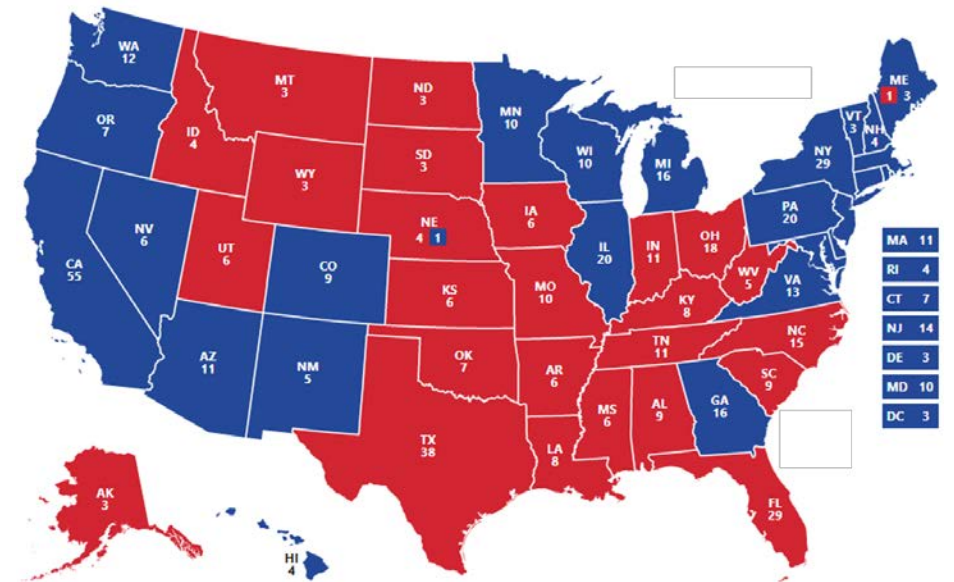




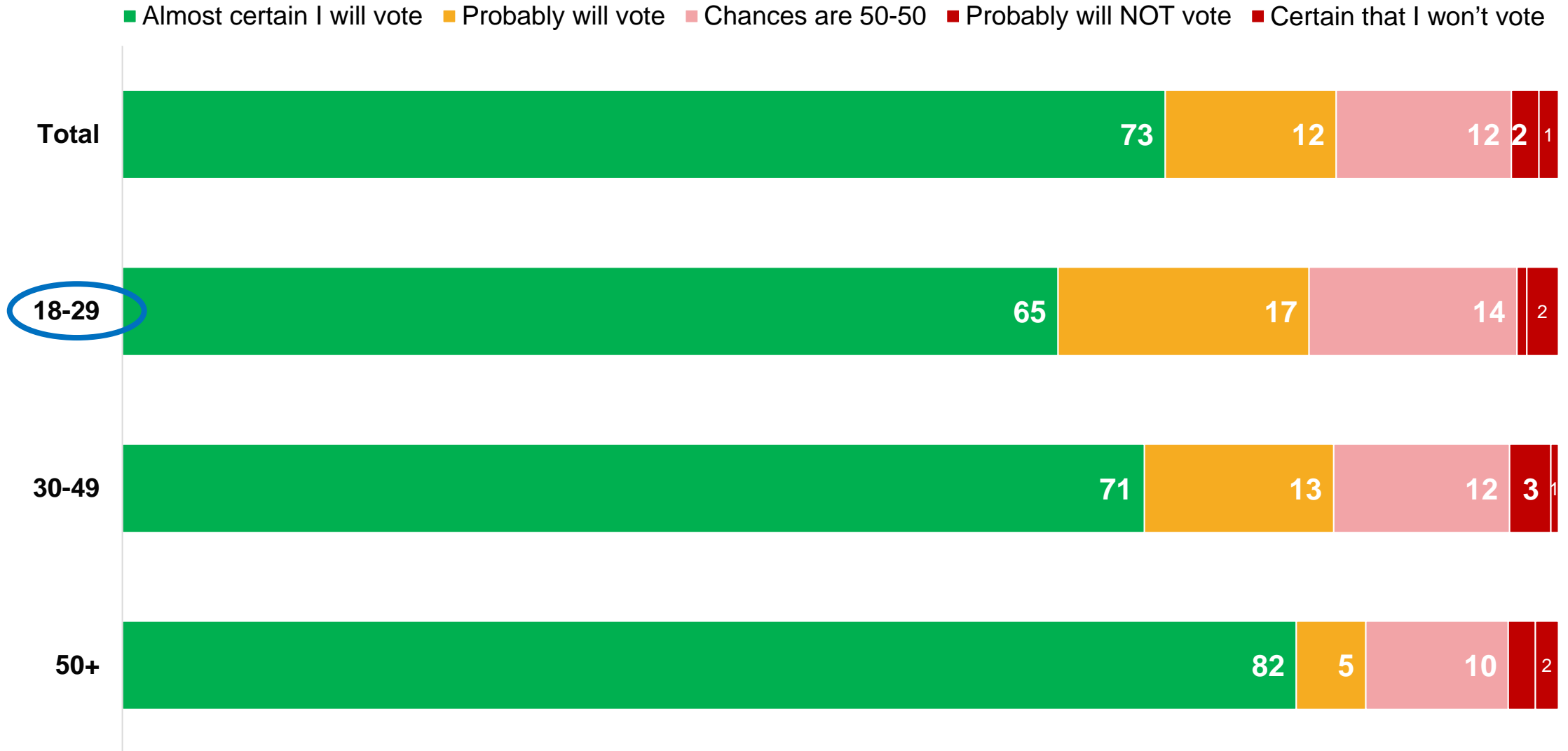
# NATIONAL SURVEY OF LATINO VOTERS

# National Survey of Latino Registered Voters

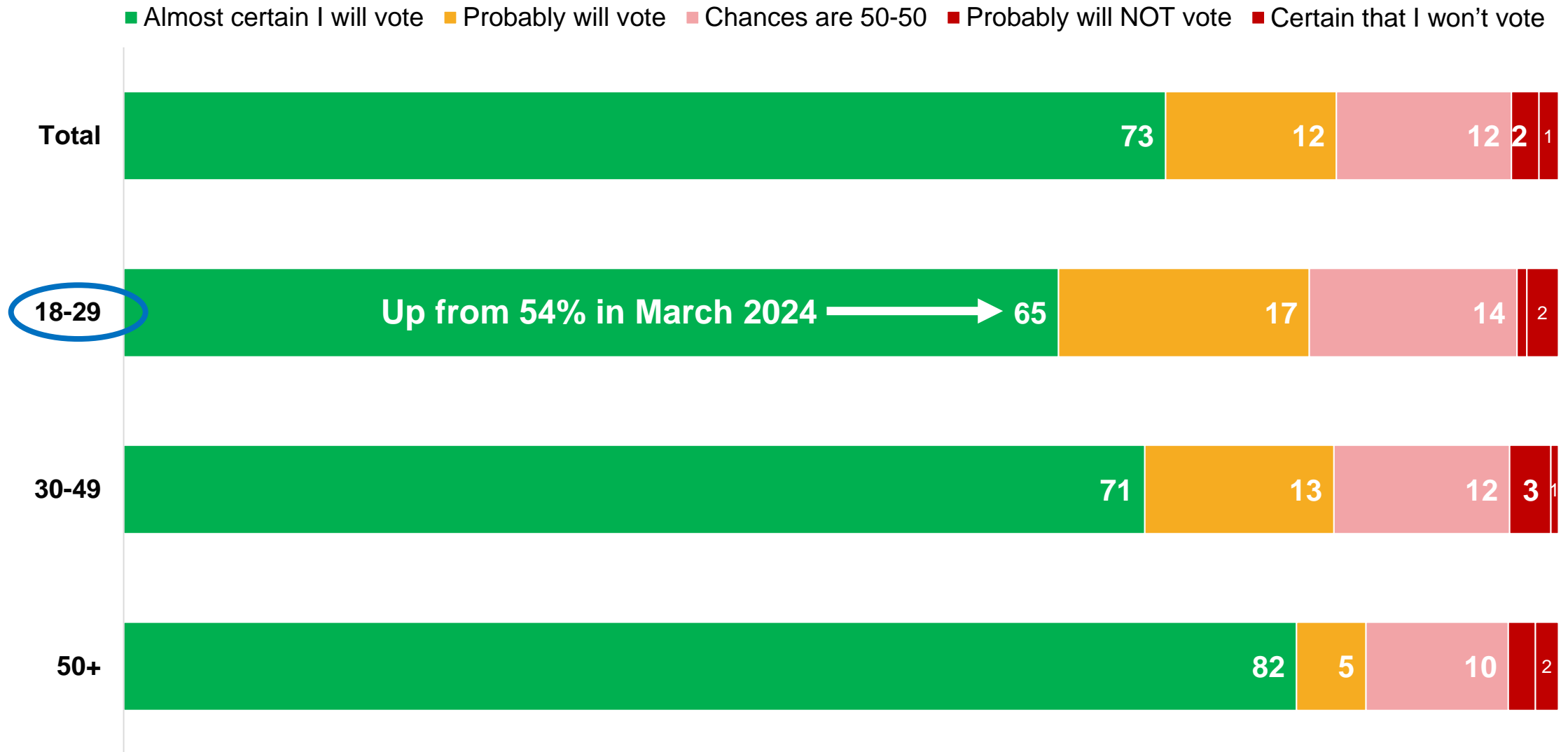
- Today's poll is part 1 of a larger project that will focus on key battleground states
- Total N=600 Latino registered voters nationwide
- Overall margin of error +/- 4.0%
- Field Dates: Aug 6–10, 2024
- English or Spanish, according to preference
