



TOPLINE & METHODOLOGY

Axios/Ipsos with Telemundo U.S. Latino Survey Q2, 2023

Conducted by Ipsos using KnowledgePanel®
A survey of the Latino/Hispanic population in the United States (ages 18+)

Interview dates: June 2 – June 9, 2023
Number of interviews: 1,116

Margin of error: +/-3.5 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:



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4. Do you have a favorable or unfavorable opinion of the following?

Total Favorable Summary

	June 2023	October 2022	Total June 2022	Total March 2022	Total December 2021
Your state governor [BASE: Does not live in CA, FL, or TX]	50	47	46	52	48
Gavin Newsom [BASE: Lives in CA]	48	55	51	51	59
Joe Biden	47	47	44	49	53
Kamala Harris	42	42	43	45	48
Elon Musk	33	NA	NA	NA	NA
Donald Trump	29	27	25	26	24
Greg Abbott [BASE: Lives in TX]	23	25	30	27	27
Ron DeSantis (base=lives in FL prior to 2023. All respondents June 2023)	20	51	49	46	39
Nikki Haley	18	NA	NA	NA	NA

a. Joe Biden

	June 2023	October 2022	June 2022	March 2022	December 2021
Very favorable	11	14	15	15	19
Somewhat favorable	20	21	16	19	20
Lean favorable	17	13	13	15	13
Lean unfavorable	10	8	9	8	8
Somewhat unfavorable	10	8	10	8	6
Very unfavorable	24	25	24	22	22
Don't know	8	11	12	12	10
Skipped	1	2	1	2	2
<i>Favorable (Net)</i>	<i>47</i>	<i>47</i>	<i>44</i>	<i>49</i>	<i>53</i>
<i>Unfavorable (Net)</i>	<i>44</i>	<i>40</i>	<i>43</i>	<i>38</i>	<i>35</i>



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4. Do you have a favorable or unfavorable opinion of the following? (Continued)

b. Kamala Harris

	June 2023	October 2022	June 2022	March 2022	December 2021
Very favorable	9	12	13	13	16
Somewhat favorable	15	18	18	20	18
Lean favorable	18	12	12	12	13
Lean unfavorable	9	7	7	6	7
Somewhat unfavorable	7	8	8	6	6
Very unfavorable	24	24	23	22	20
Don't know	16	16	17	19	17
Skipped	2	3	2	2	2
<i>Favorable (Net)</i>	<i>42</i>	<i>42</i>	<i>43</i>	<i>45</i>	<i>48</i>
<i>Unfavorable (Net)</i>	<i>40</i>	<i>39</i>	<i>39</i>	<i>34</i>	<i>33</i>

c. Donald Trump

	June 2023	October 2022	June 2022	March 2022	December 2021
Very favorable	12	11	10	11	11
Somewhat favorable	9	7	9	8	8
Lean favorable	8	9	6	7	5
Lean unfavorable	8	6	6	6	6
Somewhat unfavorable	8	6	7	9	8
Very unfavorable	47	49	51	47	50
Don't know	8	10	11	11	10
Skipped	1	3	1	2	2
<i>Favorable (Net)</i>	<i>29</i>	<i>27</i>	<i>25</i>	<i>26</i>	<i>24</i>
<i>Unfavorable (Net)</i>	<i>62</i>	<i>61</i>	<i>63</i>	<i>62</i>	<i>64</i>

d. Gavin Newsom

Base: Lives in CA	June 2023 (N=287)	October 2022 (N=259)	June 2022 (N=299)	March 2022 (N=267)	December 2021 (N=297)
Very favorable	19	24	22	15	24
Somewhat favorable	16	18	19	22	22
Lean favorable	12	12	10	15	12
Lean unfavorable	12	5	6	7	2
Somewhat unfavorable	6	8	6	7	7
Very unfavorable	19	17	15	15	17
Don't know	14	12	19	20	14
Skipped	1	4	3	1	1
<i>Favorable (Net)</i>	<i>48</i>	<i>55</i>	<i>51</i>	<i>51</i>	<i>59</i>
<i>Unfavorable (Net)</i>	<i>37</i>	<i>30</i>	<i>27</i>	<i>28</i>	<i>26</i>



