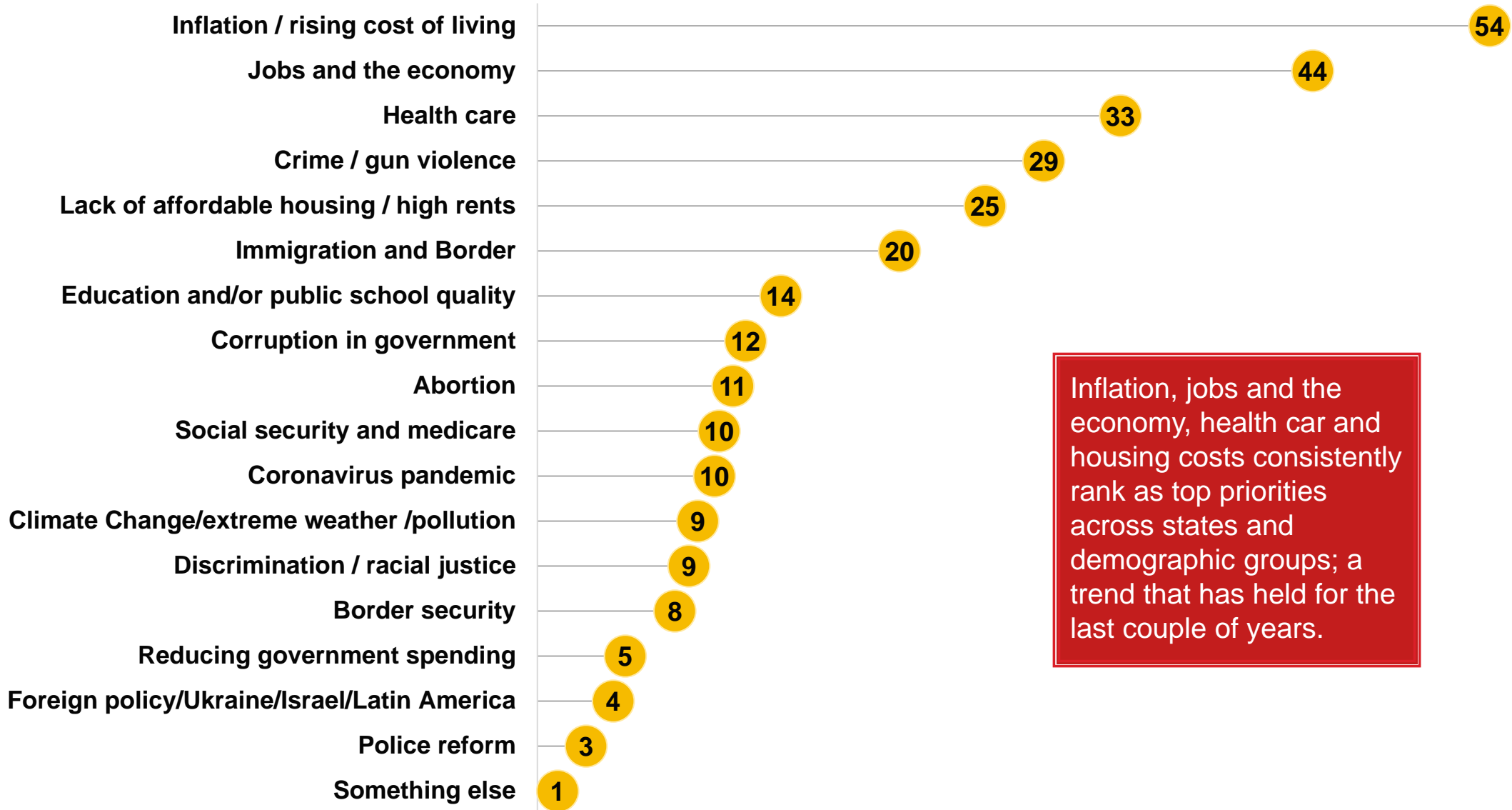
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## ISSUE PRIORITIES

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

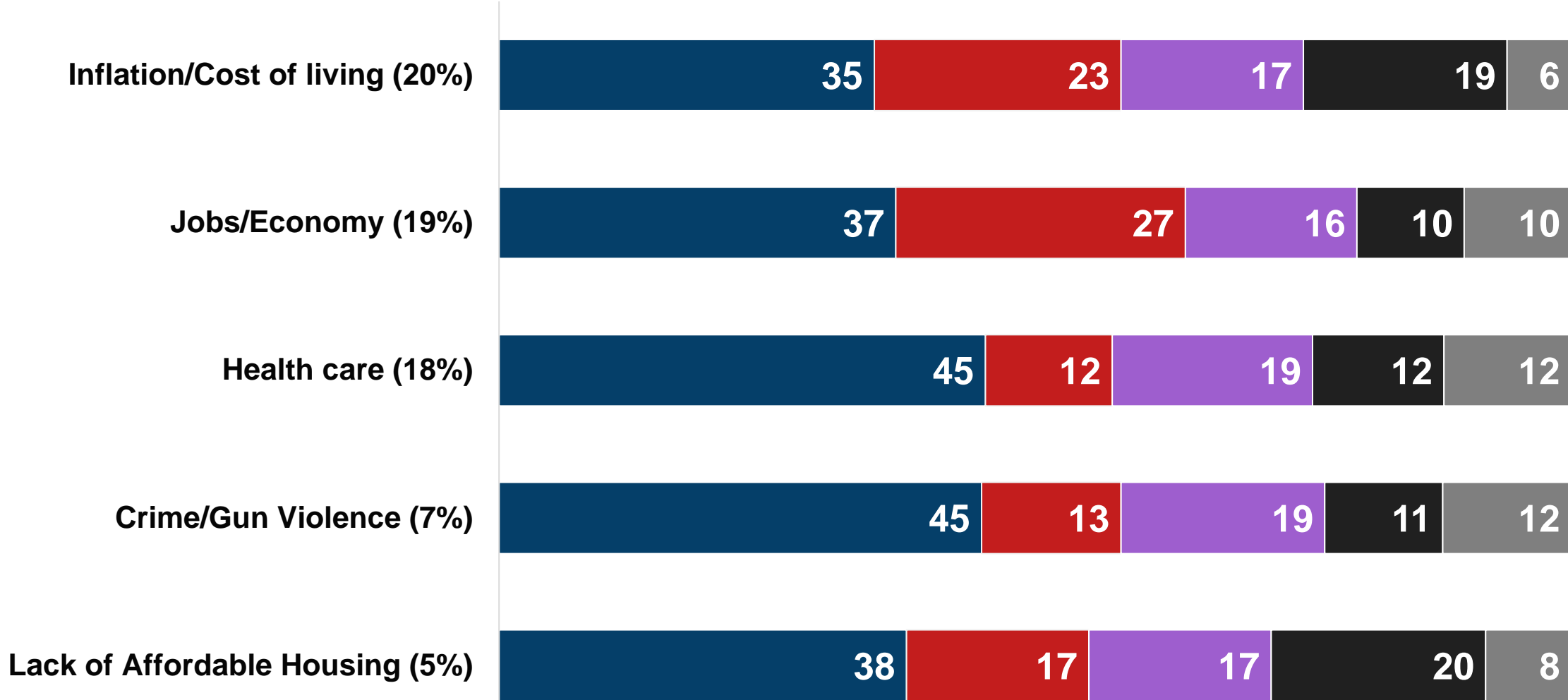
(Rank up to three. Sorted highest to lowest)



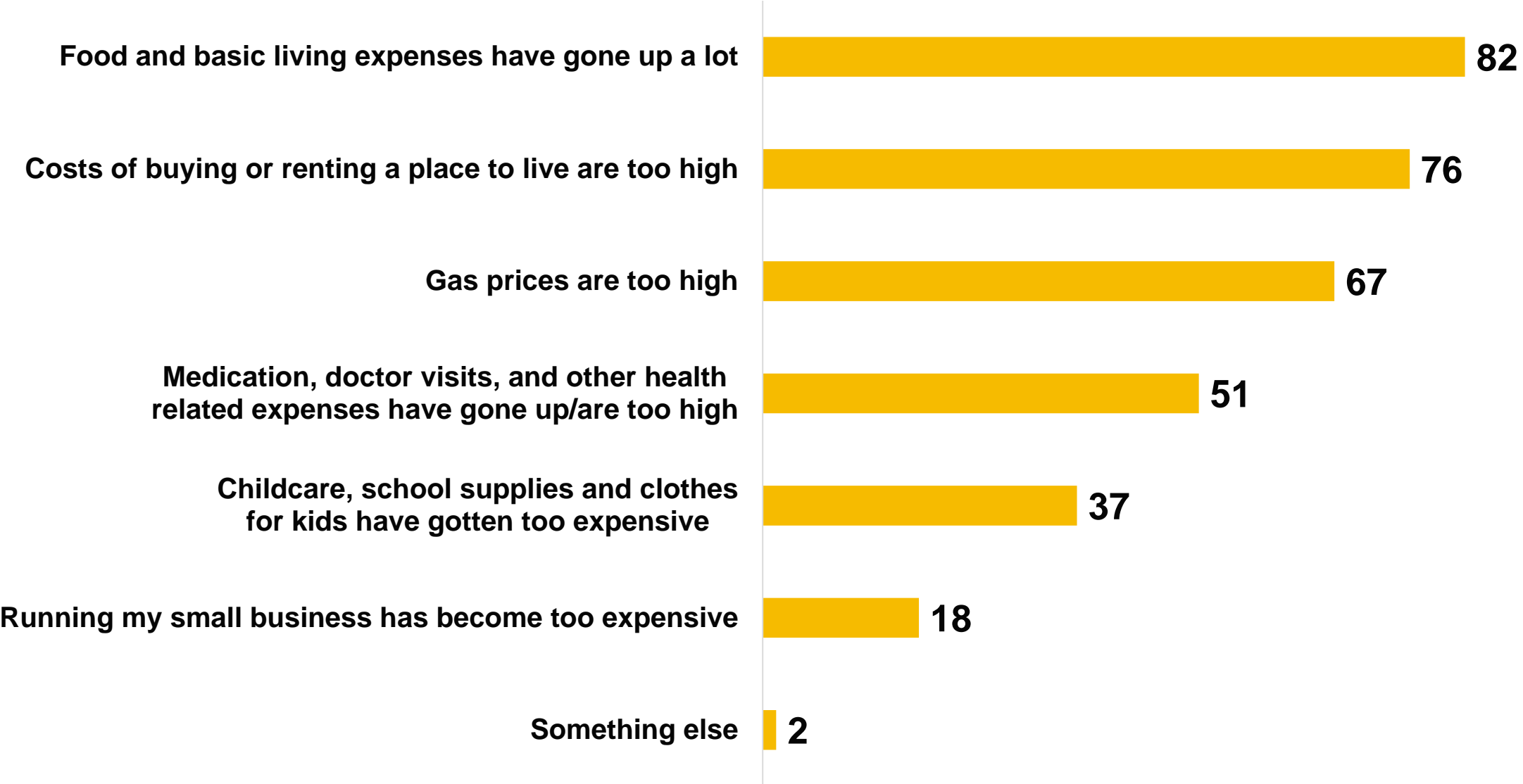
Inflation, jobs and the economy, health care and housing costs consistently rank as top priorities across states and demographic groups; a trend that has held for the last couple of years.

