



Hispanic National Survey #2

May 2-7, 2024

PREPARED BY:

Jim Hobart, Partner

Project #240160

METHODOLOGY



Public Opinion Strategies is pleased to present the key findings of a survey conducted nationwide. The survey was completed May 2-7, 2024, among 1,200 Hispanic voters, and has a credibility interval of $\pm 3.23\%$.

Additionally, an oversample of 674 interviews was conducted for a total of 1,555 Hispanic voters in targeted states, with a credibility interval of $\pm 2.83\%$. Interviews were conducted via online and text-to-web.

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

METHODOLOGY



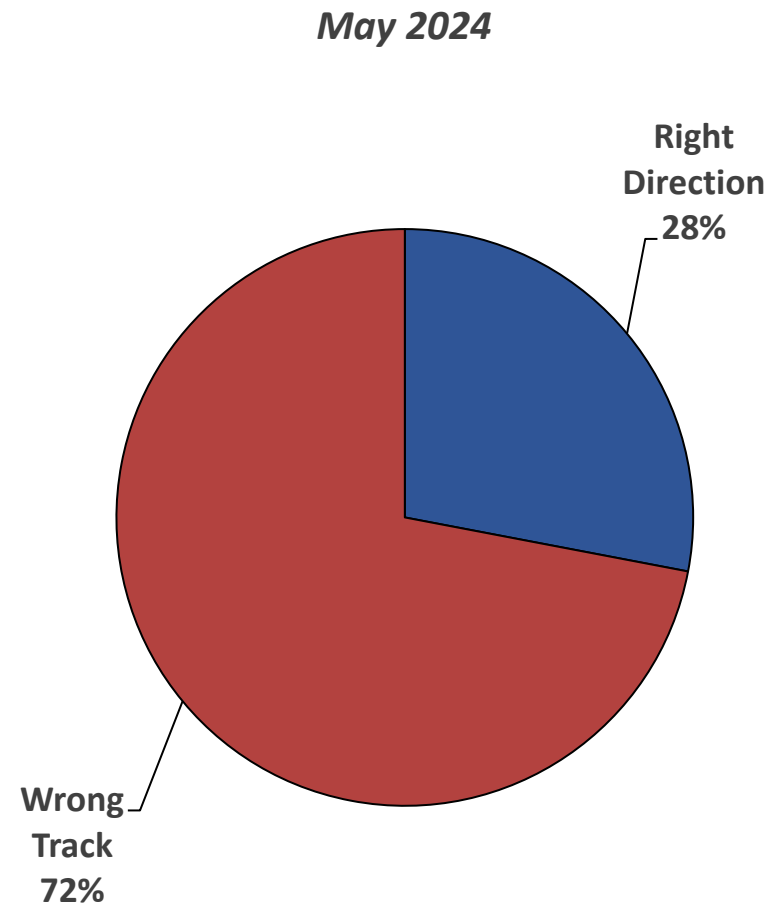
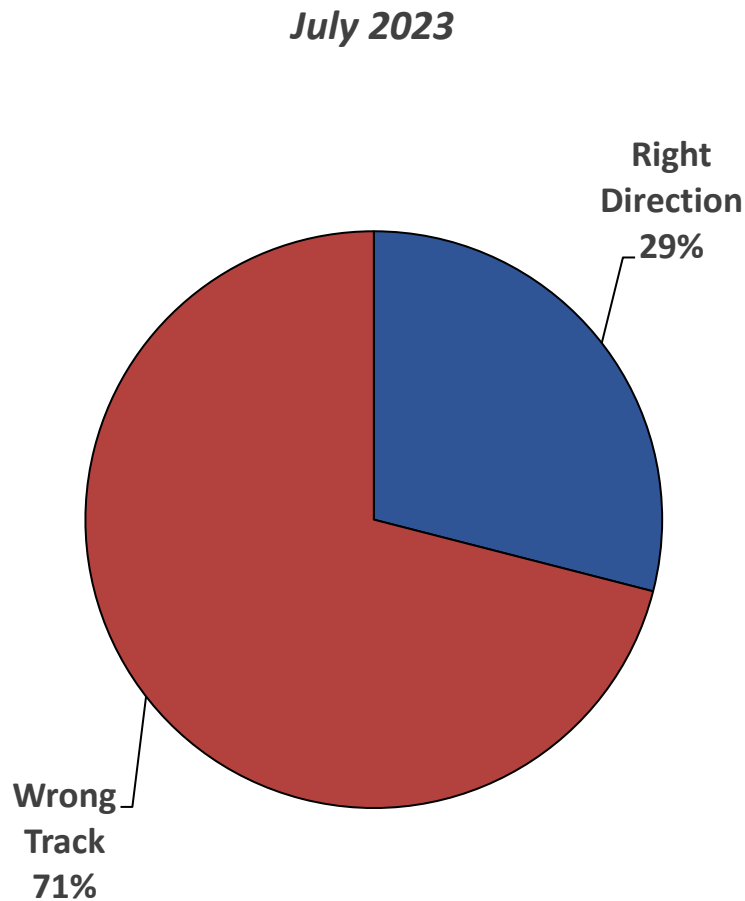
Tier 1 target states: Arizona, California, Florida, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin and Texas.

Tier 2 target states: Colorado, Georgia, New Mexico, Ohio, Virginia and Washington.

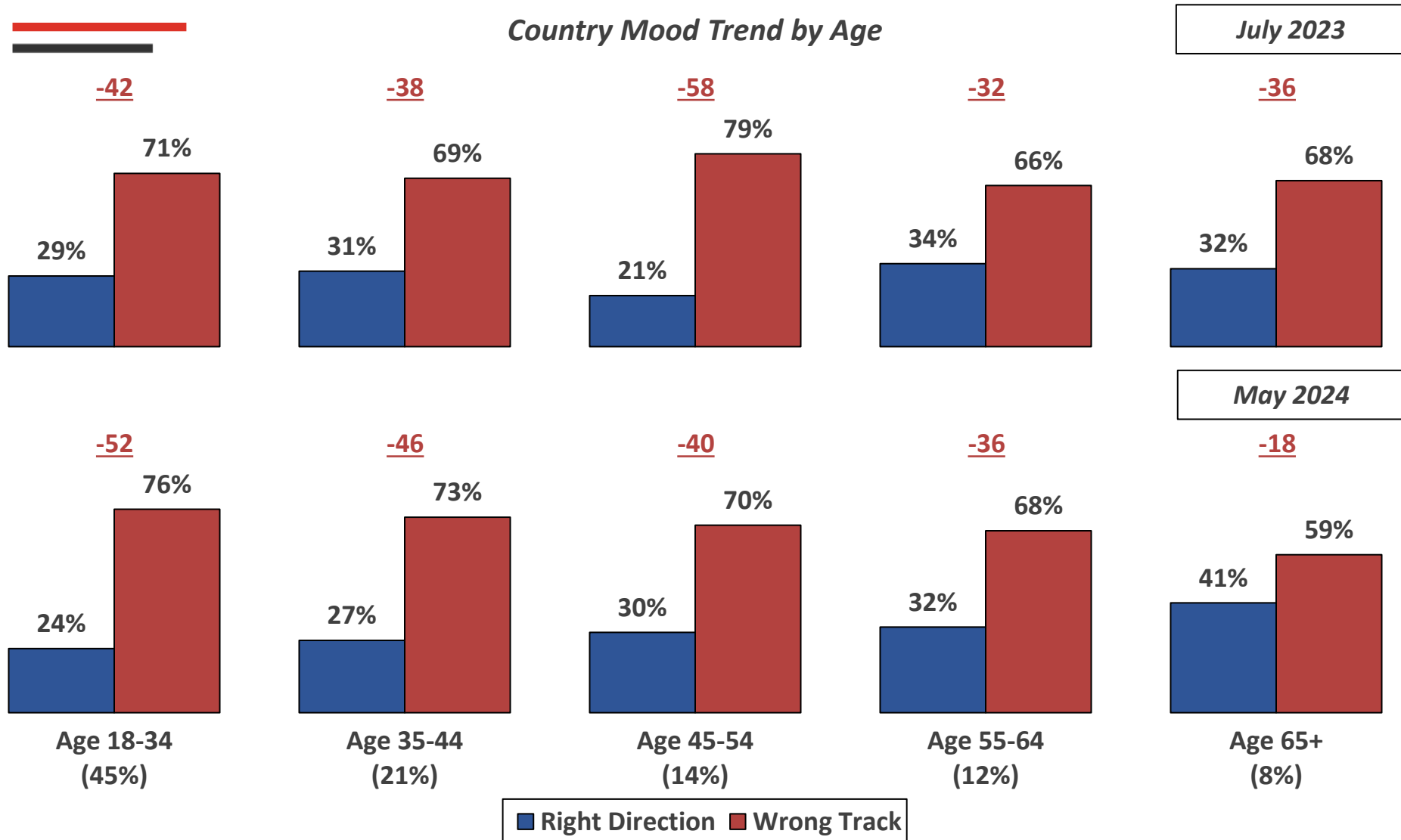


Political Environment

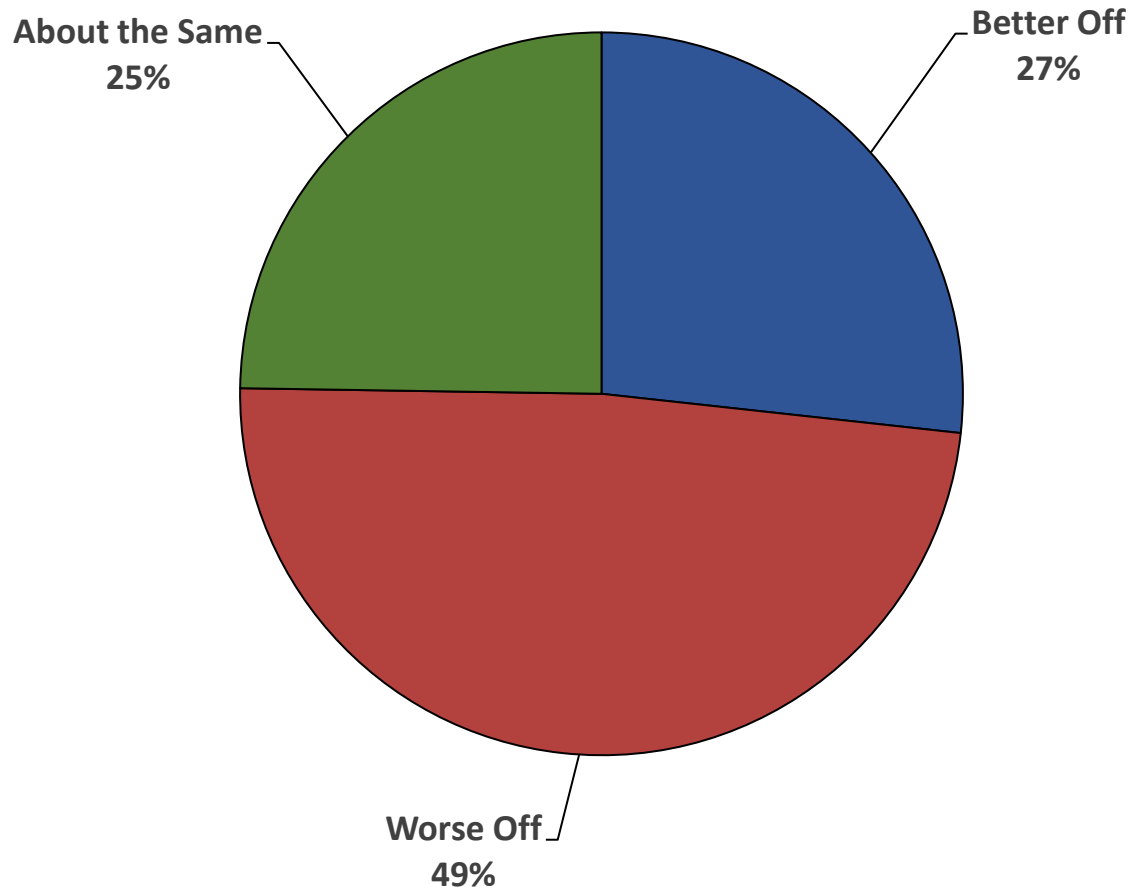
Hispanic voters are still overwhelmingly pessimistic about the country's direction.



Seniors are less pessimistic, while young voters are slightly more pessimistic since the last survey.



Half of Hispanic voters say they are worse off than four years ago. Only 27% say they are better off.

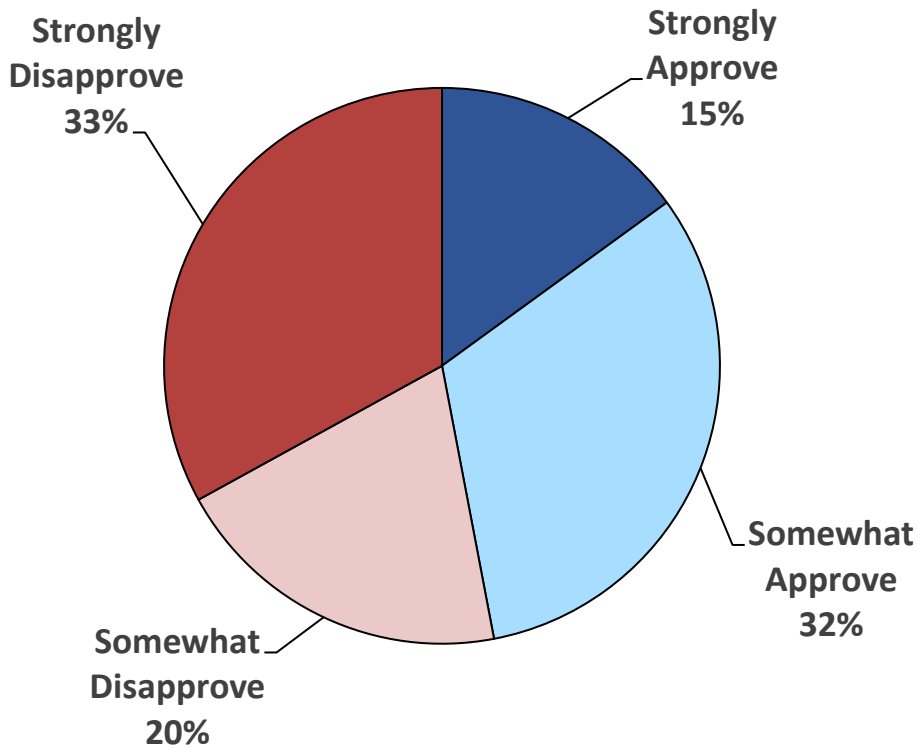


Biden's approval numbers have slipped since July of last year.

