



STRONGER COMMUNITIES. STRONGER AMERICA.

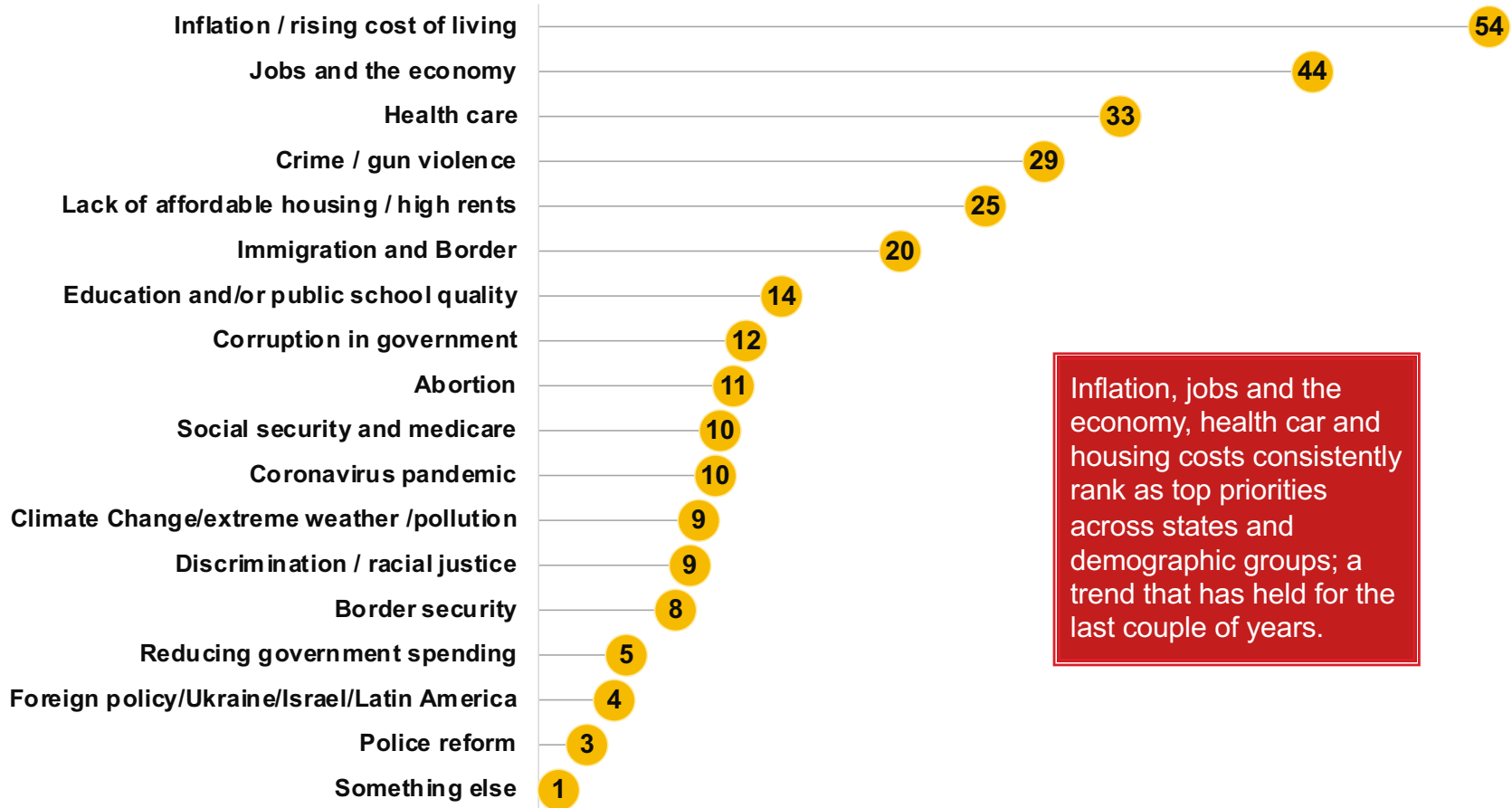
ECONOMIC PRIORITIES AND CONCERNS AMONG LATINO VOTERS

Key findings: Latino voter economic priorities

- 1. Latino voter priorities are driven by economic concerns. In total, 64% of Latino voters cite an economic-related issue as their TOP concern.**
- 2. Inflation and the rising cost of living (20%), jobs and the economy (19%), and healthcare (18%) consistently rank as the top three issues Latino voters want elected officials to address. In addition to these, another 7% cite lack of affordable housing or Social Security and Medicare as top issues.**
 - Food and basic necessities, housing/rent, and gasoline are the principal worries regarding inflation
 - Jobs with better pay and better benefits top other economic concerns
 - For healthcare, the costs of insurance worry Latinos deeply
- 3. Many Latinos are feeling pessimistic about the direction of the country (56% believe U.S. is on wrong track) and the majority don't see either party as effective champions of their most pressing concerns.**
- 4. While the majority of Latinos plan to vote in the 2024 Presidential election (57% certain will vote and another 16% likely), many have not made a firm commitment to do so. There are significant outreach opportunities to engage with Latino voters and close the participation gap across different demographic groups within the very diverse Latino electorate.**
- 5. In 2024, 22% of Latinos (one in five) will be voting in their first Presidential election**
 - 16% for the first time in ANY federal election, and another 15% voted in 2020 for the first time
 - 38% of the Latino electorate (more than one-in-three) is new since the Clinton and Trump election in 2016

What are the most important issues that elected officials should address?

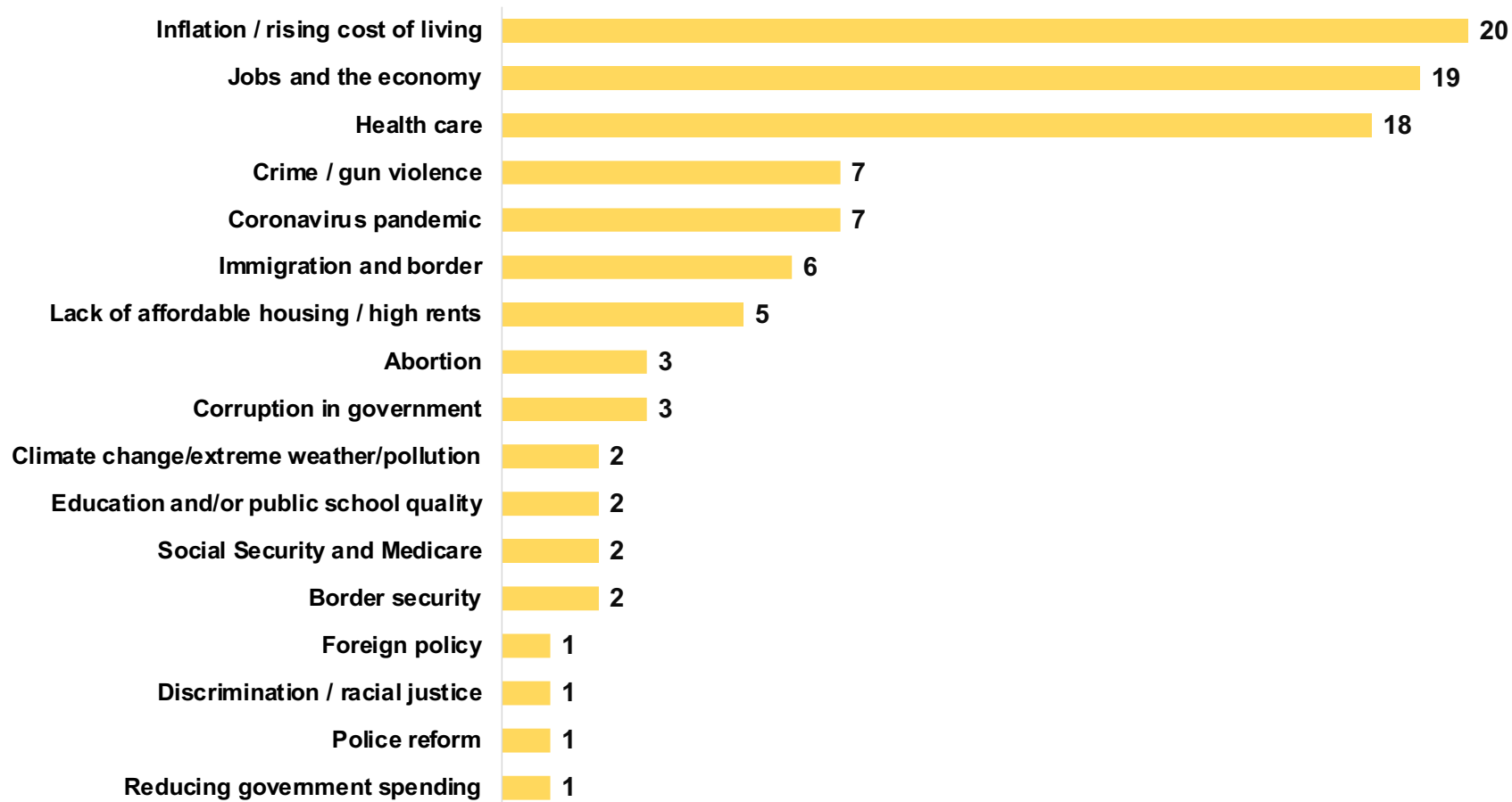
TOTAL ranked 1, 2, or 3 illustrated (Rank up to three. Sorted highest to lowest)



Inflation, jobs and the economy, health care and housing costs consistently rank as top priorities across states and demographic groups; a trend that has held for the last couple of years.

What are the most important issues that elected officials should address?

