



**Methodology Note:**

Latino survey conducted 5/11 - 5/25 via phones and text-to-web with 2000 registered voters who identify as Hispanic or Latino nationally. The sample was weighted to match the composition of registered voters modeled as Latino by state, gender, age, education, vote history, voter registration date, VCH score, and 2024 vote recall. The sample was also weighted by age, education, 2024 vote recall by gender, congressional district, and geography, to match the composition of registered voters modeled as Latino in each state with a sample size over 200 and in the Mid-Atlantic region (DE, MD, PA, NJ, and NY) and the Southwest region (AZ, CO, NM, and NV). Language of interview, place of origin, education and other variables were monitored during the fielding. The survey was conducted in English and Spanish, according to the respondent's preference. MoE is ~2.0% for the full sample, ~6.0% for FL, the Mid-Atlantic, and Southwest, ~5.0% for TX, and ~4.0% for CA.

Non-Latino survey conducted 5/11 - 5/23 via phones and text-to-web with 420 registered voters who do not identify as Hispanic or Latino nationally. The sample was weighted to match the composition of registered voters modeled as non-Latino by geography, gender, age, race, education, vote history, and 2024 vote recall. Education and other variables were monitored during the fielding. The survey was conducted in English. MoE is ~5.0% for the full sample.

Q.2 Did I reach you on a cell phone?

	<b>Latino</b>	<b>Non Latino<sup>1</sup></b>
Yes.....	98	90
No.....	2	10
(Don't know/refused) .....	0	-
(ref:CELL)		

Listed respondent

	<b>Latino</b>	<b>Non Latino</b>
Listed respondent .....	81	75
Not listed respondent.....	19	25
(ref:LISTED)		

**(Latino sample only)**

Q.4 Would you prefer to take this survey in English or Spanish?

	<b>Latino</b>
English .....	88
Spanish.....	12
(ref:LANG)	

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<sup>1</sup> Some responses may not total exactly 100% due to rounding

Q.5 In what state are you registered to vote?

	Latino	Non Latino
AL.....	0	4
AR.....	0	0
AZ.....	4	2
CA.....	25	8
CO.....	3	2
CT.....	1	1
DC.....	0	0
DE.....	0	1
FL.....	11	6
GA.....	1	2
HI.....	0	1
IA.....	.	0
ID.....	0	1
IL.....	3	3
IN.....	1	3
KS.....	0	1
KY.....	0	3
LA.....	1	2
MA.....	1	2
MD.....	1	2
MI.....	1	4
MN.....	1	4
MO.....	0	2
MS.....	0	1
MT.....	0	1
NC.....	2	2
NE.....	0	-
NH.....	-	0
NJ.....	4	2
NM.....	2	0
NV.....	2	2
NY.....	7	6
OH.....	1	3
OK.....	0	1
OR.....	1	2
PA.....	2	4
RI.....	0	0
SC.....	0	1
SD.....	-	0
TN.....	1	3
TX.....	18	6
VA.....	1	2
VT.....	0	0
WA.....	1	2
WI.....	1	2
WV.....	0	2
WY.....	0	0
(ref:STATE2)		

Q.6 What racial or ethnic group do you identify with most?

	<b>Latino</b>	<b>Non Latino</b>
White/Caucasian .....	14	79
African American/Black.....	1	13
Hispanic/Latino.....	87	-
Native American/Alaska Native/American Indian/Native American Tribe.....	2	1
Asian/Asian American.....	1	5
(Mixed race).....	3	2
(Something else).....	1	1
(Refused).....	1	1
(ref:RACIAL)		

**(263 Latino respondents, 420 Non-Latino respondents)**

Q.7 (IF NOT HISPANIC/LATINO IN RACIAL) Are you of Hispanic, Latino, or Spanish origin or descent?

	<b>Latino</b>	<b>Non Latino</b>
Yes.....	100	-
No .....	-	100
(Don't know/refused) .....	-	-
(ref:RACE2)		

Q.8 If the November election for U.S. Congress were held today, for whom would you vote - the Democratic candidate or the Republican candidate in your district?

