2024 UConnPRSI Pre-Election Survey of Puerto Ricans and Latino Voters in Connecticut

BY Volodymyr Gupan & Charles R. Venator-Santiago

Data Sheet | November 2024

About this Report

This report is part of a new initiative by the University of Connecticut Puerto Rican Studies Initiative (UConnPRSI) to conduct a series of quarterly surveys of Puerto Ricans and Latinos in Connecticut. This survey was conducted by the University of Connecticut's Puerto Rican Studies Initiative between October 7-25, 2024. This report extracts responses that focus on Puerto Rican and Latino Connecticut voters and their attitudes towards the 2024 general elections.
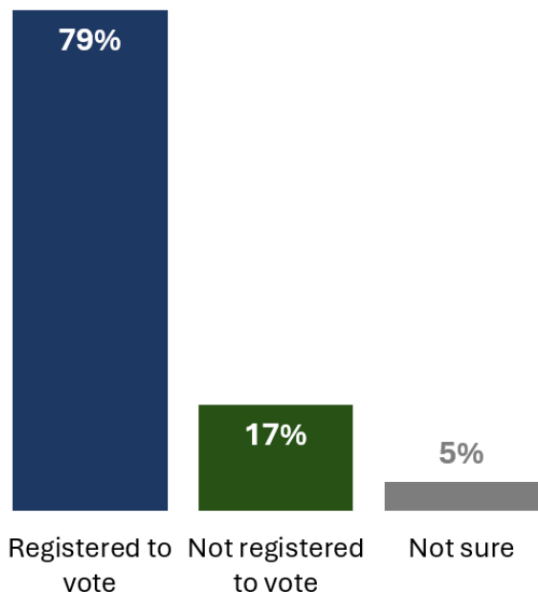
About the Authors

Volodymyr Gupan is a data analyst and research assistant for the University of Connecticut's Puerto Rican Studies Initiative. He can be contacted at volodymyr.gupan@uconn.edu. Charles R. Venator-Santiago is the director of the Puerto Rican Studies Initiative. He can be contacted at charles.venator@uconn.edu.
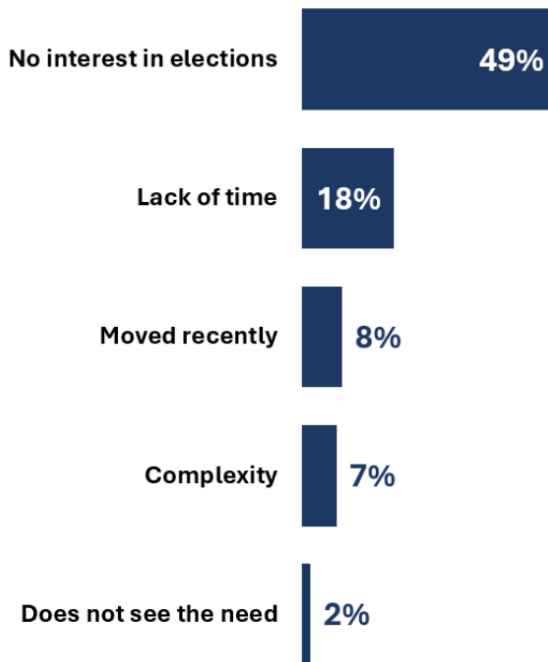
Voter Registration

A majority (79%) of Puerto Rican and Latino respondents are registered to vote. About a fifth are not registered (17%) or are not sure (5%) (Figure 1).

Upwards of 84% of Puerto Ricans and Latino respondents who did not register to vote indicated that they are not interested in voting for various reasons. The majority (67%) were simply not interested in elections (49%) or lacked the time to vote (18%) (Figure 2).

Figure 1. Voter registration

79% — Registered to vote
17% — Not registered to vote
5% — Not sure

Figure 2. Reasons for not registering

No interest in elections — 49%
Lack of time — 18%
Moved recently — 8%
Complexity — 7%
Does not see the need — 2%

Voter Registration

While a majority of Puerto Rican and Latino respondents are registered with the Democratic Party (40%), an equal percentage identified as independent or unaffiliated voters (40%).

