



SURVEY OF LATINO REGISTERED VOTERS IN CALIFORNIA

September 5-12, 2024

N=800 (+/-3.5%)

Q1: Thinking back to the election for Congress and other state offices in November 2022, many people told us they were not interested and did not vote, while others said they definitely voted. How about you, would official voter records here in California show that you voted or not in the November 2022 election?

Yes, I am 100% certain I voted	73%
I may have voted, but not certain	13%
I am certain that I did not vote	14%

Q2: [If voted 2022] Official voting records show that millions of people voted for the first time in 2022. At the same time, millions had also voted in previous elections in 2020, 2018, 2016 or before. How about you?

2022 was the first time I voted	16%
2020 was the first time I voted	18%
2018 was the first time I voted	13%
I voted in 2016 or earlier elections	53%

Q3: Thinking about LOCAL elections for Mayor, City Council, County Supervisors, and other ballot measures, which statement below describes you best?

I vote for every single office or issue on the ballot (mayor, judge, sheriff, etc.)	44%
I only vote for top offices (president, mayor, governor) but not others (judge, sheriff, council)	31%
I only vote for offices I am familiar with, but not for those I don't know	25%

Q4: On the whole, what are the most important issues that you want the next president to address? Select up to three.

Rising cost of living / inflation	52%
Jobs and the economy	34%
Lack of affordable housing	32%
Homelessness	26%
Crime	18%
Immigration reform	18%
Reproductive Rights/Abortion	16%
Border security	14%
Health care costs	13%
Climate change / environment	9%
Discrimination / racial justice	7%
Corruption in government	7%
Education / Public school quality	6%
Traffic	5%
Reducing government spending	4%
War in Gaza/Palestine/Israel	4%
Air and water quality/safety	4%
Protecting voting rights	3%
COVID/Coronavirus pandemic	3%
War in Ukraine	3%
Police brutality / police reform	3%
Something else	2%



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Q5: Many people are busy and don't get a chance to vote in every election. Thinking ahead to the November 2024 election, what would you say the chances are that you will vote in the election for U.S. President, and other state offices?

Almost certain I will vote	61%
Probably will vote	23%
Chances are 50-50	12%
Probably will NOT vote	2%
Certain that I won't vote	1%

Q6: [If probably or certain will vote] How do you plan to vote?

In-person, vote on a machine at a Vote Center or polling location	54%
By-mail, mail in a paper ballot that is mailed to me	34%
Drop off paper ballot at any Mail Ballot Drop Box location	10%
Don't know yet	2%

Q7: [If will vote by mail or ballot drop box] Do you plan to vote right away, as soon as you get your ballot in the mail? Or, do you think you will vote closer to Election Day, November 5th?

Will vote right away, as soon as ballot comes in mail	63%
Will vote closer to Election Day	34%
Don't know yet	3%

Q8: [If plan to vote in person] Do you plan to vote early, before Election Day, or do you plan to go and vote on November 5th, Election Day?

Early before Election Day	44%
On Election Day	56%

Q9: [If plan to vote in person] Did any of the following people or organizations ever help you fill out or mail your ballot? Select all that apply.

A family member	23%
A friend	15%
A community organization	10%
An election official	6%
Someone else	2%
None of these	58%

Q10: [If Spanish survey] Have you ever had difficulty voting because you did not have a ballot, instructions, or assistance in Spanish?

Yes	14%
No	86%



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Q11: If the Presidential election were held today, would you vote for Democrat Kamala Harris, Republican Donald Trump, or someone else?

Certain will vote for Trump	14%
Leaning toward voting for Trump	17%
Leaning toward voting for Harris	18%
Certain will vote for Harris	40%
Someone else	2%
Undecided	8%
TOTAL HARRIS	59%
TOTAL TRUMP	31%

Q12: Would you say Kamala Harris and the Democratic Party are currently doing a good job of reaching out to Latinos, that they don't care too much about Latinos, or that they are being hostile towards Latinos?

Doing a good job	65%
Don't care too much	26%
Being hostile	9%

Q13: Would you say Donald Trump and the Republican Party are currently doing a good job of reaching out to Latinos, that they don't care too much about Latinos, or that they are being hostile towards Latinos?

