



YOUR
GROWTH,
OUR
PURPOSE



ENTRAVISION / ALTAMED LATINO WEEKLY TRACKING POLL

About the Survey

- Total N=500 Latino registered voters, nationally (margin-of-error +/-4.4)
 - First wave of an 8-week rolling tracker culminating in the Monday before the election;
 - New press releases every Monday;
- Field Dates for Wave One: September 11-14, 2024;
 - In subsequent weeks, we will add 250 new interviews per week.
 - Each week after today will have 500 total interviews, over two weeks.
- Data collection online;
- English or Spanish, according to respondent preference;
- Results weighted to Census known population parameters.

Key Findings continued

1. Issue Salience: Quality of Life issues are top of mind for Latino voters. When asked to name their three most important issues that they'd like to see leaders address, the top three responses were: Cost of Living and Inflation 57%, Jobs and the Economy 35%, and Housing Costs/Affordability 28%. Health care costs came in at 6th-19%:

- Social issues like Abortion/Reproductive Rights 27%, Gun Violence 26% came in 4th and 5th
- Immigration reform for current immigrants was 7th (19%) and Border Issues 8th (18%)

2. Enthusiasm and Outreach: With seven weeks to go, overall energy for participation is high. 87% of Latino voters indicate they are either certain to vote (74%) or likely to (13%).

- Mean Motivation (scale 0-10) was 8.01.
- **However, a majority of Hispanic voters—52%—have not been contacted by anyone,**
- 68% of respondents felt informed enough to vote, 32% nationwide felt like they needed more information;

3. Policy Action on Issue priorities: Strong majorities (87%) favor allowing Medicare to negotiate prescription drug prices, (83%) favor a law to ban price gouging, (70%) want a law to guarantee abortion access, (69%) want a path to citizenship for undocumented immigrants who have lived here for a long time, (66%) want to expand Medicare and Medicaid access to Dreamers and DACA recipients, and (62%) would ban assault rifles.

4. Health Care Concerns: Concerns over costs ranked among the top issues for Hispanic voters, beyond drug costs:

- 59% cited access to cheaper and more affordable services,
- 42% mentioned access to primary care, and
- 34% access to services in their communities.

Key Findings continued

5. Favorability

- Vice President Harris was viewed most favorably of any of the national political figure, with 60% viewing her favorably and 35% unfavorably, compared with President Biden (+4);
- The difference in favorability between the Vice President and President suggests this would be a very different election if the President had persevered in his reelection effort;
- Former President Trump is deeply under water (-20):
- While VP candidates are often seen as less impactful on presidential races, the 36-point favorability gap between Governor Walz (+18) and Senator Vance (-18) is notable.

6. Party Reputations: When asked whether each political party is doing a good job reaching out to Latinos, didn't care much, or were hostile, the results significantly favored Democrats. Half of all respondents think the Democrats are doing fine while 14% find them hostile. By contrast, twice that many (29%) find the GOP hostile and just 1/3 (33%) think Republicans are doing a good job.

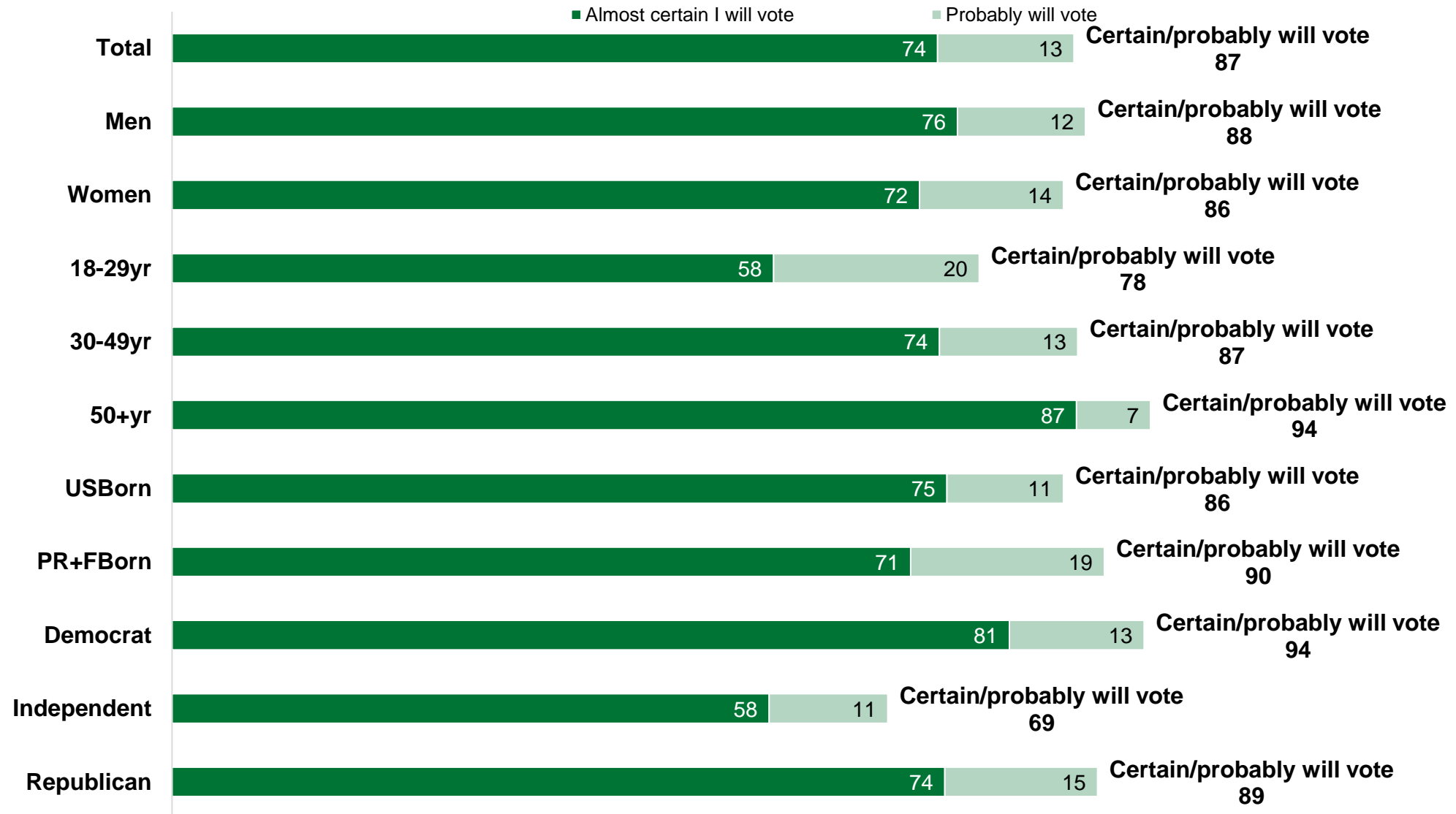
7. Debate: Among respondents who reported seeing all or part of the debate on Tuesday, 9/10), 66% felt that Vice President Harris had prevailed in the debate, compared with 34% believing former President Trump had won.

