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2024 PRE-ELECTION POLL OF THE HISPANIC ELECTORATE - NORTH CAROLINA

About the Survey

- Total N=3,000 Latino eligible voters
 - N= 2,800 registered
 - N= 200 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: August 5 - 23, 2024
- 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 largely consistent with Latinos across the country, and continue to be dominated by pocketbook and economic concerns.

- #1 **Inflation:** Food and basic necessities, housing/rent, and gas prices are driving concerns about inflation
- #2 **Jobs:** Better pay and concerns about job security top the concerns about jobs and economy
- #3 **Housing:** Top concerns are lack of affordable rentals or homes for sale, and rising rents
- #4 **Health Care:** Costs of insurance and medication are the driving concerns
- #5 **Crime/gun violence:** The top concern is that guns and assault weapons are too easy to get

2. On immigration, path to citizenship continues to top priorities.

- Latino voters **STRONGLY** favor a path to citizenship for long-residing undocumented immigrants and Dreamers; of the top 5 priorities, three relate to path to citizenship and protecting long-residing undocumented immigrants
- With respect to enforcement, the priority is cracking down on human smugglers and drug traffickers (#2 overall; increasing border security is #7).
- Minimal support for any mass deportation plan

3. On abortion, by a 73% to 19% margin, Latinos in North Carolina oppose making it illegal or taking that decision away from others, no matter their own personal beliefs on the issue.

Key Findings in North Carolina Continued:

4. On priority issues overall, Democrats are trusted over Republicans. However, more than a quarter of Latino voters do not see either as a champion of their concerns, with 35% saying neither or both or don't know which party would be better at addressing their priority issue.

5. While the majority of Latinos in North Carolina plan to vote, many have not made a firm commitment to do so. Parties and campaigns should not miss the opportunity to engage with this large segment of the electorate.

- 58% say they are certain they will vote
- 49% have not been contacted by either party or any campaign
- Early outreach is key: 35% plan to vote early, 22% by mail, and 42% on Election Day.

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

- 19% for the first time in ANY federal election, and another 17% voted in 2020 for the first time
- 40% of North Carolina's Latino electorate is new since the race between Hillary Clinton and Donald Trump 2016

7. Vice President Harris holds a +29 point lead over former President Trump: 59% to 30%.

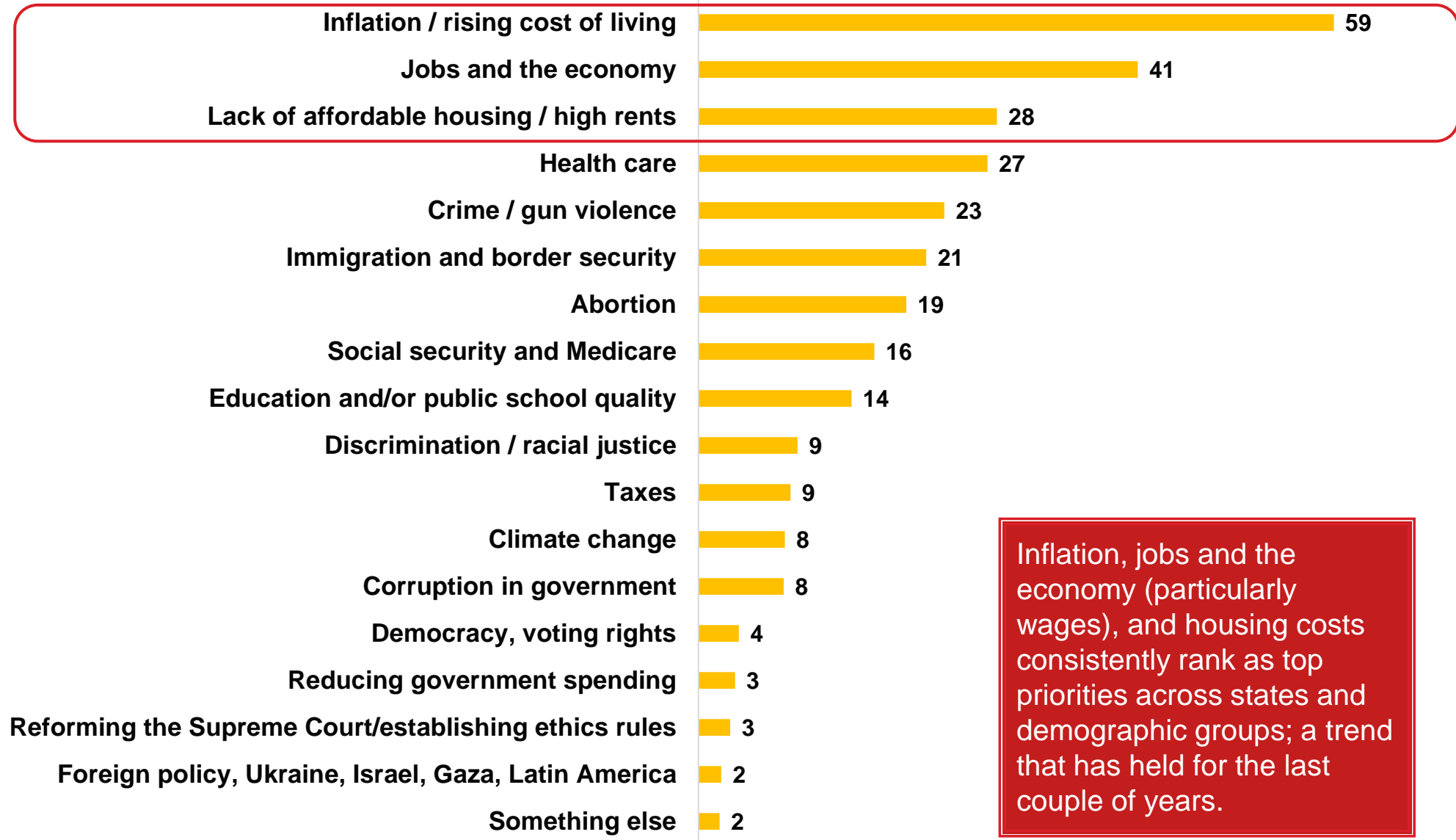
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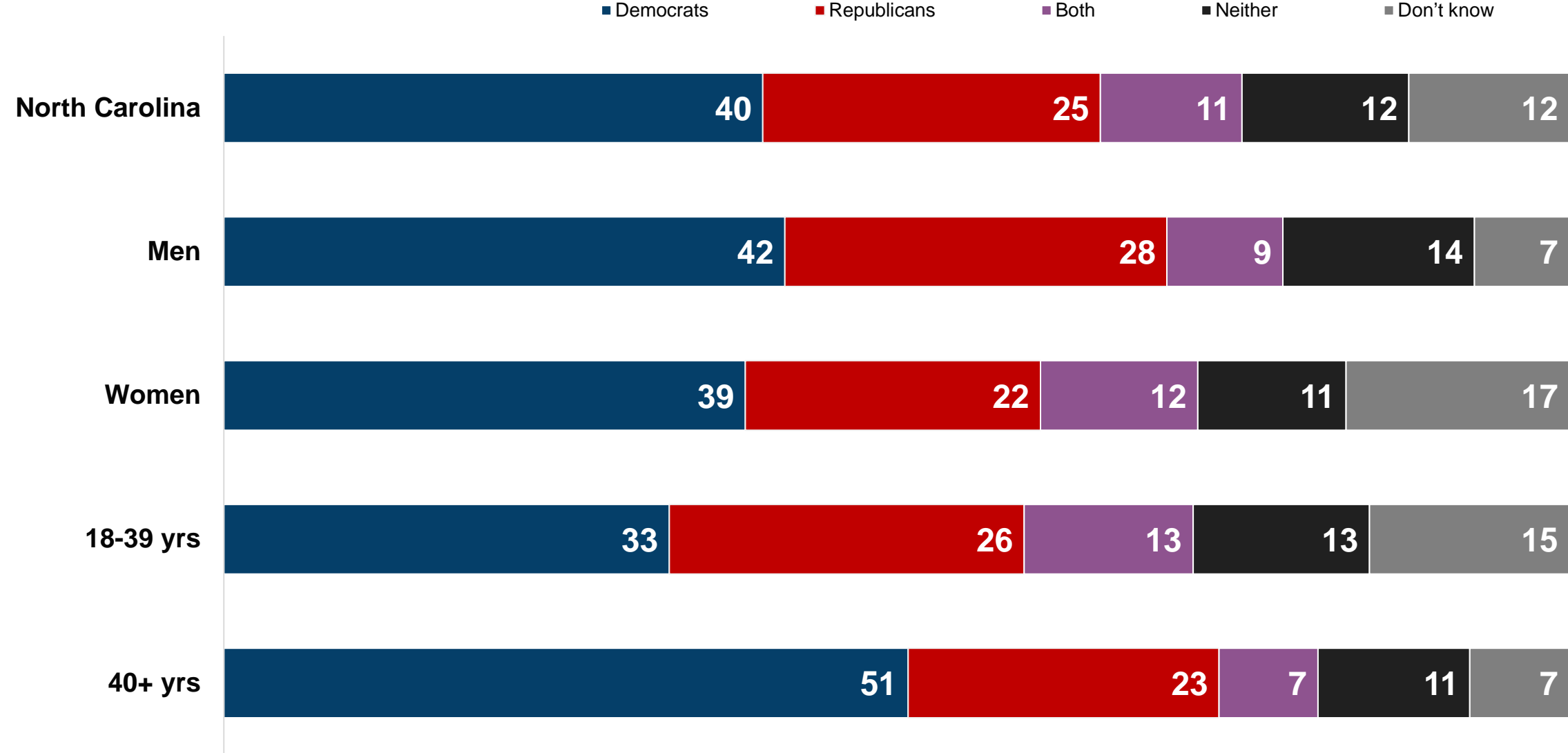
ISSUE PRIORITIES AND POLICY VIEWS

