


✓ **2024** American 
Electorate Voter Poll

HISPANIC VOTERS

www.2024electionpoll.us

About the Survey

- Total N=3,750 voters in the 2024 presidential election (+/- 1.62%)
- Including N=790 Puerto Rican voters
- Field Dates: October 18 – November 4, 2024
- Survey available in English and Spanish, according to respondent preference
- Mixed mode 25% live telephone interviews, 75% online
- All respondents voted in the 2024 election

Key Findings

1. A majority of Latino voters, including Hispanic men, cast their ballots for VP Harris

- Trump improved his standing among nearly every subset of the electorate, Latinos included. Trump won a majority of votes in only one racial/ethnic identity of Americans—White Voters.
- Our estimate of the Latino vote share and inter-election shift is significantly smaller than in the "Exit Polls" which historically have miscalculated Hispanic support due to sampling methodology

2. Latino voters were not instrumental in the Trump victory. If no Latino had cast a ballot, the outcome would be unchanged.

- This is true at the national level and likely every battleground state.
- However, had Latinos voted in ways similar to earlier elections, they may have prevented several states from flipping, though it is less clear that they could have reversed the outcome.

3. The dominant issues shaping Latino choices were pocketbook matters, with Inflation (52%), Jobs and the Economy (36%), Housing Costs (27%) and Health Care Costs (25%) leading the pack.

- Social issues like Abortion (23%), Protection for Immigrants here (21%), and Gun Violence (18%) came next.
- Border concerns was the eighth most pressing issue (14%).

4. Latinos (and indeed a majority of all other groups) support an immigration policy that pairs border enforcement with a path to citizenship for those already here, over one that includes mass deportations.

Key Findings

5. Over half of Latinos trusted Democrats to solve their concerns, though Democrats did not dominate.

- Young voters, Men, and Cubans were less supportive of Democrats.
- GOP Party reputation as shaky on Latino interests remains, with perceptions of “caring” and “hostile” roughly tied.

6. Latinos continue to take largely progressive positions on key policy dimensions—in numbers exceeding Democratic vote share.

- Majorities of Latino voters supported abortion protection initiatives in Florida, Arizona and Nevada.
- Supermajorities of Latino voters supported a law against price gouging, clean energy investments, statutory guarantee of abortion access, higher taxes on corporations and high-income persons, a new voting rights act, and downpayment assistance to first-time homebuyers.

7. Latinos remain under-mobilized, a critical concern since so many voters are new each cycle.

- 20% of Latino voters nationally were voting in their first presidential election, and another 16% in only their second.
- 45% of Latinos nationally reported no contact. Of those contacted, 33% received Democratic outreach and 23% received GOP outreach—higher than in previous cycles.

Understanding the Outcome

- Latino voters were not instrumental in the Trump victory. If no Latino had cast a ballot, the outcome would be unchanged.
- This is true at the national level and likely every battleground state—even relying on exit poll estimates, only Michigan is close.
- In past cycles, Latino votes were able to offset white majorities but, in this cycle, turnout differentials and the sizable white majority were insurmountable.
 - Had Latinos voted in ways similar to earlier elections, they may have prevented several states from flipping, though it is less clear that they could have reversed the outcome.

Flipping States to Harris in the Face of White Majorities Would Have Required Unreasonable Latino Vote Distributions

Accepting the Exit Polls at face value, it would have been exceedingly difficult for Latinos to alter the outcome of the election.

While historical patterns might have flipped Michigan and Nevada, further flips would require *extraordinary* margins.

State	Gap 11/11/24	Exit Poll: Latino Vote Share	Exit Poll: Latino Vote Estimate	Latino Vote Needed to Flip the State
AZ	5.7%	27%	55%	76%
GA	2.2%	8%	56%	83.5%
MI	1.4%	6%	39%	62%
NC	3.3%	7%	50%	97%
NV	3.1%	18%	48%	65%
PA	2.1%	6%	57%	92%
WI	0.8%	6%	57%	70%

What do ACTUAL VOTES suggest about the exit polls?

- Exit polls are less reliable on sub-populations, for reasons of sampling, clustering, and language-of-interview.
- Some of the exit poll estimates, if correct, would represent inter-election swings far beyond the expectation of most political scientists.
- To examine their accuracy, BSP, alone and in cooperation with other organizations, will examine precinct level data using Ecological Regression to arrive at a point estimate based on actual votes recorded.
- While we have just begun (precinct data become available slowly after elections), several examples suggest a significant “miss” by the exits.

Maricopa And Pima Counties, Arizona

Maricopa (Phoenix) and Pima (Tucson) are the two most populous counties in Arizona.

X-axis share of each precinct represented by Latino voters

Y-axis Democratic share of the two-party vote:

2020 Dark Blue

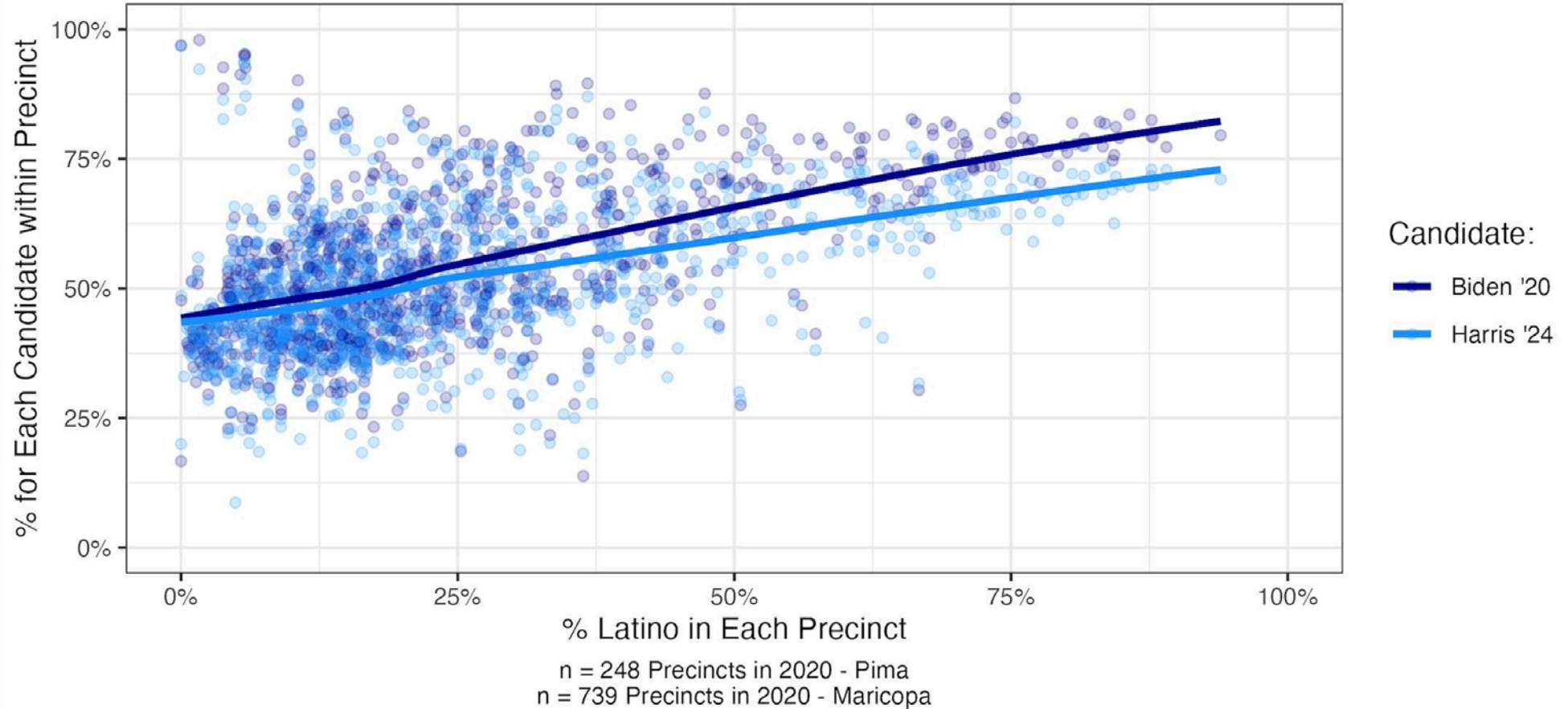
2024 Light Blue

Exit Polls—55% Dem

Ecological Regression estimates –74% Dem

The inter-election decline about 5 percent.

Comparing Presidential Candidate Support in the 2020 and 2024 General Elections
Sorted by % Latino within each Precinct
Pima & Maricopa Counties, AZ



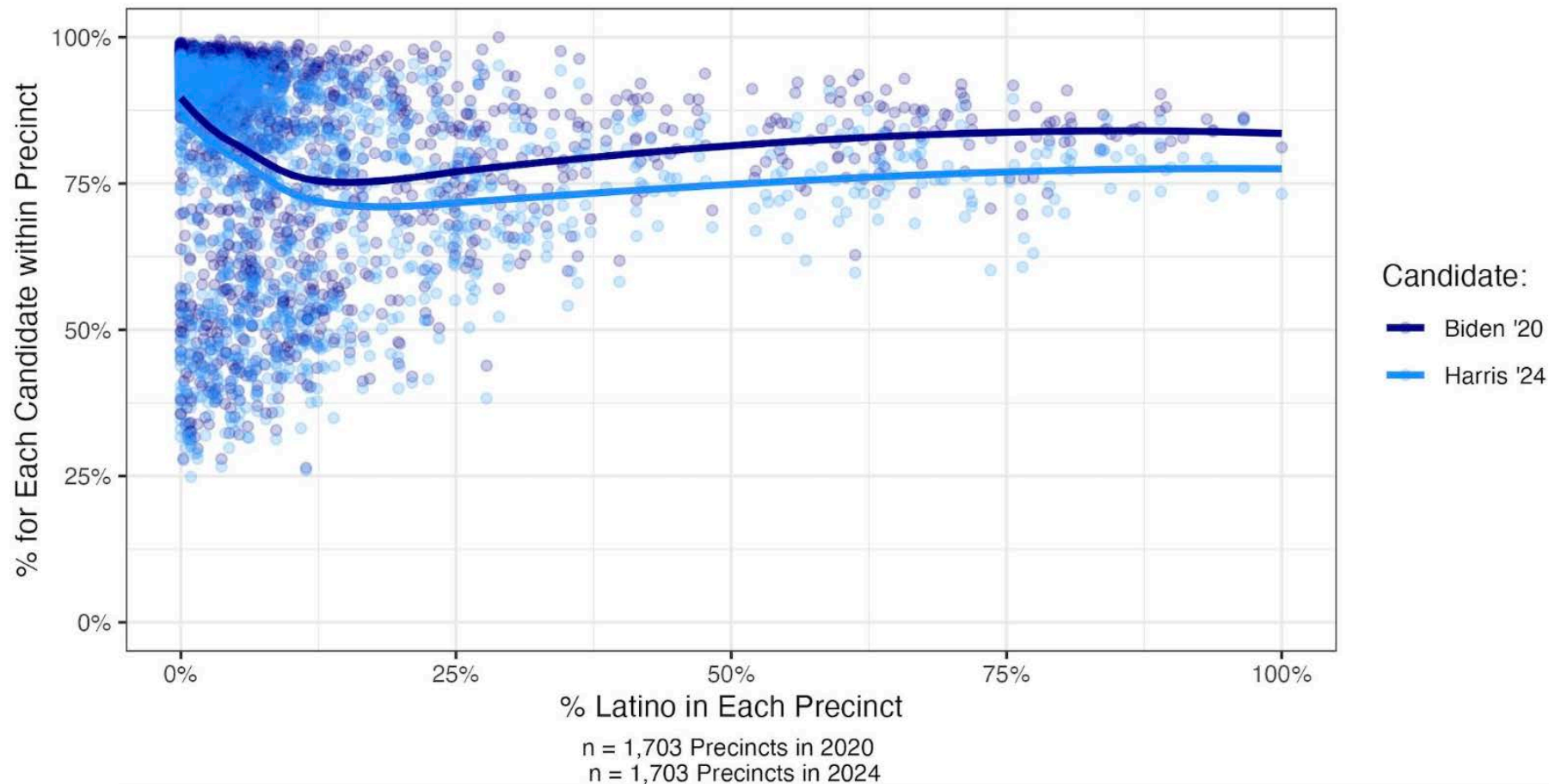
Philadelphia County, PA

Philadelphia has the majority of the Latino vote in the Commonwealth.

