

July / 2024

Latin Lens

A REPORT ON HISPANIC/LATINO VOTERS

METHODOLOGY

Global Strategy Group conducted an online and text-to-web survey among **700 Hispanic registered voters nationwide**.

The poll was in the field between June 20 - 25 2024 and has a confidence interval of +/- 3.7%.

ABOUT THIS STUDY

Global Strategy Group's Hispanic Thought Leadership Survey, is intended to take the temperature of Hispanic and Latino Americans on political issues, social attitudes, and voting behavior.

Key Findings

Key Findings: The Economy

- Hispanic voters' assessment of the U.S. economy and their local economy are negative. 7 in 10 rate the national economy negatively; and women in particular are dissatisfied with the state of the national and local economies.
- This dissatisfaction with the state of the economy makes Hispanics uneasy with their personal finances. Over one-fourth of voters feel very uneasy, and another third are somewhat uneasy.
- Inflation, wage stagnation, and utility costs are the most troubling economic factors that Hispanics face; and the economic situation for retirees is particularly worrisome for older voters.
- The biggest hurdles Hispanic voters face in working towards financial stability and security are high housing costs (both rent & mortgages), low wages, high interest rates, and unlike other voters, having to support other family members financially.

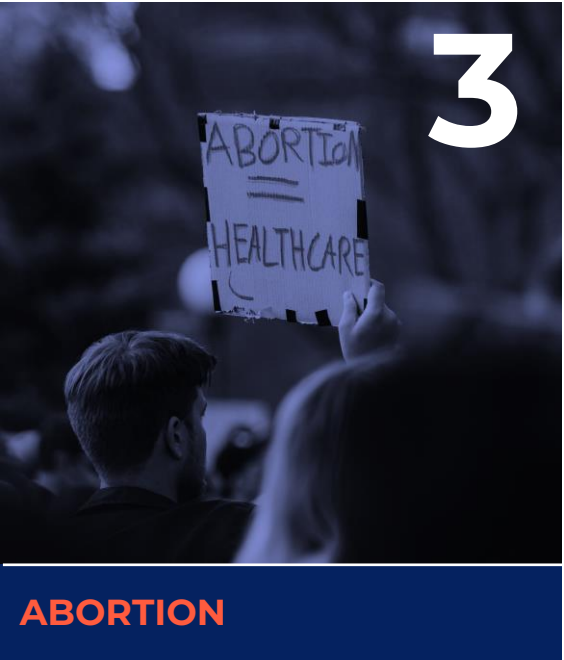
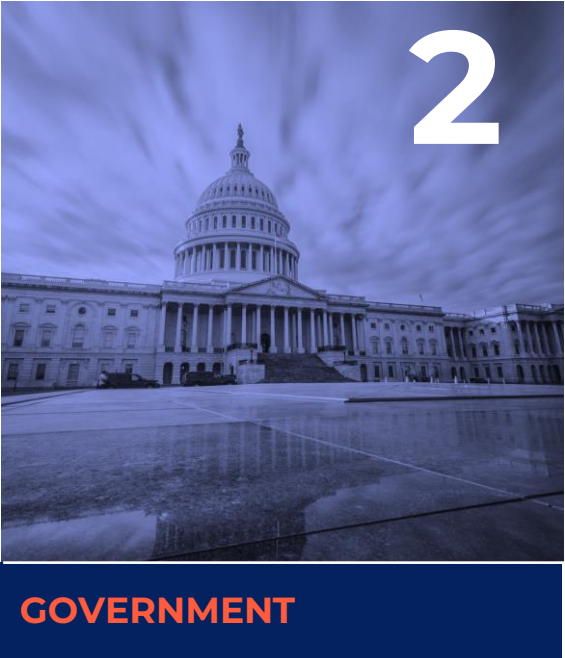
Key Findings: Government

- Hispanics' ideal government is one that values personal freedoms, rights, and is transparent and free of corruption.
- As expected, Hispanic voters by far prefer a democratic government, and believe it has much more of a positive impact on its citizens than a communist government would.
- Hispanic voters want their government to respect the rights of all of its citizens and provide equality for all. Majority of Hispanic voters, and especially 1st generation Americans, believe that the government has a duty to provide basic living standards, like livable wages and affordable health care.
- While Hispanic voters want to see government provide basic needs for its citizens, there is a fine line to walk, as they do not want them involved in their personal lives. 3 in 4 voters say that the U.S. is too involved in their personal decisions and is too controlling, and majority believe that the government is doing more harm than good. This sentiment is reflected by a plurality of voters' perception that the U.S. moving towards socialism - especially immigrants and older voters.
- Despite underlying concerns around socialism, Hispanic voters prefer a candidate who wants to lower taxes for the middle-class and make corporations pay their fair share over a candidate who is focused keeping socialism out for the U.S. Moreover, majority of voters are concerned that the Republican Party will go too far in cutting important programs and services like education, Medicare, and Social Security.

Key Findings: Abortion

- The issue of abortion is top of mind for Hispanic voters, as nearly half say that the issue is very important to their vote in 2024, and another third say that it is somewhat important.
- While most Hispanic voters identify as Catholic or Protestant, the Catholic Church's opinions on abortion do not impact their views (70% not important).
- Super majorities of Hispanics believe abortions should be legal and a protected right in the U.S., including a majority of Catholics and Protestants alike.
- Majority of Hispanic voters do not want government to have control over their families' personal decisions. Abortion bans are far more concerning to Hispanics than the prospects of “unlimited abortions.”
- Intense support for abortion rights transcends this topic, as Hispanic voters believe that the women should have the right to do whatever is best for them and should have access to wide array of reproductive care including, birth control and IVF.

In This Report

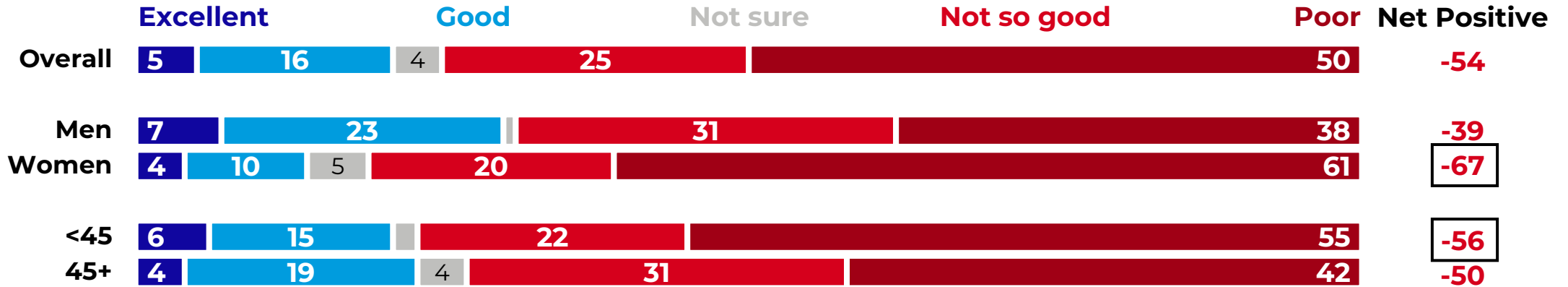


SECTION ONE

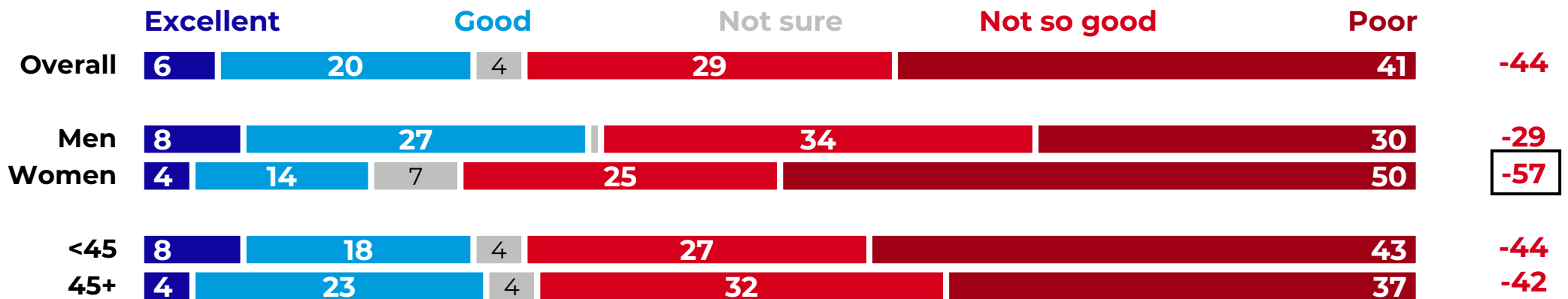
THE ECONOMY

Attitudes towards the national and local economy are sour, particularly among women and younger voters