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4. Do you have a favorable or unfavorable opinion of the following? (Continued)

e. Ron DeSantis

(base=lives in FL prior to 2023. All respondents June 2023)	June 2023	October 2022 (N=138)	June 2022 (N=111)	March 2022 (N=133)	December 2021 (N=127)
Very favorable	6	37	24	21	27
Somewhat favorable	6	8	10	15	6
Lean favorable	7	6	15	10	5
Lean unfavorable	8	5	5	7	7
Somewhat unfavorable	7	3	10	3	5
Very unfavorable	36	21	21	27	29
Don't know	27	15	11	12	15
Skipped	2	5	5	5	6
<i>Favorable (Net)</i>	<i>20</i>	<i>51</i>	<i>49</i>	<i>46</i>	<i>39</i>
<i>Unfavorable (Net)</i>	<i>51</i>	<i>29</i>	<i>36</i>	<i>37</i>	<i>41</i>

f. Greg Abbott

Base: Lives in TX	June 2023 (N=217)	October 2022 (N=196)	June 2022 (N=208)	March 2022 (N=202)	December 2021 (N=226)
Very favorable	9	10	8	14	10
Somewhat favorable	8	9	16	7	5
Lean favorable	6	6	5	6	11
Lean unfavorable	9	4	7	4	4
Somewhat unfavorable	13	13	8	10	13
Very unfavorable	38	44	40	39	34
Don't know	15	14	15	17	22
Skipped	2	1	*	3	1
<i>Favorable (Net)</i>	<i>23</i>	<i>25</i>	<i>30</i>	<i>27</i>	<i>27</i>
<i>Unfavorable (Net)</i>	<i>60</i>	<i>60</i>	<i>55</i>	<i>53</i>	<i>51</i>

g. Your state governor

Base: Does not live in CA, FL, TX	June 2023 (N=472)	October 2022 (N= 412)	June 2022 (N=400)	March 2022 (N=403)	December 2021 (N=414)
Very favorable	12	15	14	15	14
Somewhat favorable	21	19	21	18	18
Lean favorable	16	13	11	18	16
Lean unfavorable	9	8	8	9	9
Somewhat unfavorable	5	8	12	9	7
Very unfavorable	14	16	15	11	14
Don't know	21	20	17	19	20
Skipped	1	2	3	1	2
<i>Favorable (Net)</i>	<i>50</i>	<i>47</i>	<i>46</i>	<i>52</i>	<i>48</i>
<i>Unfavorable (Net)</i>	<i>28</i>	<i>31</i>	<i>34</i>	<i>29</i>	<i>30</i>



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4. Do you have a favorable or unfavorable opinion of the following? (Continued)

h. Elon Musk

	June 2023
Very favorable	7
Somewhat favorable	14
Lean favorable	12
Lean unfavorable	11
Somewhat unfavorable	11
Very unfavorable	19
Don't know	25
Skipped	2
<i>Favorable (net)</i>	<i>33</i>
<i>Unfavorable (net)</i>	<i>41</i>

i. Nikki Haley

	June 2023
Very favorable	3
Somewhat favorable	6
Lean favorable	9
Lean unfavorable	8
Somewhat unfavorable	9
Very unfavorable	12
Don't know	52
Skipped	2
<i>Favorable (net)</i>	<i>18</i>
<i>Unfavorable (net)</i>	<i>28</i>

5. Do the following statements better describe the Republican party or Democratic party?

a. Represents people like you

	June 2023	October 2022	June 2022	March 2022	December 2021
Republican party	17	18	15	17	14
Democratic party	35	35	33	32	38
Both equally	10	8	10	10	8
Neither	27	23	25	23	24
Don't know	11	15	16	18	15
Skipped	1	1	1	1	1



