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PURPOSE

# SURVEY OF LATINO VOTERS IN NEVADA AND SOUTH TEXAS

# About the Survey

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- Total N=800 Latino registered voters
  - N= 400 Nevada (+/-4.9)
  - N= 400 South Texas (+/-4.9)
    - N=200 Rio Grande Valley, N=100 Laredo, N=100 Corpus Christi
- Field Dates: July 24-August 6, 2024
  - Entire survey fielded after Biden withdrew from the Presidential race
- English or Spanish, according to preference
  - 20% completed the survey in Spanish, 80% completed the survey in English
- Focus/Content: Latino voter perceptions on issues and candidates in the 2024 election, with a focus on the role of Spanish-language media consumer in the political process.

# Key Findings: Political Engagement and Issue Priorities

## 1. Latino voters are engaged in the political process - they are paying attention!

- 62% of Latino voters are “almost certain” they will vote in November, nearly 80% probably or almost certainly will vote
- Pattern is identical among high Spanish-language media users and those in Spanish-speaking households

## 2. Latino voters are clamoring for information to inform their vote

- More than half said they do not have all the information they need to make their vote for President or Senate
- These voters are receptive to messaging: 50% report that an ad they’ve seen changed their mind on a candidate
- The majority (66%) sought more information about a particular candidate as a result of advertising.
- Note: More than one-in-four (28%) get their news from Spanish-language tv or radio when looking for information about important matters, 67% watch Spanish entertainment programming, and 73% listen to Spanish music.

## 3. Economic concerns are top priority, with cost of living/inflation easily the #1 issue

- Four of the top five issues Latino voters cite as their priorities are motivated by economic concerns: inflation/cost of living, jobs and the economy, housing costs, and health care costs.

## 4. Latinos in both Nevada and Texas overwhelmingly support legal abortion access

- By more than 2-1, Nevada Latino voters support the Nevada Right to Abortion Initiative (51%-22%), including 30% of Republicans.
- 70% of South Texas Latino voters (and 59% of Republicans) agree that “No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else.”

# Key Findings: Presidential Candidates

## **5. Harris has easily improved Democratic prospects, but has some vulnerabilities among Latino voters**

- Harris is viewed more favorably than any candidate tested, with 51% viewing her favorably (net +13), compared to President Biden (43% favorable, net -7), and former President Trump (41% favorable, net -13).
- Overall, 66% (69% South Texas, and 63% Nevada) said they like that Harris has strongly defended a woman's right to make her own choices about abortion after the Supreme Court decision in 2022, and 62% believe she has a better chance than Biden at defeating Donald Trump.
- Only 28% feel “very well informed” about Harris’ policy agenda (vs. 36% who say the same for Trump)

## **6. Project 2025 and January 6<sup>th</sup> are big concerns about former President Trump**

- A majority of Latino voters (59%) agree they are “worried about Project 2025 if Donald Trump is elected”, including 57% of Independents, and 61% of Latinos who live in Spanish dominant households.
- More than half (55%) said Trump should not be elected due to his role in the January 6<sup>th</sup> insurrection.
- But a sizeable minority of voters (46%) agreed that, though they don’t like some things Trump says, he would be better on the economy than a Democrat. And 44% agree he would bring safety to the border and solve the immigration crisis.

## **7. In a head-to-head match-up, Harris leads Trump by +18 points among Latino voters in Nevada and +14 points among Latino voters in South Texas.**

- Harris leads Trump 53% to 35% in Nevada, and 50% to 37% in South Texas.

# Key Findings: Senate Candidates

## **8. Jacky Rosen comfortably leads Sam Brown (+17), but a quarter of Latino voters are undecided**

- 53% of NV Latino voters support Rosen, compared to 22% for Sam Brown, and 25% undecided
- Rosen enjoys a stronger brand than Brown: favorability for Rosen is 45% vs. 27% for Brown
- Brown has work to do to engage Latino voters as he is weaker with his base compared to Rosen:
  - 60% of Republicans say they are voting for Brown, vs. 85% of Democrats who say they will vote for Rosen
  - 23% of Republicans are “completely undecided” vs. 14% for Democrats)
  - Nearly half (46%) of Independent voters are “completely undecided”

## **9. In South Texas, Colin Allred leads Ted Cruz in head-to-head polling, BUT has a relatively weak brand**

- Overall, Allred leads Cruz 48% to 29% (+19) among Latinos in South Texas, with 23% undecided
  - In Corpus Christi Allred leads 46% to 35% (+11), with 19% undecided
  - In Laredo Allred leads 51% to 22% (+29), with 26% undecided
  - In the Rio Grande Valley Allred leads 47% to 30% (+17), with 23% undecided
- 32% of Latino voters in South Texas say they haven’t heard enough to form an opinion about Allred, and 16% have no opinion of him at all.

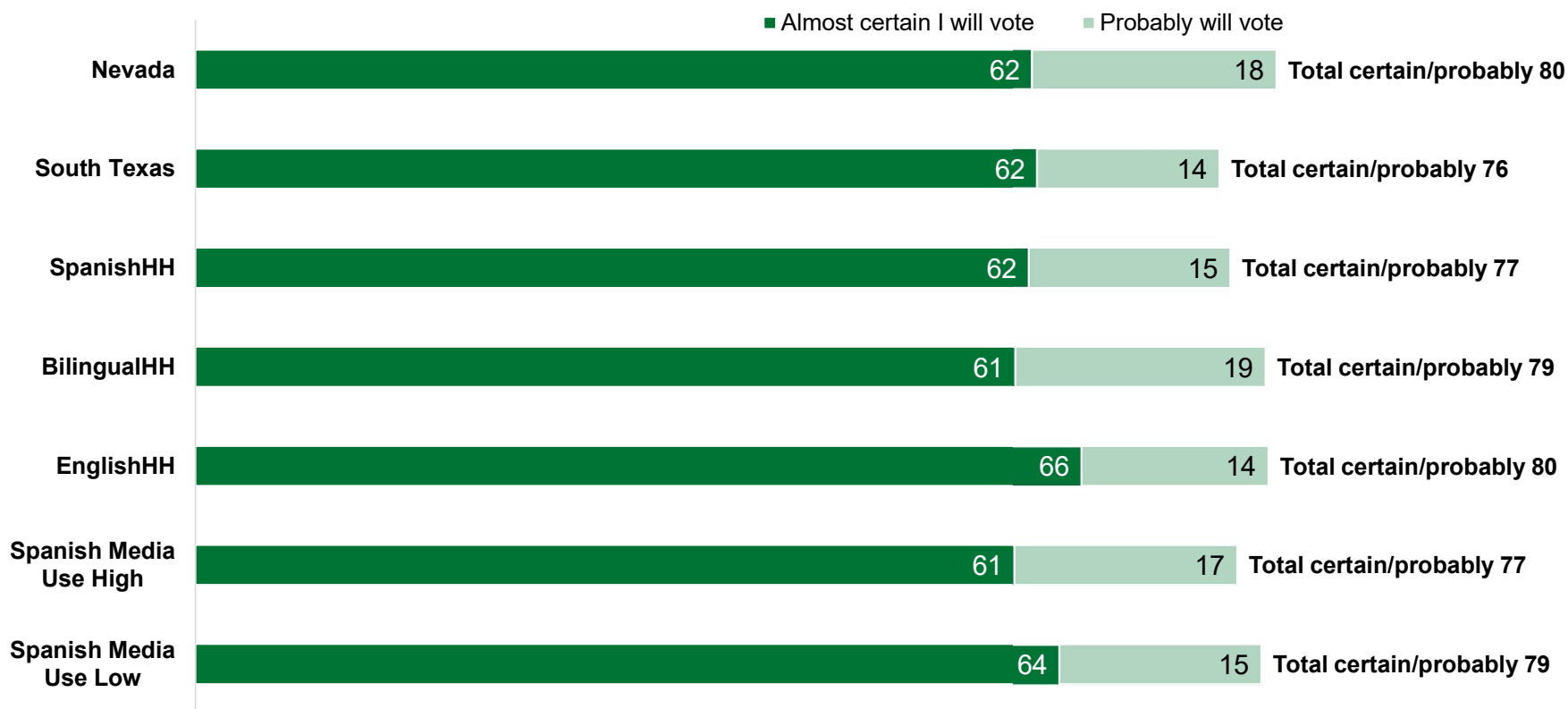


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# POLITICAL ENGAGEMENT AND ISSUE PRIORITIES

# Latino voters are engaged in the political process: 62% certain they will vote in the November 2024 Election

Thinking ahead to the general election for President in November, 2024, what would you say the chances are that you will vote here in [STATE]?



