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Taking **Hispanic causes** to heart



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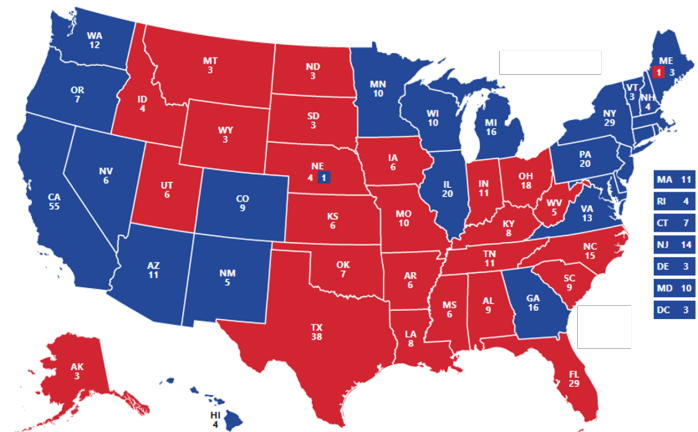
SURVEY OF LATINO VOTERS IN BATTLEGROUND STATES

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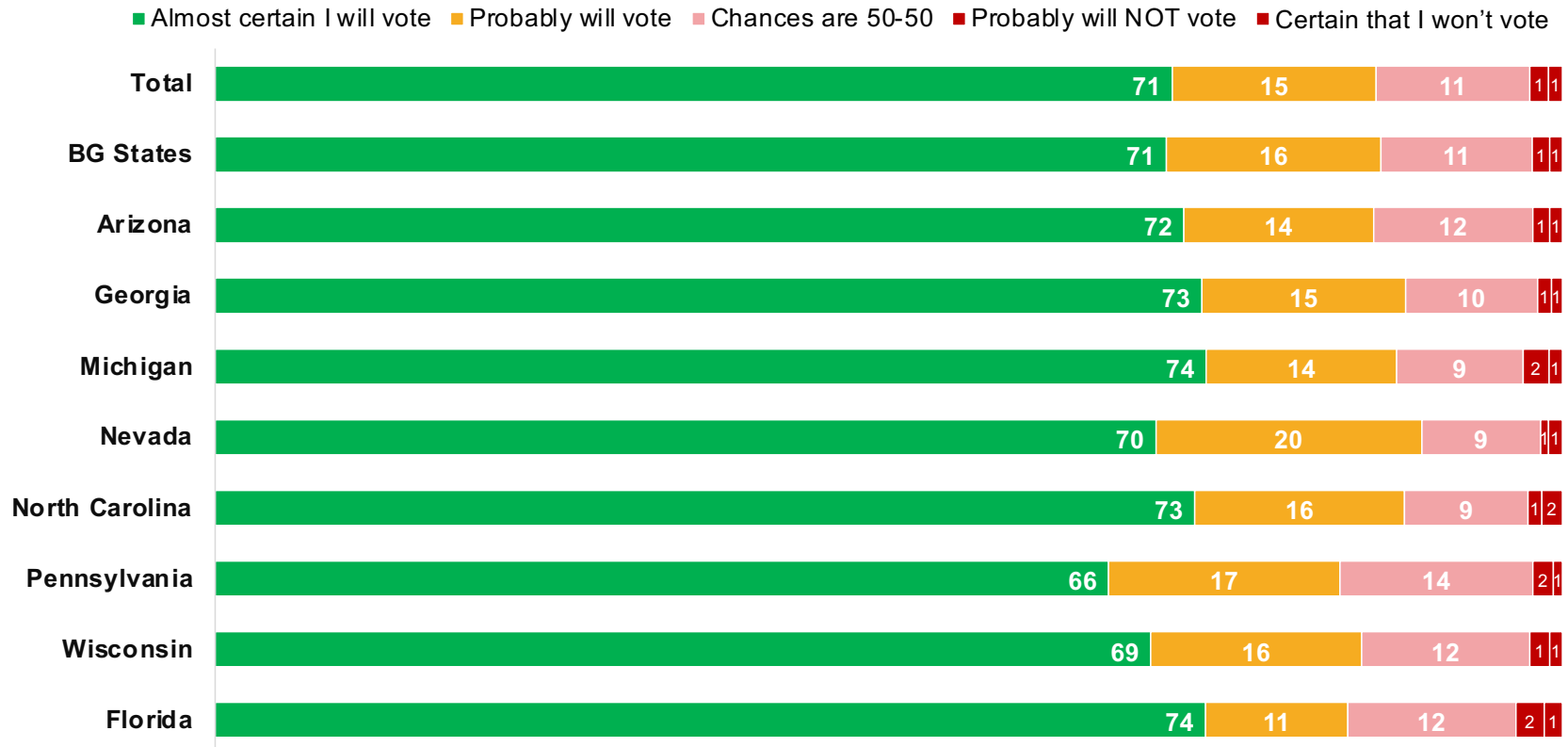
October 15, 2024

Battleground Survey of Latino Registered Voters

- Today's poll is part 2 of a larger project focusing on battlegrounds following a national poll of Latino voters
- Total N= 1900 Latino registered voters
 - N=300 in AZ, PA, FL
 - N=200 in GA, MI, NV, NC, WI
- Overall margin of error +/- 2.25%
- Field Dates: October 2–10, 2024
- English or Spanish, according to preference
- Mixed mode: live telephone, text-invites, online panels



Thinking ahead to the general election for President in November 2024, what would you say the chances are that you will vote?



Oct 2 - 10, 2024 N=1900 (+/- 2.25%)



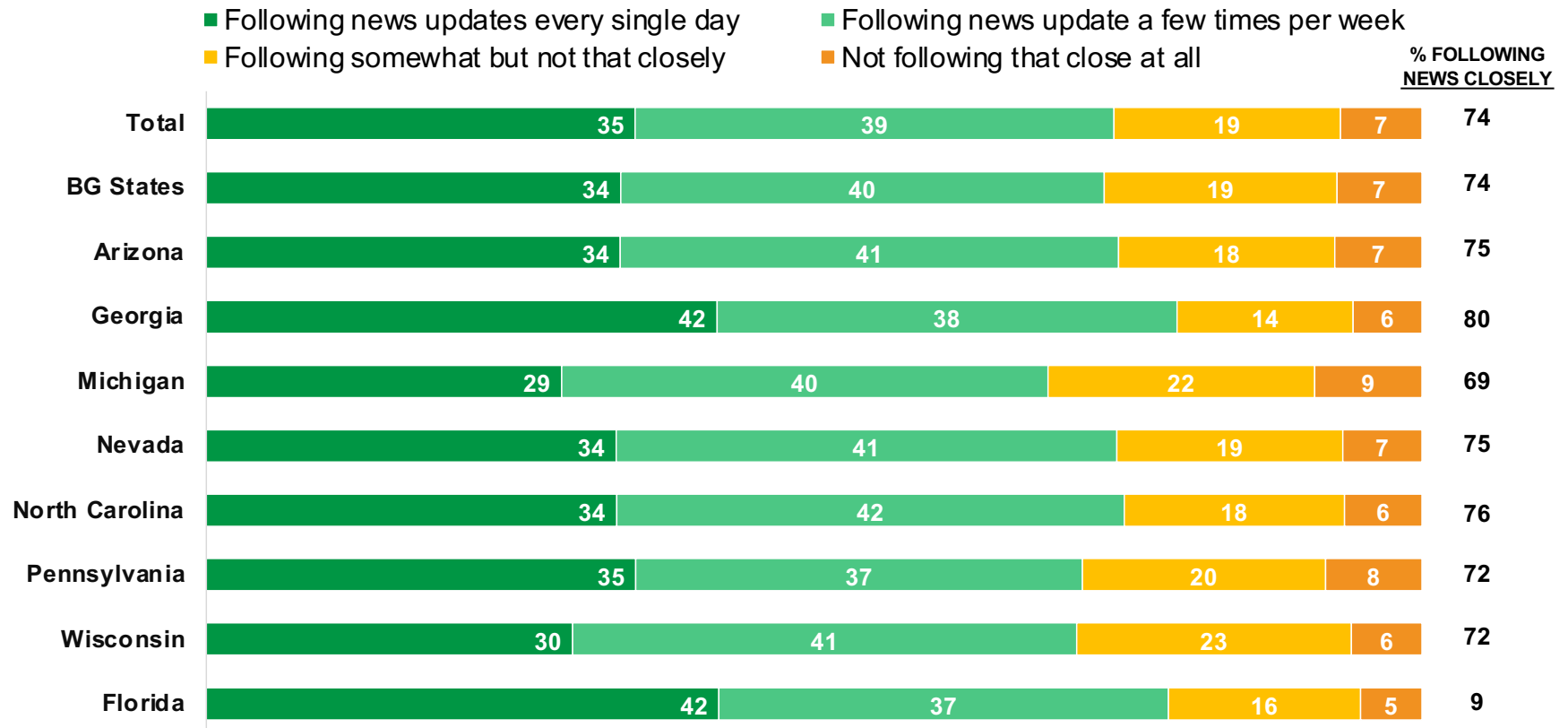
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How closely have you been following news and information related to the 2024 presidential election?