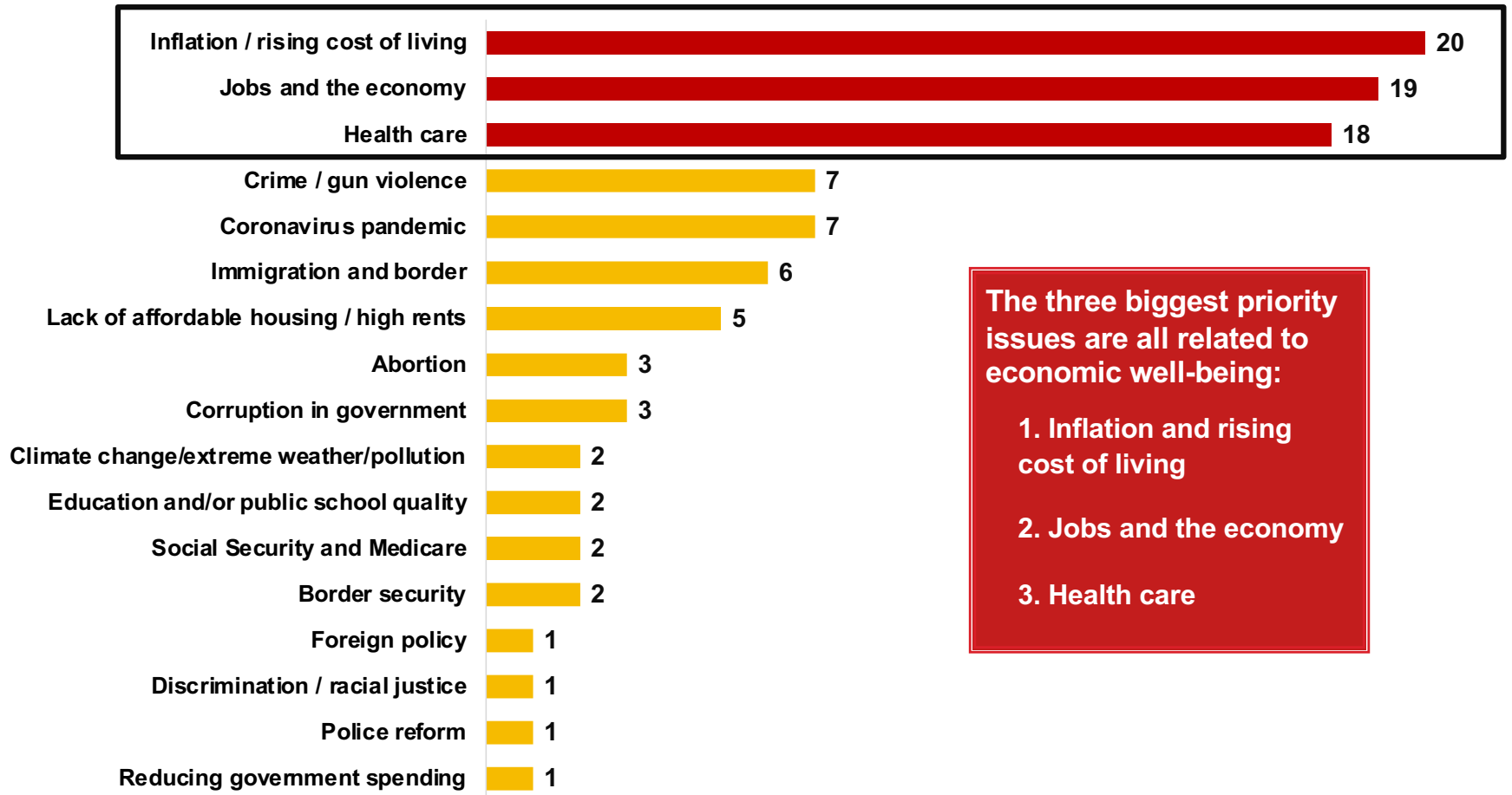
TOP RANKED issue illustrated (Rank up to three. Sorted highest to lowest)



Nov 2-13, 2023 N=3,037 (+/-1.8%)

What are the most important issues that elected officials should address?

TOP RANKED issue illustrated (Rank up to three. Sorted highest to lowest)

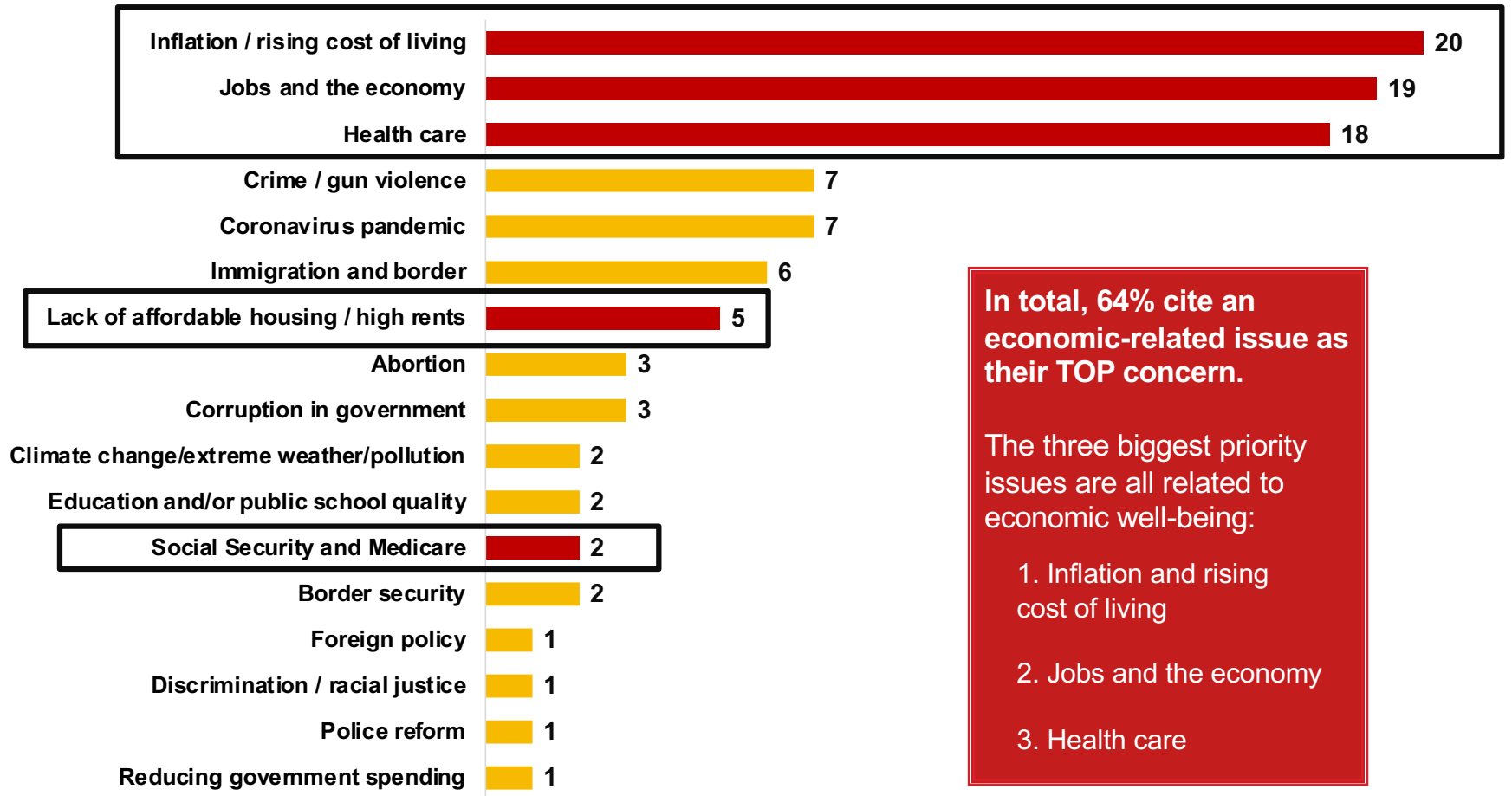


The three biggest priority issues are all related to economic well-being:

1. Inflation and rising cost of living
2. Jobs and the economy
3. Health care

What are the most important issues that elected officials should address?

TOP RANKED issue illustrated (Rank up to three. Sorted highest to lowest)

