

2024 Latino Voters Survey

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INTRODUCTION

Survey and election data show that Latino voters contributed to President Donald J. Trump's 2024 victory in sufficient numbers to suggest a shift away from longstanding allegiances to the Democratic Party, and the move appeared to be driven by Latino males. As in past elections going back decades, turnout among Latinos eligible to vote appeared to again lag far behind that of other major racial and ethnic groups.

Three questions stand out among the many that will be explored in the months and years to come as more data of various sorts becomes available:

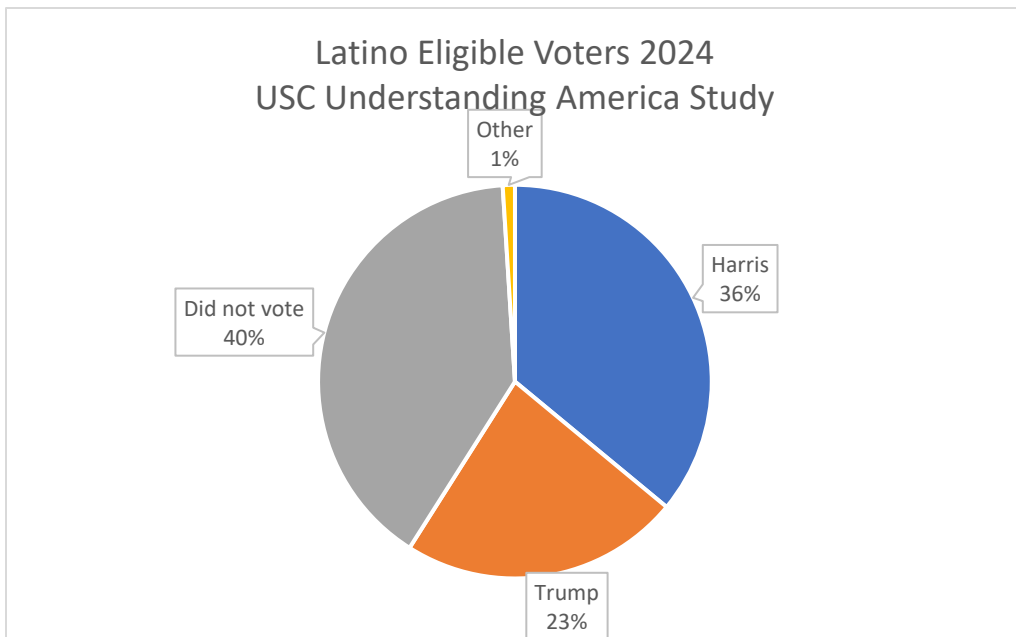
- How did Latinos who voted for Trump differ from those who chose Vice President Kamala Harris?
- What were the dimensions of the gender gap among Latino voters?
- Who were the eligible Latinos who chose not to vote in the 2024 presidential election?

To answer these questions a team of researchers at the University of Southern California turned to the [Understanding America Study](#) (UAS), a large internet panel survey operated by the USC Center for Economic and Social Research which has conducted more than 700 surveys with the panel over the past decade. In the [2016](#) and [2020](#) election cycles the UAS served as the data source for the USC Dornsife/ Los Angeles Times Presidential Election Daybreak Poll.

The UAS now has a nationally representative sample of about 15,000 individuals who are enrolled for several years at a time and respond to one or two online surveys a month. The UAS allowed data collection on substantial subsamples of Latino eligible voters. With multiple surveys underway continuously the study facilitated questioning the same respondents at several points in time. For this report we fielded questionnaires both before and after election day with samples of between 783 and 1,474 self-identified Latinos who were eligible voters, US citizens at least 18 years old. In addition, we were able to collect their responses to questions about their economic and personal well-being dating back as much as two years, and we benefited from copious data on employment, education and other characteristics as well as voting histories since 2016.

How Latinos voted for president in 2024				
	National Election Pool: Exit Polls	Associated Press: Vote Cast	UnidosUS: American Electorate Poll	USC: Understanding America Study
Harris	51	55	62	59
Trump	46	43	37	38

While exit polls and voting data are restricted to people who cast ballots, the Understanding America Study allowed us to examine a large but often ignored segment of the Latino electorate: the eligible voters who do not vote. In presidential elections going back to 2000, turnout among Latino eligible voters has averaged 20 points less than for White non-Hispanics, and preliminary data suggests this same pattern held in 2024. That would mean that nearly half of all Latino eligible voters exercised the option to not participate in a close election with enormous consequences. Indeed, Latino non-voters outnumbered those who were tallied in either the Harris or Trump columns. In this report we examine their characteristics and views, as well as their pre-election experiences with political campaigns. The only way to achieve a full view of Latino political engagement is to incorporate those many who do not participate.

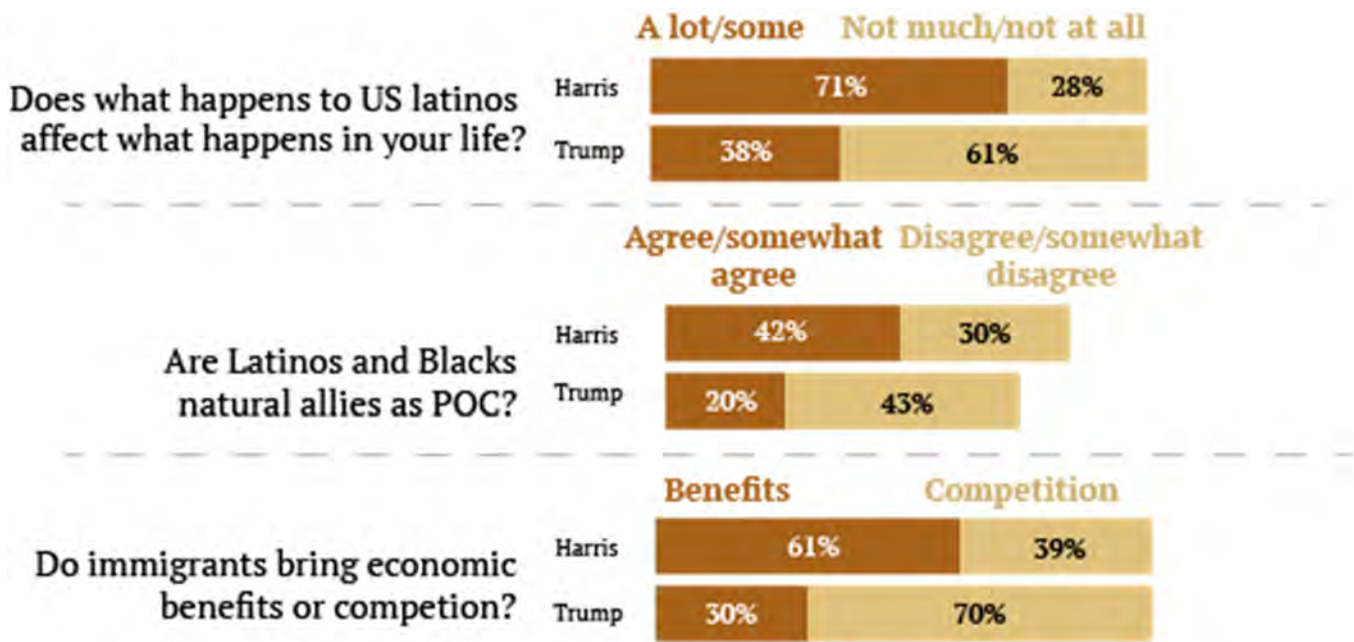


MAJOR FINDINGS

Harris vs Trump

Latinos who voted for Harris and Trump differ markedly in how they see their own identity as Latinos and how that identity relates to their political convictions. They also differ in their views on major immigration issues, especially the treatment of the most recently arrived.

The partisan divide evident in these findings challenges conceptions of Latinos as an identity group that shares generous views on immigration. While most Latino eligible voters do hold conventional views on group solidarity and openness to migrants, the 2024 election revealed a share of the electorate that not only disagrees vehemently but is motivated to vote on its convictions.