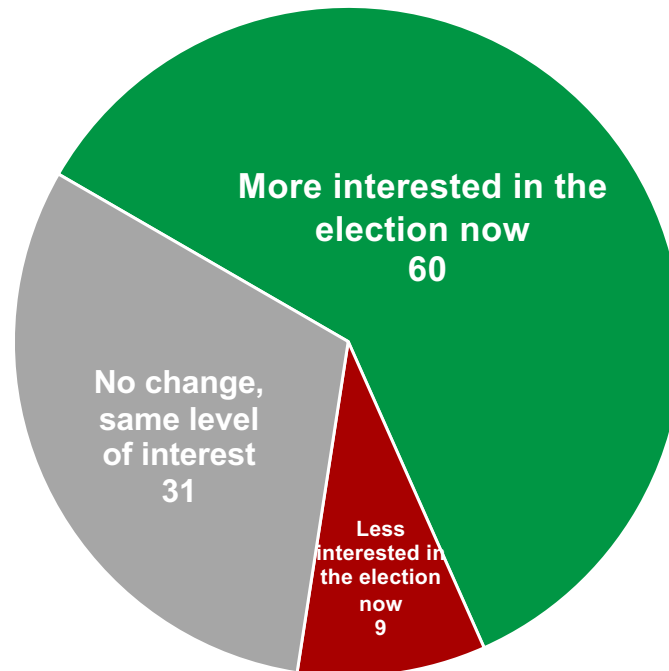


Since President Joe Biden has dropped out of the race and Vice President Kamala Harris has become the new Democratic nominee, would you say you have become more interested or less interested in the 2024 election?

Latino interest in 2024 election

Key groups reporting higher interest

	% more interest
Total	60%
Men	60%
Women	60%
All 18-29	65%
All 30-49	62%
Men 18-29	64%
Women 18-29	67%
Men 30-49	62%
Women 30-49	61%
Bilingual Household	66%
Spanish Household	63%
2ndGen	64%
3rdGen	60%



So far in 2024, has anyone from a political party, campaign or any other organization contacted you and asked you to register or vote? Either by phone, text, email, or maybe in-person? Select
 (All that apply)

Self-reported voter contact is up by +16 percentage points over the last month:

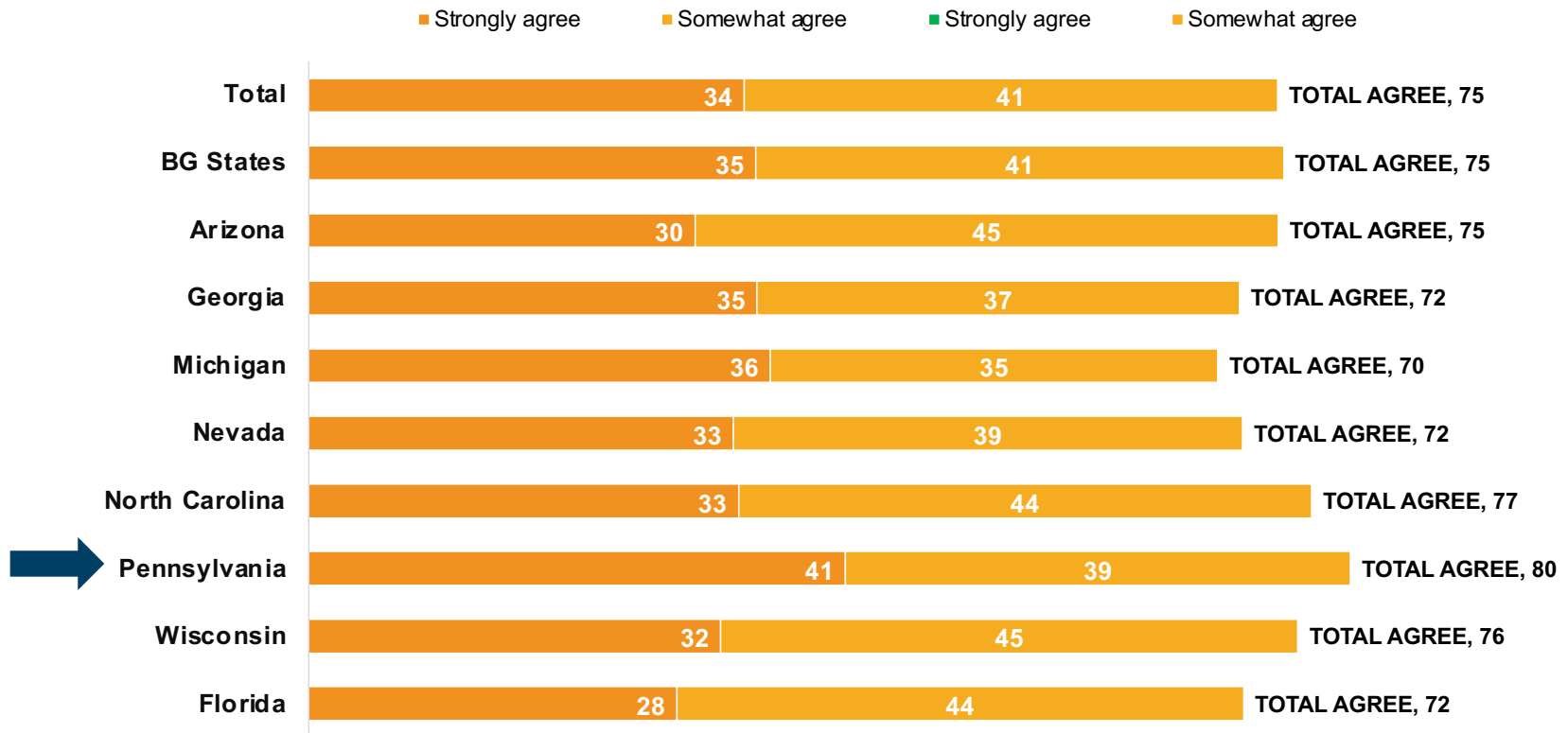
- Sept 18 Entravision tracking poll: 48% of Latino voters reported being contacted about the election

