



PREDICTIVE
INSIGHTS

U.S. Hispanic/Latino Public Opinion Survey

Nationwide Public Opinion Survey Summary

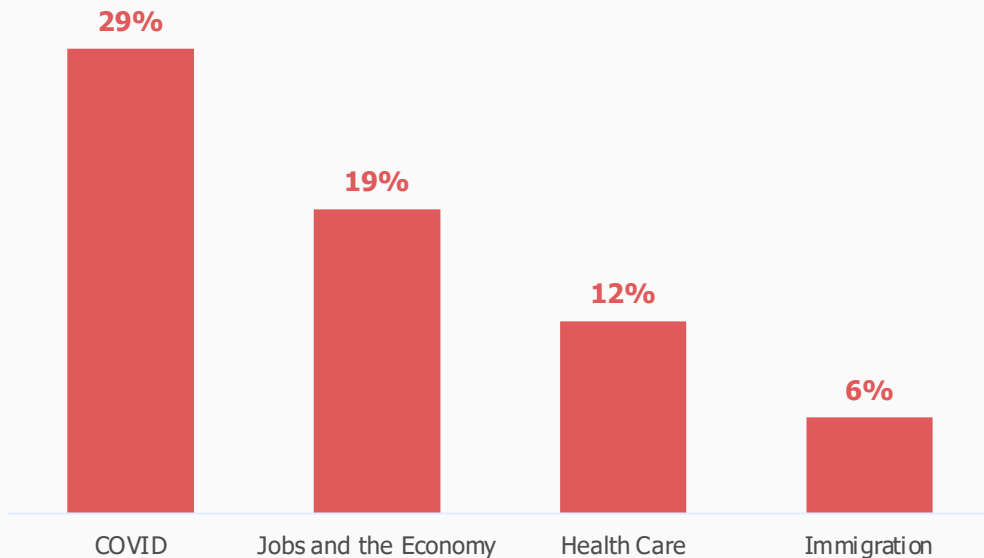
April 8, 2021

Top Issues

Concern Over Various Issues – Immigration, in Particular – Depends on an Individual's Country of Origin

Of the Issues Asked About, Only COVID, the Economy, and Health Care Reached More Than 10%

Top issues faced by Hispanics

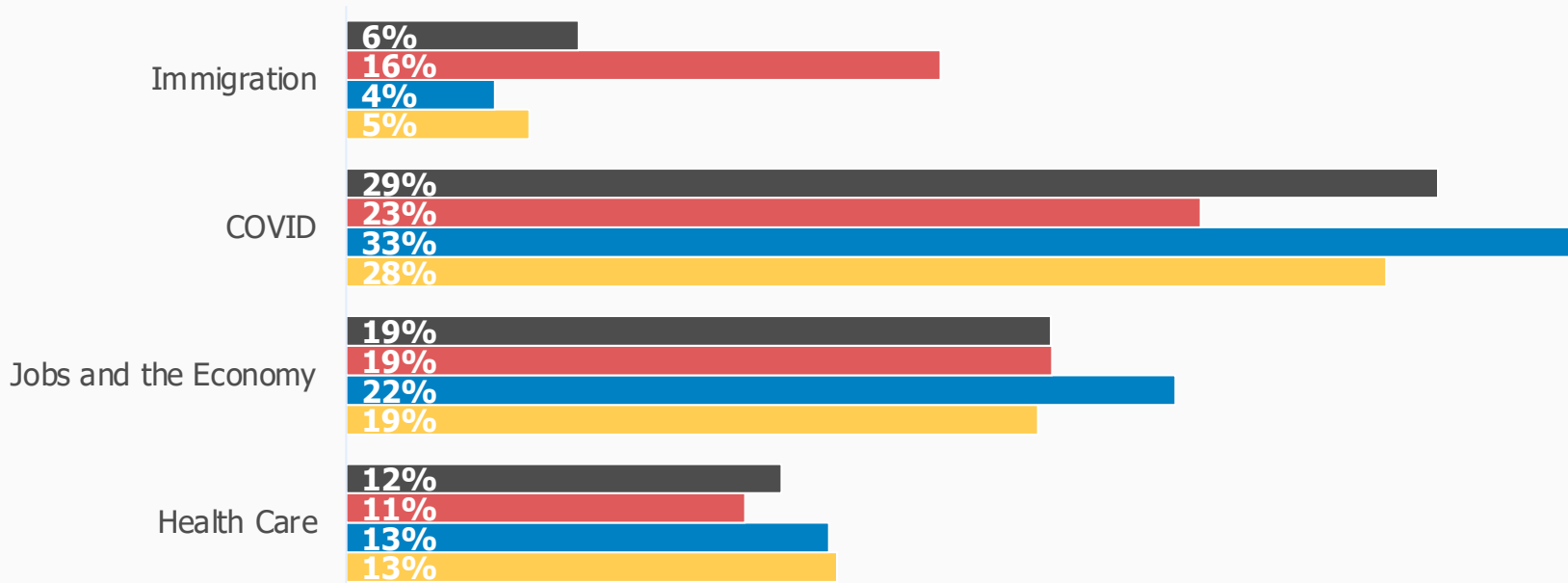


Remaining Issues	Share of Respondents who say the issue is the most important facing the US
Race Relations	6%
Education	6%
Equality	5%
Political Division	5%
Moral Issues	3%
Other Issue Not Listed	3%
Unsure	3%
Gun Policies	2%
National Defense	2%

