



# Hispanic National Survey #3

April 21-27, 2025

PREPARED BY:

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*Project #250099*

# METHODOLOGY



**Public Opinion Strategies is pleased to present the key findings of a survey conducted nationwide. The survey was completed April 21-27, 2025, among 1,200 Hispanic voters, and has a credibility interval of  $\pm 3.23\%$ .**

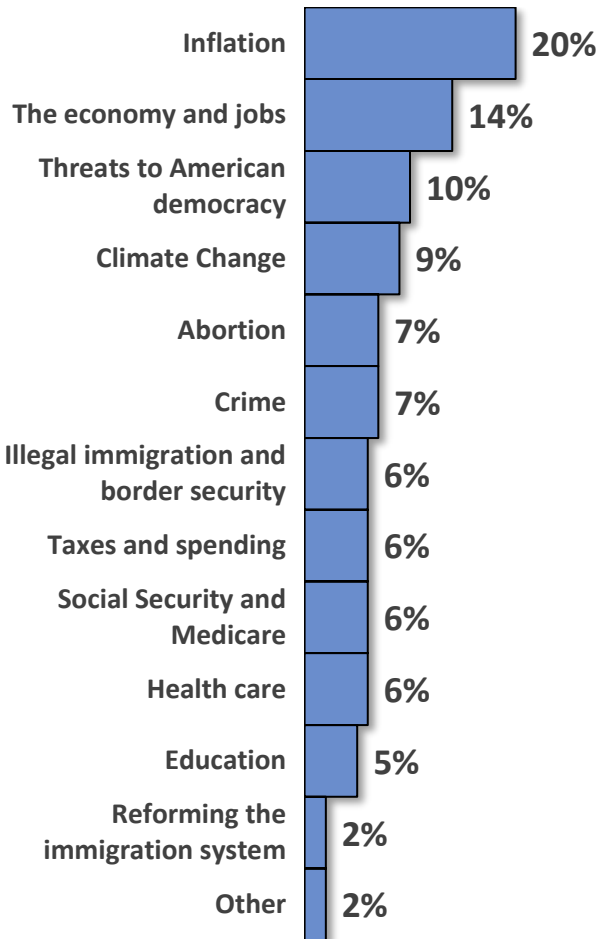
**Jim Hobart was the primary researcher on this project. Torie Bolger was the project director and Colin McInroe provided analytical support.**



# Issues

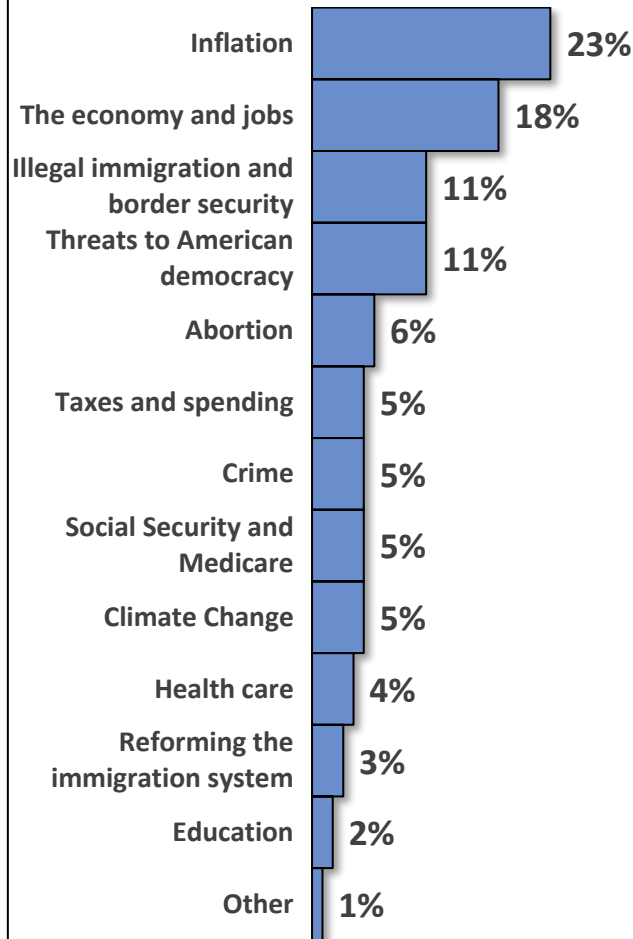
# The economy and jobs is now the top issue, with inflation in second place.

*July 2023*

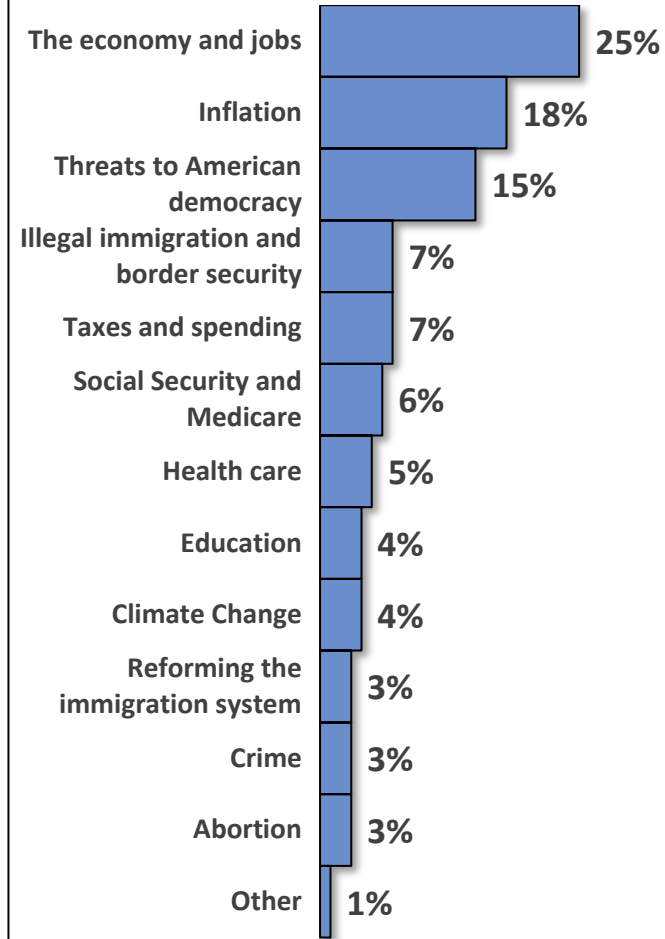


First Choice

*May 2024*



*April 2025*



The economy and jobs is the top issue across party lines except for base Republicans, with whom it is a close second.

*Top Issues by Party*

Base GOP (13%)	Soft/Lean GOP (16%)	Ind (21%)	Soft/Lean Dem (23%)	Base Dem (27%)
Illegal immigration and border security (24%)	The economy and jobs (31%)	The economy and jobs (27%)	The economy and jobs (24%)	The economy and jobs (23%)
The economy and jobs (23%)	Inflation (19%)	Inflation (18%)	Threats to American democracy (19%)	Threats to American democracy (20%)
Inflation (14%)	Illegal immigration and border security (12%)	Threats to American democracy (16%)	Inflation (18%)	Inflation (20%)
Taxes and spending (13%)	Taxes and spending (12%)	Taxes and spending (6%)	Health Care (7%)	Social Security and Medicare (10%)

# The economy is the top issue for all age groups.

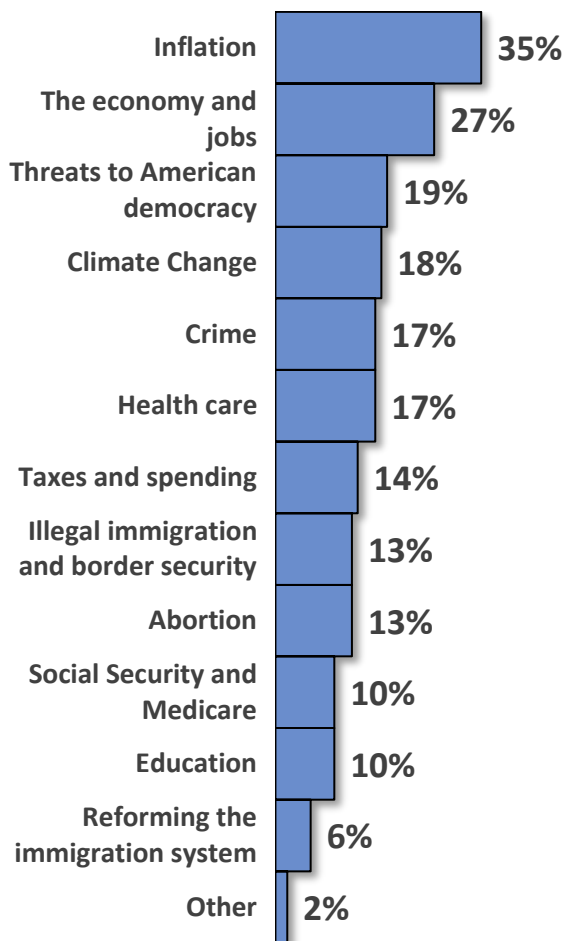
*Top Issues by Age*

<b>Age 18-34 (45%)</b>	<b>Age 35-44 (21%)</b>	<b>Age 45-54 (13%)</b>	<b>Age 55-64 (13%)</b>	<b>Age 65+ (8%)</b>
<b>The economy and jobs (27%)</b>	<b>The economy and jobs (30%)</b>	<b>The economy and jobs (24%)</b>	<b>The economy and jobs (22%)</b>	<b>Social Security and Medicare (24%)</b>
<b>Inflation (20%)</b>	<b>Threats to American democracy (15%)</b>	<b>Inflation (24%)</b>	<b>Threats to American democracy (18%)</b>	<b>Threats to American democracy (20%)</b>
<b>Threats to American democracy (14%)</b>	<b>Inflation (13%)</b>	<b>Threats to American democracy (11%)</b>	<b>Inflation (18%)</b>	<b>Illegal immigration and border security (16%)</b>
<b>Taxes and spending (6%)</b>	<b>Taxes and spending (8%)</b>	<b>Illegal immigration and border security (11%)</b>	<b>Social Security and Medicare (13%)</b>	<b>The economy and jobs (13%)</b>

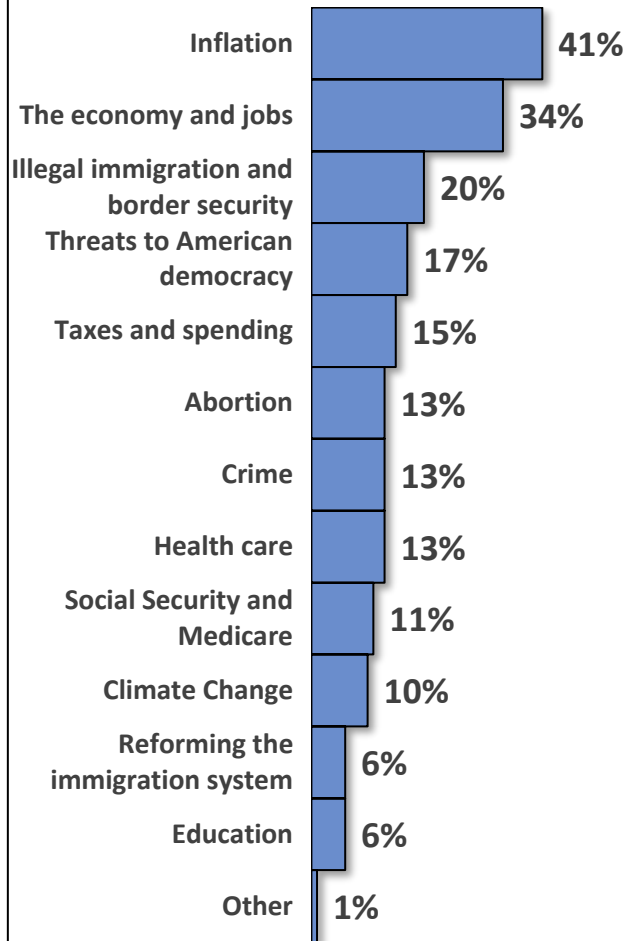
The economy and jobs remains in first place on the combined choice. Inflation is in second, threats to American democracy is second, and taxes and spending is fourth. Immigration has fallen to fifth place.

## Combined Choices

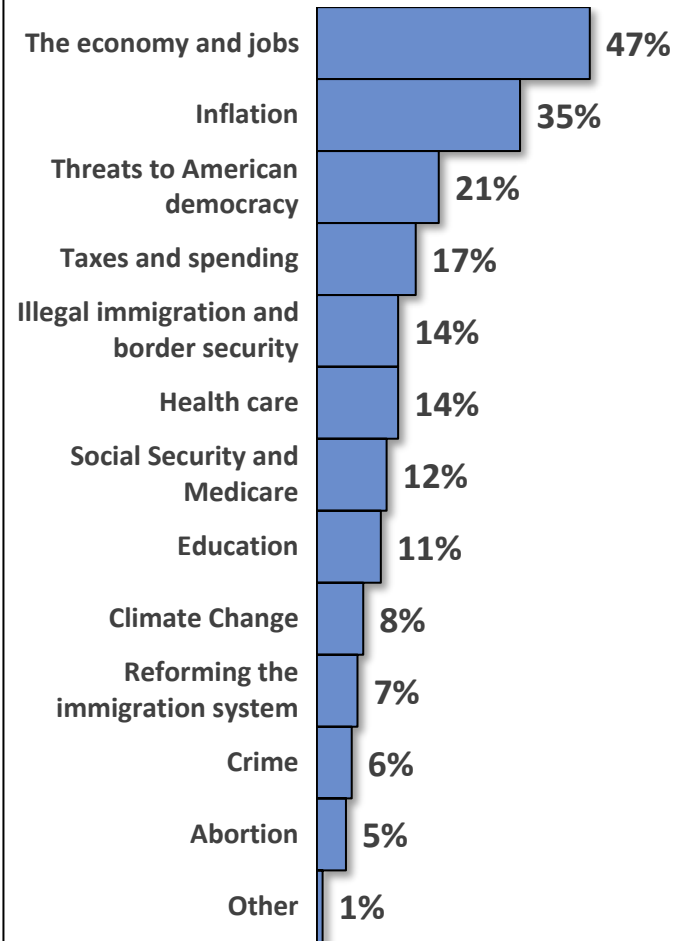
**July 2023**



**May 2024**



**April 2025**



# Nearly half of Independents list the economy as their top issue.

*Top Combined Issues by Party*

Base GOP (13%)	Soft/Lean GOP (16%)	Ind (21%)	Soft/Lean Dem (23%)	Base Dem (27%)
The economy and jobs (50%)	The economy and jobs (49%)	The economy and jobs (47%)	The economy and jobs (43%)	The economy and jobs (49%)
Illegal immigration and border security (36%)	Inflation (41%)	Inflation (34%)	Inflation (33%)	Inflation (38%)
Taxes and spending (30%)	Taxes and spending (27%)	Threats to American democracy (25%)	Threats to American democracy (24%)	Threats to American democracy (28%)
Inflation (25%)	Illegal immigration and border security (25%)	Health Care (15%)	Health Care (17%)	Social Security and Medicare (17%)



# Social Security is the top issue for seniors.

*Top Combined Issues by Age*

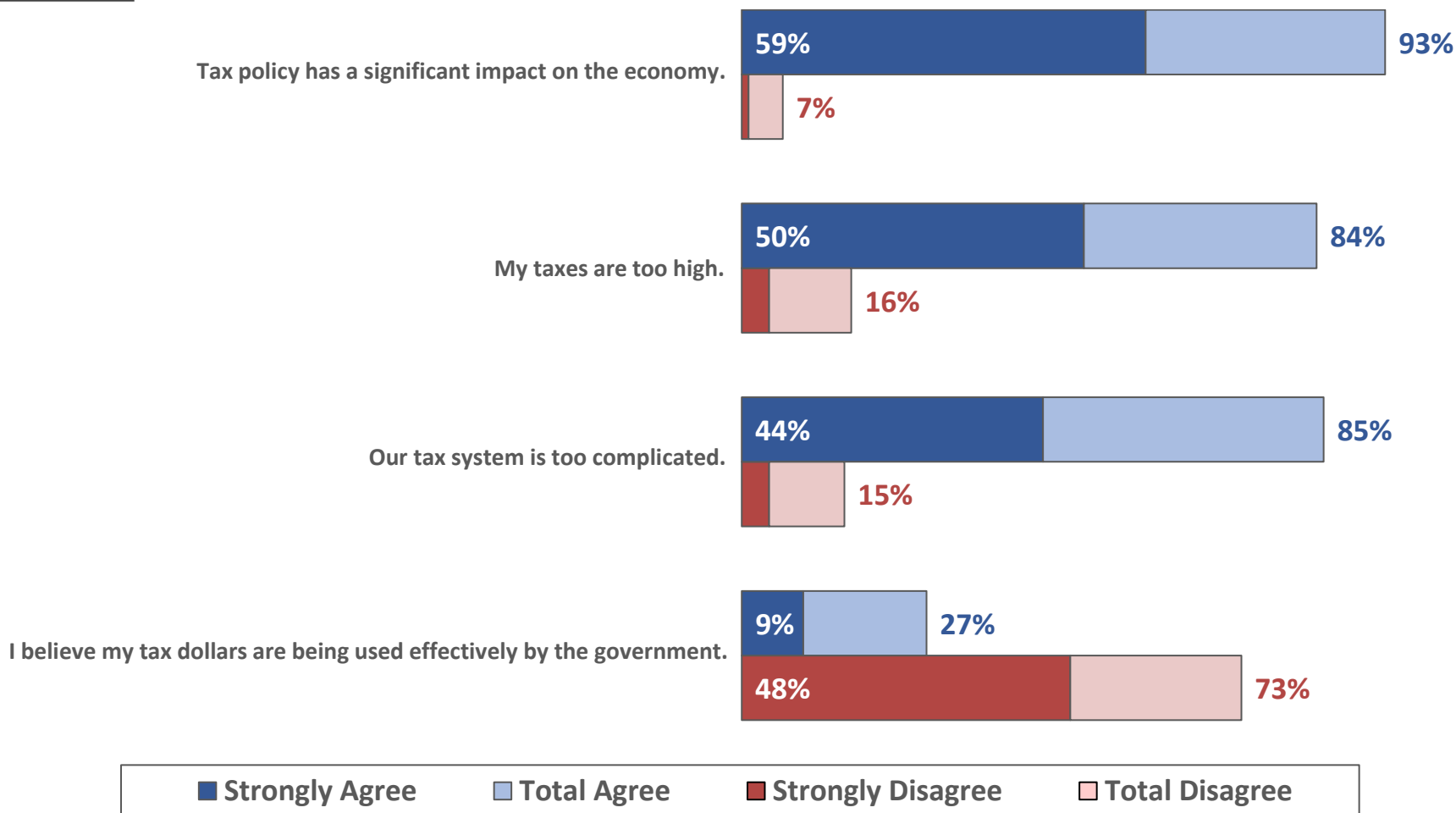
Age 18-34 (45%)	Age 35-44 (21%)	Age 45-54 (13%)	Age 55-64 (13%)	Age 65+ (8%)
The economy and jobs (50%)	The economy and jobs (52%)	The economy and jobs (47%)	The economy and jobs (40%)	Social Security and Medicare (44%)
Inflation (36%)	Inflation (32%)	Inflation (40%)	Inflation (37%)	The economy and jobs (32%)
Threats to American democracy (20%)	Threats to American democracy (23%)	Taxes and spending (21%)	Social Security and Medicare (26%)	Threats to American democracy (32%)
Health Care (16%)	Taxes and spending (19%)	Illegal immigration and border security (16%)	Threats to American democracy (25%)	Inflation (24%)



# Taxes

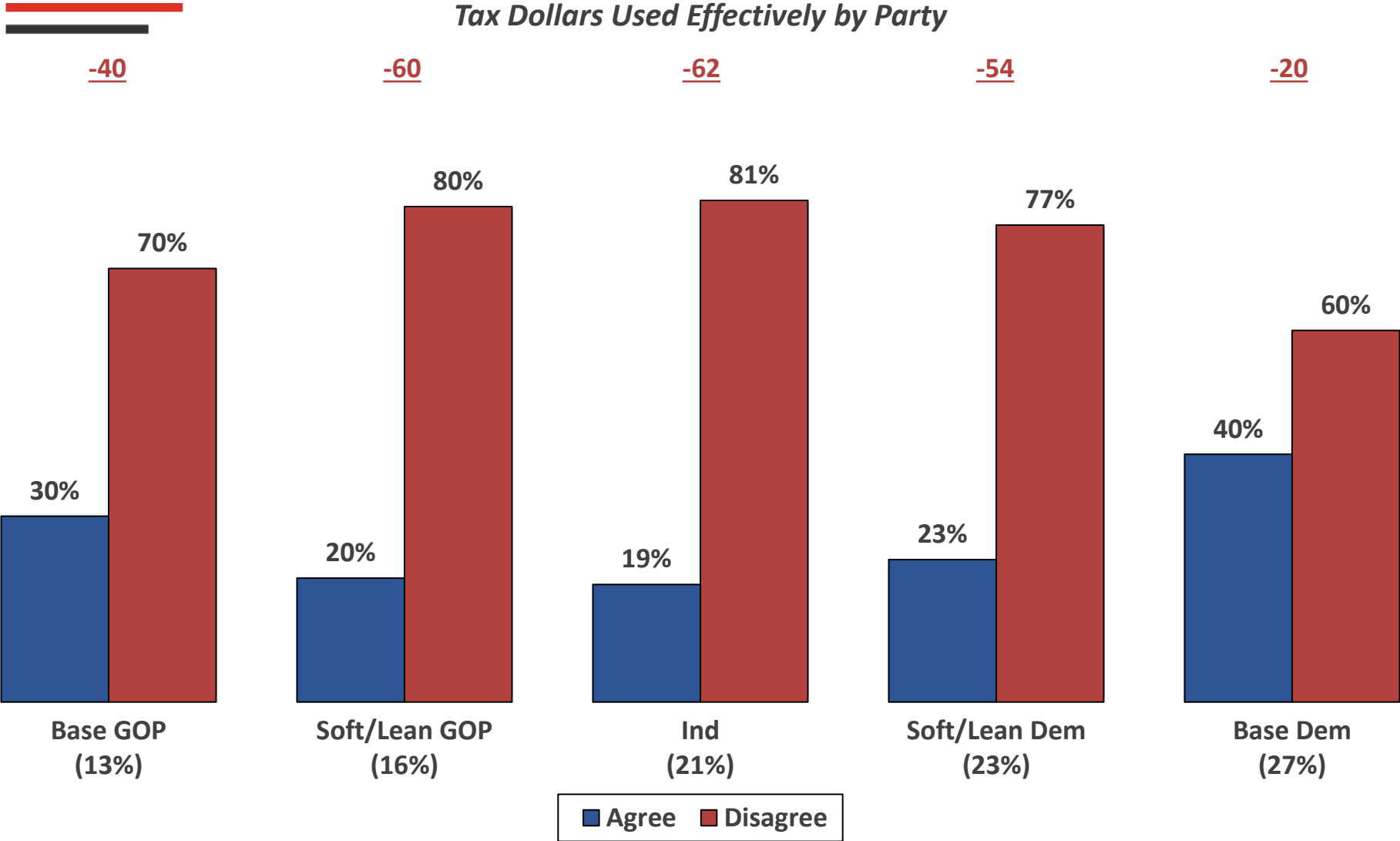
Voters overwhelmingly believe tax policy significantly impacts the economy, that their taxes are too high, and that the tax system is too complex. They do not believe their tax dollars are being used effectively.

Ranked by % **Strongly Agree**

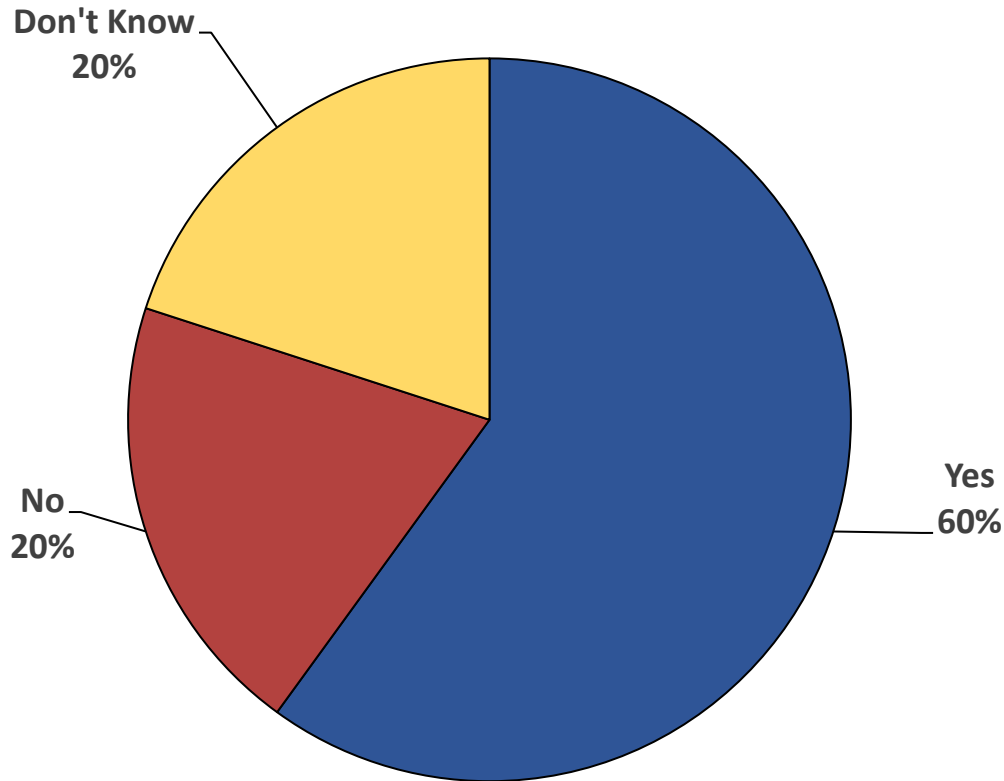


*"Moving on to the topic of taxes... Please read the series of statements about the taxes... After you read each one, please indicate if you agree or disagree with that statement."*

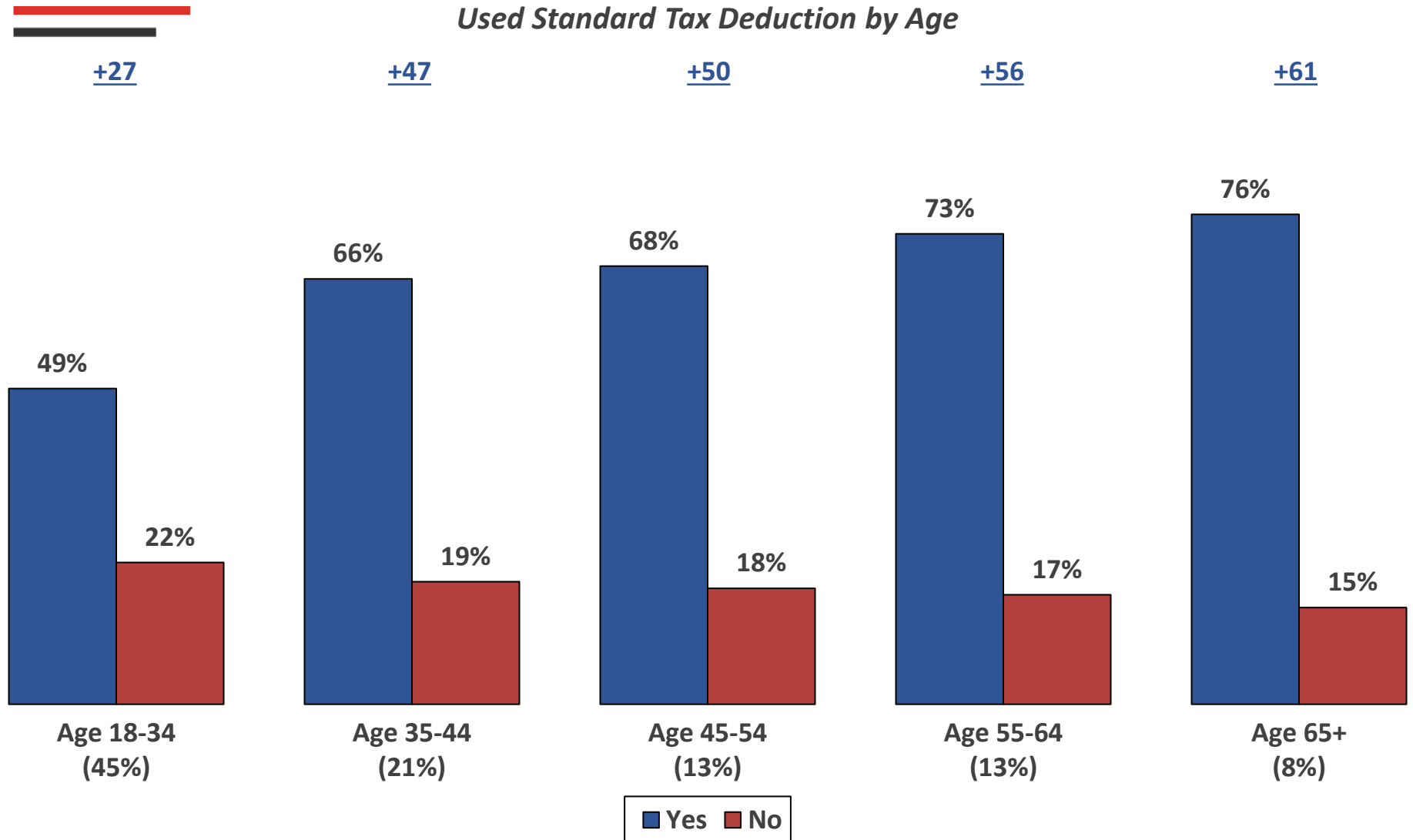
Voters across party lines disagree that their tax dollars are being used effectively. Independents and soft partisans are the most likely to disagree.