Among those who have been contacted:

- 69% contact by Democrats
- 49% contact by Republicans
- 22% contact by non-partisan organization



**How much do you agree or disagree with:
*Candidates are making an effort to reach out to me and ask for my vote***



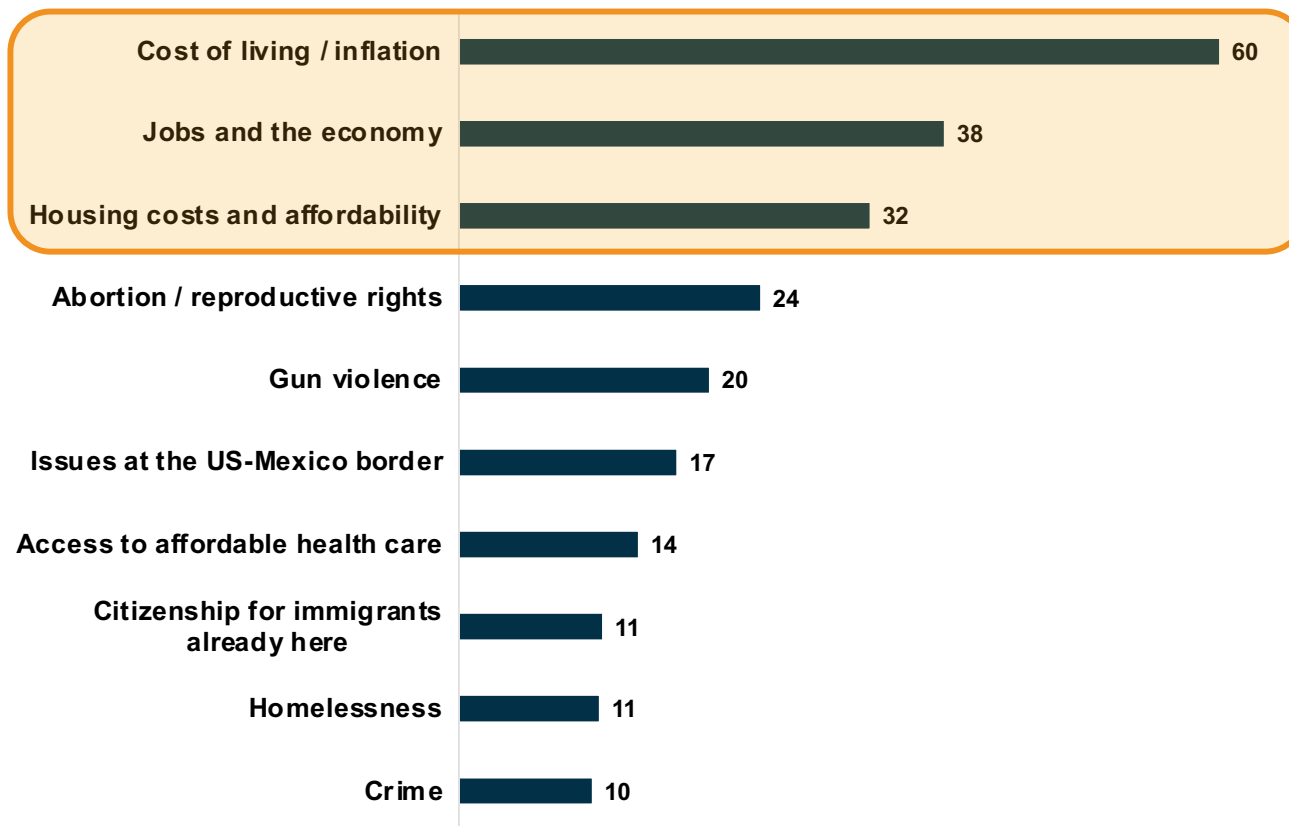
Oct 2 - 10, 2024 N=1900 (+/- 2.25%)



Thinking about things nationwide, what are the most important issues facing the United States that our elected officials should address? (Select up to three. Sorted highest to lowest)

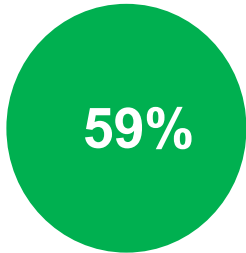
Pocketbook issues loom large for Latino voters, their top three priority issues are all economic related:

- Inflation and cost of living remain the top issue by a large margin: 60% cited as top issue.
- Jobs (38%) and housing costs and affordability (32%), rank high after inflation.
- Outside of economic concerns, abortion rights (24%), gun violence (20%), border (17%) and health care access (14%) are the top cited concerns.



When you think about the next few years and your family's income, savings, and jobs, how would you describe yourself?

Latinos remain optimistic about the economy



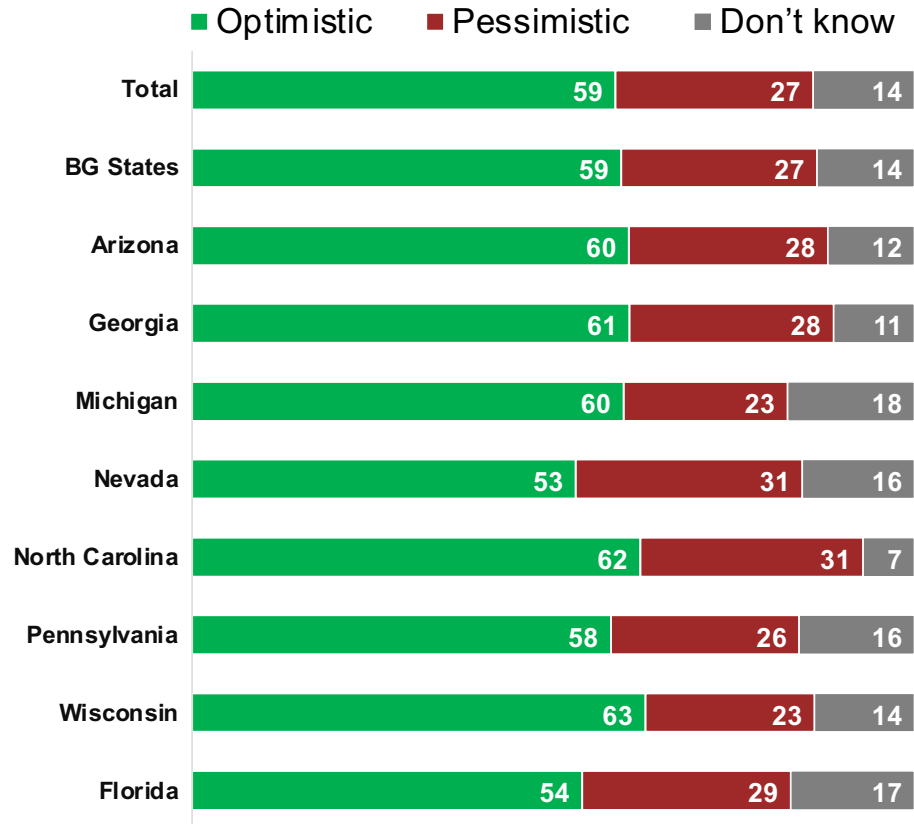
Optimistic that things are getting better



