

# Latino Voters Update



*May 2024*





# Survey Methodology

## EQUIS KEY STATES POLLS

- **Wave 1:** conducted **Oct 5-15** via phones & TTW
- **Wave 2:** conducted **Jan 21 -Feb 1** via phones & TTW
- 2,010 registered voters in each wave who identify as Hispanic or Latino in 12 key states: AZ, CO, FL, GA, MI, NV, NM, NC, OH, PA, TX, WI | Results broken out for AZ, FL, NV, TX, PA, WI
- For states with at least 200 respondents, the sample was weighted by those variables as well as **2020 vote recall, and either party affiliation on file (where available) or modeled partisanship (Catalist Vote Choice Index)** to match the composition of registered Latino voters in each state.
- Survey conducted in **English and Spanish**, according to respondent's preference.
- MoE ~2.2%

## ISSUES DEEP DIVE (IDD)

- IDD #1: conducted **June 26-July 4, 2023** via fully online
- IDD #2: conducted **Sept 20-27, 2023** via phones & TTW
  - 1,600 registered voters who identify as Hispanic or Latino in 12 keyibo states AZ, CO, FL, GA, MI, NV, NM, NC, OH, PA, TX, WI
- Survey conducted in **English and Spanish**, according to respondent's preference.
- The data were weighted by **gender, age, education, geography, and 2020 vote** to ensure an accurate reflection of the population at the full topline and state level. Language and place of origin, among other variables, were monitored in the field and weighting.
- MoE ~2.4%

# Political Landscape

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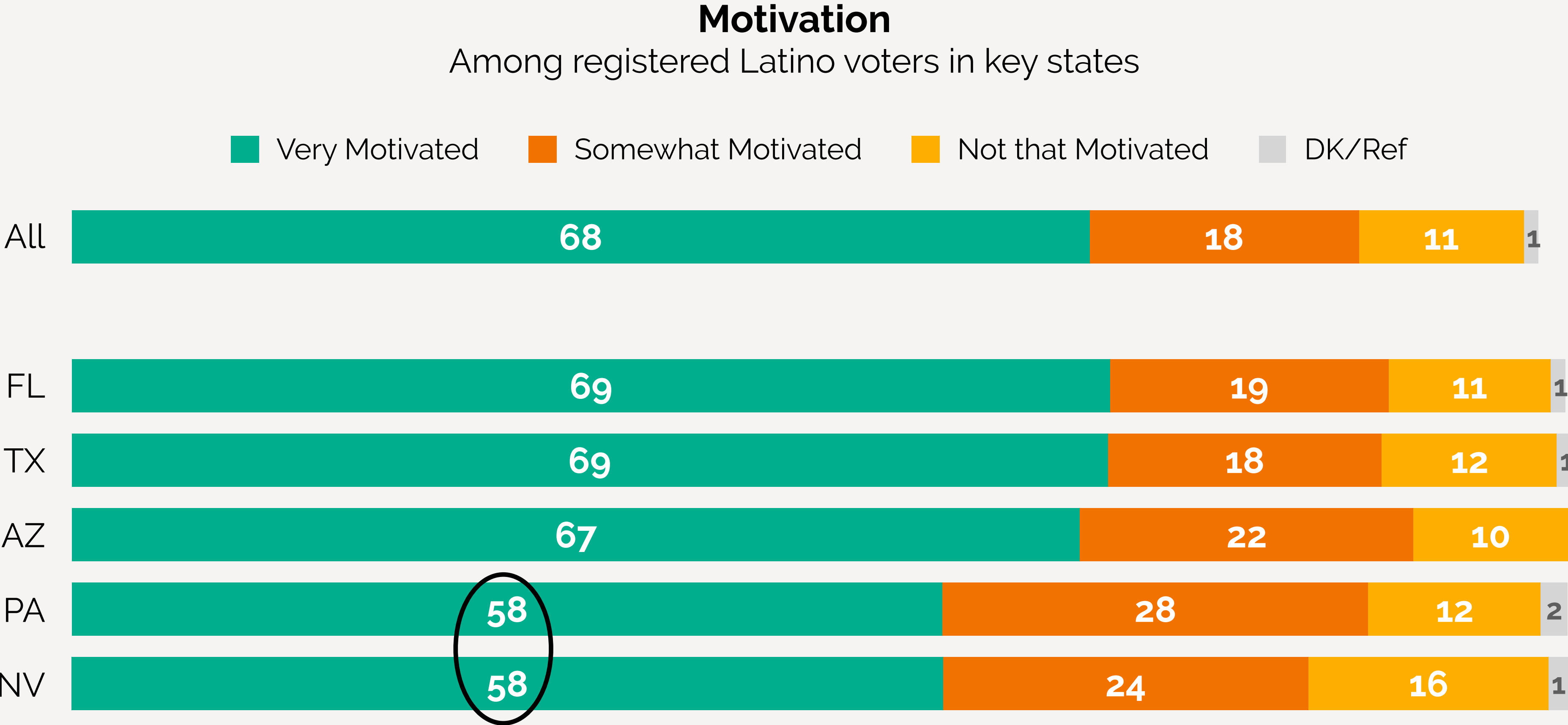


From 2016 to 2020, Latinos had the greatest increase in vote share despite under performing potential

	Composition of the Electorate			2020 Turnout (% Eligible)
	2016	2020	2016 to 2020	% Voted
Latino	9%	10%	1.2%	50%
AAPI	4%	4%	0.8%	62%
Black	12%	12%	-0.1%	63%
White	74%	72%	-2%	74%

Source: Catalist

# Latinos in FL & TX most motivated to vote in the 2024 election; those in PA, NV the least motivated



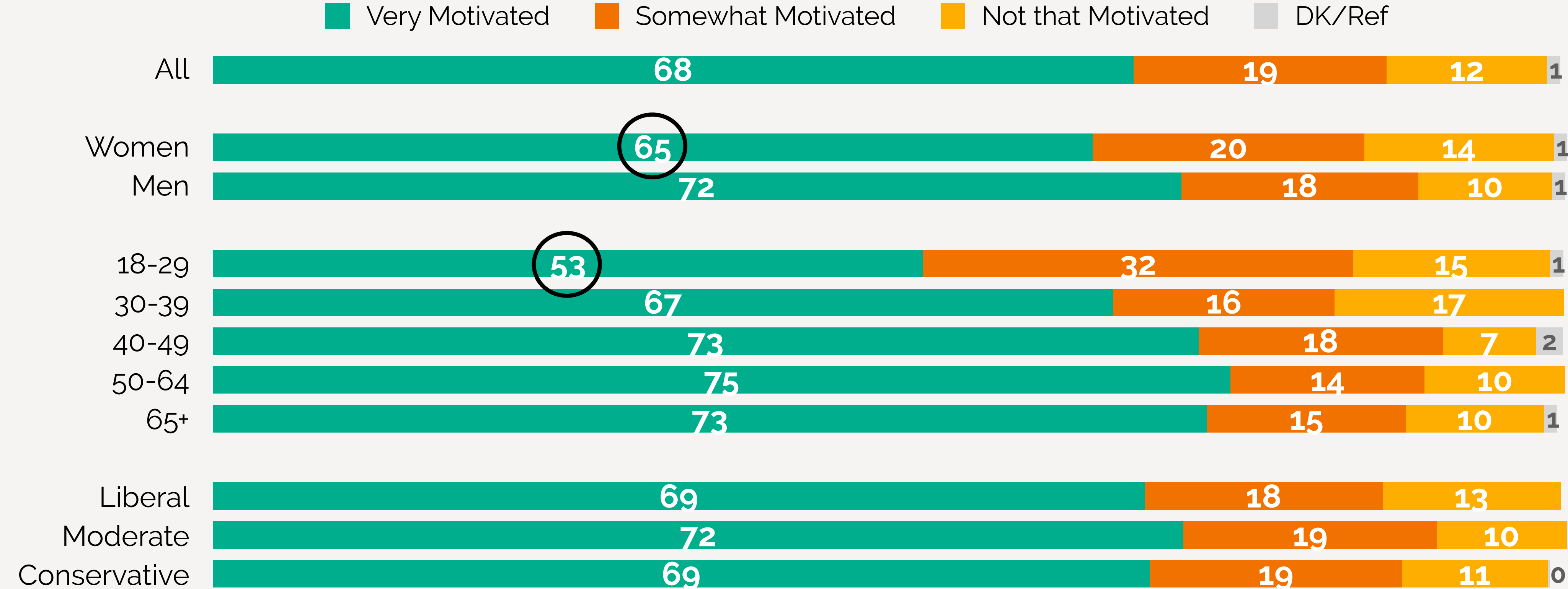
*"I know it's a long way off, but how motivated are you to vote in next year's election for President and other offices - not that motivated, somewhat motivated, or very motivated? (Q.8)"*