July 2023

Total Approve 47%

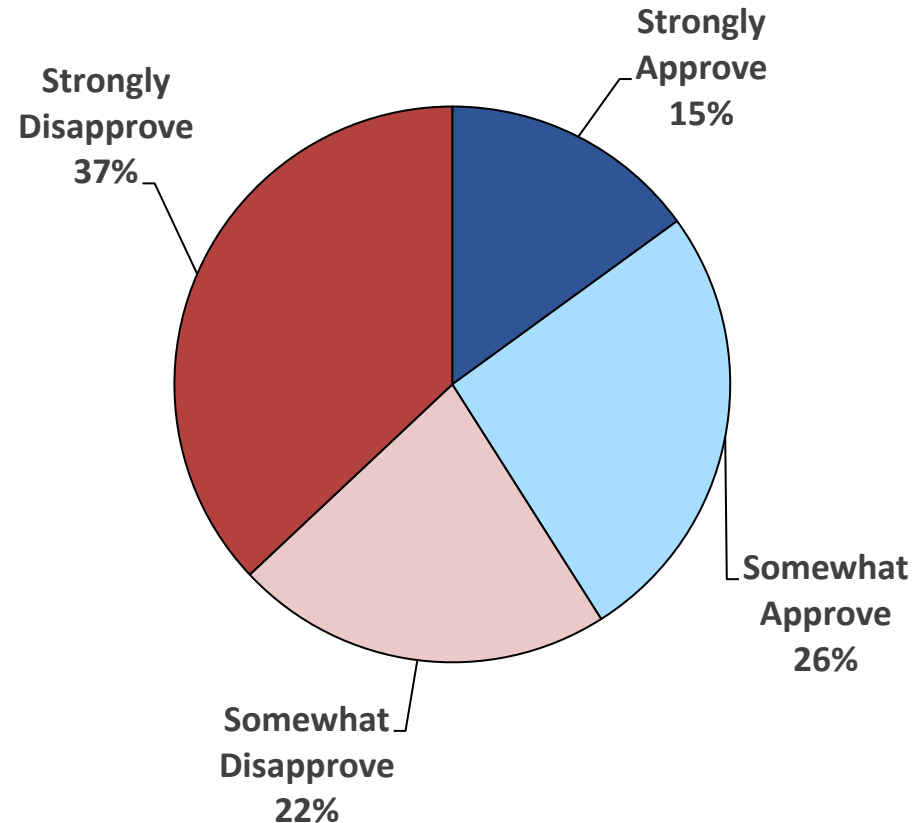
Total Disapprove 53%



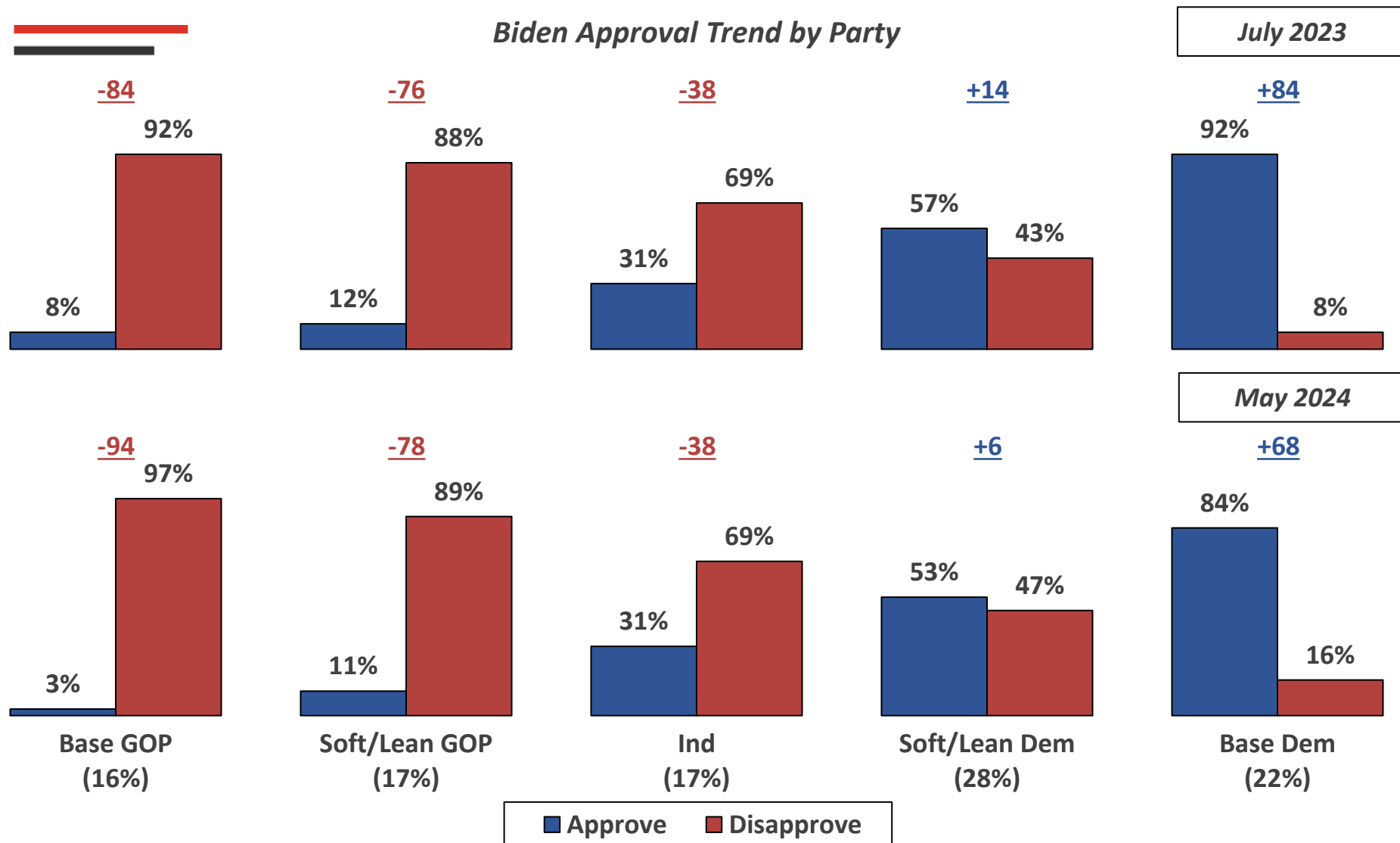
May 2024

Total Approve 41%

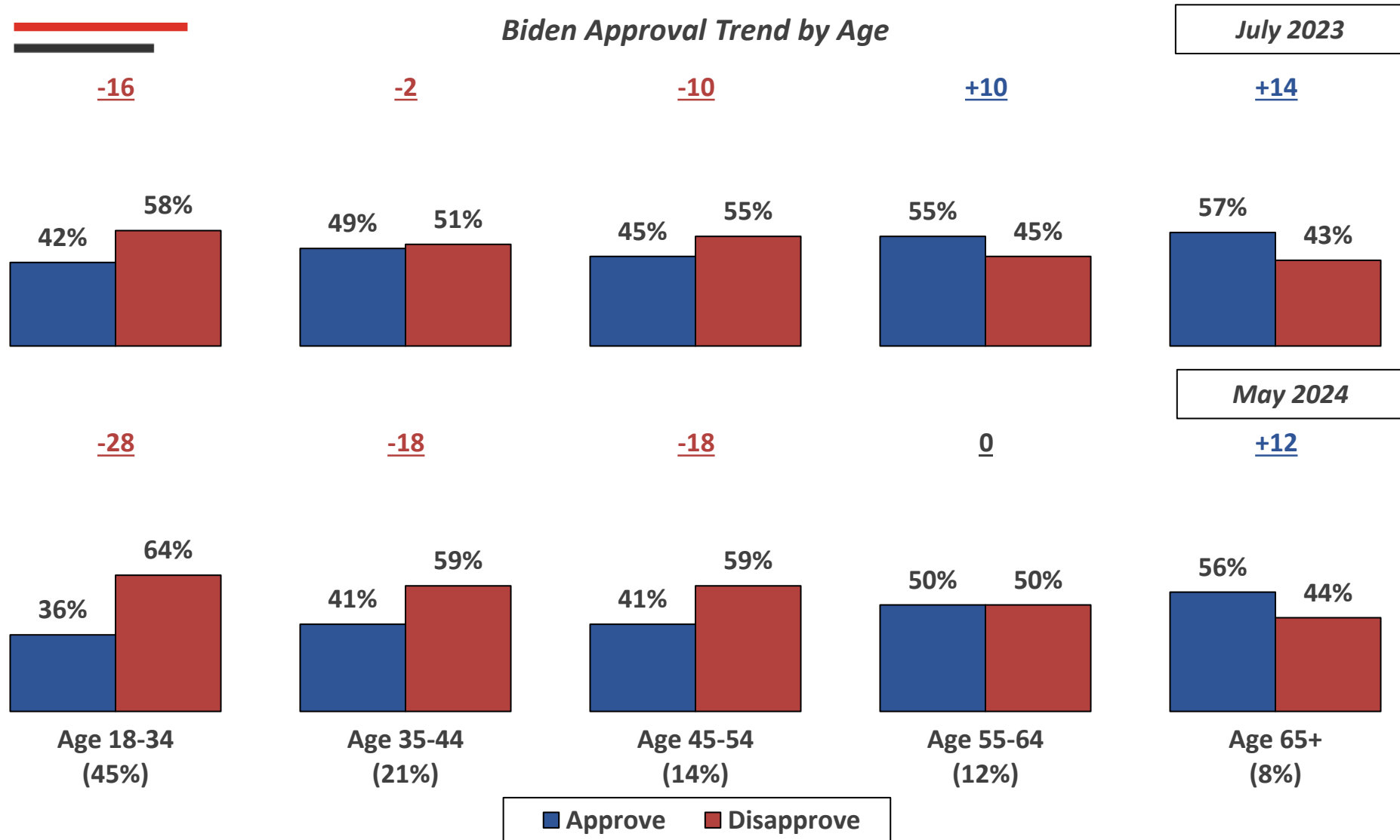
Total Disapprove 59%



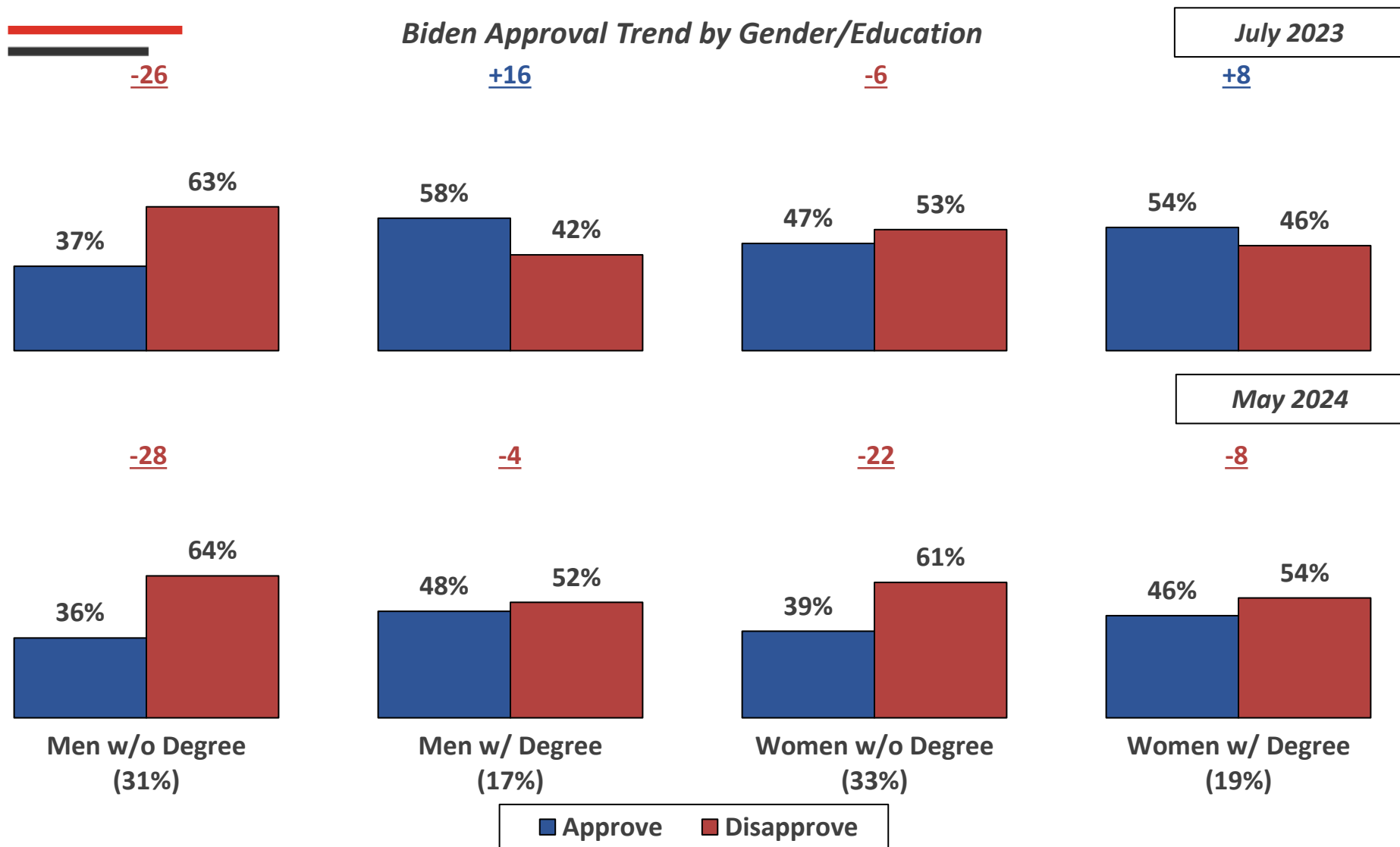
Biden has lost ground among both parties.



Biden is even more unpopular among younger voters since the last survey.



Biden is now underwater among voters with degrees.



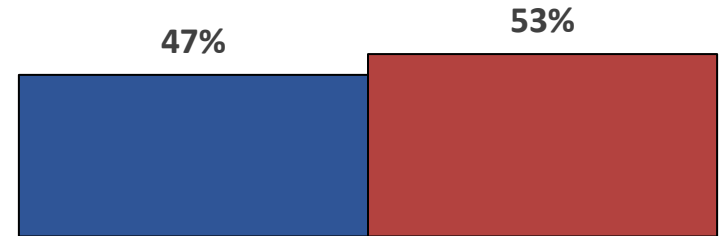
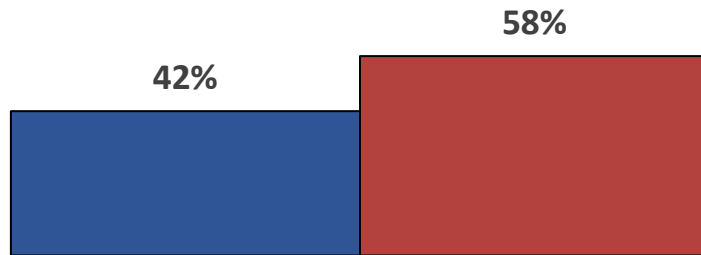
Biden's approval has collapsed among voters working more than one job.

Biden Approval Trend by Work More than One Job

July 2023

-16

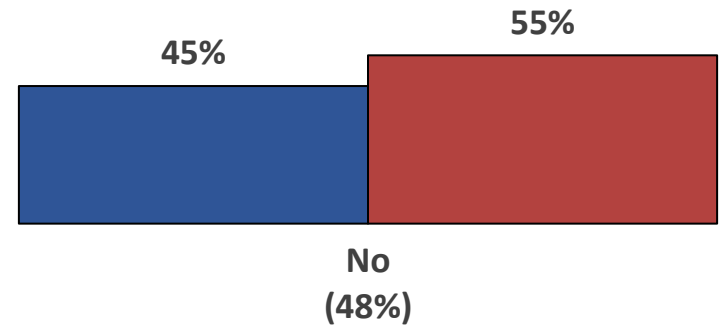
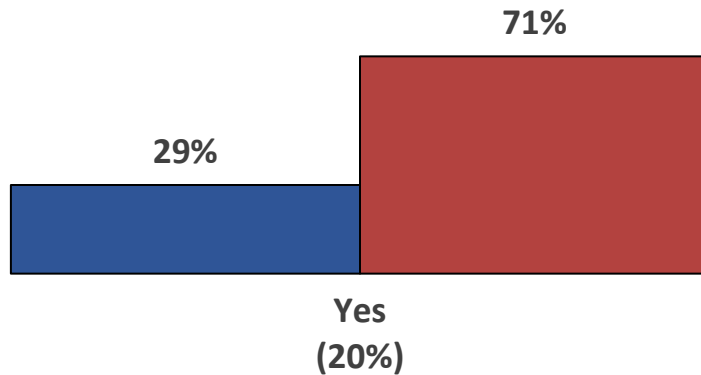
-6



May 2024

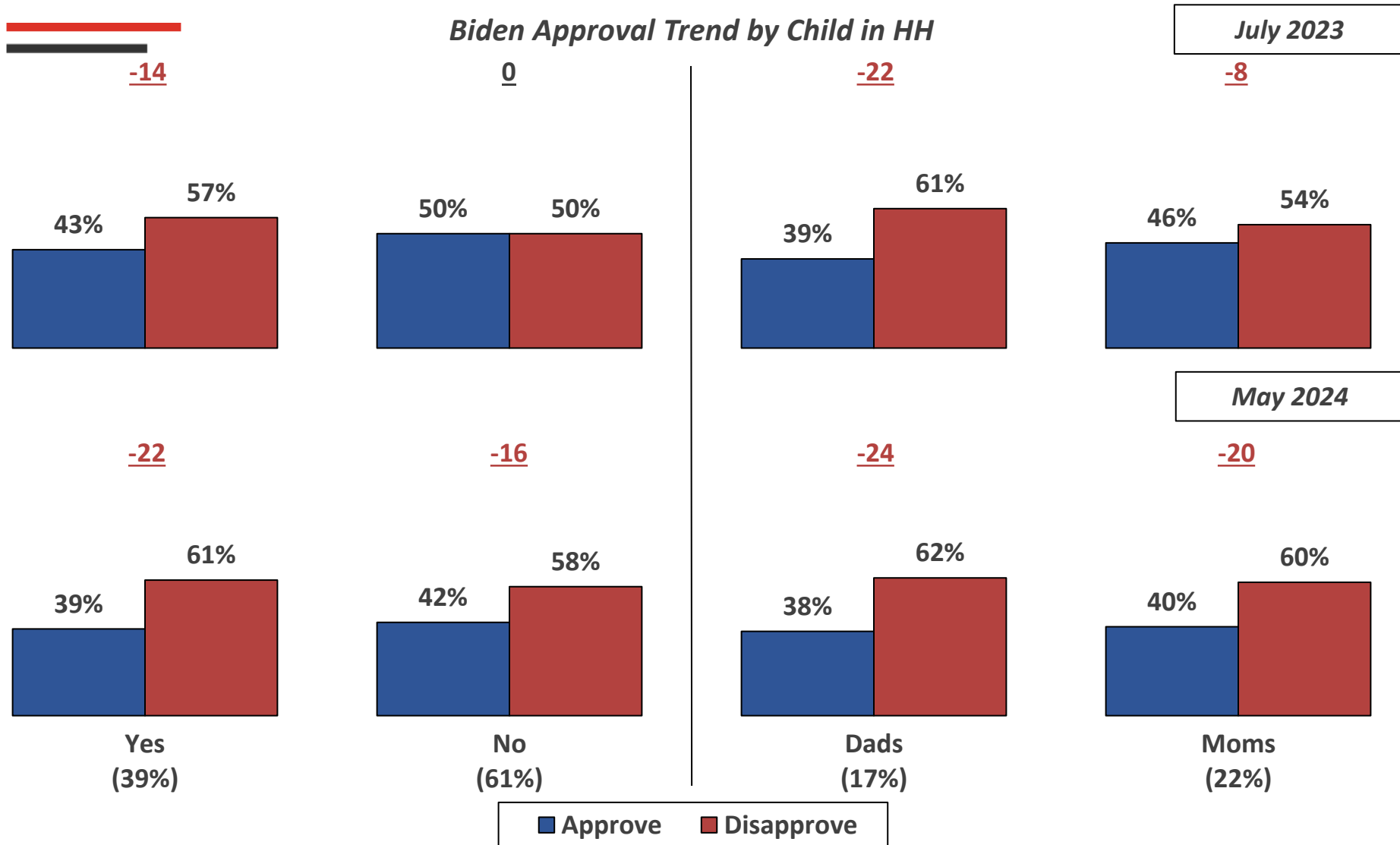
-42

-10



■ Approve ■ Disapprove

Voters with no children in the household now disapprove of Biden



Biden's numbers are much worse across target regions compared to last survey.

Biden Approval Trend by Regional Breaks

July 2023

-2

-2

-2

+10

-10

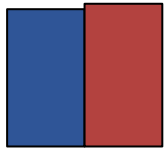
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+12

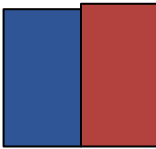
-7

-16

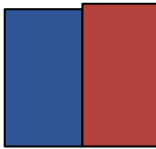
49% 51%



49% 51%



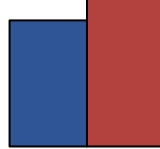
49% 51%



55% 45%



45% 55%



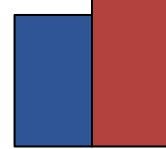
48% 52%



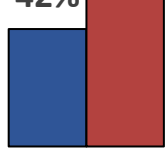
56% 44%



47% 54%



42% 58%



-18

-20

-16

-24

-24

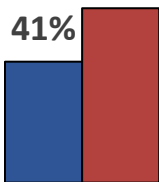
-6

-32

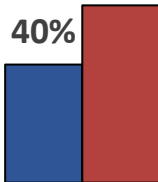
-24

-20

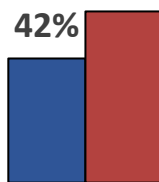
41% 59%



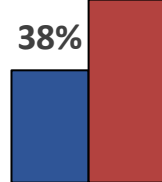
40% 60%



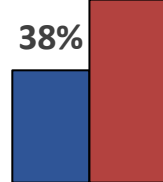
42% 58%



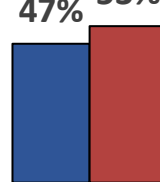
38% 62%



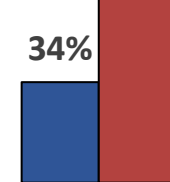
38% 62%



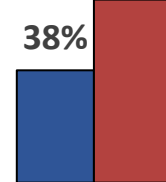
47% 53%



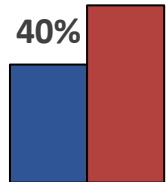
34% 66%



38% 62%



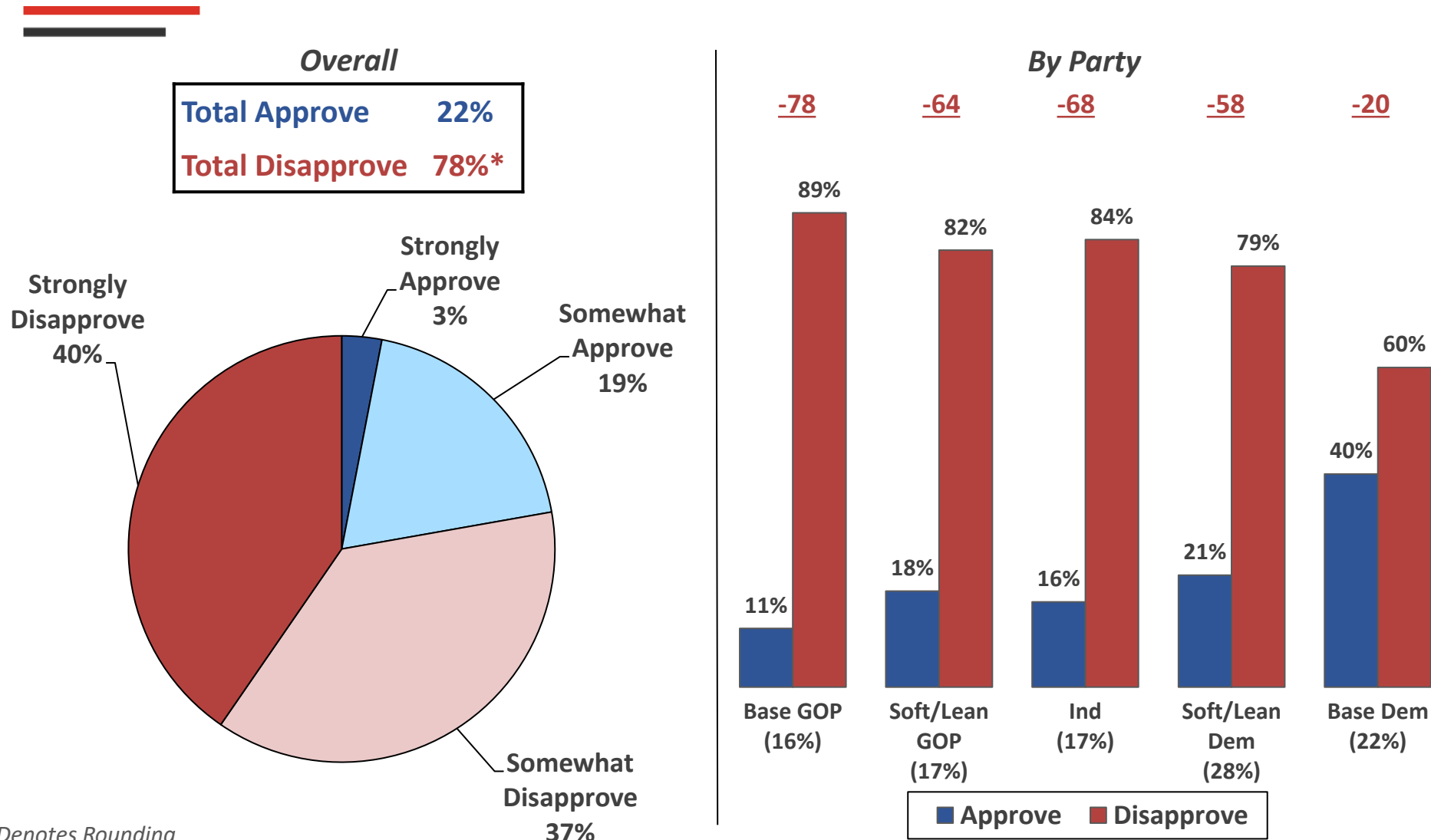
40% 60%



May 2024

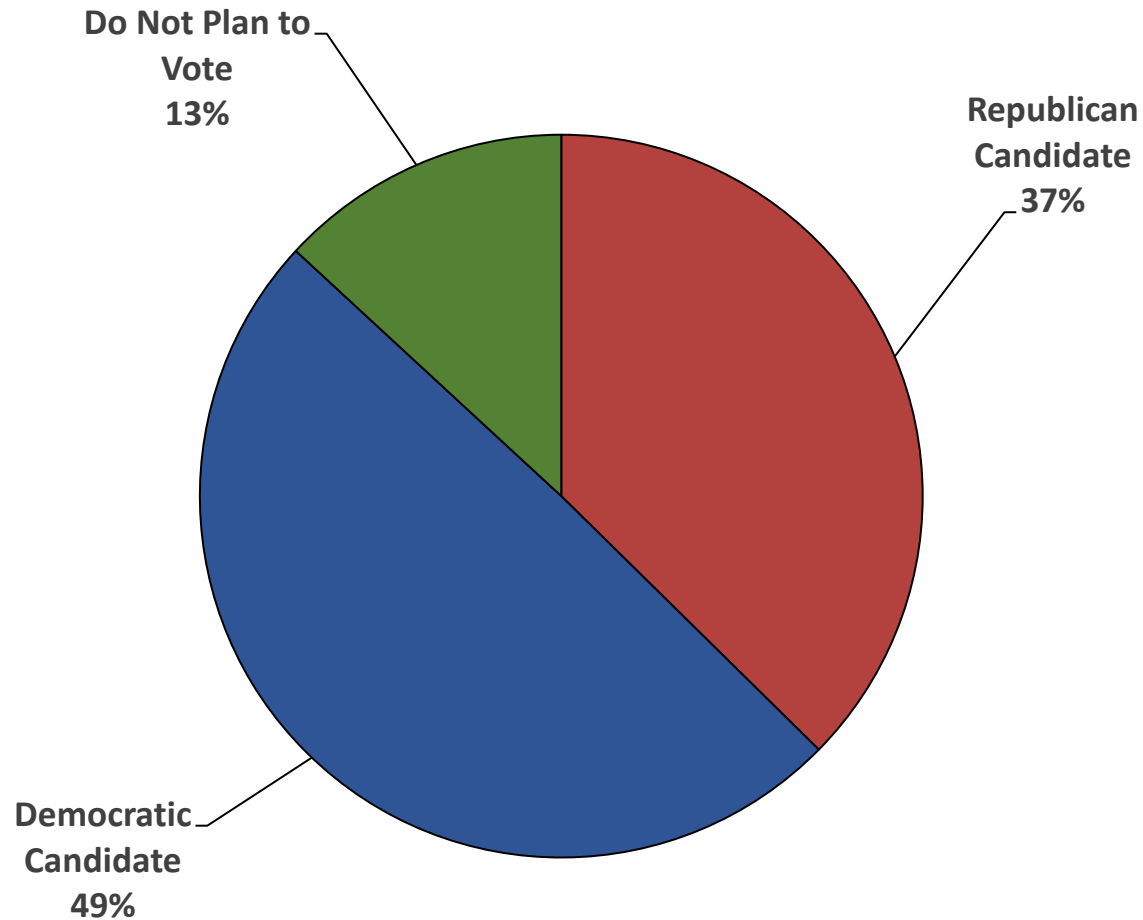
■ Approve ■ Disapprove

Voters across party lines disapprove of the job Congress is doing. Surprisingly, base Democrats are most likely to approve.

