

UNLOCKING THE HISPANIC VOTE

POLL REPORT

TEXAS

EMERSON COLLEGE POLLING CENTER

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OBJECTIVES AND METHODOLOGY

OBJECTIVES OF THE STUDY

Emerson College Polling Center conducted a survey in Texas to better understand the attitudes and beliefs among Hispanics living in Texas in four key sections related to U.S. politics and voting:

1. News consumption and trust in media
2. Voting and civic attitudes
3. Most important issues
4. Partisanship and politics.

Participants include both registered voters and non-registered citizens, the latter of which is understudied. The larger study will investigate these same key sections through the collection of poll and focus group data in a total of six U.S. states with significant Hispanic populations.

The study has been approved by the Institutional Review Board (IRB) at Emerson College.

METHODOLOGY

Data was collected from March 21-28, 2022 using a mixed-mode methodology of Interactive Voice Response (IVR), SMS-to-web, and online panels. Respondents were given the choice to take the survey in either Spanish or English.

The overall sample consisted of Hispanic citizens in Texas, $n=781$, with a Credibility Interval (CI), similar to a poll's margin of error (MOE) of ± 3.4 percentage points. The registered voter sample consisted of registered voters in Texas, $n=494$, with a Credibility Interval (CI) similar to a poll's margin of error (MOE) of ± 4.3 percentage points. The non-registered citizen sample consisted of non-registered citizens in Texas, $n=287$, ± 5.7 percentage points.

Data sets were weighted by region, gender, age, voter registration, and education.

RESEARCH TEAM

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FULL REPORT

KEY FINDINGS

SECTION 1: CONSUMPTION AND TRUST IN MEDIA

1. Hispanic voters are more inclined to seek out their information from cable or network television news, whereas Hispanic non-registered citizens were more likely to report social media as their top source. Local news was the second most popular media source for both groups.
2. There are major age divisions on media consumption: almost a majority of those under 35 are reporting social media as their most common source of political information. In contrast, among those over 55, a majority are using cable or network news as their most common source.
3. Men are more likely to rely on social media than women, and women are more likely to rely on cable or network news.
4. Print news does not register as a top source, with only 10% reporting it as their top source.

SECTION 2: VOTING AND CIVIC ATTITUDES

1. Registered Hispanic voters cited duty as a citizen as the top motivator to vote.
2. Among Hispanic non-registered citizens, a majority indicated they have no interest in registering in the future. Among those who did say they could be convinced to register, different or better candidates and being better informed were the top potential motivating reasons.
3. Non-registered citizens were split on whether or not their vote would change anything, and unsure on whether or not there is a clear difference between Democrats and Republicans.
4. Religion is not a key voting motivator for the Hispanic community in Texas, with majorities of registered voters and non-registered citizens reporting it has no influence on their political views.

SECTION 3: MOST IMPORTANT ISSUES

1. Hispanic respondents overwhelmingly self-reported economic issues such as inflation, taxes, and jobs as the most pressing problem facing their communities today. Among non-registered citizens, economic issues were reported at a rate of ten points higher than among registered voters.
2. Other issues most cited as top issues were Covid-19, crime, racism, and housing.
3. When asked which party they most align with on the issues crime, immigration, the economy, and abortion, voters generally said they agree more with the Democratic Party on these issues, though the gap was smaller on public safety and policing. Non-registered citizens, on the other hand, were much more inclined to say neither party, or be unsure who they align with on these issues.

SECTION 4: PARTISANSHIP AND POLITICS

1. Both Democratic and Republican Parties are perceived in a neutral way by strong majorities of non-registered citizens. Registered voters were likely to view the Democratic Party in a positive manner, and the Republican Party in a negative manner.
2. Men in particular are more split on their view of the Republican Party.
3. The Democratic Party is viewed most positively by those above the age of 65, while the Republican Party is viewed most positively by the age bracket right below that, those 55-64 years old.

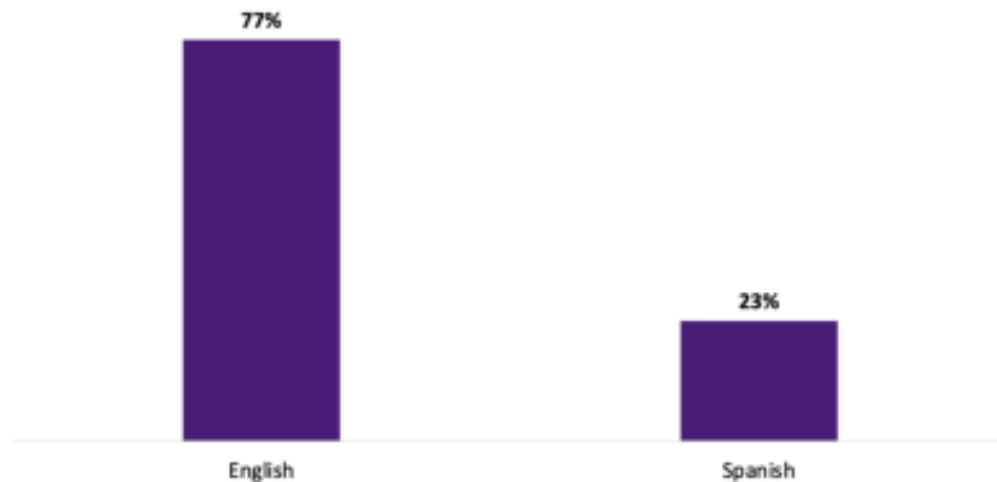
FULL RESULTS

What language would you like to take this survey in?

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What language would you like to take this survey in?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=781, +/- 3.4%



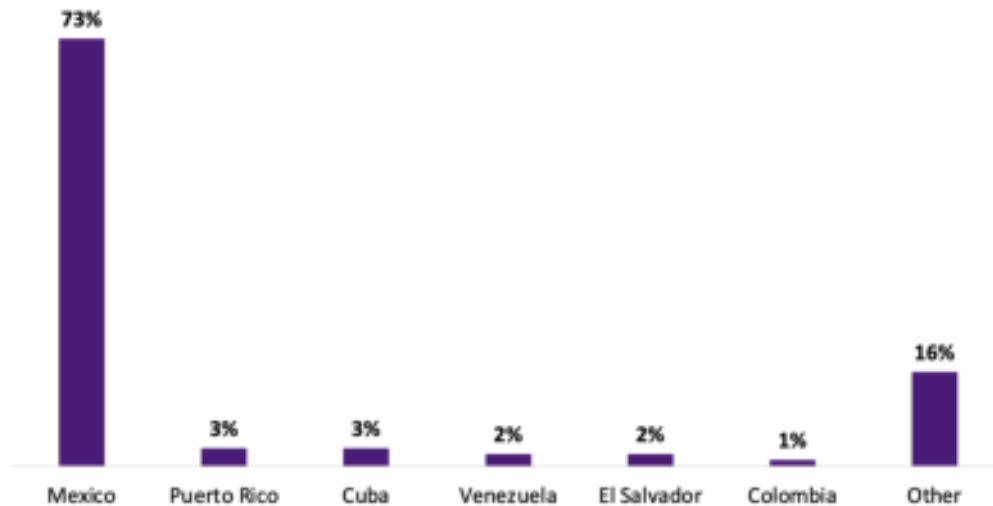
- Seventy-seven percent (77%) of respondents opted to take the survey in English; 23% chose Spanish.
 - **Registration**
 - **Voters:** 77% English, 23% Spanish
 - **Non-registered citizens:** 77% English, 23% Spanish
 - **Age**
 - **18-24:** 80% English, 20% Spanish
 - **25-34:** 88% English, 12% Spanish
 - **35-44:** 85% English, 15% Spanish
 - **45-54:** 81% English, 19% Spanish
 - **55-64:** 65% English, 35% Spanish
 - **65 and older:** 42% English, 58% Spanish
 - **Gender**
 - **Female:** 71% English, 29% Spanish
 - **Male:** 84% English, 17% Spanish
 - **Education**
 - **Did not graduate high school/no GED:** 64% English, 36% Spanish
 - **High school diploma or GED** 83% English, 17% Spanish
 - **Technical or vocational school** 82% English, 18% Spanish
 - **Associates degree** 87% English, 14% Spanish
 - **Bachelor's degree** 80% English, 20% Spanish
 - **Master's degree or higher** 83% English, 17% Spanish

Other than the United States, what is your country of origin?

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POLLING

Other than the United States, what is your country of origin?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=781, +/- 3.4%



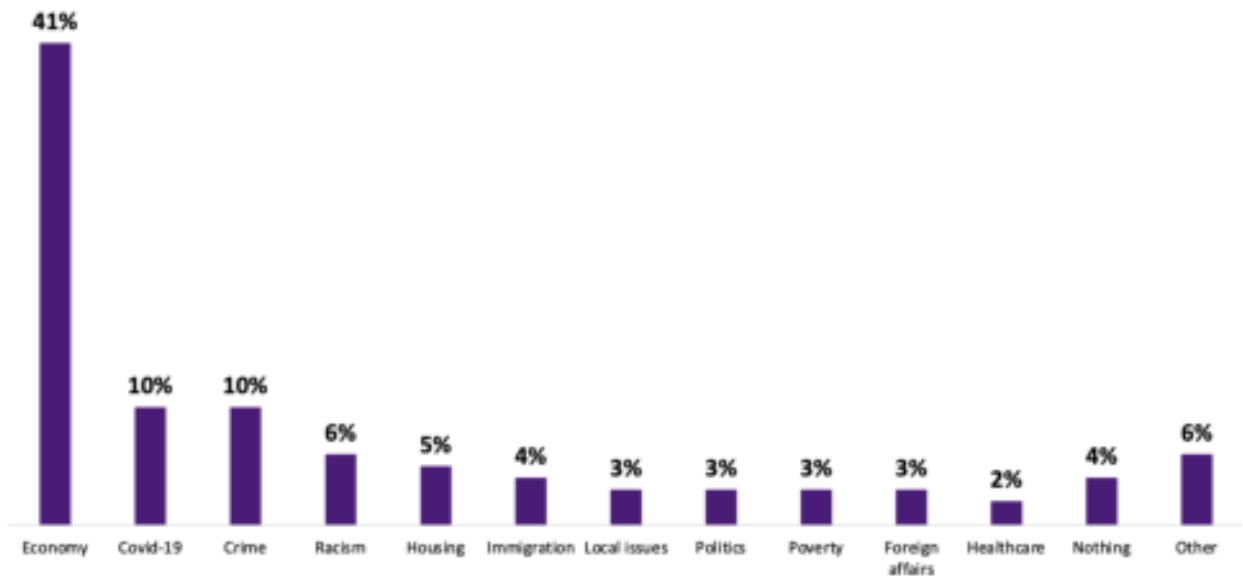
- A majority (73%) of respondents identified Mexico as their country of origin. Other countries of origin were Puerto Rico (3%), Cuba (3%), Venezuela (2%), El Salvador (2%), and Colombia (1%). An additional 16% chose “other”.
- **Registration**
 - **Voters:** 71% México, 4% Puerto Rico, 3% Cuba, 2% El Salvador, 2% Venezuela, 17% other
 - **Non-registered citizens:** 76% México, 4% Venezuela, 3% Cuba, 2% El Salvador, 2% Puerto Rico, 13% other
- **Age**
 - **18-24:** 77% México, 4% Puerto Rico, 2% Cuba, 2% El Salvador, 2% Venezuela, 2% Colombia, 10% other
 - **25-34:** 70% México, 3% El Salvador, 2% Cuba, 2% Venezuela, 2% Colombia, 1% Puerto Rico, 1% Guatemala, 20% other
 - **35-44:** 81% México, 4% Puerto Rico, 3% El Salvador, 2% Venezuela, 1% Cuba, 10% other
 - **45-54:** 76% México, 6% Puerto Rico, 2% Cuba, 2% Venezuela, 14% other
 - **55-64:** 59% México, 5% Puerto Rico, 7% Cuba, 7% Venezuela, 1% Dominican Republic, 21% other
 - **65 and older:** 69% México, 6% Cuba, 2% El Salvador, 23% other
- **Gender:**
 - **Female:** 72% México, 5% Puerto Rico, 2% Cuba, 3% El Salvador, 3% Venezuela, 1% Colombia, 14% other
 - **Male:** 74% México, 4% Cuba, 2% Puerto Rico, 2% Venezuela, 1% Colombia, 1% El Salvador, 17% other

