



**TO:** INTERESTED PARTIES

**FROM:** JIM HOBART

**RE:** KEY FINDINGS FROM A RECENT NATIONAL SURVEY OF HISPANIC VOTERS

**DATE:** JUNE 26, 2024

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**Key Findings**

**1. *The political environment among Hispanic voters is a problem for Democratic candidates***

Hispanic voters are pessimistic about the direction of the country, frustrated with the last four years, and disappointed in President Biden.

Looking first at the direction of the country, just 28% of voters say the country is headed in the right direction, compared to 72% who say it is off on the wrong track. This is unchanged from July of last year. Younger Hispanic voters are especially pessimistic.

Half (49%) of these voters also say they are worse off than they were four years ago, and 25% say they are doing about the same. Just 27% say they are better off now than they were in 2020.

Perhaps most notably, President Biden's approval rating has declined by a net 12 points with Hispanic voters in the last year, and now sits at 41% approve/59% disapprove. Most concerning for the President and his Democratic allies is the intensity. Just 15% of Hispanics strongly approve of the job he is doing, compared to 33% who strongly disapprove.

**2. *Hispanic voters are frustrated with the state of the economy.***

Voters nationally give the economy low marks, and Hispanic voters are no exception. Only 24% of Hispanics say the economy is excellent (4%) or good (20%), compared to 30% who say fair and close to half (46%) who say the economy is poor.

They also have no expectation that things are going to get better, with only 18% believing the economy will improve over the next year. More than twice as many (42%) expect the economy to get worse, and 40% say it will stay about the same.

One of the biggest drivers of this negative economic perception is inflation. Fully 85% of Hispanic voters agree that inflation has negatively impacted their quality of life, with a majority (53%) strongly agreeing.

Vast majorities of Hispanic voters are also worried the country's debt will have a direct impact on them and their family (81% agree) and are also concerned about their ability to retire (74% agree).

**3. *Pessimism about the direction of the country and the state of the economy is having an adverse impact on perceptions of the American Dream.***

Hispanic voters overwhelmingly say that the American Dream is harder to achieve now than before. 88% of Hispanics agree with this statement, and 62% strongly agree.

This is also impacting Hispanics hopes for their own children. Eighty-two percent (82%) are concerned that America is declining and that their children will not have the opportunities they had hoped for. There is also a real concern that too many Americans are losing the traditional American values of family, faith, and freedom of opportunity (76%).

Despite all this, a clear majority (71%) of Hispanics still believe in the American Dream, including 42% who strongly agree. Asked to describe what the American Dream means to them, these voters use words and phrase like freedom, financial security, having a good paying job, and having the ability to buy a house.

Asked why it will be harder to achieve that American Dream that they still believe in, the focus in open-ended responses is on inflation, the cost of living, and housing prices.

**4. *Hispanic voters say the legal immigration system in this country is broken.***

Much like the rest of the country, Hispanics view the legal immigration system as broken (86% agree) and also say that the country needs to do what is necessary to control our Southern Border in order to stop the flow of illegal immigrants into our country (73% agree).

Notably, the support for controlling our Southern border is bipartisan, with north of 60% of Hispanic Democrats in favor of doing what is necessary to stop the flow of illegal immigrants into this country.

These voters also recognize that our current border policies are having a negative impact on not just border states, but on states in other parts of the country (71% agree).

Hispanics also strongly support certain immigration reforms, such as creating more legal immigration pathways (87% agree), giving DACA recipients a pathway to citizenship (81% agree), and incentivizing highly skilled and educated immigrants to come to the United States (73%).

In terms of specific immigration policies, the strongest support is for creating secure regional processing centers where people can apply for refugee status outside of the United States, rather than at the border itself.

Hispanic voters are also supportive of bringing back the Remain in Mexico program, investing in improved working conditions and higher salaries for border patrol agents, and creating additional facilities to process undocumented border crossers.

**5. *School choice is strongly supported by Hispanic voters.***

Seventy-four percent (74%) of Hispanics support school choice that allows parents to send their children to any public, charter, or private school and allows state funding to follow the student, including 37% who strongly support this policy.

This support is bipartisan, with clear majorities of Republicans, Independents, and Democrats all backing school choice.

Support for school choice tops 70% with both those with a child under age 18 in their household (77% support) and those without (73%).