



GREENBERG RESEARCH

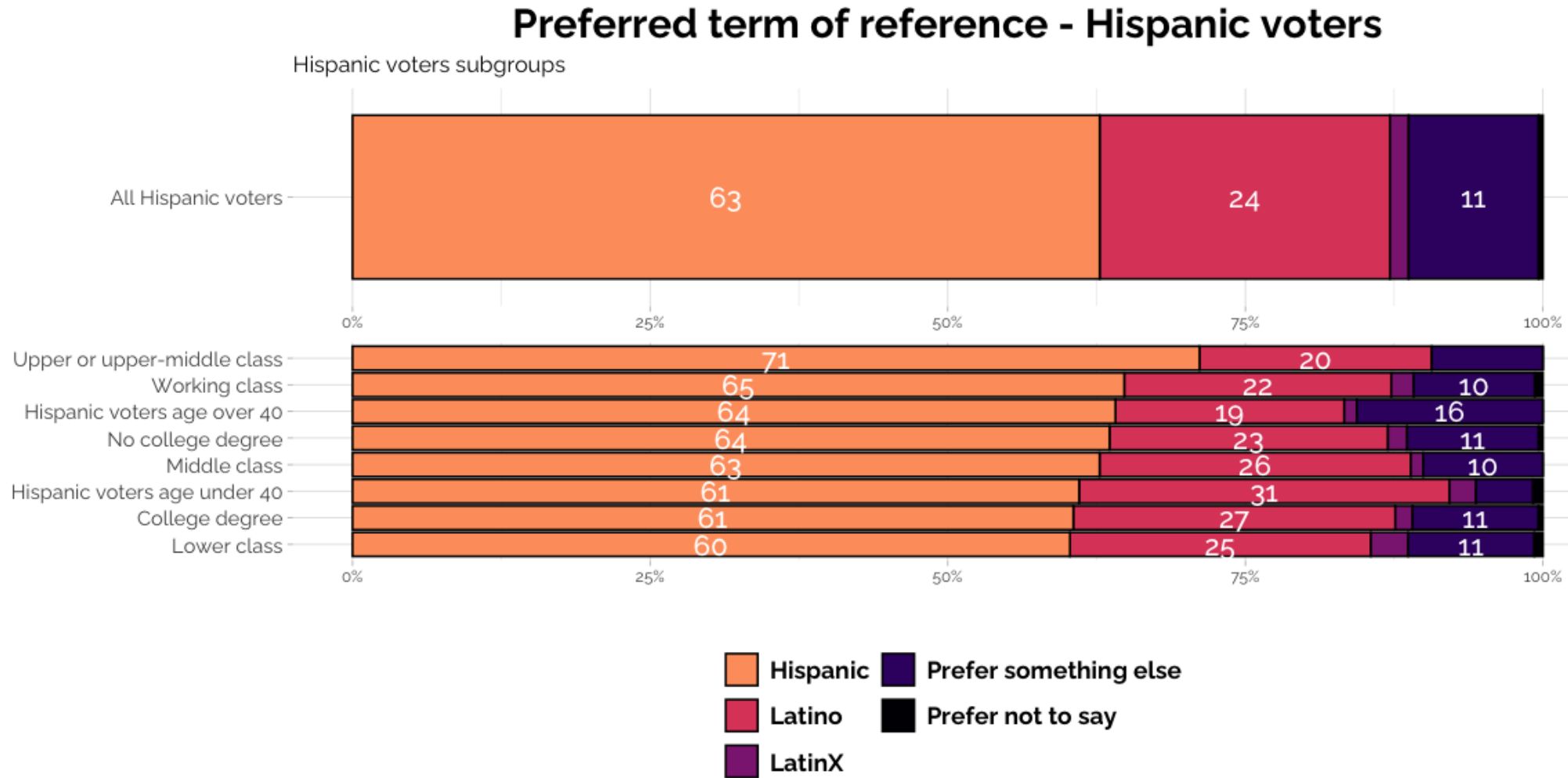
Raising Harris support with Hispanics

Tracking Survey, October 18-25 2024

YouGov Blue

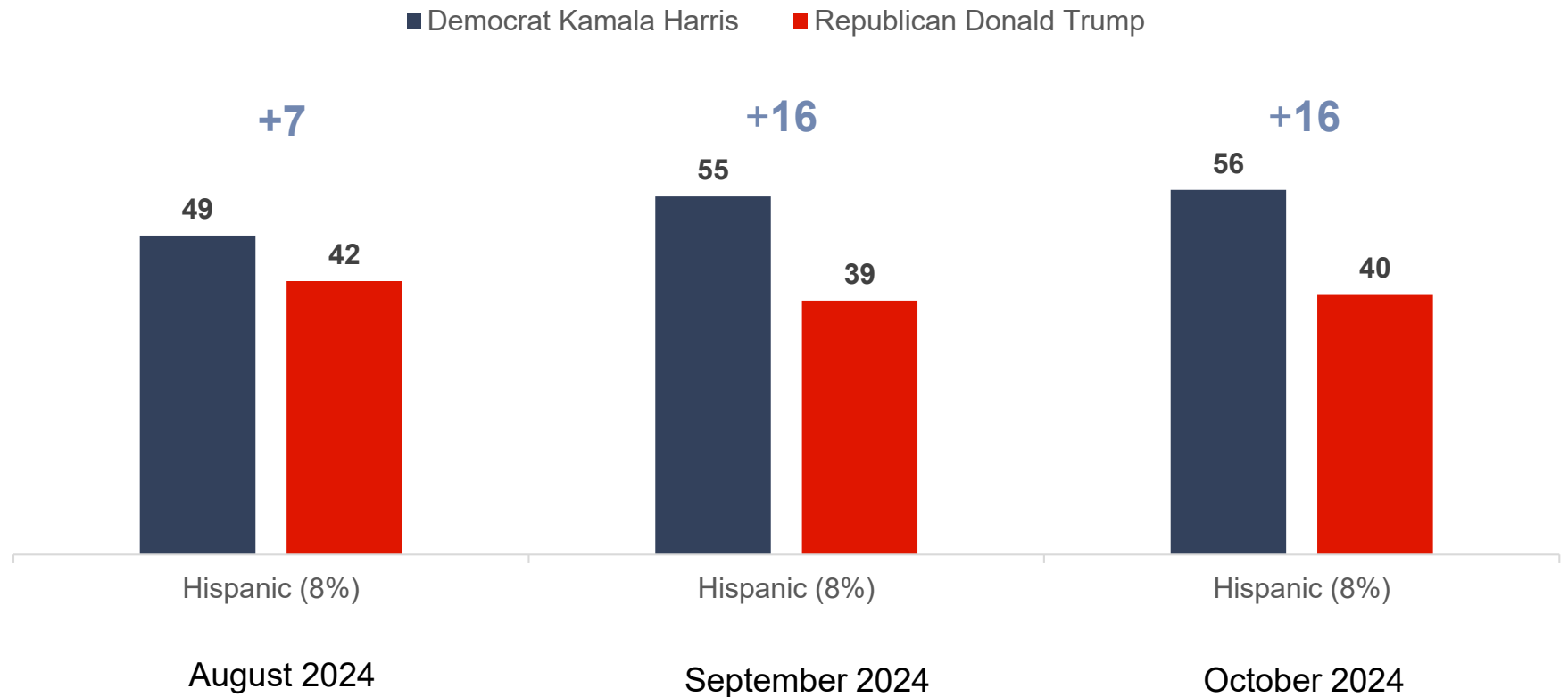
Hispanic voters, regardless of background, overwhelmingly prefer “Hispanic”

- No key subgroups prefer “Latino,” with overwhelming majorities across the sample preferring “Hispanic”
- No significant differences across other key variables (gender, party ID, political ideology, etc.)
- Virtually no one prefers the label “LatinX”



Harris still underperforms with Hispanics, but not with I prioritize message tested here