What is the most pressing problem facing your community today?

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What is the most pressing problem facing your community today?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=672, +/- 3.7%



- Respondents were given an open-ended prompt to express the most pressing problem facing their community. A plurality (41%) of respondents identified economic issues, such as inflation, taxes, and jobs, as the most pressing issue. Other issues included Covid-19 (10%), crime (10%), racism (6%), housing/homelessness (4%), immigration (4%), local issues (3%), politics/corruption (3%), poverty and hunger (3%), foreign affairs (3%), and healthcare (2%). Six percent (6%) said something else, and 4% said nothing.
- **Registration**
 - **Voters:**
 - 37% economy, 10% crime, 8% Covid-19, 7% racism, 5% immigration, 5% politics/corruption, 5% local issues, 3% housing, 2% foreign affairs, 3% healthcare, 2% poverty and hunger, 1% education, 7% other, 4% nothing
 - **Non-registered citizens:**
 - 47% economy, 13% Covid-19, 10% crime, 8% housing, 4% racism, 4% foreign affairs, 3% poverty and hunger, 2% politics/corruption, 1% local issues, 1% healthcare, 2% immigration, 3% other, 3% nothing
- **Age**
 - **18-24:**
 - 34% economy, 16% Covid-19, 15% racism, 9% foreign affairs, 5% crime, 4% politics/corruption, 2% housing, 2% poverty, 1% local issues, 1% healthcare, 4% other, 8% nothing
 - **25-34:**
 - 50% economy, 11% housing, 9% Covid-19, 6% crime, 4% racism, 4% immigration, 3% politics/corruption, 3% poverty, 2% foreign affairs, 2% healthcare, 1% local issues, 1% education, 4% other, 1% nothing

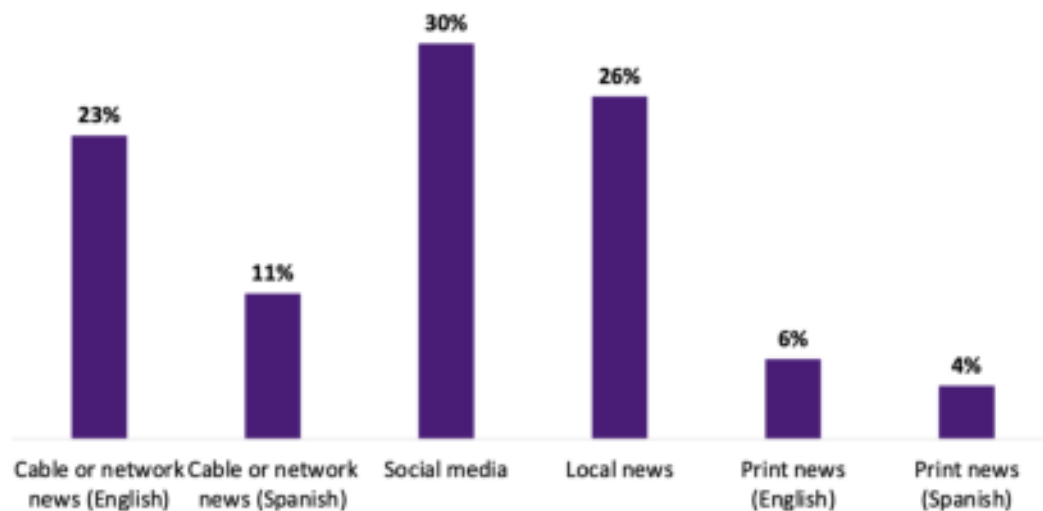
- **Age**
 - **35-44:**
 - 41% economy, 13% Covid-19, 12% crime, 7% racism, 6% housing, 3% politics/corruption, 3% poverty, 2% immigration, 2% local issues, 1% healthcare, 1% foreign affairs, 1% education, 6% other, 1% nothing
 - **45-54:**
 - 48% economy, 20% crime, 6% healthcare, 5% Covid-19, 4% immigration, 3% local issues, 2% racism, 2% foreign affairs, 2% politics/corruption, 2% poverty, 1% housing, 2% other, 4% nothing
 - **55-64:**
 - 28% economy, 11% local issues, 10% Covid-19, 8% crime, 8% immigration, 7% racism, 3% housing, 5% politics/corruption, 3% healthcare, 2% poverty, 1% education, 1% foreign affairs, 11% other, 1% nothing
 - **65 and older:**
 - 21% economy, 13% local issues, 12% immigration, 11% crime, 4% politics/corruption, 3% Covid-19, 2% housing, 2% racism, 1% poverty, 1% healthcare, 1% foreign affairs, 16% other, 13% nothing
- **Gender**
 - **Female:**
 - 37% economy, 11% Covid-19, 11% crime, 5% racism, 4% foreign affairs, 5% immigration, 4% local issues, 4% housing, 3% politics/corruption, 3% poverty, 2% healthcare, 1% education, 6% other, 4% nothing
 - **Male:**
 - 45% economy, 10% crime, 9% Covid-19, 6% housing, 6% racism, 4% politics/corruption, 3% local issues, 3% immigration, 2% poverty, 2% healthcare, 1% foreign affairs, 5% other, 3% nothing
- **Education**
 - **Did not graduate high school/no GED**
 - 46% economy, 13% Covid-19, 10% housing, 5% local issues, 5% foreign affairs, 4% racism, 2% crime, 2% immigration, 2% politics/corruption, 6% other, 4% nothing
 - **High school diploma or GED**
 - 42% economy, 13% crime, 9% Covid-19, 6% racism, 5% poverty, 3% foreign affairs, 3% healthcare, 3% immigration, 3% politics/corruption, 2% housing, 2% local issues, 5% other, 4% nothing
 - **Technical or vocational school**
 - 39% economy, 15% crime, 12% Covid-19, 7% poverty, 3% immigration, 3% politics/corruption, 2% local issues, 2% racism, 1% housing, 1% foreign affairs, 1% healthcare, 6% other, 4% nothing
 - **Associates degree**
 - 30% economy, 17% crime, 11% racism, 9% Covid-19, 5% housing, 5% immigration, 3% politics/corruption, 3% healthcare, 2% local issues, 2% poverty, 1% foreign affairs, 8% other, 6% nothing
 - **Bachelor's degree**
 - 43% economy, 9% crime, 8% racism, 8% immigration, 8% politics/corruption, 6% Covid-19, 5% healthcare, 3% housing, 2% local issues, 2% poverty, 1% education, 5% other, 1% nothing
 - **Master's degree or higher**
 - 34% economy, 13% immigration, 10% racism, 9% housing, 12% politics/corruption, 6% crime, 5% education, 4% Covid-19, 4% healthcare, 2% local issues, 2% poverty, 2% foreign affairs, 8% other

Which of the following media sources do you most rely on for political information?

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Which of the following media sources do you most rely on for political information?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=781, +/- 3.4%



- Respondents were split on what media source they most rely upon: 34% said cable/network news (with 23% saying English language cable, and 11% saying Spanish language cable), 30% said social media, 26% said local news, and 10% said print news (with 6% saying English language print, and 4% saying Spanish print news).
- **Registration**
 - **Voters:**
 - 42% cable or network news (30% English, 12% Spanish)
 - 24% local news
 - 22% social media
 - 14% print news (9% English, 5% Spanish)
 - **Non-registered citizens:**
 - 44% social media
 - 30% local news
 - 21% cable or network news (12% English, 9% Spanish)
 - 5% print news (2% English, 3% Spanish)
- **Age**
 - **18-24:**
 - 46% social media
 - 24% local news
 - 23% cable or network news (14% English, 9% Spanish)
 - 7% print news (4% English, 3% Spanish)
 - **25-34:**
 - 48% social media
 - 24% cable or network news (18% English, 6% Spanish)
 - 20% local news
 - 8% print news (4% English, 4% Spanish)

- **Age**
 - **35-44:**
 - 37% local news
 - 34% cable or network news (24% English, 10% Spanish)
 - 20% social media
 - 10% print news (9% English, 1% Spanish)
 - **45-54:**
 - 32% social media
 - 30% local news
 - 30% cable or network news (25% English, 5% Spanish)
 - 8% print news (7% English, 1% Spanish)
 - **55-64:**
 - 55% cable or network news (43% English, 12% Spanish)
 - 22% local news,
 - 13% print news (6% English, 7% Spanish)
 - 10% social media
 - **65 and older:**
 - 53% cable or network news (23% English, 30% Spanish)
 - 22% local news
 - 20% print news (9% English, 11% Spanish)
 - 4% social media
- **Gender**
 - **Female:**
 - 38% cable or network news (24% English, 14% Spanish)
 - 27% local news
 - 26% social media
 - 9% print news (5% English, 4% Spanish)
 - **Male:**
 - 34% social media
 - 30% cable or network news (22% English, 8% Spanish)
 - 26% local news
 - 11% print news (7% English, 4% Spanish)
- **Education**
 - **Did not graduate high school/no GED:**
 - 34% social media
 - 29% cable or network news (12% English 17% Spanish)
 - 25% local news
 - 13% print news (5% English, 8%)
 - **High school diploma or GED:**
 - 32% local news
 - 31% cable or network news (24% English, 7% Spanish)
 - 30% social media
 - 7% print news (4% English, 3% Spanish)
 - **Technical or vocational school:**
 - 42% cable or network news (31% English, 11% Spanish)
 - 32% local news
 - 19% social media
 - 7% print news