- Mixed mode: live telephone, text-invites, online panels



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



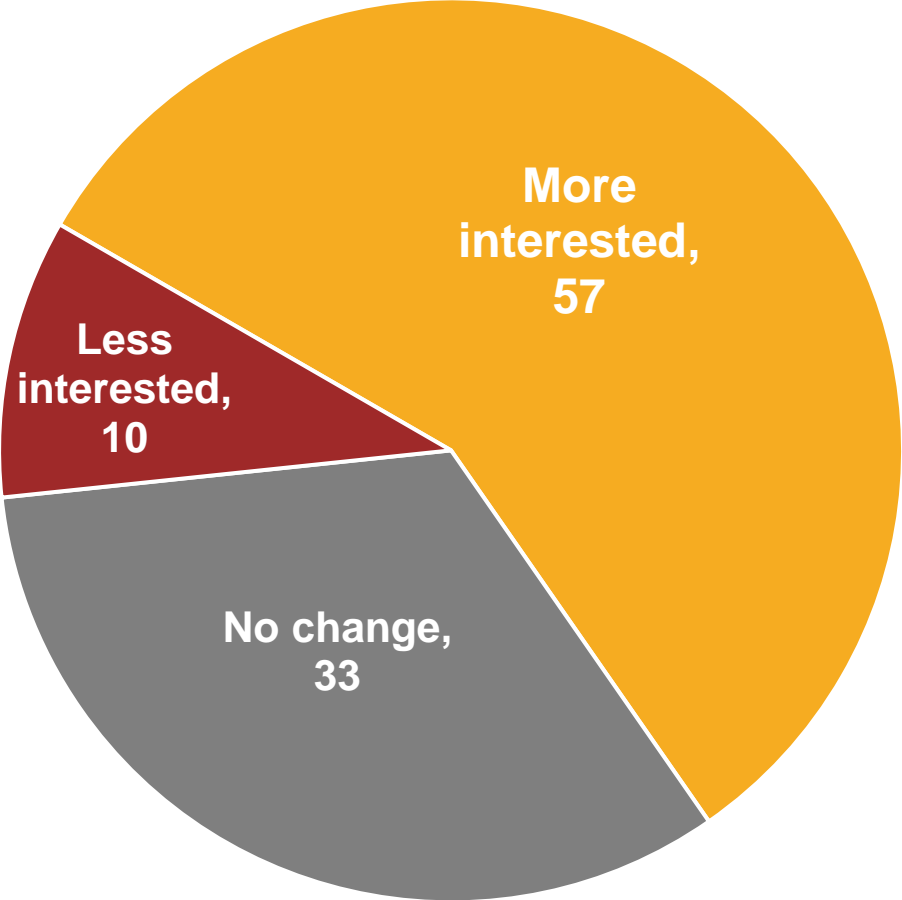
# Thinking ahead to the general election for President in November 2024, what would you say the chances are that you will vote?



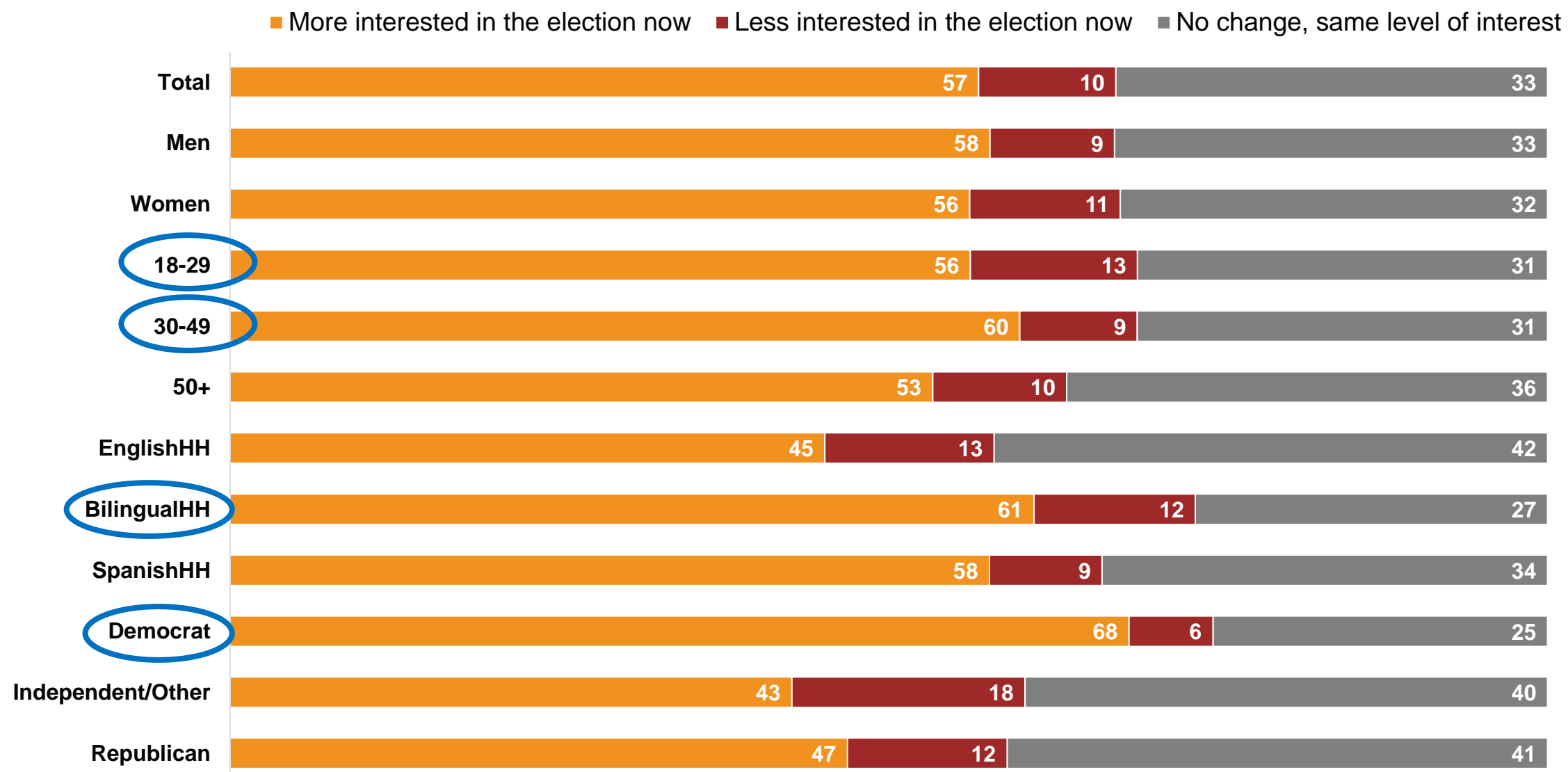
Since Joe Biden has dropped out of the race and Kamala Harris has become the new Democratic nominee, would you say you have become more interested or less interested in the 2024 election?

