DATA FOR *PROGRESS*   ✕ **EQUIS**

From July 7 to 17, 2025, Data for Progress, in partnership with Equis, conducted a survey of 1,614 U.S. registered Latino voters nationally using web panel respondents. The sample was weighted to be representative of Latino registered voters by age, gender, education, race, geography, and recalled presidential vote. The survey included oversamples of a pooled set of AZ, NM, and NV. It also included oversamples of the following pooled congressional districts: CA-03, CA-09, CA-13, CA-22, CA-27, CA-40, CA-41, CA-45, CA-47, AZ-01, AZ-06, NV-03, NM-02, CO-08, TX-28, TX-34, TX-15, NJ-07, NJ-09, NY-03, NY-04, NY-17, PA-07, PA-08. The oversamples were weighted to ensure proportional representation of registered voters. The survey was conducted in English and Spanish. The margin of error associated with the sample size is ±2 percentage points. Results for subgroups of the sample are subject to increased margins of error. For more information please visit https://dataforprogress.org/our-methodology.

Data for Progress conducted message testing through maximum difference scaling (MaxDiff) to determine the ordinal ranking of 24 priorities. Respondents were shown a randomized subset of 4 of the priorities, and asked to pick the most and least important priority from those options. They were then asked to do the same across multiple rounds, each time with a new set of 4 randomized priorities.

Using these responses, we project what percentage of registered voters would select each priority as the most important and what percentage of registered voters would select each priority as the least important from the full set of priorities. The scores below represent a ranking of respondents' most important priorities — meaning, the projected percentage of registered voters viewing a certain priority as the most important.

N=1,614 unless otherwise specified. Some values may not add up to 100 due to rounding.

[1] From which country or territory does your family trace their heritage?

Mexico	**53%**
Puerto Rico	**18**
Spain	**9**
Cuba	**8**
Dominican Republic	**4**
Colombia	**2**
El Salvador	**2**
Honduras	**1**
Costa Rica	**1**
Ecuador	**1**
Panama	**1**
Peru	**1**
Chile	**1**
Guatemala	**1**
Argentina	**1**
Nicaragua	**1**
Venezuela	**0**
Portugal	**0**
Brazil	**0**
Uruguay	**0**
Belize	**0**
Bolivia	**0**
Other	**3**

[2] Are you a homeowner or a renter?

Homeowner **48%**

Renter **46**

Something else **6**

[3] In general, how closely do you follow politics?

Very closely **37%**

Somewhat closely **40**

Not too closely **17**

Not at all **6**

Don't know **0**

[4] Do you approve or disapprove of the way Donald Trump is handling his job as president?

Strongly approve 18%

Somewhat approve 17

Somewhat disapprove 14

Strongly disapprove 49

Don't know 2

APPROVE (TOTAL) 35%

DISAPPROVE (TOTAL) 63

APPROVE (NET) . . . . **−28**

[5] Do you approve or disapprove of how Donald Trump is handling the economy?

Strongly approve 16%

Somewhat approve 18

Somewhat disapprove 16

Strongly disapprove 49

Don't know 2

APPROVE (TOTAL) 34%

DISAPPROVE (TOTAL) 65

APPROVE (NET) . . . . **−31**

[6] Which of the following statements comes closest to your opinion?

I think Donald Trump is a good businessman **34%**

I used to think Donald Trump was a good businessman, but I don't anymore **19**

I don't think Donald Trump is a good businessman . . **44**

Don't know **3**

[7] Do you trust Democrats or Republicans more to handle each of the following issue areas?

— The economy

Democrats much more **30%**

Republicans much more **20**

Democrats somewhat more **14**

Neither party **13**

Republicans somewhat more **12**

Both parties equally **8**

Don't know **4**

[8] Do you trust Democrats or Republicans more to handle each of the following issue areas?

— The cost-of-living

Democrats much more	**33%**
Republicans much more	**19**
Democrats somewhat more	**14**
Neither party	**13**
Republicans somewhat more	**9**
Both parties equally	**7**
Don't know	**5**

[9] Do you trust Democrats or Republicans more to handle each of the following issue areas?