8. Vote Intentions: Among all voters, Harris leads Trump 55-33 (+22) with 12% reporting indecision or a preference for another candidate. It is too early to say how undecided voters will break. Among just voters who say they have made up their mind regarding the presidential race, the race stands at 63-37.

- The generic congressional ballot was 54-34 (+20) favoring Democratic nominees.

Latino voters are engaged in the political process: 74% certain they will vote, 13% likely, in the November 2024 Election

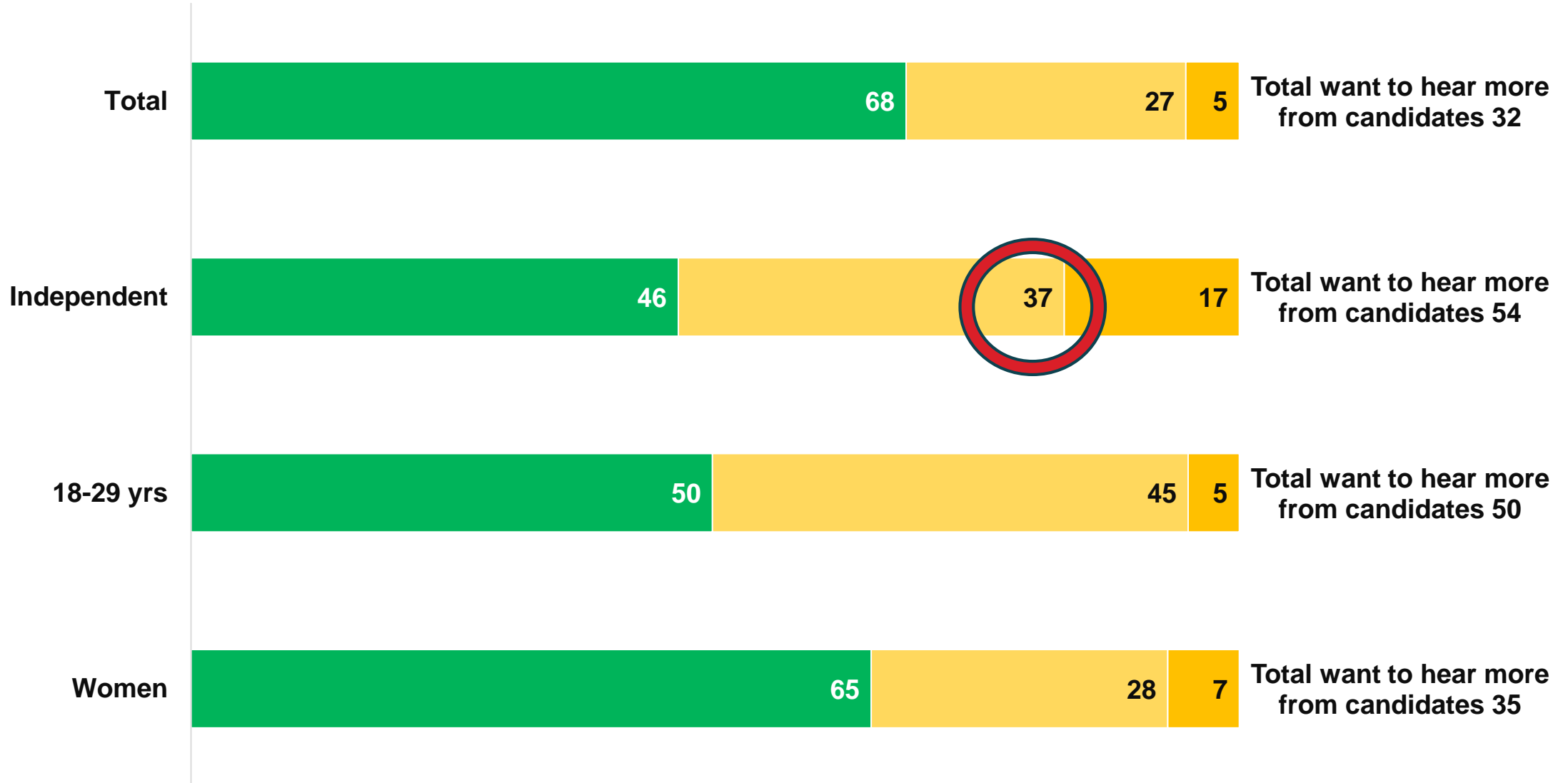
Thinking ahead to the general election for President in November, 2024, what would you say the chances are that you will vote here in [STATE]?