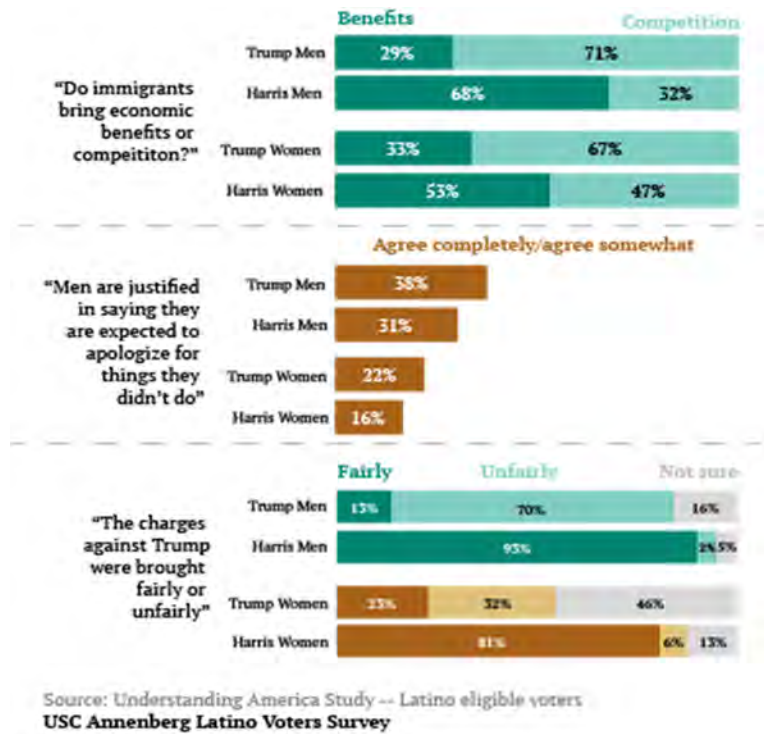


Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

The sharply contrasting views presented by Trump and Harris voters on matters of identity and immigration among other subjects also challenges explanations of Trump's gains among Latinos as a matter of one-off circumstances such as inflation. Indeed, survey questions on economic anxieties show Trump and Harris voters about equally upset by conditions in the year leading up to the election. The results reported here suggest significant polarization among Latino voters in the 2024 election, particularly regarding fundamental aspects of political identity.

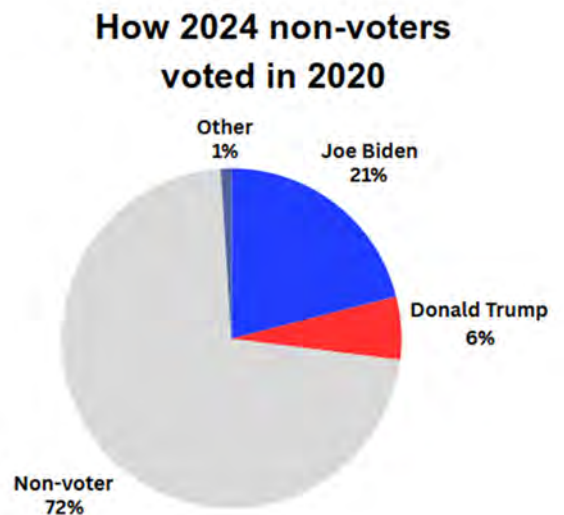
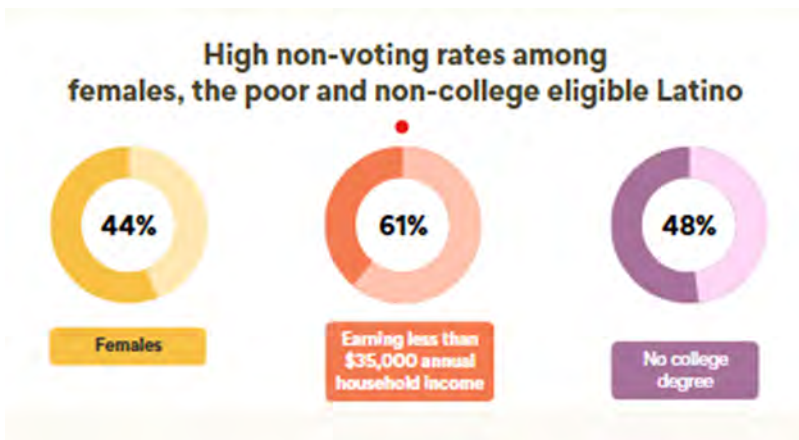
The Latino Gender Gap

Multiple surveys show that Trump garnered more support from Latino males than females. The most pronounced differences by gender in our survey data were on perceptions of male roles in society and attitudes towards Trump himself. Males also tended to take more restrictionist positions on immigration policy. Male Trump voters were in a singular category on several matters. On a number of other matters, such as Latino identity and race relations, partisan differences outweighed contrasts by gender.



Latino Non-Voters

Latino eligible voters who did not cast a ballot in the presidential election expressed views more closely aligned to Harris voters than to those of Trump voters on a wide range of topics. Indeed, one-fifth (21%) of Latino non-voters in 2024 reported that they had voted for Biden in 2020 compared to one-twentieth (5%) who reported they had voted for Trump in the previous election. The majority of Latino non-voters, however, reported in various ways that they were fundamentally uninterested in politics and policy. Females comprised a disproportionate share of the disengaged Latino eligible voters with 44% of them sitting out the election compared to 37% of males.



ABOUT THE USC ANNENBERG LATINO VOTERS SURVEY

The Understanding America Study has a nationally representative sample of some 15,000 respondents who in various numbers respond to multiple surveys throughout the year. The findings presented here are drawn from three separate surveys conducted between October 2024 and February 2025, plus accumulated longitudinal data on respondents dating back to 2023 and base files on respondents gathered when they join the study panel. We drew samples of respondents who identified as Latinos and as US citizens which numbered from 783 to 1,474 individuals which were then weighted using standard survey methodology. All UAS respondents are at least 18 years old. Specific questionnaires were administered to Latino citizens, in both Spanish and English, before and after Election Day.

Support for this survey included an award from the USC Annenberg Dean's Faculty Research Fund.

Roberto Suro –Project Director: Professor Emeritus of Journalism and Public Policy at University of Southern California. Prior to joining the USC faculty in August 2007, he was founding director of the Pew Hispanic Center and cofounder of the Pew Research Center where he developed the methodology for the National Survey of Latinos (2001-2007). Suro worked as senior correspondent for Time Magazine, The New York Times and at The Washington Post. He is the author of several books, including *Strangers Among US: Latino Lives in a Changing America*, and several dozen book chapters, research reports and other publications related to Latinos and immigration.

José E. Múzquiz—Survey design and data analysis: A Ph.D. candidate in Political Science and International Relations at the University of Southern California, Múzquiz's research focuses on conservative Latinos, undocumented immigration to the United States, and borderlands history.

Nina Moothedath—Graphic design: A graduate student in Communication Data Science at the University of Southern California, where she previously earned a Bachelor of Arts in Journalism. Her work explores the intersection of data, media, and technology, leveraging analytical and storytelling skills to uncover and share meaningful insights.

Jill Darling--Survey Director for the Understanding America Study guided all phases of questionnaire and sample development. Darling was previously associate director of the Los Angeles Times Poll (later the Times/ Bloomberg Poll) and over the course of 20 years oversaw more than 400 surveys.

Bart Orriens—Managing IT Director for the Understanding America Study constructed the sampling weights for the Latino samples. Orriens is a specialist in design and implementation of large-scale data collection projects.

Additional data analysis: Sandra Barcenas Fuerte, Ph.D. student in Political Science and International Relations at the University of Southern California.

1--Harris Latinos and Trump Latinos

VOTING AS LATINOS

To what extent do Latinos view themselves as part of a collective identity with shared interests when they vote?

In these surveys Harris voters were much more likely to see themselves as Latinos in political terms than Trump voters. Asked how much their own lives were affected by what happens to the Latino population as a whole, Harris and Trump voters took opposite views. Harris voters overwhelmingly (71%) said that the fate of Latinos in general had “a lot” or “some” impact in their lives. In nearly equal measure (63%) Trump voters said the effect was “not much” or “not at all.”

Harris voters feel a common fate with other Latinos. Trump voters don't

How much do you think what happens to the Latino population as a whole affects what happens in your own life?



