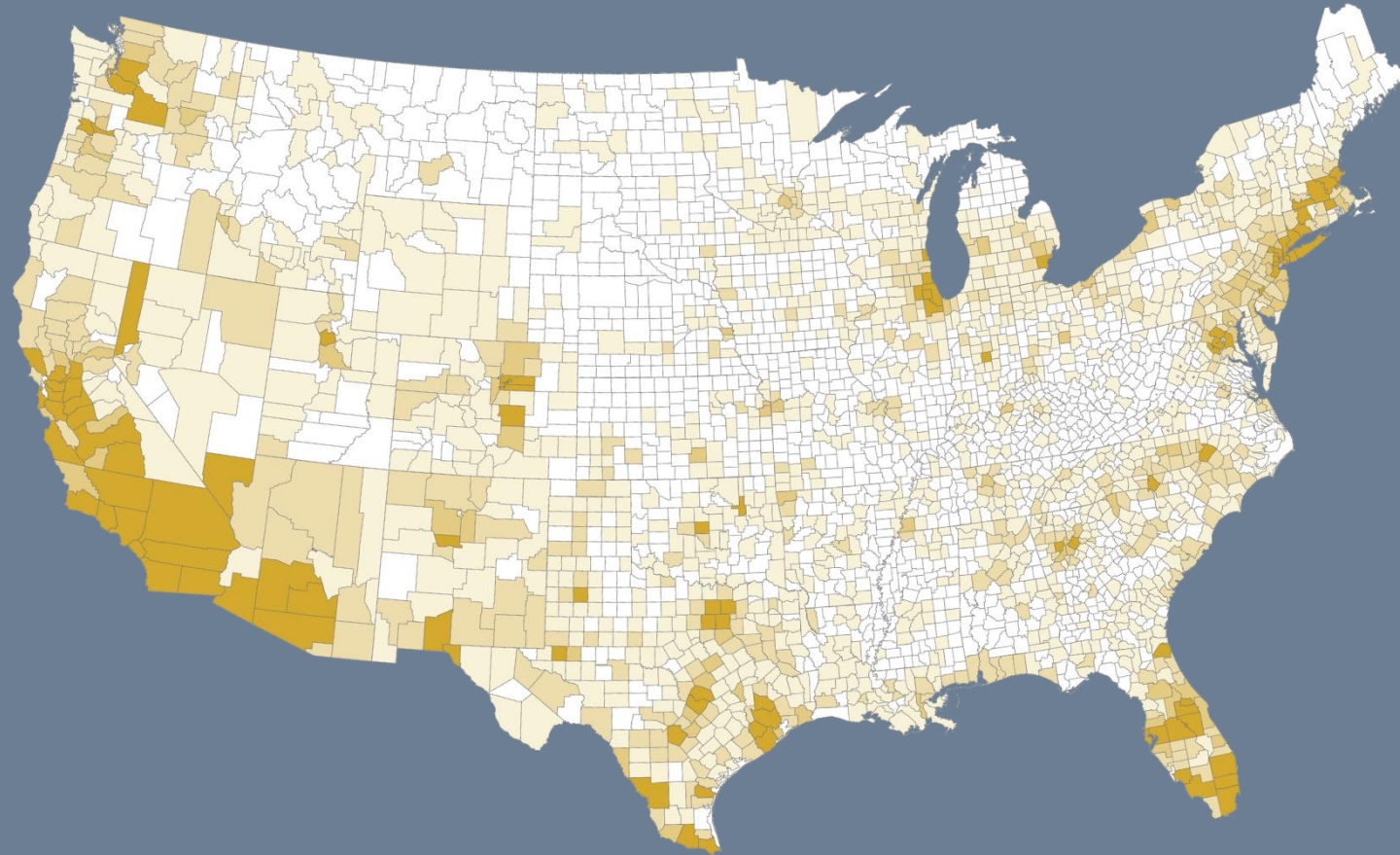


AN EVOLVING LANDSCAPE: LATINOS AND THE ROAD TO 2024





PUBLIC OPINION STRATEGIES

turning questions into answers





Hispanic National Survey



Key findings from a survey of 1,000 Hispanic voters nationally from July 18-23, 2023

Methodology: Public Opinion Strategies is pleased to present the key findings of a national survey. The survey was completed July 18-23, 2023, among 1,000 registered Hispanic voters, and has a credibility interval of +3.53%.

Interviews were completed in:

Arizona, California, Colorado, Florida, Georgia, Michigan, Nevada, New Mexico, North Carolina, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin.

Jim Hobart was the principal researcher on this project. Torie Bolger was the project director, and Trey Segrist provided analytical support.

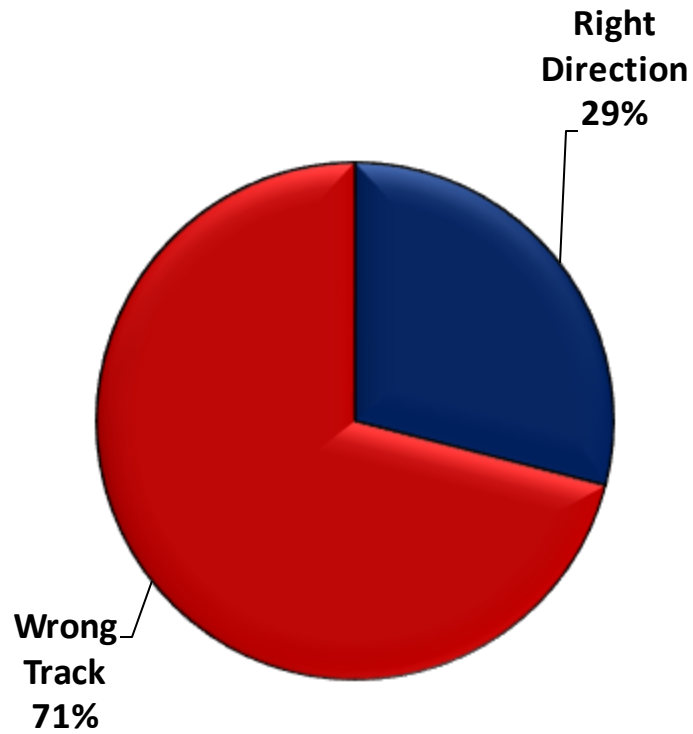
Political Environment



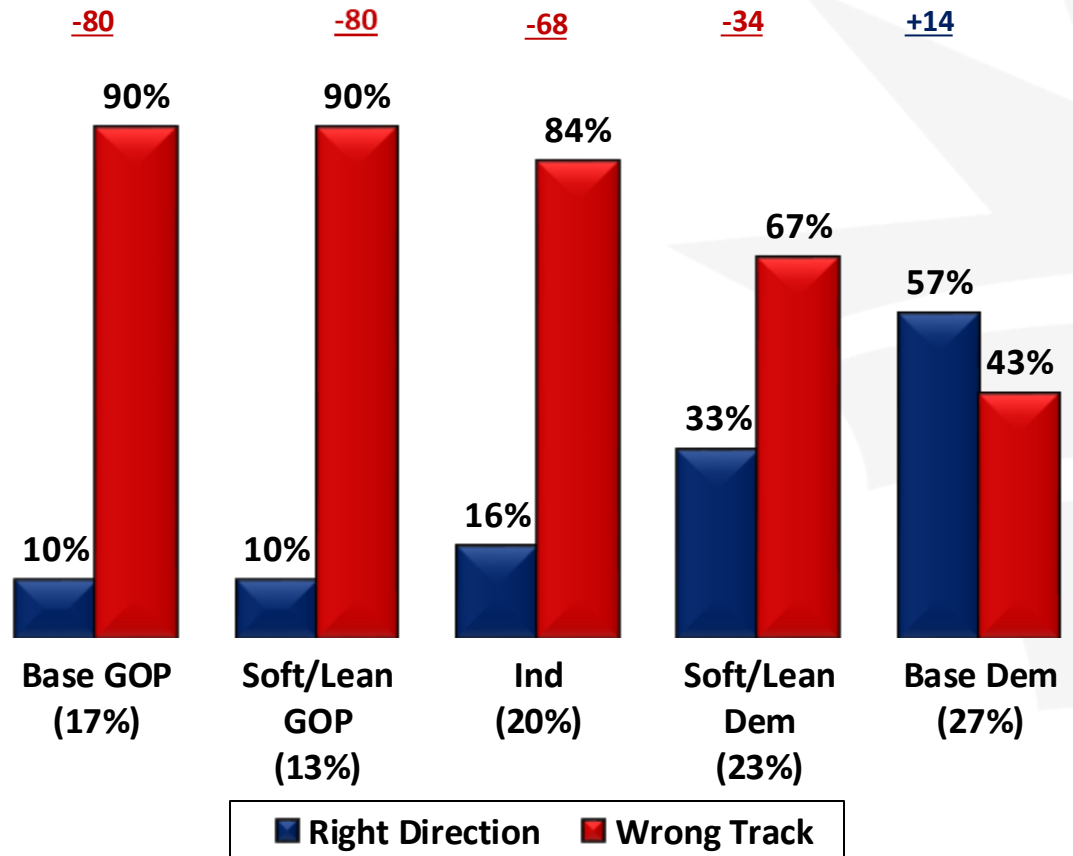
Hispanics are negative about the direction of the country.

“Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?”

Overall



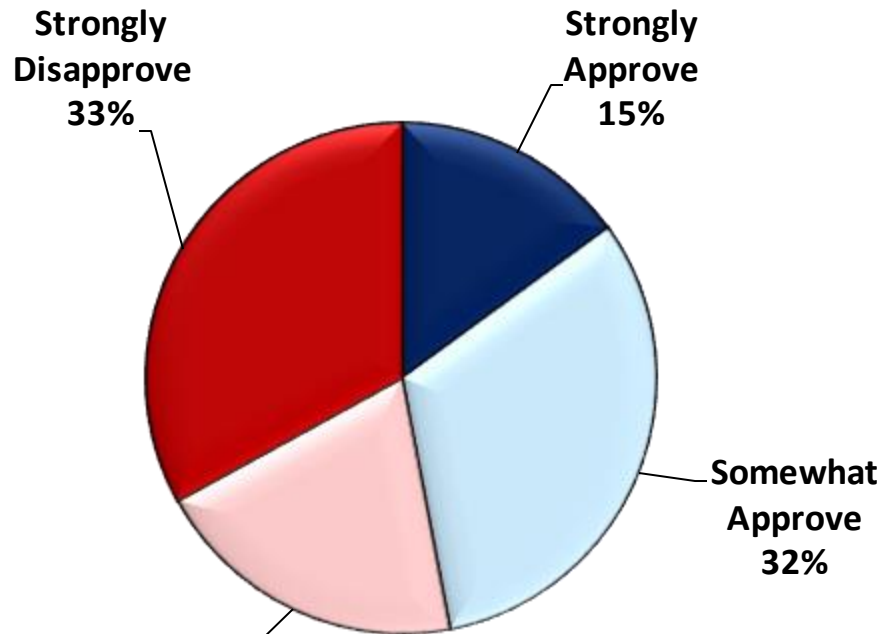
By Party



Hispanics are divided on President Biden, but intensity is against him. Independent Hispanics are a major problem for the President.