Concern Over Immigration as an Issue Depends on One's Country of Origin

Issue Importance by Country of Origin

■ Total ■ Cuban ■ Puerto Rican ■ Mexican



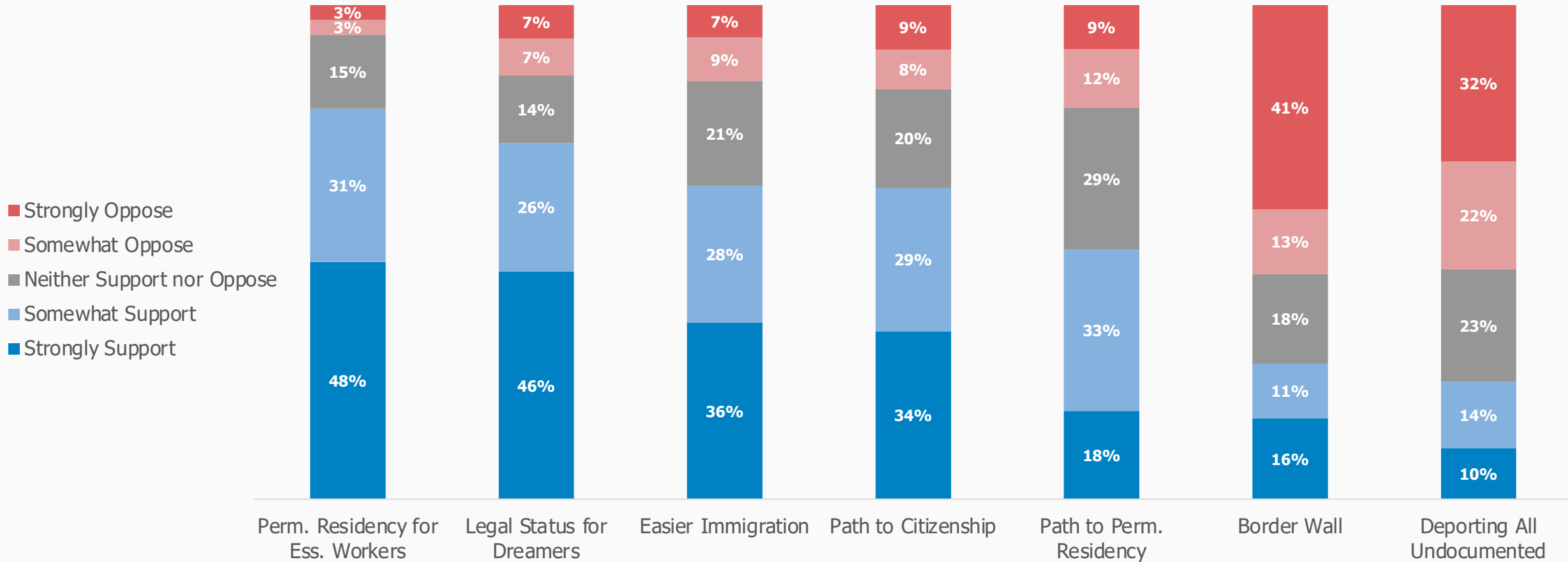
Q) Which of the following would you say is the most important issue facing the United States? (n=2000)

Subgroup sizes: Cuban (n=116), Puerto Rican (n=322), Mexicans (n=971)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding. All numbers are correct.

Summary of Immigration Policies

Opinions of Various Immigration Policies

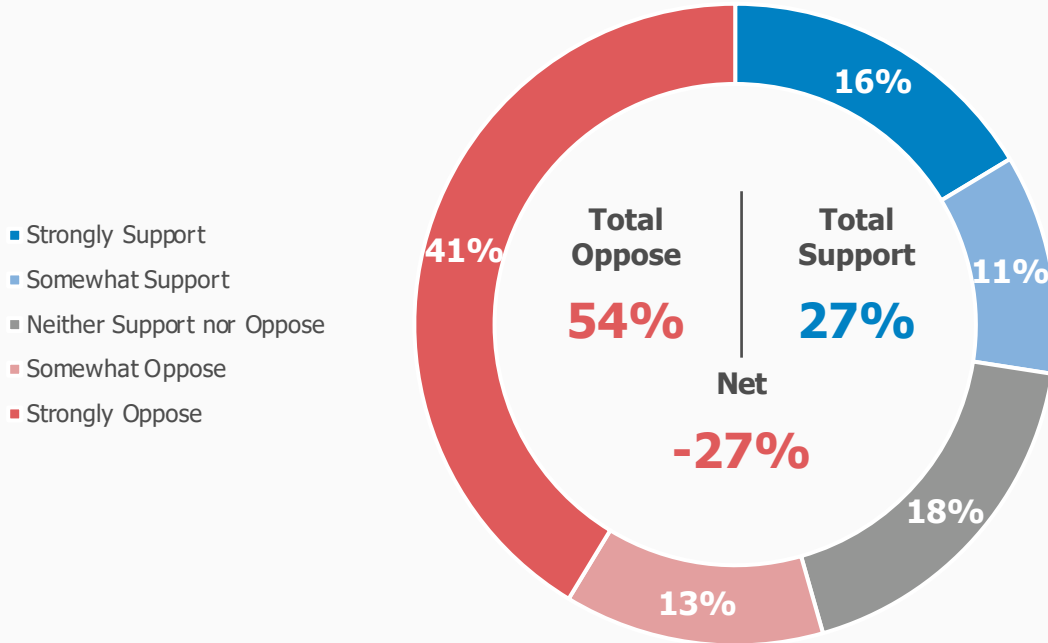


When it comes to immigration, would you support or oppose the following policies? Q) [Perm. Residency for Ess. Workers] A work permit for essential workers, with a path for these workers to receive permanent residency. Q) [Legal Status for Dreamers] Passing a law granting permanent legal status to immigrants who came to the U.S. illegally when they were children. Q) [Easier Immigration] Making it easier for Immigrants to come to this country legally. Q) [Path to Citizenship] A path for undocumented immigrants to receive citizenship. Q)[Path to Perm. Residency] A path for undocumented immigrants to receive permanent residency but not citizenship. Q) [Border Wall] Building a wall along the United States border with Mexico. Q) [Deporting all Undocumented] Deporting all undocumented immigrants living in the U.S. (n=2000)

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Characteristics of Border Wall Supporters

Opinions on a Border Wall



This 27% is:

- 53% Male
- 49% Conservative
- 44% Republican
- 30% Over the Age of 55

- Nearly twice as Cuban as the overall sample

- **8** percentage points more likely to have **parents who were born in the US** than opponents of a wall
- **8** percentage points more likely to "Always" vote for **Governor** than opponents of a wall
- **6** percentage points more likely to "Always" vote for **Congressman** than opponents of a wall

Perceptions of the Two Parties

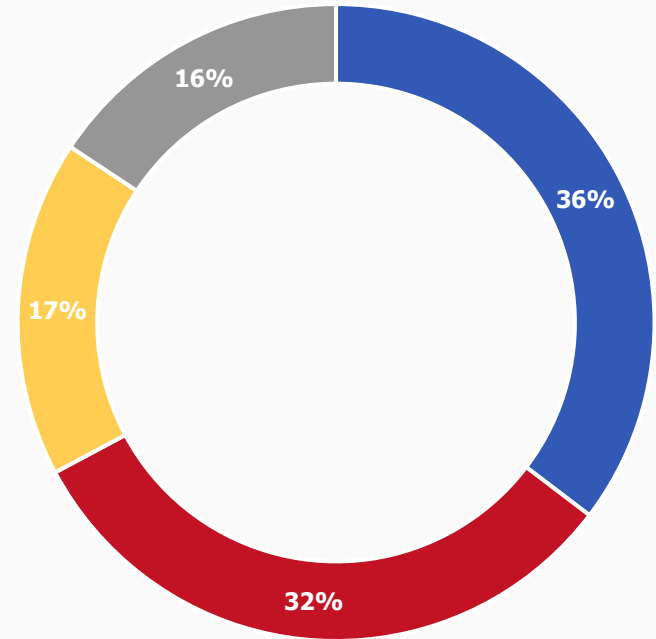
How Hispanic Americans View Both Major American Political Parties and Statements that Define Them

Even on Republicans' Best Performing Subject, They Can't Quite Catch Democrats

- Hispanics are evenly divided over which party is better for the economy
- Cubans, those under the age of 35, and those born outside of the US are warmer towards Republicans on this topic
- Women, Californians, and Urbanites favor Democrats

This Party is Better for the Economy

- Applies more to the Democratic Party
- Applies more to the Republican Party
- Applies to both parties equally
- Applies to neither party



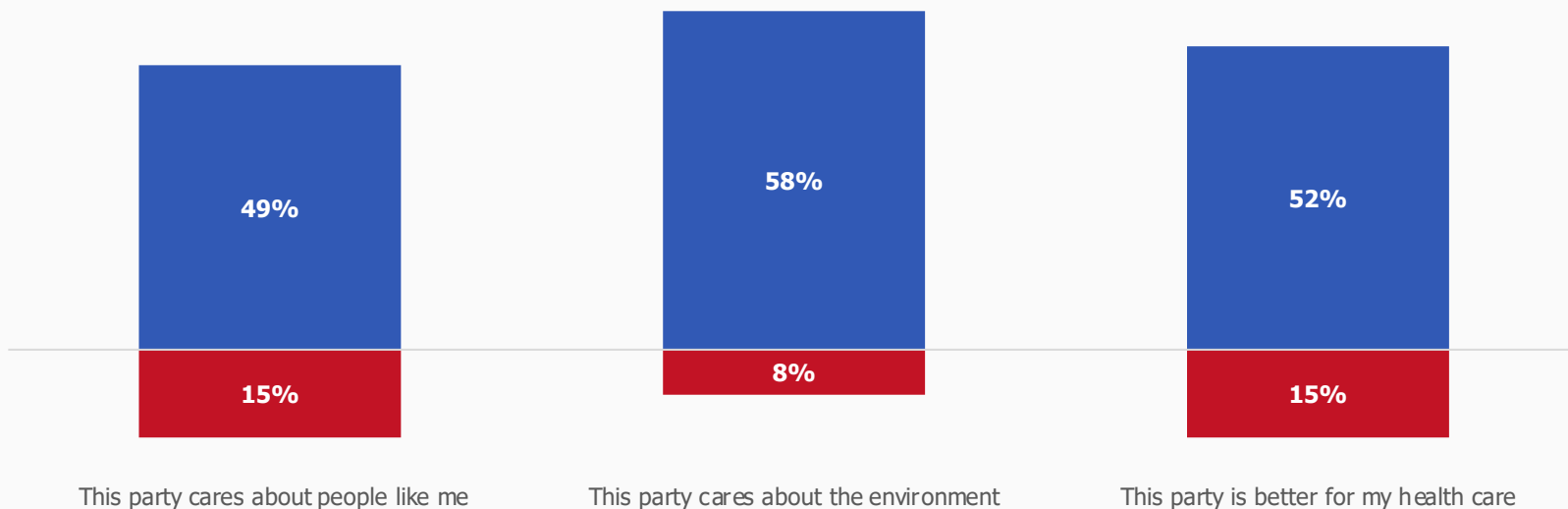
Now, for each of the following statements, I would like you to tell me whether they apply more to the Republican Party or the Democratic Party. If you think the statement applies to both parties or neither, you can indicate that, too. Q) This party is better for Economy. (n = 2000)

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On the Three Remaining Topics (Environment, My HealthCare, & Cares About People Like Me), Democrats Hold at Least a 34-point Advantage Over Republicans

