

FIU LATINO POLL

Polling the Latino Perspective Across the United States



The **FIU Latino Poll** is powered by the **Latino Public Opinion Forum (LPO Forum)**

The **LPO Forum** is a collaborative initiative between:

Jack D. Gordon Institute for Public Policy

Adam Smith Center for Economic Freedom

Kimberly Green Latin American and Caribbean Center.

Steven J. Green School of International and Public Affairs

Key Findings

- **High Voter Engagement:** Over 80% of Latino respondents are likely to participate in the 2024 presidential election.
- **Mixed Outlook on the Nation:** While nearly 50% express concerns about the country's direction, these concerns are more pronounced among younger voters.
- **Economic Concerns:** Inflation and job security are the top concerns, particularly among older participants, with women showing heightened concern about inflation.
- **Partisan Leaning:** The Latino community shows a Democratic lean, with 48% identifying as Democrats, though younger voters are increasingly identifying as independents.
- **Party Alignment:** 59% feel the Democratic Party aligns with their values, but 32% believe they are better represented by the Republican Party.

Key Findings

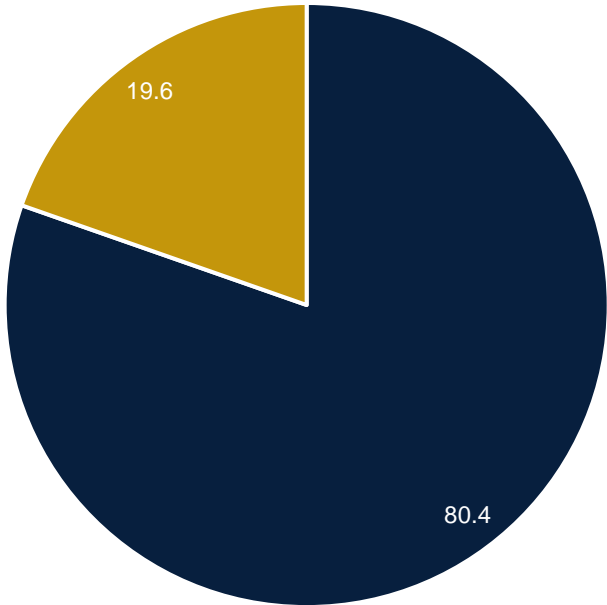
- **Mixed Views on Immigration:** While 39% support stricter border control measures, including a U.S.-Mexico border wall, opinions on mass deportation are split, with younger and Democratic-leaning individuals showing significant opposition.
- **Trending Away from Major Parties:** Rather than moving from Democratic to Republican, the survey shows a trend away from major parties, especially among younger Latinos who are disengaging from traditional party lines.
- **Support for Presidential Candidates:** Vice President Kamala Harris maintains strong support, with 56.9% intending to vote for her, particularly among female respondents, compared to 33.4% for former President Donald Trump.
- **Limited Impact of Celebrity Endorsements:** Celebrity endorsements from figures like Bad Bunny and Taylor Swift have minimal influence on the community's voting preferences, as most prioritize policy over personality.
- **Growing Independence:** While the community primarily leans Democratic, there is increasing independence and a focus on personal values, suggesting evolving political engagement in the 2024 election.

Data Sheet Latino Poll October 2024

<p>Geographic Coverage</p>	<ul style="list-style-type: none"> • The sample was composed using a hybrid design, with a fixed number of cases allocated (Minimum 100) to all states. <ul style="list-style-type: none"> • Three (3) states with the highest proportion of Latino voters registered to vote in the upcoming presidential election were randomly selected: California, Texas, Florida. • In order to know the incidence of the Latino vote, 7 states, called "swing states" were included in the design: Michigan, Wisconsin, Pennsylvania, North Carolina, Georgia, Arizona and Nevada. • To make the sample more efficient, all states were given a fixed assignment - n=100 except for Florida, since one of the objectives was to inquire about the voting behavior regarding the Amendments that would be voted on in the 2024 elections. • Once each sample was completed, the data was weighted according to the incidence of Latino voters in each state.
<p>Sample Frame</p>	<p>Phone and email lists of Latino/Hispanic men and women living in the locations defined above, registered to vote, between the ages of 18 and older.</p>
<p>Sample Size</p>	<p>Initially a total sample of 1500 surveys was designed, resulting in 1605 effective surveys. The total sample size implies a margin of error +/-3.1% with a 95% confidence level for the states included in the sample</p>
<p>Data Collection</p>	<p>A hybrid methodology - CATI and WEB-BASED was used to achieve a higher response rate efficiently, as well as a greater representativeness of all the target groups of the study. The resulting proportion was Web-based (75%) and CATI (25%).</p> <p>The sampling frame of the live telephone surveys was the lists of registered voters with an approximate response rate of 18%.</p> <p>The source of the Web-based surveys included independent panels, social media ads, social media handles, and phones. In all cases, the corresponding link was provided. 55% of the people who started the survey completed it.</p>
<p>Questionnaire</p>	<p>The questionnaire was developed by the Latino Public Opinion Forum in both Spanish and English versions.</p>
<p>Field</p>	<p>The Survey was conducted by ASISA Research in 20 days, from October 3 to 26 , 2024</p>
<p>Descriptive Variables</p>	<p>Gender: Male = 46.23% Female = 53.33% Non-Binary –Otro = 0.44</p> <p>Registered to vote in the US =89.2%</p> <p>*Age Range: 18-24 = 14% 25-34= 17% 35-44=19% 45-54=16% 55-64=18% 65+=16%</p> <p>*Weighted</p>

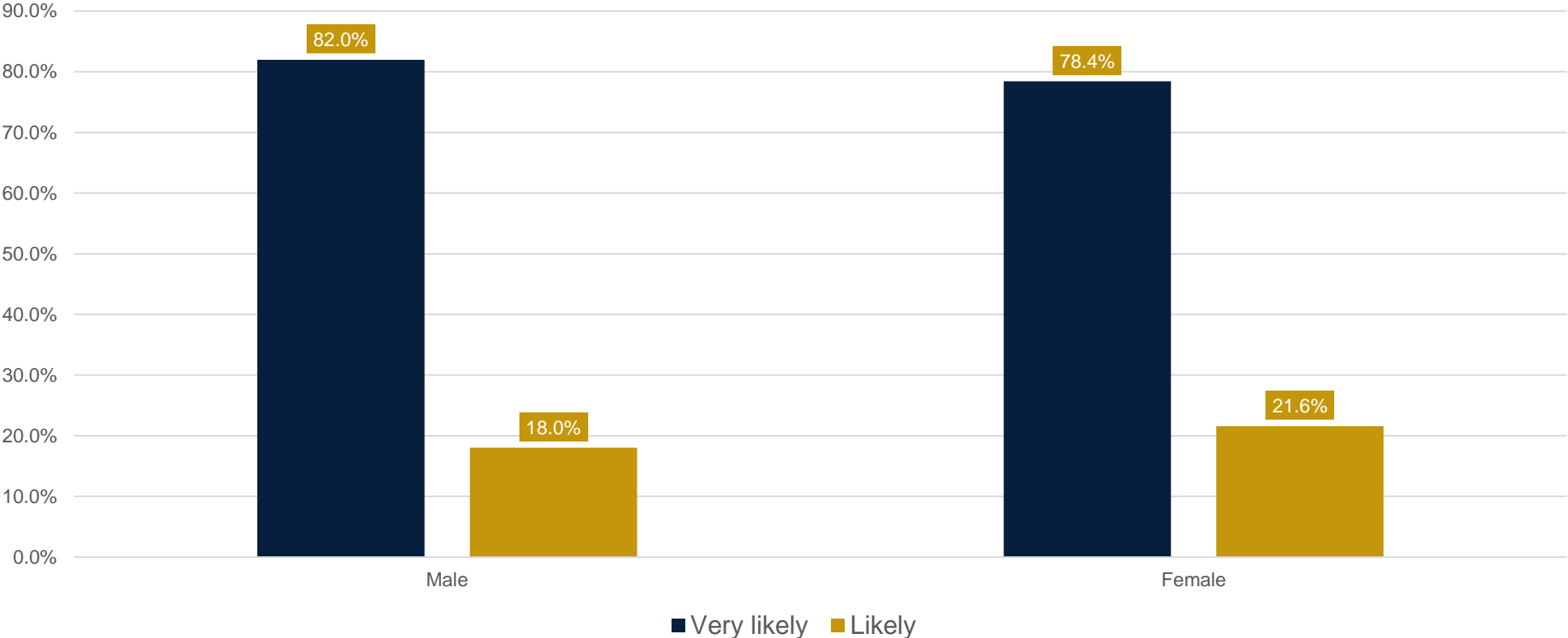


How likely are you to vote in the 2024 presidential elections this year?

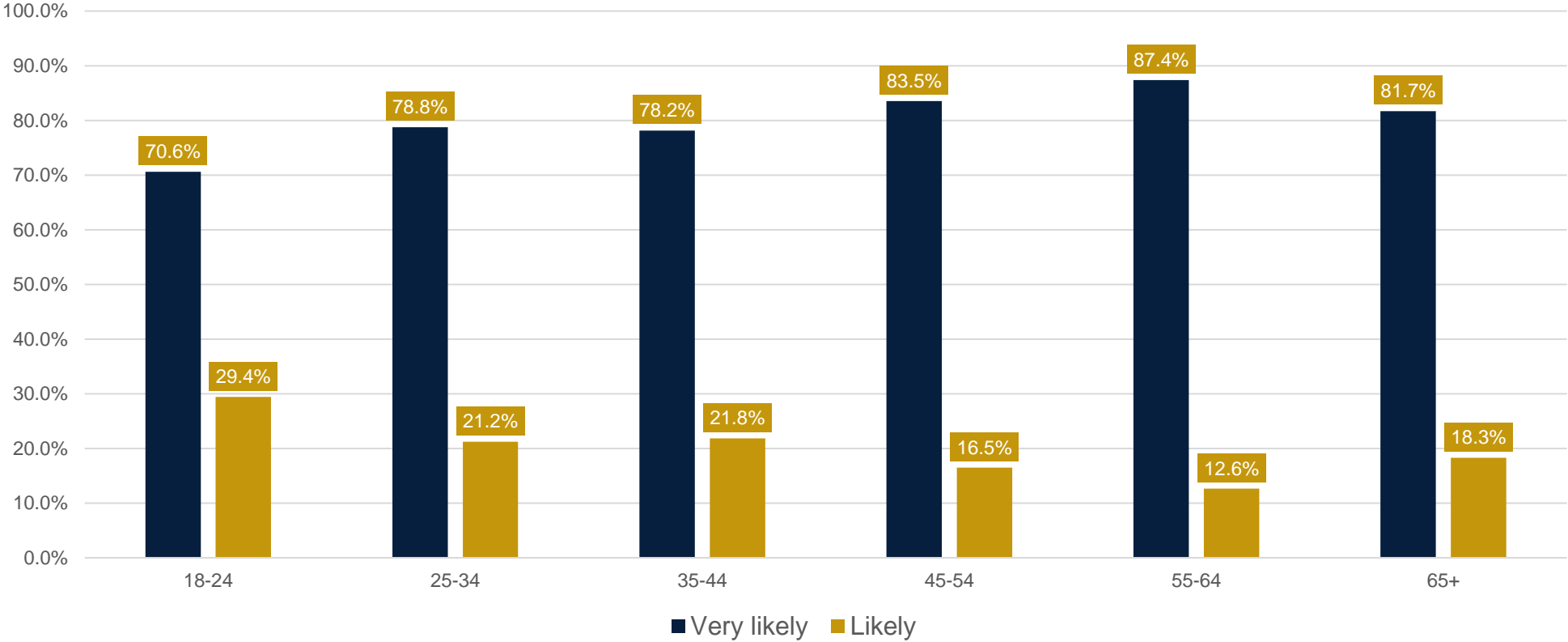


■ Very likely ■ Likely

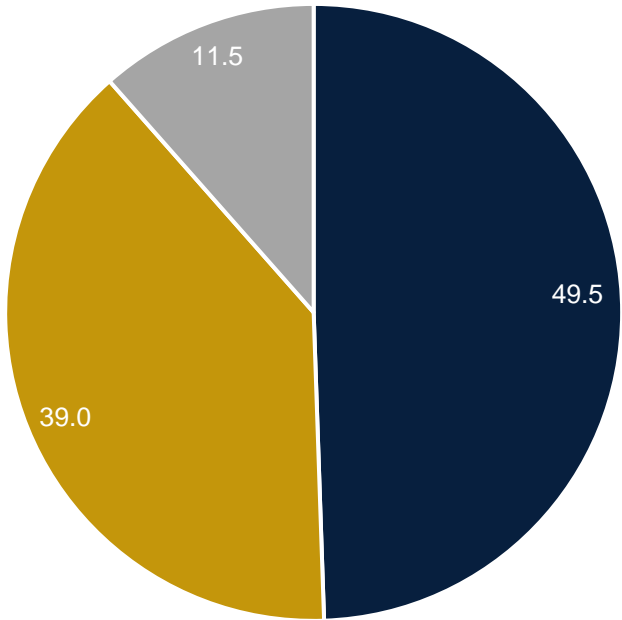
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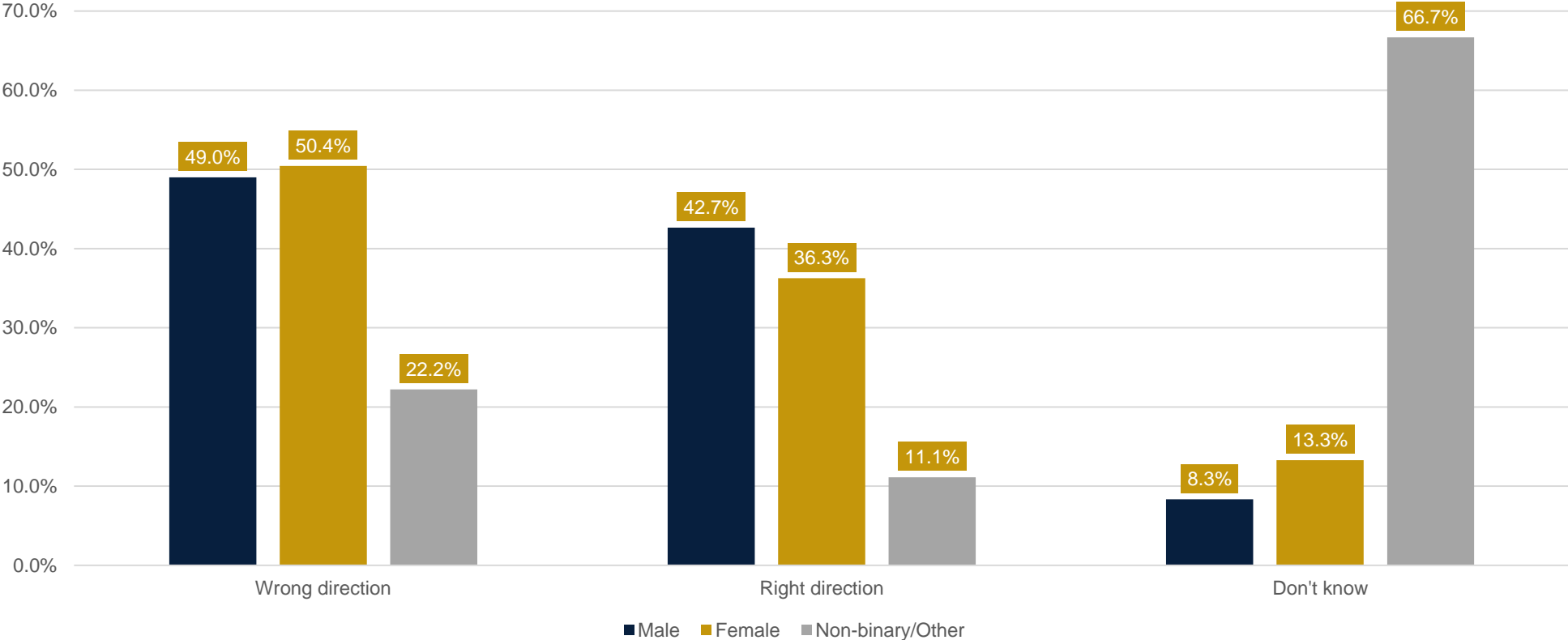


In general, do you think the United States is currently heading in the right direction or the wrong direction?

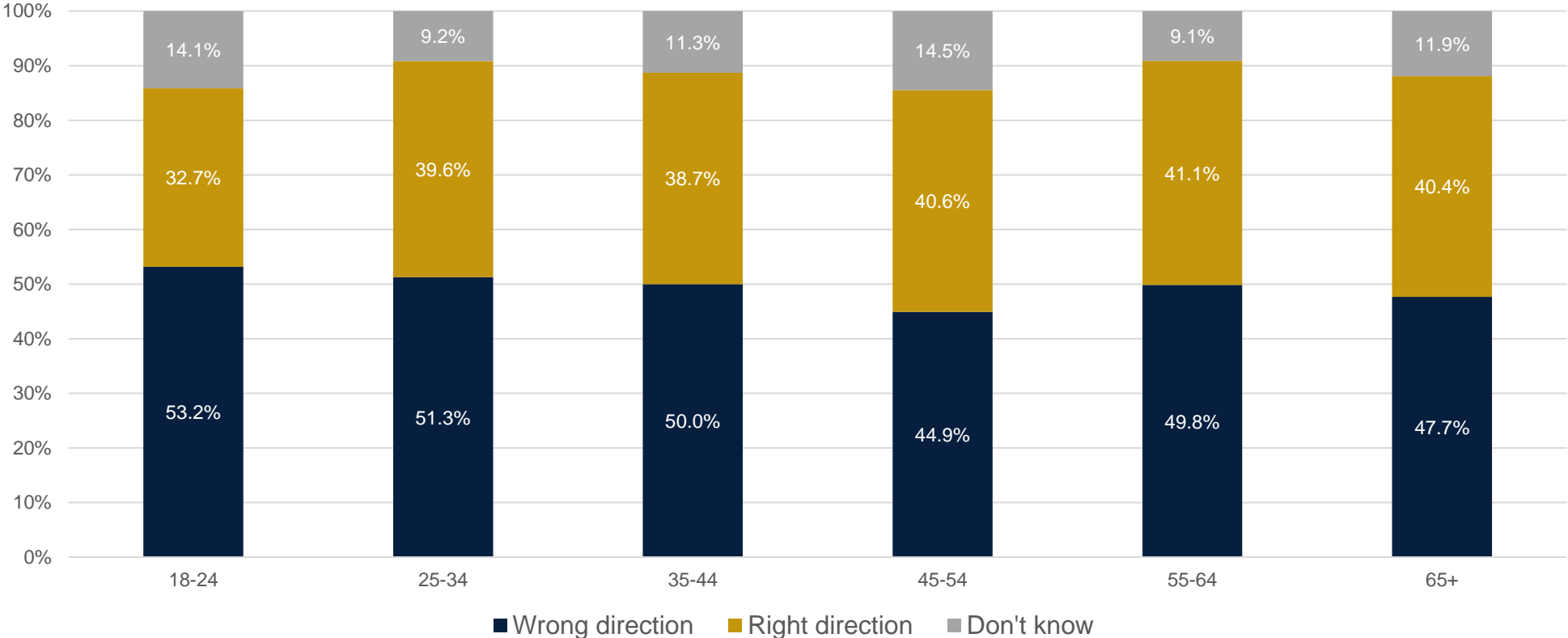


■ Wrong direction ■ Right direction ■ Don't know

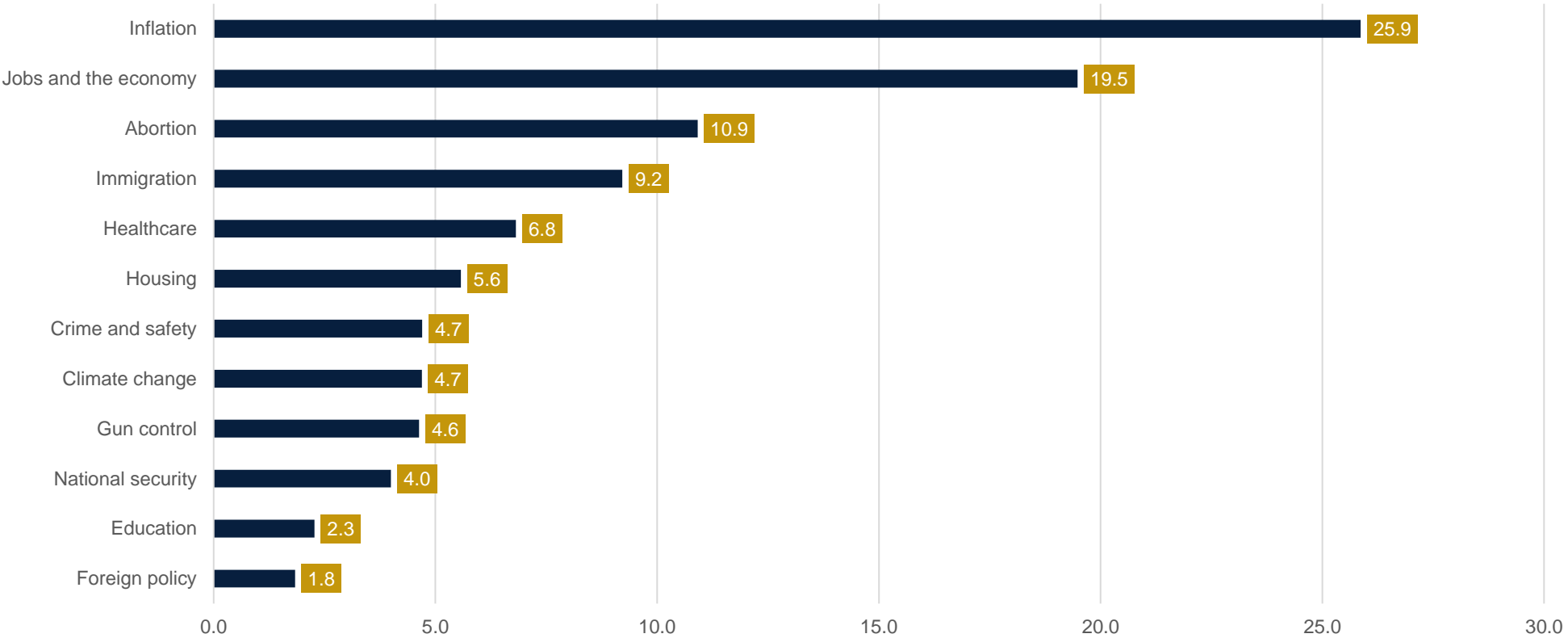
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Which of the following issues do you consider the most important for you right now?



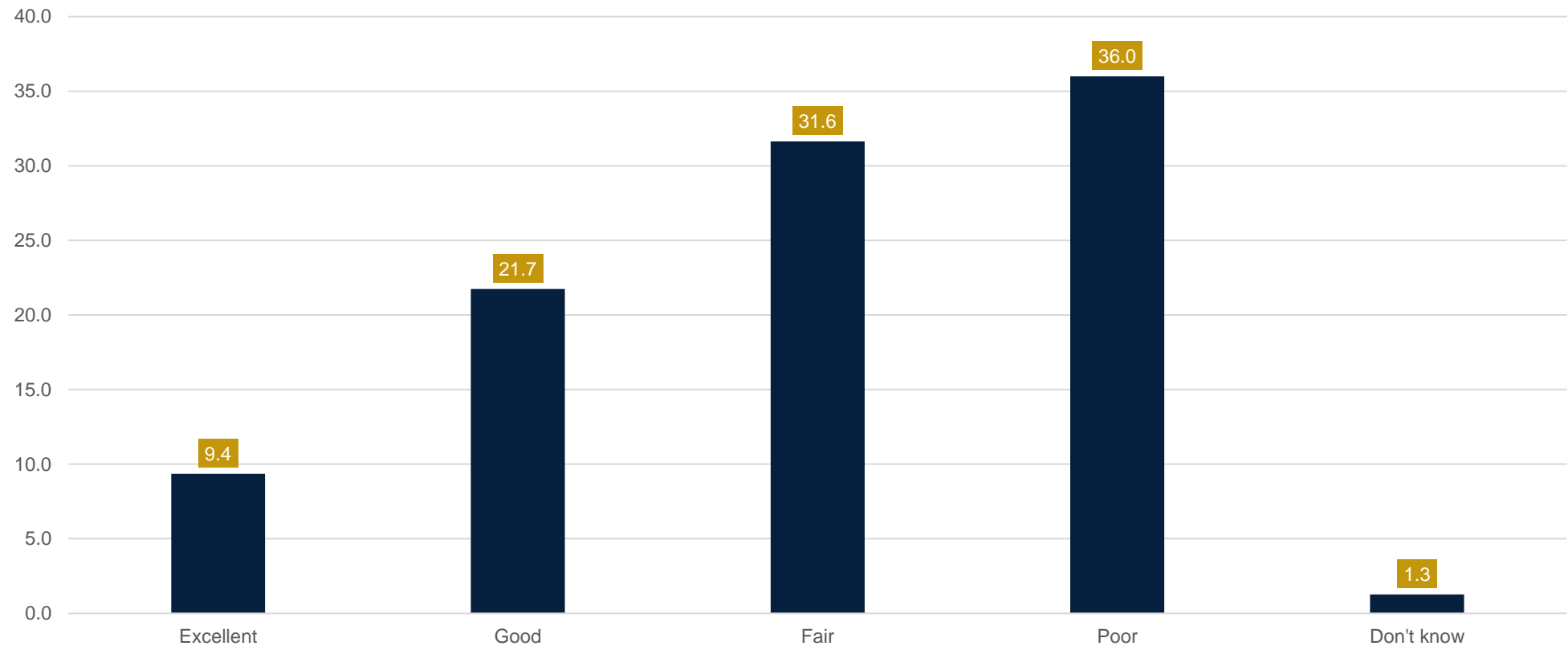
Which of the following issues do you consider the most important for you right now?

	Male	Female	Non-binary/Other
Immigration	12.5%	6.3%	
National security	6.0%	2.2%	
Crime and safety	4.4%	5.1%	
Inflation	22.3%	30.0%	
Jobs and the economy	21.5%	17.5%	16.7%
Housing	4.8%	6.1%	11.1%
Climate change	4.2%	4.0%	61.1%
Foreign policy	2.3%	1.4%	
Education	2.6%	2.0%	
Healthcare	7.0%	6.5%	11.1%
Abortion	8.5%	13.4%	
Gun control	3.9%	5.4%	

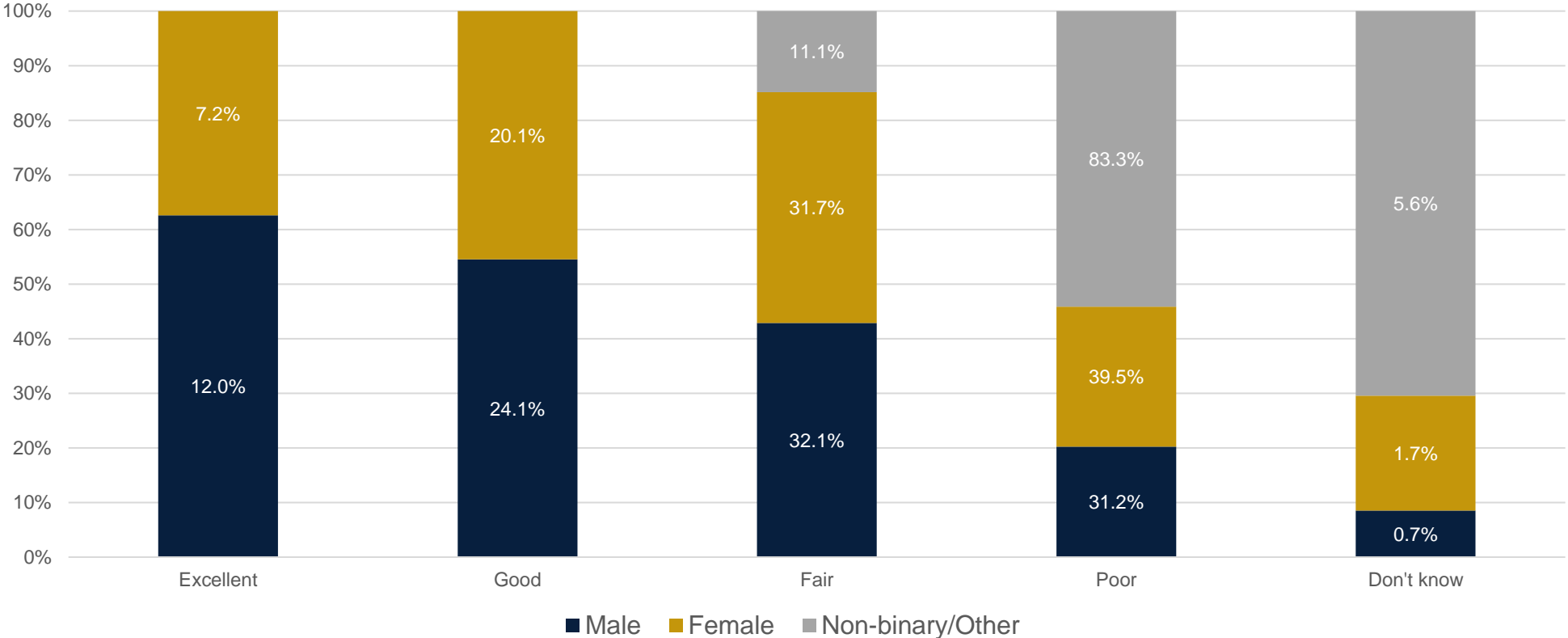
Which of the following issues do you consider the most important for you right now?

	18-24	25-34	35-44	45-54	55-64	65+
Immigration	6.4%	11.6%	9.2%	9.4%	13.7%	3.0%
National security	3.9%	1.5%	2.4%	3.5%	3.5%	10.2%
Crime and safety	3.9%	5.1%	6.8%	3.9%	4.6%	3.4%
Inflation	23.5%	27.3%	28.2%	25.4%	24.9%	24.7%
Jobs and the economy	25.0%	18.5%	21.4%	22.3%	18.9%	10.2%
Housing	3.9%	6.2%	7.1%	4.7%	3.2%	8.1%
Climate change	7.8%	4.0%	2.7%	2.7%	5.3%	6.8%
Foreign policy	1.0%	1.5%	1.7%		0.7%	6.8%
Education	2.9%	2.9%	3.1%	3.9%	0.7%	
Healthcare	5.9%	5.1%	5.8%	8.2%	8.1%	8.5%
Abortion	11.3%	10.5%	8.8%	10.9%	11.2%	13.2%
Gun control	4.4%	5.8%	2.7%	5.1%	5.3%	5.1%

How would you describe the current state of the U.S. economy?



