

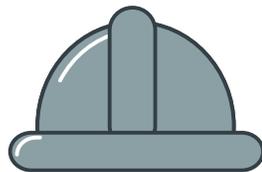
# WHO ARE THE LATINO TRUMP SUPPORTERS?



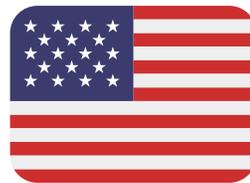
Latinos who voted for Trump were more likely to prioritize America-first values, Christian ideals, jobs and the economy. The Trump campaign mantra about keeping businesses open and people employed no matter what appealed to Latinos who believe work should carry on come rain or shine. Trump attracted many working class Hispanics affected by coronavirus-related job losses, pay cuts and small business declines by raising economic concerns to the top of the list.



**OLDER,  
MORE MALE**



**WORKING  
CLASS**



**U.S. BORN,  
ENGLISH DOMINANT**



**RURAL**

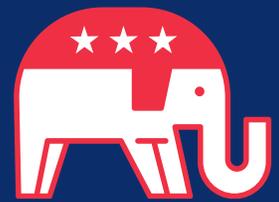
Latino Trump backers tend to be older, more male, working class, U.S. born, English dominant and rural. These Latinos assert that America stands for freedom and are almost twice as likely to call the U.S. the best country on earth. When asked which social issues they want companies to support, they are more apt to want companies to respect America and its values. Trump Latinos are more likely to be registered to vote, more enthusiastic about the election and more likely to say that they feel personally represented by Trump compared to all other Hispanics, including Biden supporters.

For over 5 years, EthniFacts has been tracking trends about social and political issues alongside multicultural trends, cultural identity and personality. EthniFacts has gathered a dataset spanning before and during times of COVID, the political divide and the Trump presidency. EthniFacts can profile supporters of candidates, brands and social issues. This data is based on the EthniFacts PICAT (Personality, InterCultural Affinity/Aversion) Tracker, which is conducted biannually, last fielded Q3 2020 among 2,189 nationally representative U.S. respondents.



**WANT TO LEARN MORE?  
EMAIL US AT [INFO@ETHNIFACTS.COM](mailto:INFO@ETHNIFACTS.COM)  
OR CALL (972) 567-1981**

# WHO ARE THE LATINO TRUMP SUPPORTERS?



**Respecting America, bolstering the economy and supporting Christian values are of paramount concern to Latino Trump supporters. They are also more likely to respect law enforcement, support gun rights and want to reduce crime.**

	% Hispanic Trump Supporter	Hispanic Trump Supporter Index to All Hispanics
Respect America & the flag	31%	315
Jobs & the economy	25%	153*
Christian values	23%	223
Respect law enforcement	18%	281
Gun Rights	13%	307
Reduce crime	13%	206

*\*Read as: Hispanic Trump supporters are 53% more likely than overall Hispanics to prioritize jobs and the economy.*

**Latino Trump backers tend to be older, more male, working class, US born, English dominant, rural and unemployed. They are also more likely to be Cuban or South American.**

	% Hispanic Trump Supporter	Hispanic Trump Supporter Index to All Hispanics
Age 55+	30%	147
Male	54%	107
Working class	34%	119
English dominant	47%	143
Cuban & South American	27%	140
Rural	19%	189
Unemployed	19%	133

**Latinos for Trump are almost twice as likely to say America is the best country on earth.**

	% Hispanic Trump Supporter	Hispanic Trump Supporter Index to All Hispanics
Believe America is the best country on Earth	<b>77%</b>	<b>172*</b>

*\*Read as: Hispanic Trump supporters are 72% more likely than overall Hispanics to respect America and the flag.*

**When asked which social issues they want companies to support, Latino Trump supporters are more apt to want companies to respect America and its values.**

	% Hispanic Trump Supporter	Hispanic Trump Supporter Index to All Hispanics
Want companies to respect America and its values	<b>46%</b>	<b>229</b>

**Trump Latinos are more likely to be registered to vote, more enthusiastic about the election and more likely to say that they feel personally represented by Trump and that Trump cares about their generation's views compared to Hispanic Biden supporters.**

	% Hispanic Trump Supporter	% Hispanic Biden Supporter	Hispanic Trump Supporter Index to Biden Supporter
Registered to vote	<b>84%</b>	<b>73%</b>	<b>115</b>
Definitely plan to vote	<b>73%</b>	<b>64%</b>	<b>113</b>
Feel personally represented by Trump/Biden	<b>77%</b>	<b>61%</b>	<b>126</b>
Feel Trump/Biden cares about my generation's views	<b>74%</b>	<b>69%</b>	<b>108</b>