Perceptions of the Two Parties

■ Applies more to the Democratic Party ■ Applies more to the Republican Party



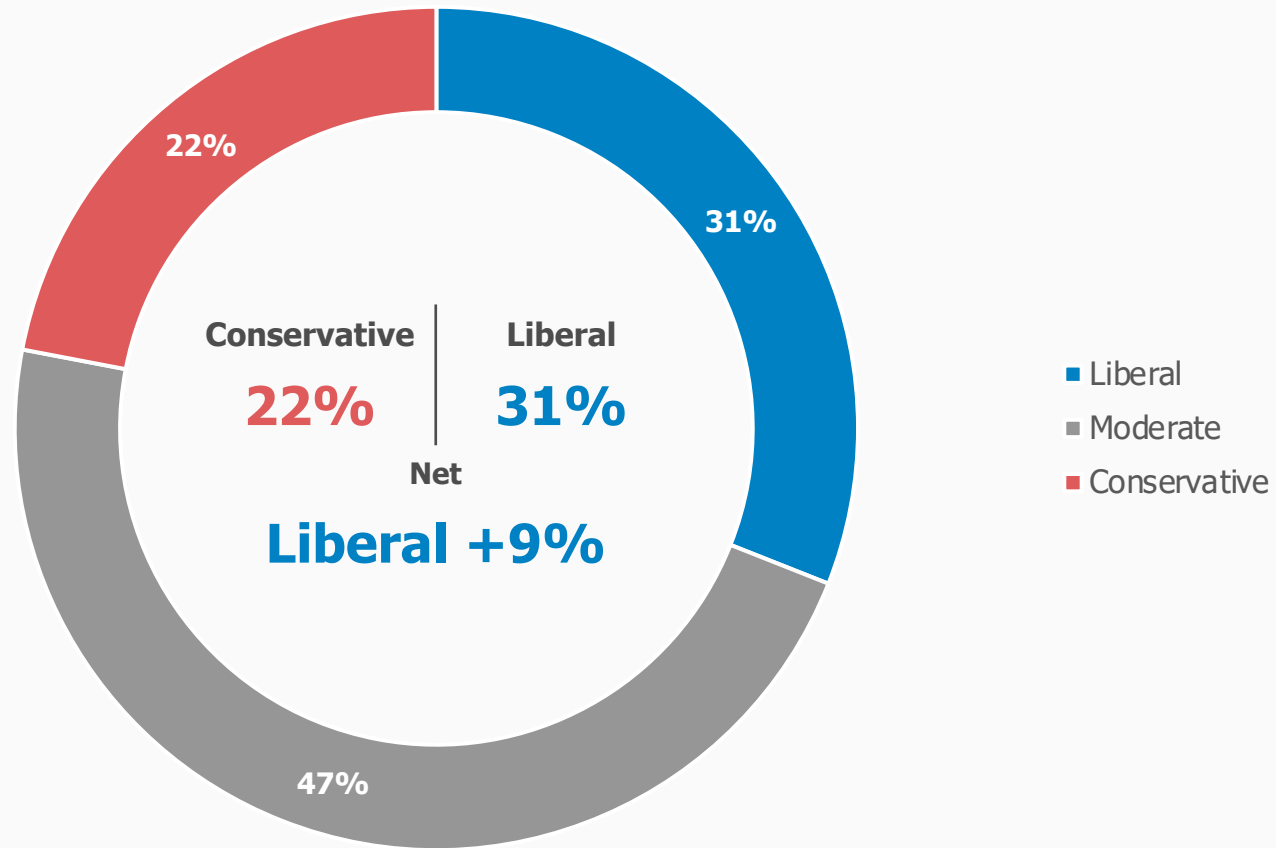
This party cares about people like me

This party cares about the environment

This party is better for my health care

Political Ideology

Political Ideology



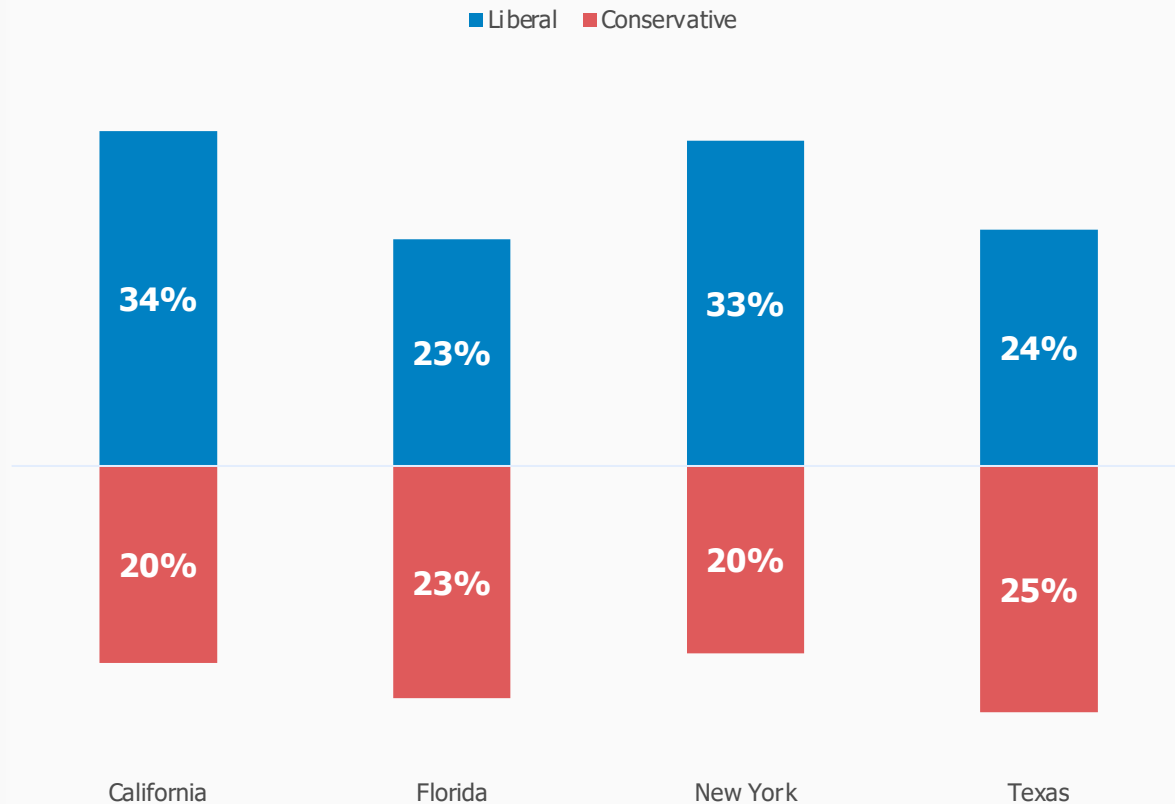
In politics, do you consider yourself to be liberal, moderate, or conservative? (n = 2000)

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Ideology Analysis

- Respondents in different states had different ideological mindsets
- Those living in California or New York were much more likely to identify as liberal, whereas those in Florida or Texas were equally or more likely to identify as conservative
- As well as being less liberal overall, Florida (53%) and Texas (51%) also had sizeable shares of their population identifying as “moderate”

Ideological Split by State



Q) In politics, do you consider yourself to be liberal, moderate, or conservative? (n=2000)

Subgroup Size: California (n=528), Florida (n=249), New York (n=148), Texas (n=317)

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All numbers are correct.