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5. Do the following statements better describe the Republican party or Democratic party?
(Continued)

b. Cares about Latino and Hispanic Americans

	June 2023	October 2022	June 2022	March 2022	December 2021
Republican party	11	11	10	8	9
Democratic party	30	33	35	33	34
Both equally	11	11	11	12	11
Neither	32	28	25	24	25
Don't know	15	15	18	21	18
Skipped	2	2	2	2	2

c. Takes Latino and Hispanic Americans for granted

	June 2023	October 2022	June 2022	March 2022	December 2021
Republican party	28	25	25	25	26
Democratic party	17	19	18	13	16
Both equally	24	22	24	25	25
Neither	15	13	12	12	12
Don't know	15	18	19	24	20
Skipped	1	2	2	1	2

d. Is good for the U.S. economy

	June 2023	October 2022	June 2022	March 2022	December 2021
Republican party	26	25	25	24	21
Democratic party	19	19	18	19	23
Both equally	13	14	16	15	17
Neither	25	21	22	18	20
Don't know	16	19	17	23	17
Skipped	1	3	2	2	2

e. Is good on crime and public safety

	June 2023	October 2022	June 2022	March 2022	December 2021
Republican party	22	22	19	18	19
Democratic party	14	20	18	16	19
Both equally	18	15	15	20	20
Neither	30	26	27	22	23
Don't know	15	16	18	23	17
Skipped	1	2	2	1	2



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5. Do the following statements better describe the Republican party or Democratic party?
(Continued)

f. Is good on abortion issues

	June 2023	October 2022	June 2022
Republican party	17	16	13
Democratic party	34	35	31
Both equally	8	7	10
Neither	21	22	22
Don't know	18	19	22
Skipped	2	2	2

g. Is good on climate and energy issues

	June 2023	October 2022
Republican party	11	10
Democratic party	31	38
Both equally	11	8
Neither	26	24
Don't know	19	18
Skipped	2	2

h. Is good on immigration

	June 2023	October 2022
Republican party	17	19
Democratic party	24	27
Both equally	8	6
Neither	34	30
Don't know	15	15
Skipped	2	2

i. Is the party of the working class

	June 2023	October 2022
Republican party	16	17
Democratic party	29	30
Both equally	11	9
Neither	27	25
Don't know	15	18
Skipped	2	2



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5. Do the following statements better describe the Republican party or Democratic party?
(Continued)

j. Shares my values

	June 2023	October 2022
Republican party	18	18
Democratic party	28	30
Both equally	8	9
Neither	28	24
Don't know	17	17
Skipped	2	3

k. Is good on managing the federal government's budget

	June 2023
Republican party	20
Democratic party	15
Both equally	11
Neither	38
Don't know	16
Skipped	1

6. What should be the government's priority to deal with next? Rank order from 1 – most important to 7 – least important.

Note: Prior to October 2022 wording was "What should be the government's priority to deal with next? Rank order from 1 – most important to 6 – least important."

Mean Summary

Base for June 2023: Total Answered	Mean June 2023 (n=852)	Mean October 2022	Mean June 2022	Mean March 2022	Mean December 2021
Dealing with crime and public safety	2.9	3.2	NA	NA	NA
Getting prices and the supply chain under control	3.1	2.7	2	2.4	2.9
Creating jobs and employment	3.3	3.6	3.1	3.2	3.1
Reforming the immigration system	3.6	4	3.8	3.7	3.8
Dealing with climate change	4.5	4.5	4	4.1	4.1
Ensuring voting rights and election reform	4.9	5	4.4	4.4	4.5
Regulating AI	5.7	NA	NA	NA	NA

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6. What should be the government's priority to deal with next? Rank order from 1 – most important to 7 – least important. (*Continued*)

a. Getting prices and the supply chain under control

Base for June 2023: Total Answered	June 2023 (n=852)	October 2022	June 2022	March 2022	December 2021
1	23	33	49	35	20
2	18	19	19	21	23
3	18	14	11	16	19
4	11	9	7	11	13
5	10	8	5	7	10
6	8	7	3	5	7
7	4	4	NA	NA	NA
Skipped	7	7	7	5	7
Mean	3.1	2.7	2.0	2.4	2.9

