

# LATINO VIEWS TOWARDS THE ECONOMY

---

**Latino**  **Decisions**  
Everything Latino Politics

July 21, 2014

# Latinos and the Economy

- Many economists now say the Great Recession is over, when looking at aggregate national growth data
- Not all segments of the American population have rebounded with the same success
- Considerable economic challenges continue to exist within the Latino community
- Latino voters want the government to implement policies to help improve their financial situation

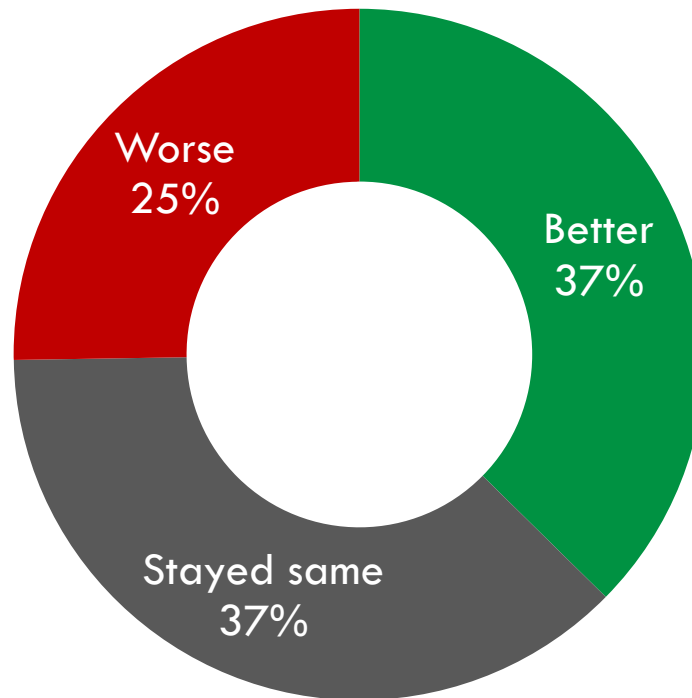
# New Poll of Latinos & the Economy

- On behalf of the National Council of La Raza
- National survey of Latino registered voters
- Available in English or Spanish, at discretion of each respondent
- N=500 total completes, +/- 4.3% MoE
- Out of the field July 10, 2014

# Latinos and economic outlook

A clear majority of Latino voters have not seen improvement in their household finances

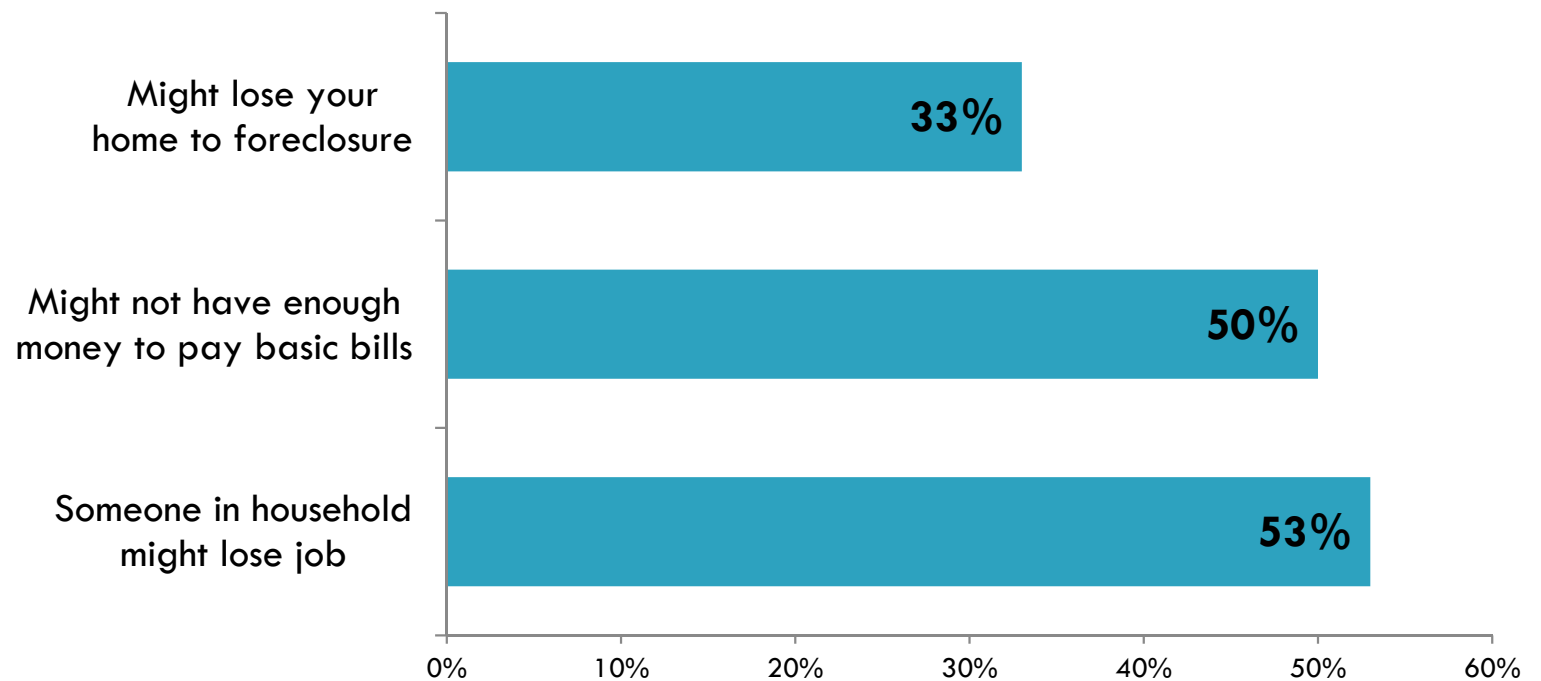
**Have your personal finances gotten better, worse, or stayed the same over the past few years**



