



TO: Interested Parties
FROM: John McLaughlin & Carlos Rodriguez
Re: Hispanic Voters in Battleground States
Date: October 1, 2024

Opiniones Latinas recently conducted a unique survey of Hispanic likely voters in the key seven battleground states that will decide the Presidential Election. The survey was commissioned by TelevisaUnivision’s Consumer Strategy & Insights division. Thirty percent (30%) of voters conducted the interview in Spanish. Among the sample, 42% speak Spanish at home. The majority, 62%, reside in immigrant households with themselves, their parents or grandparents, or someone in the household being an immigrant.

- ✓ In this survey, 33% of voters are registered as Independents, 45% as Democrats, and 22% as Republicans.
- ✓ According to 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 *

**2020 Reflects National Exit Polls, 2024 Reflects Battleground Surveys*

- ✓ Two-thirds of Hispanic voters, 62% say the country is headed on the wrong track; only 31% say it is headed in the right direction.
- ✓ 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%.
- ✓ President Biden has a slight positive job approval 51% to 47%.
- ✓ Vice President Harris has a majority positive net job approval 55% to 41%.
- ✓ Nearly half the voters, 43%, approve of the job President Trump did; 56% disapprove.

- ✓ In the ballot for the US Senate, Democrats lead Republicans 56% to 33%.
- ✓ Former President Trump leads Vice President Harris as who is best to secure the border 46% to 36%, but Harris leads on improving the economy 50% to 41%; fighting inflation 49% to 39%; creating jobs 51% to 39% and fighting crime 50% to 38%; lowering housing costs 52% to 33%; protecting social security and Medicare 57% to 31%; and abortion 59% to 28%.
- ✓ The majority agrees 51% to 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% to 49% they disagree Harris will raise their taxes; and 43% to 50% they disagree Harris is hiding her real beliefs until after the election.

Methodology: *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%