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In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020

For Latino voters, the economy is the top issue, followed by health care, violent crime and gun policy

BY *Mark Hugo Lopez and Luis Noe-Bustamante*

About Pew Research Center

Pew Research Center is a nonpartisan, nonadvocacy fact tank that informs the public about the issues, attitudes and trends shaping the world. It does not take policy positions. The Center conducts public opinion polling, demographic research, computational social science research and other data-driven research. It studies politics and policy; news habits and media; the internet and technology; religion; race and ethnicity; international affairs; social, demographic and economic trends; science; research methodology and data science; and immigration and migration. Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder.

How we did this

Pew Research Center conducted this analysis to understand Latino voters' views of the 2024 U.S. presidential election. For this analysis, we surveyed 9,720 U.S. adults – including 691 Latino registered voters – from Aug. 26 to Sept. 2, 2024, in English and Spanish.

Everyone who took part in this survey is a member of the Center's American Trends Panel (ATP), a group of people recruited through national, random sampling of residential addresses who have agreed to take surveys regularly. This kind of recruitment gives nearly all U.S. adults a chance of selection. Surveys were conducted either online or by telephone with a live interviewer. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other factors. Read more about the ATP's methodology.

Here are the questions used for this report, the topline, and the survey methodology.

In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020

For Latino voters, the economy is top issue followed by health care, violent crime and gun policy

As the final leg of the presidential campaign begins following an eventful summer, a majority of Latino registered voters (57%) say they would vote for Vice President Kamala Harris and 39% would vote for former President Donald Trump, according to a Pew Research Center survey conducted Aug. 26-Sept. 2, 2024.[1]

Harris performs substantially better among Latino voters than President Joe Biden did when he was the likely Democratic nominee. [In July] – after the first presidential debate but before Trump was injured in a shooting at a campaign rally – equal shares of Latino voters said they would vote for Biden as for Trump (36% each) while 24% favored Robert F. Kennedy Jr. In a two-way matchup, 51% of Latino voters said in July that they'd support Biden and 46% said they'd back Trump – a narrower margin for Biden than for Harris today.

Harris leads Trump among Latino registered voters

% of Latino registered voters who say that if the 2024 election were held today, they would vote for …

Trump/Lean Trump 39
Harris/Lean Harris 57
None/Other 4

Note: Based on Latino registered voters. Respondents who did not offer an answer are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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The presidential preferences of Latinos look similar to 2020, when [Biden defeated Trump 61% to 36% among Latinos who voted].[2] (*Jump to [more about 2024 presidential preferences] among demographic groups of Latino voters.*)
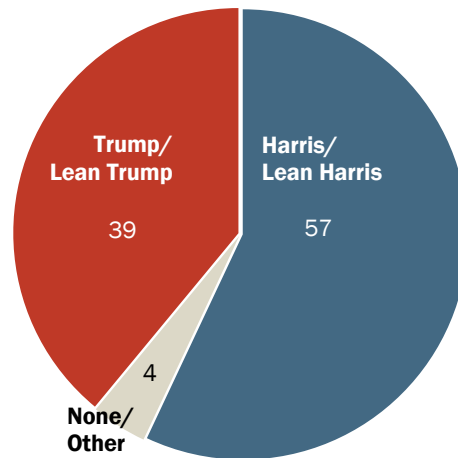
[1] The pan-ethnic terms Hispanic and Latino are used interchangeably throughout this report. In this report, the phrases "Latino registered voters," "Latino voters," "Hispanic registered voters" and "Hispanic voters" are used interchangeably and are intended to reflect the diversity of the group. They are used instead of phrases like "the Latino vote" or "the Hispanic vote," which imply that Latino voters are a single, unified voting bloc.

[2] This sentence was updated after publication to reflect the presidential preferences of Latino voters in 2020 due to a revised weighting approach we implemented in 2022. For more information, see the [methodology for our 2022 validated voters report].

Supporters of both candidates have largely made up their minds. Among Latino registered voters, 79% of Harris supporters and 77% of Trump supporters say they are certain to vote for their candidate. By comparison, among all U.S. registered voters, at least eight-in-ten Harris and Trump supporters say they are certain to vote for their candidate.

When it comes to their vote choice, Latino Harris and Trump backers give different reasons for their support.

- 70% of Latinos who back Trump say their choice is more a vote *for* Trump than *against* Harris. This is a slightly bigger share than in October 2020, when 62% of Latino Trump supporters said their choice was a vote for Trump.