Figure 3 suggests that a significant portion of Puerto Rican and Latino voters are not participating in primaries, where they would have a potential opportunity to vote for a candidate that better represents their interests, because Connecticut law limits participation in party primaries to members of a political party. It follows that a significant number of Puerto Rican and Latino voters are not likely to find candidates that represent their interests in general elections. Only a fifth (20%) of respondents identify with the Republican Party.

**Figure 3. Major party registration**
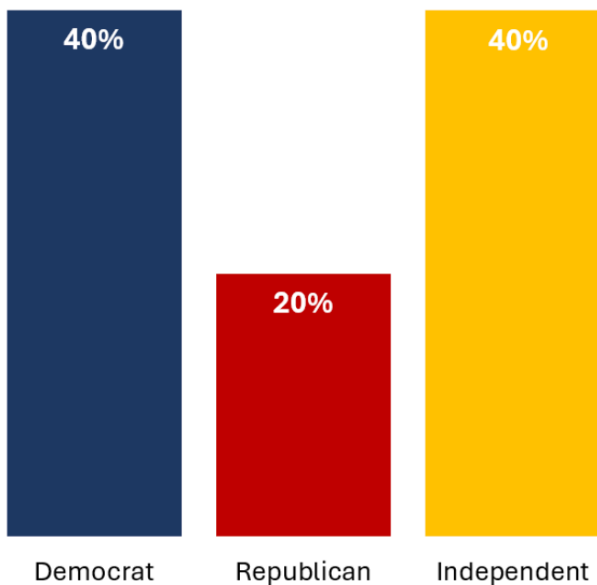
Trust and the Direction of the State

The majority (71%) of Puerto Rican and Latino respondents expressed some degree of trust towards Connecticut state legislators, but only a minority (17%) indicated that they fully trusted these elected officials. However, 11 percentage points separate those who trust their representatives entirely from those who report a complete lack of trust, suggesting varied levels of confidence in political leaders (Figure 4).

Figure 4. Trust towards Representatives and Senators in Connecticut General Assembly
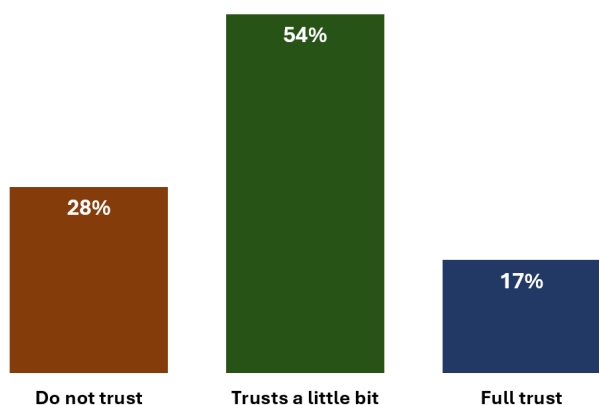
Figure 5. Direction of state
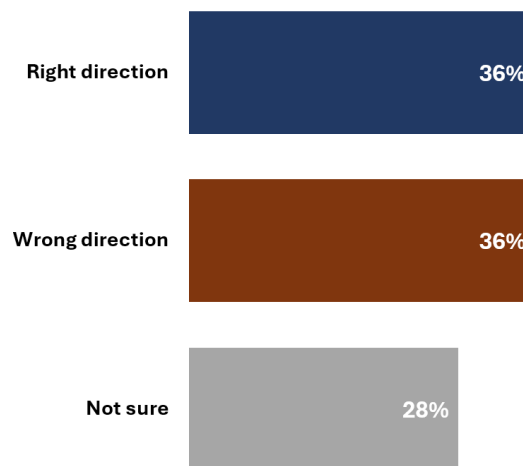
A minority (36%) of Puerto Rican and Latino respondents believe that the state is heading in the right direction. A majority (64%) indicated that either the state was headed in the wrong direction (36%) or were not sure (28%). These numbers suggest that Puerto Ricans and Latinos lack consensus on the state of Connecticut's current trajectory (Figure 5).

Trust and the Direction of the State

Puerto Ricans and Latinos respondents are more likely to vote for Democrats than Republicans in both the House (Figure 6) and Senate (Figure 7) of the Connecticut General Assembly. A third of Puerto Rican and Latino respondents indicated that they were not planning to vote or were not sure that they would vote in state races.