Source: Equis State Series Poll (Wave 2 / Jan 2024) | 2,010 registered Latinos in 12 states



# Younger Latinos (<40) and women report lower motivation to vote in 2024 than older Latinos & men

**Motivation: Age & Gender**  
Among registered Latino voters in key states



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Source: Equis State Series Poll (Wave 2 / Jan 2024) | 2,010 registered Latinos in 12 states

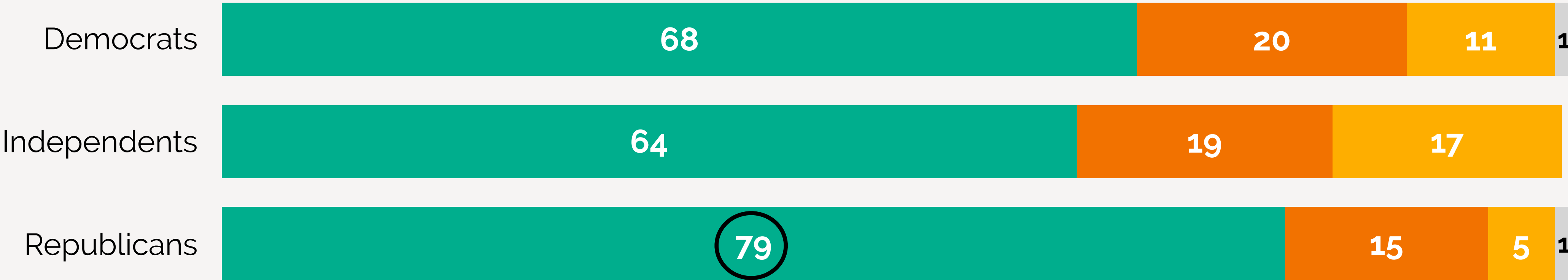


# Latino Republicans more motivated to vote in the 2024 election than Democrats & Independents

## Motivation: Party ID

Among registered Latino voters in key states

Very Motivated   Somewhat Motivated   Not that Motivated   DK/Ref



*"I know it's a long way off, but how motivated are you to vote in next year's election for President and other offices - not that motivated, somewhat motivated, or very motivated? (Q.8)"*

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# Issues

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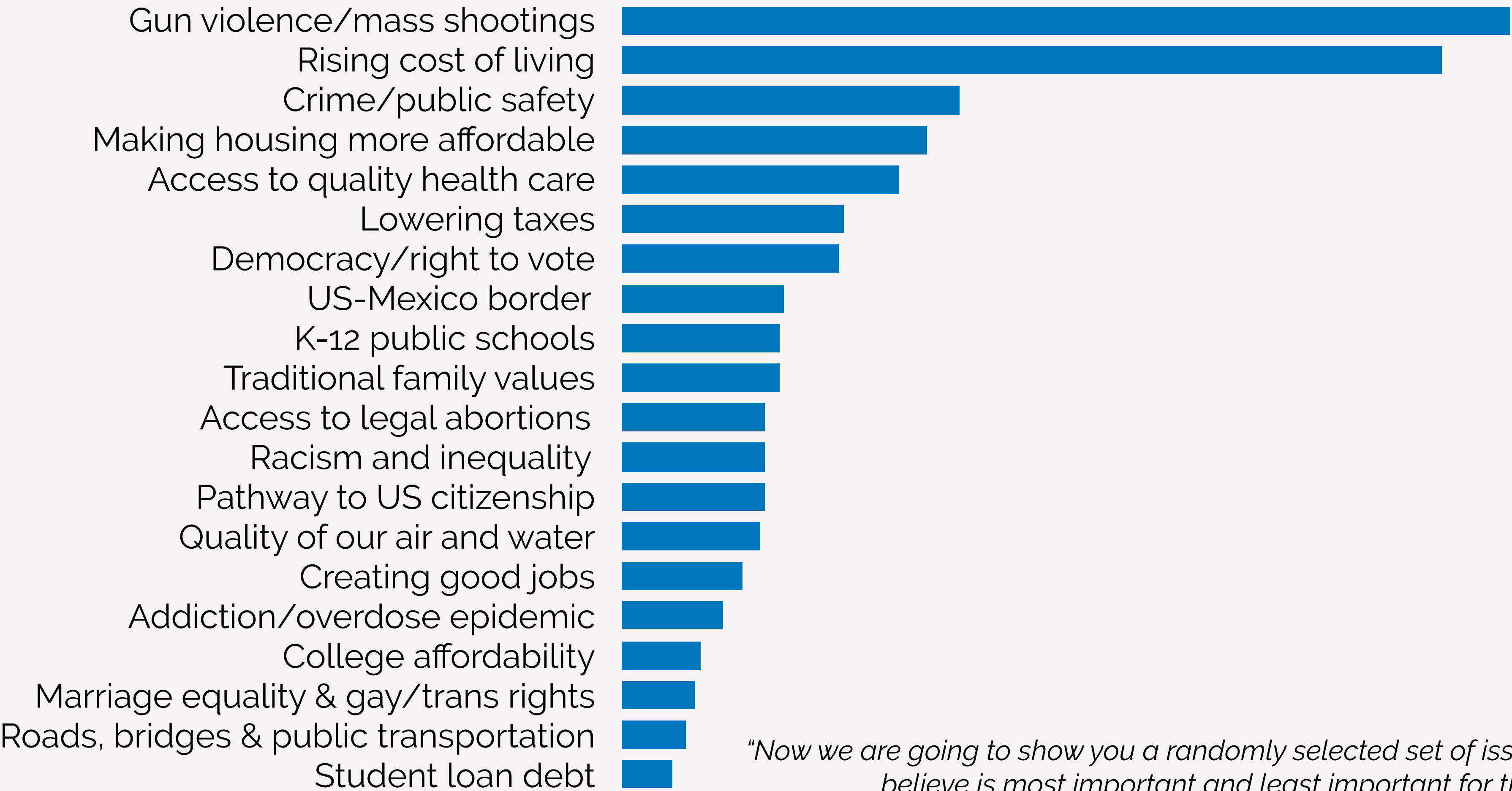




# Insecurity, both economic & physical, tops list of priorities for Latino voters when pushed to rank

Gun violence has not abated in salience since Uvalde; inflation/housing/healthcare on voters' minds

**Rank order: most important issue for the federal government to focus on**  
Among registered Latinos voters in key states, using a MaxDiff exercise

