1ST 100 DAYS POLL OF HISPANIC VOTERS

UNIDOSUS

LULAC

CLIMATE POWER EN ACCIÓN

COLORADO LATINO AGENDA

April 28, 2025

About the Survey

- Total N=1,002 Latino registered voters
  - Margin of error +/- 3.1%
  - N=150 per: California, Florida, Texas
  - N=100 per: Arizona, Colorado
- Field Dates: April 11-19, 2025
- English or Spanish, according to preference
- Mixed mode: live phones, text invites, online panels
- Bipartisan pollster team BSP Research and Shaw & Co.

BSP research

SHAW & Company research

Key Findings

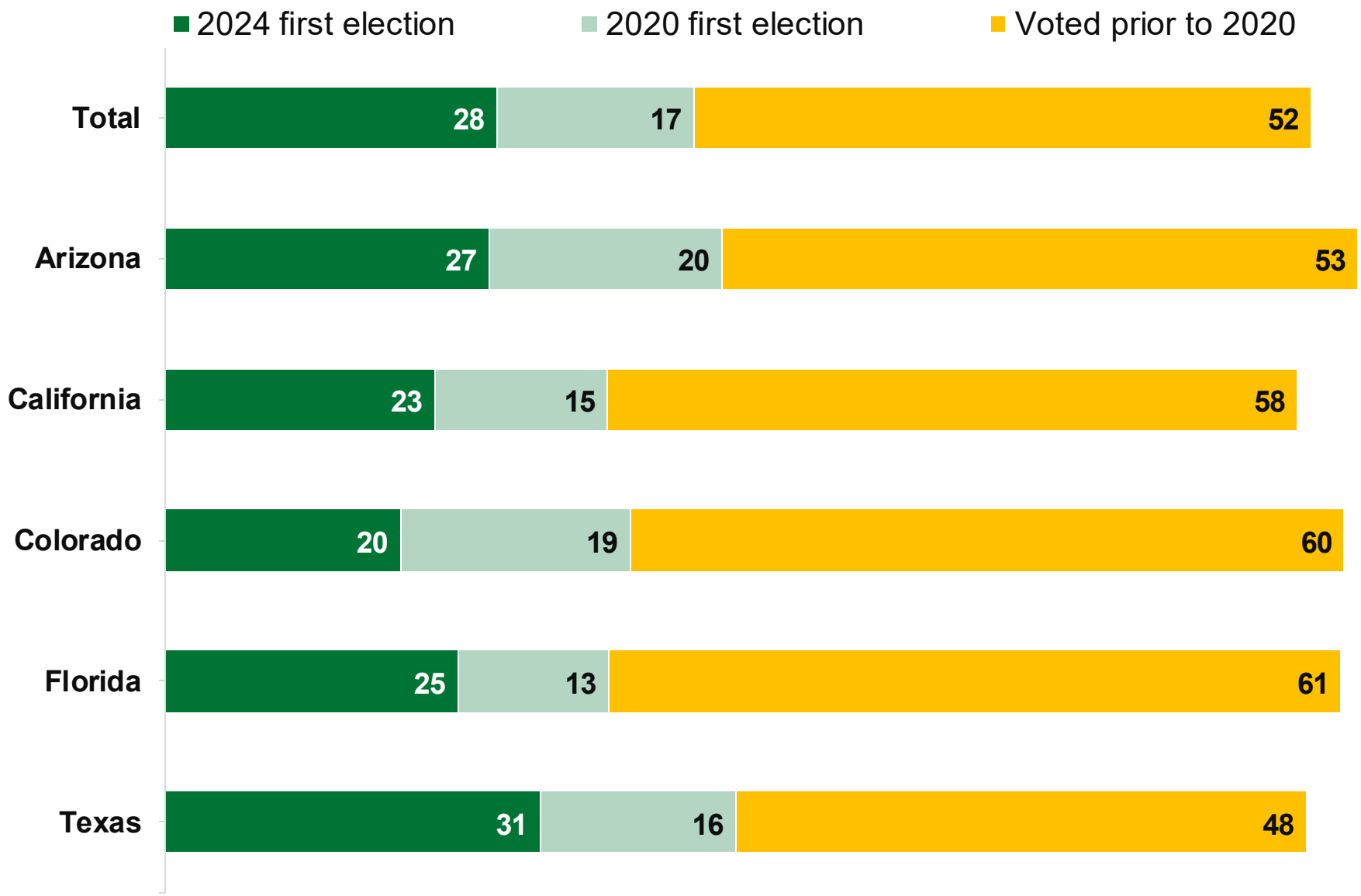
1. **Evaluations of the economy dominate Latino political views.**
   - Latinos think the economy is bad and worry it is getting worse.
   - Trump receives most of the blame/credit for the economy.

2. Partisan predispositions are the dominant force behind attitudes towards Trump's main policy initiatives: Republicans support them, Democrats oppose them.
   - However, the data indicate that Latino Trump voters are not all on board with some of the president's policies. Latino support for many policies lags Trump's vote by 7-10 points.
   - On the other hand, the data do not show that they have embraced the Democrats' positions on these policies. Instead, opposition numbers mostly match Harris's 2024 vote.

3. The clear exception is on immigration, where Latinos continue to support a path to citizenship, and oppose mass deportations by greater than a 3:1 margin.

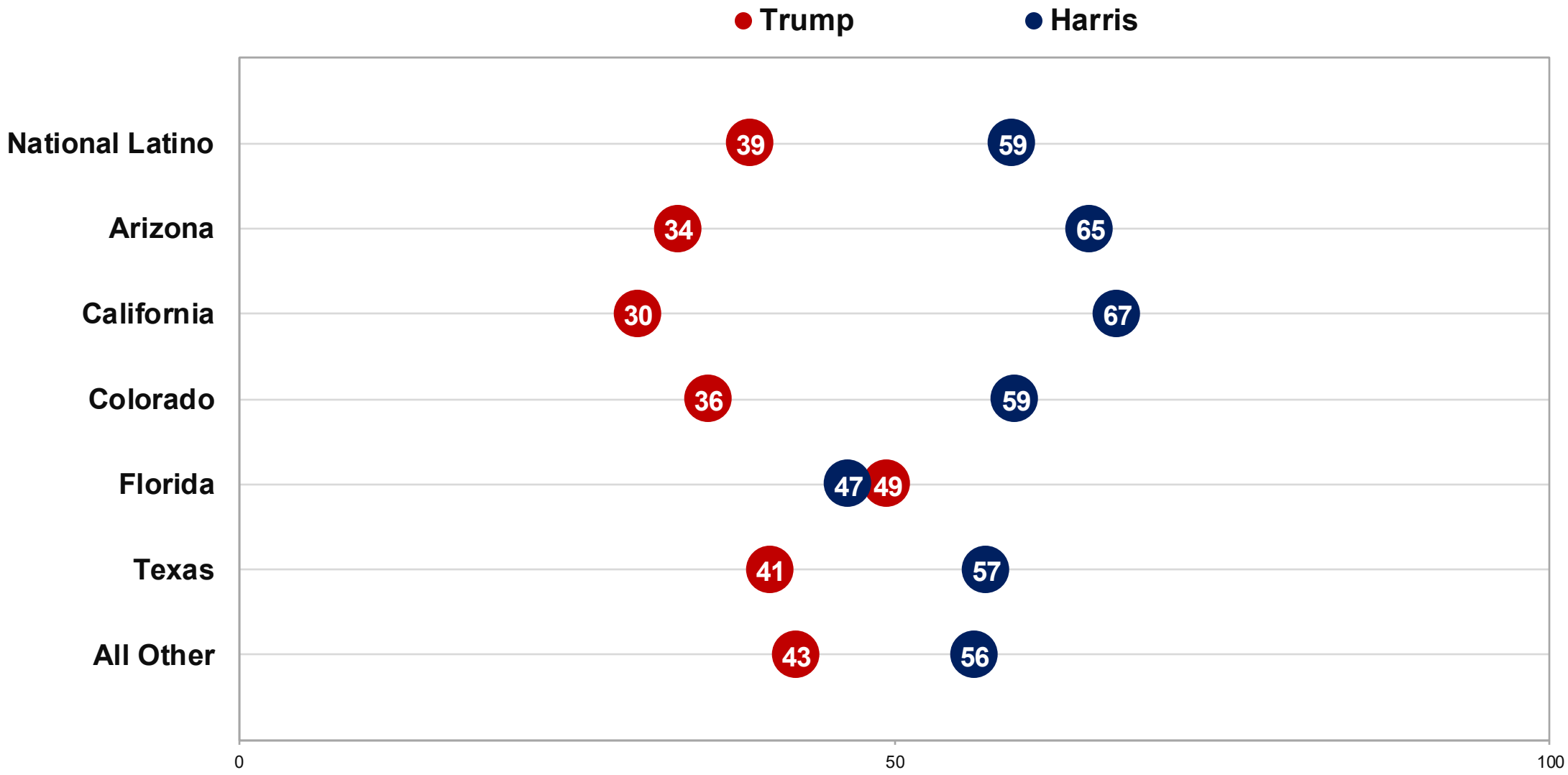
SETTING THE STAGE: 2024 IN REVIEW

When did you first cast a vote in a general election?



April 11-20, 2025 N=1,002 (+/-3.1%)

Who did you vote for in the 2024 Presidential election?