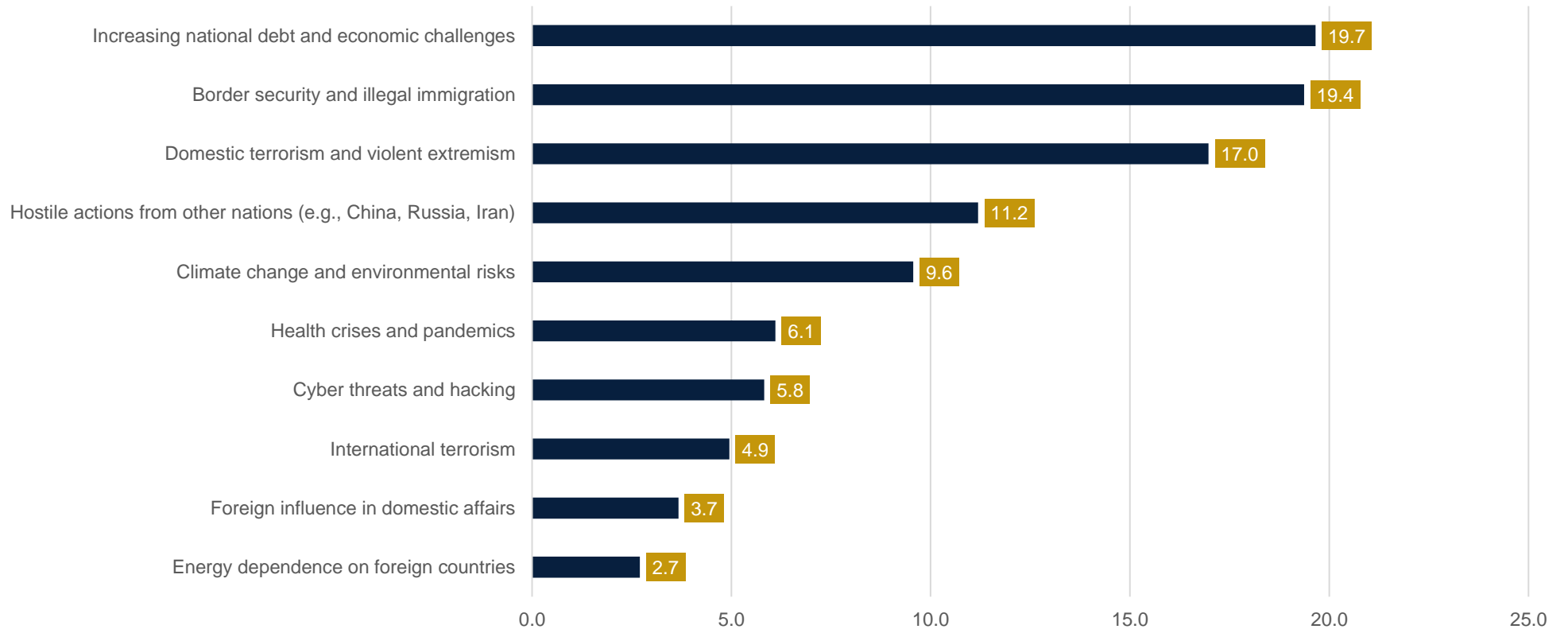
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	18-24	25-34	35-44	45-54	55-64	65+
Excellent	11.3%	12.5%	12.9%	7.8%	7.4%	3.4%
Good	16.3%	19.4%	20.7%	19.1%	22.8%	31.8%
Fair	29.6%	29.3%	31.0%	32.4%	34.0%	33.1%
Poor	41.4%	37.4%	34.4%	39.5%	34.4%	30.1%
Don't know	1.5%	1.5%	1.0%	1.2%	1.4%	1.7%

In your opinion, what is the main threat to the national security of the United States?



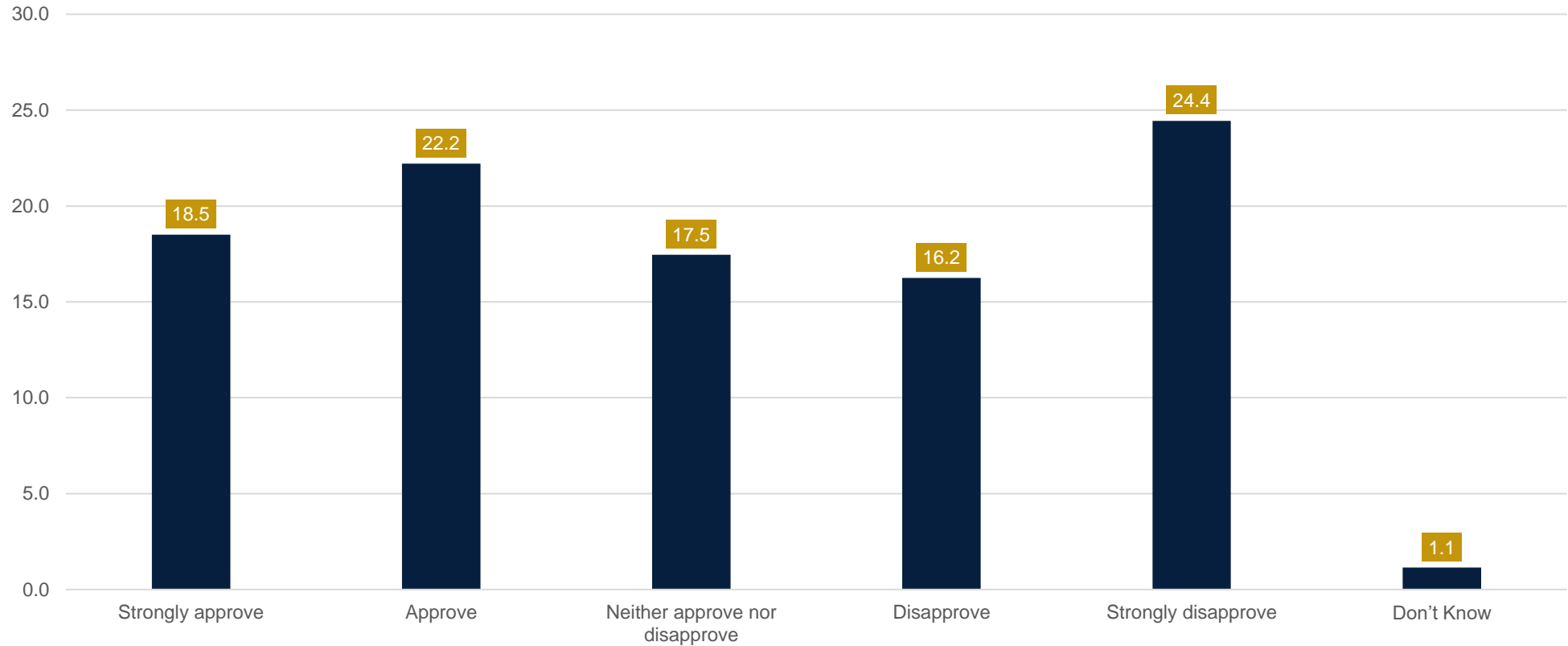
In your opinion, what is the main threat to the national security of the United States?

	Male	Female	Non-binary/Other
Cyber threats and hacking	6.7%	4.9%	11.1%
International terrorism	5.0%	4.0%	50.0%
Increasing national debt and economic challenges	20.9%	18.5%	22.2%
Foreign influence in domestic affairs	4.6%	2.8%	
Climate change and environmental risks	7.8%	11.2%	11.1%
Hostile actions from other nations (e.g., China, Russia, Iran)	11.7%	10.9%	5.6%
Domestic terrorism and violent extremism	14.9%	19.3%	
Border security and illegal immigration	20.7%	18.5%	
Health crises and pandemics	5.0%	7.3%	
Energy dependence on foreign countries	2.7%	2.7%	

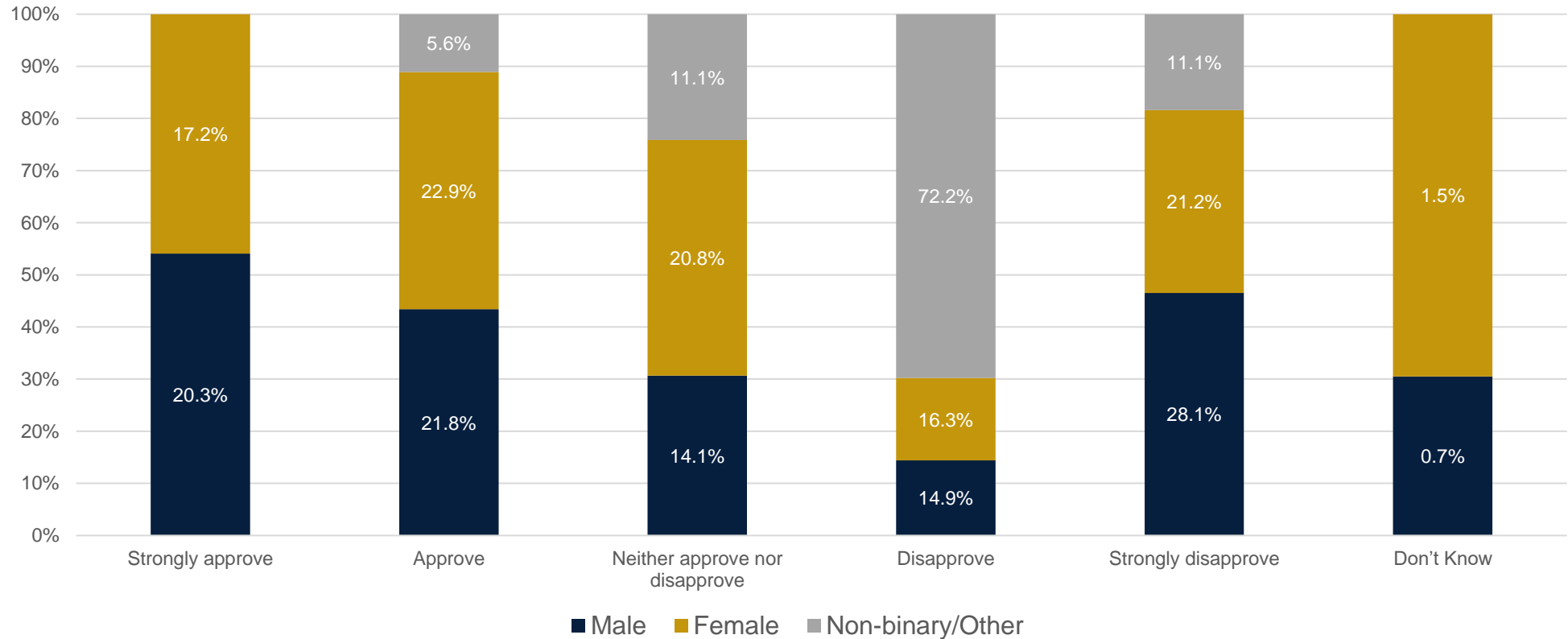
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International terrorism	1.5%	4.0%	5.1%	5.5%	7.4%	5.1%
Increasing national debt and economic challenges	24.1%	23.2%	27.0%	19.3%	13.7%	10.2%
Foreign influence in domestic affairs	6.9%	2.9%	3.4%	4.3%	3.2%	1.7%
Climate change and environmental risks	14.8%	12.5%	6.5%	9.4%	7.4%	8.1%
Hostile actions from other nations (e.g., China, Russia, Iran)	10.3%	11.0%	7.2%	11.8%	11.2%	17.0%
Domestic terrorism and violent extremism	12.3%	9.6%	11.9%	11.4%	21.8%	36.2%
Border security and illegal immigration	12.8%	18.8%	19.1%	20.5%	24.9%	18.3%
Health crises and pandemics	7.4%	9.6%	6.1%	6.3%	5.3%	1.7%
Energy dependence on foreign countries	3.4%	2.9%	3.1%	3.1%	3.2%	

Do you approve or disapprove of the way President Biden is doing his job?



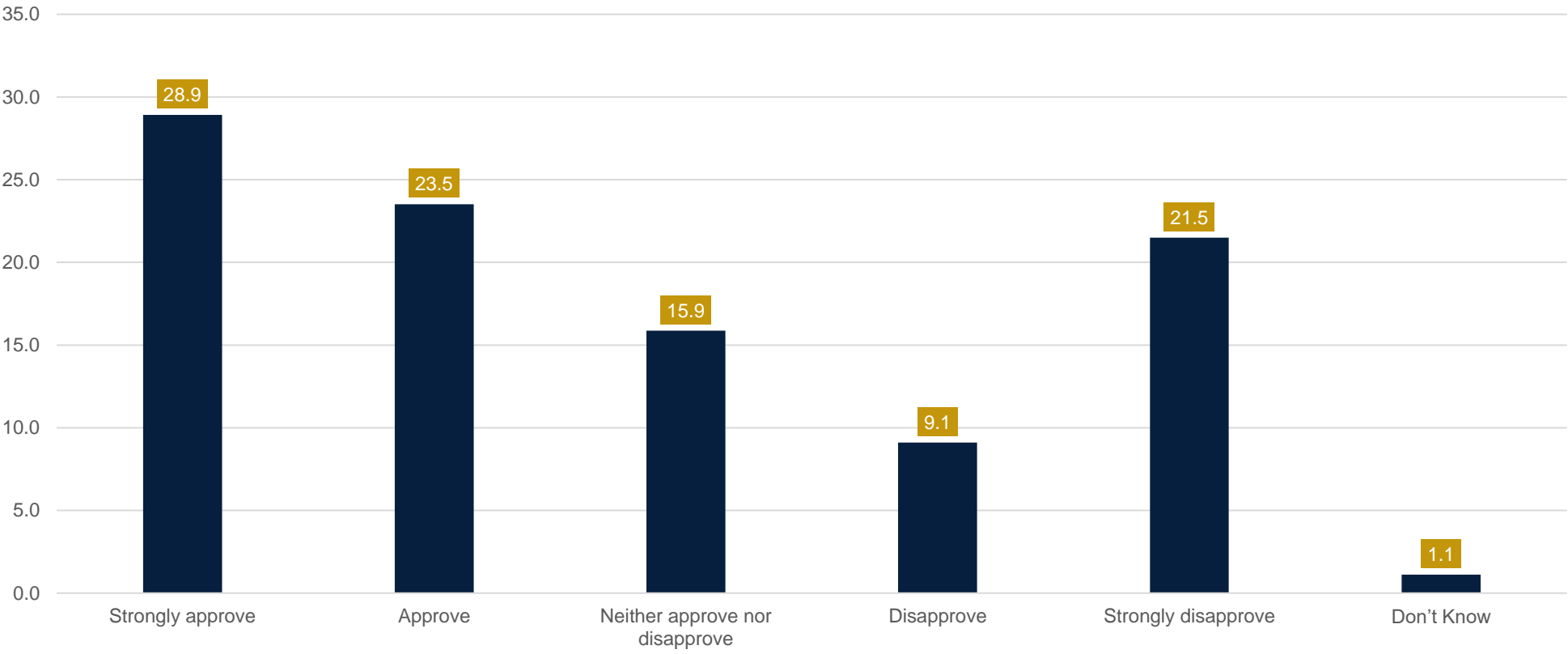
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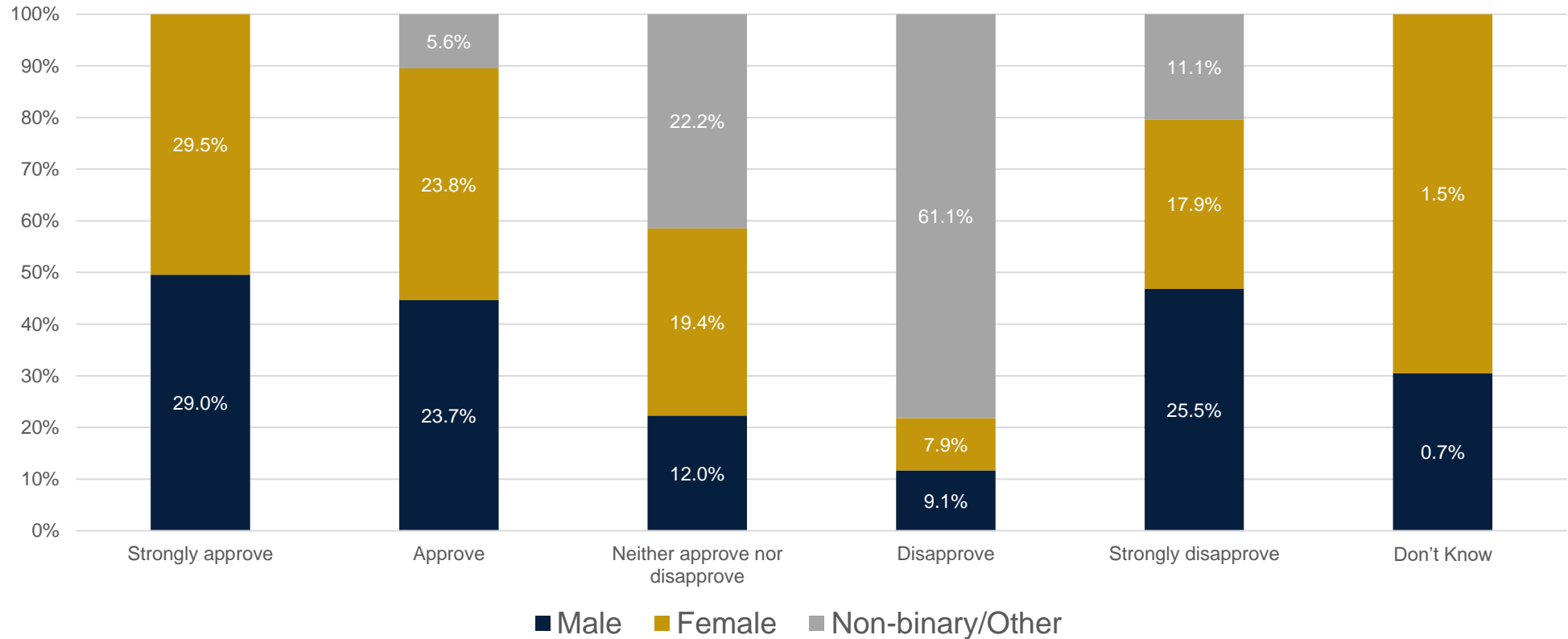
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	18-24	25-34	35-44	45-54	55-64	65+
Strongly approve	10.3%	17.2%	19.5%	22.0%	23.6%	16.5%
Approve	19.1%	19.0%	20.1%	22.4%	22.5%	30.1%
Neither approve nor disapprove	27.5%	19.4%	18.4%	14.6%	13.0%	13.1%
Disapprove	21.1%	19.4%	19.1%	14.6%	7.7%	16.9%
Strongly disapprove	21.1%	23.8%	21.5%	25.2%	32.4%	21.6%
Don't Know	1.0%	1.1%	1.4%	1.2%	0.7%	1.7%

Do you approve or disapprove of the way Vice President Kamala Harris is doing her job?



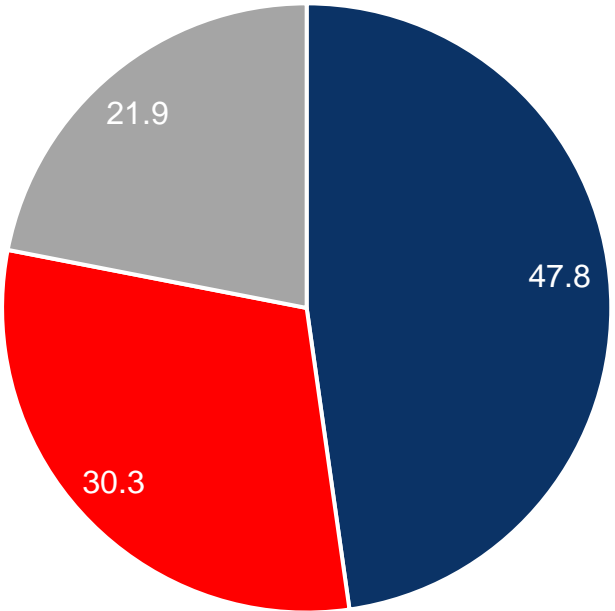
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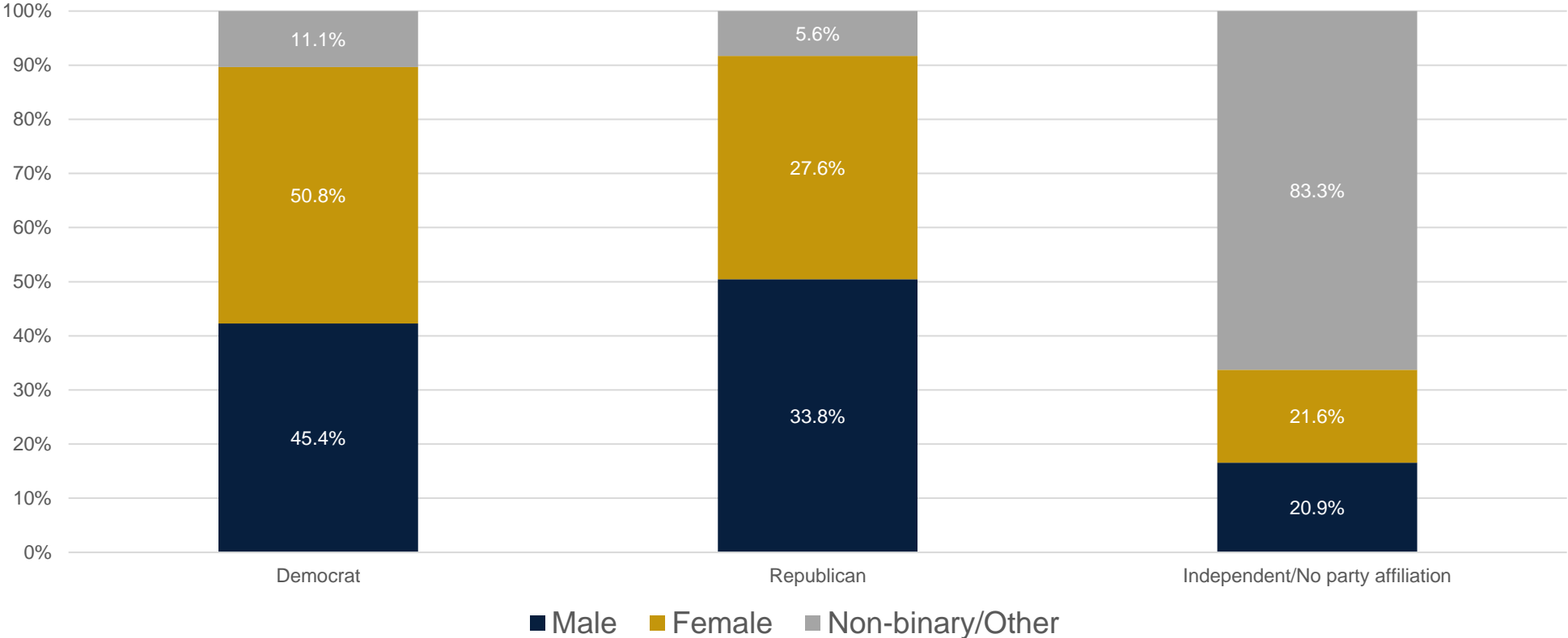
	18-24	25-34	35-44	45-54	55-64	65+
Strongly approve	20.1%	25.3%	28.0%	33.7%	32.0%	33.1%
Approve	23.0%	26.0%	24.9%	21.6%	20.4%	25.4%
Neither approve nor disapprove	24.5%	17.9%	14.7%	12.9%	12.3%	14.4%
Disapprove	13.7%	10.6%	10.2%	8.6%	5.3%	7.2%
Strongly disapprove	18.6%	18.3%	20.8%	22.0%	29.2%	18.2%
Don't Know		1.8%	1.4%	1.2%	0.7%	1.7%

In general, do you consider yourself to be a Democrat, Republican, Independent, or something else?

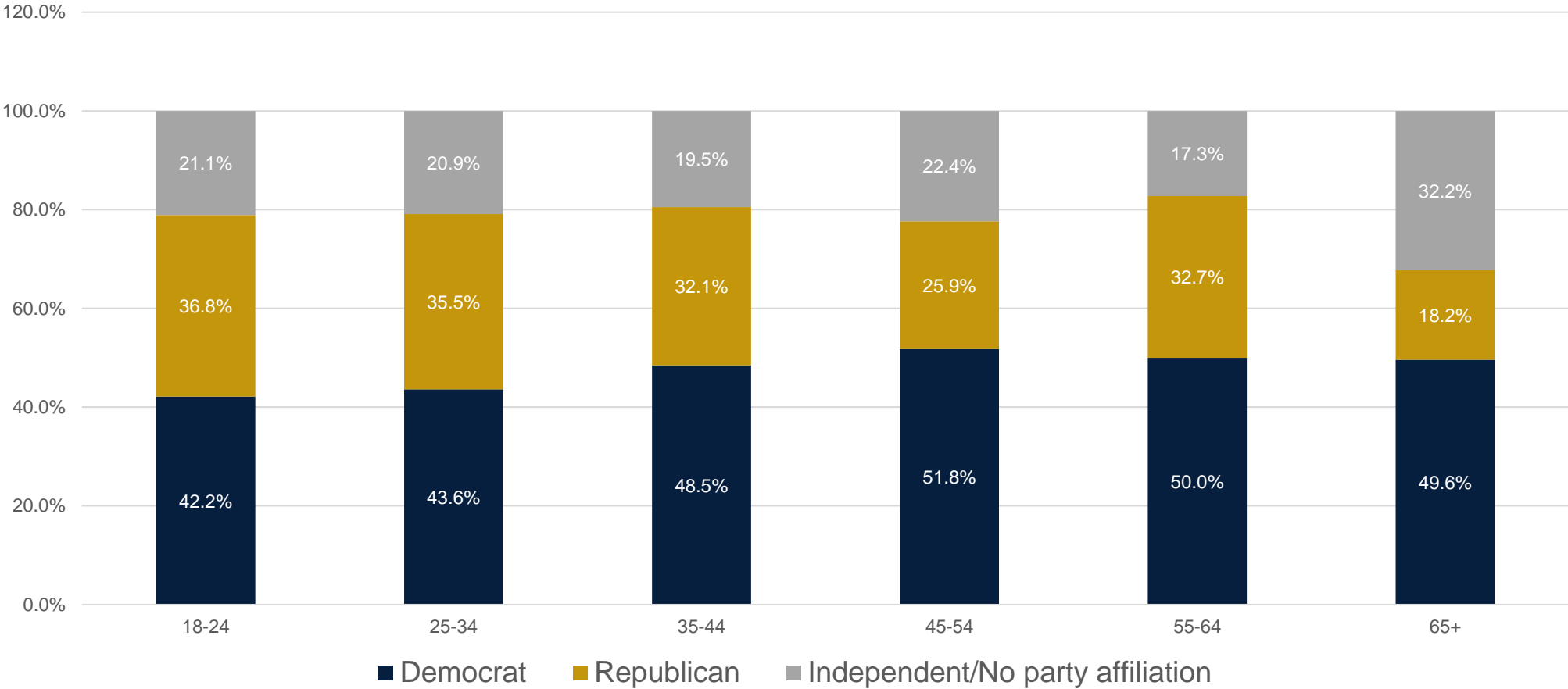


■ Democrat ■ Republican ■ Independent/No party affiliation

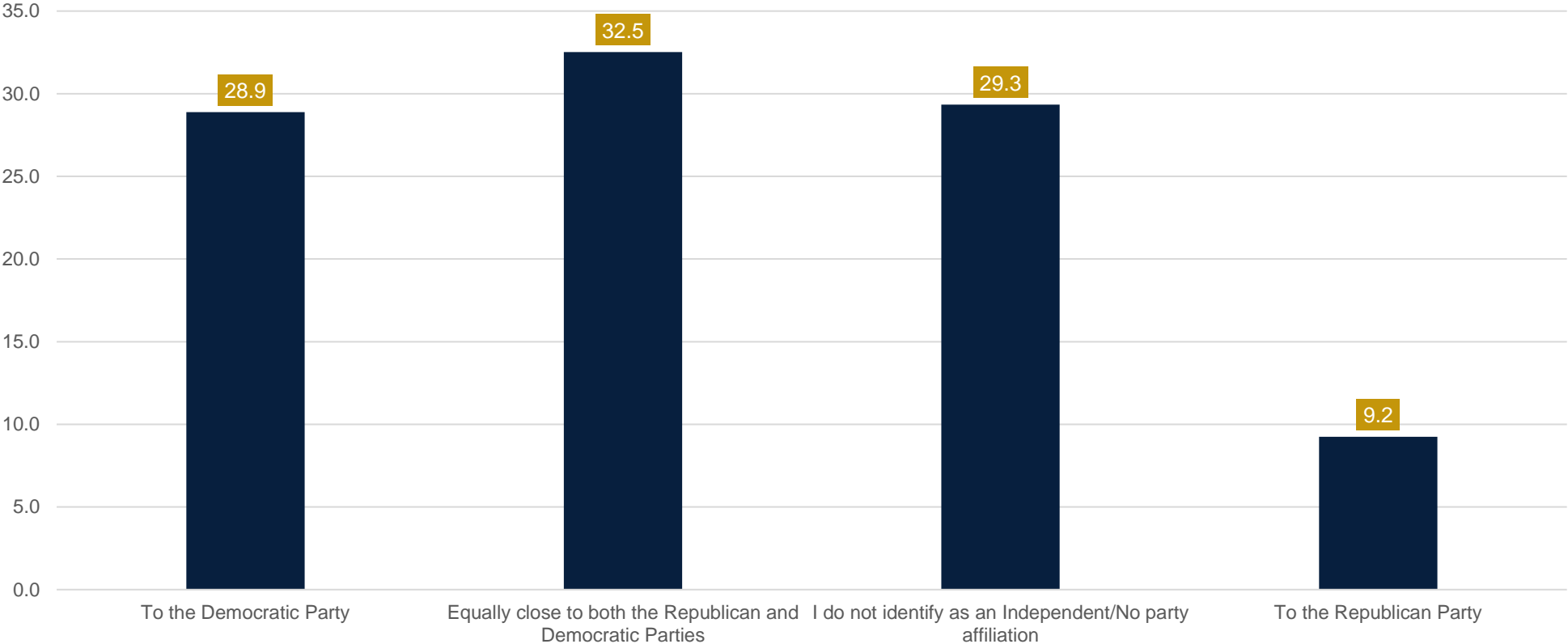
In general, do you consider yourself to be a Democrat, Republican, Independent, or something else?



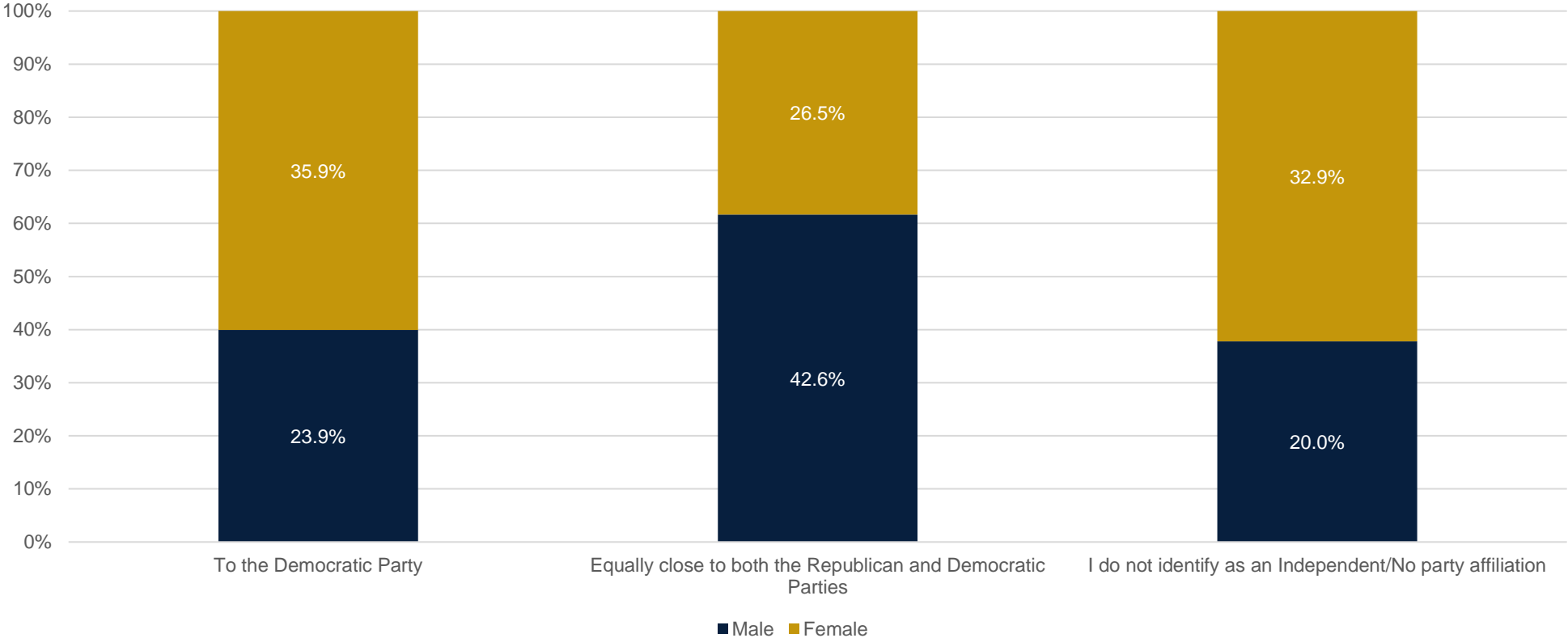
In general, do you consider yourself to be a Democrat, Republican, Independent, or something else?