July 24-August 6, 2024 N=400 per state (+/-4.9%)

# More than half of Latino voters say they want to hear more from the Presidential candidates to inform their vote.

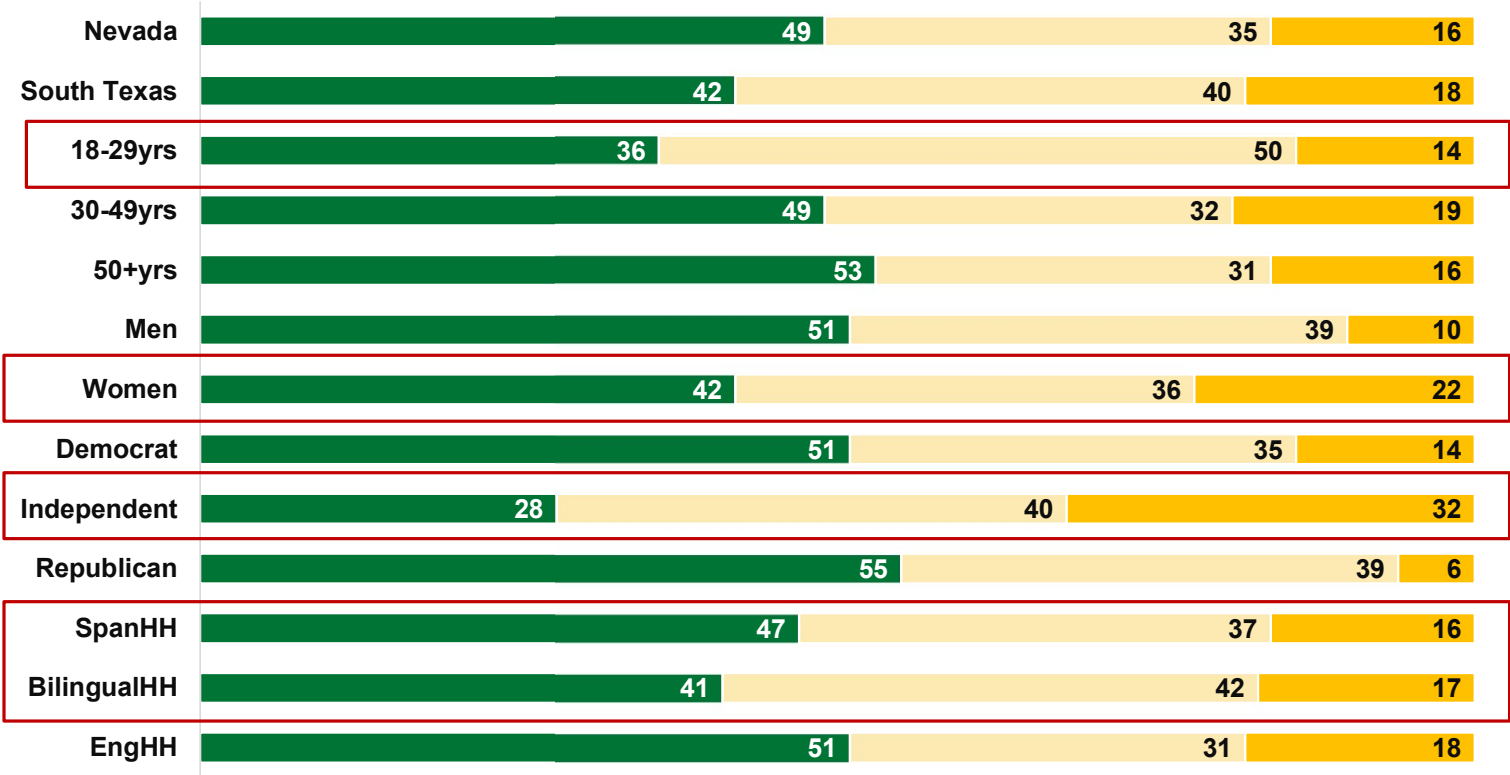
When it comes to the major candidates for President, do you feel:

- I have all the information I need, I am certain about my vote
- I would like to hear more about the candidates' policy agendas to inform my vote
- I need to hear a lot more from the candidates, I am not at all certain about my vote

**Most Latinos want to hear more from the candidates, including 51% in Nevada and 58% in South Texas.**

**Note the higher share among:**

- Younger voters: 64%
- Women: 68%
- Independents: 72%
- Spanish HH 53%
- Bilingual HH 59%



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# Similarly, the majority of Latino voters in Nevada (54%) and South Texas (59%) want to hear more about their candidates for U.S. Senate.

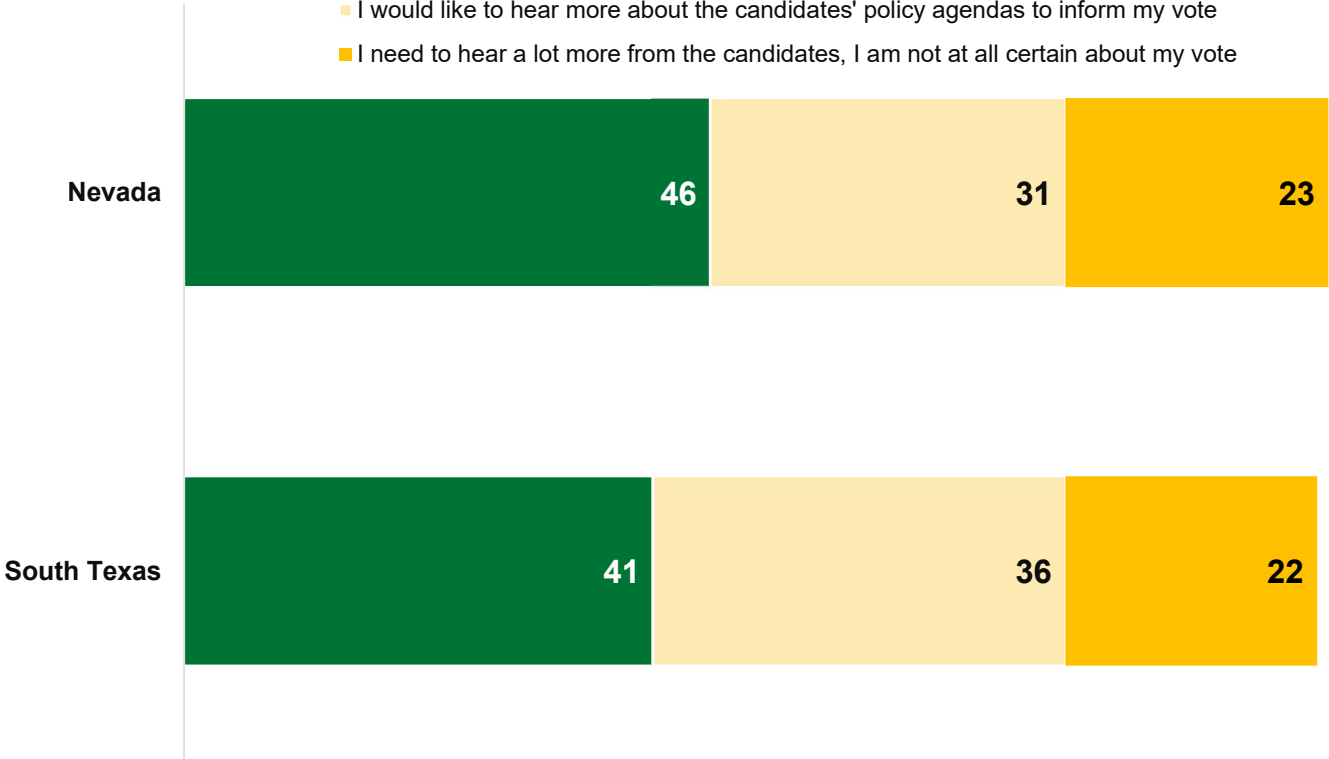
Thinking about [Jacky Rosen/Colin Allred] and [Sam Brown/Ted Cruz], the two main candidates running for U.S. Senate here in [Nevada/Texas], do you feel:

Only 41% of Latino voters in South Texas, and 46% of those in Nevada feel they have enough information about their candidates for U.S. Senate.

About one-third want to hear more about their policy agendas to inform their vote (31% Nevada, 36% South Texas).