b. Creating jobs and employment

Base for June 2023: Total Answered	June 2023 (n=852)	October 2022	June 2022	March 2022	December 2021
1	14	9	12	14	13
2	19	18	25	21	21
3	21	21	23	21	23
4	19	18	16	20	18
5	10	12	11	12	12
6	6	8	6	7	6
7	4	6	NA	NA	NA
Skipped	6	8	8	5	8
Mean	3.3	3.6	3.1	3.2	3.1

c. Dealing with climate change

Base for June 2023: Total Answered	June 2023 (n=852)	October 2022	June 2022	March 2022	December 2021
1	10	10	8	10	8
2	9	11	11	10	12
3	10	10	16	13	13
4	13	11	17	16	14
5	15	12	17	21	20
6	17	17	23	24	25
7	19	20	NA	NA	NA
Skipped	8	9	8	6	8
Mean	4.5	4.5	4.0	4.1	4.1

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6. What should be the government's priority to deal with next? Rank order from 1 – most important to 7 – least important. (*Continued*)

d. Reforming the immigration system

Base for June 2023: Total Answered	June 2023 (n=852)	October 2022	June 2022	March 2022	December 2021
1	16	11	8	11	8
2	16	12	15	13	14
3	14	13	17	16	14
4	16	18	16	20	23
5	14	16	18	20	19
6	11	14	18	14	15
7	6	9	NA	NA	NA
Skipped	7	7	7	5	7
Mean	3.6	4.0	3.8	3.7	3.8

e. Ensuring voting rights and election reform

Base for June 2023: Total Answered	June 2023 (n=852)	October 2022	June 2022	March 2022	December 2021
1	6	7	6	7	7
2	5	6	8	10	7
3	9	7	10	12	10
4	12	11	17	13	14
5	20	17	22	20	22
6	24	19	29	32	32
7	16	24	NA	NA	NA
Skipped	8	9	8	6	8
Mean	4.9	5.0	4.4	4.3	4.5

f. Dealing with crime and public safety

Base for June 2023: Total Answered	June 2023 (n=852)	October 2022
1	23	18
2	23	20
3	16	18
4	14	14
5	9	11
6	6	6
7	2	5
Skipped	7	8
Mean	2.9	3.2



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6. What should be the government's priority to deal with next? Rank order from 1 – most important to 7 – least important. (*Continued*)

g. Regulating AI

Base for June 2023: Total Answered	June 2023 (n=852)
1	3
2	3
3	4
4	7
5	14
6	20
7	41
Skipped	8
Mean	5.7

23. In general, do you think it is a good or a bad time to be a Latino or Hispanic person in America?

	June 2023	October 2022	June 2022
A good time	56	65	67
A bad time	40	31	29
Skipped	5	4	3

34. Compared to before the pandemic, is your overall personal financial situation now better, worse, or about the same?

	June 2023	October 2022
Better	18	14
About the same	49	50
Worse	30	31
Don't know	3	4
Skipped	*	1



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28. Do you support or oppose the following?

Total Support Summary

	Total June 2023	Total October 2022	Total June 2022
Requiring companies to clearly state when AI or a program is used to create content, and place a disclosure on any AI-created content	75	NA	NA
The government creating rules to oversee the development of AI and new technologies	71	NA	NA
The government banning certain apps or technology for national security reasons	63	NA	NA
Providing tax breaks or incentives to people who purchase electric vehicles (EVs)	60	NA	NA
Title 42, the former policy which authorized the U.S. government to turn undocumented migrants away at the border to reduce the spread of COVID-19*	52	NA	51
Giving parents the ability to stop schools from teaching subjects that parents do not like	50	NA	NA
State-level efforts to restrict access to the pills needed for a medication abortion	35	NA	NA
Making all abortions illegal at any time under any circumstance	28	25	26

*June 2022 wording was: Title 42 law which authorizes the U.S. government to turn undocumented migrants away at the border to reduce the spread of COVID-19



