AN EVOLVING LANDSCAPE: LATINOS AND THE ROAD TO 2024
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

- Right Direction: 29%
- Wrong Track: 71%

By Party

- Base GOP (17%): Right Direction 10%, Wrong Track 90%
- Soft/Lean GOP (13%): Right Direction 10%, Wrong Track 90%
- Ind (20%): Right Direction 16%, Wrong Track 84%
- Soft/Lean Dem (23%): Right Direction 33%, Wrong Track 67%
- Base Dem (27%): Right Direction 57%, Wrong Track 43%
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

- Strongly Approve: 15%
- Somewhat Approve: 32%
- Somewhat Disapprove: 20%
- Strongly Disapprove: 33%

By Party

- Base GOP (17%): -84
- Soft/Lean GOP (13%): -76
- Ind (20%): -38
- Soft/Lean Dem (23%): +14
- Base Dem (27%): +84

Total Approve: 47%
Total Disapprove: 53%
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

<table>
<thead>
<tr>
<th>Total Trump</th>
<th>Total Biden</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>65%</td>
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</table>

By Party

<table>
<thead>
<tr>
<th>Party Type</th>
<th>Republican</th>
<th>Democrat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base GOP (17%)</td>
<td>97%</td>
<td>3%</td>
</tr>
<tr>
<td>Soft/Lean GOP (13%)</td>
<td>93%</td>
<td>7%</td>
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<tr>
<td>Ind (30%)</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Soft/Lean Dem (23%)</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Base Dem (27%)</td>
<td>95%</td>
<td>5%</td>
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The partisanships are strongly split, with Republicans favoring their candidate much more than Democrats favoring theirs.
Issue
Environment
Inflation and the economy/jobs top the issue agenda.

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

- Inflation: 20%
- The Economy and Jobs: 14%
- Threats to American Democracy: 10%
- Climate Change: 9%
- Crime: 7%
- Abortion: 7%
- Health Care: 6%
- Taxes and Spending: 6%
- Illegal Immigration & Border: 6%
- Social Security and Medicare: 6%
- Education: 5%
- Reforming Immigration System: 2%
- Other: 2%
Inflation and economic concerns are consistent across party lines.

First Choice Top Issue by Party

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

- **Excellent**: 4%
- **Good**: 17%
- **Fair**: 31%
- **Poor**: 48%

Total Excellent/Good: 21%
Total Fair/Poor: 79%
### 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%
- Slry Men: 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...”

- Get Worse: 42%
- Get Better: 21%
- Stay About the Same: 38%
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

1. Inflation has negatively impacted my quality of life.
   - Strongly Agree: 52%
   - Total Agree: 84%
   - Strongly Disagree: 16%
   - Total Disagree: 16%

2. I’m concerned that America is declining, and my children won’t have the opportunities I had hoped they would.
   - Strongly Agree: 50%
   - Total Agree: 80%
   - Strongly Disagree: 7%
   - Total Disagree: 20%

3. Some people no longer want to work and are happy to live off of the government.
   - Strongly Agree: 40%
   - Total Agree: 68%
   - Strongly Disagree: 18%
   - Total Disagree: 32%
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...*

- **+70**: 85% Agree, 15% Disagree
- **+58**: 79% Agree, 21% Disagree
- **+56**: 78% Agree, 22% Disagree
- **+58**: 79% Agree, 21% Disagree
- **+40**: 70% Agree, 30% Disagree

Age breakdown:
- Age 18-34 (41%)
- Age 35-44 (21%)
- Age 45-54 (15%)
- Age 55-64 (14%)
- Age 65+ (9%)
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...”

- Very Concerned: 33%
- Somewhat Concerned: 25%
- Not Very Concerned: 22%
- Not At All Concerned: 20%

Total Concerned: 58%
Total Not Concerned: 42%

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

- Not At All Concerned: 17%
- Somewhat Concerned: 26%
- Not Very Concerned: 25%
- Very Concerned: 25%

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

Social media and tech companies have too much power and use it to influence public debate.

- Strongly Agree: 51%
- Total Agree: 85%*
- Strongly Disagree: 15%
- Total Disagree: 15%*

Younger Americans are losing our traditional American values of family, faith, and freedom of opportunity.

- Strongly Agree: 48%
- Total Agree: 73%
- Strongly Disagree: 16%
- Total Disagree: 27%

Too many Americans are losing our traditional American values of family, faith, and freedom of opportunity.

- Strongly Agree: 44%
- Total Agree: 70%*
- Strongly Disagree: 17%
- Total Disagree: 30%

You are better off now than you were 4 years ago.