- By contrast, Latinos backing Harris give mixed reasons for their vote choice: 54% say their vote is more a vote *against* Trump than *for* Harris, while 46% say it's a vote for Harris. Notably, this is similar to what Latino Biden supporters expressed in October 2020, when 59% said their vote was more of a vote against Trump.
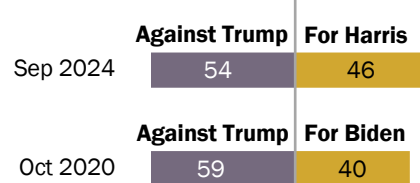
On issues, 85% of Latino voters say the economy is very important to their vote in this year's presidential election, followed by health care (71%), violent crime (62%), gun policy (62%), immigration (59%) and Supreme Court appointments (58%).
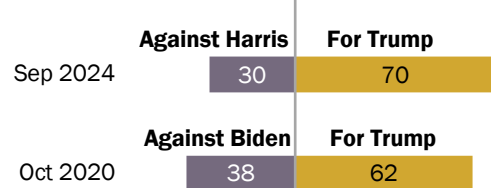
Reasons for Latino voters' 2024 presidential candidate choices

% of Latino registered voters who say their choice of candidate is more of a vote …

Among Dem candidate supporters

	Against Trump	For Harris
Sep 2024	54	46

	Against Trump	For Biden
Oct 2020	59	40

Among Trump supporters

	Against Harris	For Trump
Sep 2024	30	70

	Against Biden	For Trump
Oct 2020	38	62

Note: Based on Latino registered voters. 2020 Trump supporters have a relatively low sample size of 385, for an effective sample size of 87 (margin of error of +/- 10.5 percentage points at the 95% confidence level). Respondents who did not offer an answer are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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Yet Latino voters who support Trump and Harris prioritize different issues. Among Trump's Latino supporters, the economy (93%), violent crime (73%) and immigration (71%) are the three most-cited issues important to their vote. By contrast, for Latinos who back Harris, the economy (80%), health care (78%) and gun policy (66%) are the three top issues. Notably, immigration was cited by 51% of Harris Latino voters as important for their vote for president – the second-lowest share among the 10 issues asked about in the survey. (*Jump to more about what Latino voters see as top issues*.)

In 2024, 36.2 million Latinos are eligible to vote (i.e., they are adult U.S. citizens), up 4 million since 2020 and more than double the 14.3 million Latino eligible voters in 2000. As a result, Latino voters are now the nation's second-largest group of eligible voters – ahead of Black voters and Asian American voters and behind White voters. With so many Latino eligible voters nationally, they make up notable shares of voters in several of this year's battleground states.

Pew Research Center's bilingual national survey of 9,720 adults (including 691 Latino registered voters), conducted from Aug. 26 to Sept. 2, 2024, explores views and attitudes about the presidential election since Biden withdrew from the race and Harris became the Democratic nominee. It was fielded prior to the Sept. 10 presidential debate.

This report explores the views of Latino registered voters about the 2024 presidential candidates and election.
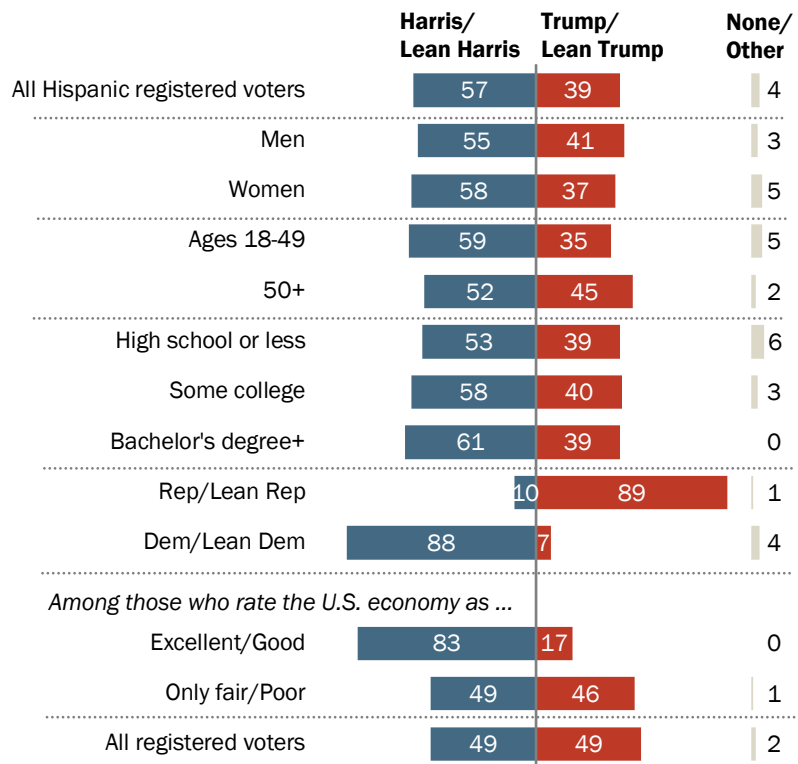
Latino voters and the Harris-Trump match up

Harris has an advantage over Trump in just about all major demographic subgroups among Latino voters, though some notable differences exist.

- **Gender:** Harris leads among both Hispanic women (58%) and men (55%). About four-in-ten Hispanic men (41%) and women (37%) say they would vote for Trump.

- **Age:** 59% of Latino voters under 50 support Harris while 35% say they support Trump. Among voters ages 50 and older, 52% support Harris and 45% support Trump, highlighting an age gap in support for both candidates.

