

FINAL RESULTS: Survey of Self-Identified Latinos in California

Sample Size: 800 total interviews

Margin of Error: $\pm 3.5\%$

Interview Dates: February 18th to 23rd, 2026

Language: English and Spanish

Methodology: Random Digit Dialing (RDD: mix of phone, text, online)



David Binder Research

Results may not add to 100 due to rounding.

SECTION 1. SCREENING AND MOOD

1. Do you prefer to complete this survey in Spanish or English?

English	67
Spanish	33

2. In which state do you currently live?

3. What is your zip code where you live?

California	100
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4. What is your age?

Under 35	38
35-44	20
45-54	17
55-64	13
65+	12

5. Which of the following ethnic groups describes you? This question is to ensure this research project includes a representative group of Californians.

Latino, Hispanic, or Mexican American	94
A combination of these	6

6. **IF COMBINATION:** Do you consider yourself to be part Latino, Hispanic or Mexican American?

Yes	100
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7. Many people who the media or other groups classify as Latino, Hispanic or Mexican American may use other terms to describe their race or ethnicity. What terms, if any, do you use when describing your own race or ethnicity? **(OPEN END.)**

PROVIDED SEPARATELY

SECTION 2. BASELINE ASSESSMENT

For the remainder of this survey, [I'm going to use / you will see] the term Latino to describe the broad community of Latinos, Hispanics, Mexican Americans and other groups.

For the following statements, please (tell me / indicate) if you agree or disagree with the statement.

IF CHOICE: Is that strongly AGREE/DISAGREE or just somewhat?

		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know	TOTAL AGREE	TOTAL DIS-AGREE
8.	Most organizations that claim to speak for Latinos don't really reflect people like me.	42	33	13	5	7	75	18
9.	Most business groups do not pay enough attention to Latino consumers.	31	28	20	14	7	59	33
10.	The Latino community should receive more focus from businesses.	39	30	14	9	7	69	23
11.	The Latino community should receive more focus from elected officials.	52	26	9	9	3	78	19
12.	Most large corporations do not do a good enough job of marketing or reaching out to the Latino community.	33	31	18	11	7	64	29
13.	Most businesses do not get involved with the Latino community.	25	32	19	16	7	58	35
14.	There is too much focus on Latinos as a political group and not enough as a large consumer group.	26	36	17	12	9	62	29
15.	Corporations often take advantage of Latino consumers.	37	33	13	12	5	70	25
16.	Corporations often take advantage of Latino employees.	43	30	9	13	5	73	22

SECTION 3. ISSUES AND ECONOMIC OUTLOOK

Now I'm going to read some issues that people have named as concerns. For each one, please tell me how concerning this is to you personally: very concerning, somewhat concerning, slightly concerning, or not concerning at all.

		Very	Some- what	Slightly	Not At All	Don't Know	TOTAL CONCERN -ING
17.	The cost of my monthly water bill	54	22	12	9	3	76
18.	The price of gas	69	19	7	4	<1	88
19.	The cost of insurance	77	18	3	2	<1	95
20.	Inflation	76	15	6	2	<1	91
21.	The cost of housing	81	12	3	4	<1	93
22.	The cost of health care	77	13	7	3	<1	91
23.	The cost of electricity and utilities	74	19	5	1	<1	93
24.	Jobs and the economy	72	17	8	3	<1	89
25.	The cost of food and groceries	75	19	4	2	<1	94
26.	Taxes	69	19	8	4	1	88

27. Do you feel things in California are generally going in the right direction or are things off on the wrong track?

Right direction	29
Wrong track	64
Don't know	8

28. On the economy specifically, do you feel the economy in California is generally going in the right direction or are things off on the wrong track?

Right direction	26
Wrong track	68
Don't know	6

How much do you trust each of the following groups or organizations to act in the best interest of Latino consumers?

Do you trust them a lot, some, not much, or not at all?

		A lot	Some	Not Much	Not at All	Don't Know	TOTAL TRUST
29.	Large corporations	5	18	35	38	4	23
30.	Small businesses	17	57	16	6	4	74
31.	Consumer groups that represent Latinos	8	41	30	15	6	49
32.	Banks and financial institutions	5	26	39	28	2	31
33.	Government agencies	4	25	34	36	1	29

34. When it comes to government oversight and regulations, which statement do you most agree with, even if none fits exactly?