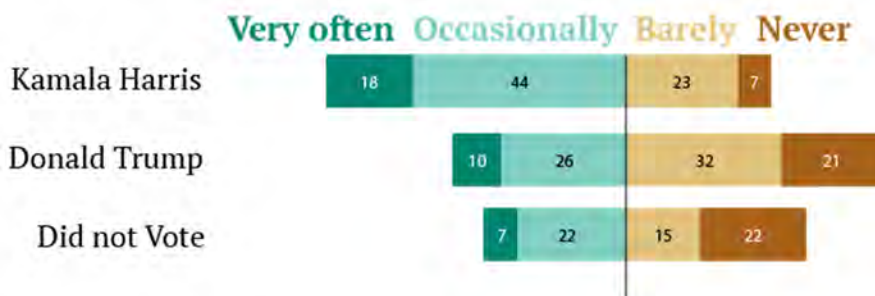
Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

Leaving aside partisan differences, the Latino electorate as a whole was lukewarm about the idea that the fate of the group was important in their lives. Only 18% of all Latino eligibles said the common fate mattered to them “a lot.” The most common response (43%) was that it mattered “some.” The expression of group solidarity was endorsed by a majority of the Latino electorate, but not a large majority (61%). That left a sizeable minority of 39% —not all of them Trump voters—who felt little or no connection to the Latino population as a whole.

A similar split was evident when the survey probed the extent to which Latino voters discussed how the election might specifically affect Latinos. A clear majority of Harris voters (62%) replied that they talked about the impact at least “occasionally” if not “very often” with friends and family members. Meanwhile, most Trump voters (53%) replied that they “rarely” or “never” discussed the election’s impact on Latinos. Regardless of the extent to which promises of “mass deportation” and other antagonistic rhetoric towards immigrants figured prominently in the Trump campaign, only 18% of Harris voters said they discussed the election’s impact on Latinos “very often.”

Election’s impact on Latinos not a subject of discussion for Trump voters

How often, if ever, did you discuss with friends or family members how the results of the election might specifically affect Latinos?



Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

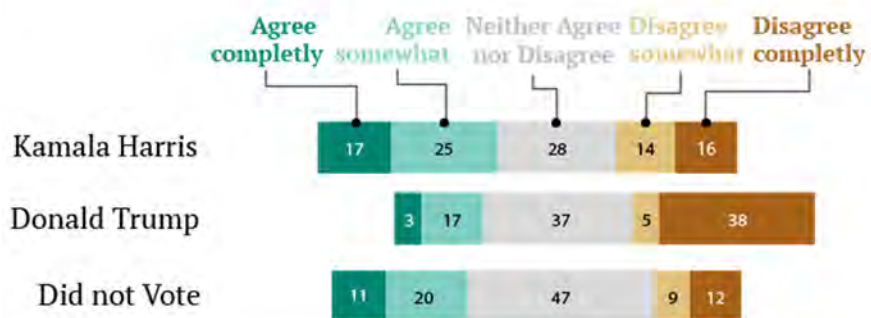
Race

Are Latinos a minority group in the same sense that Blacks are a minority group? If so, are they political allies?

To probe how Latino voters perceived Latino identity in the context of race, respondents were asked whether they saw Latinos and Blacks as natural allies because they were all People of Color. Here too, Latinos who voted for Harris and those who voted for Trump expressed sharply divergent views. Only 20% of Latino Trump voters saw Latinos and Blacks as allies while more than twice as many (42%) Harris voters saw Latinos and Blacks allied as People of Color. Still Democrats were split with 30% of Latinos who voted for Harris saying they disagreed with the proposition which has figured prominently in the rhetoric of many progressive advocates.

Harris voters twice as likely to say Latinos and Blacks are allied as People of Color

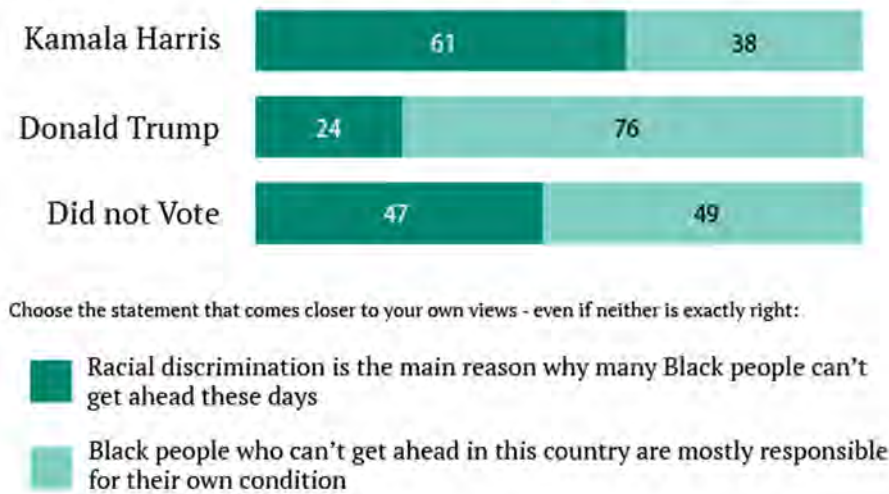
Do you agree or disagree with the following statement? From the neighborhood level to national politics, Latinos and Blacks are natural allies because they are all People of Color



Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

Notably, substantial shares of Harris (28%) and Trump (37%) voters, and an even larger share of non-voters (47%), opted to say they neither agreed nor disagreed with the proposition.

Trump voters less likely to believe racial discrimination harms Blacks



Choose the statement that comes closer to your own views - even if neither is exactly right:

- Racial discrimination is the main reason why many Black people can't get ahead these days
- Black people who can't get ahead in this country are mostly responsible for their own condition

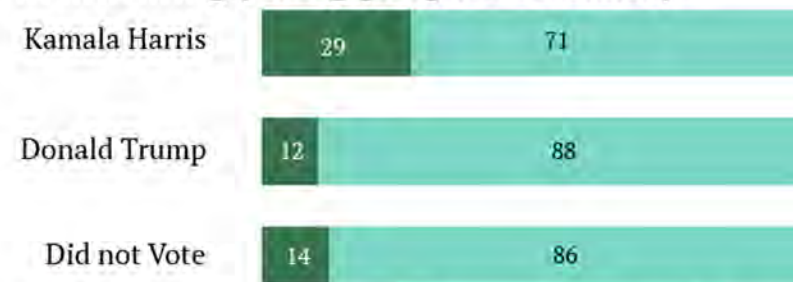
Source: Understanding America Study - Latino eligible voters
USC Annenberg Latino Voters Survey

Probing the issue of race on a different tangent, the surveys revealed a broad divergence between Harris and Trump voters on very basic perceptions of how racial discrimination affects Blacks. While a clear majority of Harris voters (61%) agreed that racial discrimination weighed heavily on Blacks, only a quarter of Trump voters (24%) took the same position. Non-voters were evenly split.

Social issues

Policy towards sexual identity, particularly as applied in schools, was among the most contested issues in the election. In these surveys it also emerged as an issue on which the views of Latino voters were highly uniform. In response to a question that posed a choice between giving teachers and schools an important role in helping young people affirm their sexuality or leaving that matter entirely to families, overwhelming majorities of Latinos opted for the family regardless of their ballot choice. However, a significant share of Harris voters (29%), far more than among Trump voters (12%) or non-voters (14%), endorsed an important role for teachers and schools.

Latino voters oppose school involvement in affirming young peoples' sexuality



Choose the statement that comes closer to your own views - even if neither is exactly right:

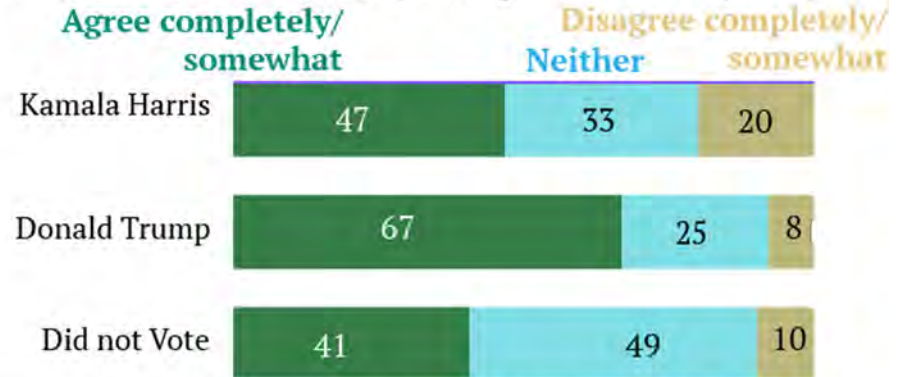
- Teachers and schools have an important role to play in helping young people affirm their sexuality.
- A young person's sexuality is entirely a family matter. Schools should not be involved.