- **Education:** Harris leads across all education groups among Latino voters. Meanwhile, Trump support is about the same among each group.

Harris leads Trump among most Latino voter groups

% of Latino registered voters who say that if the 2024 presidential election were held today, they would vote for …

	Harris/ Lean Harris	Trump/ Lean Trump	None/ Other
All Hispanic registered voters	57	39	4
Men	55	41	3
Women	58	37	5
Ages 18-49	59	35	5
50+	52	45	2
High school or less	53	39	6
Some college	58	40	3
Bachelor's degree+	61	39	0
Rep/Lean Rep	10	89	1
Dem/Lean Dem	88	7	4
Among those who rate the U.S. economy as …			
Excellent/Good	83	17	0
Only fair/Poor	49	46	1
All registered voters	49	49	2

Note: Based on Latino registered voters. Respondents who did not offer an answer are not shown. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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- **Economic conditions rating:** Latino voters who rate economic conditions as only fair or poor are split between Harris (49%) and Trump (46%). Meanwhile, Harris has overwhelming support among Latino voters who rate economic conditions as excellent or good: 83% say they support Harris, while 17% say the same for Trump.

▪ **Religion:** 65% of Latino Protestants say they plan to vote for Trump, while Harris has majority support among Hispanic Catholics (65%) and religiously unaffiliated Hispanics (67%).

Related: [White Protestants and Catholics support Trump, but voters in other U.S. religious groups prefer Harris](#)

Latino voters, religion and the 2024 U.S. presidential race

% of Latino registered voters who say that if the 2024 election were held today, they would vote for …

Note: Based on Latino registered voters. Respondents who did not offer an answer are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
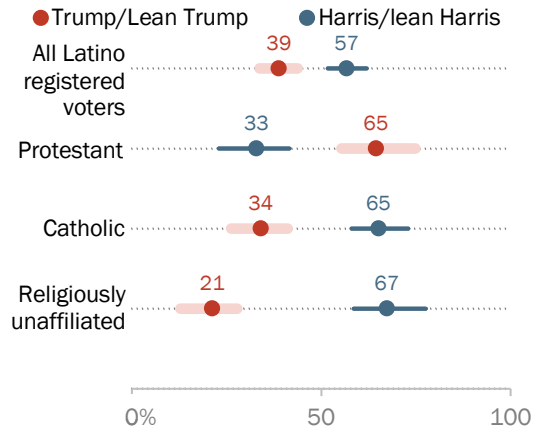"In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"

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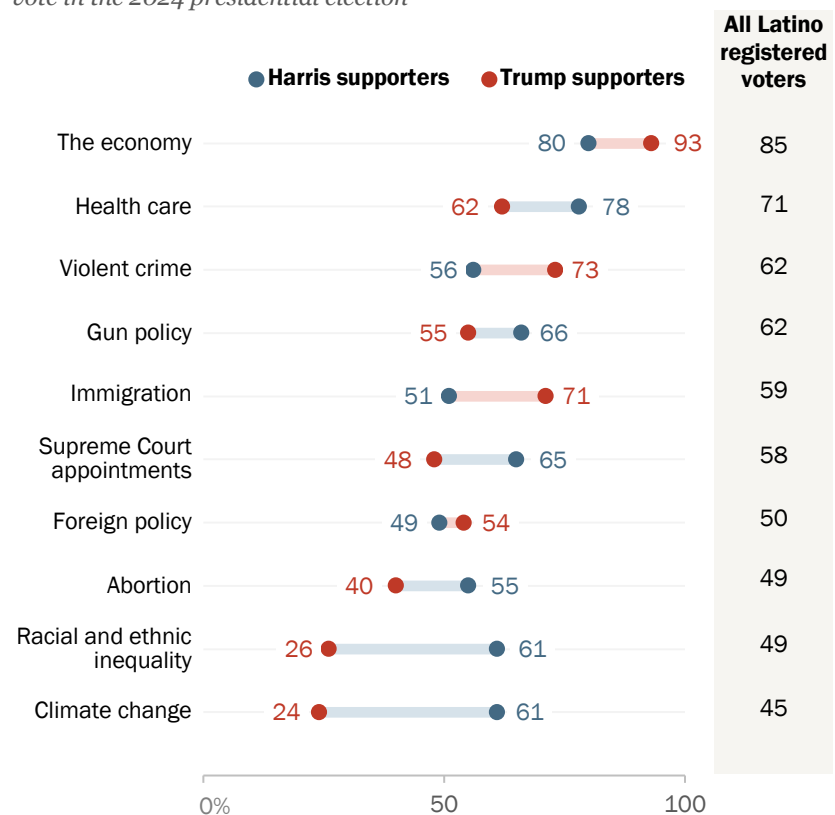## Top issues for Latino Harris and Trump supporters in 2024

When it comes to issues that are very important to their vote this year, 85% of Latino registered voters say the economy matters most among the 10 issues included in the survey. Following the economy are the issues of health care (71%), violent crime (62%), gun policy (62%) and immigration (59%).