“Do you approve or disapprove of the job Joe Biden is doing as President?”

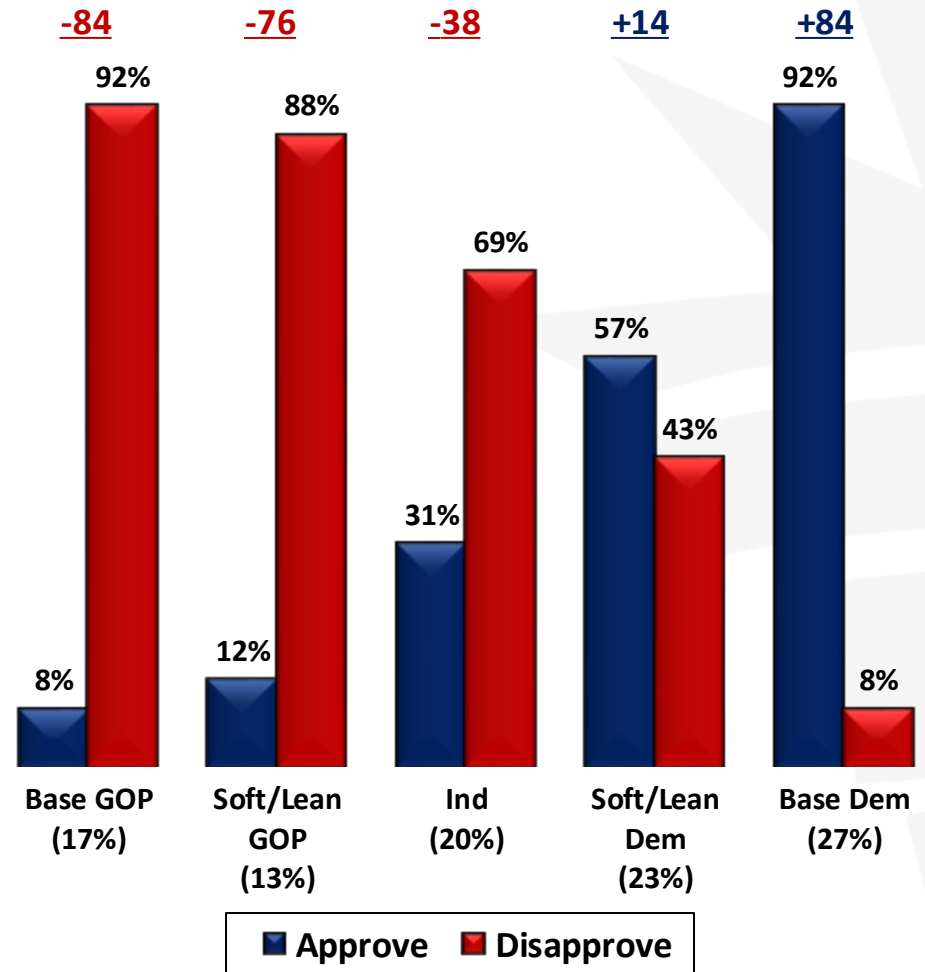
Overall



Somewhat Disapprove
20%

Total Approve	47%
Total Disapprove	53%

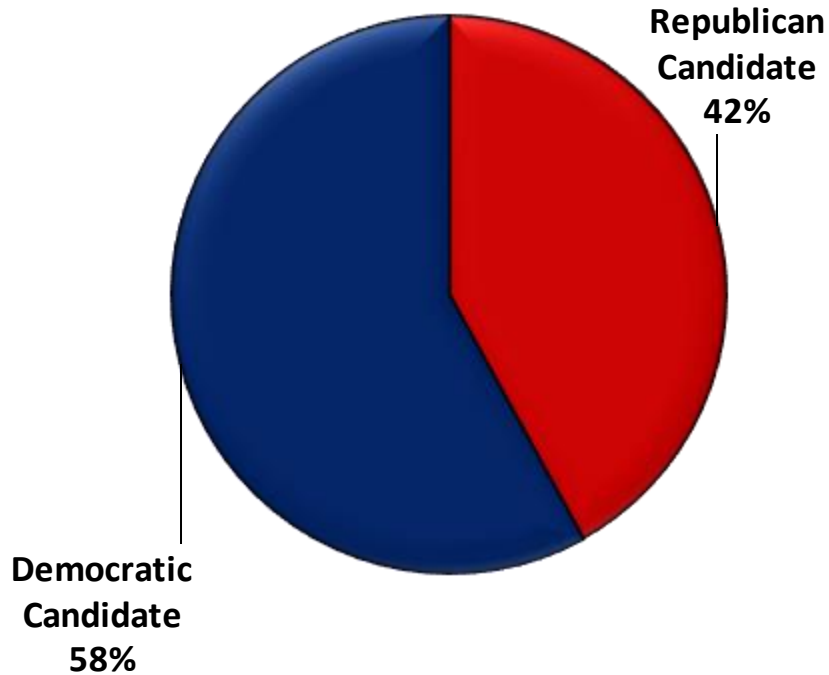
By Party



The partisanship we see nationally extends to Hispanic voters.

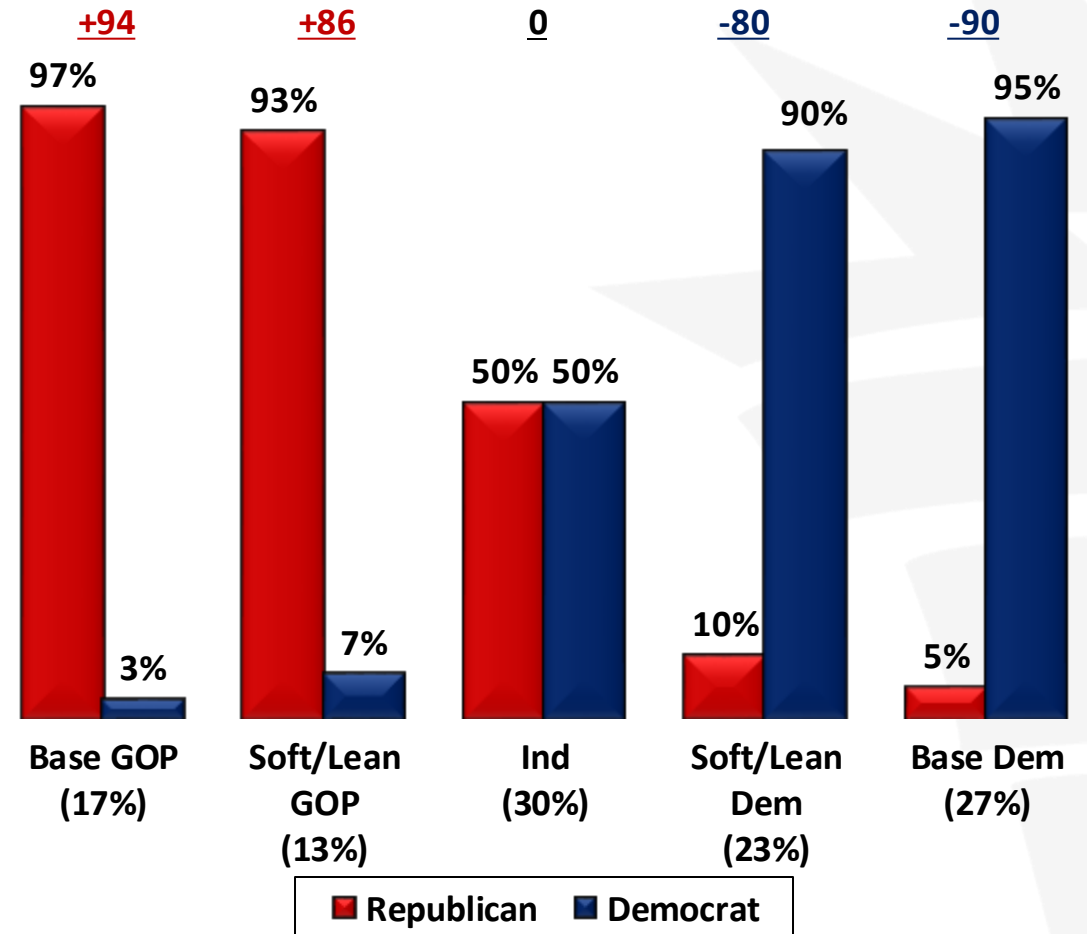
"If the 2024 elections were being held today, would you be more likely to vote for... the Republican candidate, ...or... the Democratic candidate?"