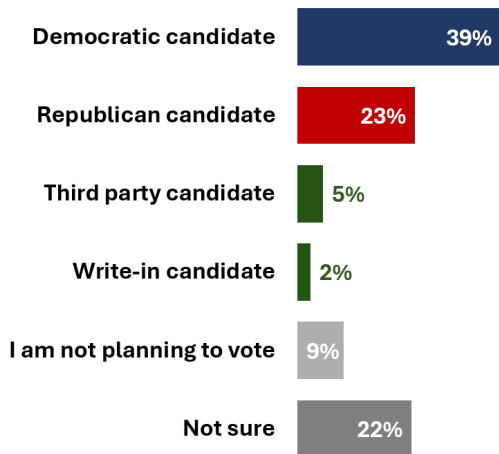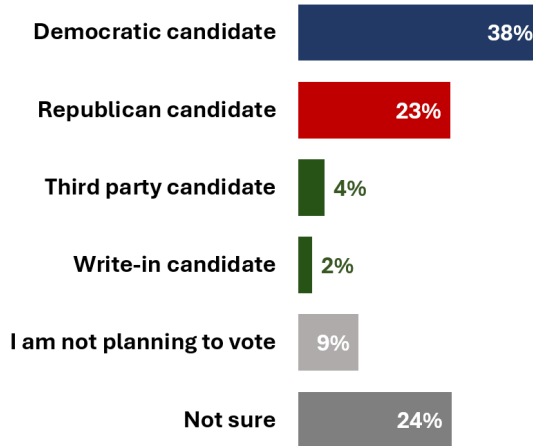**Figure 6. Electoral preferences for Connecticut House**

Democratic candidate	39%
Republican candidate	23%
Third party candidate	5%
Write-in candidate	2%
I am not planning to vote	9%
Not sure	22%

Figure 7. Electoral preferences for Connecticut Senate

Democratic candidate	38%
Republican candidate	23%
Third party candidate	4%
Write-in candidate	2%
I am not planning to vote	9%
Not sure	24%

The same pattern emerges for the national congressional elections with about a quarter of Puerto Rican and Latino voters still undecided (Figures 8 & 9). It is also interesting to note that a significant number of Puerto Rican and Latino respondents also indicated that they were interested in Third Party or Write-In candidates. Stated differently, more than a third of respondents suggested various degrees of dissatisfaction with the two major political parties.

Figure 8. Electoral preferences for the U.S. House

Democratic candidate	37%
Republican candidate	24%
Third party candidate	5%
Write-in candidate	4%
I am not planning to vote	8%
Not sure	22%

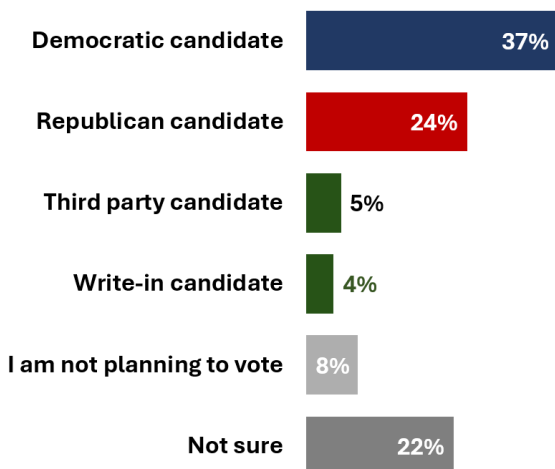**Figure 9. Electoral preferences for the U.S. Senate**