Pessimistic that things will get worse

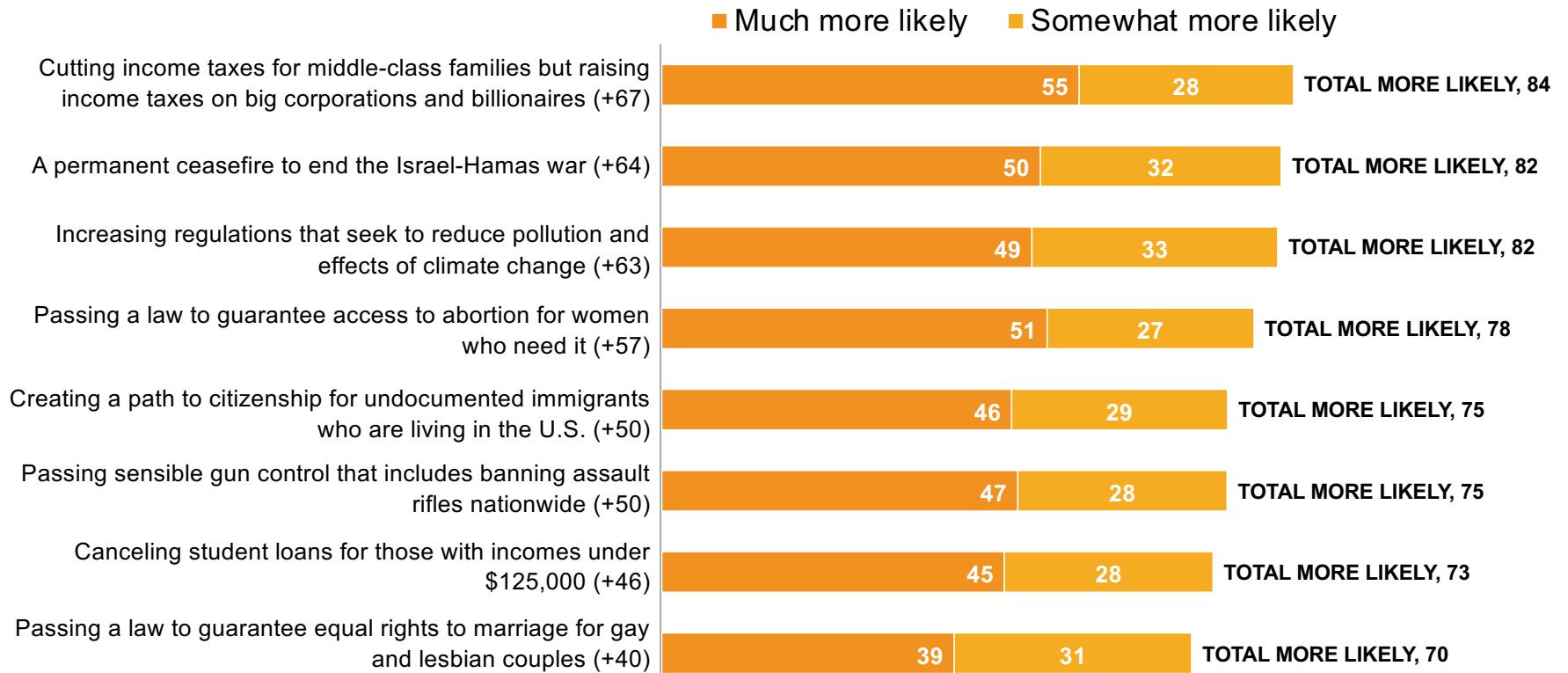


Don't know



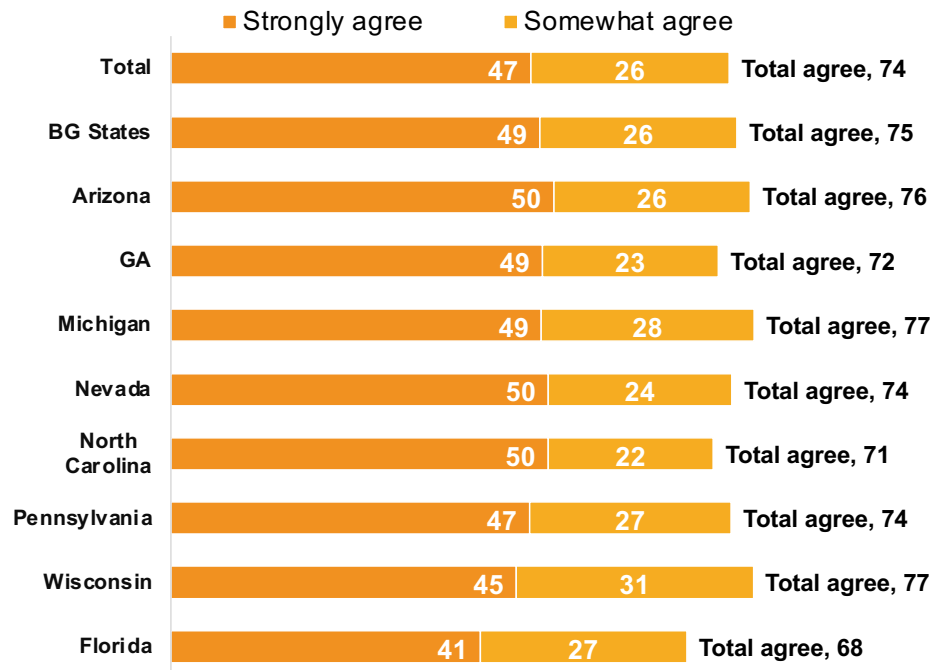
Here are some policies that candidates running for office in 2024 might support. Would you be more likely or less likely to vote for a candidate if they support:

(Sorted highest to lowest)

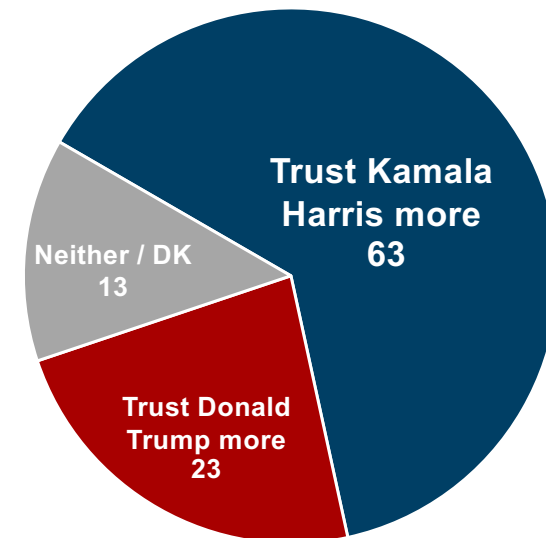


On abortion and reproductive rights Latinos oppose taking away reproductive freedoms from others, and trust Kamala Harris by a +40 percent margin to address this issue