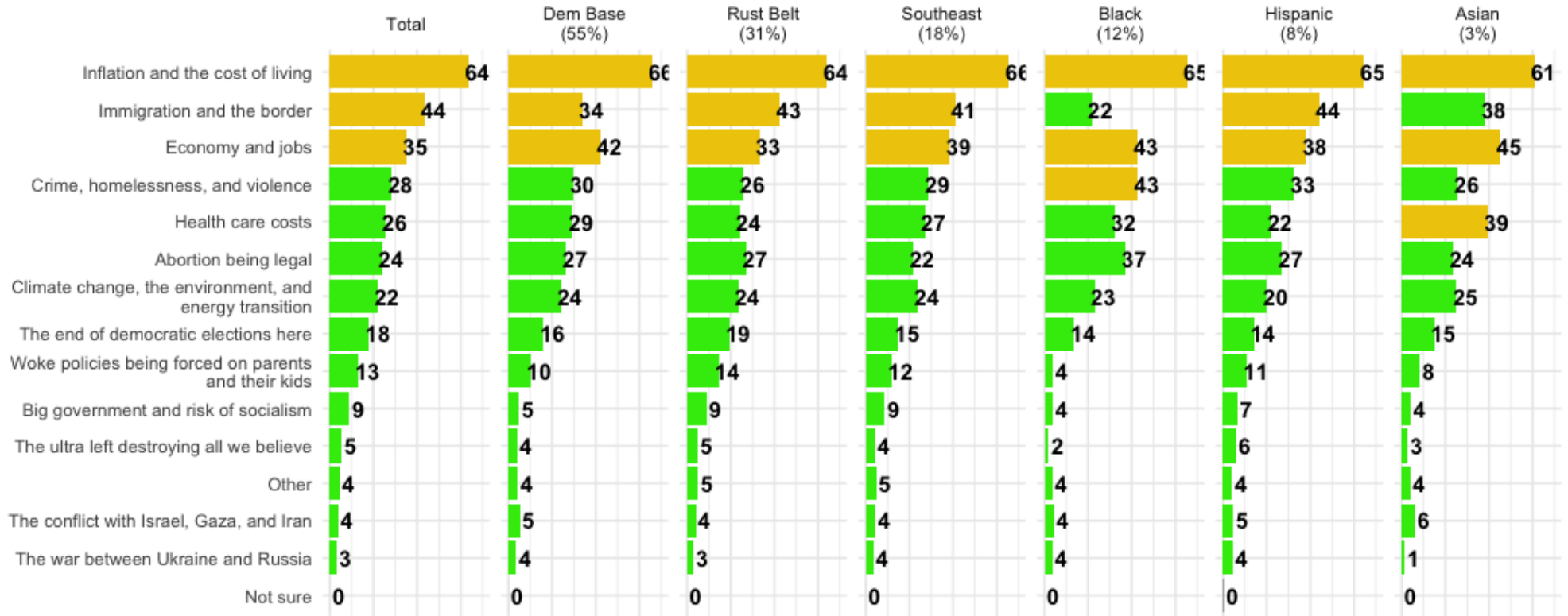
2024 Hispanic Presidential Vote (Pres Battlegrounds)





Two thirds of Hispanics say inflation and cost of living top problem — 21 points higher than next problem

