



Consumer Strategy & Insights

Battleground States

Hispanic Voter Survey

September 2024

Prepared by:



Methodology and Demographic Summary

Opiniones Latinas conducted individual statewide surveys among likely November 2024 general election Hispanic voters in seven battleground states across the country from September 17th – 22nd, 2024, with sample sizes ranging between 300 and 400 interviews per state.

A multi-modal approach was employed via live telephone calls and self-administered text messages in both English and Spanish. The live telephone interviews were conducted by professional bilingual interviewers with respondents contacted by both landline phone and cell phone. The text message respondents were sent a personalized invitation to complete the survey on a secure online platform. Interview selection was random and interviews were stratified by area, race/ethnicity, age, gender, and vote history to correlate with actual voter turnout from previous general elections.

The individual statewide surveys were then combined and weighted together to reflect the actual Hispanic turnout in the 2020 Presidential Exit Polls. The cumulative summary of the combined data totals 2,200 interviews and has an accuracy of +/-2.1%. The error margin increases for cross-tabulations.

Totals may not add up to exactly 100% due to rounding and refusals.

Sample sizes and margin of errors for each statewide survey are as follows:

| | Interview Dates | Sample Size | Margin of Error | Confidence Interval | Spanish Interview | English Interview | Interview: Landline | Interview: Live Cell | Interview: Text-to-Web |
|----------------|-----------------|-------------|-----------------|---------------------|-------------------|-------------------|---------------------|----------------------|------------------------|
| Combined | 9/17-9/22 | 2,200 | +/-2.1% | 95% | 31% | 70% | 20% | 47% | 34% |
| Arizona | 9/17-9/22 | 400 | +/-4.9% | 95% | 33% | 67% | 29% | 38% | 34% |
| Georgia | 9/18-9/22 | 300 | +/-5.7 | 95% | 31% | 69% | 15% | 52% | 33% |
| Michigan | 9/18-9/22 | 300 | +/-5.7 | 95% | 25% | 75% | 7% | 60% | 34% |
| Nevada | 9/17-9/22 | 300 | +/-5.7 | 95% | 28% | 72% | 12% | 55% | 34% |
| North Carolina | 9/17-9/22 | 300 | +/-5.7 | 95% | 30% | 70% | 19% | 46% | 35% |
| Pennsylvania | 9/17-9/22 | 300 | +/-5.7 | 95% | 33% | 67% | 24% | 42% | 34% |
| Wisconsin | 9/18-9/22 | 300 | +/-5.7 | 95% | 28% | 72% | 9% | 58% | 34% |

Major Findings

1. This is a unique survey of Hispanic voters in the key seven battleground states. Thirty percent (30%) of all Hispanic likely voters conducted the interview in Spanish. The majority, 58%, speak only or mainly English at home. Another 35% speak Spanish and English equally at home. Only 7% speak mainly or only Spanish at home. The majority, 62%, are in immigrant households with themselves, their parents or grandparents, or someone in the household being an immigrant. All the respondents affirmed that they are American citizens and likely to vote in the upcoming election.
2. Likely Hispanic voters decidedly affiliate with the Democrat Party at a 2 to 1 ratio while only 22% claim to be Republicans.
3. According the 2020 Edison Research for the National Election Pool exit polls President Biden won the national Hispanic vote by a 2 to 1 ratio 65% to 32%. These 2024 poll results show that compared to 2020, President Trump is doing significantly better among Hispanic voters in 6 out of 7 battleground states. President Trump received 32% of their national votes in 2020, he receives 39% now. Kamala Harris' vote of 55% is well below the 65% Joe Biden received.

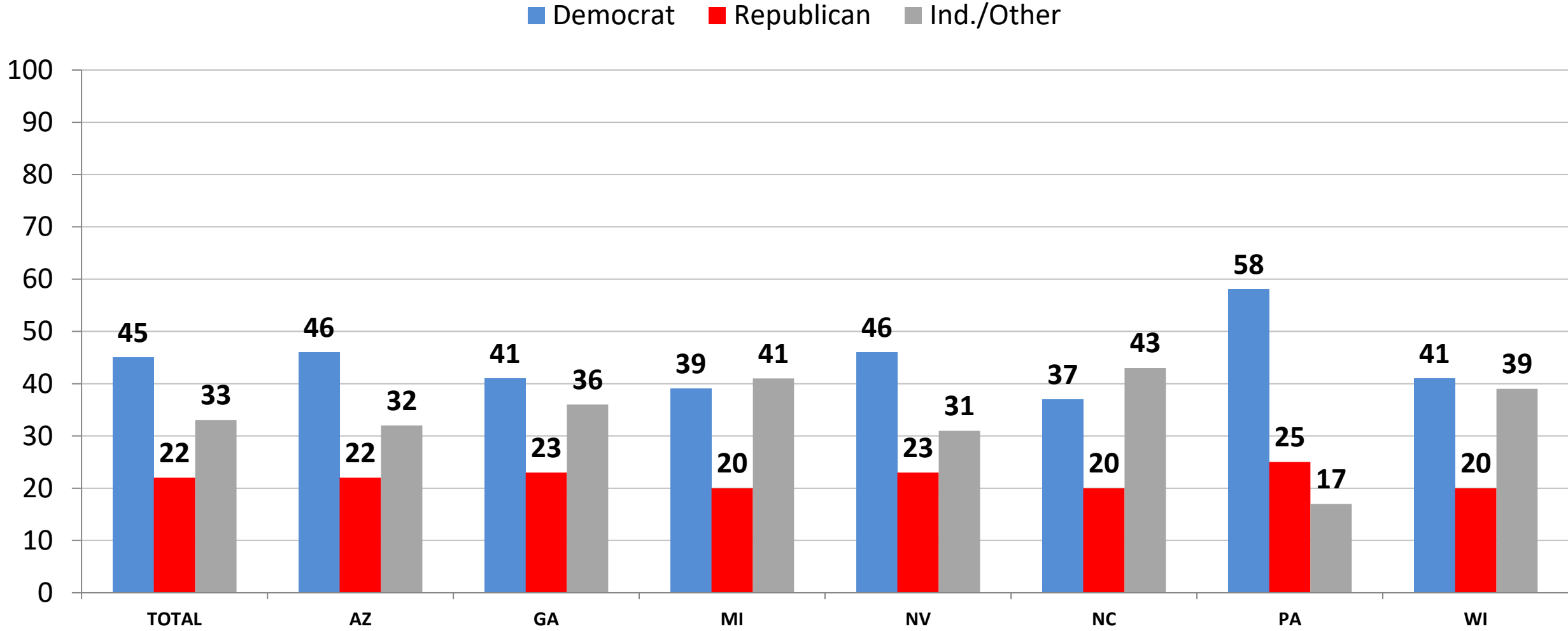
| | 2020 Biden vs. Trump | 2024 Harris vs. Trump | Trump Net |
|----------------|-------------------------|--------------------------|--------------|
| Arizona | 61 – 37 | 53 – 42 | +5 |
| Georgia | 62 – 37 | 55 – 39 | +2 |
| Michigan | 55 – 44 | 55 – 35 | -9 |
| Nevada | 61 – 35 | 51 – 39 | +4 |
| North Carolina | 57 – 42 | 52 – 43 | +1 |
| Pennsylvania | 69 – 27 | 62 – 32 | +5 |
| Wisconsin | 60 – 37 | 55 – 38 | +1 |
| TOTAL | 65 – 32 | 55 - 39 | +7 * |

