

2023 SURVEY OF CHANGES IN HISPANIC POLITICAL BEHAVIORS

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Executive Summary

The 2023 Survey of Changes in Hispanic Political Behaviors explores evolving political affiliations, voting patterns, and sociocultural perspectives among Hispanic voters in the United States. Conducted by the Ramos Research Institute, this survey engaged 750 Hispanic adults across six states—Connecticut, New Jersey, New York, Florida, California, and Texas—between December 13, 2022, and April 15, 2023. Respondents completed the survey in either English or Spanish, ensuring accessibility and accuracy in data collection.

This study reveals notable shifts in Hispanic political identification, with a significant proportion of participants reporting changes in party affiliation. Findings suggest a growing trend of Hispanics moving from the Democratic to the Republican Party, raising important questions about the political landscape and engagement strategies of both major parties. Additionally, responses indicate divergent perspectives on the term 'Latinx,' with an overwhelming majority rejecting its usage, particularly outside of academic and younger demographics.

The report provides quantitative insights into these behavioral shifts, highlighting geographic, linguistic, and ideological variations. These findings contribute to a deeper understanding of Hispanic political behavior and inform future research, policymaking, and political engagement efforts.

Acknowledgments

I would like to express my gratitude to my family for their insight and inspiration throughout this project. As a first-generation American college student from a Cuban family, exploring these findings was both personally and academically significant.

I would also like to extend my sincere appreciation to my undergraduate advisor, Dr. Gary L. Rose, for his guidance and support in the early stages of this research. His mentorship helped lay the groundwork for this project and its broader implications.

Additionally, I am deeply grateful to my research assistants, Maeve Cahill (Class of 2025) and Gracie Patriarco (Class of 2026) of Sacred Heart University, for their dedication and meticulous work. Their efforts in categorizing research findings, organizing data, and producing visual representations were instrumental in making this project possible.

This survey marked the beginning of my work in research on Hispanic political behaviors and has helped shape my continued efforts in this field. Furthermore, it laid the foundation for more in-depth research on this topic. The insights gained contribute to ongoing discussions on civic engagement and political identity within Hispanic communities.

Recommended Citation

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A Note on Terminology

The terms Hispanic and Latino are used interchangeably in this report.

Introduction

Polling results on Hispanic and Latino political affiliation and perspectives are based on the 2023 Survey of Changes in Hispanic Political Behaviors. Conducted between December 13, 2022, and April 15, 2023, this survey gathered responses from a representative sample of 750 Hispanic adults across six states: Connecticut, New Jersey, New York, Florida, California, and Texas. Participants completed the survey in either English or Spanish, ensuring accessibility and accuracy.

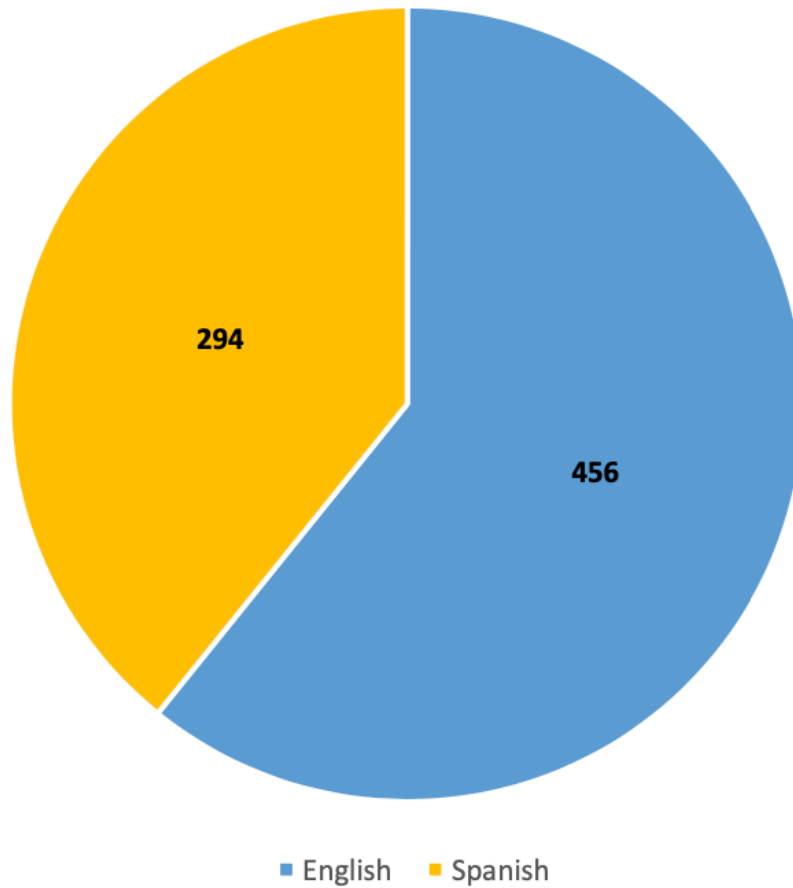
This study employed a quantitative research approach, utilizing a structured, pre-designed survey without open-ended questions. By analyzing numerical data across multiple variables, the study identified key trends and outliers, providing a comprehensive assessment of shifting political behaviors within the Hispanic electorate.