Black voters also focused on crime, homelessness and violence



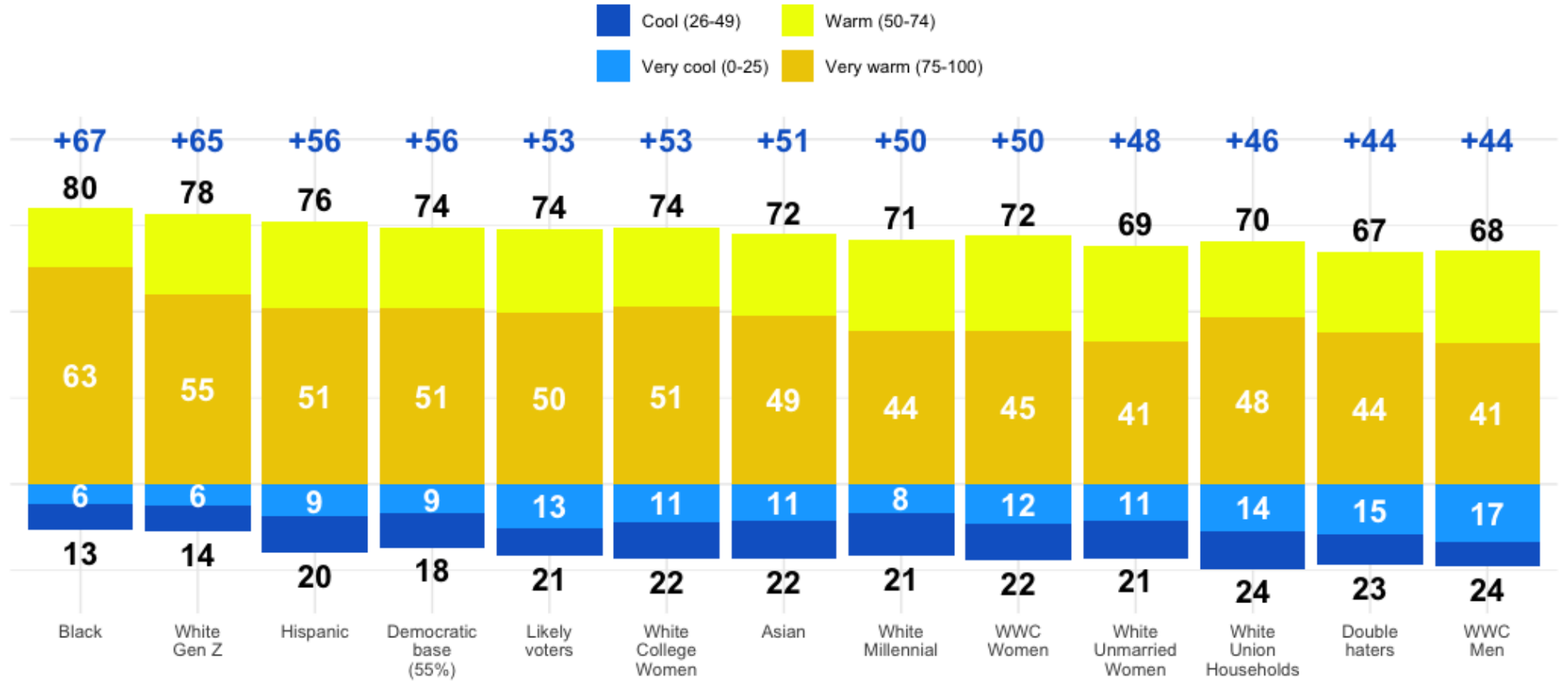
Top 3 Not Top 3 Not sure

Please select the THREE issues you think are most pressing for the United States.



The child tax credit remains overwhelmingly popular — the greatest intensity for Hispanic voters