State of the U.S. Economy

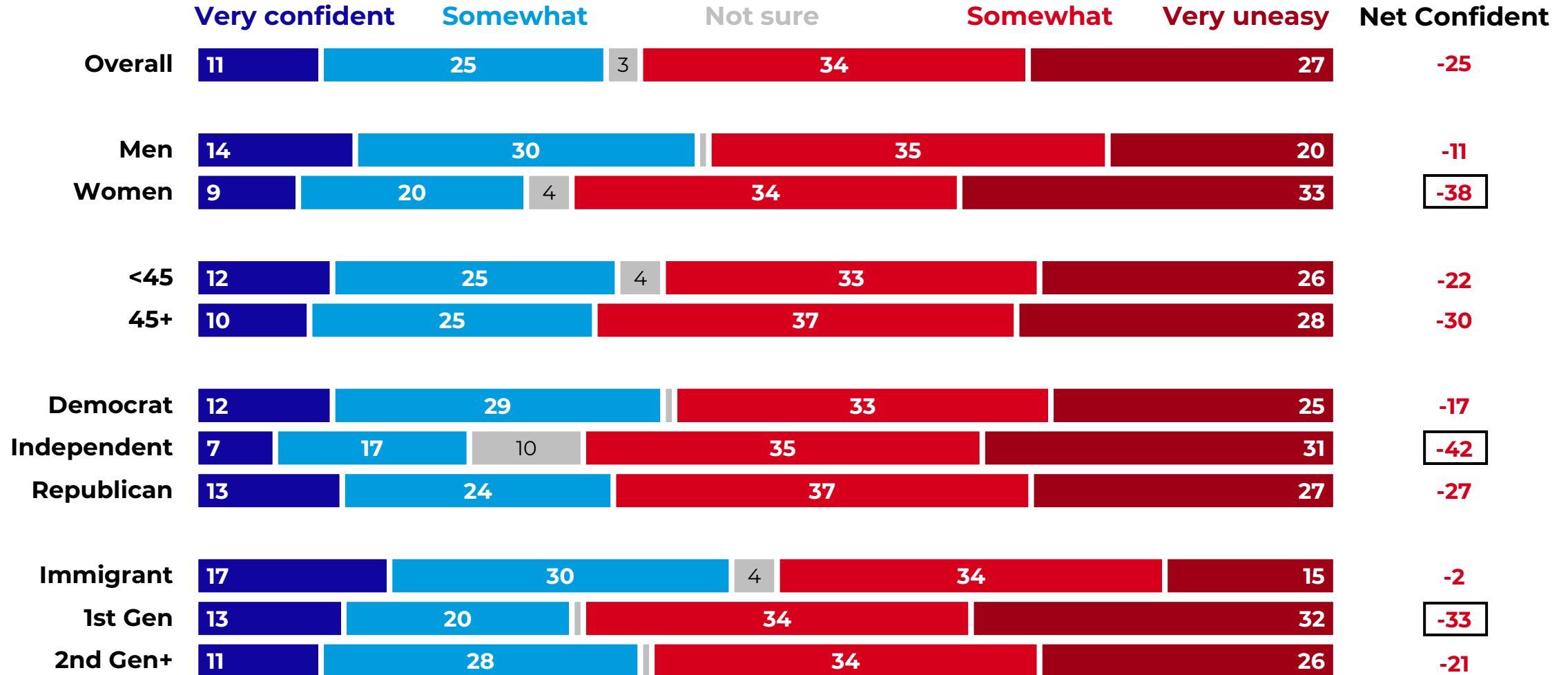


State of the Local Economy



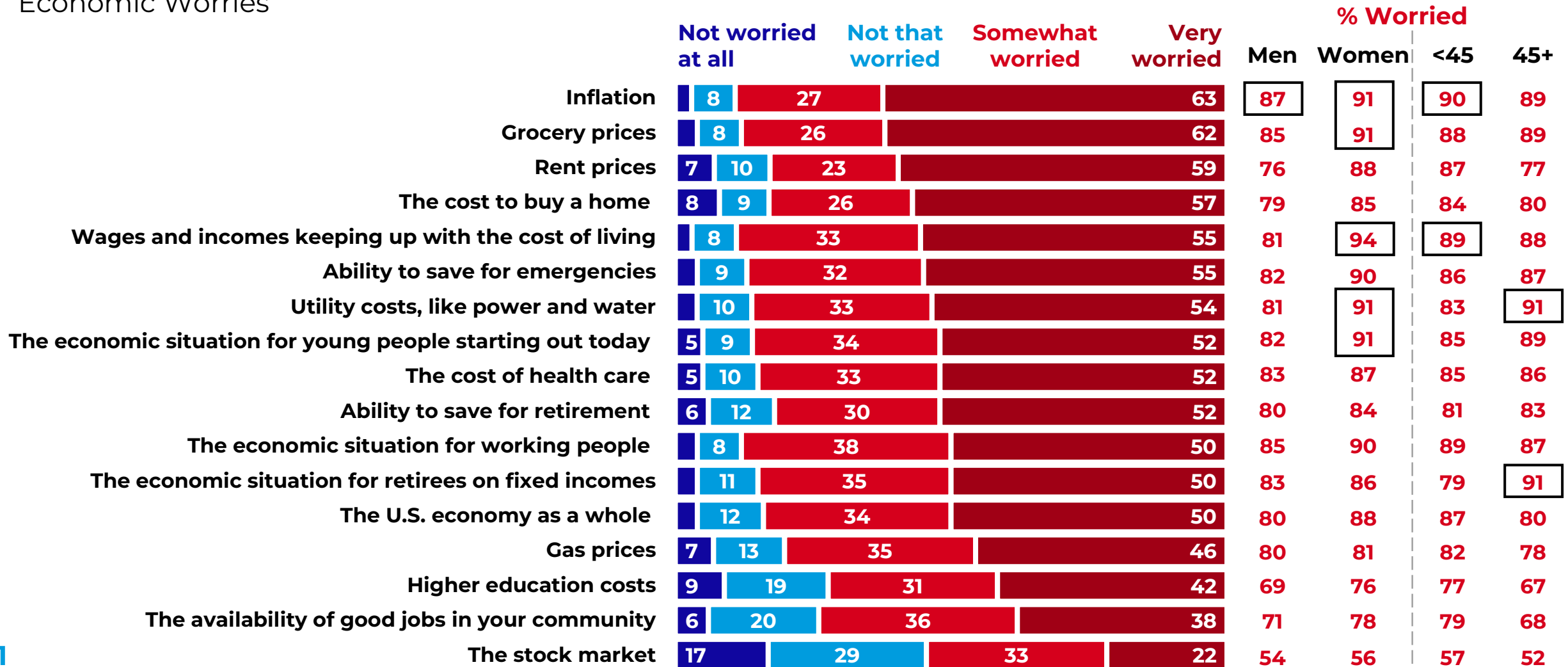
Pessimism on the economy contributes to voters' uneasiness of their own personal finances. Hispanic women and younger voters are particularly anxious

Personal Financial Situation



Hispanics are particularly worried about inflation, grocery prices, wages stagnating and the economic standing of working people

Economic Worries



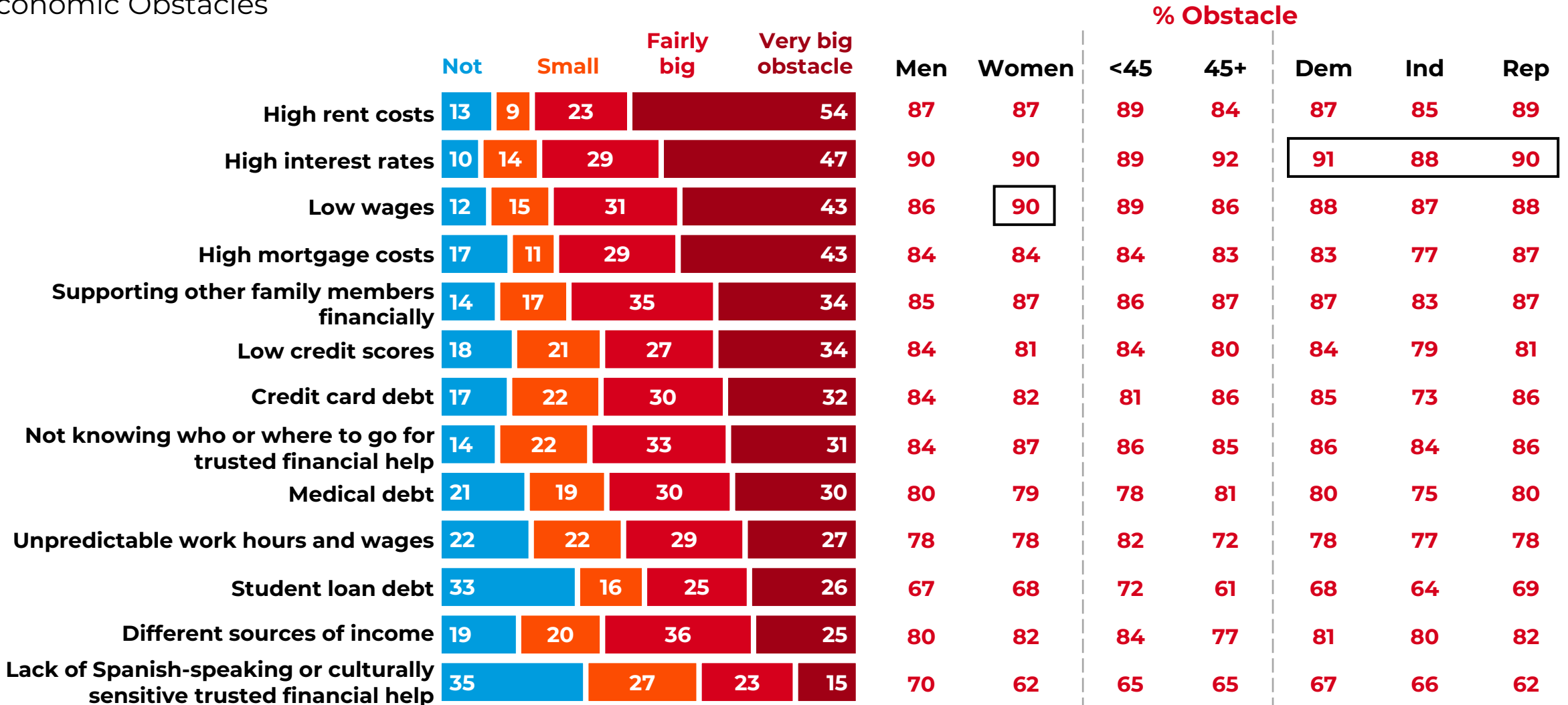
Affordability is Hispanics' primary concern; an age divide exists as younger voters are concerned with their ability to purchase a home, while older voters have healthcare and retirement concerns