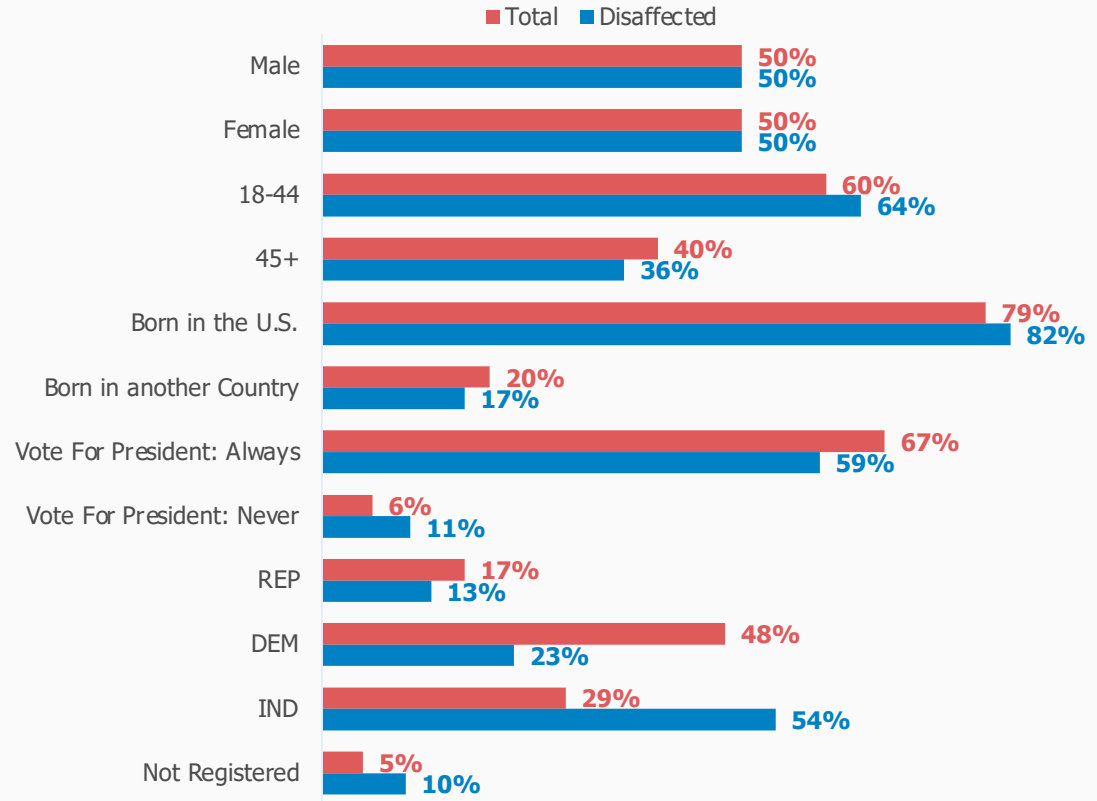
“The Disaffected”

Hispanics Who Said Neither Party Cares About People Like Them

What Do the "Disaffected" Look Like

- Disaffected voters are as likely to be men as women. They are not clustered in one gender or the other
- This group is disproportionately younger and Independent, and is more likely to be born in the US than the sample as a whole
- They are also less likely to vote in Presidential Elections – let alone elections for lower office

Characteristics of "Disaffected"



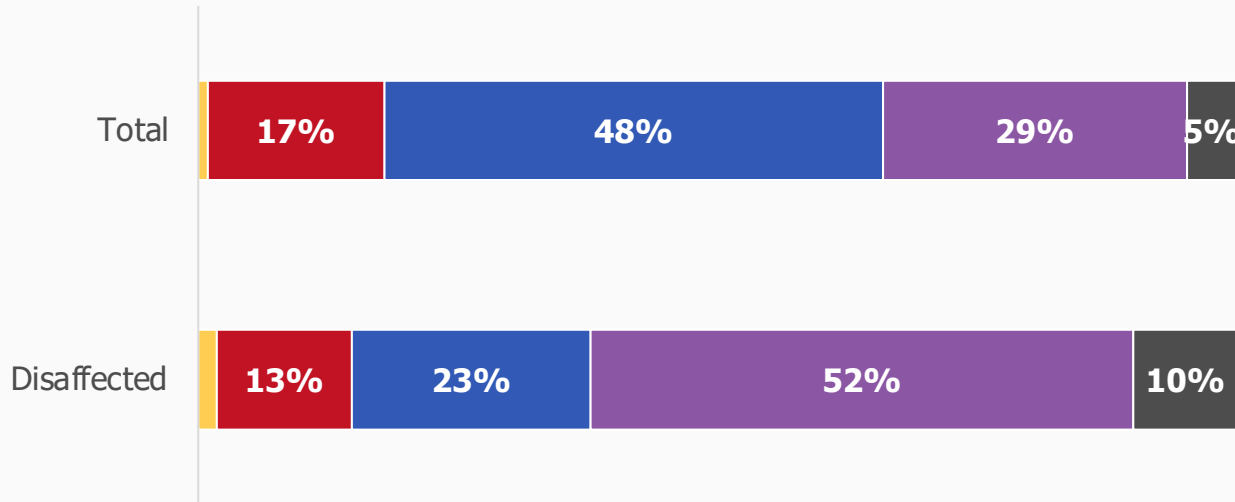
Q) Now, for each of the following statements, I would like you to tell me whether they apply more to the Republican Party or the Democratic Party. If you think the statement applies to both parties or neither, you can indicate that, too. This party cares about people like me. (n=2000). Subgroup: Disaffected (n=441)