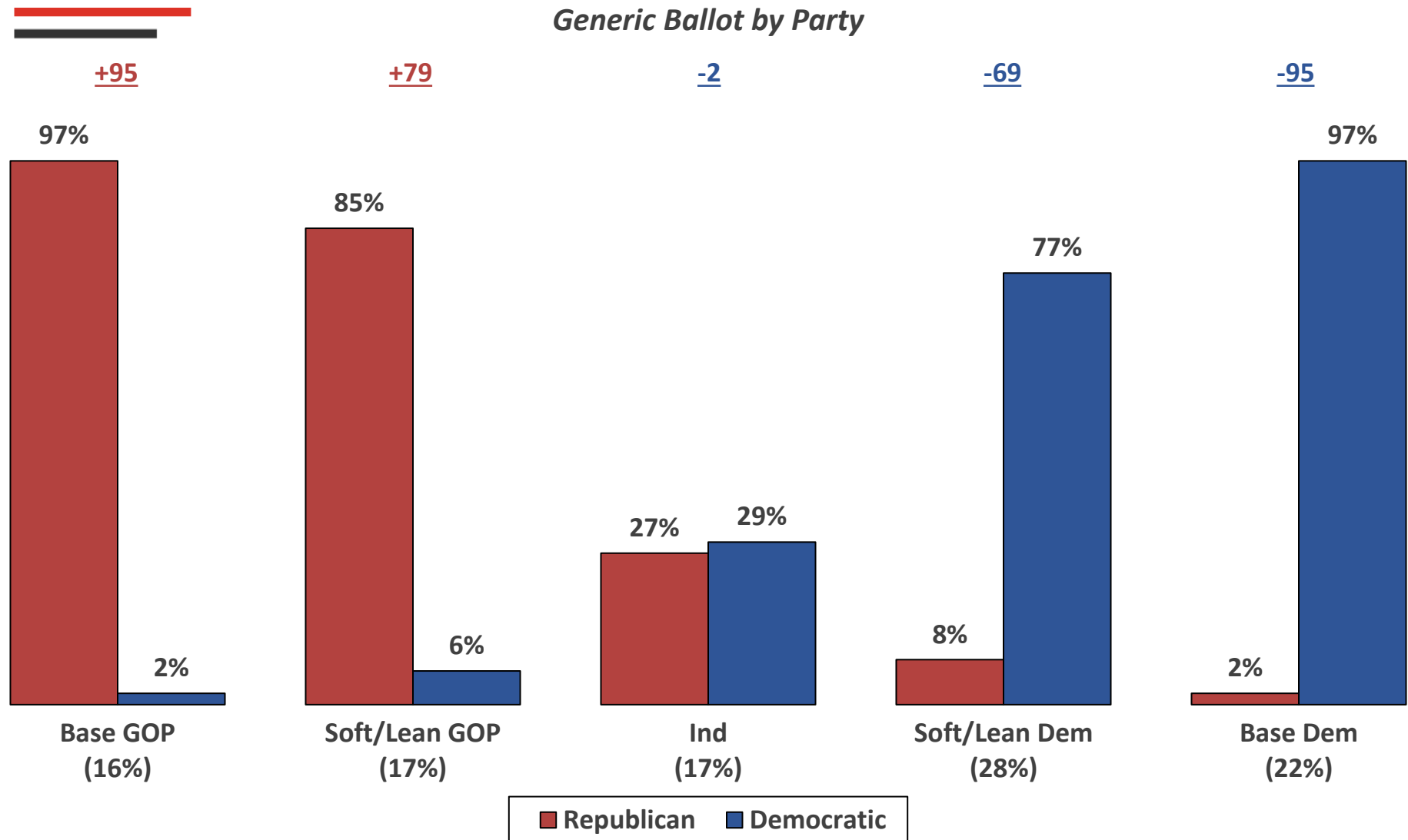


*Denotes Rounding

Just under 50% of voters back the Democrat on the generic ballot.

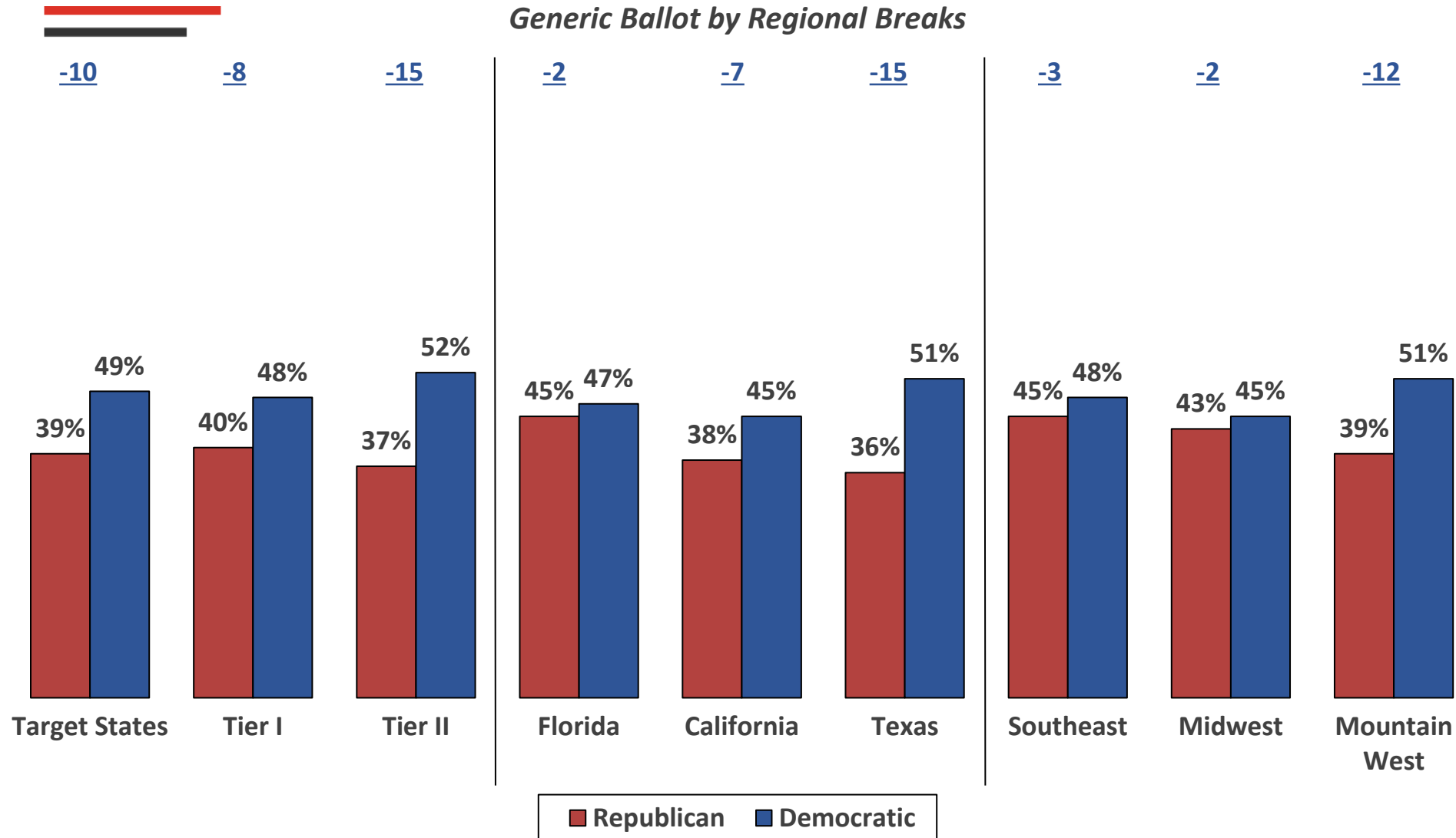


A plurality of Independents are not currently planning on voting.



The generic Republican is within five points of the Democrat in the Southeast, the Midwest, and in Florida.

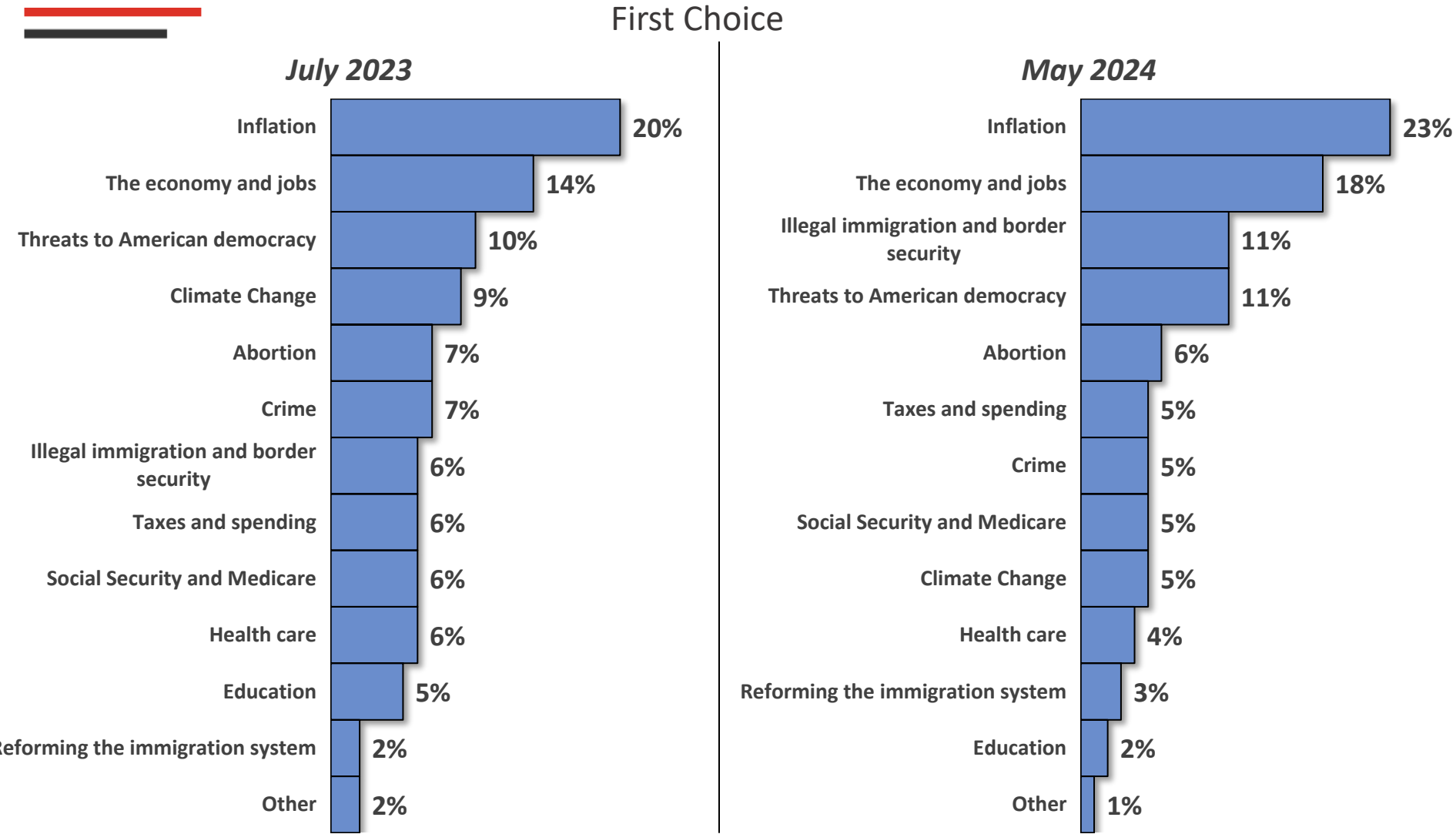
Generic Ballot by Regional Breaks





Issues

Inflation and the economy are still the two most important issues to voters. Illegal immigration and border security has surged to third place.



Swing Hispanics are most focused on inflation.

Top Issues by Party

Base GOP (16%)	Soft/Lean GOP (17%)	Ind (17%)	Soft/Lean Dem (28%)	Base Dem (22%)
Illegal immigration and border security (27%)	Inflation (24%)	Inflation (28%)	Inflation (25%)	The economy and jobs (18%)
Inflation (24%)	Illegal immigration and border security (23%)	The economy and jobs (16%)	The economy and jobs (19%)	Threats to American democracy (17%)
The economy and jobs (16%)	The economy and jobs (22%)	Threats to American democracy (8%)	Threats to American democracy (15%)	Inflation (15%)
Threats to American democracy (7%)	Taxes and spending (8%)	Illegal immigration and border security (7%)	Abortion (9%)	Climate Change (10%)

Older voters are most concerned about illegal immigration and threats to American democracy.

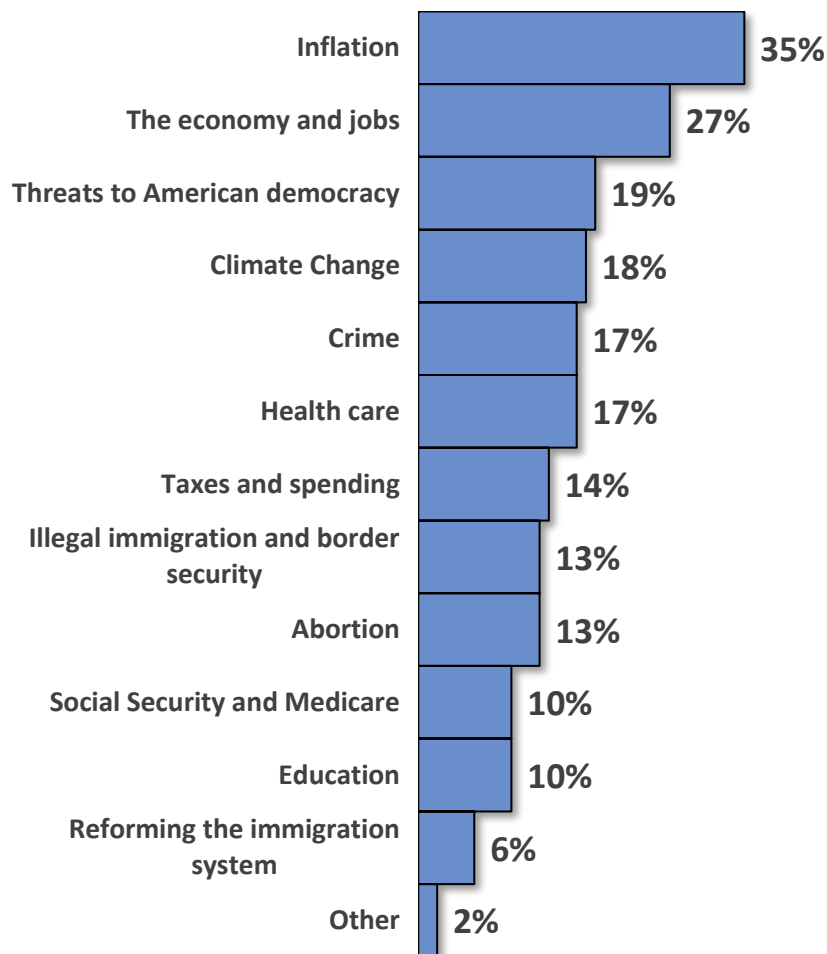
Top Issues by Age

Age 18-34 (45%)	Age 35-44 (21%)	Age 45-54 (14%)	Age 55-64 (12%)	Age 65+ (8%)
Inflation (23%)	Inflation (33%)	Inflation (23%)	Illegal immigration and border security (21%)	Illegal immigration and border security (21%)
The economy and jobs (21%)	The economy and jobs (18%)	The economy and jobs (16%)	Threats to American democracy (19%)	Threats to American democracy (19%)
Illegal immigration and border security (8%)	Threats to American democracy (9%)	Illegal immigration and border security (15%)	Social Security and Medicare (17%)	Social Security and Medicare (15%)
Taxes and spending (7%)	Abortion (6%)	Threats to American democracy (14%)	The economy and jobs (15%)	The economy and jobs (12%)

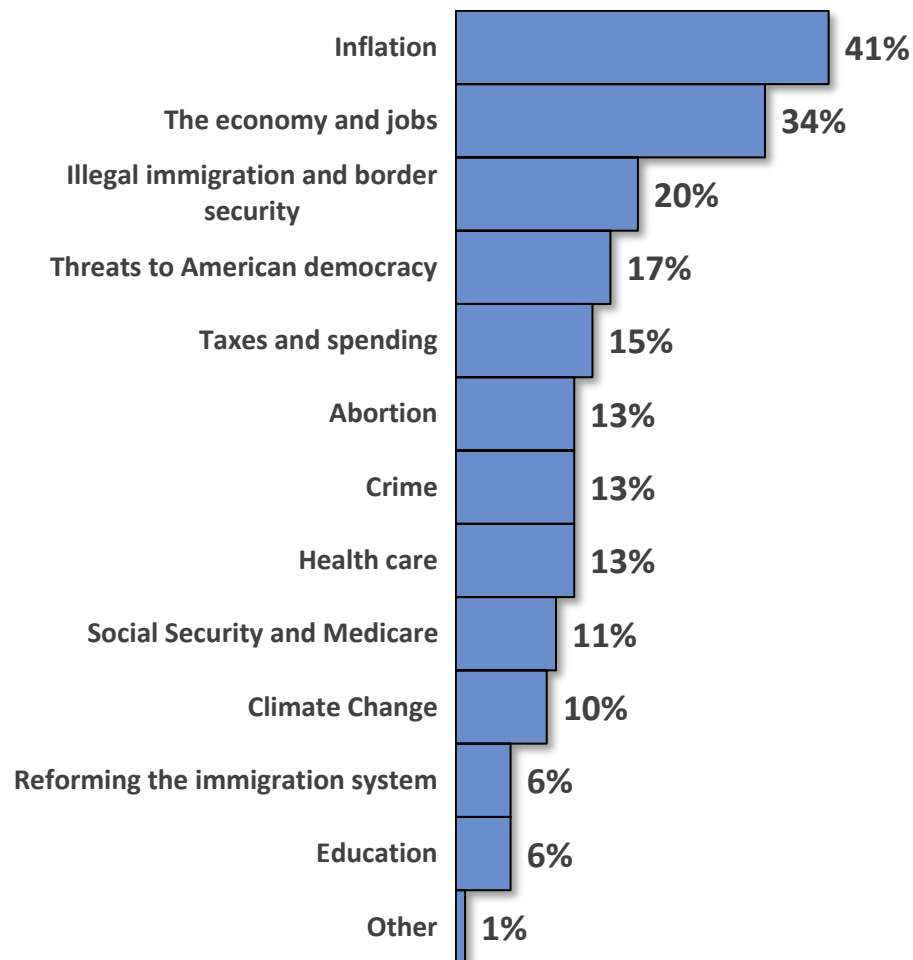
On the combined choice, voters are even more concerned about inflation and the economy than last survey. Illegal immigration and border security has leapfrogged into third place.

Combined Choices

July 2023



May 2024



Inflation is the top issue for all but base GOPers and it is a close second with them.

Top Combined Issues by Party

Base GOP (16%)	Soft/Lean GOP (17%)	Ind (17%)	Soft/Lean Dem (28%)	Base Dem (22%)
Illegal immigration and border security (47%)	Inflation (44%)	Inflation (45%)	Inflation (42%)	Inflation (32%)
Inflation (44%)	The economy and jobs (39%)	The economy and jobs (33%)	The economy and jobs (35%)	The economy and jobs (32%)
The economy and jobs (30%)	Illegal immigration and border security (34%)	Health care (19%)	Threats to American democracy (21%)	Threats to American democracy (23%)
Taxes and spending (18%)	Taxes and spending (19%)	Taxes and spending (18%)	Abortion (17%)	Abortion (20%)

Notably, seniors are not as concerned about inflation.

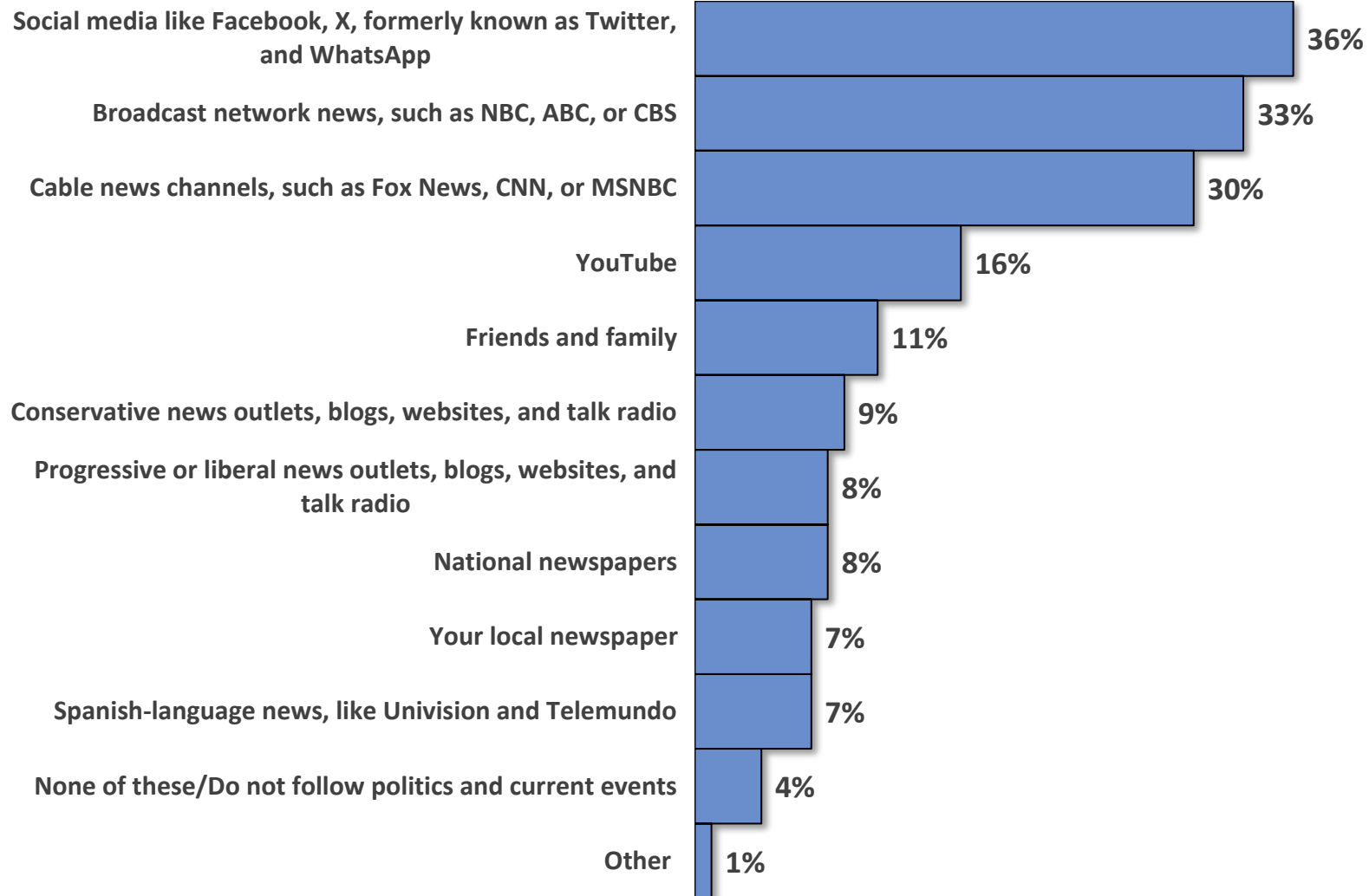
Top Combined Issues by Age

Age 18-34 (45%)	Age 35-44 (21%)	Age 45-54 (14%)	Age 55-64 (12%)	Age 65+ (8%)
Inflation (40%)	Inflation (50%)	Inflation (42%)	Inflation (36%)	Threats to American democracy (28%)
The economy and jobs (40%)	The economy and jobs (35%)	Illegal immigration and border security (28%)	Illegal immigration and border security (34%)	Illegal immigration and border security (27%)
Taxes and spending (16%)	Illegal immigration and border security (17%)	The economy and jobs (27%)	Threats to American democracy (31%)	Social Security and Medicare (26%)
Health care (16%)	Taxes and spending (15%)	Threats to American democracy (23%)	Social Security and Medicare (29%)	The economy and jobs (25%)



News Consumption

A plurality of Hispanic voters get their news from social media. Broadcast and cable are not far behind.

