NATIONAL SKILLS COALITION

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PUBLIC PERSPECTIVES

HISPANIC/ LATINX VOTERS

This November, millions of Americans will head to the voting booth to weigh in on issues that matter to their lives. Hispanics/Latinx[1] are now the second largest group of voting age Americans, representing 50% of the citizen voting-age population growth since 2020,[2] and it is estimated that 17.5 million Hispanic/Latinx voters will cast a ballot in November. Our new national polling finds that

Hispanic/Latinx voters want policymakers to expand skills training opportunities in America and consider it one of the most important strategies for improving the economy. Hispanic/Latinx voters also support a range of policies that can expand high-quality inclusive skills training, including policies that support career pathways, industry partnerships, and data collection.[3]

PUBLIC PERSPECTIVES
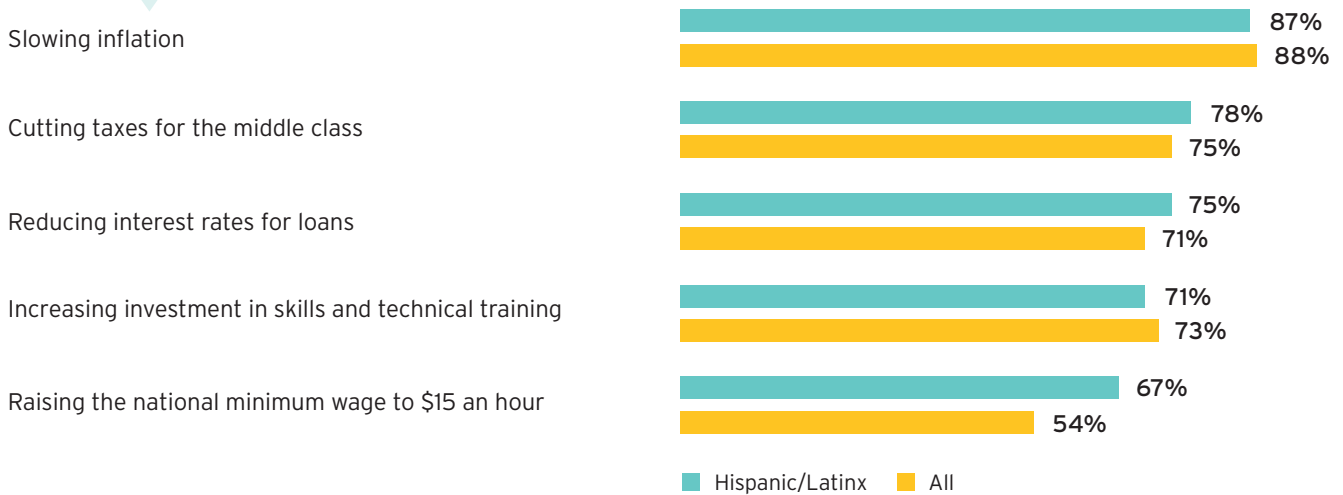# ON THE ECONOMY

Hispanic/Latinx voters are more optimistic about their personal economic situation than the economy overall. Only 23% of Hispanic/Latinx voters have a favorable view of the economy, but over half of Hispanic/Latinx voters (56%) rate their own financial situation as positive.

PERCENTAGE OF VOTERS WHO RATE AS "EXCELLENT" OR "GOOD"

The Economy
- 23%
- 31%

Personal Financial Situation
- 56%
- 55%

■ Hispanic/Latinx   ■ All

A sizeable majority of Hispanic/Latinx voters consider skills training to be an important economic solution. Nearly three-quarters (71%) believe expanding skills training is an extremely or very important way to improve the economy.
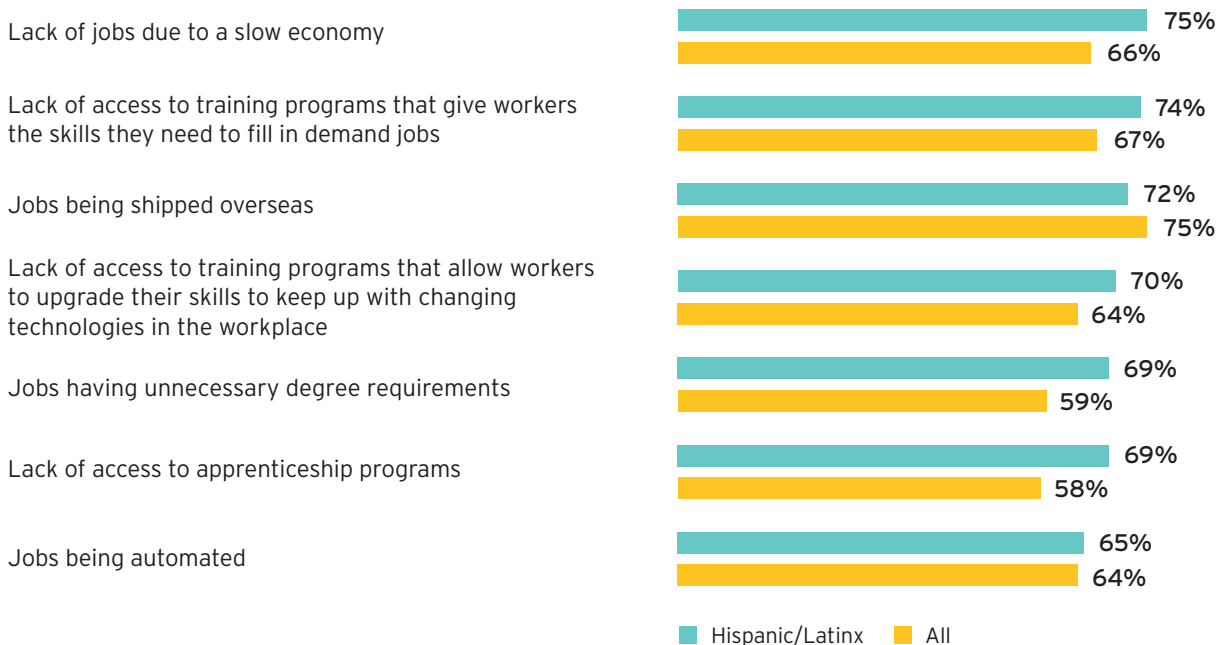
PERCENTAGE OF VOTERS WHO RATE KEY ISSUES AS "EXTREMELY" OR "VERY IMPORTANT" FOR THE ECONOMY