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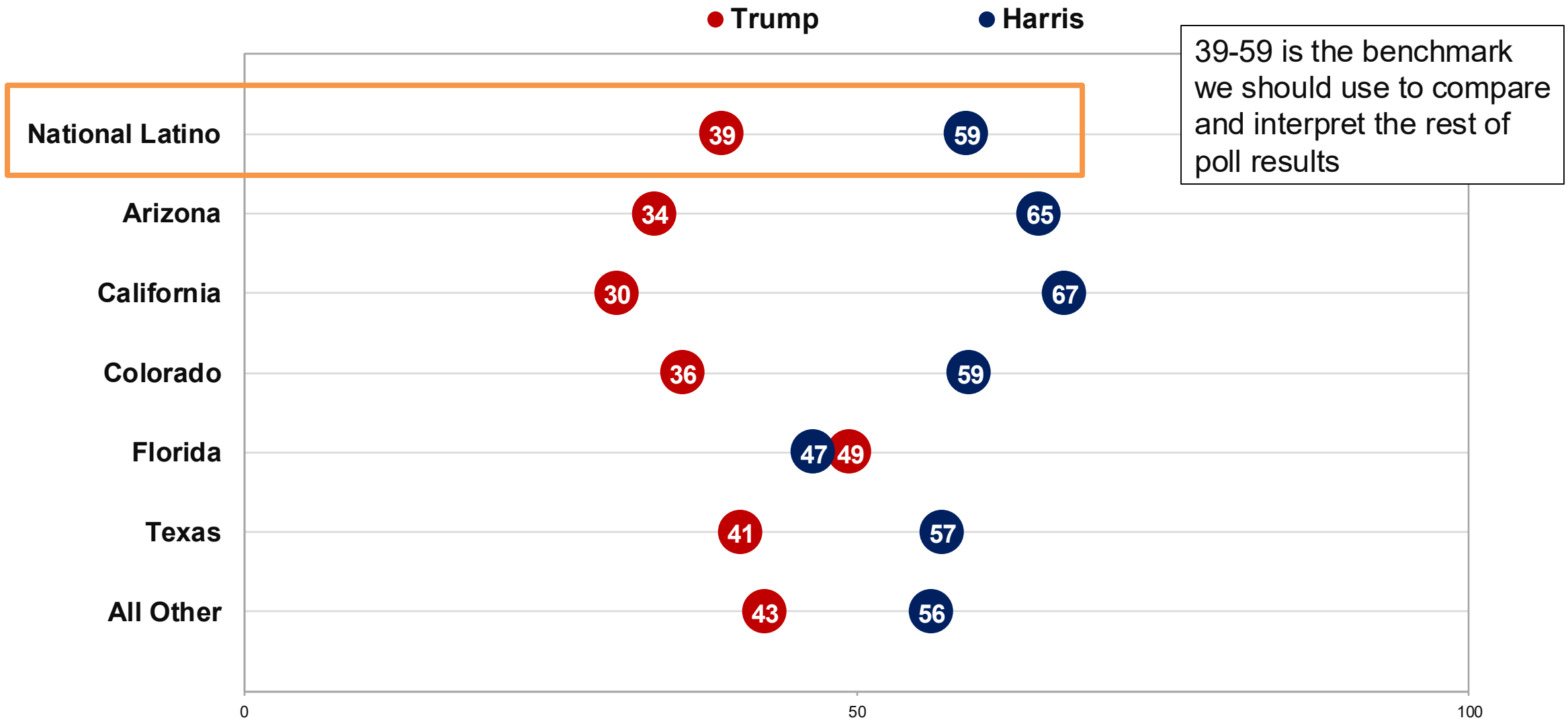

39-59 is the benchmark we should use to compare and interpret the rest of poll results

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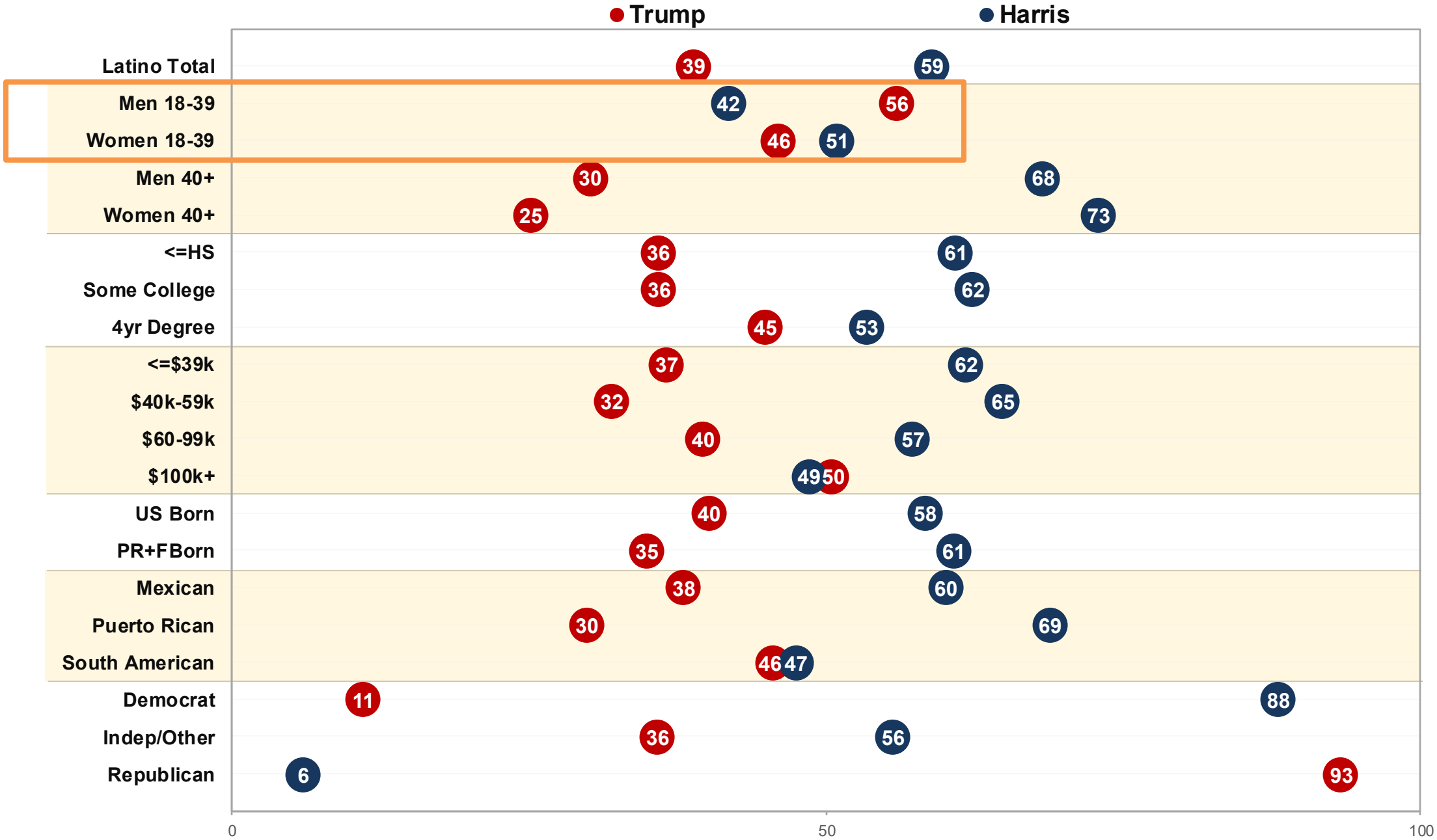

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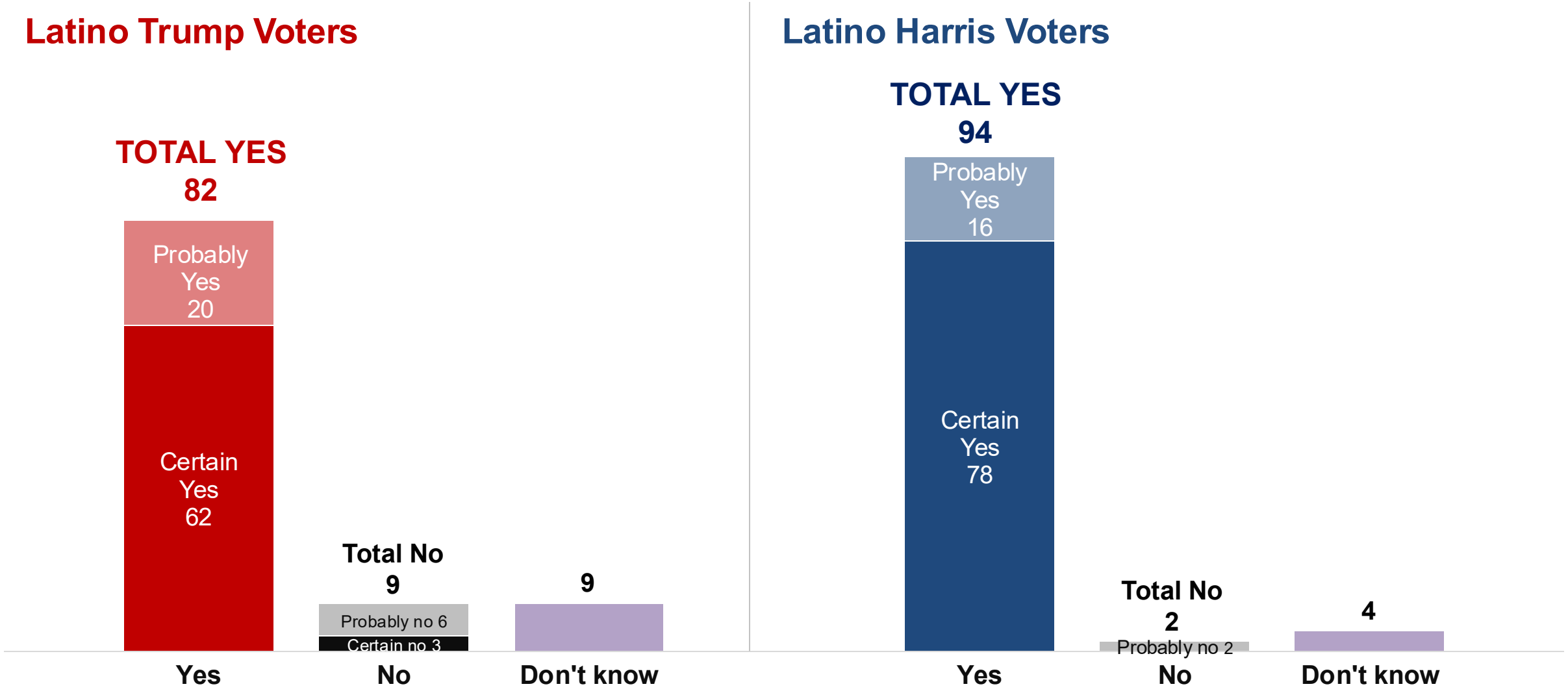
If you had to do it over again, would you still vote for [President Trump/Vice President Harris]?



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CURRENT EVALUATIONS OF GOVERNMENT

BSP research

SHAW & Company research

Generally speaking, do you think things in the United States TODAY are going in the right direction, or the wrong direction?