	<b>Latino</b>	<b>Non Latino</b>
Democratic candidate .....	50	38
Lean Democratic candidate.....	5	6
Republican candidate.....	30	37
Lean Republican candidate.....	3	6
(Don't know/refused) .....	8	6
(Someone else) .....	5	7
<b>Total Democratic candidate.....</b>	<b>54</b>	<b>44</b>
<b>Total Republican candidate.....</b>	<b>33</b>	<b>43</b>
<b>Democratic candidate - Republican candidate.....</b>	<b>21</b>	<b>0</b>
(ref:CONGVOTE)		

Q.10 And thinking back to the election for President in 2024, for whom did you vote in the race for President - Democrat Kamala Harris or Republican Donald Trump?

	Latino	Non Latino
Kamala Harris .....	46	39
Donald Trump .....	37	43
(Someone else) .....	3	3
(Did not vote in this race).....	11	11
(Refused).....	3	3
Matched recall Harris.....	39	35
Matched recall Trump.....	34	39
Matched recall Another.....	3	2
Matched recall Did not vote.....	20	20
Matched recall Refused.....	5	4
Matched Harris - Trump.....	6	-4
(ref:PRESVOT3)		

**(670 Latino respondents, 164 Non-Latino respondents)**

Q.11 (IF TRUMP IN MATCHED RECALL) And thinking back to your vote for Donald Trump, which of the following comes closest to how you feel about your vote today?

	Latino	Non Latino
I feel positive about my vote for Donald Trump .....	65	76
I am disappointed in President Trump but I don't regret voting for him .....	21	19
I regret voting for Donald Trump.....	12	5
(Don't know/refused) .....	2	0
(ref:TRREGR)		

**(222 Latino respondents, 39 Non-Latino respondents)**

Q.12 (IF DISAPPOINTED OR REGRET IN Q.11) And why do you feel that way?

	Latino	Non Latino
Broken promises/lie .....	27	27
Mishandling economy/cost of living.....	24	32
Foreign relations/international affairs/war .....	23	29
General disapproval/regret.....	15	17
Personal integrity/bad character/etc.....	11	11
Immigration overreach.....	10	2
Don't know/No answer.....	5	8
Not regretful .....	12	10
Other.....	5	5
(ref:TRREG2)		

Q.13 If you had to pick, what would you say is the most important issue facing the U.S. today?

	Latino	Non Latino
Cost of living/prices/inflation.....	34	24
Economy/jobs/employment.....	28	29
National security/foreign affairs/war .....	13	14
Loss of Democracy/Abuse of Power/Gov't Overreach.....	11	13
Immigration/concerns about deportations and ICE.....	10	6
Trump/MAGA Republicans .....	6	9
Taxes, debt/spending, and government benefits .....	6	5
Health care .....	6	5
Border security/illegal immigration/criminal immigrants.....	4	7
Crime/violence/public safety .....	4	3
Income and wealth equality/no middle class/poverty.....	3	5
Racism/hatred/discrimination .....	3	3
Democrats/liberals/communists/socialists.....	3	4
Political division or polarization/discontent with politics/lack of civil discourse .....	3	6
Education/schools .....	2	3
Women's rights/women's health/abortion .....	1	2
Climate change/global warming/environment.....	1	1
LGBTQ issues .....	1	0
Law enforcement/police issues .....	1	0
Gun control.....	0	0
Tariffs/international trade.....	0	0
Don't know/No answer.....	5	3
Other.....	5	6

(ref:TOPISSCD)

Q.14 Please tell me whether you approve or disapprove of the job Donald Trump is doing handling each