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28. Do you support or oppose the following? (Continued)

a. Making all abortions illegal at any time under any circumstance

	June 2023	October 2022	June 2022
Strongly support	12	11	11
Somewhat support	16	14	15
Somewhat oppose	22	24	25
Strongly oppose	48	46	46
Skipped	3	5	4
<i>Support (Net)</i>	<i>28</i>	<i>25</i>	<i>26</i>
<i>Oppose (Net)</i>	<i>70</i>	<i>71</i>	<i>71</i>

b. Title 42, the former policy which authorized the U.S. government to turn undocumented migrants away at the border to reduce the spread of COVID-19

	June 2023	June 2022
Strongly support	21	24
Somewhat support	30	27
Somewhat oppose	26	26
Strongly oppose	19	18
Skipped	3	5
<i>Support (Net)</i>	<i>52</i>	<i>51</i>
<i>Oppose (Net)</i>	<i>45</i>	<i>44</i>

*June 2022 wording was: Title 42 law which authorizes the U.S. government to turn undocumented migrants away at the border to reduce the spread of COVID-19

c. Giving parents the ability to stop schools from teaching subjects that parents do not like

	June 2023	March 2022
Strongly support	24	17
Somewhat support	26	27
Somewhat oppose	22	32
Strongly oppose	26	23
Skipped	2	1
<i>Support (Net)</i>	<i>50</i>	<i>44</i>
<i>Oppose (Net)</i>	<i>48</i>	<i>55</i>



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28. Do you support or oppose the following? (*Continued*)

d. State-level efforts to restrict access to the pills needed for a medication abortion

	June 2023
Strongly support	15
Somewhat support	20
Somewhat oppose	25
Strongly oppose	38
Skipped	3
<i>Support (Net)</i>	<i>35</i>
<i>Oppose (Net)</i>	<i>63</i>

e. Requiring companies to clearly state when AI or a program is used to create content, and place a disclosure on any AI-created content

	June 2023
Strongly support	38
Somewhat support	37
Somewhat oppose	15
Strongly oppose	7
Skipped	3
<i>Support (Net)</i>	<i>75</i>
<i>Oppose (Net)</i>	<i>51</i>

f. The government banning certain apps or technology for national security reasons

	June 2023
Strongly support	21
Somewhat support	42
Somewhat oppose	21
Strongly oppose	13
Skipped	3
<i>Support (Net)</i>	<i>63</i>
<i>Oppose (Net)</i>	<i>34</i>



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28. Do you support or oppose the following? (*Continued*)

g. Providing tax breaks or incentives to people who purchase electric vehicles (EVs)

	June 2023
Strongly support	19
Somewhat support	41
Somewhat oppose	22
Strongly oppose	14
Skipped	4
<i>Support (Net)</i>	<i>60</i>
<i>Oppose (Net)</i>	<i>36</i>

h. The government creating rules to oversee the development of AI and new technologies

	June 2023
Strongly support	26
Somewhat support	45
Somewhat oppose	18
Strongly oppose	8
Skipped	4
<i>Support (Net)</i>	<i>71</i>
<i>Oppose (Net)</i>	<i>25</i>



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29. Do you agree or disagree with the following statements?

Total Agree Summary

	June 2023	Total October 2022	Total June 2022	Total March 2022	Total December 2021
The American economy is rigged to advantage the rich and powerful	68	NA	NA	NA	NA
Government has an important role to play in making sure everyone has equal access to opportunity	65	67	NA	NA	NA
If Congress can't pass immigration reform, President Biden and his administration must use its executive authority to protect undocumented immigrants, like Dreamers, farmworkers, and essential workers	58	57	NA	NA	NA
Latino or Hispanic people do not have the same opportunities as white people in the U.S.	57	54	55	NA	61
I am comfortable around LGBTQ people	55	NA	NA	62	NA
Abortion is a complicated issue without a 'black or white' answer	49	47	48	NA	NA
People should be able to decide for themselves their gender identity	47	NA	NA	54	NA
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	38	NA	NA	NA	NA
Teenagers should be able to decide for themselves their gender identity	35	NA	NA	48	NA
America is not a racist country	20	22	20	NA	22



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29. Do you agree or disagree with the following statements? *(Continued)*

a. Latino or Hispanic people do not have the same opportunities as white people in the U.S.