And nearly one-quarter need to hear a lot more because they are not certain of their vote at all (23% Nevada, and 22% in Texas)

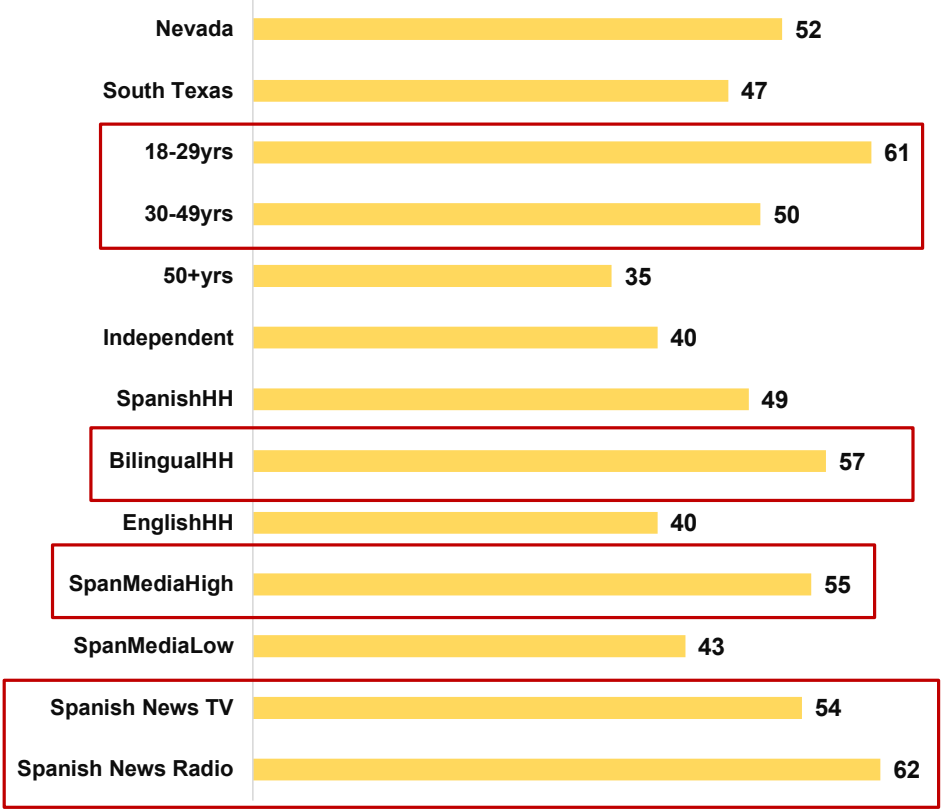
- I have all the information I need and I am certain about my vote for U.S. Senate
- I would like to hear more about the candidates' policy agendas to inform my vote
- I need to hear a lot more from the candidates, I am not at all certain about my vote



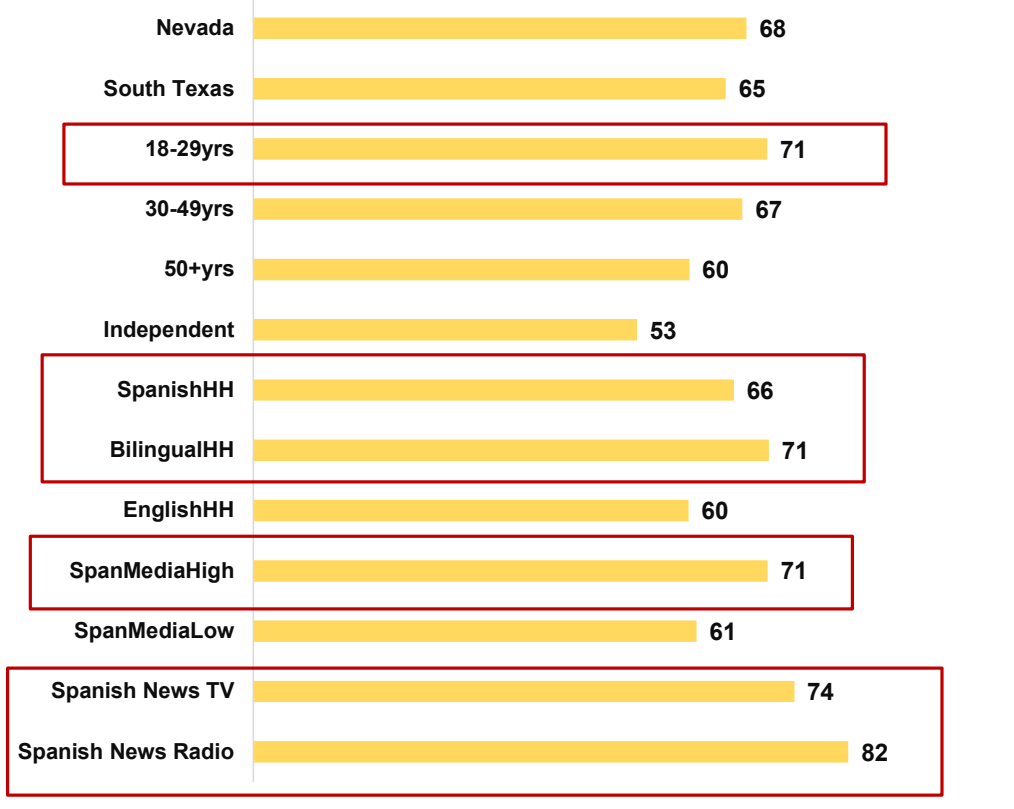
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**Latino voters are receptive to messaging: taking ads into consideration in their candidate evaluations, and looking for more information after seeing political ads. This is especially true for younger voters and Spanish media consumers**

**Ads that I have seen and heard have changed my mind about a particular candidate (percent agree)**

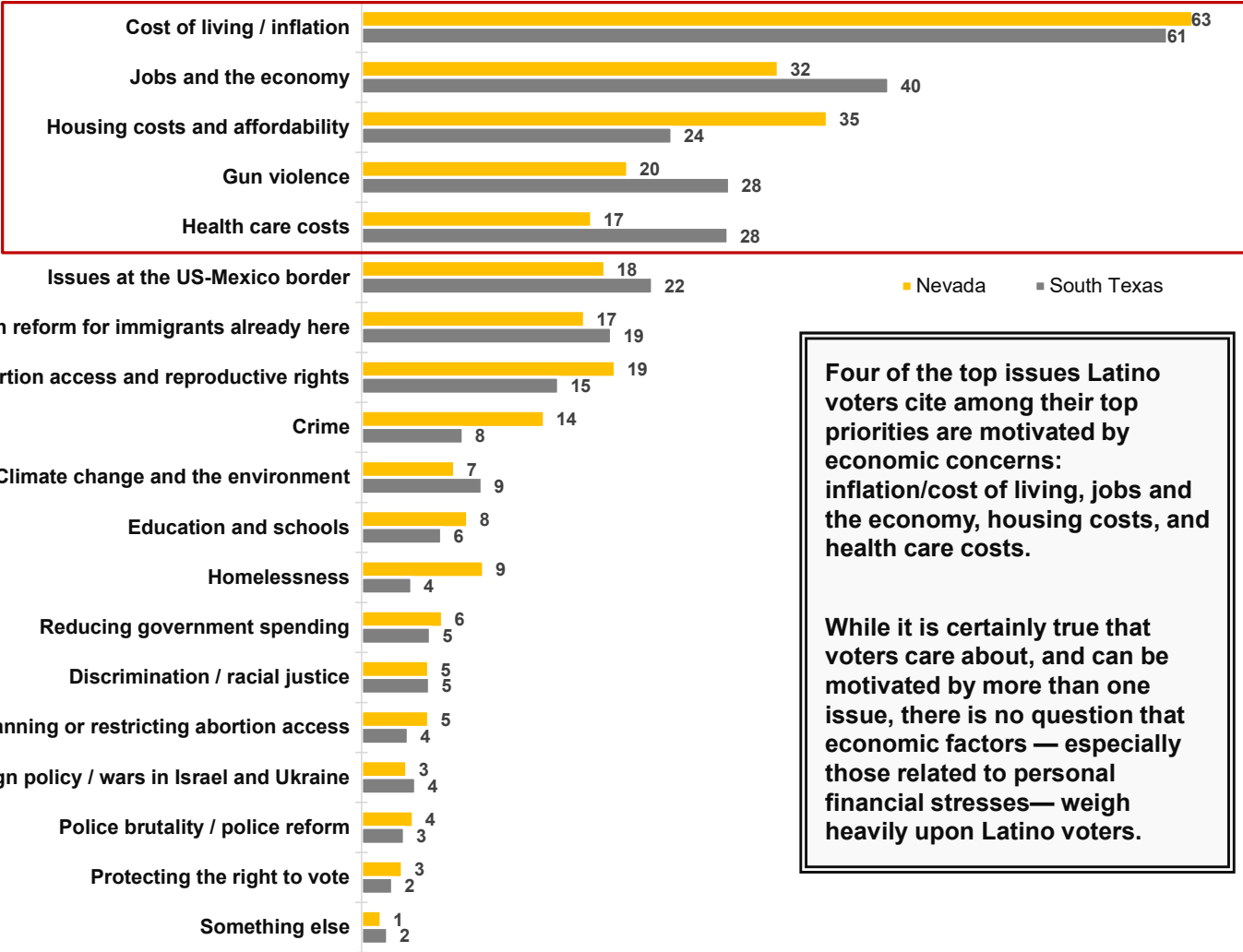


**Ads that I have seen and heard have led me to seek out more information about a specific candidate**



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# Latino voters' priority issues are driven, foremost, by economic concerns