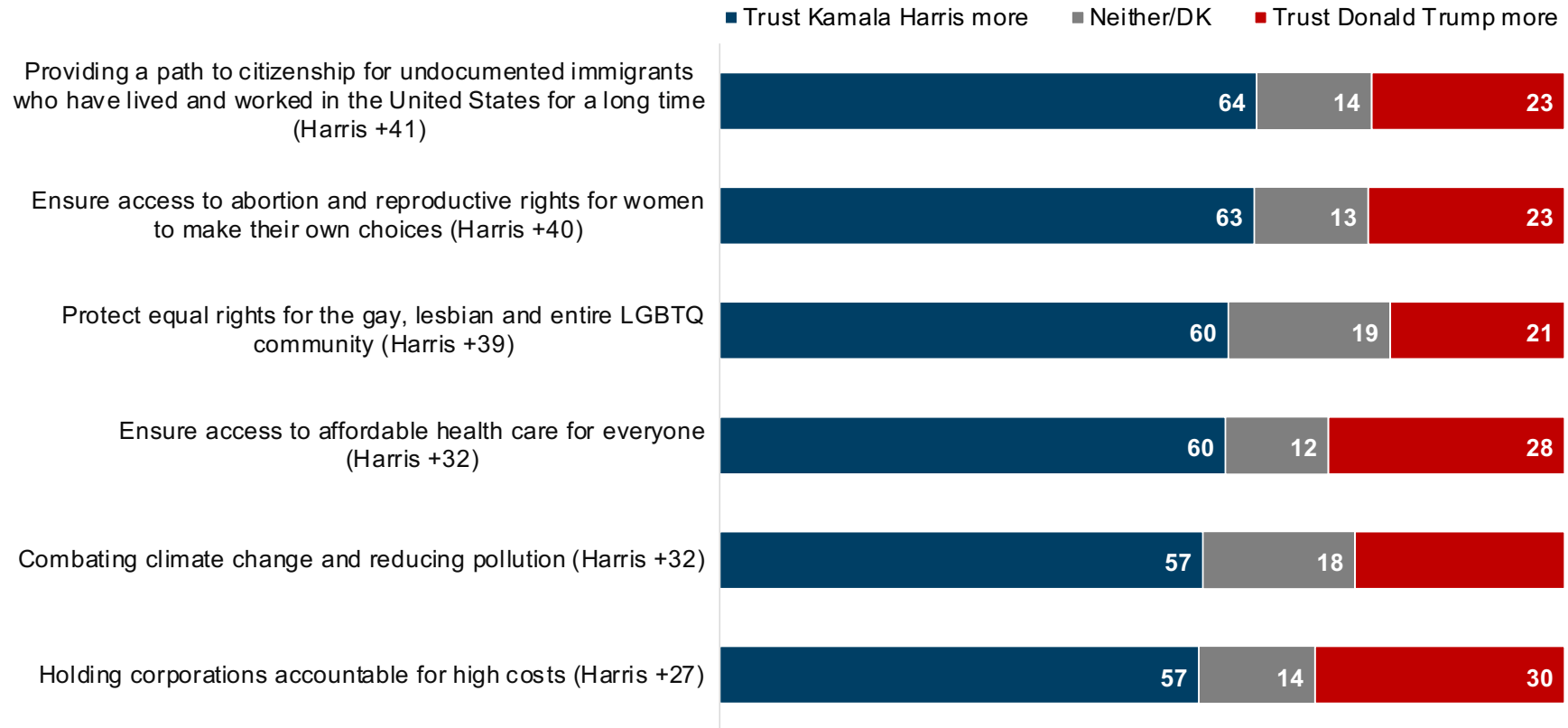
Do you agree or disagree with the following statement: (%agree illustrated)
No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else.



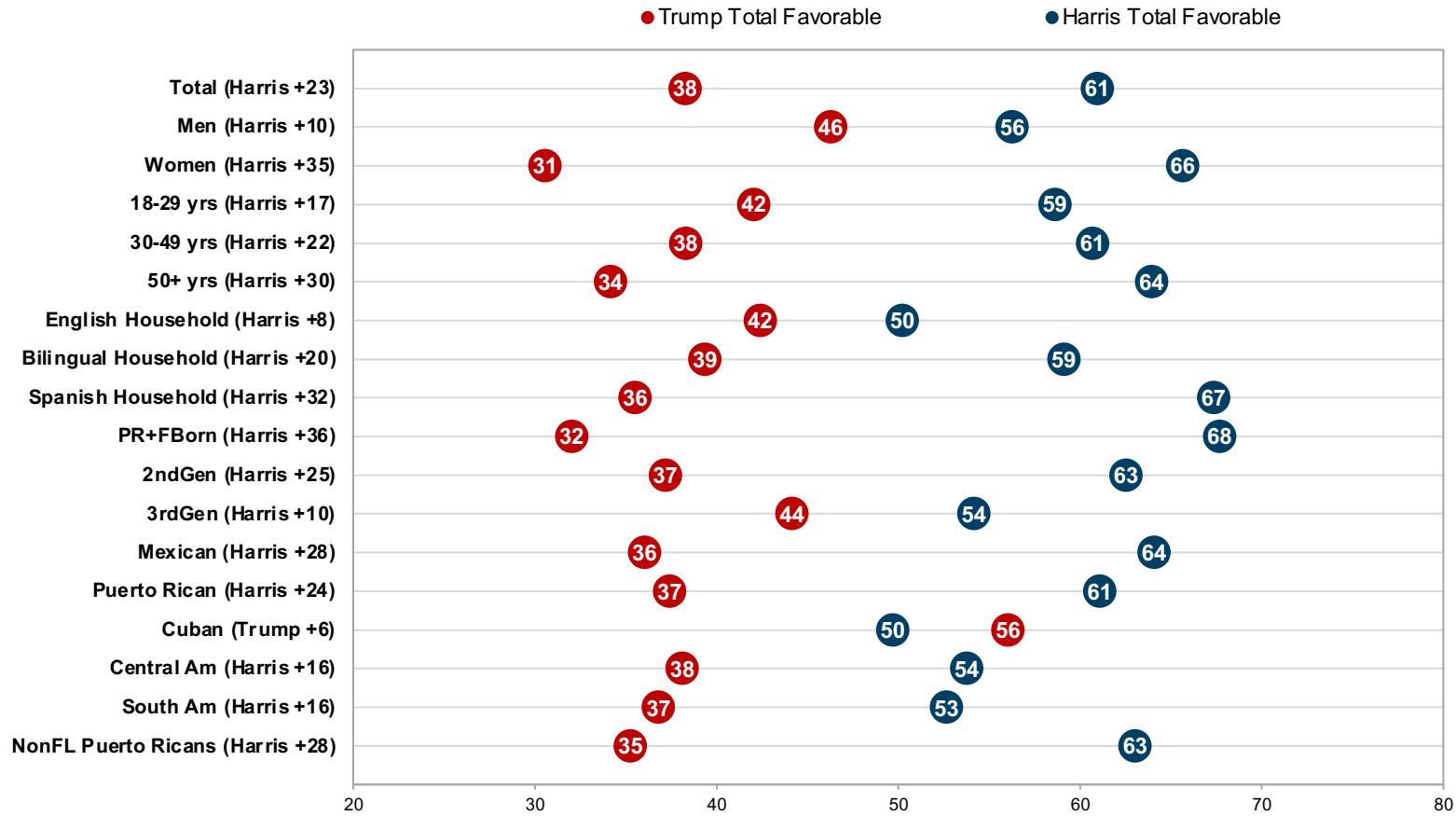
Who do you trust more, Kamala Harris or Donald Trump:
Ensure access to abortion and reproductive rights for women to make their own choices