Source: Understanding America Study - Latino eligible voters
USC Annenberg Latino Voters Survey

The Latino electorate offered a similarly homogenous and negative response on a question that probed the effects of “wokeness” as a generality, although again Trump voters were more negative than Harris supporters. They were asked to respond to the statement, “The push for “wokeness” leaves people feeling uncertain what they can say.” Only a very small share of voters disagreed, and Harris voters were in the lead with 20%. Two-thirds of Trump voters (67%) and about half (47%) of Harris voters agreed that “wokeness” made them uncomfortable in conversation.

Many Latinos uneasy with wokeness-- Trump voters more so

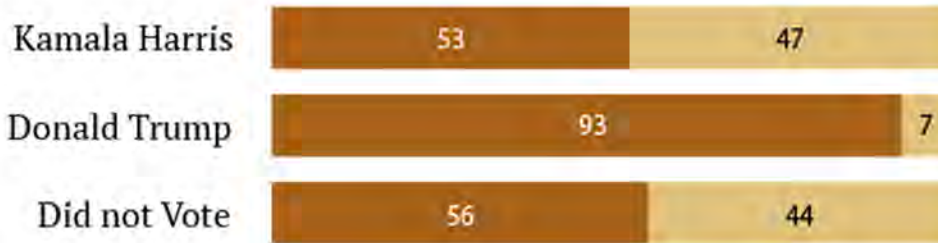
The push for “wokeness” leaves people feeling uncertain what they can say.



Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

Immigration

Trump voters more likely to believe the U.S. should be more selective in allowing asylum



Choose the statement that comes closer to your own views - even if neither is exactly right:

- With so many people coming across the border asking for asylum in recent years, the United States needs to get much more selective about who gets in even if that means detaining many thousands of migrants who do not qualify and sending them back to their countries of origin.
- With so many crises around the world displacing people from their homes, the United States should be prepared to open its doors to many thousands more immigrants

Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

Immigration was not a unifying issue for Latino voters in the 2024 election. These surveys revealed not only broad divergences between Trump and Harris voters but also extensive support for restrictive policies even among Harris voters. For example, half of Harris voters (53%) chose the highly restrictive, Trump-like option in a question

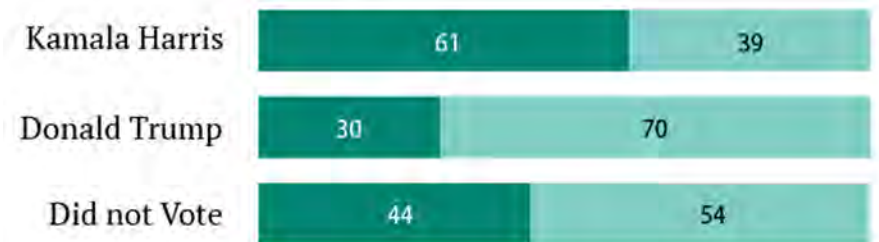
that forced a zero-sum choice between reducing or, instead, increasing admissions of displaced migrants as occurred under the Biden administration. Trump voters were nearly unanimous (93%) in favoring the option for stricter selectivity in asylum admissions and for detaining and deporting many thousands who do not qualify. Increasing admissions, the Democratic Party position, was endorsed by a bit less than half (47%) of Harris voters. With a majority of non-voters (56%) also favoring the restrictive option, nearly two-thirds of all Latino eligible voters (62%) opted for the Trump-like vision of immigration policy.

Both Trump and Harris voters were also split in their assessments of immigrants' role in the economy although clear majorities took opposite views. Most Harris voters (61%) saw immigrants as broadly beneficial while most Trump voters (70%) saw them as competitors who bring down wages. Nonetheless, 39% of Harris voters took the negative view and 30% of Trump voters saw immigrants favorably. Considering all Latino eligible voters, this question produced a near even split with 52% seeing immigrants as competitors and 48% seeing them as bringing benefits.

The surveys showed that Trump voters saw themselves as more distant, both psychologically and physically, from unauthorized immigrants than Harris voters. For example, 59% of Harris voters said they were very or somewhat concerned that a friend or family member would get caught up in Trump's plans for mass deportations. Only 17% of Trump voters expressed the same worry. Similarly, 37% of Harris voters said a family member or close friend would benefit from a legalization program for unauthorized migrants compared to 21% of Trump voters. While 48% of non-voters expressed this worry, this was not enough to motivate them to come out and vote.

These views could reflect different demographic realities. Harris took 64% of the ballots cast by voters who were born outside the United States and had become naturalized citizens.

Harris voters see immigration benefits, Trump voters see competition



Choose the statement that comes closer to your own views - even if neither is exactly right:

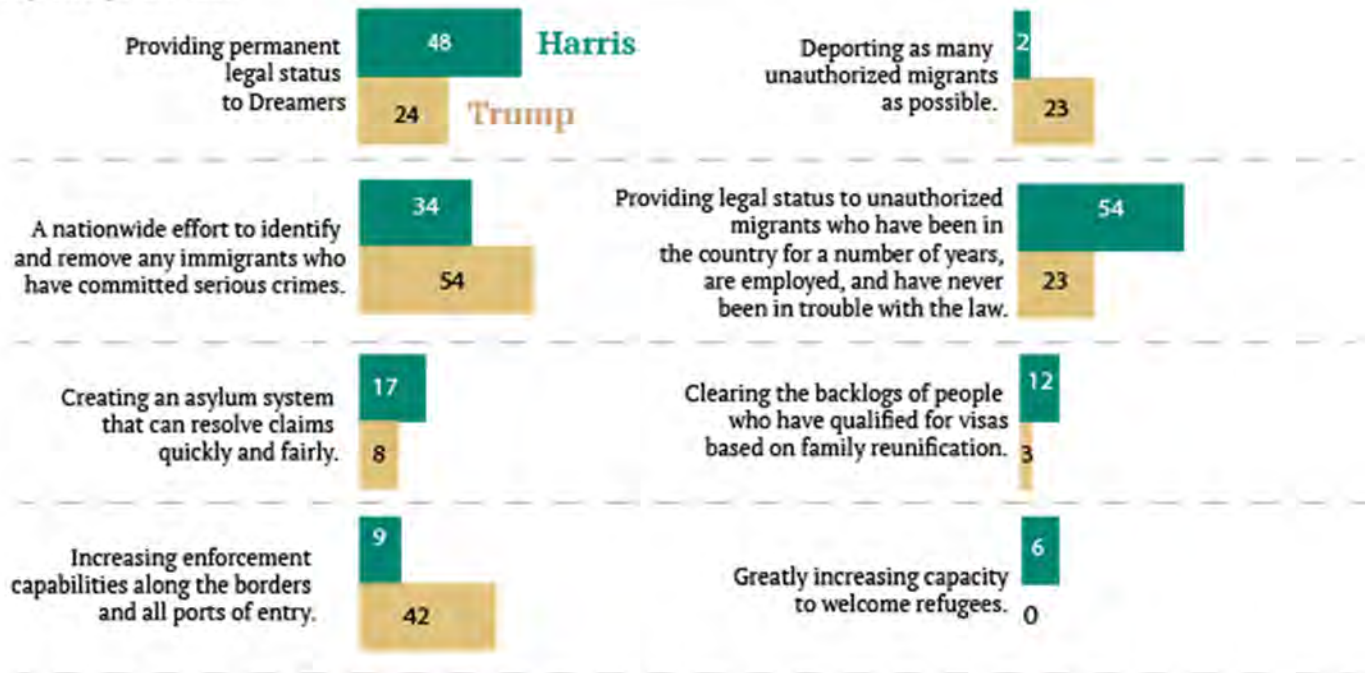
- Immigrants are taking jobs that Americans don't want and helping keep down labor costs so everyone benefits.
- Immigrants are competing with Americans for good jobs and will often accept lower pay because it is still so much more than they would get in their home countries

Source: Understanding America Study - Latino eligible voters
 USC Annenberg Latino Voters Survey

The contrasts between Trump and Harris supporters were also apparent when respondents were asked which actions they considered most urgent to reform US immigration policy. Given a wide-ranging list of eight possible initiatives, they were asked to pick their top two priorities.

