

# UNIDOS US

STRONGER COMMUNITIES. STRONGER AMERICA.

## SURVEY OF LATINO VOTERS IN GEORGIA

# About the Survey

---

- 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

# Key Findings

---

## **1. Top issue priorities among Latinos in Georgia are consistent with Latino voters across the country: inflation, jobs/economy, health care, crime/gun violence, and immigration.**

- Food and basic necessities, housing/rent, gas and health insurance costs are the big issues driving concern about inflation
- Jobs/economy concerns are largely focused on the need for better pay, with some worry about benefits and possible layoffs
- Health care costs, particularly health insurance premiums, co-pays, and deductibles are the big factors that weigh on Latino voters when it comes to this issue. Consistent with that concern, 76% of Latino voters (continue to) support Medicaid expansion in Georgia (one of 10 states not adopting the program).
- When it comes to crime, ease of access to guns and mass shootings were cited most often as the crime issues that concern them most.

## **2. Immigration remains a priority issue in Georgia, ranking 5th in the top-issues list.**

- Providing a path to citizenship for Dreamers and other immigrants with long-standing ties in the country are the two big policies Latino voters want to see advanced on this issue.
- There little support for mass deportation or wall-building along the U.S.-Mexico border.

# Key Findings

---

**3. Voters are most interested in candidates who have realistic policy ideas, will fight for their priorities, and bring people together.**

**4. Latino voters in Georgia see Democrats as more aligned with their values and views, on a host of issues including health care, treating people with dignity/respect, immigration, and democracy and elections. Yet the majority of Latino voters in the state don't feel that either party truly cares about Latino voters.**

**5. Looking forward to the 2024 President Biden holds a substantial polling lead among Georgia's Latino electorate at this very early stage.**

- President Biden out-performs his approval rating (48% approve) in potential 2024 match-ups, where he holds a 21-point lead over former President Trump, and a 35-point lead over Florida Governor DeSantis.

**6. In 2024, 23% of Latinos in Georgia will be voting in their first presidential election**

- 17% for the first time in ANY federal election
- Another 20% voted for the first time in 2020
- 41% of Georgia's Latino electorate is new since Hillary Clinton and Donald Trump faced off in 2016.

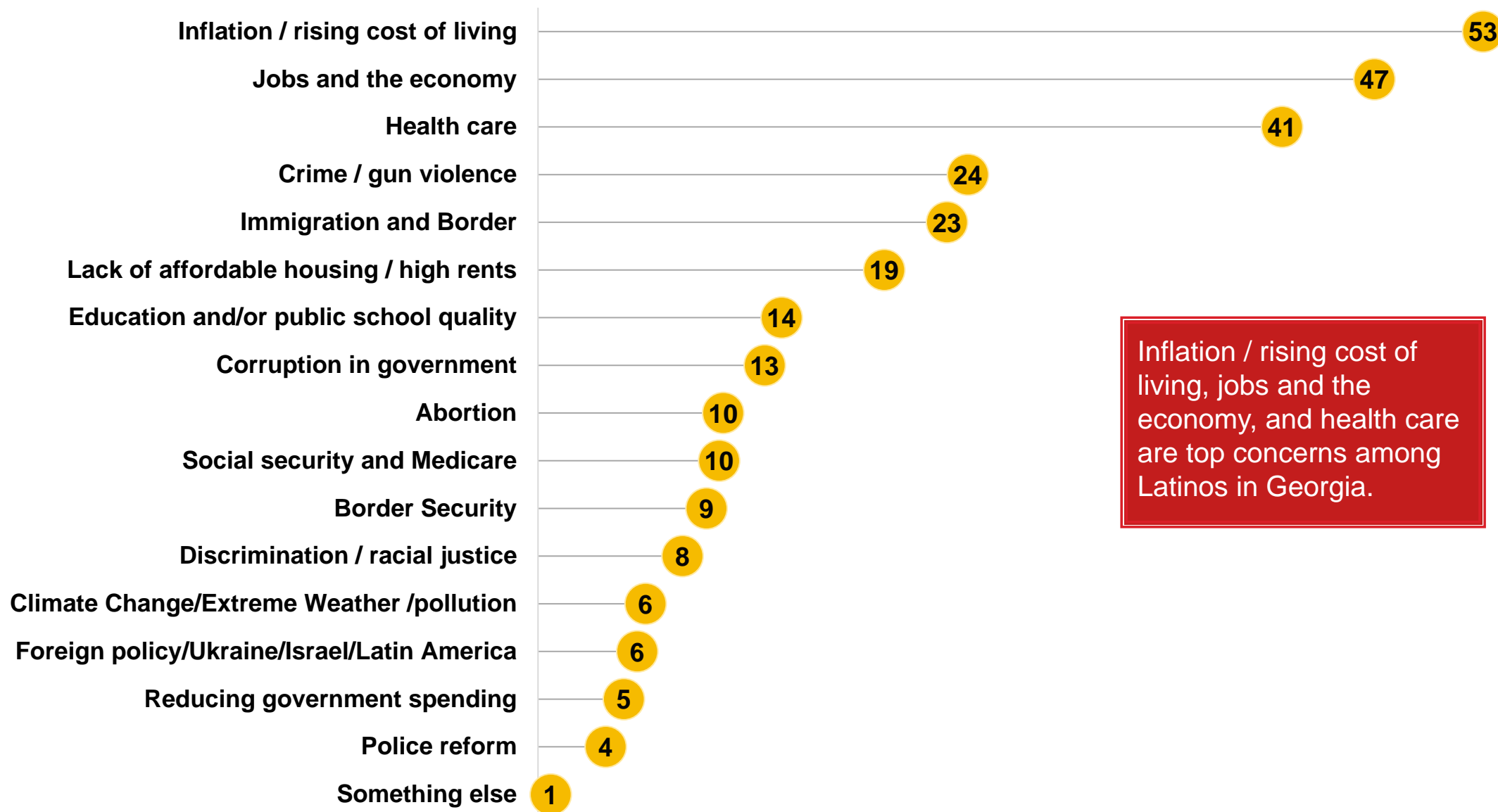
**UNIDOS US**

STRONGER COMMUNITIES. STRONGER AMERICA.

# ISSUE PRIORITIES AND POLICY VIEWS

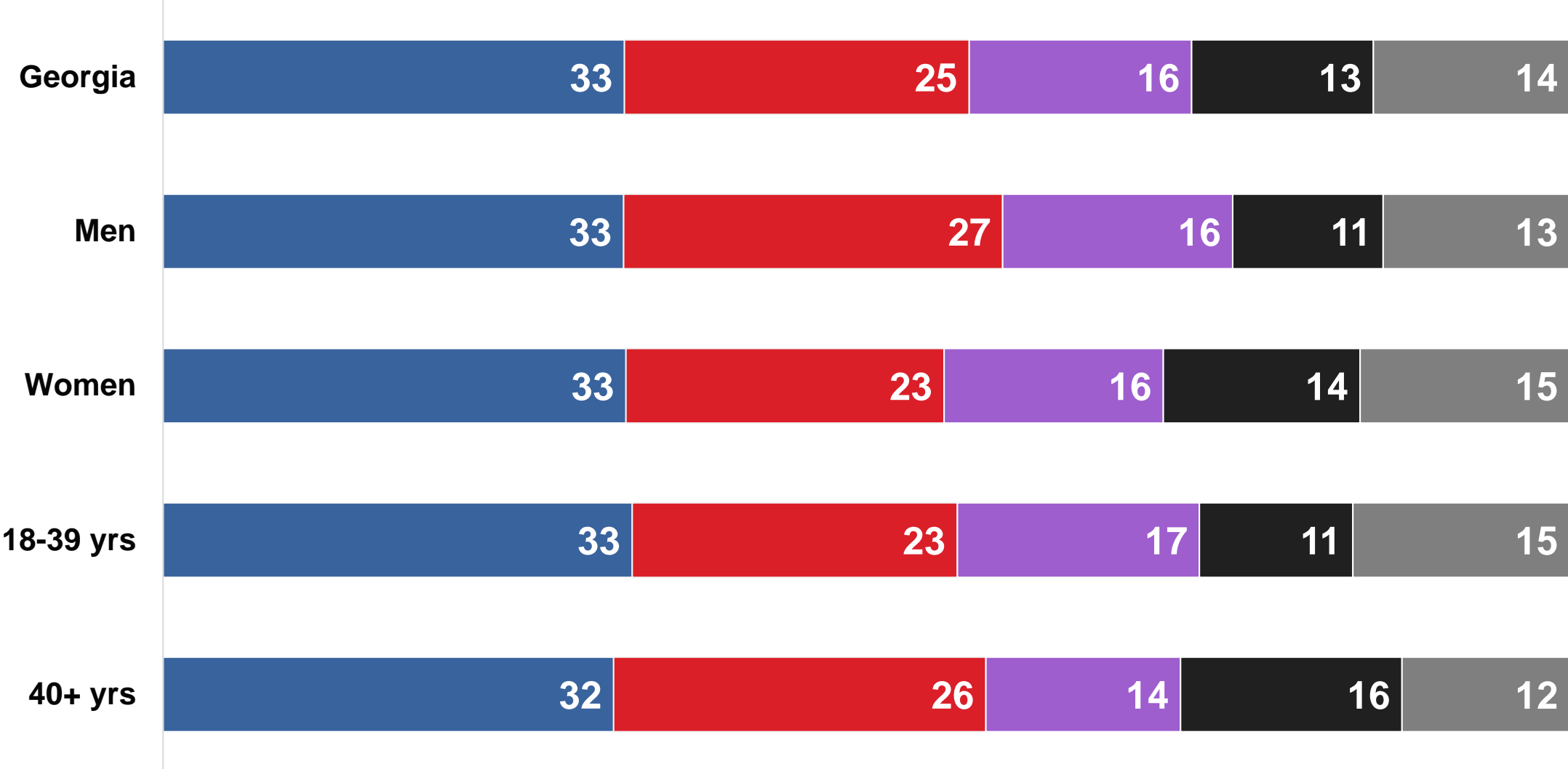
# What are the most important issues that elected officials should address?