Exit polls suggested that Harris won only 57% of the Latino vote, but these **ACTUAL RETURNS** suggest otherwise.

Once again, there is a 5-7 point decline vis-à-vis Biden in 2020, but nothing similar to what the exit polls suggest.

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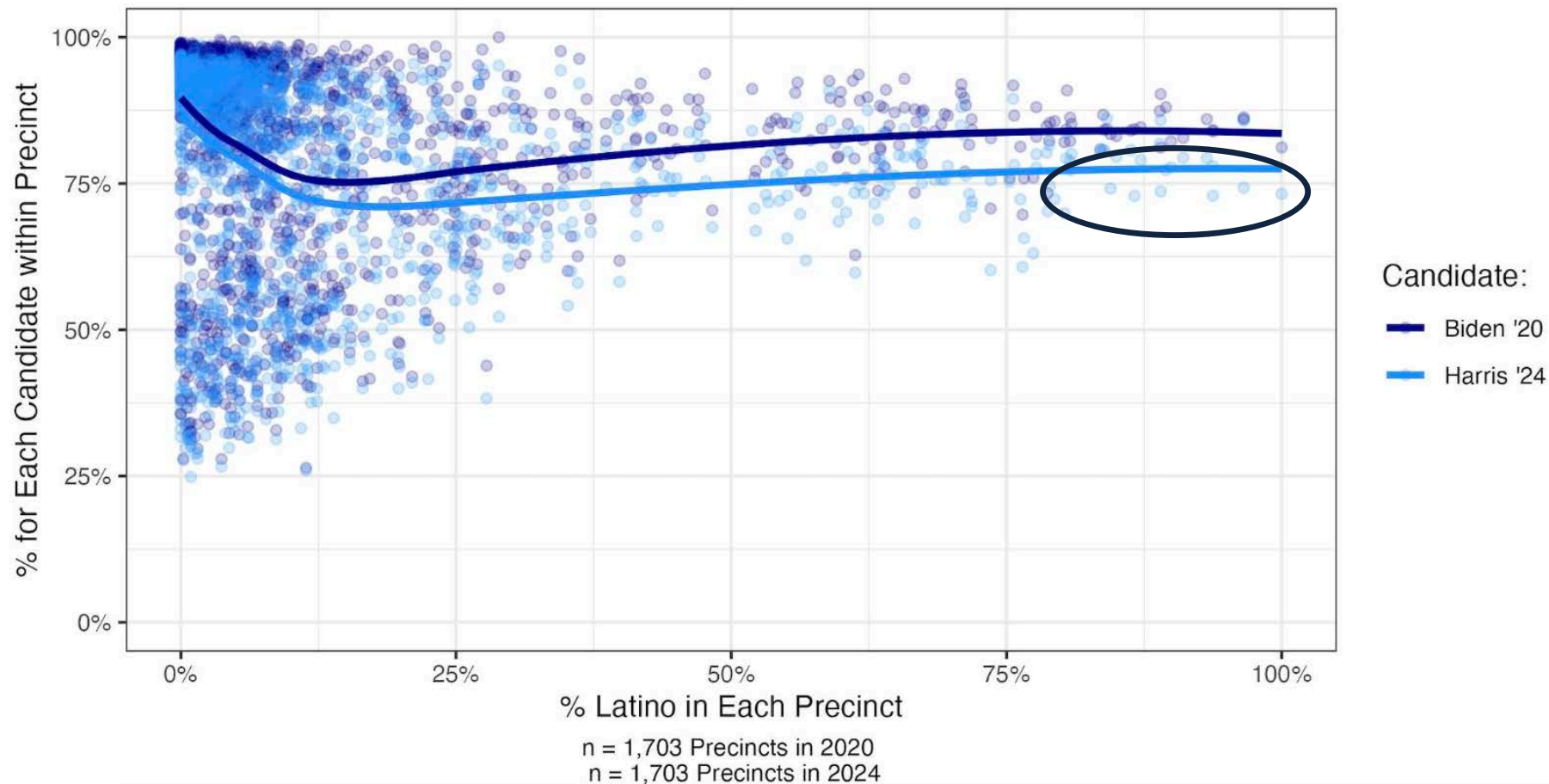
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There are six precincts in this county over 80% Latino. They hover just under 75%

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Sorted by % Latino within each Precinct
Philadelphia, PA



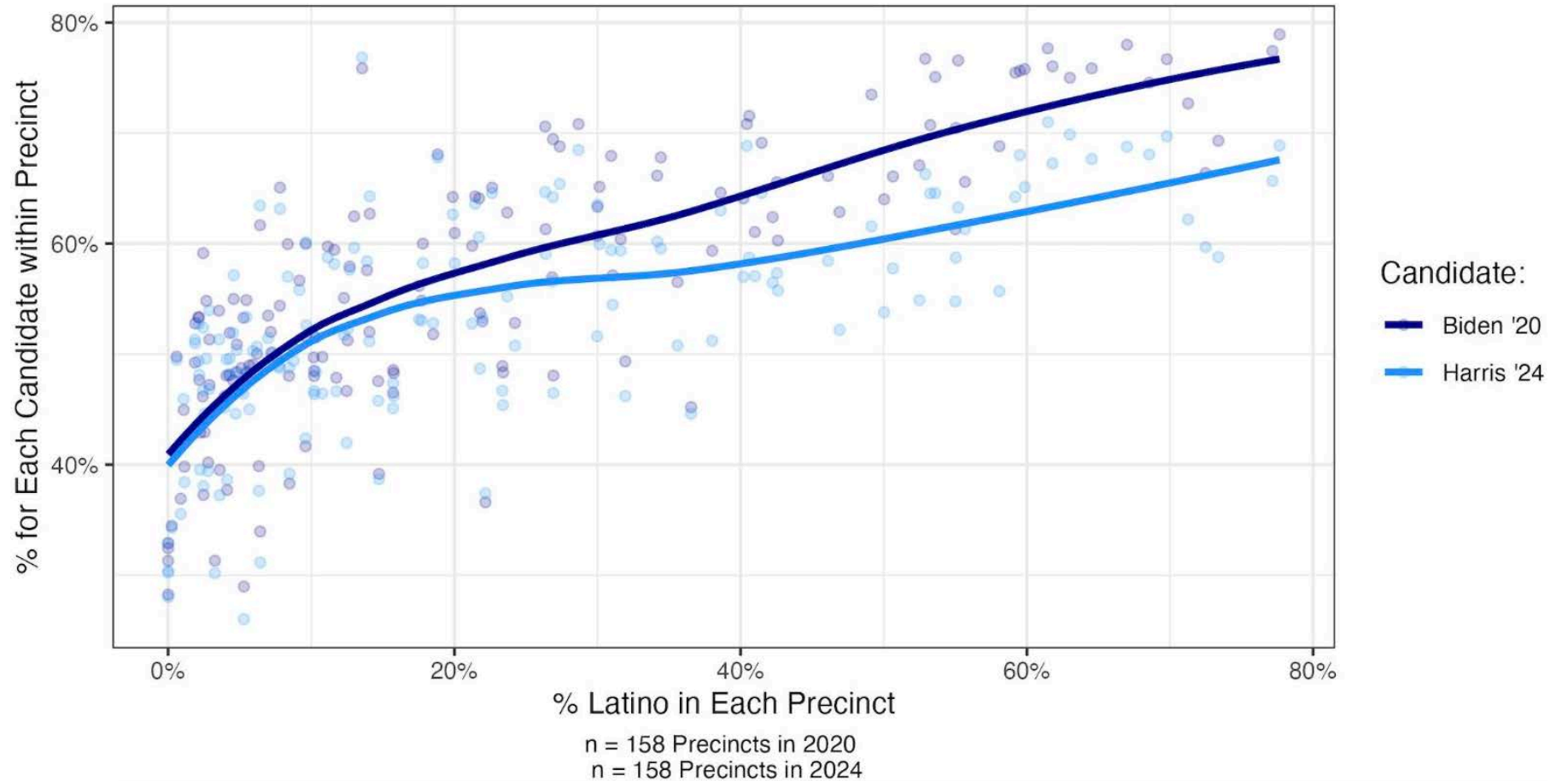
Lehigh County, Pennsylvania

In a second area of Latino concentration in PA, the data—again looking at ACTUAL VOTES--do not appear to match the exits.

There is a clear inter-election swing showing that VP Harris underperformed President Biden in this jurisdiction, by approximately 7 points. However, there is a steep relationship between % Latino and %Harris.

Where Latinos exceed 60% of the precinct vote, the precinct exceeds 60% Harris.

Comparing Presidential Candidate Support in the 2020 and 2024 General Elections
Sorted by % Latino within each Precinct
Lehigh, PA