Priorities for immigration policy: partisan divides and ambivalence

% of Latino eligible voters who selected the following as one of their top two priorities.



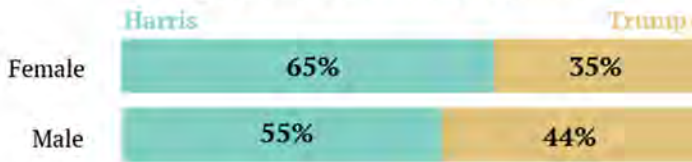
Source: Understanding America Study -- Latino eligible voters
 USC Annenberg Latino Voters Survey

The two most frequently listed priorities illustrated sharply divergent views. A nationwide campaign to identify and remove immigrants who have committed serious crimes was picked as a top priority by 54% of Trump voters. Meanwhile, about half of Harris voters (48%) said a top priority was providing permanent legal status to unauthorized immigrants who came to the US as children, those known as Dreamers.

The survey also revealed a degree of ambivalence as regards to immigration policy among Latinos on both sides of the partisan divide. A third of Harris voters (34%) listed removing criminals as a top priority, and a quarter of Trump voters (24%) picked legalization for Dreamers.

2--GENDER

Presidential Vote Choice: Trump found more support from Latino males than females



Source: Understanding America Study— Latino eligible voters
USC Annenberg Latino Voters Survey

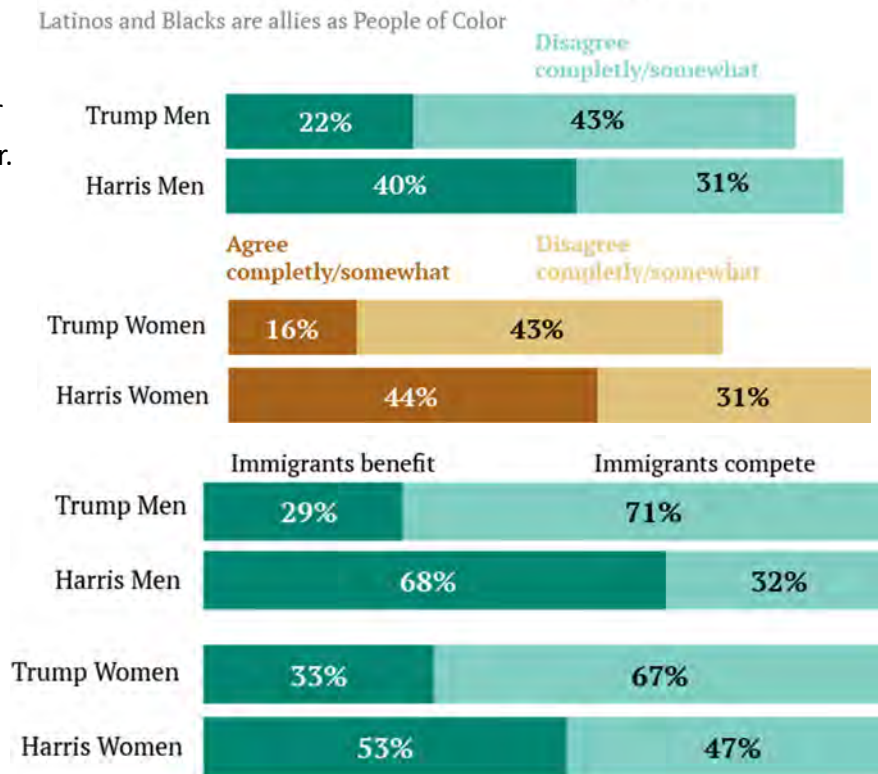
Multiple surveys have found that Trump garnered more support from Latino males than females. In our survey, Trump did nine points better among male voters than female. The gender split went almost exactly the opposite way for the Democratic candidate as Harris had a ten-point advantage among females compared to her share of the male vote.

Partisan commonalities across genders

Male and female voters were in accord on several matters regarding Latino identity and immigration that produced clear differences by partisanship but not by gender. Meanwhile, clear differences between men and women emerged in questions about gender roles and about Trump himself.

On the question of whether Latinos and Blacks are allies as People of Color, for example, Harris and Trump voters disagreed, men and women alike. Similarly on immigrants' roles in US society and on the extent to which what happens to Latinos as a whole matters to them individually, respondent expressed views aligned with their vote choices rather than their genders.

Partisan—not gender—differences



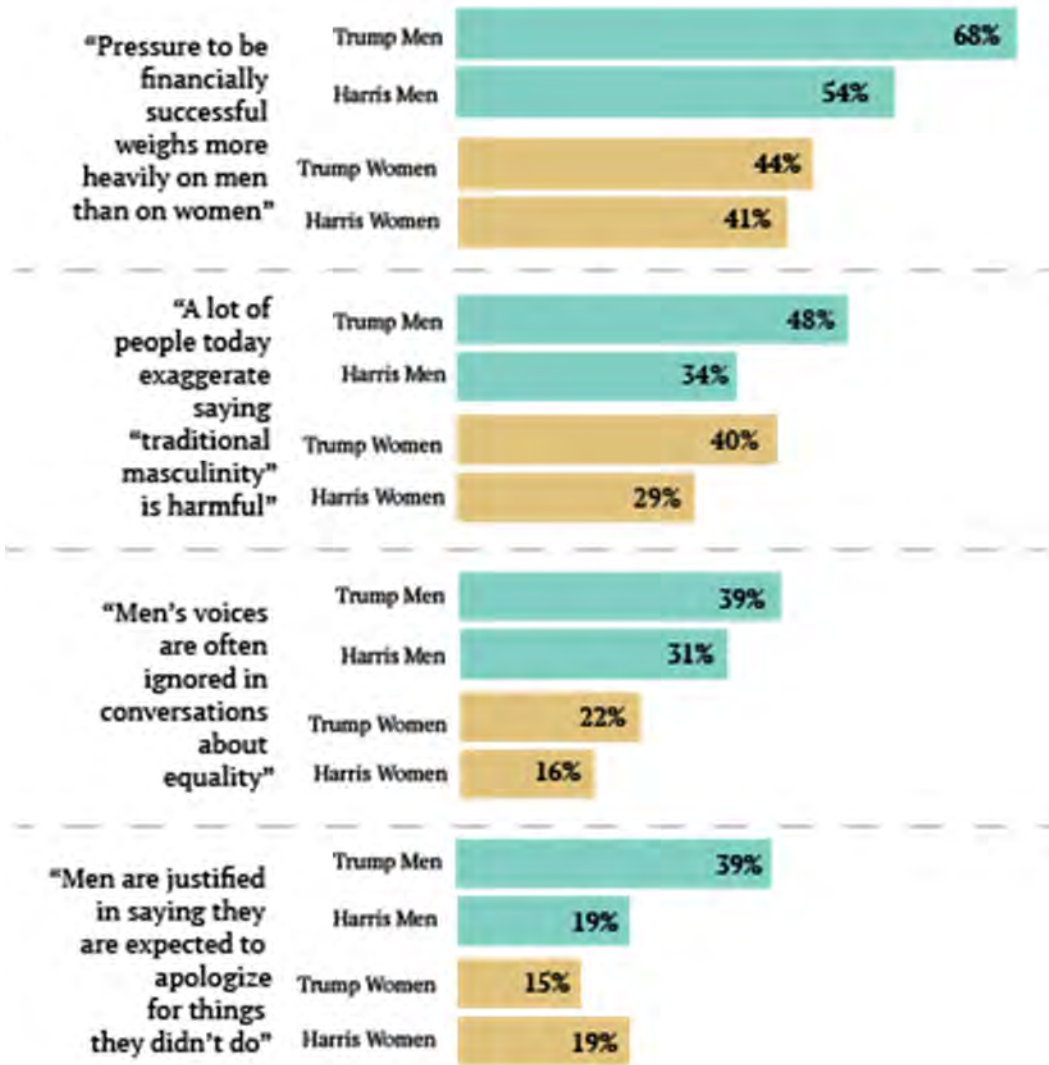
Source: Understanding America Study— Latino eligible voters
USC Annenberg Latino Voters Survey

Differences by gender

Clear differences between male and female respondents regardless of how they voted emerged in a series of question that explored views on masculinity and gender roles. Latino men who voted for Trump stand out for taking positions that express grievances about how society treats males today.