Major Findings

4. Two-thirds of Hispanic voters, 62% say the country is headed on the wrong track. Only 31% say right direction.
5. The leading issues that would decide their vote for President are: economy/jobs 26%, immigration/border 13%, abortion/women's rights 12%, protecting democracy 9% and inflation 9%.
6. President Biden has a slight positive job approval 51%-47%.
7. Vice President Harris has a majority positive net job approval 55% to 41%.
8. Almost half the voters, 43%, approve of the job President Trump did; 56% disapprove.
9. In the generic ballot for US Senate, Democrats lead Republicans, 56% to 33%.
10. President Trump leads Kamala Harris as who is best to secure the border 46%to 36%, but Harris leads on improving the economy 50%-41%; fighting inflation 49%-39%; creating jobs 51%-39% and fighting crime 50% to 38%; lowering housing costs 52%-33%; protecting social security and Medicare 57%-31%; and abortion 59%-28%.
11. The majority agrees 51%-45% that Harris shares the blame with Joe Biden for the failures of the past 4 years; 50% to 46% they agree that Harris will say whatever she needs to say to get elected; however, 45%-49% they disagree Harris will raise their taxes; and 43%-50% they disagree Harris is hiding her real beliefs until after the election.

Combined Battleground States

Party Registration

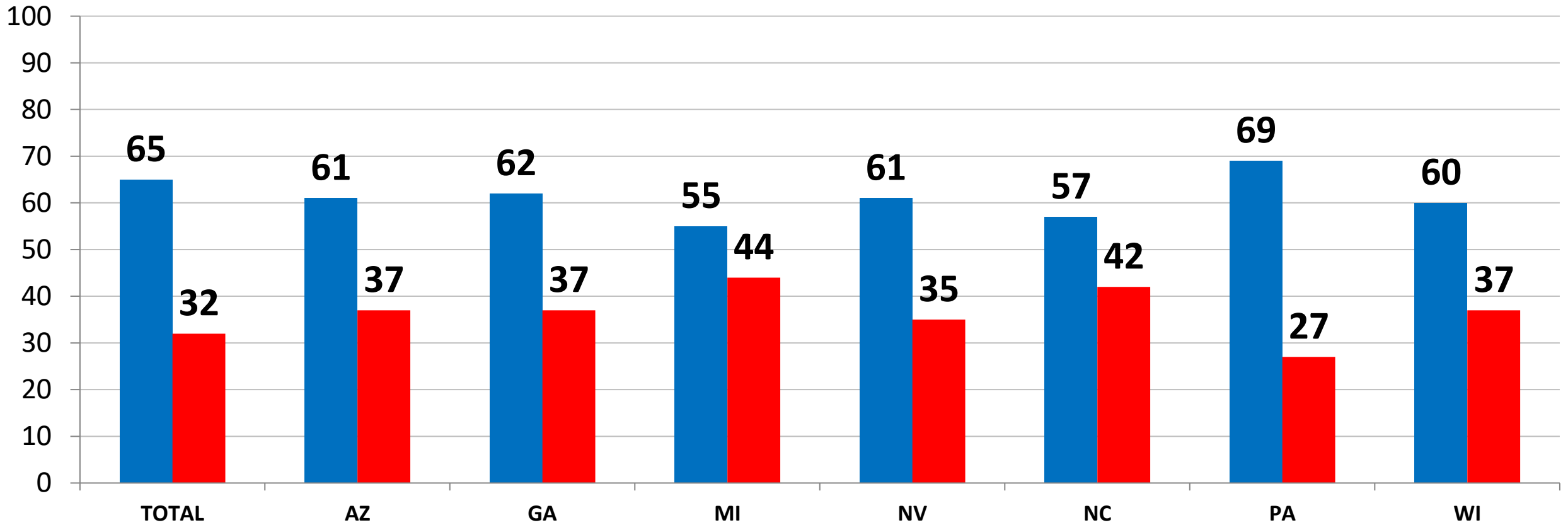


2020 Presidential Exit Polls:

Joe Biden

Donald Trump

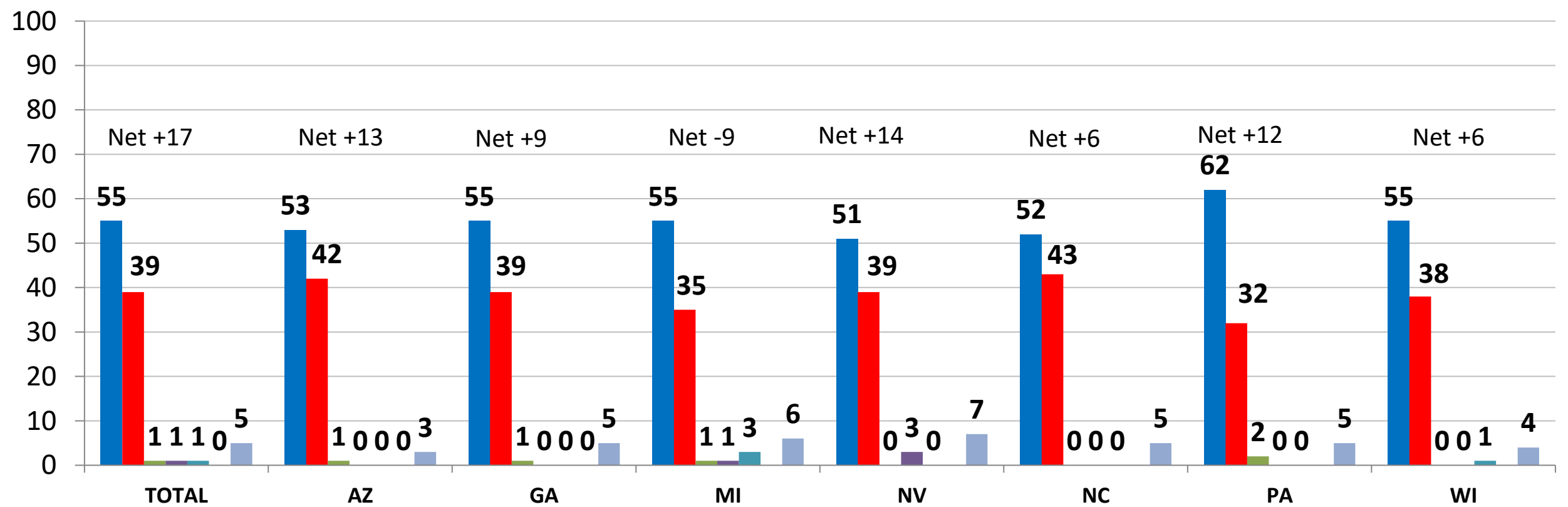
■ Biden ■ Trump



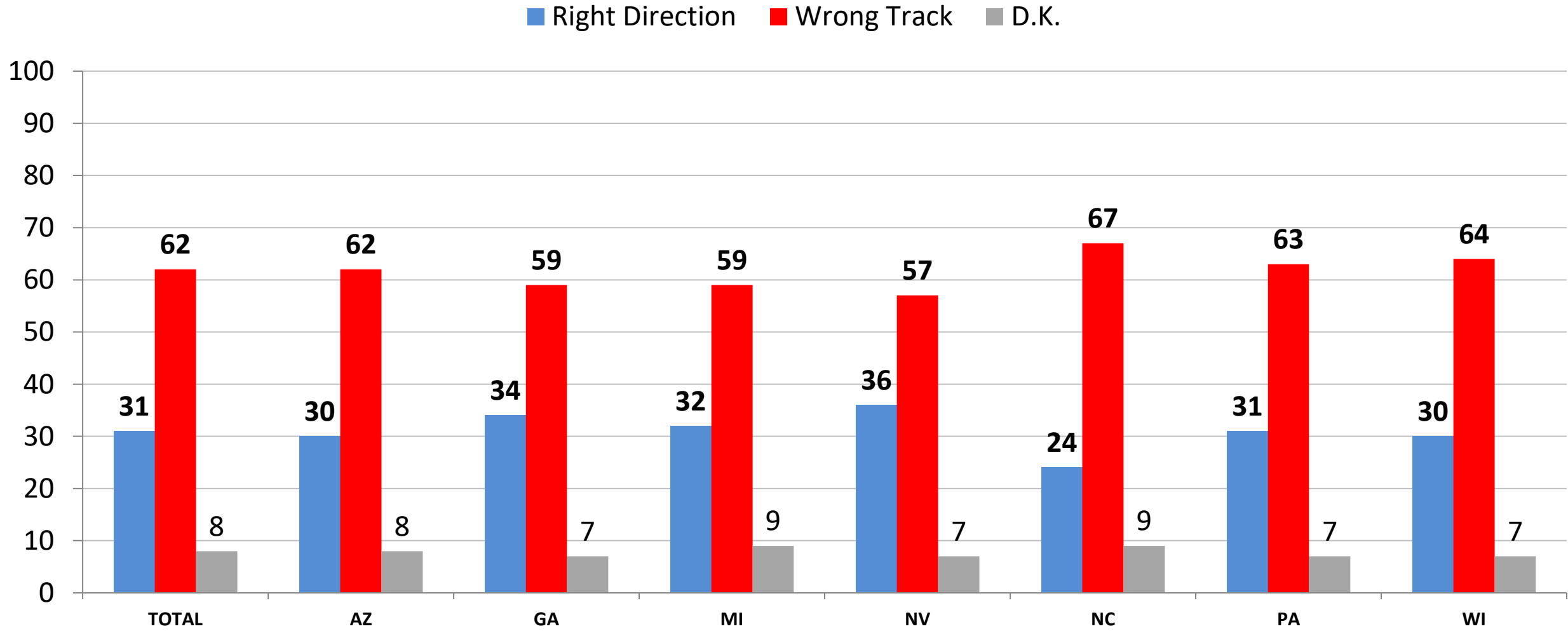
2024 Ballot for President:

Kamala Harris
 Donald Trump
 Cornel West
 Robert F. Kennedy, Jr.
 Chase Oliver
 Jill Stein

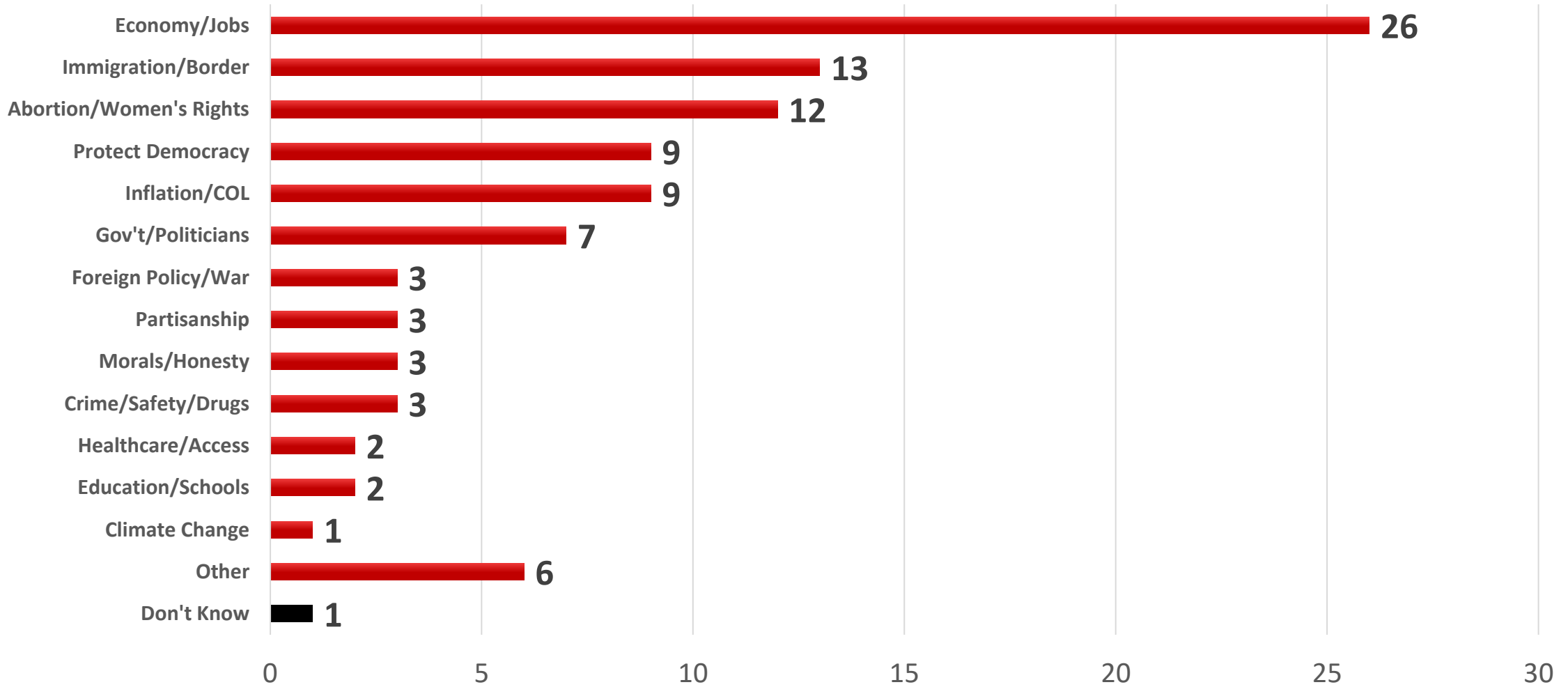
■ Harris ■ Trump ■ Stein ■ Oliver ■ RFK, Jr. ■ West ■ Und.