(Rank up to three. Sorted highest to lowest)

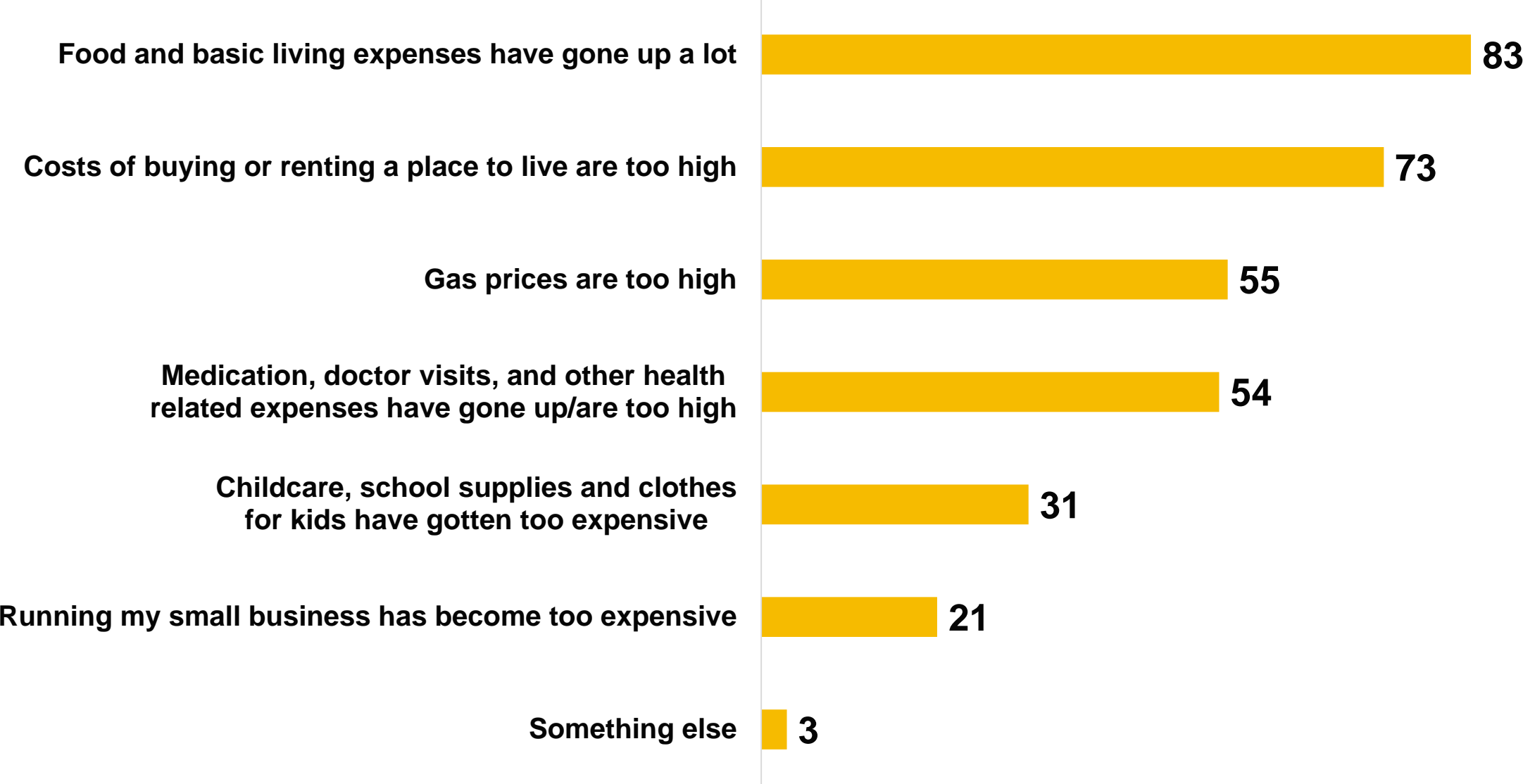


# Which party would be best at addressing [issue respondent cited as top concern/priority]?

■ Democrats better on issue   ■ Republicans better on issue   ■ Both would be good on issue   ■ Neither would be good on issue   ■ Don't know

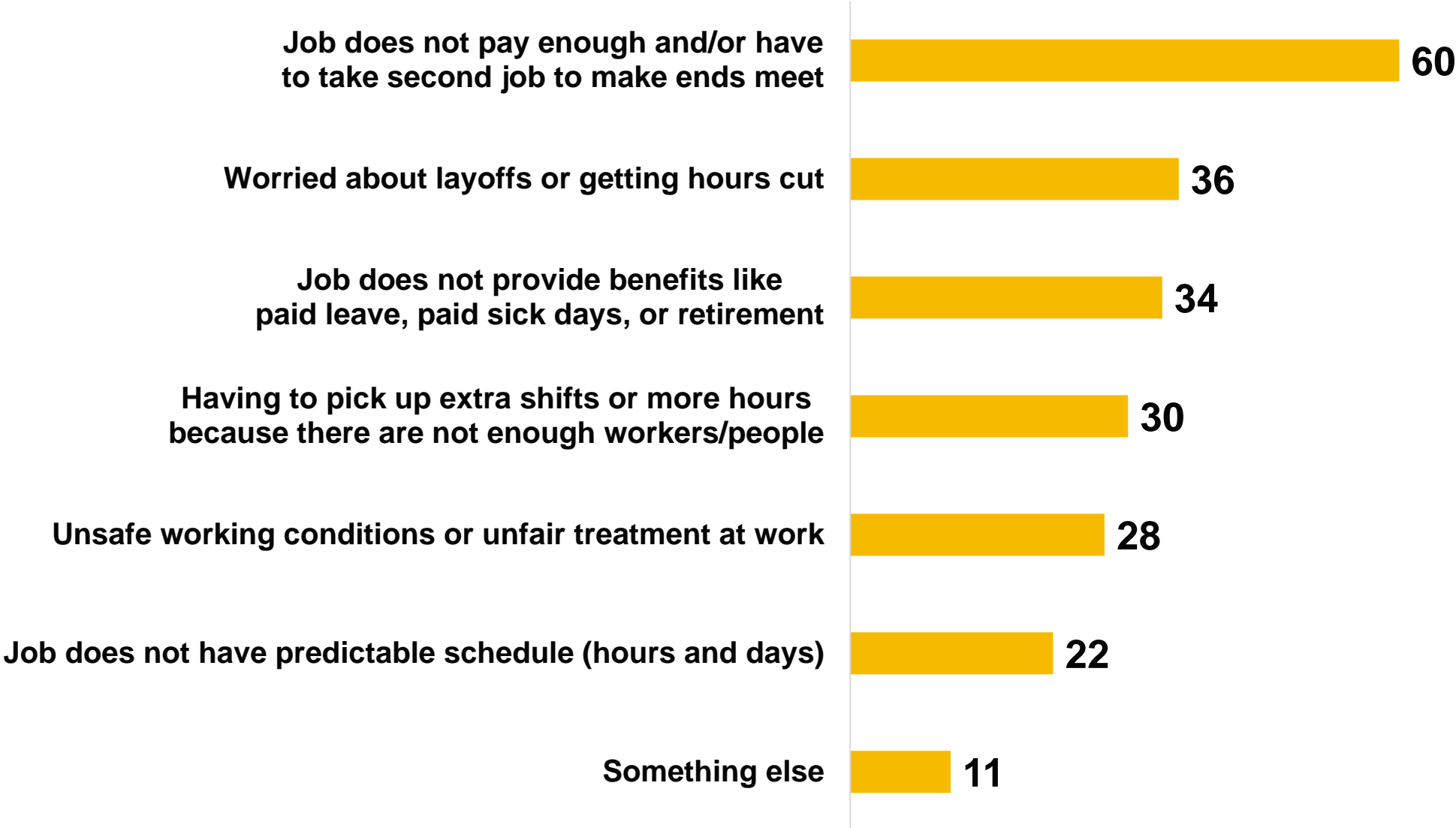


# What did you have in mind when you said *inflation and the rising cost of living* are important issues elected officials should address? (all that apply)