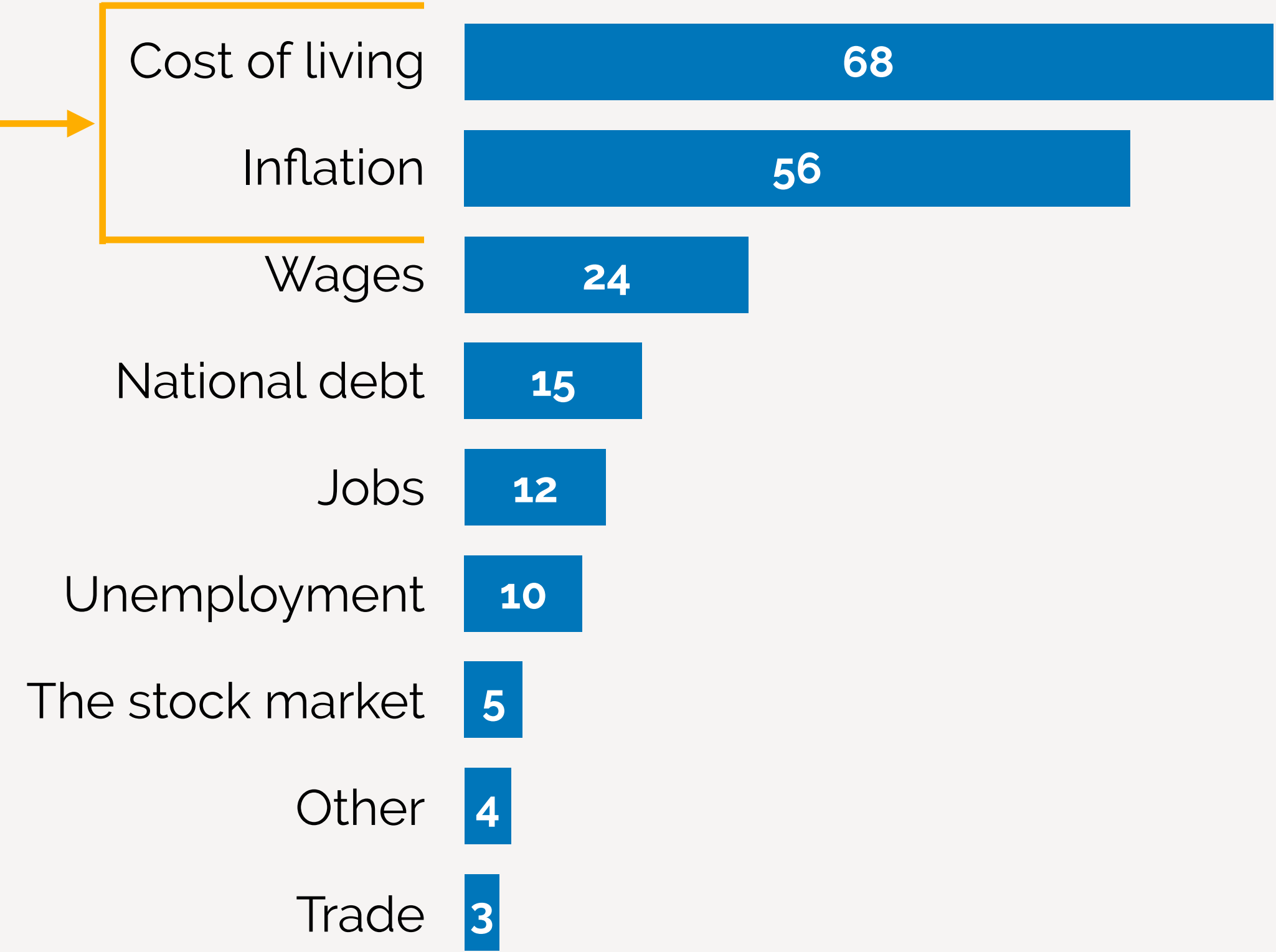


*"Now we are going to show you a randomly selected set of issues. Please select the issue you believe is most important and least important for the government to address" (Q.5)*  
Source: Equis Issues Deep Dive (July 2023) | 2,640 registered voters in 12 states

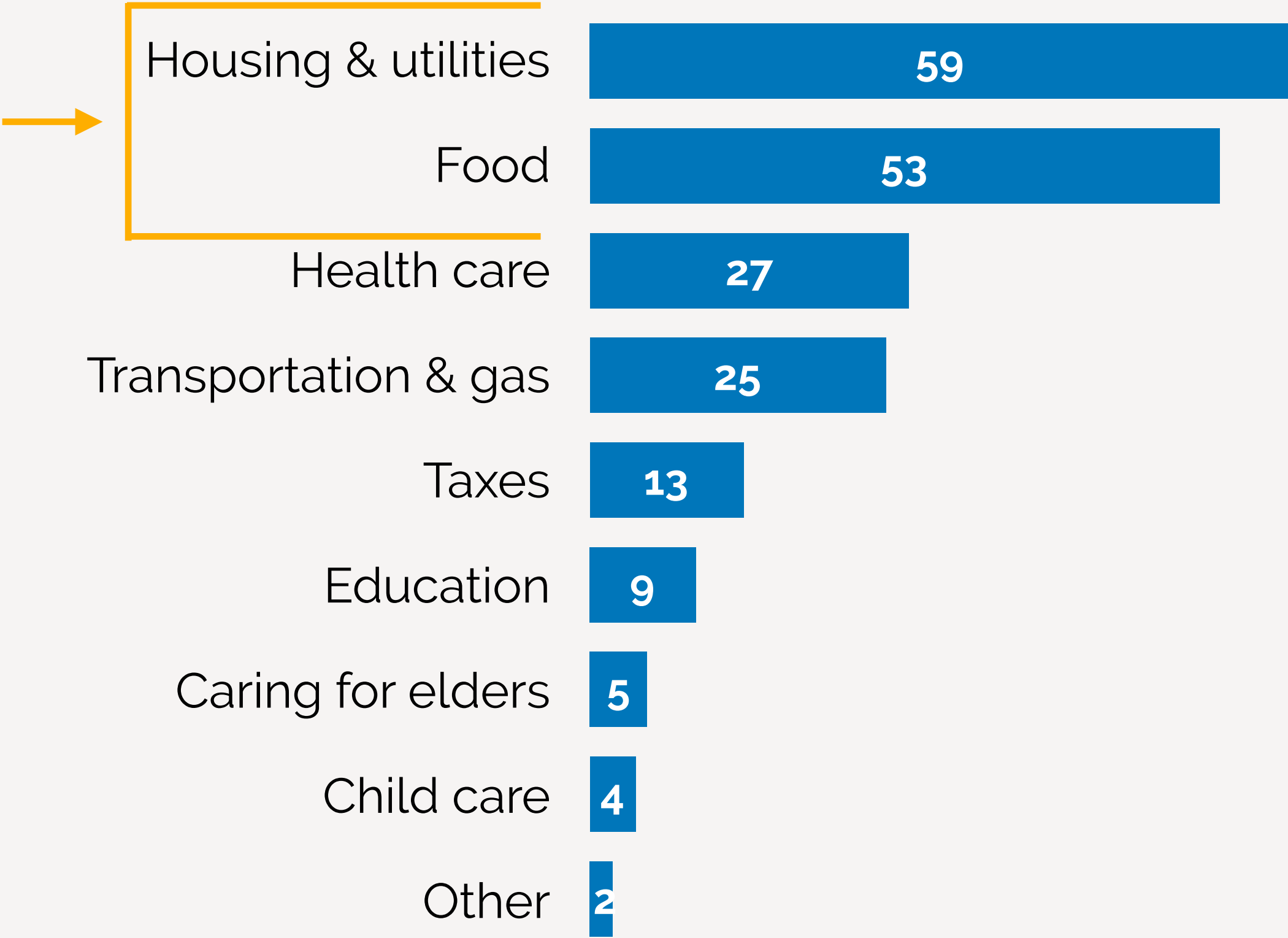


# Basic needs like housing & food costs top economic concerns for Latino voters

## What Latinos mean by “economy” (top two)



## What Latinos mean by “cost of living” (top two)



*“When people talk about the economy/cost of living, they often mean different things. What are the top two things that come to mind for you when you think about the economy/cost of living today?” (Q.18 & Q.19)*

Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states





## On cost of living:

**“I’m worried about the instability of it all...** almost everything increases (in prices) ...  
The box of eggs, one day is \$2, the next is \$4... it’s all so unstable”

– Jessica, Peruvian from Michigan, homemaker (*April 2024 focus groups*)

“Seeing the cost of everything going up... **just my day-to-day job is more challenging.**  
I see the impact of that on a daily basis”

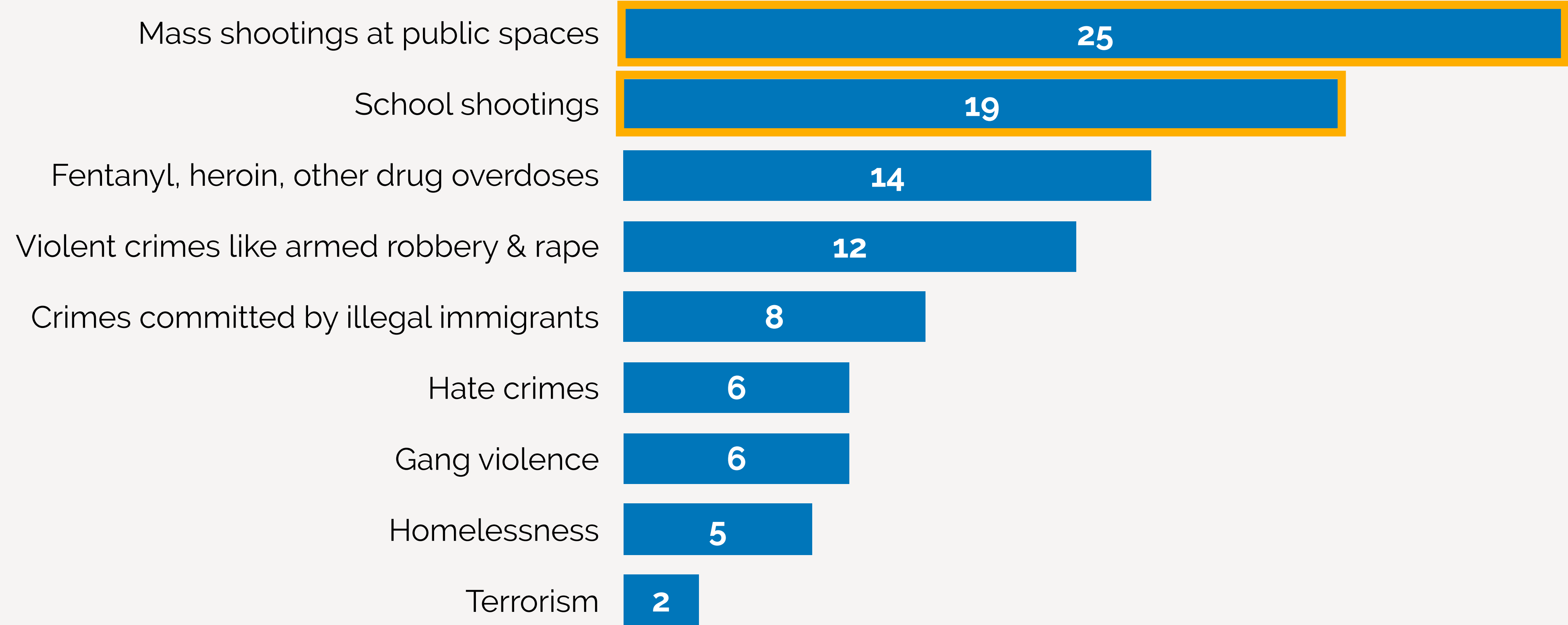
– Daniel, Colombian from Georgia, works in sales (*April 2024 focus groups*)



# Mass shootings & school shootings are the top two safety concerns among Latino voters

Drug-related concerns rank third

**Safety Concerns**  
Among registered Latino voters in key states

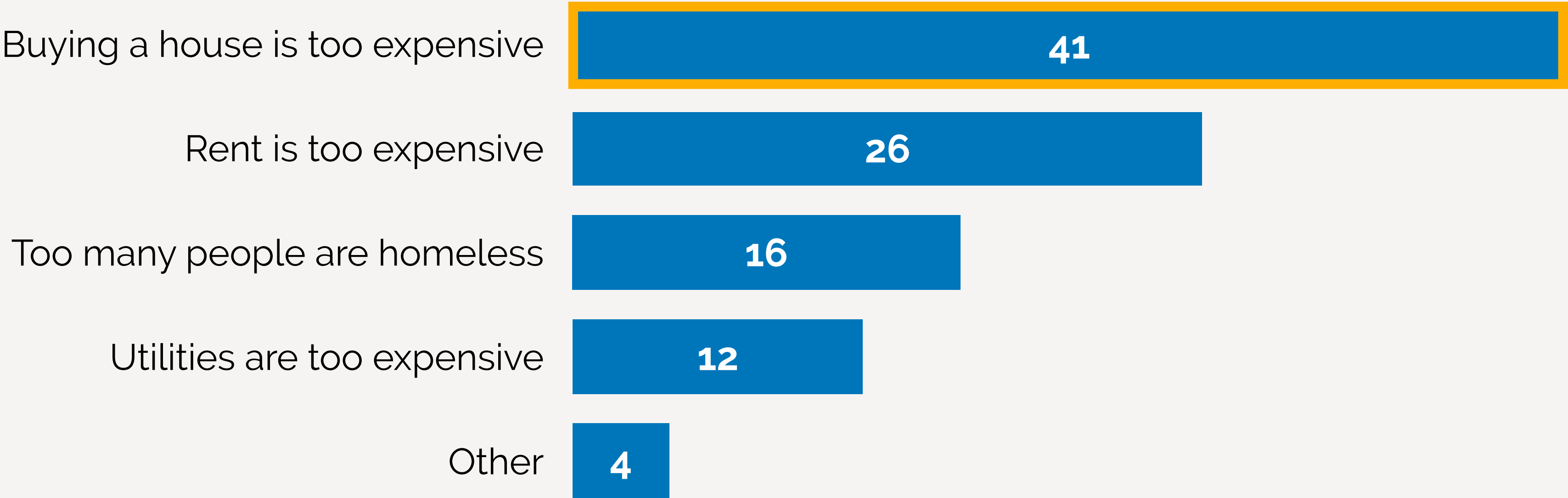


*“What is your biggest concern for your safety and the safety of your family?” (Q.27)*  
Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states