Latino voters want to hear more about the presidential candidates:

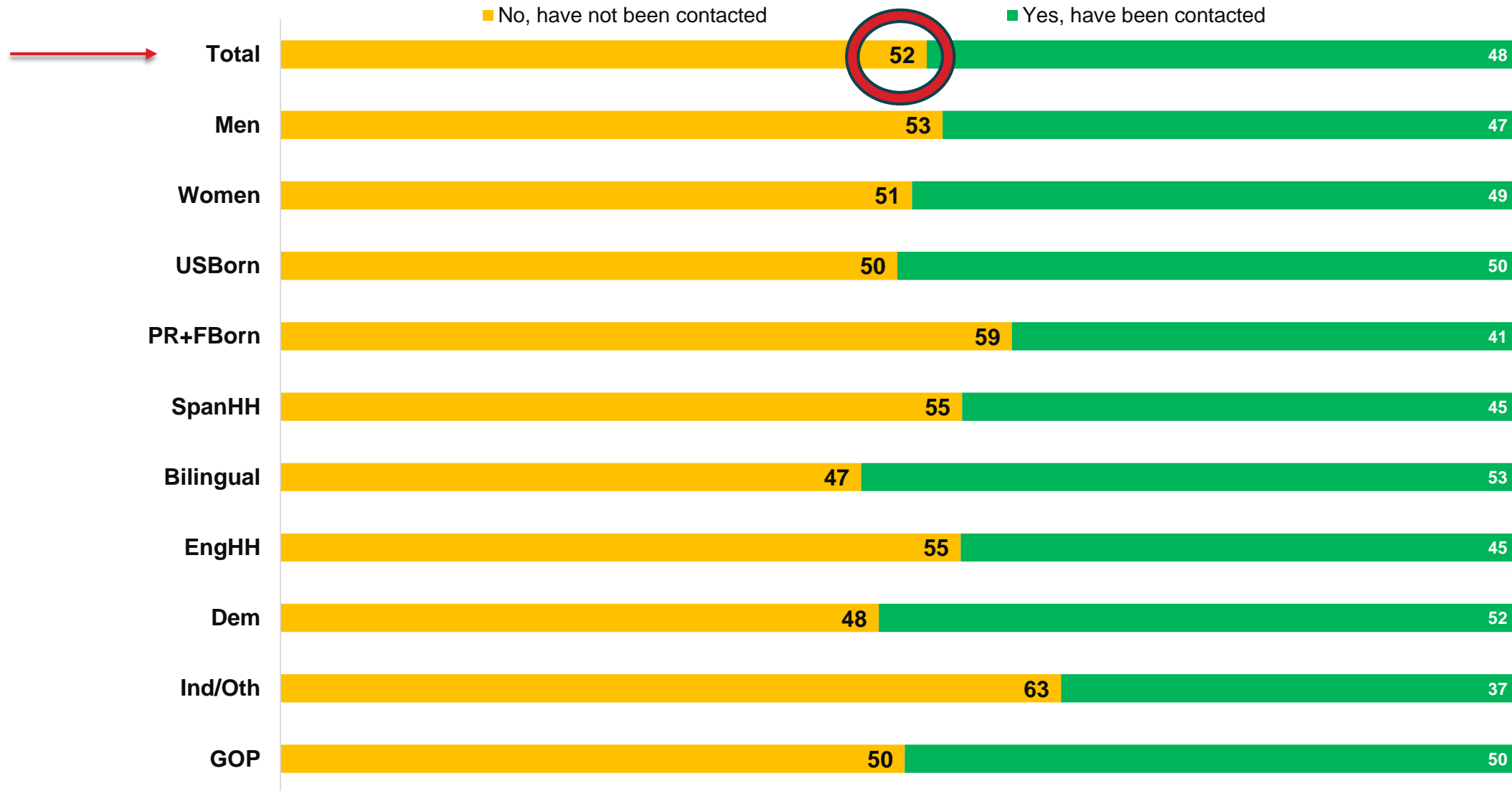
When it comes to the major candidates for President Kamala Harris and Donald Trump, do you feel:

■ I have all the information I need ■ I would like hear more about the candidates' policy agendas to inform my vote ■ I need to hear A LOT more from the candidates, I am not too certain about my vote