	Strng apprv	Smwt apprv	Smwt disap	Strng disap	(DK (Nthr)	(DK engh)	Total (Ref)	Total Apprv	Total Disap	Apprv -
13 His job as President.....	21	11	8	54	3	2	1	31	63	-31
<b>Non-Latino</b> .....	24	17	7	46	4	1	1	41	53	-12
15 The economy .....	15	11	11	60	2	1	0	26	70	-45
<b>Non-Latino</b> .....	16	20	11	49	2	2	1	35	60	-25
16 Cost of living.....	11	11	10	65	2	2	1	22	74	-52
<b>Non-Latino</b> .....	11	17	13	54	2	2	1	28	67	-39
17 The conflict with Iran .....	18	7	8	60	1	4	1	26	68	-42
<b>Non-Latino</b> .....	22	12	11	46	1	6	1	34	57	-23
18 Health care.....	18	12	9	52	4	4	1	30	62	-32
<b>Non-Latino</b> .....	16	19	11	44	6	3	1	35	55	-20

(ref:ISSJOB)

Q.19 Now I'm going to read you a list of phrases that can be used to describe the political parties. For each, please tell me whether it better describes Democrats or Republicans.

	Dems Much more	Dems Smwt more	Reps Smwt more	Reps Much more	(Both)	(Nei- ther)	(DK/ Ref)	Total Dems	Total Reps	Dems - Reps
19 Values hard work.....	25	17	10	27	6	10	4	<b>43</b>	<b>37</b>	<b>5</b>
<b>Non-Latino</b> .....	17	11	15	34	8	12	3	<b>28</b>	<b>48</b>	<b>-20</b>
20 Party of the working and middle class .....	33	18	9	22	2	11	4	<b>51</b>	<b>31</b>	<b>20</b>
<b>Non-Latino</b> .....	23	17	15	27	3	12	4	<b>40</b>	<b>42</b>	<b>-2</b>
21 Better for American workers .....	31	18	9	24	3	10	5	<b>49</b>	<b>34</b>	<b>15</b>
<b>Non-Latino</b> .....	27	16	13	30	2	9	3	<b>42</b>	<b>44</b>	<b>-1</b>
22 Better for Hispanics.....	41	17	7	19	2	10	5	<b>58</b>	<b>26</b>	<b>32</b>
<b>Non-Latino</b> .....	31	17	10	17	2	11	11	<b>48</b>	<b>27</b>	<b>21</b>
23 Party of the American dream .....	25	15	11	27	3	14	5	<b>40</b>	<b>37</b>	<b>3</b>
<b>Non-Latino</b> .....	19	12	13	31	4	16	4	<b>31</b>	<b>45</b>	<b>-13</b>
24 Party of order and stability .....	24	19	11	27	2	11	6	<b>43</b>	<b>38</b>	<b>6</b>
<b>Non-Latino</b> .....	21	14	14	31	2	15	4	<b>34</b>	<b>45</b>	<b>-11</b>
25 Cares about people like you.....	36	17	6	21	3	12	5	<b>53</b>	<b>27</b>	<b>26</b>
<b>Non-Latino</b> .....	26	12	10	28	2	17	3	<b>39</b>	<b>39</b>	<b>0</b>
26 Gets things done .....	21	15	13	25	4	16	6	<b>36</b>	<b>38</b>	<b>-1</b>
<b>Non-Latino</b> .....	15	12	13	29	4	22	4	<b>27</b>	<b>43</b>	<b>-16</b>

(ref:TRUST)

Q.27 (SPLIT A) Now let me read you a statement some people have made.

*Corrupt politicians are looking out for themselves - getting richer by trading stocks in industries they oversee in Congress, and grabbing up campaign cash from special interests - while supporting policies that make basic necessities less affordable.*

Would you say you agree or disagree with that statement?

	<b>Latino</b>	<b>Non Latino</b>
Strongly agree.....	66	69
Somewhat agree .....	16	21
Somewhat disagree.....	5	3
Strongly disagree .....	7	3
(Neither).....	2	1
(Don't know/refused) .....	4	3
<b>Total Agree .....</b>	<b>82</b>	<b>90</b>
<b>Total Disagree.....</b>	<b>12</b>	<b>6</b>
(ref:CORRUPT)		

Q.28 (SPLIT B) Now let me read you a statement some people have made.

*Corrupt politicians are looking out for themselves - getting richer by supporting programs that benefit them and other powerful people, and giving contracts to friends and family - while supporting policies that make basic necessities less affordable.*

Would you say you agree or disagree with that statement?