Doing a good job	31%
Don't care too much	32%
Being hostile	37%

Q14: Has the selection of Kamala Harris as the Democratic Presidential candidate made you:

Much more enthusiastic about the election	29%
Somewhat more enthusiastic about the election	24%
No difference in how I feel about the election	28%
Somewhat less enthusiastic about the election	10%
Much less enthusiastic about the election	9%
TOTAL MORE ENTHUSIASTIC	54%
TOTAL LESS ENTHUSIASTIC	19%

Q15: Thinking ahead of the November 2024 presidential election, would you say you are MORE enthusiastic about voting in 2024, or that you were more enthusiastic about voting back in 2020?

More enthusiastic about 2024	52%
More enthusiastic about 2020	15%
No difference/same level	27%
Don't know	6%



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Q16: Do you have a favorable or unfavorable opinion of:

Q16a: Former President Donald Trump

Very favorable	18%
Somewhat favorable	18%
Somewhat unfavorable	13%
Very unfavorable	46%
No opinion	5%
Haven't heard enough to say	1%
TOTAL FAVORABLE	36%
TOTAL UNFAVORABLE	59%

Q16b: Vice President Kamala Harris

Very favorable	43%
Somewhat favorable	27%
Somewhat unfavorable	11%
Very unfavorable	14%
No opinion	5%
Haven't heard enough to say	1%
TOTAL FAVORABLE	70%
TOTAL UNFAVORABLE	24%

Q16c: Vice Presidential Candidate Tim Walz

Very favorable	26%
Somewhat favorable	27%
Somewhat unfavorable	13%
Very unfavorable	13%
No opinion	11%
Haven't heard enough to say	10%
TOTAL FAVORABLE	53%
TOTAL UNFAVORABLE	26%

Q16d: Vice Presidential Candidate J.D. Vance

Very favorable	10%
Somewhat favorable	21%
Somewhat unfavorable	18%
Very unfavorable	28%
No opinion	12%
Haven't heard enough to say	11%
TOTAL FAVORABLE	31%
TOTAL UNFAVORABLE	46%



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Q16e: President Joe Biden

Very favorable	29%
Somewhat favorable	29%
Somewhat unfavorable	18%
Very unfavorable	18%
No opinion	5%
Haven't heard enough to say	1%
TOTAL FAVORABLE	58%
TOTAL UNFAVORABLE	35%

Q16f: The United States Supreme Court

Very favorable	16%
Somewhat favorable	31%
Somewhat unfavorable	19%
Very unfavorable	14%
No opinion	15%
Haven't heard enough to say	5%
TOTAL FAVORABLE	47%
TOTAL UNFAVORABLE	33%

Q17: Thinking about the 2024 election for U.S. Congress, in your district here in California do you plan to vote for the Republican candidate or for the Democratic candidate?

Certain will vote for the Republican candidate for Congress	11%
Leaning toward voting for the Republican candidate for Congress	17%
Leaning toward voting for the Democratic candidate for Congress	20%
Certain will vote for the Democratic candidate for Congress	38%
Someone else	2%
Undecided	11%
TOTAL REPUBLICAN CANDIDATE	28%
TOTAL DEMOCRATIC CANDIDATE	59%

Q18: Thinking about the 2024 election for U.S. Senate in California do you plan to vote for the Republican candidate Steve Garvey, or for the Democratic candidate Adam Schiff?

Certain will vote for Republican Garvey	10%
Leaning toward voting for Republican Garvey	18%
Leaning toward voting for Democrat Schiff	21%
Certain will vote for Democrat Schiff	34%
Someone else	4%
Undecided	14%
TOTAL GARVEY	28%
TOTAL SCHIFF	55%



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Q19: Over the past two years, as a result of COVID have you, or someone in your household? Select all that apply.

Been sick or ill with coronavirus	35%
Lost their job, but now working again	15%
Lost their job, and still not working	9%
Had work hours cut, but kept their job	15%
Had to use savings or retirement money to pay for expenses	20%
Had trouble getting access to food, medicine or basic household needs	15%
Know someone who died from COVID	31%
Received housing or rental relief or support from government programs	10%
None of these	27%

Q20: Overall, do you think the quality of life, and things in your region are generally:

Very good, many things have gotten a lot better in the past few years and continue to improve	12%
Mostly good, some key things have gotten better and mostly moving in the right direction	30%
About the same, nothing better or worse in the past few years	35%
Mostly bad, some key things have gotten worse and the city is off the wrong track	16%
Very bad, many things have gotten worse in the past few years and it is getting worse	6%
TOTAL GOOD	42%
TOTAL BAD	23%

Q21: Local factors can affect a person’s quality of life in their local community. Thinking about your own experience here in your area how would you describe each of the following?

