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SURVEY OF LATINO VOTERS IN NORTH CAROLINA

About the Survey

- Total N=3,037 Latino eligible voters
 - N= 2,703 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 in North Carolina

1. North Carolina Latinos' top issues are consistent with Latinos across the country: inflation, jobs/economy, health care, affordable housing, and crime/gun violence.

- Food and basic necessities, housing/rent, gasoline and health insurance are the principal issues driving concern about inflation
- Jobs/economy concerns are largely focused on the need for better pay, with some worry about benefits
- For healthcare, the costs of insurance and prescription drugs worry North Carolina Latinos deeply

2. Immigration remains a priority issue in North Carolina, ranked as 6th top issue.

- Providing a path to citizenship for Dreamers and other immigrants with long-standing ties in the country are the two major policies Latino voters want to see advanced on immigration.

3. Reproductive Rights are strongly preferred—by a margin of 72% to 23%, North Carolina Latinos oppose efforts to restrict/ban abortion rights, no matter what their own personal beliefs are on the issue.

Key Findings Continued:

4. Latino voters see Democrats as more aligned with their values and views, on a host of issues including treating people with dignity/respect, democracy and elections, health care, and elections. Yet many Latino voters don't feel that either party truly cares about the Latino community.

5. Looking forward to the 2024 elections, President Biden holds a substantial polling lead among Latino voters in North Carolina at this early stage.

- President Biden's approval rating stands at 52%, and in potential 2024 match-ups he holds a 31+point lead over former President Trump and 33+point lead over Florida Governor Ron DeSantis

6. In 2024, 24% of Latinos in North Carolina will be voting in their first presidential election

- 17% for the first time in ANY federal election
- Another 15% voted for the first time in 2020
- 39% of North Carolina's Latino electorate is new since Hillary Clinton and Donald Trump faced off in 2016.

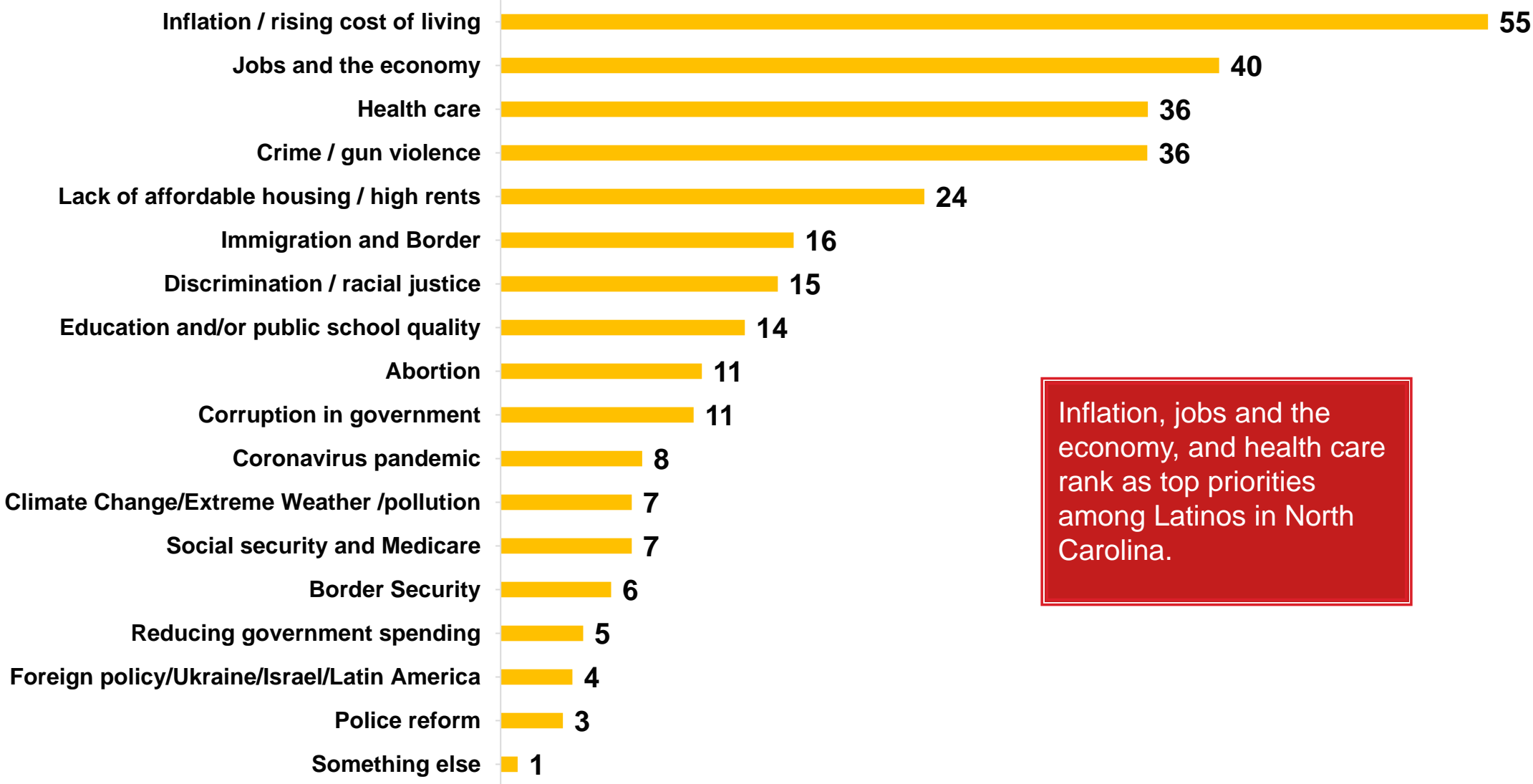
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ISSUE PRIORITIES AND POLICY VIEWS

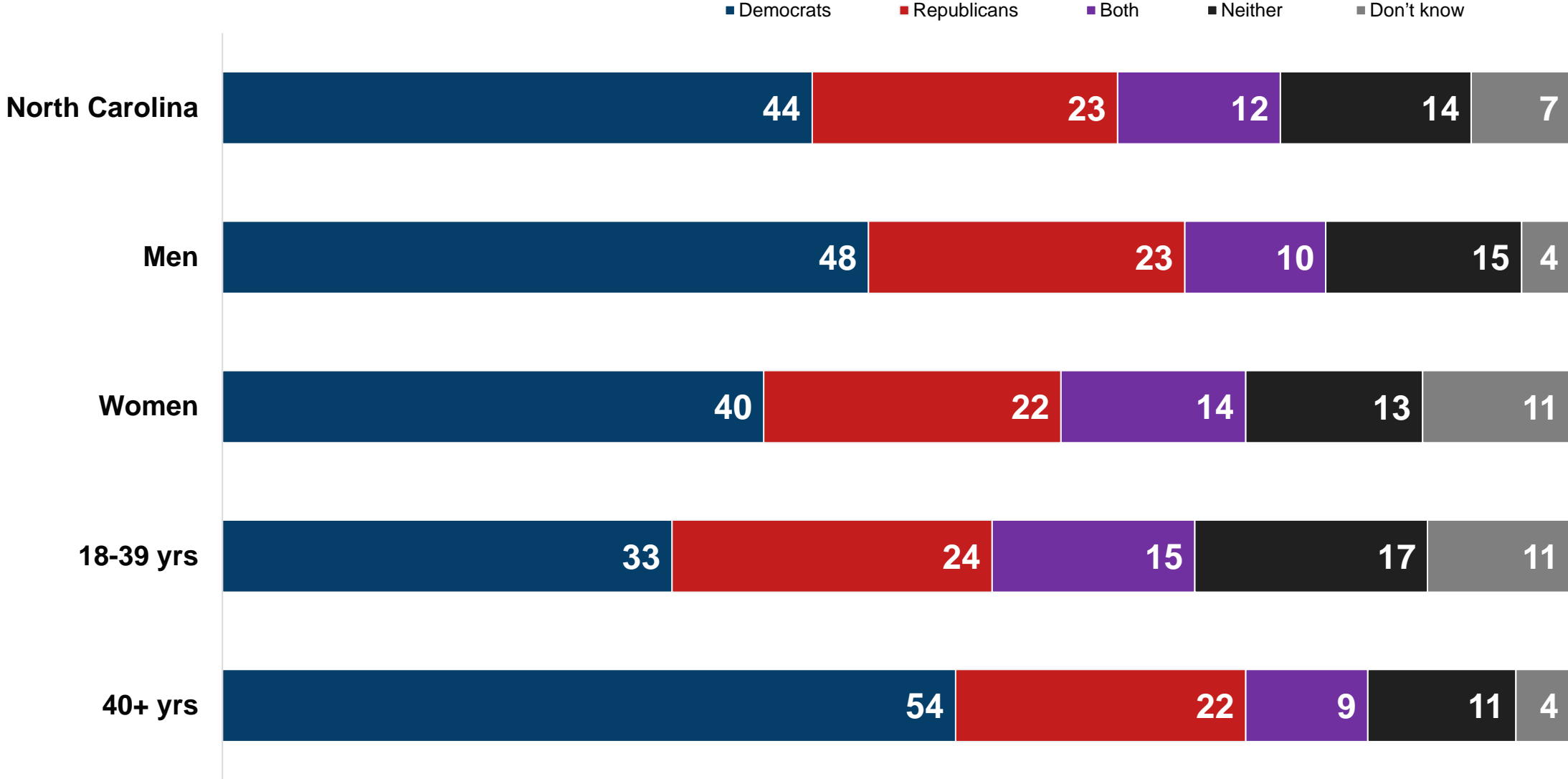
What are the most important issues that elected officials should address?