Direction of the United States

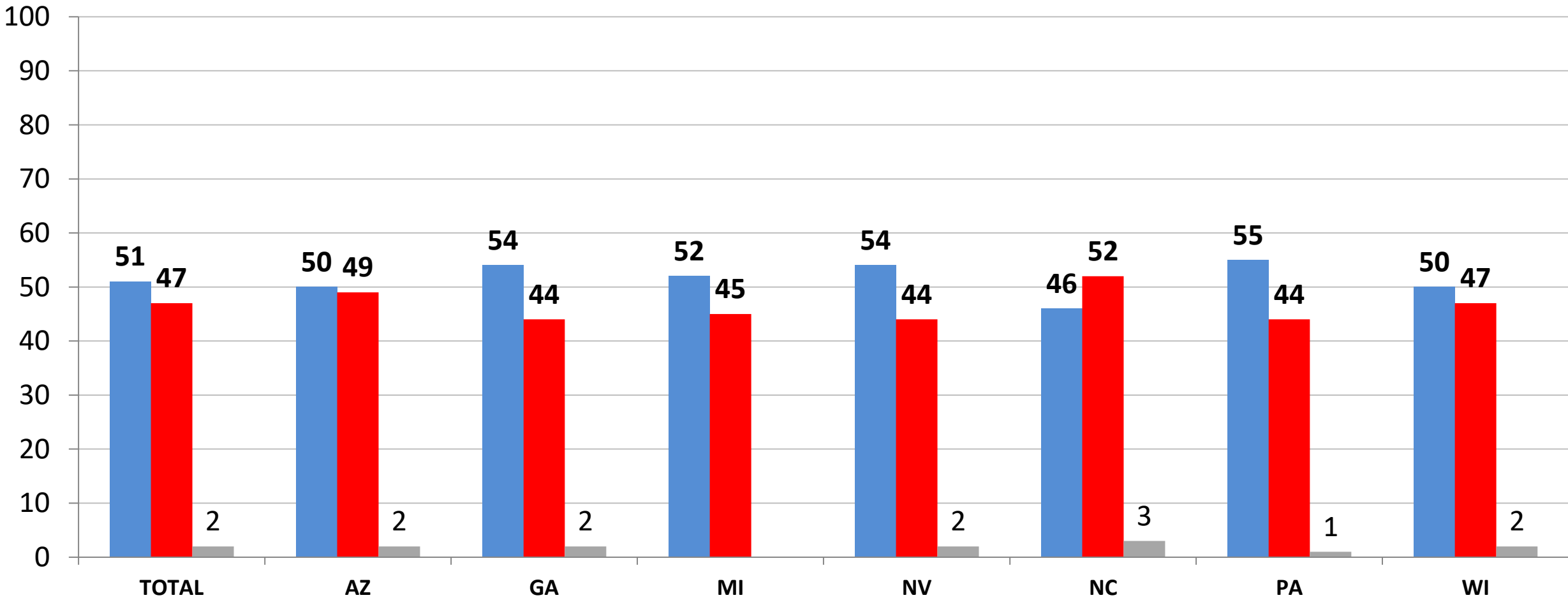


What is the most important issue facing the United States today that would decide your vote for President?



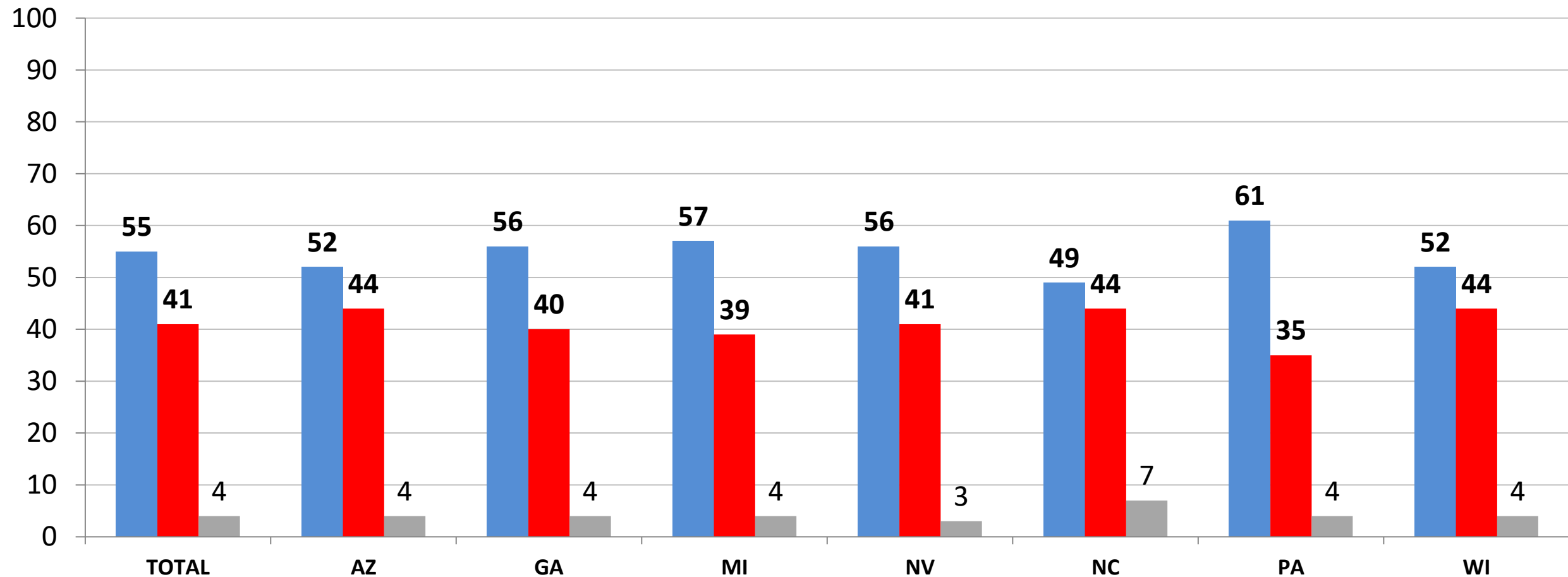
Job Approval: *Joe Biden*

■ Approve ■ Disapprove ■ D.K.