Nonetheless, Latinos who back Harris and Trump prioritize issues differently:

- The economy is the top issue for both Latino Trump and Harris supporters, but Latino Trump backers are more likely to say the economy is *very* important to their vote (93% vs. 80%).

- For Latino Harris supporters, the most important issues after the economy are health care (78%), gun policy (66%), Supreme Court appointments (65%) and racial and ethnic inequality and climate change (61% each). Another 51% say immigration is very important to their vote this year, the second-lowest rated issue for Latino Harris supporters.

The economy is the top issue for Latino voters in 2024

*% of Latino registered voters who say each is **very important** to their vote in the 2024 presidential election*

	Harris supporters	Trump supporters	All Latino registered voters
The economy	80	93	85
Health care	78	62	71
Violent crime	56	73	62
Gun policy	66	55	62
Immigration	51	71	59
Supreme Court appointments	65	48	58
Foreign policy	49	54	50
Abortion	55	40	49
Racial and ethnic inequality	61	26	49
Climate change	61	24	45

Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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- For Latino Trump supporters, the top issue after the economy is violent crime (73%), followed by immigration (71%), health care (62%), gun policy (55%) and foreign policy (54%).

The pattern of top issues for Latino Harris and Trump supporters in many ways mirrors that among all Harris and Trump supporters, though there are some differences.

- Trump supporters overall are just as likely as Latino Trump supporters to rate the economy as very important to their vote this year – 93% in each group says this. On the issue of immigration, 82% of all Trump supporters say this is a very important issue for them while 71% of Latino Trump supporters say the same.

- Among all Harris backers, the leading issues are health care (76%) and Supreme Court appointments (73%). Among Latino Harris supporters, the economy is the top issue, with a higher share saying this than among all Harris supporters (80% vs. 68%). On immigration, Latino Harris backers are more likely than all Harris backers to say the issue is very important to their vote (51% vs. 39%).
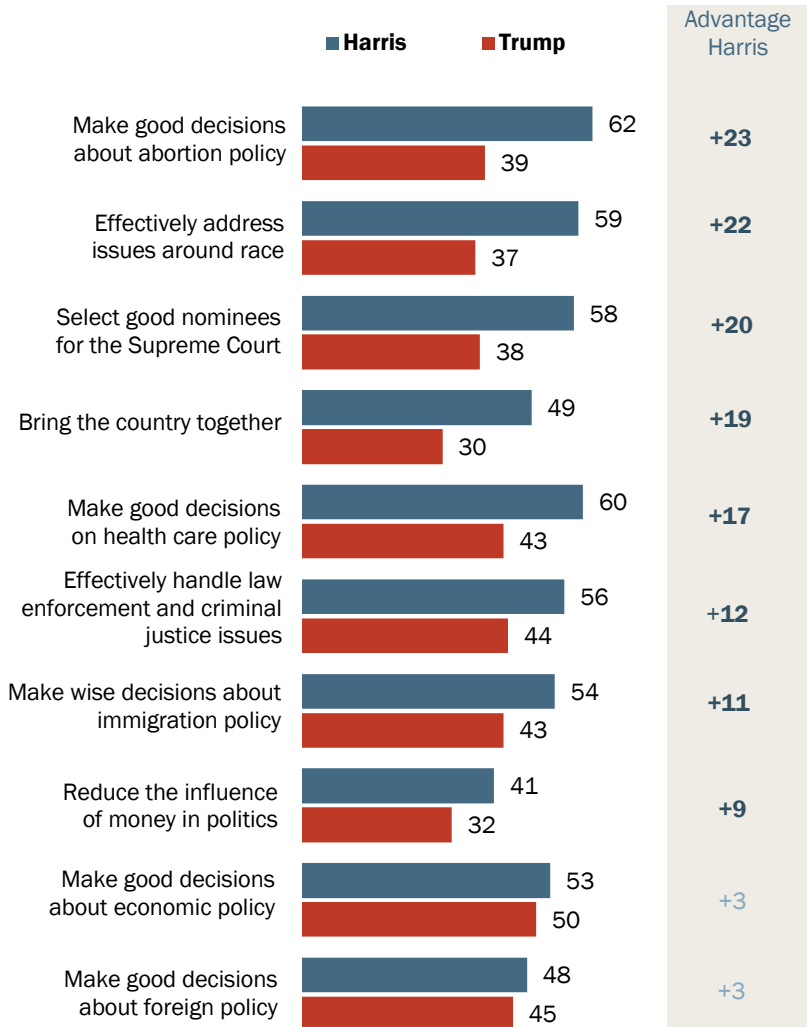
When it comes to Latino voters' confidence in the candidates, Harris holds a significant advantage over Trump on most issues.

- **Abortion:** 62% of Latino registered voters say they have confidence that Harris can make good decisions about abortion policy; 39% say the same about Trump.