If you are an independent, do you feel closer to the Republican Party, the Democratic Party, or equally close to both?



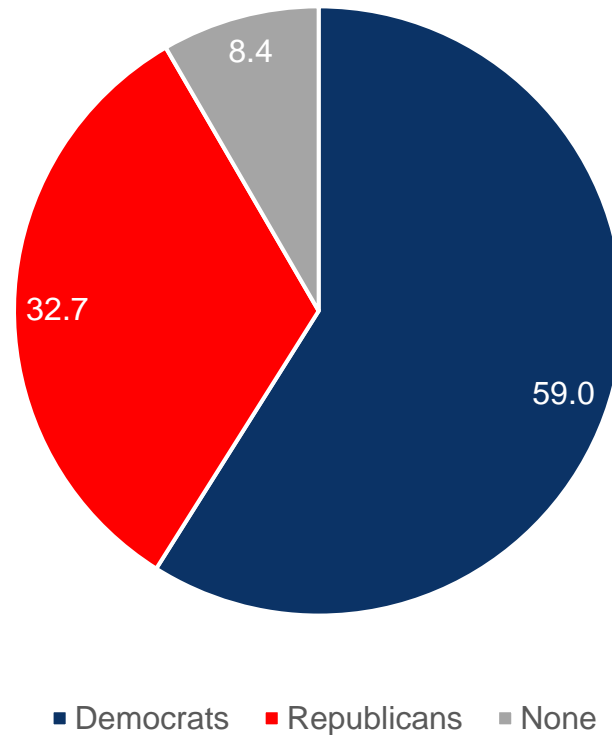
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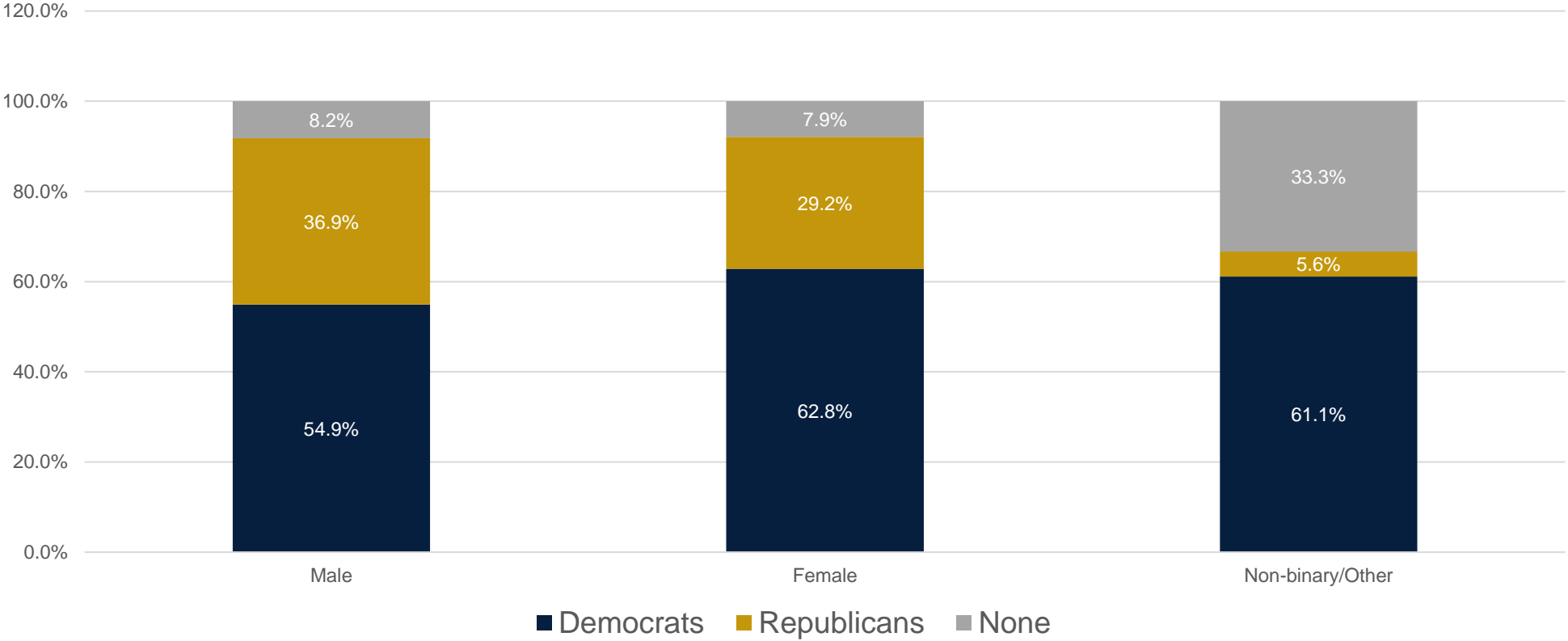
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	18-24	25-34	35-44	45-54	55-64	65+
To the Democratic Party	30.2%	24.6%	26.3%	24.6%	44.9%	25.0%
Equally close to both the Republican and Democratic Parties	27.9%	28.1%	24.6%	24.6%	34.7%	48.7%
I do not identify as an Independent/No party affiliation	32.6%	29.8%	36.8%	38.6%	12.2%	26.3%
To the Republican Party	9.3%	17.5%	12.3%	12.3%	8.2%	

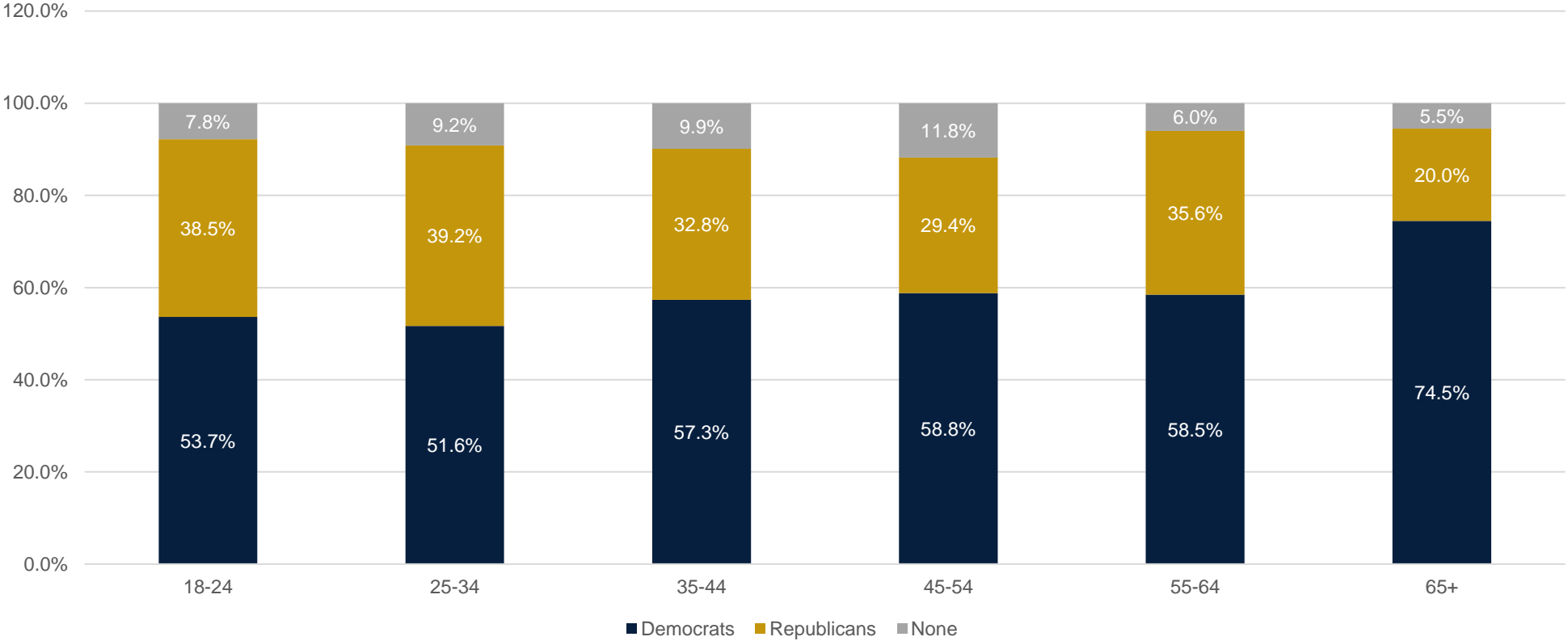
As a Hispanic/Latino, which political party do you believe best represents your values?



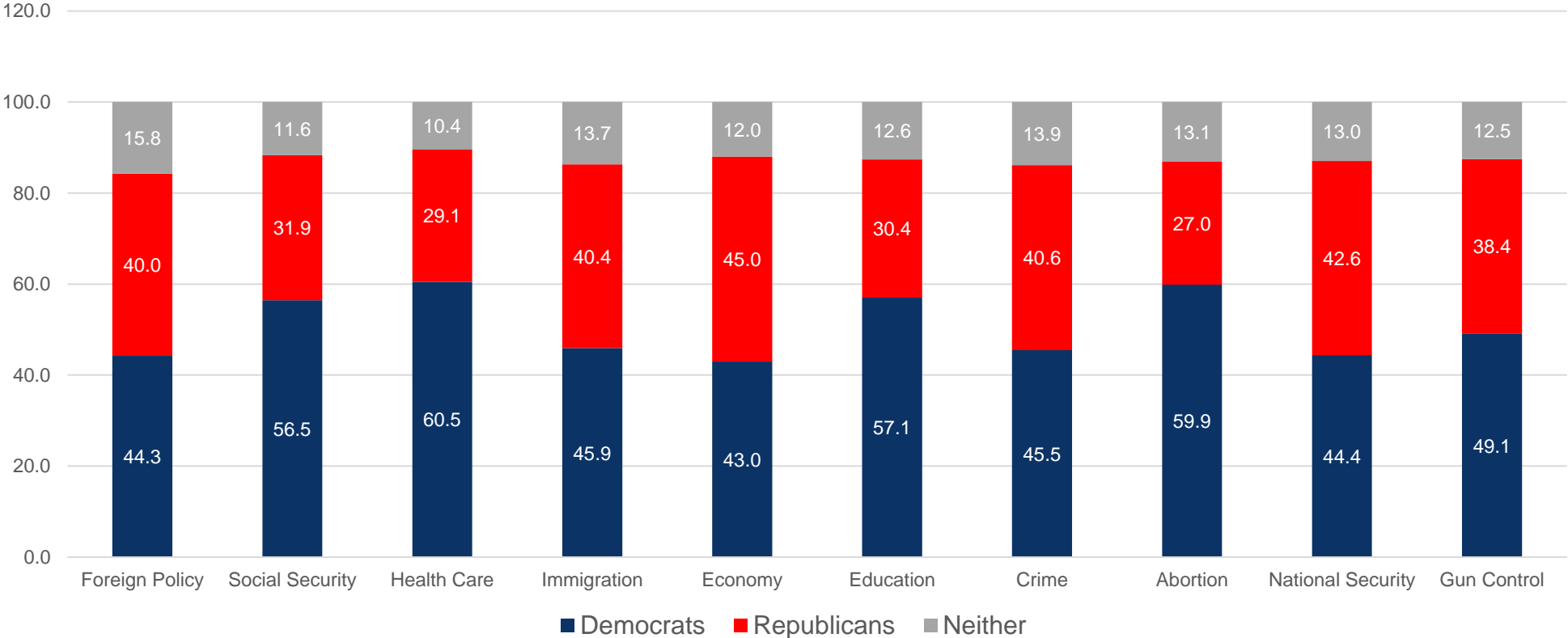
As a Hispanic/Latino, which political party do you believe best represents your values?



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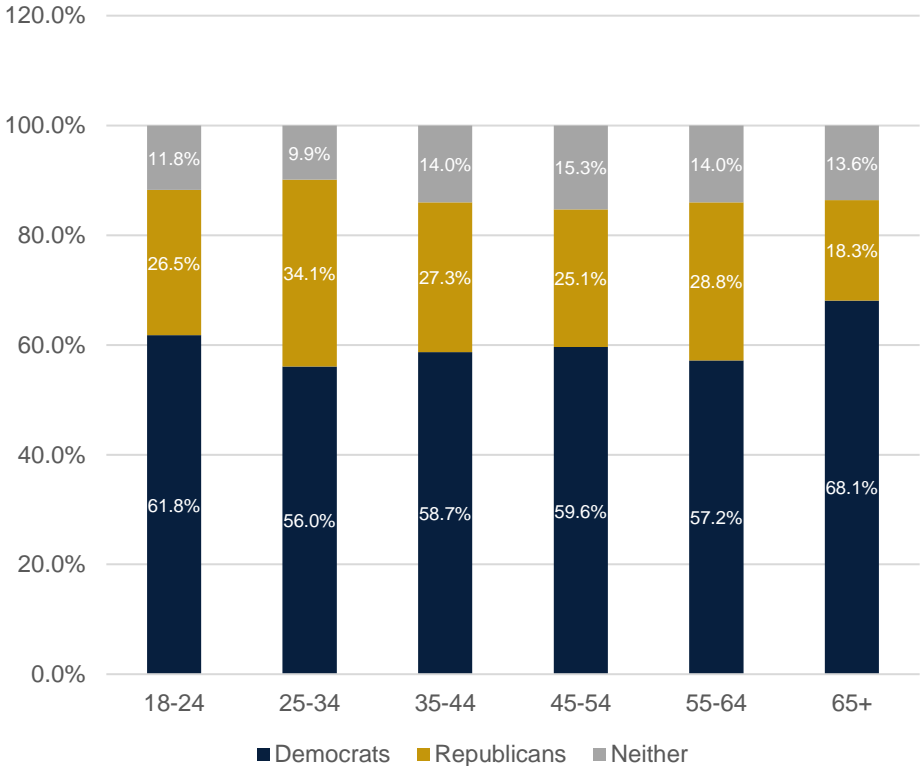
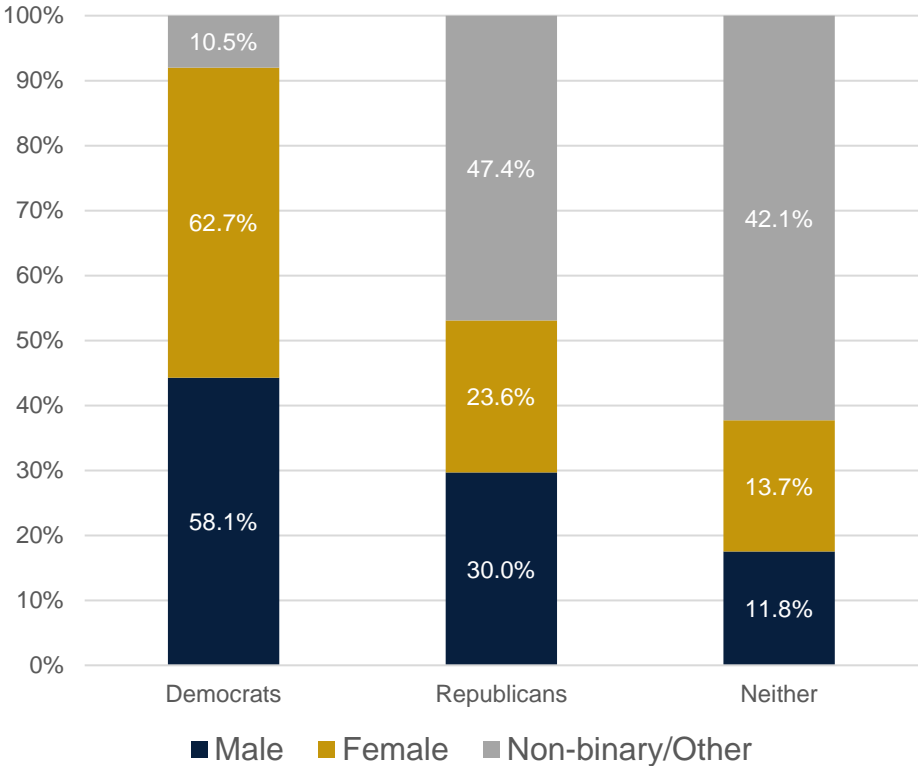
Which party best handles the following issues?



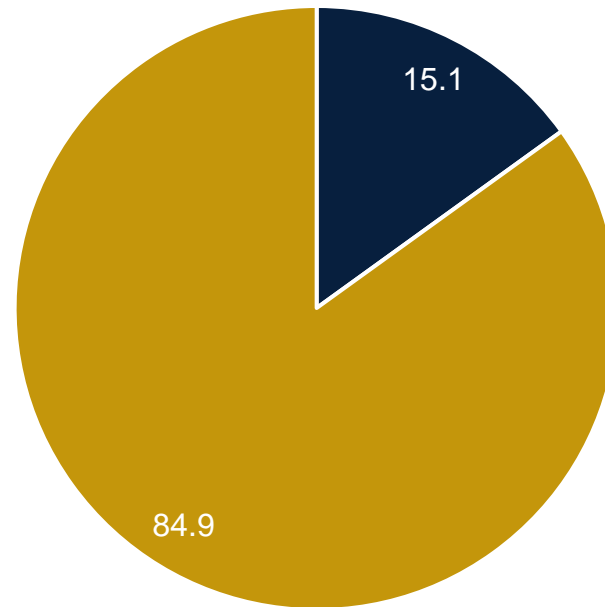
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Which party best handles the following issues?

Abortion Rights

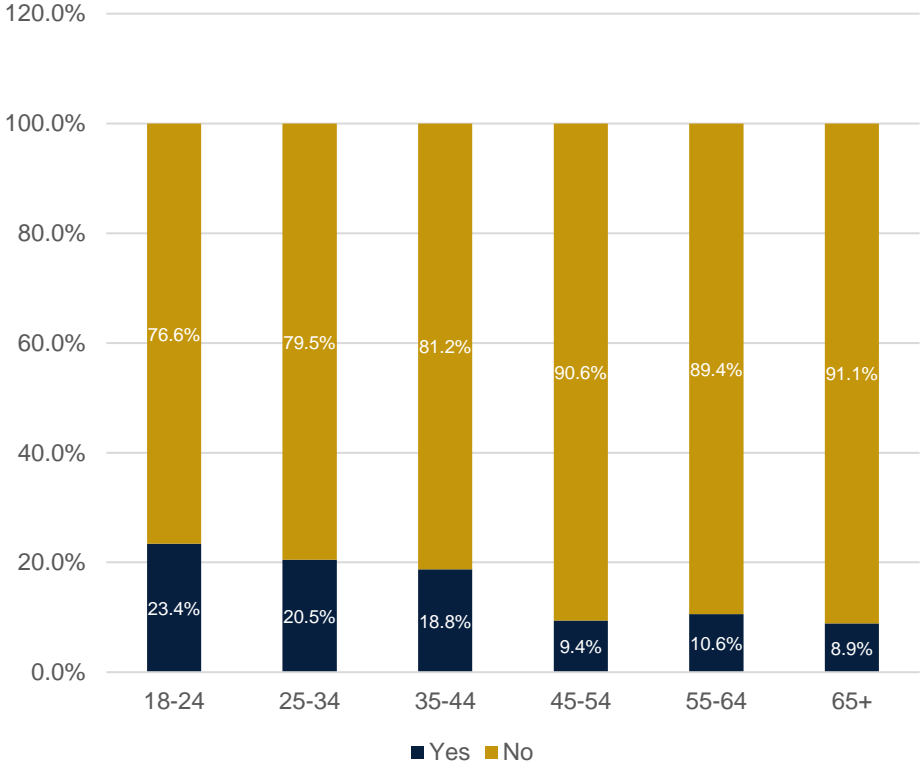
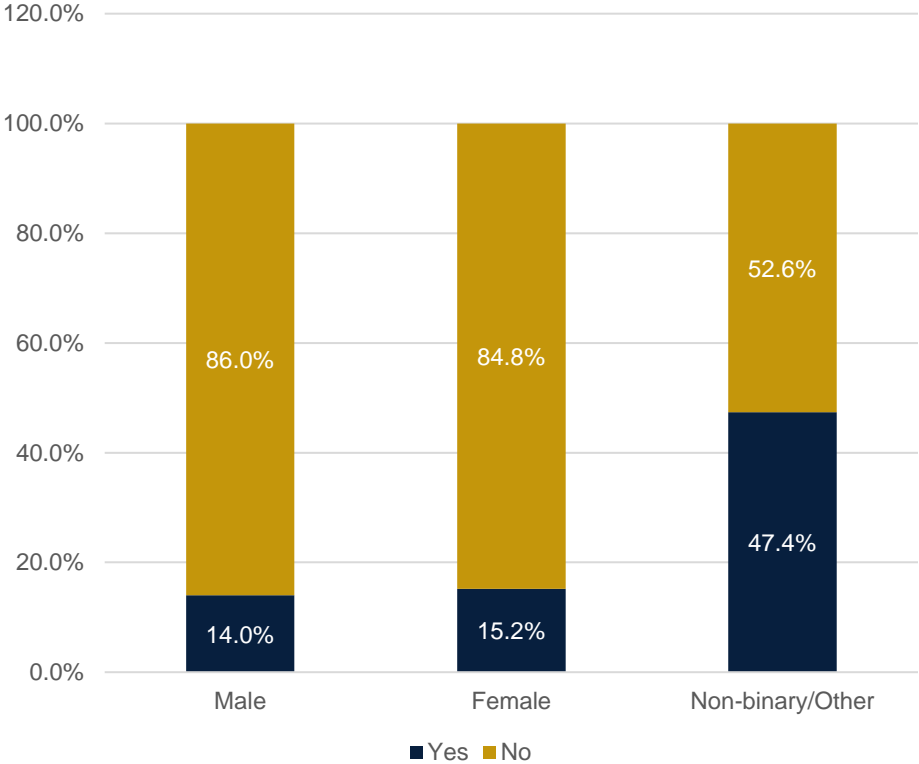


Have you changed political parties in the last year?

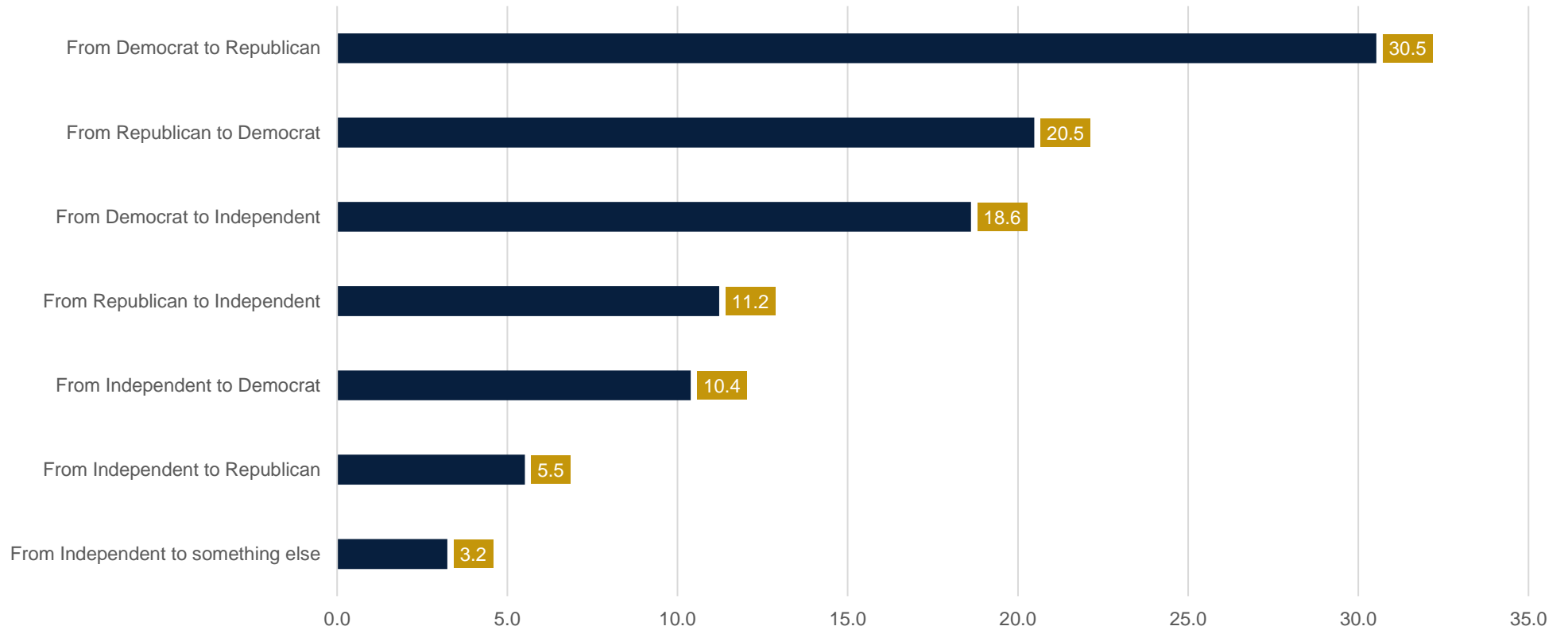


■ Yes ■ No

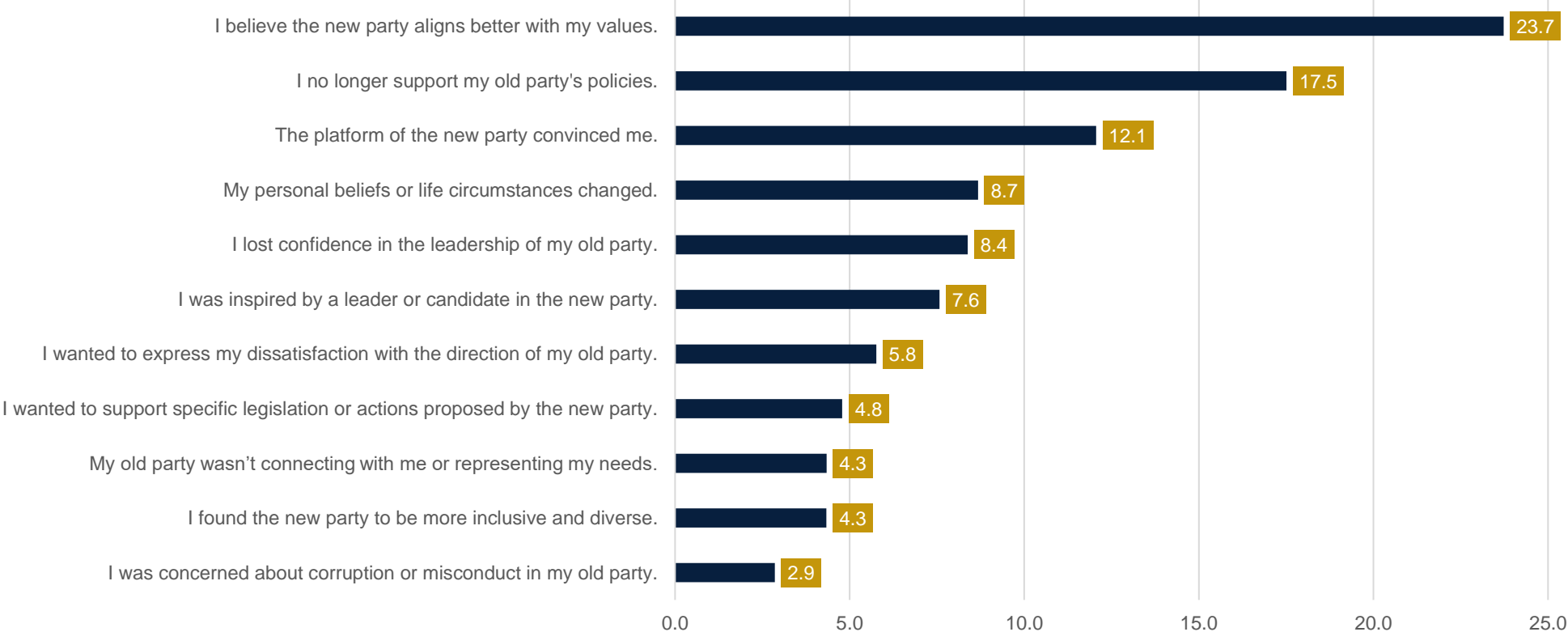
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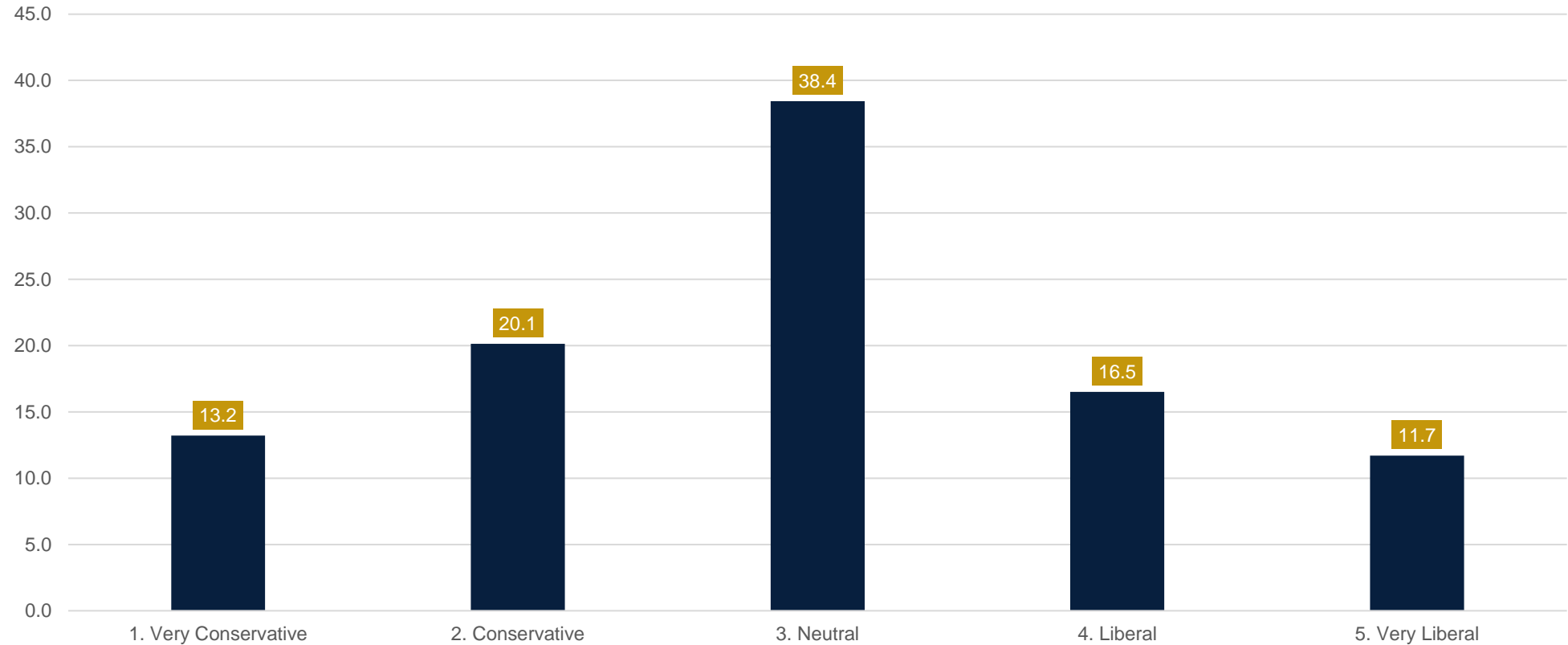
If so, which of the following best describes *how* your party affiliation changed?