(Rank up to three. Sorted highest to lowest)



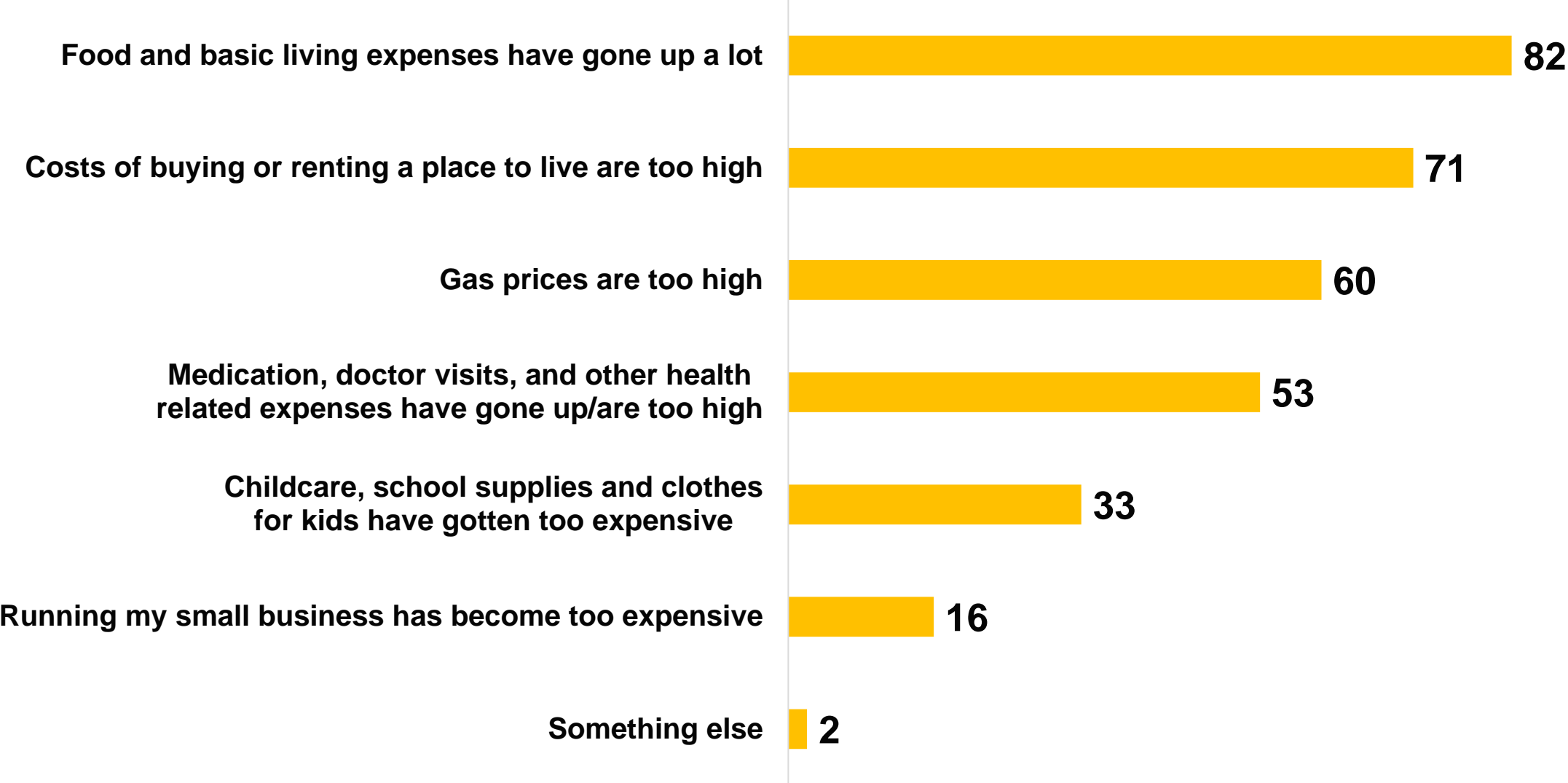
Inflation, jobs and the economy, and health care rank as top priorities among Latinos in North Carolina.

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

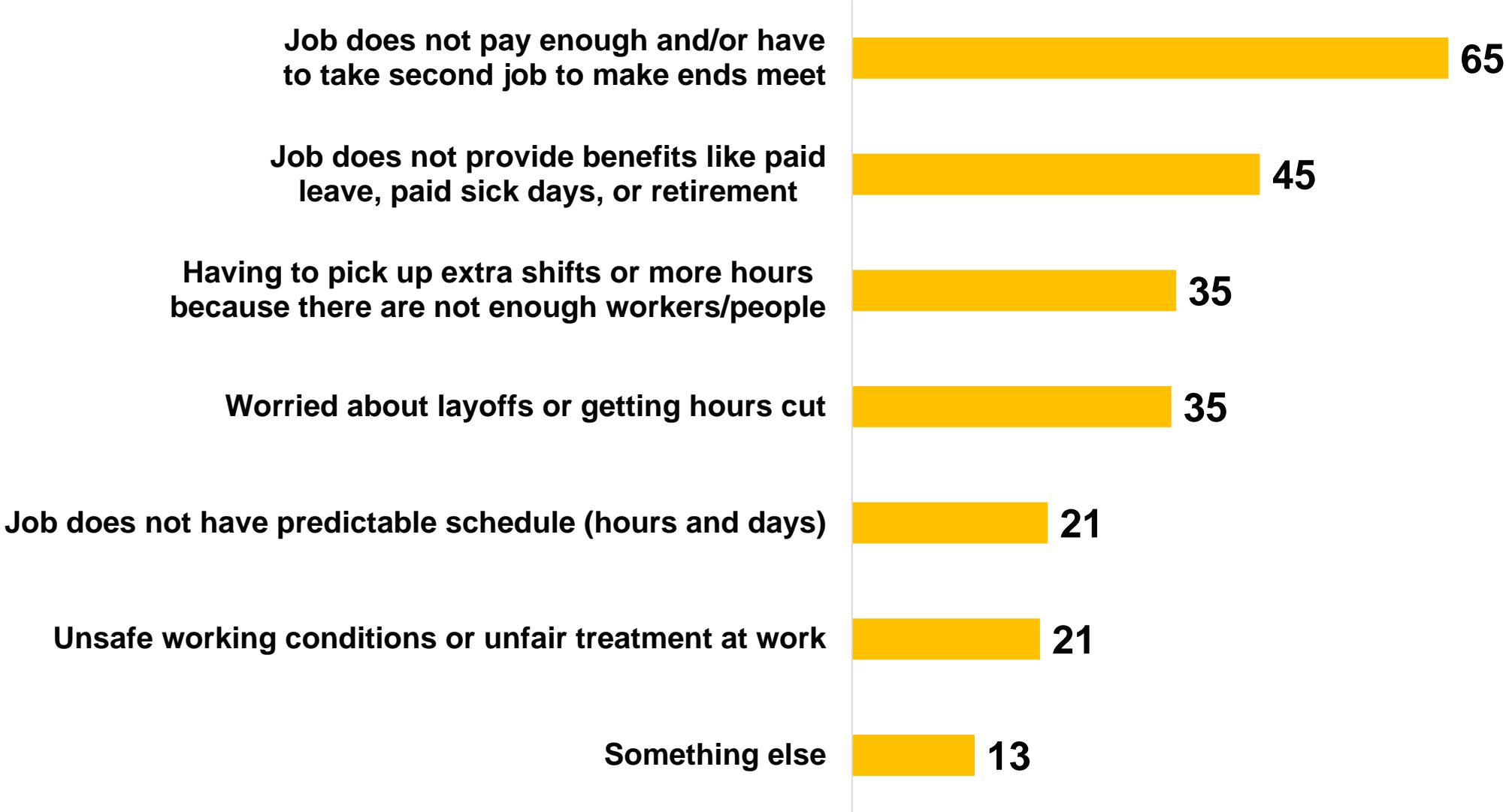


Nov 2-13, 2023 N=300 (+/-5.7%)

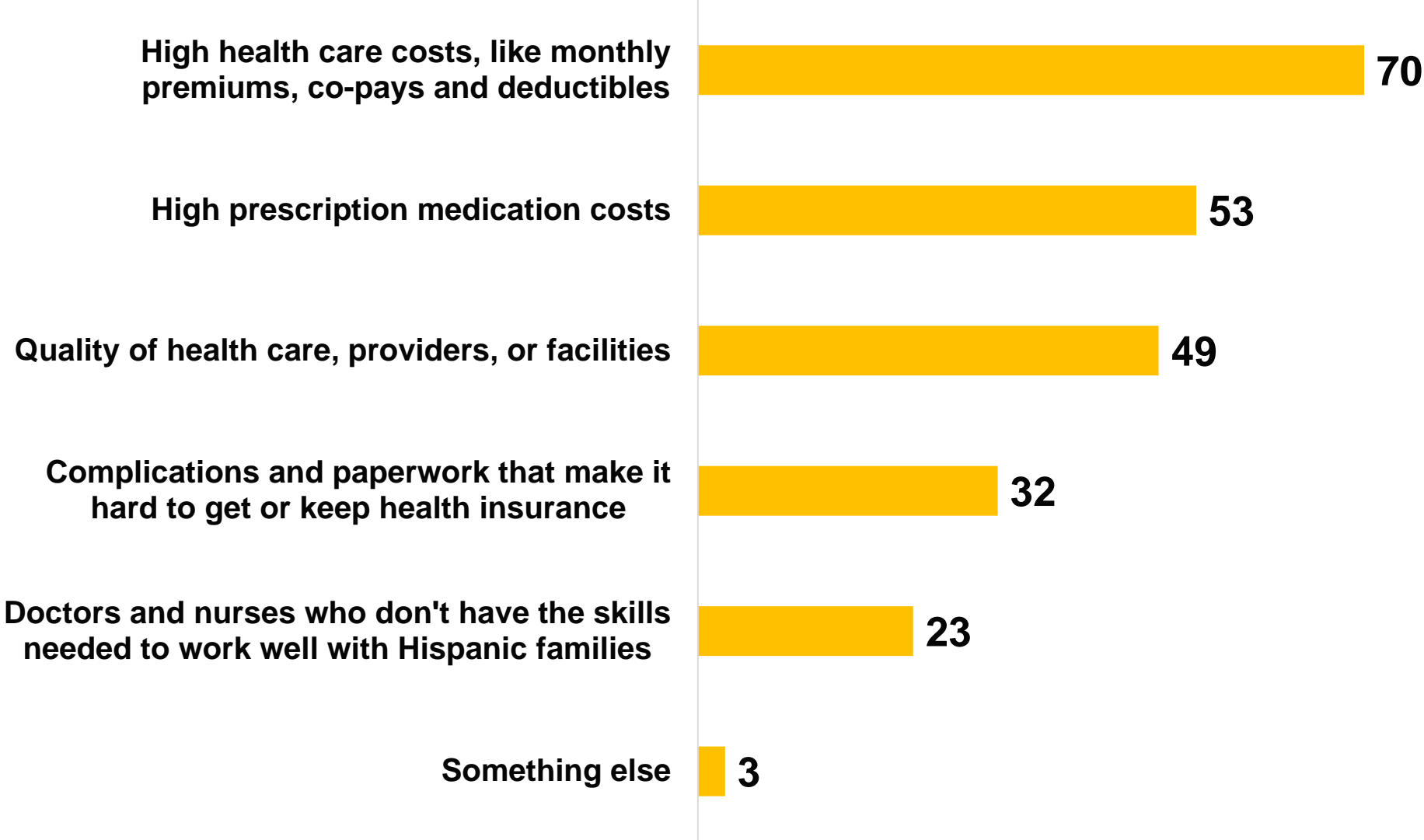
What did you have in mind when you said *inflation and the rising cost of living* are important issues elected officials should address? (all that apply)