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

■ Democrats ■ Republicans ■ Both ■ Neither ■ Don't know

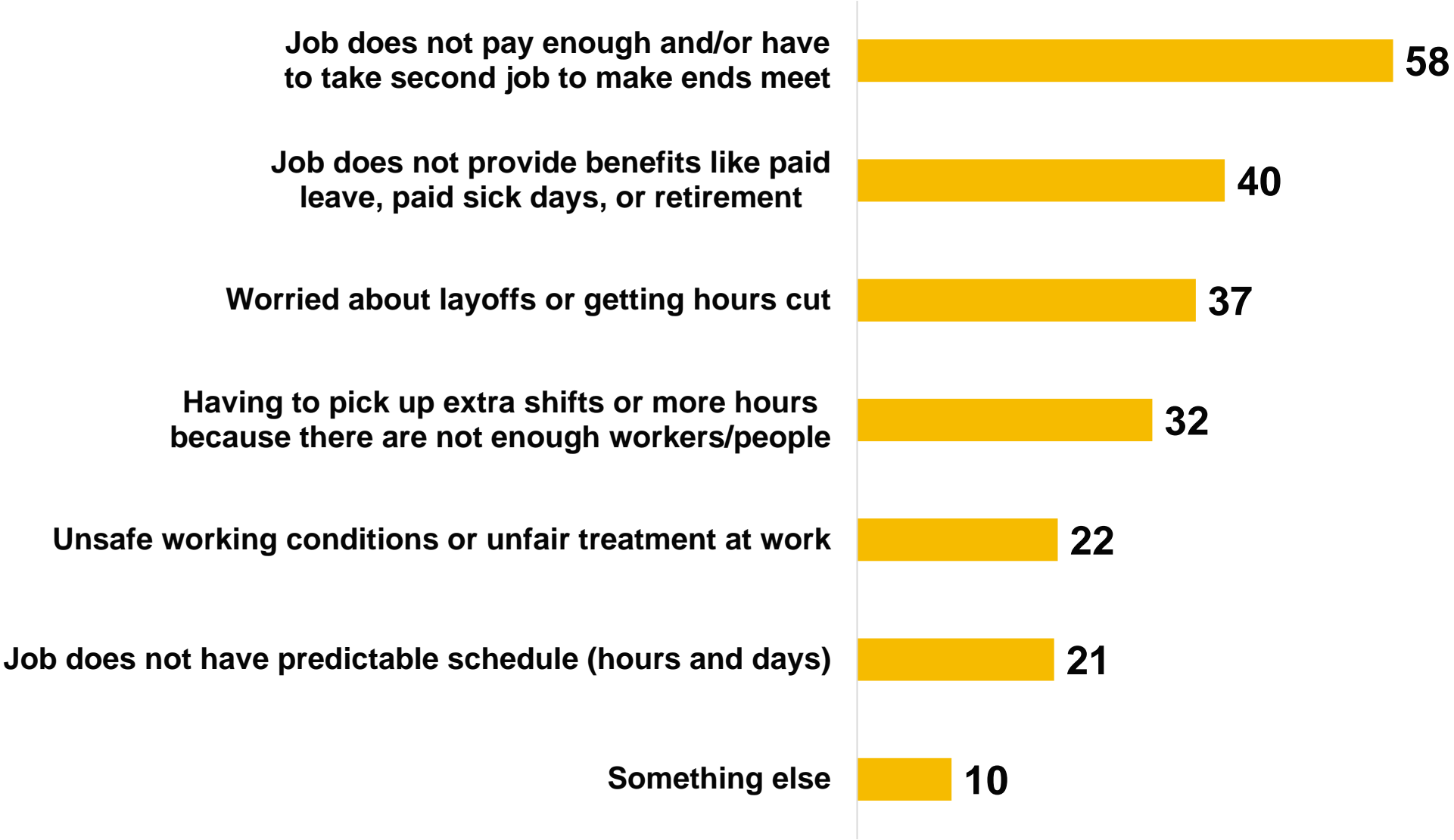


# What did you have in mind when you said *inflation and the rising cost of living* are important issues elected officials should address? (all that apply)