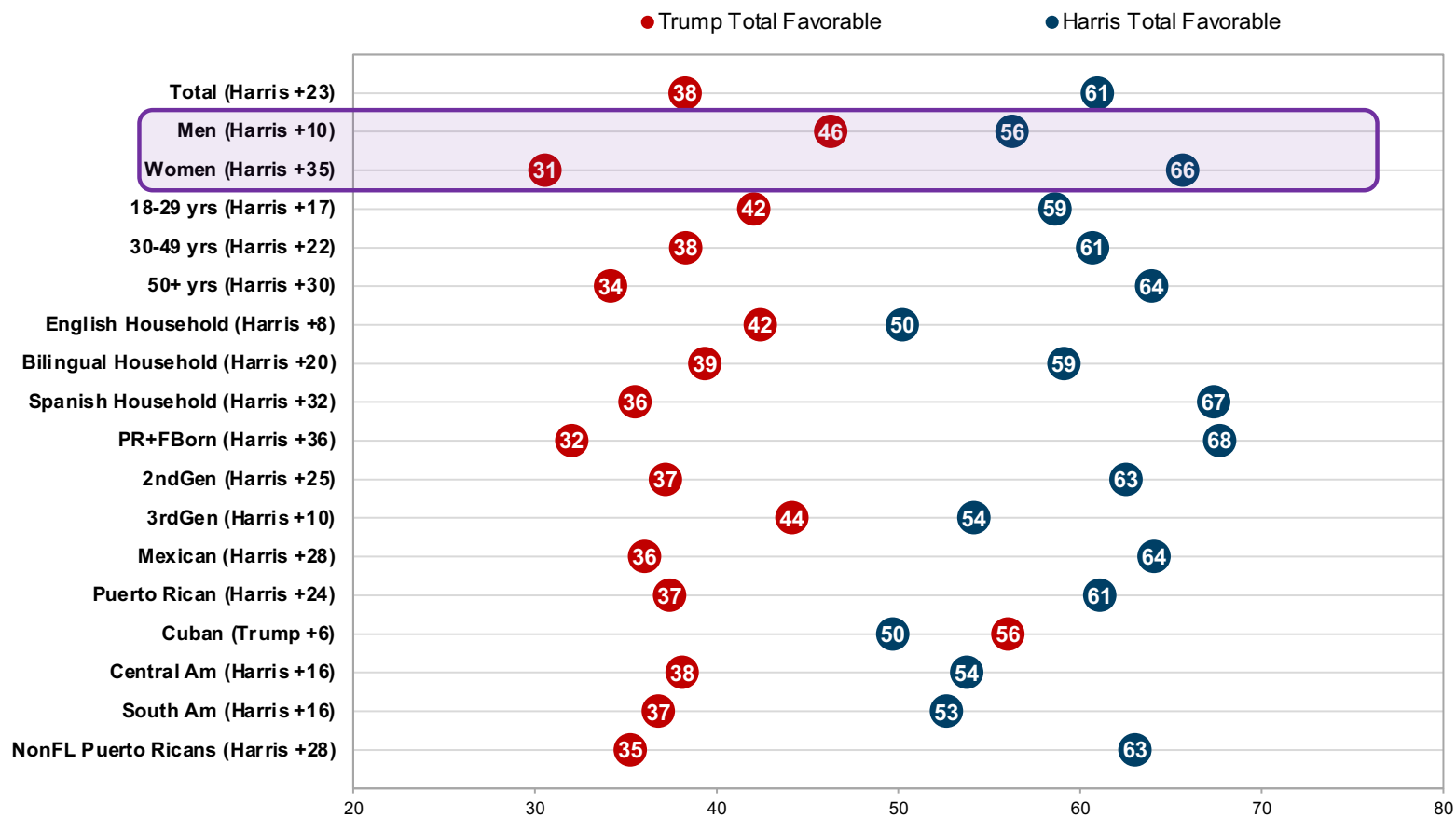
Thinking about different policy issues, please indicate who you trust more on each policy issue, Kamala Harris or Donald Trump.