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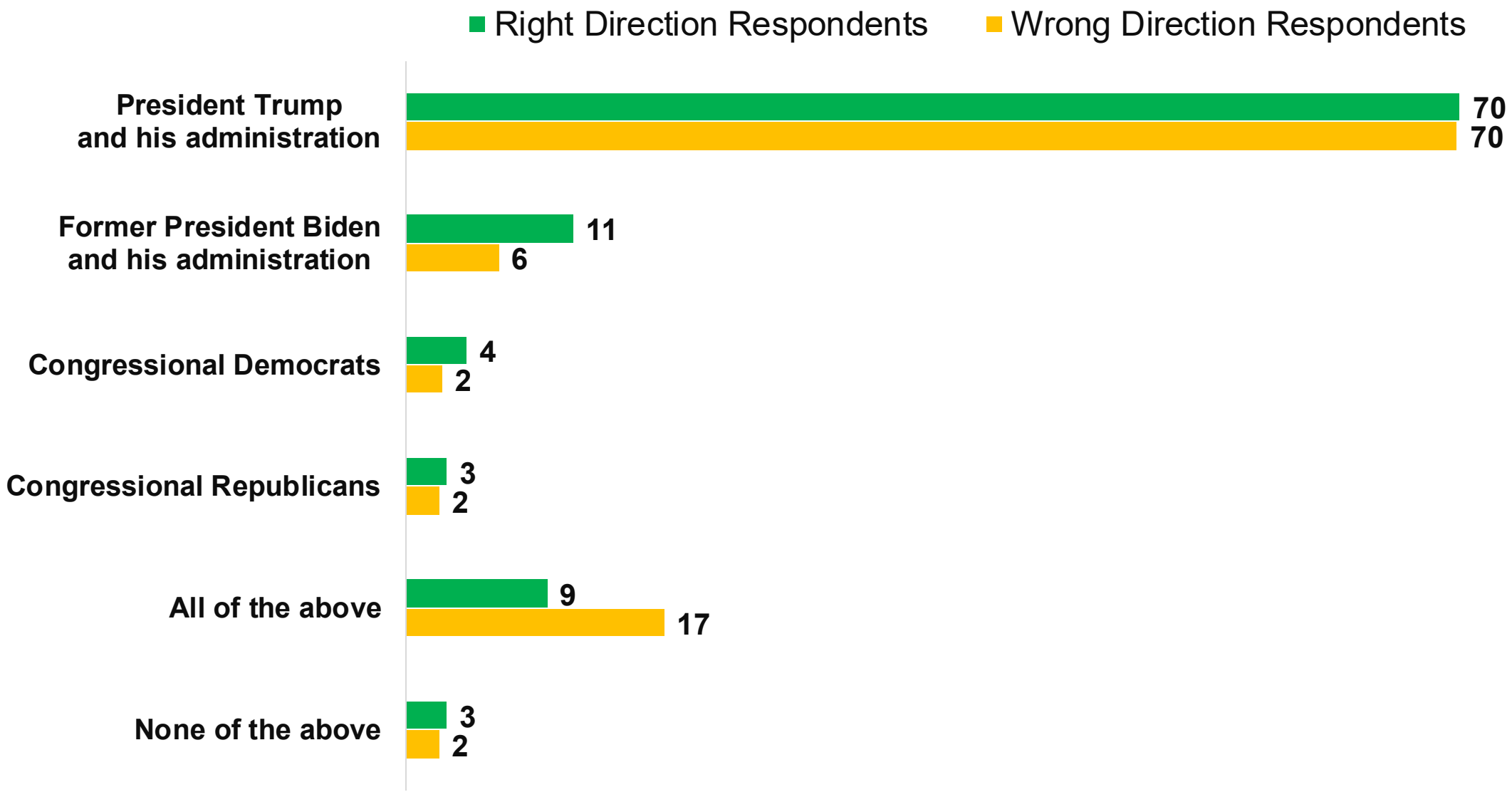
Who do you believe is MOST responsible for the direction of the country?



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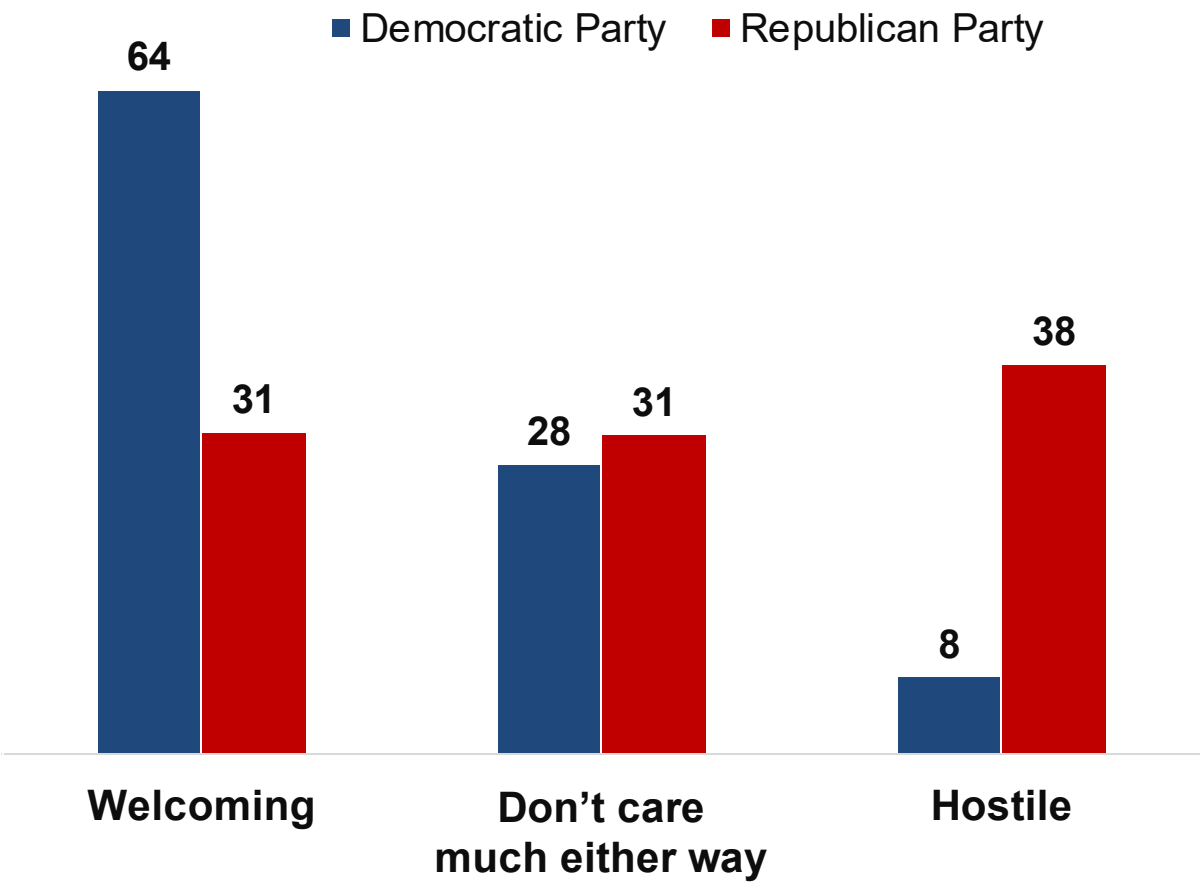
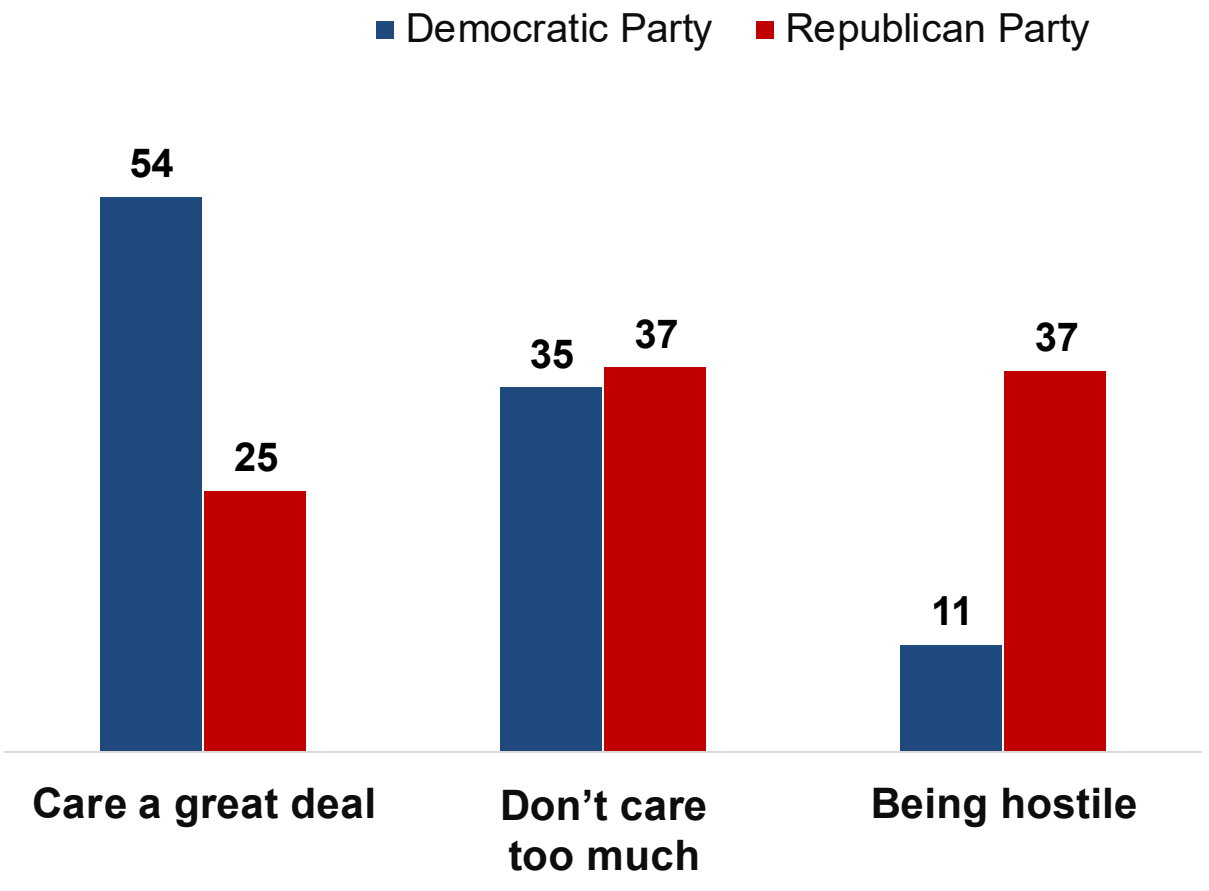
How would you describe the [Democratic/Republican] Party's attitude towards Latinos? Would you say that the [Democratic/Republican] Party is:

Split Sample A



How would you describe the [Democratic/Republican] Party's attitude towards Latinos? Would you say that the [Democratic/Republican] Party:

Split Sample B



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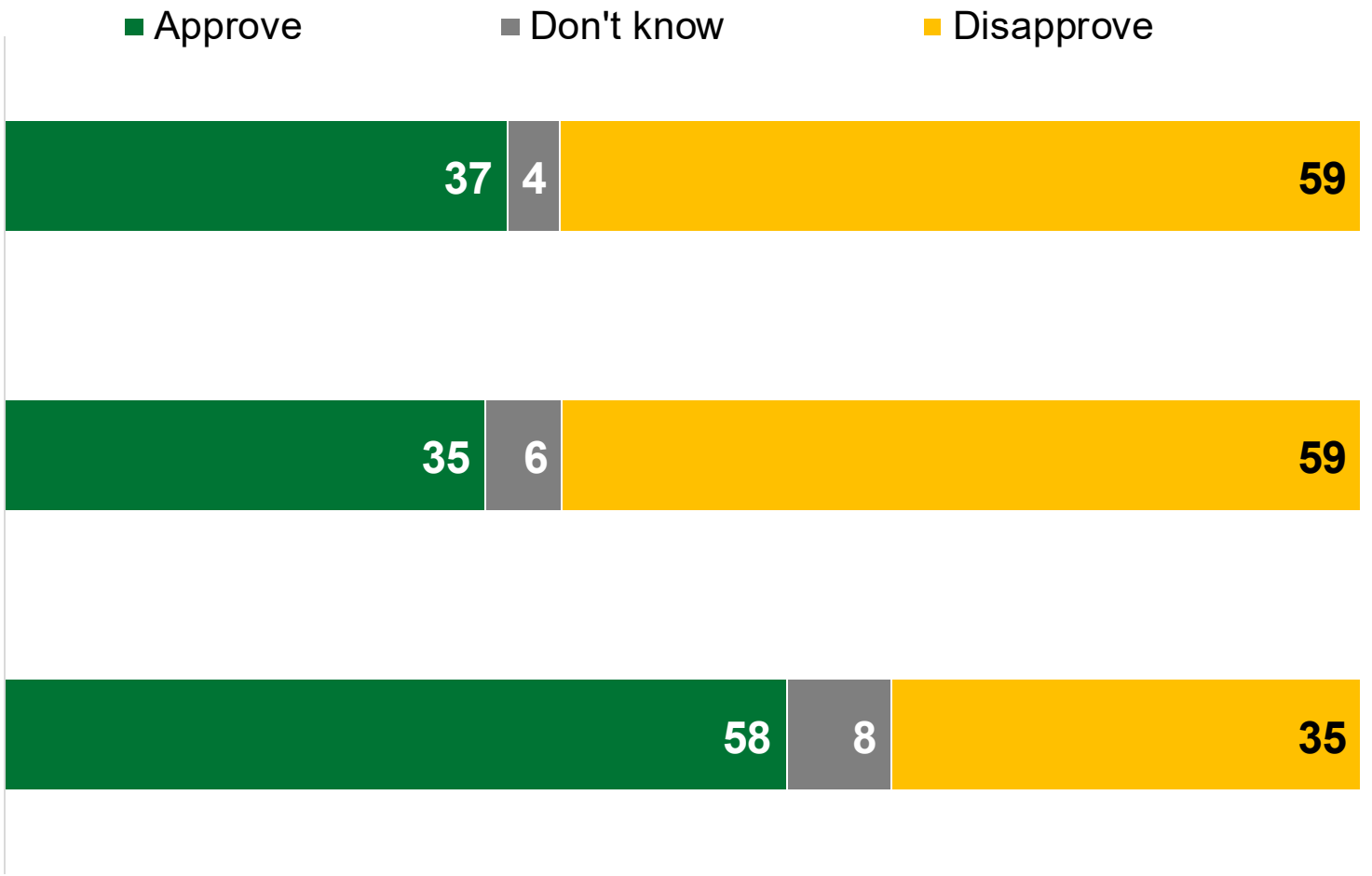
Presidential Approval, Republicans in Congress Approval, and Democrats in Congress Approval



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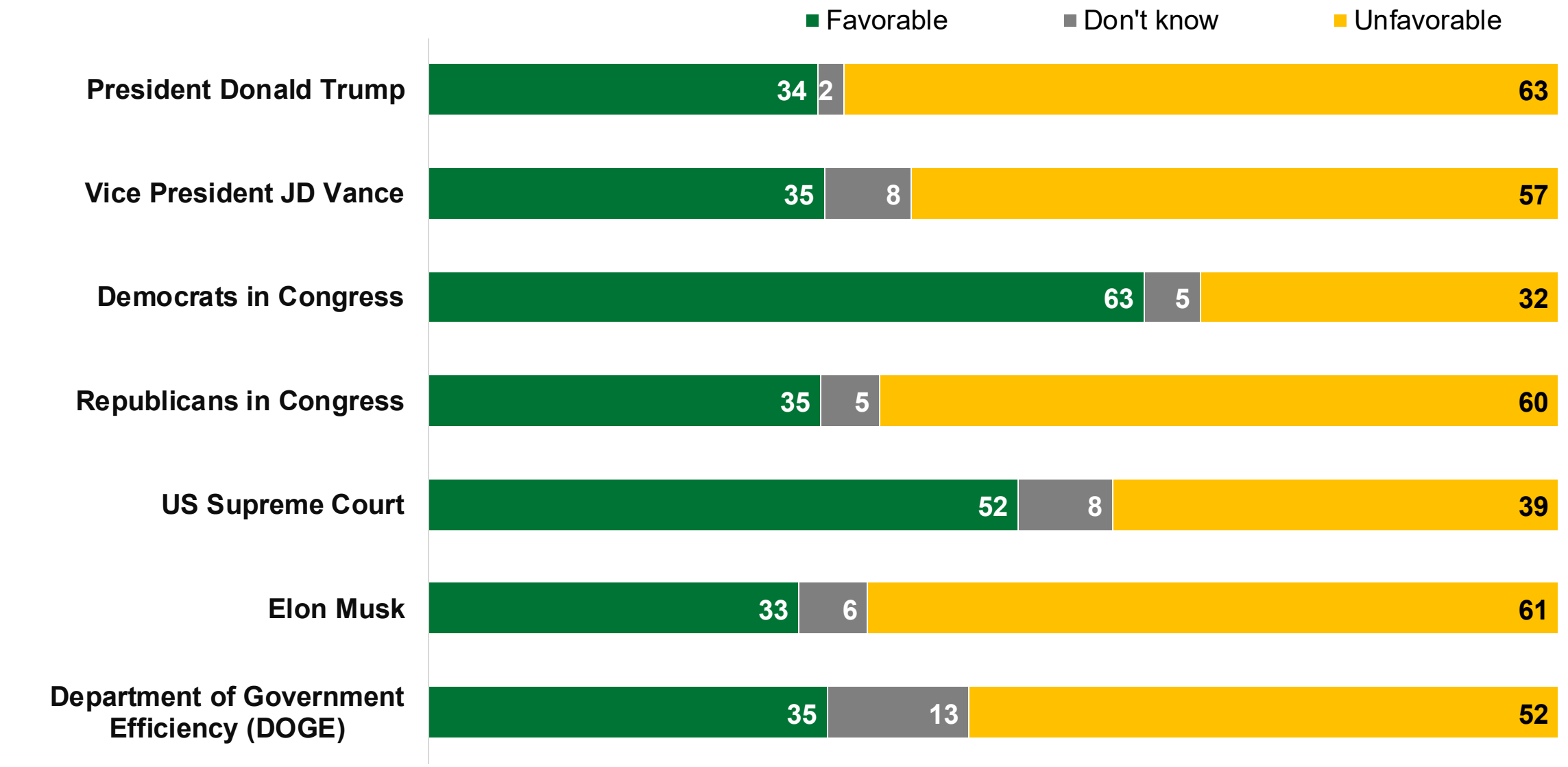
For each of the following, please indicate whether you feel favorably or unfavorably towards the person or institution.



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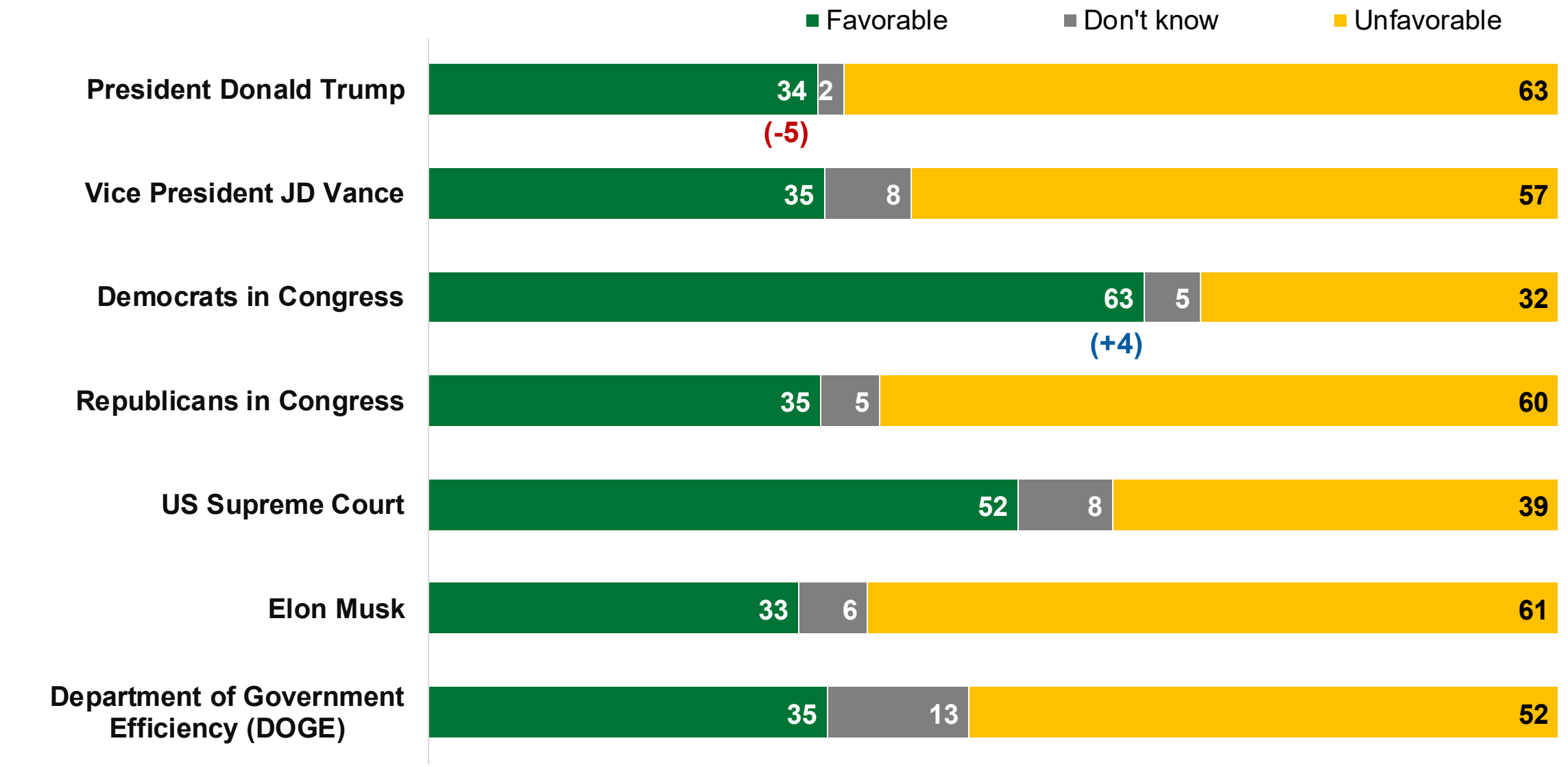