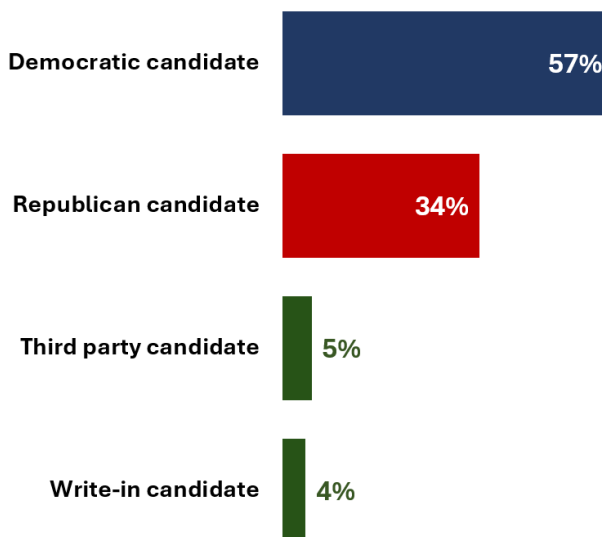|	
Democratic candidate	38%
Republican candidate	24%
Third party candidate	6%
Write-in candidate	2%
I am not planning to vote	8%
Not sure	23%
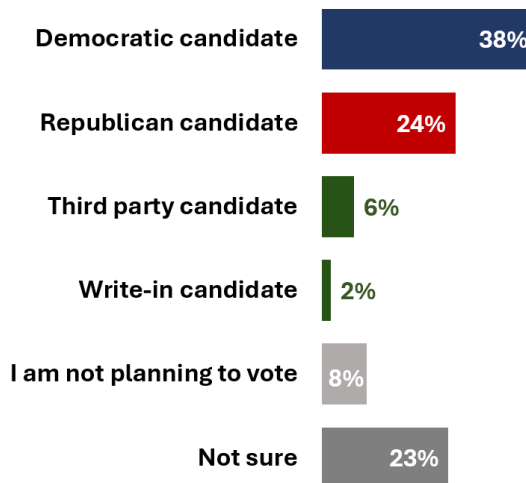
Kamala Harris leads Donald Trump by 18 percentage points among all Puerto Rican and Latino respondents (Figures 10) and among likely voters (Figure 11).

Figure 10. Electoral preferences for the U.S. President

Democratic candidate	44%
Republican candidate	26%
Third party candidate	4%
Write-in candidate	3%
I am not planning to vote	7%
Not sure	16%
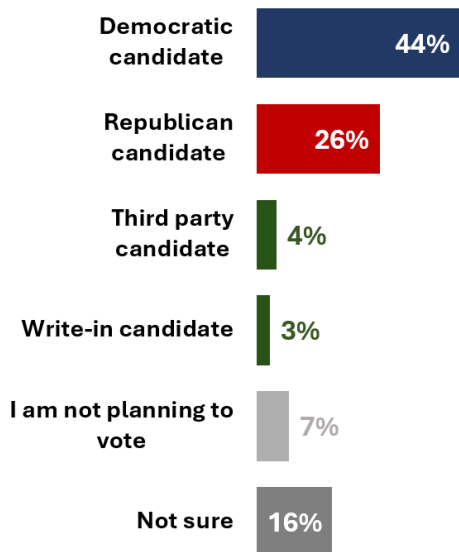
Figure 11. Electoral preferences for the U.S. President among likely voters

Democratic candidate	57%
Republican candidate	34%
Third party candidate	5%
Write-in candidate	4%

Her lead increases by 23 percentage points among likely voters (Figure 11) and by 24 percentage points if no third party or write-in candidates are present in the ballot (Figure 12), suggesting that undecided voters and alternative candidates are more of an issue for the Democratic Party's campaign rather than the Republican Party. Overall, these figures suggest that a significant percentage of Puerto Rican and Latino respondents are dissatisfied with the Democratic Party.

Figure 12. Electoral preferences for the U.S. President among likely voters

Democratic candidate	62%
Republican candidate	38%
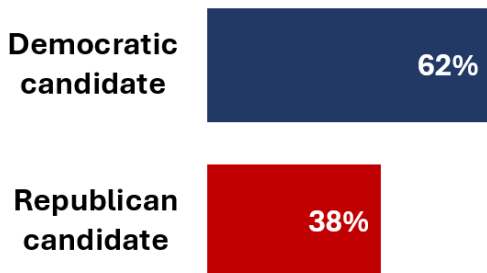
Kamala Harris leads Donald Trump amongst all Puerto Rican and Latino gender groups. Candidate Harris' lead among Puerto Rican and Latino men, is far less substantial compared to women. Upwards of 45% of Puerto Rican and Latino male and 29% of female respondents indicated that they supported candidate Trump (Figure 13).