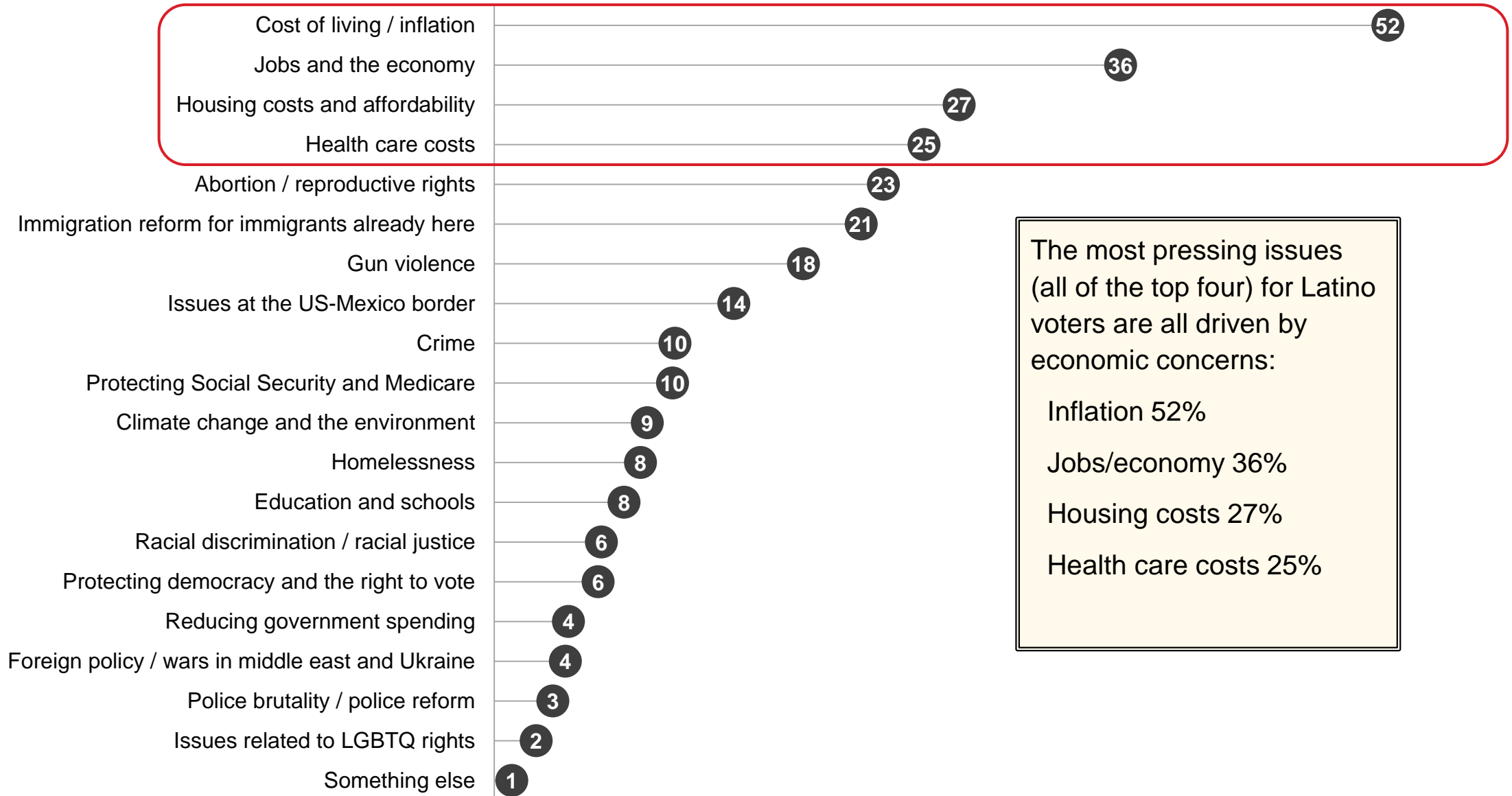


POLLING RESULTS FROM THE AMERICAN ELECTORATE VOTER POLL



Economic concerns are top priorities for Latino voters

On the whole, what are the most important issues that you want Congress and the President to address? (Select up to three. Sorted highest to lowest)

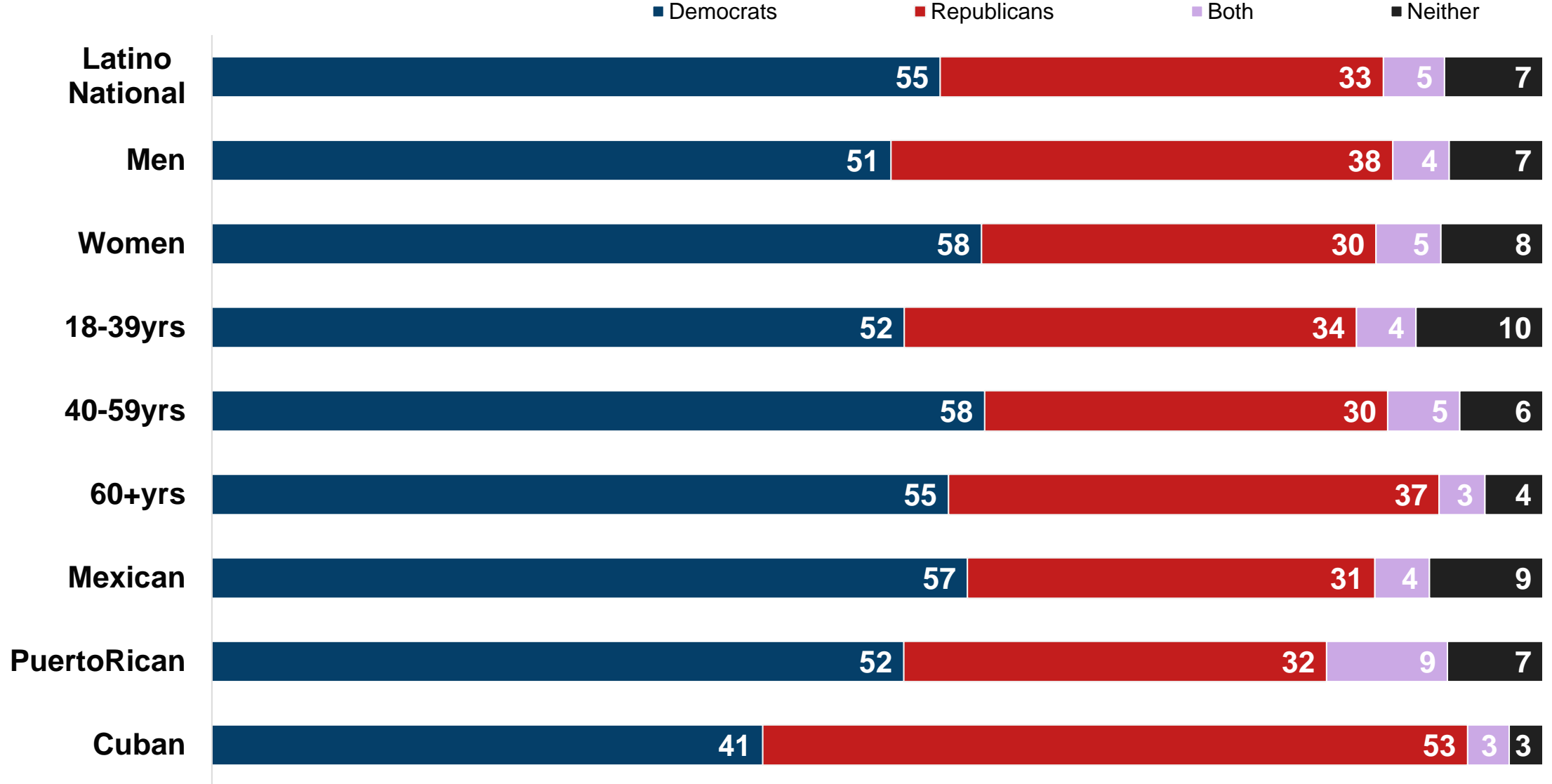


The most pressing issues (all of the top four) for Latino voters are all driven by economic concerns:

- Inflation 52%
- Jobs/economy 36%
- Housing costs 27%
- Health care costs 25%

More Latino voters think Democrats would be better at addressing their priority issue

Which party do you think would do a better job at addressing the issue that is MOST important to you?



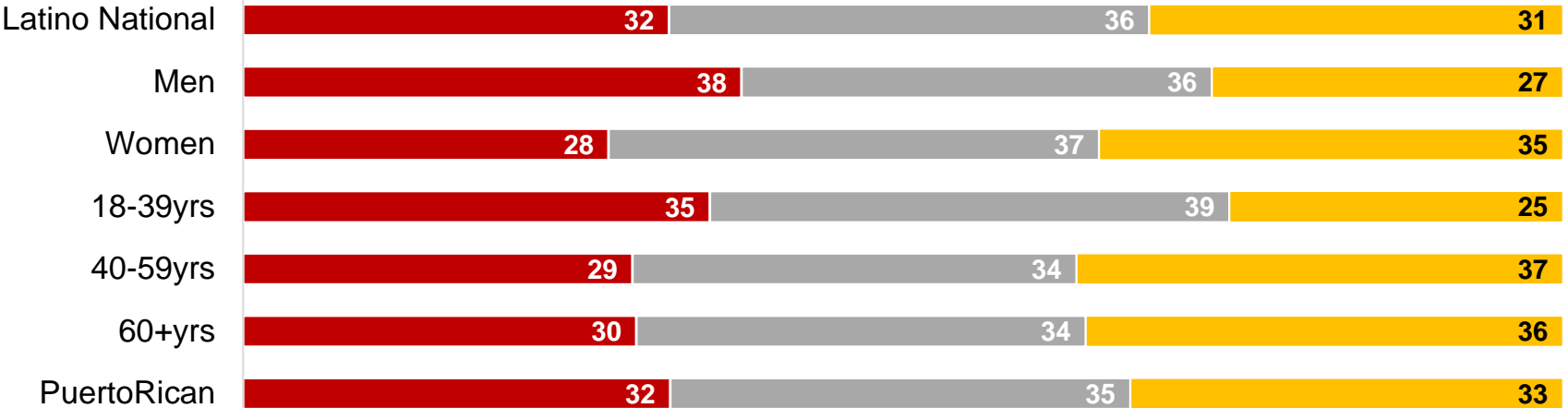
A majority of Latino voters think Democrats care about their community, and view Republicans as indifferent or hostile to Latinos

■ Democrats care great deal ■ Republican care great deal ■ Don't care much ■ Hostile

Would you say Kamala Harris and the **Democratic Party** care 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?

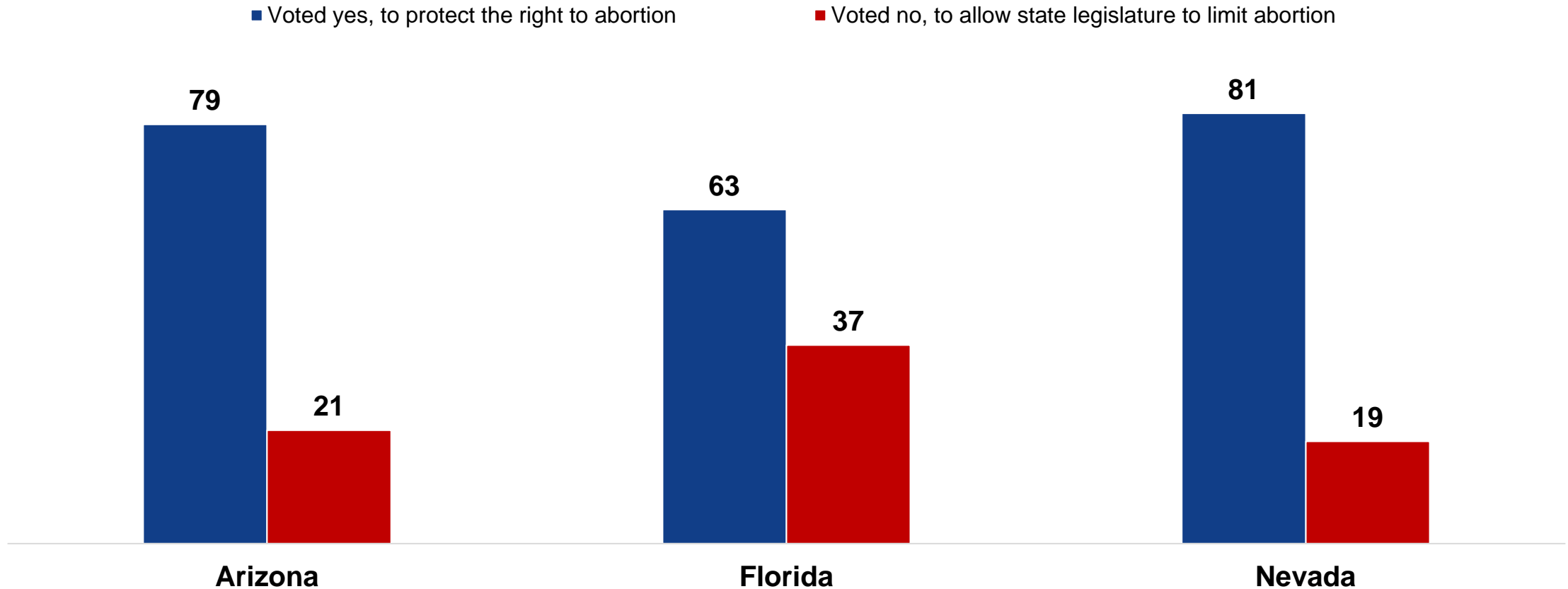


Would you say Donald Trump and the **Republican Party** care a great deal about the Latino community, that they don't care too much about Latinos, or that **Republicans** are being hostile towards the Latino community?