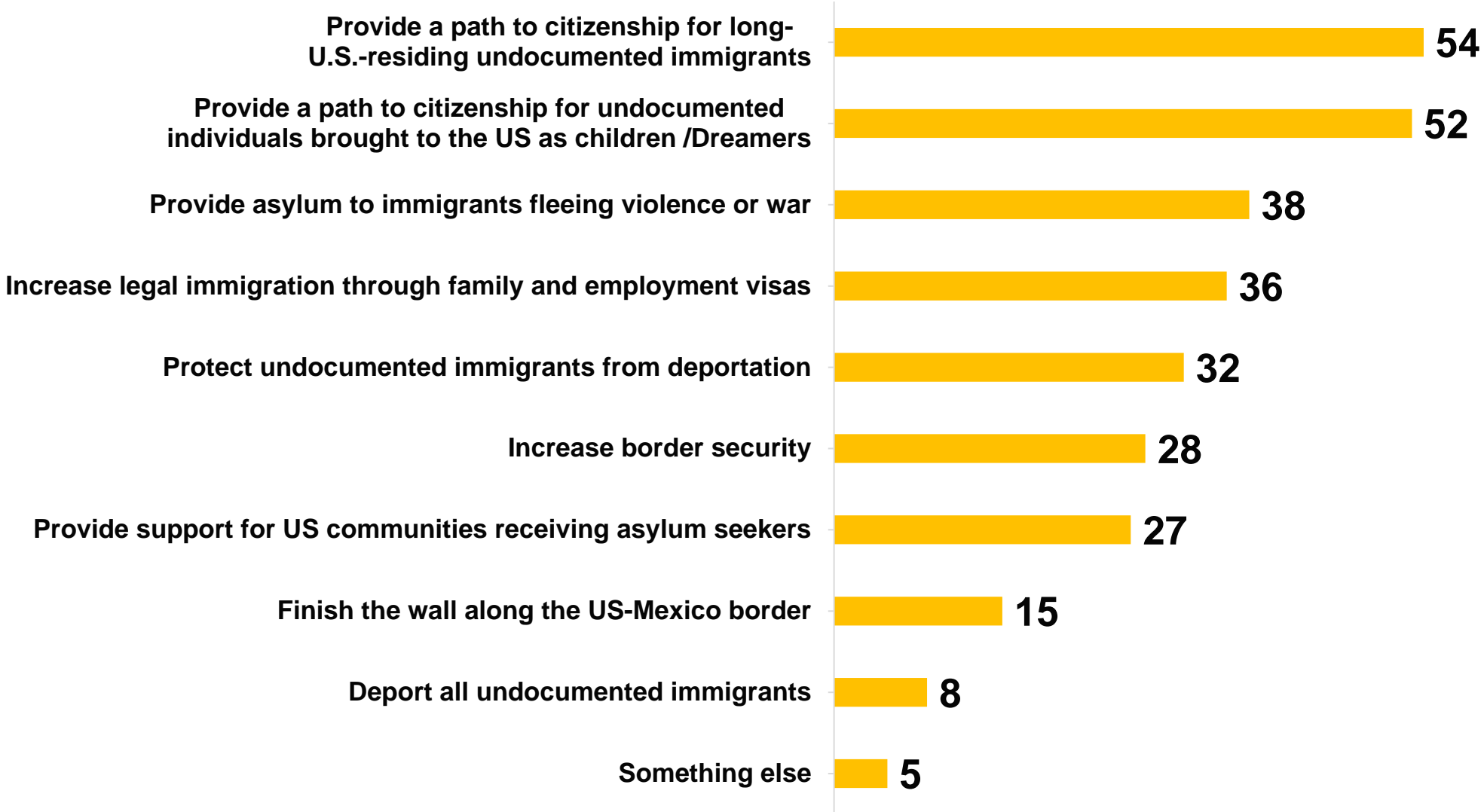
What did you have in mind when you said *jobs and the economy* are important issues elected officials should address? (all that apply)



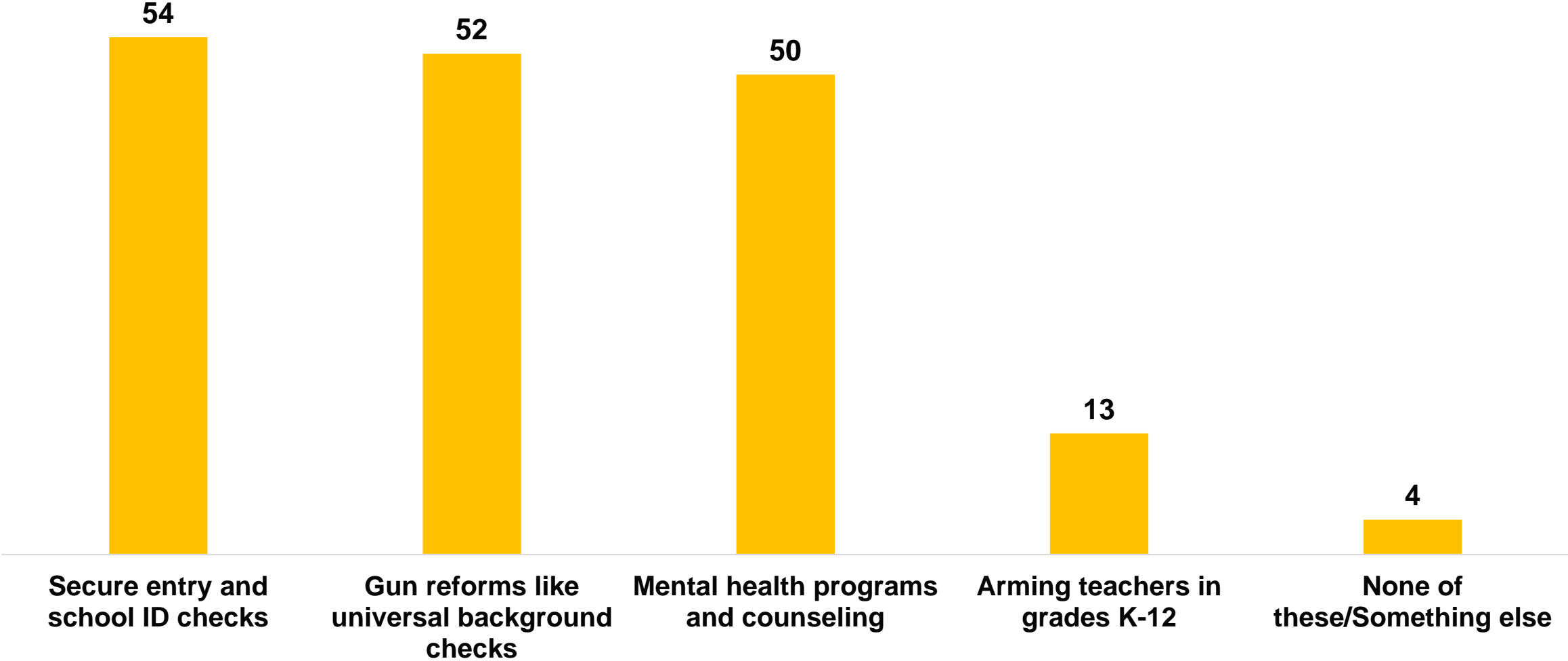
What did you have in mind when you said *health care* is an important issue elected officials should address? (all that apply)