The results of key survey questions are presented in graphical format, accompanied by descriptive analyses that contextualize and interpret the findings.

Participants

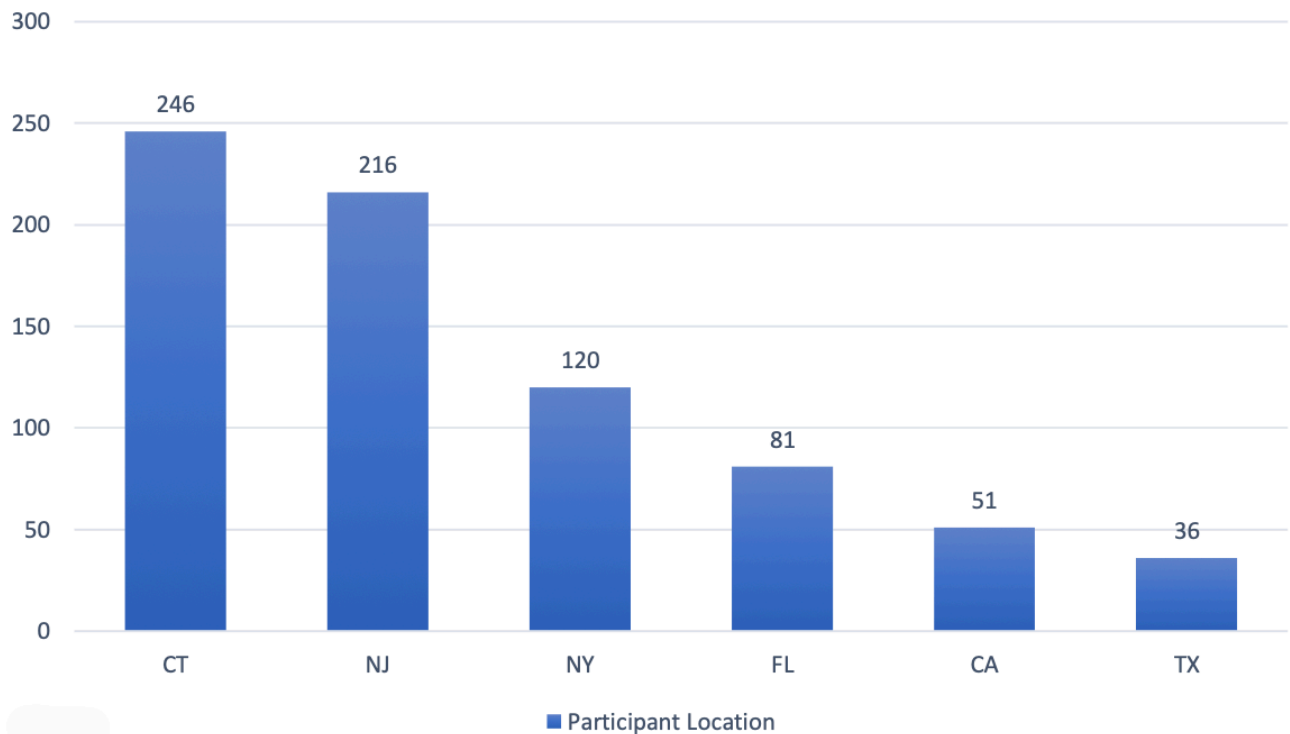
A diverse and representative group of participants took part in this survey, with individuals from every Hispanic country included at least once in the sampling process. The survey achieved a balanced gender representation, with an approximately equal number of men and women responding. Ninety percent of surveys were conducted in person, while the remaining 10% were completed via Zoom. Although the survey was designed to be self-administered, each participant was accompanied by a facilitator to ensure clarity and accuracy in their responses.