Blacks stand out in child tax credit offer



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

Harris Hispanic messages



Hispanic priority message – 1/2 of Hispanic sample saw either message

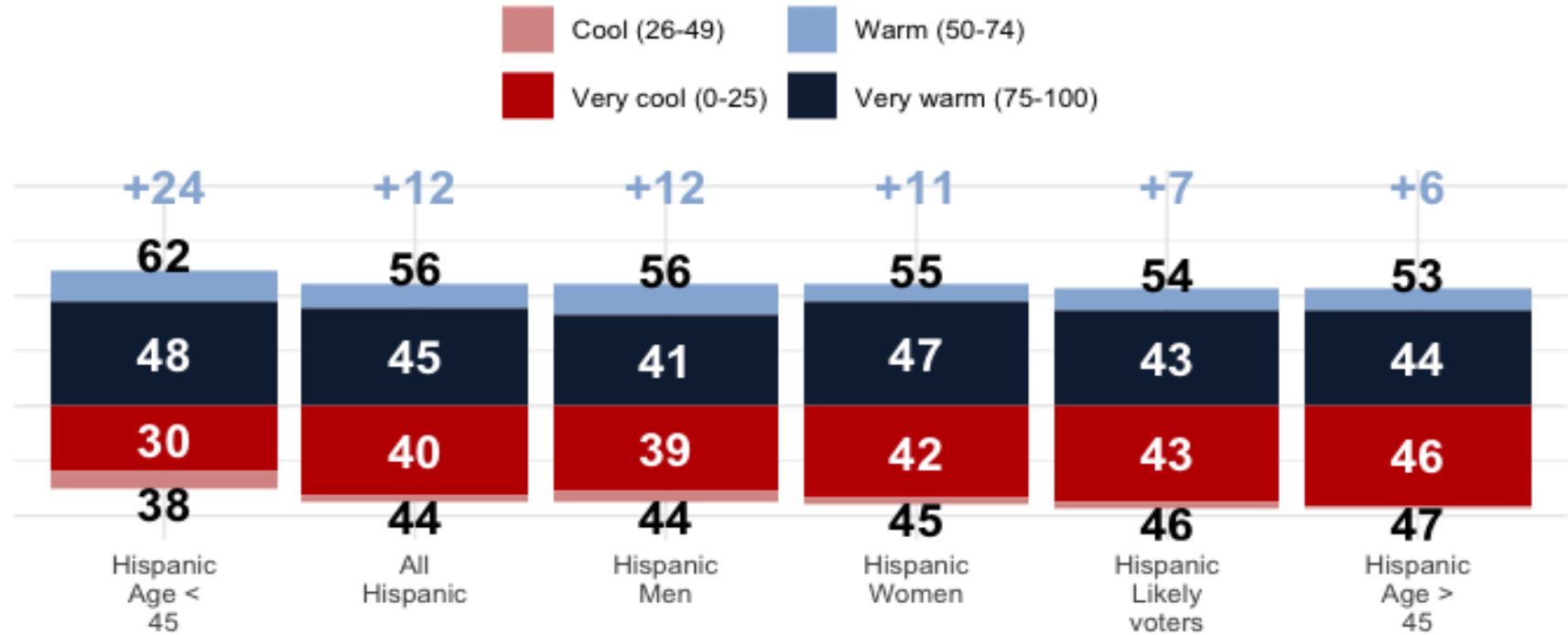
Hispanic respondents were shown a statement from Harris on the importance of the Hispanic community to America

- **(Harris immigration message) (Heard by all)** When you're raised by an immigrant mother, you learn what is possible with determination. And determination is how Kamala Harris went from working at McDonald's to prosecutor, State Attorney General, U.S. Senator, and our Vice President in only one generation. In that same determination she always defended us. As a state prosecutor, she protected us from violent criminals. As our president, determination is how she'll stop the corporations who gouge our families on rent and groceries. And she won't stop fighting until we win. Because she knows with determination, when we fight, we win.
- **(Priority message) (Heard by half)** Hispanics hard work and personal responsibility played such a big role in building our nation. Your hard work built our industries that made America great. Too many leaders have taken your support for granted. Not me. Your support was so important to me in California and your issues were number one. I want you to know that I will work hard to win your votes and need your votes to win.



Immigrant mother has net warmth of only 12 points — below her current vote

There is no gender difference with the immigrant mother message.