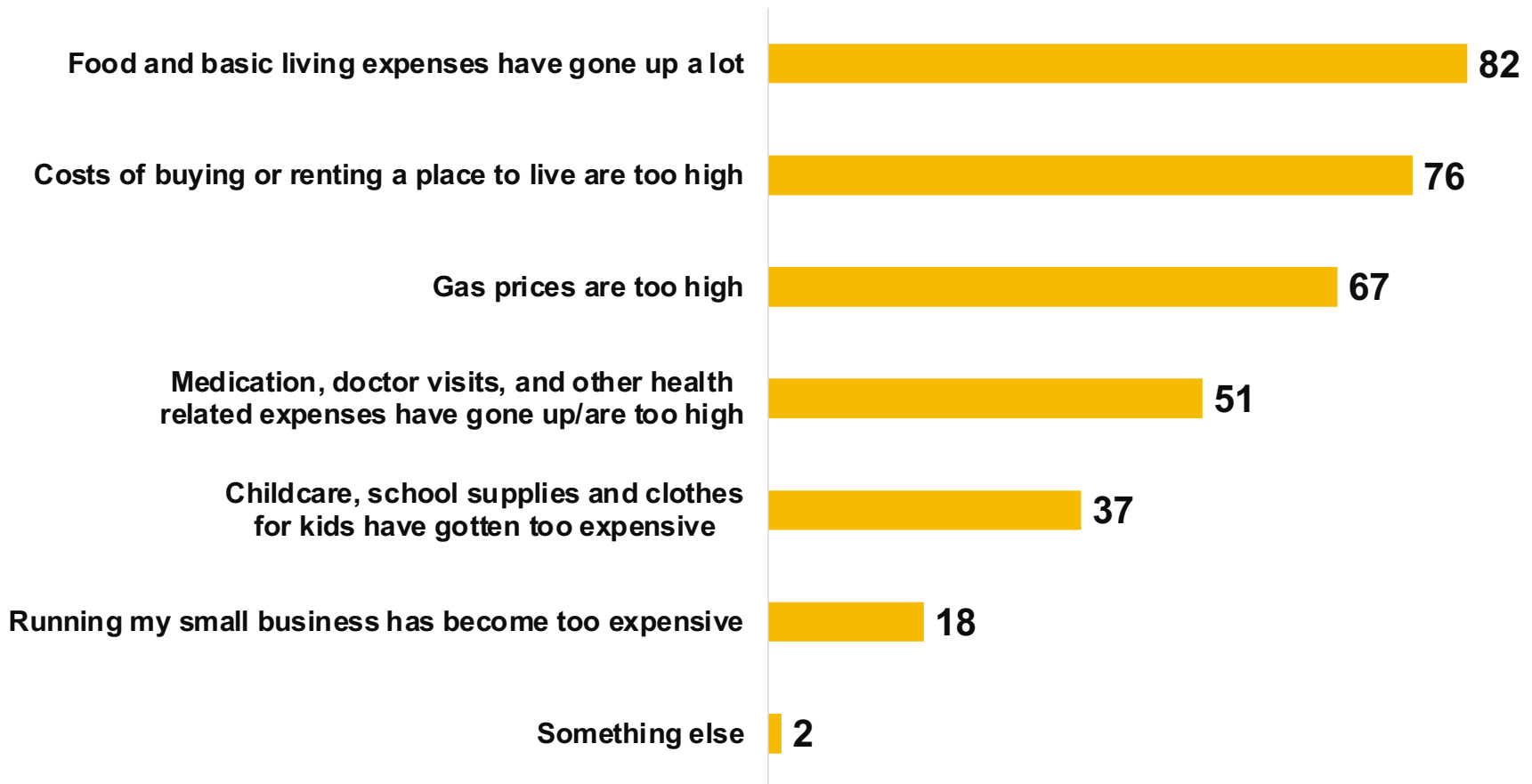


In total, 64% cite an economic-related issue as their TOP concern.

The three biggest priority issues are all related to economic well-being:

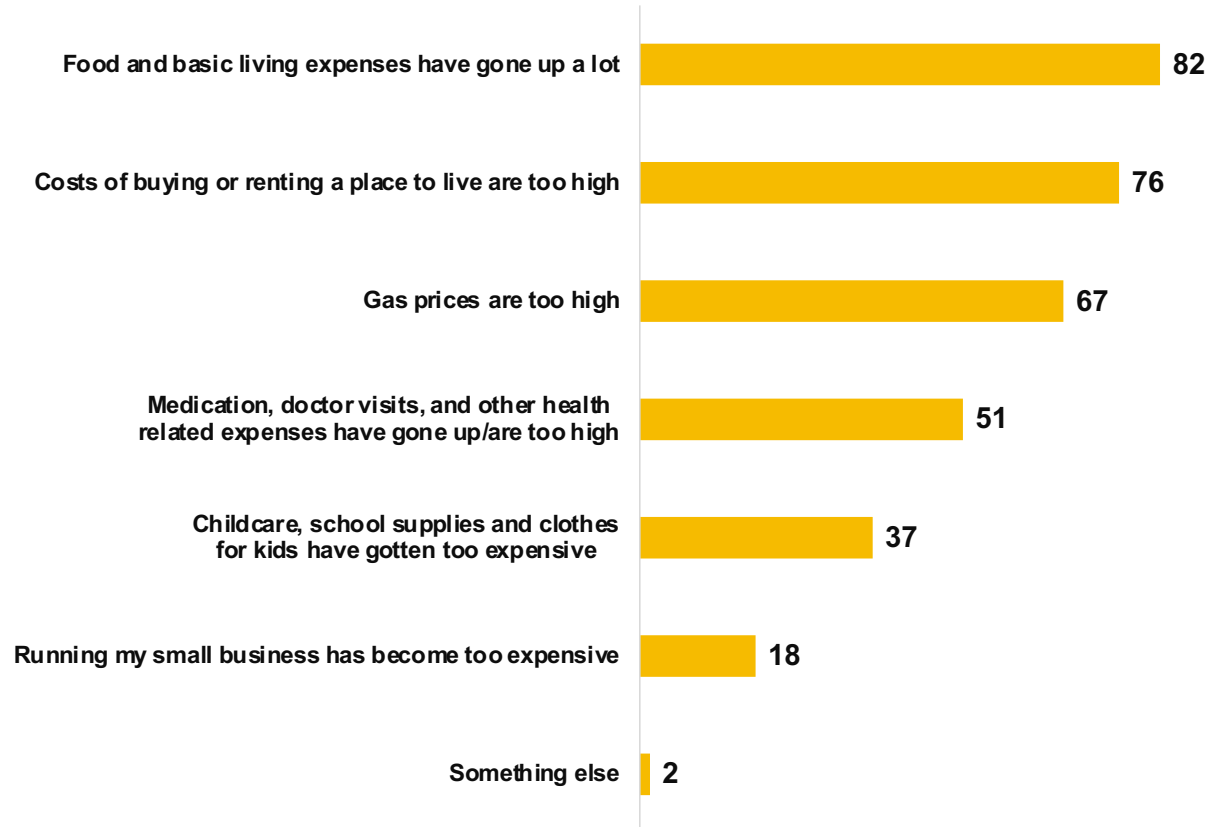
1. Inflation and rising cost of living
2. Jobs and the economy
3. Health care

What did you have in mind when you said *inflation and the rising cost of living* are important issues elected officials should address? (all that apply)

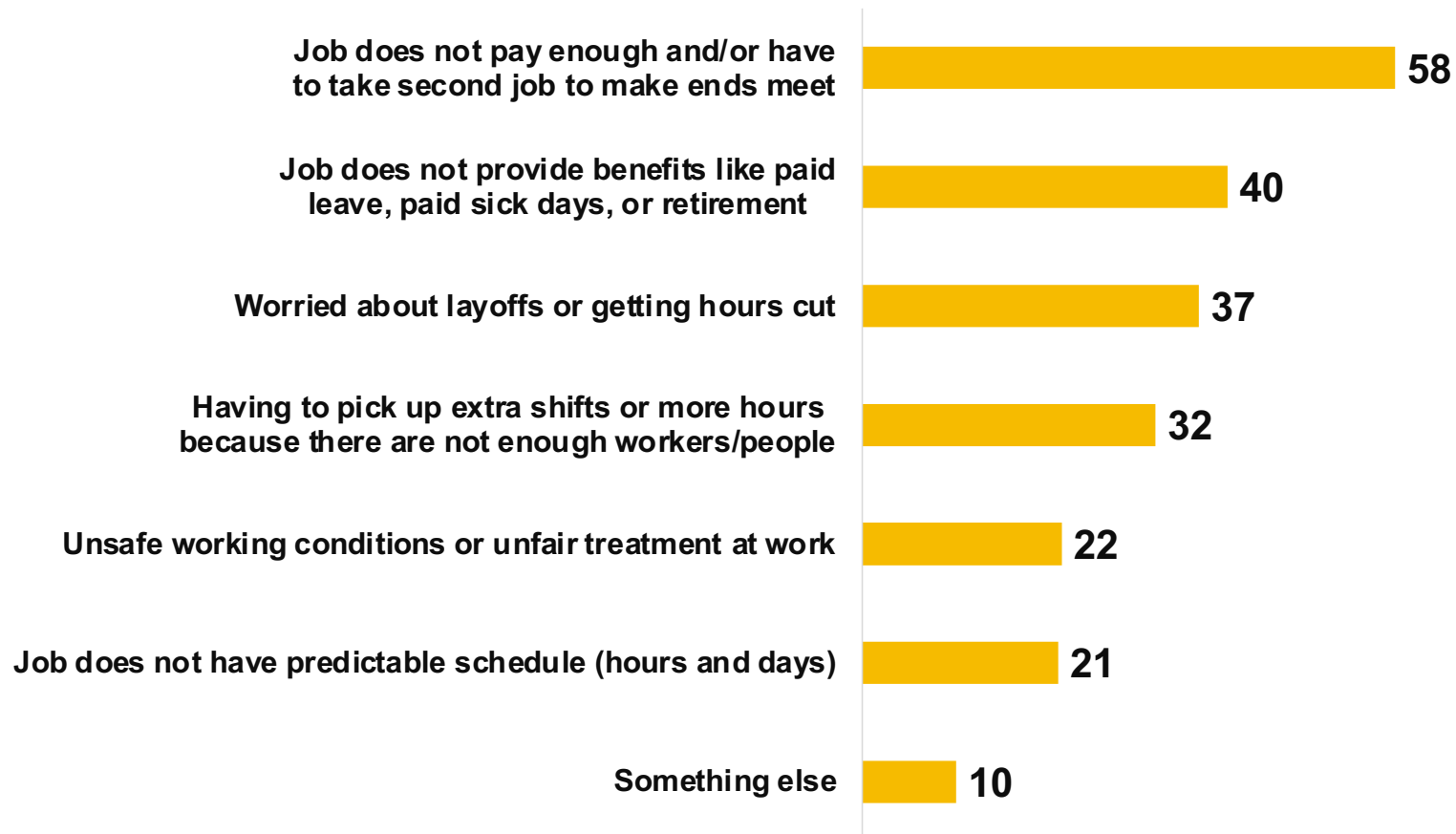


What did you have in mind when you said *inflation and the rising cost of living* are important issues elected officials should address? (all that apply)

% CITE INFLATION AND COL TOP PRIORITY	
Women	21%
Men	19%
18-29 yr	16%
30-39 yr	24%
40-59 yr	19%
60+ yr	24%
<=\$39k	17%
\$40k-\$79k	19%
\$80k+	25%
US Born	19%
Naturalized	24%
Democrats	20%
Indep/Other	20%
Republicans	20%