Language of Interview



The interviews were conducted in both English and Spanish, allowing participants to choose the language in which they felt most comfortable responding. From the outset, ensuring clarity and comprehension was a priority to prevent any potential language barriers from skewing the data. Of the 750 participants, 465 chose to respond in English, while 294 completed the survey in Spanish.

Participant Location

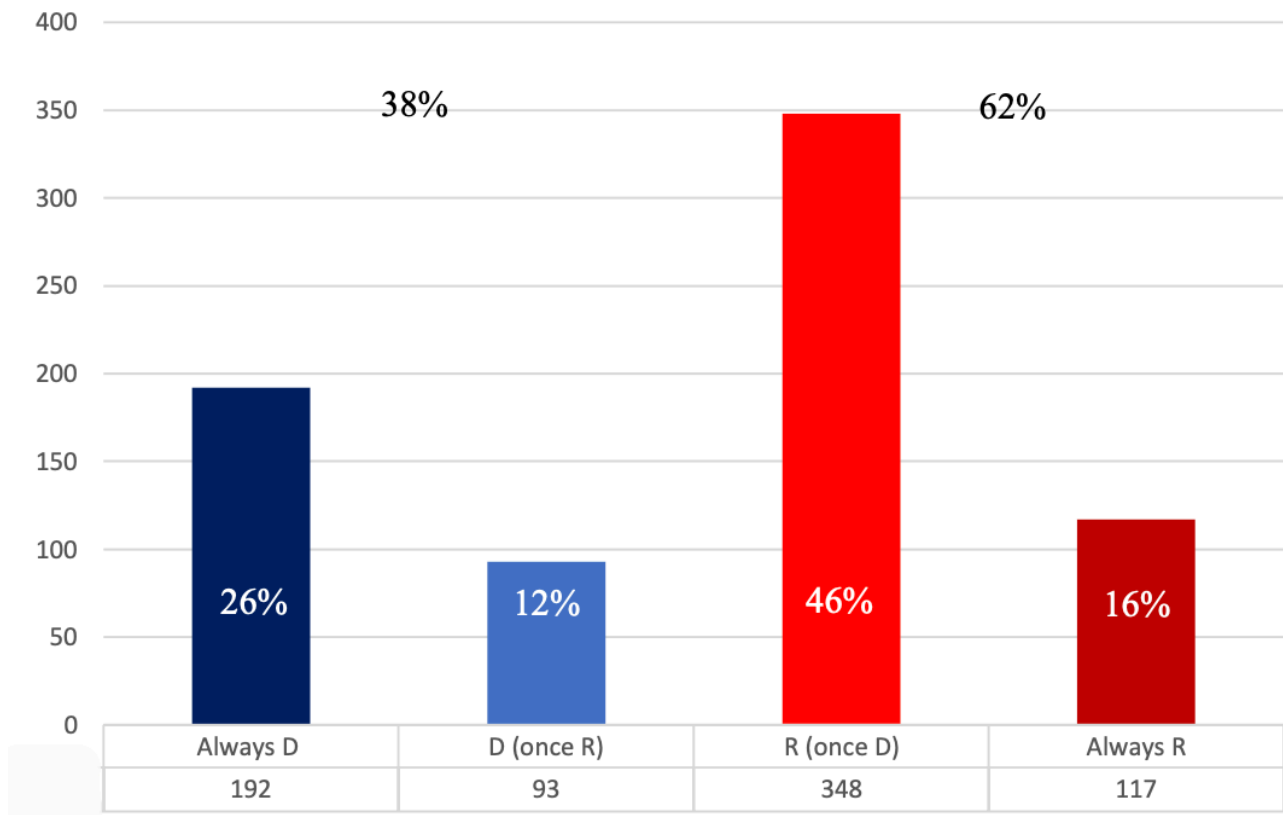


To ensure representative data, the survey was conducted across states with diverse political landscapes. For example, in New York, participants were surveyed not only in New York City but also in suburban areas to capture a broader range of