

FOR IMMEDIATE RELEASE
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New poll finds that Biden and Democrats have a clear path towards increasing their support among Blacks and Latinos in North Carolina and Nevada.

WASHINGTON, D.C. – Nuestro PAC interviewed a total of 1,200 Black and Latino registered voters in North Carolina and Nevada (n=300 Black in each state, n=600 total Black; and n=300 Latino in each state; n=600 total Latino) from October 28 - November 6, 2023. Interviews were conducted by live telephone, text-invite, email-invite and online panels to obtain a representative sample of Black and Latino registered voters in each state, and the final sample was weighted to known Census demographics for age, education, gender and nativity (for Latinos).

Overall, the survey found that Biden maintains a large lead with both Black and Latino voters in these two critical battleground states, and at the same time there are opportunities to further expand Democratic margins by emphasizing key policy issues. While Democrats do maintain a clear advantage with Black and Brown voters in North Carolina and Nevada, there remain almost 20% who are undecided and an additional 17% who only lean towards their preferred candidate.

Black and Latino voters have similar issue priorities in both states with cost of living ranking at the top of the list, followed by affordable housing. Mass shootings and gun safety policy came in as the third most important issue, followed by health care costs, abortion rights, addressing discrimination, and climate change as other top issues of concern.

In particular, the survey found that canceling student debt was extremely popular with both Blacks and Latinos, gaining 74% among Latino voters and 79% support among Black voters. Next, making permanent legal status for DACA recipients and Dreamers had 81% support among Latinos and 73% support among Blacks. The survey also found support for banning assault rifles nationwide, as well as issues related to criminal justice. Large majorities supported releasing people from jail or prison for low-level marijuana convictions and 52% said the issue of criminal justice reform was extremely important when evaluating candidates. Related to criminal justice, both Black and Latino voters stated they were worried that a ban on menthol cigarettes would push the product into the illegal black market and increase crime. Given other priorities in the country today, only 9% thought pushing a ban on menthol cigarettes should be a top priority, with the majority stating it was not important.

Overall, Black and Latino voters have serious doubts about the Republican Party with only 23% of Latinos and just 17% of Blacks who think Republicans care about their racial or ethnic community, and 65% of Blacks and 54% of Latinos who agree the reason things are off track in this country is wholly or partly because of Republicans in Congress. Donald Trump has not seen significant improvements in his ratings with 33% of Latinos and 23% of Blacks rating Trump as favorable.

With a focus on key issues, the NuestroPAC poll finds that Biden and Democrats have a clear path towards increasing their support levels among both Blacks and Latinos in North Carolina and Nevada.

View the full poll results and memo at: <https://www.nuestropac.com/polls-and-research>.

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