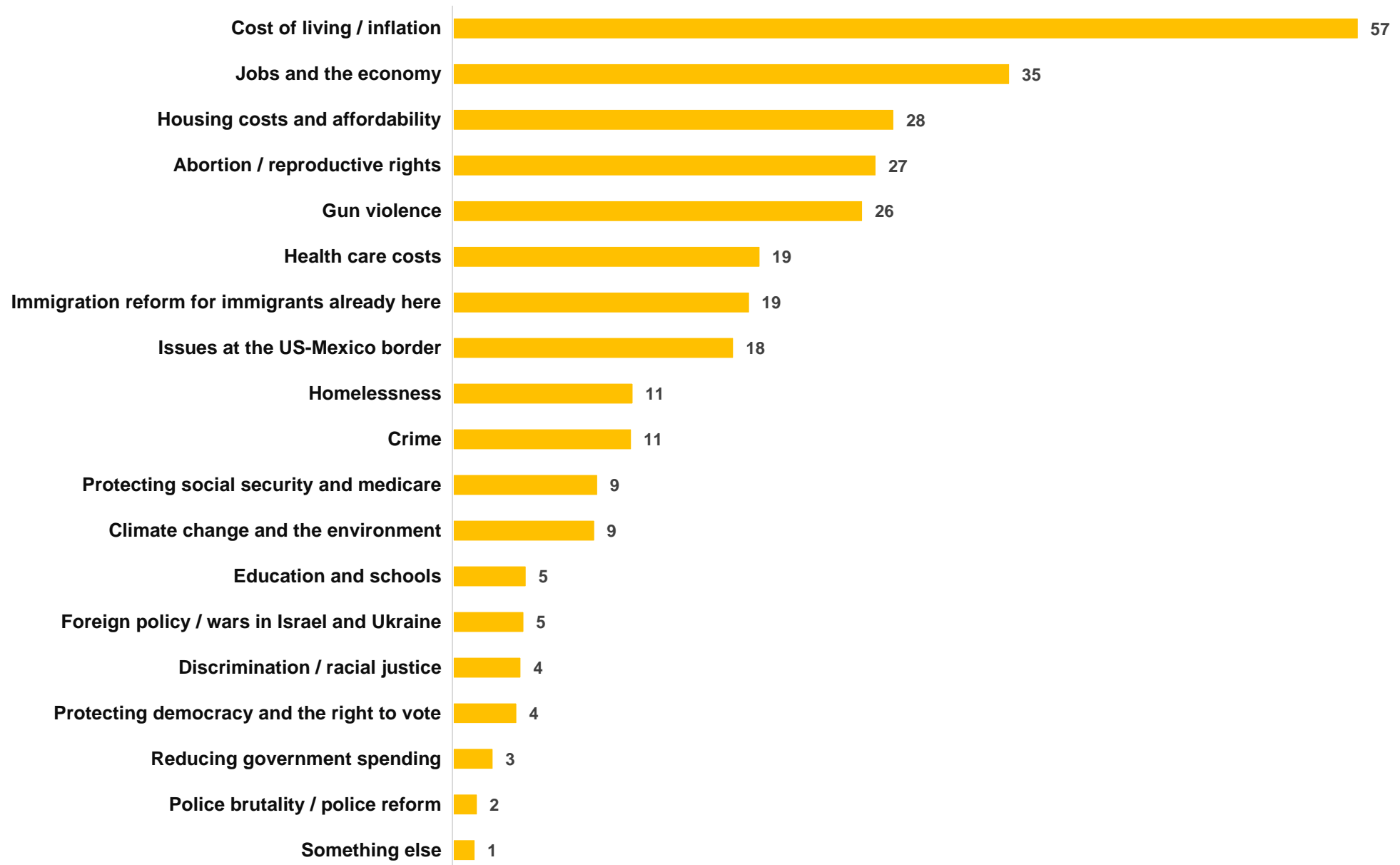
Most Latino voters have not been contacted about participating!

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.



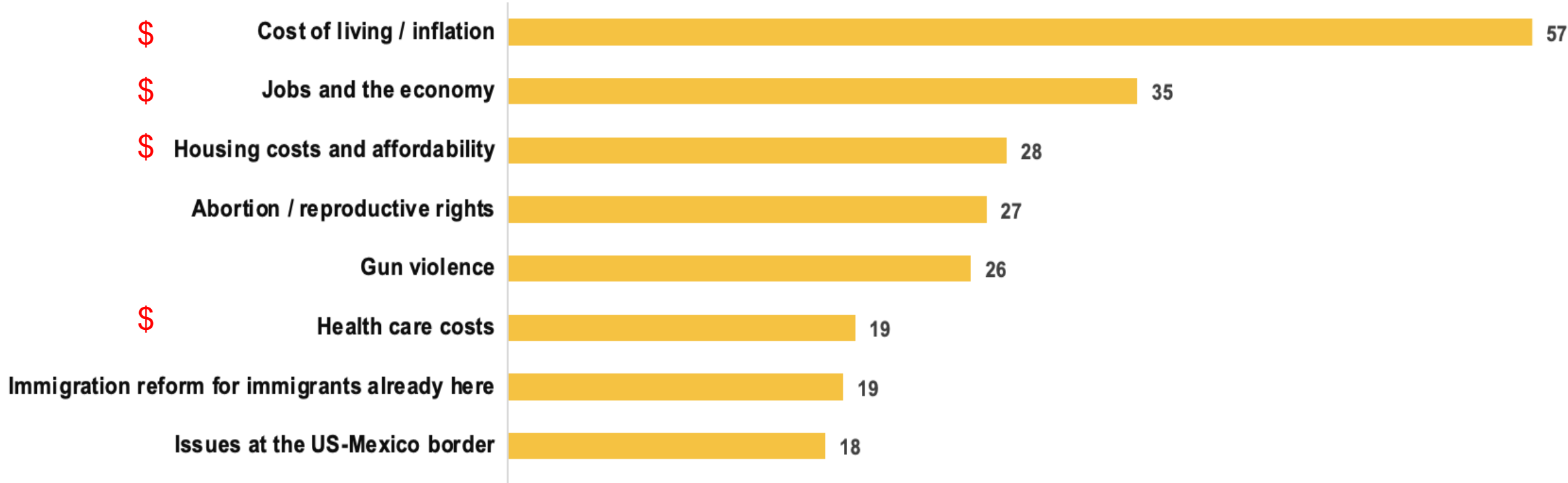
Latino voters' priority issues are driven, foremost, by economic concerns

Thinking about things nationwide, what are the most important issues facing the United States that our elected officials should address? Select up to 3.