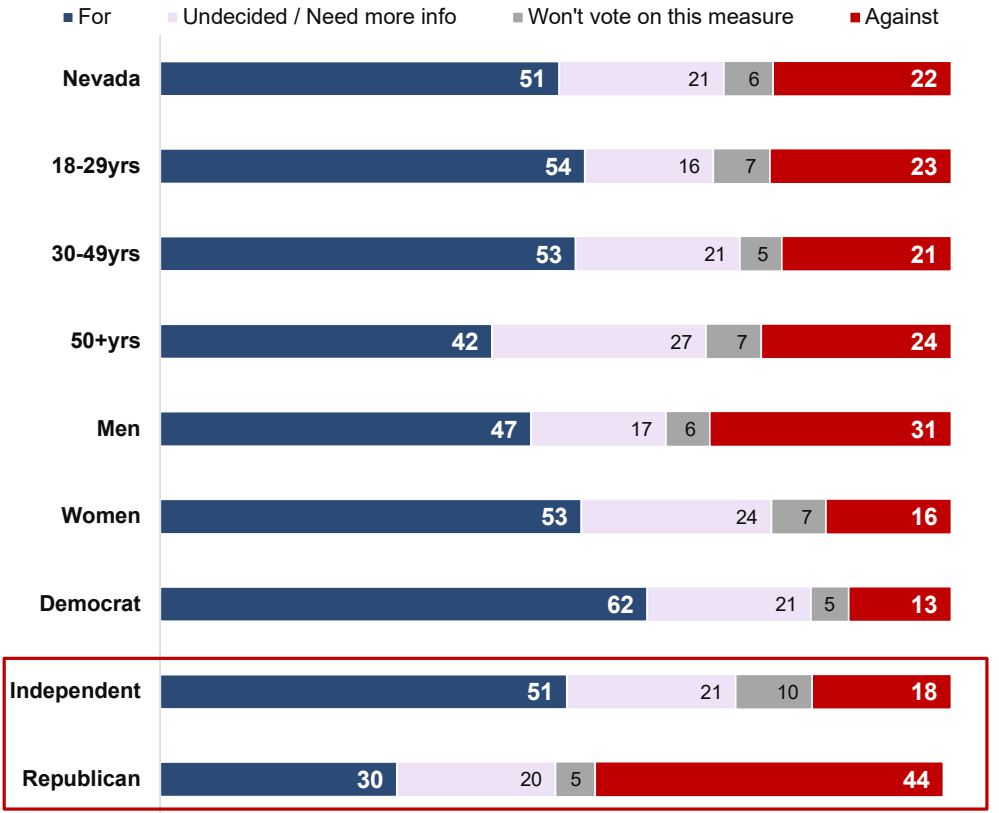
Four of the top issues Latino voters cite among their top priorities are motivated by economic concerns: inflation/cost of living, jobs and the economy, housing costs, and health care costs.

While it is certainly true that voters care about, and can be motivated by more than one issue, there is no question that economic factors — especially those related to personal financial stresses— weigh heavily upon Latino voters.

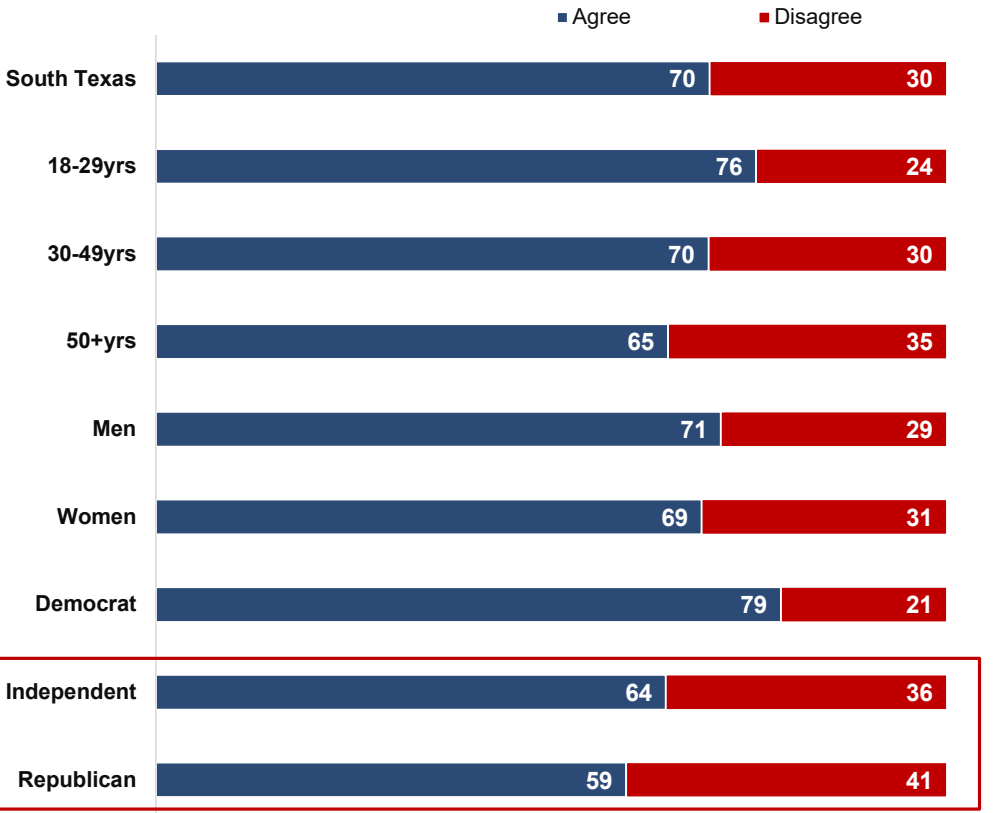
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# Latinos in both Nevada and Texas support legal abortion access

This November, Nevada voters will see the Nevada Right to Abortion Initiative on the ballot. This proposed amendment would provide a right to abortion in Nevada's constitution until the fetus is able to survive outside the womb, or to protect the pregnant person's life or health, while limiting the state's ability to interfere with this right. Based on this description, do you plan to vote for or against the Nevada Right to Abortion Initiative?



Do you agree or disagree with the following statement: No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else.



