



SUMMARY

- **Latino voter priorities are driven by economic concerns. In total, 64% of Latino voters cite an economic-related issue as their TOP concern.** Inflation and the rising cost of living (20%), jobs and the economy (19%), and healthcare (18%) consistently rank as the top three issues Latino voters want elected officials to address. In addition to these, another 7% cite lack of affordable housing or Social Security and Medicare as top issues.
- **Many Latinos are feeling pessimistic about the direction of the country (56% believe U.S. is on wrong track) and the majority don't see either party as effective champions of their most pressing concerns.**
- **While the majority of Latinos plan to vote in the 2024 Presidential election (57% certain will vote and another 16% likely), many have not made a firm commitment to do so.** There are significant outreach opportunities to engage with Latino voters and close the participation gap across different demographic groups within the diverse Latino electorate.
- **In 2024, 22% of Latinos (one in five) will be voting in their first presidential election**
 - 16% will vote for the first time in ANY federal election
 - 38% of the Latino electorate (more than one-in-three) is new since the Clinton and Trump election in 2016

KEY FINDINGS AND ECONOMIC DATA

Latino voter priorities are driven heavily by economic concerns. In total, 64% of Latino voters nationwide cite an economic-related issue as their most pressing top concern that they want elected officials to address. Looking more closely at specific issues, inflation (20%), jobs and the economy (19%), and health care (18%) consistently rank as top priorities across states and demographic groups among Latino voters; this is a trend that has held for the last couple of years.

Citing inflation and cost of living as a top priority were:

- 21% of women and 19% of men
- Latino voters ages 18-29 (16%), ages 30-39 (24%), ages 40-59 (19%), ages 60+ (24%)
- Naturalized Latino voters (24%), US-born Latino voters (19%)

It is important to note the depth to which Latino voters are experiencing economic pressure. Looking more closely at the factors driving inflation and rising cost of living as priority issues: 82% cite increased costs for food and basic living expenses, followed by costs for buying or renting a place to live (76%), gas prices (67%), and the cost of health care related expenses such as medication and doctor visits (51%). Housing and health care essentially show up twice on the priority list—as separate issues cited, and again as the driving forces behind concerns about inflation and cost of living.

The [economic data reveals](#) that concerns about inflation are warranted. Despite overall inflation coming down to a rate of 3.2%, from a peak of 9% in 2022, prices for goods and services that working-class

Latinos frequently purchase have continued to increase. The latest Consumer Price Index report highlights 12 month increases in prices including a:

- 3.6% increase in electricity
- 2.9% increase in medical care
- 2.2% increase in food
- 5.7% increase in shelter
- 9.9% increase in transportation

While gas prices have declined overall in the last year, it increased by 3.8% in February of this year and has experienced dramatic fluctuations in prices, increasing by as much as 8% in August of 2023.

The sentiment expressed by Latinos about inflation can be further understood when looking at [day-to-day items that Latinos](#) often think about. For example, the price of rice has increased 37% since 2019 to \$1 a pound. Other such items increased in price significantly since 2019. These include a:

- 93% increase in eggs to \$3.00 per dozen
- 35% increase in milk to \$3.94 a gallon
- 31% increase in ground beef to \$5.48 per pound
- 47% increase in gas to \$3.36 a gallon

Stores Latinos frequent, such as [Walmart, saw their grocery prices](#) increase by 21.5% between 2019 and 2022. A trip to the grocery store that once cost \$200 now costs \$240 or more, and the daily staples were steady at a certain price for years, have changed dramatically in a very short period. These changes take time to adjust to even as prices are stabilizing, and wages are increasing.

Furthermore, when asked about the main factors driving their concern over jobs and the economy, 58% said their job does not pay enough or that they have to take a second job to make ends meet, followed by 40% who say their job does not provide paid leave or sick days, and 37% who worry about layoffs or getting hours cut.

- 16% of women and 22% of men cite jobs and the economy as a top priority
- Latino voters ages 18-29 (17%), ages 30-39 (20%), ages 40-59 (22%), ages 60+ (16%)
- Naturalized Latino voters (23%), US-born Latino voters (18%)

Recent evidence suggests that real wages—wages after adjusting for inflation—are rising fastest for lower-income segments and Latinos. Since January 2023, low-income workers saw their [real wages increase by 3%](#), and [real wages for Latinos at all income segments](#) have increased by 1%, compared to .5% for White workers.

Despite these increases in wages for Latinos, they continue to lack access to workplace benefits. For example, only [59% of Latino workers](#) have access to paid sick leave compared to 67% of White workers, and the number of workers with paid leave goes down to 41% for those making \$35,000 or less a year, where Latino workers are disproportionately represented. Further, only [40% of Latino workers have access](#) to retirement benefits compared to 63% for White workers, and less than 57% of low-income workers have access to retirement benefits compared to more than 80% of high income workers.