- **Issues around race:** 59% of Latino voters say they have confidence Harris can make good decisions on this topic while 37% say the same about Trump – a 22 percentage point advantage for Harris.

- **Supreme Court nominees:** When it comes to selecting good nominees for the Supreme Court, 58% say they have confidence in Harris while 38% say the same about Trump.

On **immigration policy,** 54% of Latino voters say they have confidence in Harris to make wise decisions while 43% say the same about Trump – an 11-point edge for Harris. But among all registered voters, Trump has a 7-point lead: 52% say they are confident Trump can make wise decision about

Latino voters are more confident in Harris than in Trump on most issues

*% of Latino registered voters who say they are **very/somewhat confident** that _____ can do each of the following*

■ **Harris** ■ **Trump**

	Harris	Trump	Advantage Harris
Make good decisions about abortion policy	62	39	**+23**
Effectively address issues around race	59	37	**+22**
Select good nominees for the Supreme Court	58	38	**+20**
Bring the country together	49	30	**+19**
Make good decisions on health care policy	60	43	**+17**
Effectively handle law enforcement and criminal justice issues	56	44	**+12**
Make wise decisions about immigration policy	54	43	**+11**
Reduce the influence of money in politics	41	32	**+9**
Make good decisions about economic policy	53	50	+3
Make good decisions about foreign policy	48	45	+3

Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Statistically significant differences are in **bold**. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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immigration policy, while 45% say the same about Harris.

And on **economic policy,** Harris does not have a significant advantage over Trump among Latino voters. This contrasts with all registered voters, 55% of whom say they have confidence in Trump to make good decisions about economic policy while 45% say this about Harris – a 10-point advantage for Trump.

Latino voters and national economic conditions

Economic issues have been top of mind for Latino voters in recent years.

- 80% of Latino registered voters say they are very concerned about the price of food and consumer goods today.

- 77% say they are very concerned about the cost of housing, up from 71% in 2022.

- 46% say they are very concerned about people who want to work being able to find jobs, up from 36% in 2022.

The survey also finds that Latino registered voters are downbeat about the state of the U.S. economy. About three-quarters (77%) rate national economic conditions as only fair or poor. However, Latino Trump backers are more likely than Latino Harris backers to rate economic conditions this way (90% vs. 66%).

Looking ahead to the next year, Latino voters express mixed views about future economic

Majorities of Latino voters are concerned about food and consumer good prices, cost of housing

*% of Latino registered voters who say they are **very concerned** about each of the following economic issues in the country today*
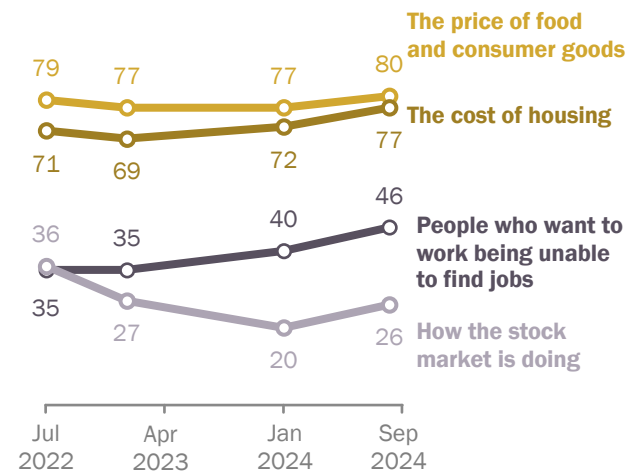
Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
"In Tight U.S. Presidential Race, Latino Voters' Preferences Mirror 2020"
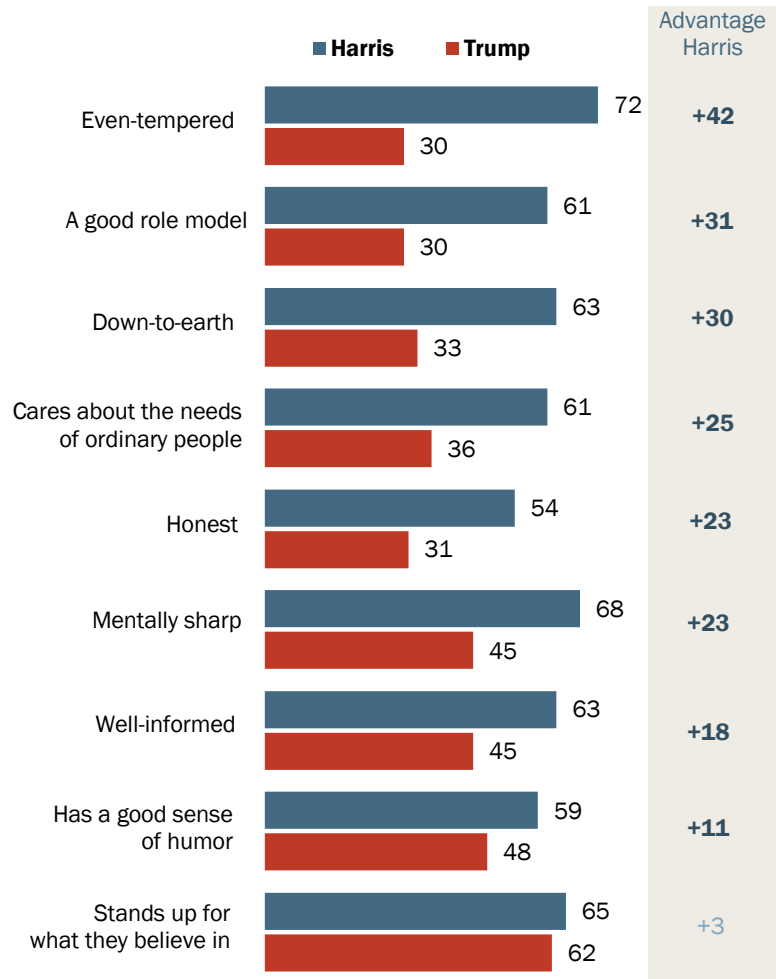
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conditions. About four-in-ten (39%) expect better conditions, 22% expect worse conditions and 38% expect conditions to be the same as about now. Views are similarly mixed among both Latino Trump and Harris supporters.