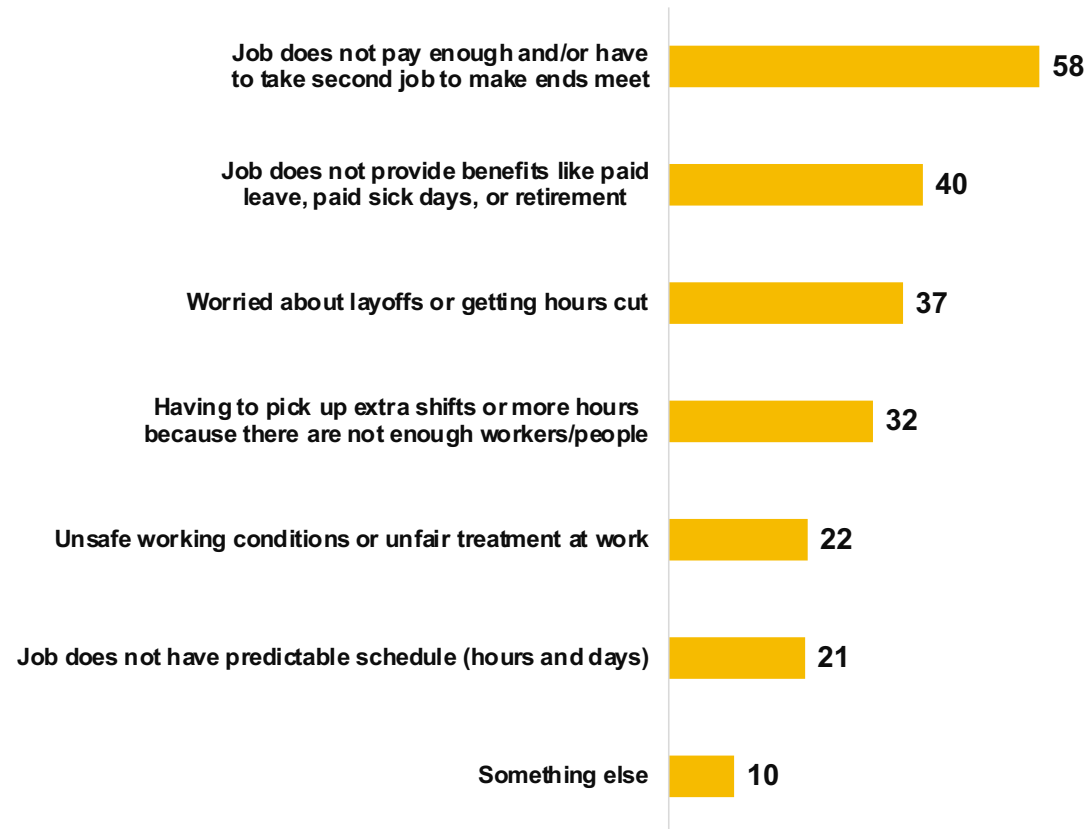
What did you have in mind when you said *jobs and the economy* are important issues elected officials should address? (all that apply)



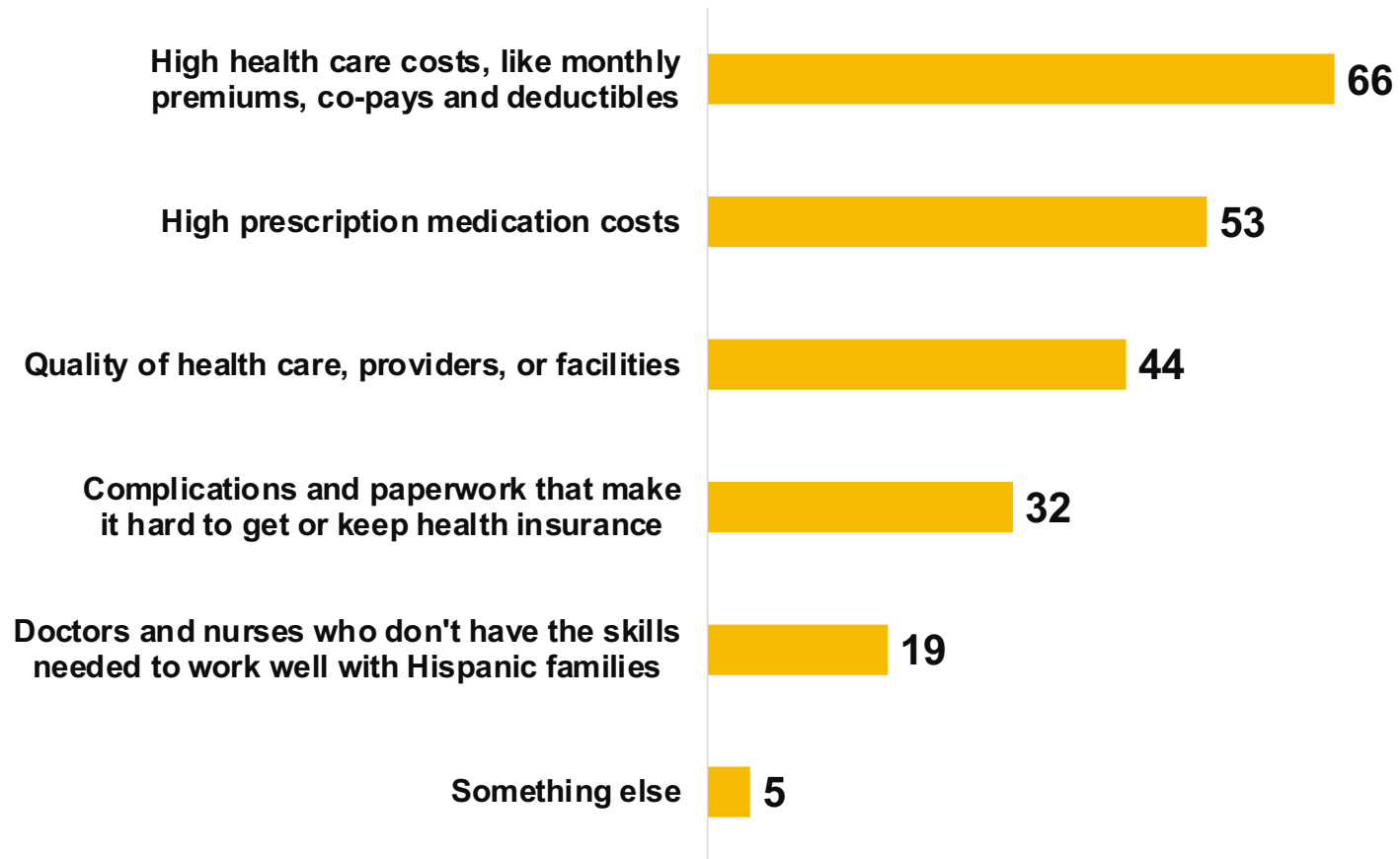
Nov 2-13, 2023 N=3,037 (+/-1.8%)

What did you have in mind when you said *jobs and the economy* are important issues elected officials should address? (all that apply)

% CITE JOBS AND ECONOMY TOP PRIORITY	
Women	16%
Men	22%
18-29 yr	17%
30-39 yr	20%
40-59 yr	22%
60+ yr	16%
<=\$39k	17%
\$40k-\$79k	20%
\$80k+	21%
US Born	18%
Naturalized	23%
Democrats	18%
Indep/Other	19%
Republicans	22%

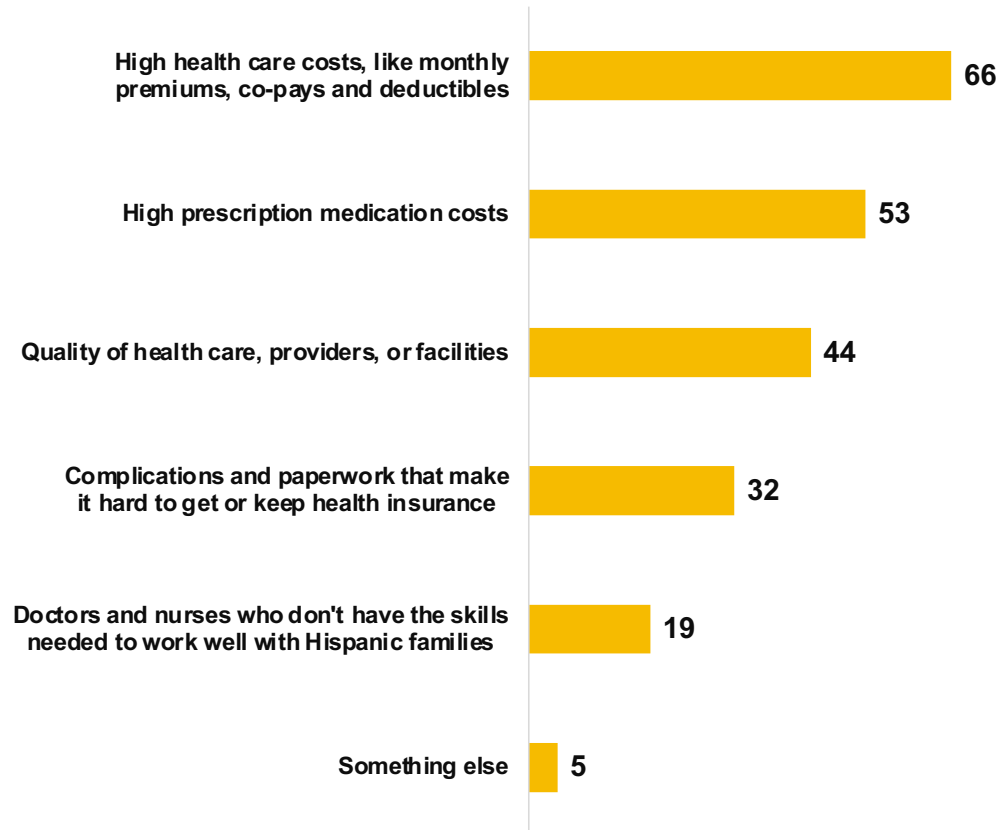


What did you have in mind when you said *health care* is an important issue elected officials should address? (all that apply)