Latino's TOP Issues are Bread and Butter: Social Issues lower

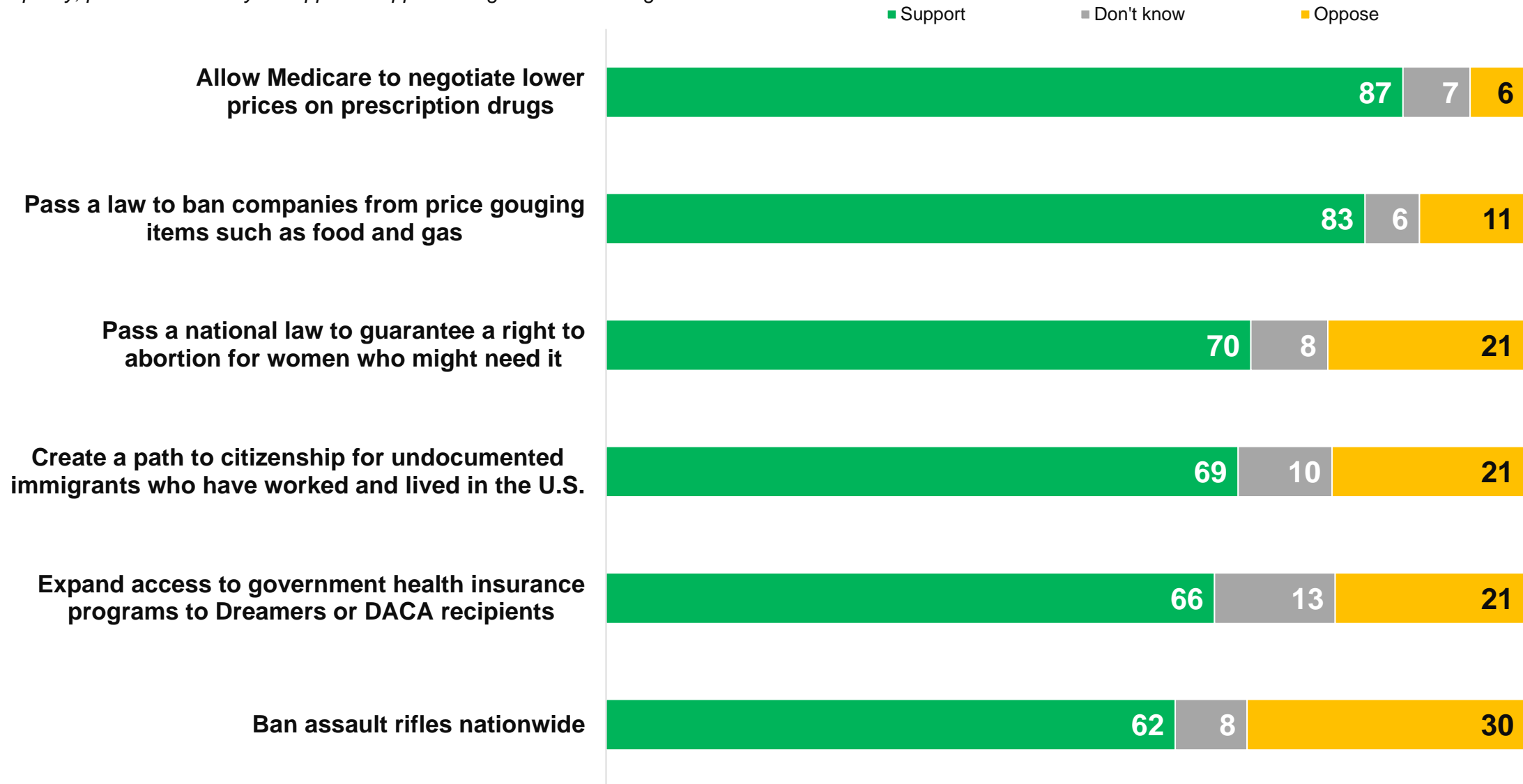
Thinking about things nationwide, what are the most important issues facing the United States that our elected officials should address? Select up to 3.



It is worth noting that issues facing immigrants already in the country are as great a concern as the border.

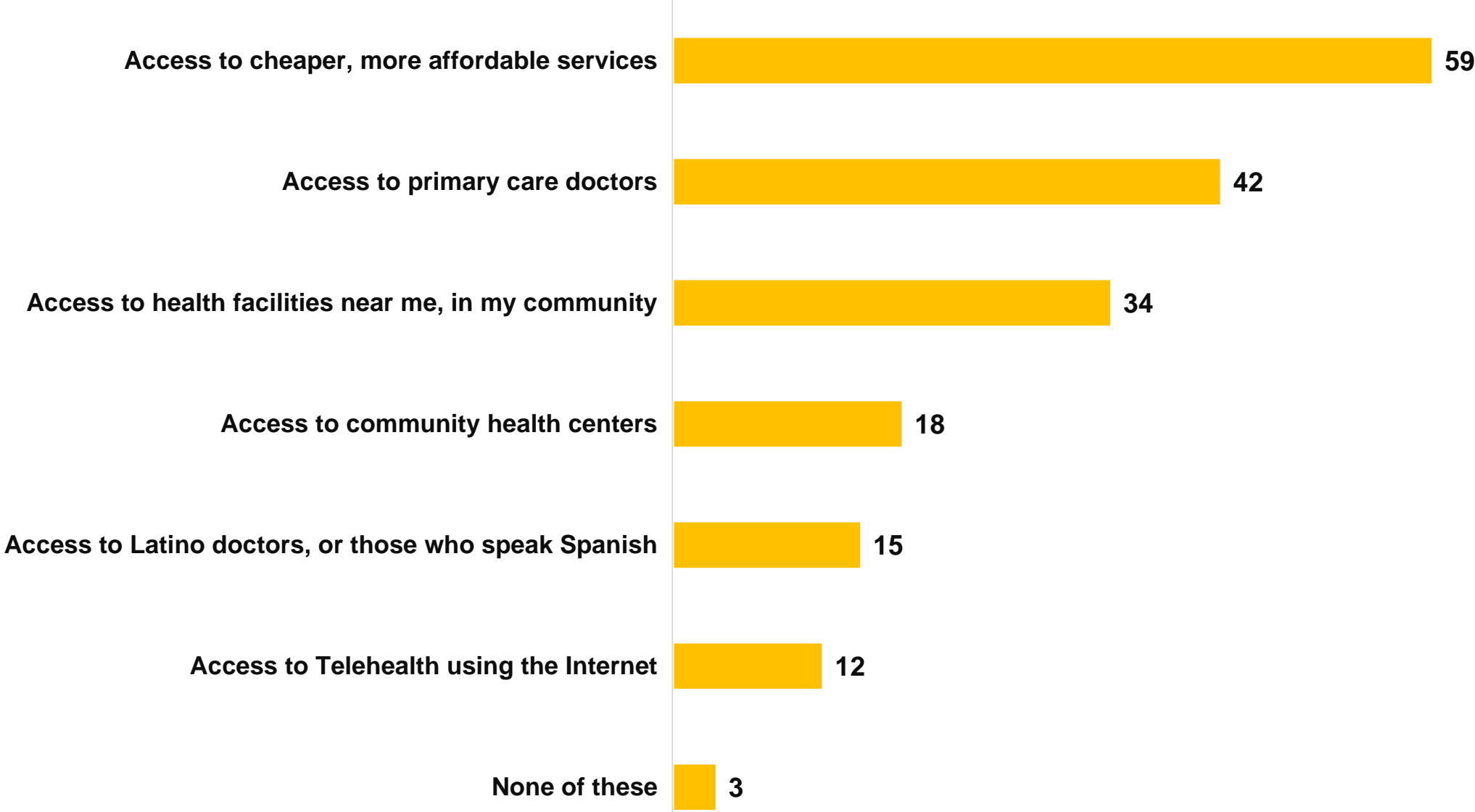
Latino's Continue to Hold Relatively Progressive Policy Preferences