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

(Rank up to three. Sorted highest to lowest)

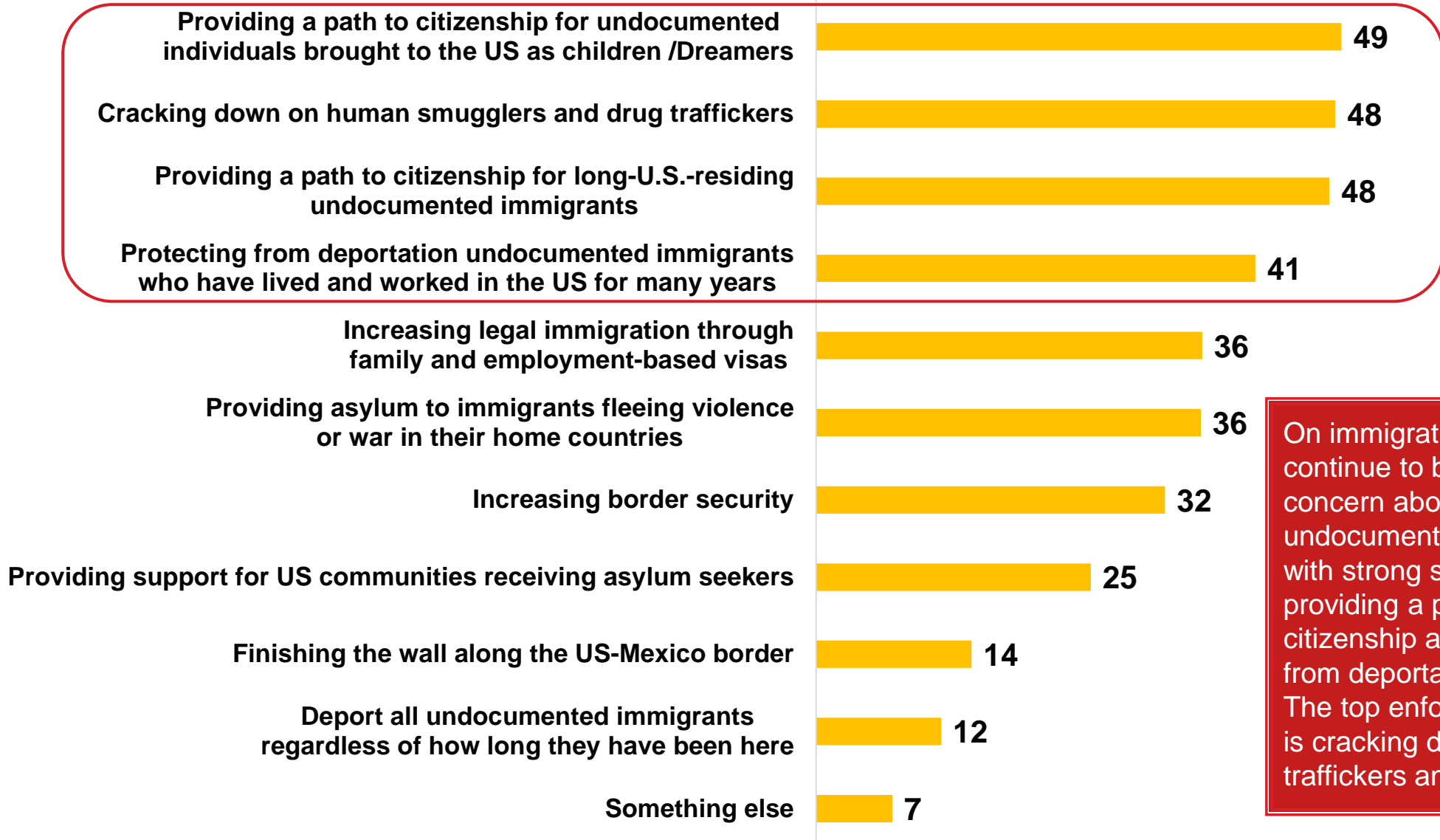


Which party would be best at addressing [issue respondent cited as top concern/priority]?



August 5-23, 2024 N=300 (+/-5.7%)

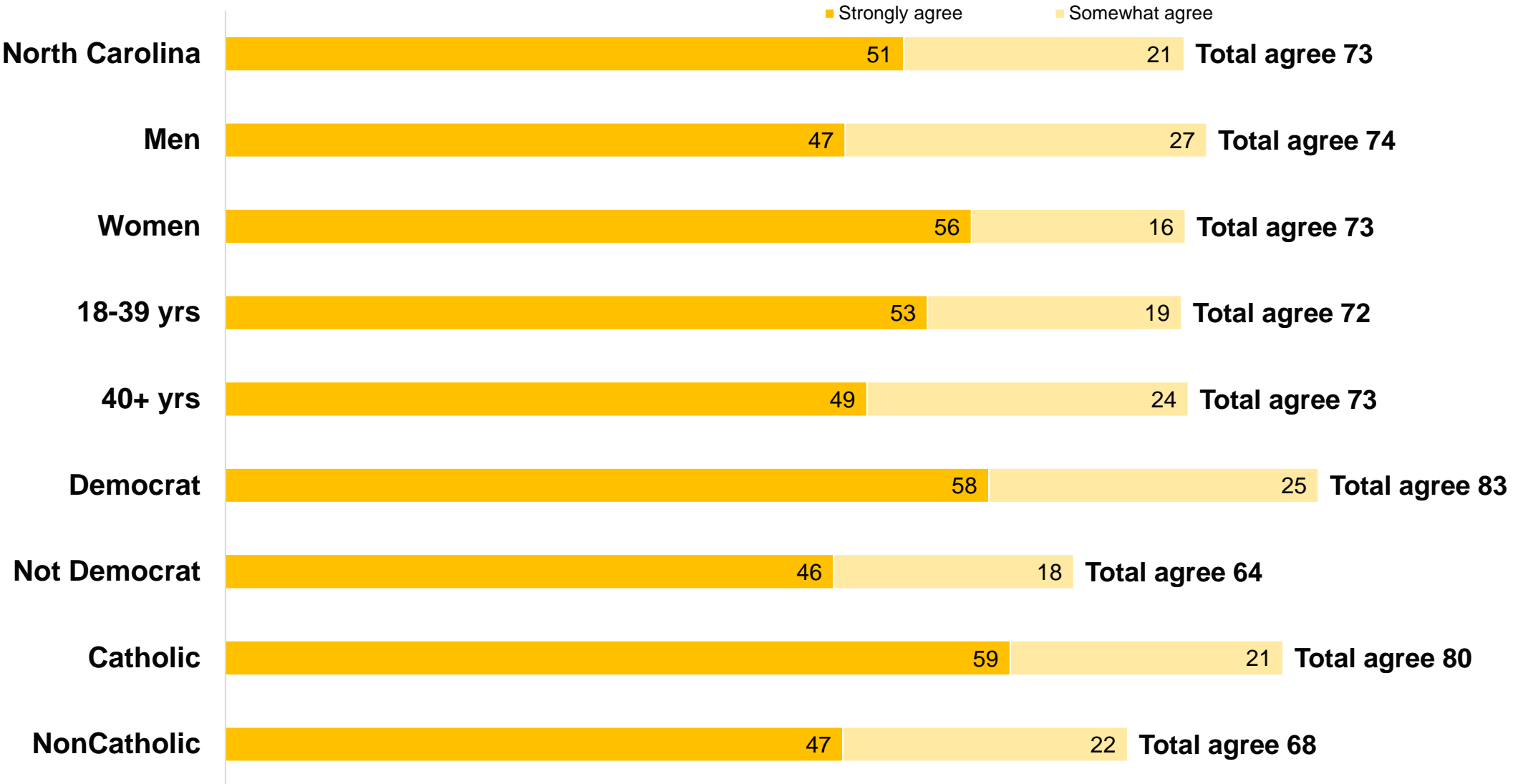
Thinking about the US immigration system, which of the following do you think are the most important issues that elected officials should address? (All that apply. Sorted highest to lowest.)