	June 2023	October 2022	June 2022	December 2021
Strongly agree	30	27	27	29
Somewhat agree	27	28	29	32
Neither agree nor disagree	21	21	18	16
Somewhat disagree	8	10	11	11
Strongly disagree	12	12	13	10
Skipped	2	3	3	2
<i>Agree (Net)</i>	<i>57</i>	<i>54</i>	<i>55</i>	<i>61</i>
<i>Disagree (Net)</i>	<i>20</i>	<i>22</i>	<i>24</i>	<i>21</i>

b. America is not a racist country

	June 2023	October 2022	June 2022	December 2021
Strongly agree	11	11	10	11
Somewhat agree	9	11	11	11
Neither agree nor disagree	21	23	21	20
Somewhat disagree	23	23	24	29
Strongly disagree	34	29	33	28
Skipped	2	2	2	2
<i>Agree (Net)</i>	<i>20</i>	<i>22</i>	<i>20</i>	<i>22</i>
<i>Disagree (Net)</i>	<i>57</i>	<i>53</i>	<i>57</i>	<i>57</i>

c. Abortion is a complicated issue without a 'black or white' answer

	June 2023	October 2022	June 2022
Strongly agree	24	27	24
Somewhat agree	25	20	23
Neither agree nor disagree	24	25	25
Somewhat disagree	8	10	9
Strongly disagree	16	15	15
Skipped	2	3	3
<i>Agree (Net)</i>	<i>49</i>	<i>47</i>	<i>48</i>
<i>Disagree (Net)</i>	<i>24</i>	<i>25</i>	<i>25</i>



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29. Do you agree or disagree with the following statements? *(Continued)*

d. Government has an important role to play in making sure everyone has equal access to opportunity

	June 2023	October 2022
Strongly agree	41	40
Somewhat agree	24	27
Neither agree nor disagree	19	20
Somewhat disagree	6	6
Strongly disagree	7	5
Skipped	2	2
<i>Agree (Net)</i>	<i>65</i>	<i>67</i>
<i>Disagree (Net)</i>	<i>14</i>	<i>11</i>

e. If Congress can't pass immigration reform, President Biden and his administration must use its executive authority to protect undocumented immigrants, like Dreamers, farmworkers, and essential workers

	June 2023	October 2022
Strongly agree	34	34
Somewhat agree	24	23
Neither agree nor disagree	23	23
Somewhat disagree	5	6
Strongly disagree	13	11
Skipped	2	3
<i>Agree (net)</i>	<i>58</i>	<i>57</i>
<i>Disagree (net)</i>	<i>18</i>	<i>18</i>

f. When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	June 2023
Strongly agree	19
Somewhat agree	18
Neither agree nor disagree	34
Somewhat disagree	11
Strongly disagree	15
Skipped	2
<i>Agree (net)</i>	<i>38</i>
<i>Disagree (net)</i>	<i>26</i>



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29. Do you agree or disagree with the following statements? (Continued)

g. The American economy is rigged to advantage the rich and powerful

	June 2023
Strongly agree	40
Somewhat agree	27
Neither agree nor disagree	20
Somewhat disagree	5
Strongly disagree	5
Skipped	2
<i>Agree (net)</i>	68
<i>Disagree (net)</i>	11

h. People should be able to decide for themselves their gender identity

	June 2023	March 2022
Strongly agree	28	39
Somewhat agree	19	15
Neither agree nor disagree	27	23
Somewhat disagree	7	6
Strongly disagree	17	16
Skipped	2	2
<i>Agree (net)</i>	47	54
<i>Disagree (net)</i>	24	22

i. Teenagers should be able to decide for themselves their gender identity

	June 2023	March 2022
Strongly agree	20	27
Somewhat agree	15	20
Neither agree nor disagree	26	22
Somewhat disagree	11	11
Strongly disagree	26	18
Skipped	2	1
<i>Agree (net)</i>	35	48
<i>Disagree (net)</i>	37	29



TOPLINE & METHODOLOGY

29. Do you agree or disagree with the following statements? (Continued)

j. I am comfortable around LGBTQ people

	June 2023	March 2022
Strongly agree	35	42
Somewhat agree	20	20
Neither agree nor disagree	31	25
Somewhat disagree	6	4
Strongly disagree	6	7
Skipped	2	2
<i>Agree (net)</i>	<i>55</i>	<i>62</i>
<i>Disagree (net)</i>	<i>13</i>	<i>12</i>

38. Have you ever used a generative AI (artificial intelligence) system, either text-based or visual (i.e. ChatGPT, Bard, Stable Diffusion, Midjourney, DALL-E)?