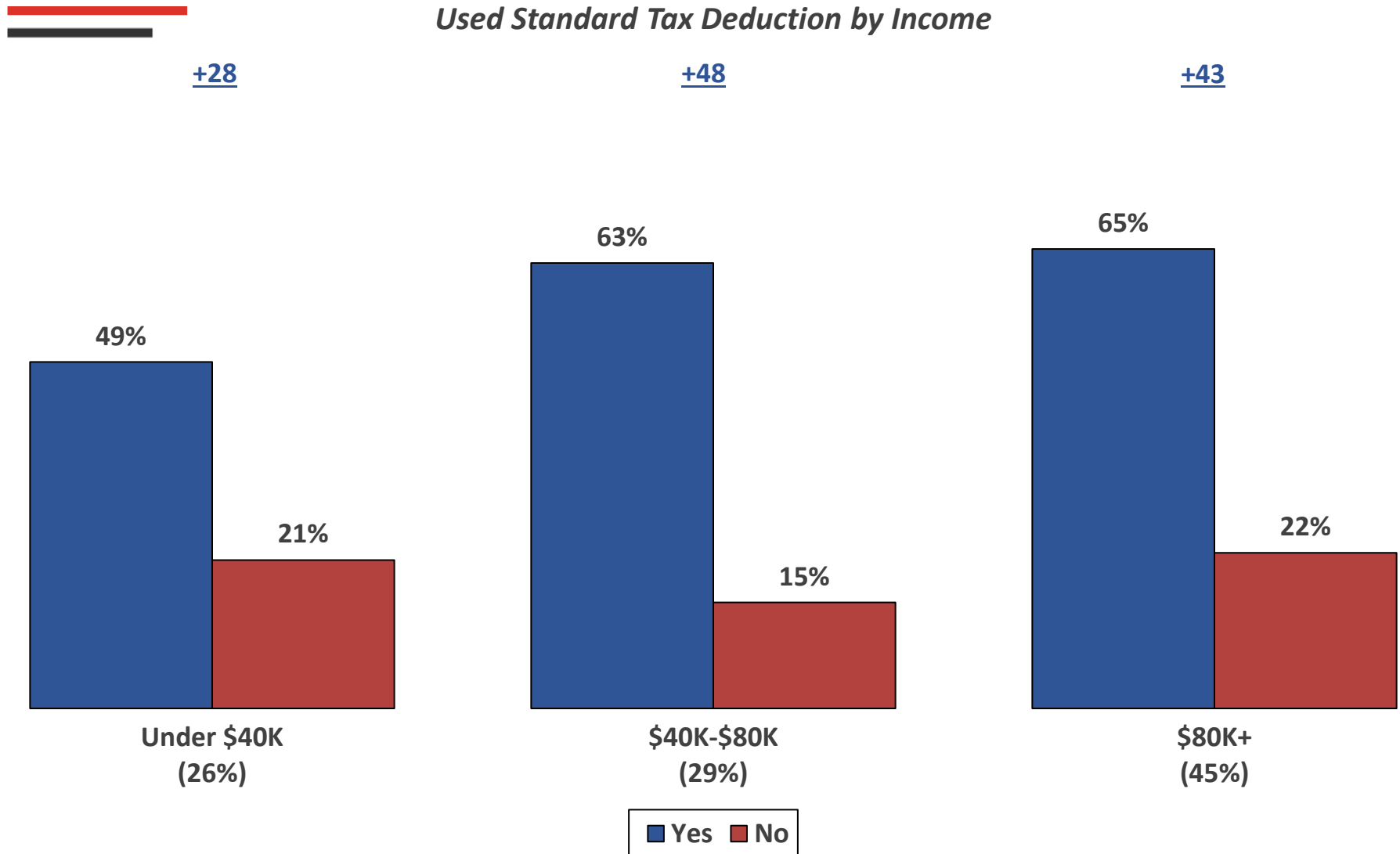
# Three-fifths of voters have used the standard deduction when filing taxes.



# Voters of all ages have used the standard deduction.

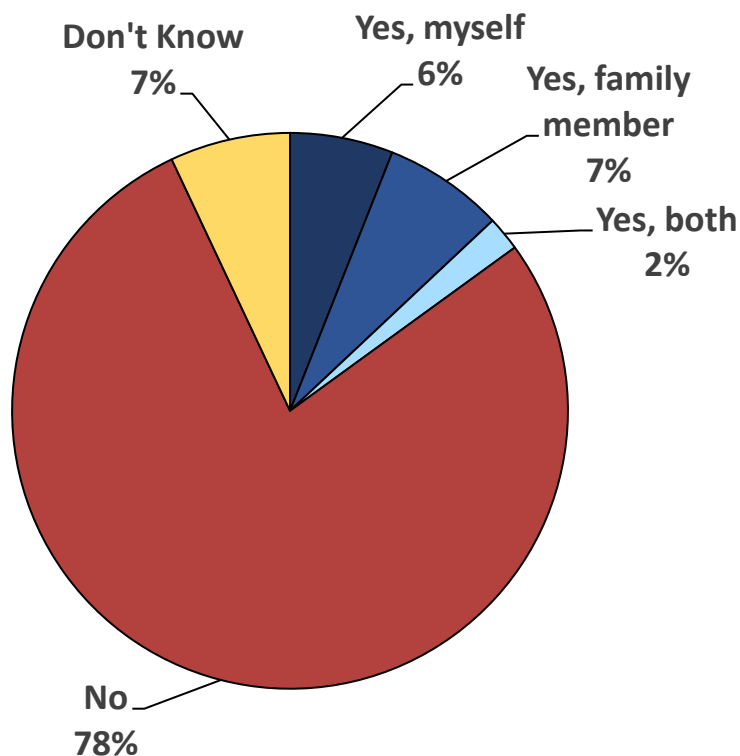


# Voters of all income levels have used the deduction.



# 15% of voters have either been audited or have a family member who has been audited in the past 10 years.

**Total Yes 15%**



## Top Groups – Yes (15%)

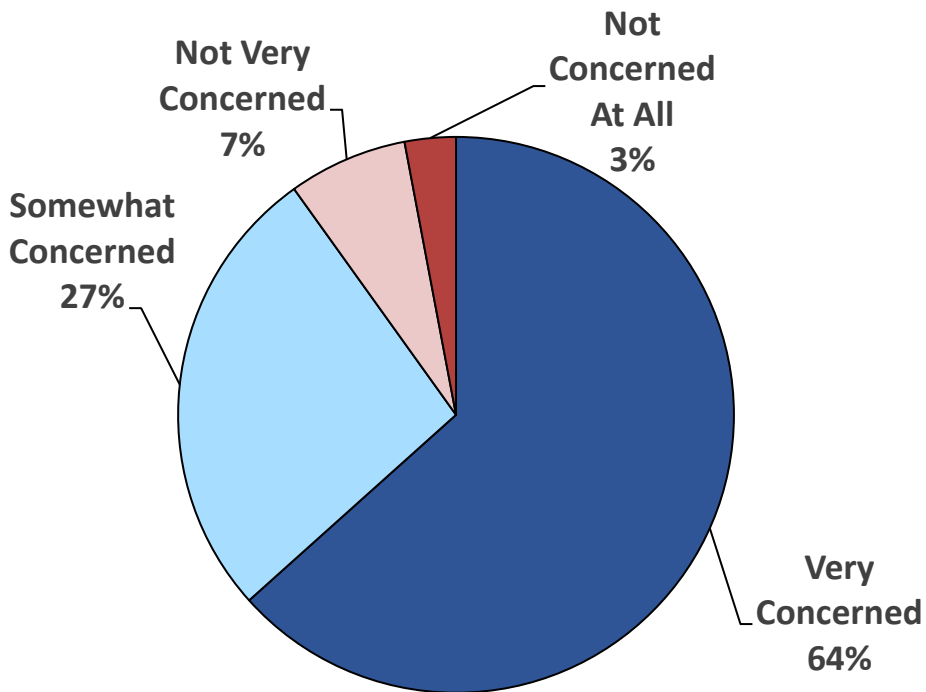
Small Business Owner: Yes-Self	26%
Work 1+ Job: Yes	23%
GOP w/ Degree	22%
Independent Men	21%
Small Business Owner: Total Yes	21%
Soft/Lean GOP	20%
GOP ID: Less	20%
Child in HH: Yes	20%
Child in HH: Dads	20%
GOP ID: More	19%
Education: Graduate/Prof.	19%
GOP 18-54	19%
Employment: Hourly Men	19%
Child in HH: Moms	19%



# 65% of voters would be very concerned to learn that their taxes would increase.

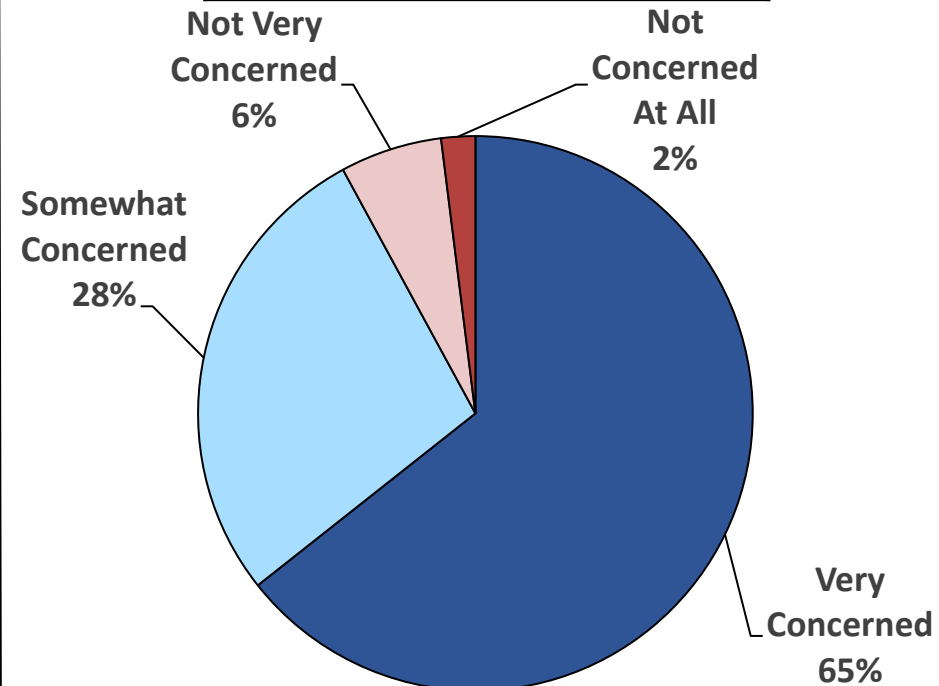
*May 2024*

<b>Total Concerned</b>	<b>90%</b>
<b>Total Not Concerned</b>	<b>10%</b>



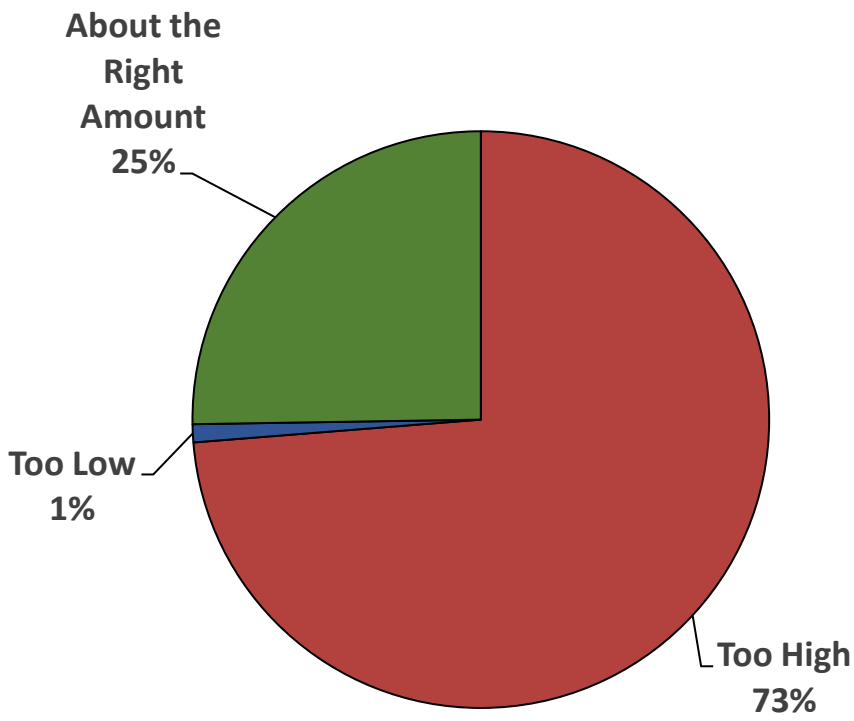
*April 2025*

<b>Total Concerned</b>	<b>93%</b>
<b>Total Not Concerned</b>	<b>7%</b>

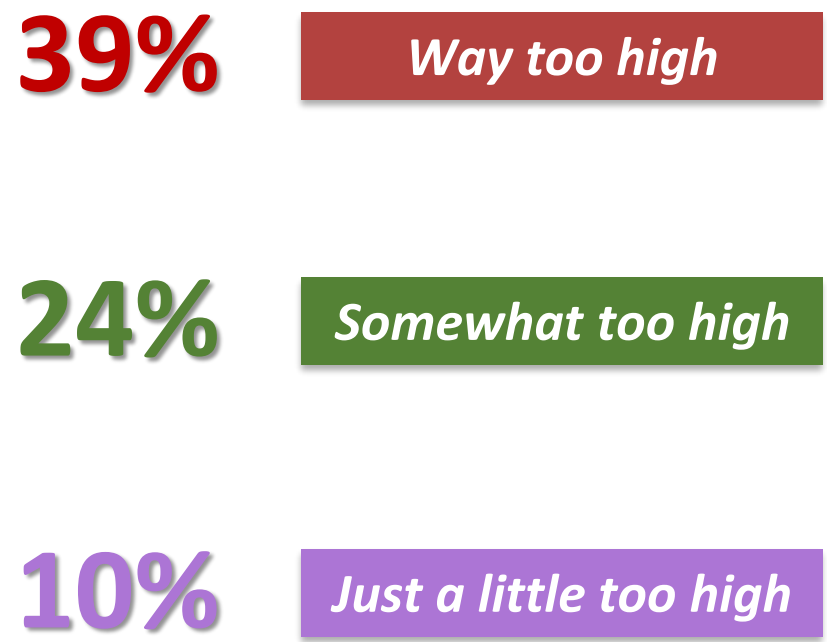


# Just under three-quarters of voters say their taxes are “too high,” with nearly 40% reporting that they are “way too high.”

“Thinking now about the amount you pay in taxes...  
Would you say the amount you pay in taxes is...”



“And, is the amount you pay in taxes...”^

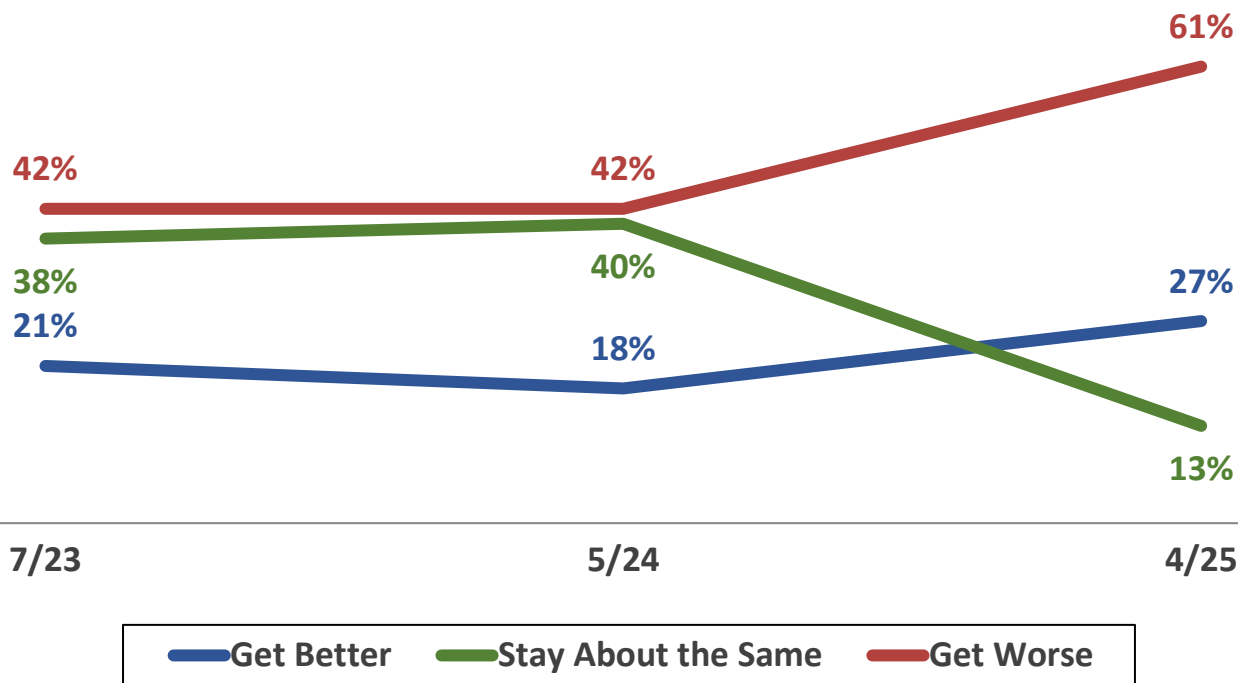


^Asked among “Too High”; Results shown off total base.



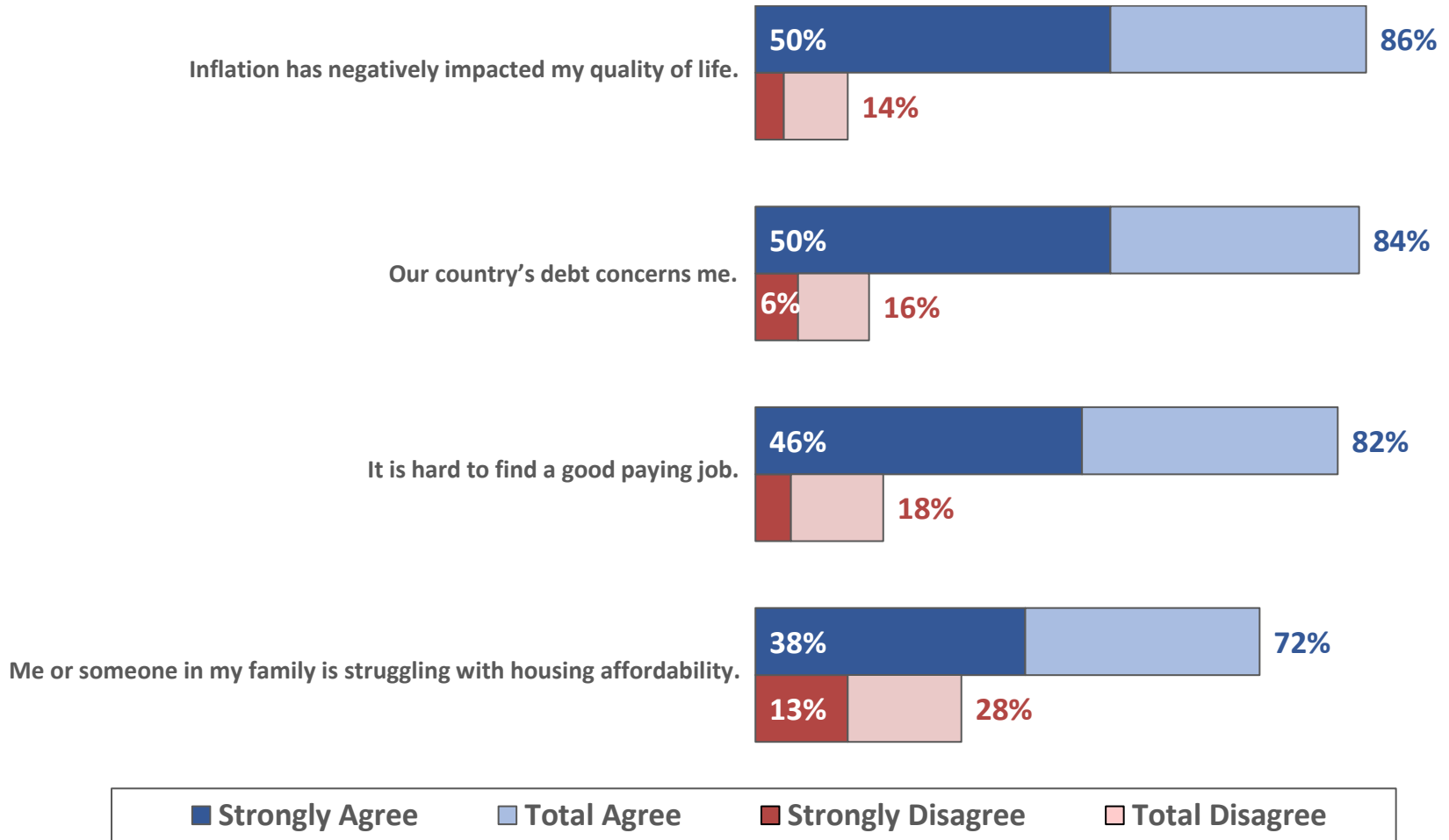
# The Economy

# Over 60% of voters think the economy will get worse.



# Voters are concerned about inflation and the national debt.

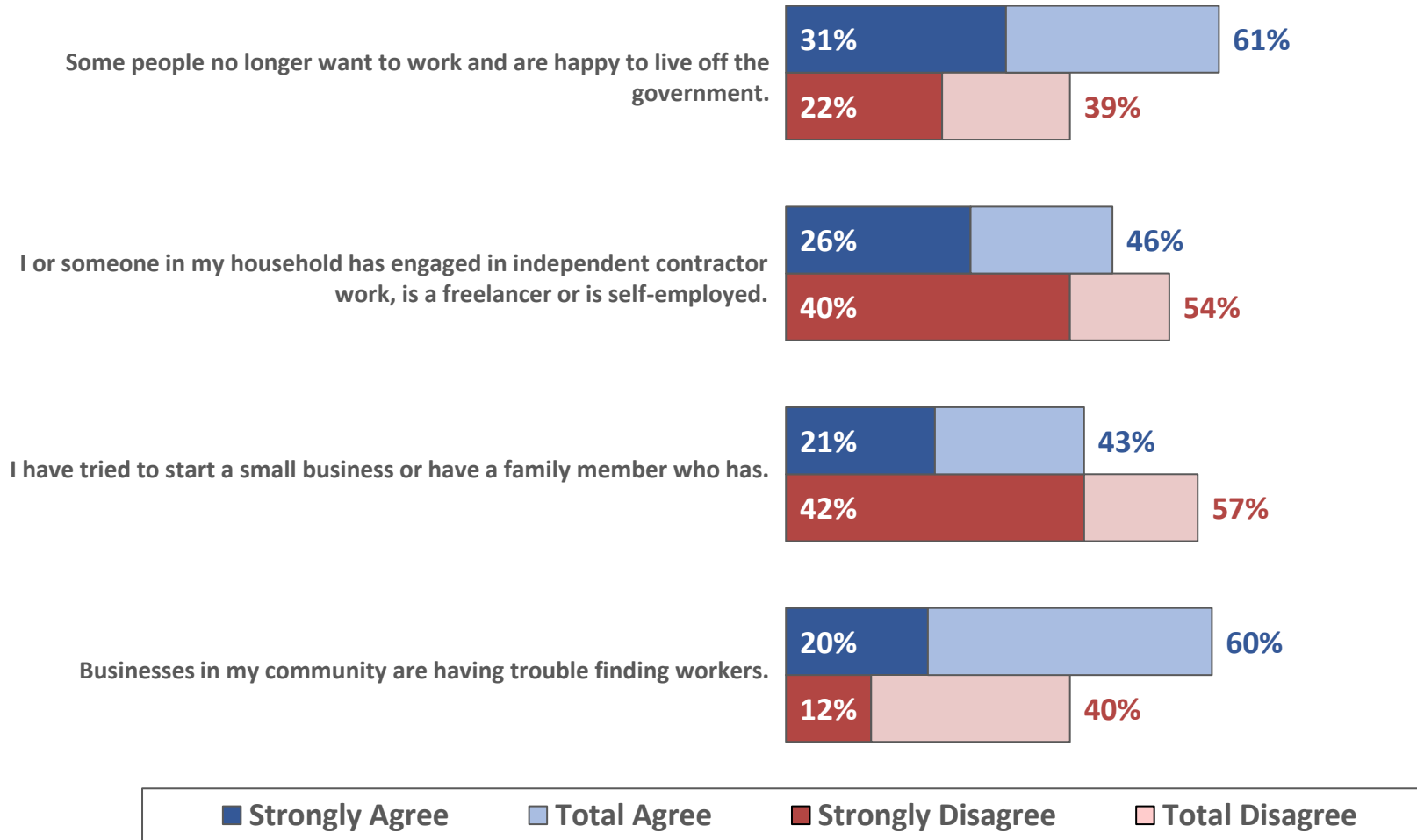
*Ranked by % Strongly Agree*



*"Now, please read the series of statements about the economy... After you read each one, please indicate if you agree or disagree with that statement."*

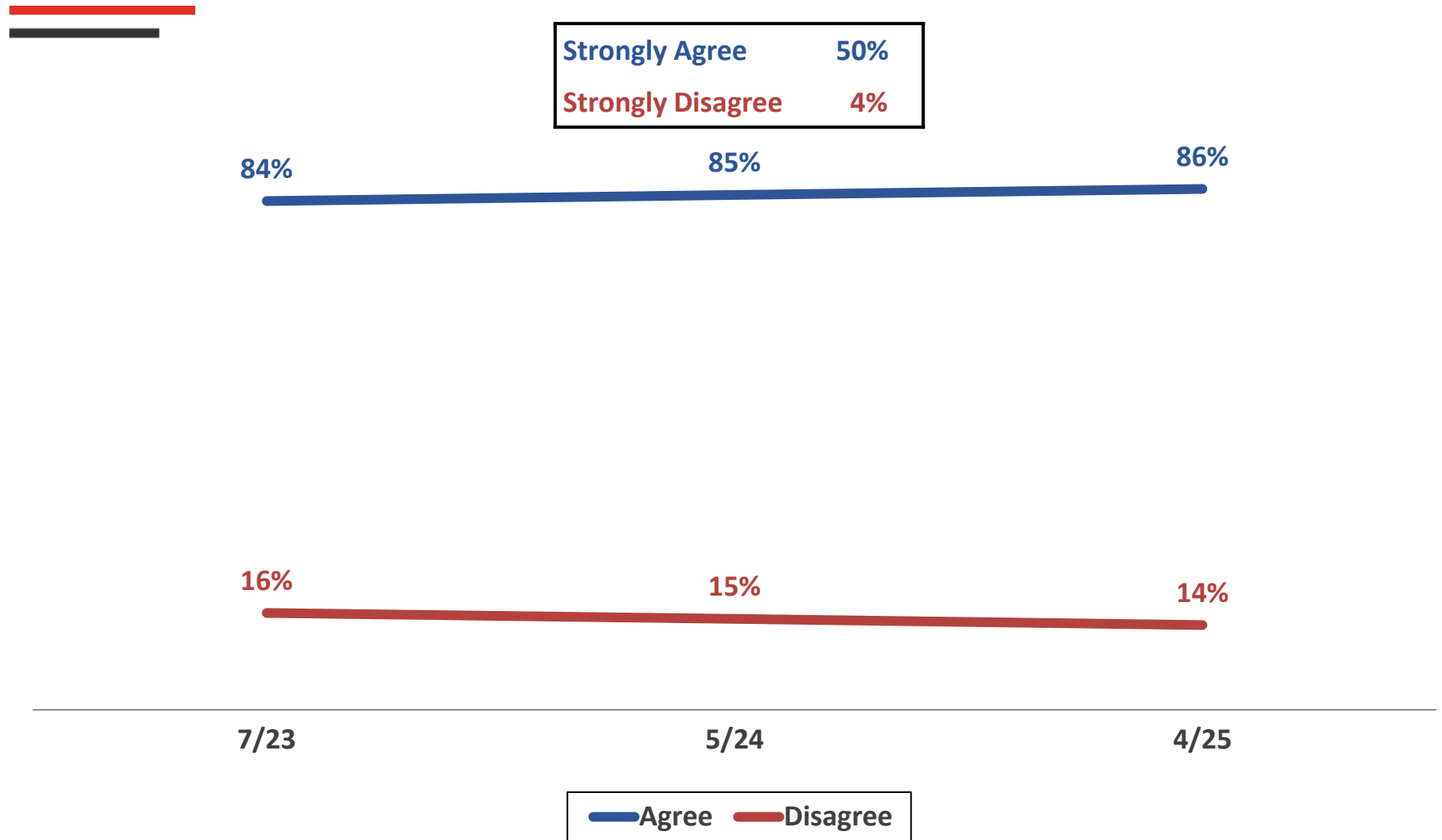
# Over 60% of voters agree that there are people who “no longer want to work and are happy to live off the government.”