For each policy, please indicate if you support or oppose the government taking this action.



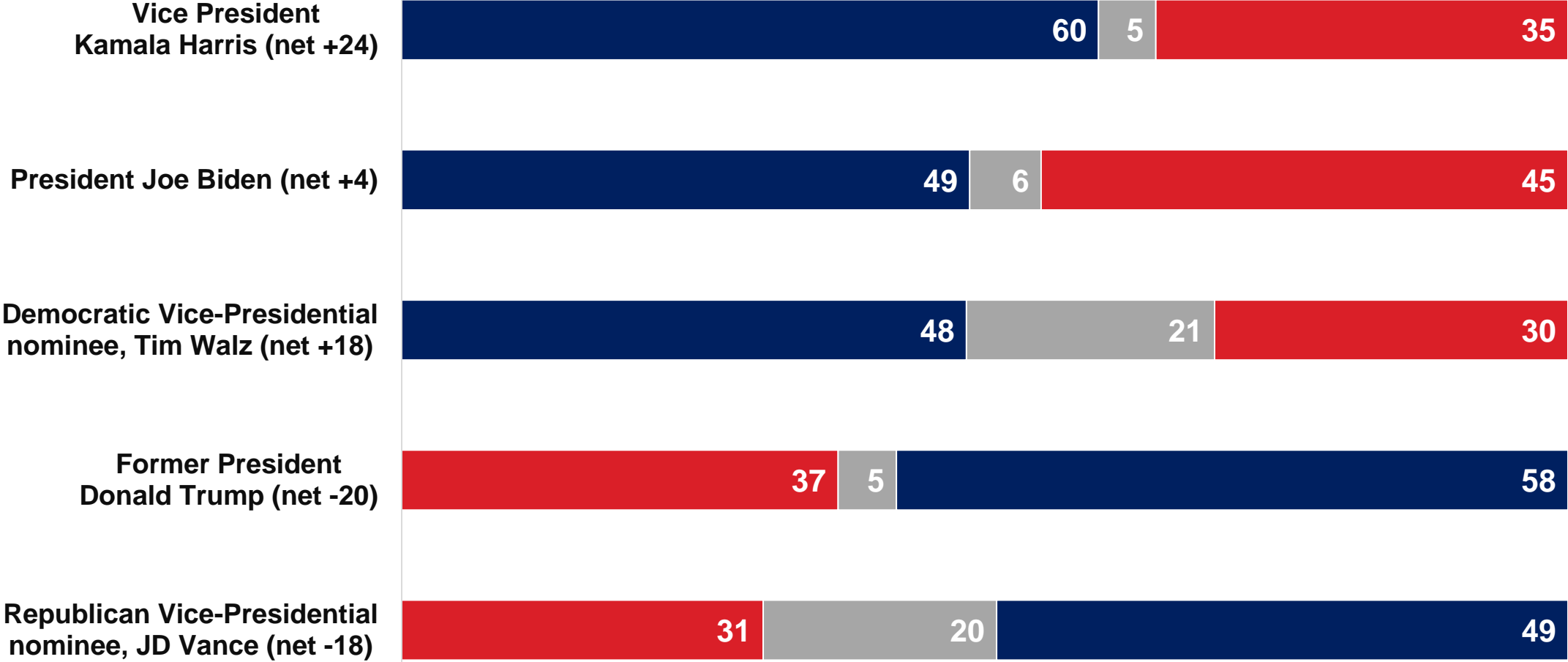
Cost of Services is, by far, the Biggest Health Care Priority

When it comes to health care, which are the two most important issues for you and your family? Select up to 2.