Figure 13. Electoral preferences for the U.S. President by gender

- Donald Trump
- Kamala Harris

	Men	Women
Donald Trump	45%	29%
Kamala Harris	55%	71%
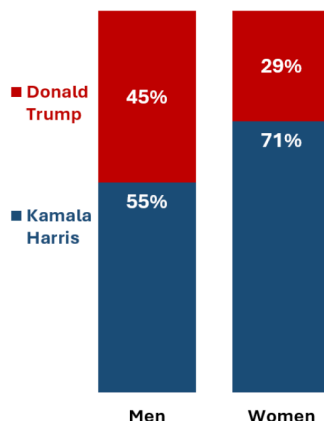
Harris also leads Trump amongst all Puerto Rican and Latino age groups. However, her lead among older millennials (35-44 year old) is the smallest with a 4% gap between Puerto Rican and Latino women (52%) and men (48%) (Figure 14).

Figure 14. Electoral preferences for the U.S. President by age

■ Kamala Harris   ■ Donald Trump
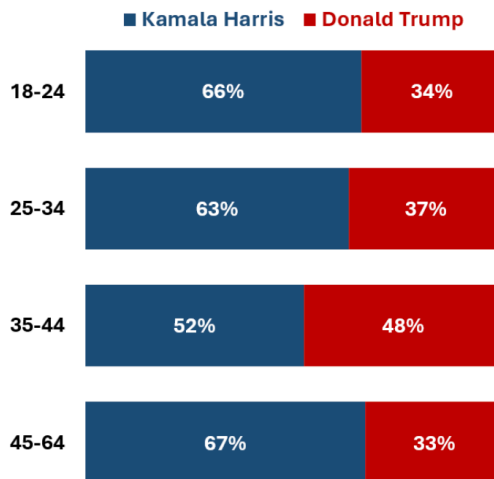
Age	Kamala Harris	Donald Trump
18-24	66%	34%
25-34	63%	37%
35-44	52%	48%
45-64	67%	33%

Puerto Rican and Latino respondents who indicated that they rarely or never experienced discrimination or racism are more likely to vote for candidate Trump. Support for Trump dissipates among those who experience more instances of discrimination and racism (Figure 15).

Figure 15. Electoral preferences for the U.S. President by perceived incidence of discrimination

■ Kamala Harris   ■ Donald Trump

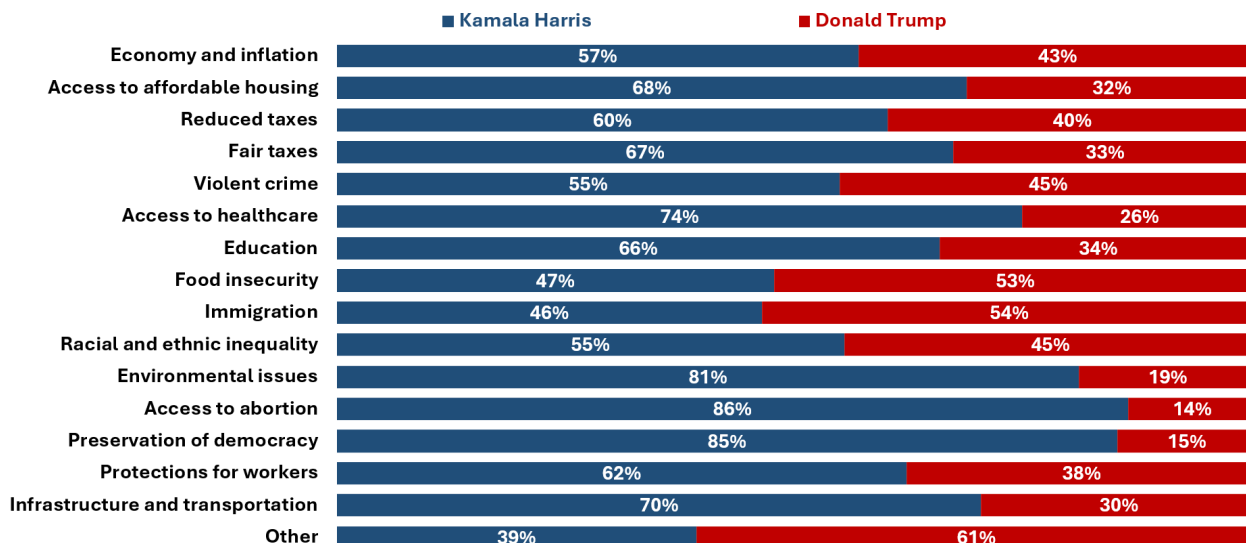|	Kamala Harris	Donald Trump
All the time	91%	9%
Often	71%	29%
Periodically	67%	33%
Rarely	57%	43%
Never	54%	46%
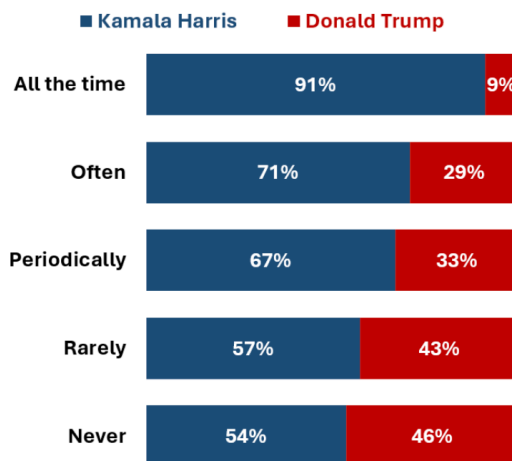
The majority of Puerto Rican and Latino respondents identified the economy/inflation (48%) and access to affordable housing (31%) as the most important topics for voters. More pressing national issues, like access to abortion (12%) and the protection of democracy (6%) were less important to those surveyed. Immigration, a more pressing issue for Latinos, was less important (16%) among the largely Puerto Rican respondents in this survey (Figure 16).