On immigration, top priorities continue to be driven by concern about long-residing undocumented immigrants, with strong support for providing a path to citizenship and protection from deportation. The top enforcement priority is cracking down on traffickers and smugglers.

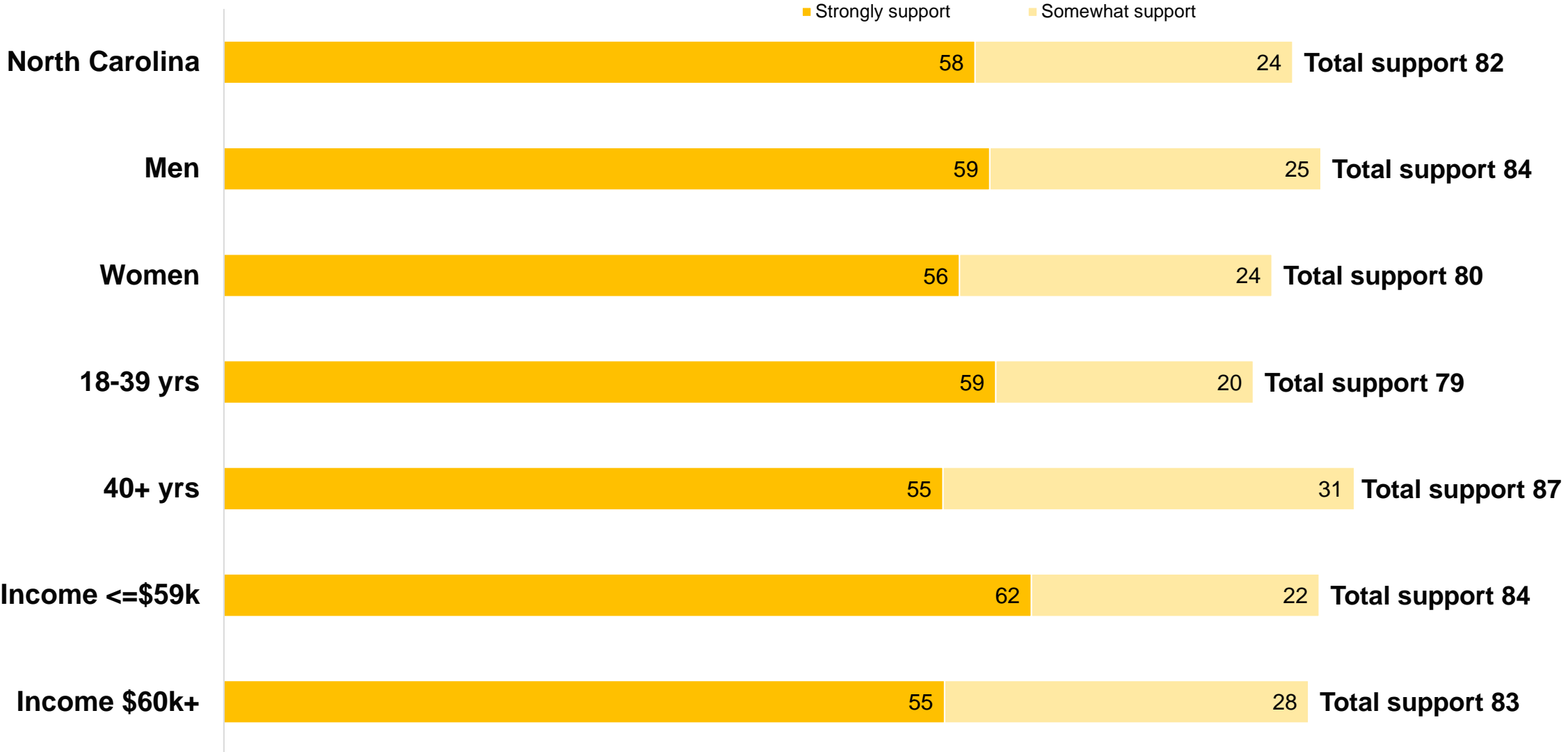
Do you agree or disagree with the following statement? No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else.

(% agree illustrated)



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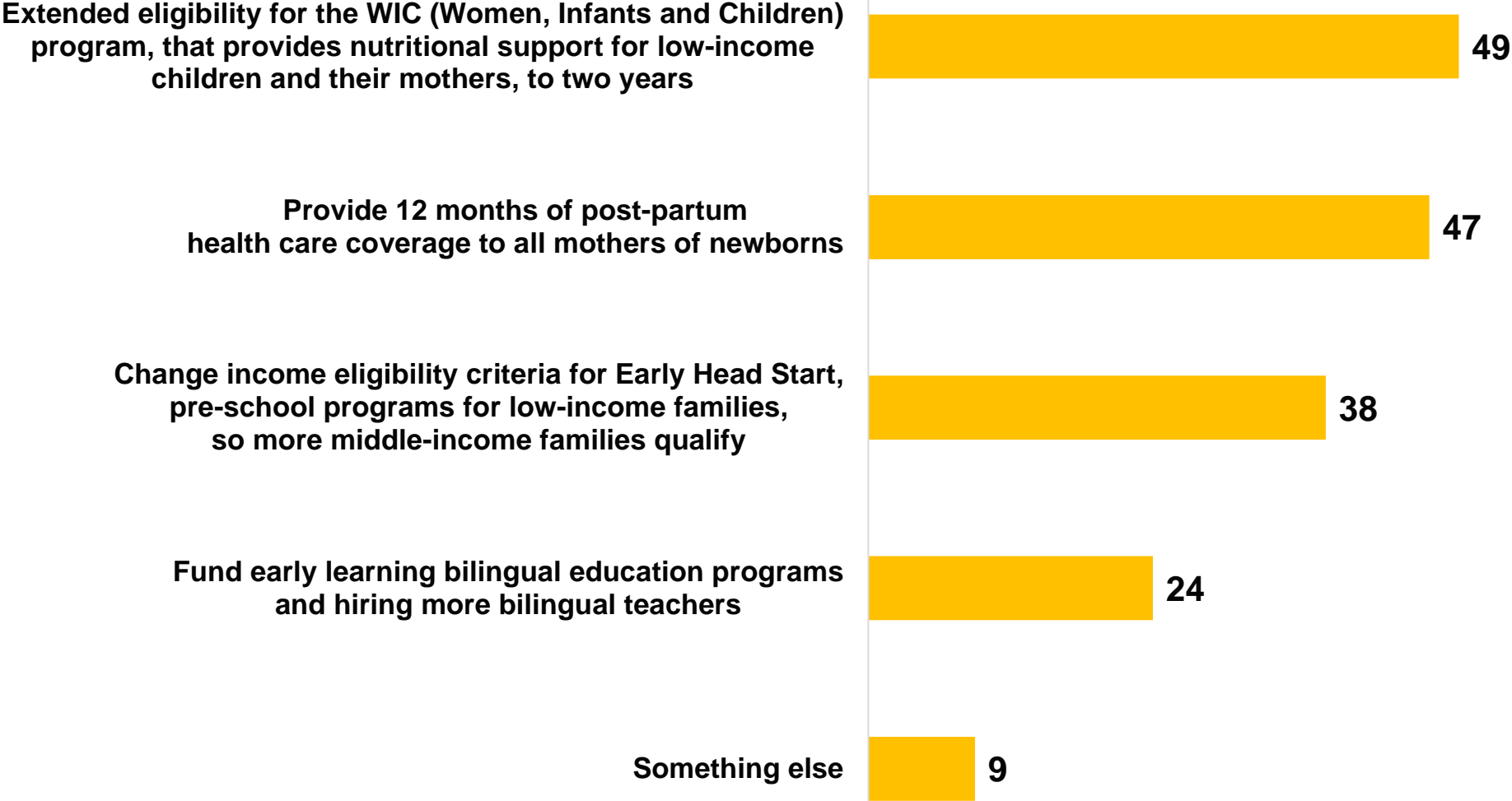
Would you support or oppose raising the minimum wage for all workers, tipped and non-tipped, in your state? (% agree illustrated)