There should be stricter government regulations and oversight	36
Current government regulations and oversight are about right	15
There should be less strict government regulations and oversight	42
Don't know	7

SECTION 4. ECONOMICS

35. How financially secure do you feel right now?

Very secure	8	→47%
Somewhat secure	39	
Not very secure	34	
Not at all secure	19	
Don't know	1	

36. Thinking about your household finances compared to one year ago, would you say you are better off or worse off, or are your finances about the same as one year ago?

Better off	14
About the same	42
Worse off	43
Don't know	2

37. How confident are you that your household's economic outlook will improve over the next year?

Very confident	7	→42%
Somewhat confident	35	
Not very confident	37	
Not at all confident	18	
Don't know	3	

38. How would you describe your current level of savings?

More than enough	5	→33%
About enough	29	
Less than enough	45	
I have no savings	21	
Don't know	1	

39. How confident are you that you could cover an unexpected \$400 expense without borrowing or missing a bill payment?

Very confident	35	→64%
Somewhat confident	29	
Not too confident	20	
Not at all confident	15	
Don't know	1	

40. Please select what words or phrases apply to how you personally feel when you think about your economic situation. You can (say/select) multiple words or provide your own words or phrases. **(MULTIPLE RESPONSE.)**

Managing, but cautiously	27
Frustrated	17
Stressed	17
Worried	16
Financially stretched	15
Uncertain	14
Optimistic	11
Falling behind	7
Angry	7
Confident	7
Secure	7
Scared	4
Happy	3
Resigned	3
Other (SPECIFY: _____)	2
Don't Know	2

For the following statements, please (tell me / indicate) if you agree or disagree with the statement.

IF CHOICE: Is that strongly AGREE/DISAGREE or just somewhat?

		Strongly Agree	Some-what Agree	Some-what Dis-agree	Strongly Dis-agree	Don't Know	TOTAL AGREE	TOTAL DIS-AGREE
41.	Because of the potential presence of ICE, I have been going out to eat less often.	17	15	11	56	1	32	67
42.	Because of the potential presence of ICE, I have been staying home more often.	17	14	13	56	1	30	69
43.	Due to inflation and the rising cost of living, I am buying cheaper food items than I used to.	47	33	11	8	1	79	19
44.	My health insurance costs have recently increased substantially.	42	32	13	8	5	74	21
45.	At least one of my credit cards is maxed out.	22	17	14	44	4	39	57
46.	In the last year, things have improved for me economically.	9	26	26	36	3	35	62
47.	I support the presence of ICE and increased law enforcement throughout my area and in California	23	11	4	59	3	34	63
48.	My children or grandchildren will never be able to buy a home in California	49	26	12	5	8	75	17
49.	Young married couples I know are concerned about having children for economic reasons	51	26	7	7	9	77	14
50.	I know some people who say they have been targeted by law enforcement due to racial profiling	40	19	7	27	7	59	34

SECTION 4. POLITICAL ISSUES

Now I am going to read you the names of some public figures and groups. For each, please rate how well the person or group does at representing your interests: do they represent you very well, somewhat well, do they not represent you well, or do they work against your interests?

		Represents Me Very Well	Represents Me Somewhat Well	Does Not Represent Me Well	Works Against My Interests	Don't Know	TOTAL REPRESENTS VERY/SOMEWHAT WELL
51.	President Donald Trump	22	11	12	55	1	32
52.	Democrats in Congress	9	33	21	36	2	41
53.	Republicans in Congress	14	17	17	49	3	31
54.	Governor Gavin Newsom	19	29	13	37	3	47
55.	Corporations	2	17	40	30	11	19
56.	Unions	16	28	28	13	15	44
57.	Immigration and Customs Enforcement, or ICE	21	9	15	50	5	30
58.	Local law enforcement	24	40	24	8	4	64

59. Are you currently registered to vote?

Yes:	99
No	<1
Prefer not to say	<1

(IF YES:)

60. In politics, as of today, do you consider yourself a Republican, a Democrat or an independent? (n=795)

Democrat	43
Republican	26
Independent/ No party	28
Other party (Specify: _____)	1
Don't know	2

61. Which political party does a better job of working in your interests – (ROTATE) Republicans or Democrats, do both parties equally work in your interests, or do you feel neither party works in your interests?