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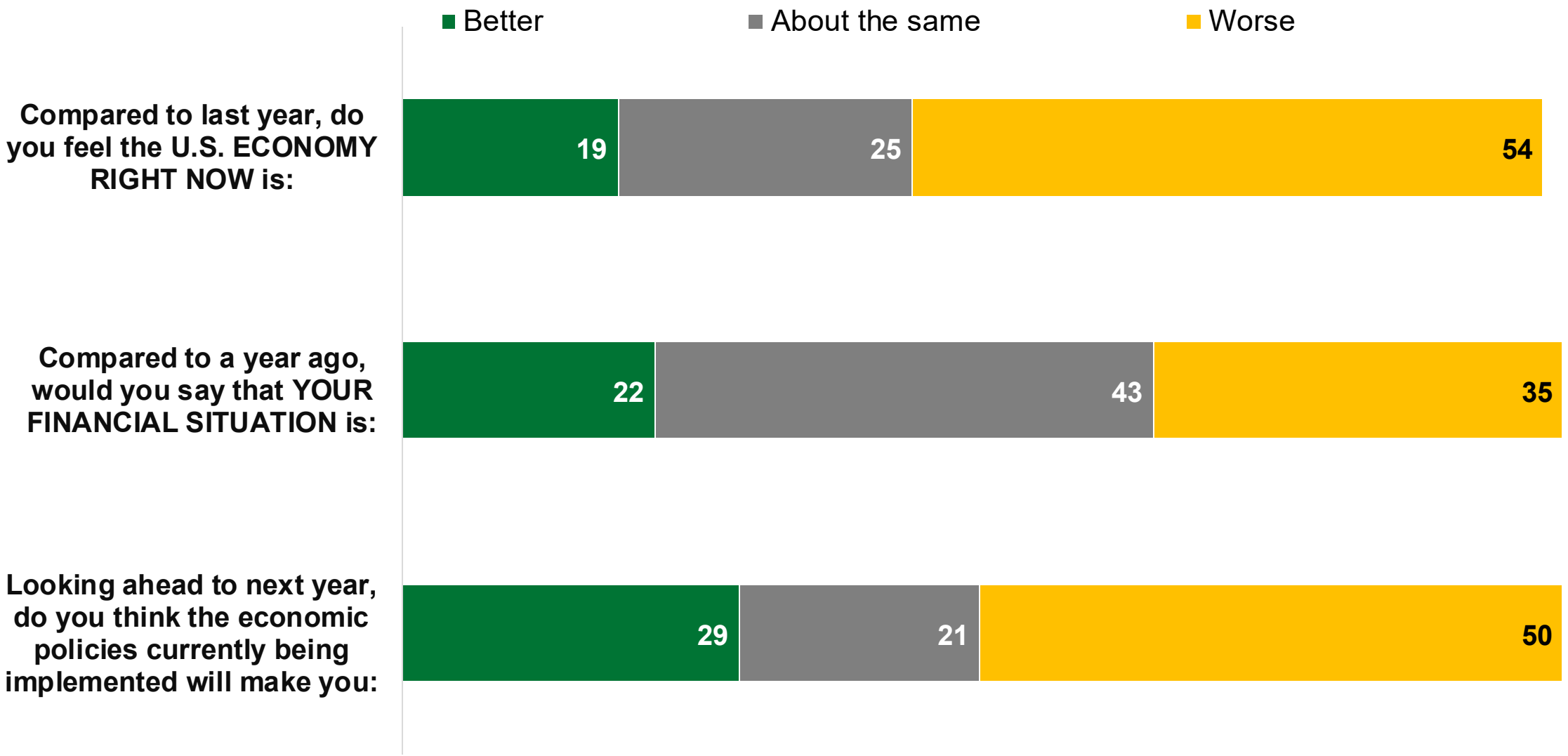
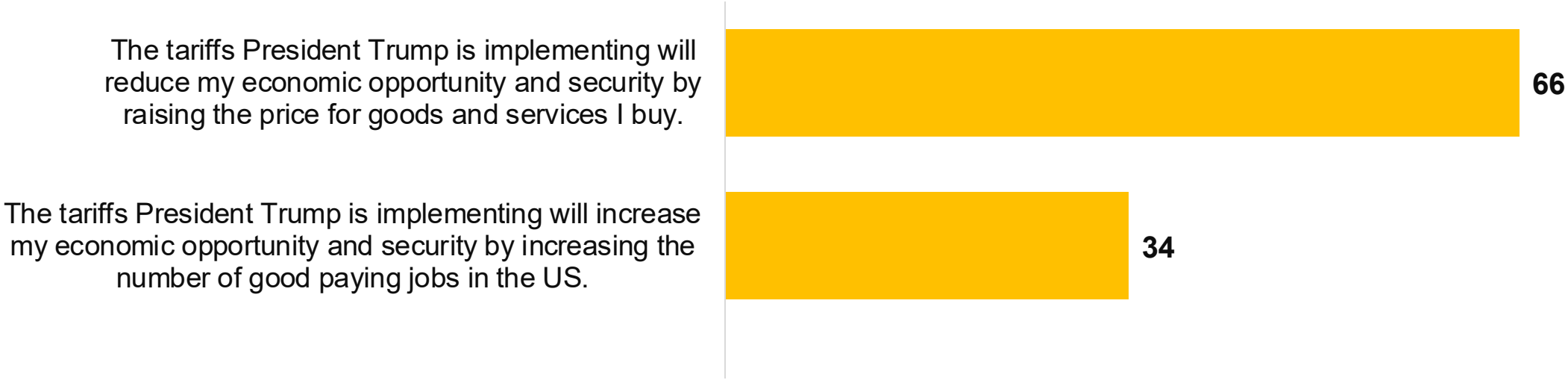
Evaluations of U.S. Economy, Personal Financial Situation, and Personal Economic Outlook



April 11-20, 2025 N=1,002 (+/-3.1%)

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



Recent announcements that the US would place tariffs on goods coming from other countries has angered many trading partners/countries with which we trade, who have pledged to retaliate. Which comes closer to your view?

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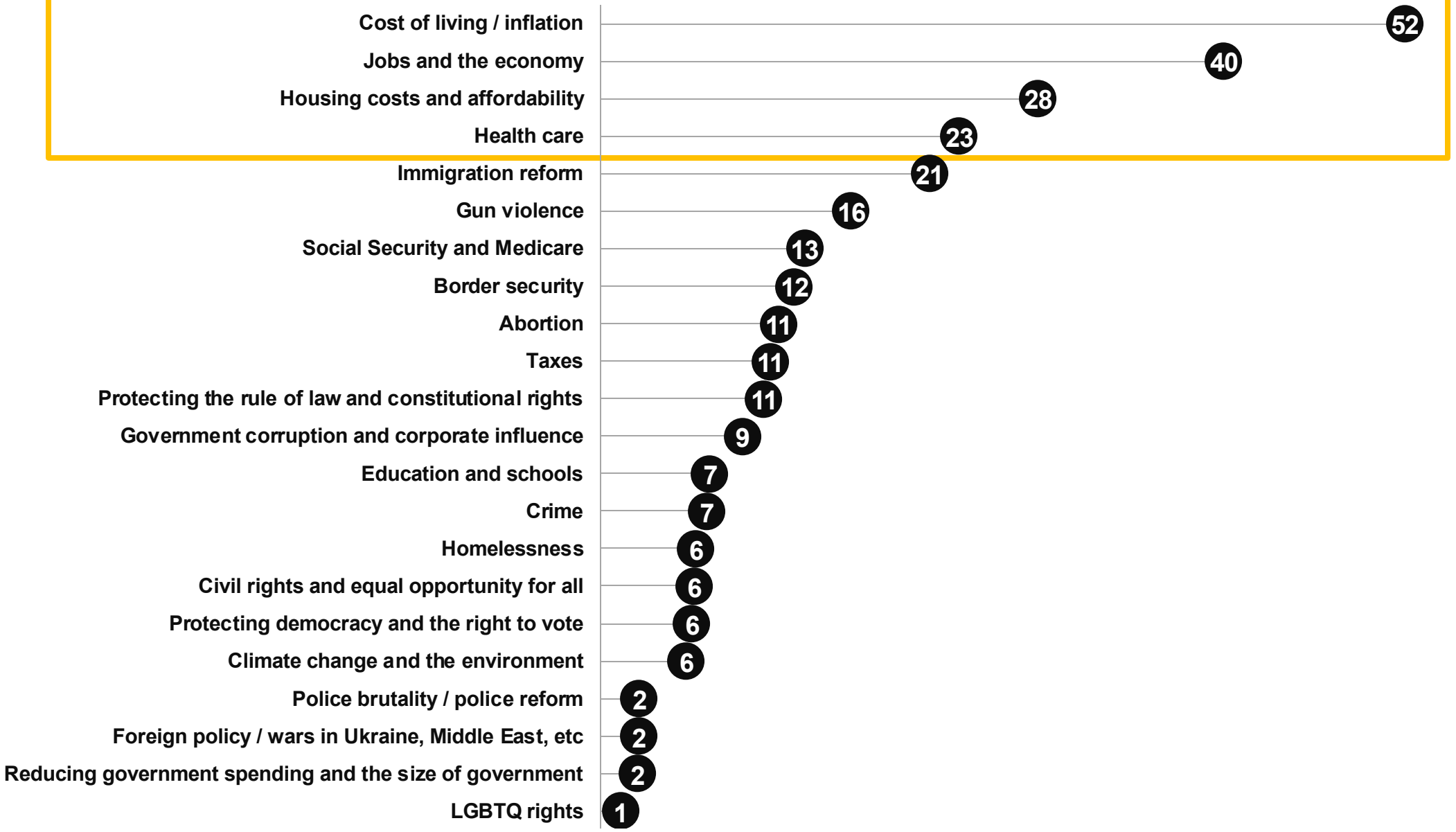
ISSUE PRIORITIES

