

# 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.

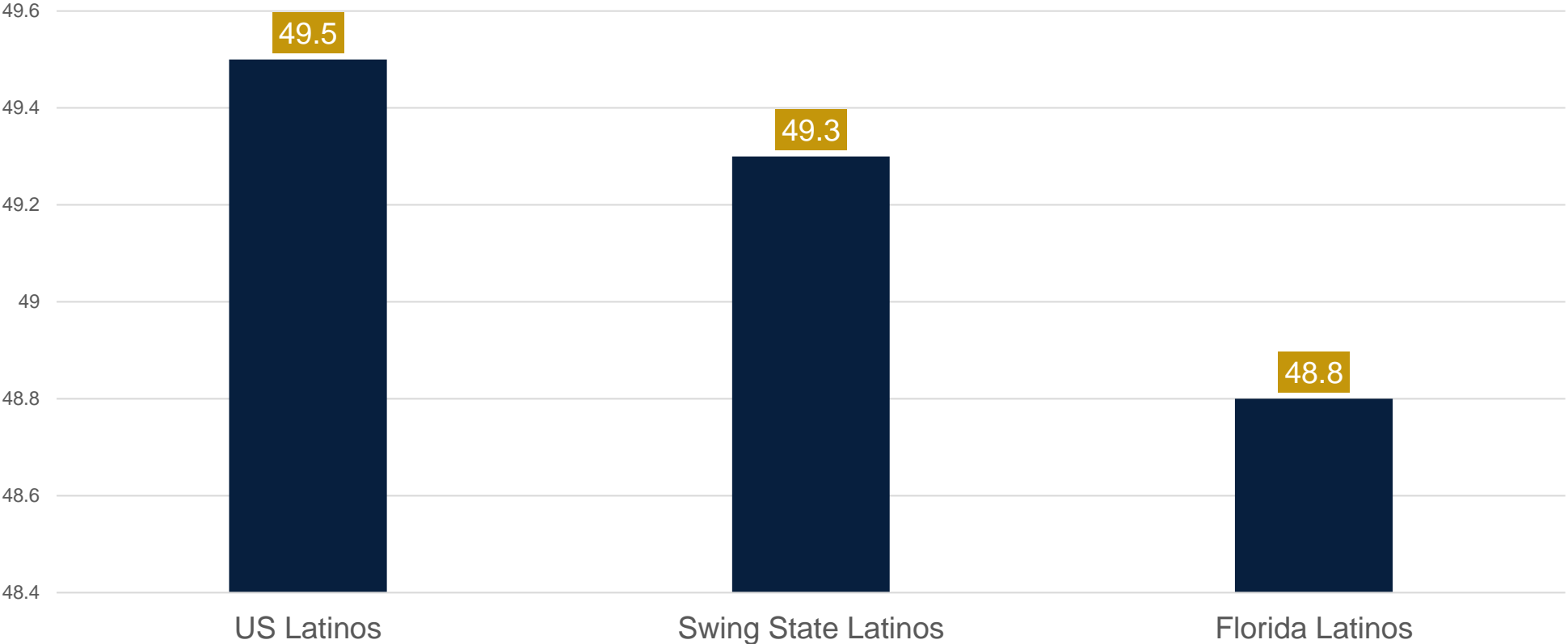
Steven J. Green School of International and Public Affairs

# Data Sheet Latino Poll October 2024

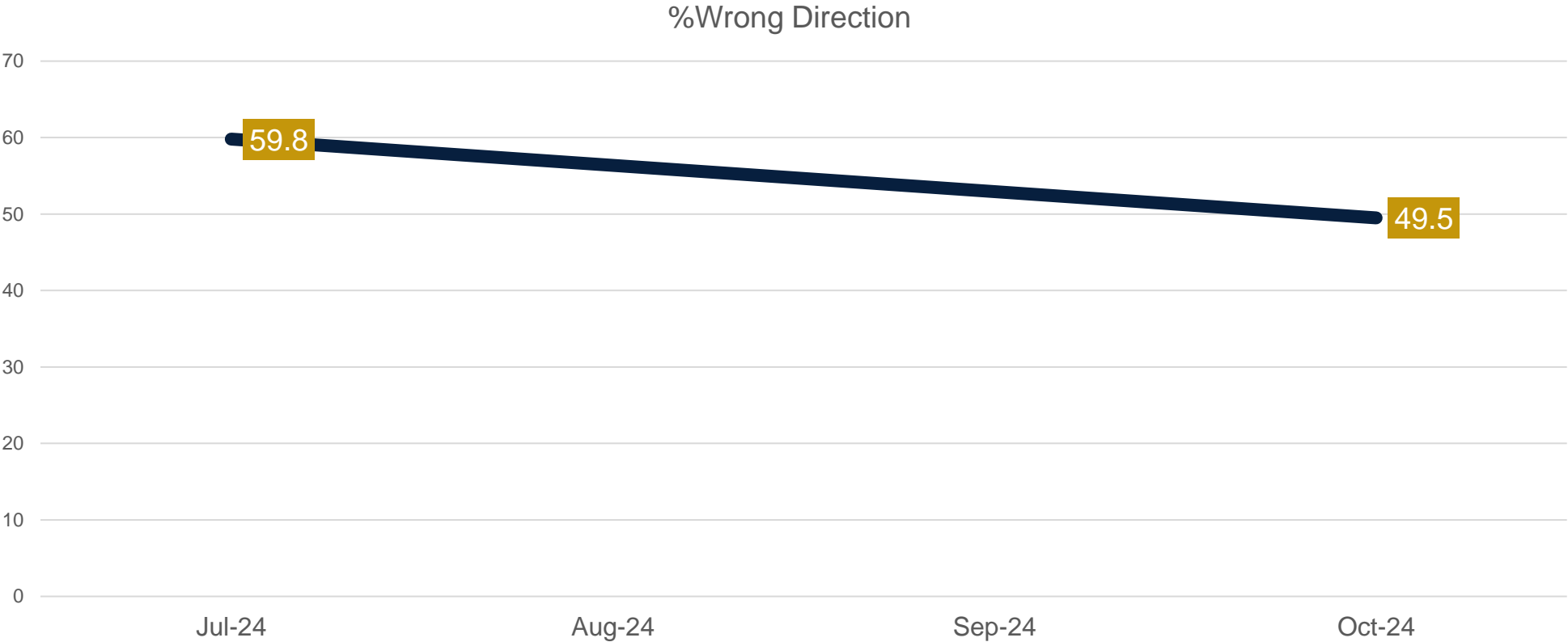
<p><b>Geographic Coverage</b></p>	<ul style="list-style-type: none"> <li>• The sample was composed using a hybrid design, with a fixed number of cases allocated (Minimum 100) to all states.             <ul style="list-style-type: none"> <li>• Three (3) states with the highest proportion of Latino voters registered to vote in the upcoming presidential election were randomly selected: California, Texas, Florida.</li> <li>• 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.</li> <li>• 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.</li> <li>• Once each sample was completed, the data was weighted according to the incidence of Latino voters in each state.</li> </ul> </li> </ul>
<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><b>*Age Range: 18-24 = 14% 25-34= 17% 35-44=19% 45-54=16% 55-64=18% 65+=16%</b></p> <p><b>*Weighted</b></p>



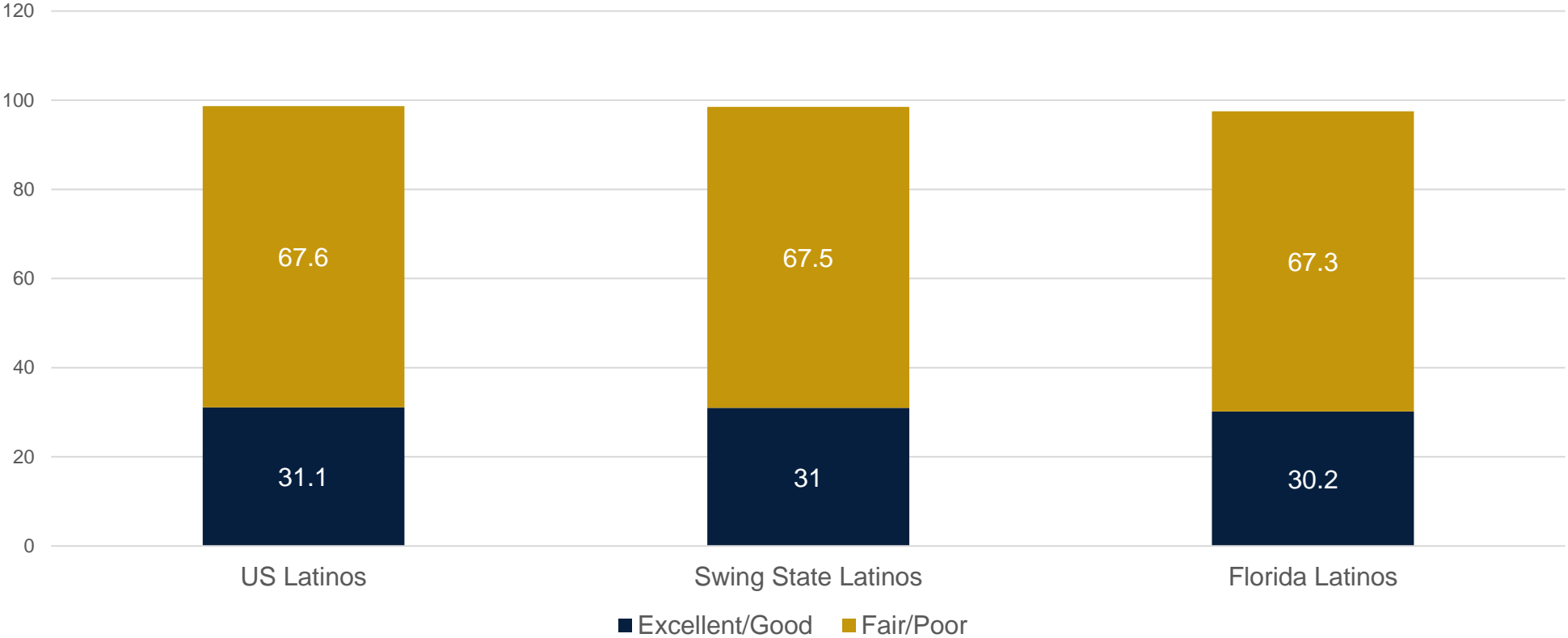
# In general, do you think the United States is heading in the right or wrong direction?