How Latino voters view the candidates' personal traits

About twice as many Latino voters see Harris as even-tempered, a good role model and down-to-earth than say these traits describe Trump. Harris also has a wide advantage over Trump on all but one of the personal characteristics asked about in the survey.

- 72% of Latino voters say "even-tempered" describes Harris very or fairly well, while 30% say the same about Trump – a 42-point advantage for Harris.

- 61% of Latino voters see Harris as "a good role model," while 30% say the same about Trump.

- 63% say "down-to-earth" describes Harris very or fairly well; 33% of Latino voters say this about Trump.

- 68% describe Harris as "mentally sharp" while 45% say the same about Trump – a 23-point advantage for Democratic candidate.

Latino voters give Harris the edge over Trump on personal traits, though majorities say both stand up for what they believe in

*% of Latino registered voters who say ____ describes each candidate **very/fairly well***

Trait	Harris	Trump	Advantage Harris
Even-tempered	72	30	**+42**
A good role model	61	30	**+31**
Down-to-earth	63	33	**+30**
Cares about the needs of ordinary people	61	36	**+25**
Honest	54	31	**+23**
Mentally sharp	68	45	**+23**
Well-informed	63	45	**+18**
Has a good sense of humor	59	48	**+11**
Stands up for what they believe in	65	62	+3

Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Statistically significant differences are in **bold**. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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Harris also leads Trump on being seen as "well-informed" by Latino voters (63% vs. 45%). And more Latino voters say Harris "has a good sense of humor" than say this about Trump (59% vs. 48%).

Trump does not hold an advantage over Harris on any personal characteristic we asked about. However, similar majorities of Latino voters say Harris and Trump stand up for what they believe in (65% vs. 62%).

How the candidates make Latino voters feel

Latino voters say Harris and Trump make them feel a mix of positive and negative emotions.

- **Pride:** 24% of Latino registered voters say Harris makes them feel extremely or very proud, while 19% say Trump makes them feel this way. Notably, 49% say Harris makes them feel not too or not at all proud, and 66% say this about Trump.

- **Hope:** 26% of Latino voters say Harris makes them feel hopeful, while 21% say this about Trump. Meanwhile, 61% say Trump makes them feel not too or not at all hopeful; 48% say this of Harris.

- **Unease:** 30% of Latino voters say they feel uneasy about Harris, but half say this about Trump.

- **Anger:** 19% of Latino voters say Harris makes them feel extremely or very angry; 38% say Trump makes them feel this way.
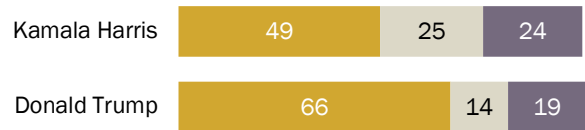
Latino voters say Harris and Trump evoke a mix of emotions

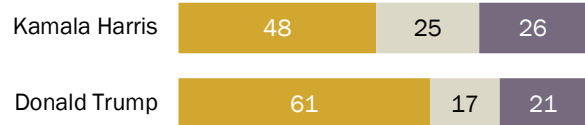*% of Latino registered voters who say each of the candidates makes them feel …*

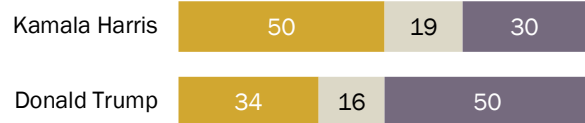■ Not too/Not at all ■ Somewhat ■ Extremely/Very

Positive feelings

Proud
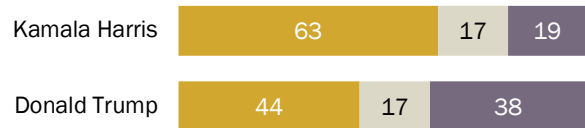
	Not too/Not at all	Somewhat	Extremely/Very
Kamala Harris	49	25	24
Donald Trump	66	14	19