Figure 16. Top most important topics for voters

Topic	Percentage
Economy and inflation	48%
Access to affordable housing	31%
Reduced taxes	24%
Fair taxes	24%
Violent crime	23%
Access to healthcare	21%
Education	20%
Food insecurity	16%
Immigration	16%
Racial and ethnic inequality	15%
Environmental issues	14%
Access to abortion	12%
Protections for workers	7%
Preservation of democracy	6%
Infrastructure and transportation	2%
Other	1%
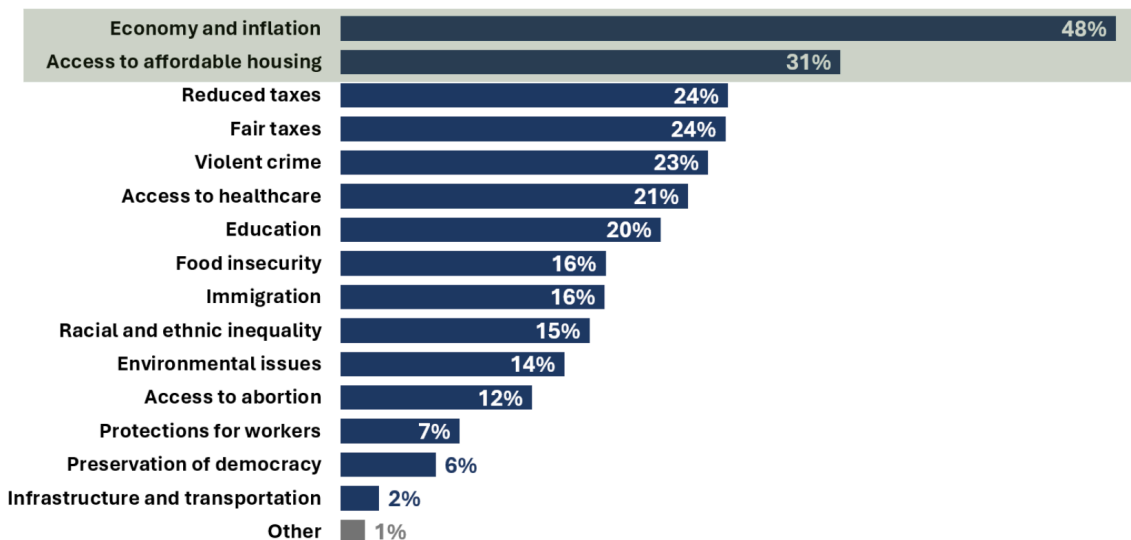
Kamala Harris leads Donald Trump in almost every topic or issue of concern for the Puerto Rican and Latino respondents. However, candidate Trump leads candidate Harris on the questions of immigration (46%) and food insecurity (47%) among Puerto Rican and Latino voters in the state of Connecticut (Figure 17).