# Latinos and economic outlook

A very large portion of registered voters are still deeply impacted by the recession

## How worried are you about...

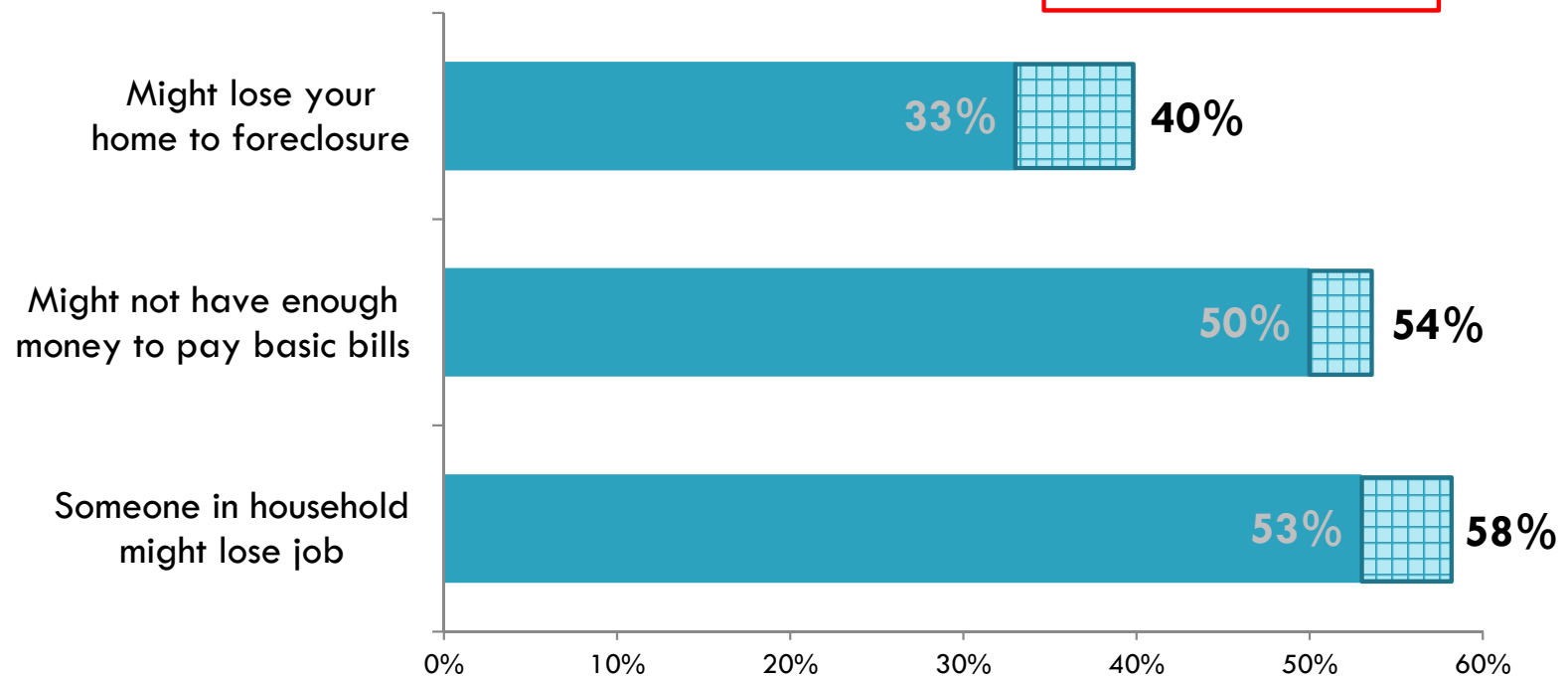


# Latinos and economic outlook

A very large portion of registered voters are still deeply impacted by the recession

How worried are you about...