### Latino change in interest in election

**+47 net “more interested” in the 2024 election**

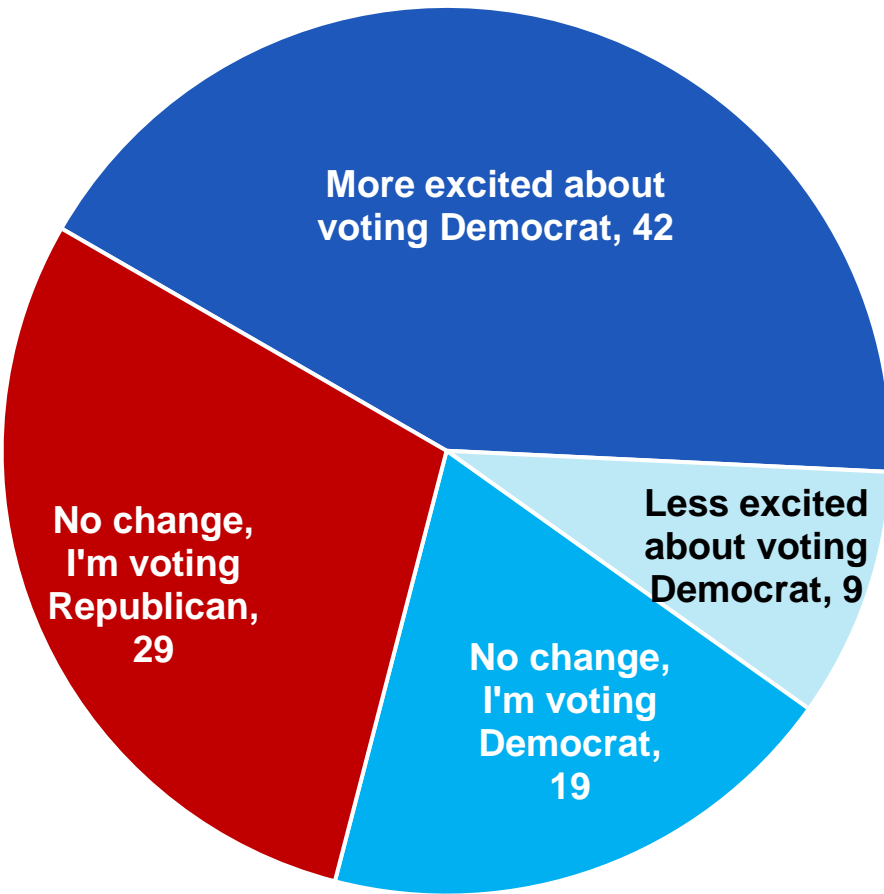


# Since Joe Biden has dropped out of the race and Kamala Harris has become the new Democratic nominee, would you say you have become more interested or less interested in the 2024 election?



President Joe Biden decided to step aside and not run for President and he endorsed Vice President Kamala Harris to be the Democratic nominee for President. Which comes closest to how you feel about this news?

### Latino interest in voting Democrat



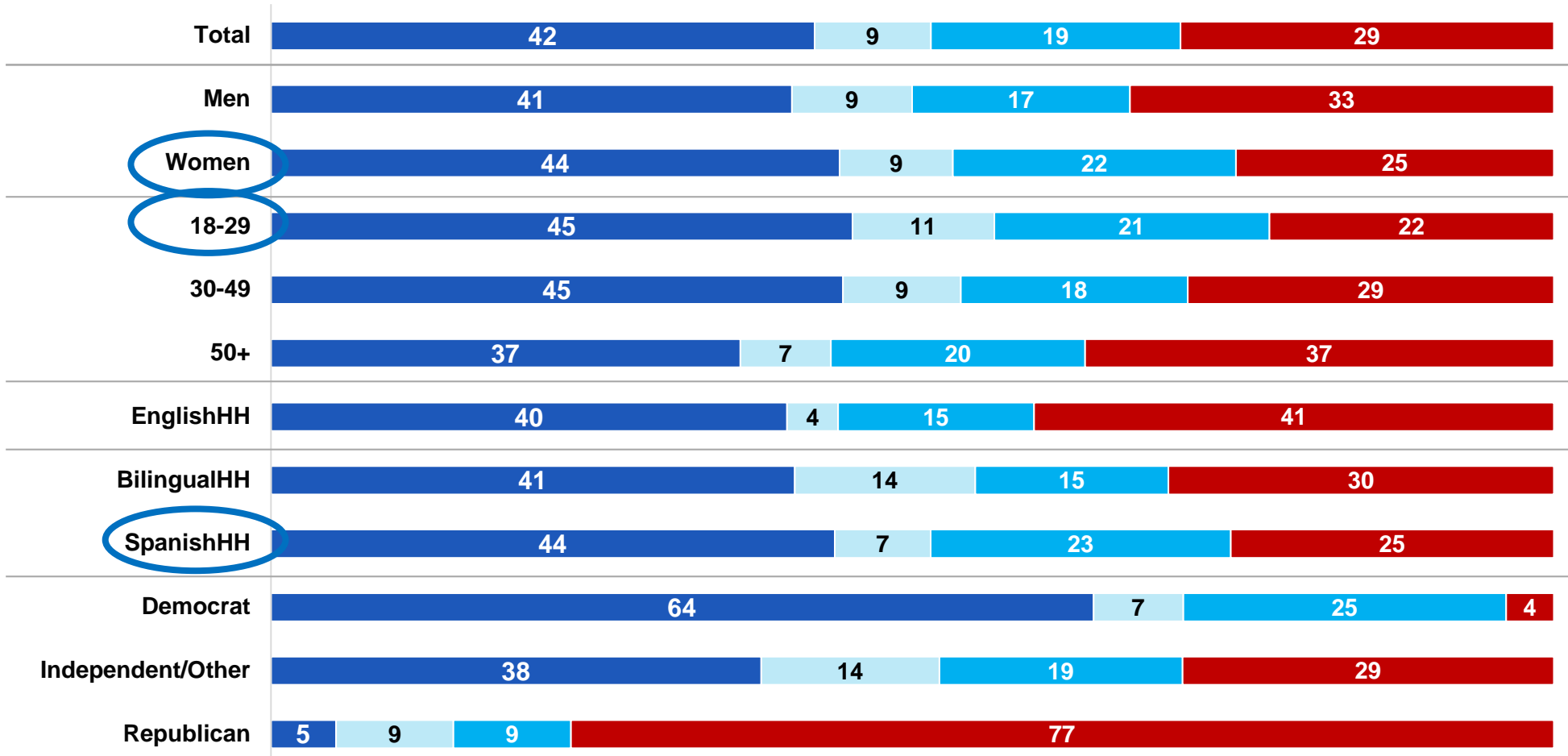
**+33 net increase  
in interest voting  
Democrat 2024**

# President Joe Biden decided to step aside and not run for President and he endorsed Vice President Kamala Harris to be the Democratic nominee for President. Which comes closest to how you feel about this news?