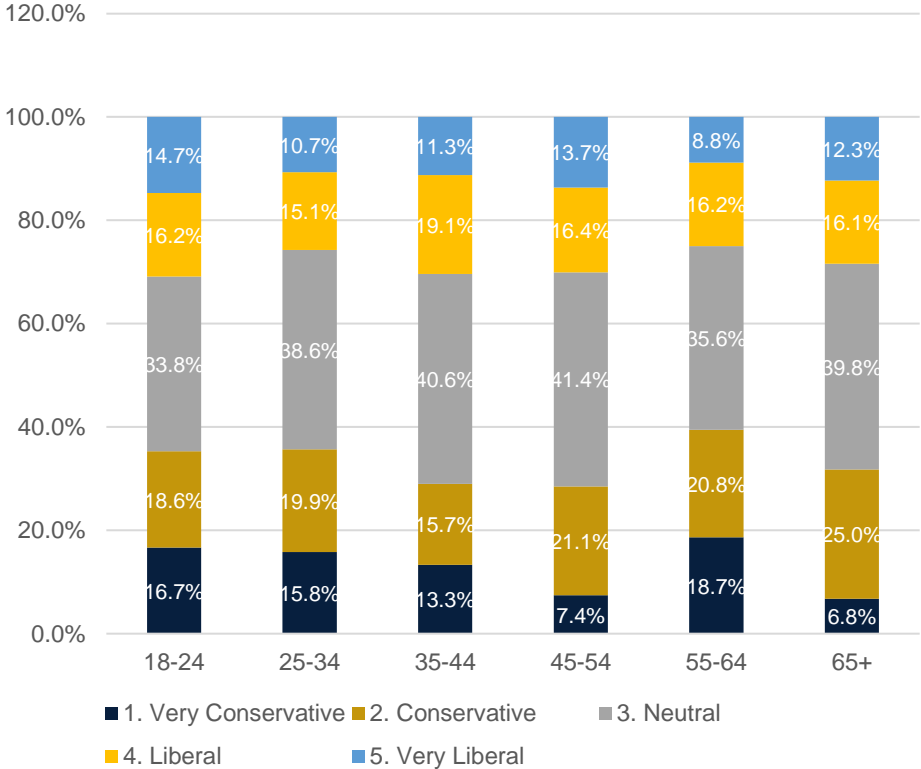
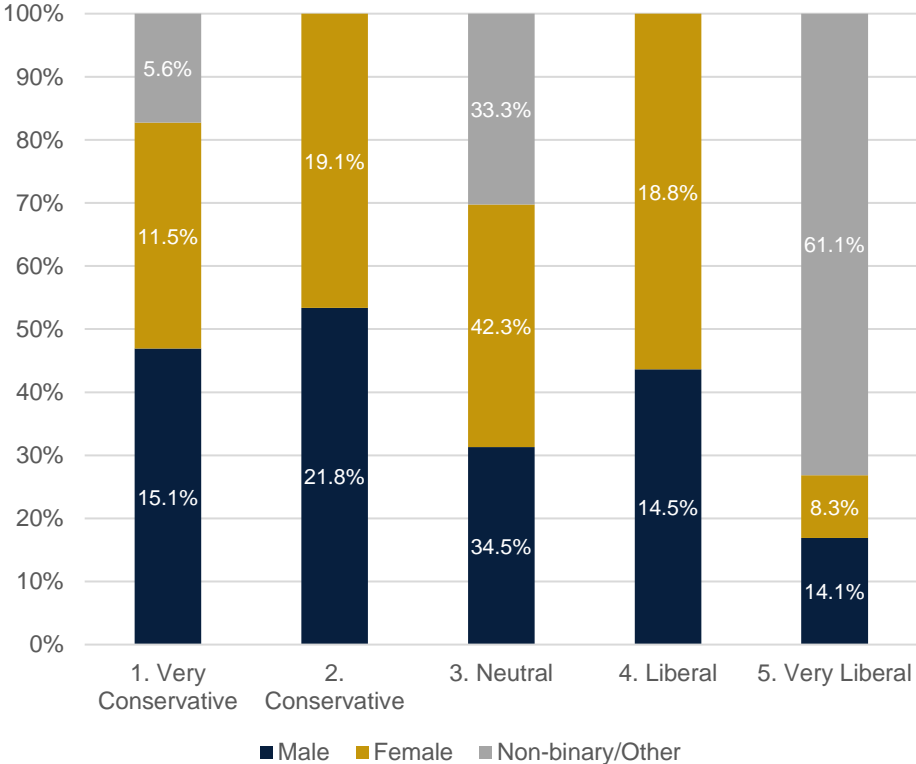
Which of the following statements best describes *why* you changed parties?



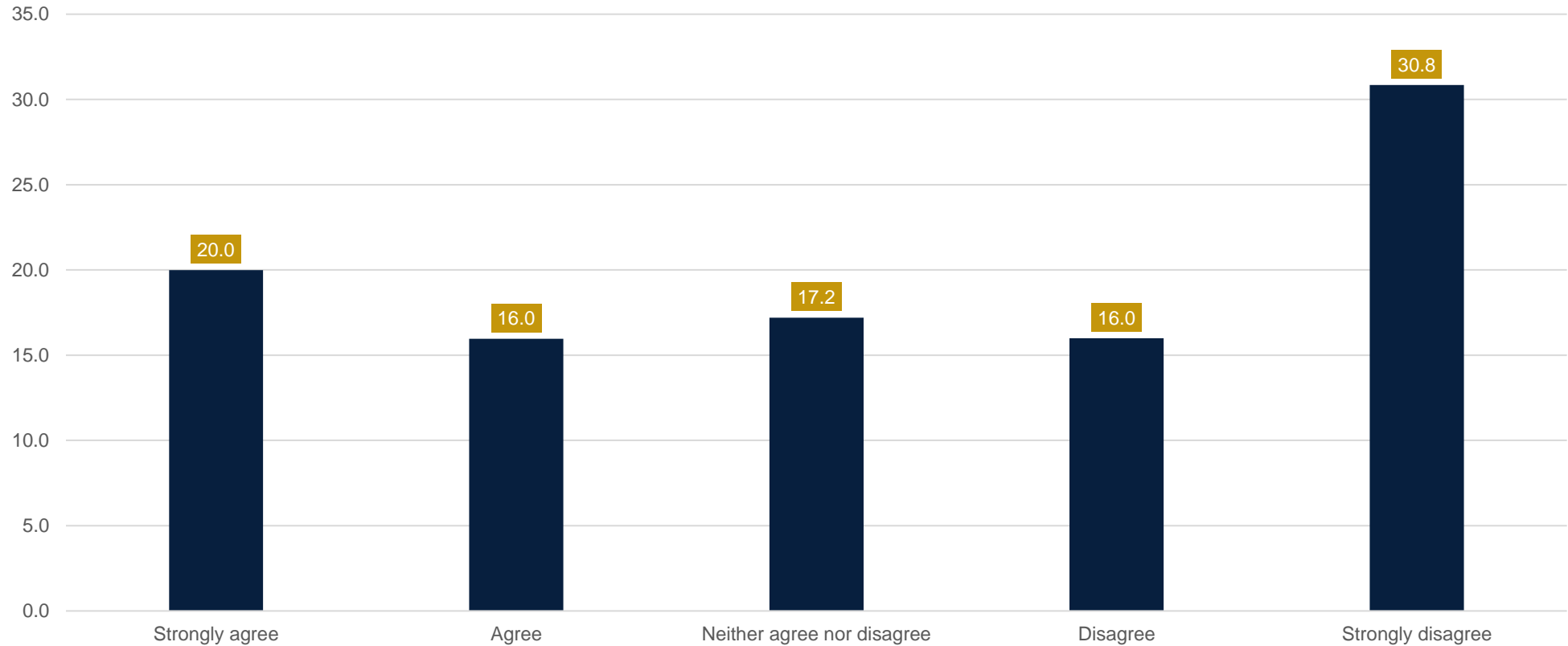
On a scale of 1 to 5, where 1 is very conservative and 5 is very liberal, where would you place yourself?



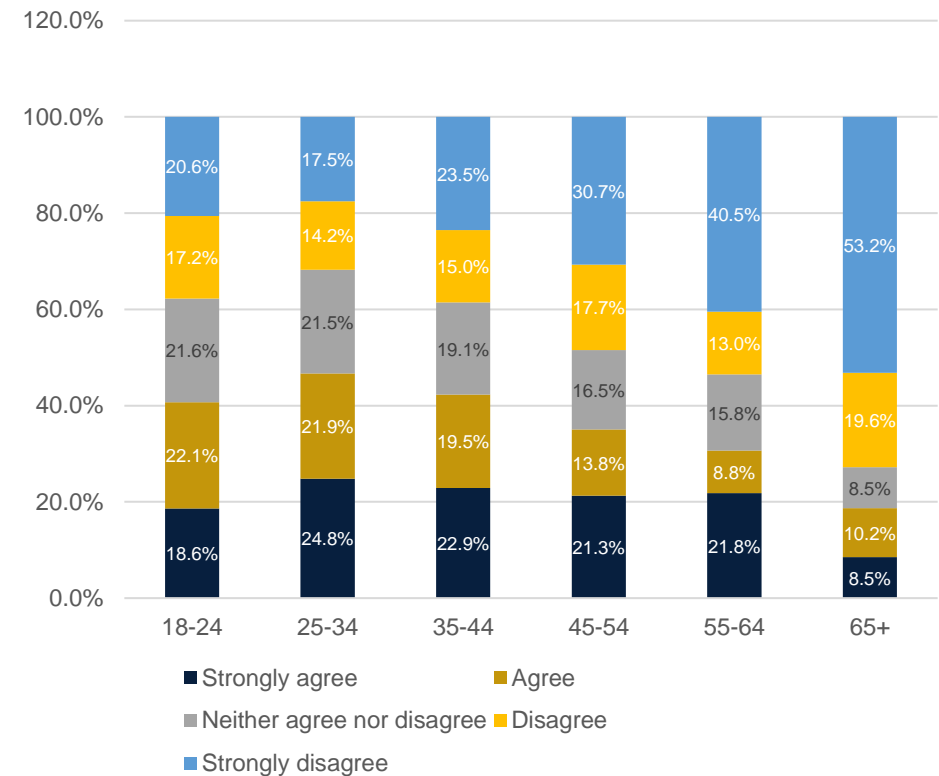
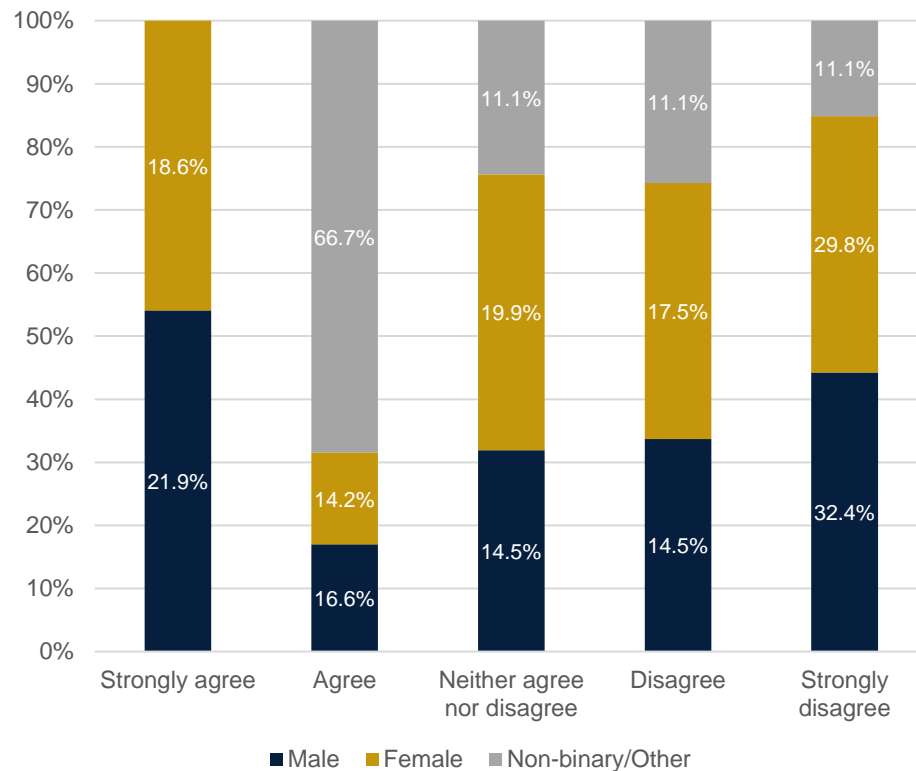
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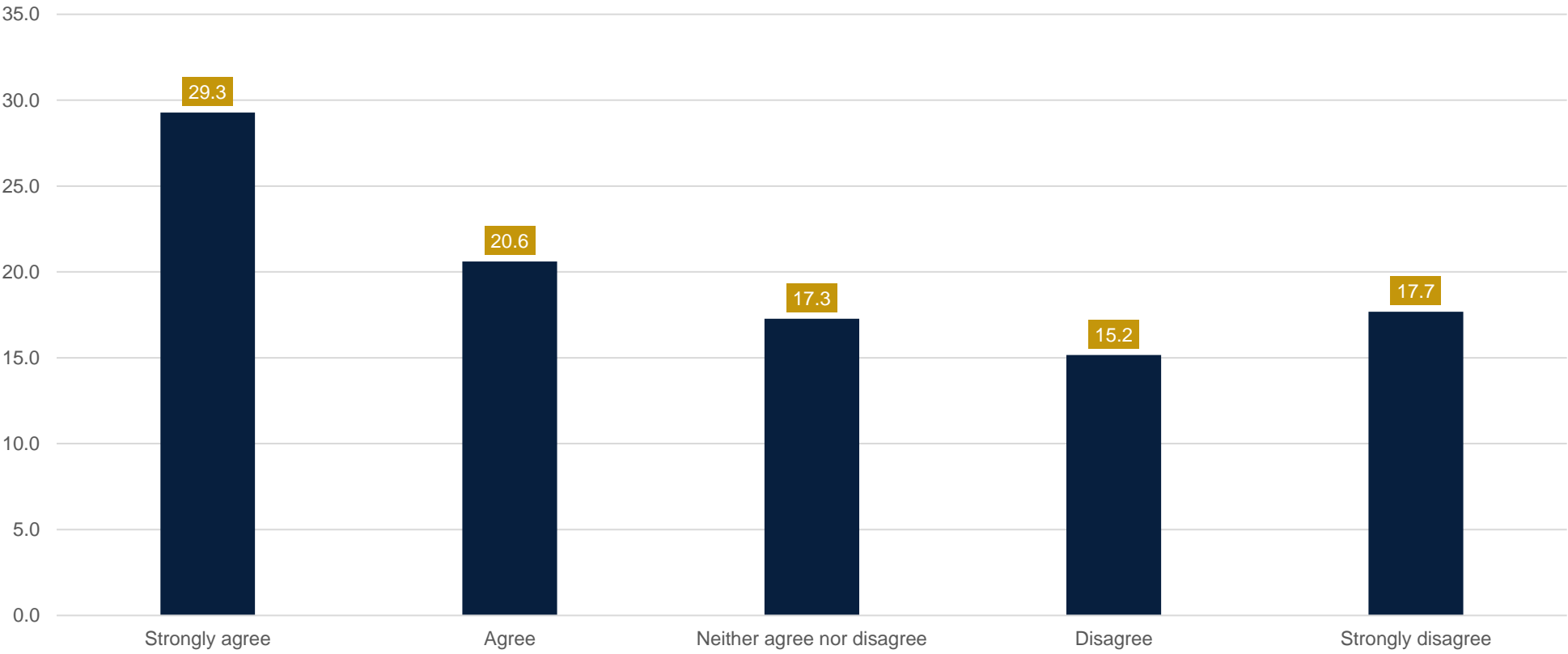
If Kamala Harris wins the November elections, the United States will become a communist country.



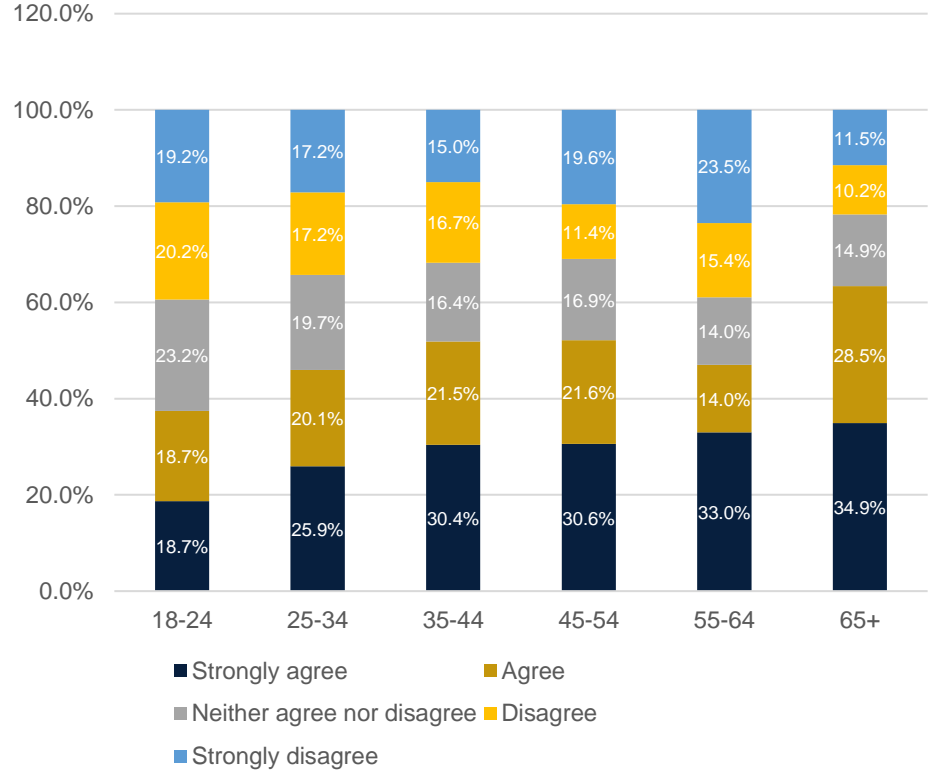
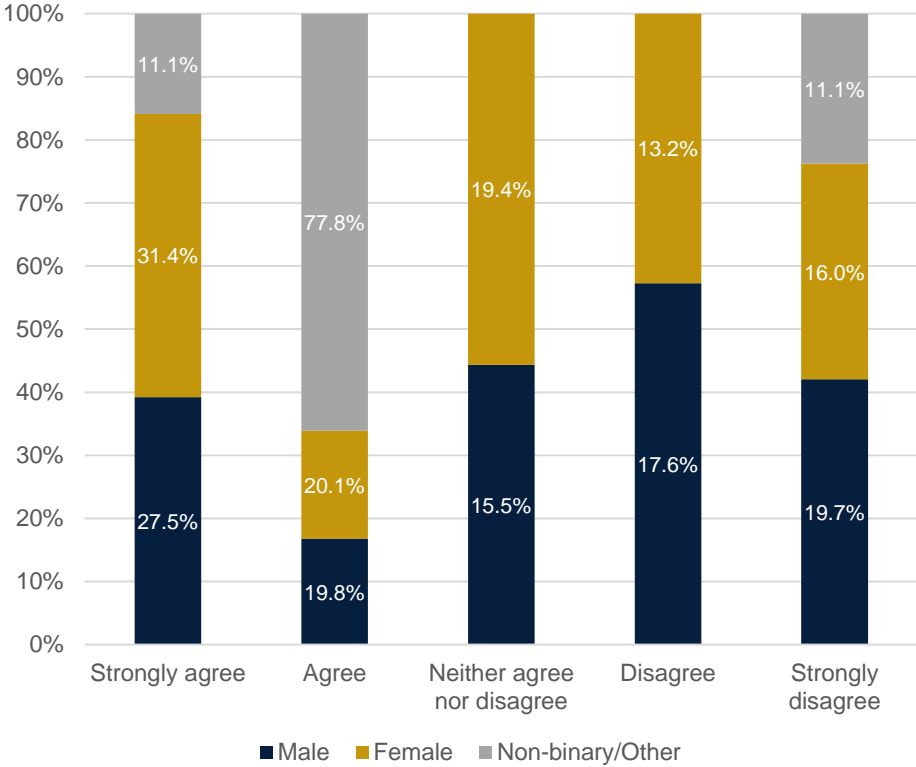
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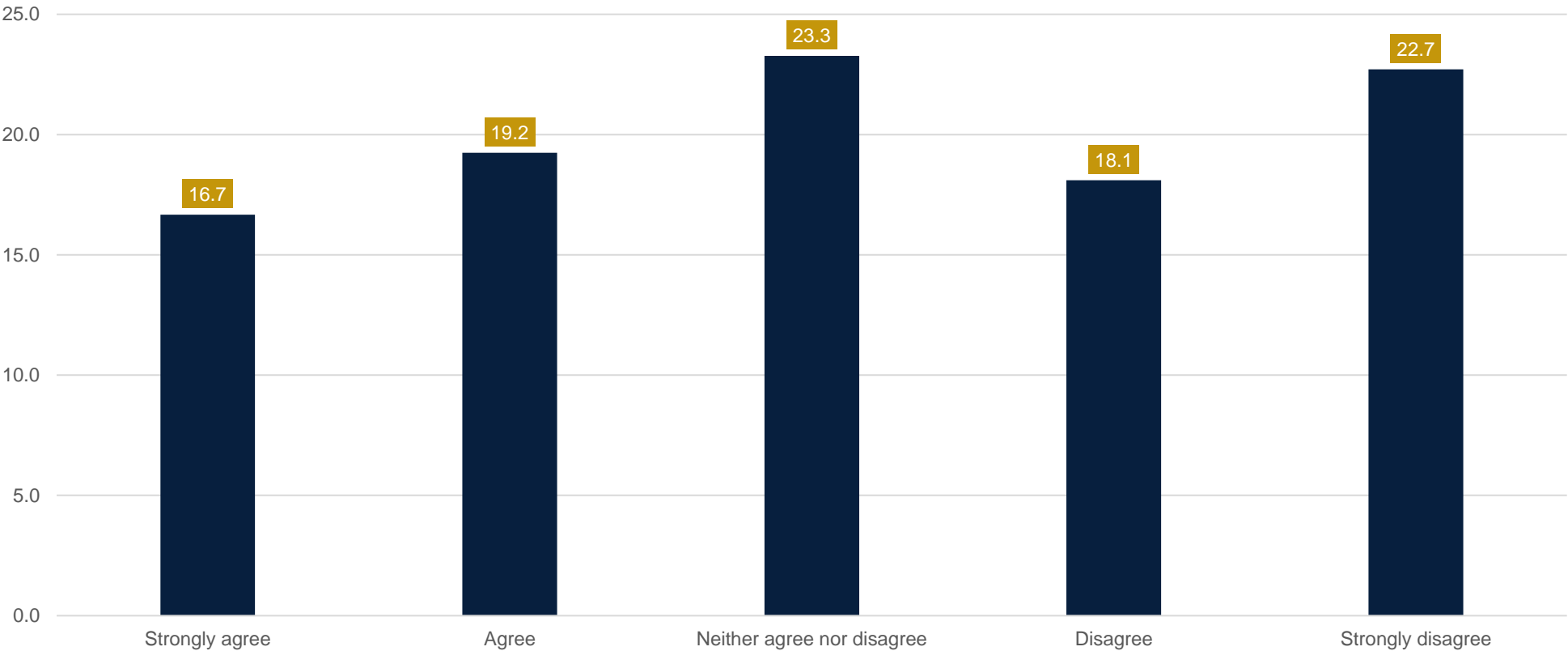
If Donald Trump is re-elected, he will implement a fascist dictatorship in the United States.



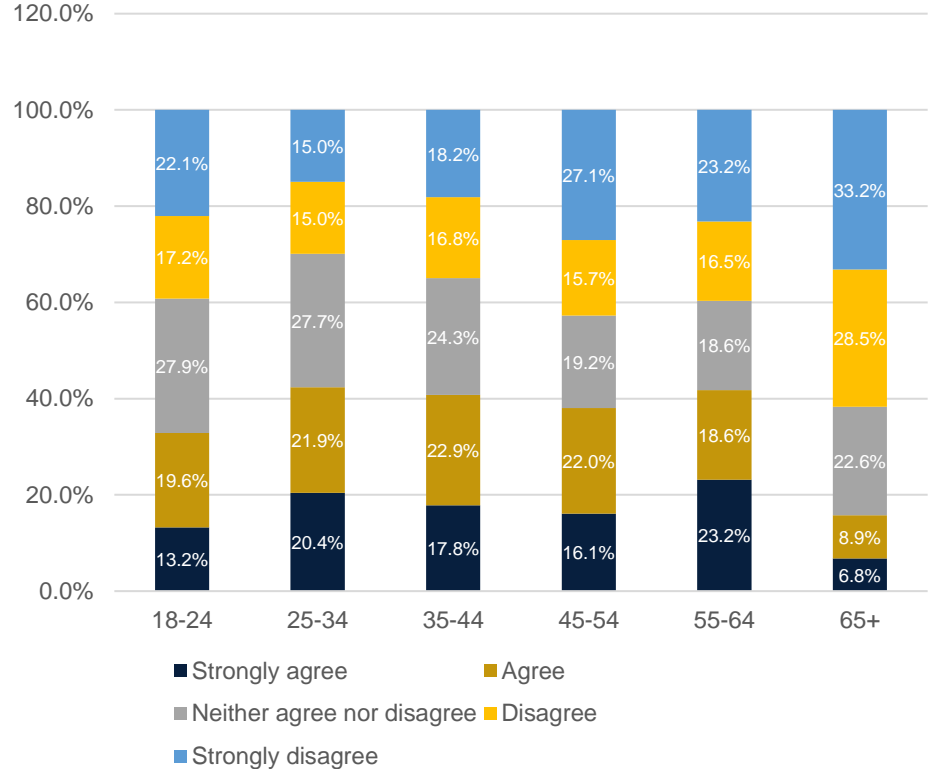
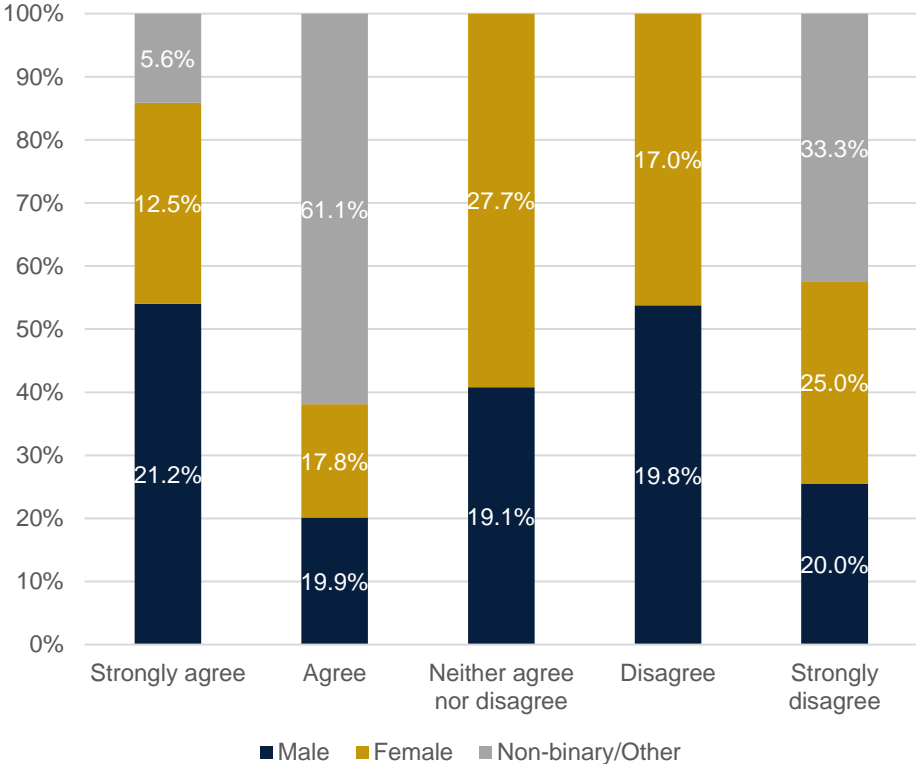
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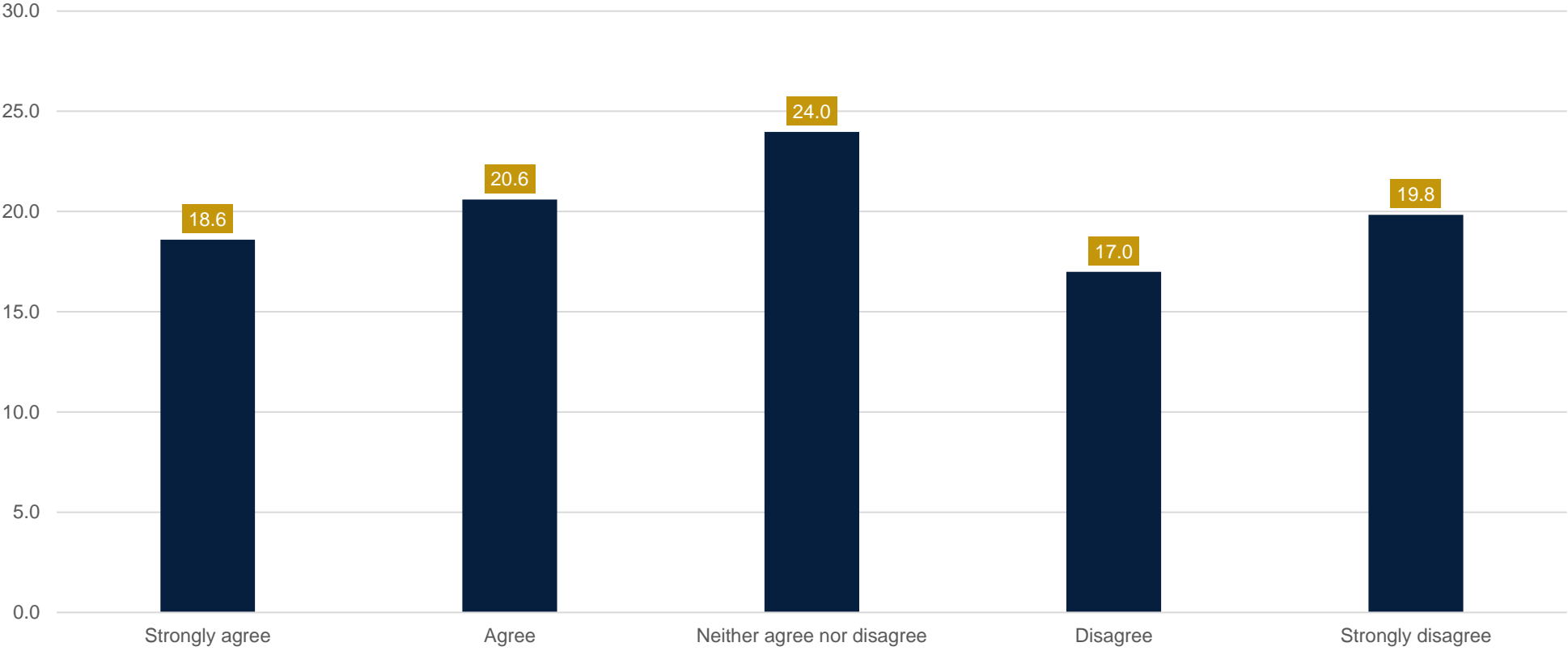
The most effective way to combat illegal immigration is to conduct a large-scale raid on undocumented immigrants and implement the largest mass deportation in U.S. history.