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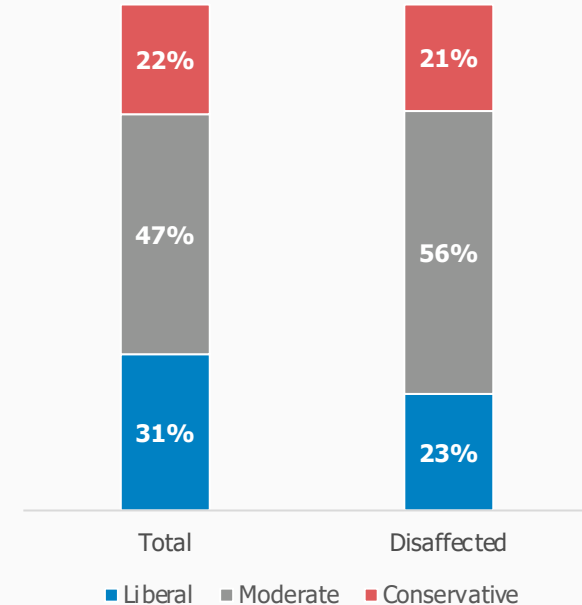
Neither Party Has a Hold on the “Disaffected.” They are Up for Grabs.

Party Affiliation

■ Another Political Party ■ Republican ■ Democratic
■ No Political Party (independent) ■ I am not registered to vote



Political Ideology



Q) When it comes to politics, do you consider yourself a member of the Republican Party, the Democratic Party, or another political party? If you do not consider yourself a member of a political party (i.e. independent) or are not registered to vote, you can indicate that, too

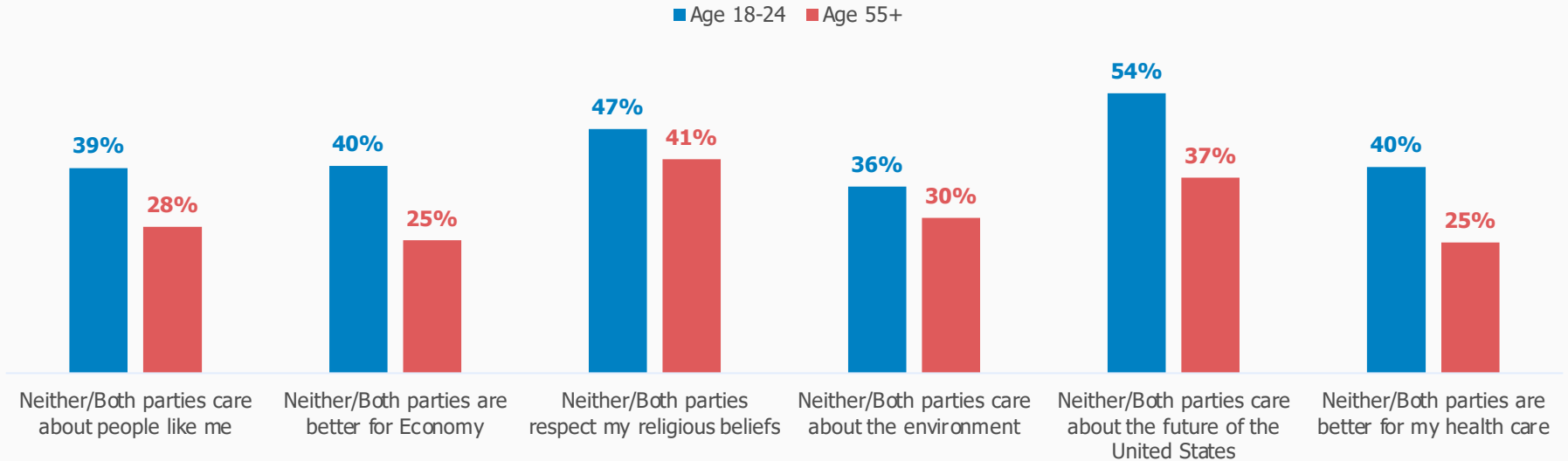
Q) In politics, do you consider yourself to be liberal, moderate, or conservative? (n=2000)

Subgroup: Disaffected (n=441)

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There is Room for Both Parties to Define Themselves With Younger Voters

Uncertain Perception of Political Parties by Age

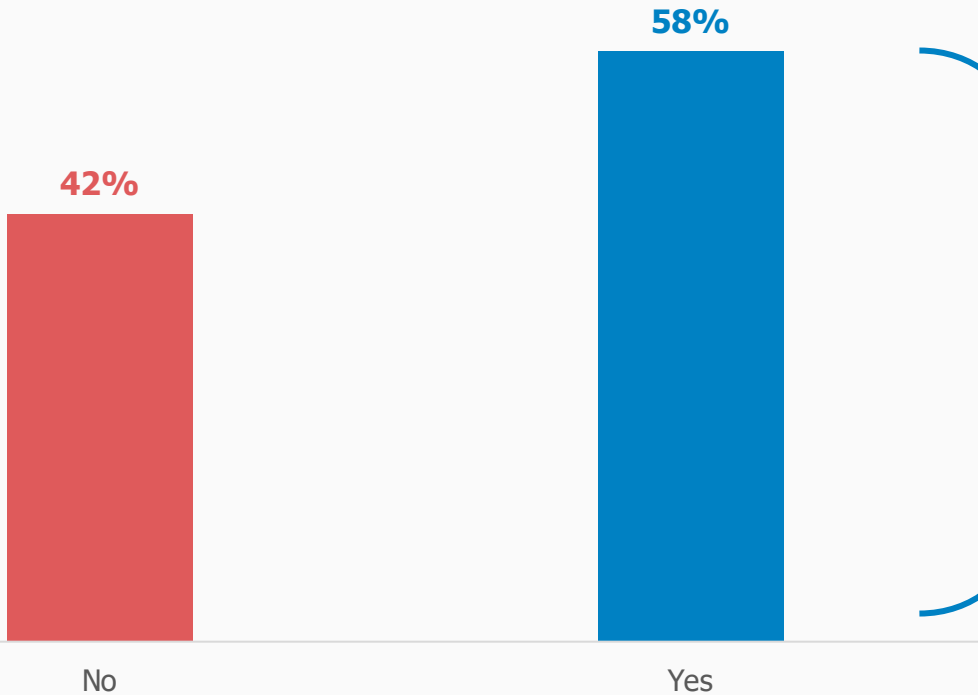


- 18-24 y/o Hispanics are less likely to have formulated a solid image of the parties in their minds. On each topic we asked which party cares more about, the combined share of Hispanics who said the statement applied to neither/both parties was larger than it was for Hispanics over the age of 55