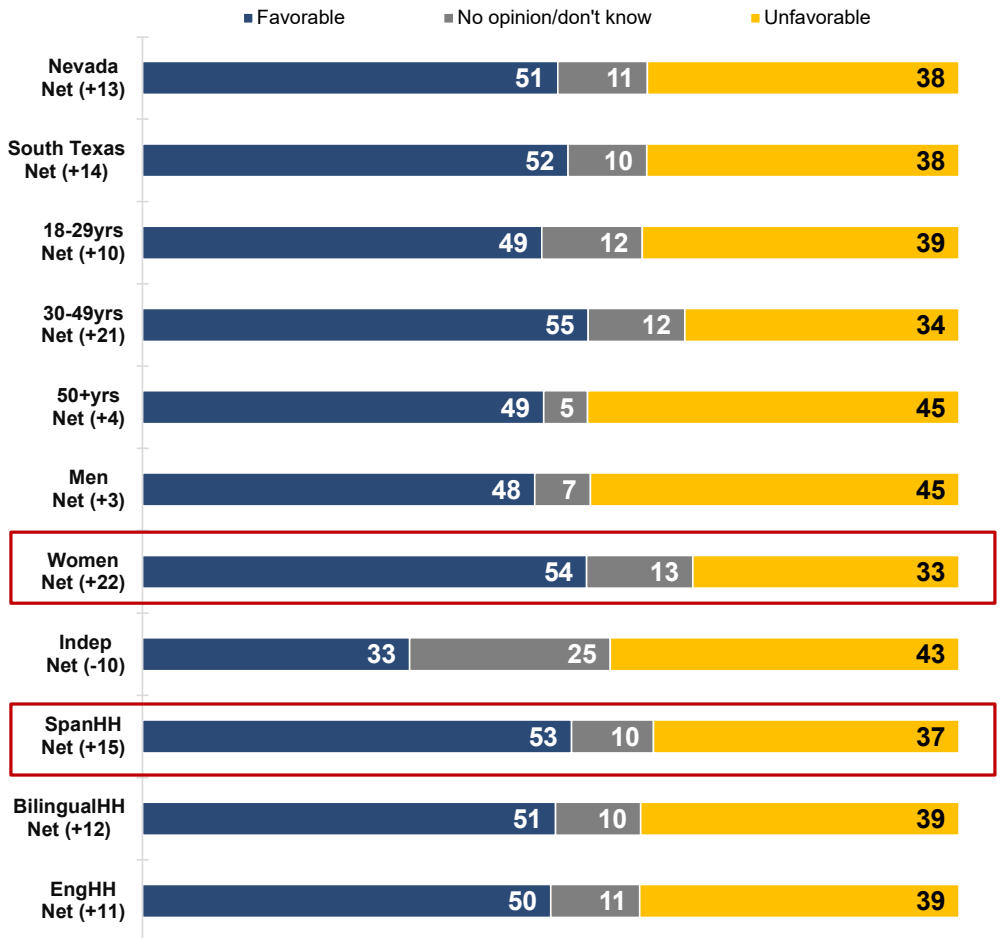
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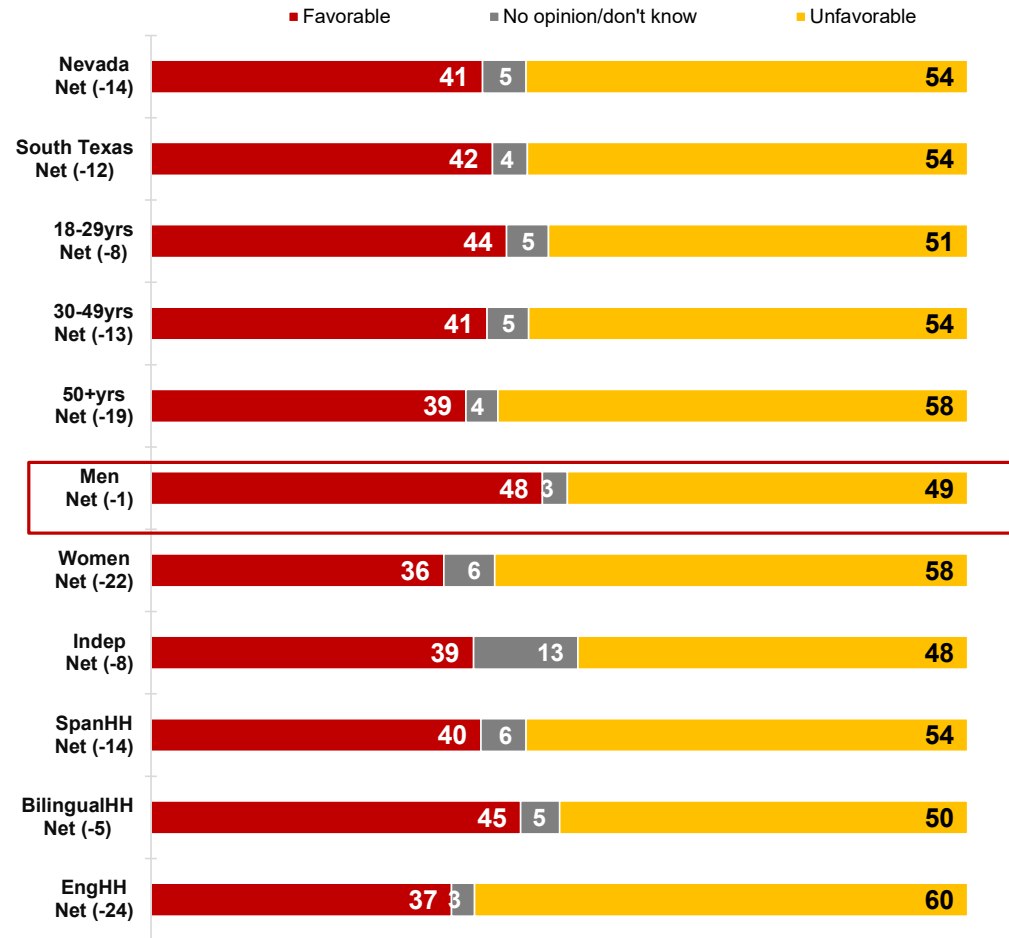
# PRESIDENTIAL CANDIDATES

# Harris is viewed much more favorably than Trump across demographic groups

Please indicate your overall opinion of each of the following people: Vice President Kamala Harris



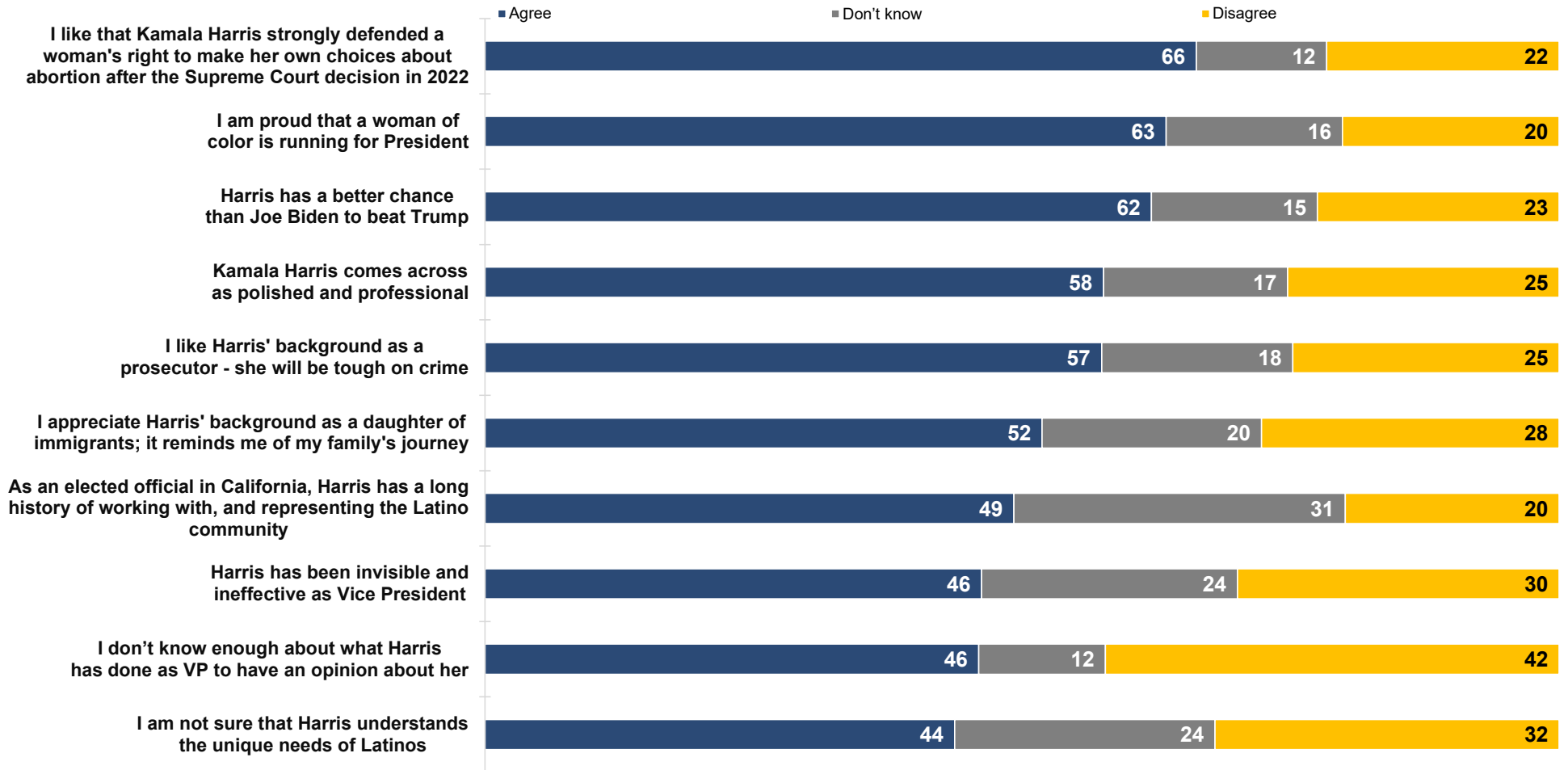
Please indicate your overall opinion of each of the following people: Former President Donald Trump



