

The 2023 Survey of Changes in Hispanic Political Behaviors

METHODOLOGY

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 affiliation and views are based on the *2023 Survey of Changes in Hispanic Political Behaviors*. The survey was conducted among a representative sample of 250 Hispanic adults from December 13, 2022, to April 15, 2023. The overall analysis uses data collected to assess the changes within the Hispanic electorate.

This survey that was conducted over the course of four months had respondents in six states; Connecticut, New Jersey, New York, Florida, California, and Texas. Respondents were asked to complete a survey provided to them in either of two languages: English or Spanish. In *Appendix A*, one can find all questions asked for the English survey.

The research approach used was quantitative as respondents were filling out a pre-created form that did not hold any open-ended questions. By using this numerical data, Analysis was able to be completed looking at many data points together. This also allowed for these data points to be compared against each other to see if there were any outliers in terms of respondents.

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3.1 PARTICIPANTS

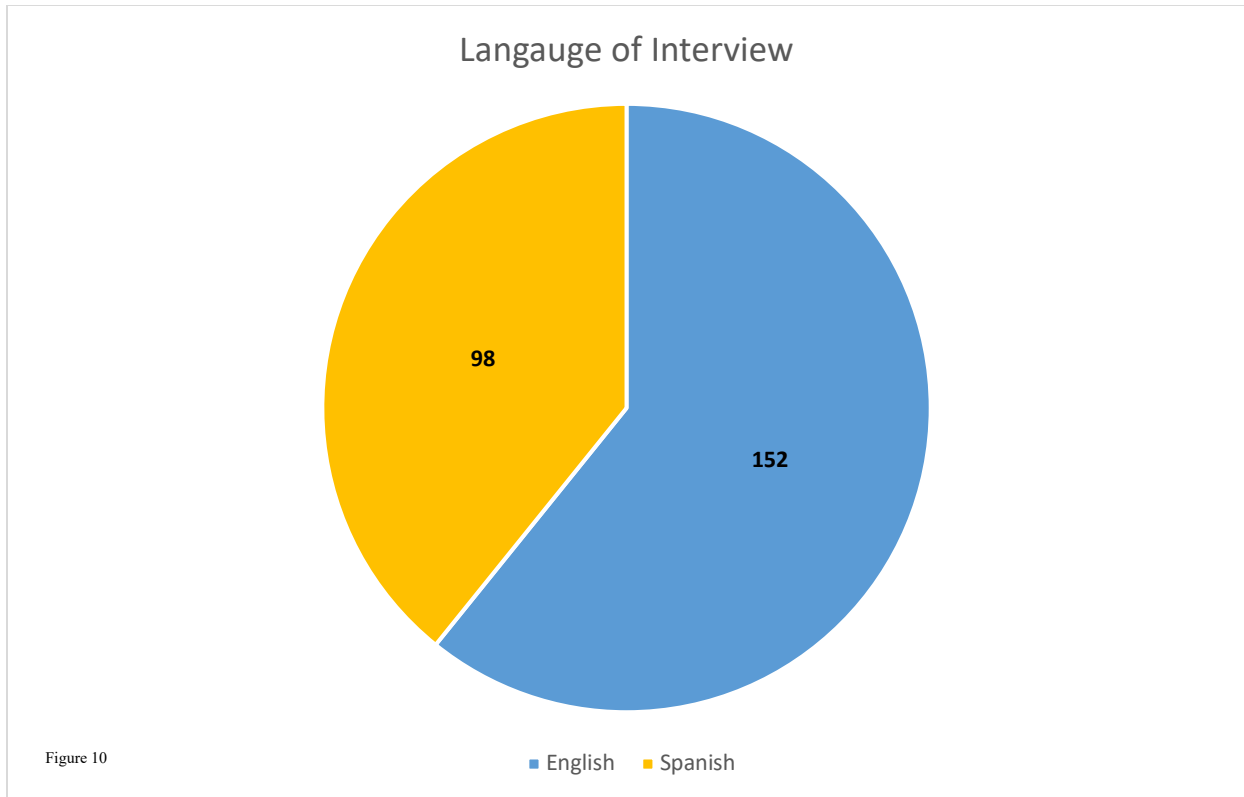
A wide range of diverse participants were used. Participants from every Hispanic country was used at least once in the survey process. A rather equal ratio of men to women completed the survey. 90% of the surveys were conducted in person while 10% of them were conducted via zoom. Although the form is self-sufficient and can be taken alone, it was decided that it would be best to have someone there to accompany each individual participant as they take the survey.