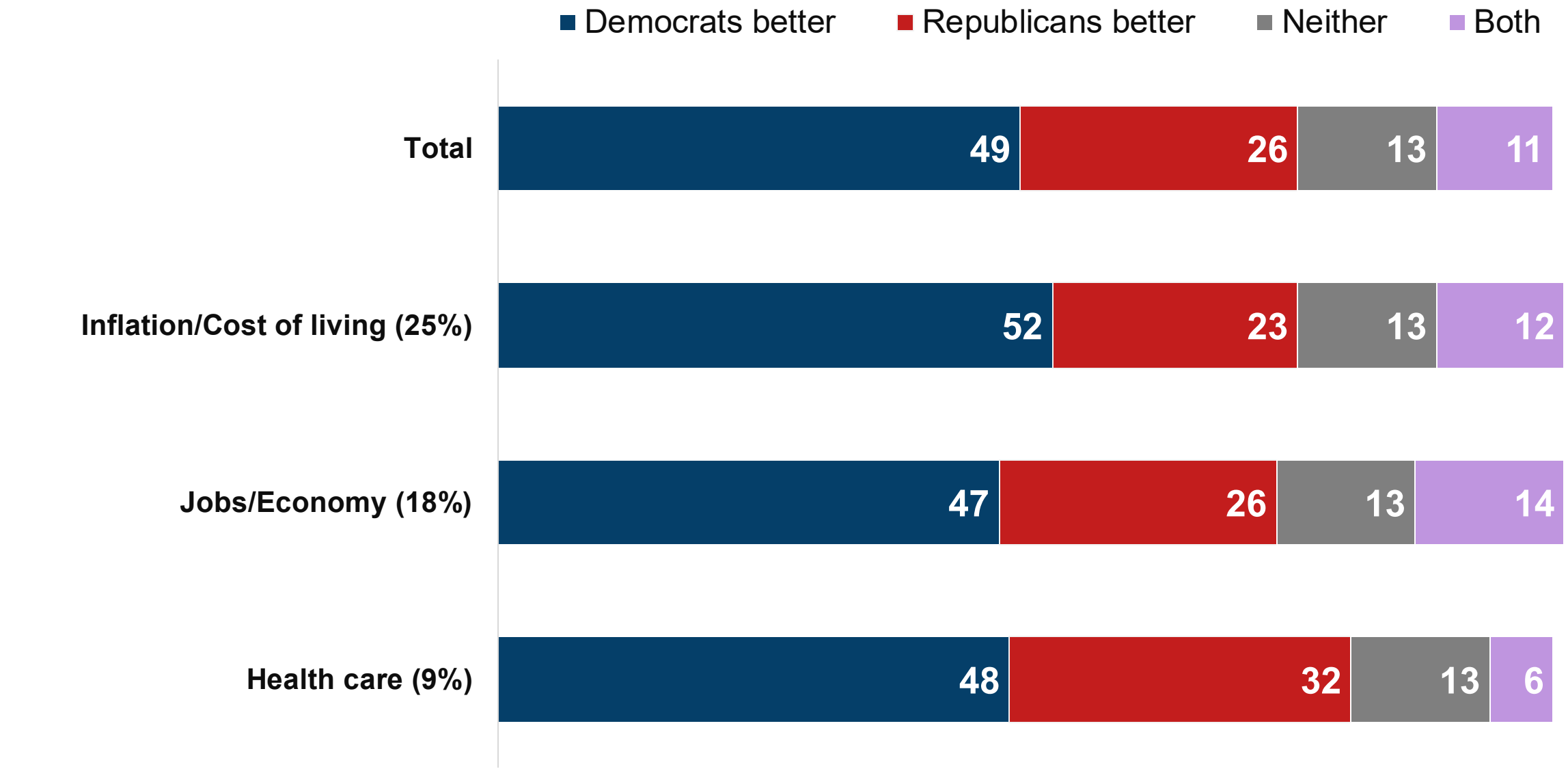
What are the most important issues that elected officials should address?

TOTAL ranked 1, 2, or 3 illustrated (Rank up to three. Sorted highest to lowest)



April 11-20, 2025 N=1,002 (+/-3.1%)

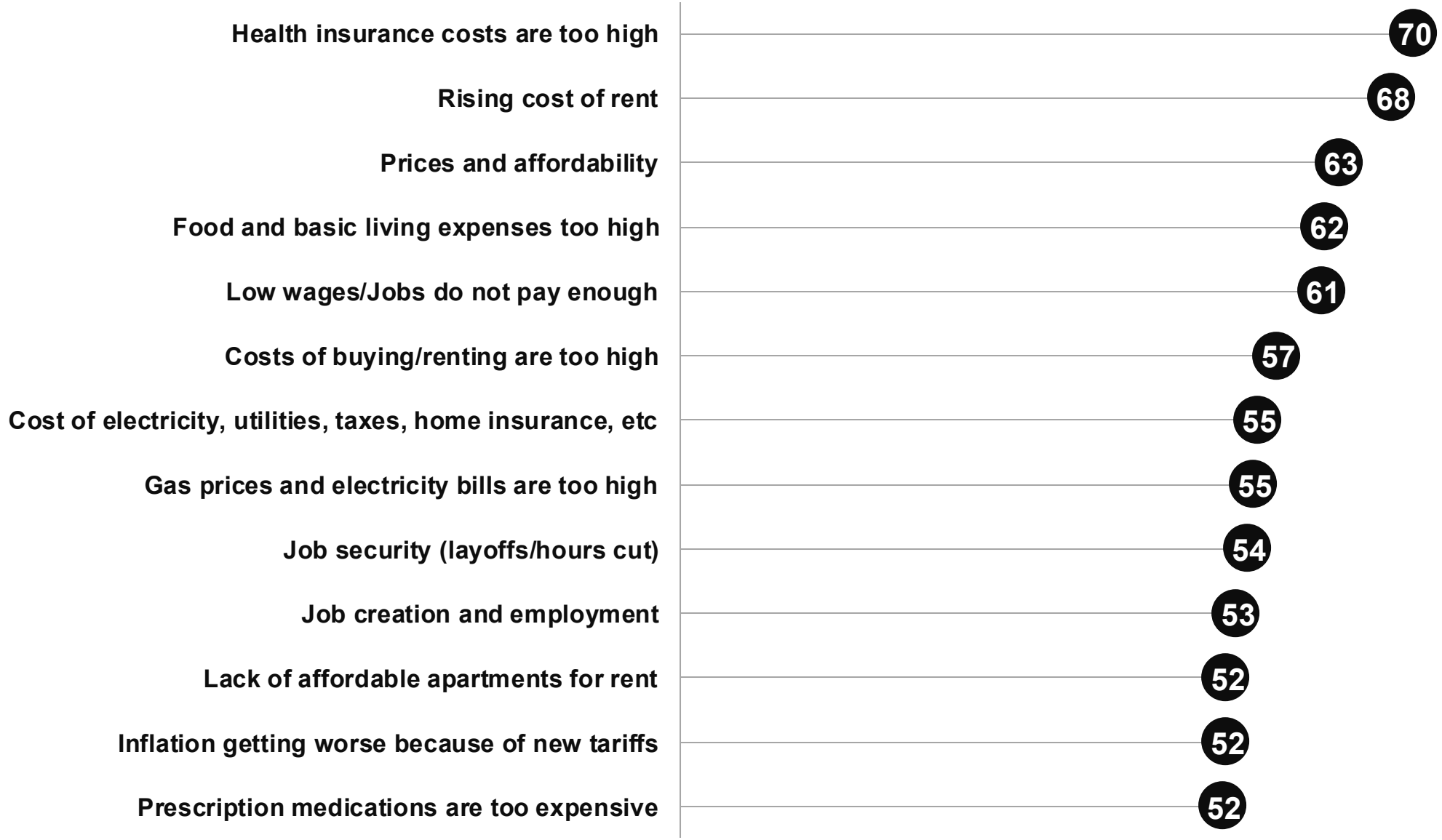
Which party would be best at addressing [issue respondent cited as top concern/priority]?



April 11-20, 2025 N=1,002 (+/-3.1%)