Top Economic Concerns

	% top three concerns	% Concerned			
		Men	Women	<45	45+
Affording basic expenses and keeping up with the rising cost of living	49	43	53	46	52
Being able to retire comfortably and with dignity	29	29	29	25	35
Being able to financially provide for those that depend on me	26	27	26	25	28
Affording the cost of health care	25	23	27	19	32
Having the opportunity to buy a home for myself or my family	21	18	23	28	11
Providing my children with the same or better opportunities that I had	20	18	21	22	17
Being able to access Social Security when I need it	17	15	19	11	25
Finding and keeping a good paying job	16	15	17	21	9
Having the opportunity to succeed and get ahead	16	15	17	19	12
Caring for my loved ones as they get older	15	16	14	17	12
Losing my job	11	16	7	12	9
Being able to pay off my mortgage	11	15	7	9	13
Losing my savings and investments in the stock market	9	11	8	7	12
Paying off student debt or affording college for my family	9	8	9	11	5
Foreclosure or bankruptcy	5	5	4	5	5

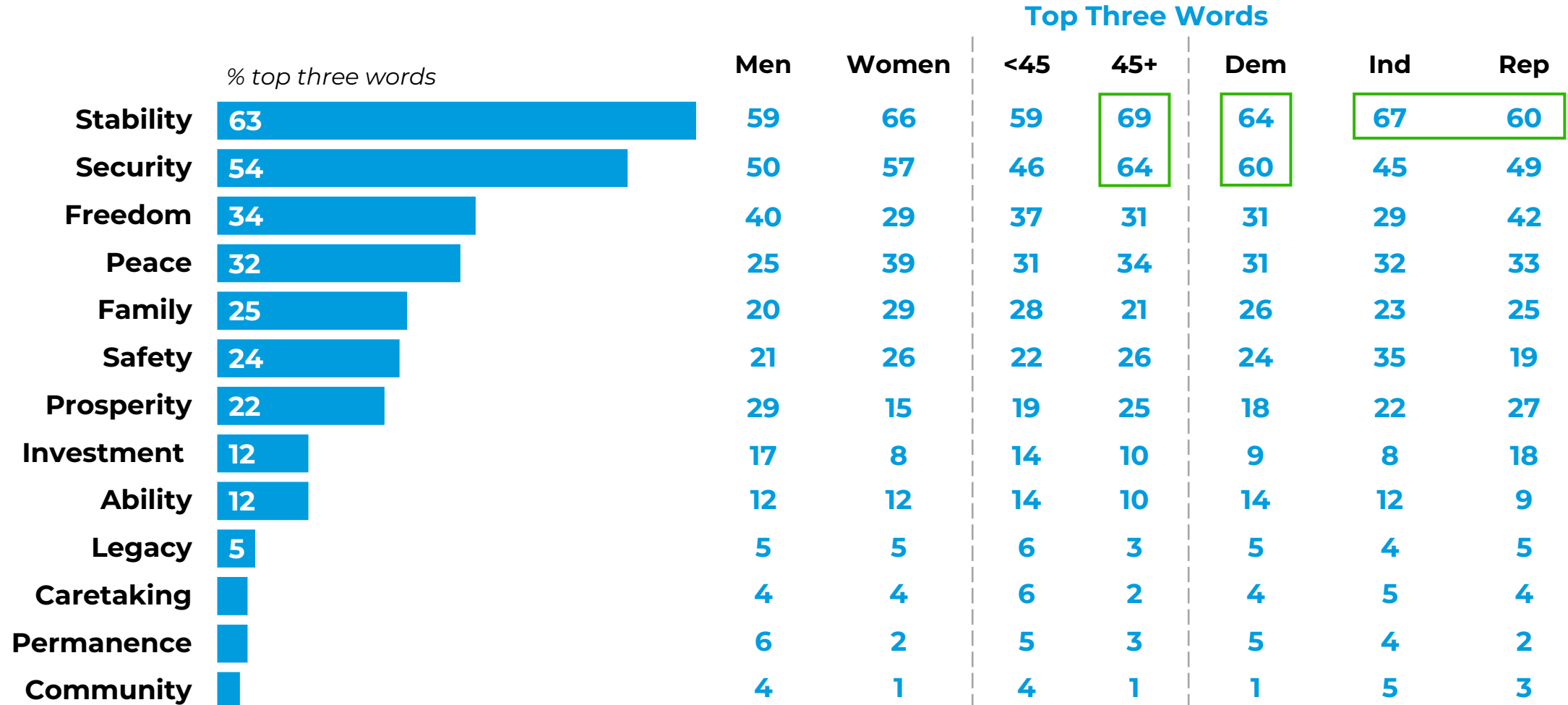
Hispanic voters believe that high interest rates, low wages, and high rent are the largest barriers they face to feel financially stable; supporting family members ranks highly

Economic Obstacles



Consistently, Hispanics describe financial success as security and stability

Top Words That Describe What Being Financially Stable Means

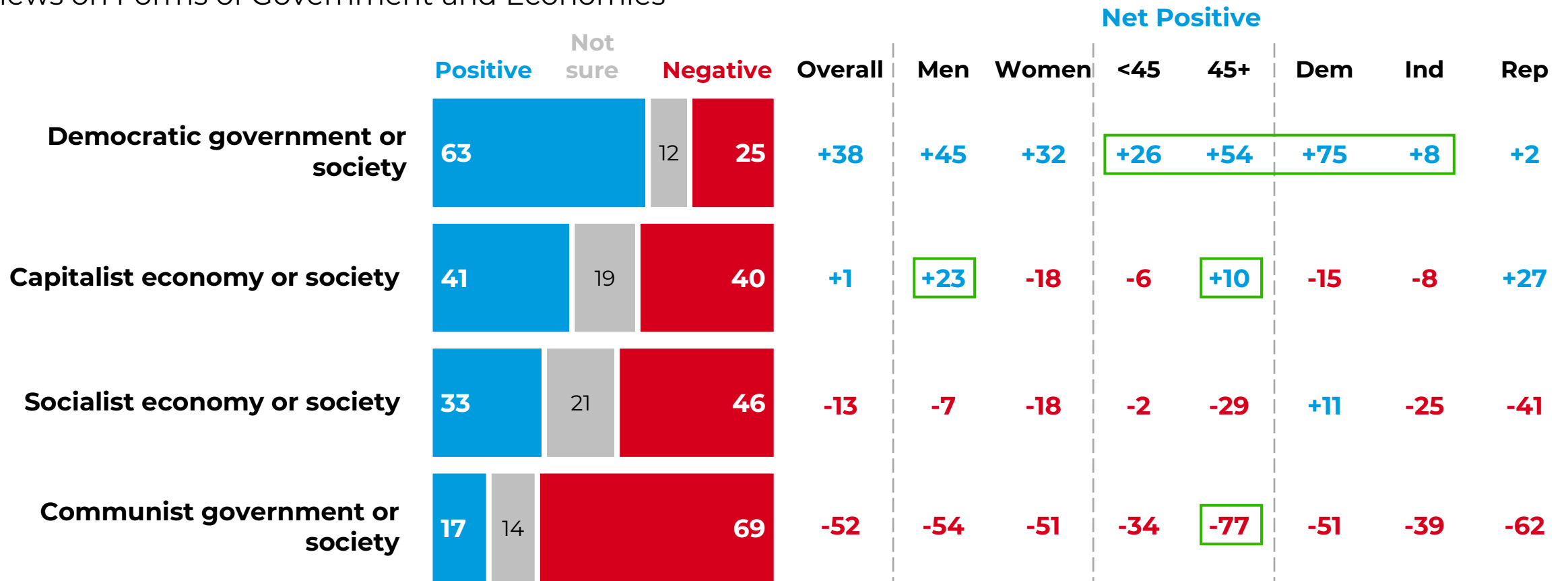


SECTION TWO

GOVERNMENT

Across the board, Hispanic voters find a democratic government popular; older voters especially detest communist governments. Men and older voters are most warm to capitalism

Views on Forms of Government and Economies

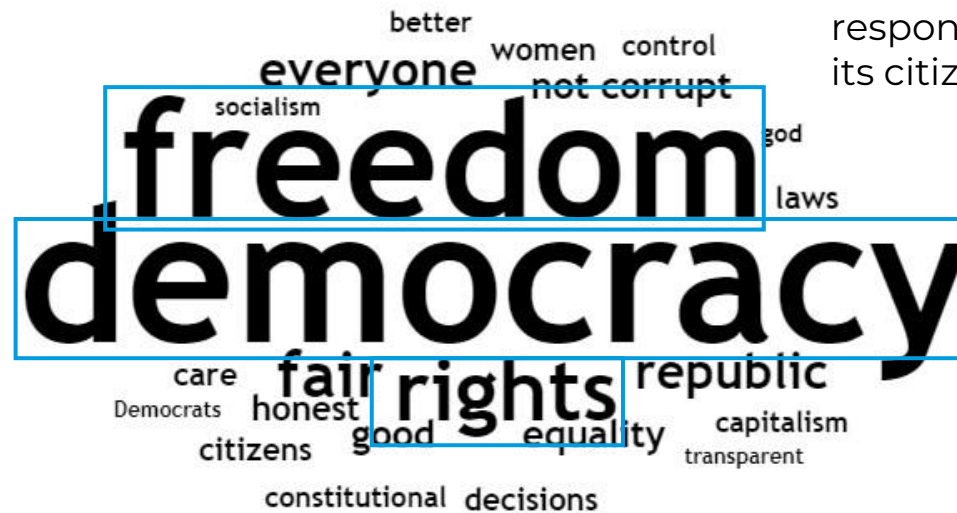


Hispanics' ideal government is democratic and values personal freedom and rights

What word or phrases would you use to describe your ideal form of government? (Open End)

“Democracy, freedom of **personal rights**, **uncorrupted**, supportive and **accepting of all people**.”

“In my opinion, an ideal form of government would strongly emphasize **democracy**, ensuring **representation**, accountability, **transparency**, and responsiveness to the needs and rights of its citizens.”