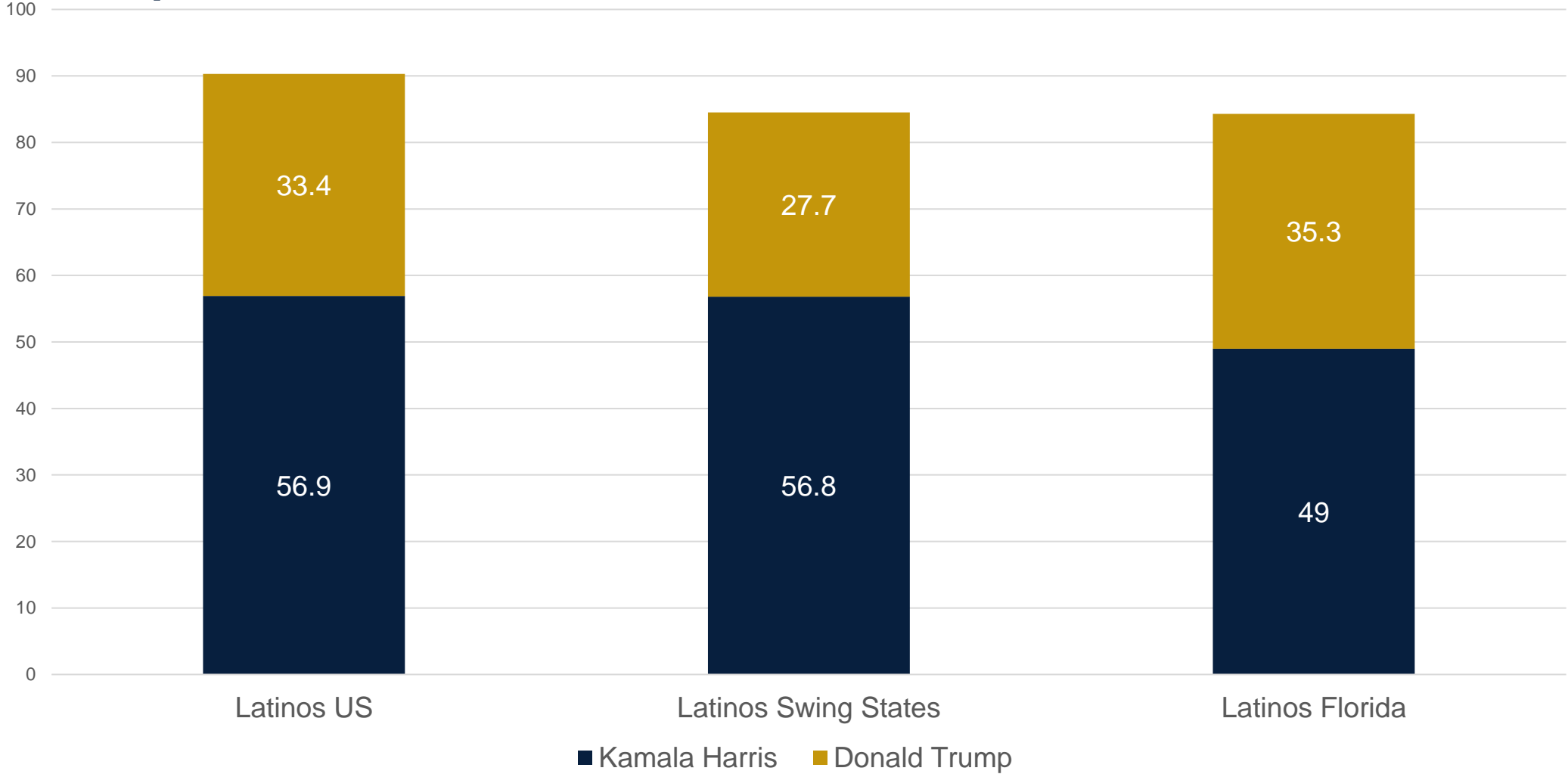
# In general, do you think the United States is heading in the right or wrong direction?