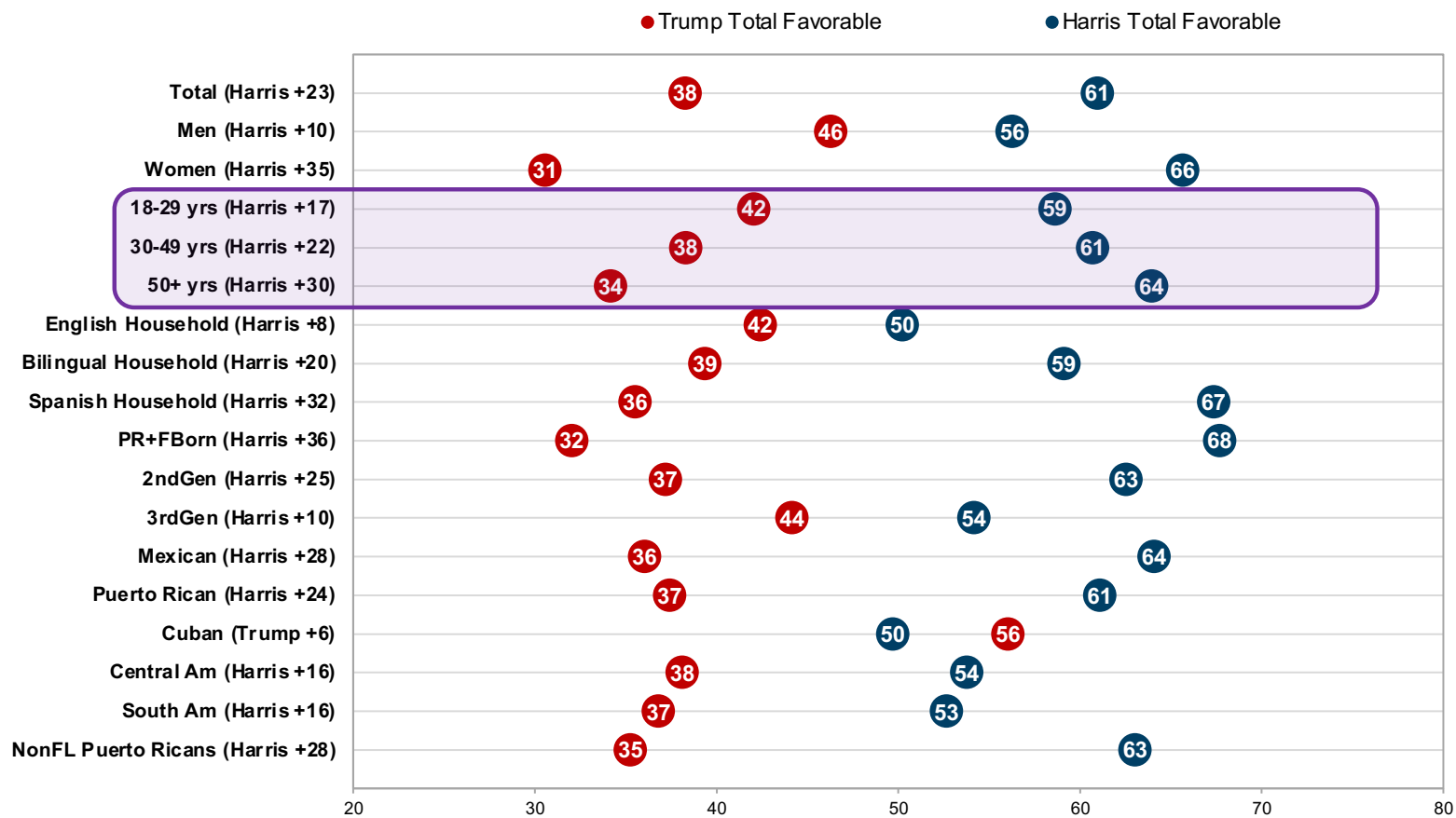
Presidential Candidate Favorability



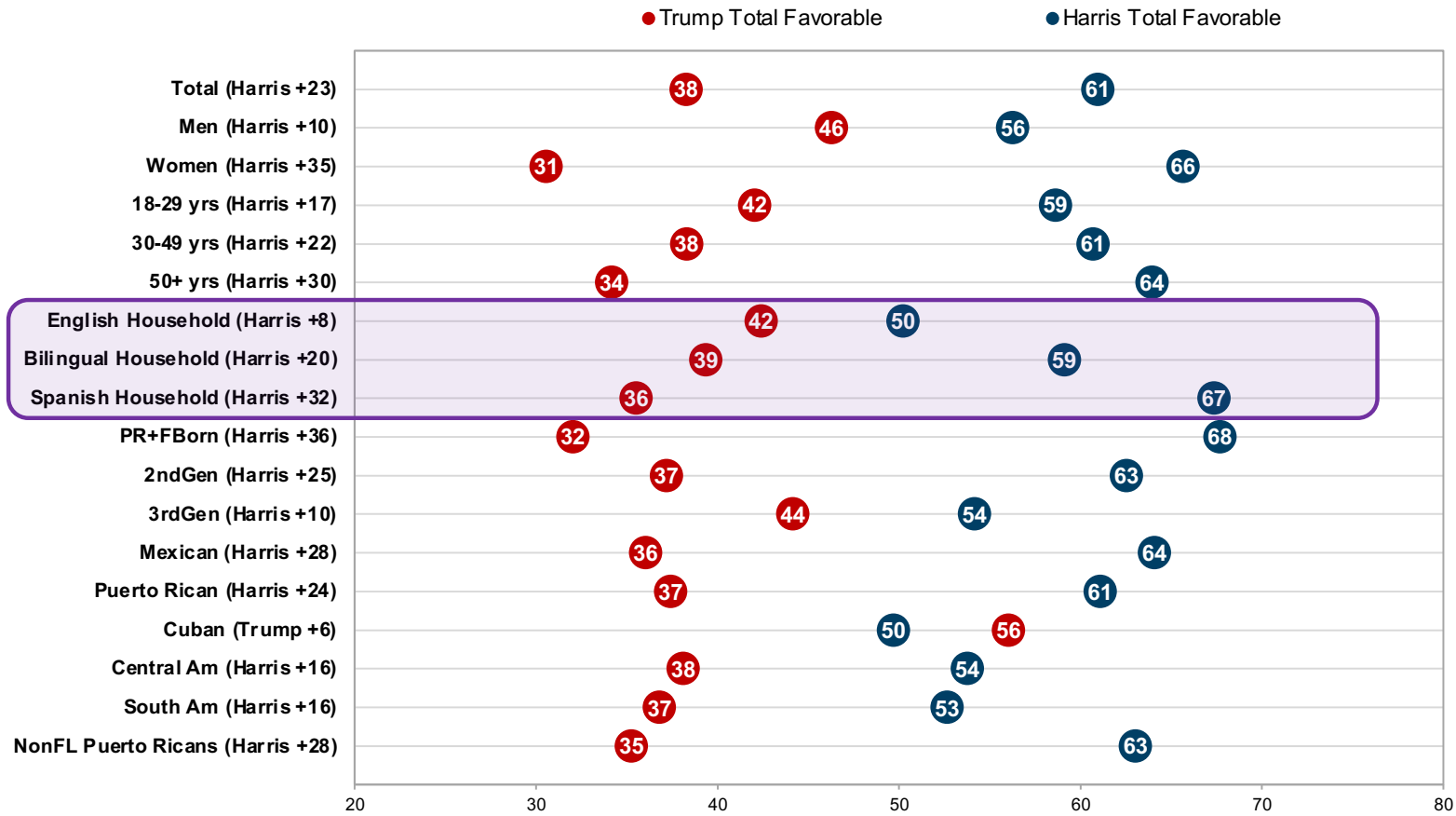
Presidential Candidate Favorability



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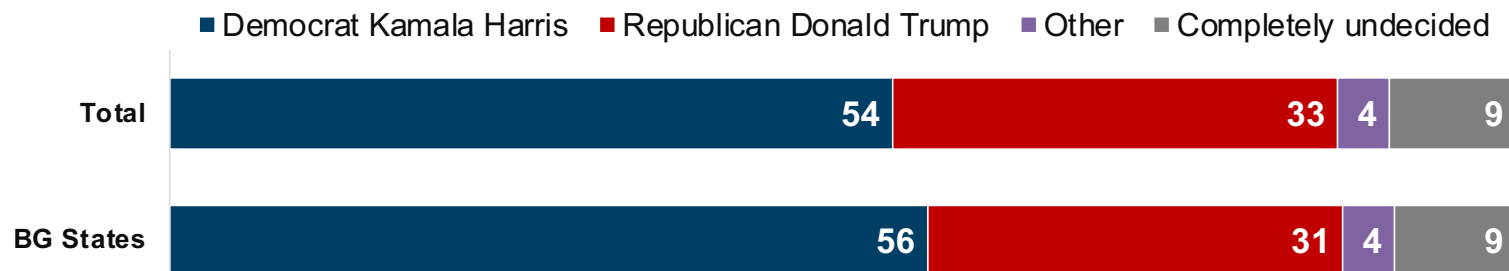


Presidential Candidate Favorability



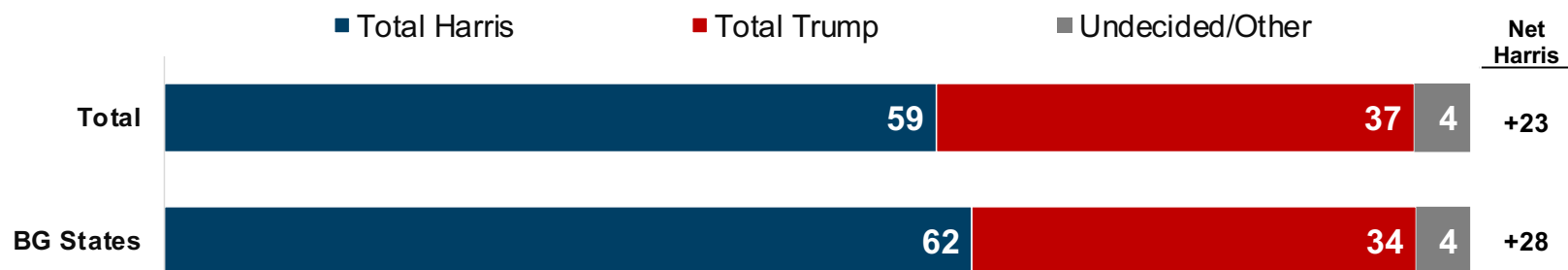
Latino Presidential Vote Choice as of October 15, 2024