- I am MORE EXCITED about voting Democrat now that Biden is out and Harris is the new candidate
- I am LESS EXCITED about voting Democrat, I would rather have Joe Biden than Kamala Harris
- It does not matter to me who the candidate is, I will vote Democrat against Donald Trump no matter what
- It does not matter to me who the Democrat is, I will vote Republican in support of Donald Trump no matter what

The president's departure from the race appears to have boosted enthusiasm across most segments of the electorate:

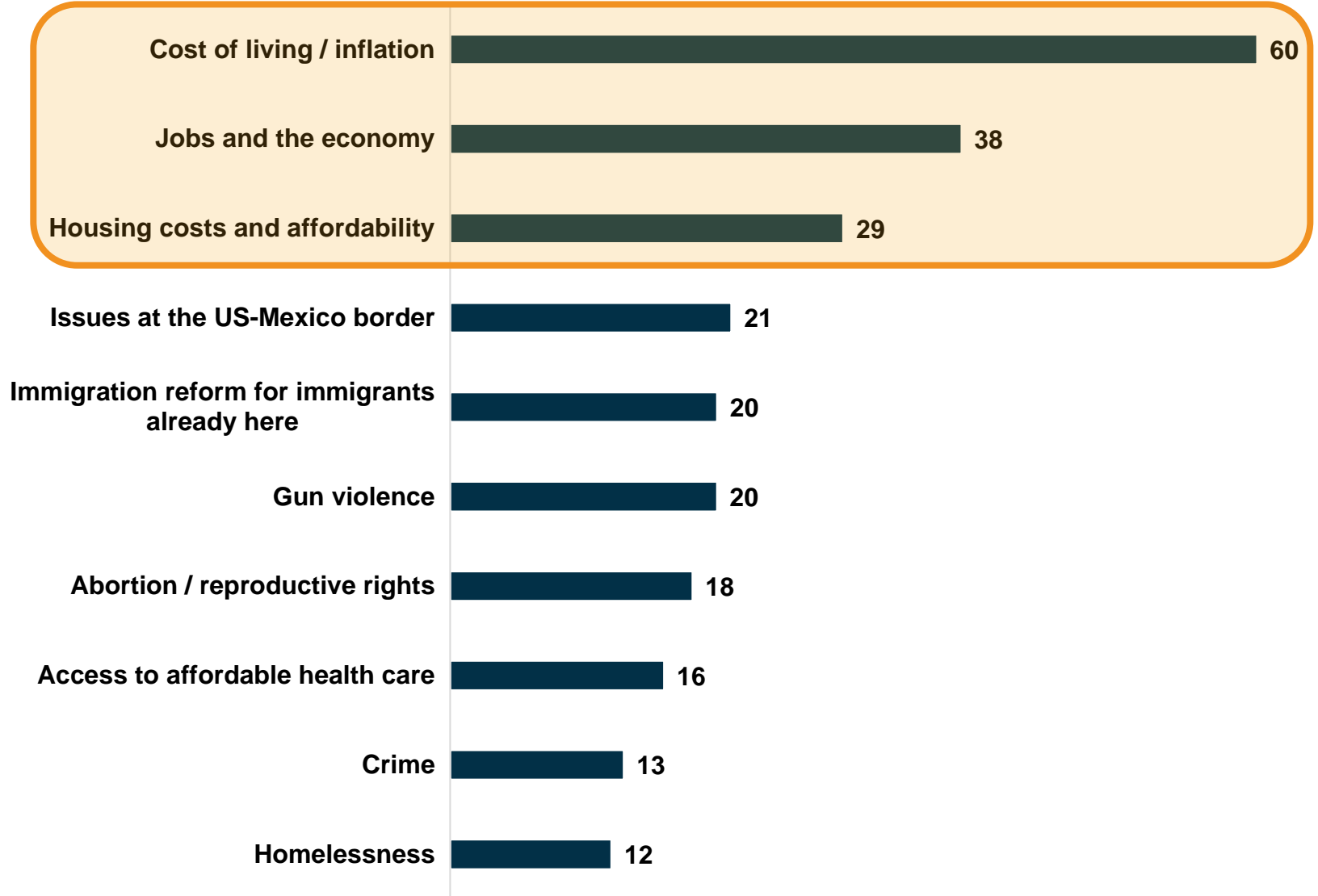
- Harris emergence has generated enthusiasm across key segments that Democrats will need to consolidate
- New excitement is especially true for women, younger, and more Spanish speaking Latinos



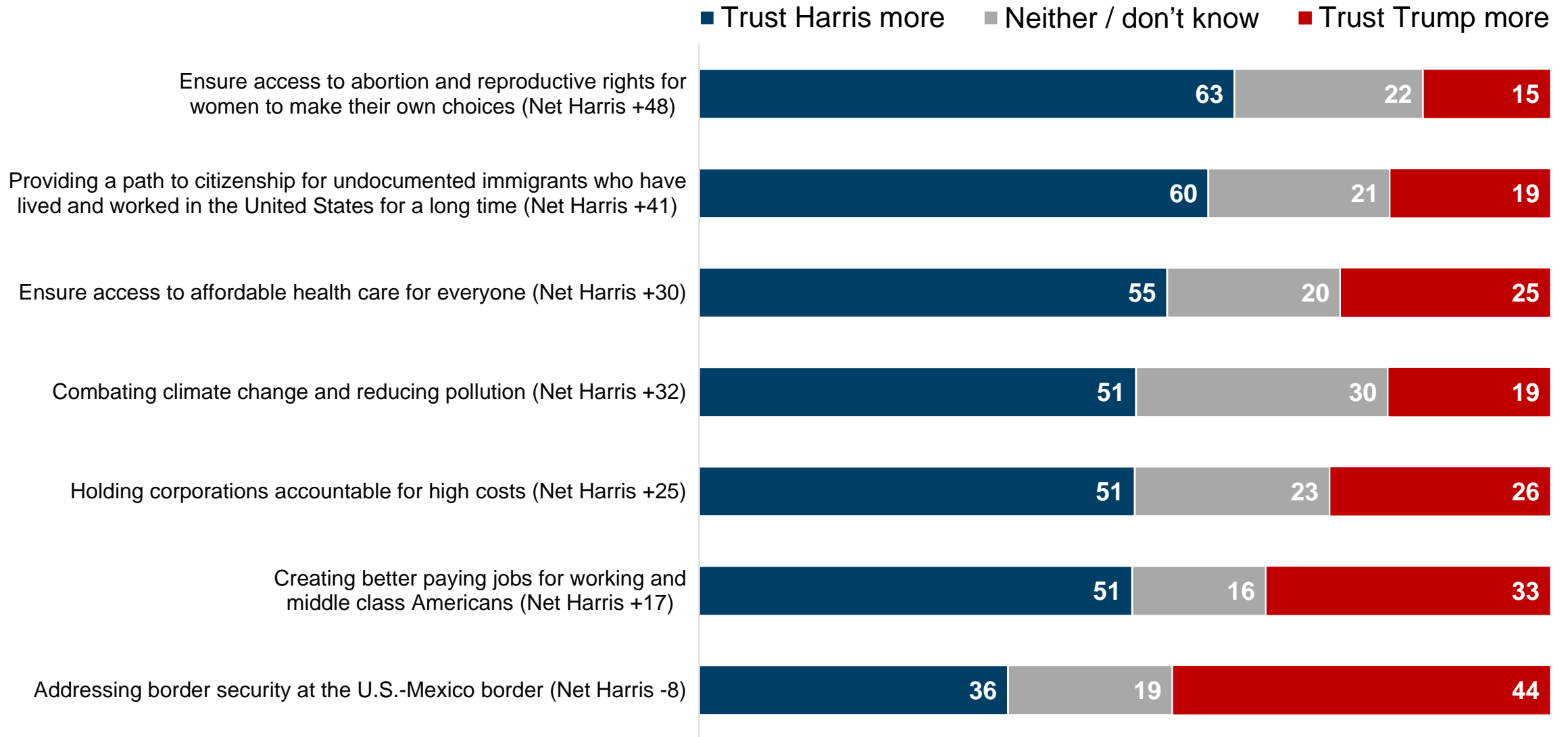
# Thinking about things nationwide, what are the most important issues facing the United States that our elected officials should address? (Select up to three. Sorted highest to lowest)