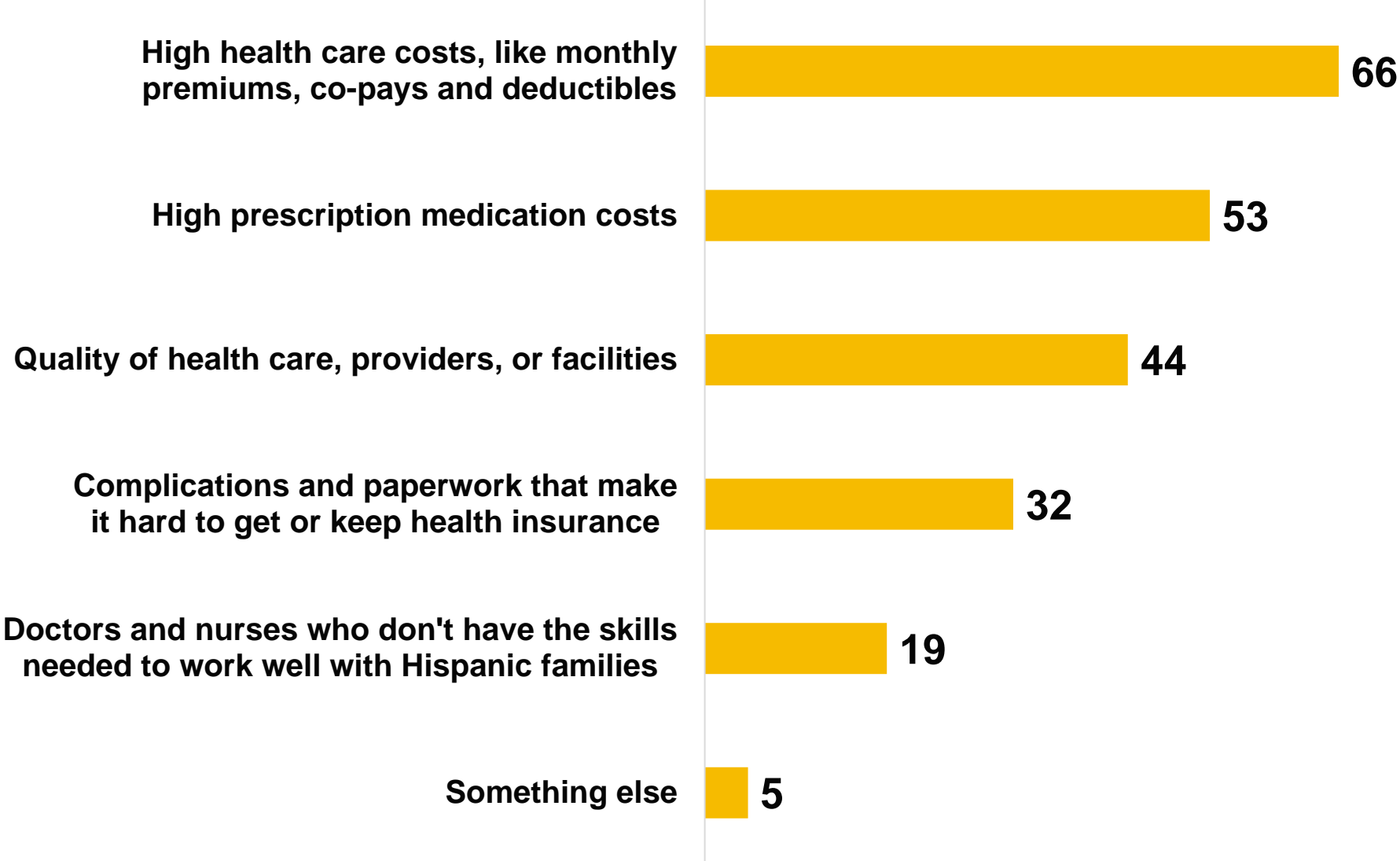




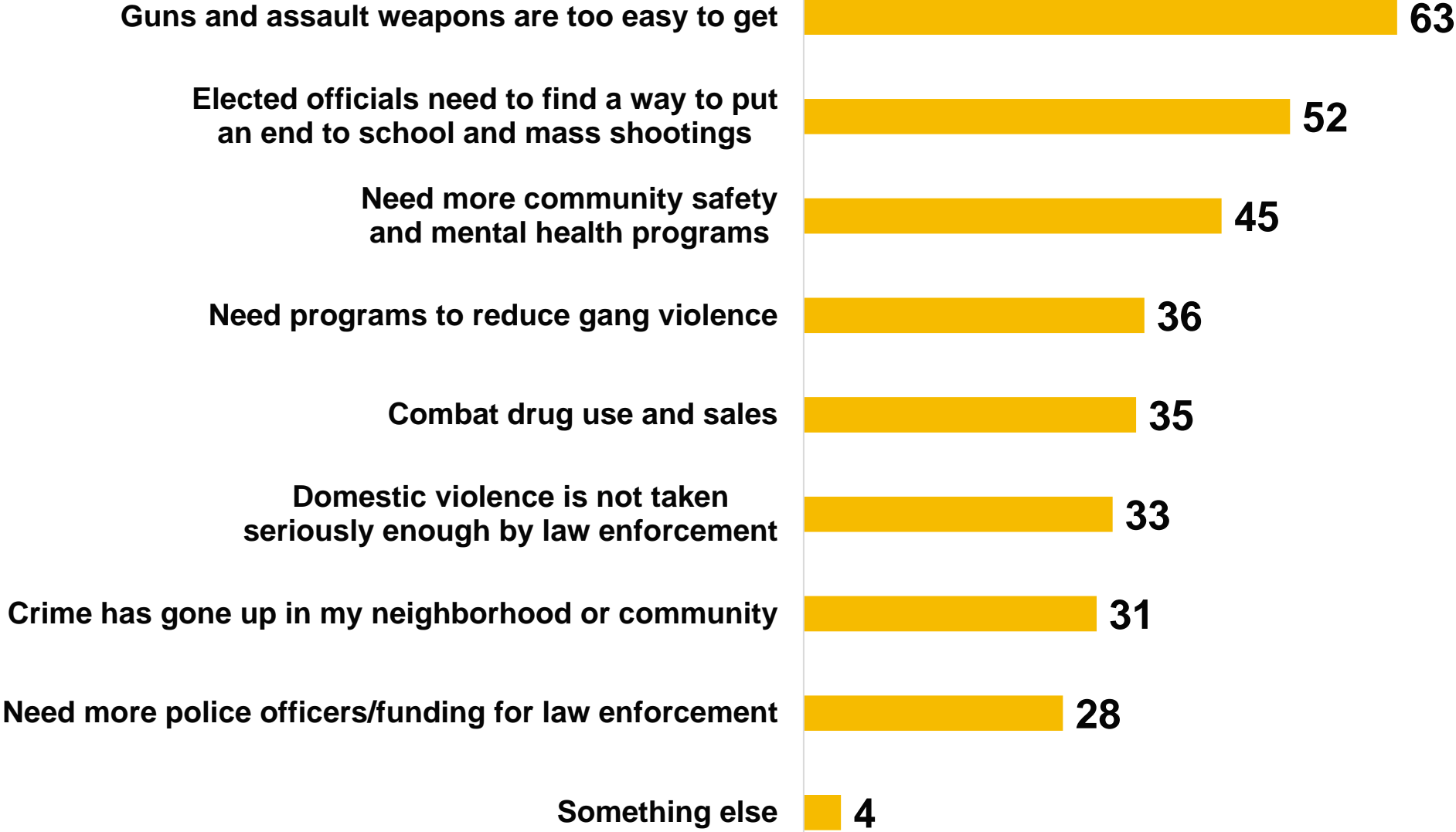
# What did you have in mind when you said *jobs and the economy* are important issues elected officials should address? (all that apply)



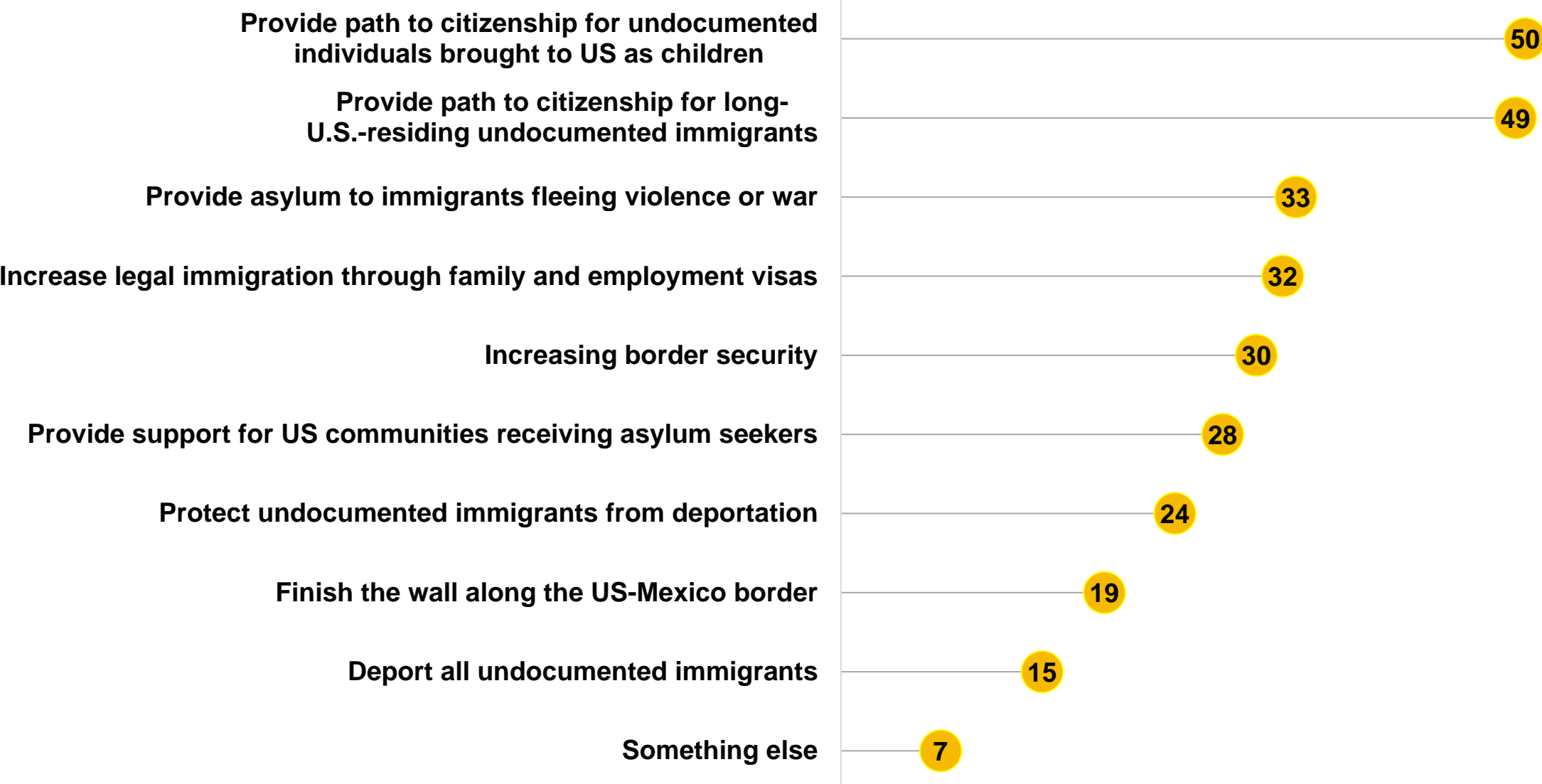
# What did you have in mind when you said *health care* is an important issue elected officials should address? (all that apply)



# What did you have in mind when you said crime and gun violence are important issues that elected officials should address? (All that apply)



