

Latino Voter Engagement on the Rise as Economic Concerns Dominate, According to Week 3 of 2024 National Latino Tracking Poll

2024-09-30

Entravision, AltaMed, and BSP Research Reveal High Latino Voter Turnout Expectations Amid Campaign Outreach Gaps and Focus on Economy, Abortion, and Gun Violence

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision, alongside AltaMed Health Services and BSP Research, has released the third wave of findings from the 2024 National Latino Tracking Poll.

Key Findings from Week 3:

1. Latino voters are highly engaged - 2 out of 3 are likely to vote in November

- Two-thirds (67%) of Latino voters are “almost certain” they will vote in November, with another 19% saying they probably will.
- Younger voters (18-29) are more engaged this week, with 60% saying they are “almost certain” to vote, up from 55% last week.

2. However, lack of information among voters and weak campaign outreach are barriers to mobilizing the Latino vote

- While Latino voters are engaged, 35% say they don't have enough information to make a fully informed choice. Independent (54%) and Republican (40%) voters are more likely to feel uninformed.
- Only 52% of Latino voters have been contacted by a political party or campaign, with Republican outreach

closing the gap with Democrats.

3. Economic concerns are front and center for Latino voters, while abortion and gun violence are also top of mind

- Economic issues dominate for Latino voters, with cost of living/inflation (57%) and jobs (34%) being the most important. Concerns are jobs and the economy are especially high among men (42%), younger voters (42%), and GOP Latino supporters (41%).
- Abortion is the #1 non-economic issue among Latino voters (25%), with gun violence a close second at 24%.

4. Latino voters respond positively to Kamala Harris' economic message

- 2 out of 3 (66%) of Latino voters are confident that Kamala Harris has an economic plan to improve the lives of everyday people.
- Support for Harris' economic plan is generally consistent, although her plan underperforms with Independent voters (53%)

5. Donald Trump also carries positive perceptions on the economy

- 43% of Latino voters are confident that Donald Trump has an economic plan to improve the lives of everyday people.
- Younger Latino voters (54%) and Men (53%) are most likely to support the Trump economic message.

6. Latino voters overwhelmingly support abortion rights, including a majority of Latino Republicans and Trump supporters

- 3 out of 4 Latino voters (75%) say that it is wrong to make abortion illegal and take the right to choose away.
- In particular, 53% of Latino Republicans disagree with making abortion illegal, as do 60% of Latino Trump supporters.

The 2024 National Latino Tracking Poll will run for eight weeks, with weekly updates released every Monday. Each week, 500 Latino voters from across the country are surveyed on their voting intentions, key issues, healthcare concerns, and candidate favorability. The poll offers valuable insight into the evolving priorities of Latino voters as Election Day approaches.

The 2024 National Latino Voter Tracking Poll topline report for Week 3 is available [here](#) .

For more information, please visit: entravision.com/political .

About Entravision Communications Corporation

Entravision (NYSE: EVC)(Category: Political) is a media and advertising technology company. Our broadcast properties include the largest television affiliate group of the Univision and UniMás television networks and one of the largest groups of primarily Spanish-language radio stations in the United States, providing our customers with substantial access and engagement opportunities in the top U.S. Hispanic markets. Smadex, our programmatic ad purchasing platform enables customers, primarily mobile app developers, to purchase advertising electronically and manage data-driven advertising campaigns. Learn more about our offerings at [entravision.com](https://www.entravision.com) .

About AltaMed Health Services

AltaMed understands that when people have health care that looks at their individual health needs and respects their cultural preferences; they grow healthy—and help their families do the same. So we're delivering complete medical services to communities across Southern California. Since 1969, our team of qualified multicultural and bilingual professionals—from these same communities—has focused on eliminating barriers to primary care services, senior care programs, and even essential community services. With more than 60 accredited health centers and service facilities, we remain committed and ready to help you grow healthy at any age.

About AltaMed Health Services My Vote. My Health.

My Vote. My Health. is a campaign led by **AltaMed Health Services** , one of the nation's largest federally qualified community health centers, to mobilize patients, families and residents in our Southern California service areas to address the social and political determinants of health. My Vote. My Health. partners with other community healthcare providers and local civic engagement organizations to help increase Latino civic participation to improve the quality of life of underserved and underrepresented communities locally and across California.

About BSP Research

BSP Research is a Latino-owned polling, research and analytics firm headquartered in Los Angeles, California, and directed by four PhD-holding political scientists.

Marcelo Gaete, EVP, Public and Government Relations, Entravision
mgaete@entravision.com

Christina Sanchez, Vice President, Public Affairs, AltaMed
chsanchez@altamed.org

Source: Entravision