perspectives. The selection of two traditionally conservative states (Florida and Texas) alongside four historically liberal states (Connecticut, New Jersey, New York, and California) provided valuable insight into regional political differences. Interestingly, the more liberal states yielded unexpected results, as illustrated in the following graphic.

Among the 750 participants, the geographic distribution was as follows:

- 246 from Connecticut
- 216 from New Jersey
- 120 from New York
- 81 from Florida
- 51 from California
- 36 from Texas

Party Affiliation Change

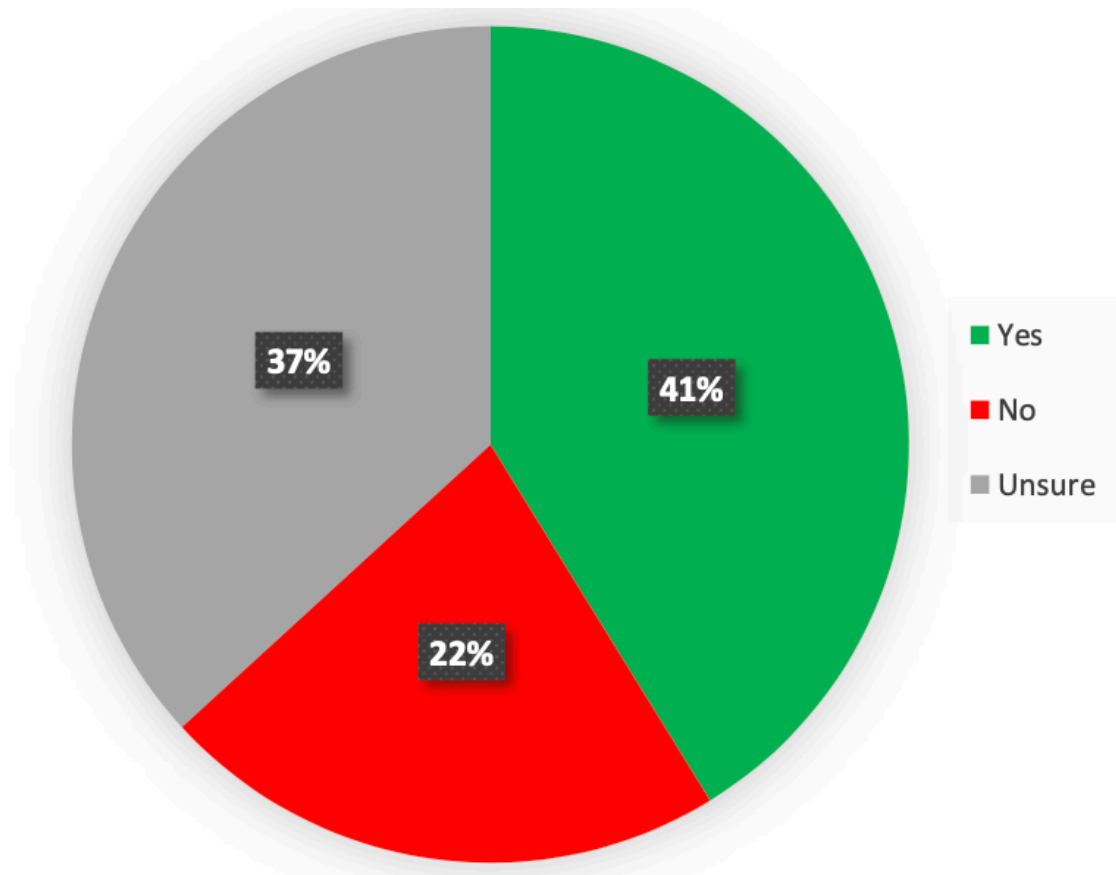


This figure captures the central question of the study: Are Hispanics becoming more conservative?