# 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.)

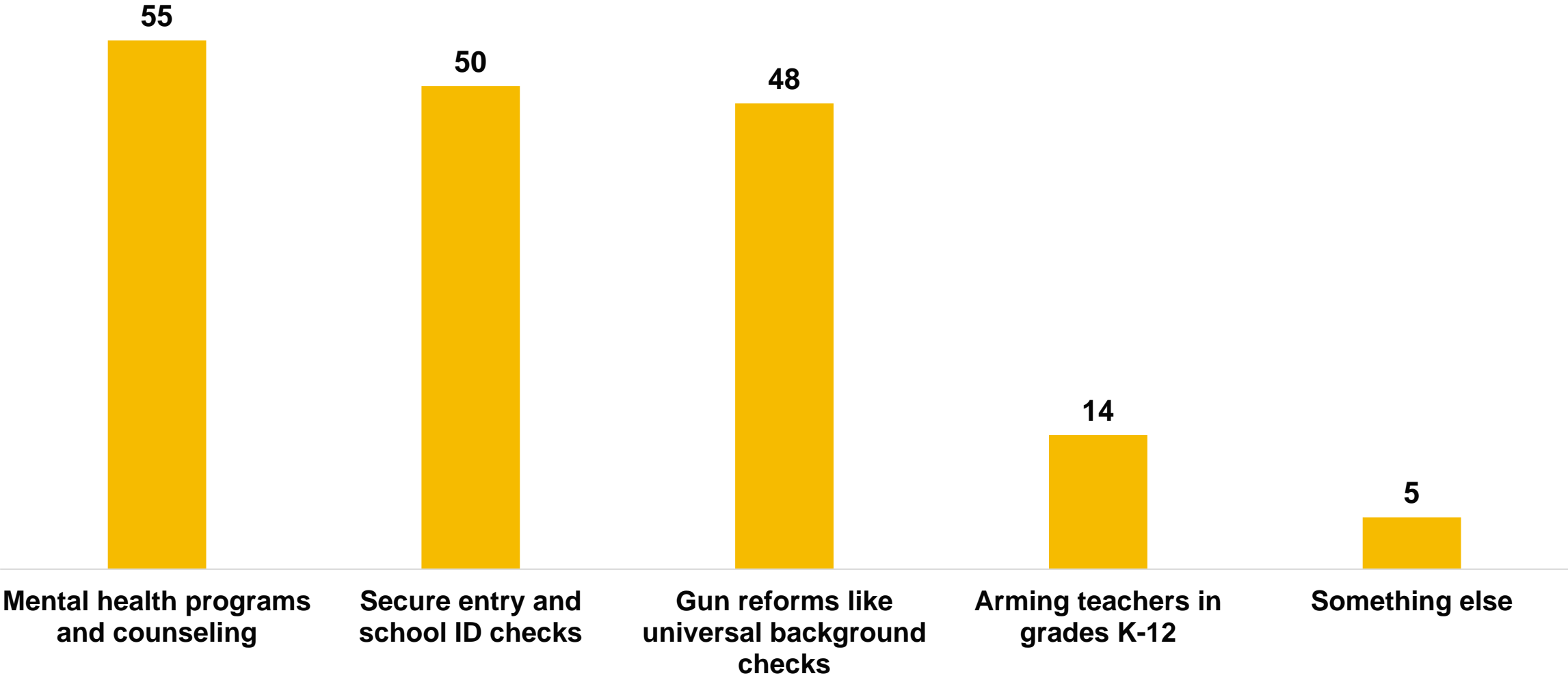


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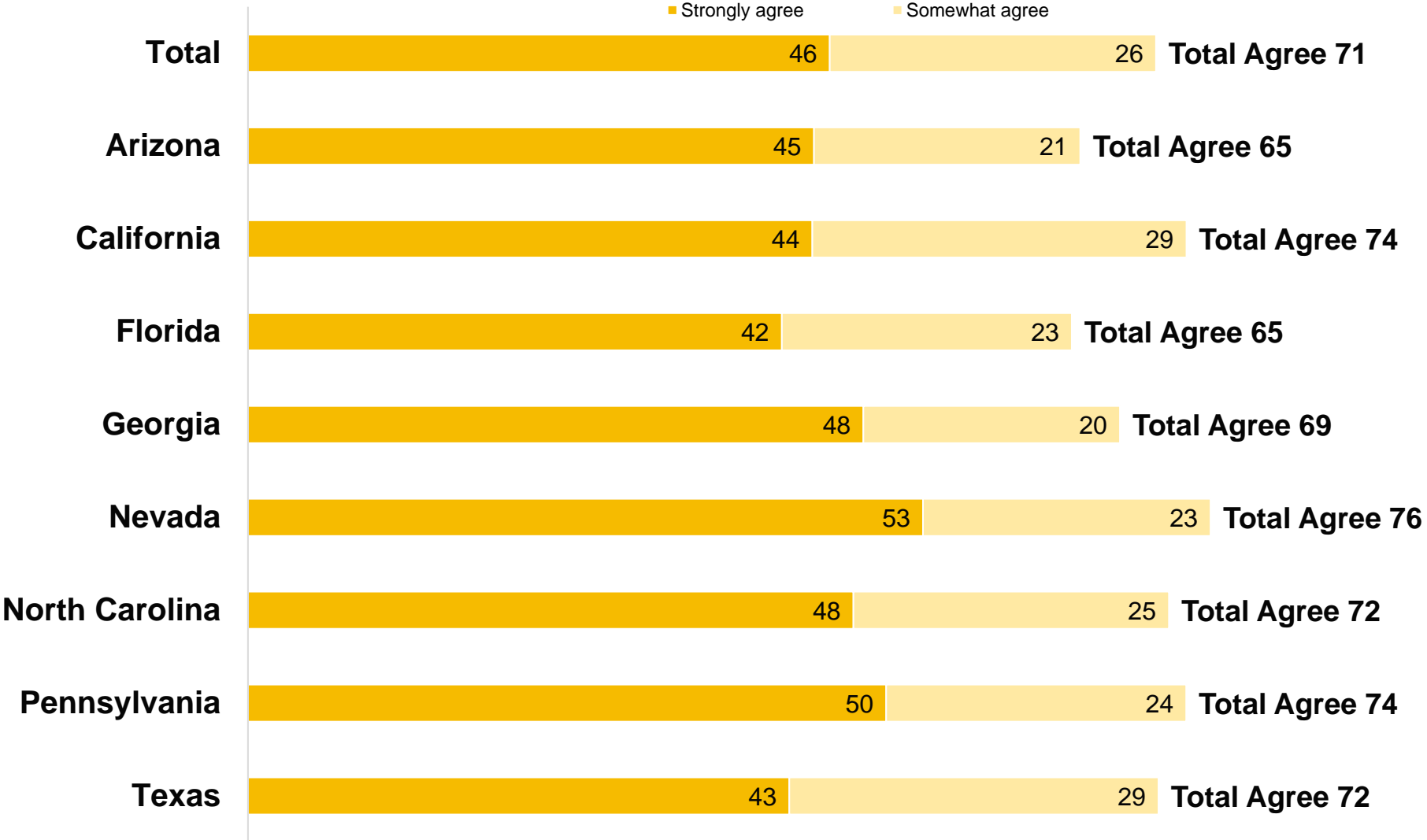
## POLICY VIEWS

# Which policies do you think would be the best solutions to make schools in your community safer for students and teachers? (all that apply)



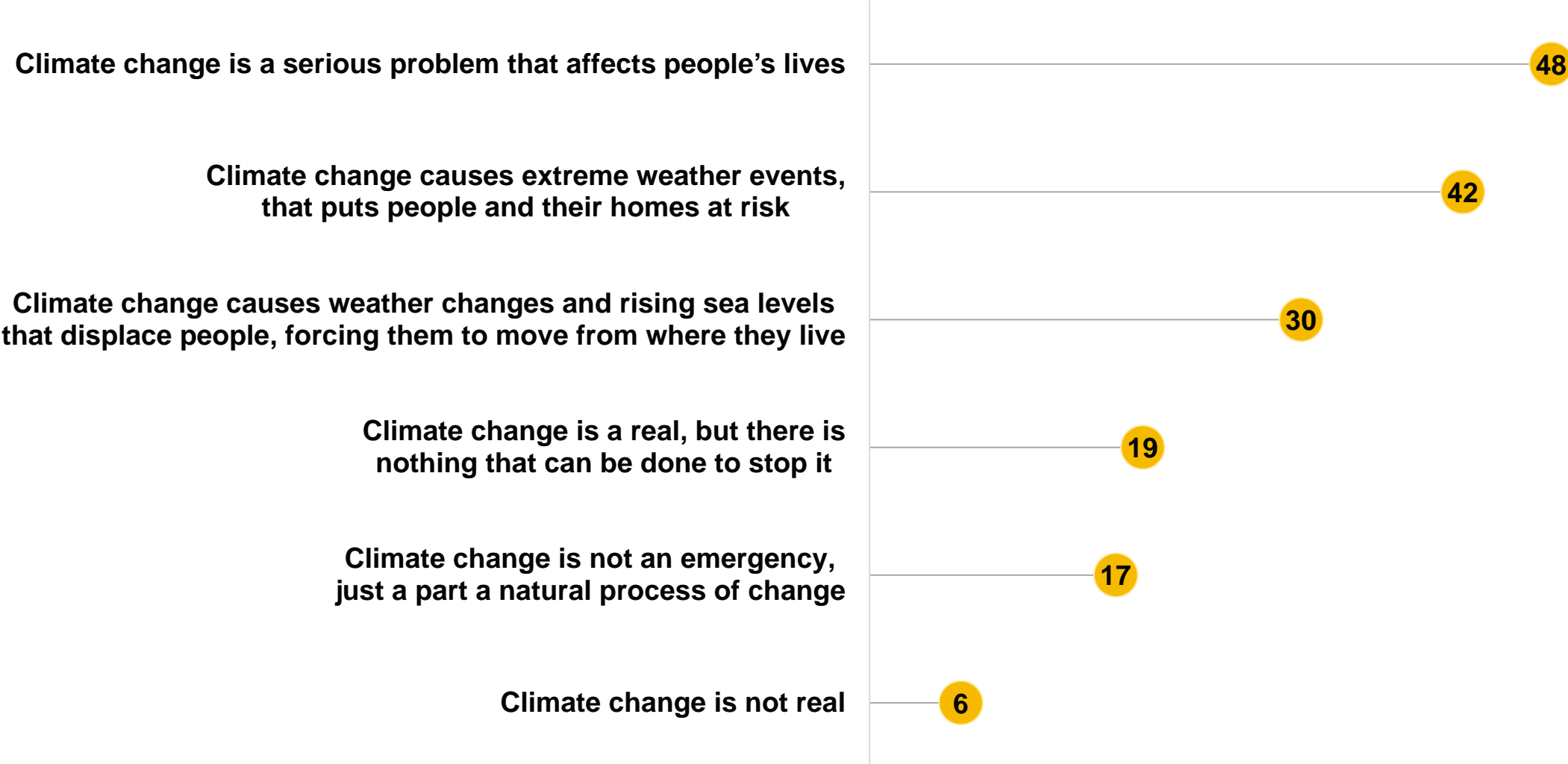
**Do you agree or disagree with the following statement? No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else.** (% agree reported)

Catholic: 75% agree, 46% strongly  
 Foreign Born: 67% agree, 40% strongly  
 Conservative 60% agree, 30% strongly  
 Republican: 58% agree, 30% strongly  
 Men: 72% agree, 40% strongly  
 Women: 71% agree, 51% strongly