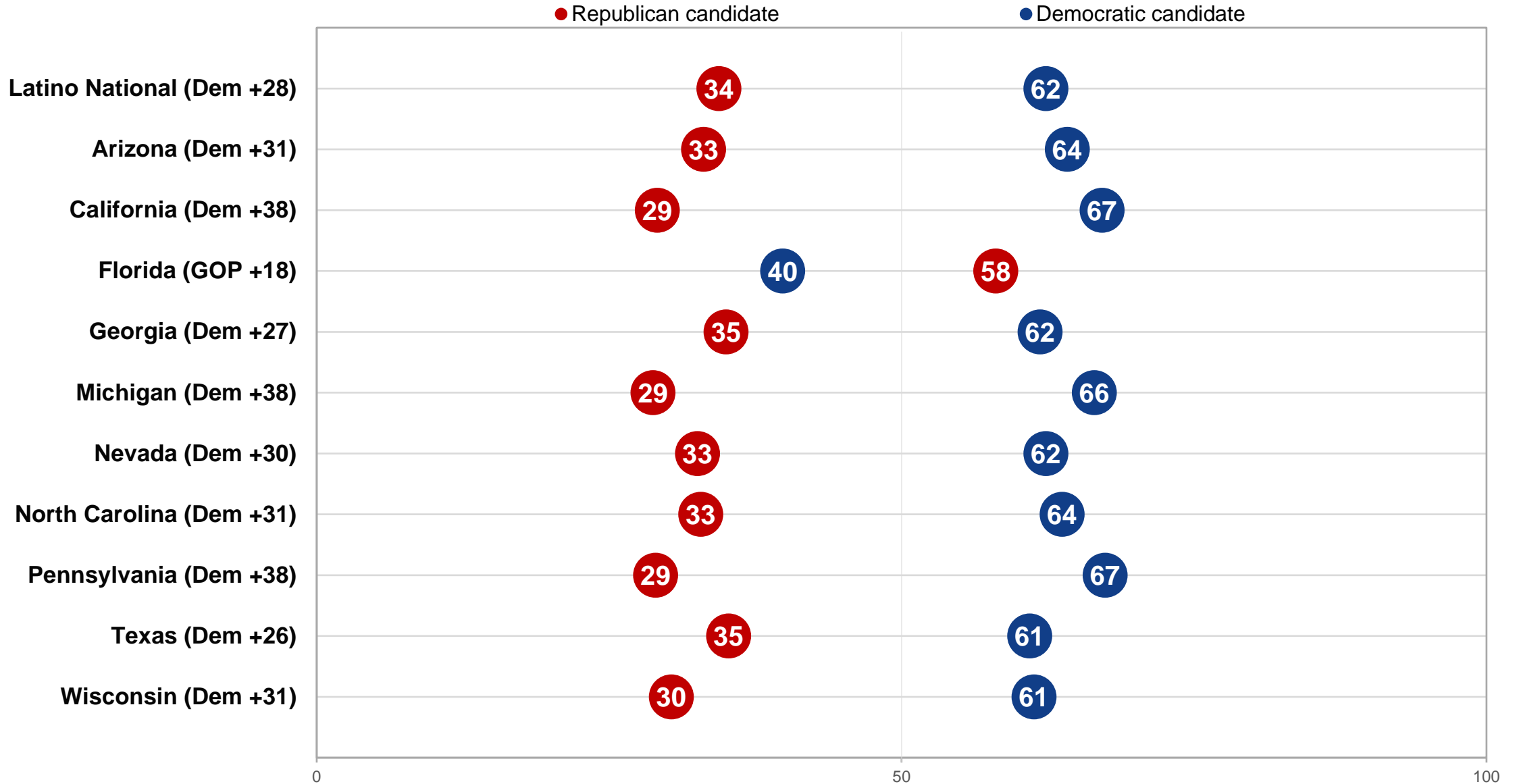
A large majority of Latinos voted to protect abortion rights on state ballot initiatives in Arizona, Florida, and Nevada

[If Arizona, Florida, or Nevada] In the [STATE] ballot measure on abortion [MEASURE NAME] did you vote yes to protect the right to abortion, or no to allow the state legislature to limit abortion rights?



House Vote

In the election for U.S. Congress, in your district here in [STATE] did you vote for the Republican candidate or for the Democratic candidate?

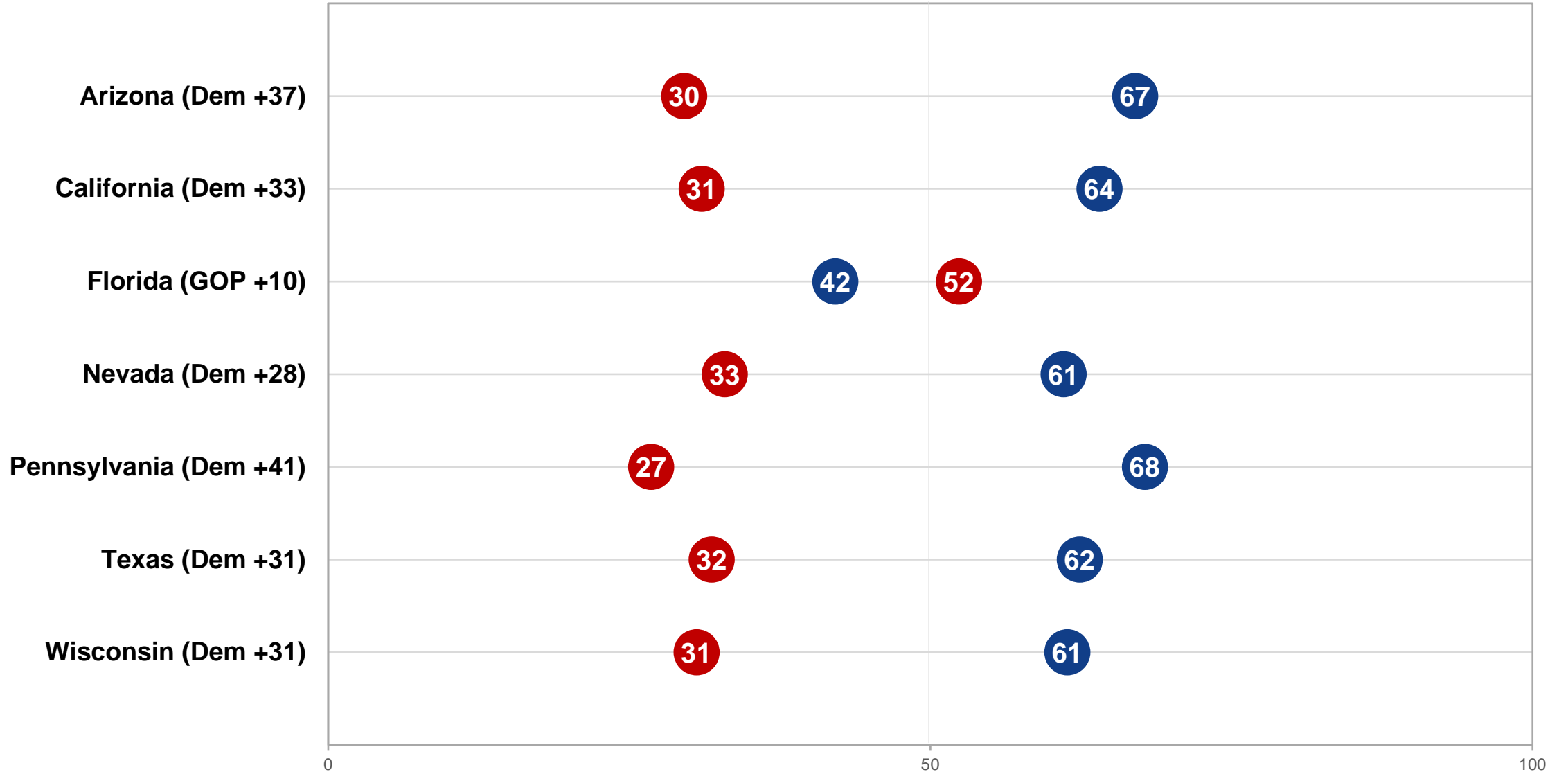


Senate Vote

In the election for U.S. Senate here in [STATE] did you vote for Republican [NAME], or for Democrat [NAME] for the U.S. Senate?