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 (29%), rank high after inflation.
- Outside of economic concerns, immigration issues (21%) and reform (20%), gun violence (20%), and abortion rights (18%) are the top cited concerns.

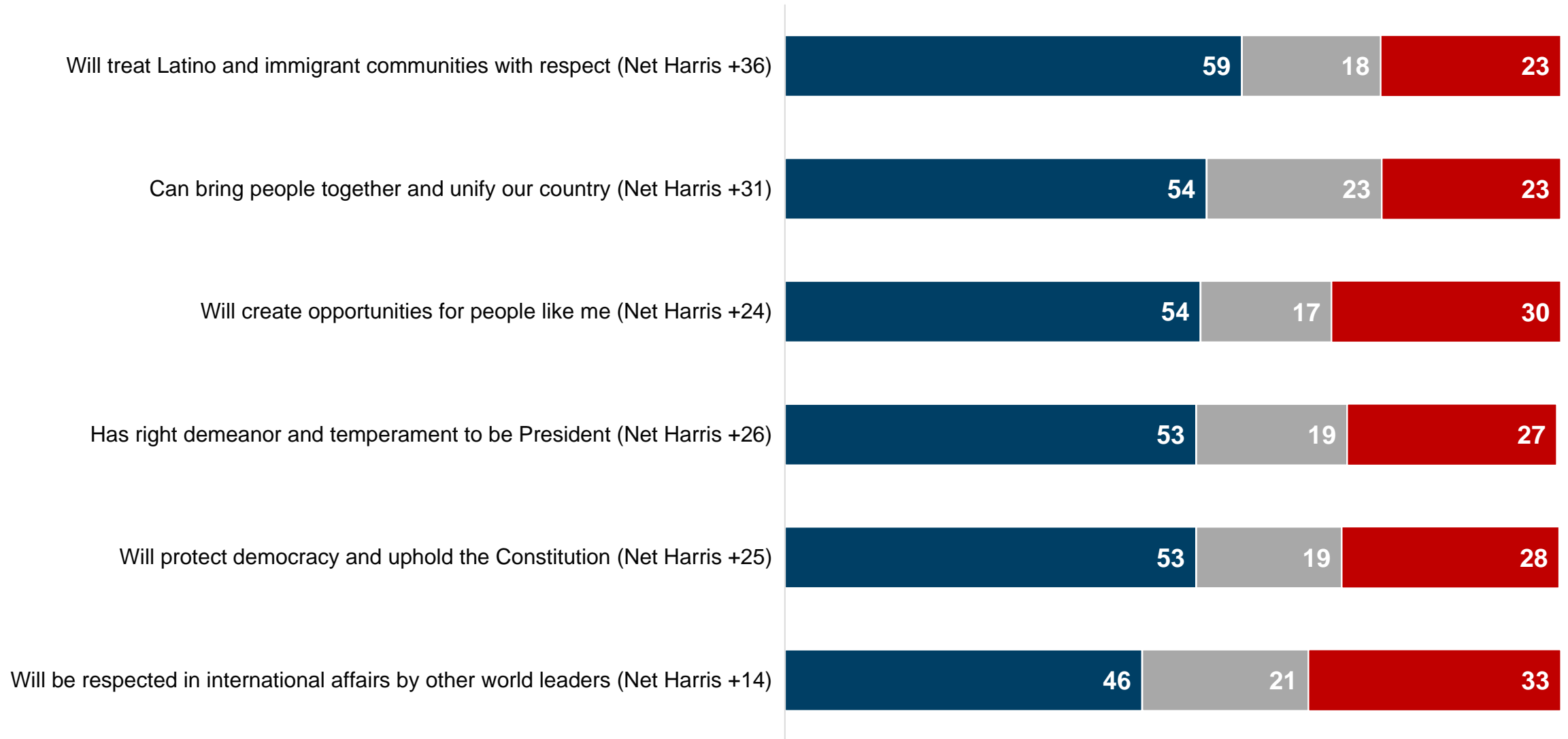


# Thinking about different policy issues, please indicate who you trust more on each policy issue, Kamala Harris or Donald Trump.