Issue	Hispanic/Latinx	All
Slowing inflation	87%	88%
Cutting taxes for the middle class	78%	75%
Reducing interest rates for loans	75%	71%
Increasing investment in skills and technical training	71%	73%
Raising the national minimum wage to $15 an hour	67%	54%

■ Hispanic/Latinx ■ All

PUBLIC PERSPECTIVES
ON JOBS

Hispanic/Latinx voters perceive a lack of access to skills training as a significant challenge facing workers in the current job market. Hispanic/Latinx voters identify a range of challenges facing workers. Nearly three-quarters (74%) identify a lack of access to training is a serious concern.

PERCENTAGE OF VOTERS WHO SEE ISSUE AS A SERIOUS PROBLEM FACING WORKERS

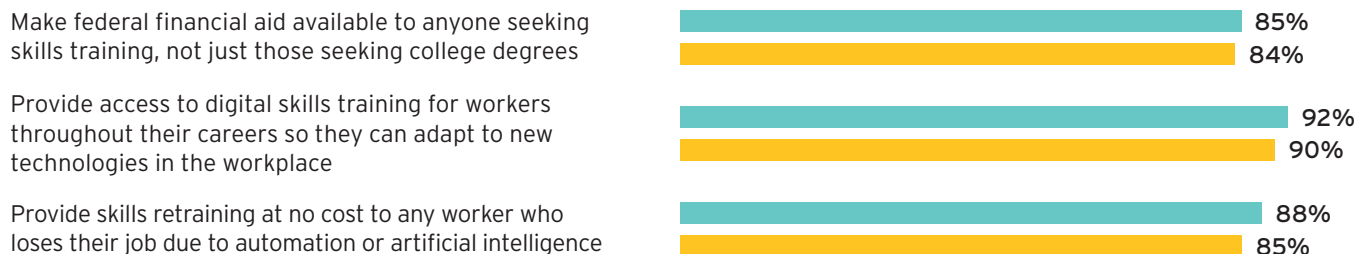| Issue	Hispanic/Latinx	All
Lack of jobs due to a slow economy	75%	66%
Lack of access to training programs that give workers the skills they need to fill in demand jobs	74%	67%
Jobs being shipped overseas	72%	75%
Lack of access to training programs that allow workers to upgrade their skills to keep up with changing technologies in the workplace	70%	64%
Jobs having unnecessary degree requirements	69%	59%
Lack of access to apprenticeship programs	69%	58%
Jobs being automated	65%	64%

■ Hispanic/Latinx ■ All

ON SKILLS TRAINING

Hispanic/Latinx voters want to engage in skills training to advance their careers. Compared to 63% of all voters, 80% of Hispanic/Latinx voters would take advantage of an opportunity to build their digital skills to obtain a better job or advance in their career.

PERCENTAGE OF VOTERS WHO WOULD ENGAGE IN SKILLS TRAINING TO OBTAIN A BETTER JOB OR ADVANCE CAREER

Hispanic/Latinx — 80%
All — 63%

Hispanic/Latinx voters also support a range of proposals that expand access to inclusive, high-quality skills training.