# When it comes to climate change, which of these statements do you agree with?

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





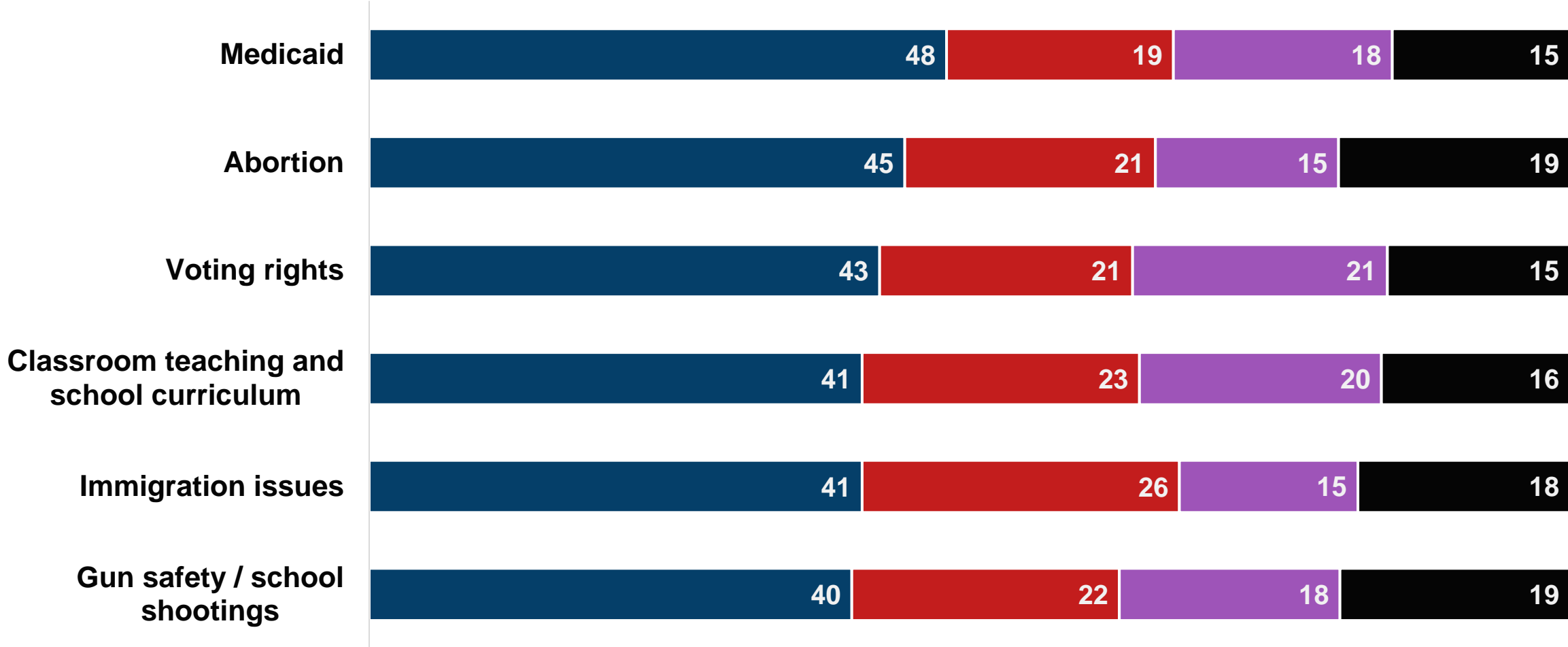
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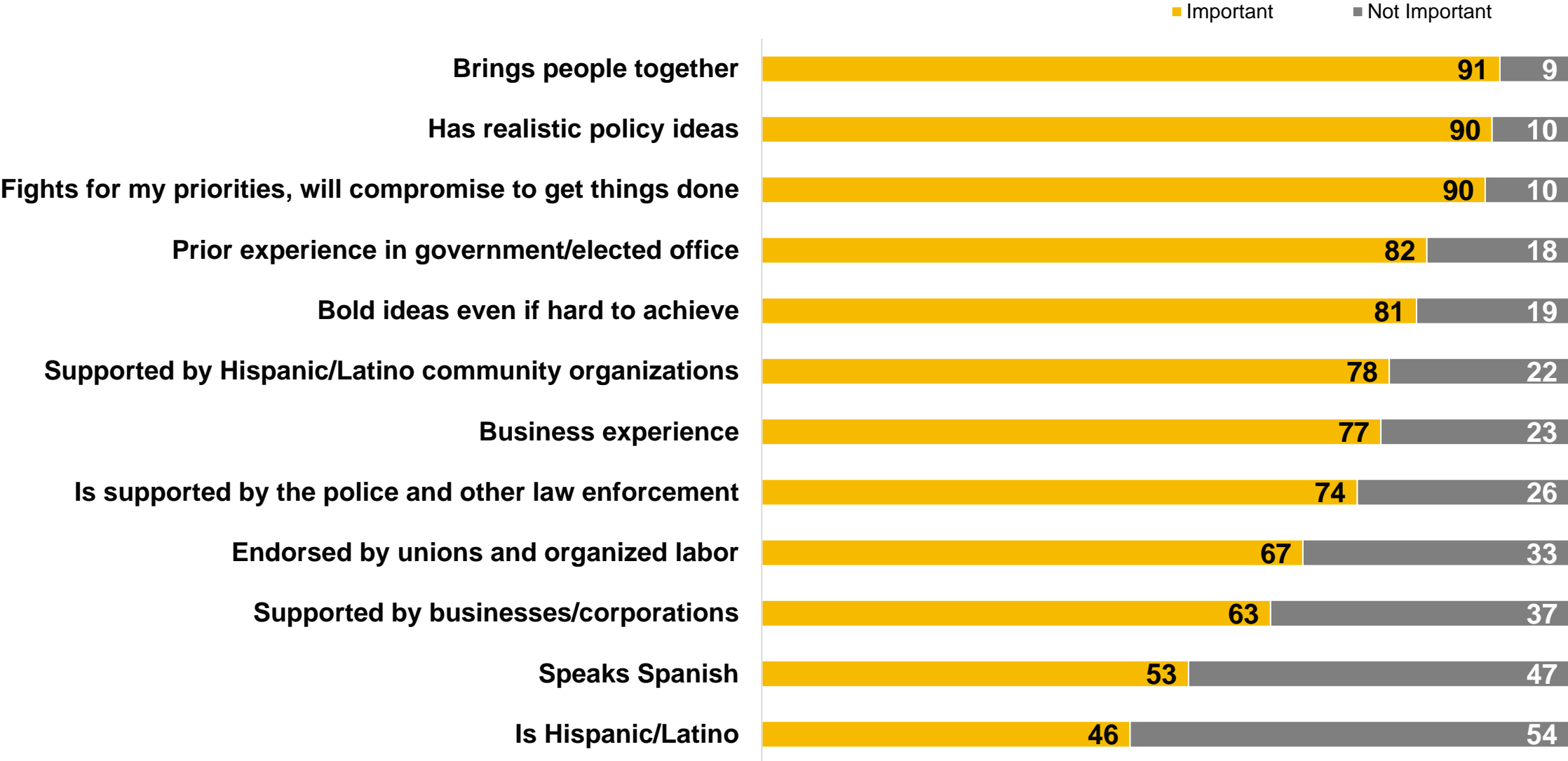
## CANDIDATES AND PARTIES

# Thinking about the election coming up in November of this year, which party do you think would do a better job handling each of the following issues:

■ Democrats ■ Republicans ■ Both ■ Neither

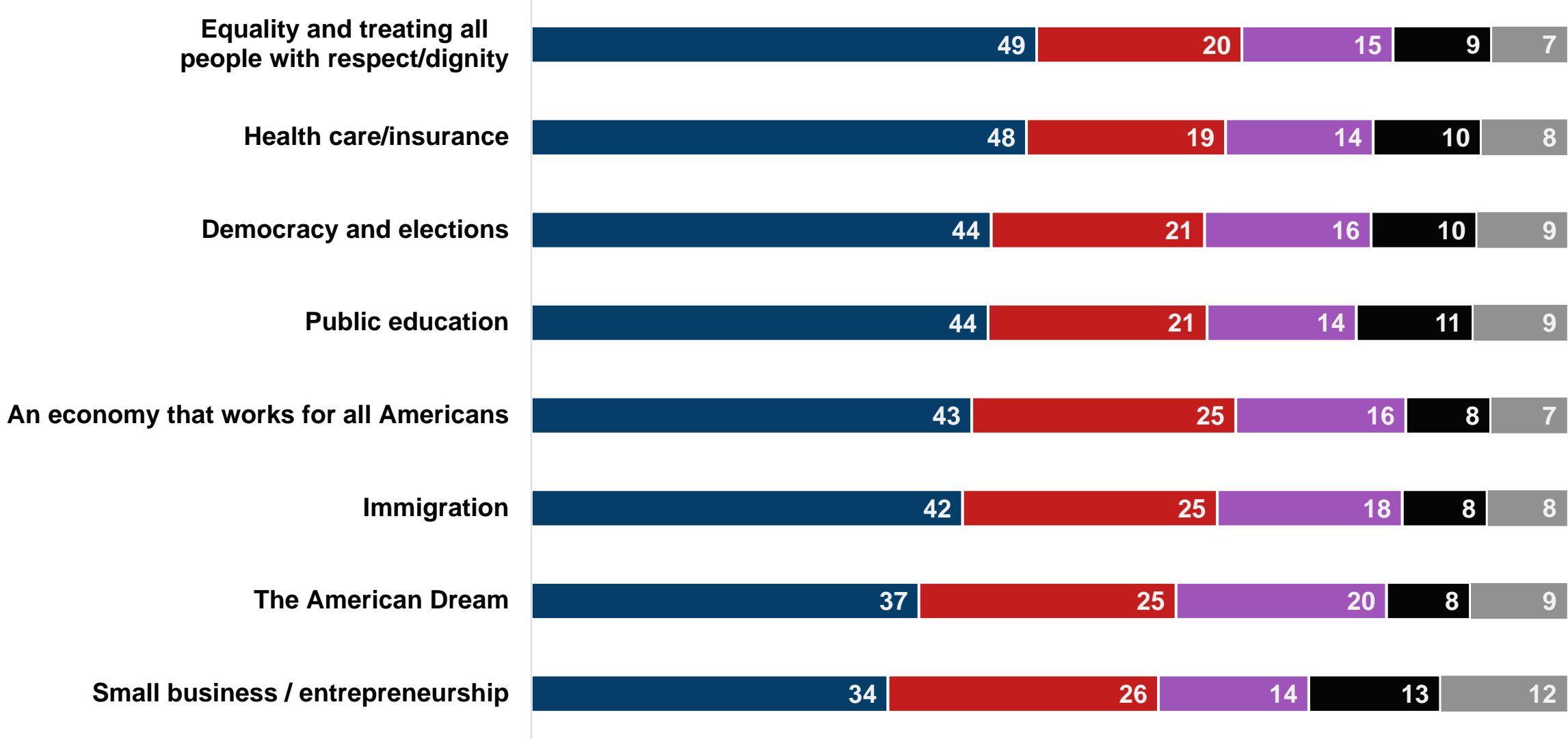


# In making decisions about which candidates to support in an election, how important is it to you that a candidate has the following traits or background?