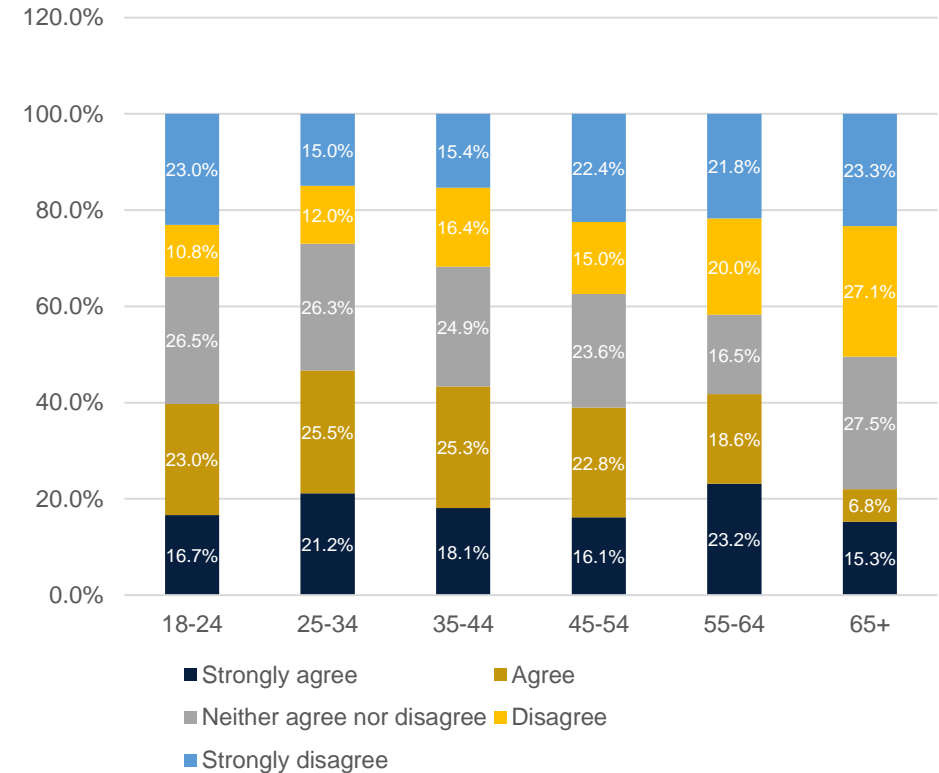
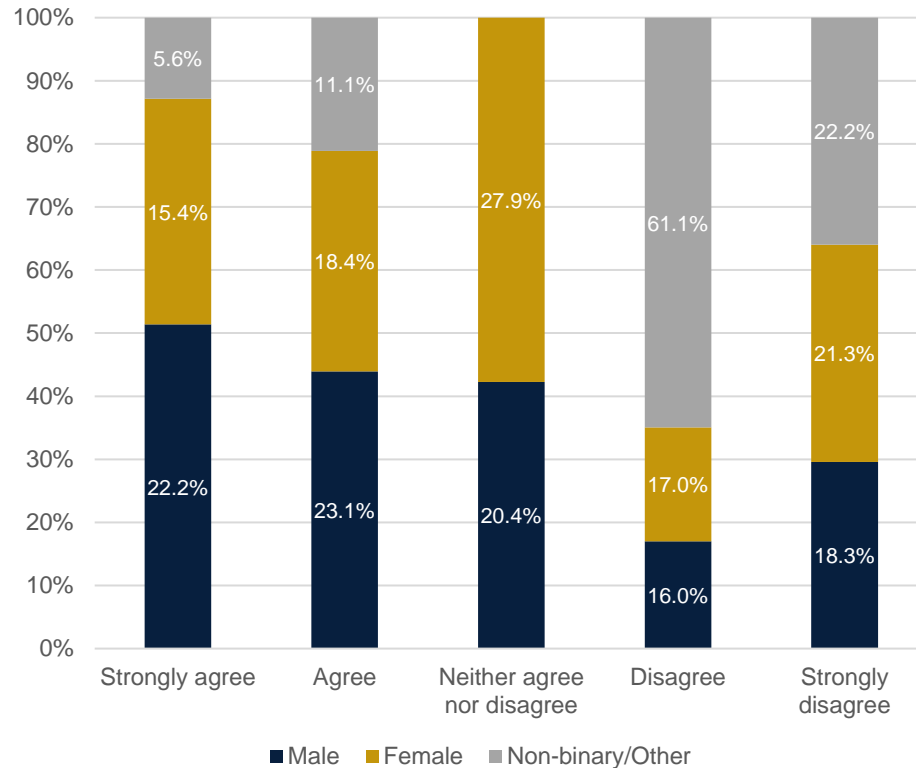
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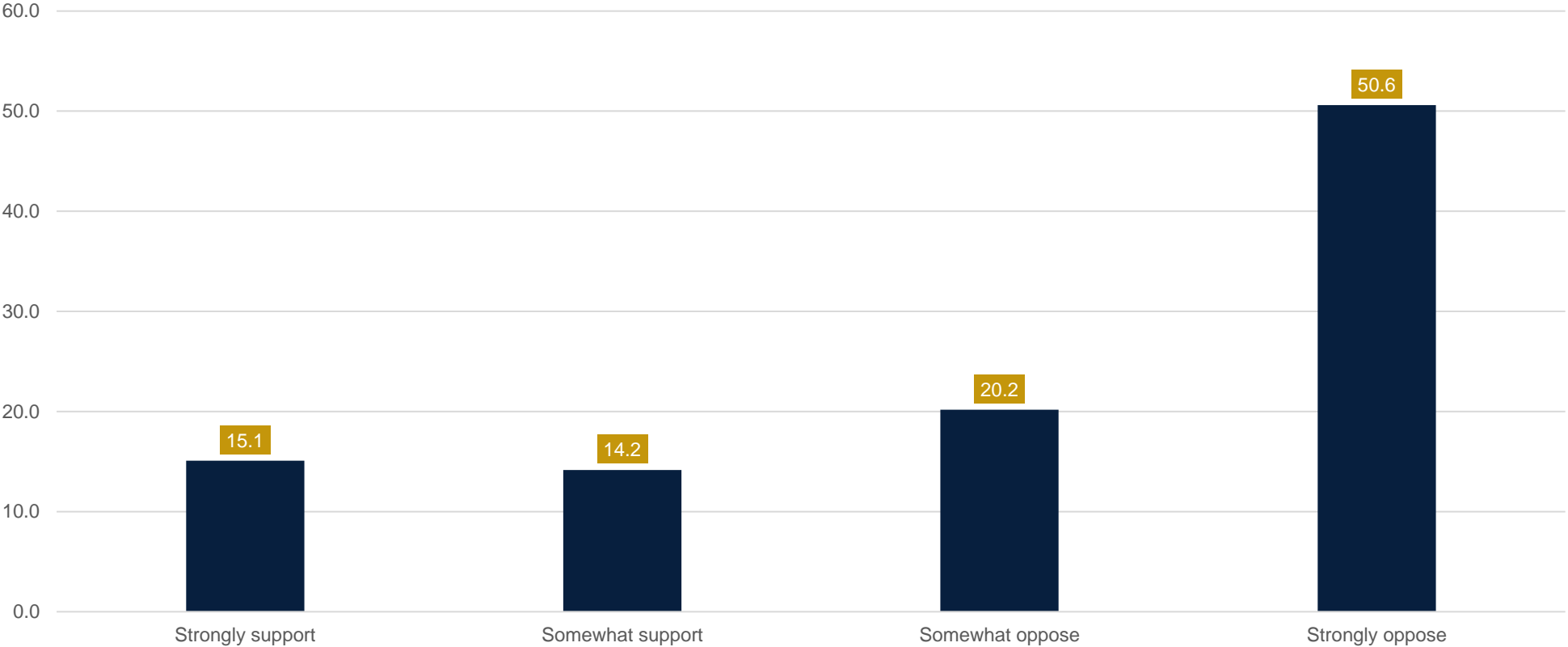
New waves of undocumented immigrants from Latin America are primarily criminals who threaten U.S. public safety and harm our country; therefore, it is urgent to build a wall along the border with Mexico.



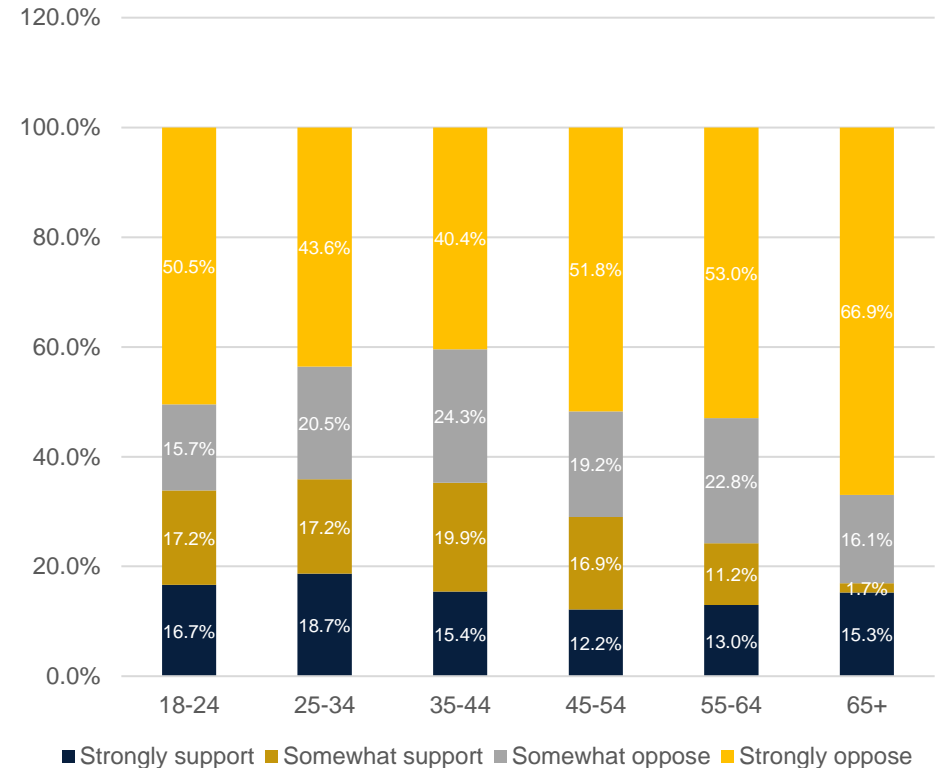
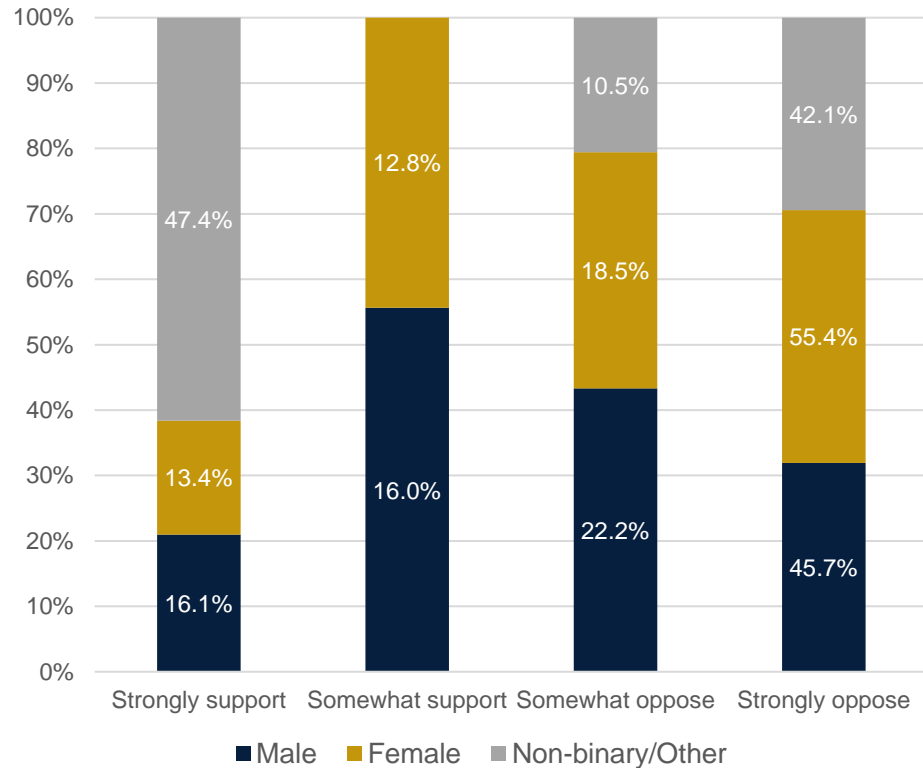
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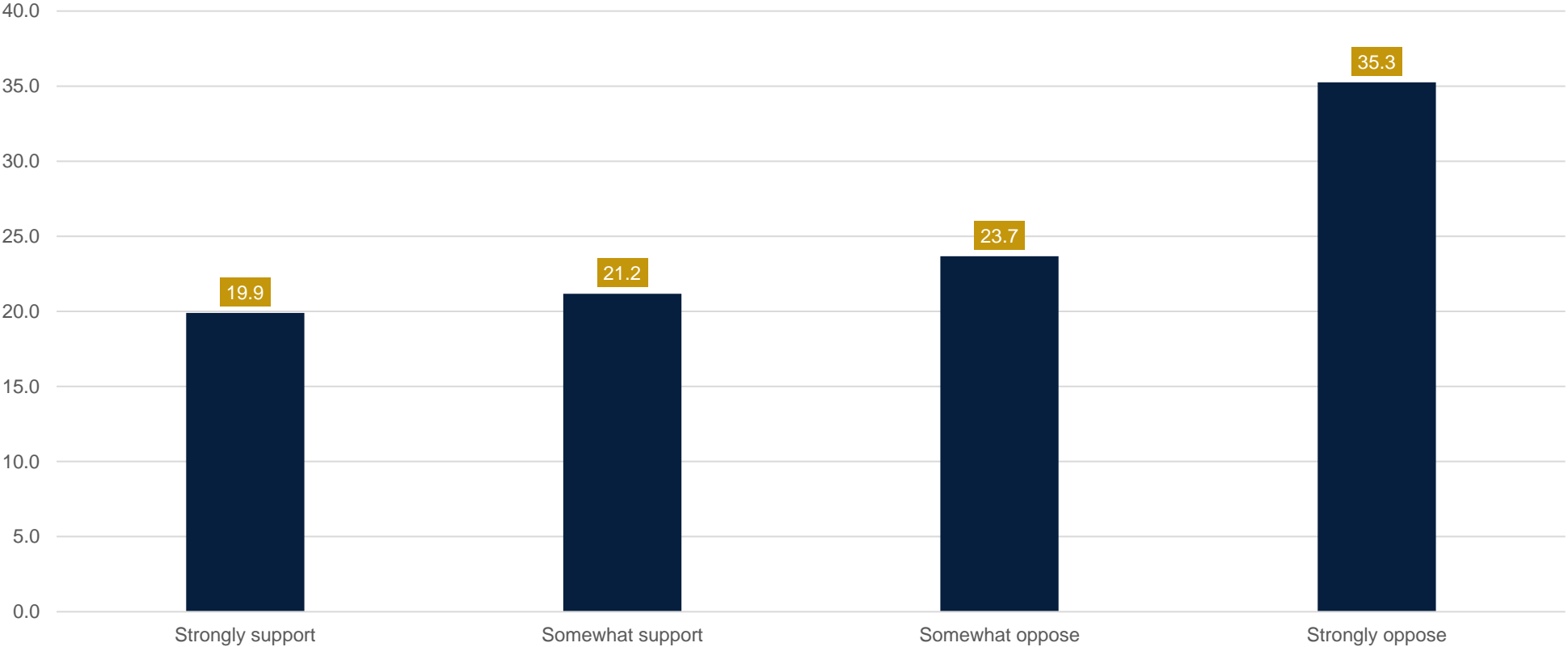
I support a total ban on abortion, with no exceptions.



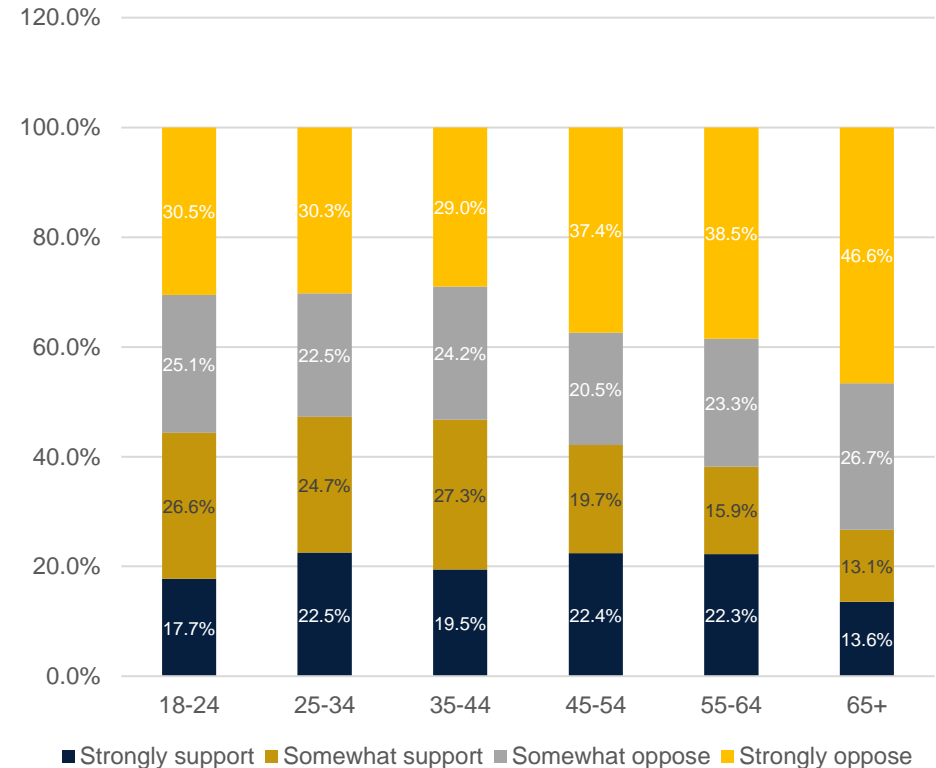
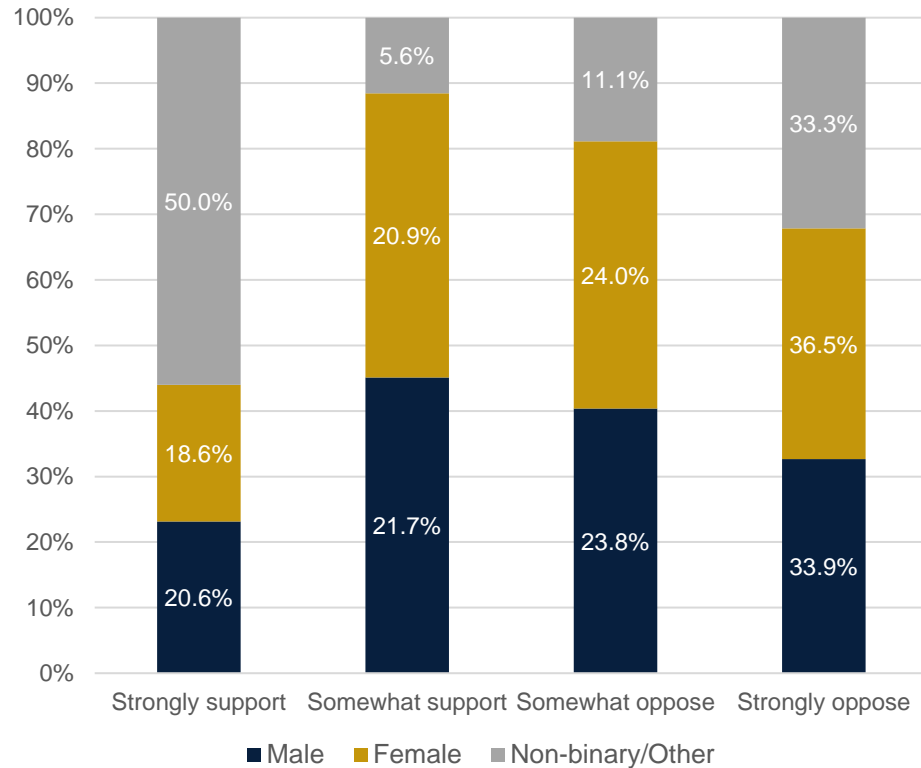
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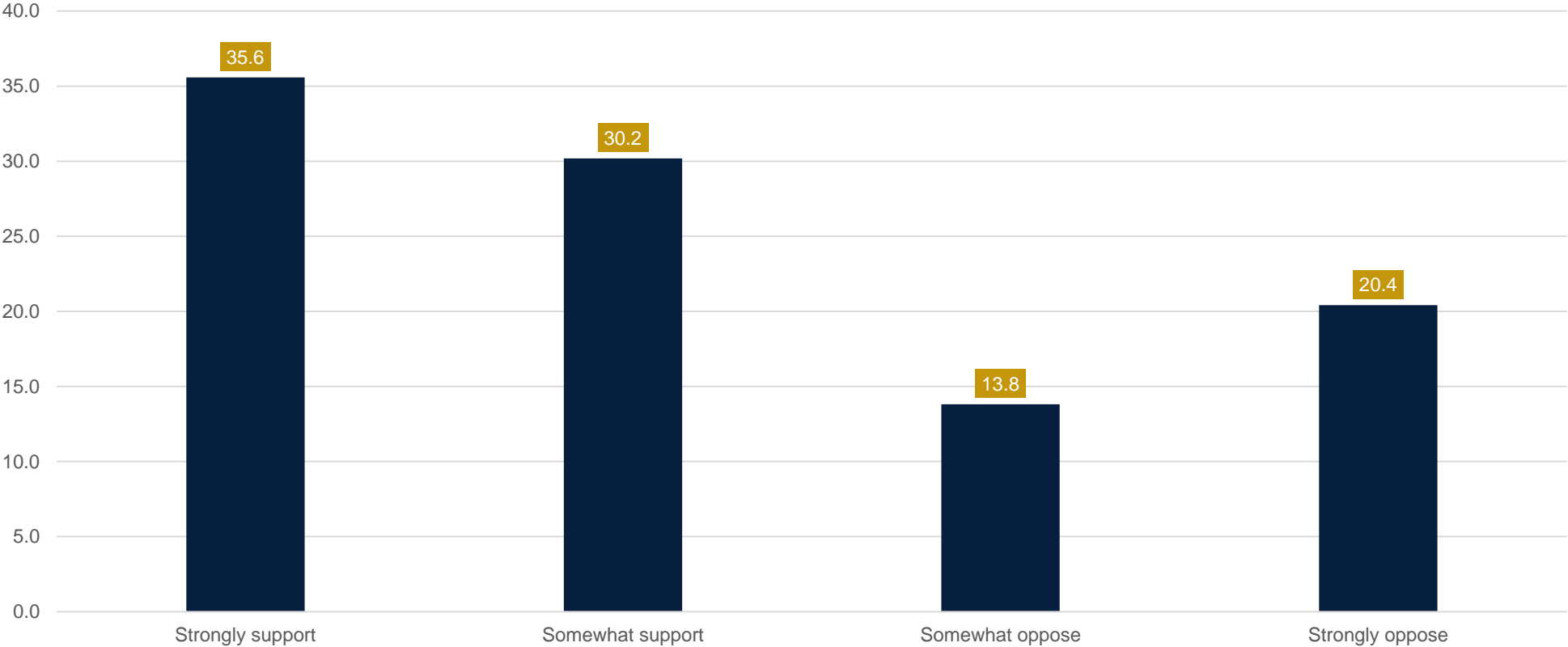
I support banning abortion after six weeks of pregnancy, no exceptions



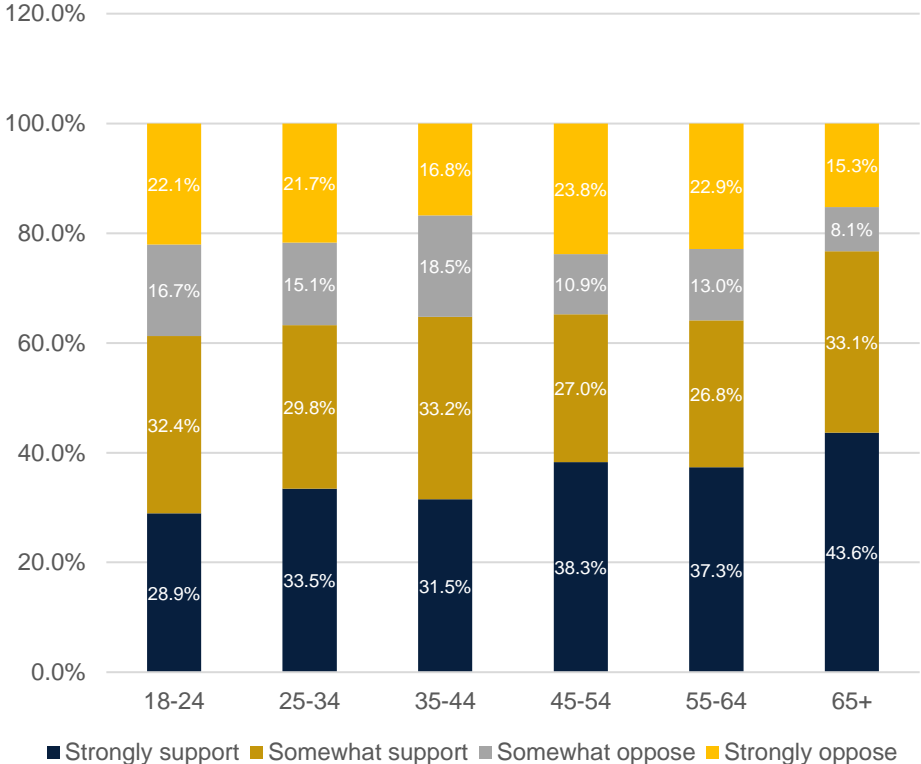
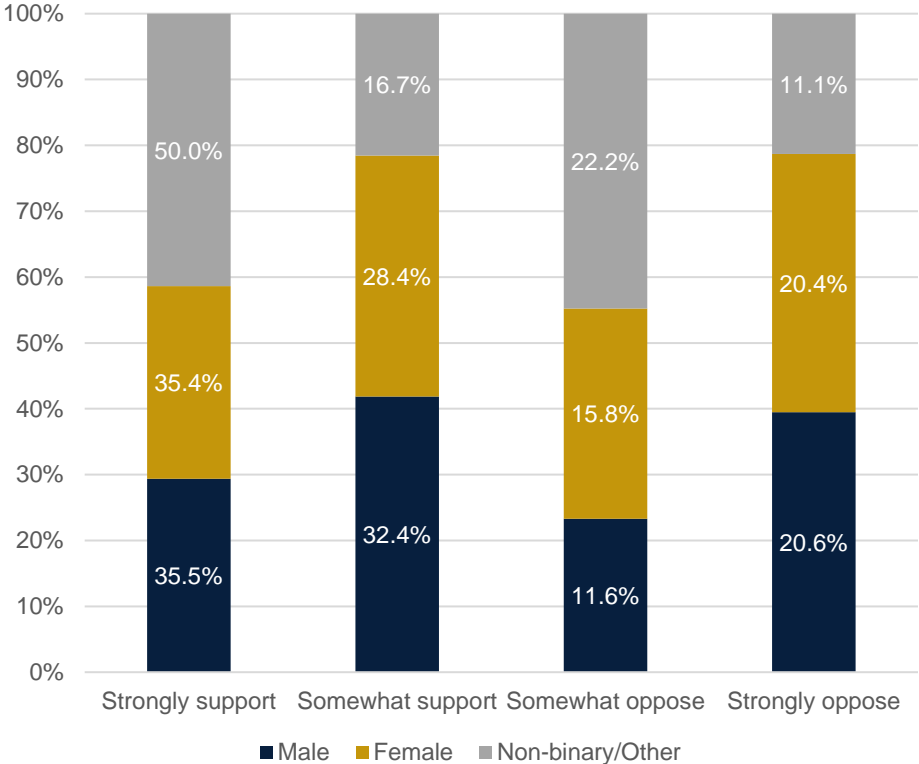
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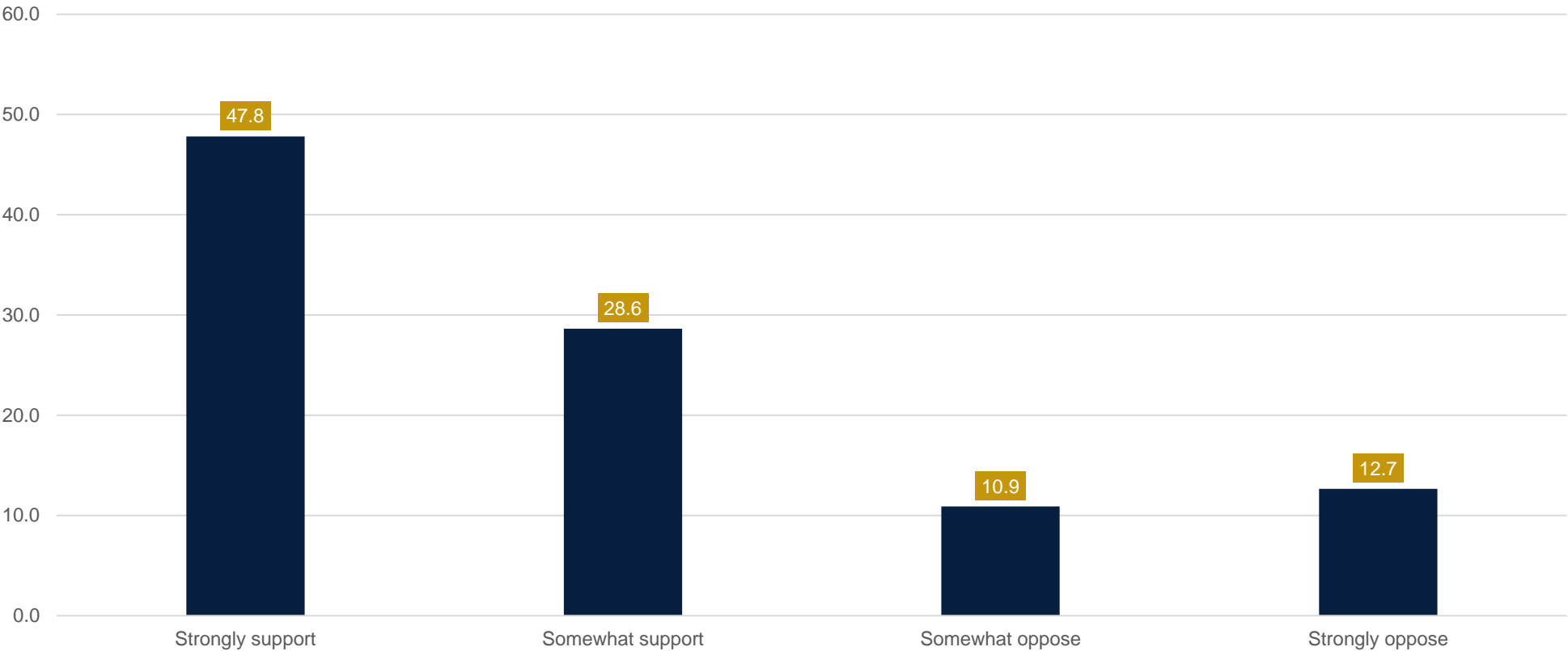
I support banning abortion after 26 weeks of pregnancy, except in cases of rape, incest, or to protect the health of the mother.