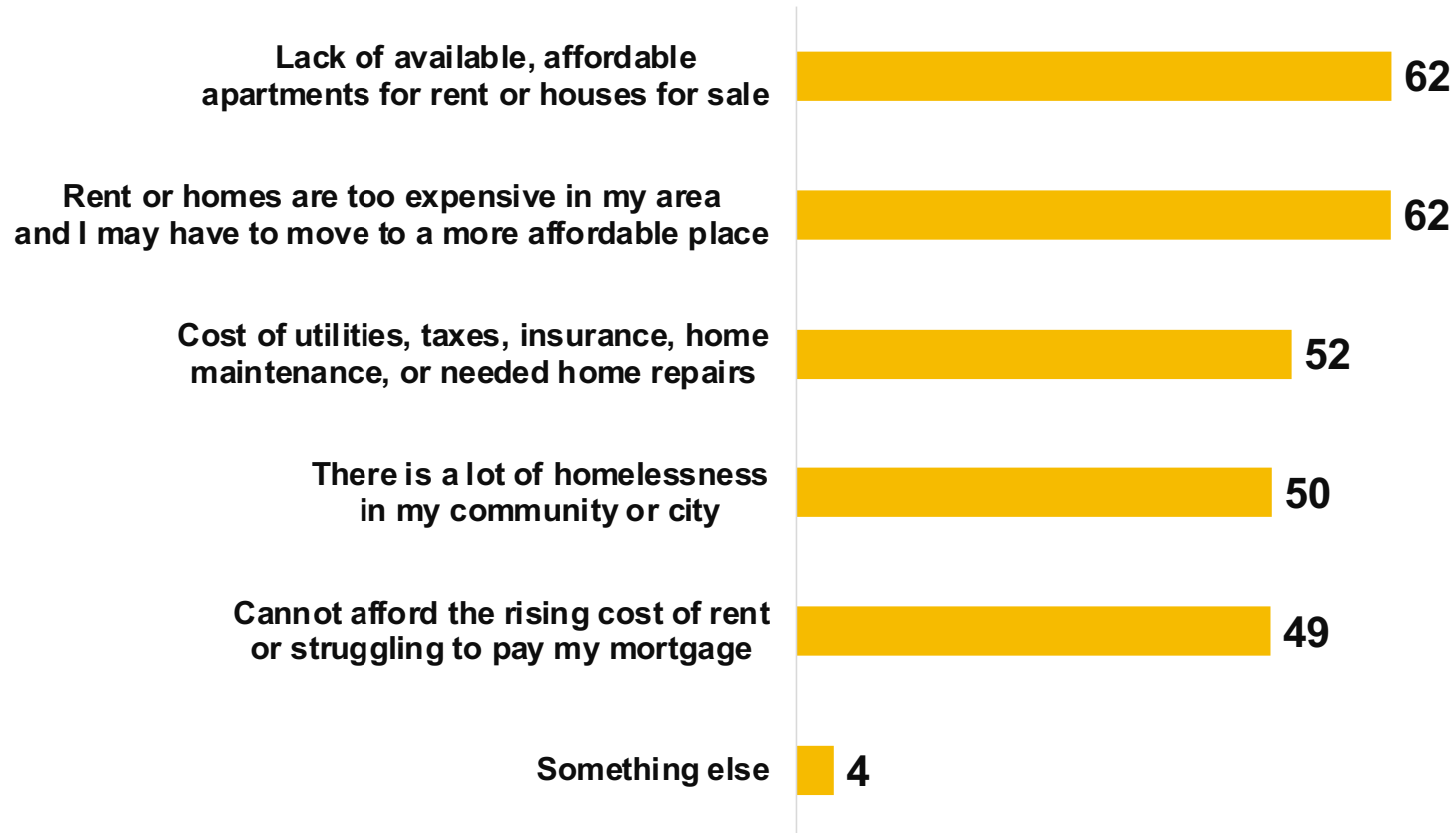


What did you have in mind when you said *health care* is an important issue elected officials should address? (all that apply)

% CITE HEALTH CARE TOP PRIORITY	
Women	19%
Men	17%
18-29 yr	23%
30-39 yr	17%
40-59 yr	16%
60+ yr	15%
<=\$39k	21%
\$40k-\$79k	19%
\$80k+	13%
US Born	19%
Naturalized	16%
Democrats	19%
Indep/Other	21%
Republicans	12%

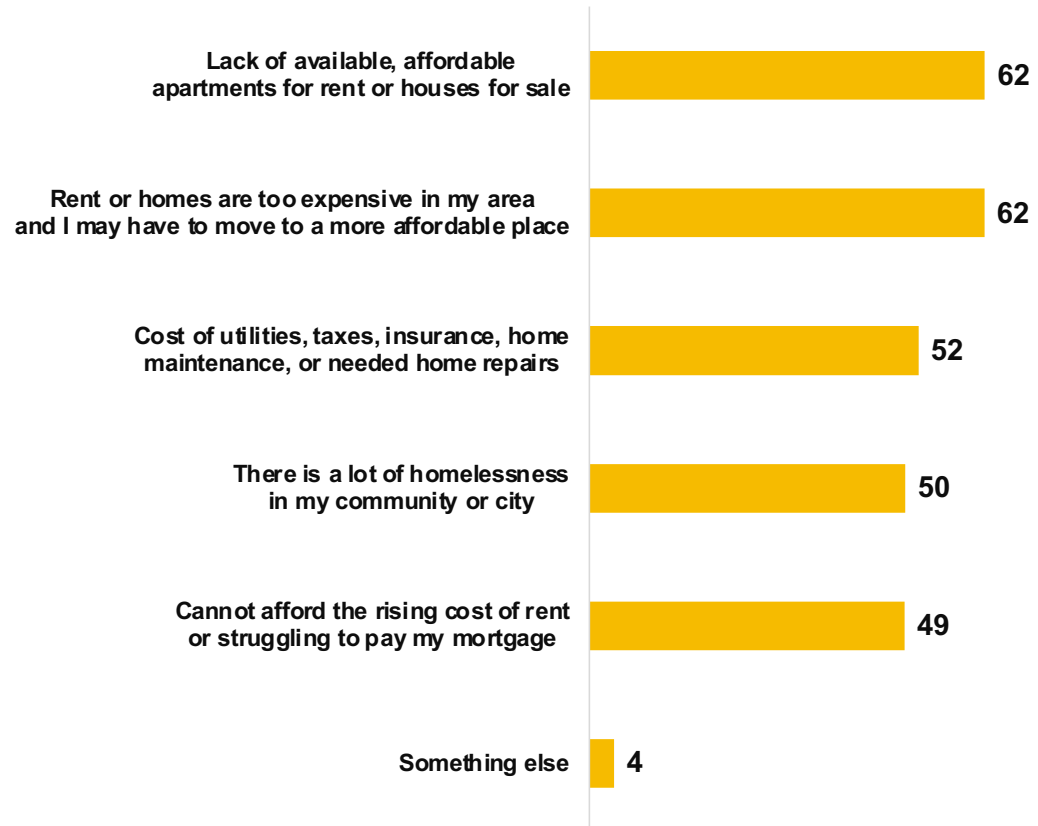


What did you have in mind when you said *affordable housing* is an important issue elected officials should address? (all that apply)



What did you have in mind when you said *affordable housing* is an important issue elected officials should address? (all that apply)

% CITE AFFORDABLE HOUSING TOP PRIORITY	
Women	5%
Men	5%
18-29 yr	4%
30-39 yr	6%
40-59 yr	5%
60+ yr	5%
<=\$39k	6%
\$40k-\$79k	5%
\$80k+	4%
US Born	5%
Naturalized	4%
Democrats	5%
Indep/Other	5%
Republicans	5%