— Housing

Democrats much more	**35%**
Republicans much more	**16**
Democrats somewhat more	**14**
Neither party	**13**
Both parties equally	**9**
Republicans somewhat more	**9**
Don't know	**4**

[10] Do you trust Democrats or Republicans more to handle each of the following issue areas?

— Health care

Democrats much more	**39%**
Republicans much more	**14**
Democrats somewhat more	**14**
Neither party	**12**
Both parties equally	**8**
Republicans somewhat more	**8**
Don't know	**5**

[11] Which political party cares more about people like you?

Democrats much more	**33%**
Neither party	**17**
Democrats somewhat more	**17**
Republicans much more	**16**
Republicans somewhat more	**9**
Both parties equally	**6**
Don't know	**2**

[12] How concerned are you about waste, fraud, and abuse in government spending?

Very concerned	**61%**
Somewhat concerned	**32**
Not concerned at all	**6**
Don't know	**1**

[13] Do you agree or disagree with the following statement?

"Tariffs may drive up costs in the short term, but they will benefit our country in the long run."

Strongly agree	20%
Somewhat agree	26
Somewhat disagree	18
Strongly disagree	30
Don't know	6
AGREE (TOTAL)	46%
DISAGREE (TOTAL)	48
AGREE (NET)	−2

[14] How would you rate the US economy today?

Very good	**7%**
Somewhat good	**27**
Somewhat poor	**37**
Very poor	**27**
Don't know	**1**

[15] Do you think that the US economy will get better or worse in the next year?

It will definitely get better	**15%**
It will probably get better, but it's too soon to know	**26**
It will probably get worse, but it's too soon to know	**28**
It will definitely get worse	**27**
Don't know	**3**

[16] How would you describe your personal financial situation today? Would you say that you...

Live comfortably	**11%**
Meet expenses with a little left over	**26**
Just meet expenses	**32**
Have trouble meeting expenses	**29**
Don't know	**1**

[17] Below are various economic priorities that the government could address.

For each set of priorities you see, please say which you believe is **most important** for lawmakers to address and which you find the **least important**.

You may see the same priorities several times. Don't worry about remembering how you answered earlier. Just pick which one you think is most and least important when you see them.

Lowering the cost of food and groceries	**11**
Lowering taxes for working and middle class people . .	**8**
Increasing pay and benefits for workers	**7**
Expanding access to affordable health care	**7**
Lowering the cost of healthcare	**6**
Lowering the cost of health insurance	**6**
Lowering the cost of utilities like electricity and water .	**6**
Increasing the number of good-paying jobs	**6**
Lowering rent prices	**5**
Lowering the cost of prescription drugs	**4**
Lowering the cost of buying a house	**4**
Lowering the cost of gas	**3**
Lowering the cost of home insurance and renter's insurance	**3**
Increasing access to trade education and apprenticeship programs	**3**
Lowering the cost of a college education	**3**
Cancelling medical debt	**3**
Lowering the federal debt	**2**
Lowering the cost of childcare	**2**
Expanding financial support for small businesses	**2**
Eliminating surprise and extra fees on credit cards and ticket sales	**2**
Cancelling student debt	**2**
Lowering start-up costs for small business owners	**2**
Cancelling credit card debt	**2**
Lowering taxes for big corporations and the ultra wealthy	**2**

[18a] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for billionaires

Strongly support	62%
Somewhat support	19
Somewhat oppose	7
Strongly oppose	7
Don't know	5
SUPPORT (TOTAL)	81%
OPPOSE (TOTAL)	14
SUPPORT (NET)	**+67**

[18b] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for big corporations

Strongly support	55%
Somewhat support	23
Somewhat oppose	9
Strongly oppose	6
Don't know	6
SUPPORT (TOTAL)	78%
OPPOSE (TOTAL)	15
SUPPORT (NET)	**+63**

[18c] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for the ultra wealthy

Strongly support	59%
Somewhat support	19
Somewhat oppose	8
Strongly oppose	8
Don't know	6
SUPPORT (TOTAL)	78%
OPPOSE (TOTAL)	16
SUPPORT (NET)	**+62**