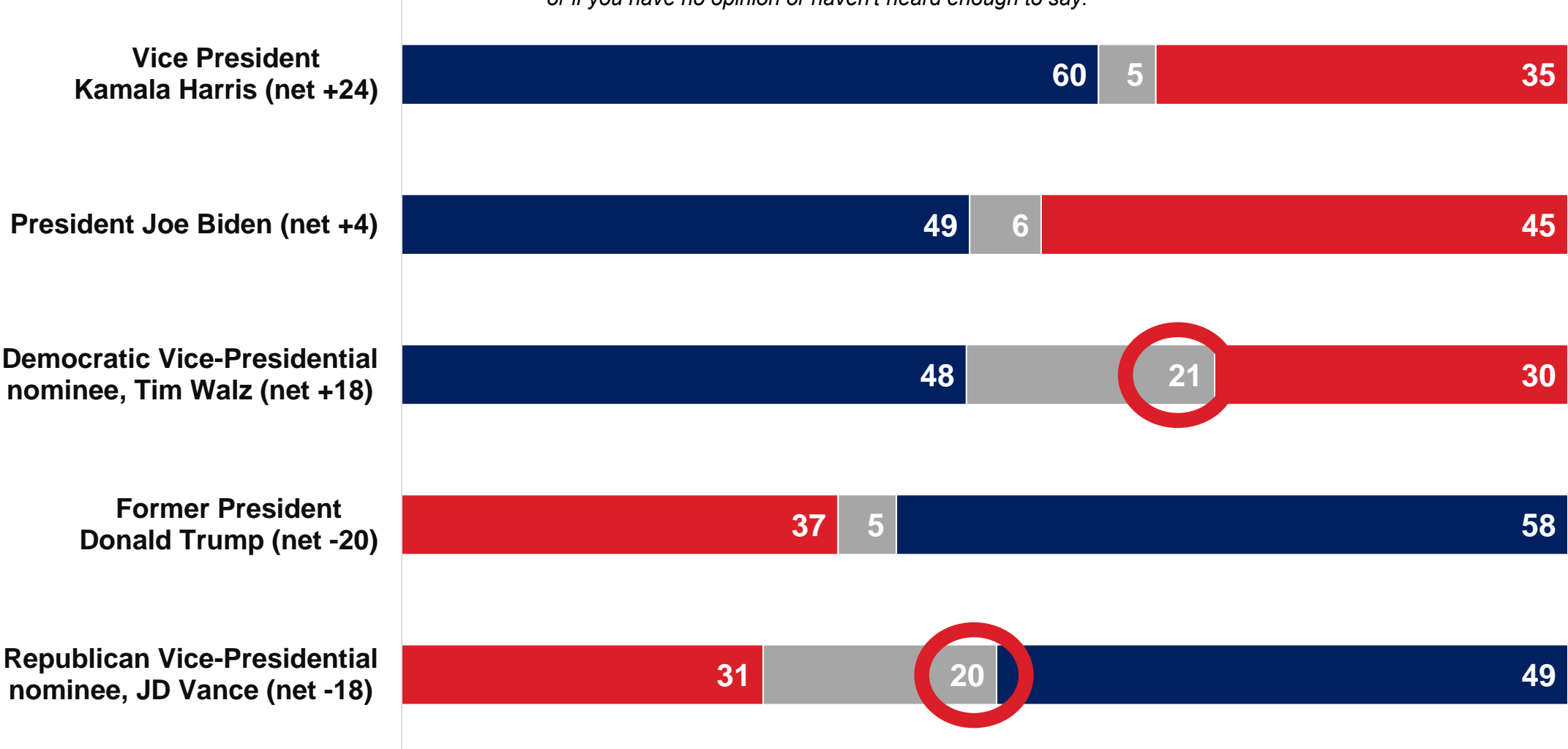
Vice President Harris Outpaces President Biden and former President Trump on Favorability

For each of the following people, please indicate whether your overall opinion of them is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or if you have no opinion or haven't heard enough to say.



Vice President Harris Outpaces President Biden and former President Trump on Favorability

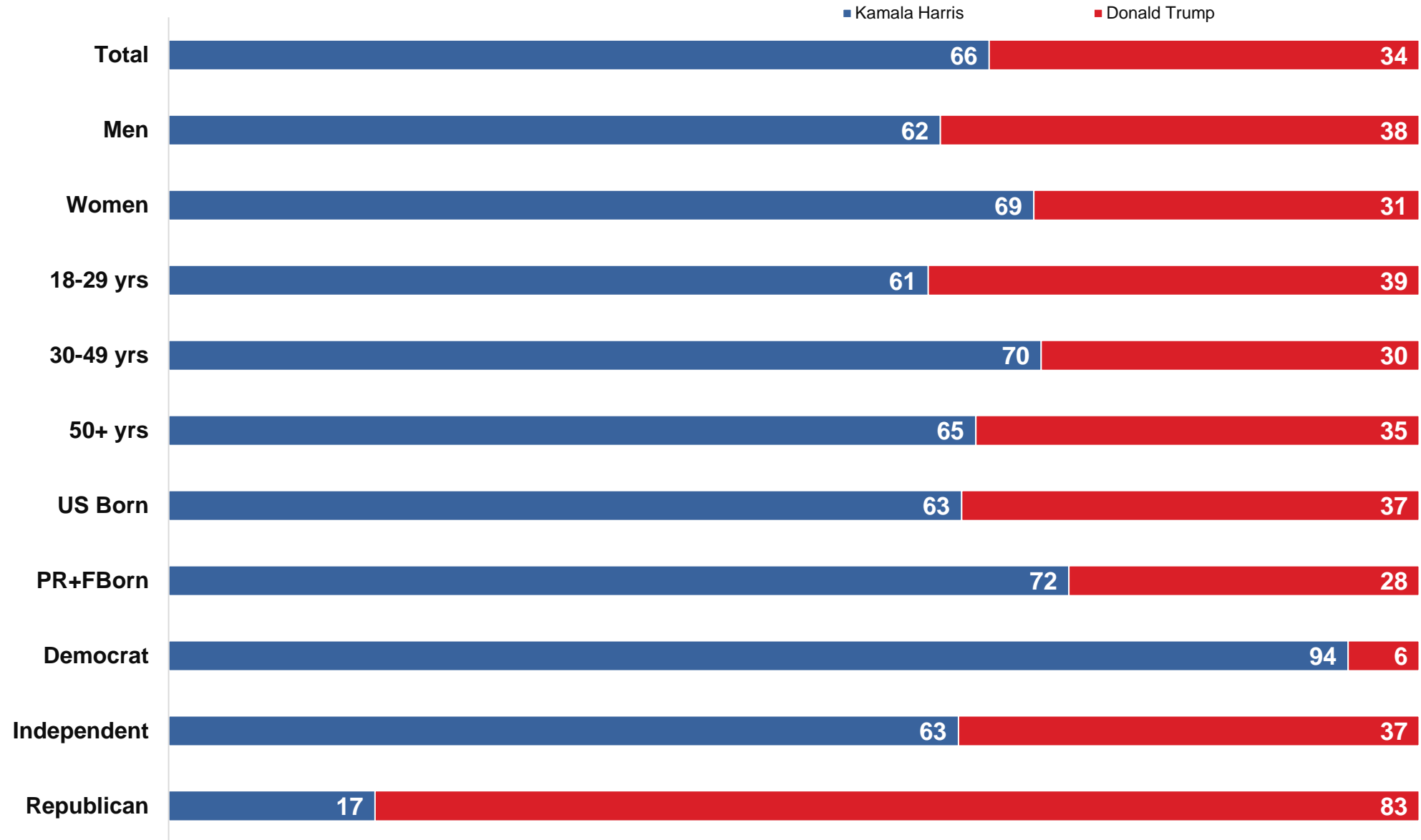
For each of the following people, please indicate whether your overall opinion of them is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or if you have no opinion or haven't heard enough to say.