Overall



2020 Exit Poll	
Total Trump	32%
Total Biden	65%

By Party

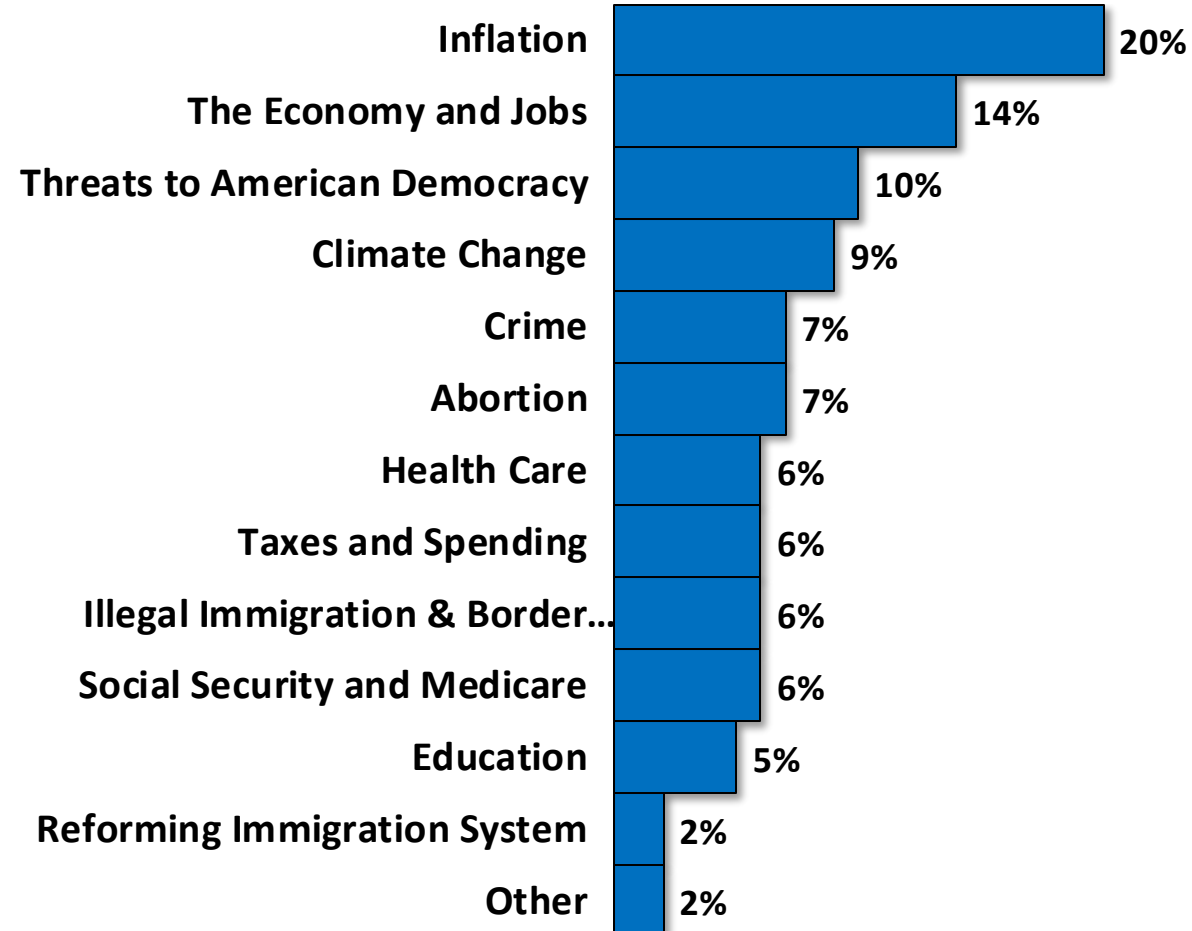


Issue Environment



Inflation and the economy/jobs top the issue agenda.

“Which of the following issues is MOST important to you?”



Inflation and economic concerns are consistent across party lines.

First Choice Top Issue by Party

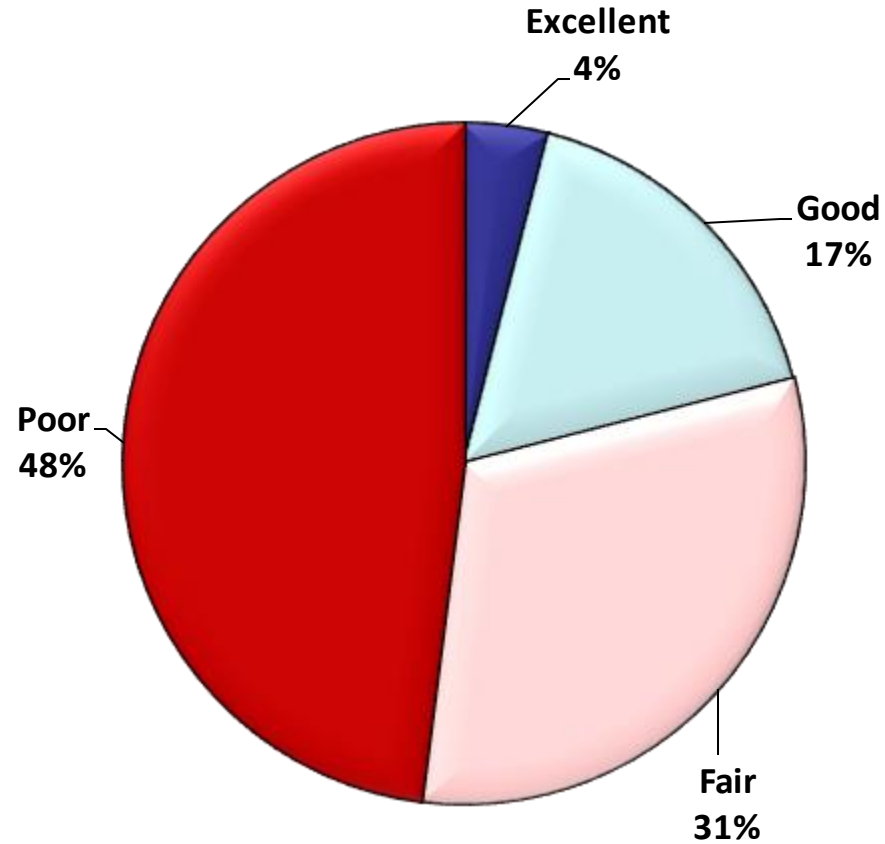
Base GOP (17%)	Soft/Lean GOP (13%)	Ind (20%)	Soft/Lean Democrat (23%)	Base Democrat (27%)
Inflation (19%)	Inflation (21%)	Inflation (24%)	Inflation (19%)	Inflation (19%)
The Economy and Jobs (16%)	The Economy and Jobs (17%)	The Economy and Jobs (13%)	The Economy and Jobs (15%)	Climate Change (16%)
Illegal Immigration and Border Security (15%)	Illegal Immigration and Border Security (12%)	Crime (9%)	Climate Change (12%)	Threats to American Democracy (14%)
Threats to American Democracy (15%)	Taxes and Spending (11%)	Taxes and Spending (8%)	Health Care (11%)	Social Security and Medicare (11%)

The Economy



Hispanic voters give the economy very poor marks.

“How would you rate the current state of the Economy? Would you say it is...”



Total Excellent/Good	21%
Total Fair/Poor	79%

Top Groups: Excellent/Good, Fair, Poor.

“How would you rate the current state of the Economy? Would you say it is...”

Top Groups – Excellent/Good (21%)

Dem 55+	49%
Dem ID: More	45%
Base Dem	44%
Dem w/ Deg	41%
Women 65+	37%
Total Span	36%
65+	34%
Total Dem	33%
Dem ID: Same	33%
2020 Biden Voter	32%
Total Lib	31%
Retired	31%
Yes-Self Biz Ownr	31%
Live in US 21+	30%
Total Span	30%
Dem 18-54	28%
Dem w/o Deg	28%
Wom 55+	27%
Slry	27%
Live in US 0-20 years	27%
\$80k+	26%
Men	25%
55-64	25%
Dads	25%
Broadcast News	25%

Top Groups – Fair (31%)

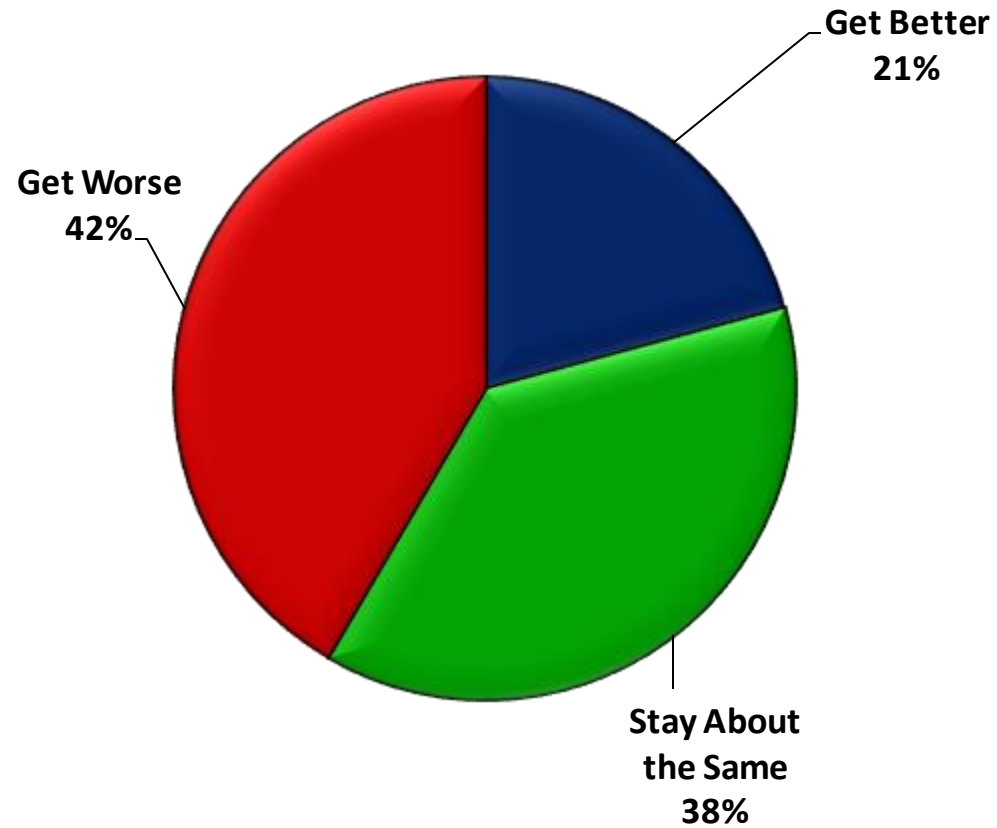
Soft/Lean Dem	43%
Dem ID: Less	40%
Women 18-34	40%
Dem ID: Same	39%
Northeast	39%
Midwest	39%
Yes-Fam Biz owner	39%
Total Dem	38%
Dem Men	38%
Dem Women	38%
Dem 18-54	38%
Dem w/ Deg	38%
2020 Biden Vote	38%
Lived in 0-20 Years	38%
18-34	37%
Ind w/ Deg	37%
Dem w/o Deg	37%
Under 40k	37%
HS or Less	36%
Grad/Prof	36%
Women w/ Deg	36%
Total Lib	36%
Ind 55+	36%
Dem 55+	36%

Top Groups – Poor (48%)

GOP 55+	80%
Base GOP	74%
Gop Women	74%
Very Cons	74%
GOP w/o Deg	71%
Dominican Rep	71%
Total Cons	70%
2020 Trump Vote	70%
GOP w/ Deg	69%
GOP Men	67%
GOP 18-54	67%
Soft/Lean GOP	66%
Smwt Cons	66%
Ind w/o Deg	65%
Ind 18-54	61%
Ind	60%
Women 35-54	58%
Moms	58%
Suburban	57%
Mod/Lib GOP	56%
Yes work more than 1 job	56%
Yes- Child in HH	56%
Soc Med	56%
Ind 55+	55%
Hrly Women	55%
Slry Women	55%
45-54	53%
Hrly	53%

By two to one, Hispanics say the economy will get worse in the next year.