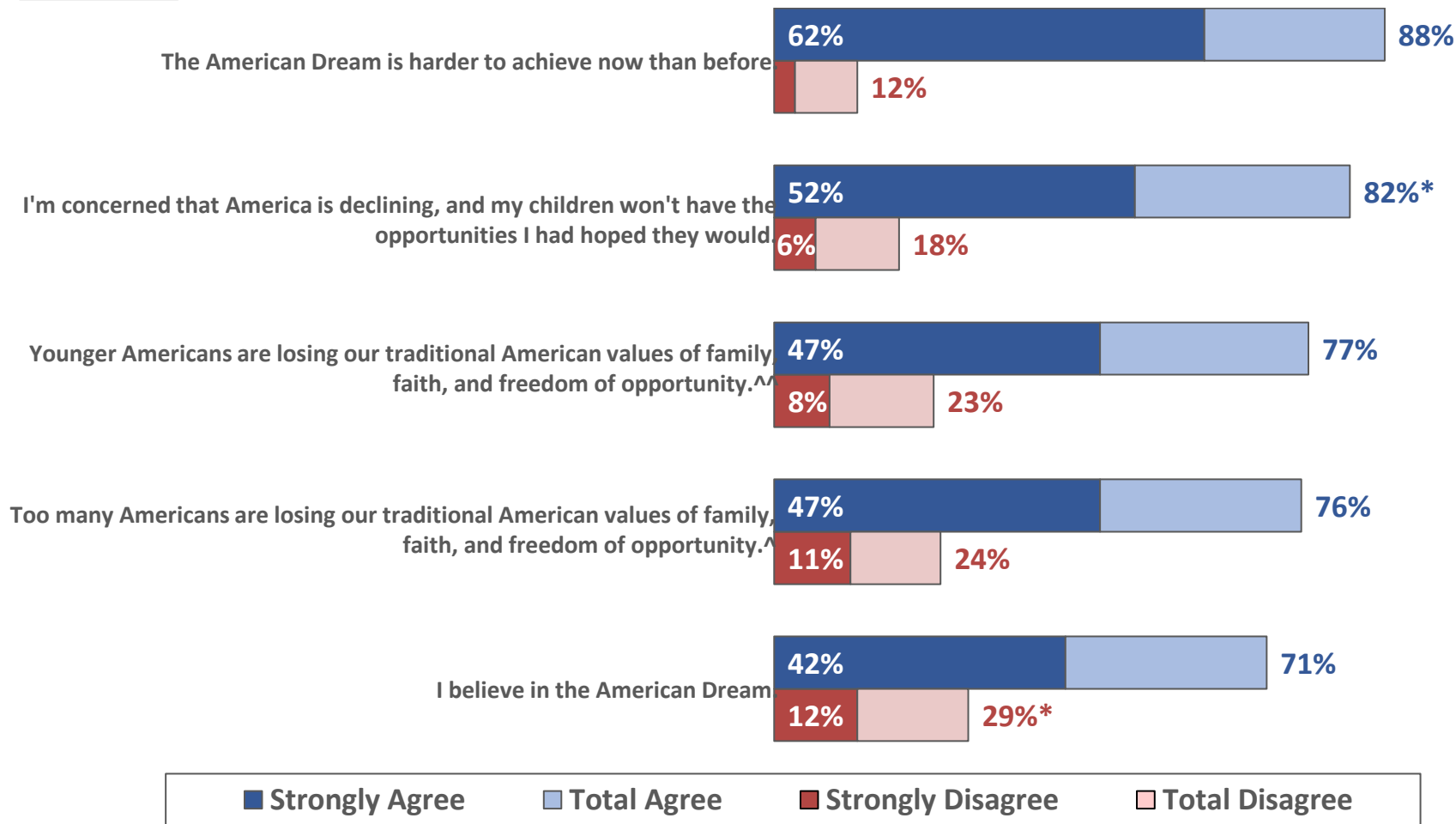




The American Dream

Hispanic voters believe the American Dream is harder to achieve, and that America is declining. However, most still believe in the American Dream.

Ranked by % Strongly Agree



*Denotes Rounding; ^Split Sample A, ^^Split Sample B.

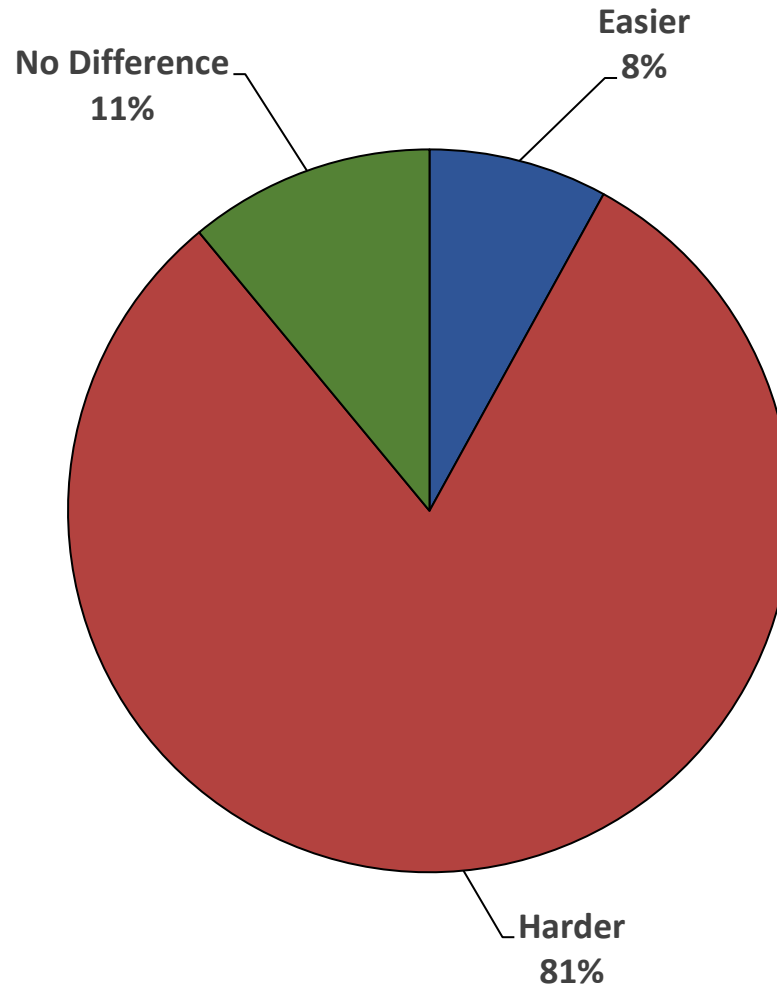
"Now, please read the following statements about the country. After you read each one, please indicate if you agree or disagree with that statement."

Hispanics largely view the American Dream in terms of freedom and financial well-being.



Freedom	18%	Good/better life	12%	Just a dream/not real	6%	Safety	4%
Financial security	18%	Opportunity	11%	Education	5%	Health care	4%
Owning a house	17%	Hard work	8%	Happiness	5%	Retire	3%
Family	15%	Pursue goals	7%	N/A	5%	Prosperity	3%
Good paying job	15%	Success	7%	Equality	4%	Future	3%

Four-in-five Hispanic voters think the American Dream will be harder for the next generation to achieve.



Voters who believe the American Dream will be easier to achieve, do so because of technological advancements.



(Among 8% Believing American Dream will be Easier to Achieve)

Technological advancements	20%	Educational advancements	6%	Make money online or from social media	4%	Smart	3%
Don't Know	9%	Life gets easier	6%	Path paved for future	4%	Government	3%
More opportunities and resources	8%	Social progress	5%	Democracy	4%	Immigrants	3%
Economy will improve	6%	Have it already/have it easier	5%	Different values	4%	Amazing	3%
Change	6%	Optimistic/American Dream lives	8%	Hard work	4%		

Voters pessimistic about the future of the American Dream are worried about inflation and the cost of living.



(Among 81% Believing American Dream will be Harder to Achieve)

Inflation	19%	Decline/wrong direction	5%	Taxes	4%	Government spending/debt	3%
Cost of living	13%	No work ethic/entitlement	4%	Bad education	3%	Government	3%
Housing prices	8%	Wealth inequality	4%	Corruption	3%	Don't Know	3%
Economy	8%	Life is harder	4%	Freedom and rights diminishing	3%	Greed	3%
No good jobs/lack of opportunity	6%	Values changed/lost	4%	Corporations	3%	Politicians	3%
Bad/stagnant wages	5%	Education costs	4%				



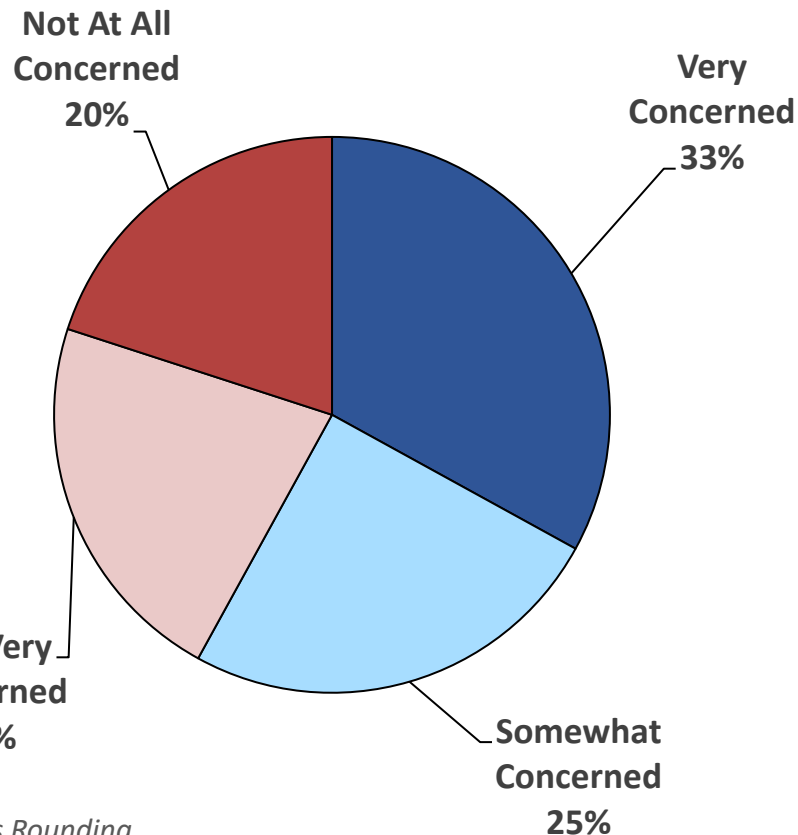
Socialism

Compared to last year, an equal number of voters are concerned about the increase of socialism. However, intensity has decreased slightly.

July 2023

Total Concerned 58%

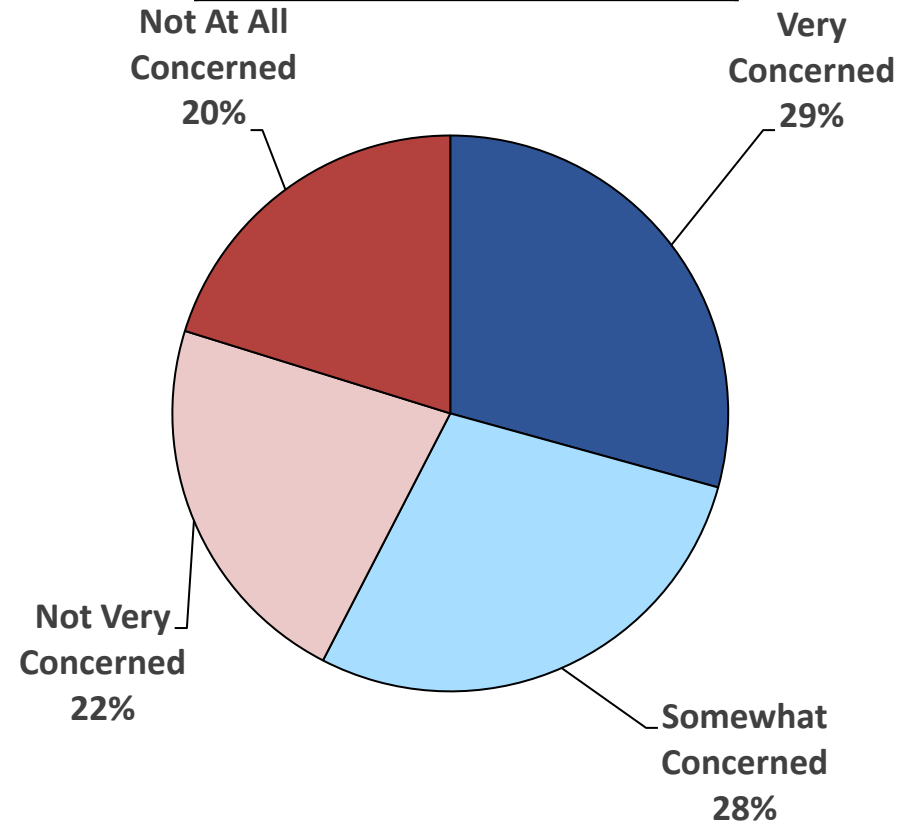
Total Not Concerned 42%



May 2024

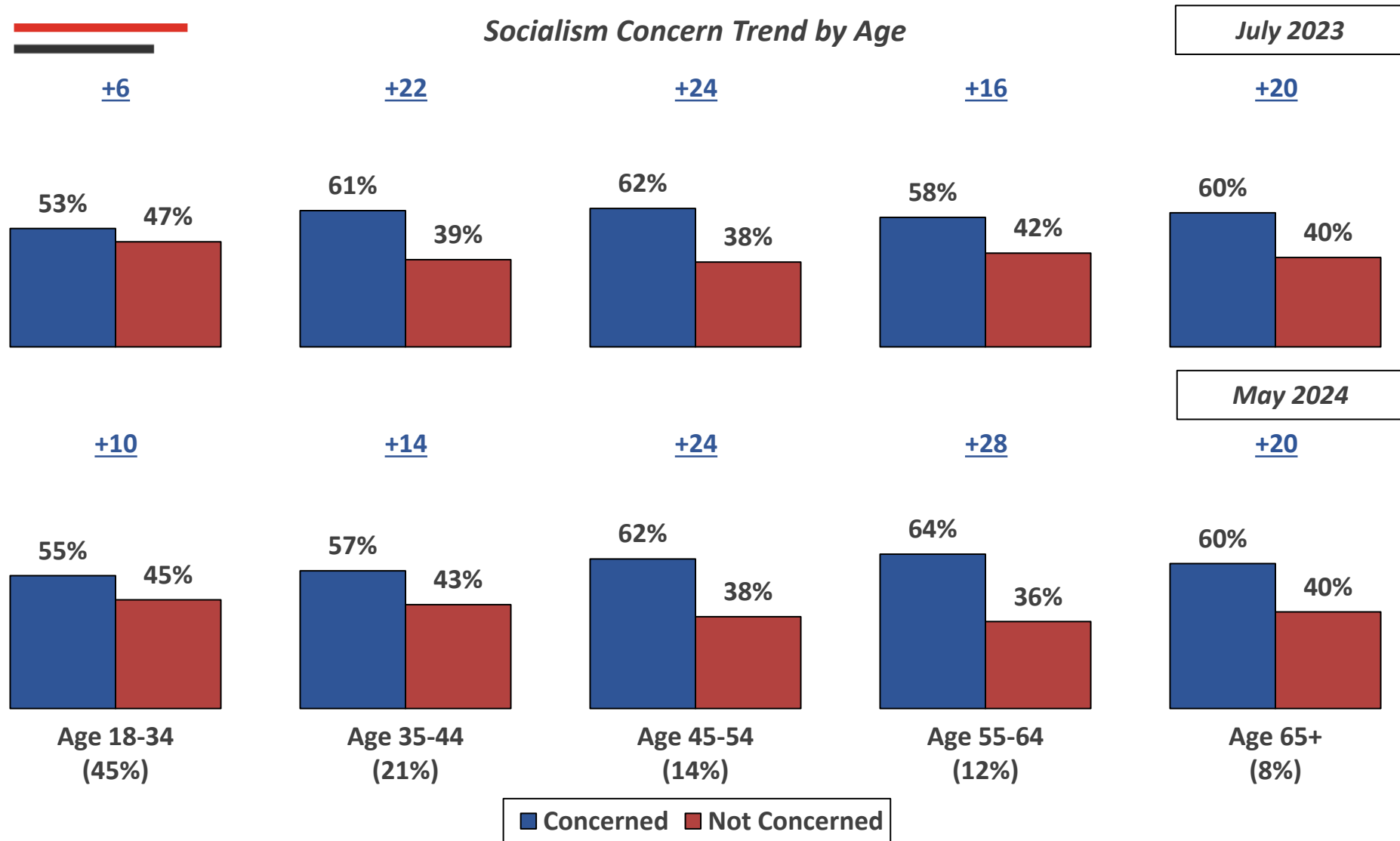
Total Concerned 58%*

Total Not Concerned 42%



*Denotes Rounding

Voters of all ages are concerned about socialism; older and middle-aged voters are the most concerned.



Hispanics with Cuban heritage are most concerned about socialism.