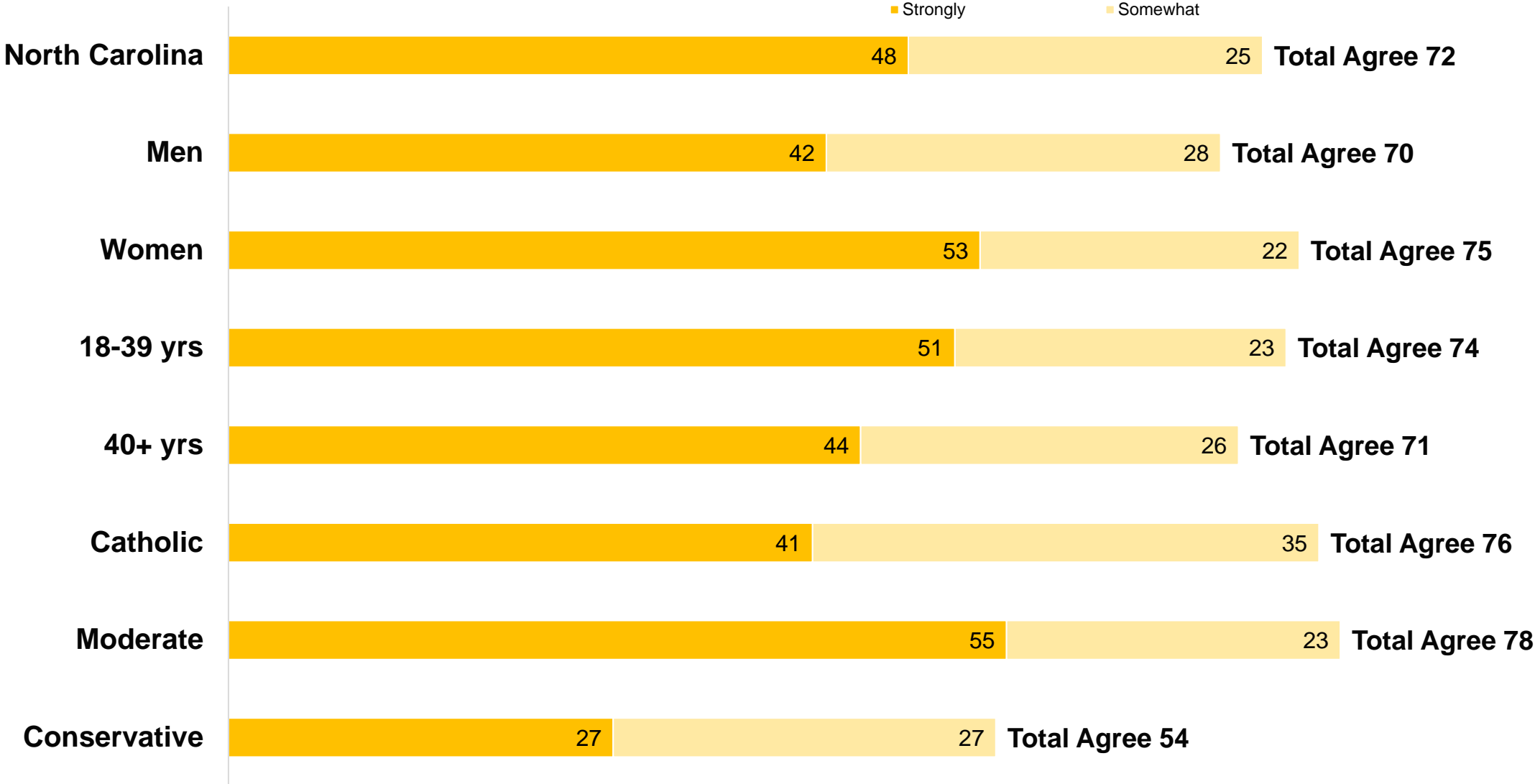
Thinking about the US immigration system, which of the following do you think are the most important issues that elected officials should address? (All that apply. Sorted highest to lowest.)



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



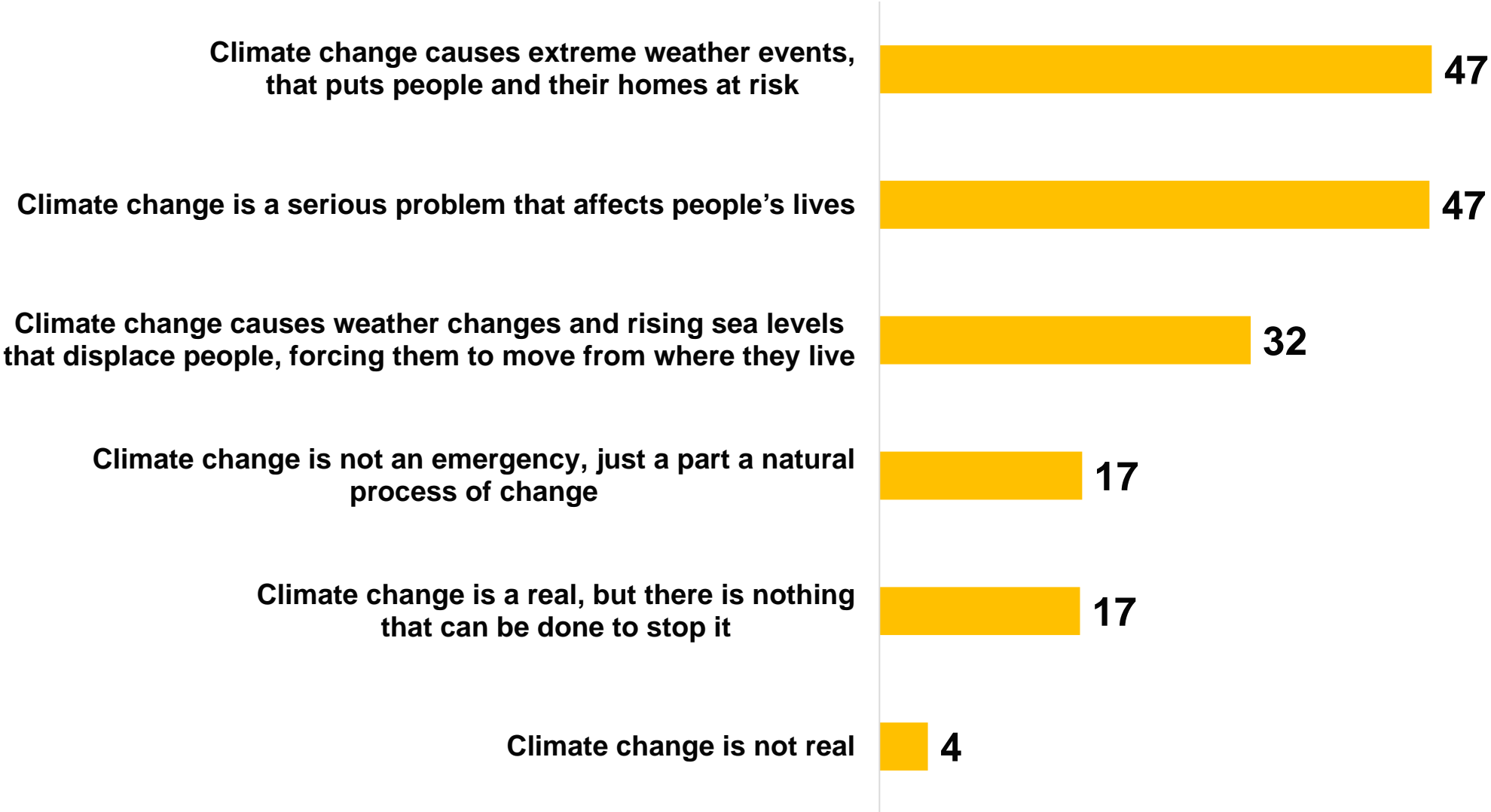
Do you agree or disagree with the following statement? No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else. (% agree reported)