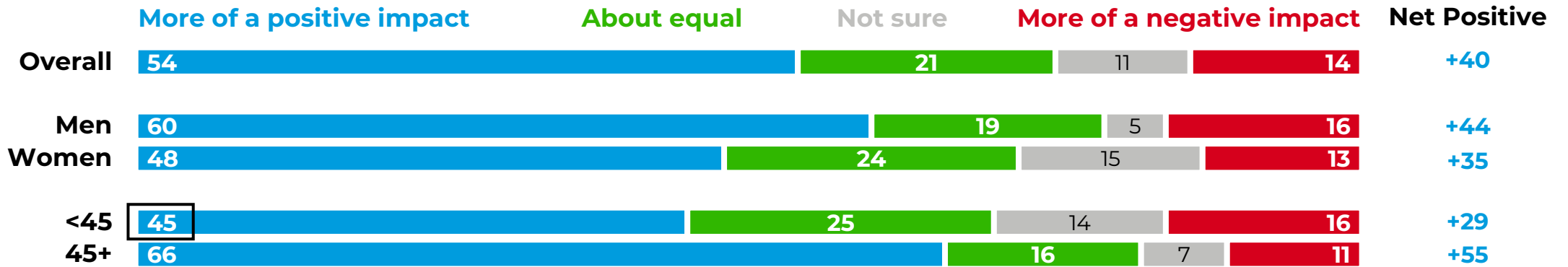


“Government regulating what harms their citizens, however, **giving citizens freedom and equality for all**.”

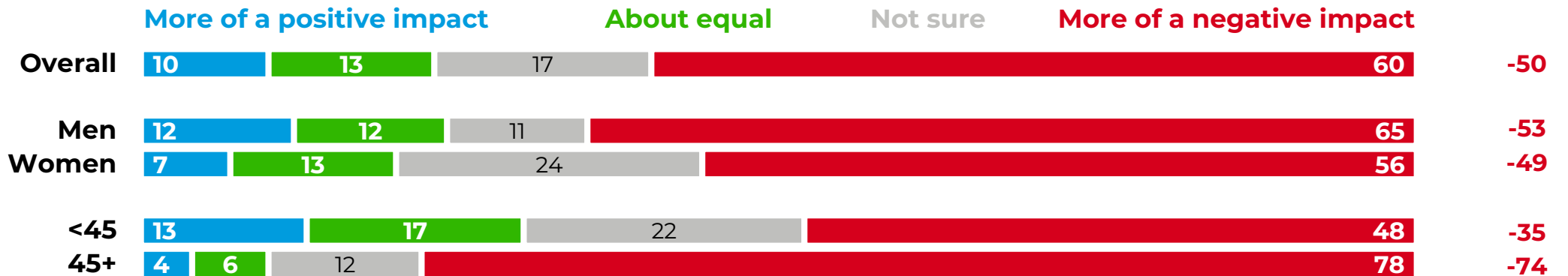
“A constitutional **republic that respects the rights of its citizens**.”

While democracy is seen in a far better light than communism, the negativity around communism is not nearly as stark with younger Hispanic voters

Impact of Democracy

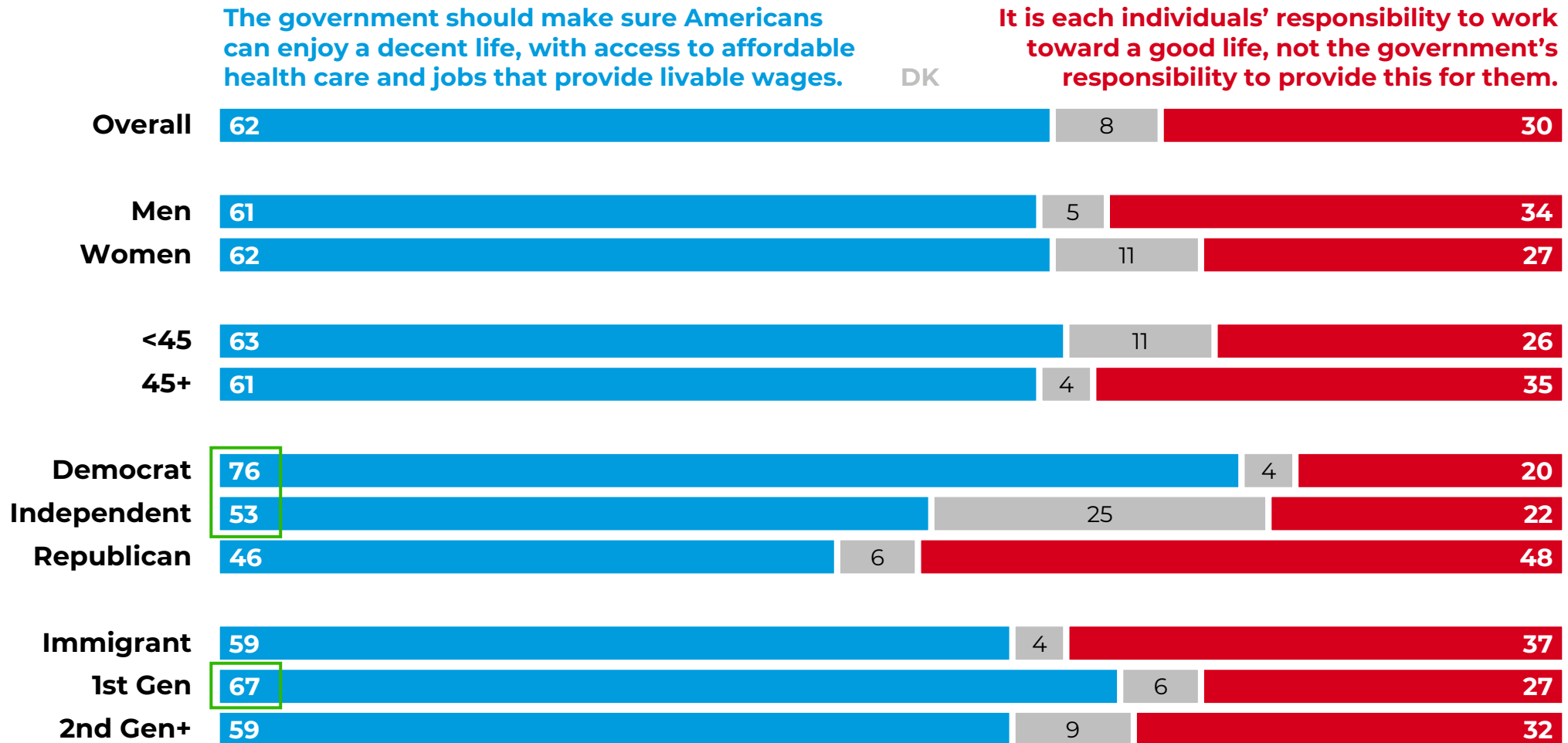


Impact of Communism



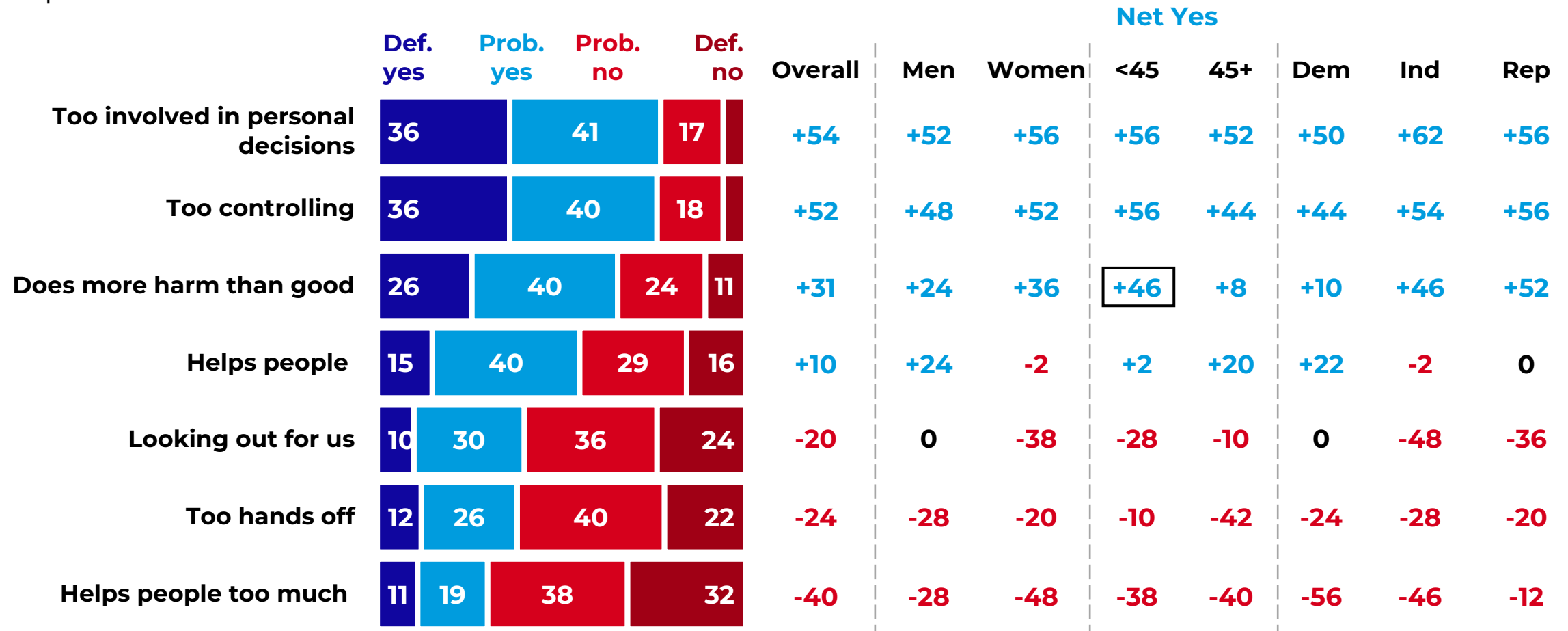
Rather than it being individuals' responsibility, Hispanics believe the government has a duty to provide foundational services and economic stability

Which of the following statements do you agree with more?