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

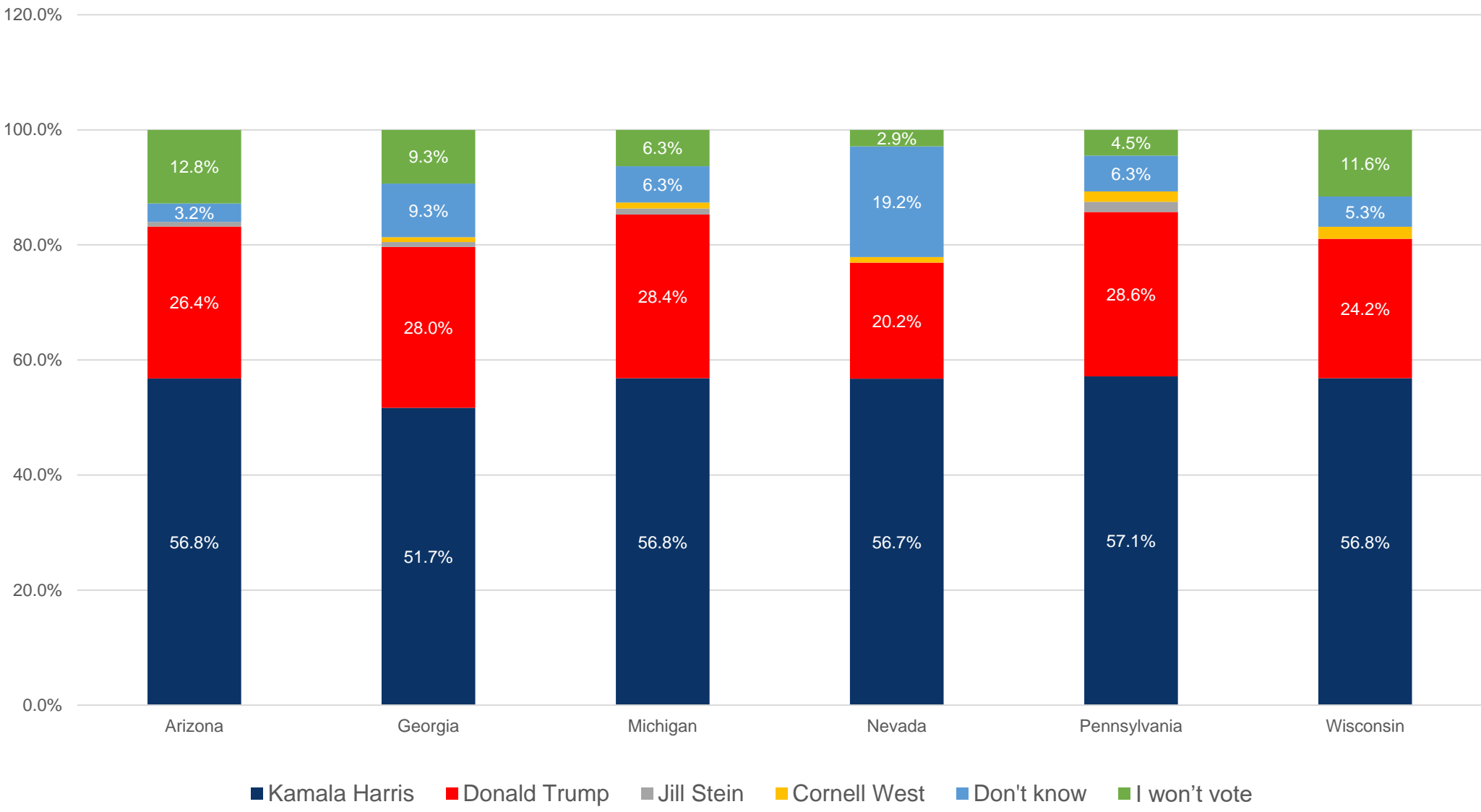


# In November 2024, who will you vote for in the presidential election?



# THE LATINO VOTE IN THE SWING STATES

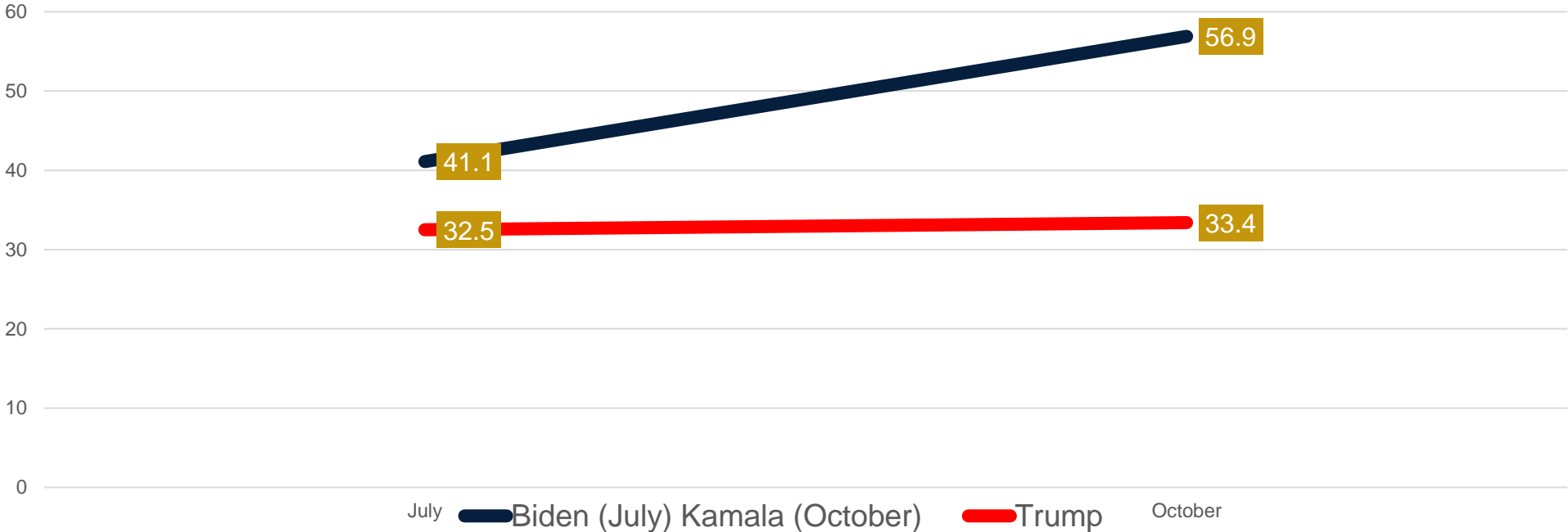
SWING STATES





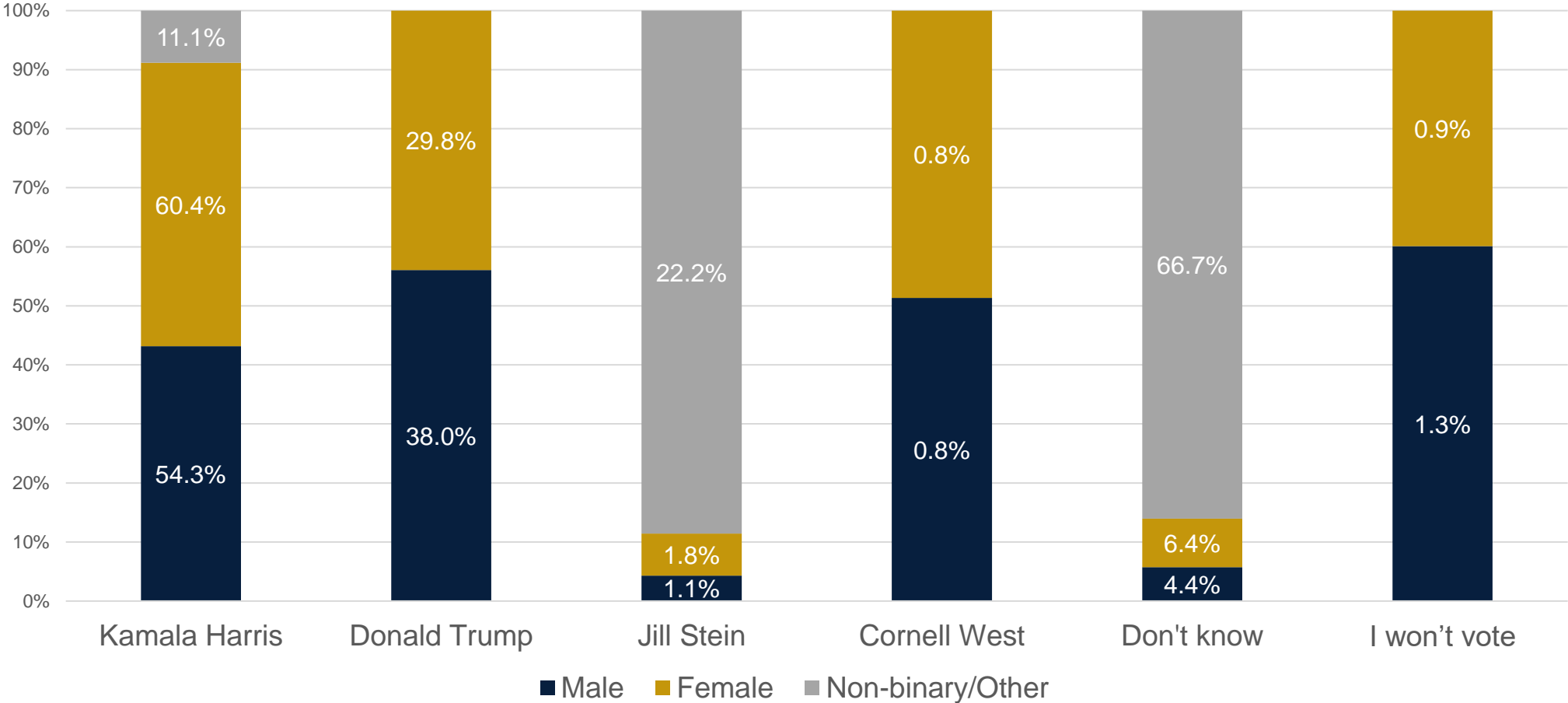
# In November 2024, who will you vote for in the presidential election?

Presidential Vote



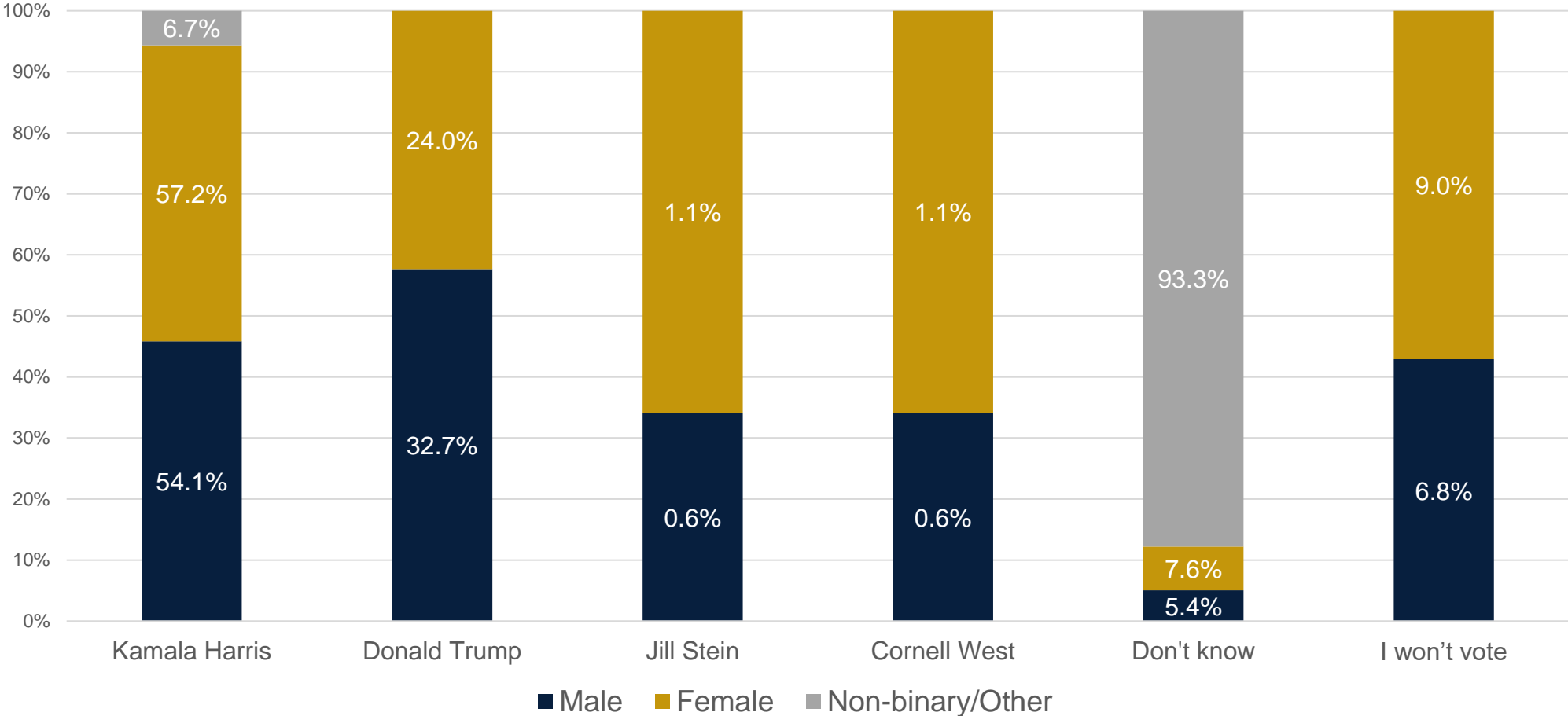
# In November 2024, who will you vote for in the presidential election? Gender