Democrat	46
Republican	30
Both equally	3
Neither	18
Don't know	2

ROTATE NEXT TWO QUESTIONS

62. Do you support or oppose a new mileage tax on the amount of miles a person drives in their car, with funds to be used to improve roads and freeways?

IF SUPPORT / OPPOSE: Is that strongly or somewhat?

Strongly support	6	→18%
Somewhat support	12	
Somewhat oppose	10	→77%
Strongly oppose	67	
Don't know	5	

63. Do you support or oppose a new \$1 flat delivery tax on the food delivery services, such as DoorDash and UberEats, with funds to be used to help offset road wear and tear.

IF SUPPORT / OPPOSE: Is that strongly or somewhat?

Strongly support	8	→30%
Somewhat support	22	
Somewhat oppose	12	→61%
Strongly oppose	48	
Don't know	9	

SECTION 5. DEMOGRAPHICS

Thank you for your patience. Now some last few questions about yourself for statistical purposes.

64. Are you...?

Female	50
Male	50
Other (Specify: _____)	0
Prefer not to say	0

65. Where were you born?

United States	56
Another country (Specify: _____)	42
Prefer not to say	2

66. Where were your parents born?

United States	36
Another country or countries (Specify: _____)	51
The United States and another country (Specify: _____)	10
Don't know	<1
Prefer not to say	3

67. Please (tell me / indicate) if you generally speak in English, in Spanish, or in both languages at home?

IF ENGLISH: Would you say that you only speak in English, or that you mostly speak English?

IF SPANISH: Would you say that you only speak in Spanish, or that you mostly speak in Spanish?

IF BOTH: Do you speak in English more, or do you speak in Spanish more, or is it exactly equal?

Only English	28	
Mostly English	15	→65%
More English than Spanish	21	
Both exactly equally	25	
More Spanish than English	7	
Mostly Spanish	2	→9%
Only Spanish	1	
Don't know	0	
Prefer not to say	1	

68. How many years have you lived in California?

Less than a year	<1
1 to 5 years	<1
6 to 10 years	<1
11 to 15 years	2
16 to 20 years	1
Over 20 years	29
Lived in California all my life	65
Prefer not to say	1

69. Do you currently own or rent your home?

Own	58
Rent	36
Other (Specify: _____)	3
Prefer not to say	4

70. Do you have either homeowners or renters insurance?

Yes	74
No	23
Prefer not to say	4

71. Do you have health insurance?

Yes	91
No	8
Not sure/Prefer not to say	1

72. **IF YES IN PRIOR QUESTION:**

Is your health insurance through your employer, through a family member, through Medicare or Medi-Cal, Covered California, a state agency, or do you pay for it yourself? (n=726)

My employer	54
Through a family member	13
Medi-Cal	10
Medicare	11
Covered California	4
Pay for it myself	6
Through a state agency	<1
I am not sure	<1
Prefer not to say	2

73. Which of the following best describes your current working situation?

Employed full-time	56
Employed part-time	12
Not working	26
Prefer not to say	5

IF Q73 = EMPLOYED.

74. Approximately how far do you commute to work? (n=548)

Less than 10 miles	29
Between 10 and 19 miles	34
Between 20 and 29 miles	15
30 miles or longer	13
Do not commute	6
Prefer not to say	2

75. Do you have car insurance?

Yes	89
No	9
Not sure/Prefer not to say	1

IF Q73 = NOT WORKING.

76. Which of the following best describes you? (n=208)

Student	8
Retired	39
Unemployed and looking for work	45
Unemployed and not looking for work	5
Prefer not to say	3

IF Q73 = EMPLOYED.

77. Are you currently able to do your job from home? (n=548)

Yes	25
No	72
Don't know	2
Prefer not to say	1

IF Q73 = EMPLOYED.

78. Which of the following applies to you, if any? (n=548)

Own a business	4
Work for a small business	20
Work for a large company	60
Work independently / contract work / gig work	4
Other (Specify: _____)	9
Prefer not to say	3

79. Which of the following best describes your highest level of formal education?

Not a high school graduate	6
High school graduate or GED	14
Some college coursework, no diploma	31
Trade or vocational school degree	13
Associate's degree	18
Bachelor's degree	12
Master's degree or higher	5
Don't know	0
Prefer not to say	1

That's all the questions we have. Thank you for your time.