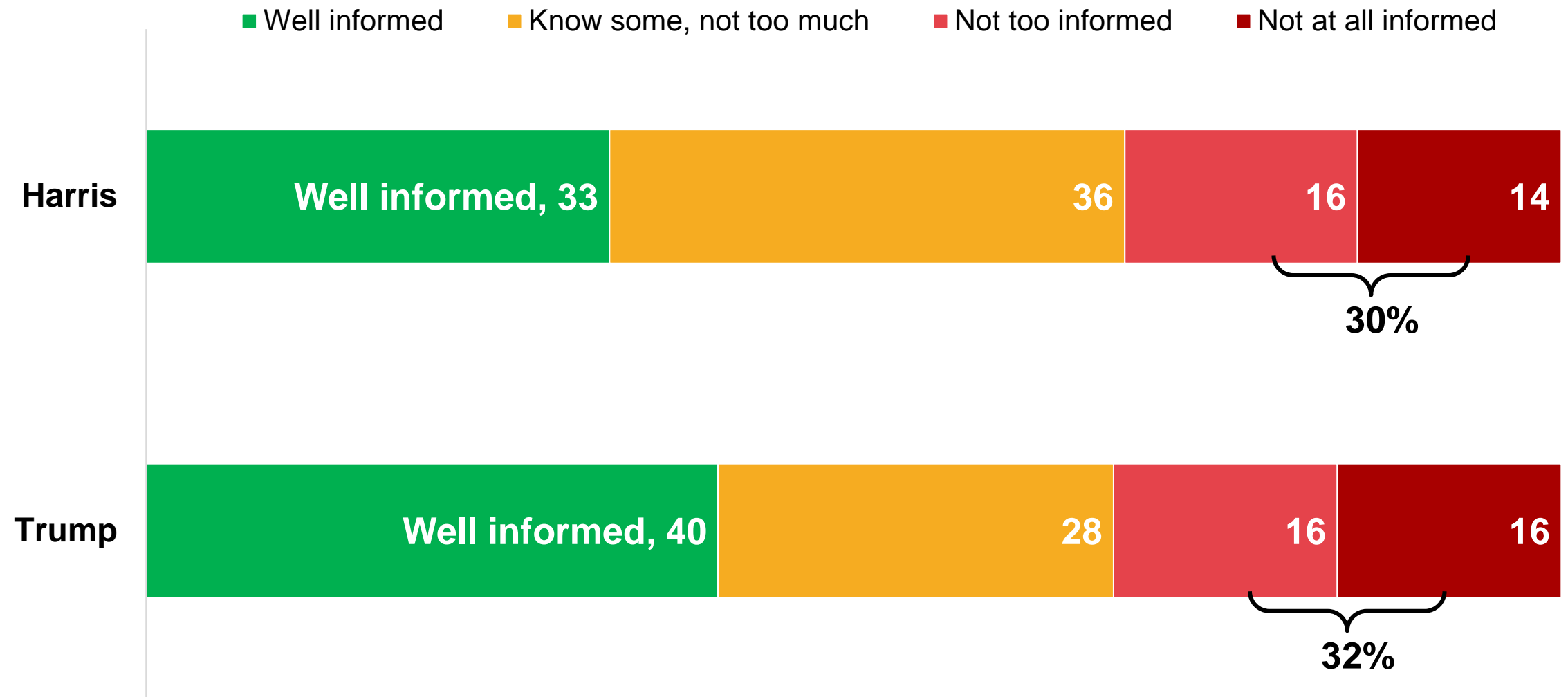


# For each of the following characteristics or traits, please indicate if you think it describes Kamala Harris or Donald Trump more.

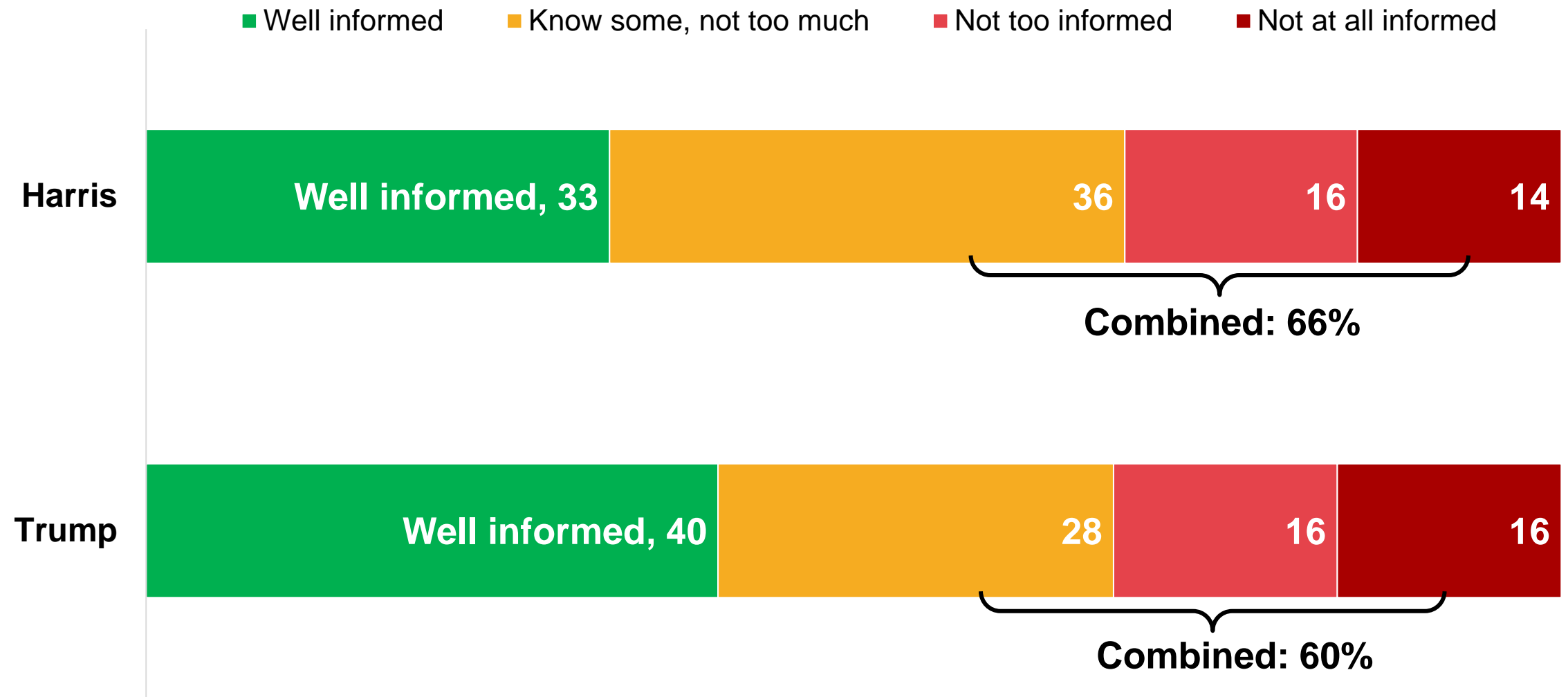
■ Describes Harris more   ■ Neither / don't know   ■ Describes Trump more



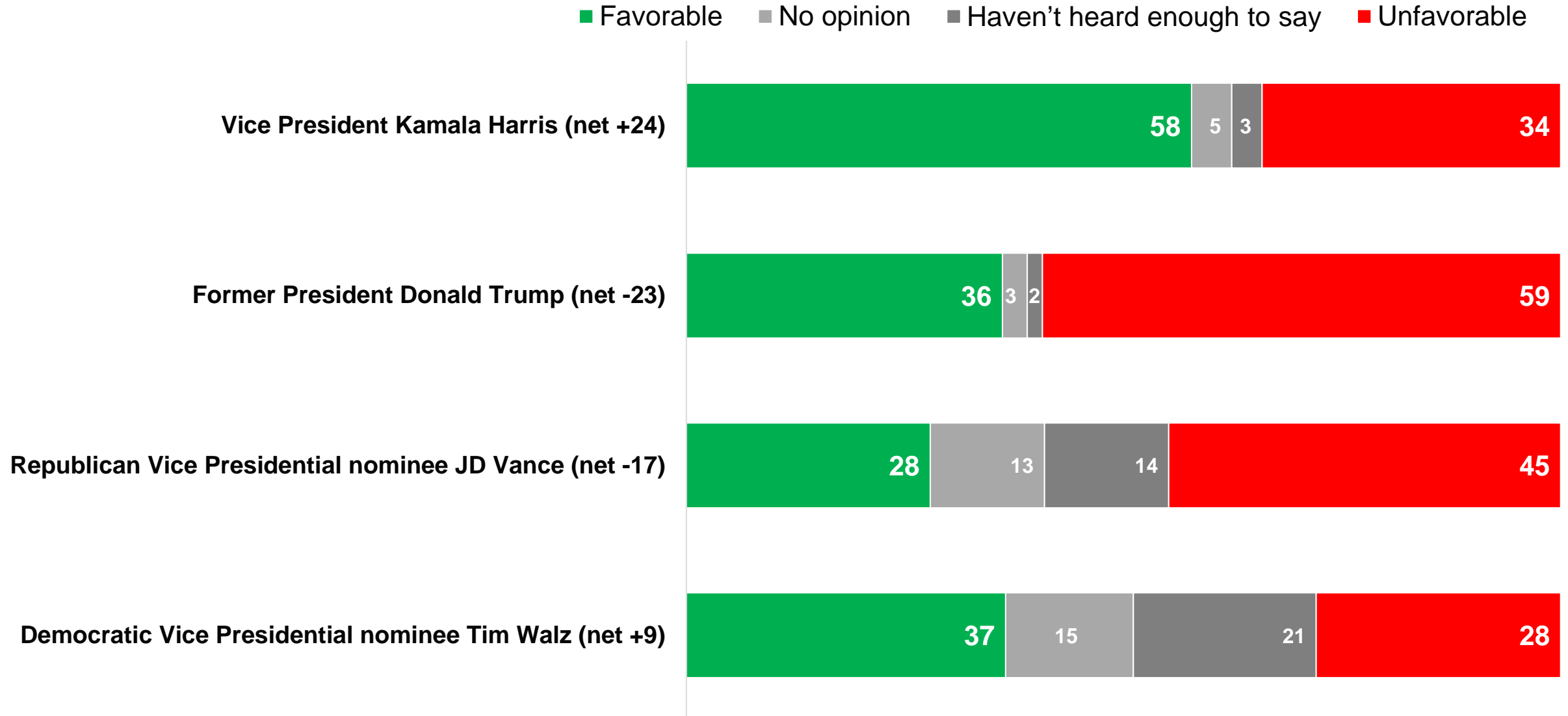
# When it comes to policy proposals and platforms being promoted by [Kamala Harris/Donald Trump] in their 2024 campaign for president, how well informed are you about [Harris/Trump]'s 2024 policy agenda?