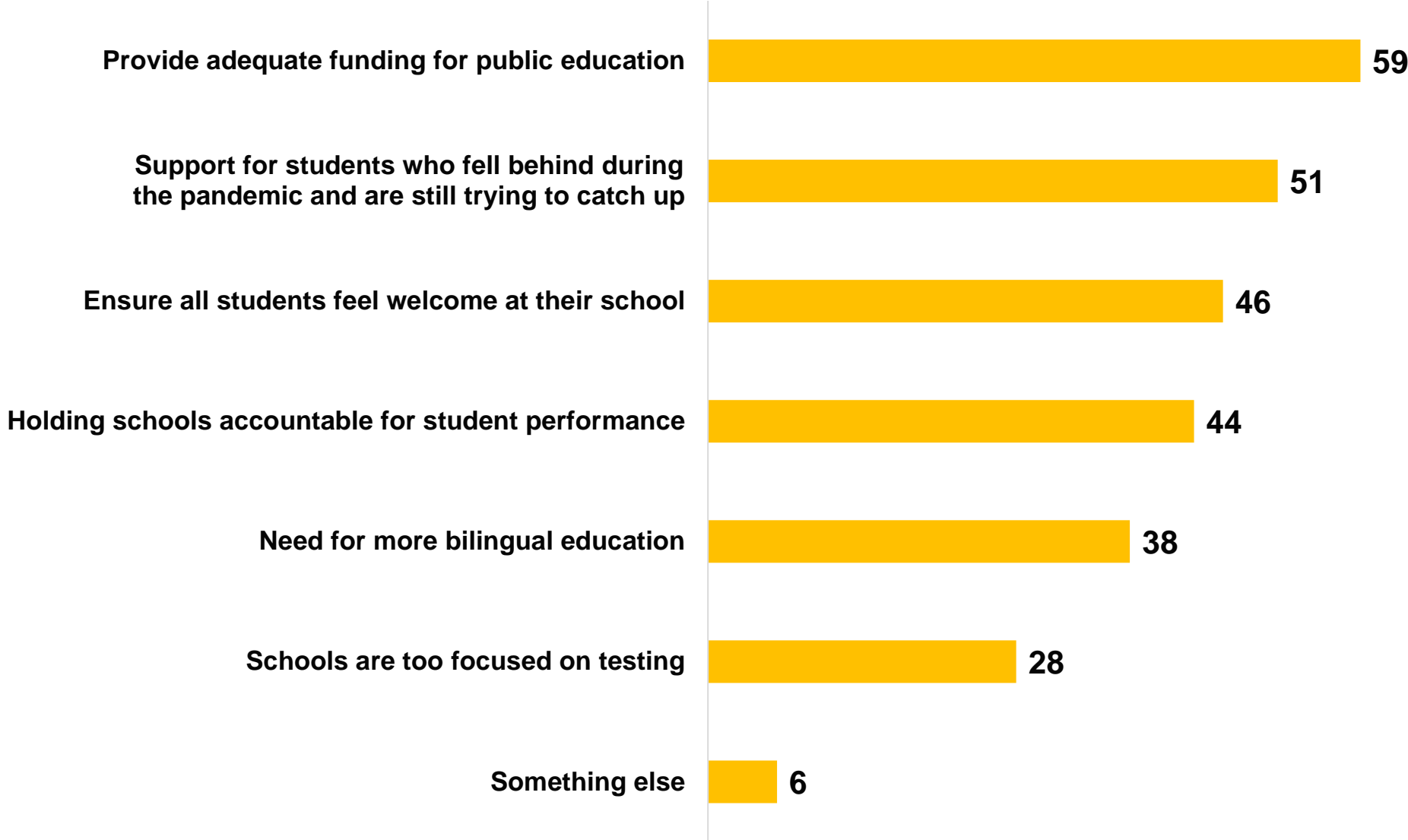
August 5-23, 2024 N=300 (+/-5.7%)

Which policies do you think would best support children ages 0-3 years old?

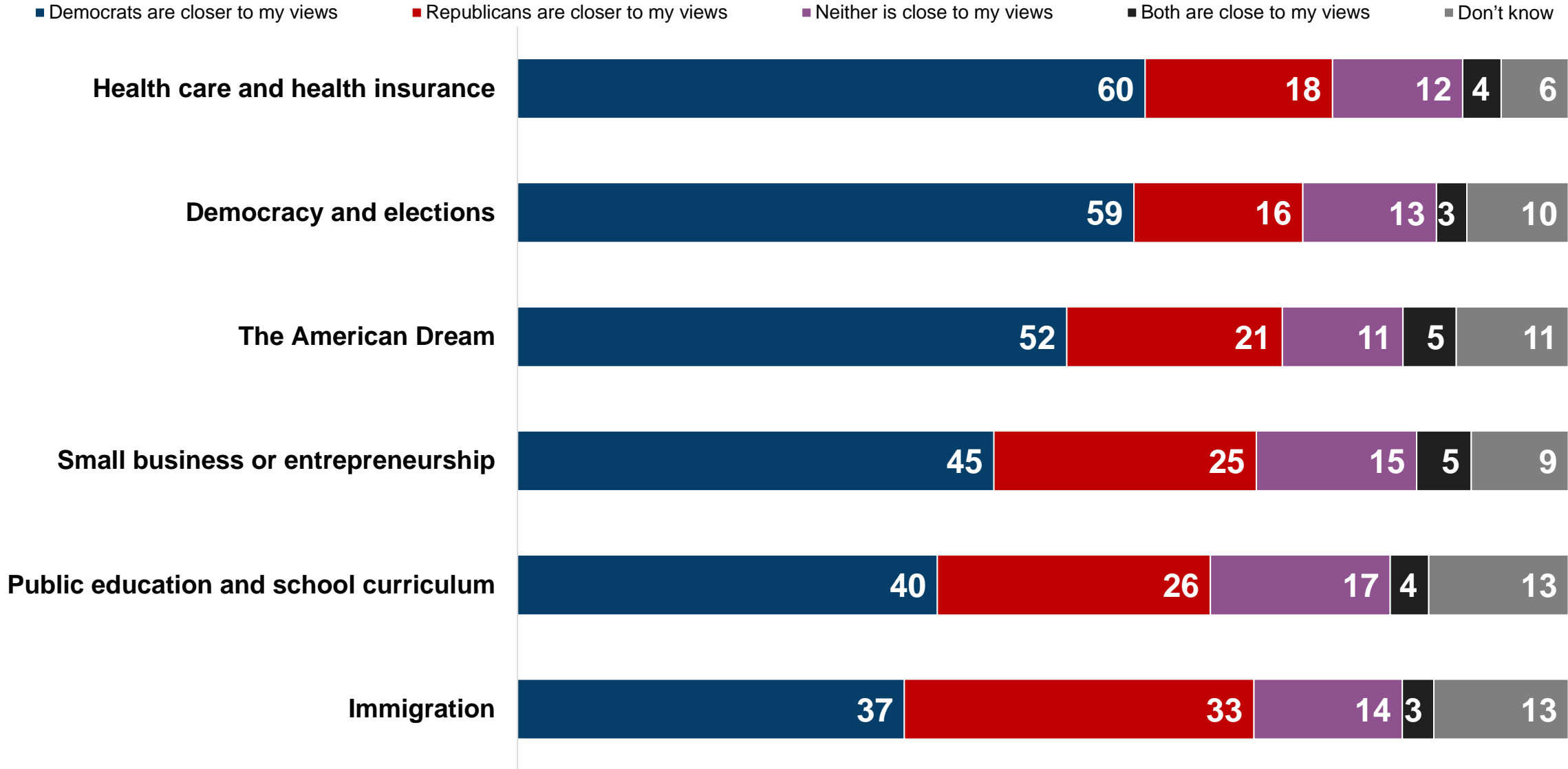
(Select up to two answers. Sorted highest to lowest.)