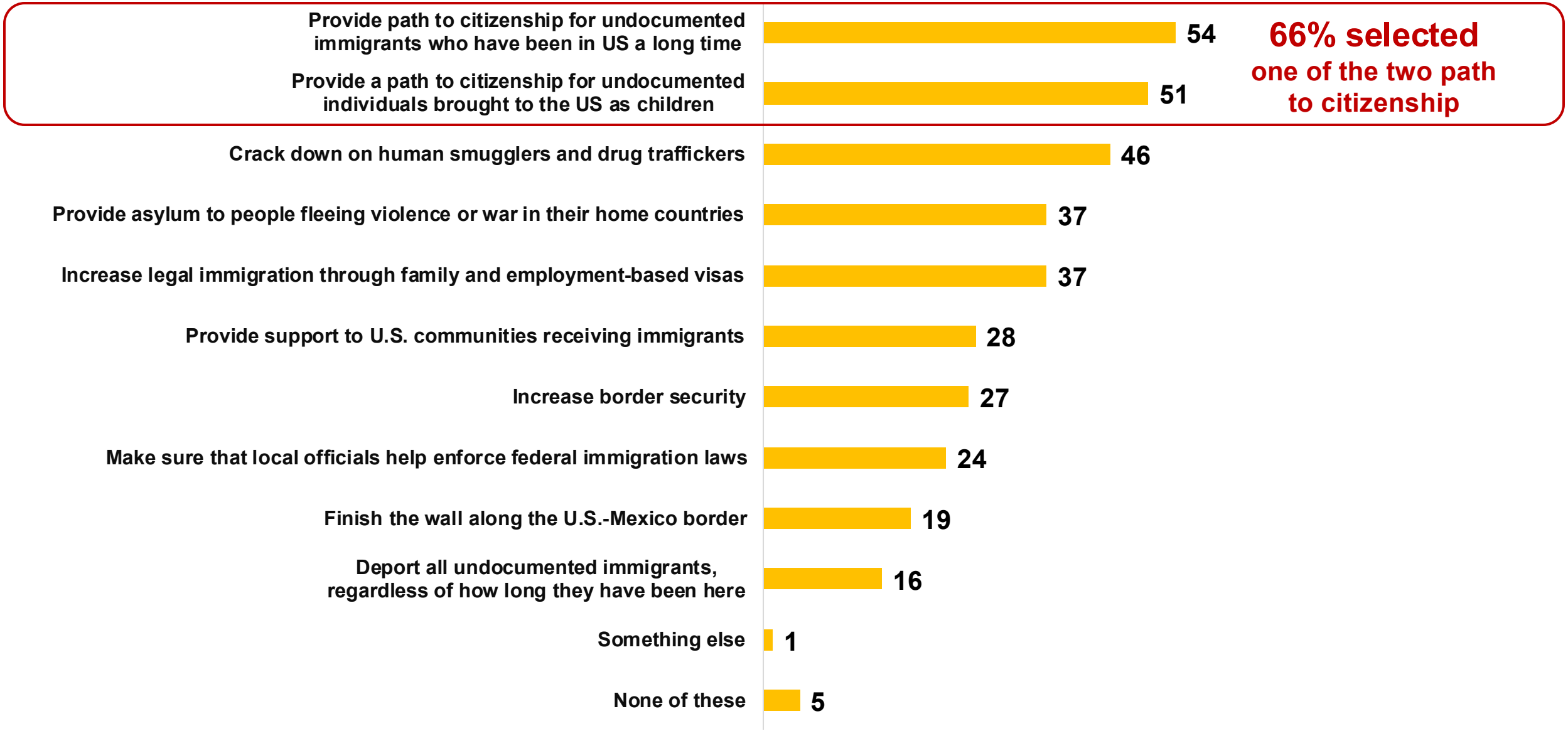
Which of the following are important issues that elected officials should address?

(Select all that apply. Results for issues with over 50% yes responses)



April 11-20, 2025 N=1,002 (+/-3.1%)

Thinking about THE US IMMIGRATION SYSTEM, which of the following do you think are the most important issues that elected officials should address? (all that apply)



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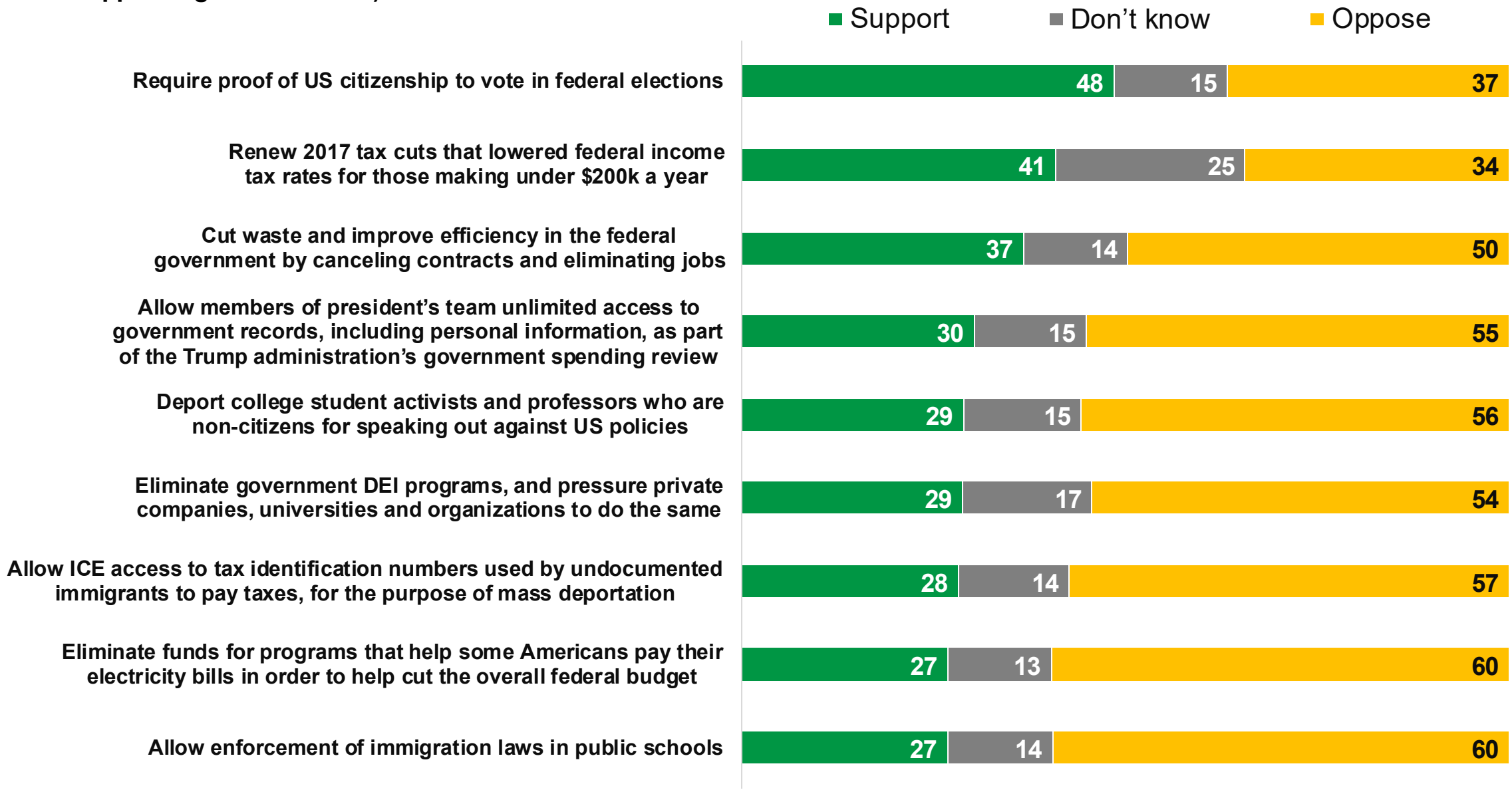
OPINIONS ON TRUMP PROPOSALS

BSP research

SHAW & Company research

Would you support or oppose the following federal policies?
(sorted support highest to lowest)



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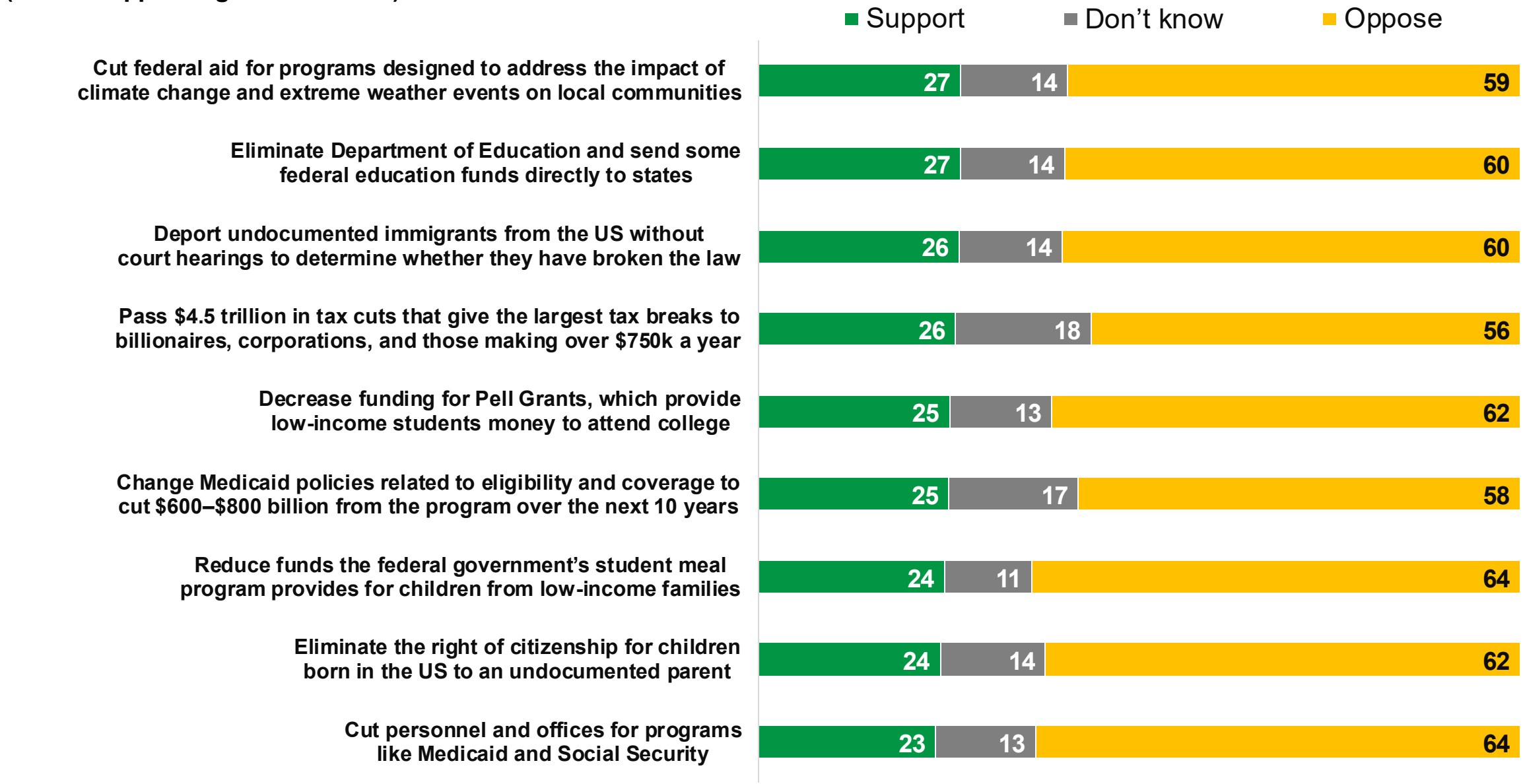