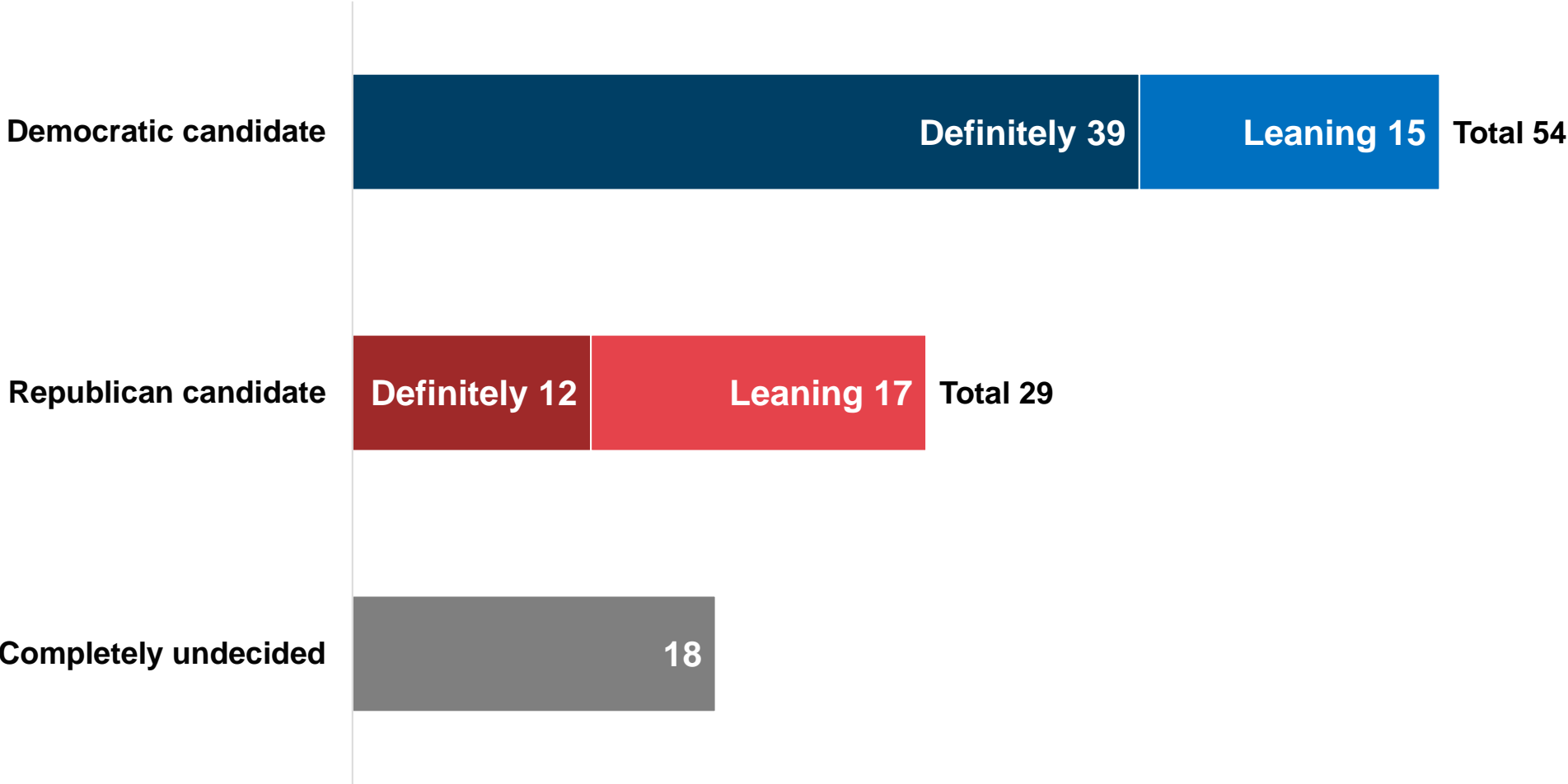
# When it comes to policy proposals and platforms being promoted by [Kamala Harris/Donald Trump] in their 2024 campaign for president, how well informed are you about [Harris/Trump]’s 2024 policy agenda?



Indicate whether your overall opinion of them is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or if you have no opinion or haven't heard enough to say.

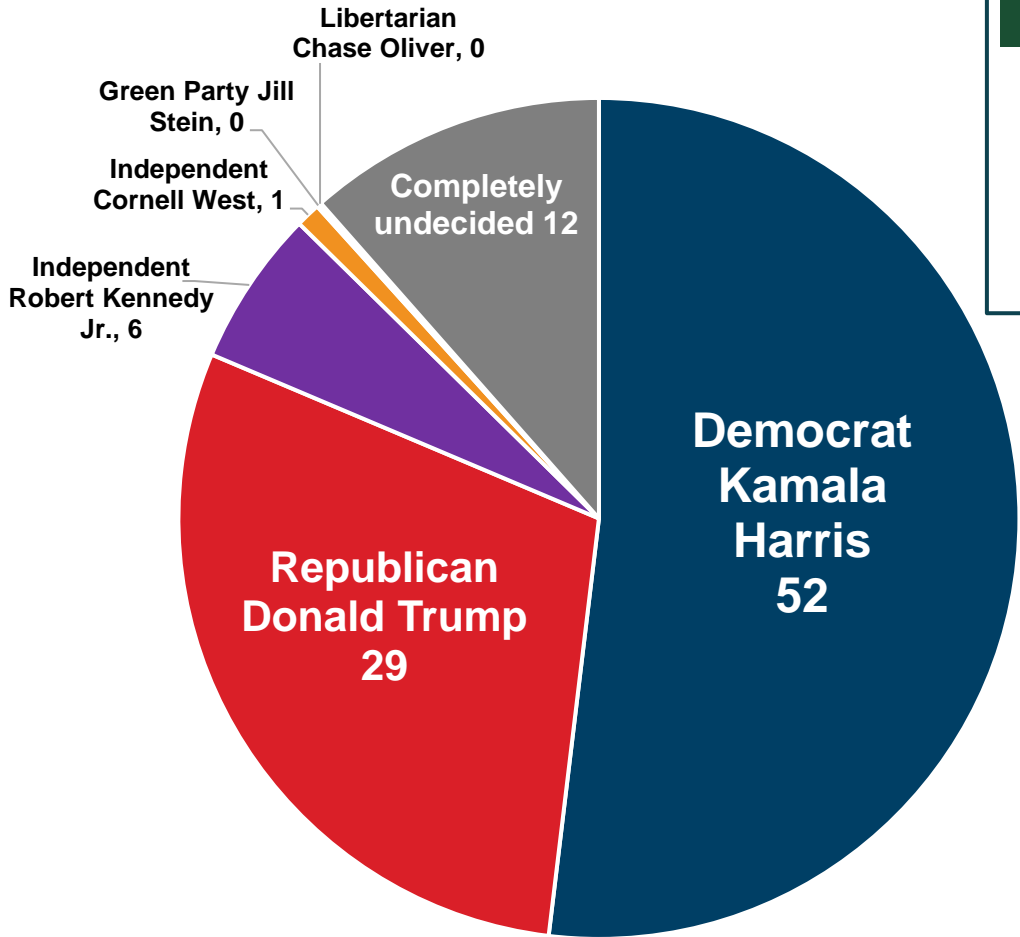


**US House Vote Choice: Thinking about your local election for U.S. House of Representatives in your state who will represent you in Congress in Washington D.C. Do you plan to vote for:**