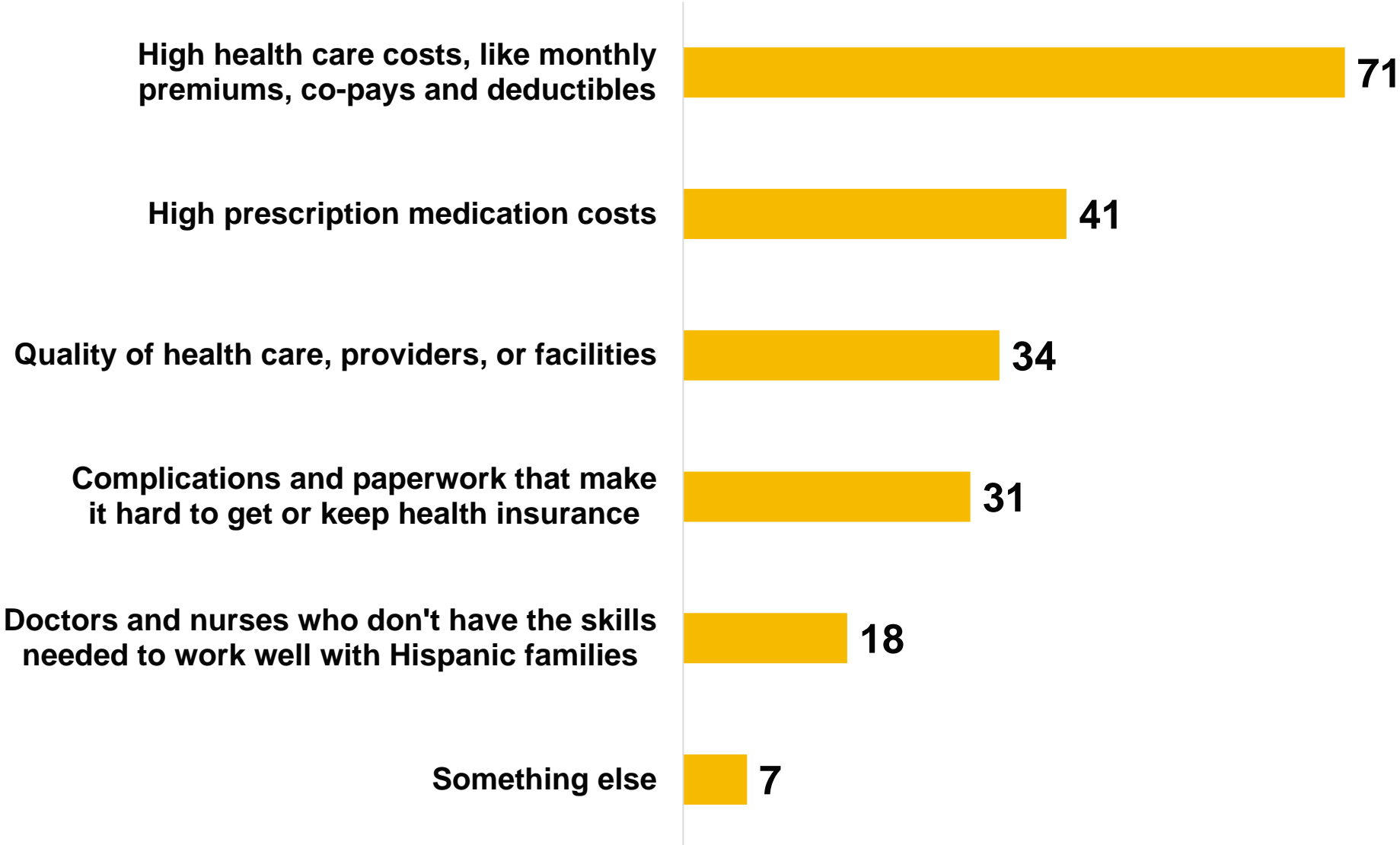




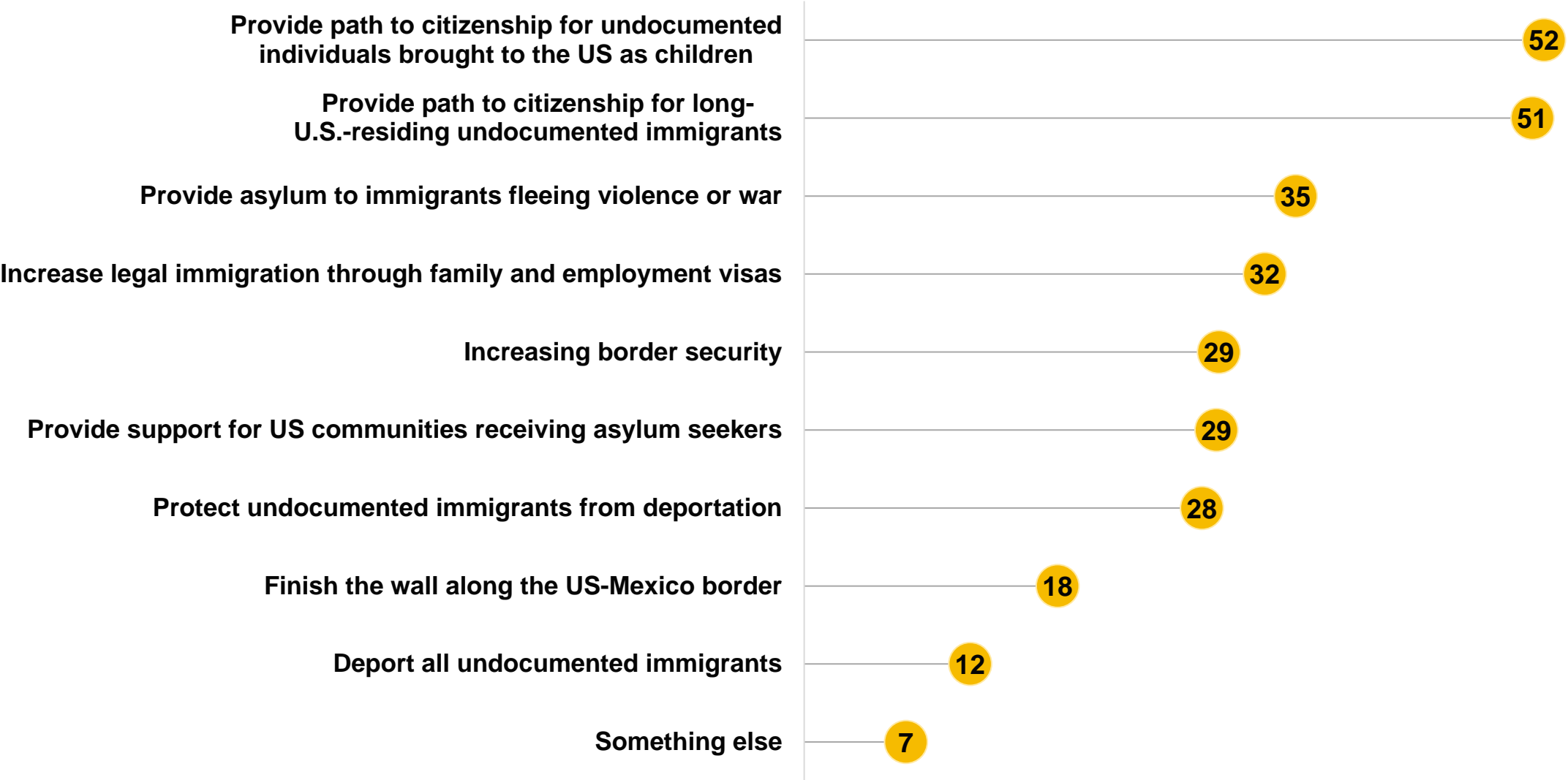
# What did you have in mind when you said *jobs and the economy* are important issues elected officials should address? (all that apply)



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



# Thinking about the US immigration system, which of the following do you think are the most important issues that elected officials should address? (All that apply. Sorted highest to lowest.)

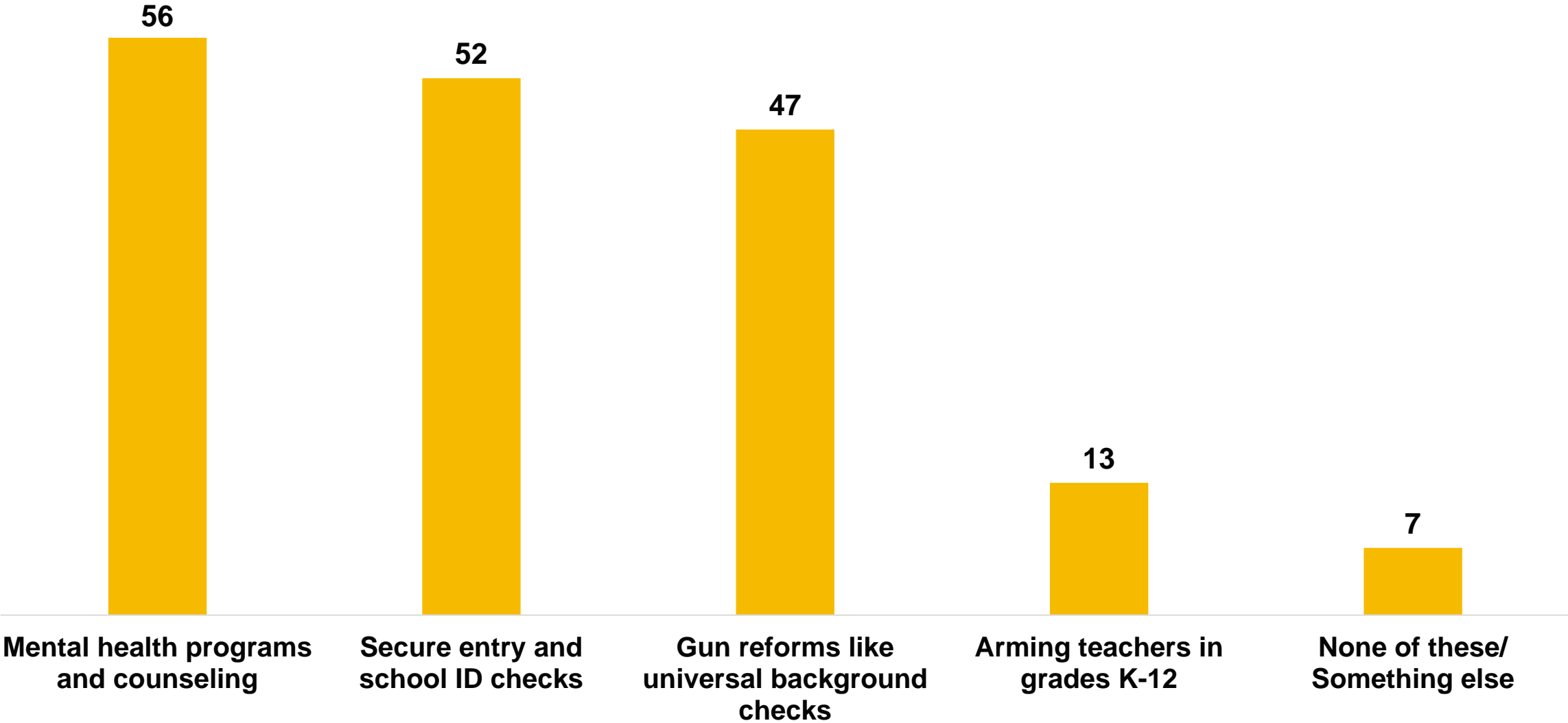


# Should Georgia accept funds that the federal government is offering to provide health insurance to low-income adults, in Georgia who make less than \$20,000 per year, and work at jobs that do not provide health insurance?