- **Education**

- **Associates degree:**

- 33% social media
 - 31% cable or network news (27% English, 4% Spanish
 - 24% local news
 - 13% print news (11% English, 2% Spanish)

- **Bachelor's degree:**

- 47% cable or network news (35% English, 12% Spanish)
 - 25% social media
 - 19% local news
 - 9% print news (6% English, 3% Spanish)

- **Master's degree or higher:**

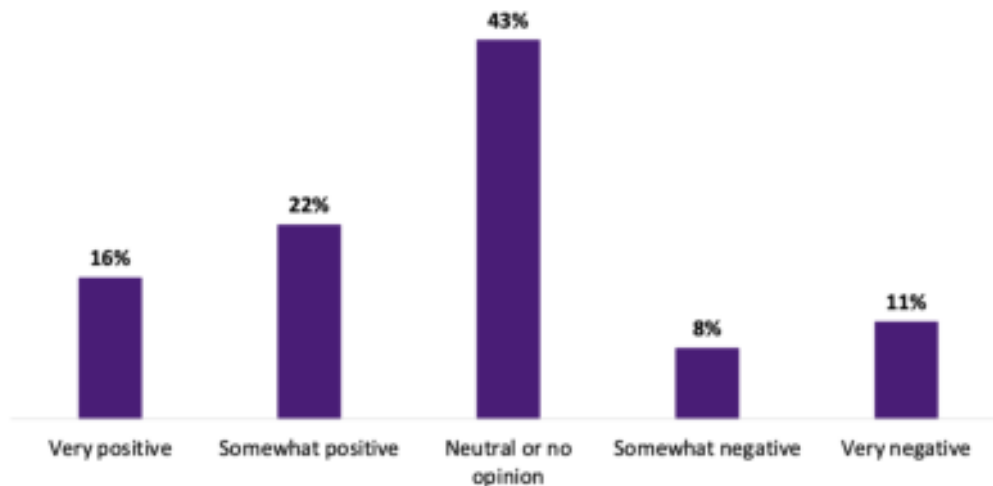
- 48% cable or network news (43% English, 5% Spanish)
 - 30% social media
 - 11% local news
 - 10% print news (all English)

How do you view the Democratic Party?

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How do you view the Democratic party?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=781, +/- 3.4%



- A plurality (43%) of respondents reported neutrality towards the Democratic Party. Thirty-eight percent (38%) view it positively (16% very/22% somewhat), and 19% view it negatively (11% very/8% somewhat).
- **Registration**
 - **Voters:**
 - 49% positive: 23% very positive, 26% somewhat positive
 - 25% neutral or no opinion
 - 25% negative: 16% very negative, 9% somewhat negative
 - **Non-registered citizens:**
 - 19% positive: 5% very positive, 14% somewhat positive
 - 73% neutral or no opinion
 - 8% negative: 3% very negative, 5% somewhat negative
- **Age**
 - **18-24:**
 - 34% positive: 16% very positive, 18% somewhat positive
 - 55% neutral or no opinion
 - 11% negative: 5% very negative, 6% somewhat negative
 - **25-34:**
 - 33% positive: 10% very positive, 23% somewhat positive
 - 54% neutral or no opinion
 - 12% negative: 4% very negative, 8% somewhat negative
 - **35-44:**
 - 37% positive: 14% very positive, 23% somewhat positive
 - 41% neutral or no opinion
 - 22% negative: 12% very negative, 10% somewhat negative

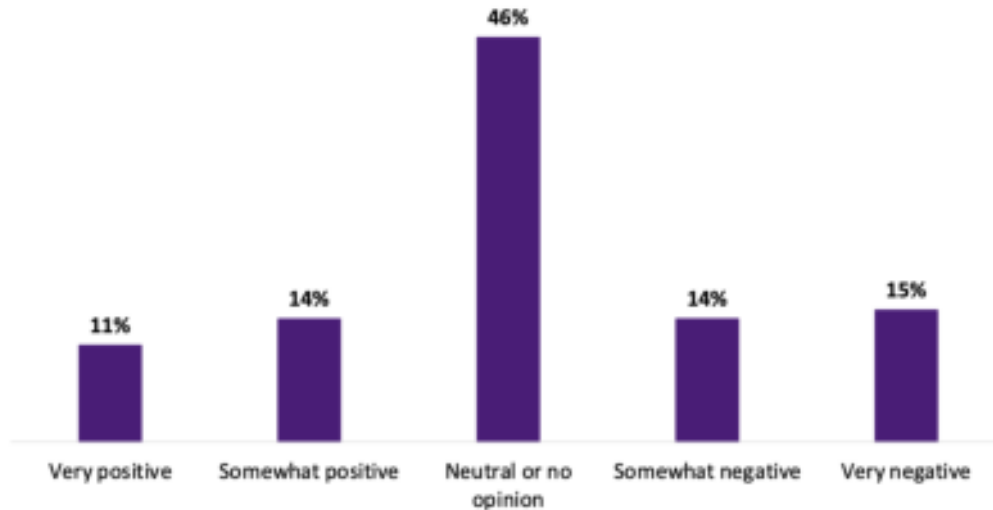
- **Age**
 - **45-54:**
 - 32% positive: 8% very positive, 24% somewhat positive
 - 28% neutral or no opinion
 - 31% negative: 22% very negative, 9% somewhat negative
 - **55-64:**
 - 46% positive: 23% very positive, 23% somewhat positive
 - 28% neutral or no opinion
 - 26% negative: 17% very negative, 9% somewhat negative
 - **65 and older:**
 - 58% positive: 39% very positive, 19% somewhat positive
 - 26% neutral or no opinion
 - 15% negative: 12% very negative, 3% somewhat negative
- **Gender**
 - **Female:**
 - 40% positive: 14% very positive, 26% somewhat positive
 - 42% neutral
 - 19% negative: 13% very negative, 6% somewhat negative
 - **Male:**
 - 36% positive: 18% very positive, 18% somewhat negative
 - 44% neutral
 - 20% negative: 10% very negative, 10% somewhat negative
- **Education**
 - **Did not graduate high school/no GED**
 - 30% positive: 15% very positive, 15% somewhat positive
 - 64% neutral or no opinion
 - 6% negative: 4% very negative, 2% somewhat negative
 - **High school diploma or GED**
 - 34% positive: 16% very positive, 18% somewhat positive,
 - 46% neutral or no opinion
 - 20% negative: 13% very negative, 7% somewhat negative
 - **Technical or vocational school**
 - 52% positive: 13% very positive, 33% somewhat positive
 - 19% neutral or no opinion
 - 35% negative: 20% very negative, 15% somewhat negative
 - **Associates degree**
 - 50% positive: 20% very positive, 30% somewhat positive
 - 30% neutral or no opinion
 - 20% negative: 12% very negative, 8% somewhat negative
 - **Bachelor's degree**
 - 46% positive: 17% very positive, 29% somewhat positive
 - 22% neutral or no opinion
 - 32% negative: 15% very negative, 17% somewhat negative
 - **Master's degree or higher**
 - 50% positive: 22% very positive, 28% somewhat positive
 - 19% neutral or no opinion
 - 32% negative: 15% very negative, 17% somewhat negative

How do you view the Republican Party?

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How do you view the Republican party?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=781, +/- 3.4%



- A plurality (46%) of respondents reported neutrality towards the Republican Party. Twenty-five (25%) percent view it positively (11% very/14% somewhat), and 29% view it negatively (15% very/14% somewhat).
- **Registration**
 - **Voters:**
 - 32% positive: 15% very positive, 17% somewhat positive
 - 29% neutral or no opinion
 - 39% negative: 20% very negative, 19% somewhat negative,
 - **Non-registered citizens:**
 - 12% positive: 4% very positive, 8% somewhat positive
 - 76% neutral or no opinion,
 - 13% negative: 6% very negative, 7% somewhat negative
- **Age**
 - **18-24:**
 - 15% positive: 10% very positive, 5% somewhat positive
 - 69% neutral or no opinion
 - 16% negative: 6% very negative, 10% somewhat negative
 - **25-34:**
 - 14% positive: 5% very positive, 9% somewhat positive
 - 58% neutral or no opinion
 - 29% negative: 16% very negative, 13% somewhat negative
 - **35-44:**
 - 23% positive: 6% very positive, 17% somewhat positive
 - 44% neutral or no opinion
 - 33% negative: 15% very negative, 18% somewhat negative

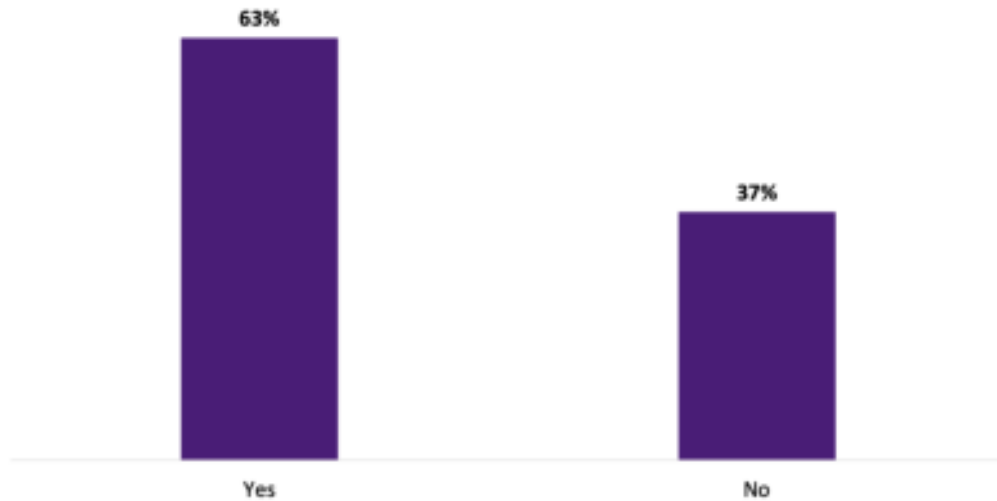
- **Age**
 - **45-54:**
 - 31% positive: 14% very positive, 17% somewhat positive
 - 39% neutral or no opinion
 - 30% negative: 14% very negative, 16% somewhat negative
 - **55-64:**
 - 45% positive: 21% very positive, 24% somewhat positive
 - 23% neutral or no opinion
 - 31% negative: 19% very negative, 12% somewhat negative
 - **65 and older:**
 - 36% positive: 20% very positive, 16% somewhat positive
 - 27% neutral or no opinion
 - 38% negative: 23% very negative, 15% somewhat negative
- **Gender**
 - **Female:**
 - 23% positive: 11% very positive, 12% somewhat positive
 - 47% neutral
 - 30% negative: 14% somewhat negative, 16% very negative
 - **Male:**
 - 27% positive: 11% very positive, 16% somewhat positive
 - 45% neutral
 - 28% negative: 14% very negative, 14% somewhat negative
- **Education**
 - **Did not graduate high school/no GED**
 - 21% positive: 11% very positive, 9% somewhat positive
 - 65% neutral or no opinion
 - 15% negative: 8% very negative, 7% somewhat negative
 - **High school diploma or GED**
 - 22% positive: 7% very positive, 15% somewhat positive
 - 52% neutral or no opinion
 - 26% negative: 14% very negative, 12% somewhat negative
 - **Technical or vocational school**
 - 37% positive: 16% very positive, 21% somewhat positive
 - 30% neutral or no opinion
 - 33% negative: 11% very negative, 22% somewhat negative
 - **Associates degree**
 - 29% positive: 12% very positive, 17% somewhat positive
 - 32% neutral or no opinion
 - 39% negative: 22% very negative, 17% somewhat negative
 - **Bachelor's degree**
 - 28% positive: 15% very positive, 13% somewhat positive
 - 25% neutral or no opinion
 - 48% negative: 23% very negative, 25% somewhat negative
 - **Master's degree or higher**
 - 29% positive: 13% very positive, 16% somewhat positive
 - 13% neutral or no opinion
 - 57% negative: 34% very negative, 23% somewhat negative

Are you registered to vote?

