

**PUBLIC PERSPECTIVES**

**HISPANIC/LATINX VOTERS**

This November, millions of Americans will head to the voting booth to weigh in on issues that matter to their lives. Hispanics/Latinx<sup>1</sup> are now the second largest group of voting age Americans, representing 50% of the citizen voting-age population growth since 2020, and it is estimated that 17.5 million Hispanic/Latinx voters will cast a ballot in November.<sup>2</sup> Our new national polling finds

that Hispanic/Latinx voters want policymakers to expand skills training opportunities in America and consider it one of the most important strategies for improving the economy. Hispanic/Latinx voters also support a range of policies that can expand high-quality inclusive skills training, including policies that support career pathways, industry partnerships, and data collection.<sup>3</sup>

**PUBLIC PERSPECTIVES**

**ON THE ECONOMY**

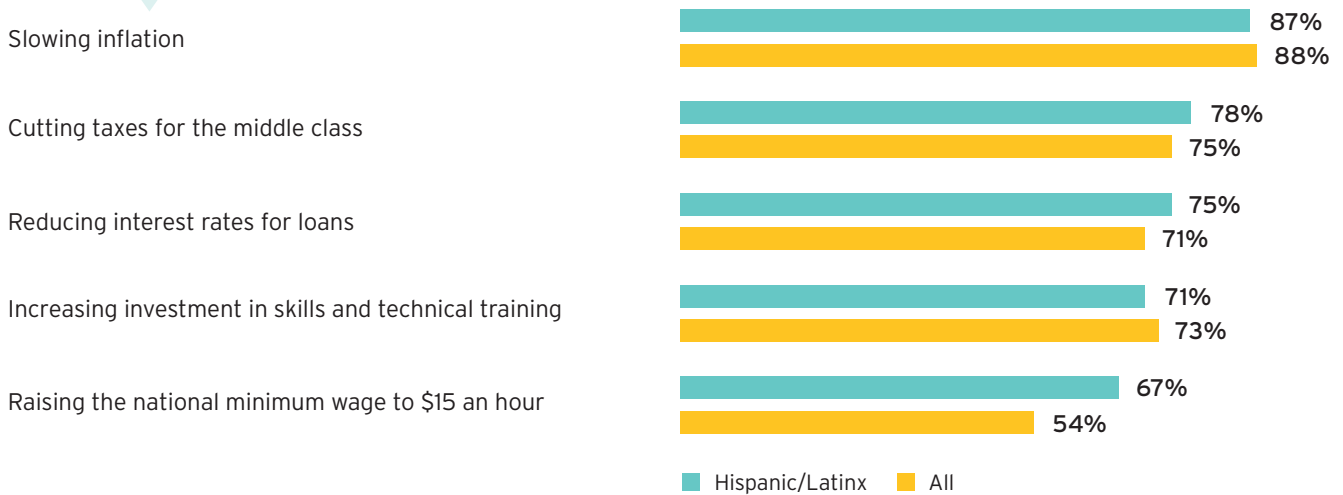
Hispanic/Latinx voters are more optimistic about their personal economic situation than the economy overall. Only 23% of Hispanic/Latinx voters have a favorable view of the economy, but over half of Hispanic/Latinx voters (56%) rate their own financial situation as positive.

**PERCENTAGE OF VOTERS WHO RATE AS "EXCELLENT" OR "GOOD"**



A sizeable majority of Hispanic/Latinx voters consider skills training to be an important economic solution. Nearly three-quarters (71%) believe expanding skills training is an extremely or very important way to improve the economy.