National

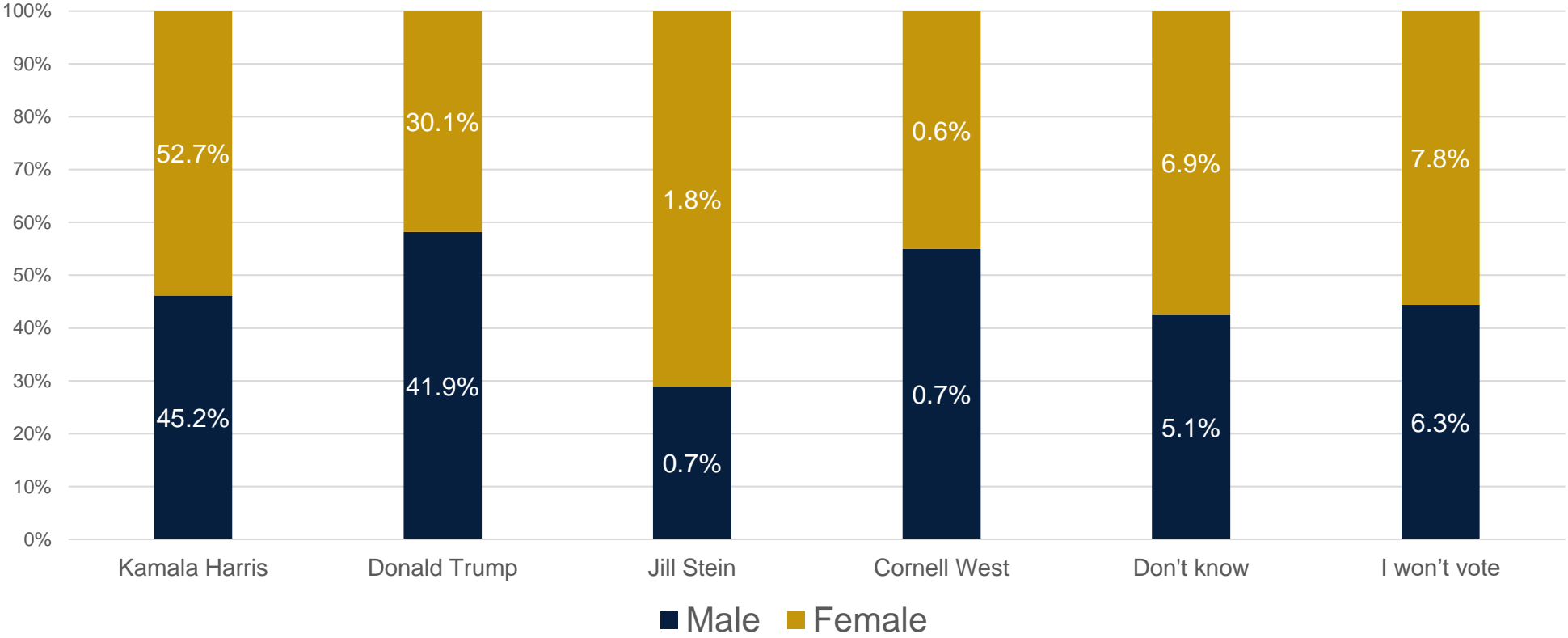


# In November 2024, who will you vote for in the presidential election?

SWING STATES

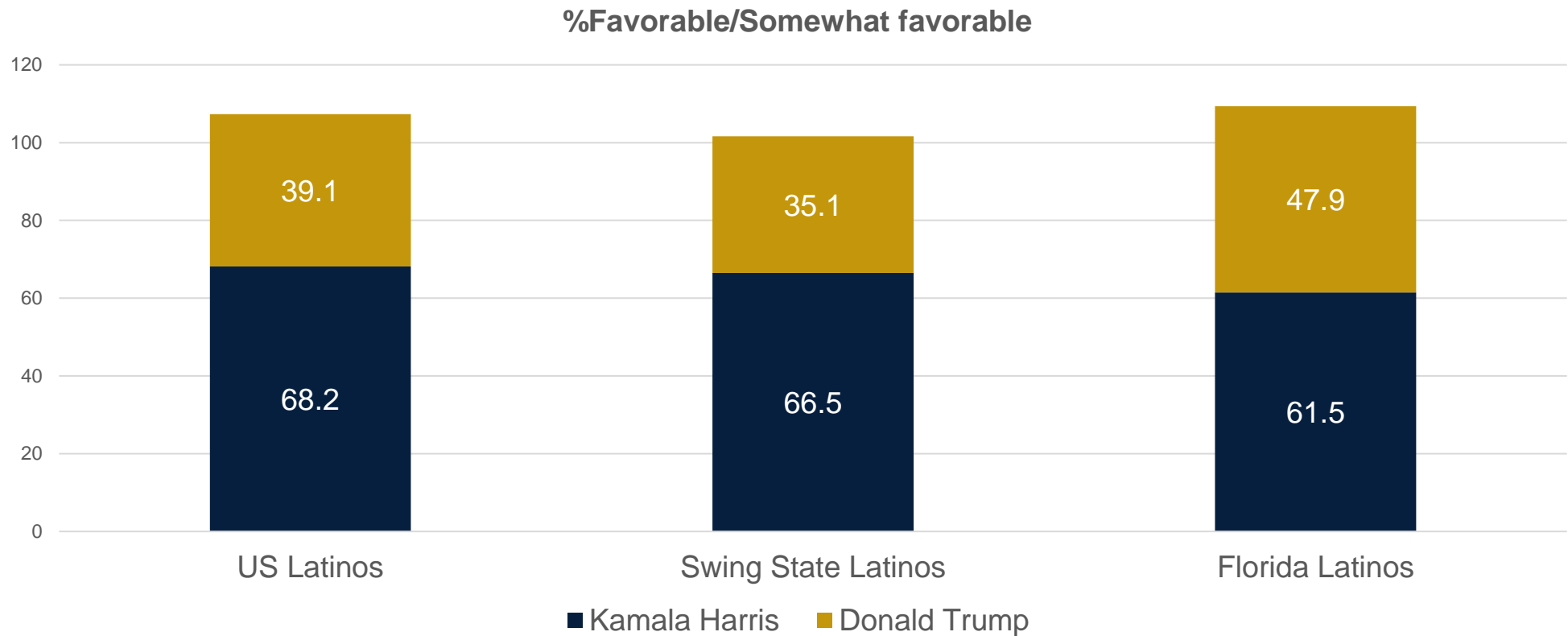


# In November 2024, who will you vote for in the presidential election? Gender

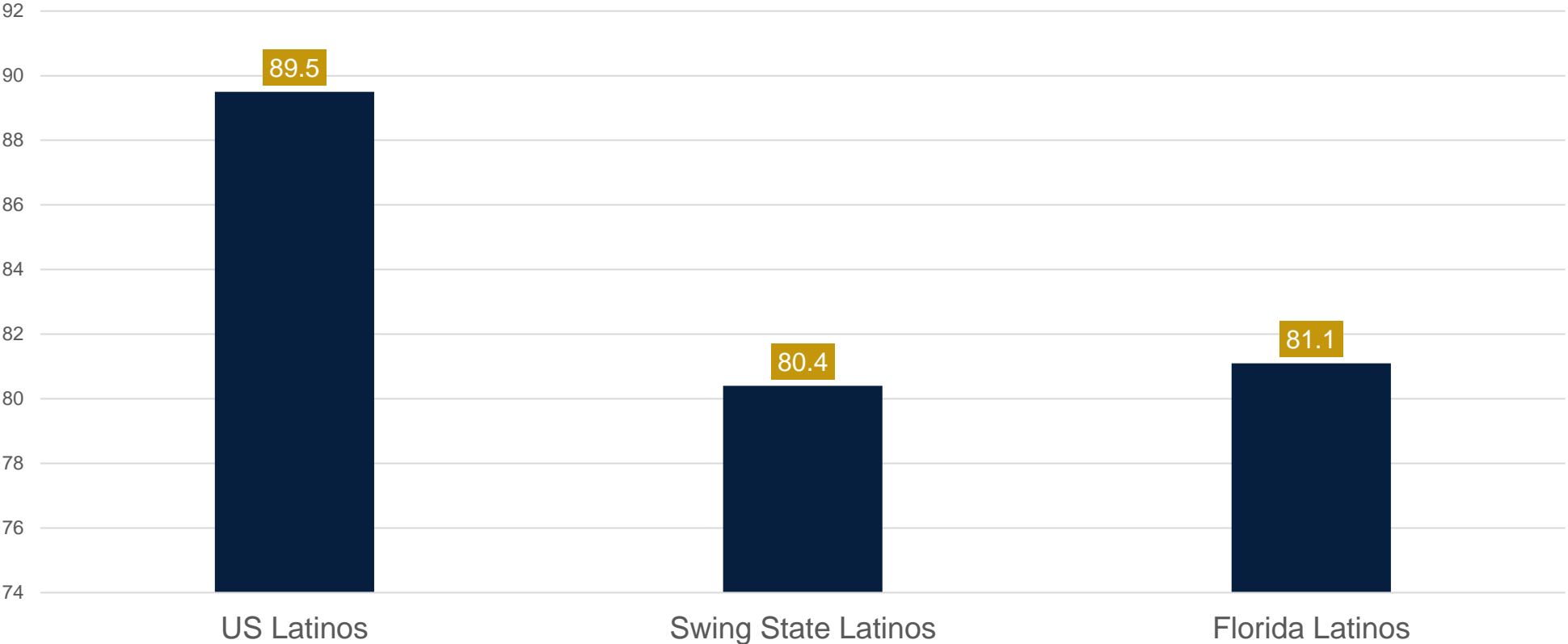


Florida

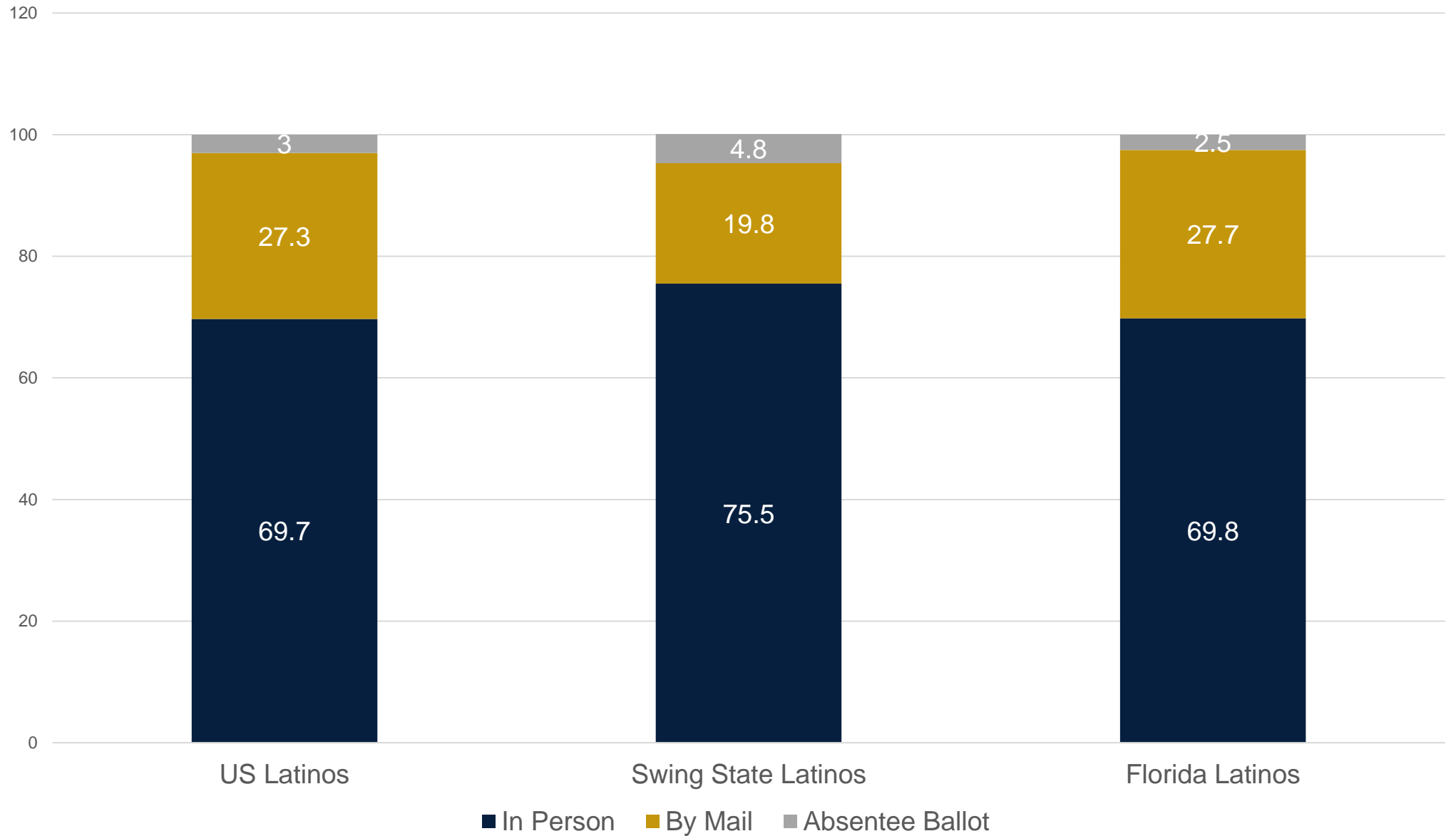
# Do you have a favorable or unfavorable opinion of:



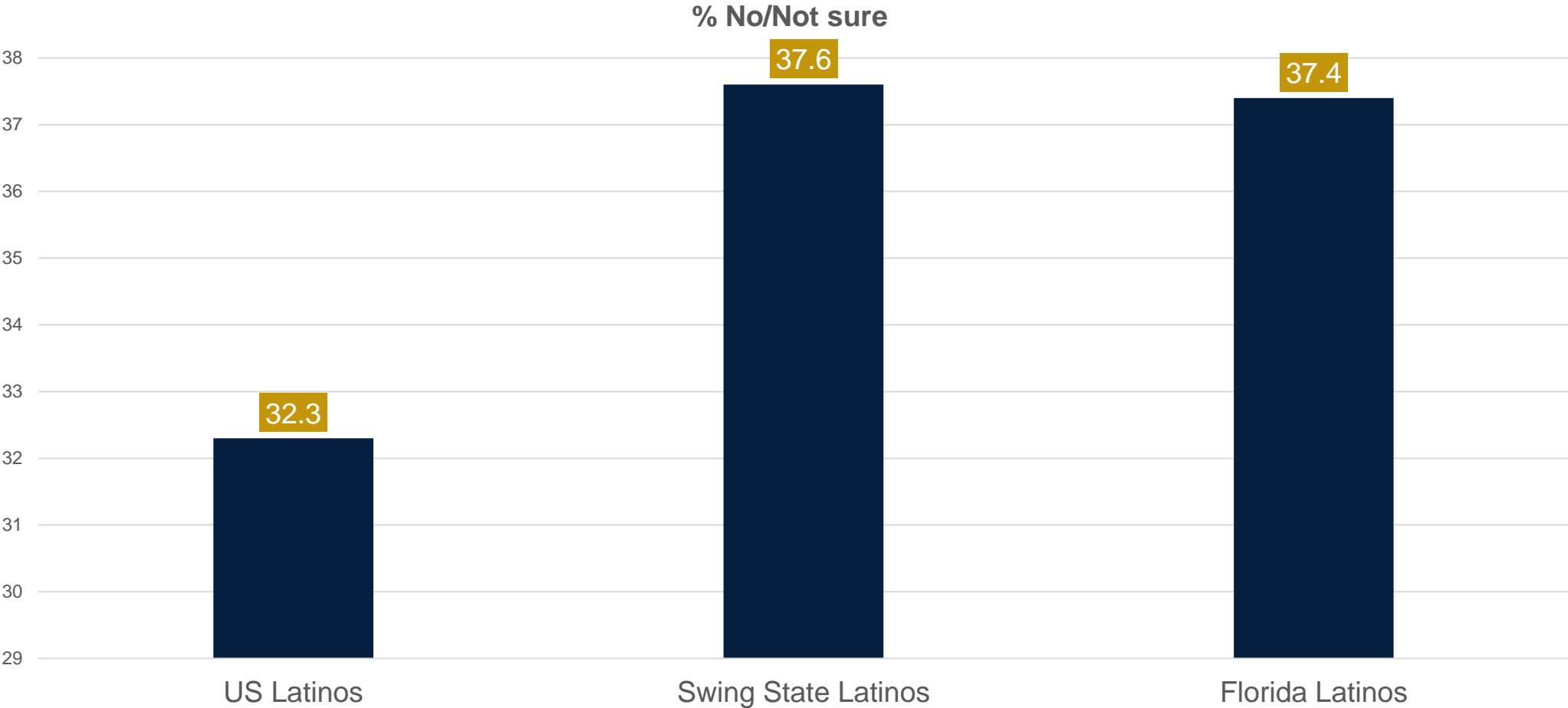
# How motivated are you to vote in this year's presidential elections?