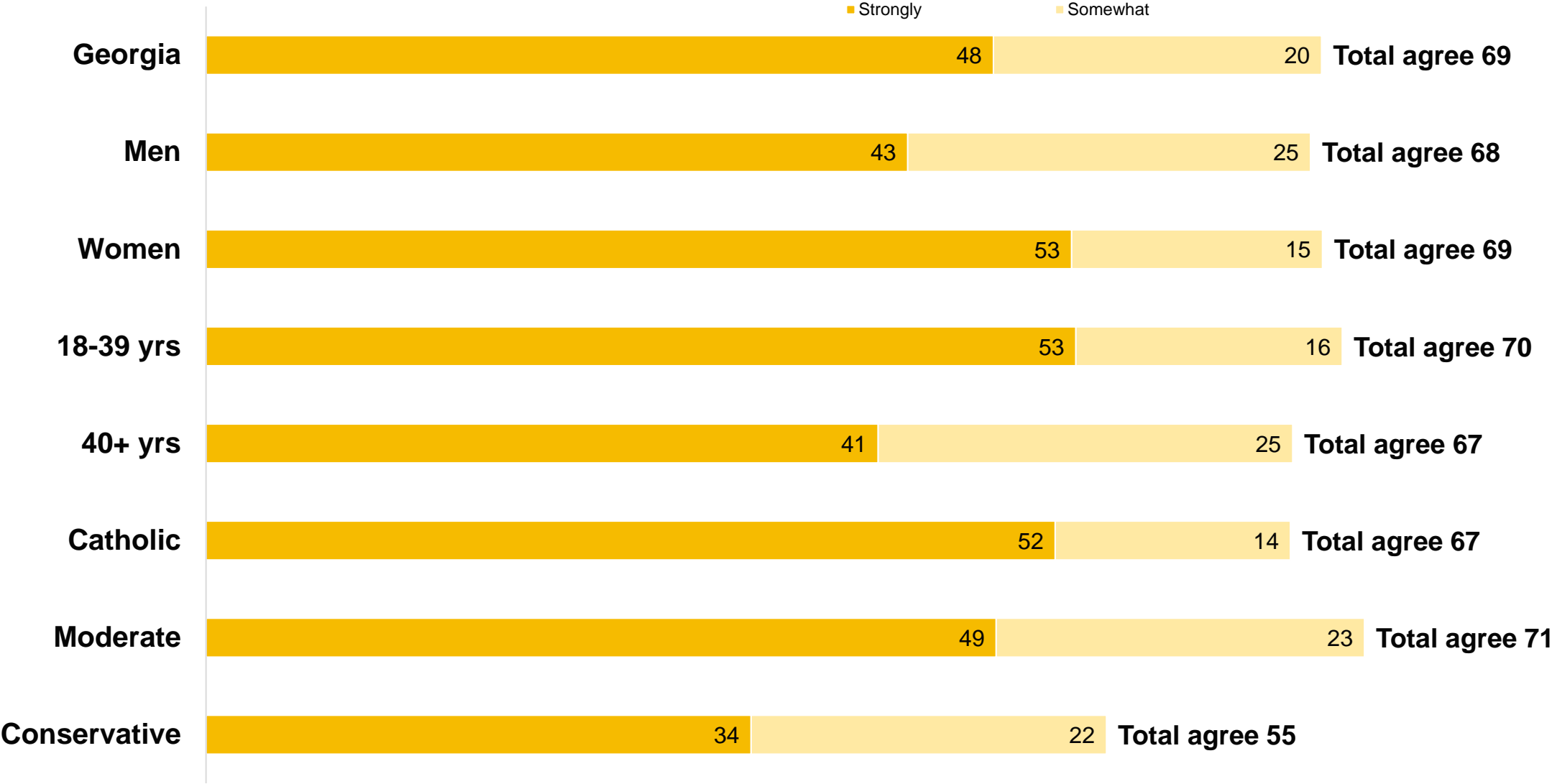
(% agree illustrated)



# Which policies do you think would be the best solutions to make schools in your community safer for students and teachers? (all that apply)



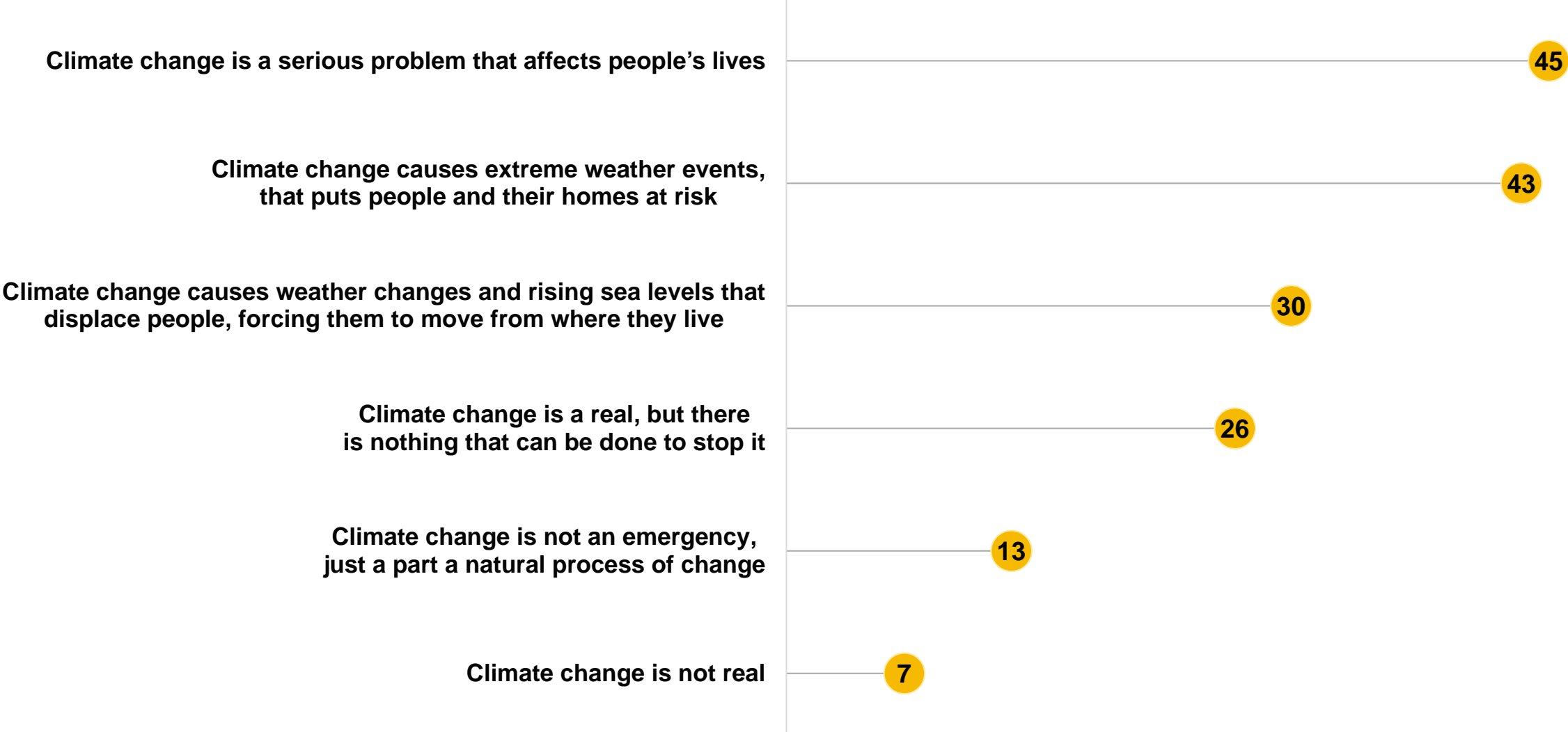
# Do you agree or disagree with the following statement? No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else. (% agree reported)



Nov 2-13, 2023 N=300 (+/-5.7%)

# When it comes to climate change, which of these statements do you agree with?

(Select up to two answers. Sorted highest to lowest.)