Hopeful

	Not too/Not at all	Somewhat	Extremely/Very
Kamala Harris	48	25	26
Donald Trump	61	17	21

Negative feelings

Uneasy

	Not too/Not at all	Somewhat	Extremely/Very
Kamala Harris	50	19	30
Donald Trump	34	16	50

Angry

	Not too/Not at all	Somewhat	Extremely/Very
Kamala Harris	63	17	19
Donald Trump	44	17	38

Note: Based on Latino registered voters. Respondents who did not offer an answer are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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Does Harris' and Trump's race and ethnicity, gender and age matter to Latino voters in the 2024 election?

This year's presidential election will produce a national historic first one way or the other. If Harris is elected, she would be the first woman, first Black woman and first Asian person to be serve as president. If Trump is elected, he would be the oldest president, at age 78.

Overall, Latino voters have mixed views on how much these characteristics might help or hurt the candidates.
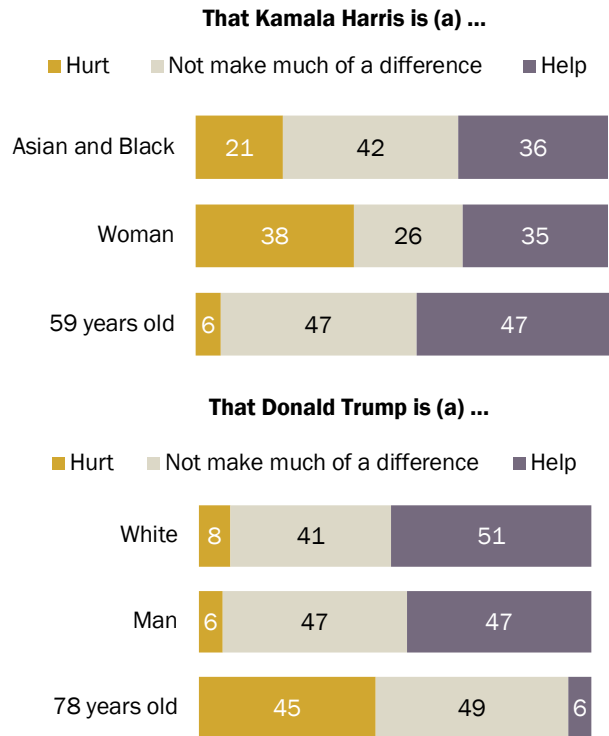
Kamala Harris

- 36% say Harris' Asian and Black background will help her in November, 42% say it won't make much of a difference, and 21% say it will hurt her chances.

- 35% say being a woman will help Harris' candidacy, 26% say it won't make much of a difference, and 38% say it will hurt.

- 47% say Harris' age (59 years old) will help her in the election, while another 47% say her age won't make much of a difference.

Donald Trump

- 51% of Latino voters say being White will help Trump's candidacy, while only 8% say it will hurt. Another 41% say it won't make a difference in November.

- Latino voters are split on the impact of Trump's gender: 47% say being a man will help him, while an equal share say it won't make much of a difference. Very few say it will hurt him.

Latino voters hold mixed views on whether race, gender or age will matter for Harris or Trump in the election

% of Latino registered voters who say each of the following characteristics will _____ each candidate in November

That Kamala Harris is (a) ...

■ Hurt   ■ Not make much of a difference   ■ Help

	Hurt	Not make much of a difference	Help
Asian and Black	21	42	36
Woman	38	26	35
59 years old	6	47	47

That Donald Trump is (a) ...

■ Hurt   ■ Not make much of a difference   ■ Help

	Hurt	Not make much of a difference	Help
White	8	41	51
Man	6	47	47
78 years old	45	49	6

Note: Based on Latino registered voters. Respondents who did not offer an answer are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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- 45% say Trump's age (78 years old) will hurt his chances in November, while 49% say it won't make much of a difference.

Latino voters and engagement with the 2024 presidential election

Latino registered voters have been [less engaged than other registered voters](#) in this year's presidential election. Nonetheless, at this point in the election, Latinos who support Harris and Trump are about equally engaged.

Does it matter who wins?

- 64% of Latino registered voters say it really matters who wins the election.

- Latinos who support Harris are slightly more likely than those who support Trump to say it really matters who wins (67% vs. 62%).

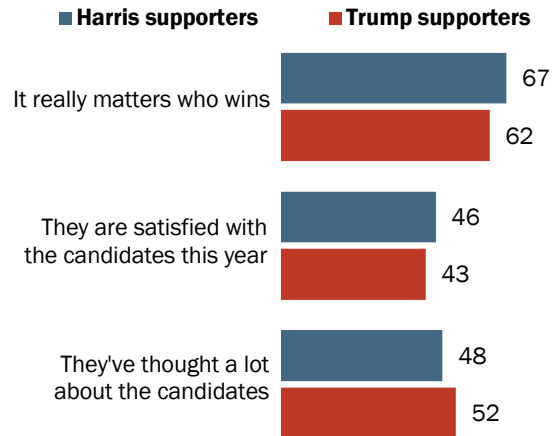### Satisfaction with the candidates running for president

- 43% of Latino registered voters say they are satisfied with the presidential candidates. This is up from 28% who said the same in July, before Biden exited the race. (At that time, 71% of Latino registered voters said they were *not too* or *not at all* satisfied with the presidential candidates.)