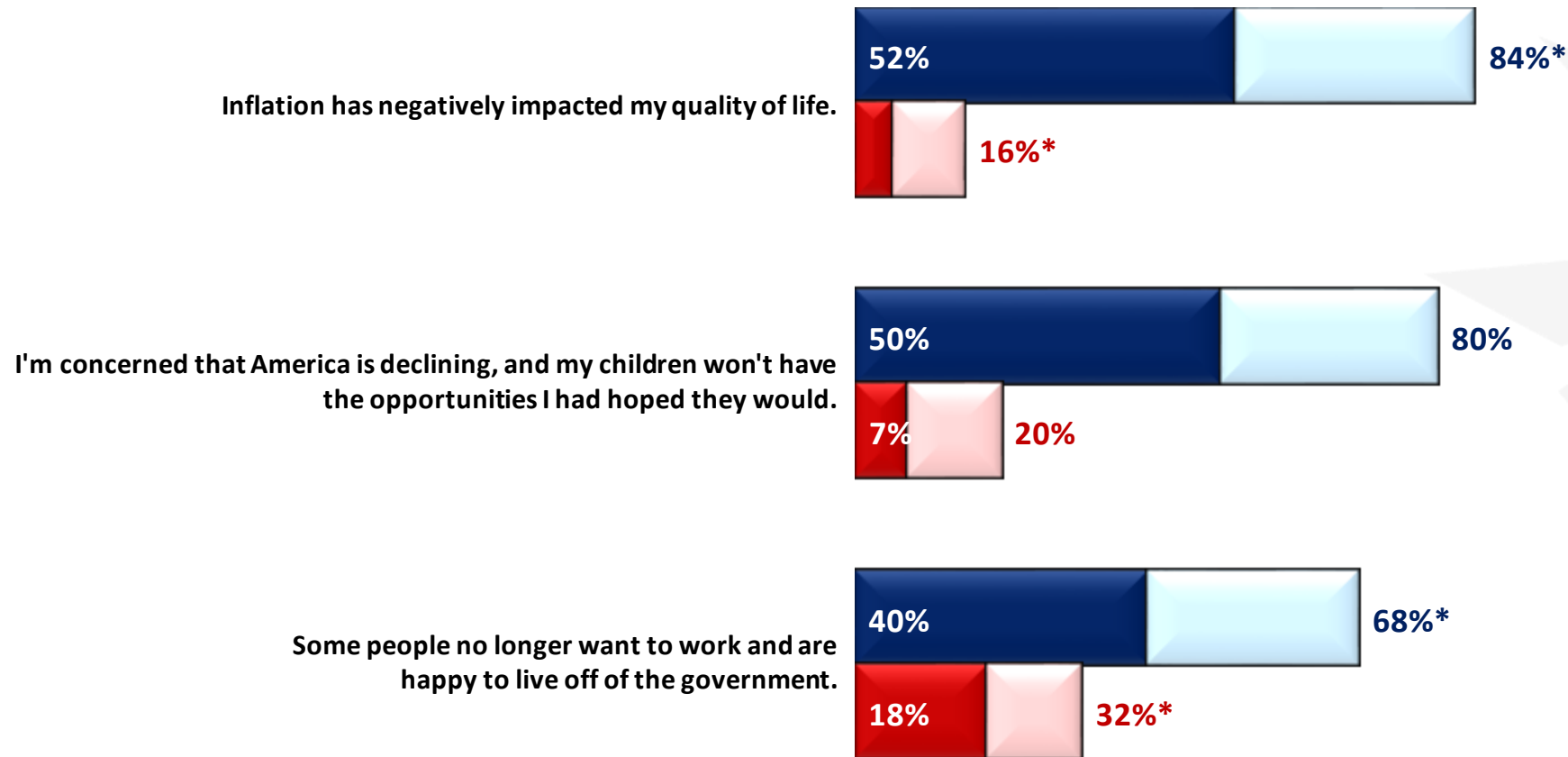
“And, over the course of the next year, do you think the state of the economy will...”



There is a broad consensus that inflation and the economy are negatively impacting quality of life.

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

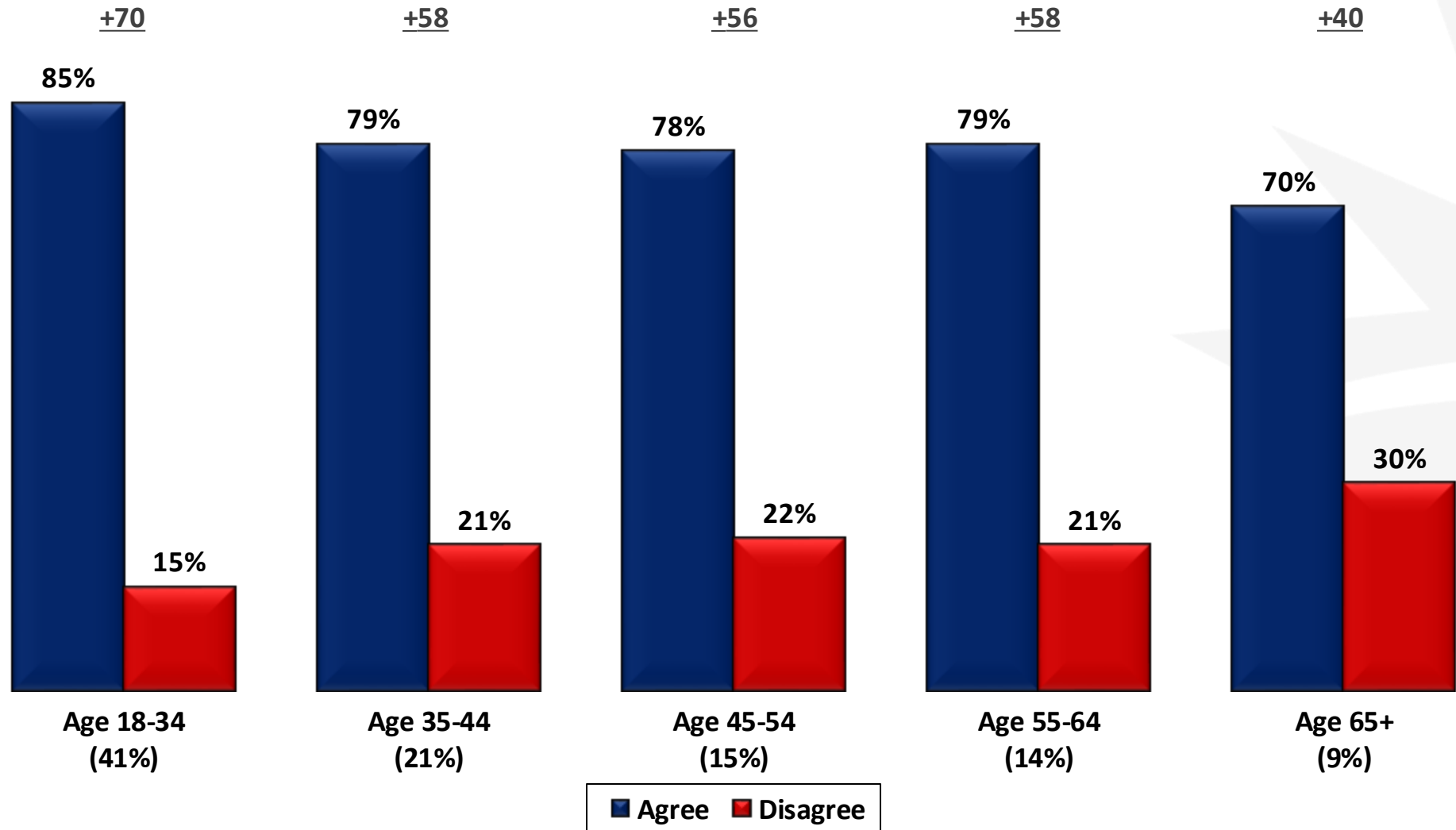
Ranked by % Strongly Agree



■ Strongly Agree ■ Total Agree ■ Strongly Disagree ■ Total Disagree

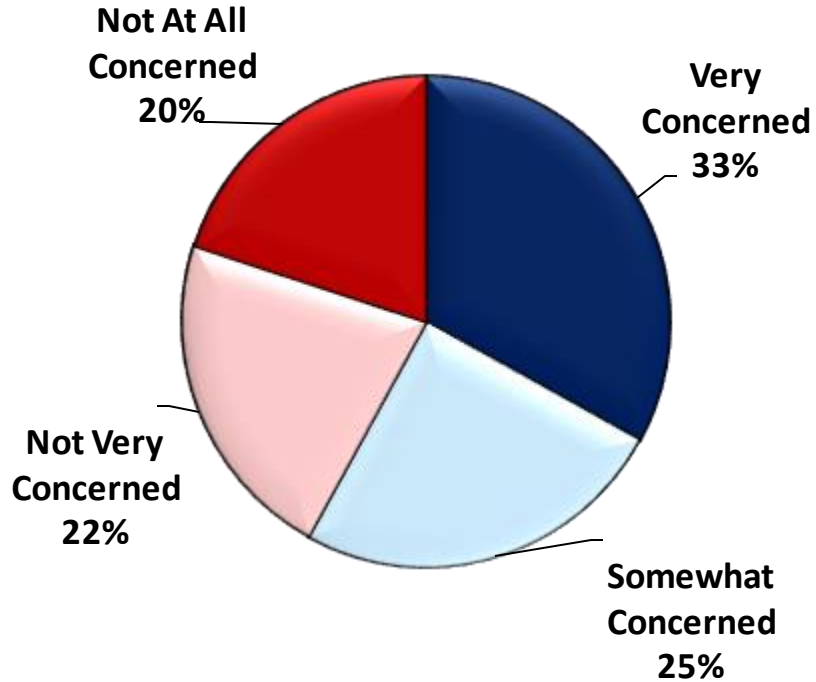
Voters are strongly concerned about future opportunities.

I'm concerned that America is declining, and my children won't have the opportunities I had hoped they would by age...