	<b>Latino</b>	<b>Non Latino</b>
Strongly agree.....	65	72
Somewhat agree .....	19	20
Somewhat disagree.....	6	5
Strongly disagree .....	5	1
(Neither).....	2	0
(Don't know/refused) .....	3	2
<b>Total Agree .....</b>	<b>84</b>	<b>92</b>
<b>Total Disagree.....</b>	<b>11</b>	<b>6</b>
(ref:CORRUPTB)		

(1653 Latino respondents, 383 Non-Latino respondents)

Q.29 (IF STRONGLY AGREE/SOMEWHAT AGREE IN Q.27/Q.28) You said you agree that corrupt politicians are out for themselves. Do you think that better describes Republicans or Democrats?

	<b>Latino</b>	<b>Non Latino</b>
Democrats.....	29	36
Republicans.....	51	45
(Both).....	12	12
(Don't know/refused) .....	8	7
(ref:CORRUPT3)		

Q.30 How would you describe the American Dream today?

	<b>Latino</b>	<b>Non Latino</b>
Not possible .....	33	33
Economic stability/living comfortably.....	26	26
Hard/harder than before to achieve (but not dead, may get better in the future) .....	19	17
Safety and freedom .....	10	10
Homeownership/property .....	9	14
Easier for some/for those who are privileged .....	8	6
Same as it's been/it's possible .....	7	12
Family.....	7	13
Hard work/pull yourself up by your bootstraps.....	7	7
Don't know/No answer.....	5	5
Other.....	7	6
(ref:ADREAMCD)		

Q.31 From your own personal view of what it means to have a successful life, how important are each of the following?

	Absol	Very	Smwt	Not	Not		
	esntl	impt	impt	very	at	(None)	(Ref)
				impt	all		
31 Living in a safe and stable community.....	40	52	7	1	0	0	0
<b>Non-Latino</b> .....	42	51	6	1	-	-	-
32 Being able to live comfortably and pay for basic necessities without stress.....	45	49	4	0	0	0	0
<b>Non-Latino</b> .....	41	52	5	0	0	0	0
33 Having a good job and successful career .....	26	56	15	1	1	0	0
<b>Non-Latino</b> .....	25	52	20	1	0	-	1
34 Becoming wealthy.....	8	18	41	23	8	1	1
<b>Non-Latino</b> .....	3	12	42	30	10	1	2
35 Being able to retire comfortably.....	38	53	7	1	1	0	0
<b>Non-Latino</b> .....	33	53	12	1	1	-	0
36 Getting a good education.....	30	50	16	2	1	0	1
<b>Non-Latino</b> .....	27	48	19	3	1	0	1
37 Owning a home .....	27	48	19	3	2	0	0
<b>Non-Latino</b> .....	17	48	29	3	2	0	1
38 Having children and raising a family .....	21	41	23	9	5	1	1
<b>Non-Latino</b> .....	18	41	24	11	3	1	1
39 Having money for things like vacations and quality time with friends and family.....	23	43	27	5	1	0	0
<b>Non-Latino</b> .....	18	48	31	3	1	-	-
40 Owning my own business.....	9	24	36	21	9	1	1
<b>Non-Latino</b> .....	4	13	33	29	16	4	2

(ref:SUCC)

Q.41 Now I'm going to read you some statements. Please tell me whether you agree or disagree with each one.