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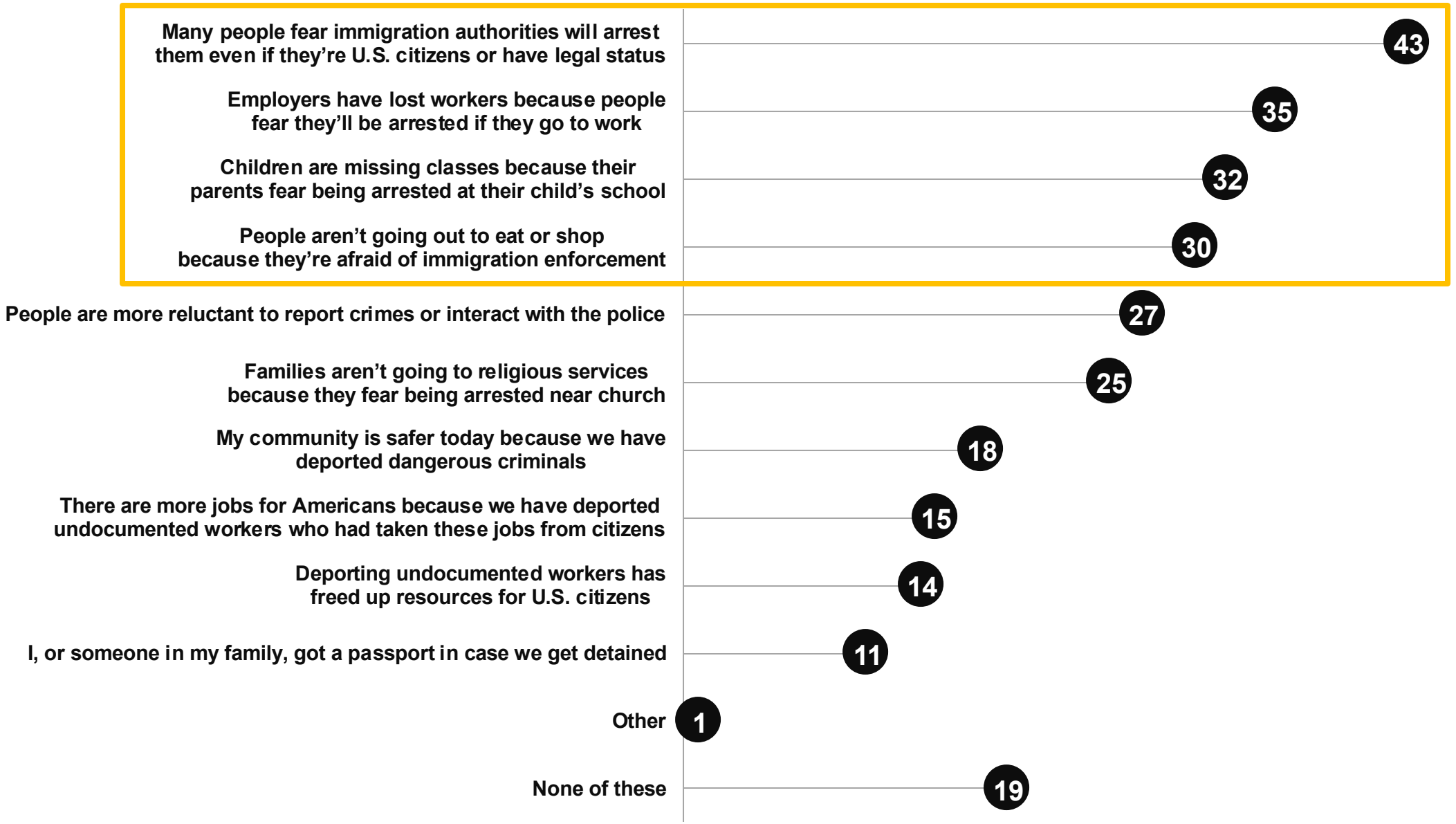
Thinking of recent immigration policies and actions, do any of the following apply to you or your community? (all that apply)



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If you had to choose, which of the following two statements comes closer to your view?

It's important to deport dangerous criminals, but President Trump and Congressional Republicans should not target long-residing undocumented immigrants without criminal records. **Lawmakers should focus on removing immigrants who pose legitimate safety and security threats to our communities.**

78

President Trump and Congressional Republicans should follow through on his promise to deport ALL undocumented immigrants. Even immigrants who have no criminal records and have been working and living here a long time should not be allowed to stay.

22

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FLORIDA

82% Focus on safety and security threats

18% Deport all

TEXAS

83% Focus on safety and security threats

17% Deport all

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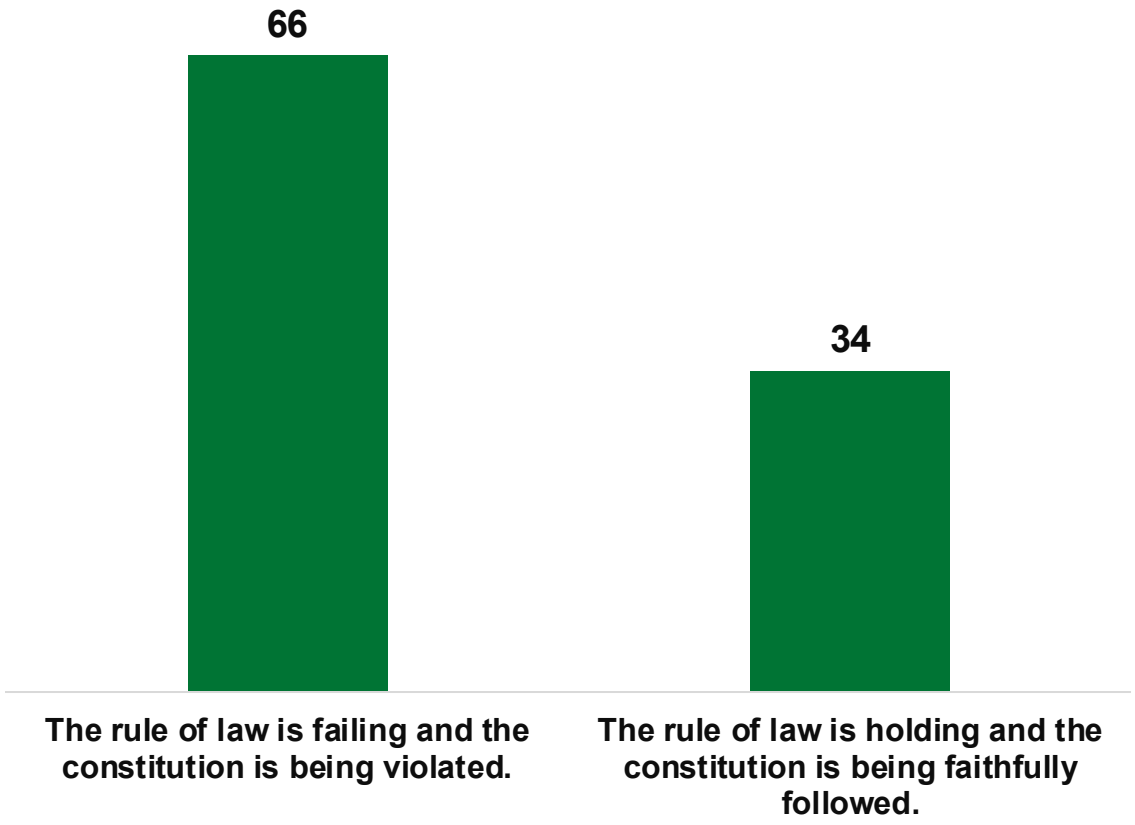
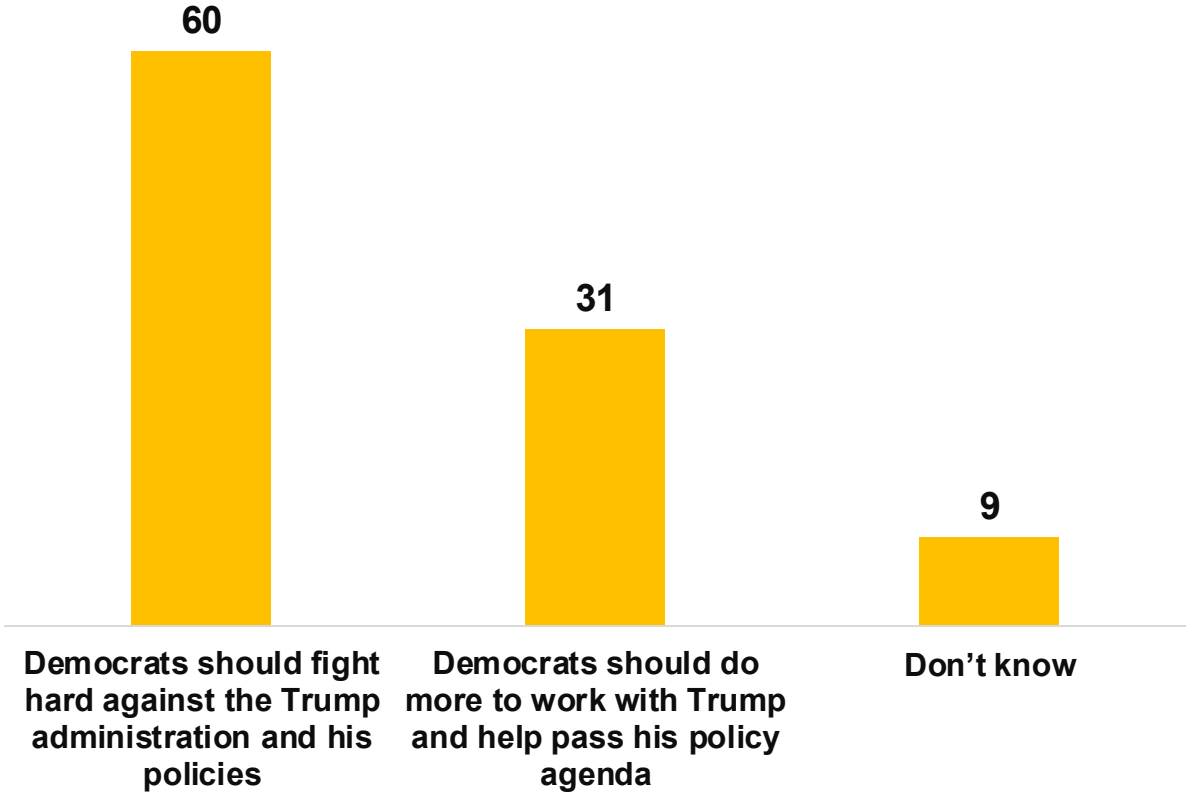
Which of the following comes closer to your view about the current political environment, even if neither is exactly right?



When it comes to the actions of Democratic members of Congress, which comes closest to your views of how they should respond to the Trump Administration?



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