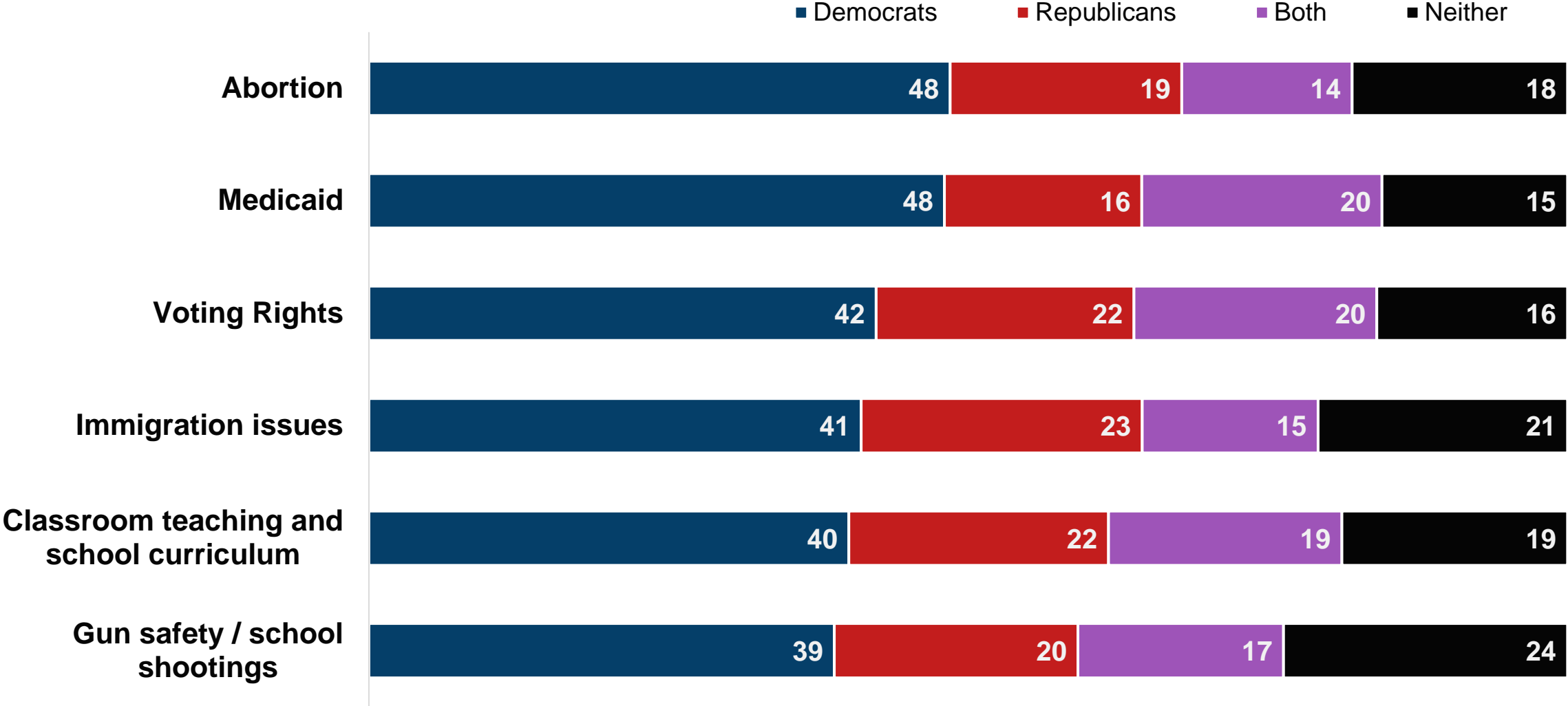
# UNIDOS US

STRONGER COMMUNITIES. STRONGER AMERICA.

## CANDIDATES AND PARTIES

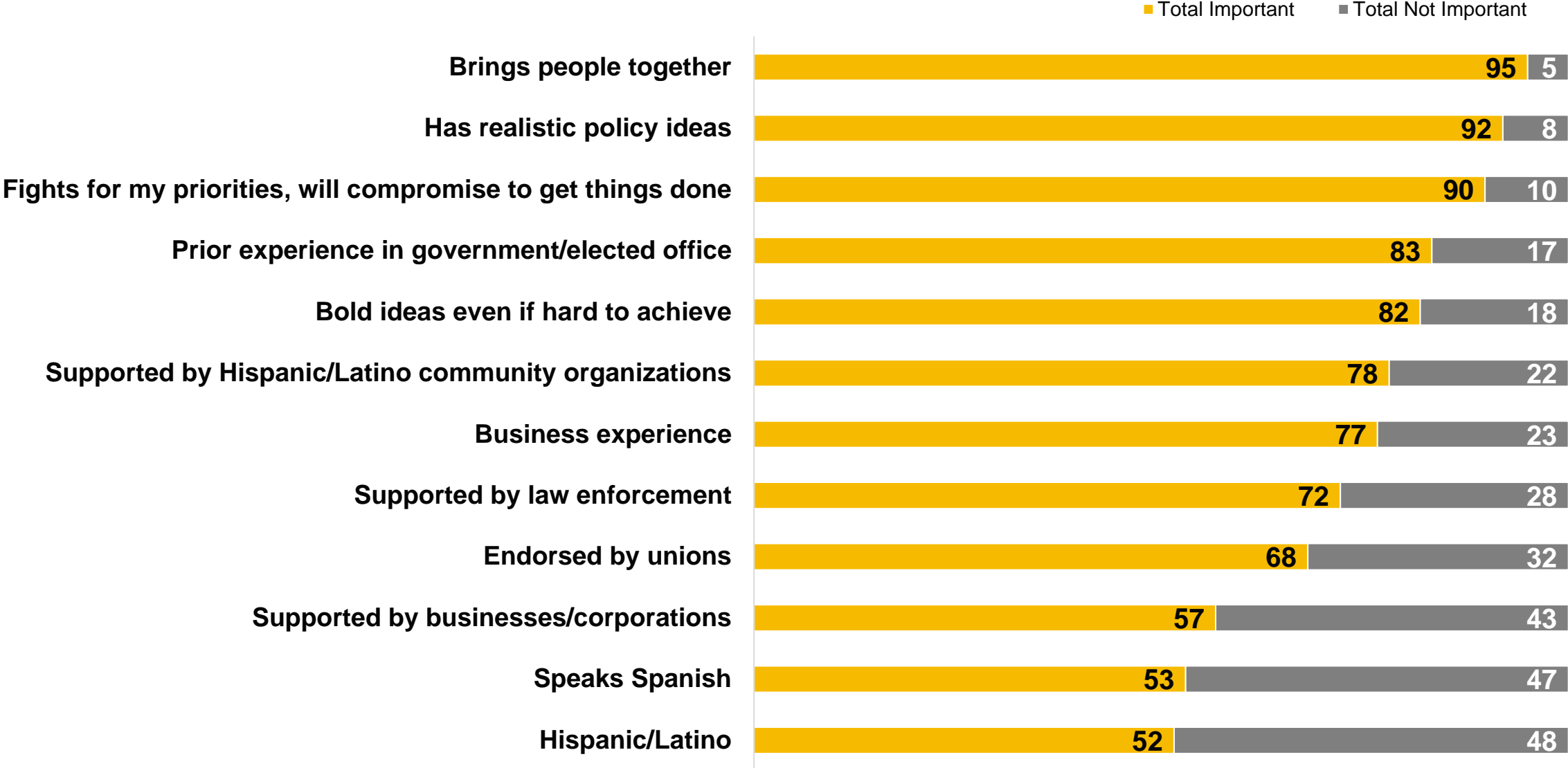


# Thinking about the election coming up in November of this year, which party do you think would do a better job handling each of the following issues:

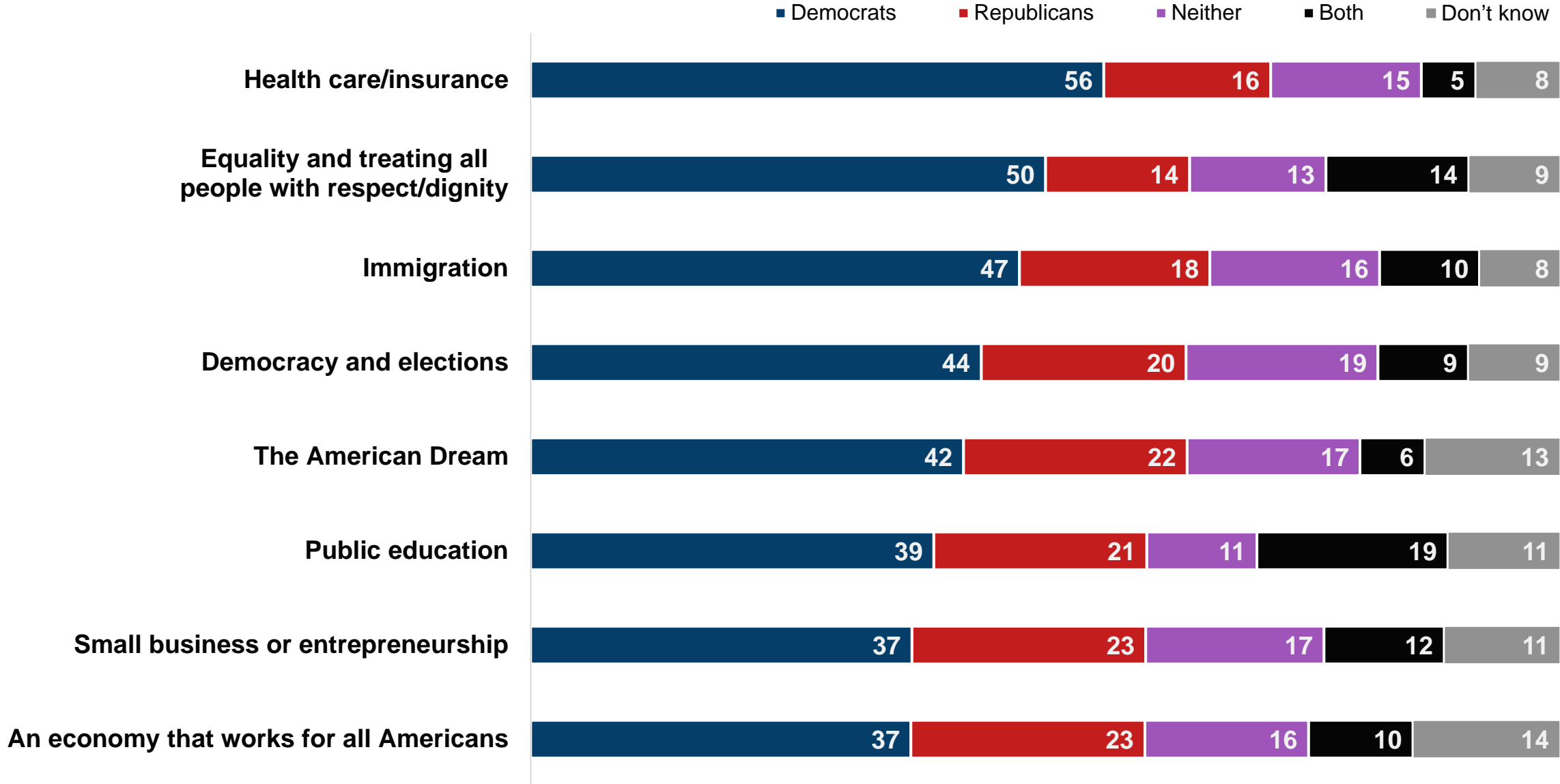


Nov 2-13, 2023 N=300 (+/-5.7%)

# In making decisions about which candidates to support in an election, how important is it to you that a candidate has the following traits or background?