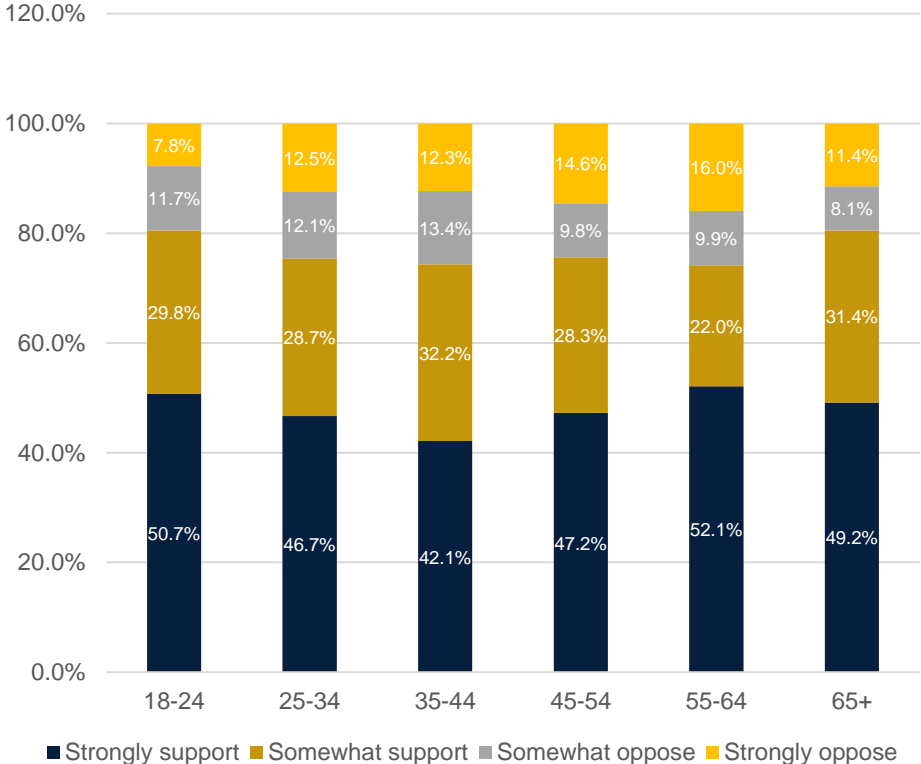
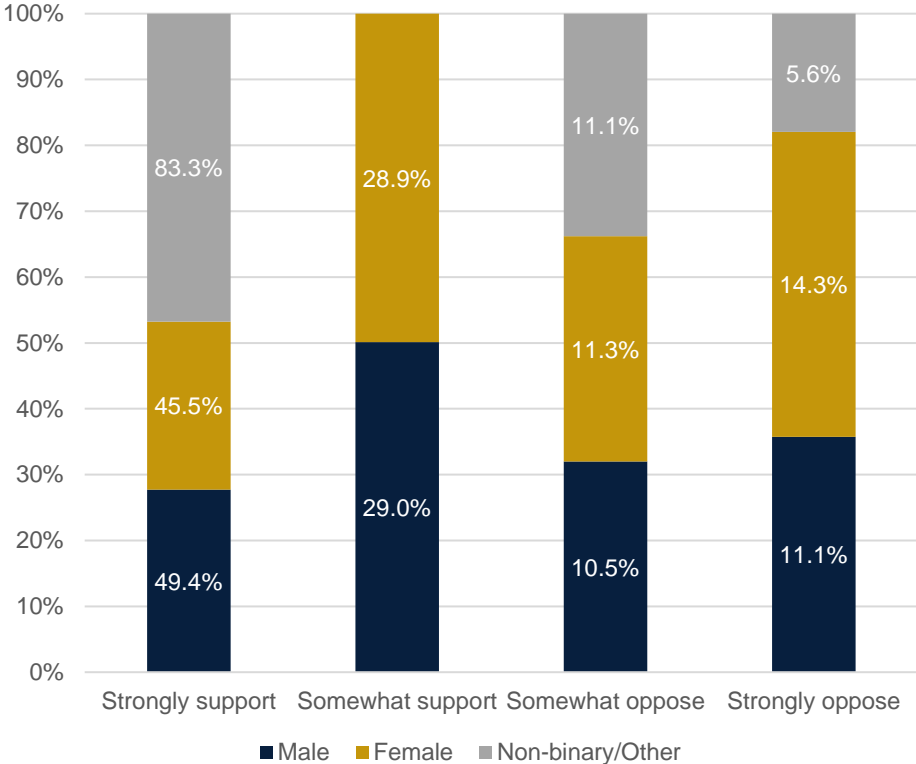
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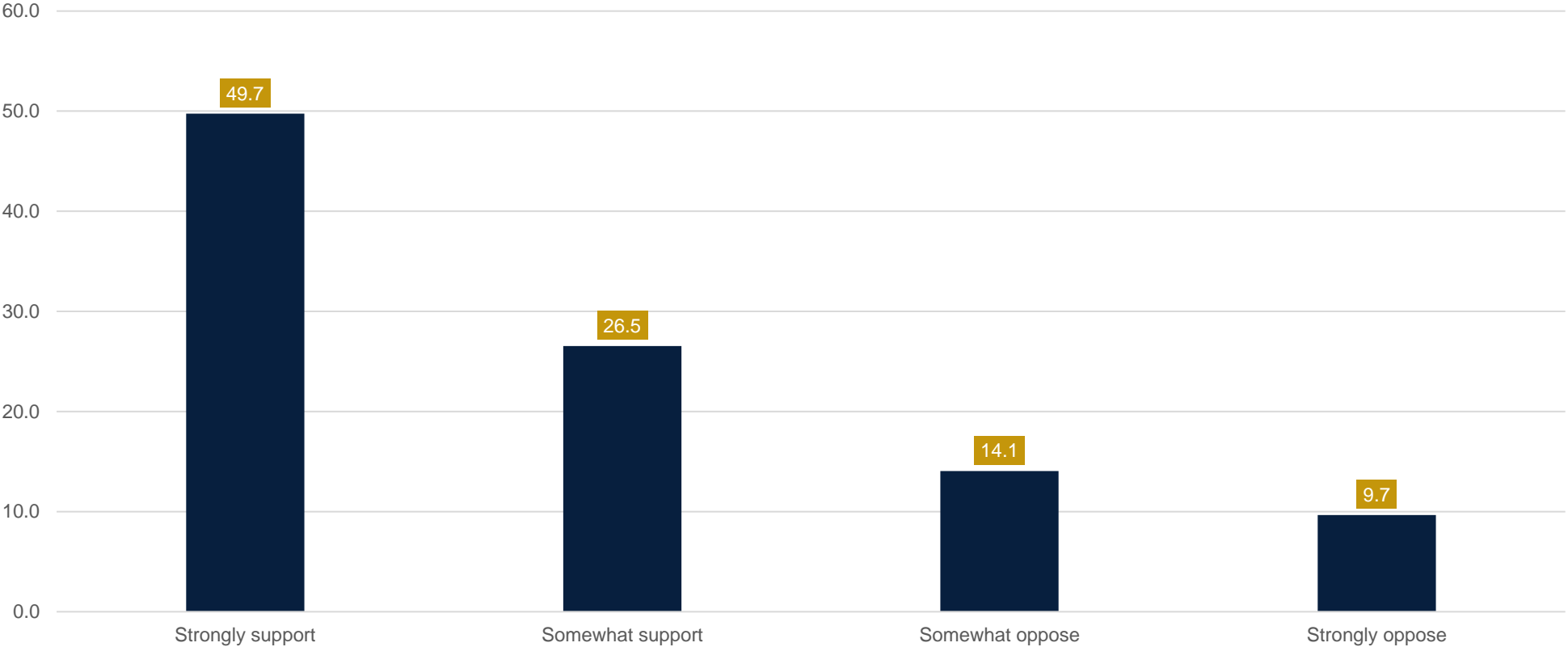
I support allowing abortion at any time during the pregnancy if the mother's life or health is at risk.



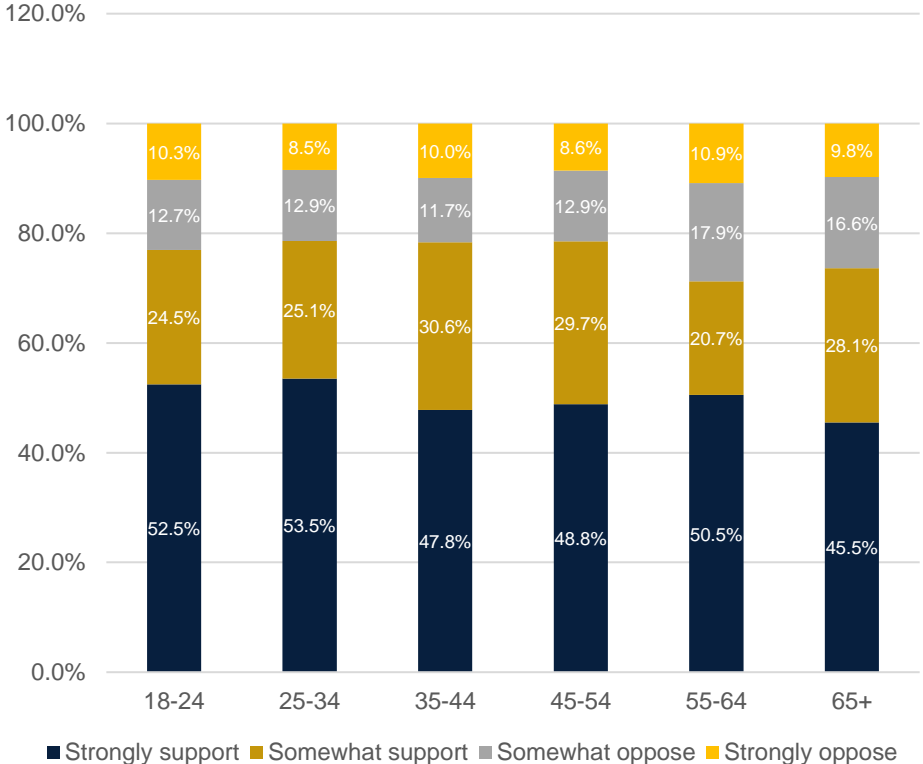
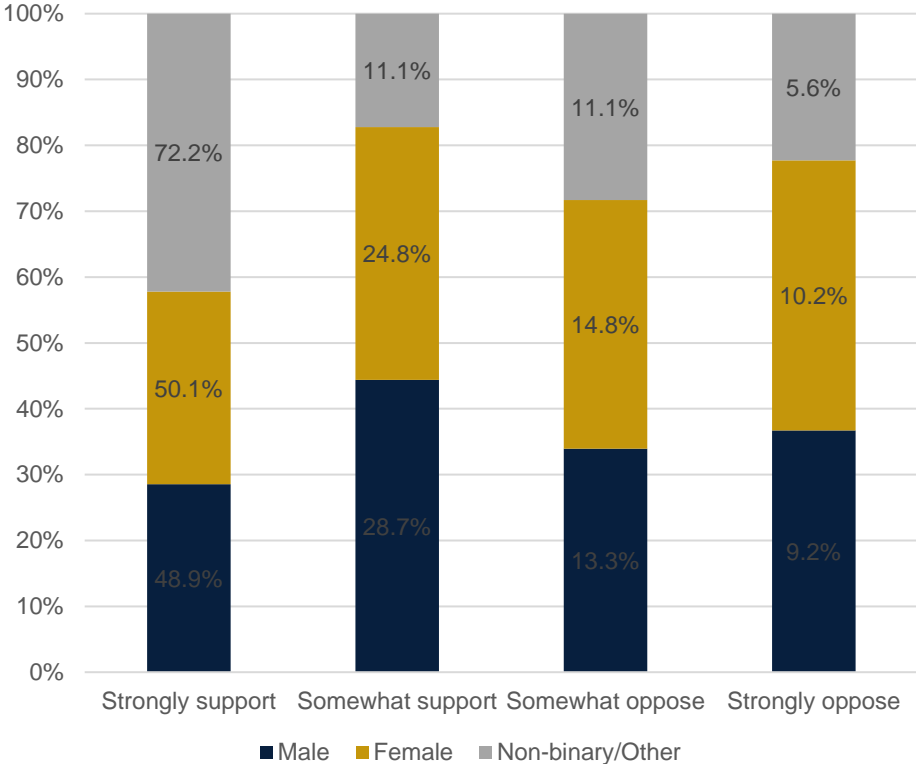
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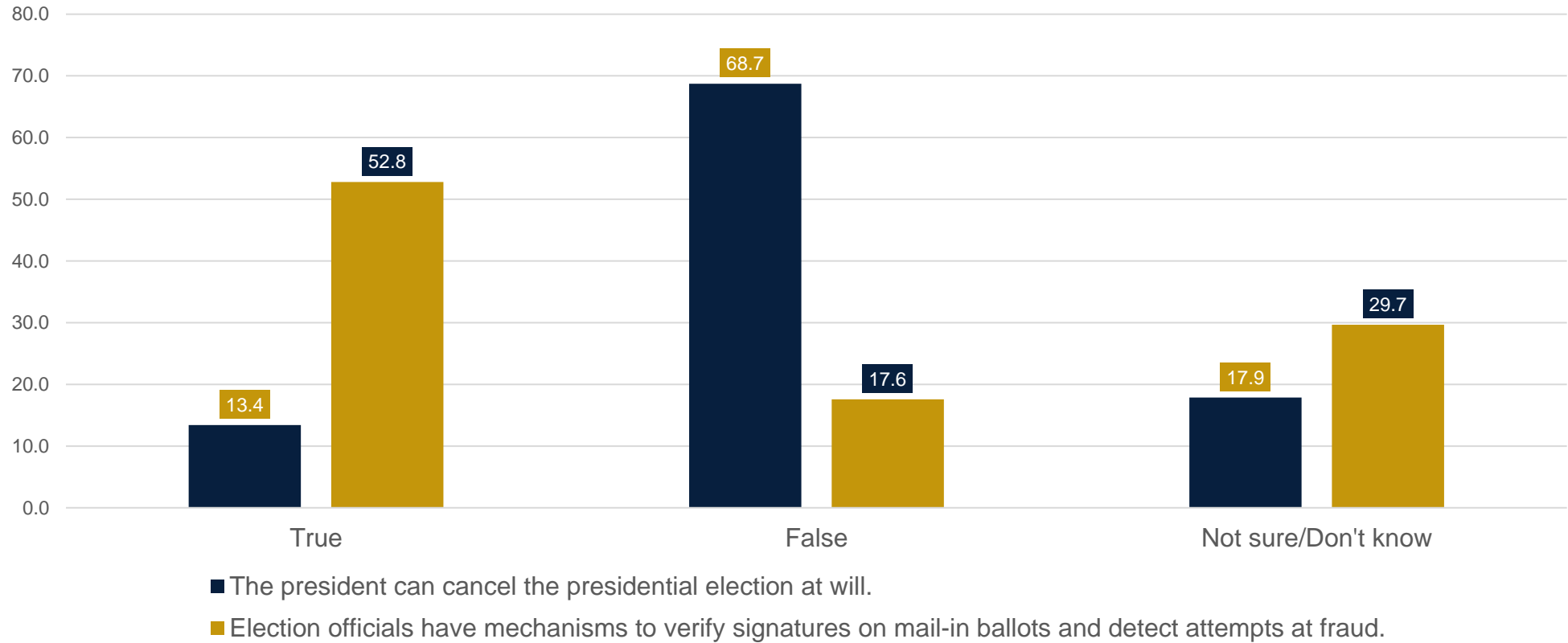
I support allowing abortion in cases of rape or incest, regardless of the stage of pregnancy.



I support allowing abortion in cases of rape or incest, regardless of the stage of pregnancy

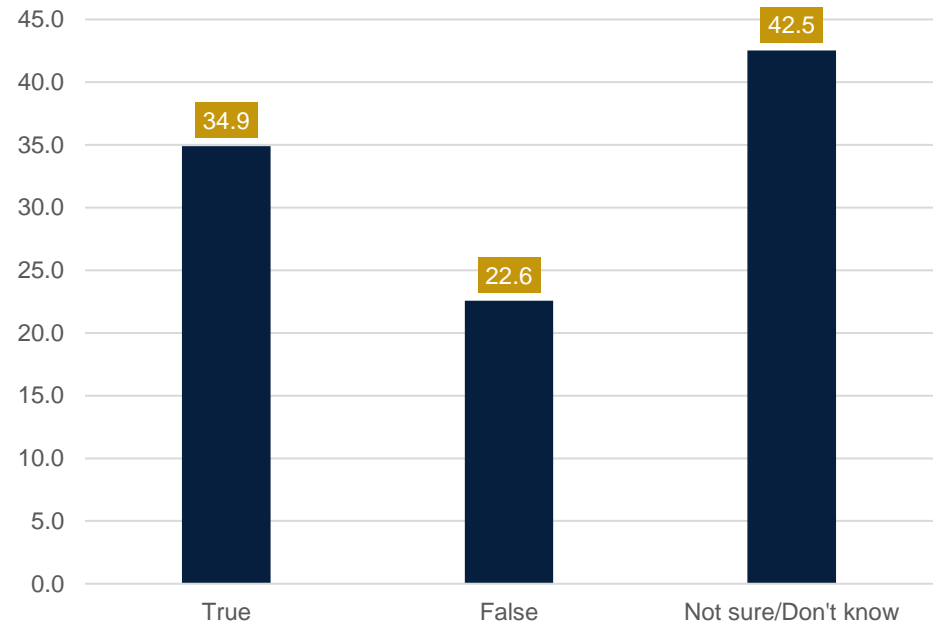


Using your best judgment, do you believe the following statements are true or false?

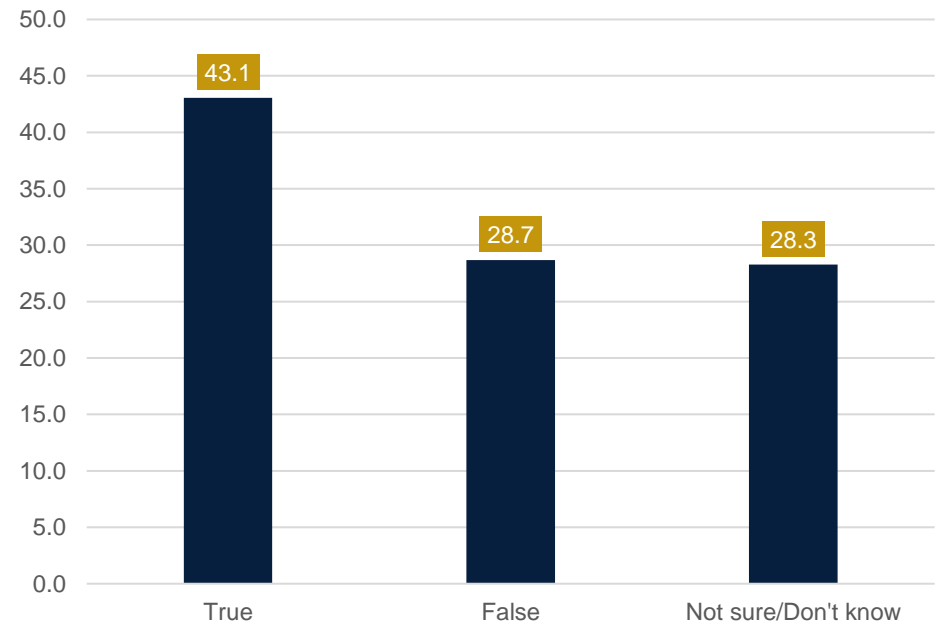


Using your best judgment, do you believe the following statements are true or false?

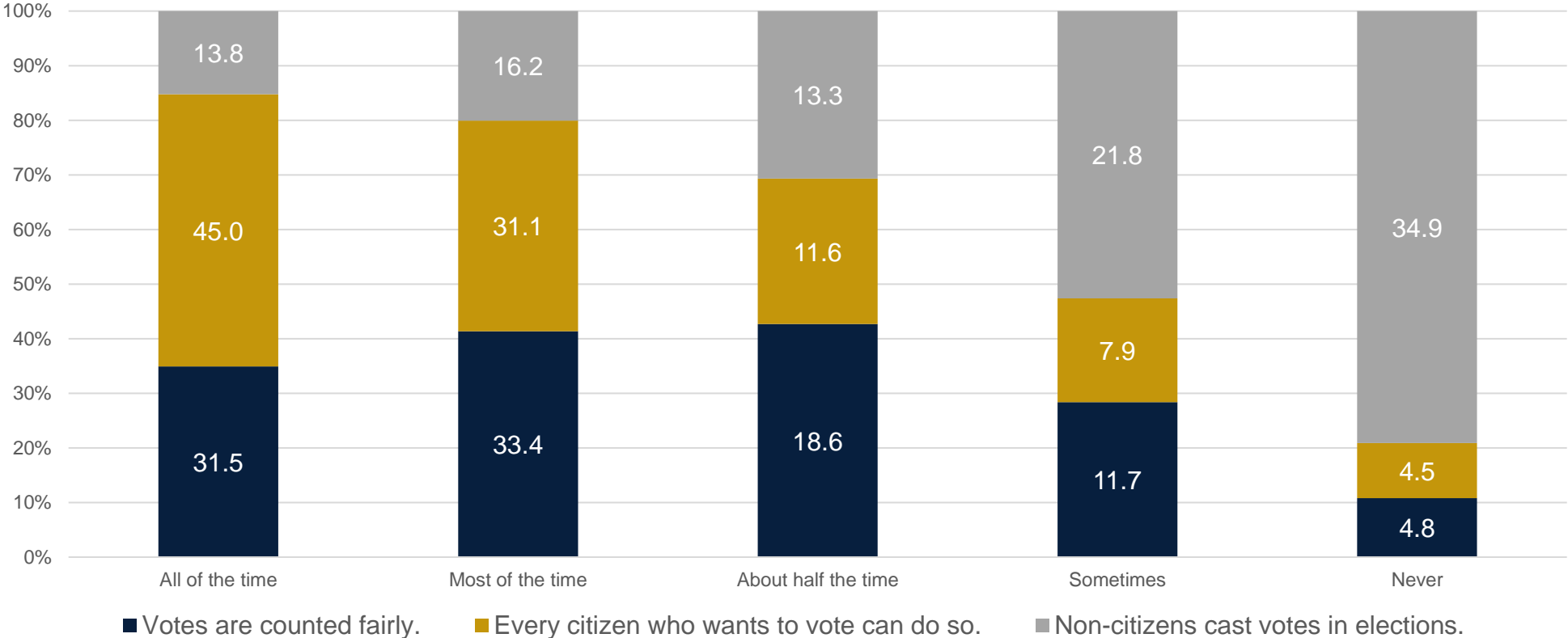
The Venezuelan gang "Tren de Aragua" took control of an apartment building in Aurora, Colorado.



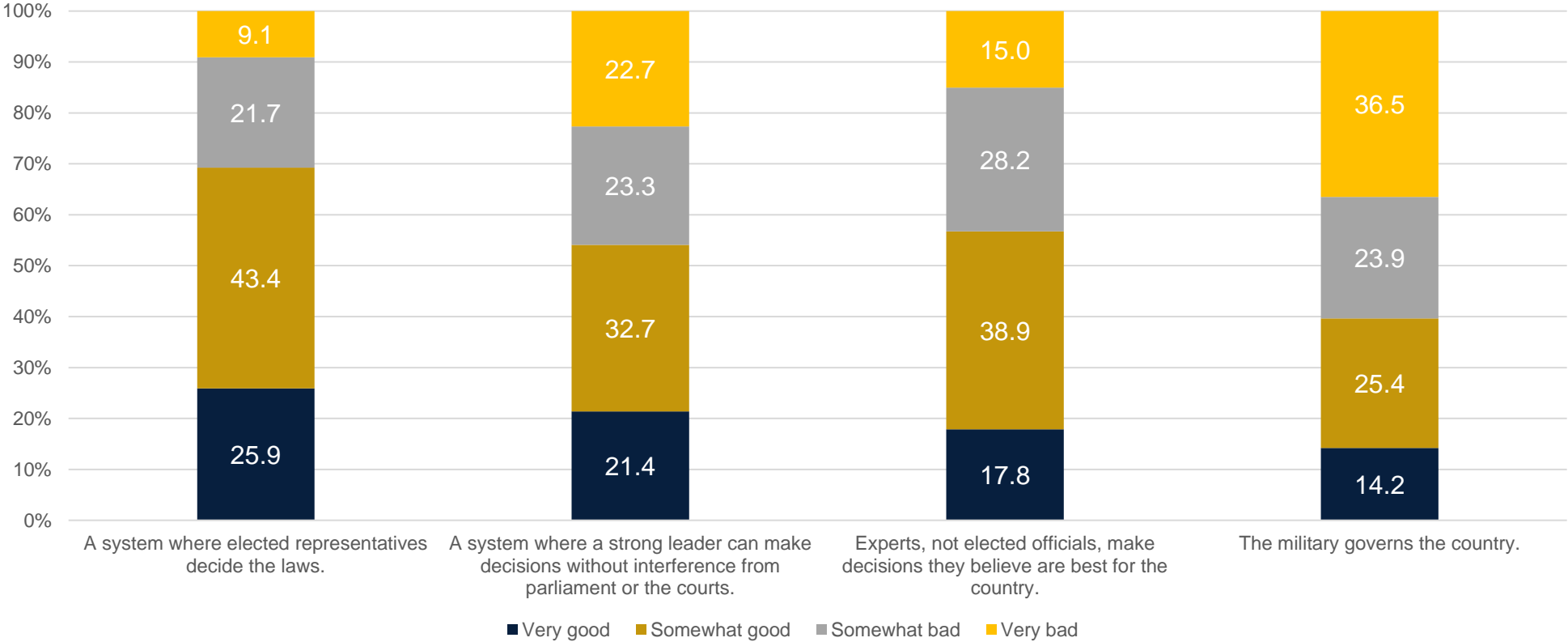
Springfield, Ohio police have NOT received reports of pets being stolen and eaten by Haitian immigrants.



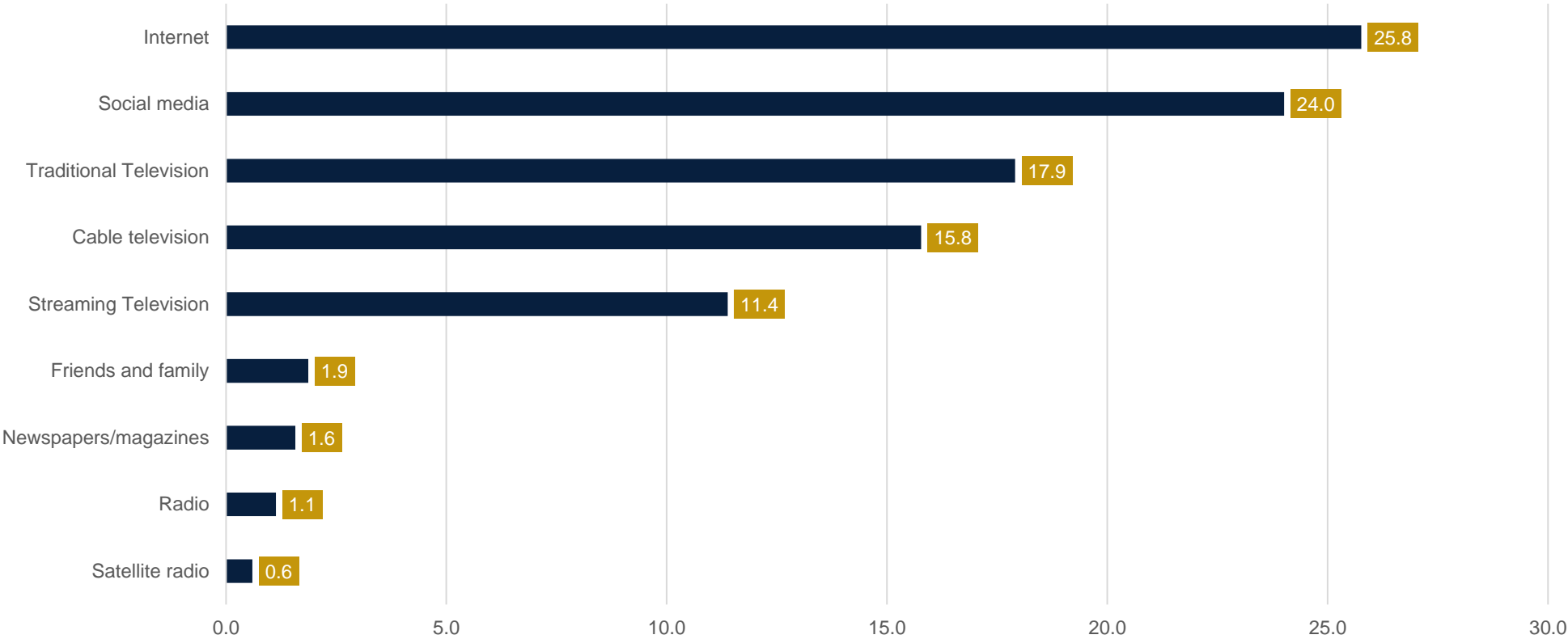
In your opinion, how often do the following situations occur in U.S. elections?



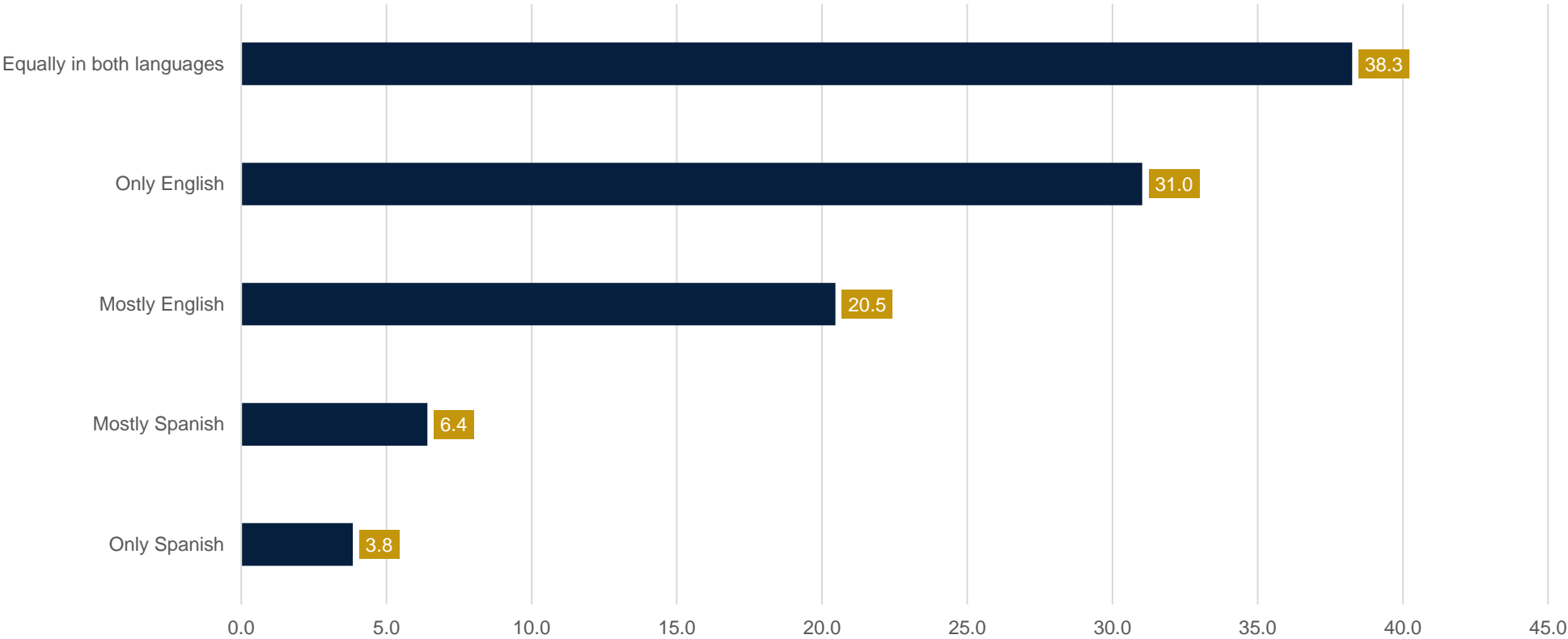
How good or bad do you consider the following systems for governing the United States?