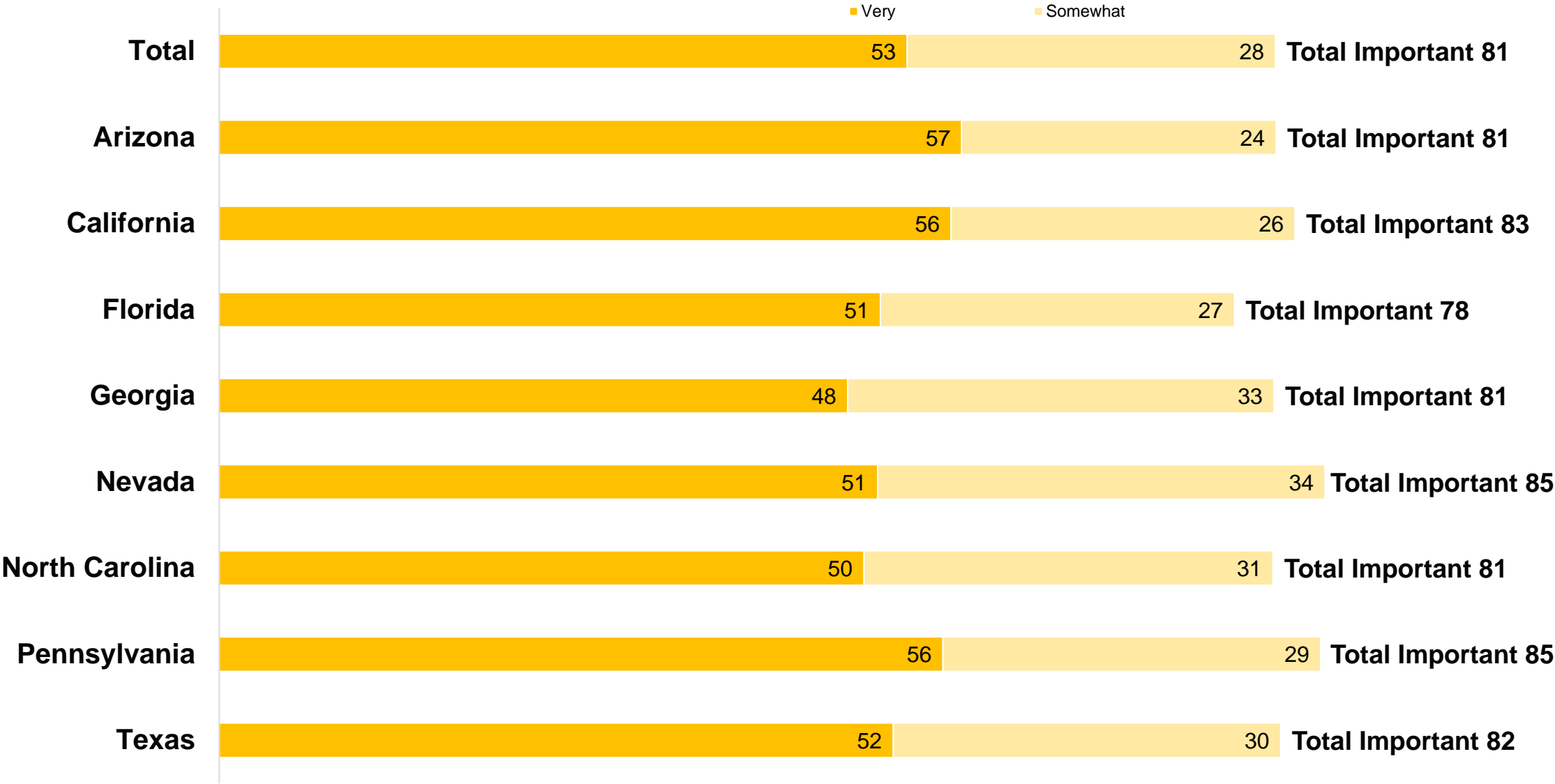
# Generally speaking, which party do you believe shares your values, or is closer to your personal beliefs/values when it comes to your views on:

■ Democrats ■ Republicans ■ Neither ■ Both ■ Don't know

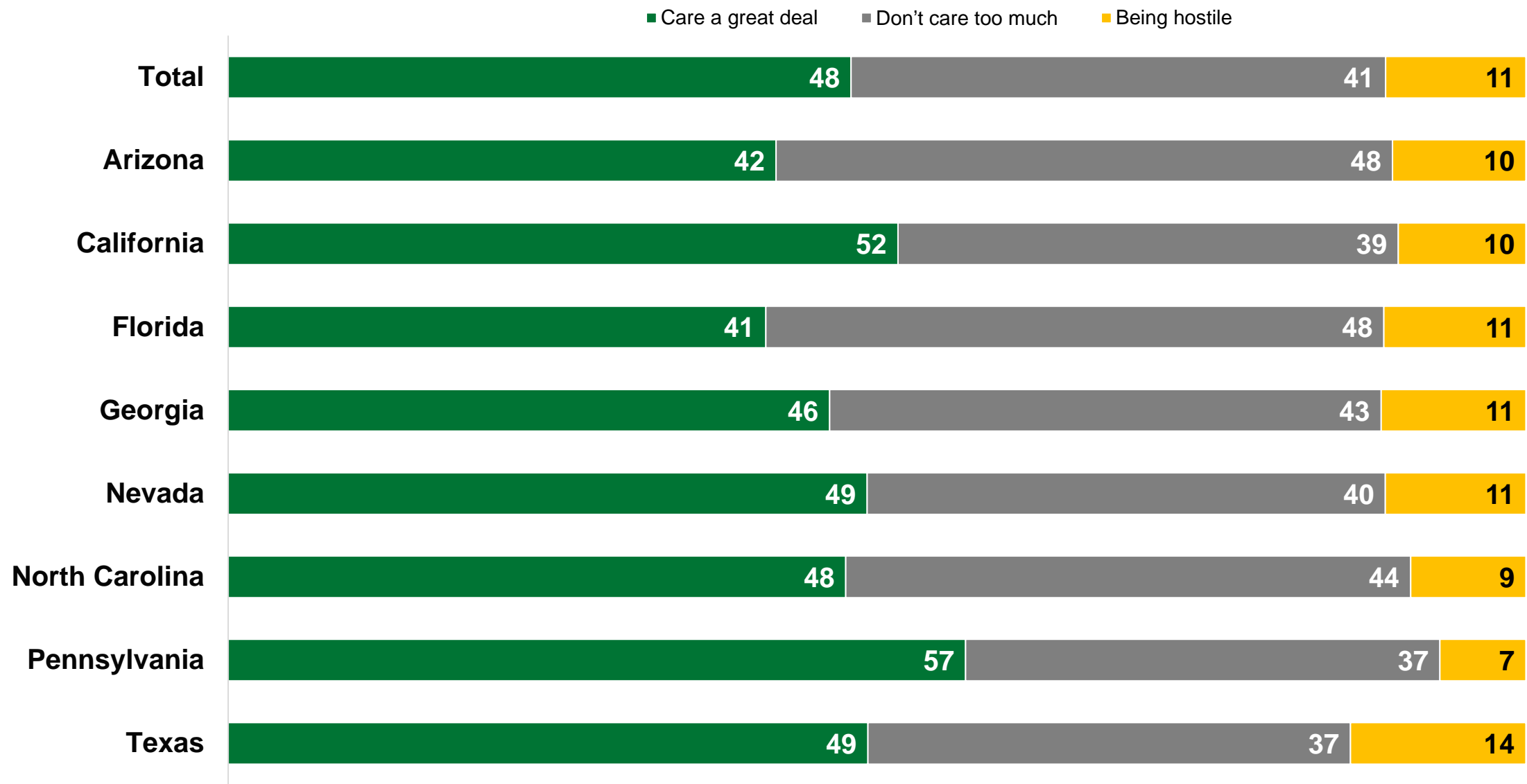


Nov 2-13, 2023 N=3,037 (+/-1.8%)

# How important is it to you, personally, for elected officials and other leaders to speak out against hate speech, White nationalism and White supremacy? (% important reported)

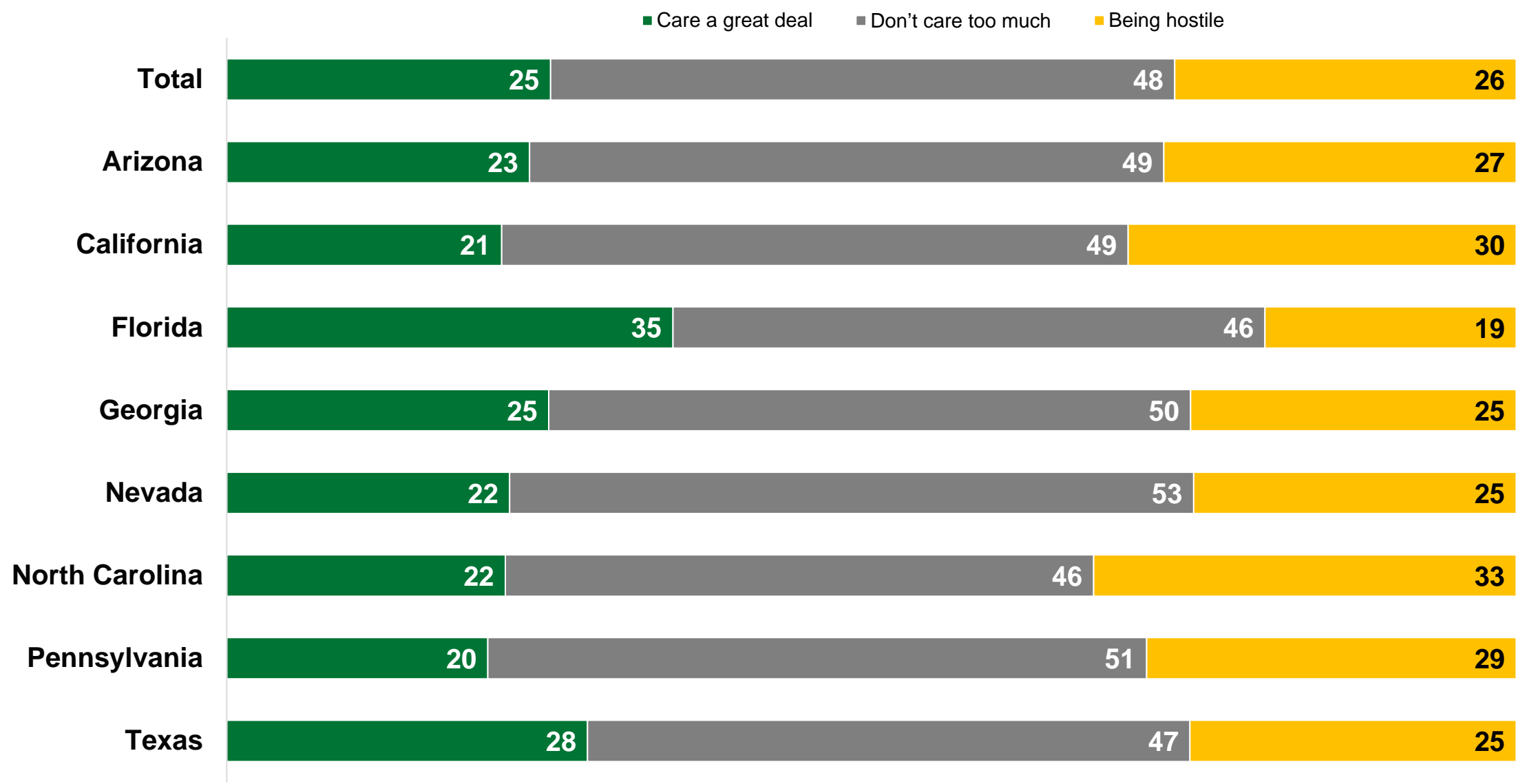


**Thinking about national politics, would you say that the Democratic Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Democrats are being hostile towards the Latino community?**