Socialism Concern Trend by Country of Origin

July 2023

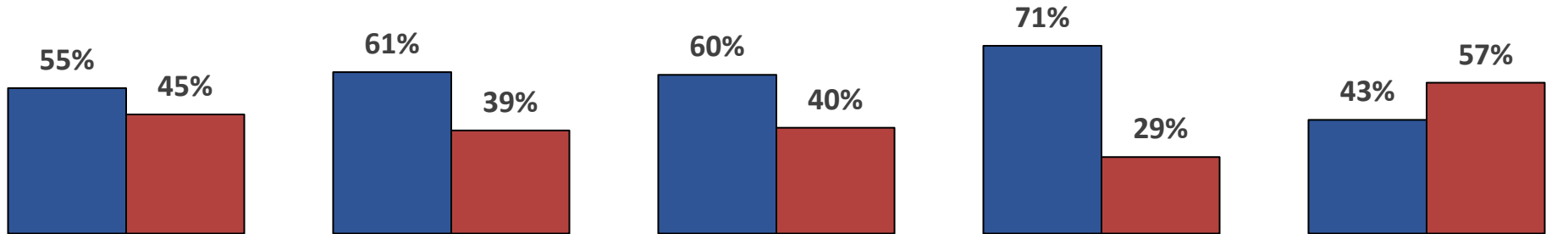
+10

+22

+20

+42

-14



May 2024

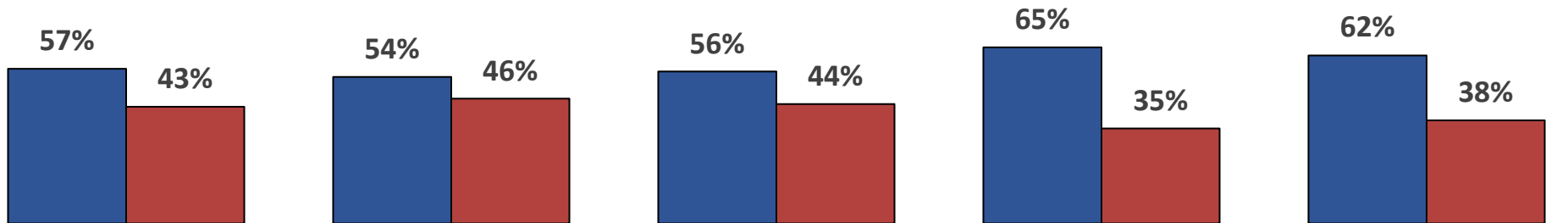
+14

+8

+12

+30

+24

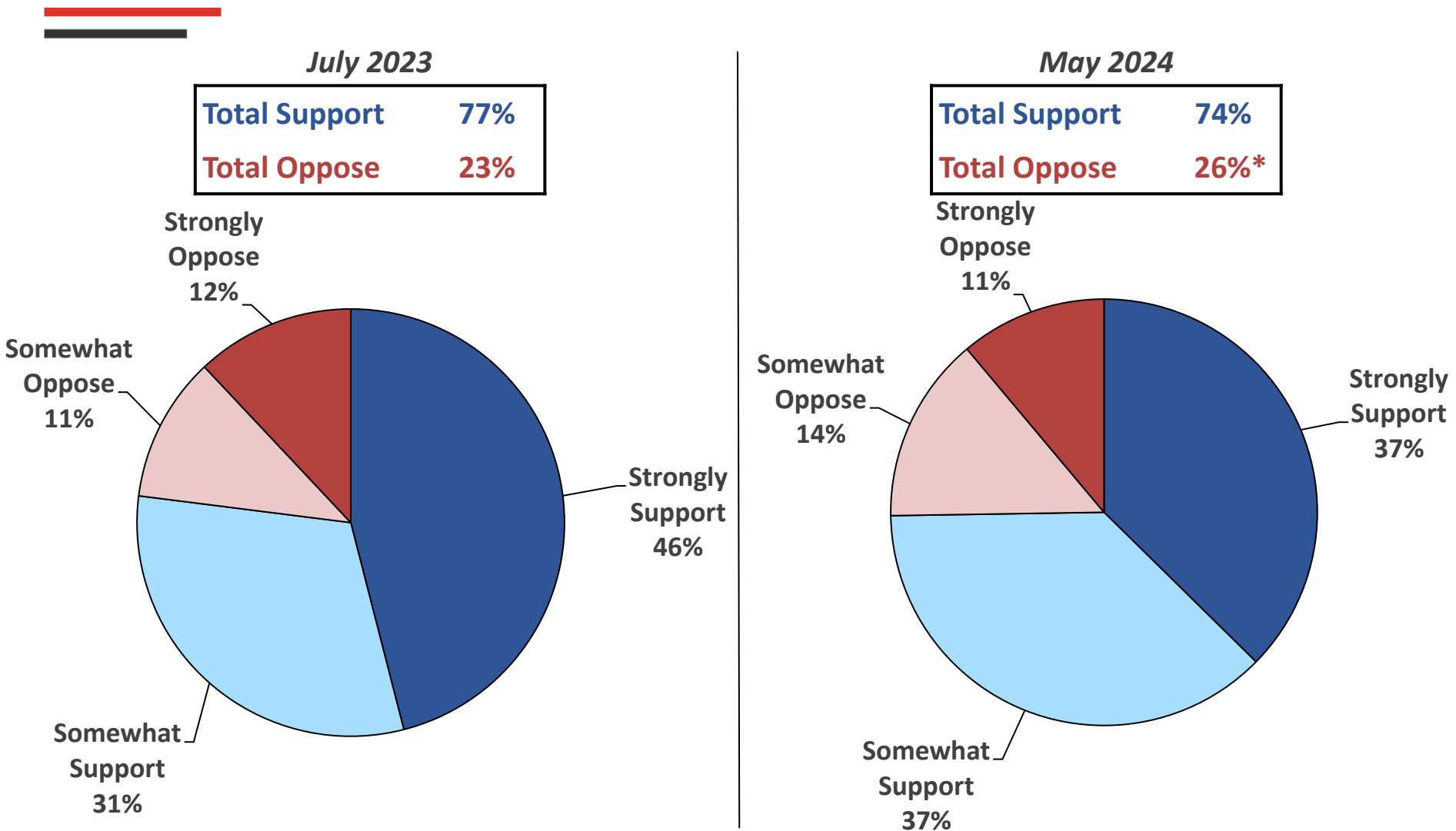


■ Concerned ■ Not Concerned



Education

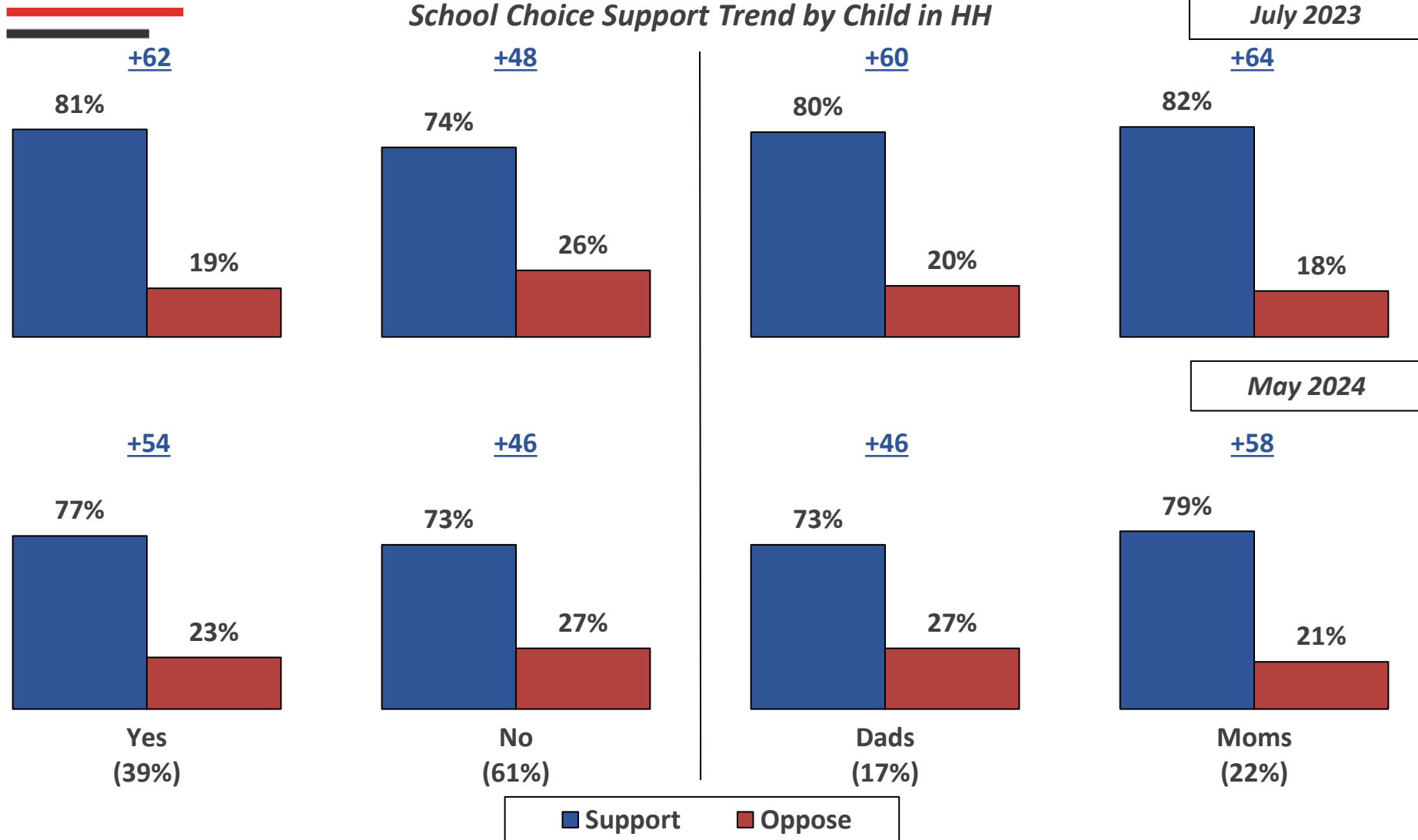
Three-quarters of Hispanic voters support school choice. Intensity has dropped by nine points since last survey.




*Denotes Rounding

Support for school choice is strong among parents and nonparents.

School Choice Support Trend by Child in HH



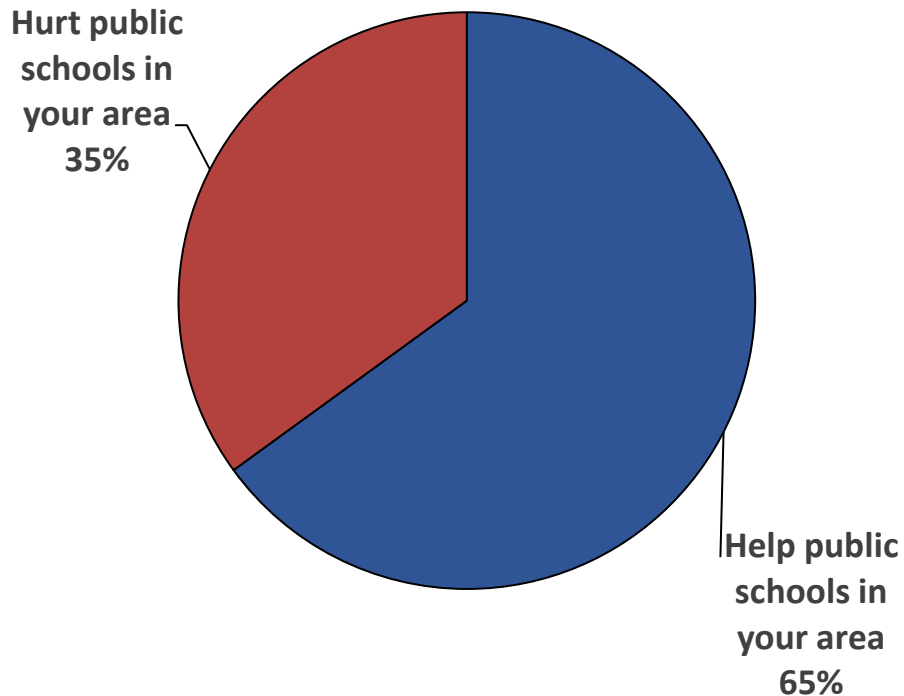
44% of voters would send their child to the public school in the district where they live. Just under 30% would choose to send their child to a private school.



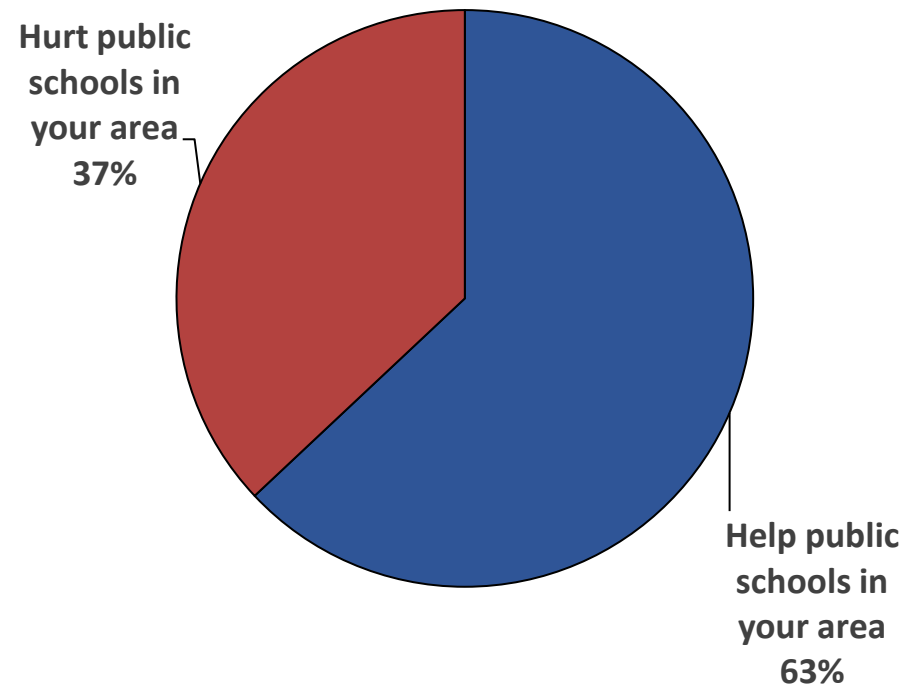
<i>The public school in the district where you live</i>	44%
<i>A private school</i>	29%
<i>A public school in a different school district than where you live</i>	18%
<i>A Charter school</i>	14%
<i>A Religious School</i>	14%
<i>Home School</i>	14%

Voters overwhelmingly believe expanding school choice would help public schools.

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Both those with and without children in their household think expanding school choice would improve schools.

Expanding School Choice Trend by Child in HH

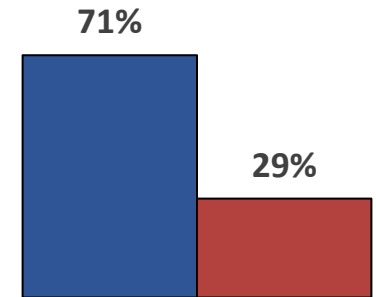
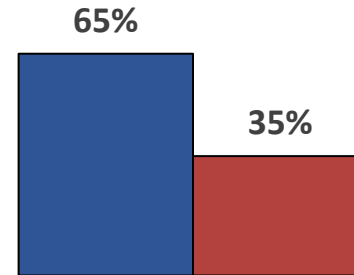
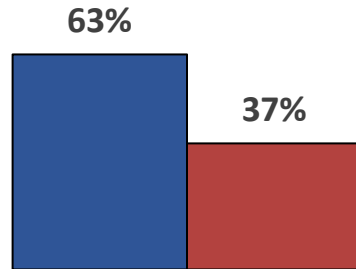
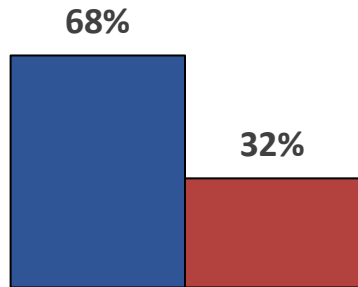
July 2023

+36

+26

+30

+42



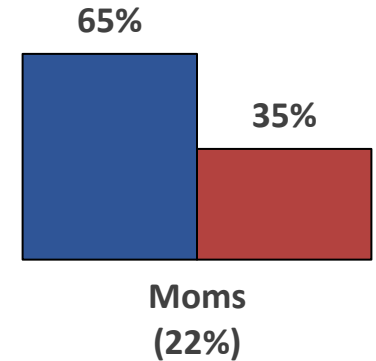
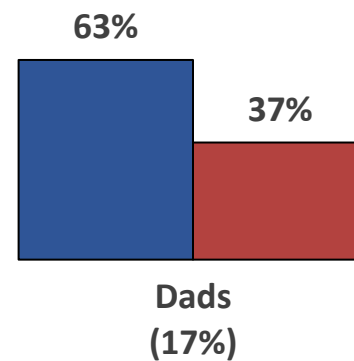
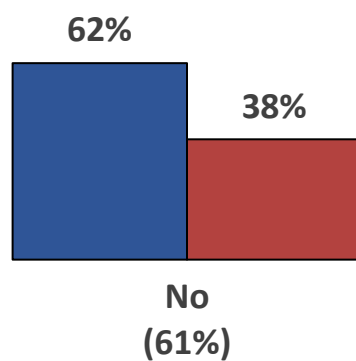
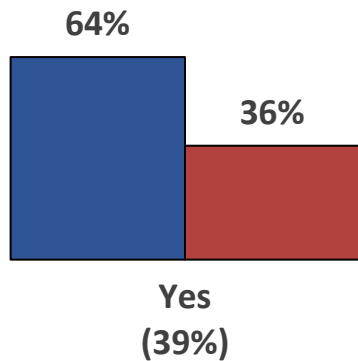
May 2024

+28

+24

+26

+30



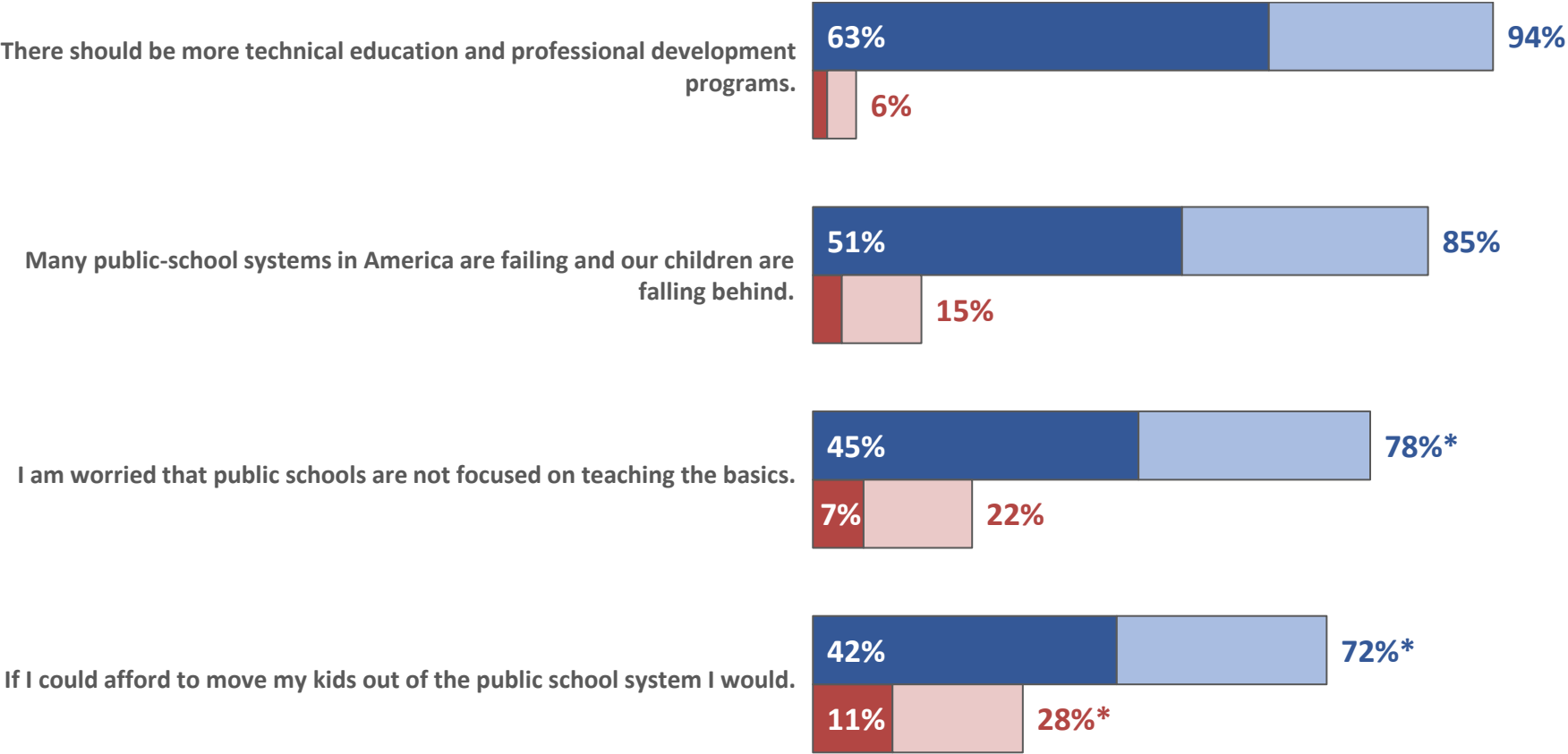
■ Help

■ Hurt

Voters are not satisfied with the state of the public school system. They also believe there should be more technical education.



Overall—Ranked by % *Strongly Agree*

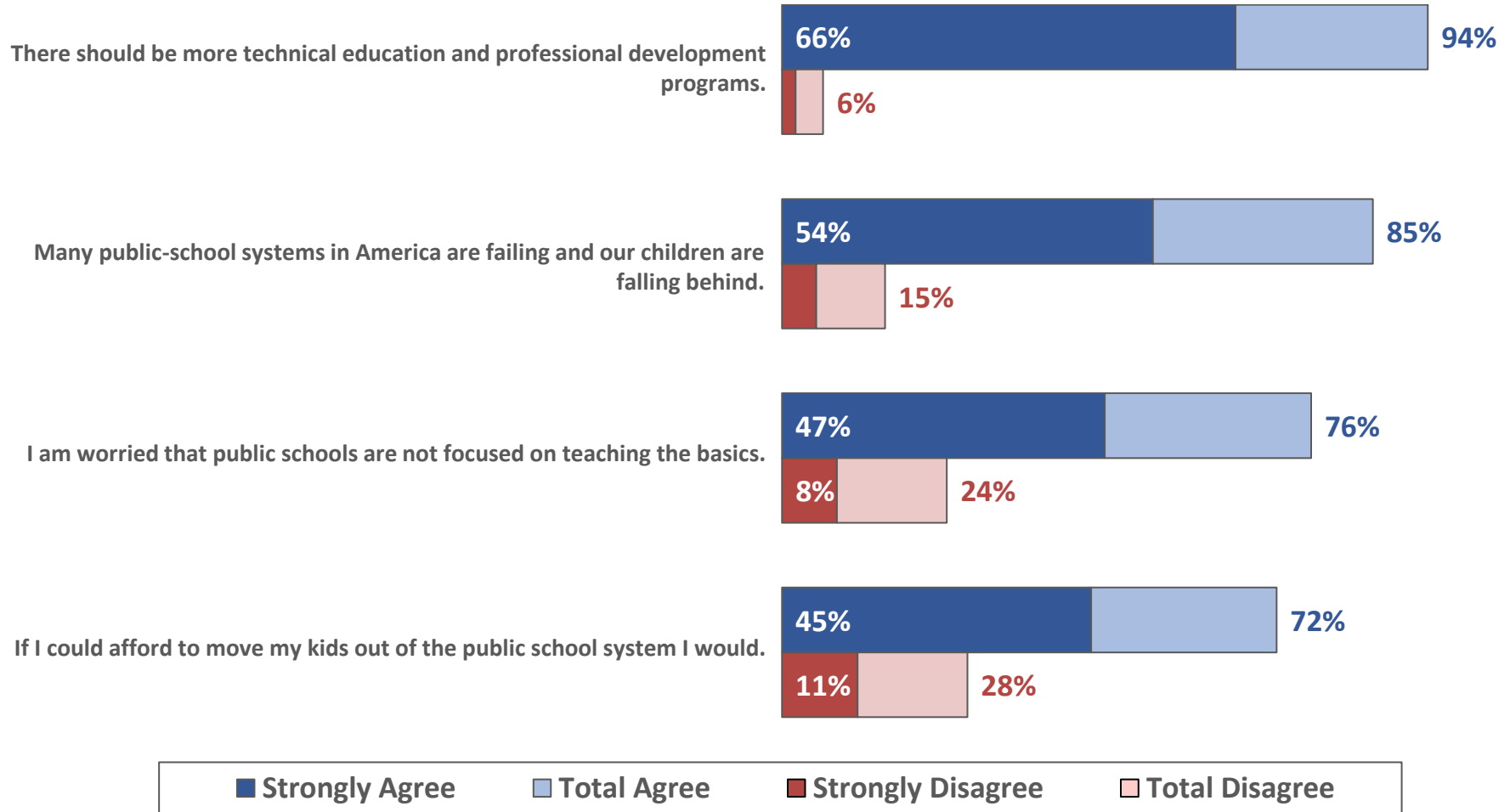


■ Strongly Agree ■ Total Agree ■ Strongly Disagree ■ Total Disagree

*Denotes Rounding

Voters with children in their household identify with all these statements. Expanding technical education and professional development is particularly popular.

Child in HH: Yes—Ranked by % Strongly Agree



"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."



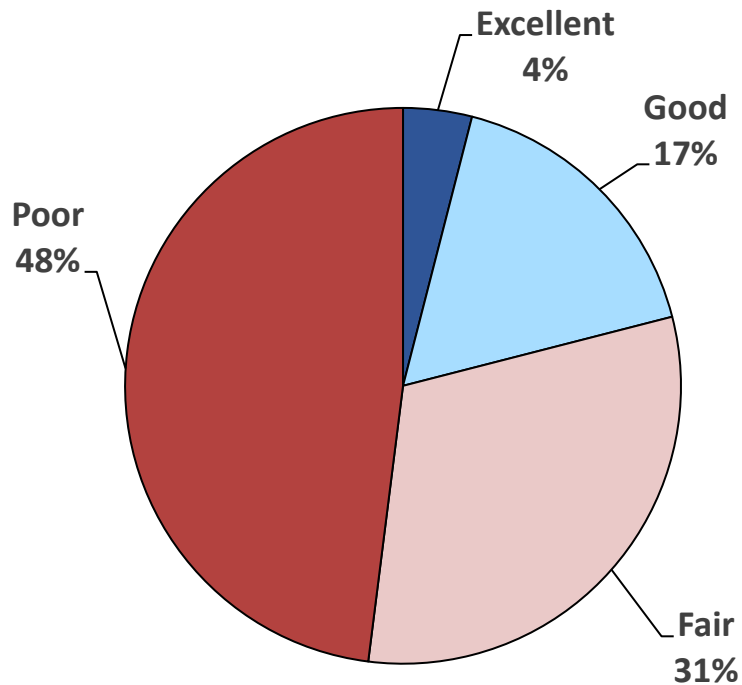
The Economy

Voters are not happy with the state of the economy.