Ranked by % *Strongly Agree*

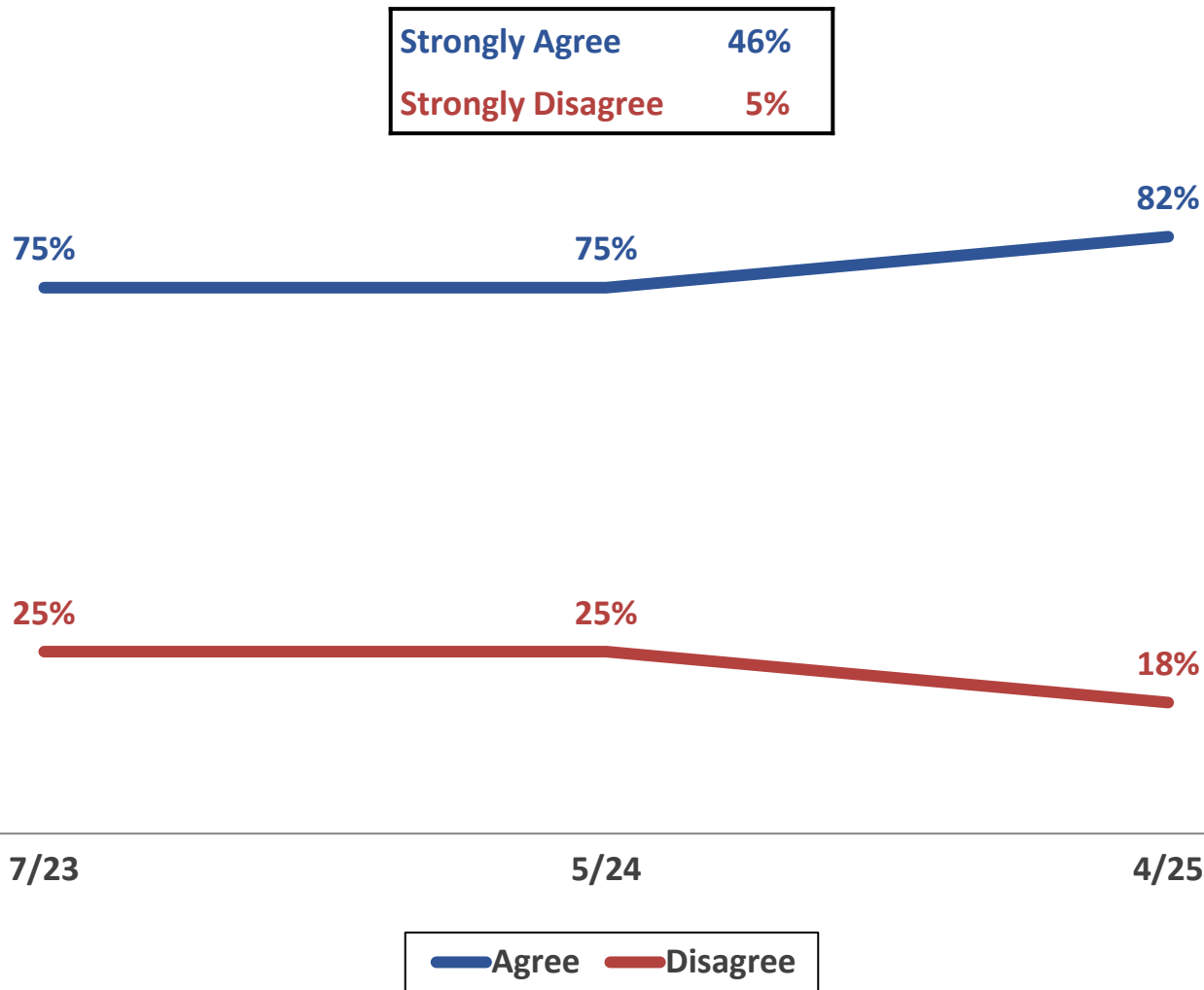


*“Now, please read the series of statements about the economy... After you read each one, please indicate if you agree or disagree with that statement.”*

# Voters continue to be negatively impacted by inflation.



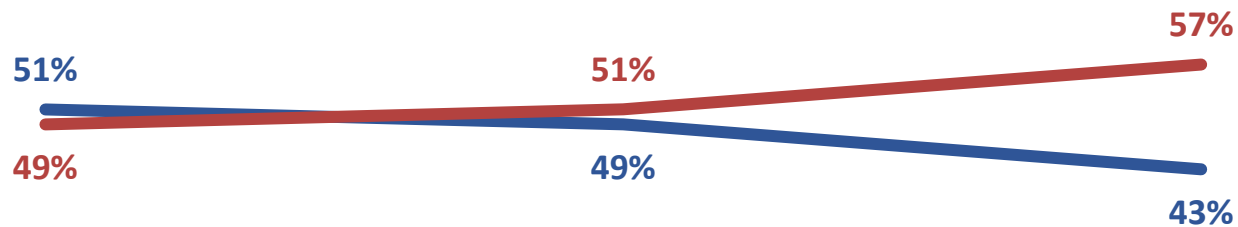
Over 80% of voters now agree that it is hard to find a good paying job.





Fewer voters have someone who has started a small business in their family than in the past.

Strongly Agree 21%  
Strongly Disagree 42%



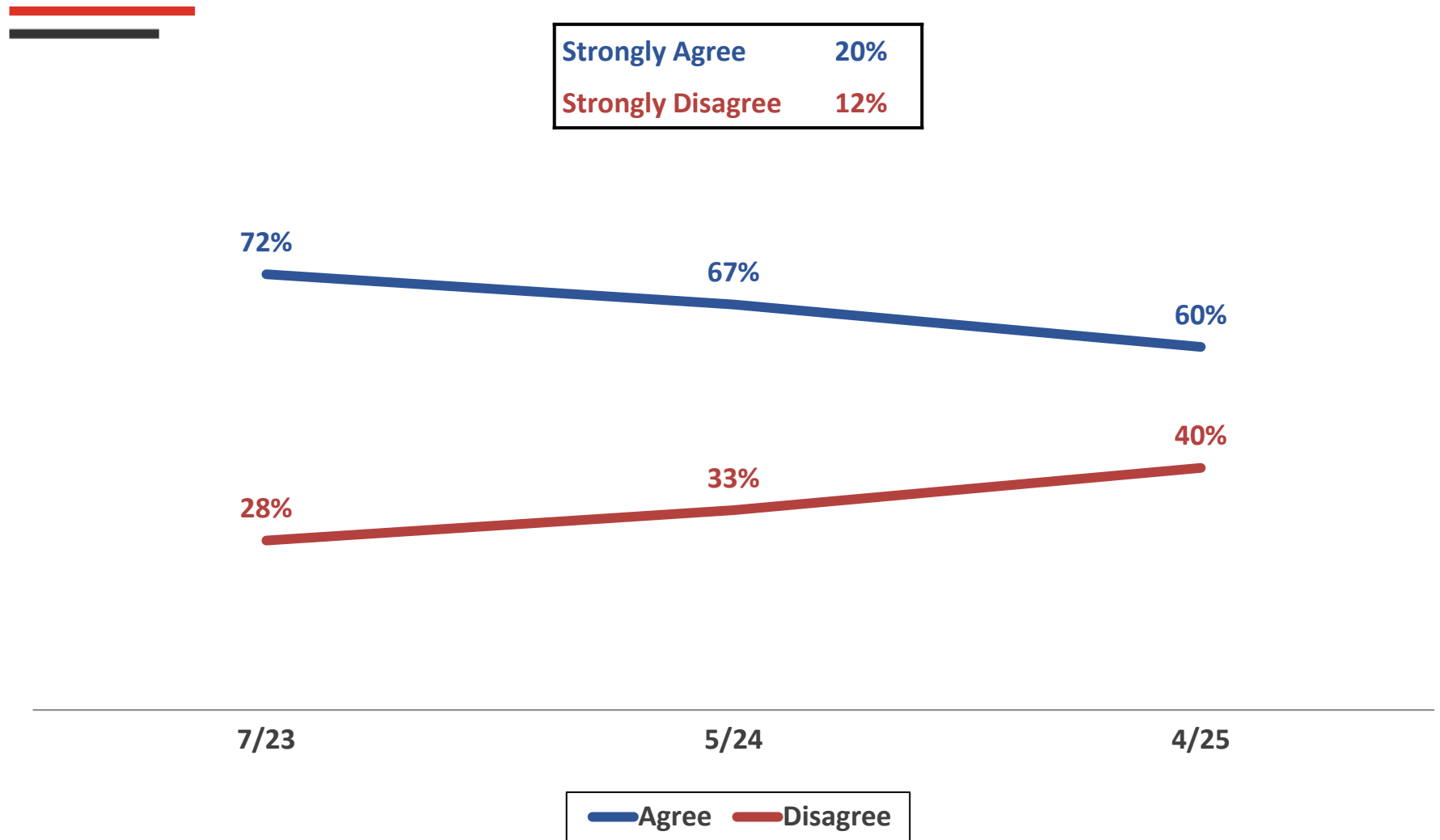
7/23

5/24

4/25

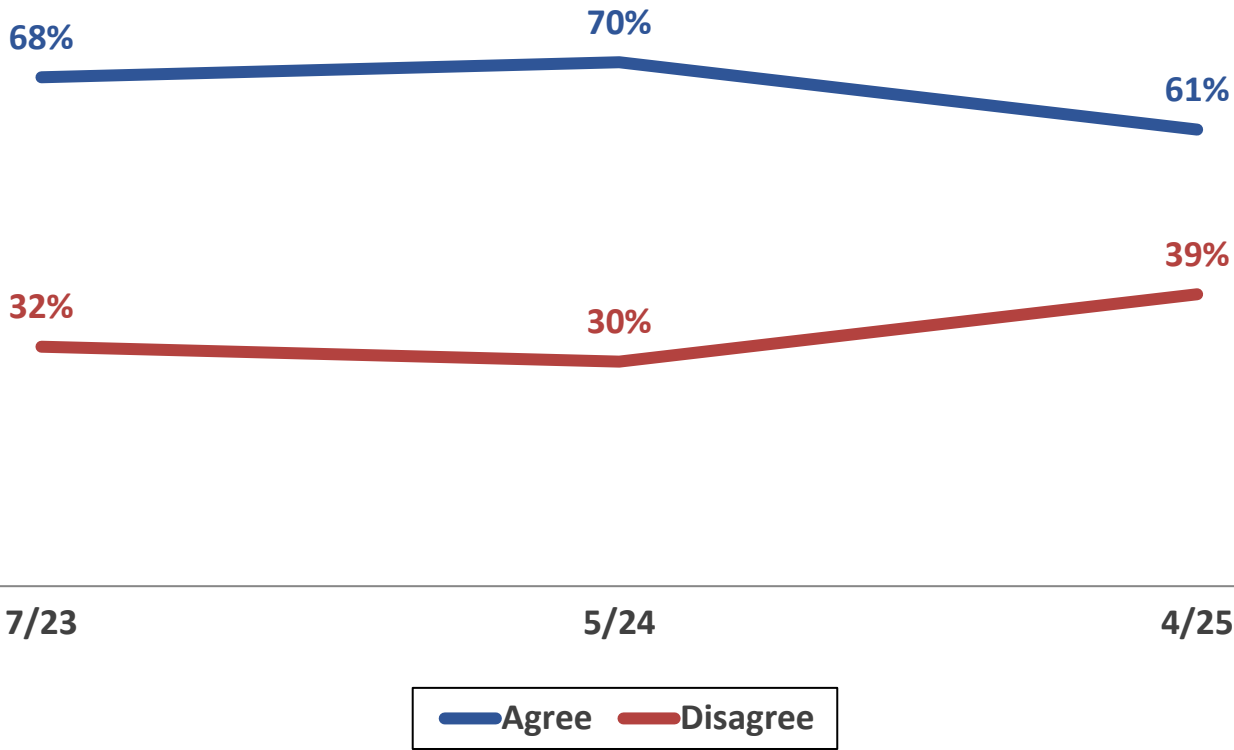
Agree Disagree

# Businesses are not having as much trouble finding workers.



There is also a drop off in those saying some people no longer want to work and are happy to live off the government.

Strongly Agree	31%
Strongly Disagree	22%

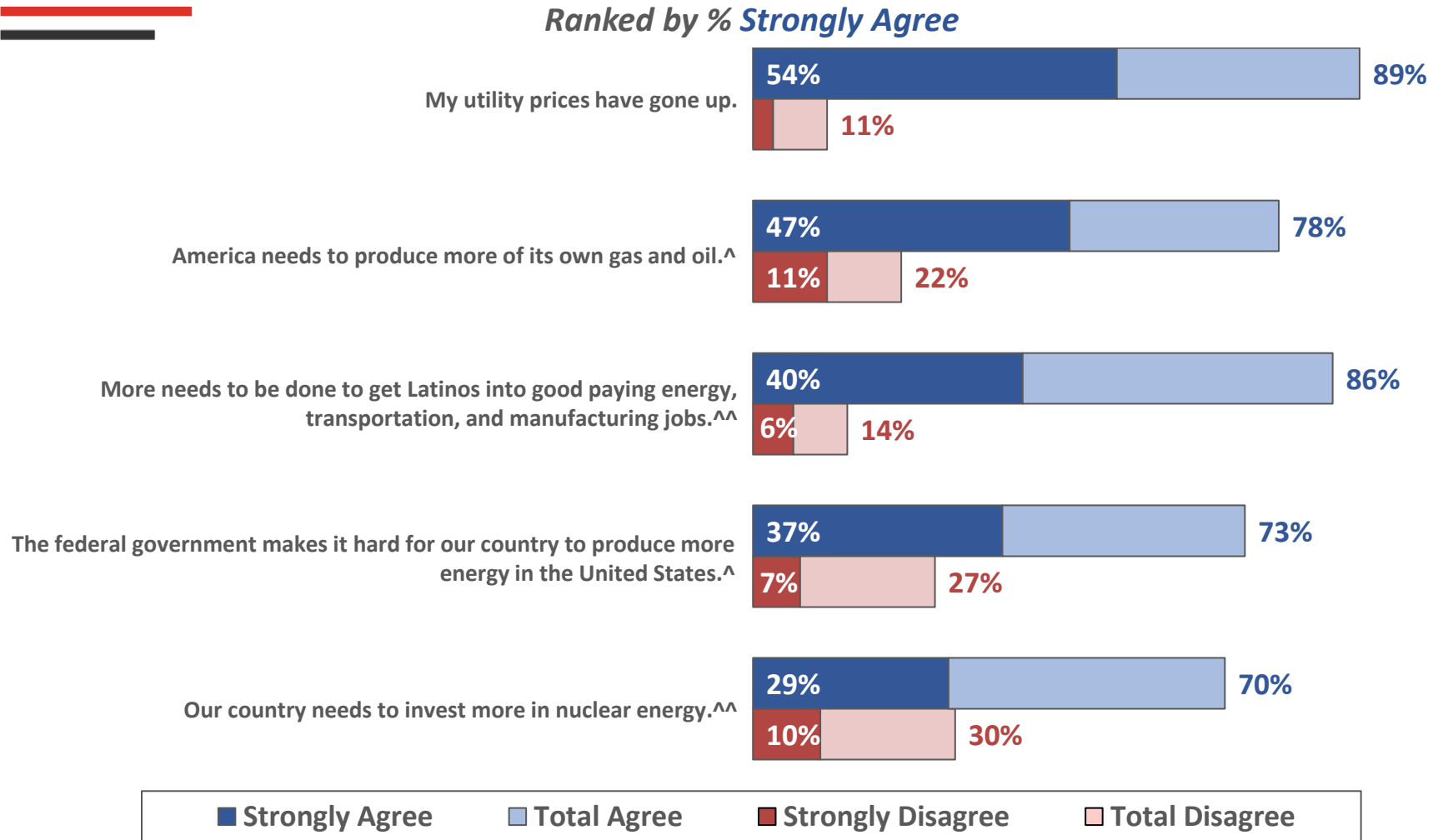




Energy

# Nearly 90% of voters agree that their utility prices have increased.

Ranked by % *Strongly Agree*



^Split Sample A, ^^Split Sample B

*"Now, please read the series of statements about energy... After you read each one, please indicate if you agree or disagree with that statement."*

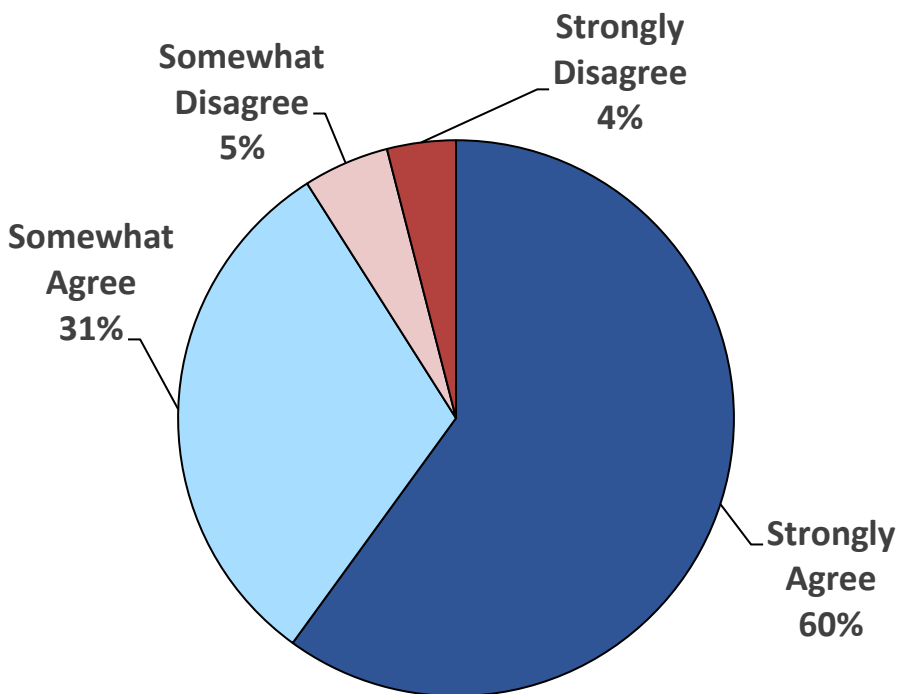


# American Civics

# Nine-in-ten voters believe individual freedoms have helped make the U.S. a prosperous country.

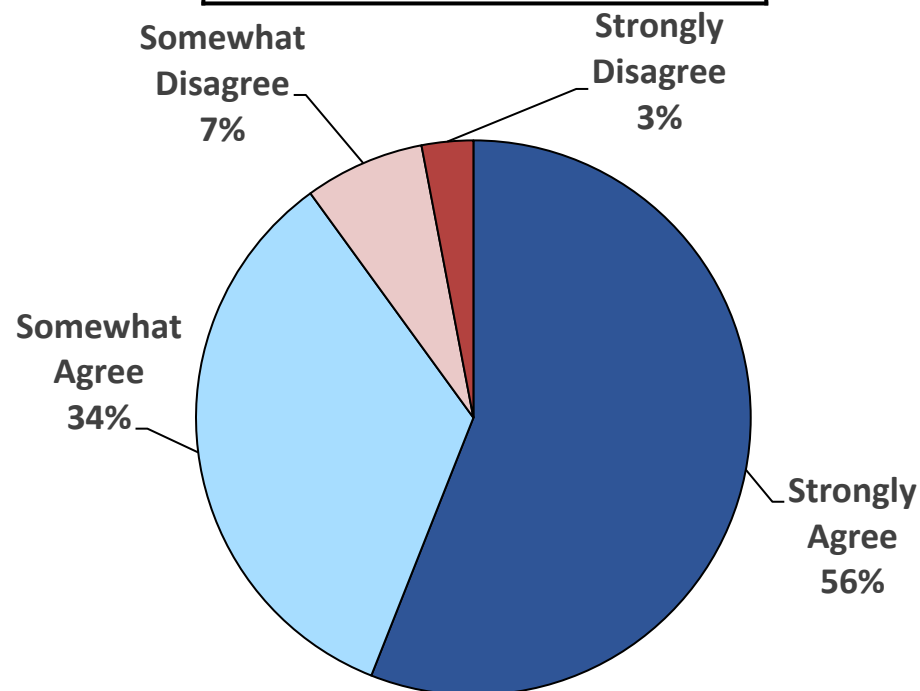
*"The protection of individual freedoms, such as free speech and property rights, has played a significant role in making the United States a prosperous country."*<sup>^</sup>

<b>Total Agree</b>	<b>91%</b>
<b>Total Disagree</b>	<b>9%</b>



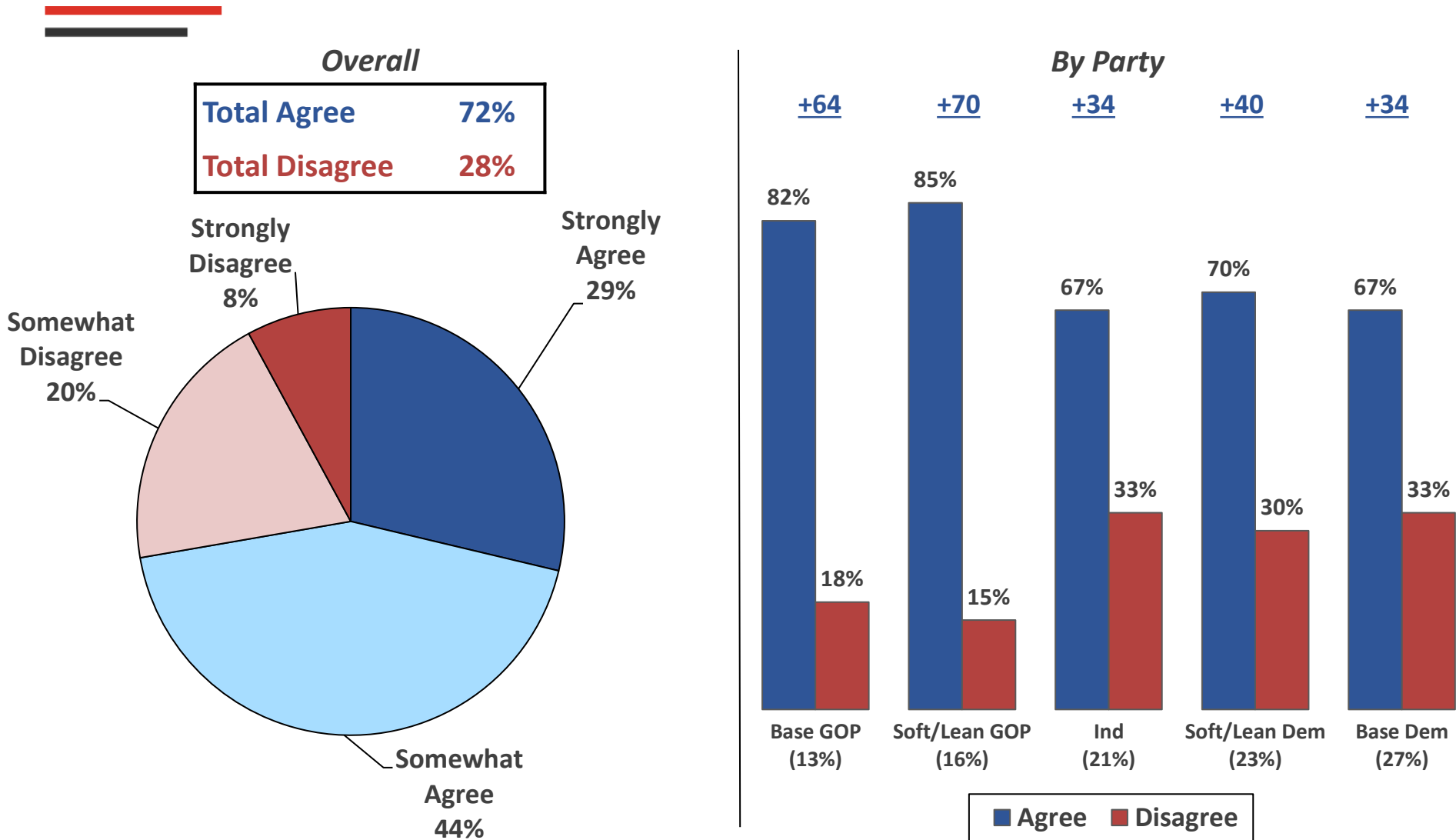
*"The protection of individual freedoms has played a significant role in making the United States a prosperous country."*<sup>^^</sup>