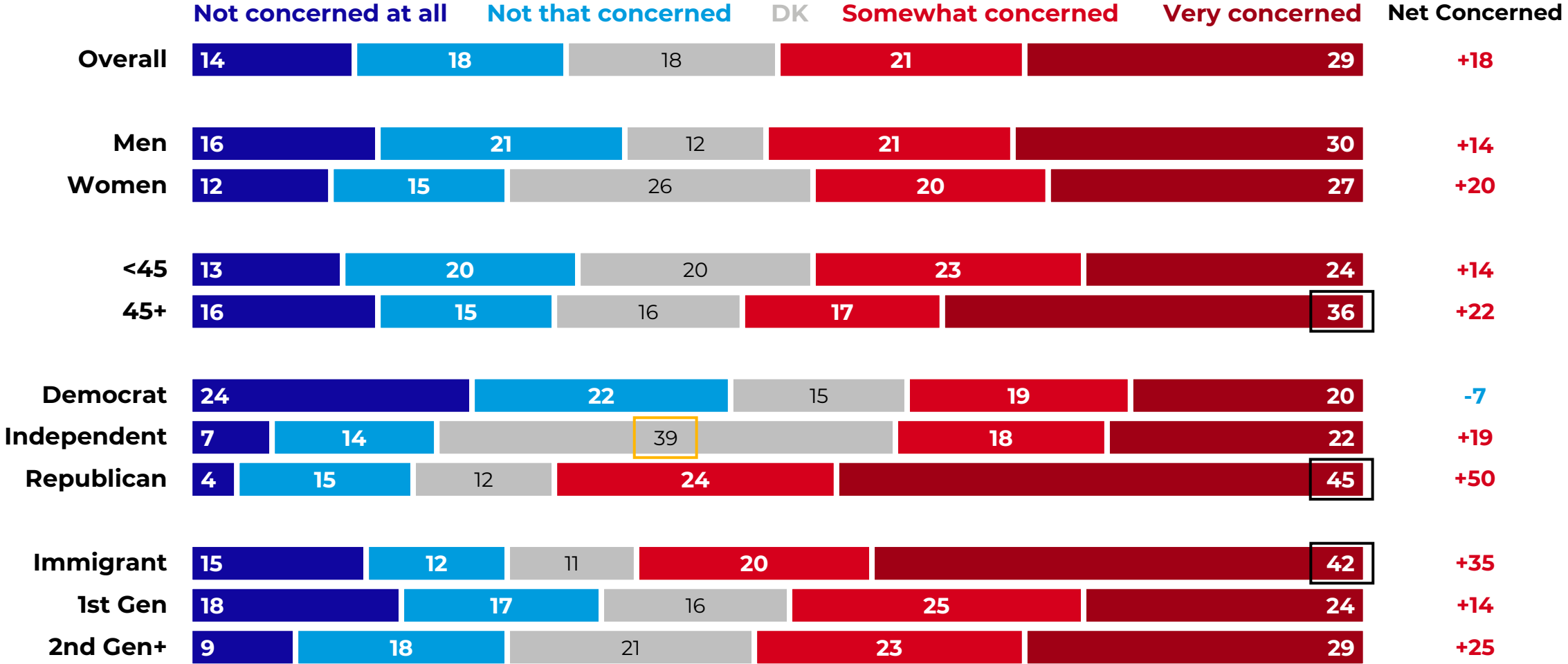
While Hispanics want to see the U.S. government provide basic needs, there is a line that they don't want it to cross, as over three-fourths believe that it's too involved in personal decisions and controlling

Descriptions of the U.S. Government



Nearly half of Hispanic voters are concerned about the U.S. moving towards socialism

How concerned are you about the U.S. moving towards socialism?



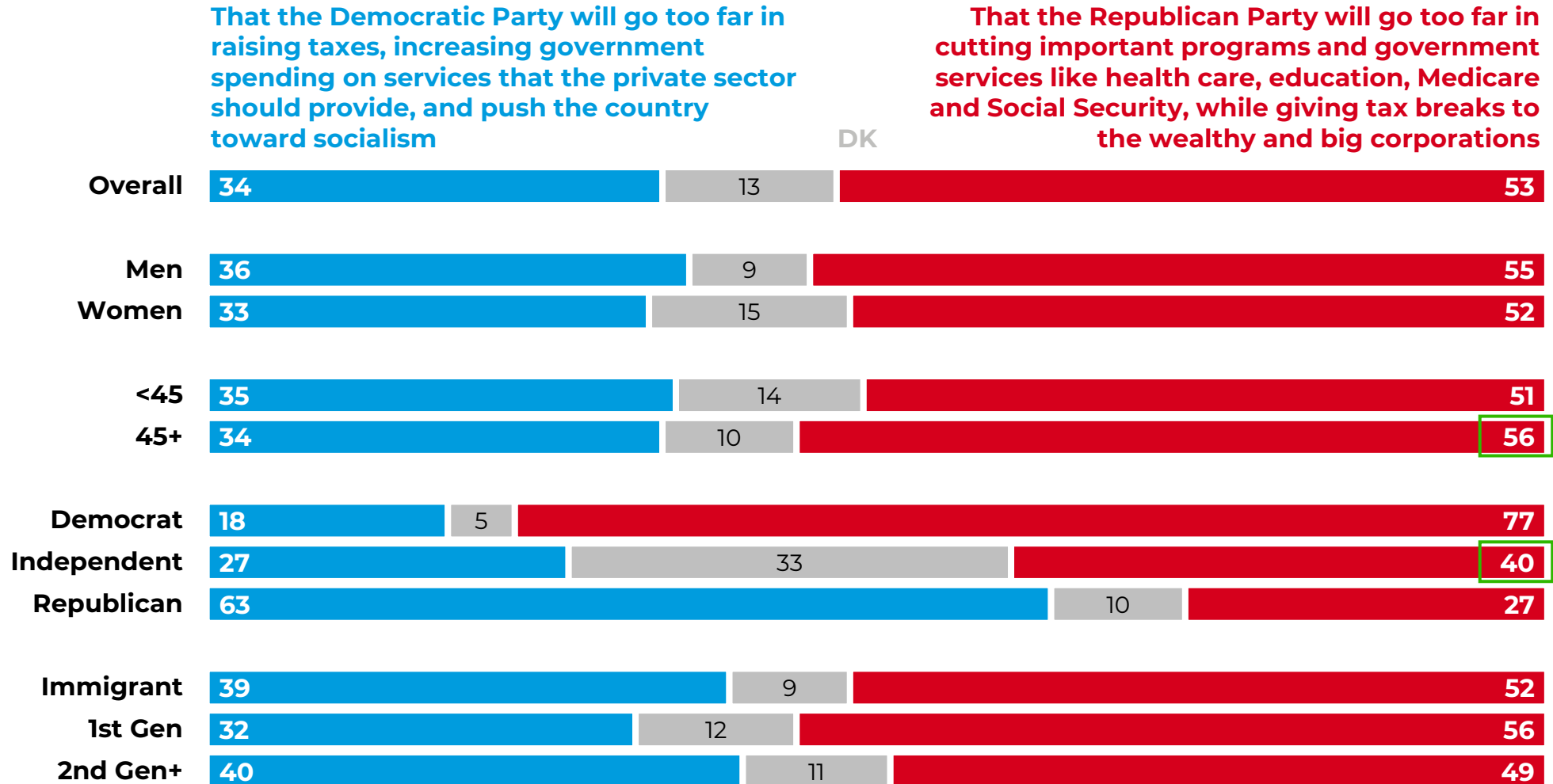
Hispanics believe socialism will increase taxes, give government too much power, and will lead to corruption. Women are notably concerned about these the potential outcomes

Statements About the U.S. Government Moving Toward Socialism

	Concerning			Overall	Net Concerning							
	Not concerning	Somewhat concerning	Very concerning		Men	Women	<45	45+	Dem	Ind	Rep	
Would give too much power to the government	17	10	20	53	+56	+52	+58	+55	+56	+39	+52	+81
Would mean higher taxes	17	11	24	48	+55	+49	+63	+57	+54	+45	+52	+72
Could lead to corruption	18	9	22	51	+55	+55	+56	+52	+59	+42	+55	+73
Would lead to less individual freedoms	18	11	22	49	+53	+47	+59	+50	+55	+42	+50	+70
Could lead to dictatorship	19	11	17	53	+51	+46	+54	+49	+51	+39	+42	+70
Would lead to government-dictated limited choices	19	12	23	46	+50	+43	+57	+52	+48	+34	+55	+71