July 2023

Total Excellent/Good 21%

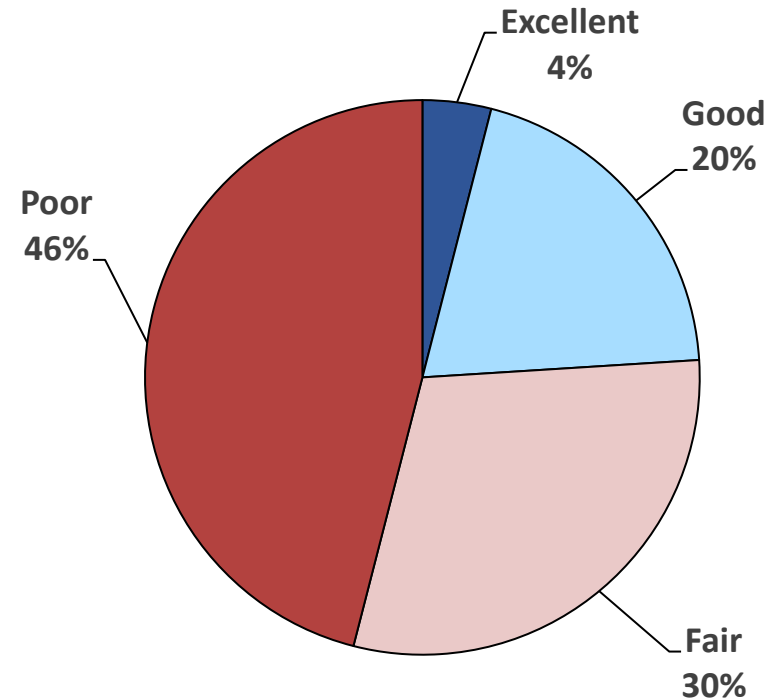
Total Fair/Poor 79%



May 2024

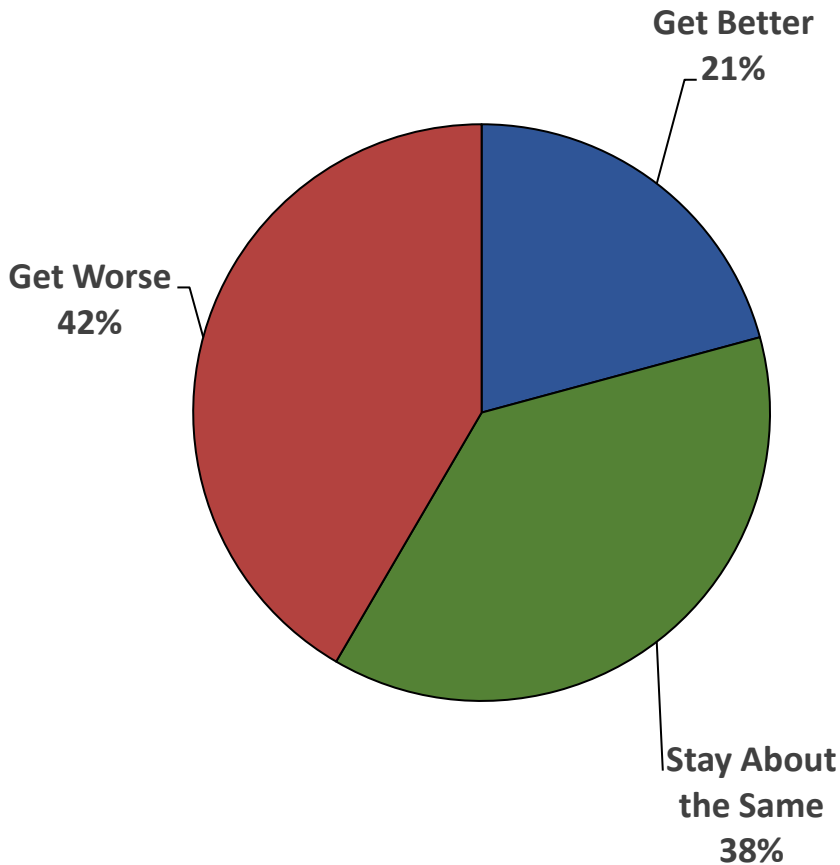
Total Excellent/Good 24%

Total Fair/Poor 76%

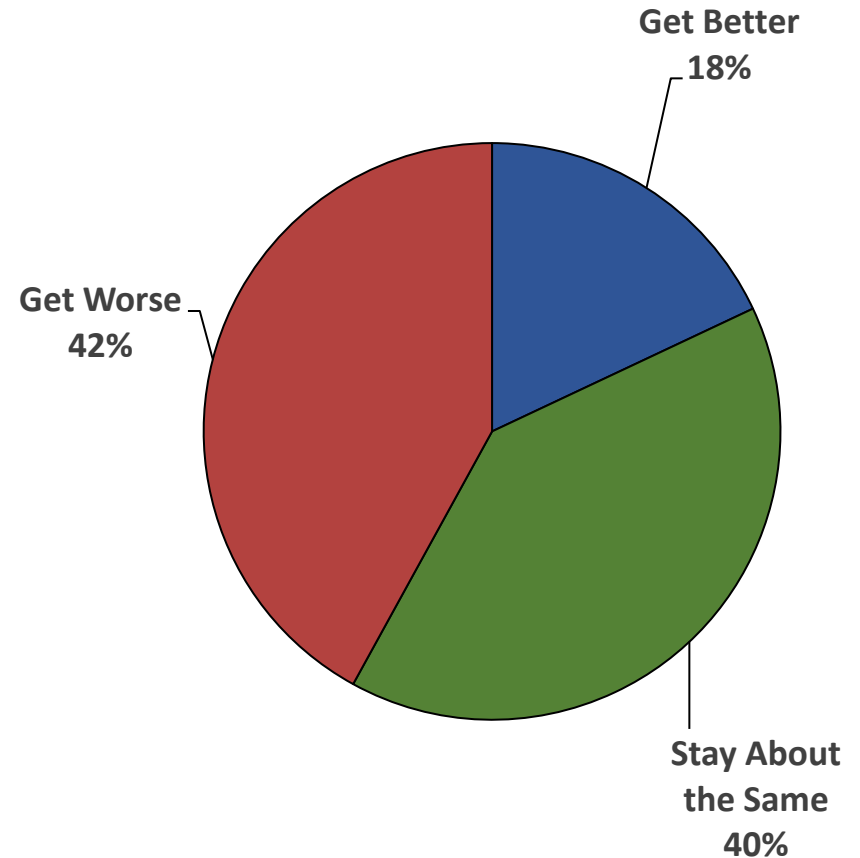


Hispanic voters are not optimistic about the future of the economy.

July 2023



May 2024



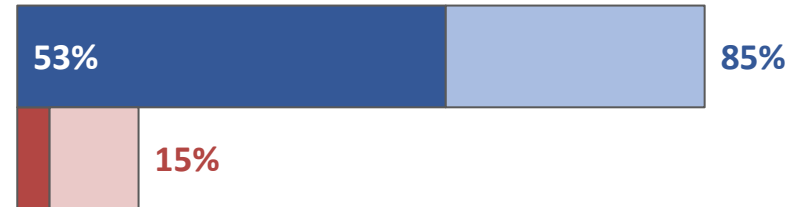
Voters are concerned about Social Security and inflation.

Ranked by % *Strongly Agree*

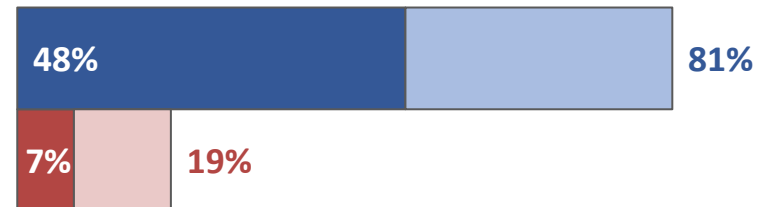
I'm concerned about Social Security being available to me when I retire.



Inflation has negatively impacted my quality of life.



I am worried our country's debt will have a direct impact on me and my family.



■ Strongly Agree

■ Total Agree

■ Strongly Disagree

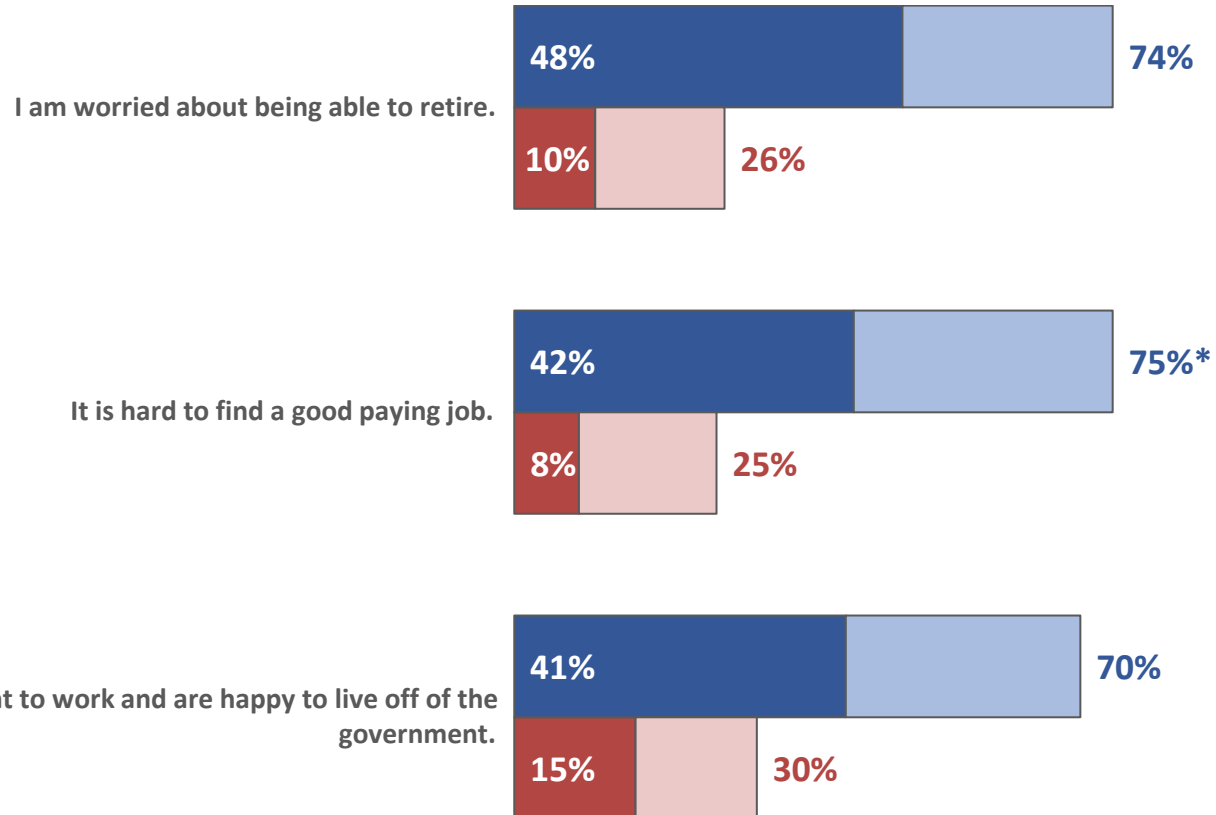
■ Total Disagree

*Denotes Rounding

"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."

Hispanic voters are concerned about their retirement and finding a good paying job.

Ranked by % *Strongly Agree*



■ Strongly Agree

■ Total Agree

■ Strongly Disagree

■ Total Disagree

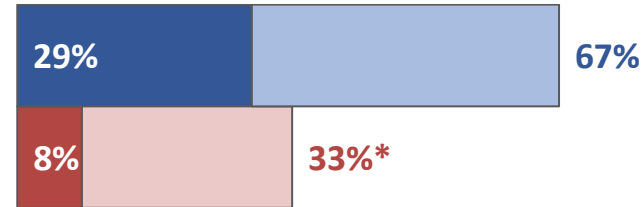
*Denotes Rounding

"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."

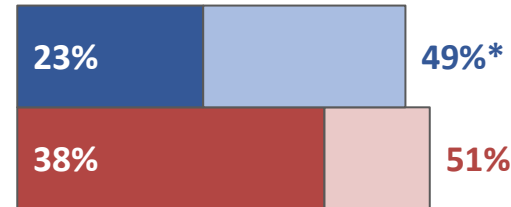
Voters are less likely to identify with these statements.

Ranked by % *Strongly Agree*

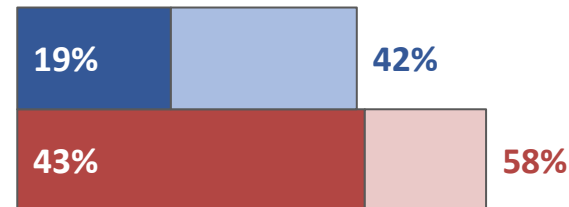
Businesses in my community are having trouble finding workers.



I have tried to start a small business or have a family member who has tried.



I or someone in my household has engaged in independent contractor work such as working in the gig economy for companies like Uber and DoorDash.



■ Strongly Agree

■ Total Agree

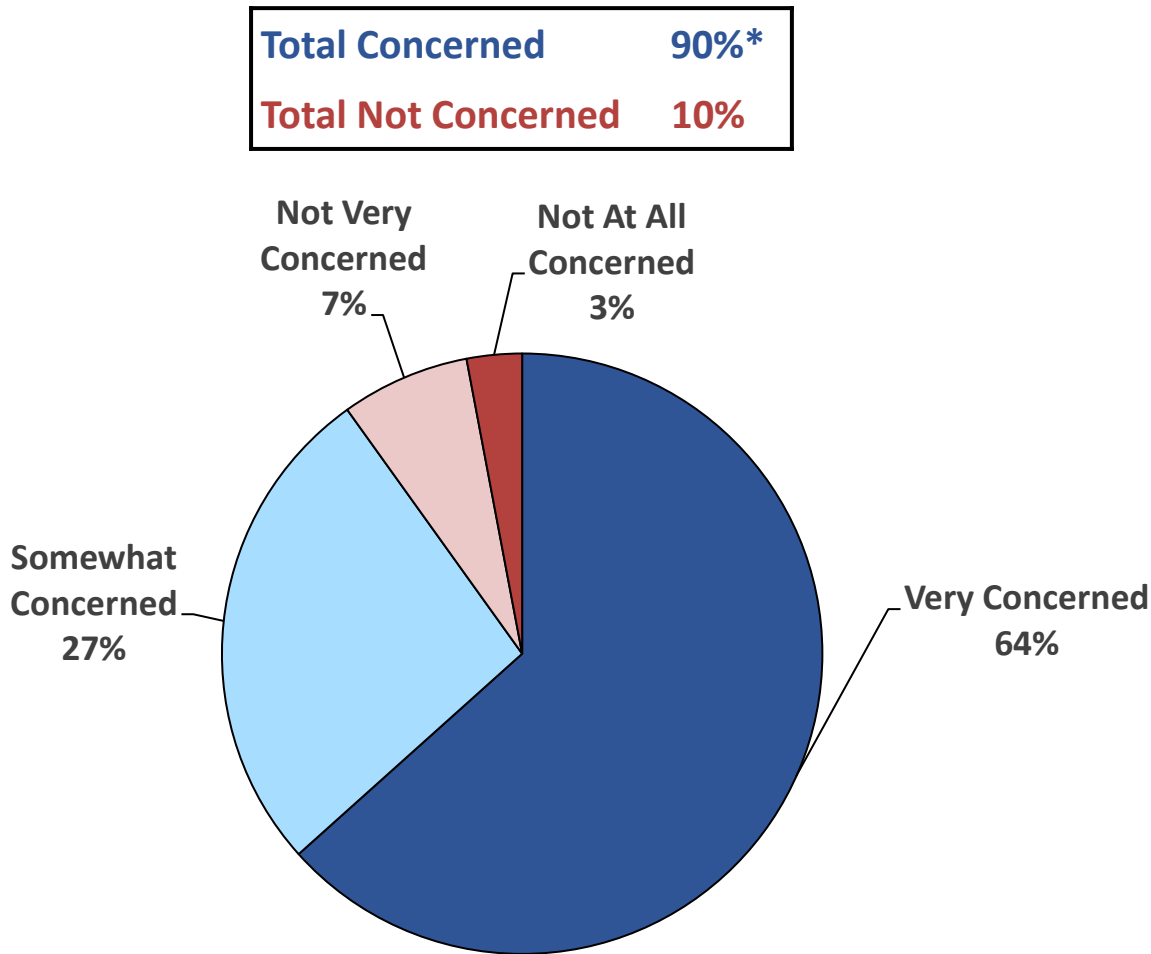
■ Strongly Disagree

■ Total Disagree

*Denotes Rounding

"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."

Nine-in-ten voters would be concerned by a tax increase. Two-thirds would be very concerned by this.



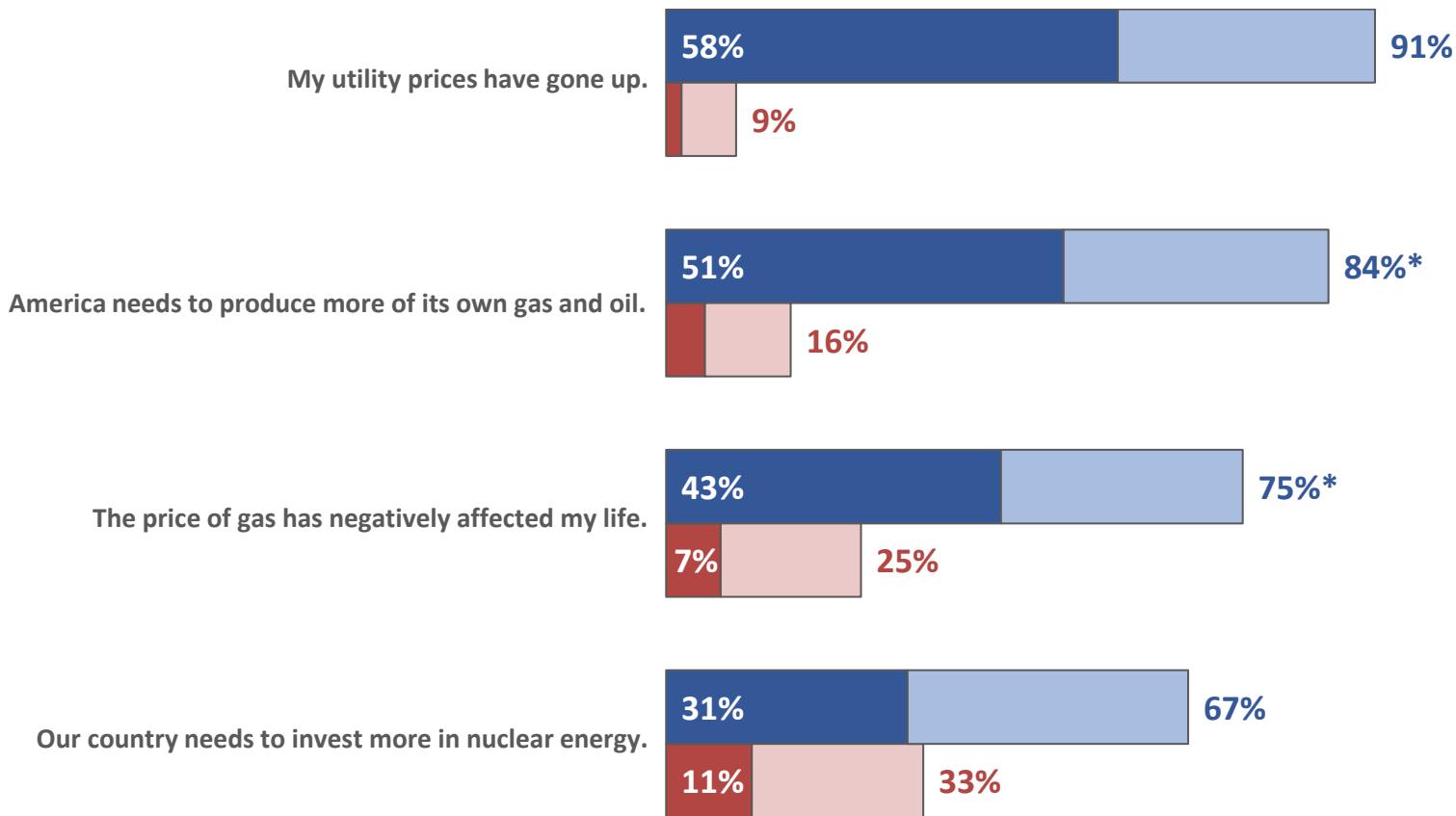
**Denotes Rounding*



Energy

Hispanic voters have had their utility prices go up and believe America needs to produce more gas and oil.

Ranked by % *Strongly Agree*



■ Strongly Agree

■ Total Agree

■ Strongly Disagree

■ Total Disagree

*Denotes Rounding

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

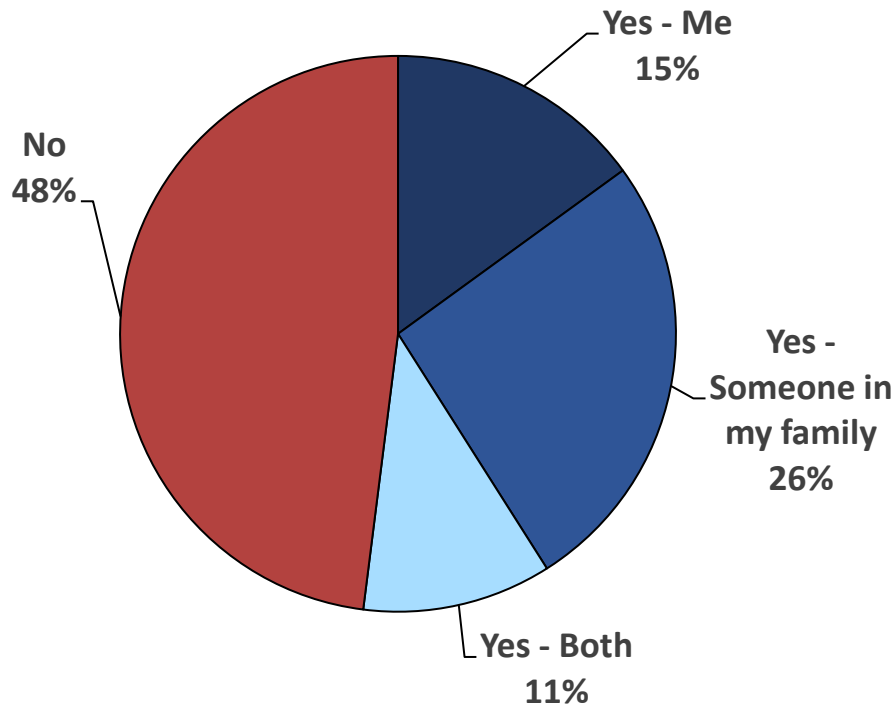


Health Care

Just under half of Hispanic voters either have or have a family member with a pre-existing condition.