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CHAPTER 4

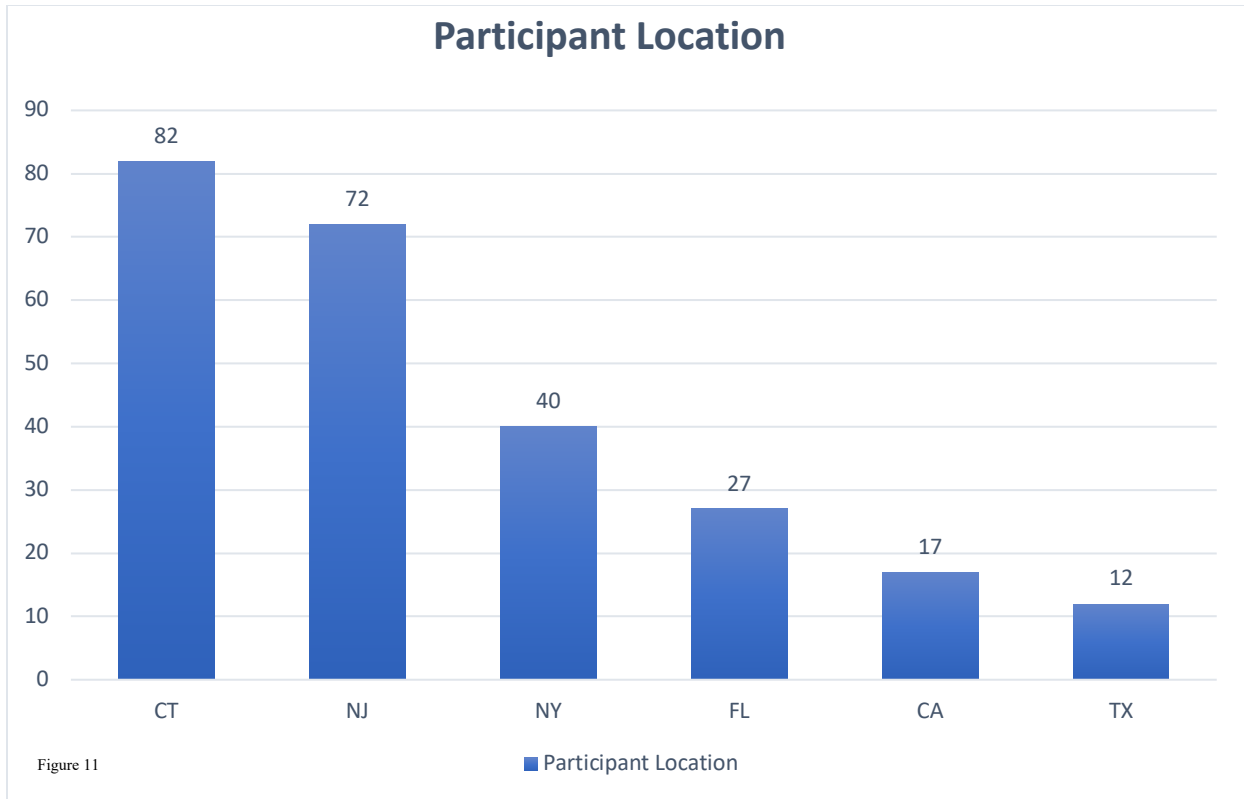
RESULTS

The result of pertinent questions of the study conducted will be displayed in graphs with a descriptive body beneath.



The interviews were conducted in both English and Spanish. The option was given to participants so that they would feel most comfortable in answering the questions. Early on it was posed that it was important for people to really understand what questions were asking and if there was any type of language barrier that would cause a possible skew in the data. Out of 250 participants, 152 chose to respond in English whereas 98 chose to respond in Spanish.