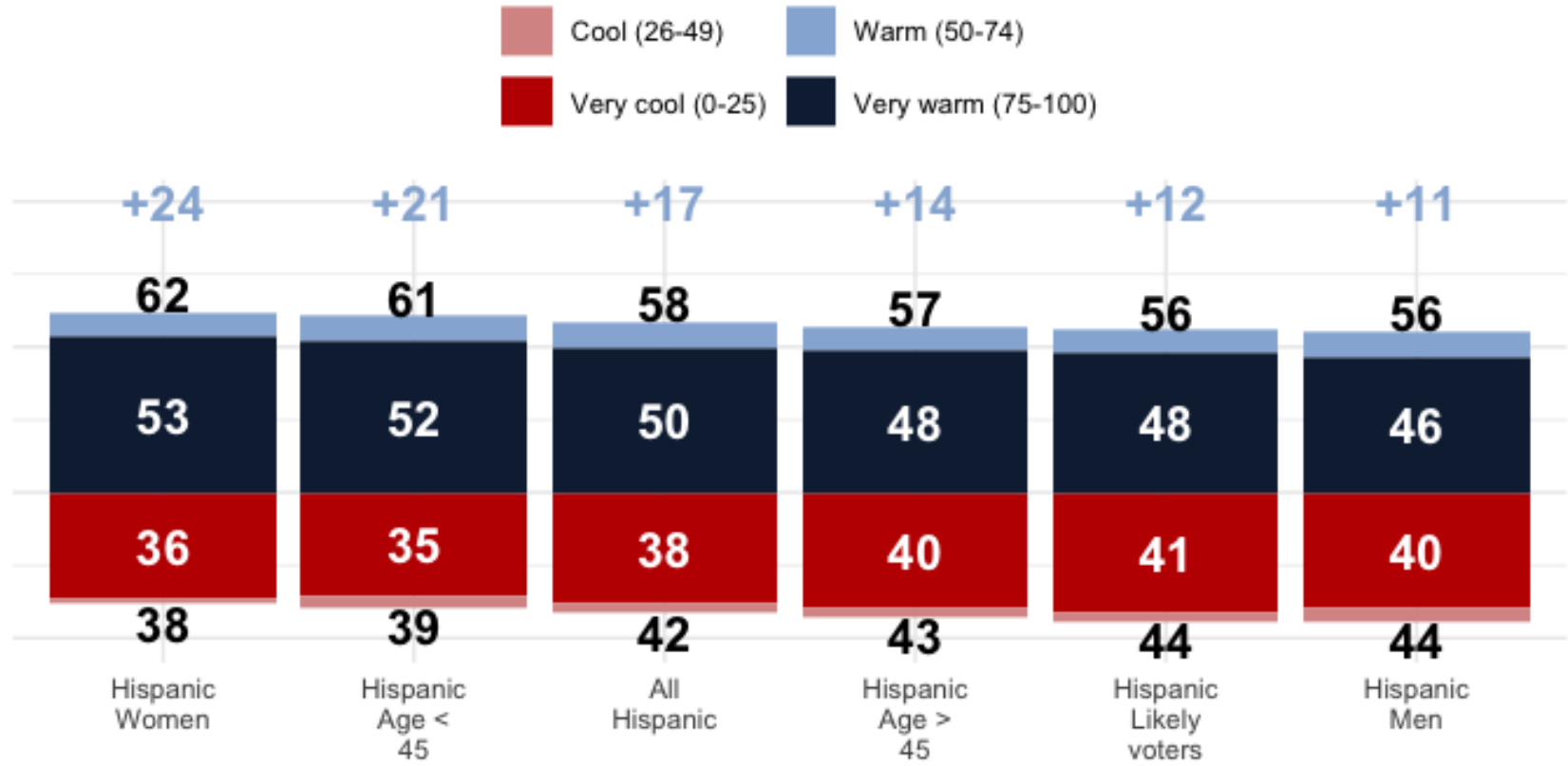


When you're raised by an immigrant mother, you learn what is possible with determination. And determination is how Kamala Harris went from working at McDonald's to prosecutor, State Attorney General, U.S. Senator, and our Vice President in only one generation. In that same determination she always defended us. As a state prosecutor, she protected us from violent criminals. As our president, determination is how she'll stop the corporations who gouge our families on rent and groceries. And she won't stop fighting until we win. Because she knows with determination, when we fight, we win.



The priority message scores slightly above the vote (+17) and over half very warm for Hispanic women and younger voters