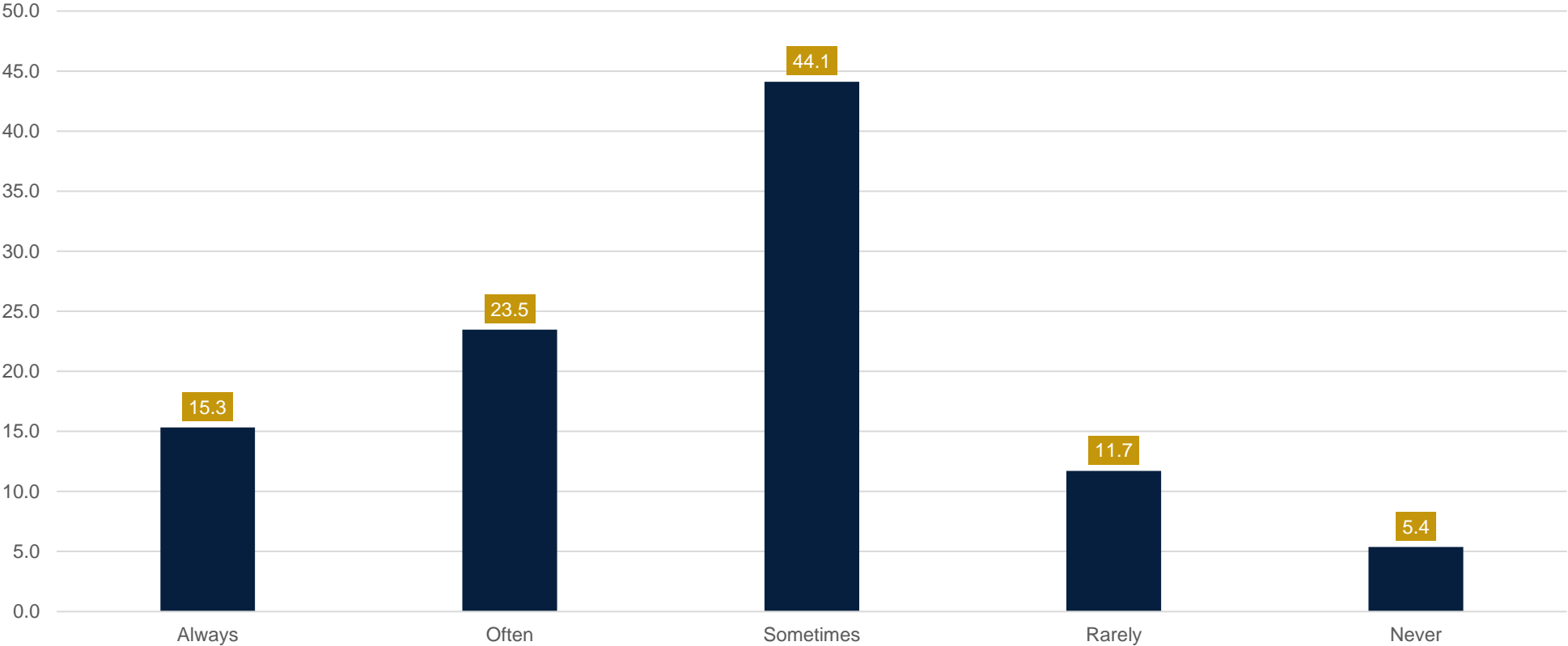
In general, what is your main source of news about politics?



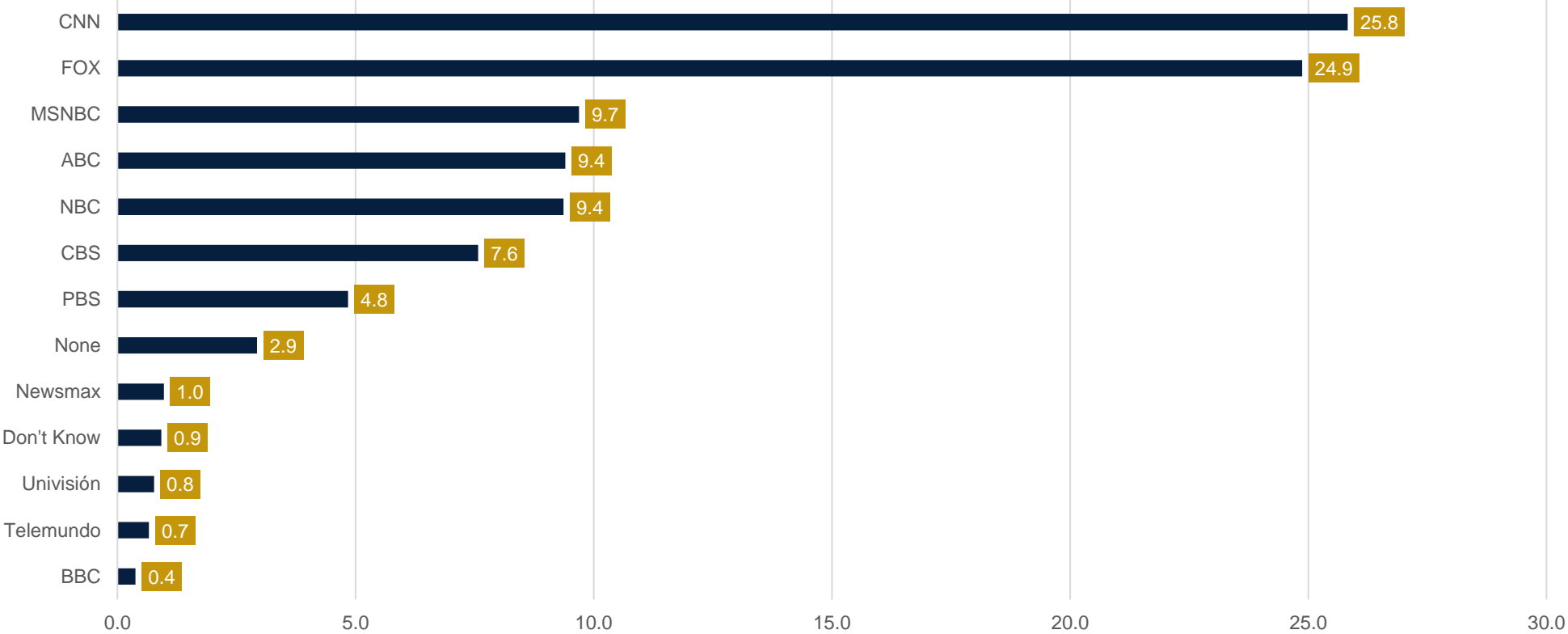
When it comes to political news (when you watch TV, listen to the radio, or read newspapers), would you say you get your information from sources in English or Spanish?



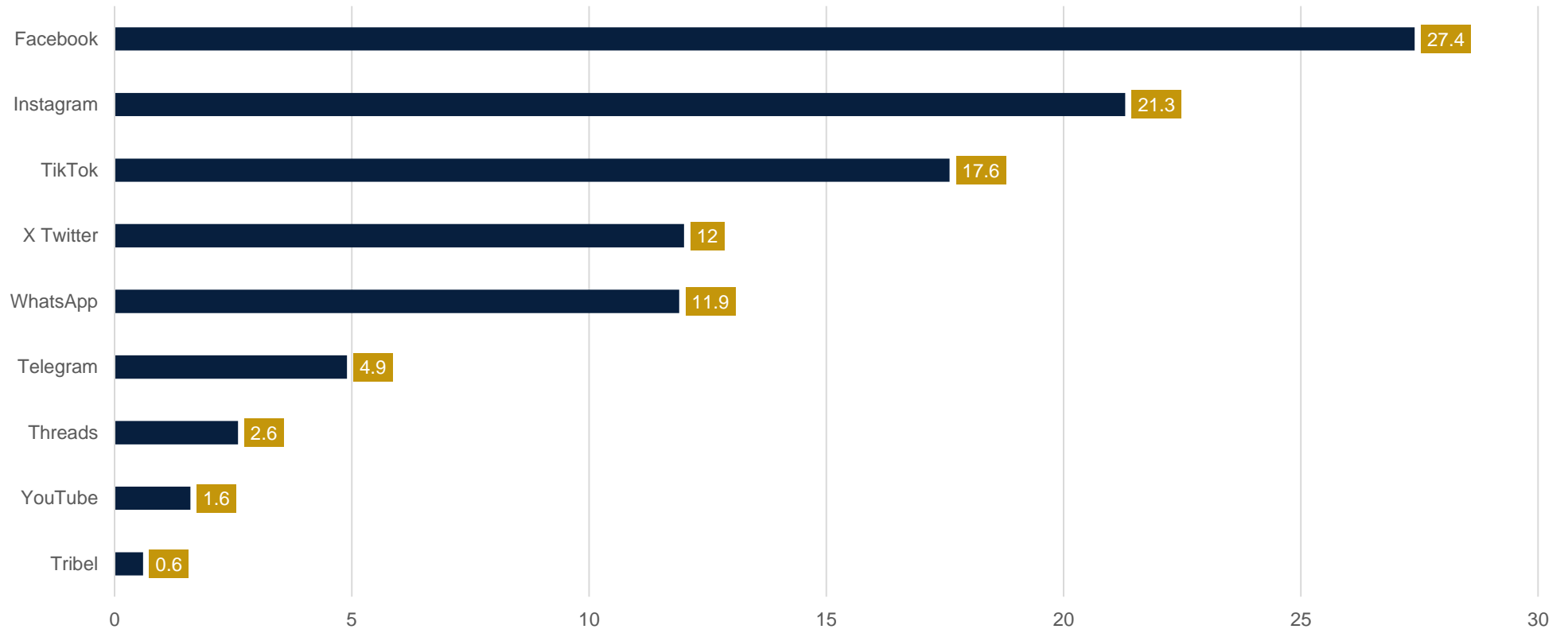
Do you prefer consuming media content (news, shows, social media) that focuses on issues related to the Hispanic community?



When it comes to political news, which of the following television networks do you trust the most?



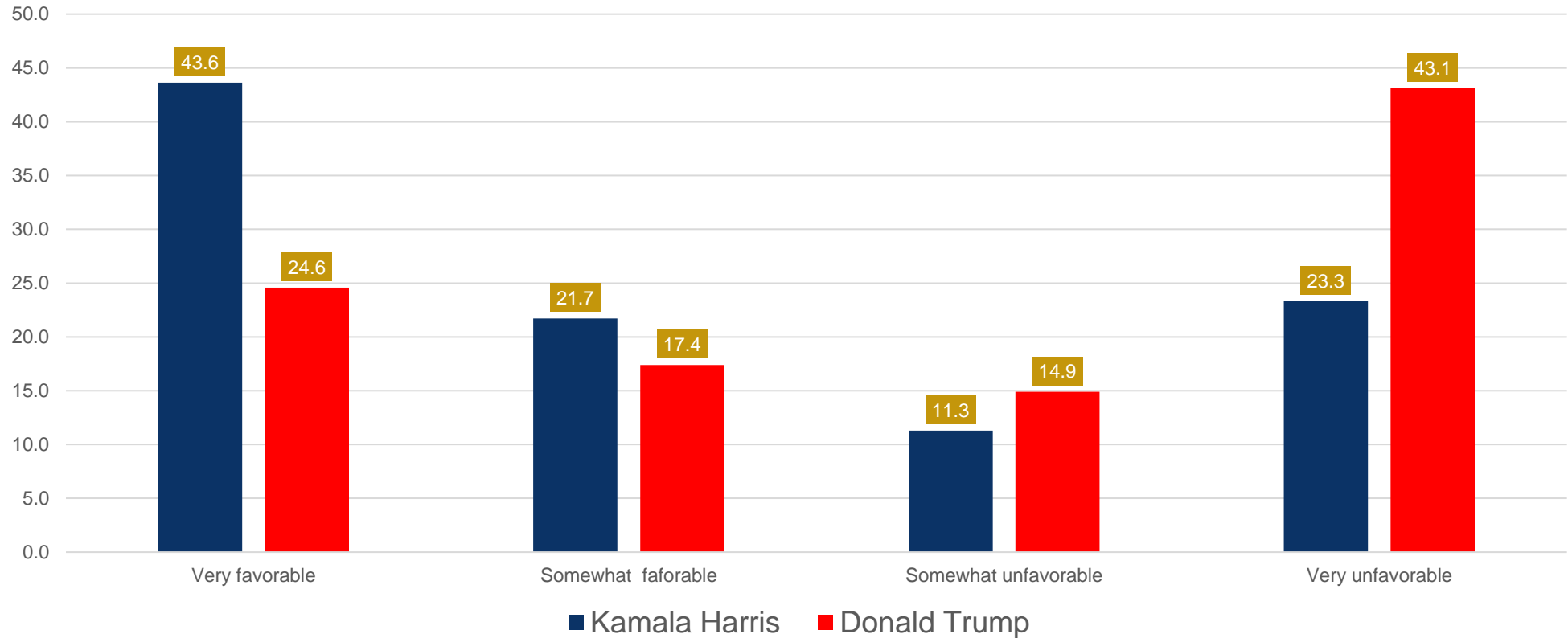
In a typical week, which of the following social media platforms do you use the most?



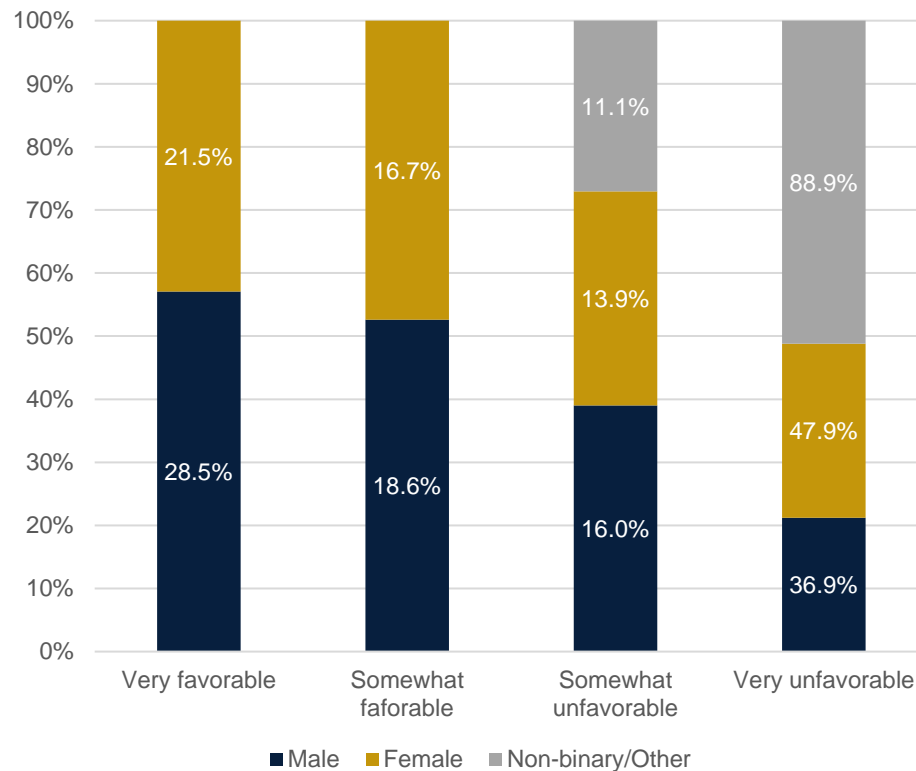
How much do you trust or not trust the information you get from the following social media platforms about news and current events?

	Facebook	X(Twitter)	Instagram	Threads	Tribel	WhatsApp	Telegram	TikTok
I completely trust it	14.3	12.6	16.1	6.8	5.0	14.0	8.7	13.0
I somewhat trust it	27.7	21.6	26.8	13.5	6.9	20.9	14.4	21.4
I neither trust nor distrust it	29.7	23.1	30.1	24.6	19.1	22.6	22.1	25.2
I somewhat distrust it	13.4	9.2	9.0	8.2	6.7	7.8	7.4	10.8
I completely distrust it	9.6	12.1	5.8	7.4	8.7	8.6	8.1	13.5
N/A	5.2	21.4	12.2	39.5	53.6	26.1	39.3	16.1

Do you have a favorable or unfavorable opinion of Kamala Harris and Donald Trump?

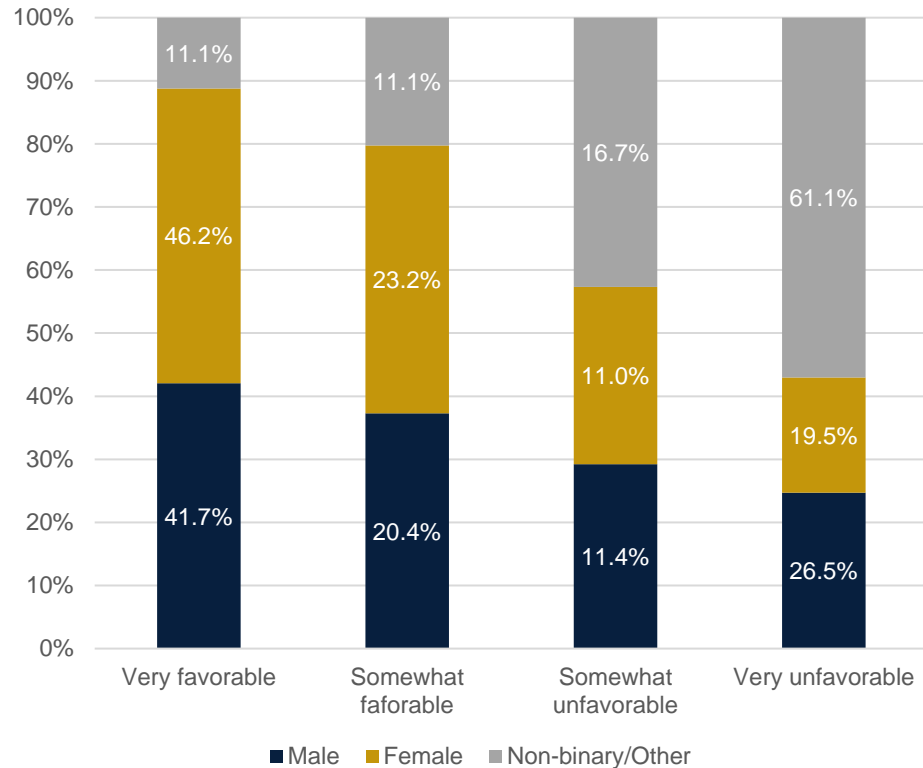


Do you have a favorable or unfavorable opinion of Donald Trump?



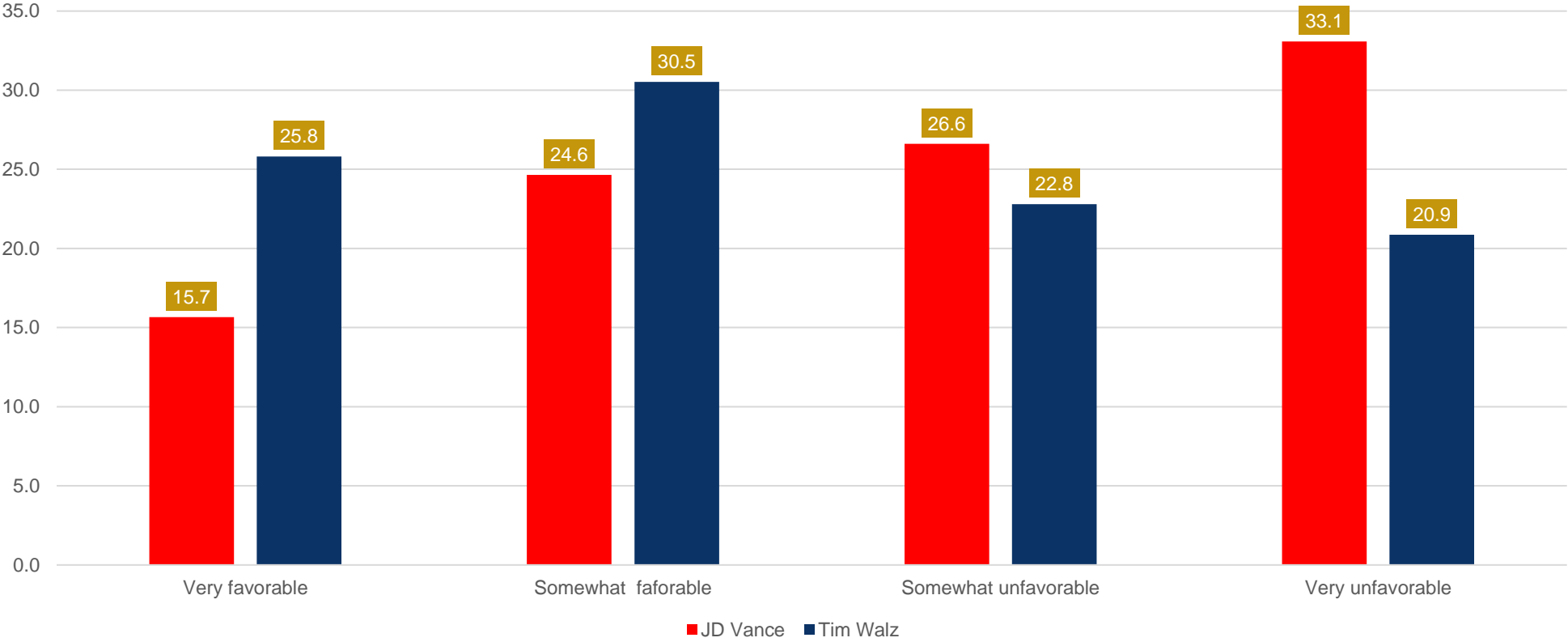
	18-24	25-34	35-44	45-54	55-64	65+
Very favorable	27.0%	31.8%	24.7%	22.0%	28.8%	11.5%
Somewhat favorable	21.6%	20.1%	21.2%	16.1%	15.4%	9.8%
Somewhat unfavorable	18.6%	17.5%	16.8%	17.6%	10.9%	8.5%
Very unfavorable	32.8%	30.7%	37.3%	44.3%	44.9%	70.2%

Do you have a favorable or unfavorable opinion of Kamala Harris?

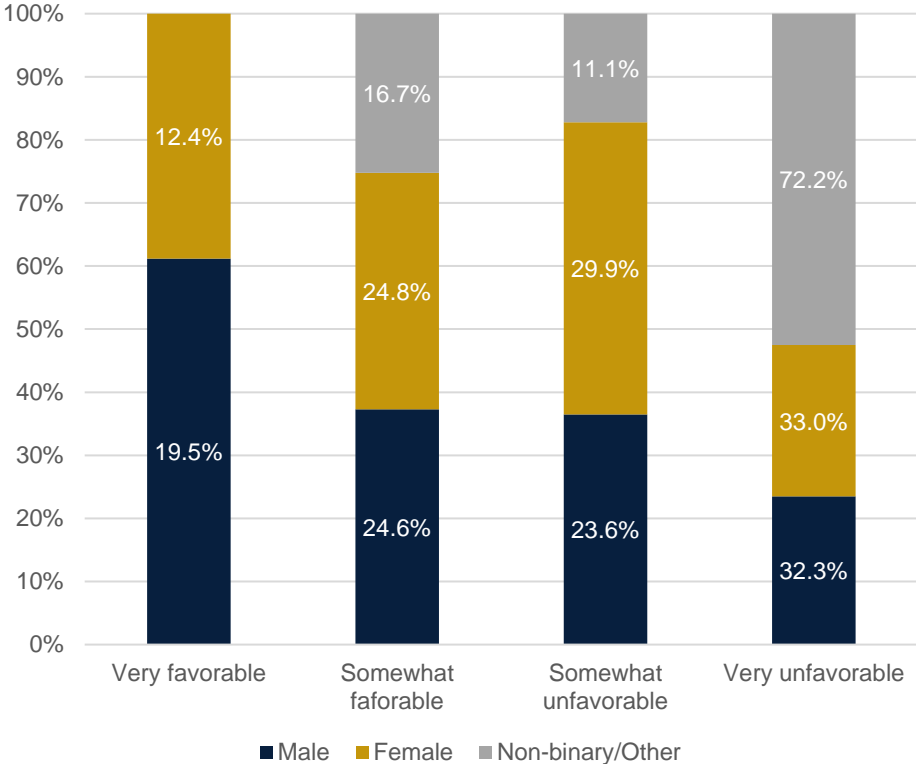


	18-24	25-34	35-44	45-54	55-64	65+
Very favorable	32.8%	38.1%	46.1%	44.3%	47.2%	51.3%
Somewhat favorable	26.5%	26.0%	19.8%	22.4%	17.3%	19.9%
Somewhat unfavorable	18.6%	12.5%	13.3%	9.4%	5.3%	10.2%
Very unfavorable	22.1%	23.4%	20.8%	23.9%	30.3%	18.6%

Do you have a favorable or unfavorable opinion of JD Vance and Tim Walz?

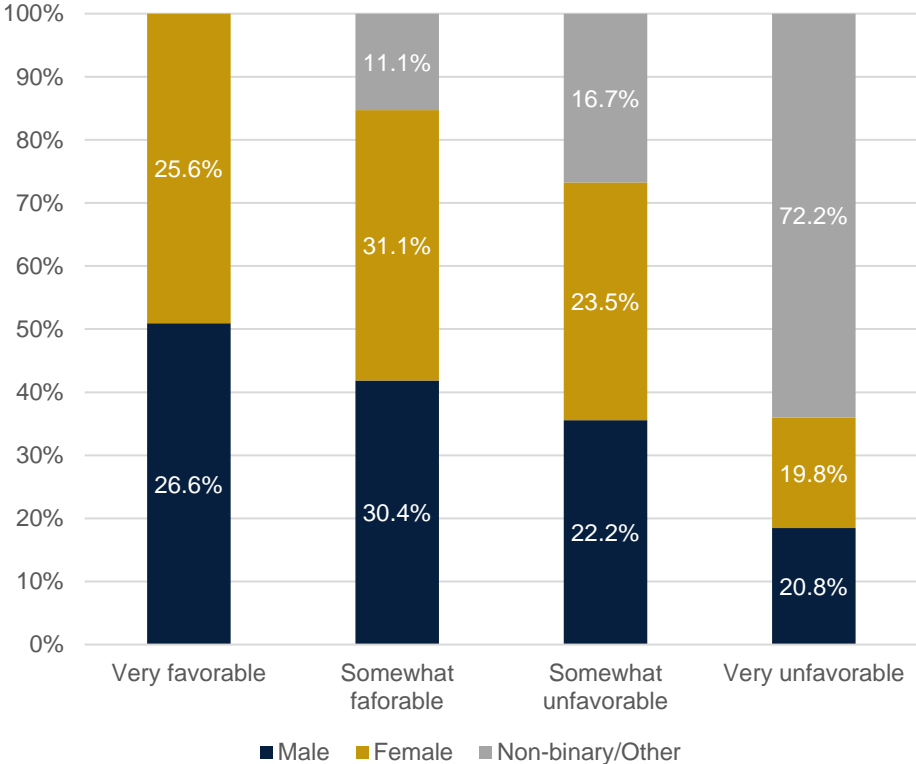


Do you have a favorable or unfavorable opinion of JD Vance?



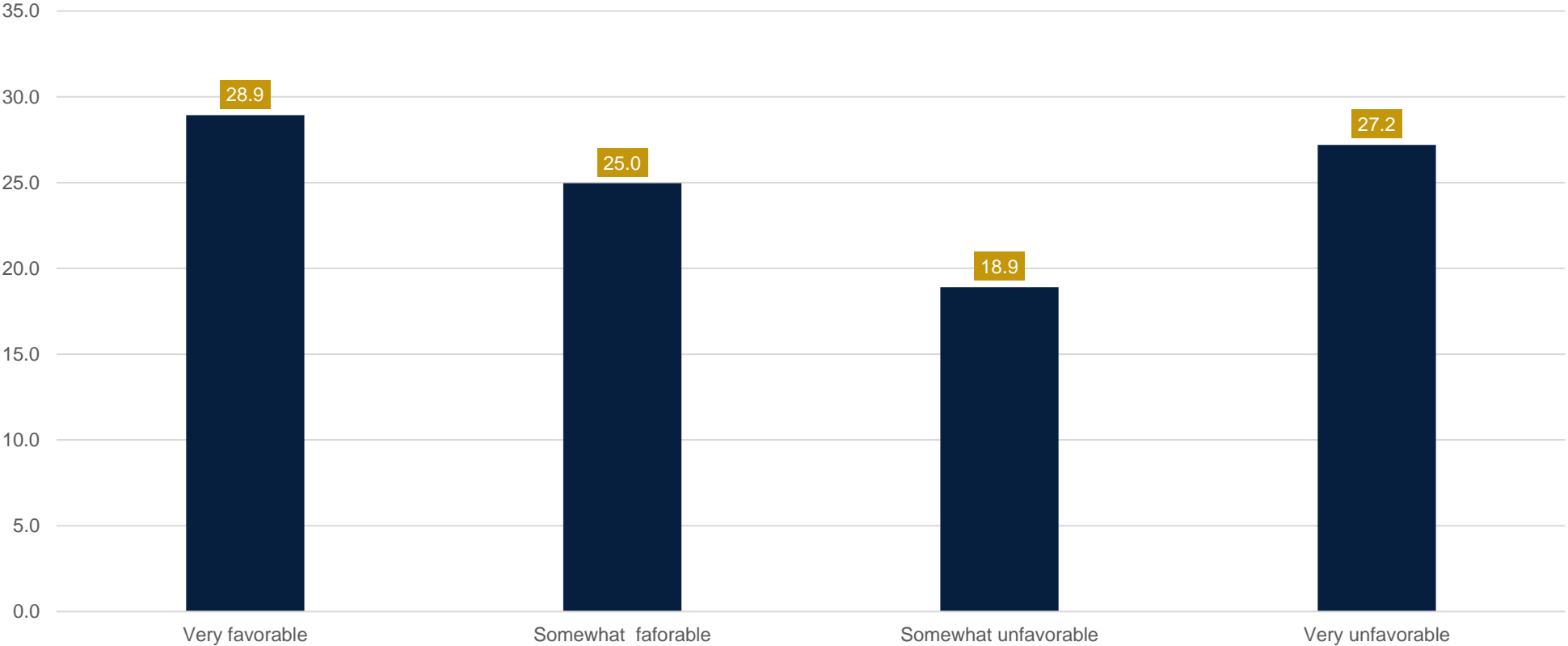
	18-24	25-34	35-44	45-54	55-64	65+
Very favorable	19.1%	16.2%	15.7%	14.1%	20.4%	8.5%
Somewhat favorable	27.5%	27.9%	25.9%	27.8%	24.6%	13.1%
Somewhat unfavorable	31.9%	33.5%	29.7%	25.1%	16.5%	24.2%
Very unfavorable	21.6%	22.4%	28.7%	32.9%	38.6%	54.2%

Do you have a favorable or unfavorable opinion of Tim Walz?

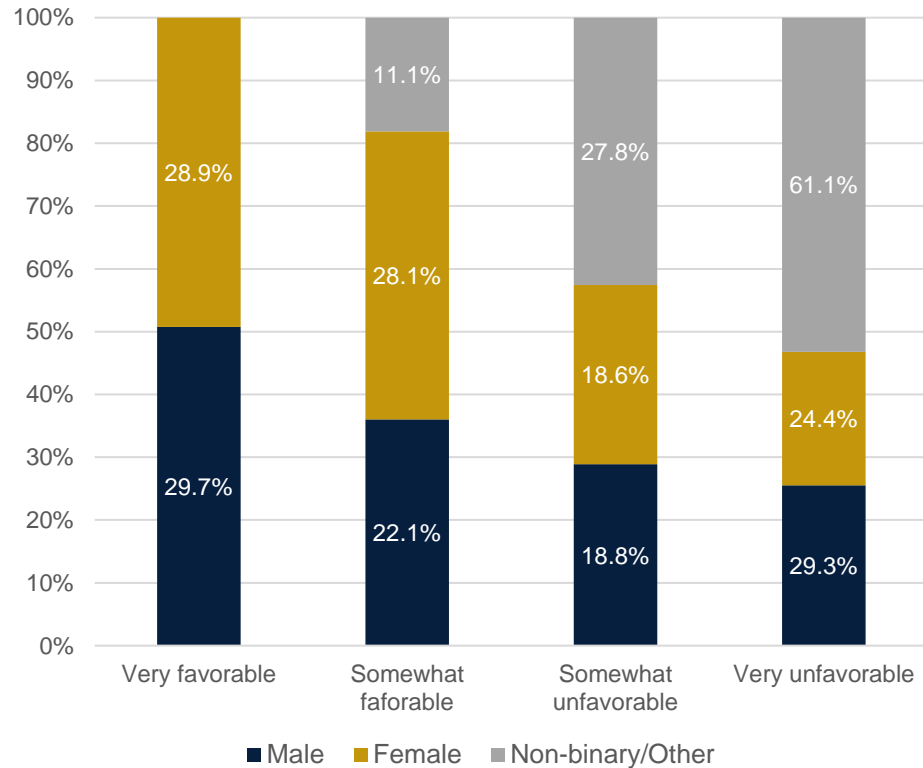


	18-24	25-34	35-44	45-54	55-64	65+
Very favorable	13.7%	19.7%	27.3%	25.1%	32.0%	34.9%
Somewhat favorable	33.3%	32.8%	31.7%	30.2%	24.6%	31.5%
Somewhat unfavorable	31.4%	26.6%	24.6%	25.1%	15.1%	15.3%
Very unfavorable	21.6%	20.8%	16.4%	19.6%	28.2%	18.3%

Do you have a favorable or unfavorable opinion of Joe Biden?