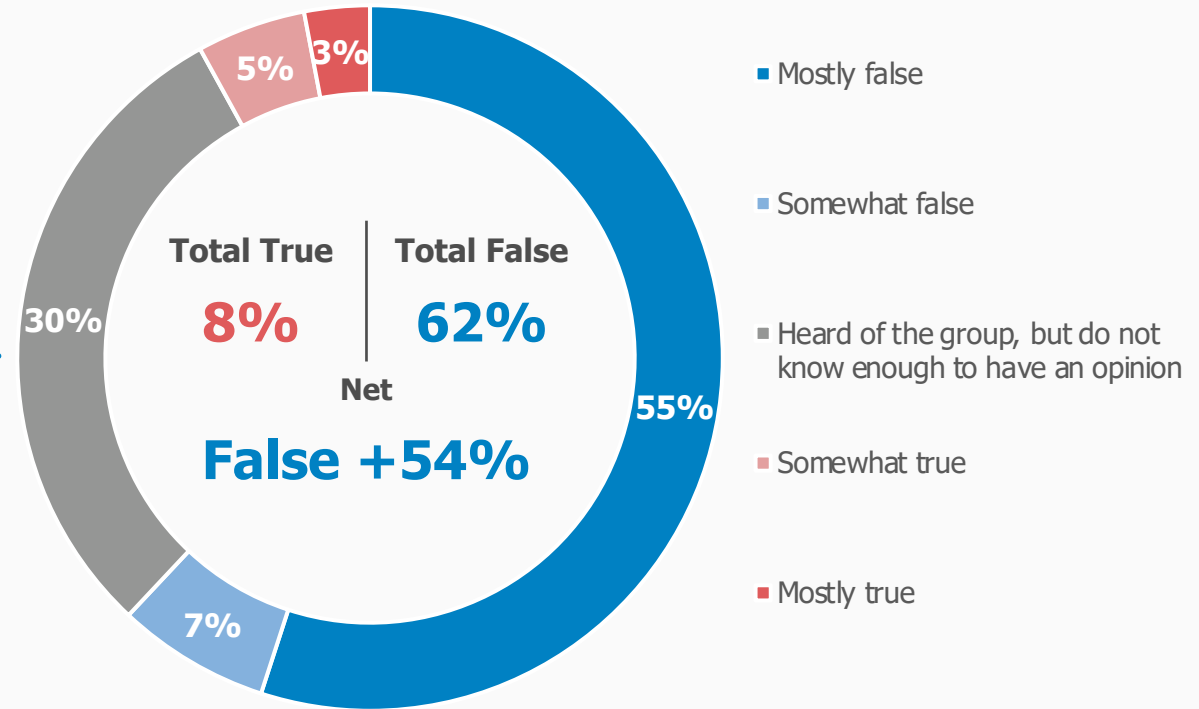
Miscellaneous Data Points

Opinions About Q-Anon

Have you heard of a group called Q-Anon?



How would you describe Q-Anon's theories? (Among those who have heard of the group Q-Anon)