<b>Total Agree</b>	<b>90%</b>
<b>Total Disagree</b>	<b>10%</b>



<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

# Over 70% of voters agree that limiting the role of government “creates more opportunities for individuals to succeed.”



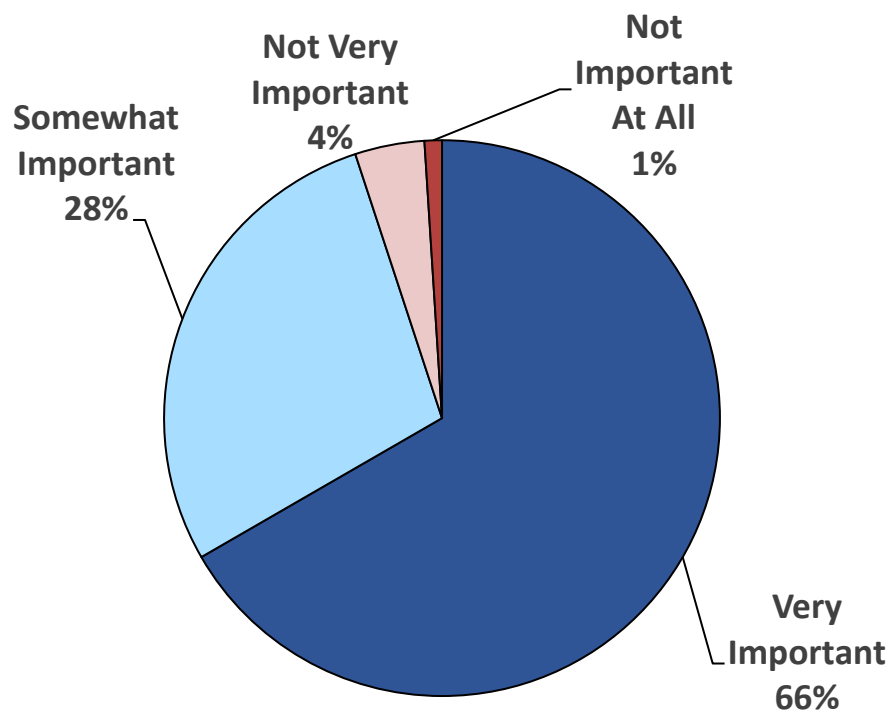


# Voters are more likely to say private property rights are “very important” when the explanatory gloss is provided.

*“How important do you think private property rights, such as the ability to own a home or business, are to economic success in the United States? Is it...”<sup>^</sup>*

**Total Important 95%**

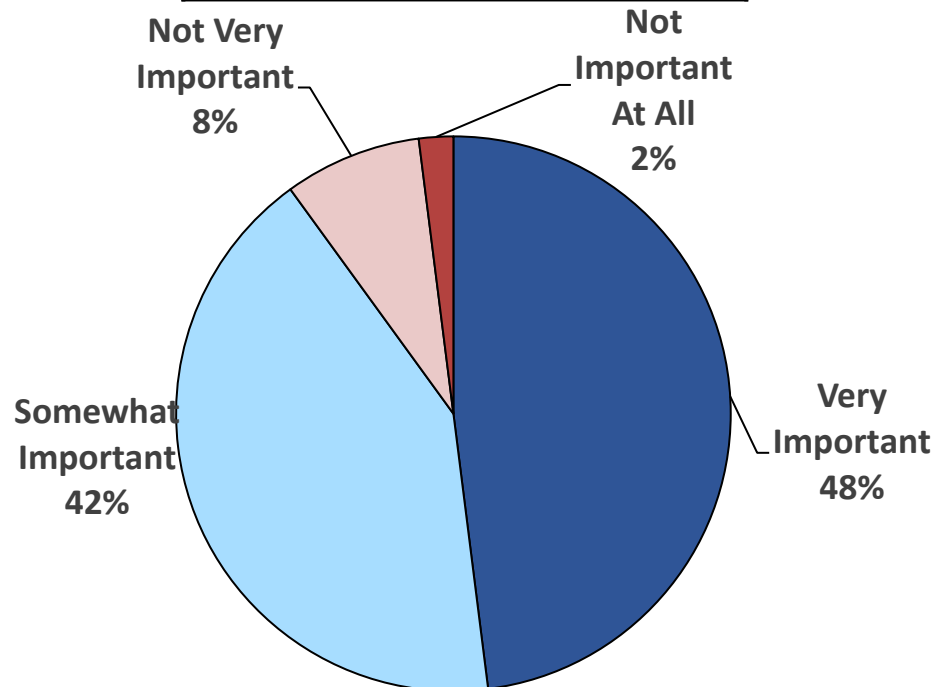
**Total Not Important 5%**



*“How important do you think private property rights are to economic success in the United States? Is it...”<sup>^^</sup>*

**Total Important 90%**

**Total Not Important 10%**

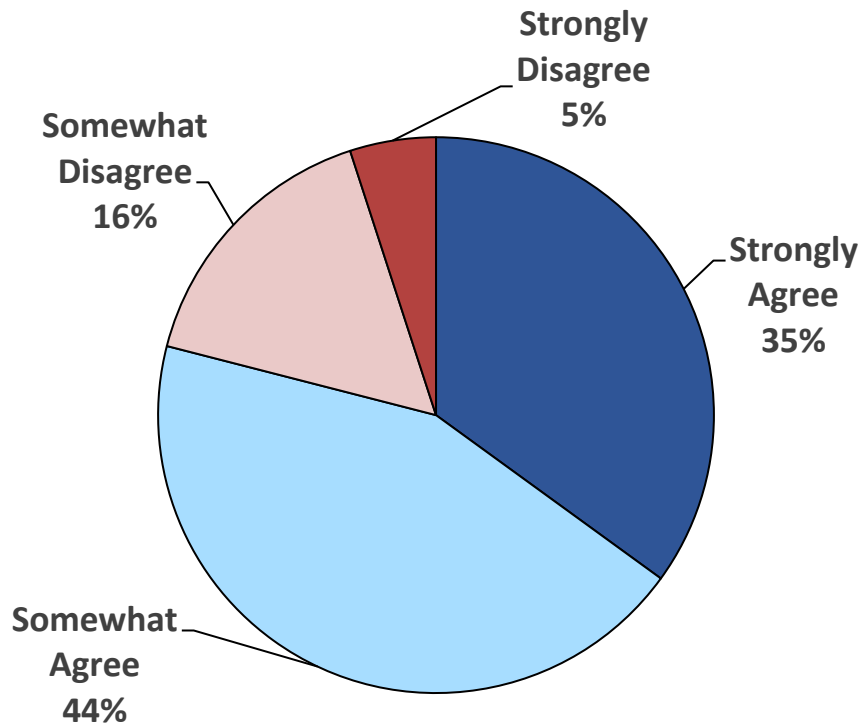


<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

# Voters agree with statements praising the free market.

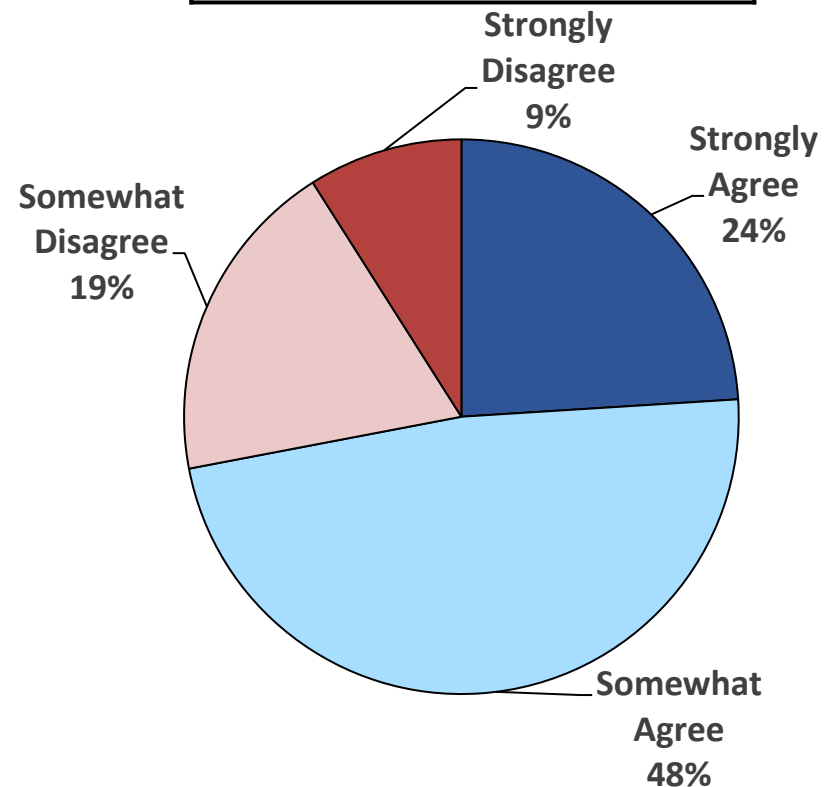
*"A free market is the best way to create an economy that works for ALL Americans."*<sup>^</sup>

<b>Total Agree</b>	<b>79%</b>
<b>Total Disagree</b>	<b>21%</b>



*"I have benefitted from the free market because it grows the economy and allows any individual to succeed."*<sup>^^</sup>

<b>Total Agree</b>	<b>72%</b>
<b>Total Disagree</b>	<b>28%</b>

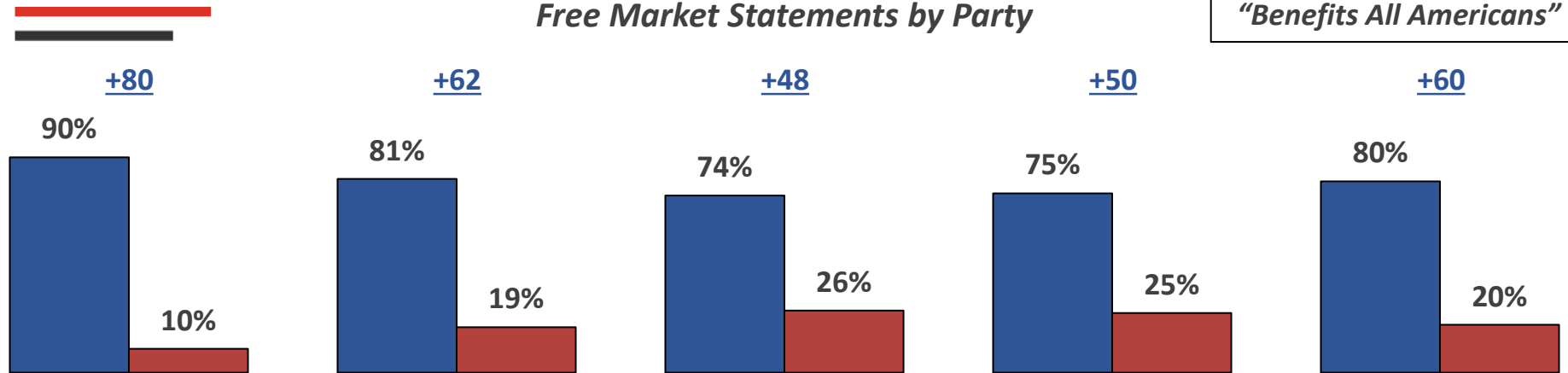


<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

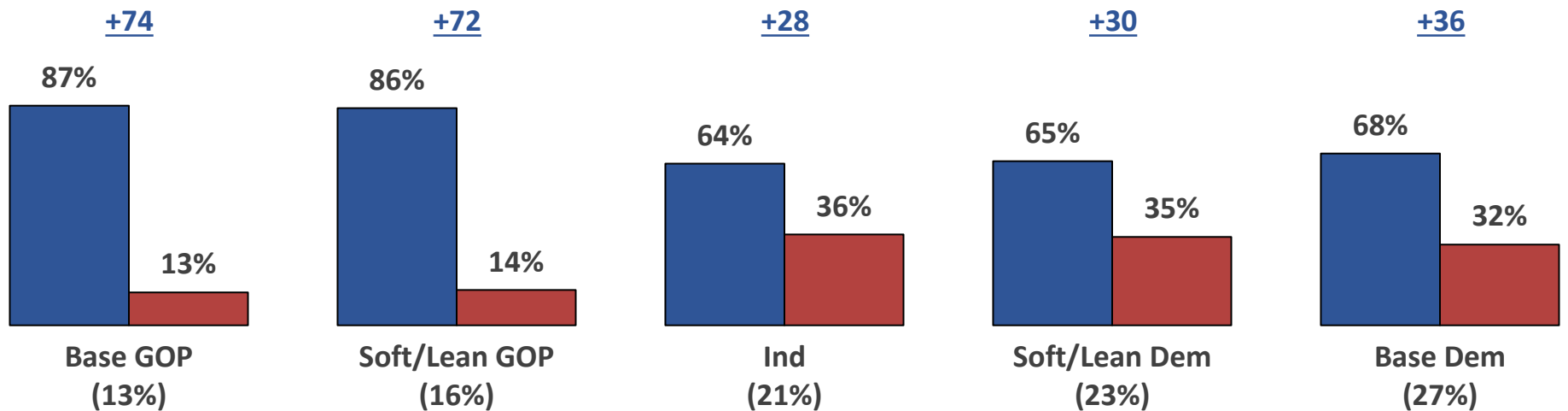
# Independents are more likely to agree with the sample A messaging.

## Free Market Statements by Party

*"Benefits All Americans"*

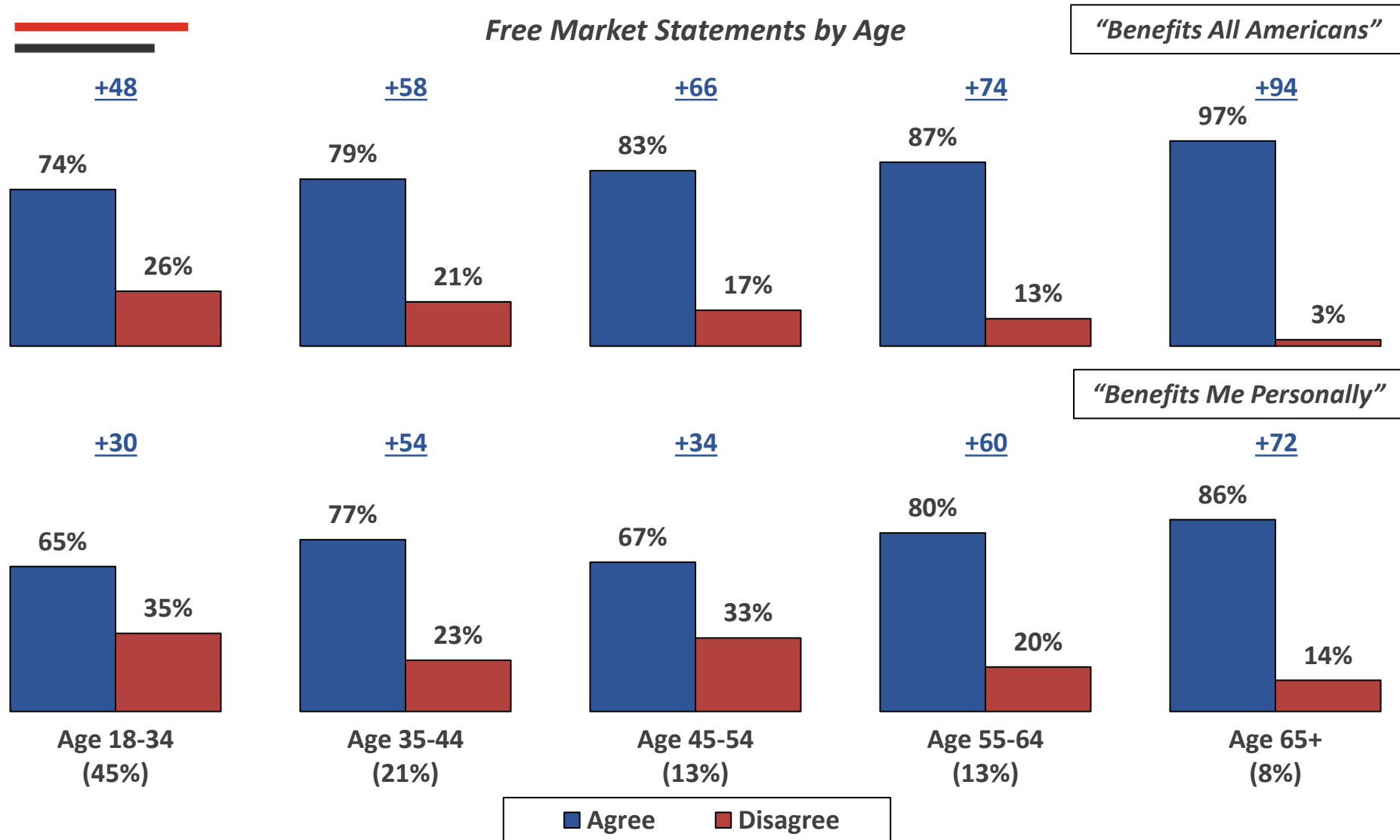


*"Benefits Me Personally"*



■ Agree ■ Disagree

The sample A message performs more strongly across all age ranges, especially among voters between 45 and 54.

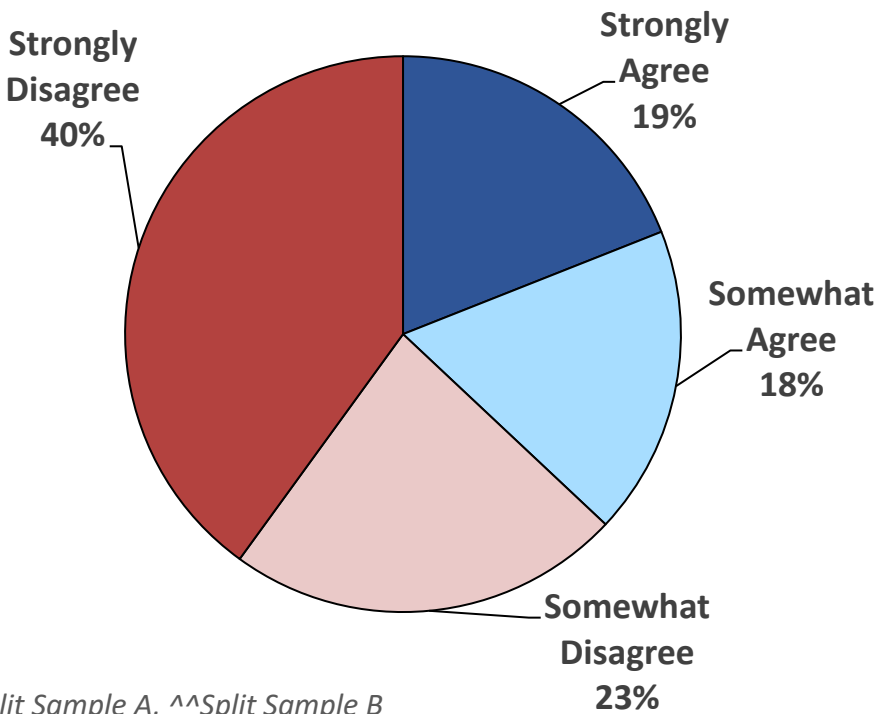


While 93% of voters agree that enforcing laws equally would increase economic opportunity, only 37% of voters believe the laws are actually applied equally.



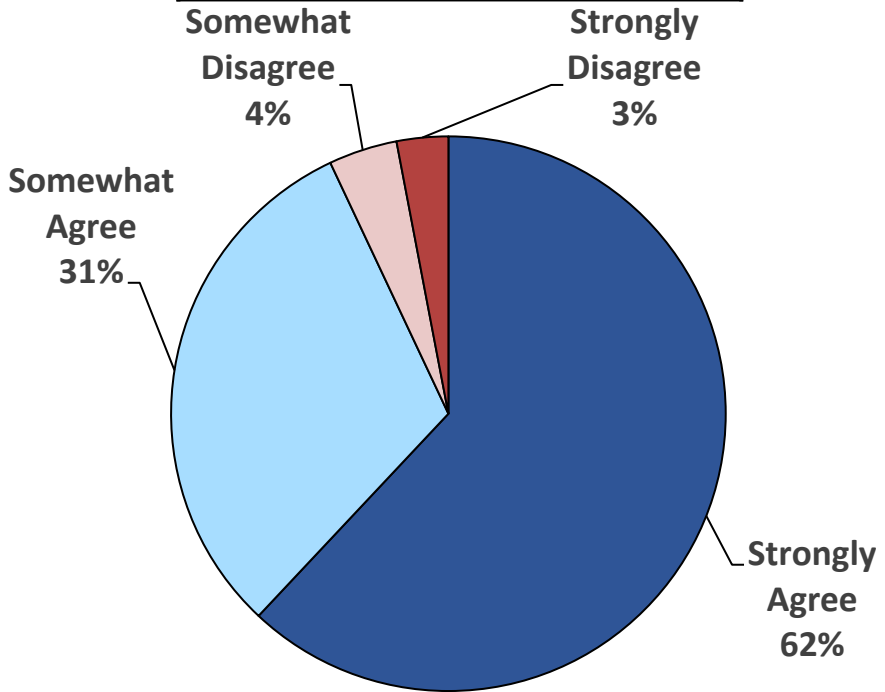
*"Laws in America are applied equally to all individuals in the United States."*<sup>^</sup>

Total Agree	37%
Total Disagree	63%



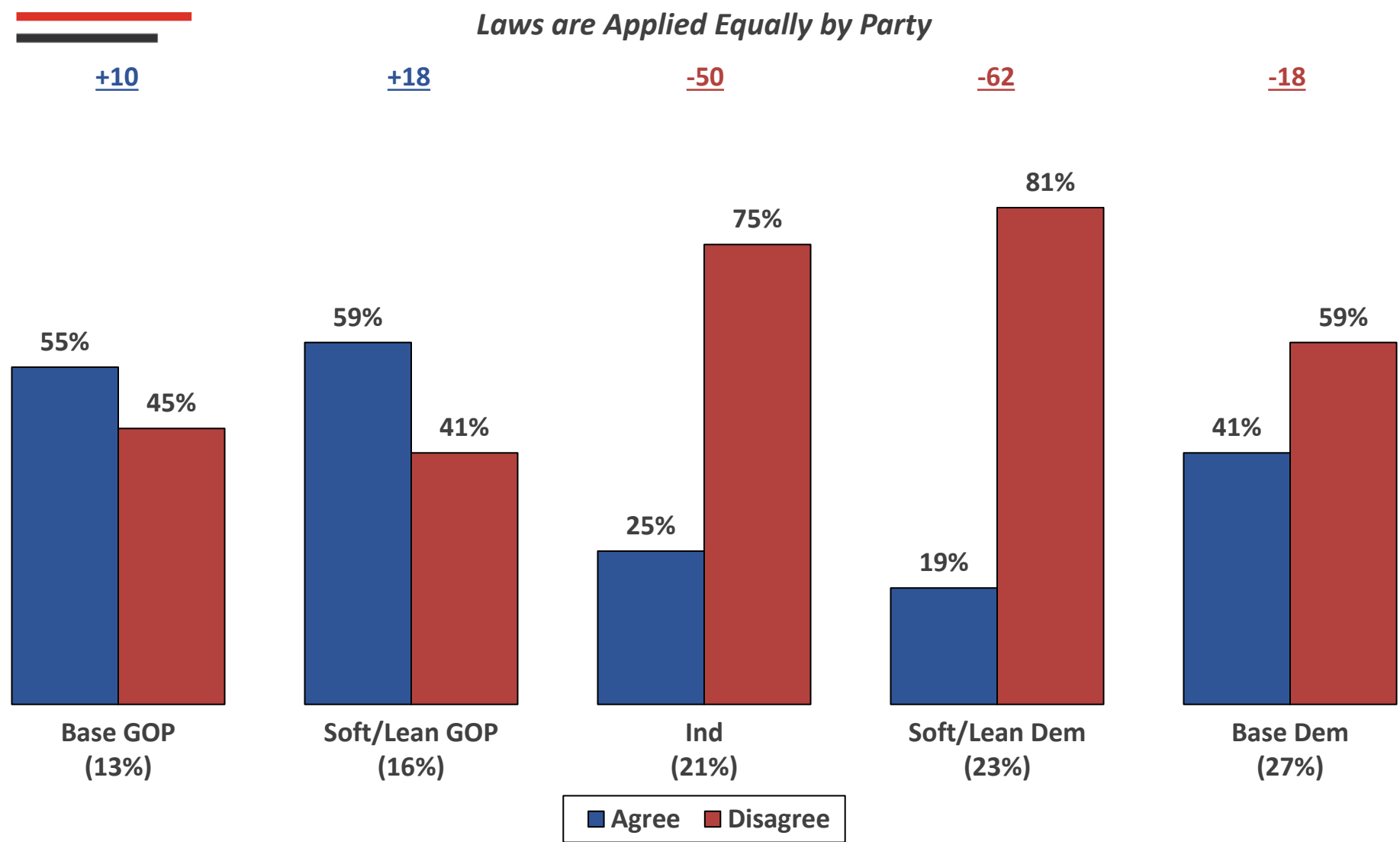
*"Making sure laws in America are applied equally to all individuals would increase economic opportunity and stability in the United States."*<sup>^^</sup>