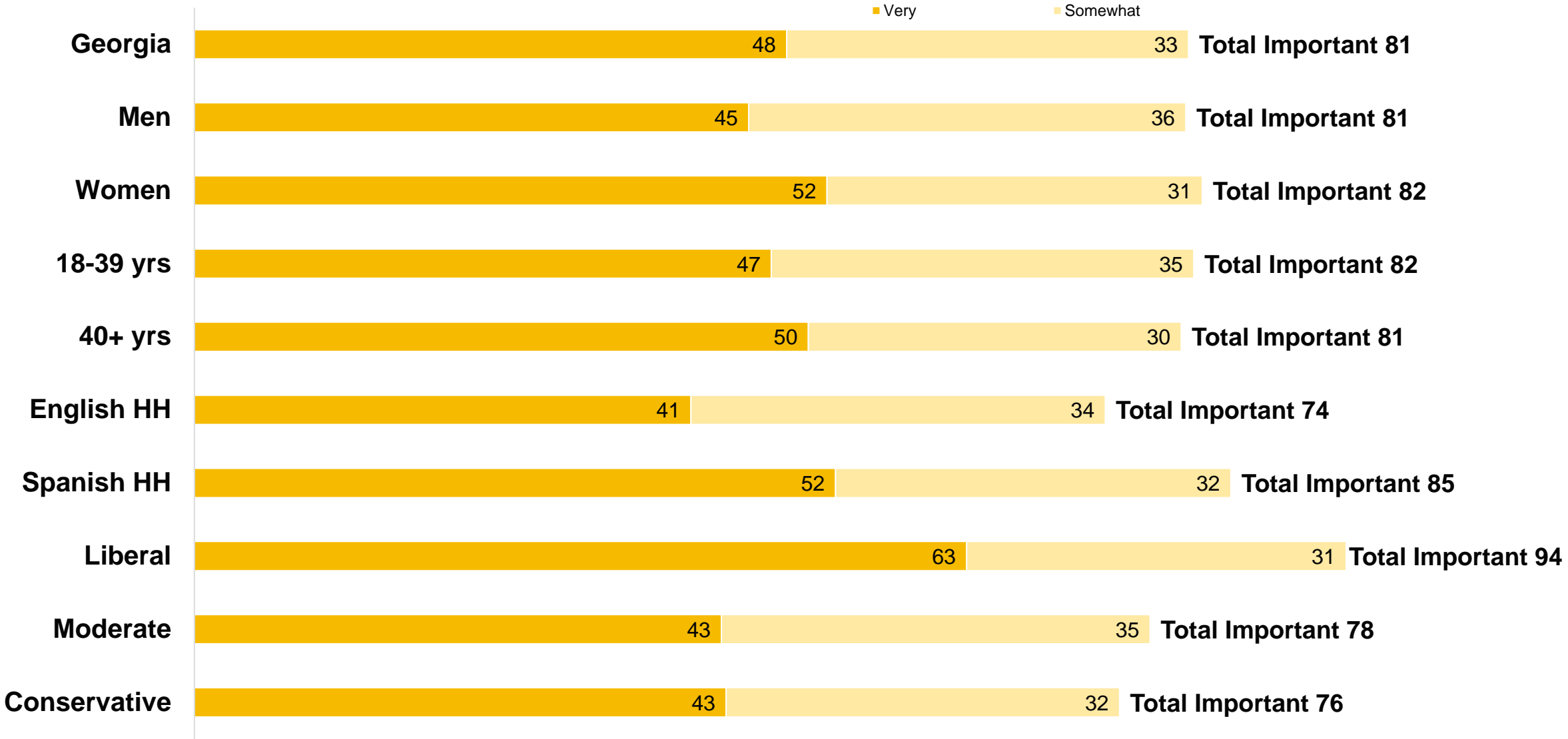


# Generally speaking, which party do you believe shares your values, or is closer to your personal beliefs/values when it comes to your views on:



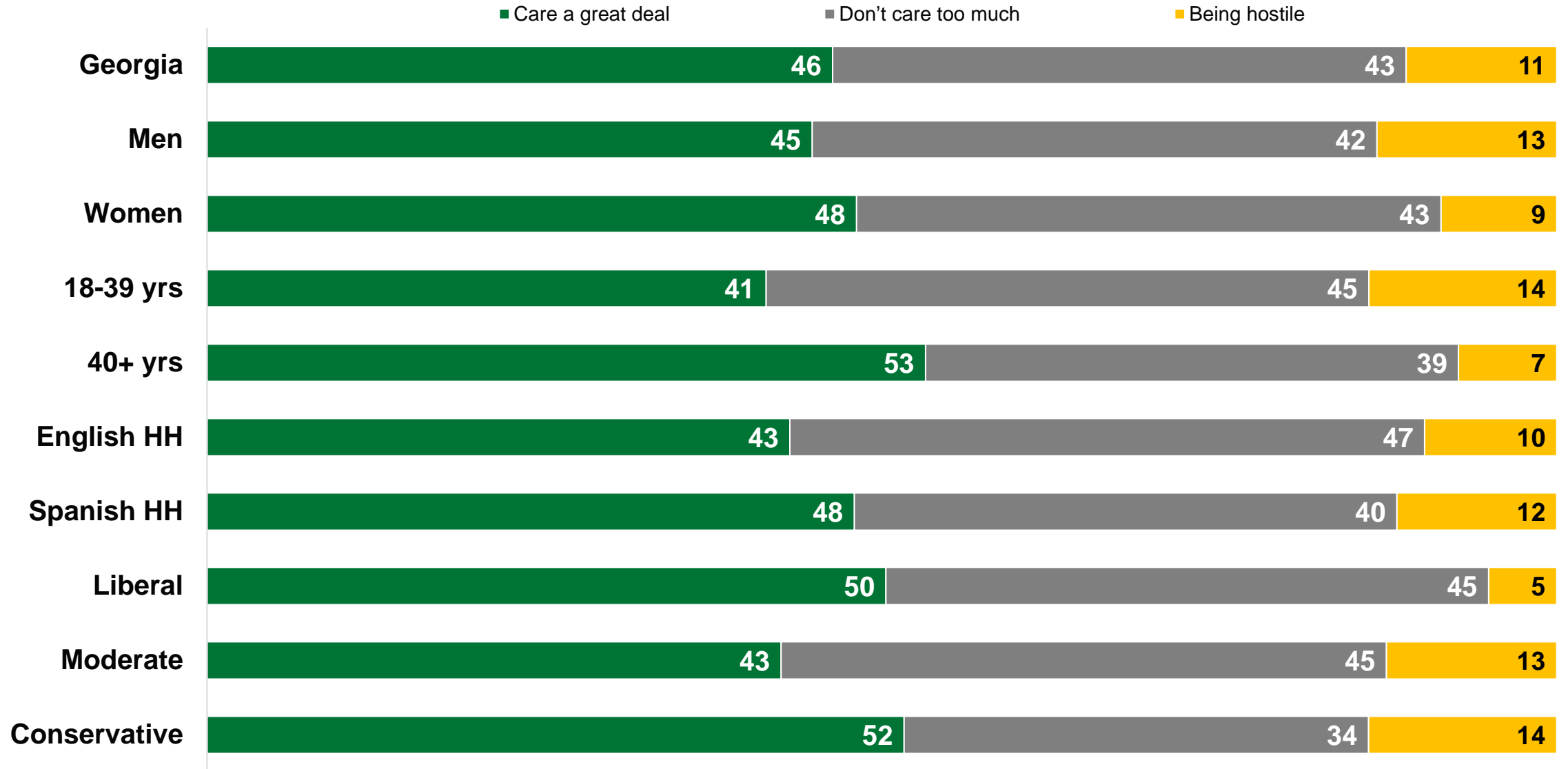
Nov 2-13, 2023 N=300 (+/-5.7%)

# How important is it to you, personally, for elected officials and other leaders to speak out against hate speech, White nationalism and White supremacy? (% important reported)