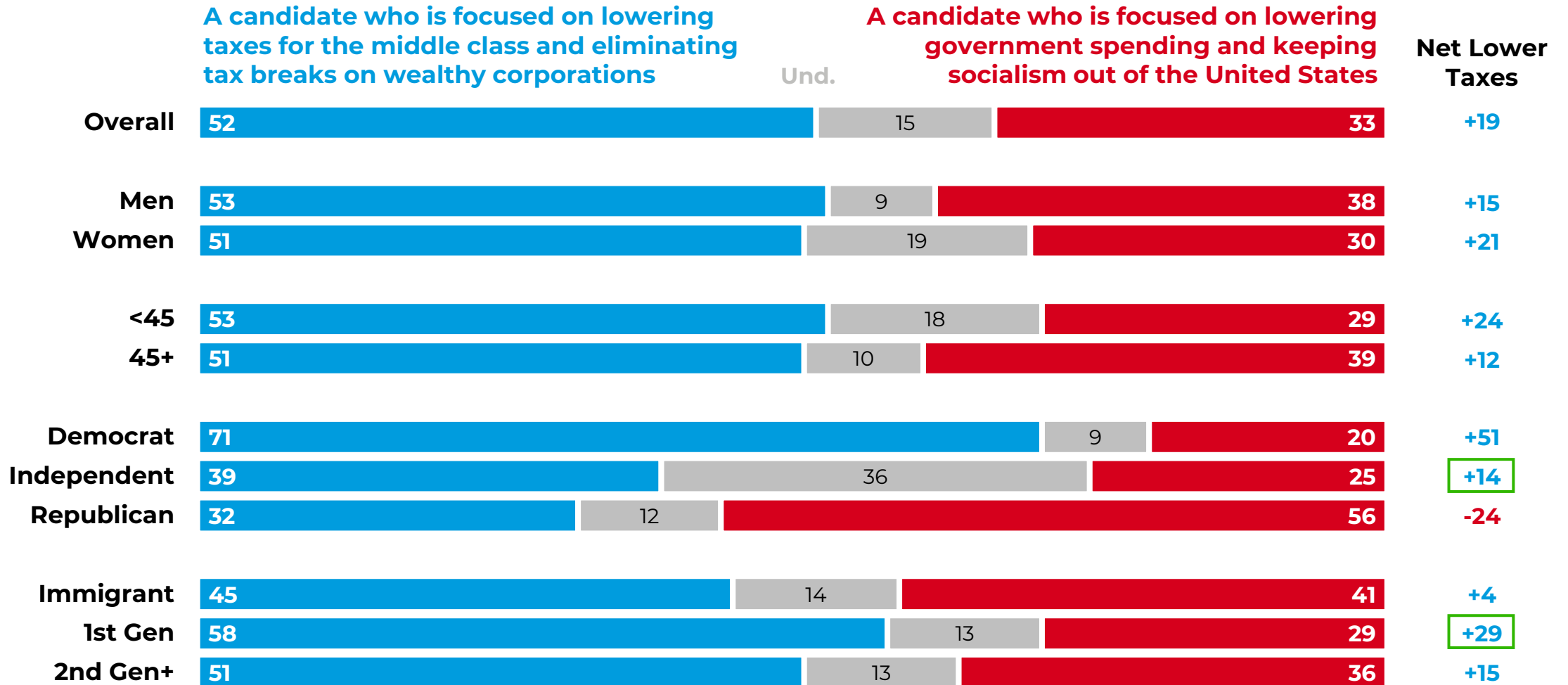
Despite this, Hispanics are more concerned with Republicans cutting services and giving tax breaks to the wealthy than they are about Democrats pushing the country towards socialism

Which of the following concerns you more?



A majority support a candidate who is focused on lowering taxes on the middle class while eliminating tax breaks for the wealthy

Who would you be more likely to support if this were all you knew about them?

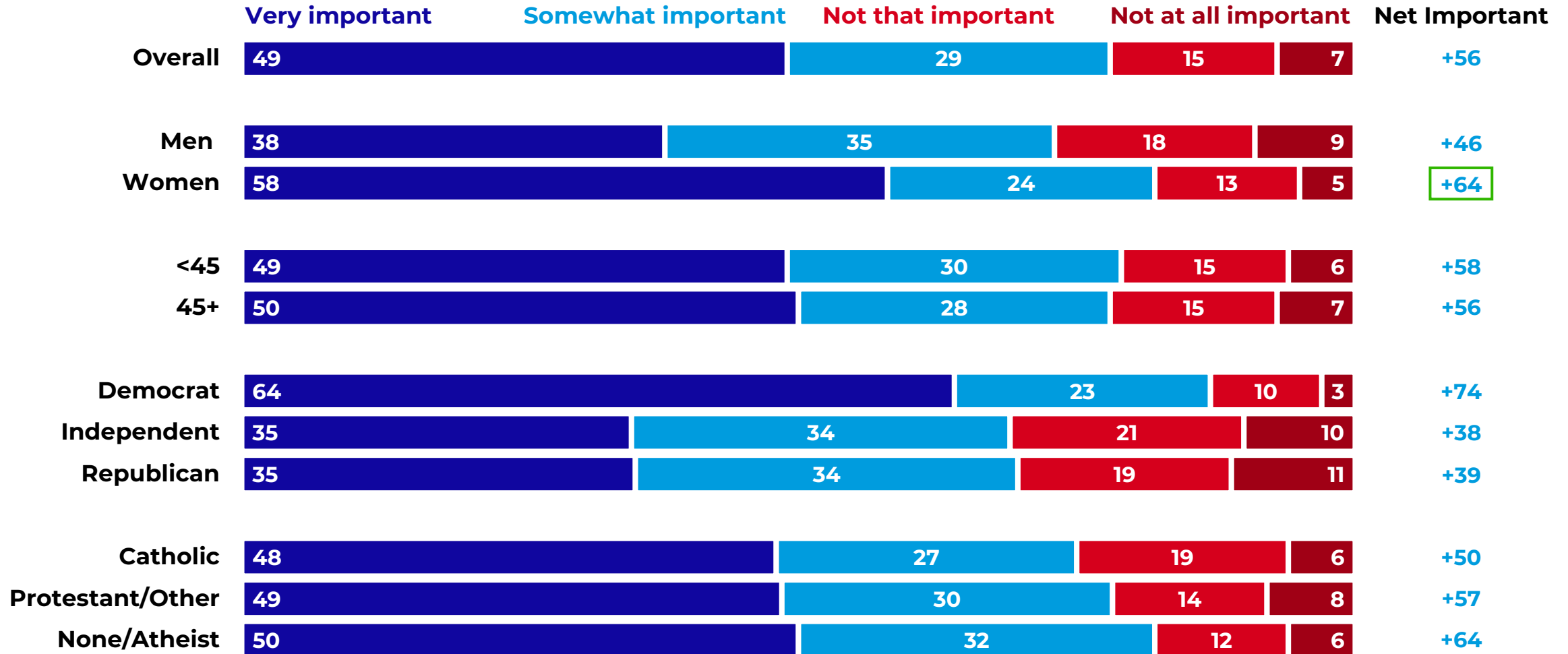


SECTION THREE

ABORTION

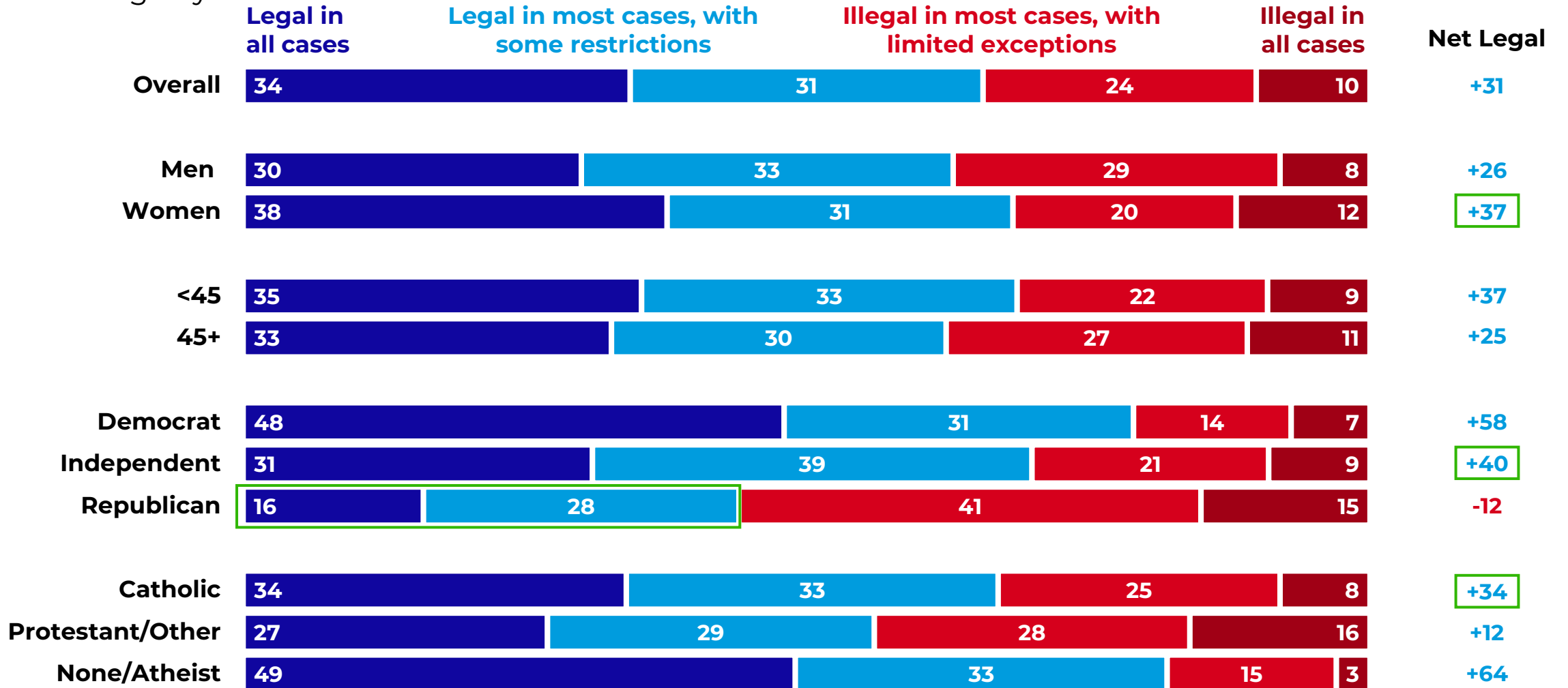
Abortion is top of mind for voters - nearly eight-in-ten voters say that abortion is an important issue in determining how they will vote in November

How important is the issue of abortion to your vote in 2024?