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Are you registered to vote?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=781, +/- 3.4%



- Sixty-three percent (63%) are registered to vote and thirty-seven percent (37%) are not registered to vote.

- **Age**

- **18-24:** 38% yes, 62% no
- **25-34:** 54% yes, 46% no
- **35-44:** 62% yes, 38% no
- **45-54:** 64% yes, 36% no
- **55-64:** 88% yes, 12% no
- **65 and older:** 95% yes, 5% no

- **Gender:**

- **Female:** 65% yes, 35% no
- **Male:** 61% yes, 39% no

- **Education**

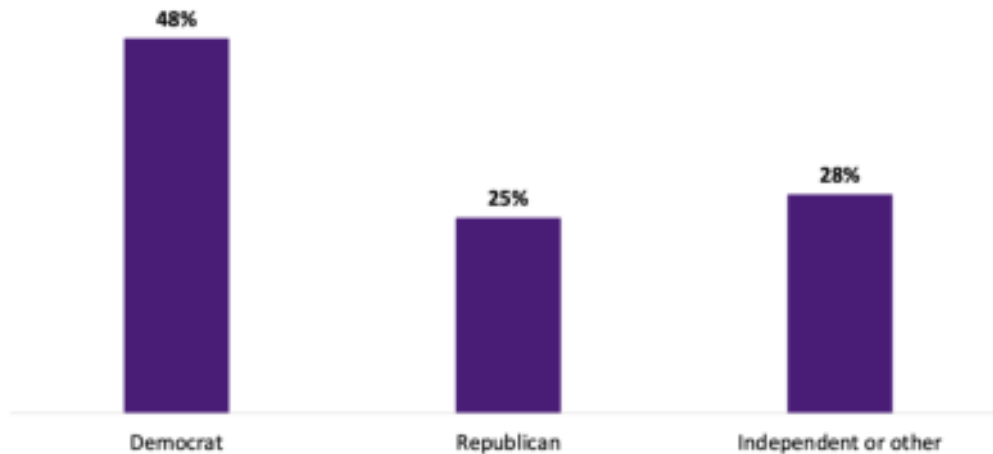
- **Did not graduate high school/no GED**
 - 51% yes, 49% no
- **High school diploma or GED**
 - 57% yes, 43% no
- **Technical or vocational school**
 - 68% yes, 32% no
- **Associates degree**
 - 79% yes, 22% no
- **Bachelor's degree**
 - 80% yes, 20% no
- **Master's degree or higher**
 - 90% yes, 10% no

(Voters) What is your party affiliation?

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What is your party affiliation?

Texas, March 21-28, 2022, Hispanic Voters, MM, N=494, +/- 4.3%



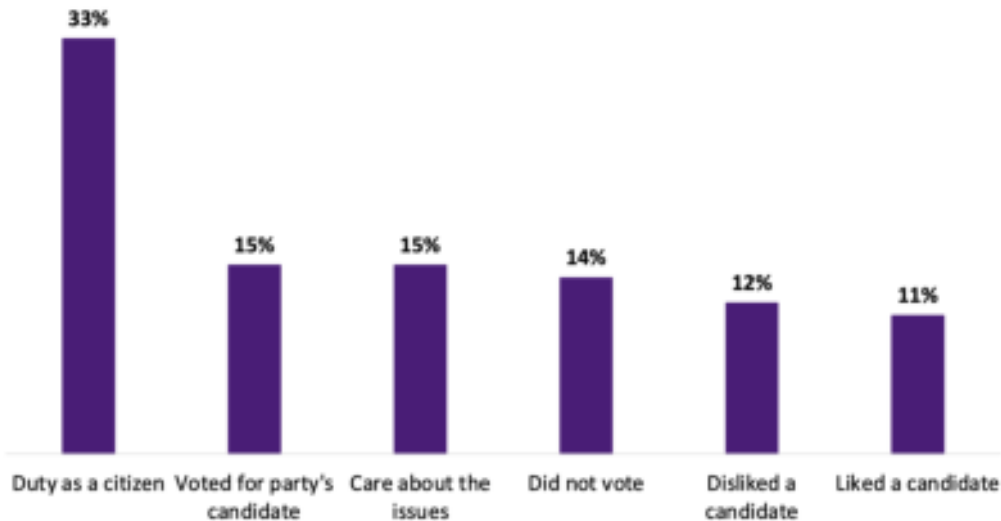
- Forty-eight percent (48%) of registered respondents are affiliated with the Democratic Party, 25% are affiliated with the Republican Party and 28% are Independent.
- **Age**
 - **18-24:** 44% Democrat, 12% Republican, 44% Independent or other
 - **25-34:** 46% Democrat, 16% Republican, 38% Independent or other
 - **35-44:** 43% Democrat, 30% Republican, 27% Independent or other
 - **45-54:** 37% Democrat, 33% Republican, 30% Independent or other
 - **55-64:** 61% Democrat, 26% Republican, 15% Independent or other
 - **65 and older:** 54% Democrat, 26% Republican, 19% Independent or other
- **Gender**
 - **Female:** 51% Democrat, 25% Republican, 24% Independent
 - **Male:** 45% Democrat, 25% Republican, 31% Independent
- **Education**
 - **Did not graduate high school/no GED:** 54% Democrat, 21% Republican, 25% Independent
 - **High school diploma or GED:** 41% Democrat, 23% Republican, 36% Independent
 - **Technical or vocational school:** 44% Democrat, 35% Republican, 21% Independent
 - **Associates degree:** 55% Democrat, 20% Republican, 26% Independent
 - **Bachelor's degree:** 43% Democrat, 31% Republican, 26% Independent
 - **Master's degree or higher:** 46% Democrat, 21% Republican, 33% Independent

(Voters) Why did you decide to vote in the last election?

Emerson College
POLLING

Why did you decide to vote in the last election?

Texas, March 21-28, 2022, Hispanic Voters, MM, N=494, +/- 4.3%



- Voters were asked why they decided to vote in the last election, 33% say they decided to vote because "I have a duty as a citizen to vote," followed by 15% who say "I voted for my party's candidate," 15% "I care about the issues," 12% "I disliked one of the candidates," and 11% "I liked one of the candidates." Fourteen percent (14%) did not vote in the last election.

- **Age**

- **18-24:**

- 29% duty as a citizen
 - 18% did not vote
 - 17% disliked one of the candidates
 - 14% care about the issues
 - 12% voted for their party's candidate
 - 10% liked one of the candidates

- **25-34**

- 22% duty as a citizen
 - 20% did not vote
 - 18% care about the issues
 - 14% disliked one of the candidates
 - 13% voted for their party's candidate
 - 12% liked one of the candidates
 - 1% something else

- **35-44**

- 23% care about the issues
 - 21% duty as a citizen
 - 20% disliked one of the candidates
 - 14% did not vote
 - 12% liked one of the candidates
 - 9% voted for their party's candidate

- **Age**
 - **45-54**
 - 48% duty as a citizen
 - 15% care about the issues
 - 14% did not vote
 - 11% liked one of the candidates
 - 11% voted for their party's candidate
 - 5% disliked one of the candidates
 - **55-64**
 - 47% duty as a citizen
 - 20% voted for their party's candidate
 - 12% did not vote
 - 9% care about the issues
 - 6% disliked one of the candidates
 - 4% liked one of the candidates
 - 1% something else
 - **65 and older**
 - 34% duty as a citizen
 - 24% voted for their party's candidate
 - 13% liked one of the candidates
 - 11% did not vote
 - 10% care about the issues
 - 7% disliked one of the candidates
- **Gender:**
 - **Female:**
 - 34% duty as a citizen
 - 15% care about issues
 - 15% did not vote
 - 14% voted for their party's candidates
 - 12% liked one of the candidates
 - 11% disliked one of the candidates
 - 1% something else
 - **Male:**
 - 32% duty as a citizen
 - 16% care about issues
 - 14% voted for their party's candidate
 - 12% disliked one of the candidates
 - 12% liked one of the candidates
 - 12% did not vote
 - 1% something else
- **Education:**
 - **Did not graduate high school/no GED**
 - 29% duty as a citizen
 - 8% care about issues
 - 20% voted for their party's candidate
 - 12% disliked one of the candidates
 - 9% liked one of the candidates
 - 22% did not vote