Among the 750 participants, 192 individuals stated that they have always identified as Democrats, while 117 reported lifelong affiliation with the Republican Party. Additionally, 93 respondents indicated that they were formerly Republicans but now identify as Democrats. In contrast, a significantly larger group—348 participants—stated that they had previously been Democrats but have since shifted to the Republican Party.

These findings are particularly striking given the current political climate and the evolving positions and rhetoric of the Republican Party regarding Hispanic voters. The results suggest a notable shift in political realignment within the Hispanic electorate, raising important questions about the factors influencing this trend.

Do Democrats Take the Hispanic Vote for Granted?



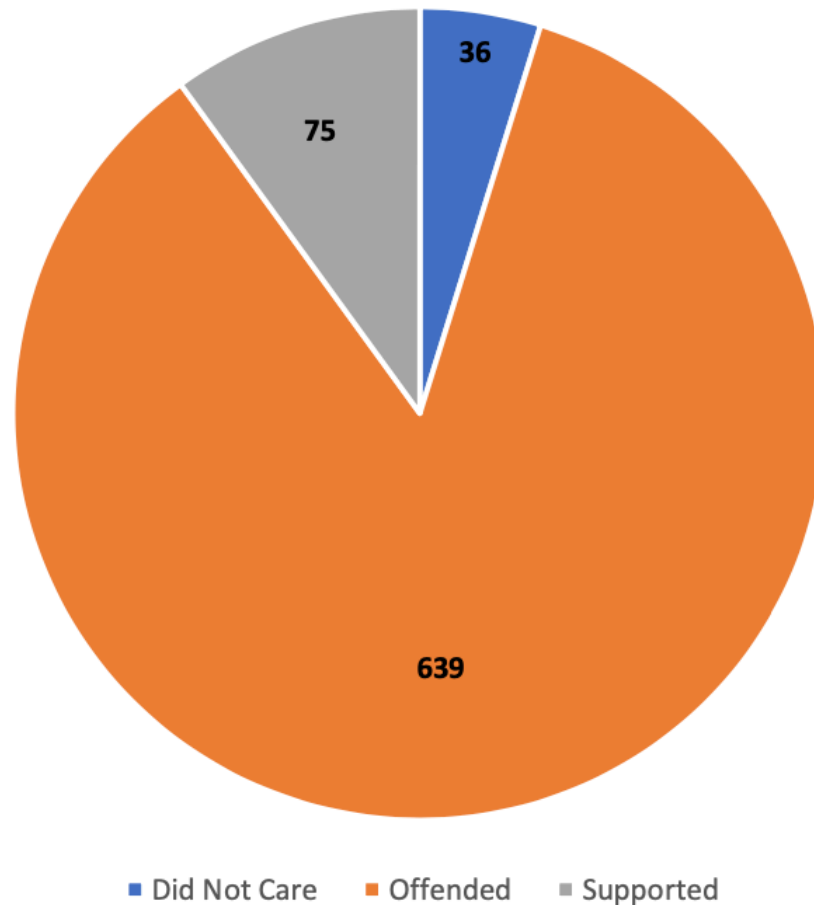
This question was directed exclusively to participants who self-identified as Democrats (285 total). The results reveal a significant divide in perception:

- 41% of respondents believe that the Democratic Party takes Hispanic voters for granted.
- 37% were unsure of their stance.
- 22% did not feel that their votes were taken for granted.

One respondent expressed frustration, stating, "The Democratic Party has taken our vote for granted and has left us in many ways voiceless. We have the power to affect elections and legislation."

Notably, a majority of those who felt their vote was taken for granted (41%) indicated that they had seriously considered voting Republican or affiliating with the Republican Party. This sentiment suggests potential shifts in party loyalty among some Hispanic Democrats, driven by concerns over political representation and engagement.

Thoughts on “LatinX”



The term “Latinx” proved to be one of the most polarizing topics in the survey, yielding the most striking results. Among the 750 participants:

- 85% (639 individuals) found the term offensive.
- 10% (75 individuals) supported its usage.
- 5% (36 individuals) were indifferent.