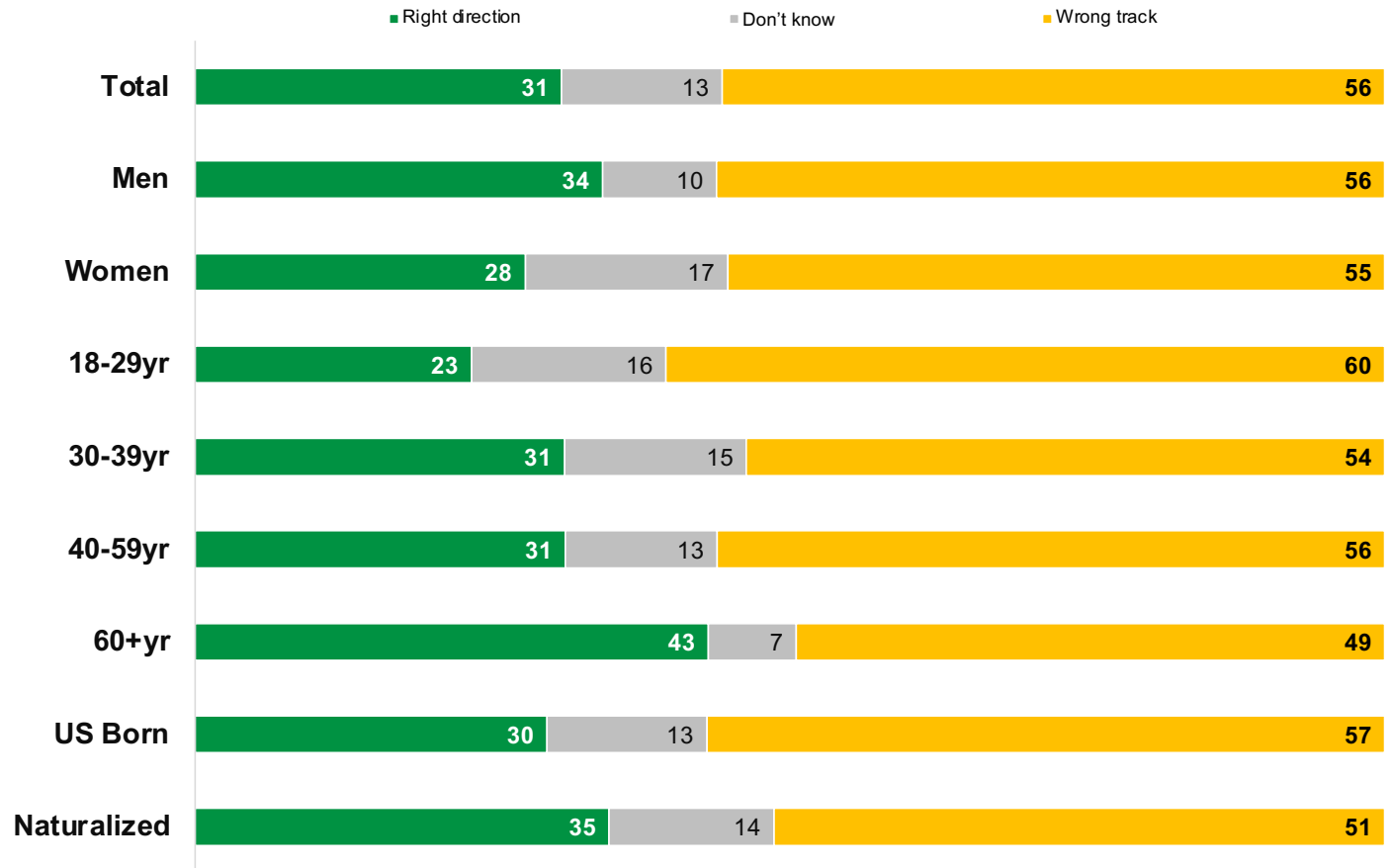


Issue Priority by Demographic Traits

	Inflation and COL	Jobs and Economy	Health Care	Affordable Housing
Women	21%	16%	19%	5%
Men	19%	22%	17%	5%
18-29 years	16%	17%	23%	4%
30-39 years	24%	20%	17%	6%
40-59 years	19%	22%	16%	5%
60+ years	24%	16%	15%	5%
<=\$39k	17%	17%	21%	6%
\$40k-\$79k	19%	20%	19%	5%
\$80k+	25%	21%	13%	4%
US Born	19%	18%	19%	5%
Naturalized	24%	23%	16%	4%
Democrats	20%	18%	19%	5%
Indep/Other	20%	19%	21%	5%
Republicans	20%	22%	12%	5%

Generally speaking, do you think things in the United States are going in the right direction, or off on the wrong track?

Concerns about personal financial circumstances and ongoing stressful economic experiences underscore the pessimistic streak that runs across demographic groups.



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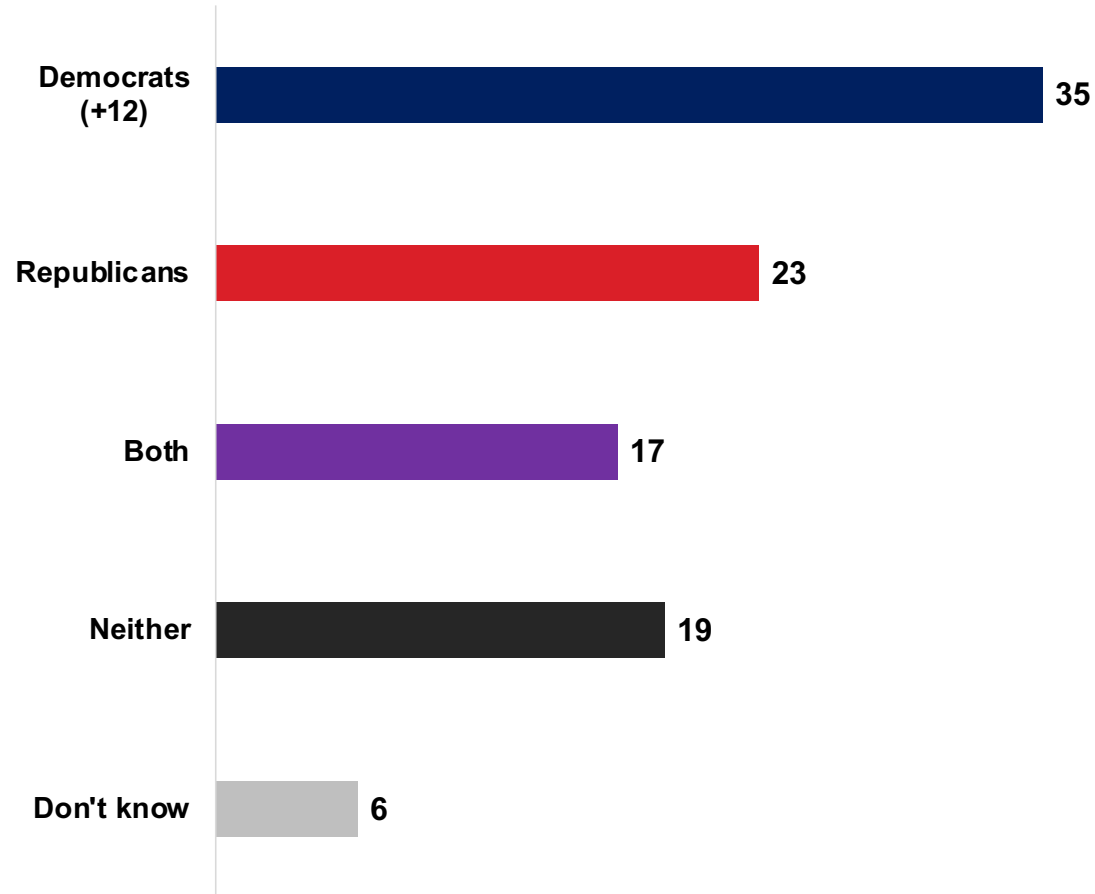
[If inflation top priority] Which party would be best at addressing *inflation*?

Among Latinos who cite inflation as their top concern (20% of Latino electorate):

* 35% believe Democrats best to address the issue, giving Democrats a +12-point advantage over GOP on handling this issue.

* 23% believe Republicans best to address inflation.

* 19% don't have faith in either party to address inflation-- the biggest concern in the Hispanic electorate.



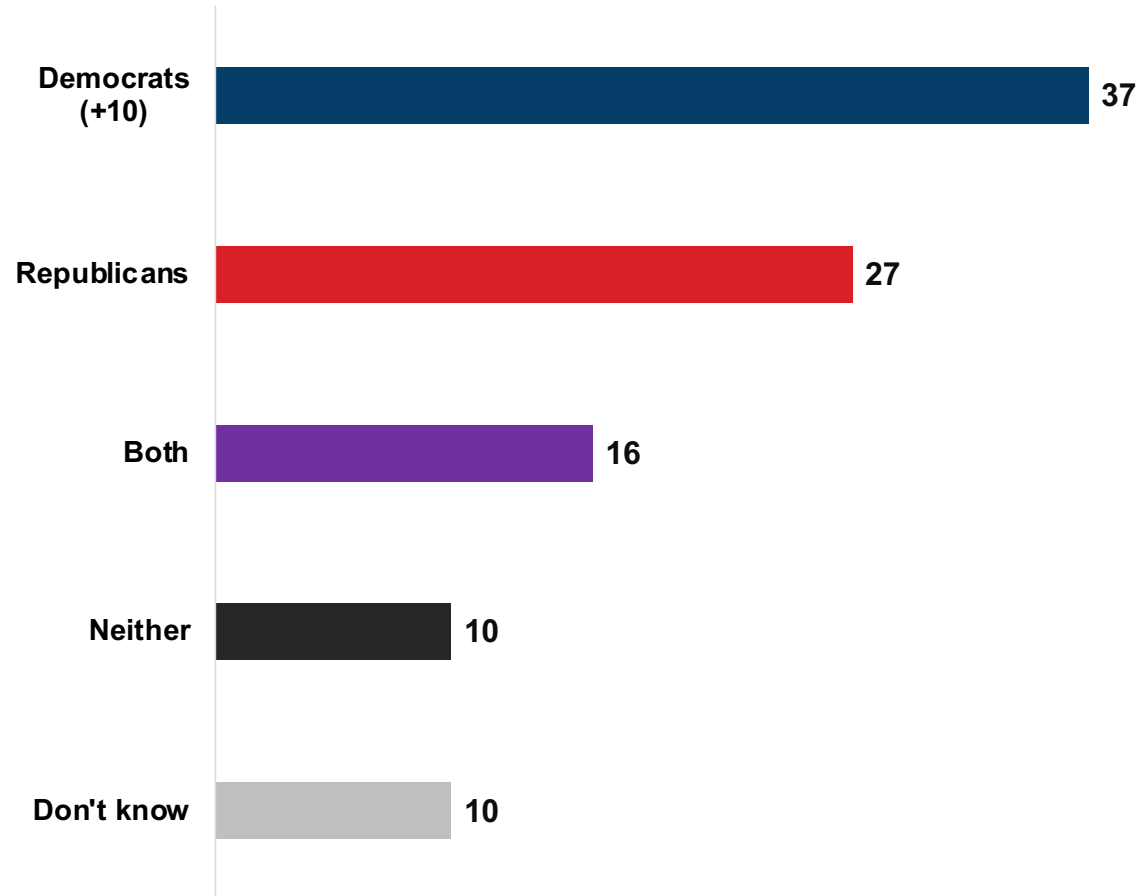
[If jobs/economy top priority] Which party would be best at addressing *jobs/the economy*?

Among Latinos who cite jobs and the economy as their top concern (19% of Latino electorate):

* 37% believe Democrats best to address the issue, giving them a +10-point lead over Republicans on this issue.

* 27% believe Republicans would be better to address jobs and the economy

* 16% say both parties would be fine on the issue, and 10% don't have faith in either party to deal with jobs and the economy.