# The price of buying a home ranked as the #1 housing concern for Latino voters

In focus groups, mentions of high interest rates as part of the reason

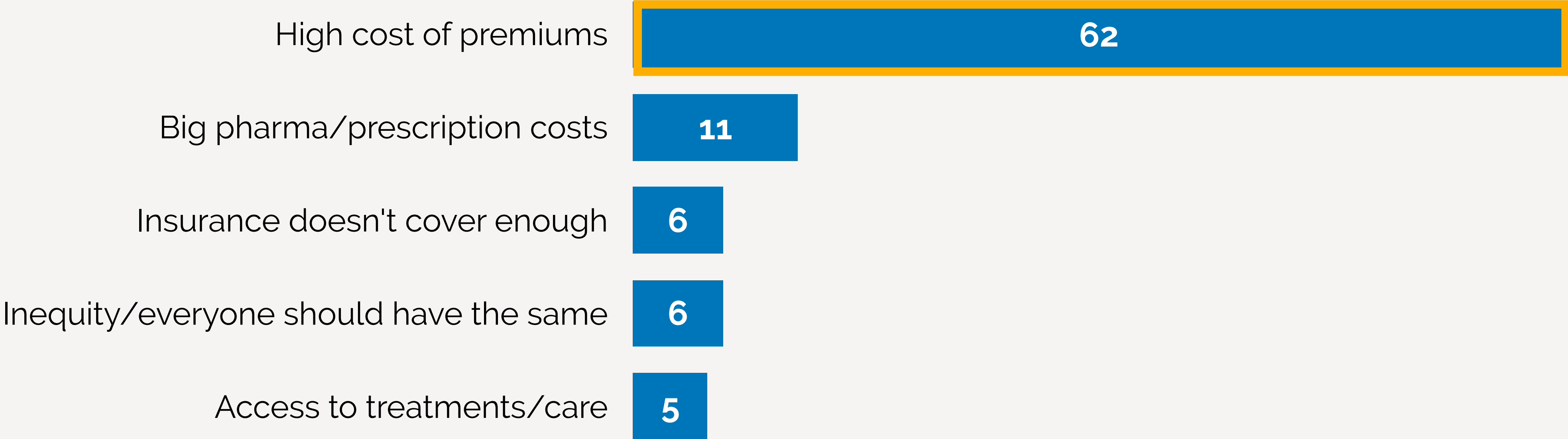
**Housing Concerns**  
Among registered Latino voters in key states



*"What is the number one concern that comes to mind for you when it comes to housing?" (Q.21)*  
Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states

# When it comes to healthcare, the high cost of insurance premiums dominates concerns

**Health Care Concerns**  
Among registered Latino voters in key states



*“(OE) What is the number one concern that comes to mind when you think about the issue of health care?” (Q.25)*  
Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states





## On cost of healthcare:

“When you have **one medical emergency** and the whole thing crumbles...it feels like a big picture problem.”

– Marcus, Mexican-American from Nevada, works at the Post Office (*April 2024 focus groups*)

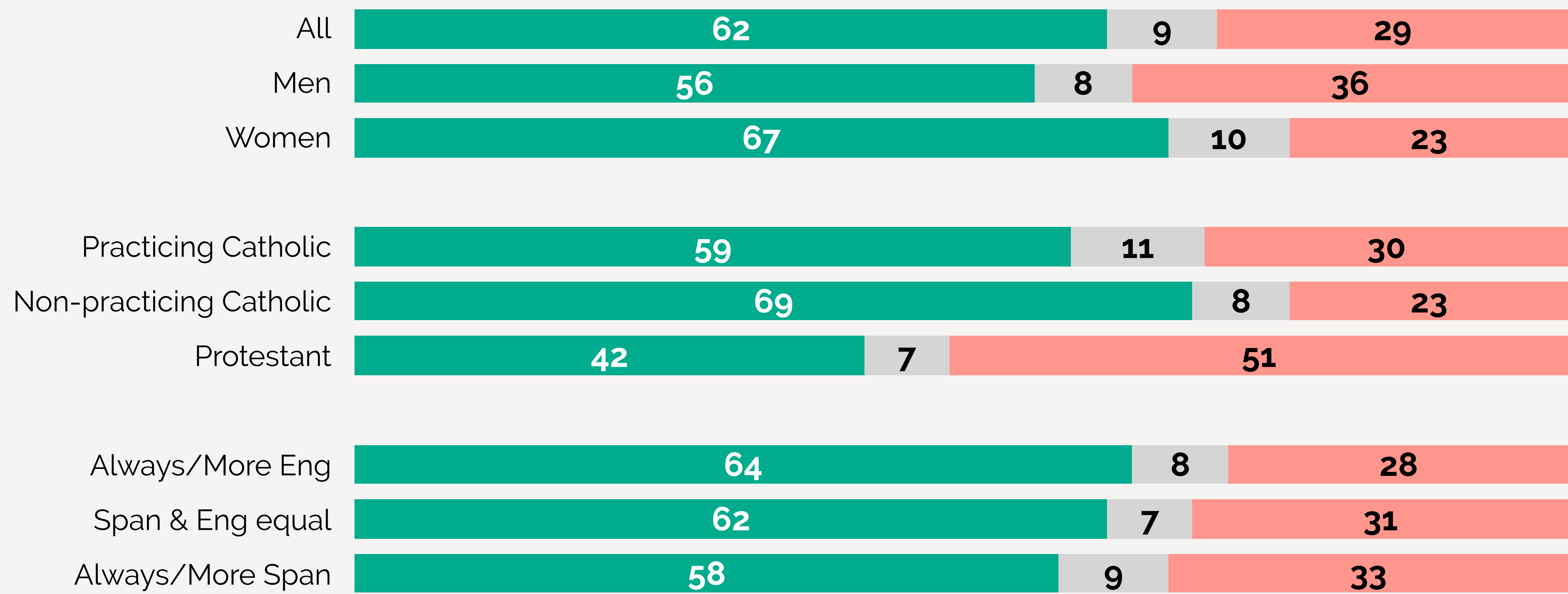




Across subgroups, a strong majority of Latinos in key states oppose overturning of Roe

Oppose or Support Overturning Roe vs. Wade  
Among registered Latino voters in key states

Oppose No opinion/Refused Favor



*"Last year, the United States Supreme Court overturned Roe versus Wade, the 1973 decision that has protected the constitutional right to an abortion for nearly fifty years. This reversal means that states now have the power to make abortions illegal, even in the case of rape and incest. Regardless of your personal views on abortion, do you favor or oppose this decision?" (Q.33 )*

Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states

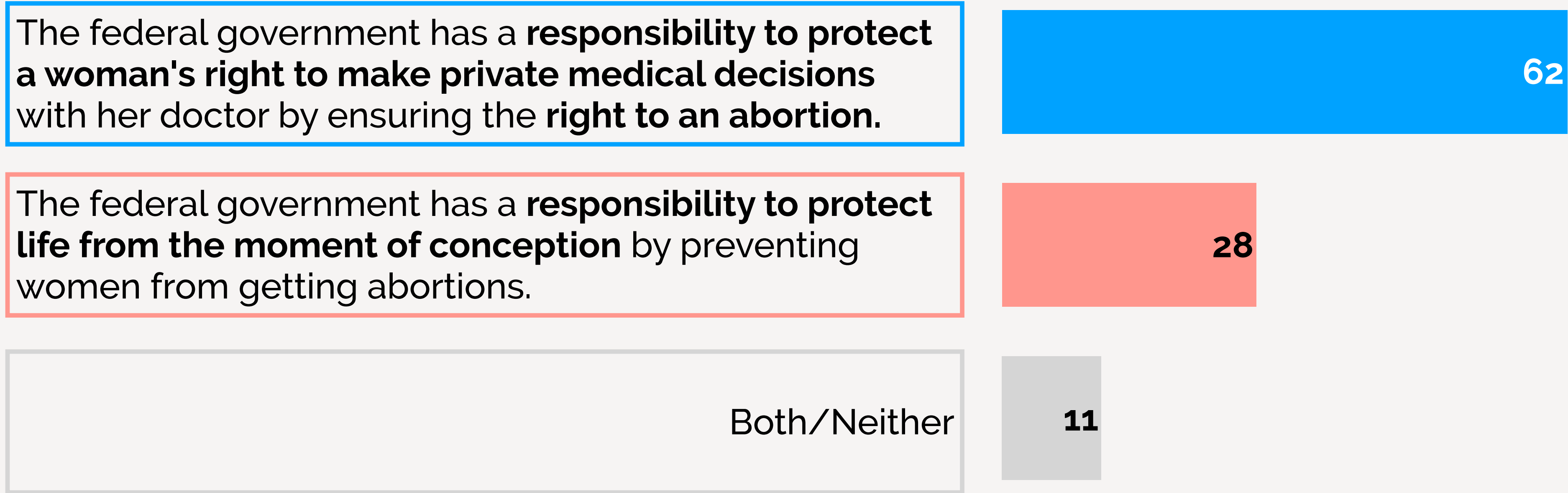




# A strong majority of Latinos believe that the federal government should protect abortion rights

## Abortion Stances

Among registered Latino voters in key states



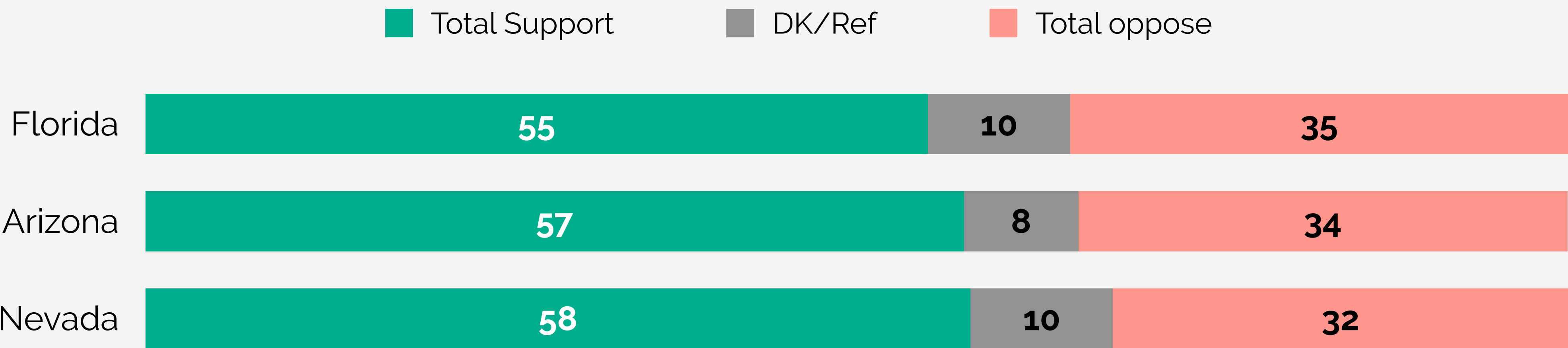
*"When it comes to the role the federal government should play on the issue of abortion, which of the following is closest in your view?" (Q.34)*  
Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states



# Most Latinos in FL, AZ & NV would support initiatives to guarantee right to an abortion

## Support for Abortion Constitutional Amendment

Among registered Latino voters in FL, AZ & NV



*"Would you support or oppose a constitutional amendment to the state constitution that guarantees the right to an abortion?" (Q.66)*  
*"Would you [RANDOMIZE] support or oppose a constitutional amendment to the Nevada constitution that guarantees the right to make decisions about all matters relating to pregnancy, including birth control, abortion, and miscarriage management?"*

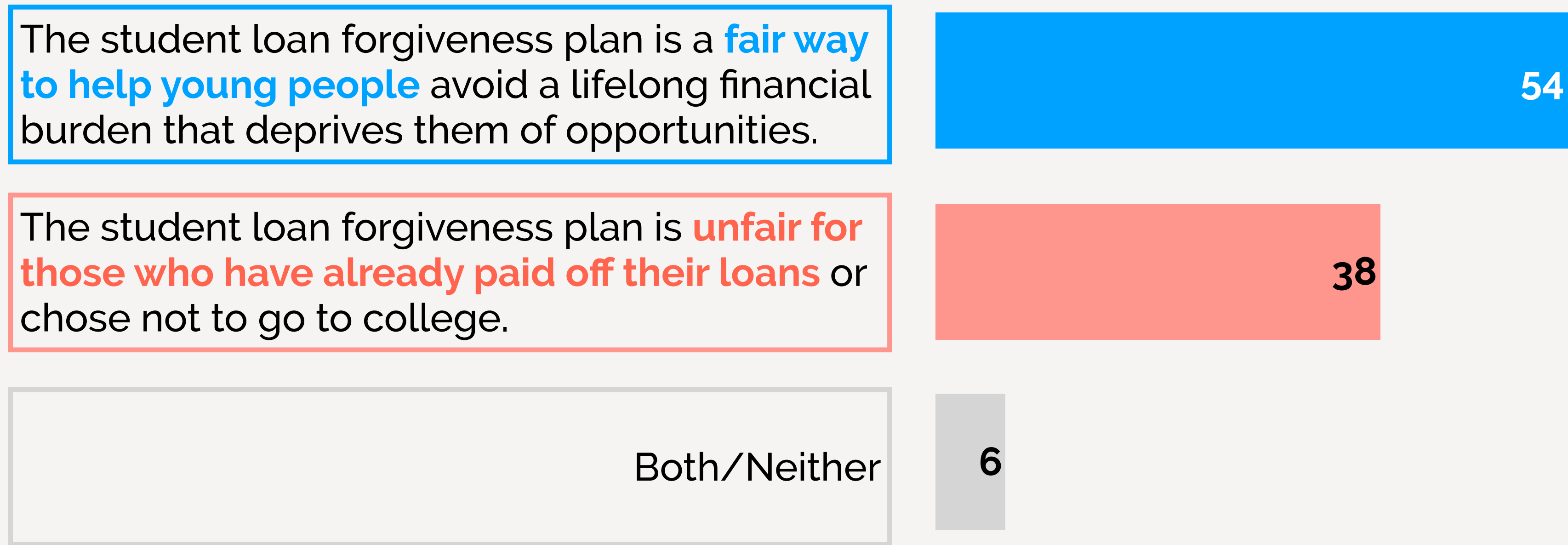
Source: Equis State Series Poll (Wave 1 / Oct 2023) | 2,010 registered Latinos in 12 states



# A majority of Latino voters align with argument in favor of the student loan forgiveness plan

## Perception of Student Loan Forgiveness

Among registered Latino voters in the key states



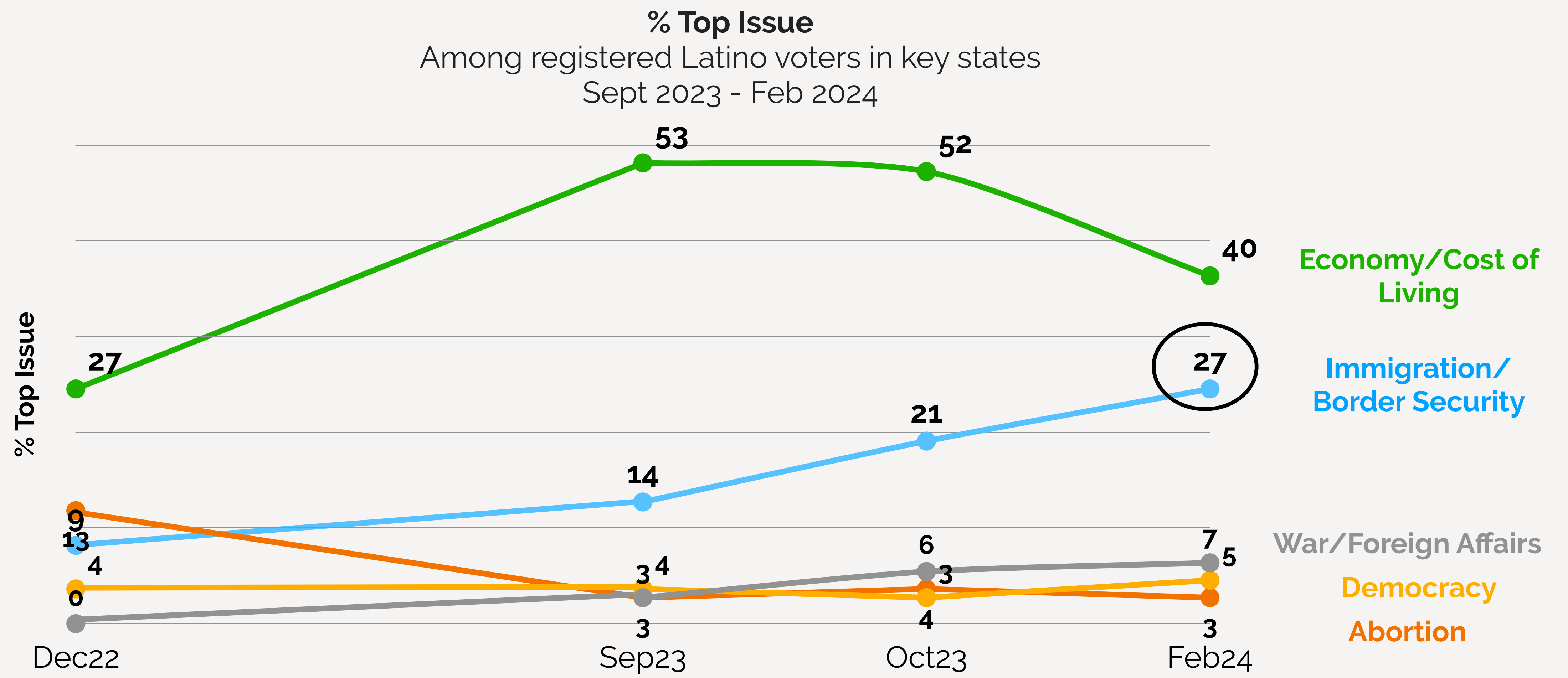
*"Next we'll talk about the Biden Administration's student loan forgiveness plan, which was struck down by the Supreme Court this past June. This plan would have forgiven up to twenty thousand dollars in student loan debt. Which of the following is closest in your view?" (Q.38)*

Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states



# Latinos almost twice as likely to name immigration as their top concern now vs. last summer

Economy/costs remains top issue but salience has dropped since Sept; foreign policy now in top 5

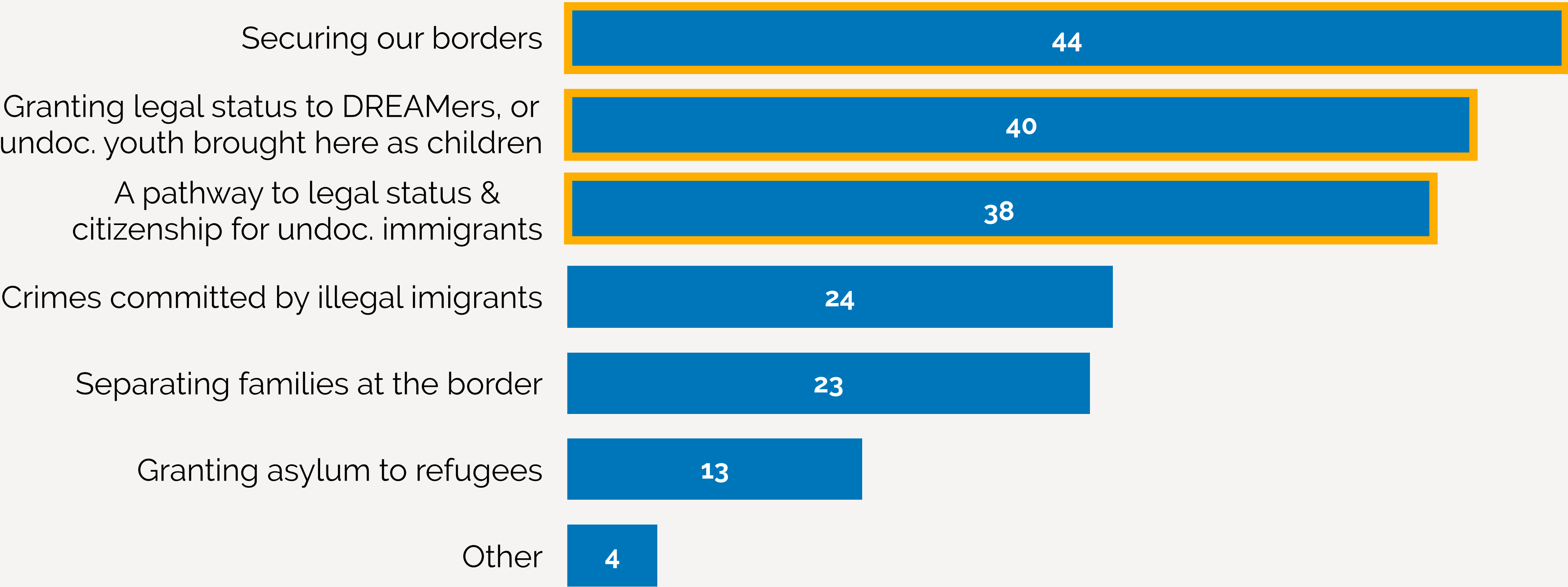


Source: Equis State Series Poll (Wave 2 / Jan 2024) | 2,010 registered Latinos in 12 key states

# Both securing the border and granting legal status to DACA recipients and/or undocumented youth top of mind for Latinos when it comes to immigration

## Immigration

Among registered Latino voters in key states



*"What are the top two things that come to mind for you when you think about the issue of immigration today? (Q.31)"*

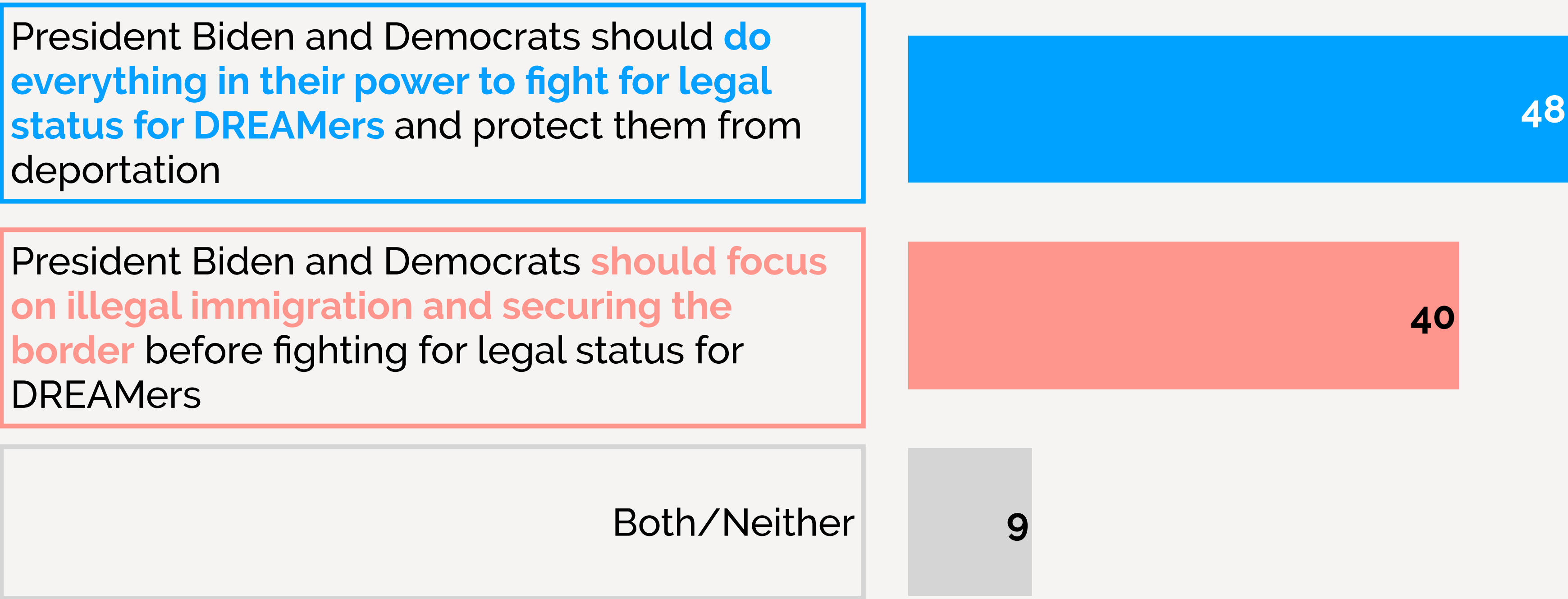
Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states