Total Agree	93%
Total Disagree	7%

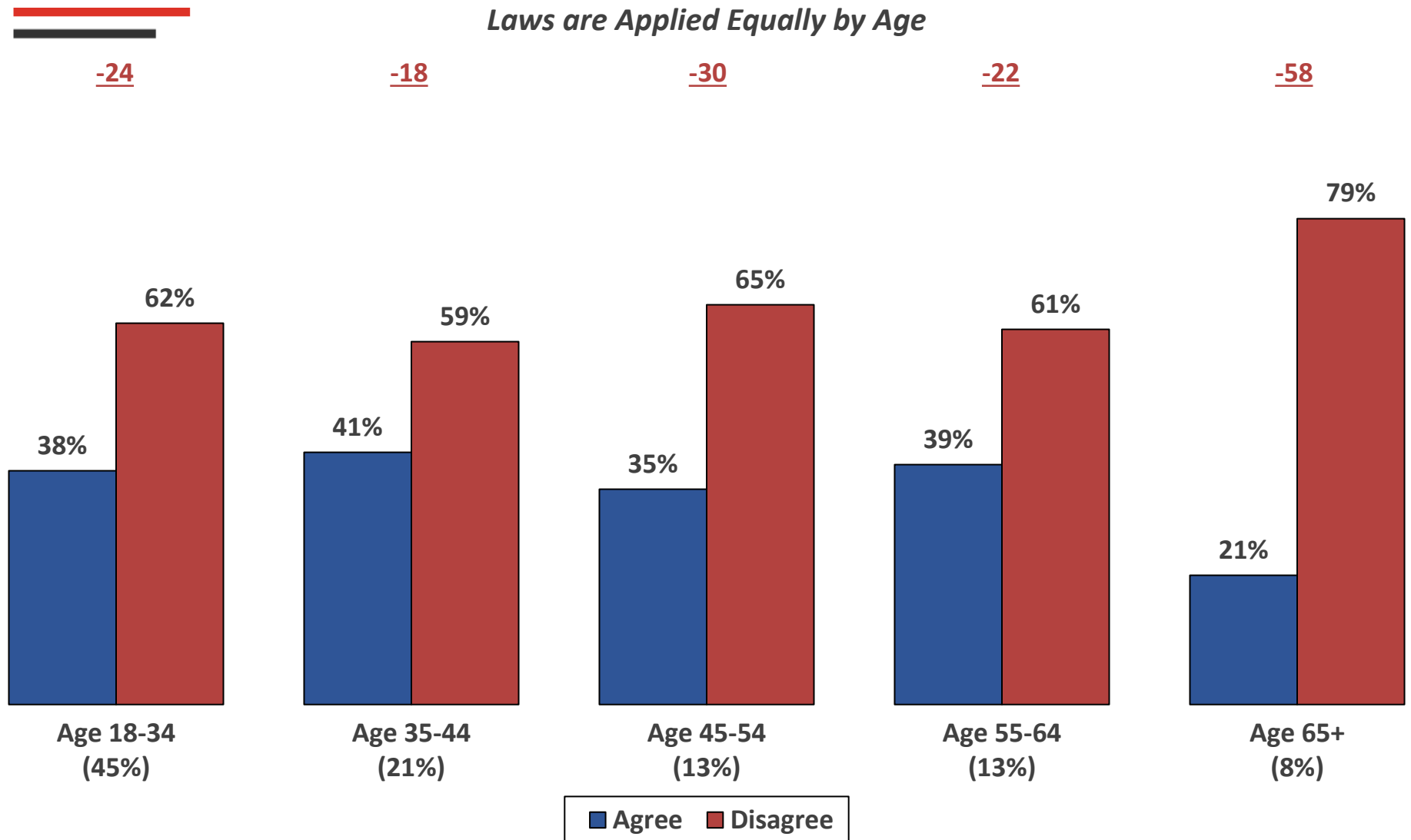


<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

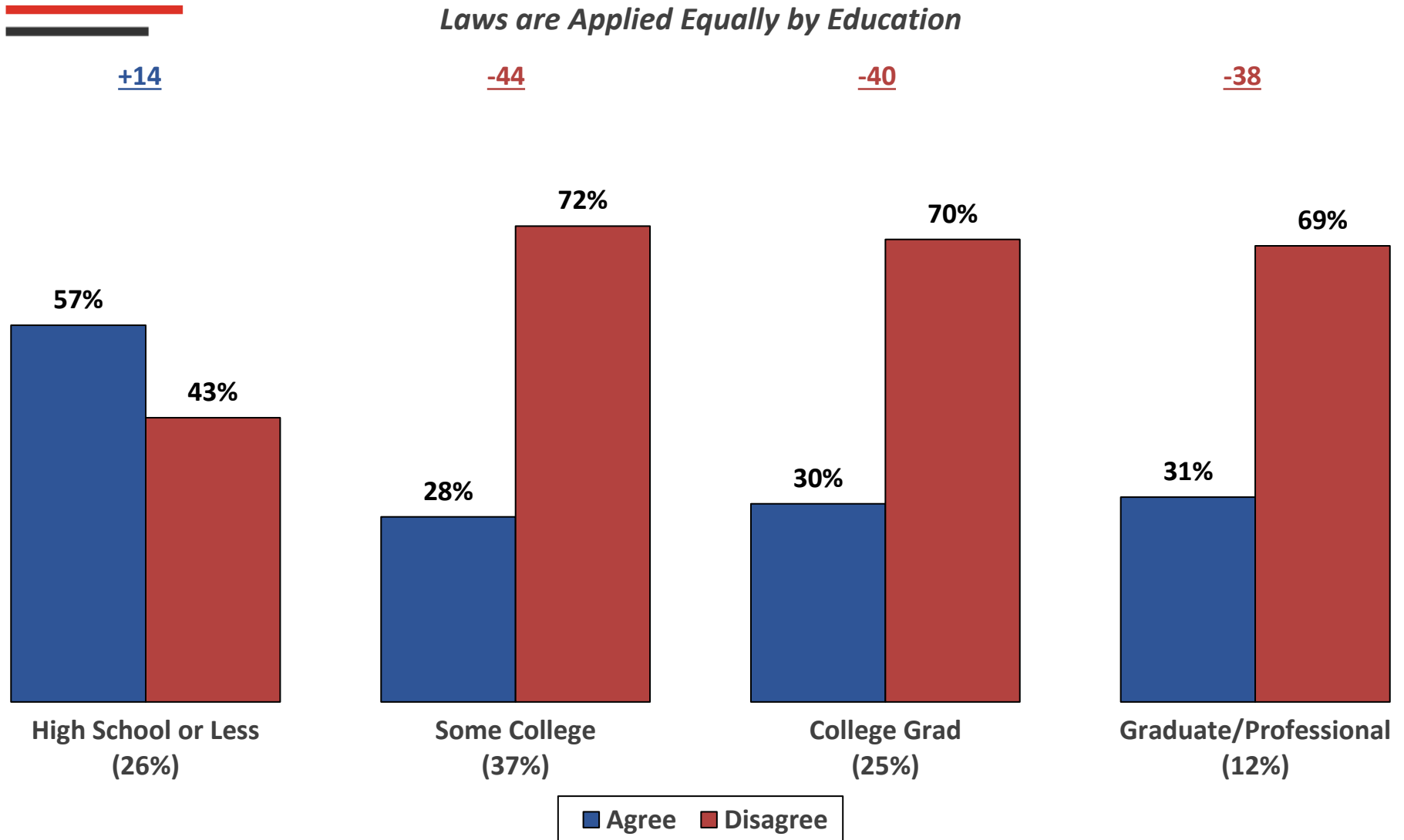
Republicans agree that the laws are applied equally. Three-quarters of Independents and four-fifths of soft Democrats disagree.



While all age ranges disagree, seniors are the most likely to disagree that laws are equally applied.



# Voters with no college education believe the law is applied equally.

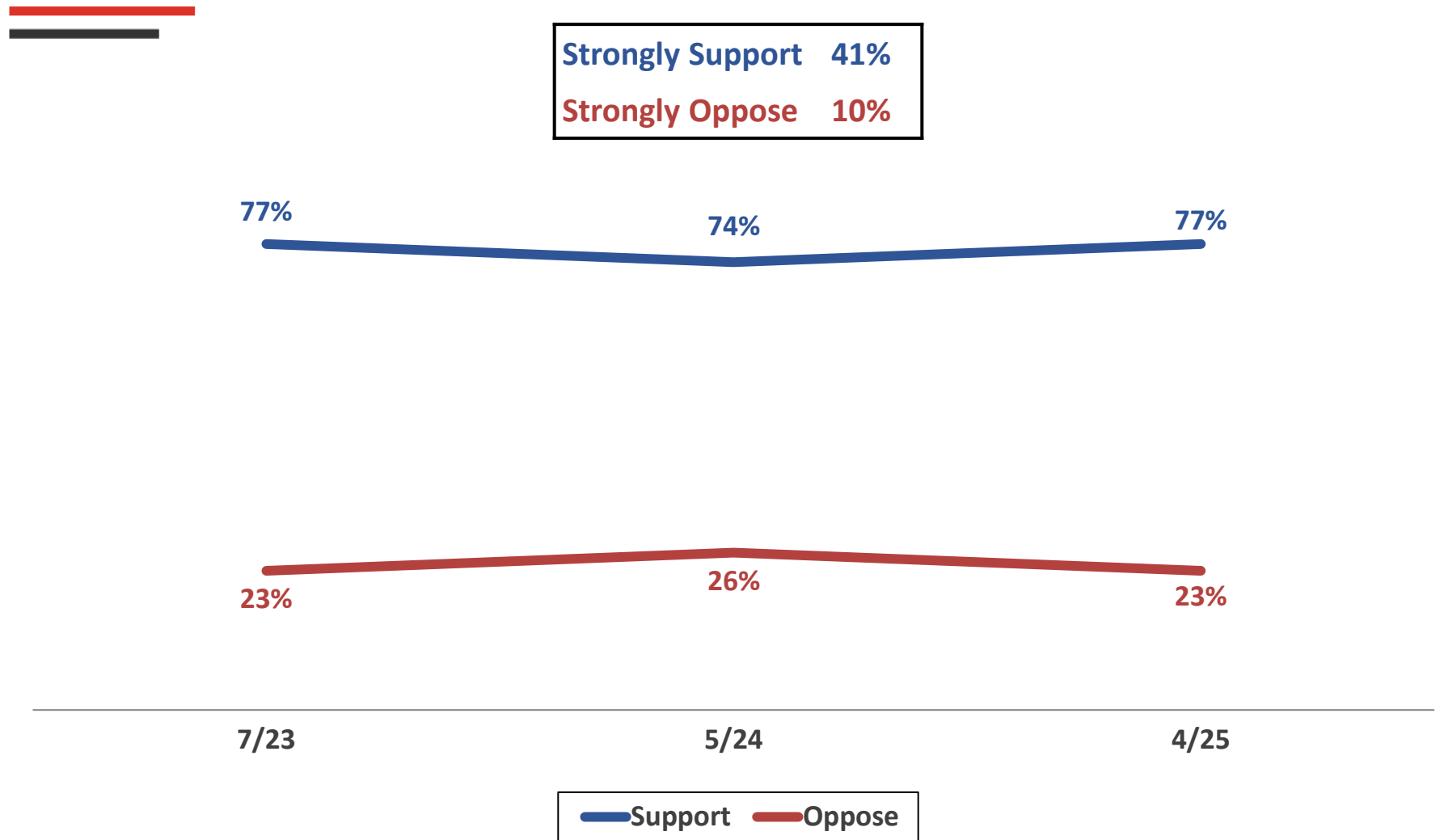




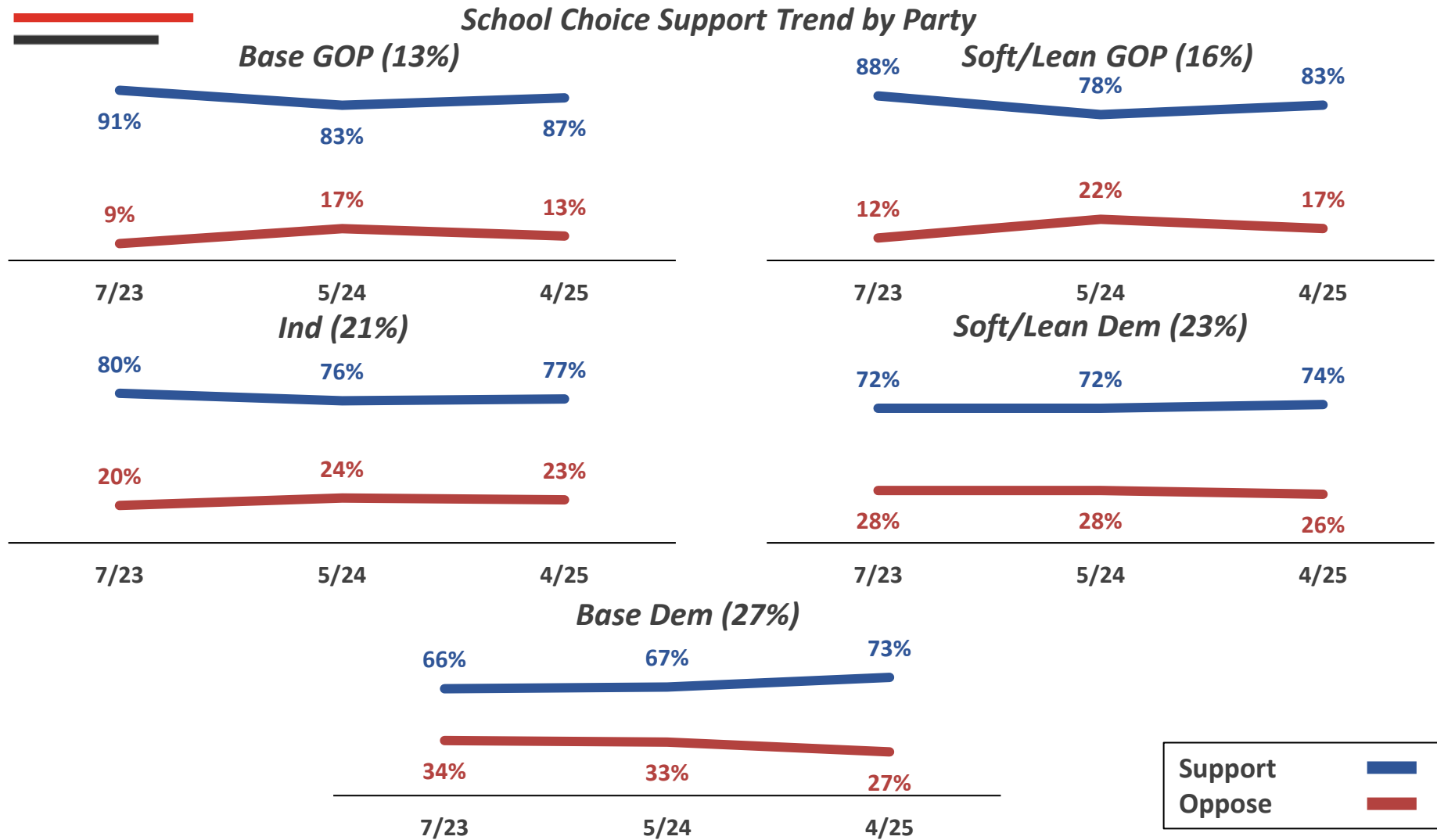


Education

# Over three-quarters of voters support school choice.



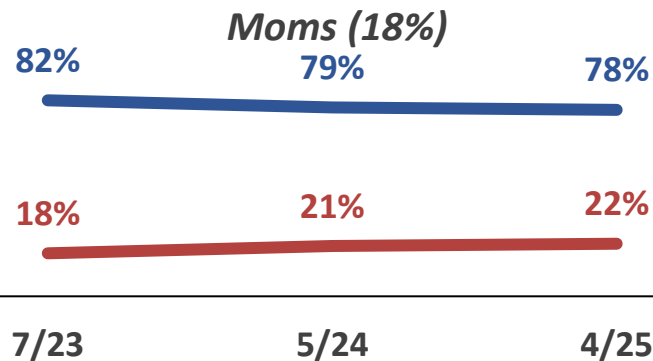
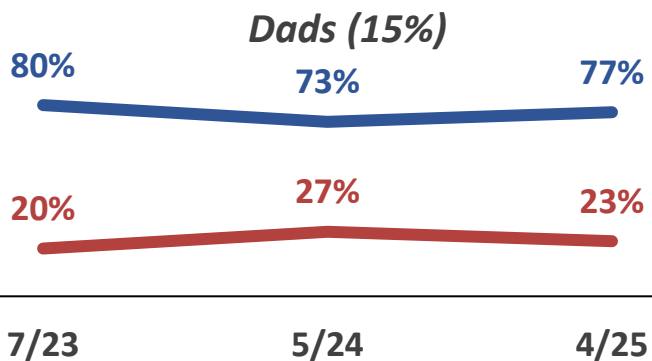
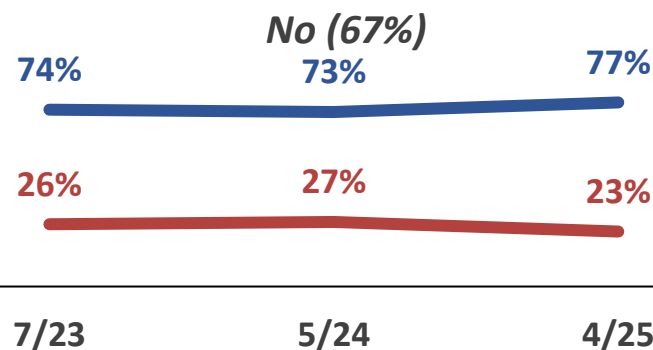
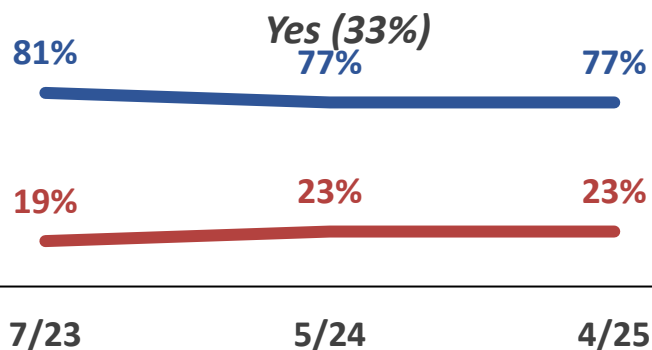
# School choice is popular across party lines.



# School choice is equally support among both parents and non-parents.

*School Choice Support Trend by Child in HH*

Support  
Oppose



If given the option of school choice, half of voters would choose to send their child to the public school in their district; nearly 40% would select a private school.

	5/24	4/25
<i>The public school in the district where you live</i>	<b>44%</b>	<b>50%</b>
<i>A private school</i>	<b>29%</b>	<b>38%</b>
<i>A public school in a different school district than where you live</i>	<b>18%</b>	<b>20%</b>
<i>A Charter school</i>	<b>14%</b>	<b>18%</b>
<i>Home School</i>	<b>14%</b>	<b>17%</b>
<i>A Religious School</i>	<b>14%</b>	<b>15%</b>

# Over 95% of voters agree that public high schools should offer more technical education and professional programs.

Ranked by % *Strongly Agree*

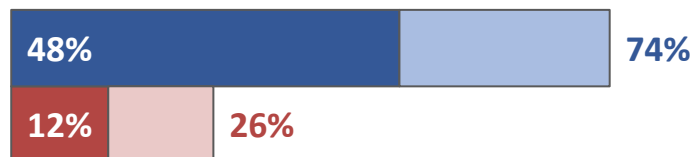
There should be more technical education and professional development programs offered in our public high schools.<sup>^^</sup>



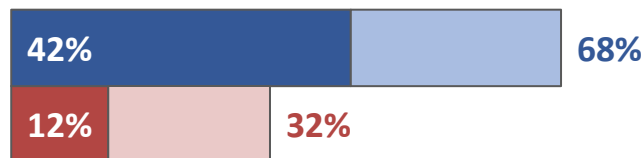
Many public school systems in America are failing our children by letting them fall behind.<sup>^</sup>



I am worried that public schools are not focused on teaching the basics like reading, writing, and arithmetic.<sup>^^</sup>



If I could afford to move my kids out of the public school system I would.<sup>^</sup>



■ Strongly Agree

■ Total Agree

■ Strongly Disagree

■ Total Disagree

<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

*"Now, please read the series of statements about education below... After you read each one, please indicate if you agree or disagree with that statement."*

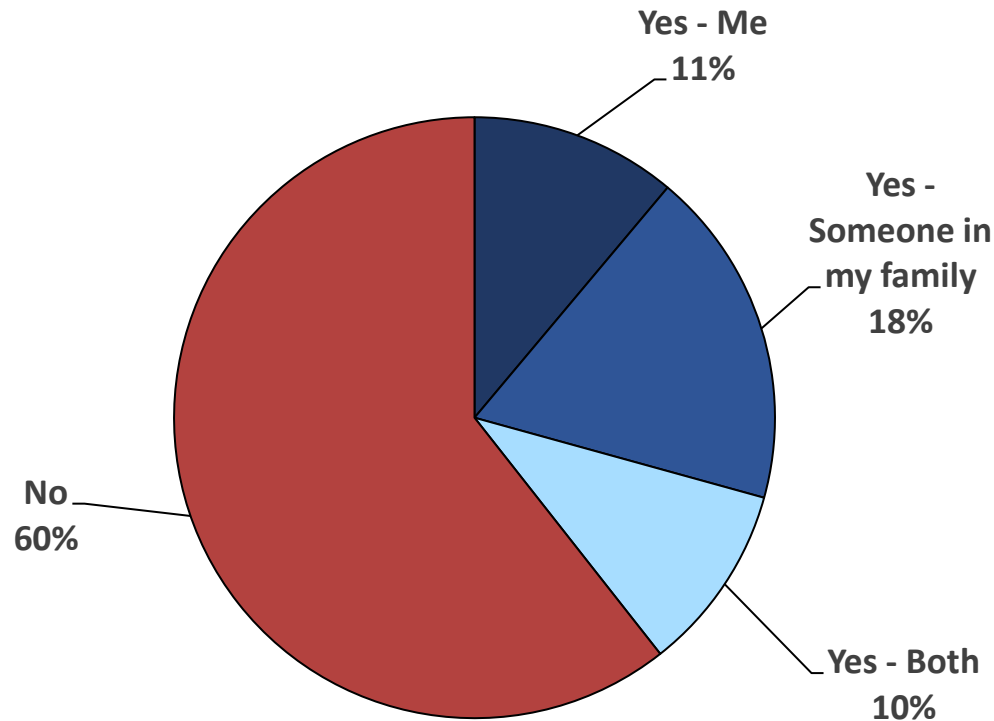


# Health Care

40% of voters have someone in their family with a pre-existing condition.



**Total Yes 40%**



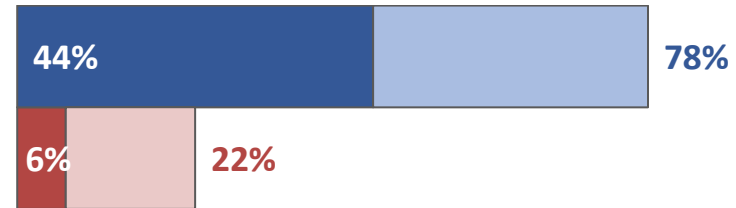


# Voters have had their health care costs increase.

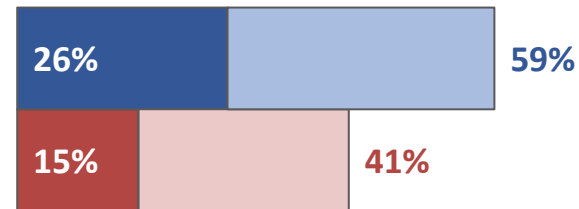


*Ranked by % **Strongly Agree***

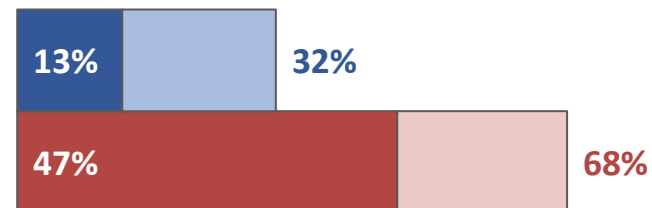
My health care costs have gone up in the last year.



There is a shortage of health care services or providers in my community.



I or someone in my family encounter language barriers when trying to receive medical care.



■ Strongly Agree


■ Total Agree

■ Strongly Disagree

■ Total Disagree

*"Now, please read the series of statements about health care below... After you read each one, please indicate if you agree or disagree with that statement."*

Voters are more likely to prefer easy access to health care over quality health care that is more difficult to access.