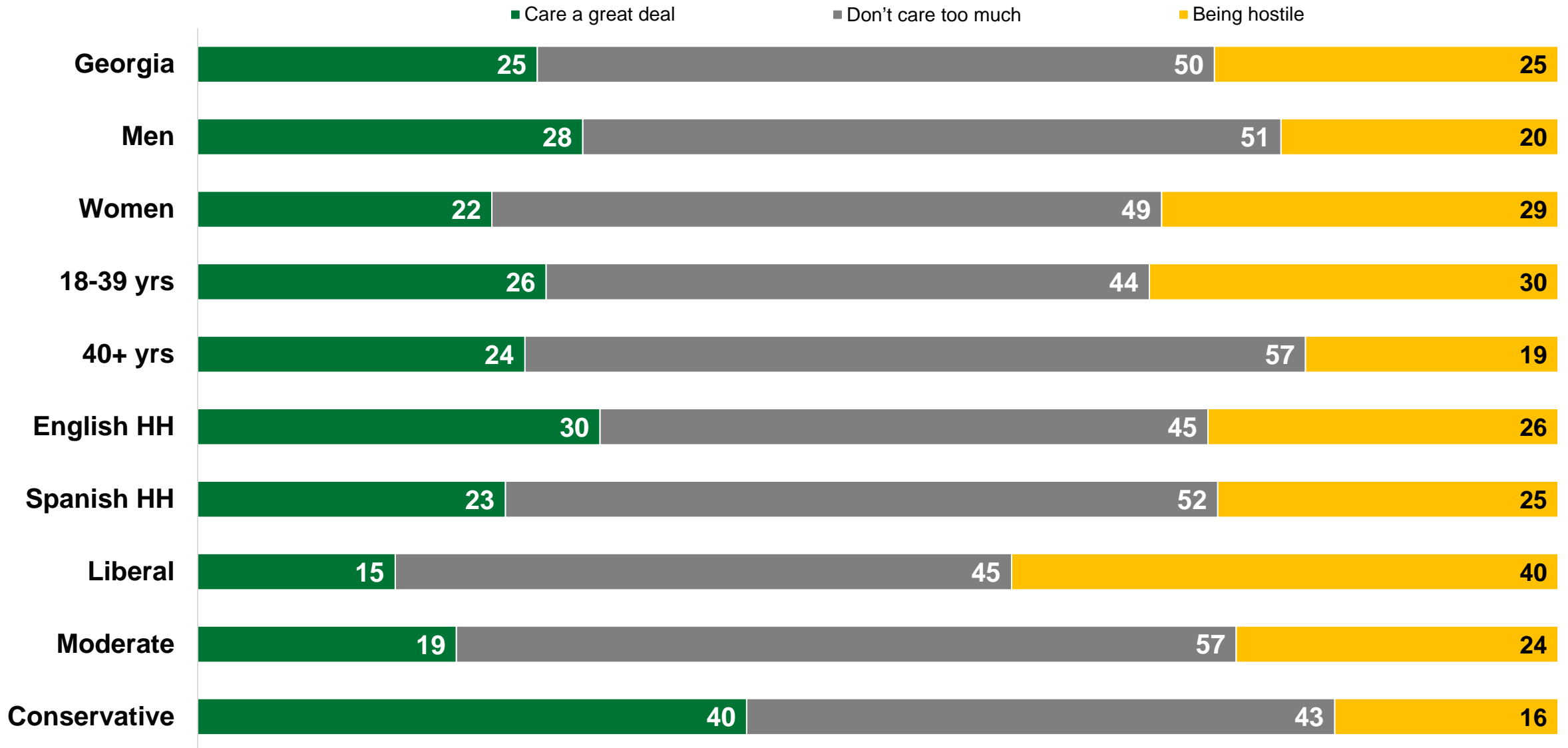


Nov 2-13, 2023 N=300 (+/-5.7%)

**Thinking about national politics, would you say that the Democratic Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Democrats are being hostile towards the Latino community?**

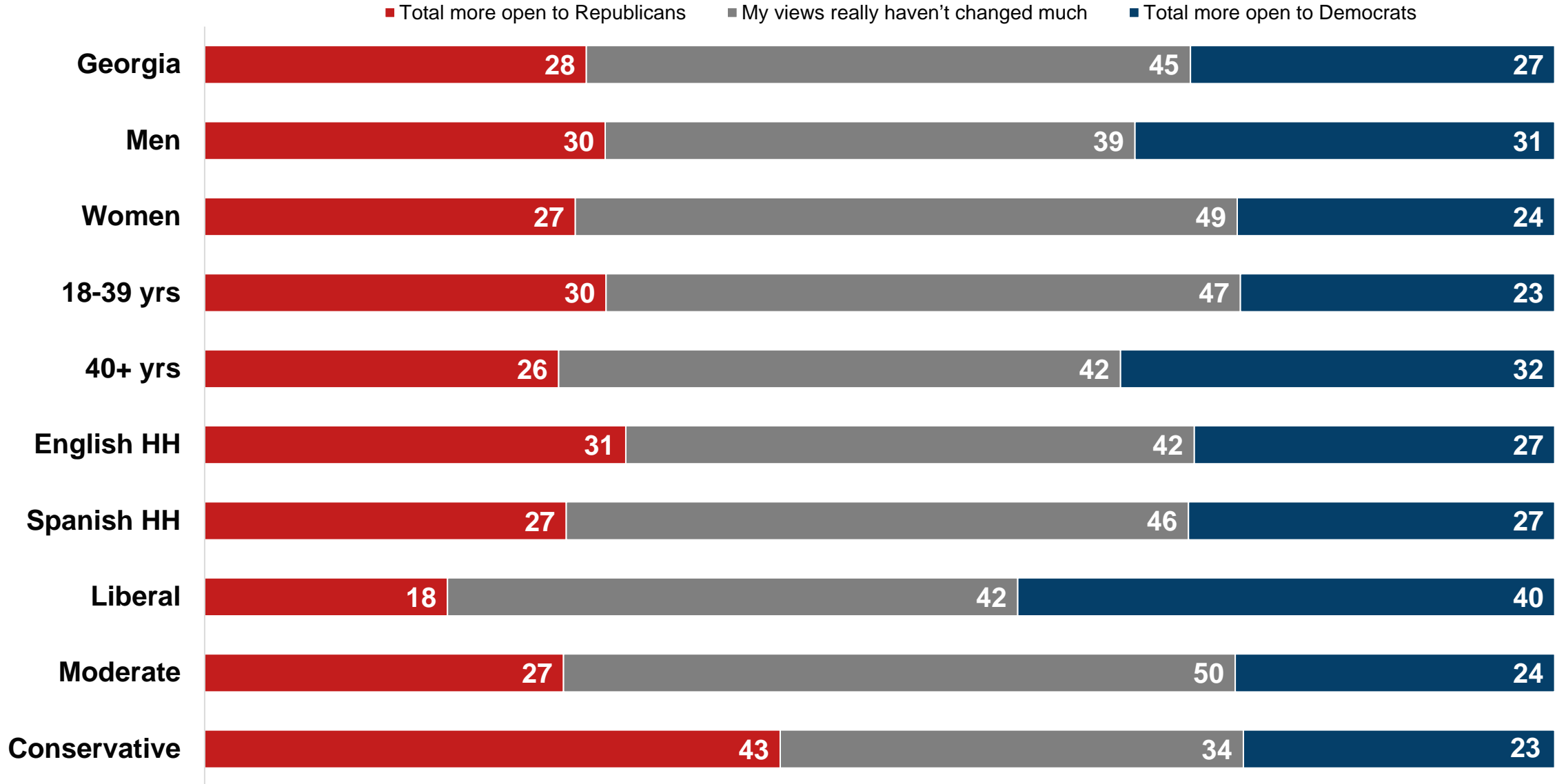


**Thinking about national politics, would you say that the Republican Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Republicans are being hostile towards the Latino community?**



Nov 2-13, 2023 N=300 (+/-5.7%)

**Thinking about your feelings toward both political parties over the past few years, would you say you've become more open to supporting [Republicans/Democrats] than in the past, or that your views haven't changed much?**



# UNIDOS US

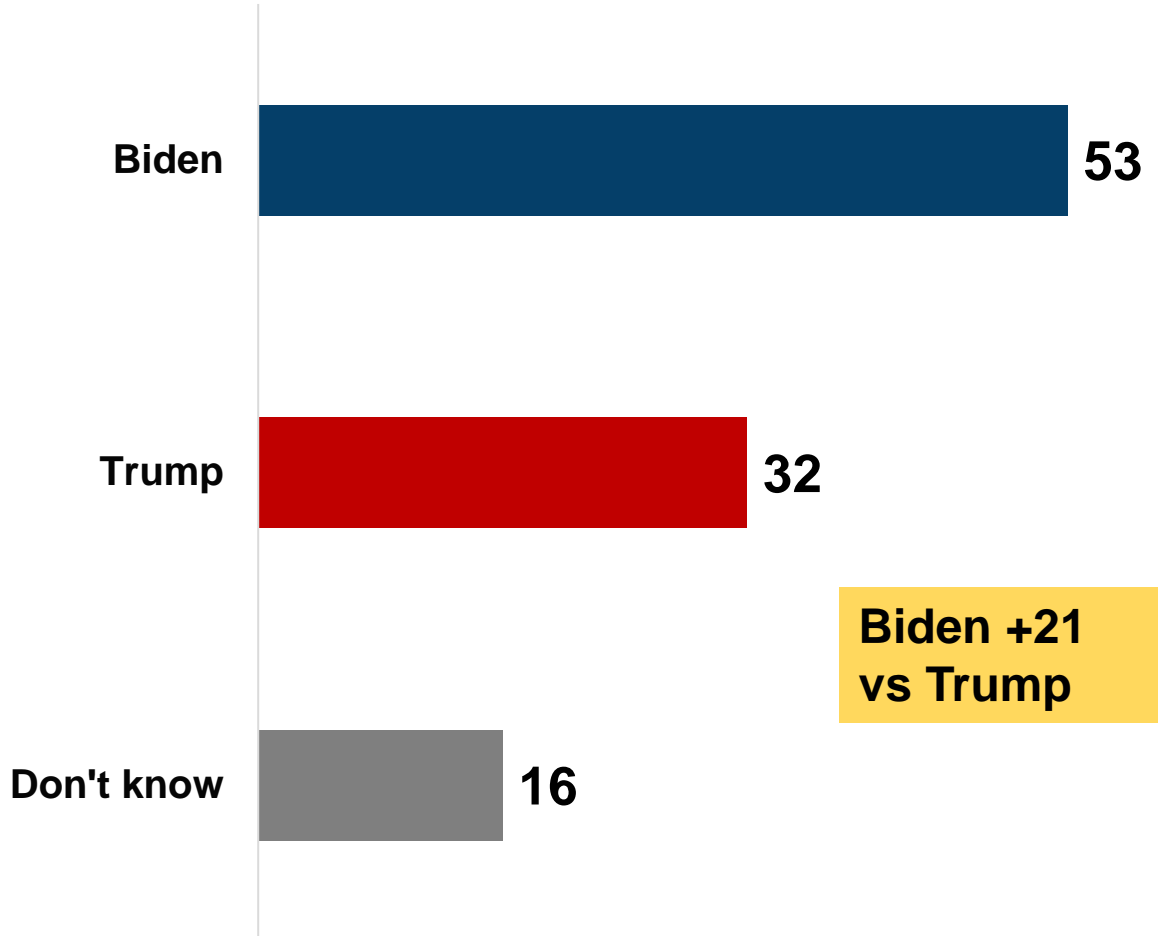
STRONGER COMMUNITIES. STRONGER AMERICA.