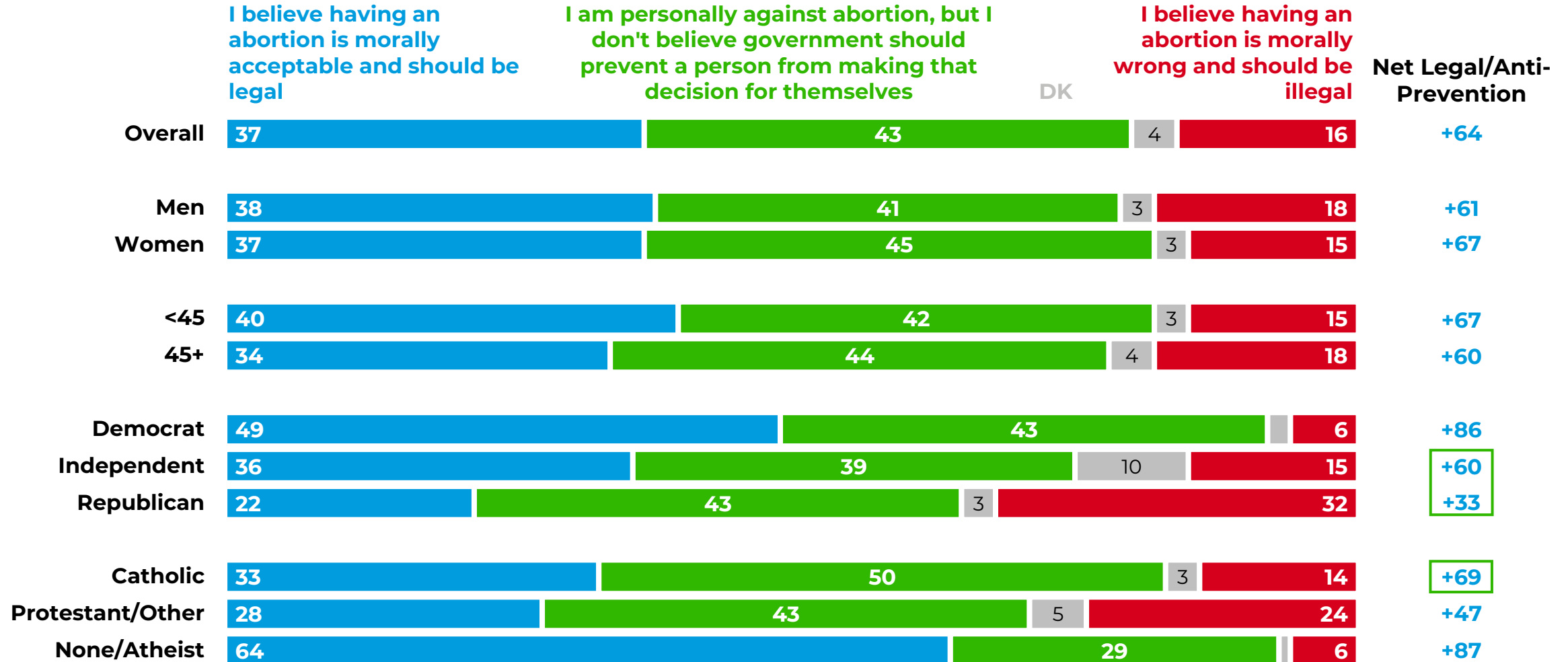
Three-in-five Hispanic voters believe abortion should be legal in some or all cases. Support for abortion rights is just as high among Catholics

Abortion Legality



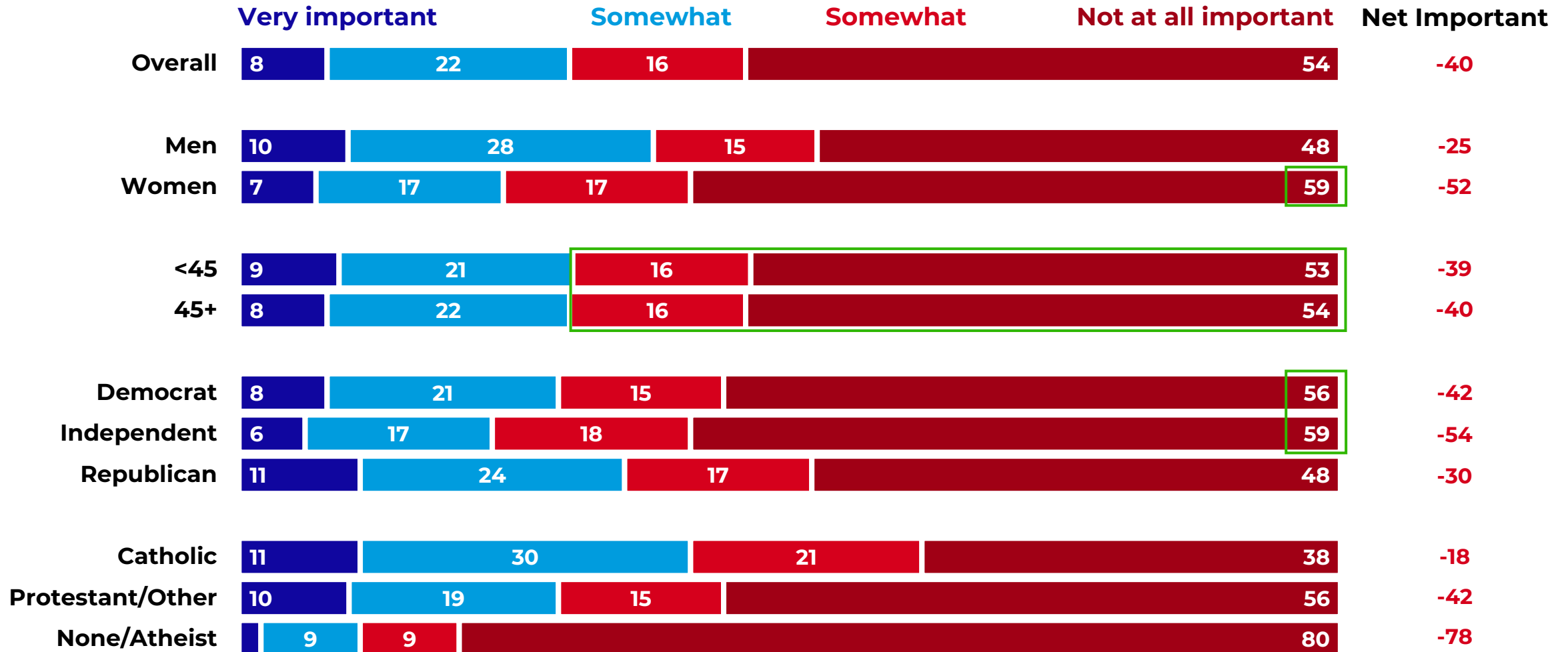
A plurality of Hispanics are personally against abortion, but believe government should not make personal decisions for people

Abortion Legality



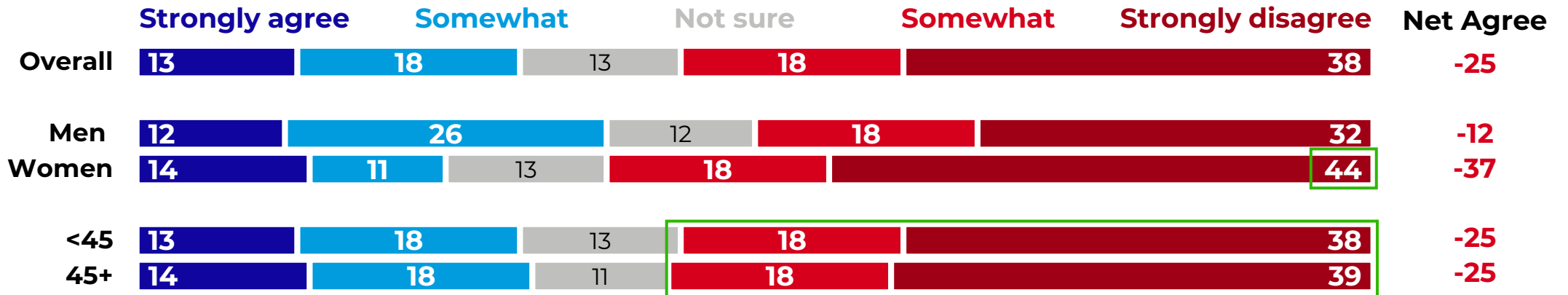
A majority of Catholics say the Church's opinions do not shape their political views

How important are the Catholic Church's opinions in shaping your political views?



Majority of Hispanics disagree with the Church's stance on abortion, and even more say the Church's opinion is not a factor in shaping their personal beliefs on the issue

Many leaders of the Catholic Church are against abortion. How do you feel about that?