# How will you vote?



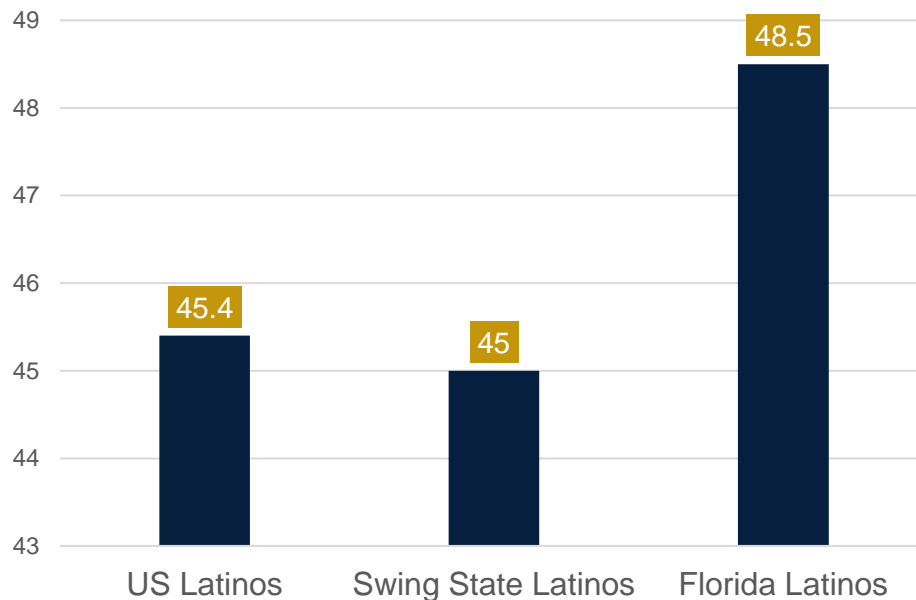
# Do you trust that the upcoming elections will be conducted fairly and that your vote will count?