Which education and public school issues do you think are most important for elected officials to address? (Select all that apply. Sorted highest to lowest)



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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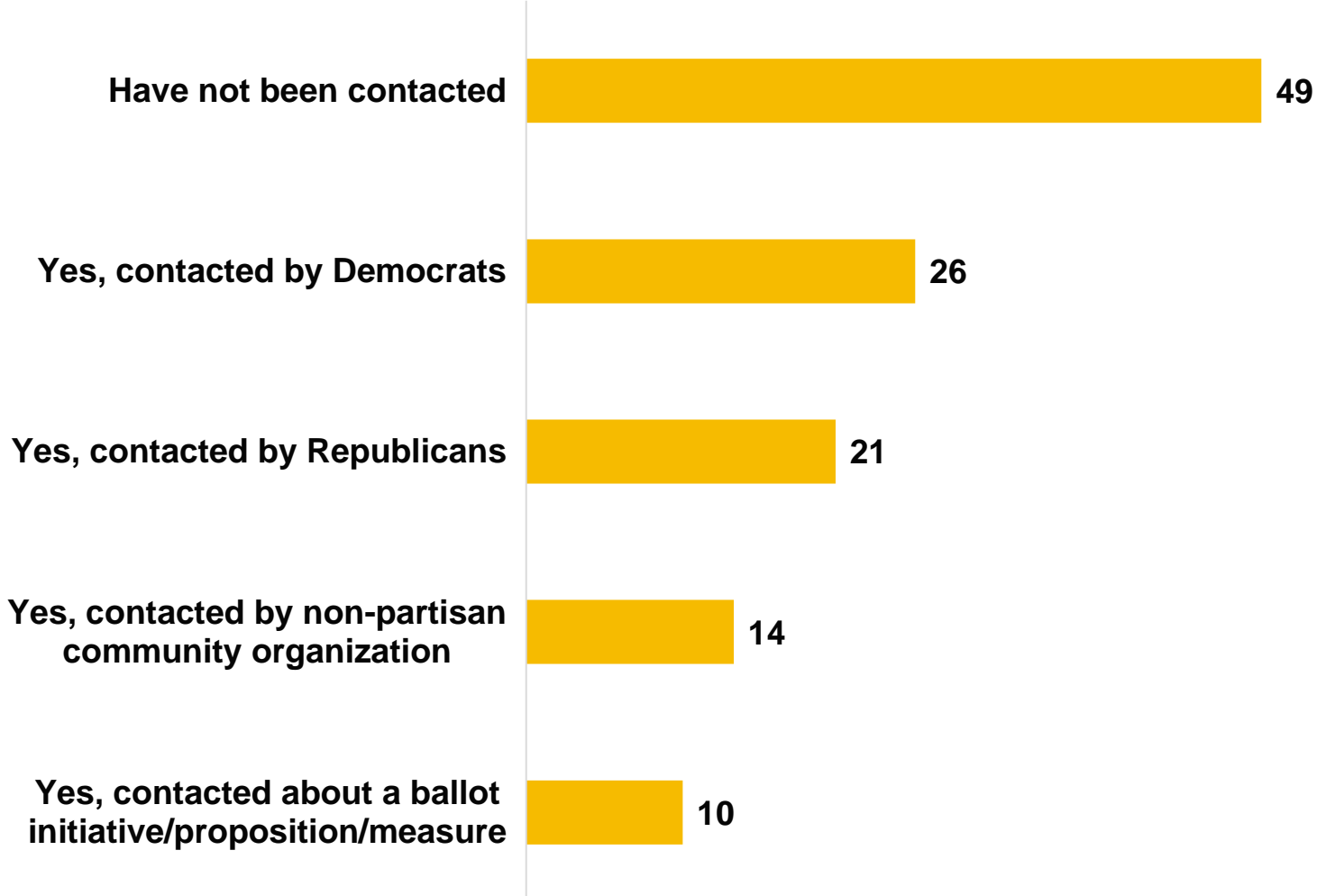
OUTREACH AND VIEWS ON THE PARTIES

Has anyone from a political party, campaign or any other organization contacted you and asked you to register and/or vote in this election, whether by text, mail, email, or in-person? Select all that apply.

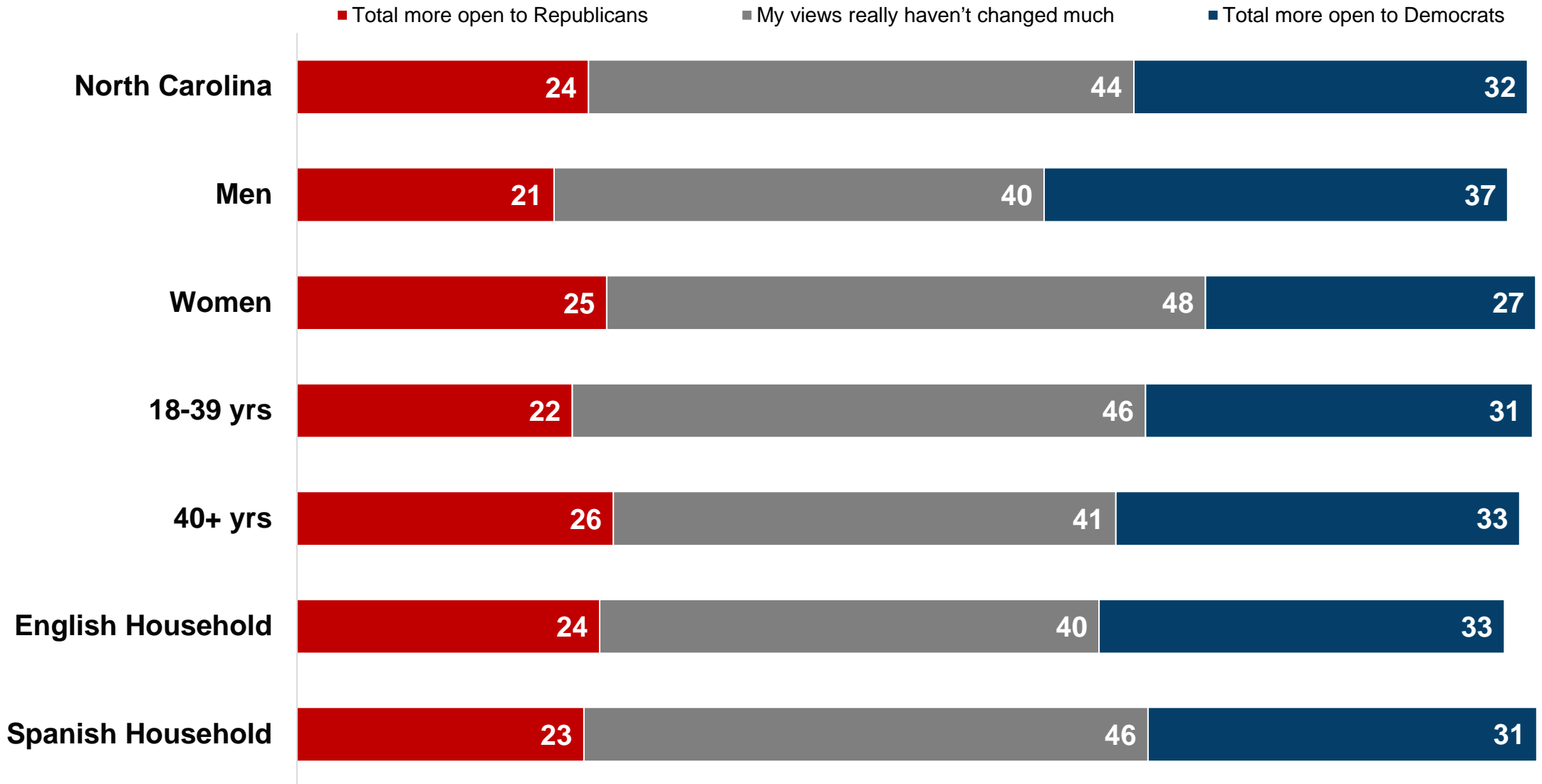
Many Latino voters report they have not been contacted so far in this election year.

Share not contacted:

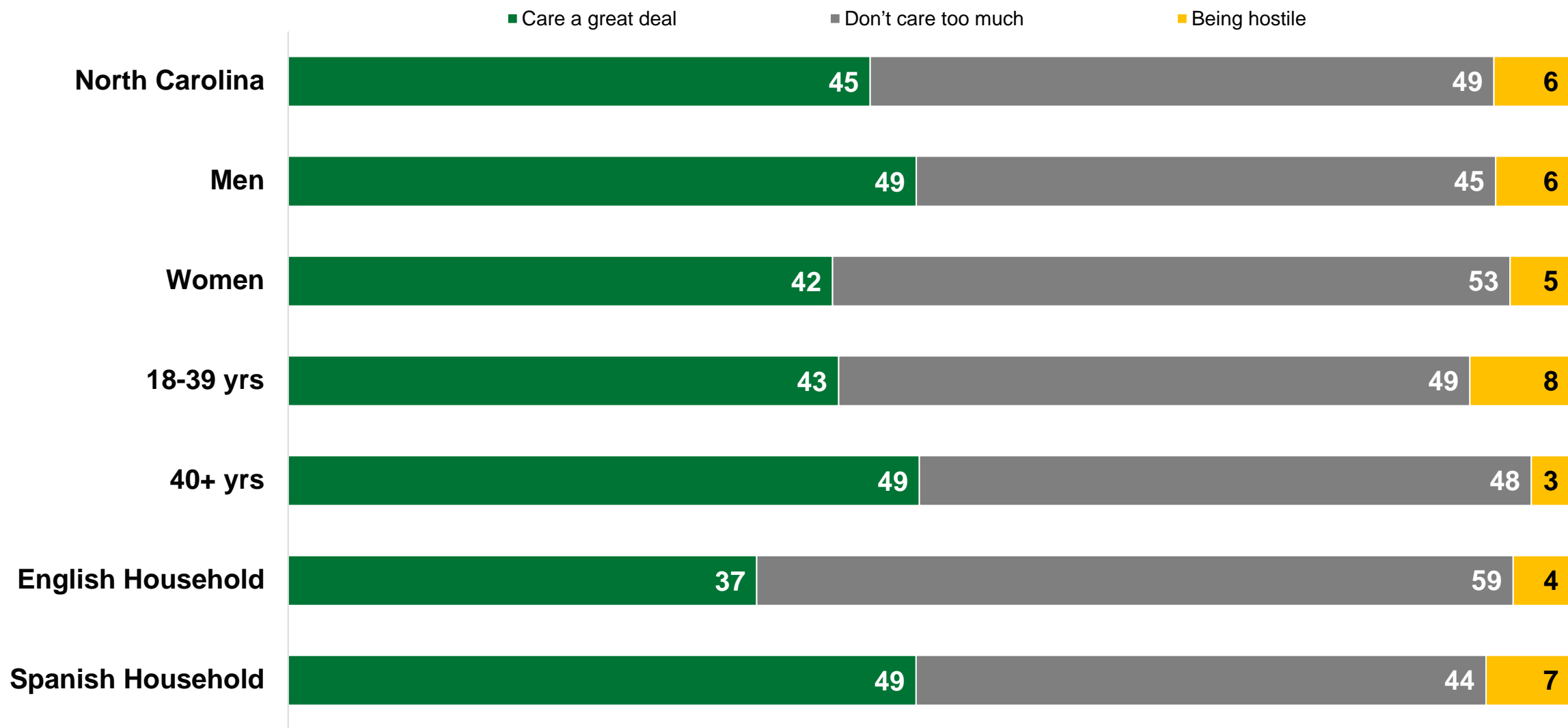
18-39 yrs	45%
40+ yrs	55%
Women	51%
Men	49%
English HH	55%
Spanish HH	47%



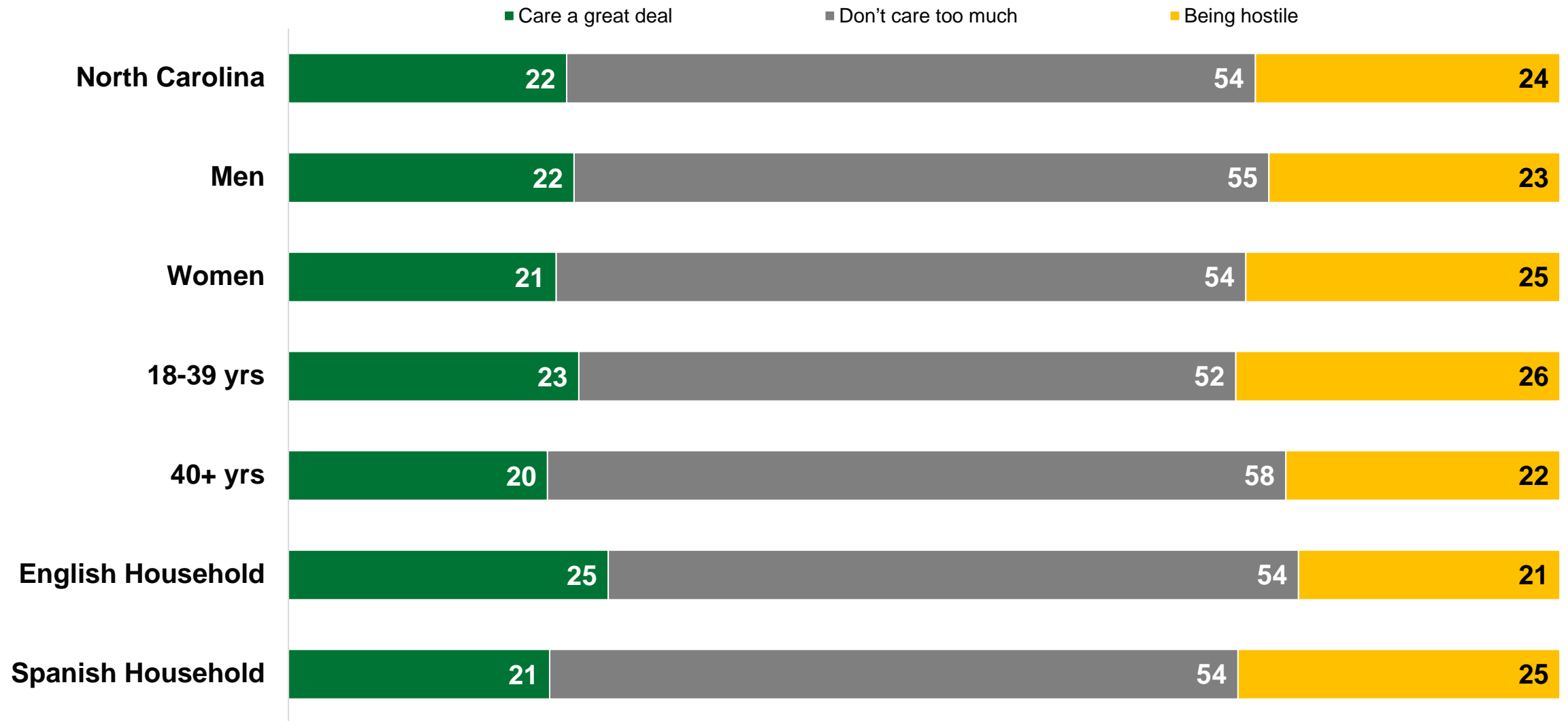
Thinking about your feelings toward both political parties over the past few years, would you say you've become more open to supporting [Republicans/Democrats] than in the past, or that your views haven't changed much?



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?



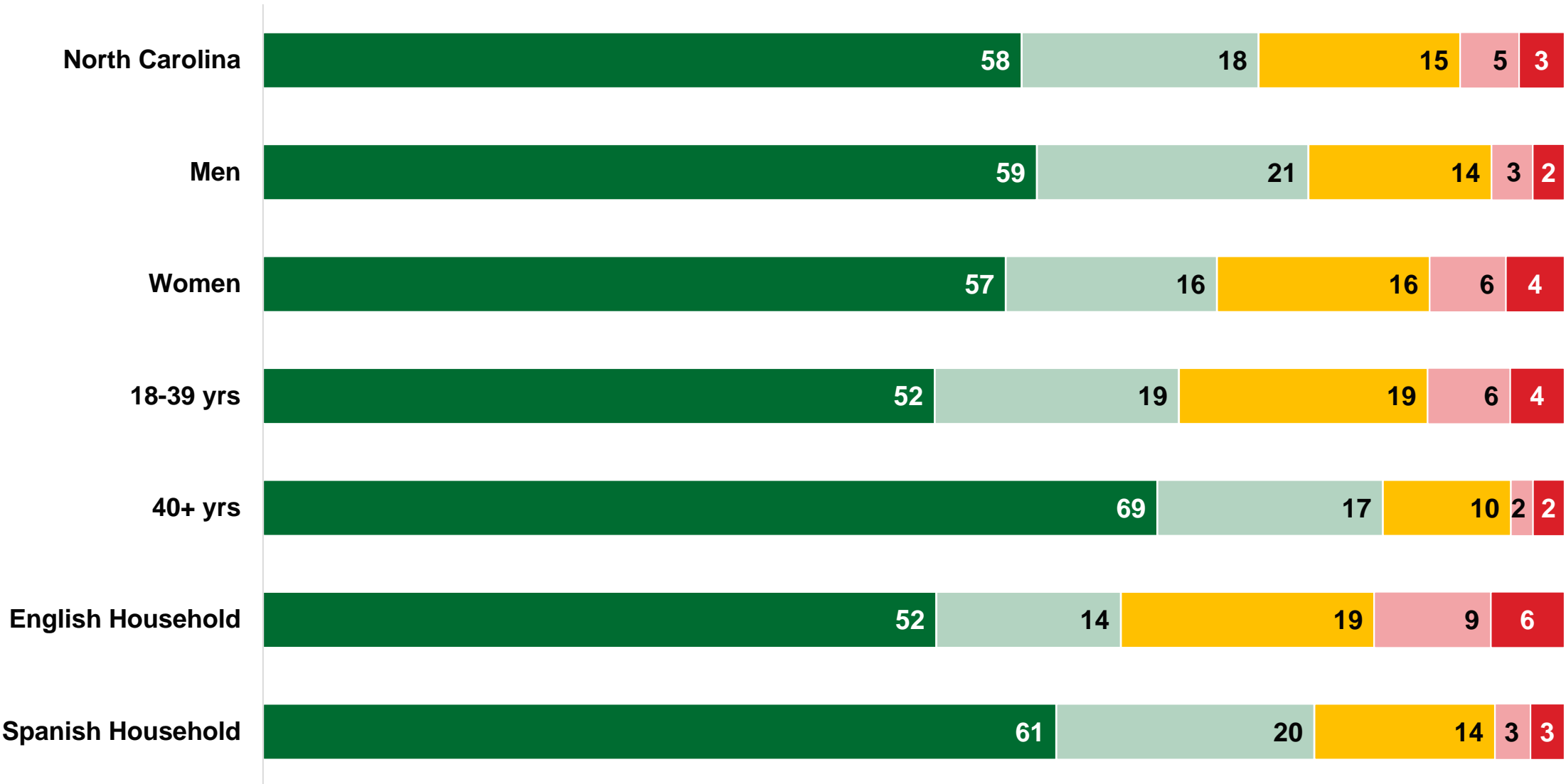
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LOOKING AHEAD TO NOVEMBER

As you may know, there will be an election this year for offices such as President, U.S. Congress, and many state and local offices. How likely are you to vote in the November 2024 election?