**59%**

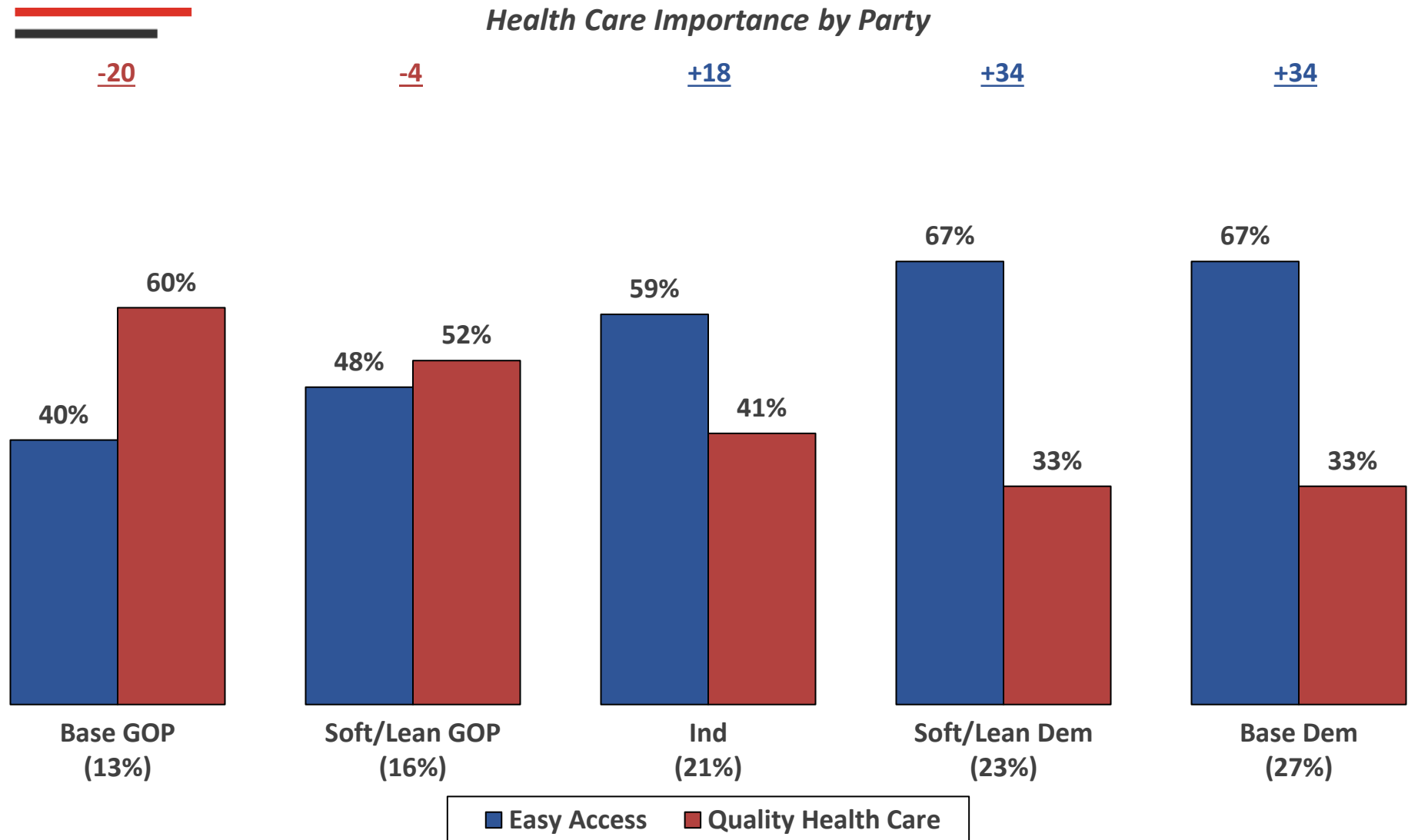
*Having easy access to health care*

***...or...***

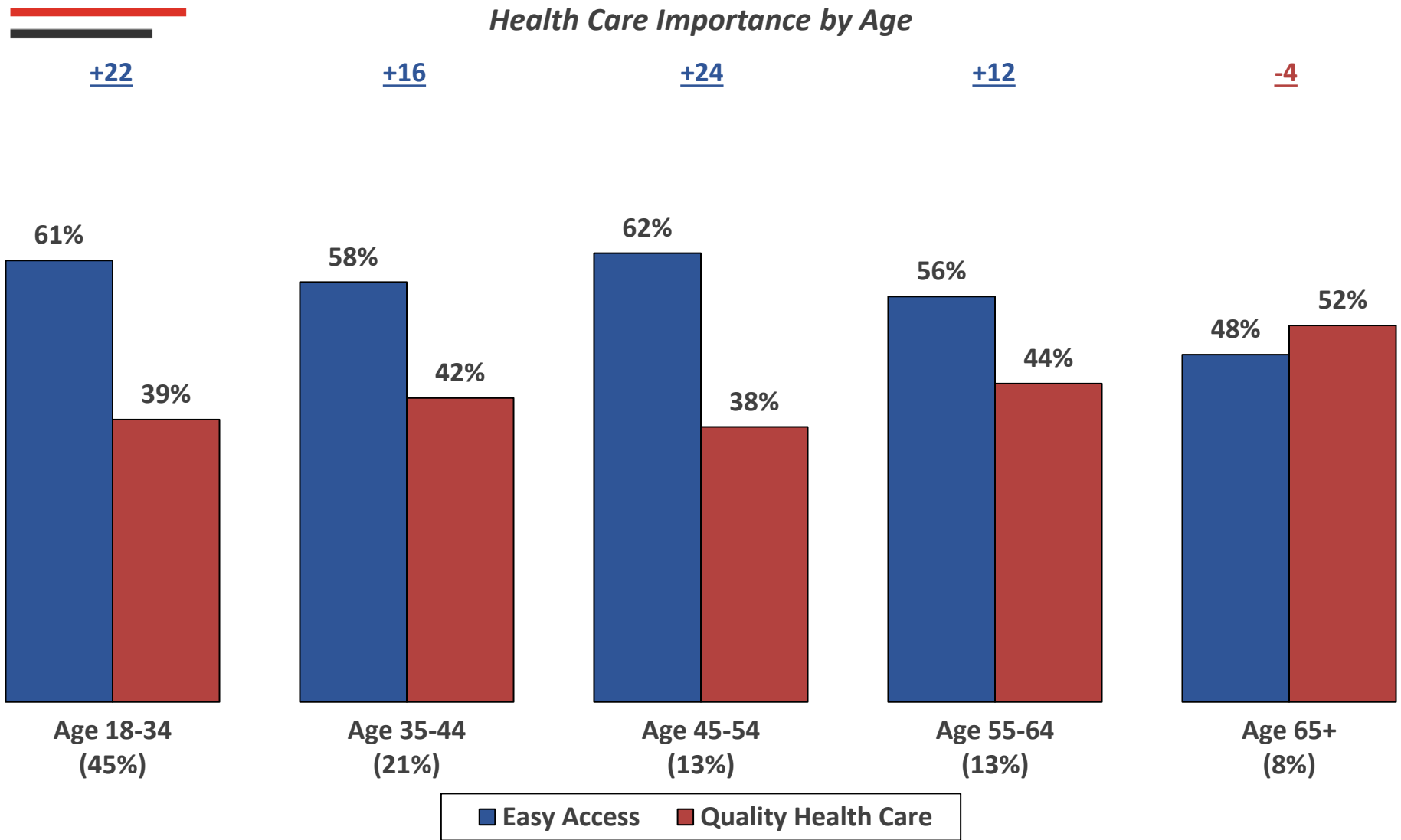
**41%**

*Having quality health care, even if it is more difficult to access*

# Two-thirds of Democrats prefer easy access to health care.

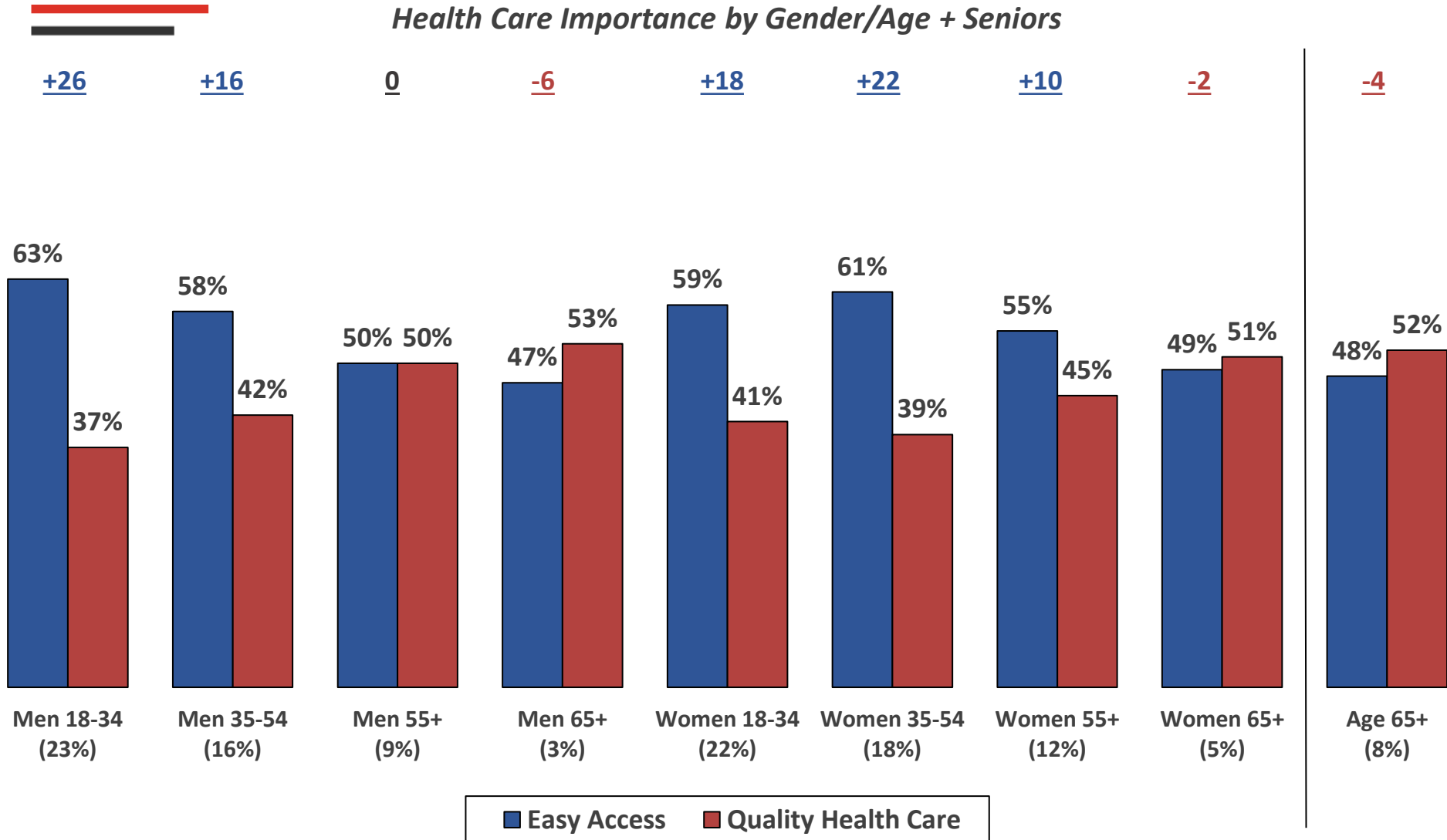


# Seniors narrowly prefer quality health care over easy access.

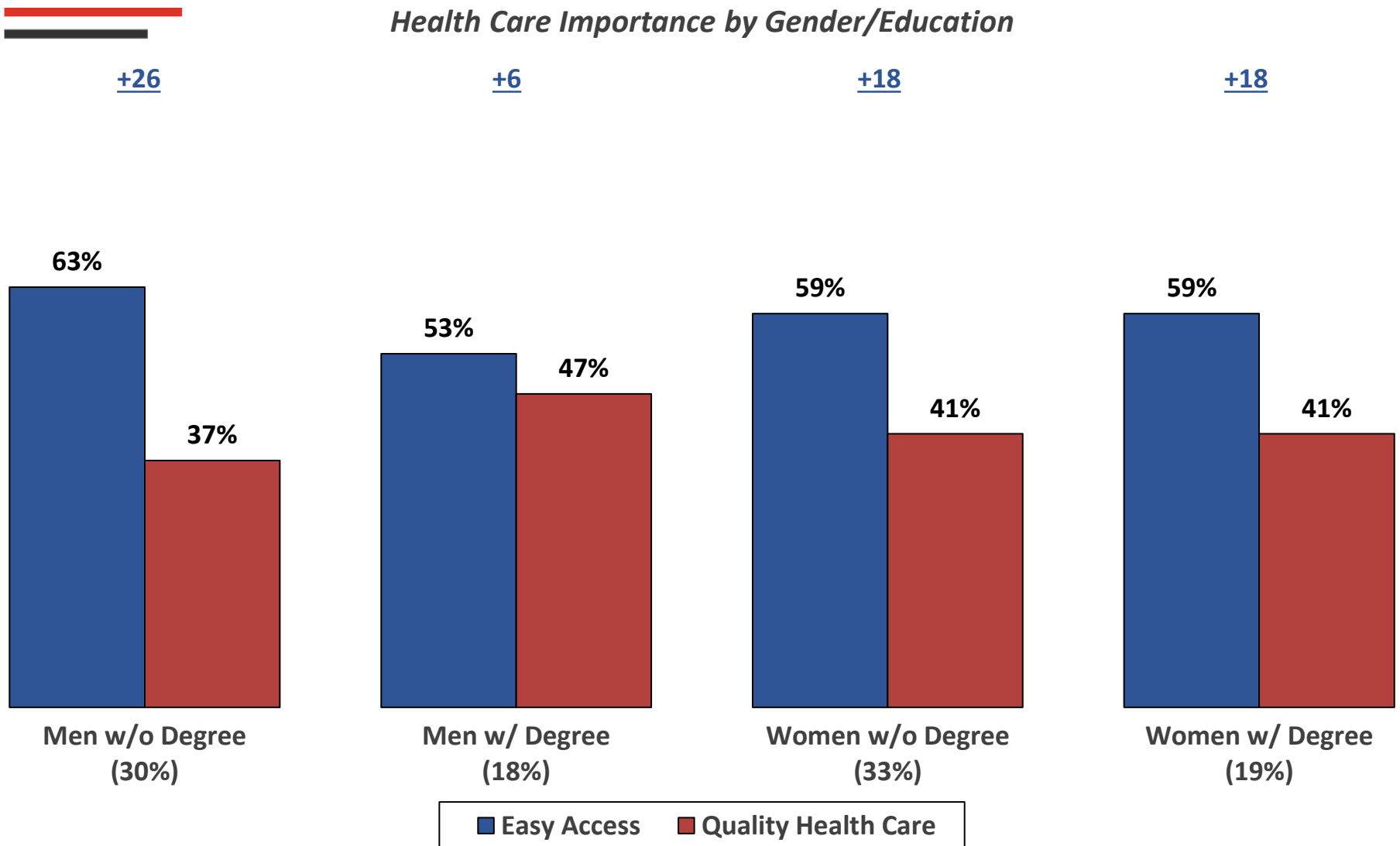


# Younger men are the most likely to prefer easy access.

*Health Care Importance by Gender/Age + Seniors*



Voters across all gender/education groups prefer easy access. Men with degrees are the least likely to believe this.



# Voters strongly agree with all of these statements.

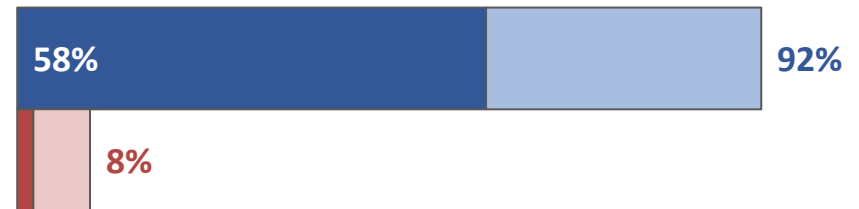


Ranked by % *Strongly Agree*

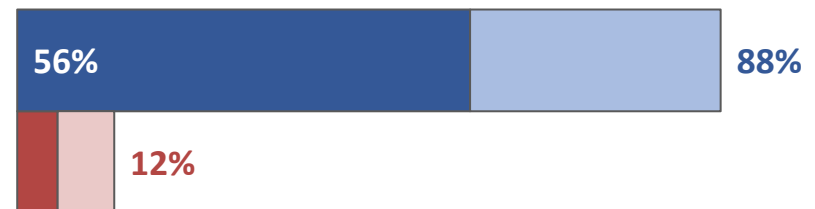
We need to make reforms to the federal health care program that meets the needs for Americans now and in the future.<sup>^^</sup>



Health care companies game the health care system to squeeze more money out of federal taxpayers.<sup>^^</sup>



Congress should focus on eliminating waste, fraud, and abuse in federal health care programs.<sup>^</sup>

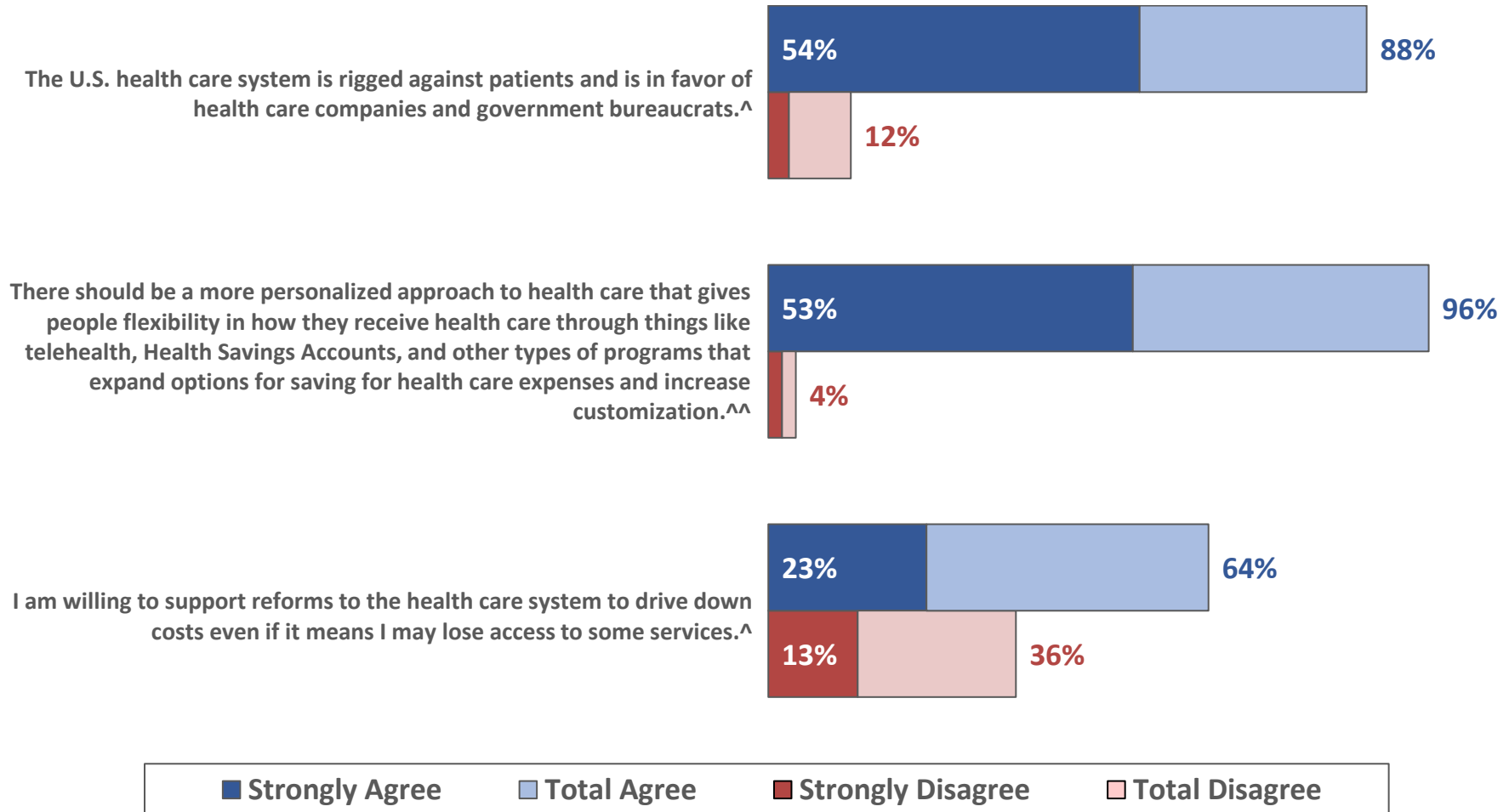


<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

*"Now please read the series of statements below. After you read each one, please indicate if you agree or disagree with that statement."*

# Voters are less likely to say they would support reforms that may cause them to lose access to some services.

Ranked by % *Strongly Agree*



<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

*"Now please read the series of statements below. After you read each one, please indicate if you agree or disagree with that statement."*



A majority of voters believe the government has a responsibility to ensure Medicaid recipients are legitimate.

---

**47%**

*Medicaid should cover as many people as possible even if it means accessing care is harder for the typical Medicaid beneficiary such as pregnant women, children, the disabled, and the elderly.*

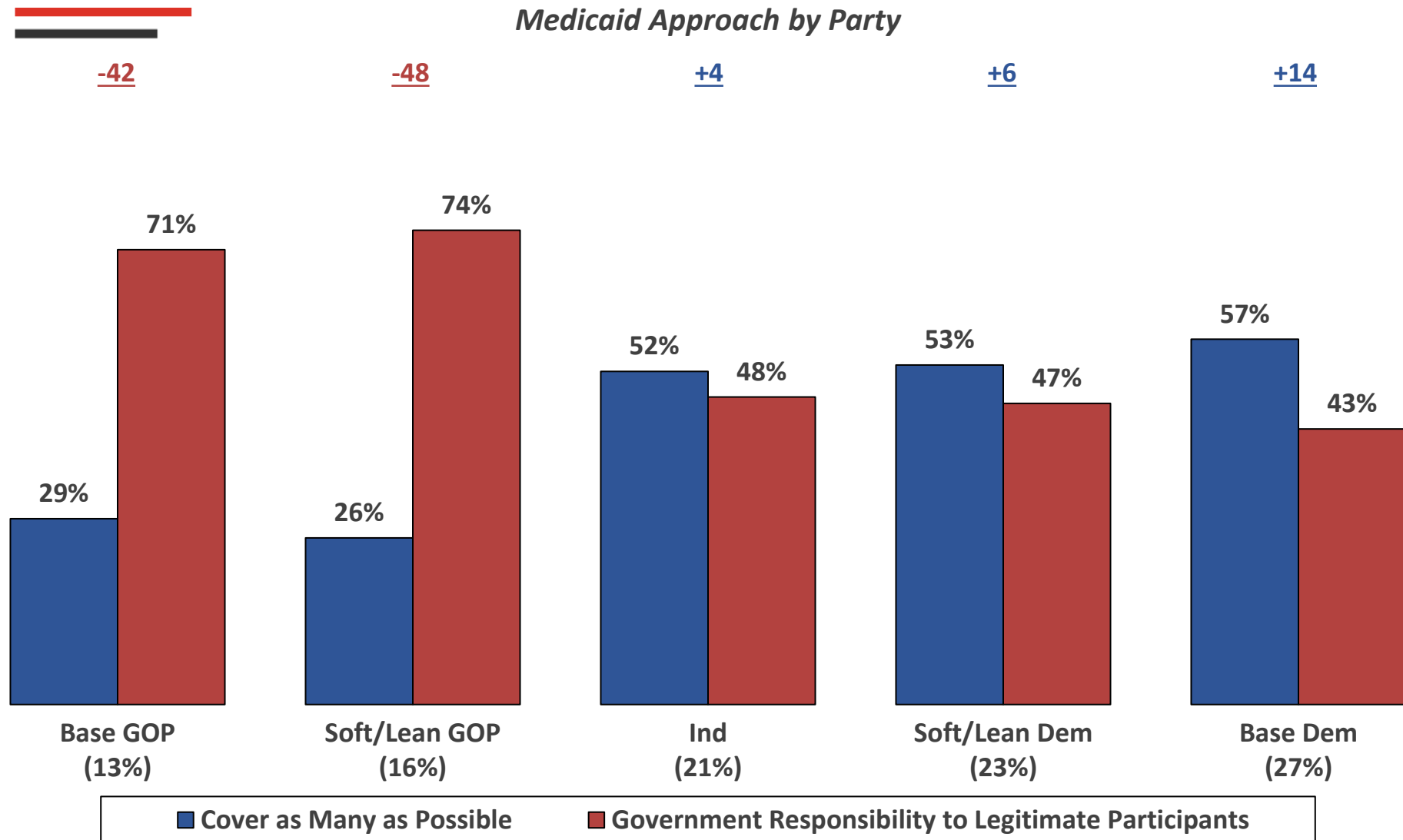
**...or...**

**53%**

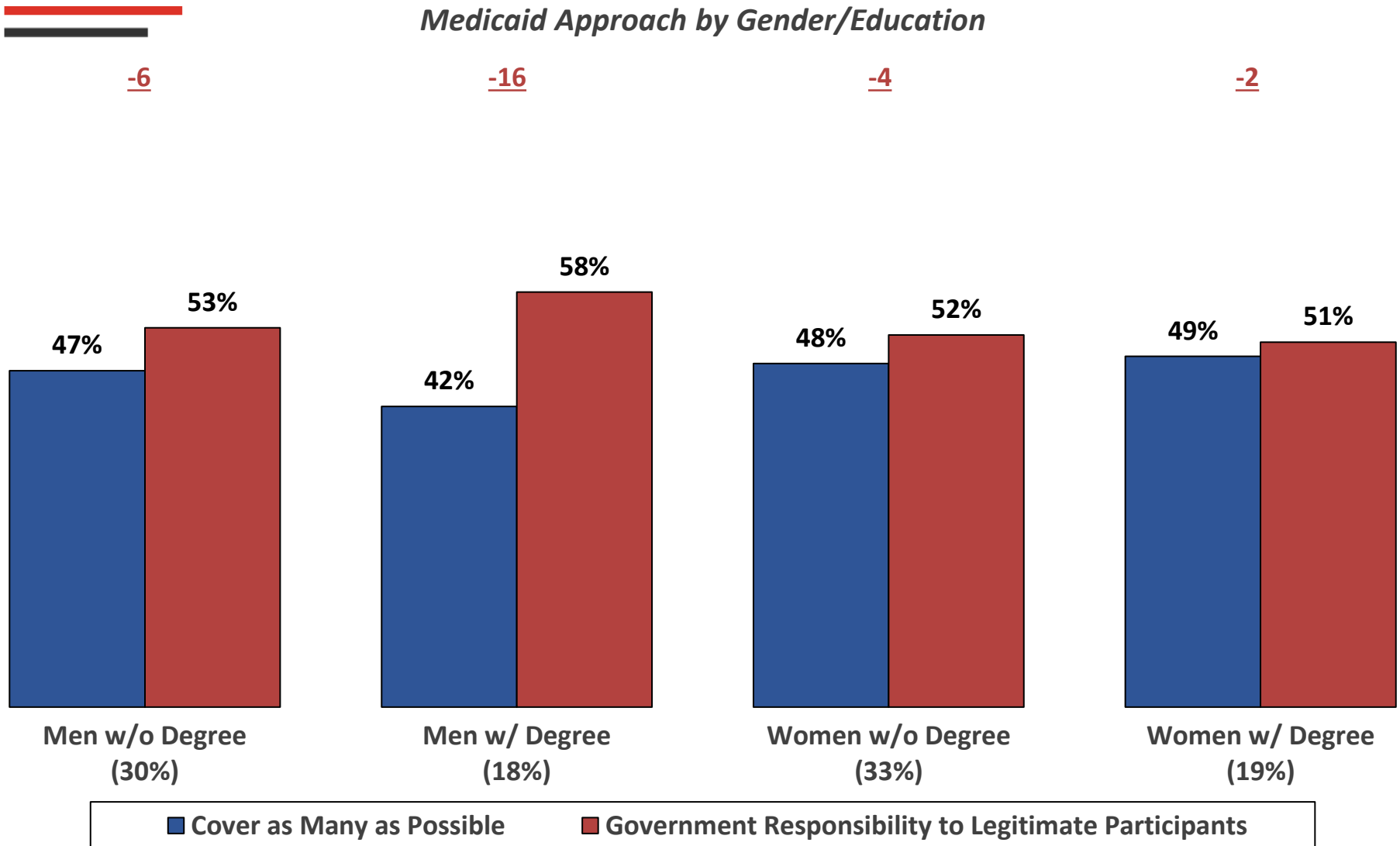
*The government has a responsibility to taxpayers as well as legitimate Medicaid recipients to make sure that those who are eligible can enroll, even if it means some Americans are left without health care.*

^Split Sample A

# Independents and soft Democrats are divided on what approach is best.



College educated men are more likely than other gender/education groups to emphasize government's responsibility to legitimate participants.



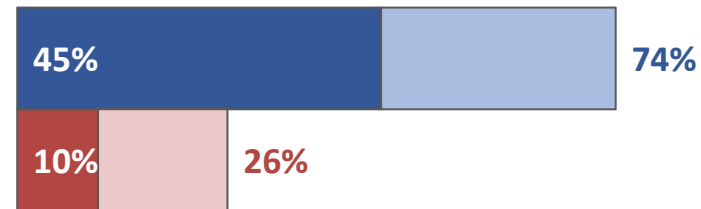
# Voters are worried about the financial health of Social Security, Medicare, and Medicaid.