	June 2023
Yes	16
No	83
Skipped	1

39. Do the following generally have a good or bad impact on the lives of average Americans?

Total Good Summary

	June 2023
Technology industry	77
Electric vehicles	74
The oil and gas industry	54
Artificial intelligence	47
National news media	47
Social media	38



TOPLINE & METHODOLOGY

39. Do the following generally have a good or bad impact on the lives of average Americans? (Continued)

a. Technology industry

	June 2023
Very good	12
Mostly good	25
More good than bad	40
More bad than good	16
Mostly bad	3
Very bad	2
Skipped	1
<i>Good (net)</i>	<i>77</i>
<i>Bad (net)</i>	<i>22</i>

b. Artificial intelligence

	June 2023
Very good	3
Mostly good	9
More good than bad	35
More bad than good	33
Mostly bad	10
Very bad	6
Skipped	3
<i>Good (net)</i>	<i>47</i>
<i>Bad (net)</i>	<i>50</i>

c. National news media

	June 2023
Very good	5
Mostly good	12
More good than bad	29
More bad than good	30
Mostly bad	9
Very bad	12
Skipped	2
<i>Good (net)</i>	<i>47</i>
<i>Bad (net)</i>	<i>51</i>



TOPLINE & METHODOLOGY

39. Do the following generally have a good or bad impact on the lives of average Americans? (Continued)

d. Social media

	June 2023
Very good	3
Mostly good	9
More good than bad	26
More bad than good	34
Mostly bad	13
Very bad	13
Skipped	1
<i>Good (net)</i>	<i>38</i>
<i>Bad (net)</i>	<i>61</i>

e. Electric vehicles

	June 2023
Very good	12
Mostly good	24
More good than bad	37
More bad than good	15
Mostly bad	5
Very bad	4
Skipped	3
<i>Good (net)</i>	<i>74</i>
<i>Bad (net)</i>	<i>24</i>

f. The oil and gas industry

	June 2023
Very good	8
Mostly good	15
More good than bad	32
More bad than good	26
Mostly bad	9
Very bad	8
Skipped	2
<i>Good (net)</i>	<i>54</i>
<i>Bad (net)</i>	<i>44</i>



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40. Which of the following is closest to your current point of view about the impacts of AI (artificial intelligence) on American society over the next few years?

	June 2023
AI is going to fundamentally change American society	44
AI is going to be another piece of technology among many	45
AI is not going to have much of a real impact on society	8
Skipped	3

41. From the statements below, which comes closest to your opinion?

	June 2023
It is more important to shift to renewable energy and electric vehicles to minimize the damage of climate change.	60
It is more important to protect the jobs of workers in the oil and energy industry.	36
Skipped	3

42. Are you planning to buy or lease a vehicle within the next two years?

	June 2023
Yes	16
Maybe	30
No	54
Skipped	*

43. Regardless of when you are next planning to buy or lease a new vehicle, how interested, if at all, would you be in buying or leasing the following types of cars?