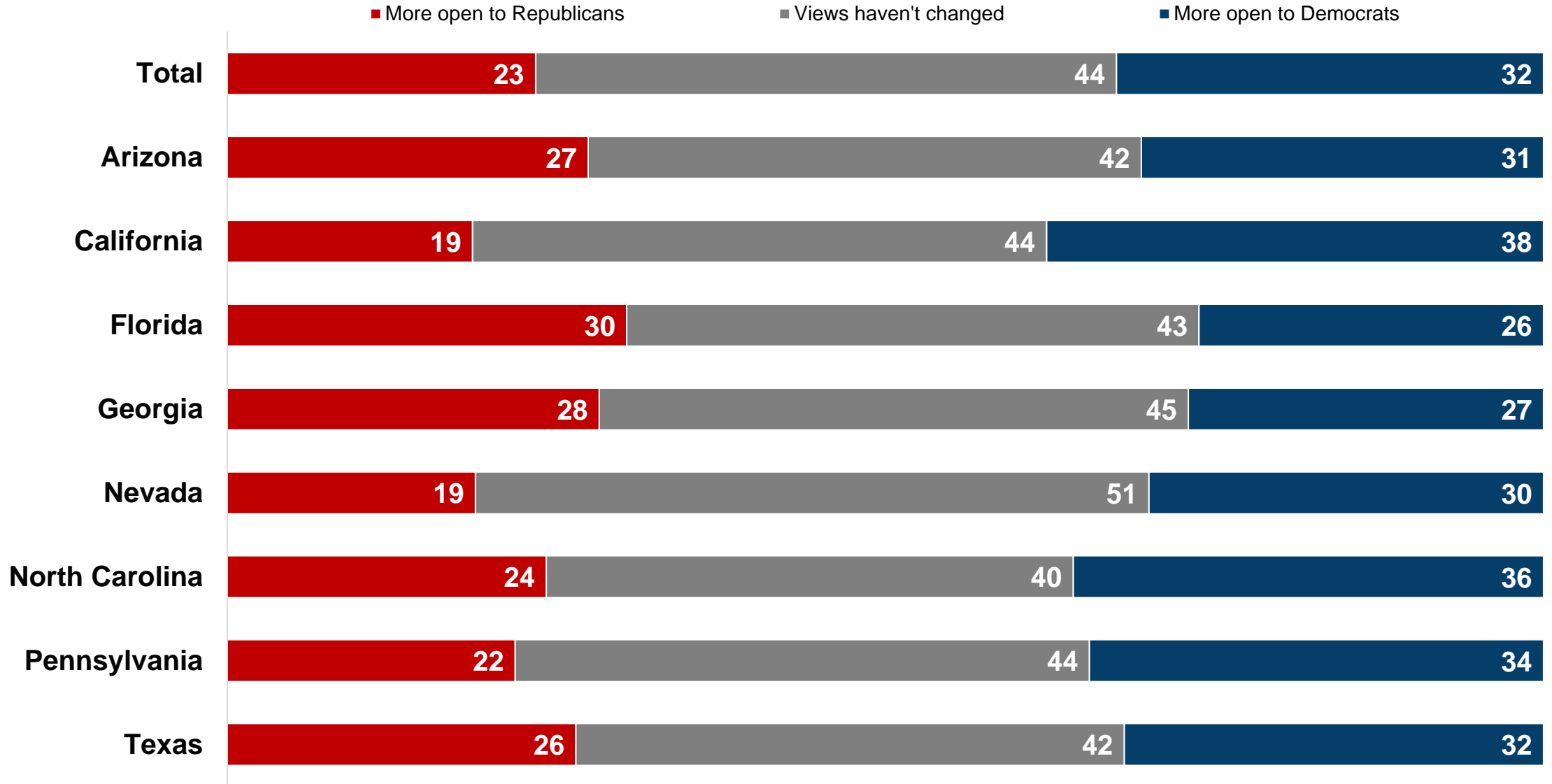
Nov 2-13, 2023 N=3,037 (+/-1.8%)

**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?**



Nov 2-13, 2023 N=3,037 (+/-1.8%)

# 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?





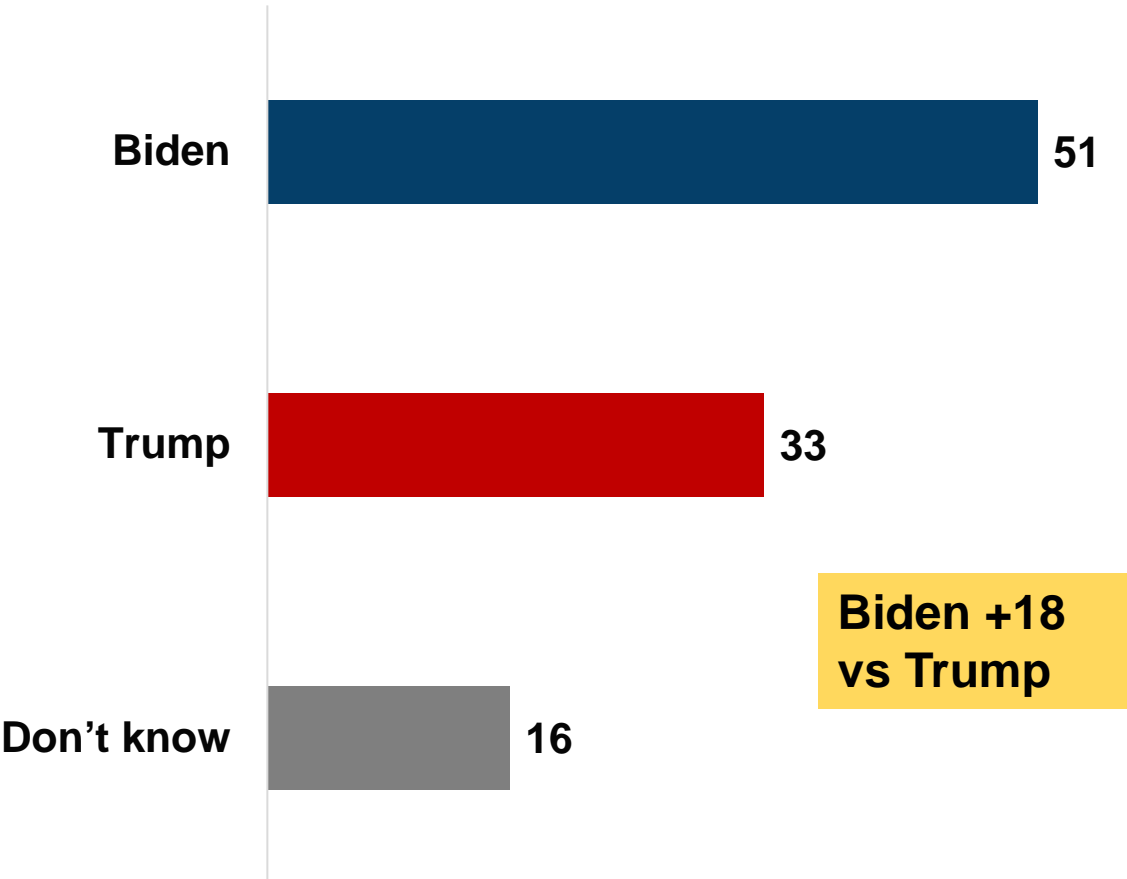
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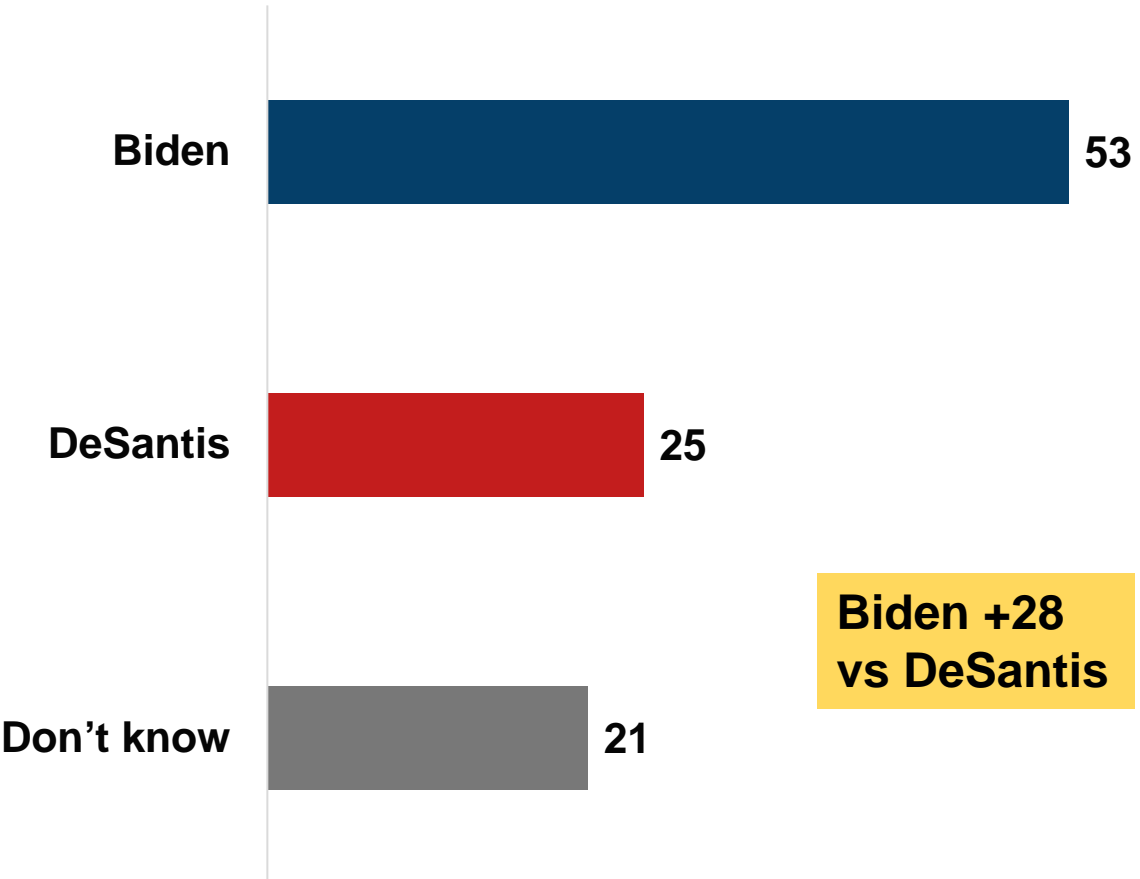
## LOOKING AHEAD TO 2024