Ranked by % *Strongly Agree*

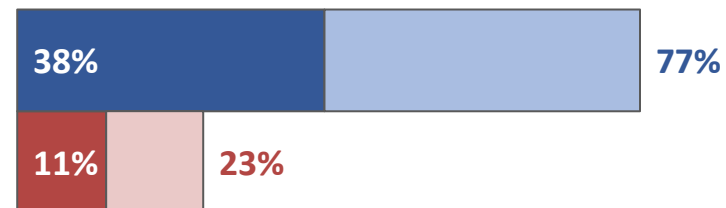
I am worried about the financial health of our country's social programs such as Social Security, Medicare, and Medicaid.<sup>^^</sup>



Social programs such as Social Security, Medicare, and Medicaid in the country are being taken advantage of and congress should make sure the programs serve who it was intended to serve.<sup>^</sup>



Medicaid should be a temporary safety net when serving able-bodied adults. We should encourage people to work and improve their personal situation to help them get off Medicaid so that the program can focus on serving pregnant women, children, seniors and people with disabilities.<sup>^^</sup>



■ Strongly Agree

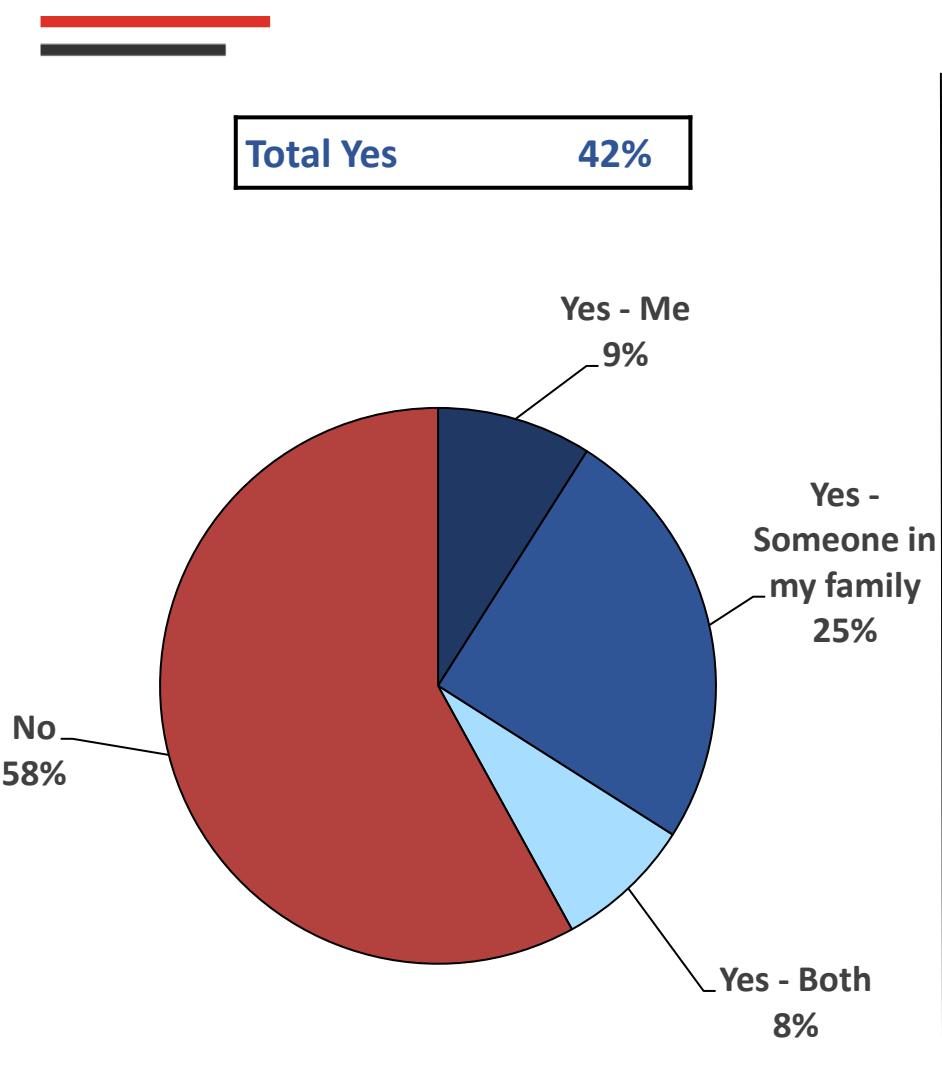
■ Total Agree

■ Strongly Disagree

■ Total Disagree

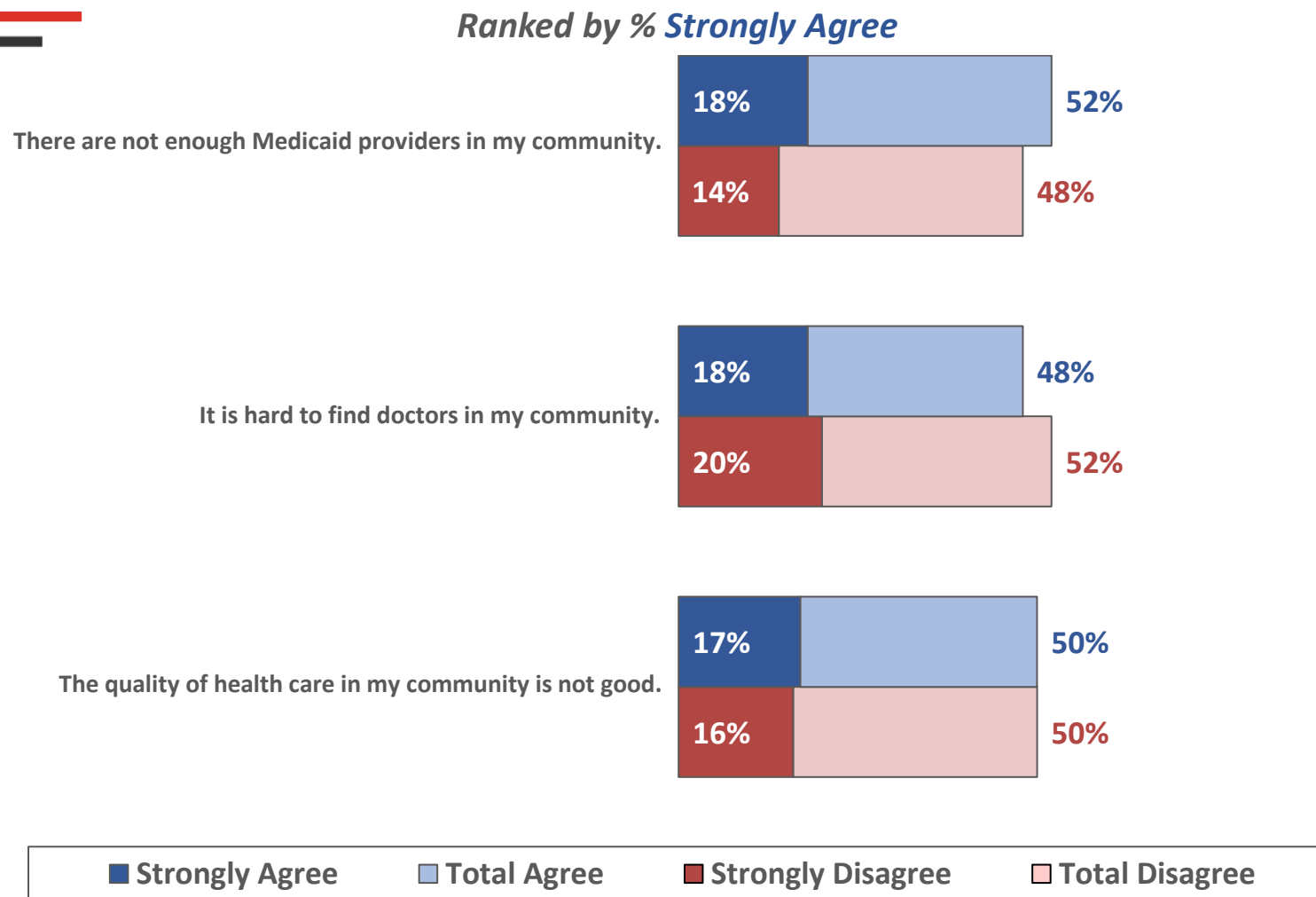
<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

# Over 40% of voters have someone in their family on Medicaid.



Top Groups – Yes (42%)	
Independent w/o Degree	58%
Small Business Owner: Yes - Family	57%
Country of Origin: Puerto Rico	57%
Income: Under \$40K	56%
Child in HH: Moms	55%
Small Business Owner: Total Yes	54%
Women 18-34	53%
Small Business Owner: Yes - Self	52%
Work 1+ Job: Yes	50%
Independent Men	49%
Education: Some College	49%
Women w/o Degree	49%
Income: \$40K-\$80K	49%
Child in HH: Yes	49%
Region: Northeast	48%
Employment: Hourly Women	48%
Age: 18-34	47%
Moderate/Liberal GOP	47%
Independent 18-54	47%
Language At Home: Spanish/English	47%
Independents	46%

# Voters do not have strong intensity on any of these statements.



*"Please read the statements below and indicate if you agree or disagree with that statement."*

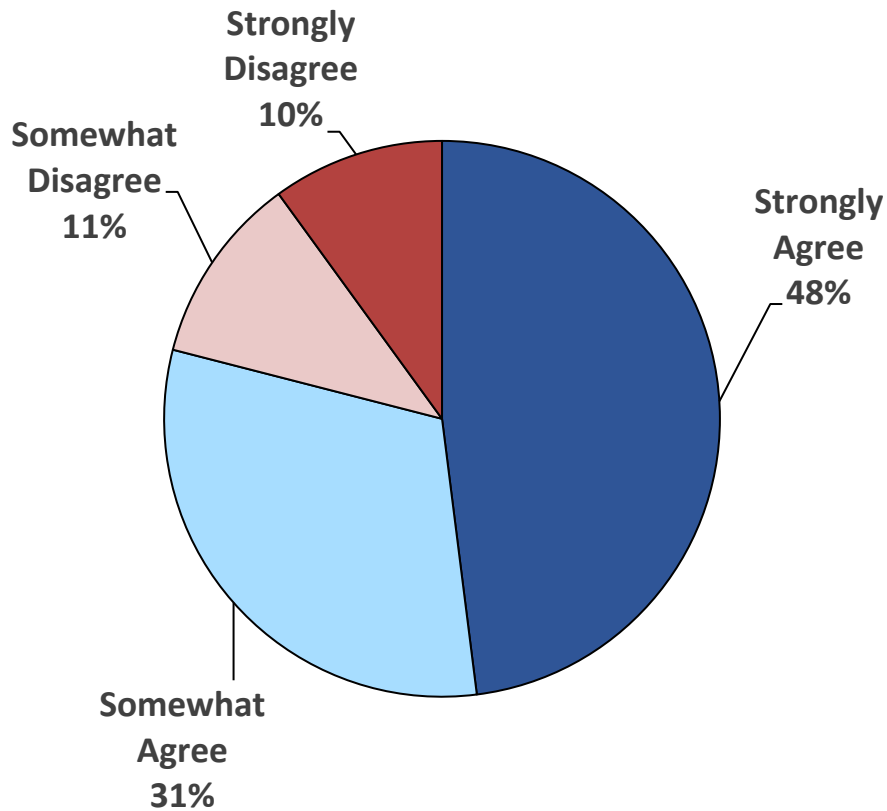


# Immigration

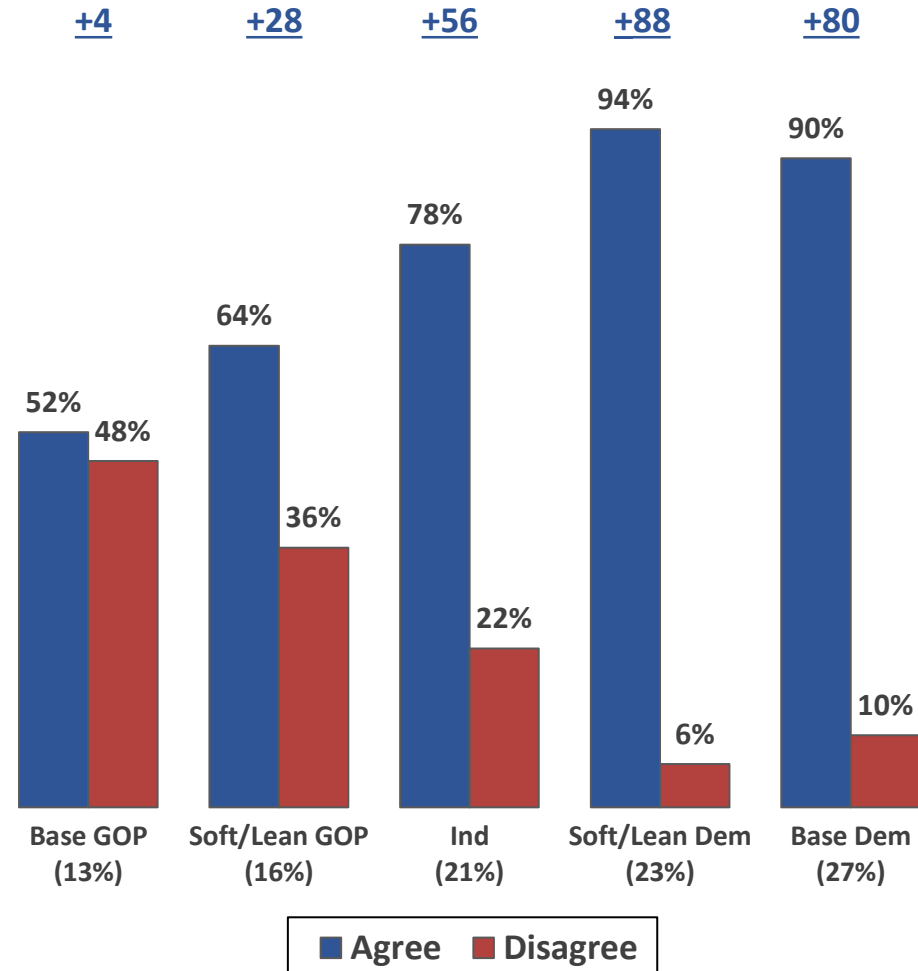
Nearly 80% of voters, including four-in-five Independents and almost two-thirds of soft Republicans, believe the President should focus on deporting those who have committed serious crimes.

### Overall

Total Agree	79%
Total Disagree	21%



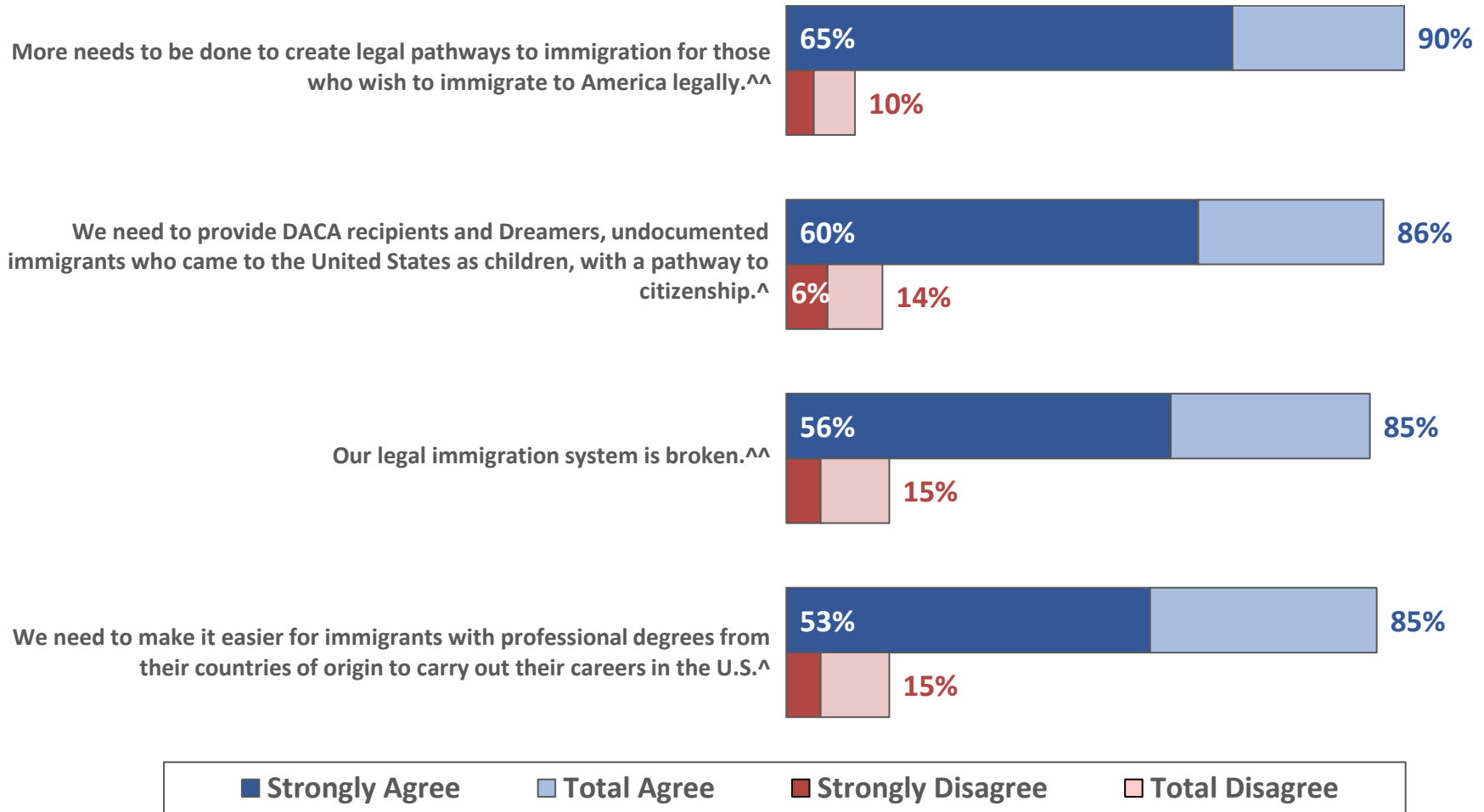
### By Party





# Voters overwhelmingly believe there should be more legal pathways to citizenship, including among DACA recipients.

Ranked by % *Strongly Agree*

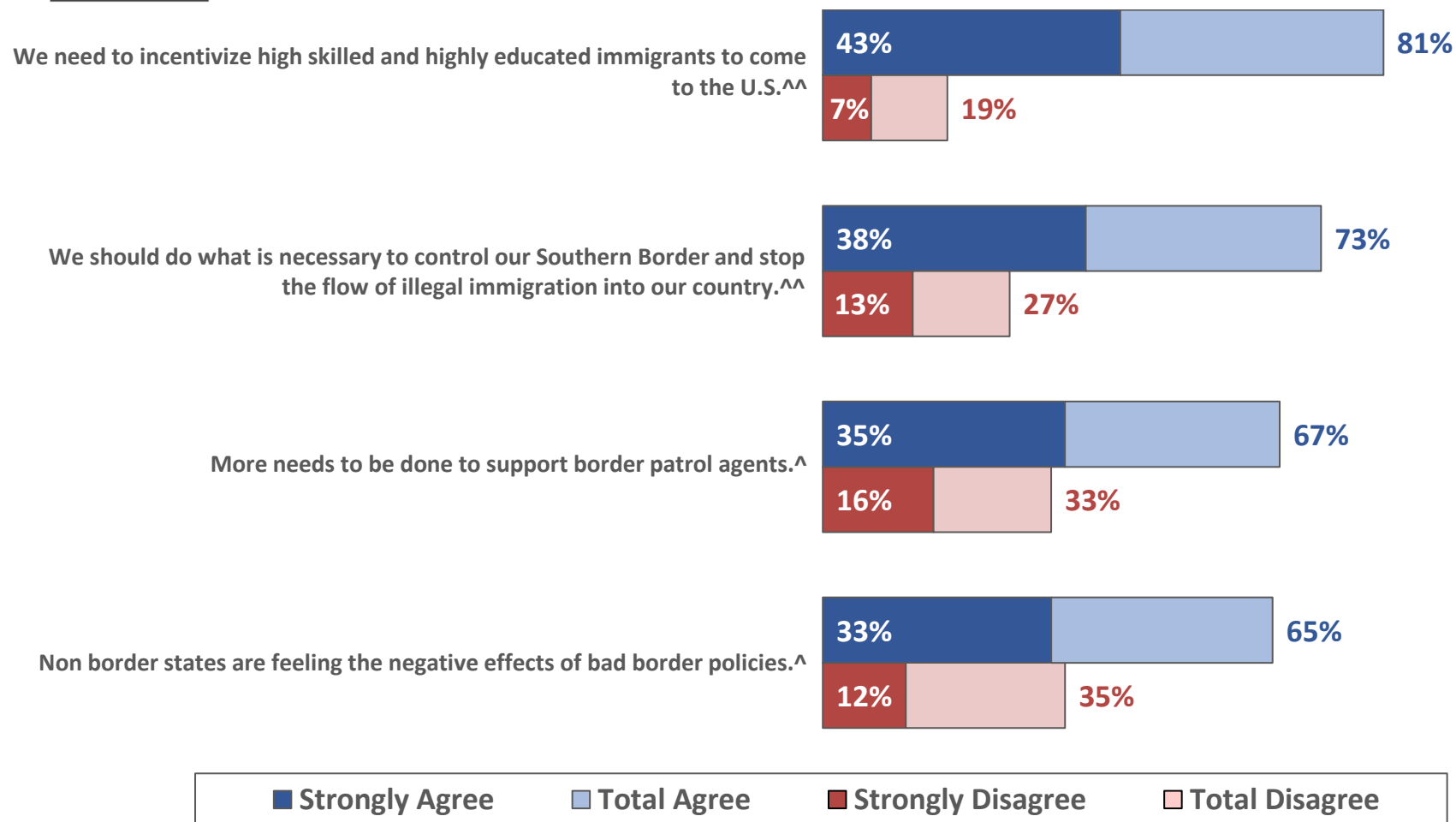


^Split Sample A, ^^Split Sample B

*"Now, please read the series of statements about immigration below... After you read each one, please indicate if you agree or disagree with that statement."*

# Voters agree with all of these immigration messages.

## Ranked by % *Strongly Agree*



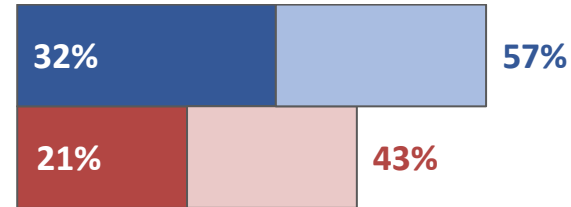
<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

*"Now, please read the series of statements about immigration below... After you read each one, please indicate if you agree or disagree with that statement."*

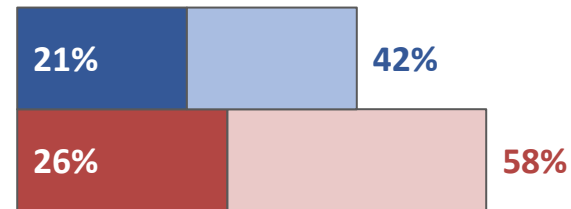
# These messages are not effective.

Ranked by % *Strongly Agree*

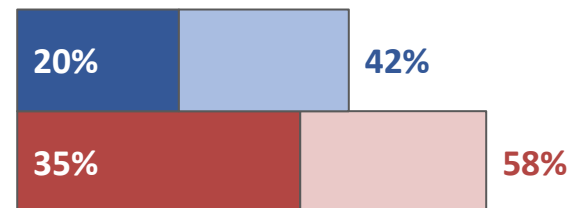
Non border states are feeling the negative effects of Biden's bad border policies.<sup>^^</sup>



The federal government isn't doing enough to secure the border.<sup>^</sup>



Illegal immigration is worse now than it was a year ago.<sup>^</sup>



■ Strongly Agree

■ Total Agree

■ Strongly Disagree

■ Total Disagree

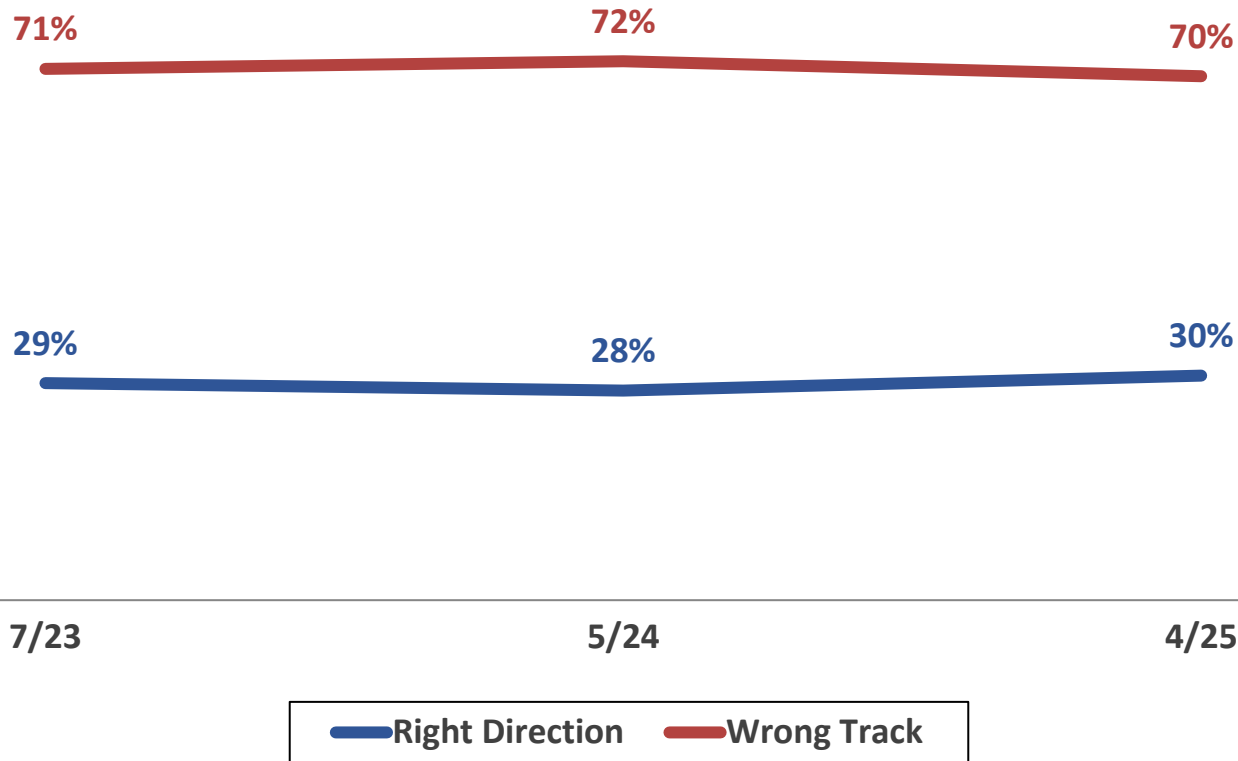
<sup>^</sup>Split Sample A, <sup>^^</sup>Split Sample B

*"Now, please read the series of statements about immigration below... After you read each one, please indicate if you agree or disagree with that statement."*