Q21a: [SPLIT A] Quality of local public schools

Excellent	18%
Mostly good	54%
Mostly bad	18%
Terrible	7%
Don't Know	4%
TOTAL EXCELLENT/GOOD	72%
TOTAL BAD/TERRIBLE	24%

Q21b: [SPLIT B] Rights and protections for Latinos

Excellent	9%
Mostly good	51%
Mostly bad	21%
Terrible	7%
Don't Know	12%
TOTAL EXCELLENT/GOOD	60%
TOTAL BAD/TERRIBLE	28%



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Q21c: [SPLIT A] Opportunities to get ahead in school, work, or making more money

Excellent	14%
Mostly good	46%
Mostly bad	24%
Terrible	7%
Don't Know	8%
TOTAL EXCELLENT/GOOD	61%
TOTAL BAD/TERRIBLE	31%

Q21d: [SPLIT B] Public transportation availability/options

Excellent	15%
Mostly good	51%
Mostly bad	20%
Terrible	7%
Don't Know	7%
TOTAL EXCELLENT/GOOD	67%
TOTAL BAD/TERRIBLE	26%

Q21e: [SPLIT A] Quality and access of parks and recreational facilities

Excellent	20%
Mostly good	53%
Mostly bad	17%
Terrible	4%
Don't Know	6%
TOTAL EXCELLENT/GOOD	73%
TOTAL BAD/TERRIBLE	21%

Q21f: [SPLIT B] Crime levels

Excellent	9%
Mostly good	37%
Mostly bad	31%
Terrible	15%
Don't Know	8%
TOTAL EXCELLENT/GOOD	46%
TOTAL BAD/TERRIBLE	46%



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Q21g: [SPLIT A] Amount of traffic

Excellent	10%
Mostly good	36%
Mostly bad	36%
Terrible	16%
Don't Know	3%
TOTAL EXCELLENT/GOOD	46%
TOTAL BAD/TERRIBLE	51%

Q21h: [SPLIT B] Quality of local medical care and facilities

Excellent	19%
Mostly good	52%
Mostly bad	21%
Terrible	7%
Don't Know	2%
TOTAL EXCELLENT/GOOD	71%
TOTAL BAD/TERRIBLE	28%

Q21i: [SPLIT A] Air quality or pollution

Excellent	10%
Mostly good	40%
Mostly bad	30%
Terrible	16%
Don't Know	4%
TOTAL EXCELLENT/GOOD	50%
TOTAL BAD/TERRIBLE	46%

Q21j: [SPLIT B] Weather

Excellent	13%
Mostly good	50%
Mostly bad	24%
Terrible	10%
Don't Know	2%
TOTAL EXCELLENT/GOOD	63%
TOTAL BAD/TERRIBLE	35%



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Q21k: [SPLIT A] The police department

Excellent	14%
Mostly good	52%
Mostly bad	19%
Terrible	8%
Don't Know	6%
TOTAL EXCELLENT/GOOD	66%
TOTAL BAD/TERRIBLE	27%

Q21l: [SPLIT B] Availability of good jobs that pay well and have good benefits

Excellent	13%
Mostly good	42%
Mostly bad	29%
Terrible	11%
Don't Know	6%
TOTAL EXCELLENT/GOOD	55%
TOTAL BAD/TERRIBLE	40%

Q21m: [SPLIT A] Rights and protections for immigrants

Excellent	9%
Mostly good	45%
Mostly bad	22%
Terrible	8%
Don't Know	16%
TOTAL EXCELLENT/GOOD	53%
TOTAL BAD/TERRIBLE	30%

Q21n: [SPLIT B] Rights and protections for LGBTQ population

Excellent	12%
Mostly good	40%
Mostly bad	14%
Terrible	6%
Don't Know	28%
TOTAL EXCELLENT/GOOD	52%
TOTAL BAD/TERRIBLE	20%



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Q22: Different types of cost-of-living expenses can affect a person’s quality of life. Thinking about your experience in your region. How would you describe the COSTS of each of the following?