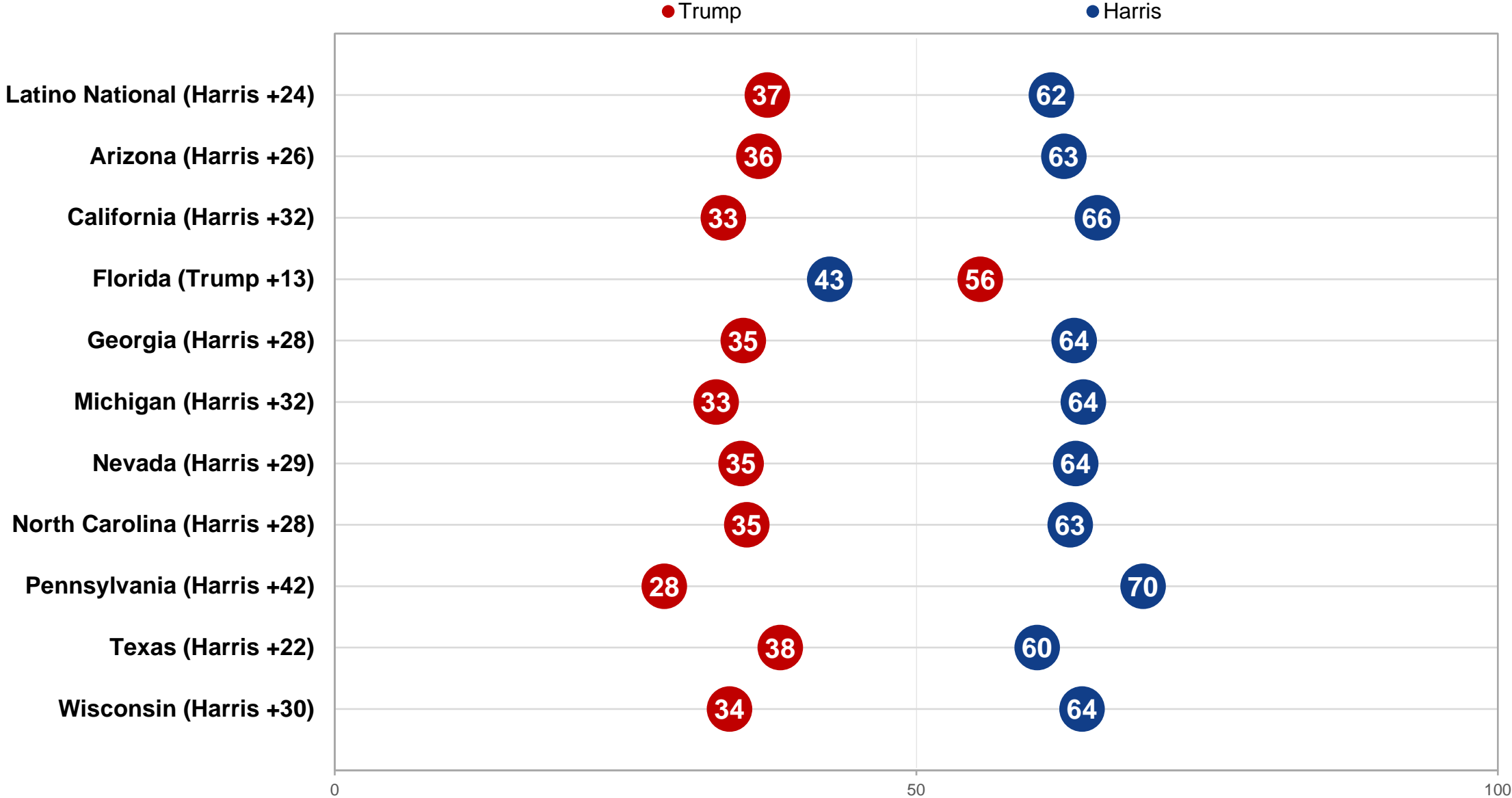
● Republican candidate

● Democratic candidate



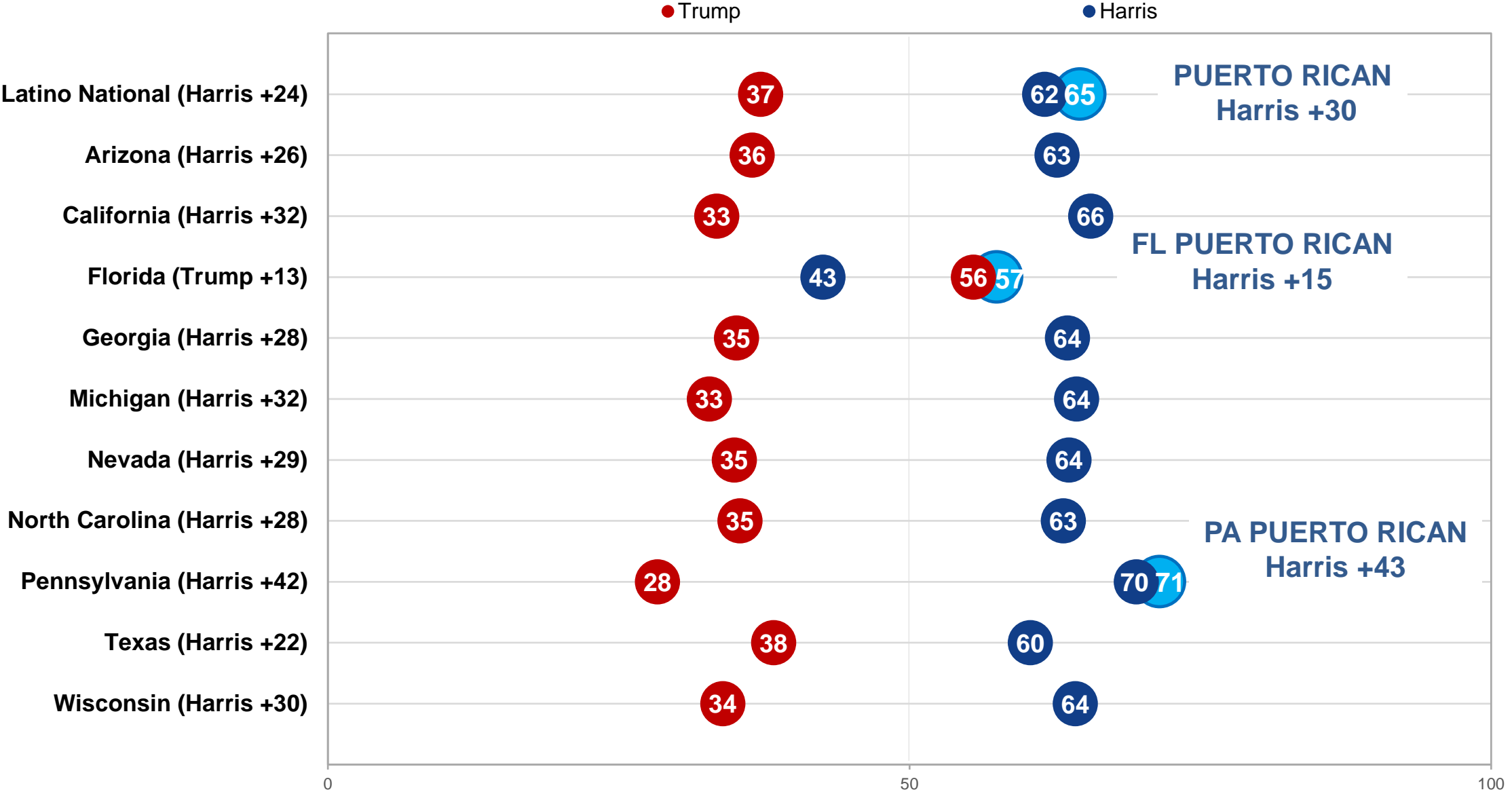
Presidential Vote

In the election for President, did you vote for the Democratic candidate Kamala Harris, Republican candidate Donald Trump, or someone else?

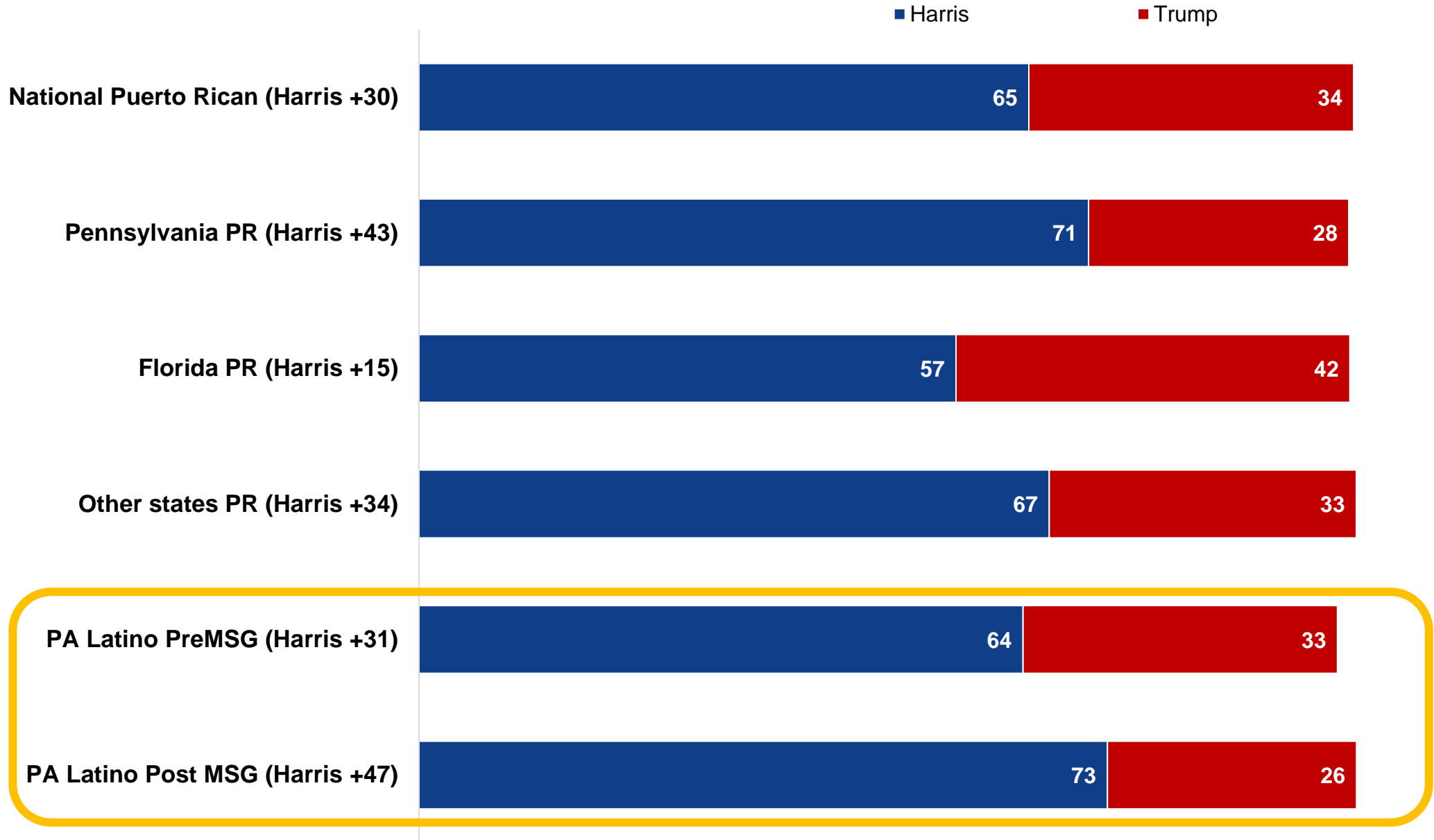


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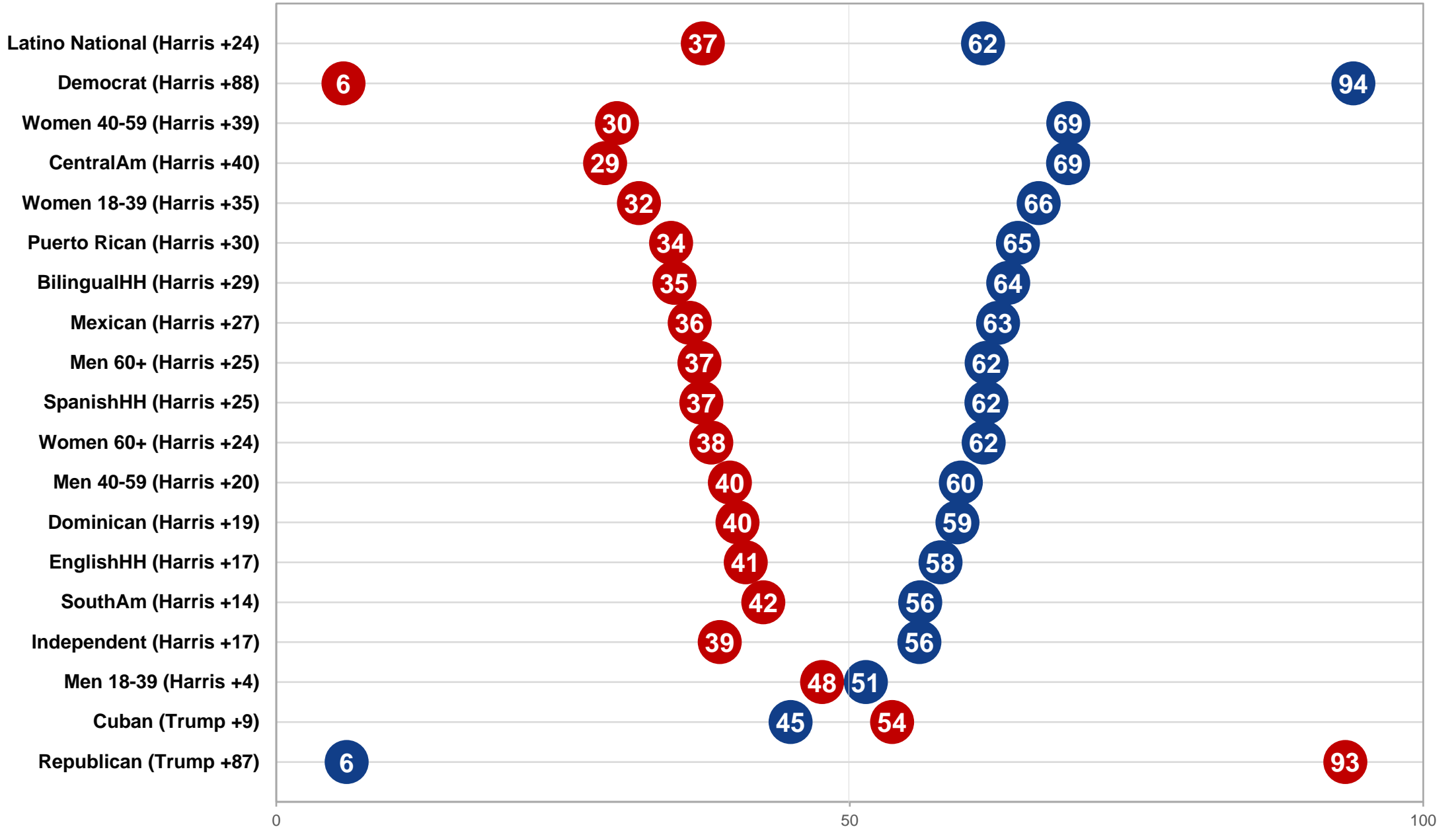
Presidential Vote: Puerto Rican Voters