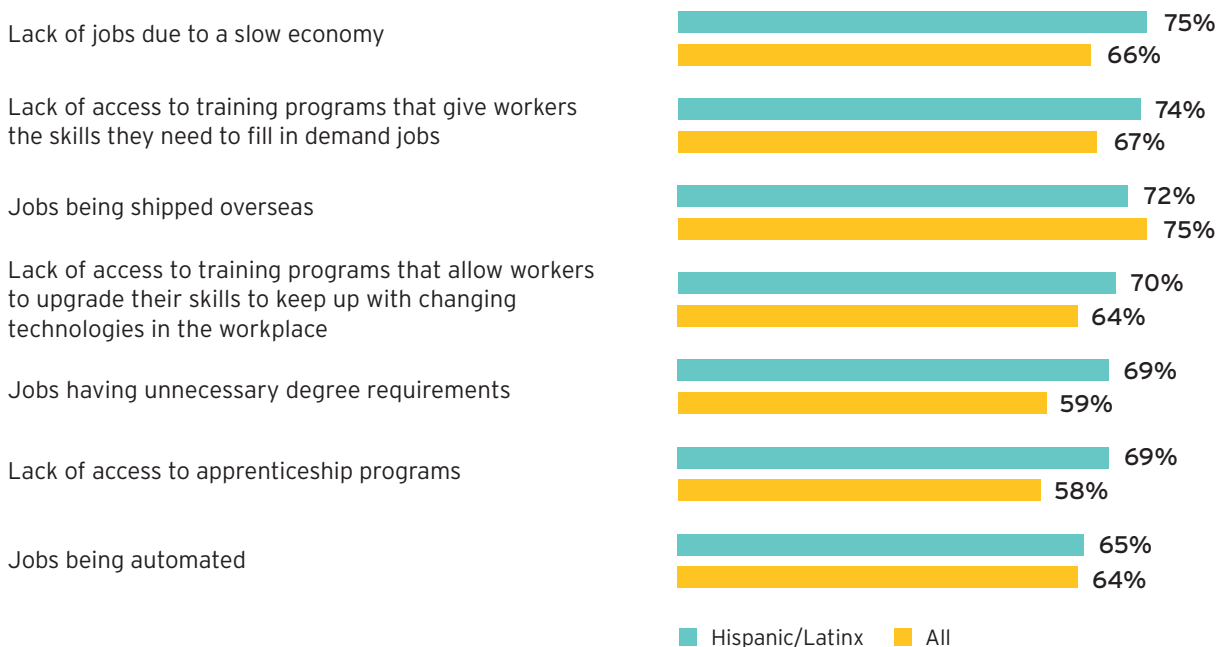
**PERCENTAGE OF VOTERS WHO RATE KEY ISSUES AS “EXTREMELY” OR “VERY IMPORTANT” FOR THE ECONOMY**



**PUBLIC PERSPECTIVES ON JOBS**

Hispanic/Latinx voters perceive a lack of access to skills training as a significant challenge facing workers in the current job market. Hispanic/Latinx voters identify a range of challenges facing workers. Nearly three-quarters (74%) identify a lack of access to training is a serious concern.

**PERCENTAGE OF VOTERS WHO SEE ISSUE AS A SERIOUS PROBLEM FACING WORKERS**



## PUBLIC PERSPECTIVES

# ON SKILLS TRAINING

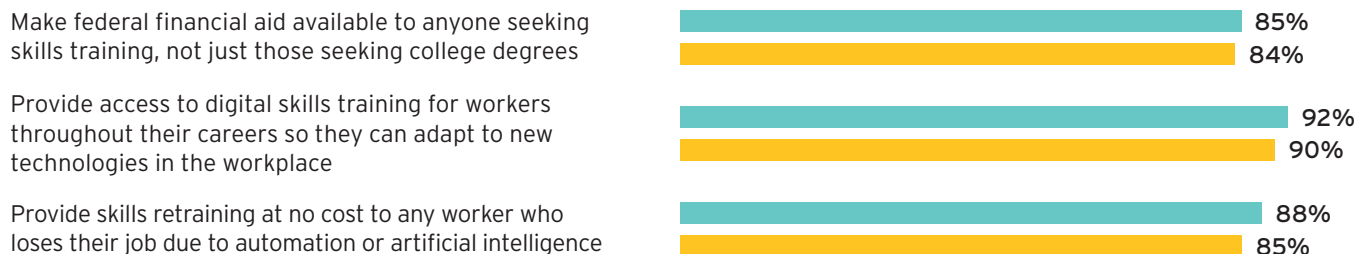
Hispanic/Latinx voters want to engage in skills training to advance their careers. Compared to 63% of all voters, 80% of Hispanic/Latinx voters would take advantage of an opportunity to build their digital skills to obtain a better job or advance in their career.

### PERCENTAGE OF VOTERS WHO WOULD ENGAGE IN SKILLS TRAINING TO OBTAIN A BETTER JOB OR ADVANCE CAREER



Hispanic/Latinx voters also support a range of proposals that expand access to inclusive, high-quality skills training.