Q22a [SPLIT A]: Rent or home mortgage costs

Extremely expensive, unaffordable	41%
Expensive, barely within my/family’s budget	41%
Reasonable, about what I would expect to pay	15%
Lower than what I would expect to pay, a good deal for my/family’s budget	2%

Q22b [SPLIT B]: Health insurance costs

Extremely expensive, unaffordable	33%
Expensive, barely within my/family’s budget	41%
Reasonable, about what I would expect to pay	22%
Lower than what I would expect to pay, a good deal for my/family’s budget	4%

Q22c [SPLIT A]: Medical service costs (doctor offices, medical treatment, or hospitals)

Extremely expensive, unaffordable	36%
Expensive, barely within my/family’s budget	37%
Reasonable, about what I would expect to pay	24%
Lower than what I would expect to pay, a good deal for my/family’s budget	3%

Q22d [SPLIT B]: State and local taxes

Extremely expensive, unaffordable	26%
Expensive, barely within my/family’s budget	51%
Reasonable, about what I would expect to pay	20%
Lower than what I would expect to pay, a good deal for my/family’s budget	4%

Q22e [SPLIT A]: Gas prices

Extremely expensive, unaffordable	27%
Expensive, barely within my/family’s budget	56%
Reasonable, about what I would expect to pay	14%
Lower than what I would expect to pay, a good deal for my/family’s budget	3%

Q22f [SPLIT B]: Groceries

Extremely expensive, unaffordable	23%
Expensive, barely within my/family’s budget	58%
Reasonable, about what I would expect to pay	16%
Lower than what I would expect to pay, a good deal for my/family’s budget	3%



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Q22g [SPLIT A]: Utilities like electricity, water, cell phone, and wifi/internet

Extremely expensive, unaffordable	27%
Expensive, barely within my/family’s budget	51%
Reasonable, about what I would expect to pay	20%
Lower than what I would expect to pay, a good deal for my/family’s budget	2%

Q22h [SPLIT B]: Education/college costs

Extremely expensive, unaffordable	37%
Expensive, barely within my/family’s budget	46%
Reasonable, about what I would expect to pay	17%
Lower than what I would expect to pay, a good deal for my/family’s budget	1%

Q23: Thinking about your own experience in your community how would you describe each of the following?

Q23a: Crime in your community

Serious problem and getting worse	21%
Serious problem, not getting better or worse	43%
Serious problem, but getting better	21%
Not really a problem	15%

Q23b: Community safety

Serious problem and getting worse	18%
Serious problem, not getting better or worse	43%
Serious problem, but getting better	19%
Not really a problem	20%

Q23c: Homelessness in your community

Serious problem and getting worse	38%
Serious problem, not getting better or worse	36%
Serious problem, but getting better	17%
Not really a problem	8%

Q23d: Discrimination / Racism against immigrants in your community

Serious problem and getting worse	15%
Serious problem, not getting better or worse	40%
Serious problem, but getting better	19%
Not really a problem	26%



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Q23e: Discrimination / Racism against Latinos/Hispanics in your community

Serious problem and getting worse	16%
Serious problem, not getting better or worse	41%
Serious problem, but getting better	17%
Not really a problem	26%

Q24: Due to the high cost of housing and rent here in your area have you ever done any of the following? Select all that apply.

Considered moving to a less expensive part of California	27%
Considered moving to another state	28%
Looked for work/job in another state	14%
Added renters, or had people move in with you to lower your rent/housing expenses	14%
Moved to less expensive housing in your area	17%
None of these	39%

Q25: Do you have close friends or family that have moved to another state, out of California, due to the high cost of housing and rent here?

Yes	53%
No	47%

Q26: So far in 2024, has anyone from a political party, campaign or any other organization contacted you and asked you to register or vote? Either by phone, text, email, or maybe in-person? Select all that apply.

Yes, I have been contacted by someone from the Democratic Party	18%
Yes, I have been contacted by someone from the Republican Party	15%
Yes, I have been contacted by someone from a non-partisan or community organization	14%
Yes, I have been contacted by someone about a specific issue, ballot measure or proposition	15%
No, I have not been contacted	59%

Q27: [If contacted by any in Q26] What languages have campaigns or organizations used to contact you?

English	49%
Spanish	14%
Both English and Spanish	38%

Q28: As far as you know, how can voters cast their ballots in the upcoming election? Select all that apply.

In-person, vote on a machine at a Vote Center or polling location	65%
By-mail, mail in a paper ballot that is mailed to me	57%
Drop off paper ballot at any Mail Ballot Drop Box location	50%
Online, vote from my laptop, tablet, or phone	21%
Don't Know	5%



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Q29: In past elections here, how have you voted? Select all that apply.