	Strng Agree	Smwt Agree	Smwt Dis	Strng Dis	(Nei-ther)	(Ref)	Total Agree	Total Dis	Agree - Dis
41 There is a lot of opportunity in this country for people to get ahead if they are willing to work hard.....	46	26	13	13	2	1	72	26	47
<b>Non-Latino</b> .....	44	28	13	14	1	0	72	27	46
42 It has gotten harder for young people to become more successful than the generations before them, no matter how hard they work .....	53	22	11	12	1	1	74	23	52
<b>Non-Latino</b> .....	41	28	16	13	1	0	69	29	40
43 AI will take away jobs and make it harder for future generations to be economically successful.....	42	30	13	10	3	3	71	23	49
<b>Non-Latino</b> .....	38	31	19	8	3	2	69	26	42
44 AI will create new industries that make future generations more economically successful.....	15	27	22	28	4	3	42	50	-8
<b>Non-Latino</b> .....	10	31	22	27	5	4	41	49	-8
45 AI data centers are responsible for raising the costs of utilities and must be better regulated.....	51	24	10	7	4	5	74	17	58
<b>Non-Latino</b> .....	53	23	7	6	6	5	77	13	64
46 Building new AI data centers will create jobs and opportunities and allow the United States to remain competitive.....	17	29	19	28	4	3	46	47	-1
<b>Non-Latino</b> .....	11	34	19	29	5	2	45	48	-4

(ref:MERIT)

Q.47 And again thinking about the American Dream, which of these statements comes closer to your opinion, even if none is totally right?

	<b>Latino</b>	<b>Non Latino</b>
The American Dream has never been achievable.....	7	4
The American Dream used to be achievable, but isn't anymore.....	32	26
The American Dream is harder to achieve than it used to be, but it's still possible.....	47	51
The American Dream is just as achievable as it always was ..... (Don't know/refused) .....	13 2	17 2
(ref:ADREAL)		

Q.48 Now I'm going to read you a list of various economic priorities that the government could address. For each, tell me if you believe if each option is important or not important.

	Very impt	Smwlt impt	Not very impt	Not at all	(Nthr)	(Ref)	Total Impt	Total Not Impt	Impt -	Not
48 Lowering the cost of food and groceries.....	87	10	1	1	0	1	97	2	95	
<b>Non-Latino</b> .....	78	19	2	0	1	-	97	2	95	
49 Lowering taxes for working and middle class people.....	81	15	2	1	0	1	96	3	93	
<b>Non-Latino</b> .....	74	22	2	1	0	-	96	4	93	
50 Increasing pay and benefits for workers.....	78	16	3	1	1	1	94	4	90	
<b>Non-Latino</b> .....	69	22	3	3	2	1	91	6	85	
51 Expanding access to affordable healthcare.....	83	13	1	1	1	0	96	3	93	
<b>Non-Latino</b> .....	79	16	3	1	-	-	95	5	91	
52 Lowering the cost of healthcare and health insurance.....	88	9	1	1	0	1	98	1	96	
<b>Non-Latino</b> .....	84	13	2	1	-	-	97	3	94	
53 Increasing the number of good-paying jobs.....	83	13	2	1	0	1	96	3	94	
<b>Non-Latino</b> .....	76	21	1	1	1	1	96	2	94	
54 Lowering the cost of utilities like electricity and water.....	78	18	2	1	0	0	97	3	94	
<b>Non-Latino</b> .....	70	26	3	0	-	0	96	3	93	
55 Lowering rent prices.....	75	19	3	1	1	1	95	4	91	
<b>Non-Latino</b> .....	65	23	6	3	2	1	88	9	79	
56 Lowering the cost of prescription drugs.....	80	15	2	1	0	1	96	3	92	
<b>Non-Latino</b> .....	75	23	1	1	-	-	98	2	97	

	Very impt	Smwt impt	Not very impt	Not at all	(Nthr)	(Ref)	Total Impt	Total Not Impt	Impt -	Not
57 Lowering the cost of buying a house.....	78	17	2	1	1	1	95	3	92	
<b>Non-Latino</b> .....	62	31	6	1	-	1	93	7	86	
58 Lowering the cost of gas.....	82	14	2	1	0	0	97	2	94	
<b>Non-Latino</b> .....	75	21	3	0	1	0	96	4	92	

(ref:CONGR)

**(Latino sample only)**

Q.59 And in what language do you generally consume news and other information?

	Latino
Always English.....	42
More English than Spanish.....	28
Spanish and English equally.....	21
More Spanish than English.....	4
Always Spanish.....	4
(Something else).....	0
(Don't know/refused).....	1

(ref:RACE3)

**(Latino sample only)**

Q.60 How well, if at all, would you say you can carry on a conversation in Spanish, both understanding and speaking?