Meanwhile, Latinos are feeling increasingly stressed about their economic situation. Last year's [Survey of Household Economics and Decisionmaking \(SHED\)](#) from the Federal Reserve discovered that 64% of Latinos feel at least okay about their financial situation, down from 71% in 2021. [A survey by the Financial Health Network in 2023](#) found that 1 in 5 Latinos feel financially vulnerable which is an increase of 7% from 2022.

Similarly, among those who indicated health care was a top issue priority, 66% of voters mentioned high costs like monthly premiums, copays and deductibles, followed by high prescription medication costs (53%).

- 19% of women and 17% of men cite health care as a top priority
- Latino voters ages 18-29 (23%), ages 30-39 (17%), ages 40-59 (16%), ages 60+ (15%)
- Naturalized Latino voters (16%), US-born Latino voters (19%)

A [2022 survey by The Commonwealth Fund](#) highlights the depth of the issue finding that:

- A third of all Latino adults under age 65, or 12 million people, were uninsured at some point during the past year.
- Another 21%, or 8 million people, were insured year-round but had out-of-pocket costs or deductibles so high that they were classified as underinsured.
- 52% of Latino adults in this age group, or 20 million people, either did not fill a prescription, skipped recommended treatment, did not seek care for a medical problem, or did not get recommended specialty care—a higher proportion than any other racial or ethnic group.
- Nearly half (48%) of Latino adults under age 65 reported problems with medical bills, including more than a quarter (27%) who had medical bills sent to collection.

Affordable housing was another important economic pressure point and issue priority for Latino voters. 62% of those who listed this as a top issue mentioned the lack of available, affordable apartments for rent or houses for sale, and an equal share indicated that rent or homes are too expensive in their area which may cause them to relocate.

Recent evidence highlights the significance of the issue:

- Last year the overall cost of housing increased by 4.6% and new findings show that [42 million households](#) are cost-burdened (*i.e.*, they spend more than 30% of their income on housing), the highest rate since 2015.
- More than [70% of households earning less than \\$30,000](#) are cost burdened, and roughly 40% of Black and Latino households are cost burdened.
- Skyrocketing housing costs have also [pushed more people into homelessness](#), growing to a record high of 650,000 last year. Of this population 28% are Latino and 37% are Black.

Many Latinos are feeling pessimistic about the direction of the country (56% believe U.S. is on wrong track) and the majority don't see either party as effective champions of their most pressing concerns.

- Concerns about personal financial circumstances and ongoing stressful economic experiences underscore the feelings of pessimism that run across demographic groups. Overall, 56% of Latino voters believe things in the U.S. are going in the wrong track. Feelings about the direction of the U.S. track along partisan lines: 44% of Democrats, 60% of independents, and 82% of Republicans believe the country is on the wrong track.
- Among Latinos who cite **inflation** as their top concern (20% of Latino electorate), 35% believe Democrats best to address the issue, giving Democrats a +12-point advantage over GOP on handling this issue. 23% believe Republicans best to address inflation, and 19% don't have faith in either party to address inflation-- the biggest concern in the Hispanic electorate.
- Among Latinos who cite **jobs and the economy** as their top concern (19% of Latino electorate), 37% believe Democrats best to address the issue, compared to 27% who believe Republicans would better address the issue (+10 Democrats). 16% say both parties would be fine on the issue, and 10% don't have faith in either party to deal with jobs and the economy.

- Among Latinos who cite **health care** as their top concern (18% of Latino electorate), 45% believe Democrats would best address the issue, vs 27% Republicans would be better to address health care (+33 Democrats). 19% say both parties would be fine on health care, and 12% don't have faith in either party to deal with this pressing issue.
- Looking at **shared economic values**, more Latinos believe Democrats share their values (relative to Republicans) on three key factors: small business or entrepreneurship, an economy that works for all Americans, and health care and health insurance. Across all three of these issues, more than 20% of Latinos either don't know, or don't believe, that Democrats or Republicans share their values.

It is projected 17.5 million Hispanics will vote in the 2024 November election. One in five Latinos (22%) will be participating in a presidential election for the very first time.

- Overall, 38% of the Latino electorate (more than one-in-three) is new since the Clinton and Trump election in 2016. While the majority of Latinos plan to vote in the 2024 Presidential election (57% indicate they are certain they will vote and another 16% will likely vote), many have not made a firm commitment to do so. There are significant outreach opportunities to engage with Latino voters and close the participation gap across different demographic groups within the very diverse Latino electorate.