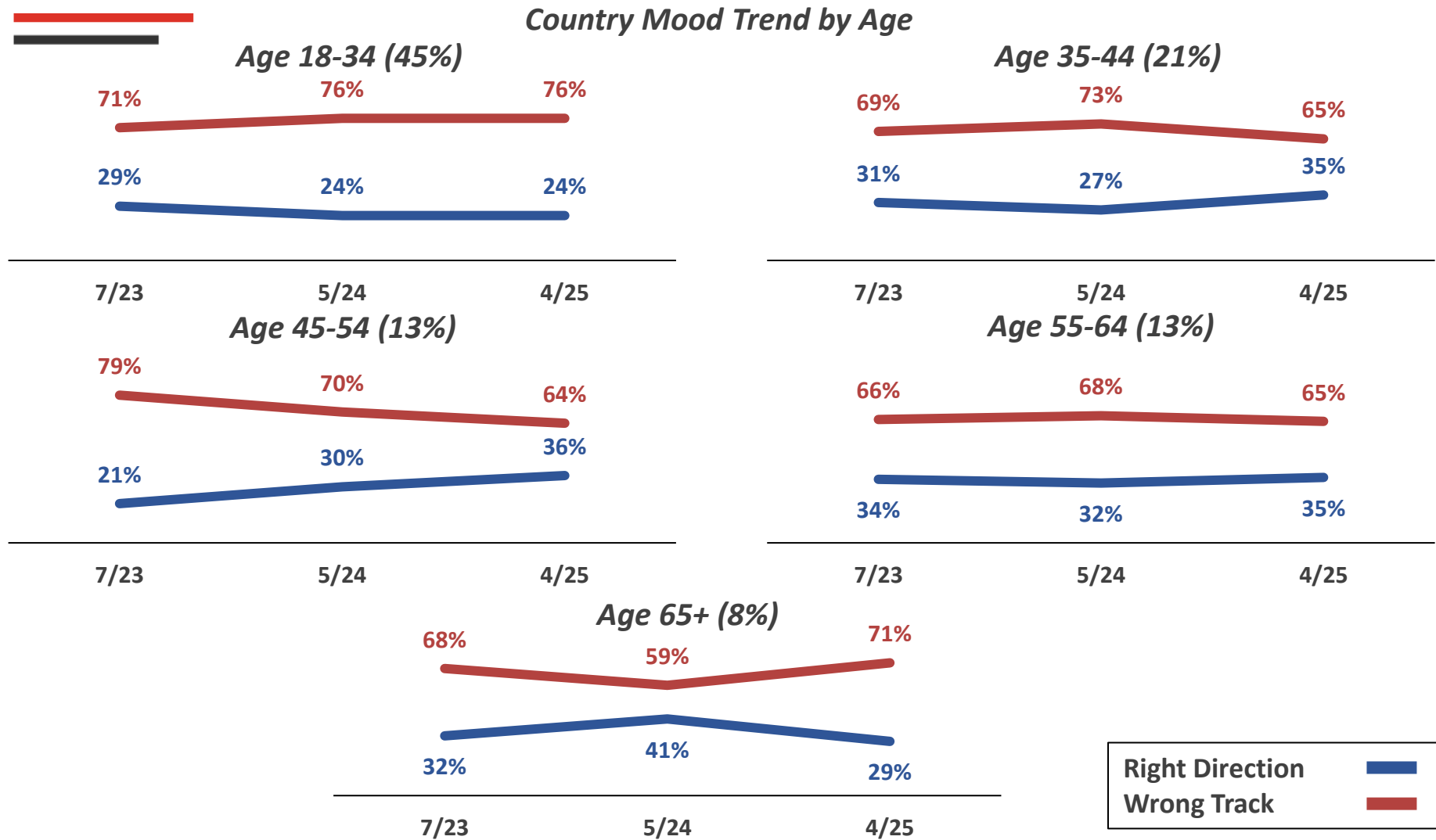


# Political Environment

# 70% of Hispanics think the country is on the wrong track.



# Three-quarters of voters younger than 35 are pessimistic about the direction of the country.

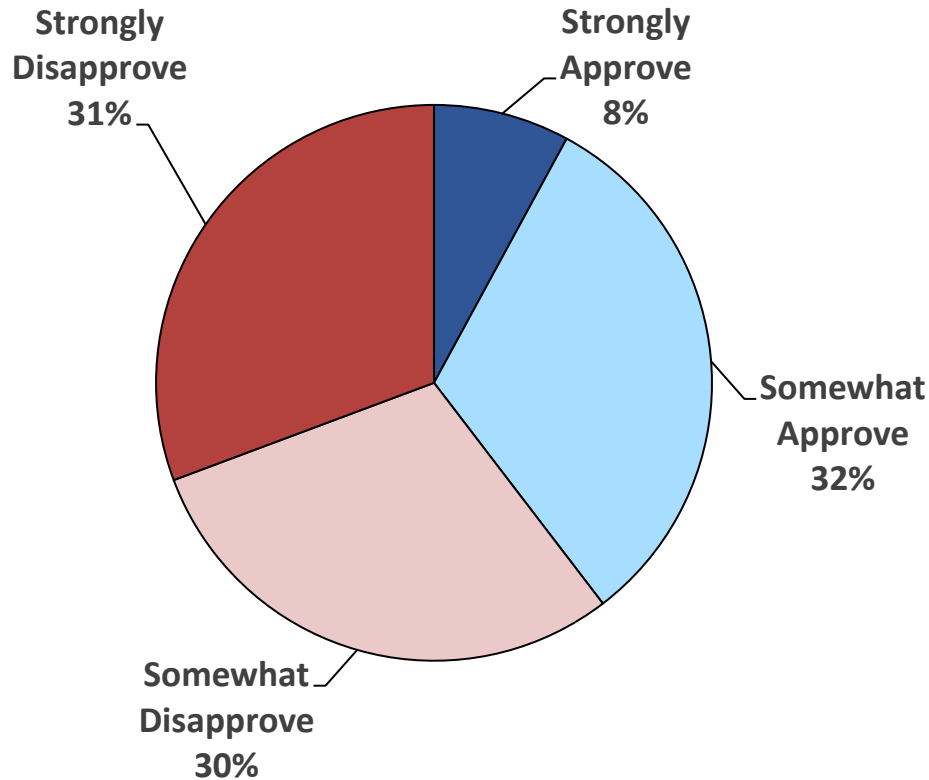


# Hispanic voters disapprove of both Republicans and Democrats in Congress.

## Democrats

**Total Approve 40%**

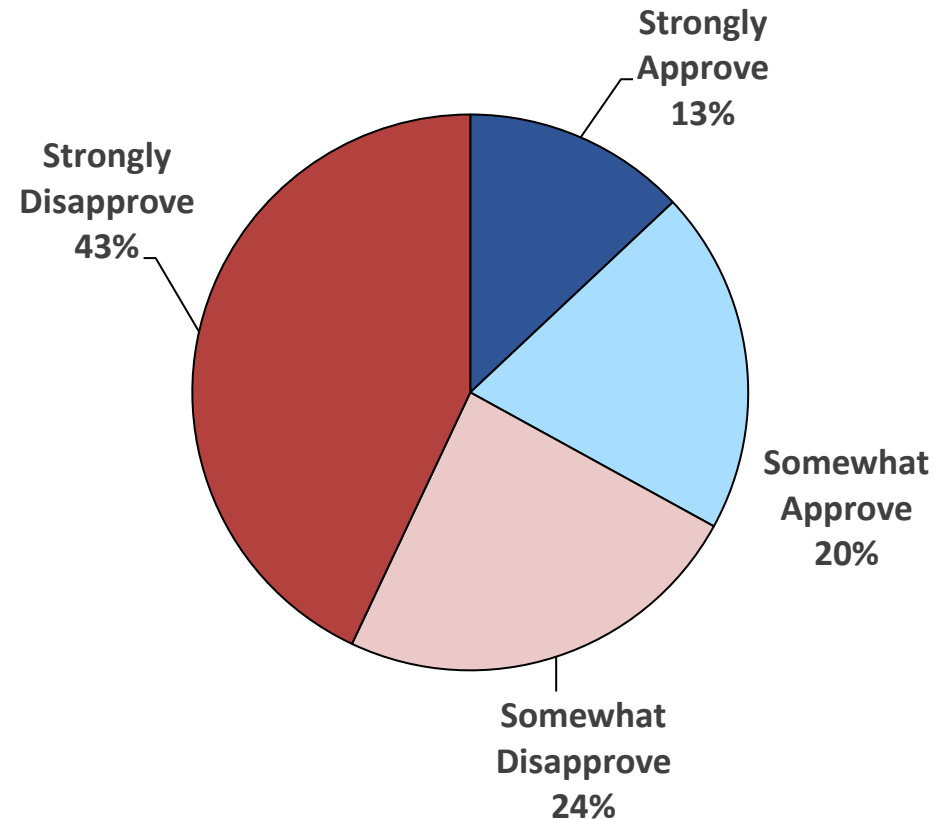
**Total Disapprove 60%**



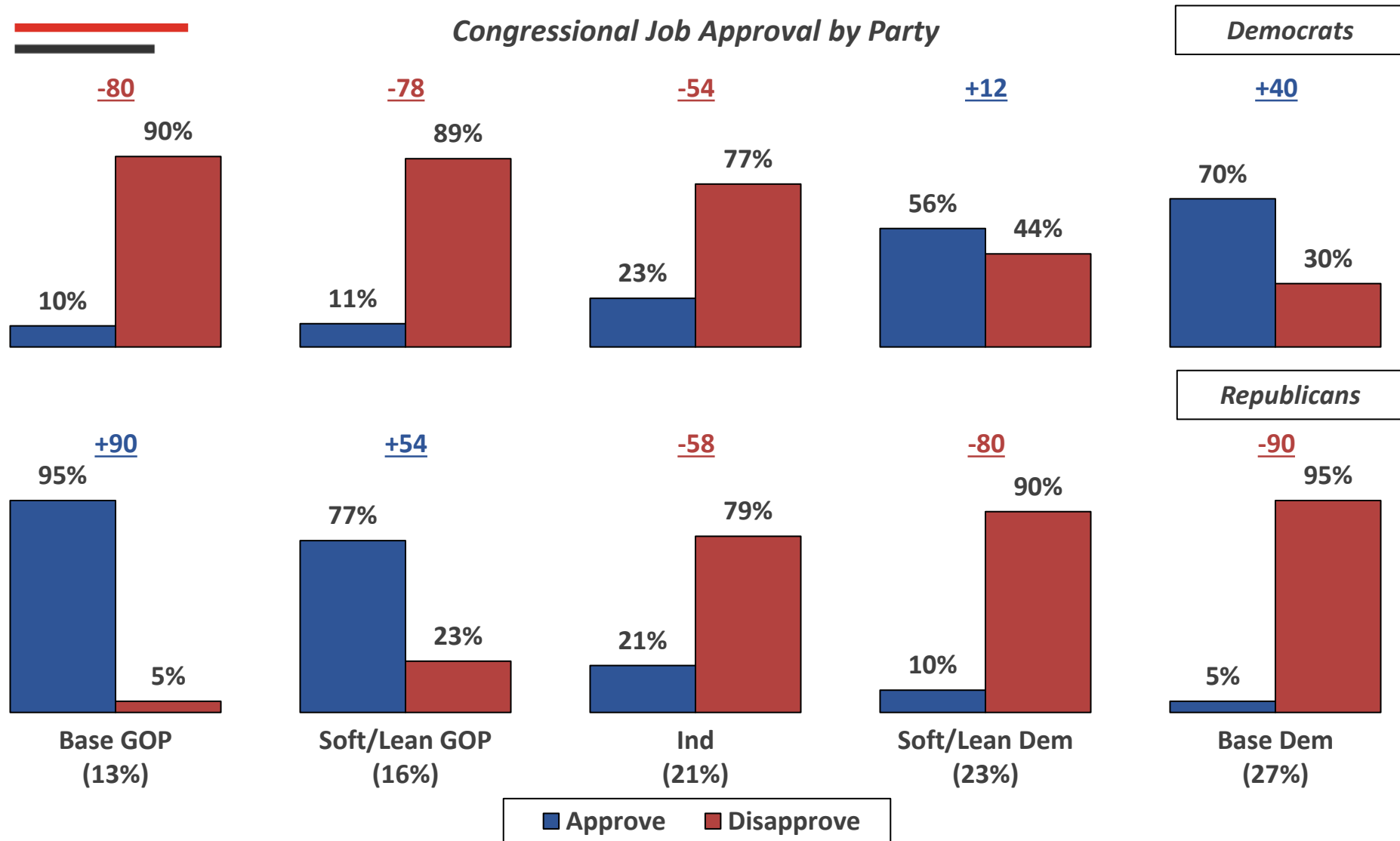
## Republicans

**Total Approve 33%**

**Total Disapprove 67%**

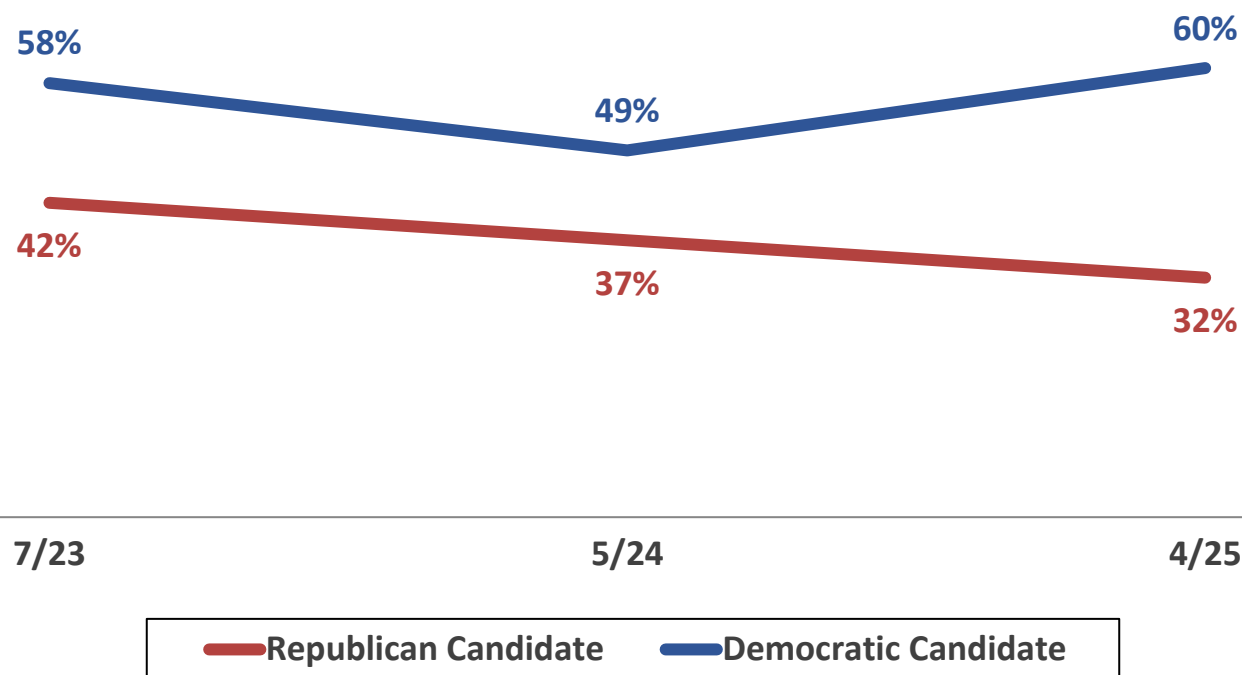


# 44% of soft Democrats and 30% of base Democrats disapprove of their party's Representatives in Congress.

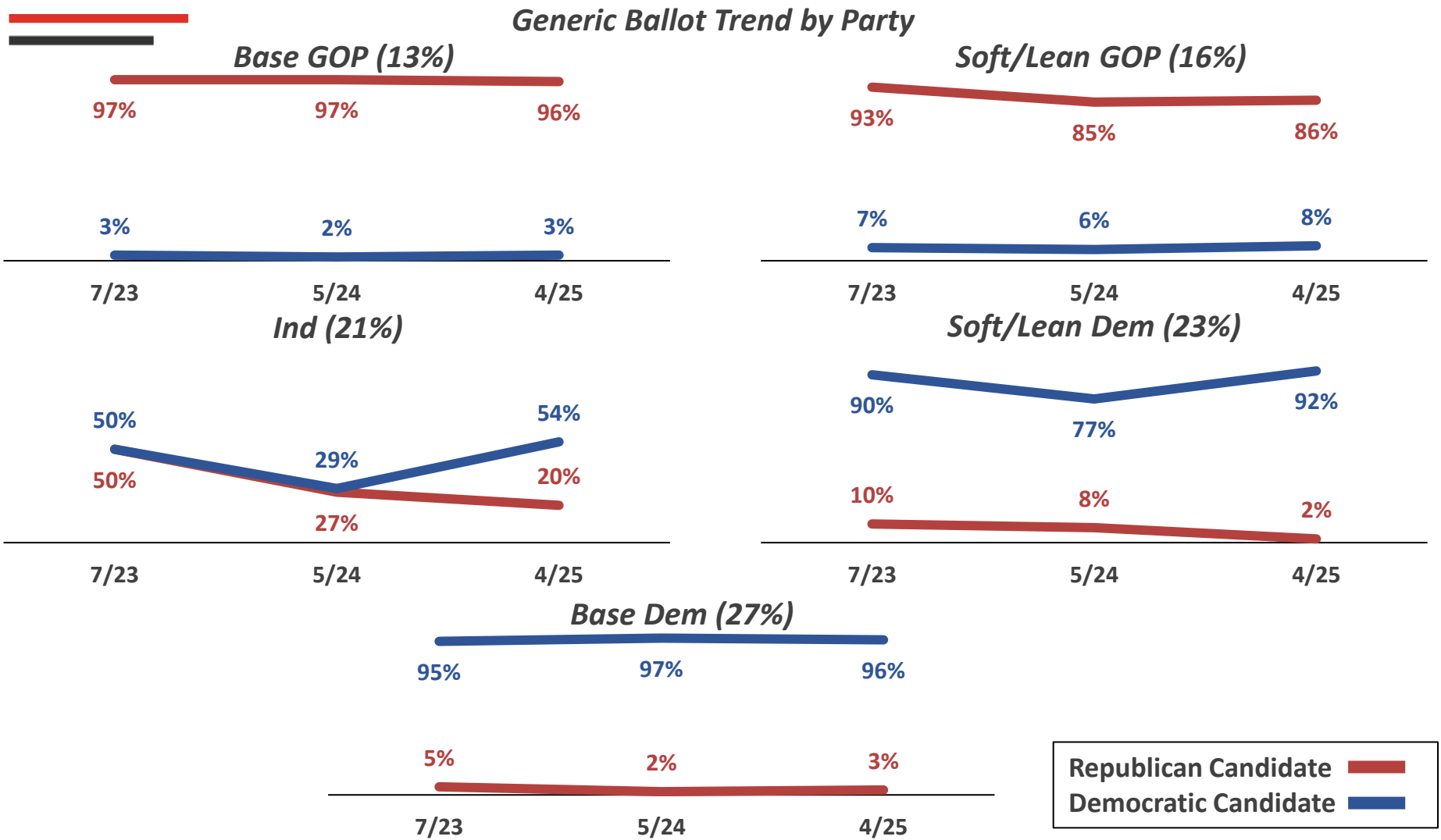




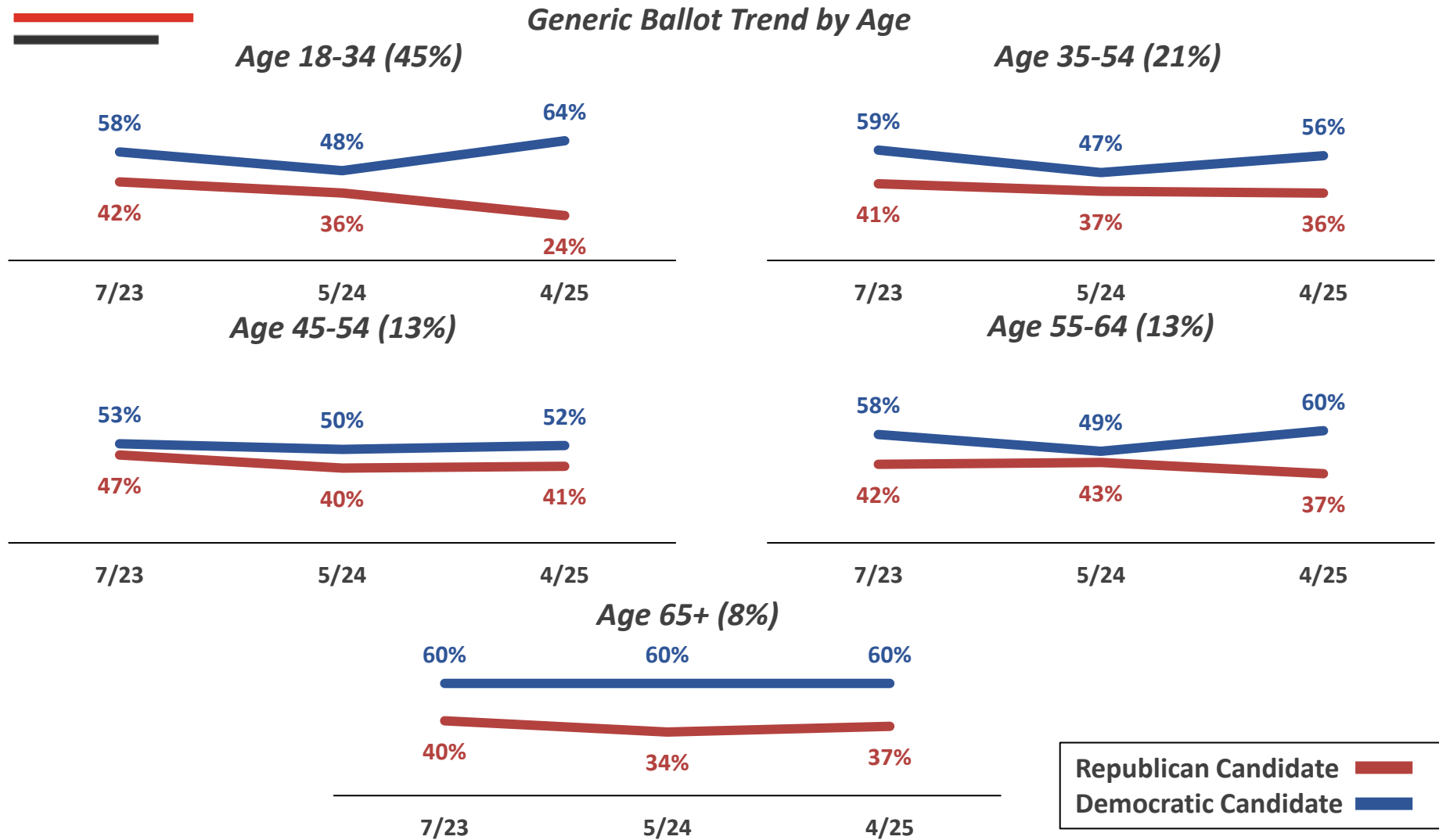
# The generic Democrat is at 60% on the generic ballot.



# A majority of Independents favor the Democratic candidate.



# Younger voters have shifted to the Democrats.

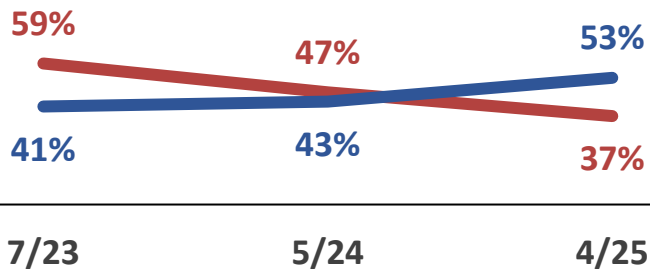


# A majority of non-college educated men now prefer the Democratic candidate.

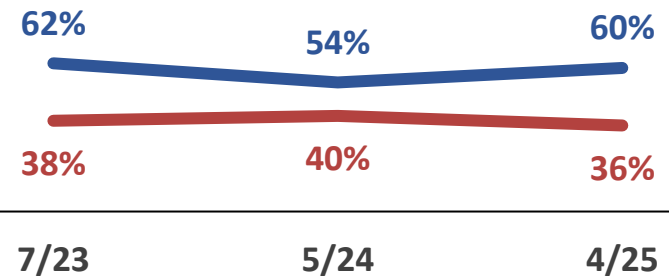
*Generic Ballot Trend by Gender/Education*

Republican Candidate  
Democratic Candidate

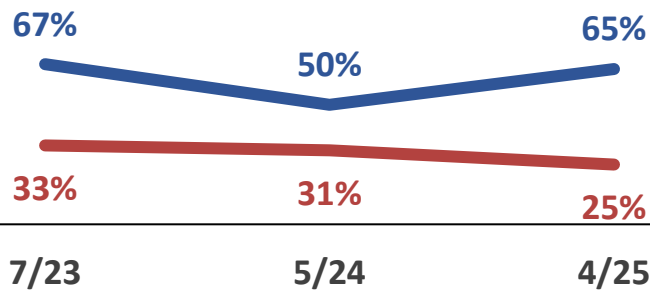
*Men w/o Degree (30%)*



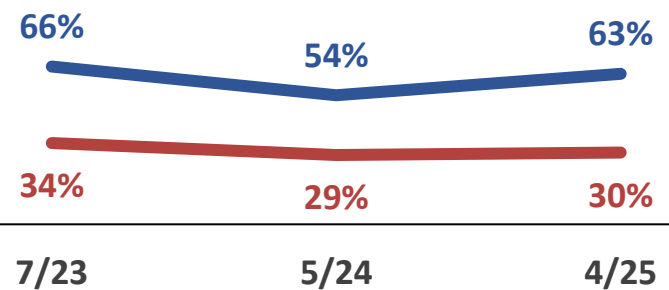
*Men w/ Degree (18%)*



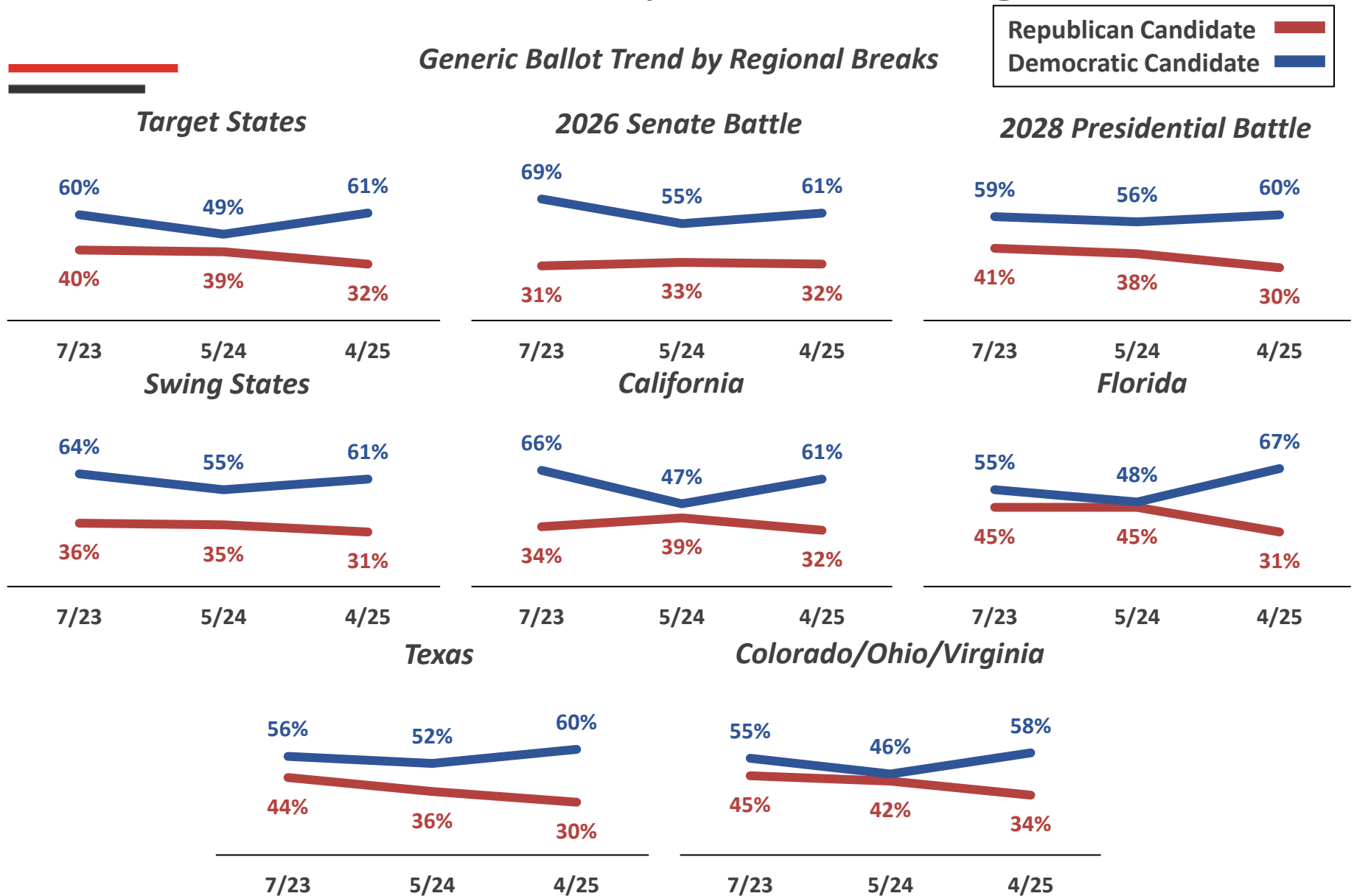
*Women w/o Degree (33%)*



*Women w/ Degree (19%)*



# Democrats are comfortably ahead in all regional breaks.





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Public Opinion Strategies, please give us a call.**