In-person, on a machine at a Vote Center or polling location	56%
By-mail, on a paper ballot that was mailed to me	43%
Dropped off paper ballot at a Mail Ballot Drop Box location	31%
Something else:	3%

Q30: Over the past six months have you received any information about how to vote by mail?

Yes	43%
No	43%
Don't recall	14%

Q31: Which of these statements is most true for you?

If I have questions about voting by mail, or need to ask for a ballot to be mailed to me, I could find what I need pretty easily. I know who to ask and/or where to look for accurate information 66%

If I have questions about voting by mail, or need to ask for a ballot to be mailed to me, I am not sure who I would ask. I do not know where to look for accurate information about vote by mail in California 34%

Q32: When you are looking for reliable information about important community matters. How much do you rely on, or trust the people and sources listed below to give you useful tips or accurate information?

Q32a [SPLIT A]: Teachers and local educators in the community

Trust or rely on a lot	24%
Sometimes trust or rely on	58%
Rarely trust or rely on	13%
Never trust or rely on	4%
TOTAL TRUST/RELY ON	83%
TOTAL DO NOT TRUST/RELY ON	17%

Q32b [SPLIT B]: People you know through school or work

Trust or rely on a lot	14%
Sometimes trust or rely on	60%
Rarely trust or rely on	21%
Never trust or rely on	5%
TOTAL TRUST/RELY ON	73%
TOTAL DO NOT TRUST/RELY ON	27%



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Q32c [SPLIT A]: Nurses, doctors, and other health care providers

Trust or rely on a lot	34%
Sometimes trust or rely on	57%
Rarely trust or rely on	7%
Never trust or rely on	2%
TOTAL TRUST/RELY ON	91%
TOTAL DO NOT TRUST/RELY ON	9%

Q32d [SPLIT B]: Notices posted at libraries

Trust or rely on a lot	24%
Sometimes trust or rely on	50%
Rarely trust or rely on	19%
Never trust or rely on	7%
TOTAL TRUST/RELY ON	74%
TOTAL DO NOT TRUST/RELY ON	26%

Q32e [SPLIT A]: Notices posted at post offices

Trust or rely on a lot	24%
Sometimes trust or rely on	52%
Rarely trust or rely on	19%
Never trust or rely on	5%
TOTAL TRUST/RELY ON	76%
TOTAL DO NOT TRUST/RELY ON	24%

Q32f [SPLIT B]: Elected officials from your community

Trust or rely on a lot	16%
Sometimes trust or rely on	45%
Rarely trust or rely on	31%
Never trust or rely on	8%
TOTAL TRUST/RELY ON	62%
TOTAL DO NOT TRUST/RELY ON	38%

Q32g [SPLIT A]: Family members

Trust or rely on a lot	36%
Sometimes trust or rely on	47%
Rarely trust or rely on	15%
Never trust or rely on	2%
TOTAL TRUST/RELY ON	84%
TOTAL DO NOT TRUST/RELY ON	16%



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Q32h [SPLIT B]: Hispanic or Latino community organizations

Trust or rely on a lot	23%
Sometimes trust or rely on	54%
Rarely trust or rely on	18%
Never trust or rely on	4%
TOTAL TRUST/RELY ON	78%
TOTAL DO NOT TRUST/RELY ON	22%

Q32i [SPLIT A]: Religious leaders

Trust or rely on a lot	18%
Sometimes trust or rely on	49%
Rarely trust or rely on	23%
Never trust or rely on	10%
TOTAL TRUST/RELY ON	67%
TOTAL DO NOT TRUST/RELY ON	33%

Q32j [SPLIT B]: People you know through church or religious organization

Trust or rely on a lot	19%
Sometimes trust or rely on	53%
Rarely trust or rely on	20%
Never trust or rely on	8%
TOTAL TRUST/RELY ON	73%
TOTAL DO NOT TRUST/RELY ON	27%

Q33: On a scale of 1 to 10 where 1 means “do NOT trust at all” and 10 means “completely trust”, how much do you trust each of the following information and news sources? (Mean response reported)

[SPLIT A]: Cable news sources such as CNN, MSNBC or Fox	5.16
[SPLIT B]: National English news sources as ABC News, CBS News, or NBC News	5.72
[SPLIT A]: National Spanish news such as Univision or Telemundo	5.51
[SPLIT B]: Local newspaper websites	5.59
[SPLIT A]: Local news stations/channels	5.68
[SPLIT B]: Online news sources such as Yahoo News, Google News	5.66
[SPLIT A]: People you follow on social media (YT, FB, IG, WhatsApp, TikTok, etc)	5.32
[SPLIT B]: Podcasts or radio shows you listen to	5.47

Q34: No matter how you get your information and news (online, tv, etc.) how often do you get it in Spanish?