Presidential Vote: Demographics

● Trump

● Harris



Harris' gender and presidential vote choice

Earlier you indicated you voted for [Kamala Harris/Donald Trump] for President over [Donald Trump/Kamala Harris]. In making your choice, what comes closer to your feelings:

- [Harris voter] That Harris would be first woman president was major reason for my support
- [Harris voter] That Harris would be first woman president contributed to my vote, but not a major reason
- [Harris or Trump voter] That Harris is a woman played no role in my decision
- [Trump voter] That Harris is a woman contributed to my opposition, not a major reason I chose Trump
- [Trump voter] That Harris is a woman was major reason I voted for Trump

**Latino
National (+24)**



Men (+17)



Women (+30)



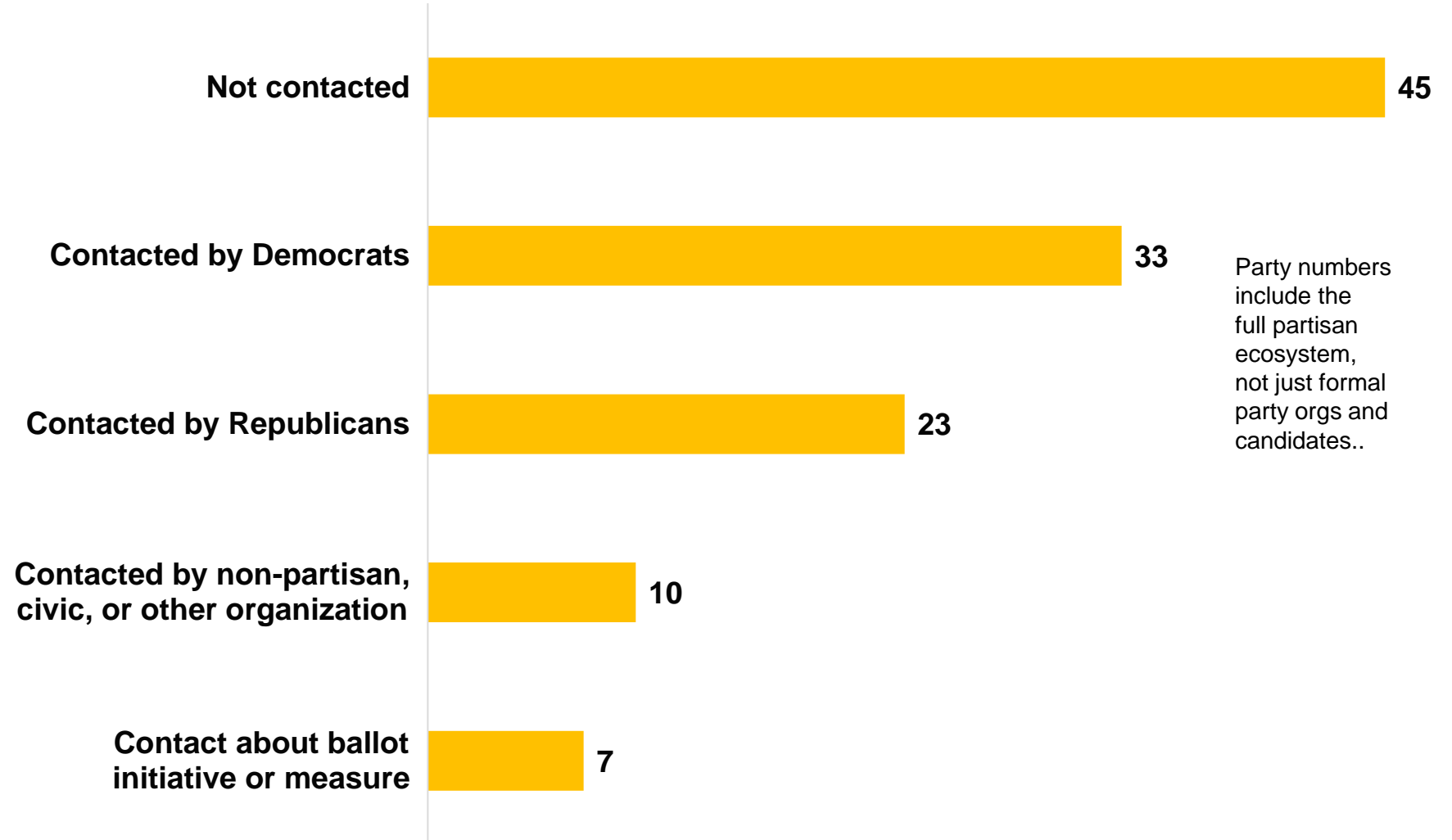
Rates of Reported Contact are Lower Than Expected, Partisan Gap Smaller

In 2024, did anyone from a political party, campaign or any other organization contact you and ask you to register and/or vote in this election? All that apply.

Latinos in less competitive states were contacted at lower rates.

Share not contacted:

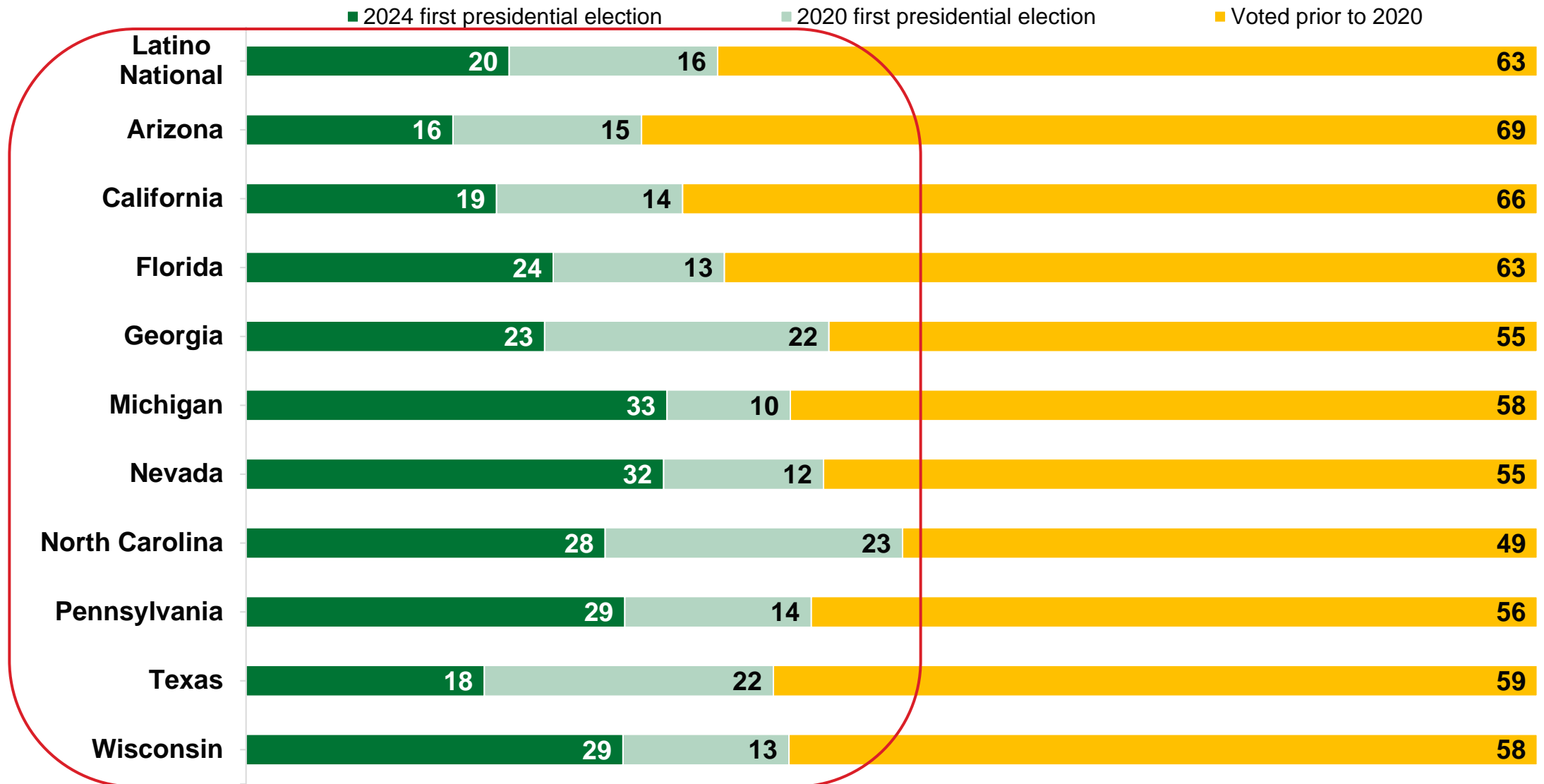
Arizona	40%
California	44%
Florida	53%
Georgia	26%
Michigan	37%
Nevada	33%
North Carolina	41%
Pennsylvania	30%
Texas	49%
Wisconsin	36%



Party numbers include the full partisan ecosystem, not just formal party orgs and candidates..