Multicandidate



**Total includes Florida; BG States excludes Florida*

Combined 2-way vote



**Total includes Florida; BG States excludes Florida*



Latino Presidential Vote Choice as of October 15, 2024

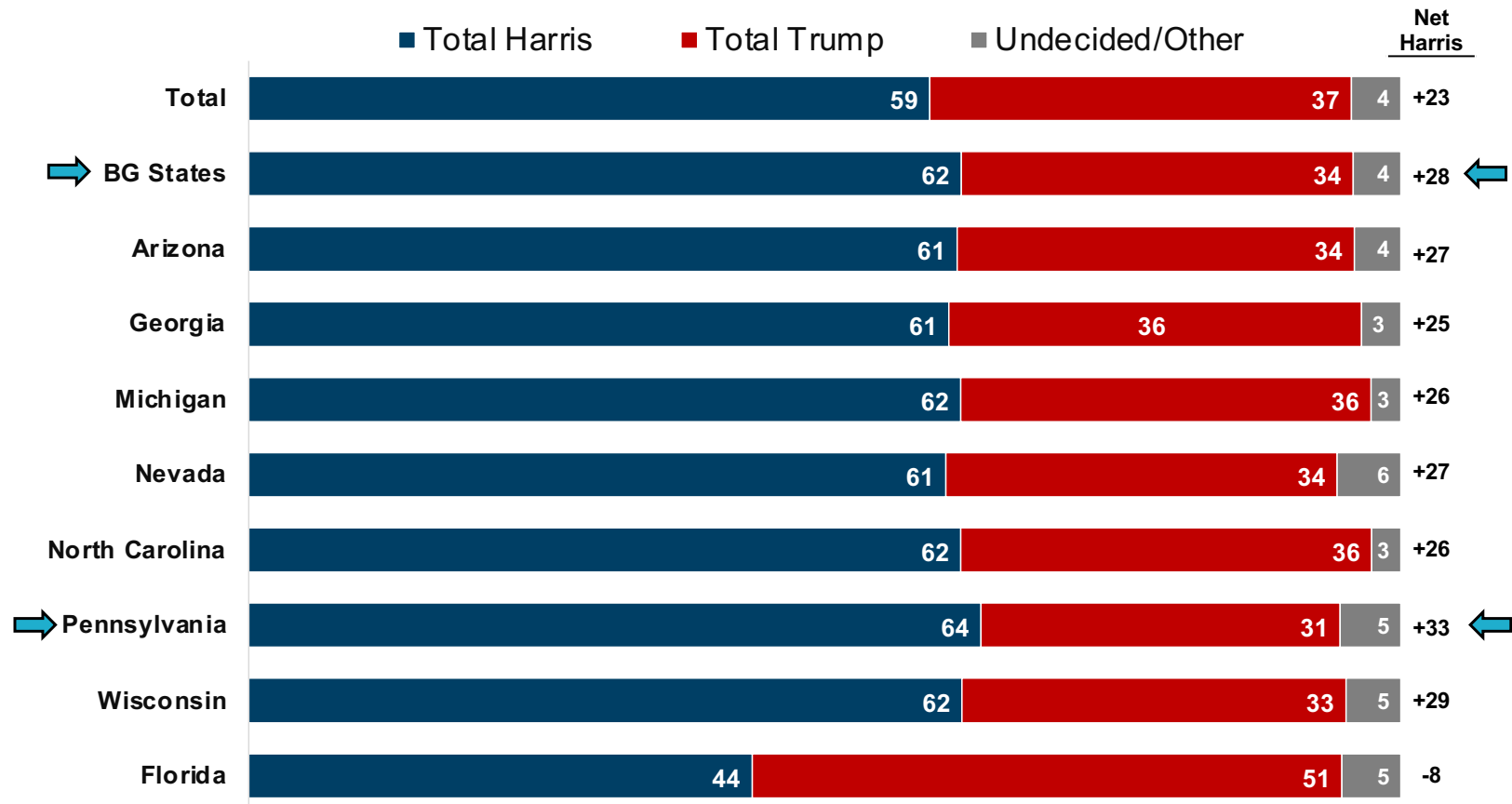
Q11: Thinking about the 2024 Presidential election, do you plan to vote for Democrat Kamala Harris, Republican Donald Trump, Green Party Jill Stein, Independent Cornell West, or someone else?

	Total	EnglishHH	BilingualHH	SpanishHH
Democrat Kamala Harris	54	46	53	57
Republican Donald Trump	33	38	36	29
Green Party Jill Stein	1	1	1	1
Independent Cornell West	1	1	1	1
Will vote for someone else	2	3	1	1
Completely undecided	9	10	7	11

Presidential Combined 2-party vote

	Total	EnglishHH	BilingualHH	SpanishHH
Total Harris	59	51	57	64
Total Trump	37	42	40	32
Undecided/Other	4	7	3	4

Latino Presidential Vote Choice by State – October 15, 2024



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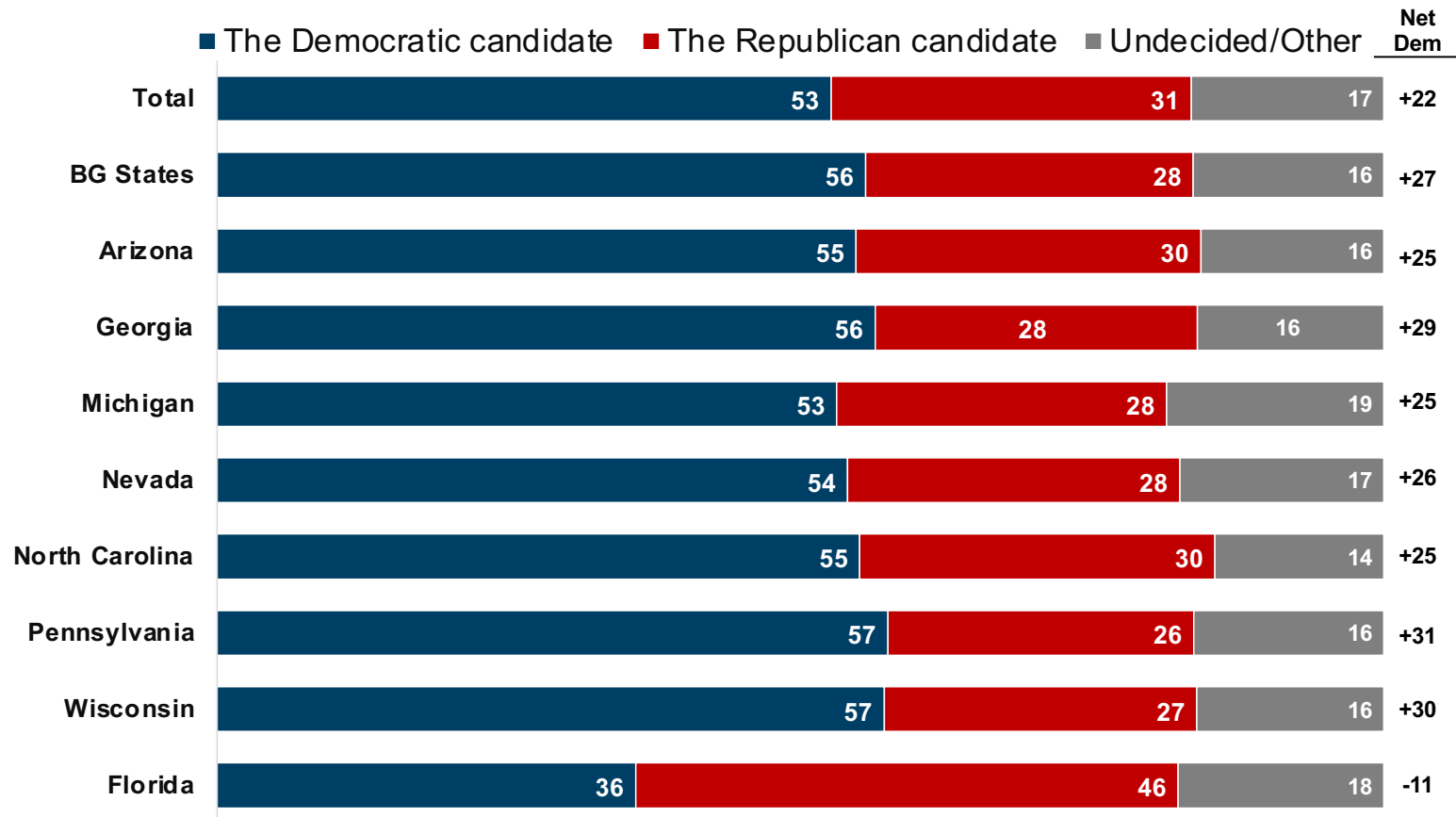
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Latino Congressional Vote Choice



Oct 2 - 10, 2024 N=1900 (+/- 2.25%)



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SURVEY OF LATINO VOTERS IN BATTLEGROUND STATES

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