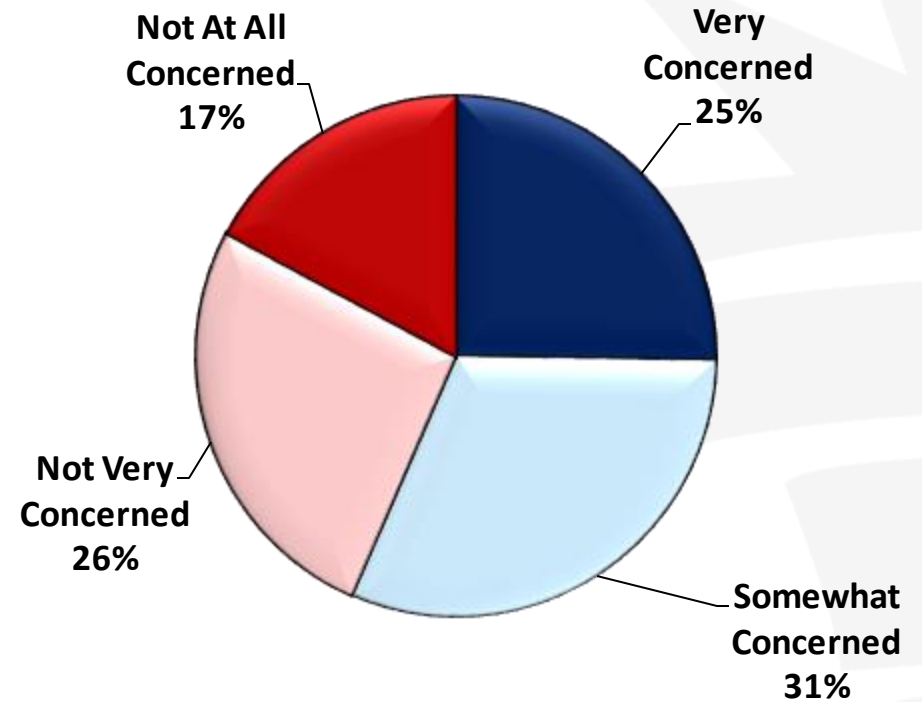
A majority of Hispanic voters are concerned socialism is increasing both in the U.S. and in Latin America.

“How concerned are you that socialism is increasing in the United States? Are you...”



Total Concerned	58%
Total Not Concerned	42%

“How concerned are you that socialism is increasing in Latin America? Are you...”



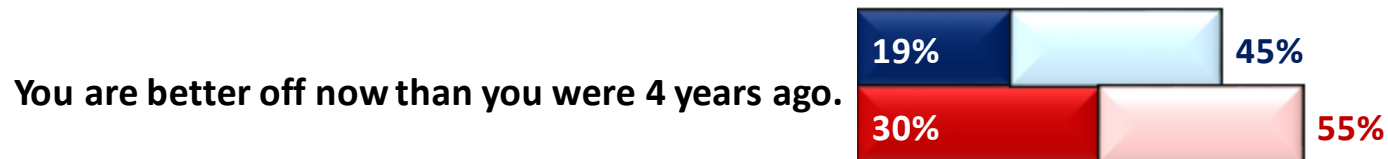
Total Concerned	56%
Total Not Concerned	44%

A strong majority agree that traditional values are disappearing and that tech companies have too much power.

“Now, please read the series of statements below.

After you read each one, please indicate if you agree or disagree with that statement.”

Ranked by % Strongly Agree

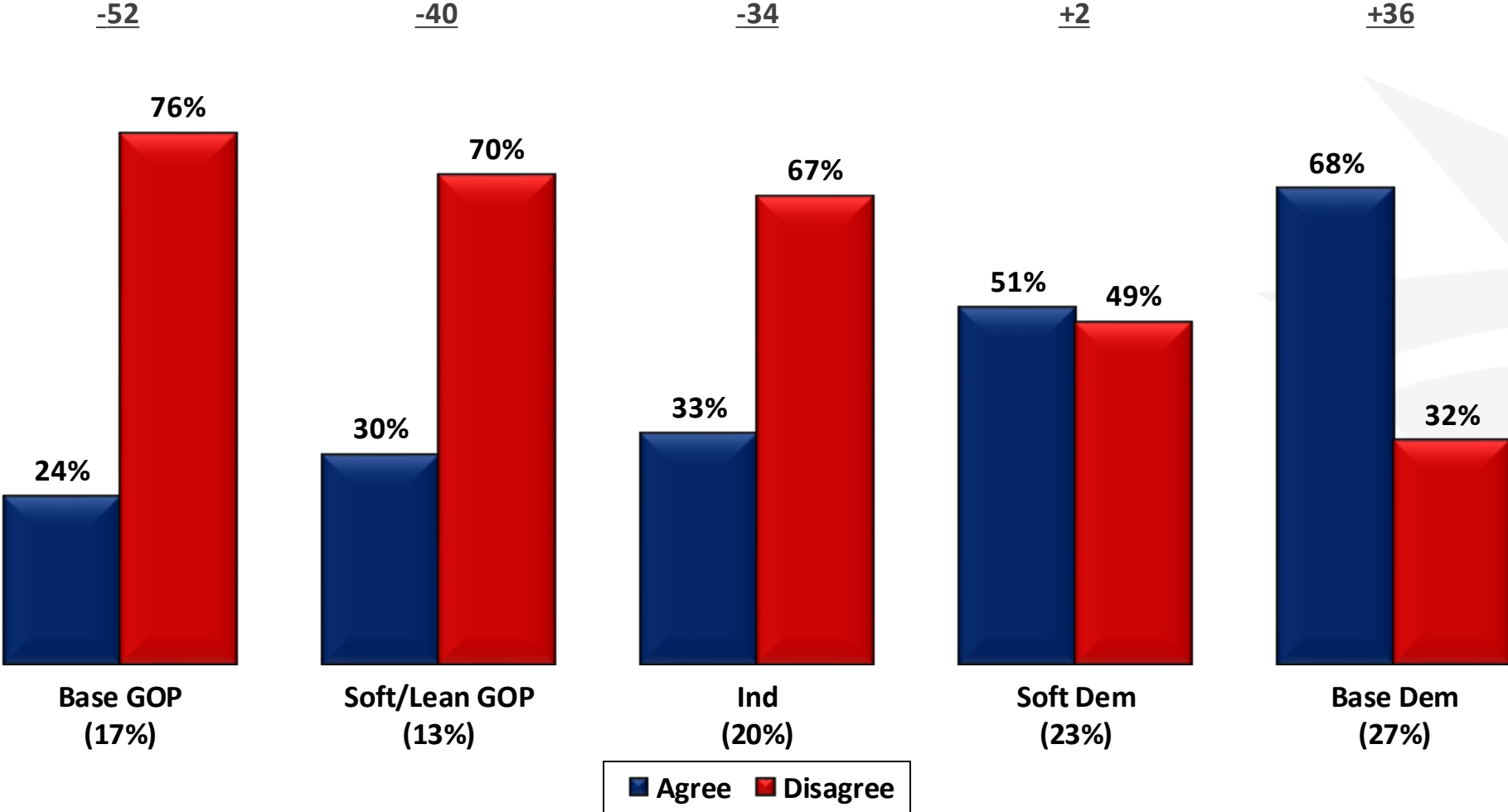


**Denotes Rounding*



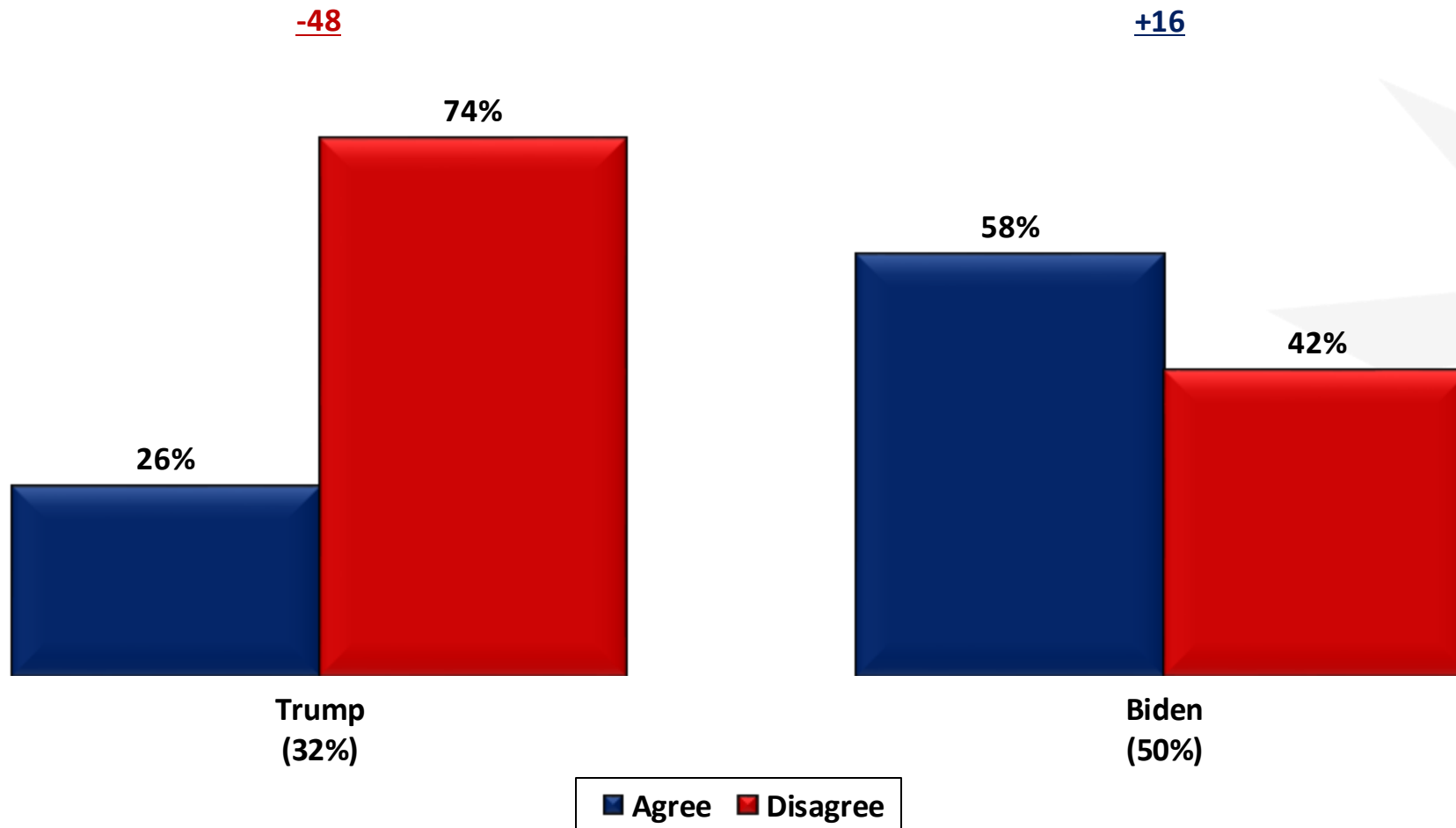
Republicans and Independents strongly agree that they are worse off now than four years ago. Soft Dems are divided.