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To truly get representative data, it was important to do so in many states where the politics range. For example, when looking at New York Hispanics weren't only polled in New York City but also in suburbs throughout the state. It was interesting to choose two states that are traditionally more conservative versus the other four being traditionally more liberal and seeing the data that came out of each. The top three states were more liberal and yielded surprising results as we'll be able to see in the following graphic. From the 250 participants, 82 were from Connecticut, 72 from New Jersey, 40 from New York, 27 from Florida, 17 from California, and 12 from Texas.

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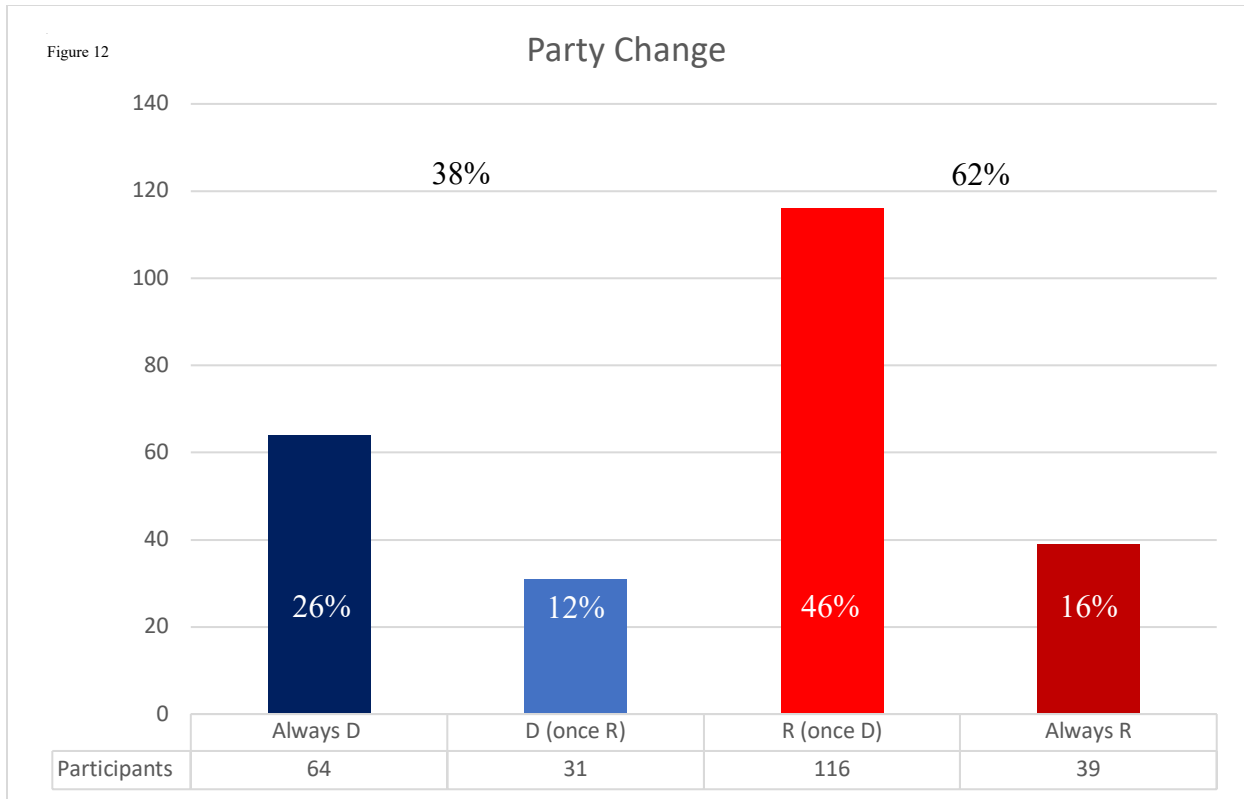
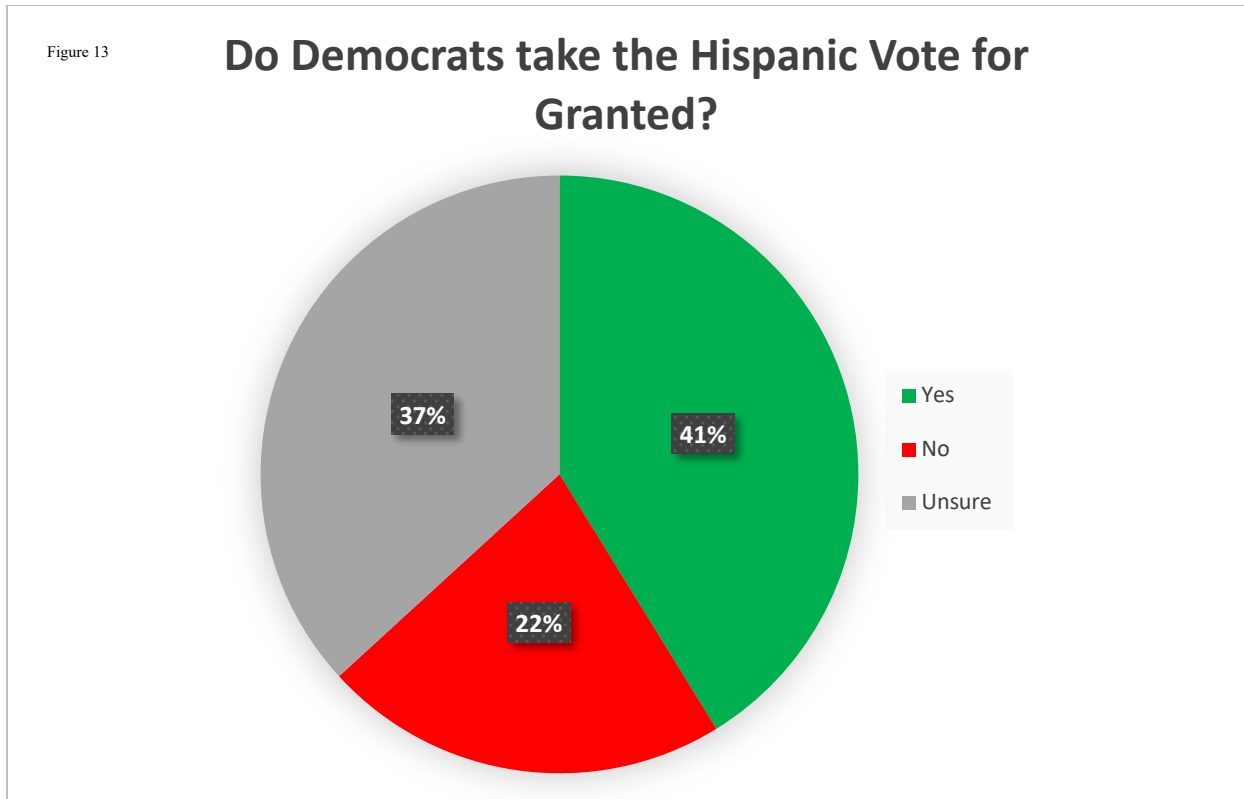