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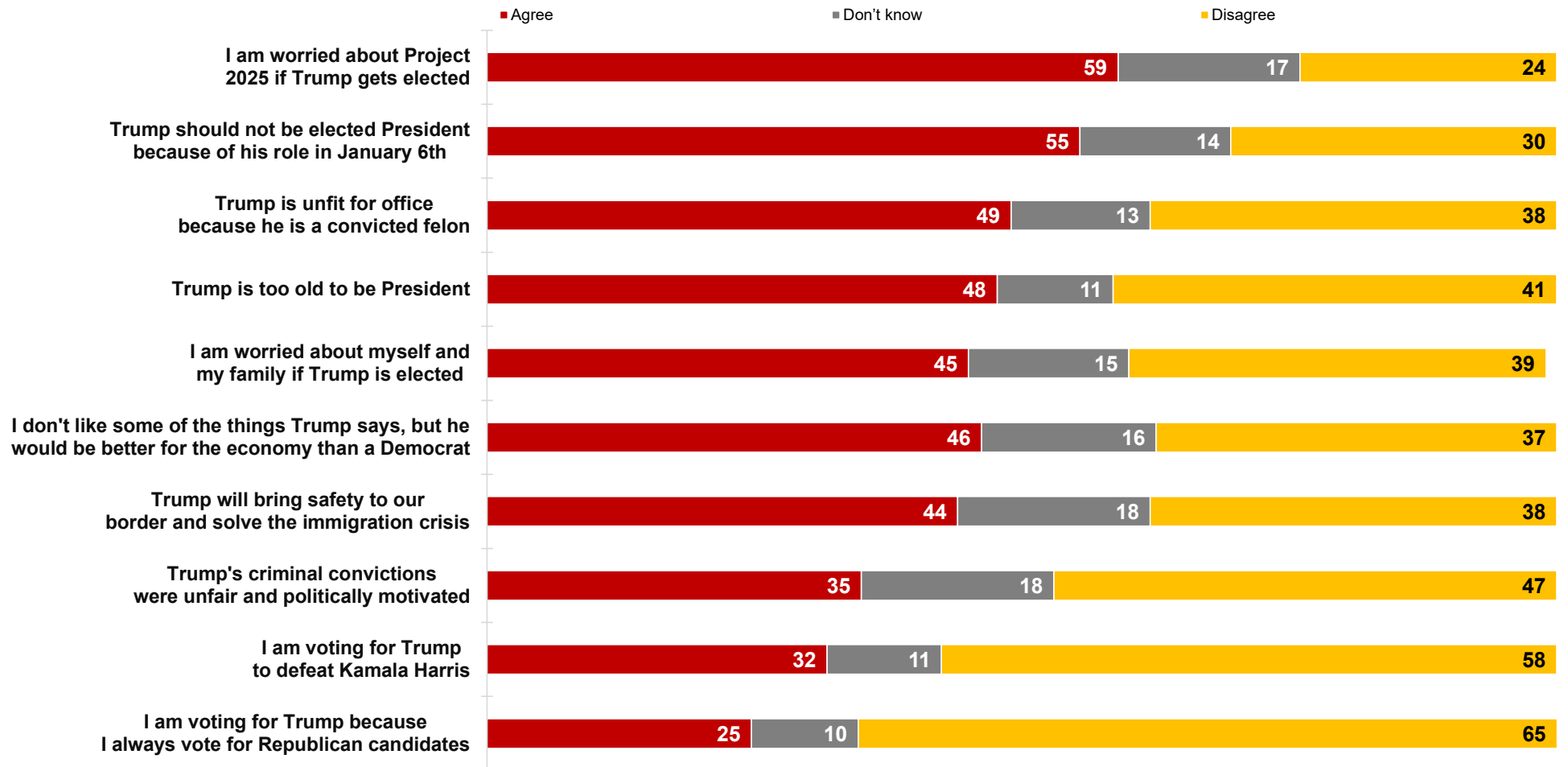
## Harris' strengths with Latino voters include: her position on abortion rights, electability, and personal qualities (being a professional, woman of color, daughter of immigrants)

Below is a partial list of statements that some voters have said about Kamala Harris. Please tell us whether you agree or disagree with each statement:



# Trump's association with Project 2025 and January 6<sup>th</sup> are concerning for Latino voters

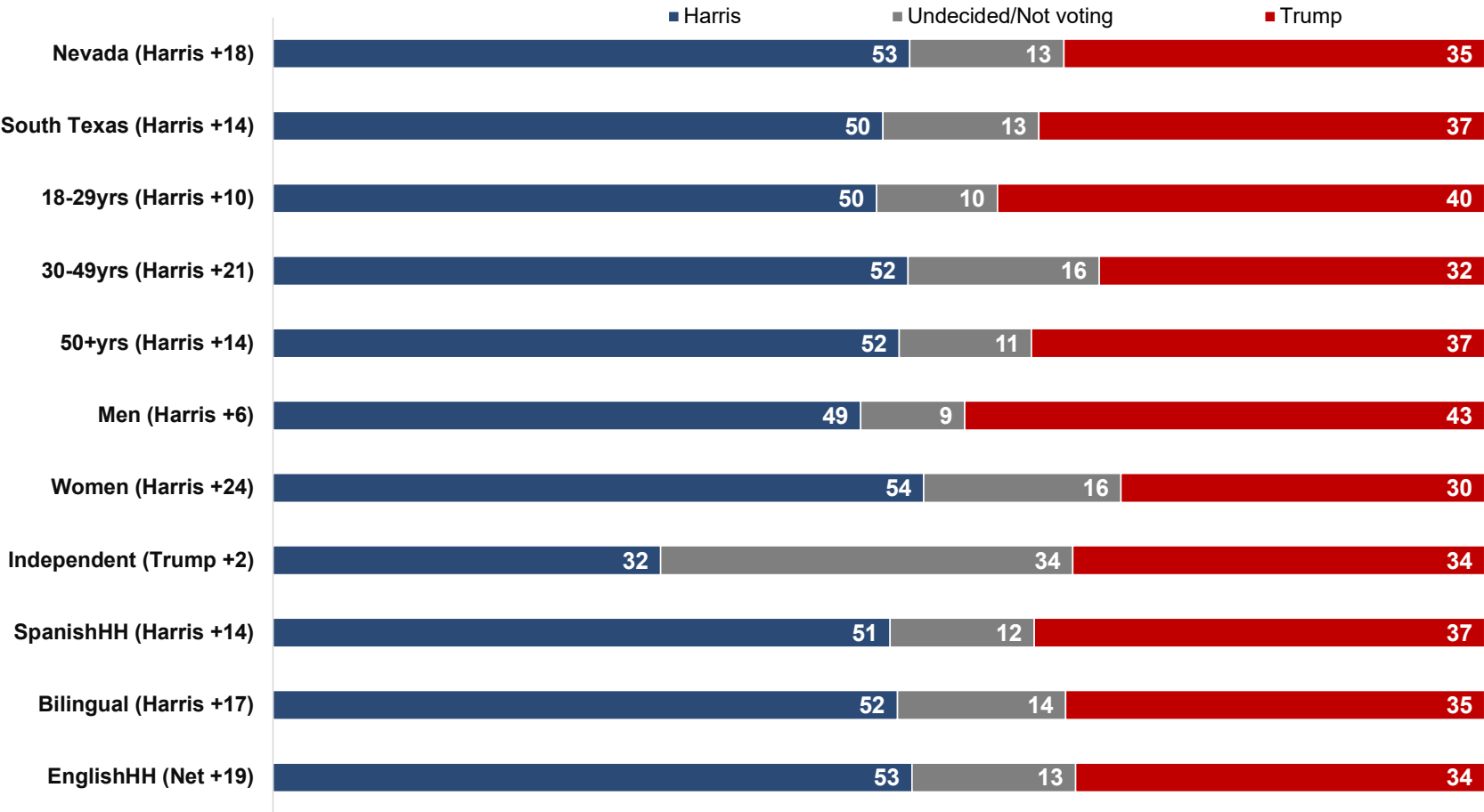
Below is a partial list of statements that some voters have said about Donald Trump. Please tell us whether you agree or disagree with each statement:





# In a head-to-head match-up, Harris leads Trump with Latino voters across most demographic categories, though Trump has a slight advantage with Independents

How would you vote if the only two candidates on the ballot for President are Democrat Kamala Harris and Republican Donald Trump?