You Are "Better Off Now" by Party



A significant chunk of 2020 Biden voters say they are not better off than they were four years ago.

You Are "Better Off Now" by Presidential Vote.



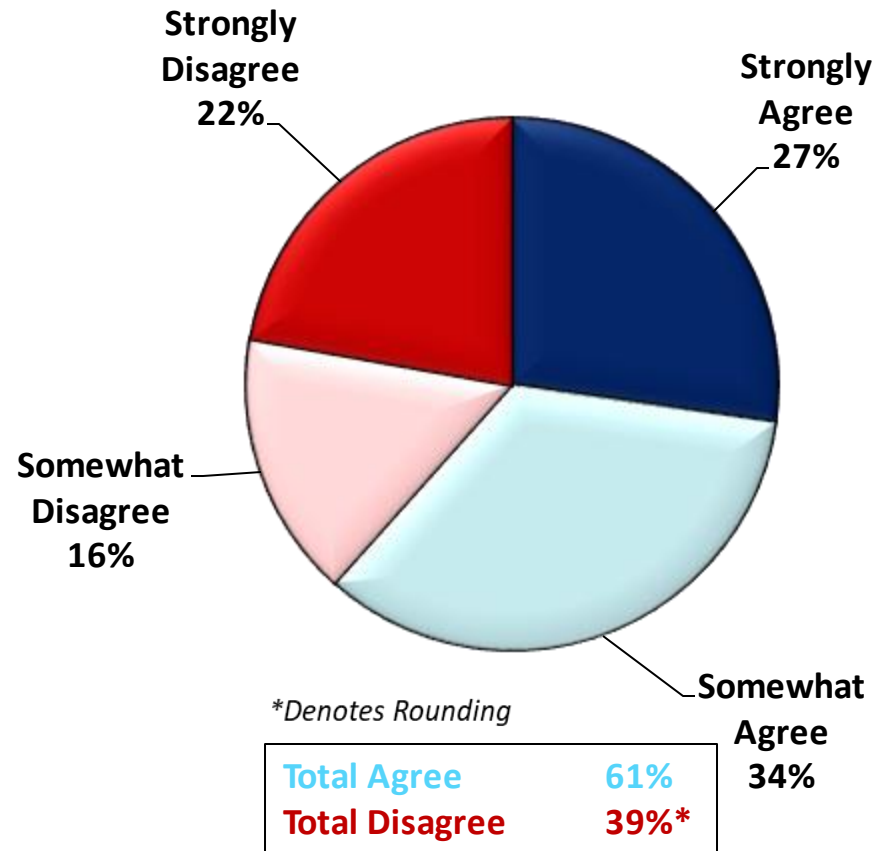
Health Care



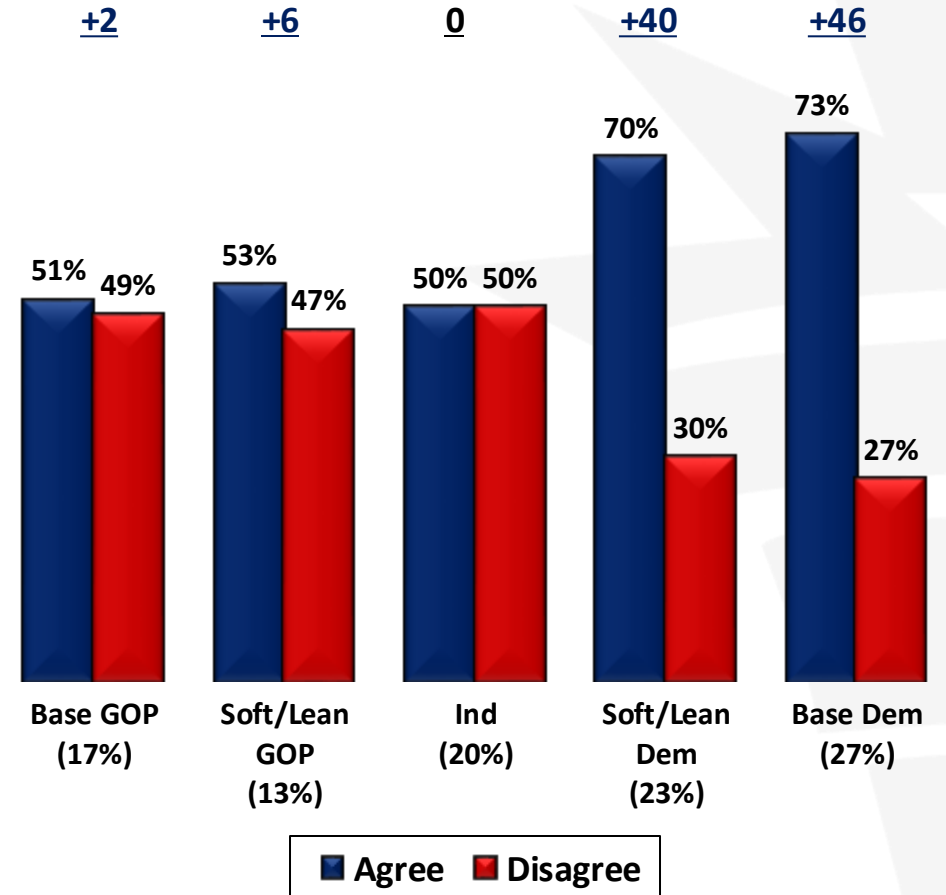
A majority say their state handled COVID correctly, though GOPers and Inds are divided.

“Knowing what I know now, my state handled COVID correctly?”

Overall

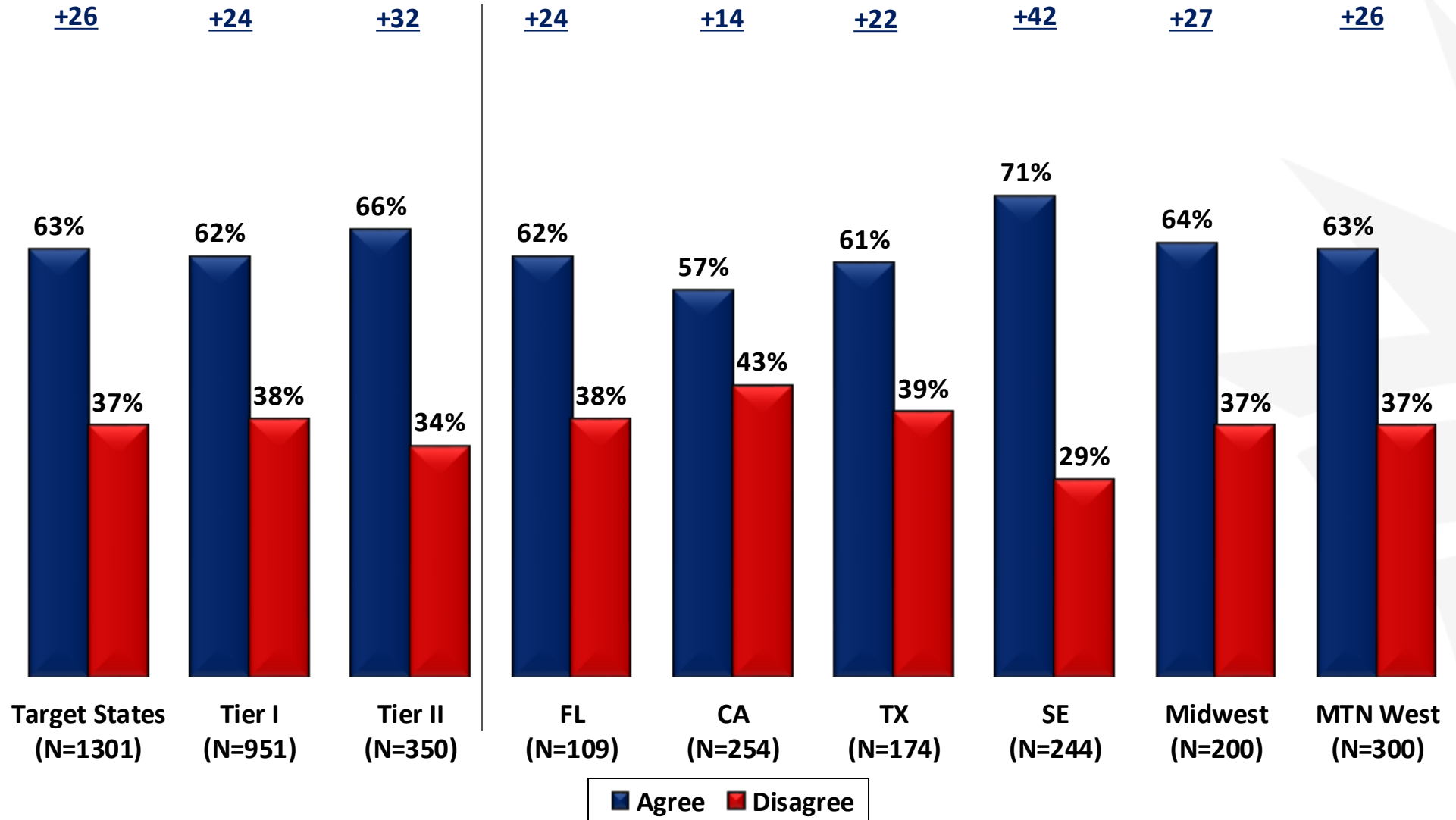


By Party



There is limited difference by region.