Figure 17. Electoral preferences for the U.S. President by issues

Issue	■ Kamala Harris	■ Donald Trump
Economy and inflation	57%	43%
Access to affordable housing	68%	32%
Reduced taxes	60%	40%
Fair taxes	67%	33%
Violent crime	55%	45%
Access to healthcare	74%	26%
Education	66%	34%
Food insecurity	47%	53%
Immigration	46%	54%
Racial and ethnic inequality	55%	45%
Environmental issues	81%	19%
Access to abortion	86%	14%
Preservation of democracy	85%	15%
Protections for workers	62%	38%
Infrastructure and transportation	70%	30%
Other	39%	61%

Sources of Information

The top three sources of political information for Puerto Rican and Latino voters in Connecticut are: local television stations (44%), social media (43%), and friends and family (30%). State government agencies (12%) and local elected officials (11%) rank the lowest among sources of information on local politics for Puerto Rican and Latino voters in the state of Connecticut (Figure 18).
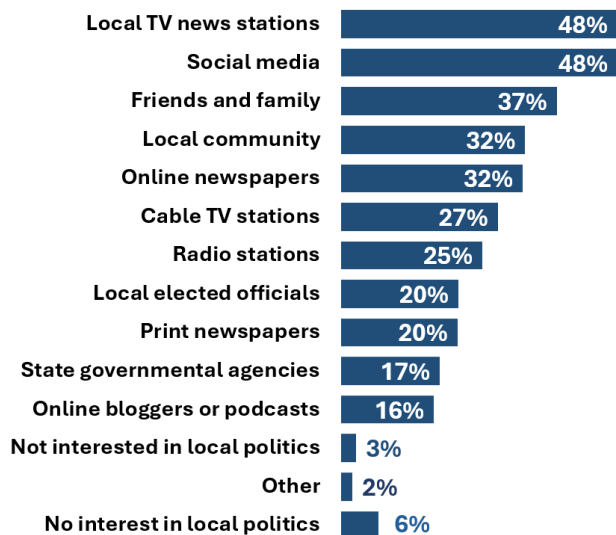
Figure 18. Sources of information on local politics