■ 100% certain I will vote
 ■ It is likely that I will vote
 ■ 50-50, it depends
 ■ Probably will not vote
 ■ 100% certain I will not vote



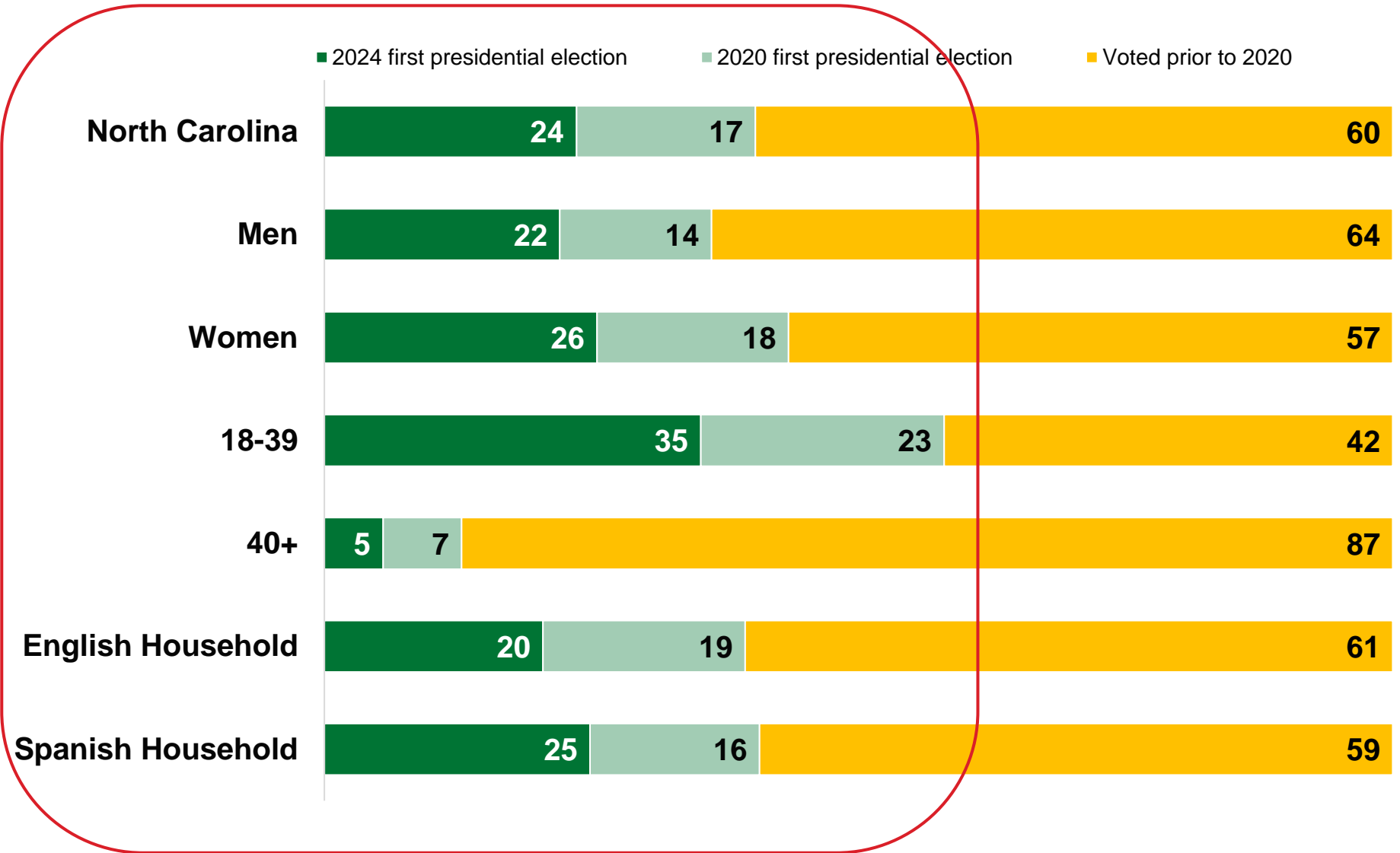
August 5-23, 2024 N=300 (+/-5.7%)

Which describes your voting experience?

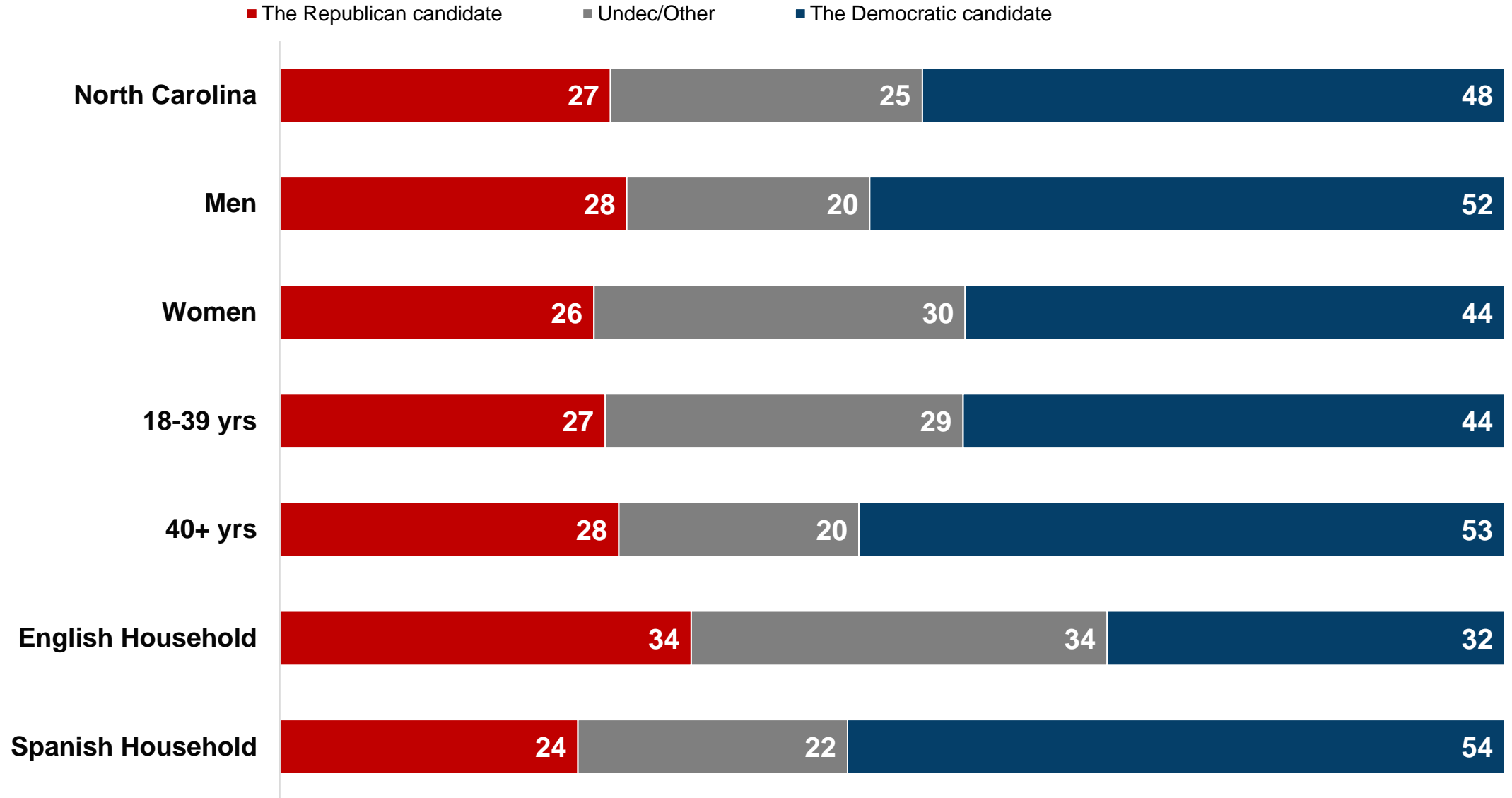
40% of Latino voters in North Carolina will be voting in either their first or second presidential election.