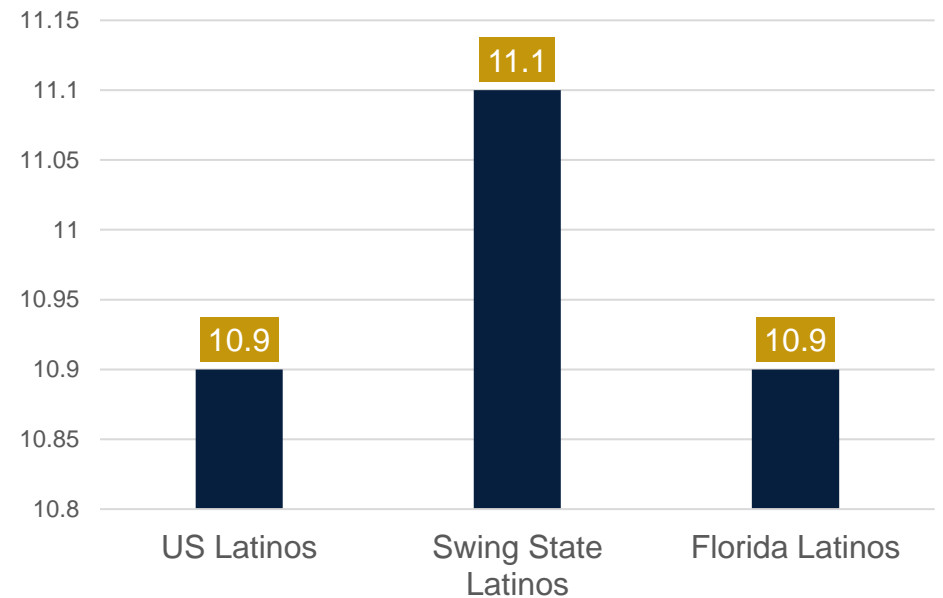


# Which of the following issues do you consider the most important for you right now?

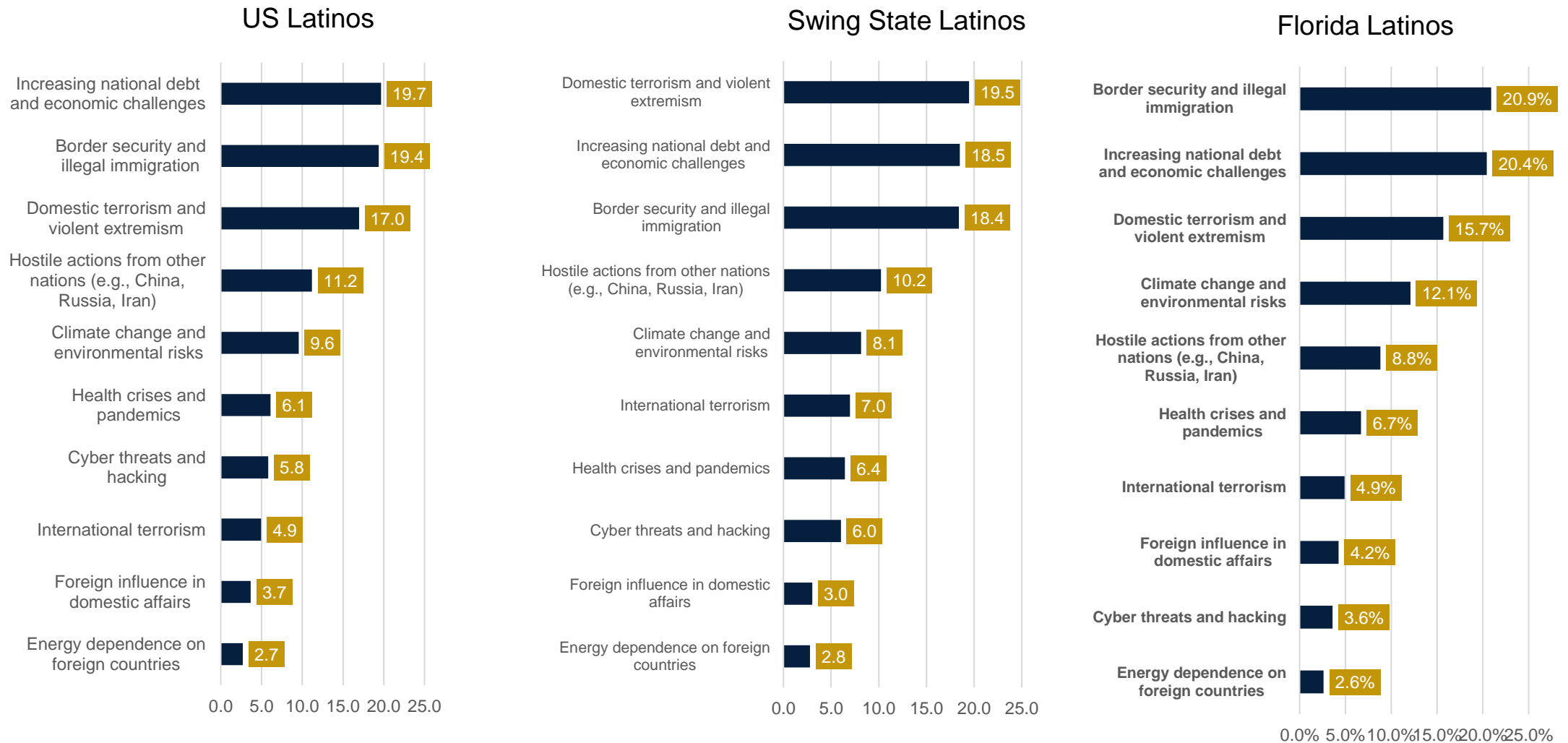
## Inflation, Jobs and Economy



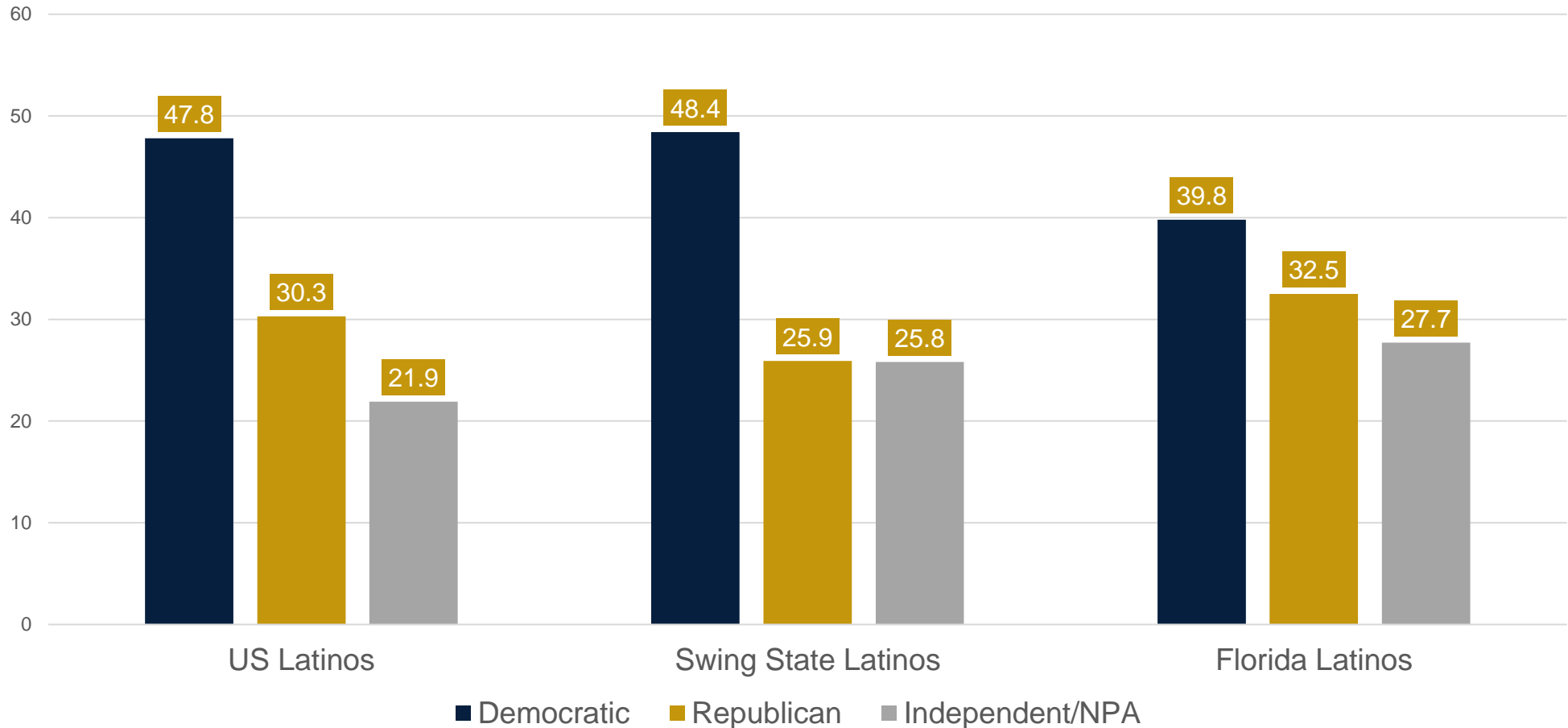
## Abortion



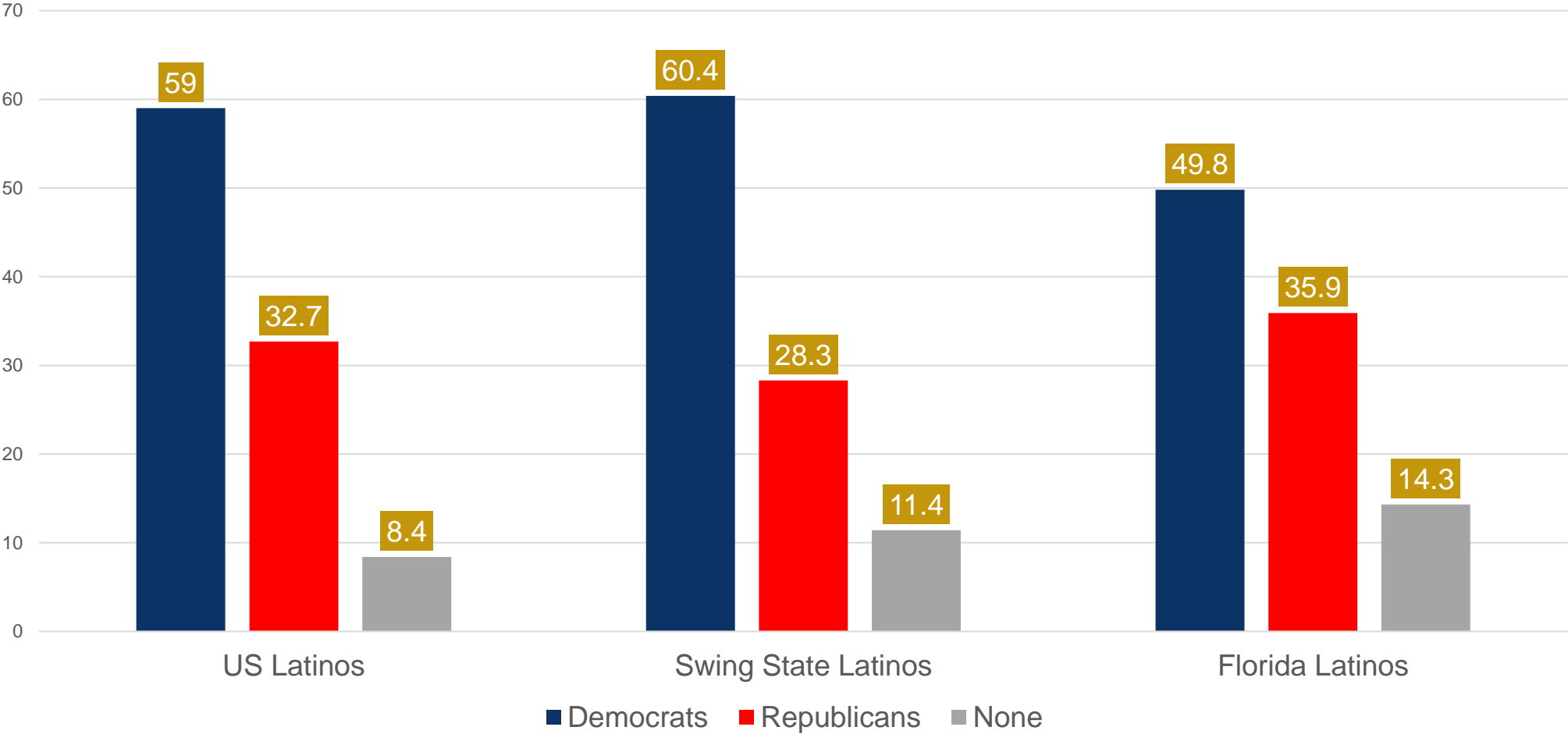
# In your opinion, what is the main threat to the national security of the United States?



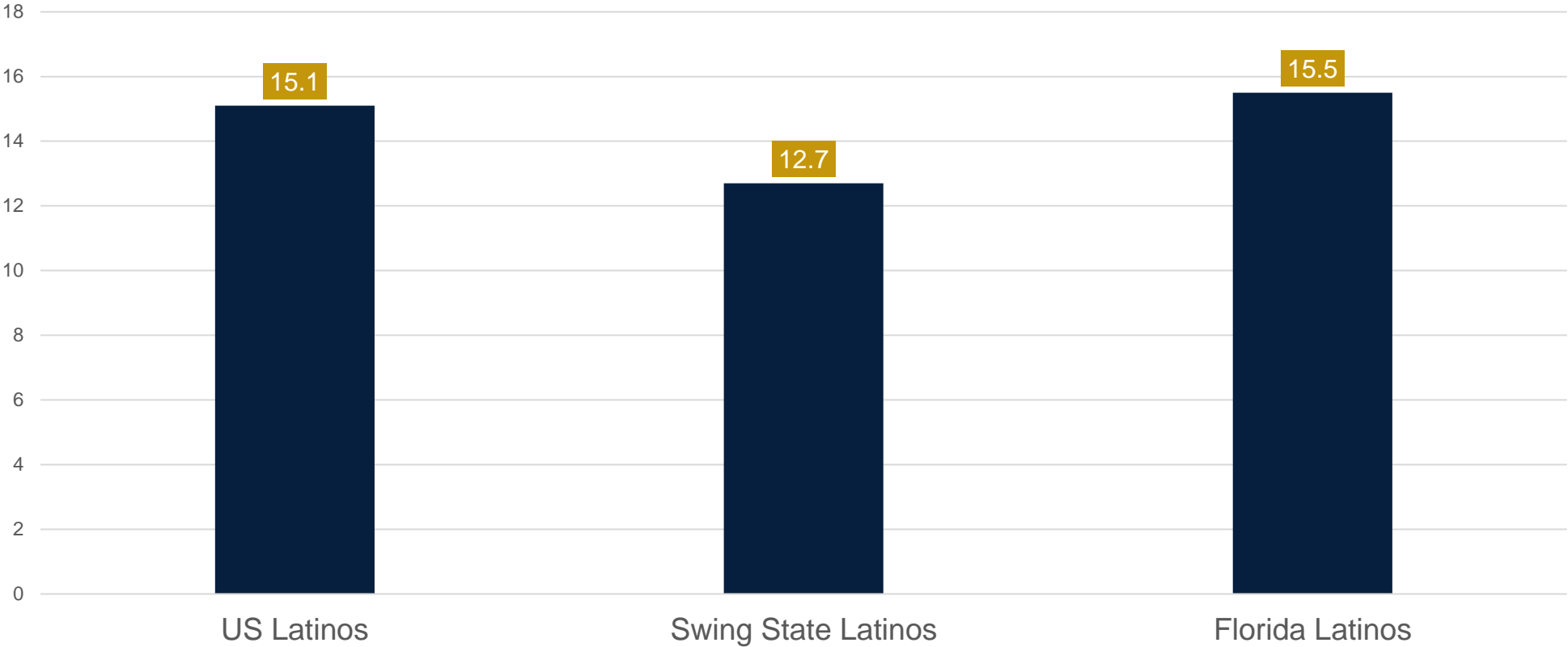
# In general, do you consider yourself to be a Democrat, Republican, Independent, or something else?



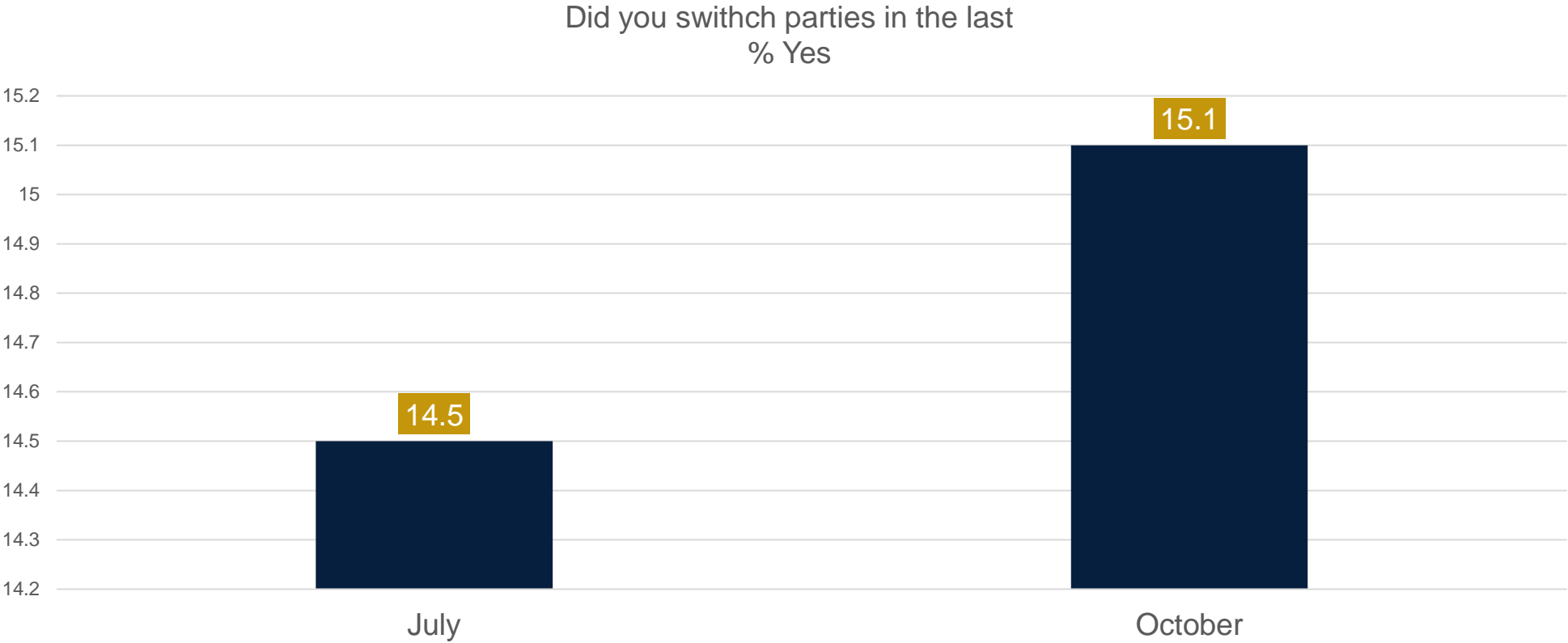
# As a Hispanic/Latino, which political party do you believe best represents your values?