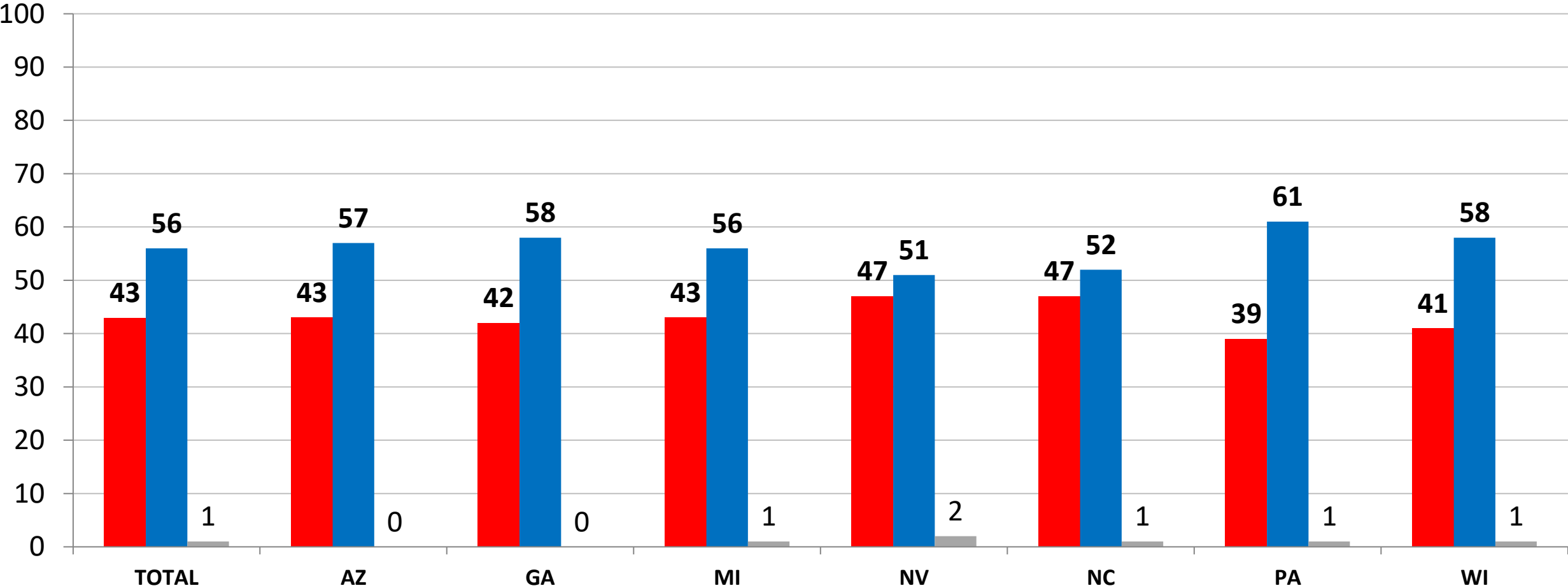
Job Approval: *Kamala Harris*

■ Approve ■ Disapprove ■ D.K.



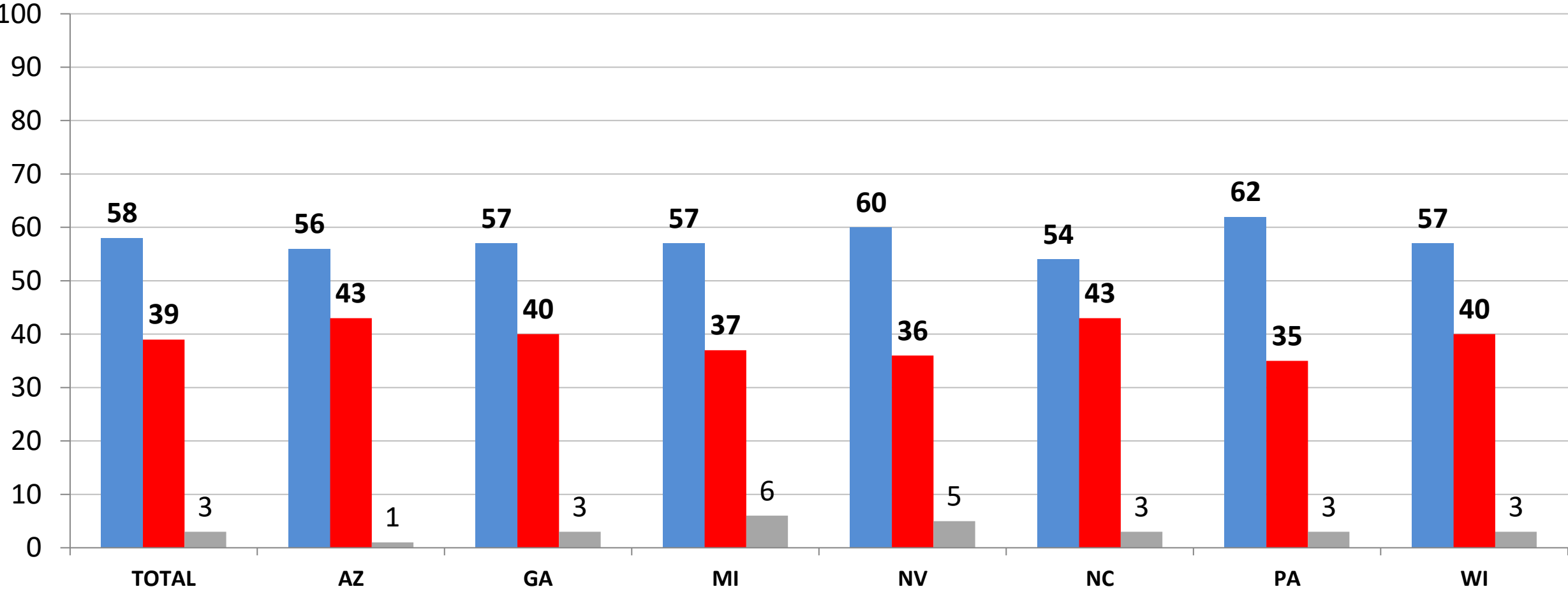
Job Approval: *Donald Trump*

■ Approve ■ Disapprove ■ D.K.