Figure 12 really gets into the core of the study. The entirety of this thesis can be simplified down to this question: Are Hispanics becoming more Conservative?

64 individuals claimed that they have always been Democrats whereas 39 saying they have always been Republicans. 31 responded that they were once Republicans and now identify as Democrats. On the opposing end, 116 individuals claimed that they were once Democrats and now identified as Republicans. These were quite shocking results considering the climate of today's politics and the positions & rhetoric that have come from the Republican Party.

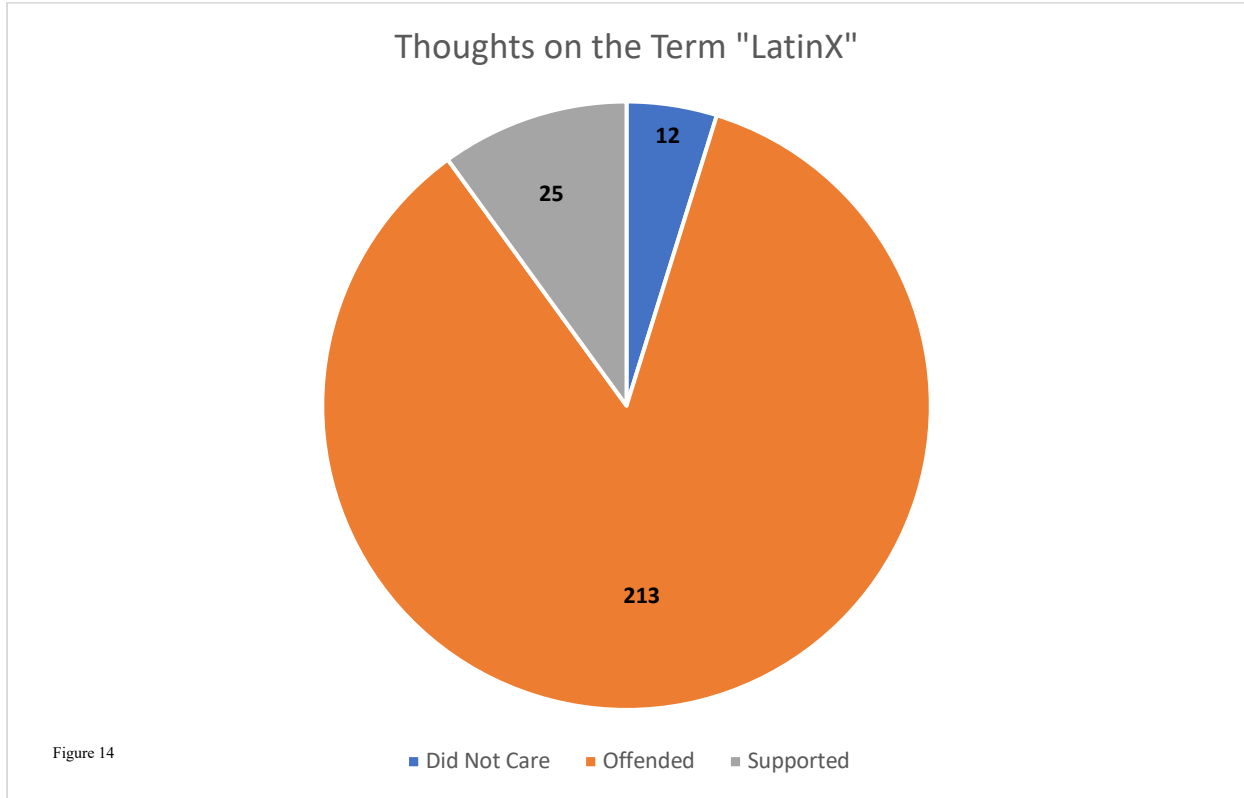
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This question was solely asked of participants that self-identified as Democrats (95). 41% of respondents believe that the party takes Hispanics and their votes for granted whereas 37% were unsure of their feelings one way or another. 22% of respondents did not believe that their vote was taken for granted. One respondent was quoted saying, “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.”

A majority of the 41% of individuals that responded yes went on to say that they have “strongly considered” voting for a republican or affiliating themselves with the Republican Party.

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85% of participants thought of the term “LatinX” was offensive. 10% supported the idea and 5% did not care.

Out of all the questions that individuals were polled on, these results were the most shocking. Out of 250 individuals, 213 believed that the term “LatinX” was offensive. After further investigation the 25 individuals that were supportive of the term were all in the 18-29 age group and self-identified as Democrats. Of these individuals, 13 were current undergraduate students, 7 were Ph.D. candidates, and 5 were Ph.D. holders. From this data, individuals currently in the world of academia both educators and students were the only ones to be in support of this term.

After being asked their thoughts on the term “LatinX” not 1 of the 213 individuals were able to limit themselves to a short response. Almost all (202), went an extremely long rants on this topic. Below I will provide snippets of a few of the responses:

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- “The academic world is trying to re-write our language, and for what? To make themselves feel accomplished, maybe even to call themselves woke.”
- “Here comes the white man yet again acting as they know what is best for us. Leave our language alone.” Translated from Spanish
- “Who decided that some random person was going to whitewash my language?”
- “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 brain washing 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
- “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.”
- “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

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am lesbian and even as a member of the LGBT community 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."