[18d] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Ending loopholes and tax write-offs for big corporations

Strongly support	50%
Somewhat support	20
Somewhat oppose	8
Strongly oppose	11
Don't know	11
SUPPORT (TOTAL)	70%
OPPOSE (TOTAL)	19
SUPPORT (NET)	**+51**

[18e] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting immigration enforcement spending

Strongly support	29%
Somewhat support	23
Somewhat oppose	18
Strongly oppose	21
Don't know	10
SUPPORT (TOTAL)	52%
OPPOSE (TOTAL)	39
SUPPORT (NET)	**+13**

[18f] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting military and defense spending

Strongly support	14%
Somewhat support	22
Somewhat oppose	26
Strongly oppose	30
Don't know	8
SUPPORT (TOTAL)	36%
OPPOSE (TOTAL)	56
SUPPORT (NET)	**−20**

[18g] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing tariffs on imported goods

Strongly support	10%
Somewhat support	21
Somewhat oppose	20
Strongly oppose	38
Don't know	12
SUPPORT (TOTAL)	31%
OPPOSE (TOTAL)	58
SUPPORT (NET)	**−27**

[18h] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting research grants for colleges and universities

Strongly support	10%
Somewhat support	14
Somewhat oppose	25
Strongly oppose	42
Don't know	9
SUPPORT (TOTAL)	24%
OPPOSE (TOTAL)	67
SUPPORT (NET)	**−43**

[18i] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting food assistance programs like SNAP

Strongly support	6%
Somewhat support	12
Somewhat oppose	17
Strongly oppose	59
Don't know	5
SUPPORT (TOTAL)	18%
OPPOSE (TOTAL)	76
SUPPORT (NET)	**−58**

[18j] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting social programs like Medicare, Medicaid, and Social Security

Strongly support	6%
Somewhat support	9
Somewhat oppose	14
Strongly oppose	66
Don't know	5
SUPPORT (TOTAL)	15%
OPPOSE (TOTAL)	80
SUPPORT (NET)	**−65**

[19] Do you agree or disagree with the following statement?

Big corporations are raising prices more than they need to just to increase their profits.
 (N=830)
(SPLIT A)

Strongly agree	50%
Somewhat agree	31
Somewhat disagree	6
Strongly disagree	9
Don't know	3
AGREE (TOTAL)	81%
DISAGREE (TOTAL)	15
AGREE (NET)	**+66**

[20] Do you agree or disagree with the following statement?

"Greedy corporations are raising prices more than they need to just to increase their profits."
 (N=784)
(SPLIT B)

Strongly agree	59%
Somewhat agree	28
Somewhat disagree	5
Strongly disagree	5
Don't know	3
AGREE (TOTAL)	87%
DISAGREE (TOTAL)	10
AGREE (NET)	**+77**

[21] Which of the following comes closer to your view, even if neither is exactly right?

The government is investing in essential programs that stimulate the economy	**25%**
The government's spending is out of control and weakening our economy	**68**
Don't know	**7**

[22] Which of the following comes closer to your view, even if neither is exactly right? *(N=826)*
(SPLIT A)

The ultra wealthy have too much power and influence in this country.	**79%**
The ultra wealthy have an appropriate amount of power and influence in this country.	**16**
Don't know	**5**

[23] Which of the following comes closer to your view, even if neither is exactly right? *(N=788)*
(SPLIT B)

Billionaires have too much power and influence in this country. **80%**

Billionaires have an appropriate amount of power and influence in this country. **15**

Don't know **5**

[24] Do you agree or disagree with the following statement?

"The oligarchy has too much power and influence in this country." *(N=798)*
(SPLIT A)

Strongly agree 45%

Somewhat agree 29

Somewhat disagree 9

Strongly disagree 4

Don't know 13

AGREE (TOTAL) 74%

DISAGREE (TOTAL) 13

AGREE (NET) . . . . **+61**

[25] Do you agree or disagree with the following statement?