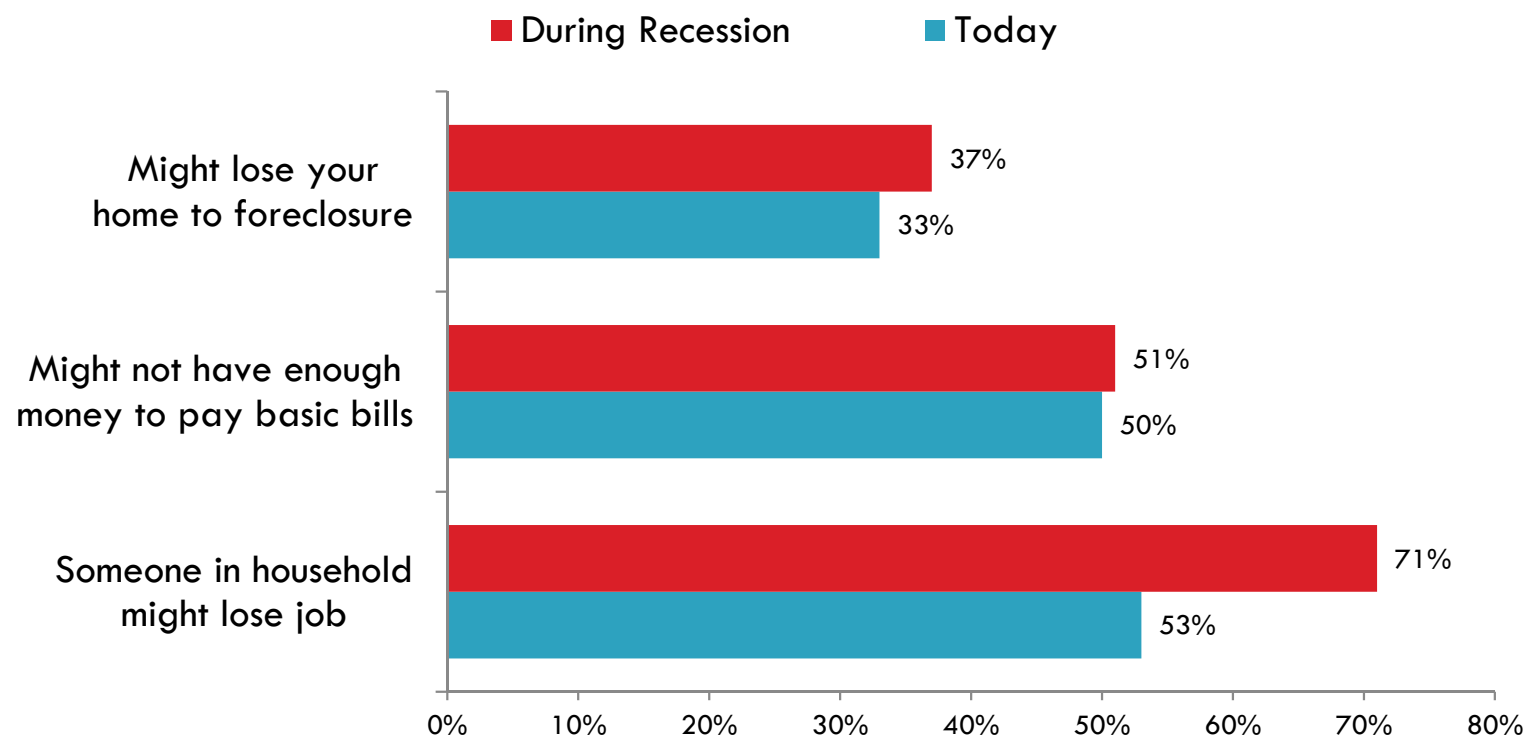
Families with kids in the household



# Latinos and economic outlook

As compared to 2011, Latinos still express significant concerns over the economy