Latino men and women differ on masculinity and gender roles. Trump men stand out.

% of Latinos who said they somewhat or agreed or completely agreed with the following statements:

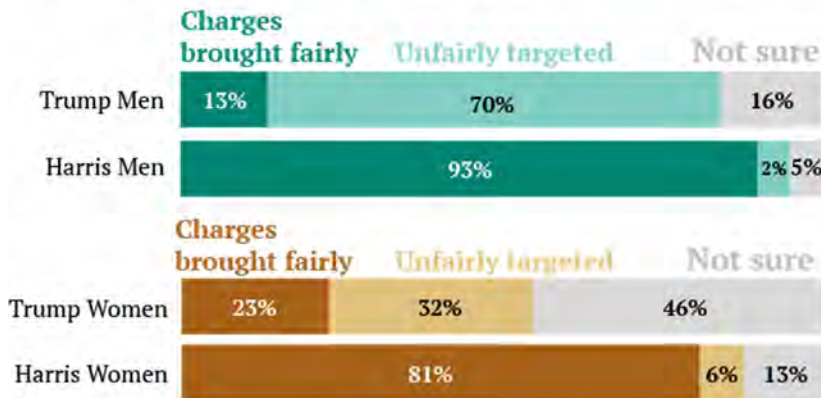


Source: Understanding America Study -- Latino eligible voters
 USC Annenberg Latino Voters Survey

Respondents' views also diverged along gender lines in their assessments of the candidates with Latino males who voted for Trump again staking out a singular territory. Latino males for Trump were more critical of Harris with 62% saying they had a "very unfavorable" view of her compared to 44% of women who voted for Trump who offered the same response. And the gender differences were the same among Latino Trump voters when it came to an assessment of Trump himself. More than half (54%) of male Trump voters said they had a "very favorable" view of the Republican compared to a third (33%) of female Trump voters.

Another measure of the highly polarized positions taken by Trump's Latino male supporters came on a question that asked, "Overall, would you say the charges against Donald J. Trump were brought fairly, or would you say he was unfairly targeted?"

Men voting for Trump most likely to believe he was unfairly targeted with charges



Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

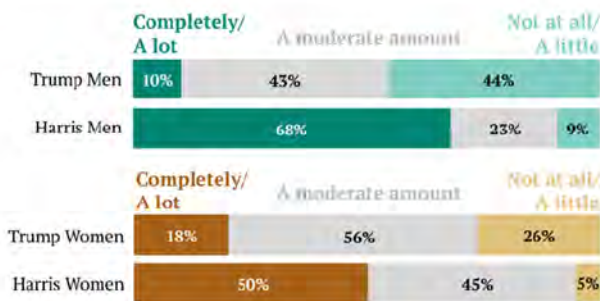
Harris voters, male and female alike, expressed a great deal of certainty that Trump was charged fairly. A near majority (46%) of Trump female voters said they were “not sure”. But, Trump men were nearly unanimous (93%) that the president had been targeted unfairly.

By several measure of societal and institutional trust, the Latino males who voted for Trump stood out. For example, two-thirds of Trump males (68%) said they distrusted news media coverage of political candidates. That

was twice the share of male Harris voters (32%) and considerably more than female Trump voters (44%). Similarly, on the question of whether to trust what scientists say about the environment, Latino males who voted for Trump were in a category of their own in expressing doubts. Men who voted for Harris were seven times more likely to express faith in science, and again Trump males were far more skeptical than women who voted for Trump.

Trump men distrust scientists

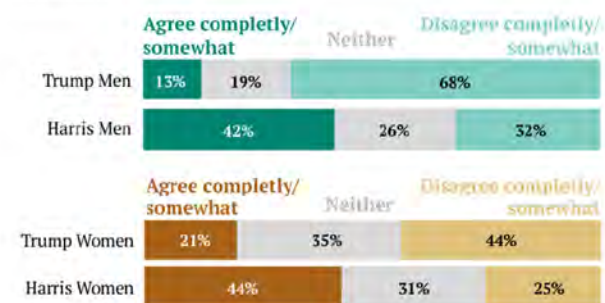
How much do you trust what scientists say about the environment?



Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

Trump men distrust the news media

The news media are a reliable source of information about political candidates.



Source: Understanding America Study -- Latino eligible voters
USC Annenberg Latino Voters Survey

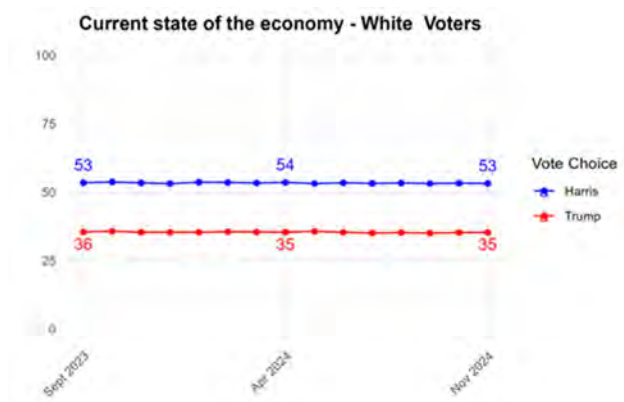
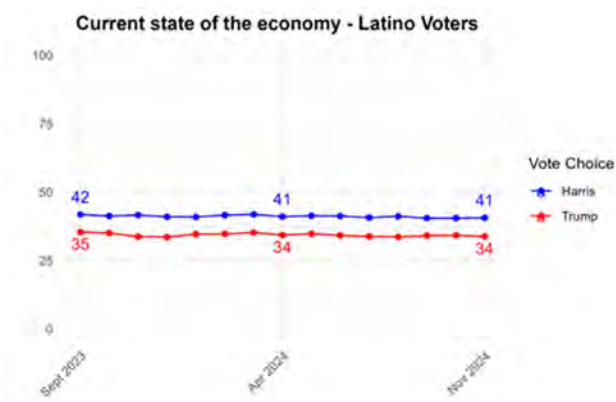
3--Inflation anxieties and Latino voters

Inflation and the anxieties it produced are among the most prominent factors in many explanations of the 2024 election results. The Understanding America Study is a unique resource for exploring these factors because its respondents are surveyed about their economic wellbeing on a regular basis over long stretches of time. To understand how inflation worries might have influenced election choices by Latino voters, we traced back how Trump and Harris voters had reported their experiences and emotions in the year prior to the election.

The results are ambiguous, even a bit contradictory. The data does not clearly support the hypothesis that anxiety and anger over rising prices explains Trump’s support among Latino voters. All Latino voters took a dim view of the economy in the year leading up to the election and emotional distress was widespread and consistent. While Trump voters had a somewhat more negative assessment of the economy, Harris voters reacted with greater anxiety.

Members of the Understanding America Study panel are asked monthly to provide an assessment of the current state of the US economy as well as separate assessments of their own financial situation both at the moment of the survey and looking into the future. For each of these three questions, responses were registered on a sliding scale of 0 meaning the worst possible to 100 for the best possible.

In their evaluations of the US economy, Latino eligible voters who eventually cast ballots for Harris shared consistently negative views with average scores in a narrow range of between 40% and 42% from September 2023 through November 2024. Latino Trump voters were somewhat more negative with average scores in the monthly survey ranging between 34% and 36%. A different pattern is evident among Non-Hispanic White eligible voters. White Harris voters are more positive than their Latino counterparts with averages resting steadily above the 50 mark. The gap between Trump and Harris voters among Whites is significantly wider than among Latinos with the averages separated by some 18 points most months.