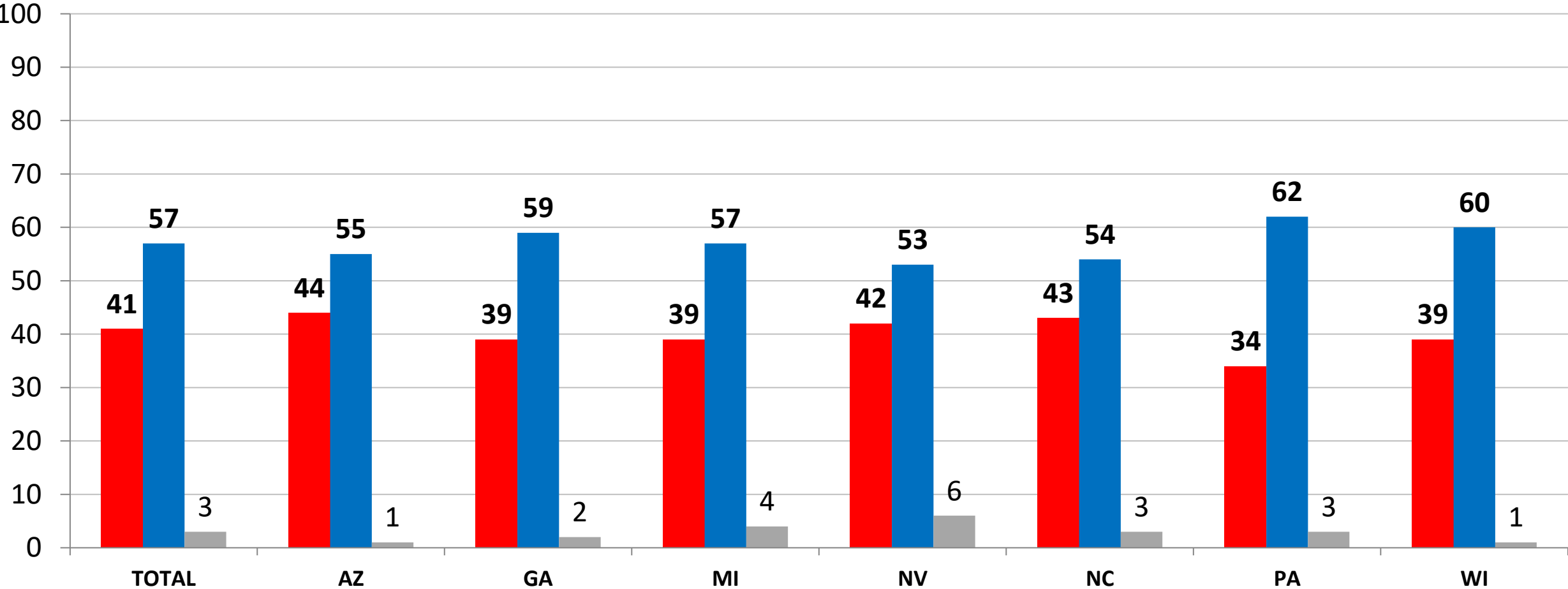
Opinion: *Kamala Harris*

Favorable Unfavorable No Opinion



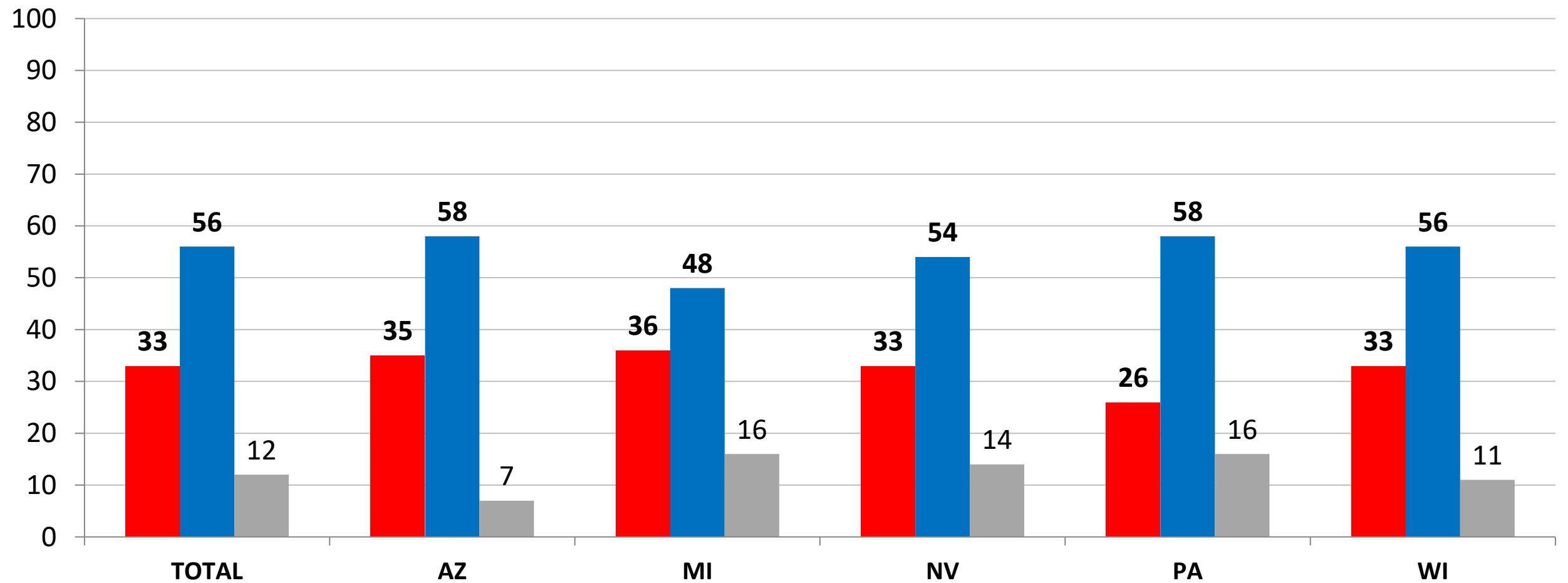
Opinion: *Donald Trump*

Favorable Unfavorable No Opinion

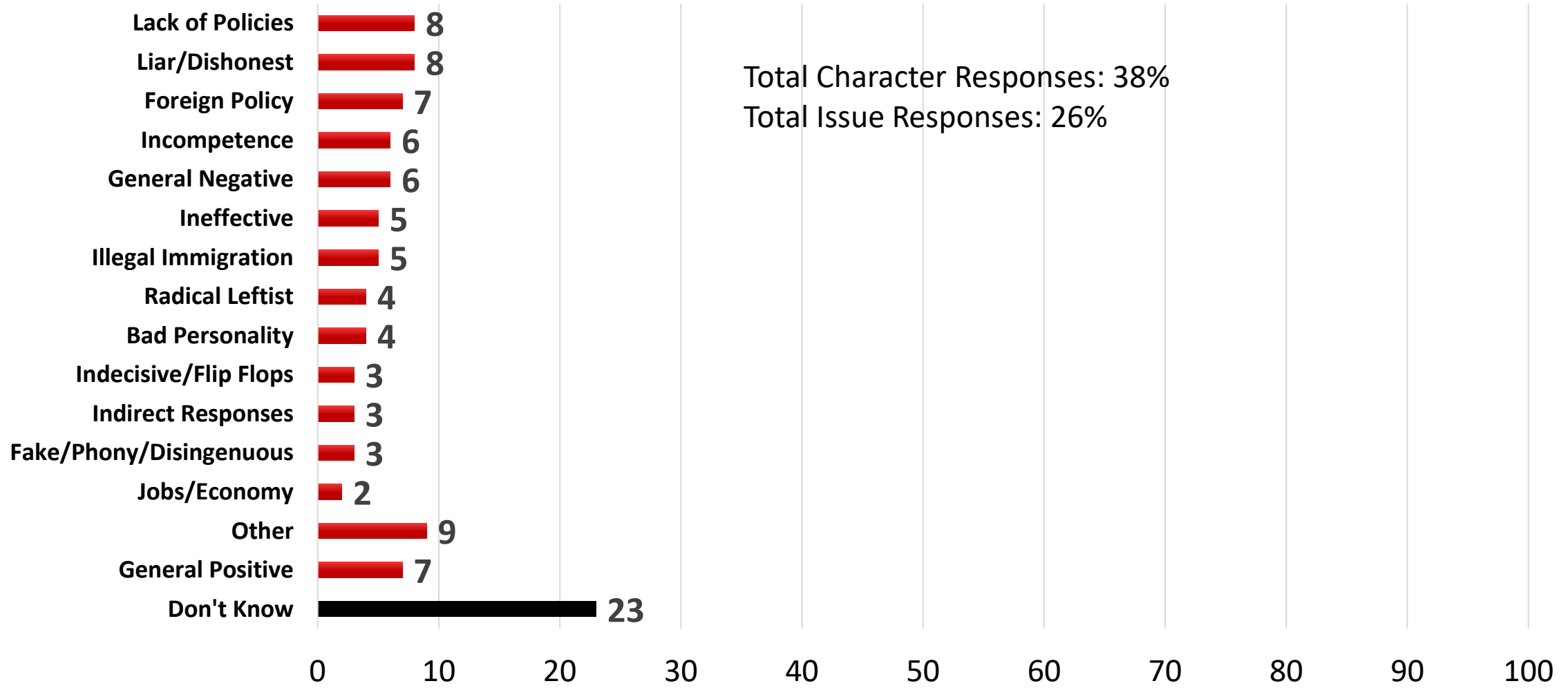


U.S. Senate Ballot:

■ Republican ■ Democrat ■ Undecided



What do you like LEAST about Kamala Harris?



Between Donald Trump and Kamala Harris, who in your opinion is BEST ABLE to handle each of the following issues? If you think they are both equally able to handle an issue, or neither is, just say so.

| | Harris | Trump | Both | Neither | D.K. |
|--|--------|-------|------|---------|------|
| Secure the border and stop illegal immigration | 36 | 46 | 5 | 11 | 2 |
| Improve the economy | 50 | 41 | 4 | 4 | 2 |
| Fight inflation and rising costs | 49 | 39 | 4 | 7 | 2 |
| Create Jobs | 51 | 39 | 5 | 4 | 2 |
| Fight crime and make our neighborhoods safer | 50 | 38 | 4 | 7 | 2 |
| Lower housing costs | 52 | 33 | 3 | 8 | 3 |
| Protect Social Security and Medicare benefits | 57 | 31 | 5 | 6 | 3 |
| Best represent my views on abortion | 59 | 28 | 3 | 8 | 2 |

Please tell me if you agree or disagree with each of the following statements.

| | Agree | Strongly | Smwt | Disagree | Smwt | Strongly | D.K. |
|---|-------|----------|------|----------|------|----------|------|
| Kamala Harris shares the blame with Joe Biden for all the failures of their administration. | 51 | 36 | 14 | 45 | 14 | 31 | 5 |
| Kamala Harris will say her positions are whatever they need to be to get elected. | 50 | 39 | 10 | 46 | 10 | 36 | 4 |
| Kamala Harris will raise your taxes. | 45 | 34 | 11 | 49 | 12 | 37 | 6 |
| Kamala Harris is hiding her real beliefs until after she gets elected. | 43 | 35 | 9 | 50 | 9 | 41 | 7 |
| Kamala Harris is a political phony. | 40 | 33 | 7 | 55 | 8 | 47 | 5 |
| As a D.A. and State Attorney General, Kamala Harris was soft on crime and illegal immigrants. | 39 | 29 | 10 | 49 | 12 | 38 | 12 |