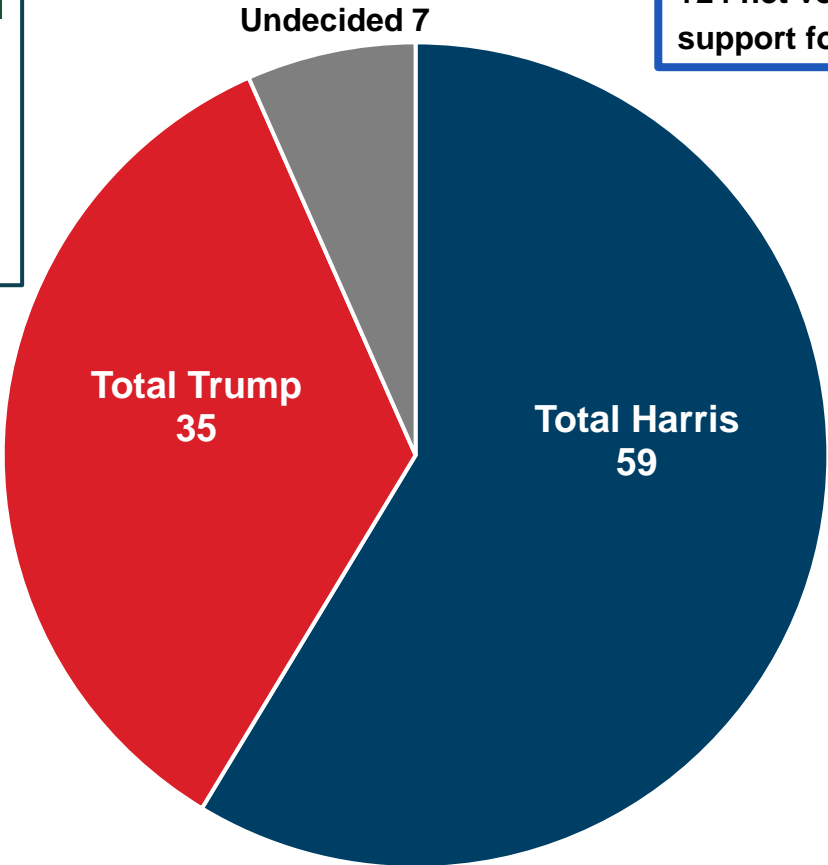
# Latino Presidential Vote Choice

## Multicandidate



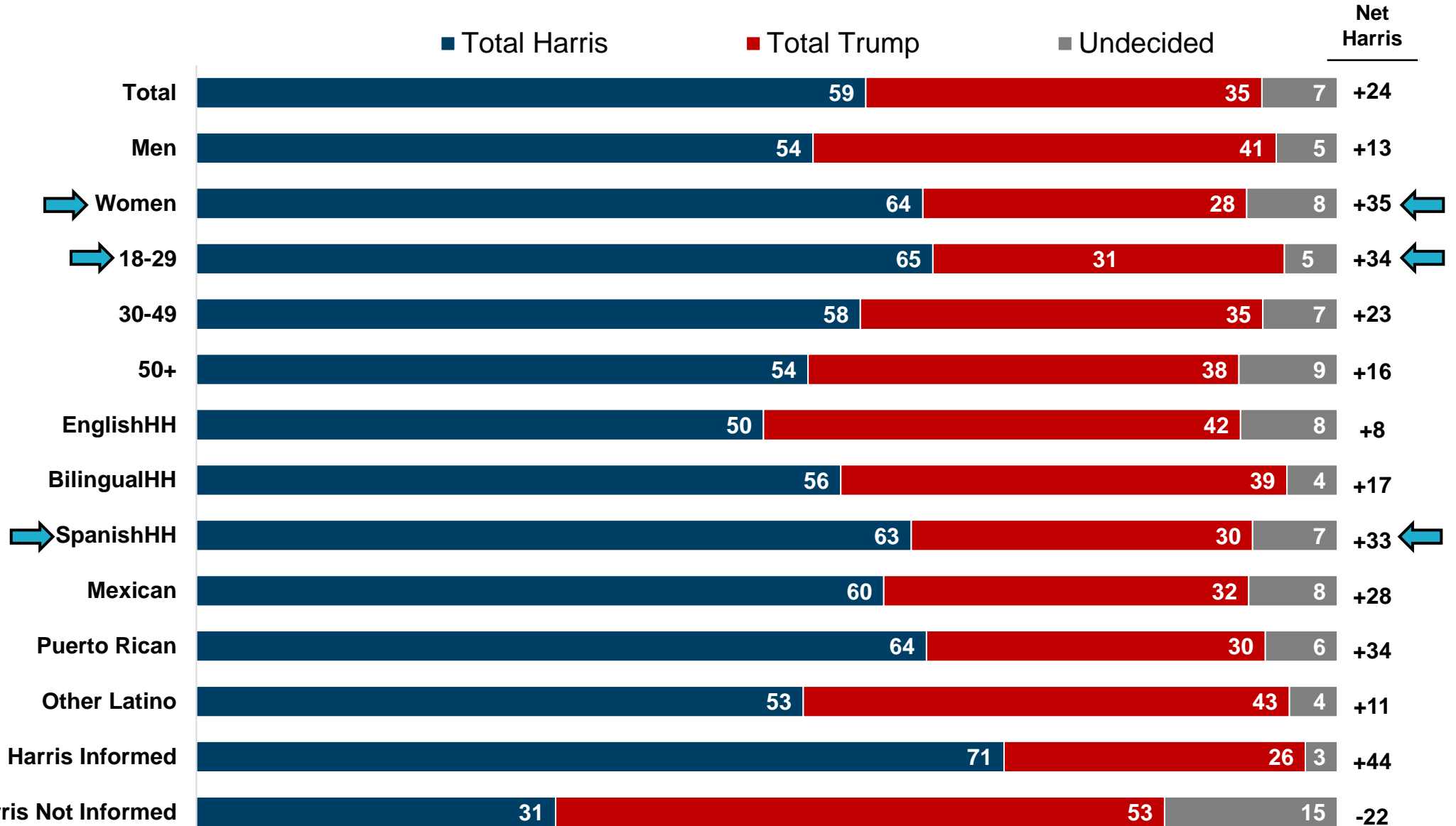
**June 6, 2024**  
**Latino poll:**  
**Biden 46**  
**Trump 41**

## Combined 2-way vote



**+24 net vote support for Harris**

# Latino Presidential Vote Choice – Combined Total





# NATIONAL SURVEY OF LATINO VOTERS