Despite this consistent, robust data showing a long-term trend of Trump voters offering more negative evaluations of the state of the US economy, the contrast with Harris voters disappears and even sometimes reverses across multiple measures of how Latino eligible voters saw their own financial situations and how they individually responded to the economic environment.

In monthly evaluations of their current financial situations, Harris voters and Trump voters offered nearly identical assessments. When asked about how they saw their financial situations in the future, Trump voters were slightly more positive.



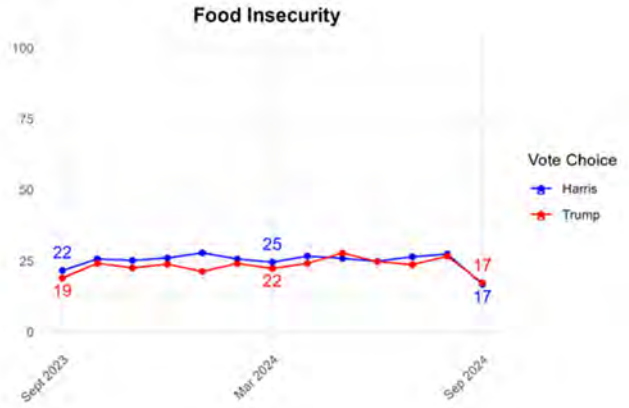
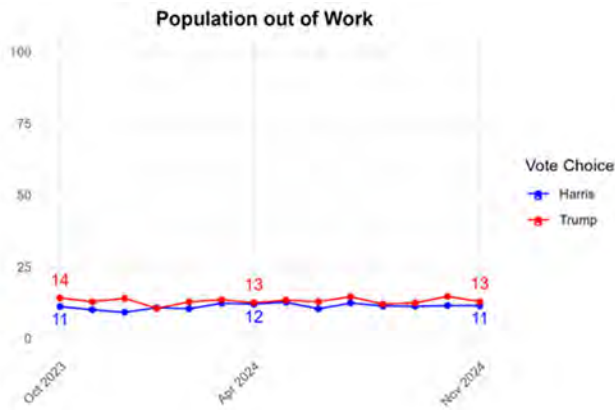
Inflation pain about the same



Source: Understanding America Study-- Latino eligible voters
USC Annenberg Latino Voters Survey

In an end-of-the-year survey, members of the UAS panel were asked about their personal experiences with inflation in 2024. There was no significant difference in how Harris and Trump voters—as well as non-voters—responded with substantial majorities of both reporting that they had felt inflation’s bite.

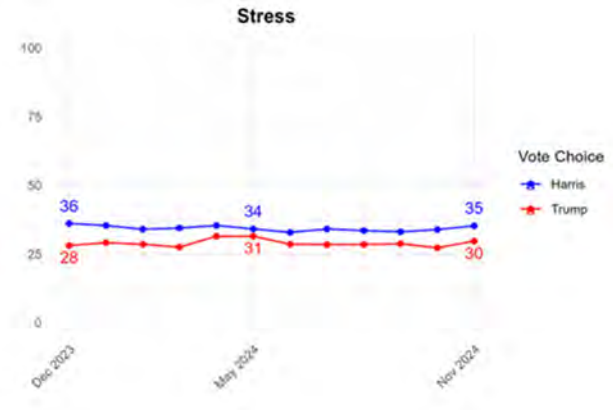
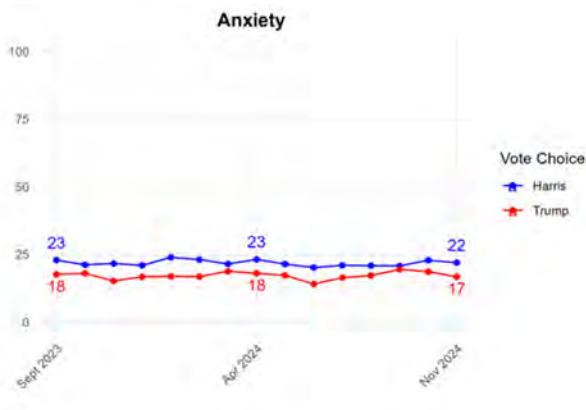
Latino Trump and Harris voters offered very similar responses to batteries of questions that regularly probed respondents on whether they had experienced several forms of economic difficulty. Questions on employment, food insecurity and the experience of any kind of negative financial shock all showed that month to month Trump and Harris voters were sharing the same economic realities.

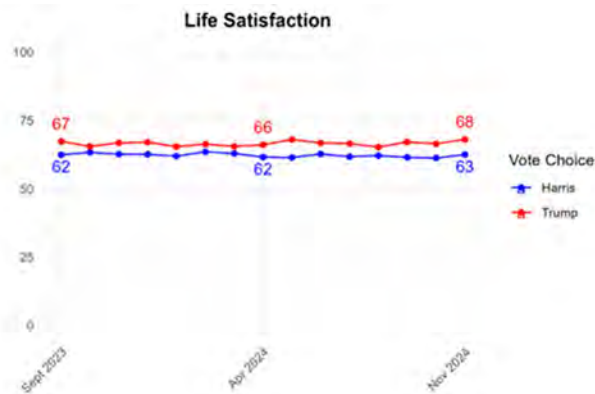
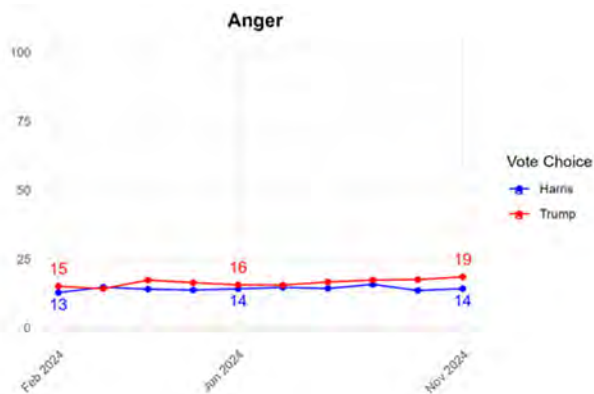


Consistency across these multiple queries, in multiple surveys, over time is significant given the importance attributed to voter attitudes towards the economy in analyses of the election outcome.

Emotions

Given the commonality of their experiences, it is not surprising that the emotional responses reported by Trump and Harris voters were also highly similar. Regarding different emotions associated with economic pressures, Latino Harris and Trump voters show only small differences, with Harris voters reporting more anxiety and stress on average, while Trump voters were slightly angrier by the end of the campaign.





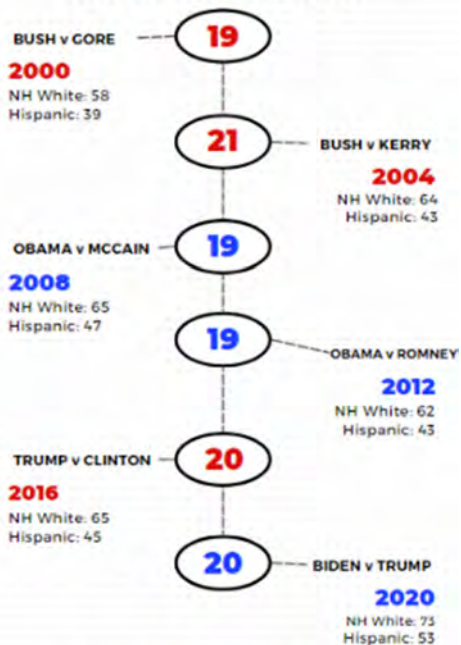
Finally, in response to a question asking respondents about the degree of their satisfaction with their lives, the responses again were similar although Trump voters consistently expressed a slightly higher level of satisfaction than Harris voters.

The absence of strong and consistent differences in economic experiences and emotional responses between Trump and Harris voters suggests is caution in order when evaluating economic malaise as dominant influences on the candidate choices by Latino voters.

FOR THE LAST SIX PRESIDENTIAL ELECTIONS --3 WINS FOR EACH PARTY--

THE TURNOUT GAP BETWEEN NON-HISPANIC WHITE AND HISPANIC ELIGIBLE VOTERS

HAS HARDLY CHANGED.