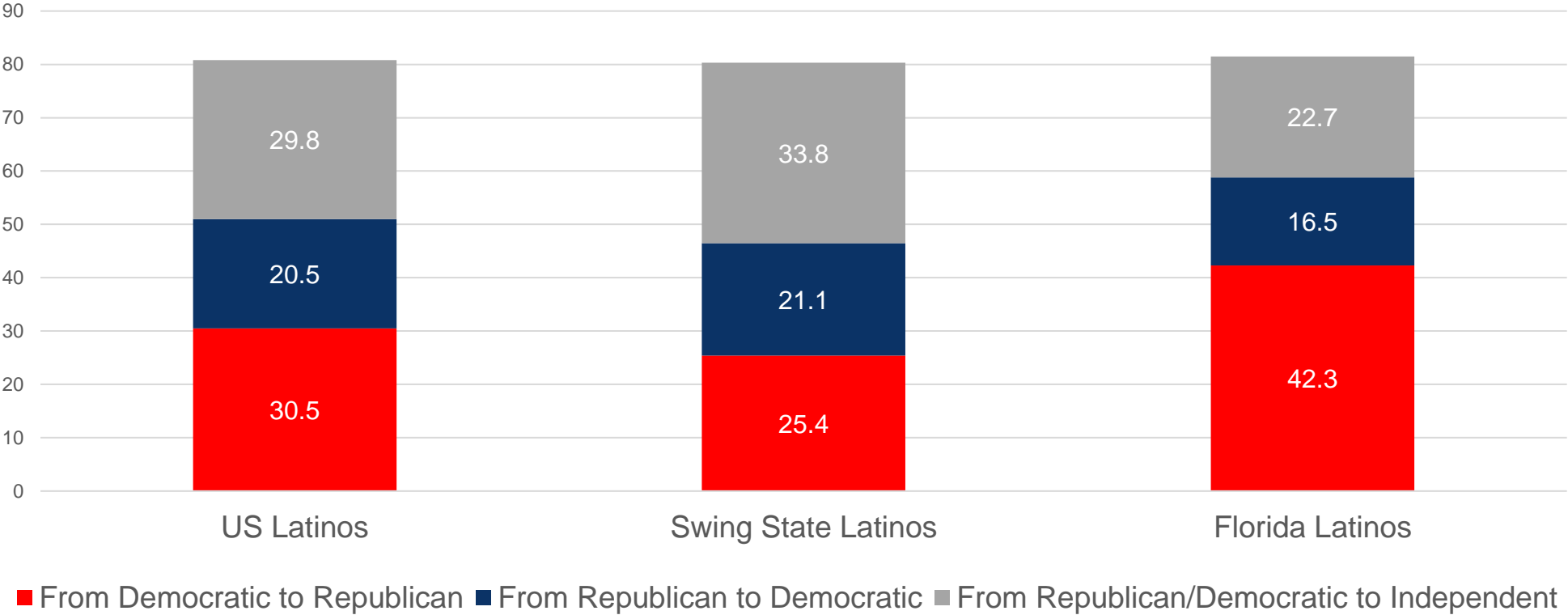
# Have you changed parties in the last year?



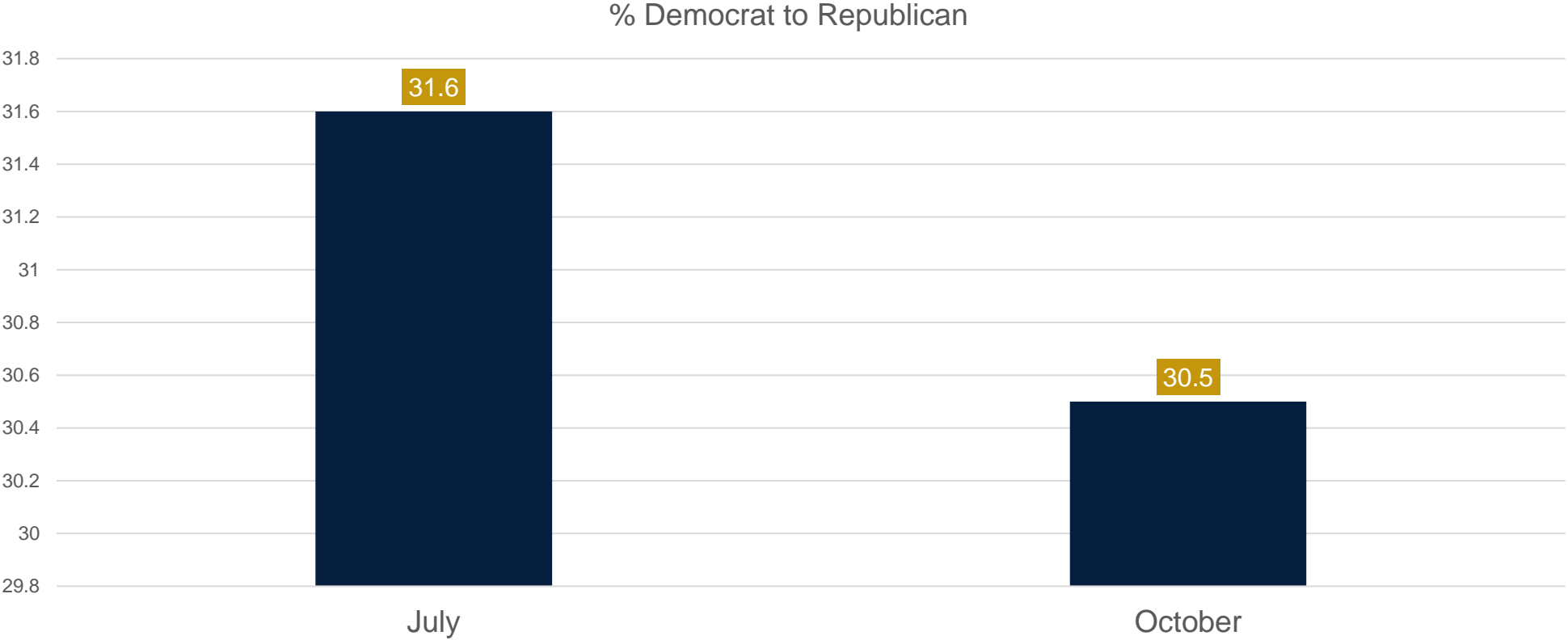
# Have you changed parties in the last year?