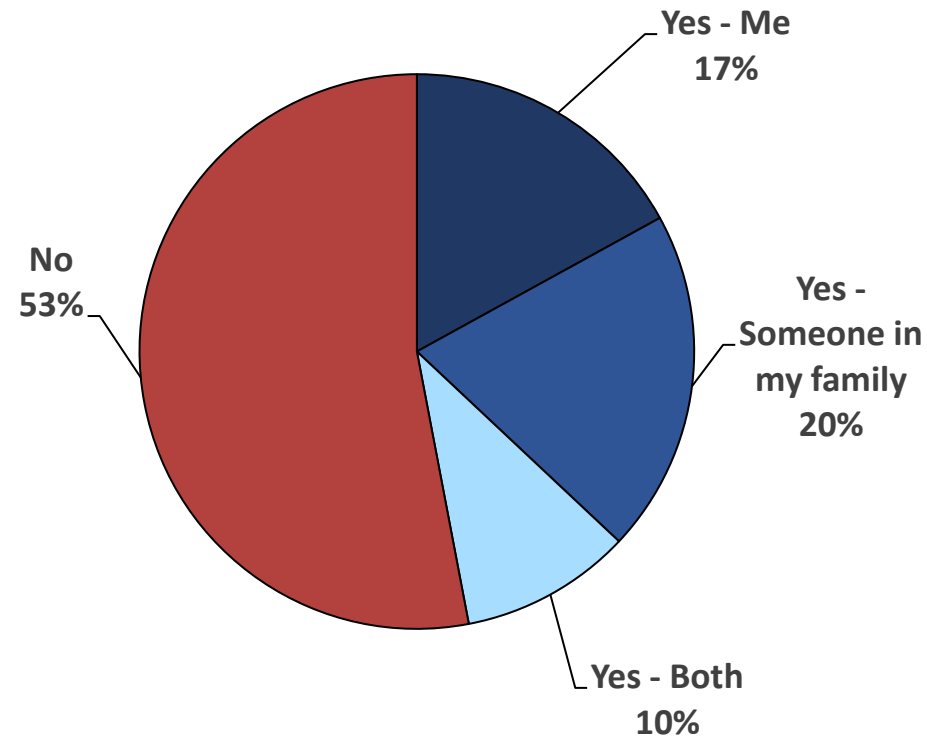
July 2023

Total Yes 52%




May 2024

Total Yes 47%



*Denotes Rounding

Health Savings Accounts



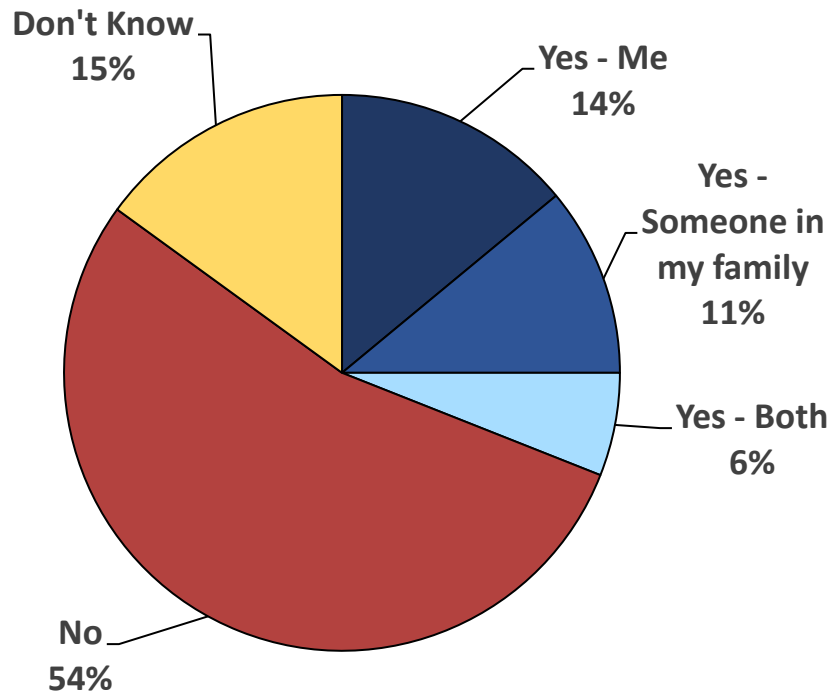
“A Health Savings Account (HSA) is a type of savings account for medical expenses, sort of like a 401(k). Money put into an HSA is tax free if used for a qualified medical expense, like a prescription or a medical procedure. Money in an HSA that is not used at the end of the year is rolled over to the next year and can be saved or invested to cover future medical expenses.

Do you or someone in your family have a Health Savings Account, or HSA?”

Only 30% of voters either have or have someone in their family with a Health Savings Account.

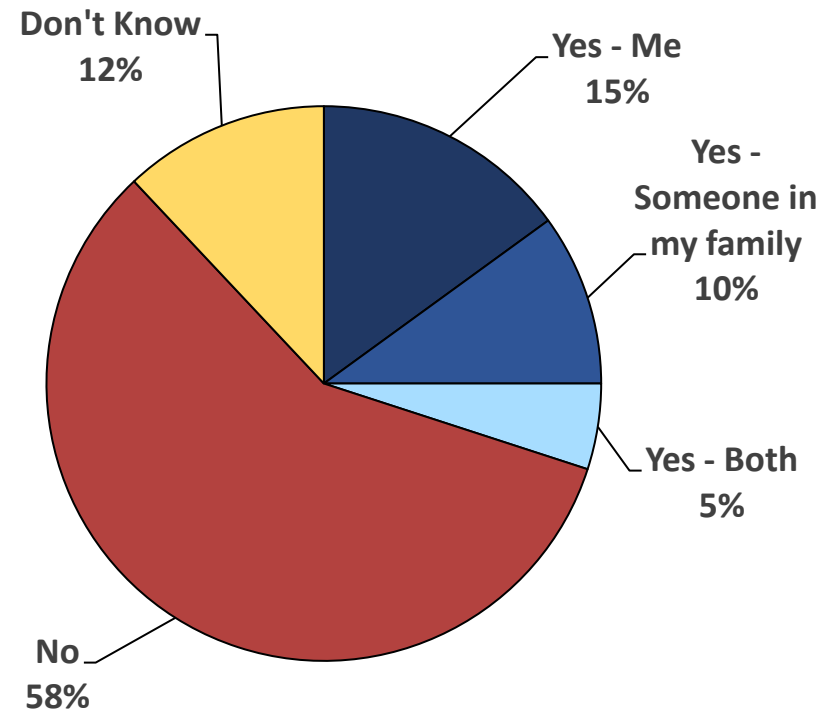
July 2023

Total Yes 31%



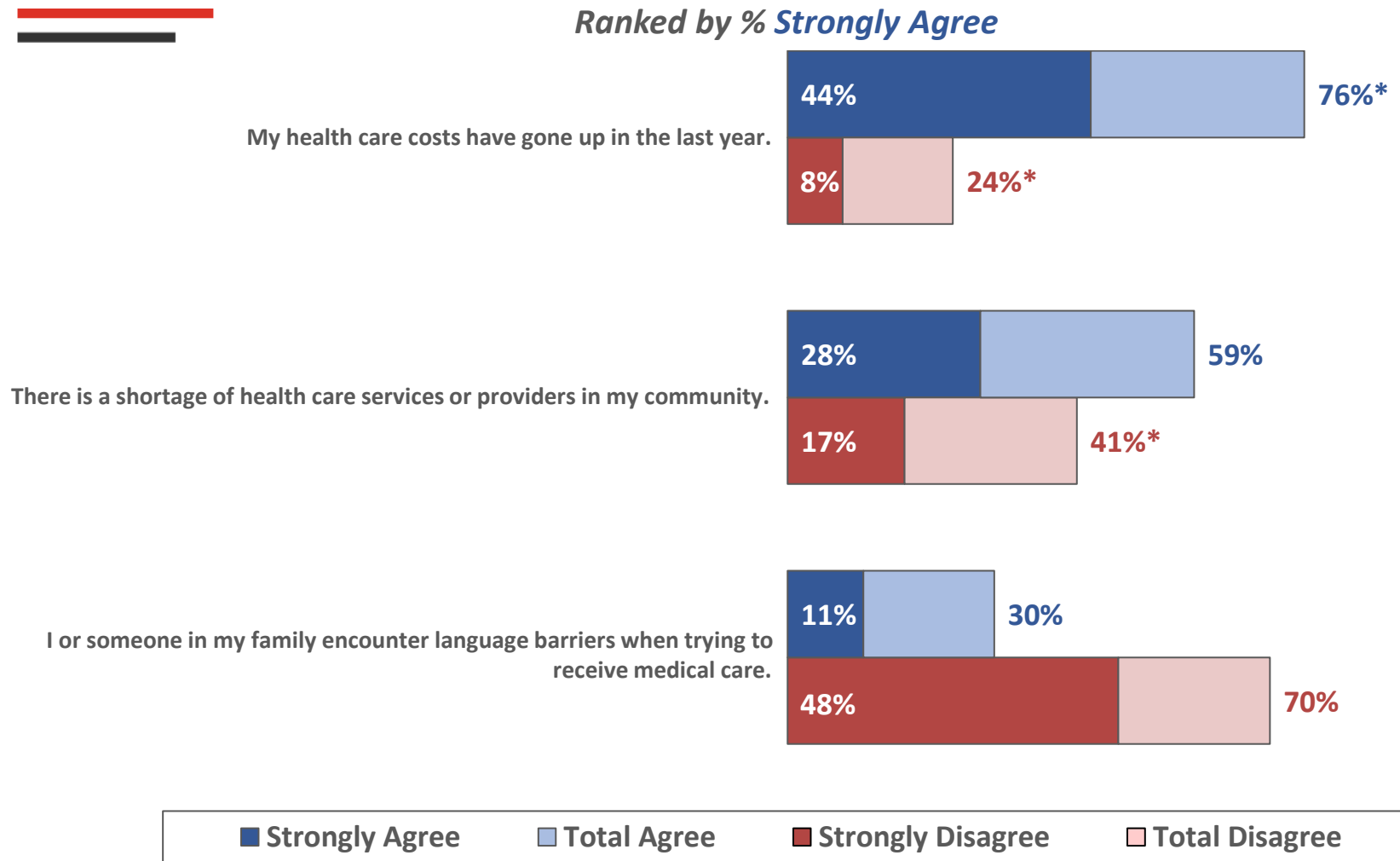
May 2024

Total Yes 30%



*Denotes Rounding

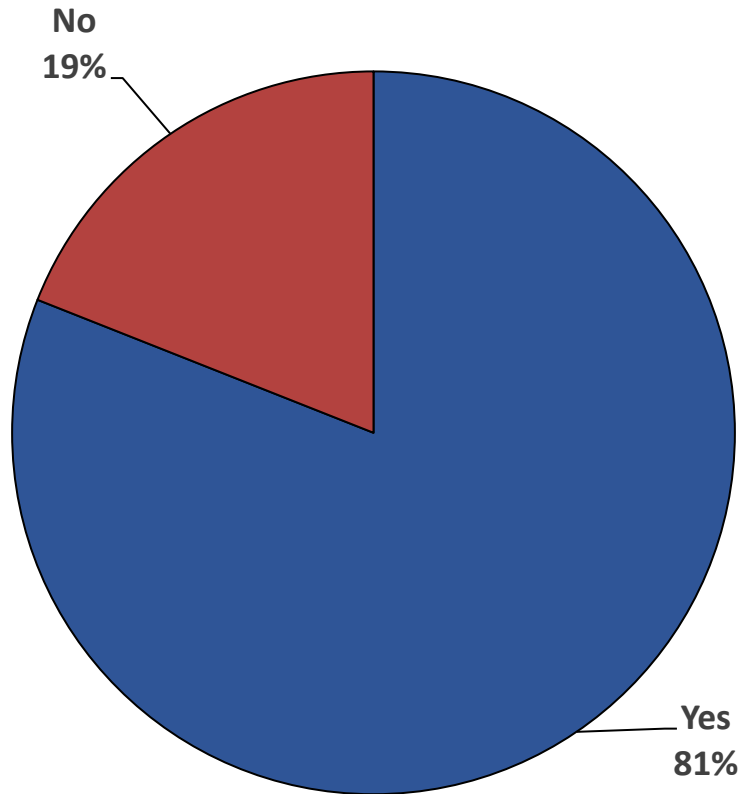
Hispanic voters have had their health care costs increase.



**Denotes Rounding*

"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."

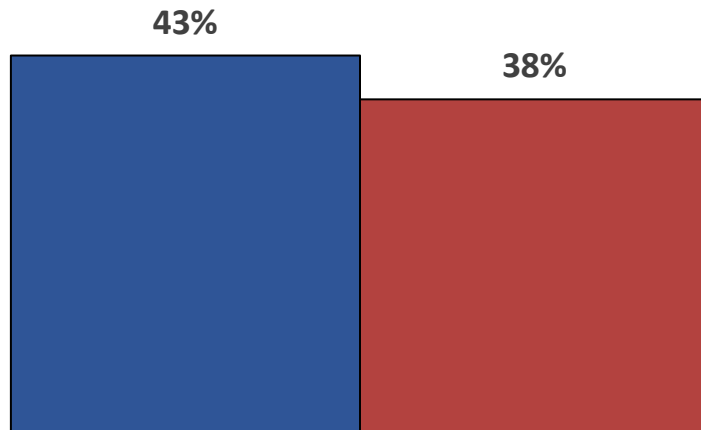
Four-in-five Hispanic voters have access to telehealth services.



A majority of voters either use or would use telehealth.

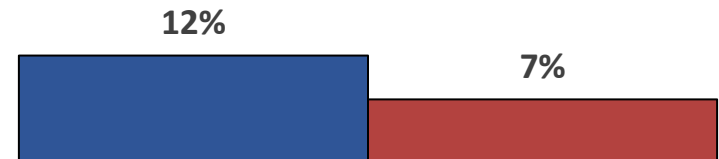
"Do you use telehealth services?"[^]

+5



"If you had access to telehealth services, would you use them?"^{^^}

+5



■ Yes ■ No

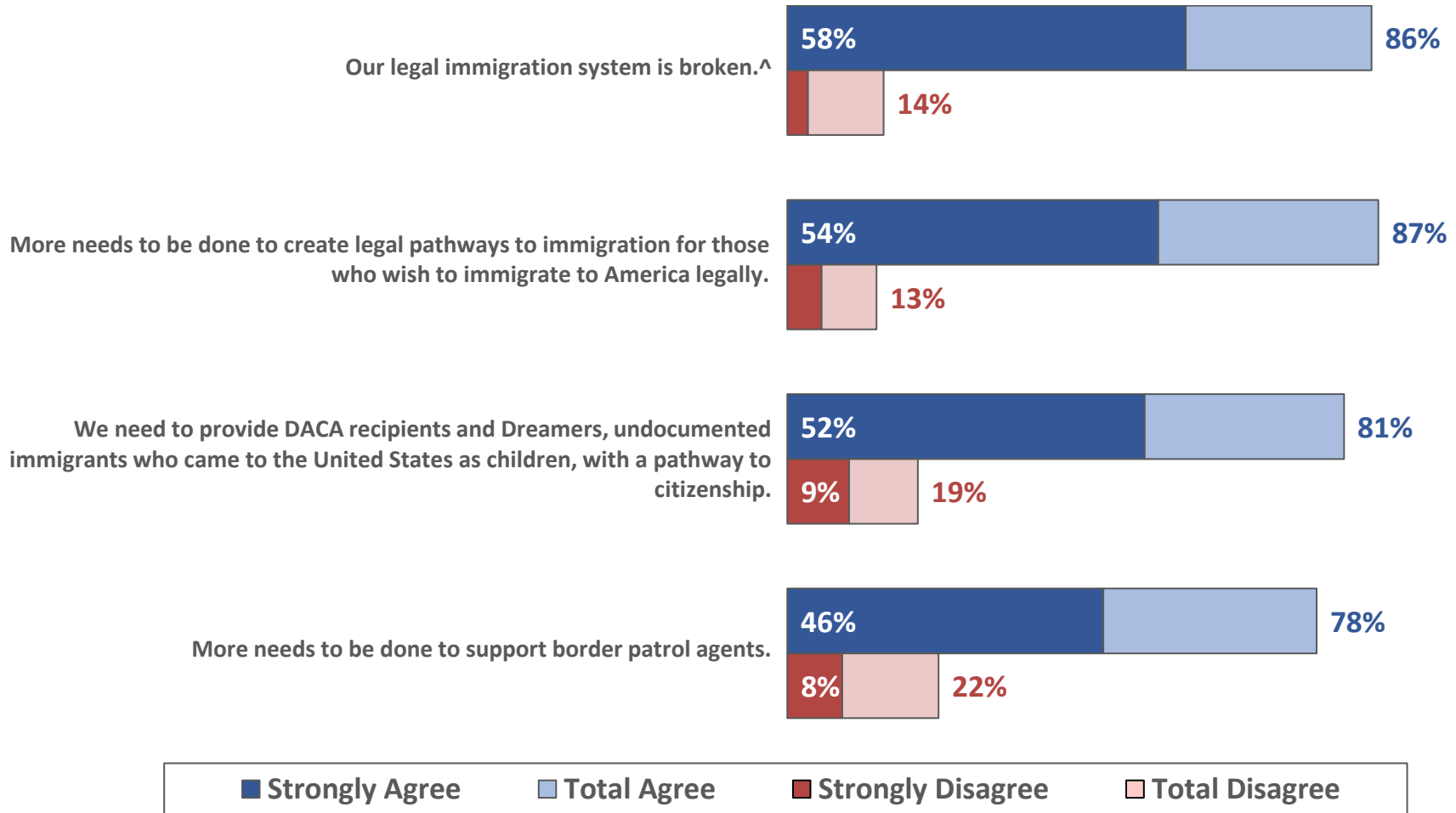
[^]Among 81% with access to telehealth services; ^{^^}Among 19% without access to telehealth services; Results shown off total base.



Immigration

Hispanic voters overwhelmingly believe our immigration system is broken.

Ranked by % *Strongly Agree*



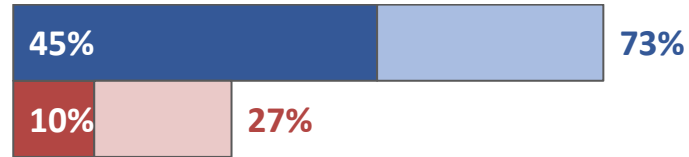
*Denotes Rounding; [^]Split Sample A.

"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."

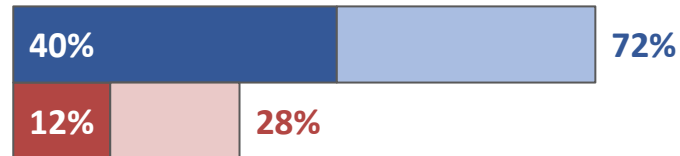
Hispanic voters believe that we need to control our Southern border, and that we need to make it easier for immigrants to enter legally.

Ranked by % Strongly Agree

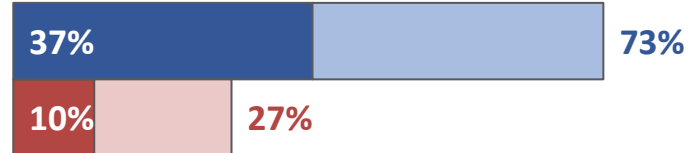
We should do what is necessary to control our Southern border and stop the flow of illegal immigration into our country.



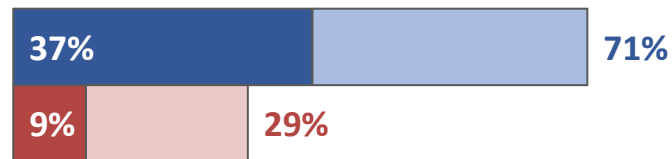
Our legal immigration system makes it too hard for immigrants who follow the rules to come to our country legally.^



We need to incentivize high skilled and highly educated immigrants to come to the U.S.



States that are not on our Southern border are feeling the negative effects of bad border policies.