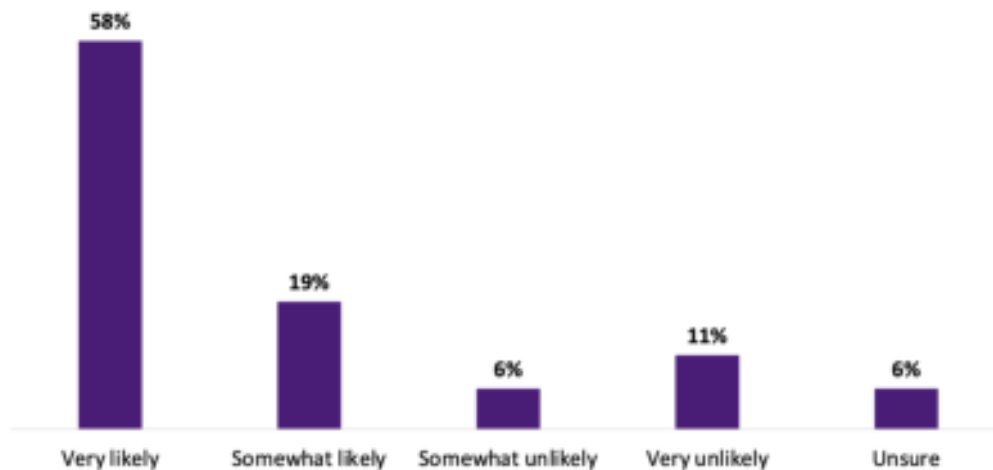
- **Education:**
 - **High school diploma or GED**
 - 31% duty as a citizen
 - 15% care about issues
 - 9% voted for their party's candidate
 - 10% disliked one of the candidates
 - 13% liked one of the candidates
 - 22% did not vote
 - 1% something else
 - **Technical or vocational school**
 - 37% duty as a citizen
 - 15% care about issues
 - 16% voted for their party's candidate
 - 13% disliked one of the candidates
 - 13% liked one of the candidates
 - 5% did not vote
 - 1% something else
 - **Associates degree**
 - 29% duty as a citizen
 - 15% care about issues
 - 20% voted for their party's candidate
 - 9% disliked one of the candidates
 - 5% liked one of the candidates
 - 11% did not vote
 - **Bachelor's degree**
 - 41% duty as a citizen
 - 15% care about issues
 - 11% voted for their party's candidate
 - 15% disliked one of the candidates
 - 14% liked one of the candidates
 - 3% did not vote
 - 2% something else
 - **Master's degree or higher**
 - 39% duty as a citizen
 - 23% care about issues
 - 9% voted for their party's candidate
 - 11% disliked one of the candidates
 - 11% liked one of the candidates
 - 5% did not vote
 - 2% something else

(Voters) How likely are you to vote in the November 2022 elections?

Emerson College
POLLING

How likely are you to vote in the November 2022 Elections?

Texas, March 21-28, 2022, Hispanic Voters, MM, N=494, +/- 4.3%



- Of those who are registered to vote, a majority (58%) are very likely to vote in the midterm elections, and 19% are somewhat likely. Six percent (6%) are somewhat unlikely, and 11% are very unlikely. Six percent (6%) are unsure.
- **Age**
 - **18-24:** 39% very likely, 32% somewhat likely, 8% somewhat unlikely, 14% very unlikely, 8% unsure
 - **25-34:** 56% very likely, 19% somewhat likely, 6% somewhat unlikely, 16% very unlikely, 4% unsure
 - **35-44:** 56% very likely, 23% somewhat likely, 10% somewhat unlikely, 7% very unlikely, 4% unsure
 - **45-54:** 77% very likely, 14% somewhat likely, 2% somewhat unlikely, 5% very unlikely, 2% unsure
 - **55-64:** 62% very likely, 9% somewhat likely, 7% somewhat unlikely, 10% very unlikely, 13% unsure
 - **65 and older:** 48% very likely, 23% somewhat likely, 4% somewhat unlikely, 18% very unlikely, 8% unsure
- **Gender:**
 - **Female:** 56% very likely, 21% somewhat likely, 6% somewhat unlikely, 10% very unlikely, 8% unsure
 - **Male:** 61% very likely, 17% somewhat likely, 6% somewhat unlikely, 13% very unlikely, 4% unsure

- **Education**

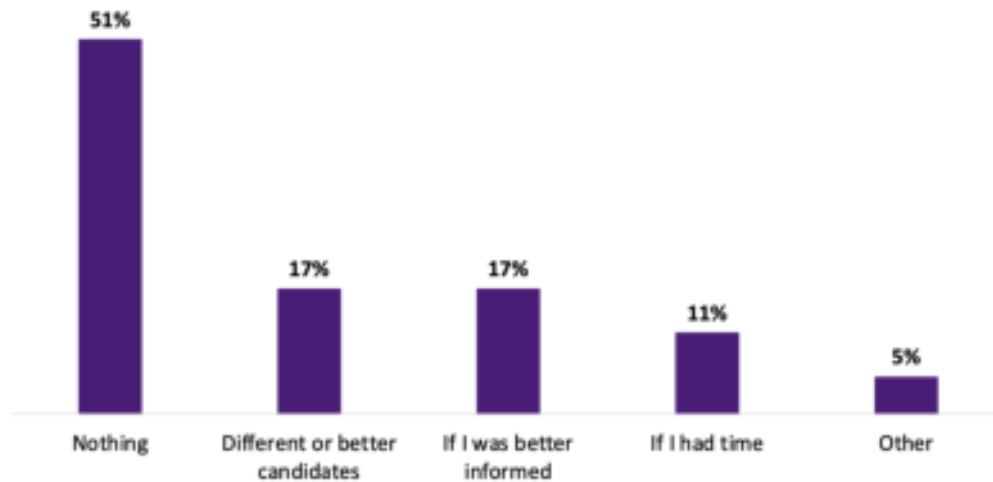
- **Did not graduate high school/no GED:** 35% very likely, 22% somewhat likely, 23% very unlikely, 11% somewhat unlikely, 8% unsure
- **High school diploma or GED:** 52% very likely, 25% somewhat likely, 7% very unlikely, 6% somewhat unlikely, 10% unsure
- **Technical or vocational school:** 70% very likely, 17% somewhat likely, 9% very unlikely, 1% somewhat unlikely, 4% unsure
- **Associates degree:** 62% very likely, 19% somewhat likely, 8% very unlikely, 8% somewhat unlikely, 3% unsure
- **Bachelor's degree:** 77% very likely, 11% somewhat likely, 6% very unlikely, 3% somewhat unlikely, 4% unsure
- **Master's degree or higher:** 85% very likely, 8% somewhat likely, 3% very unlikely, 3% somewhat unlikely, 1% unsure

(Non-registered citizens) What would it take to get you to register to vote this November?

Emerson College
POLLING

What would it take to get you to register to vote this November?

Texas, March 21-28, 2022, Hispanic Non-Registered Citizens, MM, N=287, +/- 5.7%



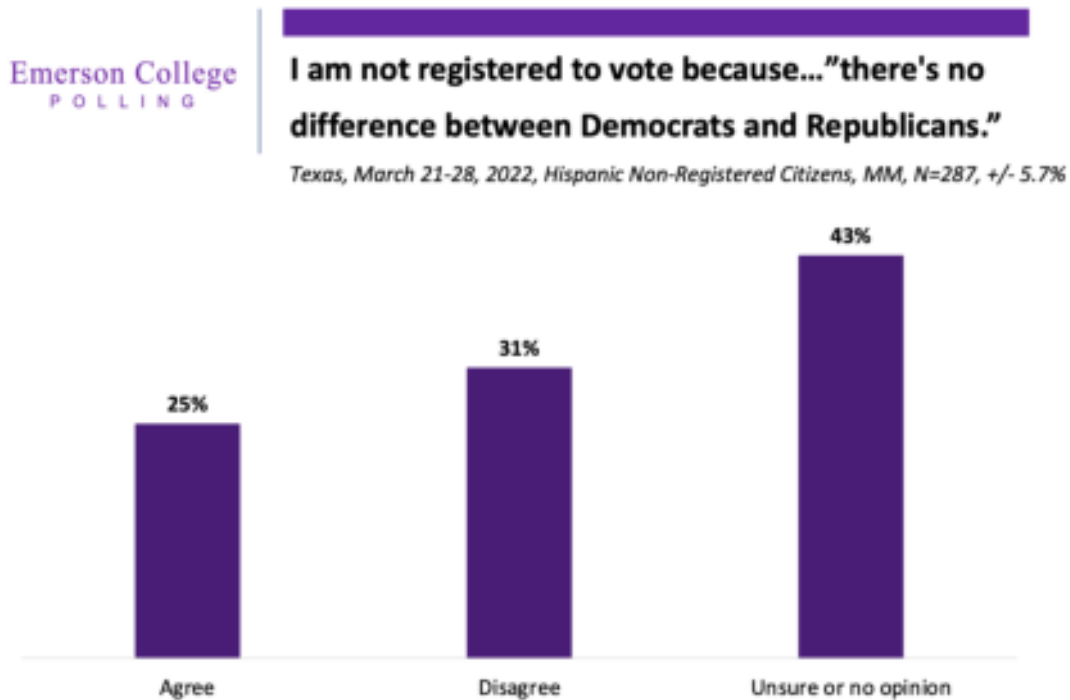
- A majority of non-registered respondents (51%) answered “nothing” when asked what would take them to register to vote this November, 17% responded “different or better candidates,” 17% “if I was better informed,” 11% “if I had time,” and 5% responded other.

• Age

- **18-24:**
 - 53% nothing
 - 20% if I had time
 - 18% different or better candidates
 - 9% if I was better informed
- **25-34:**
 - 42% nothing
 - 25% if I was better informed
 - 19% different or better candidates
 - 3% if I had time
 - 11% other
- **35-44:**
 - 59% nothing
 - 24% if I was better informed
 - 9% if I had time
 - 7% different or better candidates
 - 1% other
- **45-54:**
 - 42% nothing
 - 25% if I was better informed
 - 19% different or better candidates
 - 3% if I had time
 - 11% other
- **55-64 and 65 and older:** *n=<30 individuals