Very often, mostly or always in Spanish	18%
Somewhat often, more Spanish than English	24%
Occasionally, more English but some Spanish	32%
Rarely or never, mostly or always in English	25%



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Q35: Millions of people watch and share videos about political candidates on social media like Facebook, WhatsApp, or YouTube. Some of these videos are real news stories, but some are not. Some videos are fake, made to trick or misinform the public. How concerned are you that you, your friends, or family are being sent, or accidentally watching, misleading videos?

Very concerned	30%
Somewhat concerned	46%
Not too concerned	15%
Not at all concerned	8%
TOTAL CONCERNED	77%
TOTAL NOT CONCERNED	23%

Q36: Thinking about the current political climate and the 2024 presidential election, how worried are you about violence directed at voters, candidates, or political leaders?

Very worried	26%
Somewhat worried	49%
Not too worried	16%
Not at all worried	9%
TOTAL WORRIED	75%
TOTAL NOT WORRIED	25%

Q37: How much confidence do you have that the 2024 presidential election will be conducted fairly and accurately?

A great deal of confidence	27%
A fair amount of confidence	47%
Not too much confidence	22%
No confidence at all	4%
TOTAL GREAT DEAL/FAIR AMOUNT CONFIDENCE	74%
TOTAL NOT MUCH/AT ALL CONFIDENT	26%

Q38: For each policy, please indicate if your support or oppose the government taking this action:

Q38a: A plan that secures the border and also creates a pathway to citizenship for undocumented immigrants

Strongly support	46%
Support	38%
Oppose	13%
Strongly oppose	3%
TOTAL SUPPORT	84%
TOTAL OPPOSE	16%



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Q38c: A plan that protects Dreamers and expands DACA opportunities for undocumented youth

Strongly support	48%
Support	38%
Oppose	11%
Strongly oppose	3%
TOTAL SUPPORT	86%
TOTAL OPPOSE	14%

Q38d: A plan that secures the border and also expands opportunities for immigrants to enter the country legally

Strongly support	44%
Support	42%
Oppose	11%
Strongly oppose	3%
TOTAL SUPPORT	86%
TOTAL OPPOSE	14%

Q38e: A plan that allows certain undocumented immigrants who are married to U.S. citizens for at least 10 years to apply for lawful permanent residency without having to leave the country

Strongly support	48%
Support	41%
Oppose	9%
Strongly oppose	3%
TOTAL SUPPORT	89%
TOTAL OPPOSE	11%

Q39: When it comes to foreign affairs and U.S. national interests abroad, how important is each of the following to you personally?

Q39a: The war between Israel and Hamas

Very important	34%
Somewhat important	43%
Not too important	15%
Not at all important	8%
TOTAL IMPORTANT	77%
TOTAL NOT IMPORTANT	23%



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Q39b: Tensions between China and Taiwan

Very important	27%
Somewhat important	43%
Not too important	20%
Not at all important	9%
TOTAL IMPORTANT	70%
TOTAL NOT IMPORTANT	30%

Q39c: The war between Russia and Ukraine

Very important	37%
Somewhat important	42%
Not too important	14%
Not at all important	7%
TOTAL IMPORTANT	79%
TOTAL NOT IMPORTANT	21%

Q39d: Tensions between the U.S. and Venezuela

Very important	29%
Somewhat important	41%
Not too important	21%
Not at all important	9%
TOTAL IMPORTANT	70%
TOTAL NOT IMPORTANT	30%

METHODOLOGY

On behalf of the NALEO Educational Fund, BSP Research surveyed 800 Latino registered voters in California. The study was completed using a blended mode, where 600 interviews were completed on live telephone calls, and 200 were completed online via smart phone, tablet, or computer. Respondents were surveyed in English or Spanish, with the option available upon first contact. In total, 523 completed the survey in English, and 277 participants completed the survey in Spanish. The study was conducted from September 5 -12, 2024 and carries a margin-of-error of +/-3.5%.