■ Strongly Agree

■ Total Agree

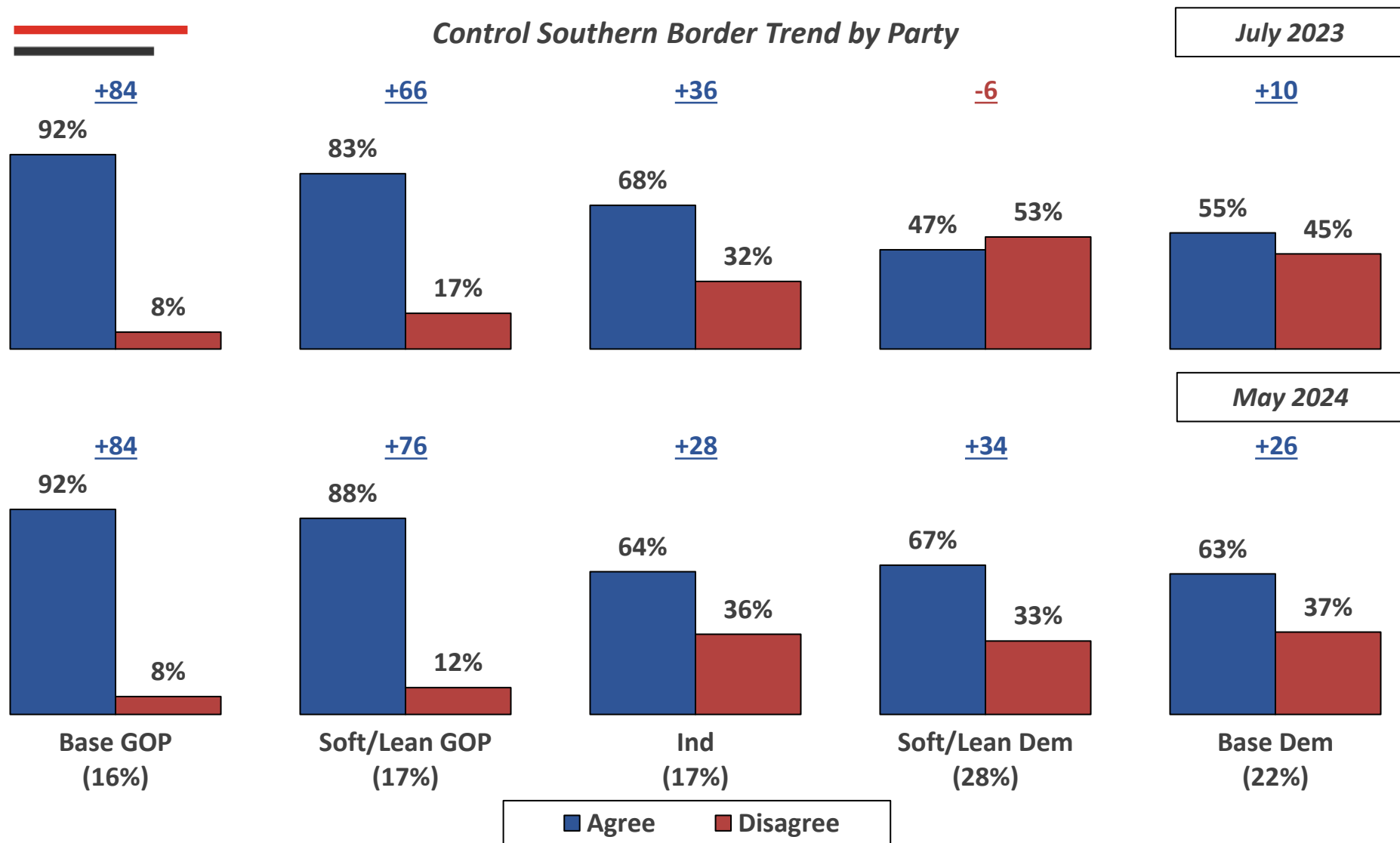
■ Strongly Disagree

■ Total Disagree

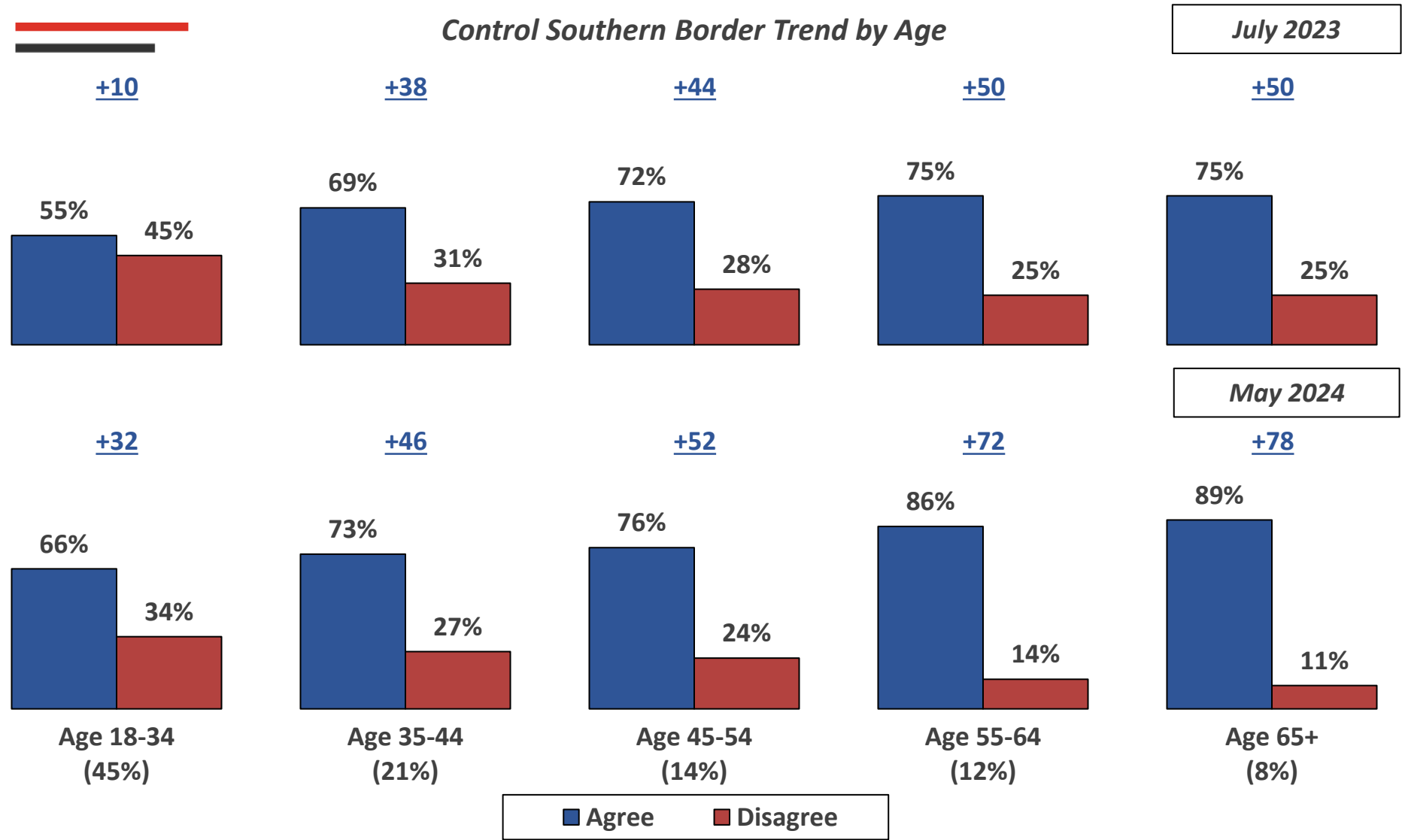
**Denotes Rounding; ^^Split Sample B.*

"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."

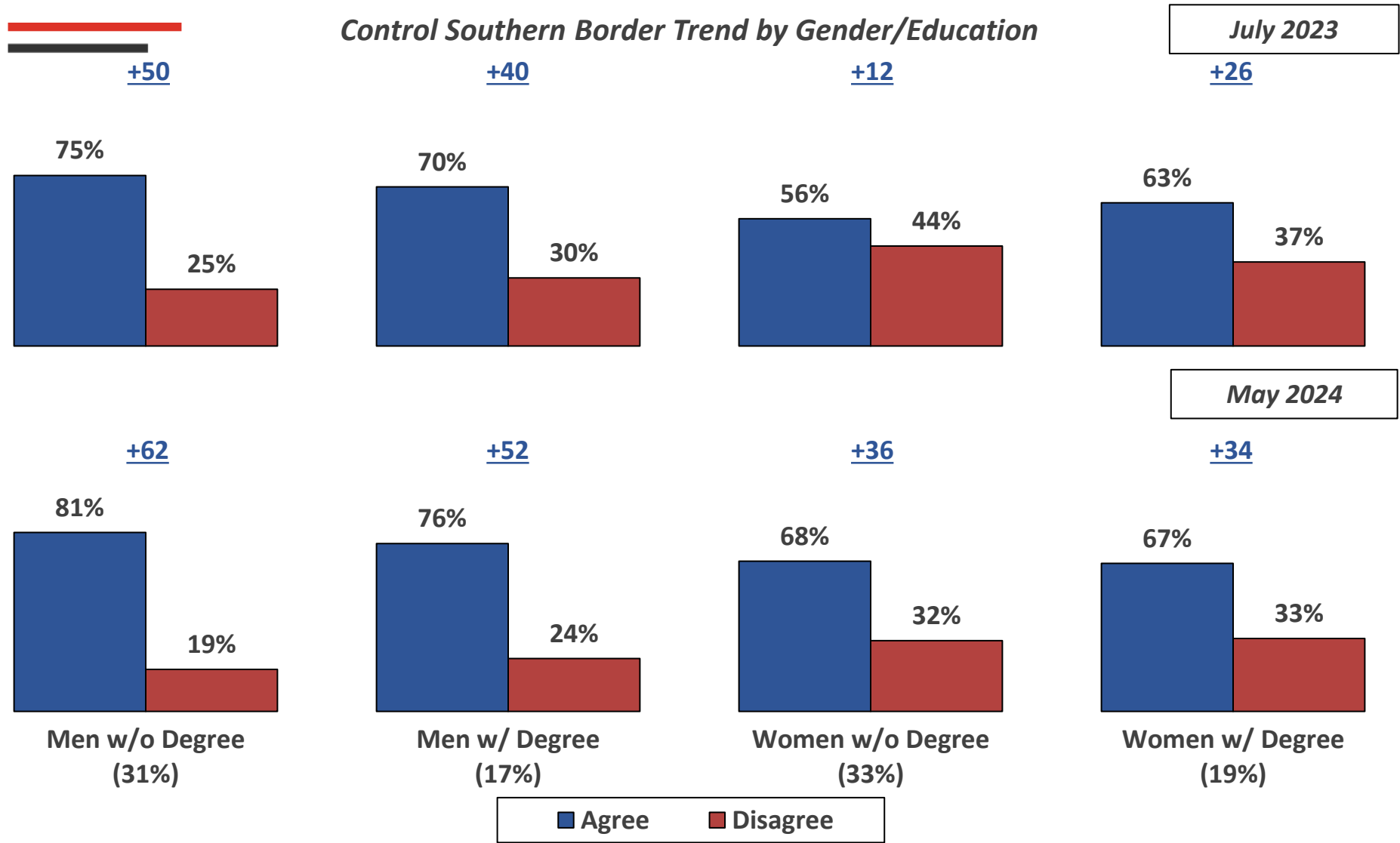
The shift among Democrats is especially notable.



Two-thirds of young voters now believe we need to control our Southern border. There has been an increase in this belief across all age groups.



Support for controlling the Southern border has increased among all gender/education groups. This is most pronounced among women without college degrees.



Support for controlling the Southern border has increased in target states. Florida has had the largest increase in support.

Control Southern Border Trend by Regional Breaks

July 2023

+36

+36

+38

+16

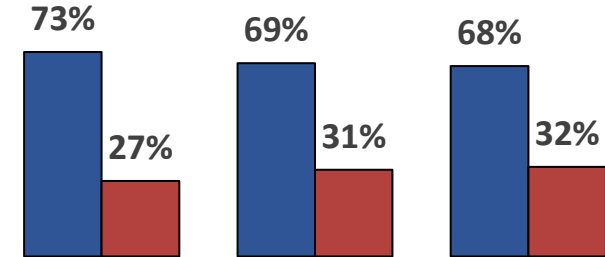
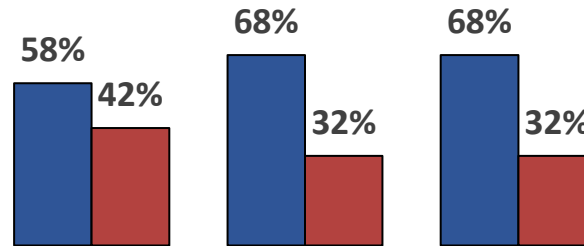
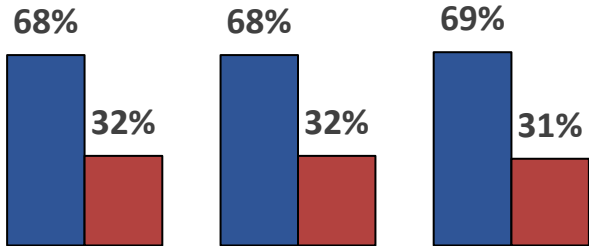
+36

+36

+46

+38

+36



+48

+48

+50

+58

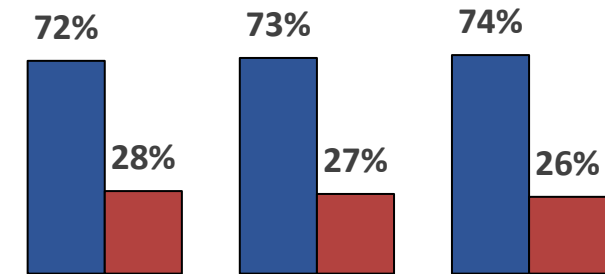
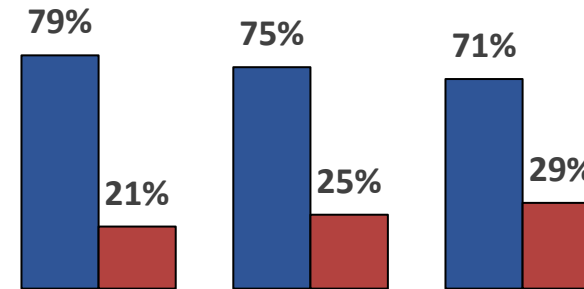
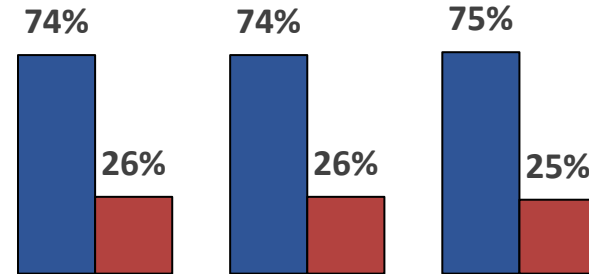
+50

+42

+44

+46

+48



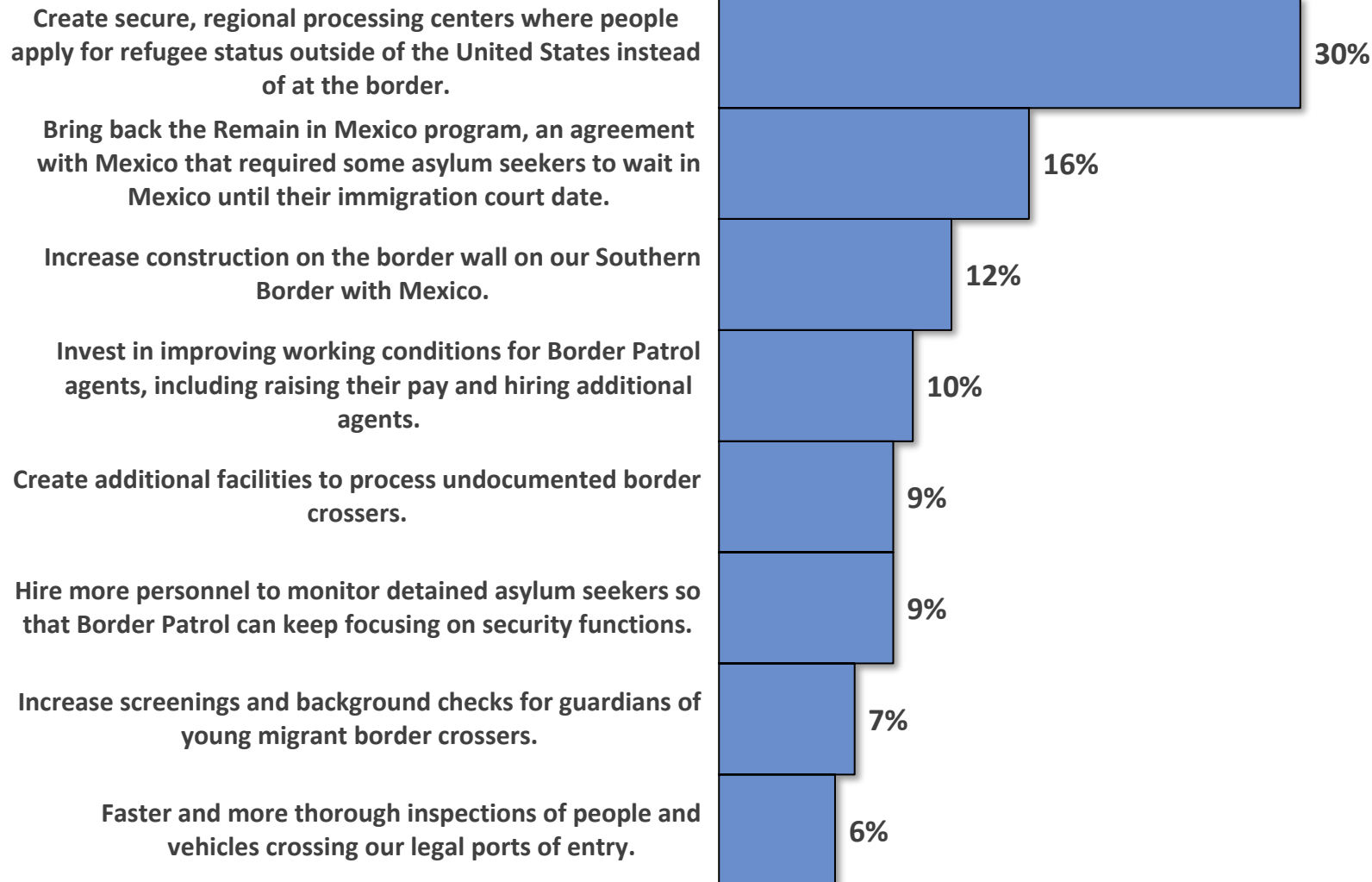
May 2024

Agree

Disagree

Creating secure, regional processing centers is the most popular government action.

First Choice



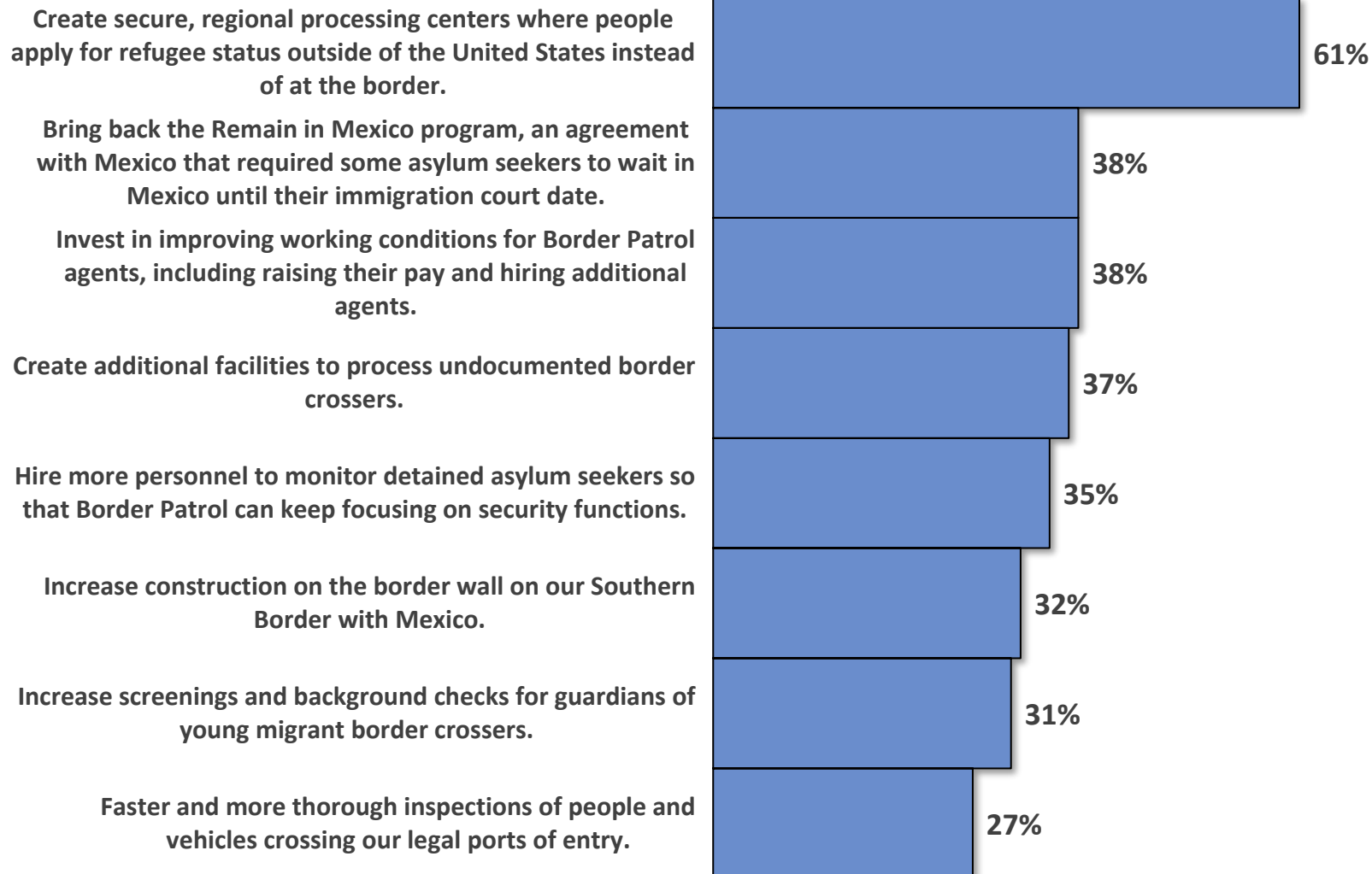
The border wall is popular among base Republicans, but not among Independents or Democrats.

Top Immigration Actions by Party

Base GOP (16%)	Soft/Lean GOP (17%)	Ind (17%)	Soft/Lean Dem (28%)	Base Dem (22%)
Increase border wall construction (33%)	Bring back Remain in Mexico program (25%)	Create secure, regional processing centers (34%)	Create secure, regional processing centers (41%)	Create secure, regional processing centers (29%)
Bring back Remain in Mexico program (31%)	Create secure, regional processing centers (25%)	Bring back Remain in Mexico program (13%)	Additional facilities to process border crossers (11%)	Improve Border Patrol working conditions (17%)
Create secure, regional processing centers (11%)	Increase border wall construction (17%)	More personnel to monitor detained asylum seekers (13%)	Improve Border Patrol working conditions (11%)	Additional facilities to process border crossers (14%)
Faster and more thorough inspections (6%)	Improve Border Patrol working conditions (9%)	Additional facilities to process border crossers (12%)	Bring back Remain in Mexico program (10%)	More personnel to monitor detained asylum seekers (12%)

The creation of regional processing centers is by far the most supported policy. Bringing back Remain in Mexico and improving working conditions of Border Patrol agents are also popular.

Combined Choices





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