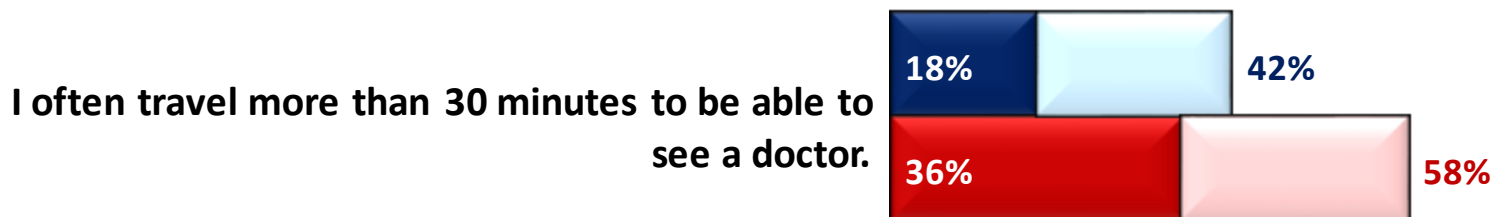
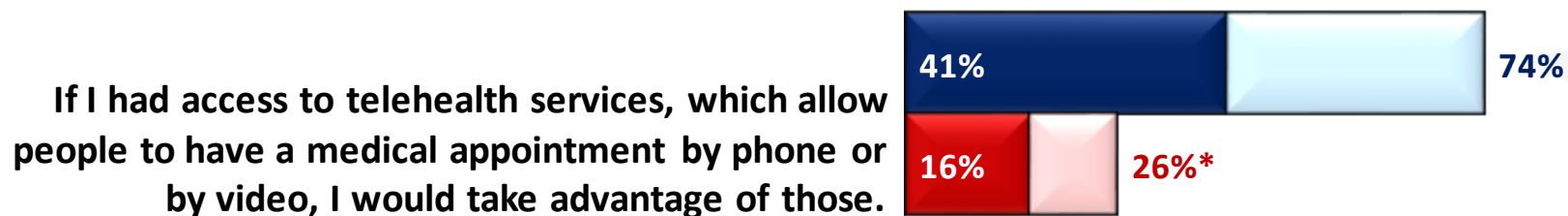
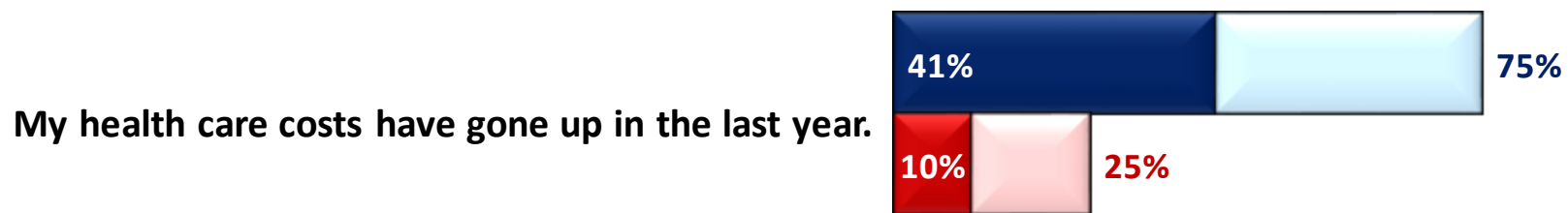
State Handled Correctly by Target States.



Most voters have seen their health care costs increase.

*“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.”*

Ranked by % Strongly Agree



■ Strongly Agree ■ Total Agree ■ Strongly Disagree ■ Total Disagree

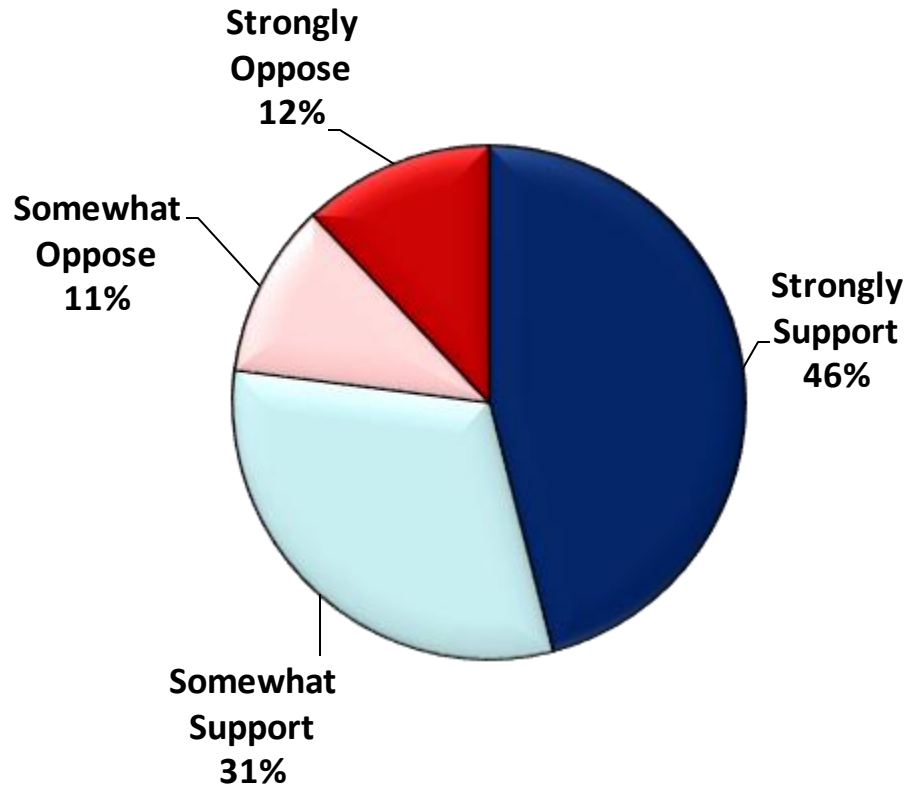
Education



An overwhelming majority support school choice.

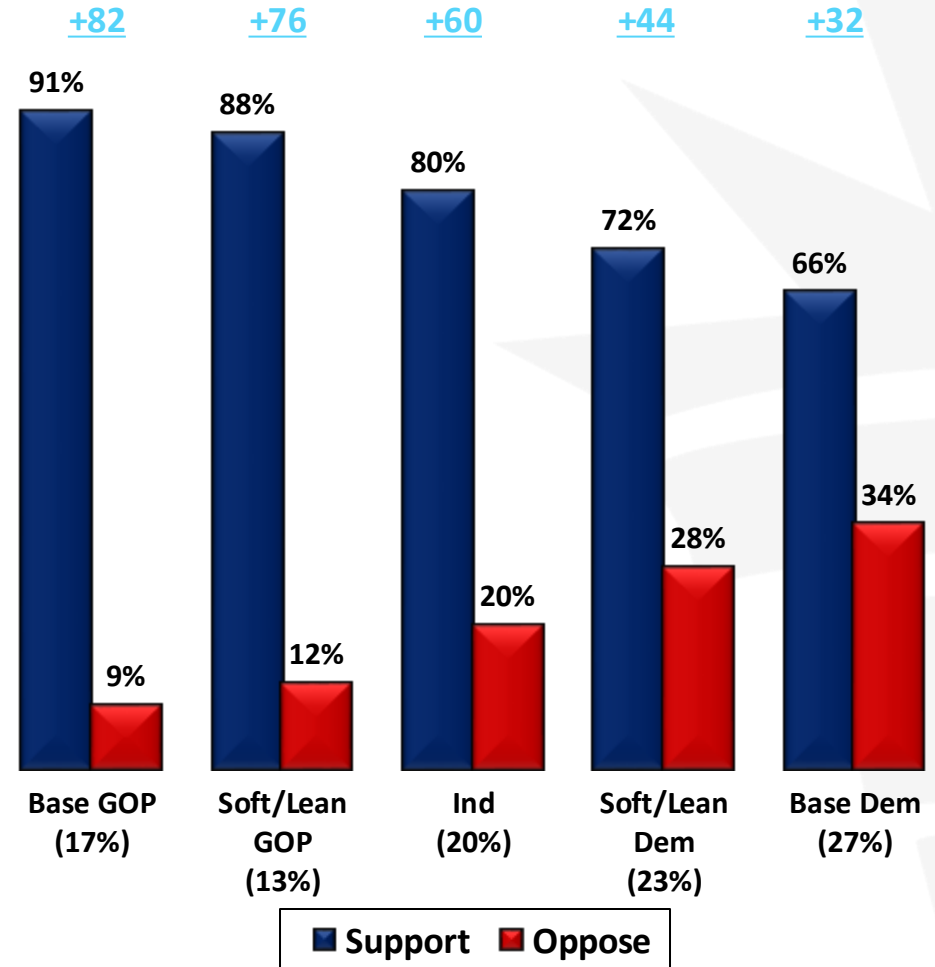
"Do you support or oppose school choice that allows parents to send their children to any public, charter, or private school and allows state funding to follow the student?"

Overall



Total Support	77%
Total Oppose	23%

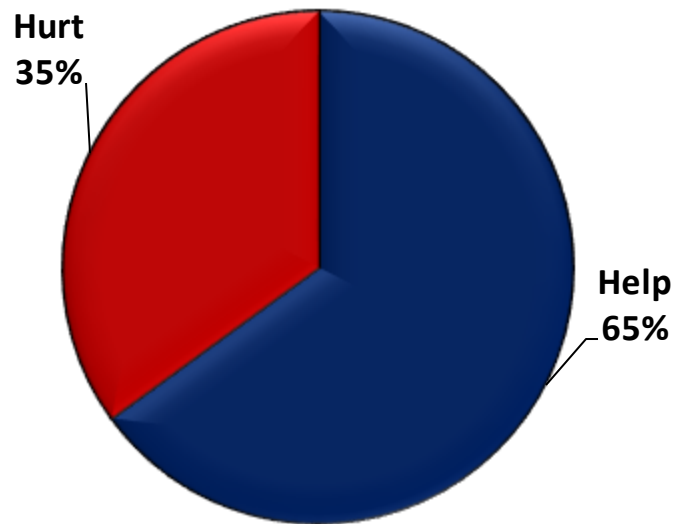
By Party



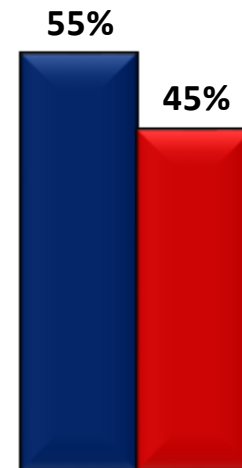
Rural Hispanics are most likely to say school choice will help schools in their area.

“And do you think expanding school choice would help public schools in your area or hurt public schools in your area?”