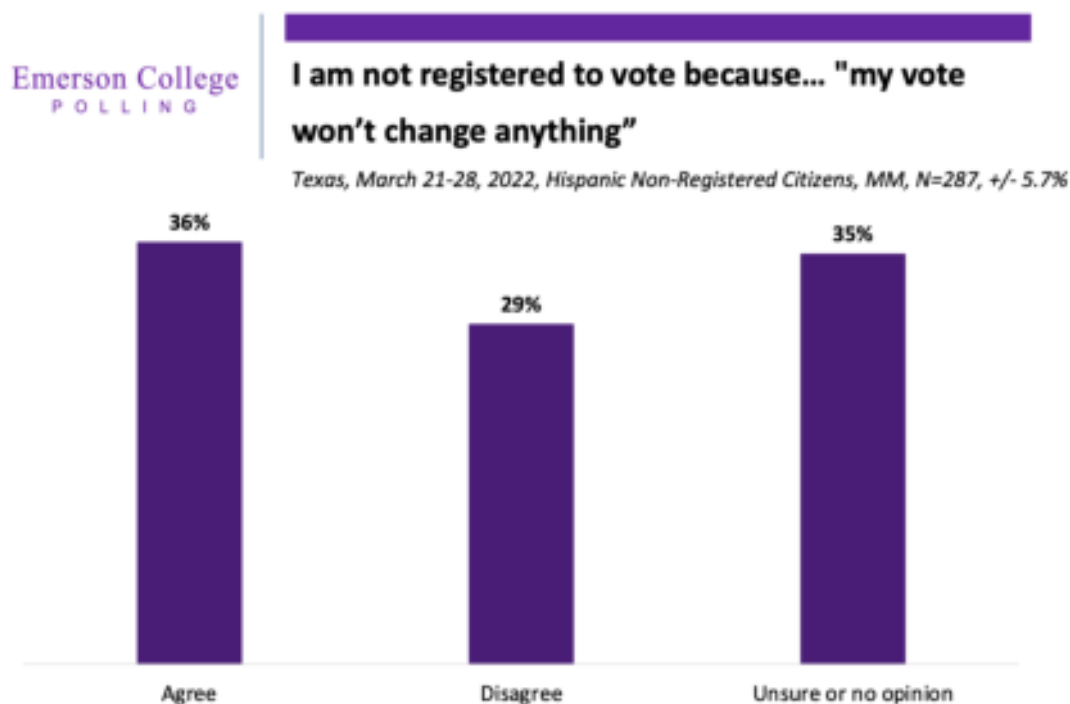
- **Gender**
 - **Female:**
 - 37% nothing
 - 26% different or better candidates
 - 17% if I was better informed
 - 13% if I had time
 - **Male:**
 - 64% nothing
 - 15% if I was better informed
 - 9% different or better candidates
 - 9% if I had time
- **Education**
 - **Did not graduate high school/no GED**
 - 61% Nothing
 - 18% If I was better informed
 - 10% Different or better candidates
 - 5% If I had time
 - 5% other
 - **High school diploma or GED**
 - 48% Nothing
 - 16% If I was better informed
 - 21% Different or better candidates
 - 12% If I had time
 - 3% other
 - **Technical or vocational school**
 - 43% Nothing
 - 32% Different or better candidates
 - 7% If I had time
 - 18% other
 - **Associates degree**
 - 35% If I had time
 - 24% If I was better informed
 - 23% Nothing
 - 18% Different or better candidates
 - **Bachelor's degree**
 - 41% Nothing
 - 24% If I had time
 - 20% If I was better informed
 - 16% Different or better candidates
 - **Master's degree or higher:** *n=<30 individuals

(Non-registered citizens) I am not registered to vote because..."there's no difference between Democrats and Republicans."



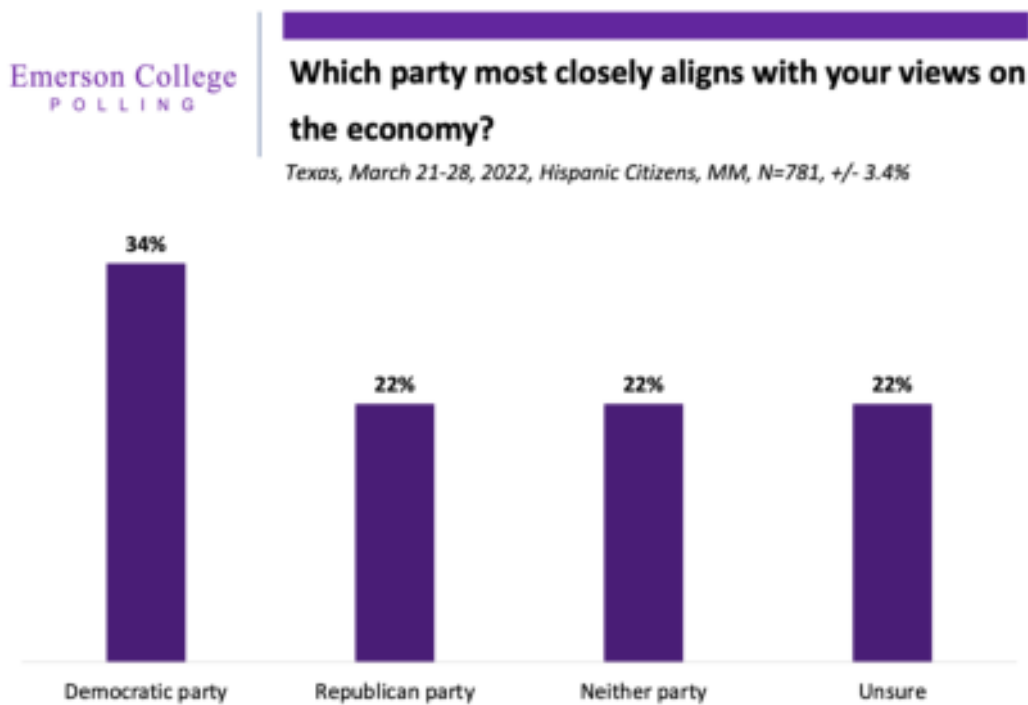
- Twenty-five percent (25%) of non-registered respondents agreed that they are not registered to vote because "there's no difference between Democrats and Republicans." Thirty-one percent (31%) of respondents disagree with this statement and 43% are unsure.
- **Age**
 - **18-24:** 19% agree, 15% disagree, 66% unsure or no opinion
 - **25-34:** 18% agree, 58% disagree, 24% unsure or no opinion
 - **35-44:** 19% agree, 31% disagree, 50% unsure or no opinion
 - **45-54:** 59% agree, 17% disagree, 24% unsure or no opinion
 - **55-64:** *n=<30 individuals
 - **65 and older:** *n=<30 individuals
- **Gender:**
 - **Female:** 26% agree, 23% disagree, 51% unsure or no opinion
 - **Male:** 25% agree, 38% disagree, 37% unsure or no opinion
- **Education:**
 - **Did not graduate high school/no GED:** 19% agree, 31% disagree, 50% unsure or no opinion
 - **High school diploma or GED:** 33% agree, 25% disagree, 41% unsure or no opinion
 - **Technical or vocational school:** 27% agree, 33% disagree, 40% unsure or no opinion
 - **Associates degree:** 26% agree, 45% disagree, 29% unsure or no opinion
 - **Bachelor's degree:** 19% agree, 48% disagree, 33% unsure or no opinion
 - **Master's degree or higher:** *n=<30 individuals

(Non-registered citizens) I am not registered to vote because... "my vote won't change anything"



- Twenty-five percent (25%) of non-registered respondents agreed that they are not registered to vote because "my vote won't change anything." Twenty-nine percent (29%) of respondents disagree with this statement and 35% are unsure.
- **Age:**
 - **18-24:** 21% agree, 39% disagree, 40% unsure or no opinion
 - **25-34:** 61% agree, 17% disagree, 21% unsure or no opinion
 - **35-44:** 36% agree, 36% disagree, 28% unsure or no opinion
 - **45-54:** 27% agree, 21% disagree, 52% unsure or no opinion
 - **55-64:** *n=<30 individuals
 - **65 and older:** *n=<30 individuals
- **Gender:**
 - **Female:** 27% agree, 36% disagree, 37% unsure or no opinion
 - **Male:** 45% agree, 22% disagree, 34% unsure or no opinion
- **Education:**
 - **Did not graduate/no GED:** 25% agree, 26% disagree, 49% unsure or no opinion
 - **High school diploma or GED:** 50% agree, 29% disagree, 22% unsure or no opinion
 - **Technical or vocational school:** 38% agree, 27% disagree, 35% unsure or no opinion
 - **Associates degree:** 48% agree, 39% disagree, 14% unsure or no opinion
 - **Bachelor's degree:** 26% agree, 28% disagree, 46% unsure or no opinion
 - **Master's degree or higher:** *n=<30 individuals

Which party most closely aligns with your views on the economy?

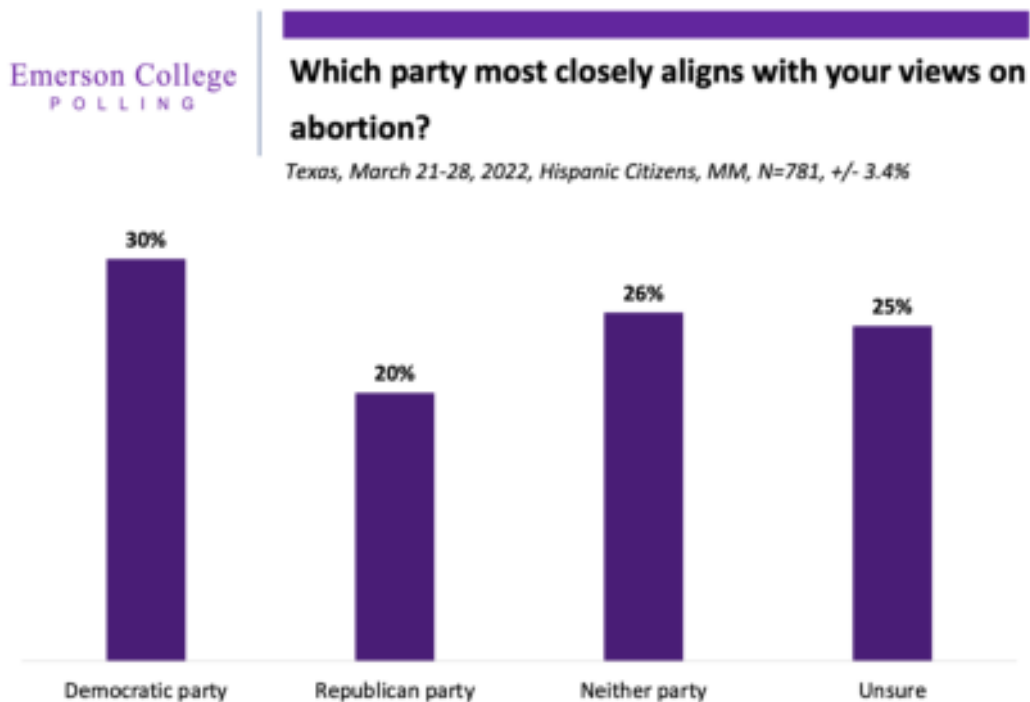


- Thirty-four percent (34%) of respondents align most closely with the Democratic Party, 22% align most closely with the Republican Party. Twenty-two percent (22%) of respondents say neither party, and 22% are unsure.
- **Registration**
 - **Voters:**
 - 47% Democratic Party
 - 29% Republican Party
 - 15% neither party
 - 10% unsure
 - **Non-registered citizens:**
 - 12% Democratic Party
 - 11% Republican Party
 - 33% neither party
 - 44% unsure
- **Age**
 - **18-24:**
 - 18% Democratic Party
 - 14% Republican Party
 - 19% neither party
 - 50% unsure
 - **25-34**
 - 34% Democratic Party
 - 13% Republican Party
 - 39% neither party
 - 15% unsure

- **Age**
 - **35-44**
 - 34% Democratic Party
 - 24% Republican Party
 - 20% neither party
 - 23% unsure
 - **45-54**
 - 28% Democratic Party
 - 31% Republican Party
 - 16% neither party
 - 25% unsure
 - **55-64**
 - 46% Democratic Party
 - 35% Republican Party
 - 8% neither party
 - 12% unsure
 - **65 and older**
 - 55% Democratic Party
 - 26% Republican Party
 - 17% neither party
 - 2% unsure
- **Gender**
 - **Female**
 - 38% Democratic Party
 - 24% Republican Party
 - 18% neither party
 - 20% unsure
 - **Male**
 - 29% Democratic Party
 - 21% Republican Party
 - 25% neither party
 - 25% unsure
- **Education**
 - **Did not graduate high school/no GED**
 - 28% Democratic Party
 - 11% Republican Party
 - 27% neither party
 - 33% unsure
 - **High school diploma or GED**
 - 28% Democratic Party
 - 21% Republican Party
 - 26% neither party
 - 25% unsure

- **Education**
 - **Technical or vocational school**
 - 33% Democratic Party
 - 38% Republican Party
 - 16% neither party
 - 13% unsure
 - **Associates degree**
 - 46% Democratic Party
 - 24% Republican Party
 - 14% neither party
 - 16% unsure
 - **Bachelor's degree**
 - 41% Democratic Party
 - 36% Republican Party
 - 12% neither party
 - 12% unsure
 - **Master's degree or higher**
 - 54% Democratic Party
 - 31% Republican Party
 - 12% neither party
 - 2% unsure

Which party most closely aligns with your views on abortion?