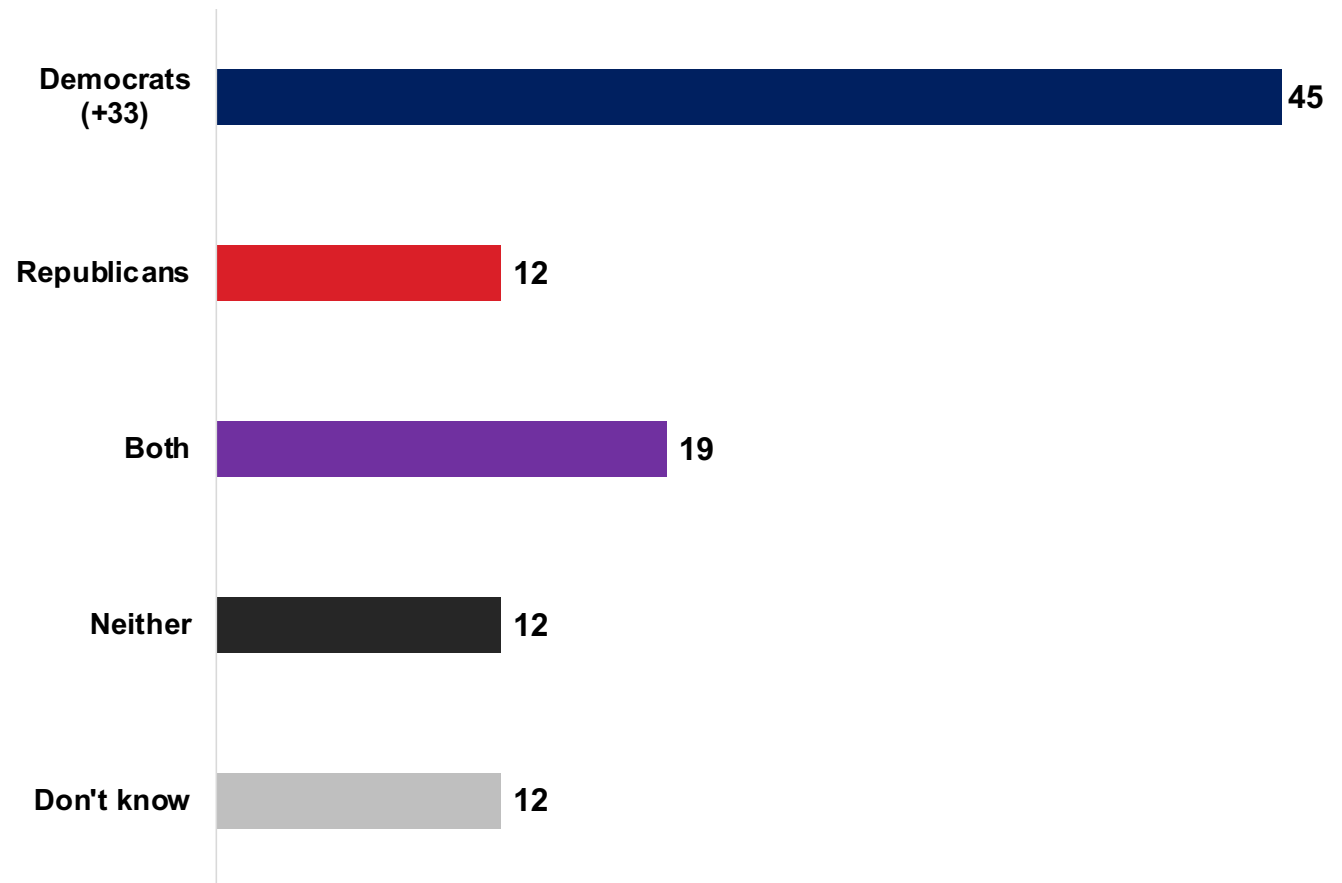
[If health care top priority] Which party would be best at addressing *health care*?

Among Latinos who cite health care as their top concern (18% of Latino electorate):

* 45% believe Democrats best to address the issue, giving Democrats a +33-point advantage over Republicans on the issue.

* 27% believe Republicans would be better to address jobs and the economy

* 19% say both parties would be fine on health care, and 12% don't have faith in either party to deal with this pressing issue.



Which party would be best at addressing [top priority issue]?

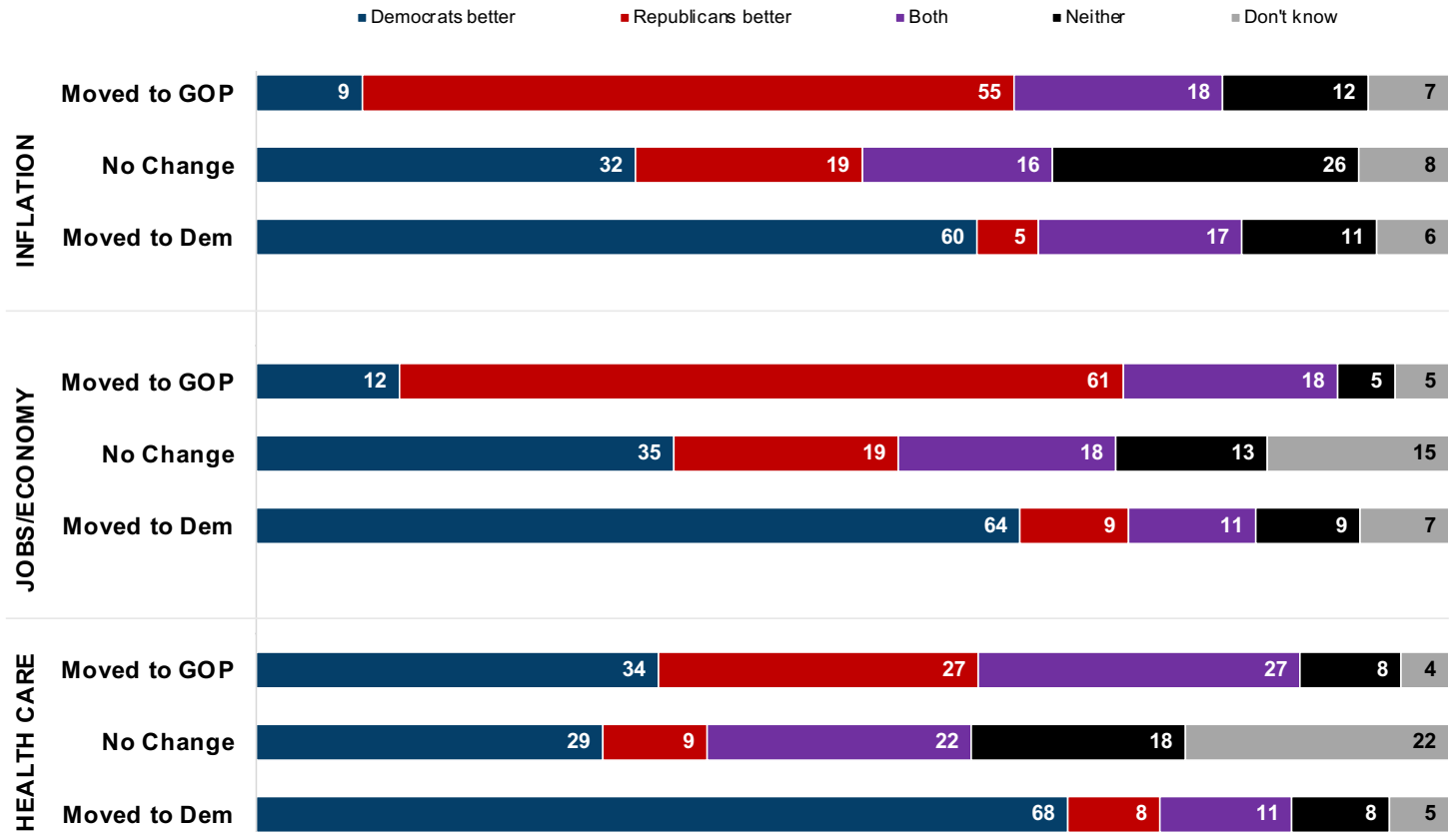
Asked about their feelings toward both parties over the past few years:

23% of Latino voters said they've become more open to supporting Republicans

32% have become more open to supporting Democrats

44% said their views have not changed much.

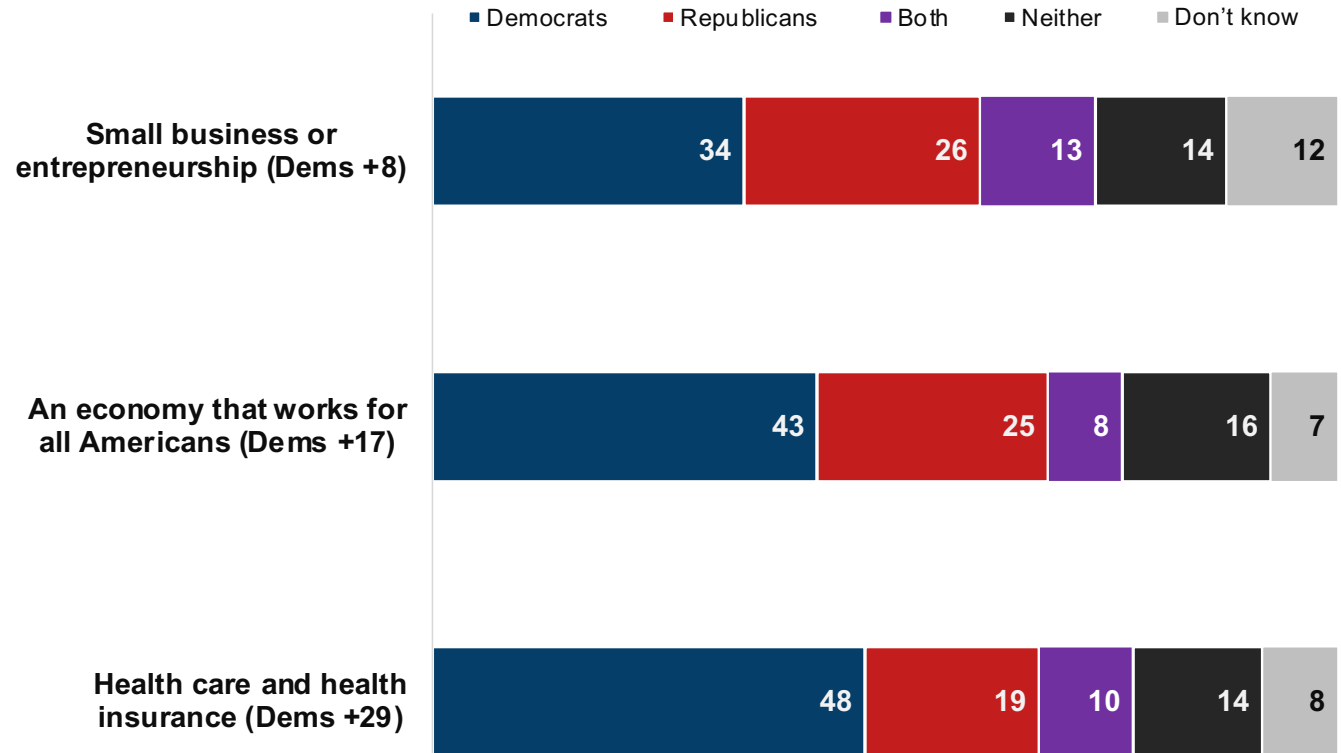
Views about which party would be better dealing with priority issues correspond with these shifts in party appeal.