# If the 2024 election for President was today, are you leaning towards voting for Democrat Joe Biden or Republican [Donald Trump/DeSantis]?

## Biden vs Trump

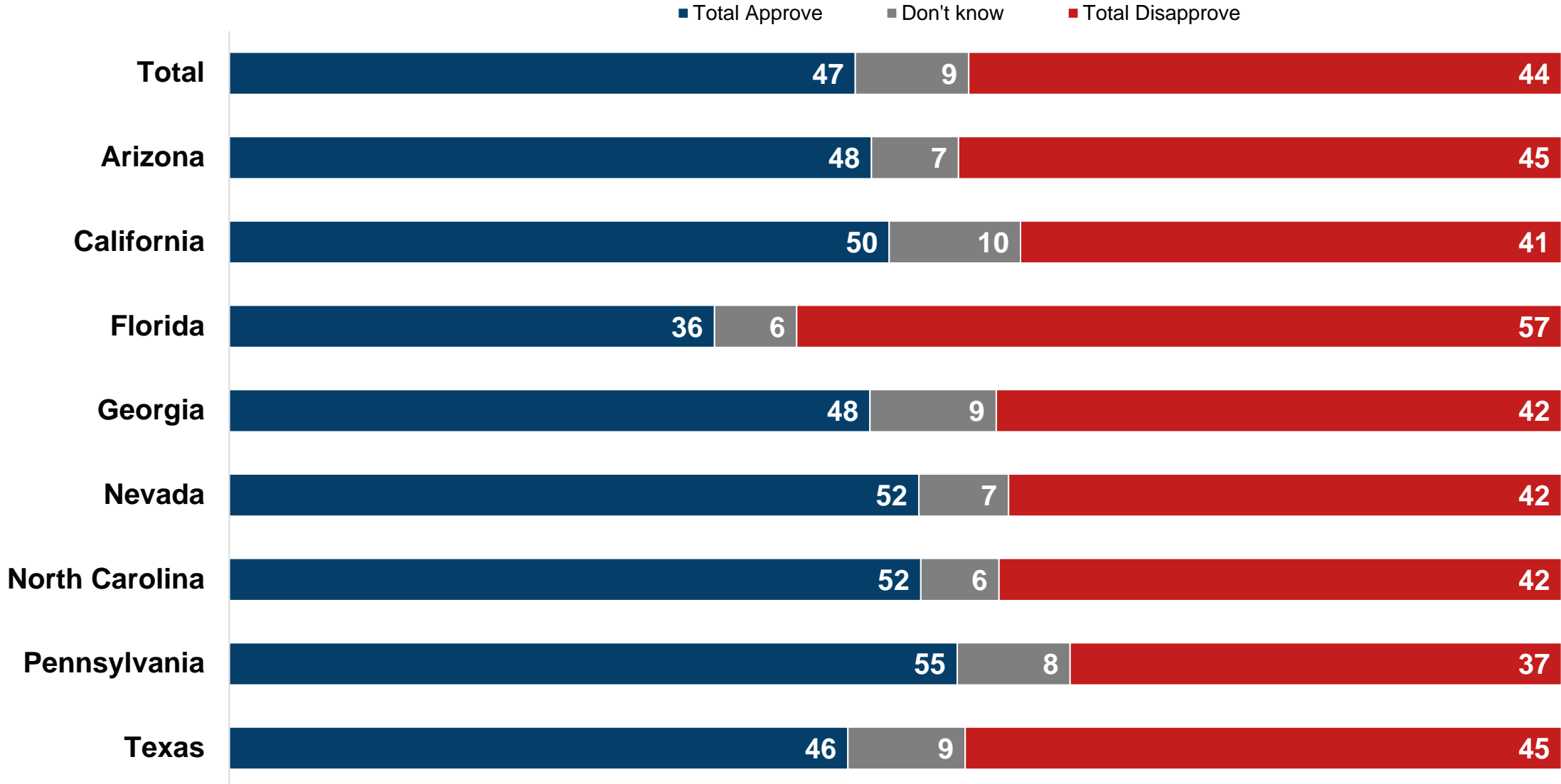


## Biden vs DeSantis



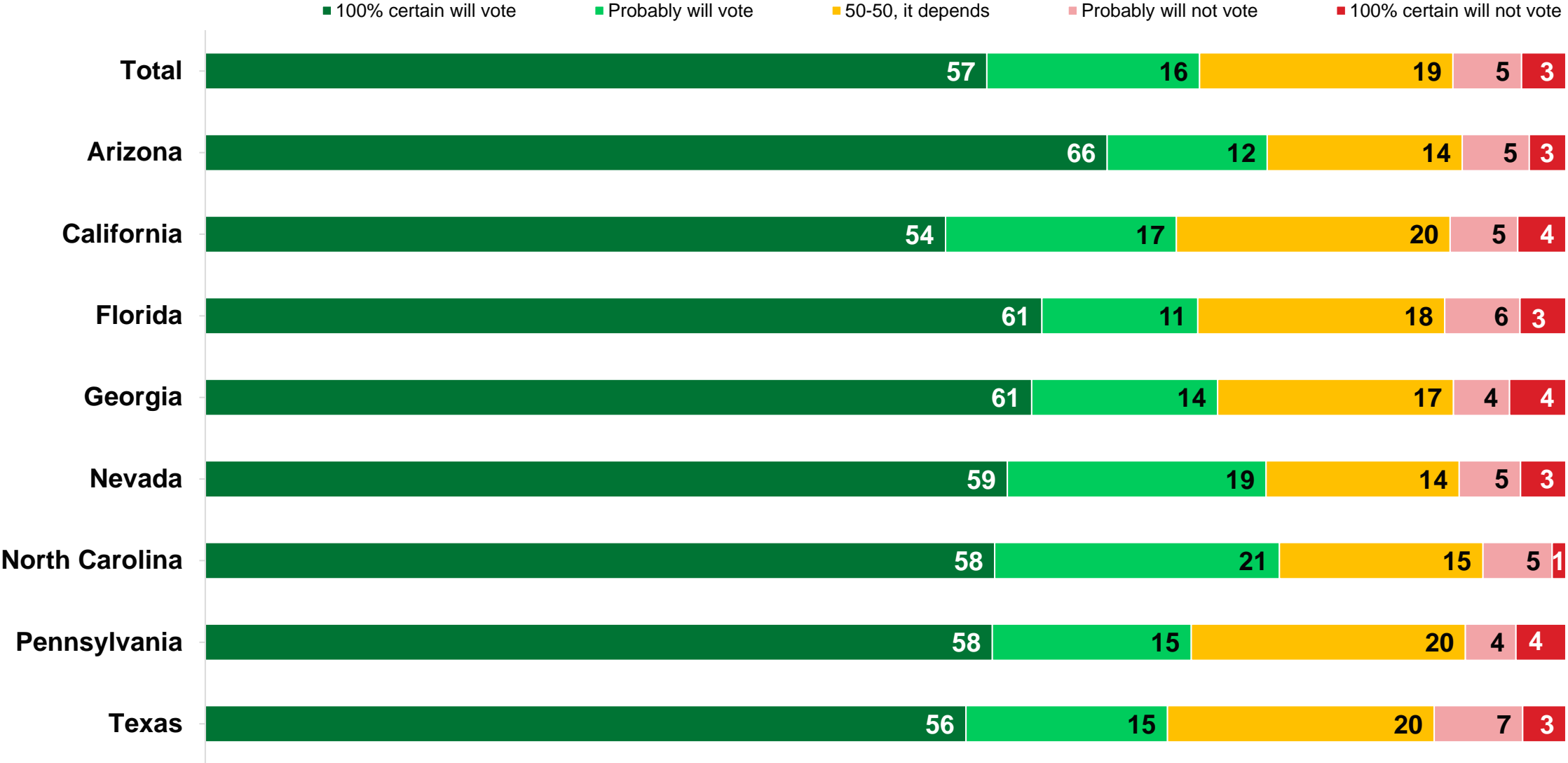
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# Do you approve or disapprove of the way President Joe Biden is handling his job as President of the United States?



Nov 2-13, 2023 N=3,037 (+/-1.8%)

# 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 November 2024 election?



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