Source: University of Florida Election Lab <https://election.lab.ufl.edu/>

4) Latino Non-voters –The decisive segment

Turnout rates for Latino eligible voters historically have been the lowest among all racial and ethnic groups. According to data compiled by the University of Florida Election Lab, Latino turnout lagged about 20 points behind that of Non-Hispanic Whites, who have the highest voting rates, in the six presidential elections between 2000 and 2020. The gap remained consistent in elections that featured greatly varied circumstances and outcomes.

The detailed data necessary for the most accurate calculations of turnout rates for population subgroups is not available yet for the 2024 election. The vote count shows that overall turnout was down by nearly 2.5 points compared to 2000.

In a post-election survey of 1,224 Latino eligible voters the turnout rate was 60% which would be high based on the historical record and the overall count. Nonetheless, the survey provides a robust sample of Latino non-voters and an exceptional opportunity to explore the characteristics of a category of eligible

voters that is a plurality of the Latino electorate. Moreover, the three-way comparison of non-voters to Trump and Harris voters gives a more complete picture of Latino voting preferences than the two-way horserace.

Demographic Characteristics by Presidential Vote 2024

	Harris Voters	Trump Voters	Non-Voters
GENDER			
Female	36	19	44
Male	35	28	37
AGE			
18 – 34	30	14	55
35 – 49	28	27	44
50+	47	27	25
ANNUAL HOUSEHOLD INCOME			
Less than \$35,000	22	17	61
\$35,000 - \$99,999	42	23	33
\$100,000 or more	45	33	21
COUNTRY OF BIRTH			
US Born	33	22	44
Foreign Born	46	26	27
EDUCATION			
College degree+	58	26	13
No college degree	29	22	48

% of Latino eligible voters

Numerous studies have shown that non-voting among all races and ethnicities is highest among the young, the poor and those with fewer years of education. That is certainly the case with the Latino eligible voters in this survey. Moreover, the survey shows that a greater share of female eligibles did not vote compared to males. The turnout patterns were particularly damaging to the Harris campaign with female and young voters, two demographic categories where the Democrat had a significant advantage.

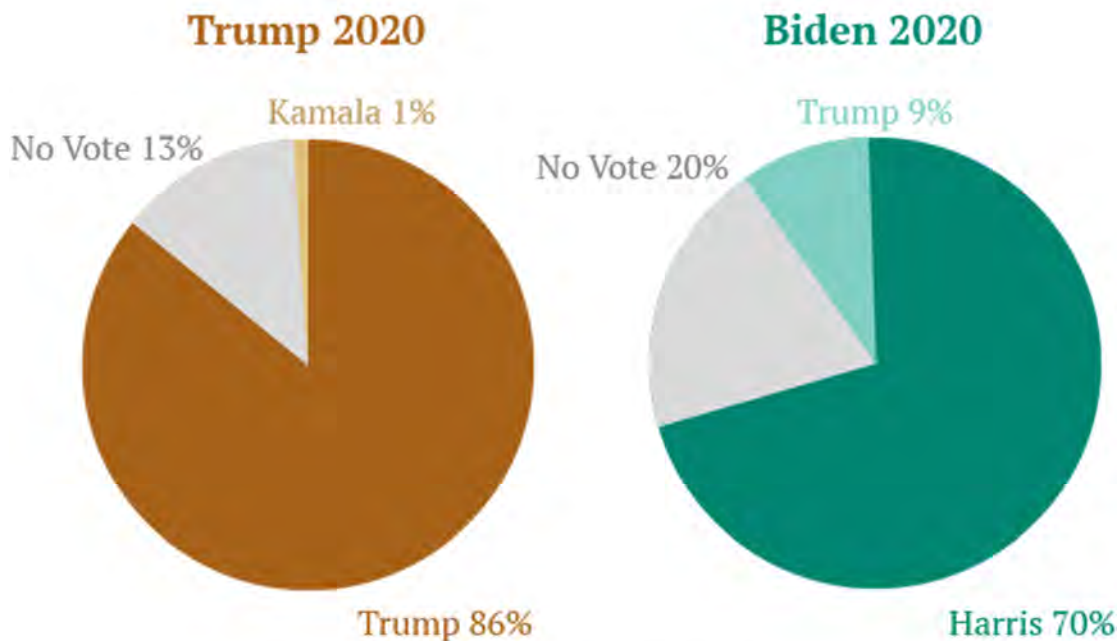
Political Preferences and Non-Voting

Among Latino eligibles who expressed a party affiliation in the Understanding America Survey, the share of Democrats and Republicans who said they did not vote in the 2024 presidential election was nearly identical at one-fifth of the total (20%). Meanwhile the rate of abstention was more than twice as high (51%) among those who identified as independents and more than three times as high (79%) among those who said they were not politically aligned in any way.

Another way of understanding the impact of abstention is to trace how the 2020 Latino electorate performed in 2024. This analysis reveals significant erosion of Democratic strength among Latino voters.

Harris captured only 70% of Biden's 2020 Latino voters while Trump in 2024 secured 86% of the voters who had backed him in the previous election. Harris' losses included 9% of Biden 2020 voters who cast ballots for Trump in 2024 as well as 20% of Biden 2020 voters who were non-voters in 2024. Trump saw a falloff in turnout as well but to a lesser degree with 13% of his 2020 voters staying home in 2024 and only 1% going to Harris. Precinct-level results and other data shows that the drop in turnout among all voters in 2024 damaged Harris. In this survey Democrats lost more than twice as many 2020 voters to abstention than they did in defections to Trump.

Democrats lost more 2020 voters



Source: Understanding America Study--Latino eligible voters
USC Annenberg Latino Voters Survey

The process of registering and voting was not a major factor in discouraging non-voters. Asked in an October survey whether it was easy or difficult to register and vote in their state, more than a third of respondents who later reported that they did not cast a ballot (37%) said it was easy. Only 6% said it was difficult. The rest said it was neither easy nor difficult or that they did not know.

By several measures, Latino non-voters appeared disinterested in the election and politics in general. Nearly two-thirds (62%) said that they rarely or never discussed the election with family and friends. By comparison, majorities of Harris (53%) and Trump (51%) voters said they had such discussions very often or occasionally. Similarly in a question that asked specifically about the importance of the election to Latinos, a third of non-voters (33%) said that they never discussed politics at all and another third (37%) said they rarely or never talked about the election’s impact on Latinos.

Latino non-voters admitted in the pre-election survey that they were not well informed about what was at stake in the election. Only a quarter (27%) agreed that they had heard the candidates discuss issues that were important to them personally. And, only a similar share (24%) agreed that they knew enough about what the presidential candidates were proposing on the economy to decide which one would benefit people like themselves.

Non-voters not contacted by campaigns

In the past two weeks have you been contacted by any political candidates or campaign organizations whether in person, by mail, by text or some other means?



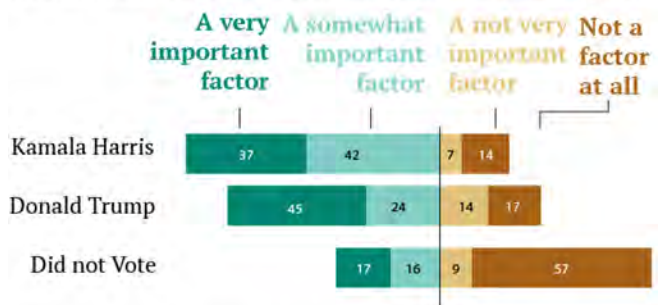
Source: Understanding America Study – Latino Eligible Voters
USC Annenberg Latino Voters Survey

A further indication of an apparent failure to communicate with non-voters specifically by the Harris campaign came when respondents were asked to what extent the vice president’s economic proposals were a factor in how they evaluated her as a candidate. Harris voters responded enthusiastically while most non-voters said they were unaffected.

The pre-election survey also revealed that non-voters were not getting a great deal of information about the candidates by traditional means. Only 15% of non-voters said the news media were a reliable source of information about the candidates. Moreover, in the weeks before the election nearly three-quarters of Latino non-voters said they had not been contacted by any political candidates or campaigns, indicating missed opportunities for mobilization.

Harris’s economic proposals had little impact on Latino non-voters

How important were Harris’ economic proposals in evaluating her?



Source: Understanding America Study - Latino eligible voters
USC Annenberg Latino Voters Survey