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

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

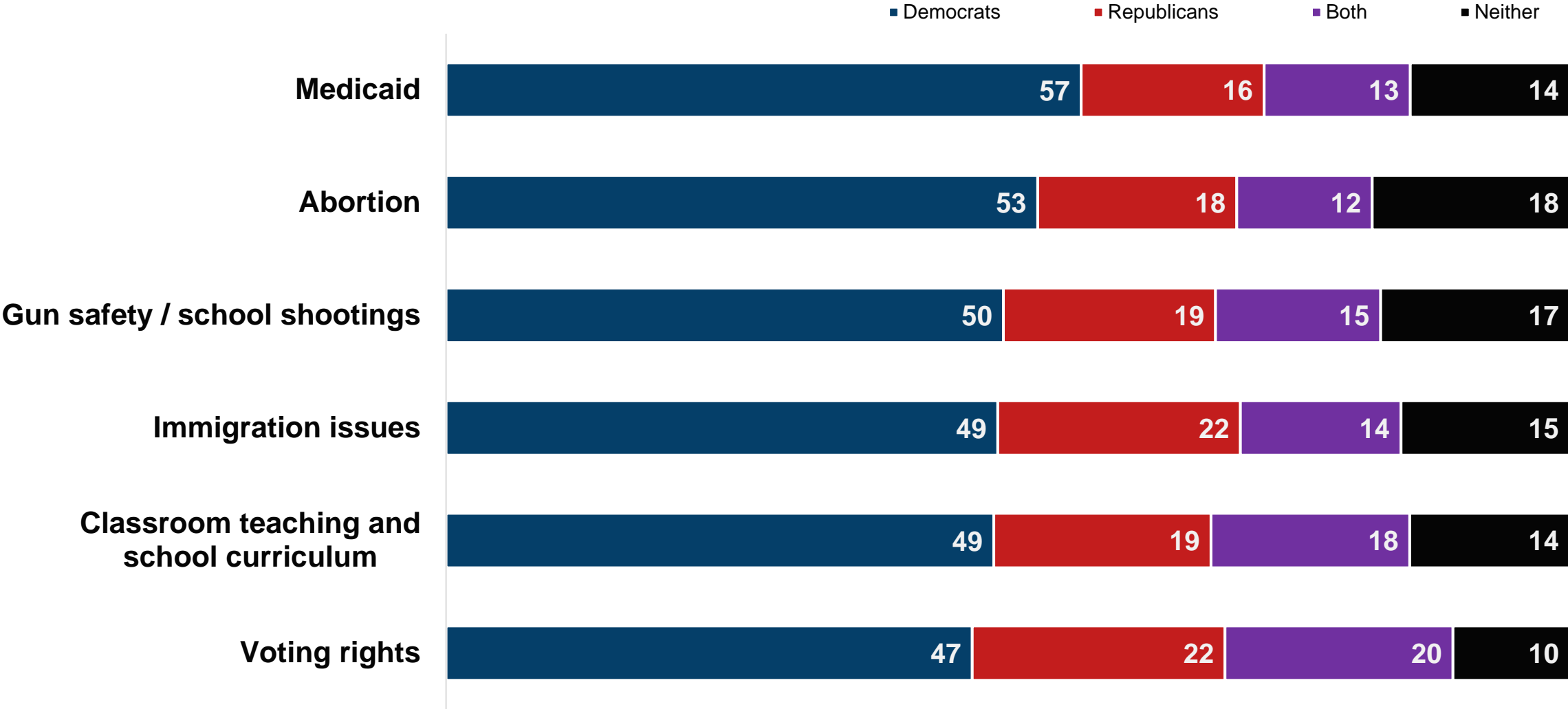


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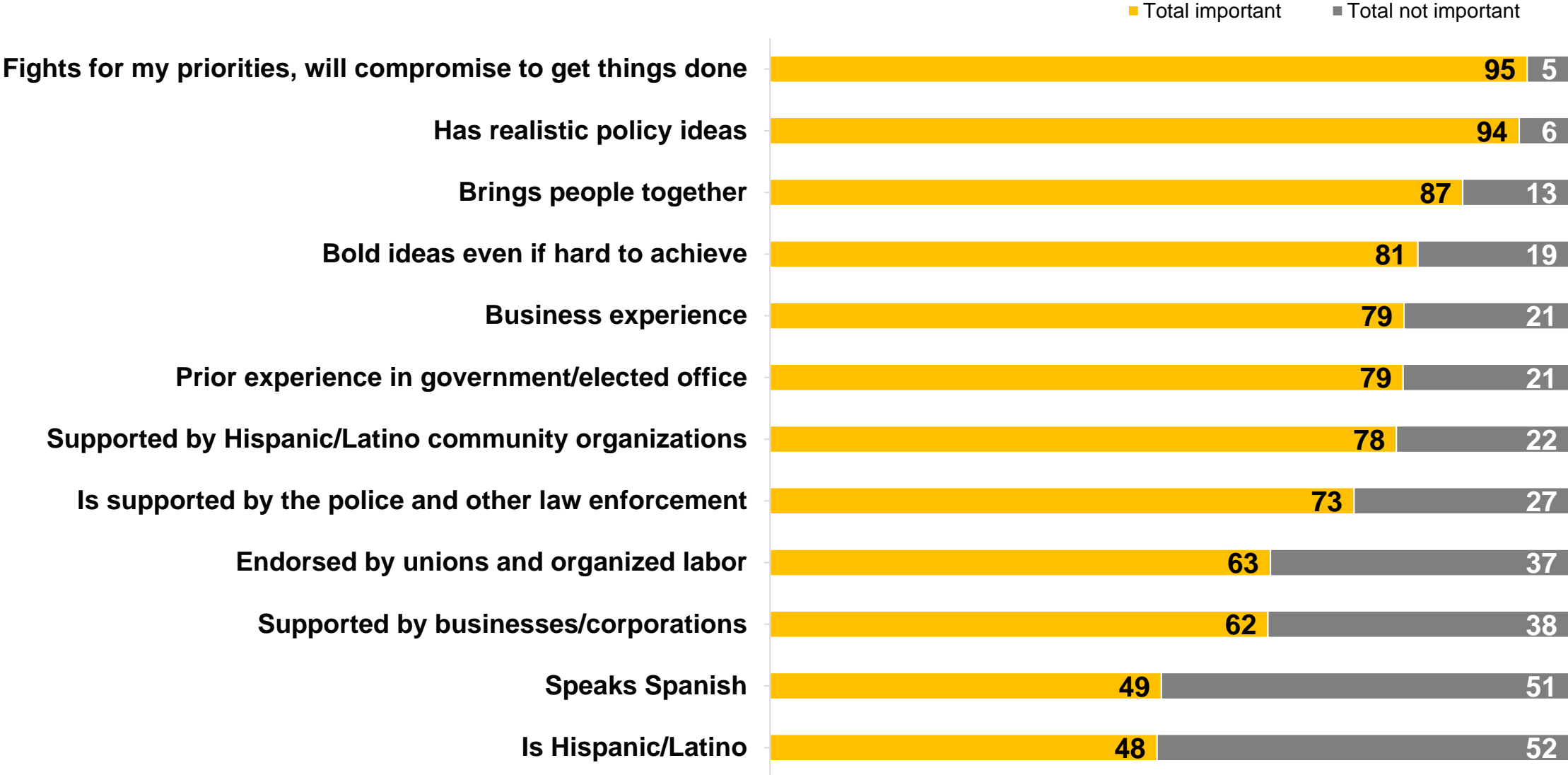
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CANDIDATES AND PARTIES

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:

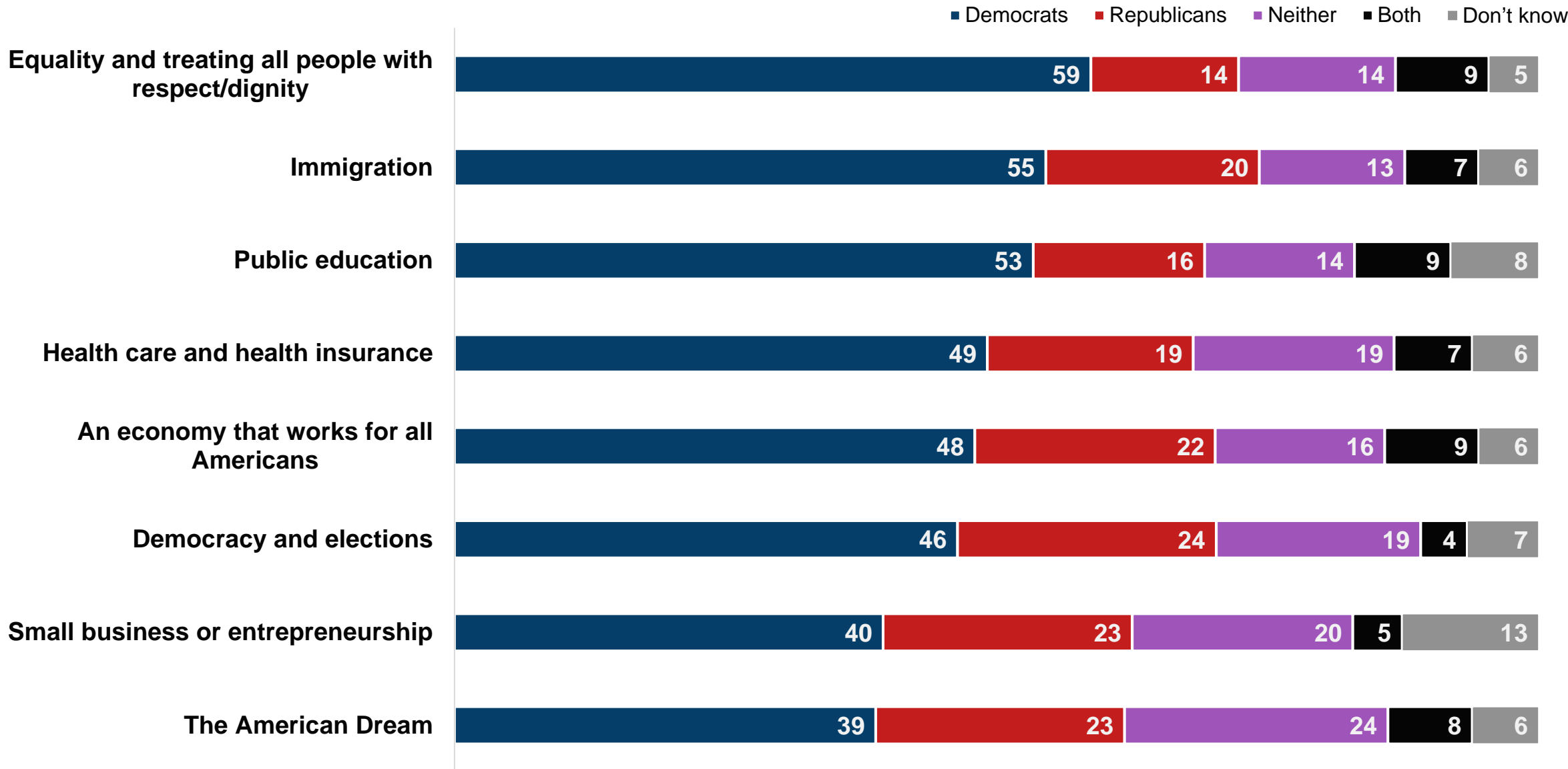


In making decisions about which candidates to support in an election, how important is it to you that a candidate has the following traits or background?



