

From July 7 to 17, 2025, Data for Progress, in partnership with Equis, conducted a survey of 1,614 U.S. registered Latino voters nationally using web panel respondents. The sample was weighted to be representative of Latino registered voters by age, gender, education, race, geography, and recalled presidential vote. The survey included oversamples of a pooled set of AZ, NM, and NV. It also included oversamples of the following pooled congressional districts: CA-03, CA-09, CA-13, CA-22, CA-27, CA-40, CA-41, CA-45, CA-47, AZ-01, AZ-06, NV-03, NM-02, CO-08, TX-28, TX-34, TX-15, NJ-07, NJ-09, NY-03, NY-04, NY-17, PA-07, PA-08. The oversamples were weighted to ensure proportional representation of registered voters. The survey was conducted in English and Spanish. The margin of error associated with the sample size is ± 2 percentage points. Results for subgroups of the sample are subject to increased margins of error. For more information please visit <https://dataforprogress.org/our-methodology>.

Data for Progress conducted message testing through maximum difference scaling (MaxDiff) to determine the ordinal ranking of 24 priorities. Respondents were shown a randomized subset of 4 of the priorities, and asked to pick the most and least important priority from those options. They were then asked to do the same across multiple rounds, each time with a new set of 4 randomized priorities.

Using these responses, we project what percentage of registered voters would select each priority as the most important and what percentage of registered voters would select each priority as the least important from the full set of priorities. The scores below represent net importance of each priority — meaning, the projected percentage of registered voters viewing a certain priority as the most important, minus the projected percentage viewing it as the least important.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,614 unless otherwise specified.

[1] How would you rate the US economy today?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Very good	7	3	4	16	5	10	<0.5	6
Somewhat good	27	17	25	48	23	33	38	25
Somewhat poor	37	44	42	26	37	37	36	34
Very poor	27	35	27	9	33	20	26	31
Don't know	1	1	2	1	2	<0.5	0	3
Weighted N	1,614	846	168	506	847	759	81	203

[2] Do you think that the US economy will get better or worse in the next year?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
It will definitely get better	15	4	7	39	13	18	8	8
It will probably get better, but it's too soon to know	26	18	30	39	23	30	52	21
It will probably get worse, but it's too soon to know	28	35	37	14	30	27	28	39
It will definitely get worse	27	40	20	6	30	23	11	25
Don't know	3	2	6	2	4	2	1	7
Weighted N	1,614	846	168	506	847	759	81	203

[3] Below are various economic priorities that the government could address.

For each set of priorities you see, please say which you believe is **most important** for lawmakers to address and which you find the **least important**.

You may see the same priorities several times. Don't worry about remembering how you answered earlier. Just pick which one you think is most and least important when you see them.

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers	New Trump
Lowering the cost of food and groceries	9.7	10.0	9.4	9.4	10.9	8.4	10.0	9.4	8.9
Lowering taxes for working and middle class people	6.1	5.9	6.0	6.3	6.3	5.8	5.7	6.2	6.1
Increasing pay and benefits for workers	5.4	5.5	5.6	5.0	5.0	5.8	5.5	6.2	6.6
Lowering the cost of healthcare	4.9	5.2	4.8	4.2	5.3	4.4	4.9	5.0	5.1
Expanding access to affordable health care	4.8	5.7	4.5	3.4	5.5	4.0	5.8	4.5	4.4
Lowering the cost of health insurance	4.3	4.6	4.1	3.9	4.7	3.9	4.6	3.9	4.0
Increasing the number of good-paying jobs	3.5	3.2	3.8	4.0	3.1	4.1	2.9	3.8	4.1
Lowering the cost of utilities like electricity and water	3.5	3.3	3.5	3.8	3.3	3.6	3.3	3.4	3.5
Lowering rent prices	2.4	2.7	2.3	1.8	2.8	1.9	2.7	2.8	2.6
Lowering the cost of prescription drugs	1.3	1.5	1.3	1.2	1.5	1.2	1.3	1.1	1.2
Lowering the cost of buying a house	0.9	0.8	0.9	0.9	1.1	0.6	0.8	1.2	1.0
Lowering the cost of gas	-0.1	-0.6	0.1	0.6	-0.4	0.2	-0.6	0.2	0.2
Cancelling medical debt	-1.0	-0.7	-1.0	-1.6	-0.9	-1.1	-0.7	-0.6	-0.4
Lowering the cost of home insurance and renter's insurance	-1.2	-1.2	-1.4	-1.1	-0.8	-1.7	-1.2	-1.6	-2.0
Lowering the cost of a college education	-1.5	-1.3	-1.3	-2.0	-1.1	-1.8	-1.3	-0.8	-0.7
Lowering the cost of childcare	-1.7	-1.6	-1.8	-2.0	-1.5	-2.0	-1.4	-1.8	-2.0
Increasing access to trade education and apprenticeship programs	-2.4	-2.7	-2.2	-1.9	-2.9	-1.9	-2.7	-2.4	-2.3
Lowering the federal debt	-2.5	-2.9	-2.5	-1.7	-2.6	-2.3	-3.0	-2.8	-2.8