## LOOKING AHEAD TO 2024

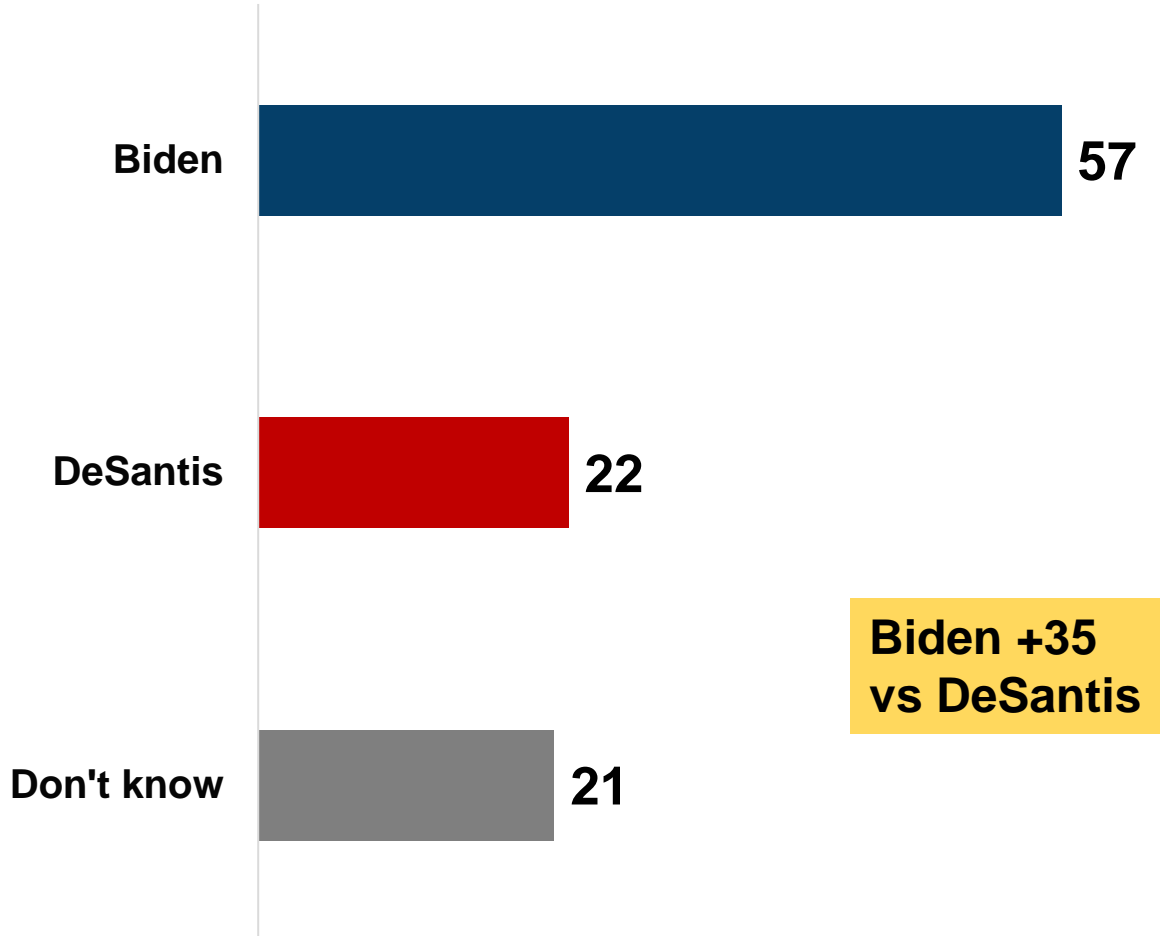


# If the 2024 election for President was today, are you leaning towards voting for Democrat Joe Biden or Republican [Donald Trump/DeSantis]?

## Biden vs Trump

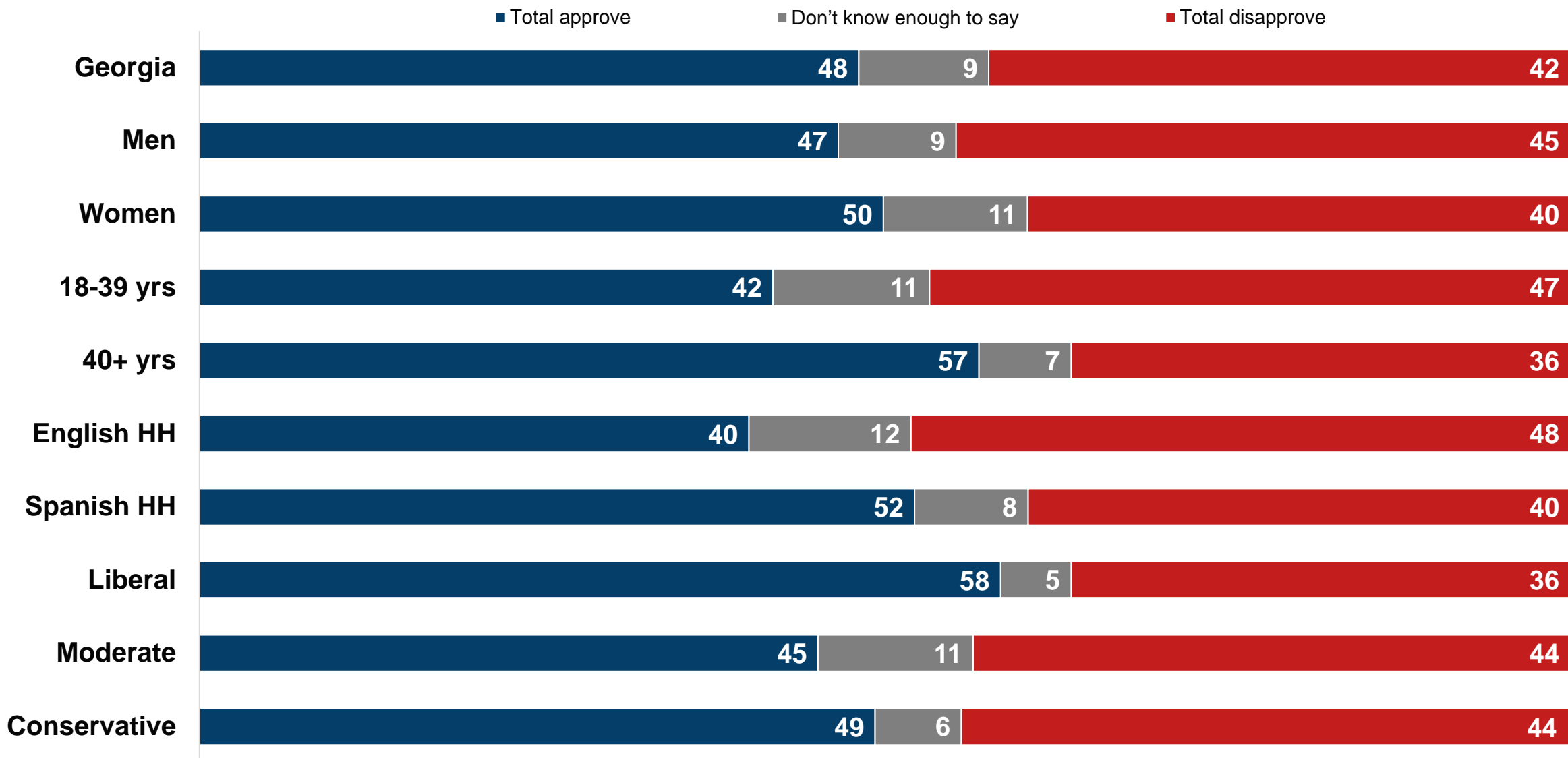


## Biden vs DeSantis



Nov 2-13, 2023 N=300 (+/-5.7%)

# Do you approve or disapprove of the way President Joe Biden is handling his job as President of the United States?



Nov 2-13, 2023 N=300 (+/-5.7%)

# As you may know, there will be an election later this 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?



Nov 2-13, 2023 N=300 (+/-5.7%)

# UNIDOS US

STRONGER COMMUNITIES. STRONGER AMERICA.

## SURVEY OF LATINO VOTERS IN GEORGIA