ENSURE THAT COST ISN'T A BARRIER TO TRAINING
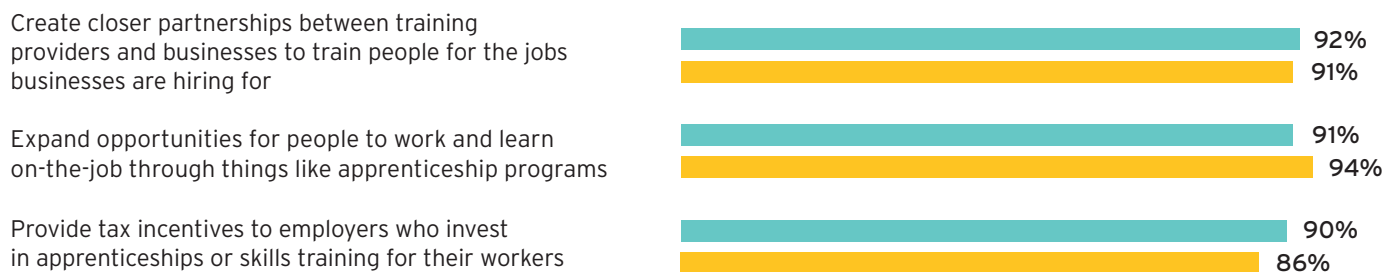
Make federal financial aid available to anyone seeking skills training, not just those seeking college degrees
85%
84%

Provide access to digital skills training for workers throughout their careers so they can adapt to new technologies in the workplace
92%
90%

Provide skills retraining at no cost to any worker who loses their job due to automation or artificial intelligence
88%
85%

SUPPORT CAREER PATHWAYS FOR STUDENT AND WORKER SUCCESS

Increase funding for support services – such as career counseling, childcare and transportation assistance – to help people finish skills training programs
90%
82%

HELP WORKERS AND SMALL BUSINESSES ENGAGE IN INDUSTRY PARTNERSHIPS AND EXPAND APPRENTICESHIP

Create closer partnerships between training providers and businesses to train people for the jobs businesses are hiring for
92%
91%

Expand opportunities for people to work and learn on-the-job through things like apprenticeship programs
91%
94%

Provide tax incentives to employers who invest in apprenticeships or skills training for their workers
90%
86%

SUPPORT STATE AND LOCAL DATA COLLECTION TO MEASURE EQUITABLE OUTCOMES

Ensure people looking for a job have access to data that tells them which training programs and credentials will help them reach their employment goals
92%
91%

Hispanic/Latinx   All

Hispanic/Latinx voters overwhelmingly support skills training and candidates who prioritize this issue.
A notable 85% of Hispanic/Latinx voters support increasing government funding for skills training. Additionally, 76% of Hispanic/Latinx voters are more likely to support a candidate for office who champions increased government funding for skills training in America, compared to 69% for all voters.

Support increasing government funding for skills training

85%
82%

More likely to support a candidate who champions skills training investments

76%
69%

■ Hispanic/Latinx ■ All
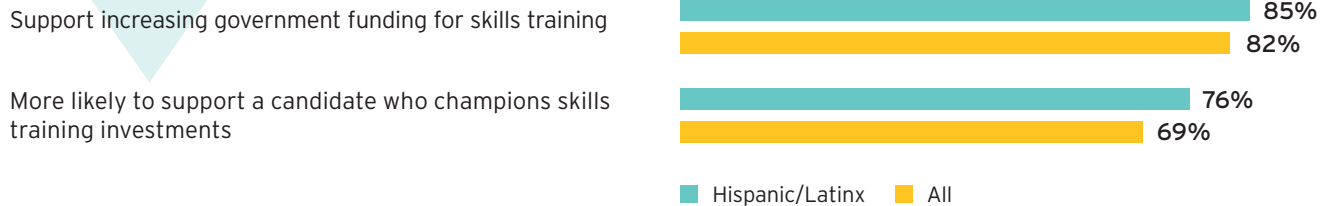
To learn more about NSC's Public Perspective Series, please visit **www.nationalskillscoalition.org**.

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NATIONAL SKILLS COALITION

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National Skills Coalition fights for inclusive, high-quality skills training so that people have access to a better life, and local businesses see sustained growth. We engage in analysis and technical assistance, organizing, advocacy, and communications to improve state and federal skills policies. Learn more at **nationalskillscoalition.org** and follow us **@skillscoalition**.

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UnidosUS is a nonprofit, nonpartisan organization that serves as the nation's largest Hispanic civil rights and advocacy organization. Since our founding in 1968, we have contributed to a stronger America by elevating the voice of Latinos, and defending and advancing our community's concerns. Learn more at **unidosus.org** and follow us **@WeAreUnidosUS**.

1. The terms "Hispanic" and "Latino" are used interchangeably by the U.S. Census Bureau and throughout our materials to refer to persons of Mexican, Puerto Rican, Cuban, Central and South American, Dominican, Spanish, and other Hispanic descent; they may be of any race. Our materials may also refer to this population as "Latinx" to represent the diversity of gender identities and expressions that are present in the community.
2. *Key facts about Hispanic eligible voters in 2024*. Pew Research Center. January 2024.
3. National Skills Coalition commissioned a nationwide online poll of 1000 registered voters. Impact Research conducted the poll between March 11-17, 2024. The margin of error for a sample of this size is +/- 3.1 percentage points at the 95% level of confidence.