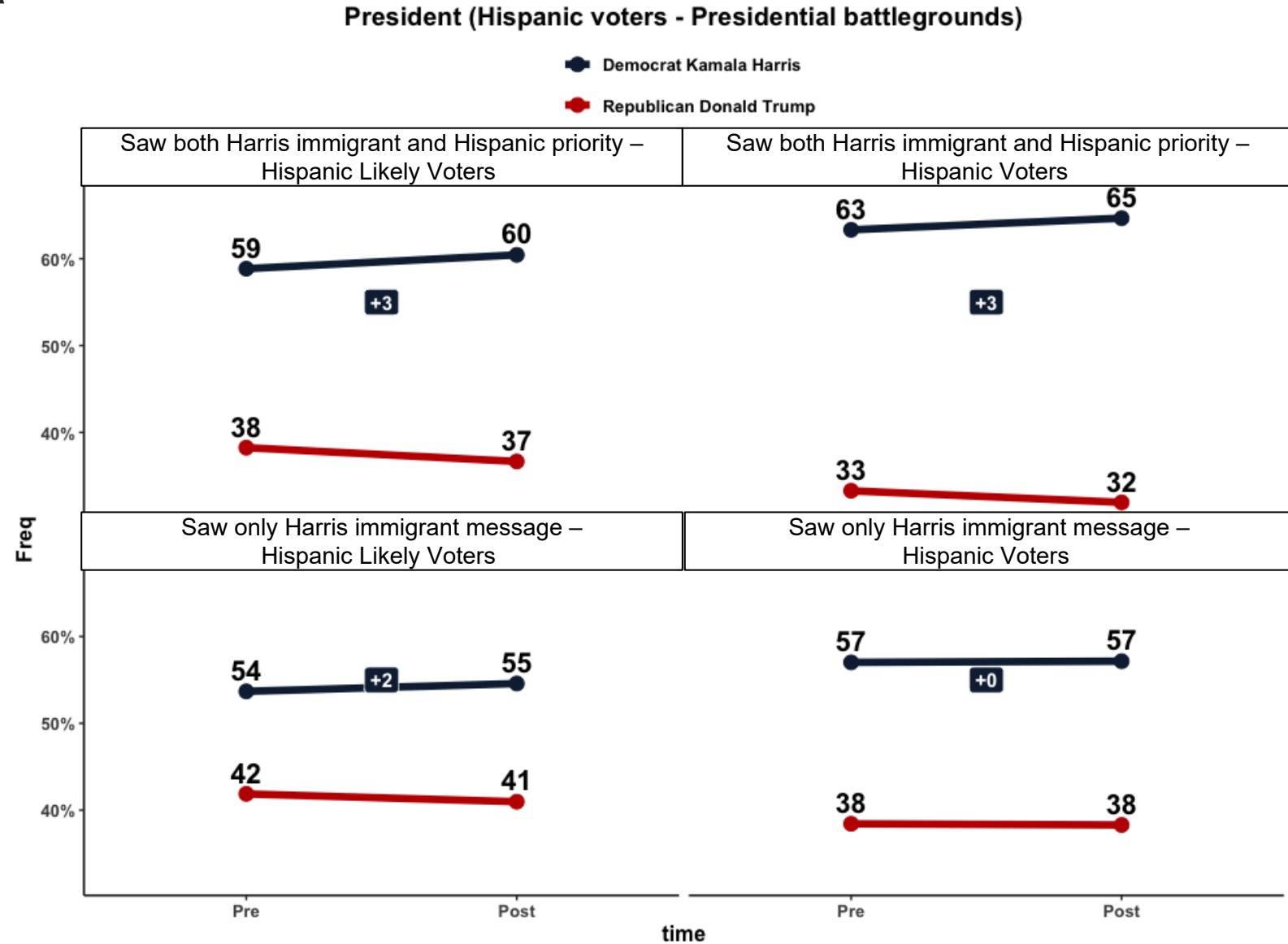
Priority message
twice as effective
as campaign
Hispanic message .



Hispanics hard work and personal responsibility played such a big role in building our nation. Your hard work built our industries that made America great. Too many leaders have taken your support for granted. Not me. Your support was so important to me in California and your issues were number one. I want you to know that I will work hard to win your votes and need your votes to win.



With all Hispanic voters, priority message increases margin by 3 points. Immigrant mother message produces no gain





CONTACT US



DEMOCRACY CORPS

80 M ST SE
Washington, DC
20003

Phone: +1 202 499 6901

www.democracycorps.com

GREENBERG RESEARCH

80 M ST SE
Washington, DC
20003

Phone: +1 202 478 8300

www.greenbergresearch.com