Overall

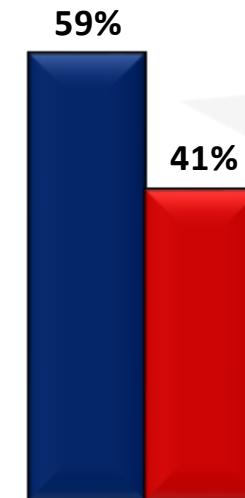


+10



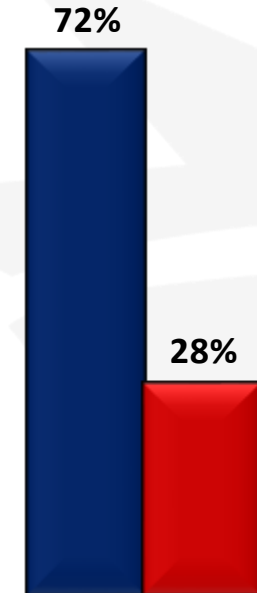
**Urban
(20%)**

+8



**Suburban
(24%)**

+44



**Rural
(56%)**

■ Help ■ Hurt

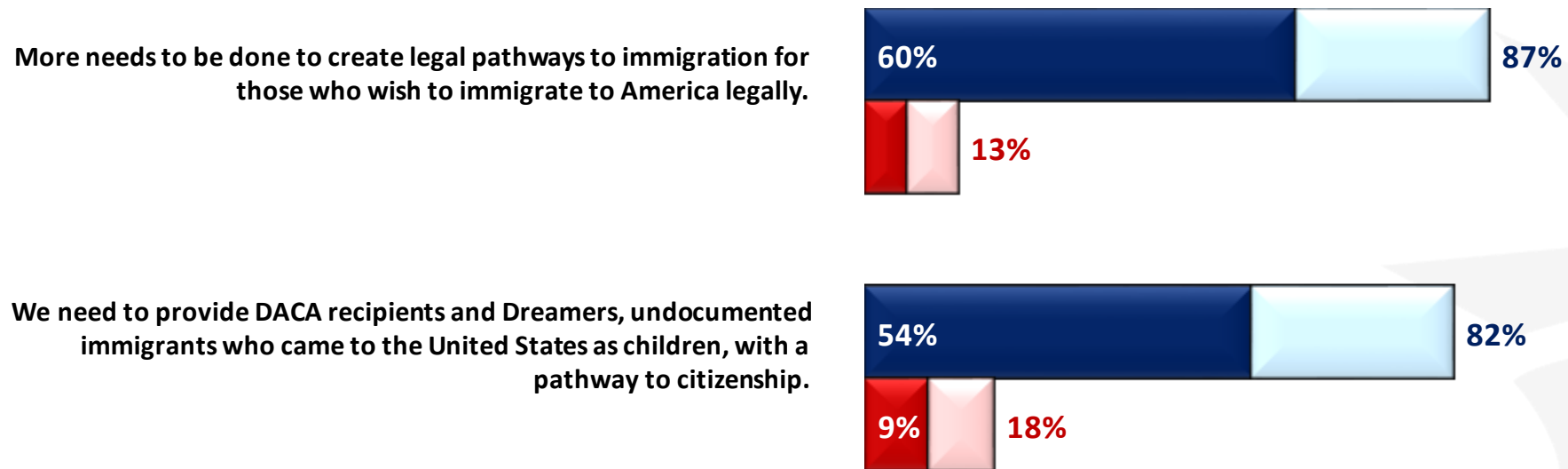
Immigration



There is a strong consensus that more needs to be done to provide legal pathways for legal immigrants.

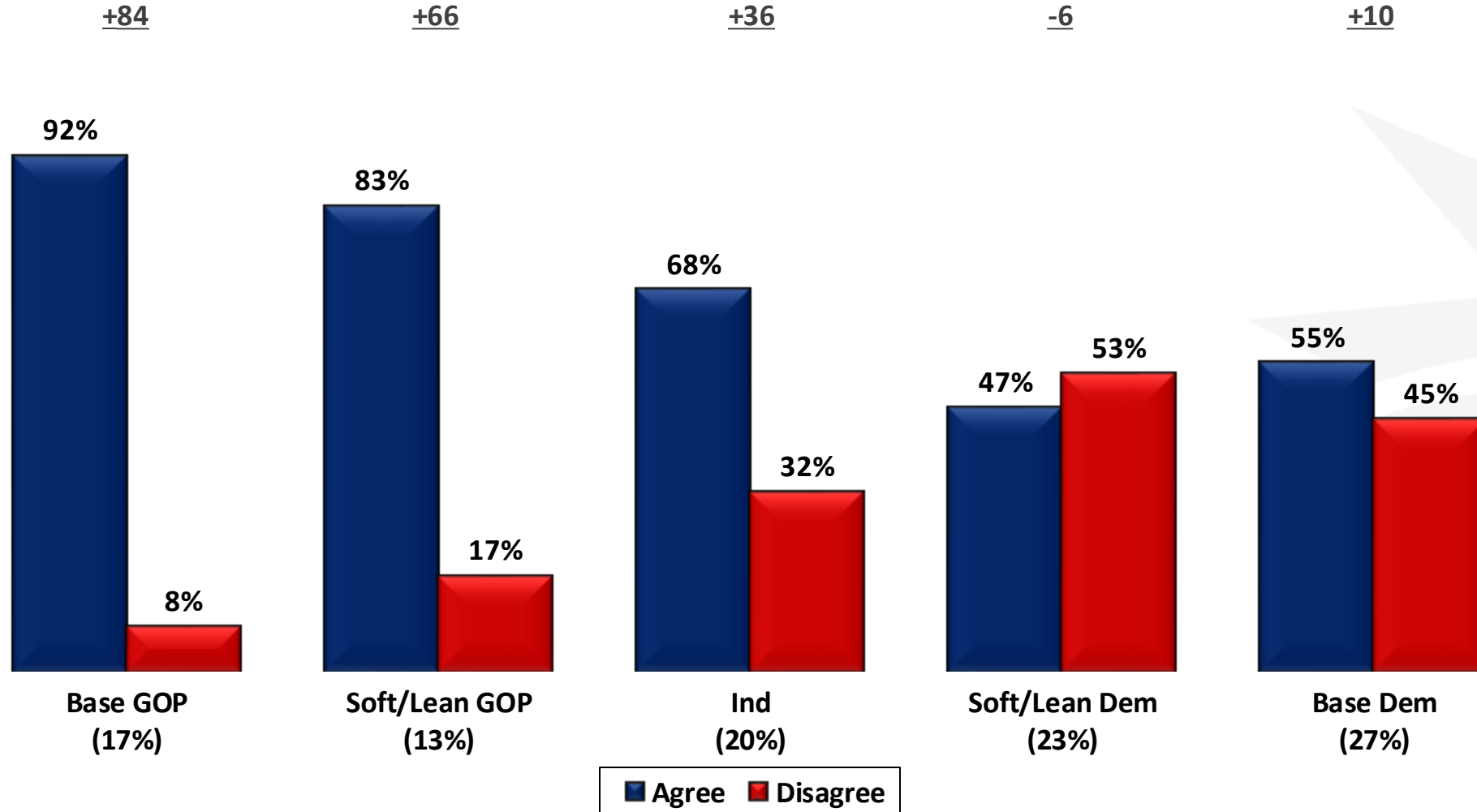
“Now, please read the series of statements about immigration below. After you read each one, please indicate if you agree or disagree with that statement.”

Ranked by % Strongly Agree



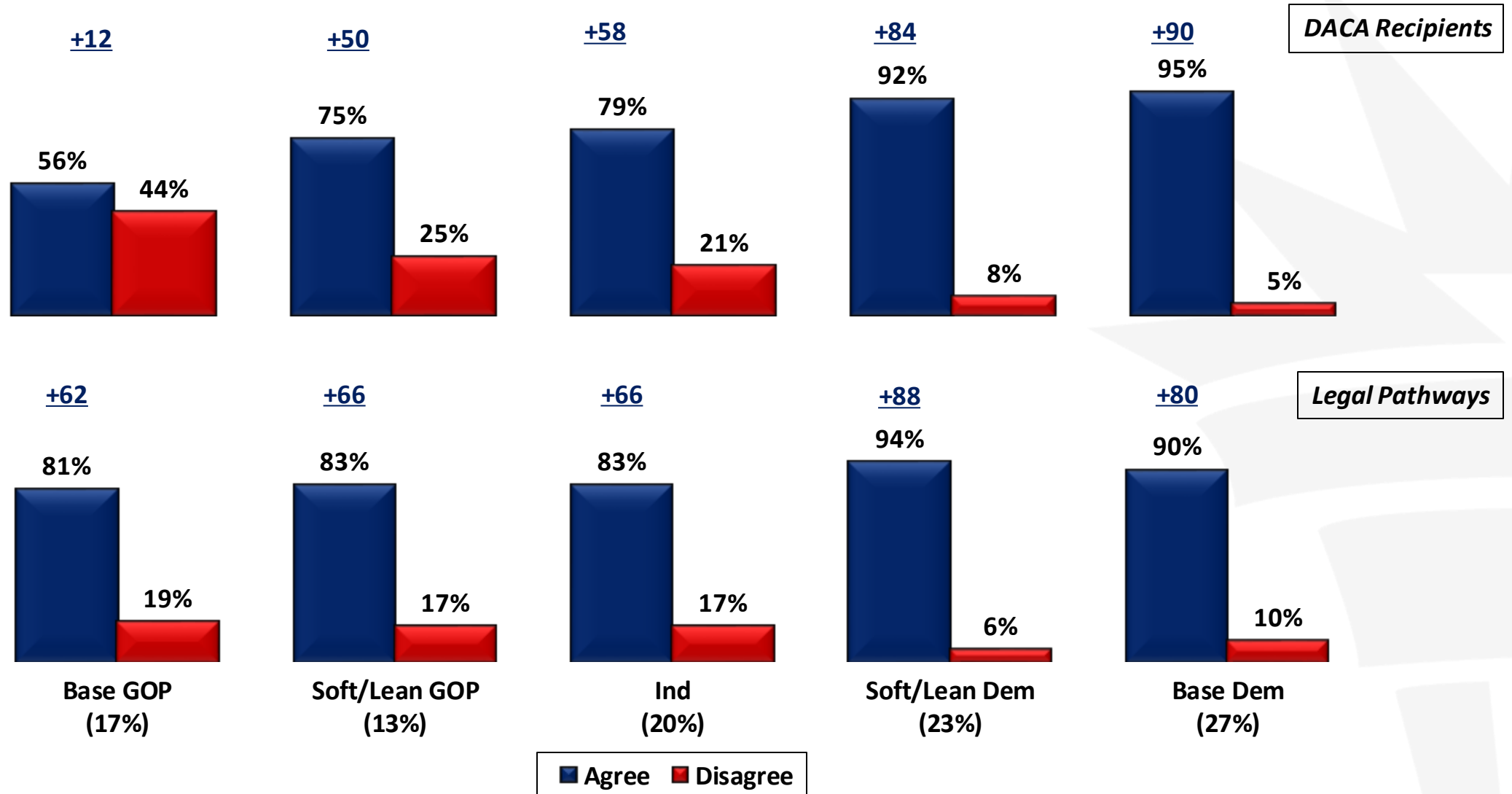
Even a majority of base Dems say more needs to be done to control the Southern border.

Control Southern Border by Party



There is a strong bipartisan agreement that legal pathways should become available.

Immigration Statements by Party





For more information
theLIBREInstitute.org



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