



Statewide Survey of Latinx Residents

Topline Results

Survey of 1,203 Latinx Residents of Massachusetts

Field dates: December 7 – 17, 2022

I'm going to read you the names of several people that are active in public affairs. After I read each one, please tell me if you have a generally favorable or generally unfavorable view of the person. If you have never heard of them or if you are undecided, please just say so. **READ FIRST NAME.** How about **READ NEXT NAME?**

ROTATE ORDER	Favorable	Unfavorable	Heard of / Undecided	Never heard of	Don't Know / Refused
Maura Healey	25%	9%	15%	42%	9%
Ed Markey	22%	10%	19%	41%	7%
Elizabeth Warren	43%	12%	20%	19%	6%
Ayanna Pressley	22%	7%	14%	49%	7%
Katherine Clark	15%	7%	14%	55%	9%

Does each of the following statements better describe the Massachusetts Democratic Party, the Massachusetts Republican party, both parties, or neither party?

ROTATE ORDER	Democratic Party	Republican Party	Both parties	Neither party	Don't Know / Refused
Represents the interests of Latinos in Massachusetts	44%	9%	15%	19%	14%
Shares your values	39%	14%	16%	20%	12%
Focuses on issues that matter to you	40%	11%	19%	20%	11%

Are you currently registered to vote in Massachusetts?

Yes I am	60%
No I am not	38%
Don't Know / Refused	2%

ASK IF NOT REGISTERED.

Are you currently eligible to register to vote in Massachusetts?

Yes I am	30%
No I am not	67%
Don't Know / Refused	2%

ASK IF NOT REGISTERED, BUT ELIGIBLE.

You mentioned that you are not registered to vote, but eligible to register. What are the biggest reasons you have not registered? **OPEN END.**

Don't have time to register / tried to & couldn't / need to learn more	25%
Don't follow politics / not interested in politics	24%
Don't believe in voting / don't want to vote / my vote doesn't matter	18%
Lost faith in politics / don't trust the system / it's not for the people / nothing changes	11%
Don't like candidates or party / none appeal to me	11%
Other	11%
I don't know	5%

Do you agree or disagree with the following statement: Voting has real impact on the way decisions are made. And do you strongly (agree/disagree) or just somewhat?

Strongly agree	52%
Somewhat agree	31%
Somewhat disagree	7%
Strongly disagree	8%
Don't Know / Refused	3%

If people in your community pushed for change, how much of a difference do you think they could make? Would you say a lot, some, a little or none?

A lot	41%
Some	32%
A little	19%
None	6%
Don't Know / Refused	3%

Have you done any of the following in the past 12 months? Please answer yes or no. **READ FIRST ITEM** How about **READ NEXT?**

ROTATE ORDER	Yes	No	Don't Know / Refused
Posted about your political views on social media	26%	71%	3%
Attended government meetings in your community, such as city or town council meetings	23%	75%	2%
Worn a campaign button, put a campaign sticker on your car, or placed a sign in your window or in front of your house	22%	75%	3%
Attended a political rally, speech, or campaign event	18%	79%	3%
Contacted an elected official	17%	79%	4%
Donated money to a candidate for elected office	14%	83%	3%
Donated money to a ballot campaign or another political cause	14%	82%	3%
Volunteered for a political campaign	10%	87%	3%

ASK IF NOT CONTACTED AN ELECTED OFFICIAL.

What are the main reasons you have not contacted an elected official in the last 12 months? Please select all that apply.

I didn't have any issues I needed to contact them about	39%
I am not sure who my elected officials are	7%
I did not know I could contact elected officials	13%
I tried contacting an elected official, but never heard back	4%
I am not interested in contacting them	25%
I am not sure where to start	16%
Don't Know / Refused	5%

MAXDIFF TASK. FOR EACH REPETITION, SHOW A RANDOM 5 OF THE POTENTIAL PRIORITIES LISTED BELOW. SHOW 8 SETS TO EACH RESPONDENT TO ENSURE EACH ITEM IS SHOWN 3 TIMES. I'm going to read you several things state leaders in Massachusetts could focus on over the next year. Which of the following do you think should be state leaders' highest priority and their lowest priority? **READ ALL FIVE OPTIONS ON SCREEN THEN ASK:** Of these, which do you think is most important? And which do you think is least important?