# If you switched parties, which of the following phrases best describes *how* your party affiliation changed?

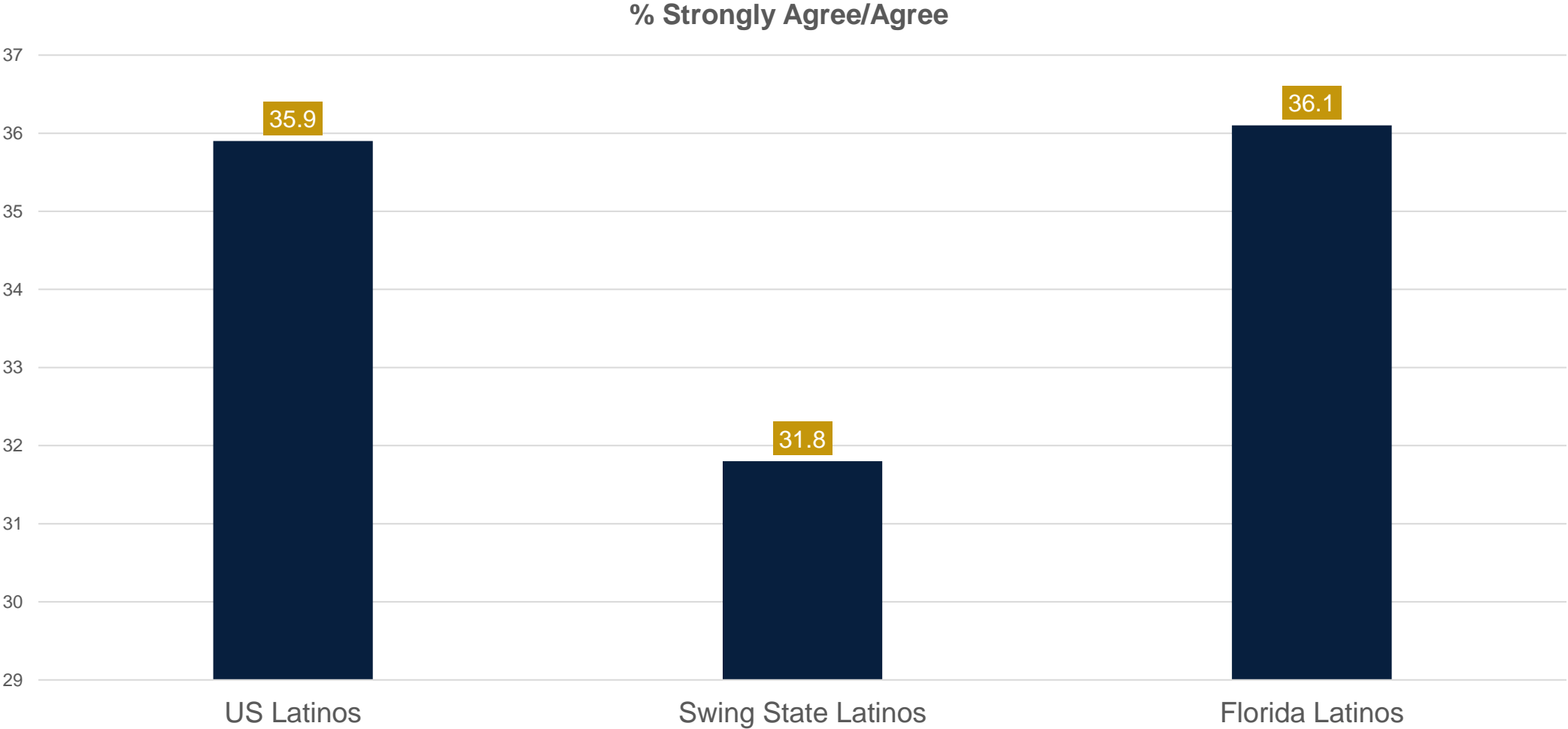


# If you switched parties, which of the following phrases best describes *how* your party affiliation changed?

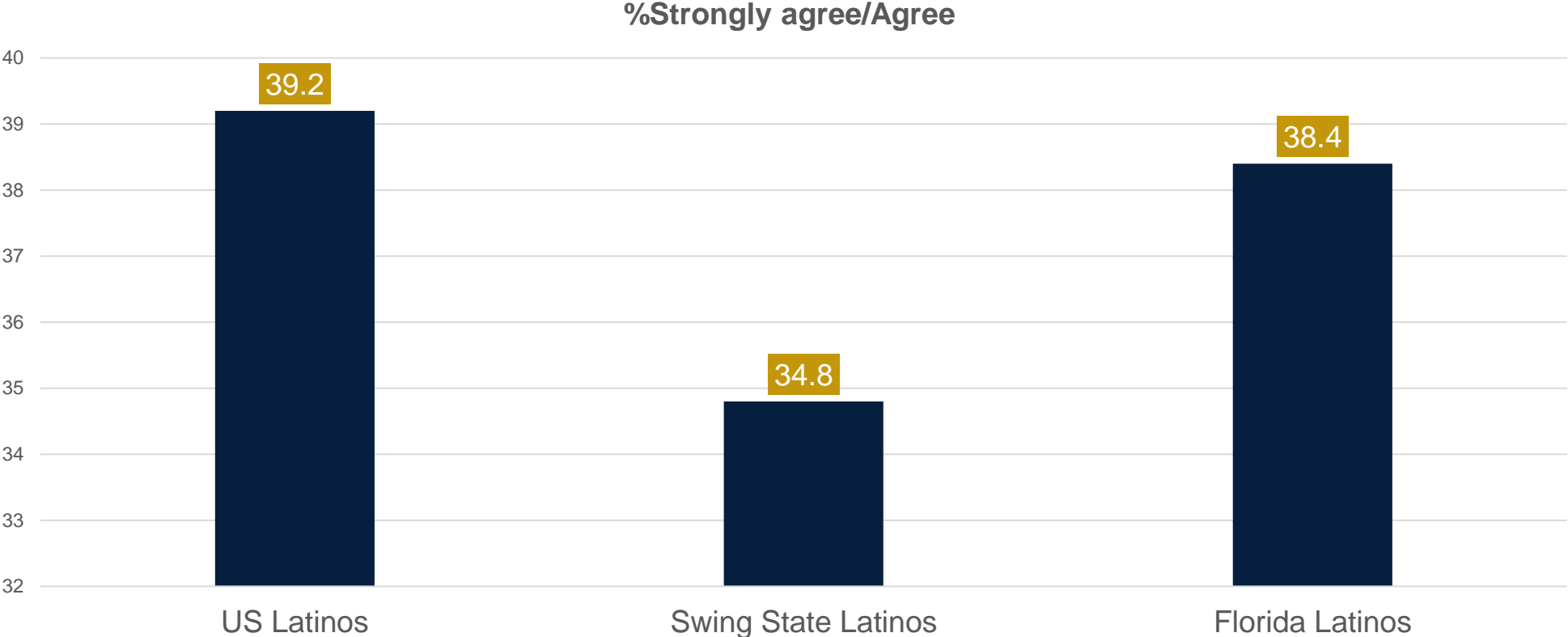




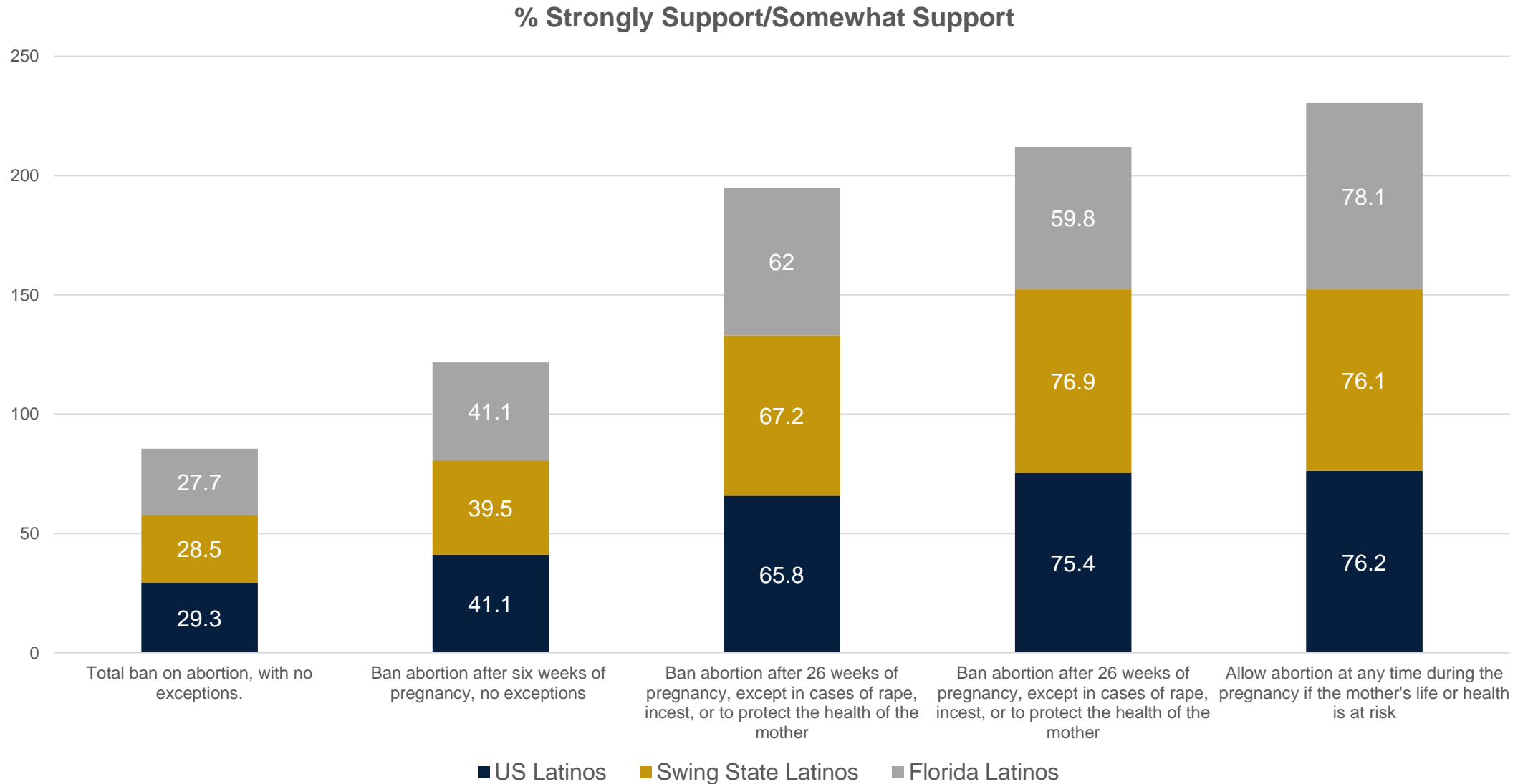
The most effective way to combat illegal immigration is to conduct a large-scale raid on undocumented immigrants and implement the largest mass deportation in U.S. history.



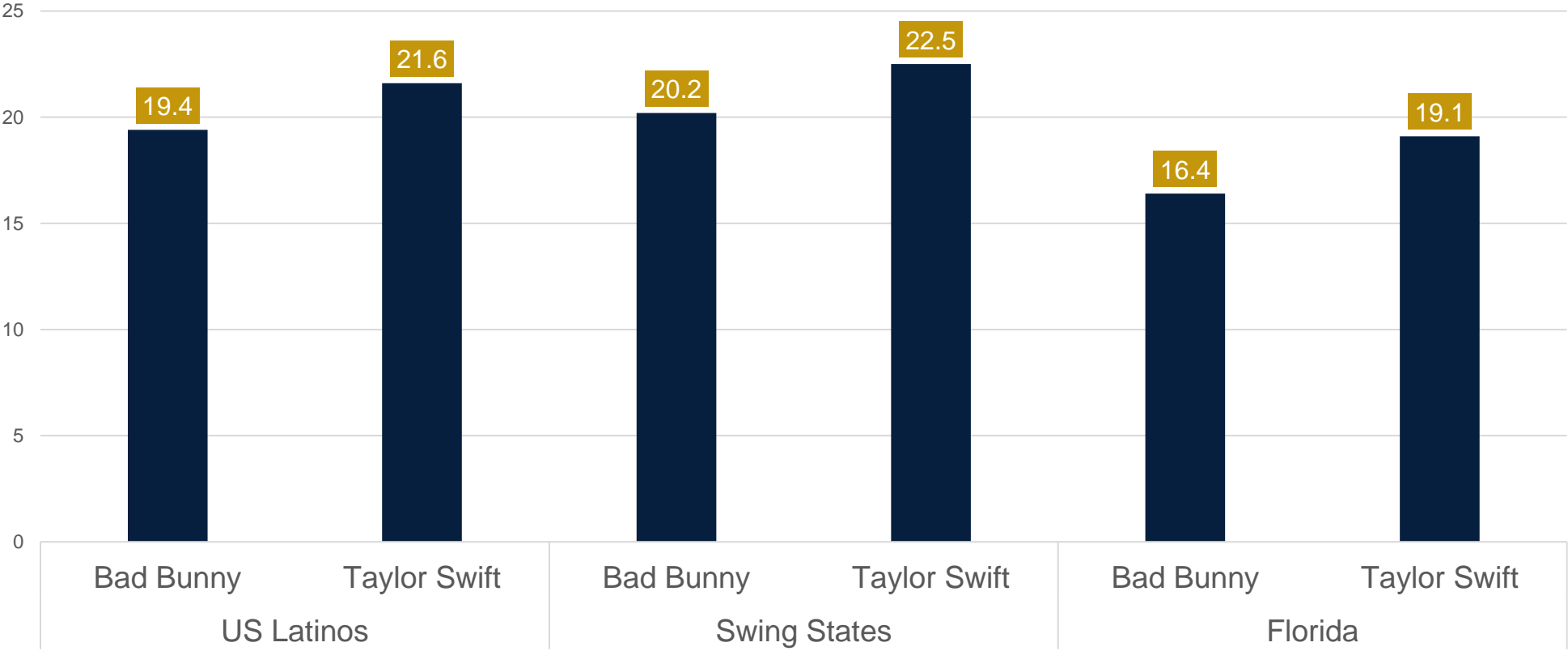
New waves of undocumented immigrants from Latin America are primarily criminals who threaten U.S. public safety and harm our country; therefore, it is urgent to build a wall along the border with Mexico.



# Views on Abortion



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?



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

	Arizona	Georgia	Michigan	Nevada	North Carolina	Pennsylvania	Wisconsin	Total
Yes, it definitely would motivate me to vote for her.	12.2%	34.2%	23.4%	16.2%	20.0%	19.5%	17.0%	20.4%
It might influence my vote.	12.2%	12.8%	5.3%	6.7%	8.9%	9.7%	16.0%	10.3%
It would not affect my voting decision.	71.5%	47.0%	66.0%	59.0%	67.8%	66.4%	56.4%	62.0%
Not sure	4.1%	6.0%	5.3%	18.1%	3.3%	4.4%	10.6%	7.3%

# 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.