# A plurality of Latino voters align with statement encouraging Biden and Democrats to do everything in their power to fight for legal status for DREAMers

## Immigration Priorities

Among registered Latino voters in key states



*"A judge recently ruled against DACA, a program created by former President Obama to protect DREAMers, undocumented youth who came to this country as children. The case is likely going to the Supreme Court next year. Which of the following statements is closest to your view?" (Q .32)*

Source: Equis Issues Deep Dive (Sept 2023) | 1,600 registered voters in 12 states



# Media Consumption

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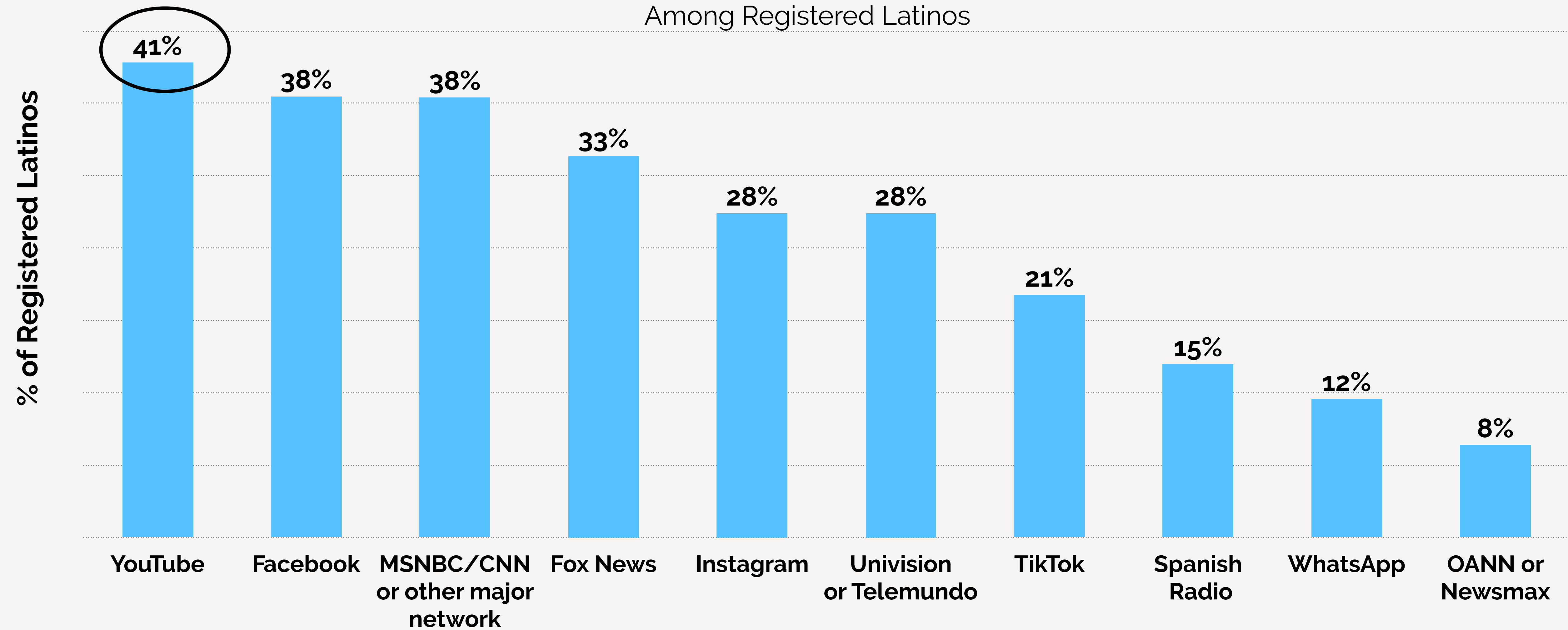




# YouTube continues to be a top source of news for Latino audiences

Especially good way to reach people not captured via other streams

Regular Sources of News & Information  
Among Registered Latinos

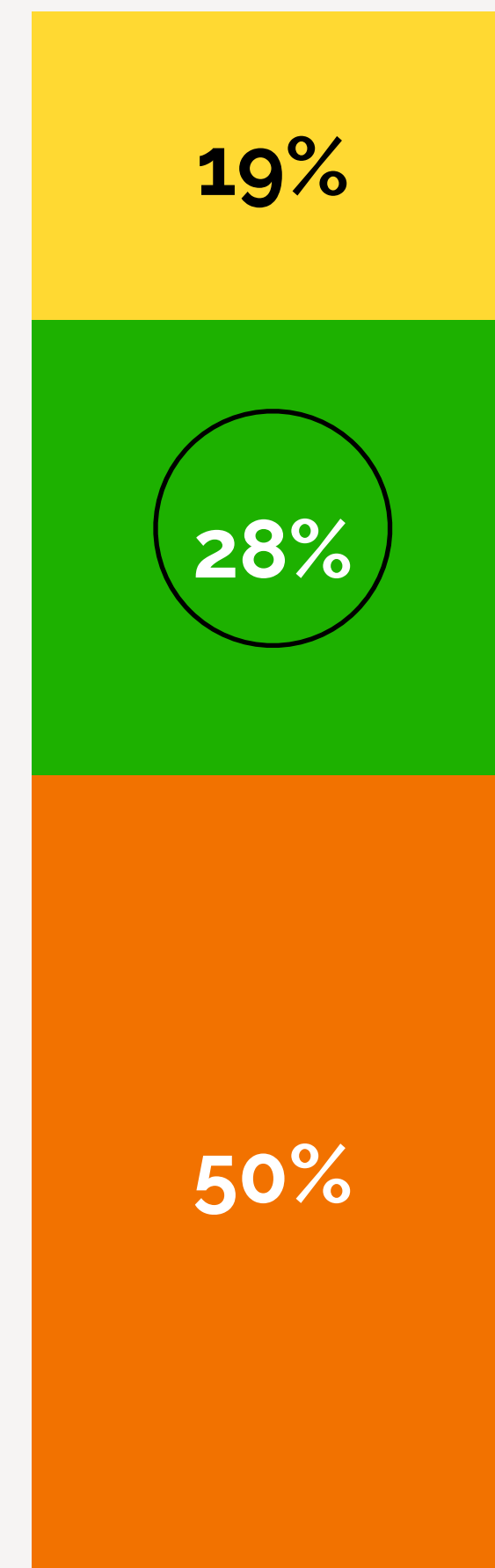


Source: EquisMedia Consumption Report (Oct 2023), based on more than 16,000 respondents across 20 surveys/tests in the 2022 cycle



## Full coverage of Latino voters requires comms in two languages

Spanish is essential for instrumental & symbolic reasons... and so is speaking to Latino identity in English



All Registered

### Language Spoken at Home

Among registered Latino voters in key states

- Spanish/Mostly Spanish
- Bilingual (Both Equally)
- English/Mostly English



# Summary

- Latinos continue to be one of the **last great wildcards** in the electorate ahead of the 2024 election.
- **Insecurity — both physical and economic** — dominates the issue landscape, with Latino voters choosing the cost of living and gun violence as their top issues when pushed to rank.
- A majority of Latinos align with positions **in favor of student loan debt relief and protecting abortion rights**.
- The salience of immigration and border security has increased, and we continue to see support for protecting DACA-recipients.
- Youtube is the #1 source of news and information for Latino voters.