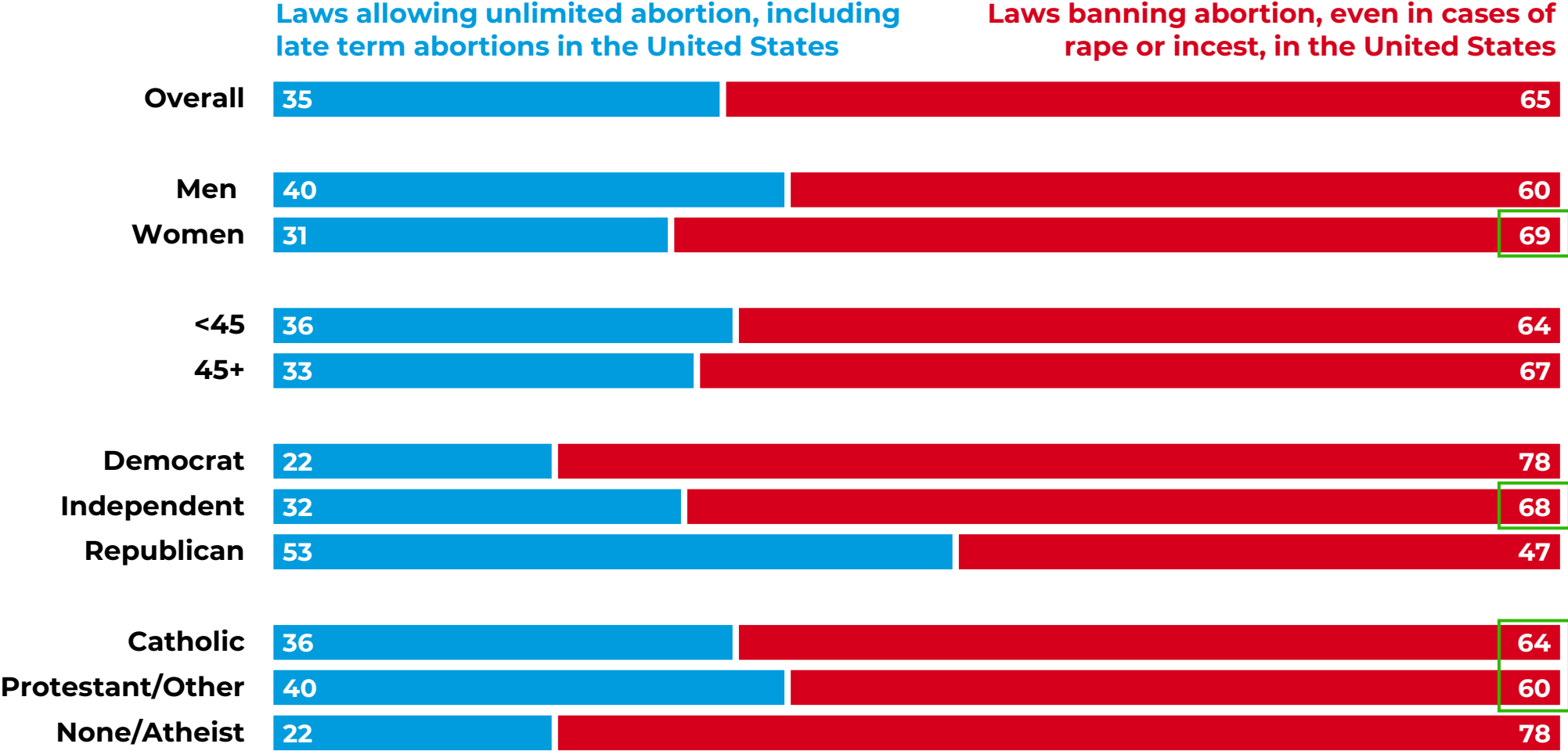


How important are the Catholic Church's opinions on abortion in shaping your views?



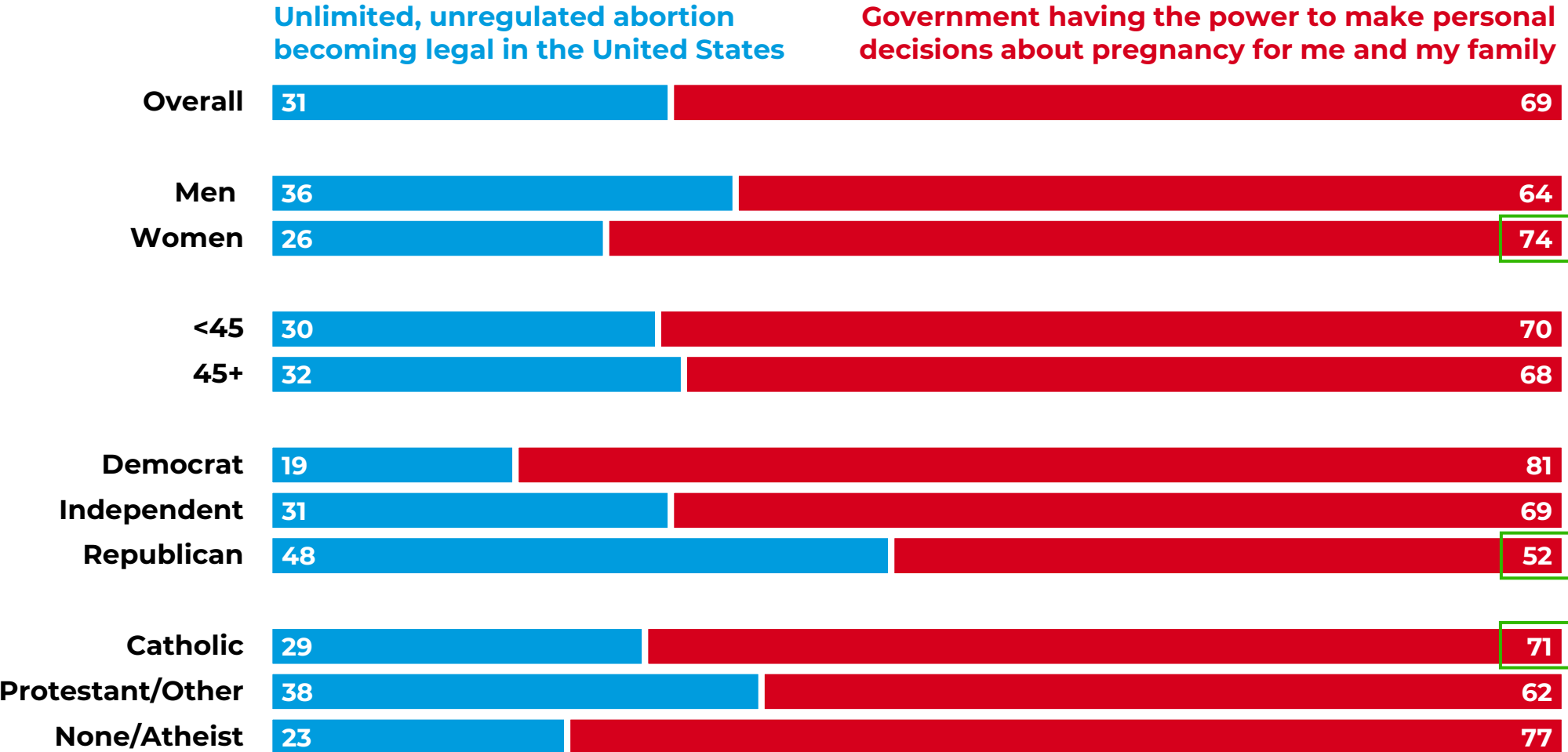
Hispanics are more perturbed by banning abortion without exceptions than they are of “unlimited abortion”

Which of the following concerns you more?



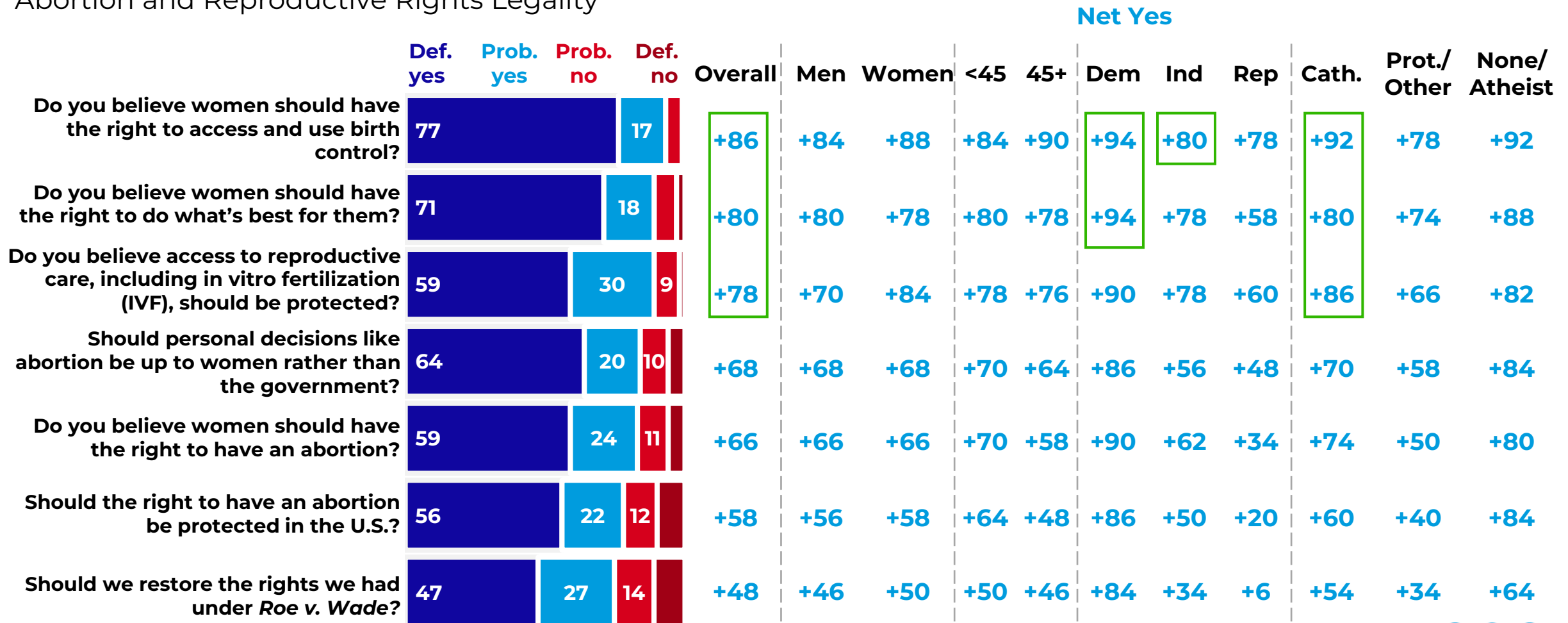
Hispanics, including Republicans, are more concerned by government's power to make personal decisions than unregulated abortion becoming legal

Which of the following concerns you more?



Almost all Hispanics believe in securing reproductive rights for women. Highest support is for women to have the right to access birth control, IVF, and to do what's best for themselves

Abortion and Reproductive Rights Legality



Thank You

Latin Lens

A REPORT ON HISPANIC/LATINO VOTERS