Note: The Walz-Vance favorability differential is remarkable, especially given low information.

Two-thirds of Latino voters think that Vice President Harris won the September 10 presidential debate

Based on what you heard or saw, who do you think won the presidential debate a few nights ago on September 10?



Party Reputations Favor Democrats— As Does the Generic Ballot

GOP Reputation Still a Struggle

	Democrat	Republican
Good Job Reaching Out	50	33
Doesn't Care Too Much	36	38
Hostile	14	29

Generic House Ballot

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

The generic congressional ballot favor Democrats (+20)

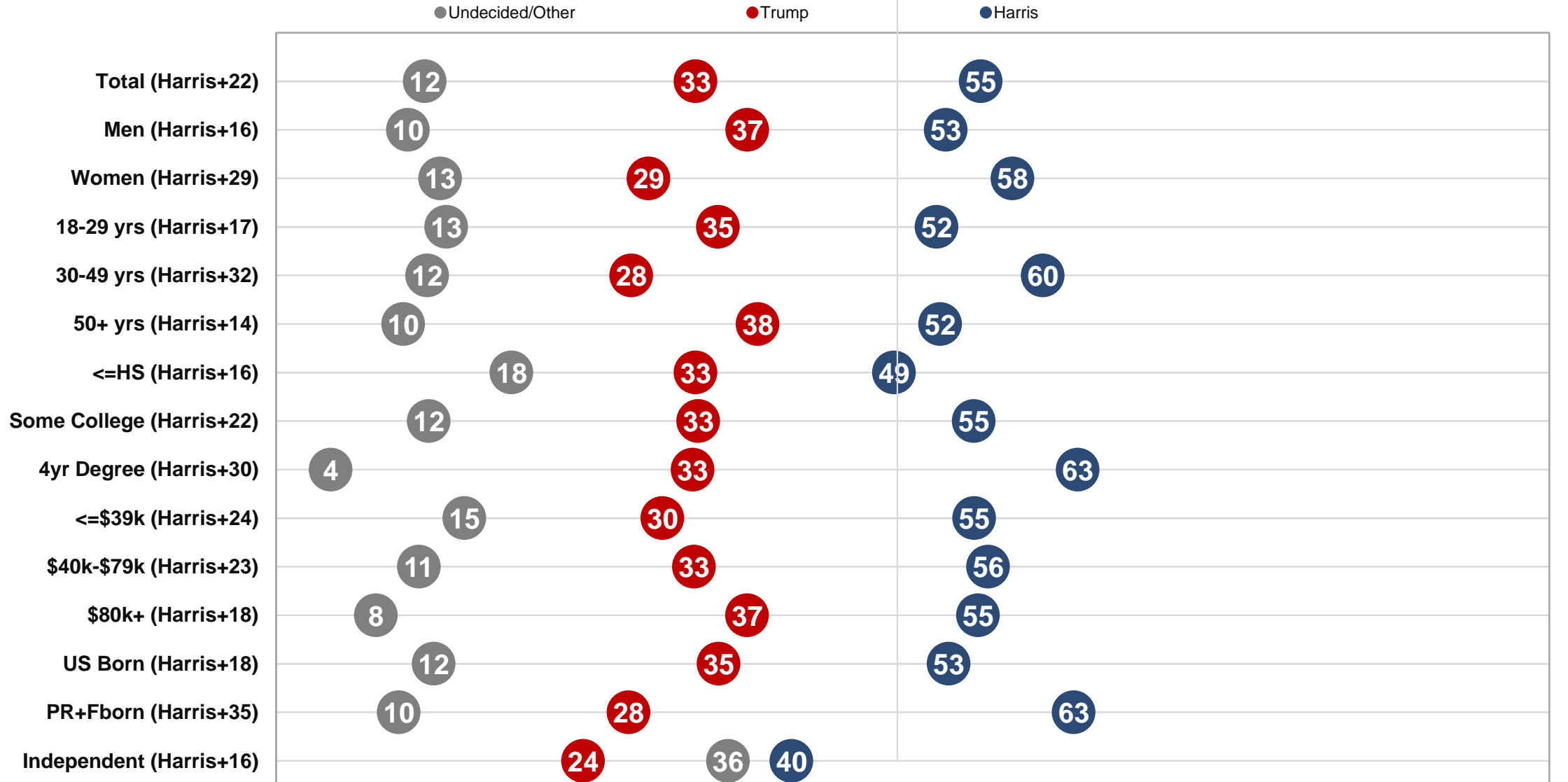
Democrats 54

Republicans 34

Undecided (or other) 11

In a head-to-head match-up, Among Voters who have Decided, Harris leads Trump with Latino voters by +22 points.

Thinking about the 2024 Presidential election do you plan to vote for Democrat Kamala Harris, Republican Donald Trump or someone else?





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