"A small wealthy elite has too much power and influence in this country." *(N=816)*
(SPLIT B)

Strongly agree 51%

Somewhat agree 33

Somewhat disagree 7

Strongly disagree 4

Don't know 5

AGREE (TOTAL) 84%

DISAGREE (TOTAL) 11

AGREE (NET) . . . . **+73**

[26] Which of the following comes closer to your view, even if neither is exactly right? *(N=826)*
(SPLIT A)

Republicans prioritize the interests of the rich over working Americans. **63%**

Republicans prioritize the interests of working Americans over the interests of the rich **27**

Don't know **9**

[27] Which of the following comes closer to your view, even if neither is exactly right? *(N=788)*
(SPLIT B)

MAGA Republicans prioritize the interests of the rich over working Americans. **65%**

MAGA Republicans prioritize the interests of working Americans over the interests of the rich **25**

Don't know **10**

[28] Which language do you mostly speak at home?

Spanish and English equally **36%**

Always English **31**

More English than Spanish **26**

More Spanish than English **5**

Always Spanish **2**

Something else **0**

[29] A lot of people said they did NOT vote in the November 2024 election. How about you? Would the official vote records indicate that you voted in the 2024 election, or like many people, did you skip this one?

Yes, I voted **80%**
No, I did not vote **20**

[30] And for whom did you vote in the race for President? *(N=1,296)*

Democrat Kamala Harris **52%**
Republican Donald Trump **45**
Someone else **3**

[31] And thinking back to the 2020 Presidential election, did you vote for Democrat Joe Biden or Republican Donald Trump, or like many people, did you skip that one?

Democrat Joe Biden **52%**
Republican Donald Trump **31**
Someone else **1**
I did not vote **16**

[32] I know it's a long way away, but if the 2026 election for U.S. Congress were held today, for whom would you vote?

The Democratic candidate **48%**
The Republican candidate **27**
Someone else **5**
Not sure **16**
I would not vote **4**

[33] Thinking in ideological terms, would you say that you are Liberal, Moderate, or Conservative?

Liberal **26%**
Moderate **46**
Conservative **23**
Don't know **5**

[34] Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or what?

Democrat **43%**
Independent **27**
Republican **24**
Something else **3**
Don't know **4**

[35] Do you think of yourself as closer to the Republican or Democratic Party? *(N=534)*

Closer to Democrats **30%**
Closer to Republicans **22**
Neither **42**
Don't know **6**

[36] Please select the things you have done in the past week.

Use YouTube	**80%**
Use TikTok	**54**
Watch live broadcast or cable TV	**47**
Listen to podcasts	**34**
Use WhatsApp	**32**
Watch Spanish language television	**31**
Watch Fox News	**31**
Use X, formerly Twitter	**31**
Use Reddit	**25**
Listen to Spanish language radio	**22**
Watch news videos or use news websites from your or your parents' home country	**22**
None of these	**2**

[37] What is the last year of school that you completed?

Did not complete high school	**3%**
High school graduate	**35**
Trade/technical/vocational/associate's degree/some college	**35**
College graduate	**21**
Graduate school	**7**

[38] Were you born on the United States mainland, on the island of Puerto Rico, or in another country?

United States	**85%**
Puerto Rico	**5**
Another country (please specify)	**9**
Don't know	**0**

[39] In what year did you move to the US mainland? *(N=232)*

Average	**1988**

[40] Were either of your parents born on the island of Puerto Rico or in another country? *(N=1,378)*

Yes, Puerto Rico	**11%**
Yes, another country	**30**
Yes, both Puerto Rico and another country	**3**
No, both parents born on the mainland	**51**
Don't know	**5**

[41] When it comes to income, which of the following best describes you and your family?

Working class	**40%**
Middle class	**36**
Poor	**13**
Upper middle class	**8**
Wealthy	**2**
Don't know	**1**

[42]   What is your current household income?

$25,000 - $50,000	**28%**
$50,001 - $75,000	**22**
Under $25,000	**20**
$75,001 - $100,000	**14**
$100,001 - $150,000	**9**
More than $150,000	**6**
Don't know	**1**

[43]   What is your gender?

Male	**47%**
Female	**52**
Other	**0**