Generally speaking, which party do you believe shares your values, or is closer to your personal beliefs/values when it comes to your views on:

Looking at shared economic values, more Latinos believe Democrats share their values (relative to Republicans) on three key factors: small business or entrepreneurship, an economy that works for all Americans, and health care and health insurance.

Across all three of these issues, more than 20% of Latinos either don't know, or don't believe, that Democrats or Republicans share their values.



Generally speaking, which party do you believe shares your values, or is closer to your personal beliefs/values when it comes to your views on:

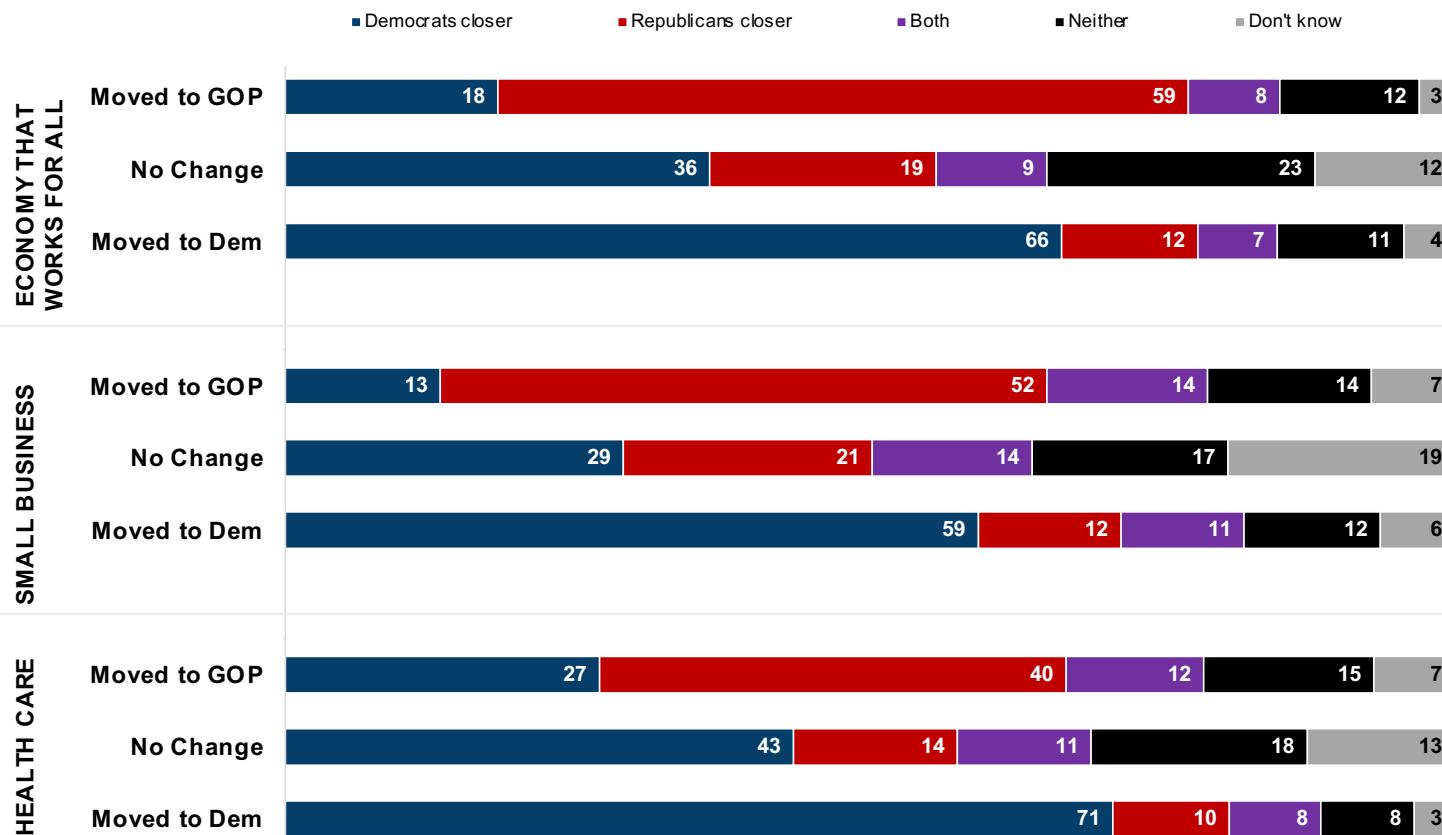
Asked about their feelings toward both parties over the past few years:

23% of Latino voters said they've become more open to supporting Republicans

32% have become more open to supporting Democrats

44% said their views have not changed much.

Views about which party is closer to their values on economic concerns correspond with these shifts in party appeal.

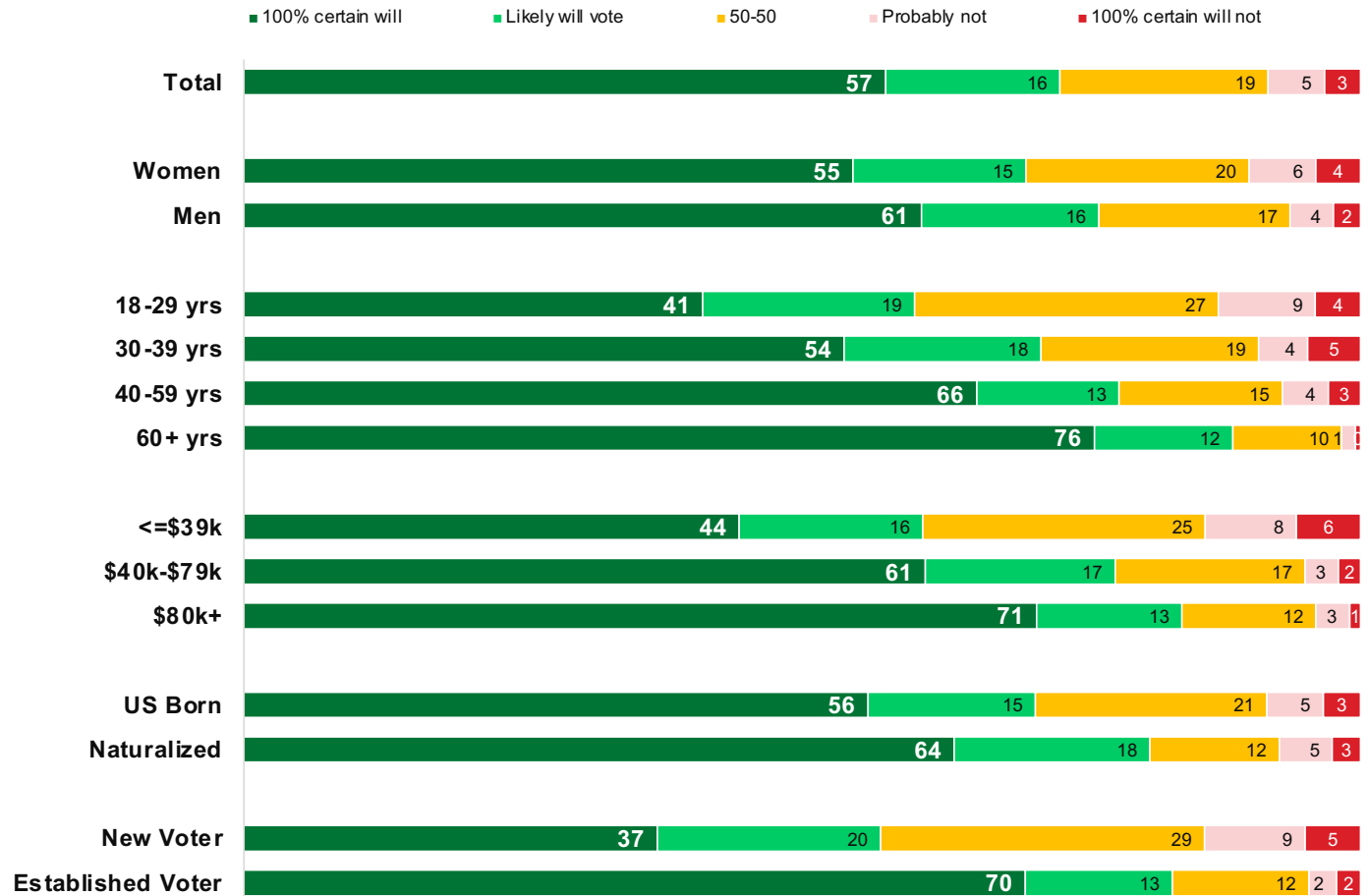


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As you may know, there will be an election next year for offices such as President, US Congress, and many state and local offices. How likely are you to vote in the November 2024 election?

While the majority of Latinos plan to vote in the 2024 Presidential election (57% certain will vote and another 16% likely), a large share have not made a firm commitment to do so.

There are significant outreach opportunities to engage with Latino voters and close the participation gap across different demographic groups within the very diverse Latino electorate.





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Methodology

- Total N=3,037 Latino eligible voters
 - N= 2,707 registered
 - N= 330 eligible, not registered
 - Margin of error +/- 1.8%
- Oversamples
 - N=300 per: Arizona, California, Georgia, Nevada, North Carolina, Pennsylvania (+/- 5.7%)
 - N=400 Florida, Texas (+/- 4.9%)
- Field Dates: Nov 2 - 13, 2023
- English or Spanish, according to preference
- Mixed mode: 75% online, 25% live telephone interviews