## How worried are you about...



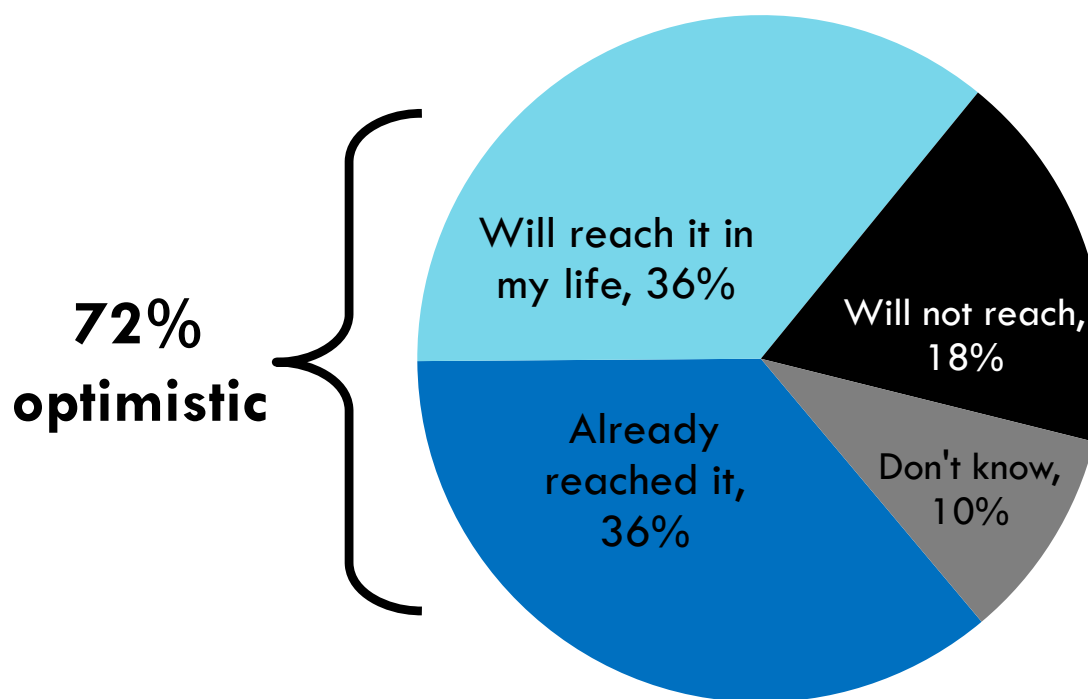
# THE AMERICAN DREAM



# Latinos optimistic about American Dream

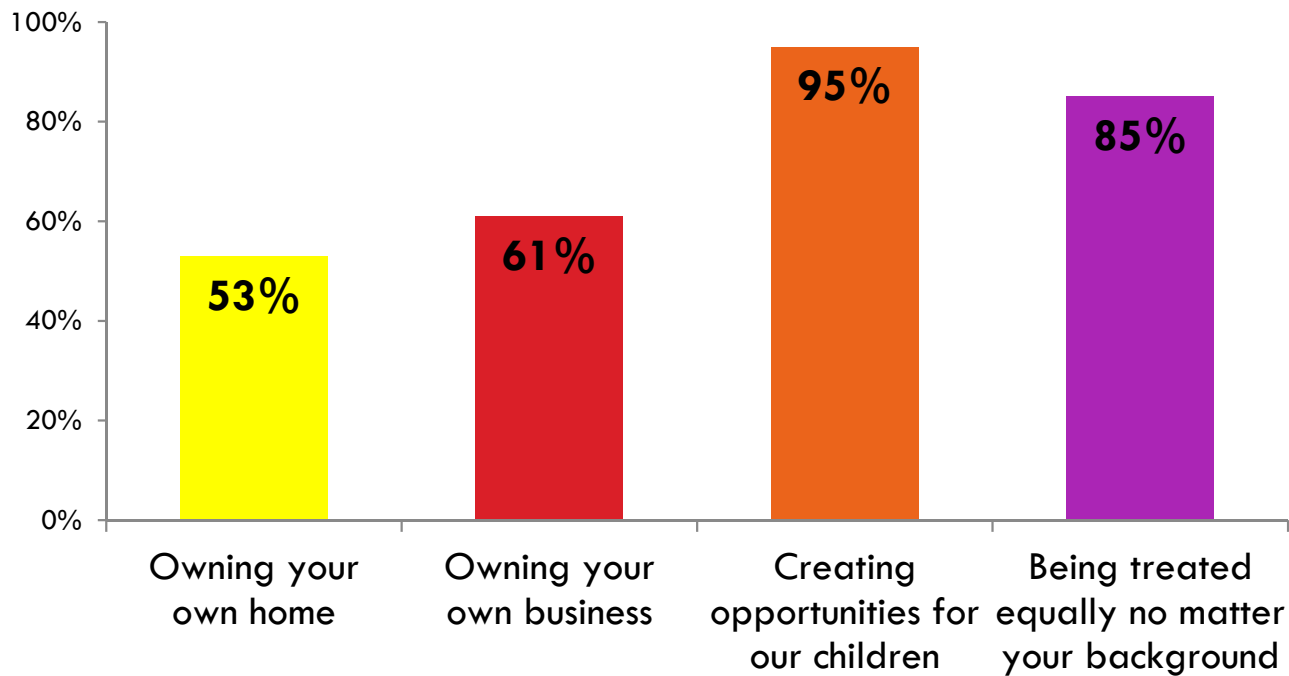
Overwhelming support among Latinos for achieving the American DREAM

Will you achieve the American Dream?



# Achieving the American Dream

## Which is part of achieving the American Dream



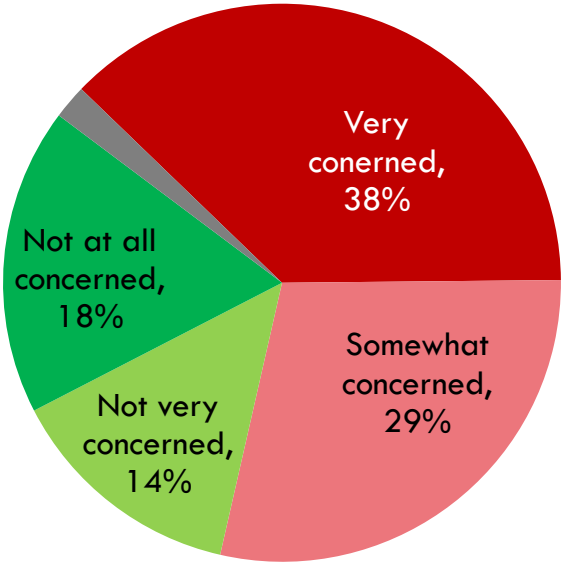
Foreign-born Latinos are the most likely to agree:

58% owning home

68% owning business

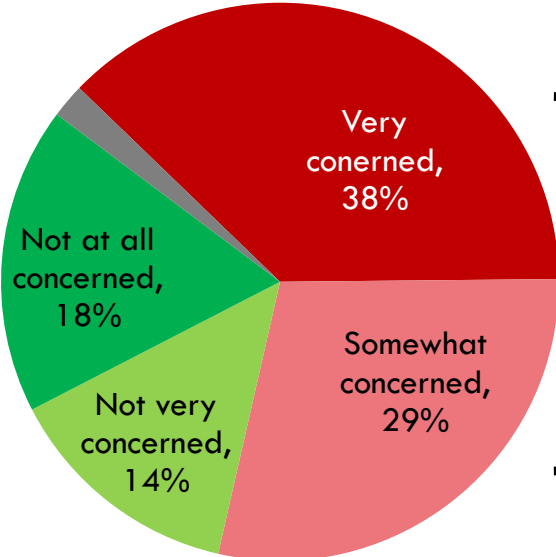
# Barriers to achieving the DREAM

## Concern about not earning enough to pay basic expenses



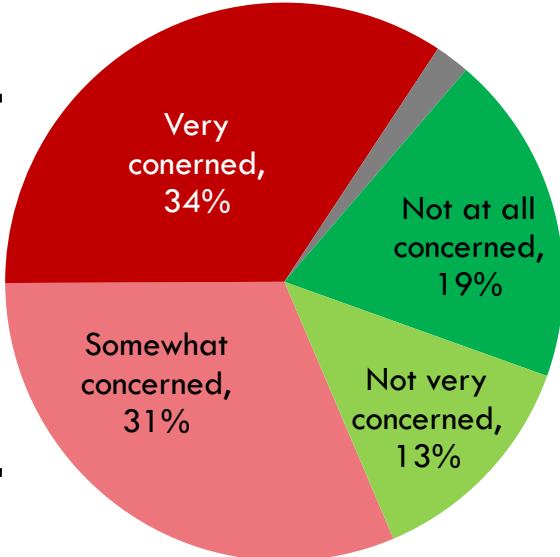
# Barriers to achieving the DREAM

**Concern about not earning enough to pay basic expenses**



**67% 65%  
concerned**

**Concern about lack of career advancement opportunities**



# LATINO VIEWS TOWARDS POLICY OPTIONS

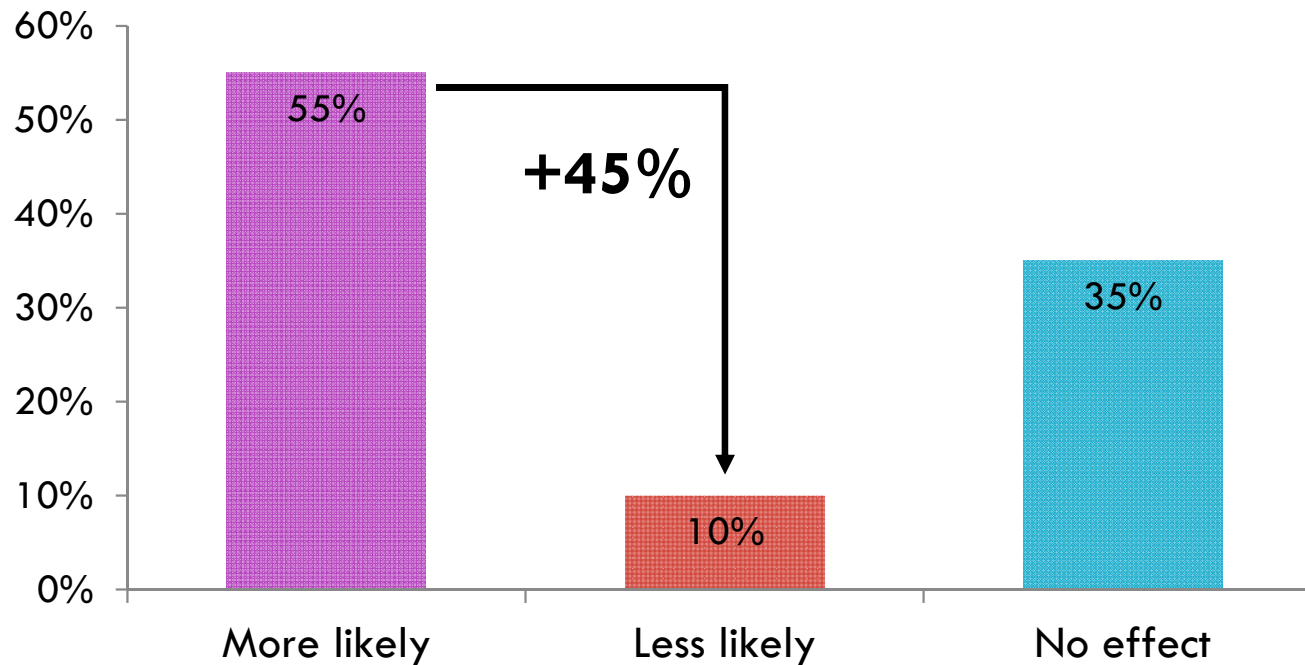
# Making homeownership possible

- Government can do different things to help qualified people to buy a house. For each of these, tell me if you think this policy would be helpful or not helpful to people trying to buy homes.

□ Tax credits for homeowners	86%
□ Programs that make mortgages easier to obtain	84%
□ Homeownership counseling and education	84%

# Minimum Wage

If your elected official voted for an increase in the minimum wage, would that make you more likely or less likely to vote for that person?



# Conclusion

- ❑ Many Latinos are still struggling with the recession
- ❑ Homeownership is a centerpiece of achieving the American Dream and economic stability
- ❑ Latino voters want the government to implement policies to help improve their financial situation
- ❑ Politicians who support increasing the min wage and access to homeownership will win over Latinos



# Thank you!

Latino  Decisions  
Everything Latino Politics

July 20, 2014