They were not yet in electorate (too young to vote) during the 2016 election when Donald Trump first ran for President.

Among 18-39 year olds, 35% (one in three) will be voting in their first presidential election.



Thinking ahead to the elections this year for Congress, in the 2024 election for U.S. House of Representatives here in your district in North Carolina do you plan to vote for:



Do you have a favorable or unfavorable opinion of the [Republican Vice-Presidential candidate and Ohio Senator J.D. Vance / Democratic Vice-Presidential candidate and Minnesota Governor Tim Walz]?

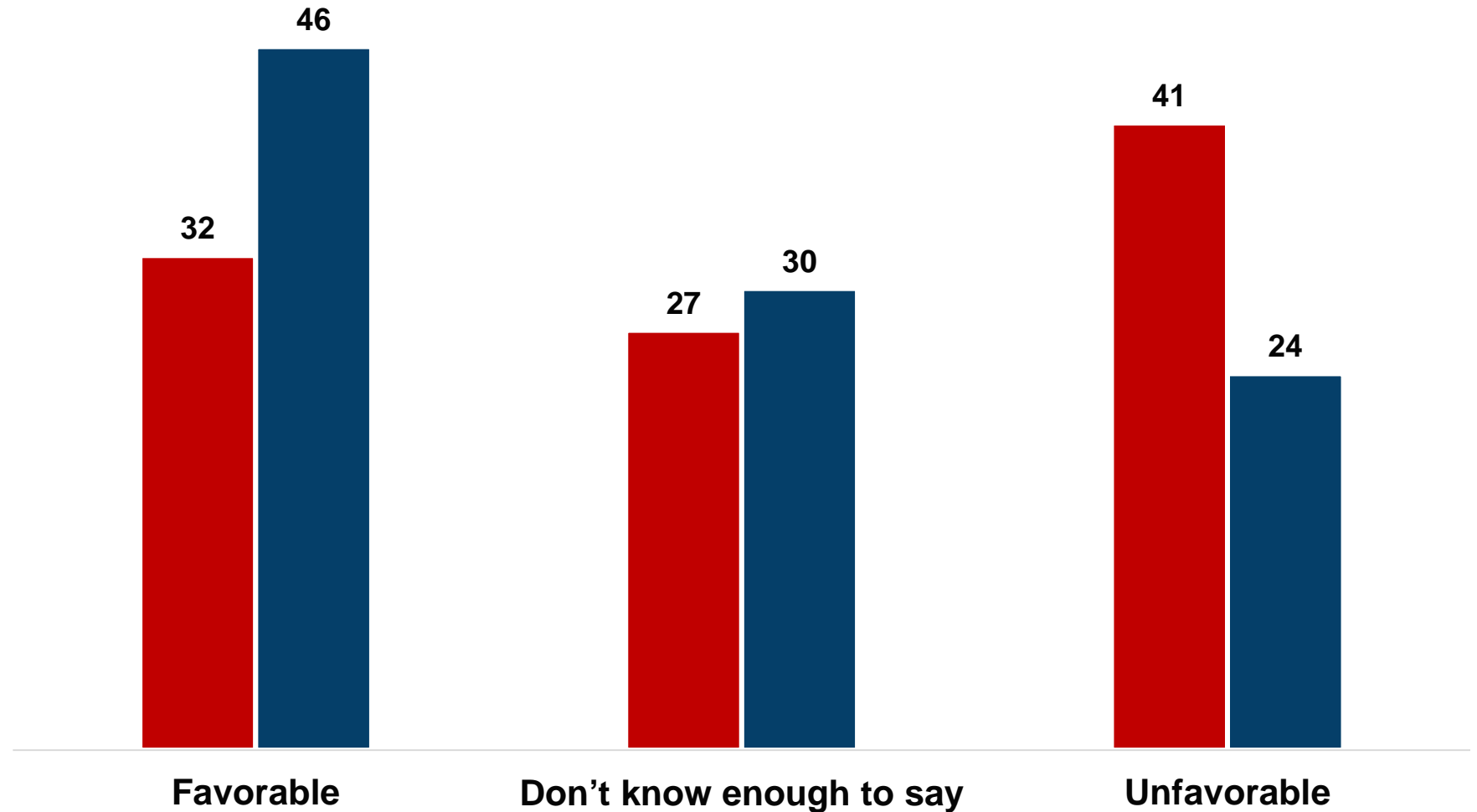
■ Vance ■ Walz

Among Latino voters in North Carolina, more than a quarter of voters don't know enough about either vice-presidential candidates enough to have an opinion.

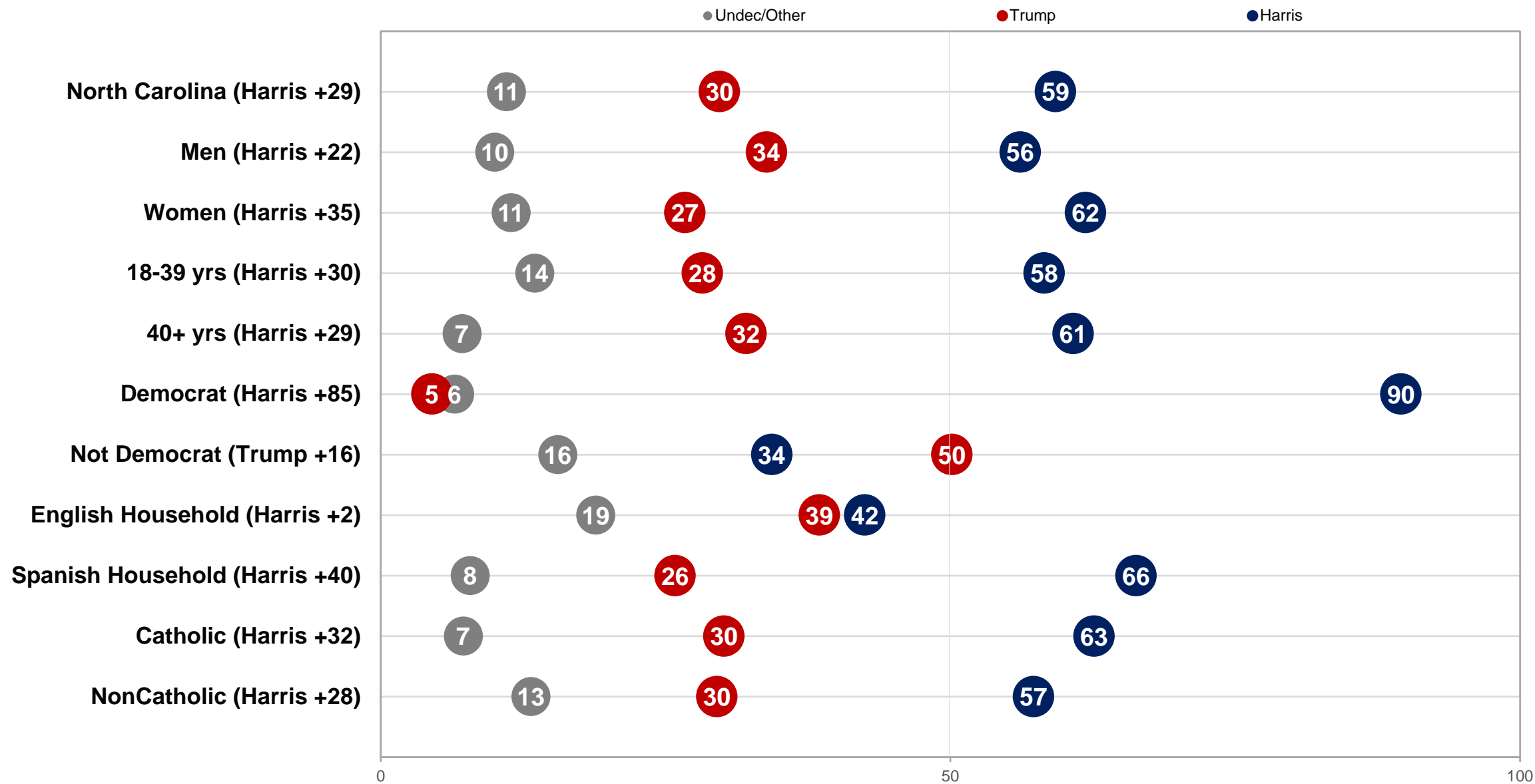
However, Vance is viewed much less favorably:

Walz net favorable +21

Vance net favorable -9



Presidential Vote Among Latino Voters in North Carolina





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