	Latino
Very well.....	54
Pretty well.....	19
Just a little.....	18
Not at all.....	8
(Don't know/refused).....	1

(ref:RACE4)

**(Latino sample only)**

Q.61 How well, if at all, would you say you can carry on a conversation in English, both understanding and speaking?

	Latino
Very well.....	82
Pretty well.....	9
Just a little.....	6
Not at all.....	3
(Don't know/refused).....	1

(ref:RACE5)

Q.62 Do you get political news mostly because you seek it out or because you happen to come across it? Or, do you mostly avoid political news?

	<b>Latino</b>	<b>Non Latino</b>
Seek it out.....	42	53
Happen to come across it.....	37	24
Mostly avoid political news .....	18	21
(Don't know/refused) .....	2	2
(ref:SEEK)		

Q.63 Thinking in ideological terms, would you say that you are Liberal, Moderate, or Conservative?

	<b>Latino</b>	<b>Non Latino</b>
Liberal .....	27	24
Moderate .....	31	33
Conservative .....	33	37
(Don't know/refused) .....	9	6
(ref:IDEO1)		

Q.64 Generally speaking, do you think of yourself as a Republican, a Democrat or what?

	<b>Latino</b>	<b>Non Latino</b>
Strong Democrat .....	24	19
Weak Democrat.....	18	11
Independent-lean Democrat .....	12	13
Independent.....	10	8
Independent-lean Republican.....	7	10
Weak Republican .....	9	13
Strong Republican .....	18	23
(Don't know/refused) .....	3	3
<b>Democrat .....</b>	<b>42</b>	<b>30</b>
<b>Independent.....</b>	<b>28</b>	<b>31</b>
<b>Republican .....</b>	<b>26</b>	<b>36</b>
(ref:PTYID1)		

Q.67 We're almost done and I have just a few questions for statistical purposes. In what year were you born?

	<b>Latino</b>	<b>Non Latino</b>
18-29 .....	24	16
30-39 .....	20	17
40-49 .....	17	15
50-64 .....	21	24
65 and over .....	17	28
(Refused) .....	0	0
(ref:AGE2)		

Q.69 What is the last year of school that you completed?

	<b>Latino</b>	<b>Non Latino</b>
Did not complete high school .....	9	3
High School graduate .....	28	19
Trade/technical/vocational/associates' degree/some college.....	33	37
College graduate.....	18	23
Graduate school.....	11	16
(Don't know/refused) .....	1	1
<b>H.S. or less .....</b>	<b>36</b>	<b>22</b>
<b>Post H.S. ....</b>	<b>33</b>	<b>37</b>
<b>College graduate.....</b>	<b>29</b>	<b>39</b>
(ref:EDUC)		

**(Latino sample only)**

Q.70 Were you born on the United States mainland, on the island of Puerto Rico, or in another country?

	<b>Latino</b>
United States .....	67
Puerto Rico .....	6
Another country.....	23
(Don't know/refused) .....	4
(ref:GENERATI)	

**(1336 Latino respondents)**

Q.71 (IF UNITED STATES IN Q.70) Were either of your parents born on the island of Puerto Rico or in another country?

	<b>Latino</b>
Yes, Puerto Rico.....	7
Yes, another country.....	41
Yes, both Puerto Rico and another country .....	6
No, both parents born on the mainland.....	43
(Don't know/refused) .....	4
(ref:GENERAT2)	

**(573 Latino respondents)**

Q.72 (IF BOTH PARENTS BORN ON THE MAINLAND IN Q.71) And were all of your grandparents born in the United States, some of your grandparents, or were all of your grandparents born in another country?

	<b>Latino</b>
All grandparents born in the US.....	43
Some grandparents born in the US.....	33
All grandparents born in another country .....	19
(Don't know/refused) .....	5
(ref:GENERAT3)	

Q.73 And what is your gender?

	<b>Latino</b>	<b>Non Latino</b>
Male.....	44	45
Female.....	54	53
Other.....	1	1
(Don't know/refused) .....	1	1
(ref:GENERAT2)		