



NEWS RELEASE

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****2024 California Latino Voter Snapshot Poll****

More Than Half of California Latino Registered Voters Ranked Economic Issues as The Most Important for Election 2024

84 percent of California Latino registered voters said that they are almost certain they will vote or will probably vote this election

LOS ANGELES, CA – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, in partnership with BSP Research, today unveiled the **findings** of its **California Latino Voter Snapshot Poll**, which provide a comprehensive view of the perspectives of Latino registered voters in California, as well as insightful **crosstab** data of all respondents. The poll also illustrates Latino registered voter candidate preferences for the top political races in Election 2024, top-of-mind issues for the state’s Latino electorate, and Latino voter enthusiasm for the election. The **results** showed that 59 percent of California Latino registered voters are leaning toward or will vote for Vice President Kamala Harris in the presidential election, with 31 percent leaning toward or expected to vote for former President Donald Trump.

“California Latino voters have finances on their mind as they prepare to vote in November, these poll results provide insight into their perspectives and top-of-mind issues,” said **NALEO Educational Fund CEO Arturo Vargas**. “Over half of California Latino registered voters ranked the rising cost of living or inflation as their most important election issue (52 percent), followed by jobs and the economy (34 percent) and lack of affordable housing (32 percent). Additionally, the poll showed there is still work to do to ensure all eligible California Latino voters make their voices heard this election, with over half (59 percent) saying they have not been contacted by a campaign, political party, or other organization asking them to register or vote.”

Key Findings from California Latino Voter Snapshot Poll

Voter Preferences

- Over half (59 percent) of California Latino registered voters are leaning towards or will vote for Vice President Kamala Harris in the presidential election, with 31 percent leaning towards or voting for former President Donald Trump.
- There are significant differences between the candidate preferences of Latino men and Latinas, with 69 percent of Latinas preferring Harris, and 22 percent of Latinas preferring

Trump. In contrast, the support of Latino men for the two candidates is more evenly split, with 46 percent supporting Harris and 42 percent supporting Trump.

- Over half of California Latino registered voters (54 percent) say they are more enthusiastic about the election since Vice President Harris became the Democratic nominee for president.
- When asked who they plan to vote for in the November U.S. Senate race, 55 percent of California Latino registered voters support U.S. Rep. Adam Schiff (D), and 28 percent support former baseball player Steve Garvey (R).

Priority Issues

- The top issues for these registered voters, in order of importance, include:
 - The rising cost of living or inflation: 52 percent
 - Jobs and the economy: 34 percent
 - Lack of affordable housing: 32 percent
 - Homelessness: 26 percent
 - Crime: 18 percent
- The poll showed California Latino registered voters are also interested in foreign affairs and reported that the following issues were important to them personally:
 - The war between Russia and Ukraine (79 percent)
 - The war between Israel and Hamas (77 percent)

Participation in the 2024 California Presidential Election, Need for Information, and Engagement

- 84 percent of California Latino registered voters said that they are almost certain they will vote or will probably vote this election.
- Many California Latino registered voters lack information about the electoral process: nearly half (43 percent) have not received information about how to vote by mail, and one of every three (34 percent) do not know where to look for this information.
- Nearly one out of every six California Latino registered voters (14 percent) who responded to the survey in Spanish said that they had difficulty voting because they did not have a ballot, instructions, or assistance in Spanish.
- Over half of California Latino registered voters (59 percent) have not been contacted by a campaign, political party, or other organization asking them to register or vote.

Perspectives about the 2024 California Presidential Election

- More than three out of four California Latino registered voters (77 percent) said they were concerned that their friends or family members were being exposed to misinformation or disinformation.
- Despite concerns, nearly three-quarters of California Latino registered voters (74 percent) are confident the 2024 presidential election will be conducted fairly and accurately.

The poll surveyed 800 California Latino registered voters September 5–12, 2024. The poll's margin of error was +/-3.5%. **For more information on the 2024 California Latino Voter Snapshot Poll**, access to the topline can be found [here](#). Crosstab data, which reveal regional differences and differences between Latinos at different income levels, can be found [here](#).

NALEO Educational Fund has conducted a general election poll of Latino registered voters since 2016. Earlier this year, the organization also released its **projections** for California’s Latino voter turnout in November — estimating that at least 4.8 million Latinos will vote in California this fall, an increase of 6.1 percent from the community’s historic turnout in 2020 and 44.0 percent from Election 2016.

Methodology

On behalf of NALEO Educational Fund, BSP Research interviewed 800 California Latino registered voters September 5–12, 2024. Six hundred interviews were completed through phone calls and 200 through smartphone, tablet, or computer. The poll was available in English or Spanish at the respondent’s discretion and based on a statewide profile of the Latino electorate. Five hundred twenty-three respondents completed the survey in English and 277 in Spanish. Final data were weighted to match best estimates from the U.S. Census for Latino voters with respect to state, age, gender, nativity, education, and party affiliation. The poll’s margin of error was +/-3.5%. Survey design and data collection were performed by BSP Research.

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About NALEO Educational Fund

NALEO Educational Fund is the nation’s leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.