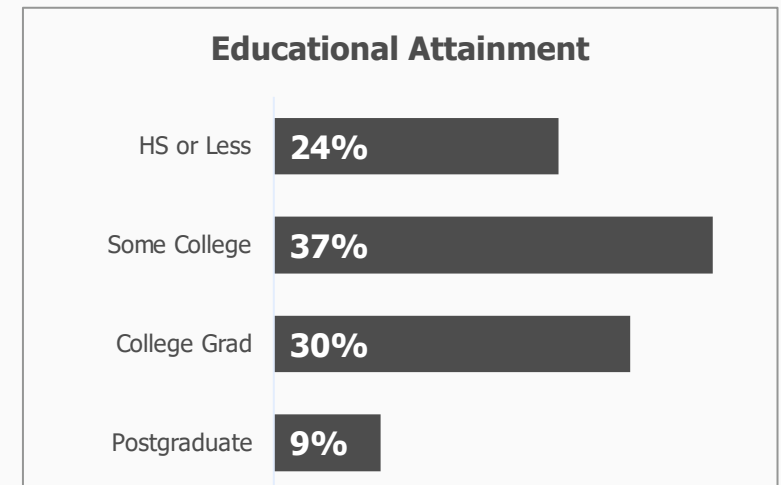
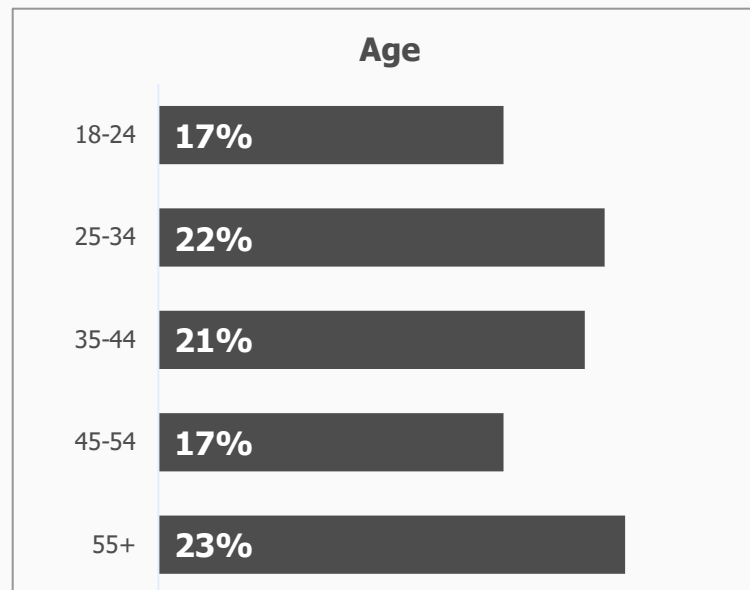
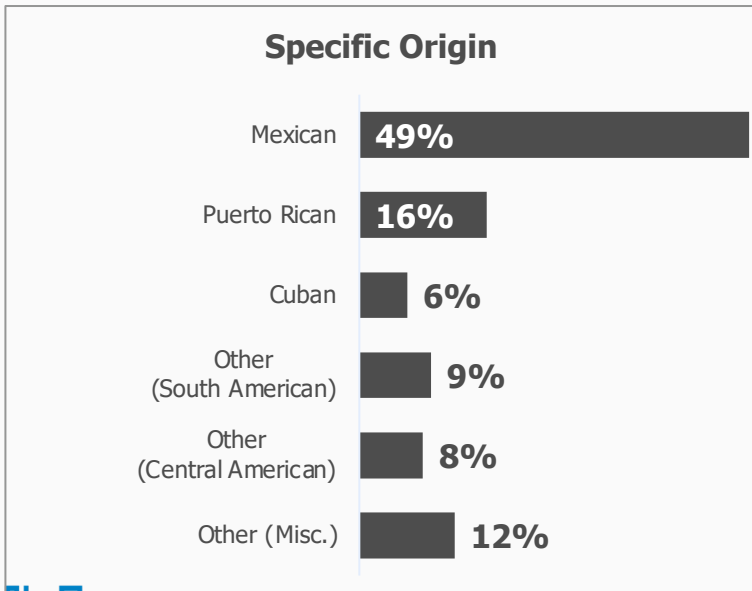
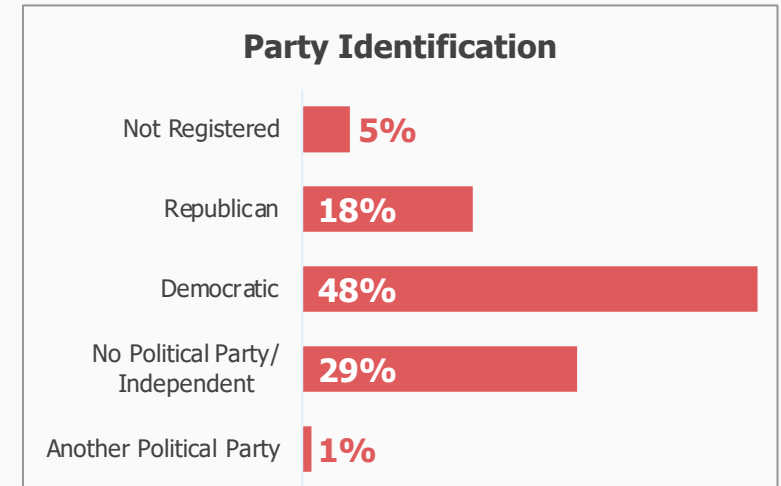
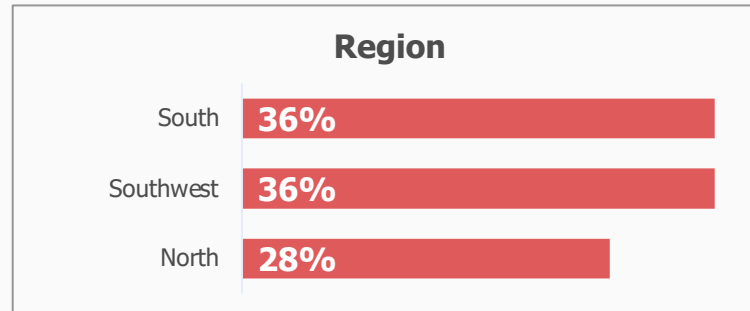
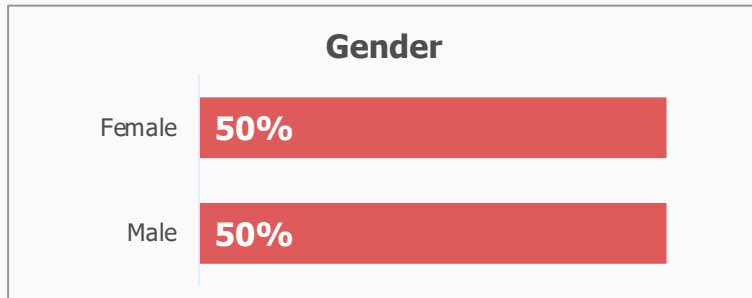


10%

of respondents prefer to be called "Latinx"

- 53% prefer **Hispanic**
- 18% prefer **Latino/Latina**
- 11% prefer **American**
- 6% prefer their country of origin (e.g. **Cuban, Mexican**, etc.)
- 6% prefer their country of origin and "American" (e.g. **Cuban-American, Mexican-American**, etc.)
- 2% prefer **Chicano/Chicana**

Research Methodology



Methodology

This poll was conducted as an online opt-in panel survey. The survey was completed by OH Predictive Insights from March 18th to March 25th, 2021 from a Nationwide Hispanic Population sample. All respondents were given the option to take the survey in English or Spanish. 145 respondents opted to take the survey in Spanish, while the remaining 1,855 chose to take the survey in English. The sample demographics accurately reflected the gender, region, and age of the target population according to statistics derived from the most recent census data available for Hispanics/Latinos living in the United States. The sample size was 2,000 completed surveys, with a MoE of $\pm 2.2\%$.

**Numbers may not total 100%, due to rounding.*



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Thank You

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