- Similar shares of Latinos who support Harris and Trump say they are satisfied with the candidates running for president (46% vs. 43%).

How much have Latino voters thought about the candidates?

- 49% of Latino registered voters say they have given *a lot* of thought to the candidates who are running for president in 2024.

- Among Latinos who support Harris, 48% say they have given a lot of thought to the presidential candidates, compared with 52% of those who support Trump.

Latino Harris and Trump voters are similarly engaged in the election

% of Latino registered voters who say …

■ **Harris supporters** ■ **Trump supporters**

It really matters who wins
- Harris supporters: 67
- Trump supporters: 62

They are satisfied with the candidates this year
- Harris supporters: 46
- Trump supporters: 43

They've thought a lot about the candidates
- Harris supporters: 48
- Trump supporters: 52

Note: Based on Latino registered voters. Respondents who did not offer an answer or offered other responses are not shown. Hispanics are of any race.
Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.
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Acknowledgments

Methodology

The American Trends Panel survey methodology

Overview

Data in this report comes from Wave 153 of the American Trends Panel (ATP), Pew Research Center's nationally representative panel of randomly selected U.S. adults. The survey was conducted from Aug. 26 to Sept. 2, 2024. A total of 9,720 panelists responded out of 10,645 who were sampled, for a survey-level response rate of 91%.

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is less than 1%. The margin of sampling error for the full sample of 9,720 respondents is plus or minus 1.3 percentage points.

SSRS conducted the survey for Pew Research Center via online (n=9,440) and live telephone (n=280) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read "About the American Trends Panel."

Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service's Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.[3] Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.[4] Prior to 2018, the ATP was recruited using landline and cellphone random-digit dial surveys administered in English and Spanish.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an "oversample") to improve the accuracy of data for underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

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[3] AAPOR Task Force on Address-based Sampling. 2016. "AAPOR Report: Address-based Sampling."
[4] Email pewsurveys@pewresearch.org.

Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. All active panel members were invited to participate in this wave.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Pew Research Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or gift code to Amazon.com. Incentive amounts ranged from $5 to $20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was from Aug. 26 to Sept. 2, 2024. Surveys were conducted via self-administered web survey or by live telephone interviewing.

For panelists who take surveys online:[5] Postcard notifications were mailed to a subset on Aug. 26.[6] Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Aug. 26. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on Aug. 27.

[5] The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys.
[6] Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

Invitation and reminder dates for web respondents, ATP Wave 153

	Soft launch	Full launch
Initial invitation	August 26, 2024	August 27, 2024
First reminder	August 29, 2024	August 29, 2024
Final reminder	August 31, 2024	August 31, 2024

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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

For panelists who take surveys over the phone with a live interviewer: Prenotification postcards were mailed on Aug. 21, and reminder postcards were mailed on Aug. 26. Soft launch took place on Aug. 26 and involved dialing until a total of five interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

Data quality checks

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, seven ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. These weights are then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2022 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
Black (alone or in combination) x Hispanic	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	2021 CPS Volunteering & Civic Life Supplement
Voter registration	2020 CPS Voting and Registration Supplement
Frequency of internet use	2024 National Public Opinion Reference Survey (NPORS)
Religious affiliation	
Party affiliation x Race/Ethnicity	
Party affiliation among registered voters	

Note: Estimates from the ACS are based on noninstitutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Sample sizes and margins of error, ATP Wave 153

Group	Unweighted sample size	Plus or minus ...
Total sample	9,720	1.3 percentage points
All registered voters	8,044	1.4 percentage points
Latino registered voters	691	5.2 percentage points

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Dispositions and response rates

Final dispositions, ATP Wave 153

	AAPOR code	Total
Completed interview	1.1	9,720
Logged in (web) / Contacted (CATI), but did not complete any items	2.11	168
Started survey; broke off before completion	2.12	47
Never logged on (web) / Never reached on phone (CATI)	2.20	702
Survey completed after close of the field period	2.27	0
Other noninterview	2.30	1
Completed interview but was removed for data quality	2.90	7
Total panelists sampled for the survey		**10,645**
Completed interviews	I	9,720
Partial interviews	P	0
Refusals	R	215
Noncontact	NC	702
Other	O	8
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		**10,645**
AAPOR RR1 = I / (I+P+R+NC+O+UH+UO)		91%

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Cumulative response rate, ATP Wave 153

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 153	35%
Response rate to Wave 153 survey	91%
Cumulative response rate	**3%**

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