- Strongly Agree: 19%
- Total Agree: 45%
- Strongly Disagree: 30%
- Total Disagree: 55%

*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

-52  76%
24%
Base GOP (17%)

-40  70%
30%
Soft/Lean GOP (13%)

-34  67%
33%
Ind (20%)

+2   51%
51%
Soft Dem (23%)

+36  49%
49%
Base Dem (27%)

Agree  Disagree
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.*

- **Trump (32%)**
  - Agree: 26%
  - Disagree: 74%

- **Biden (50%)**
  - Agree: 58%
  - Disagree: 42%
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

Strongly Agree 27%
Strongly Disagree 22%
Somewhat Agree 34%
Somewhat Disagree 16%

By Party

Base GOP (17%)
Base Dem (27%)
Soft/Lean GOP (13%)
Soft/Lean Dem (23%)
Ind (20%)

Total Agree 61%
Total Disagree 39%*
There is limited difference by region.

*State Handled Correctly by Target States.*

<table>
<thead>
<tr>
<th>Region</th>
<th>Agree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Disagree</th>
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<tbody>
<tr>
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<td>62%</td>
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<td>39%</td>
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<td>57%</td>
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<td>Tier II (N=350)</td>
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<td>43%</td>
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<td>39%</td>
<td>71%</td>
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<td>64%</td>
<td>37%</td>
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<td>CA (N=254)</td>
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<td>39%</td>
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<td>SE (N=244)</td>
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<td>37%</td>
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<tr>
<td>Midwest (N=200)</td>
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<td>37%</td>
<td>63%</td>
<td>37%</td>
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<tr>
<td>MTN West (N=300)</td>
<td>63%</td>
<td>37%</td>
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Legend: Agree, Disagree
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

- **My health care costs have gone up in the last year.**
  - Strongly Agree: 41%
  - Total Agree: 75%
  - Strongly Disagree: 10%
  - Total Disagree: 25%

- **If I had access to telehealth services, which allow people to have a medical appointment by phone or by video, I would take advantage of those.**
  - Strongly Agree: 41%
  - Total Agree: 74%
  - Strongly Disagree: 16%
  - Total Disagree: 26%*

- **I often travel more than 30 minutes to be able to see a doctor.**
  - Strongly Agree: 18%
  - Total Agree: 42%
  - Strongly Disagree: 36%
  - Total Disagree: 58%
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

- Strongly Support: 46%
- Somewhat Support: 31%
- Somewhat Oppose: 11%
- Strongly Oppose: 12%

Total Support: 77%
Total Oppose: 23%

By Party

- Base GOP (17%): Support 91%, Oppose 9%
- Soft/Lean GOP (13%): Support 88%, Oppose 12%
- Ind (20%): Support 80%, Oppose 20%
- Soft/Lean Dem (23%): Support 72%, Oppose 28%
- Base Dem (27%): Support 66%, Oppose 34%

Support vs Oppose
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

Help: 65%
Hurt: 35%

Urban (20%)
Help: 55%
Hurt: 45%

Suburban (24%)
Help: 59%
Hurt: 41%

Rural (56%)
Help: 72%
Hurt: 28%
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

More needs to be done to create legal pathways to immigration for those who wish to immigrate to America legally.

- Strongly Agree: 60%
- Total Agree: 87%
- Strongly Disagree: 13%
- Total Disagree: 100%

We need to provide DACA recipients and Dreamers, undocumented immigrants who came to the United States as children, with a pathway to citizenship.

- Strongly Agree: 54%
- Total Agree: 82%
- Strongly Disagree: 9%
- Total Disagree: 18%

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

*Control Southern Border by Party*

- Base GOP (17%) agree: 92%, disagree: 8%
- Soft/Lean GOP (13%) agree: 83%, disagree: 17%
- Ind (20%) agree: 68%, disagree: 32%
- Soft/Lean Dem (23%) agree: 47%, disagree: 53%
- Base Dem (27%) agree: 55%, disagree: 45%
There is a strong bipartisan agreement that legal pathways should become available.

*Immigration Statements by Party*

<table>
<thead>
<tr>
<th>Party Type</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base GOP (17%)</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>Soft/Lean GOP (13%)</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>Ind (20%)</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>Soft/Lean Dem (23%)</td>
<td>94%</td>
<td>6%</td>
</tr>
<tr>
<td>Base Dem (27%)</td>
<td>90%</td>
<td>10%</td>
</tr>
</tbody>
</table>

+12 56% 44%

+50 75% 25%

+58 79% 21%

+84 92% 8%

+90 95% 5%

DACA Recipients

+12

+50

+58

+84

+90

Legal Pathways

+62

+66

+66

+88

+80

Agree

Disagree
For more information
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