- Thirty percent (30%) of respondents align most closely with the Democratic Party, and 20% of respondents align most closely with the Republican Party. Twenty-six percent (26%) of respondents say neither party and 25% are unsure.

- **Registration**

- **Voters:**

- 36% Democratic Party
 - 24% Republican Party
 - 23% neither party
 - 17% unsure

- **Non-registered citizens:**

- 19% Democratic Party
 - 13% Republican Party,
 - 31% neither party
 - 38% unsure

- **Age**

- **18-24**

- 21% Democratic Party
 - 8% Republican Party,
 - 22% neither party
 - 48% unsure

- **25-34**

- 41% Democratic Party
 - 23% Republican Party,
 - 26% neither party
 - 10% unsure

- **Age**
 - **35-44**
 - 31% Democratic Party
 - 15% Republican Party,
 - 20% neither party
 - 34% unsure
 - **45-54**
 - 20% Democratic Party
 - 29% Republican Party,
 - 32% neither party
 - 19% unsure
 - **55-64**
 - 34% Democratic Party
 - 28% Republican Party,
 - 21% neither party
 - 17% unsure
 - **65 and older**
 - 26% Democratic Party
 - 18% Republican Party,
 - 38% neither party
 - 19% unsure
- **Gender**
 - **Female**
 - 28% Democratic Party
 - 18% Republican Party
 - 29% neither party
 - 25% unsure
 - **Male**
 - 31% Democratic Party
 - 22% Republican Party
 - 23% neither party
 - 24% unsure
- **Education**
 - **Did not graduate high school/no GED**
 - 18% Democratic Party
 - 16% Republican Party
 - 33% neither party
 - 34% unsure
 - **High school diploma or GED**
 - 28% Democratic Party
 - 17% Republican Party
 - 30% neither party
 - 26% unsure
 - **Technical or vocational school**
 - 32% Democratic Party
 - 28% Republican Party
 - 21% neither party
 - 19% unsure

- **Education**

- **Associates degree**

- 42% Democratic Party
 - 22% Republican Party
 - 16% neither party
 - 20% unsure

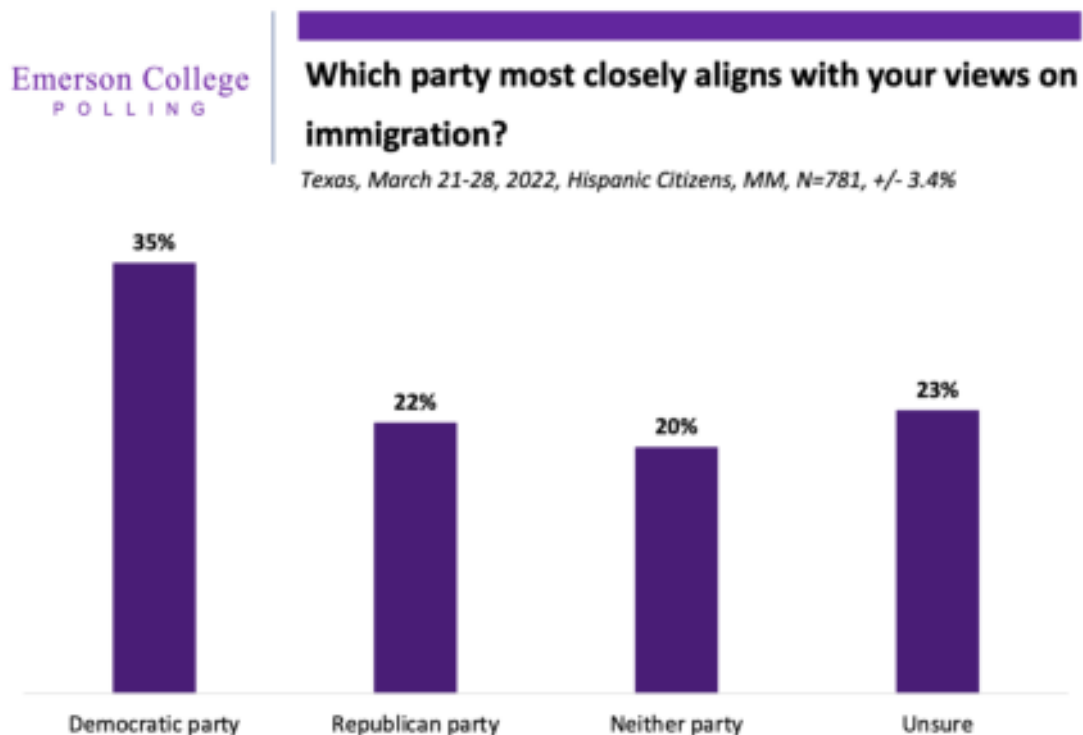
- **Bachelor's degree**

- 43% Democratic Party
 - 25% Republican Party
 - 14% neither party
 - 19% unsure

- **Master's degree or higher**

- 49% Democratic Party
 - 28% Republican Party
 - 19% neither party
 - 4% unsure

Which party most closely aligns with your views on immigration?



- Thirty-five percent (35%) of respondents align most closely with the Democratic Party, and 22% align with the Republican Party. Twenty percent (20%) say neither party, and 23% are unsure.

- **Registration**

- **Voters:**

- 44% Democratic Party
 - 29% Republican Party
 - 15% neither party
 - 12% unsure

- **Non-registered citizens:**

- 20% Democratic Party
 - 9% Republican Party
 - 29% neither party
 - 42% unsure

- **Age**

- **18-24**

- 28% Democratic Party
 - 13% Republican Party
 - 19% neither party
 - 41% unsure

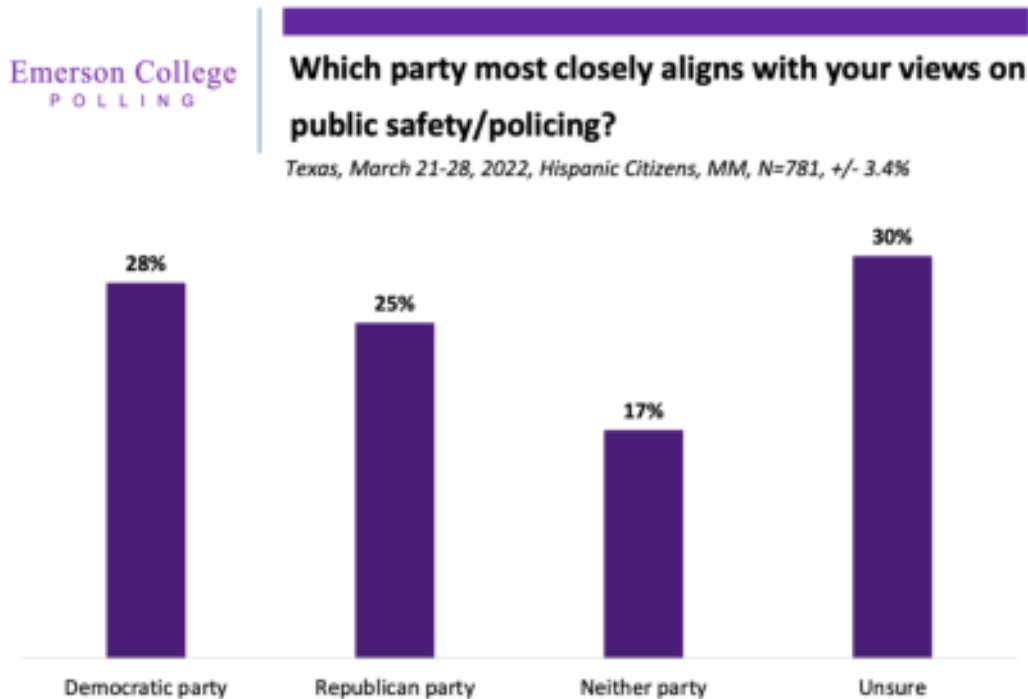
- **25-34**

- 36% Democratic Party
 - 14% Republican Party
 - 22% neither party
 - 27% unsure

- **Age**
 - **35-44**
 - 43% Democratic Party
 - 19% Republican Party
 - 16% neither party
 - 23% unsure
 - **45-54**
 - 25% Democratic Party
 - 30% Republican Party
 - 30% neither party
 - 16% unsure
 - **55-64**
 - 34% Democratic Party
 - 32% Republican Party
 - 16% neither party
 - 19% unsure
 - **65 and older**
 - 49% Democratic Party
 - 33% Republican Party
 - 16% neither party
 - 3% unsure
- **Gender**
 - **Female**
 - 38% Democratic Party
 - 22% Republican Party
 - 22% neither party
 - 18% unsure
 - **Male**
 - 32% Democratic Party
 - 22% Republican Party
 - 18% neither party
 - 28% unsure
- **Education**
 - **Did not graduate high school/no GED**
 - 31% Democratic Party
 - 12% Republican Party
 - 22% neither party
 - 36% unsure
 - **High school diploma or GED**
 - 28% Democratic Party
 - 23% Republican Party
 - 23% neither party
 - 25% unsure

- **Education**
 - **Technical or vocational school**
 - 38% Democratic Party
 - 31% Republican Party
 - 20% neither party
 - 12% unsure
 - **Associates degree**
 - 48% Democratic Party
 - 21% Republican Party
 - 17% Neither party
 - 13% unsure
 - **Bachelor's degree**
 - 44% Democratic Party
 - 33% Republican Party
 - 13% neither party
 - 10% unsure
 - **Master's degree or higher**
 - 48% Democratic Party
 - 32% Republican Party
 - 14% neither party
 - 6% unsure

Which party most closely aligns with your views on public safety/policing?