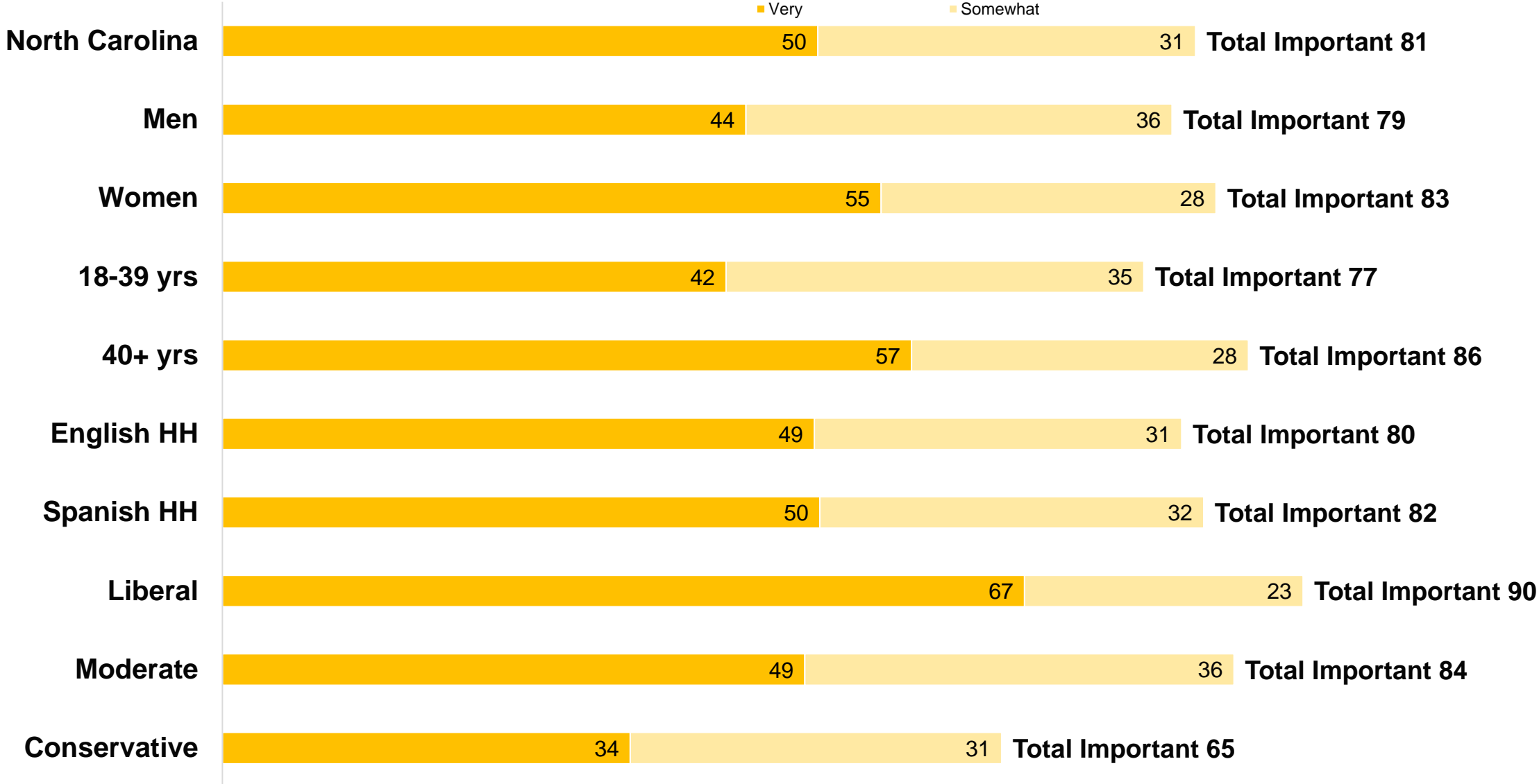
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Generally speaking, which party do you believe shares your values, or is closer to your personal beliefs/values when it comes to your views on:



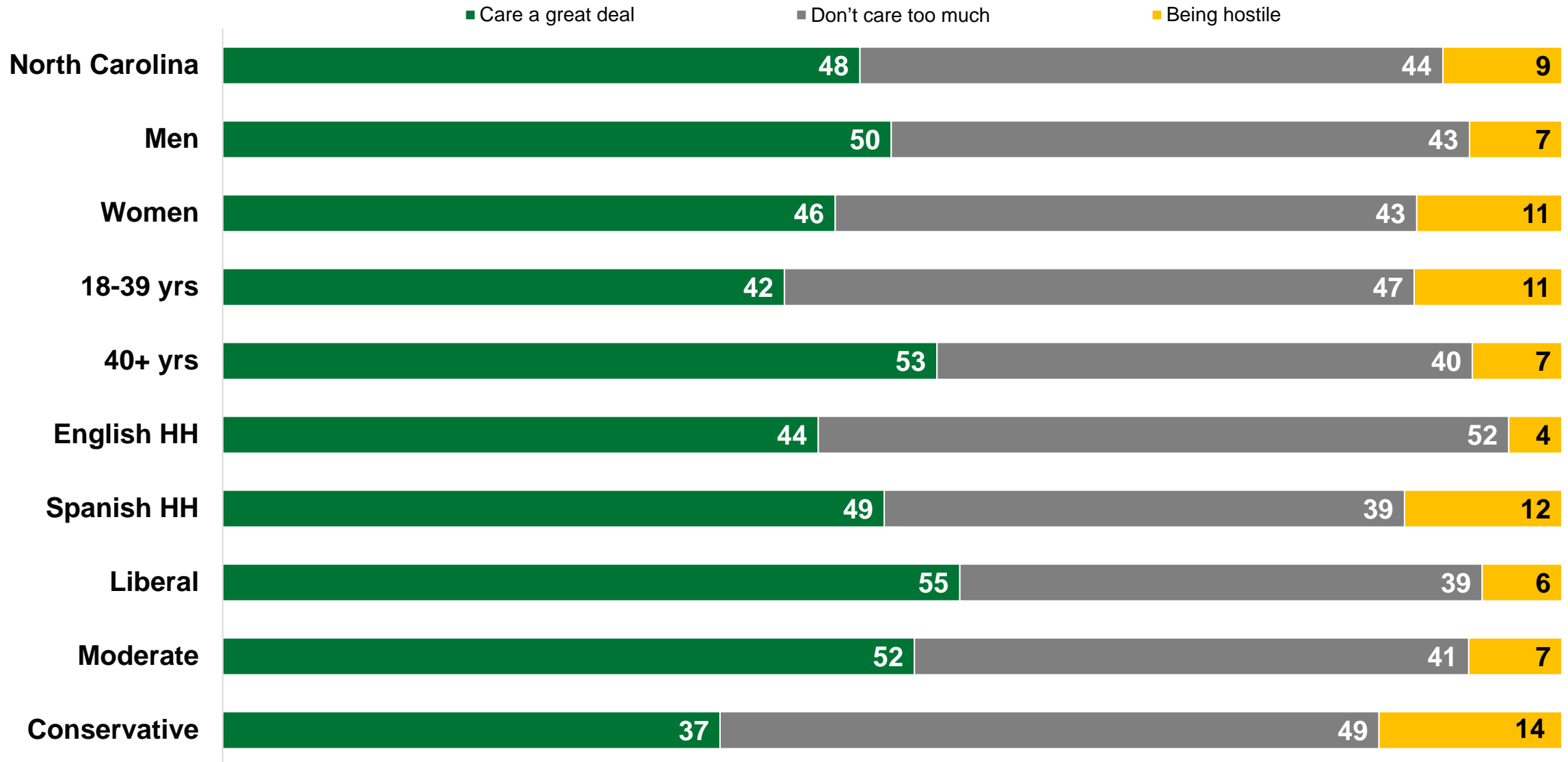
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How important is it to you, personally, for elected officials and other leaders to speak out against hate speech, White nationalism and White supremacy? (% important reported)

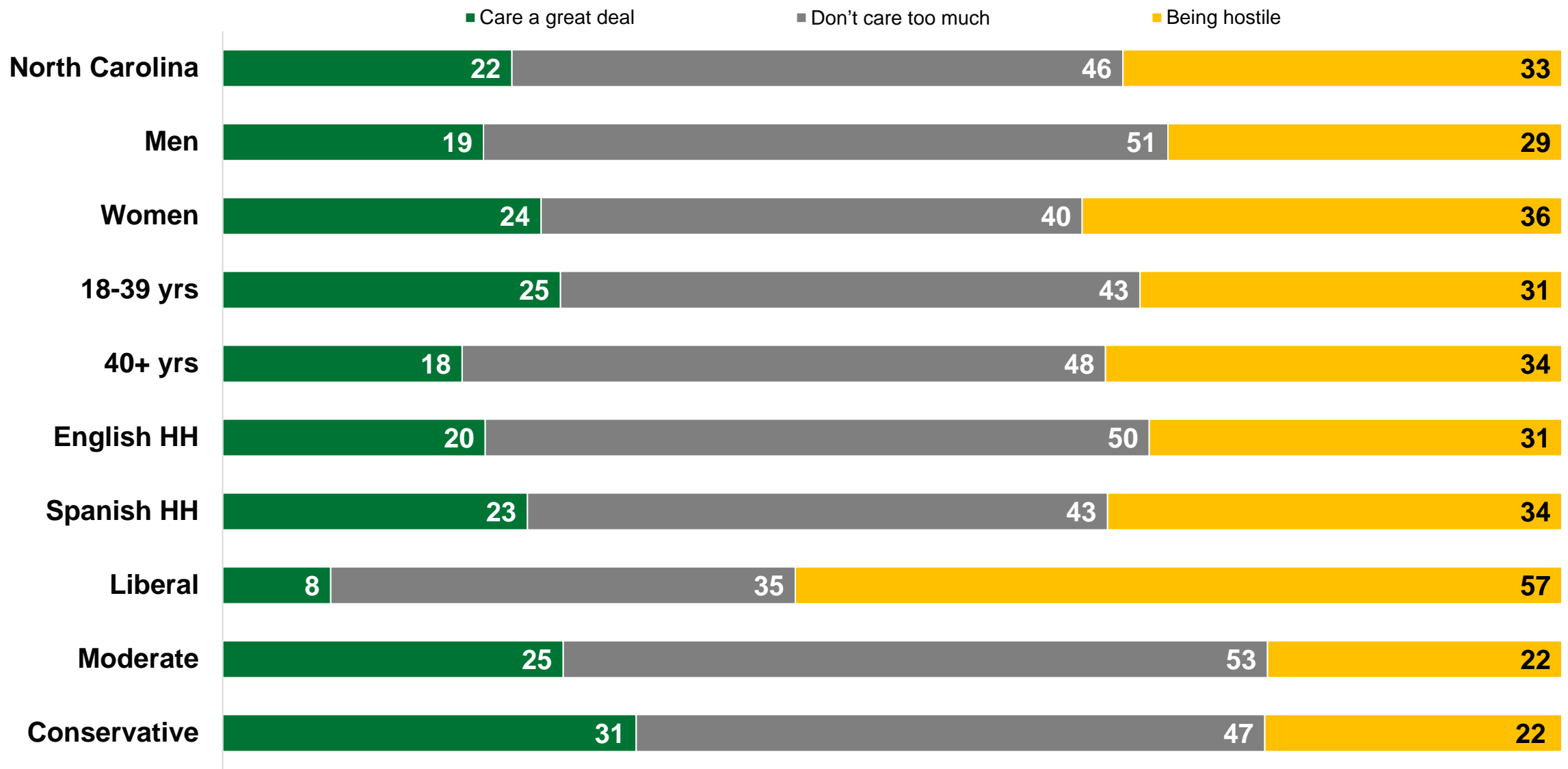


Nov 2-13, 2023 N=300 (+/-5.7%)

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?