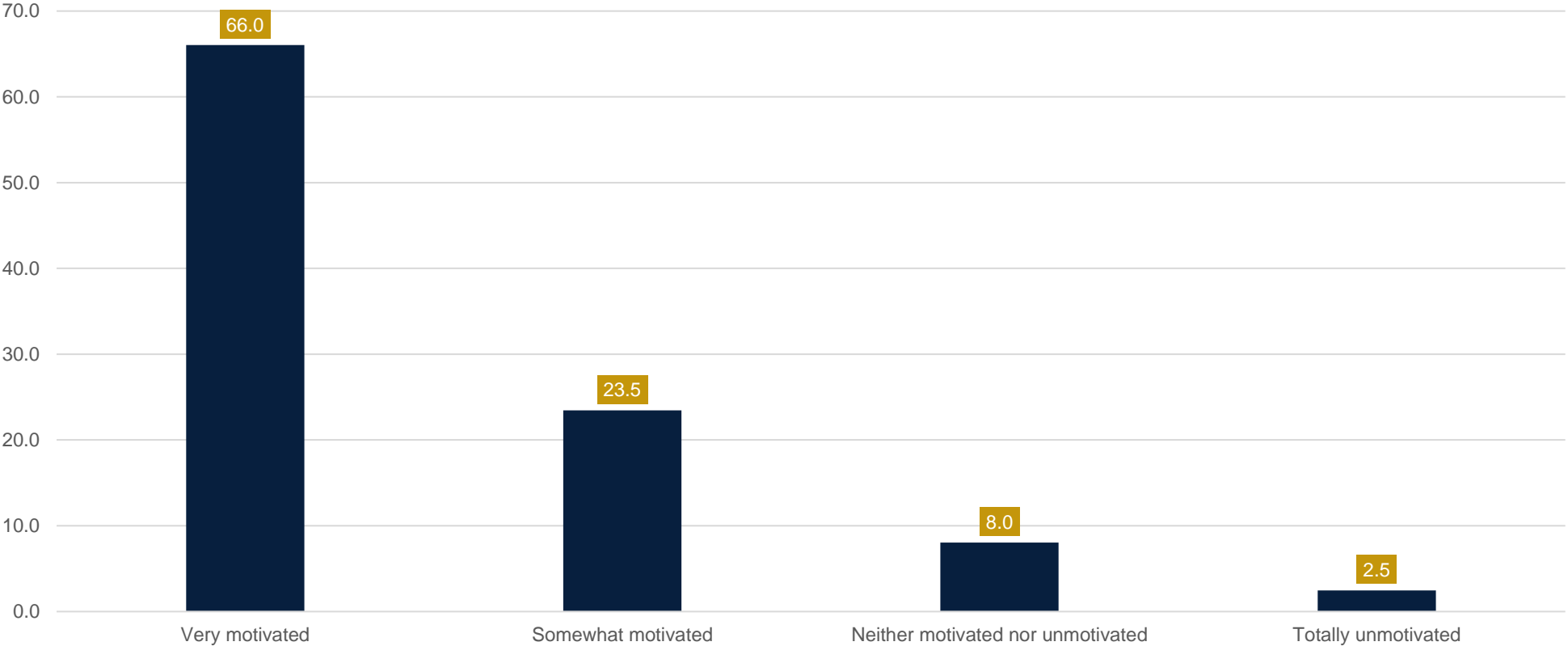


Do you have a favorable or unfavorable opinion of Joe Biden?

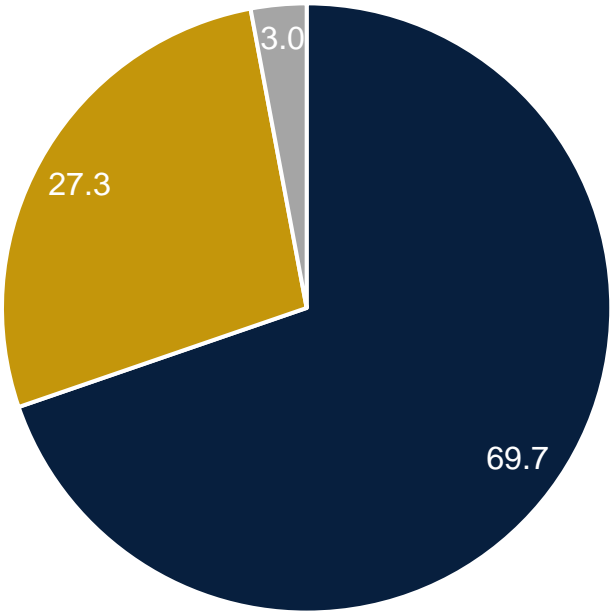


	18-24	25-34	35-44	45-54	55-64	65+
Very favorable	14.2%	25.6%	29.4%	32.2%	37.2%	31.5%
Somewhat favorable	26.5%	23.8%	25.6%	25.9%	22.1%	26.4%
Somewhat unfavorable	28.9%	23.1%	19.5%	14.1%	10.9%	20.0%
Very unfavorable	30.4%	27.5%	25.6%	27.8%	29.8%	22.1%

How motivated are you to vote in this year's presidential elections?

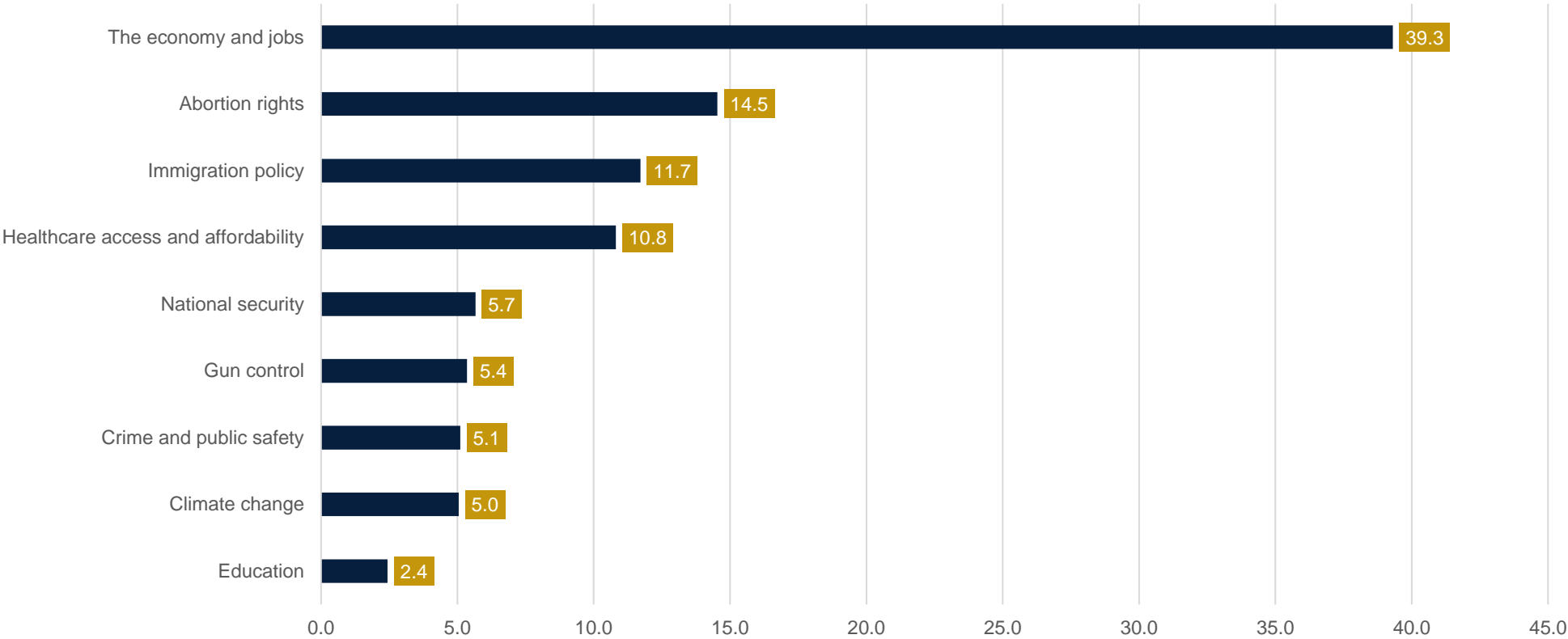


How will you vote?

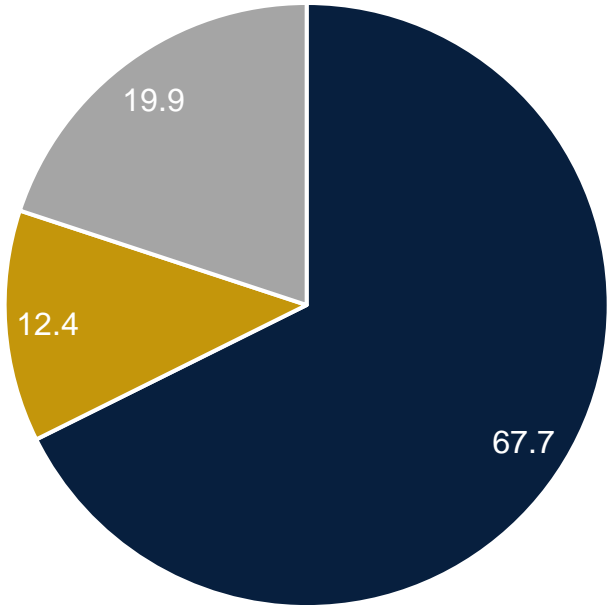


■ In person ■ By mail ■ Absentee ballot

What is the most important issue influencing your decision in the upcoming presidential election?

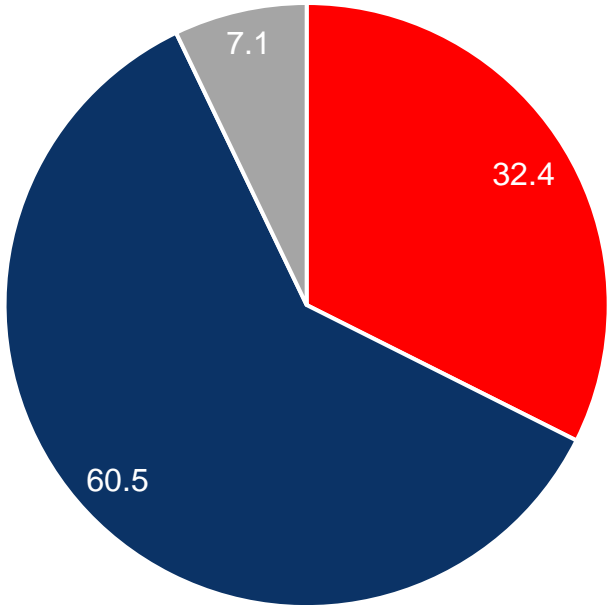


Do you trust that the upcoming elections will be conducted fairly and that your vote will count?



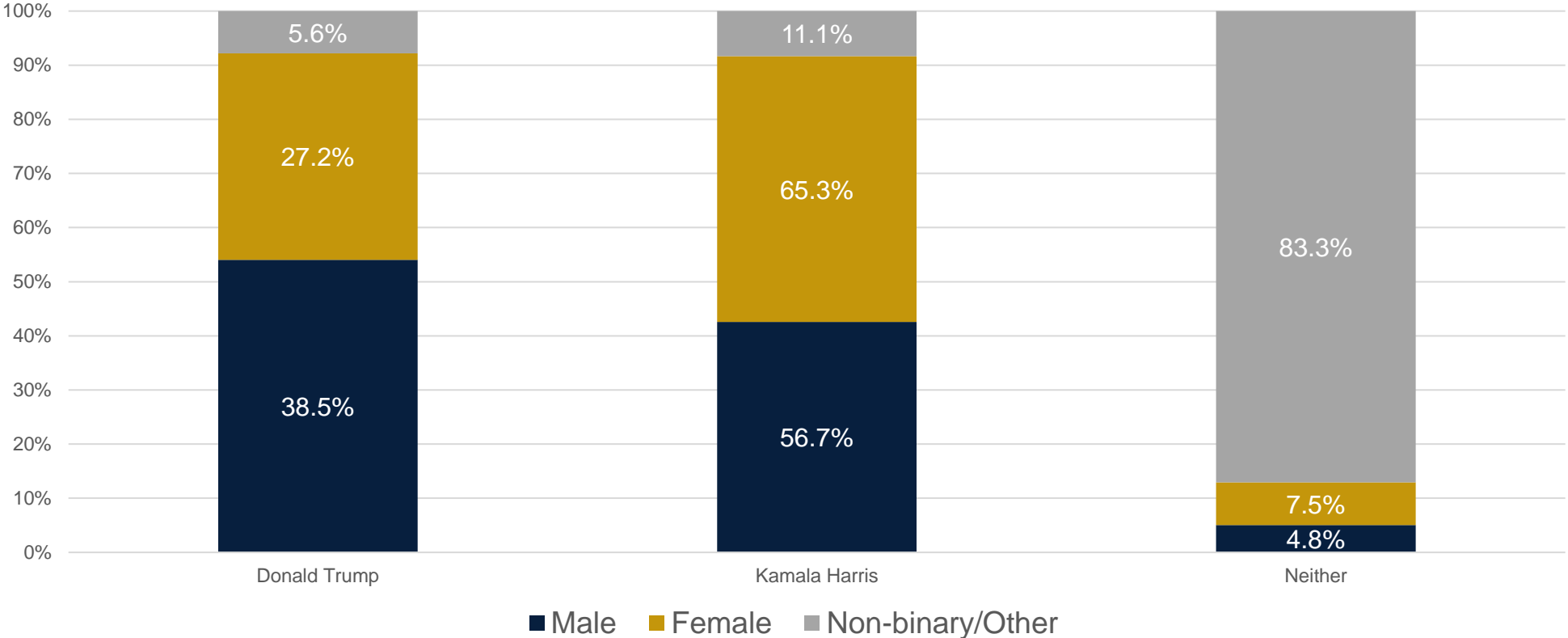
■ Yes ■ No ■ Not sure

Which candidate would best serve the needs of the Hispanic community?



■ Donald Trump ■ Kamala Harris ■ Neither

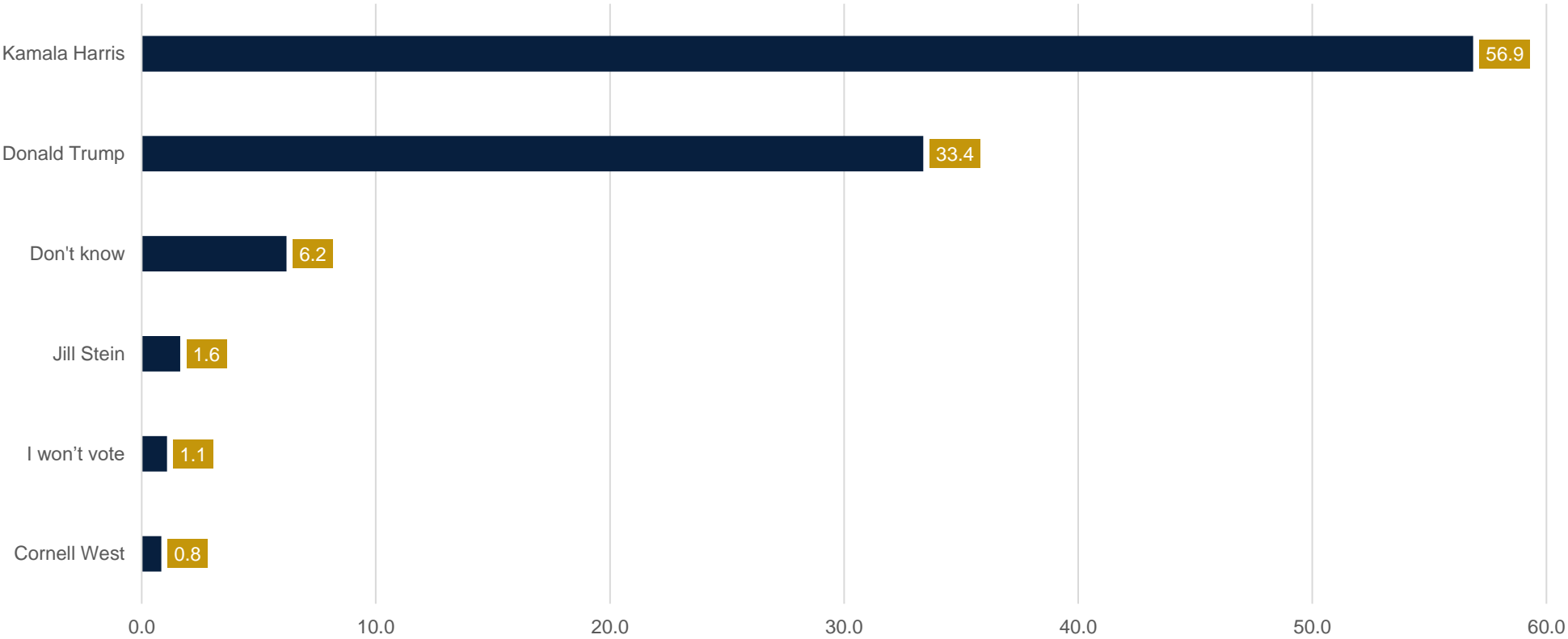
Which candidate would best serve the needs of the Hispanic community?



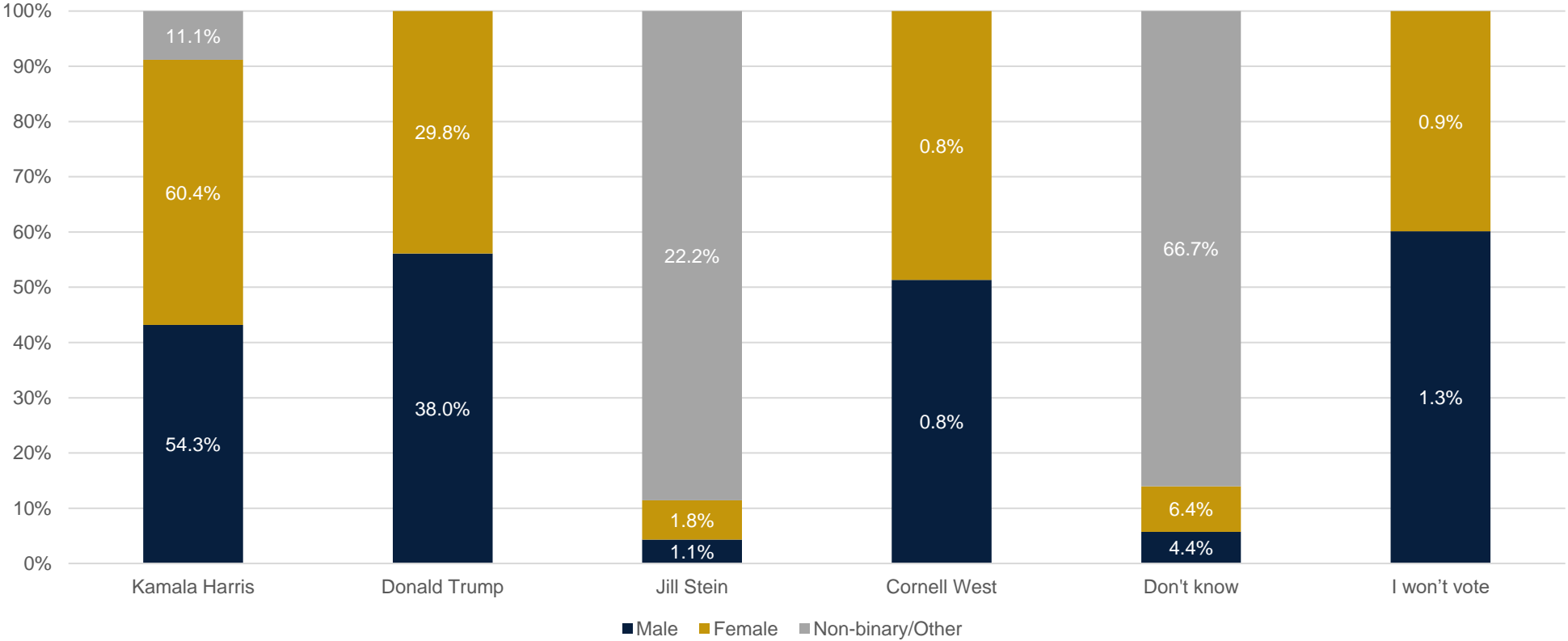
Which candidate would best serve the needs of the Hispanic community?

	18-24	25-34	35-44	45-54	55-64	65+
Donald Trump	34.3%	39.2%	32.1%	30.6%	34.9%	22.0%
Kamala Harris	56.4%	55.3%	61.1%	60.4%	60.2%	69.5%
Neither	9.3%	5.5%	6.8%	9.0%	4.9%	8.5%

In November 2024, who will you vote for in the presidential election?



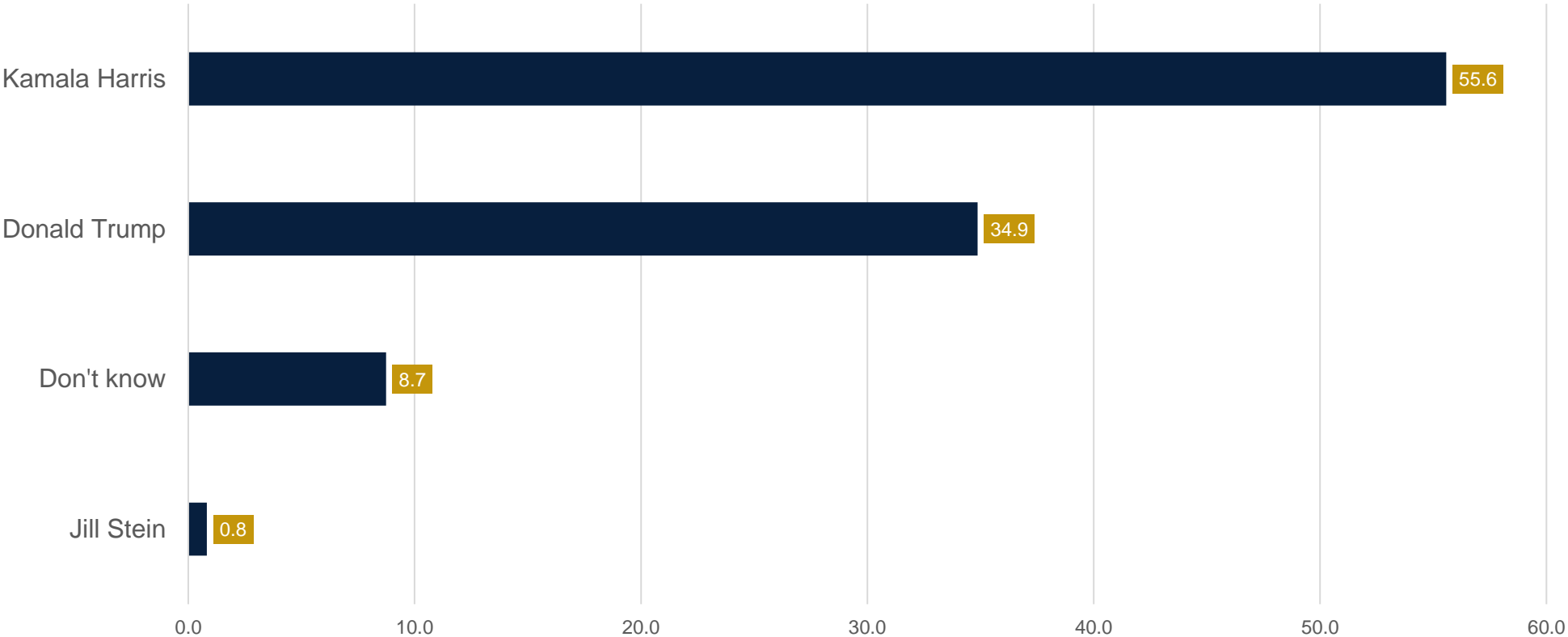
In November 2024, who will you vote for in the presidential election?



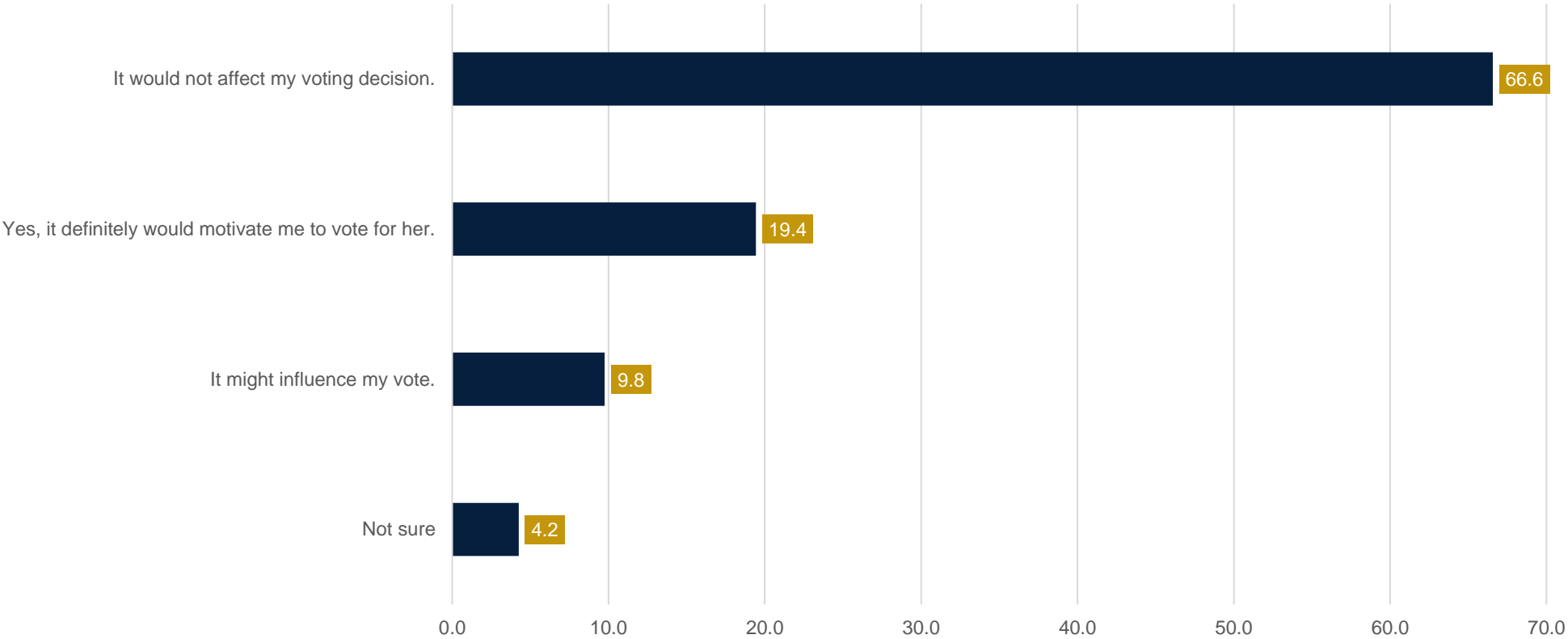
In November 2024, who will you vote for in the presidential election?

	18-24	25-34	35-44	45-54	55-64	65+
Kamala Harris	48.8%	50.9%	57.7%	57.6%	56.3%	69.8%
Donald Trump	34.0%	38.5%	34.5%	32.9%	38.7%	20.0%
Jill Stein	4.9%	2.2%	1.4%	2.4%		
Cornell West	2.5%	0.7%	2.0%			
Don't know	8.4%	6.2%	4.1%	6.3%	2.8%	10.2%
I won't vote	1.5%	1.5%	0.3%	0.8%	2.1%	

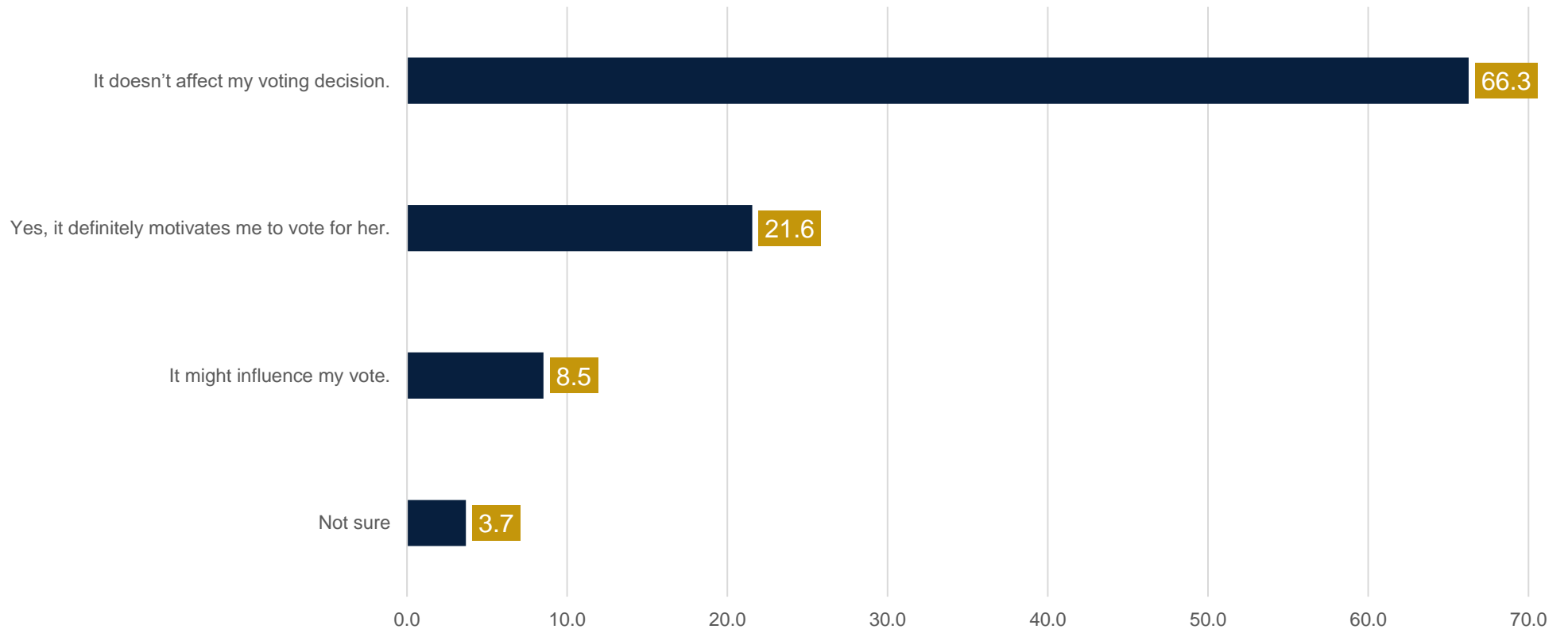
Regardless of who you vote for, who do you think will win the presidential election in November?



If Bad Bunny publicly supported Kamala Harris in the upcoming elections, would this motivate you to vote for her?



Now that Taylor Swift supports Kamala Harris, does this motivate you to vote for her?



A scenic view of a university campus at sunset. The sky is filled with soft, orange and pink clouds. In the foreground, there are lush green palm trees. In the middle ground, a large, modern building with a grid of windows is visible. In the background, another building with the letters 'FIU' on its facade is visible. A dark blue banner is overlaid at the bottom of the image.

THANK YOU