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers	New Trump
Expanding financial support for small businesses	-3.6	-3.8	-3.5	-3.1	-4.3	-2.8	-3.6	-4.2	-4.1
Lowering start-up costs for small business owners	-4.5	-4.8	-4.2	-3.9	-4.9	-4.0	-4.8	-4.4	-4.2
Cancelling student debt	-4.9	-4.0	-4.8	-6.3	-4.5	-5.3	-3.8	-4.6	-4.5
Cancelling credit card debt	-5.4	-5.4	-5.4	-5.3	-5.7	-5.0	-5.3	-5.7	-5.5
Eliminating surprise and extra fees on credit cards and ticket sales	-6.1	-6.4	-6.1	-5.6	-6.7	-5.5	-6.5	-6.0	-6.0
Lowering taxes for big corporations and the ultra wealthy	-12.0	-13.1	-11.9	-10.0	-13.2	-10.6	-12.5	-12.7	-13.2
Weighted N	1,614	846	168	506	847	759	81	203	51

[4a] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for billionaires

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	62	72	58	47	63	61	62	62
Somewhat support	19	14	21	28	18	20	26	15
Somewhat oppose	7	3	5	14	5	8	4	6
Strongly oppose	7	8	7	7	7	8	2	11
Don't know	5	3	10	4	7	2	5	6
SUPPORT (TOTAL)	81	86	79	75	81	81	88	77
OPPOSE (TOTAL)	14	11	12	21	12	16	6	17
SUPPORT (NET)	+67	+75	+67	+54	+69	+65	+82	+60
Weighted N	1,614	846	168	506	847	759	81	203

[4b] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for big corporations

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	55	66	50	40	55	55	51	57
Somewhat support	23	18	24	31	21	25	24	25
Somewhat oppose	9	5	7	18	9	10	10	5
Strongly oppose	6	7	7	6	6	7	1	6
Don't know	6	5	12	5	9	4	14	7
SUPPORT (TOTAL)	78	84	74	71	76	80	75	82
OPPOSE (TOTAL)	15	12	14	24	15	17	11	11
SUPPORT (NET)	+63	+72	+60	+47	+61	+63	+64	+71
Weighted N	1,614	846	168	506	847	759	81	203

[4c] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing taxes for the ultra wealthy

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	59	70	52	43	59	58	51	59
Somewhat support	19	14	23	29	17	22	33	15
Somewhat oppose	8	5	9	14	9	7	9	5
Strongly oppose	8	8	3	9	8	8	2	8
Don't know	6	4	13	5	8	4	5	13
SUPPORT (TOTAL)	78	84	75	72	76	80	84	74
OPPOSE (TOTAL)	16	13	12	23	17	15	11	13
SUPPORT (NET)	+62	+71	+63	+49	+59	+65	+73	+61
Weighted N	1,614	846	168	506	847	759	81	203

[4d] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Ending loopholes and tax write-offs for big corporations

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	50	56	47	45	47	54	42	43
Somewhat support	20	16	16	27	20	20	33	12
Somewhat oppose	8	6	12	10	7	9	8	9
Strongly oppose	11	12	7	9	11	10	4	16
Don't know	11	10	17	10	15	7	13	19
SUPPORT (TOTAL)	70	72	63	72	67	74	75	55
OPPOSE (TOTAL)	19	18	19	19	18	19	12	25
SUPPORT (NET)	+51	+54	+44	+53	+49	+55	+63	+30
Weighted N	1,614	846	168	506	847	759	81	203