Further analysis revealed that all 75 supporters of the term were between the ages of 18-29 and self-identified as Democrats. This group consisted of 39 undergraduate students, 21 Ph.D. candidates, and 15 Ph.D. holders, indicating that support for “Latinx” was primarily concentrated within academic circles among both students and educators.

Notably, none of the 639 individuals who opposed the term were able to provide only a brief response—606 participants expressed their views through lengthy and impassioned explanations. The following pages contain a selection of notable excerpts from these responses, reflecting the intensity of sentiment surrounding this issue.

1. "Why the hell do people with a little piece of paper feel they have the authority to change the world? But mind you, they only change things that they don't believe in. In turn these academic people are brainwashing our children's minds. My daughter came out a different person from college. I am not very political in really any way. I really don't identify with any party but always supported the democrats more for the opportunities they offer. This topic and maybe it is more of a social issue is the only thing I truly care about other than education. These people and their fancy terms will be the end of America and that includes you with your stupid research. I bet you will go back now and use everything we are giving you to come up with some new way of thought or silly terms that will affect all Americans even more. All this continues to divide us. At this point, I'm not even sure if coming to this country was even the best idea. Anyways, I am Hispanic. I am Latino. I am not any silly word you might describe me as. And leave my culture, my language, and my people the hell alone." **(Translated from Spanish)**
2. "You know, in Spanish, everything has a gender—this table we are sitting at, the ceiling, the floor, and our clothes. Where does wanting to make everything gender-neutral stop? I am lesbian and even as a member of the LGBT community, I believe that it has gone too far. I have been a lifelong Democrat and have become disappointed with the rapid and extreme liberalization of my party. I am an immigrant that came to America for a better life. I have attended top colleges and universities in this country and became a medical doctor even though the odds were stacked against me. The Democratic Party was the one that has supported me and my people, but now their views have gone so far to the left that I can no longer recognize the party. This is not JFK's or Clinton's party. I sometimes think, 'Do the politicians actually believe what they are preaching, or are they just running to the left to add a few more voters to the Rolodex?' I am not a religious person, but I pray for the state of our union."
3. "Here comes the white man yet again acting as they know what is best for us. Leave our language alone." **(Translated from Spanish)**
4. "These young woke liberals want to tell me that my gendered language is inappropriate or offensive to them. This is my culture, and I don't want anything changed. Take care of your own matters and leave mine alone."
5. "The academic world is trying to re-write our language, and for what? To make themselves feel accomplished, maybe even to call themselves woke."
6. "Who decided that some random person was going to whitewash my language?"

Conclusion

The 2023 Survey of Changes in Hispanic Political Behaviors provides critical insights into shifting political affiliations, perceptions of party representation, and cultural identity within the Hispanic electorate. The findings highlight notable patterns, including a growing trend of Hispanics moving toward the Republican Party, concerns among Hispanic Democrats regarding political engagement, and widespread rejection of the term "Latinx."

This trend aligns with broader national voting patterns observed in recent presidential elections. Exit poll data from the Roper Center for Public Opinion Research at Cornell University shows that Donald Trump's share of the Hispanic vote increased substantially across his three elections:

- 2016: 28% of the Hispanic vote
- 2020: 32% of the Hispanic vote (+4 percentage points)
- 2024: 46% of the Hispanic vote (+14 percentage points from 2020)

Trump's historic 46% share of the Hispanic vote in 2024 marks the highest level of support for a Republican presidential candidate among Hispanic voters in modern U.S. history. This increase suggests that Republican messaging, economic policies, and cultural positioning have resonated with a growing segment of the Hispanic electorate. The results of this survey further reinforce this shift, as a substantial portion of respondents indicated that they once identified as Democrats but now align with the Republican Party.

As Hispanic voters continue to shape the political landscape, understanding the factors influencing their evolving political behaviors remains crucial. Future research could further explore the role of socioeconomic factors, generational divides, and regional differences in shaping Hispanic political identity. Additionally, these insights offer valuable considerations for policymakers, political strategists, and civic organizations seeking to engage more effectively with Hispanic communities.

The Ramos Research Institute remains committed to furthering research and discussion on Hispanic political behavior and civic engagement. By continuing to explore these trends, we aim to contribute to a broader understanding of the political, social, and cultural factors influencing Hispanic communities in the United States.