

# Record Latino Voter Engagement and Shifting Political Sentiments Highlighted in Final Week of the Nation's Only Weekly Latino Voter Poll

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Week 8 of the 2024 National Latino Voter Tracking Poll Shows Record Turnout, Heightened Enthusiasm, and Anxieties among Latino Voters; Harris Leads Trump by Nearly 2-to-1 Margin

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision, AltaMed, and BSP Research have unveiled Week 8 findings from the 2024 National Latino Voter Tracking Poll, showcasing record engagement and significant insights into Latino voters' perspectives as Election Day approaches. With 84% of registered Latino voters already casting their ballots or expressing near certainty to vote, the poll highlights unprecedented enthusiasm, as early voting among Latinos has doubled in just the past week. Despite this strong participation, the data also reflect growing anxieties, with many Latino voters concerned about potential election disputes and their community's place in America. Additionally, the findings show intensified Democratic outreach efforts, outpacing Republican engagement, and a clear preference for Kamala Harris among Latino voters, indicating key shifts in support and political sentiment within the community.

## Key Findings from Week 8:

### 1. Latino Engagement Hits Another All Time High

- 84% of Latino registered voters have either already voted or are "almost certain" that they will vote in this election
- Early voting among Latinos has doubled since last week. More than 1 out of 3 Latino voters (35%) have voted early

## 2. Despite the Enthusiasm, Latino Voters are also Anxious

- 59% of Latino voters are concerned that the results of the election will be contested by the losing candidate
- 61% of Latino voters are concerned about their place in America if Donald Trump is elected President - an increase from 55% last week
  - 35% of Latino voters are concerned about their place in America if Kamala Harris elected President - down from 37% last week
- A growing number of Latino voters feel that the Republican party is being hostile towards Latinos
  - Perception of the GOP “being hostile” to Latinos has steadily trended up 23%-24%-28%-30%-33% over the past 4 weeks
  - 13% of Latino voters feel that the Democratic party is being hostile towards them

## 3. Democrats Make a Final Sprint to Reach Latino Voters

- 58% of Latino voters have been contacted by a political party, campaign, or other organization - a steady climb from 48% in Week 1 (September 11-14)
- Democratic outreach is on the rise while Republican engagement declines. Of those who have been contacted:
  - 65% have been contacted by someone from the Democratic party. Democratic engagement has risen 58%-62%-65% over the final 3 campaign weeks.
  - 36% have been contacted by someone from the Republican party. GOP engagement has declined 44%-42%-36% over the final 2 campaign weeks.
- 56% of Latino voters feel that the Democratic party is doing a good job of reaching out to Latinos, a steady 51%-52%-56% climb over the past 2 weeks.
  - 34% feel that the Republican party is doing a good job of reaching out to Latinos

## 4. Harris Runs Up the Score with Latinos as Trump Stalls

- Kamala Harris holds nearly a 2 to 1 lead over Donald Trump among Latino voters with a 64% to 34% advantage.
  - At +30, this is Harris’ largest support advantage on record
  - Harris achieves parity with Joe Biden’s Latino support from 2020, where he won 65% of the Latino vote.
  - Latinos’ support for Trump remained between 34% and 36% since September (currently 34%)
- Harris has steadily grown her base of “definite” supporters
  - 59% of Latino voters say that they will definitely vote for Harris. Harris’ most passionate Latino support has grown by 48%-52%-55%-59% over the past 3 weeks.

- 29% of Latino voters say that they will definitely vote for Trump. Trump’s most passionate support has remained between 27% and 29% over the past 4 weeks.
  - Both Harris’ and Walz’ favorability with Latino voters hits an all time high
    - Net Favorability (favorable opinion-unfavorable opinion):
      - Harris: +23 (53% favorable, 30% unfavorable)
        - Has trended +11, +17, +23 over the past 2 weeks
      - Walz: +22 (52% favorable, 30% unfavorable)
        - Up from +16 last week
      - Trump: -24 (36% favorable, 60% unfavorable)
        - Has declined -15, -16, -18, -24 over the past 3 weeks
      - Vance: -23 (30% favorable, 53% unfavorable)
        - Has declined -11, -17, -23 over the past 2 weeks
  - Puerto Ricans have emerged as Harris’ strongest Latino voter coalition
    - Puerto Rican voters support Harris by a 65% to 31% margin (+34)
    - Mexican voters also strongly break for Harris 62% to 33% (+29)
    - Cuban voters are the only Latino coalition where Trump is competitive, and Harris still leads among Cuban voters by +3, 49% to 46%

## 5. Harris’ Rising Tide Lifts Other Blue Boats

- 60% of Latino voters plan to vote for the Democratic candidate for U.S. Senate in their state, while 33% plan to vote for the GOP candidate.
  - Democratic support has trended up 54%-56%-60% over the past 2 weeks
  - GOP support has remained in the 34% to 35% range
- 59% of Latino voters plan to vote for the Democratic candidate for U.S. Congress in their district, while 33% plan to vote for the GOP candidate.
  - Democratic support has trended up 53%-55%-57%-59% over the past 3 weeks
  - GOP support has remained in the 31% to 33% range over the past 3 weeks

## 6. Latino Voters’ Views on Immigration are Complex

- 76% of Latino voters support creating a path to citizenship for undocumented immigrants who have worked and lived in the U.S.
  - This includes the majority of Independent (67%) and Republican (61%) Latino voters

- 71% of Latino voters support expanding access to government health insurance programs to Dreamers or DACA recipients
  - This includes the majority of Independent (63%) and Republican (52%) Latino voters
- At the same time, the majority of Latino voters are concerned about border security. More than 3 out of 4 Latino voters think that the government needs to do more to secure the U.S.-Mexico border.

## 7. Spanish Speaking Latino Voters are More Supportive of Access to Latino Healthcare Providers

- 25% of Spanish-dominant Latino voters consider access to Latino doctors, or those who speak Spanish, as an important issue related to healthcare (vs. 17% of all Latino households)

## 8. Health Care is a Non-Partisan Issue for Latino Voters

- 57% of Democratic Latino voters and 55% of Republican Latino voters consider access to cheaper, more affordable services to be an important issue
- 45% of Democratic Latino voters and 47% of Republican Latino voters consider access to primary care doctors to be an important issue

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 8 is available [here](#).

For more information, please visit: [entravision.com/political](https://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://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.

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