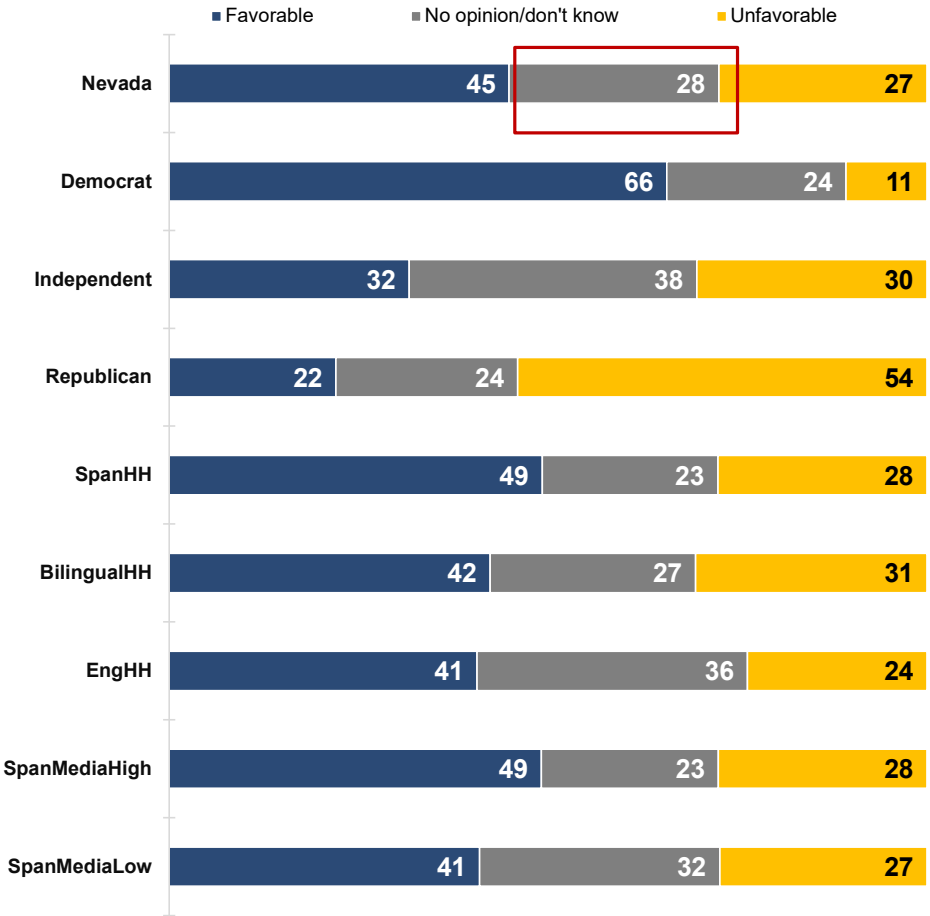
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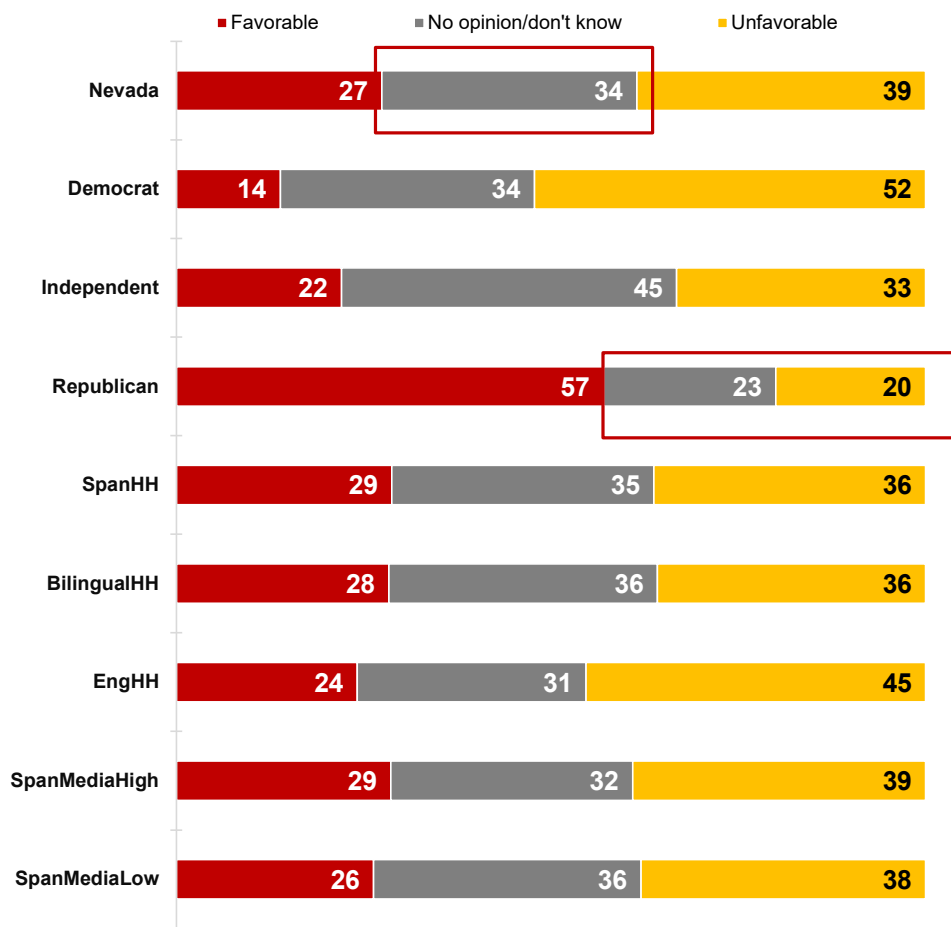
# SENATE CANDIDATES

**Rosen is viewed more favorably than Brown, but more than 25% of Latino voters are unfamiliar with both**

Please indicate your overall opinion of each of the following people: U.S. Senator Jacky Rosen



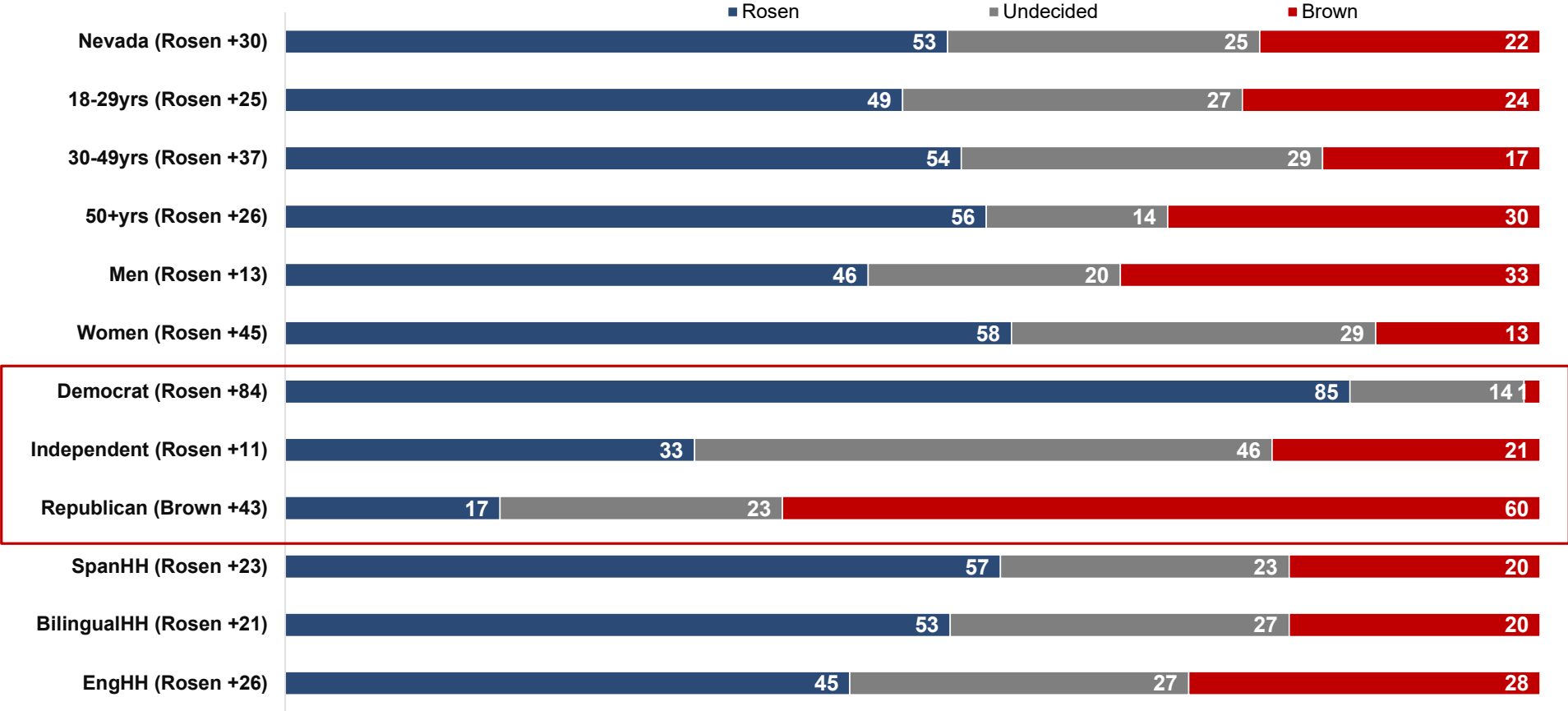
Please indicate your overall opinion of each of the following people: Retired Army Captain and U.S. Senate Candidate Sam Brown



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**In a head-to-head match-up, Rosen leads Brown with Latino voters. Brown is relatively weak within his own party— only 60% Republican support, compared to Rosen’s 85% support among Democrats.**