	Mean Score
ROTATE ORDER	
Making housing more affordable	33
Making health care more affordable	27
Creating jobs and reducing unemployment	21
Ensuring access to high quality K-12 education	15
Protecting immigrant rights	10
Making childcare more affordable	6
Helping small businesses	-5
Increasing the number of Black, Latino, and Asian people in elected office	-11
Increasing voter turnout among Latinos	-13
Protecting access to abortion	-15
Protecting the state against climate change	-19
Increasing the number of women in elected office	-24
Improving public transportation	-25

Now, we would like to get your views on some issues that are being discussed in Massachusetts today. Do you strongly support, somewhat support, somewhat oppose or strongly oppose **READ FIRST?** How about **READ NEXT?**

ROTATE ORDER	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / Refused
Pardoning people convicted of marijuana possession in Massachusetts	40%	20%	16%	16%	8%
Making buses and trains free to ride in Massachusetts	51%	27%	12%	8%	2%
Limiting the amount a landlord can increase rents from one year to the next	66%	13%	6%	11%	4%
Extending paid family leave to all workers	63%	24%	6%	4%	3%
Helping families with young children pay for childcare through government subsidies	64%	23%	5%	5%	3%
Cancelling student loan debt	62%	17%	8%	11%	3%
Expanding programs to provide small businesses with access to funds they need to grow	63%	27%	4%	4%	3%

Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?

Legal in all cases	29%
Legal in most cases	30%
Illegal in most cases	16%
Illegal in all cases	18%
Don't Know / Refused	8%

Thinking about future elections, how important is it to you to elect more Latinos to public office?

Very important	43%
Somewhat important	33%
Not too important	11%
Not at all important	9%
Don't Know / Refused	4%

Where do you typically get information about issues impacting your community? **DO NOT READ OPTIONS. CODE INTO CATEGORIES. ALLOW MULTIPLE ANSWERS.**

Online news websites	35%
Newspapers	18%
Radio	17%
TV	47%
Social media (general)	40%
Facebook	23%
Instagram	18%
Twitter	10%
TikTok	13%
Friends and family	25%
Local community organization	10%
Churches and religions institutions	4%
Somewhere else	5%
Don't Know / Refused	3%

And may I ask what your religious preference is? **IF "CHRISTIAN," ASK: Are you Catholic or Protestant? [IF "PROTESTANT," ASK: What specific denomination? [DO NOT READ LIST]**

Catholic	38%
Episcopalian	1%
Lutheran	<1%
Methodist	<1%
Presbyterian	<1%
Unitarian	1%
United Church of Christ	1%
Non-Denominational	2%
Baptist	2%
Pentecostal	5%
Evangelical	8%
Christian Scientist	1%
Mormon – Church of Latter Day Saints	<1%
Other Christian	7%
Muslim/Islamic	<1%
Jewish	1%
Another religion	5%
None	21%
Don't Know / Refused	5%

How often do you attend religious services?

More than once a week	9%
Weekly	19%
Several times a month	7%
Monthly	5%
A few times a year	17%
Less often	14%
Never	24%
Don't Know / Refused	4%

Which of the following words do you prefer to use when describing yourself? **ROTATE ORDER, SELECT ALL THAT APPLY**

Latino	46%
Latinx	5%
Hispanic	36%
I use my country of origin	29%
Don't Know / Refused	3%

Do you identify as Afro-Latino, or not?

Yes I do	22%
No I do not	73%
Don't Know / Refused	5%

DEMOGRAPHICS

Nationality

Colombian	5%
Cuban	3%
Dominican	20%
Guatemalan	5%
Honduran	2%
Peruvian	2%
Puerto Rican	38%
Salvadoran	7%
Brazilian	12%
Mexican	5%
Something else	10%
Don't Know / Refused	3%

Languages spoken at home

English	74%
Spanish	68%
Cape Verdean	1%
Haitian Creole	1%
Arabic	<1%
Vietnamese	<1%
Mandarin	<1%
Portuguese	10%
Other	1%
Don't Know / Refused	1%

Parental Status

1 child	22%
2 children	17%
3 or more	11%
Do not have children	46%
Don't Know / Refused	4%

Own or rent home

Own	32%
Rent	55%
Another arrangement	11%
Don't Know / Refused	2%

Age

18 to 29 years old	32%
30 to 44 years old	33%
45 to 59 years old	22%
60+	13%
Don't Know / Refused	1%

Gender

Male	49%
Female	50%
Other	1%
Don't Know / Refused	1%

Education

High school or less	57%
Some college, no degree	25%
College degree	11%
Advanced degree	6%
Don't Know / Refused	1%

About the Poll

These results are based on a survey of 1,203 Latinx residents of Massachusetts. Interviews were conducted December 7-17, 2022 via live telephone, online, and text-to-web interviewing. Both telephone and online questionnaires were offered in English and Spanish. Results were weighted to known and estimated demographic parameters on age, gender, nationality, education, and region. The margin of sampling error for the full sample is +/- 3.5 percentage points with a 95 percent level of confidence, inclusive of the design effect. This project was sponsored by Amplify Latinx.