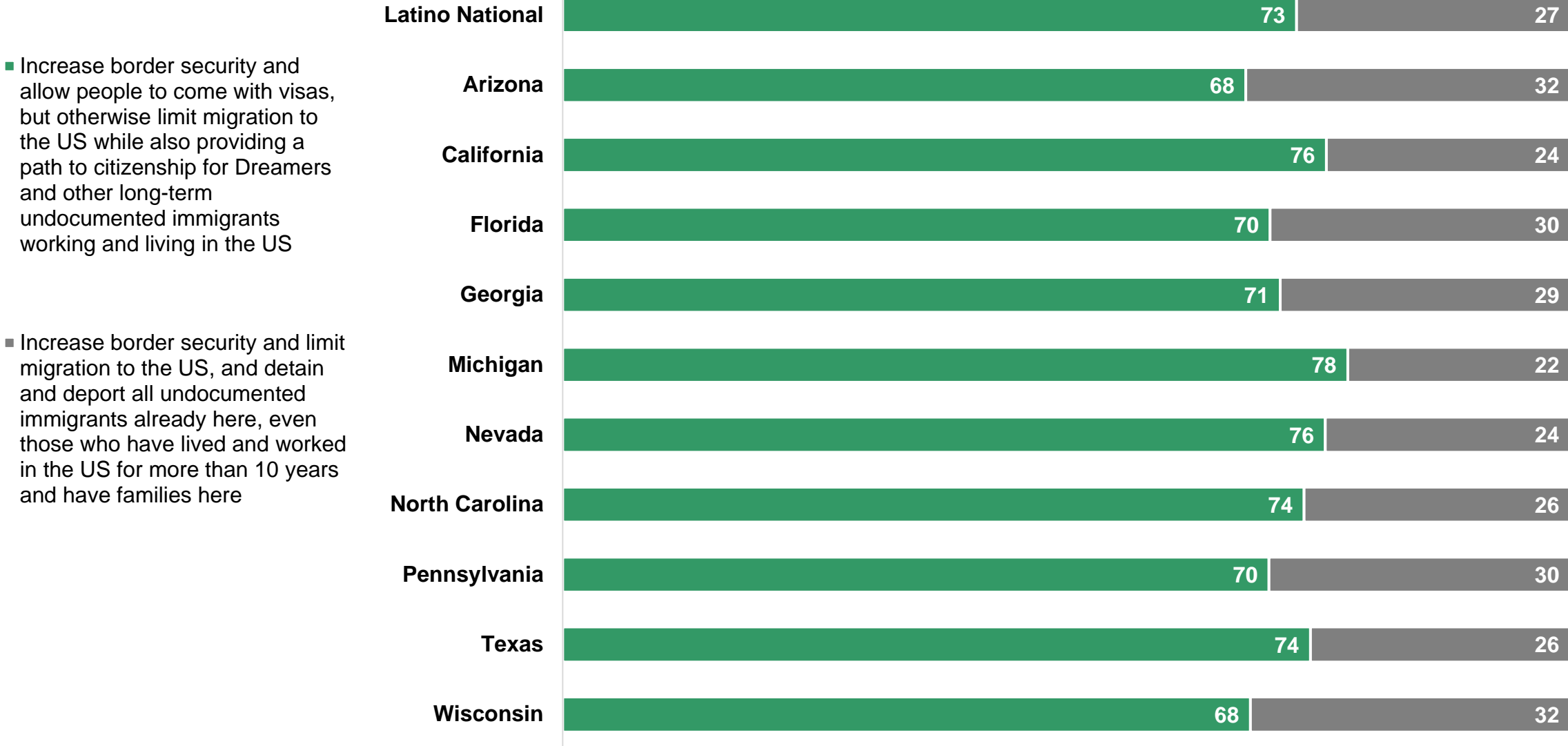
In 2024 36% of Hispanic voters were new to the electorate since the Trump-Clinton match up of 2016

Which describes your voting experience?



By wide margins, Latino voters support immigration policy that includes a path to citizenship over an enforcement-only approach

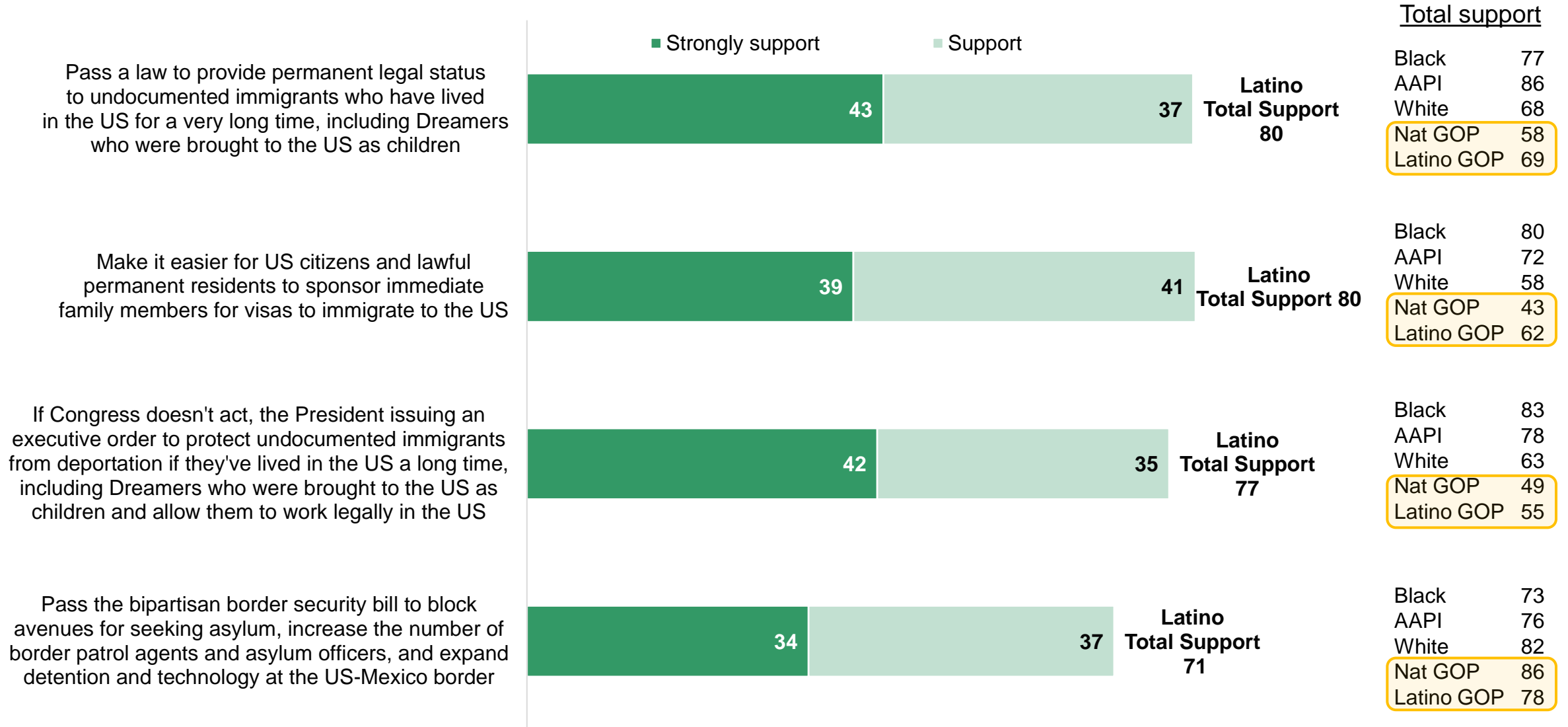
Considering these different views on immigration issues, which are you more likely to support?



- Increase border security and allow people to come with visas, but otherwise limit migration to the US while also providing a path to citizenship for Dreamers and other long-term undocumented immigrants working and living in the US
- Increase border security and limit migration to the US, and detain and deport all undocumented immigrants already here, even those who have lived and worked in the US for more than 10 years and have families here

Latino voters support a variety of immigration policy options, especially those that address the legal status of immediate family members, and Dreamers/those who have lived in the US a long period of time

For each policy, please indicate if you support or oppose the government taking this action. (Percent support illustrated)



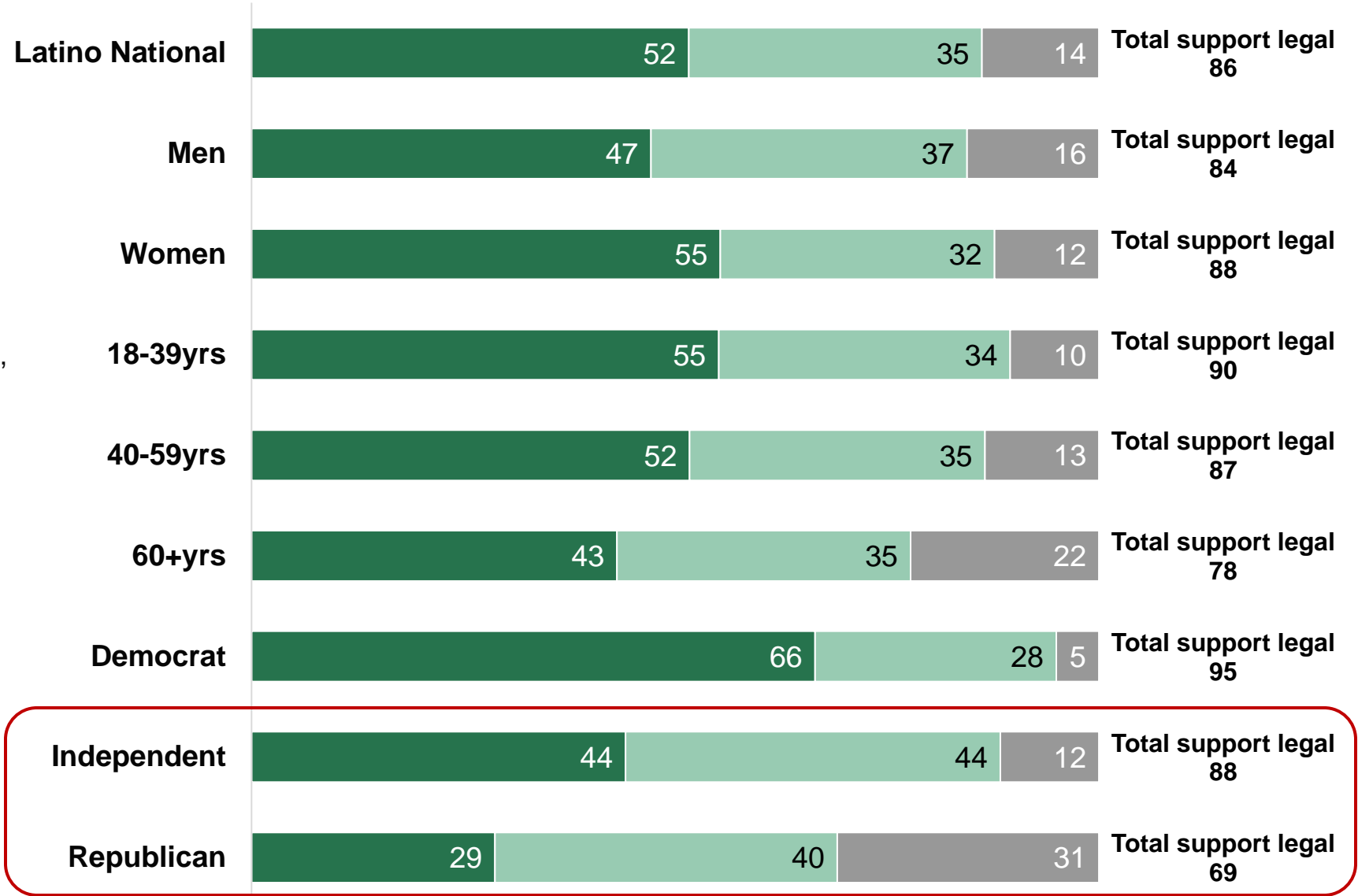
A large majority of Latino voters believe abortion should be legal

Which of the following comes closest to your own personal view on abortion?