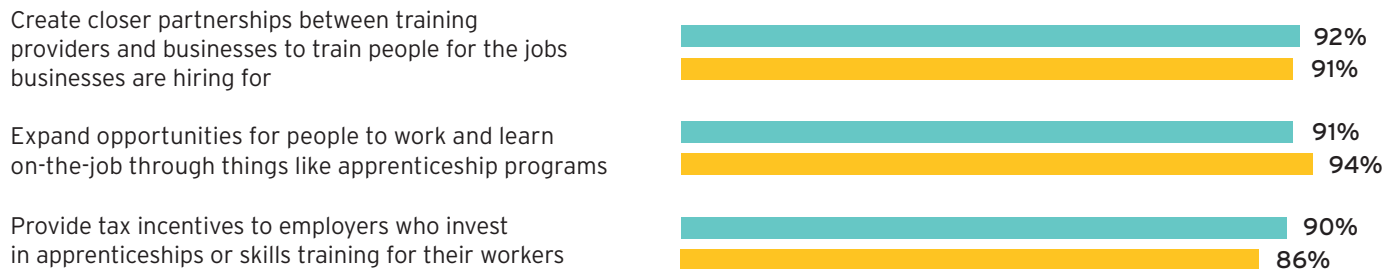
### ENSURE THAT COST ISN'T A BARRIER TO TRAINING



### SUPPORT CAREER PATHWAYS FOR STUDENT AND WORKER SUCCESS



### HELP WORKERS AND SMALL BUSINESSES ENGAGE IN INDUSTRY PARTNERSHIPS AND EXPAND APPRENTICESHIP

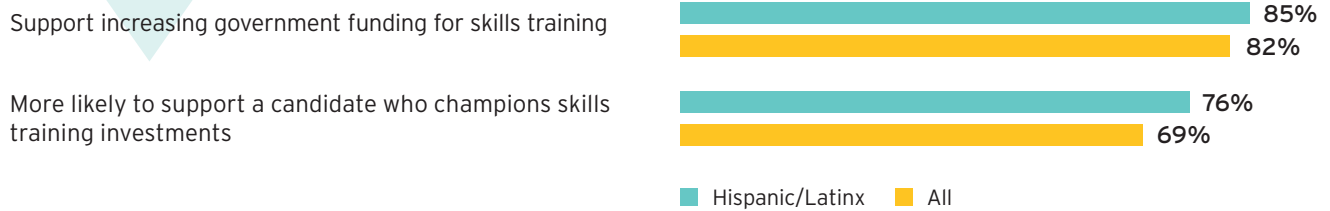


### SUPPORT STATE AND LOCAL DATA COLLECTION TO MEASURE EQUITABLE OUTCOMES



■ Hispanic/Latinx ■ All

**Hispanic/Latinx voters overwhelmingly support skills training and candidates who prioritize this issue.** A notable 85% of Hispanic/Latinx voters support increasing government funding for skills training. Additionally, 76% of Hispanic/Latinx voters are more likely to support a candidate for office who champions increased government funding for skills training in America, compared to 69% for all voters.



To learn more about NSC’s Public Perspective Series, please visit [www.nationalskillscoalition.org](http://www.nationalskillscoalition.org).

RESEARCH: Impact Research  
AUTHOR: Rachel Unruh



1250 Connecticut Ave NW, Suite 200 • Washington, DC 20036

**National Skills Coalition** fights for inclusive, high-quality skills training so that people have access to a better life, and local businesses see sustained growth. We engage in analysis and technical assistance, organizing, advocacy, and communications to improve state and federal skills policies. Learn more at [nationalskillscoalition.org](http://nationalskillscoalition.org) and follow us [@skillscoalition](https://twitter.com/skillscoalition).



STRONGER COMMUNITIES. STRONGER AMERICA.

1126 16th Street NW, Suite 600 • Washington, DC 20036

**UnidosUS** is a nonprofit, nonpartisan organization that serves as the nation’s largest Hispanic civil rights and advocacy organization. Since our founding in 1968, we have contributed to a stronger America by elevating the voice of Latinos, and defending and advancing our community’s concerns. Learn more at [unidosus.org](http://unidosus.org) and follow us [@WeAreUnidosUS](https://twitter.com/WeAreUnidosUS).

1. The terms “Hispanic” and “Latino” are used interchangeably by the U.S. Census Bureau and throughout our materials to refer to persons of Mexican, Puerto Rican, Cuban, Central and South American, Dominican, Spanish, and other Hispanic descent; they may be of any race. Our materials may also refer to this population as “Latinx” to represent the diversity of gender identities and expressions that are present in the community.
2. *Key facts about Hispanic eligible voters in 2024*. Pew Research Center. January 2024.
3. National Skills Coalition commissioned a nationwide online poll of 1000 registered voters. Impact Research conducted the poll between March 11-17, 2024. The margin of error for a sample of this size is +/- 3.1 percentage points at the 95% level of confidence.