Total Interested Summary

	June 2023
A car or sedan	57
A hybrid vehicle that does not need to be plugged in	55
An SUV	54
A pickup truck	42
A plug-in hybrid or electric-only vehicle	41
A plug-in hybrid or electric-only pickup truck	22



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43. Regardless of when you are next planning to buy or lease a new vehicle, how interested, if at all, would you be in buying or leasing the following types of cars? *(Continued)*

a. A hybrid vehicle that does not need to be plugged in

	June 2023
Very interested	17
Somewhat interested	38
Not very interested	16
Not at all interested	27
Skipped	2
<i>Interested (net)</i>	<i>55</i>
<i>Not Interested (net)</i>	<i>43</i>

b. A plug-in hybrid or electric-only vehicle

	June 2023
Very interested	10
Somewhat interested	31
Not very interested	21
Not at all interested	36
Skipped	2
<i>Interested (net)</i>	<i>41</i>
<i>Not Interested (net)</i>	<i>57</i>

c. A plug-in hybrid or electric-only pickup truck

	June 2023
Very interested	6
Somewhat interested	16
Not very interested	24
Not at all interested	52
Skipped	2
<i>Interested (net)</i>	<i>22</i>
<i>Not Interested (net)</i>	<i>76</i>

d. A pickup truck

	June 2023
Very interested	17
Somewhat interested	25
Not very interested	18
Not at all interested	39
Skipped	2
<i>Interested (net)</i>	<i>42</i>
<i>Not Interested (net)</i>	<i>56</i>

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43. Regardless of when you are next planning to buy or lease a new vehicle, how interested, if at all, would you be in buying or leasing the following types of cars? *(Continued)*

e. An SUV

	June 2023
Very interested	20
Somewhat interested	33
Not very interested	17
Not at all interested	27
Skipped	2
<i>Interested (net)</i>	<i>54</i>
<i>Not Interested (net)</i>	<i>44</i>

f. A car or sedan

	June 2023
Very interested	18
Somewhat interested	39
Not very interested	17
Not at all interested	24
Skipped	2
<i>Interested (net)</i>	<i>57</i>
<i>Not Interested (net)</i>	<i>41</i>

C1. Which of these is your main source of news?

	June 2023	October 2022	June 2022	March 2022	December 2021
Social media	16	15	11	16	11
ABC / CBS / NBC News	13	13	13	13	14
Digital or online news	10	11	12	11	9
Univision	6	8	10	8	8
Telemundo	7	7	7	8	8
Public television or radio	7	7	9	8	7
Youtube	8	7	8	6	6
FOX News	5	6	5	7	5
CNN	5	5	5	4	6
MSNBC	2	2	2	2	2
New York Times, Washington Post, or Wall Street Journal	3	2	2	2	2
Your local newspaper	1	2	2	1	2
Other	4	4	3	4	6
None of these	11	10	9	9	12
Skipped	*	1	1	1	1



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C2. If you voted in the 2020 presidential election, who did you vote for?

	June 2023	October 2022	June 2022	March 2022	December 2021
Did not vote	50	47	49	49	45
Joe Biden	27	26	28	27	27
Donald Trump	16	16	16	16	16
Someone else	5	8	5	6	8
Skipped	2	4	2	3	3



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About the Study

The Axios/Ipsos with Telemundo U.S. Latino Survey Q2, 2023 was conducted June 2nd – 9th, 2023 by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,116 Latino/Hispanic adults age 18 or older in the United States.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs an addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in both English and Spanish. The data were weighted to adjust for gender by age, education, language proficiency, Latino/Hispanic origin, household income, Census region, metropolitan status, and 2020 vote choice. Demographic benchmarks, among Latino/Hispanic adults age 18+, came from the 2022 Current Population Survey (CPS) with language proficiency from the 2019 American Community Survey (ACS). Benchmarks for 2020 Vote choice among the US Latino/Hispanic population came from Census post-election survey and Pew 2021 validate voter survey. The weighting variables and categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Education (Less than High School grad, High School grad, Some College/Tech/Associate's degree, Bachelor's degree or higher)
- Language Proficiency (English proficient, Bilingual, Spanish proficient)
- Latino/Hispanic origin (Mexican, Puerto Rican, Cuban, Central American, Other)
- Household Income (Under \$50,000, \$50,000-\$99,999, \$100,000+)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- 2020 Vote choice (Trump, Biden, Other/Did not vote)

The margin of sampling error is plus or minus 3.5 percentage points at the 95% confidence level, for results based on the entire sample of Latino/Hispanic adults. The margin of sampling error takes into account the design effect, which was 1.39. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com