- Twenty-eight percent (28%) of respondents state their views align with the Democratic Party, 25% with the Republican Party, 17% with neither party and 30% were unsure.

- **Registration**

- **Voters**

- 37% Democratic Party
 - 29% Republican Party
 - 14% neither party
 - 19% unsure

- **Non-registered citizens**

- 11% Democratic Party
 - 18% Republican Party
 - 23% neither party
 - 50% unsure

- **Age**

- **18-24**

- 20% Democratic Party
 - 16% Republican Party
 - 21% neither party
 - 44% unsure

- **25-34**

- 30% Democratic Party
 - 25% Republican Party
 - 19% neither party
 - 26% unsure

- **Age**
 - **35-44**
 - 22% Democratic Party
 - 22% Republican Party
 - 26% neither party
 - 31% unsure
 - **45-54**
 - 23% Democratic Party
 - 31% Republican Party
 - 11% neither party
 - 35% unsure
 - **55-64**
 - 38% Democratic Party
 - 29% Republican Party
 - 8% neither party
 - 25% unsure
 - **65 and older**
 - 42% Democratic Party
 - 33% Republican Party
 - 13% neither party
 - 12% unsure
- **Gender**
 - **Female**
 - 28% Democratic Party
 - 25% Republican Party
 - 19% neither party
 - 28% unsure
 - **Male**
 - 27% Democratic Party
 - 26% Republican Party
 - 16% neither party
 - 31% unsure
- **Education**
 - **Did not graduate high school/no GED**
 - 18% Democratic Party
 - 23% Republican Party
 - 14% neither party
 - 45% unsure
 - **High school diploma or GED**
 - 28% Democratic Party
 - 18% Republican Party
 - 25% Neither party
 - 30% unsure

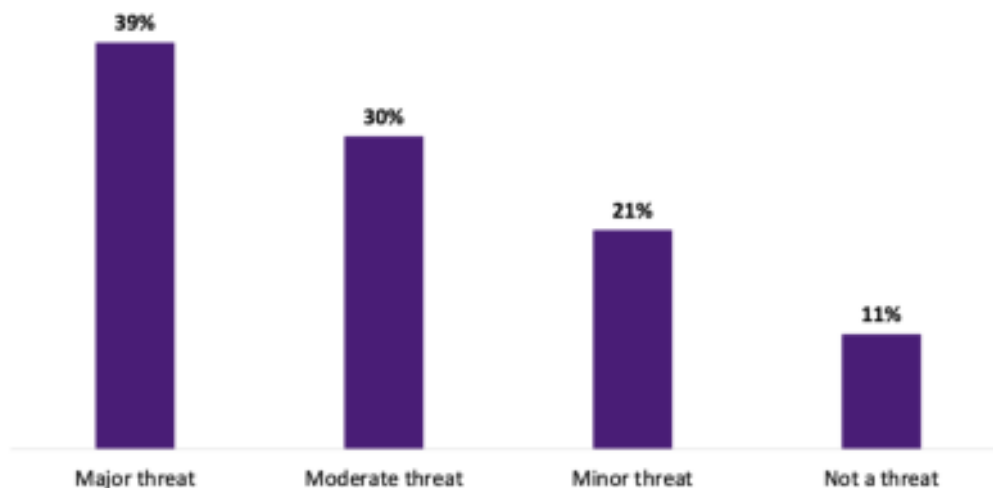
- **Education**
 - **Technical or vocational school**
 - 30% Democratic Party
 - 31% Republican Party
 - 19% neither party
 - 21% unsure
 - **Associates degree**
 - 30% Democratic Party
 - 31% Republican Party
 - 16% neither party
 - 17% unsure
 - **Bachelor's degree**
 - 35% Democratic Party
 - 35% Republican Party
 - 12% neither party
 - 18% unsure
 - **Master's degree or higher**
 - 51% Democratic Party
 - 26% Republican Party
 - 10% neither party
 - 13% unsure

How much of a threat to public health in the United States do you believe Coronavirus is?

Emerson College
POLLING

How much of a threat to public health in the United States do you believe Coronavirus is?

Texas, March 21-28, 2022, Hispanic Citizens, MM, N=781, +/- 3.4%



- Thirty-nine percent (39%) of respondents believe the Coronavirus is a major threat to public health, 30% believe it is a moderate threat, 21% believe it is a minor threat, and 11% that it is not a threat.

- **Registration**

- **Voters**

- 40% major threat
 - 35% moderate threat
 - 18% minor threat
 - 7% not a threat

- **Non-registered citizens**

- 38% major threat
 - 20% moderate threat
 - 25% minor threat
 - 18% not a threat

- **Age**

- **18-24**

- 31% major threat
 - 33% moderate threat
 - 7% minor threat
 - 29% not a threat

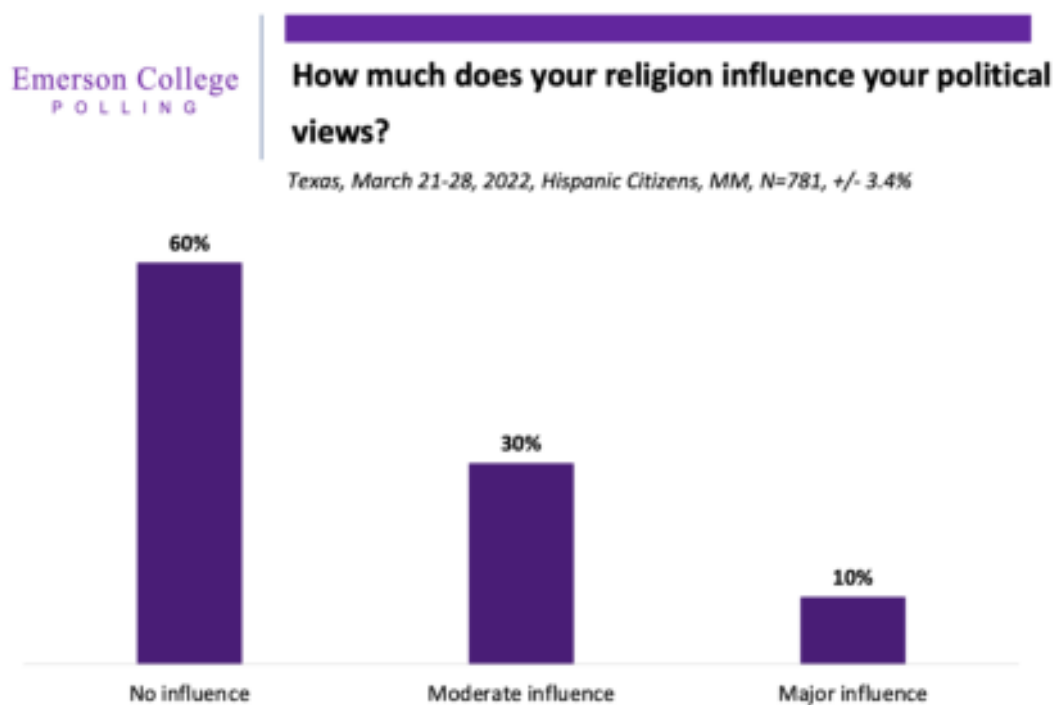
- **25-34**

- 41% major threat
 - 28% moderate threat
 - 27% minor threat
 - 4% not a threat

- **Age**
 - **35-44**
 - 40% major threat
 - 29% moderate threat
 - 26% minor threat
 - 5% not a threat
 - **45-54**
 - 30% major threat
 - 29% moderate threat
 - 30% minor threat
 - 12% not a threat
 - **55-64**
 - 39% major threat
 - 39% moderate threat
 - 15% minor threat
 - 6% not a threat
 - **65 and older**
 - 60% major threat
 - 20% moderate threat
 - 10% minor threat
 - 10% not a threat
- **Gender**
 - **Female**
 - 39% major threat
 - 33% moderate threat
 - 18% minor threat
 - 10% not a threat
 - **Male**
 - 39% major threat
 - 27% moderate threat
 - 23% minor threat
 - 12% not a threat
- **Education**
 - **Did not graduate high school/no GED**
 - 44% major threat
 - 14% moderate threat
 - 25% minor threat
 - 17% not a threat
 - **High school diploma or GED**
 - 41% major threat
 - 35% moderate threat
 - 15% minor threat
 - 9% not a threat

- **Education**
 - **Technical or vocational school**
 - 26% major threat
 - 40% moderate threat
 - 23% minor threat
 - 11% not a threat
 - **Associates degree**
 - 43% major threat
 - 40% moderate threat
 - 12% minor threat
 - 5% not a threat
 - **Bachelor's degree**
 - 31% major threat
 - 40% moderate threat
 - 24% minor threat
 - 7% not a threat
 - **Master's degree or higher**
 - 40% major threat
 - 28% moderate threat
 - 27% minor threat
 - 6% not a threat

How much does your religion influence your political views?



- Sixty percent (60%) of respondents stated religion has no influence on their political views, 30% stated it has a moderate influence and 10% stated it has a major influence.

- **Registration**

- **Voters**

- 53% no influence
 - 34% moderate influence
 - 13% major influence

- **Non-registered citizens**

- 71% no influence
 - 25% moderate influence
 - 5% major influence

- **Age**

- **18-24**

- 61% no influence
 - 30% moderate influence
 - 8% major influence

- **25-34**

- 63% no influence
 - 31% moderate influence
 - 6% major influence

- **35-44**

- 60% no influence
 - 31% moderate influence
 - 9% major influence

- **Age**
 - **45-54**
 - 71% no influence
 - 23% moderate influence
 - 7% major influence
 - **55-64**
 - 47% no influence
 - 39% moderate influence
 - 15% major influence
 - **65 and older**
 - 48% no influence
 - 31% moderate influence
 - 21% major influence
- **Gender**
 - **Female**
 - 60% no influence
 - 32% moderate influence
 - 8% major influence
 - **Male**
 - 59% no influence
 - 29% moderate influence
 - 12% major influence
- **Education:**
 - **Did not graduate high school/no GED**
 - 64% no influence
 - 30% moderate influence
 - 7% major influence
 - **High school diploma or GED**
 - 61% no influence
 - 27% moderate influence
 - 12% major influence
 - **Technical or vocational school**
 - 57% no influence
 - 30% moderate influence
 - 13% major influence
 - **Associates degree**
 - 54% no influence
 - 36% moderate influence
 - 10% major influence
 - **Bachelor's degree**
 - 59% no influence
 - 30% moderate influence
 - 11% major influence
 - **Master's degree or higher**
 - 50% no influence
 - 43% moderate influence
 - 7% major influence

Emerson College

P O L L I N G

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