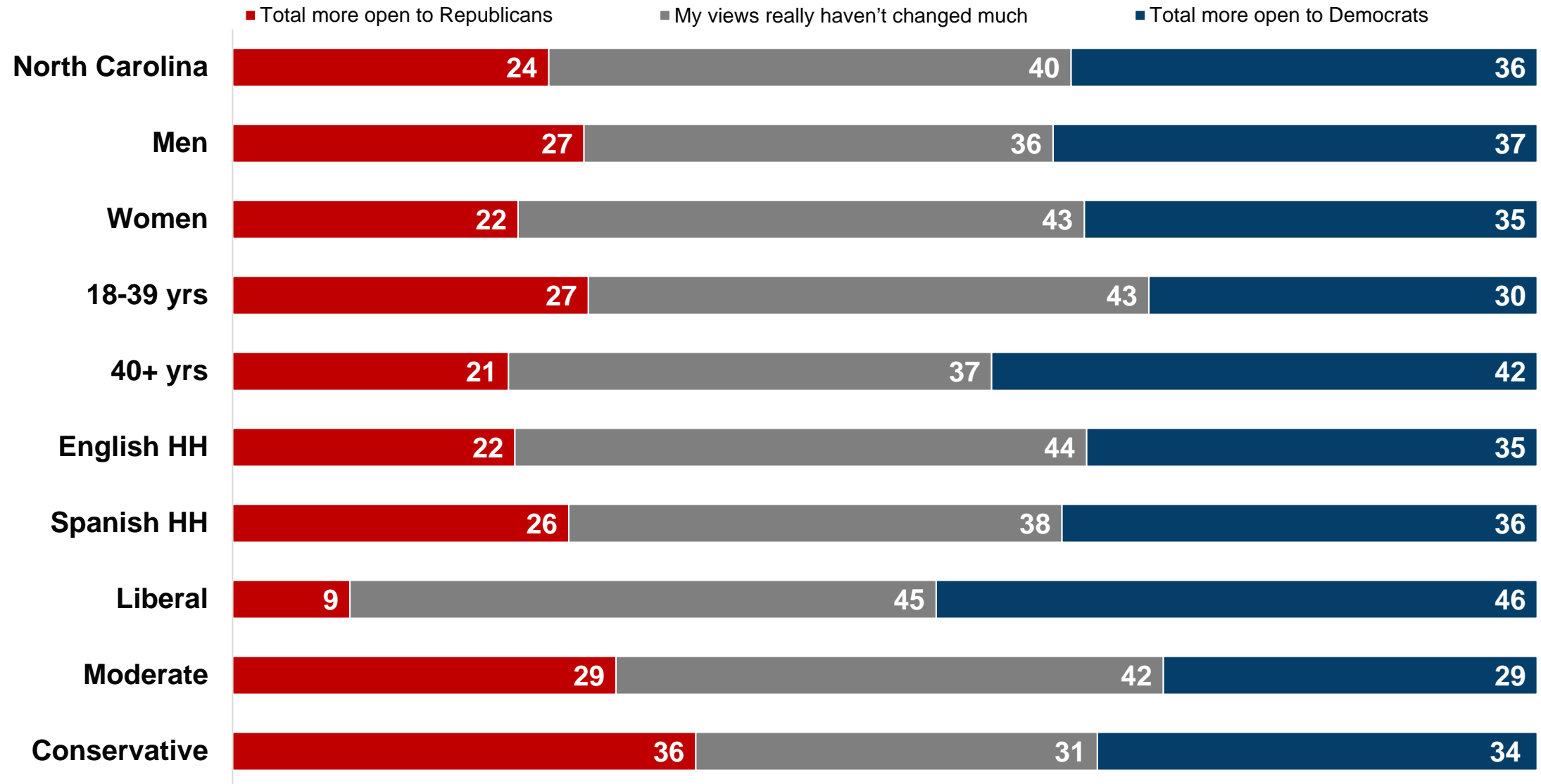


Thinking about national politics, would you say that the Republican Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Republicans are being hostile towards the Latino community?



Nov 2-13, 2023 N=300 (+/-5.7%)

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?



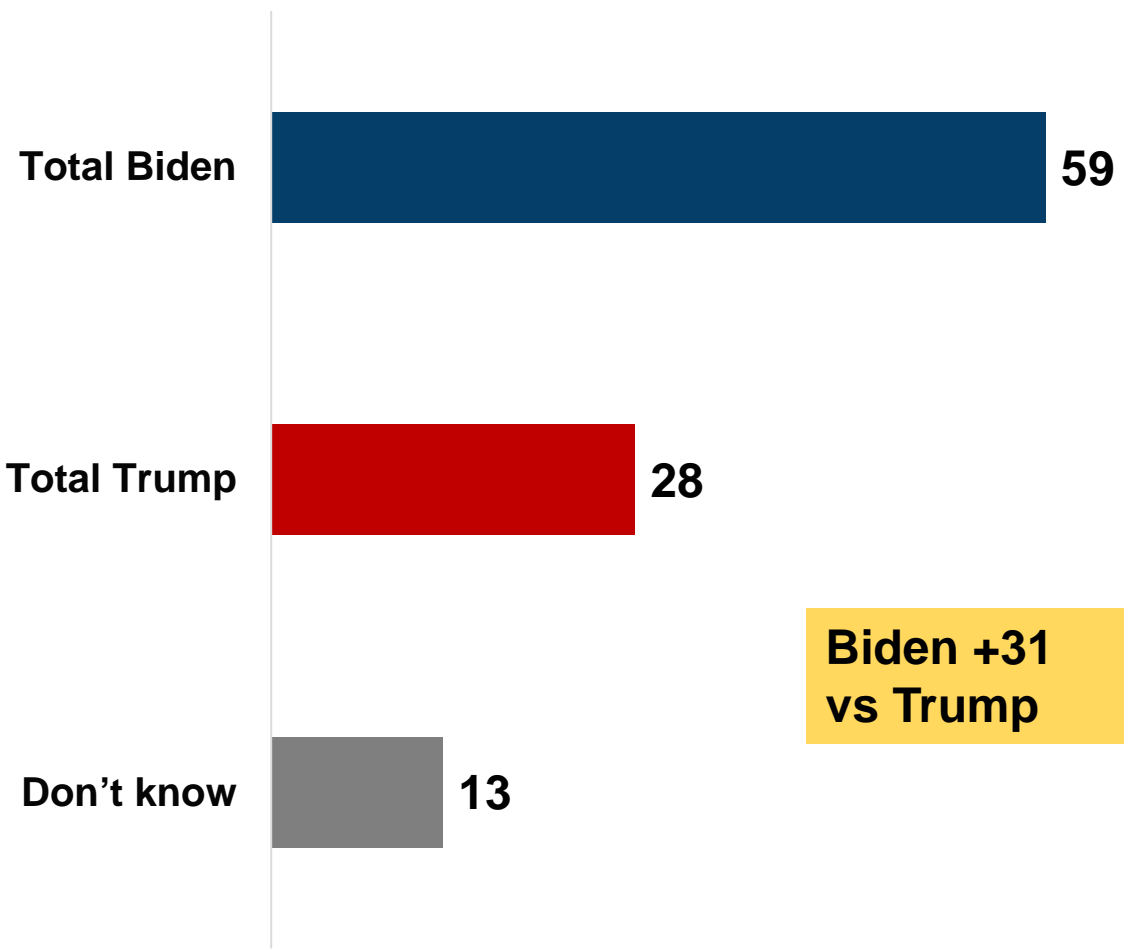
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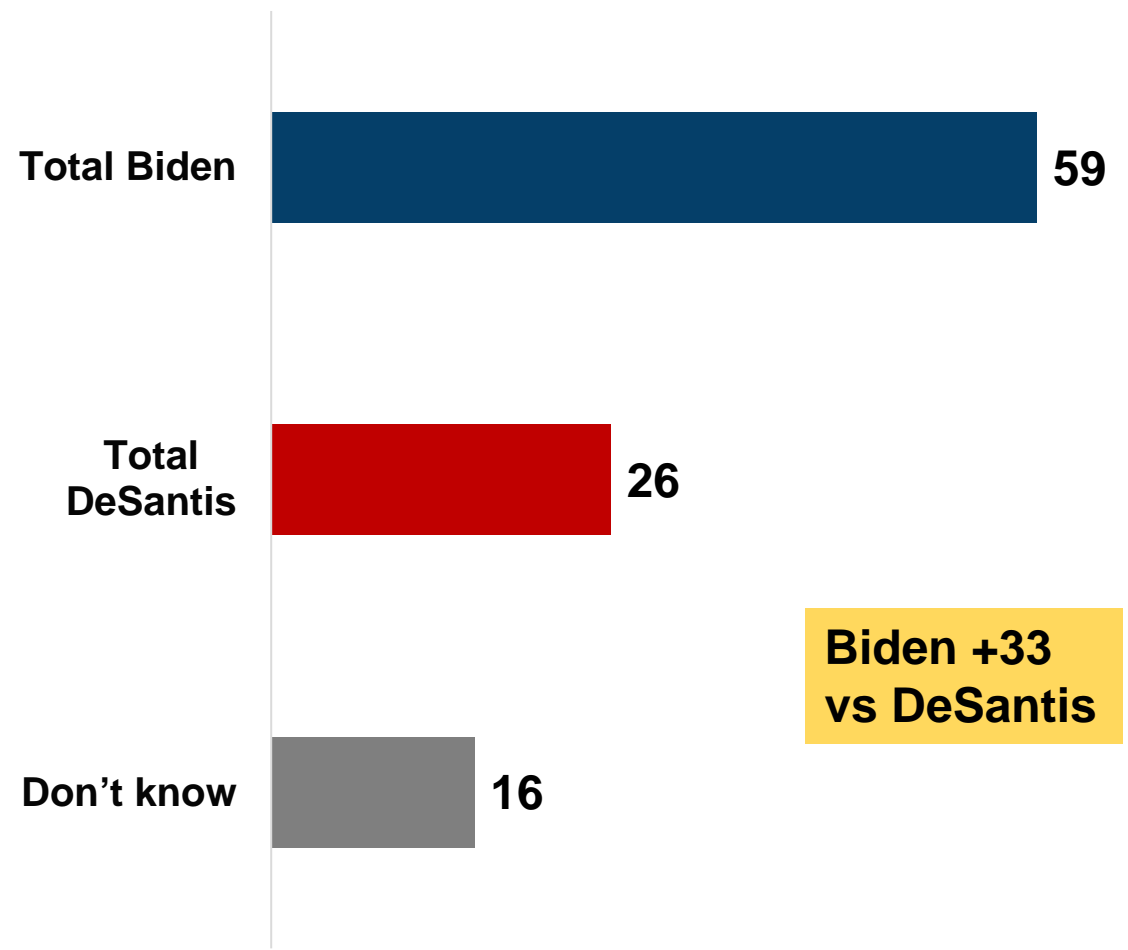
LOOKING AHEAD TO 2024