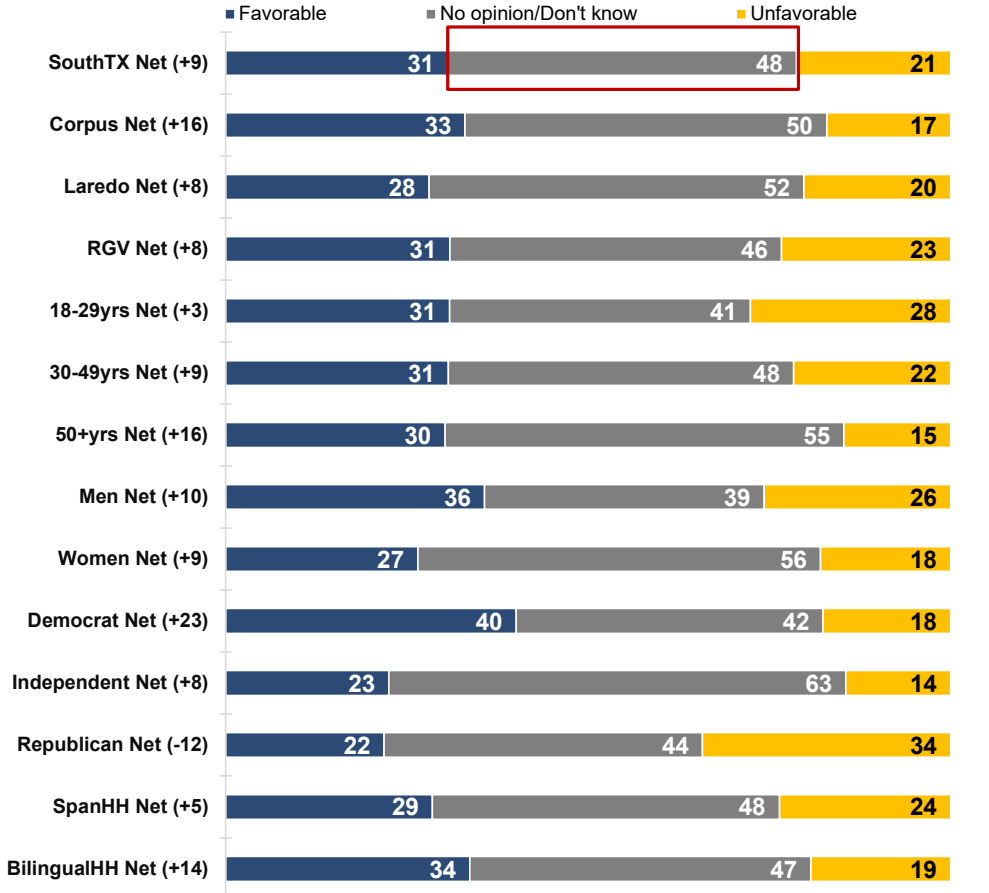
*Thinking about the election for U.S. Senate here in Nevada in November 2024, how do you plan to vote?*



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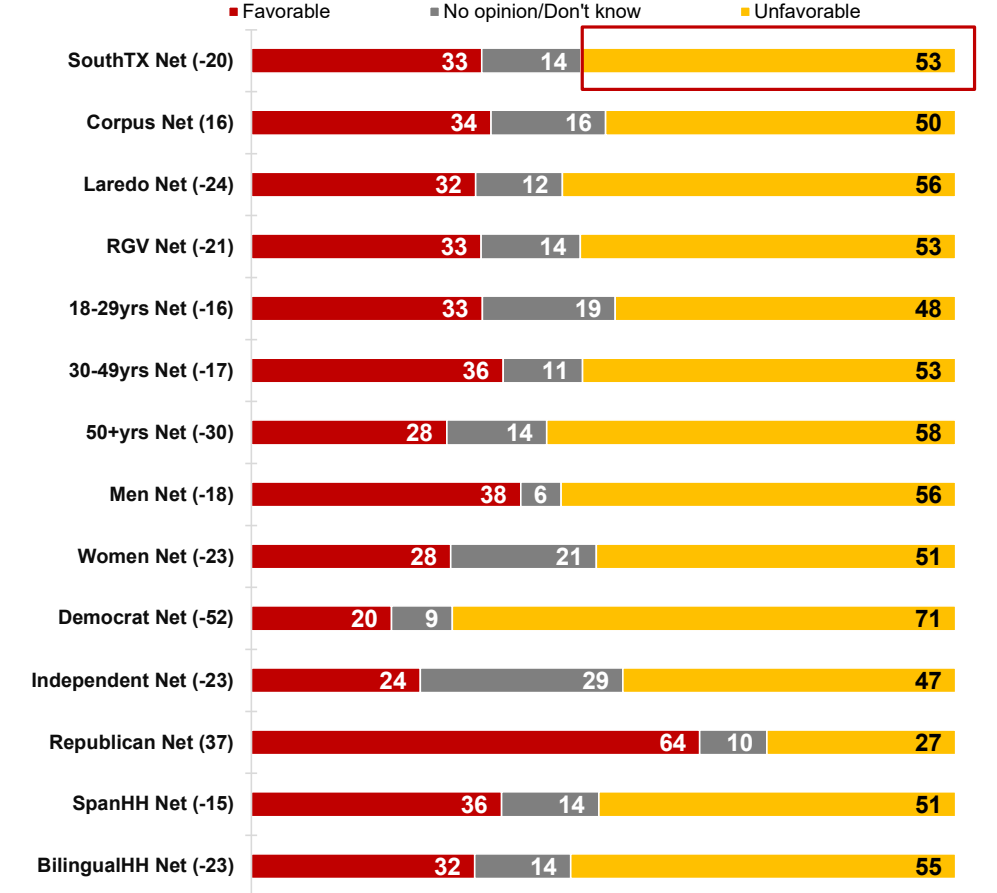
**Allred is unknown to many South Texas Latino voters, 48% overall and 42% of Democrats. On the other hand, only 14% are unfamiliar with Cruz, but he is largely viewed unfavorably: 53% overall, and 47% of Independents.**

**Please indicate your overall opinion of each of the following people: Congressman and U.S. Senate Candidate Colin Allred**



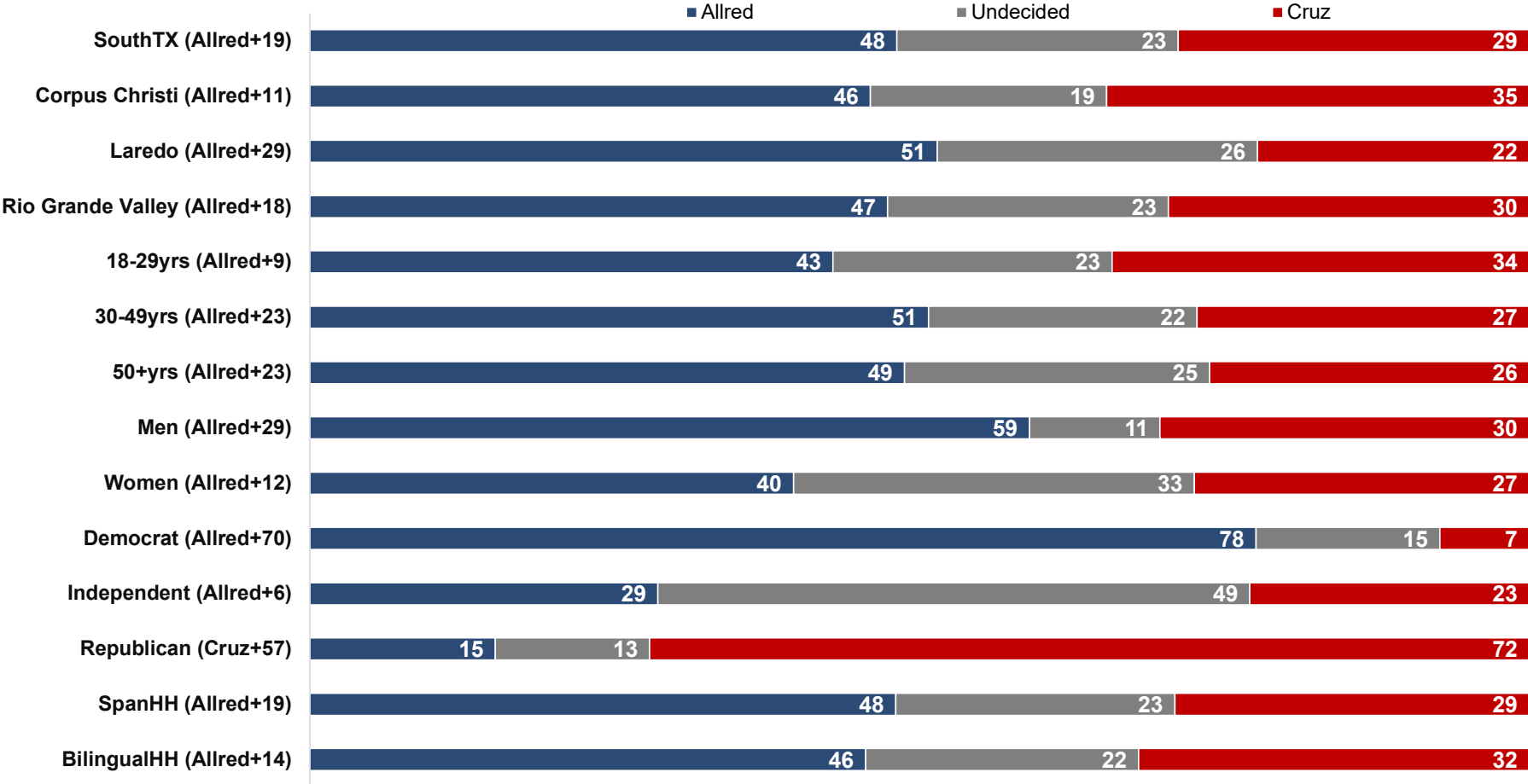
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**Please indicate your overall opinion of each of the following people: U.S. Senator Ted Cruz**



**In a head-to-head match-up, Allred leads Cruz with South Texas Latino voters, owing largely to party identification and the unpopular incumbent, Cruz. Nearly a quarter of these voters remain undecided.**

*Thinking about the election for U.S. Senate here in Texas in November 2024, how do you plan to vote?*



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