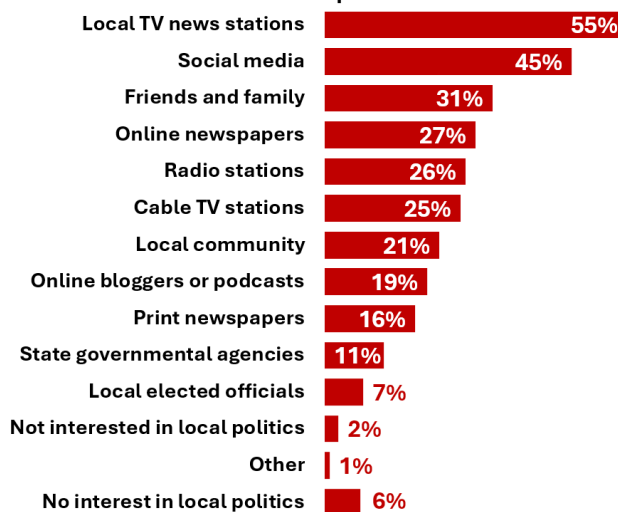| Source	Percentage
Local TV news stations	44%
Social Media	43%
Friends and family	30%
Local community	25%
Online newspapers	25%
Cable TV stations	22%
Radio stations	20%
Online bloggers or podcasts	16%
Print newspapers	14%
State governmental agencies	12%
Local elected officials	11%
Other	1%
No interest in local politics	6%
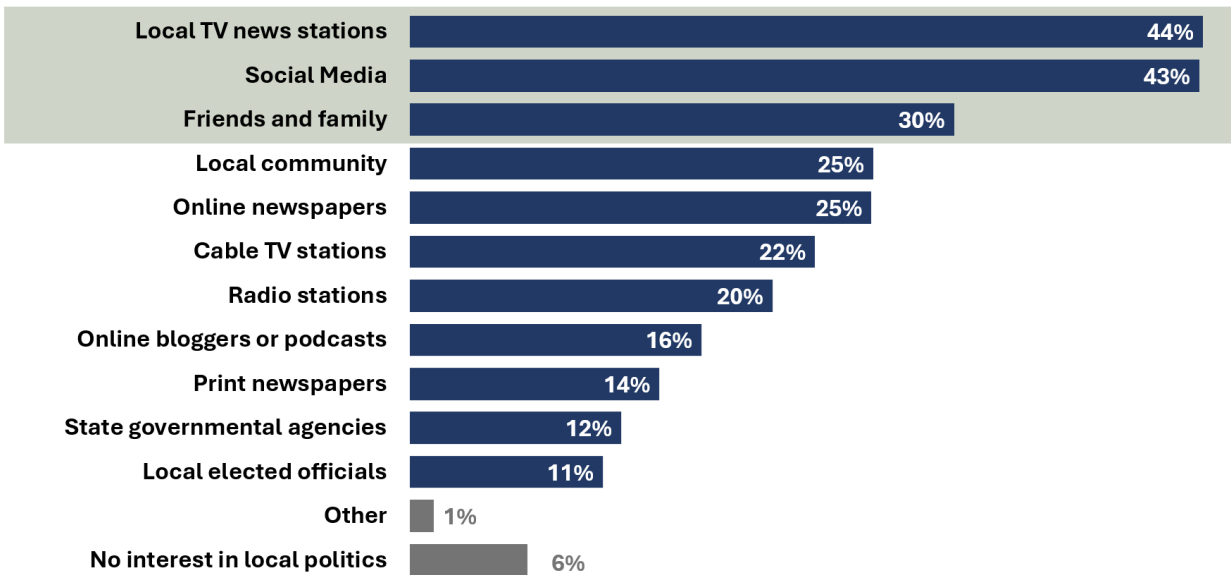
Puerto Rican and Latino voters supporting presidential candidates Harris and Trump rely on the same top three sources of information, namely: local television stations, social media and friends and family. However, Trump supporters are more likely than Harris' supporters to rely on local television stations (Figures 19 & 20).

It is also important to note that Puerto Rican and Latino supporters of candidate Harris are also significantly more likely to rely on state governmental agencies (17%) and local elected officials (20%) than supporters of candidate Trump (Figures 19 & 20).

Figure 19. Sources of information on local politics for Kamala Harris voters

Source	%
Local TV news stations	48%
Social media	48%
Friends and family	37%
Local community	32%
Online newspapers	32%
Cable TV stations	27%
Radio stations	25%
Local elected officials	20%
Print newspapers	20%
State governmental agencies	17%
Online bloggers or podcasts	16%
Not interested in local politics	3%
Other	2%
No interest in local politics	6%

Figure 20. Sources of information on local politics for Donald Trump voters

Source	%
Local TV news stations	55%
Social media	45%
Friends and family	31%
Online newspapers	27%
Radio stations	26%
Cable TV stations	25%
Local community	21%
Online bloggers or podcasts	19%
Print newspapers	16%
State governmental agencies	11%
Local elected officials	7%
Not interested in local politics	2%
Other	1%
No interest in local politics	6%

Where Did We Get This Information From?

The total sample for this survey is 498 adult Puerto Ricans and Latinos residing in Connecticut. The approximate margin of error for this survey is 4.38% in 95% confidence interval. Soft quotas were established to follow distribution of the Puerto Rican and Latino population in the state of Connecticut, by gender, age, education and income. Final results were weighted for accuracy.

About Our Funding

The Puerto Rican Studies Initiative was initially funded by an American Rescue Plan Act grant awarded by the Connecticut General Assembly.

It is currently funded by a grant from the Connecticut General Assembly, in collaboration with the Puerto Rican and Latino Legislative Caucus.

How To Cite This Report

2024. Volodymyr Gupan and Venator-Santiago, Charles R. *2024 UConnPRSI Pre-Election Survey of Puerto Ricans and Latino Voters in Connecticut*. Storrs, Connecticut: University of Connecticut, Puerto Rican Studies Initiative.