[4e] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting immigration enforcement spending

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	29	34	29	19	28	28	19	27
Somewhat support	23	27	20	19	21	25	35	22
Somewhat oppose	18	16	22	20	20	15	25	16
Strongly oppose	21	14	12	35	18	23	13	16
Don't know	10	9	18	7	12	9	8	19
SUPPORT (TOTAL)	52	61	49	38	49	53	54	49
OPPOSE (TOTAL)	39	30	34	55	38	38	38	32
SUPPORT (NET)	+13	+31	+15	-17	+11	+15	+16	+17
Weighted N	1,614	846	168	506	847	759	81	203

[4f] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting military and defense spending

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	14	16	13	10	13	15	11	14
Somewhat support	22	25	22	18	18	26	25	20
Somewhat oppose	26	27	28	25	26	26	26	23
Strongly oppose	30	26	21	42	33	28	30	31
Don't know	8	6	16	5	9	6	8	13
SUPPORT (TOTAL)	36	41	35	28	31	41	36	34
OPPOSE (TOTAL)	56	53	49	67	59	54	56	54
SUPPORT (NET)	-20	-12	-14	-39	-28	-13	-20	-20
Weighted N	1,614	846	168	506	847	759	81	203

[4g] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Increasing tariffs on imported goods

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	10	4	5	22	9	10	2	6
Somewhat support	21	13	18	36	18	25	47	18
Somewhat oppose	20	21	25	15	20	20	17	22
Strongly oppose	38	53	36	14	40	34	20	36
Don't know	12	9	17	13	13	10	14	18
SUPPORT (TOTAL)	31	17	23	58	27	35	49	24
OPPOSE (TOTAL)	58	74	61	29	60	54	37	58
SUPPORT (NET)	-27	-57	-38	+29	-33	-19	+12	-34
Weighted N	1,614	846	168	506	847	759	81	203

[4h] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting research grants for colleges and universities

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	10	6	5	18	8	13	16	6
Somewhat support	14	7	14	28	13	17	9	9
Somewhat oppose	25	25	27	26	25	24	34	30
Strongly oppose	42	56	35	20	44	39	36	41
Don't know	9	6	19	8	11	7	4	14
SUPPORT (TOTAL)	24	13	19	46	21	30	25	15
OPPOSE (TOTAL)	67	81	62	46	69	63	70	71
SUPPORT (NET)	-43	-68	-43	0	-48	-33	-45	-56
Weighted N	1,614	846	168	506	847	759	81	203

[4i] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting food assistance programs like SNAP

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	6	3	4	12	5	7	9	3
Somewhat support	12	8	8	22	11	13	18	4
Somewhat oppose	17	12	21	26	15	20	31	18
Strongly oppose	59	74	60	35	63	55	42	68
Don't know	5	3	7	6	5	4	<0.5	7
SUPPORT (TOTAL)	18	11	12	34	16	20	27	7
OPPOSE (TOTAL)	76	86	81	61	78	75	73	86
SUPPORT (NET)	-58	-75	-69	-27	-62	-55	-46	-79
Weighted N	1,614	846	168	506	847	759	81	203

[4j] To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes.

Do you support or oppose the following approaches to fund government policies and programs?

— Cutting social programs like Medicare, Medicaid, and Social Security

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Biden 2020 Defectors	2024 Abstainers
Strongly support	6	5	3	8	5	7	3	3
Somewhat support	9	3	7	19	6	11	14	2
Somewhat oppose	14	7	16	24	11	17	20	15
Strongly oppose	66	81	67	43	71	61	57	72
Don't know	5	3	7	6	6	5	7	8
SUPPORT (TOTAL)	15	8	10	27	11	18	17	5
OPPOSE (TOTAL)	80	88	83	67	82	78	77	87
SUPPORT (NET)	-65	-80	-73	-40	-71	-60	-60	-82
Weighted N	1,614	846	168	506	847	759	81	203