■ I personally support a woman's right to abortion and believe it should be legal and available

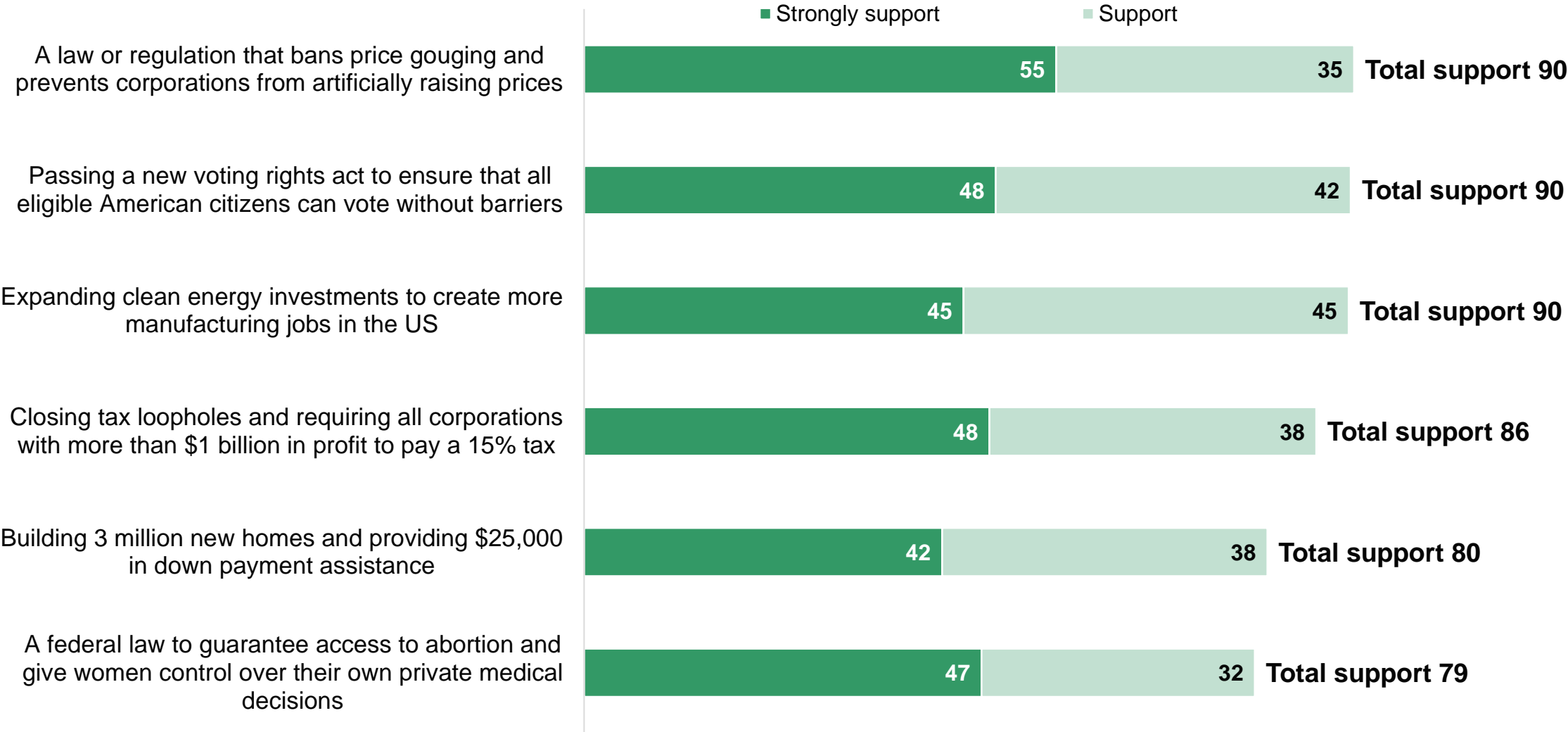
■ I am personally against abortion, but I do not believe government should prevent a woman from making that decision for herself

■ I personally believe having an abortion is wrong and should always be illegal for everyone



Supermajorities of Latino voters support progressive policies including voting rights protections, banning price gouging, investments in housing and clean energy, and legal abortion

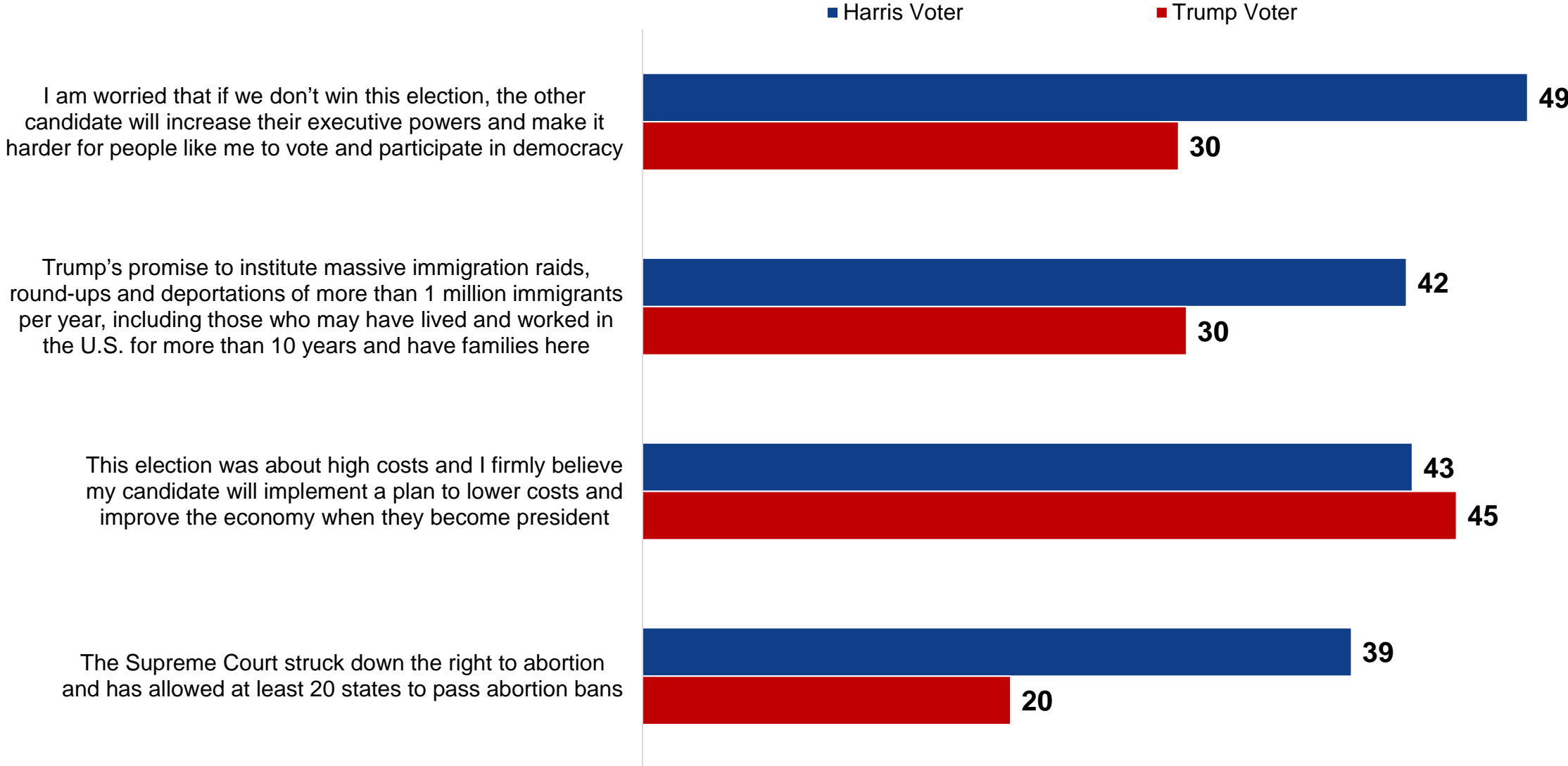
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Pluralities of Latino voters were motivated by worries about voting rights and Trump’s deportation plans

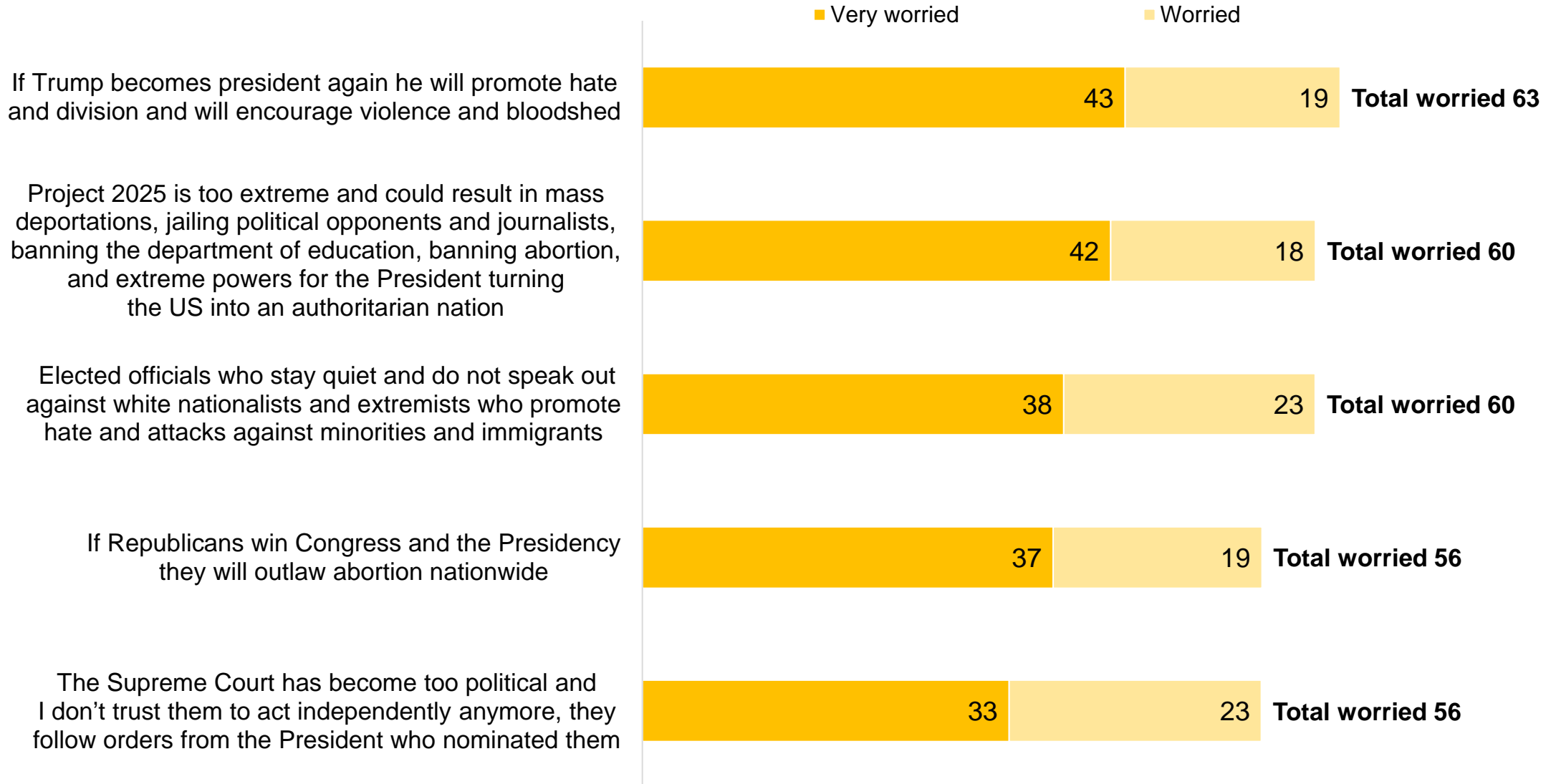
For each item, please indicate if this was a primary motivation for you to vote this November 2024, or if this issue did not matter to you.

(Percent reported issues was “primary motivation” illustrated)




Latino voters are especially worried that a Trump presidency will bring about hate and violence

The following are things people might say about American politics today. For each item, indicate if you are worried or not worried. (% worried illustrated)



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HISPANIC RESULTS

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