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

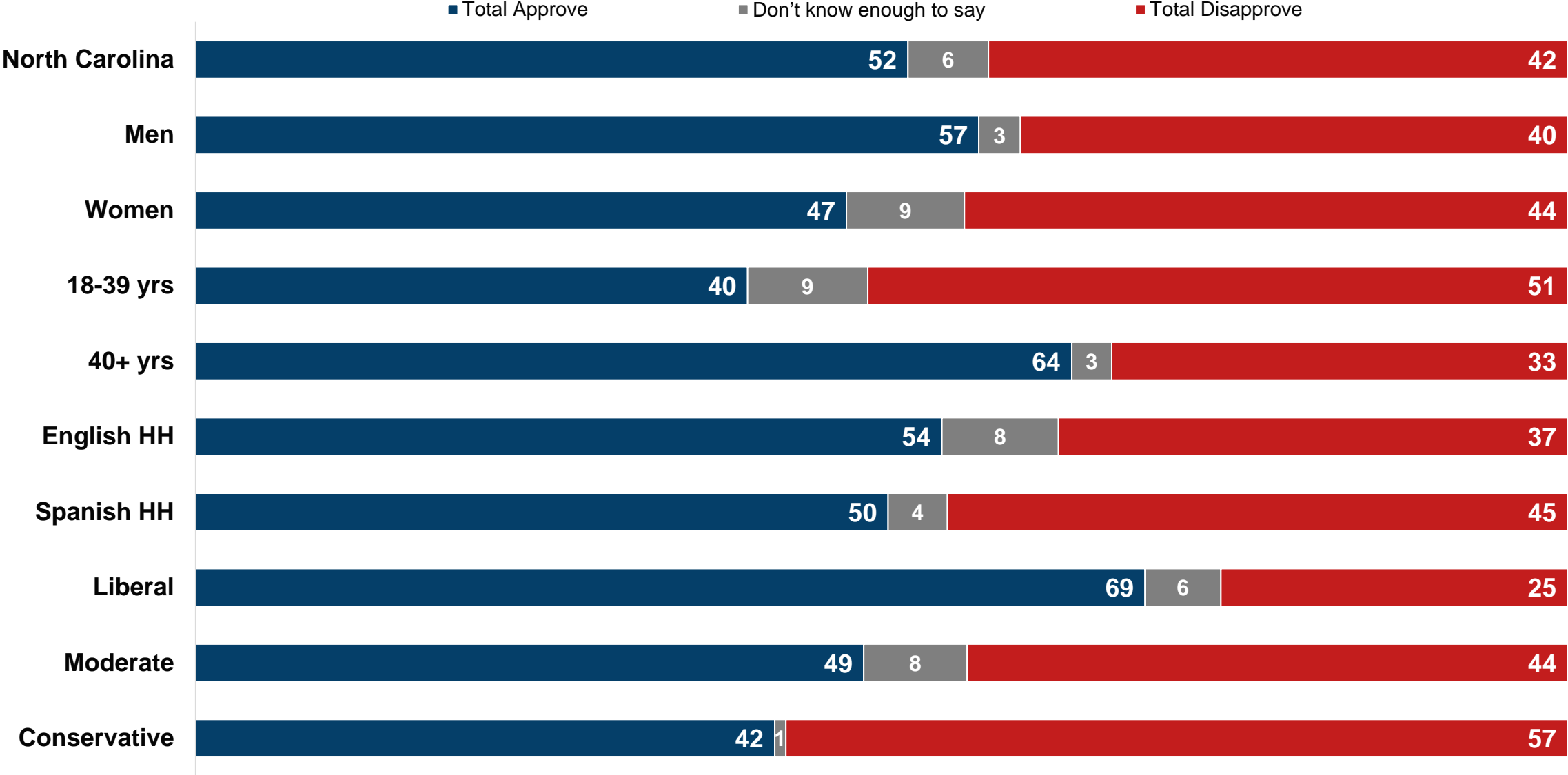


Biden vs DeSantis



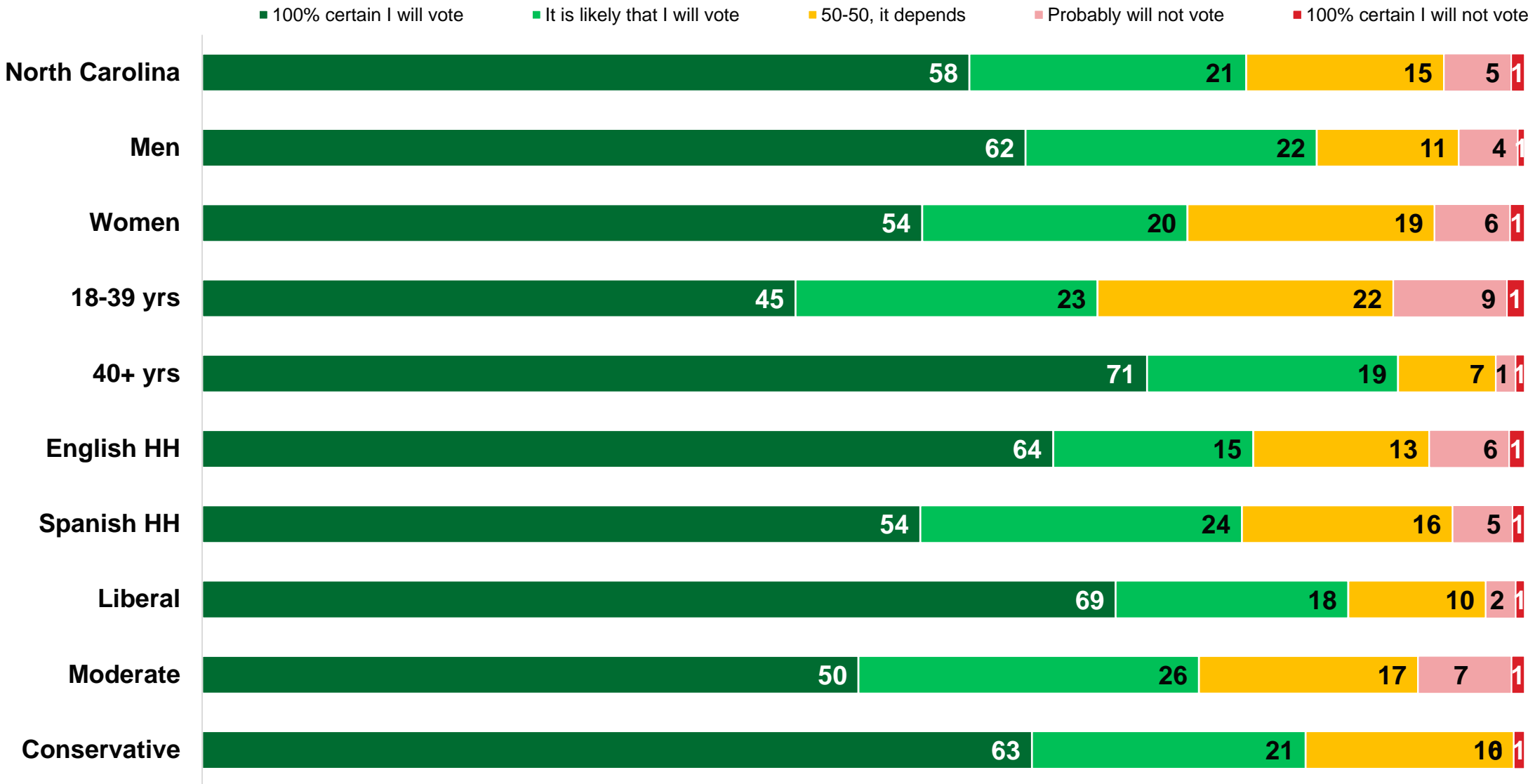
Nov 2-13, 2023 N=300 (+/-5.7%)

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=300 (+/-5.7%)

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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